

Presentation and Analysis of Findings

for World Wildlife Fund

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

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

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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

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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)

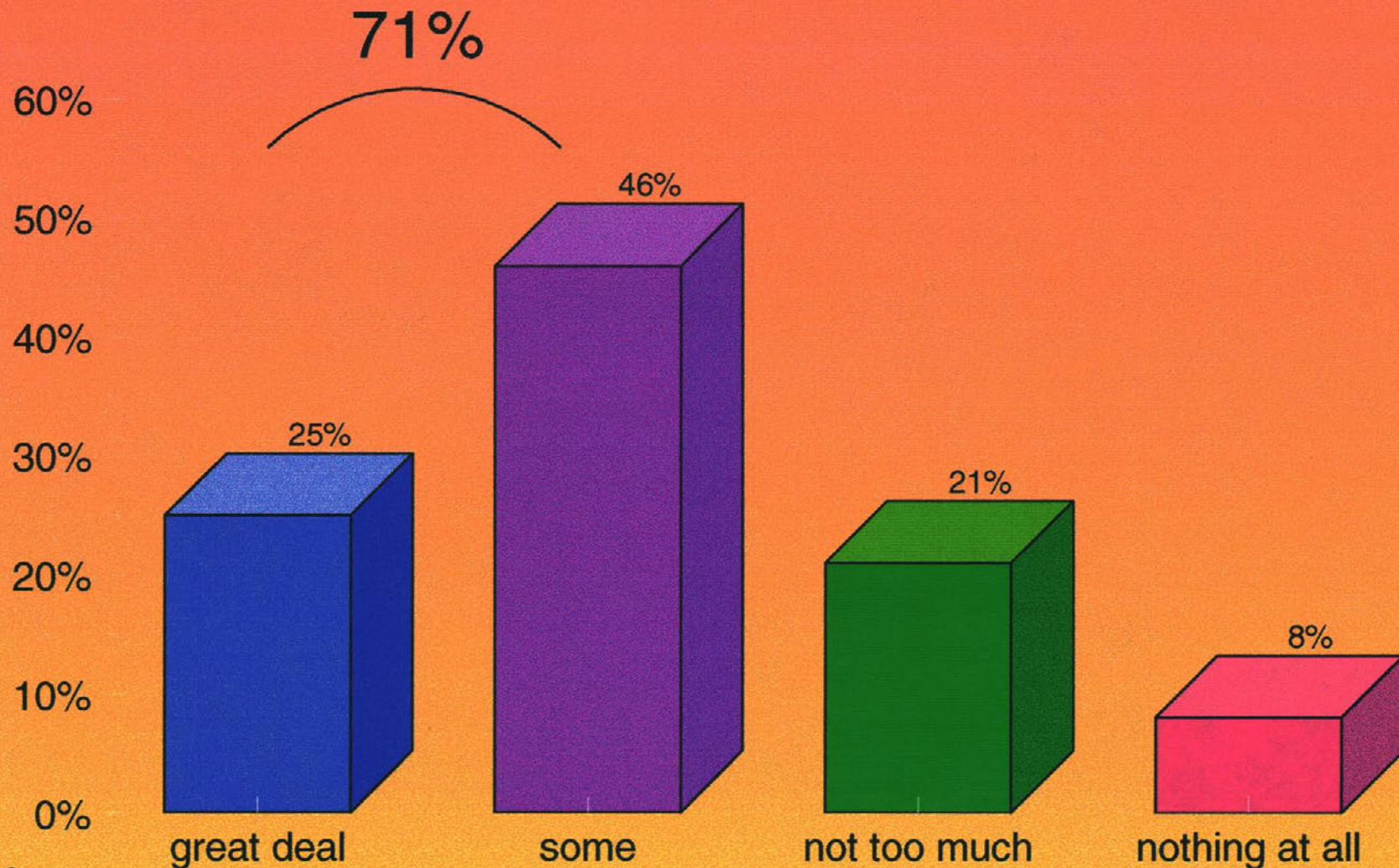
▪ Survey: August 1997

- 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?

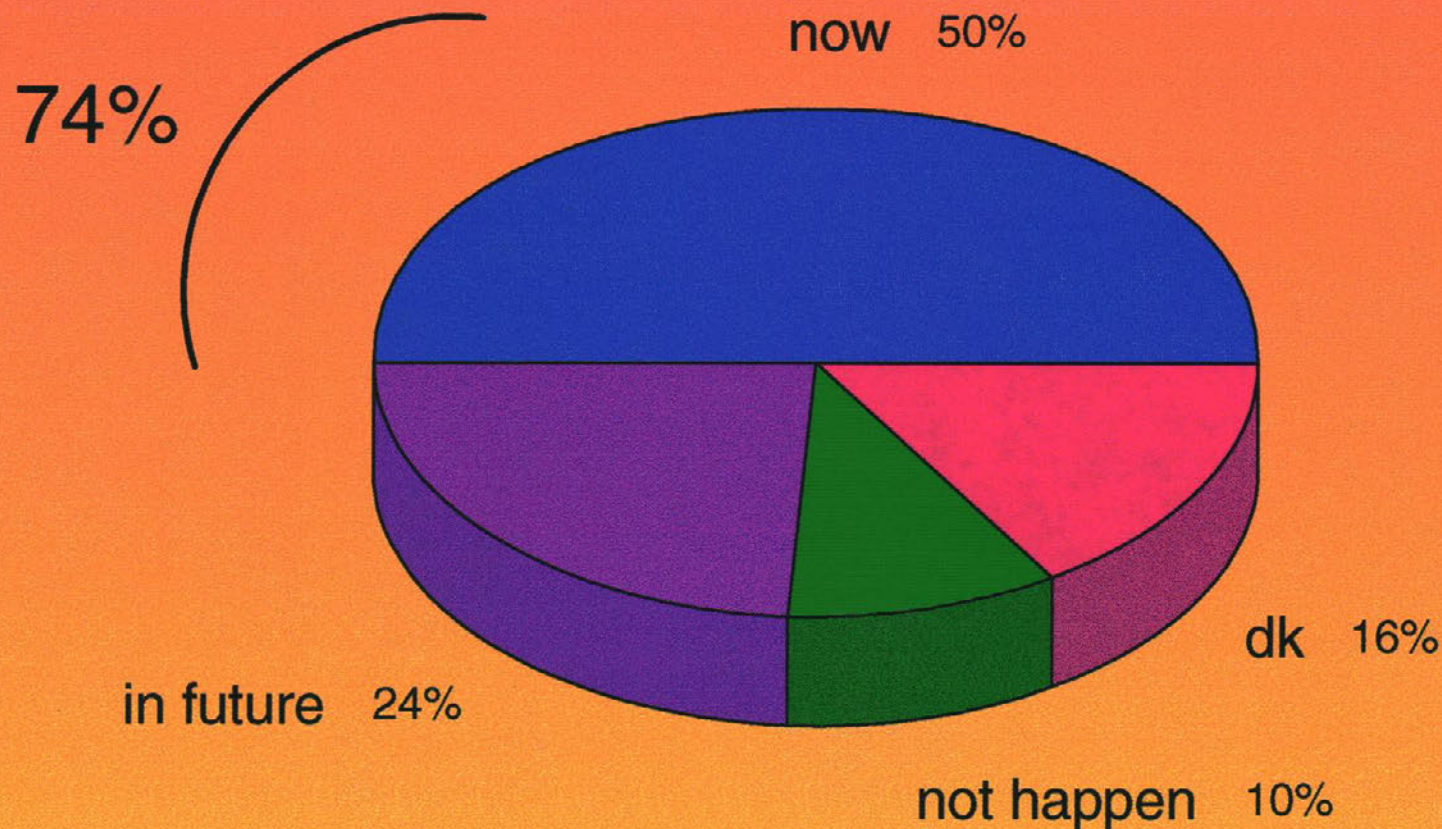


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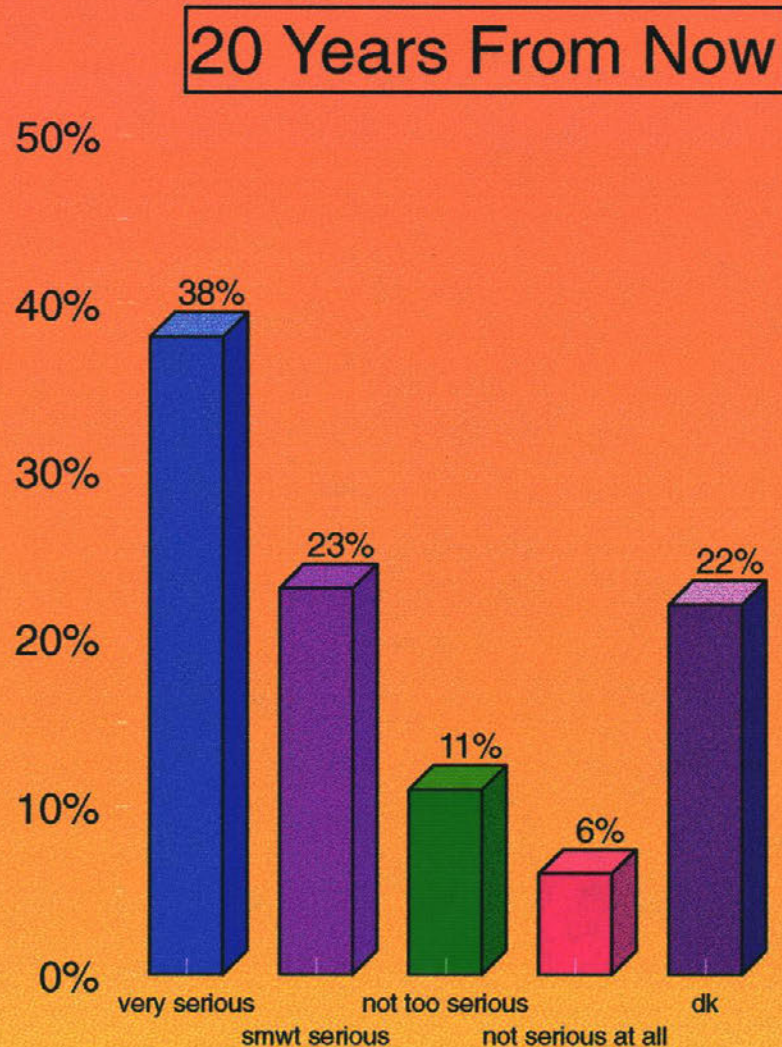
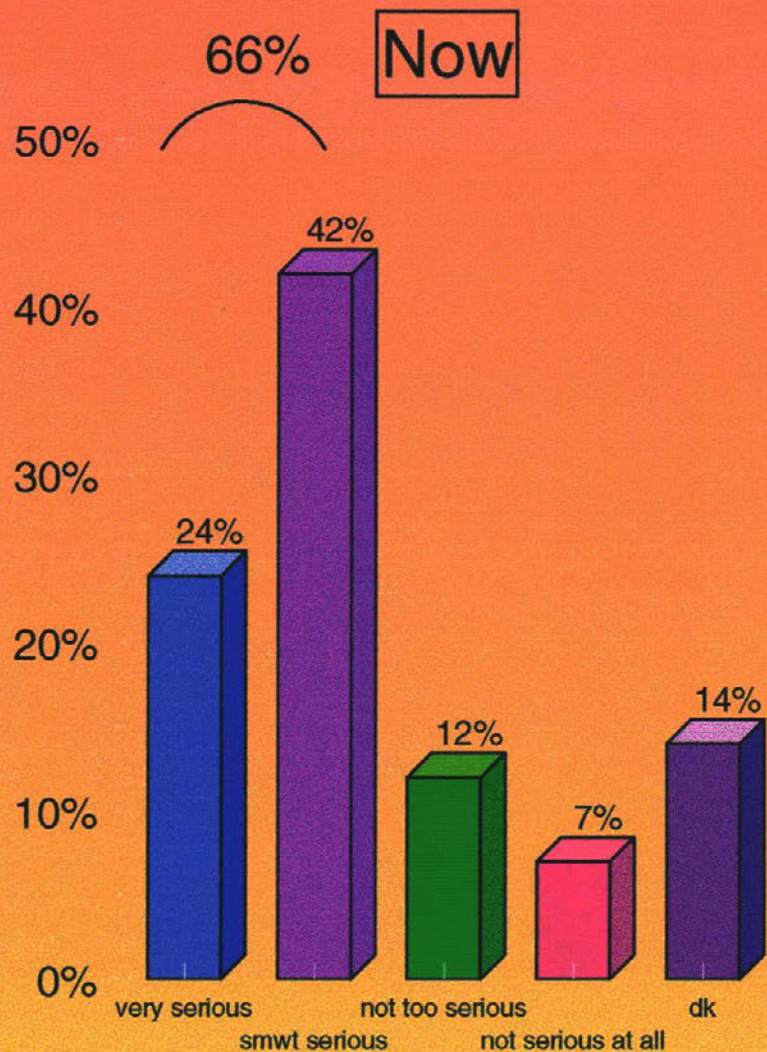
Voters Believe Global Warming Is Either Happening Now, Or Will Happen In The Future

