



GREENBERG QUINLAN ROSNER RESEARCH

Sierra Club National Survey on Coal, Climate and Carbon Pollution

Key Findings

February 4, 2014



Methodology

These findings are based on a national survey of 1,000 registered voters, conducted by Greenberg Quinlan Rosner. The survey was conducted by live interviewers conducted via landline and cell phones from January 11-20, 2014, and is subject to a margin of error of +/- 3.1 percentage points at the 95 percent confidence interval. Margin of error is higher among subgroups.



Key Findings



Key Findings

- **EPA gets very solid favorability ratings and is overwhelmingly trusted on climate disruption and carbon pollution.**
- **Voters show a strong desire to move away from coal and other fossil fuels toward renewables.**
- **A strong majority of voters believe that climate disruption is a serious problem and voters overwhelmingly believe that the federal government should be doing more, not less, about climate disruption.**
- **Very few understand that there are currently no regulations on carbon pollution.**

Key Findings

- **Voters show overwhelming support for the President's proposal to have the EPA set new limits on carbon pollution.**
- **Support holds up after a simulated debate including strong messaging from the other side on the potential impact on jobs and energy prices.**
 - Support begins and ends the survey at 70 percent.
- **Overwhelming belief that the proposal will help with public health and climate. Voters reject idea that it will hurt the economy.**
- **Important demographic findings: Millennials, Hispanics, lower income voters among the strongest supporters of renewables, climate action. Support high in Midwest.**

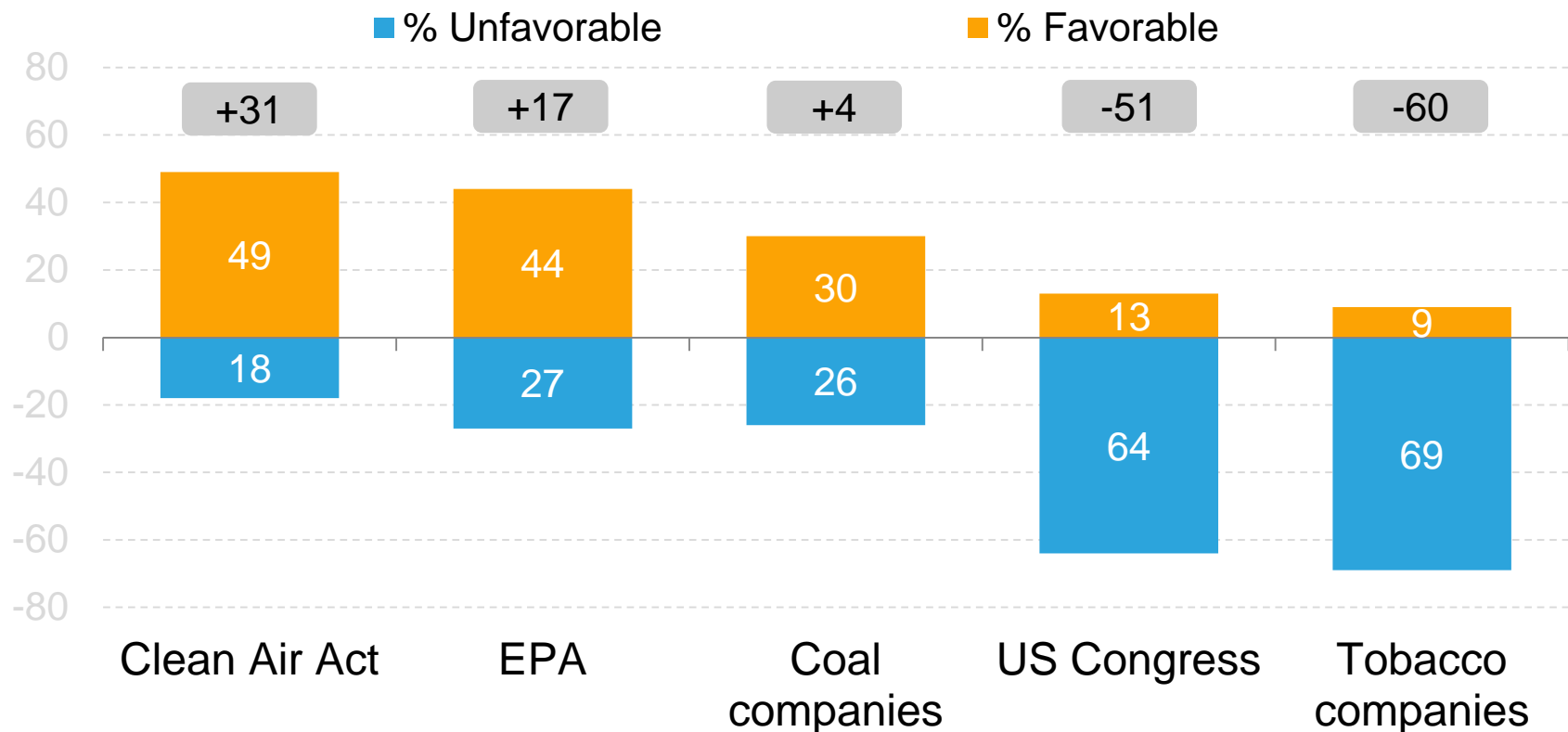


The Context



EPA and Clean Air Act Viewed Much More Favorably Than Congress; Ambivalence Toward Coal Companies

