



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

# Key Findings

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

# Methodology

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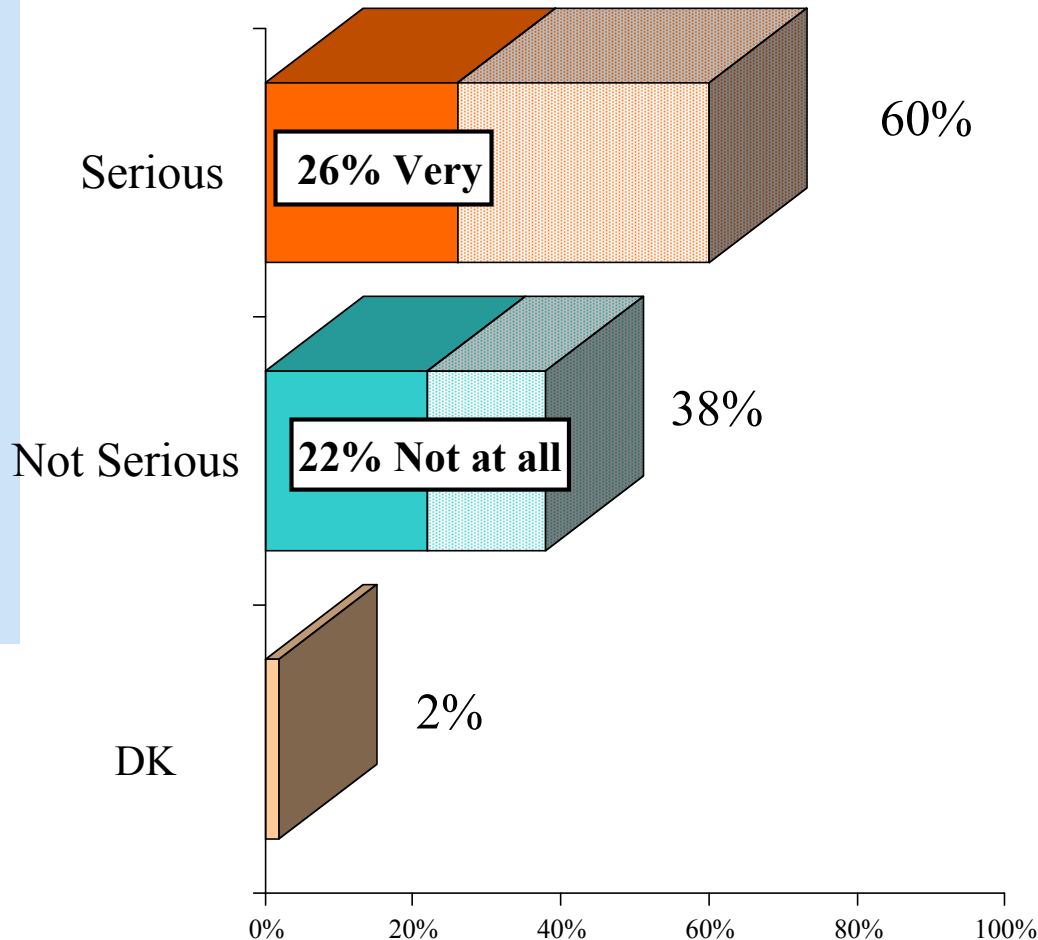
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- 600 Likely 2010 General Election Voters In Ohio
- Interviews Conducted August 12-16<sup>th</sup>, 2009
- Margin Of Error +/- 4.0% Overall, Higher For Subgroups

