



**GREENBERG QUINLAN ROSNER** RESEARCH

# Sierra Club National Survey on Coal, Climate and Carbon Pollution

Key Findings

February 4, 2014



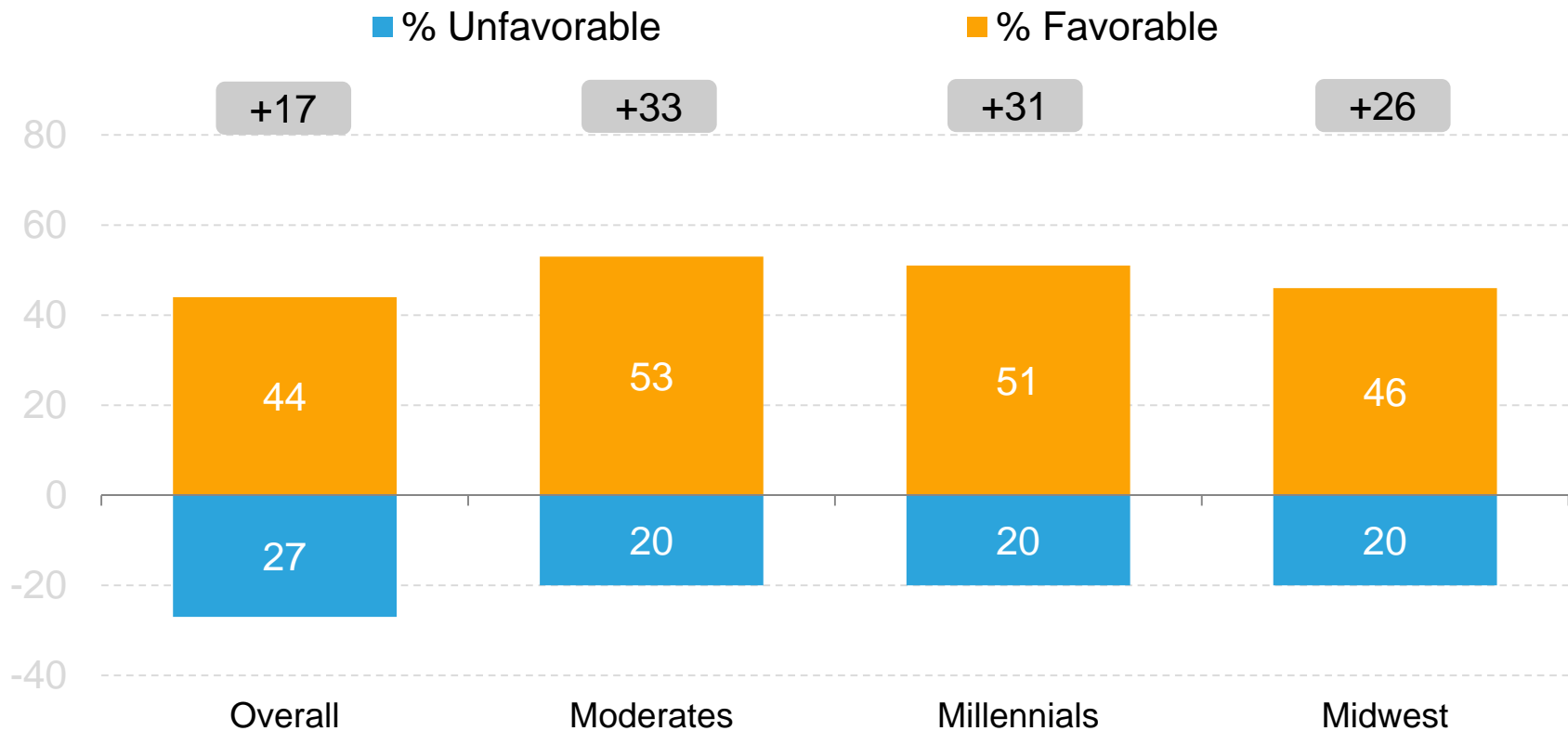
# Methodology

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.

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

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.

