

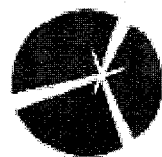
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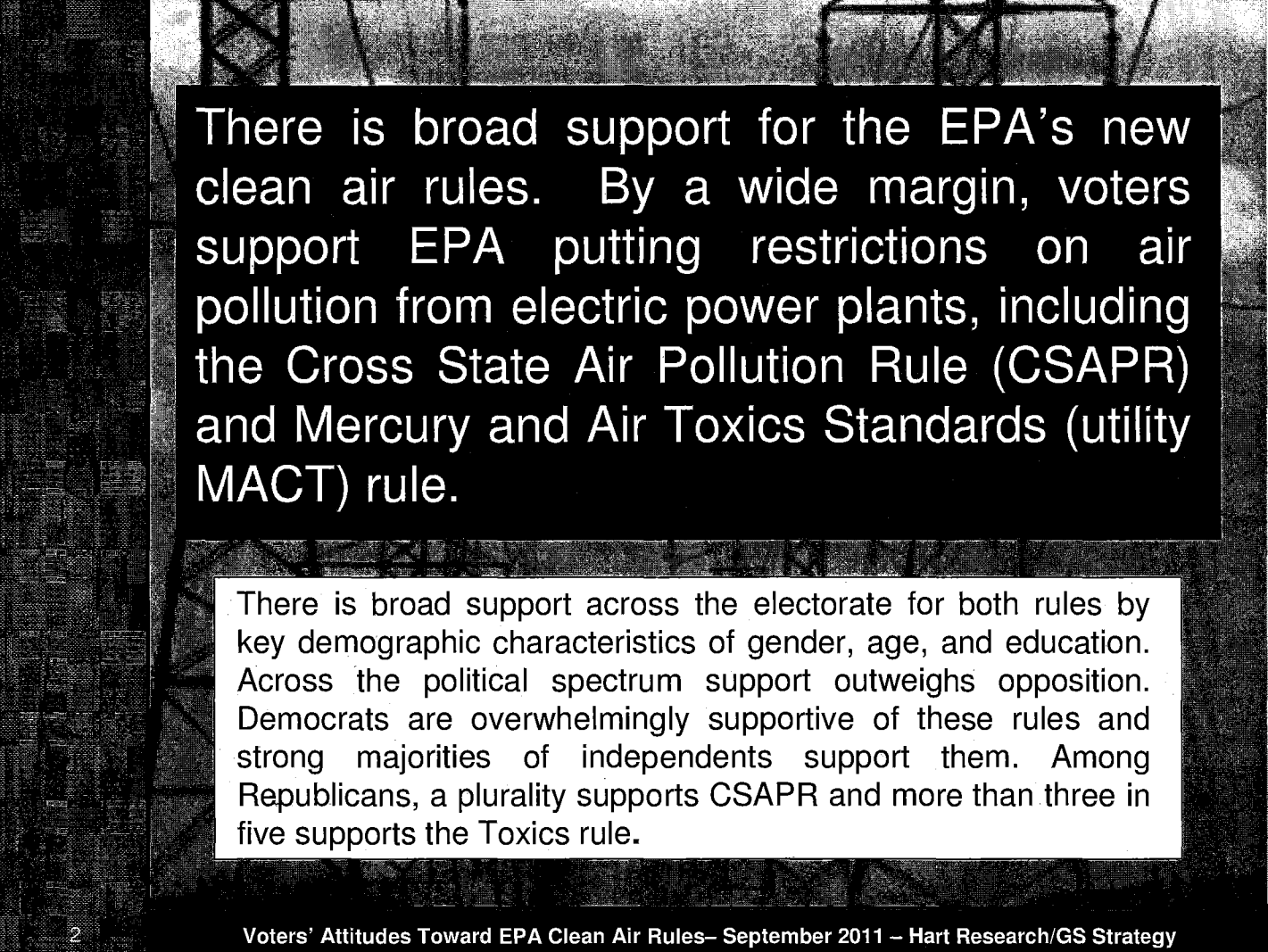
Research. Strategy. Message.

# Voters' Attitudes Toward EPA Clean Air Rules

Key findings from nationwide online survey of 1,400 voters  
conducted August/September 2011  
for