# A Large Majority Believe Global Warming Constitutes A Serious Threat

Only Republicans And Conservatives Are Divided On Its Severity

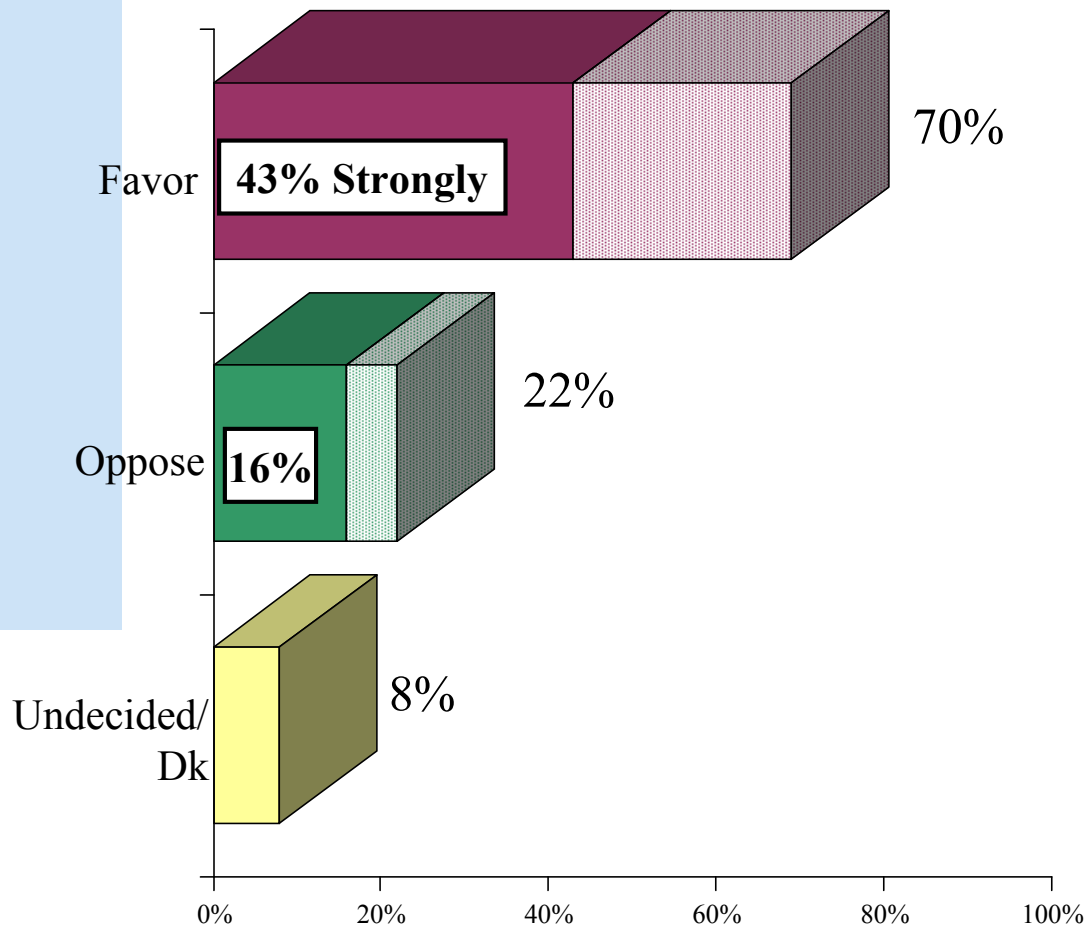
*Generally speaking, how serious of a threat do you think global warming is today – very serious, somewhat serious, not too serious, or not serious at all – or don't you have an opinion on this?*



	Serious	Not
Democrat ID	81%	17%
Independent ID	57%	42%
Republican ID	39%	58%
Liberal	81%	17%
Moderate	65%	33%
Conservative	40%	58%
Young Women	68%	32%
Young Men	50%	48%
Older Women	60%	37%
Older Men	65%	33%
HS or Less	60%	36%
Some College	63%	36%
College+	58%	41%
Cleveland	62%	37%
Cincinnati	56%	43%
Columbus	64%	32%
Dayton	64%	34%
Toledo	55%	46%
Rest of State	55%	44%

