



## Opinion Poll

### Small Business Owners Support Government Investments in Renewable Energy and EPA Clean Air Standards

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## Executive Summary

Small business owners across the country are working to rebuild our economy. These entrepreneurs, the engine of job creation, are doing everything they can to hire, grow and move their businesses forward. As part of these efforts, scientific opinion polling in six states— Colorado, Michigan, Nevada, Ohio, Pennsylvania and Virginia—shows that America’s entrepreneurs want pragmatic, innovative policies that help guide them into a competitive, modern clean energy economy.

The vast majority, 71% of respondents, say government investments in clean energy play an important role in creating jobs and boosting the economy, and a majority of owners agree the government should continue investing in renewable energy despite the failure of Solyndra, a company that received a \$535 million federal loan guarantee prior to filing for bankruptcy. Small business owners also strongly support Environmental Protection Agency regulations to reduce greenhouse gases and control other toxic emissions.

Contrary to ideological rhetoric blaming government regulations as the primary impediment to small business growth, small businesses cite the rising cost of doing business—such as higher fuel and electricity costs (36%) and higher material and supply costs (34%)—as one of their two biggest problems. Only 16% of small businesses say government regulation is one of their two biggest problems.

With regard to specific EPA regulations, 76% of the small business owners surveyed support the EPA’s new federal standard requiring new power plants to reduce emissions of greenhouse gases such as carbon dioxide, methane and nitrous oxide. Four in 10 strongly support it.

Small business owners still support these regulations despite potential impacts to their business: 57% say their business will be impacted to some degree by EPA oversight of carbon and other emissions, and 56% of respondents support the new standards even if they result in utility price increases.

The poll also revealed 82% of owners support EPA rules to reduce mercury, arsenic, chromium, nickel and acid gas emissions from new and existing power plants. What’s more, the ratio of respondents strongly supportive versus strongly opposed is a striking 5:1. And 52% of small business owners say their business would be directly impacted by these particular regulations.

On the subject of EPA standards for air quality, 73% favor proposed rules to reduce smog and soot pollution crossing state lines and contributing to pollution in other states. Similar to mercury standards, 52% of owners say their business would see direct effects of these rules.

Lastly, the business owners polled were politically diverse: 44% identified as Republican, 38% as Democrat and 10% as independent.

