

**GREENBERG QUINLAN ROSNER** RESEARCH

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August, 2009

# Women's Survey on Energy & The Environment

Commissioned by

Women Impacting Public Policy

In collaboration with

Women's Council on Energy and the Environment

# Methodology

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- National web survey of 455 women business owners
- National telephone survey with 801 women aged 18 years or older
- Conducted May 4 – 18, 2009

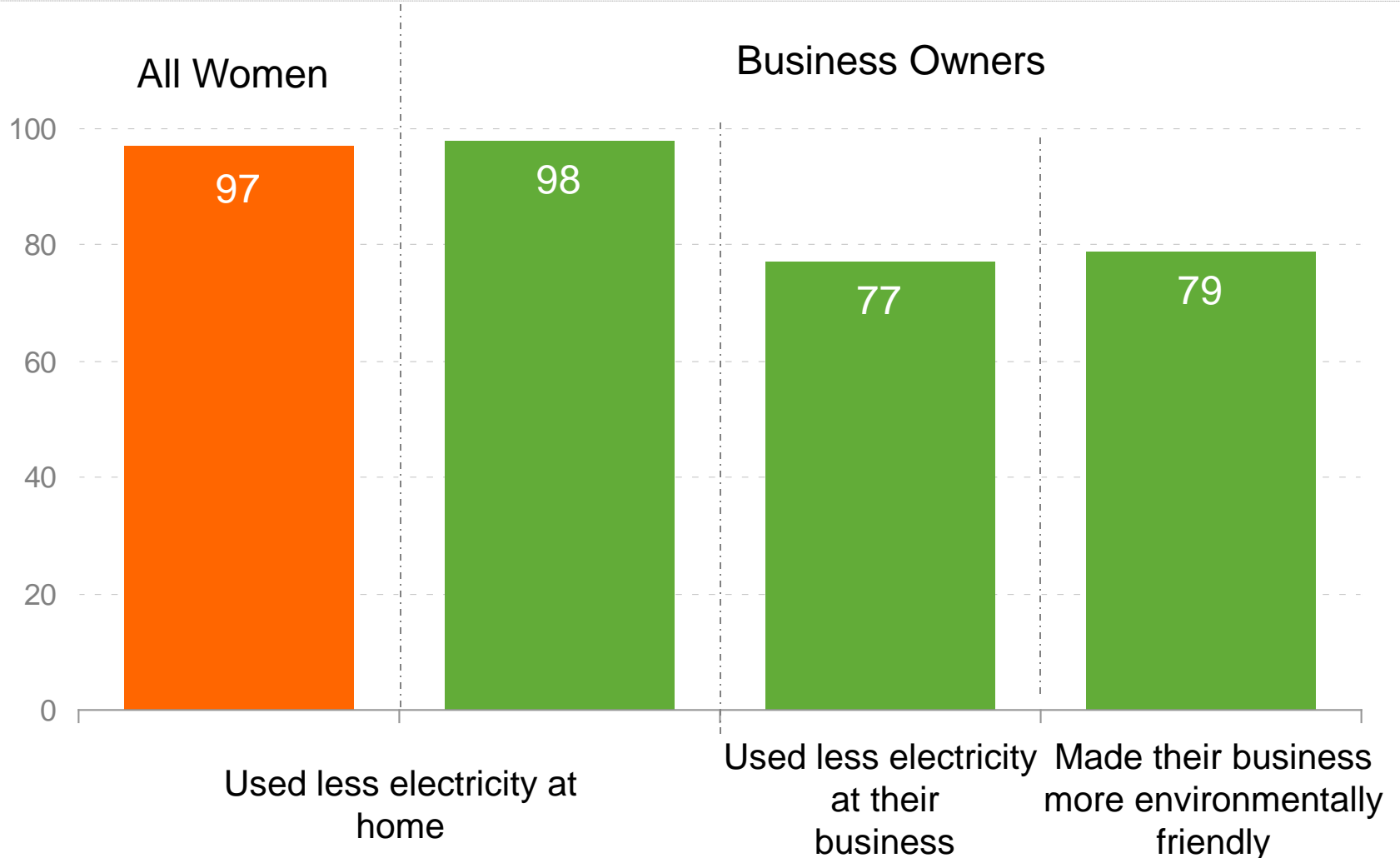
# Women business owners leading the way on clean energy

- Supporting evidence:
  - 98 percent of women business owners have cut their electricity use at home; this number is 97 percent for all women
  - 77 percent have done the same at their businesses
  - 79 percent have made their businesses more environmentally friendly
  - 54 percent say moving to cleaner energy is their most important energy policy goal, 43 percent among all women
    - 69 percent are willing to pay \$30 more per month to do so
    - 57 percent are willing to pay \$30 more per month among all women
  - 87 percent support federal tax incentives for companies to become more energy efficient and use more clean energy, including 52 percent who strongly favor them
  - 89 and 86 percent think solar and wind energy, respectively, should play a very or somewhat important role in addressing our country's electricity needs

# Women business owners leading the way on clean energy

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# Taking steps at home, business to conserve



## Taking range of actions at work to be environmentally friendly

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Turning off lights and appliances when not in active use.

Established a "green team" that meets monthly to discuss ways to improve.

