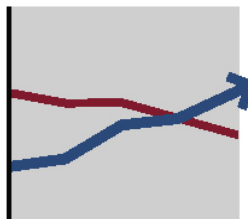


Survey on EPA Carbon Regulations in 9 Senate Battleground States

806 Voters across AR, AK, CO, IA,
LA, MI, NH, NC and VA

February 13-18, 2014



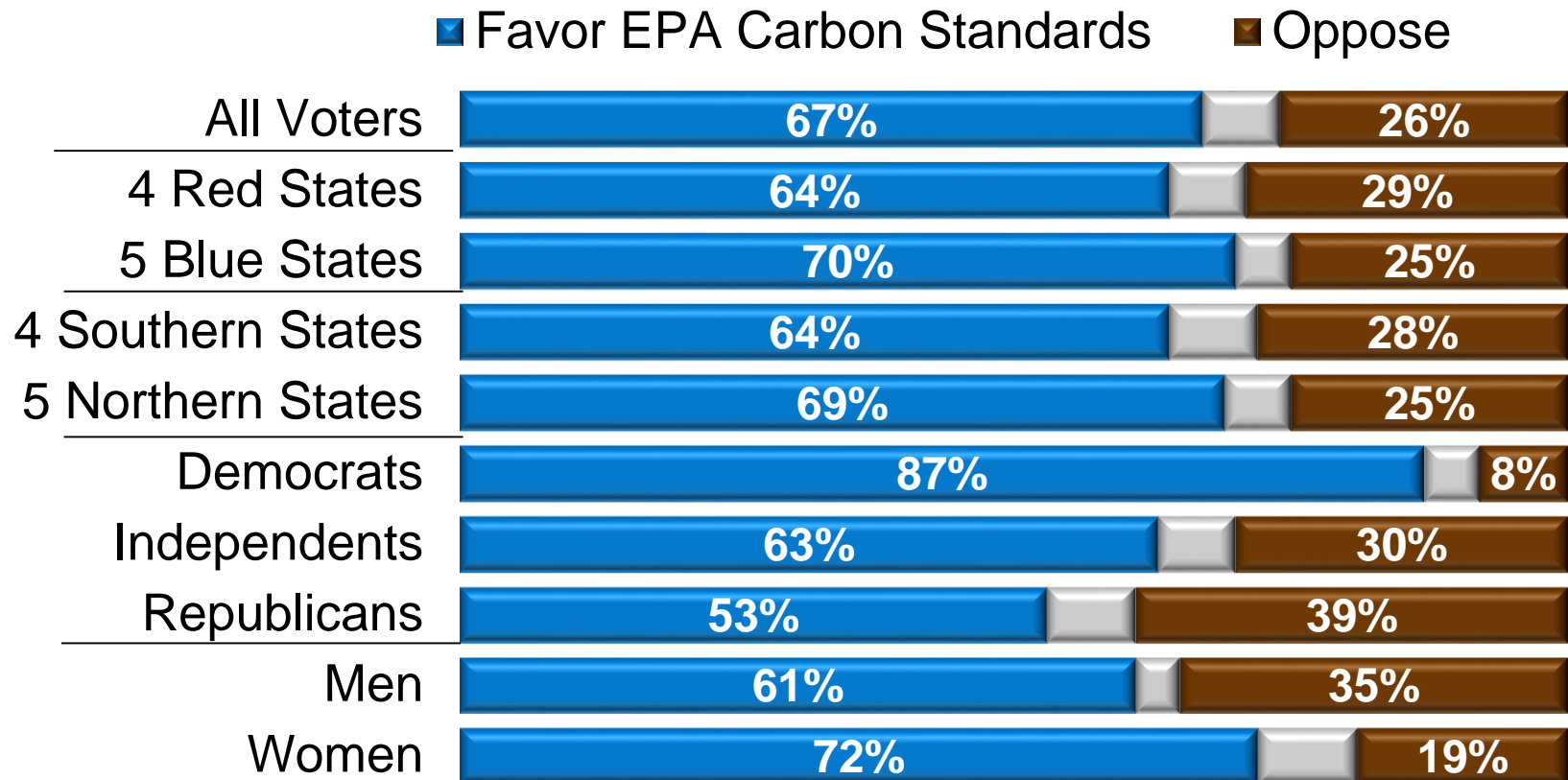
**HARSTAD STRATEGIC
RESEARCH, INC.**

Two-thirds of voters favor an EPA plan to address climate change that aims to reduce the amount of industrial carbon pollution released by power plants

Experts with the Environmental Protection Agency are working on a plan to address climate change that aims to reduce the amount of industrial carbon pollution released by power plants.

