

Global Warming

November 2007

Findings in Brief

- Three in ten Californians (29%) volunteer global warming as the world's top environmental problem. Another 28% cite air pollution. No other problem is cited by more than 6%.
- About half (51%) say they've heard a great deal about global warming. Registered voters and those with a post-graduate degree are the most likely to be closely attuned to the problem.
- Seven in ten Californians (70%) believe the issue of global warming is extremely or very important to them personally, significantly higher than the 52% of Americans who reported this in a national poll earlier this year.
- More Californians than U.S. residents support taking immediate action on global warming. Statewide, 43% say the problem requires immediate action and another 32% believes some action should be taken. The proportions of U.S. residents who take these positions are 34% and 30%, respectively.
- More than four in five (82%) believe global warming poses a serious threat to California's overall quality of life. Two in three believe global warming poses a very serious threat to the health of residents who live or work in areas where air quality is poor (66%) and nearly as many (63%) say it seriously threatens the snowpack in the Sierras and California's water supply.
- Despite these apprehensions, greater than eight in ten (85%) agree that the state can reduce greenhouse gas emissions that contribute to global warming and, at the same time, expand jobs and economic prosperity. In addition, 90% agree that California can be a leader in new technologies to improve efficiency and reduce global warming, with 66% agreeing strongly.
- Californians believe many entities can help to reduce greenhouse gas emissions. Major corporations, gas and electric companies, the general public and the U.S. government are seen as potentially doing the most.
- There is broad support (81%) to extend state government tax credits to businesses to reduce greenhouse gas emissions, and 79% support offering such credits to individuals.
- A similar large majority (81%) backs the idea of the state using regulations to require businesses to reduce greenhouse gas emissions, and 61% remain supportive even if such regulations lead to price increases on some goods and services.
- Two in three (65%) favor the idea of establishing a "cap and trade" system for businesses, whereby an overall limit on greenhouse gas emissions is set for each company, and creating a trading system to allow companies that can't meet their quota to pay other companies to cut back their emissions more than the required amount.
- There is somewhat less support for imposing a "carbon tax" on businesses and individuals based on the amount of greenhouse gas emissions they produce, although even here a majority are in favor. The initial idea of a carbon tax on businesses is supported by 72%, but this declines to 53% if this increases the prices Californians pay for some goods and services. A slim majority (52%) backs the idea of applying a carbon tax on individuals, although support grows to 65% if the tax proceeds are spent solely on reducing greenhouse gas emissions.

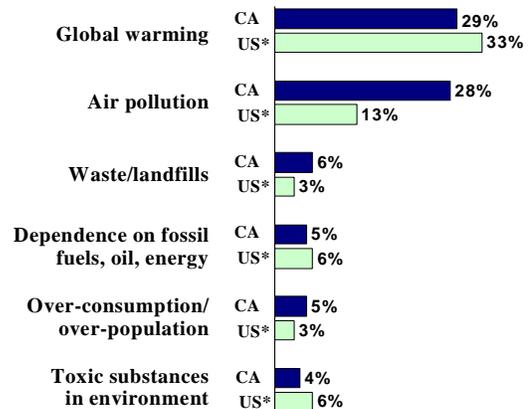
Californians see global warming and air pollution as the world's biggest environmental problems

The survey's first question asked Californians to volunteer what they felt was the single biggest environmental problem facing the world today. The text of their answers was recorded verbatim during the interview and later coded into general categories of response.

The results show that Californians volunteer two world environmental problems to a much greater extent than any others. They are global warming, cited by 29%, and air pollution, 28%. No other single category of problem is cited by more than 6%.

The proportion of Californians who volunteer global warming as the world's top environmental problem is comparable to the proportion of U.S. residents volunteering this in another recent national poll. Californians, on the other hand, are more than twice as likely as other U.S. residents to cite air pollution as the world's biggest environmental problem (28% vs. 13%).

Graph 1
Biggest Environmental Problem Facing the World (volunteered)
- How Californians Compare to U.S. Residents



(All other mentions less than 4% each.)