**Ceres**



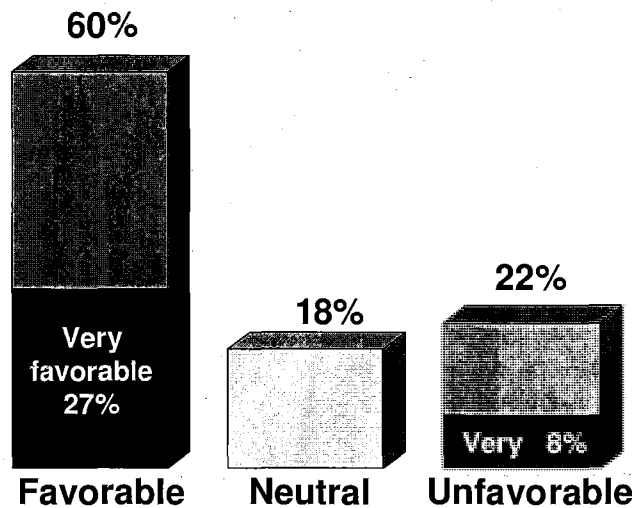
There is broad support for the EPA's new clean air rules. By a wide margin, voters support EPA putting restrictions on air pollution from electric power plants, including the Cross State Air Pollution Rule (CSAPR) and Mercury and Air Toxics Standards (utility MACT) rule.

There is broad support across the electorate for both rules by key demographic characteristics 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 supports the Toxics rule.

# By a wide margin, voters support EPA putting stricter limits on air pollution from electric power plants.

*What would be your reaction to the EPA setting new air pollution standards that put stricter limits on air pollution from electric power plants?*

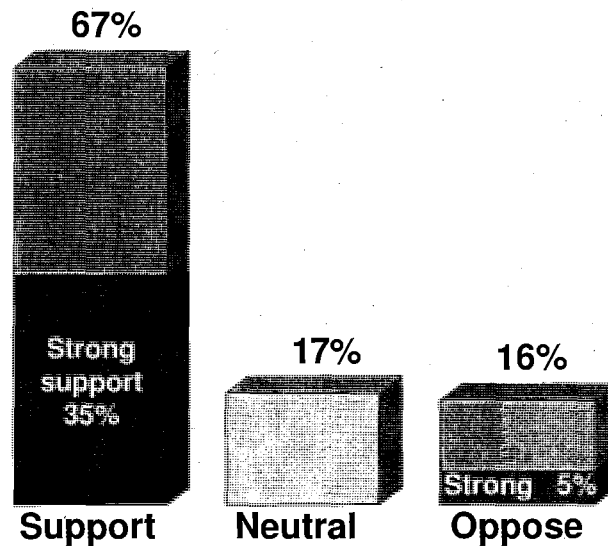
*All voters*



## Voters support the Cross State Air Pollution Rule by more than four to one.

The **Cross State Air Pollution Rule** would require significant reductions in air pollution from electric power plants that spreads hundreds of miles downwind and across state lines. This rule would require many electric power plants to significantly curb emissions of sulfur dioxide and nitrogen oxides by 2012.

### *All voters*



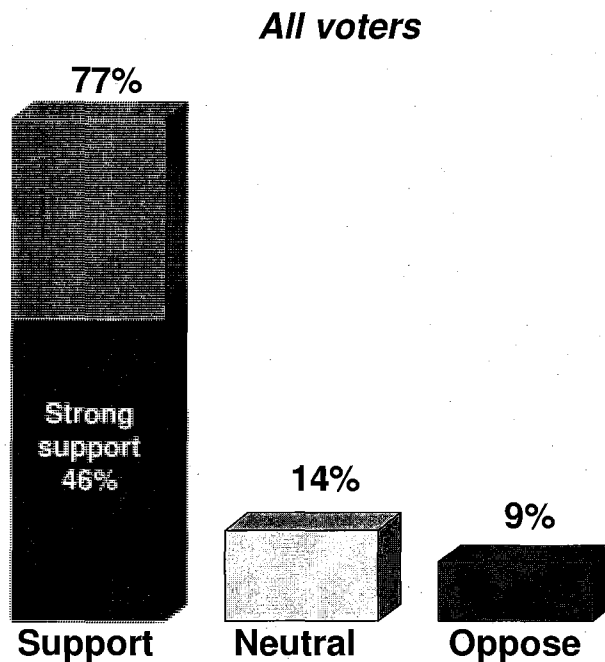
## Reaction To Cross State Air Pollution Rule, By Key Subgroups

The **Cross State Air Pollution Rule** would require significant reductions in air pollution from electric power plants that spreads hundreds of miles downwind and across state lines. This rule would require many electric power plants to significantly curb emissions of sulfur dioxide and nitrogen oxides by 2012.

	<b>Support</b>	<b>Neutral</b>	<b>Oppose</b>
Men	61%	16%	23%
Women	72%	18%	10%
Age 18 to 34	82%	12%	6%
Age 35 to 49	66%	19%	15%
Age 50 to 64	66%	18%	16%
Age 65/over	57%	18%	25%
High school/less	58%	21%	21%
Some college/voc	71%	17%	12%
College graduates	70%	16%	14%
Postgrad ed	74%	11%	15%
Democrats	85%	13%	2%
Independents	68%	16%	16%
Republicans	48%	22%	30%

## Voters support the proposed Mercury and Air Toxics Standards (utility MACT) rule by more than eight to one.

The EPA is proposing the Mercury and Air Toxics Standards (utility MACT) rule to require electric power plants to significantly curb emissions of mercury, lead, arsenic, acid gases, and other toxic emissions by 2015.

