



Presentation Of Findings From A Statewide  
Survey Of 600 Likely 2010 General  
Election Voters In Michigan

# Key Findings

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- A Large Majority Believe Global Warming Constitutes A Serious Threat
- A Solid Majority, Across Demographic Groups, Favor Action To Reduce Carbon Emissions
- A Plurality Believe That Efforts To Reduce Global Warming Will Create New Jobs
- Three-Quarters Support The Combined Proposal To Reduce Emissions And Require Clean Energy Sources
- Most Say They Would Feel More Favorable Towards A Senator Who Voted For A Clean Energy Plan
- Most Say They Would Feel More Favorable Towards A Senator For Supporting An Emissions Cap

# Methodology

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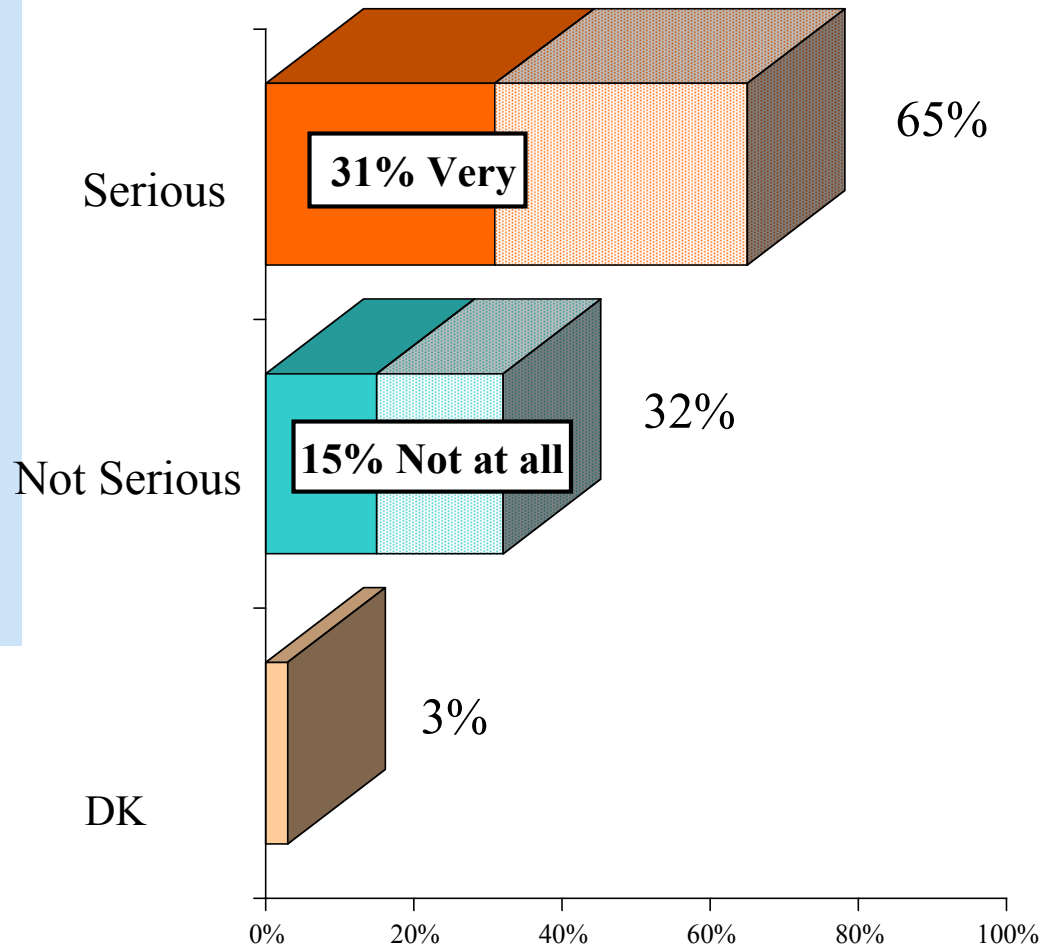
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- 600 Likely 2010 General Election Voters In Michigan
- Interviews Conducted September 10-13<sup>th</sup>, 2009
- Margin Of Error +/- 4.0% Overall, Higher For Subgroups

