



CALIFORNIA VOTERS AND GLOBAL WARMING

Key Findings from a Statewide Voter Survey

**Survey Conducted:
June 14-18, 2008**

Fairbank, Maslin, Maullin & Associates
Opinion Research & Public Policy Analysis

Santa Monica, CA – Oakland, CA – Madison, WI – Mexico City

Methodology

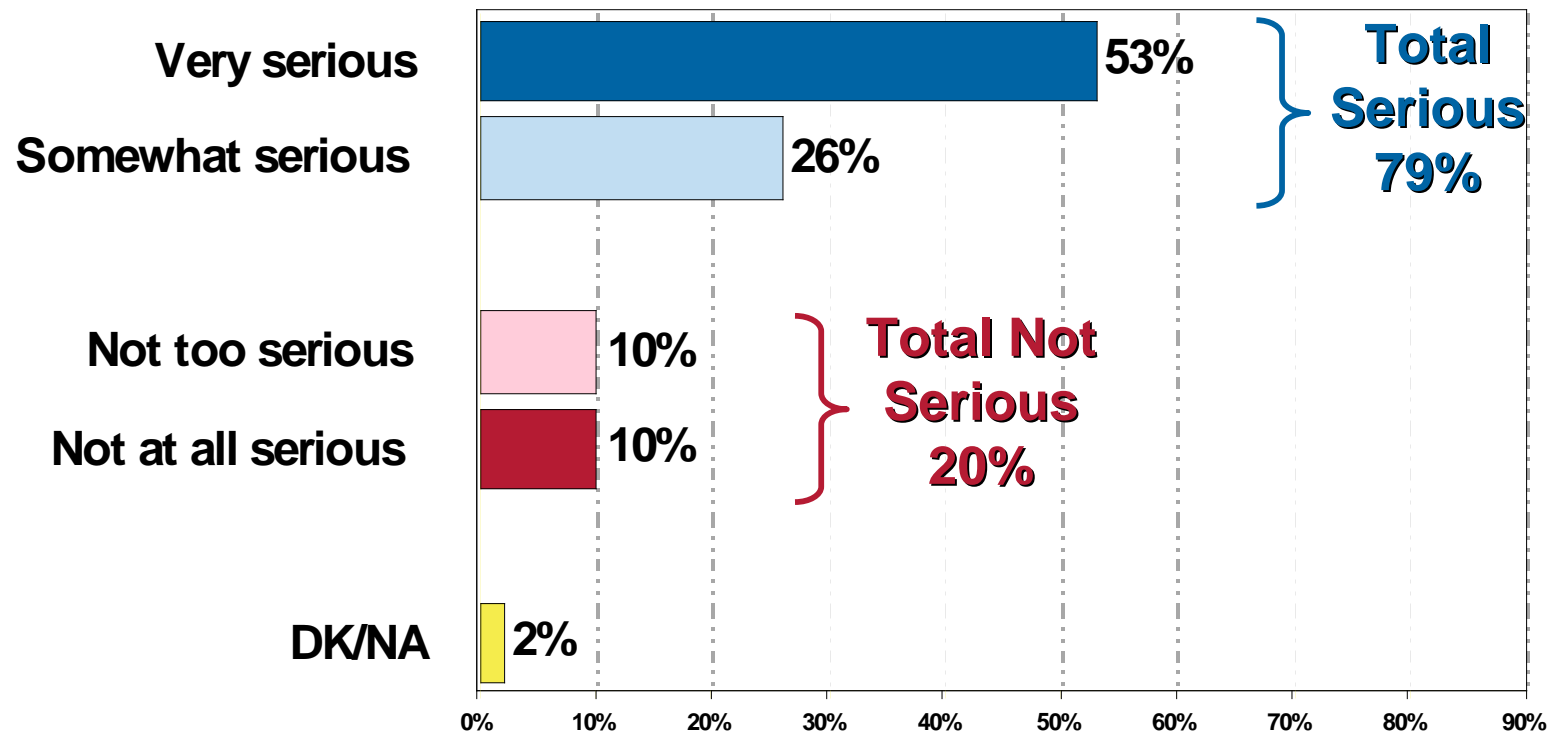
- **Telephone interviews with 800 California voters likely to cast ballots in November 2008**
- **Interviews conducted June 14-18, 2008**
- **Margin of sampling error of +/- 3.5% for full sample, +/- 4.9% for split samples**

Key Findings

- **A clear majority of California voters believes global warming is a major threat to California's future.**
- **Two-thirds of California voters believe the state should take action – even stronger than that taken by the federal government – to address global warming.**
- **More than seven in ten voters think California can expand jobs and the economy while reducing global warming pollution.**
- **More than three-quarters of voters support the State's overall approach to implementing the Global Warming Solutions Act, as well as each of its individual provisions.**
- **A majority of voters continues to support the Global Warming Solutions Act even when told it could increase costs for gas, electricity and some consumer goods.**

An overwhelming majority of voters believe that global warming is a serious threat to California's future.

