



To: American Security Project
From: The Mellman Group, Inc.
Re: Key Findings From Our National Survey On Global Warming
Date: September 8, 2009

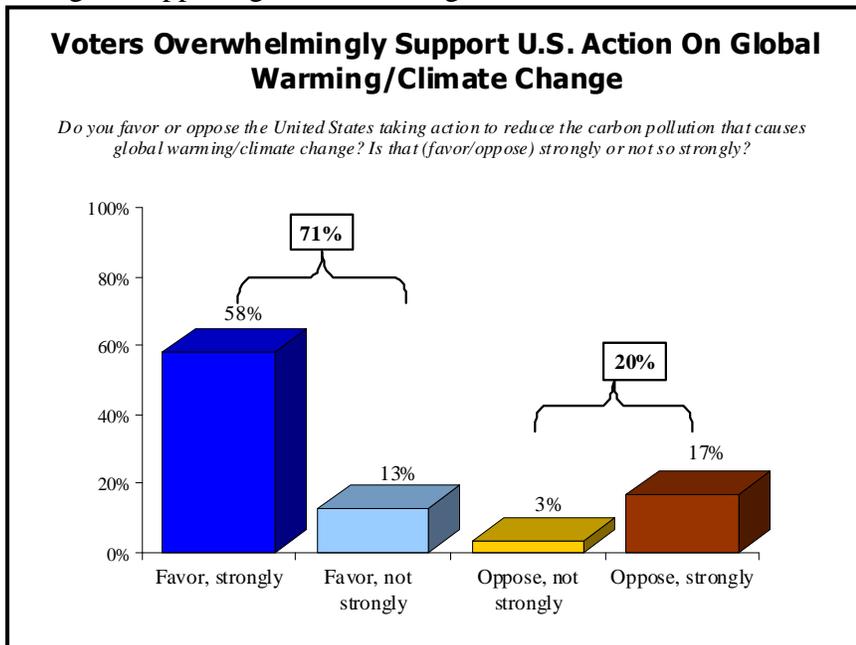
This analysis represents the findings of a national survey of 800 registered voters. The poll was conducted by telephone August 1-4, 2009 using random digit dialing. The margin of error for this survey is +/-3.5% at the 95% level of confidence. The margin of error is larger for subgroups.

While politicians continue to debate the issue, the public has decided. They believe global warming is real, is caused by humans and constitutes a serious threat to both our economy and our national security. At the same time, voters believe dealing with global warming affords important opportunities to the United States, not the least of which are creating jobs and enhancing our national security. Americans overwhelmingly favor taking action to reduce the carbon pollution that causes global warming, believing such action will make America more secure. These findings remain valid regardless of whether one labels this phenomenon “global warming” or “climate change,” although “global warming” is a stronger term.

While the national security arguments about global warming are new to most people, they nonetheless are much more compelling than arguments against action that claim such action will result in a hidden tax and cost America jobs.

The Debate On Global Warming Is Over: Americans Believe It Constitutes A Real Threat, Is Caused By Humans And Overwhelmingly Favor Taking Action

Regardless of whether the phenomenon is referred to as “climate change” or “global warming,” voters believe it is happening now and is man-made. A large majority (58%) believes global warming/climate change is happening now, including 69% of Democrats, 55% of independents and 48% of Republicans. An



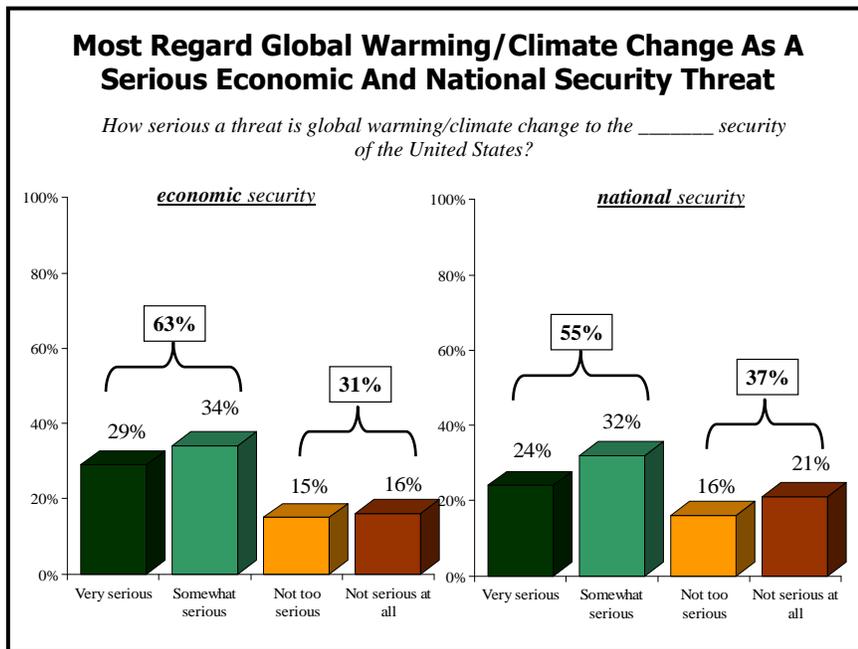
additional 22% of the public believe it will happen in the future. At just 14%, the “deniers camp”—those who believe it will not happen—could hardly be smaller. A large majority (57%) also believes human pollution is the main cause of global warming/climate change, whereas only 32% believe that it is mainly the result of natural processes.