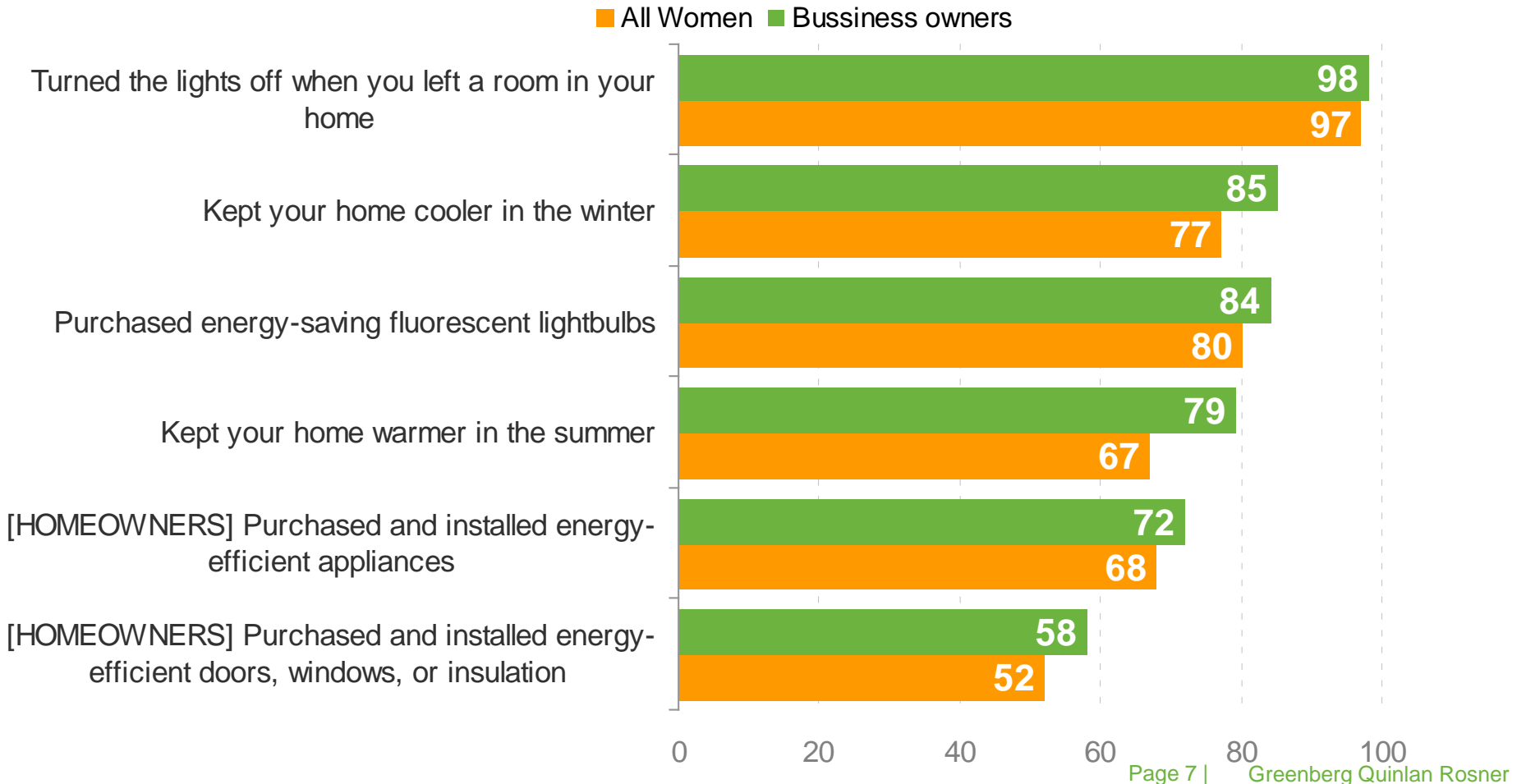
Changed to safer chemicals, used less water, upgraded machinery.

Implemented recycling and composting programs to reduce landfill footprint.

Making sure everything is off and drawing no current when not in use, lowering thermostats.

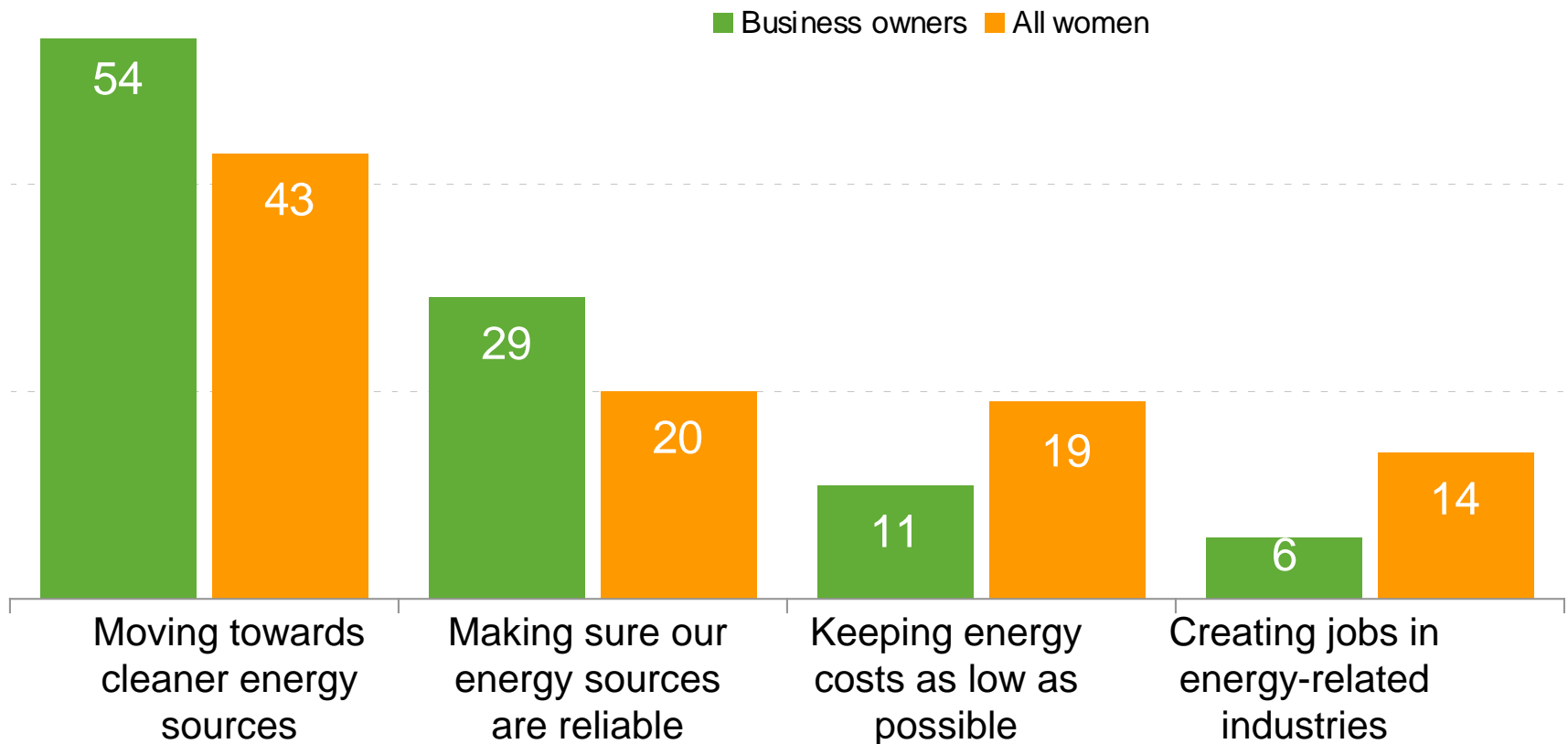
# Taking broad range of steps at home as well

