

GREENBERG QUINLAN ROSNER RESEARCH

American Lung Association

Cleaner Gasoline and Vehicle Standards Survey Findings

January 30, 2013

Methodology

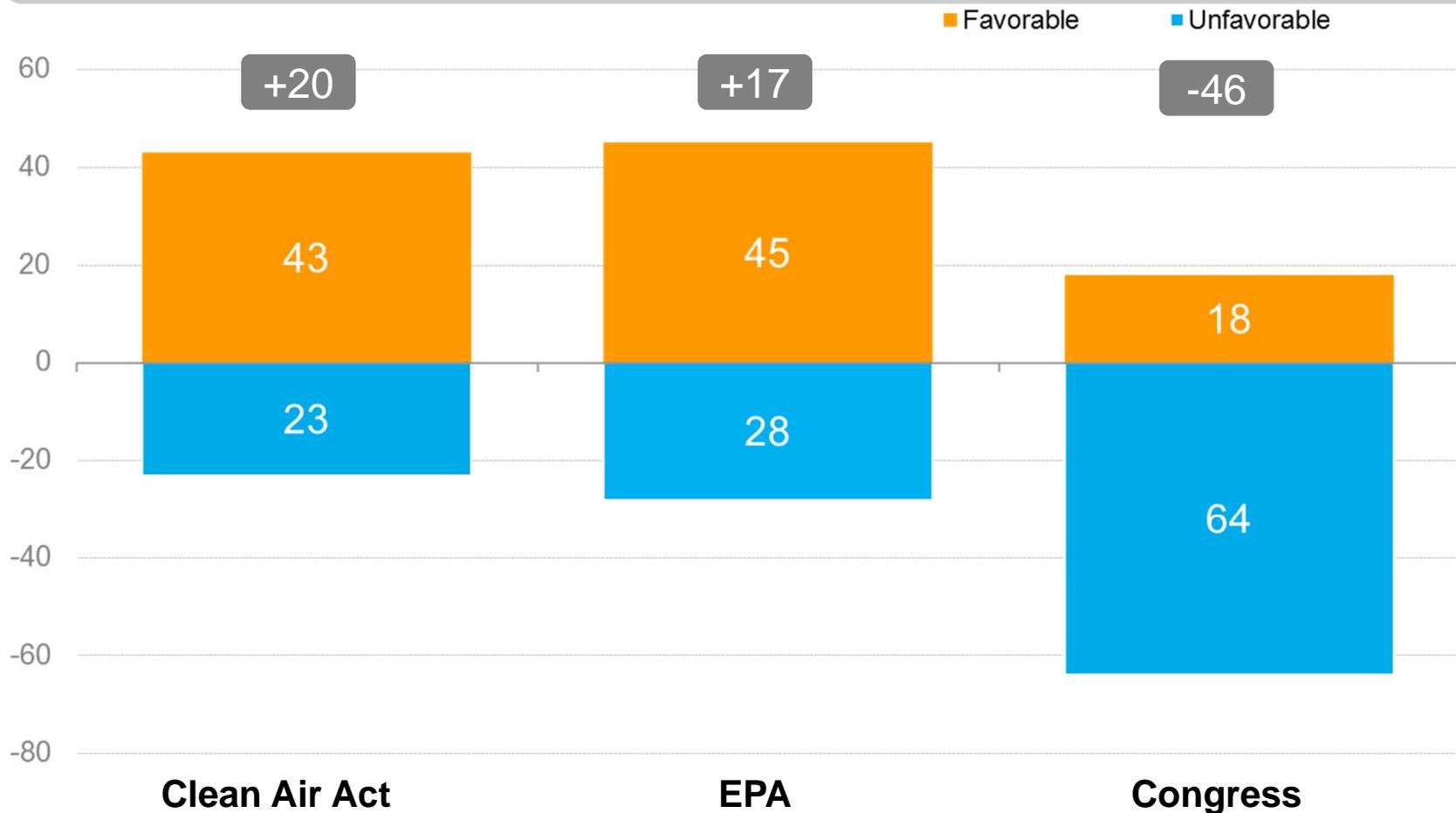
On behalf of the American Lung Association, Greenberg Quinlan Rosner Research and Public Opinion Strategies conducted a national survey of 800 registered voters. The survey was conducted by live interviewers among voters reached on landline and cell phones from January 13-16, 2013. The margin of error for the full sample is +/- 3.5 percentage points.