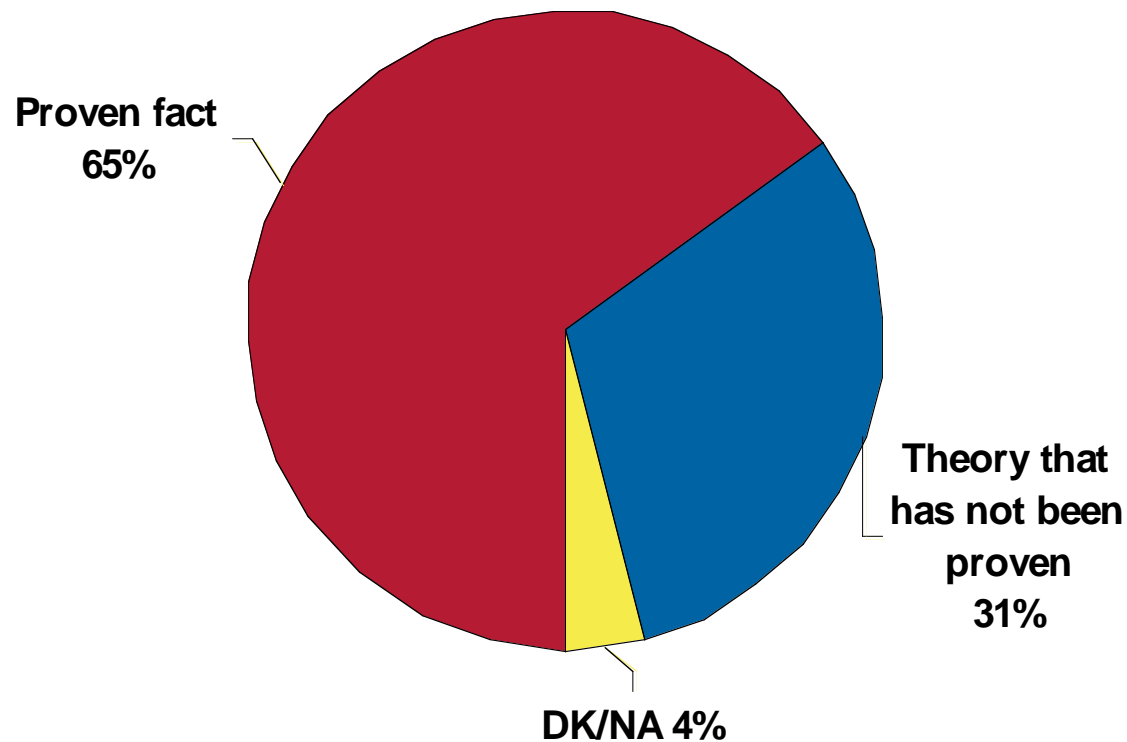
“How serious of a threat is global warming to the economy and quality of life for California's future?”



How serious of a threat is global warming to the economy and quality of life for California's future: very serious, somewhat serious, not too serious, or not at all serious?

Nearly two-thirds of voters believe that global warming is a proven fact.

Which of the following statements comes closest to your view of global warming: global warming is a proven fact, or global warming is a theory that has not been proven?

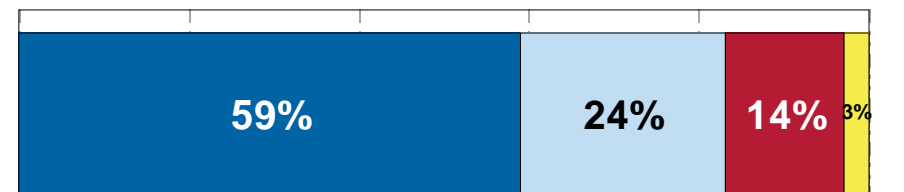


Voters strongly agree California can be a leader on global warming, and most are willing to make changes to address the issue.

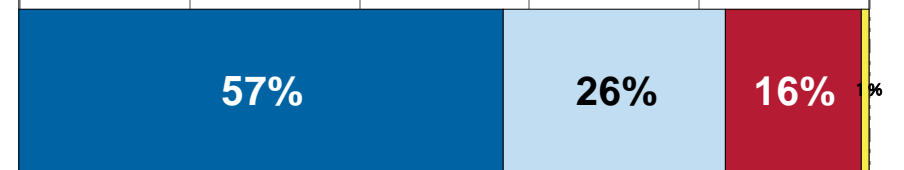
(Ranked by Strongly Agree)

■ Strng. Agr. ■ S.W. Agr. ■ S.W./Strng. Disagr. ■ DK/NA

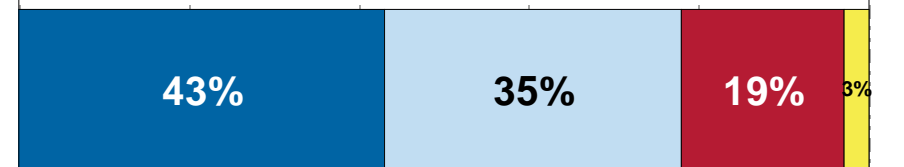
I believe California can be a leader in new technologies to improve efficiency and reduce global warming.



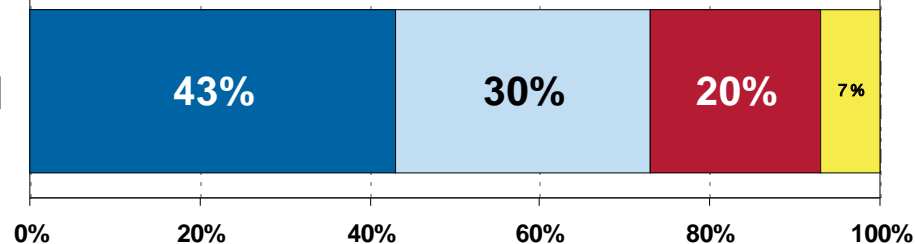
I understand that reducing global warming will require action from all of us, and I am ready to make some changes.



Global warming is caused by human activities, and we can act now to reduce it.