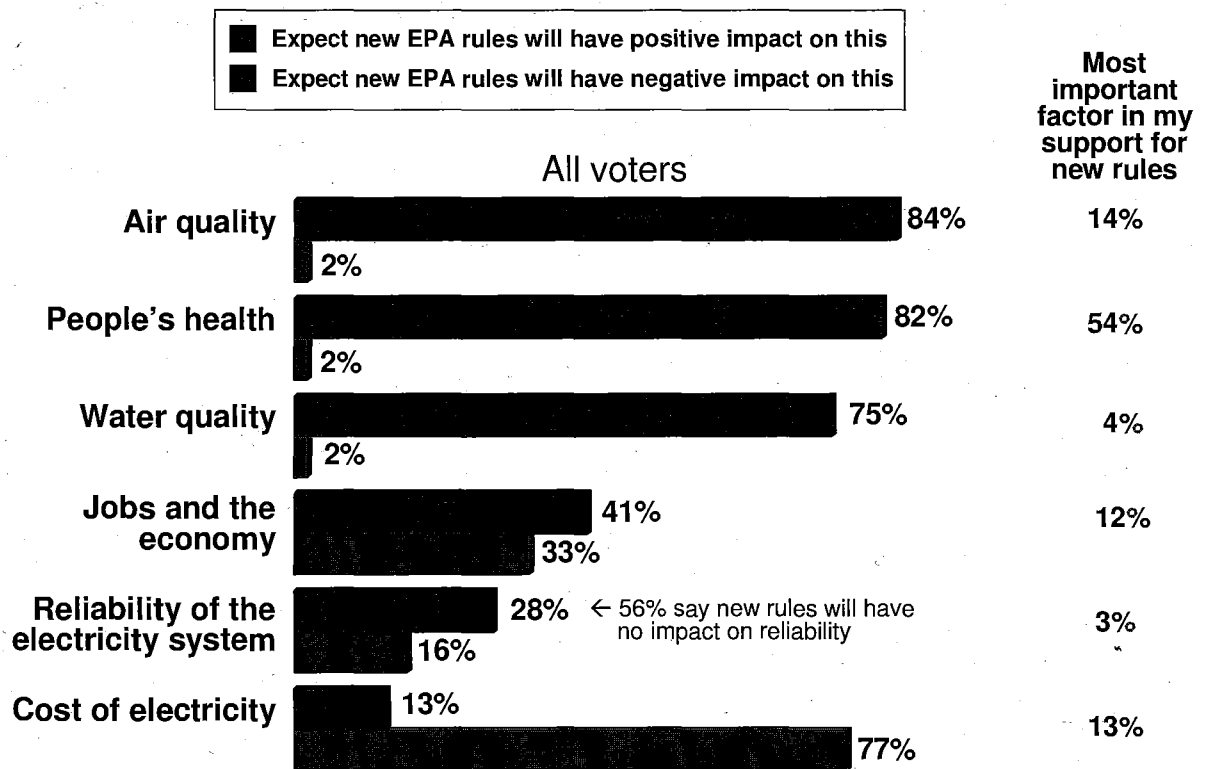


## Reaction To Mercury And Air Toxics Standards (utility MACT) Rule, By Key Subgroups

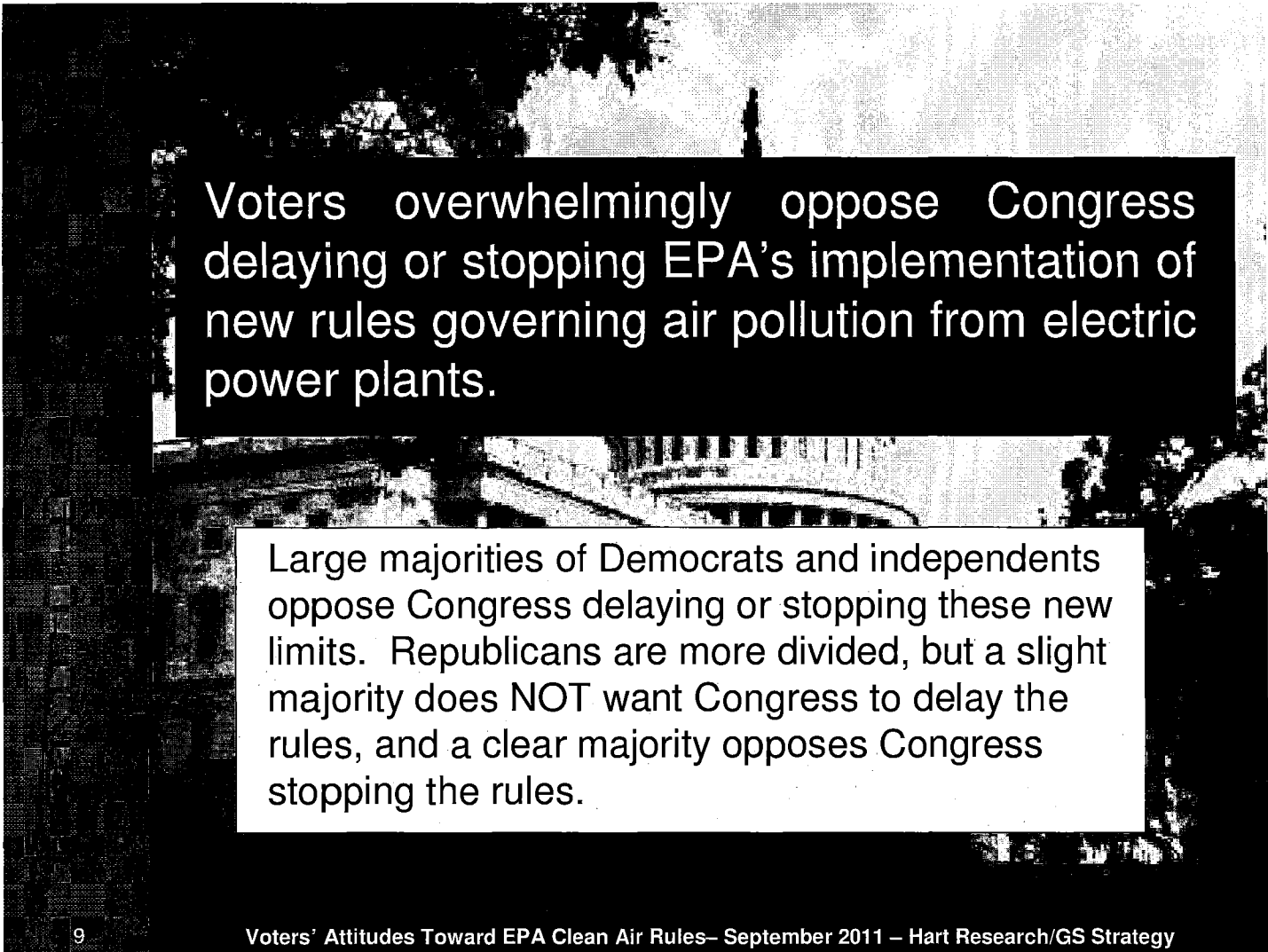
The EPA is proposing the Mercury and Air Toxics Standards (utility MACT) rule to require electric power plants to significantly curb emissions of mercury, lead, arsenic, acid gases, and other toxic emissions by 2015.

	Support	Neutral	Oppose
Men	70%	16%	14%
Women	82%	12%	6%
Age 18 to 34	87%	10%	3%
Age 35 to 49	76%	15%	9%
Age 50 to 64	77%	12%	11%
Age 65/over	68%	20%	12%
High school/less	69%	17%	14%
Some college/voc	79%	14%	7%
College grads	83%	10%	7%