# A Large Majority Believe Global Warming Constitutes A Serious Threat

Republicans And Conservatives Are Divided On Its Severity

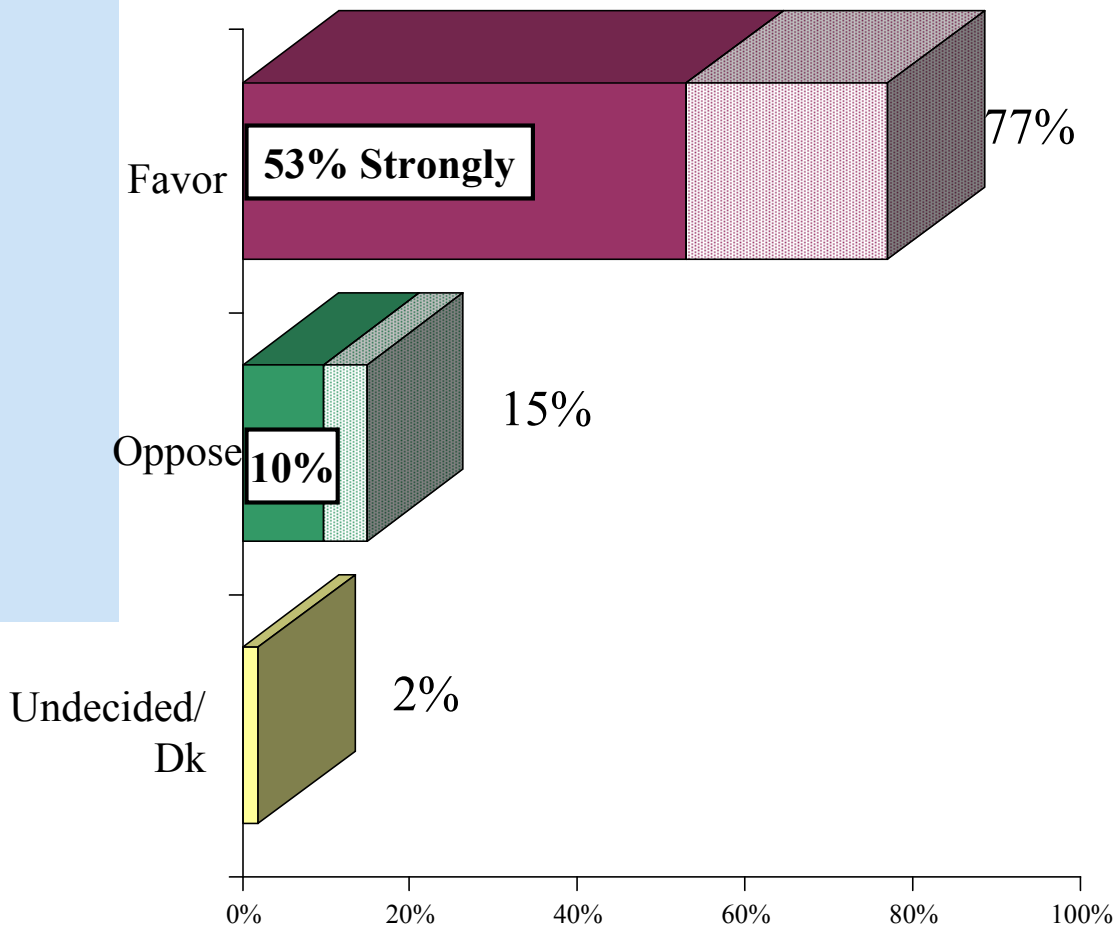
*Generally speaking, how serious of a threat do you think global warming is today – very serious, somewhat serious, not too serious, or not serious at all – or don't you have an opinion on this?*



	Serious	Not
Democrat ID	84%	15%
Independent ID	60%	36%
Republican ID	44%	53%
Liberal	86%	13%
Moderate	70%	26%
Conservative	45%	54%
Young Women	73%	25%
Young Men	59%	39%
Older Women	72%	26%
Older Men	56%	39%
HS or Less	63%	32%
Some College	65%	33%
College+	69%	30%
UAW	71%	27%
Other Union	73%	27%
Non-Union	64%	33%
White	62%	35%
Black	86%	14%
Detroit	69%	28%
Flint/Sag/BayCty	51%	47%
GrRap/Kala/BtlCr	64%	33%
Rest of State	66%	31%