## Environmental Protection Agency



# 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

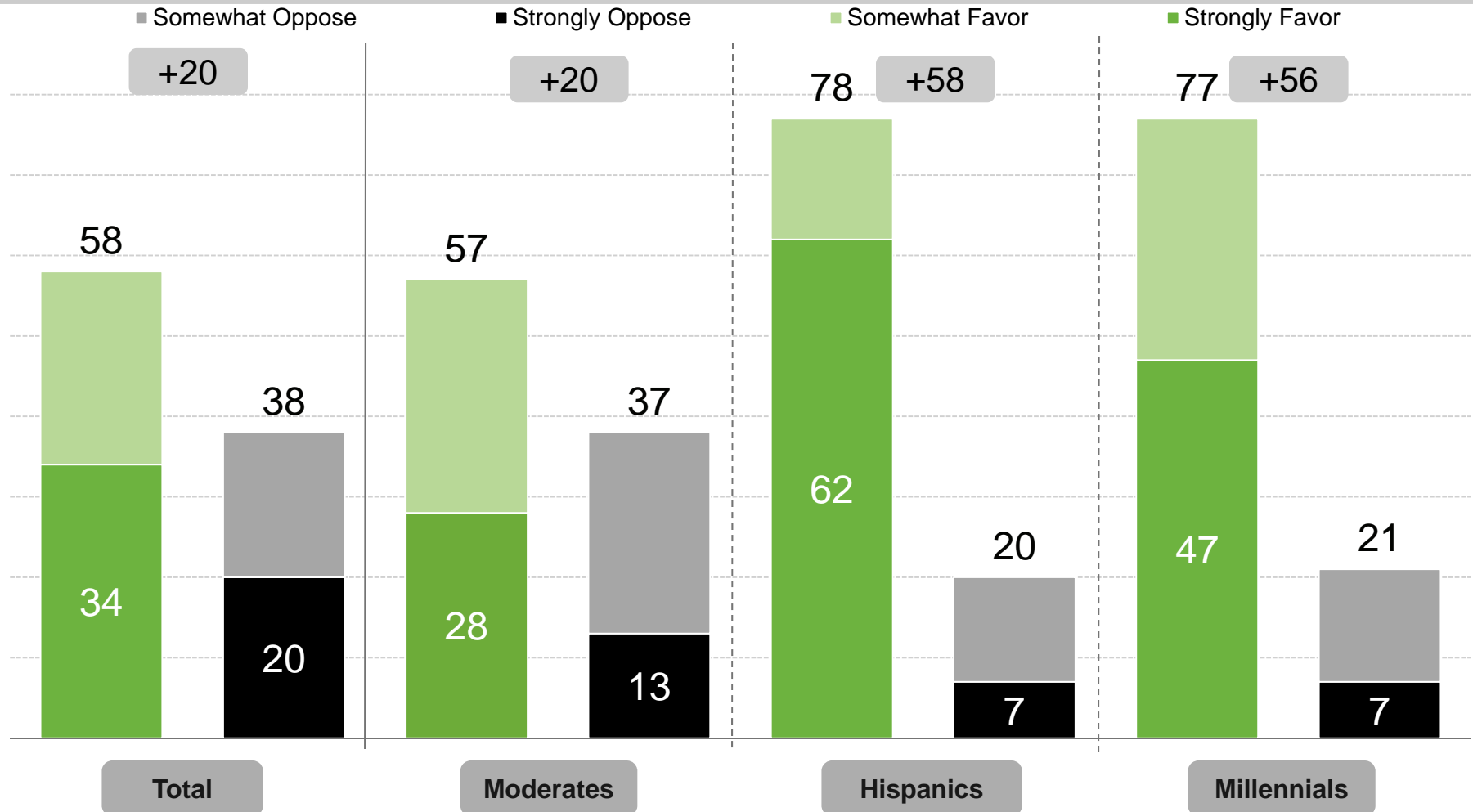
33

26

Total

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

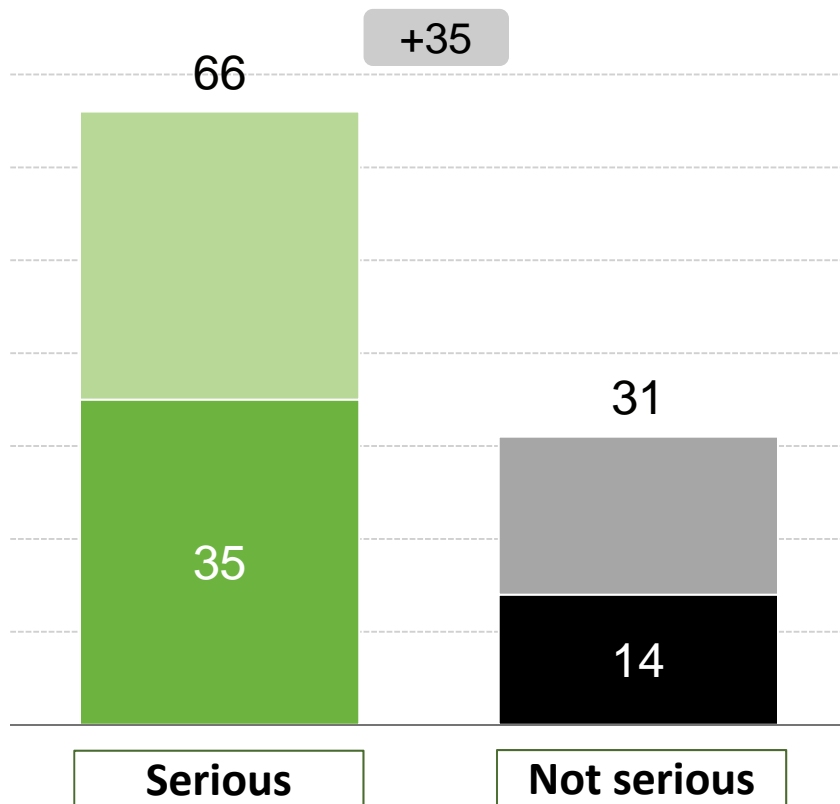
Some people have proposed that the U.S. make it a national goal to move entirely away from coal as an energy source and replace