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COLLECTION:

Clinton Presidential Records
Staff Secretary
Todd Stern
OA/Box Number: 11210

FOLDER TITLE:

Meetings-Polling/WWF [World Wildlife Fund]

2019-0774-S
rs3404

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

- b(1) National security classified information [(b)(1) of the FOIA]
- b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
- b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
- b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

**WORLD WILDLIFE FUND NATIONAL SURVEY
FREQUENCIES -- August 15, 1997**

Hello. My name is _____. I'm calling long distance from _____. We are conducting a public opinion survey and I would like to ask you some questions. We are not selling anything, and I won't ask you for a contribution or donation.

Could I please speak with the (male/female) 18 or older in your household who celebrated a birthday most recently?

SEX OF RESPONDENT

Male 48

Female 52

1. First, are you registered to vote at this address? **[IF NO, ASK FOR A FAMILY MEMBER WHO IS. IF NONE, TERMINATE AND MARK TQ1 ON SAMPLE SHEET]**

2. How much, if anything, have you heard or read about the issue of global warming? Would you say you have heard a great deal, some, not too much or nothing at all about global warming?

Great deal 25

some 46

not too much 21

nothing at all 8

don't know 0

3. 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?

very serious 24

somewhat serious 42

not too serious 12

not serious at all 7

don't know 14

4. Twenty years from now, how serious of a threat do you think global warming will be, very serious, somewhat serious, not too serious, or not serious at all -- or don't you have an opinion on this?

very serious 38

somewhat serious 23

not too serious 11

not serious at all 6

don't know 22

5. Do you think that global warming is an environmental problem that is happening now, do you think that global warming will happen in the future, or do you think that global warming will not happen -- or don't you have an opinion on this?

Happening now	50
will happen in future	24
will not happen	10
not sure/don't know	16

6. When cars, electric utilities [you-TILL-uh-teez] and some other industries burn oil, coal and gasoline they release carbon dioxide and other gases into the atmosphere. Some scientists say these gases trap heat in the atmosphere, causing the earth to warm. They say this makes the world hotter and increases the chances of all kinds of extreme weather. This effect is called global warming. 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?

very serious	29
somewhat serious	45
not too serious	14
not serious at all	7
don't know	5

7. And how serious of a threat do you think global warming will be in twenty years, very serious, somewhat serious, not too serious, or not serious at all -- or don't you have an opinion on this?

very serious	45
somewhat serious	27
not too serious	9
not serious at all	7
don't know	12

8. It has been proposed that the nations of the world agree to reduce their carbon dioxide emissions by 20 percent by the year 2005 in order to significantly slow down the rate of global warming. Do you favor or oppose this proposal or don't you have an opinion on this? [IF FAVOR/OPPOSE, ASK:] Is that (favor/oppose) strongly or not so strongly?

Strong favor	55	72
not strong favor	17	
undecided	19	
not strong oppose	3	
strong oppose	6	9

9. Which comes closest to your own view:

[READ STATEMENTS/ROTATE STATEMENTS A AND B]

___ A. President Clinton should not take action on global warming because there are too many real problems that need attention right now 30

___ B. President Clinton should take action on global warming now because the problem is only getting worse and we cannot afford to take a wait-and-see approach 56

[READ LAST]

or don't you have an opinion on this? 14

10. Which of the following statements comes closest to your own point of view?

[READ STATEMENTS/ROTATE STATEMENTS A AND B]

___ A. Stricter regulations on the emission of carbon dioxide from the use of oil, coal and gasoline would go too far, and hurt the economy and cost jobs ... 18

___ B. Stricter regulations on the emission of carbon dioxide from the use of oil, coal and gasoline will help stop global warming, protect our health and safety, create new jobs through new technologies and are worth the cost 60

[READ LAST]

___ I'm not sure about this 22

11. With whom do you agree more?

[READ STATEMENTS/ROTATE STATEMENTS A AND B--BEGIN FIRST STATEMENT WITH "SOME" AND SECOND STATEMENT WITH "OTHER"]

A. Some/Other people say that most scientist agree that global warming is real and already happening. They say the only scientists who do not believe global warming is happening are paid by big oil, coal and gasoline companies to find the results that will protect business interests, just like the tobacco industry scientists who said cigarettes don't cause cancer.

B. Other/Some people say that scientists disagree among themselves that global warming is happening. They say there is no real evidence that carbon dioxide emissions from coal, oil and gasoline are causing global warming.

With whom do you agree more, those who say global warming is happening or those who say global warming is not happening? **[IF ANSWER GIVEN:]** Do you agree strongly or not so strongly?

strongly happening	53
not so strongly happening	22
Undecided/Don't Know/Not Sure	9
not so strongly NOT happening	8
strongly NOT happening	7

12. If a candidate for political office spoke out in support of reducing the threat of global warming, would you think he was forward-thinking and speaking to a real problem or would you think he was too interested in environmental issues and ignoring bigger problems?

Forward thinking	60
Ignoring bigger problems	26
Don't know	14

13. Let's say you agreed with a particular candidate on most issues and were of the same political party, however, that candidate voted against efforts to reduce the threat of global warming. Would you be likely to vote for or against that candidate?
[IF FOR OR AGAINST, ASK:] Is that very likely or somewhat likely to vote (for/against)?

strongly for	19
somewhat for	22
somewhat against	19
strongly against	18
don't know	22

BEGIN SPLIT SAMPLE A

I'm going to list some specific problems that some people say could happen as a result of global warming. After each please tell me how concerned you would be about that particular item -- would it be one of the things that would concern you most, would it make you feel very concerned, somewhat concerned, not too concerned or not concerned at all. If you are not sure how you feel about a particular item, please say so and we will go on.

	One of most	Very concern	Swht concern	Not too concern	Not at all	dk
[ROTATE BATTERY BY QUESTION Q.14-Q.22]						
__14. the spread of infectious diseases	19	51	14	7	6	3
__15. extinction of certain animal species like polar bears and sea turtles	13	38	28	10	9	2
__16. more extreme weather conditions such as drought, blizzards and hurricanes	16	41	25	9	7	2
__17. melting of the polar ice caps and glaciers causing the sea level to rise and the flooding of coastal communities	13	39	26	11	8	2
__18. crop failures, food shortages and famine caused by droughts and floods	20	48	19	5	7	1
__19. longer and hotter heat waves leading to more heat related deaths	15	38	29	9	7	2
__20. disruption of our fragile ecological [echo-LODGE-ick-al] balance threatening the web of life	14	42	26	5	8	4
__21. increased populations of pests and vermin, such as roaches, termites and rats	15	42	24	9	7	3
__22. destruction of natural habitats, including oceans and national parks like Glacier National Park and the Everglades	17	46	23	6	7	1
ASK LAST						
23. increased incidences of asthma and other respiratory problems	19	43	25	7	5	2

END SPLIT SAMPLE A. GO TO Q.34

BEGIN SPLIT SAMPLE B

I'm going to list some specific problems that some people say could happen as a result of global warming. After each please tell me how likely you think that problem is to occur as a result of global warming -- is that problem almost certain to happen, very likely, somewhat likely, not too likely, or not likely at all to occur as a result of global warming? If you are not sure how you feel about a particular item, please say so and we will go on.

	Almst certain	Very likely	Smwt likely	Not too likely	Not at likely	DK
[ROTATE BATTERY BY QUESTION Q.24-Q.32]						
__24. the spread of infectious diseases	12	20	26	16	11	15
__25. extinction of certain animal species like polar bears and sea turtles	15	31	27	12	8	7
__26. more extreme weather conditions such as drought, blizzards and hurricanes	22	32	25	7	9	5
__27. melting of the polar ice caps and glaciers causing the sea level to rise and the flooding of coastal communities	19	30	28	12	8	4
__28. crop failures, food shortages and famine caused by droughts and floods	19	30	28	12	7	4
__29. longer and hotter heat waves leading to more heat related deaths	20	29	29	11	7	3
__30. disruption of our fragile ecological [echo-LODGE-ick-al] balance threatening the web of life	17	30	27	13	7	7
__31. increased populations of pests and vermin, such as roaches, termites and rats	12	21	23	17	10	17
__32. destruction of natural habitats, including oceans and national parks like Glacier National Park and the Everglades	17	31	25	11	9	6
ASK LAST						
33. increased incidences of asthma and other respiratory problems	17	31	24	10	7	11

END SPLIT SAMPLE B. GO TO Q.34

RESUME ASKING EVERYONE

34. In trying to reduce the threat of global warming, do you think we should rely mainly on strict regulations to limit emissions of carbon dioxide, or do you think we should rely mainly on incentives that will cause the free market to discourage carbon dioxide pollution -- or don't you have an opinion on this?

[IF ANSWER GIVEN:] Do feel that way strongly or not so strongly?

Strongly regulations	31
Not so strongly regulations	6
Undecided	9
Not so strongly free market	9
Strongly free market	23
dk	21

35. Which comes closer to your own point of view:

[READ STATEMENTS/ROTATE STATEMENTS A AND B]

__A. The technology already exists to solve many of the problems that cause global warming, but big businesses like the oil and auto industries are preventing them from reaching consumers because it is more profitable to keep things the way they are 52

__B. Solving the problems that cause global warming will mean developing new technologies to reduce our use of oil, coal and gasoline, which will cost billions of dollars 29

[READ LAST]

or don't you have an opinion on this? 19

Now I'm going to list some of the specific proposals that have been made to decrease the use of oil, coal, and gasoline in order to reduce the threat of global warming. For each item I read, please tell me if you favor or oppose each one. If you aren't sure how you feel about any specific item, just say so and we will go on.

[FOLLOW ALL "FAVOR" OR "OPPOSE" WITH:] Do you strongly (FAVOR/OPPOSE) or only somewhat (FAVOR/OPPOSE) that?

[ROTATE BY QUESTION Q.36-Q.49]

SPLIT SAMPLE A

	strong favor	swhat favor	swhat oppose	strong oppose	DK
__36. Increase taxes on gasoline by 50 cents a gallon to discourage the use of oil, coal and gasoline, and in exchange, give every taxpayer a \$250 rebate on their income taxes	14	17	12	46	10

SPLIT SAMPLE B

__37. Increase taxes on gasoline by 75 cents a gallon to discourage the use of oil, coal and gasoline, and in exchange, give every taxpayer a \$375 rebate on their income taxes	11	14	14	52	9
--	----	----	----	----	---

RESUME ASKING EVERYONE

__38. Require companies to pay for the right to pollute at lower levels than they do now and use the money raised to develop new technologies that will reduce carbon dioxide emissions even further	36	31	11	16	7
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__39. As part of the deregulation of the utility [you-TILL-uh-tee] industry, require utility companies to offer alternative energy services that are more efficient and environmentally clean, such as solar and wind power	54	28	6	6	6
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__40. Establish a limit on the total amount of carbon dioxide pollution that can be emitted in the United States that is lower than current levels. Individual businesses would bid at a government auction for the rights to pollute. Businesses could buy and sell these pollution rights to one another on the free market. This would allow them to chose between reducing their carbon dioxide emissions or paying to continue to pollute	12	17	15	42	14
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__41. Give cash incentives like tax credits and rebates to individual households that upgrade to more energy efficient appliances like refrigerators and air conditioners	59	26	5	7	3
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SPLIT SAMPLE A

__42. Cut military spending and earmark the money instead for research and development of alternative fuels and technologies	22	19	20	32	7
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ROTATE ONTO NEXT PAGE

strong favor	swhat favor	swhat oppose	strong oppose	DK
-----------------	----------------	-----------------	------------------	----

SPLIT SAMPLE B

__43. Increase the tax on gasoline by 10 cents per gallon and earmark the money for research and development of alternative fuels and technologies	25	23	13	36	3
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RESUME ASKING EVERYONE

__44. Have the United Nations establish a worldwide limit on carbon dioxide emissions that is lower than current levels. Each U.N. member country would be allocated the right to discharge a certain amount of carbon dioxide pollution. Countries could buy and sell these pollution rights to one another. This would allow them to chose between reducing their carbon dioxide emissions or paying to continue to pollute	12	20	17	39	12
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__45. Provide tax incentives to utility [you-TILL-uh-tee] companies to encourage them to sell environmentally clean energy, such as solar and wind power, to consumers	52	29	7	8	5
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__46. Shift money from developing new highways and roads to building public transportation systems such as new bus routes and commuter railways	32	29	14	17	9
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__47. Prevent countries from using U.S. foreign aid to build factories and power plants that emit excessive carbon dioxide pollution, and instead, use this foreign aid to help these countries build environmentally clean power plants and factories	49	26	7	11	6
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__48. Increase taxes on industrial energy use by 5 percent ..	22	29	14	22	13
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__49. Require higher fuel efficiency and cleaner burning engines in all new cars	64	22	5	6	2
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Now I'm going to read you the same list of proposals again and this time I would like you to tell me, how effective you think each proposal would be in decreasing the use of oil, coal and gasoline in order to reduce the threat of global warming. Would it be one of the most effective things that could be done to decrease the use of oil, coal and gasoline in order to reduce the threat of global warming, very effective, somewhat effective, not too effective, or not at all effective? If you are not sure about a particular item, just say so and we will go on.

[ROTATE BY QUESTIONS Q.50-Q.63]

SPLIT SAMPLE A

	One of most	very eff	swhat eff	not too eff	not at all	DK
__50. Increase taxes on gasoline by 50 cents a gallon to discourage the use of oil, coal and gasoline, and in exchange, give every taxpayer a \$250 rebate on their income taxes	6	11	26	22	30	6

SPLIT SAMPLE B

__51. Increase taxes on gasoline by 75 cents a gallon to discourage the use of oil, coal and gasoline, and in exchange, give every taxpayer a \$375 rebate on their income taxes	4	11	27	24	31	3
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RESUME ASKING EVERYONE

__52. Require companies to pay for the right to pollute at lower levels than they do now and use the money raised to develop new technologies that will reduce carbon dioxide emissions even further	8	20	41	12	13	6
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__53. As part of the deregulation of the utility [you-TILL-uh-tee] industry, require utility companies to offer alternative energy services that are more efficient and environmentally clean, such as solar and wind power	11	36	38	5	5	5
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__54. Establish a limit on the total amount of carbon dioxide pollution that can be emitted in the United States that is lower than current levels. Individual businesses would bid at a government auction for the rights to pollute. Businesses could buy and sell these pollution rights to one another on the free market. This would allow them to chose between reducing their carbon dioxide emissions or paying to continue to pollute	4	13	31	18	26	8
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__55. Give cash incentives like tax credits and rebates to individual households that upgrade to more energy efficient appliances like refrigerators and air conditioners	11	36	37	7	6	3
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SPLIT SAMPLE A

__56. Cut military spending and earmark the money instead for research and development of alternative fuels and technologies	5	19	28	18	26	5
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ROTATE ONTO NEXT PAGE

	One Of most	very eff	swhat eff	not too eff	not at all	DK
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SPLIT SAMPLE B

__57. Increase the tax on gasoline by 10 cents per gallon and earmark the money for research and development of alternative fuels and technologies	6	20	34	16	21	3
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RESUME ASKING EVERYONE

__58. Have the United Nations establish a worldwide limit on carbon dioxide emissions that is lower than current levels. Each member country would be allocated the right to discharge a certain amount of carbon dioxide pollution. Countries could buy and sell these pollution rights to one another. This would allow them to chose between reducing their carbon dioxide emissions or paying to continue to pollute	4	11	28	19	30	8
--	---	----	----	----	----	---

__59. Provide tax incentives to utility [you-TILL-uh-tee] companies to encourage them to sell environmentally clean energy, such as solar and wind power, to consumers	11	33	41	6	5	4
--	----	----	----	---	---	---

__60. Shift money from developing new highways and roads to building public transportation systems such as new bus routes and commuter railways	9	23	34	14	14	5
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__61. Prevent countries from using US foreign aid to build factories and power plants that emit excessive carbon dioxide pollution, and instead, use this foreign aid to help these countries build environmentally clean power plants and factories	11	31	36	8	9	6
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__62. Increase taxes on industrial energy use by 5 percent ..	7	17	36	17	16	7
---	---	----	----	----	----	---

__63. Require higher fuel efficiency and cleaner burning engines in all new cars	19	44	25	5	5	2
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SPLIT SAMPLE C

64. How willing would you be to pay 5 dollars more per month to buy environmentally clean energy such as solar and wind power from your electric utility company in order to cut down on emissions of carbon dioxide and reduce the threat of global warming -- very willing, somewhat willing, somewhat unwilling or very unwilling or don't you have an opinion on this?

very willing	44
somewhat willing	36
somewhat unwilling	5
very unwilling	9
not sure	7

END SPLIT SAMPLE C. GO TO Q.67

SPLIT SAMPLE D

65. How willing would you be to pay 10 dollars more per month to buy environmentally clean energy such as solar and wind power from your electric utility company in order to cut down on emissions of carbon dioxide and reduce the threat of global warming -- very willing, somewhat willing, somewhat unwilling or very unwilling or don't you have an opinion on this?

very willing	38
somewhat willing	34
somewhat unwilling	10
very unwilling	12
not sure	6

END SPLIT SAMPLE D. GO TO Q.67

SPLIT SAMPLE E

66. How willing would you be to pay 20 dollars more per month to buy environmentally clean energy such as solar and wind power from your electric utility company in order to cut down on emissions of carbon dioxide and reduce the threat of global warming -- very willing, somewhat willing, somewhat unwilling or very unwilling or don't you have an opinion on this?

very willing	25
somewhat willing	36
somewhat unwilling	11
very unwilling	18
not sure	10

END SPLIT SAMPLE E. GO TO Q.67

THANK YOU. THE REMAINING QUESTIONS ARE FOR STATISTICAL PURPOSES ONLY.

RESUME ASKING EVERYONE

67. Generally speaking, do you think of yourself as a Republican, a Democrat, an independent, or something else?

[IF REPUBLICAN OR DEMOCRAT ASK:] Do you consider yourself a strong (Republican/Democrat) or a not so strong (Republican/Democrat)?

[IF INDEPENDENT ASK:] Would you say that you lean more toward the Republicans or more toward the Democrats?

strong Republican	15	36
not so strong Republican	13	
indep. leans Republican	8	
independent	15	
indep. leans Democratic	7	
not so strong Democrat	14	
strong Democrat	17	38
dk/na/other	11	

68. Do you consider yourself very liberal, somewhat liberal, moderate, somewhat conservative, very conservative or haven't you thought much about this? **[IF MODERATE ASK:]** Do you tend to lean toward the liberal or conservative side?