This plan addresses climate change by cutting the amount of industrial carbon pollution produced by the United States. Under this plan, the Environmental Protection Agency would establish the first-ever standards for power plants to limit the amount of carbon pollution they can emit.

Is this something you favor or oppose?



Majorities trust more the supporters of EPA regulations after hearing from both supporters and opponents on the issue

Based on this information, who do you trust more on this issue – opponents of the E.P.A. regulations, or supporters of the E.P.A. regulations?

■ Agree with Supporters ■ Opponents

All Voters



Supporters say ...

Plan key to clean air and kids' health. First ever limits on carbon pollution, sparking clean energy innovation.



Big polluters have stranglehold on DC. Must hold them accountable for asthma and climate disruption.

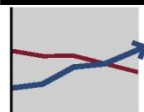


Utilities always overestimate cost of regulations. Over-charge and can't be trusted.



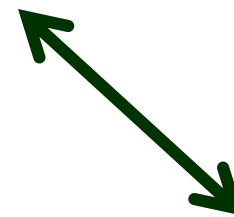
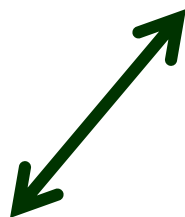
Opponents say ...

Obama's E.P.A. regs drive up cost of electricity. Will hurt businesses and kill jobs. Won't limit pollution from China and India. Putting ourselves at an economic disadvantage.



Message Triangle for Carbon Regulations – Based Upon the Top 3 of 8 Affirmative Messages Tested

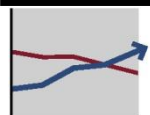
We have an obligation to our kids and grandkids to make the world safer and cleaner. But right now, there are no regulations on the billions of tons of carbon pollution emitted by old coal-burning power plants – none.



Carbon pollution contributes to climate change and the severe weather we've seen – the droughts, hurricanes, and floods. It also worsens worrisome health problems like the rate of childhood asthma attacks. Doing nothing is irresponsible.

