

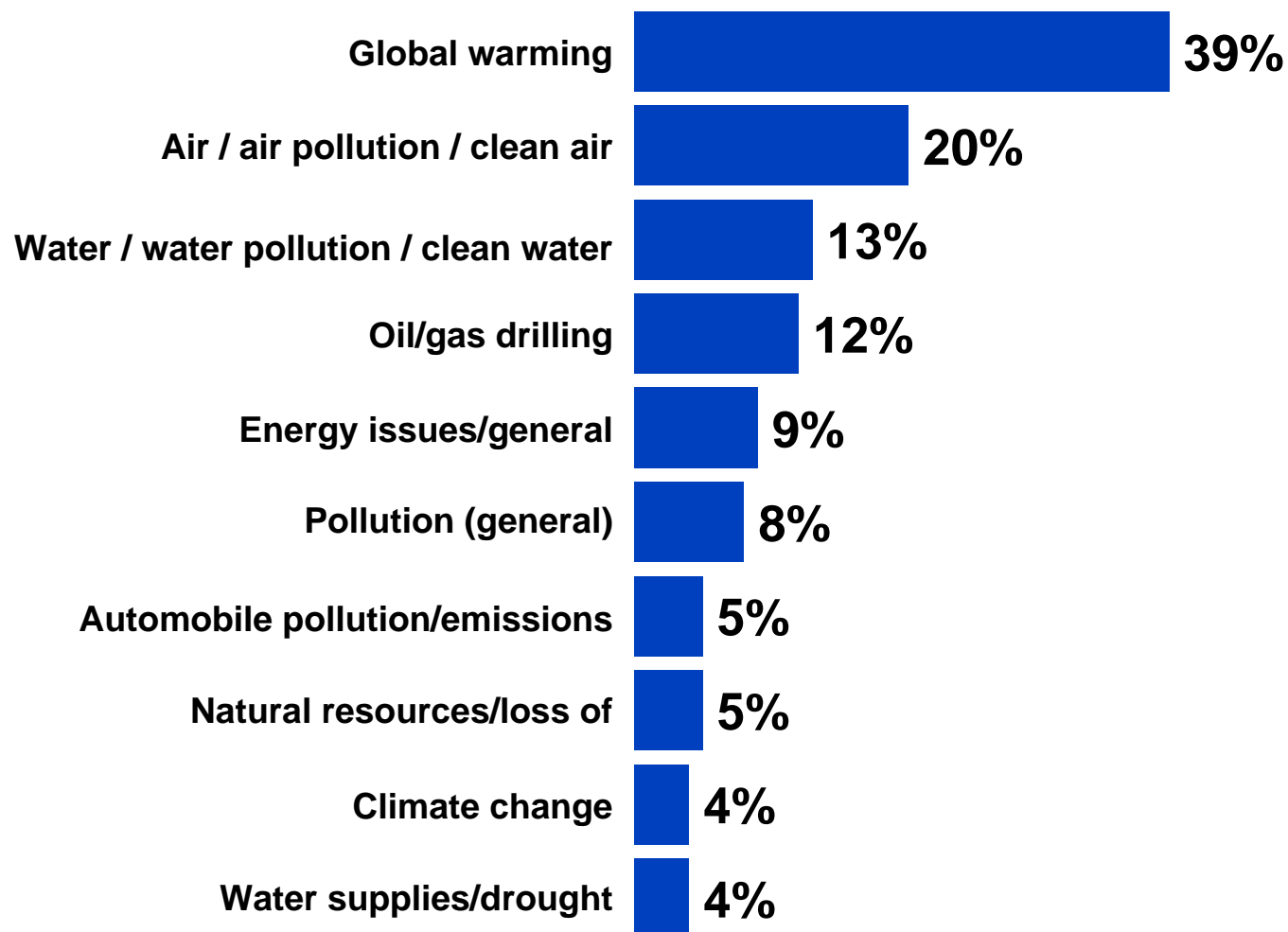


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Methodology

Public Opinion Strategies conducted this statewide telephone survey of 500 Oregon voters May 13-15, 2008. It has a margin of error of $\pm 4.38\%$. The sample is proportional based on distribution of the electorate by county, and is representative demographically.

Global warming is the most top-of-mind environmental concern of Oregonians.



What would you say are the top two or three most important environmental problems or issues today?



More than three-in-five say that action should be taken now to combat global warming.

Global warming has been established as a very serious problem, and strong, immediate measures are necessary.

42%

There is enough evidence that global warming is taking place and some action should be taken.

