



PERCEPTION INSIGHT

opinion research for strategic communications



AMERICAN
LUNG
ASSOCIATION®

Fighting for Air

GREENBERG QUINLAN ROSNER RESEARCH

American Lung Association

Survey Findings

March 19, 2012

Methodology

- Findings based on a national survey of 2,000 likely 2012 voters reached by both landline and cell phone. Conducted for the American Lung Association by Greenberg Quinlan Rosner and Perception Insight, February 27- March 4, 2012.
- This includes oversamples of 400 likely voters in the following states:
 - Maine
 - Ohio
 - Pennsylvania.
- Margin of error for the full national sample is 3.5%. For each oversample region it is approximately 4.9% depending on sample size.

Key Findings

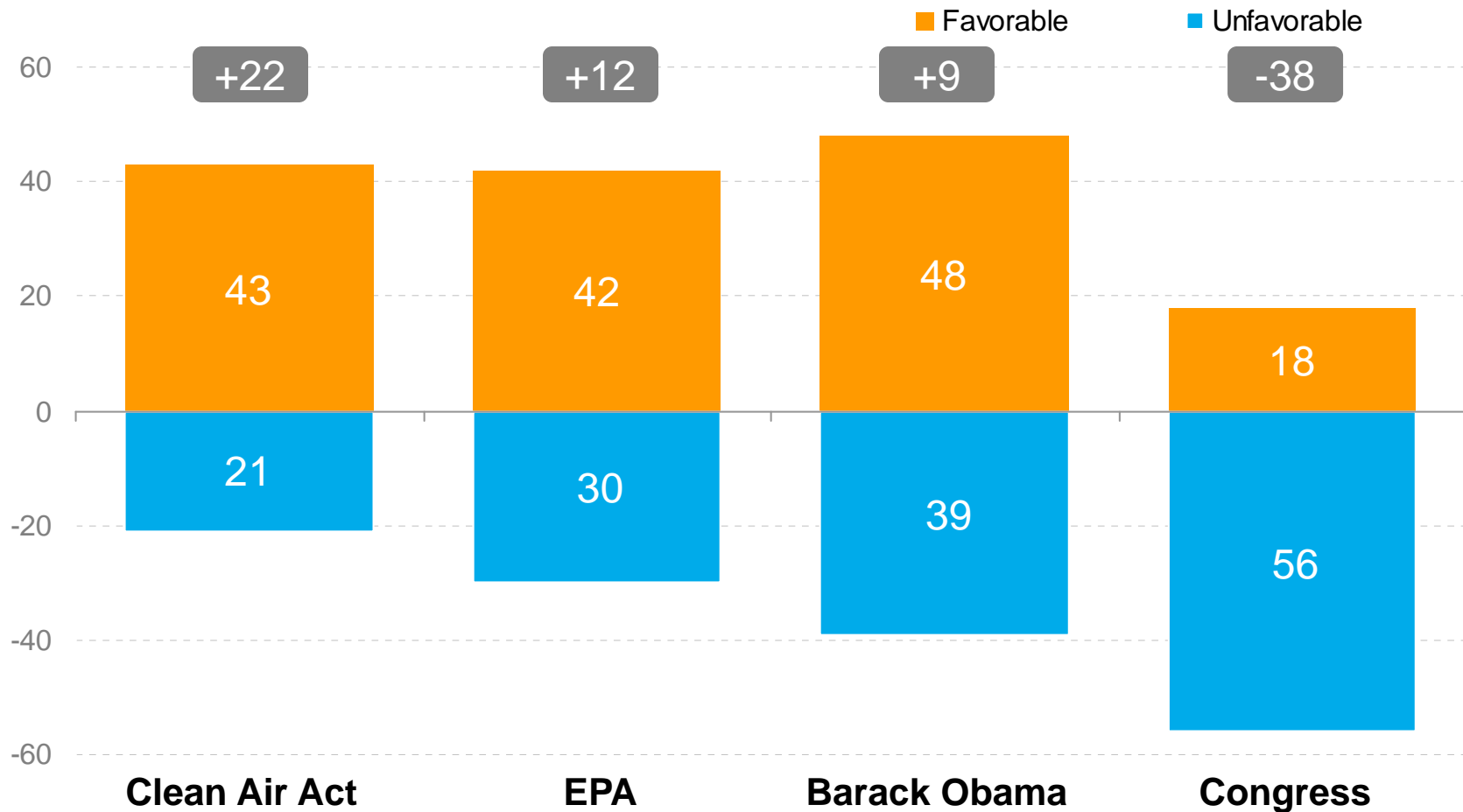
- Clean Air Act and EPA remain popular while ratings for Congress tank further
- Voters overwhelmingly don't believe we have to choose between clean air and a strong economy and jobs
- Voters across the country strongly support stronger EPA action on air pollution, including on smog, carbon and mercury emissions from power plants

Key Findings

- Voters strongly support implementing strict standards on carbon emissions from power plants, even after strong opposition arguments
- Voters show strong initial support for stricter standards on industrial boilers; Support declines after balanced messaging but still at a solid majority
- When it comes to air pollutions standards, independents have views much more like Democrats than like Republicans

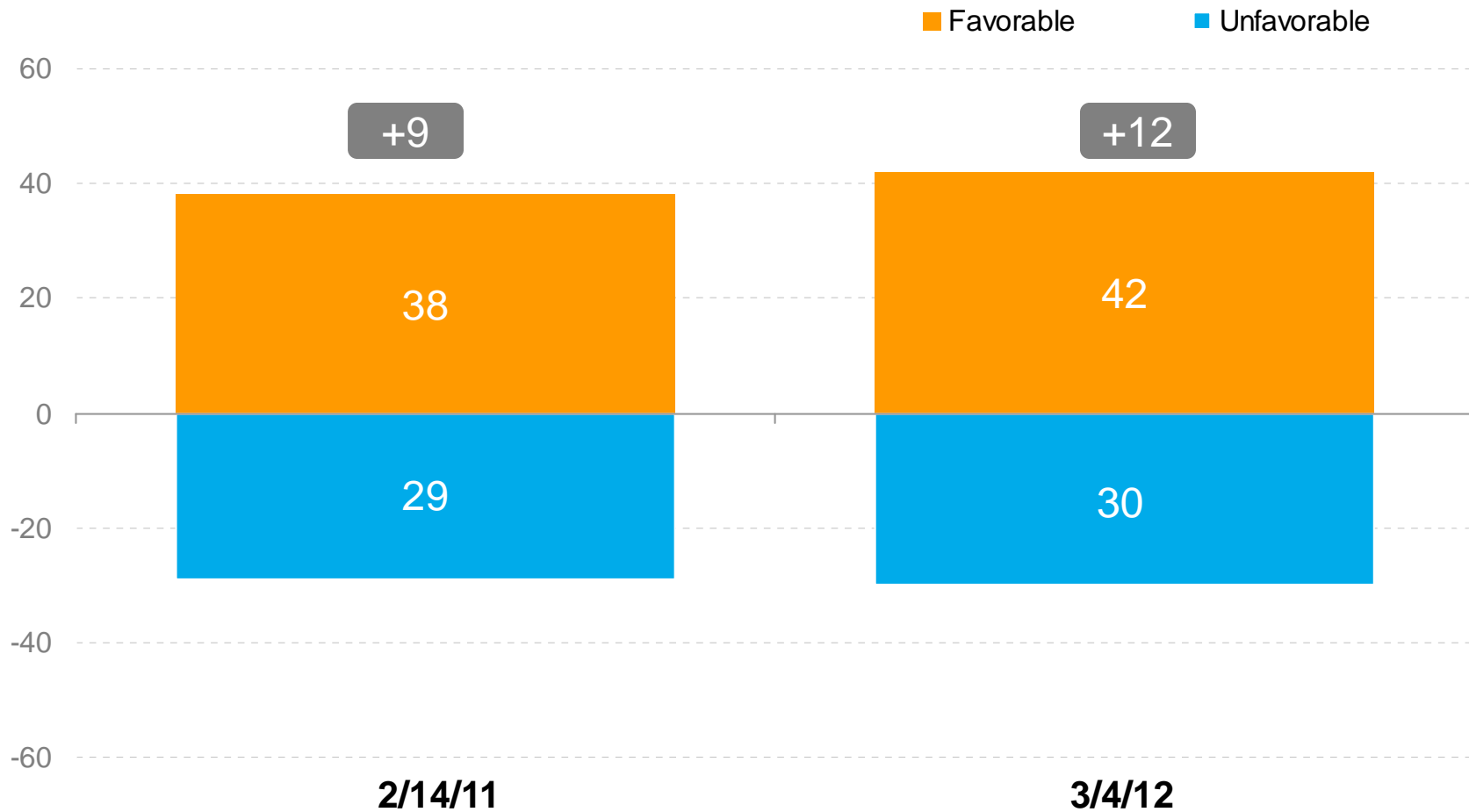
EPA, Clean Air Act Significantly More Popular than Congress

Now, I'd like you to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.