it with renewable energy like wind and solar by the year 2030. From what you know, would you favor or oppose the U.S. **moving entirely away from coal/fossil fuels like coal,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



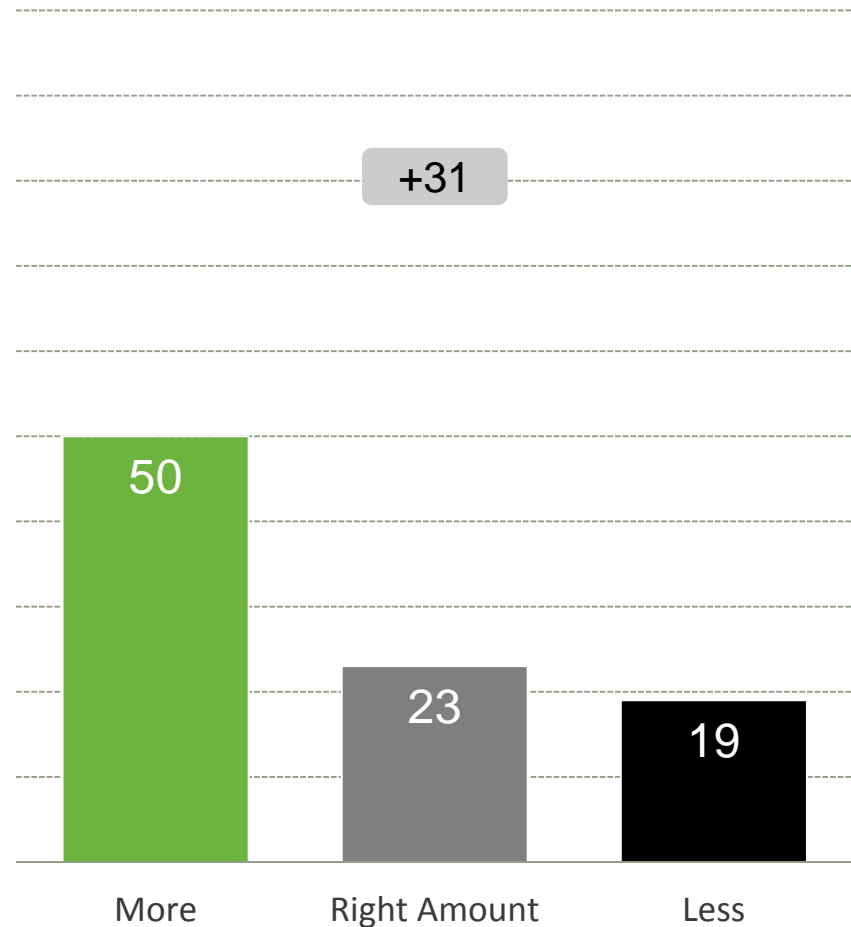
# Most Think Climate Change is a Serious Problem, and Want the Government to Do More to Address It