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

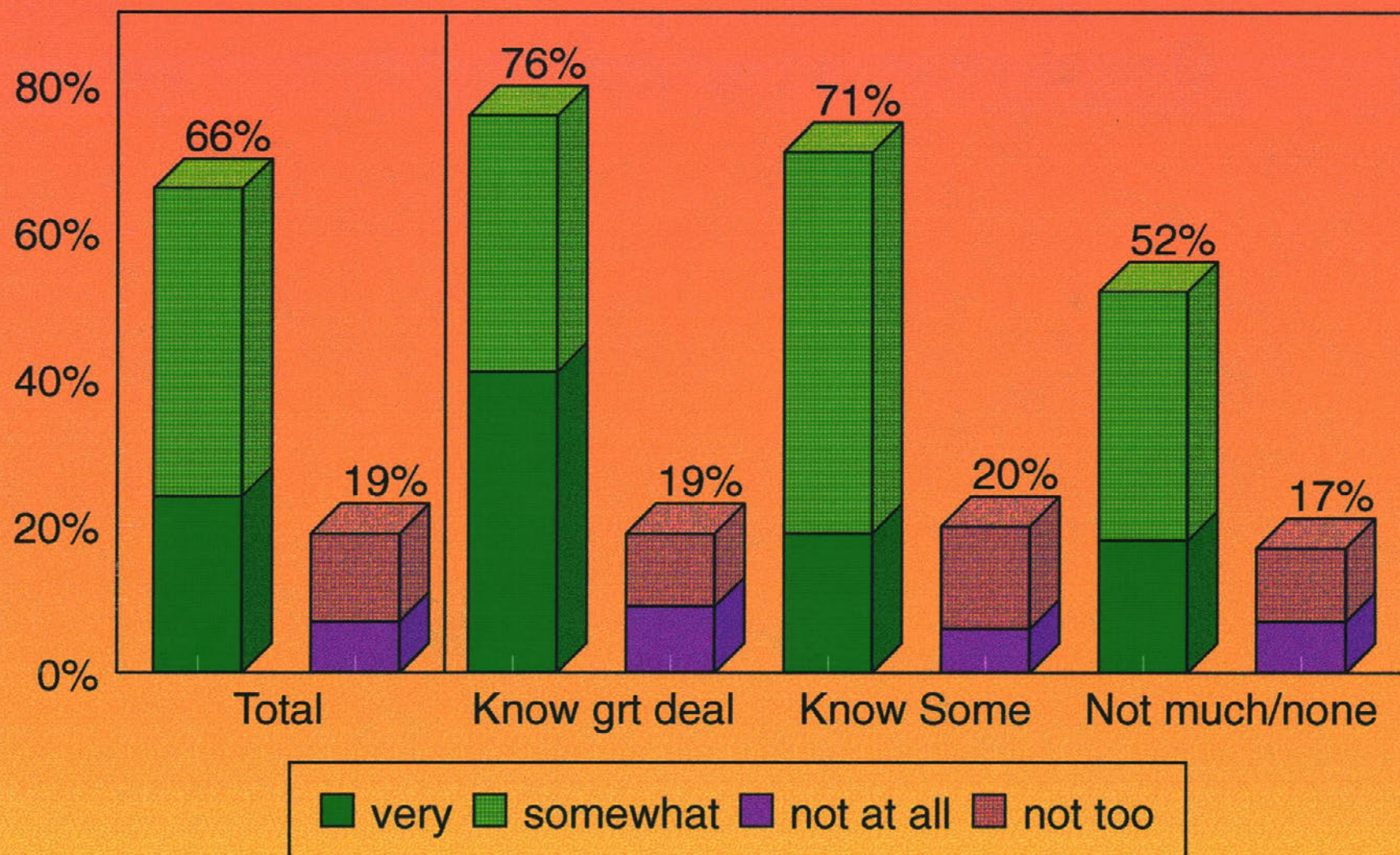
How serious a threat do you think global warming is?



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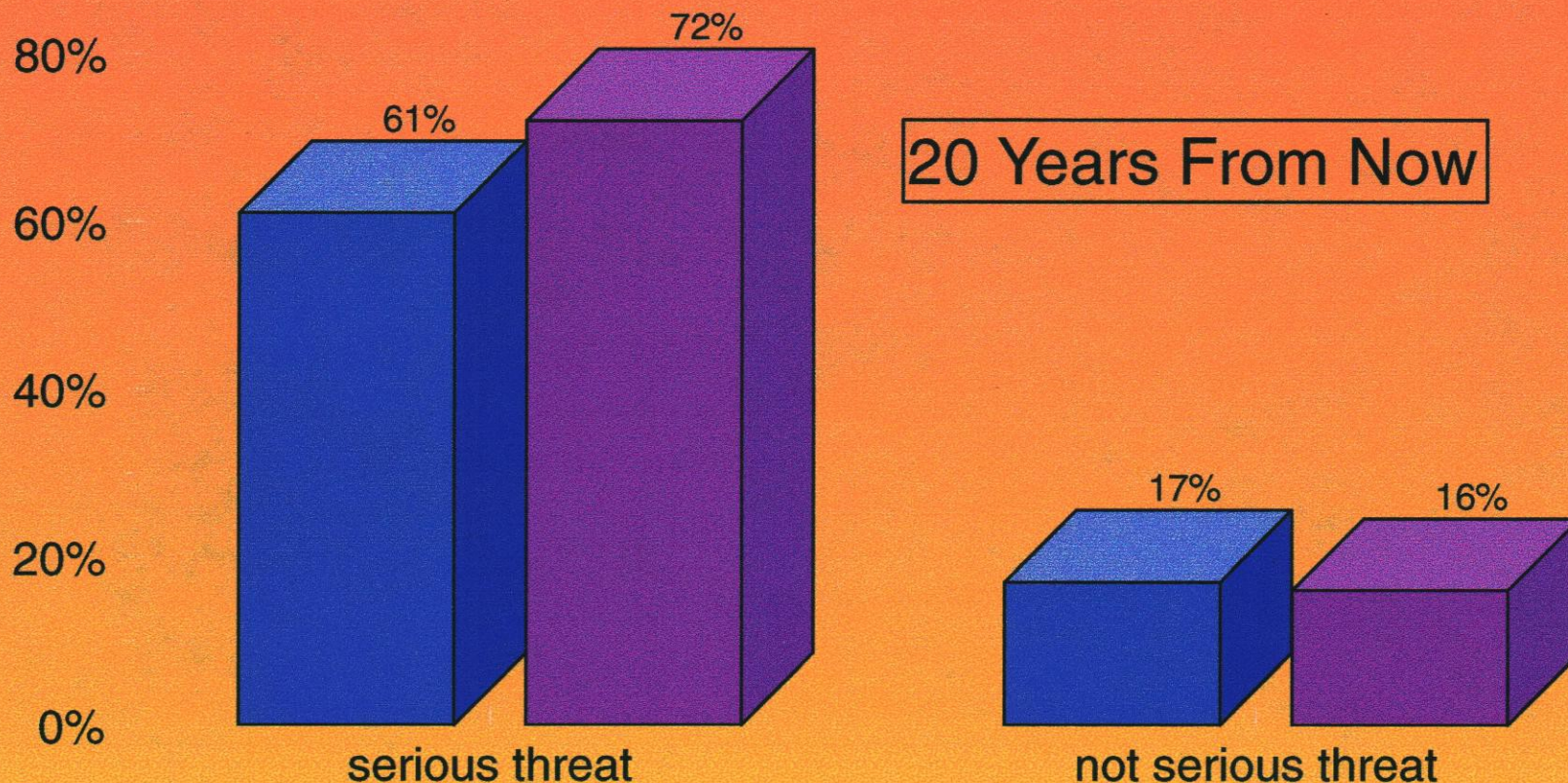
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The More People Know About The Problem, The More Serious They Think It Is



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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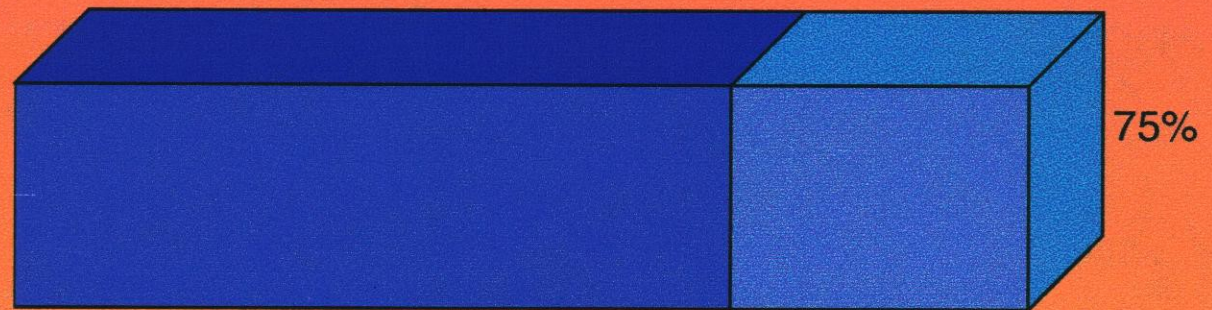
■ before info ■ after info

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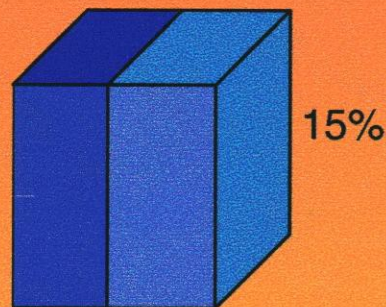
They Believe That Scientists Who Deny Global Warming Are Tools Of Big Business

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 Liken Them To "Tobacco Industry Scientists" Who Are Bought Off By Industry

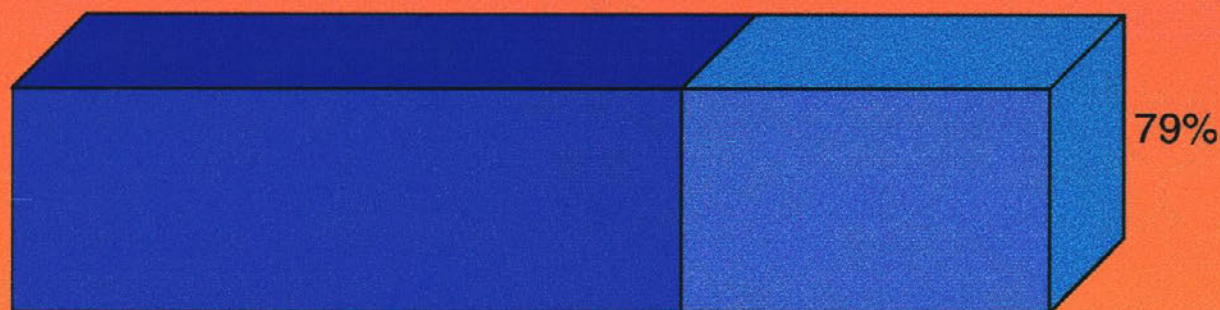
- ✗ Whether or not industry scientists are trusted or not, you have to look at the tobacco industry and see how they've distorted -- the simple but wrong arguments distorted. Because the data is out there about smoking and cancer. All you have to do is extrapolate that in any industry and understand 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)



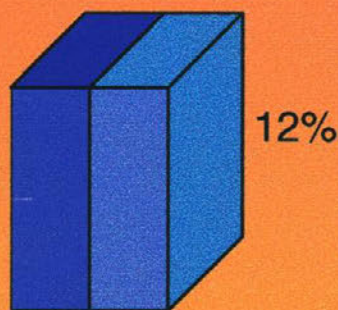
Even Those Who Work In Oil, Chemical And Gas Industries Do Not Believe Scientists Employed By Their Industry

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

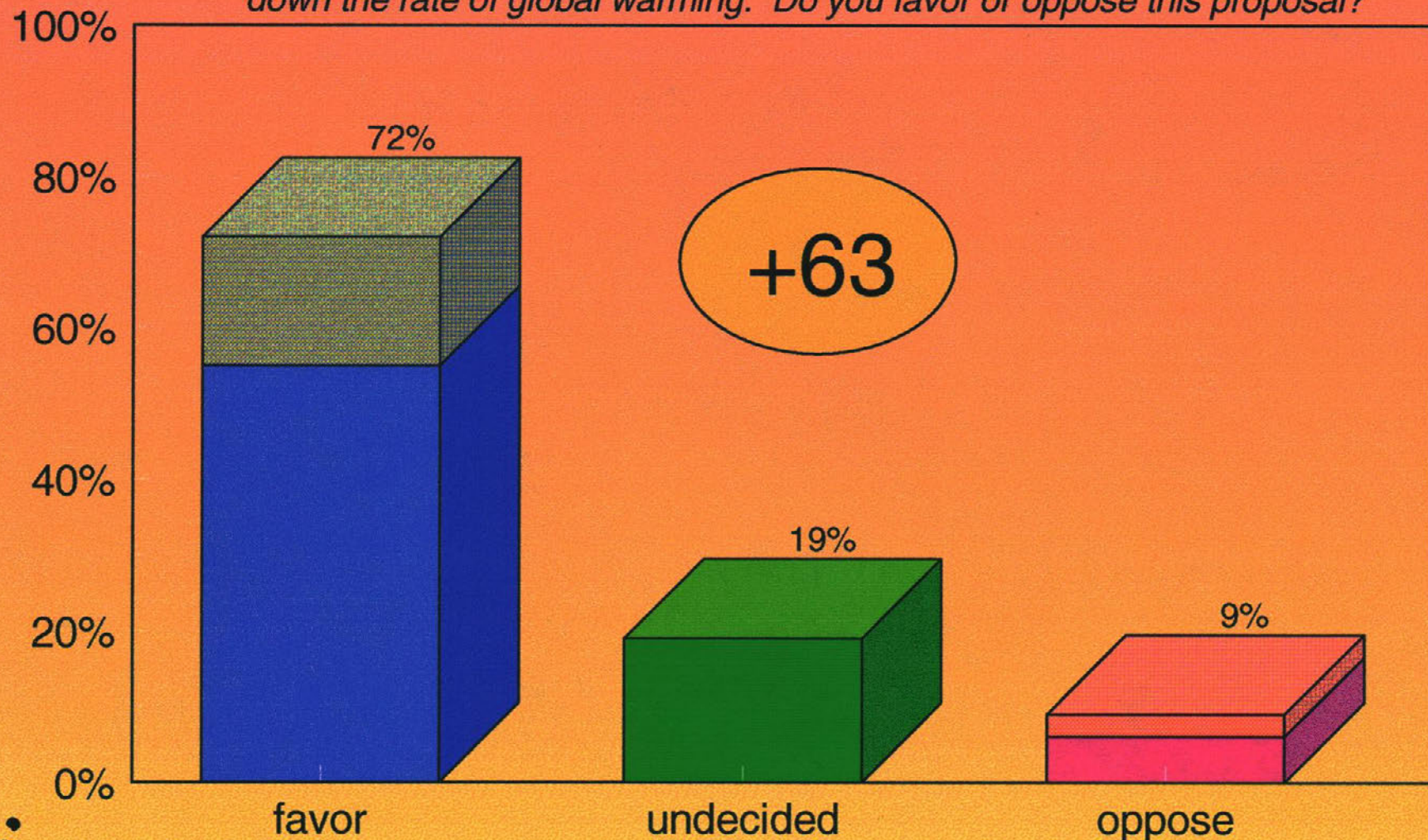


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Overwhelming Numbers Support An International Agreement To Reduce Carbon Dioxide Emissions By 20 Percent By 2005

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?