Postgrad ed	77%	13%	10%
Democrats	91%	8%	1%
Independents	74%	20%	6%
Republicans	63%	17%	20%

**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.**





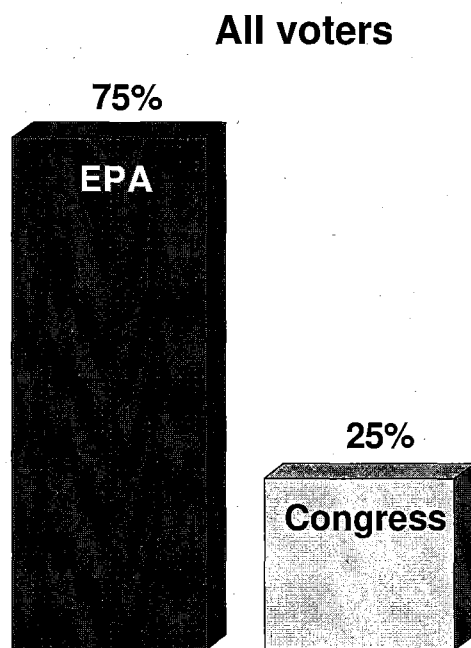


Voters overwhelmingly oppose Congress delaying or stopping EPA's implementation of new rules governing air pollution from electric power plants.

Large majorities of Democrats and independents oppose Congress delaying or stopping these new limits. Republicans are more divided, but a slight majority does NOT want Congress to delay the rules, and a clear majority opposes Congress stopping the rules.

