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TO: Interested Parties
FROM: Joel Benenson, Amy Levin
DATE: February 12, 2013
RE: Recent polling on climate change

- **An overwhelming majority of American voters view climate change as a real and tangible problem** with 61% saying the effects of climate change are already affecting them personally or will in their lifetime.
- Consequently, **nearly two-thirds of voters (65%) support “the President taking significant steps to address climate change now”** – including:
 - 89% of Democrats, 62% of Independents and 38% of Republicans
 - 60% of whites, 76% of Hispanics and 86% of African-Americans
 - 70% of voters under 40 and 62% of voters over 40
- Bolstering this desire for action is the intensely held value that **Americans have a moral obligation to future generations to leave them a planet that is not polluted or damaged.** Nearly everyone (93%) agrees with this, and 67% strongly agree.
- Voters also found the argument that we should set limits on carbon pollution the same way we do arsenic, mercury and lead very convincing.
 - In fact, limiting carbon pollution from power plants seems so reasonable that **57% of voters believe “there are already significant limits on the greenhouse gases that have been linked to global warming** that power plants are allowed to emit.”
- In addition to the public’s existing desire for action, we also see that **the moral imperative argument stands up strongly against the opposition’s attack.**

55% agree that: *Just like our parents and grandparents handed us a better earth, we need to be responsible stewards of the earth and do what we can to protect it for our kids and grandkids. If we don't act now, the devastating impacts of climate change - hurricanes, droughts, floods, rising sea levels - will only get worse. We need to act now so that future generations will know we made their world safer and cleaner, not damaged and polluted.*

vs.

43% agree that: *The evidence on global warming is mixed and we can't afford to throw billions of dollars into unproven solutions. Focusing on climate change distracts us from getting our economy on track and places burdens on business that would make it harder to grow and create jobs. And higher utility and gas prices would cost Americans already struggling to make ends meet thousands of dollars more each year.*



- Moreover, **support remains strong even in the face of opposition attacks.** After hearing this messaging from both sides, 65% still say they support the President taking significant action right now.

The Benenson Strategy Group conducted 800 telephone interviews nationwide from February 2, 2013 through February 5, 2013 on behalf of the League of Conservation Voters. All respondents were registered voters who voted in the 2012 general election. The margin of error for the entire sample is $\pm 3.5\%$ at the 95% confidence level.