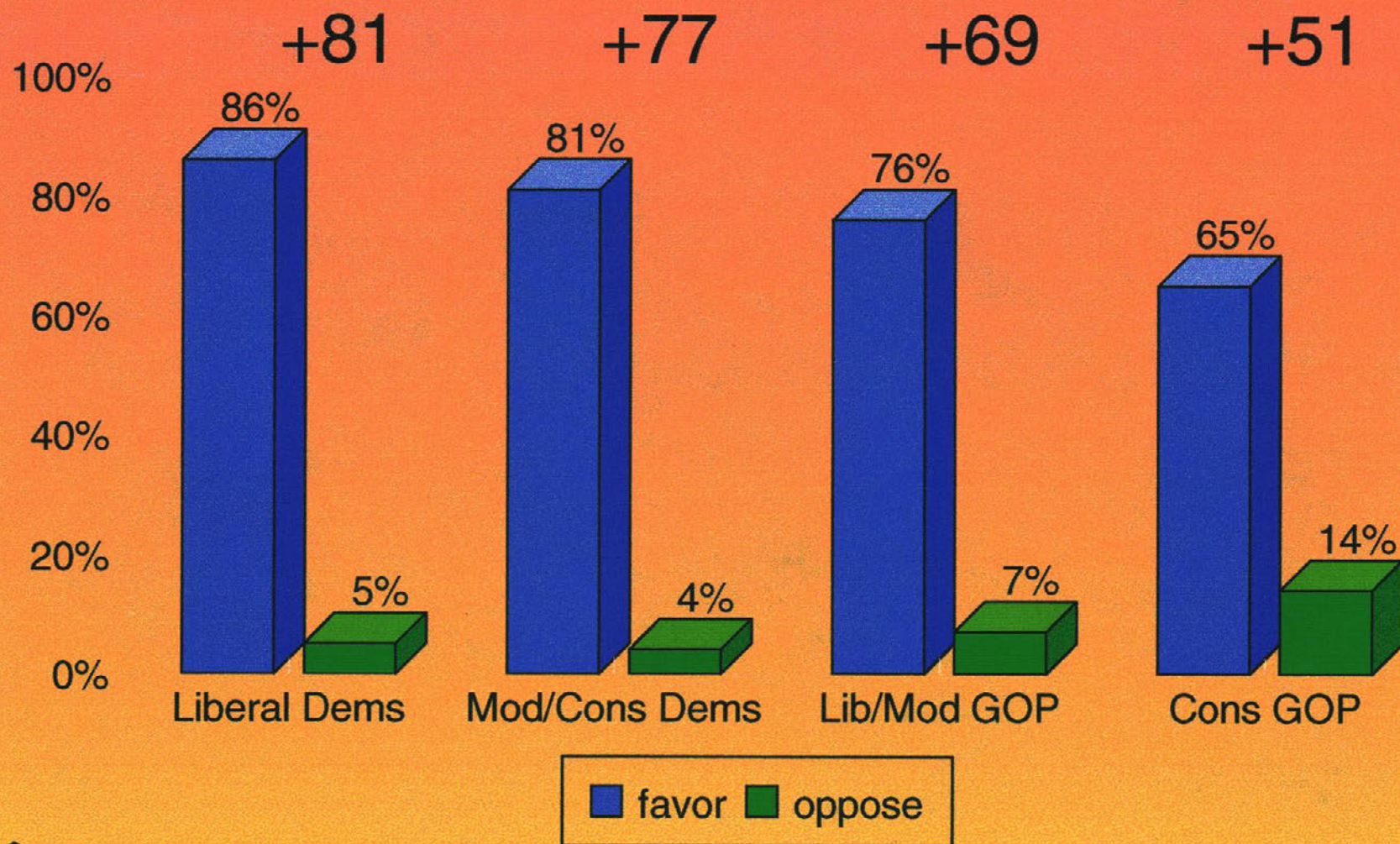
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(darker shade=stronger intensity)

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Support For Such An Agreement Cuts Across Partisan And Ideological Lines

Two Thirds Of Conservative Republicans Support This Proposal

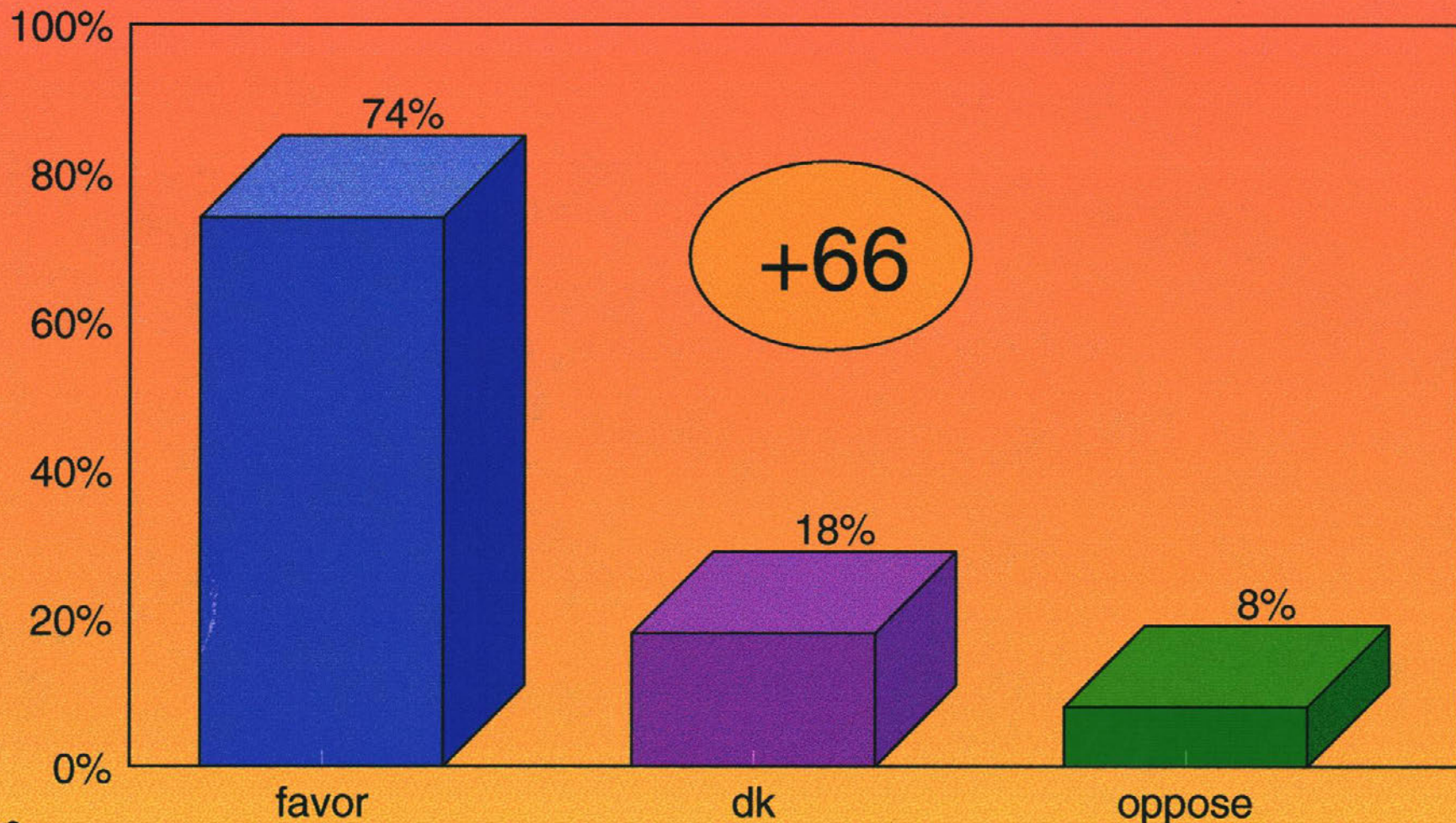


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Even Employees Of Affected Businesses Support International Reductions

