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

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.¹ 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."

¹ <u>Methodology:</u> 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.

2425 Colorado Ave	e. Suite 180	1999 Harrison Street	Suite 1290
Santa Monica, CA	90404	Oakland, CA	94612
Phone:	(310) 828-1183	Phone: (5	10) 451-9521
Fax:	(310) 453-6562	<i>Fax:</i> (5	10) 451-0384

- 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 More than two-thirds of California voters (69%) support State global warming. 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.

•	Strng. Supp. 🗆 S.W. Supp. 🔳 S	.W./Strng. Opp. 🗖 DK/NA
equiring carmakers to make more efficient cars that pollute less and use less gasoline	68%	22% 9%
Protecting forests and natural areas that naturally remove global warming pollution from the air	68%	20% 10%
Requiring seaports and heavy duty trucks to pollute less	64%	24% 11%
Requiring new appliances and homes to be more energy efficient	62%	26% 10%
Requiring energy companies to produce one-third of their electricity from renewable sources like wind and solar	62%	25% 12%
Reducing development in outlying areas and encouraging more mass transit to reduce traffic	59%	26% 13%
Requiring oil companies to make cleaner gasoline	59%	25% 13%

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

Fairbank, Maslin, Maullin & Associates

- 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)

_	■ Ext. Imp. □ Very Imp. ■ S.W./Not Too Imp. □ DK/NA			
Reducing our dependence on foreign oil	59%		31% 9%1 <mark>%</mark>	
Encouraging the development of clean, renewable energy sources	52%		34%	12% <mark>2</mark> %
Reducing air pollution	50%		31%	18% <mark>2</mark> %
Encouraging technological innovations	47%		39%	12% <mark>2</mark> %
Reducing the long-term cost of energy	47%		38%	13%1 <mark>%</mark>
Protecting existing forest lands	Protecting existing forest lands 47%		34%	18% ¹ %
Creating new clean technology jobs in California	creating new clean technology jobs in California		5%	20% <mark>3%</mark>
Saving consumers money by helping them decrease household energy use	40%	35	%	24% <mark>2</mark> %
Protecting existing wetlands	40%	339	%	25% <mark>2</mark> %
Putting new parks and green spaces in urban areas	30%	37%		32% ¹ %
	20%	40% 6	0% 80	0% 1009

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.

Fairbank, Maslin, Maullin & Associates