



Presentation Of Findings From A Statewide
Survey Of 600 Likely 2010 General
Election Voters In Missouri With An
Oversample Of Rural And Exurban Voters

Key Findings

- A Large Majority Believe Global Warming Constitutes A Serious Threat
- A Solid Majority, Across Most Demographic Groups, Favor Action To Reduce Carbon Emissions
- A 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
- A Sizeable Majority Say They Would Feel More Favorably Towards A Senator Who Voted For The Clean Energy Plan
- Most Say They Would Feel More Favorably Towards A Senator For Supporting An Emissions Cap

Methodology

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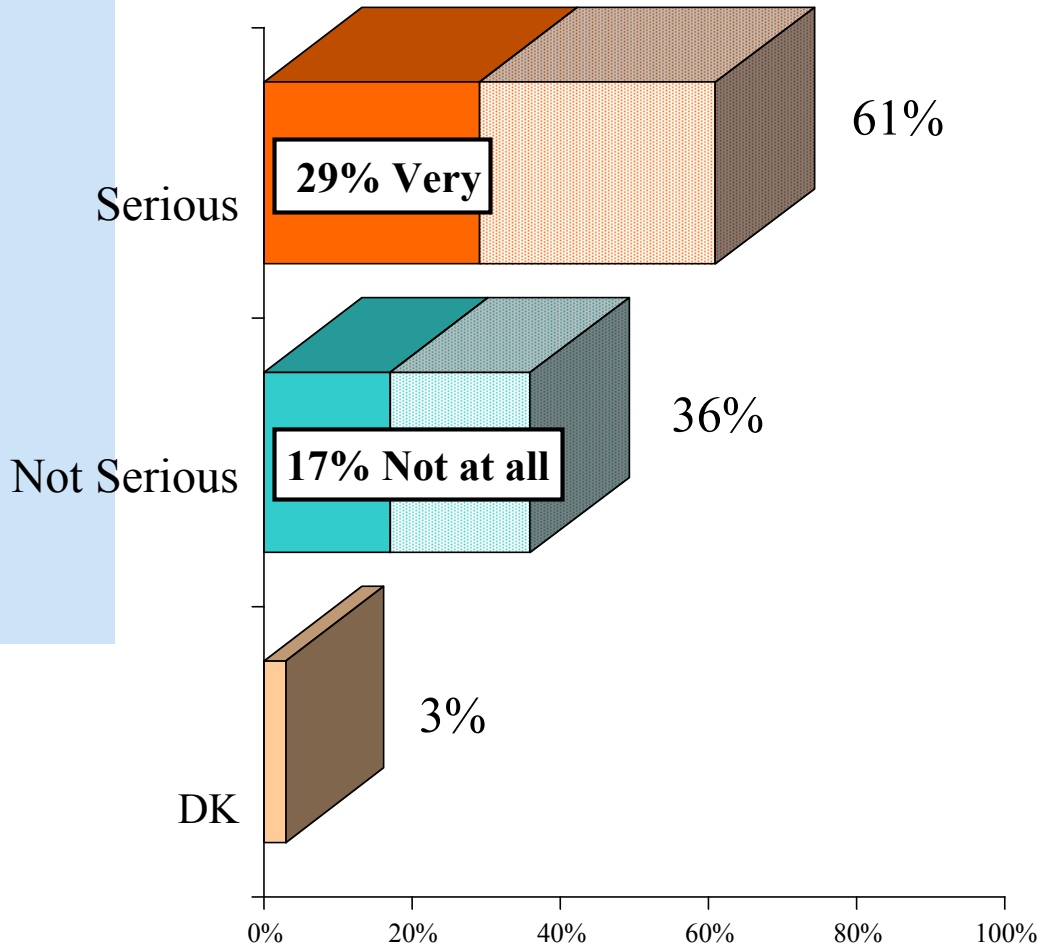
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- 600 Likely 2010 General Election Voters In Missouri + Oversample Of 104 Exurban And 100 Rural Voters
- Interviews Conducted October 20th-25th, 2009
- Margin Of Error +/- 4.0% Overall, Higher For Subgroups