21%

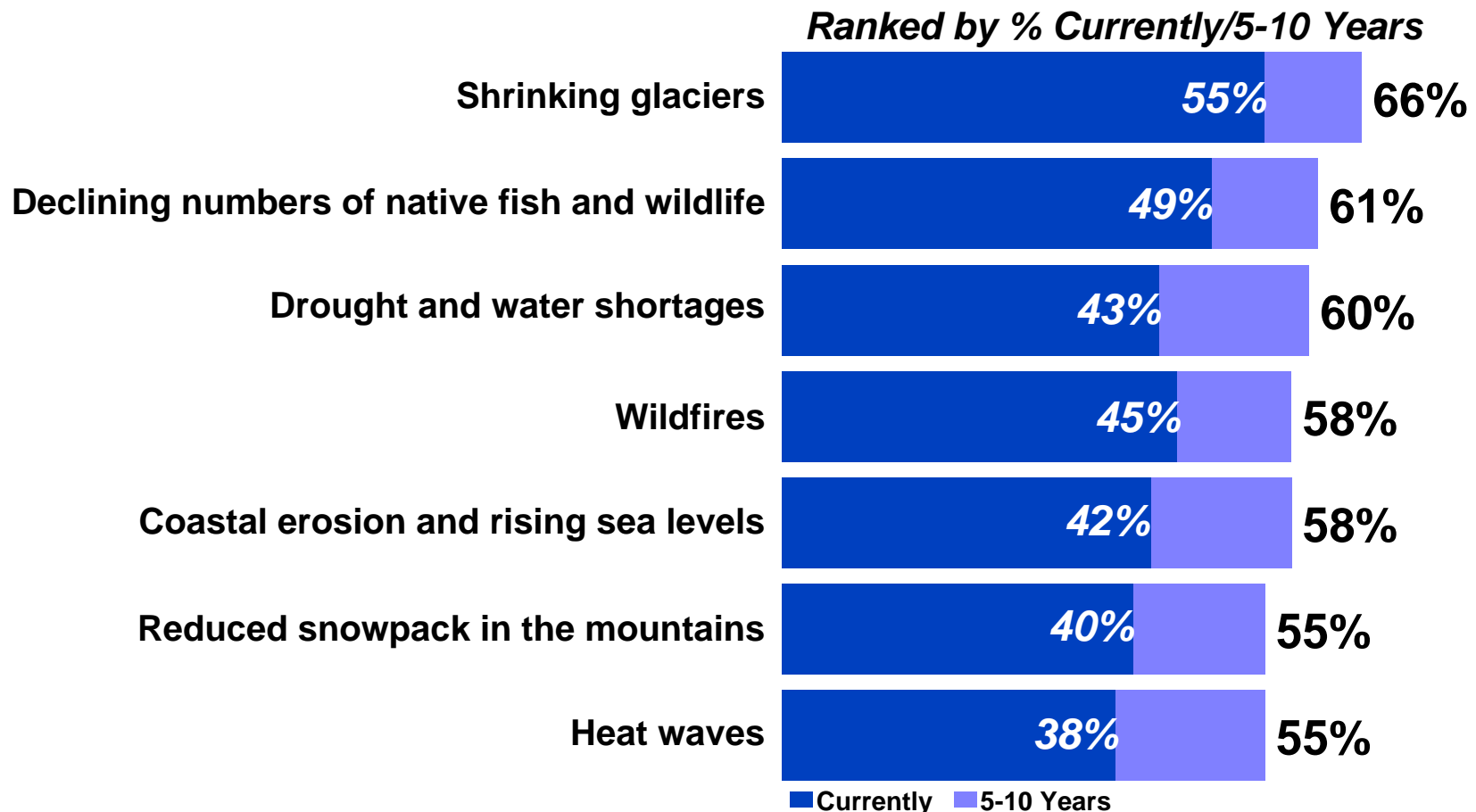
We don't know enough about global warming, and more research is necessary before we take strong actions.

21%

Concern about global warming has been greatly exaggerated.

16%

Majorities of Oregonians think that global warming is now affecting or will very soon affect their state's weather and natural areas.



Please tell me, for each of the following, whether you think global warming pollution is currently contributing to that problem, will contribute to it over the next five to ten years, will contribute to it eventually, or will never contribute to that problem in Oregon.



Voters across the state perceive global warming as affecting the environment.