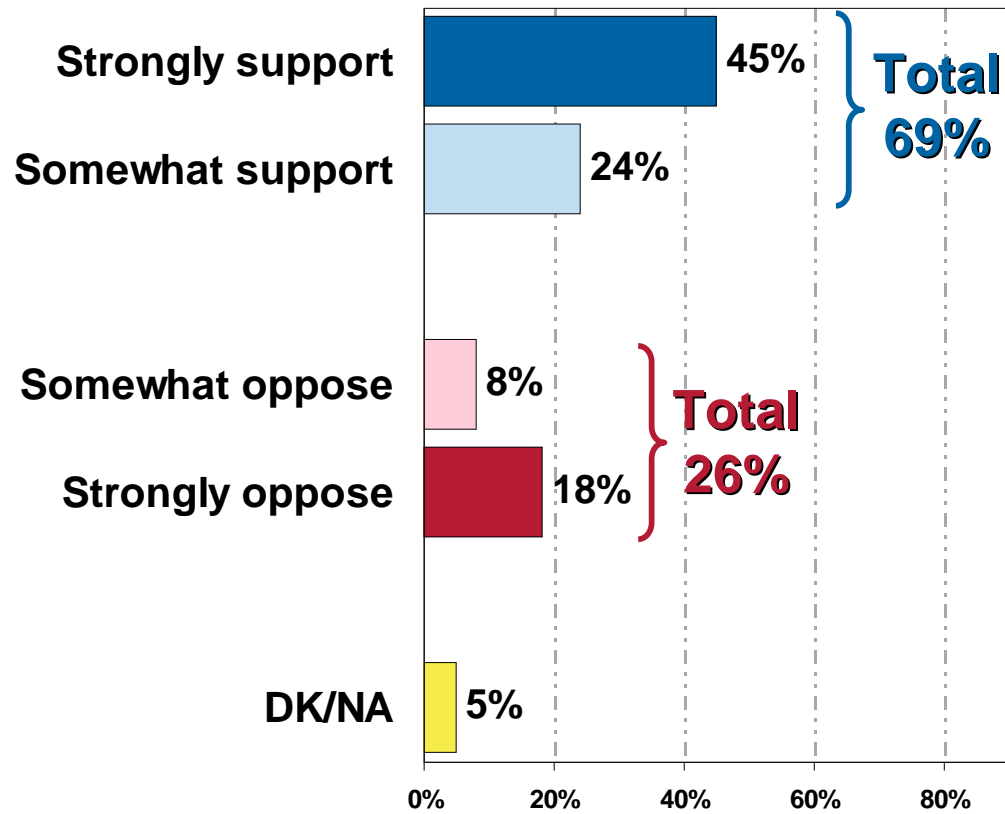
I believe California can reduce global warming pollution and expand jobs and economic prosperity at the same time.



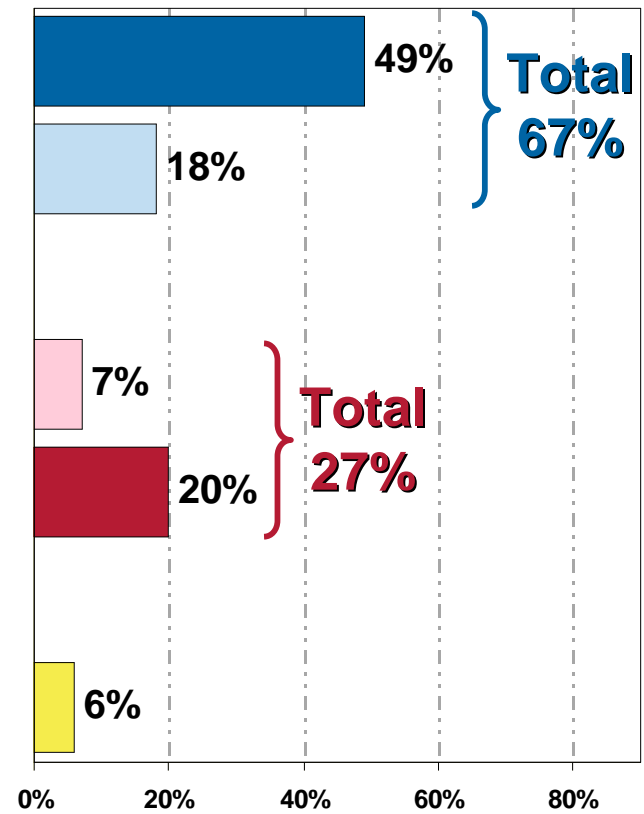
Voters support California taking action on global warming that goes beyond federal action.

Do you support or oppose the California state government making its own policies _____ to address the issue of global warming?

“Absent Federal Policies”



“Stronger than Federal Policies”



