



PUBLIC OPINION

STRATEGIES

Memorandum

To: Wisconsin Manufacturers & Commerce
Fr: Gene Ulm/ Amanda Bajkowski
Date: September 28, 2009
Re: Recent survey results

The following memorandum is based on a survey of 500 likely voters in Wisconsin completed September 15-16, 2009 by Public Opinion Strategies. The margin of error on the survey is plus or minus 4.38 percent.

WMC thought it of interest to ask Wisconsinites what they thought about various global warming energy proposals being debated in the State Capitol.

Given Wisconsin's weak economy and voters' heightened pocketbook concerns, it is not a shock to find voters react very negatively to any energy cost increases or potential job losses.

The number of voters concerned about global warming are few while those concerned about the economy are many. While voters see global warming as a problem that should be addressed, they also see it as a national and world problem that shouldn't fall just on Wisconsin's shoulders.

Bottom line: Initial support for these proposals range from the most marginal of majorities to outright opposition. Further, existing support evaporates when juxtaposed with higher energy costs or potential job loss.

Key Data:

- **Jobs and the economy remain the top concern for Wisconsin voters; over a third (37%) of voters said jobs and the economy is the single most important issue facing their family.** By comparison, only one percent of Wisconsin voters named global warming as the most important problem facing them or their family. Jobs and the economy is the concern across party lines: Republicans 37%, Independents 40%, and Democrats 33%.
- **Is global warming a global problem to solve or Wisconsin's? Sixty-two percent of Wisconsinites believe global warming is a national and global problem and is not Wisconsin's burden to bear.**

(Actual Wording)

*Now I am going to read you two statements. Please tell me which statement is closer to how you feel...**(ROTATE)***

27% **(SOME/OTHER)** people say that global warming is a crisis that must be dealt with immediately, even if it means Wisconsin citizens must make sacrifices and change their behavior

....**WHILE**...

62% **(SOME/OTHER)** people say that global warming is not just a Wisconsin problem but a **NATIONAL AND GLOBAL** problem, and we risk losing thousands of Wisconsin jobs if we pass expensive regulations in our state while neighboring states and other countries do little or nothing

....Which one is closest to how you feel?

- **Wisconsinites are NOT willing to pay more for reducing global warming.** Voters oppose global warming regulations that will cost twenty-five dollars or more a month to the average Wisconsin household by a **THREE-TO-ONE** margin (17% more likely/ 55% less likely).

(Actual Wording)

*And if you knew that Wisconsin's global warming proposal would cost the average Wisconsin household \$25 or more **EVERY** month, would you be more likely to support the plan, less likely to support the plan or would it make no difference in how you feel?*

17% Total More Likely

55% Total Less Likely

- **Voters initially support a law requiring at least 25% of Wisconsin's electricity be renewable sources.**

(Actual Wording)

*Wisconsin legislators are considering a new law that would require at least 25% of our electricity to come from renewable sources, like wind and solar power. Would you **SUPPORT** or **OPPOSE** a 25% renewable electricity law?*

68% Total Support

25% Total Oppose

- **However, support for a law requiring at least 25% of Wisconsin's electricity be renewable sources evaporates when jobs are at stake or electricity bills go up.**

(Actual Wording)

The twenty five percent (25%) renewable electricity law will cost Wisconsin's electricity bill payers billions of dollars, and would result in significant increases on their electric bills?

20% Total Support

68% Total Oppose

(Actual Wording)

The twenty five percent (25%) renewable electricity law may force more Wisconsin manufacturing jobs to leave our state because electricity prices would be so high compared to other states that do not have similar laws.

16% Total Support

71% Total Oppose

- **Voters oppose (34% support/ 41% oppose) a proposal restricting the sale of Wisconsin gasoline made from Canadian oil.**
- **And when it hits their pocketbooks it become even more unpopular.** Seventy-two percent of voters are more likely to oppose the proposal when informed (**Actual Wording**) “Independent studies have found that a Low Carbon Fuel Standard will increase gas prices by more than 60 cents per gallon – higher costs that will be passed along to motorists in the form of higher gas prices at the pump.”
- **Almost three-fourth (73%) of voters oppose a law that would add taxes and fees to their electric and heating bills to pay for energy efficiency programs for businesses and low income homeowners.**

The Wisconsin State Legislature is proposing additional taxes and fees on your electric and home heating bills to pay for energy efficiency programs for businesses and low-income homeowners. Would you SUPPORT or OPPOSE new taxes and fees on your utility bills?

23% Total Support

73% Total Oppose

- **Over half of voters say they would vote for the candidate that stands up against the costly Wisconsin-only global warming plan.** Fifty-three percent of Independents said they would vote for the candidate that votes against the plan.

(Actual Wording)

Now I am going to read you two more statements about candidates. Please tell me which candidate you would vote for if you knew that: (ROTATE)

40% *Candidate A supported Governor Jim Doyle's global warming plan that will work to cut our dependence on foreign oil and help stop the greenhouse gasses that are causing global warming.*

...while..

53% *Candidate B stood up to Governor Jim Doyle and voted against his Wisconsin global warming plan that increased the cost of electricity, increased the cost of gasoline, and resulted in the loss of high-paying manufacturing jobs in the state.
...Which candidate would you vote for?*

While voters initially say they are concerned about global warming and increased use of renewable resources, they do not support the proposals if they increase prices or result in fewer jobs in Wisconsin.

Please do not hesitate to call with any questions.