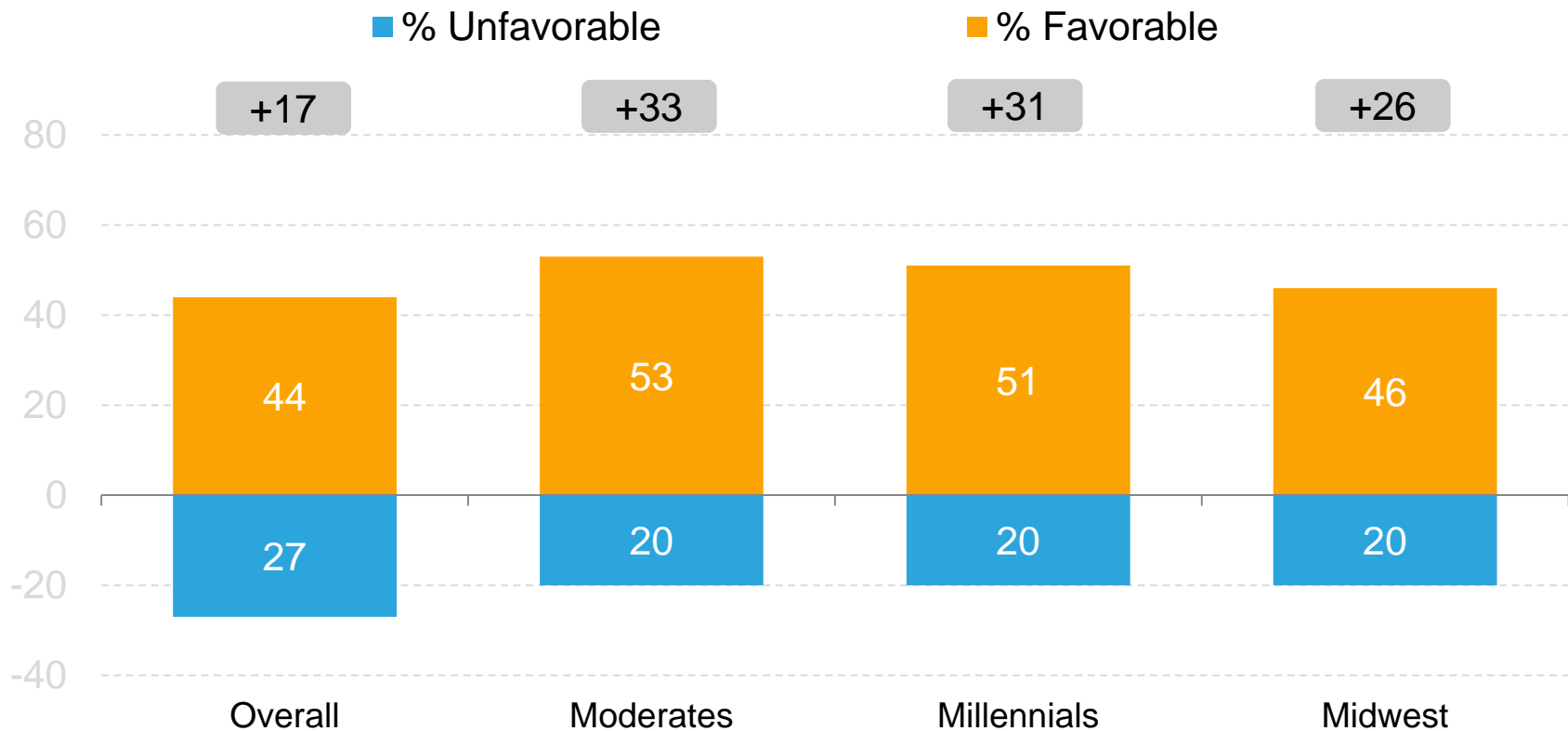
Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold. You can use any number from zero to one hundred, the higher the number the more favorable your feelings are toward that person or organization. If you have no opinion or have never heard of that person or organization, please say so.



Strong Ratings for EPA Among Moderates, Millennials and in the Midwest

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Environmental Protection Agency





Views on Renewables and Traditional Sources



Strong Belief Country Should Be Investing More in Renewable Energy Rather Than Fossil Fuels

Now I'm going to read you two statements. After I read them, please tell me which one comes closer to your own view, even if neither perfectly captures your view.

As a country, we should be investing more in energy efficiency and renewable energy sources like wind and solar.

As a country, we should be investing more in traditional domestic energy sources like coal, oil and gas

■ Not Strong Traditional

■ Strong Traditional

■ Not Strong Renewable

■ Strong Renewable

+28

61

51

33

26

Total

Strongest Support for Renewables Comes From Millennials, Moderates, the College-Educated, Minority Voters and the West

Now I'm going to read you two statements. After I read them, please tell me which one comes closer to your own view, even if neither perfectly captures your view.

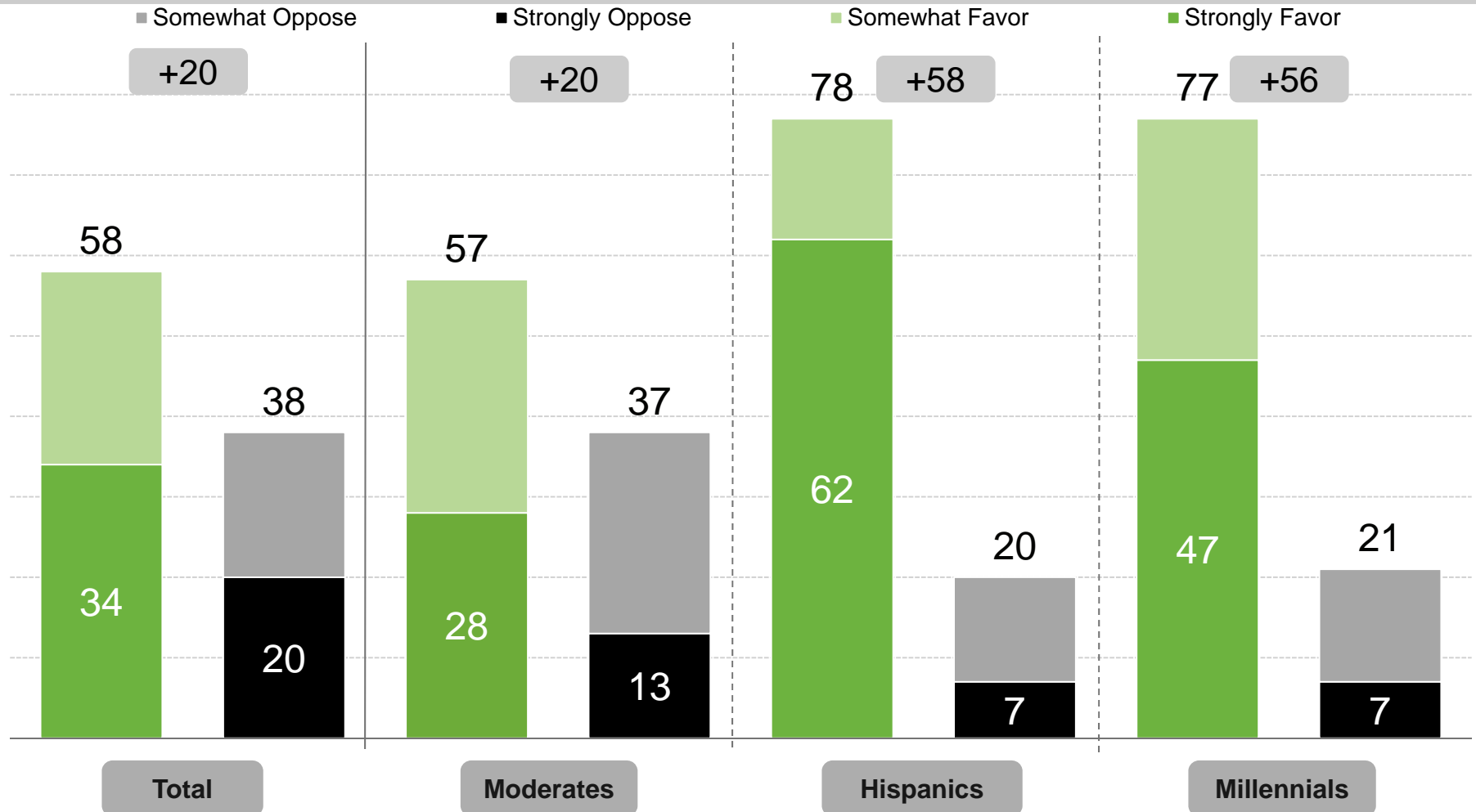
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	Renewable – Traditional	Net
Total	61-33	+28
Millennials	75-21	+54
Under 50	68-28	+40
Over 50	55-38	+17
College	66-27	+39
Non-College	57-38	+19
Northeast	60-34	+26
Central	62-33	+29
South	59-36	+23
West	66-26	+40
White	57-37	+20
African-American	77-18	+59
Hispanic	71-28	+43
Moderates	68-25	+43

Strong Majority Want to Move Entirely Away from Coal/Fossil Fuels by 2030

Some people have proposed that the U.S. make it a national goal to move entirely away from coal as an energy source and replace it with renewable energy like wind and solar by the year 2030. From what you know, would you favor or oppose the U.S. **moving entirely away from coal/fossil fuels like coal, oil and gas** as an energy source by the year 2030 and replacing it with renewable energy like wind and solar?