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

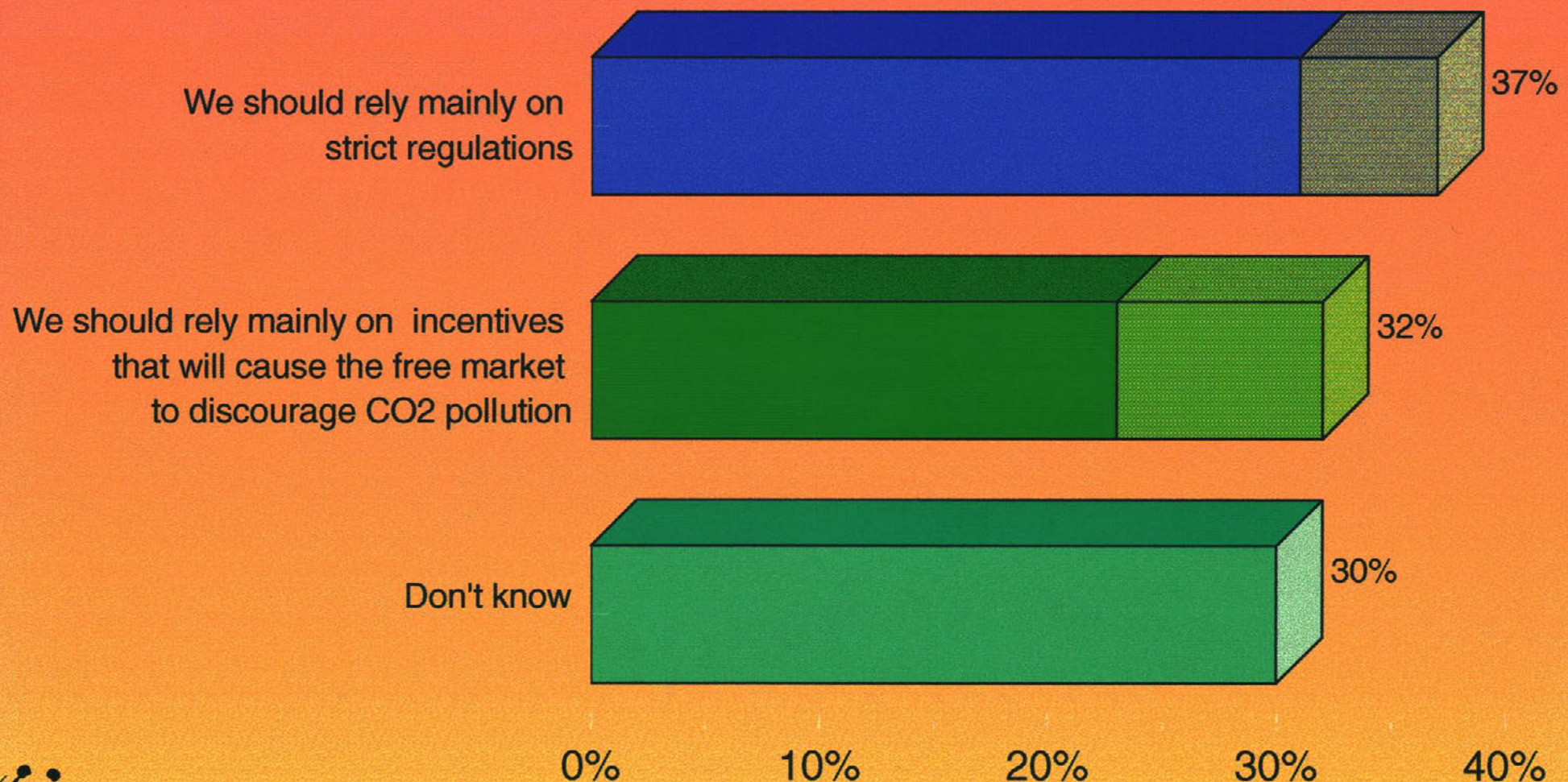


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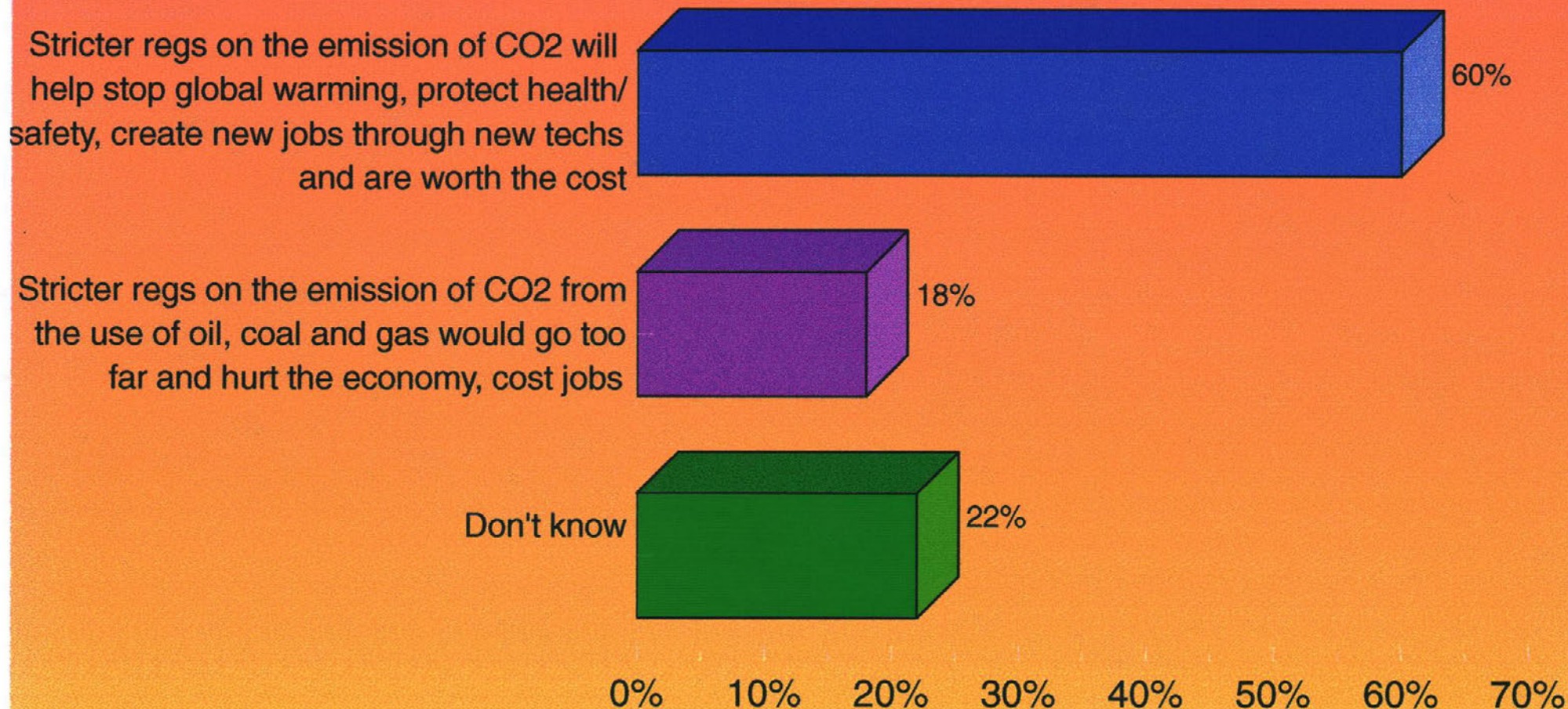
Voters Are Split On Whether Reductions Should Be Achieved Through Regulation Or Market Mechanisms

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

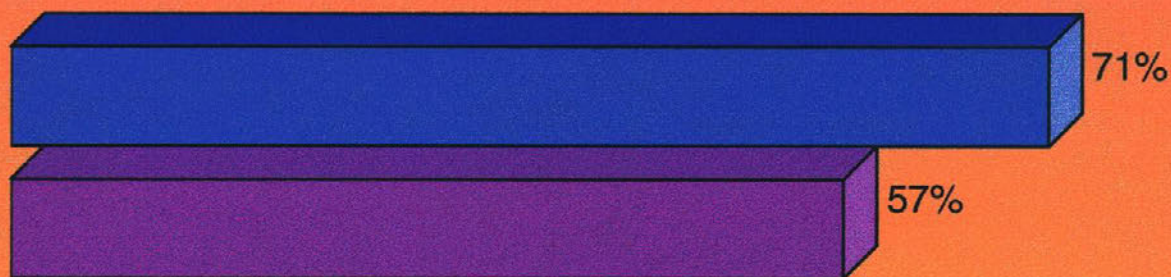
- Sure there will be jobs lost in mining coal and doing all the other things, but there will be new jobs created because we are not going to freeze to death ... (St. Louis swing male)
- I just want to make one more comment on the economy. Obviously the greenhouse effect will help people in the mildew 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)



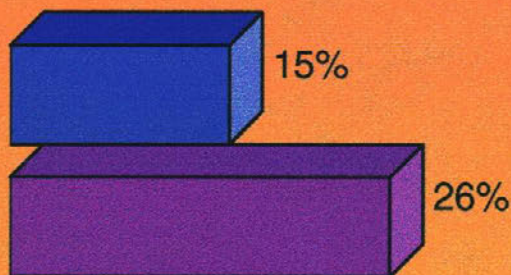
Even Those Who Favor Free Market Incentives Over Regulations Believe Regulations Will Not Adversely Impact The Economy

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

Stricter regs on the emission of CO2 will help stop global warming, protect health/safety, create new jobs through new techs and are worth the cost



Stricter regs on the emission of CO2 from the use of oil, coal and gas would go too far and hurt the economy, cost jobs



0% 20% 40% 60%

■ favor regulations ■ favor free market

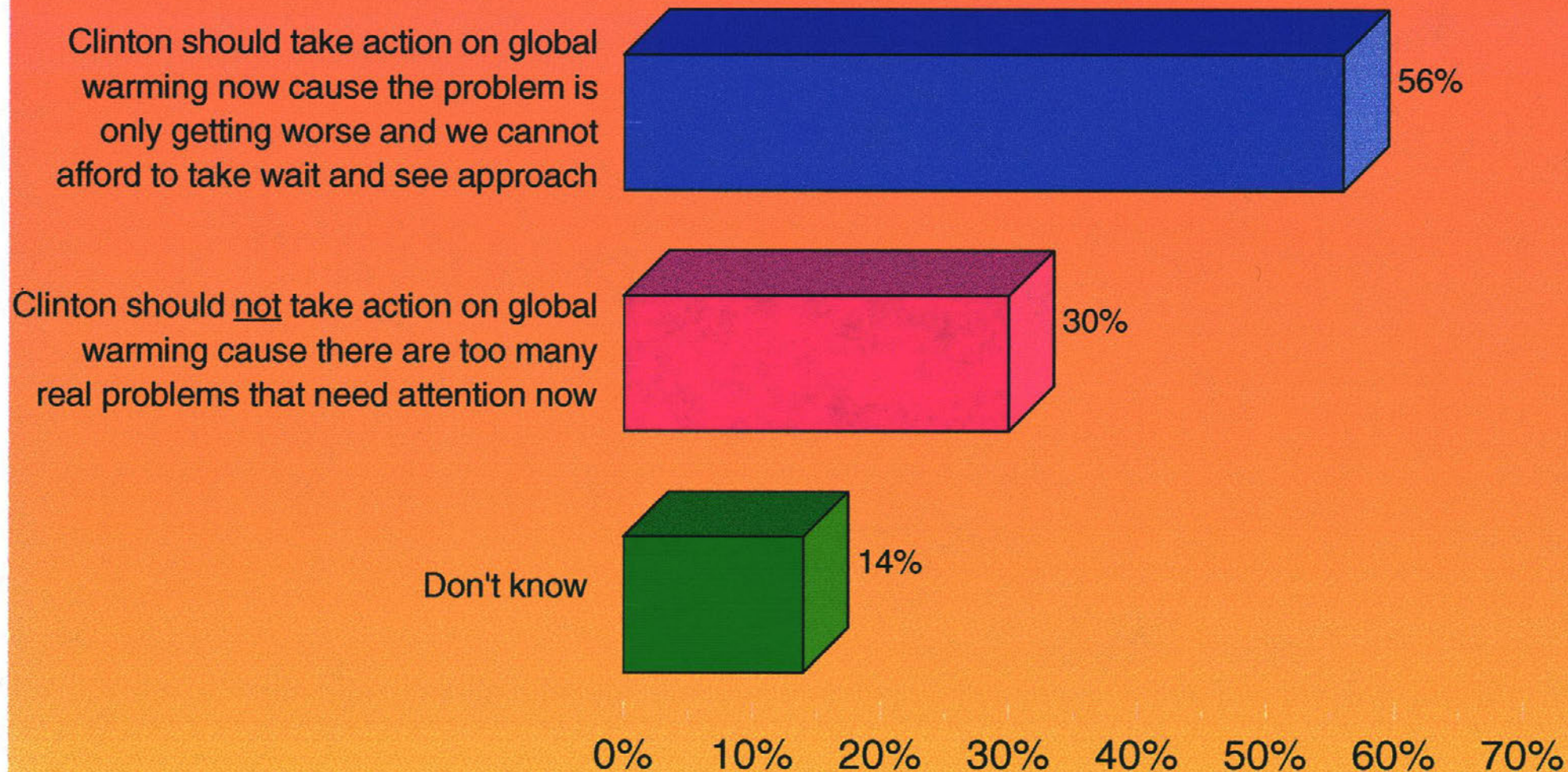


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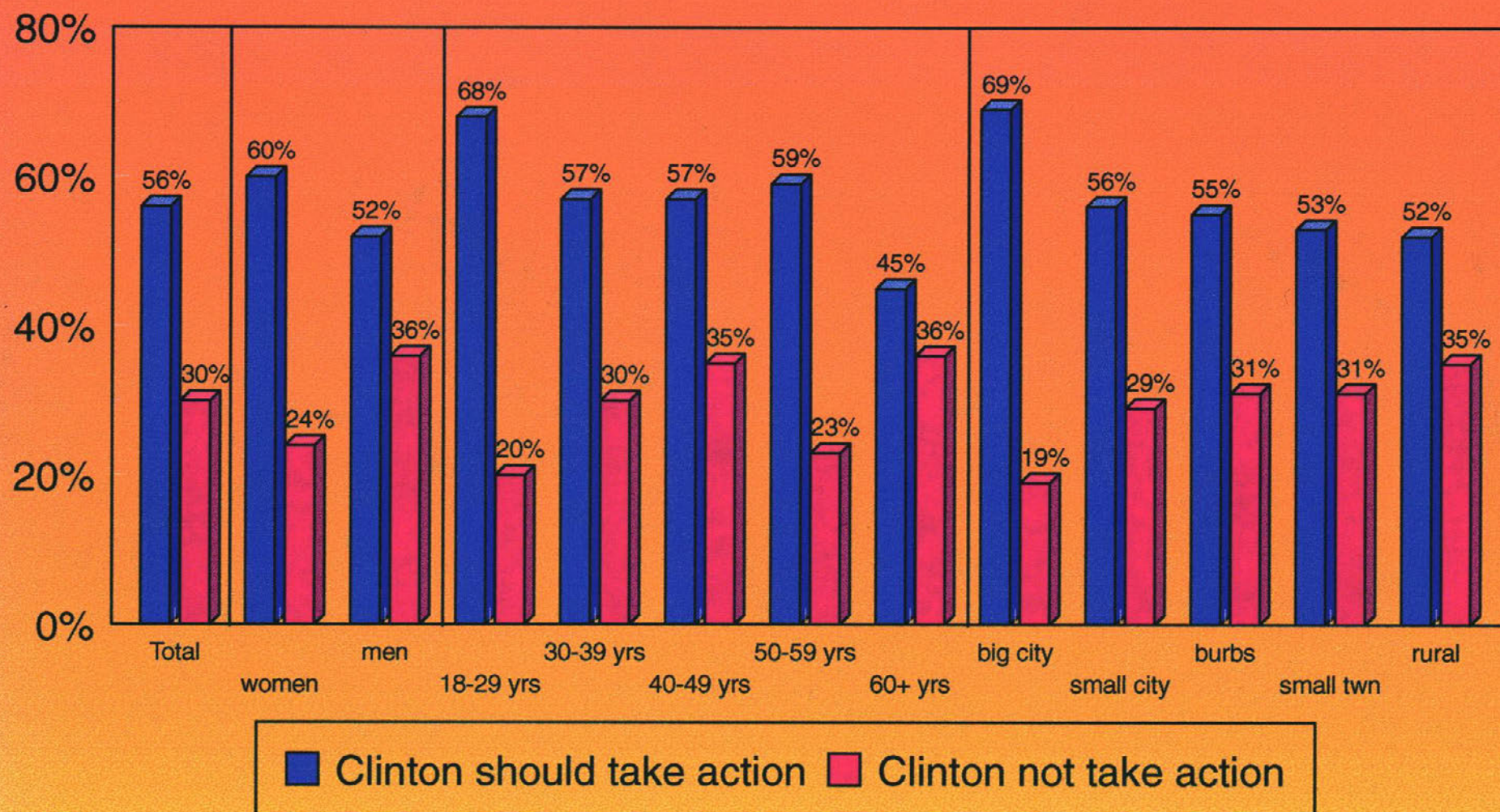
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A Majority Feel Global Warming Should Be A Priority For President Clinton And That He Should Act Immediately

