

TO: Climate Action Campaign / League of Conservation Voters

FROM: Hart Research Associates

DATE: June 16, 2014

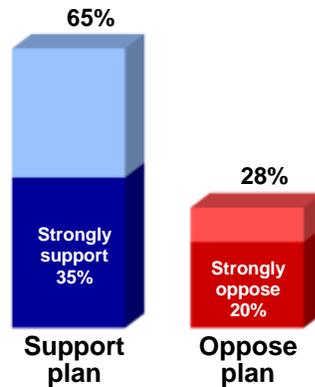
RE: Public Support for the Clean Power Plan

From June 6 to 10, 2014, shortly after the release of the EPA's new standards for carbon pollution for existing power plants, Hart Research conducted a national telephone survey with 806 registered voters to understand the public's reaction to the plan. Several key points emerge from this survey.

- **Nearly two-thirds of Americans support the standards, more than twice the number who oppose them.** Fully 65% of voters say they support the following plan, compared with 28% who oppose it.

Two in three voters support the Clean Power Plan.

*Support for EPA Clean Power Plan**



* Description prior to question:

"The Clean Power Plan announced by the Environmental Protection Agency is designed to cut carbon pollution from existing power plants by as much as 30% by 2030. States would have flexibility in how they achieve these reductions, and could consider options such as coal plant modernization, switching from coal to natural gas, improving energy efficiency, or promoting renewable energy sources such as wind and solar. If a state does not come up with its own plan, the EPA could require the state to adopt a federal plan instead."

In an important sign of momentum for the plan, those who *strongly* support this plan outnumber those who strongly oppose it by 15 percentage points (35% to 20%).

- **Democrats and independents are solidly in favor of this plan, but there is quite a bit of support among Republicans as well, particularly Republican women.** Democrats overwhelmingly endorse the plan (88% support), as do two in three (66%) independents. Republicans' support is at an appreciable 39%, and, in fact, a 51% majority of Republican women endorse the standards. Fifty-two percent (52%) of Republicans overall oppose the plan, due mostly to Republican men who oppose the standards by a margin of 64% to 30%.

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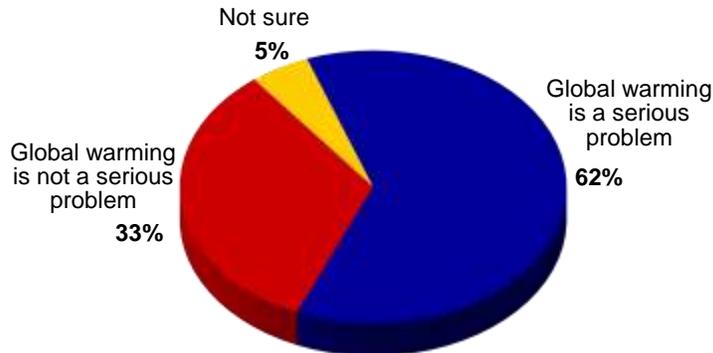
- **Support for the EPA’s plan crosses geographic, socioeconomic, and generational lines.** Support for the standards exceeds 60% in every region of the country, and they are endorsed by voters in all age and income brackets, with younger voters and those in middle- and lower-income households especially supportive.

	<u>Support</u>	<u>Oppose</u>
	<u>%</u>	<u>%</u>
Northeast	69	24
South	62	33
Midwest	67	26
West	65	27
Income under \$40,000	68	27
Income \$40,000 to \$80,000	71	24
Income over \$80,000	63	29
Age 18-34	79	14
Age 35-49	66	30
Age 50-64	62	32
Age 65 and older	53	36

- **A key dynamic of public opinion on the plan is that a large majority of voters believe climate change to be a serious problem.** Sixty-two percent (62%) of voters say that climate change is a serious problem facing the country, while 33% say it is not. This question was not asked in the context of the Clean Power Plan (in fact it was asked near the beginning of the survey, before any mention of the plan was made), but attitudes about climate change correlate closely to feelings about the plan. Those who say climate change is a serious problem support the plan by a *margin of more than eight to one* (85% support, 10% oppose), while 63% of voters who say it is not a serious problem oppose the plan. However, it is worth noting that nearly 30% of this latter group still favor the Clean Power Plan.

Voters see climate change as a serious problem.

Thinking about the issue of global warming, also known as climate change, do you think this is a serious problem facing this country, or not a serious problem?



- **Voters cite many reasons why the Clean Power Plan is important, with the negative health effects of climate change and our obligation to future generations chief among these.** Among all voters, the top reasons for supporting the plan include:

- ✓ The EPA estimates that over the next 15 years, the plan will prevent as many as 6,600 premature deaths and 150,000 asthma attacks in children due to reductions in soot and smog – **70% very/fairly important reason to support plan**
- ✓ We have an obligation to future generations to do something about the issue of climate change. We must make sure that this is not a problem that we simply pass on to future generations to deal with because it will just keep getting more expensive and painful if we put it off – **68% very/fairly important**
- ✓ This plan will result in a net increase in American jobs by encouraging electric companies to invest in re-tooling their older power plants with new, cleaner technologies, and by advancing the development of solar, wind, and other clean energy industries – **66% very/fairly important**
- ✓ The EPA estimates that the plan will save as much as ninety-three billion dollars in health costs over the next 15 years because of things like fewer hospitalizations, fewer doctor visits, fewer missed work days, and other factors – **65% very/fairly important**