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

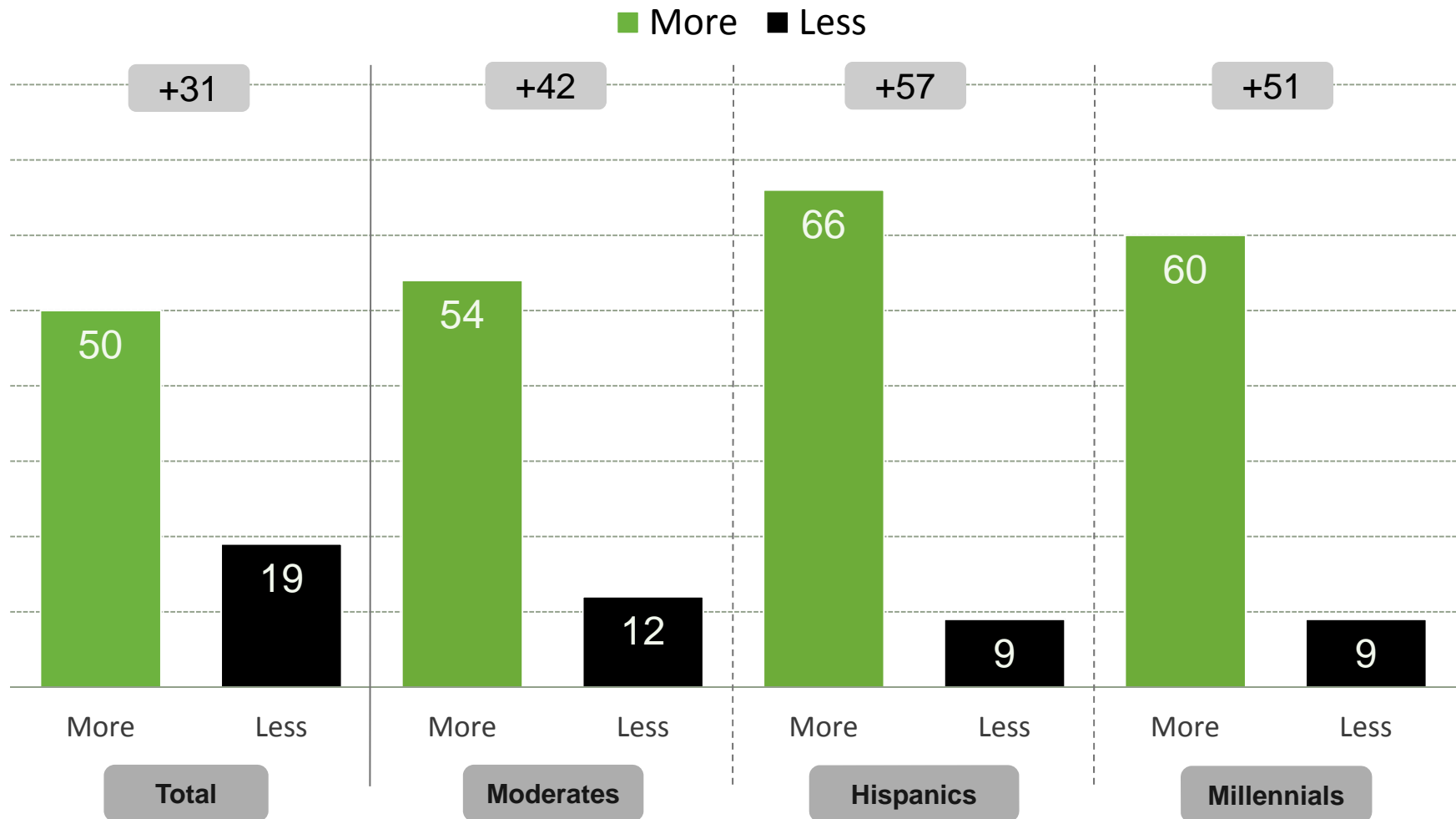


Do you think the federal government should be doing more or less to address the problem of **climate change or global warming / climate disruption**, or is it currently doing the right amount?



