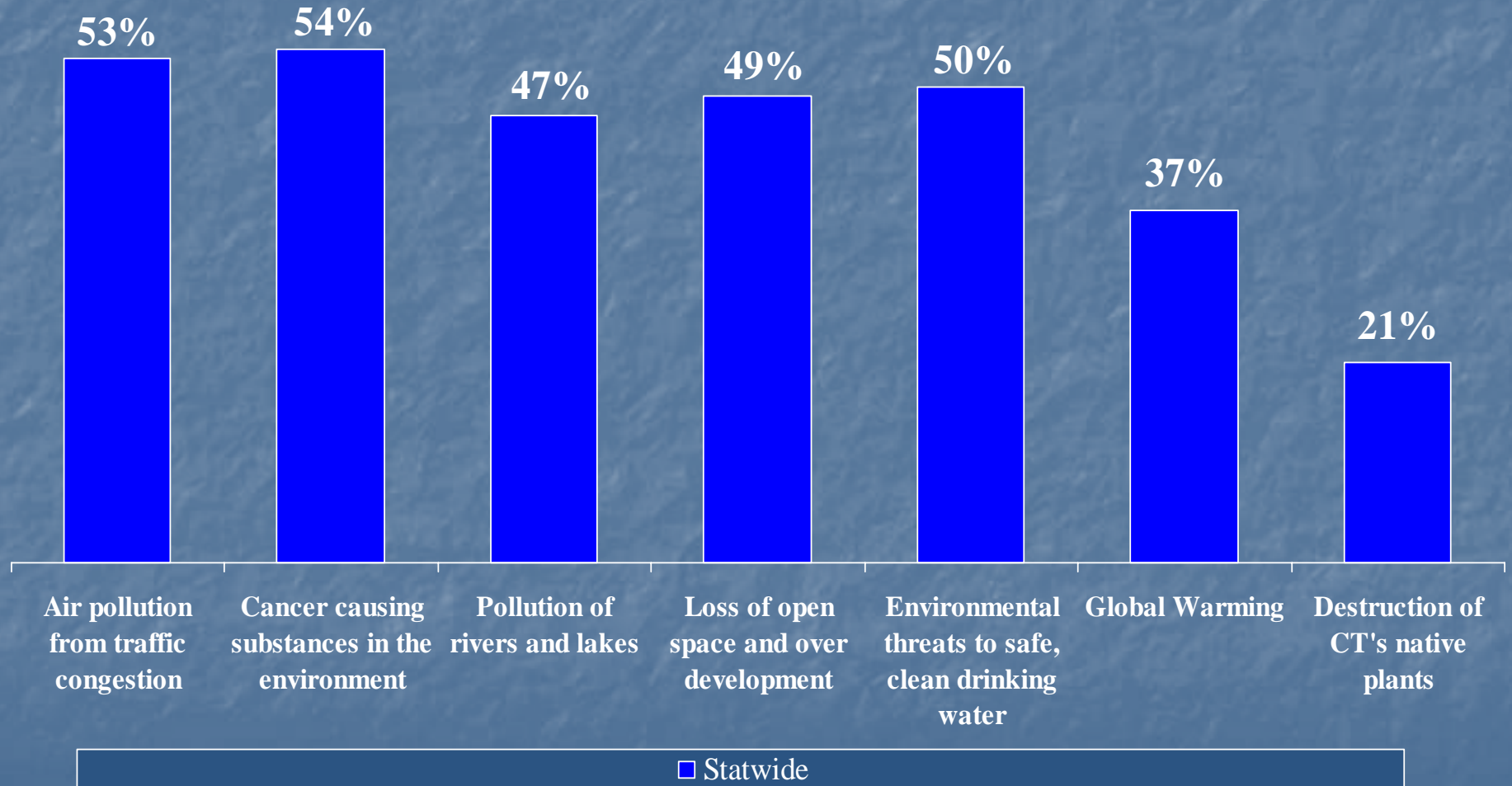


Public Attitudes in Connecticut about the Environment and Global Warming

**Data from surveys conducted for the Connecticut
League of Conservation Voters Education Fund and
other organizations 2002-2005**

