

# *Fairbank, Maslin, Maullin & Associates*

*Opinion Research &  
Public Policy Analysis*

TO: Interested Parties

FROM: David Metz and Curtis Below  
Fairbank, Maslin, Maullin & Associates

RE: Key Findings from Recent Statewide Voter Survey on Global Warming

DATE: June 21, 2008

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Fairbank, Maslin, Maullin & Associates (FMM&A) recently conducted a survey of 800 likely voters to assess their attitudes on the issue of global warming and potential policies at the state level to address it.<sup>1</sup> Overall, the survey results show that voters are highly concerned about global warming, and are eager for State government to take action to address it. They strongly support the key provisions of a plan to implement California's Global Warming Solutions Act, both as individual policies and as a collective package. And they are not deterred by the potential cost impacts of such policies – a clear majority support State action on global warming, even when informed that it could increase the cost of gasoline, electricity and some consumer goods.

Among the key specific findings of the survey are the following:

- **California voters are convinced that global warming is happening.** Fully 65% say that global warming is a “proven fact” while only 31% believe that it is a “theory that has not been proven.”

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<sup>1</sup> **Methodology:** From June 14-18, 2008, FMM&A completed 800 telephone interviews with California voters who are likely to cast ballots in the November 2008 election. The margin of sampling error for the full sample is +/- 3.5%, and for split samples it is +/- 4.9%; margins of error for other subgroups within the sample will be higher.

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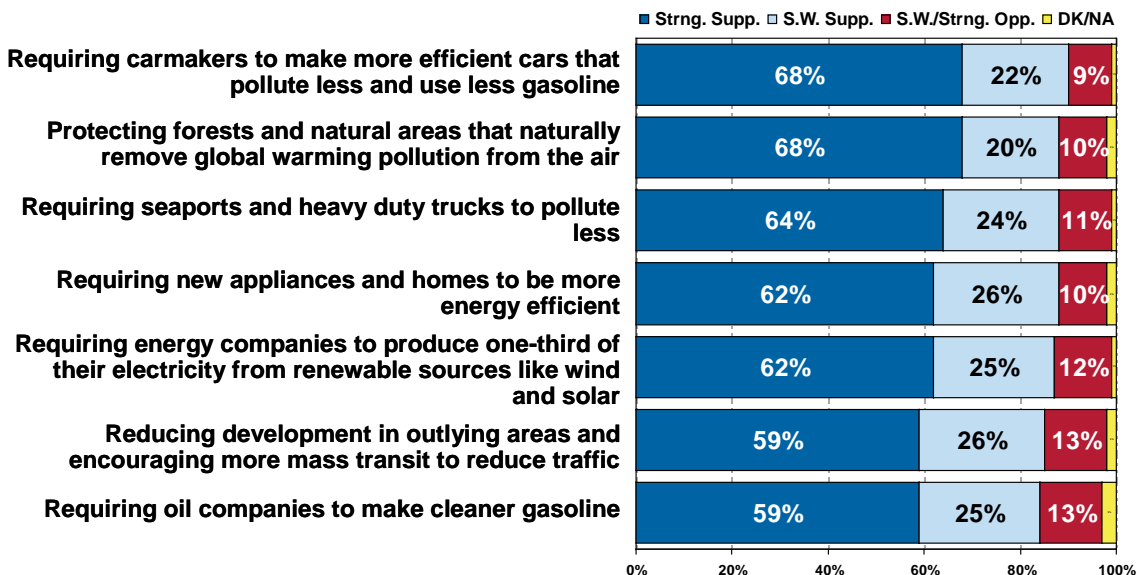
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- **Voters also see global warming as a major threat to California’s future.** When asked to rate the seriousness of global warming as a threat to “the economy and quality of life of California’s future,” a 79% majority of voters sees it as at least a “somewhat serious threat” – including a 53-percent majority that sees it as “very serious.”
- **Voters believe California can and should take action to meet the threat posed by global warming.** More than two-thirds of California voters (69%) support State government making its own policies in the absence of federal policies to address global warming. And a similar majority (67%) supports State government taking action that is stronger than federal action.

