

# Americans and Their Views on Political Leadership

How Energy/Climate Issues May Resonate This Fall

*Prepared for*

Civil Society Institute

*Prepared by*

OPINION RESEARCH CORPORATION

*February 28, 2008*



# TABLE OF CONTENTS

	<u>Page</u>
BACKGROUND AND PURPOSE .....	2
SURVEY SUMMARY .....	3
DETAILED FINDINGS .....	9
APPENDIX.....	41
Reliability of Survey Percentages	
Sampling Tolerances When Comparing Two Samples	
Questionnaire	

# BACKGROUND AND PURPOSE

A series of questions were asked on CARAVAN®, ORC's twice-weekly national shared-cost omnibus survey. The purpose of the research was to gain an understanding of the views of American adults about today's political leadership.

The most recent set of results are based on interviews conducted among a representative sample of 1,006 adults 18 years old and older (503 men and 503 women) living in private households in the continental United States. Interviewing was completed during the period of February 7-10, 2008. Many of these questions update earlier askings of the same questions. These earlier surveys were conducted among a similar random sample of American adults conducted September 27-30, 2007 or October 3-6, 2003.

Completed interviews in all three surveys were weighted by four variables: age, sex, geographic region, and race, to ensure reliable and accurate representation of the total adult population.

The margin of error at a 95% confidence level is plus or minus three percentage points for a sample of about 1,000 adults. Smaller sub-groups will have larger error margins.

# SURVEY SUMMARY

- ***Americans say current political leaders are weak on energy/climate solutions.*** Americans think that the ability of today’s political leaders to frame “practical, problem-solving solutions” on energy/climate change issues is weaker now than it was prior to the 2004 elections. Prior to the 2004 election, 57 percent of Americans said that U.S. political leaders were weak in this context, but that level is now considerably higher at 72 percent – including 82 percent of Democrats, 75 percent of Independents and 58 percent of Republicans. On a list of four key national issue areas, American politicians were only ranked as being weaker on “affordable health care insurance and premiums” (78 percent in 2008). Fewer Americans ranked politicians as weak on “improving the quality of education” (67 percent) and “foreign policy, countering new threats to security” (54 percent), with both of the results coming from the 2008 survey.
- ***Americans want a president that leads in a bipartisan fashion.*** More than nine out of 10 Americans (91 percent) want a U.S. president with a “willingness to rise above party politics, if necessary.” There was bipartisan support for this proposition at 94 percent of Democrats, 87 percent of Independents and 88 percent of Republicans. There were no meaningful changes from the pre-2004 period to 2008 in terms of ability to “find practical solutions to major problems” (98 percent in 2008), “honest, straightforward and willing to take responsibility for actions” (98 percent), “strong speaking skills” (92 percent) and “charisma or personal appeal” (75 percent). One interesting finding in the 2008 data is that charisma is rated more highly by Democrats (83 percent) than Independents (62 percent) and Republicans (68 percent).

# SURVEY SUMMARY

- ***Americans want a clean power agenda from Washington.*** More than four out five Americans (84 percent) – including 88 percent of Democrats, 85 percent of Independents and 78 percent of Republicans) agree with the following statement: "A sound energy policy is central to solving some of the most urgent problems facing our country. An energy policy that promotes clean power would encourage innovation, create new jobs and make for a stronger economy. It also allows the U.S. to disentangle itself from unstable and hostile regions of the world while also reducing harmful greenhouse gas emissions."
- ***Americans strongly support phasing out coal/other carbon and phasing in clean power.*** Nearly nine out of 10 Americans (86 percent) – including 91 percent of Democrats, 93 percent of Independents and 79 percent Republicans – agree with the statement: "A national energy strategy based on a 'phasing in' of new technologies and a phasing out of carbon based energy sources would require specific actions. America should commit to a five-year moratorium on new coal-fired plants and, instead, focus on aggressive expansion of wind, solar and other renewable energy sources. Tax and other incentives should be provided for all new construction to help reduce energy consumption. Homeowners should get incentives to make their homes more energy efficient to help reduce energy demands."

# SURVEY SUMMARY

- ***Views on party-based leadership on climate issues have changed sharply over the last six months.*** An interesting shift from October 2007 to February 2008: The share of Americans who think that Democrats belong to the “political party (that) is more likely to take decisive leadership on the problems of global warming” has increased from 36 percent (October 2007) to fully half (February 2008). The number who see Republicans as most likely to show such leadership is virtually unchanged – 10 percent (2007) and 11 percent (2008). The share who think “it will take an Independent to change things” is down sharply from 42 percent (2007) to now less than a third (30 percent). The 2008 survey shows that more Republicans think that Democrats are more likely than Republicans (29 versus 27 percent) to be the party that takes action on global warming. By contrast, Democrats see themselves as much more likely than Republicans (72 percent versus 2 percent) to be the party of action on global warming.
- ***More Americans now see the country as moving in the wrong direction.*** Heading into the 2008 presidential elections, the level of Americans who are concerned about the direction of the country is up sharply from the pre-2004 election period. In 2008, a total of 76 percent of Americans said the country is either moving in the “wrong direction” (32 percent) or “America seems to be without direction today” (44 percent). This is up sharply from a 55 percent level of total concern when the same question was posed before the 2004 election, with 22 percent seeing the country moving in the wrong direction and 33 percent as the country having no direction. In the 2008 survey, only 11 percent of Democrats, 15 percent of Independents and just over a third (37 percent) of Republicans see the country moving in the right direction.

# SURVEY SUMMARY

- ***Views of the President are now much more negative.*** Americans are much more negative about national leadership in the run-up to the 2008 elections than they were in the pre-2004 election period. In the earlier survey, only 29 percent of Americans identified George W. Bush as the “worst problem solver as president” on a list of six modern presidents that also included Bill Clinton, John F. Kennedy, Ronald Reagan, Franklin Delano Roosevelt and Dwight D. Eisenhower. In the 2008 survey posing the same question, Bush was identified as the worst presidential problem solver by well over half (57 percent) of respondents – including 81 percent of Democrats, over half (53 percent) of Independents and a full quarter of Republicans. The negative view of Bush in 2008 pushed Clinton out of the top “worst” spot that he held in the pre-2004 election survey – a drop from 37 percent to 22 percent.

Other key survey findings that do not reflect a change from previous surveys and/or are new questions:

- ***Americans have become more optimistic about the potential for leadership on climate.*** Despite the generally dim view they take of current political leaders on energy/climate solutions, the view of Americans about the likelihood that “current elected officials in the United States will act decisively on global warming issues” improved somewhat from October 2007 to February 2008. In the earlier survey, the total of Americans with a “very high” or “good” degree of confidence of such action was at 25 percent versus 31 percent in the new survey. By the same token, the level of those with “no confidence” in seeing such leadership dropped from 28 percent in October 2007 to 20 percent in February 2008. The share of those with only a “small degree of confidence” was virtually unchanged (43 percent in October 2007 versus 44 percent in February 2008).

# SURVEY SUMMARY

- ***Americans want Washington to lead on climate, rather than leaving the job to local officials.*** About seven out of 10 Americans (69 percent) – including 82 percent of Democrats, 86 percent of Independents and 47 percent of Republicans – agree that: “We need leadership on global warming from Washington, D.C., because it is a national problem that will require national solutions”. Only 14 percent think that “grassroots officials” are exercising enough leadership that Washington does not need to get involved. About the same share of Americans (13 percent) think that “we do not need either national or grassroots leadership on global warming.”
- ***Americans want the U.S. to lead – not follow – other nations on climate policy.*** About four out of five Americans (79 percent) – including 89 percent of Democrats, 83 percent of Independents and 65 percent of Republicans – say that “the United States should lead by example when it comes to curbs on global warming” rather than waiting for action first by nations such as China and India. By contrast only 15 percent of Americans say that “the United States should wait for other nations to take action first on global warming” first.
- ***Americans want the U.S. to lead – not follow – other nations on clean tech development.*** More than two out of three Americans (68 percent) – including 74 percent of Democrats and 62 percent of Independents – think “the United States is behind other nations in the research and development of new technologies, but we should be the world leader in global warming solutions - - and get the resulting benefits of taking action.” Fewer than one in five Americans (19 percent) agree the U.S. is behind in the race, but “we should just focus on “playing catch up” to other countries”.

# SURVEY SUMMARY

- ***Americans agree it's time for a "new industrial revolution" focused on a changed approach to energy.*** About nine out of 10 Americans (89 percent) – including 95 percent of Democrats, 89 percent of Independents and 83 percent of Republicans – agree that: “The reliance on fossil fuels is the product of the industrial revolution of the 19th and early 20th centuries. Do you think it is time for the leaders of our nation to start thinking in terms of the concept of a "new industrial revolution," one that is characterized by the orderly phasing out of fossil fuels and the phasing in of clean, renewable energy sources -- many of which are available now, such as wind and solar for electricity, hybrid and clean diesel technologies for cars?”
- ***Americans want a shift to clean energy – even though the transition may not be entirely smooth.*** More than three out of four Americans (78 percent) – including 87 percent of Democrats, 85 percent of Independents and 65 percent of Republicans -- agree with the statement: "The effects of global warming require that we take timely and decisive steps for renewable, safe and clean energy sources. We need transitional technologies on our path to energy independence. There are tough choices to be made and tradeoffs. We cannot afford to postpone decisions since there are no perfect options. "How much do you agree or disagree with this statement? Would you say you...
- ***Most American think that foreign automakers are beating out the U.S. industry.*** Four out of five Americans agree with the statement: "I am concerned that American automakers are falling further and further behind European, Japanese and Asian car companies when it comes to new fuel-saving technology and other advances. America can't afford to lose the jobs and investments that would be jeopardized if Detroit allowed itself to be overrun by foreign competitors."

# DETAILED FINDINGS

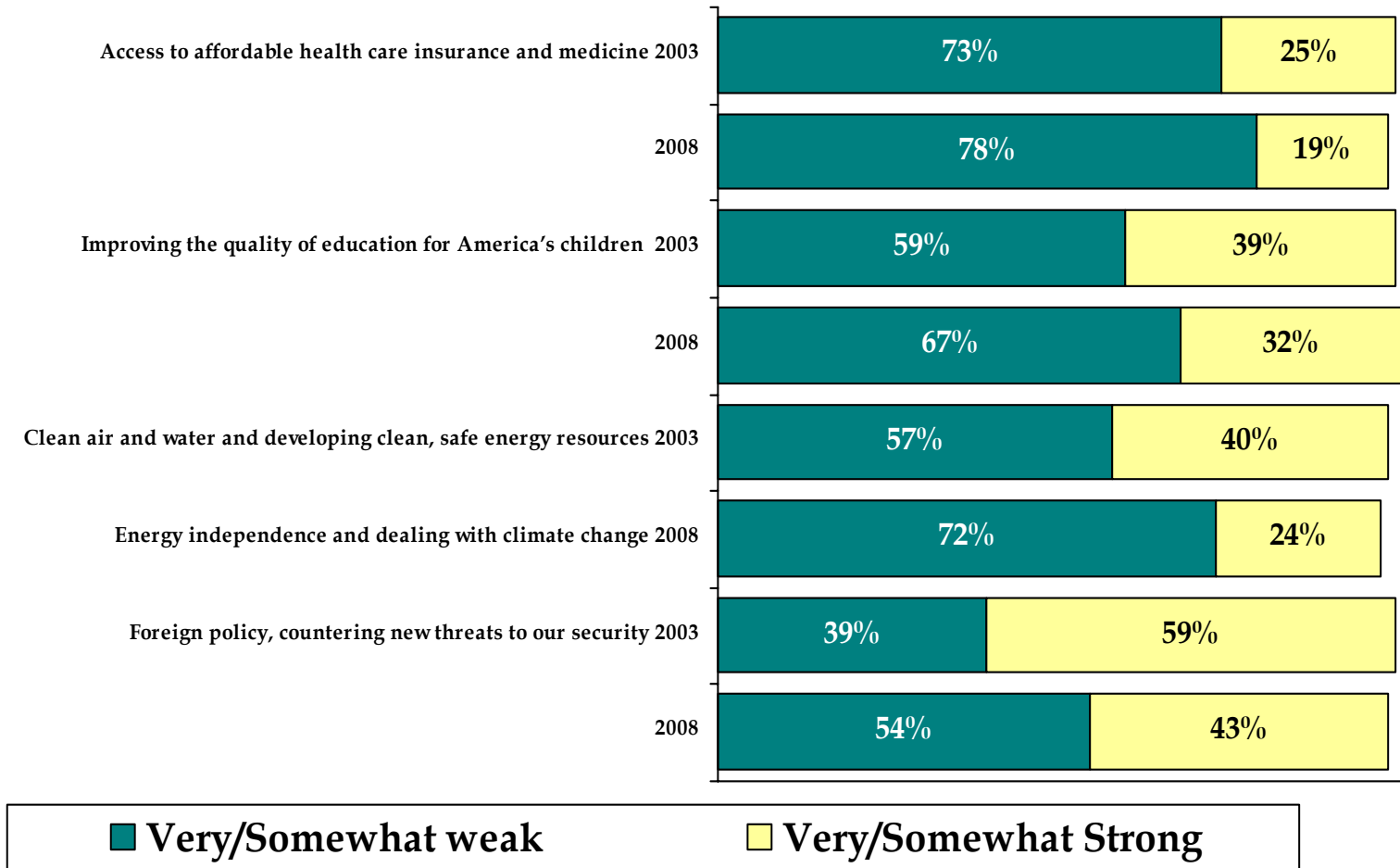
---

# Problem Solving On Key Issues

- In 2003 a majority of Americans saw the current political leadership as weak on providing practical, problem solving solutions on the key issues of health care, education and the environment. Only when it came to foreign affairs did a majority see strength. By 2008, a majority of Americans saw their political leaders as weak on all these issues.
  - More than three-quarters (78%) of Americans believe that the current political leadership is either very (48%) or somewhat (31%) weak on presenting means of providing “access to affordable health care insurance and medicine.” Five years ago this percentage was 73%.
  - Seventy-two percent say the leadership on energy independence and climate change is weak, up from 57% who thought leadership was weak on clean air and water and developing clean, safe energy resources in 2003.
  - Sixty-seven percent believe that today's leaders are very (33%) or somewhat (34%) weak on the issue of “improving the quality of education for America’s children,” which has increased from 59% in the 2003 survey.
  - 54% feel America’s leaders are weak on foreign policy and threats to our security, up from 39% in 2003.
- Across the board, on all four of these issues, Democrats are a lot more likely to say leadership is weak, -- ranging from 87% on health care to 69% on foreign policy. Sixty-eight percent of Republicans say America’s leadership is strong on foreign policy, ranging down to 31% who think leadership is strong on health care.

