



THE PUBLIC POLICY INSTITUTE OF CALIFORNIA (PPIC) AND
THE CALIFORNIA INSTITUTE FOR FEDERAL POLICY RESEARCH

invite you to attend a

PPIC LUNCHEON BRIEFING:
***PPIC Statewide Survey on Californians
and the Environment***

Wednesday, August 8, 2007

12:00 noon – 1:30 p.m.

Room B-338, Rayburn House Office Building

The latest PPIC Statewide Survey from the Public Policy Institute of California (PPIC) finds increasing discomfort among Californians regarding state and federal efforts to protect the environment. About half of Californians think that state officials are not doing enough to protect the environment, and the proportion rises to two-thirds when it comes to federal efforts. Notably, five out of six likely voters responded that candidates' positions on the environment will be very important (54%) or somewhat important (29%) in determining how they cast their votes in 2008. Voter interest in the environment has increased significantly since the 2004 presidential elections.

Mark Baldassare, President and CEO of PPIC, will present these and other new findings from the PPIC Statewide Survey at this briefing, which will be held on Wednesday, August 8, 2007, at noon in Room B-338 of the Rayburn House Office Building. Lunch will be served. Copies of the survey will be available at the briefing and at <http://www.ppic.org>.

Author of numerous PPIC publications, Mark Baldassare is an expert in public opinion and survey research, as well as in elections, demographics, and political participation. He founded the PPIC Statewide Survey and was Director of Research until being appointed President and CEO in March 2007. Previously, he was a department chair at U.C. Irvine and conducted polls for the *Los Angeles Times*, *Orange County Register*, *San Francisco Chronicle*, and California Business Roundtable.

To attend this luncheon briefing, please reply (acceptances only, thank you) to 202-974-6384, or send an email to emilyt@calinst.org. We look forward to seeing you on Wednesday the 8th.

PPIC and the California Institute are both 501(c)(3) nonprofit organizations that do not employ lobbyists. PPIC is a private, nonprofit organization dedicated to improving public policy through objective, nonpartisan research on the economic, social, and political issues that affect Californians. It was established in 1994 with an endowment from William R. Hewlett.