Key Findings

- **The Clean Air Act and EPA remain much more popular than Congress, whose ratings continue to sink**
- **Voters rate clean air a higher priority than reducing regulations**
- **Voters across the country strongly believe EPA should be doing more, not less, to reduce air pollution**
- **An overwhelming majority of voters support for stricter gasoline and vehicles standards. Solid majority support holds after balanced messaging**
- **Conservative Republicans are one of the few sub-groups that oppose EPA stronger environmental protections**

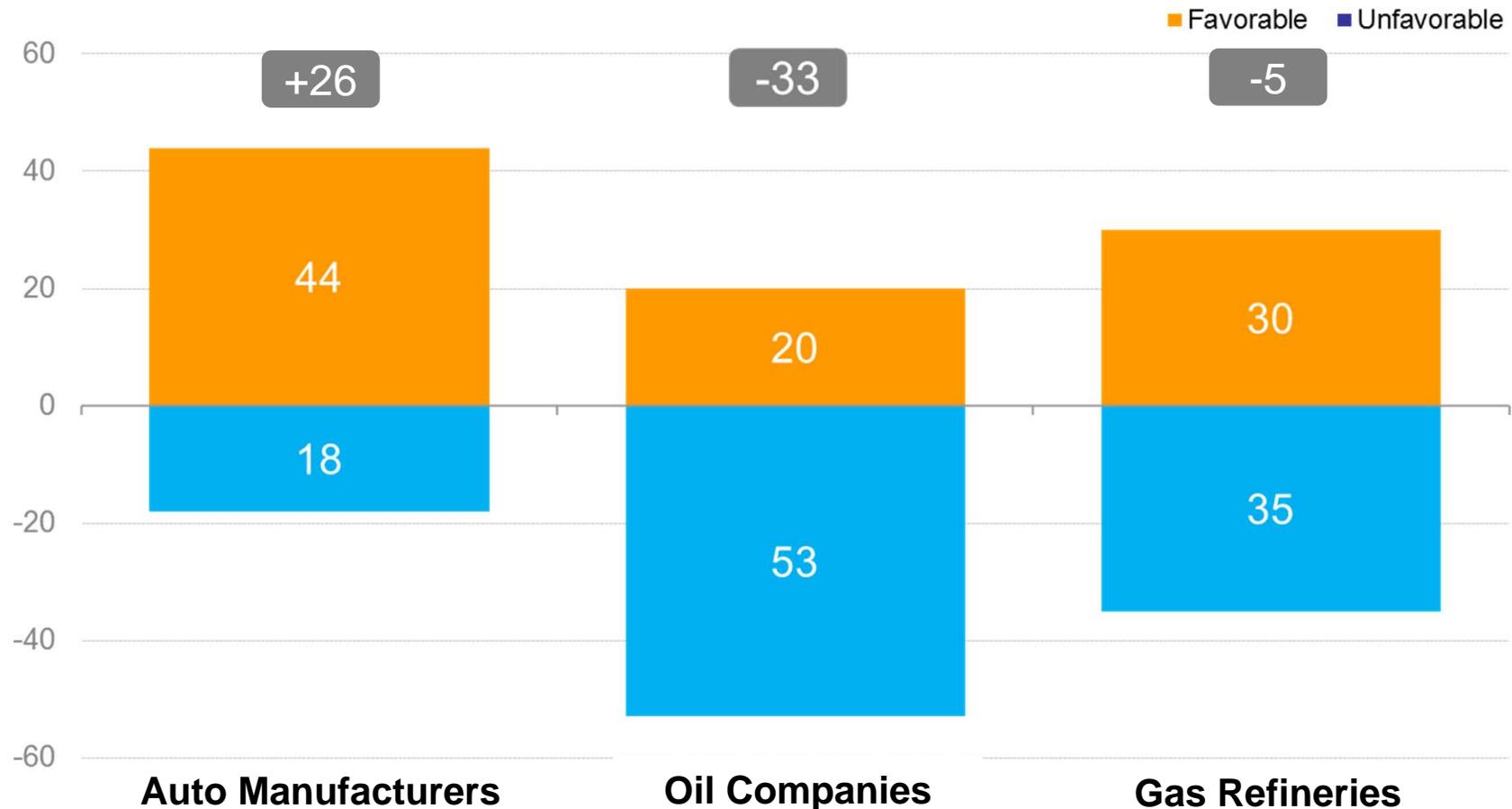
EPA, Clean Air Act Remain More Popular than Congress

Now, I'd like you 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.