# Problem Solving On Key Issues

U4/5: I want you to give me your thoughts about how WEAK or STRONG American political leaders are today when it comes to practical, problem-solving solutions on key issues. I am going to list four areas. For each of them indicate if you think today's political leadership is very weak, somewhat weak, somewhat strong or very strong in that area.

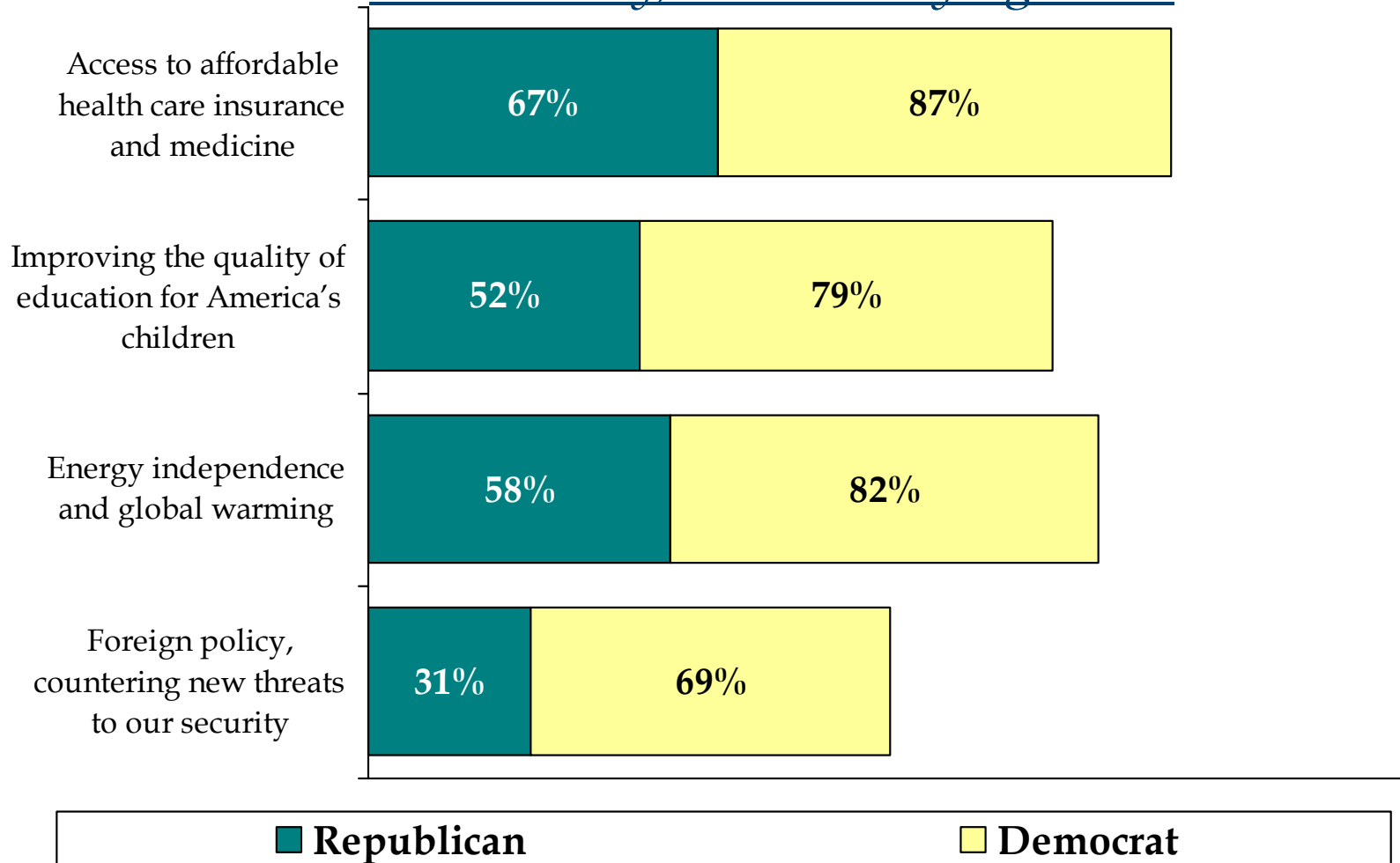


Base = Total respondents (2003 = 1,021, 2008 = 1,006)

# Problem Solving On Key Issues

U4/5: I want you to give me your thoughts about how WEAK or STRONG American political leaders are today when it comes to practical, problem-solving solutions on key issues. I am going to list four areas. For each of them indicate if you think today's political leadership is very weak, somewhat weak, somewhat strong or very strong in that area.

## 2008 Survey, Percent Saying Weak

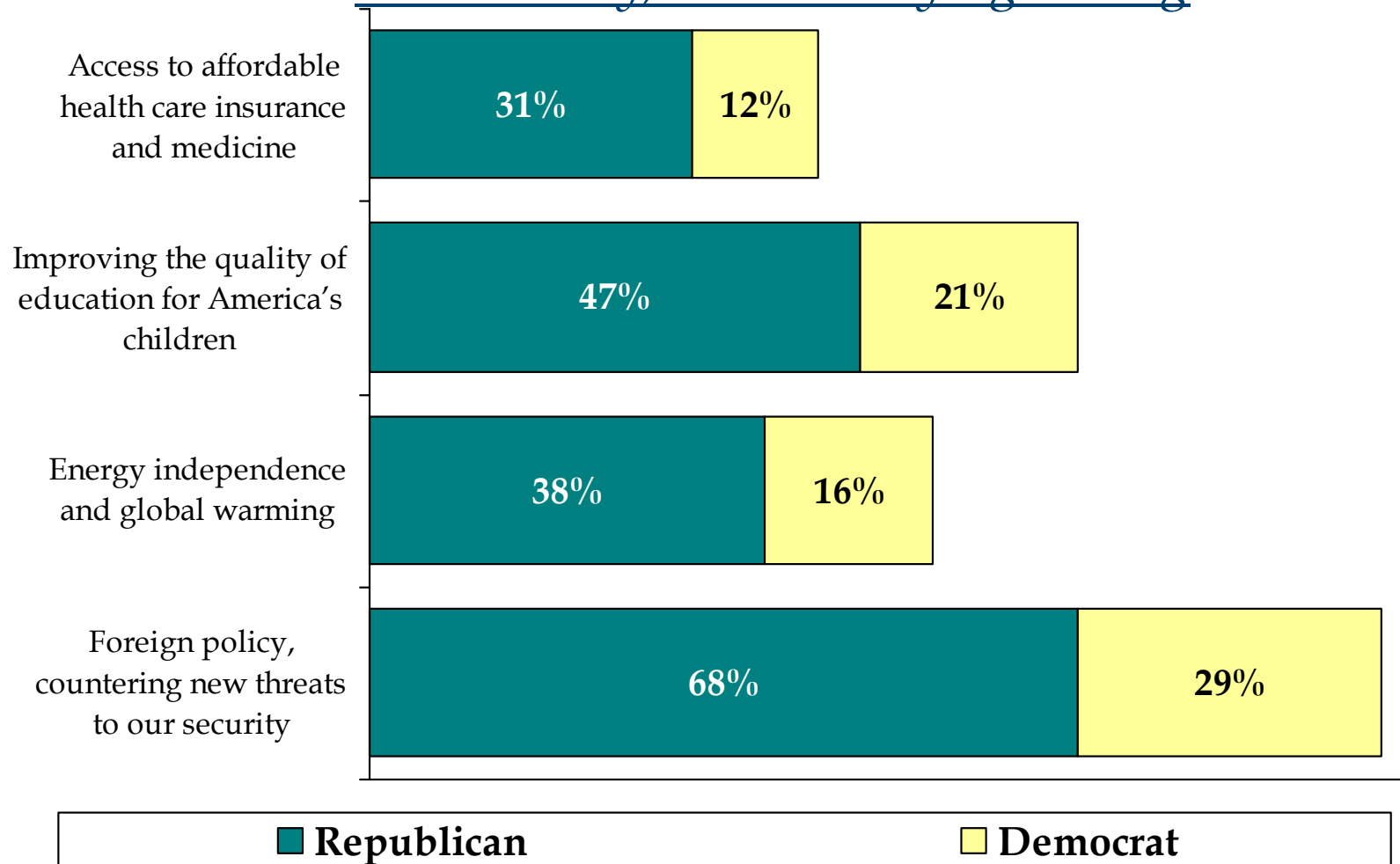


Base = Total respondents (2008 = 1,006)

# Problem Solving On Key Issues

U4/5: I want you to give me your thoughts about how WEAK or STRONG American political leaders are today when it comes to practical, problem-solving solutions on key issues. I am going to list four areas. For each of them indicate if you think today's political leadership is very weak, somewhat weak, somewhat strong or very strong in that area.

## 2008 Survey, Percent Saying Strong



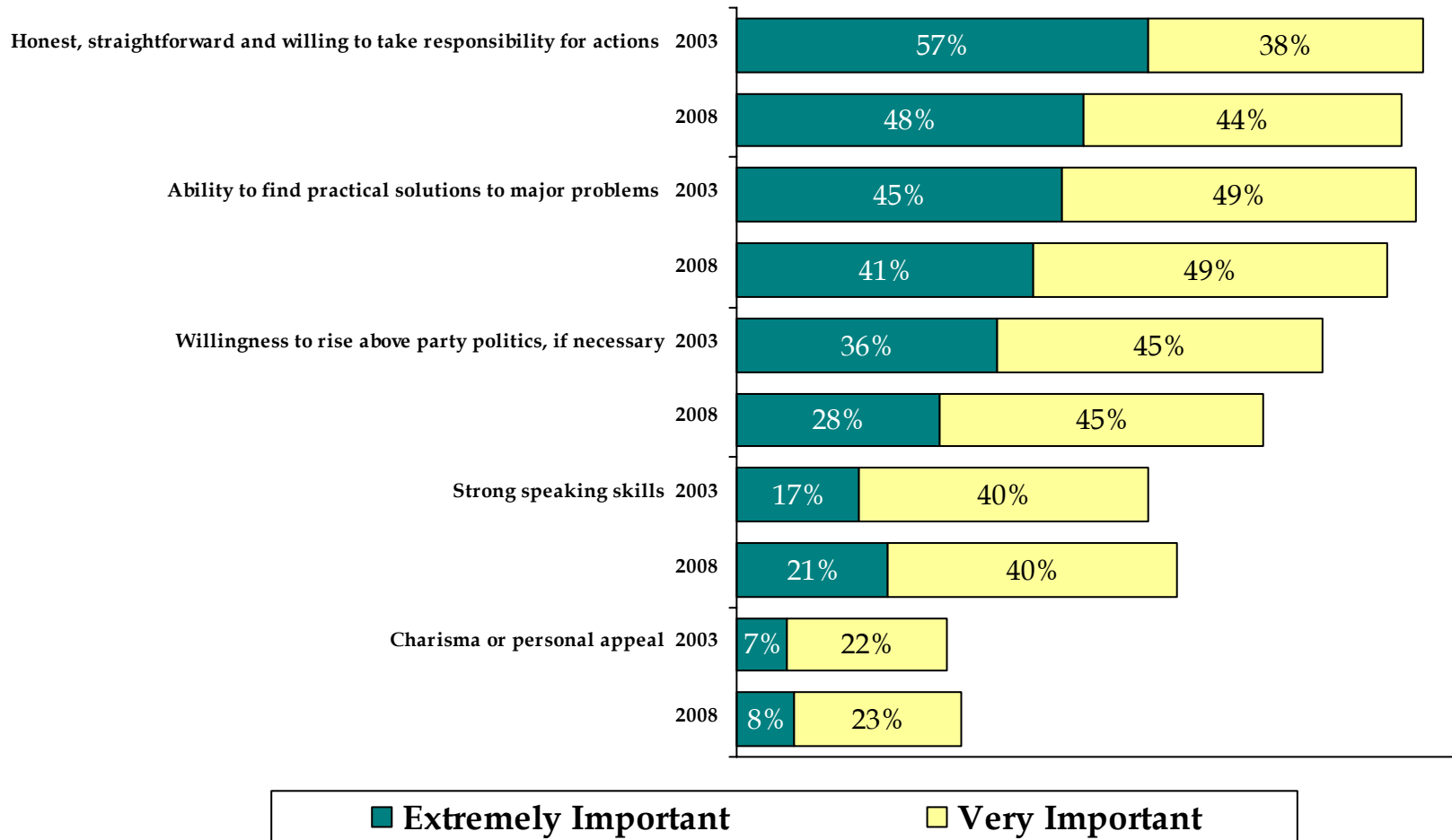
Base = Total respondents (2008 = 1,006)