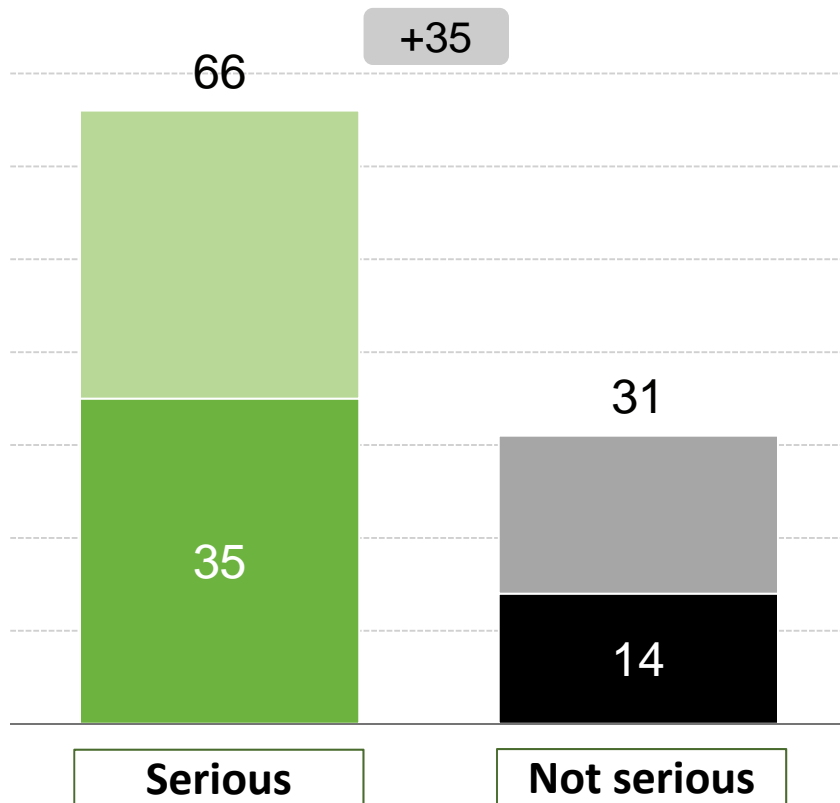
Climate Disruption



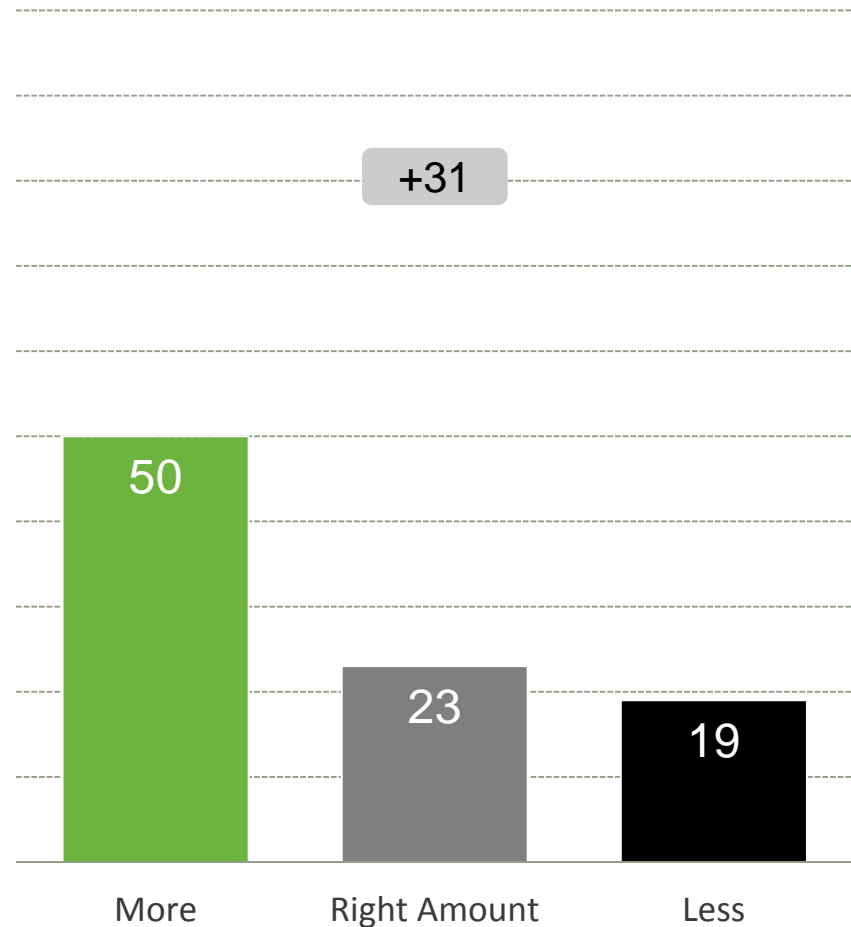
Most Think Climate Change is a Serious Problem, and Want the Government to Do More to Address It

How much of a problem do you consider the issue of **climate change or global warming / climate disruption** to be -- a very serious problem, a somewhat serious problem, not that much of a problem, or not a problem at all?