**By three to one, the electorate believes the EPA, not Congress, should determine whether stricter limits are needed on air pollution from electric power plants.**

*Who should determine whether there should be new standards that put stricter limits on air pollution from electric power plants?*



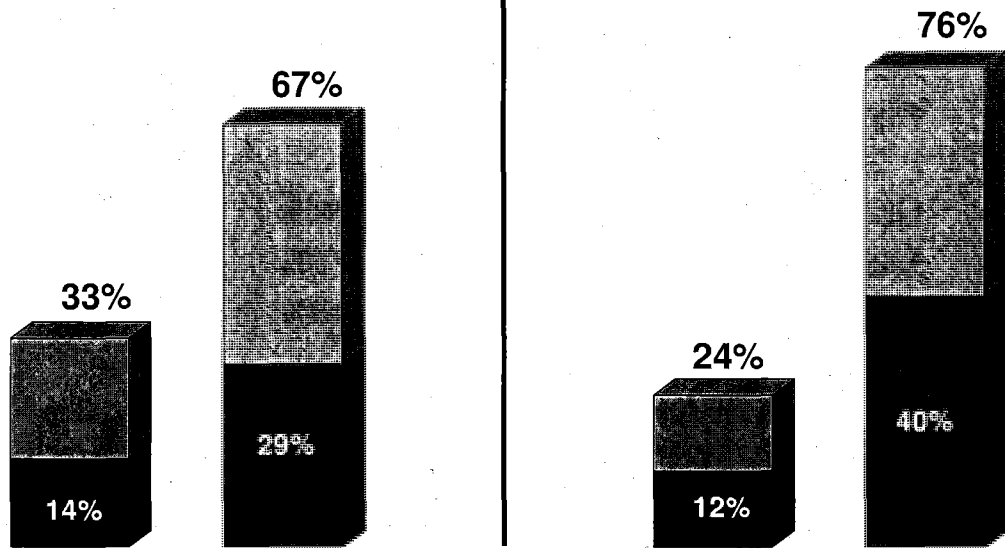
	<u>EPA</u>	<u>Congress</u>
Democrats	85%	15%
Independents	79%	21%
Republicans	62%	38%
Liberals	91%	9%
Middle of the road	84%	16%
Conservatives	61%	39%
Positive to EPA	88%	12%
Neutral to EPA	83%	17%
Negative to EPA	52%	48%

# By wide margins, voters oppose Congress delaying or stopping the EPA's air pollution rules.

Require the EPA to DELAY new limits on air pollution from electric power plants

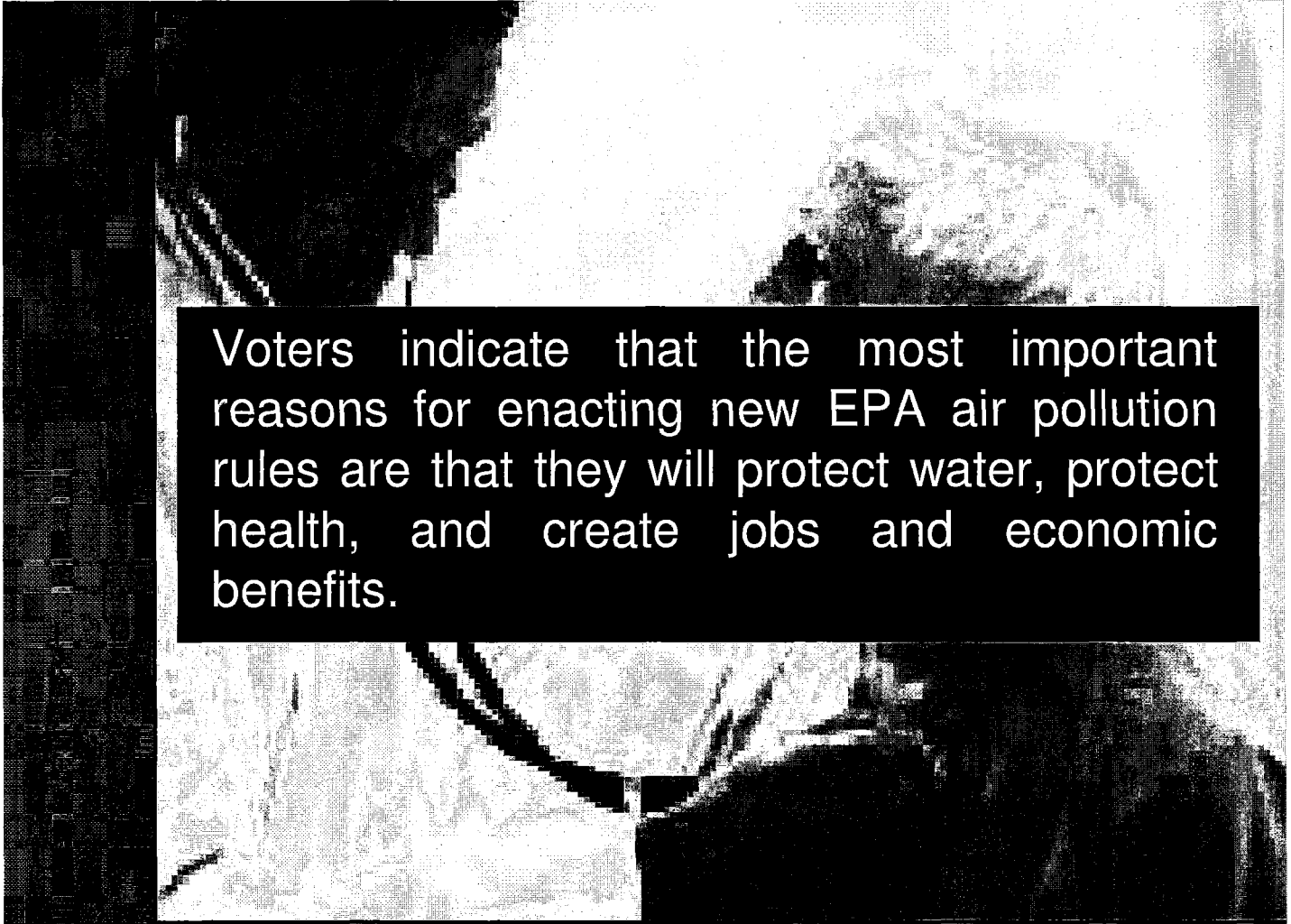
STOP the EPA from enacting new limits on air pollution from electric power plants