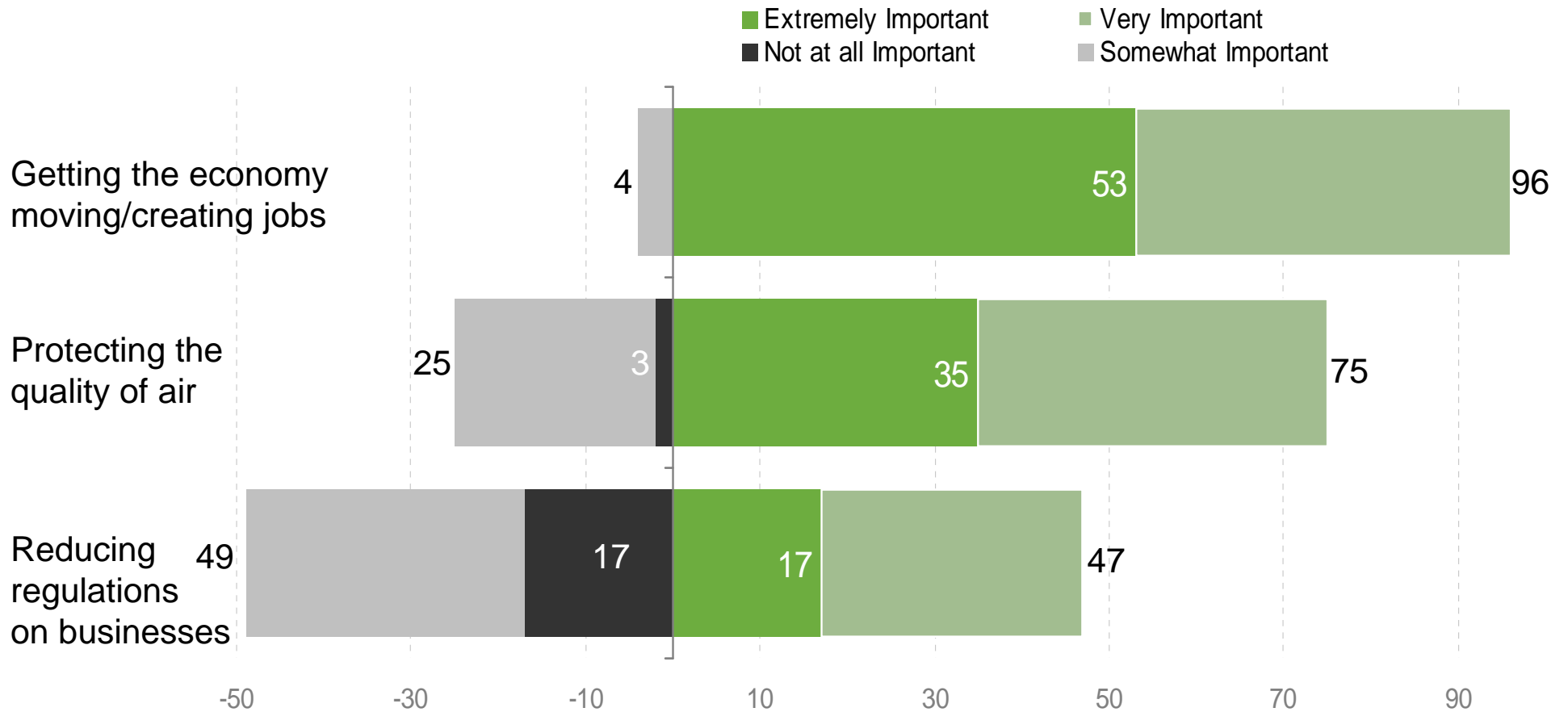
EPA Favorability Largely Unchanged From a Year Ago

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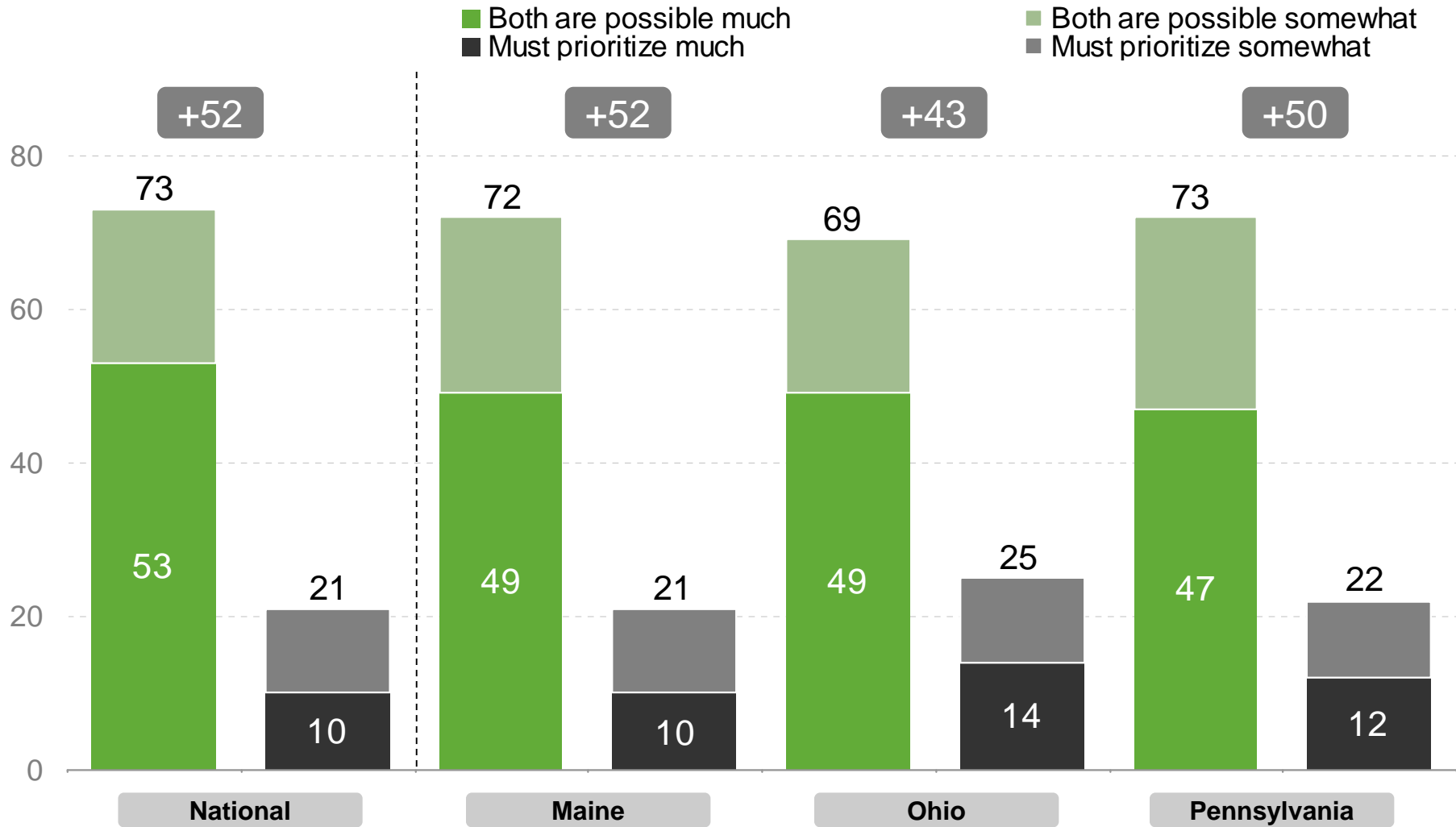
Protecting Air Quality Significantly More Important Than Reducing Regulations

Now I'm going to read you a list of issues facing the country. For each one, please tell me how important you find that issue to be. Is it EXTREMELY important, VERY important, just SOMEWHAT important, or NOT AT ALL important?



