

PRWeek

Trevelino/Keller introduces GreenWorks Monitor

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ATLANTA: Trevelino/Keller Communications Group has announced the results of its first GreenWorks Monitor, a quarterly addition to the firm's GreenWorks practice area focusing on green living. The first study focused on attitudes about electric cars. Forty-seven percent of those polled felt electric cars would most significantly reduce the effects of global warming and 60% said they would purchase an electric car that was comparable in size, speed, stamina, and price to their gas-powered car. The study is based on seven polls conducted on Facebook between January 8 and 11. One hundred people between the ages of 18 and 49 (with the majority of responders falling in the 18-24 range) responded to each question.