

PUBLIC OPINION UPDATE

MOST EVANGELICAL CHRISTIANS NOW FAVOR FEDERAL CLIMATE LEGISLATION

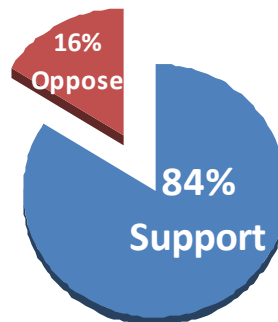
ELLISON POLL SHOWS WIDESPREAD EVANGELICAL SUPPORT FOR ENVIRONMENTAL ACTIONS

October 11, 2007: A new national poll of evangelical Christians conducted by Ellison Research indicates strong support for federal legislation to limit the greenhouse gasses that contribute to global warming. The poll also shows widespread backing among evangelicals for a range of environmental actions.

84% SUPPORT LEGISLATION TO REDUCE CARBON EMISSIONS

Q: Would you favor a bill that would require that by the year 2012 the U.S. would have to reduce global warming pollution to what they were in the year 2004, and continue reductions so that emissions are one-third of 2004 levels by 2050?

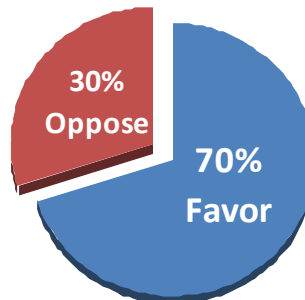
- 34% strongly support
- 50% somewhat support
- 10% somewhat oppose
- 6% strong oppose



70% SUPPORT LEGISLATION EVEN IF IT COSTS \$15 A MONTH PER HOUSEHOLD

Q: If this bill cost the average U.S. household \$15 a month, would you tend to favor or oppose this bill?

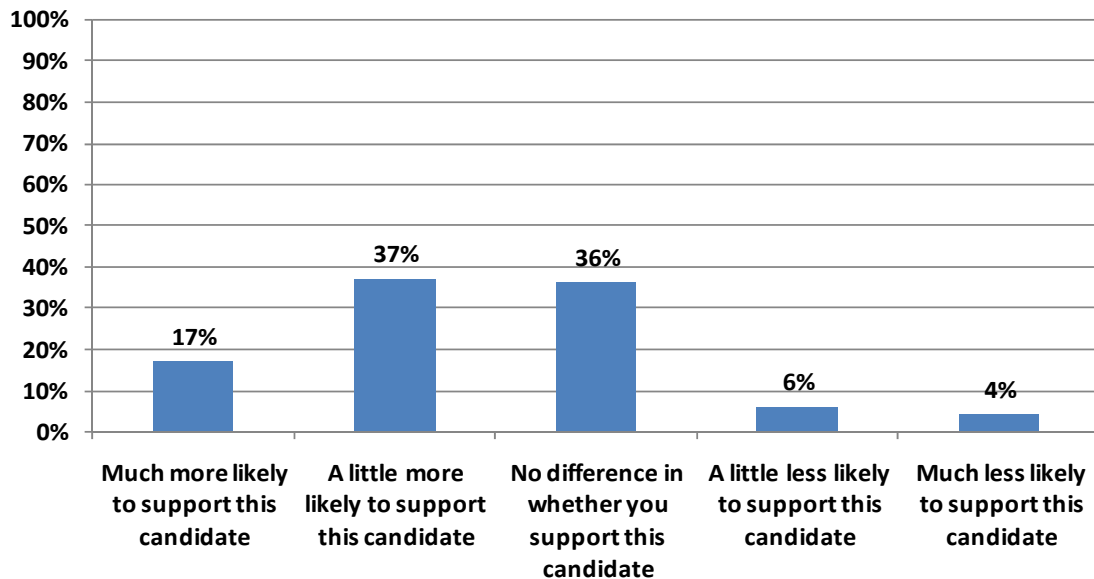
- 26% would strongly favor
- 44% would somewhat favor
- 19% would somewhat oppose
- 11% would strongly oppose



**54% MORE LIKELY TO SUPPORT A CANDIDATE WHO SUPPORTS LEGISLATION TO CURB GLOBAL WARMING;
ONLY 10% LESS LIKELY SUPPORT A CANDIDATE WHO SEEKS TO CURB IT**