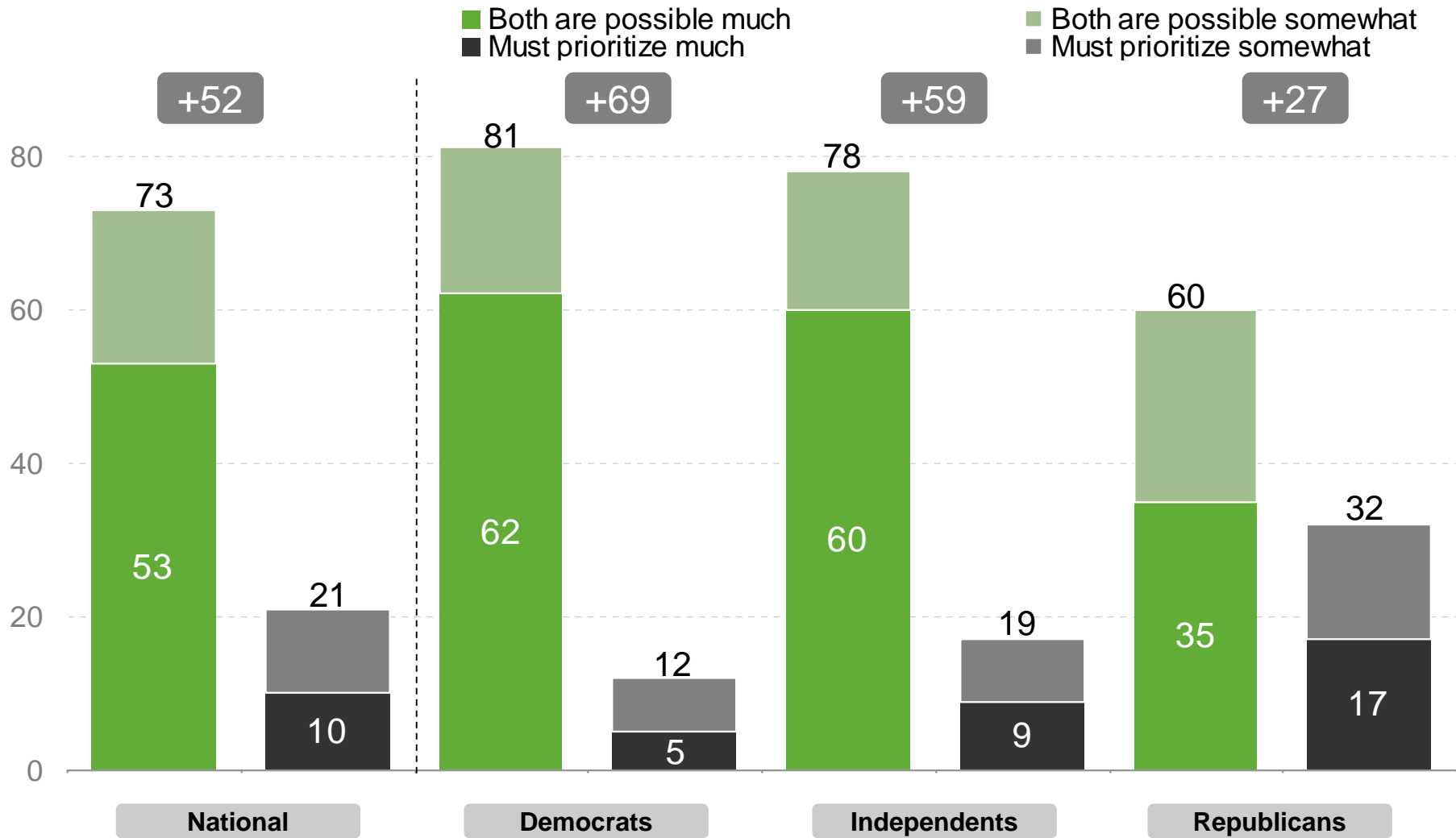
(See frequency questionnaire for full wording of each issue)

Voters Believe We Can Protect our Environment and Have a Strong Economy



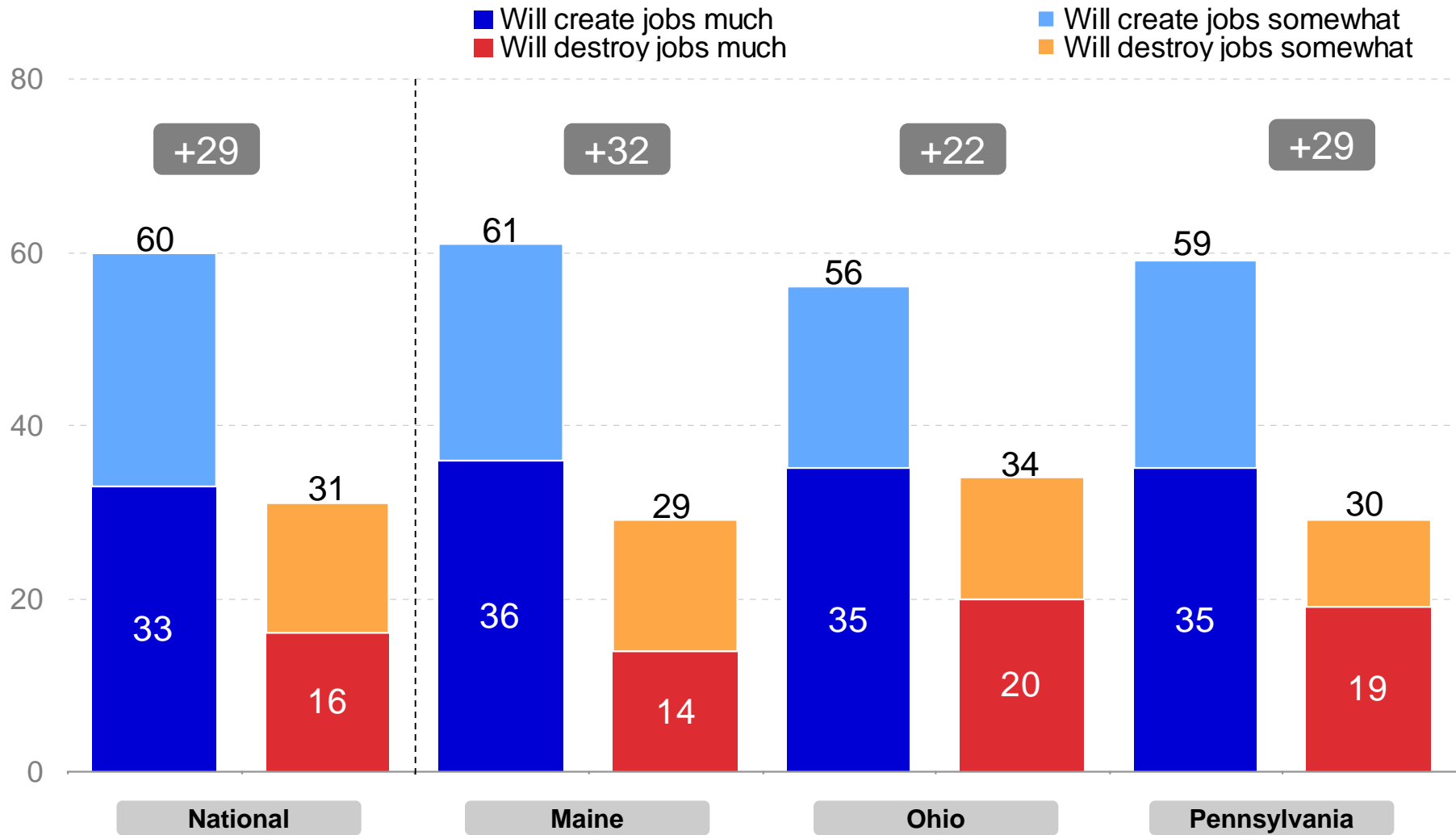
(See frequency questionnaire for full wording of each issue)

Voters Of All Parties Believe We Can Protect our Environment and Have a Strong Economy



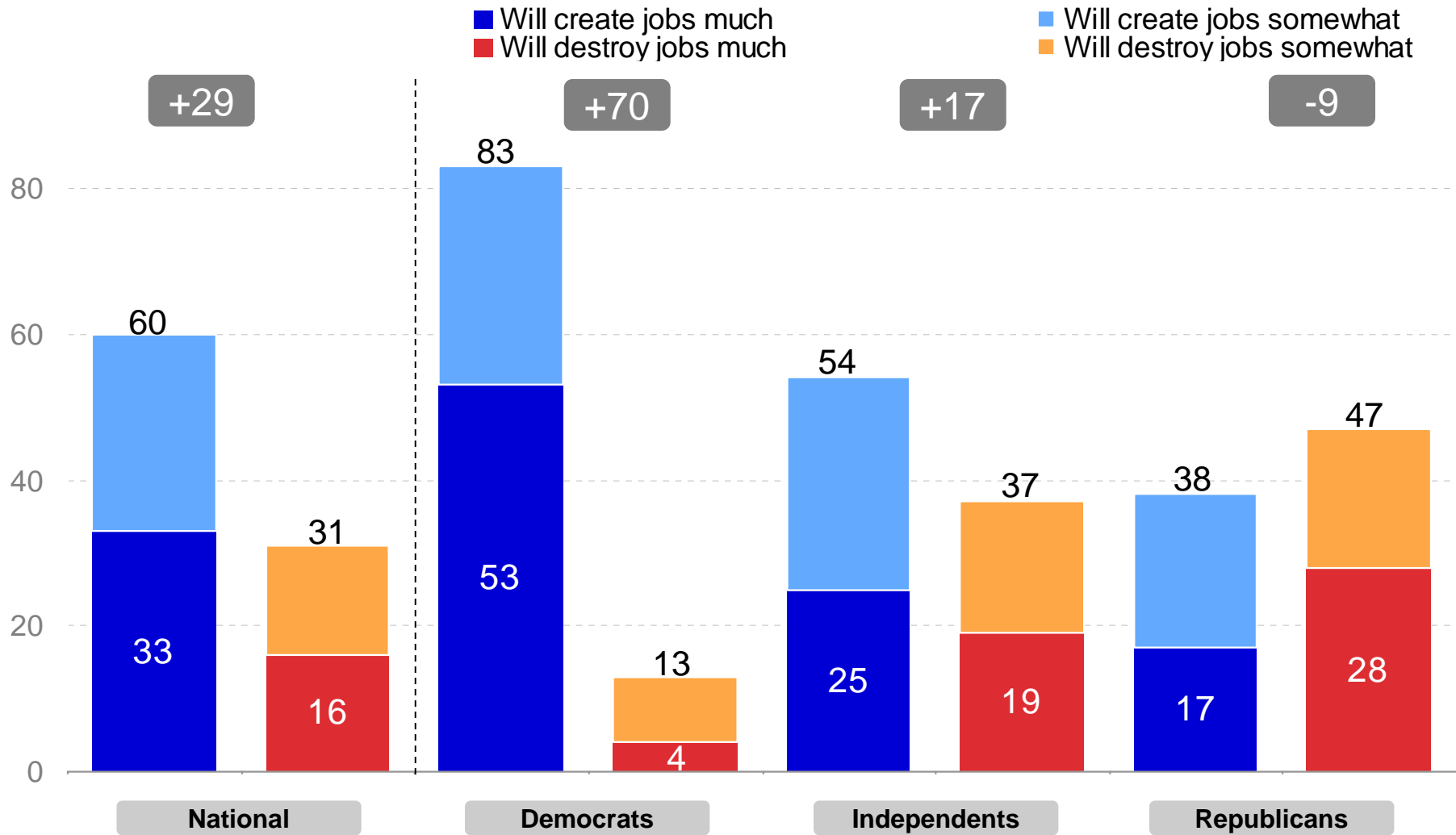
(See frequency questionnaire for full wording of each issue)

