

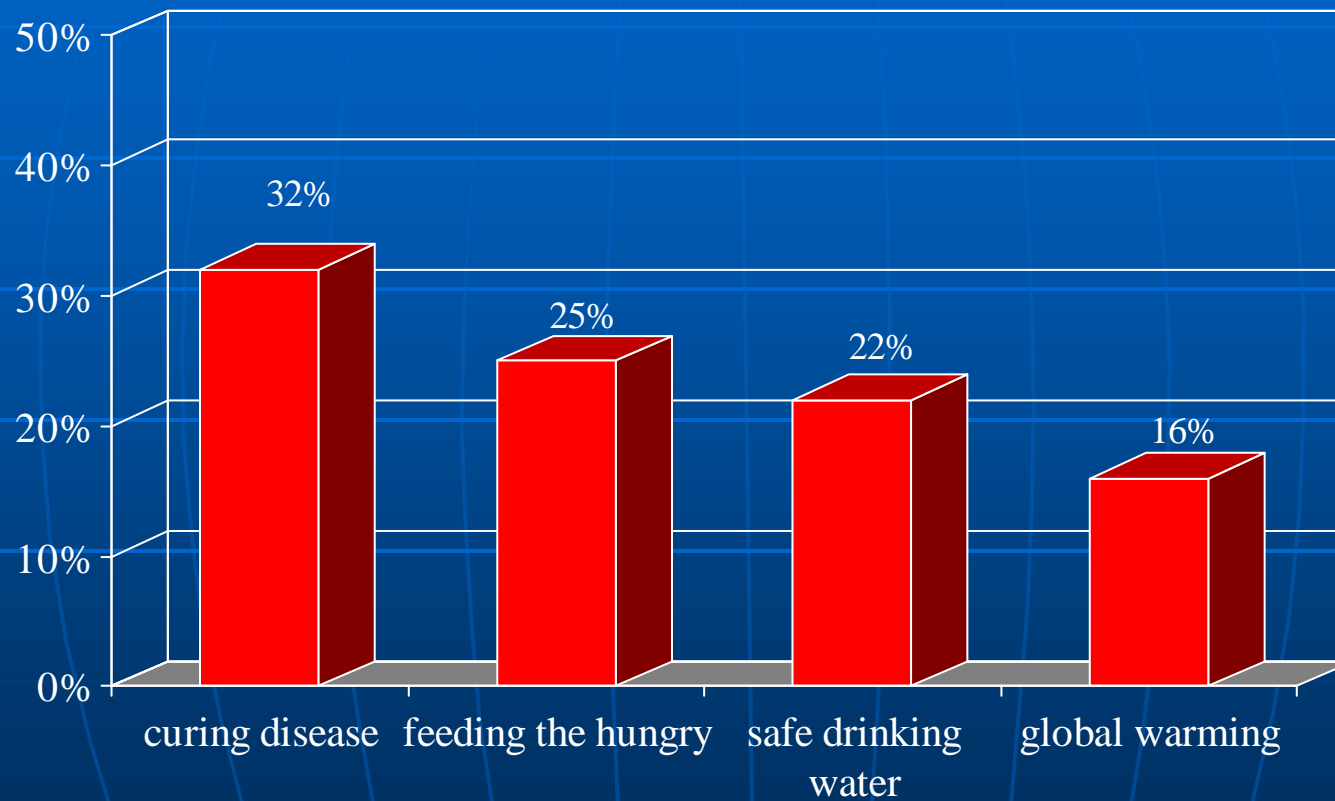
IPAMS
June 2009

MWR Strategies
Michael McKenna

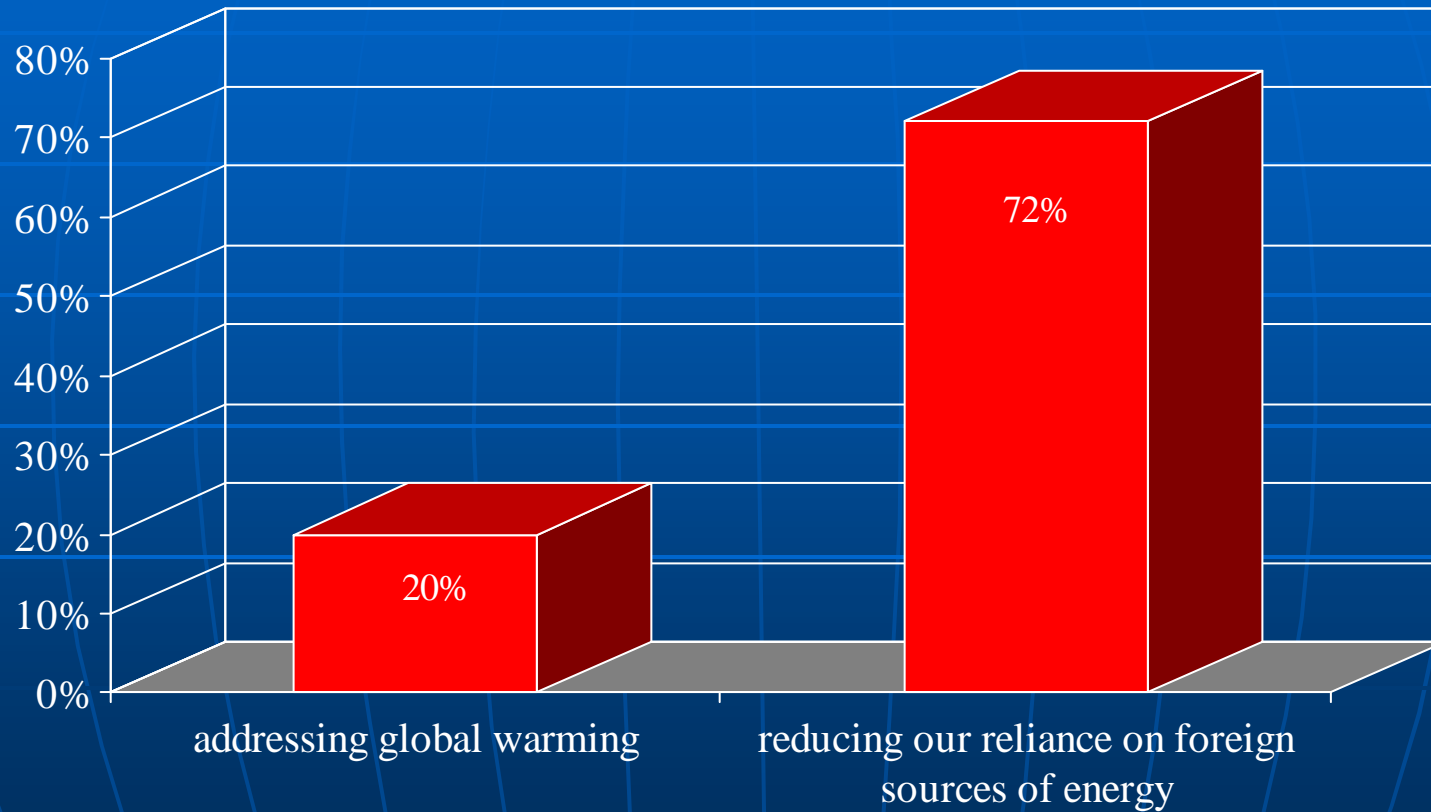
Big Picture

- Environment is a third tier issue; GW highest in the category
- Voters care a lot more about reducing dependence than global warming.
