

Ipsos Public Affairs

The Social Research and Corporate Reputation Specialists

Face the Facts: Energy Agenda Now

September 28th 2010 Washington, D.C.

CAPITAL CABAL



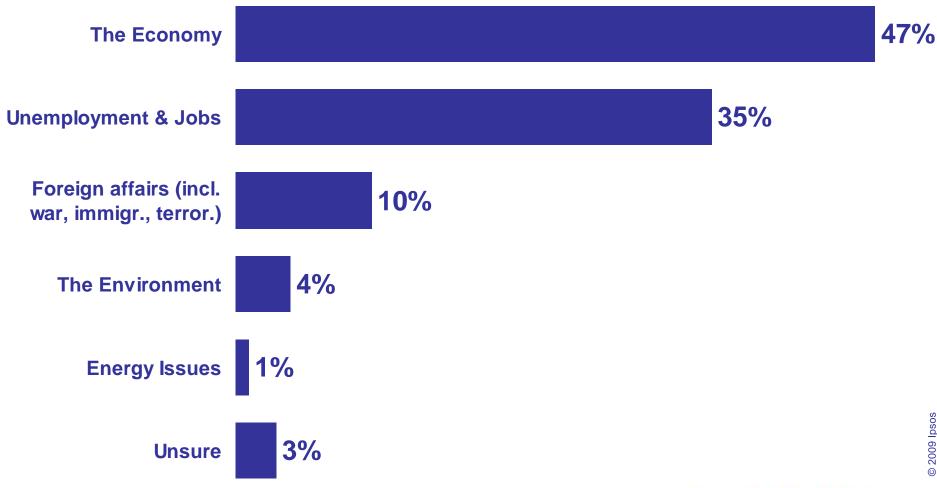
ISSUE 1:

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



Energy is low on the public agenda

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

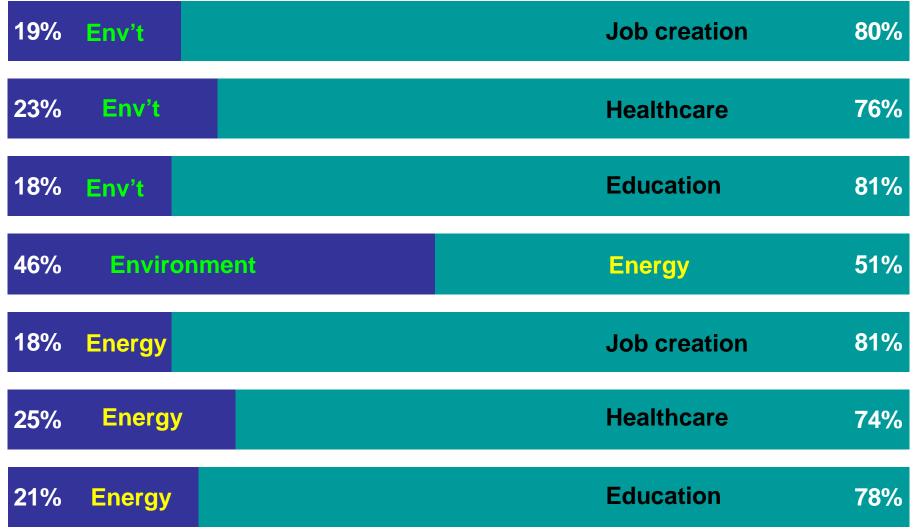






More tangible issues take priority

Which is the more important problem?