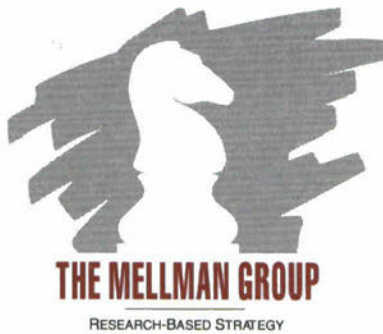
very liberal	9
somewhat liberal	17
moderate, leans liberal	7
moderate	13
moderate, leans conservative	9
somewhat conservative	23
very conservative	11
dk/na	11

69. What is your age?

18-29	16
30-39	19
40-49	24
50-59	16
60+	24
na	2

70. What was the last level of schooling you completed?

less than high school graduate	4
high school graduate	26
some college	31
college graduate	25
post graduate	12
na	2



EMBARGOED 9/29/97, 10am

MEMORANDUM

TO: The World Wildlife Fund

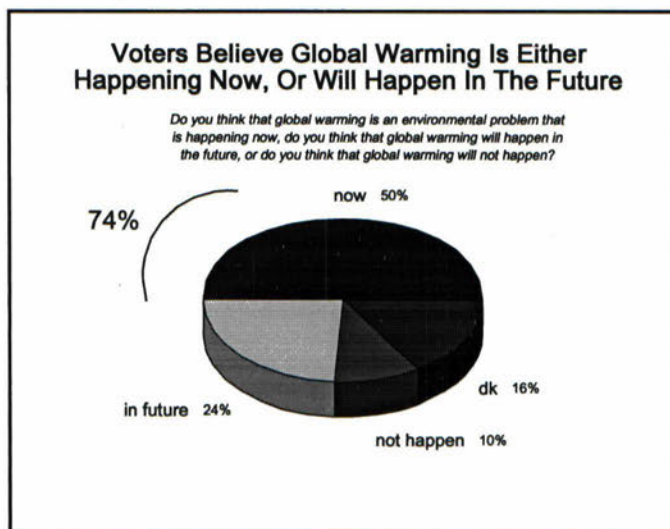
FROM: The Mellman Group, Inc.

RE: Summary of Public Opinion Research Findings

DATE: September 17, 1997

This analysis reports the findings from a national survey of 800 registered voters. Telephone interviewing was conducted August 11 to 14, 1997. The statistical margin of error for the sample as a whole is plus or minus 3.5 percentage points at the 95% confidence level. The margin of error for subgroups is larger.

The Mellman Group also conducted ten focus groups in June and July of 1996 that are referred to herein. The focus groups were held in Miami, FL; Boston, MA; St. Louis, MO; and Pasadena, CA. There were five groups of swing voters who were not environmentally active, two groups of environmental activists, and three groups of World Wildlife Fund members. Participants were selected to represent a range of demographic and geographic backgrounds.



Voters Believe Global Warming Is A Reality

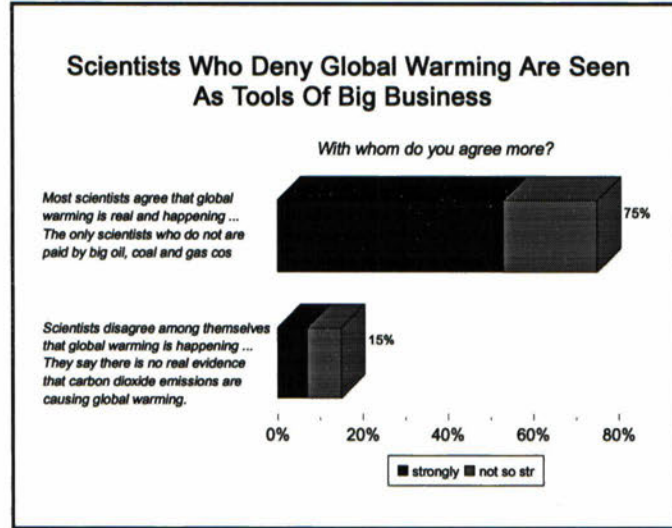
Despite conventional wisdom that only radical environmentalists and science fiction fanatics are concerned about global warming, our recent survey reveals that the American public believes global warming is real and represents a serious threat. An overwhelming majority of voters (74%) believe that global warming is an environmental problem that is either happening now (50%) or will happen in the future (24%). Only one in ten voters (10%) doubt that global warming will

happen. Voters not only assert that global warming is a reality, but also contend that it has serious consequences. Two thirds (66%) see it as a serious threat now (24% very serious, 42% somewhat

serious), and believe the problem is likely to get worse in the future (38% very serious problem 20 years from now, 23% somewhat serious). In addition, after respondents are given a neutral definition of global warming, an even greater number predict serious problems in the future (72% serious).

The Public Doubts Scientific Naysayers

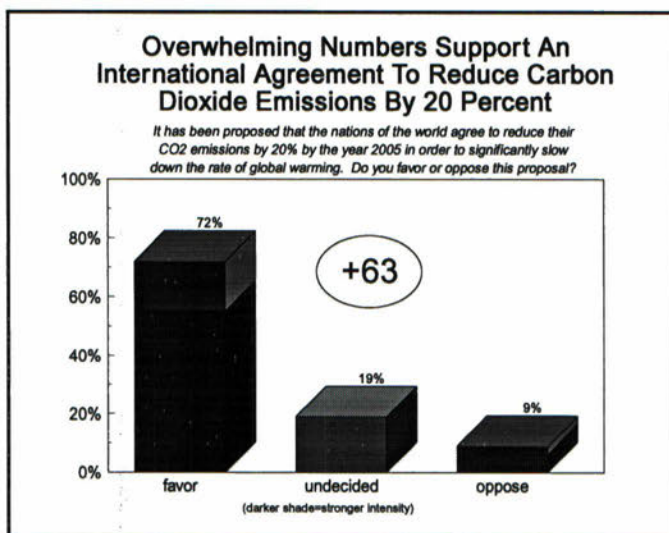
Voters reject the claims of scientists who deny the reality of global warming, likening them to the “tobacco industry scientists” whose conclusions have been bought and paid for by the industry. Three quarters (75%) believe that “most scientists agree that global warming is real and happening ... The only scientists who do not are paid by big oil, coal and gas companies.” Only 15% take the position that “scientists disagree among themselves that global warming is happening ... [and there] is no real evidence that carbon dioxide emissions are causing global warming.” Interestingly, even those whose livelihood depends on the auto, oil or chemical industries do not believe their industries’ own scientists. By almost seven to one, these “experts” concur that most scientists agree that global warming is happening (79%).



In focus groups, participants, on their own, jumped to compare these scientists to those who work for the tobacco industry, saying “you have to look at the tobacco industry and see how they’ve distorted ... the data is out there about smoking and cancer. All you have to do is extrapolate that in any industry and understand that you can’t trust their scientists.” (St. Louis male) “I think the people who are saying it [global warming] isn’t really a problem are usually working for some big company that’s polluting the place,” agreed a woman in Pasadena.

There Is Broad Support For An International Agreement To Curb Carbon Dioxide Emissions

Voters express great enthusiasm for international efforts to address global warming. Overwhelming numbers (72%) support an international agreement to reduce carbon dioxide emissions by 20 percent by the year 2005 (55% strongly favor such an agreement). Support for a treaty cuts across demographic, partisan and ideological lines. Although Democrats (82%) are most supportive, Republicans (68%) and independents (65%) also support a treaty in great numbers. Even two thirds (65%) of self-proclaimed “conservative” Republicans favor such an international agreement.

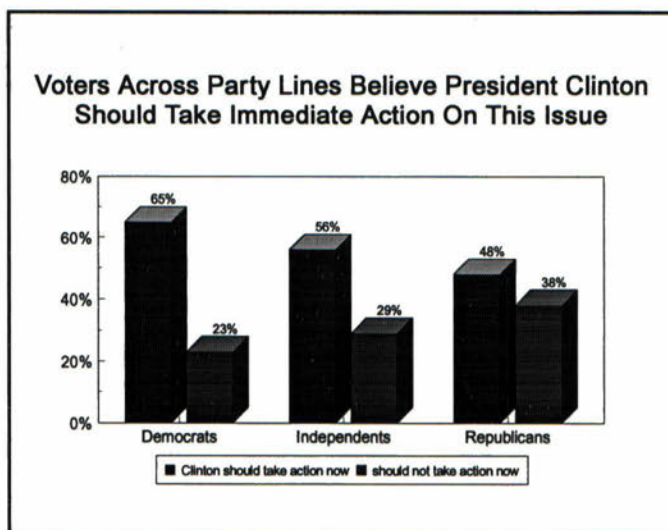


Americans reject the view that reducing carbon emissions will disrupt the economy. At a general level, voters are divided as to whether reductions should be achieved by relying on free market solutions like incentives (32%) or relying on government regulations (37%). However, by a three to one margin, voters reject the view that such regulations will hurt the economy and cost jobs (18%). Sixty percent (60%) see no serious economic dislocation. In focus groups, participants explain that the economy is highly adaptable. "Jobs disappear and

new jobs appear," reasoned one man in St. Louis. "I think there are also going to be solution industries. That always happens," agreed a young woman in Boston.

Americans Want Action To Address Global Warming

Americans want political leaders to act immediately on this issue. A majority (56%) feel this issue should be a priority for President Clinton, to be addressed at once, compared to 30% who feel he should not take action "because there are too many real problems that need attention now." This sentiment, too, cuts across party lines. While majorities of Democrats (65%) and independents (56%) want immediate action, even a plurality of Republicans (48%) agree.



A Politician Who Speaks Out On This Issue Is Seen As Forward-Thinking

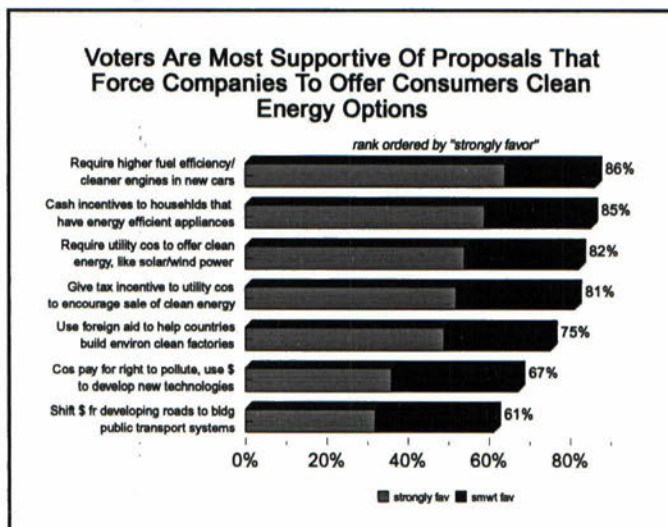
In focus groups, respondents described a politician who addressed this issue as brave and not politically motivated. As one California man said, "I think a politician who talks about this is more sincere, because it's not an election issue that's going to get him a lot of votes." Another explained how public sentiment has shifted on this issue. "Years ago I think we would have thought he was nutcase ... today it's different. We truly would listen," said a swing voter in Boston. In the survey

60% agreed that if a candidate for political office spoke out in support of reducing the threat of global warming they would see him as “forward thinking and speaking to a real problem” compared to 26% who would feel as though he was “too interested in environmental issues and ignoring bigger problems.” Republicans (57%), Democrats (67%) and independents (55%) alike share this view.

Consumers Look To Corporate America For Technological Solutions

What we have elsewhere labeled “techno-optimism” is evident in public consideration of this issue. A majority (52%) think the technology already exists to combat global warming, but big business is preventing it from reaching consumers. Only one in three (29%) feel as though developing these new technologies will cost too much money. Consumers look to corporate America to provide technological solutions. As one Pasadena man said, “I think a great number of these problems can be solved by application of technology. And somehow the technology has to be made financially attractive for people to do it.”

There Is Support For A Variety Of Regulatory Mechanisms To Reduce Carbon Emissions, As Well As For Positive Incentives



When asked to evaluate a variety of proposals aimed at reducing carbon dioxide emissions, respondents give strongest support to those that force or incentivize companies to offer consumers clean energy options. Most popular among the proposals are those that require higher fuel efficiency and cleaner engines in new cars (86% favor, 11% oppose); require utility companies to offer clean energy options like solar and wind power (82% favor, 12% oppose); and give tax incentives to utility companies to encourage the sale of clean energy (81% favor, 15% oppose). Also popular are proposals that incentivize consumers, like

giving financial breaks to households that have energy efficient appliances (85% favor, 12% oppose). These same proposals are also seen as the most effective means of addressing global warming.

Voters are not adverse to paying a modestly higher price for clean energy alternatives, like solar and wind power. When asked how willing they would be to pay more per month to buy environmentally clean energy, 80% say they would be willing to pay \$5 more per month (44% very willing). Not surprisingly, willingness diminishes as the price increases (38% very willing to pay \$10 more per month, 25% very willing to pay \$20 more per month).

Although these voters will pay more for cleaner energy, they will not countenance a gas tax hike. Among the proposals tested, increasing the gas tax by 50 to 70 cents was the least popular (29% favor, 62% oppose). Voters are also less enthusiastic about auction plans and those which allow companies and/or countries to buy and sell pollution rights

Voters Are Most Concerned About The Impacts Of Global Warming On Public Health And Animal Habitats

When probed about the consequences of global warming, voters express the most concern about the impact on public health and animal habitats. Americans are worried that global warming may lead to the spread of infectious diseases (70% concerned); crop failures, food shortages and famine (68%); increased incidences of respiratory problems (62%); and the destruction of natural habitats like oceans and national parks (63%). But while infectious diseases generated concern, it was not judged as a particularly likely outcome of global warming. Climatic effects like extreme weather (54% likely to happen); more heat waves (49%); crop failure (49%); and the melting of the polar ice caps (49%) are considered most likely. Some less likely, but still real for people, are destruction of habitats (48%); respiratory problems (48%); disruption of the "web of life" (47%); and animal extinction (46%). Thus, the effects that people judge both likely and serious involved crop failures and famine, respiratory problems and the destruction of natural habitats.

In sum, voters think that global warming is a reality that is either happening now or will happen in the near future. Overwhelming numbers support an international agreement to curb carbon dioxide emissions. They look to the President for leadership on this issue, but also see corporate America playing a key role in developing the technologies to solve this problem. Americans support a variety of proposals to force or encourage companies to offer consumers alternative energy options, in addition to incentives to stimulate consumers to use these clean energy sources. In fact, they are willing to pay a modestly higher amount of money for clean energy, though not through higher gas taxes.

Withdrawal/Redaction Sheet

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001. fax cover sheet	[Personally Identifiable Information] [partial] (1 page)	09/15/1997	b(6)

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2019-0774-S

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- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
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- b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
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- b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]



FAX COVER SHEET

DATE: 9/15/97TO: Jonathon AdashukFAX #: 456-2215FROM: Karen KiantwinFAX #: (202)625-0371

NUMBER OF PAGES (INCLUDING COVER PAGE): _____

NOTES: Pam Hillman - Loeb : SS#

(b)(6)

Lisa Droppin : SS#Mark MellmanAdam Markens

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Presentation and Analysis of Findings

for World Wildlife Fund

**September 1997
by The Mellman Group, Inc.**

**EMBARGOED
9/29/97, 10am**



World Wildlife Fund

SUMMARY OF FINDINGS

Voters Believe Global Warming Is A Reality

Most Americans say they have some knowledge of global warming

Voters believe global warming is either happening now or will happen in the future

Two thirds see global warming as a serious threat now

It is seen as likely to get worse

The more people know about the problem, the more serious they think it is

They reject the claims of scientists who deny that this problem is happening, likening them to "tobacco scientists" who are bought off by industry

There Is Broad Support For An International Agreement To Curb Carbon Dioxide Emissions

Overwhelming numbers support such an agreement to reduce emissions by 20 percent by 2005

Voters are split between free market solutions and government solutions

But they reject the notion that stricter regulations will harm the economy

Even those who favor market mechanisms reject the view that regulation will harm the economy

Americans Want Action To Address This Problem

A majority think that President Clinton should act immediately on this issue before the problem becomes dire

EMBARGOED 9/29/97, 10am

A candidate who takes a stand on global warming is seen as “forward thinking” and “speaking to a real problem,” rather than as ignoring more important issues

Almost one fifth say they would be “very likely” to vote against a candidate solely based on votes against efforts to reduce the threat of global warming

Americans See Technology As The Solution To Climate Change

Voters believe the technology exists to curb global warming, but big business will not allow it to reach the market

Voters Support A Variety Of Regulatory Mechanisms And Positive Incentives To Reduce Carbon Emissions

Support is highest for proposals that force or incentivize companies to offer consumers clean energy options

Incentivizing consumers is also strongly supported

Requiring cleaner engines in new cars, giving households cash incentives to use energy efficient appliances, requiring utility companies to offer clean energy, and giving them tax incentives to do so are the most effective and popular means to address this problem

The price curve indicates that voters are willing to pay slightly more for clean energy

Voters are least enthusiastic about companies bidding at auction for the rights to pollute, UN established carbon dioxide limits, and a large gas tax increase

The Impacts On Specific Aspects Of Public Health And Animal Habitats Are Most Compelling

Voters are most concerned about the impact of global warming on public health and habitats

Extreme weather is a greater concern in the South

Famine, respiratory problems and habitat destruction are the most effective exemplars

Methodology

▪ Focus Groups: July 1996

- Groups were held in Miami, FL; Boston, MA; St. Louis MO; and Pasadena, CA
- five groups of swing voters who are not environmentally active (Miami, Boston, St. Louis, Pasadena)
- two groups of environmental activists not currently engaged on this issue (Boston, St. Louis)
- three groups of World Wildlife Fund members (Miami, St. Louis, Pasadena)