- Cost tolerance is low; job loss tolerance is even lower
- Technology – renewables have advantage, but not unlimited
- Perception colored by sense of our resource base.

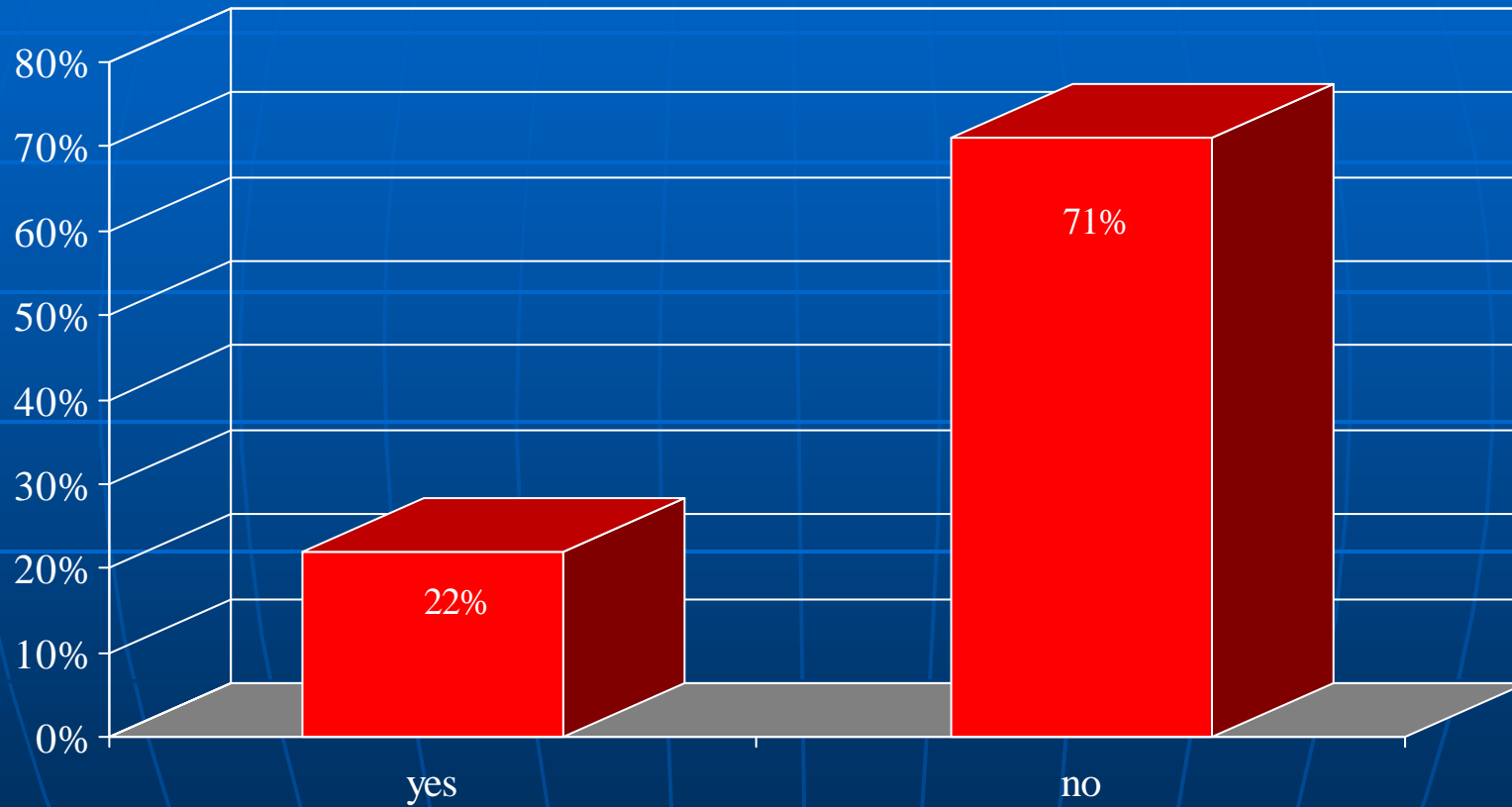
“Which of the following is the most pressing or urgent global problem?”