Total % Currently/Next 5-10 Years

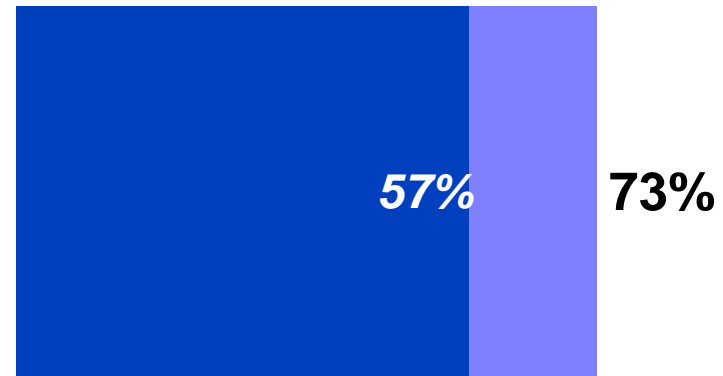
	Portland Metro	Willamette Valley	South/East
Shrinking Glaciers	72%	61%	63%
Declining Numbers of Native Fish and Wildlife	66%	60%	52%
Drought and Water Shortages	65%	58%	54%
Wildfires	62%	59%	55%
Coastal Erosion and Rising Sea Levels	62%	54%	53%
Reduced Snowpack in the Mountains	58%	53%	55%
Heat Waves	60%	54%	50%



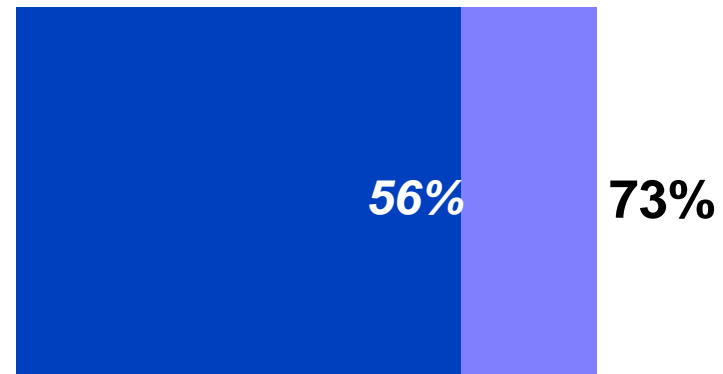
Three-quarters say it is our duty as well as a moral obligation to reduce global warming.

Ranked by % Total Agree

It is our duty as Americans to reduce global warming.



It is our moral obligation to reduce global warming.