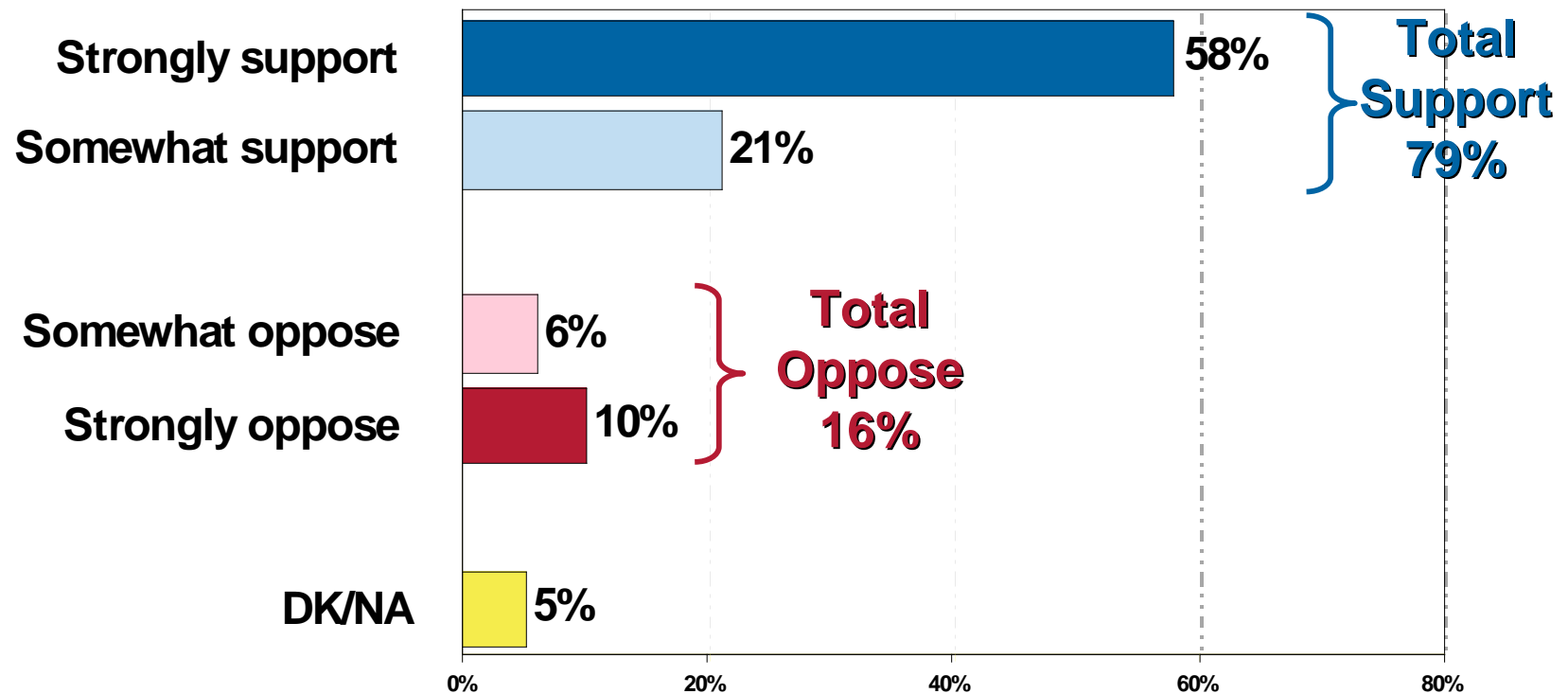
Description of the Global Warming Solutions Act

In 2006, California passed the Global Warming Solutions Act, which requires the state to develop a plan to significantly reduce pollution that causes global warming in California. The state has developed a policy proposal to accomplish this goal, which will include the following elements:

- **Requiring carmakers to make more efficient cars that pollute less and use less gasoline;**
- **Requiring oil companies to make cleaner gasoline;**
- **Requiring seaports and heavy duty trucks to pollute less;**
- **Requiring new appliances and new homes to be more energy efficient;**
- **Requiring energy companies to produce one-third of their electricity from renewable sources like wind and solar;**
- **Reducing development in outlying areas and encouraging more mass transit to reduce traffic; and**
- **Protecting forests and natural areas that naturally remove global warming pollution from the air.**

This proposal will reduce the pollution that causes global warming by more than 30 percent over the next ten years.

Voters express overwhelming support for the strategy to implement the Global Warming Solutions Act.

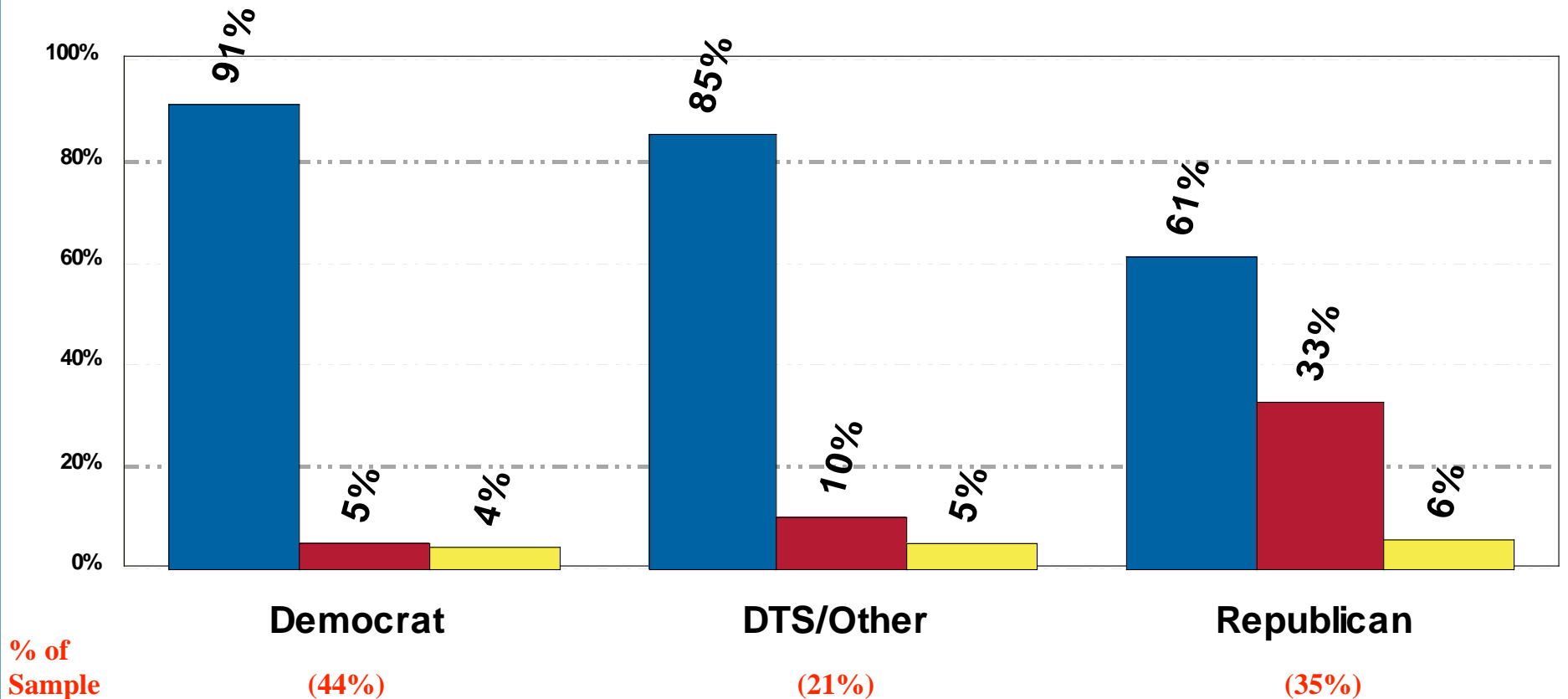


Does this sound like something you would support or oppose?