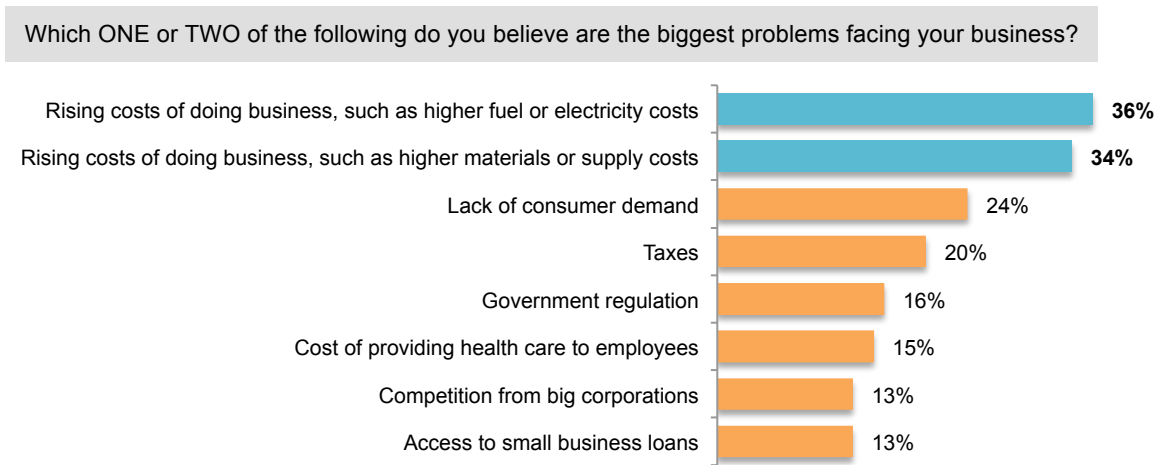
## Main Findings

- **Small business owners believe government investments in clean energy have an important role in boosting our national economy and creating jobs:**  
71% of respondents believe it's important government continues to invest in clean energy, while only 29% say government investments in clean energy and energy efficiency are a waste of money.
- **The rising cost of doing business is small business owners' biggest problem:**  
36% of respondents say the rising cost of doing business, such as rising fuel and electricity costs, is one of their two biggest problems, while 34% say the rising cost of doing business, such as higher material or supply costs is one of their top two problems. Lack of consumer demand came in third with 24% saying it's one of the two biggest problems facing their business, and taxes ranked fourth at 20%. Only 16% of respondents say government regulation is one of their two biggest problems.
- **Despite the failure of Solyndra, small businesses do not believe government should stop investing in renewable energy technologies:**  
The majority of small business owners (58%) agree the failure of Solyndra—which received a \$535 million loan guarantee from the federal government—doesn't mean the federal government should stop investing in renewable energy technologies.
- **Small businesses support rules recently released by the Environmental Protection Agency requiring new power plants to reduce previously unlimited greenhouse gas emissions:**  
Three-quarters of respondents, or 76%, are in favor of the EPA determining federal limits on power plants' emissions of greenhouse gases such as carbon dioxide, methane and nitrous oxide.
- **The majority of owners say regulation of carbon and other emissions will impact their business, but still support it despite potential utility rate increases:**  
57% of respondents believe the EPA's regulation of carbon pollution and other emissions will impact their own business. And, 56% said they support these regulations even if it would cause utility rates to rise.
- **A wide margin of owners believe the EPA should oversee mercury, arsenic, chromium, nickel and acid gas emissions:**  
A vast 82% of small business owners support EPA rules to regulate mercury and other toxic emissions from power plants. Forty-eight percent *strongly* support it, while only 10% strongly oppose it. This support stands even though more than half (52%) say it will directly affect their business.
- **Small business owners deliver similar support for standards to monitor air quality by reducing cross-state smog and soot emissions from power plants:**  
73% of respondents support the EPA's proposed standards to reduce the smog and soot coming from power plants that contributes to pollution in other states, withstanding the fact that 52% believe it would impact their business directly.
- **Respondents were politically diverse:**  
44% identified as Republican or independent-leaning Republican, 38% as Democrat or independent-leaning Democrat and 10% as independent; 8% identified as "Other."

## Majority of Owners View Government Investments in Energy as Important

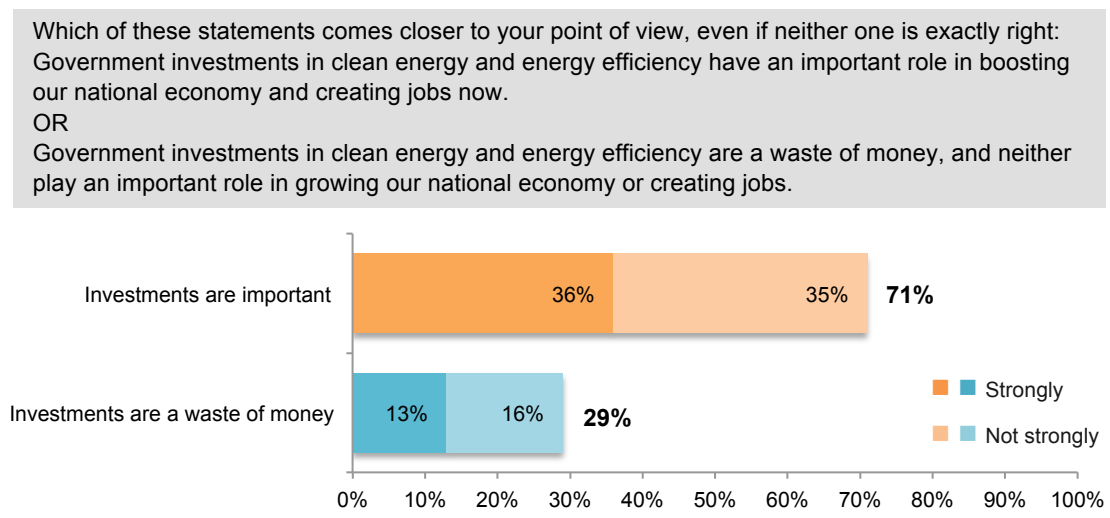
When asked to name the biggest one or two problems facing their business, 36% of respondents cited the rising cost of doing business, such as increased fuel and electricity prices, and 34% cited the rising cost of doing business, such as higher material or supply prices. Lack of consumer demand came in third with 24% and taxes ranked fourth at 20%. Only 16% of owners said government regulation is one of their biggest problems.