*Now let me read you a list of things, and for each one, please tell me if you have done these in the past few years to use less electricity at home.*



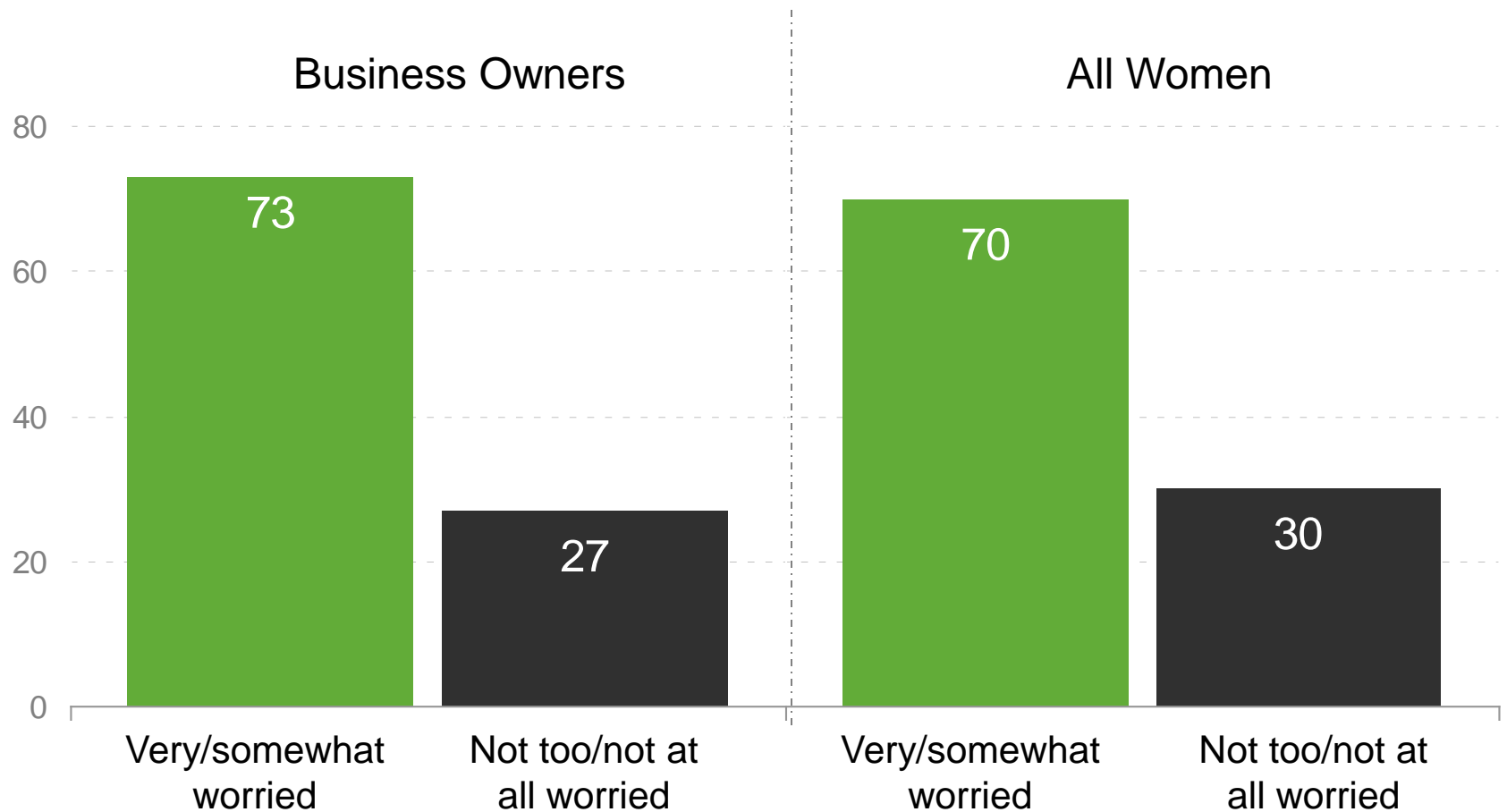
## Majority see moving to clean energy as goal for new energy policy

*Thinking specifically about energy policy, which of the following is the most important to you in this country's future energy policy?*