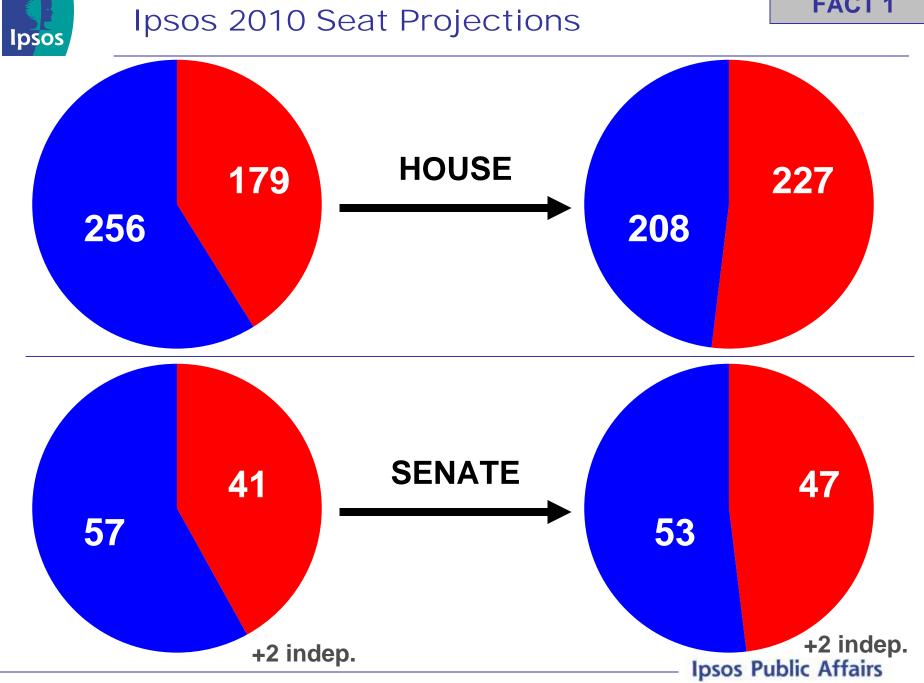




ISSUE 1a:

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







ISSUE 2:

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



Triggers for Behavior Change

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

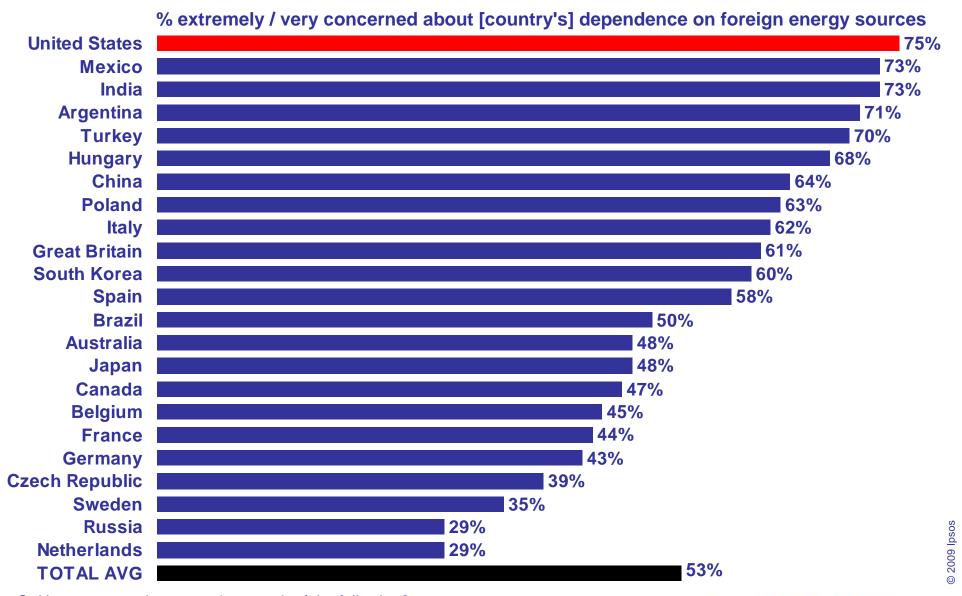
FRAMED WITHIN CONTEXT OF GLOBAL WARMING	Would pay X more per month
Energy independence for the US	\$20.20
The creation of new (green) jobs	\$13.10
Power from an environmentally friendly source	\$15.20

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?





Where does the US differ globally?

3



Cost of energy to consumers like me

[Country] lagging behind other countries when it comes to developing renewable energy sources

Impact of burning fossil fuels on the climate

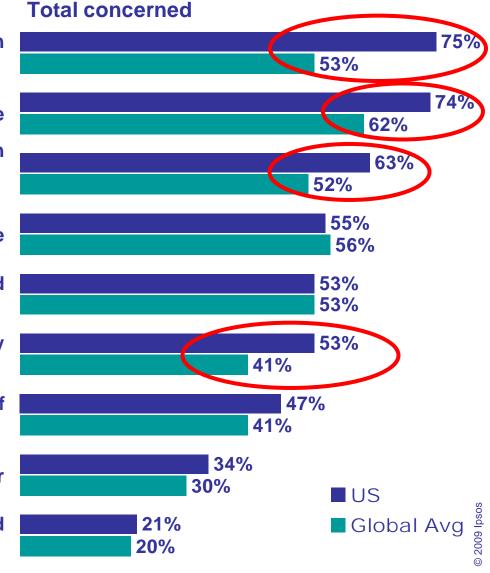
Risks of radiation related to the production and byproducts of nuclear energy

Risks of terrorist attacks on nuclear energy facilities

Impact of bio-fuel crop farming on the cost of food

Environmental damage caused by the production and disposal of silicon used for solar panels

Impact of wind turbines on landscapes and scenery



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



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