

Presentation

League of Conservation Voters

Education Fund

April 23, 2002

GREENBERG
QUINLAN
ROSNER
RESEARCH INC



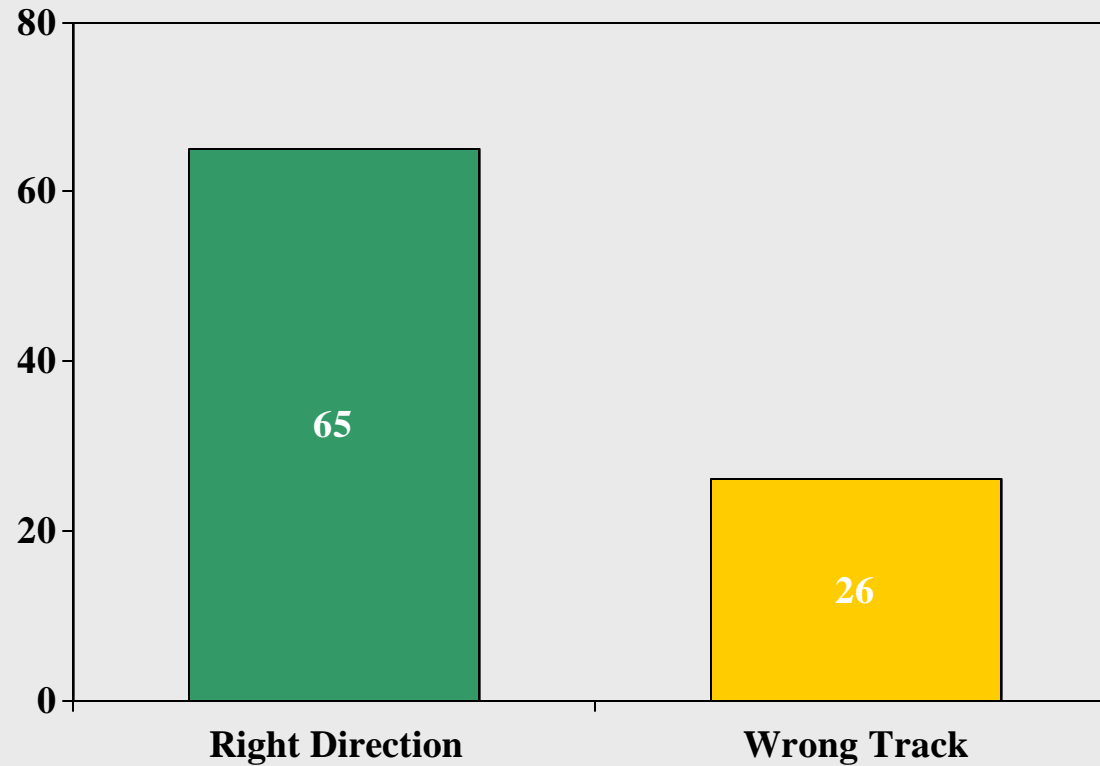
The League of
Conservation Voters
Education Fund

THE TARRANCE GROUP

Survey Methodology

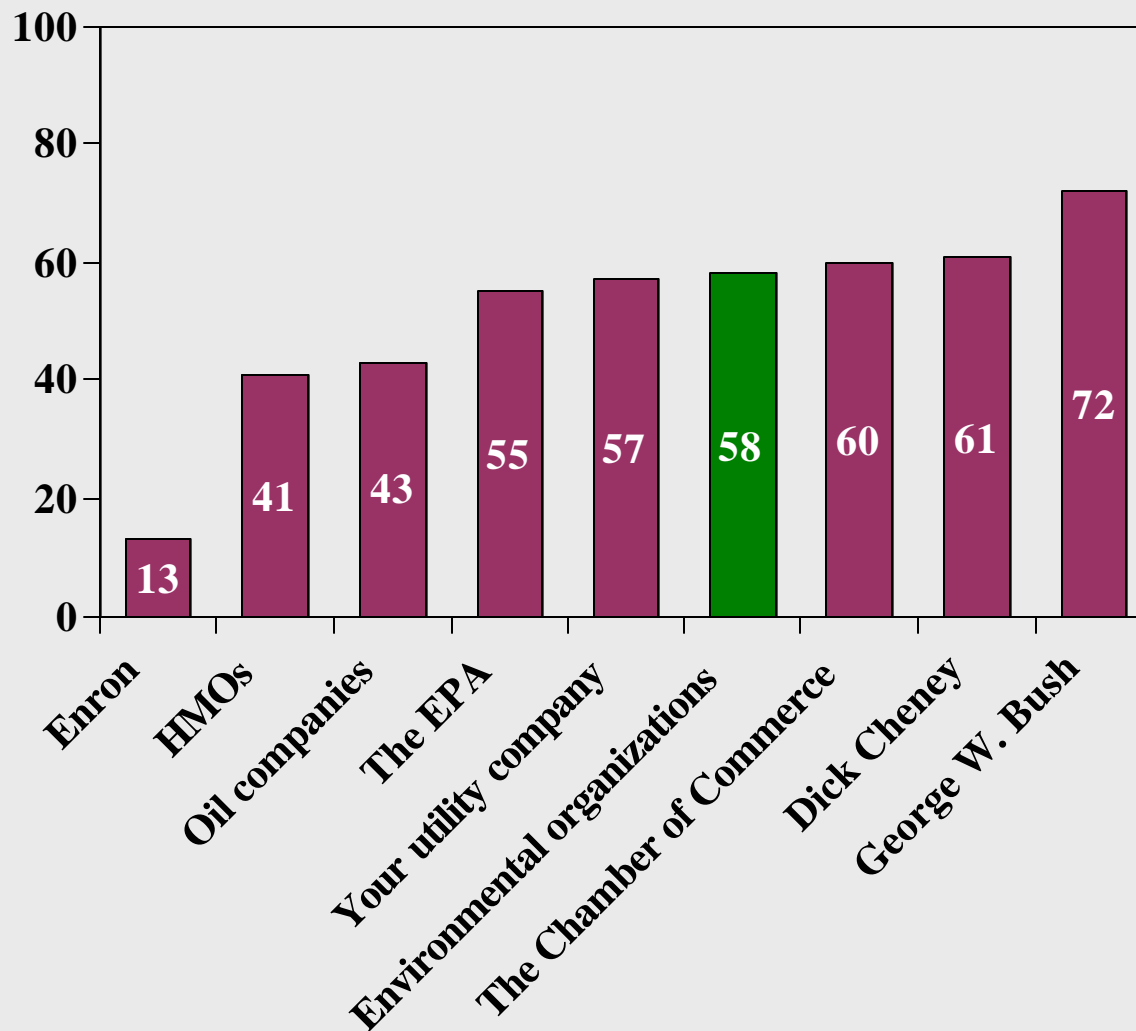
Greenberg Quinlan Rosner Research Inc. and The Tarrance Group, Inc. designed and administered this nationwide survey of 1,000 registered and likely November, 2002 voters for the League of Conservation Voters Education Fund. The survey was conducted between March 13 and March 19, 2002. Telephone numbers for these interviews were generated by a random digit dial process, thereby allowing access to all listed and unlisted phones. The sample was stratified by state, and quotas were assigned to reflect the expected contribution of these areas to the total vote in the general election. The data are subject to a margin of error of +/- 3.1 percent.