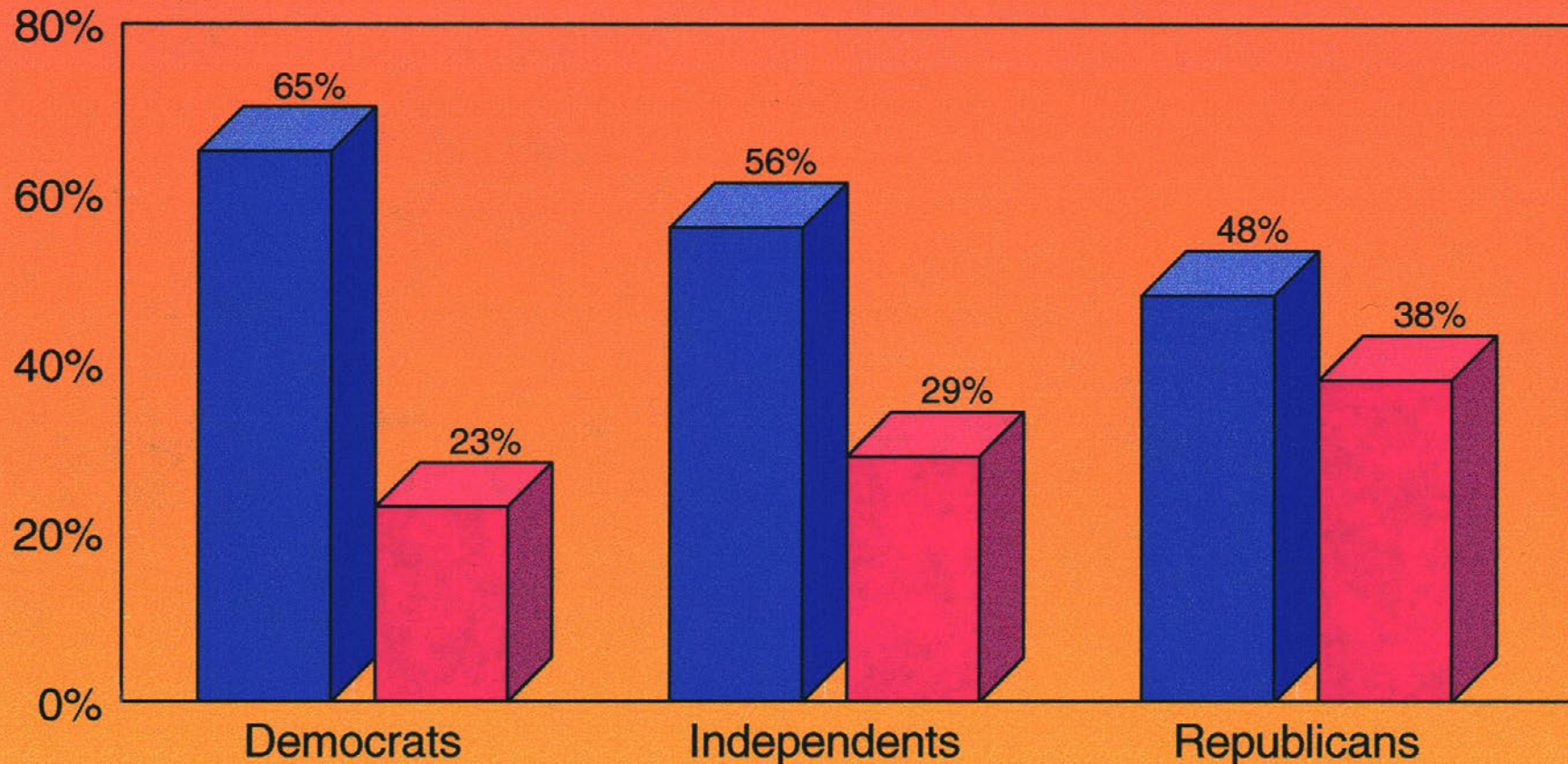
With comes closest to your own view?



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



■ Clinton should take action ■ Clinton should not take action



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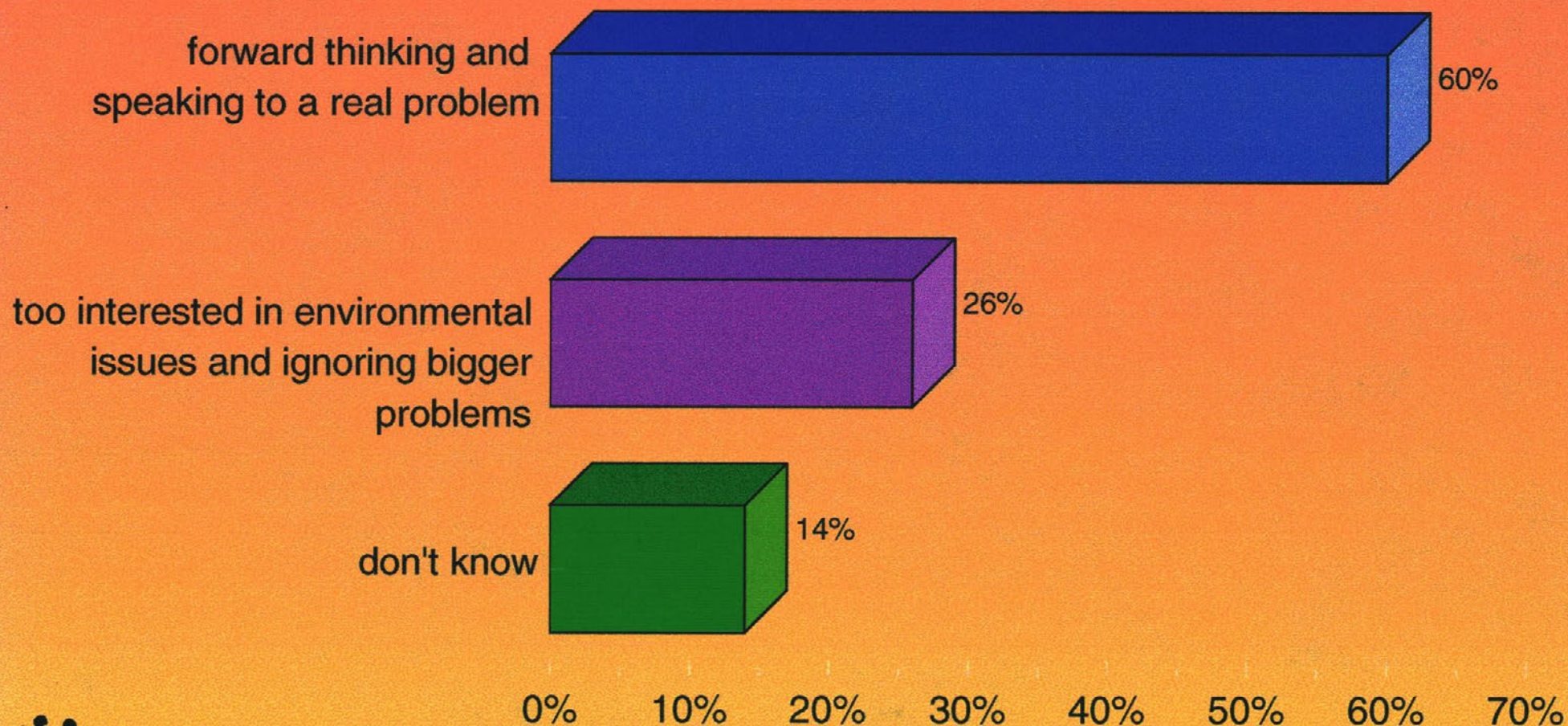
Focus Group Respondents Described Such A Politician As Brave And Not Politically Motivated

- + 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)



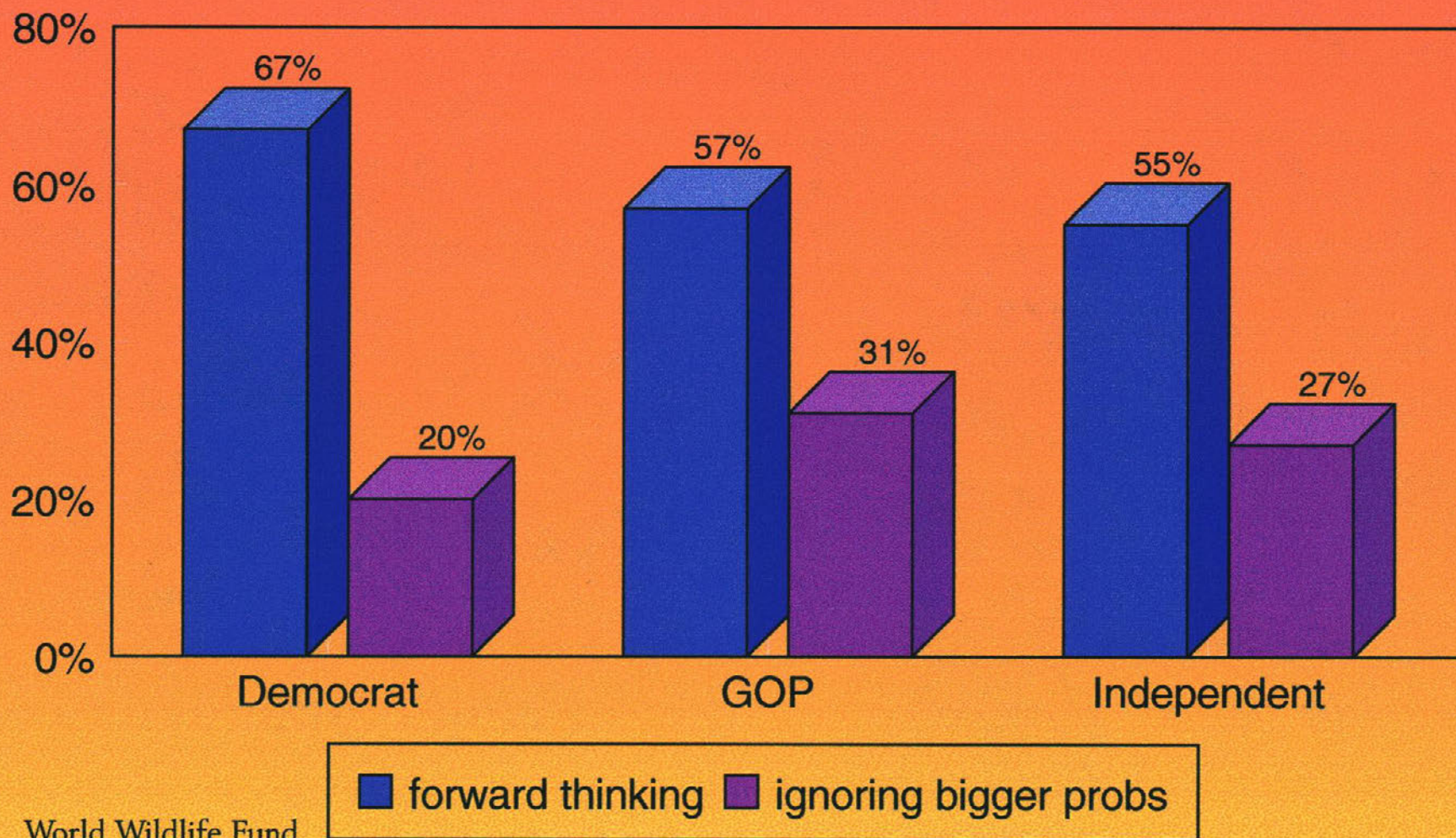
A Candidate Who Takes A Stand On Climate Change Is Viewed As Forward Thinking

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?