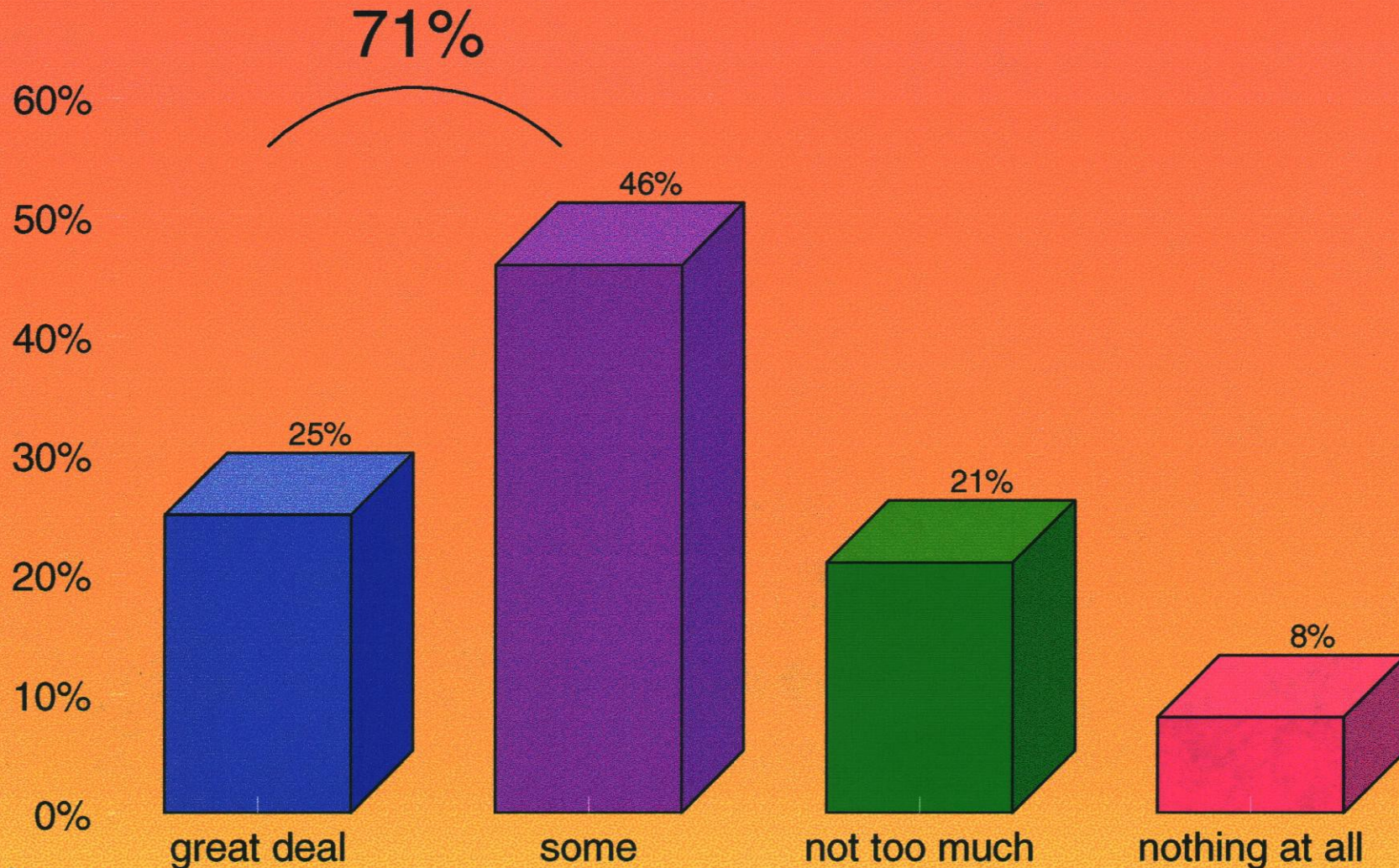
▪ Survey: August 1997

- 800 adults nationwide, 18 years or older, who are registered to vote
- interviews were conducted between August 11 and 14, 1997
- margin of error for sample as a whole is +/- 3.5 percentage points



Most Voters Say They Have Some Knowledge Of Global Warming

How much have you heard or read about the issue of global warming?

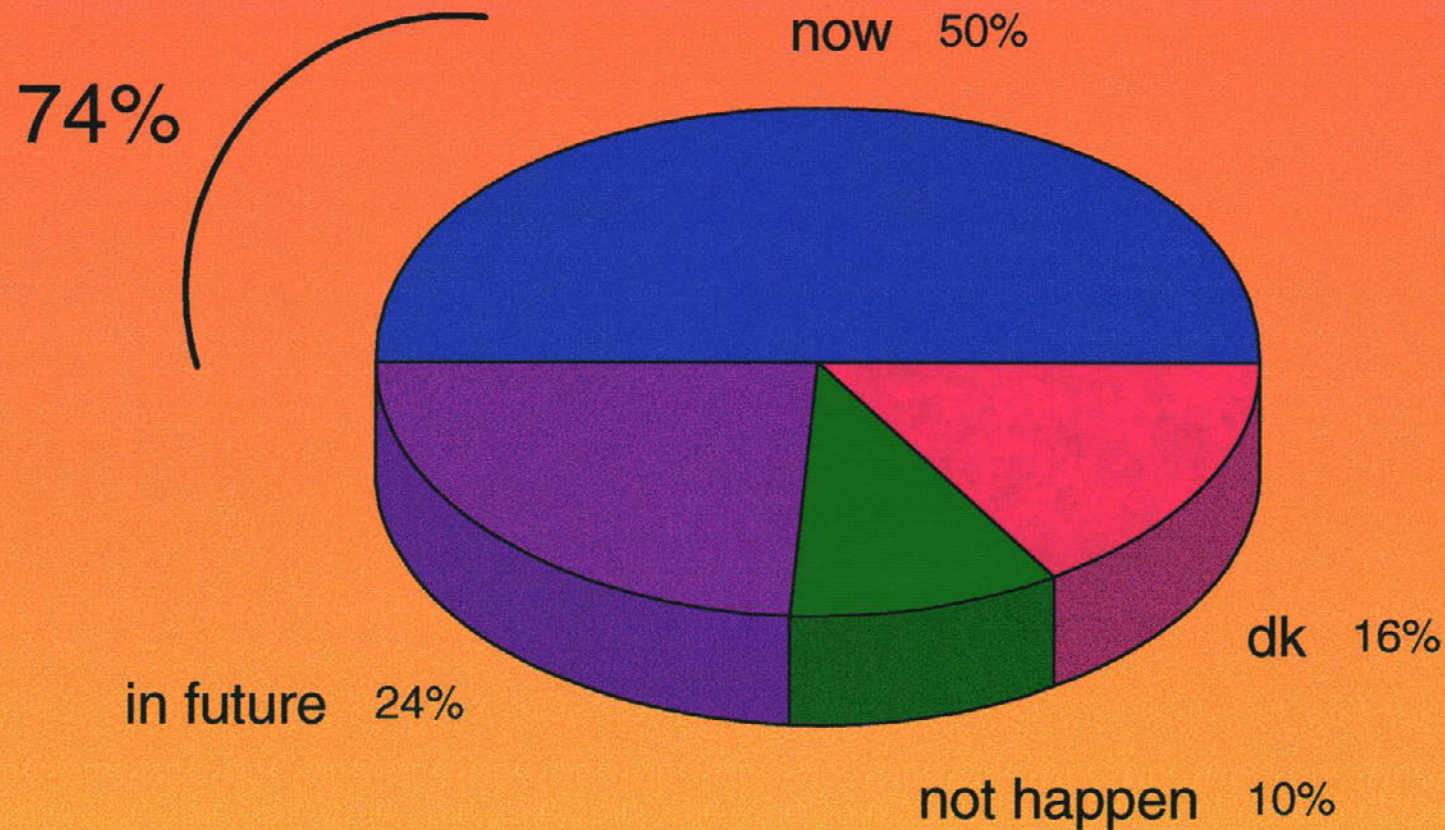


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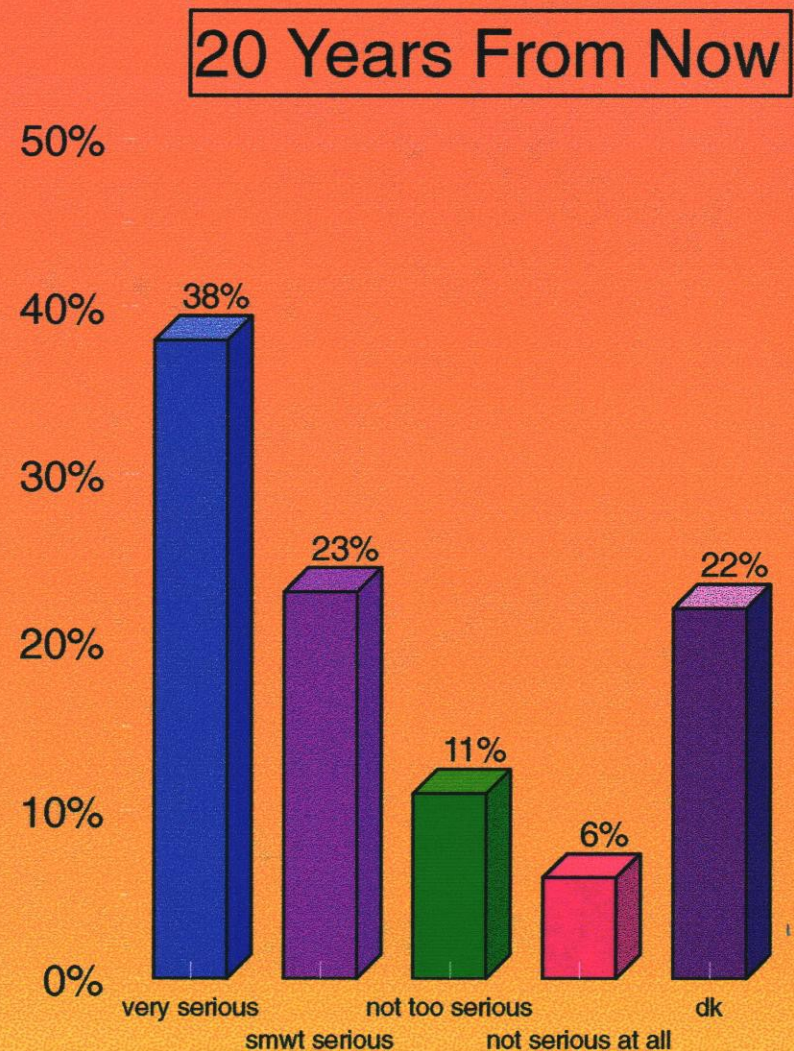
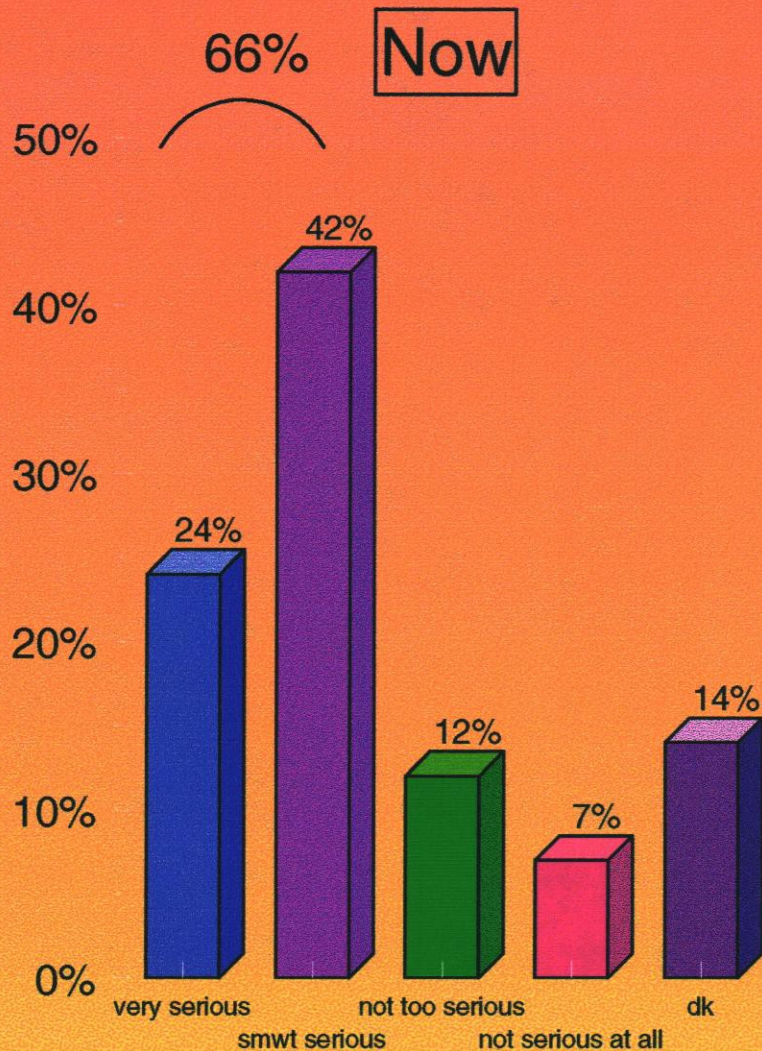
Voters Believe Global Warming Is Either Happening Now, Or Will Happen In The Future

Do you think that global warming is an environmental problem that is happening now, do you think that global warming will happen in the future, or do you think that global warming will not happen?



Two Thirds See Global Warming As A Serious Threat Now, And They Believe The Problem Is Likely To Get Worse

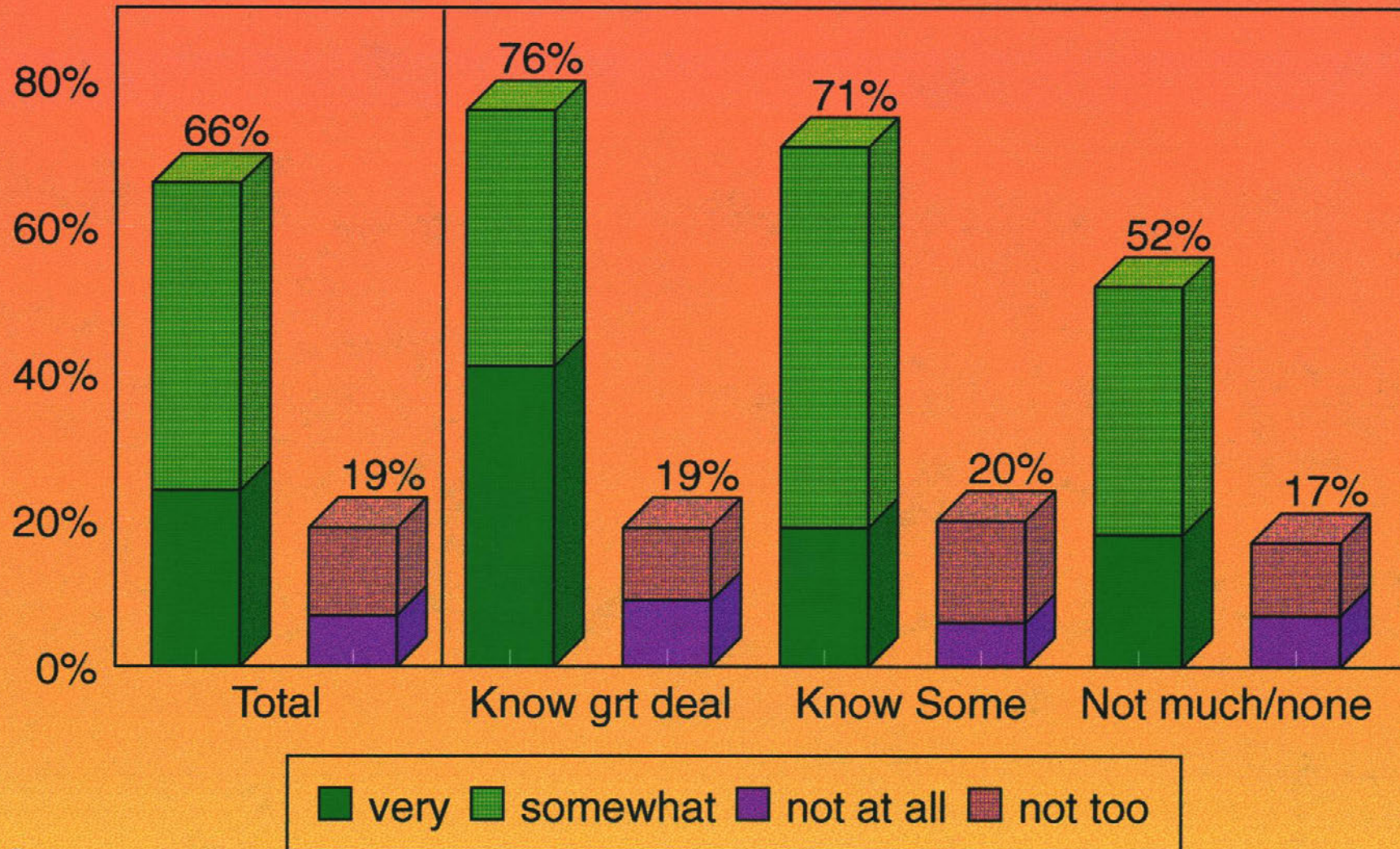
How serious a threat do you think global warming is?



