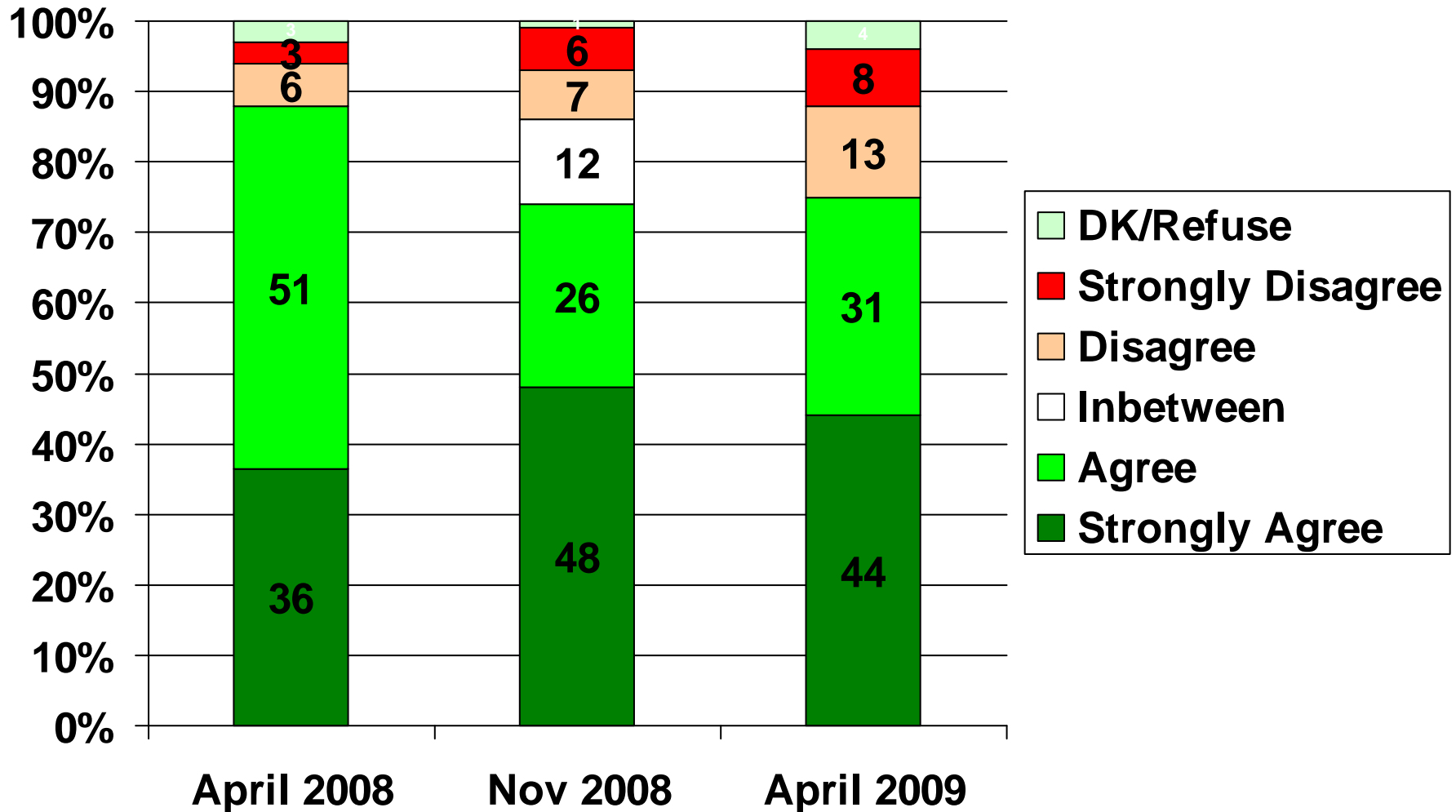


Public perceptions toward  
“consumption” could be a driver  
for emissions policy.