Global Warming Solutions Act Demographics:

Party

■ Total Support ■ Total Oppose ■ DK/NA

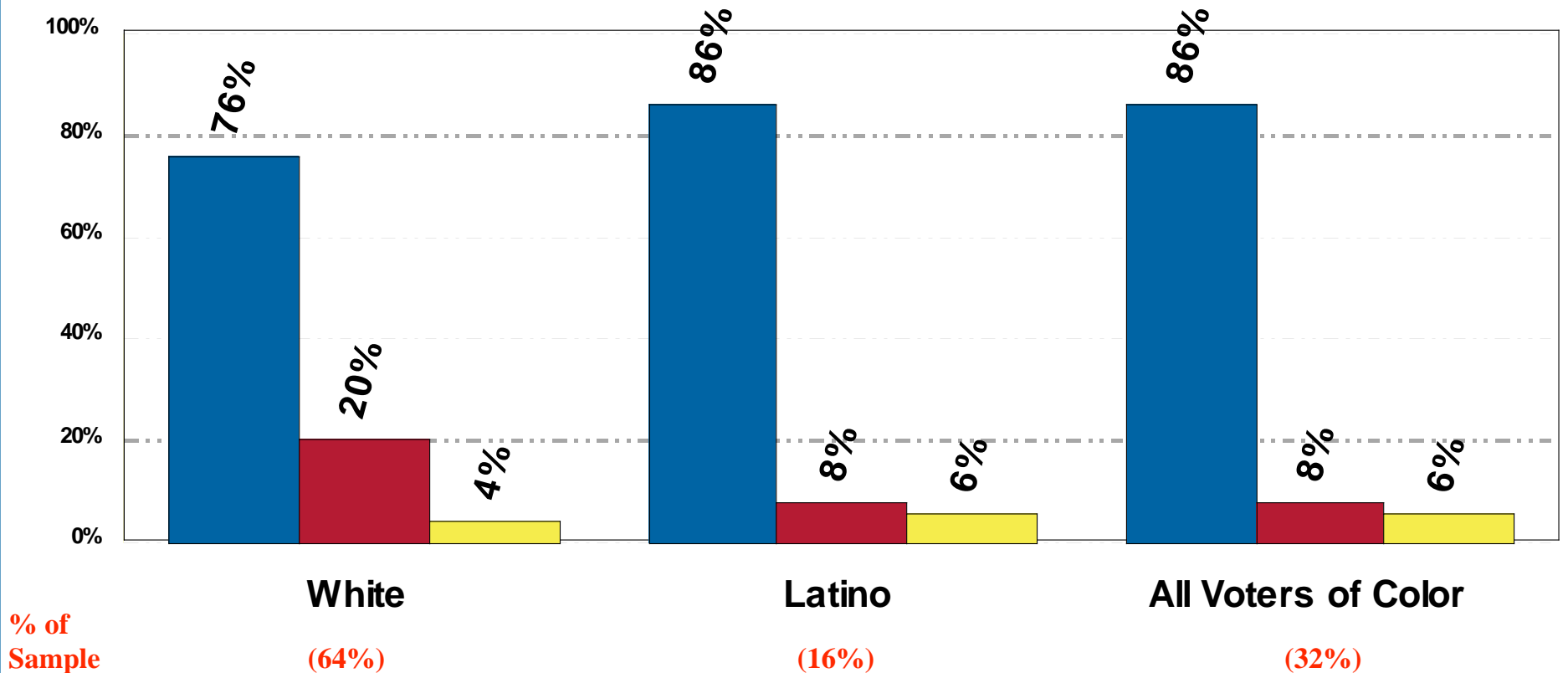


Does this sound like something you would support or oppose?

Global Warming Solutions Act Demographics:

Ethnicity

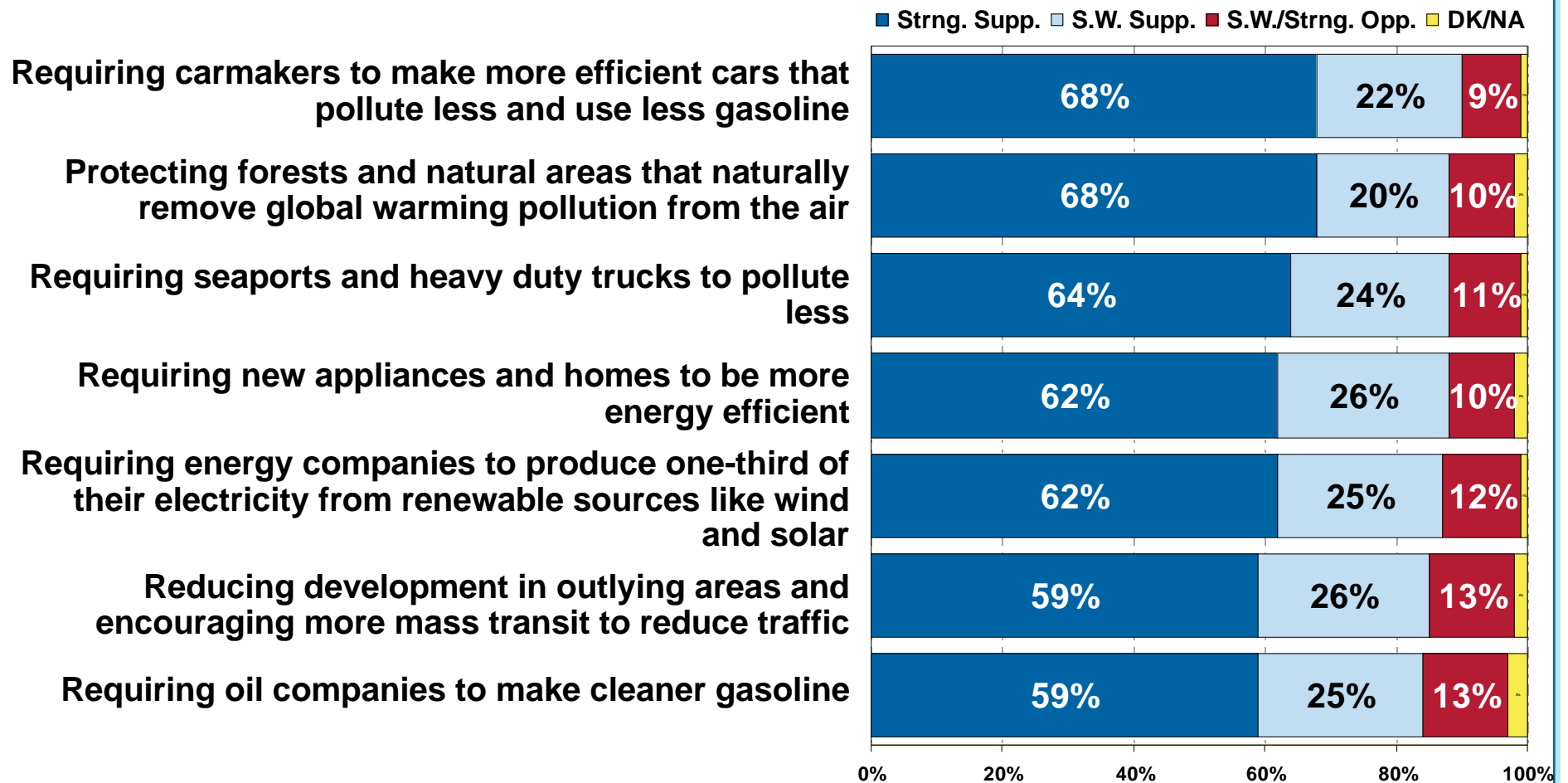
■ Total Support ■ Total Oppose ■ DK/NA



Does this sound like something you would support or oppose?

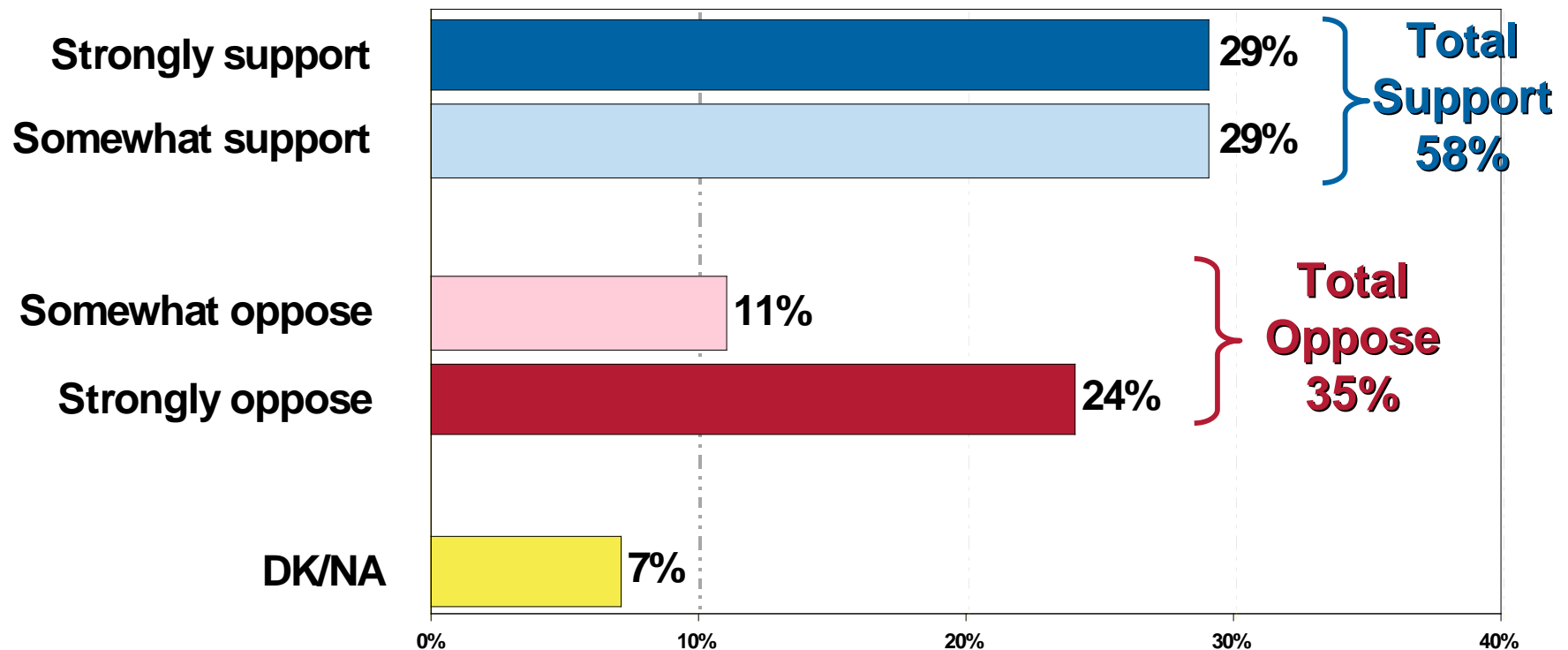
Each key component of the proposal is very popular with voters.

(Ranked by Strongly Support)



A solid majority of voters continues to support the Global Warming Solutions Act even given an impact on costs.