Voters Positive on Auto Manufacturers, Negative on Oil Companies and Split on Gas Refineries

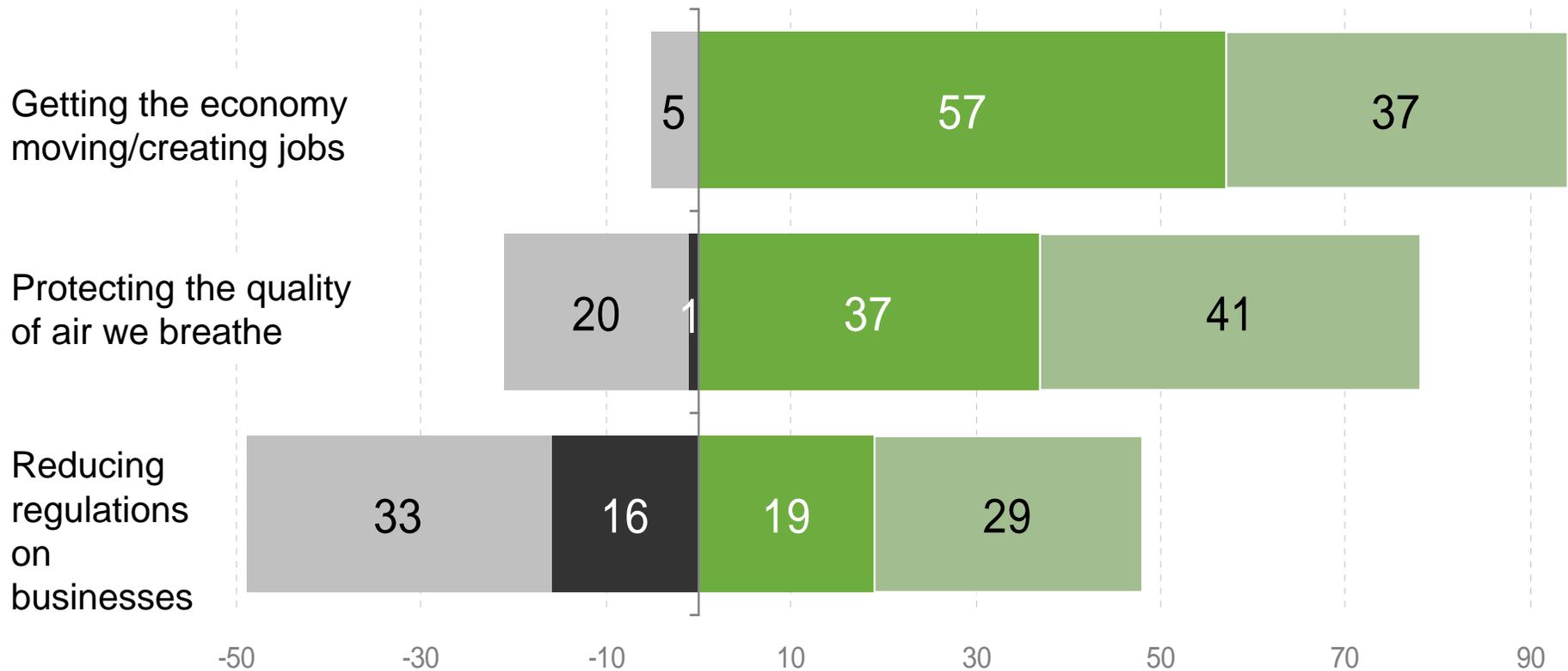
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Protecting Air Quality Continues to Be More Important to Voters than Reducing Regulations