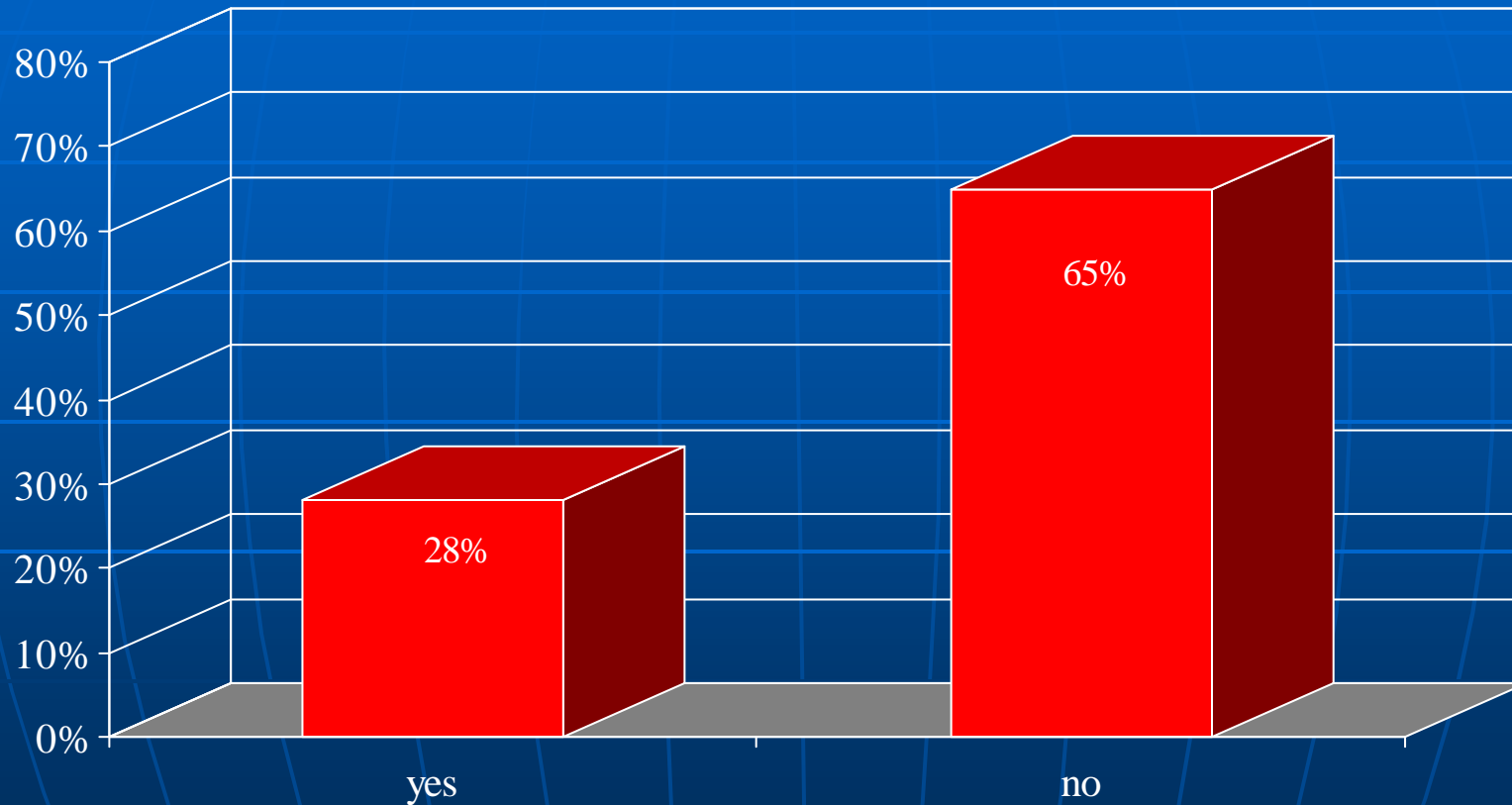
“Which is more important to you, addressing global warming or reducing our reliance on foreign sources of energy?”



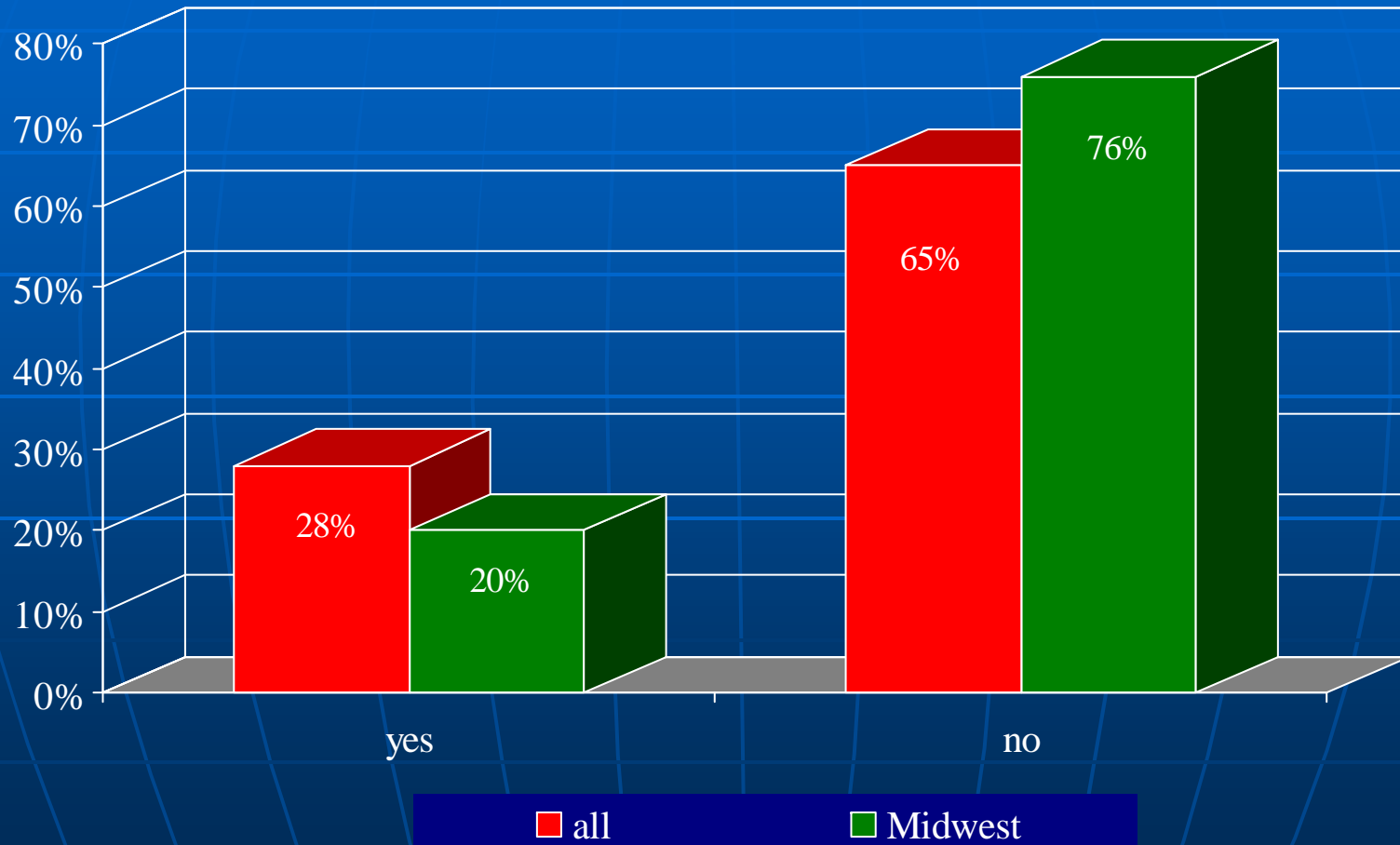
“Would you support a global warming plan that resulted in increasing our dependence on foreign sources of energy?”



“Is the economy strong enough right now to incur the additional costs associated with addressing global warming?”