# A Solid Majority, Across Most 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?*

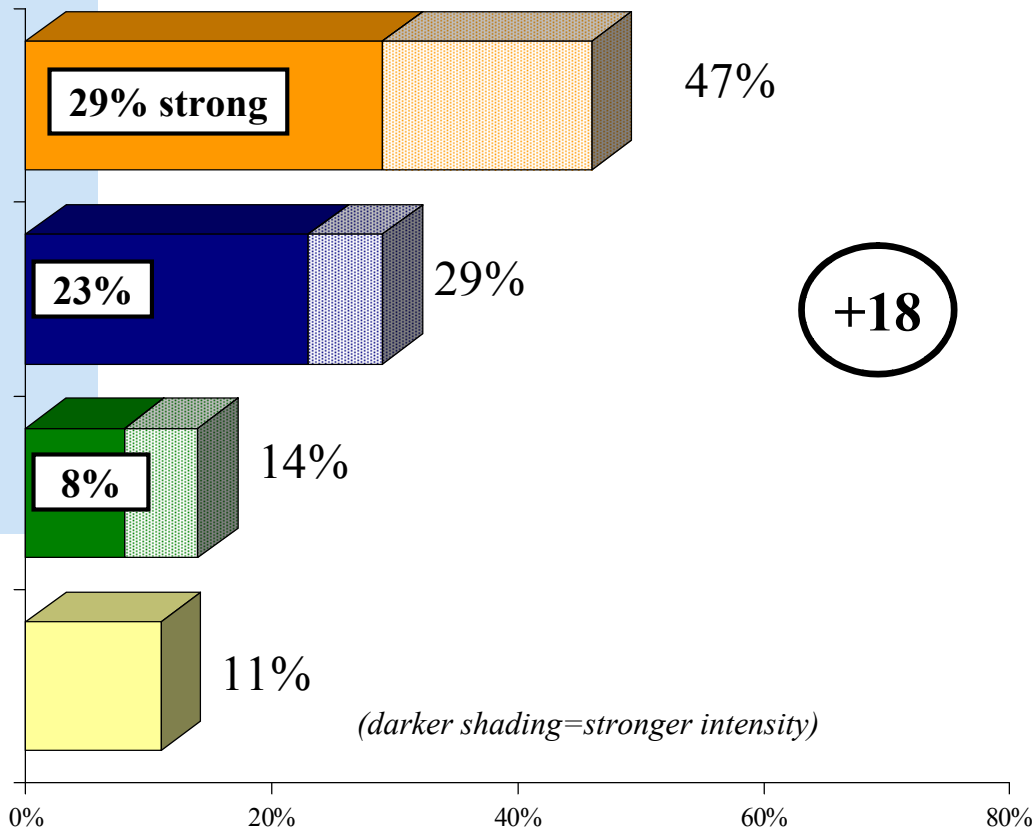


	Favor	Oppose
Democrat ID	85%	7%
Independent ID	67%	24%
Republican ID	55%	38%
Liberal	87%	6%
Moderate	72%	16%
Conservative	55%	38%
Young Women	80%	15%
Young Men	67%	24%
Older Women	70%	23%
Older Men	62%	27%
HS or Less	66%	23%
Some College	69%	22%
College+	74%	21%
Cleveland	71%	21%
Cincinnati	72%	23%
Columbus	65%	24%
Dayton	78%	19%
Toledo	73%	23%
Rest of State	63%	24%

# A Large Plurality Believe That Reducing Global Warming Will Create New Jobs

Which comes closer to your point of view:

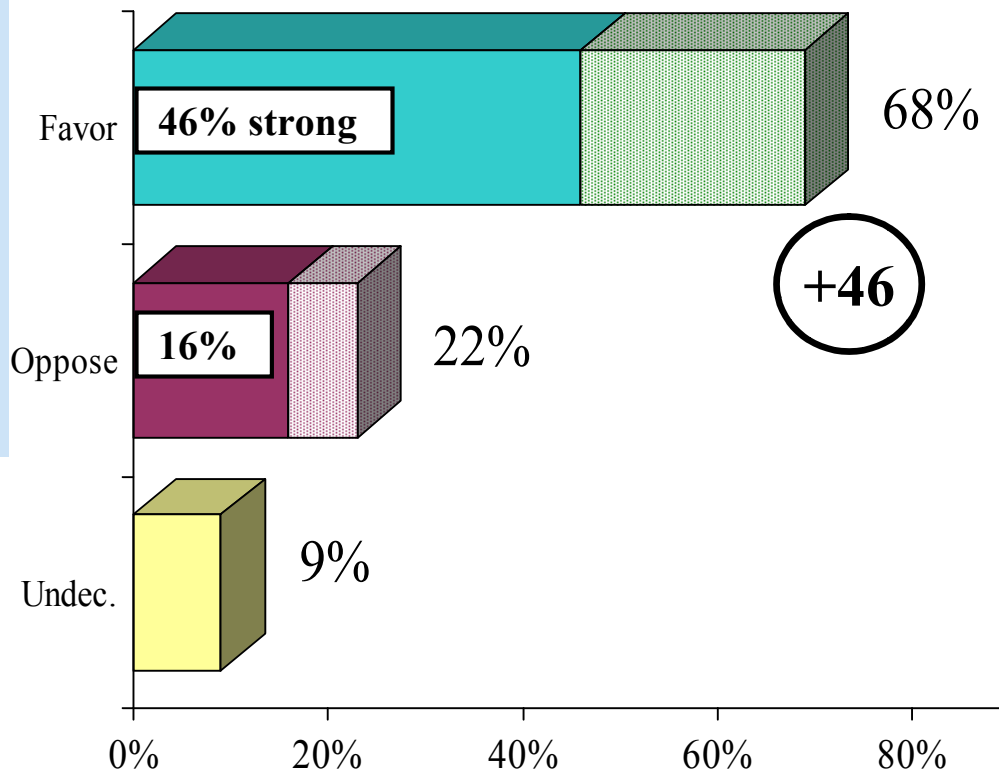
- Efforts to reduce global warming will create new American jobs
- Efforts to reduce global warming will cost American jobs
- Efforts to reduce global warming will not affect American jobs



	Create	Cost	No Affect
Democrat ID	66%	15%	11%
Independent ID	41%	26%	16%
Republican ID	29%	46%	16%
Liberal	67%	13%	12%
Moderate	48%	21%	16%
Conservative	31%	46%	14%
Young Women	45%	30%	15%
Young Men	49%	32%	14%
Older Women	45%	27%	13%
Older Men	49%	25%	14%
HS or Less	42%	26%	14%
Some College	50%	30%	11%
College+	49%	31%	16%
Cleveland	49%	27%	16%
Cincinnati	38%	34%	14%
Columbus	49%	30%	11%
Dayton	51%	15%	20%
Toledo	52%	27%	14%
Rest of State	40%	39%	7%