Voters Believe Stronger Emissions Standards will Create Jobs



(See frequency questionnaire for full wording of each issue)

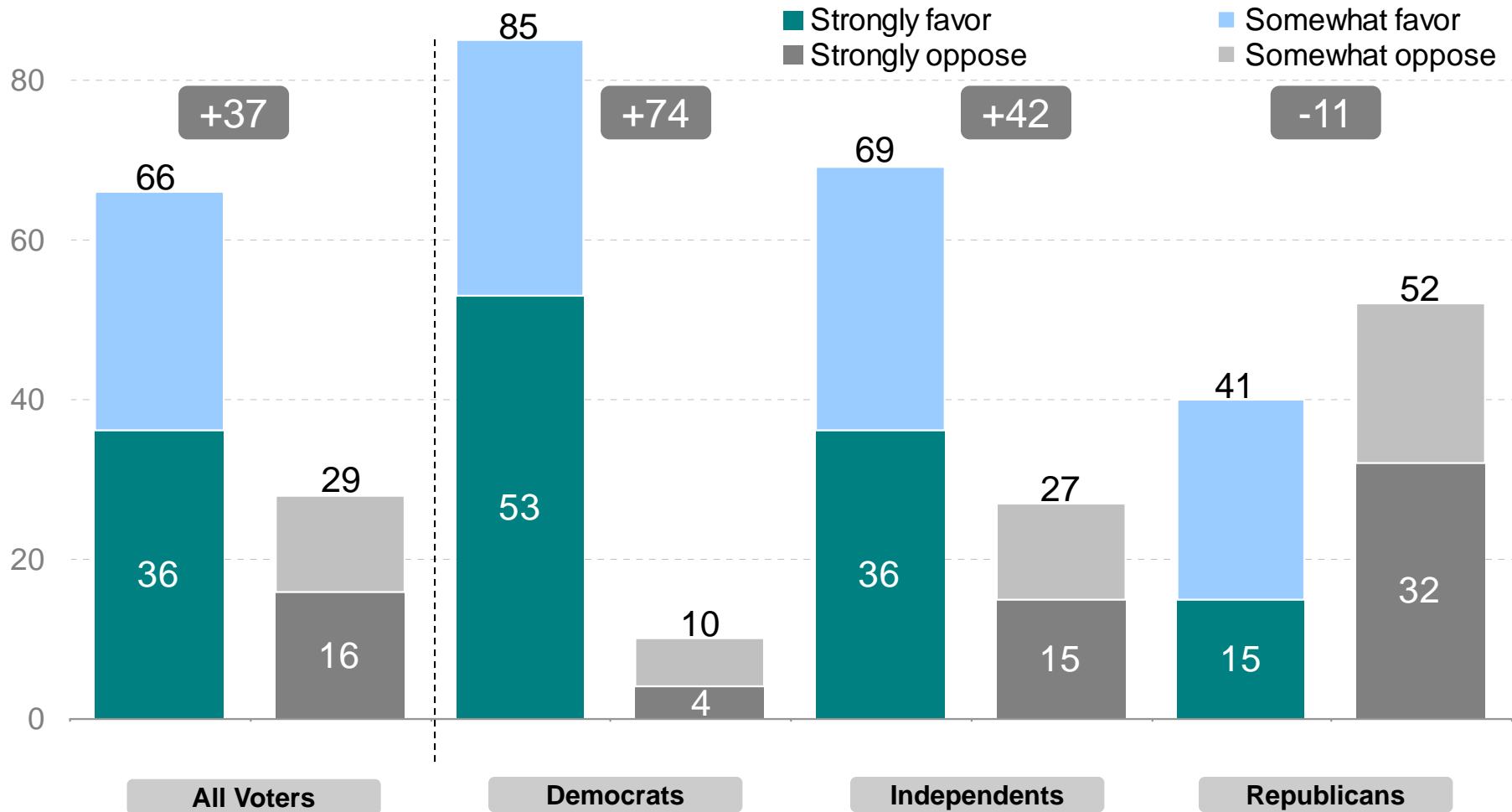
Democrats, Independents Agree: Stronger Emissions Standards will Create Jobs



(See frequency questionnaire for full wording of each issue)

Strong Support for EPA Updating Air Pollution Standards

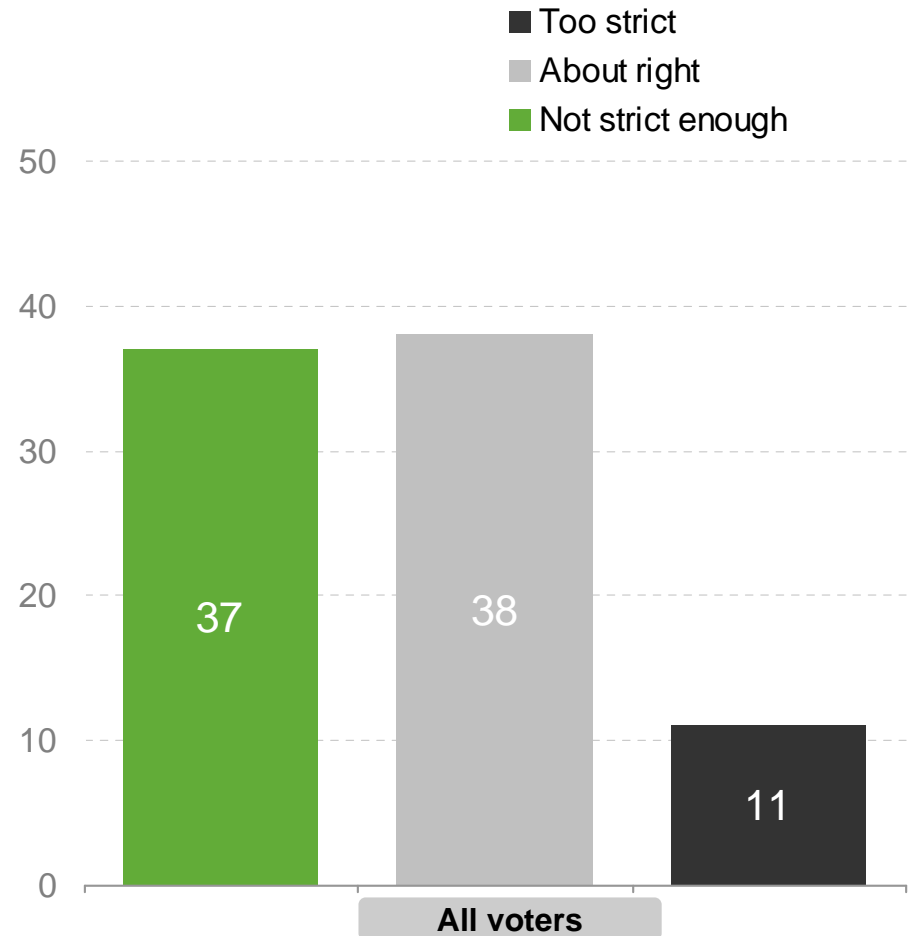
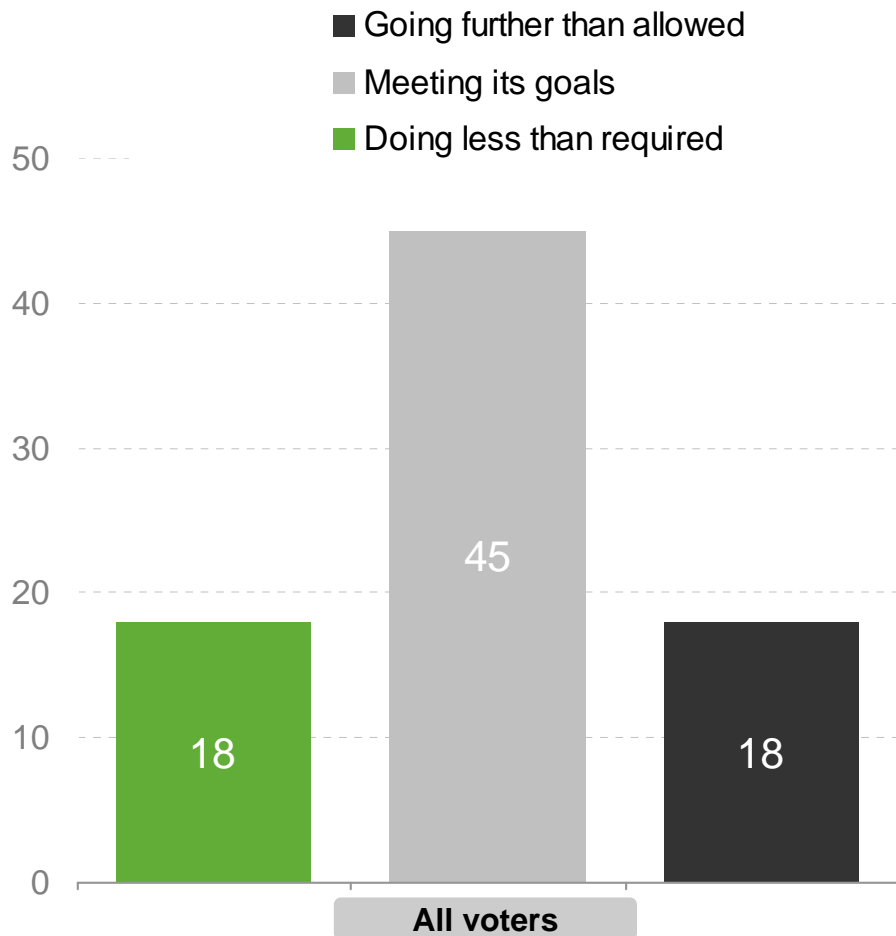
Generally speaking, do you favor or oppose the Environmental Protection Agency, or EPA, updating standards with stricter limits on air pollution?