# Concern about pollution's health effects

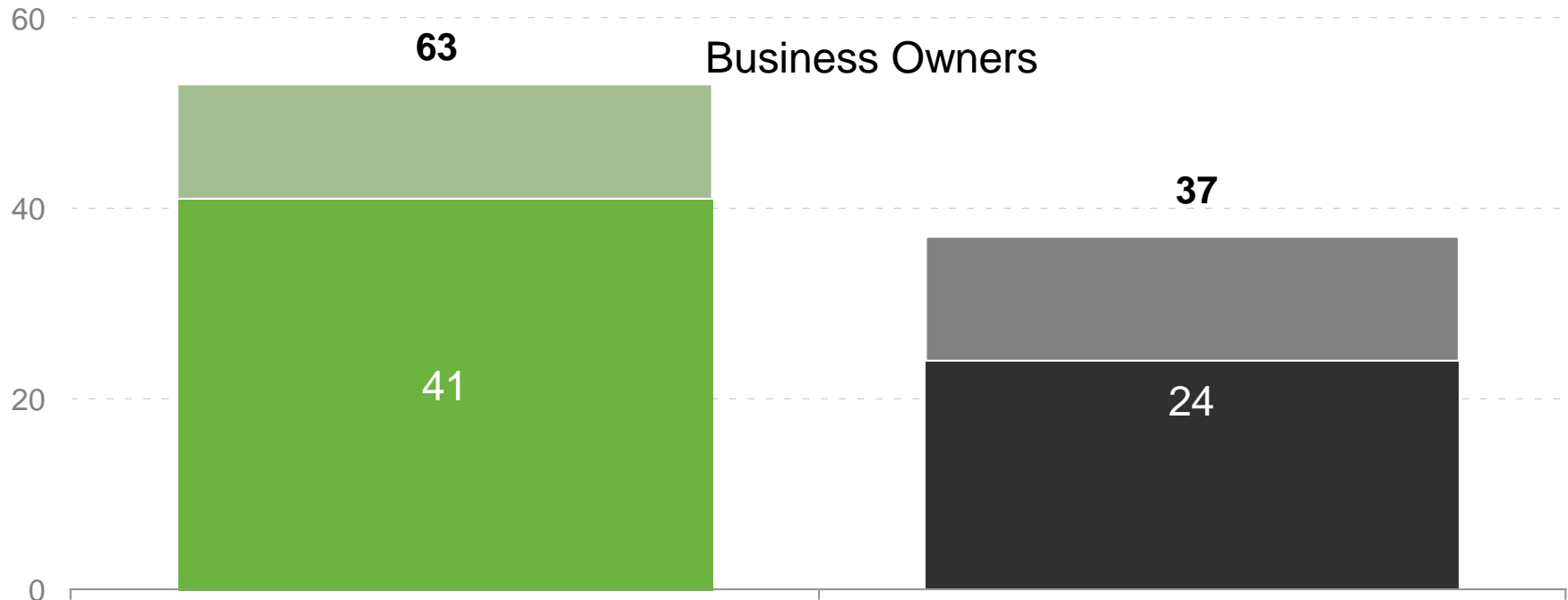
*How worried are you about the impact of air pollution on you and your children's health?*



# Belief that we must tackle both global warming and economic problems

Now I'm going to read you some statements. As I read each pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own views, even if neither is exactly right. (question only asked of business owners)

■ 1st Statement Much More ■ 1st Statement Somewhat More ■ 2nd Statement Much More ■ 2nd Statement Somewhat More