■ **Figure 1: Owners cite rising costs of doing business as top concern**



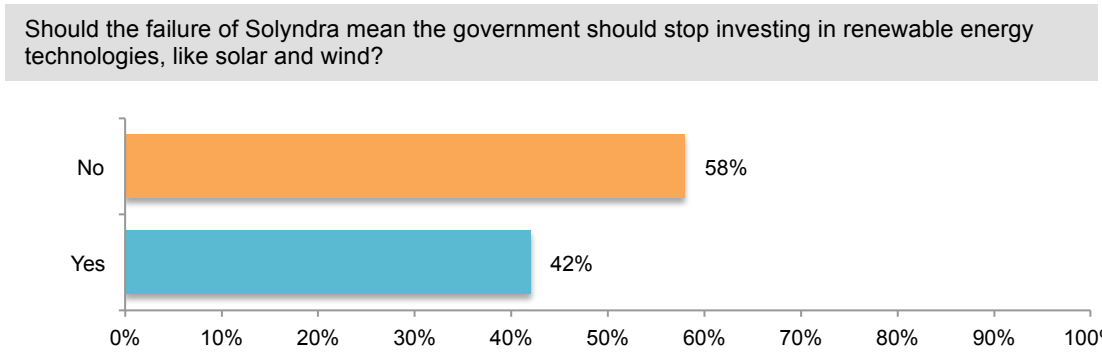
Small business owners see an important role for government in helping to build a clean energy economy. Seven in 10 owners (71%) say government investments in clean energy and energy efficiency play an important role in boosting our national economy and creating jobs now. Conversely, only 29% view government investments in clean energy and energy efficiency as a waste of money that isn't conducive to economic growth and job creation.

■ **Figure 2: Owners agree clean energy investments will boost economy, create jobs**



Moreover, Solyndra’s bankruptcy does not stop the majority of entrepreneurs from supporting government investments in renewable energy. Fifty-eight percent agree the failure of the company—which received a \$535 million loan guarantee from the federal government—doesn’t mean the government should stop investing in renewable technologies.

**Figure 3: Owners support renewable energy despite Solyndra’s failure**

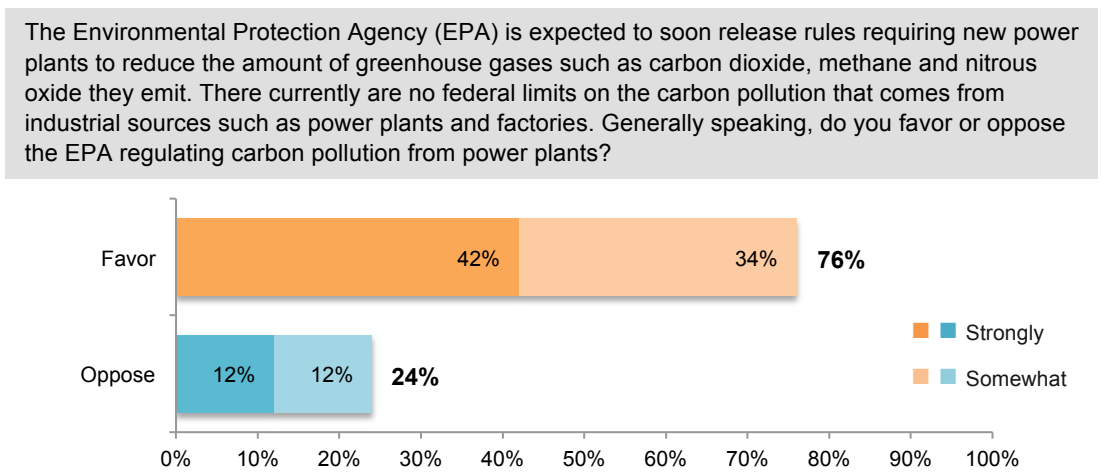


## Owners See Important Role for EPA in Limiting Greenhouse Gas Emissions

Turning to a specific clean energy issue, small business owners in all six states demonstrate strong support for new EPA regulations that require new power plants to reduce their emissions of greenhouse gases. The vast majority, 76%, favor the EPA’s federal rule that new power plants reduce previously unlimited emissions of carbon dioxide, methane and nitrous oxide. What’s more, 42% strongly favor this rule while just 24% oppose it.

