

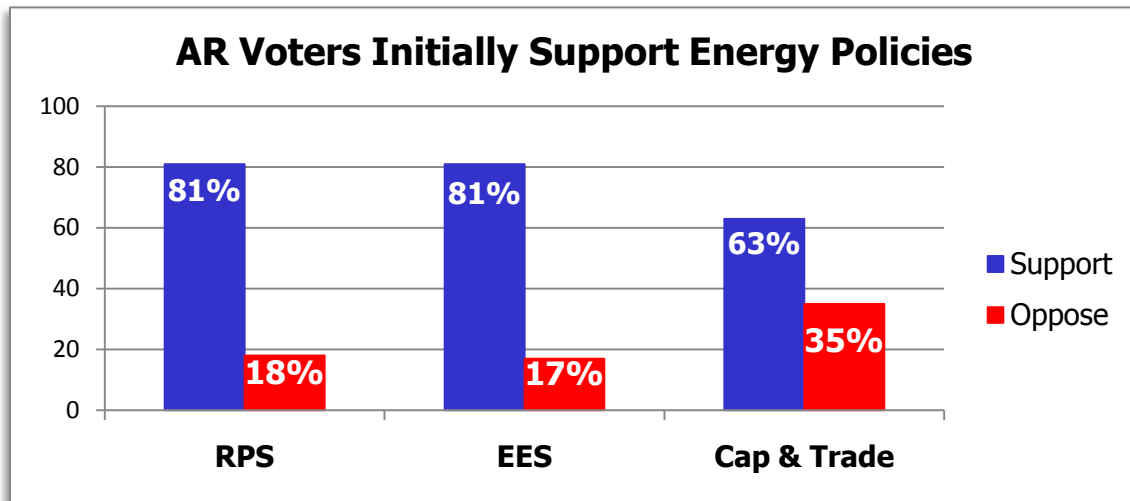


To: Interested parties
From: Pete Brodnitz and Scott Remley
Date: May 22, 2009
Re: New poll of Arkansas Likely 2010 Voters on Renewable Energy

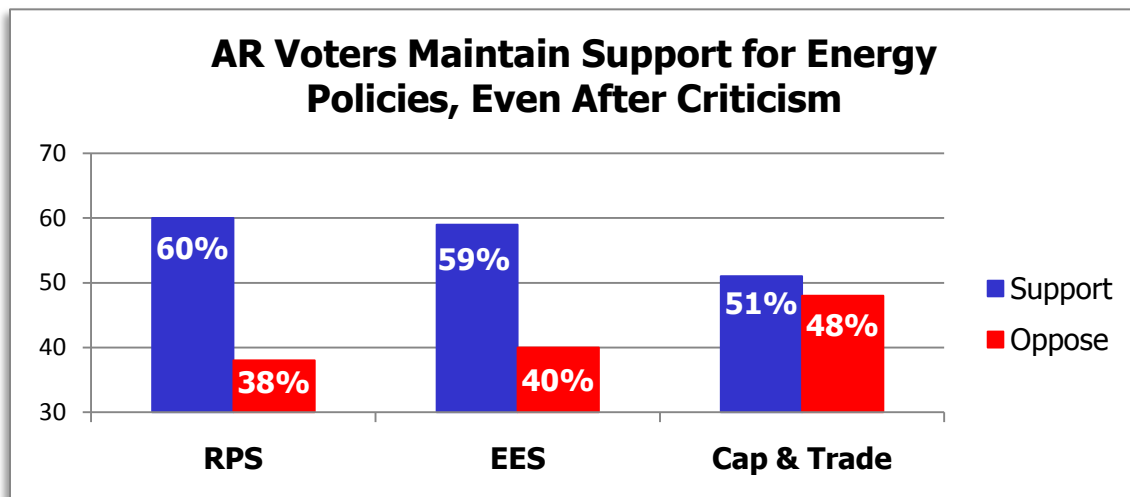
This memo will provide an overview of the findings of BSG's new poll of likely 2010 general election voters in Arkansas and their support for renewable energy, energy efficiency and cap-and-trade policies.

Arkansas Voters Show High Support for RPS, EES and Cap-and-Trade

When we asked likely voters in Arkansas about their support for a renewable portfolio standard (RPS), an energy efficiency standard (EES) and a carbon cap-and-trade system, we found that support for each one is high: more than four out of five voters support an RPS and an EES, and nearly two out of three support cap-and-trade:



In addition, after we subject each of the policies to a series of critical statements opponents of the policies might make, a majority of Arkansas likely voters still support all three, although they are more closely divided about cap-and-trade:



Arkansas Voters Are Oriented Towards Creating Jobs, Making America Energy Independent

When we asked Arkansas likely voters about their top issue of concern, 51% said jobs and the economy. No other issue had more than 15% of voters saying it was one of their top two issues of concern.

To the extent that voters are thinking about energy, they have three key priorities for any energy policy: independence from foreign energy sources (68% said this was a top priority), saving consumers money (41% said this was a top priority) and reducing energy use (33% said this was a top priority).

Arkansas Voters Support RPS, EES and Cap-and-Trade Because They Will Create Jobs and Make America Energy Independent

For the RPS, Arkansas likely voters' support appears driven by perceptions that it will:

- *Create jobs in Arkansas* (79% said this was a likely result of a RPS),
- *Make America more energy independent* (76% said this was a likely result of a RPS), and
- *Reduce their energy costs in the next five years* (54% said this was a likely result of a RPS).

In addition, voters have high support for a RPS despite the fact that they don't seem to view it as something that will cut costs for them in the short term.

For the EES, Arkansas likely voters' support appears driven by a perception that it will:

- *Create jobs in Arkansas* (74% said this was a likely result of an EES),
- *Make America more energy independent* (73% said this was a likely result of an EES), and
- *Reduce their energy costs in the next five years* (57% said this was a likely result of an EES).

In addition, there is a perception that an EES will *help businesses be more competitive* (69% said this was a likely result).

For cap-and-trade, Arkansas likely voters' support appears to be driven by perceptions that cap-and-trade will:

- *Create jobs in Arkansas* (66% said this was a likely result of cap-and-trade),
- *Encourage investment in clean energy technologies* (80% said this was a likely result of cap-and-trade), and
- *Make America more energy independent* (66% said this was a likely result of cap-and-trade).

The Benenson Strategy Group conducted 600 interviews statewide in Arkansas with likely 2010 general election voters May 7-11, 2009. The margin of error for overall results is $\pm 4.00\%$. The poll was conducted on behalf of Audubon Arkansas with funding from the Energy Foundation.

The Benenson Strategy Group's clients include Governor Tim Kaine (VA) and Senator Jim Webb (VA). Peter Brodnitz, who conducted this survey, was named "Pollster of the Year" by the American Association of Political Consultants in 2007 for his work for Kaine, Webb and the Democratic Senatorial Campaign Committee. It is a bi-partisan award given to one pollster every two years.