# A Solid Majority, Across Demographic Groups, Favor Action To Reduce Carbon Emissions

*Do you favor or oppose the United States taking action to reduce its emissions of gases like carbon dioxide that cause global warming?*

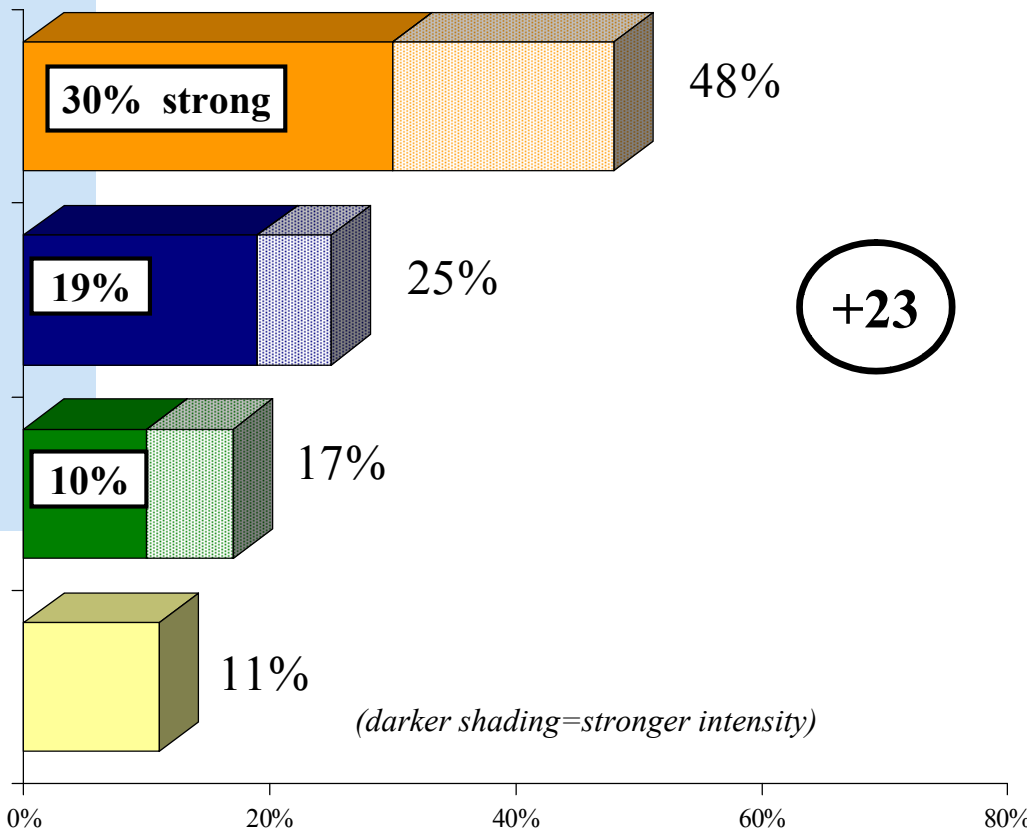


	Favor	Oppose
Democrat ID	90%	5%
Independent ID	74%	17%
Republican ID	62%	28%
Liberal	92%	5%
Moderate	80%	11%
Conservative	62%	28%
Young Women	83%	9%
Young Men	73%	19%
Older Women	78%	14%
Older Men	75%	18%
HS or Less	74%	12%
Some College	82%	13%
College+	77%	18%
UAW	80%	14%
Other Union	82%	11%
Non-Union	76%	16%
White	75%	17%
Black	88%	5%
Detroit	80%	14%
Flint/Sag/BayCty	70%	18%
GrRap/Kala/BtlCr	78%	13%
Rest of State	74%	16%

# A Plurality Believe That Efforts To Reduce Global Warming Will Create New Jobs

Which comes closer to your point of view:

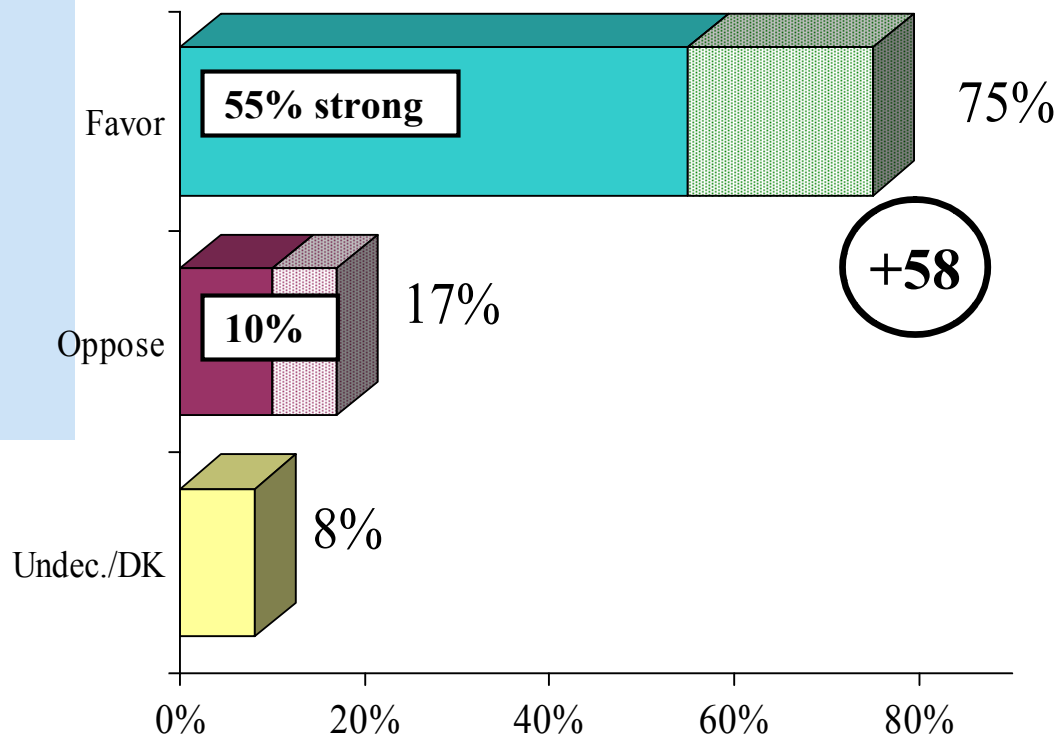
- Efforts to reduce global warming will create new American jobs
- Efforts to reduce global warming will cost American jobs
- Efforts to reduce global warming will not affect American jobs



	Create	Cost	Not
Democrat ID	62%	13%	16%
Independent ID	44%	25%	16%
Republican ID	33%	41%	18%
Liberal	65%	15%	14%
Moderate	46%	21%	18%
Conservative	37%	36%	18%
Young Women	54%	18%	18%
Young Men	44%	30%	20%
Older Women	50%	23%	12%
Older Men	44%	28%	16%
HS or Less	43%	26%	17%
Some College	53%	26%	13%
College+	49%	23%	20%
UAW	55%	16%	19%
Other Union	54%	25%	16%
Non-Union	47%	26%	16%
White	47%	25%	18%
Black	57%	16%	11%
Detroit	50%	23%	15%
Flint/Sag/BayCty	48%	32%	9%
GrRap/Kala/BtlCr	46%	24%	23%
Rest of State	46%	24%	20%

