



Ipsos Public Affairs

The Social Research and Corporate Reputation Specialists

Face the Facts: Energy Agenda Now

September 28th 2010 Washington, D.C.

CAPITAL CABAL

ISSUE 1:

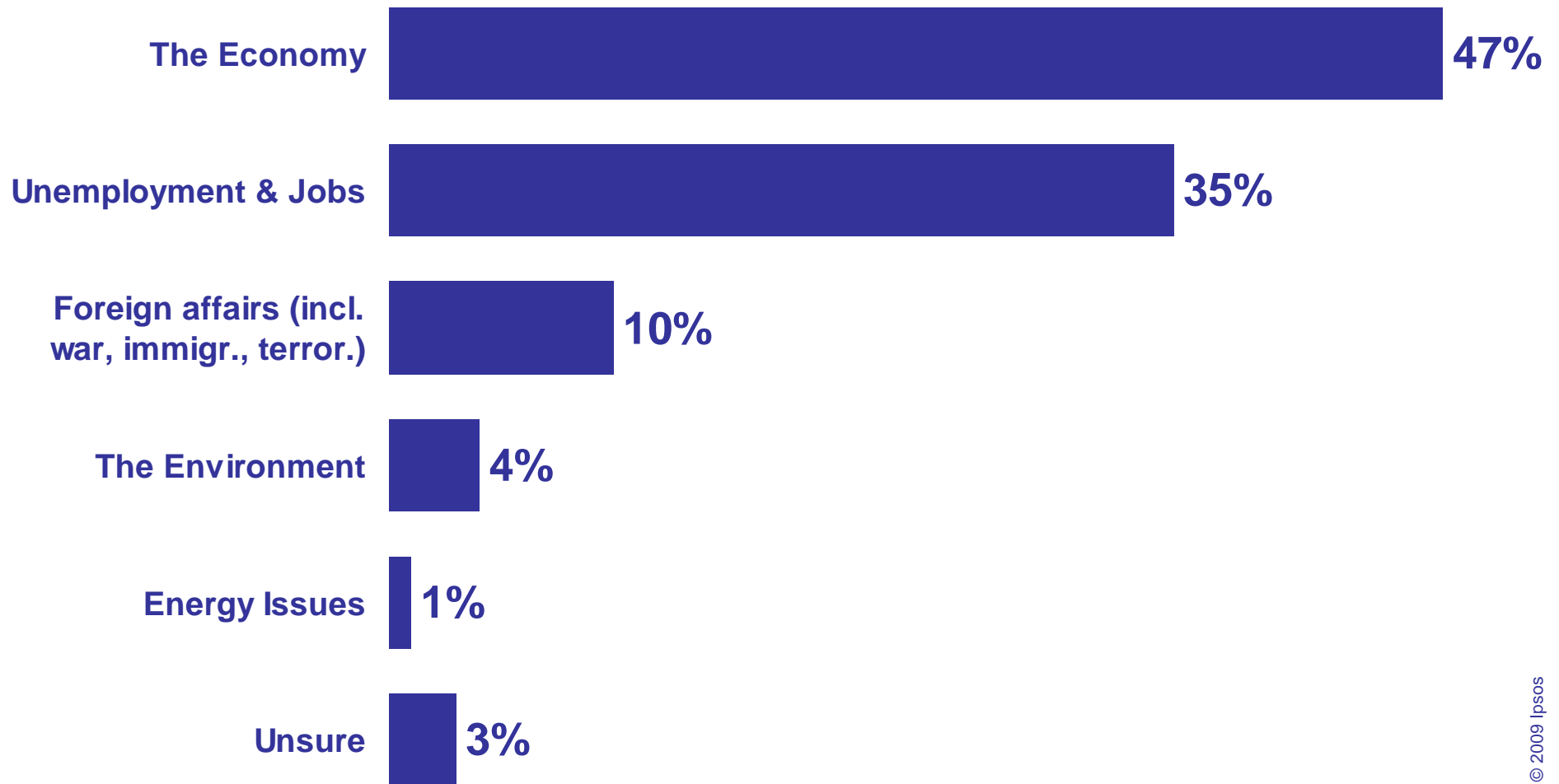
How can you advance an energy agenda when the issue is so low priority for voters?