Voters Reject Notion that Current Regulations are Too Strict, or that EPA is Doing Too Much

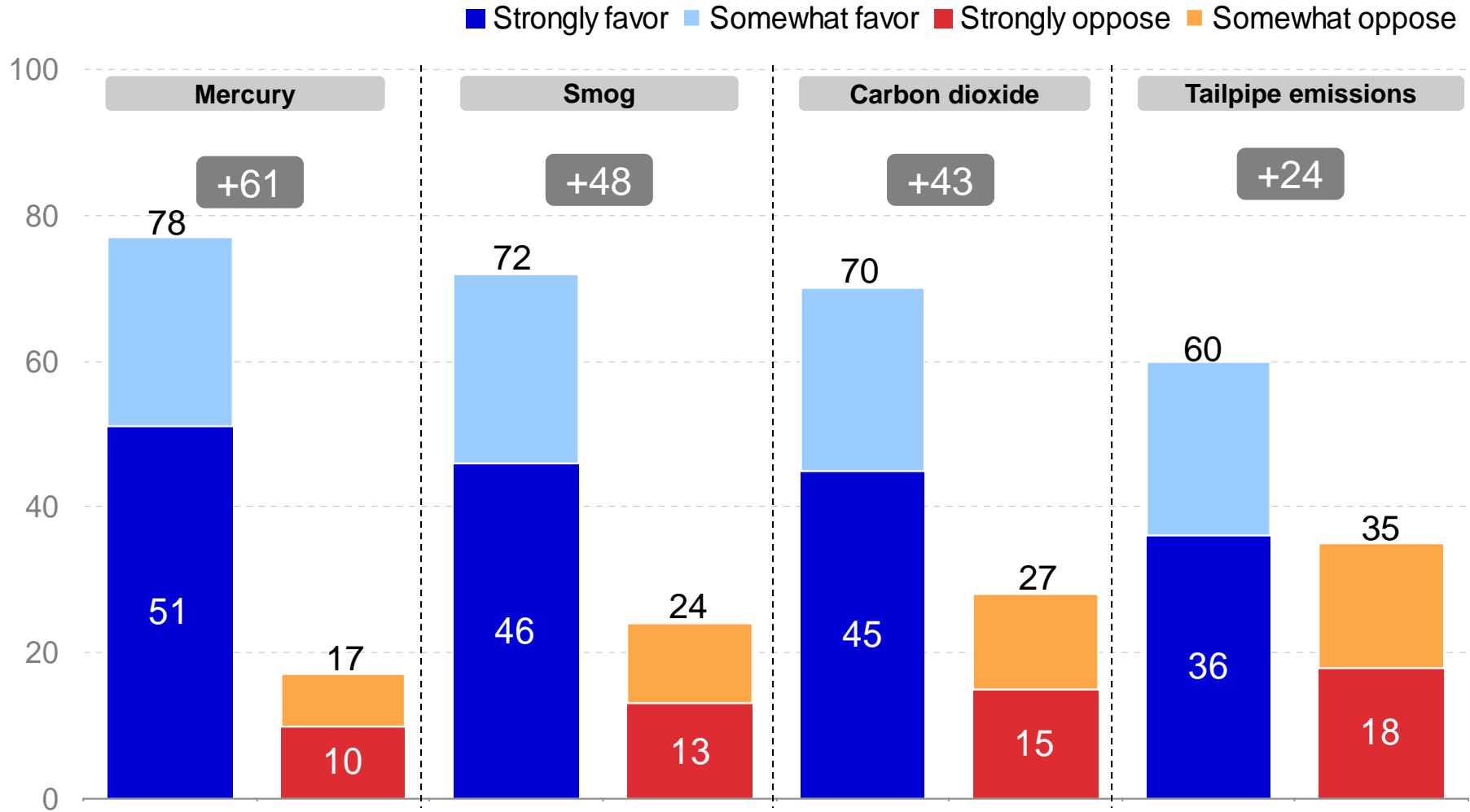
(Split A) Do you think the EPA is doing less to ensure air quality than is required of it by law, going further to ensure air quality than is allowed by law, or is generally meeting its goals for air quality as required by law?

(Split B) Do you feel that current laws and regulations that limit emissions from power plants are too strict, about right, or not strict enough?



Strong Support for Updated Emission Standards Across the Board

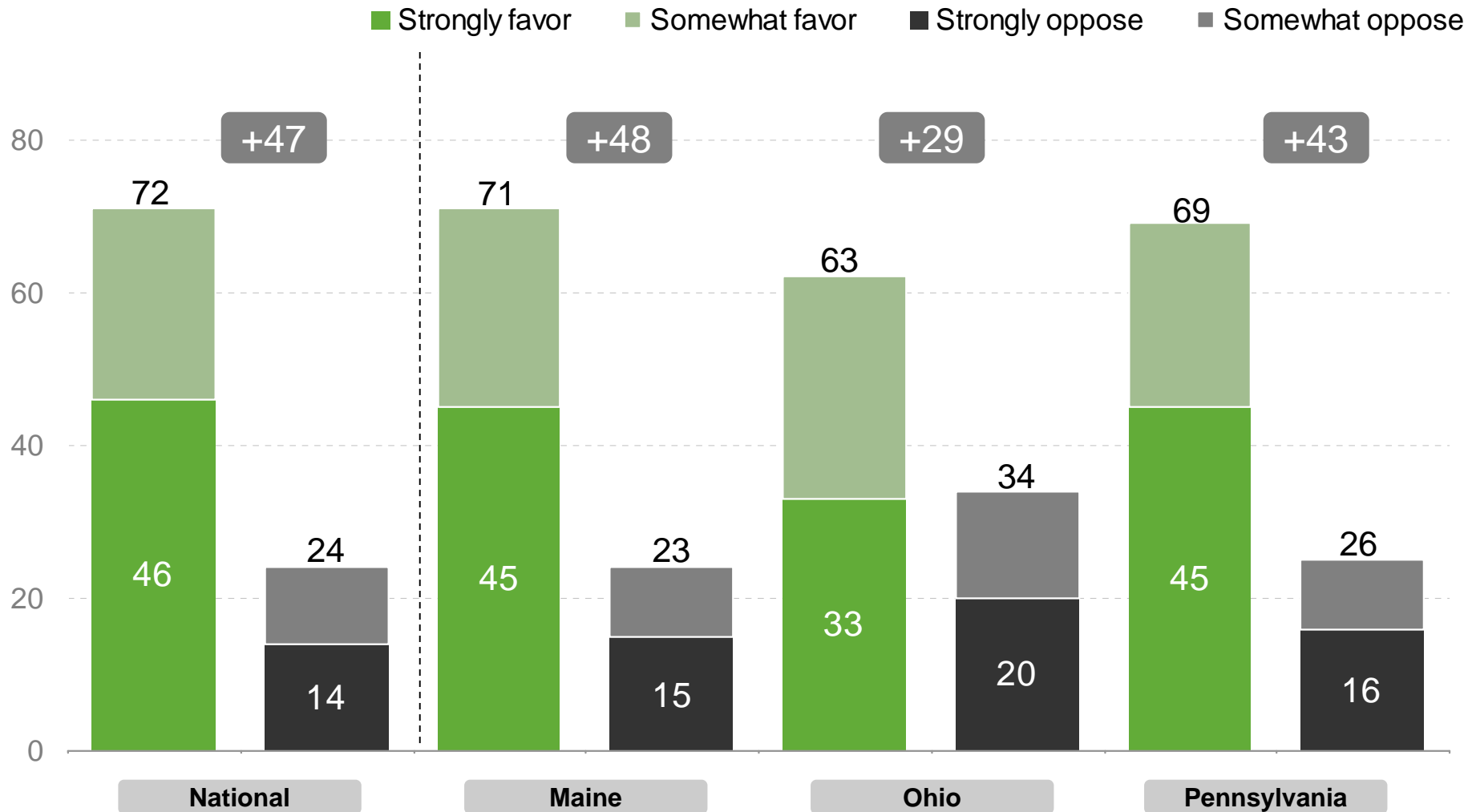
Now let me read you some specific air pollution standards the EPA is proposing. For each one, please tell me whether you favor or oppose the EPA updating these standards.



