

Defining “Red, White and Green” Voters

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Methodology

Results are based on telephone interviews conducted among a sample of 2,055 adults (1,027 men and 1,028 women) age 18 and over, living in private households, in the continental United States. Interviewing was completed during the period of September 21-25, 2006.

Completed interviews of the 2,055 adults were weighted by four variables: age, sex, geographic region, and race, to ensure reliable and accurate representation of the total adult population.

The margin of error at a 95% confidence level is plus or minus two percentage points for the sample of 2,055 adults. Smaller sub-groups will have larger error margins.

Some results are based on smaller groups of the population.

The first subgroup is called “Likely Voters” and they compromise 1,417 of the total respondents. To be considered a likely voter a respondent had to say they were registered to vote in the state where they live and be very likely to vote in the November elections.

Another subgroup is entitled “Red, White and Green Likely Voters” or RWG. For this study, we created a “Level of Environmental Concern” scale based on the answers to five questions in this survey. Respondents were ranked on this scale from a high of 5 to a low of zero based on how many pro-environmental answers out of 5 they gave.

Those who gave an pro-environment response to all five and are likely voters (as described above) comprise the group of 429 respondents called RWG Likely Voters.

Executive Summary

There are nearly as many likely voters in the United States who are “red, white and green” (30 percent) as self-identified Republican likely voters (33 percent), according to a new survey conducted by the Opinion Research Corporation (ORC) for the nonprofit and nonpartisan Civil Society Institute (CSI), a Boston area think tank that encourages grassroots solutions to energy problems and other issues. The data are based on a detailed analysis of 1,417 respondents who indicated that they are registered and likely to vote in the 2006 elections.

To learn more about the population of 45.3 million “red, white and green” (RWG) likely voters in the U.S., CSI and ORC constructed a five-question matrix focusing on attitudes about energy conservation, the need for independence from Middle Eastern and other foreign oil, support for higher fuel-efficiency standards for autos and other vehicles, reduced pollution to curb global warming, and the extent to which buying a fuel-efficient car is viewed as a “patriotic” act. To be considered a RWG voter, the bar was set at the maximum level, with only those respondents classified as “red, white and green” who answered **all** five questions in an environmentally sensitive fashion.

Executive Summary

The picture that emerges of “red, white and green” voters in the United States is an interesting one:

- ***Politically diverse.*** More than two out of five RWG voters are moderates (43 percent), about a third are liberals (32 percent) and 22 percent are conservatives. Of all Republican/leans Republican likely voters, one in five are RWG voters.
- ***More likely to support a pro-environment candidate or business.*** More than four out of five (82 percent) RWG voters say they are more likely to support a candidate based on their views on energy and global warming issues. A similar percentage (83 percent) of RWG voters say they would be more likely to patronize a business with a good record on the environment. Clear majorities of RWG voters also indicated they were prepared to take action on their views by weatherizing/adopting other fuel-saving conservation steps at home (91 percent); purchase a hybrid or other more fuel-efficient vehicle (77 percent); reduce the amount they drive by walking, bike riding or using public transportation (71 percent); and “consider support for an earmarked gas tax that would be invested in development of renewable, clean energy sources” (71 percent).

Executive Summary

- The five-question “red, white and green” matrix yielded the following question-by-question results among likely voters:
- **Question 1: Conservation v. domestic oil drilling.** Three out of five likely voters said that the “*first* ... way to reduce our dependence on oil from the Middle East and other foreign sources” should be conservation, such as higher fuel rules for cars and other vehicles to make sure we are using energy as wisely as possible” as opposed to “development of new domestic oil resources” with a major emphasis on drilling (31 percent).
- **Question 2: Energy independence as a goal by 2015.** When asked if “the U.S. government should set a national goal of declaring July 4th, 2015, or sooner, as ‘Energy Independence Day’ – a real target date for ending our reliance on Middle Eastern and other foreign oil supplies,” more than two out of three likely voters (68 percent) agreed, versus just one in five (26 percent) who disagreed.

Executive Summary

- **Question 3: Need for more federal leadership on global warming/energy problems.** Asked if there is a need for “more leadership from the Federal government to reduce the pollution linked to global warming, encourage new approaches to promoting conservation and spark the development of renewable or alternative energy sources,” 75 percent of likely voters agreed (including 46 percent who did so strongly), compared to just 21 percent who disagreed (only 10 percent strongly).
- **Question 4: 40 mile-per-gallon federal fuel-efficiency standard.** Respondents were asked to react to the following: “The Union of Concerned Scientists has concluded: ‘If all cars were fuel efficient to 40 miles per gallon, the U.S. would save 75 percent of our dependency on Middle Eastern oil and reduce our contribution to global greenhouse pollution by 30 percent.’ Given these facts, how important do you think government action is to achieve the 40 miles per gallon fuel efficiency target for U.S. cars?” Nearly nine out of 10 (87 percent) likely voters said it was important to take such action, including 61 percent who said it was very important to do so. By contrast, only 11 percent of likely voters said that it was an unimportant goal, with just one in 20 saying that it was “not important at all.”

Executive Summary

- **Question 5: *Conserving energy as an expression of patriotism.***
Respondents were asked to react to the following: “Some people say it is patriotic to drive a more fuel-efficient vehicle since it requires less fuel to run, and therefore, can help to reduce U.S. dependency on Middle Eastern oil.” Slightly more than seven out of 10 (71 percent) of likely voters agreed, versus only about one in five (27 percent) who disagreed.
- In addition to the 30 percent of likely voters who were classified as “red, white and green” voters by adopting the most environmentally sensitive stances on all five on the questions in the CSI/ORC matrix, 32 percent answered that way on four out of five questions and another 19 percent on three out of five questions. Only about one in 33 likely voters exhibited the extreme opposite stance by answering zero out of the five matrix questions in the least environmentally sensitive fashion.