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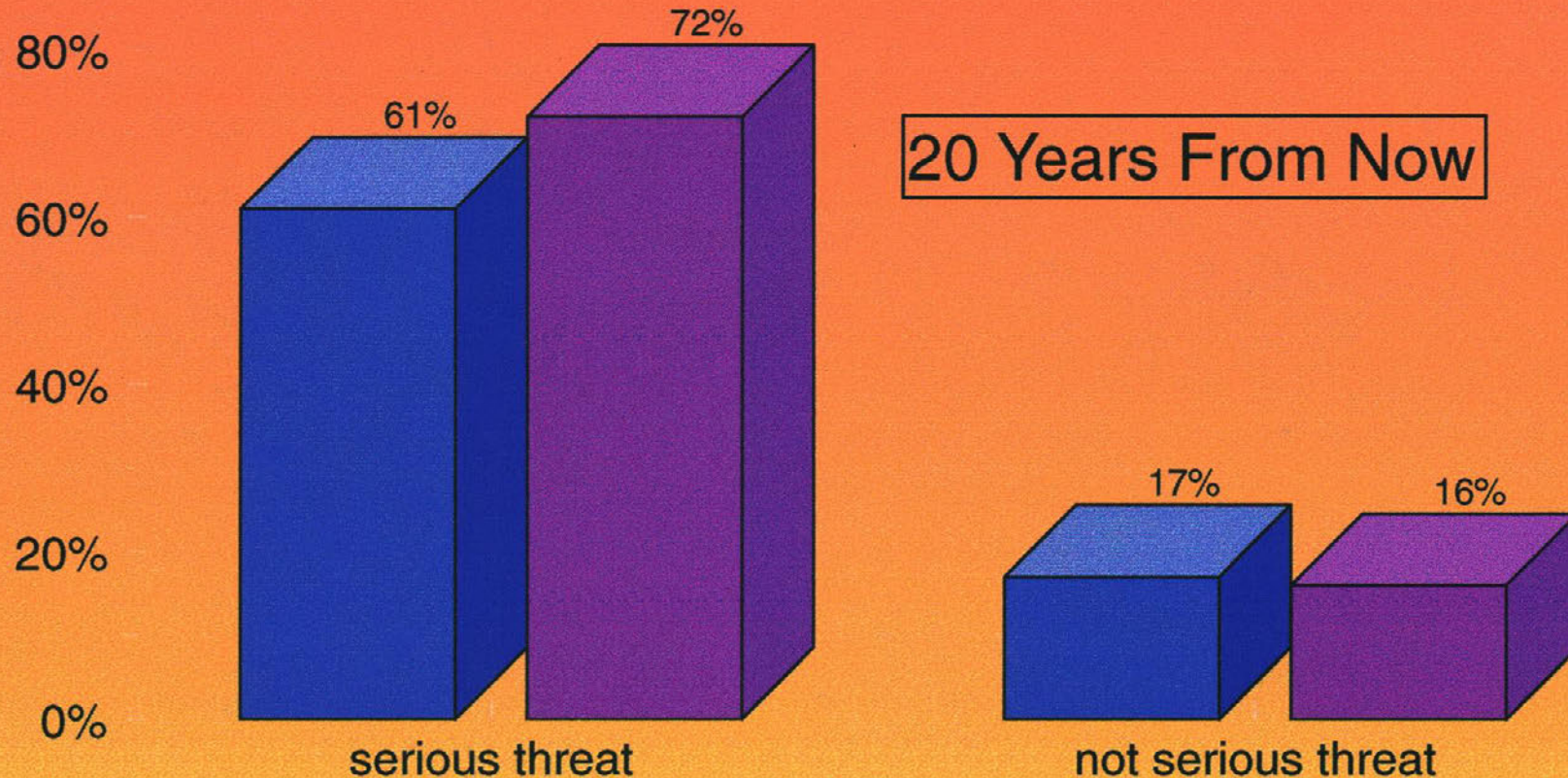
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The More People Know About The Problem, The More Serious They Think It Is



When Given Information About Global Warming, Voters Are More Likely To Predict Serious Problems In The Future

When cars, electric utilities and some other industries burn oil, coal and gasoline, they release carbon dioxide ... into the atmosphere ... They say this makes the world hotter and increases the chances of all kinds of extreme weather



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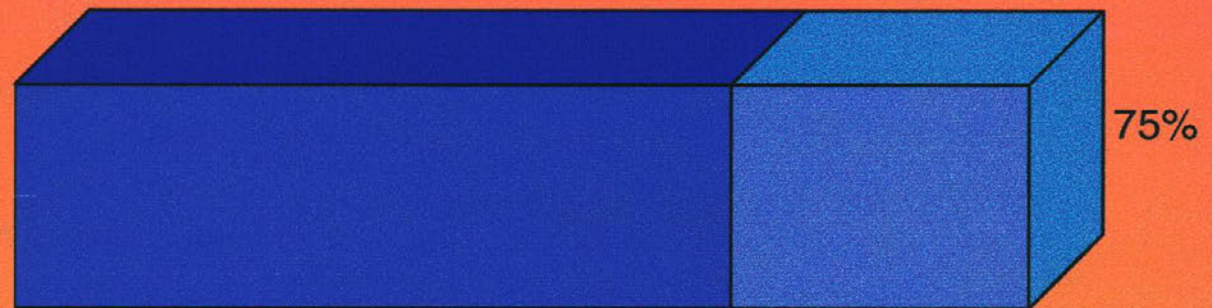
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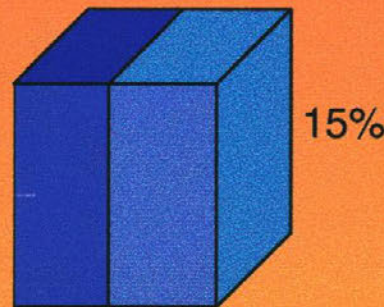
They Believe That Scientists Who Deny Global Warming Are Tools Of Big Business

With whom do you agree more?

*Most scientists agree that global warming is real and happening ...
The only scientists who do not are paid by big oil, coal and gas cos*



*Scientists disagree among themselves that global warming is happening ...
They say there is no real evidence that carbon dioxide emissions are causing global warming.*



0% 20% 40% 60% 80%

■ strongly ■ not so str



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Focus Group Respondents Liked Them To "Tobacco Industry Scientists" Who Are Bought Off By Industry

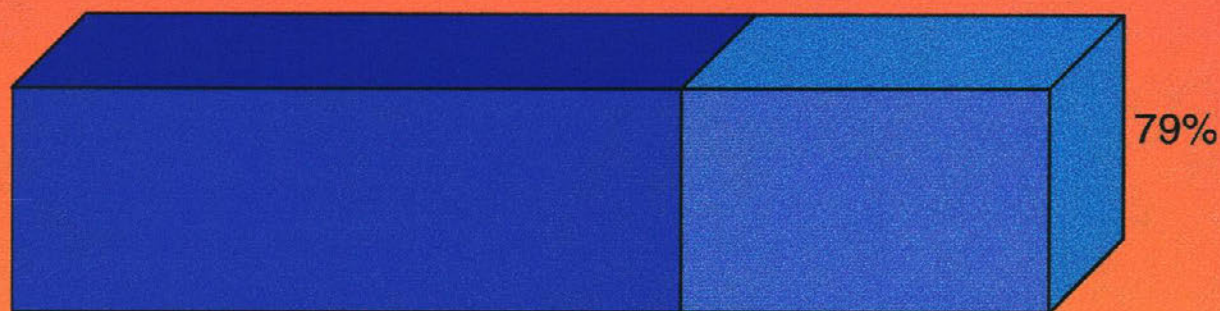
- ✗ Whether or not industry scientists are trusted or not, you have to look at the tobacco industry and see how they've distorted -- the simple but wrong arguments distorted. Because the data is out there about smoking and cancer. All you have to do is extrapolate that in any industry and understand that you can't trust their scientists. (St. Louis male WWF member)
- ✗ I think when you target a scientist, that's such a big word, that you'd have to kind of take a look at what sort of scientist we're talking about. And in many cases sometimes the other side -- the adverse opinion is represented by scientists who have some association with industry. (St. Louis male member)
- ✗ I don't think this is exaggerated at all. I think the people who are saying it isn't really a problem are usually working for some big company that's polluting the place. When you take [regular scientists], they believe in global warming. They believe that there's a change and I think regular scientists are saying this and I think we should heed it. (Pasadena swing female)
- ✗ Like the tobacco scientists. (St. Louis swing male)



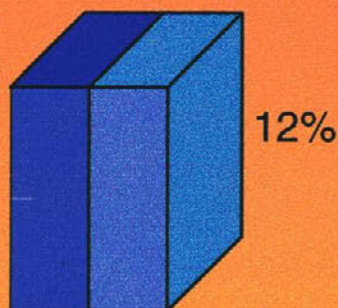
Even Those Who Work In Oil, Chemical And Gas Industries Do Not Believe Scientists Employed By Their Industry

among those whose income depends on auto/oil/chemical industry

*Most scientists agree that global warming is real and happening ...
The only scientists who do not are paid by big oil, coal and gas co's*



*Scientists disagree among themselves that global warming is happening ...
They say there is no real evidence that carbon dioxide emissions are causing global warming.*



0% 20% 40% 60% 80%

■ strongly ■ not so str

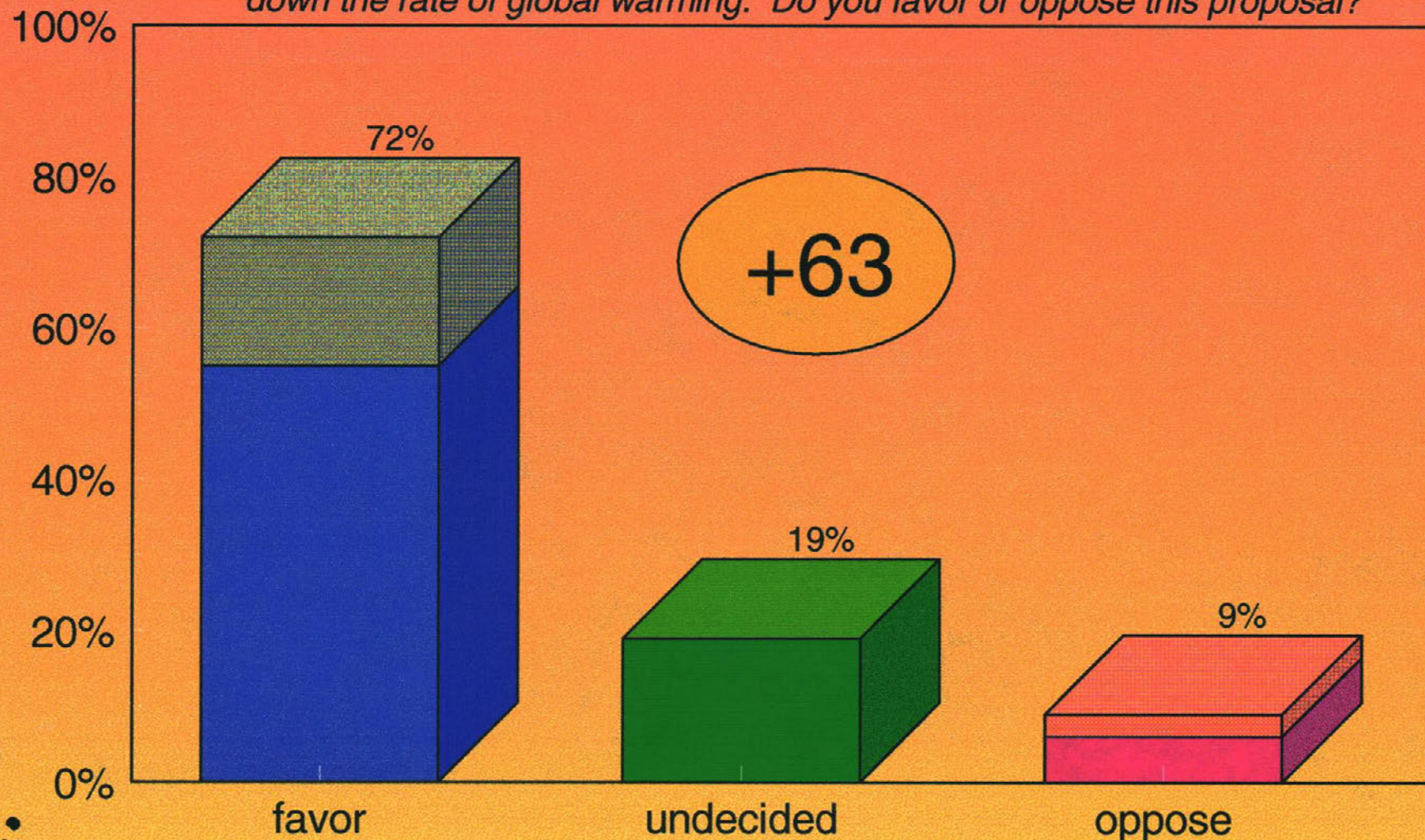


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Overwhelming Numbers Support An International Agreement To Reduce Carbon Dioxide Emissions By 20 Percent By 2005

It has been proposed that the nations of the world agree to reduce their CO2 emissions by 20% by the year 2005 in order to significantly slow down the rate of global warming. Do you favor or oppose this proposal?



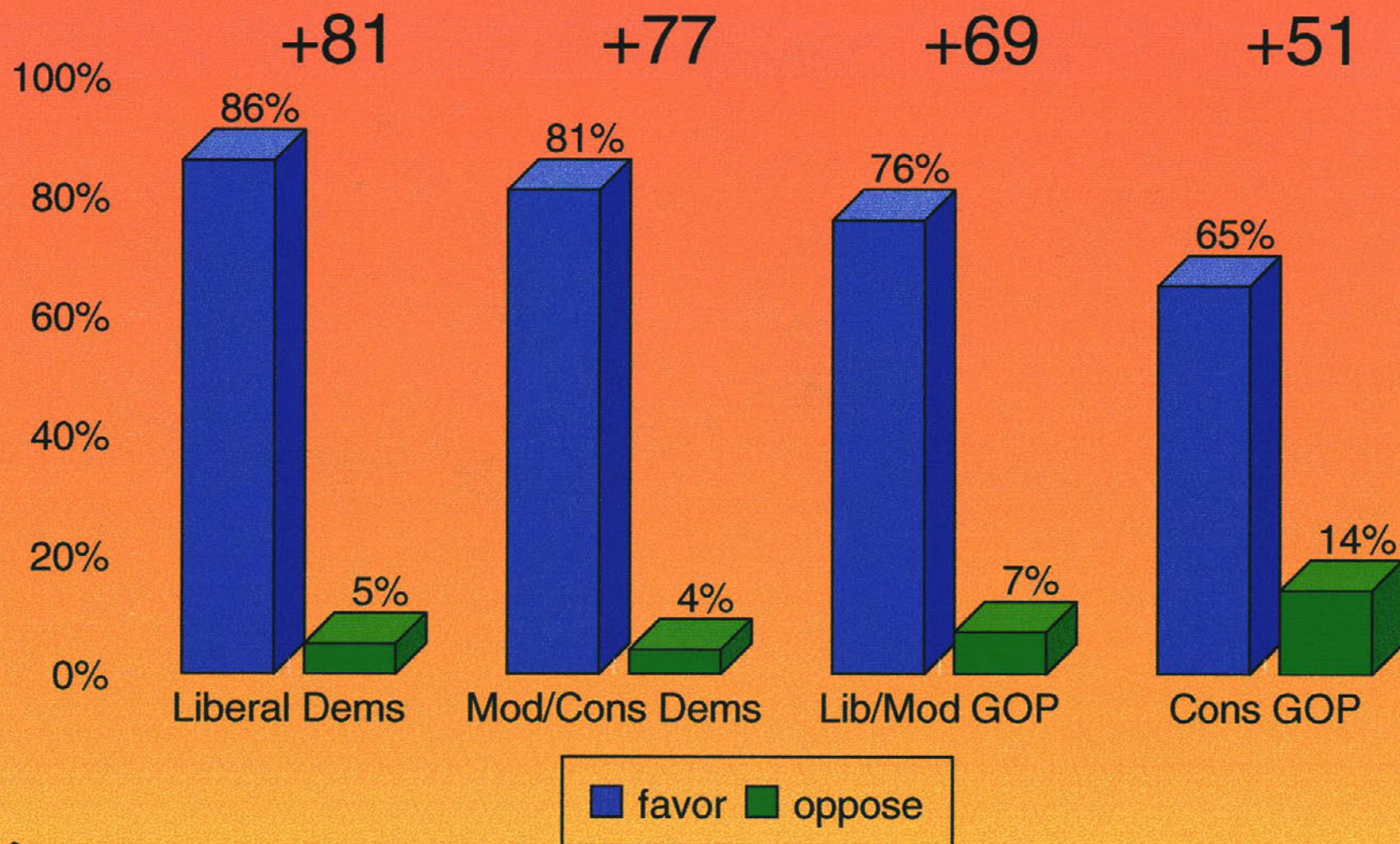
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(darker shade=stronger intensity)

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Support For Such An Agreement Cuts Across Partisan And Ideological Lines

Two Thirds Of Conservative Republicans Support This Proposal

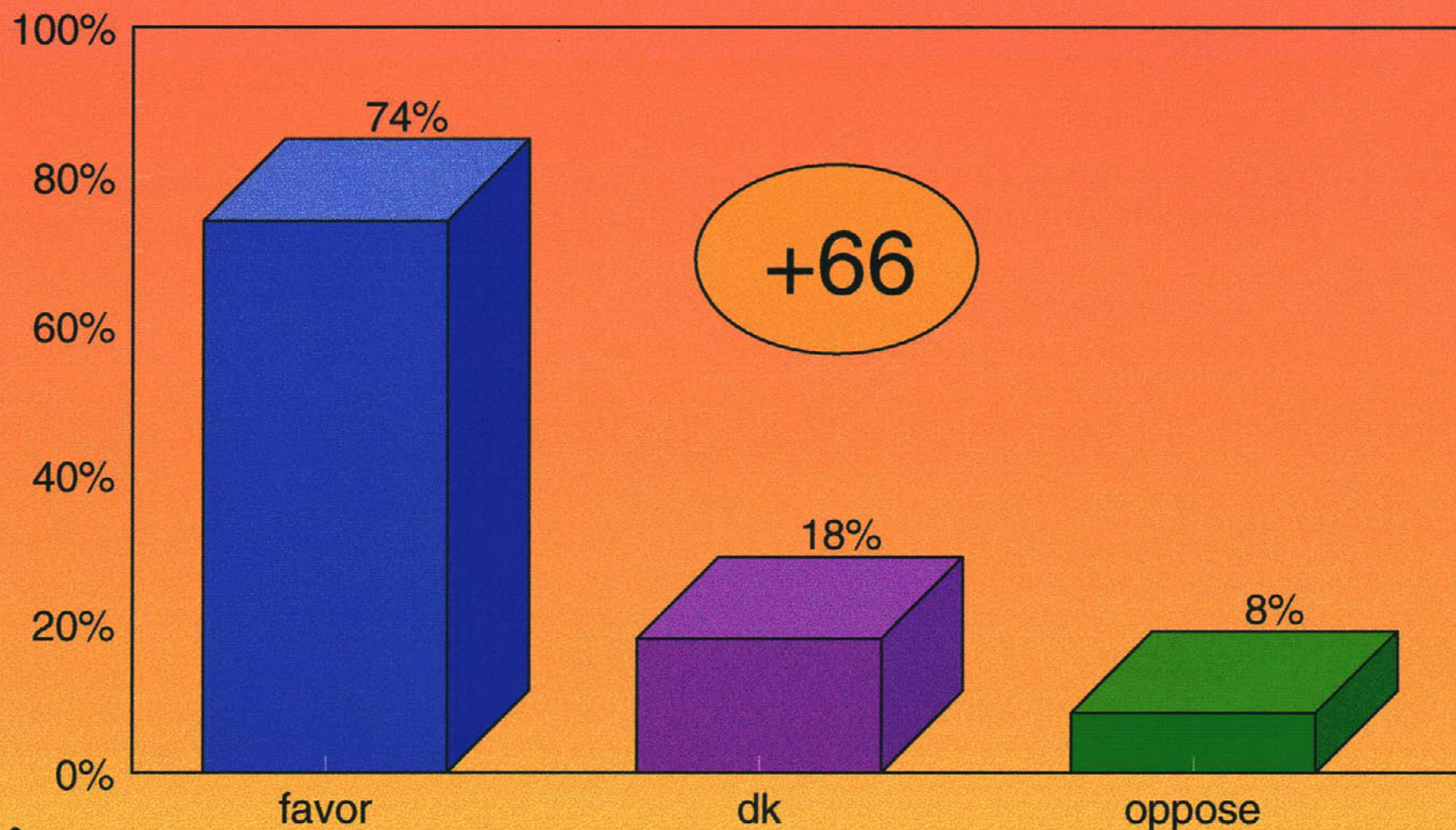


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Even Employees Of Affected Businesses Support International Reductions