# Three-Quarters Support The Combined Proposal To Reduce Emissions And Require Clean Energy Sources

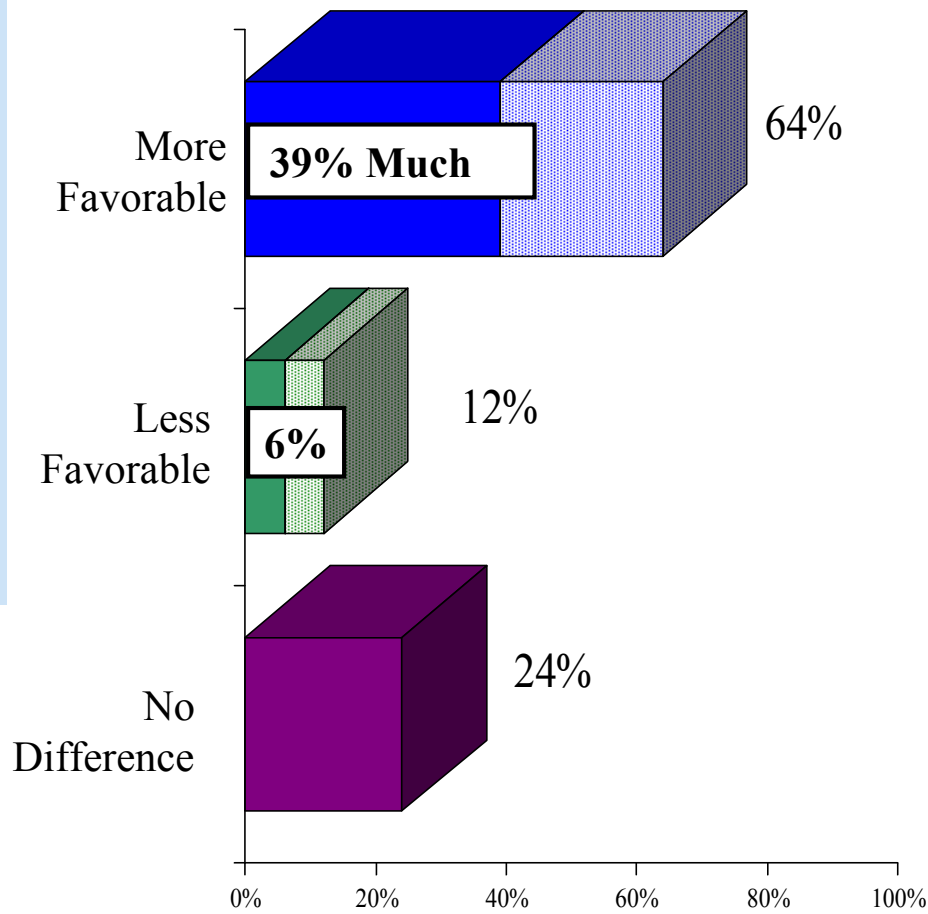
*Congress is considering an energy plan that has two key parts. One part would require factories and power companies to reduce their emissions of the carbon pollution that causes global warming by 17% by the year 2020 and by 80% by the year 2050. The other part would require power companies to generate 15% of their power from clean energy sources like wind and solar by the year 2025. Would you favor/oppose this entire plan?*



	Favor	Oppose
Democrat ID	90%	5%
Independent ID	76%	18%
Republican ID	54%	34%
Liberal	91%	5%
Moderate	78%	11%
Conservative	60%	33%
Young Women	80%	11%
Young Men	70%	21%
Older Women	80%	15%
Older Men	71%	22%
HS or Less	77%	12%
Some College	75%	19%
College+	74%	20%
UAW	88%	7%
Other Union	80%	18%
Non-Union	74%	18%
White	74%	18%
Black	87%	7%
Detroit	76%	16%
Flint/Sag/BayCty	75%	19%
GrRap/Kala/BtlCr	74%	16%
Rest of State	76%	18%