A Large Majority Believe Global Warming Constitutes A Serious Threat

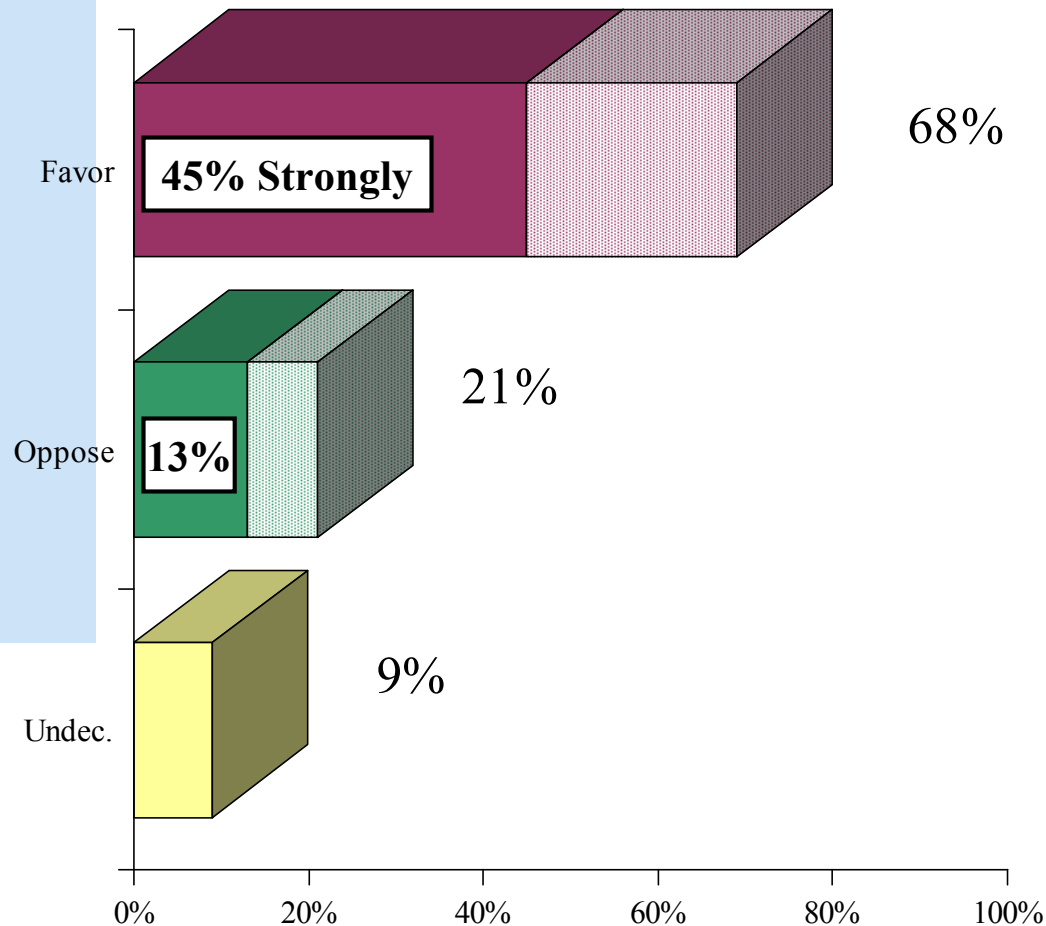
Generally speaking, how serious of a threat do you think global warming is today – very serious, somewhat serious, not too serious, or not serious at all – or don't you have an opinion on this?



	Serious	Not
Democrat ID	83%	15%
Independent ID	61%	34%
Republican ID	35%	63%
Liberal	85%	13%
Moderate	74%	22%
Conservative	37%	60%
Young Women	68%	31%
Young Men	51%	48%
Older Women	69%	25%
Older Men	57%	39%
HS or Less	60%	33%
Some College	66%	34%
College+	60%	39%
White	59%	40%
Non-White	79%	13%
Urban	69%	27%
Exurban	67%	31%
Rural	49%	49%
St. Louis Co.	76%	21%
Rest of St. Louis DMA	61%	37%
Jackson/KC	52%	46%
Northeast	59%	40%
North Central	49%	48%
South	54%	45%

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?

