



To: Interested Parties

From: Paul Harstad and Chris Keating, *Harstad Strategic Research, Inc.*

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Re: Voter Opinion on Global Warming and Reducing Carbon Emissions in Arkansas' 4th CD

HARSTAD STRATEGIC RESEARCH conducted 402 telephone surveys from June 16 to 19, 2007, among voters who reside in Arkansas' 4th Congressional District. The worst case margin of error associated with a sample of 402 is plus-or-minus 4.9% at the 95% confidence level.

Key Survey Findings — Arkansas' 4th Congressional District

- **Voters identify global warming as the number one environmental problem today.**
When asked to volunteer the top two or three environmental problems or issues today, 45% of voters say *global warming / carbon emissions*. The focus on global warming eclipses longstanding environmental problems like *air pollution / clean air* (cited by 36%) or *water pollution / clean water* (cited by 25%).
- **Nearly 7 out of 10 voters consider global warming to be a serious problem.**
Fully, 68% of voters say that global warming is an *extremely, very, or fairly serious* problem, while only 29% of voters dismiss it as *just somewhat* or *not at all serious*. When asked when the effects of global warming will begin to happen, 77% of voters say the effects are *already happening* (56%), or *will happen within their lifetime* (21%).
- **Voters overwhelmingly agree we should start now to reduce global warming pollution.**
Given a choice, 2 out of 3 (69%) voters agree *we should start now to gradually reduce global warming pollution, with bigger declines in the future*, while only 20% of voters agree *we should wait to set pollution limits until cleaner technologies are available*.
- **In keeping with the call to action on global warming, a 60% majority of voters favor a carbon cap and trade proposal to reduce global warming pollution in the United States.**
When voters hear a detailed description of the carbon emissions cap and trade proposal, a 60% majority *favor* the proposal, versus 28% who *oppose* it. Support for this carbon cap and trade proposal is broad based, and it is favored by a majority of men (56% favor), women (63% favor), young (59% of age 18-39 favor) and old (57% of age 60+ favor).
- **Voters are more likely to agree that carbon pollution permits should be sold to U.S. companies, rather than given away for free.**
When it comes these carbon pollution permits, by 45% to 26%, voters agree that pollution permits should be *sold to U.S. companies with the revenues dedicated to funding new energy-saving technologies, and protecting consumers and displaced workers*, rather than *given to U.S. companies for free, in order to protect shareholders, and not punish American industry*.
- **Voters express overwhelming support for five additional measures to reduce carbon emissions in the United States.**
 - 92% favor — Providing incentives for people to use solar energy, better insulation, and more efficient appliances.
 - 91% favor — Requiring manufacturers to make household and commercial appliances, such as refrigerators, electronic equipment, furnaces and air conditioners more energy efficient.
 - 87% favor — Requiring tougher emissions standards for all new cars and trucks, and increasing fuel efficiency standards to 35 miles per gallon within a decade.
 - 84% favor — Requiring utilities to expand their use of renewable energy — such as wind and solar power — to 20 percent by year 2020.
 - 75% favor — Requiring oil companies to increase the use of bio-fuels such as ethanol, E85 and bio-diesel for cars and trucks.