



May 8, 2008

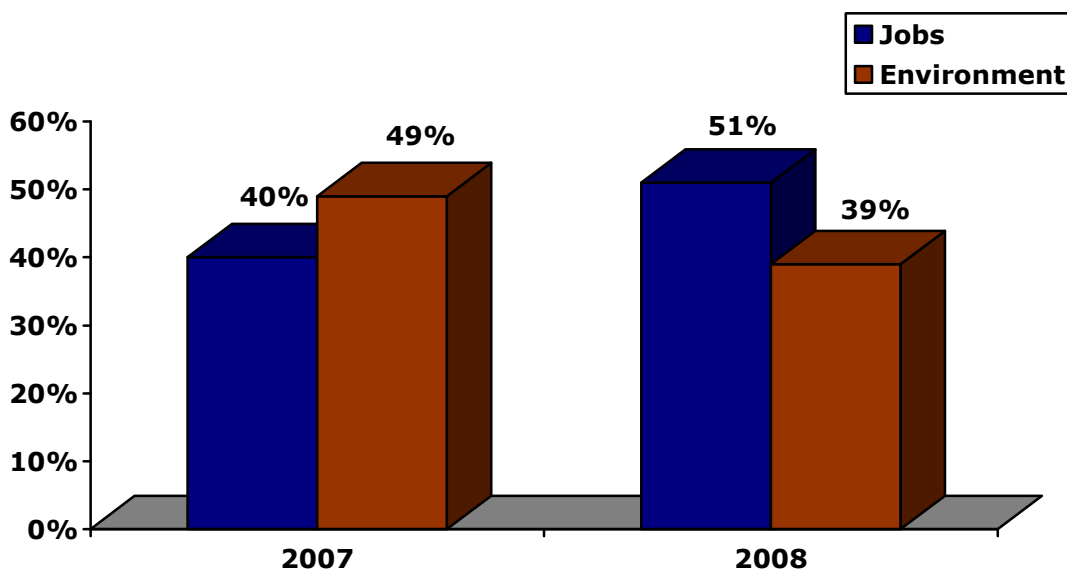
TO: Interested Parties
FROM: Bob Moore & Hans Kaiser
RE: U.S. Voters, Jobs and the Environment

The environment and the economy have an intertwined relationship when it comes to public opinion. When the economy is good, or even stable, people are less concerned about pocketbook issues and more interested in other issues, such as the environment. With 86% of Americans today saying the economy is getting worse¹, it isn't surprising that views on the environment and its relationship with the economy have changed since 2007. Following is a summary of findings from our April survey of U.S. voters.

Protecting Jobs v. Protecting the Environment

As Americans have become increasingly concerned about the U.S. economy in the past year, sentiment about the trade-off between jobs and the environment has also shifted. Specifically, voters today are more likely to say they are concerned with protecting jobs (51%) than protecting the environment (39%). The remaining 10% have no opinion. As reflected in the following chart, this sentiment has reversed from a year ago:

"On issues involving jobs and the environment, are you more concerned about protecting jobs, or more concerned about protecting the environment?"



While the shift toward jobs has occurred overall, there are several differences by subgroup worth noting. By age, a majority of voters age 18-29 are more concerned about protecting the environment, while a majority of voters age 30 and older are more concerned about jobs. Republicans and Independents are more concerned about protecting jobs, while Democrats are divided between protecting the environment and protecting jobs. Education also plays a role in opinions: a majority of voters with less than a four-year college degree are more concerned about jobs, while voters with a four-year college degree or more education are divided.

Subgroup	Jobs	Environment	Net jobs (jobs minus environment)
Age			
18-29	32%	61%	-29%
30-49	53%	37%	+16%
50-64	56%	34%	+22%
65+	52%	34%	+18%
Party			
Republicans	62%	30%	+32%
Independents	50%	33%	+17%
Democrats	42%	48%	-6%
Education			
0-12 years	57%	35%	+22%
13-15 years	53%	36%	+17%
16+ years	46%	43%	+3%

Please feel free to call or email with any questions:

Bob Moore • Bobm@moore-info.com • 503.221.3100
Hans Kaiser • Hansk@moore-info.com • 410.216.9856

This memo contains results of a telephone survey among a representative sample of 800 voters nationwide. The interviews were conducted April 23-27, 2008. The potential sampling error is plus or minus 3% at the 95% confidence level.

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¹ Gallup Poll conducted April 27-29, 2008