Suppose that implementing this law significantly reduced global warming pollution in California, but also led to increased costs for gas, electricity and some consumer goods.

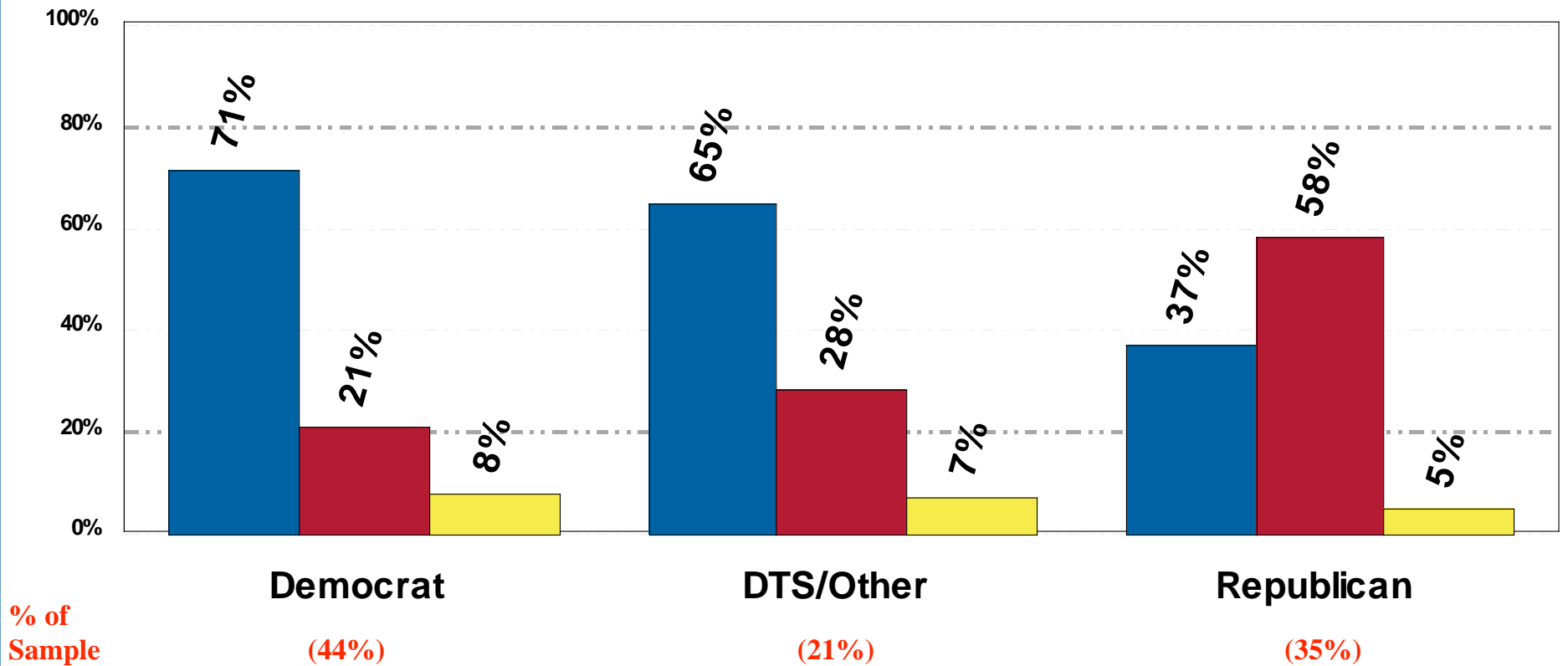


Suppose that implementing this law significantly reduced global warming pollution in California, but also led to increased costs for gas, electricity and some consumer goods. In that case, would you support it or oppose it?

Demographics of Support for Global Warming Solutions Act After Cost Information:

Party

■ Total Support ■ Total Oppose ■ DK/NA

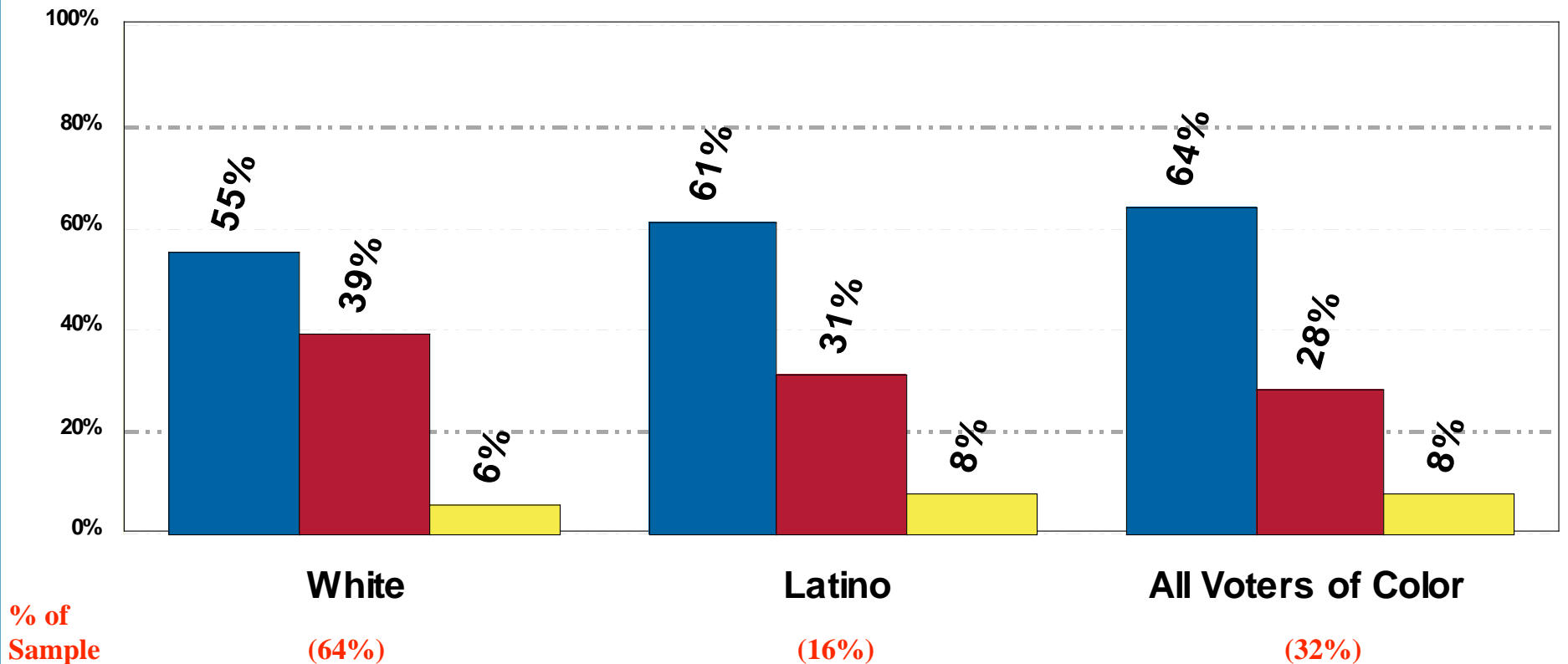


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Demographics of Support for Global Warming Solutions Act After Cost Information:

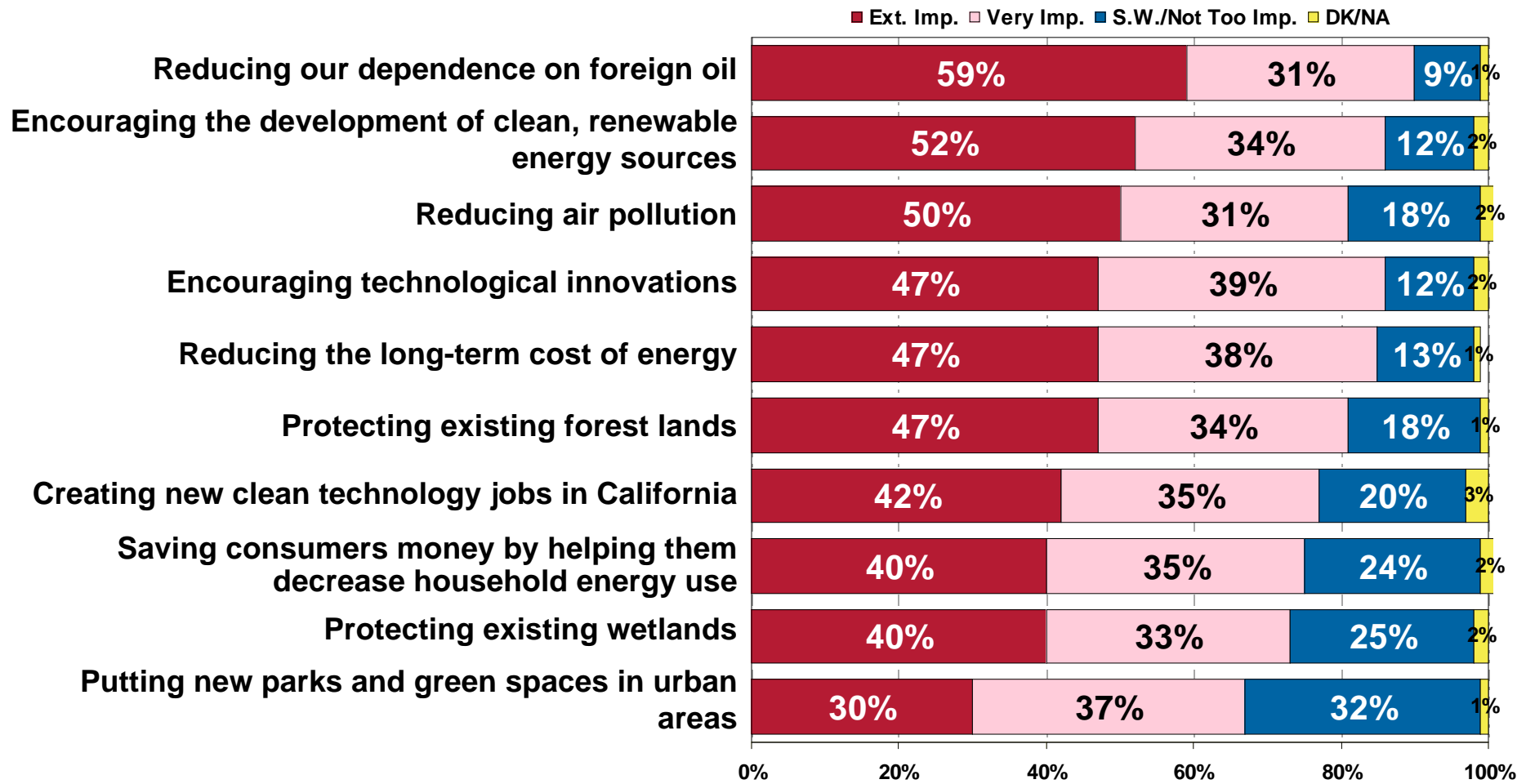
Ethnicity

■ Total Support ■ Total Oppose ■ DK/NA



Suppose that implementing this law significantly reduced global warming pollution in California, but also led to increased costs for gas, electricity and some consumer goods. In that case, would you support it or oppose it?

Voters rank many of the benefits associated with strategies to reduce global warming as highly important.



Policies to address global warming in California may have other benefits for the state. I am going to read you a list of potential benefits of policies to fight global warming. Please tell me how important it is to you that a policy to fight global warming in California have that additional benefit: Split Sample

For more information, contact:

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