Direction of Country

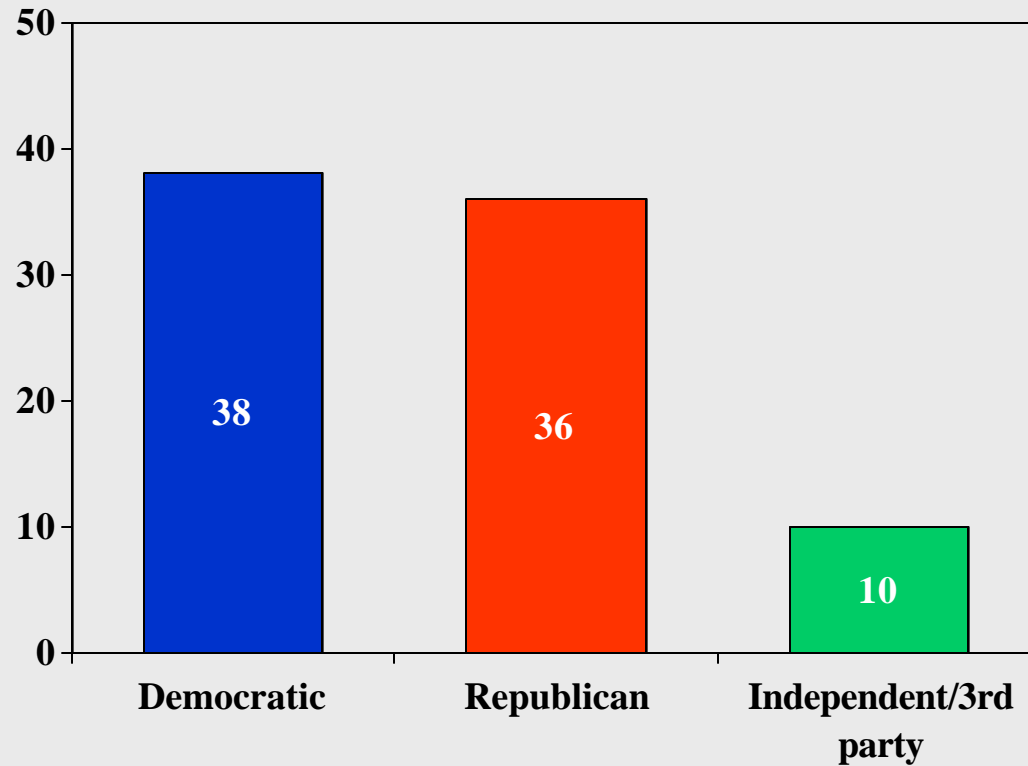


Thermometer Ratings

Mean Score on a Scale from 0-100



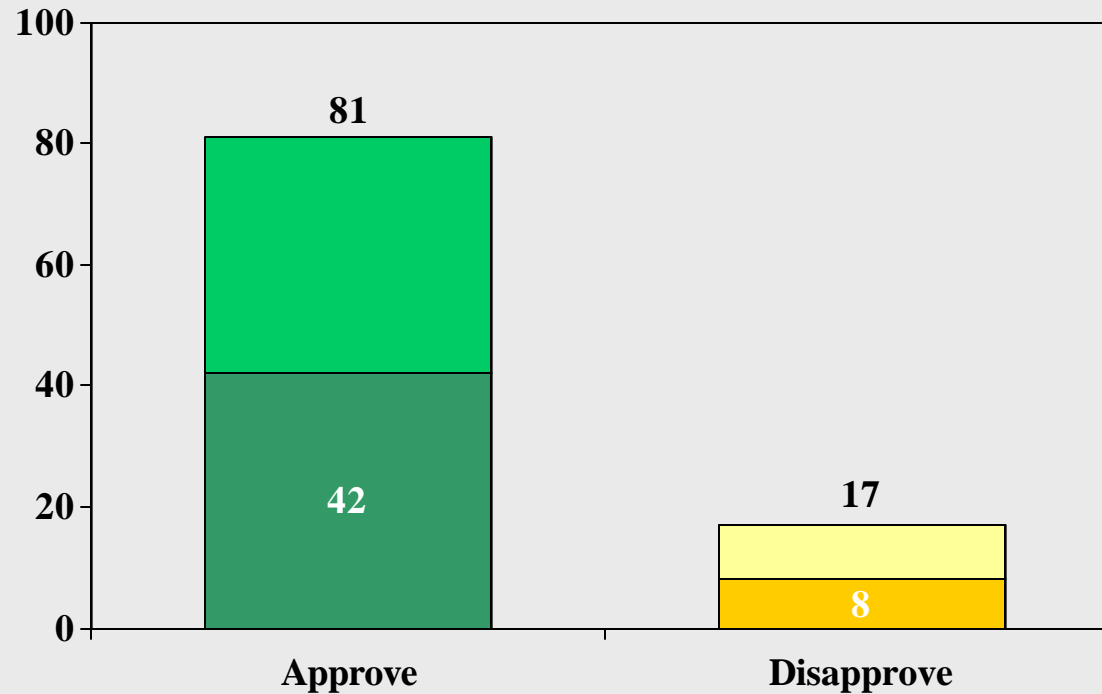
Congressional Vote



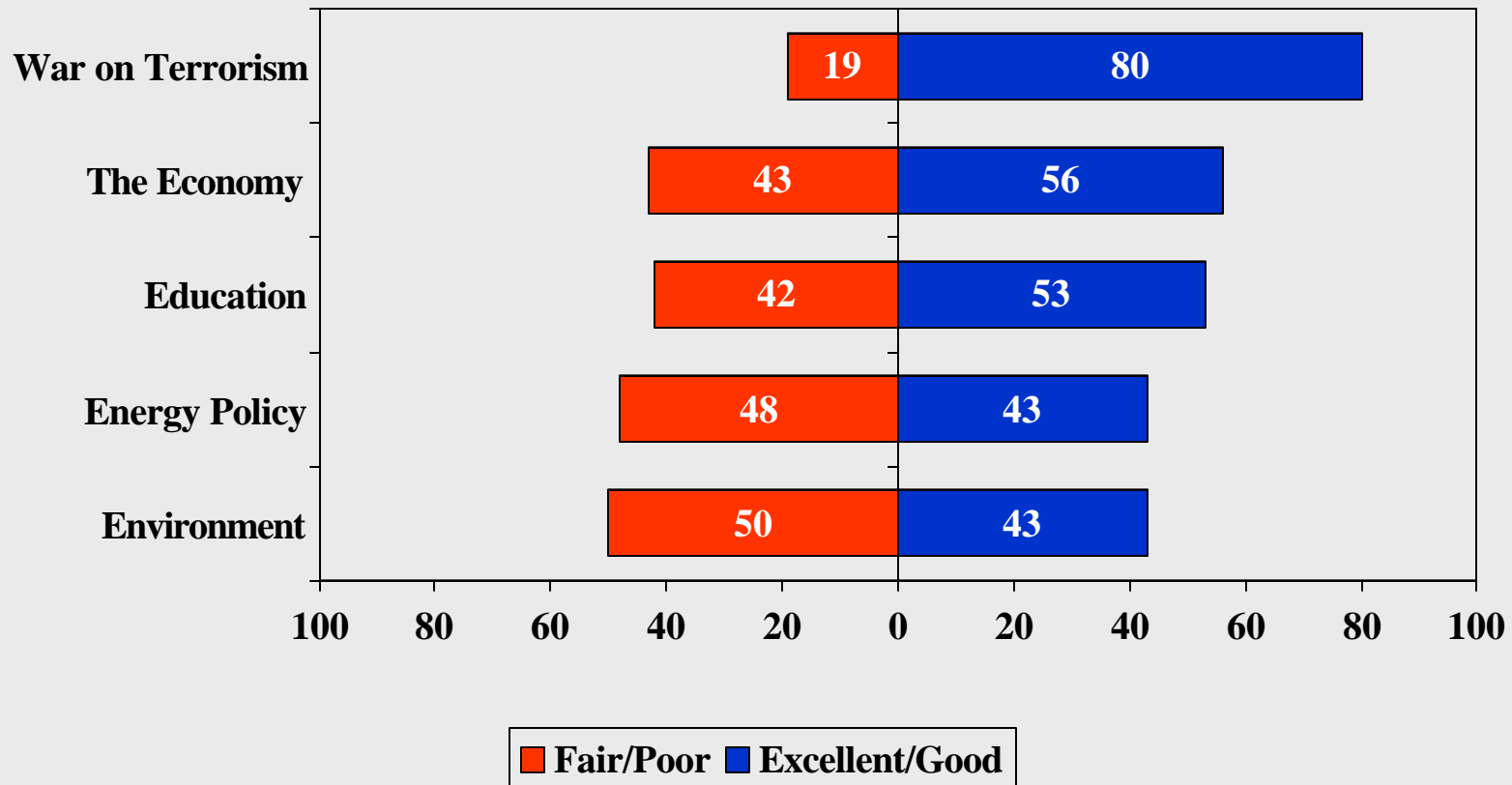
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Figure # 4

“Now, thinking about the election this November, if the election for U.S. Congress were held today, would you be voting for the Republican or the Democratic candidate in your district where you live?”