Congress definitely should do
  Congress probably should do
  Congress probably should NOT do
  Congress definitely should NOT do



## When We Take A Closer Look At Delaying Or Stopping EPA's Air Pollution Rules...

	<i>Require the EPA to DELAY new limits</i>		<i>STOP the EPA from enacting new limits</i>	
	Congress should do	Congress should NOT	Congress should do	Congress should NOT
Democrats	16%	<b>84%</b>	12%	<b>88%</b>
Independents	<b>39%</b>	61%	15%	<b>85%</b>
Republicans	<b>49%</b>	51%	<b>42%</b>	58%
Liberals	10%	<b>90%</b>	5%	<b>95%</b>
Middle of the road	23%	<b>77%</b>	15%	<b>85%</b>
Conservatives	<b>52%</b>	48%	<b>41%</b>	59%
Positive to EPA	19%	<b>81%</b>	8%	<b>92%</b>
Neutral to EPA	28%	<b>72%</b>	21%	79%
Negative to EPA	<b>55%</b>	45%	<b>47%</b>	53%



Voters indicate that the most important reasons for enacting new EPA air pollution rules are that they will protect water, protect health, and create jobs and economic benefits.

## Proportion who say each statement is a very or fairly important reason for the EPA to enact new rules to reduce air pollution from electric power plants.

*% very/fairly important reason to enact new rules*

- 80%** **Coal-burning power plants cause significant water pollution.** In addition to the pollutants released into the air that eventually settle in our water, coal-burning power plants **produce solid waste that contains toxics such as arsenic and mercury.** These pollutants can leach into soil and **contaminate groundwater and surface water, poison the fish we eat, and put drinking water supplies at risk.**  
(51% very imp.)
- 79%** Power plant pollution is responsible for more than **24,000 premature deaths, 38,000 non-fatal heart attacks, and more than 550,000 asthma attacks each year.** Taking strong action to reduce pollution from coal-burning power plants would protect public health by avoiding hundreds of thousands of health problems each year, such as acute bronchitis, asthma attacks, heart attacks, and premature death. It is estimated that these improved health outcomes will result in **hundreds of billions of dollars of savings in health care costs.**  
(52%)
- 77%** **The United States does not have to choose between public health and economic gain.** The experience of companies that have already invested in air-pollution control technologies suggests that efforts to upgrade traditional technologies and invest in cleaner technologies and fuels to comply 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.**  
(45%)
- 76%** **The benefits of these rules will far outweigh the costs.** EPA estimates that the health and environmental benefits associated with the Mercury and Air Toxics Standards Rule will be \$59 billion to \$140 billion in the year 2016 alone, while the cost for the rule in 2016 will be \$11 billion.  
(46%)

## Proportion who say each statement is a very or fairly important reason for the EPA to enact new rules to reduce air pollution from electric power plants.