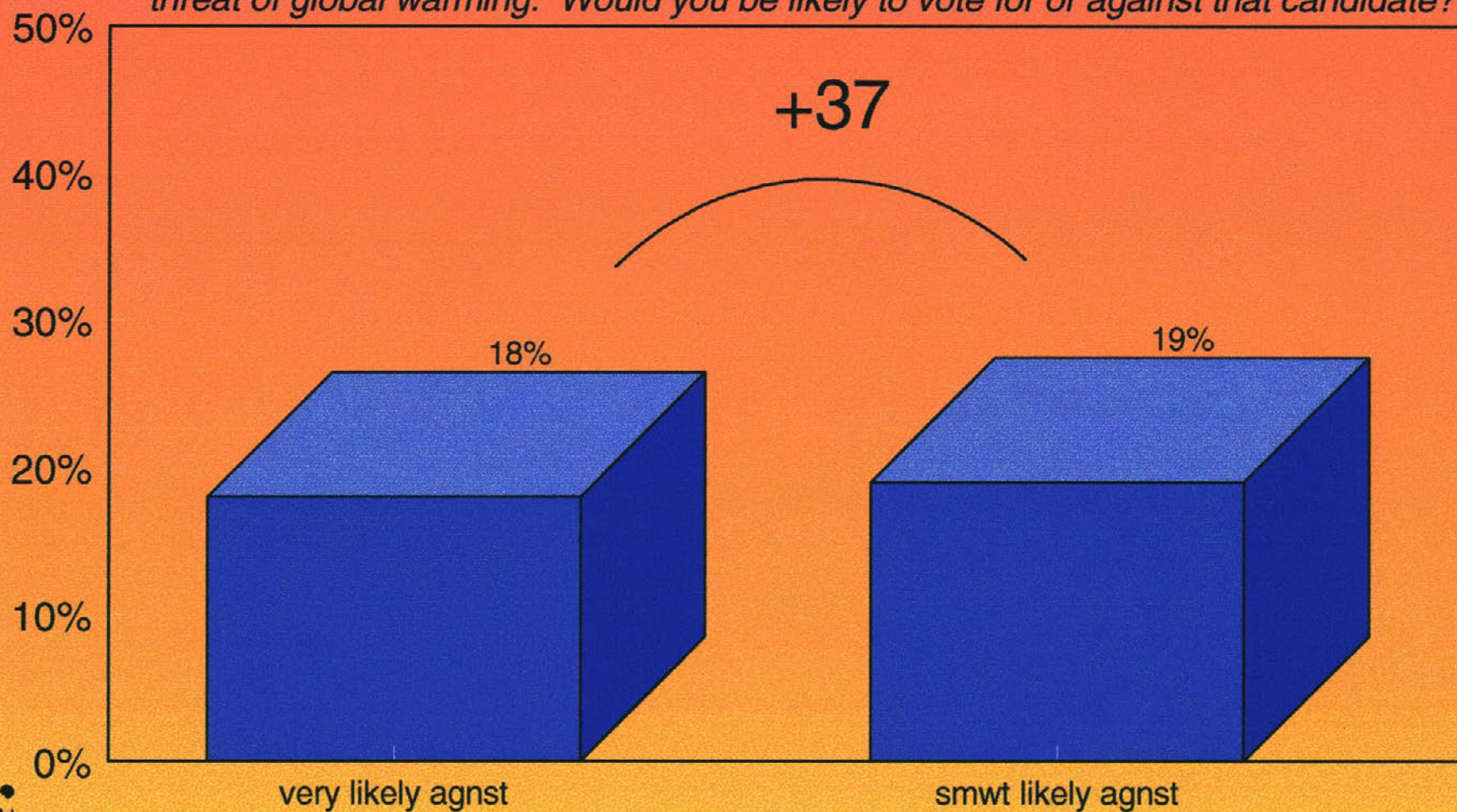


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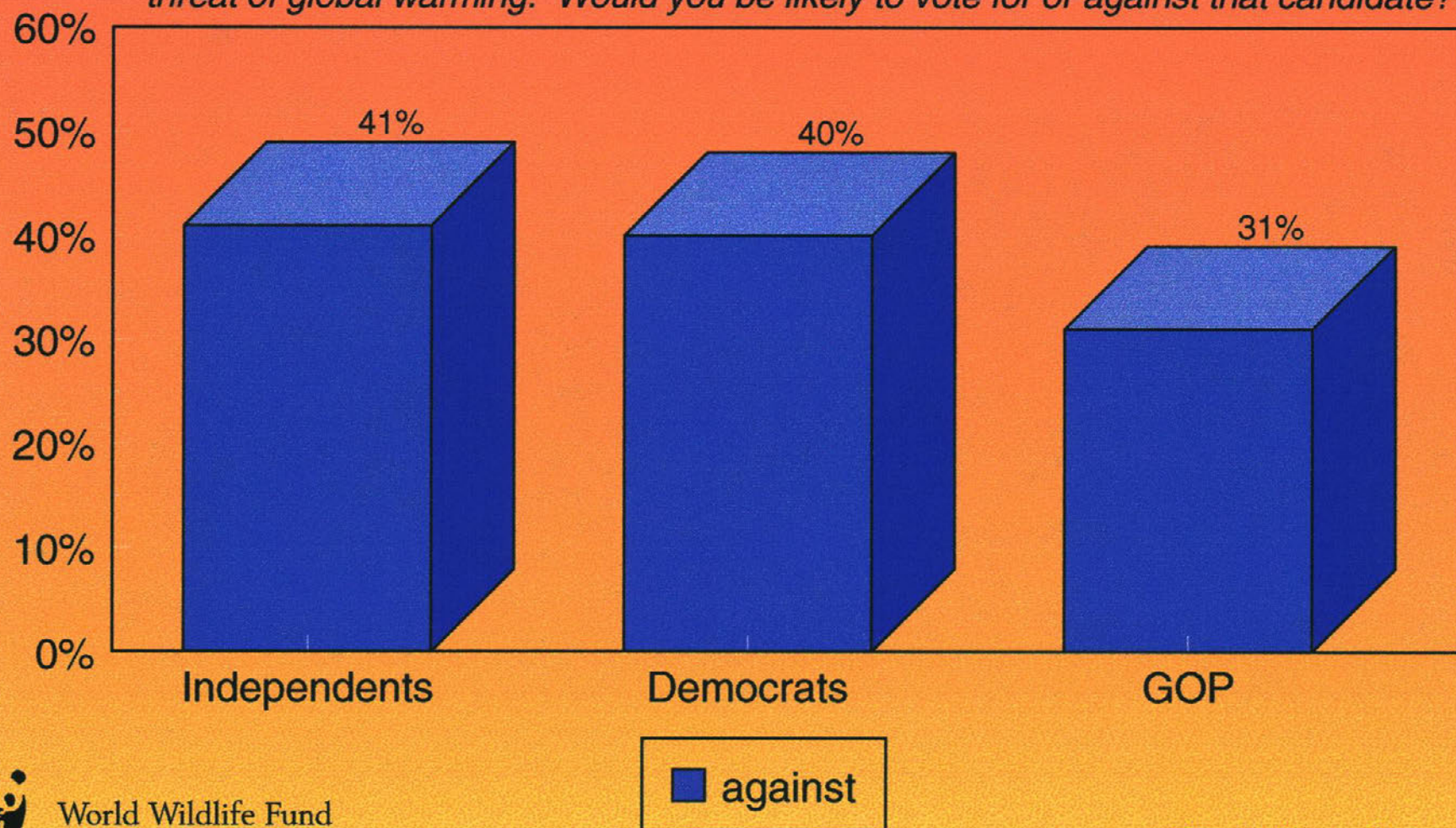
Almost One Fifth Say They Are "Very Likely" To Vote Against A Candidate Solely On His Opposition To Addressing The Global Warming Problem

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's 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%

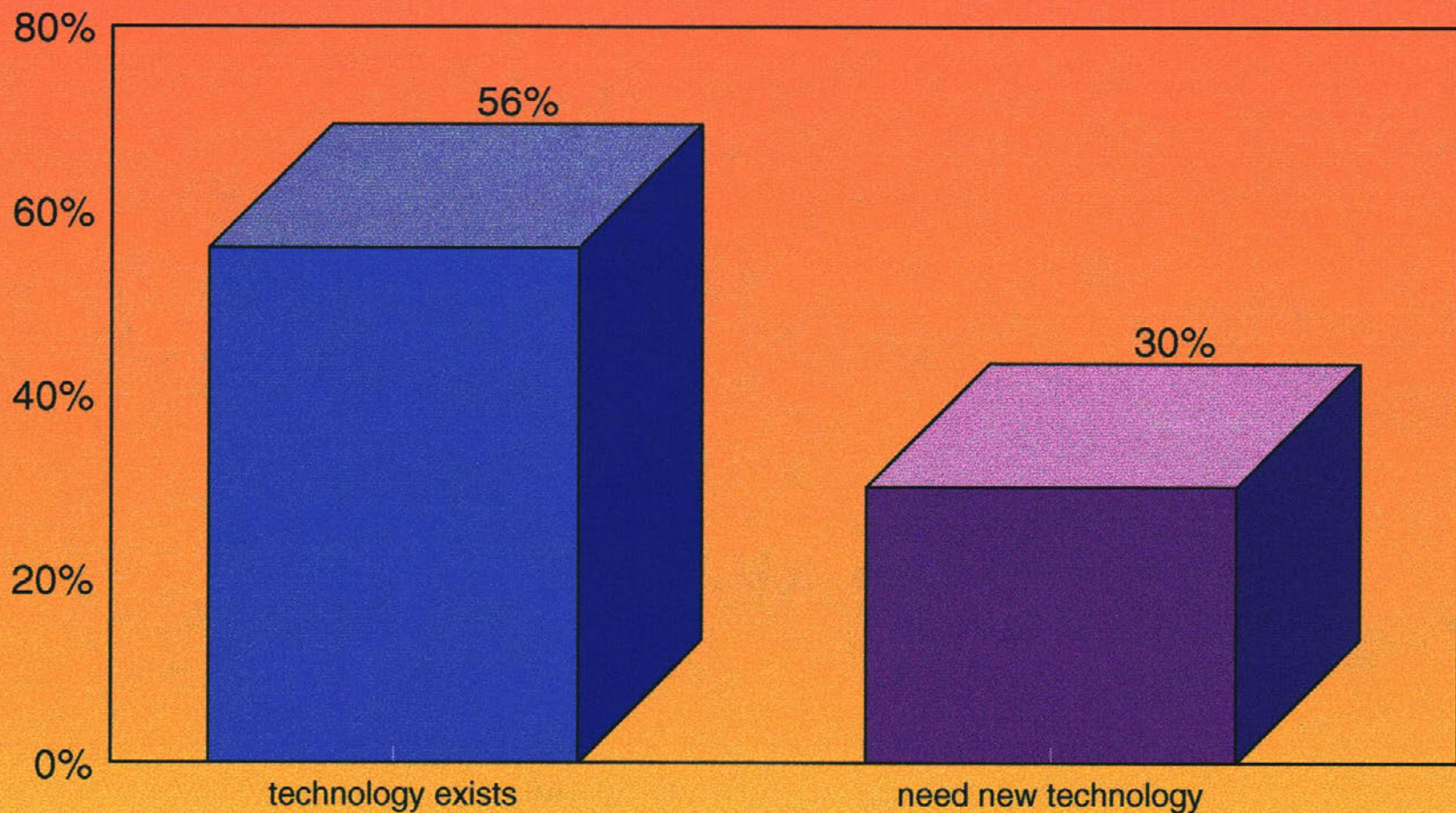


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Those Working In Affected Industries Agree

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



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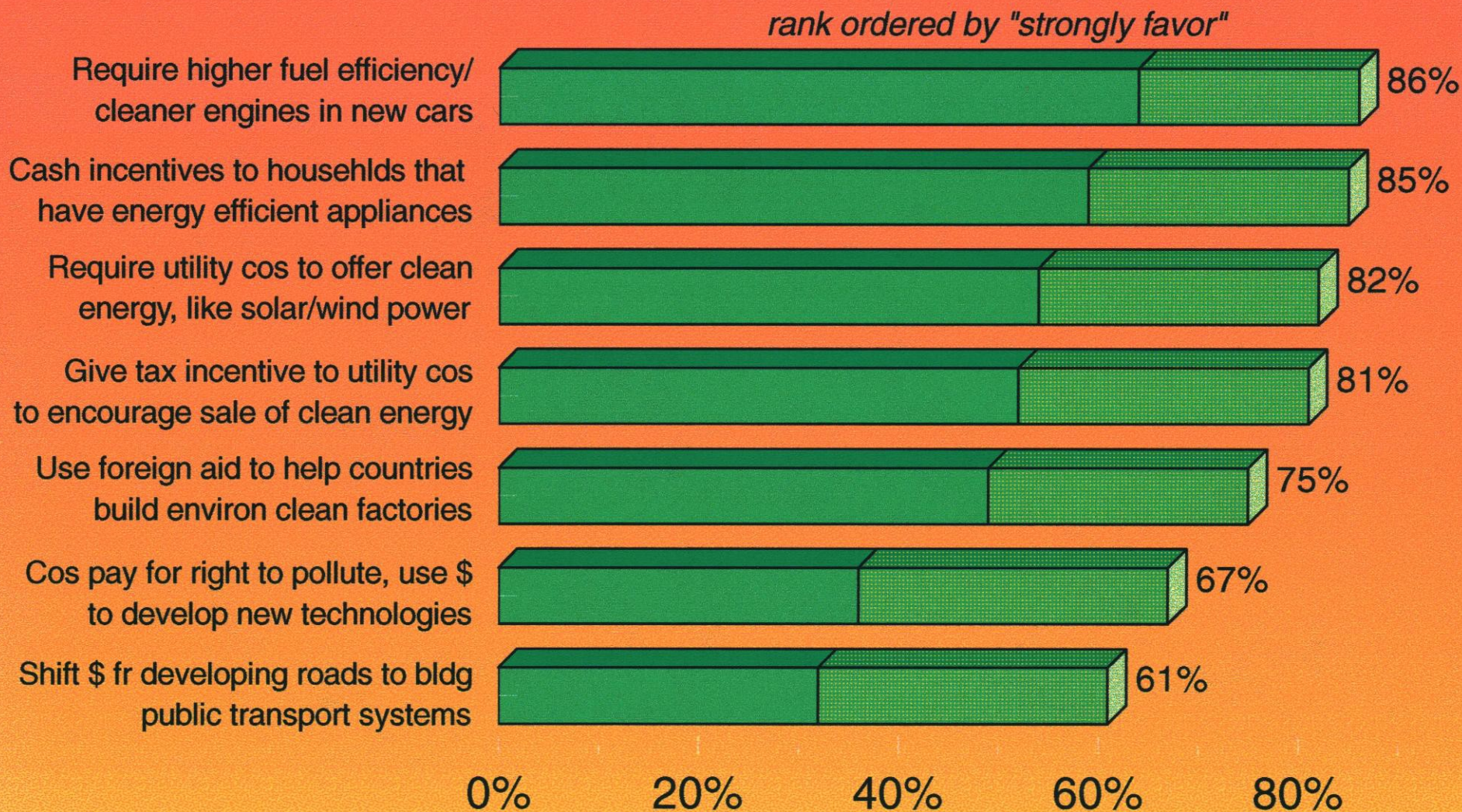
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Discussants Look To Industry To Provide Technological Solutions To Consumers