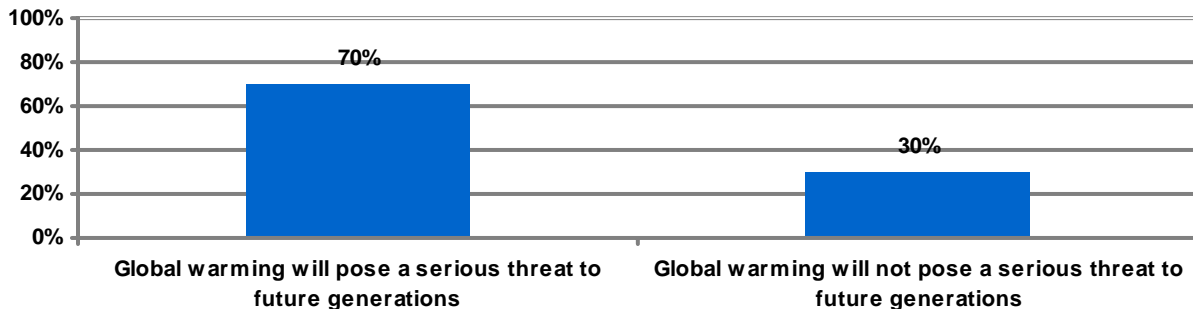
Q: If a political candidate supported public policies that take steps to reduce global warming, what impact would that have on your support of that candidate?

- 17% Much more likely to support this candidate
- 37% A little more likely to support this candidate
- 36% No difference in whether you support this candidate
- 6% A little less likely to support this candidate
- 4% Much less likely to support this candidate



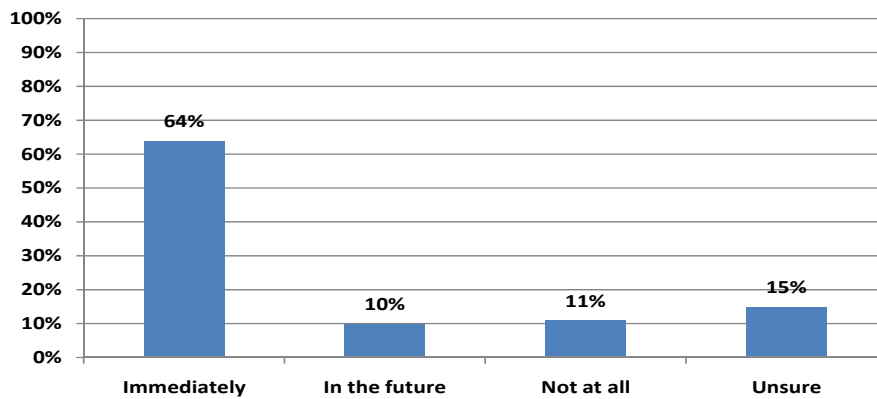
70% BELIEVE GLOBAL WARMING IS A PROBLEM THAT WILL BE A THREAT TO FUTURE GENERATIONS

Q: Do you think the effects of global warming will or will not pose a serious threat to future generations?



64% BELIEVE ACTION SHOULD BE TAKEN NOW TO CURB GLOBAL WARMING

Q: When should global warming be addressed?



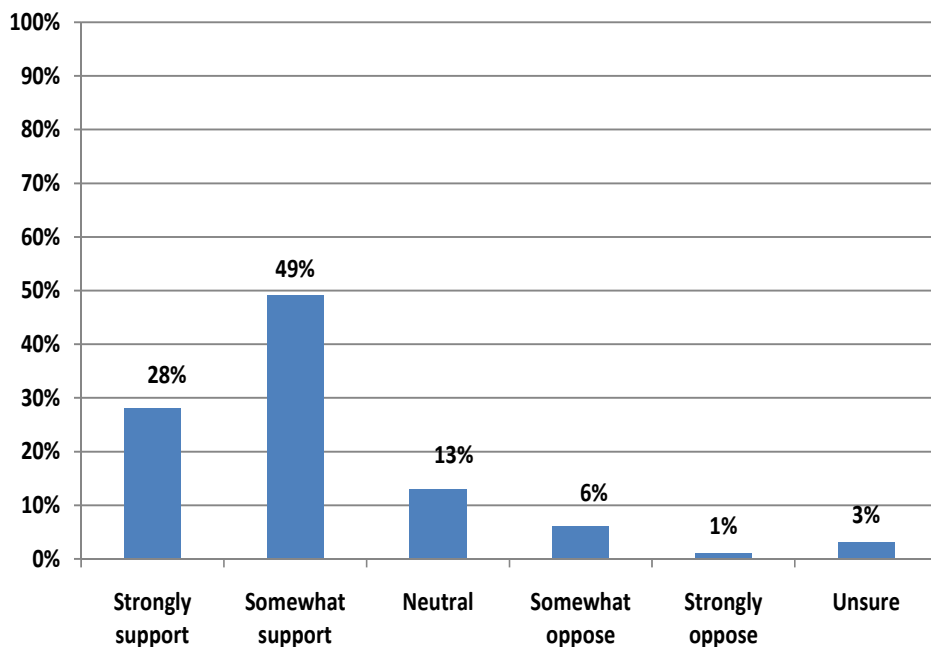
89% SAY THE U.S. SHOULD ACT TO CONTROL GLOBAL WARMING EVEN IF OTHER NATIONS DO NOT

89% believe the U.S. should take steps to reduce global warming regardless of whether other major nations are also taking similar steps

11% do not believe the U.S. should take steps to reduce global warming unless other major nations also are taking similar steps

77% SUPPORT ENVIRONMENTAL CAUSES; ONLY 7% OPPOSED

Q: How would you describe your own position on environmental issues and causes such as reducing air and water pollution, protecting wilderness areas from development or use, reducing global warming, and protecting endangered species?"