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“How much would you personally be willing to pay each year either in higher gasoline prices, higher electricity prices, or higher heating bills, to address global warming?”

Mean = 554 dollars

Median = 50 dollars

*70% of respondents responded \$500 or less

*18% responded more than \$500

*35% responded zero

“How many jobs nationwide should we be prepared to lose as an acceptable cost for reducing carbon emissions by as much as 80%?”

Mean = 426,000

Median = 1,000

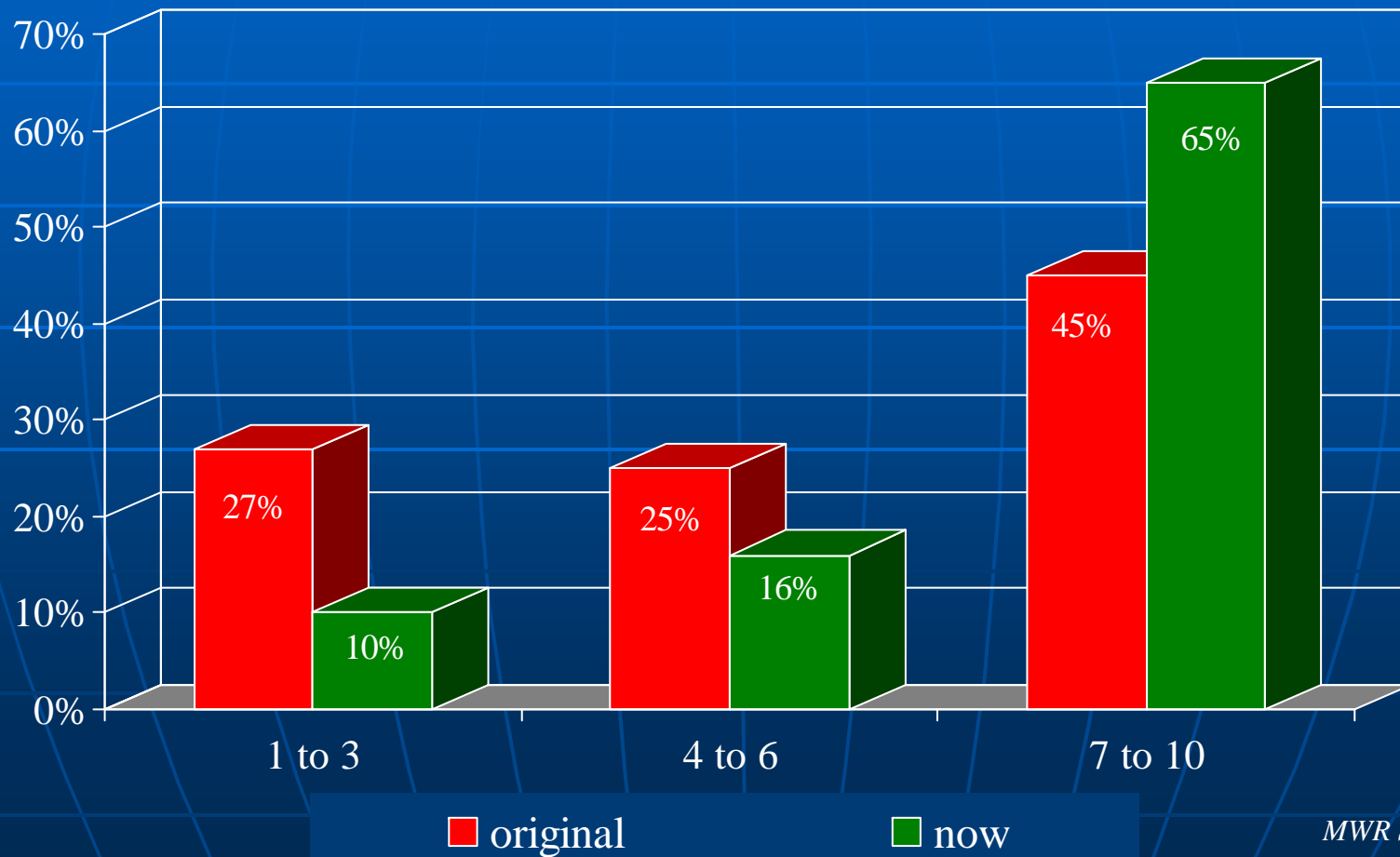
*65% of respondents responded 100,000 or less