Bush Job Approval

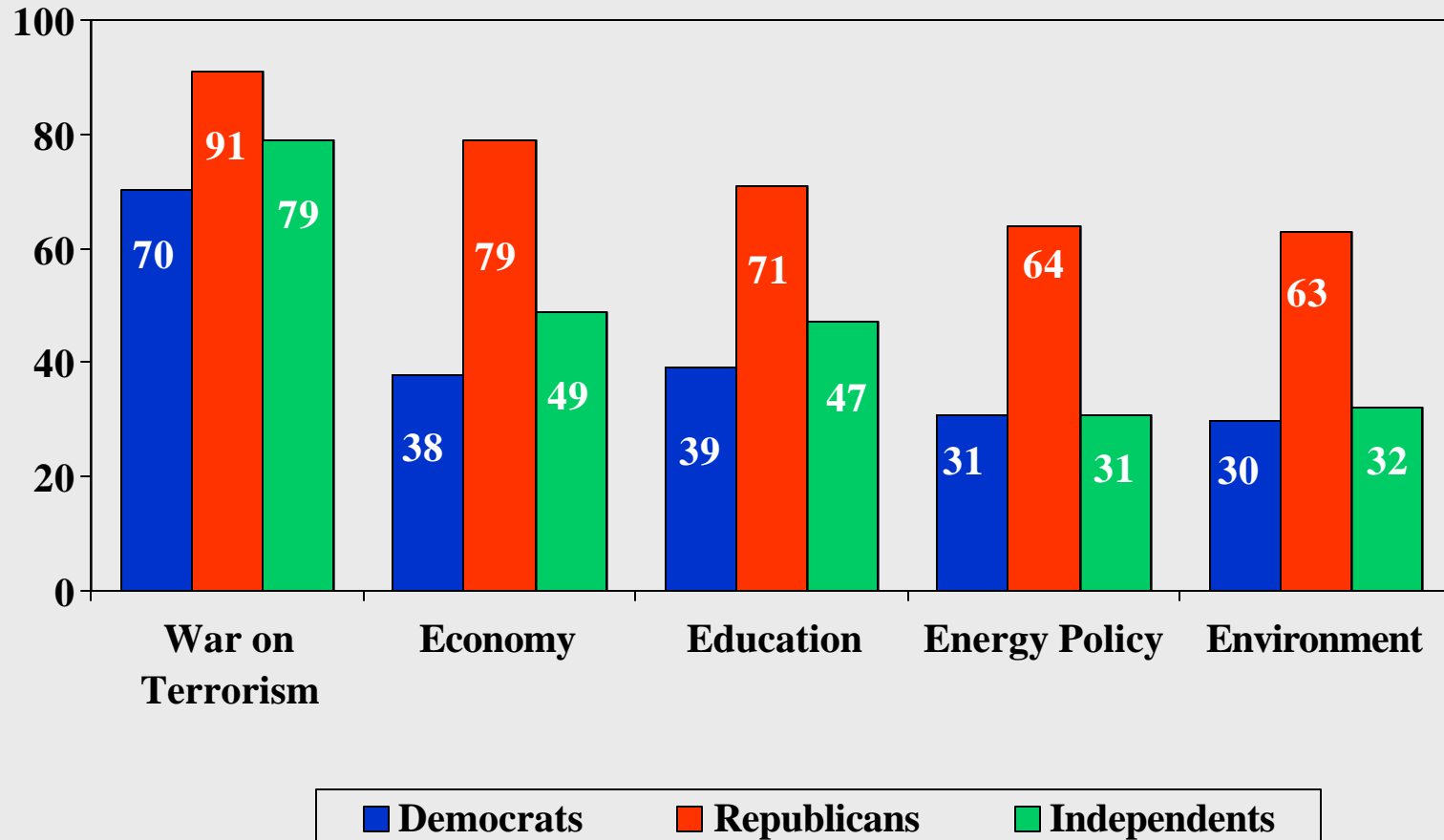


Bush Job Approval on Issues

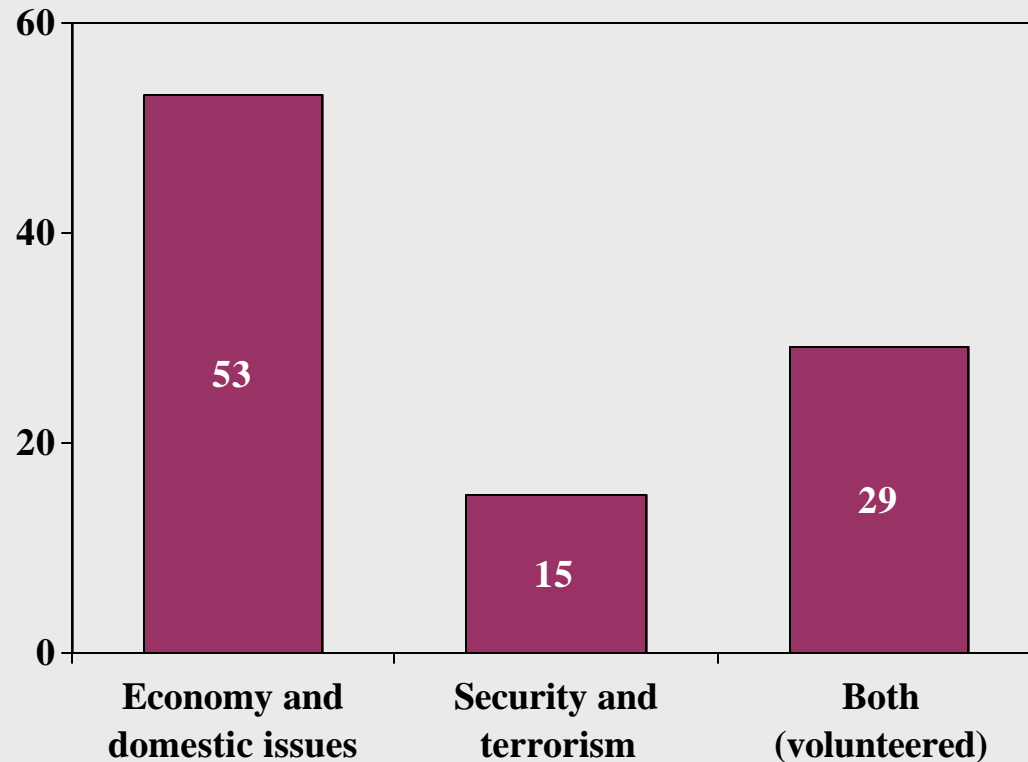


Bush Job Approval on Issues by Party ID

(Percent Responding Excellent/Good)