Energy is low on the public agenda

FACT 1

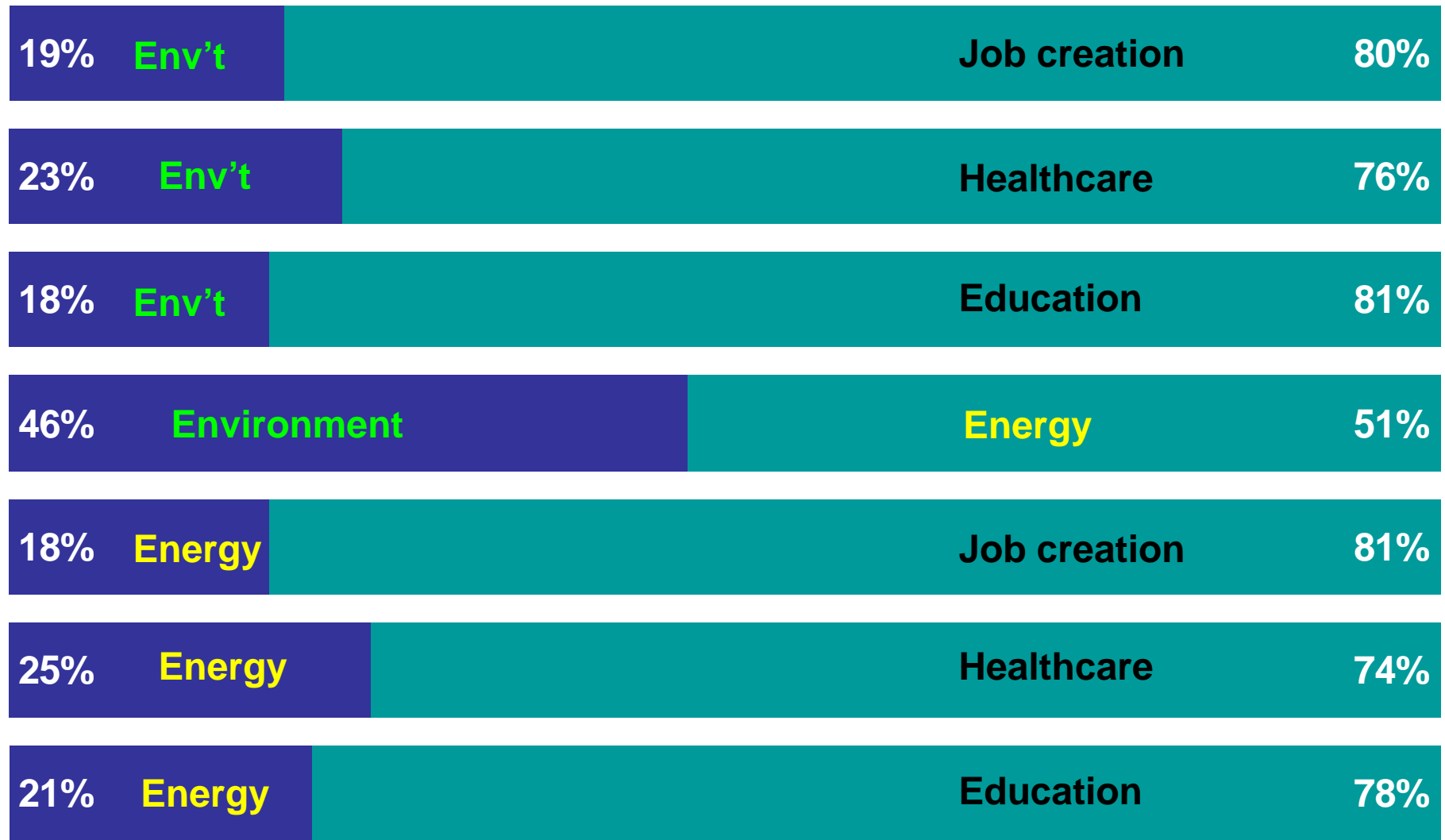
In your opinion, which of the following is the most important problem facing the U.S. today? READ OUT