- Not much of a problem
- Not a problem at all
- Somewhat Serious
- Very Serious

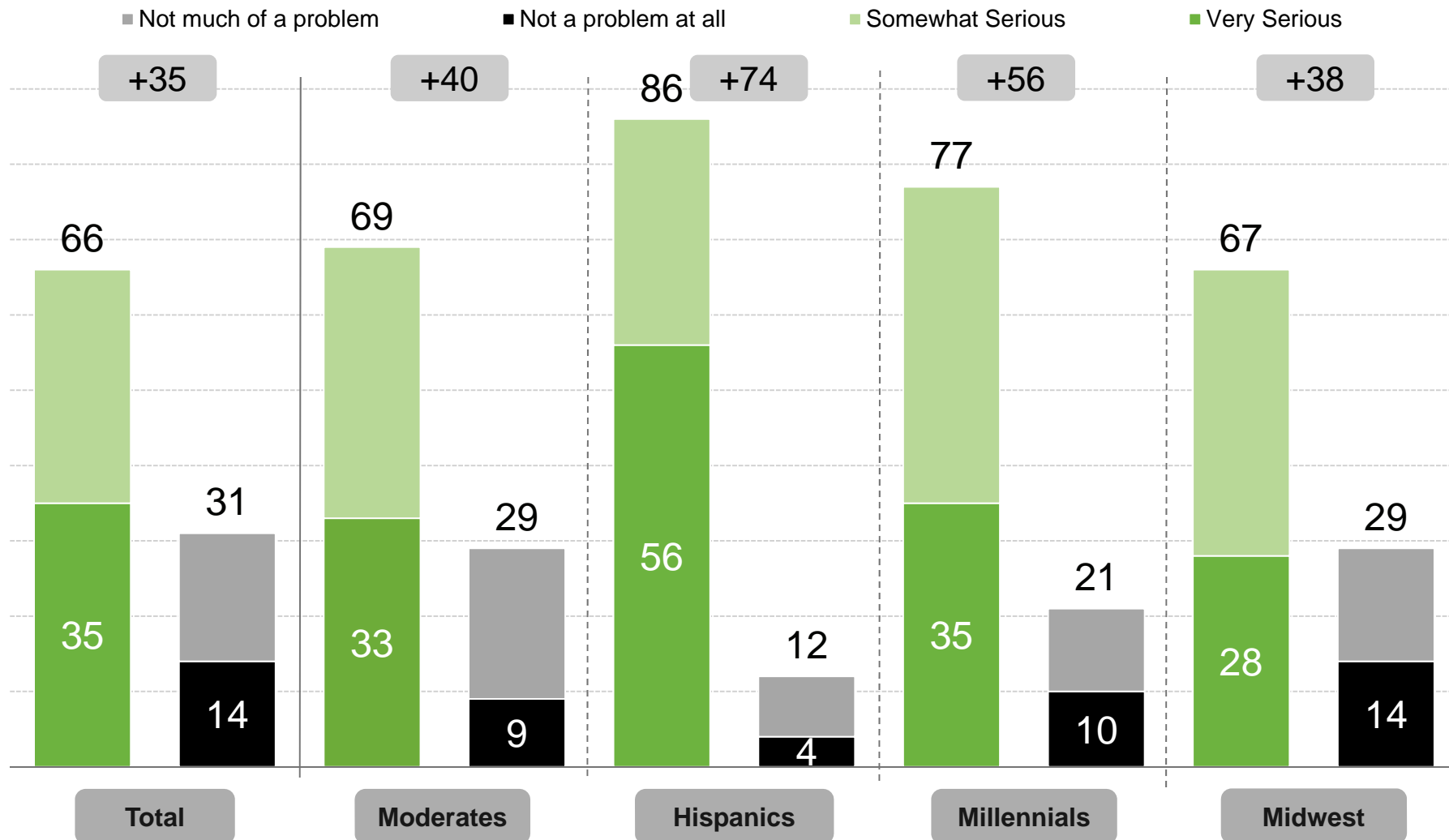


Do you think the federal government should be doing more or less to address the problem of **climate change or global warming / climate disruption**, or is it currently doing the right amount?



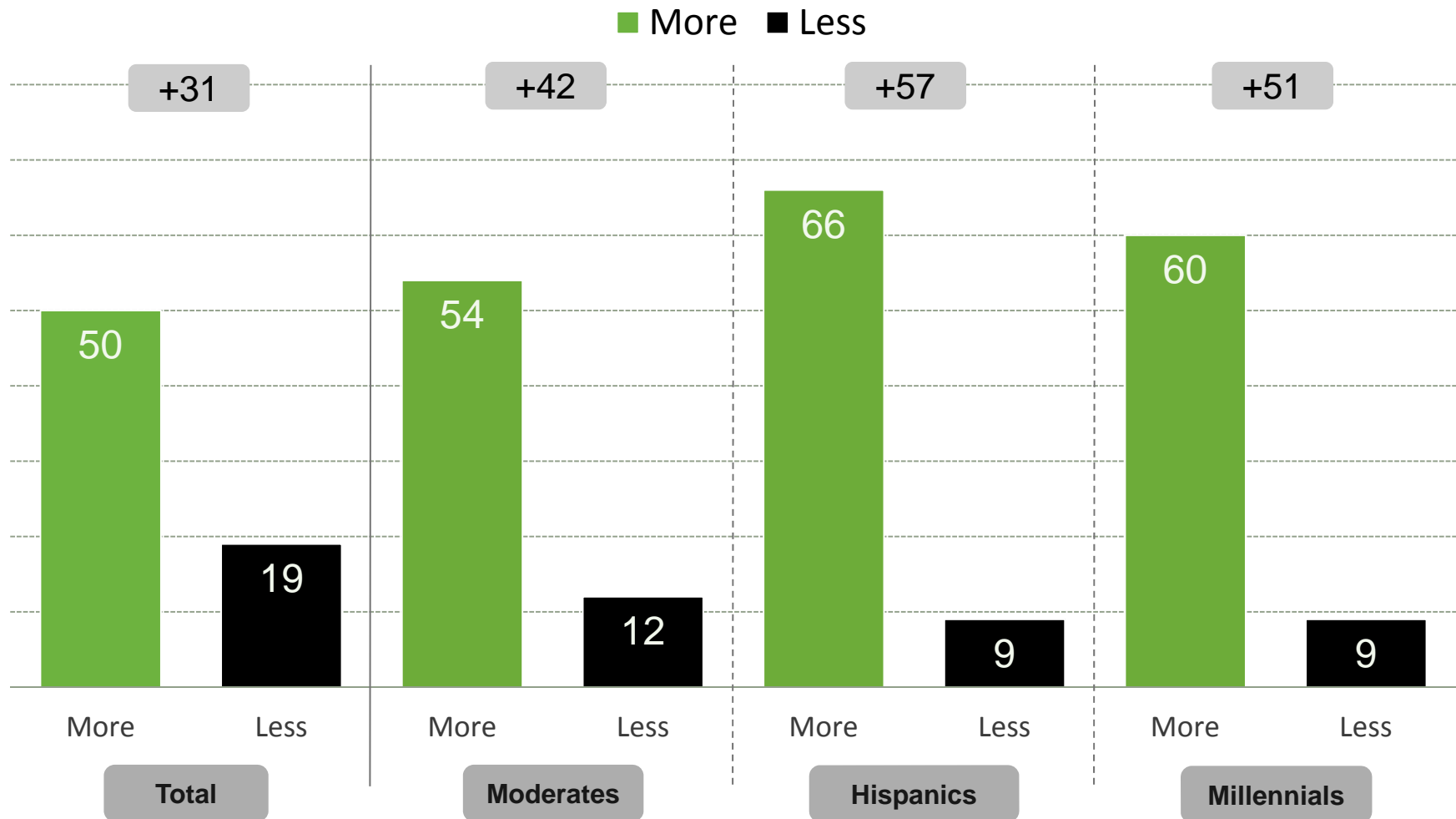
Moderates, Hispanics, Millennials and Midwest Voters View Climate as a Serious Problem

How much of a problem do you consider the issue of climate change or global warming to be -- a very serious problem, a somewhat serious problem, not that much of a problem, or not a problem at all?



Well Over 50 Percent of Moderates, Hispanics and Millennials Want Government To Do More To Address Climate

Do you think the federal government should be doing more or less to address the problem of **climate change or global warming / climate disruption**, or is it currently doing the right amount?



Three-quarters Point to Some Evidence of Climate Change; Seasonal Weather Patterns, Melting Glaciers/Ice Caps Most Popular Answers

Now, regardless of whether you think climate change or global warming is happening, please tell me which ONE or TWO things you believe are the best evidence that climate change or global warming is happening.