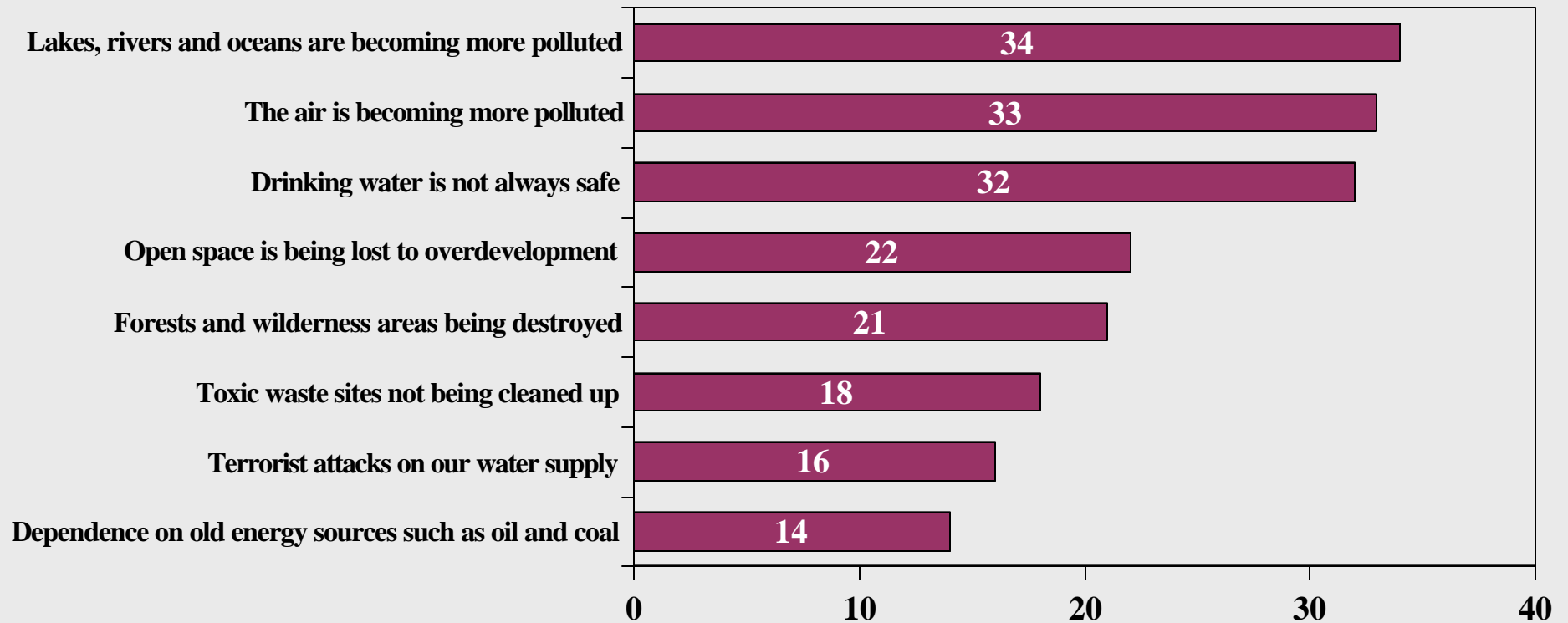
Congressional Priorities – Domestic vs. Security Issues



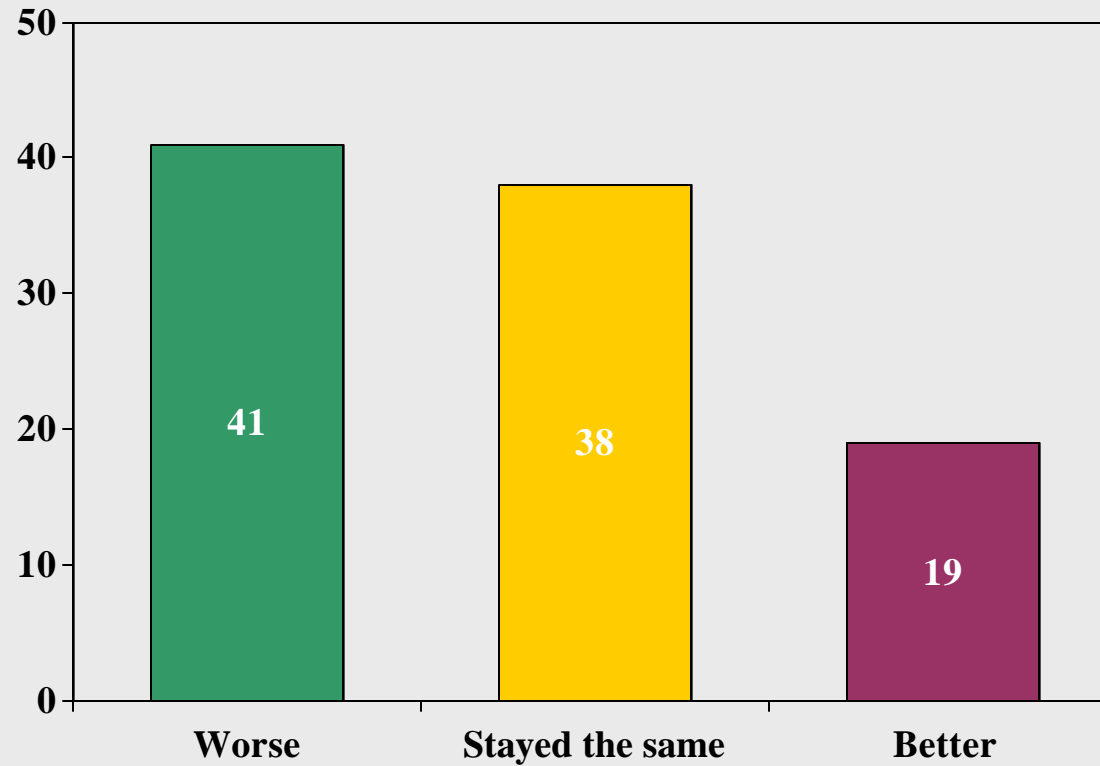
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Figure # 8

“When voting for Congress, are you looking for a member of Congress who mainly devotes their time and energy to security and terrorism OR a member of Congress who mainly devotes their time and energy to the economy and domestic issues, like health care and the environment?”

