



MOORE INFORMATION

OPINION RESEARCH • STRATEGIC ANALYSIS

April 12, 2007

TO: Interested Parties

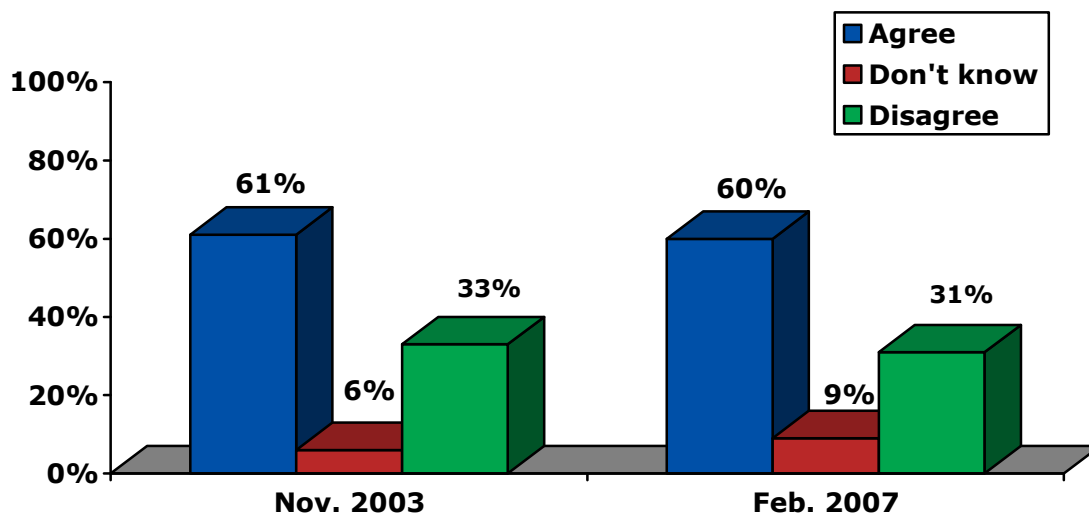
FROM: Bob Moore and Hans Kaiser

RE: Most Americans Believe Environmental Groups are Too Extreme

Results of our recent national voter survey show a solid majority of American voters are of the opinion that environmental groups are too extreme. Specifically, 60% of voters nationwide agree with the statement; "While protecting the environment is important, environmental groups usually push for solutions which are too extreme for me." Just 31% disagree with this, and 9% have no opinion. Sentiment was statistically identical in a Moore Information nationwide voter survey conducted in November 2003, when 61% agreed and 33% disagreed environmental groups were too extreme.

VOTER ATTITUDES ABOUT ENVIRONMENTAL GROUPS

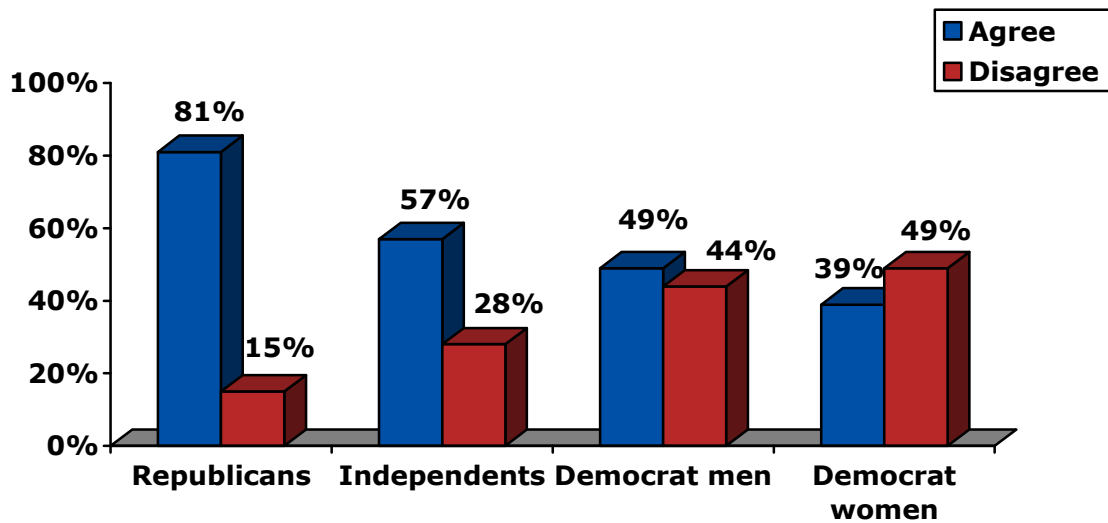
*"Do you agree or disagree with the following statement?
While protecting the environment is important, environmental groups usually push for solutions which are too extreme for me."*