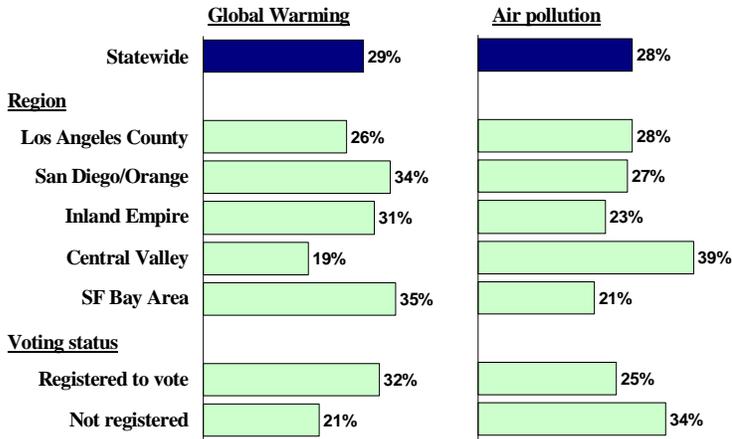
* ABC News/Washington Post/Stanford University survey, April 2007, n=1,002 U.S. adults.

When examining responses to this question by region of the state, residents living in the nine-county San Francisco Bay Area and those living in Orange or San Diego counties are somewhat more likely, while Central Valley residents are less likely, to cite global warming as the world's top environmental problem. By contrast, more Central Valley residents than residents elsewhere volunteer air pollution as the planet's biggest environmental problem.

Compared to those not registered to vote, California's registered voters are more apt to volunteer global warming and less likely to mention air pollution as the world's biggest environmental problem.

Graph 2

**Biggest Environmental Problem Facing the World (volunteered)
- by Region of the State and Voting Status**

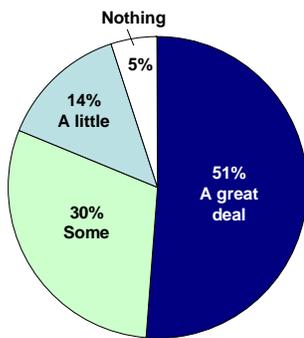


Half of the California public has heard or read a great deal about global warming

When Californians are asked how much they have heard or read about global warming, slightly more than half (51%) say a great deal, while 30% answer some. This compares to 19% who say they have heard a little or nothing about the problem.

Graph 3

How Much Have Californians Heard or Read About Global Warming?



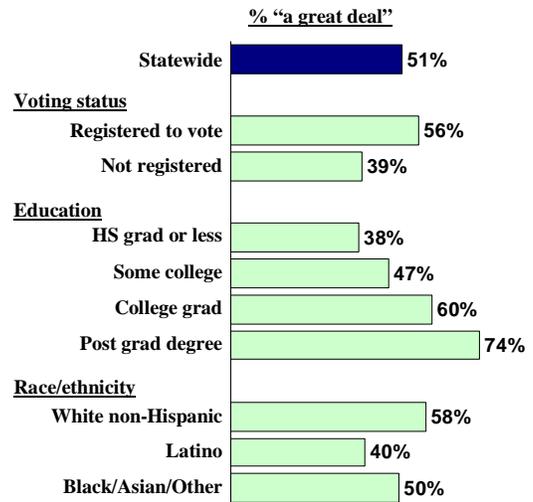
There are big differences across demographic subgroups of the California population regarding public awareness of the issue of global warming. A larger proportion of registered voters (56%) than those not registered (39%) reports having heard a great deal about the problem.

The level of a resident's education is also directly tied to reported awareness of the global warming problem. For example, those who have a post-graduate degree (74%) are nearly twice as likely as those who have no more than a high school education (38%) to say they have heard a great deal about global warming.

In addition, significantly more white non-Hispanics (58%) than Latinos (40%) have heard a great deal about the problem.

Graph 3 (cont'd)

How Much Have Californians Heard or Read About Global Warming?

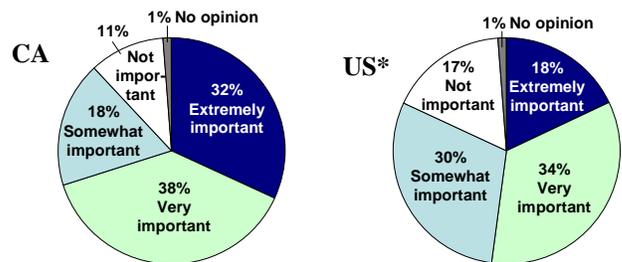


Californians attach higher importance to global warming than other U.S. residents

Seven in ten Californians (70%) describe the issue of global warming as extremely or very important to them personally. This is significantly higher than the level of importance described by the national public (52%) when an identical question was asked in a national poll earlier this year.