64% ARE PUTTING CFLS IN THEIR HOMES

Q: Do you use any compact fluorescent light bulbs in your home, or not? (Those are the ones that last longer but cost more than regular light bulbs.)

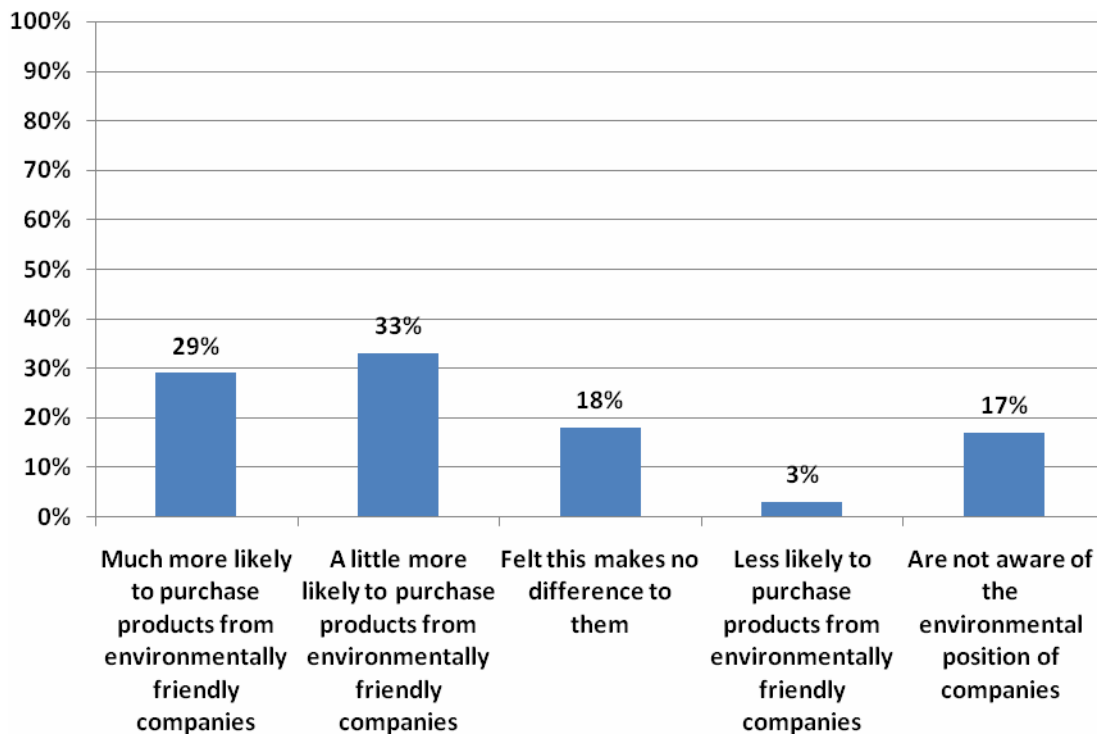
64% yes

36% no

62% ARE MORE LIKELY TO BUY FROM COMPANIES WHO OFFER ENVIRONMENTALLY FRIENDLY PRODUCTS

Q: When companies have products or policies that are environmentally friendly, how does this tend to impact your interest in buying their products or doing business with them?

- 29% much more likely to purchase products from environmentally friendly companies
- 33% a little more likely to purchase products from environmentally friendly companies
- 18% felt this makes no difference to them
- 3% less likely to purchase products from environmentally friendly companies
- 17% are not aware of the environmental position of companies



NOTE: This summary is from information gathered during a quantitative research project conducted by Ellison Research for the Evangelical Climate Initiative. This research was conducted through an online survey administered to a representative sample of American adults, using the e-rewards online research panel. Invitations to participate in the study were sent to a demographically balanced selection from the research panel, and qualified respondents completed the questionnaire online. Respondents were qualified if they self-identified as either a “born again Christian” or an “evangelical Christian” or as both (these terms were included in a broader selection of descriptions, to obscure the qualification questions for the study). The unweighted sample size was 1,036 respondents. The resulting data has a potential sampling error of ±3.1 percentage points at the 95% confidence level.