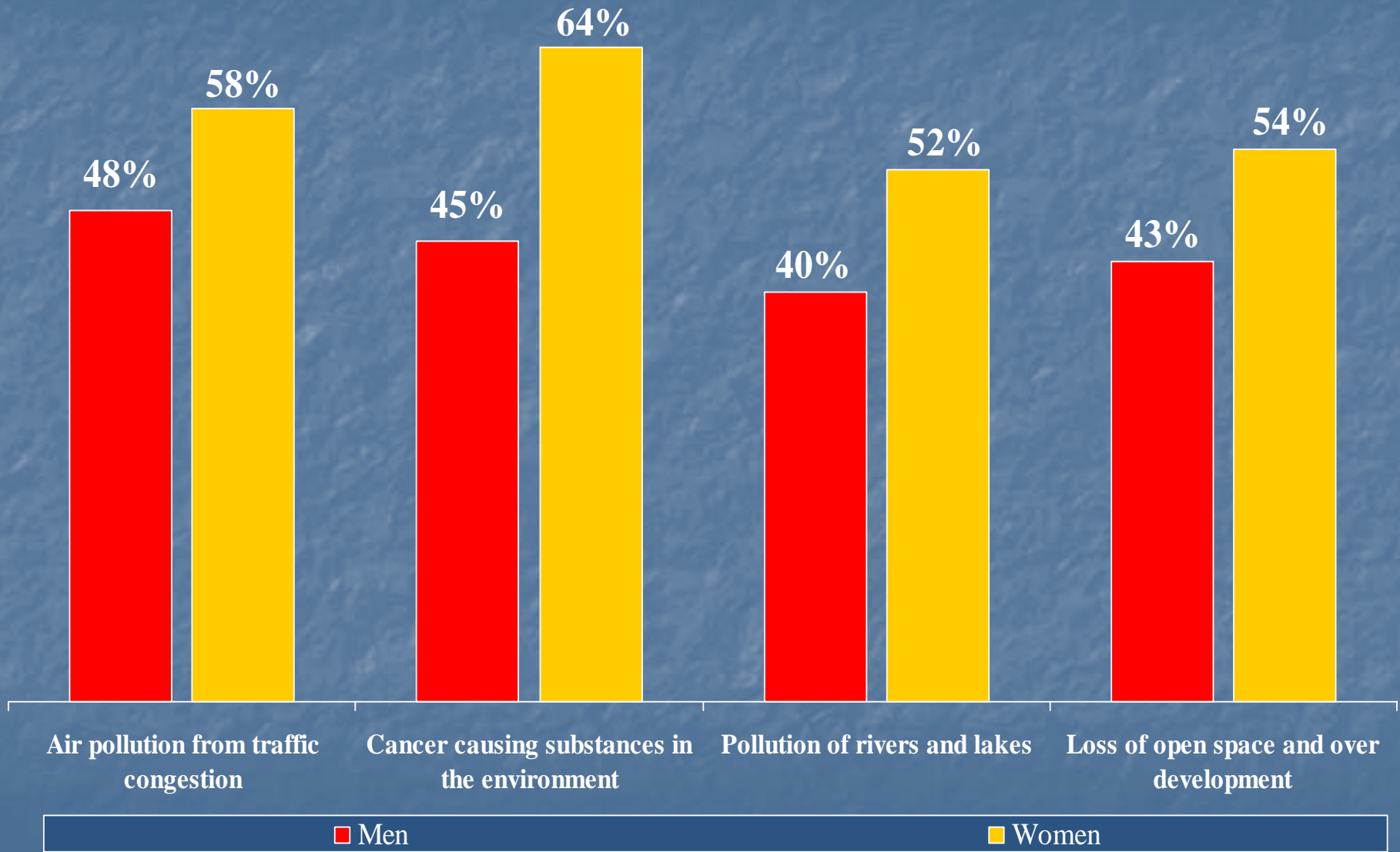
Perceived Environmental Problems in Connecticut

(Percent saying issue is a major problem)