Detailed Charts



The Red White and Green Likely Voter

A Demographic Profile

The Red, White and Green Likely Voter, A Demographic Profile

Characteristic	All Adults	Likely Voters	RWG Likely Voters
Employed full time	49%	52%	56%
White collar professional	28%	32%	38%
Own home	66%	73%	73%
Post graduate degree	14%	17%	21%
Mean age	45.2	48.1	48.0
Spanish/Hispanic/Latino	12%	9%	7%
White	74%	78%	82%
Mean HH income	\$53,700	\$57,300	\$57,000
Male	48%	49%	44%
Female	52%	51%	56%
Democrat/Lean	39%	43%	56%
Republican/Lean	33%	36%	25%
Independent	18%	15%	15%
Liberal	20%	19%	32%
Moderate	42%	43%	43%
Conservative	31%	34%	22%

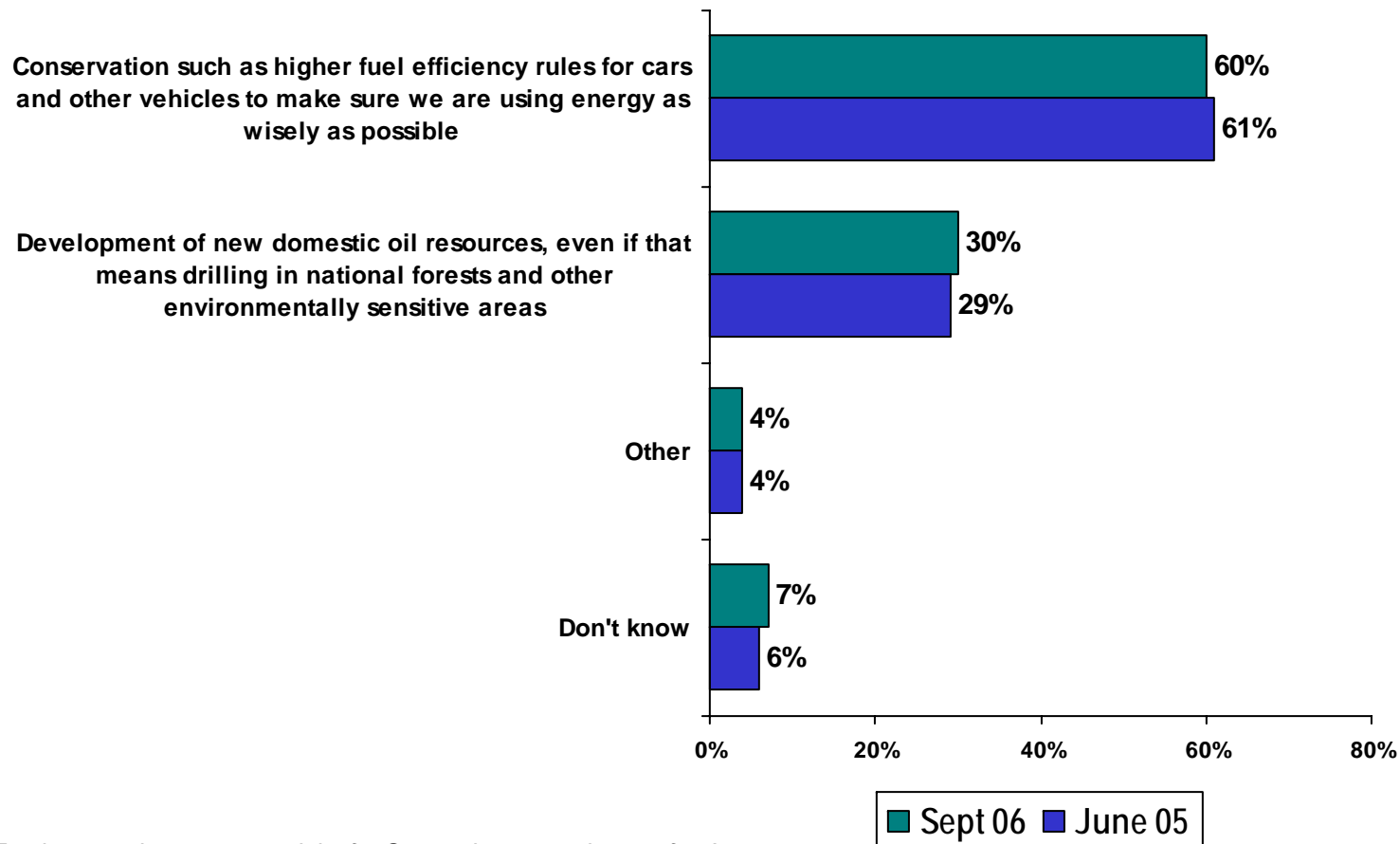
To Reduce Our Dependence on Middle Eastern Oil – US Needs to Focus on Conservation over Exploration

- The majority of adults (60%) think the U.S. needs to focus on conservation over development of new domestic oil resources (30%) as a way to reduce this country's dependence on Middle Eastern and other foreign oil. This finding is unchanged from a June 2005 asking of the same question where 61% favored conservation and 29% favored development of alternative domestic sources of oil.
 - Women are more likely than men to favor conservation over exploration (64% vs. 57%).
 - The higher the respondent scores on the environmental concern scale, the more likely they are to favor conservation over exploration. Six out of 10 (60%) of those who scored a four on the scale favor conservation compared to only 14% of those who scored a 1 on the scale.
 - This question shows the greatest difference in responses based on a respondent's party ID and political ideology. Republicans (48%) and Conservatives (47%) are the least likely to favor conservation. Among Democrats and Liberals (72% and 73% respectively) conservation is heavily favored.
 - Among likely voters the results are the same: conservation 60% vs. development 31%.