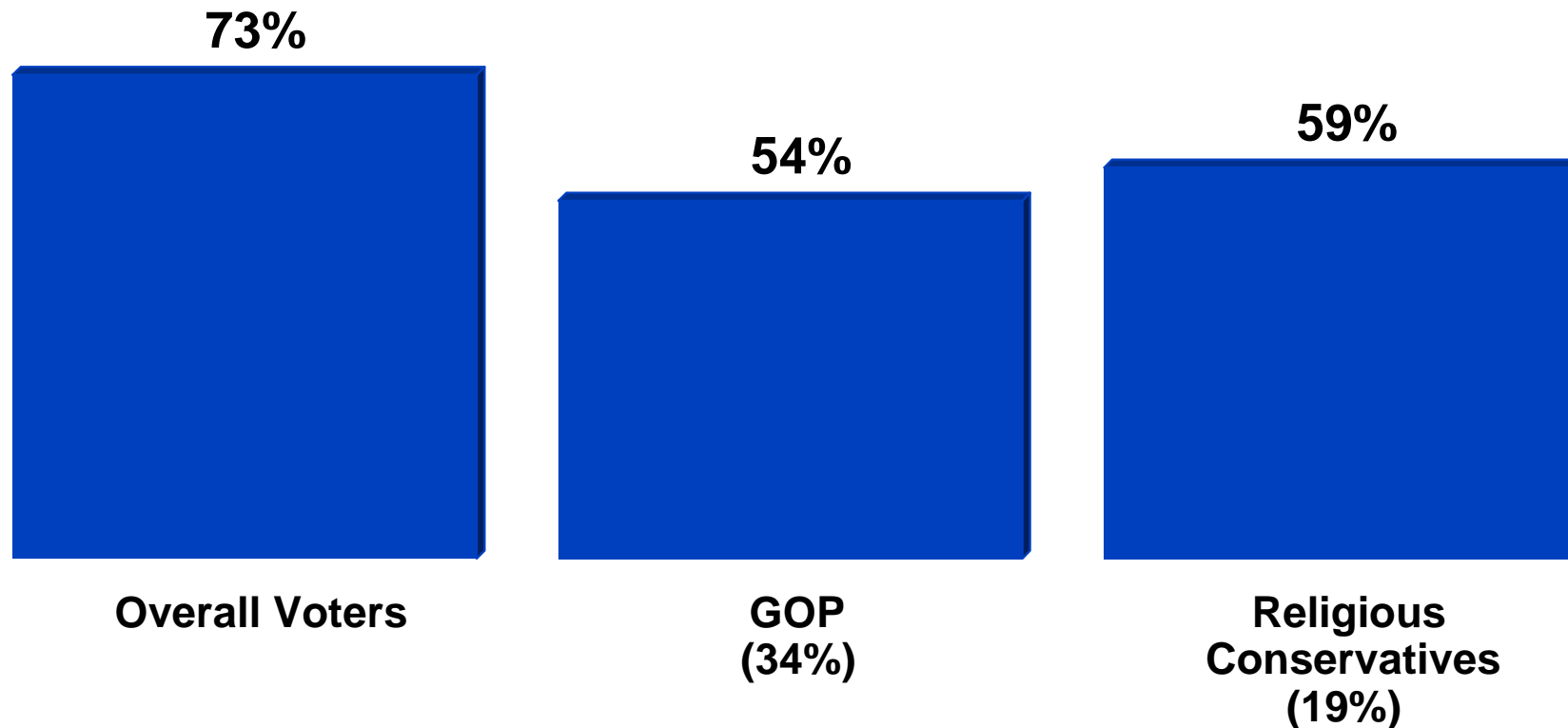
■ Strongly Agree ■ Somewhat Agree

Now I would like to read you a few statements about this issue. For each one, please tell me if you agree or disagree with that statement...



Strong majorities of religious conservatives and GOP voters agree we have a moral obligation.

Moral Obligation % Total Agree



It is our moral obligation to reduce global warming.



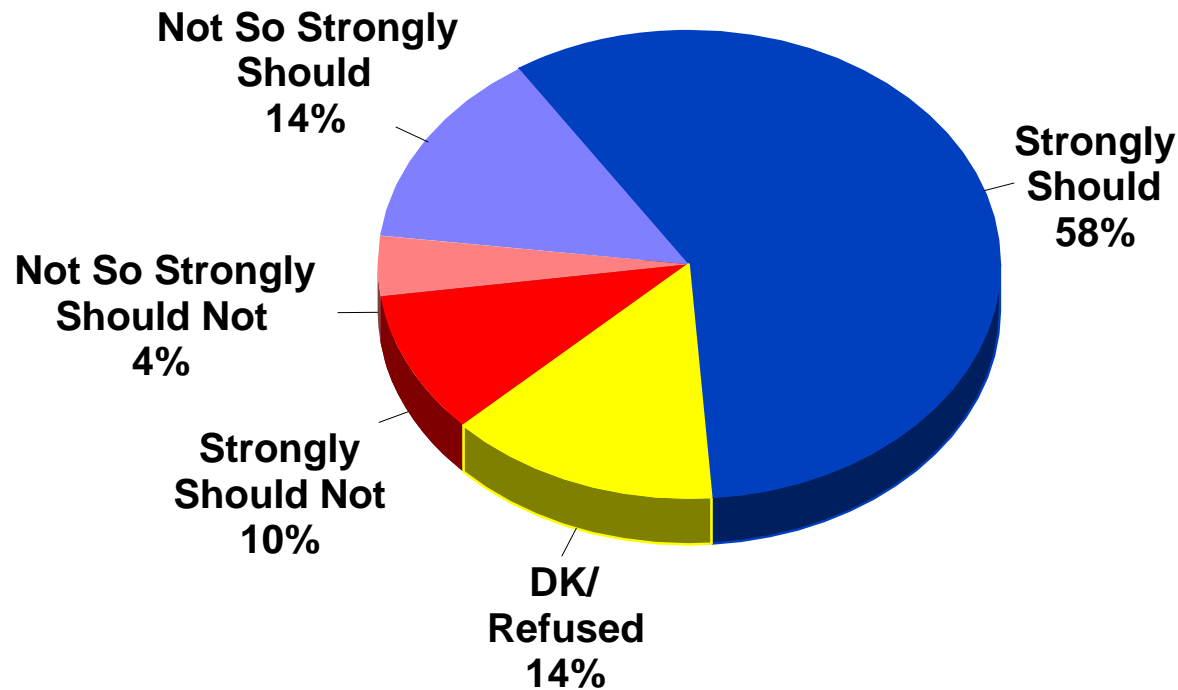
What We Did

We carefully crafted non-technical language that captured the basic tenets of Lieberman-Warner legislation:

There is a proposal in Congress that would reduce the global warming pollution produced by the largest sources in the United States, specifically power plants, factories and other major industries. This proposal would achieve a gradual reduction in global warming pollution of seventy percent from the pollution levels measured in 2005. This proposal provides flexibility for companies to meet their individual target, and would stimulate strategies for increasing energy efficiency, use of renewable energy, and other efforts to achieve the overall reduction in pollution.