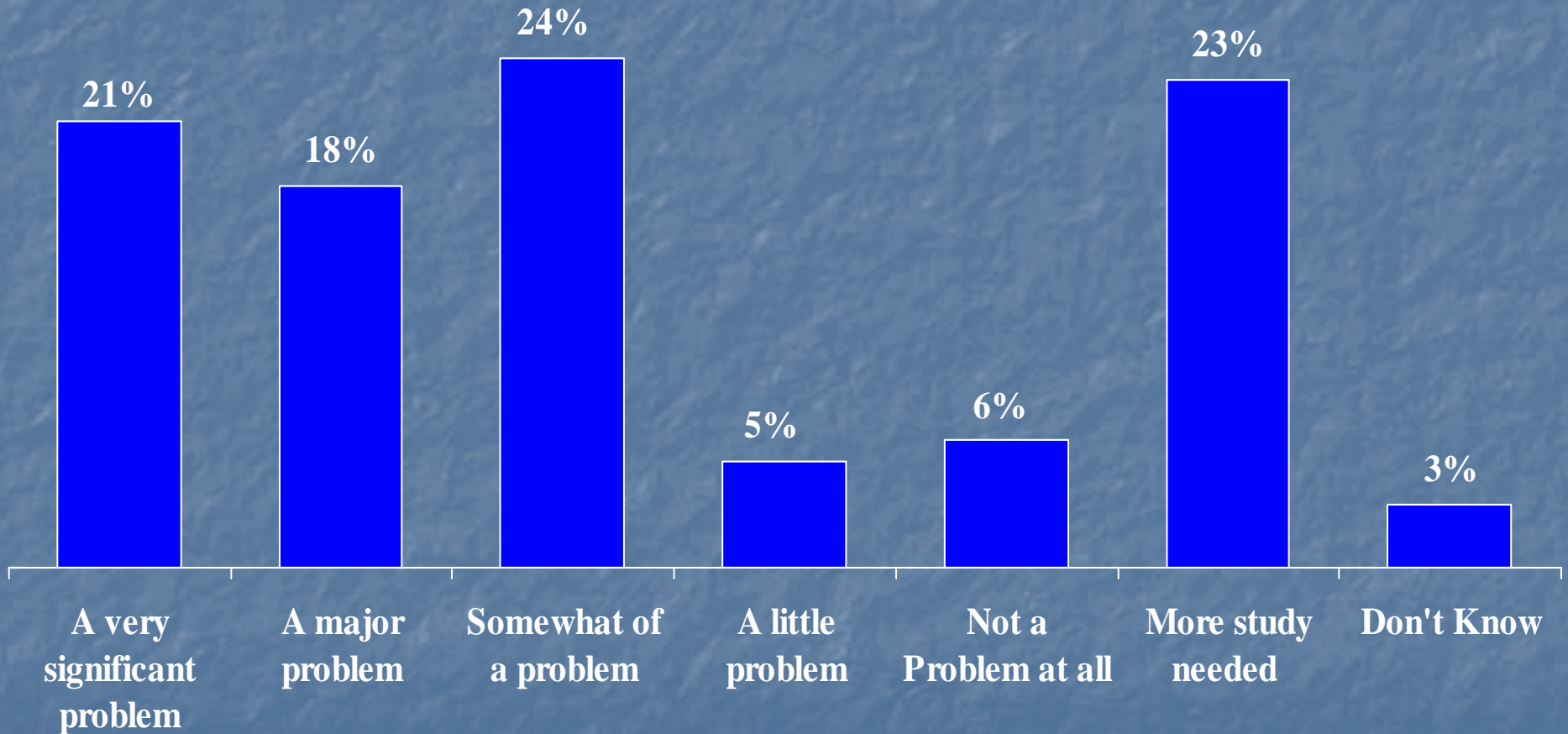


Perceived Environmental Problems in Connecticut

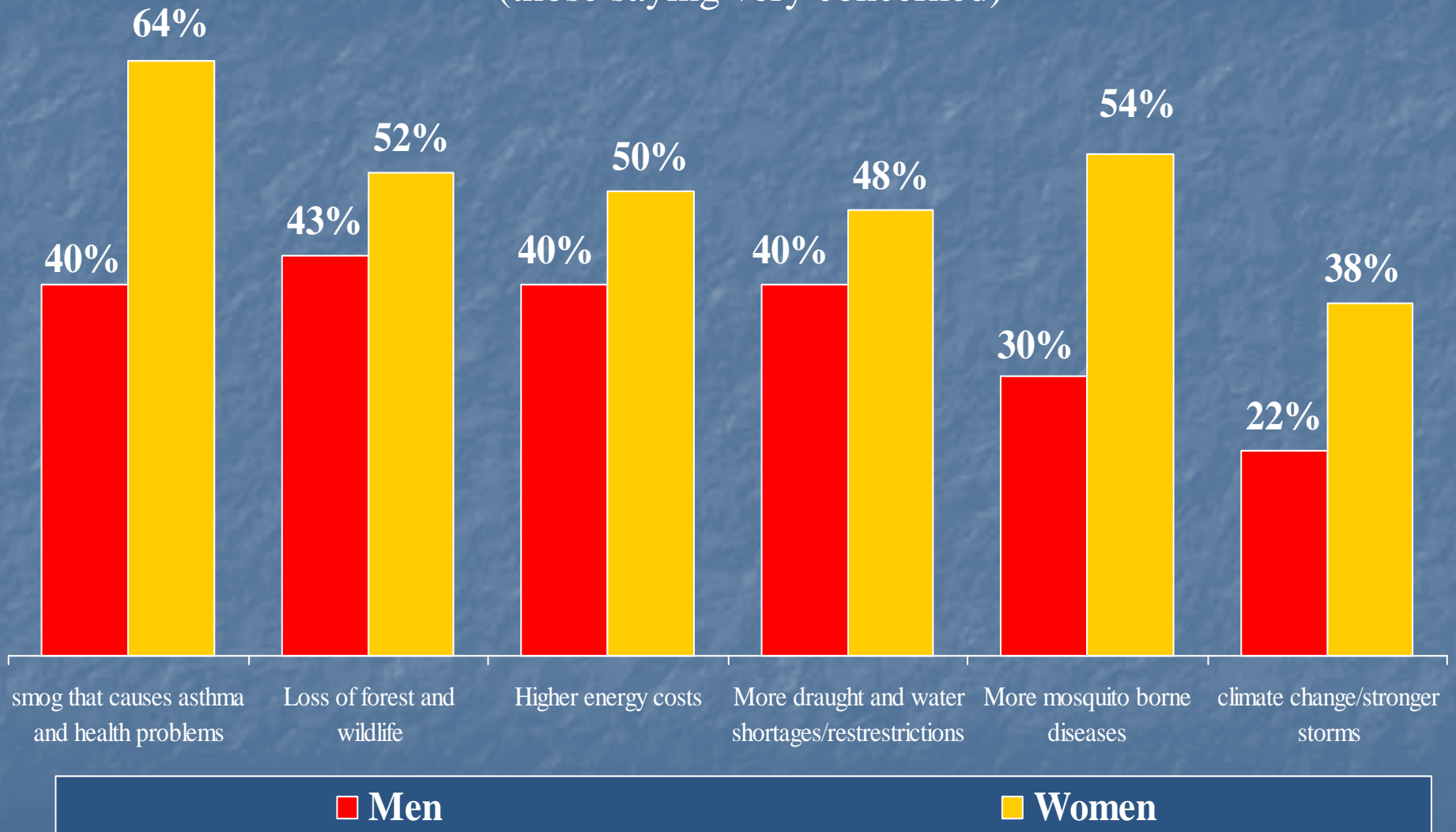
(Percent saying issue is a major problem)



How much of a problem to you think global warming or greenhouse gases pose?