Graph 4

How Important is the Issue of Global Warming to you Personally?



* ABC News/Washington Post/Stanford University survey, April 2007, n=1,002 U.S. adults.

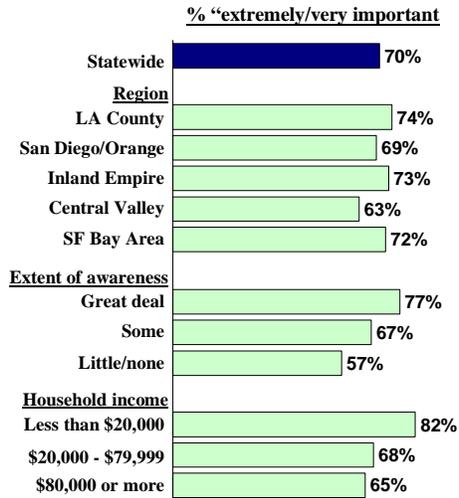
Residents in all major regions of the state attach high personal importance to the issue, with greater than six in ten saying it is extremely or very important to them.

There is a direct relationship between the extent of a person's awareness of global warming and its perceived importance. Those who report having heard a great deal about the issue are 20 percentage points more likely than those who have heard little or nothing about the problem to say the issue is extremely or very important to them.

Low income residents also attach greater importance to the issue than middle and upper income residents.

Graph 4 (cont'd)

How Important is the Issue of Global Warming to you Personally?



More Californians than other U.S. residents support taking immediate action on global warming

Residents were asked which of four statements about global warming best represented their own opinion of what should be done about global warming. The four alternatives posed were:

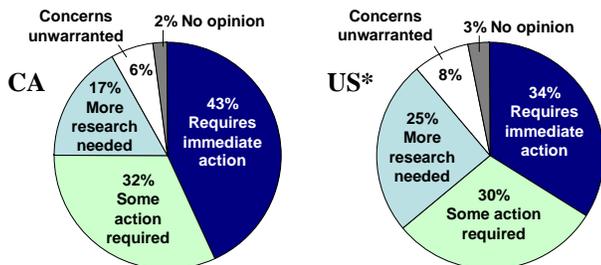
- Global warming has been established as a serious problem and immediate action is necessary.
- There is enough evidence that global warming is taking place and some action should be taken.
- We don't know enough about global warming and more research is necessary before we take any actions.
- Concern about global warming is unwarranted.

The results show that three in four Californians (75%) choose one of the first two statements, with 43% saying the problem requires immediate action and 32% believing some action should be taken. Another 17% feel not enough is known and more research is needed, while just 6% believe concerns about global warming are unwarranted.

When these results are compared to a national survey conducted earlier this year posing the same question, more Californians than residents nationally hold to the view that global warming requires immediate action, and fewer say more research is needed.

Graph 5

Views About Actions that Should be Taken About Global Warming



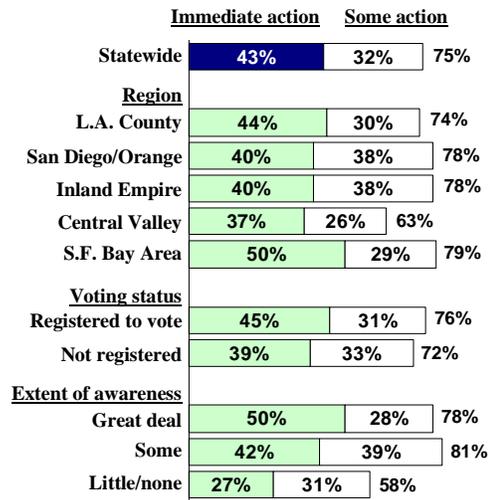
* ABC News/Washington Post/Stanford University survey, April 2007, n=1,002 U.S. adults.

Support for taking some action on global warming includes large majorities of residents across all regions of the state, and both registered voters as well as those not registered to vote.

In addition, the more a person knows about global warming, the more likely they are to feel immediate action should be taken about the problem. Nearly twice as many of those who have heard a great deal about the problem (50%) than residents who have heard little or nothing (27%) feel that immediate action should be taken.