	% Responding		
(Melting glaciers and polar ice caps, rising oceans)	30	} Total Evidence: 73%	
(Changing seasonal weather patterns; big swings in temperature)	18		
(More/bigger storms, tsunamis/Superstorm Sandy)	10		
(Warmer/shorter and less severe winters)	9		
(Hotter/longer summers)	8		
(Extreme/crazy/erratic/changing weather in general)	8		
(Colder and more severe winters/Polar Vortex)	8		
(More/bigger natural disasters - droughts, fires, earthquakes)	7		
(More pollution/Worse air quality)	5		
(Higher temperatures; more extreme heat in general)	4		
(Evidence from scientists, academics)	2		
(Other)	5		
(None)	10		} Total Extreme Weather: 22% Total Seasonal Weather: 36% Total Weather: 52%
(No evidence of climate change/It's a natural phenomenon)	9		
(Evidence from Bible)	1		
(Don't know/Refused)	9		

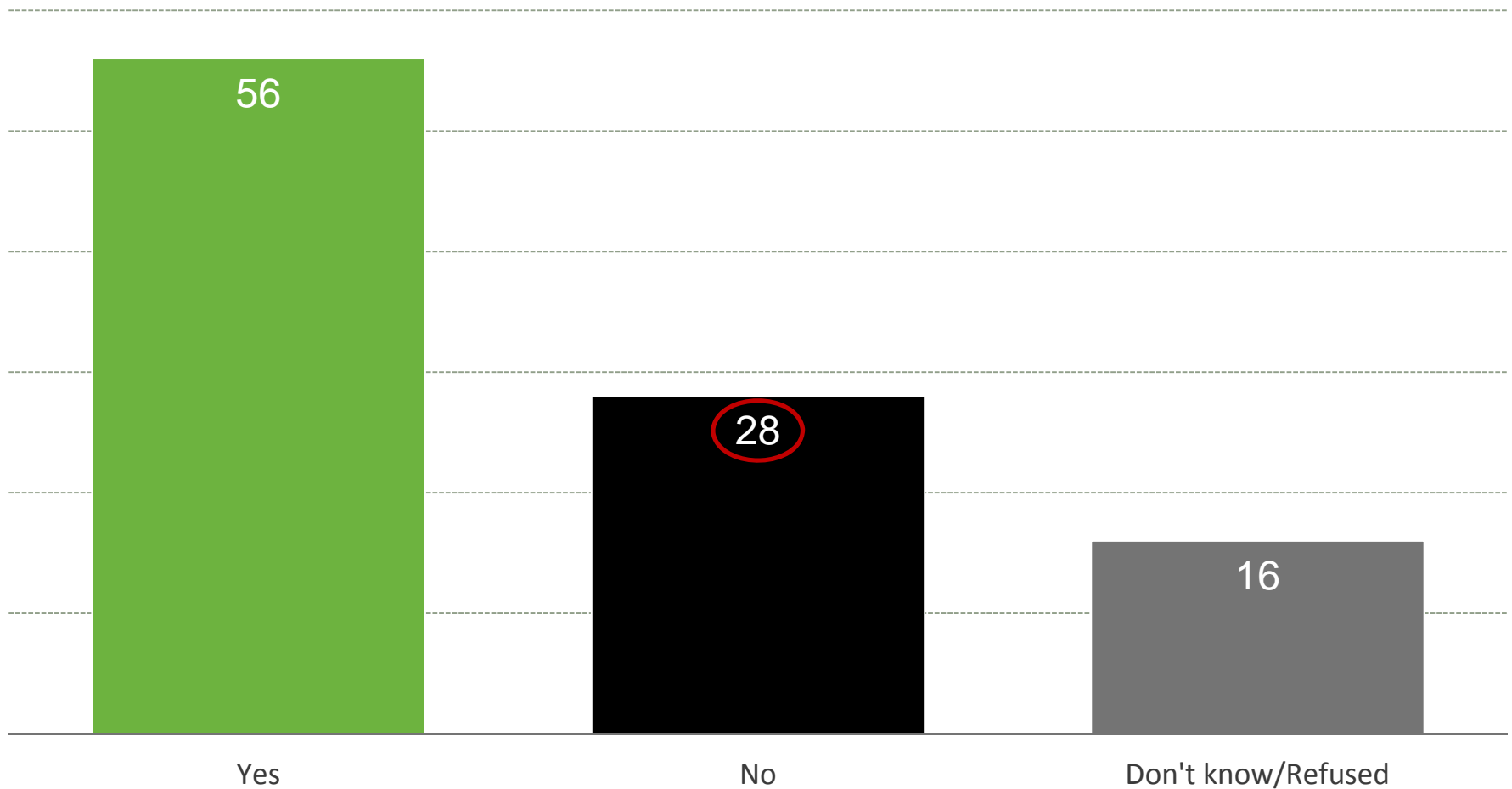


Carbon Pollution and the EPA Plan



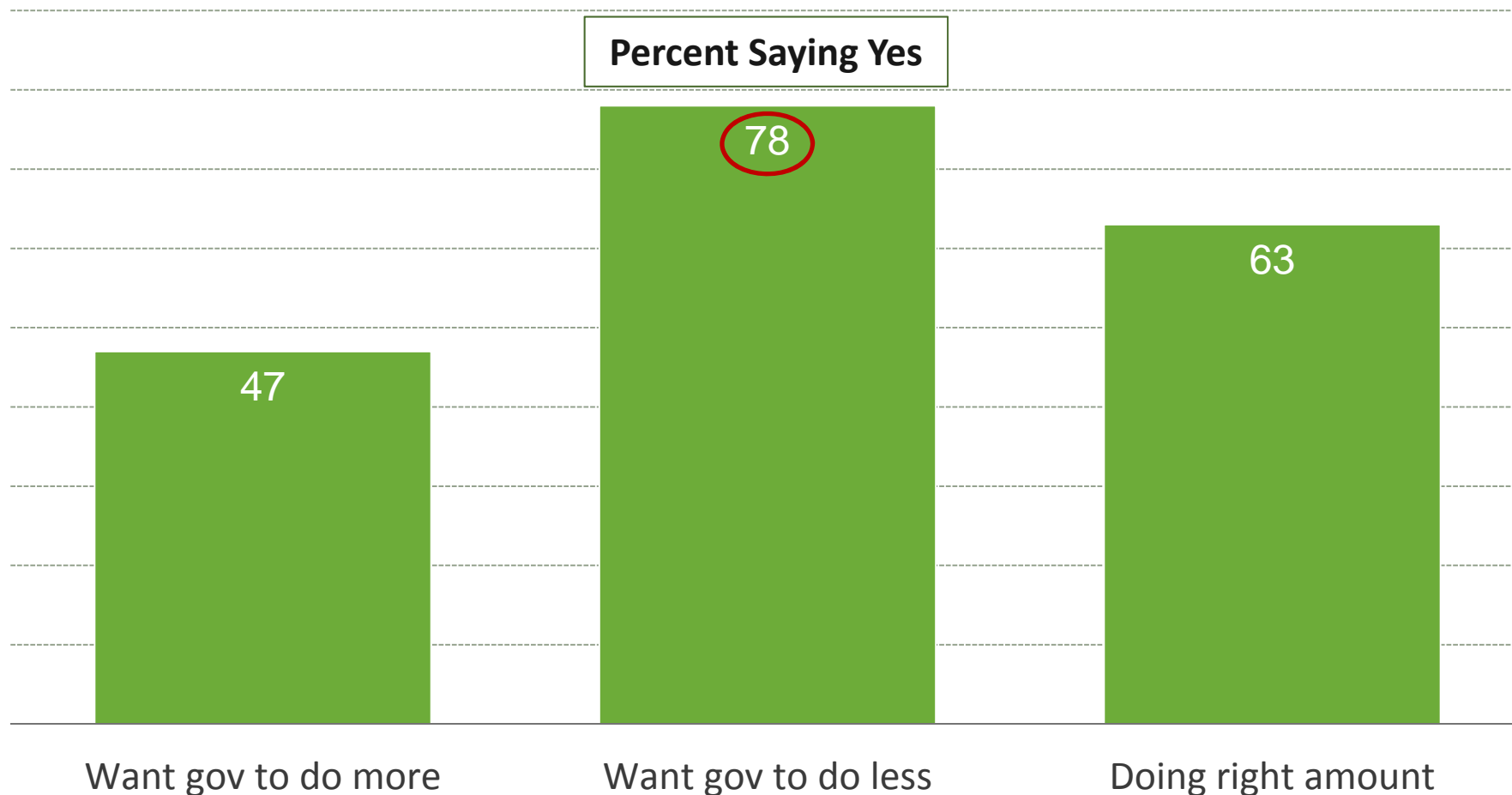
Few Know There Are Currently No Limits On The Amount Of Carbon Pollution Power Plants Can Release