*% very/fairly important reason to enact new rules*

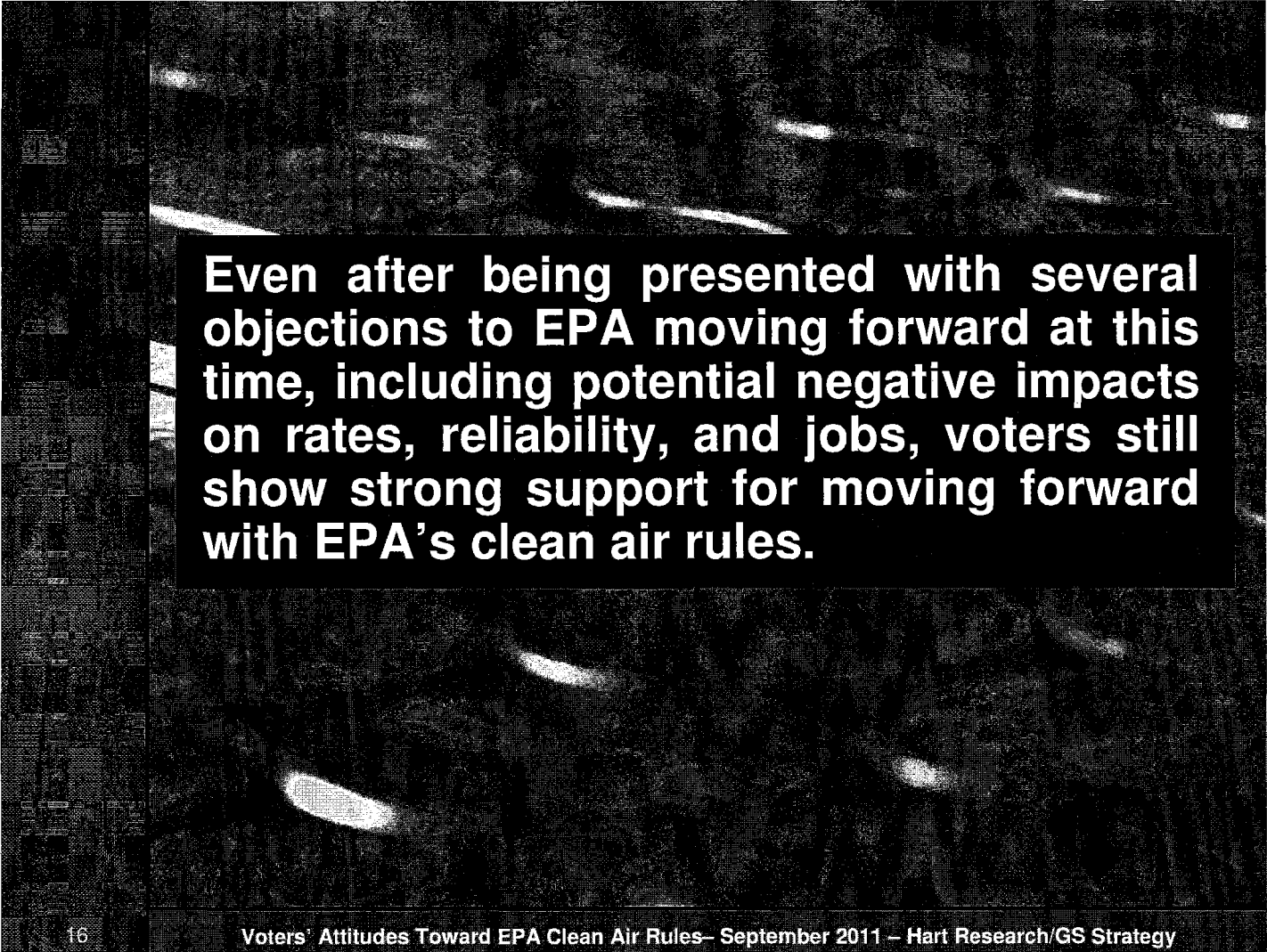
**76%** Since the **Clean Air Act** was first introduced more than 20 years ago, energy companies have known these rules were coming, and **many companies have already installed advanced air-pollution control technologies.** This rule will force much-needed action on the part of electric companies that have done little or nothing over decades to improve antiquated, inefficient plants.  
(41%)

**76%** **Coal-burning power plants emit pollution that spreads hundreds of miles, so an aging coal-burning power plant in one state can adversely affect the economy of other states.** Many states cannot develop new jobs and industry because they have reached the maximum allowed threshold for air pollution set by national clean air standards. This is due to high levels of emissions that travel from coal-burning power plants in other states.  
(38%)

**75%** Scientists and public health experts in the Environmental Protection Agency have determined that **these rules are needed to protect public health.** Congress should not let its political agenda prevent the EPA from meeting its legal responsibilities to protect the public's health.  
(44%)

**75%** These rules **will boost local economies and create thousands of new jobs** as the result of the production, sales, and operation of American-made pollution control equipment such as scrubbers and **new high-tech environmental control equipment.**  
(42%)

*(Continued)*



**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.**



**Proportion who say each statement is a very or fairly convincing argument against the EPA's enacting new rules to reduce air pollution from electric power plants.**

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*% very/fairly convincing argument against enacting new rules*

**58%** These new rules will **raise the monthly utility bills in the impacted states by 11% to 23%** according to a recent study based on government data, further hurting middle-class families that are struggling to make ends meet.  
*(33% very conv.)*