- 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

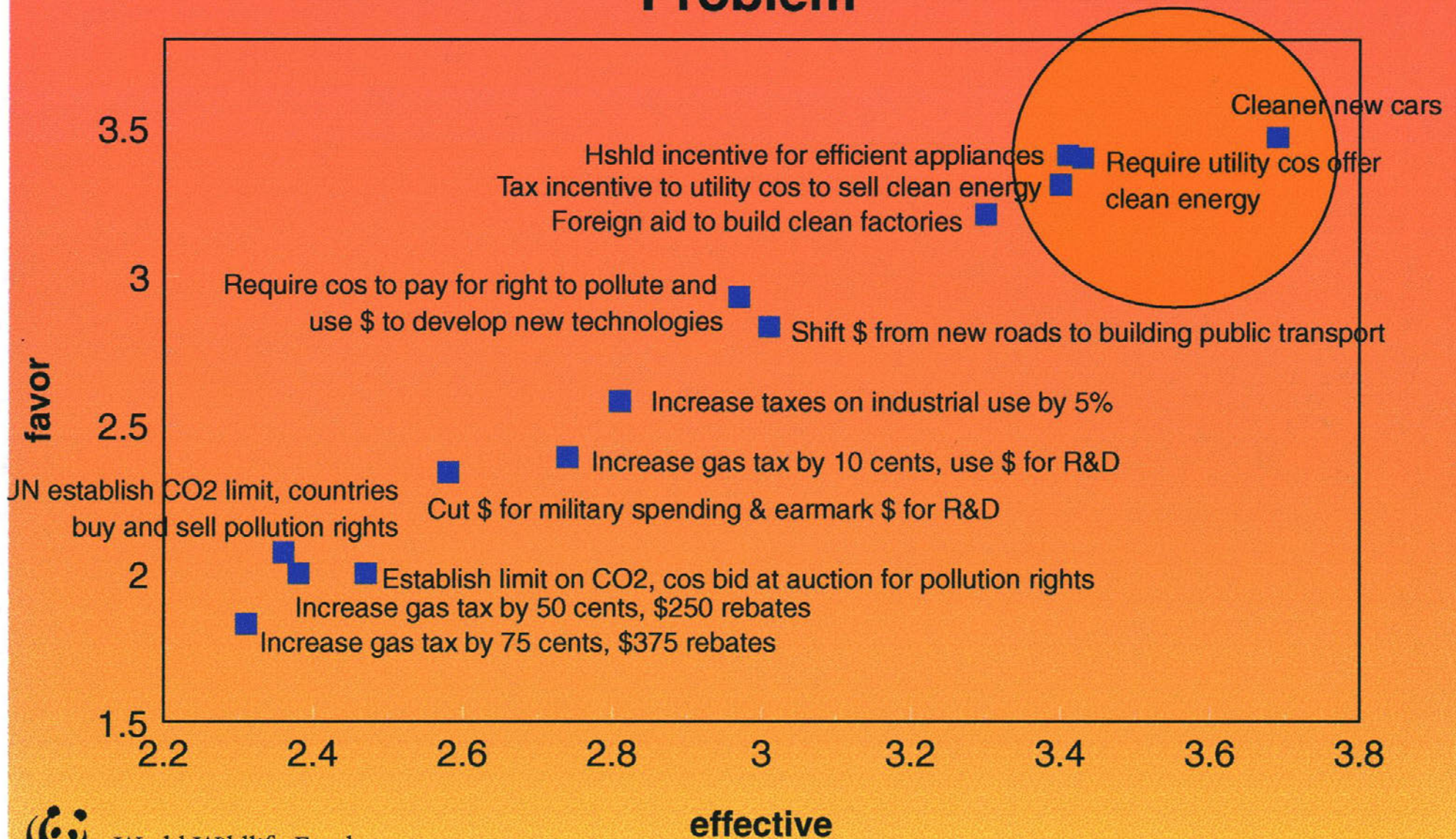


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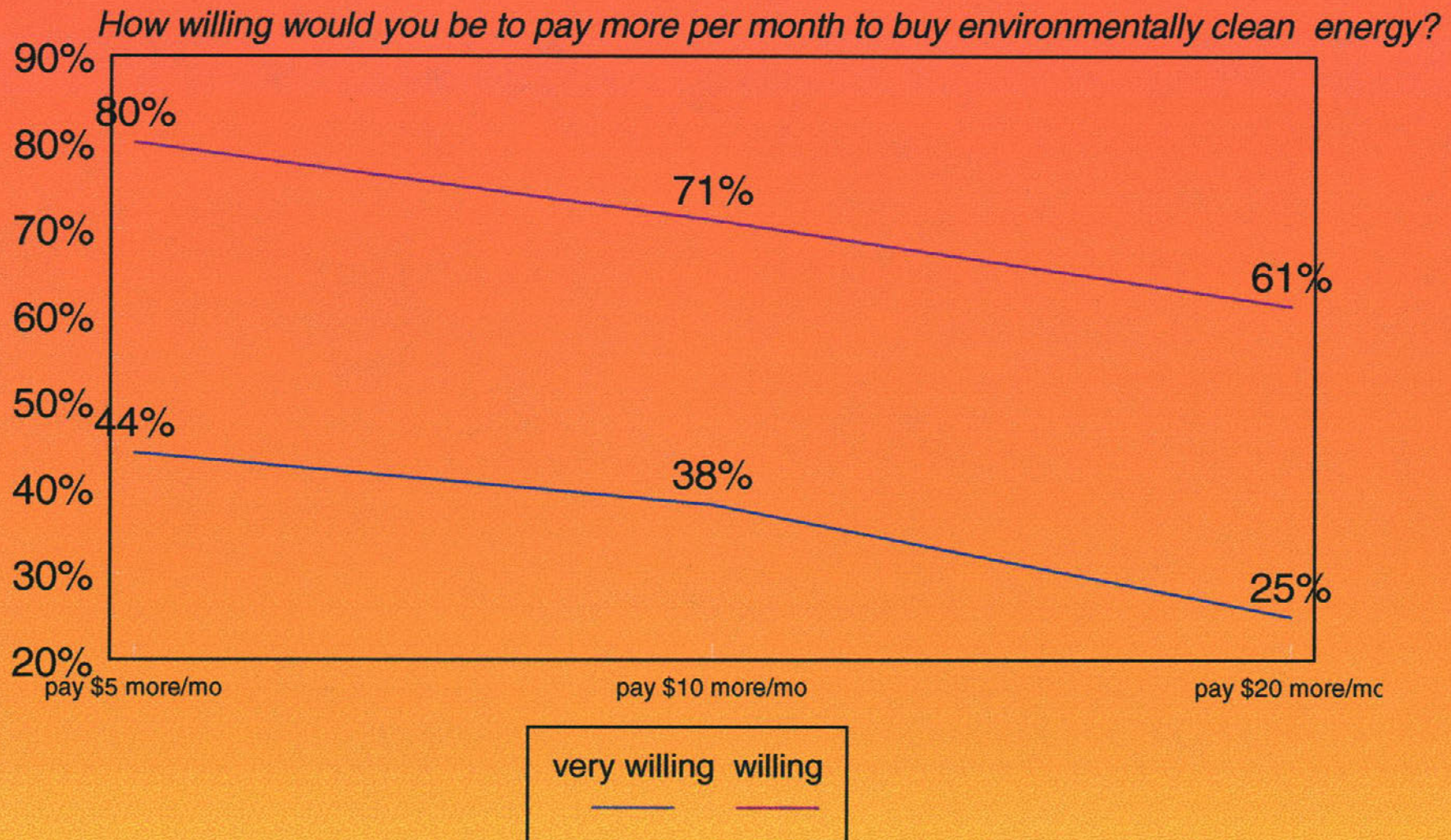
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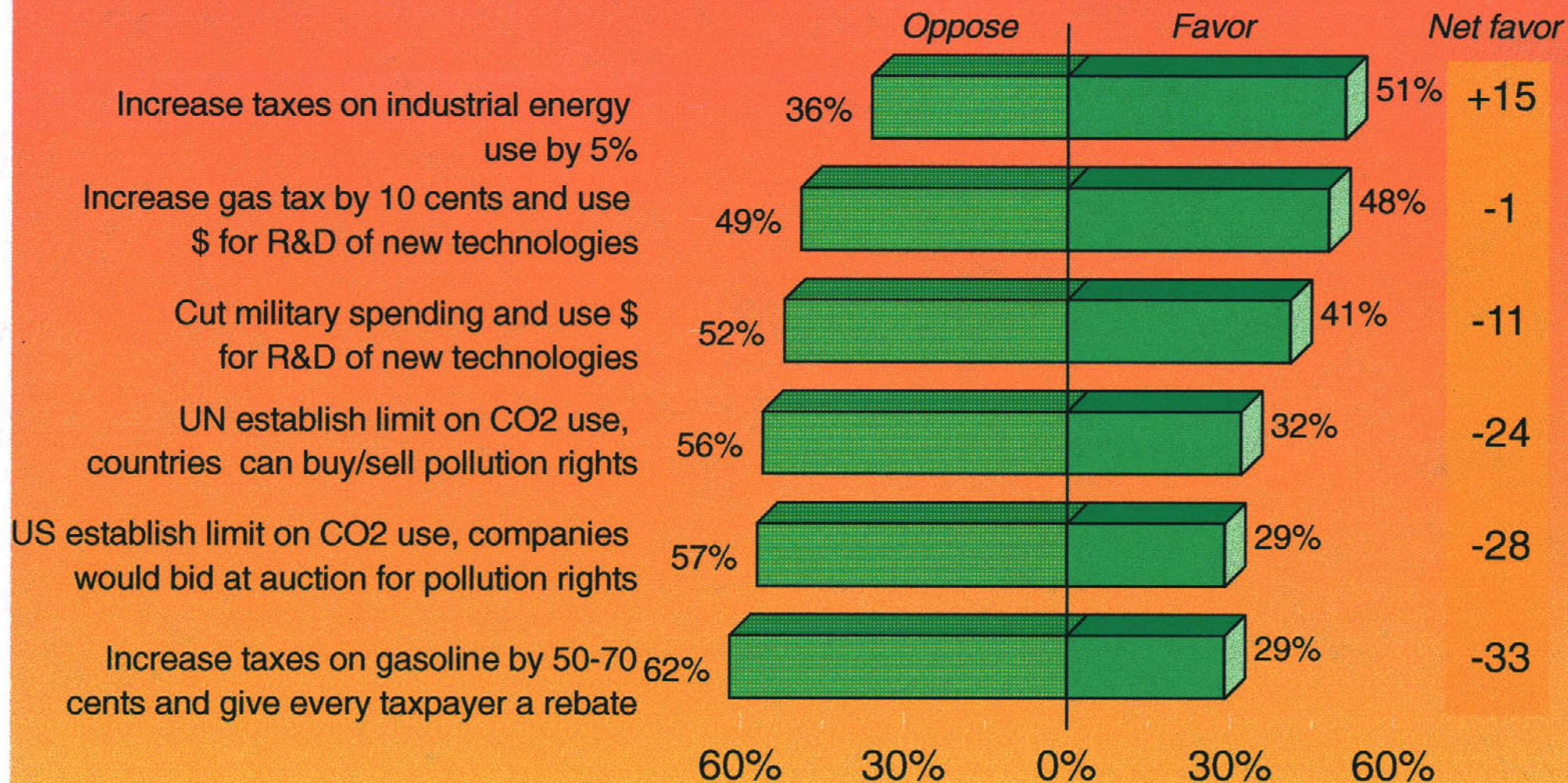
Proposals That Give Consumers Clean Energy Alternatives Are The Most Popular And Seen As The Most Effective Means Of Addressing This Problem



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



(rank ordered by net favor)



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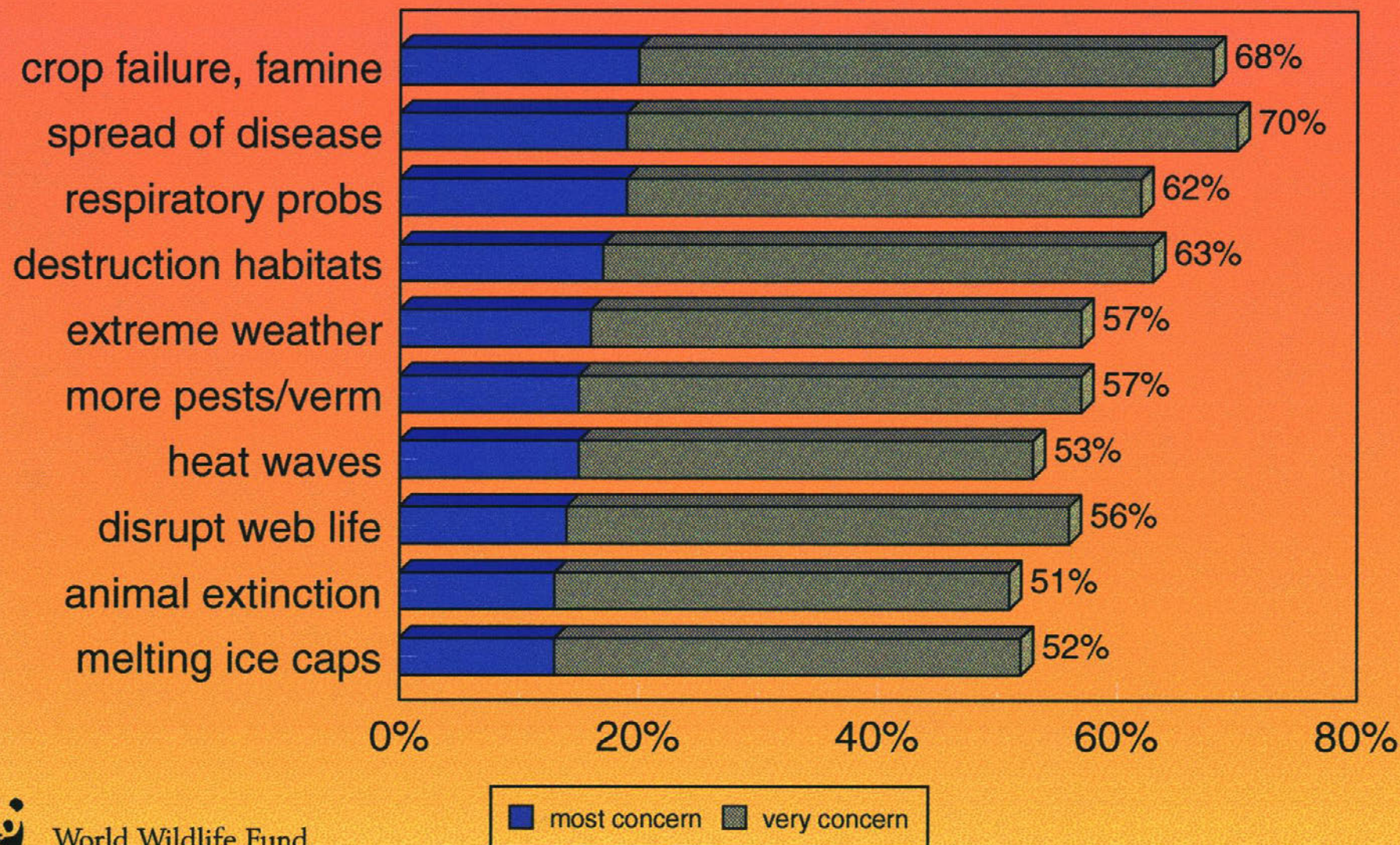