Conservation vs. Exploration

G5: what do you think our nation should focus on first as a way to reduce our dependence on oil from the Middle East and other foreign sources?

Most Favor Conservation Over Exploration



Base = Total respondents, 2,055 adults for September 06 and 1,017 for June 05.

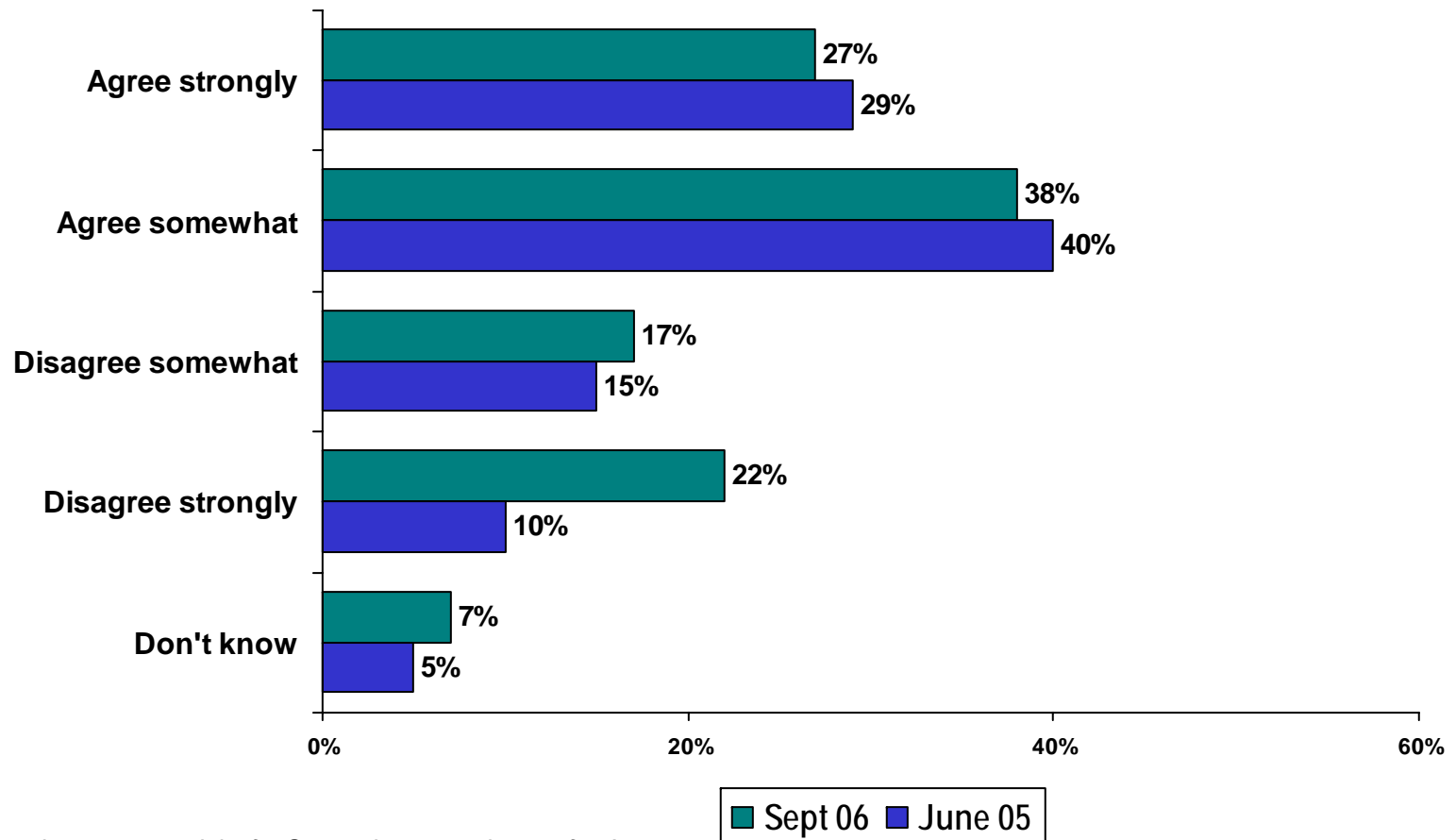
Setting a Date for Energy Independence Day

- About two-thirds of respondents agree that the country should set a national goal to end our reliance on Middle Eastern oil by July 4, 2015, if not sooner. In the latest survey 65% agree with this idea and in a June 2005 asking of the same question we found that 69% agreed. In both surveys about one-fourth disagree.
 - Not surprisingly the higher your score on the Environmental Concern Scale, the more likely you are to agree with this statement. Seventy-three percent of those who scored a four agree with this statement compared to only 22% of those who scored a 1.
 - There is no difference by ideology or party ID.
 - Likely voters answer very similarly to all adults: 68% agree and 26% disagree.