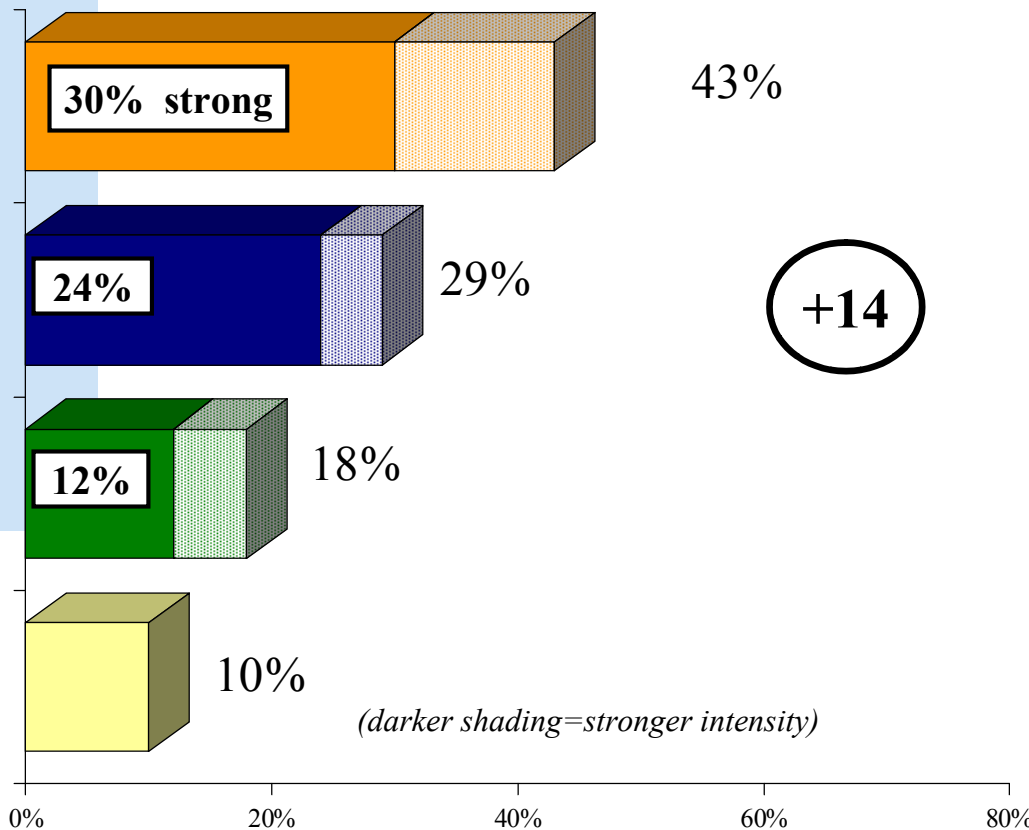


	Favor	Oppose
Democrat ID	86%	6%
Independent ID	64%	24%
Republican ID	52%	36%
Liberal	88%	5%
Moderate	75%	13%
Conservative	51%	37%
Young Women	73%	16%
Young Men	60%	32%
Older Women	69%	15%
Older Men	73%	21%
HS or Less	71%	18%
Some College	64%	23%
College+	69%	21%
White	67%	23%
Non-White	77%	10%
Urban	72%	18%
Exurban	72%	20%
Rural	63%	26%
St. Louis Co.	80%	13%
Rest of St. Louis DMA	63%	27%
Jackson/KC	60%	29%
Northeast	64%	24%
North Central	65%	20%
South	64%	25%

A Plurality Believe That Reducing Global Warming Will Create New Jobs

Which comes closer to your point of view:

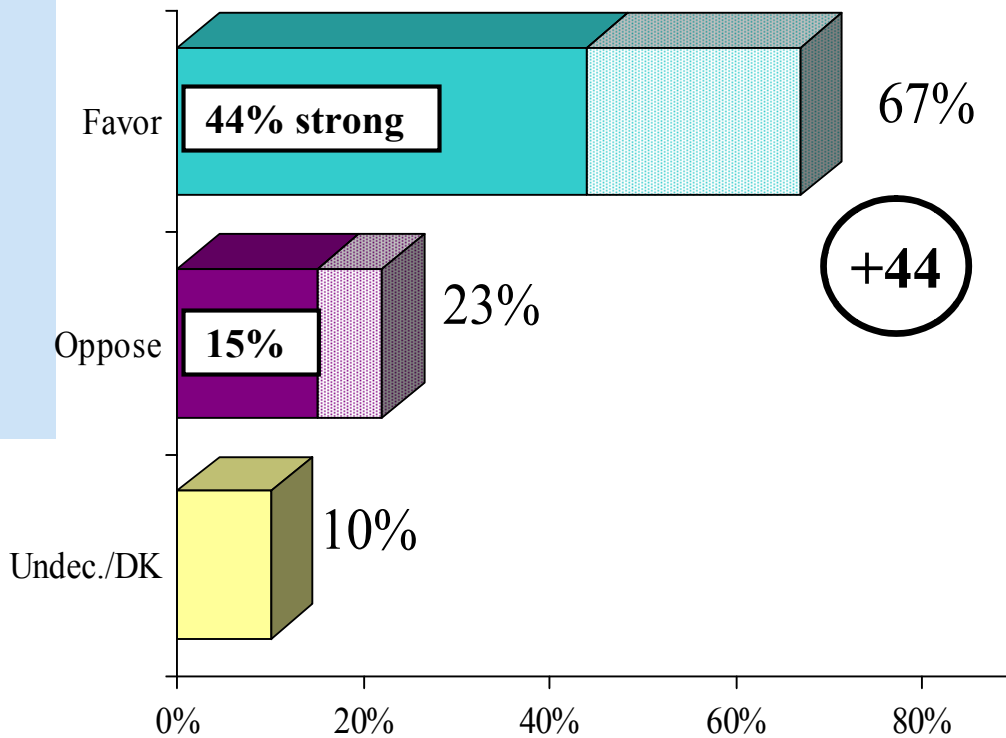
- Efforts to reduce global warming will create new American jobs
- Efforts to reduce global warming will cost American jobs
- Efforts to reduce global warming will not affect American jobs



	Create	Cost	Not
Democrat ID	64%	12%	16%
Independent ID	40%	32%	16%
Republican ID	21%	45%	24%
Liberal	70%	12%	14%
Moderate	44%	19%	21%
Conservative	24%	46%	19%
Young Women	47%	27%	19%
Young Men	37%	36%	21%
Older Women	46%	23%	17%
Older Men	40%	30%	17%
HS or Less	43%	23%	18%
Some College	44%	27%	19%
College+	42%	34%	18%
White	40%	31%	18%
Non-White	55%	15%	19%
Urban	47%	24%	19%
Exurban	46%	32%	8%
Rural	36%	35%	21%
St. Louis Co.	47%	23%	20%
Rest of St. Louis DMA	42%	32%	13%
Jackson/KC	38%	29%	19%
Northeast	40%	33%	14%
North Central	39%	34%	19%
South	38%	33%	21%