*5% responded more than 1 million

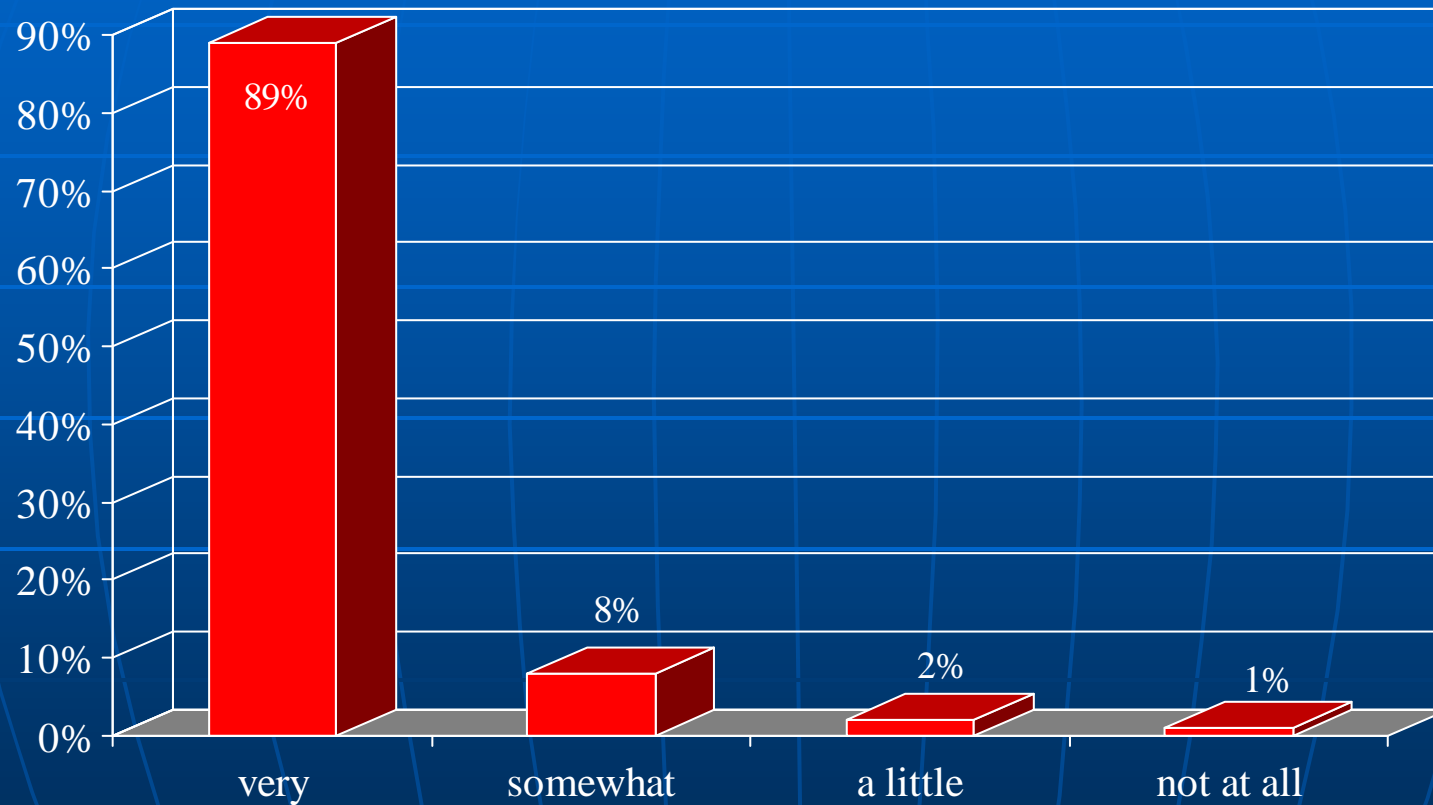
*35% responded zero

* among those who think the US is doing better, 50% responded zero.

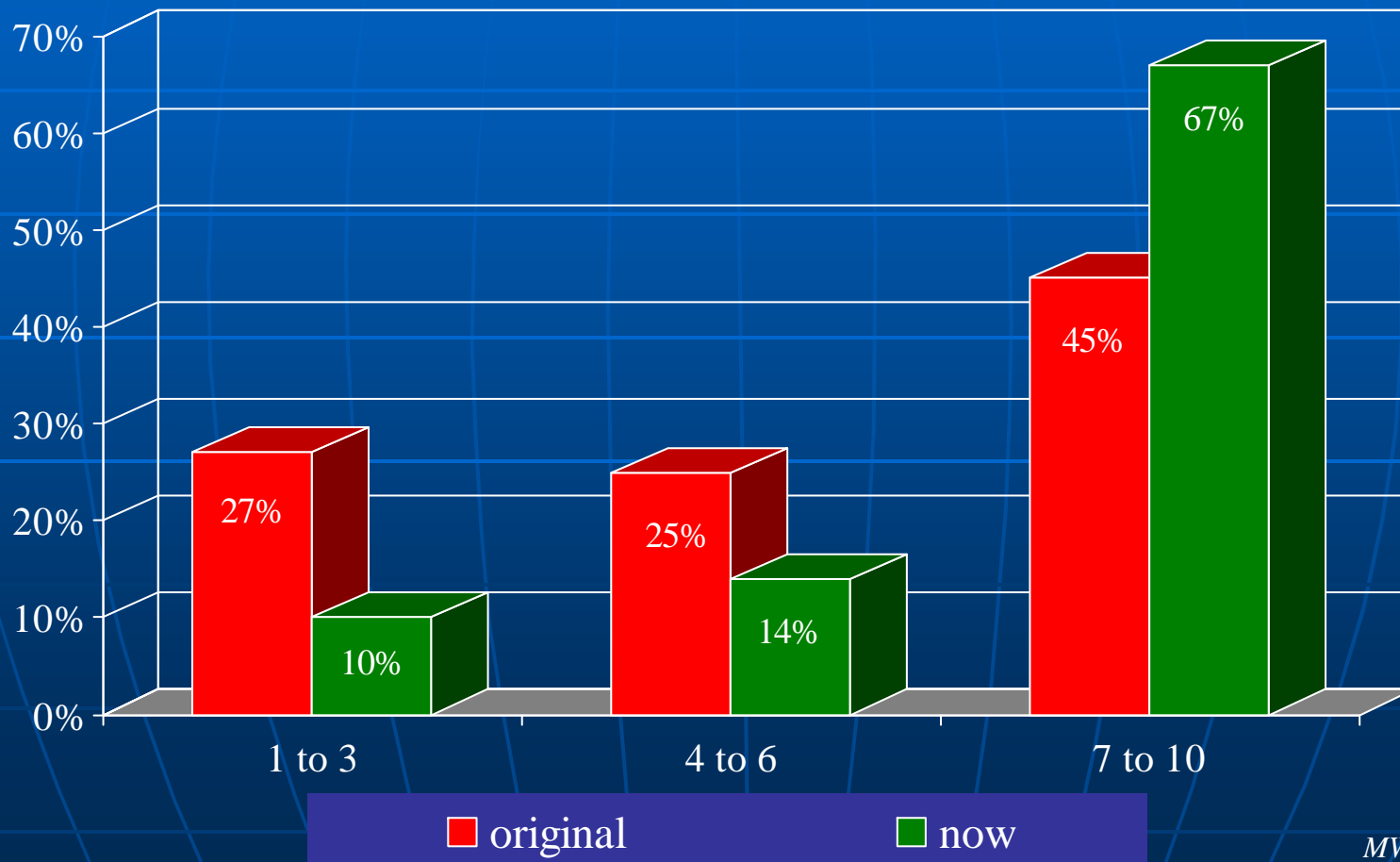
“On that same scale, if you knew that efforts by the government to reduce global warming would result in the loss of some jobs nationwide, how certain would the science of global warming have to be for those job losses to be justifiable?”