# Most Say They Would Feel More Favorable Towards A Senator Who Voted For A Clean Energy Plan

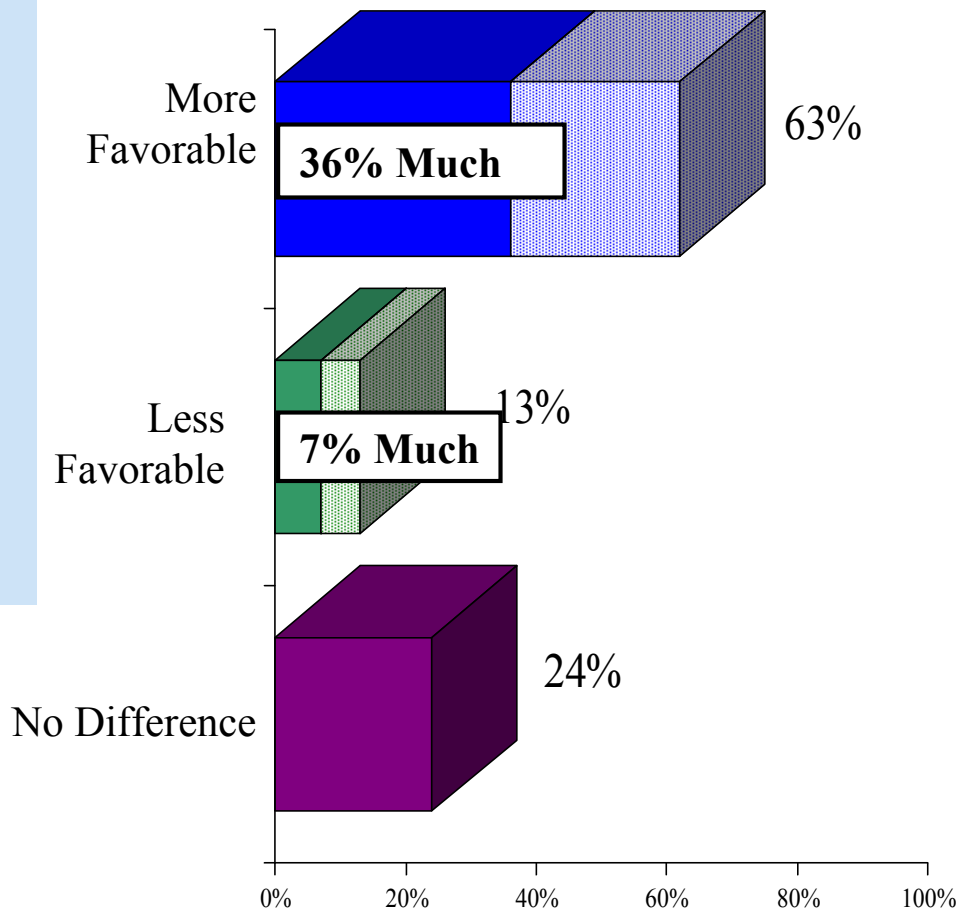
*How would you feel about your US Senator if they voted for a plan to require power companies to generate 25% of their power from clean energy sources like wind and solar by the year 2025?*



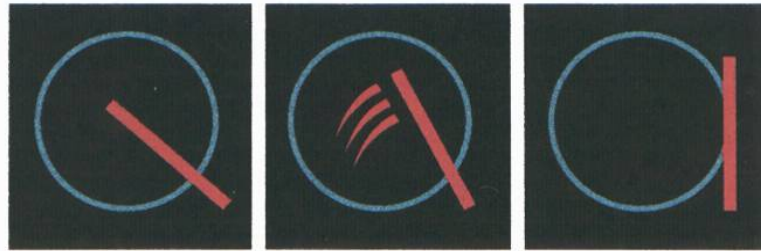
	More	Less
Democrat ID	79%	2%
Independent ID	61%	15%
Republican ID	46%	24%
Liberal	82%	3%
Moderate	66%	8%
Conservative	48%	23%
Young Women	66%	7%
Young Men	61%	18%
Older Women	67%	10%
Older Men	62%	14%
HS or Less	65%	10%
Some College	64%	11%
College+	66%	15%
UAW	83%	7%
Other Union	68%	10%
Non-union	62%	13%
Black	70%	7%
White	64%	13%
Detroit	65%	12%
Flint/Sag/Bay City	64%	12%
GrRaps/Kala/BtlCr	64%	13%
Rest of State	63%	12%

# Most Say They Would Feel More Favorable Towards A Senator For Supporting An Emissions Cap

*How would you feel about your US Senator if they voted for a plan to require factories and power plants to reduce their global warming pollution by 80% by the year 2050*



	More	Less
Democrat ID	80%	2%
Independent ID	57%	16%
Republican ID	44%	28%
Liberal	79%	4%
Moderate	68%	8%
Conservative	44%	27%
Young Women	67%	7%
Young Men	60%	18%
Older Women	63%	11%
Older Men	61%	19%
HS or Less	65%	8%
Some College	62%	13%
College+	62%	18%
UAW	79%	7%
Other Union	65%	11%
Non-union	61%	14%
Black	68%	5%
White	62%	15%
Detroit	64%	12%
Flint/Sag/Bay City	61%	14%
GrRaps/Kala/BtlCr	63%	15%
Rest of State	60%	14%



PUBLIC OPINION  

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STRATEGIES



THE  
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Group

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STRATEGY