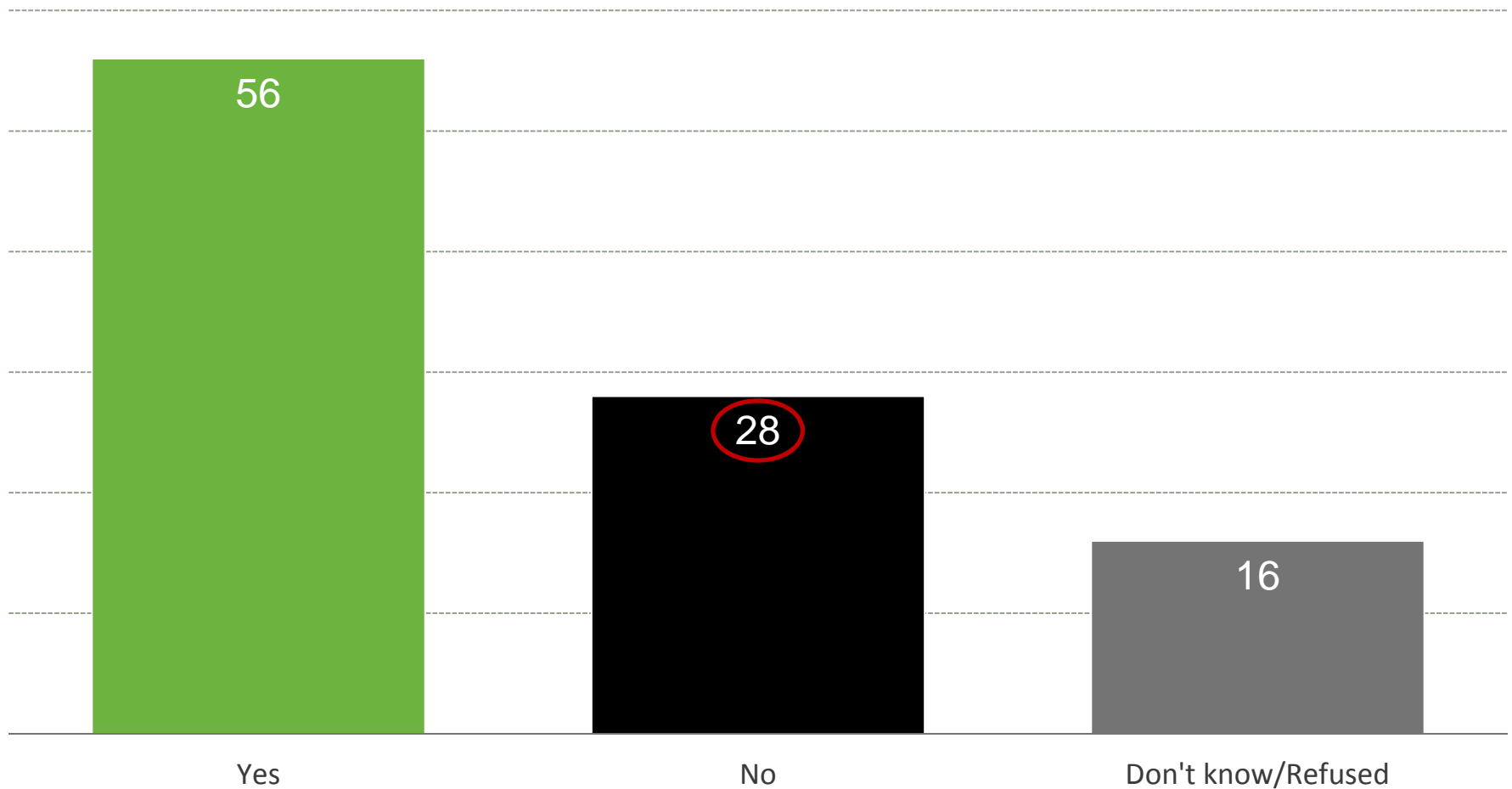
# Well Over 50 Percent of Moderates, Hispanics and Millennials Want Government To Do More To Address Climate

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?



