

MAKOVSKY FRACKING TRACKING SURVEY

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METHODOLOGY

OUR SURVEY WAS delivered via social media, specifically leveraging geotargeted Facebook ads to solicit responses. There are two sample sets. The first is from a group of respondents that live in one of nine areas where shale gas is produced or is currently being debated. The second is from respondents that do not live in one of these areas (anywhere in the U.S.) for comparison. In total there were 1600 respondents, 1205 of them are from the nine fracking areas.

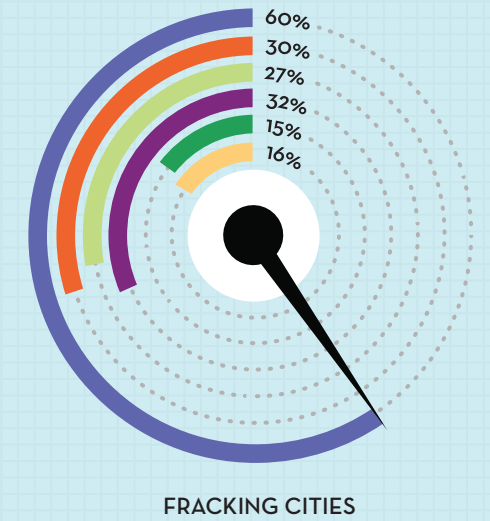
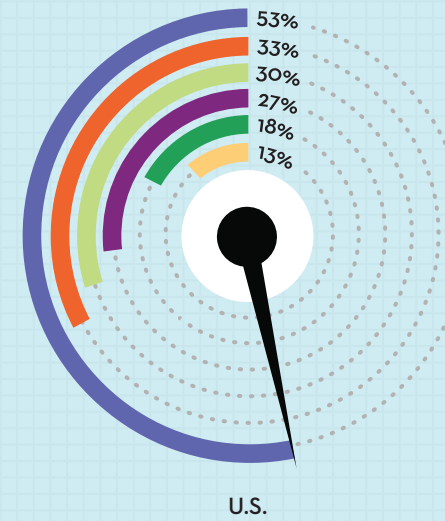
LOCATION OF FRACKING CITIES



WHAT ARE YOUR BIGGEST CONCERNS ABOUT FRACKING?

INSIGHT: *The environment is the top concern.*

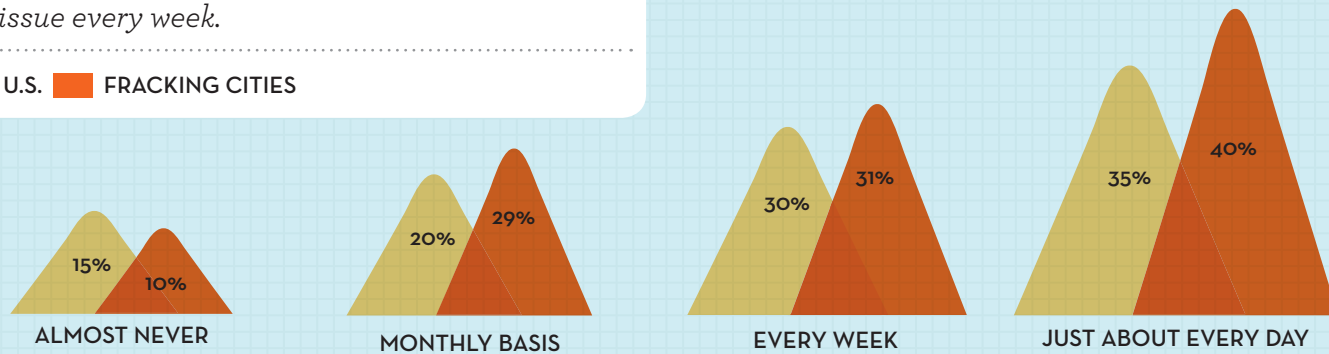
- ENVIRONMENT
- AMERICA'S ENERGY NEEDS
- DEPENDENCY ON FOREIGN OIL
- JOB CREATION + THE ECONOMY
- ENERGY COSTS
- DEPENDENCY ON FOSSIL FUELS



HOW OFTEN DO YOU HEAR ABOUT FRACKING?

INSIGHT: *The majority of respondents hear about the issue every week.*

U.S. FRACKING CITIES



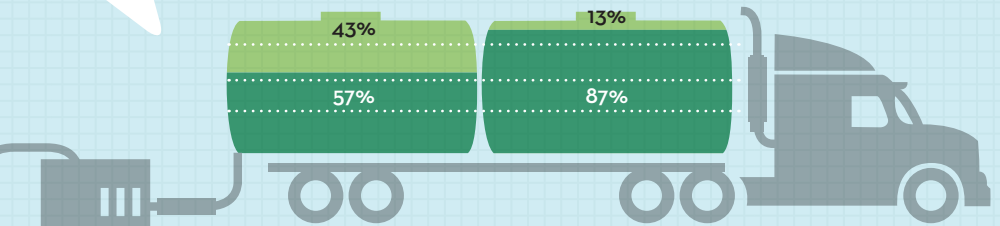
HOW DOES THE ENTIRE COUNTRY FEEL ABOUT FRACKING/ENERGY?

Q. *Is fracking one of the most important environmental issues today?*

YES NO

Q. *Are energy needs one of the most important issues today?*

YES NO



WHERE DO YOU HEAR ABOUT FRACKING?

INSIGHT: *Only 25% of our survey's respondents hear about this issue from TV ads, while 77.8% hear about it from digital and social media.*

U.S. FRACKING CITIES