Seven-in-ten Oregonians say they would tell their Representatives in Congress to support this legislation to reduce global warming.

Total Should Support	72%
Total Should Not Support	15%*



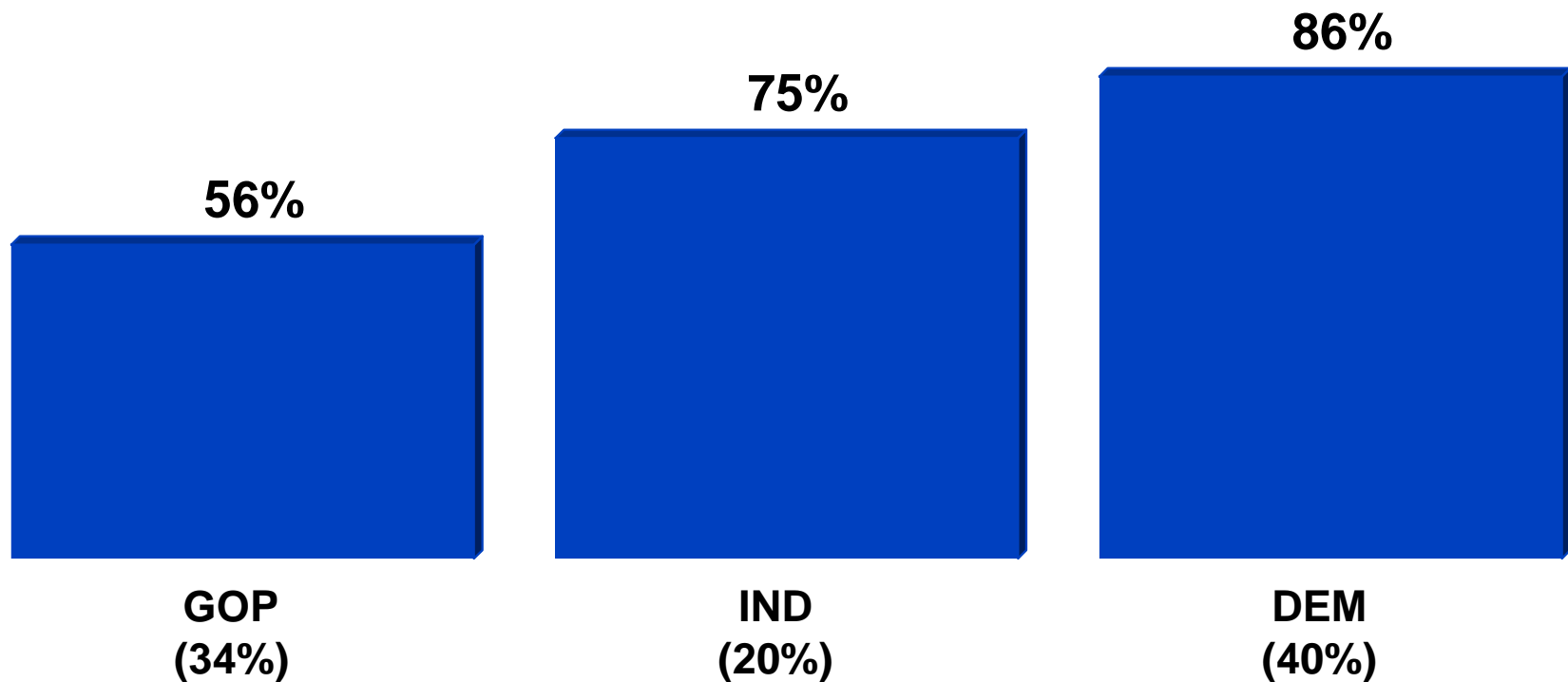
*Denotes rounding

Having heard this, would you tell your Representatives in Congress they should or should not support this proposal?



A majority of voters across the political spectrum say their Representative should support it.

