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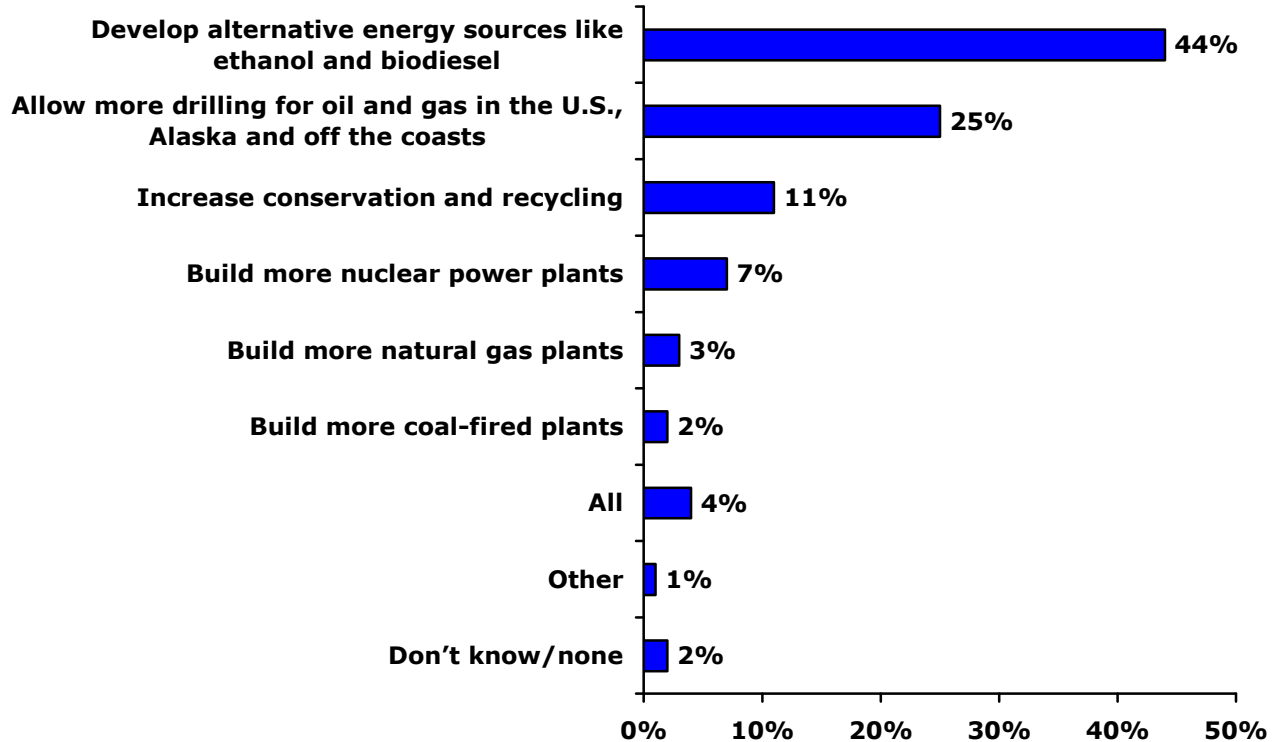
TO: Interested Parties
FROM: Bob Moore and Hans Kaiser
RE: Reducing U.S. Dependency on Foreign Oil

With global warming and fluctuating oil prices taking center stage these days, our dependence on foreign oil has become a larger concern among the electorate nationwide.

In our recent national survey, we explored voter attitudes toward reducing our dependency on foreign oil. We used a split sample methodology, in which our sample of 800 voters nationwide was split into two equally representative samples of 400 voters. One sample was asked to choose which of six general approaches they believed would be most effective in reducing U.S. reliance on foreign oil and the other group was asked more specific ways to address the problem. Perhaps, not surprisingly, when we ask the general question the leading response is "development of alternative energy sources like ethanol and biodiesel." In fact, more than four-in-ten voters nationwide (44%) believe this is the best way to reduce our dependency. The next most popular approach is to "allow more drilling for oil and gas in the U.S., Alaska and off the coasts" (25%). Four other potential approaches failed to generate much enthusiasm, including "increasing conservation and recycling" (11%), "building more nuclear power plants" (7%), "building more natural gas plants" (3%) and "building more coal-fired plants" (2%).

Reducing Dependence on Foreign Oil - 1

"As you may know, the United States depends on foreign countries for oil. In your opinion, which one of the following is the best way to reduce our reliance on foreign oil?"