Setting a Date for Energy Independence Day

G6: Looking ahead, do you think the U.S. government should set a national goal of declaring July 4th, 2015 or sooner as "Energy Independence Day" – a real target date for ending our reliance on Middle Eastern and other Foreign oil supplies? Would you say you...?

Americans Want to Set the Date for Energy Independence



Base = Total respondents, 2,055 adults for September 06 and 1,017 for June 05..

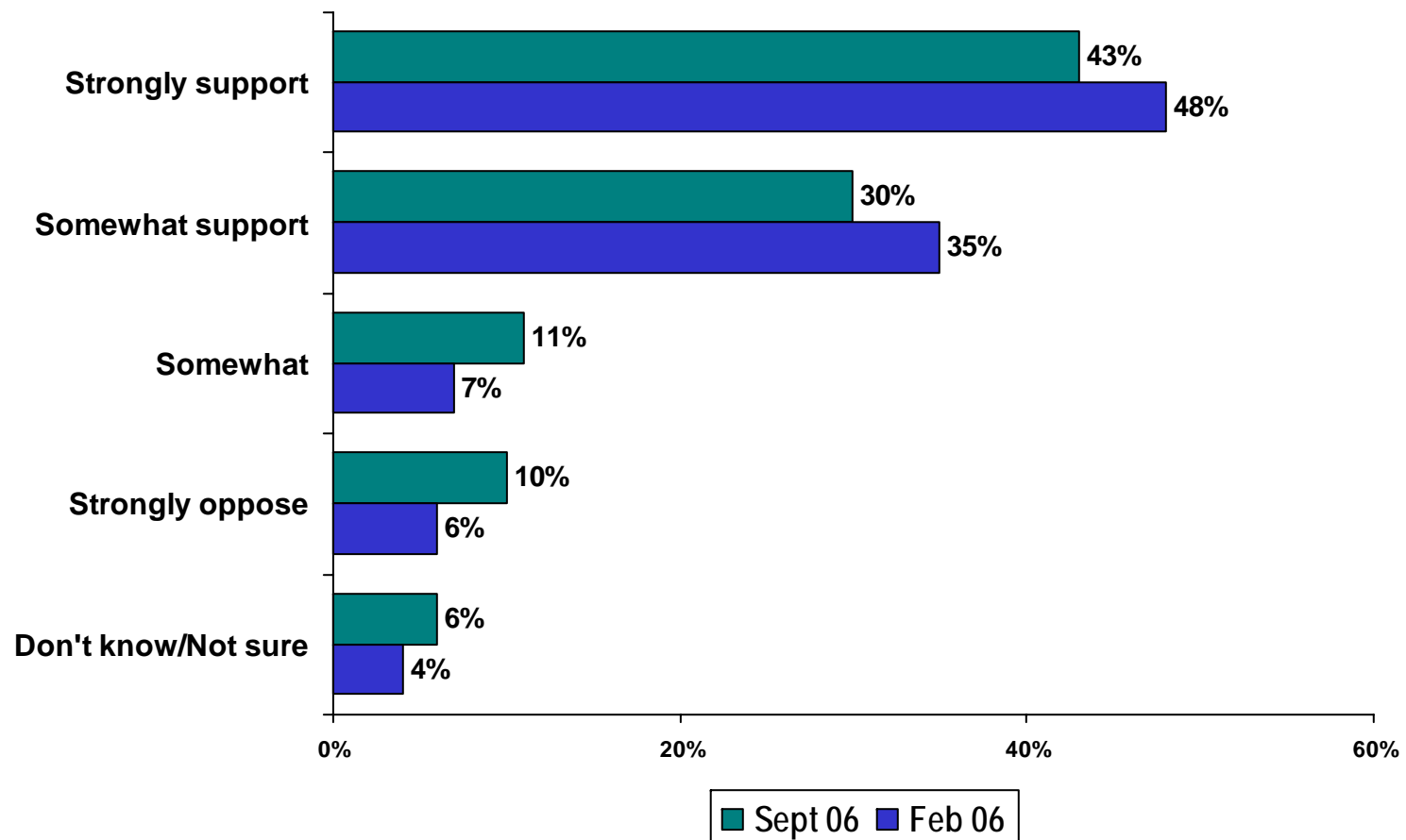
Federal Government Leadership in the Area of Global Warming is Desired

- About three-fourths (73%) support more federal leadership in the area of reducing pollution linked to global warming. This is a slight decline from the last asking of this question in February 2006 when 83% supported this concept. Opposition to this concept has increased to 21% from 13% in the last asking.
 - Younger respondents age 18-24 are the least likely to be in favor of government leadership in this area compared to any other age group (61%).
 - Respondents with a college degree are much more likely to support this idea than are those with less than a high school education (79% vs. 59%).
 - Eighty-seven percent of those who scored a 4 on the environmental scale support this, while only 19% of those who scored a one support more federal action in this area.
 - Democrats are more in favor of increased federal action (80%) than are Republicans (71%) or Independents (72%). Liberals and Moderates (78%) support this action more strongly than do Conservatives (68%).
 - 75% of likely voters support this action compared to 21% who oppose it.

More Federal Government Leadership in the Area of Global Warming Desired

G7: Do you support or oppose, somewhat or strongly, more leadership from the Federal government to reduce the pollution linked to global warming, encourage new approaches to promoting conservation and spark the development of renewable or alternative energy sources? Do you ...?

