



**PUBLIC OPINION  
STRATEGIES**

*Turning Questions Into Answers.*

**NEVADA: GLOBAL WARMING AND PUBLIC OPINION**

*Public Opinion Strategies conducted this survey of 600 registered voters throughout the state of Nevada on February 27-March 1, 2007. The margin of error associated with a sample of this type is  $\pm 4.0\%$ .*

**KEY FINDINGS**

**Two-thirds of Nevada voters say that global warming is taking place and action should be taken.**

- Nevada voters reflect similar trends seen nationwide as concern about global warming mounts. Fully 64% of the state's electorate calls for at least some actions to be taken to curb global warming, with a plurality of over one-third calling for strong and immediate measures. At the other end of the spectrum, just 17% view concern about the issue as exaggerated. Voters were asked to choose the statement closest to their opinion:

36% Global warming has been established as a very serious problem, and strong, immediate measures are necessary.

28% There is enough evidence that global warming is taking place and some action should be taken.

19% We don't know enough about global warming, and more research is necessary before we take strong actions.

17% Concern about global warming has been greatly exaggerated.

More than six-in-ten voters in every region of the state believe that action should be taken (choosing one of the top two responses above).

- Similarly, 68% of voters agree that "even if global warming won't affect me in my lifetime, we need to take action now in order to protect our children and grandchildren." Overwhelming majorities of voters across the state and of every demographic and partisan group want to take action to protect future generations from the impact of this phenomenon. In particular, this sentiment is especially strong among such key swing voter groups as women (75% agree), Independents (64%) and suburbanites (66%). In addition, voters under the age of 45 are extremely likely to want to take action so their children and grandchildren avoid the negative effect of global warming in the future (81% agree).

**A majority of Nevadans call on the state and federal government to do more to address global warming.**

- Currently, 54% say that the state should "do more to reduce the emissions that cause global warming." A similar 52% agree that "the United States government is not doing enough to address the issue of global warming."
- Specifically, 68% favor Nevada "joining other Western states in placing a regional cap on global warming pollution" (44% strongly favor the idea). A majority of Republicans (50%), Independents

(74%) and Democrats (85%) support this regional collaboration to combat climate change.

**Voters' desire for action is not surprising given that most believe global warming will affect them personally.**

- A mere 25% agree with the idea that “even if global warming is happening it won’t really affect me in my lifetime.” This view is most likely to be discounted by well educated voters (just 20% of those with a college degree agree with this point of view).

**The concerns and priorities of Nevada voters reflect the change in attitudes on global warming we have seen nationally. Just for example, several public polls conducted in January 2007 show that...**

- 82% of American voters in a Fox News poll say that global warming exists;
- Seven-in-ten (70%) queried nationally by CBS/*New York Times* say that global warming is an environmental problem that is causing a serious impact now; and
- Fully 59% say that the President and Congress should deal with global warming this year in a CNN poll.

*In summary, Nevada voters clearly express concerns about global warming and call for action at the state and federal level. They perceive the phenomenon as something that will affect them in their lifetime, and that action is needed to protect future generations from the potentially harmful effects. These views are widely held in the state, and are reflective of a broader shift in opinion on this issue witnessed at the national level.*

The survey was conducted by Lori Weigel, a partner with Public Opinion Strategies, the largest Republican polling firm in the nation with offices in Washington, Denver and Los Angeles. Public Opinion Strategies' clients include 55 Republican Members of Congress, 8 Governors, 18 U.S. Senators and numerous Fortune 500 companies. Weigel serves as the political pollster for *Rocky Mountain News* and *News4* in Denver. The firm is the GOP partner on both the *NBC/Wall Street Journal* and National Public Radio media polls.