# Over Two-Thirds Support The Combined Proposal To Reduce Emissions And Require Clean Energy Sources

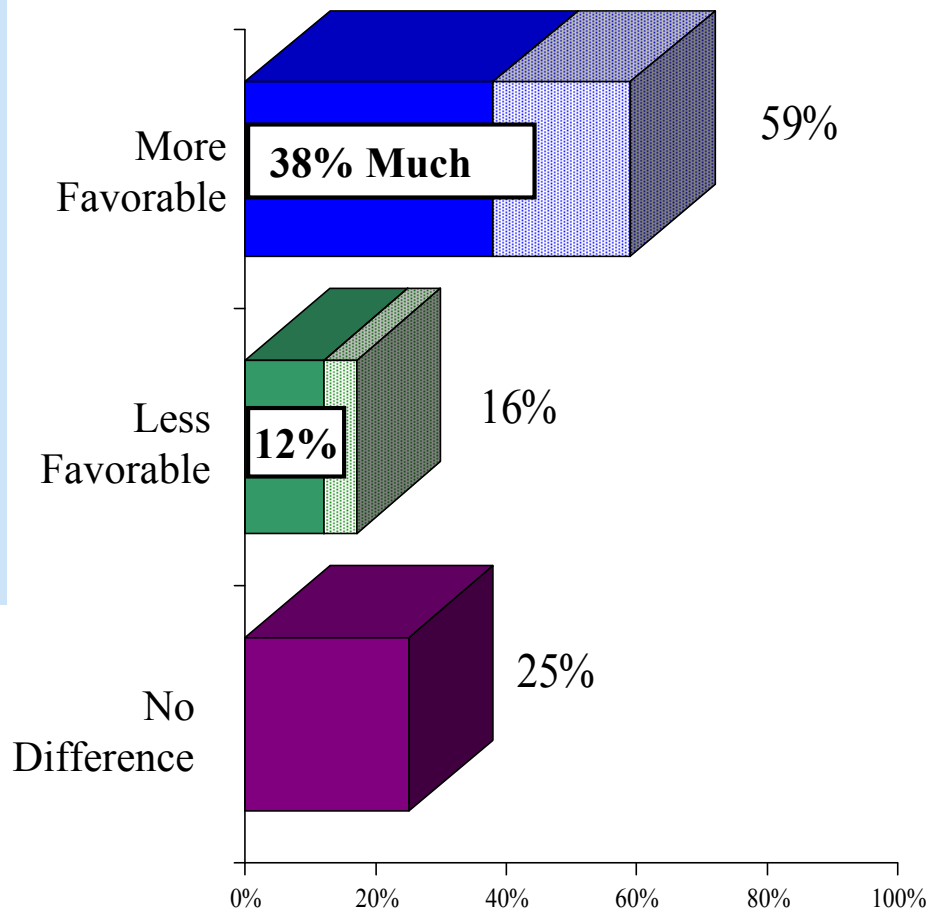
*Congress is considering an energy plan that has two key parts. One part would require factories and power companies to reduce their emissions of the carbon pollution that causes global warming by 17% by the year 2020 and by 80% by the year 2050. The other part would require power companies to generate 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	85%	9%
Independent ID	64%	24%
Republican ID	53%	36%
Liberal	91%	4%
Moderate	70%	19%
Conservative	50%	39%
Young Women	77%	14%
Young Men	63%	27%
Older Women	68%	22%
Older Men	66%	26%
HS or Less	71%	18%
Some College	68%	24%
College+	67%	24%
Cleveland	70%	22%
Cincinnati	63%	25%
Columbus	62%	28%
Dayton	84%	8%
Toledo	66%	24%
Rest of State	68%	23%

