

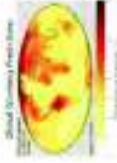


**Presentation Of Findings From A Statewide
Survey Of 600 Likely 2010 General Election
Voters In Wisconsin**

Methodology

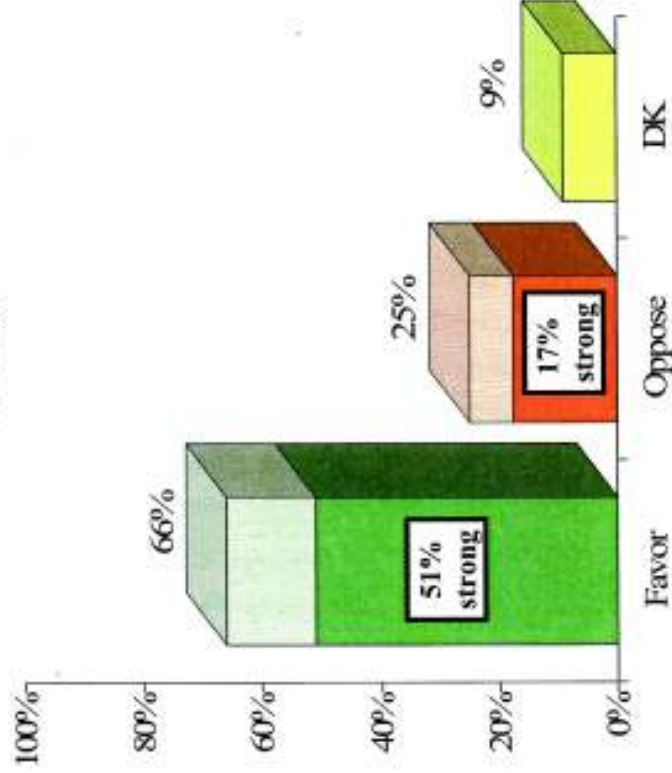
- P** • 600 Likely Voters Statewide
- O** • Interviews Conducted February 16-18, 2010
- L** • Margin Of Error +/-4.0% Overall, Higher For Subgroups
- L**





Two-Thirds, Including A Plurality Of Republicans, Favor State Action To Reduce Carbon Emissions

Do you favor or oppose the State of Wisconsin taking action to reduce emissions of gases like carbon dioxide in Wisconsin that cause global warming?

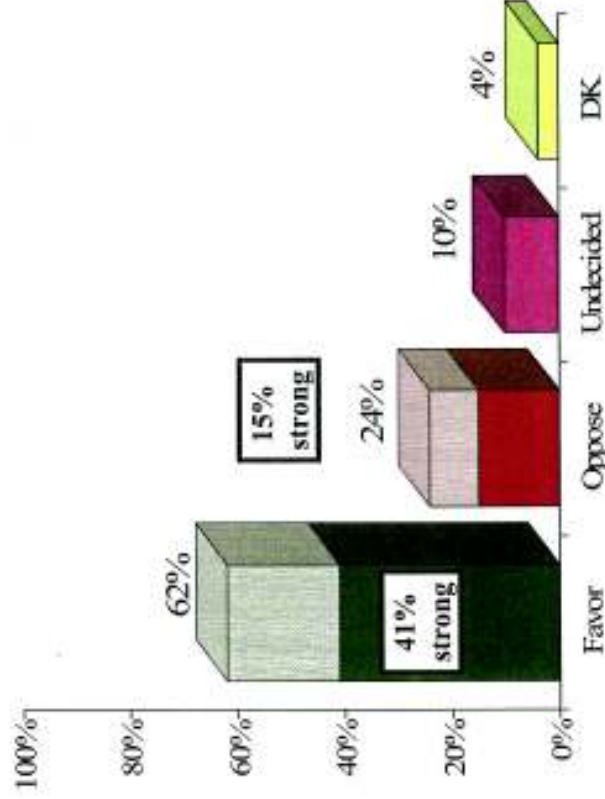


	Strong Favor	Favor	Oppose
Senate Swing	53%	68%	27%
Assembly Swing	56%	71%	22%
Dem	74%	90%	4%
Indep	47%	58%	29%
GOP	30%	49%	44%
Independent Men	44%	51%	37%
Independent Women	49%	65%	20%
Moderate Independent	52%	63%	18%
Men	49%	62%	31%
Women	53%	71%	20%
18-39	56%	72%	19%
40-59	51%	65%	28%
60+	47%	64%	27%
Milwaukee County	55%	72%	24%
Total Milwaukee DMA	45%	62%	32%
Madison	60%	73%	12%
Green Bay	48%	67%	24%
Wausau/LaCrosse	60%	76%	19%
Upper-SES	46%	61%	30%
College Middle	55%	64%	30%
Non-College Middle	45%	64%	26%
Lower-SES	56%	75%	15%