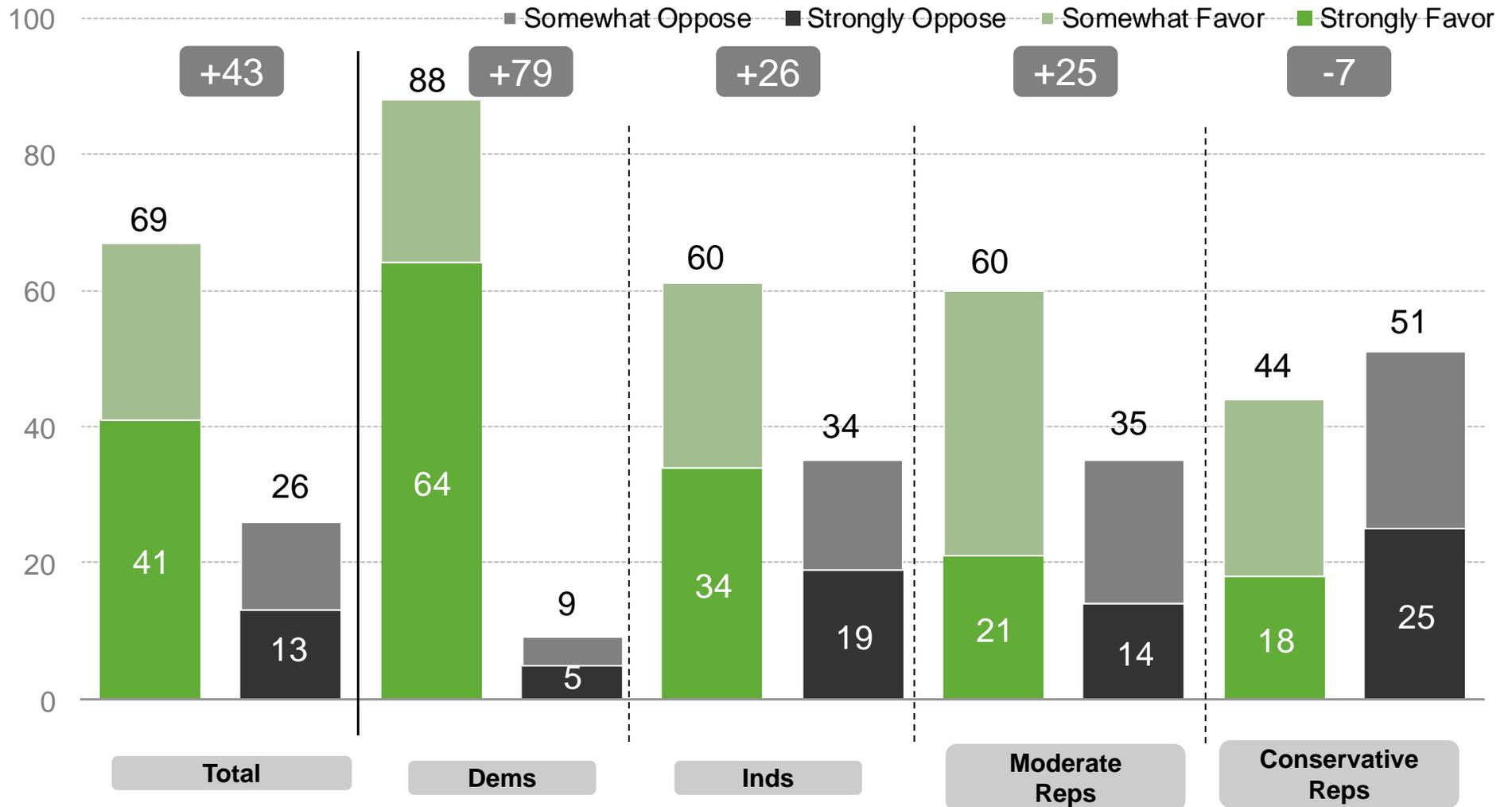
Now I'm going to read you a list of issues facing the country. For each one, please tell me how important you find that issue to be. Is it EXTREMELY important, VERY important, just SOMEWHAT important, or NOT AT ALL important?

■ Extremely Important ■ Very Important
■ Not at all Important ■ Somewhat Important