among those whose income depends on auto/oil/chemical industry

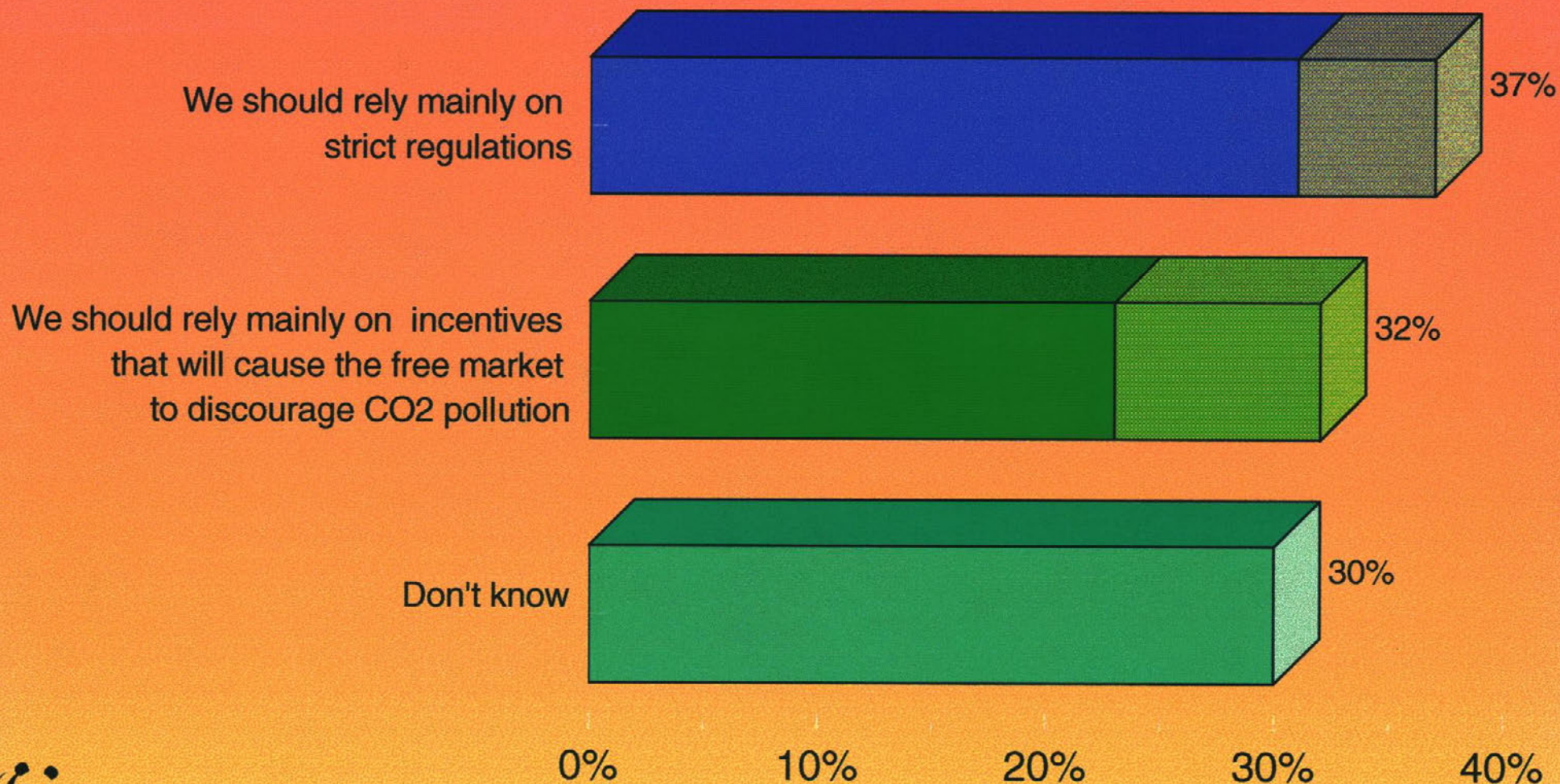


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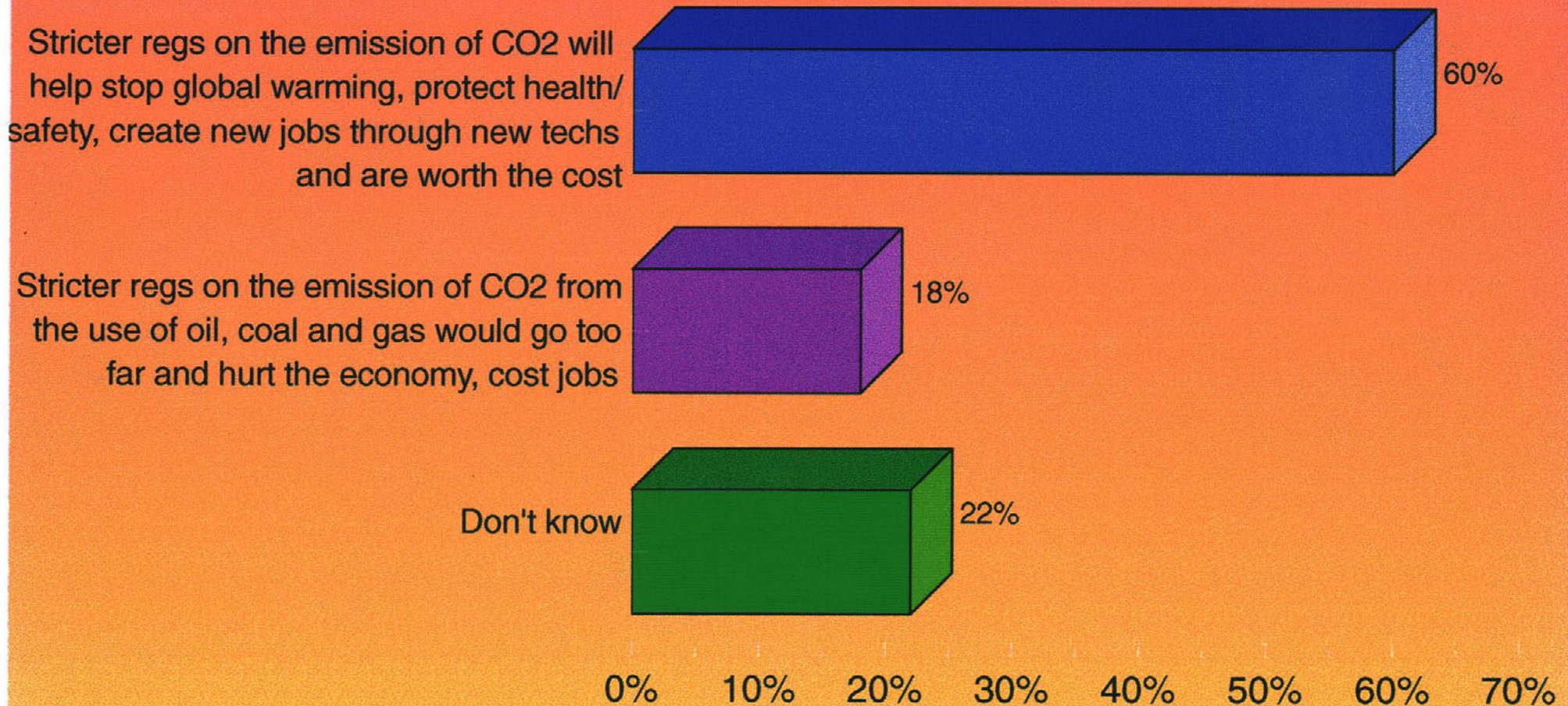
Voters Are Split On Whether Reductions Should Be Achieved Through Regulation Or Market Mechanisms

Which comes closest to your own view?



They Reject The Notion That Placing Stricter Regulations On CO2 Emissions Will Harm The Economy

Which of the following statements comes closest to your point of view?



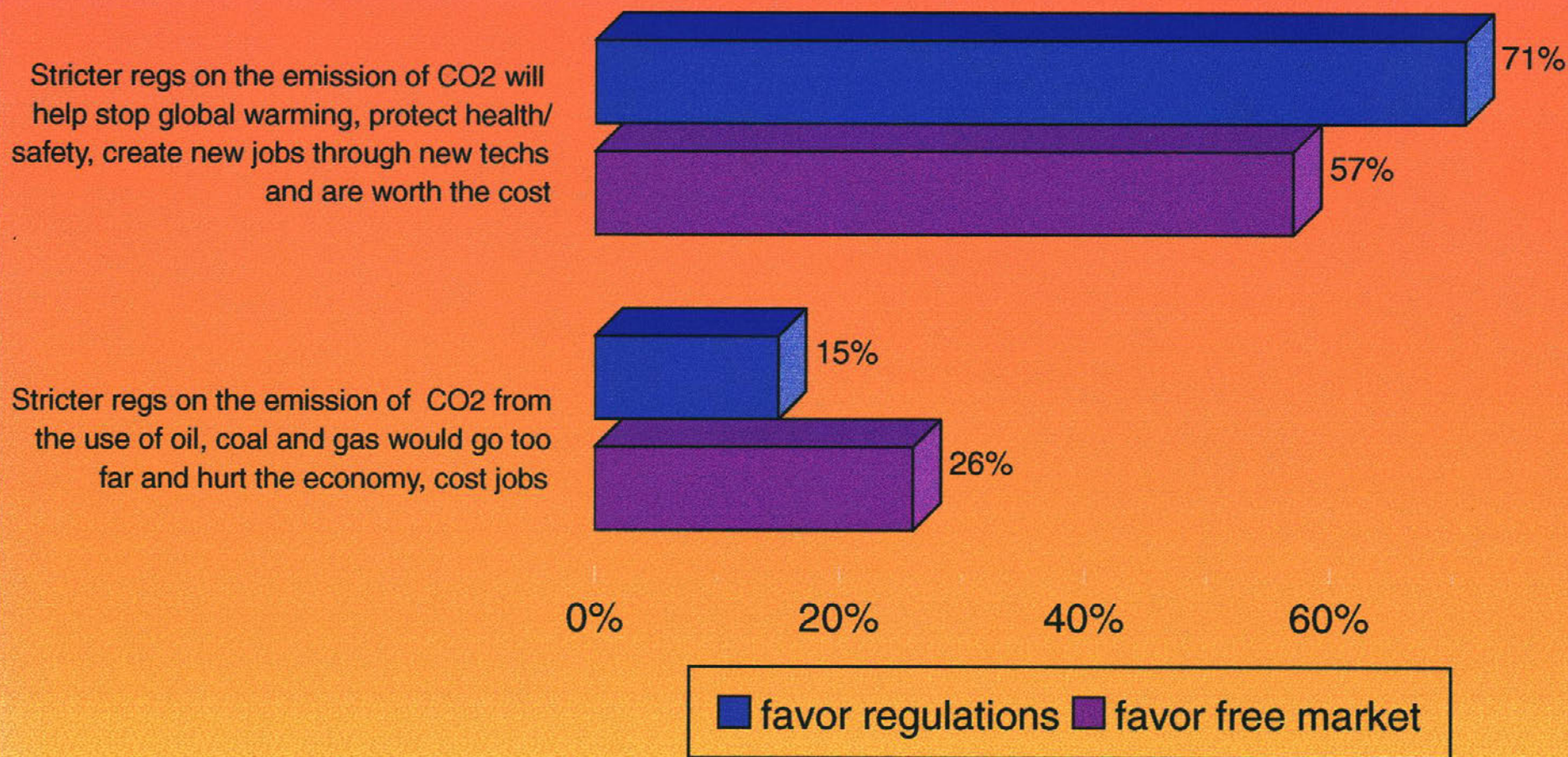
Participants Describe The Economy As Highly Adaptable

- Sure there will be jobs lost in mining coal and doing all the other things, but there will be new jobs created because we are not going to freeze to death ... (St. Louis swing male)
- I just want to make one more comment on the economy. Obviously the greenhouse effect will help people in the mildew removing business quite a bit, because there will be a lot more mildew. Seriously, we have things that we have to take care of, and there will be new economic issues out there for us to develop things to take care of. (Miami swing male)
- But we talked about a minute ago, the adaptation, jobs disappear and new jobs appear. (St. Louis male activist)
- To me it's like whatever jobs get taken away are usually created somewhere else. I mean the jobs are being lost, [but] you have to find other alternative energy sources. So it isn't really a compelling argument for me. (Boston young male activist)
- I think there are also going to be solution industries. That always happens. (Boston young female activist)



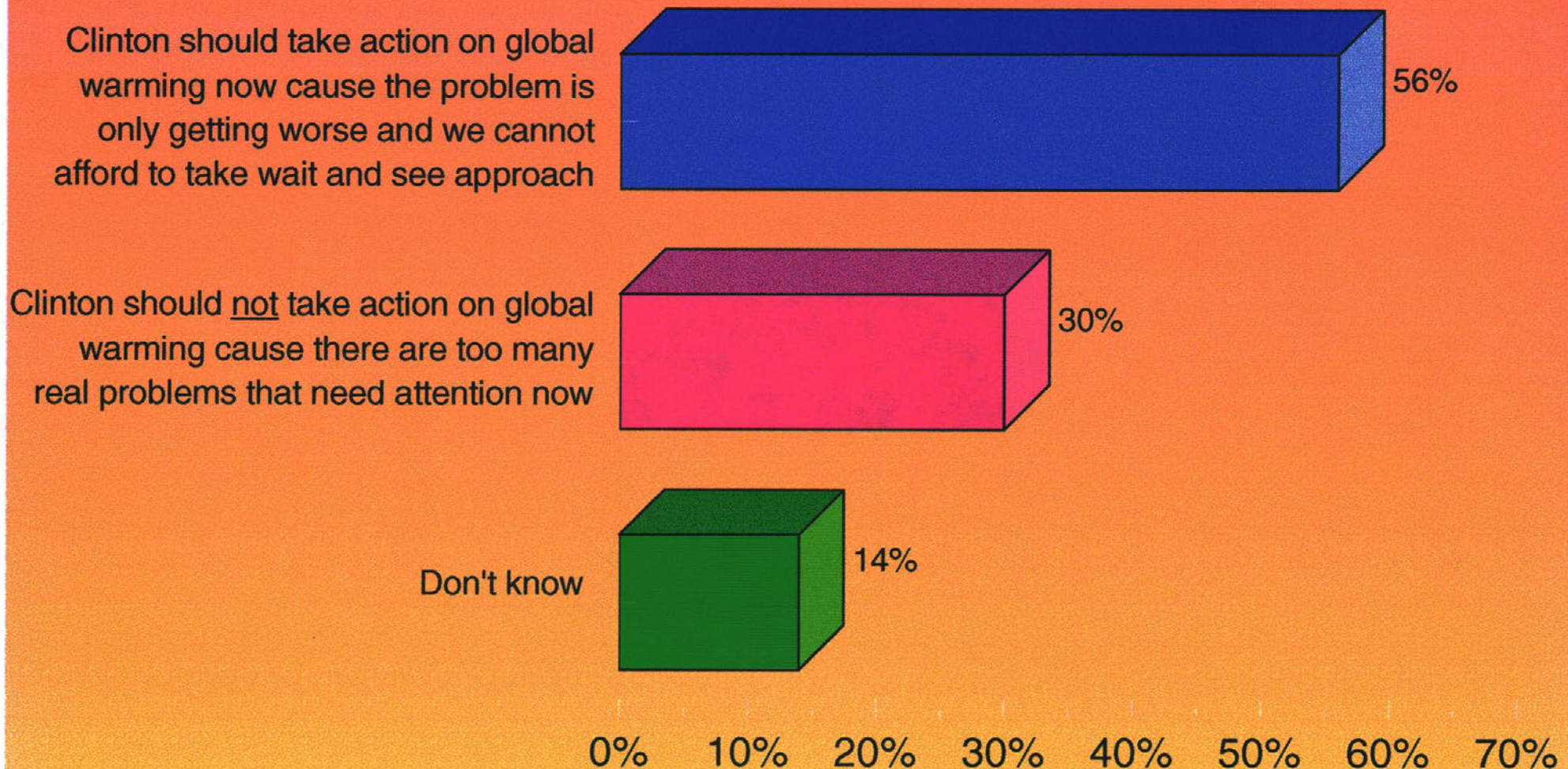
Even Those Who Favor Free Market Incentives Over Regulations Believe Regulations Will Not Adversely Impact The Economy

Which of the following statements comes closest to your point of view?