Graph 5 (cont'd)

Views About Actions that Should be Taken About Global Warming

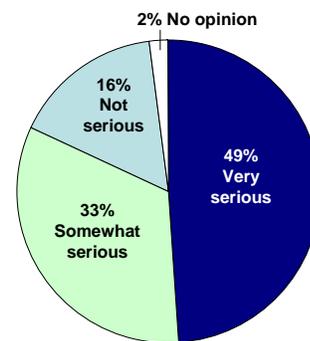


More than four in five believe global warming poses a serious threat to California's overall quality of life

More than four in five Californians (82%) believe that global warming poses either a very or somewhat serious threat to the state's overall quality of life. Just 16% say it is not a serious threat.

Graph 6

Perception of the Seriousness of the Global Warming Threat on California's Overall Quality of Life

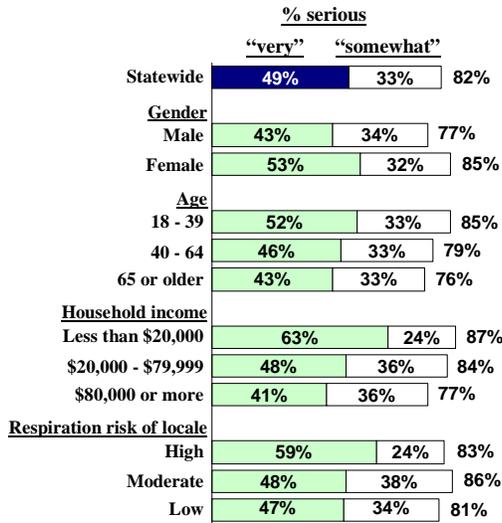


Younger residents under the age of 40 and women are more likely than others to believe global warming poses a very serious threat to the state's overall quality of life.

In addition, residents with lower levels of household income and those living in areas of the state where respiratory risks are known to be greater are more likely to consider global warming a very serious threat to the quality of life.

Graph 6 (cont'd)

Perception of the Seriousness of the Global Warming Threat on California's Overall Quality of Life



Majorities believe global warming a very serious threat to specific aspects of California life

The survey asked residents about the threat that global warming posed to specific aspects of life in California. The results show that majorities view global warming as being a very serious threat in four specific areas.

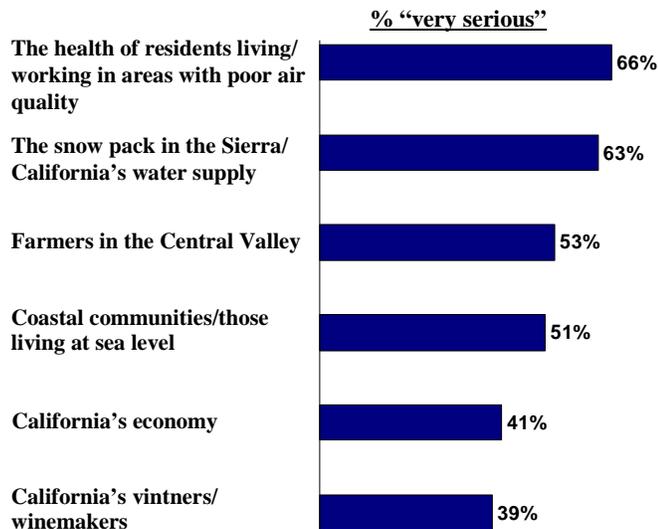
- The health of residents who live or work in areas where air quality is poor, such as near freeways/industrial sites (66%).
- The snowpack in the Sierras and the water supply (63%).
- Farmers in the Central Valley (53%).
- California's coastal communities and those living at sea level (51%).

Another four in ten believe that global warming poses a very serious threat in two other areas.

- The California economy (41%).
- California's vintners and winemakers (39%).

Graph 7

Seriousness of the Global Warming Threat on Specific Aspects of Life in California

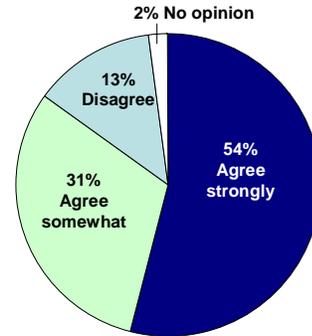


High degree of optimism that California can reduce greenhouse gases and expand jobs and economic prosperity at the same time

Despite the public's pronounced concern and apprehension about the problem, Californians are quite optimistic that the state can both reduce greenhouse gases that contribute to global warming and, at the same time, expand jobs and economic prosperity. Statewide, 85% agree with this statement, 54% strongly. Just 13% disagree with this view.