Posted May 20, 2009

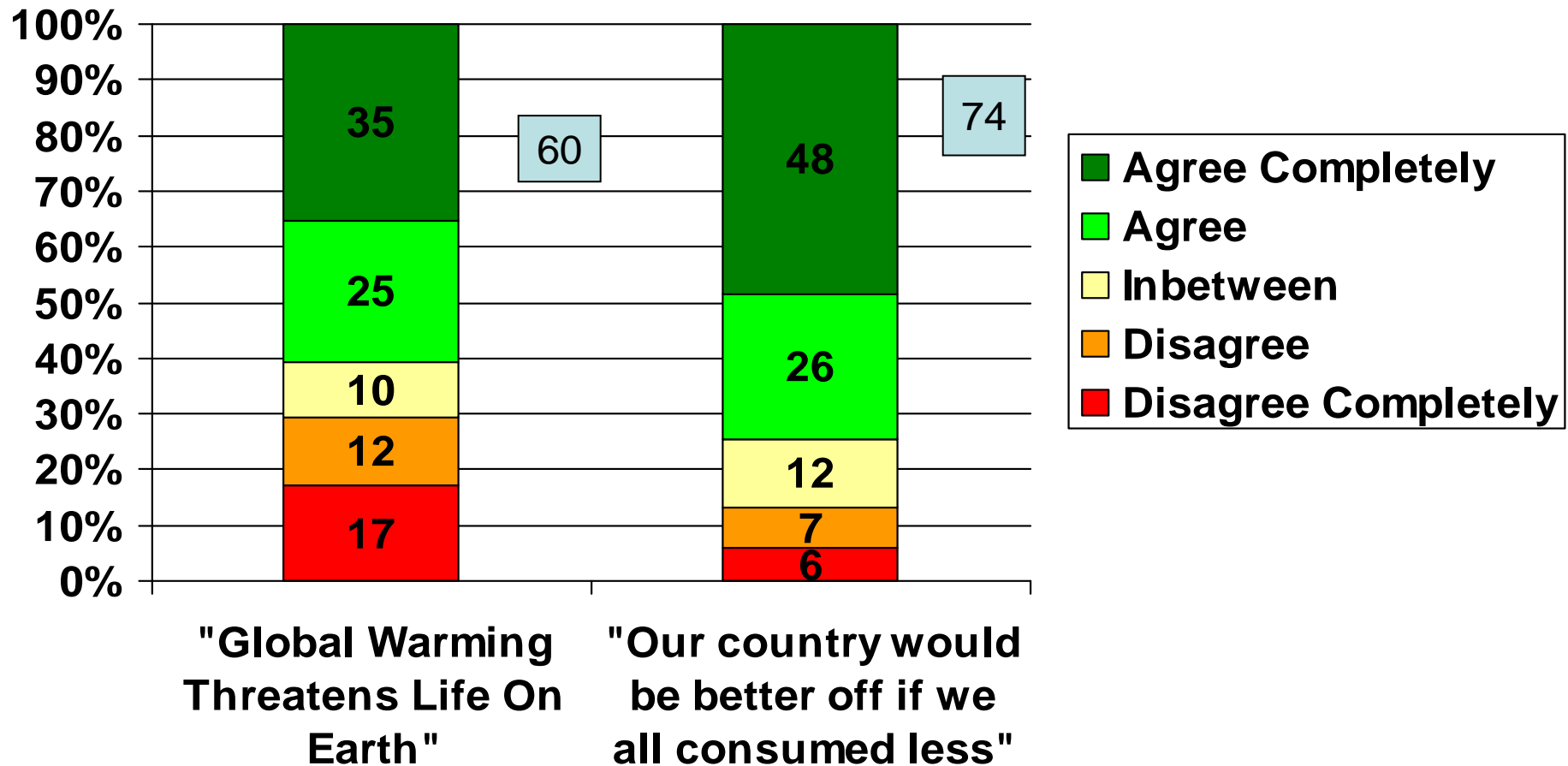
“Our country would be better off if we all consumed less” (PI – 4/08; 11/08; 4/09) n=400