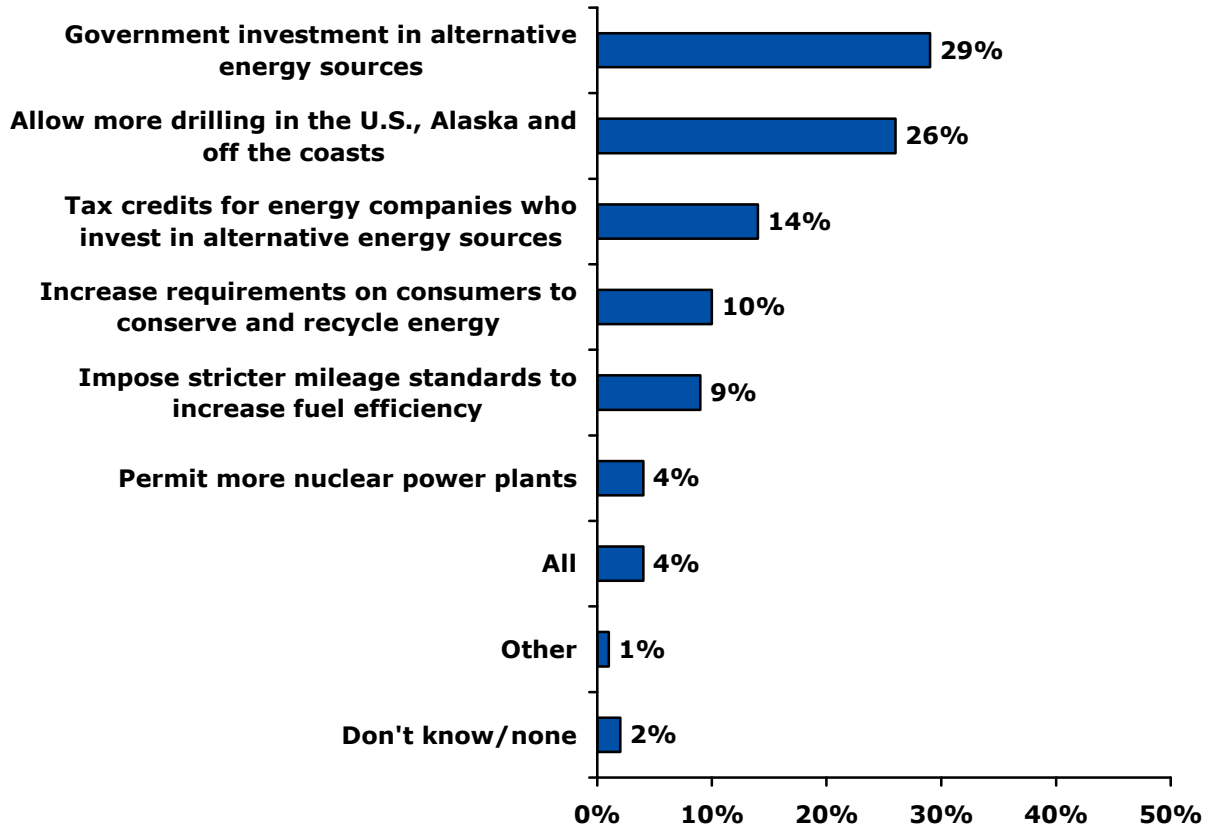
There are some interesting differences in voters' ideas about how the U.S. should go about efforts to reduce our dependency on foreign oil, primarily by partisanship. For Republicans, development of alternative energy and drilling for oil and gas in the U.S., Alaska and off the coasts are perceived equally effective. For Independents and Democrats, however, a focus on alternative energy sources is the most popular approach. Further, alternative energy sources top the list for voters age 18-64, but seniors are equally interested in alternative energy and increased oil and gas drilling. The other significant difference is by educational attainment – voters with a high school diploma or less education are equally interested in development of alternative energy and increased drilling, but those with more education (at least some college) are more focused on alternative energy sources.

While these findings in themselves are fairly intriguing, we also find interesting reactions when we give voters specific solutions to address dependency on foreign oil. When we asked voters about specific actions that could be taken to lessen our dependence on foreign oil, we found 29% believed "government investment in alternative energy sources" would be the best approach. However, another 14% opt for the choice "provide tax credits for energy companies that invest in alternative energy sources," demonstrating that twice as many voters prefer the direct government investment in alternative energy over tax credits for business. In this sample, the second most popular response was to "allow more drilling in the U.S., Alaska and off the coasts" (26%),

followed by the aforementioned "tax credits for energy companies that invest in alternative energy sources" (14%), "increasing requirements on consumers to conserve and recycle energy" (10%), "imposing stricter mileage standards to increase fuel efficiency" (9%), and "permitting more nuclear power plants" (4%).

Reducing Dependence on Foreign Oil - 2

"As you may know, the United States depends on foreign countries for oil. In your opinion, which one of the following is the best way to reduce our reliance on foreign oil?"



The most enthusiastic about government involvement in investing in alternative energy sources are women age 18-49, Democrats, and voters with post-graduate education. In this question format, Republicans perceive drilling for oil in the U.S., Alaska and off-shore to have the best potential to reduce dependency on foreign oil, while among Independent voters, both government investment in alternatives and drilling are perceived as having equal potential.

These data are from a telephone poll conducted among a representative sample of 800 registered voters, nationwide, by Moore Information, Inc. The potential sampling error is plus or minus 3% at the 95% confidence level. The interviews were conducted February 6-8, 2007.

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