After Hearing A Brief Description Of The Bill, A Substantial Majority Favors The Clean Energy Jobs Act

As you may know, the WI State Legislature is currently considering the Clean Energy Jobs Act. This bill would require utilities to generate 25% of their electricity from renewable energy sources by the year 2025, relax the state's moratorium on the construction of new nuclear power plants, and implement measures to make homes and businesses more energy efficient. Do you favor or oppose this bill?



	Favor	Oppose
Senate Swing	62%	22%
Assembly Swing	63%	21%
Dem	86%	6%
Indep	55%	32%
GOP	44%	37%
Independent Men	50%	34%
Independent Women	60%	28%
Moderate Independent	61%	21%
Men	57%	30%
Women	67%	19%
18-39	68%	21%
40-59	57%	27%
60+	65%	23%
Milwaukee County	71%	22%
Total Milwaukee DMA	61%	27%
Madison	71%	16%
Green Bay	62%	24%
Wausau/LaCrosse	62%	22%
Upper-SES	63%	23%
College Middle	62%	25%
Non-College Middle	60%	28%
Lower-SES	64%	20%



After Messages On Both Sides, Both Democrats And Independents Favor The Act

EVERYBODY HEARD THE SAME STRONGLY WORDED ARGUMENT AGAINST THE CLEAN ENERGY JOBS ACT (BASED ON WMC AD):

Opponents of this bill say that they are up to it again in Madison. Governor Doyle and his friends in the legislature are trying to solve global warming all by themselves. Their plan to create so-called “green” jobs is really going to kill our jobs and increase energy costs. Doyle’s global warming bill will cost the average family more than \$1,000 dollars a year in higher electric rates and gas prices. We’ve got high unemployment already and this bill will simply make it worse, increasing costs on companies, forcing them to lay-off workers.

ONE HALF OF THE SAMPLE WAS READ:

Supporters of the Clean Energy Jobs Act, which was crafted with the help of business, power company and environmental leaders, say it will help shift energy production in Wisconsin to clean sources like solar and wind. This will help make Wisconsin the center of the new clean energy industry, creating thousands of jobs in Wisconsin, instead of letting those jobs go to China or to other states. At the same time, greater use of clean, renewable energy sources, and the steps to increase energy efficiency in this bill, will be cheaper and cleaner in the long run, reducing costs for consumers.

ONE HALF OF THE SAMPLE WAS READ:

Supporters of the Clean Energy Jobs Act, which was crafted with the help of business, power company and environmental leaders, say that the claims made by the bill’s opponents simply are not true. They cite bogus statistics manufactured by oil company-funded think tanks to scare people. In fact, this bill will help make Wisconsin the center of the new clean energy industry, creating thousands of jobs in WI, instead of letting those jobs go to China or to other states. At the same time, greater use of clean, renewable energy sources, & the steps to increase energy efficiency in this bill, will be cheaper & cleaner in the long run, reducing costs for consumers.

