HART RESEARCH ASSOCIATES

GS STRATEGY GROUP
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TO: **Ceres**

FROM: **Hart Research Associates & GS Strategy Group**

DATE: **October 4, 2011**

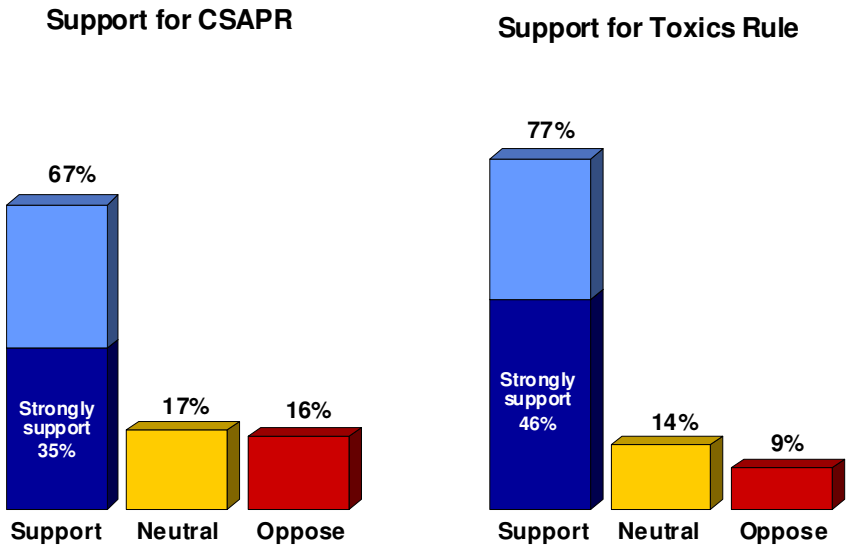
RE: **Voters' Attitudes Toward EPA Clean Air Rules**

On behalf of Ceres, Hart Research and GS Strategy Group conducted an online survey among 1,400 U.S. voters nationwide from August 31 to September 7, 2011. The survey gauged voters' feelings about EPA's new clean air rules, including the Cross State Air Pollution Rule (CSAPR) and Mercury and Air Toxics Standards (Utility MACT) rule. This memo outlines the survey's key findings.

Key Findings

- **There is broad support for the EPA's new clean air rules.**
  - By a wide margin, voters support EPA putting restrictions on air pollution from electric power plants (60% favorable, 22% unfavorable).
  - Two-thirds (67%) support the Cross State Air Pollution Rule (CSAPR).
  - More than three in four (77%) voters support the Mercury and Air Toxics Standards (Utility MACT) rule.

There is broad support for the EPA's new clean air rules.

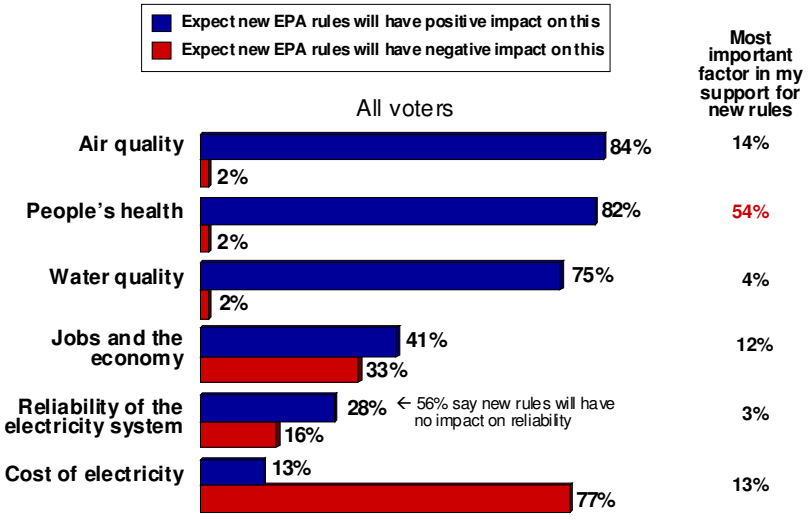


- There is broad support across the electorate for both rules regardless of gender, age, and education. Across the political spectrum support outweighs opposition. Democrats are overwhelmingly supportive of these rules and strong majorities of independents support them. Among Republicans, a plurality supports CSAPR and more than three in five support the Toxics rule.