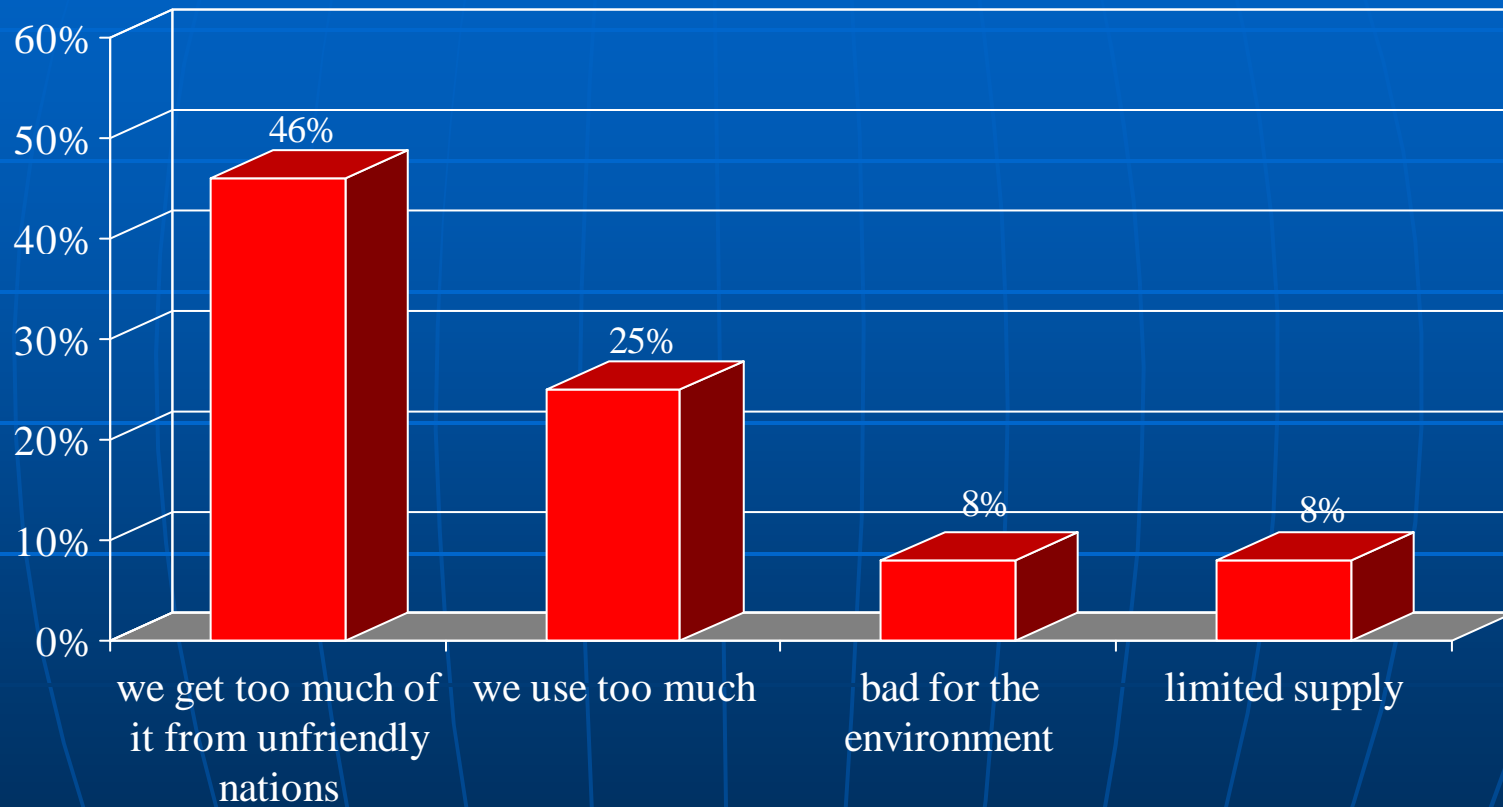
“How important is affordable energy to our economy?”



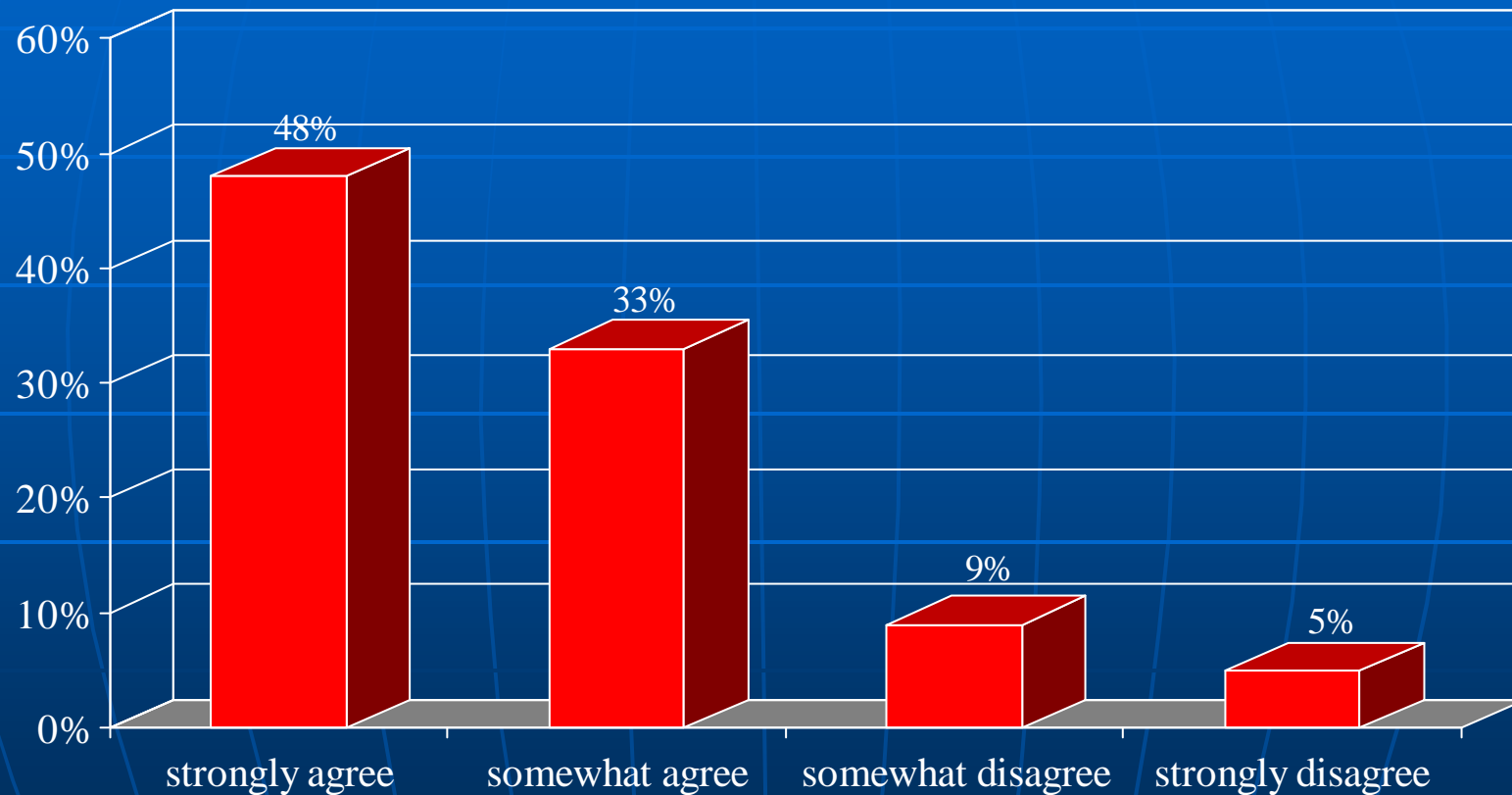
“On that same scale, if efforts by the government to reduce global warming resulted in higher prices for things like gasoline, electricity, and natural gas, how certain would the science of global warming have to be for those higher prices to be justifiable?”