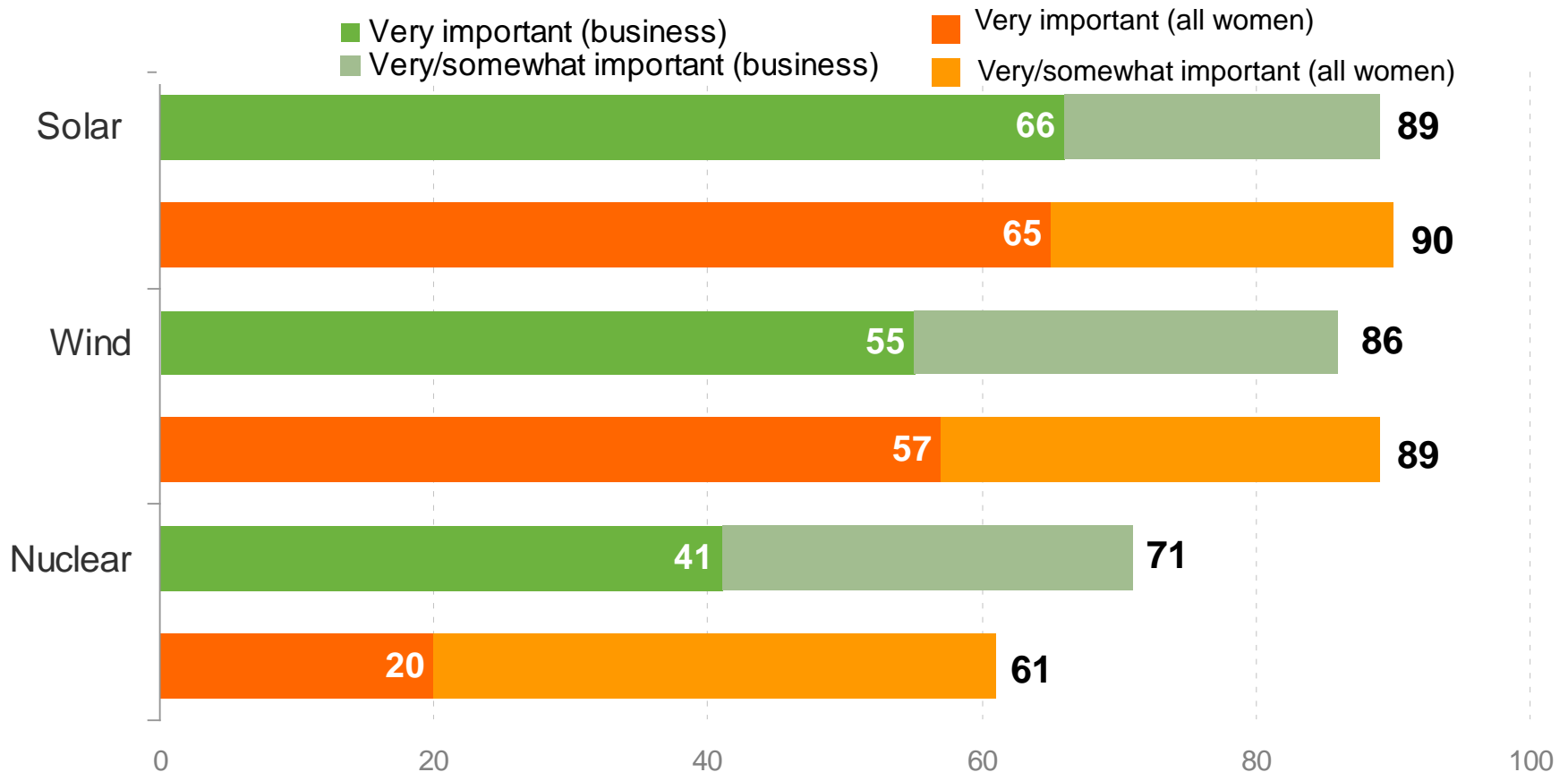


Global warming is one of the most serious problems facing the world and we need to address it now with aggressive action while strengthening our economy.

With today's economy, we can not afford to address global warming by adding unnecessary regulations on businesses and hurting the economy more.

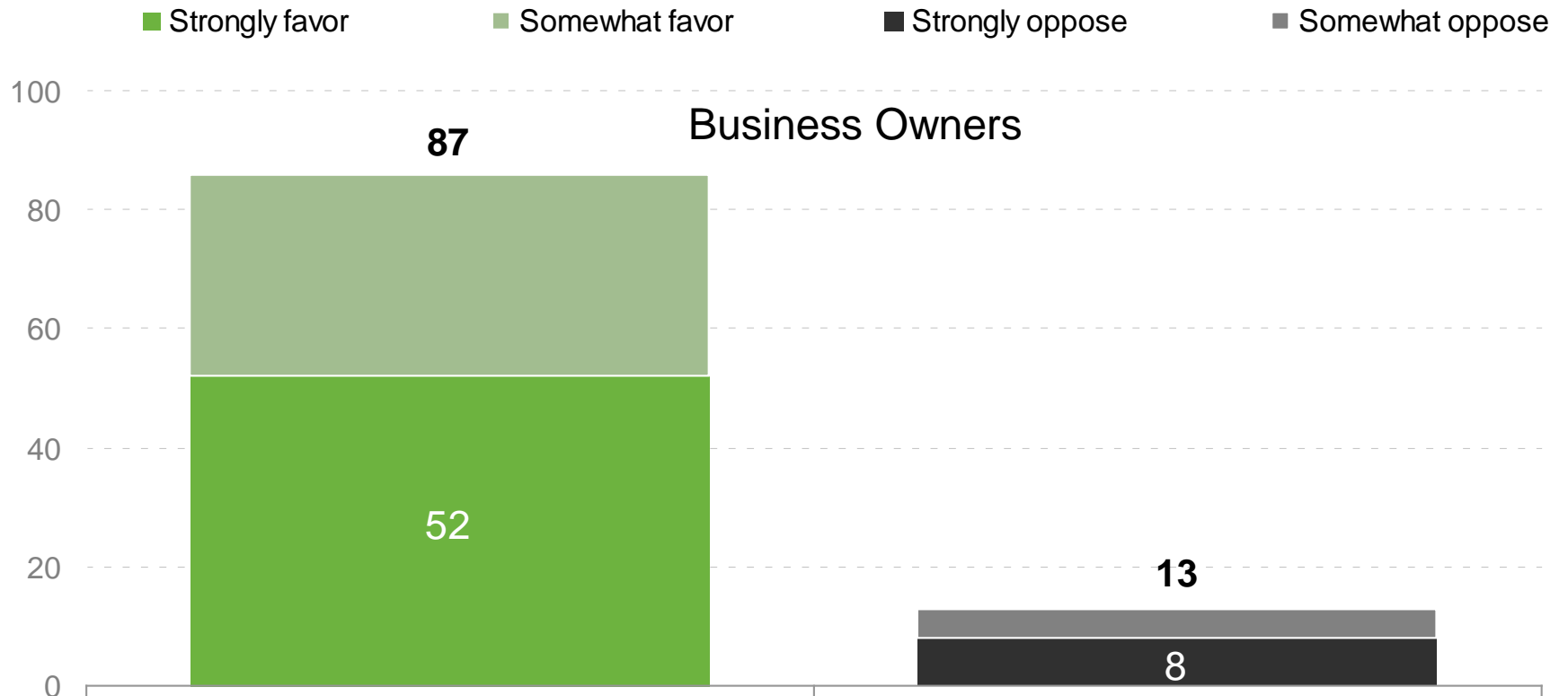
# Support for energy sources that don't pollute the air

*I'd like you to tell me if this source of electricity should have a very important role in addressing our country's electricity needs, a somewhat important role, not too important of a role, or not an important role at all.*