(See frequency questionnaire for full wording of each statement)

Strong Initial Support Nationally for New Strict Carbon Standards

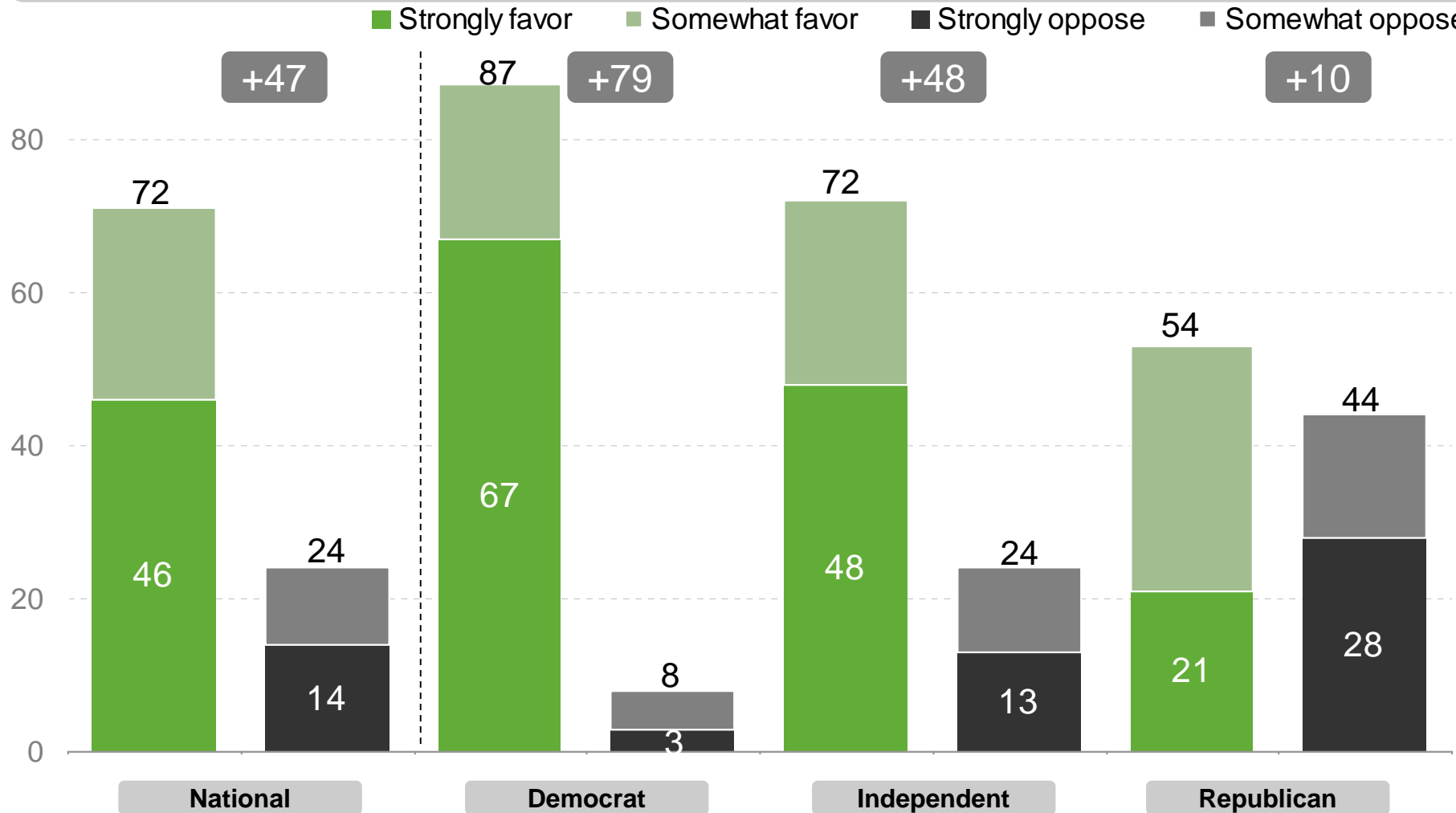
As you may know, there currently are no federal limits on the carbon emissions that come from power plants. The EPA is considering setting new standards to reduce these emissions. These are separate from standards on mercury, lead, and other pollutants. Now let me ask you, do you favor or oppose the Environmental Protection Agency, or EPA, implementing standards with stricter limits on carbon emissions?



(See frequency questionnaire for full wording of each issue)

Strong Initial Support Across Parties for New Strict Carbon Standards

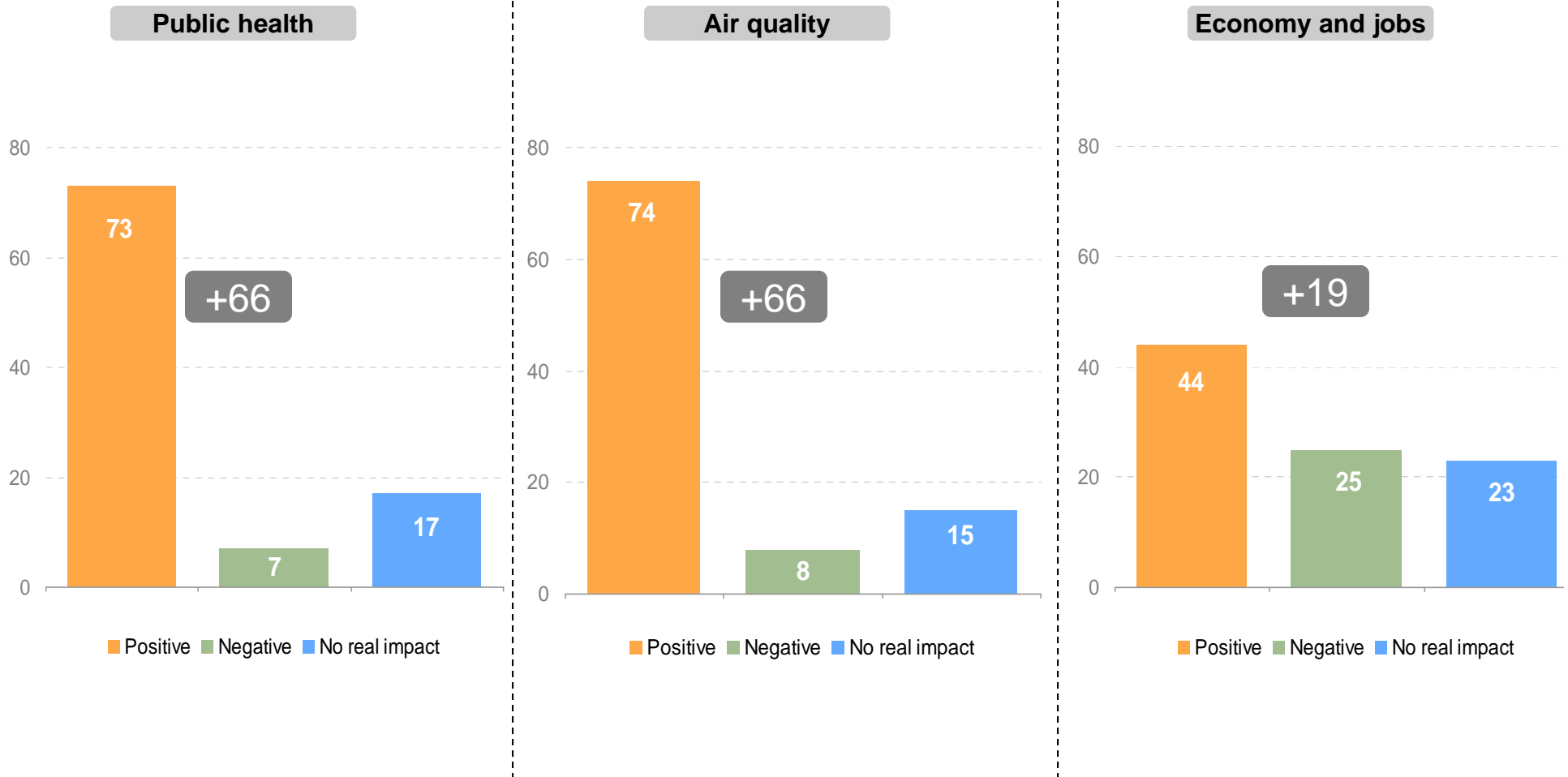
As you may know, there currently are no federal limits on the carbon emissions that come from power plants. The EPA is considering setting new standards to reduce these emissions. These are separate from standards on mercury, lead, and other pollutants. Now let me ask you, do you favor or oppose the Environmental Protection Agency, or EPA, implementing standards with stricter limits on carbon emissions?



(See frequency questionnaire for full wording of each issue)

Impact of Reducing Carbon Emissions

Now I'm going to mention several areas that may or may not be affected by these new rules to reduce carbon emissions from power plants. After each one, please tell me whether you think these new rules to reduce carbon emissions from power plants would have a positive impact, a negative impact, or would not have any impact either way on each of the following areas?



The Debate – Carbon Emission Standards

Now let me read you two arguments some people on both sides of the issue make.