Total % Should Support By Party

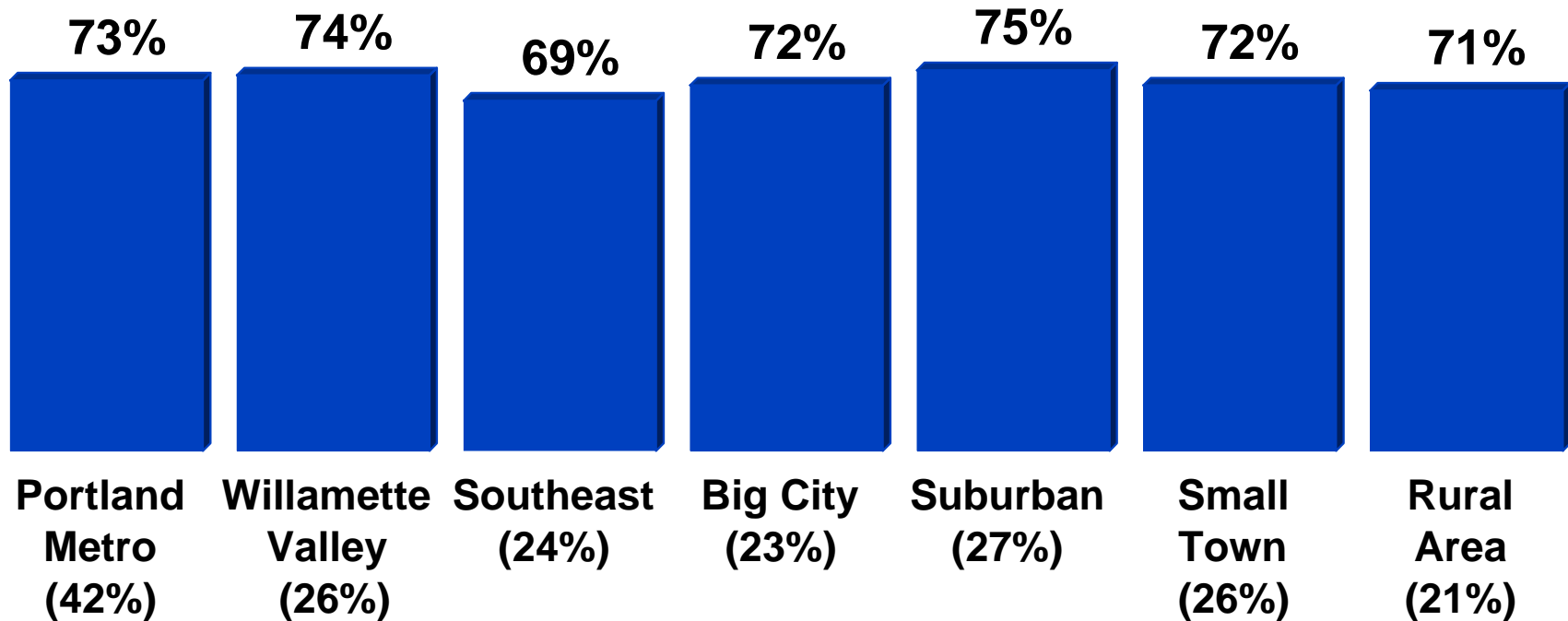


Having heard this, would you tell your Representatives in Congress they should or should not support this proposal?



There was very little geographic variation in support for the legislation.