- **The electorate recognizes that air pollution has negative impacts on health and that the benefits of EPA emissions standards outweigh the costs.**
  - A large proportion believes that air pollution contributes to health problems (83% contributes a lot or some).
  - Two-thirds think that the health and environmental benefits of new EPA emissions standards outweigh the costs.

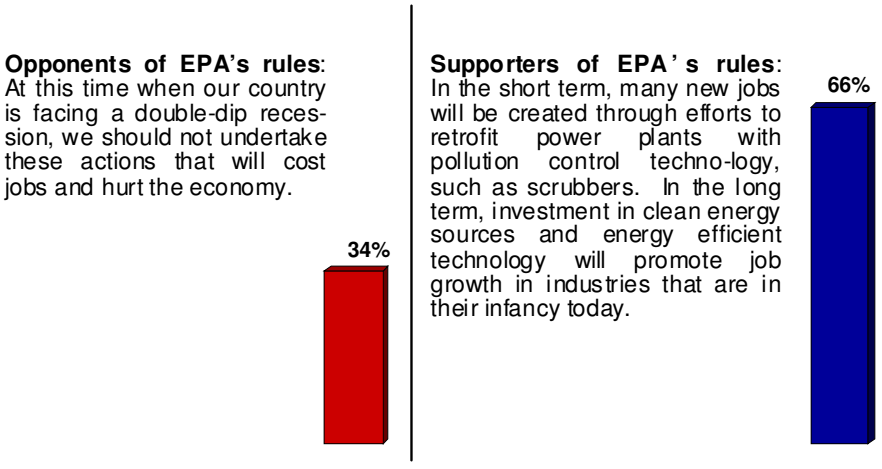
- **By a large margin, voters expect EPA's rules to have a positive impact on air quality, health, and water quality, and they indicate that health is their most important consideration by far.**
  - They anticipate the rules will have the most negative impact on cost.

Voters expect EPA rules to have a positive impact on air quality, health, and water quality; cost is the only area in which majority expect negative impact.



- **Voters overwhelmingly oppose Congress delaying or stopping the EPA's implementation of these rules.**
  - By three to one, voters think the EPA, not Congress, should determine whether stricter limits are needed on air pollution from electric power plants.
  - Two in three (67%) voters believe that Congress should NOT require EPA to delay new limits on air pollution from electric power plants.
  - Three in four (76%) voters say that Congress should NOT stop EPA from enacting new limits on air pollution from electric power plants.
  - Large majorities of Democrats and independents oppose Congress's delaying or stopping these new limits. A slight majority of Republicans does NOT want Congress to delay the rules (51% not delay, 49% delay), and a clear majority of Republicans opposes Congress stopping them (58% not stop, 42% stop).
- **By nearly two to one, voters reject the idea that these rules will cost jobs and hurt the economy.**
  - When presented with the two points of view about the impact the rules will have on jobs, fully two-thirds believe that many new jobs will be created by the new rules, and that investment in clean energy sources and new technology will promote job growth. Only one-third of voters (34%) agree that we should not undertake these actions because they will cost jobs and hurt the economy.

Voters find the short-term and long-term jobs that would be created to be compelling reasons for the EPA to move forward with the rules.



- **Voters believe that there are many reasons it is important to enact these new EPA air pollution rules. Of the reasons to enact the rules that were tested in the poll, voters find the following to be the most compelling reasons:**
  - Power plants cause **significant water pollution** that can contaminate water, poison fish, and put drinking water supplies at risk.
  - Air pollution causes many adverse health problems, and taking strong action would **protect public health** and result in hundreds of billions in **health care cost savings**.
  - The experience of companies that have already invested in air-pollution control technologies suggests that complying with these new rules will create **billions of dollars in economic benefits and tens of thousands of new jobs**, while protecting public health and the environment.
  - The environmental and health **benefits** ($59 billion to $140 billion) **outweigh the cost** ($11 billion).
- **Even after being presented with several objections to EPA moving forward at this time, including potential negative impacts on rates, reliability, and jobs, voters still show strong support for moving forward with EPA's clean air rules.**