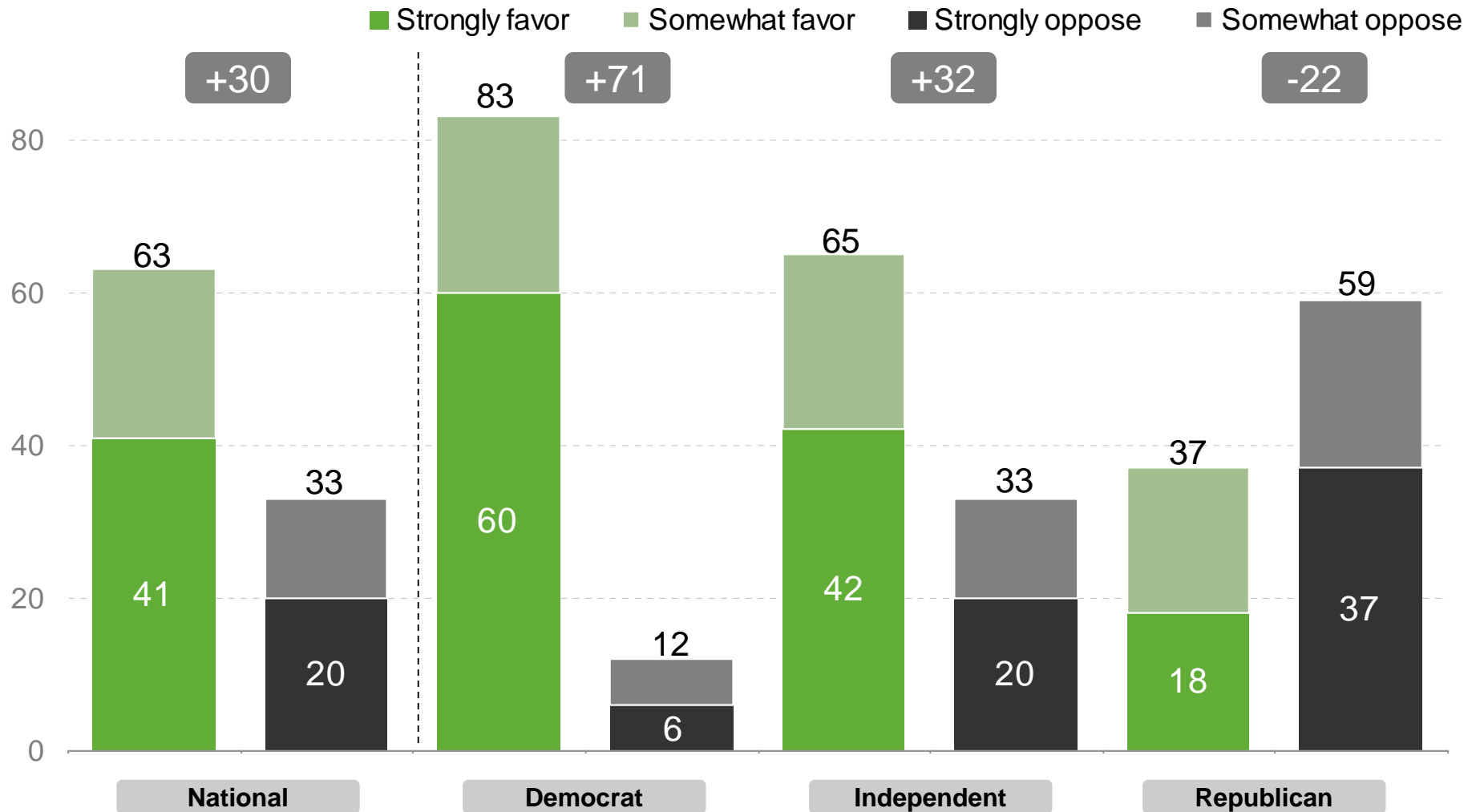
Some people say: Pollution from carbon emissions increases smog, which worsens bronchitis and emphysema, triggers asthma attacks and harms sensitive lung tissue, especially in children. We need to establish carbon pollution safeguards in order to reduce smog and protect air quality and public health. And updating these safeguards will create a new generation of clean technology jobs by encouraging innovation and investment in new technologies, while modernizing the nation's power plants to make them more efficient and cleaner.

Other people say: Given the weak economy, now is the worst time for the EPA to enact costly regulations that kill jobs. These new burdensome regulations would lead to higher energy prices for consumers and cost American businesses hundreds of billions of dollars, making them less competitive and causing them to ship tens of thousands of American jobs to India and China. And these regulations wouldn't even impact toxic pollutants like lead and mercury, just carbon dioxide which we already breathe every day.

Now let me ask you again, do you favor or oppose the Environmental Protection Agency, or EPA, implementing standards with stricter limits on carbon emissions?

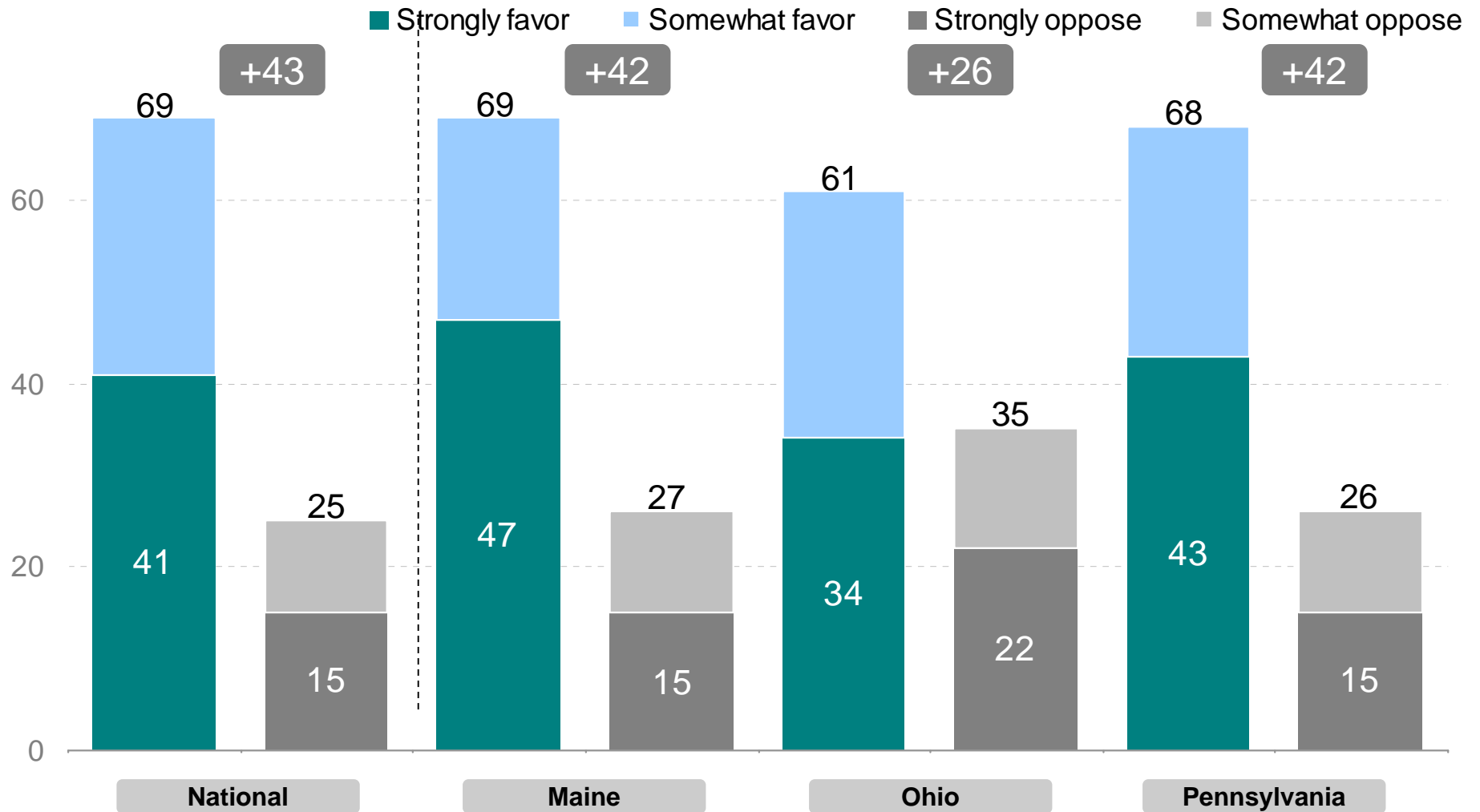
Continued Strong Support for Carbon Emissions Standards

Now let me ask you again, do you favor or oppose the Environmental Protection Agency, or EPA, implementing standards with stricter limits on carbon emissions?