More tangible issues take priority

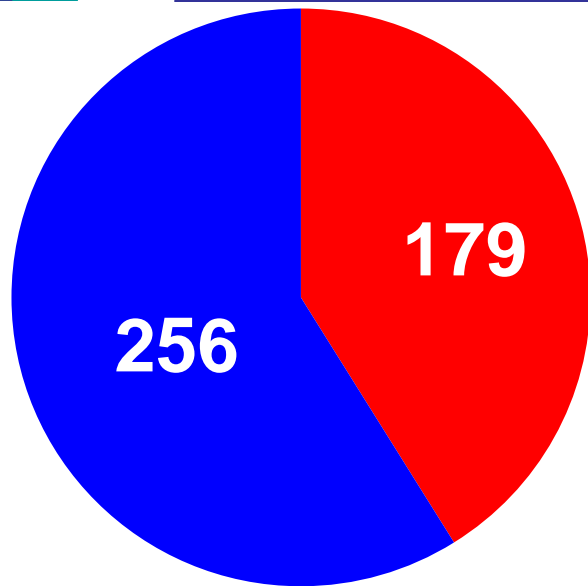
FACT 1

Which is the more important problem?

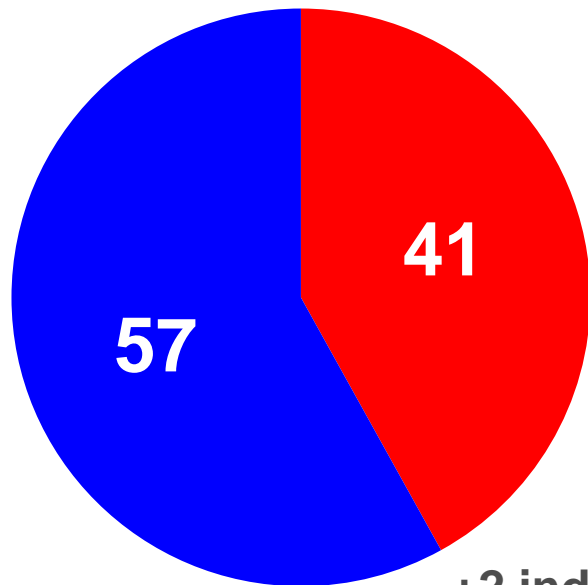
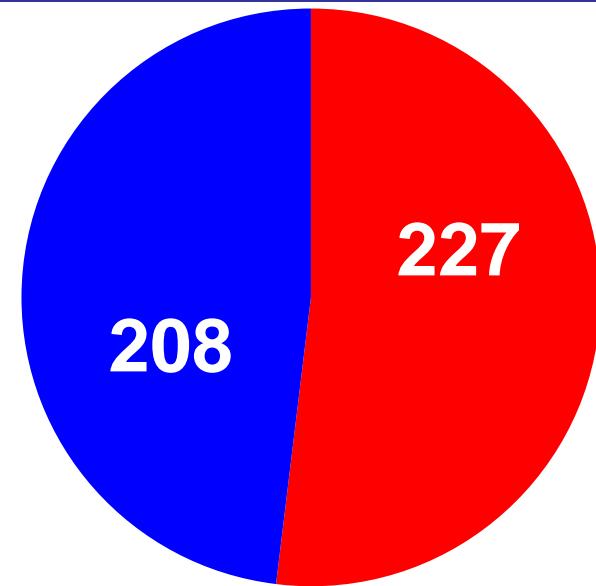


ISSUE 1a:

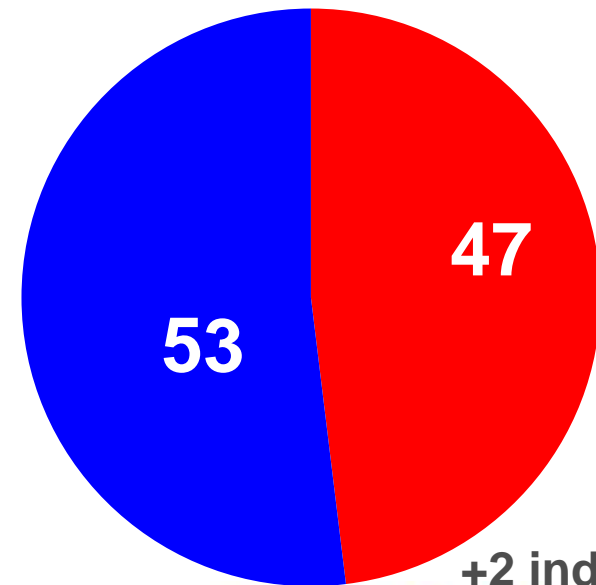
What will happen to the energy agenda if the Republicans take control of the House?



HOUSE



SENATE



+2 indep.

+2 indep.

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ISSUE 2:

What are the triggers to compel consumers to "go green"?



How much more would people pay each month in their power bill if it ensured....