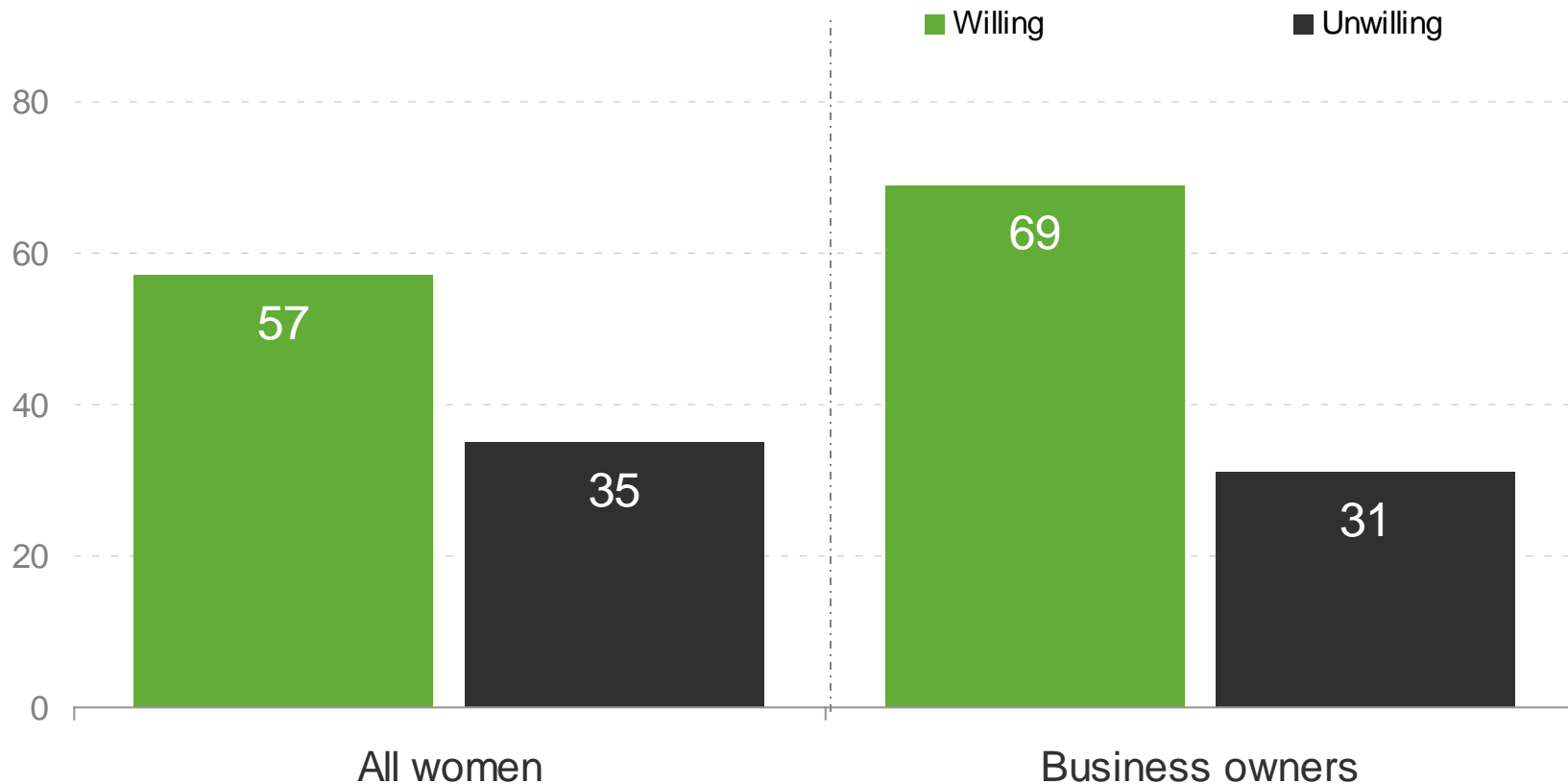
# Strong support for clean energy, efficiency, tax incentives

*Now let me read you another proposal. Would you favor or oppose a proposal for the federal government to give companies tax incentives for becoming more energy efficient and increasing their use of clean energy? (asked only of Business owners)*



## Majority willing to pay \$30 to increase clean energy

*If moving America to clean energy meant that your monthly electricity bill increased by \$30, would you be willing to pay that much or would you be unwilling to pay that much, meaning America would not move towards clean energy?*