Even after small business owners hear that these regulations could lead to an increase in utility rates, the majority still supports them. Fifty-seven percent report their business will be impacted by EPA oversight of carbon and other emissions—including 1 in 4 who indicate they will be majorly impacted. Nonetheless, a similar 56% still support the EPA regulating greenhouse gas emissions even if it means an increase in utility prices.

**Figure 4: Majority favors new rules limiting greenhouse gas emissions**



## Owners Favor EPA Standards on Mercury, Air Quality and More

Poll results revealed particularly overwhelming support for EPA requirements to reduce emissions of mercury, arsenic, chromium, nickel and acid gases from new and existing power plants. A vast 82% of respondents support the EPA regulating these emissions and nearly half (48%) *strongly* support it. That's roughly five times the percentage who strongly oppose it (10%).

Fifty-two percent of small business owners say their business would be directly impacted by these regulations.

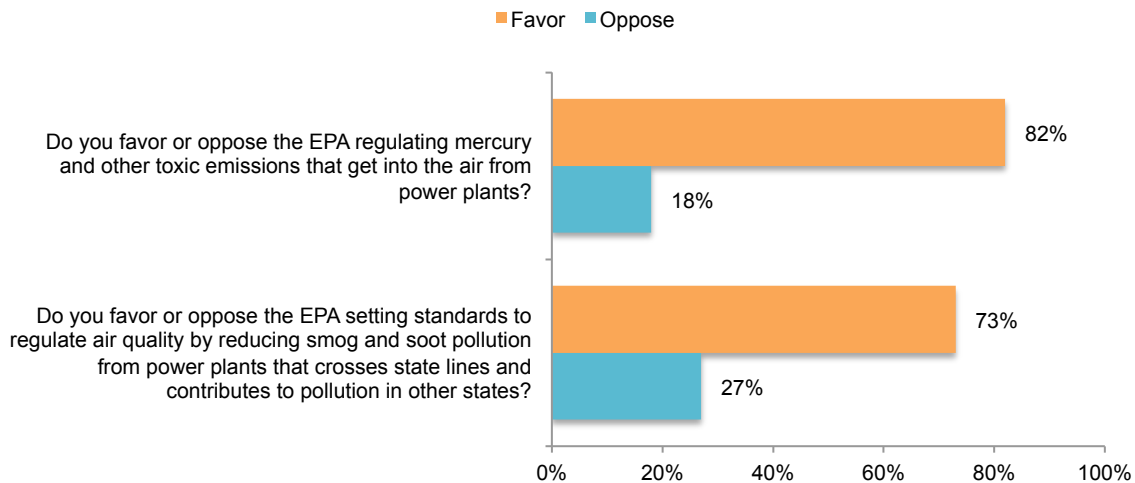
When it comes to EPA standards for air quality, 73% of small business owners favor proposed rules to reduce smog and soot pollution that crosses state lines. More than a third, or 35%, strongly support these rules, while only 15% are strongly opposed.

Again, 52% of those surveyed say their business would see direct effects of the impending rules.

### ■ **Figure 5: Support for air quality, mercury and toxic emissions standards**

The EPA has created rules to reduce the emissions of mercury, arsenic, chromium, nickel and acid gases from new and existing power plants. Generally speaking, do you favor or oppose the EPA regulating mercury and other toxic emissions that get into the air from power plants?

The EPA has proposed new standards to regulate air quality by reducing smog and soot pollution from power plants that crosses state lines and contributes to pollution in other states. Generally speaking, do you favor or oppose the EPA setting such standards?



## Conclusion

As the economy inches toward recovery, small business owners are working long hours to help get us back on our feet. But right now, the rising costs of doing business are slowing them down more than anything. Increased fuel and electricity prices are hampering small business owners' bottom lines, but the ability to compete in a transforming clean energy-based economy offers them new business opportunities that can help offset those costs. With that in mind, it's not surprising the majority of entrepreneurs see a role for government in helping pave the way to economic recovery with investments in clean energy and energy efficiency, and that they favor protecting and strengthening EPA regulation of greenhouse gases like carbon dioxide, air toxins like mercury, smog, soot and more. American job creators are steadfastly committed to these policies as pragmatic long-term ways to usher small businesses into a clean, modern economy. With entrepreneurs supporting these standards in times when they know they might face cost increases like higher utility prices, it's clear they believe the long-term economic benefits overall would outweigh their short-term costs.