Seventy-three percent Want More Federal Leadership



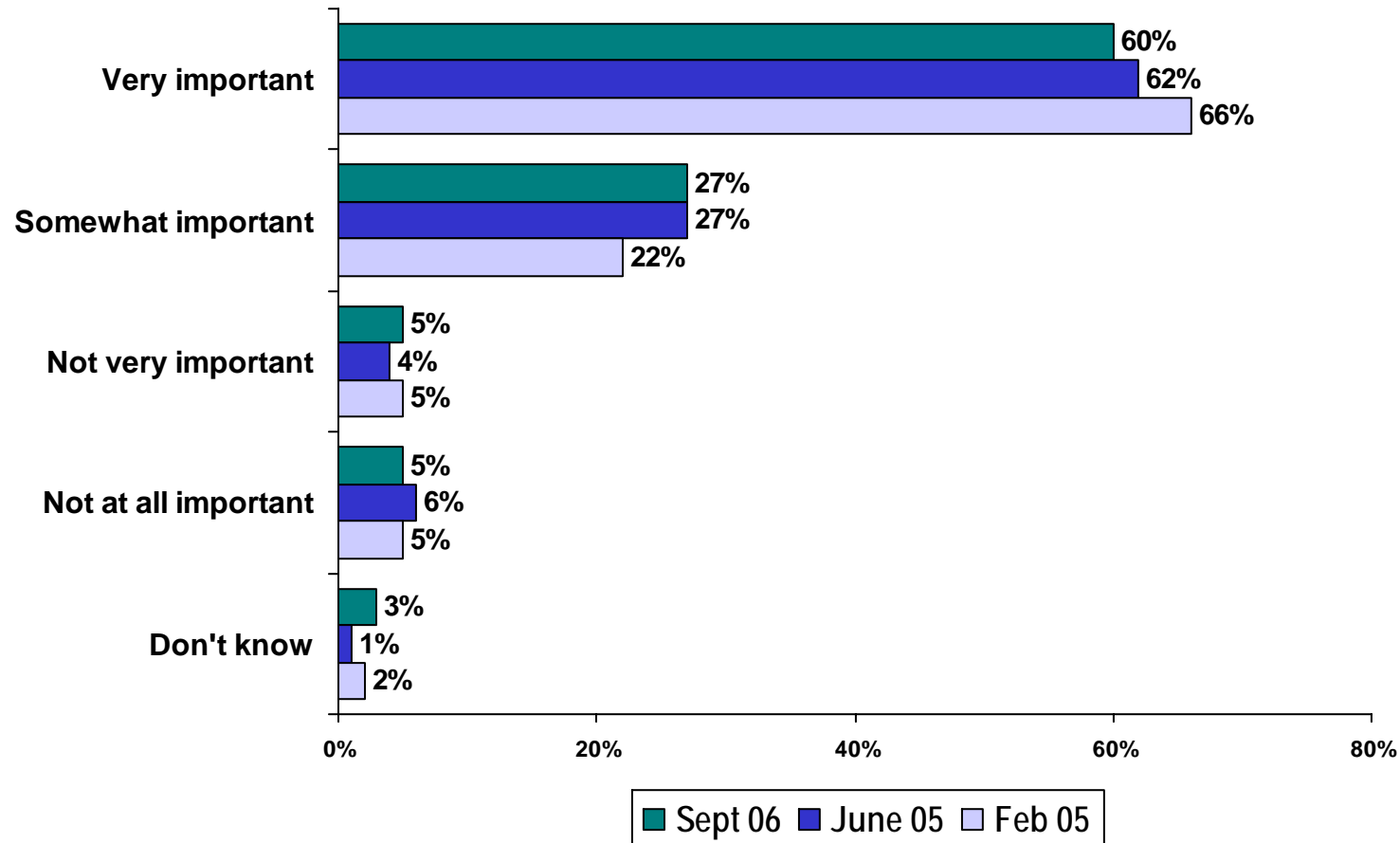
Base = Total respondents, 2,055 adults for September 06 and 1,013 for February 05.

Importance of a Federal Fuel Efficiency Requirement of 40 MPG

- The vast majority of adults (87%) think it is important that the Federal government take action to achieve a fuel-efficiency target of 40 miles per gallon. This finding is consistent with both previous askings of this question where 89% and 88% said this was important.
 - Women tend to think this is more important than men (90% vs. 84%).
 - Ninety-seven percent of those who scored a four on the environmental concern scale think this is important compared to only 28% of those who scored a 1.
 - Liberals are more likely than Conservatives to think this fuel-efficiency target is important (95% vs. 80%).
 - The target is also more important to Democrats (94%) than Republicans (82%).
 - 87% of likely voters also think this is very important.

Importance of a Federal Fuel Efficiency Requirement of 40 MPG

G8: I want you to listen carefully to this statement that addresses U.S. energy policy and its relationship to U.S. security policy. The Union of Concerned Scientists had concluded: "If all cars were fuel efficient to 40 miles per gallon, the U.S. would save 75 percent of our dependency on Middle Eastern oil and reduce our contribution to global greenhouse pollution by 30 percent." Given these facts, how important do you think government action is to achieve the 40 miles per gallon fuel efficiency target for U.S. cars? Would you say...?



Base = Total respondents, 2,055 adults for September 06, 1,017 for June 05 and 1,013 for February 05.