Graph 8

Agree/Disagree: "I believe California can reduce greenhouse gases that contribute to global warming and expand jobs and economic prosperity at the same time."



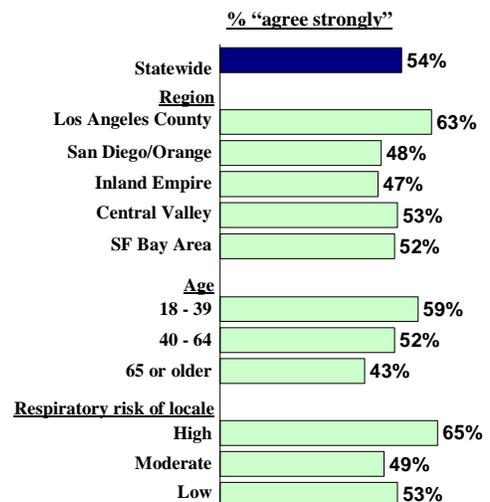
Residents of Los Angeles County are somewhat more likely than residents elsewhere to strongly agree that California can both reduce greenhouse gases and promote economic prosperity at the same time.

Younger adults under age 40 display somewhat greater optimism than residents age 65 or older about the ability to do both.

Residents living in areas of the state where respiratory risks are greater are also more likely than others to agree strongly with this view.

Graph 8 (cont'd)

Agree/Disagree: "I believe California can reduce greenhouse gases that contribute to global warming and expand jobs and economic prosperity at the same time."

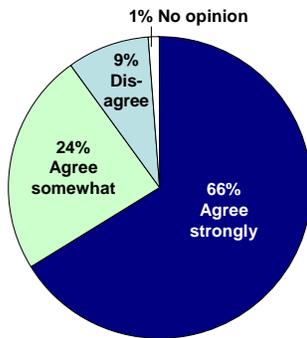


Two in three strongly agree that California can be a leader in technologies to reduce global warming

Nine in ten Californians (90%) agree with the view that California can be a leader in new technologies to improve efficiency and reduce global warming, with 66% agreeing strongly. Just 9% disagree.

Graph 9

Agree/Disagree: "I believe California can be a leader in new technologies to improve efficiency and reduce global warming."

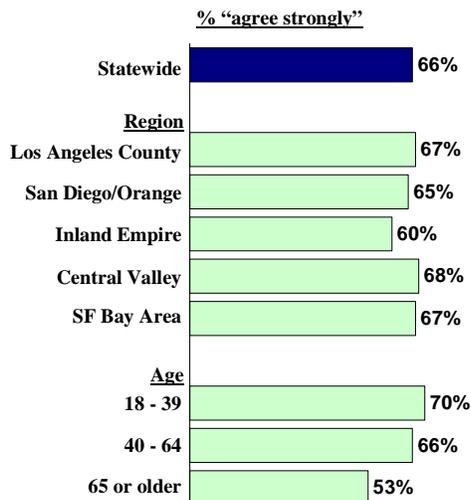


The view that California can be a leader in devising new technologies to combat global warming is shared by large majorities of residents in all regions of the state.

Younger adults are more likely than other residents to strongly agree that the state can be a leader in devising new technologies to improve efficiency and reduce global warming.

Graph 9 (cont'd)

Agree/Disagree: "I believe California can be a leader in new technologies to improve efficiency and reduce global warming."



Major corporations, utility companies seen as potentially doing the most to reduce greenhouse gas emissions

Residents were asked to assess how much each of ten groups could do to reduce greenhouse gas emissions that contribute to global warming. Specifically, those polled were asked whether they felt each group could do a lot, some or not much in this regard.

The results show that Californians believe that many entities have the potential to significantly reduce greenhouse gas emissions.

The two groups which the largest proportions of Californians see as being most able to do a lot to affect change are major corporations (64%) and gas and electric utility companies (63%).