## Methodology

This poll reflects an Internet survey of 600 small business owners in Colorado, Michigan, Nevada, Ohio, Pennsylvania and Virginia, drawn from Survey Sampling International and conducted by Greenberg Quinlan Rosner Research for Small Business Majority. The survey was conducted from March 21-28, 2012. The overall margin of error is +/- 4%.



## Poll Toplines

March 21 – March 28, 2012

600 Small business owners of 100 or less employees

### 1. Do you own your own business?

	<b>PA</b>	<b>VA</b>	<b>OH</b>	<b>MI</b>	<b>CO</b>	<b>NV</b>	<b>Total</b>
Yes .....	100	100	100	100	100	100	100
No.....	-	-	-	-	-	-	-
Not sure.....	-	-	-	-	-	-	-

(ref:SBOSCR)

### 2. How many people are directly employed by your business or company, including yourself?

	<b>PA</b>	<b>VA</b>	<b>OH</b>	<b>MI</b>	<b>CO</b>	<b>NV</b>	<b>Total</b>
1 (less than 25%).....	11	34	19	11	44	34	25
2-5 .....	59	39	44	61	35	45	47
6-10 .....	12	9	17	15	14	8	13
11-25 .....	10	4	8	3	5	8	6
26-50.....	5	6	8	6	3	2	5
51-100.....	3	9	4	4	-	3	4
More than 100 .....	-	-	-	-	-	-	-

(ref:NUMEMPLY)

### 3. Which ONE or TWO of the following do you believe are the biggest problems facing your business?

	<b>PA</b>	<b>VA</b>	<b>OH</b>	<b>MI</b>	<b>CO</b>	<b>NV</b>	<b>Total</b>
Competition from big corporations.....	12	17	14	8	18	11	13
Government regulation .....	9	16	19	14	20	20	16
Lack of consumer demand .....	22	27	20	32	18	27	24
Rising costs of doing business, such as higher fuel or electricity costs .....	48	31	36	30	32	39	36
Rising costs of doing business, such as higher materials or supply costs.....	46	34	28	37	29	27	34
Access to small business loans .....	12	9	11	15	24	8	13
Taxes .....	17	23	24	17	21	21	20
Cost of providing health care to employees ..	13	14	15	22	10	16	15
(Refused).....	-	1	-	-	-	2	0

(ref:BIGPROB2)

4. Which of these statements comes closer to your point of view, even if neither one is exactly right:

Government investments in clean energy and energy efficiency have an important role in boosting our national economy and creating jobs now.

OR

Government investments in clean energy and energy efficiency are a waste of money, and neither play an important role in growing our national economy or creating jobs.

	PA	VA	OH	MI	CO	NV	Total
Important role, strongly .....	39	39	32	37	35	34	36
Important role, not strongly.....	34	39	34	37	37	26	35
Waste of money, not strongly.....	12	9	11	15	15	15	13
Waste of money, strongly .....	14	13	23	12	13	26	16
(Don't know) .....	-	-	-	-	-	-	-
<b>Total Important .....</b>	<b>73</b>	<b>78</b>	<b>66</b>	<b>74</b>	<b>72</b>	<b>60</b>	<b>71</b>
<b>Total Waste of Money.....</b>	<b>27</b>	<b>22</b>	<b>34</b>	<b>26</b>	<b>28</b>	<b>40</b>	<b>29</b>
<b>Important - Waste of Money.....</b>	<b>46</b>	<b>56</b>	<b>32</b>	<b>48</b>	<b>44</b>	<b>20</b>	<b>42</b>

(ref:INVSPAIR)

5. The Environmental Protection Agency (EPA) is expected to soon release rules requiring new power plants to reduce the amount of greenhouse gases such as carbon dioxide, methane and nitrous oxide they emit. There currently are no federal limits on the carbon pollution that comes from industrial sources such as power plants and factories. Generally speaking, do you favor or oppose the EPA regulating carbon pollution from power plants?