Observing “consume less”  
disposition relative to some  
other competing dispositions:

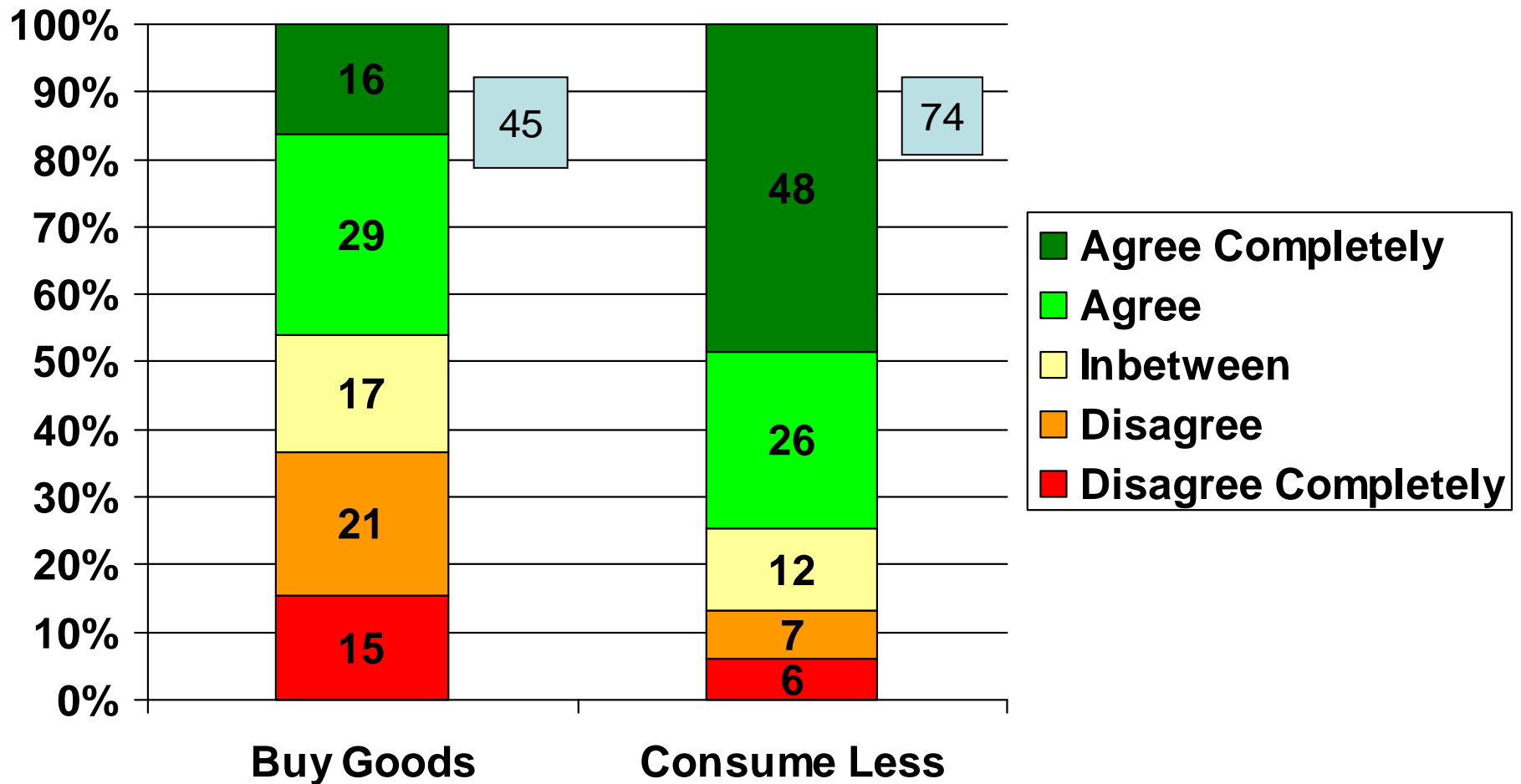
# Compare: 'Global Warming Threatens Life On Earth' - 'Country Better Off If We Consume Less'