Now let me ask you something different. To the best of your knowledge, do you think the federal government currently limits the amount of carbon pollution that power plants can release?



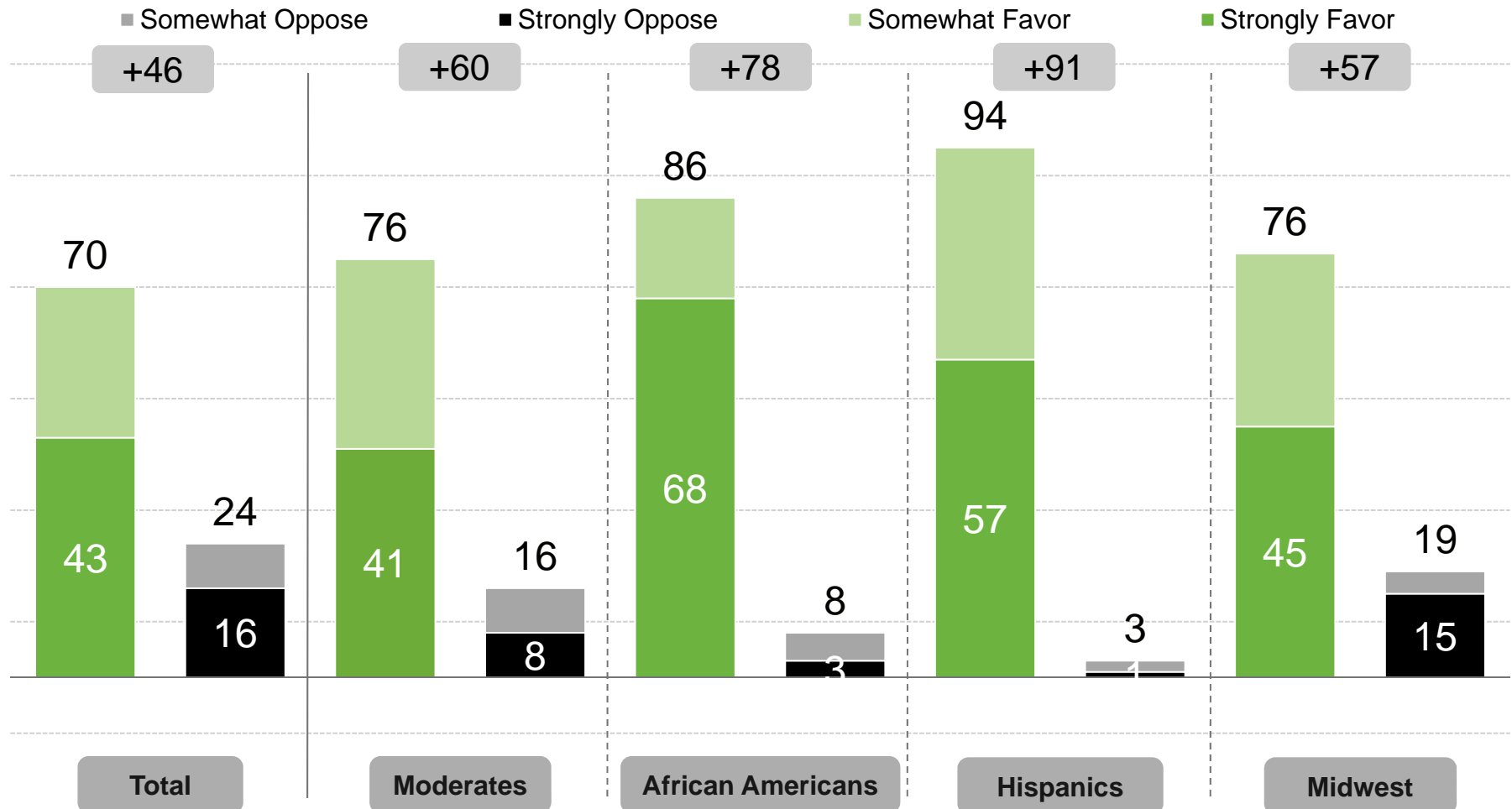
Those Not in Favor of More Government Action on Climate are Most Likely to Think It Already Is