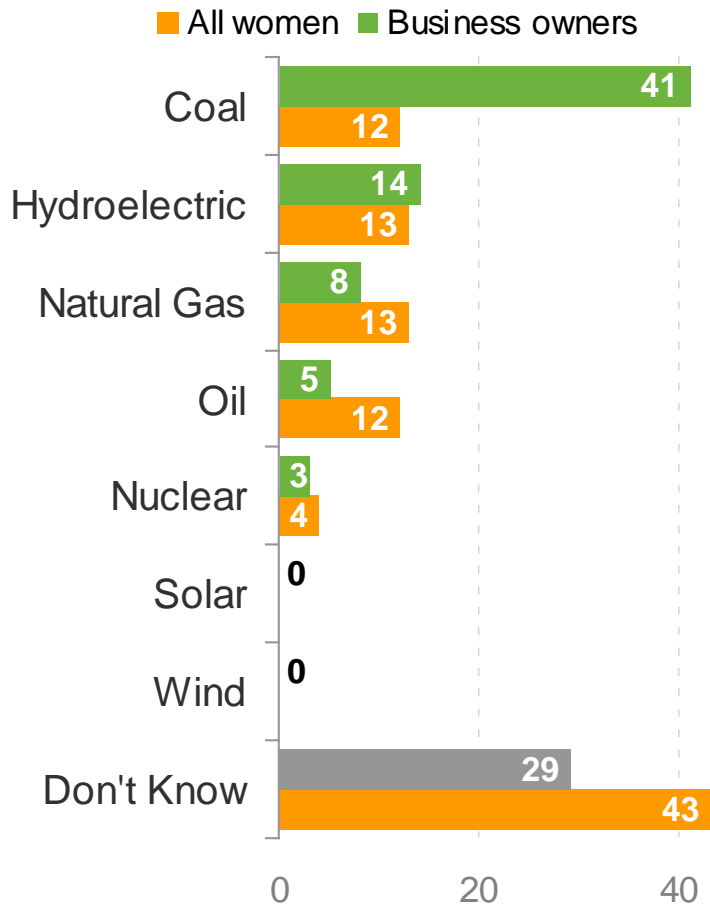


Women need information on sources,  
and effects of electricity generation

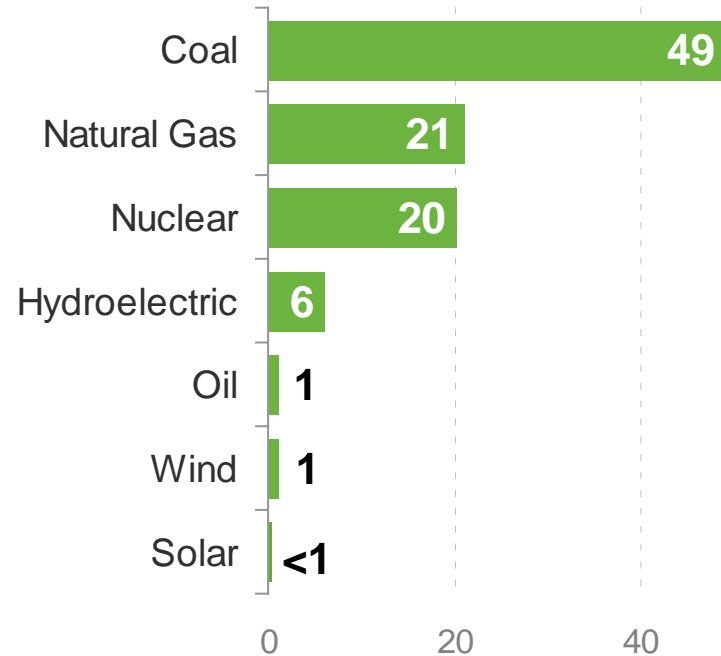
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## Business owners more knowledgeable about electricity sources

Which of these do you think is the **largest source of electricity** in the United States? If you do not know, please say so.



Actual net generation statistics, 2008:

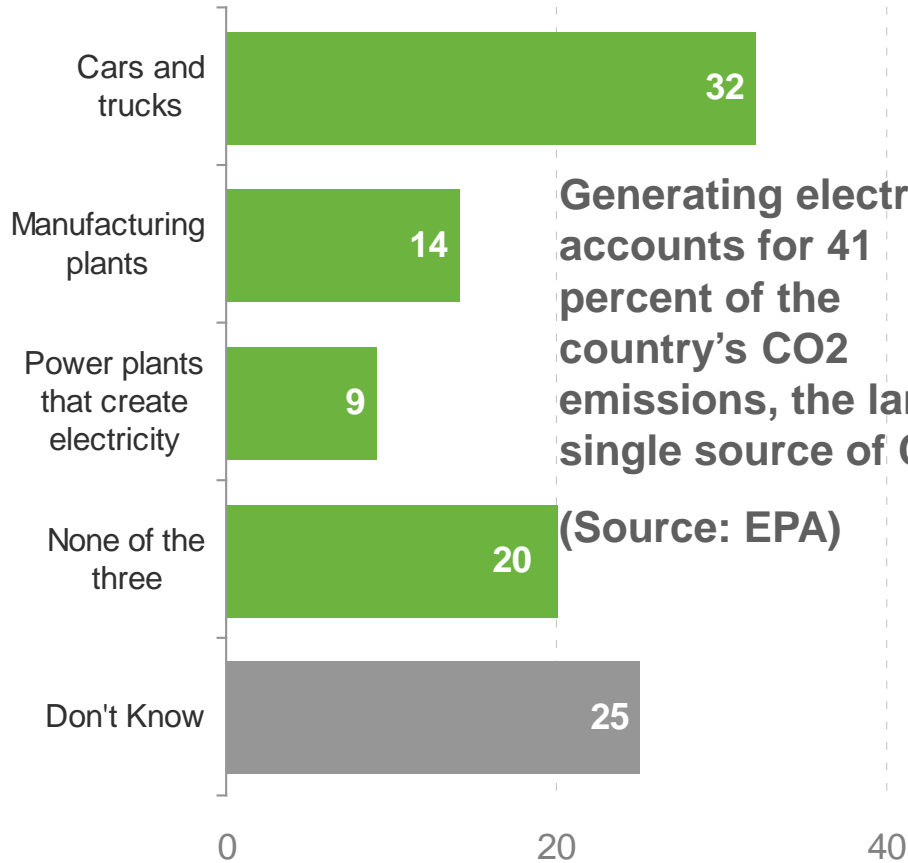


(Source: EIA, June 12, 2009)

# Electricity plays larger role in global warming than most think

Which of these is the **largest cause of global warming** in the United States? If you do not know, please say so.