(Compare V1A & V4A) (PI Nov. 2008 n=400)



# Compare: “We need to buy goods for the good of the economy” – “Our Country would be better off if we all consumed less”

(Compare V1A & V1C PI Nov. 2008 n=400)

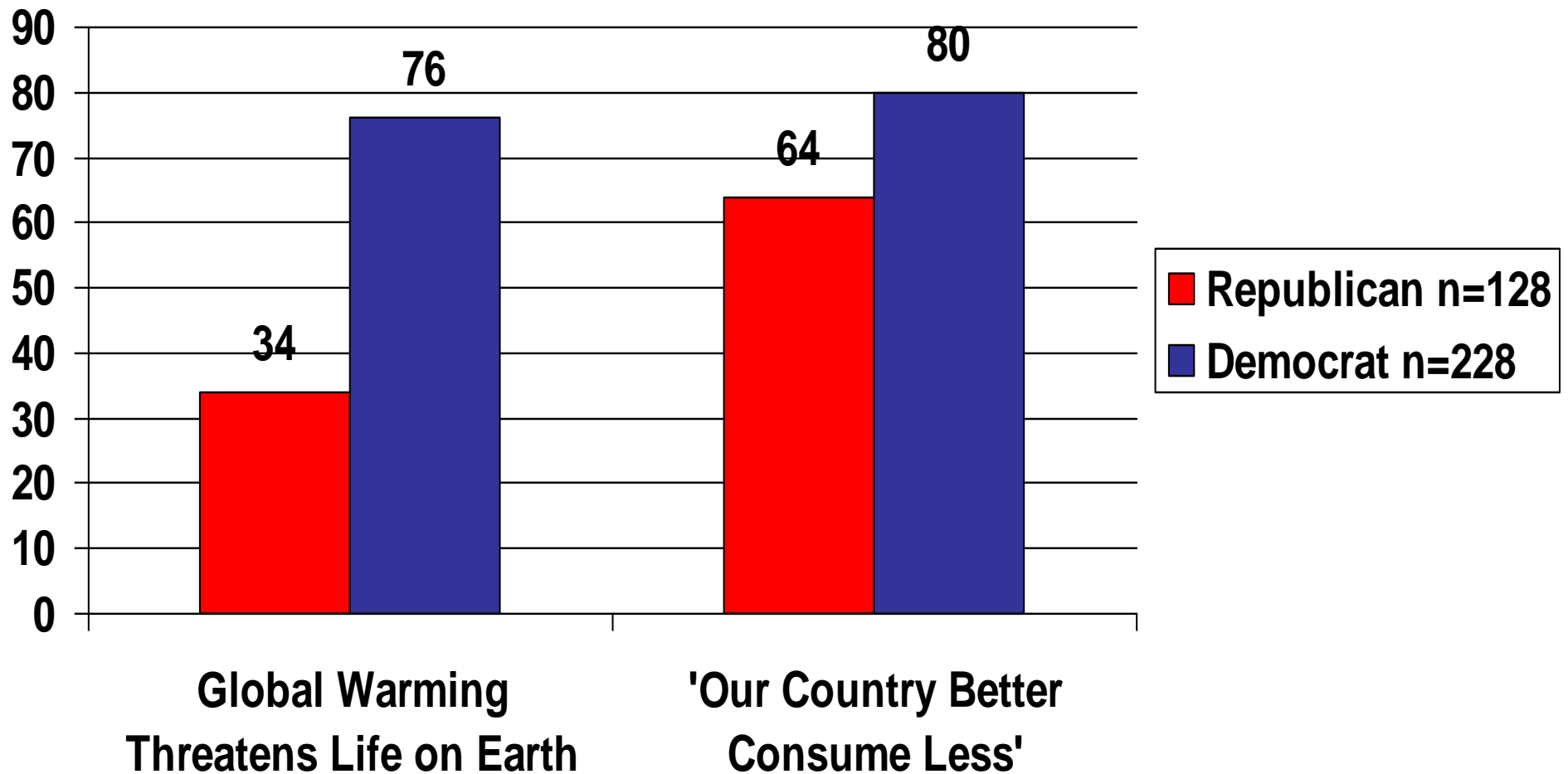


Observing significant right wing  
and religious support for the  
“consume less” disposition, as  
well as overall sample relative  
agreement:

# Political Party Ideology Comparison

## Compare Global Warming / Consume less

PI November 2008 n=400 V4A/V1A (expressed as % Agreement of Sector)