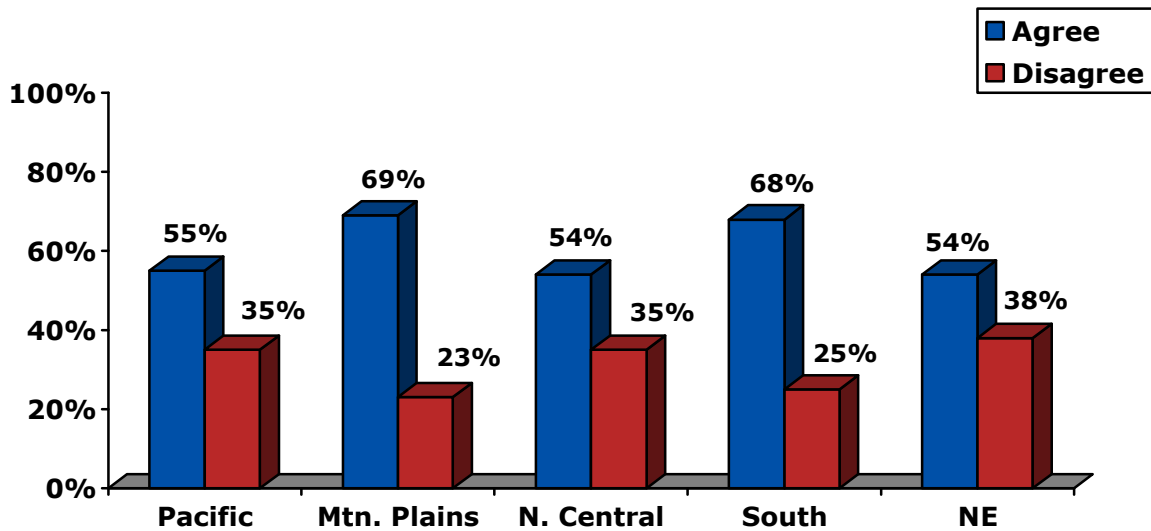
As would be expected, there are major partisan differences in opinion on this issue. While Republicans widely agree environmental groups are usually too extreme (81% agree), we also find a majority of Independents sharing this sentiment (57% agree/28% disagree). There is a further split among Democrats –a plurality of Democrat men say environmental groups are too extreme, while Democrat women disagree in plurality numbers. Similarly, the majority of self-described Conservatives and Moderates believe environmental groups are too extreme, but Liberal voters for the most part, do not share this view.

Regionally, there is majority agreement throughout the country that environmental groups are usually too extreme; however, voters in the Pacific (CA, OR, WA, HI and AK), Northeast and North Central region are less likely to share this sentiment than voters elsewhere in the country. The belief that environmentalists go too far is highest among voters in the South and Mountain and Plains states.