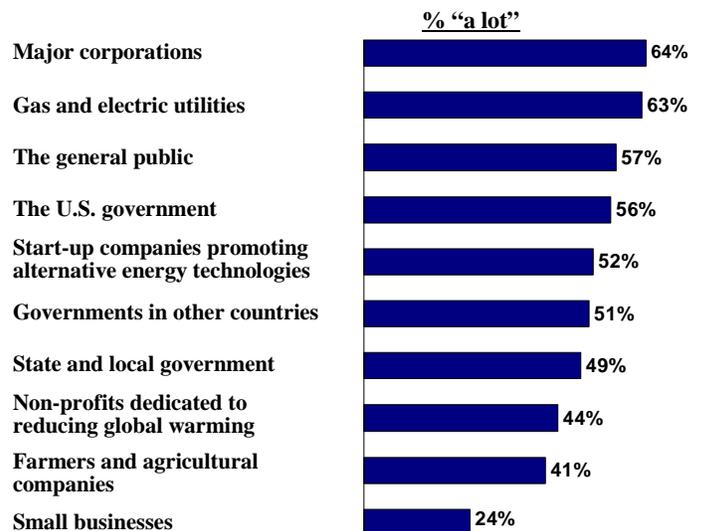
Rated next highest in order of efficacy are the general public itself (57%) and the U.S. government (56%).

About half of the public believes three other entities can do a great deal to reduce global warming. These include start-up companies promoting clean or alternative energy technologies (52%), governments in other countries (51%), and state and local government (49%).

More than four in ten Californians also believe non-profit organizations dedicated to reducing global warming (44%) and farmers and agricultural companies (41%) can do a lot in this realm. On the other hand, only about one in four residents (24%) think small businesses can do a lot to reduce global warming.

Graph 10

Californians' Views About Which Groups Can Do the Most to Reduce Global Warming



Reactions to government policy proposals to reduce greenhouse gas emissions

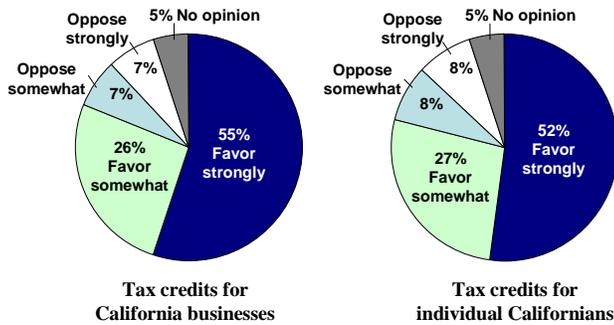
Survey respondents were read a list of possible government actions that could be taken to reduce greenhouse gas emissions and asked whether they favored or opposed each one.

Using government incentives, such as tax credits, widely supported

Very large majorities of Californians favor the idea of offering incentives, such as tax credits, to either businesses or to individuals as a way to encourage reductions in greenhouse gas emissions. Statewide, 81% favor extending incentives like tax breaks to California businesses, while just 14% are opposed. A similar proposal offering these same kinds of incentives to individual Californians finds 79% in favor and just 16% opposed.

Graph 11

Reactions to government policy proposals:
1. Use INCENTIVES such as tax credits to encourage reductions in greenhouse gas emissions

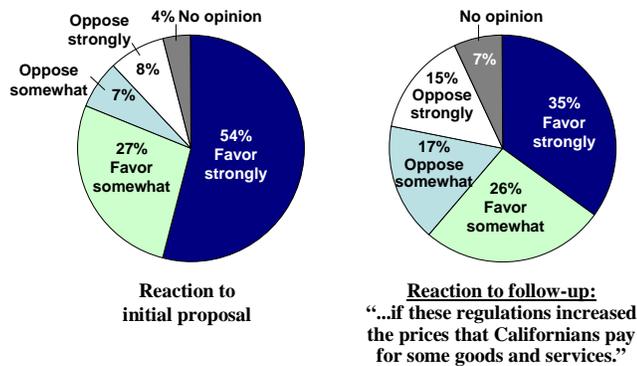


Support for government regulations requiring businesses to reduce gas emissions, even if it increases prices on some goods and services

Greater than eight in ten Californians (81%) favor the idea of using government regulations to require California businesses to reduce greenhouse gas emissions they produce. Just 15% are opposed. When a follow-up question is posed holding out the possibility that such regulations could increase prices for some goods and services, a two to one majority (61% to 32%) remains supportive.