# Importance Of Presidential Characteristics

- In a finding that is unchanged since 2003, Americans want their presidents to be honest, straight-forward and willing to take responsibility for actions while also finding practical solutions to major problems. The ability to rise above party politics is also important but has declined slightly since 2003.
- In looking for a U.S. President, over 90% of American adults in both the 2008 and 2003 surveys believe it is important that the individual:
  - Be “honest, straightforward and willing to take responsibility”,
  - Have the “ability to find practical solutions to major problems”
- In 2003, eight out of ten believed (81%) it is either extremely (36%) or very (45%) important that a President have the “willingness to rise above party politics, if necessary.” This has declined somewhat in 2008 to 72% (28% extremely important, 45% very important.)
- A smaller majority in 2003 (57%) felt that strong speaking skills are very or somewhat important, a percentage which has increased slightly to 61% in 2008.
- Charisma or personal appeal has remained steady in importance at 29% in 2003 and 31% in 2008.
- The importance of honesty, pragmatism and necessary non-partisanship in a president cuts across political lines, with comparable majorities of Republicans, Democrats and Independents stating that these qualities are important in looking for a President. Democrats are most likely to value speaking skills and charisma.

# Importance Of Presidential Characteristics

U1: What are you looking for in a U.S. president? Please tell me how important each of the following are to you in looking for a U.S. president. Would you say extremely important, very important, somewhat important, not too important or not at all important?



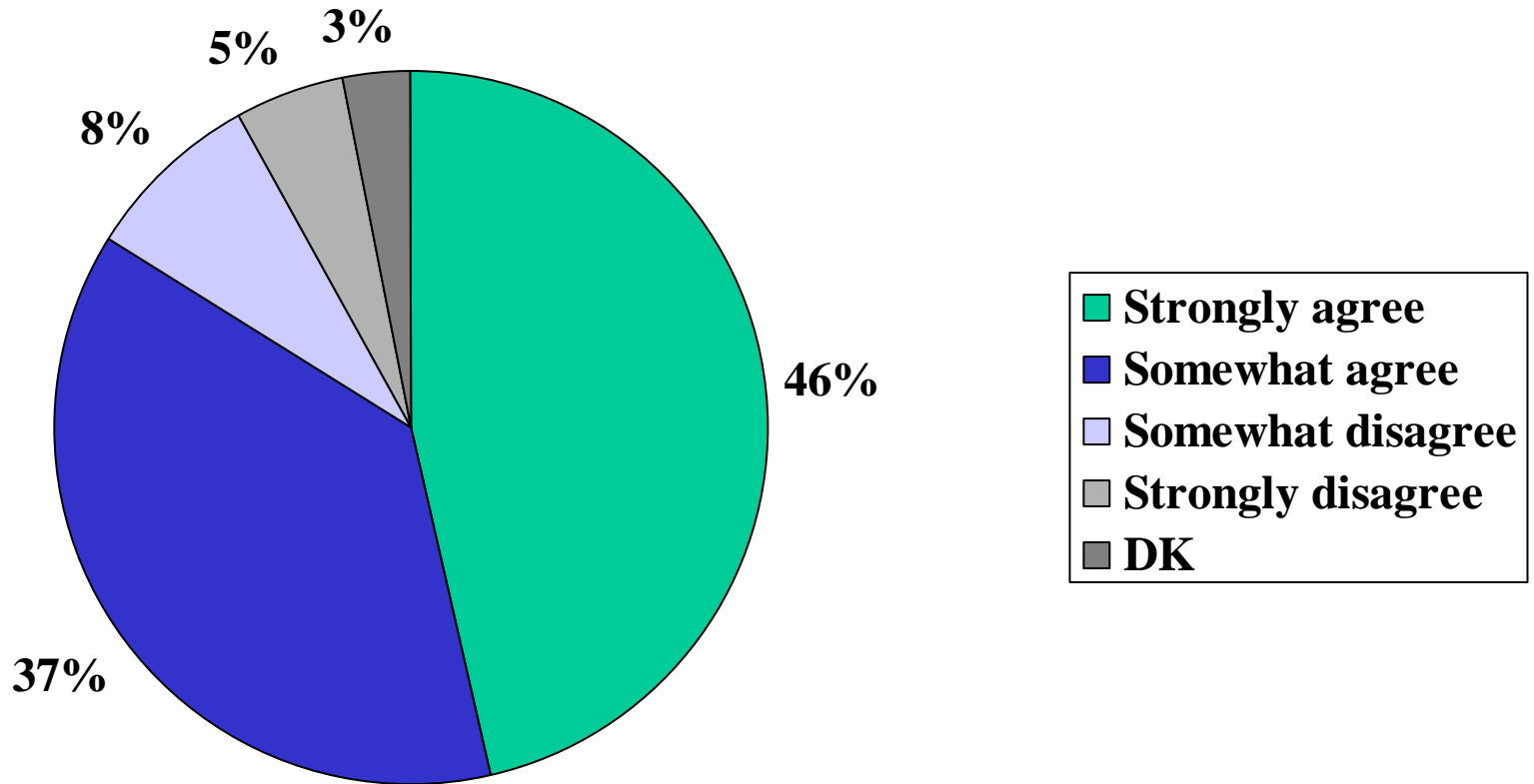
Base = Total respondents (2003 = 1,021, 2008 = 1,006)

# A Sound Energy Policy is the Key to Prosperity and Security

- A new question in the 2008 survey asked about a sound energy policy that would promote economic prosperity at home by creating new jobs and disentangle the country from unstable regions that cause foreign policy pressures. More than eight in 10 agree (84%) that such a policy is central to solving some of the central problems of this country.
  - Agreement on this idea is universal across most demographic groups and even across party ID – 88% of Democrats agree with the idea compared to 78% of Republicans.
  - Agreement is highest among those who agree it is time to think in terms on a new industrial revolution (88%), those who think it is time to phase out old energy policies in favor of new ones (89%), and those who think the US should take the lead on global warming (89%).

# A Sound Energy Policy is the Key to Prosperity and Security

U6: Do you agree or disagree with the following statement: A sound energy policy is central to solving some of the most urgent problems facing our country. An energy policy that promotes clean power would encourage innovation, create new jobs and make for a stronger economy. It also allows the U.S. to disentangle itself from unstable and hostile regions of the world while also reducing harmful greenhouse gas emissions. Would you say you...



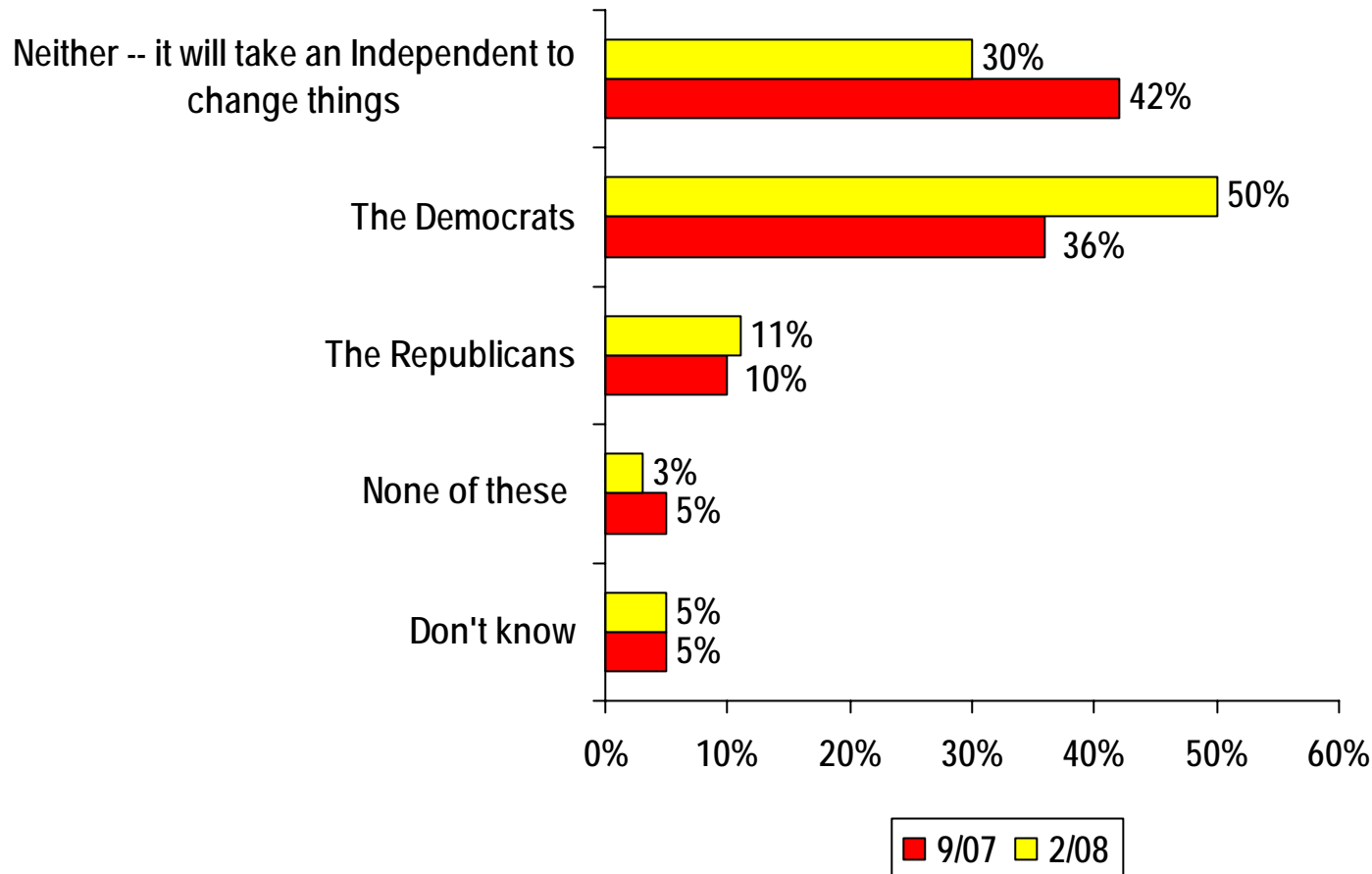
Base = Total respondents (2008 = 1,006)

# Which Party Will Take Decisive Leadership on Global Warming?

- Americans are split in their opinion of which political party will take decisive leadership on global warming. The largest proportion (50%) think the Democrats will take the most decisive action – a sharp increase from the last asking of the question in late 2007. Only 11% think the Republicans will take decisive action and 30% think it will take an Independent to make changes.
  - Respondents in the Northeast (60%) are a lot more likely to think the Democrats will take decisive leadership on this issue than respondents in any other region (48%).
  - The results to this question by Party ID are very interesting. Sixty-two percent of Independents think it will take an Independent to take decisive action. Seventy-two percent of Democrats think it will take a Democrat and interestingly 35% of Republicans think it will take an Independent to take action. Republican respondents were the only ones to not have a majority mention their own party as the one most likely to take decisive action.

# Which Party Will Take Decisive Leadership on Global Warming?

L15/U14: In your view, which political party is more likely to take decisive leadership on the problem of global warming?



Base = Total respondents. 2008 = 1,006; 2007 = 1,003 adults.