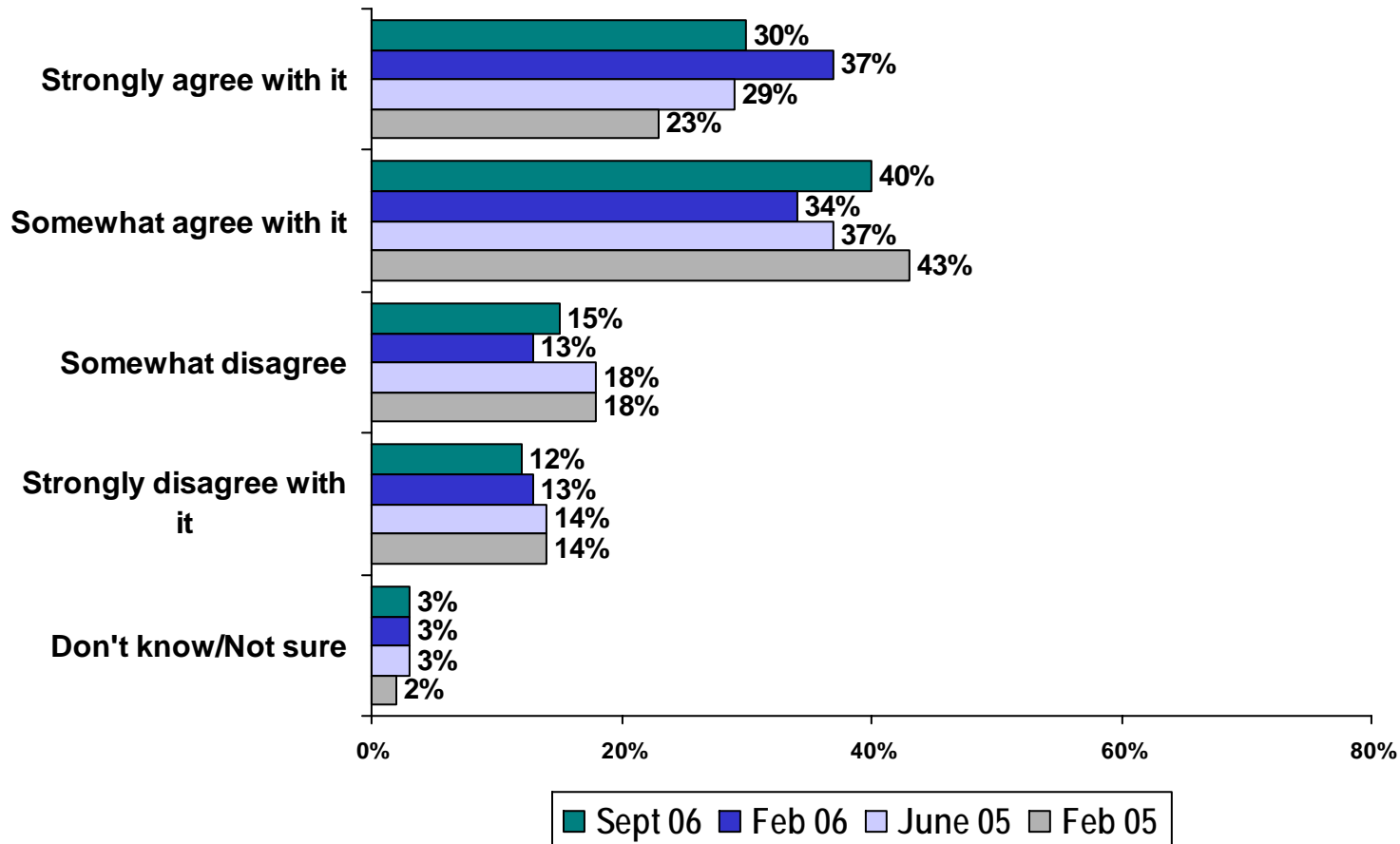
Expressing Your Patriotism On The Road

- About seven-in-10 Americans (70%) think it is an expression of patriotism to drive a fuel efficient vehicle.
 - Women are more likely than men to think this is an expression of patriotism (73% vs. 68%).
 - Those age 65 and over are the age group most likely to think driving a fuel efficient vehicle is an expression of patriotism (78%).
 - This activity is much more likely to be seen as a patriotic gesture in the Midwest than the Northeast. (74% vs. 64%).
 - Eighty-three percent of those who scored a four on the environmental concern scale think driving a fuel efficient vehicle is a patriotic act compared to only 16% of those who scored a 1.
 - For Democrats (78%) and Liberals (77%) driving a fuel-efficient car is an act of patriotism.
 - Likely voters are no different from other Americans in their agreement that this is a patriotic act.

Expressing Your Patriotism on The Road

G9: Some people say it is patriotic to drive a more fuel-efficient vehicle since it requires less fuel to run, and therefore, can help to reduce U.S. dependency on Middle Eastern oil. What do you think of that statement? Would you say...

A Fuel Efficient Vehicle is Seen as Patriotic



Base = Total respondents, 2,055 adults for September 06, 1,029 for February 06, 1,017 for June 05 and 1,073 for February 05