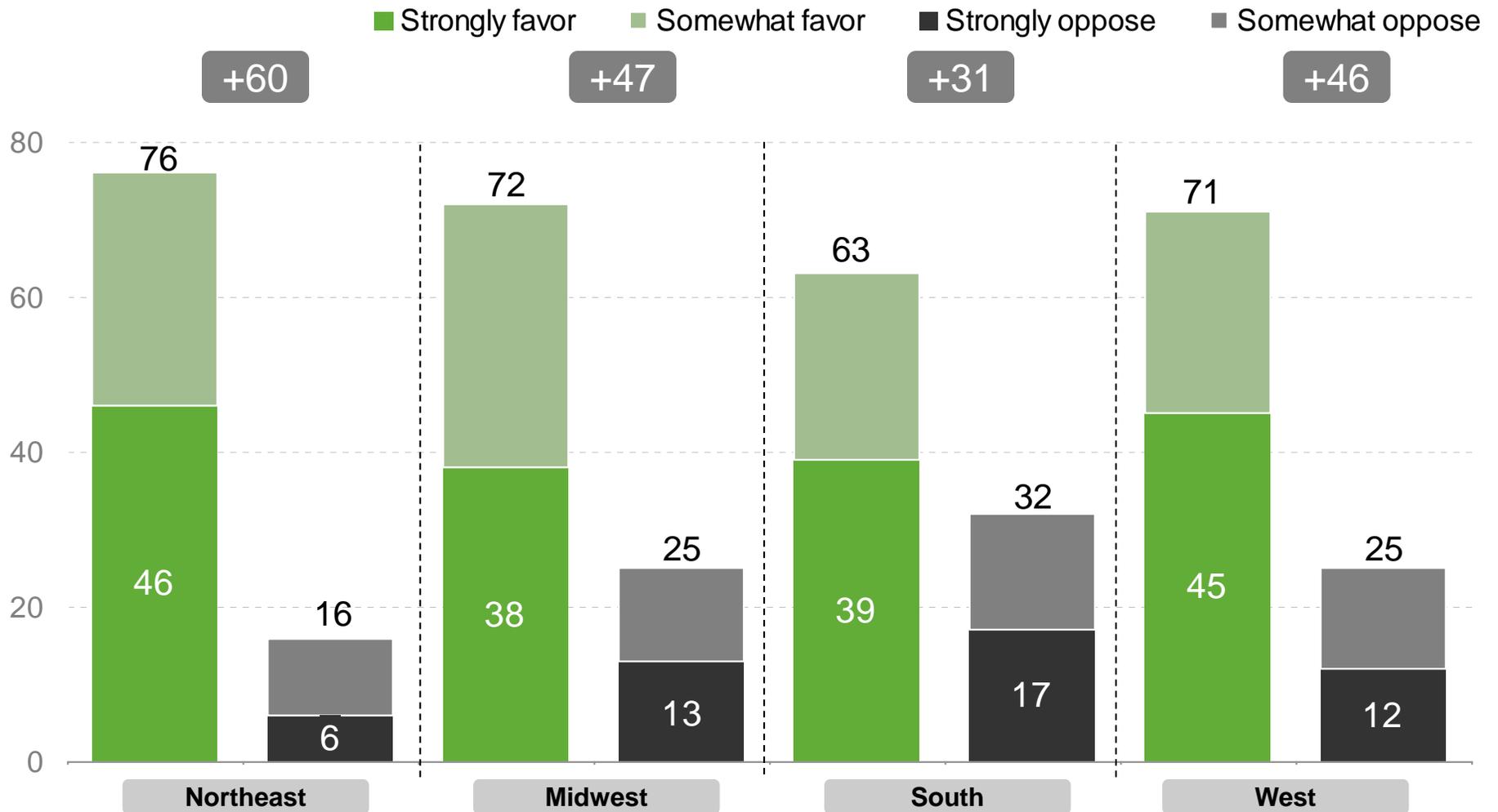
Over Two-Thirds of Voters Strongly Favor Updating Stricter Standards on Air Pollution

Generally speaking, do you favor or oppose the Environmental Protection Agency, or EPA, updating standards with stricter limits on air pollution?