PARTISAN ATTITUDES ABOUT ENVIRONMENTAL GROUPS



REGIONAL ATTITUDES ABOUT ENVIRONMENTAL GROUPS

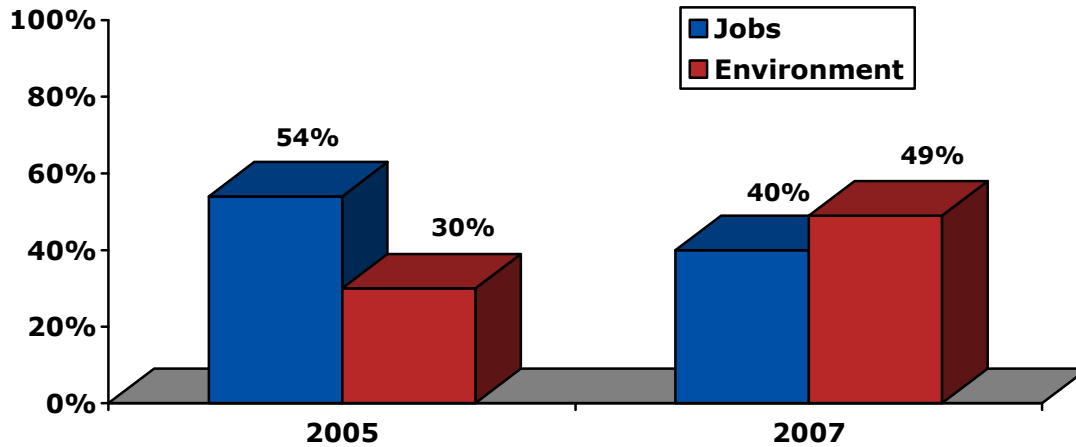


Jobs Vs. The Environment

While voters are not particularly impressed with environmental groups, they are concerned about the environment. In fact, today a plurality of voters are more concerned about protecting the environment (49%) than protecting jobs (40%). This represents a shift in sentiment in the past two years – our 2005 national survey found the majority of voters landing on the jobs side of this issue (54% jobs, 30% environment). Traditionally, the momentum on this particular debate is largely driven by the economy – in times of economic prosperity, concern about the environment tends to increase because people are less concerned about the pocket book and more likely to focus on other issues. Conversely, when the economy is poor, issues like the environment tend to take a backseat. This would explain the shift that has taken place with regard to the public's sympathy for the environment today, versus two years ago, when the economic outlook was less than ideal.

Jobs vs. The Environment

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

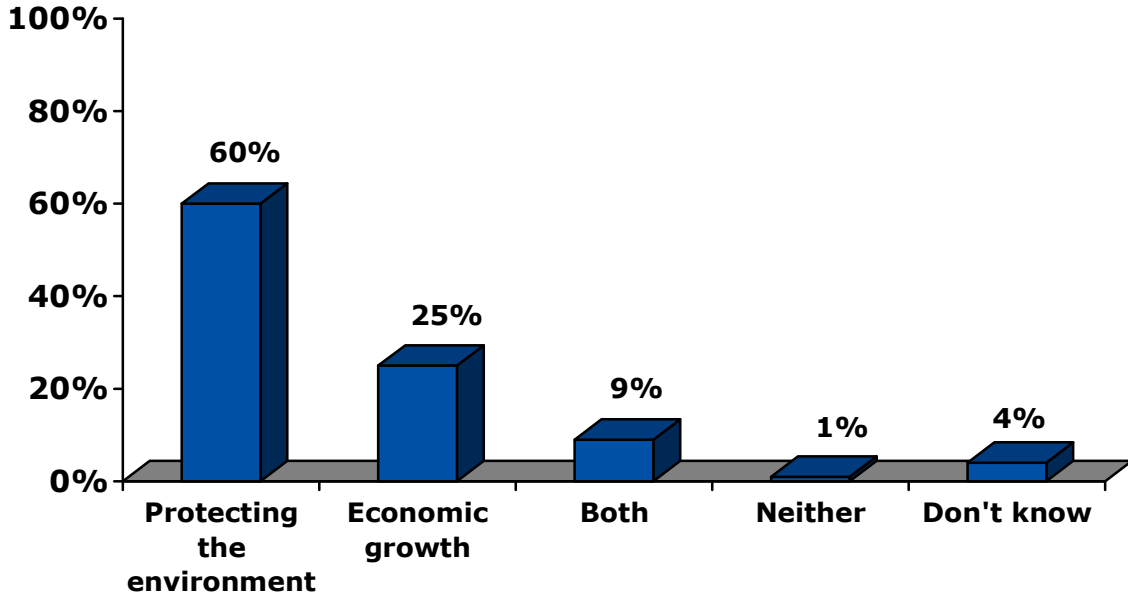


On this issue the biggest differences in attitude are partisan based, but there are also significant differences by gender and age. The majority of Republican voters are more concerned about jobs, while a plurality of Independents and a majority of Democrats give the environment priority. At the same time, for men, jobs are higher priority than the environment, but women are more concerned about the environment. By age, we find voters age 50 and older more likely than younger voters to be on the jobs side of this debate, while the environment takes precedence among voters age 18-49.

Looking at the issue in a different way, we also asked respondents which should take priority when environmental protection conflicts with economic growth. A large majority (60%) would protect the environment, while just 25% would give economic growth the priority. The differences by subgroup were similar to those found in the jobs vs. environment question: The environment is most likely to find favor among Democrats, women and younger voters, whereas economic growth is most strongly advocated among Republicans, men and older voters.

When the Environment and Economic Growth Conflict

"Whether or not you personally think protecting the environment conflicts with economic growth, if there is a conflict, which should take priority, protecting the environment, or economic growth?"



These data are from a telephone survey conducted by Moore Information, Inc. February 6-8, 2007 among a representative sample of 800 voters nationwide. The potential sampling error is plus or minus 3% at the 95% confidence level. (Party affiliation of the sample is 36% Republican, 42% Democrat, 22% non-affiliated).

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