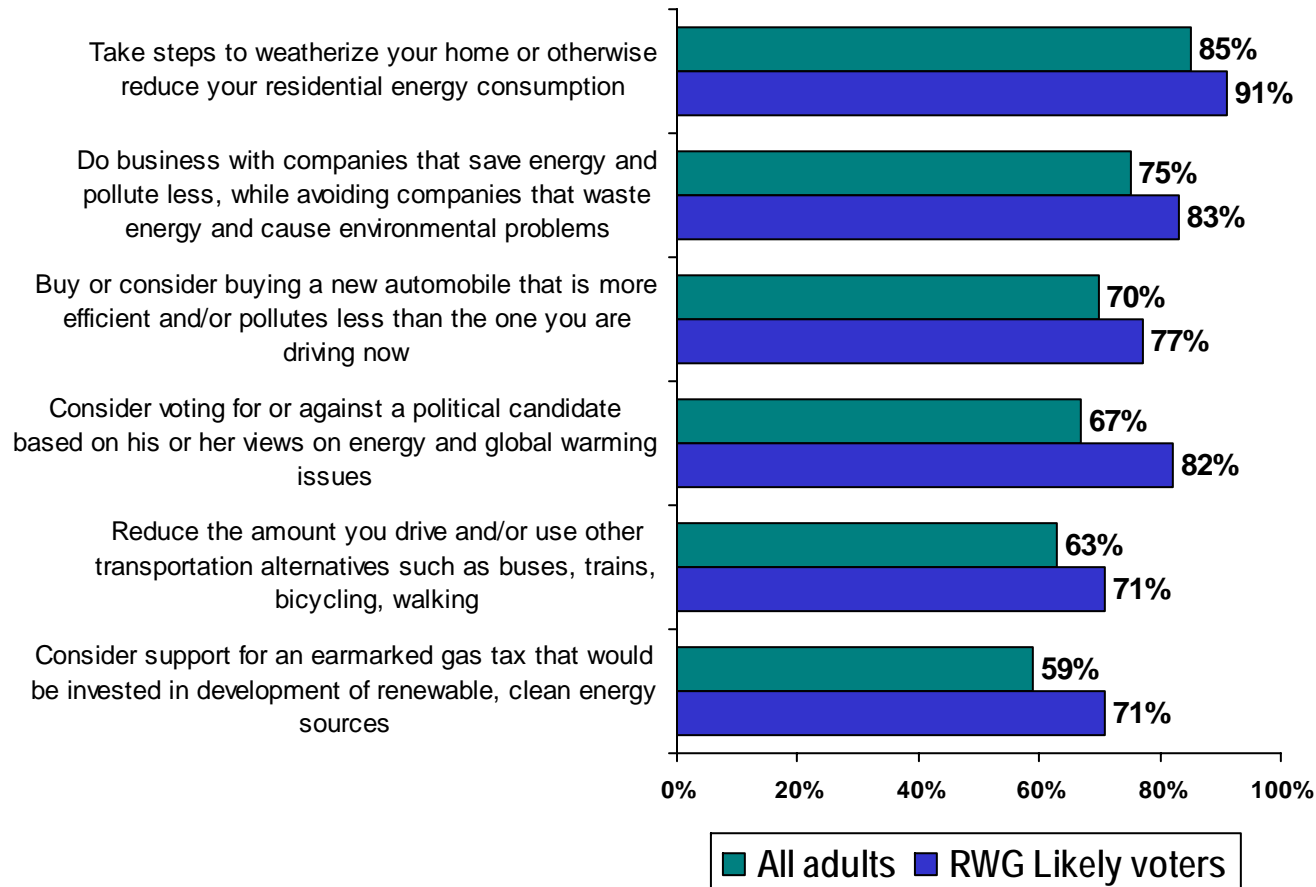
Americans are Willing to do Their Part as Well

- As shown in the previous question, a majority of Americans want more leadership from the Federal government to reduce pollution linked to global warming. But they are also willing to do their part. More than half said they would take any of six actions that could help with global warming. RWG likely voters are more willing to take any of these actions.
 - Weatherize home or reduce home energy consumption (85%)
 - Do business with companies that save energy, avoid those who waste (75%)
 - Buy/consider a more fuel efficient vehicle (70%)
 - Consider voting for or against candidate based on their environmental/energy stand (67%)
 - Reduce driving, use more public transportation (63%)
 - Support an earmarked gas tax for development/exploration of alternative sources (59%)
- The higher your score on the Environmental Concern Index, the more likely you are to say you will take any of these actions – 91% of those who scored a 4 will take action compared to only 49% of those who scored a 1.
- Liberals are more likely to take any of these actions than are Conservatives (88% vs. 81%).
- Democrats are also more likely to take any of these actions than Republicans (87% vs. 80%).
- Likely voters are just as willing to take these six action step as the rest of the adult population.

Americans are Also Willing to do Their Part

G7A: Please indicate which, if any, of the following apply to you. You feel so strongly about curbing global warming, increasing energy conservation and finding new energy sources, that you will...

More Than Half Would Do Each of the Following Energy Saving Activities



Base = 1,514 adults and 429 RWG likely voters who strongly or somewhat support more Federal leadership to reduce the pollution linked to global warming.



APPENDIX

RELIABILITY OF SURVEY PERCENTAGES

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

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

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

Additional Sampling Tolerances for Samples of 1,000 Interviews

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

SAMPLING TOLERANCES WHEN COMPARING TWO SAMPLES

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

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

Topline Results of a Telephone Survey of 2,055 Adults Conducted September 21-25, 2006

On another subject . . .

G1 From what you know of politics and political parties, which of these BEST describes what you now consider your own political position? [READ ENTIRE LIST BEFORE RECORDING ONE ANSWER]
(Base N= 2,055)

24% Republican
10% Independent leaning toward Republican
18% Independent
11% Independent leaning toward Democrat
28% Democrat
5% NONE OF THESE
4% DON'T KNOW/NOT SURE/REFUSED

G2 How would you describe your political views? Would you say...

20% Liberal
31% Conservative
42% Moderate
6% DON'T KNOW/NOT SURE/REFUSED

G3 Are you currently registered to vote in the state where you live now?