# Most Say They Would Feel More Favorably Towards A Member Who Voted For A Clean Energy Plan

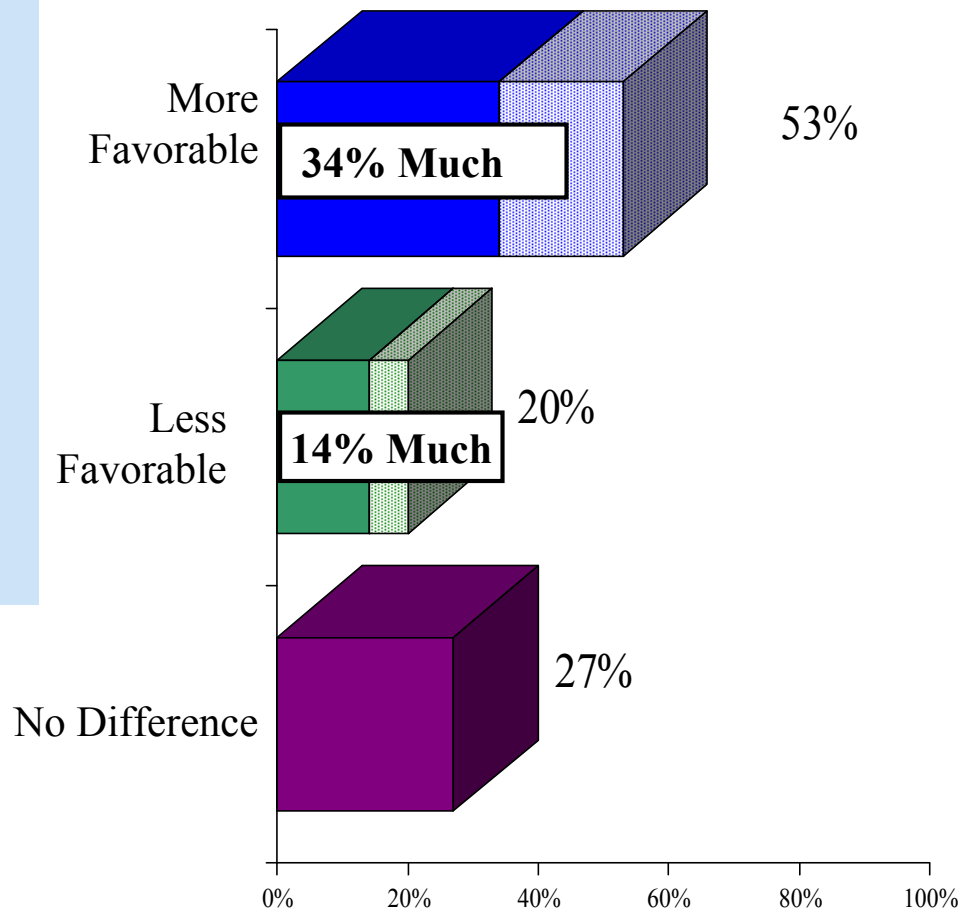
*How would you feel about your member of Congress if they voted for a plan to require power companies to generate 25% of their power from clean energy sources like wind and solar by the year 2025?*



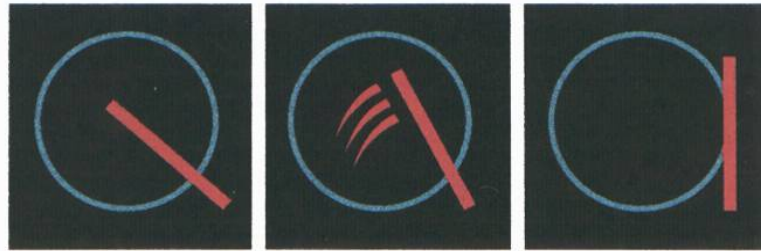
	More	Less
Democrat ID	75%	7%
Independent ID	56%	17%
Republican ID	44%	26%
Liberal	78%	3%
Moderate	63%	15%
Conservative	41%	27%
Young Women	63%	15%
Young Men	56%	17%
Older Women	61%	15%
Older Men	57%	20%
HS or Less	57%	15%
Some College	59%	16%
College+	61%	17%
Cleveland	59%	16%
Cincinnati	64%	17%
Columbus	59%	21%
Dayton	68%	6%
Toledo	55%	15%
Rest of State	48%	21%

# Most Say They Would Feel More Favorably Towards A Member For Supporting An Emissions Cap

*How would you feel about your member of Congress 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	74%	7%
Independent ID	49%	19%
Republican ID	32%	35%
Liberal	76%	5%
Moderate	57%	15%
Conservative	32%	36%
Young Women	57%	10%
Young Men	50%	23%
Older Women	52%	22%
Older Men	52%	26%
HS or Less	53%	16%
Some College	54%	21%
College+	53%	22%
Cleveland	52%	20%
Cincinnati	56%	20%
Columbus	50%	26%
Dayton	64%	8%
Toledo	48%	21%
Rest of State	48%	21%



PUBLIC OPINION  

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STRATEGIES



THE  
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Group

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