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

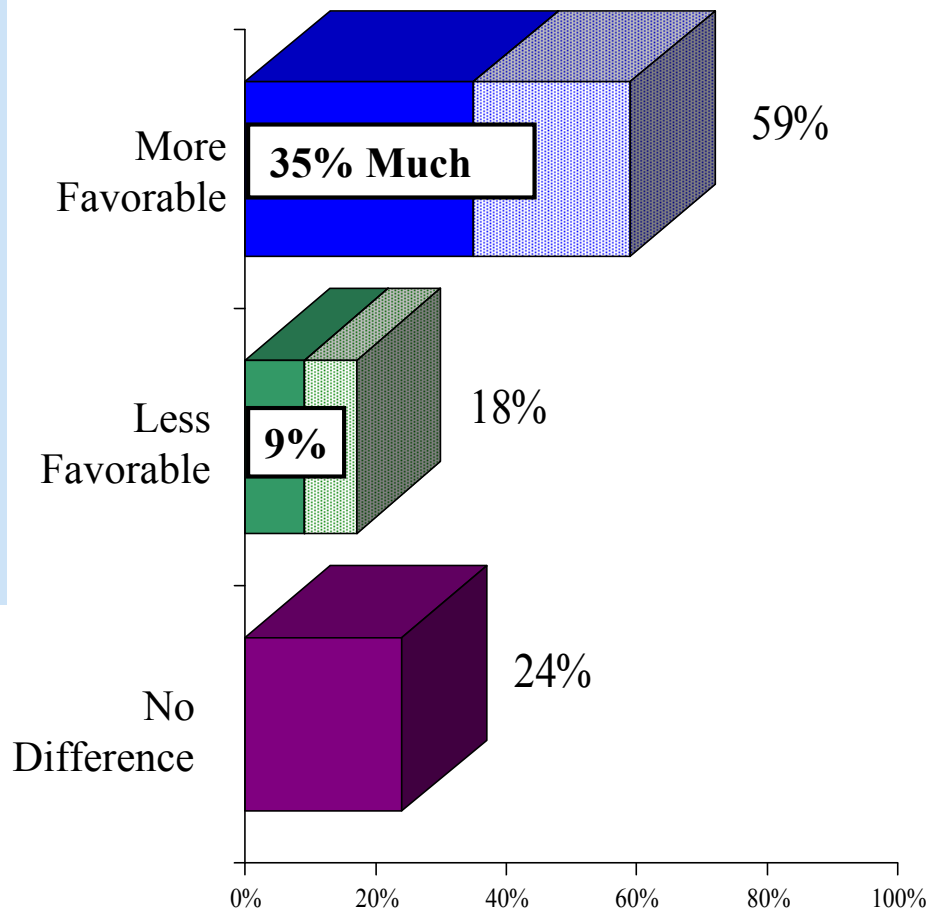
Congress is considering an energy plan that has two key parts. One part would require factories and power companies to reduce their emissions of the carbon pollution that causes global warming by 20% by the year 2020 and by 80% by the year 2050. The other part would require power companies to generate 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	84%	8%
Independent ID	63%	24%
Republican ID	50%	39%
Liberal	89%	6%
Moderate	73%	14%
Conservative	49%	40%
Young Women	73%	19%
Young Men	55%	34%
Older Women	70%	17%
Older Men	71%	21%
HS or Less	73%	15%
Some College	70%	20%
College+	61%	30%
White	64%	25%
Non-White	85%	12%
Urban	73%	18%
Exurban	67%	24%
Rural	59%	31%
St. Louis Co.	79%	14%
Rest of St. Louis DMA	63%	26%
Jackson/KC	53%	28%
Northeast	61%	28%
North Central	55%	28%
South	63%	28%

A Sizeable Majority Say They Would Feel More Favorably Towards A Senator Who Voted For The Clean Energy Plan