Strong Support Across the Country as Well

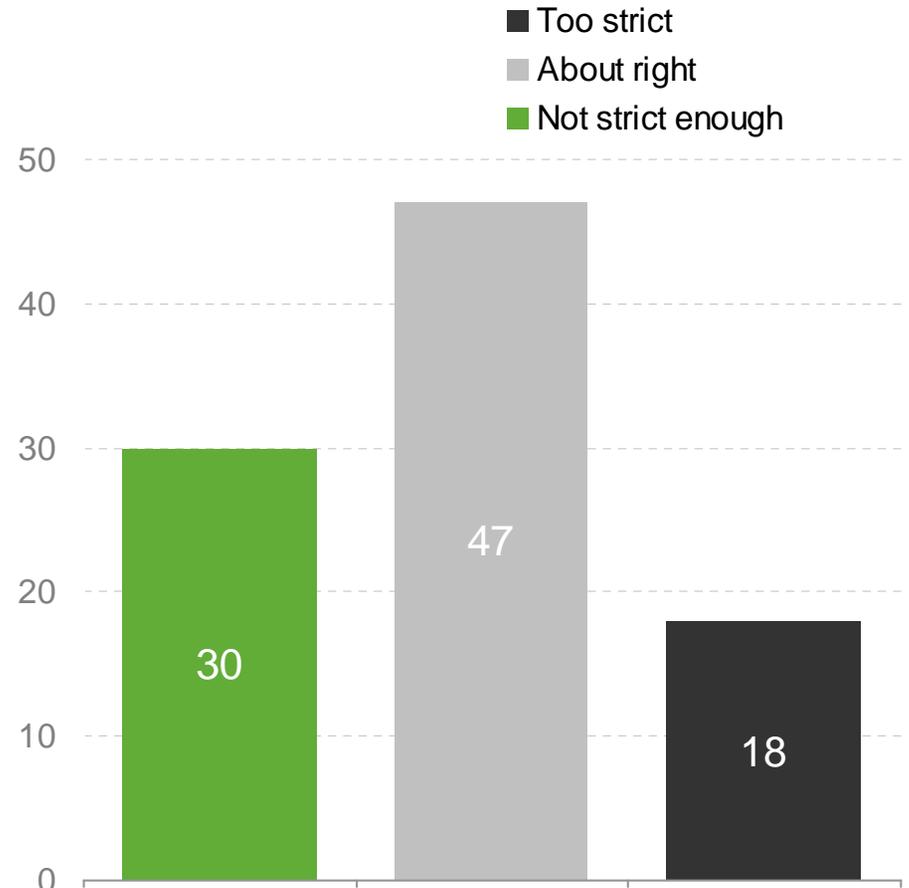
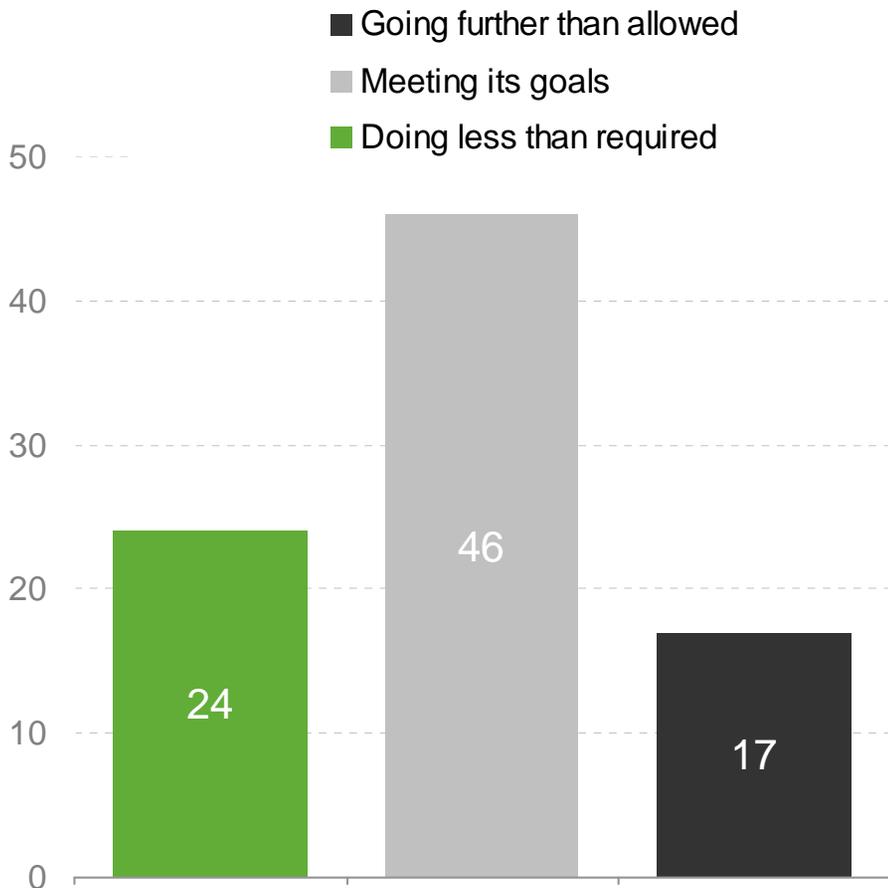
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Voters Reject Notion that Current Regulations are Too Strict, or that EPA is Doing Too Much