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

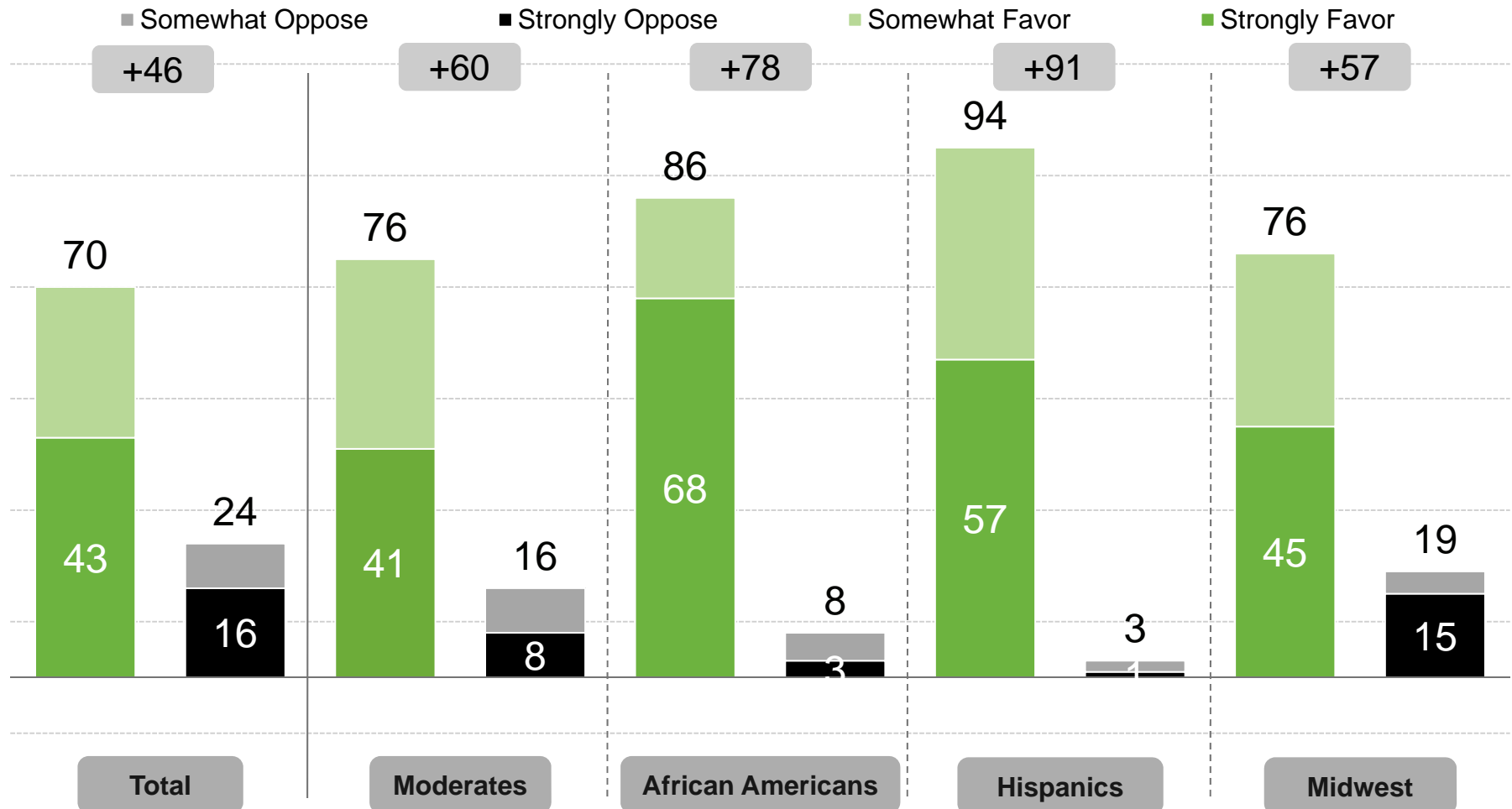
*Now let me ask you something different. To the best of your knowledge, do you think the federal government currently limits the amount of carbon pollution that power plants can release?*