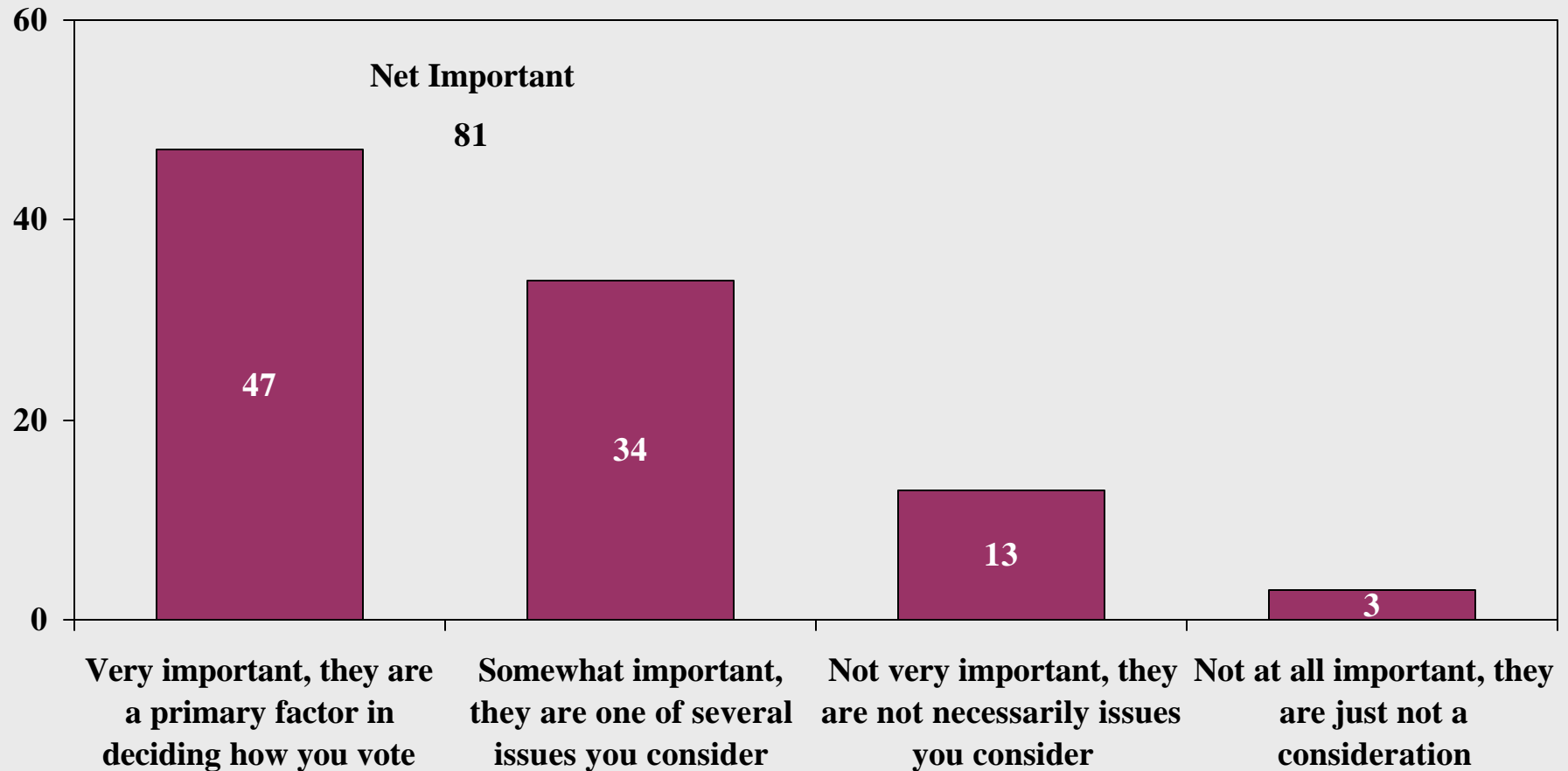
Environmental Concerns



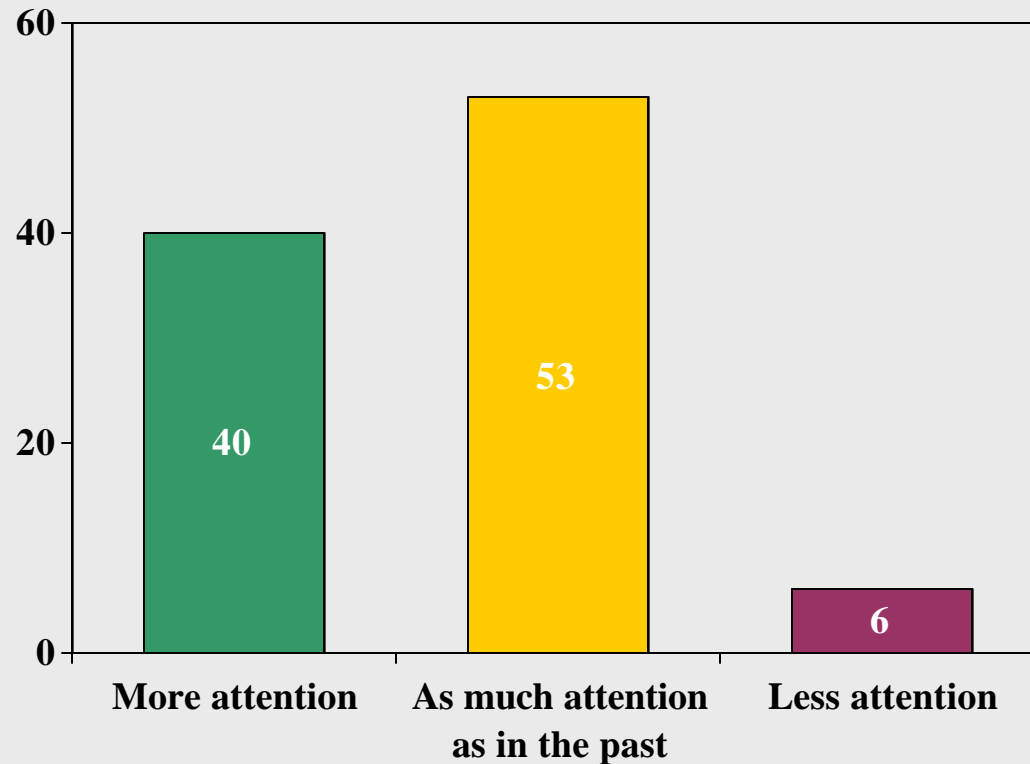
Environment Better vs. Worse



Importance of Environmental Issues on Vote Decision

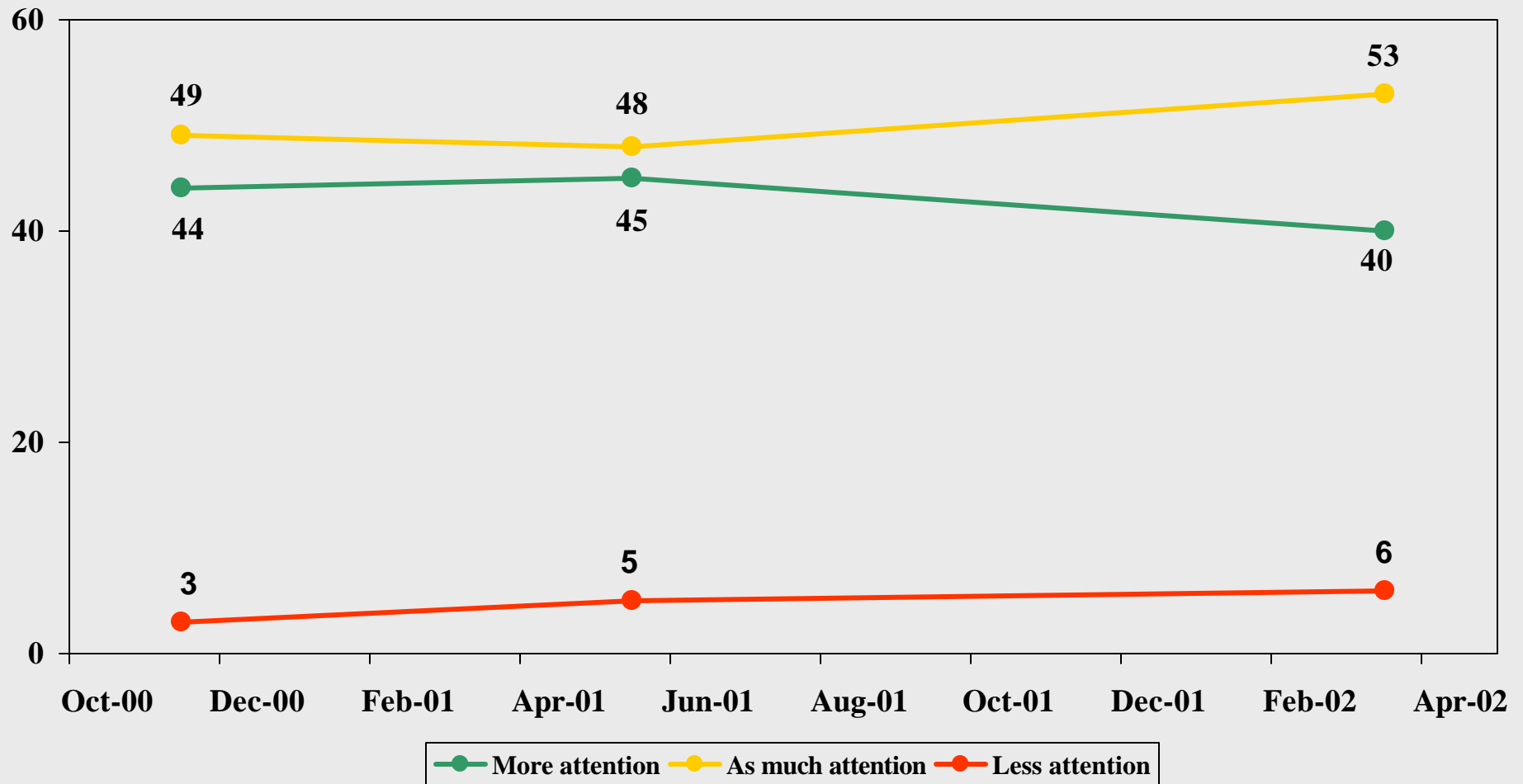


Attention to Candidates' Environmental Positions



Attention to Candidates' Environmental Positions

November 2000 – March 2002



Pro-Environment vs. Pro-Business Messages

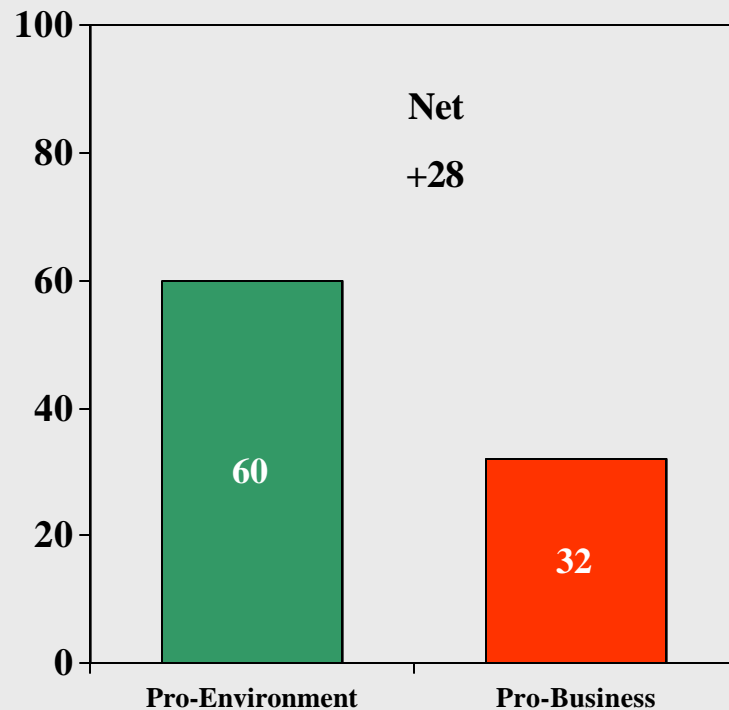
