



TO: Interested Parties

FROM: Lisa Grove and Ben Patinkin
Grove Insight, Ltd.

RE: Findings from a Survey of Likely 2008 Washington Voters

DATE: December 7, 2007

This analysis is based on 588 interviews among likely 2008 general election voters in Washington. An oversample of n=188 voters living in targeted legislative districts was conducted. The targeted districts included: 23, 25, 26, 28, 31, 41, 44, 45, 47 and 48. The survey was conducted November 9-12, 2007. The margin of error is plus or minus 4.1 percentage points at the 95% level of confident. The margin of error for subgroups varies and is higher.

Washington's Voters Enthusiastically Endorse Legislation That Would Require Reductions in Global Warming Pollution.

Do you favor or oppose requirements to reduce the amount of global warming pollution businesses and utilities can generate in Washington, or aren't you sure?		
Favor, strongly	55%	69%
Favor, not strongly	14%	
Oppose, strongly	11%	17%
Oppose, not strongly	6%	
Not sure	14%	

A significant majority of voters applaud the idea of requiring businesses and utilities to reduce their output of global warming pollution. Nearly seven in 10 (69%) fall into this category, offering proponents an extremely high double-digit margin in favor. "Strong support", an important indicator of any legislative proposal or ballot measure's

success, is above one-half (55%).

More than half (55%) of the electorate can be considered "consistent supporters" of the legislation, meaning that they supported it both times we asked them their opinion. "Consistent opponents" number only one in five (20%) of the electorate.

In contrast, opposition is unable even to muster one in five (17%) who say they would oppose the proposal. "Strong opposition" is just above one in 10 (11%) of the electorate. There are few undecideds (14%) in play. Large majorities of every demographic supports this.

Demographic Break Down of Support and Opposition			
	Favor	Oppose	Favor Margin
Men	65%	22%	+43
Women	73%	13%	+60
Non-college	68%	16%	+52
College+	71%	17%	+54
Under 50	73%	18%	+55
Over 50	68%	17%	+51
70+	61%	19%	+42
Union HHs	72%	12%	+60
Parents	67%	21%	+46
Non-parents	71%	15%	+56
Married	69%	19%	+50
Single	73%	8%	+65
Divorced/Widowed	69%	18%	+51
Seattle-Tacoma MM	73%	15%	+58
Spokane/Yakima MMs	61%	22%	+39
Portland MM	62%	24%	+38
King County	78%	16%	+62
Big Three Counties	71%	13%	+58
Other Counties	64%	20%	+44
Suburban/rural Pierce LDs	66%	18%	+48
I-405 Corridor LDs	63%	25%	+38
Kitsap/Pierce Peninsula LDs	61%	25%	+36
TOTAL	69%	17%	+52

There are divisions in the electorate based upon gender, age, union type, parental and marital status. Women, younger Washingtonians, public employee households, non-parents and single voters are more likely than their demographic counterparts to line up in favor of the proposal.

Opposition is concentrated among men, older voters, parents and married or divorced or widowed voters. Even here, however, opposition fails to reach one-quarter of each of these subgroups. In other words, while support is very broad and deeply based in the electorate, opposition is extremely shallow and narrowly defined.

Regionally, proponents of the legislation are most likely to be concentrated in the

Seattle-Tacoma media market (73%), especially King County (78%). Though it should be noted that at least six in 10 voters in every region of the state say they favor this proposal.

Opponents, to the extent that they can muster any real opposition, are likely to be found in the Portland market (24%) and in legislative districts encompassing the Kitsap, Pierce Peninsula region (25%).

All of the Initiative Tenets of the Legislation Are Popular.

Popularity of Each Aspect of the Proposal			
	Favor	Oppose	Favor Margin
Establish programs to train people for jobs in renewable energy and conservation	82%	14%	+68
Create stronger energy efficient standards for lighting	78%	17%	+61
Set state caps on global warming pollution and require companies to pay fees for the pollution they emit	72%	21%	+51
Set a timeline and new state regulations to reduce global warming pollution in Washington	70%	24%	+46
Change the state's Growth Management Act to require that, when local governments update their zoning and land use laws, they make plans to reduce their global warming pollution	66%	25%	+41

The basic provisions of the legislation to reduce global warming pollution are popular. Around seven in 10 (70%) voters endorse setting a timeline to reduce global warming pollution and setting caps on it (72%). Furthermore, creating more efficiencies in lighting and creating clean energy jobs

receive approval from around in eight in 10 voters (jobs 82%; efficiency standards 78%). Additionally, the intensity of support is "strong" among one-half of voters for all of the aspects of this proposal.

Even "less popular" tenets of the plan attract significant numbers of voters to their cause. For instance, altering the state's Growth Management Act to require planning to reduce global warming pollution is both supported by two-thirds (66%) of the electorate. It should be noted that opposition to individual aspects of the plan never exceeds 30%.

Support for Efforts to Reduce Global Warming Pollution Can Be Rationalized By the Fact That Voters Clearly Feel Climate Change Is a "Serious" Threat.

When asked how serious of a threat they believe climate change and global warming is to people living in the Pacific Northwest, nearly seven in 10 (69%) citizens take global warming at least somewhat seriously. Of these, just under four in 10 (38%) say it is a "very serious" problem and another three in 10 (31%) believe it is "somewhat serious." Only one-quarter (26%) indicate it is not a serious issue for them.