**54%** It is estimated that the new regulations **will cost up to \$129 billion and will force utilities to retire up to 40% of our nation's electricity capacity.** The government's electricity watchdog group notes that this forced shutdown of plants--with no way to replace the losses in a timely fashion--could lead to **inadequate supplies, power shortages, rolling blackouts, and instability in the national grid.**  
*(29%)*

**52%** At this time when the economy is struggling and many Americans remain unemployed, these rules will result in the nationwide **net employment loss of 1.4 million job-years by 2020**, which will stifle economic recovery.  
*(30%)*

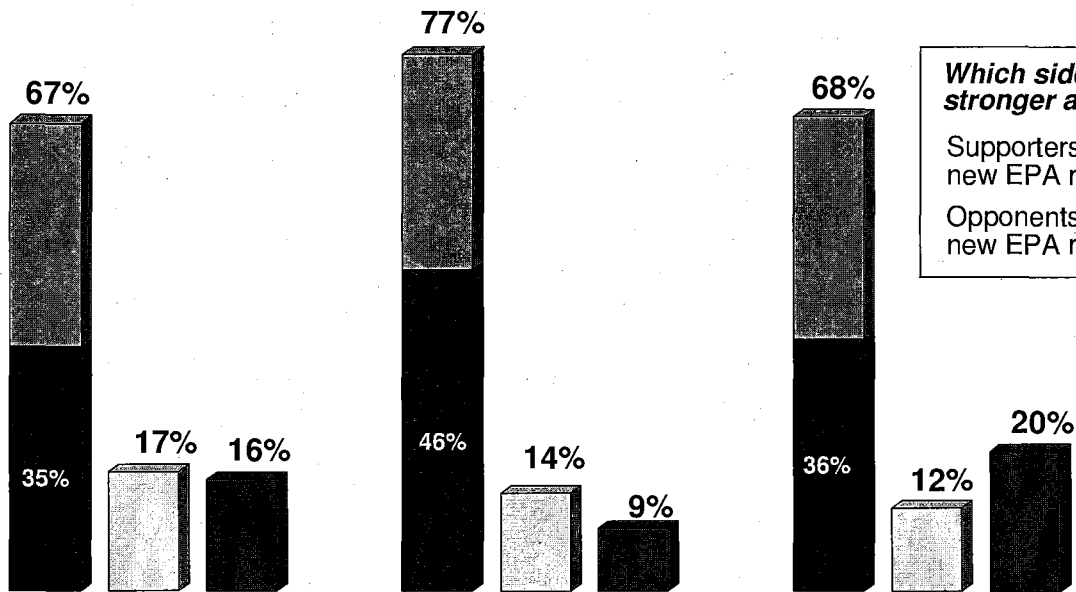
# Support for EPA rules remains high after arguments from both sides.

Initial Support:  
CSAPR

Initial Support:  
Toxics Rule

Informed Support  
for New EPA Rules

Strongly support this
  Somewhat support this
  Neutral
  Oppose this



*Which side has the stronger arguments?*

Supporters of new EPA rules 67%  
 Opponents of new EPA rules 33%



**The benefits of EPA's clean air rules trump concerns about the economic implications of moving forward with these rules now.**

## 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.

**Opponents of EPA's rules:** At this time when our country is facing a double-dip recession, we should not undertake these actions that will cost jobs and hurt the economy.

34%

Democrats	20%
Independents	25%
Republicans	54%

**Supporters of EPA's rules:** In the short term, many new jobs will be created through efforts to retrofit power plants with pollution control technology, such as scrubbers. In the long term, investment in clean energy sources and energy efficient technology will promote job growth in industries that are in their infancy today.

66%

Democrats	80%
Independents	75%
Republicans	46%

## Responses to concerns about price are slightly more compelling than a focus on benefits versus cost.

	All voters	Demo- crats	Inde- pendents	Repub- licans
<p><b>Opponents:</b> This action by the EPA will <b>raise the price</b> of electricity for consumers and businesses.</p> <p><b>Supporters:</b> Americans do not have to choose between clean air and affordable electricity. The discovery of <b>new natural gas deposits</b> has led to <b>greatly reduced fuel costs</b> . . . driving down electricity prices . . . projected to be lower in 2015 than they were in 2010. . . . <b>new era of low prices</b> that more than offset any increases for environmental compliance . . .</p>	33%	19%	22%	55%
<p><b>Opponents:</b> This action by the EPA will <b>raise the price</b> of electricity for consumers and businesses.</p> <p><b>Supporters:</b> This action . . . will mean cleaner air, <b>preventing</b> thousands of <b>premature deaths and illnesses</b>. The <b>savings on health care costs</b> . . . in the hundreds of billions . . . <b>far outweigh the costs</b> of compliance and any potential increased price of energy.</p>	40%	26%	42%	52%
	60%	74%	58%	48%