85% YES
14% NO
1% DON'T KNOW/NOT SURE/REFUSED

G4 Now I am going to ask you whether or not you intend to vote in the upcoming November election. Would you say it is . . . [READ LIST. RECORD ONE ANSWER]

74% Very likely that you will vote in the election
11% Somewhat likely that you will vote in the election
3% Somewhat unlikely that you will vote in the election
9% Very unlikely that you will vote in the election
2% DON'T KNOW/NOT SURE/REFUSED

G5 What do you think our nation should focus on FIRST as a way to reduce our dependence on oil from the Middle East and other foreign sources? [READ ENTIRE LIST BEFORE RECORDING ONE ANSWER. ROTATE]

<u>9/06</u>	<u>6/05</u>	
60%	61%	Conservation, such as higher fuel efficiency rules for cars and other vehicles to make sure we are using energy as wisely as possible
30%	29%	Development of new domestic oil resources, even if that means drilling in national forests and other environmentally sensitive areas
4%	4%	OTHER [SPECIFY]
7%	6%	DON'T KNOW/NOT SURE/REFUSED

G6 Looking ahead, do you think the U.S. government should set a national goal of declaring July 4th, 2015, or sooner, as "Energy Independence Day" - a real target date for ending our reliance on Middle Eastern and other foreign oil supplies? Would you say you . . . [READ LIST. RECORD ONE ANSWER]

<u>9/06</u>	<u>6/05</u>	
27%	29%	Agree with this strongly
38%	40%	Agree with this somewhat
17%	15%	Disagree with this somewhat
11%	10%	Disagree with this strongly
7%	5%	DON'T KNOW/NOTE SURE/REFUSED

G7 Do you support or oppose, somewhat or strongly, more leadership from the Federal government to reduce the pollution linked to global warming, encourage new approaches to promoting conservation and spark the development of renewable or alternative energy sources? Do you . . . [READ LIST. RECORD ONE ANSWER]

<u>9/06</u>	<u>2/06</u>	
43%	48%	Strongly support more federal leadership in this area
30%	35%	Somewhat support more federal leadership in this area
11%	7%	Somewhat oppose more federal leadership in this area
10%	6%	Strongly oppose more federal leadership in this area
6%	4%	DON'T KNOW/NOT SURE/REFUSED

[ASK IF G7 (01-02)]

G7A Please indicate which, if any, of the following apply to you. You feel so strongly about curbing global warming, increasing energy conservation and finding new energy sources, that you will . . . [READ AND ROTATE STATEMENTS. AFTER THIRD STATEMENT IS READ TO RESPONDENT, RE-READ QUESTION WORDING]

A. Consider voting for or against a particular political candidate based on his or her views on energy and global warming issues

67%	APPLIES TO YOU
30%	DOES NOT APPLY TO YOU
3%	DON'T KNOW/NOT SURE/REFUSED

B. Reduce the amount that you drive and/or use other transportation alternatives, such as buses, trains, bicycling, walking, etc

63%	APPLIES TO YOU
36%	DOES NOT APPLY TO YOU
1%	DON'T KNOW/NOT SURE/REFUSED

C. Buy or consider buying a new automobile that is more fuel efficient and/or pollutes less than the one you are driving now

70%	APPLIES TO YOU
29%	DOES NOT APPLY TO YOU
1%	DON'T KNOW/NOT SURE/REFUSED

3

- D. Take steps to weatherize your home or otherwise reduce your residential energy Consumption

85% APPLIES TO YOU
 14% DOES NOT APPLY TO YOU
 1% DON'T KNOW/NOT SURE/REFUSED

- E. Do business with companies that save energy and pollute less, while avoiding companies that waste energy and cause environmental problems

75% APPLIES TO YOU
 23% DOES NOT APPLY TO YOU
 2% DON'T KNOW/NOT SURE/REFUSED

- F. Consider support for an earmarked gas tax that would be invested in development of renewable, clean energy sources

59% APPLIES TO YOU
 37% DOES NOT APPLY TO YOU
 4% DON'T KNOW/NOT SURE/REFUSED

- G8 I want you to listen carefully to this statement that addresses U.S. energy policy and its relationship to U.S. security policy.

The Union of Concerned Scientists had concluded: "If all cars were fuel efficient to 40 miles per gallon, the U.S. would save 75 percent of our dependency on Middle Eastern oil and reduce our contribution to global greenhouse pollution by 30 percent." Given these facts, how important do you think government action is to achieve the 40 miles per gallon fuel efficiency target for U.S. cars? Would you say . . . [READ LIST. RECORD ONE ANSWER]

<u>9/06</u>	<u>6/05</u>	<u>2/05</u>	
60%	66%	62%	Very important
27%	22%	27%	Somewhat important
5%	5%	4%	Not very important
5%	5%	6%	Not at all important
3%	2%	1%	DON'T KNOW/NOT SURE/REFUSED

- G9 Some people say it is patriotic to drive a more fuel-efficient vehicle since it requires less fuel to run, and therefore, can help to reduce U.S. dependency on Middle Eastern oil. What do you think of that statement? Would you say you...[READ LIST. RECORD ONE ANSWER]

<u>9/06</u>	<u>2/06</u>	<u>6/05</u>	<u>2/05</u>	
30%	37%	29%	23%	Strongly agree with it
40%	34%	37%	43%	Agree with it somewhat
15%	13%	18%	18%	Disagree with it somewhat
12%	13%	14%	14%	Strongly disagree with it
3%	3%	3%	2%	DON'T KNOW/NOT SURE/REFUSED