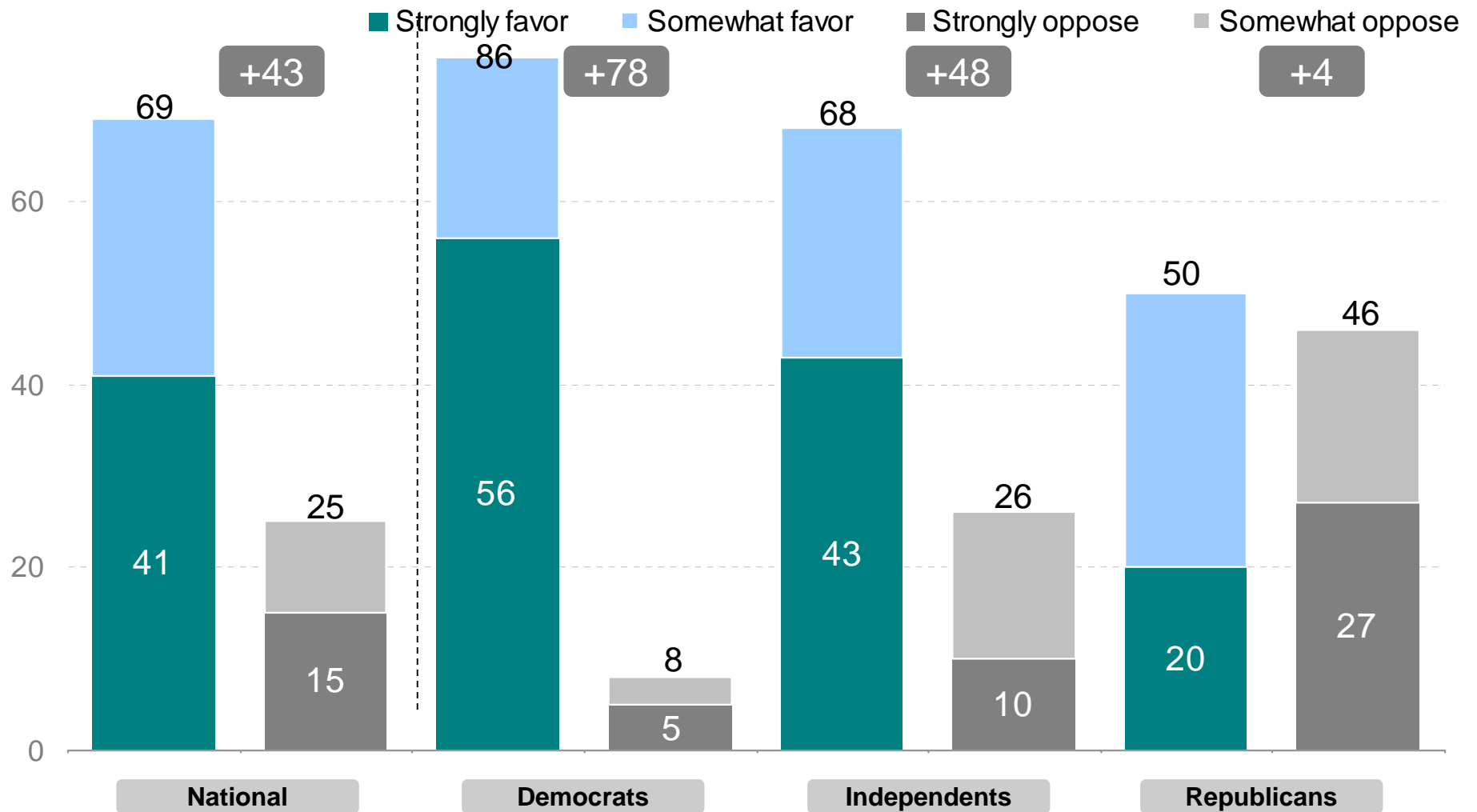
Strong National Support for Updated Boiler Emission Standards

Now let me ask you about something different. Industrial facilities across the country rely on boilers that burn natural gas, coal, or biomass to generate heat and power. These boilers emit mercury, arsenic, dioxins and other substances into the environment. The EPA is considering updating standards to reduce these emissions from industrial boilers and incinerators. Now let me ask you, do you favor or oppose the Environmental Protection Agency, or EPA, updating standards with stricter limits on emissions from industrial boilers?



Strong National Support for Updated Boiler Emission Standards

Now let me ask you about something different. Industrial facilities across the country rely on boilers that burn natural gas, coal, or biomass to generate heat and power. These boilers emit mercury, arsenic, dioxins and other substances into the environment. The EPA is considering updating standards to reduce these emissions from industrial boilers and incinerators. Now let me ask you, do you favor or oppose the Environmental Protection Agency, or EPA, updating standards with stricter limits on emissions from industrial boilers?



The Debate – Boiler Standards

Now let me read you two arguments some people on both sides of the issue make.

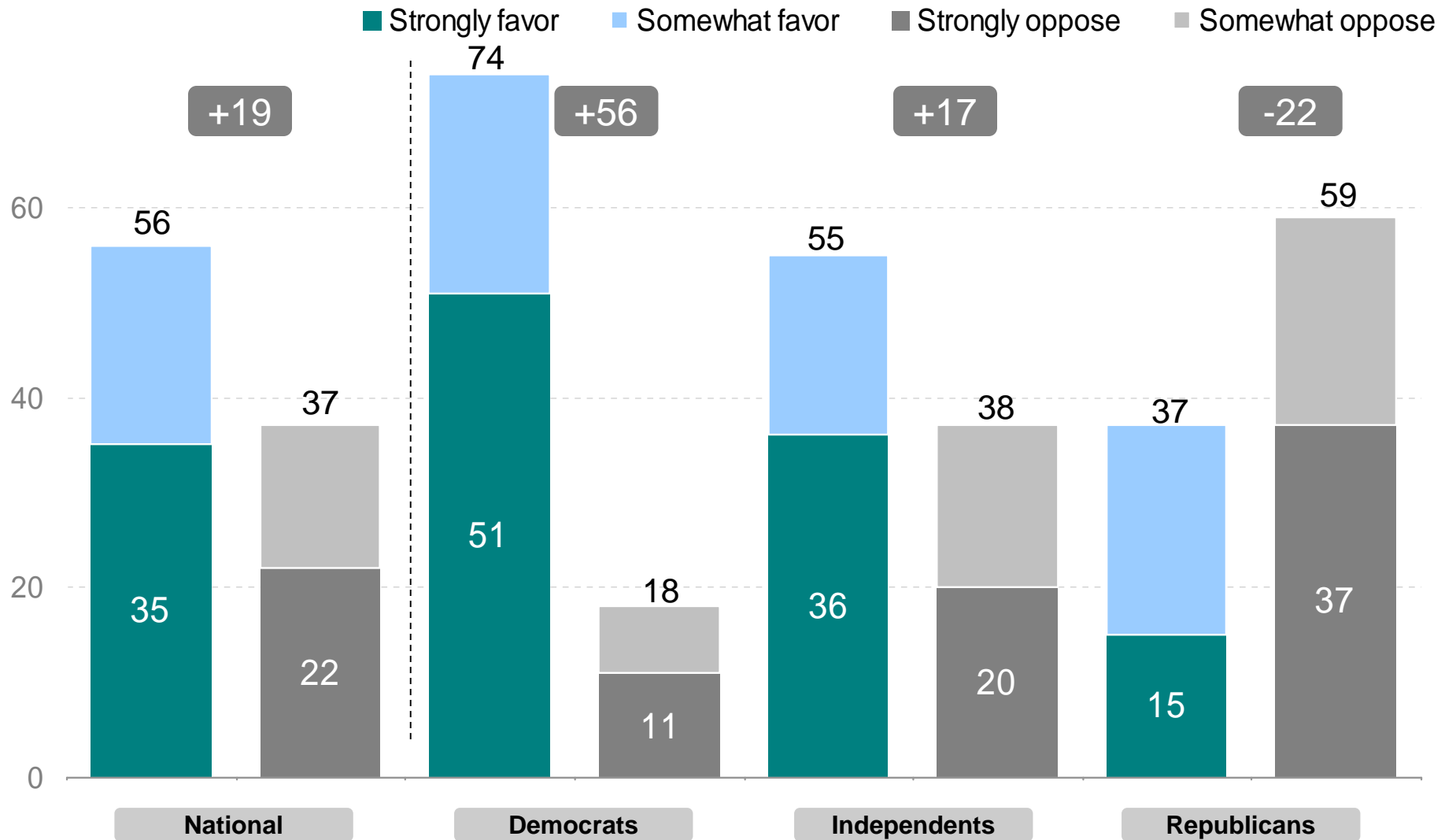
Some people say: Boilers emit toxic pollutants like mercury, dioxin, and arsenic that can harm our lungs, can cause respiratory and cardiovascular disease and can potentially cause cancer and even death. In children, these pollutants can impair brain development, neurological function, and the ability to learn. According to scientists at the EPA, cleaning up emissions from these boilers and incinerators will save over 8,000 lives, prevent over 5,000 heart attacks and prevent more than 52,000 asthma attacks every year.

Other people say: Boilers serve an important function in many manufacturing facilities, refineries and other large institutions. In many cases, emissions from these boilers can barely be measured and most boilers are already well-controlled for pollutants. These new regulations are incredibly costly and difficult to comply with; industry experts say that compliance will cost manufacturers approximately 15 billion dollars and put over 200,000 jobs at risk, without significantly improving public health.

Now let me ask you again, do you favor or oppose the Environmental Protection Agency, or EPA, updating standards with stricter limits on emissions from industrial boilers?

Drop in Support after Messaging, but Still Solid Majority Support

Now let me ask you again, do you favor or oppose the Environmental Protection Agency, or EPA, updating standards with stricter limits on emissions from industrial boilers?





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