Graph 12

Reactions to government policy proposals:
2. Use REGULATIONS to require California businesses to reduce greenhouse gas emissions



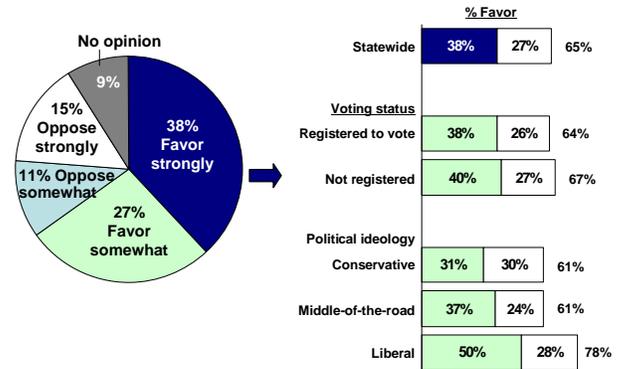
Two in three favor establishing a "cap and trade" system for businesses

Survey respondents were asked what they thought of the so-called "cap and trade" proposal for businesses. Specifically, the proposal calls for establishing an overall limit on the amount of greenhouse gas emissions that companies can

release and creating a trading system to allow companies that can't fully reduce their emissions to pay other companies to cut back their emissions more than the required amount. This proposal is backed by 65% of Californians, while 26% are opposed. Support is broad-based and includes about two in three voters as well as non-voters, greater than six in ten political conservatives and moderates, and more than three in four liberals.

Graph 13

Reactions to government policy proposals:
5. Establish a "CAP AND TRADE" SYSTEM, setting an overall limit on greenhouse gases companies can release and creating a trading system for companies unable to fully comply

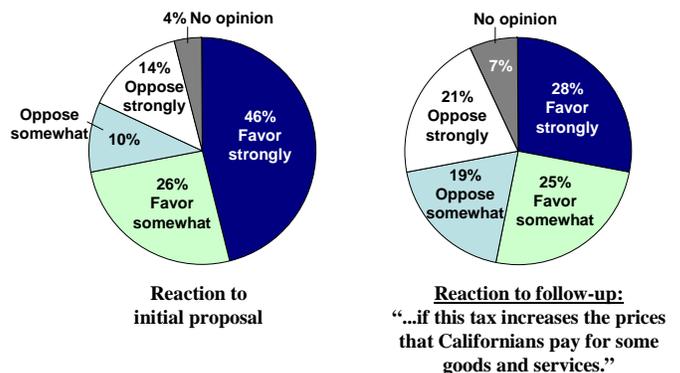


Large majority initially favors a carbon tax on businesses, although only a narrow majority remains supportive if this leads to price increases

Nearly three in four Californians favor the idea of taxing businesses based on the amount of greenhouse gas emissions they produce. Statewide, 72% initially support the idea of creating a carbon tax on businesses, while 24% are opposed. However, a smaller majority (53%) remains supportive if this increases the prices paid for some goods and services. Four in ten (40%) are opposed in this setting.

Graph 14

Reactions to government policy proposals:
3. TAX CALIFORNIA BUSINESSES based on the amount of greenhouse gases they produce

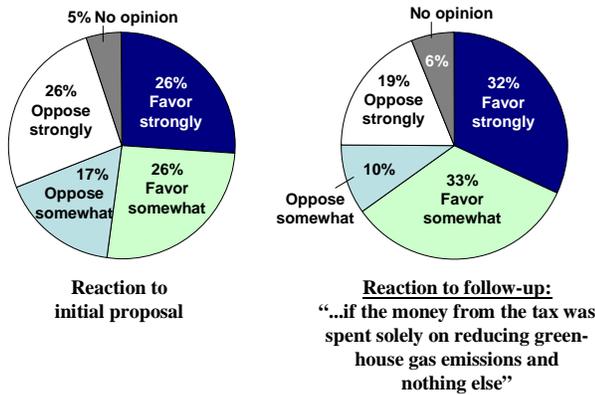


Carbon tax on individuals favored narrowly, but support increases if money is devoted solely to reducing greenhouse gas emissions

When Californians are asked whether they would favor or oppose the idea of establishing a carbon tax on individuals based on the amount of greenhouse gas emissions they generate, 52% are supportive, while 43% are opposed. Support increases to a greater than two to one margin (65% to 29%) if the money from the tax is spent solely on reducing greenhouse gas emissions.

Graph 15

**Reactions to government policy proposals:
4. TAX INDIVIDUAL CALIFORNIANS based on the amount of greenhouse gases they generate**



About the Survey

The findings in this report are based on a random sample survey of 1,003 California adults. All interviewing was conducted by telephone in English and Spanish from a central location telephone interviewing facility during the period August 10 - 28, 2007. Households in the survey were sampled using a random digit dial methodology, which randomly selects operating landline telephone exchanges within all area codes serving California households in proportion to population. Within each exchange, telephone numbers were created by adding random digits within each selected telephone exchange. This method gives each phone listing an equal chance of being selected and permits access to all landline telephone numbers statewide, both listed and unlisted.