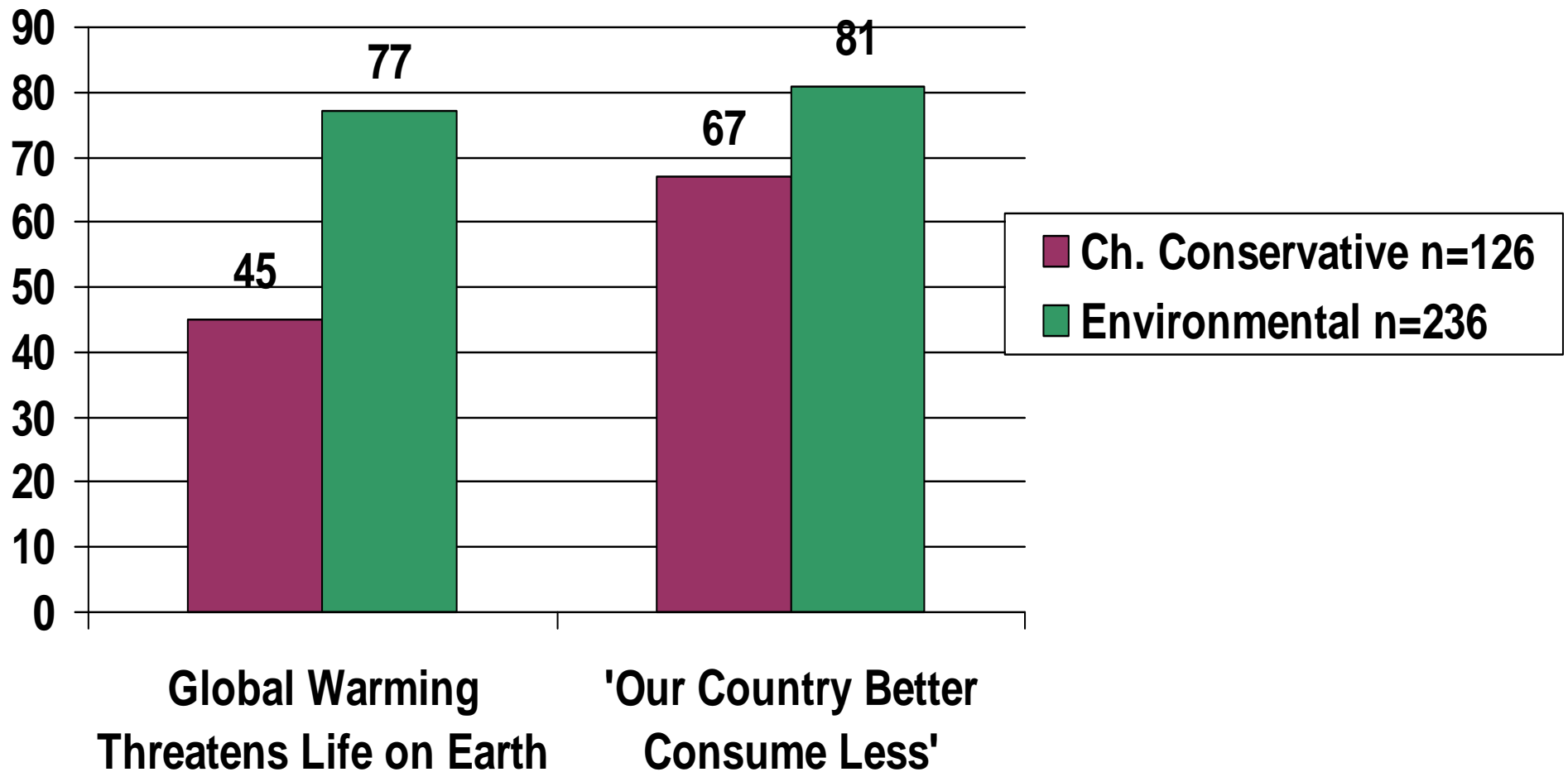


# Cultural Ideology Comparison

## Christian Conservative & Environmentalist

### Compare Global Warming / Consume less

PI November 2008 n=400 V4A/V1A (expressed as % Agreement of Sector)





Could agreement with “our country would be better off if we all consume less have implications for framing emissions policy as a “consumption tax”?

One way to test this question is to compare a general support for sales tax (as baseline reference) to specific consumption issues discovered in sample interviews .