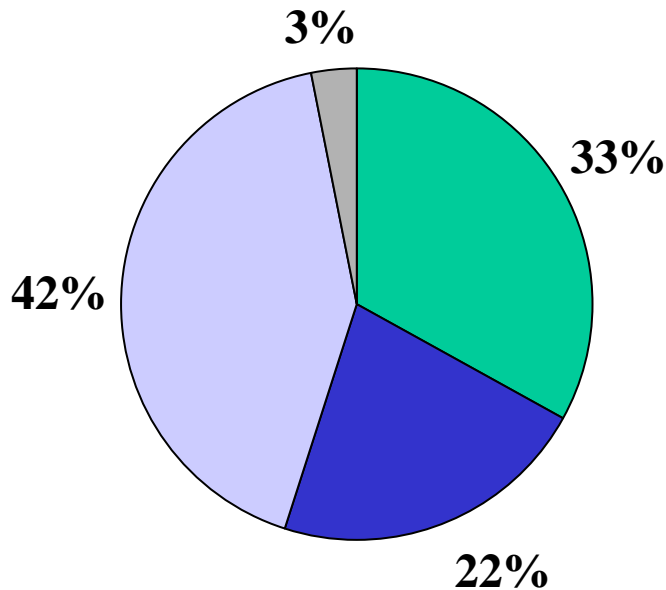
# America's Direction Today

- In 2003, a majority (55%) of Americans were concerned with the direction America was taking. By 2008 this percentage has increased to 76% and is comprised of 44% who feel that the country has no direction and 32% who think it is headed in the wrong direction. Only 21% think we are headed in the right direction.
  - Again, political affiliation has an influence on opinion. More Democrats than Republicans think the country is headed in the wrong direction (40% vs. 20%) while more Republicans than Democrats think it is headed in the right direction (37% vs. 11%).

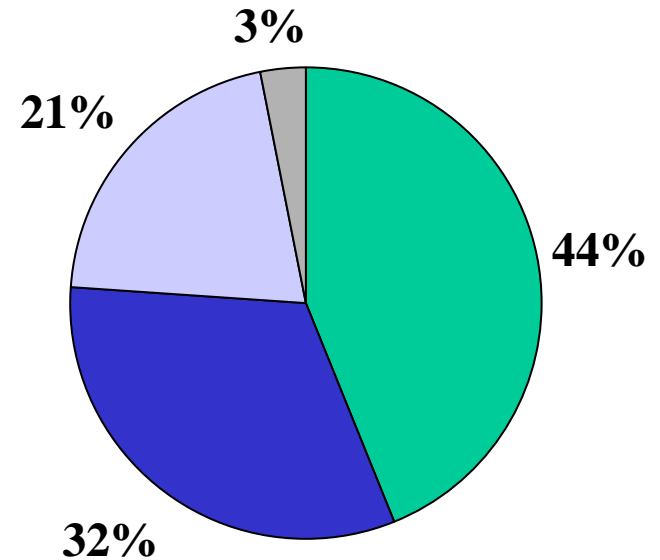
# America's Direction Today

U3/4: In terms of overall leadership from American politicians faced with major problems, would you say that America is moving in the right direction, in the wrong direction, or America seems to be without direction today?

2003



2008



■ Without direction ■ Wrong direction  
■ Right direction ■ Dk

■ Without direction ■ Wrong direction  
■ Right direction ■ DK

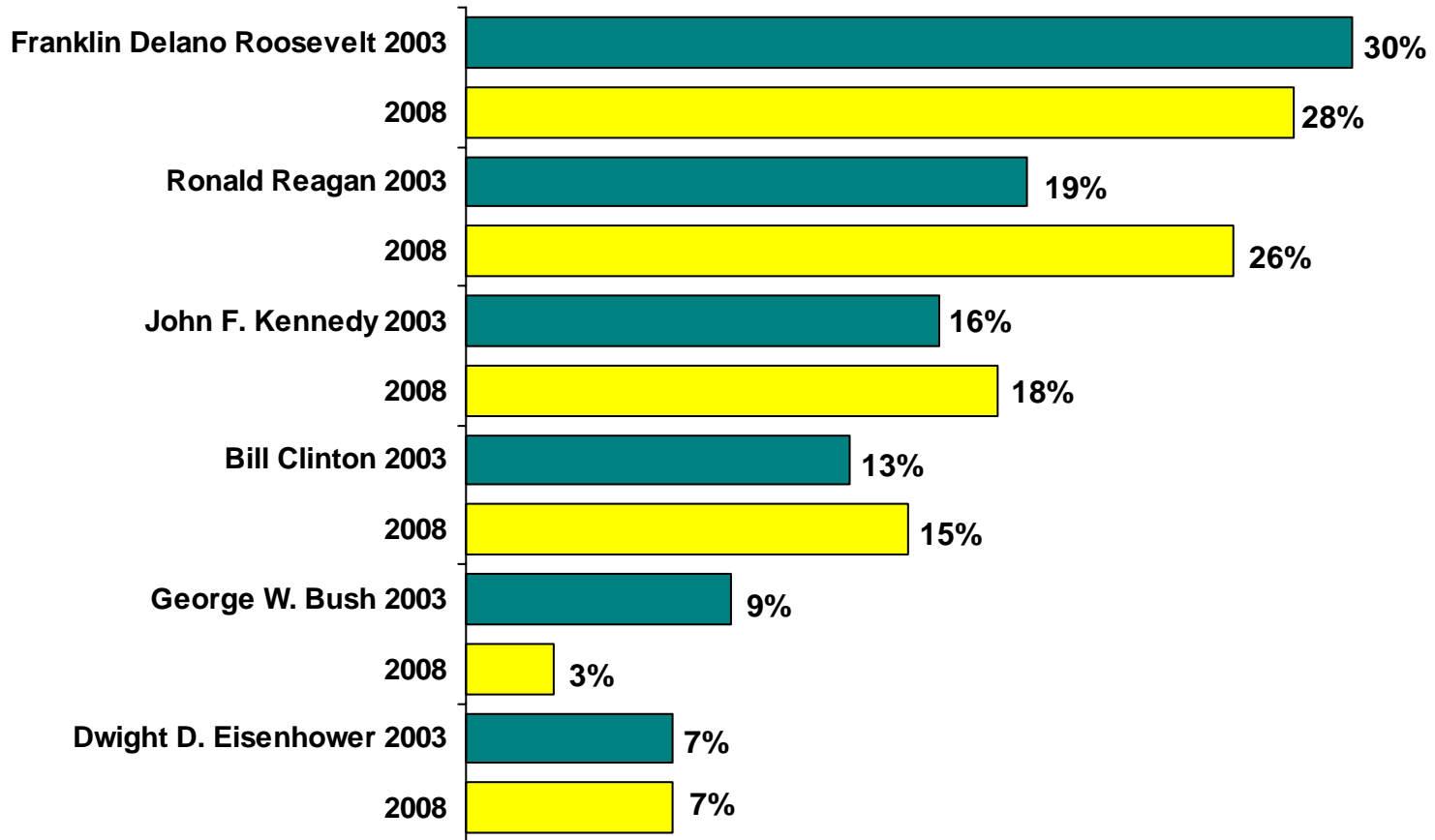
Base = Total respondents (2003 = 1,021, 2008 = 1,006)

# Best And Worst Presidential Problem Solvers

- From a list of six recent presidents, nearly one-third (30%) in 2003 picked Franklin Delano Roosevelt as the best problem solver. Five years later, he was chosen by 28%. In 2003 there was no strong consensus for second place, with 19% selecting Ronald Reagan and 16% John Kennedy. Five years later, Ronald Reagan was chosen by 26% which places him nearly tied with Roosevelt as the best problem solver. In 2008 18% chose Kennedy as the best problem solver, virtually unchanged from 2003.
- In 2003, only about one in ten each selected former president Bill Clinton (13%) and the incumbent George W. Bush (9%) as the best problem solvers, while 7% selected Eisenhower. Five years later, 15% chose Bill Clinton, 3% chose Bush and 7% chose Eisenhower.
- In 2003, about two-thirds of American adults rated either Bill Clinton (37%) or George W. Bush (29%) as the worst presidential problem solvers. Five years later, George W. Bush was chosen by over half (57%) as the worst problem solver, followed by Clinton a distant second at 22%. Ronald Reagan has dropped from being chosen by 14% in 2003 to only 4% in 2008. Roosevelt at 3% in 2008 and 1% in 2003 is unchanged as is Eisenhower -- (6% in 2003 and 2% in 2008).
- Not surprisingly, partisan affiliation influences the choice of best and worst presidential problem solver.
  - With the exception of Eisenhower, more Republicans chose a Republican president as the best problem solver than do Democrats. In Ike's case it is a tie between Republicans and Independents. As for the Democrats, they are more likely to name a Democratic president as the best problem solver than they are a Republican.
  - Bill Clinton is considered the worst problem solver by majorities of Republicans (53%) and 81% of Democrats believe that George W. Bush is the worst problem solver.

# Best Presidential Problem Solver

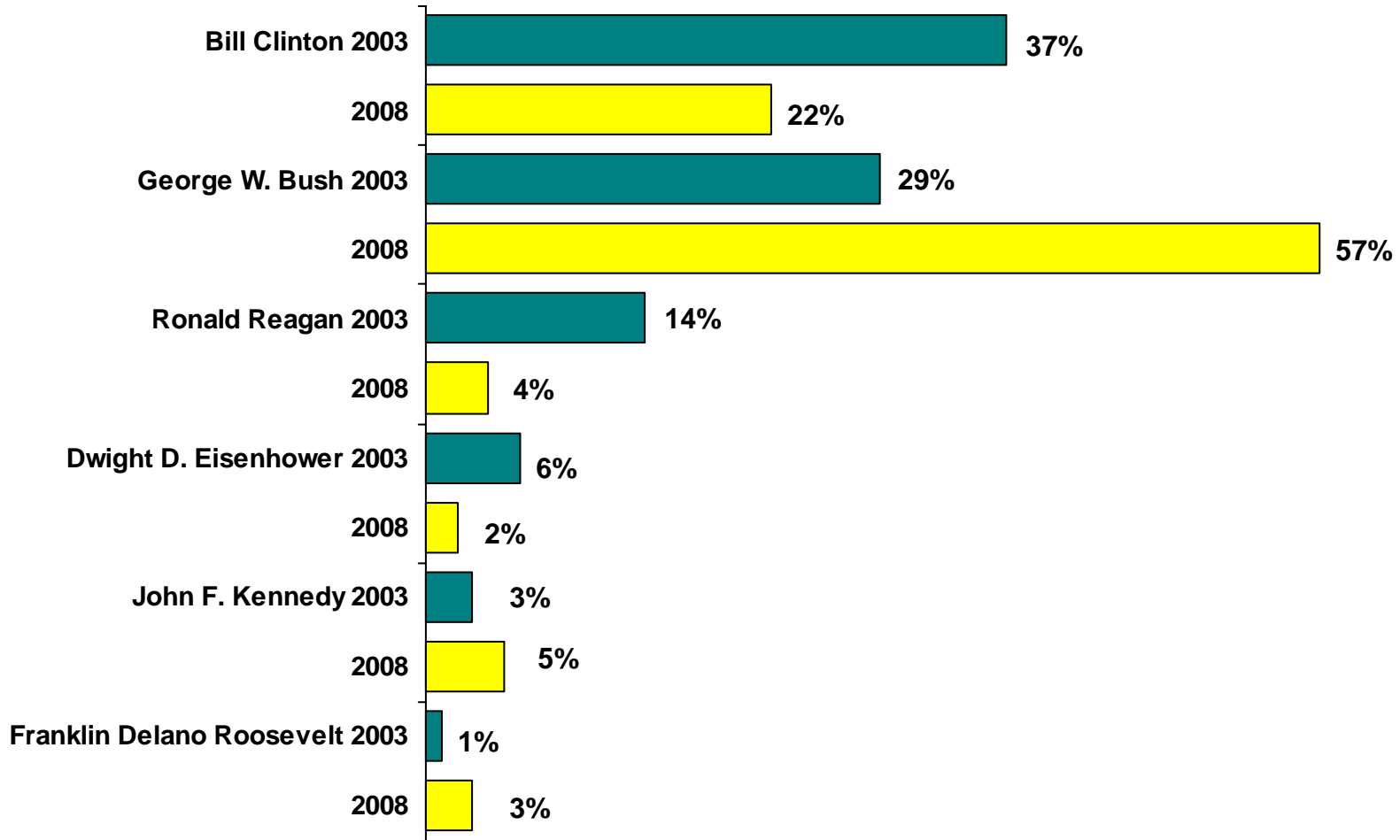
U2A/3A: I am going to read you a list of American presidents. Which of the following do you think is or was the BEST problem-solver as president?



Base = Total respondents (2003 = 1,021, 2008 = 1,006)

# Worst Presidential Problem Solver

U2B3B: And, which of the following do you think is or was the WORST problem-solver as president?