According to statistical theory, 95% of the time results based on the overall sample of 1,003 California adults would have a sampling error of +/- 3.2 percentage points. There are other possible sources of error in any survey other than sampling variability. Difference results could occur because of differences in question wording, sampling, sequencing, or through undetected omissions or errors in interviewing or data processing. Extensive efforts were made to minimize such potential errors.

The survey was commissioned by Next 10, an independent, non-partisan, non-profit organization located in Palo Alto. The survey questionnaire was developed in partnership with Collaborative Economics, a strategic consulting group based in Mountain View, with advice from Next 10's advisory committee.

About Next 10

Next 10 is an independent, nonpartisan organization that educates, engages and empowers Californians to improve the state's future.

California was founded by pioneers driven by big dreams and unafraid to face difficult challenges. Like many of us, they came to California to create a better life for themselves and their families. While this legacy of the California dream continues today, many of us are concerned that the future will not be as bright as our children deserve.

Next 10 is focused on innovation and the intersection between the economy, the environment, and quality of life issues for all Californians. We create tools and provide information that fosters a deeper understanding of the critical issues affecting our state. Through education and civic engagement, we hope Californians will become empowered to affect change.

We call ourselves Next 10 because we are not here for the quick fix. Our sights are set on joining with others to improve the state over the next ten years, and the ten years after that. The decisions we make together will affect California's economy, environment and quality of life for years to come. Together, we can create the brighter future we all want for ourselves and our children.

Next 10 is currently working in three issue areas:

California's Green Innovation

Next 10 is working with leading experts and state policymakers to provide research important to growing the economy while reducing greenhouse gas emissions. Current initiatives include an annual California Green Innovation Index, a web-based carbon calculator, a carbon mapping project, and additional research projects.

California's State Budget

Next 10 created an innovative online game called the "California Budget Challenge" which provides an annual examination of the State's most pressing budget policy choices and challenges users to set priorities for the next five years. Next 10 produced printed materials on the California budget in five different languages, which are used in conjunction with the Challenge as part of our statewide education effort.

California's Infrastructure

Next 10 produced an online digest and printed report on the state's infrastructure history and current trends, highlighting the key choices we have to make. We are currently exploring the feasibility of expanding this program area to include detailed information on the impact of infrastructure choices on greenhouse gas emissions.

About The Field Poll and Field Research Corporation

The Field (California) Poll has operated continuously since 1947 as an independent and non-partisan media-sponsored public opinion poll which focuses on the state of California. Through its regularly scheduled statewide surveys, *The Field Poll* tracks voter preferences in major statewide candidate and proposition election contests, assesses public opinion about elected officials and major issues facing the state, obtains public reaction to political, economic and social events, and covers other special topics of general public interest.

Throughout its long history, *The Field Poll* has earned a reputation as a reliable and authoritative source of public opinion trends in California. News stories quoting *The Field Poll* appear regularly in national and international media, as well as by California's local newspapers and television stations. References to findings from the poll have appeared in hundreds of published works by scholars, political and social writers.

The Field Poll is owned and operated by Field Research Corporation, one of the West Coast's oldest and largest marketing and public opinion research organizations. The firm conducts local, regional and national opinion research projects in the public and private sectors.

Field Research specializes in full-service research, typically executing all project phases from initial conceptualization and design through data analysis and reporting. Field Research specialists are highly skilled in all aspects of survey research. Areas of proven expertise include research design, sample selection, questionnaire development, data collection, data processing, qualitative and quantitative data analysis, expert testimony in court proceedings, as well as Spanish and Asian language interviewing. High quality data gathering and data management services are also offered on a stand-alone basis.

Field Research has a large and well-maintained computer-assisted telephone interviewing facility, full reproduction capabilities for mail surveys, long experience in conducting in-person interviews in malls, health clinics and government service sites, and a state-of-the-art in-house data processing and tabulation center.

Field Research has earned a national reputation for quality and integrity. Field Research is a founding member of the Council of American Survey Research Organizations (CASRO) and the American Association for Public Opinion Research (AAPOR), and subscribes to their codes of professional standards and ethics. Findings from Field Research surveys have been accepted as evidence in a wide range of legal jurisdictions, including both federal and state appellate courts in California.

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