Candidate A believes we must protect the environment, and supports strong laws and enforcement of those laws to protect our air, land, and water. [Candidate A has been endorsed by and has taken campaign contributions from national environmental groups.]

VS.

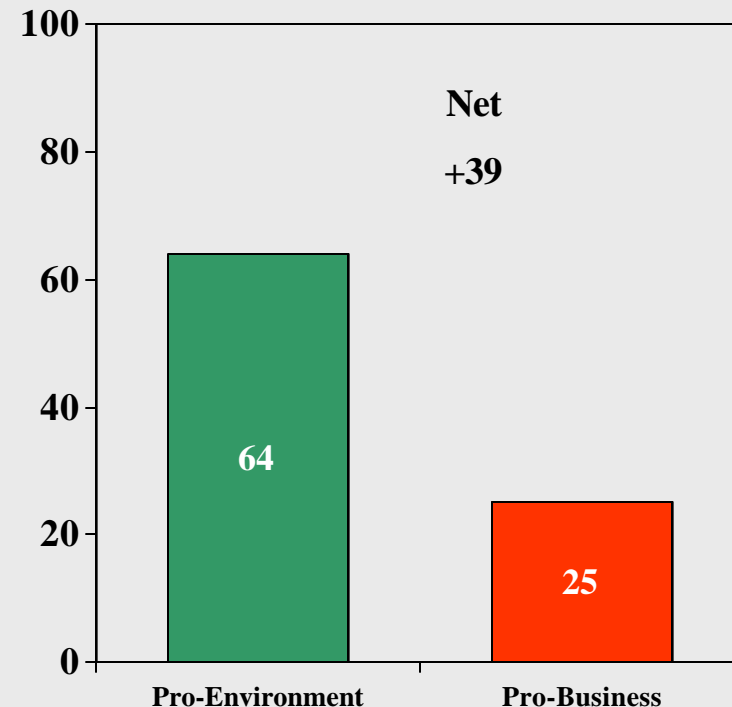
Candidate B believes we must protect the environment but says voluntary action by business and less government bureaucracy are the way to protect our air, land, and water. [Candidate B has also taken campaign contributions from developers and corporations.]