*Sales Tax Baseline Question:*

You may have heard that Oregon's government is experiencing a four billion dollar revenue shortage to support public services.

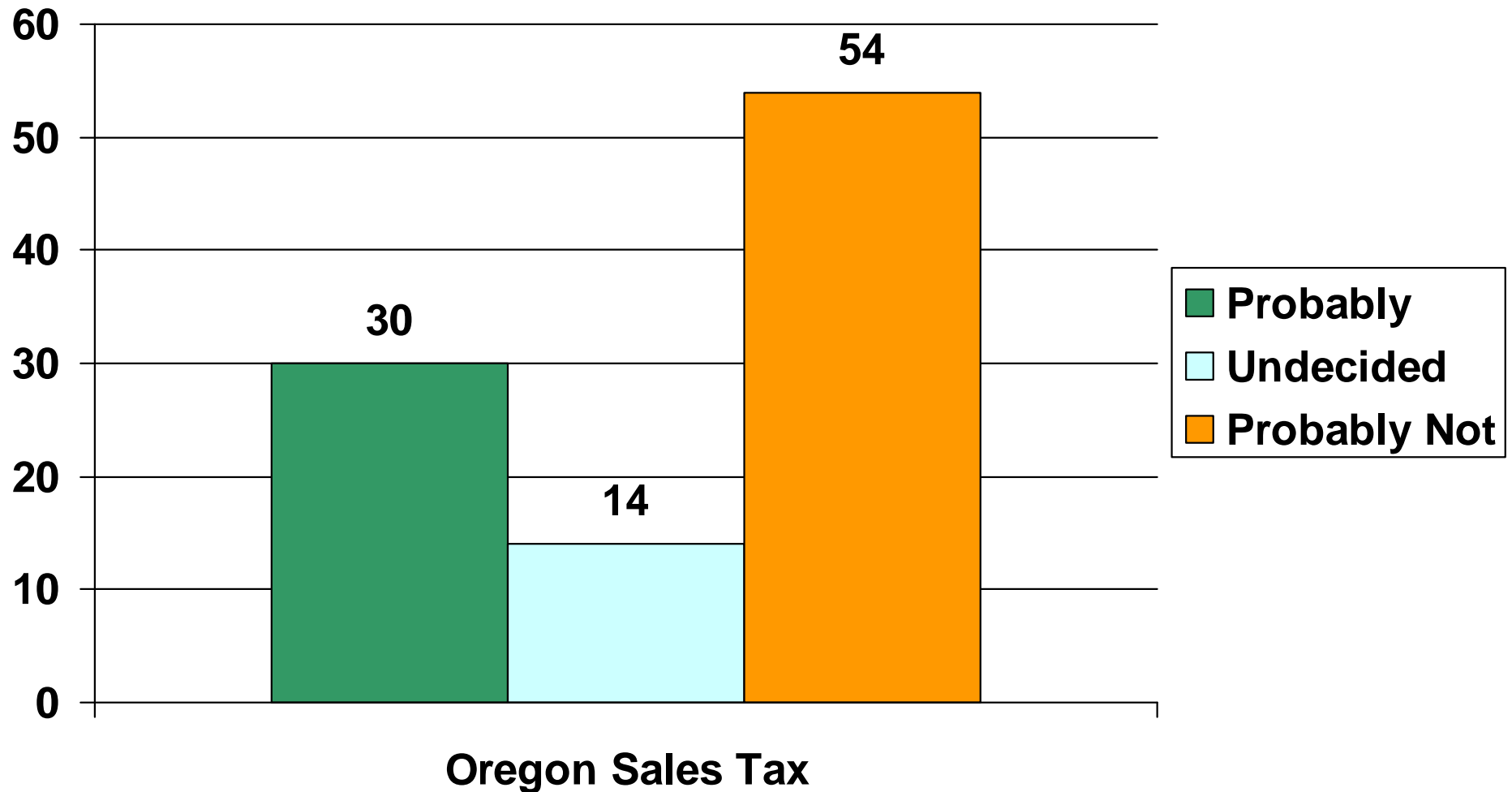
Furthermore, Oregon is one of only five states in the nation that DOES NOT HAVE a SALES TAX. If a SALES TAX were designed to be fair to low income people by exempting those items which are basic necessities like food and shelter, which of these three statements do you agree with