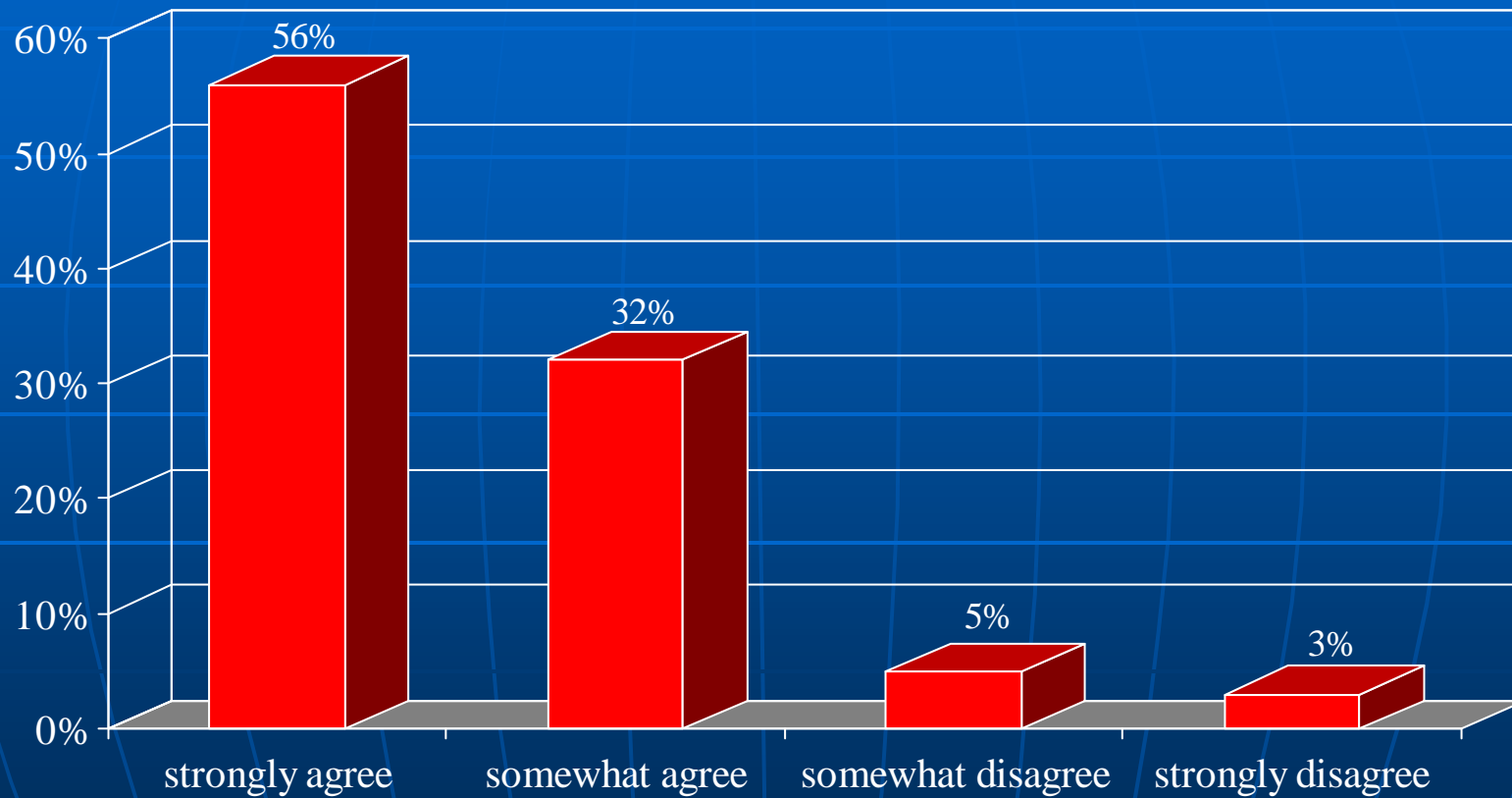
“What is the biggest problem we face with respect to oil?”