Perhaps most important, across partisan, ideological and geographic lines, Americans are demanding action on global warming. A 71% supermajority wants the U.S. to reduce the carbon pollution that

causes global warming/climate change. What’s more, support for action is intense, as 58% not only favor U.S. action, but do so “strongly” (13% not so strongly). Just 20% express any level of opposition (6% undecided, 2% don’t know). Eighty-six percent (86%) of Democrats, 68% of independents and a majority (54%) of Republicans favor action, as do 89% of liberals, 76% of moderates and 55% of conservatives. Demands for action are not confined to any one region either. Seventy-six percent (76%) of Northeasterners, 69% in the South, 69% in the Midwest, and 74% in the West favor action to reduce carbon pollution.

Voters Believe Global Warming Presents A Serious Economic And National Security Threat

Large majorities (70%) believe global warming/climate change constitutes a serious threat to the U.S., with 41% labeling the threat “very serious.” By contrast, just 27% say it is not serious. Majorities across party (85% of Democrats, 68% of independents, 50% of Republicans) and ideology (88% of liberals, 73% of moderates, and 55% of conservatives) label the threat “serious.”



Americans see the threat posed by global warming in both economic and national security terms, although the economic threat is somewhat more widely perceived. Sixty-three percent (63%) believe global warming/climate change poses a serious economic threat, compared to 55% who say that global warming/climate change is a serious threat to national security.

“Global Warming” Is More Effective Than “Climate Change” In Evoking Concern

To reassess whether “global warming” or “climate change” is the more effective term to use in describing this phenomenon, we split sampled several questions that tapped the seriousness of the threat, when the phenomenon might happen, its cause, and whether one favors or opposes taking action to reduce the carbon pollution that causes the phenomenon.

The term “global warming” elicits slightly more concern than “climate change” and is also judged more likely to be happening now. Human beings are much more likely to be implicated as the cause of global warming while climate change is more likely to be identified as a natural phenomenon. Perhaps most important, voters are more supportive of action to reduce global warming than to reduce climate change. Thus, global warming is preferred as denoting a more serious problem, caused by humans and on which more people want to act. The core conclusion is the same even among Republicans alone.

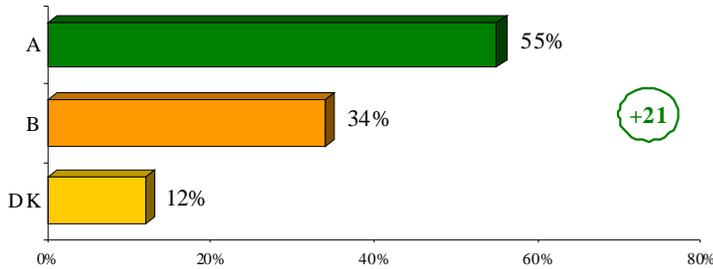
Americans Favor Action Over Inaction, Based On National Security Concerns

A National Security Argument Garneres Much More Support Than One Arguing Against Action

Which statement comes closer to your point of view?

STATEMENT A: Climate change isn't just an environmental concern. It is also a threat to our national security. Climate change is reducing drinking water supplies in developing countries while rising sea levels will displace millions who live on coasts. That will destabilize developing countries, creating the conditions for war and a breeding ground for terrorism—and lead to mass movements of people from places like Mexico and Central America that will overwhelm our borders. We must take action now before the situation gets out of control.

STATEMENT B: The plans to reduce climate change are nothing more than a hidden energy tax of thousands of dollars which Americans will be forced to pay every time they drive their cars, buy groceries, or flip on a light switch. This backdoor tax will make the recession even worse costing us hundreds of thousands more jobs which will be sent to places like China and India which aren't reducing their emissions at all. So America will lose jobs but carbon emissions won't be reduced anyway.



We read respondents two paragraphs—one focused on the need to take action to prevent climate change because of the global destabilization that will result, while the other paragraph argued that efforts to reduce climate change are really just hidden taxes and will cost America jobs. The national security-themed message has clear appeal, with a majority (55%) saying the national security-themed paragraph is closer to their point of view compared to only a third (34%) who sided with the paragraph that opposes action.

Conclusion

The American public believes that global warming/climate change is happening, that humans cause the problem, and that action is needed. Moreover, despite its newness and unfamiliarity, Americans express far more concern about the national security implications of global warming than about claims that action to reduce global warming will cost money or jobs.