Pro-Environment vs. Pro-Business Candidates With and Without Contributions

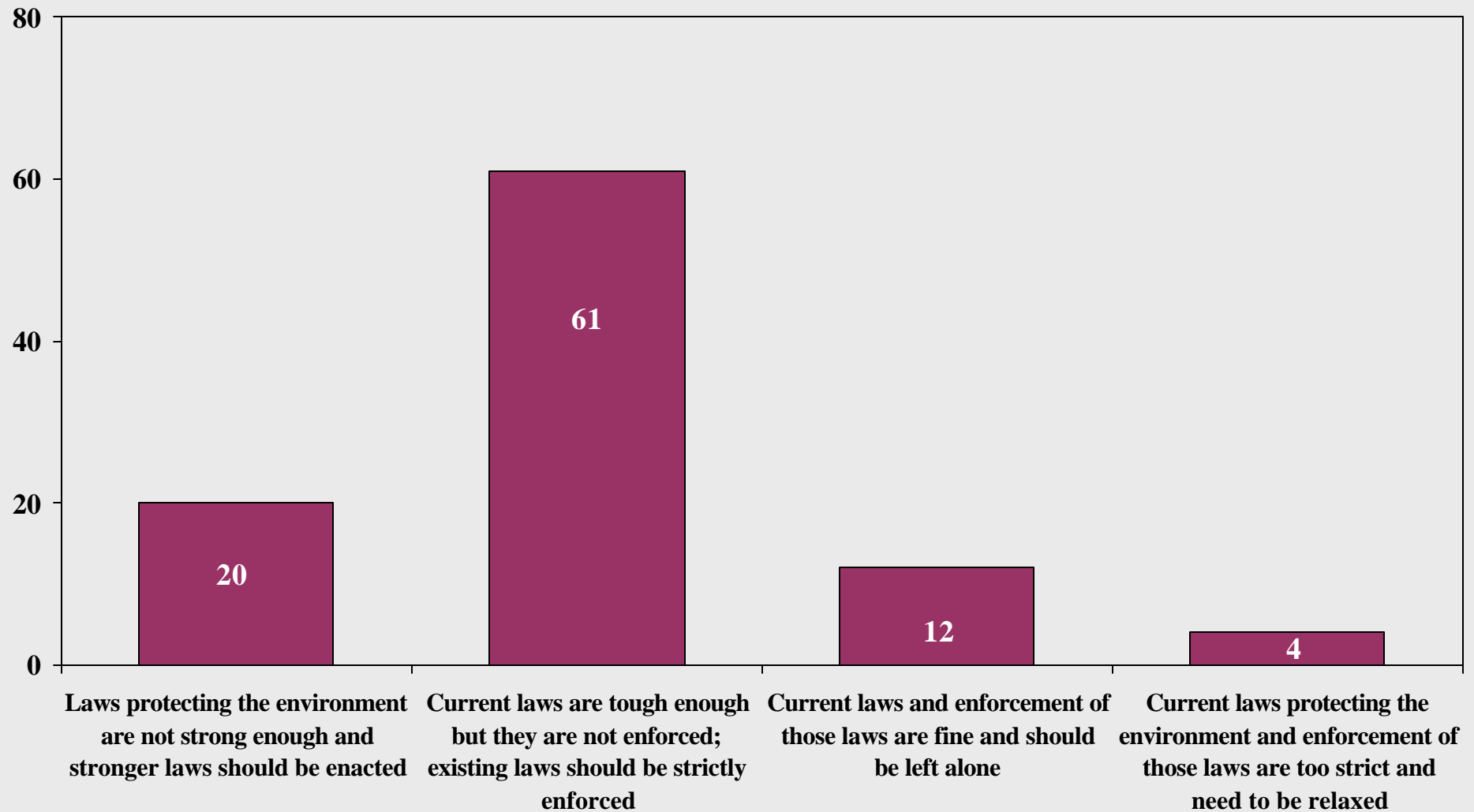
Without Contributions



With Contributions



Views on Laws Protecting the Environment

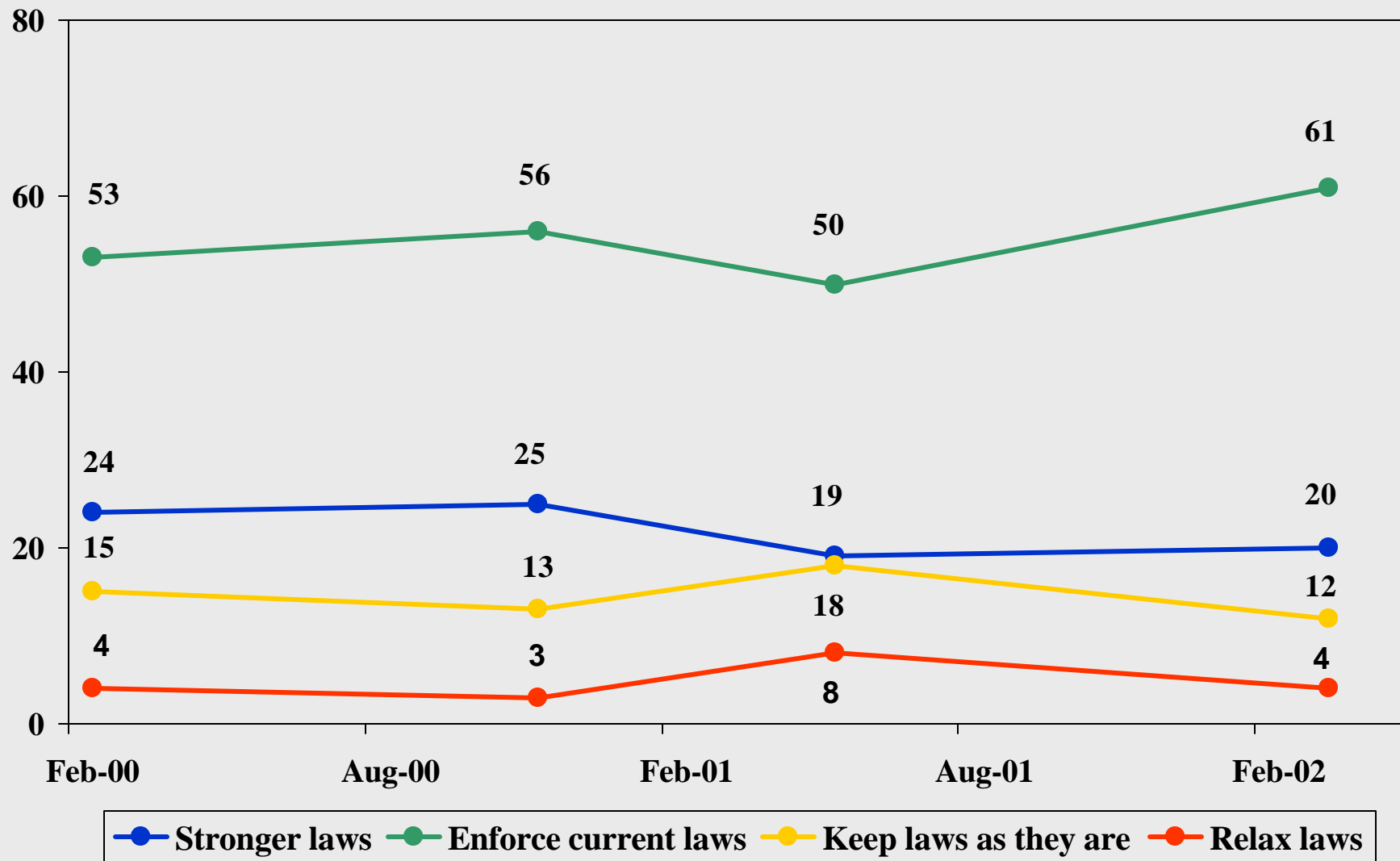


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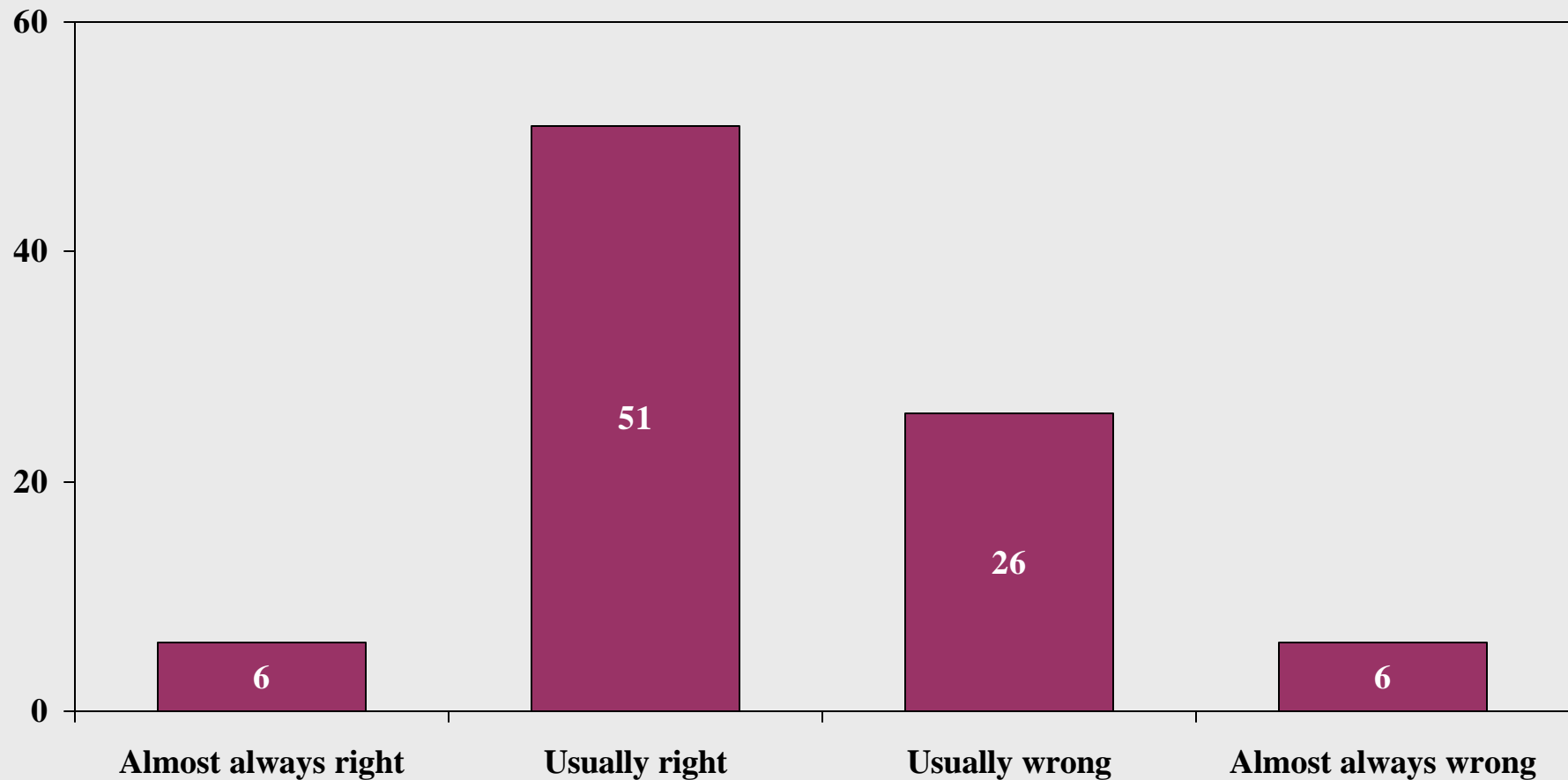
Figure #16 *“Now let me read you four statements about the environment and please tell me which ONE comes closest to your own view.”*

