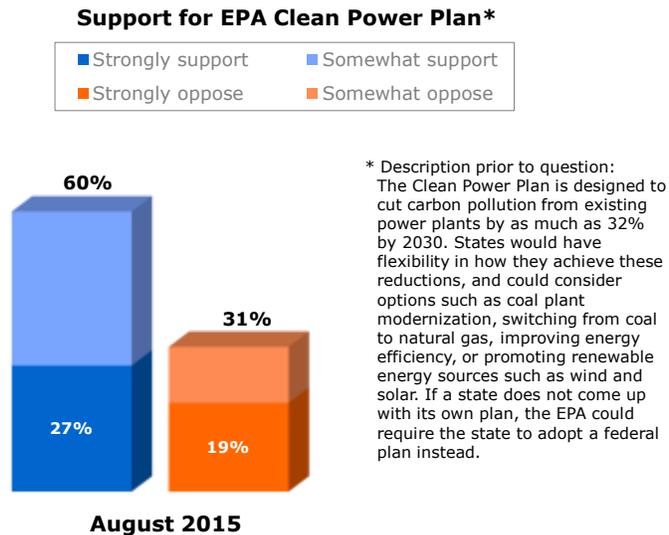


TO: League of Conservation Voters
FROM: Hart Research Associates and Chesapeake Beach Consulting
DATE: August 13, 2015
RE: Support for the Clean Power Plan

From August 4 to 6, 2015, shortly after the release of the EPA's final rules for the Clean Power Plan, Hart Research (D) and Chesapeake Beach Consulting (R) conducted a national telephone survey among 800 registered voters to assess the electorate's reaction to the plan.

- **A powerful majority of American voters favor the final version of the Clean Power Plan; in fact, support trumps opposition by nearly two to one.** Fully 60% of voters say they support the plan, while just 31% oppose it. In an important sign of momentum for the plan—those who strongly support this plan outnumber those who strongly oppose it by eight percentage points (27% to 19%).

Strong Voter Support for the Clean Power Plan



Notably, this margin remains nearly unchanged after voters hear a balanced debate from both supporters and opponents of the plan—the “informed” trial heat remains 60% (support) to 28% (oppose). (The verbatim language of the informed trial heat is included at the end of this memo.)*

Hart Research Associates

- **Support for the Clean Power Plan is strikingly broad—a majority of voters in every region of the country support it, as do a majority of voters in every age, education, and income category. While majorities of both Democrats and independents favor the plan, there is quite a bit of support among Republicans as well, particularly among Republican women and non-conservative Republicans.** As demonstrated in the following table, voters’ positive reaction to the final version of the Clean Power Plan cuts across key demographic cleavage lines.

	<u>Support</u>	<u>Oppose</u>
	<u>%</u>	<u>%</u>
Northeast	66	22
South	55	31
Midwest	57	30
West	61	28
Men	56	33
Women	62	24
Income under \$40,000	63	27
Income \$40,000 to \$80,000	62	30
Income over \$80,000	64	32
Age 18-34	70	21
Age 35-49	52	24
Age 50-64	58	31
Age 65 and older	59	27
Democrats	77	16
Independents	58	24
Republicans	42	46
Republican women	48	36
Non-conservative Republican	56	28

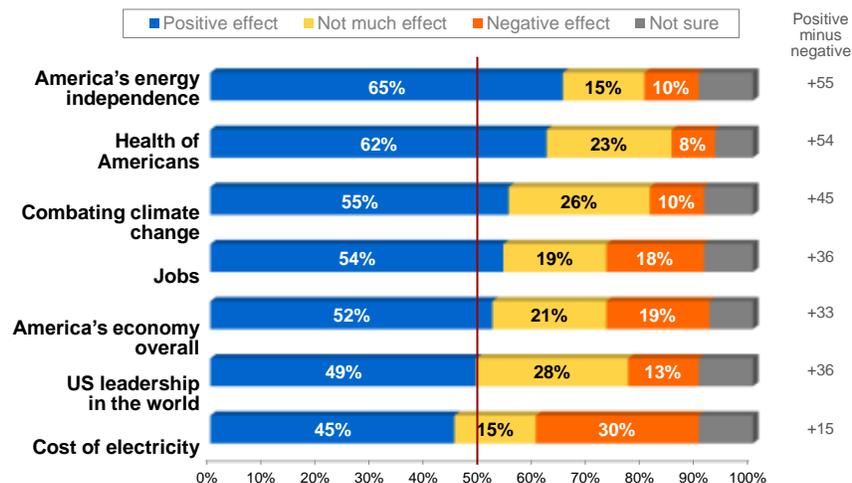
- **The depth of voters’ support for the Clean Power Plan is seen in their overwhelming desire for their own governors to develop a plan for their state to implement the new standards; fully 70% of voters want their states to cooperate, while just 17% do not.** Again, this sentiment is shared broadly across demographic and attitudinal subgroups, including a 58% majority of Republicans.
- **Other aspects of the Clean Power Plan draw even greater enthusiasm, with more than three in four voters saying they support greater investments in renewables and energy efficiency programs.** Intensity around these two components of the plan is especially strong: 53% of voters say they strongly support “increasing investment in renewable energy sources, such as wind and solar” (78% total support), and 50% say the same about “increasing investment in energy efficiency programs for homes and businesses”

(83% total support). In fact, these components are so popular that a majority of voters who oppose the CPP plan overall still express support for them.

- **Across a broad spectrum of potential outcomes, voters expect the impact of the Clean Power Plan to be more positive than negative; in fact, across all seven measures that were tested, voters expect a net positive effect, with significant benefits around energy independence, public health, and climate change.** In anticipating the plan's impact on the cost of electricity—an issue that opponents have spent considerable time and resources on—voters think the impact will be positive rather than negative by a 15-point margin (45% positive, 30% negative).

Voters see positive outcomes of the CPP in several areas

What effect do you think this plan to reduce carbon pollution, invest more in energy efficiency programs, and invest more in renewable energy sources will have on the following areas?



* SUPPORTERS of this plan say that cutting industrial carbon pollution is essential to keeping our air and water clean, protecting our kids' health, and reducing the effects of climate change on our communities. There are no limits on carbon pollution right now, so it is just common sense to have them. And this plan will spark innovation in energy technology and lead to more use of clean, renewable energy sources such as solar and wind power.

OPPONENTS of this plan say it will seriously harm our economy just as it is starting to improve. This plan will mean higher energy costs, making it more expensive for companies to do business and leading to thousands of job losses and higher prices for consumers. It will make electric service less reliable, all without having any real impact on climate change, because big polluters such as India and China do not do enough to limit pollution from their power companies.