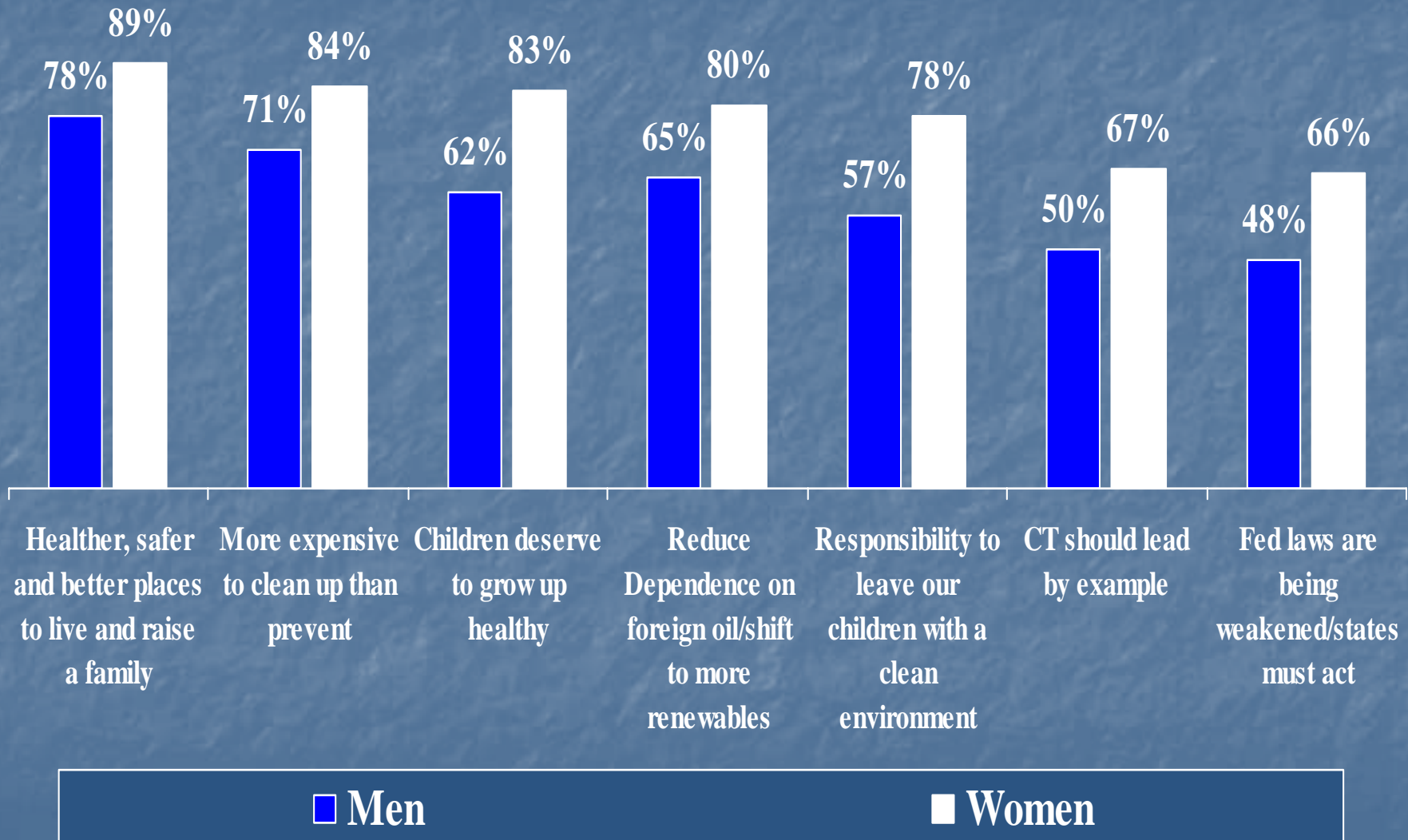


Concerns about the impact of global warming or the excessive amount of greenhouse gases
(those saying very concerned)