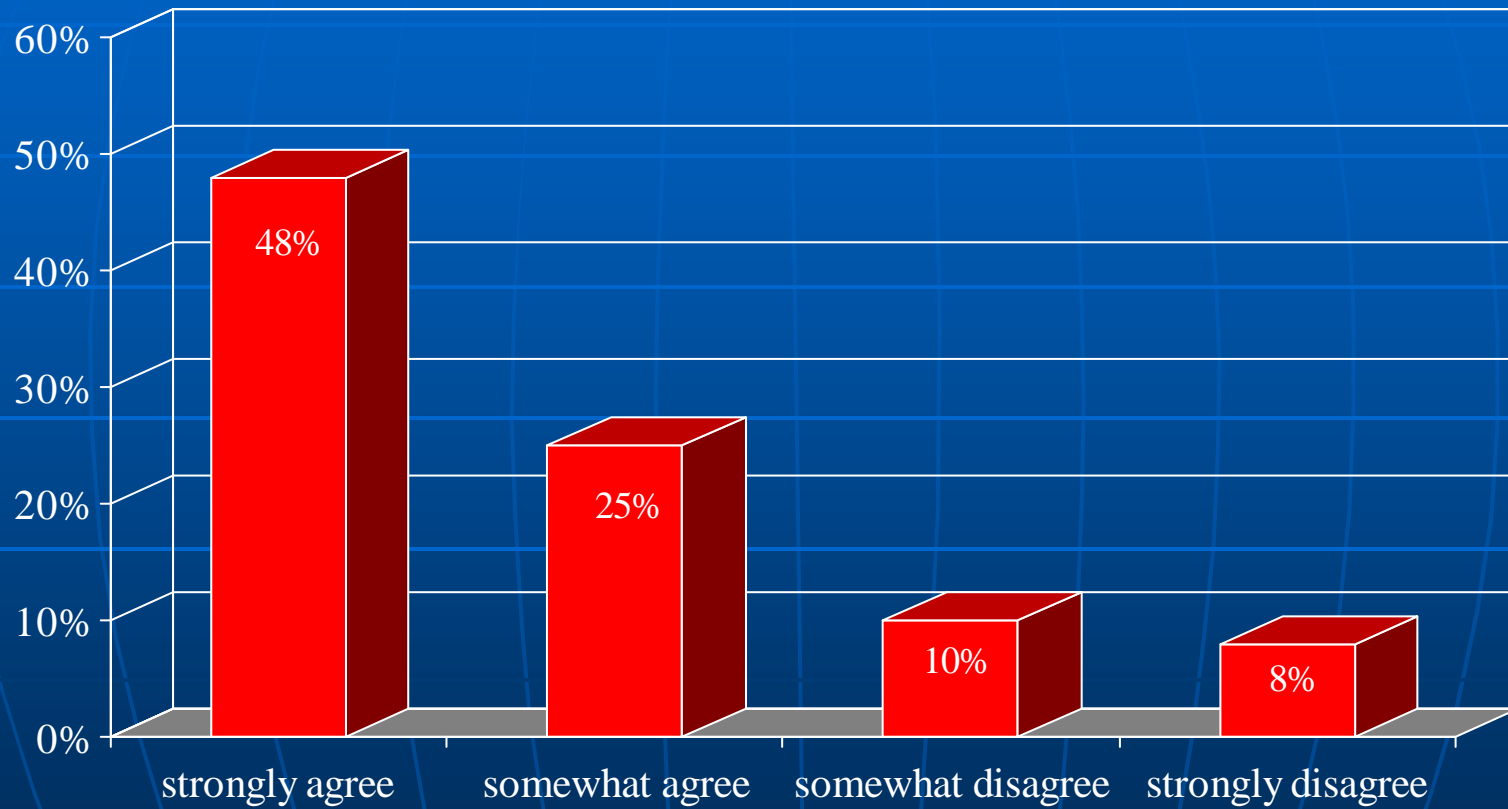
“Renewable sources of energy should play an important role in our energy future, but in the near term we will probably need to increase our supplies of oil and gas.”



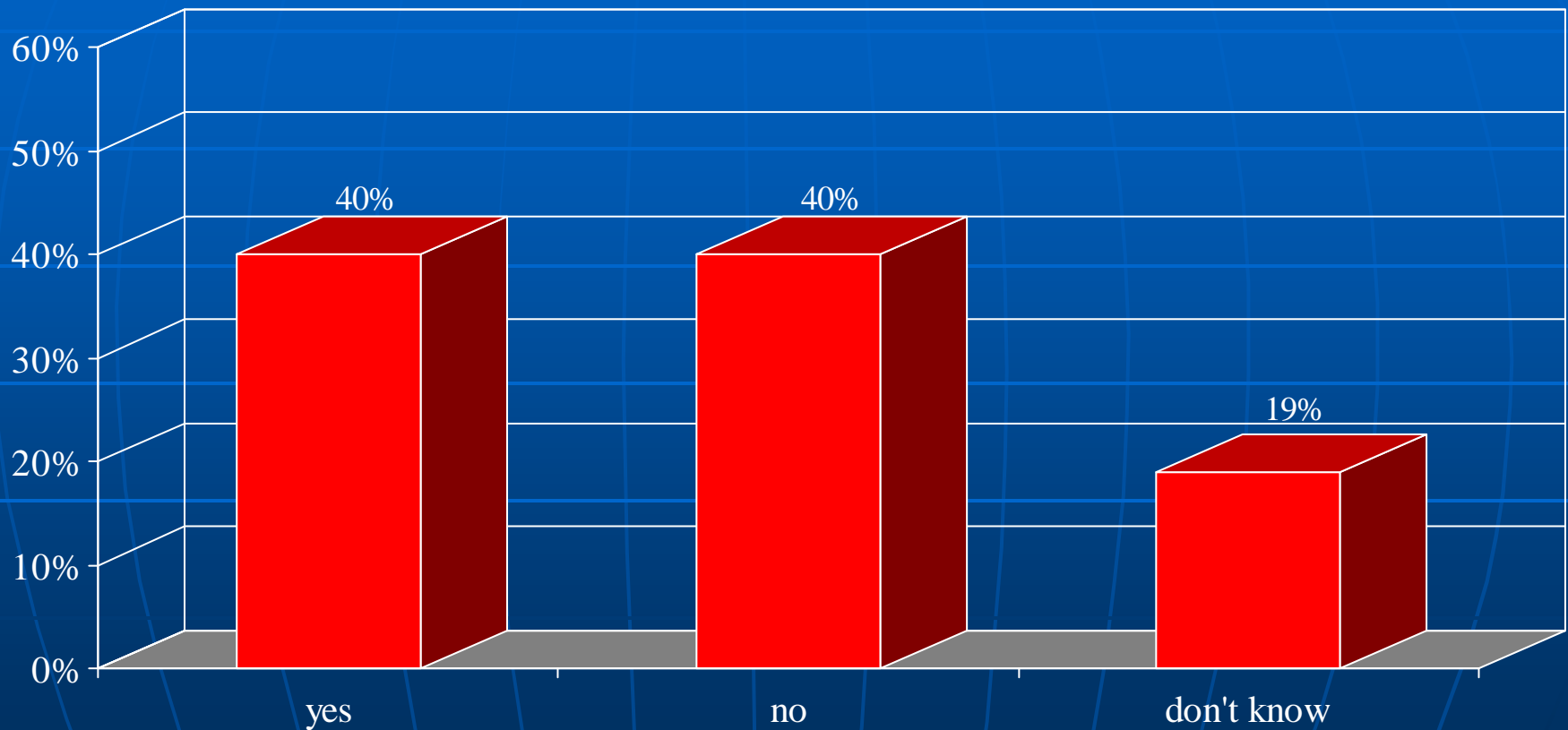
“It is important to continue to invest in renewable energy sources, but they are probably not going to be able to meet most of our energy needs for awhile.”



“We need to move away from coal and other fossil fuels and begin to develop the clean, advanced sources of energy that will power Florida’s future.”



“Do you think the United States has enough coal, oil, and natural gas to supply all of our energy needs for hundreds of years?”



Thoughts

- We have some natural advantages in the conversation.
- We are challenged by the rhetoric on the other side.
- Technology, resource base questions are key.
- Unlikely that the media is going to help us.