Total % Should Support By Region/Area

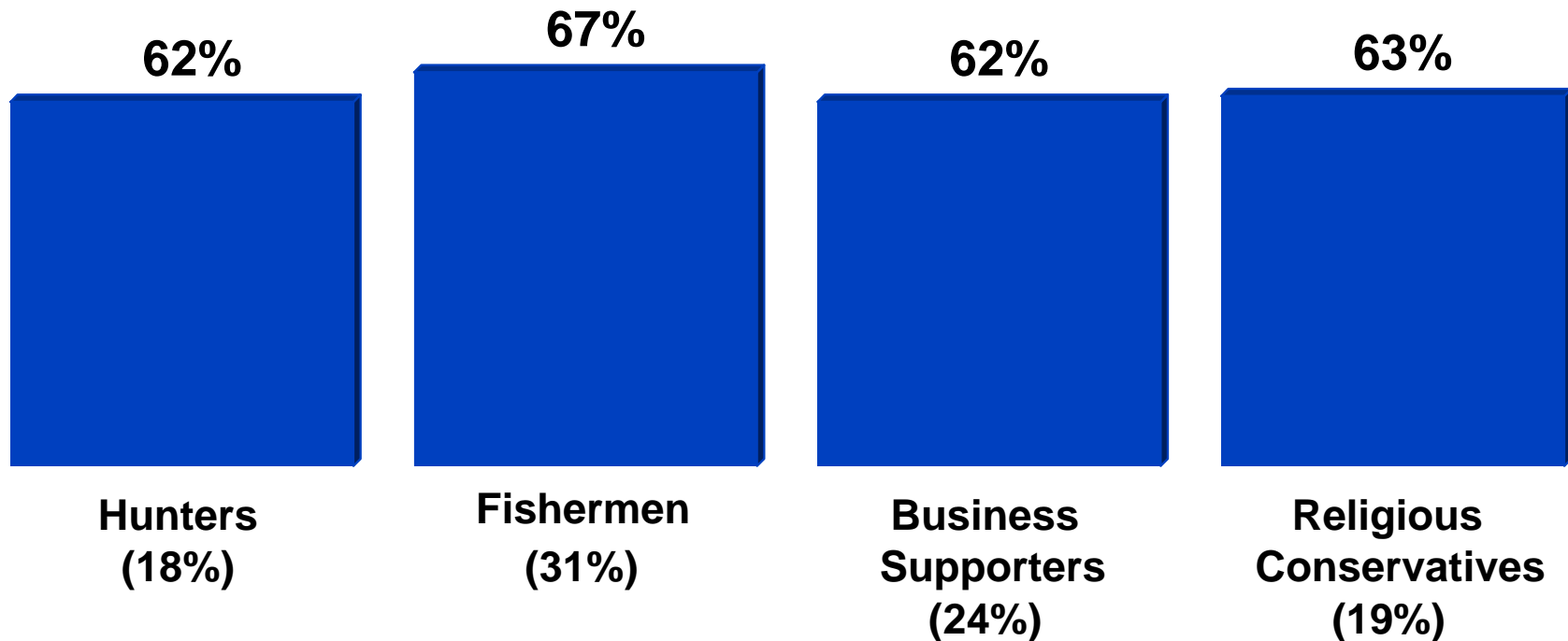


Having heard this, would you tell your Representatives in Congress they should or should not support this proposal?



A number of key voter sub-groups also said their Representative should support this legislation.

Total % Should Support Among Key Sub-Groups



Having heard this, would you tell your Representatives in Congress they should or should not support this proposal?



What We Did

We also wanted to ensure the credibility of the data by demonstrating the effect that hearing more information would have on this initial level of support. Respondents heard evenly matched rationales in support of and opposing Lieberman Warner.

A statement supporting the legislation is compelling to three-quarters of Oregonians.

Supporters say that this proposal to reduce global warming pollution is modeled after the program during the FIRST President Bush's administration that solved the acid rain problem. It will not only reduce the pollution that causes global warming, but also allow us to protect human health, reduce our dependence on foreign energy, and become a global leader in the new energy technology economy. The United States is the single largest contributor of carbon in the atmosphere and we should take this first step to make common sense changes rather than fighting about whether global warming exists or not.

Very Convincing

40%

Total Convincing

74%



On the other hand, the “con” statement is not nearly as compelling to the state’s citizenry.

Opponents say that this proposal to reduce global warming pollution is a hidden tax on consumers at a time when we are already paying record amounts to heat and cool our homes and drive our cars. We should not risk hurting our economy while doing nothing to ensure some of the world’s biggest polluters like China and India address this problem. Besides, we can’t trust big business to stop polluting, when this legislation allows the richest companies to buy their way out of reducing emissions.