In addition, voters are confident that California can take on the problem of global warming without suffering negative consequences for its economy. Fully 83 percent believe California “can be a leader in new technologies to improve efficiency and reduce global warming,” while 73 percent agree that “California can reduce global warming and expand jobs and economic prosperity at the same time.”

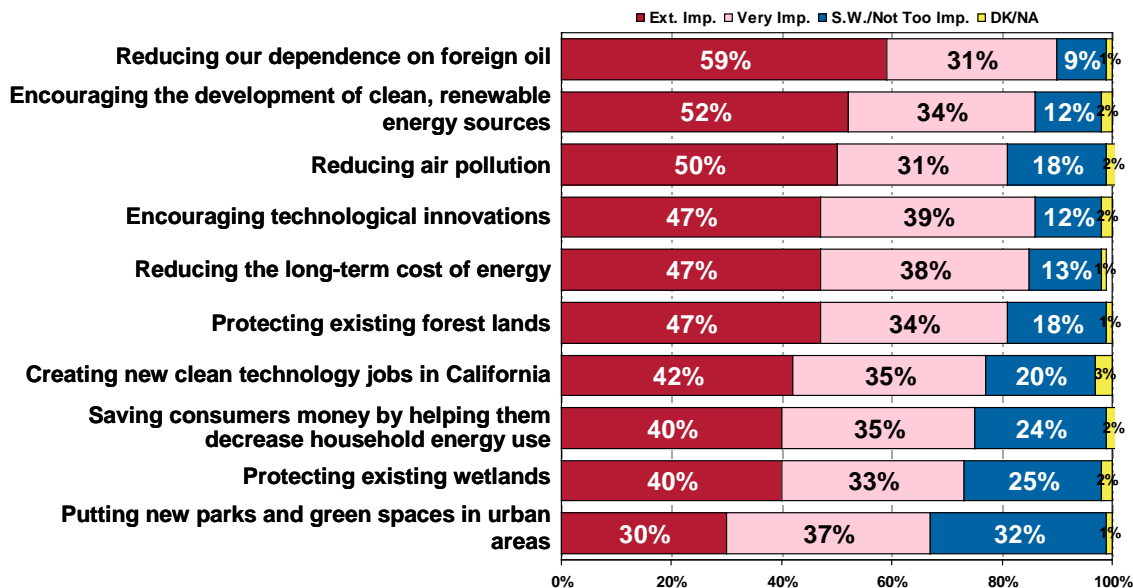
- **Overwhelming majorities of voters support each of the key elements of the State’s strategy for reducing global warming.** As shown below in **Figure 1**, at least four out of five voters support each of these elements individually, and fully 79 percent back them as a package approach to implement the Global Warming Solutions Act.

**FIGURE 1:**  
**Support for State Actions to Implement the Global Warming Solutions Act**



- **Support for the Global Warming Solutions Act remains strong even after voters learn about its impact on costs.** Survey respondents were told that even while this law significantly reduced global warming pollution in California, it could also lead to “increased costs for gas, electricity and some consumer goods.” Even in this context, a 58-percent majority continued to support the Global Warming Solutions Act, while just a little over one-third (35%) opposed it.
- **Not only do voters support action to address global warming, but they also view many of the other consequences of such policies as highly important.** As shown below in **Figure 2**, at least four in five voters see it as “very important” that policies to address global warming also have the effect of reducing our dependence on foreign oil; encouraging the development of clean, renewable energy sources; and reducing air pollution. In fact, at least two-thirds of those polled rated each of the items highlighted in **Figure 2** as at least “very important.”

**FIGURE 2:**  
**Rating the Importance of the Benefits of Policies to Fight Global Warming**  
*(Split Sampled)*



Overall, the survey results show that California voters see global warming as a very pressing concern and are eager to see state government take strong but thoughtful action to address it.