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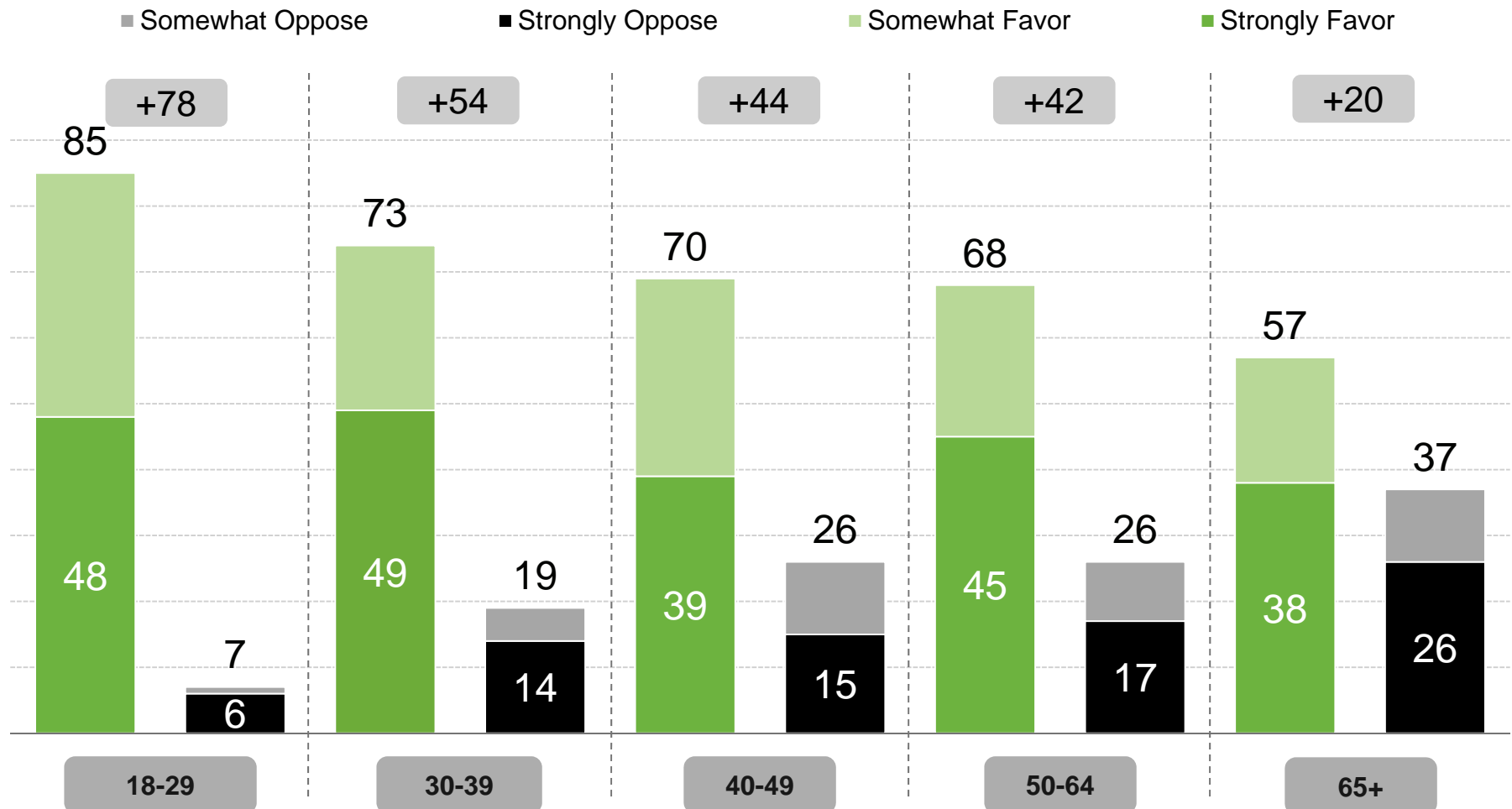
Broad Support for EPA Setting Limits on Carbon Pollution from Power Plants

As you may know, the president recently announced a new plan to combat climate change, or what some call climate disruption. The centerpiece of this plan is having the Environmental Protection Agency, or EPA, place new limits on the amount of carbon pollution that power plants can release. Let me ask you, do you favor or oppose the plan to have the Environmental Protection Agency, or EPA, place new limits on the amount of carbon pollution that power plants can release?



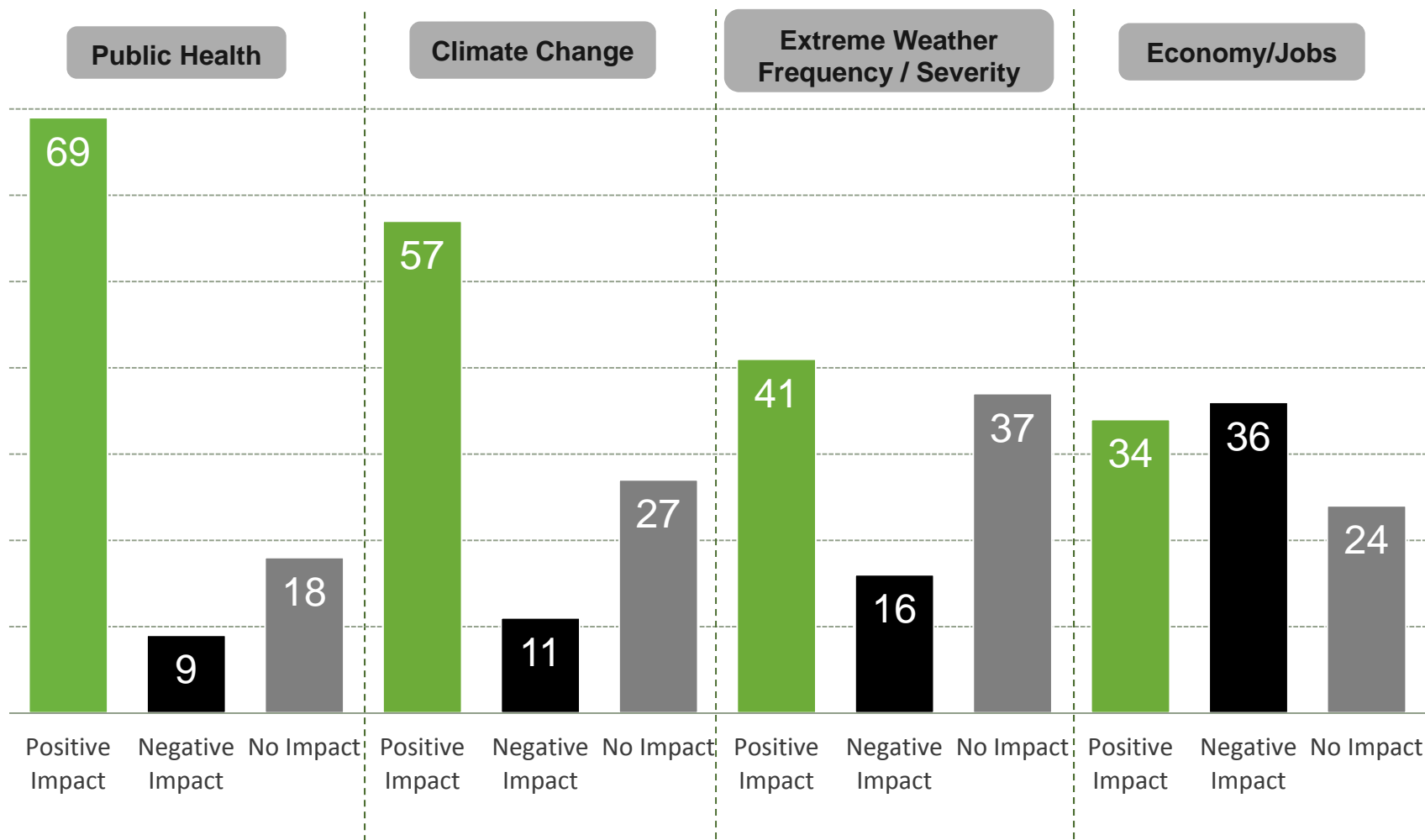
Huge Support From Millennials, Lower With Seniors

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Most Think Plan Would Make a Positive Impact on Public Health, Climate Change; Majority Rejects Idea Plan Will Harm Economy

Now I'm going to mention several areas that might be affected by this plan to reduce carbon pollution from power plants. After each one, please tell me whether you think this plan to reduce carbon pollution 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.