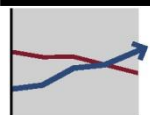
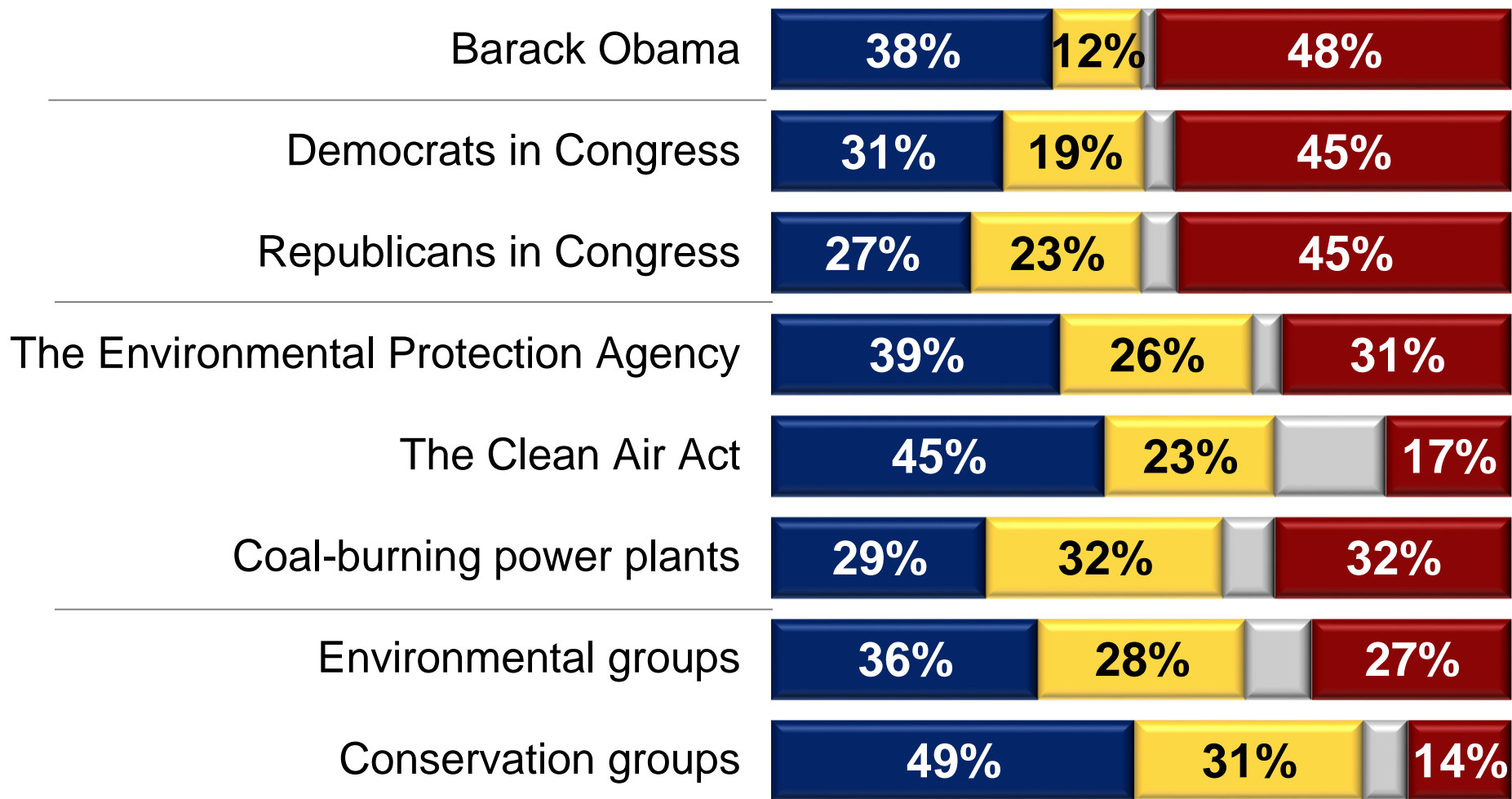


Its just common sense to encourage clean energy. We've already added hundreds of thousands of jobs in wind and solar. The job growth in clean energy is faster than the rest of the economy, and we've just scratched the surface.



Feelings toward the President and selected entities

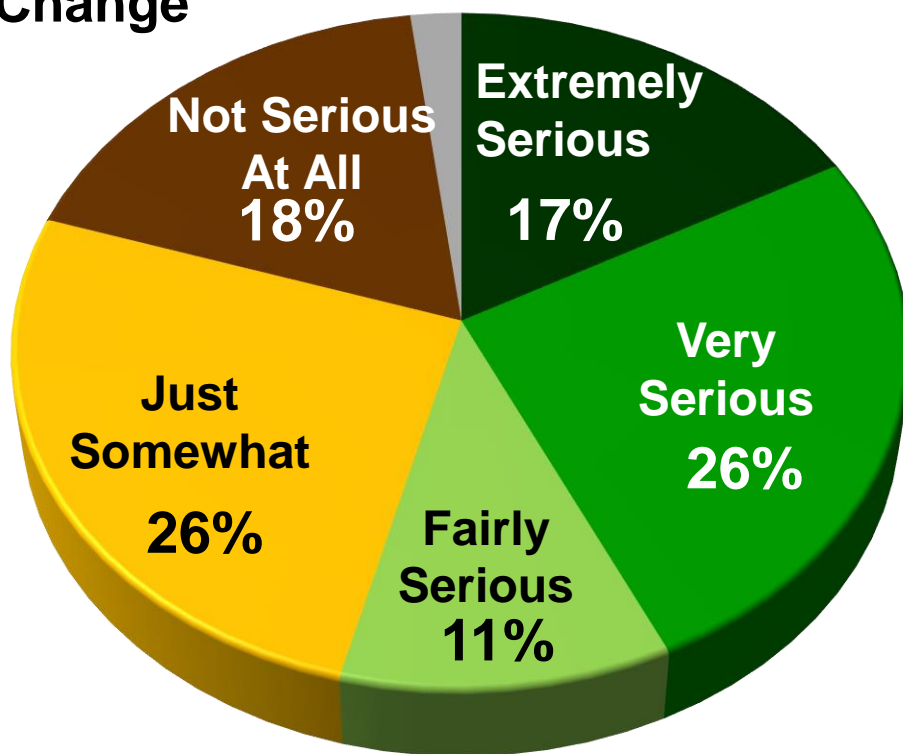
■ Positive ■ Neutral ■ Unsure ■ Negative



Three times as many voters consider the climate change problem to be serious versus those who dismiss it as not serious at all

How serious do you think the problem of climate change is – extremely serious, very serious, fairly serious, just somewhat serious, or not serious at all?