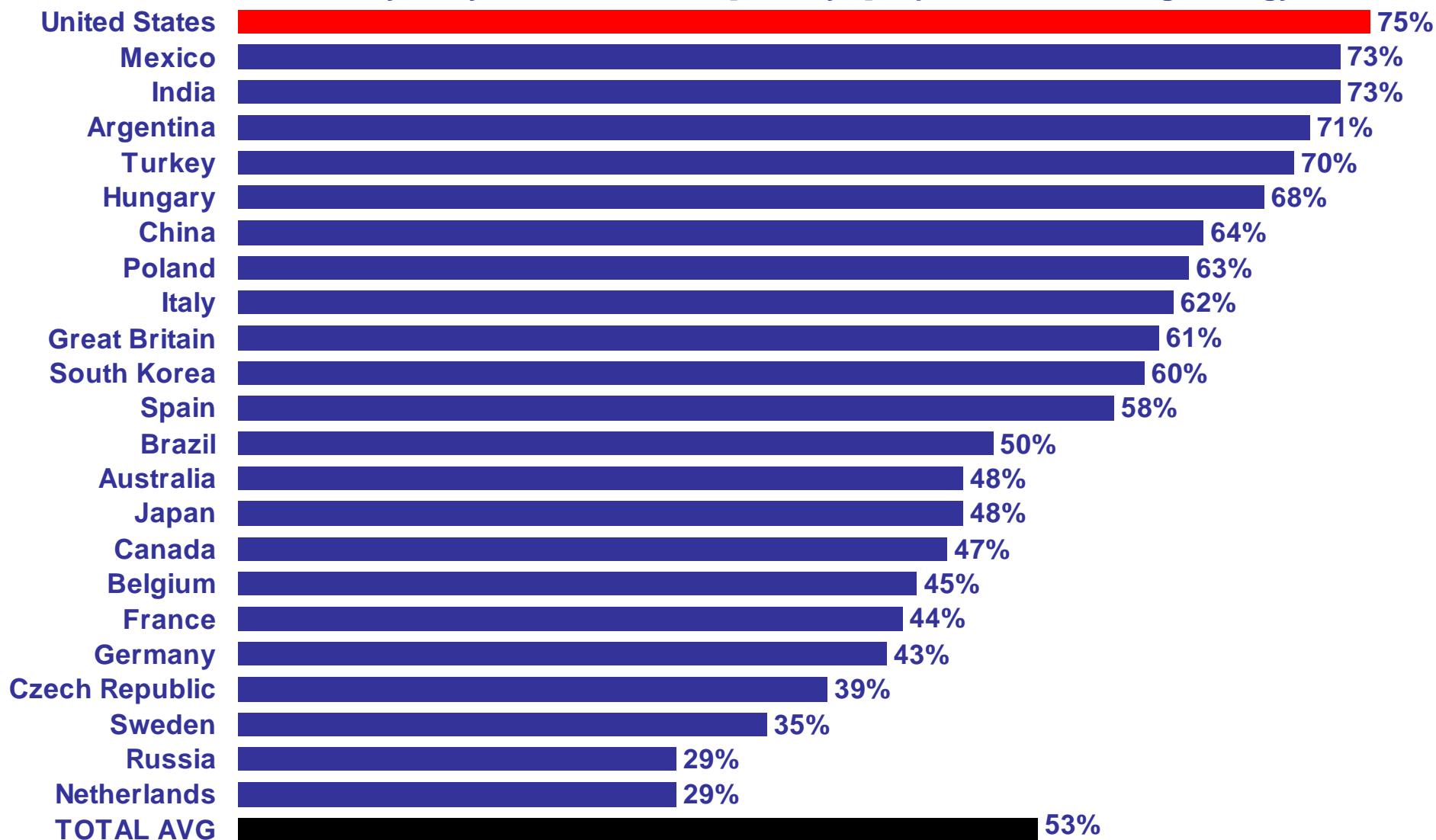
FRAMED WITHIN CONTEXT OF GLOBAL WARMING	Would pay X more per month
Energy independence for the US	\$20.20
The creation of new (green) jobs	\$13.10
Power from an environmentally friendly source	\$15.20

NOT FRAMED WITHIN CONTEXT OF GLOBAL WARMING	Would pay X more per month
Energy independence for the US	\$15.10
The creation of new (green) jobs	\$12.70
Power from an environmentally friendly source	\$12.00

ISSUE 3:

What is the role of national security in energy policy?

