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To: Interested Parties
From: David Binder Research
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Re: Green Jobs Survey Results

A recent California survey¹ shows that investing in green-collar jobs is extremely important to voters; that voters are overwhelmingly supportive of potential elements of a green green-collar jobs measure; and that voters are supportive of methods of funding investment in green-collar jobs.

1. Voters overwhelmingly believe it is important to invest in green-collar jobs

Asked how important it is to invest in green-collar jobs, an impressive 80% of voters said that it was extremely or moderately important. This includes nearly half (46%) who say it is extremely important. An additional 10% said it is slightly important, for an overwhelming total of 90% that say that investing in green-collar jobs is at least slightly important. This makes green-collar jobs an extremely important issue at the moment

	Percent
Extremely important	46%
Moderately important	34
Slightly important	10
Not at all important	8
Don't know	2

2. Voters overwhelmingly support every potential measure component tested

Asked about a possible ballot measure, voters react extremely positively to all proposed methods of investing in green-collar jobs. For each of the components tested, at least two-thirds of voters said that they would be more likely to support a measure that contained it.

Almost four in five voters say they would be more likely to support a measure that provides green-collar job training for veterans and workers who have recently lost their jobs. Similarly, nearly three in four say

¹ David Binder Research conducted a phone survey of 602 California voters who voted in the November 2004 election, from January 12th to 14th, 2009. The margin of error for the study is 3.0%.

they'd be more likely to support a measure that fast-tracked investment in alternative energies, that created green vocational education programs, and that provides tax-breaks for small businesses that create green-collar jobs. Two-thirds of voters would be more likely to support a measure that would build school facilities to who learn skills for green-collar jobs.

Potential Ballot Measure Component	More Likely
Providing green-collar job training for veterans and workers who have recently lost their jobs	78
Fast-tracked investment in solar, wind and wave power and other projects to create jobs and create clean energy	73
Creating green vocational education programs in middle schools, high schools, and community colleges to teach students skills that prepare them for green-collar jobs	72
Providing tax breaks or loans for small businesses and start-ups that create green-collar jobs	71
Building facilities needed in middle schools, high schools and community colleges to help students learn skills for green-collar jobs	66

3. Voters are willing to pay for investment in green-collar jobs

Investing in green-collar jobs is so important to voters, that they are willing to pass tax increases in order to fund it. Asked whether they support or oppose funding an investment in green-collar jobs in a variety of ways, the majority of voters are supportive. An overwhelming 72% support a small increase on the income tax of millionaire's; more than two-thirds support taxing oil company profits; and a strong majority of voters support taxing the pollution that causes global warming.

	Support	Don't Know	Oppose
A small increase in the income tax on those earning more than one million dollars a year	72	2	26
A tax on oil company profits	68	3	29
A tax on pollution that causes global warming, like carbon dioxide	59	6	35