Seriousness of Climate Change

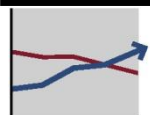


**Extremely +
Very + Fairly
Serious**

54% – All Voters

53% – 4 Southern States

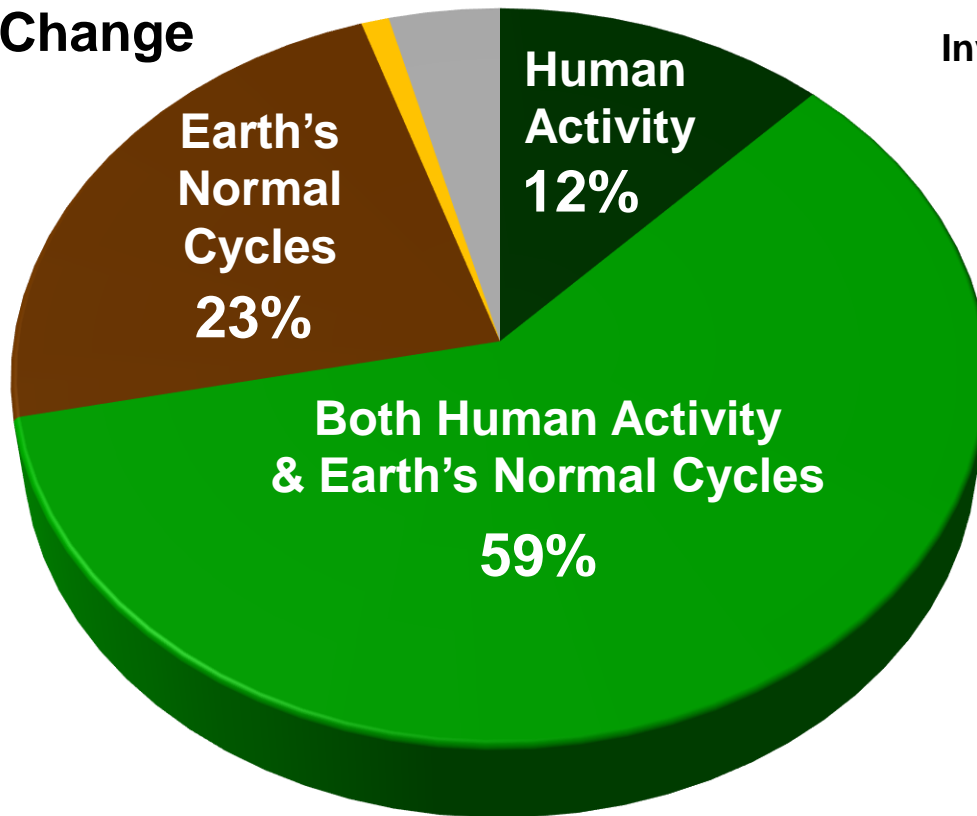
56% – 5 Northern States



Nearly 3/4ths of voters believe the burning of fossil fuels to be contributing to climate change

If climate change is happening, do you think it is due to the normal cycles in the earth's environment, to human activity such as burning fossil fuels like coal and oil – or is it a combination of the two – normal cycles and burning fossil fuels?

Cause of Climate Change

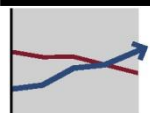


Involves Human Activities

71% – All Voters

70% – 4 Red States

73% – 5 Blue States



After the messaging, the 2/3rds support for the EPA carbon regulations holds steady with a modest increase in its intensity

This plan we've been discussing would cut the amount of industrial carbon pollution produced by the United States by having the E.P.A. establish first-ever standards for power plants to limit the amount of carbon pollution these plants can release.

Thinking back on everything you have heard, would you say this is something you favor or oppose?