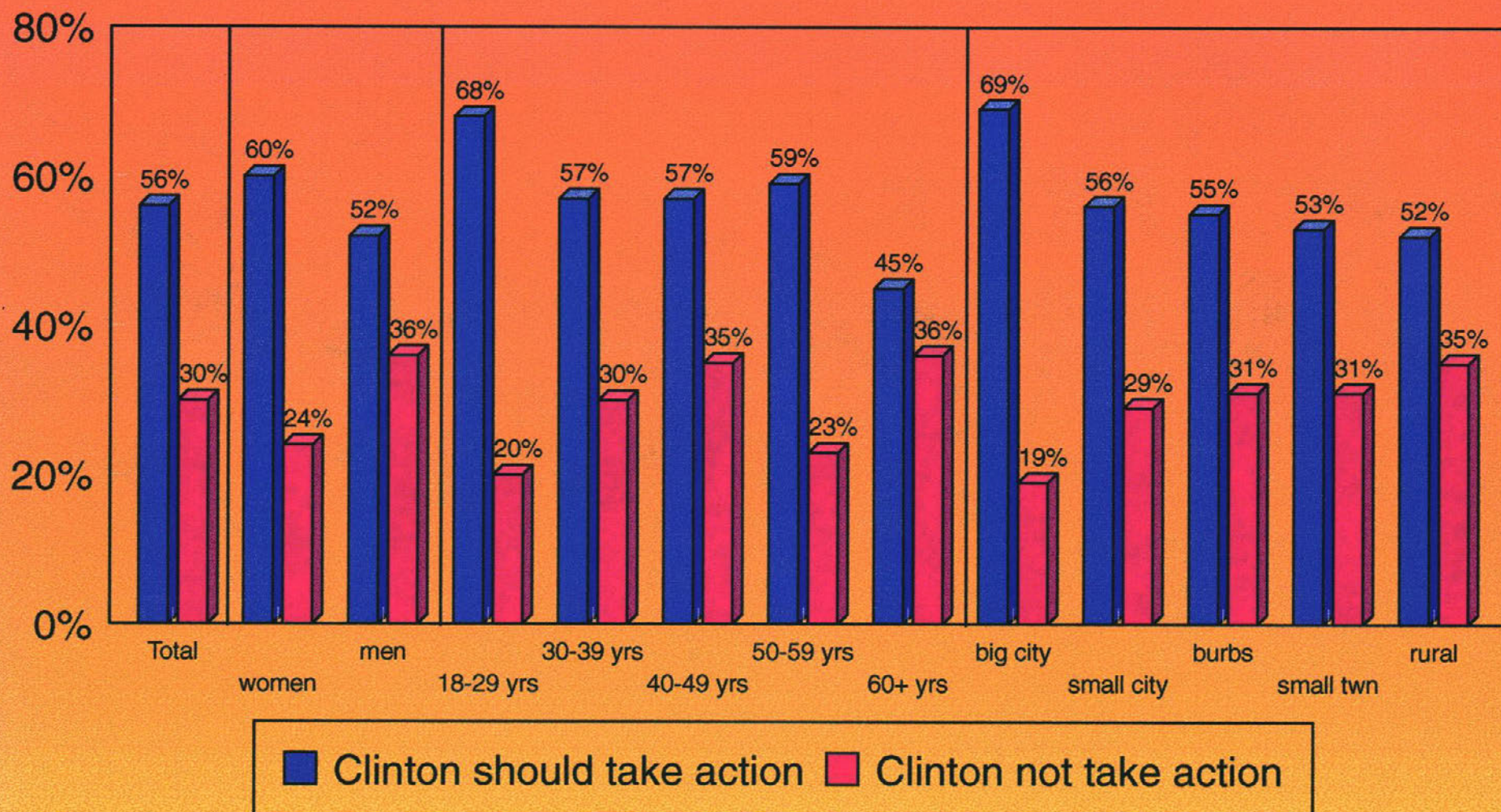


A Majority Feel Global Warming Should Be A Priority For President Clinton And That He Should Act Immediately

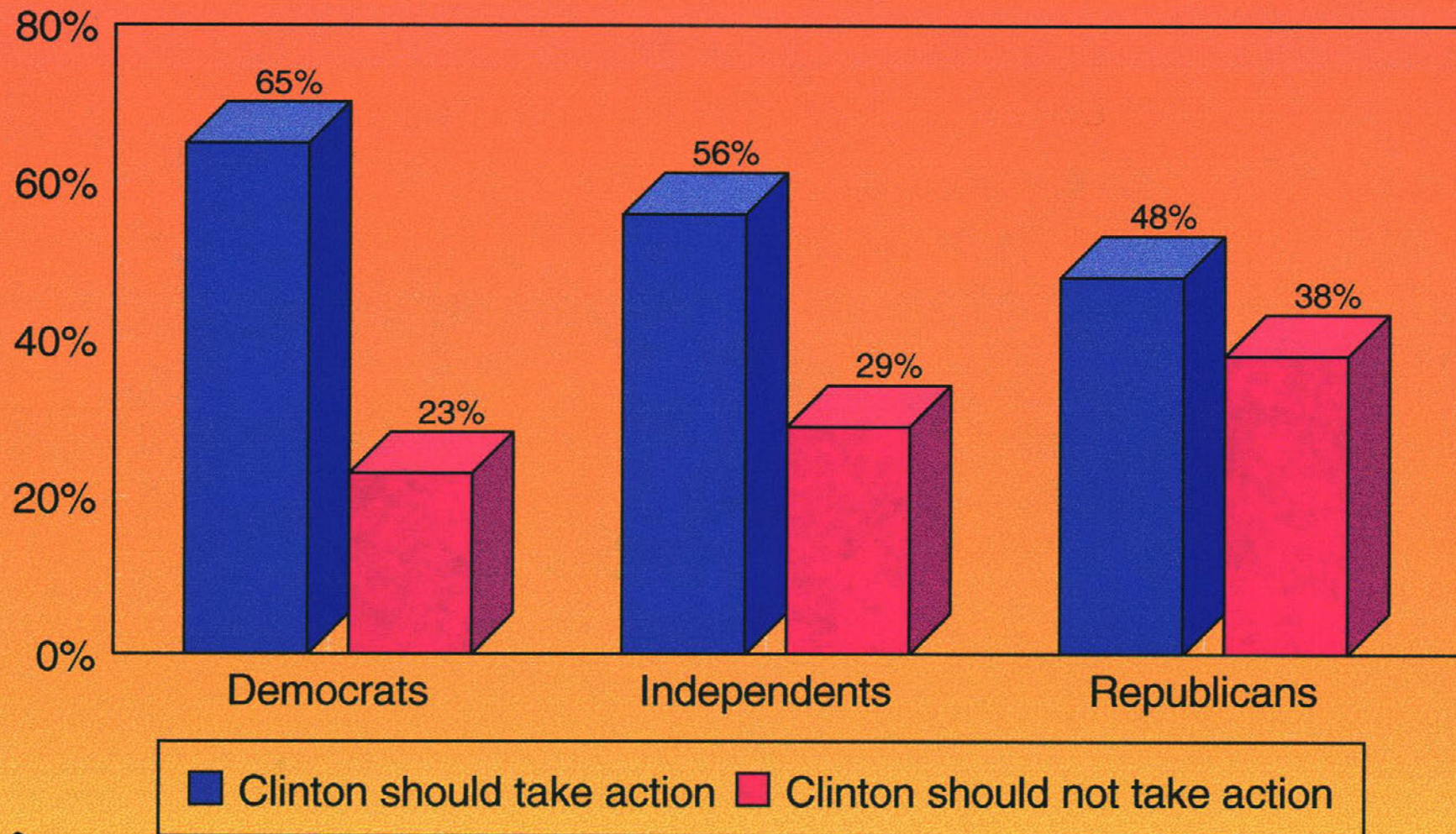
With comes closest to your own view?



Women, Younger Voters And Big City Dwellers Are More Likely To See This As A Priority For The Administration



A Plurality Of Republicans Believe That Clinton Should Take Action



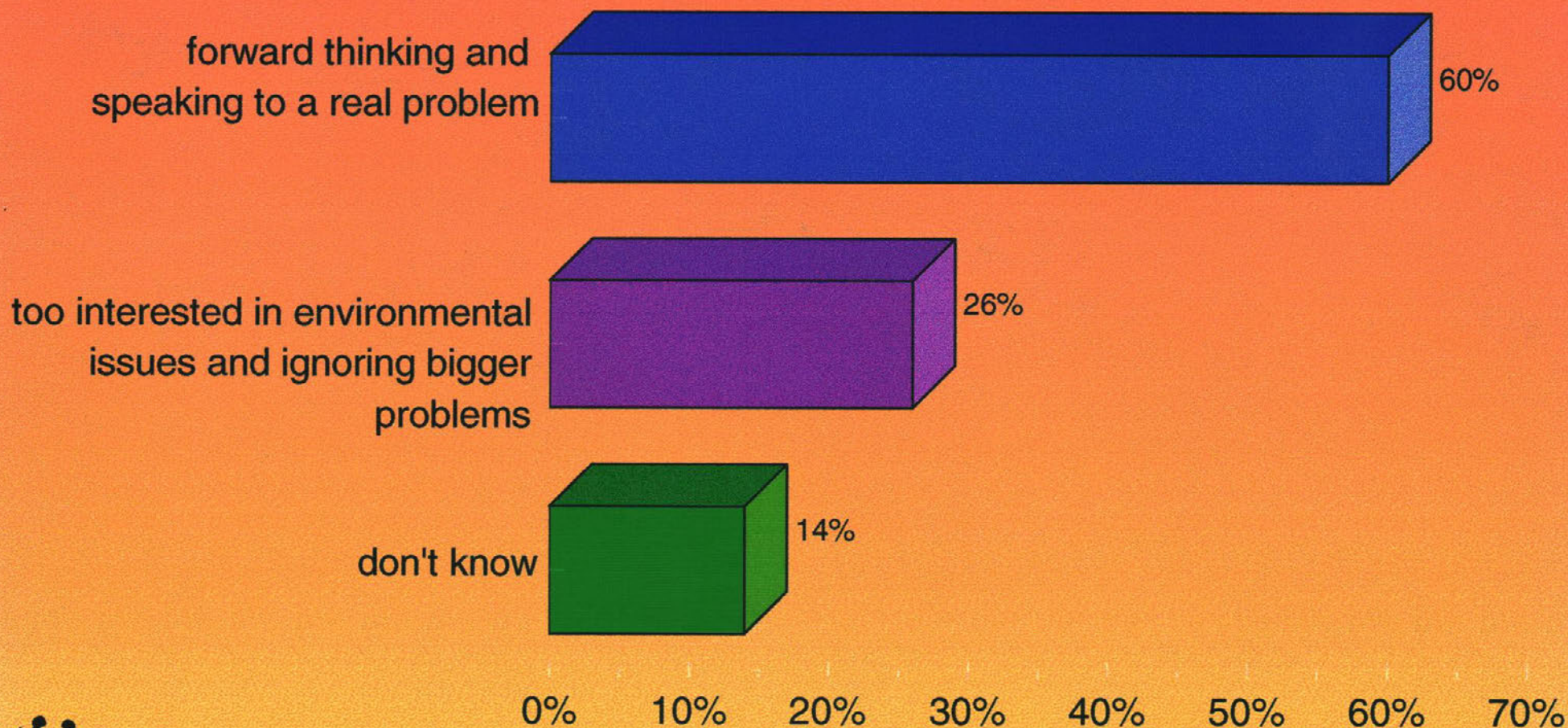
Focus Group Respondents Described Such A Politician As Brave And Not Politically Motivated

- + I don't think it's an election issue. I think a politician who talks about that is more sincere, because it's not an election issue that's going to get him a lot of votes. (California swing male)
- + It would say to me that this is a good politician. He's giving us a warning and informing us. He's doing his job. (California swing female)
- + It would truly be a gutsy move on the part of a politician to do so, and I would definitely give them a lot of credence. (Boston swing male)
- + I'd think he'd be forward thinking ... I like the issue, that he considers going this way rather than go to Corporate America. (Miami swing female)
- + I think he'd be a brave man. (Miami swing female)
- + Actually years ago I think we would have thought he was a nutcase ... today it's different. We truly would listen. (Boston swing male)
- + We already have [had a politician speak out on global warming]. Al Gore wrote a book about it and they laughed at him for doing it. They aren't laughing at him now. (Miami swing female)



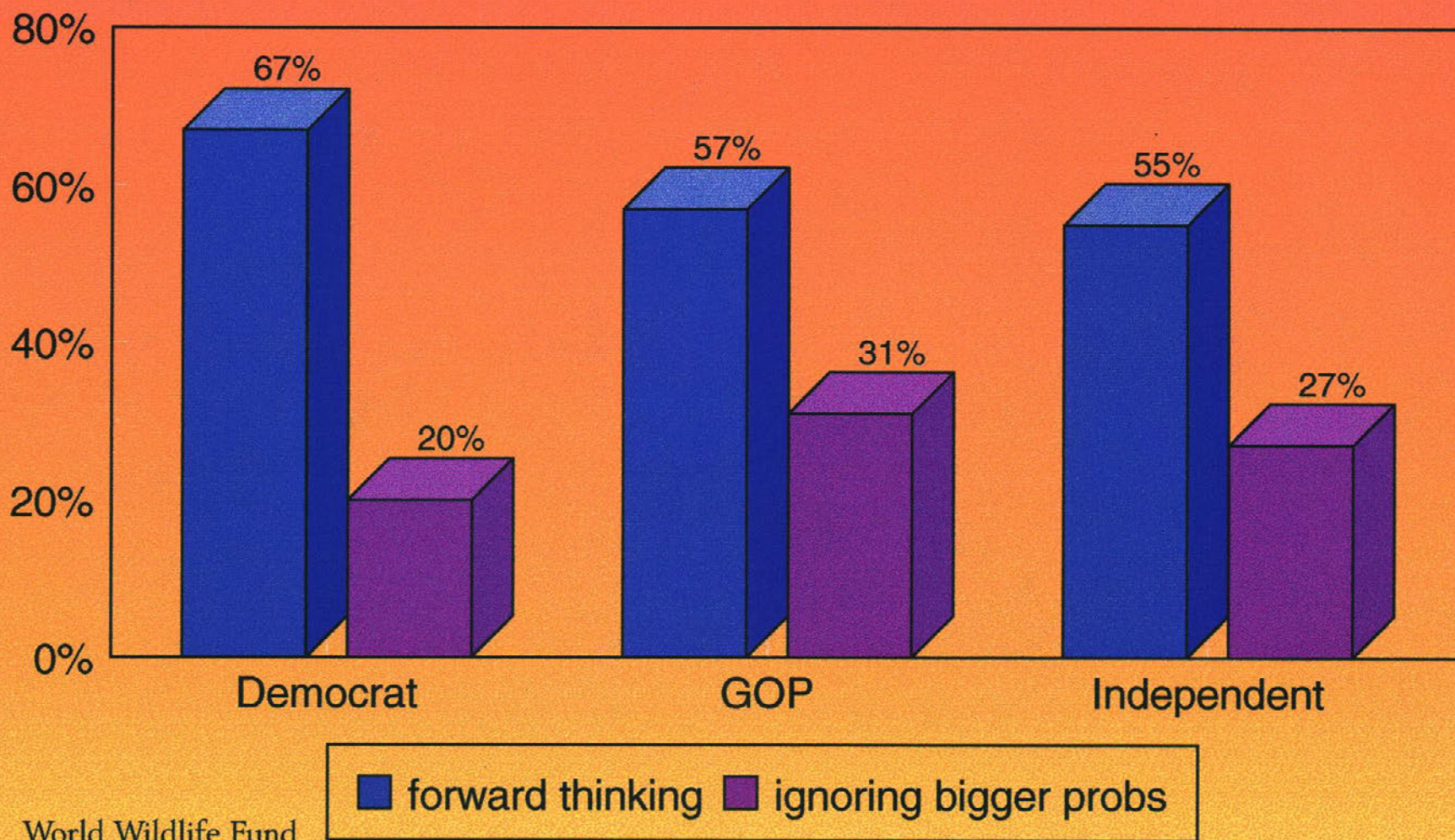
A Candidate Who Takes A Stand On Climate Change Is Viewed As Forward Thinking

If a candidate for political office spoke out in support of reducing the threat of global warming, would you think he was:



Agreement With This Point Of View Cuts Across Party Lines

If a candidate for political office spoke out in support of reducing the threat of global warming, would you think he was forward-thinking/speaking to a real problem, or would you think he was too interested in environmental issues/ignoring bigger problems?