Very Convincing

16%

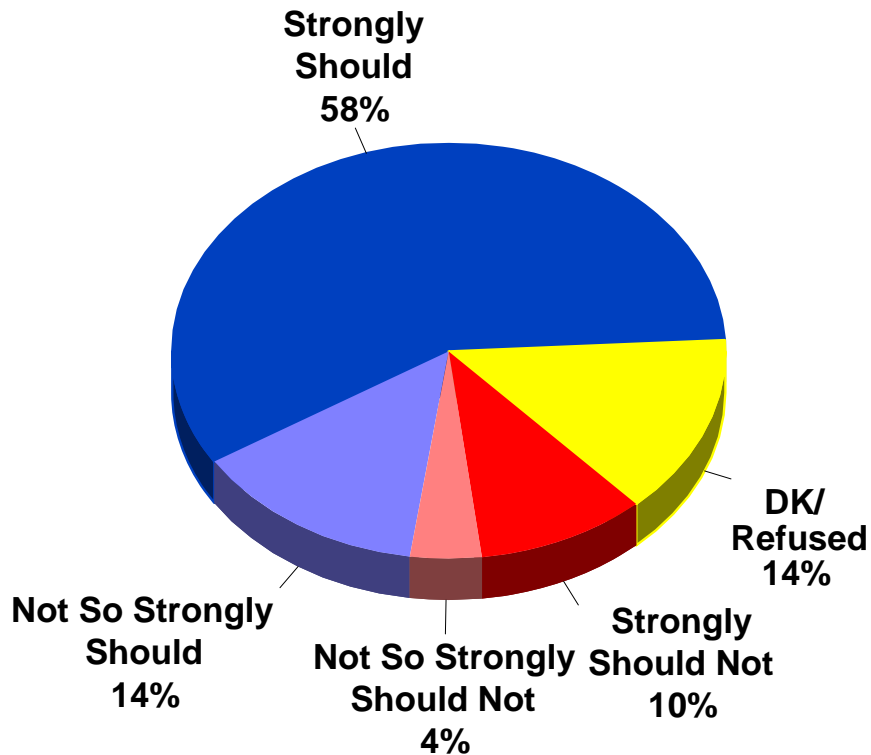
Total Convincing

49%

After hearing more, voters continue to say their Representatives should support this legislation.

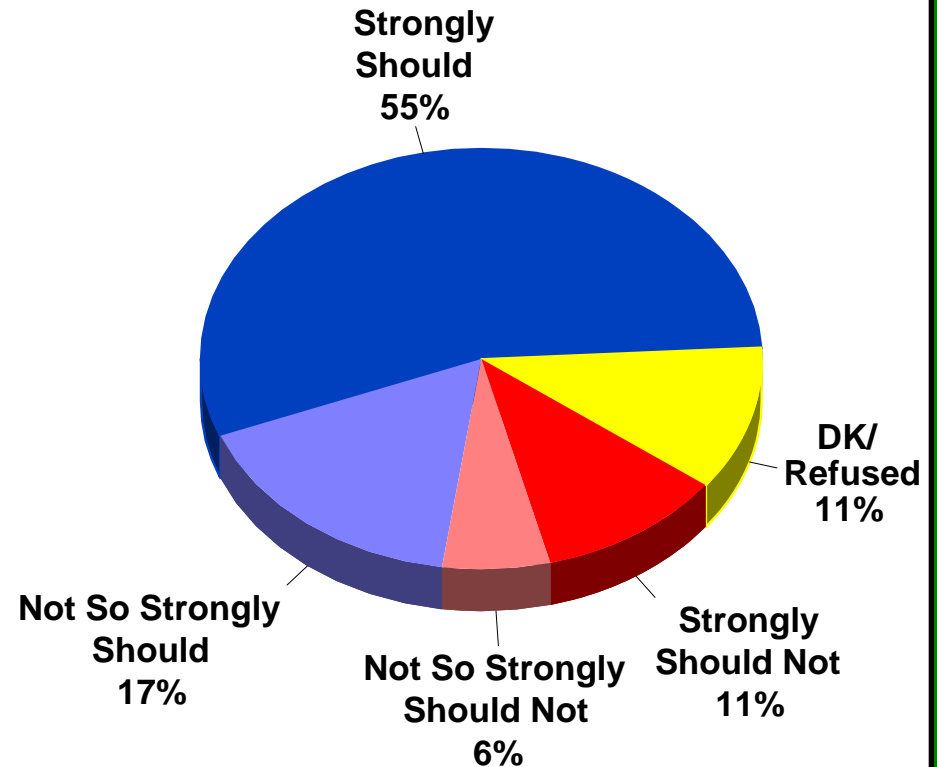
Initial

Total Should Support	72%
Total Should Not Support	15%*



Informed

Total Should Support	72%
Total Should Not Support	17%*



*Denotes rounding



Four-in-five voters indicate they are willing to personally sacrifice to reduce global warming.

I understand that global warming will take sacrifices from all of us, and I am ready to make some changes.

Strongly Agree

61%

Total Agree

83%

Now I would like to read you a few statements about this issue. For each one, please tell me if you agree or disagree with that statement...



A stunning 81% say they would be willing to pay more every month to reduce global warming pollution produced by power plants.



21%



14%



10%



16%



16%

What is the most you would be willing to pay in higher energy prices per month to reduce global warming pollution produced by power plants?





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