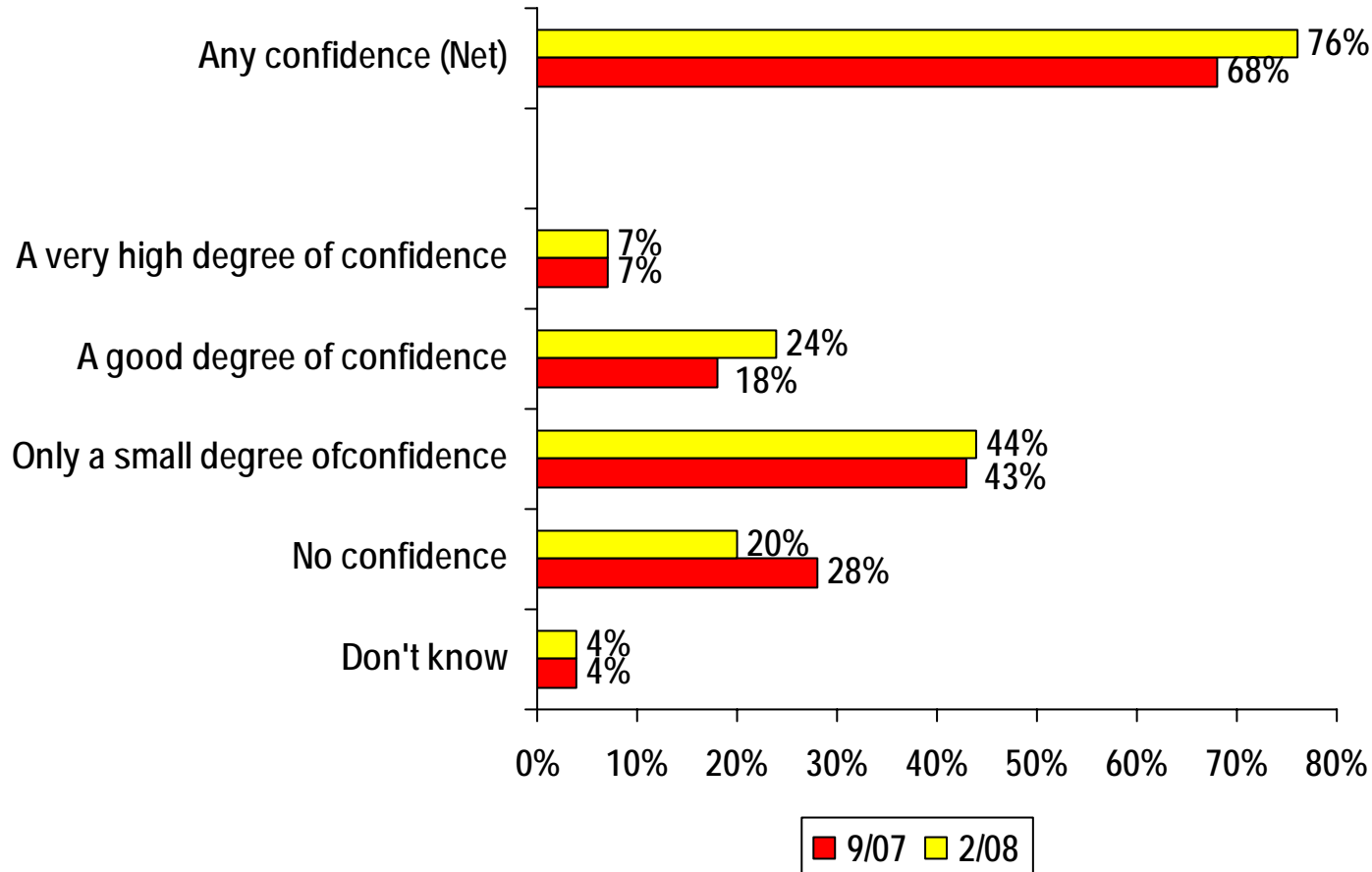
Base = Total respondents (2003 = 1,021, 2008 = 1,006)

# Confidence in Elected Officials to Act Decisively on Global Warming Issues

- About seven in 10 respondents (76%) have any level of confidence that the elected officials in this country will act decisively on global warming issues. About one fourth (31%) have a very high or good degree of confidence, while 44% have only a small degree of confidence. Another fifth (20%) say they have no confidence in the elected officials in this area.
  - Interestingly 38% of those aged 18-24 say they have a very high or good degree of confidence in elected officials to act decisively on global warming issues. This level of confidence decreases as the age of the respondent increases and finally drops to 30% among those 35 and over.
  - Those in the South have much higher levels of confidence (35%) than those in the Northeast (24%).
  - Confidence is also higher among those with lower levels of household income (38%) or lower levels of education (44%) than among those with the highest levels of household income (24%) or among college graduates (26%).
  - Republicans are the most likely to say they have very high or a good degree of confidence in elected officials to act decisively on global warming issues (38%) especially when compared to Democrats (28%) or Independents (23%).
  - Those who think America is heading in the right direction also express much higher levels of confidence in elected officials to act decisively on global warming (53%).
  - 48% of those who think the Republicans are more likely to take decisive steps on global warming also have higher levels of confidence in government officials to act decisively on this issue.

# Confidence in Elected Officials to Act Decisively on Global Warming Issues

L12/U11: With what degree of confidence do you think our current elected officials in the United States will act decisively on global warming issues? Would you say...



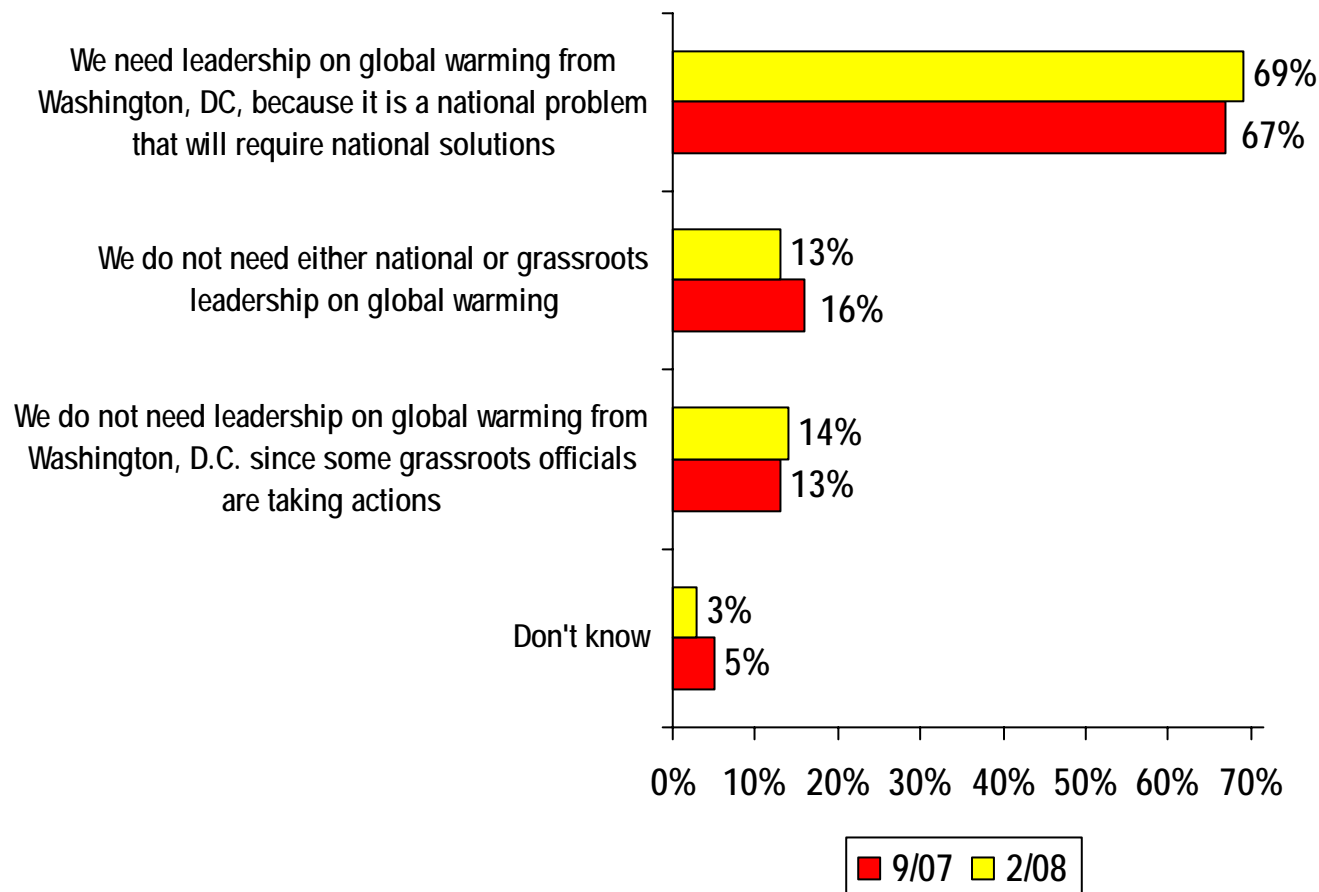
Base = Total respondents. 2008 = 1,006; 2007 = 1,003 adults.

# Who Should Lead on Global Warming Solutions?

- Most Americans think leadership on global warming needs to come from Washington, DC because it is a national problem and requires national solutions (69%). Thirteen percent do not think leadership is needed on global warming from either the local or the national level, while 14% think the leadership does not need to come from the federal level since it is coming from the grassroots.
  - National leadership from Washington DC is more strongly desired by Democrats (82%) and Independents (86%) than by Republicans (47%).
  - Those who think the country is headed in the wrong direction (73%) or has no direction at all (74%) are much more likely to say they want leadership from Washington, DC
  - Those who think that the Democrats are more likely to take decisive action on global warming, say they want leadership on global warming from Washington, DC (76%).
  - 74% of those who think it is time to start thinking in terms of a new industrial revolution say they want leadership on the issue of global warming from Washington, DC.
  - Seventy-four percent of those who think it is time to phase out old energy technologies and phase in new ones say they want leadership from Washington, DC on the issue of global warming.
  - Seventy-seven percent of those who want the US government to take action and lead on the issue of global warming, say they are looking for action on the issue to come from Washington, DC and not from local government.

# Who Should Lead on Global Warming Solutions?

L13U12: In recent years, much of the leadership on global warming has come from state lawmakers, governors, mayors and city councils. Until recently, federal elected officials have been relatively inactive on global warming matters. Which of the following statements reflect your view?



Base = Total respondents. 2008 = 1,006; 2007 = 1,003 adults.

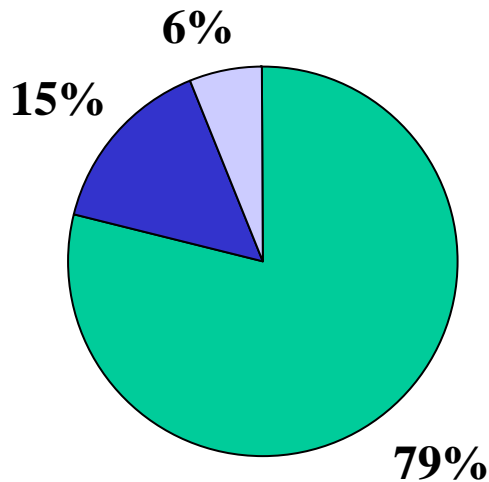
# The US Should Lead by Example on Global Warming

- A majority of Americans (79%) want this country to lead by example when it comes to taking action on global warming. Only 15% think we should wait for other nations to take action first on this issue.
  - Younger respondents are dramatically more likely to want the US to take the lead in this area than are those age 65 and over ( 92% vs. 72%).
  - Politically, Democrats are also more likely to want the US to show leadership in this area (89%) compared to Republicans (65%).
  - 84% of those who think the Democrats will take more leadership on this issue than the Republicans, also think the country ought to show leadership in this area.
  - 84% of those who think it is time to think of a new industrial revolution and 85% of those who think it is time to phase in new energy technologies would like to see the US take leadership in this area.

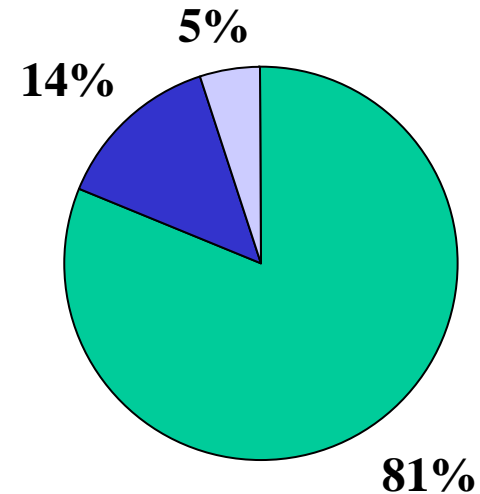
# The US Should Lead by Example on Global Warming

L8/U9: Some politicians say that the United States should not proceed with tough global warming legislation until other nations – such as China and India – act first or at the same time that we do. Do you think the United States should take leadership or should it wait until India and China are prepared to take action? Would you say...