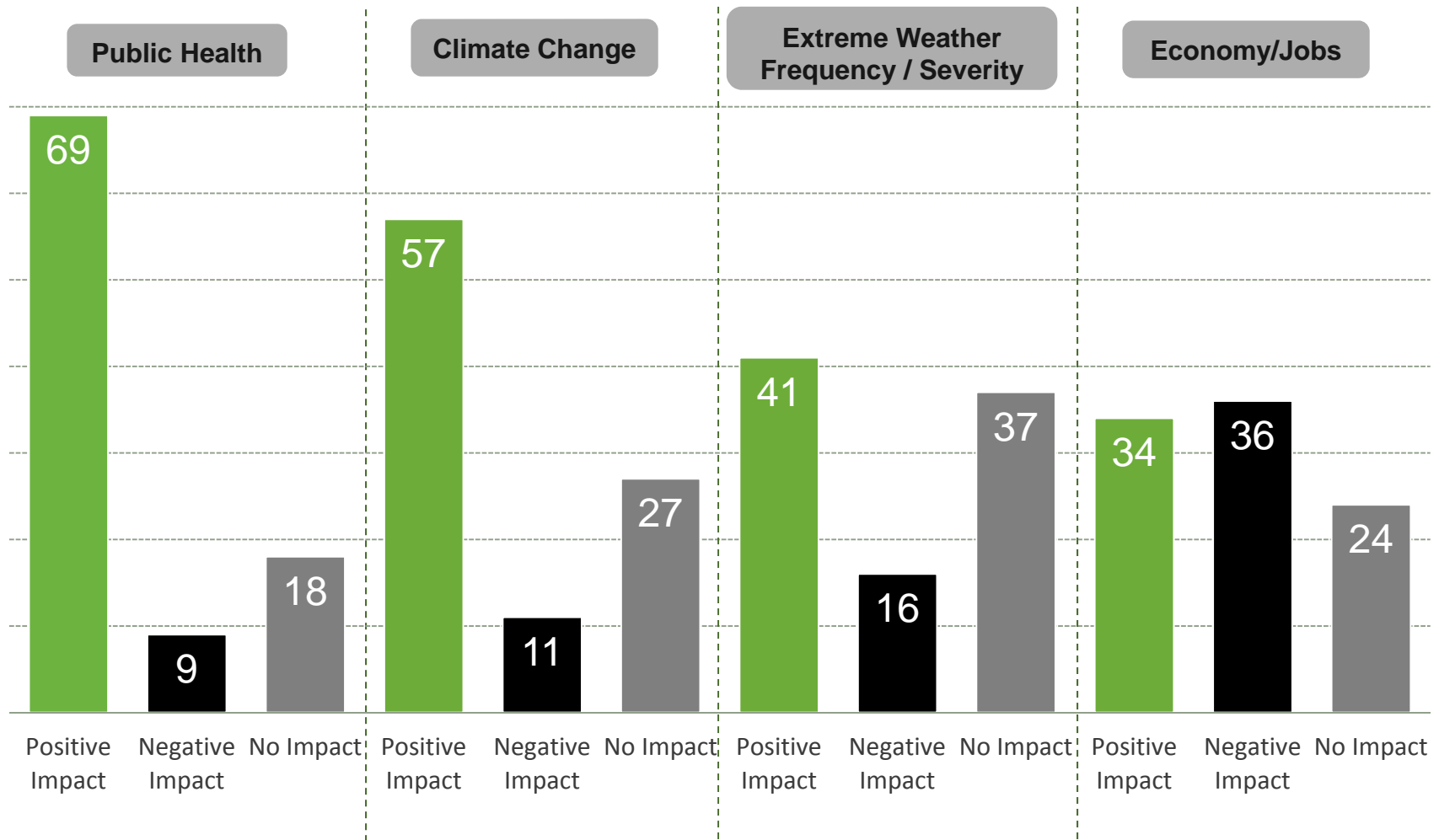
# Broad Support for EPA Setting Limits on Carbon Pollution from Power Plants