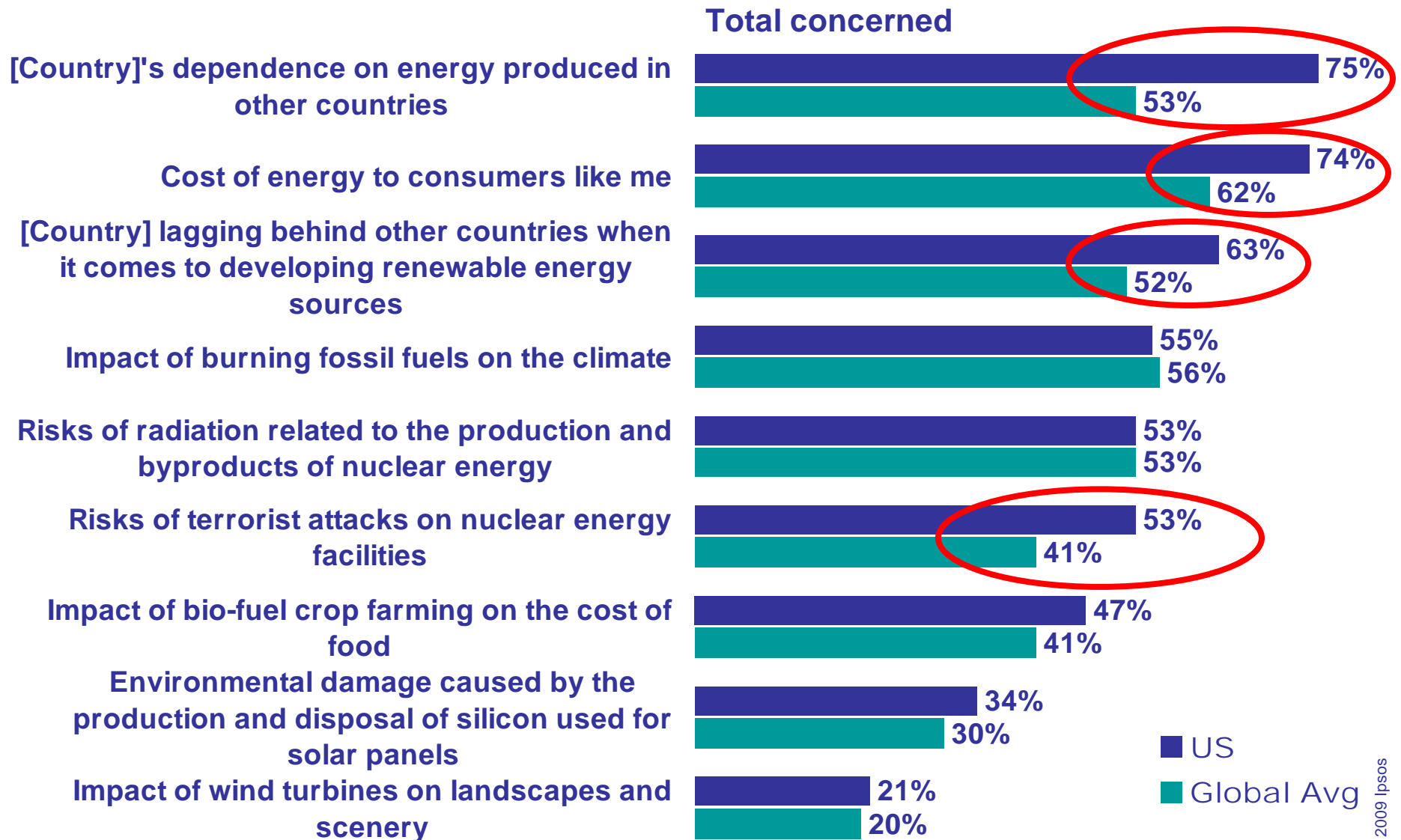
% extremely / very concerned about [country's] dependence on foreign energy sources



Q. How concerned are you about each of the following?

Global @dvisor January 2010

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For more information, please contact:

Clifford Young

Managing Director, Public Sector

Ipsos Public Affairs

1.312.777.3911 / 1.312.375.3328

Clifford.Young@ipsos.com

Julia Clark

Director

Ipsos Public Affairs

1.202.463.3623 / 1.202.560.2014

Julia.Clark@ipsos.com