2008



2007



■ Lead by example ■ Wait for others  
■ DK

■ Lead by example ■ Wait for Others  
■ DK

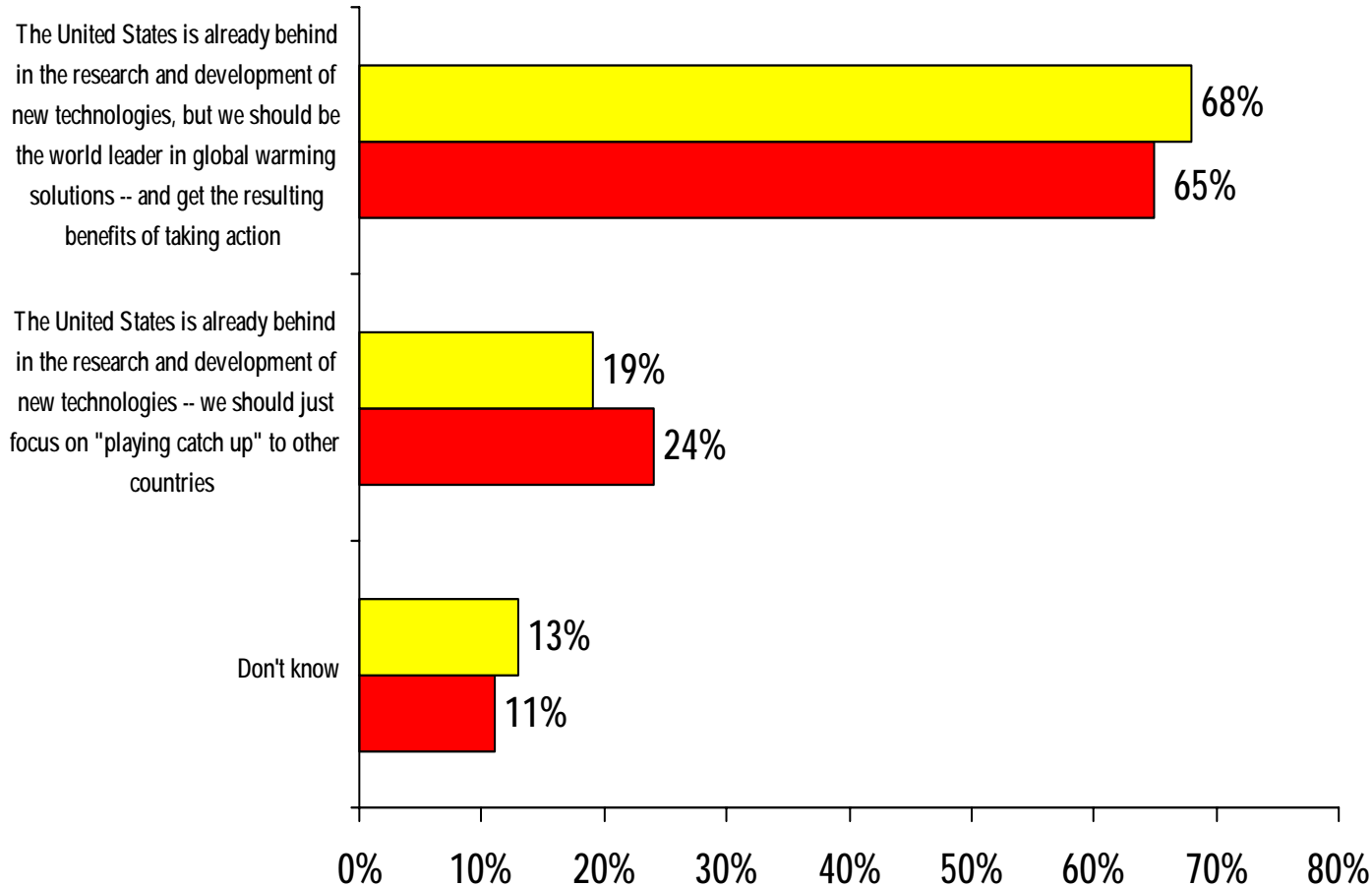
Base = Total respondents. 2008 = 1,006; 2007 = 1,003 adults.

# Taking the Lead in Developing Clean Energy Sources

- Most respondents (68%) feel that the United States is behind other nations in the research and development of new, clean energy technologies and that we should be a world leader in global warming solutions. Only 19% think that because this country is already behind in these technologies, that we should focus only on catching up to other countries and not worry about taking the lead.
  - 74% of Democrats think the US should be the world leader in global warming solutions compared to 62% of Republicans or Independents.
  - Those who agree with each of these positions are more likely to agree that the United States should take the lead in this area: it is time to think in terms of a new industrial revolution (73%), it is time to phase out old energy technologies and phase in new ones (74%).

# Taking the Lead in Developing Clean Energy Sources

L7/U10: Some experts see the potential for a major economic plus for the United States if it takes the lead in investing in and developing new, clean energy sources. Which of the following approaches do you think makes most sense?



Base = Total respondents. 2008 = 1,006; 2007 = 1,003 adults.

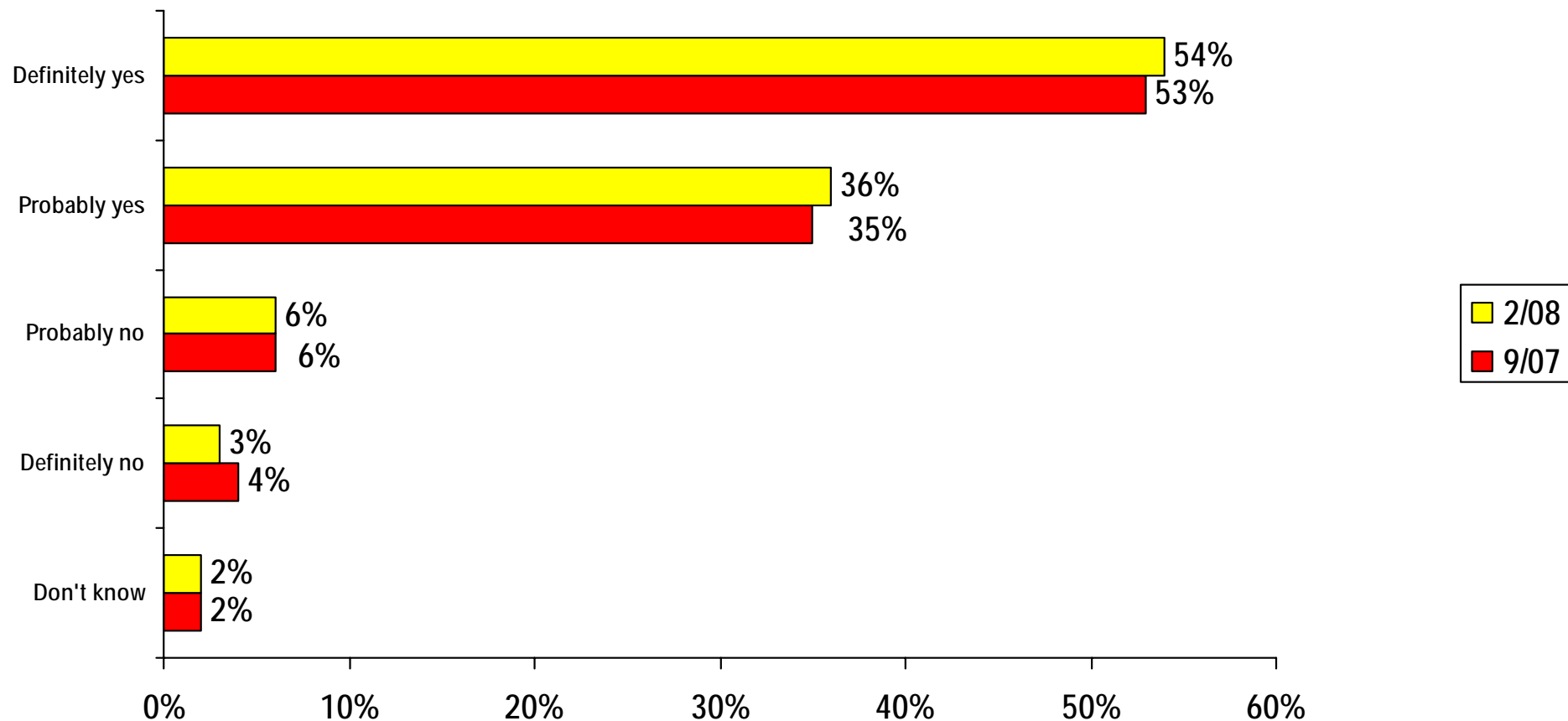
■ 9/07 ■ 2/08

# Time For a “New Industrial Revolution”

- The vast majority of respondents (90% in 2008 and 89% in 2007) think it is time to think in terms of a “new industrial revolution.” They are of the opinion that the reliance on fossil fuels is a product of the industrial revolution of the 19<sup>th</sup> and early 20<sup>th</sup> centuries and it is time to phase these fuels out and phase in clean, renewable energy sources. Only about 10% do not think it is time to do this.
  - Agreement is higher in the Northeast for this statement (95%) than it is in the South (89%) or West (85%).
  - Even among those of different party affiliations, there is agreement with this statement. Ninety-five percent of Democrats think it is definitely or probably time to think about a new industrial revolution, compared to 89% of Independents and 83% of Republicans.
  - Ninety-two percent of those who think the country is going in the wrong direction or has no direction, agree with this idea.
  - Ninety-four percent of those who think it is time to phase out old energy technologies and phase in new ones agree it is time to think in terms of a new industrial revolution.
  - Ninety-five percent of those who think the US should take action on global warming first before waiting for others, think it is time for talk of a new industrial revolution.

# Time For a “New Industrial Revolution”

L3/U7: The reliance on fossil fuels is the product of the industrial revolution of the 19<sup>th</sup> and early 20<sup>th</sup> centuries. Do you think it is time for our nation to start thinking in terms of the concept of a “new industrial revolution,” one that is characterized by the orderly phasing out of fossil fuels and the phasing in of new, clean renewable energy sources – many of which are available now, such as wind and solar for electricity, hybrid and clean diesel technologies for cars? Would you say... ?



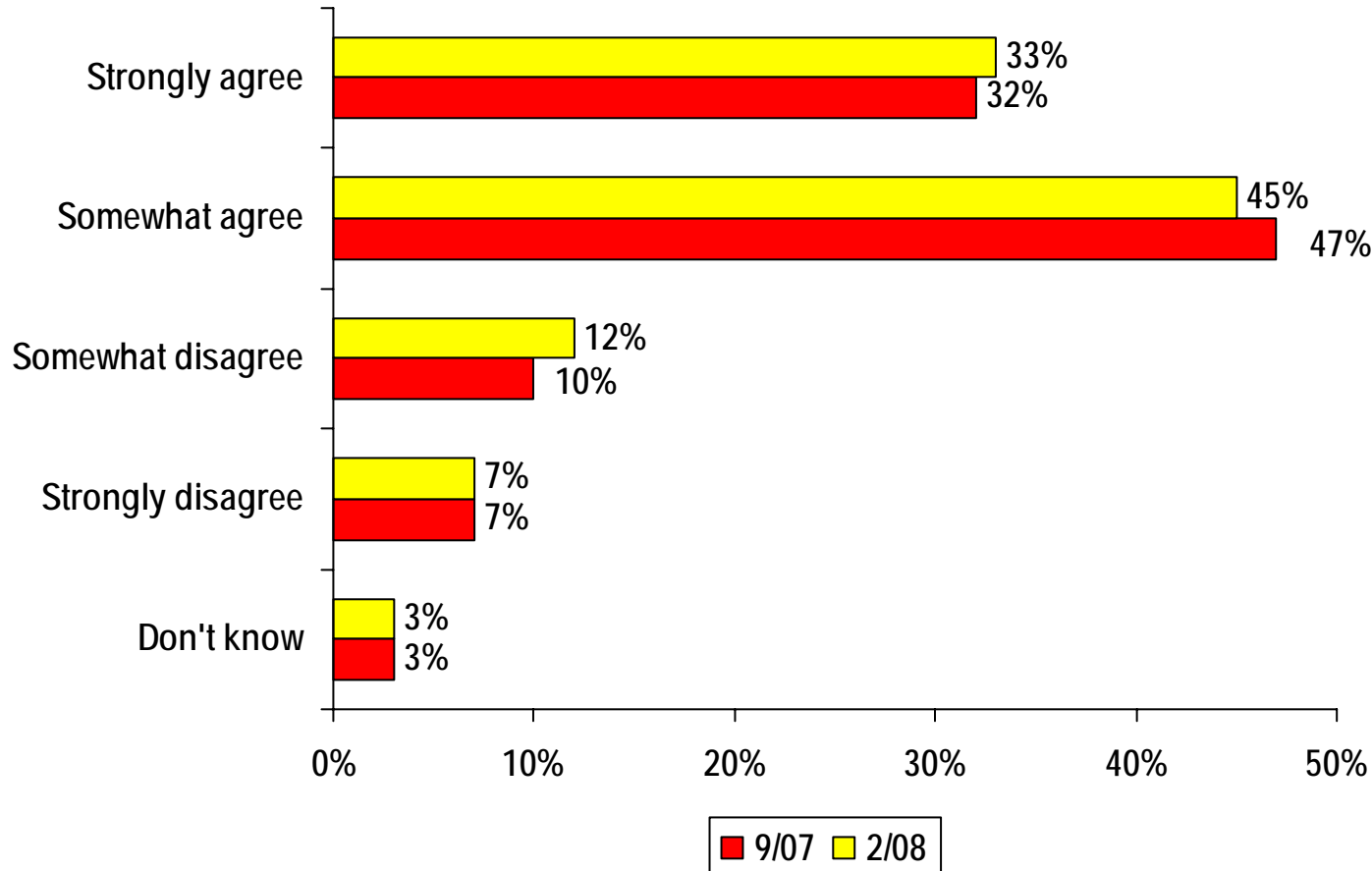
Base = Total respondents (2007 = 1,003, 2008 = 1,006)