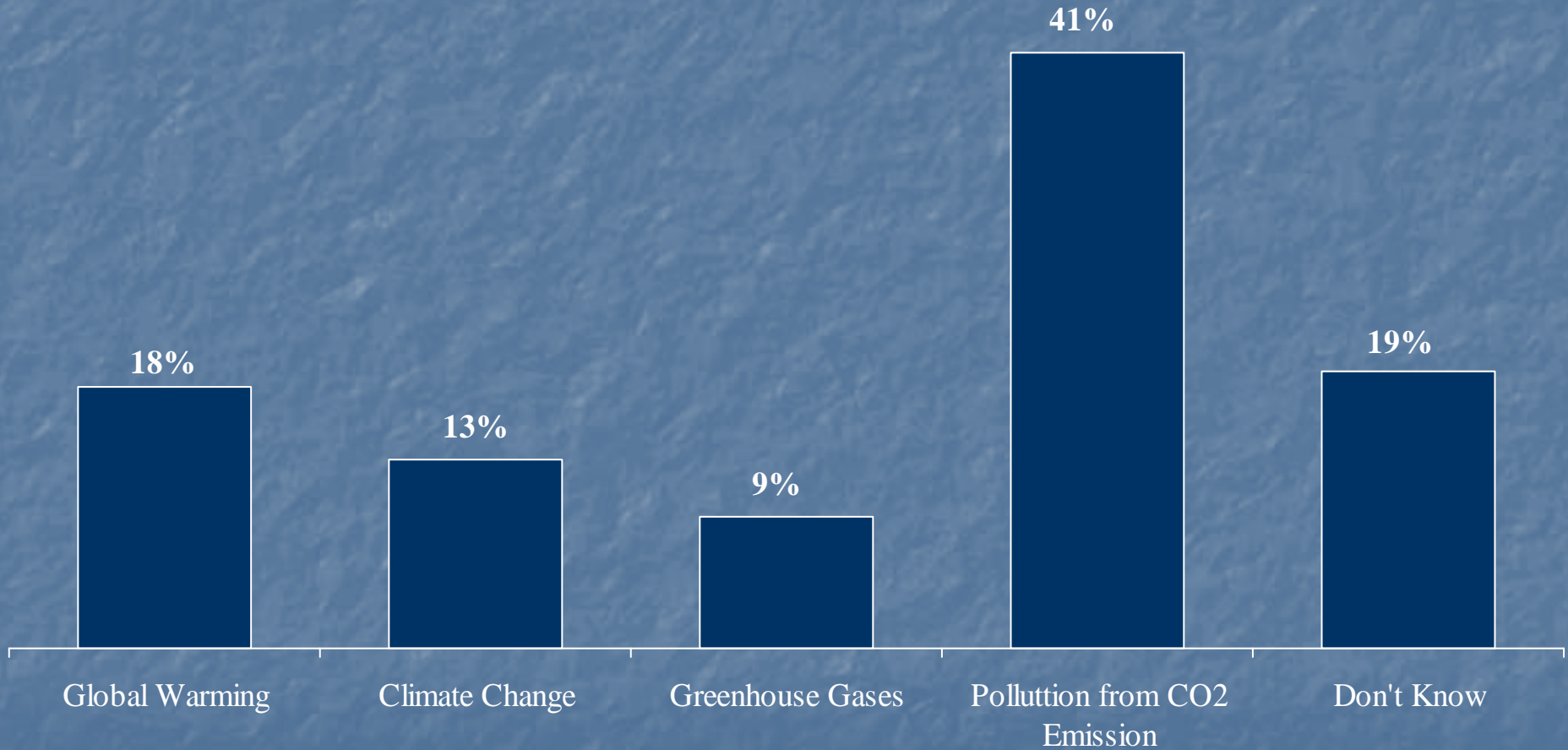
Messages That Move Voters

(Percent who say the message is an 8, 9 or 10 on a scale of 0 to 10)



Identifying the best term to use when describing global warming/greenhouse gases

March 2003



Marketing/Public Relations 101

Reaching the “right” audience with
the “right” message, at the “right”
time –

To build a base of recognition and action...

Target Group #1: Women

- Global Warming – that is pollution from CO2 emissions or carbon pollution is real and a growing threat to our environment and our citizens.
- Global Warming leads to very real problems such as more of the smog that causes asthma and health problems and more mosquito borne diseases
- There are real, common-sense things we can do to reduce global warming – CO2 Pollution
- And reducing global warming is critical if we want to fulfill obligation to make our communities healthier, safer and better places to live and raise a family