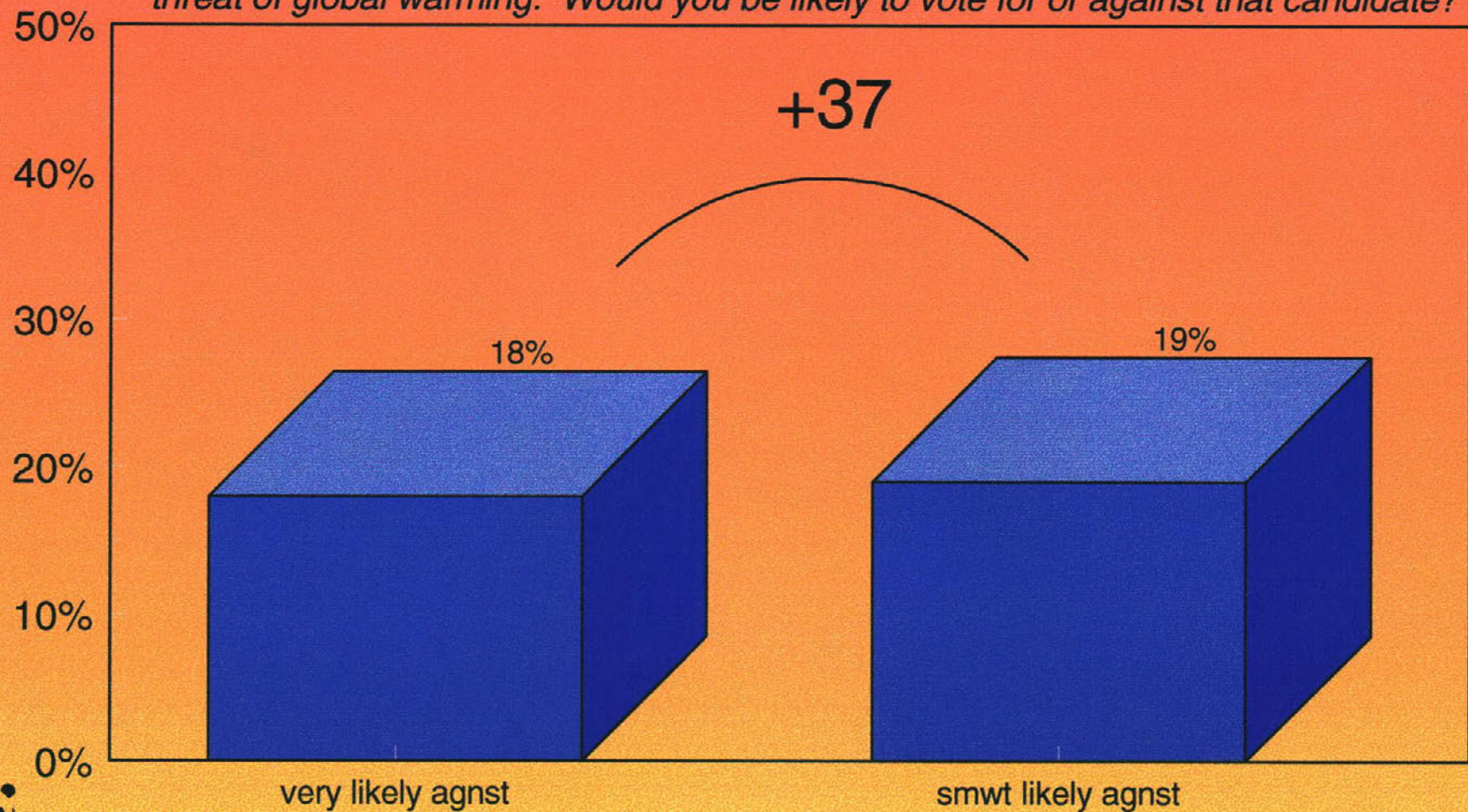


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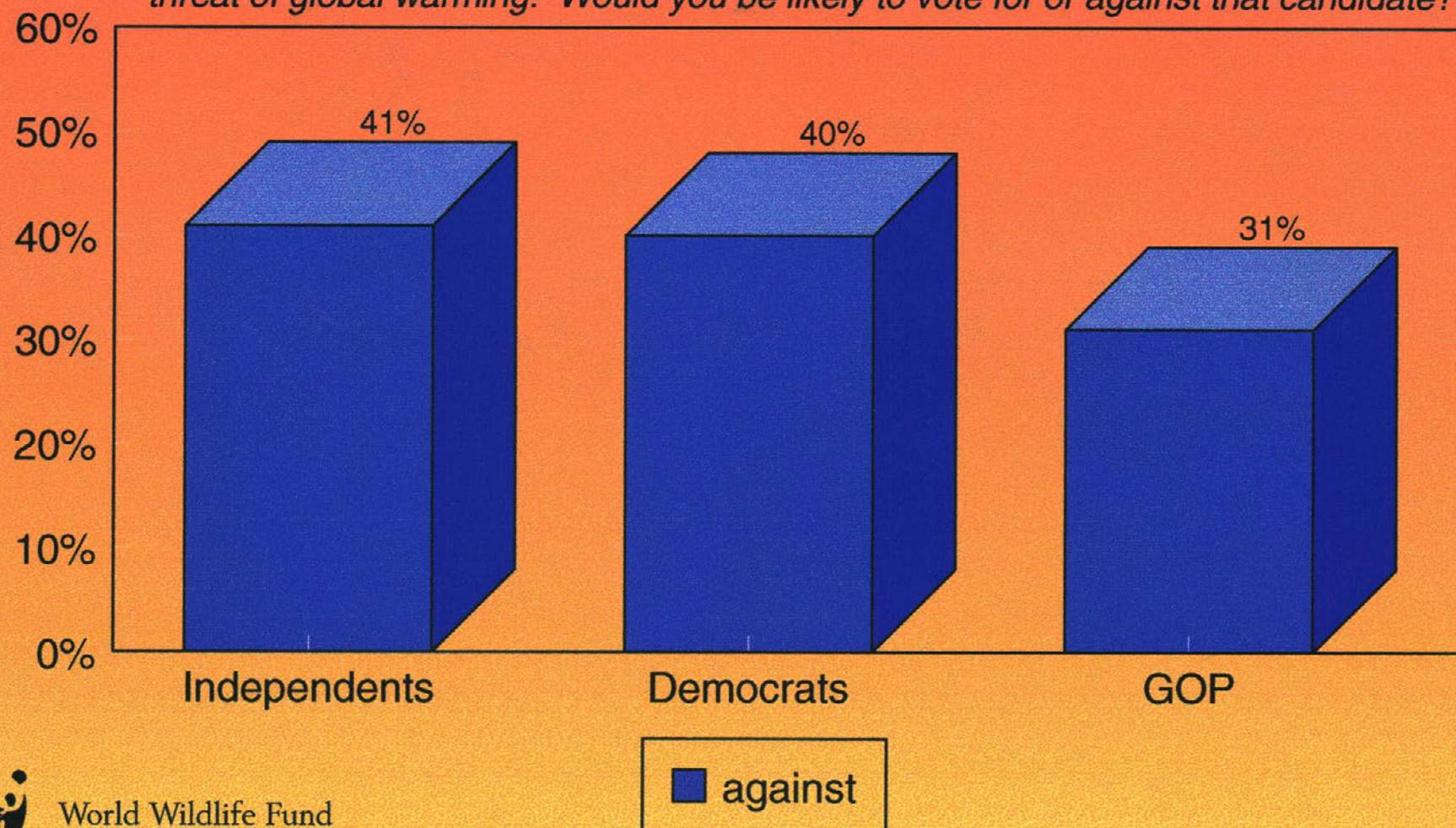
Almost One Fifth Say They Are "Very Likely" To Vote Against A Candidate Solely On His Opposition To Addressing The Global Warming Problem

Let's say you agreed with a particular candidate on most issues and were of the same political party, however, that candidate voted against efforts to reduce the threat of global warming. Would you be likely to vote for or against that candidate?



A Plurality Of Independents And Democrats, Along With A Third Of Republicans, Would Cast Their Vote Against Such A Candidate

Let's say you agreed with a particular candidate on most issues and were of the same political party, however, that candidate voted against efforts to reduce the threat of global warming. Would you be likely to vote for or against that candidate?



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Voters Think The Technology Already Exists To Address Global Warming, But Believe Big Business Is Preventing It From Reaching Consumers

Which comes closest to your own view?

The technology already exists to solve many global warming problems, but big business is preventing them from reaching consumers because it is more profitable



Solving the problems that cause global warming will mean developing new technology to reduce our use of oil, coal & gas, costing billions of dollars



Don't know



0% 10% 20% 30% 40% 50% 60%

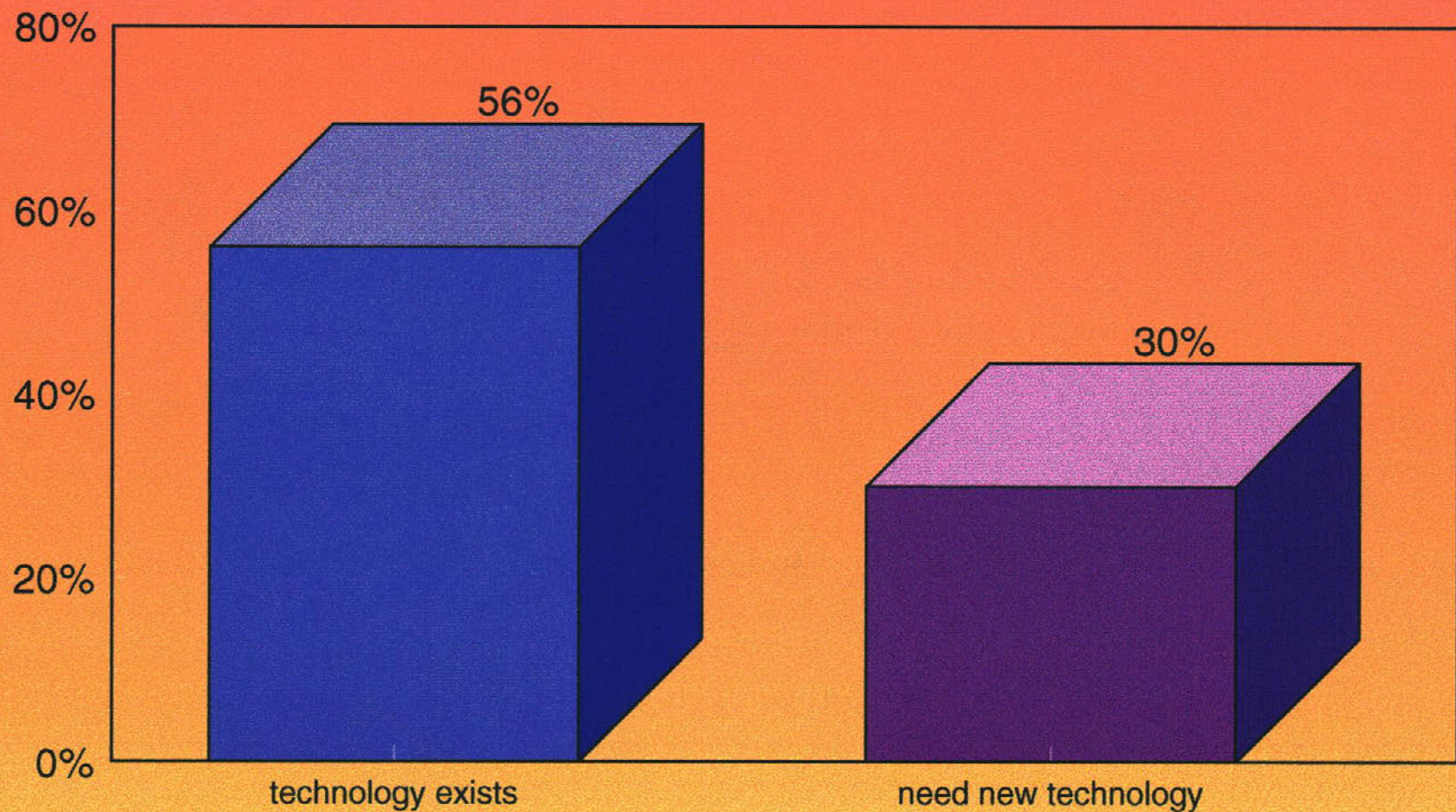


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Those Working In Affected Industries Agree

among those whose income depends on auto/oil/chemical industry



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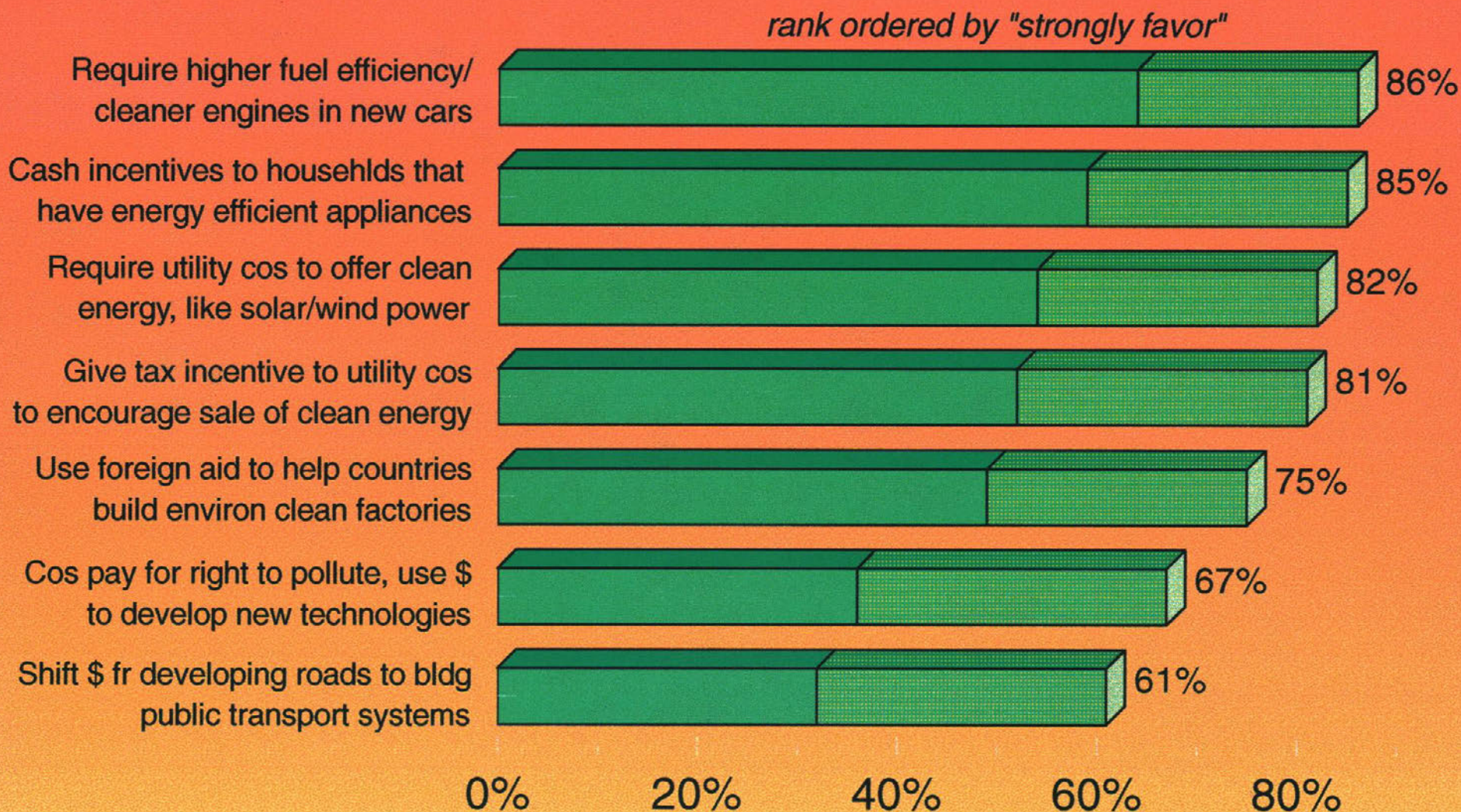
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Discussants Look To Industry To Provide Technological Solutions To Consumers

- I think a great number of these problems can be solved by application of technology. And somehow the technology has to be made financially attractive for people to do it. (Pasadena swing male)
- I think technology can solve all of these problems easily if there's just some way to make them do it. (Pasadena swing male)
- The technology is there for autos to either run on solar or batteries, but they don't prefer to develop it because big companies like Shell or Amoco, they don't want it to happen. It would devastate their ... (St. Louis swing male)
- ... There are patents for cars that don't use gas, and the major car manufacturers have bought those patents and they're sitting on them. You know, so it's like any sort of technological advance that is brought to the table is being thwarted again by major corporations. So how do you fix that problem? That's one of the major things. (Boston young male activist)



Voters Are Most Supportive Of Proposals That Force Companies To Offer Consumers Clean Energy Options