# There is No Time to Postpone a Decision on Global Warming

- A majority of adults (78%) agree that the effects of global warming require that we take timely and decisive steps to develop renewable energy and that we cannot postpone decisions since there are no perfect options. One in five (19%) disagree with this statement.
  - 84% of those who think the country has no direction want timely and decisive steps taken to develop alternative forms of energy.
  - 83% of those who think the Democrats are more likely to take swift action on the issue of global warming think it is time to take decisive action.
  - 84% of those who think it is time to talk of a new industrial revolution agree it is time to take decisive action on global warming.
  - 84% of those who agree it is time to phase out old energy technologies and phase in new ones agree it is time to take decisive action.
  - 87% of those who want the US government to take action on global warming, want decisive action taken now.
  - Democrats are strong proponents of not waiting to take action on global warming (87%) as are Independents (85%) especially when compared to Republicans (65%).

# There is No Time to Postpone a Decision on Global Warming

L14:/U13 Please listen to this statement. "The effects of global warming require that we take timely and decisive steps for renewable, safe and clean energy sources. We need transitional technologies on our path to energy independence. There are tough choices to be made and trade offs. We cannot afford to postpone decisions since there are no perfect options." How much do you agree with this statement? Would you say...



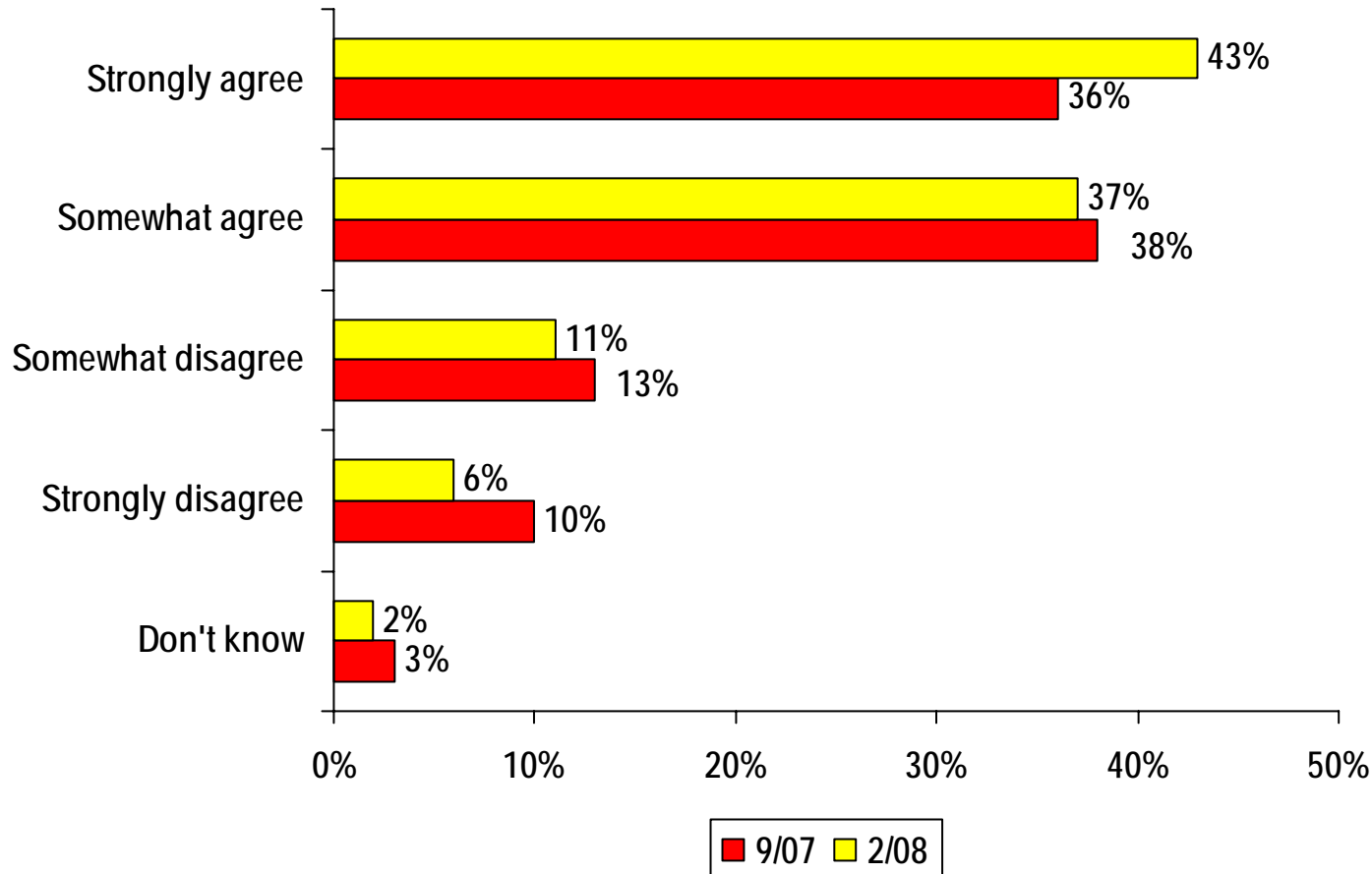
Base = Total respondents. 2008 = 1,006; 2007 = 1,003 adults.

# Concern Over Detroit Falling Behind in Fuel Efficiency Technology

- Eight in ten Americans – 80% -- agree that the US cannot afford to lose the jobs and investments that would be jeopardized if Detroit allowed itself to be overrun by foreign competitors because it did not keep up with the latest fuel efficiency technology. Only one-fifth (18%) disagree with this premise.
  - Democrats (86%) and Independents (83%) are somewhat more likely than Republicans (74%) to say they are concerned that Detroit is falling behind.

# Concern Over Detroit Falling Behind in Fuel Efficiency Technology

L26/U15: What do you think of the following statement? "I am concerned that American automakers are falling further and further behind European, Japanese and Asian car companies when it comes to new fuel-saving technology and other advances. America can't afford to lose the jobs and investments that would be jeopardized if Detroit allowed itself to be overrun by foreign competitors. Would you say..."



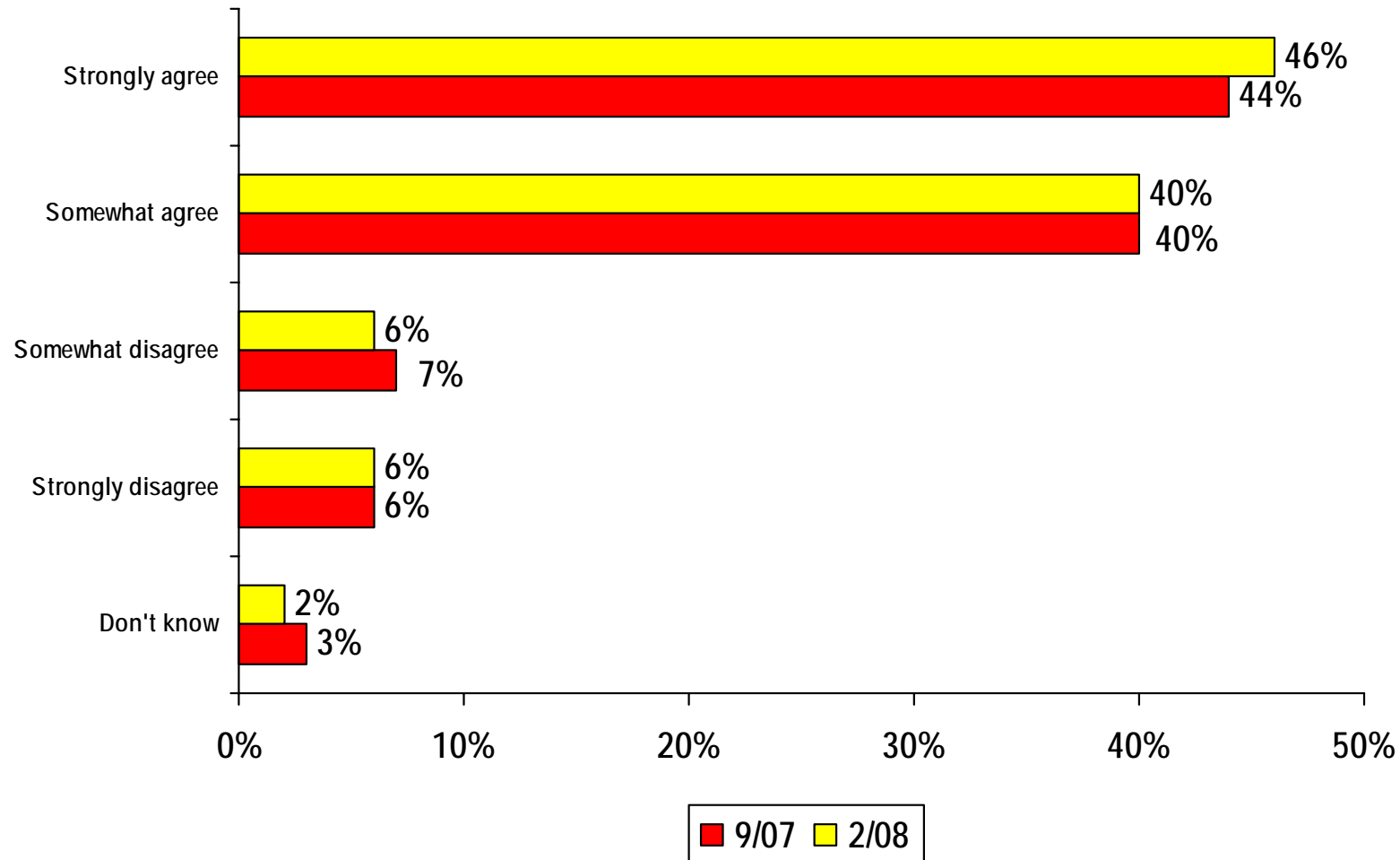
Base = Total respondents. 2008 = 1,006; 2007 = 1,003 adults.

# A 5 Year Moratorium on Coal-Fired Electricity Plants

- A majority of Americans (86%) agree that a national energy strategy that phases in new technologies and phases out old ones would require specific action. Some of the actions required would be a five-year moratorium on new coal-fired plants and a focus on wind, solar and other forms of renewable energy. Only 12% disagree with that statement.
  - Politically, Democrats (91%) and Independents (93%) agree it is time to phase in old energy technologies and replace them with new ones. Only 79% of Republicans agree with this concept.
  - Those who agree with each of these positions are more likely to agree with this statement: it is time to think in terms of a new industrial revolution (91%), and the US should lead on global warming solutions (93%).

# A 5 Year Moratorium on Coal-Fired Electricity Plants

L5/U8: Please tell me how much you agree or disagree with the following statement: "A national energy strategy based on phasing in of new technologies and phasing out of carbon based energy sources would require specific actions. America should commit to a five year moratorium on new coal-fired plants and instead, focus on aggressive expansion of wind, solar and other renewable energy sources. Tax and other incentives should be provided for all new construction to help reduce energy consumption. Homeowners should get incentives to make their homes more energy efficient and to help reduce energy demands. Would you say you... ?



Base = Total respondents (2007 = 1,003, 2008 = 1,006)

# APPENDIX

---

# RELIABILITY OF SURVEY PERCENTAGES

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results.