more: [rotate] (PI E9 April 2009)

- Would you probably support a sales tax?
- Are you undecided?
- Would you probably be opposed to a sales tax?

# Support for Oregon Sales Tax

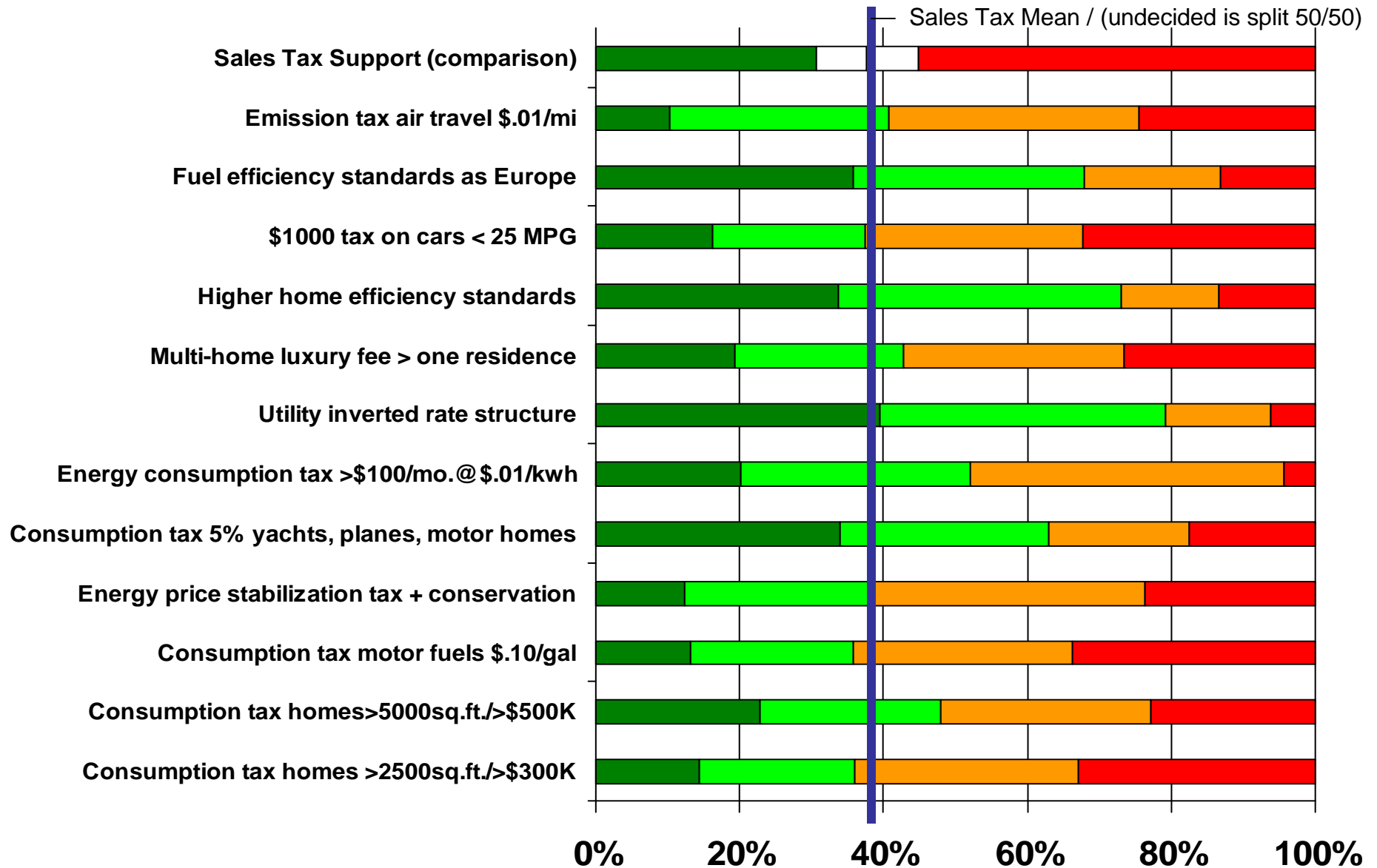
PI April 2009 n=400



# Consumption Taxes & Fees

(see full text next page)

PI April 2009 Question E10 (MOE Varies 4.9%-7.2%) Strongly Support/Support/Oppose/Strongly Oppose



## E Set Questions – Full Text

E10. In addressing consumption and waste, some economists think we should tax certain types of consumption but not basic necessities. For a list of possible items, please tell me if you strongly support, support, oppose, or strongly oppose a CONSUMPTION TAX on these items: [Rotate Items,] [Prompt if respondent struggles or debates the amount of tax: “the research is interested if you agree or disagree with the idea of the tax, not the specific amount”].

- E10A. A luxury tax on homes above 2500 sq ft or costing more than \$300,000.
- E10Ab. A luxury tax on homes above 5000 sq ft or costing more than \$500,000.
- E10B. A carbon emission fee on motor fuels, like 10 cents per gallon, to be used for statewide energy efficiency investments.
- E10Bb. A government program to stabilize energy when prices are low to raise funds to help people with conservation investments.
- E10C. A 5% luxury tax on private yachts, airplanes and motor-homes.
- E10D. An energy fee on dwellings which use more than \$100 of energy per month, equivalent to 1 cent per kilowatt hour.
- E10Db. Require utilities to have inverted rate structures so that people who use less energy gain lower electric rates than those who use lots of energy, to insure conservation.
- E10E. A multi-home luxury fee assessed on more than one personal residence.
- E10Eb. Make energy efficiency standards on new homes and buildings stricter than they are now.
- E10F. A \$1000 new vehicle tax on cars that get less than 25 miles per gallon EPA.
- E10Fb. Make fuel efficiency standards for cars as strict as those in Europe.
- E10G. A carbon emission tax on airplane travel of something like a penny per mile.

# Conclusions:

- General citizen views of consumption drawn from interviews and sampling does not suggest generalized policy opportunity.
- If 60% popular support is a benchmark for evidence of policy opportunity, then higher efficiency standards remain a strong policy opportunity.
- Inverted utility rate structure is a “market-signal” option which draws broad public support.