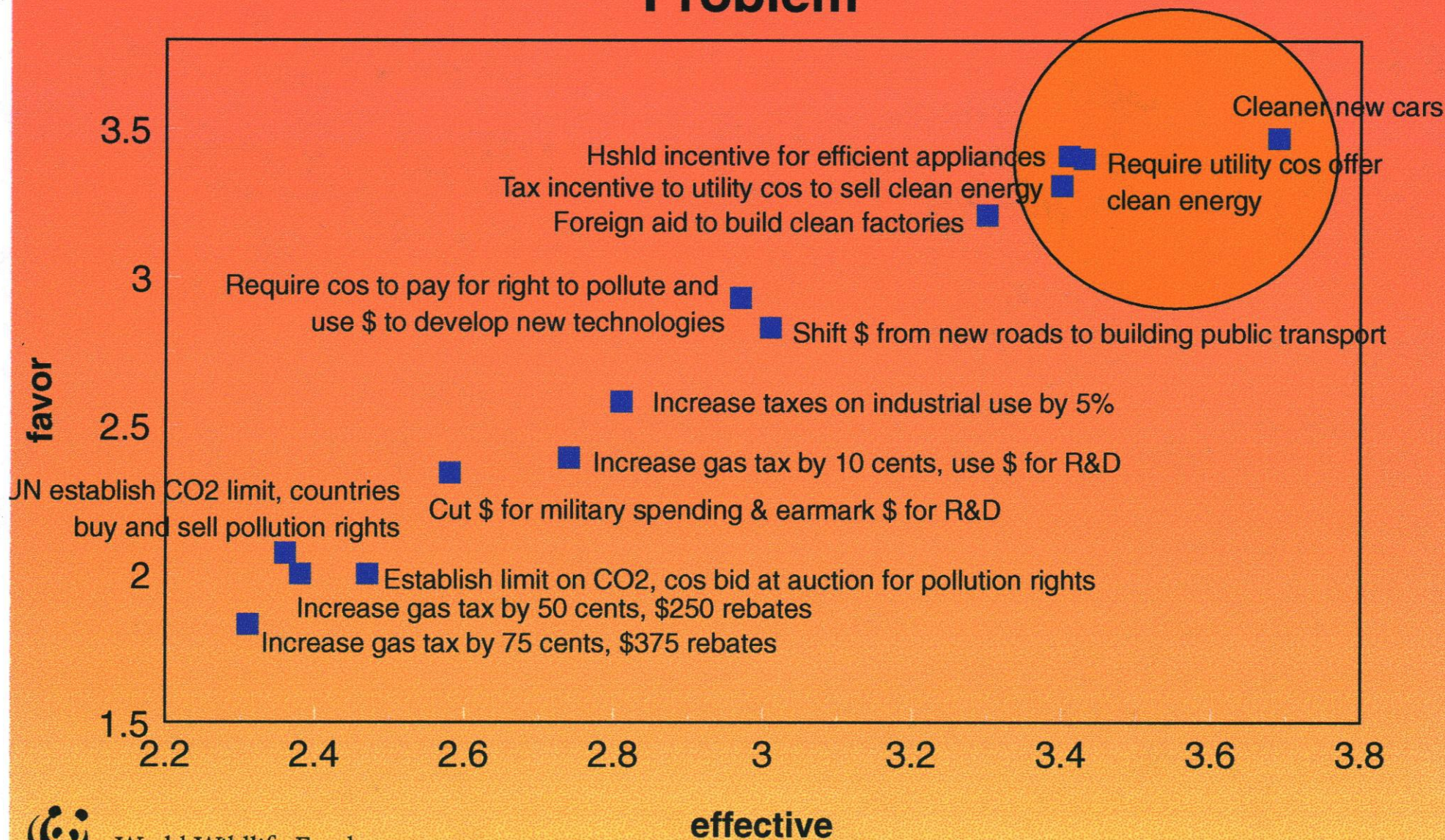


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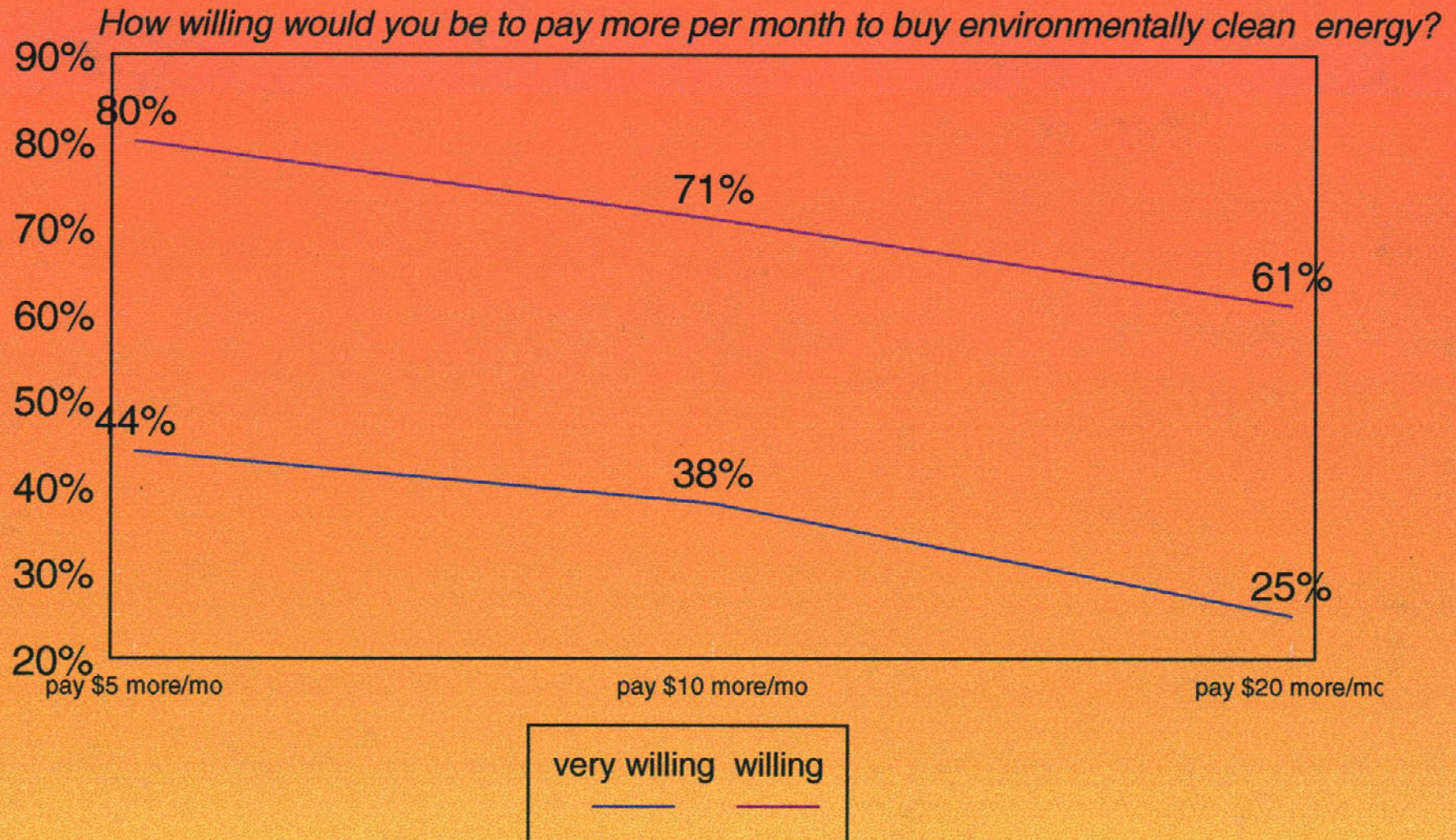
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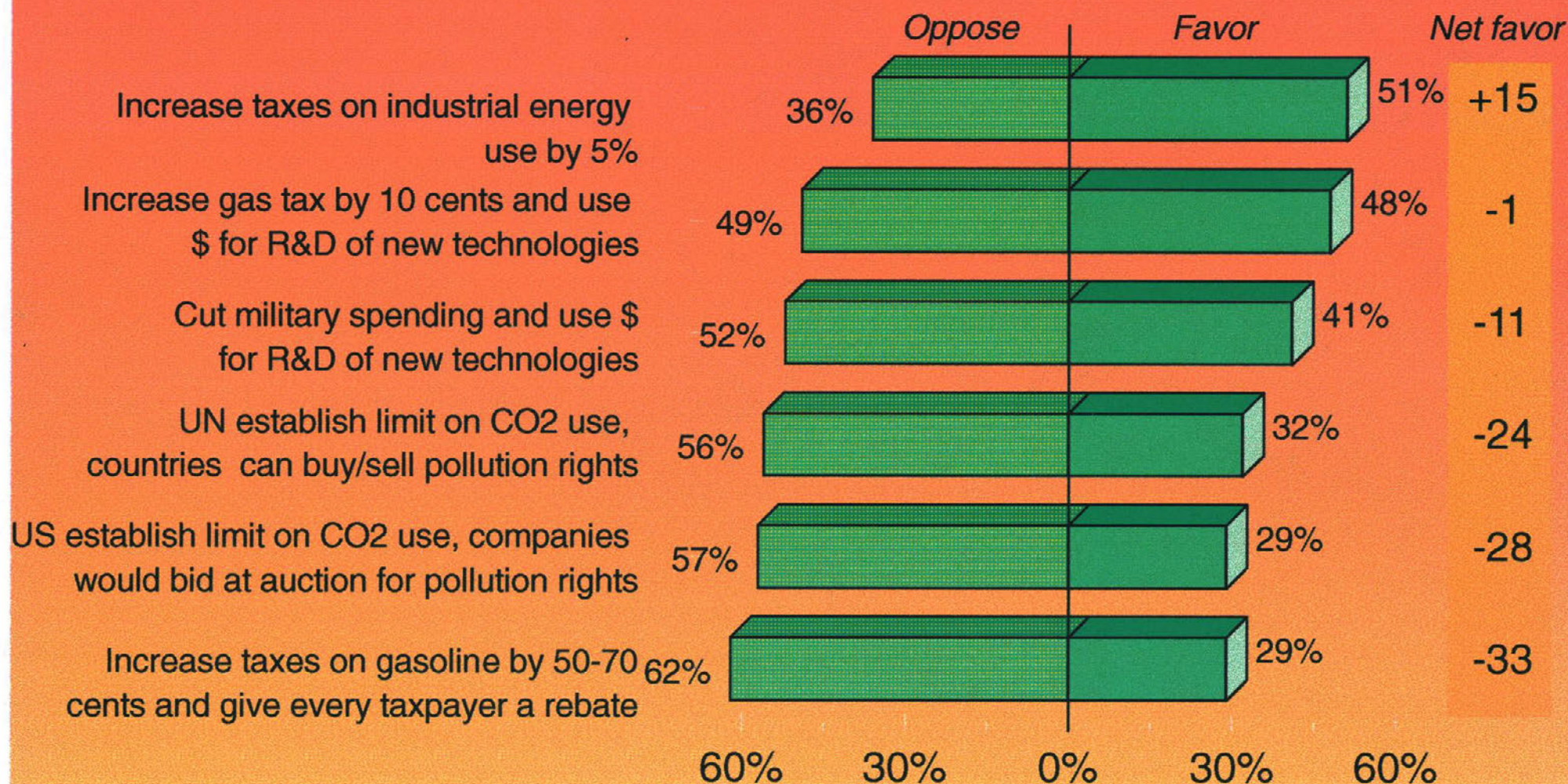
Proposals That Give Consumers Clean Energy Alternatives Are The Most Popular And Seen As The Most Effective Means Of Addressing This Problem



The Price Curve Indicates That Voters Are Willing To Pay For Clean Energy



Voters Are Least Enthusiastic About Companies Bidding At Auction For The Right To Pollute, UN Established CO2 Limits, And A Large Gas Tax Increase



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(rank ordered by net favor)

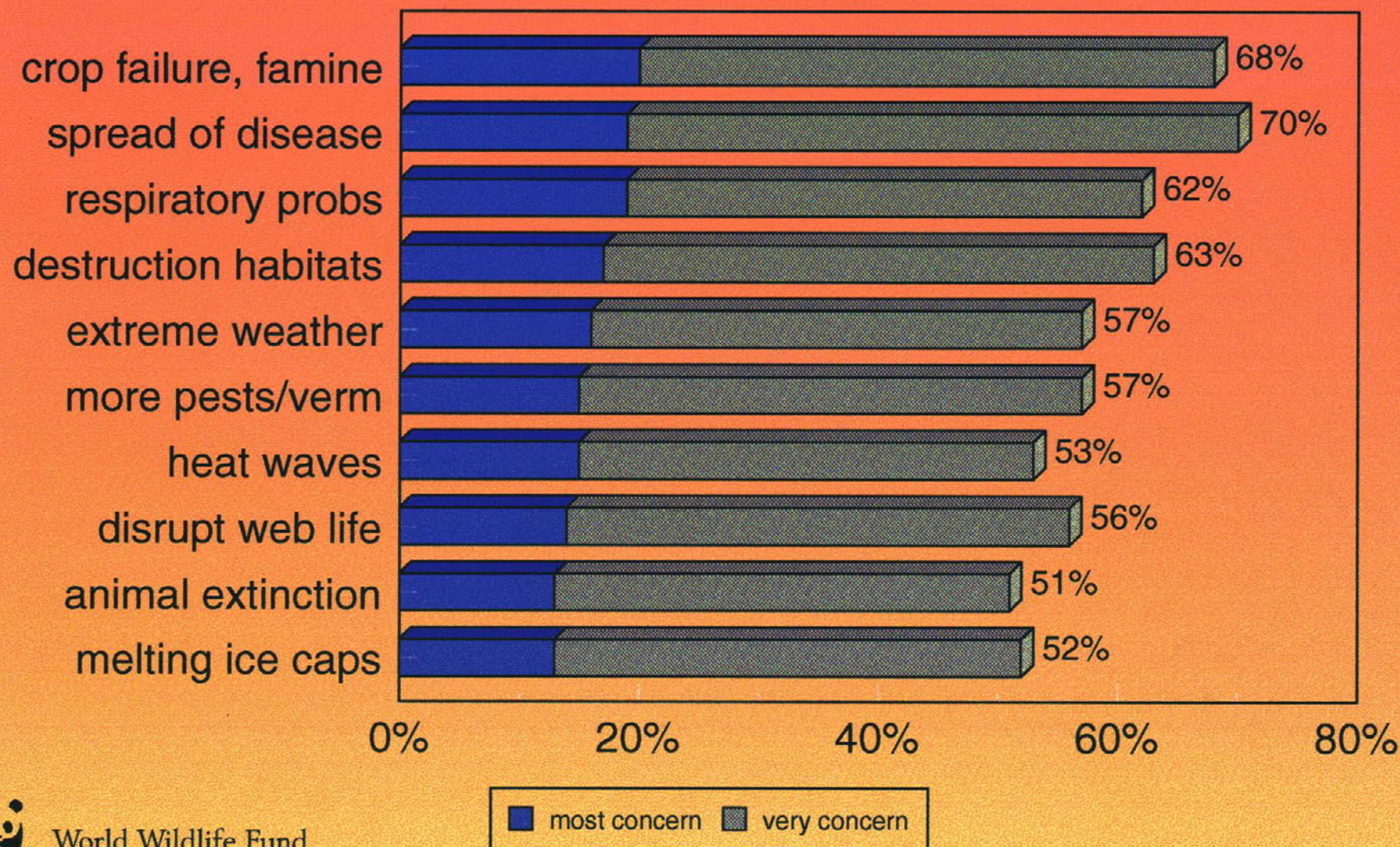
■ favor ■ oppose

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Voters Are Most Concerned About The Impact Of Global Warming On Public Health And Habitats

They Worry About Famine, Increased Respiratory Problems And The Spread Of Disease

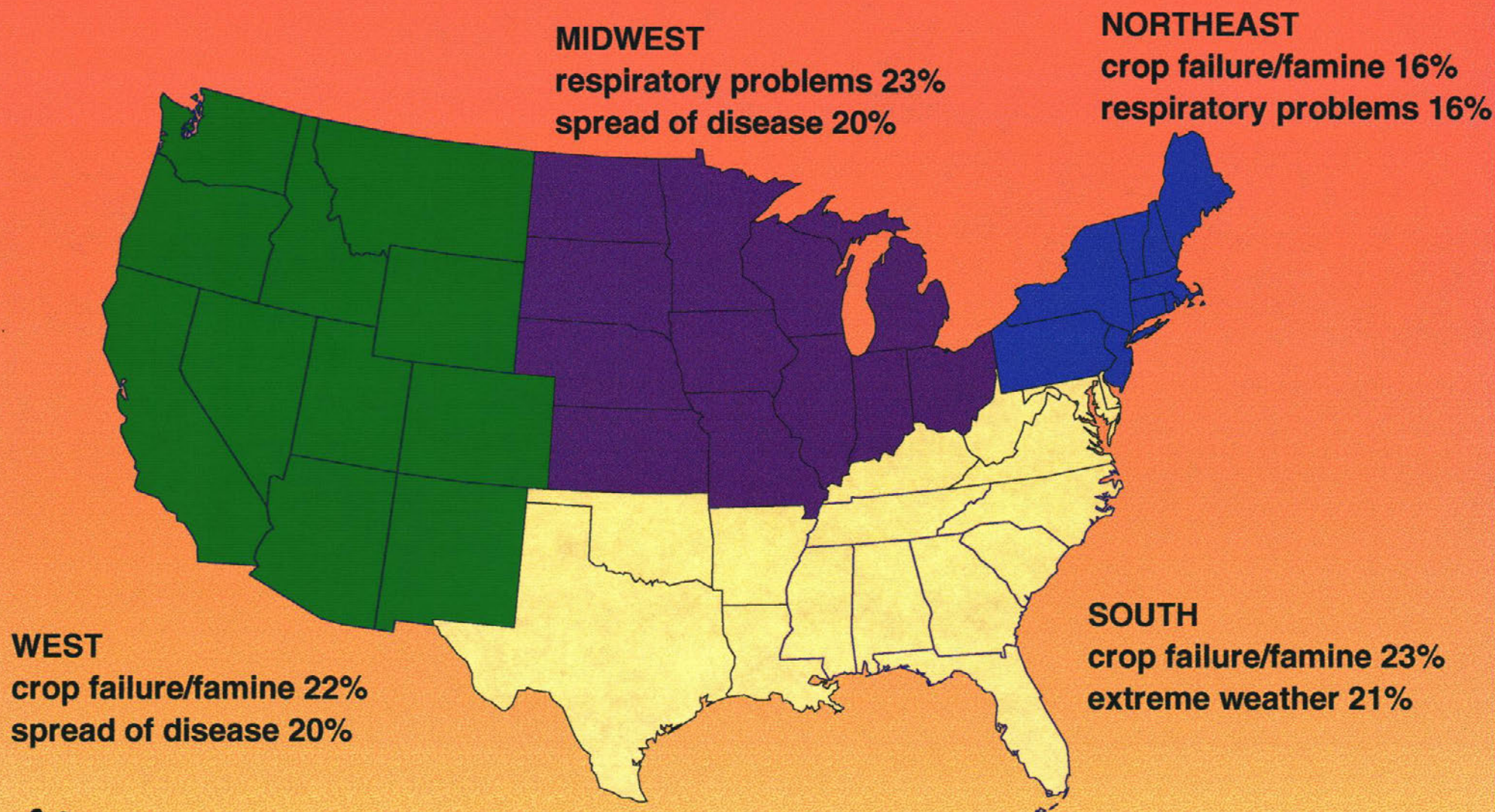
rank ordered by "one of things that would concern you most"



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People In The Midwest Are More Concerned About Disease And Respiratory Problems, While Southerners Are Worried About The Weather Concern About Crop Failure And Famine Is Widespread



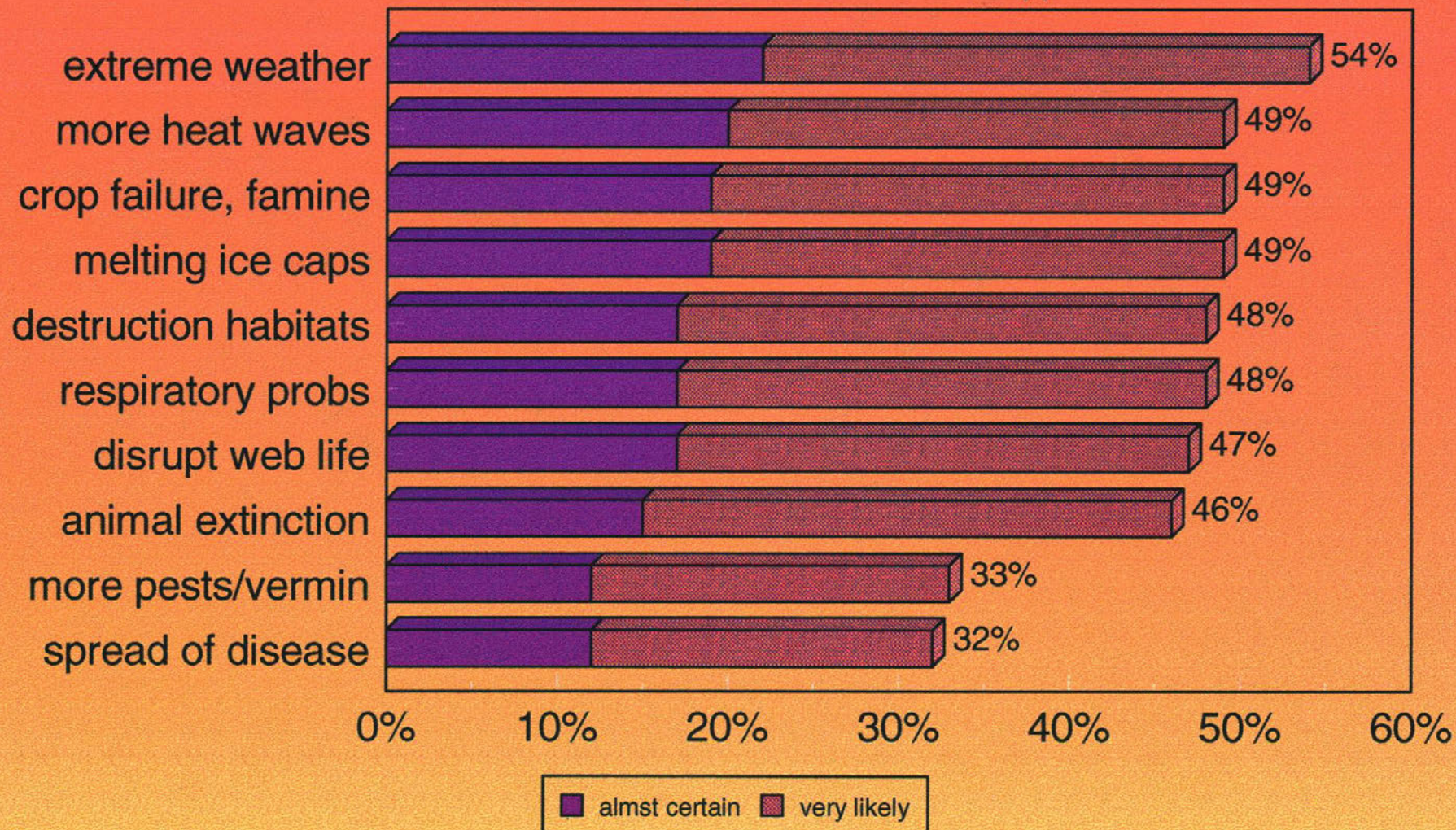
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% saying one of the things that concerns them most

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Climatic Effects Are Judged Most Likely

rank ordered by "almost certain to happen"



Famine, Respiratory Problems And Destruction of Habitats Are Voters Top Concerns And Seen As Likely Outcomes Of Global Warming