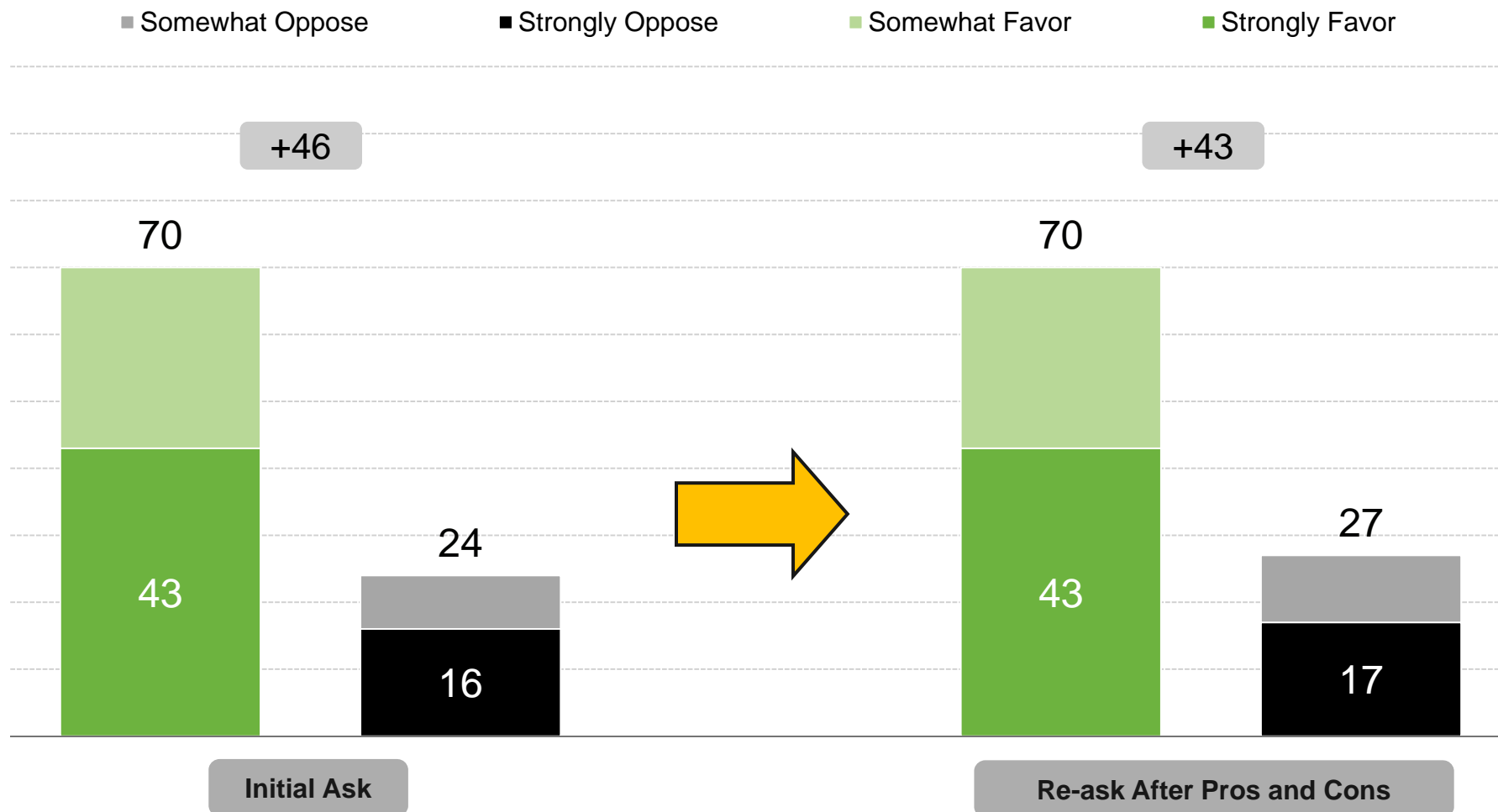
Those Who Believe Plan Will Not Impact Economy Overwhelmingly Support the Plan

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		Public Health		Economy and Jobs		
	Total	Positive impact	No impact	Positive impact	No impact	Negative impact
Favor	70	84	30	86	82	47
Oppose	24	12	65	7	16	48
Net	+46	+72	-35	+79	+66	-1

After Hearing Pros and Cons, Including Potential Rise in Rates, Plan Maintains 70 Percent Support

Sometimes in surveys like these people change their minds. Let me ask you again, do you favor or oppose the plan to have the Environmental Protection Agency, or EPA, place new limits on the amount of carbon pollution that power plants can release?





Appendix



Appendix: Regions

<u>Overall Region</u>	<u>Specific Region</u>	<u>State</u>
Northeast	New England	CT, ME, MA, NH, RI, VT
	Middle Atlantic	DE, NJ, NY, PA
Central	Midwest	IL, IN, MI, OH, WI
	Plains	IA, KS, MN, MO, NE, ND, SD
South	Deep South	AL, AR, FL, GA, LA, MS, NC, SC, TX, VA
	Border States	DC, KY, MD, OK, TN, WV
West	Mountain States	AZ, CO, ID, MT, NV, NM, UT, WY
	Pacific	AK, CA, HI, OR, WA

Appendix: Regional Breakdowns on Key Questions

	Climate Serious – Not Serious Problem	Net
Total	66-31	+35
New England	70-30	+40
Middle Atlantic	73-25	+48
Midwest	67-29	+38
Plains	59-40	+19
Deep South	68-30	+38
Border States	53-45	+8
Mountain States	59-38	+21
Pacific	72-26	+46
Northeast	72-26	+46
Central	64-32	+32
South	64-33	+31
West	68-30	+38

	Government Should Do More – Less	Net
Total	50-19	+31
New England	52-18	+34
Middle Atlantic	55-16	+39
Midwest	46-14	+32
Plains	40-17	+23
Deep South	53-21	+32
Border States	33-28	+5
Mountain States	49-27	+22
Pacific	61-15	+46
Northeast	54-17	+37
Central	44-15	+29
South	48-22	+26
West	57-19	+38

Appendix: Regional Breakdowns on Key Questions

	Current Regulations: Yes – No	Net
Total	56-28	+28
New England	53-32	+21
Middle Atlantic	53-27	+26
Midwest	64-21	+43
Plains	72-15	+57
Deep South	51-35	+16
Border States	58-22	+36
Mountain States	64-22	+42
Pacific	49-32	+17
Northeast	53-28	+25
Central	67-19	+48
South	52-32	+20
West	54-29	+25

	EPA Plan: Favor – Oppose	Net
Total	70-24	+46
New England	60-36	+24
Middle Atlantic	76-20	+56
Midwest	76-19	+57
Plains	70-26	+44
Deep South	68-26	+42
Border States	74-20	+54
Mountain States	58-34	+24
Pacific	67-22	+45
Northeast	71-24	+47
Central	74-22	+52
South	69-24	+45
West	64-26	+38

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