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Voters Are Most Concerned About The Impact Of Global Warming On Public Health And Habitats

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

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

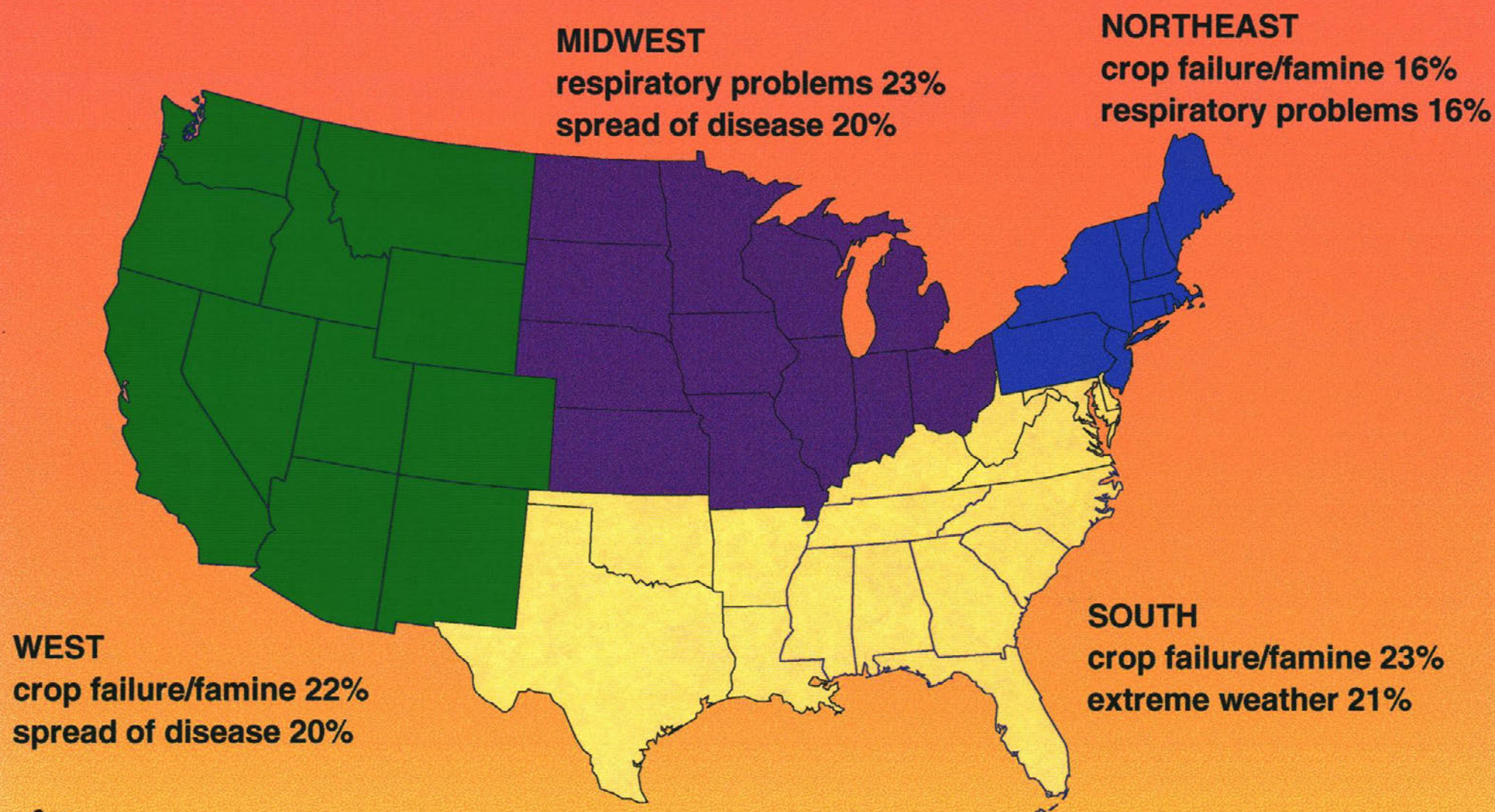


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People In The Midwest Are More Concerned About Disease And Respiratory Problems, While Southerners Are Worried About The Weather

Concern About Crop Failure And Famine Is Widespread



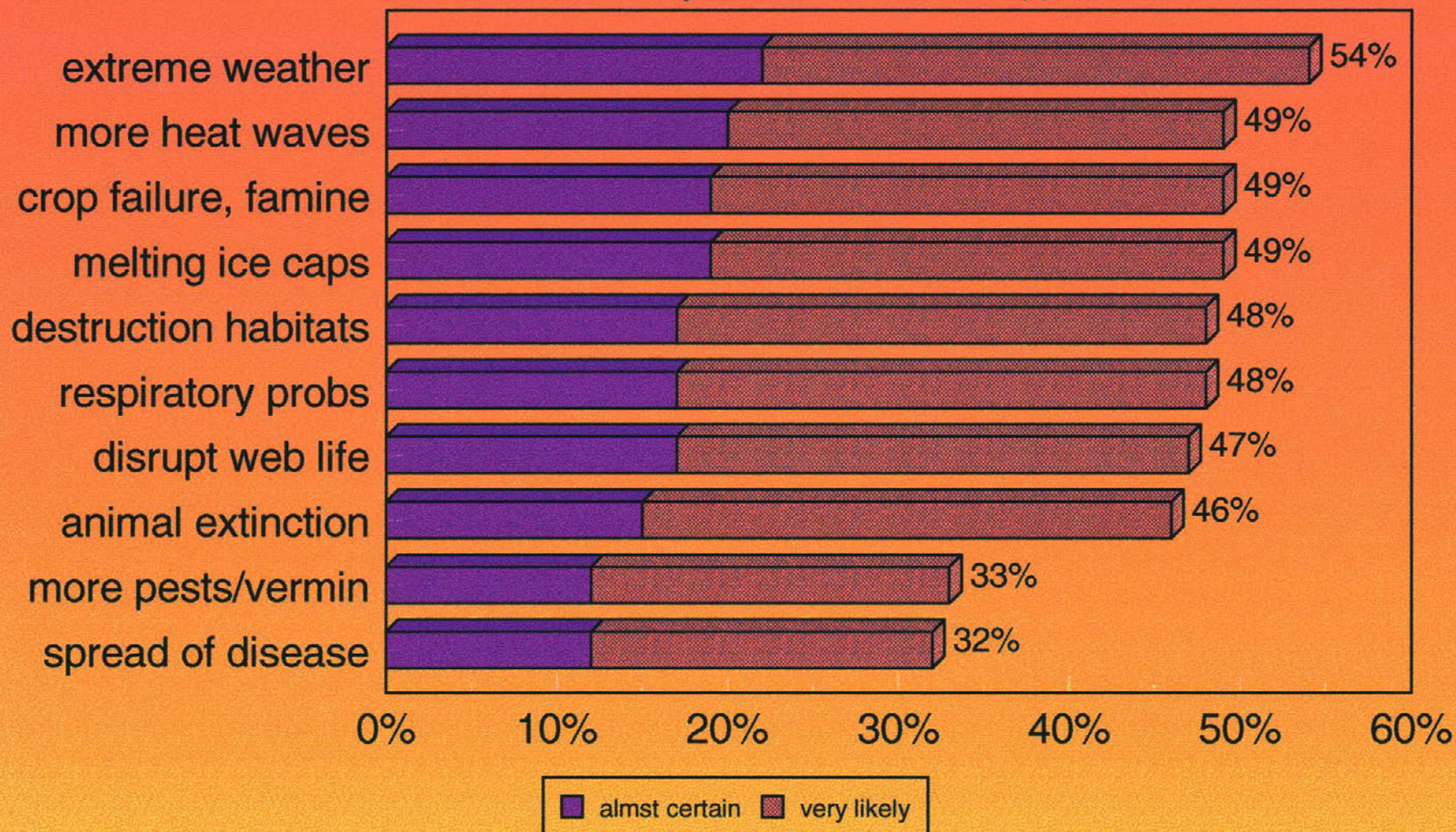
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% saying one of the things that concerns them most

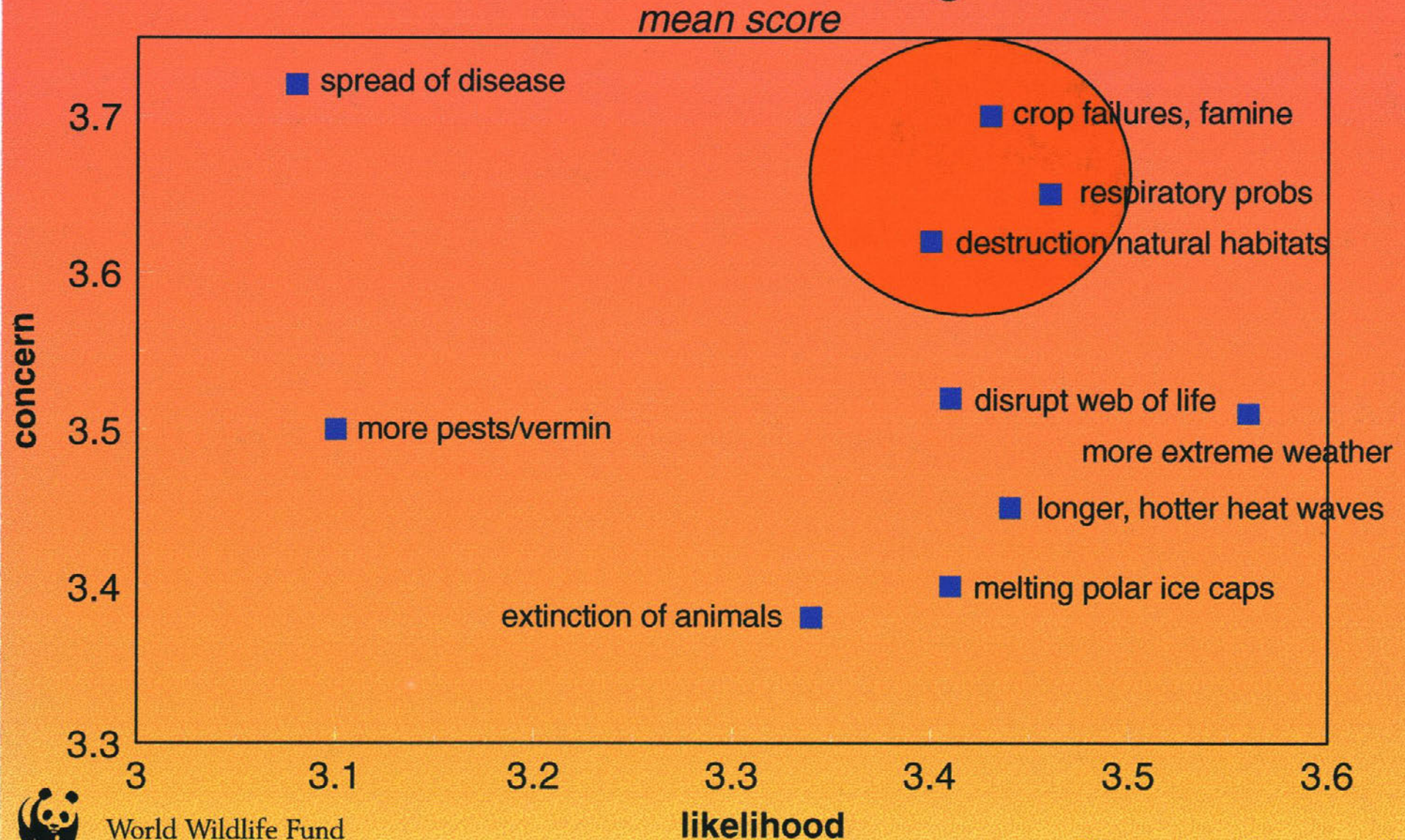
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Climatic Effects Are Judged Most Likely

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



CLIMATE CHANGE THREATS TO NORTH AMERICAN NATIONAL PARKS AND PROTECTED AREAS

Jay R. Malcolm, University of Toronto
Adam Markham, World Wildlife Fund

Contents:

I. EXECUTIVE SUMMARY

II. INTRODUCTION AND OVERVIEW

III. CASE STUDIES FROM THE FIELD

1. Alaskan Protected Areas (excluding Arctic National Wildlife Refuge and the Yukon Delta)
2. Arctic National Wildlife Refuge
3. Yukon Delta National Wildlife Refuge
4. Ellesmere Island National Park Reserve
5. Wapusk National Park and Central Arctic Bird Sanctuaries
6. Protected Areas of the Boreal Forest
7. Northern Great Lakes States Protected Areas
8. Protected Areas of the Great Plains
9. Rocky Mountain National Park
10. Yellowstone National Park
11. Glacier National Park
12. Olympic National Park
13. California Coastal and Marine Ecosystems and Protected Areas
14. Coconino National Forest
15. Everglades National Park
16. Great Smoky Mountains National Park
17. Blackwater National Wildlife Refuge
18. Virgin Islands National Park
19. Haleakala National Park

IV. LITERATURE CITED

V. APPENDIX 1: Assessment of vulnerability of U.S. protected areas to climate change