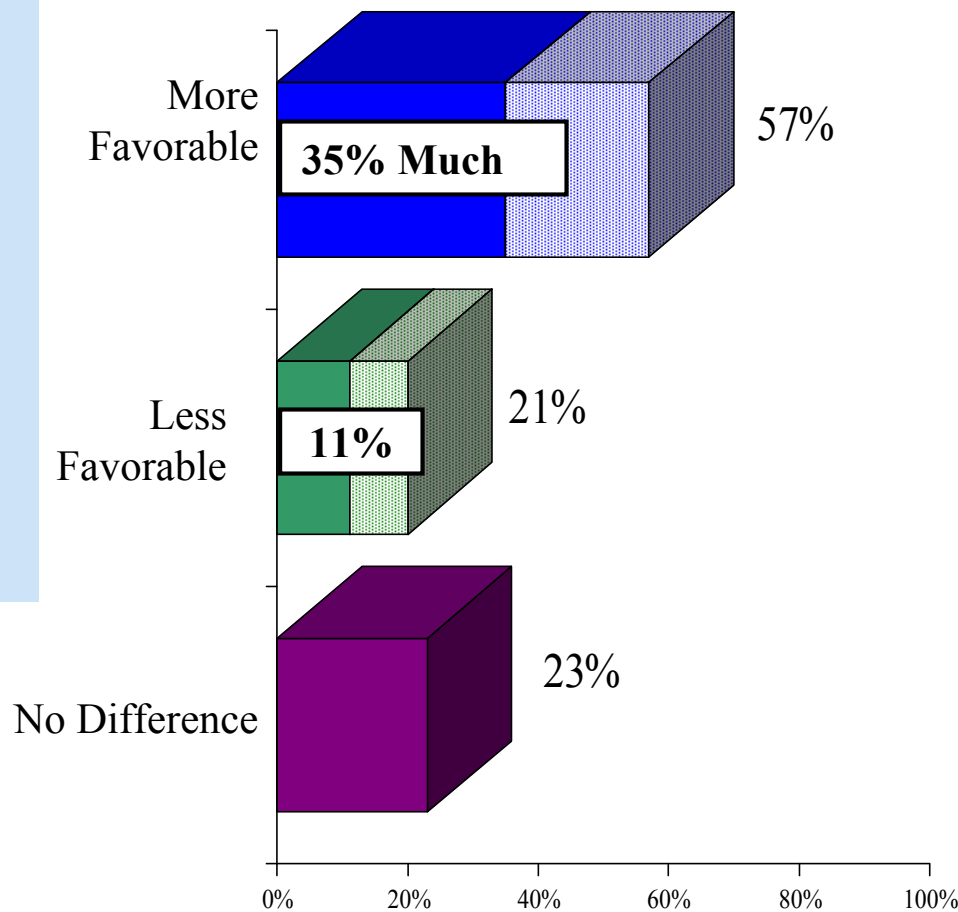
How would you feel about your US Senator if they voted for a plan to require power companies to generate 25% of their power from clean energy sources like wind and solar by the year 2025?



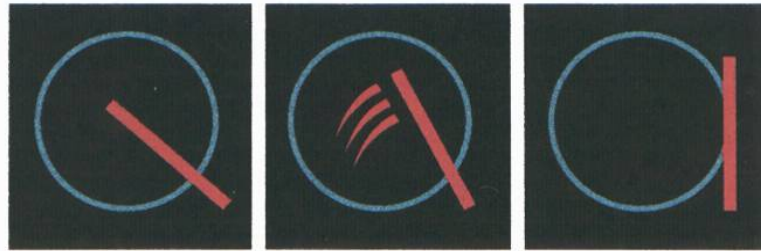
	More	Less
Democrat ID	79%	3%
Independent ID	53%	19%
Republican ID	40%	34%
Liberal	80%	3%
Moderate	64%	10%
Conservative	41%	33%
Young Women	63%	15%
Young Men	52%	26%
Older Women	60%	11%
Older Men	61%	19%
HS or Less	62%	13%
Some College	60%	15%
College+	55%	23%
White	55%	20%
Non-White	78%	5%
Urban	62%	13%
Exurban	56%	18%
Rural	54%	24%
St. Louis Co.	69%	8%
Rest St.L DMA	58%	19%
Jackson/KC	43%	24%
Northeast	49%	23%
North Central	52%	28%
South	57%	23%

Most Say They Would Feel More Favorably 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	79%	4%
Independent ID	50%	21%
Republican ID	39%	39%
Liberal	80%	5%
Moderate	64%	10%
Conservative	37%	38%
Young Women	59%	17%
Young Men	44%	33%
Older Women	63%	11%
Older Men	62%	21%
HS or Less	63%	15%
Some College	56%	18%
College+	53%	26%
White	54%	23%
Non-White	77%	9%
Urban	63%	15%
Exurban	49%	27%
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St. Louis Co.	68%	11%
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Jackson/KC	38%	30%
Northeast	48%	26%
North Central	47%	31%
South	57%	22%



PUBLIC OPINION

STRATEGIES



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