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## The Consumer as Climate Activist

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In the context of rapid growth in consumption of green products in the US, the authors use national survey data to test their hypothesis that people's beliefs about global warming as well as their beliefs about consumer activism, predict their approach to green consumerism.

See also: Del Valle, Gaby, 'Can Consumer choices Ward Off the Worst Effects of Climate Change? An Expert Explains', Vox, 12 Oct. 2018,

Notes that the 2018 UN report on climate change warns less than two decades to limit global warming to 1.5% centigrade, and that in response proposals made for individual actions in response on issues such as meat eating and transport. But the article also notes that the Climate Accountability Institute in its 2017 'Carbon Majors' report traced 70% of greenhouse gas emissions to 100 companies, which suggests individual actions 'futile'. The article notes that individuals can also reduce emissions per household through energy efficiency and altering houses to conserve energy.

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