Views on Laws Protecting the Environment

February 2000 – March 2002



Your Elected Official's Performance on Environmental Issues



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Figure # 18

“When you think of your elected officials, do they almost always do the right thing about the environment, do they usually do the right thing, do they usually do the wrong thing about the environment, or do they almost always do the wrong thing about the environment?”

New Source Review Messages

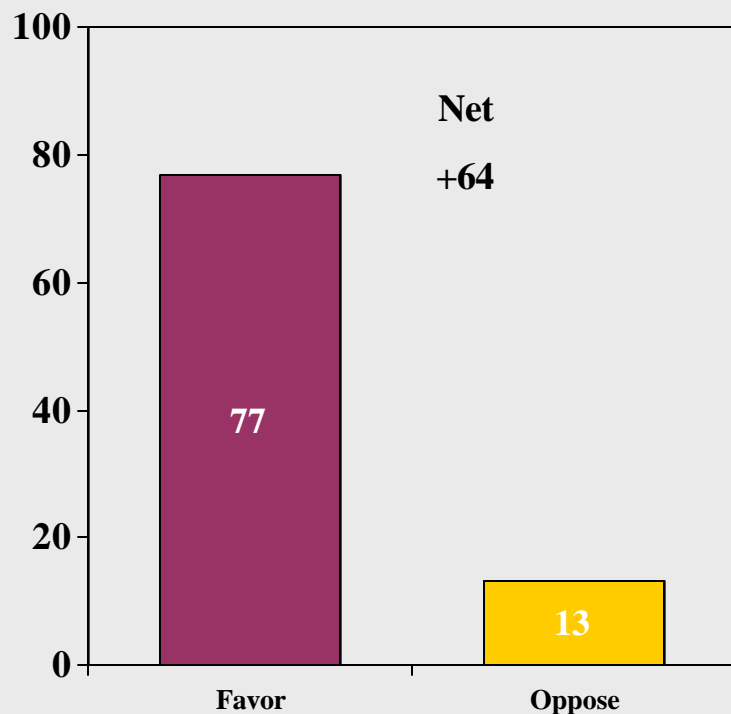
Old coal-burning plants should be required to meet the same environmental standards as newer power plants because these old plants are responsible for most of the pollution and we will not be successful at reducing air pollution until these older, dirty plants are cleaned up. These standards can be met through investments in cost-effective technology.

VS.

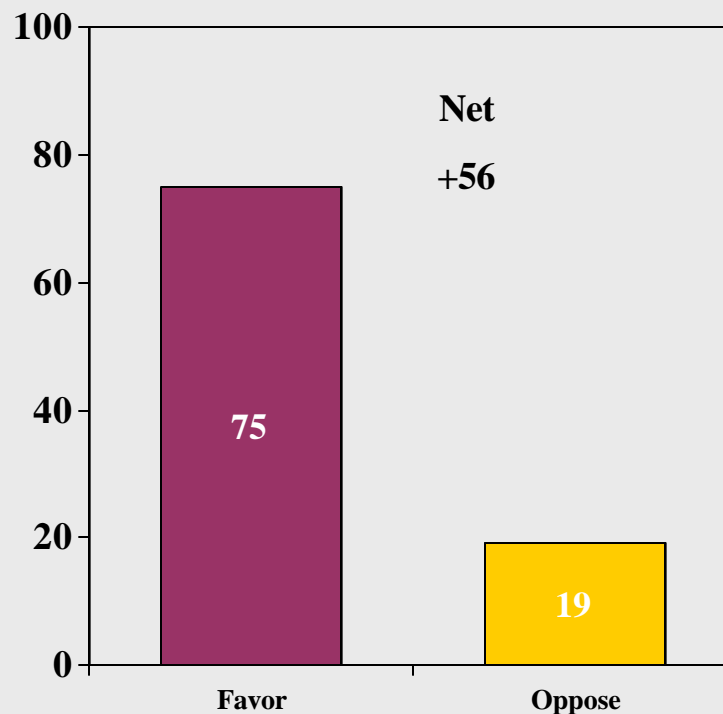
[George Bush says] Coal-burning power plants produce a large amount of the energy in this country and putting more regulations on them will raise the cost of power and lead to higher utility bills for consumers. Some power plants could be forced to close down which would reduce our energy supplies at a time when we desperately need them and would put people out of work.

New Source Review Messages With and Without Bush

Without Bush



With Bush



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Figure # 20

“As you may know, when Congress passed the Clean Air Act in 1970, existing power plants were exempt from meeting modern pollution standards with the hope that these plants would be replaced, but many of these old plants are still in use. I’m going to read you a pair of statements about this proposal. Now, do you FAVOR OR OPPOSE the proposal to require power plants to meet newer standards?”

Superfund Messages

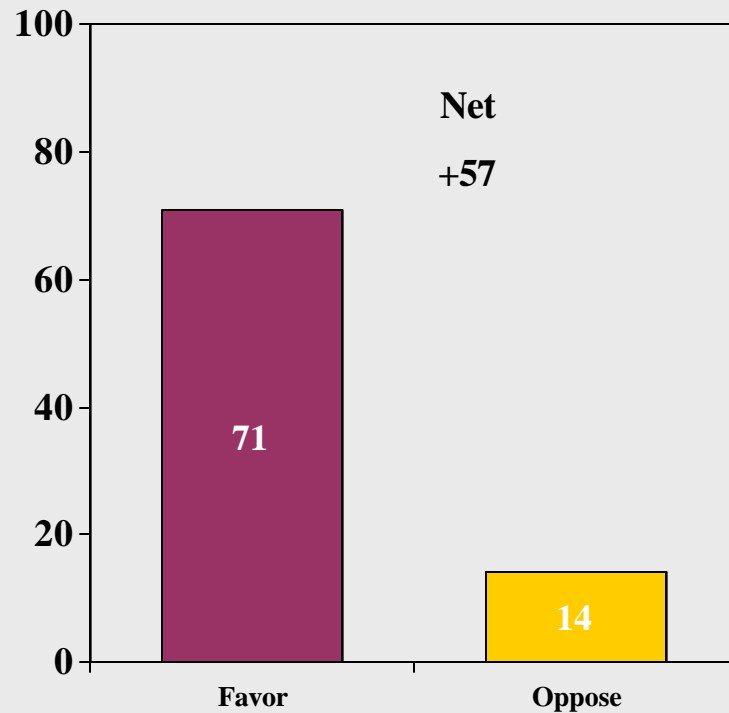
We still have fifteen hundred Superfund sites in this country and the money to clean them up will run out in less than two years if we don't reauthorize this bill. If we don't require that polluters pay, then the taxpayers will have to pay to clean up toxic waste sites.

VS.

[George Bush says] The Superfund system is an old system and we have done as much as we can under the twenty-two year old program. We have already spent more than thirteen billion dollars on this program. And, we cannot afford to continue to burden our businesses in the midst of trying to get our economy going.

Superfund Messages With and Without Bush

Without Bush



With Bush