*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?*



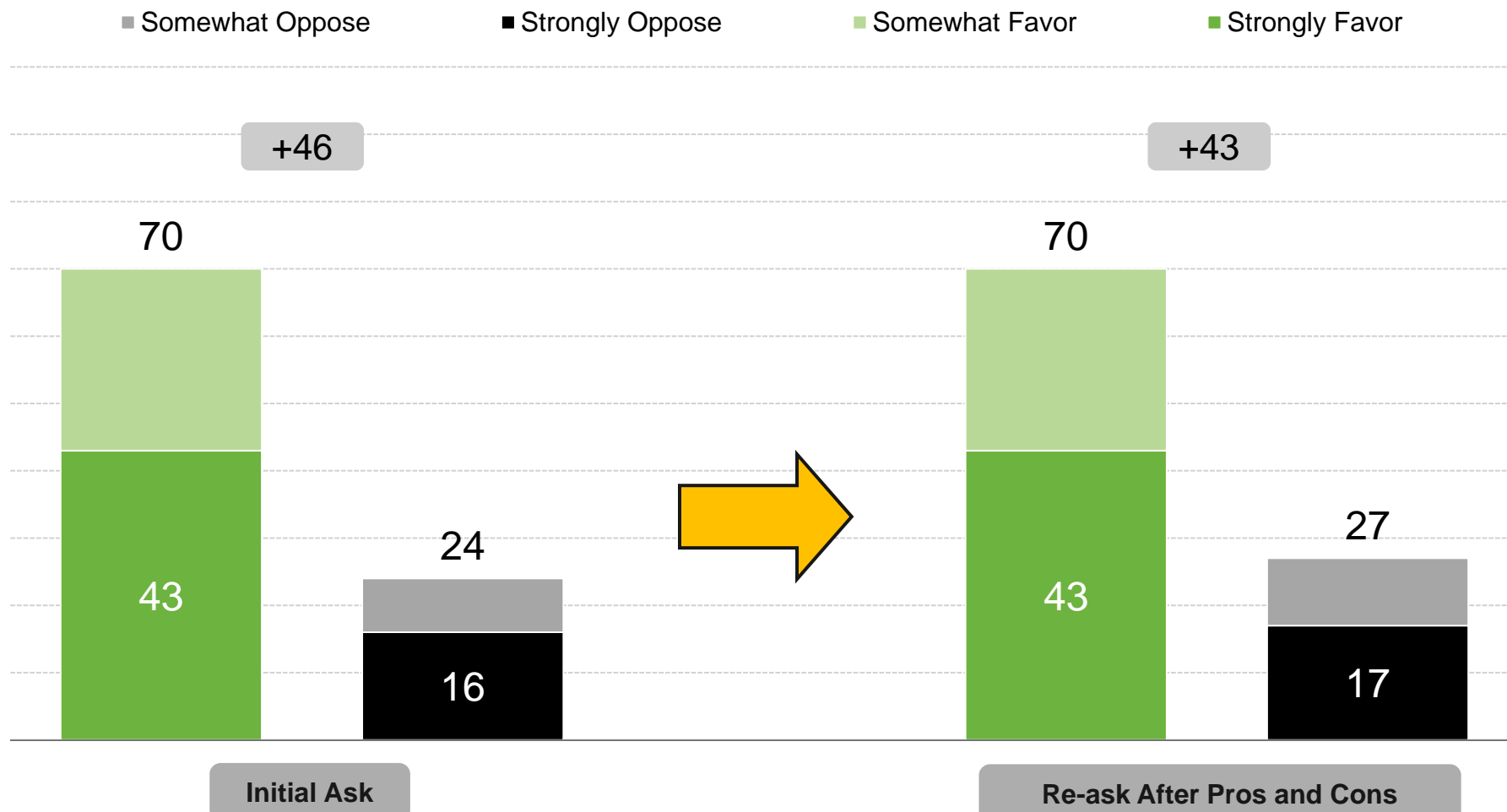
# Most Think Plan Would Make a Positive Impact on Public Health, Climate Change; Majority Rejects Idea Plan Will Harm Economy

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.



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

# **GREENBERG QUINLAN ROSNER** RESEARCH

WORLD HEADQUARTERS  
10 G Street, NE  
Suite 500  
Washington, DC 20002  
T: 202.478.8300  
F: 202.478.8301

EUROPEAN HEADQUARTERS  
56 Broadwick Street  
London, UK W1F 7AJT:  
+44.(0).207.096.5070  
F: +44.(0).207.096.5068

LATIN AMERICAN HEADQUARTERS  
Cabrera 6060, 7D  
C1414 BHN  
Ciudad de Buenos Aires, Argentina  
T: +54.11.4772.0813

[www.greenbergresearch.com](http://www.greenbergresearch.com) | [www.gqrr.com](http://www.gqrr.com)