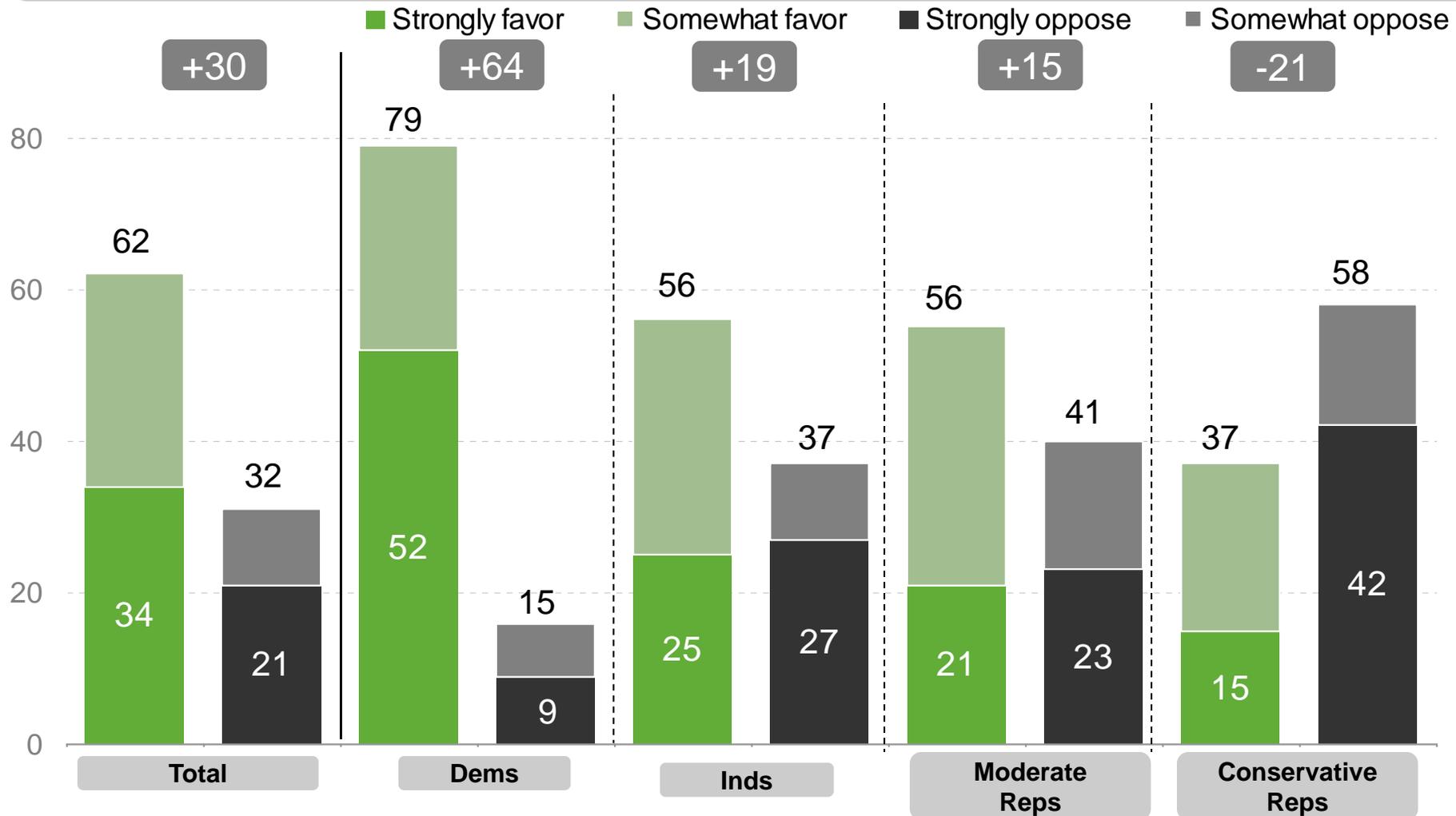
Do you think the EPA is doing less to ensure air quality than is required of it by law, going further to ensure air quality than is allowed by law, or is generally meeting its goals for air quality as required by law?

Do you feel that current laws and regulations that limit emissions from gasoline are too strict, about right, or not strict enough?



Overwhelming Support for Stricter Gasoline and Vehicle Standards

As you may know, the Environmental Protection Agency, or EPA, is considering a proposal that would implement stricter standards on gasoline, resulting in lower emissions from all cars, trucks and S.U.V.s. These standards would limit the amount of sulfur in gasoline and would tighten the limits on tailpipe emissions from new vehicles. Do you favor or oppose this proposal to have the EPA set stricter standards on gasoline and tighten limits on tailpipe emissions from new vehicles?



