



MEMORANDUM

TO: Interested Parties

FR: RBI Strategies and Research

RE: Statewide Survey Results

DT: 6 August 2008

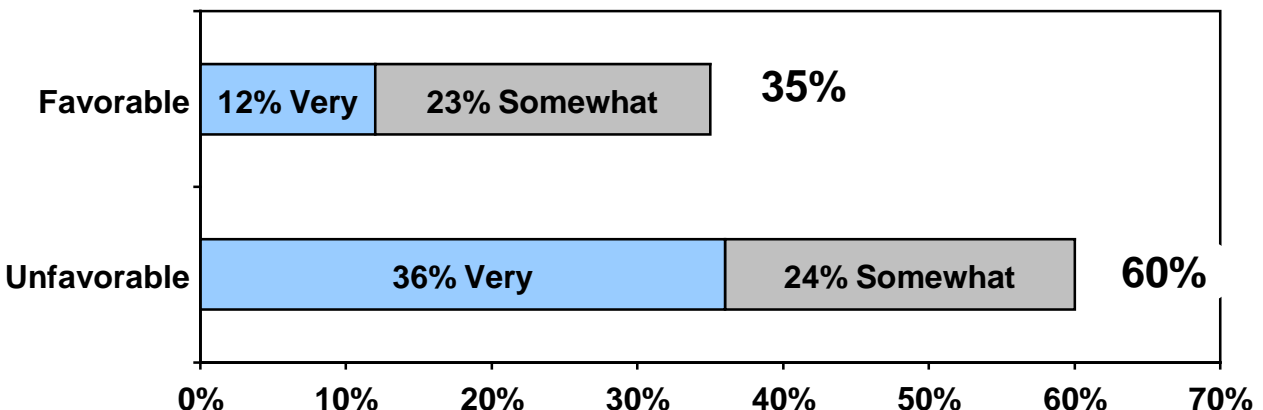
Methodology

RBI Strategies and Research conducted interviews with 500 voters likely to participate in the 2008 Colorado General Election. Respondents were randomly selected using an updated list of registered voters in the state of Colorado and were interviewed July 25 – July 30, 2008. A sample this size has a margin of error of +/- 4.38% with a 95% confidence level.

Key Findings

- **The majority of Colorado voters have negative feelings towards the oil and gas industry.** A total of only 35% of voters describe their attitudes towards the oil and gas industry as “very” or “somewhat” favorable whereas fully 60% describe their attitudes as unfavorable with 36% saying “very unfavorable”.

Let me read you a list of people, organizations, or concepts. Please tell me if you feel very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable to each - Oil and Gas Companies?



- **Voters indicate they strongly favor responsible drilling over rapid oil and gas development.** Over two-thirds agreed that drilling for oil should be done “in a safe, responsible way or not at all in certain areas” with 47% saying they “strongly support” this approach. The alternative approach, which emphasized “opening up additional areas for drilling and reducing regulations and red tape in the drilling process,” was preferred by just over a quarter of voters.

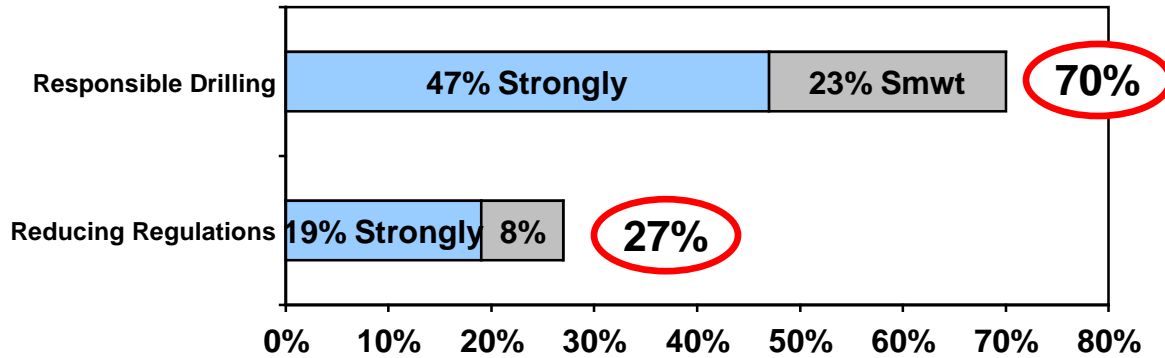
Let me read a statement about the oil and gas industry. After I have read the pair of statements, please tell me which comes closer to your personal point of view.

Statement 1

“Colorado should help solve the energy crisis by increasing oil and gas production in whatever ways we can, including opening up additional areas for drilling and reducing regulations and red tape in the drilling process.”

Statement 2

“We can’t just drill our way out of this problem. Drilling is part of the solution, but not all of it, and we need to make sure that drilling is done in a safe, responsible way or not at all in certain areas.”



- **Despite ailing economy, Colorado voters feel that the oil and gas industry should not be taking shortcuts that put public health at risk.** Even when emphasizing the potential economic effects of “radical changes to that could slow or even stop drilling”, voters still believe that the oil and gas industry should not take any shortcuts that would endanger public health.

Let me read a statement about the oil and gas industry. After I have read the pair of statements, please tell me which comes closer to your personal point of view.

Statement 1

“With record energy prices, we all need to work together to create an abundant, affordable energy supply but we shouldn’t put the public’s health at risk in the process. Why is the oil and gas industry taking shortcuts that endanger our public health?”

Statement 2

“More than 71,000 Coloradans work at good paying jobs with benefits in the oil and gas industry. Radical changes that could slow or even stop drilling would put thousands of people out of work and impact every part of Colorado’s economy.”