	PA	VA	OH	MI	CO	NV	Total
Strongly favor .....	42	41	43	47	43	37	42
Somewhat favor .....	34	37	24	34	36	36	33
Somewhat oppose.....	17	12	16	9	9	10	12
Strongly oppose .....	7	10	16	10	13	17	12
(Don't know/Refused) .....	-	-	-	-	-	-	-
<b>Total favor.....</b>	<b>76</b>	<b>79</b>	<b>68</b>	<b>81</b>	<b>78</b>	<b>73</b>	<b>76</b>
<b>Total oppose.....</b>	<b>24</b>	<b>21</b>	<b>32</b>	<b>19</b>	<b>22</b>	<b>27</b>	<b>24</b>
<b>Favor - Oppose .....</b>	<b>53</b>	<b>57</b>	<b>36</b>	<b>61</b>	<b>56</b>	<b>46</b>	<b>52</b>

(ref:EPA1)

6. Do you believe the EPA's regulation of carbon pollution and other emissions will have a major impact, a minor impact, not much of an impact or no real impact on your business specifically?

	<b>PA</b>	<b>VA</b>	<b>OH</b>	<b>MI</b>	<b>CO</b>	<b>NV</b>	<b>Total</b>
Major impact.....	28	25	24	30	23	28	26
Minor impact .....	34	30	36	33	21	29	31
Not much of an impact .....	19	14	17	15	27	18	18
No real impact .....	20	31	22	23	30	25	25
(Refused) .....	-	-	-	-	-	-	-
<b>Major/Minor .....</b>	<b>62</b>	<b>55</b>	<b>60</b>	<b>63</b>	<b>43</b>	<b>57</b>	<b>57</b>
<b>Not much/ None.....</b>	<b>38</b>	<b>45</b>	<b>40</b>	<b>37</b>	<b>57</b>	<b>43</b>	<b>43</b>
(ref:IMPACT)							

7. Would you favor or oppose the EPA regulating carbon pollution and other emissions on power plants even if you believe there would be an increase in utility rates?

	<b>PA</b>	<b>VA</b>	<b>OH</b>	<b>MI</b>	<b>CO</b>	<b>NV</b>	<b>Total</b>
Strongly favor .....	20	19	21	23	20	17	20
Somewhat favor .....	35	41	28	36	32	43	35
Somewhat oppose.....	27	23	25	21	27	11	23
Strongly oppose .....	18	17	26	20	21	28	21
(Don't know/Refused) .....	-	-	-	-	-	-	-
<b>Total favor.....</b>	<b>55</b>	<b>60</b>	<b>49</b>	<b>60</b>	<b>52</b>	<b>61</b>	<b>56</b>
<b>Total oppose.....</b>	<b>45</b>	<b>40</b>	<b>51</b>	<b>40</b>	<b>48</b>	<b>39</b>	<b>44</b>
<b>Favor - Oppose .....</b>	<b>10</b>	<b>19</b>	<b>-2</b>	<b>19</b>	<b>4</b>	<b>21</b>	<b>11</b>
(ref:EPARATE)							

8. The EPA has proposed new standards to regulate air quality by reducing smog and soot pollution from power plants that crosses state lines and contributes to pollution in other states. Generally speaking, do you favor or oppose the EPA setting such standards?

	<b>PA</b>	<b>VA</b>	<b>OH</b>	<b>MI</b>	<b>CO</b>	<b>NV</b>	<b>Total</b>
Strongly favor .....	38	37	33	31	38	33	35
Somewhat favor .....	40	43	32	43	32	36	38
Somewhat oppose.....	13	10	11	16	10	13	12
Strongly oppose .....	9	10	24	10	20	17	15
(Don't know/Refused) .....	-	-	-	-	-	-	-
<b>Total favor.....</b>	<b>77</b>	<b>80</b>	<b>65</b>	<b>74</b>	<b>70</b>	<b>70</b>	<b>73</b>
<b>Total oppose.....</b>	<b>23</b>	<b>20</b>	<b>35</b>	<b>26</b>	<b>30</b>	<b>30</b>	<b>27</b>
<b>Favor - Oppose .....</b>	<b>55</b>	<b>60</b>	<b>30</b>	<b>48</b>	<b>40</b>	<b>40</b>	<b>46</b>
(ref:EPA3)							

9. Do you believe the EPA's new standards to regulate air quality by reducing smog and soot pollution from power plants that crosses state lines will have a major impact, a minor impact, not much of an impact or no real impact on your business specifically?