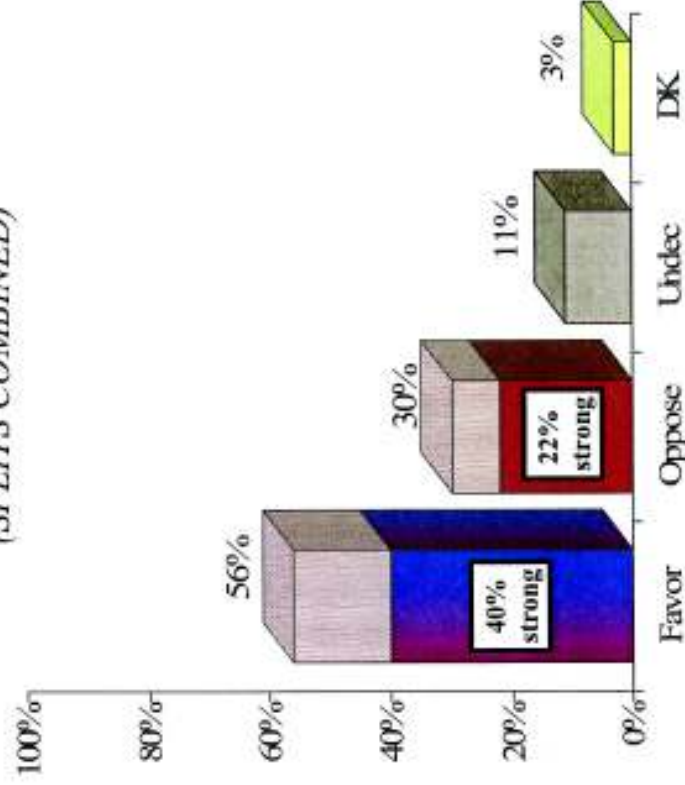


After Messages On Both Sides, Both Democrats And Independents Favor The Act

Support Is Especially Strong Among Independent Women

AFTER HEARING ARGUMENTS ON BOTH SIDES:

*Do you favor or oppose the Clean Energy Jobs Act being considered by the State Legislature?
(SPLITS COMBINED)*



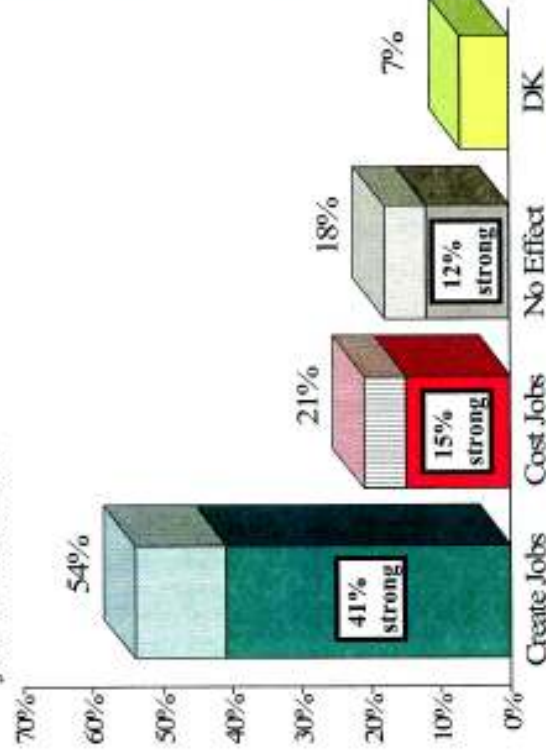
	Strong Favor	Favor	Oppose
Senate Swing	37%	54%	30%
Assembly Swing	41%	60%	27%
Dem	65%	85%	7%
Indep	34%	49%	33%
GOP	20%	31%	53%
Independent Men	33%	47%	43%
Independent Women	34%	51%	22%
Moderate Independent	37%	53%	24%
Men	40%	54%	36%
Women	40%	58%	25%
18-39	47%	62%	21%
40-59	37%	54%	32%
60+	38%	52%	37%
Milwaukee County	46%	62%	28%
Total Milwaukee DMA	41%	54%	35%
Madison	45%	66%	20%
Green Bay	35%	53%	31%
Wausau/LaCrosse	38%	54%	28%
Upper-SES	45%	59%	29%
College Middle	41%	57%	31%
Non-College Middle	37%	52%	34%
Lower-SES	40%	55%	28%



A Clear Majority Believe This Act Will Create New Jobs In Wisconsin While Few See Job Loss

Which comes closer to your point of view:

- The Clean Energy Jobs Act will create new jobs in Wisconsin.
- The Clean Energy Jobs Act will cause people to lose their jobs in Wisconsin.
- The Clean Energy Jobs Act will have no effect on jobs in Wisconsin.



	Create Jobs	Cost Jobs	No Effect On Jobs
Senate Swing	55%	22%	15%
Assembly Swing	57%	21%	12%
Dem	74%	6%	13%
Indep	49%	25%	22%
GOP	36%	34%	21%
Independent Men	39%	32%	25%
Independent Women	59%	16%	19%
Moderate Independent	54%	18%	25%
Men	46%	27%	20%
Women	60%	16%	16%
18-39	60%	16%	19%
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60+	53%	25%	14%
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Madison	61%	13%	19%
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Wausau/LaCrosse	60%	21%	10%
Upper-SES	52%	20%	21%
College Middle	55%	22%	15%
Non-College Middle	47%	24%	21%
Lower-SES	60%	18%	17%