Debate Plays Out

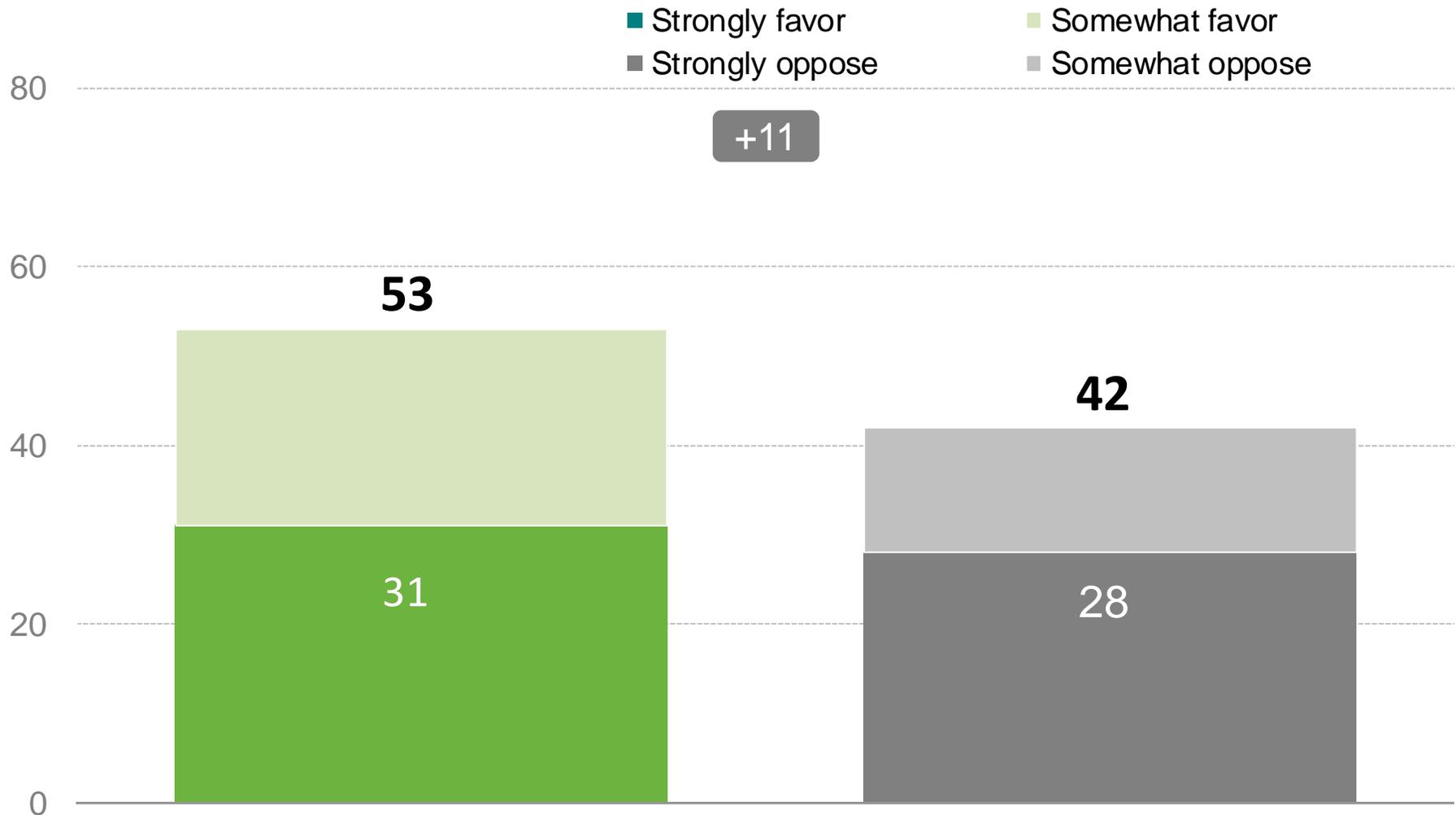
Now let me read you two more statements some people on both sides of the issue might make.

(Some/other) people say: Pollution from cars has a devastating effect on the health of families and children, worsening asthma, bronchitis and emphysema and even causing cancer. This proposal is the most effective smog-fighting tool available - it would be the equivalent of taking 33 million cars off the road immediately, and would prevent tens of thousands of asthma attacks and save thousands of lives every year. The proposal is supported by automakers, and independent economists say cleaner gas would cost less than a penny per gallon. American families would miss fewer days at work and would save billions of dollars in lower health care costs by keeping people healthier in the first place.

(Some/other) people say: This proposal would cost American families thousands of dollars. Economists predict that it would increase the cost of gas by up to 9 cents per gallon. It would be a hidden energy tax that drives energy prices up, raising costs for every American business. And they would pass the costs on to the rest of us, meaning higher prices for utilities, groceries, and everything we buy. Thanks to regulations we already have, cars today are already 90 percent cleaner than they were a couple of decades ago. The huge costs of this proposal just aren't worth the marginal benefits it would produce.

Solid Majority Support After Messaging From Both Sides

Now that you've heard more about this issue let me ask you again, do you favor or oppose this proposal to set stricter standards on gasoline and tighten limits on tailpipe emissions from new vehicles?



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