The table below shows the possible sample variation that applies to percentage results reported herein. The chances are 95 in 100 that a survey result does not vary, plus or minus, by more than the indicated number of percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

Size of Sample on Which Survey Results Are Based	Approximate Sampling Tolerances Applicable to Percentages At or Near These Levels				
	<u>10% or 90%</u>	<u>20% or 80%</u>	<u>30% or 70%</u>	<u>40% or 60%</u>	<u>50%</u>
1,000 interviews	2%	2%	3%	3%	3%
500 interviews	3%	4%	4%	4%	4%
250 interviews	4%	5%	6%	6%	6%
100 interviews	6%	8%	9%	10%	10%

## Additional Sampling Tolerances for Samples of 1,000 Interviews

<u>9% or 91%</u>	<u>8% or 92%</u>	<u>7% or 93%</u>	<u>6% or 94%</u>	<u>5% or 95%</u>
2%	2%	2%	1%	1%
<u>4% or 96%</u>	<u>3% or 97%</u>	<u>2% or 98%</u>	<u>1% or 99%</u>	
1%	1%	1%	.2%	

# SAMPLING TOLERANCES WHEN COMPARING TWO SAMPLES

Tolerances are also involved in the comparison of results from independent parts of the sample. A difference, in other words, must be of at least a certain number of percentage points to be considered statistically significant – that is not due to random chance. The table below is a guide to the sampling tolerances in percentage points applicable to such comparisons, based on a 95% confidence level.

Size of Samples Compared	Differences Required for Significance At or Near These Percentage Levels				
	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
1,000 and 1,000	3%	4%	4%	4%	4%
1,000 and 500	3%	4%	5%	5%	5%
1,000 and 250	4%	6%	6%	7%	7%
1,000 and 100	6%	8%	9%	10%	10%
500 and 500	4%	5%	6%	6%	6%
500 and 250	5%	6%	7%	7%	8%
500 and 100	6%	9%	10%	11%	11%
250 and 250	5%	7%	8%	9%	9%
250 and 100	7%	9%	11%	11%	12%
100 and 100	8%	11%	13%	14%	14%

# Questionnaire

---

*Topline Results of 1,006 Telephone Interviews Conducted with Adults, February 7-10, 2008*

- U1 What are you looking for in a U.S. president? Please tell me how important each of the following are to you in looking for a U.S. president. Would you say extremely important, very important, somewhat important, not too important or not at all important? [ROTATE ITEMS]  
N=1,006
- A. Honest, straightforward and willing to take responsibility for actions
- |     |                      |
|-----|----------------------|
| 48% | Extremely important  |
| 44  | Very important       |
| 5   | Somewhat important   |
| 1   | Not too important    |
| 1   | Not at all important |
| 1   | DON'T KNOW           |
- B. Ability to find practical solutions to major problems
- |     |                      |
|-----|----------------------|
| 41% | Extremely important  |
| 49  | Very important       |
| 8   | Somewhat important   |
| 1   | Not too important    |
| 1   | Not at all important |
| 1   | DON'T KNOW           |
- C. Willingness to rise above party politics, if necessary
- |     |                      |
|-----|----------------------|
| 28% | Extremely important  |
| 45  | Very important       |
| 19  | Somewhat important   |
| 4   | Not too important    |
| 4   | Not at all important |
| 1   | DON'T KNOW           |
- D. Charisma or personal appeal
- |    |                      |
|----|----------------------|
| 8% | Extremely important  |
| 23 | Very important       |
| 44 | Somewhat important   |
| 15 | Not too important    |
| 8  | Not at all important |
| 1  | DON'T KNOW           |
- E. Strong speaking skills
- |     |                      |
|-----|----------------------|
| 21% | Extremely important  |
| 40  | Very important       |
| 31  | Somewhat important   |
| 6   | Not too important    |
| 2   | Not at all important |
| *   | DON'T KNOW           |

U2 I am going to read you a list of American presidents. Which of the following do you think is or was the BEST problem-solver as president? [READ ENTIRE LIST BEFORE RECORDING ONE ANSWER. ROTATE]

28% Franklin Delano Roosevelt  
 18 John F. Kennedy  
 26 Ronald Reagan  
 15 Bill Clinton  
 3 George W. Bush  
 7 Dwight D. Eisenhower  
 3 DON'T KNOW/NONE OF THESE

[ASK FOR EACH NOT MENTIONED IN U2]

U3 And which of the following is or was the WORST problem-solver as president? [READ ENTIRE LIST BEFORE RECORDING ONE ANSWER. ROTATE]

3% Franklin Delano Roosevelt  
 5 John F. Kennedy  
 4 Ronald Reagan  
 22 Bill Clinton  
 57 George W. Bush  
 2 Dwight D. Eisenhower  
 7 DON'T KNOW/NONE OF THESE

U4 In terms of overall leadership from American politicians faced with major problems, would you say that America is moving . . . [READ LIST. RECORD ONE ANSWER]

21% In the right direction  
 32 In the wrong direction  
 44 Or, America seems to be without direction today  
 3 DON'T KNOW/NO OPINION

U5 I want you to give me your thoughts about how WEAK or STRONG American political leaders are today when it comes to practical, problem-solving solutions on key issues. I am going to list four areas. For each of them indicate if you think today's political leadership is very weak, somewhat weak, somewhat strong or very strong in that area. [ROTATE ISSUES]

A. Foreign policy, countering new threats to our security  
 27% Very weak  
 27 Somewhat weak  
 32 Somewhat strong  
 11 Very strong  
 3 DON'T KNOW

- B. Access to affordable health care insurance and medicine  
 48% Very weak  
 31 Somewhat weak  
 16 Somewhat strong  
 3 Very strong  
 2 DON'T KNOW
- C. Energy independence and dealing with climate change or global warming  
 43% Very weak  
 29 Somewhat weak  
 20 Somewhat strong  
 4 Very strong  
 4 DON'T KNOW
- D. Improving the quality of education for America's children  
 33% Very weak  
 34 Somewhat weak  
 25 Somewhat strong  
 7 Very strong  
 1 DON'T KNOW

U6 Do you agree or disagree with the following statement: "A sound energy policy is central to solving some of the most urgent problems facing our country. An energy policy that promotes clean power would encourage innovation, create new jobs and make for a stronger economy. It also allows the U.S. to disentangle itself from unstable and hostile regions of the world while also reducing harmful greenhouse gas emissions."

Would you say you . . . [READ LIST. RECORD ONE ANSWER]

- 46% Strongly agree  
 37 Somewhat agree  
 8 Somewhat disagree  
 5 Strongly disagree  
 3 DON'T KNOW/NOT SURE

U7 The reliance on fossil fuels is the product of the industrial revolution of the 19<sup>th</sup> and early 20<sup>th</sup> centuries. Do you think it is time for the leaders of our nation to start thinking in terms of the concept of a "new industrial revolution," one that is characterized by the orderly phasing out of fossil fuels and the phasing in of clean, renewable energy sources -- many of which are available now, such as wind and solar for electricity, hybrid and clean diesel technologies for cars? Would you say . . . [READ LIST. RECORD ONE ANSWER]

- 54% Definitely yes  
 36 Probably yes  
 6 Probably no  
 3 Definitely no  
 2 DON'T KNOW/NOT SURE

U8 Please tell me how much you agree or disagree with the following statement.

“A national energy strategy based on a ‘phasing in’ of new technologies and a phasing out of carbon based energy sources would require specific actions. America should commit to a five-year moratorium on new coal-fired plants and, instead, focus on aggressive expansion of wind, solar and other renewable energy sources. Tax and other incentives should be provided for all new construction to help reduce energy consumption. Homeowners should get incentives to make their homes more energy efficient to help reduce energy demands.”

Would you say you . . . [READ LIST. RECORD ONE ANSWER]

46% Strongly agree  
 40 Somewhat agree  
 6 Somewhat disagree  
 6 Strongly disagree  
 2 DON'T KNOW/NOT SURE

U9 Some politicians say that the United States should not proceed with tough global warming legislation until other nations -- such as China and India -- act first or at the same time that we do so. Do you think the United States should take leadership or should it wait until India and China are prepared to take action? Would you say . . . [READ ENTIRE LIST BEFORE RECORDING ONE ANSWER. ROTATE]

79% The United States should lead by example when it comes to curbs on global warming  
 15 The United States should wait for other nations to take action first on global warming  
 6 DON'T KNOW/NOT SURE

U10 Some experts see the potential for a major economic plus for the United States if it takes the lead in investing in and developing new, clean energy sources. Which of the following approaches do you think makes the MOST sense? [READ ENTIRE LIST BEFORE RECORDING ONE ANSWER. ROTATE.]

68% The United States is behind other nations in the research and development of new technologies, but we should be the world leader in global warming solutions -- and get the resulting benefits of taking action (or)  
 19 The United States is already behind in the research and development of new technologies -- we should just focus on “playing catch up” to other countries (or)  
 13 DON'T KNOW/NOT SURE

U11 With what degree of confidence do you think our current elected officials in the United States will act decisively on global warming issues? Would you say they will act with . . . [READ LIST. RECORD ONE ANSWER]

7% A very high degree of confidence  
 24 A good degree of confidence  
 44 Only a small degree of confidence  
 20 No confidence  
 4 DON'T KNOW/NOT SURE

U12 In recent years, much of the leadership on global warming has come from state lawmakers, governors, mayors and city councils. Until recently, federal elected officials have been relatively

inactive on global warming matters. Which of the following statements reflects your view?  
[READ LIST. RECORD ONE ANSWER]

- 69% We need leadership on global warming from Washington, D.C., because it is a national problem that will require national solutions
- 14 We do not need leadership on global warming from Washington, D.C., since some grassroots officials are taking actions
- 13 We do not need either national or grassroots leadership on global warming
- 3 DON'T KNOW/NOT SURE

U13 Please listen to this statement. "The effects of global warming require that we take timely and decisive steps for renewable, safe and clean energy sources. We need transitional technologies on our path to energy independence. There are tough choices to be made and tradeoffs. We cannot afford to postpone decisions since there are no perfect options."

How much do you agree or disagree with this statement? Would you say you . . . [READ LIST. RECORD ONE ANSWER]

- 33% Strongly agree
- 45 Somewhat agree
- 12 Somewhat disagree
- 7 Strongly disagree
- 3 DON'T KNOW/NOT SURE

U14 In your view, which political party is MORE likely to take decisive leadership on the problems of global warming? Would you say . . . [READ ENTIRE LIST BEFORE RECORDING ONE ANSWER. ROTATE 01-02]

- 11% The Republicans
- 50 The Democrats
- 30 Neither -- it will take an Independent to change things
- 3 NONE OF THESE
- 5 DON'T KNOW/NOT SURE

U15 What do you think of the following statement: "I am concerned that American automakers are falling further and further behind European, Japanese and Asian car companies when it comes to new fuel-saving technology and other advances. America can't afford to lose the jobs and investments that would be jeopardized if Detroit allowed itself to be overrun by foreign competitors."

Would you say you ... [READ LIST. RECORD ONE ANSWER]

- 43% Strongly agree
- 37 Somewhat agree
- 11 Somewhat disagree
- 6 Strongly disagree
- 2 DON'T KNOW/NOT SURE

U16 Thinking ahead to the presidential election which will be held in November, how likely would you say you are to vote -- will you definitely vote, are you extremely likely to vote, very likely to vote, only somewhat likely to vote, not very likely to vote, or will you definitely not vote?

70%	DEFINITELY VOTE
10	EXTREMELY LIKELY
6	VERY LIKELY
6	SOMEWHAT LIKELY
2	NOT VERY LIKELY
6	DEFINITELY WILL NOT VOTE
1	DON'T KNOW/UNDECIDED/REFUSED

Please tell me . . .

SP1 In politics, as of today, do you consider yourself a Republican, a Democrat, or an Independent?

26%	REPUBLICAN
36	DEMOCRAT
33	INDEPENDENT
1	OTHER PARTY
4	DON'T KNOW/REFUSED

[ASK IF SP1 (03-99)]

SP2 As of today, do you lean more to the Democratic Party or the Republican Party?

17%	DEMOCRATIC
10	REPUBLICAN
8	NEITHER/OTHER
2	DON'T KNOW/REFUSED

SP2A POLITICAL PARTY IDENTIFICATION [TO BE SET UP FOR DATA FILE]

26%	REPUBLICAN	[SP1 (01)]
10	INDEPENDENT-LEAN REPUBLICAN	[SP2 (01)]
7	INDEPENDENT	[SP1 (03) THAT ARE SP2 (98, 99)]
17	INDEPENDENT-LEAN DEMOCRATIC	[SP2 (02)]
36	DEMOCRAT	[SP1 (02)]
2	OTHER PARTY	[SP1 (98) THAT ARE SP2 (98) OR SP1 (99) THAT ARE SP2 (98)]
1	DON'T KNOW/REFUSED	[SP1 (99) THAT ARE SP2 (99) OR SP1 (98) THAT ARE SP2 (99)]