	PA	VA	OH	MI	CO	NV	Total
Major impact.....	25	21	26	21	16	27	23
Minor impact .....	27	32	26	33	27	27	29
Not much of an impact .....	17	16	24	15	24	22	20
No real impact .....	30	31	24	30	33	24	29
(Refused) .....	-	-	-	-	-	-	-
<b>Major/Minor.....</b>	<b>53</b>	<b>53</b>	<b>52</b>	<b>55</b>	<b>44</b>	<b>54</b>	<b>52</b>
<b>Not much/None.....</b>	<b>47</b>	<b>47</b>	<b>48</b>	<b>45</b>	<b>56</b>	<b>46</b>	<b>48</b>

(ref:IMPACT3)

10. The EPA has created rules to reduce the emissions of mercury, arsenic, chromium, nickel and acid gases from new and existing power plants. Generally speaking, do you favor or oppose the EPA regulating mercury and other toxic emissions that get into the air from power plants?

	PA	VA	OH	MI	CO	NV	Total
Strongly favor .....	49	48	46	53	46	46	48
Somewhat favor .....	41	37	28	33	32	28	33
Somewhat oppose.....	5	11	10	5	10	14	9
Strongly oppose .....	5	5	16	9	12	12	10
(Don't know/Refused) .....	-	-	-	-	-	-	-
<b>Total favor.....</b>	<b>91</b>	<b>84</b>	<b>74</b>	<b>86</b>	<b>78</b>	<b>74</b>	<b>82</b>
<b>Total oppose.....</b>	<b>9</b>	<b>16</b>	<b>26</b>	<b>14</b>	<b>22</b>	<b>26</b>	<b>18</b>
<b>Favor - Oppose .....</b>	<b>82</b>	<b>68</b>	<b>48</b>	<b>72</b>	<b>56</b>	<b>48</b>	<b>63</b>

(ref:EPA4)

11. Do you believe the EPA's new rules to reduce the emissions of mercury, arsenic, chromium, nickel and acid gases from new and existing power plants will have a major impact, a minor impact, not much of an impact or no real impact on your business specifically?

	PA	VA	OH	MI	CO	NV	Total
Major impact.....	20	20	23	28	19	26	22
Minor impact .....	32	30	26	34	31	23	30
Not much of an impact .....	23	16	30	12	23	26	21
No real impact .....	25	34	22	26	28	25	27
(Refused) .....	-	-	-	-	-	-	-
<b>Major/Minor.....</b>	<b>52</b>	<b>50</b>	<b>49</b>	<b>62</b>	<b>50</b>	<b>49</b>	<b>52</b>
<b>Not much/ None.....</b>	<b>48</b>	<b>50</b>	<b>51</b>	<b>38</b>	<b>50</b>	<b>51</b>	<b>48</b>

(ref:IMPACT5)

12. As you may have heard, Solyndra, a manufacturer of solar panel cells, filed for bankruptcy after receiving a \$535 million loan guarantee from the federal government. Should the failure of Solyndra mean the government should stop investing in renewable energy technologies, like solar and wind?

	<b>PA</b>	<b>VA</b>	<b>OH</b>	<b>MI</b>	<b>CO</b>	<b>NV</b>	<b>Total</b>
Yes, strongly.....	27	26	25	22	22	28	25
Yes, not strongly .....	14	15	22	16	17	17	17
No, not strongly .....	35	31	31	36	37	34	34
No, strongly.....	24	28	22	26	24	21	24
(Refused) .....	-	-	-	-	-	-	-
<b>Total Yes .....</b>	<b>41</b>	<b>41</b>	<b>47</b>	<b>38</b>	<b>39</b>	<b>45</b>	<b>42</b>
<b>Total No .....</b>	<b>59</b>	<b>59</b>	<b>53</b>	<b>62</b>	<b>61</b>	<b>55</b>	<b>58</b>
<b>Yes - No .....</b>	<b>-19</b>	<b>-18</b>	<b>-6</b>	<b>-23</b>	<b>-22</b>	<b>-10</b>	<b>-17</b>
(ref:SOLYNDRA)							

13. Generally speaking, do you think of yourself as a Republican, a Democrat, an Independent, or something else?

	<b>PA</b>	<b>VA</b>	<b>OH</b>	<b>MI</b>	<b>CO</b>	<b>NV</b>	<b>Total</b>
Democrat .....	38	30	26	31	23	33	30
Independent-lean Democrat .....	5	13	9	7	8	3	8
Independent.....	9	9	7	10	12	11	10
Independent-lean Republican.....	4	11	18	10	17	14	12
Republican.....	38	29	34	29	30	30	32
Other .....	6	8	5	13	10	8	8
Refused .....	-	-	-	-	-	-	-
(ref:PTYID1)							