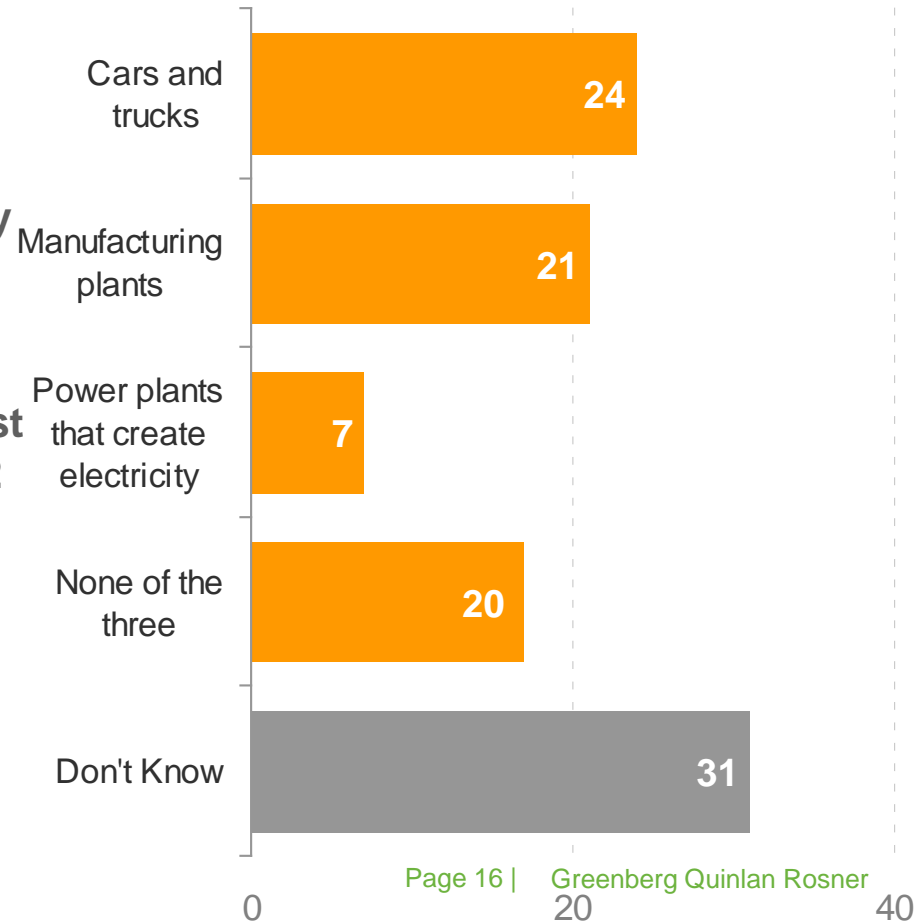
## Business Owners



**Generating electricity accounts for 41 percent of the country's CO2 emissions, the largest single source of CO2**

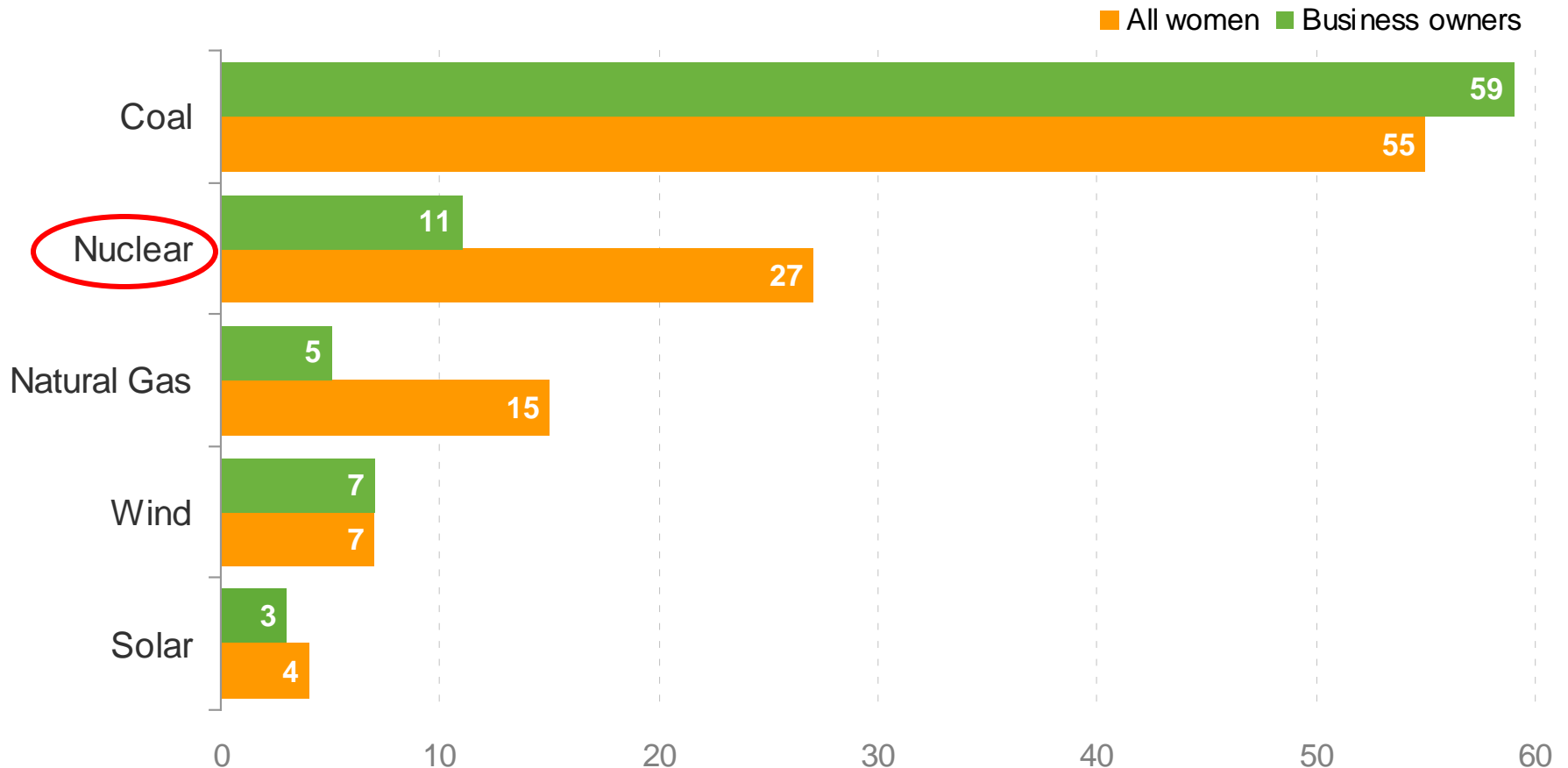
**(Source: EPA)**

## All Women



# Nuclear energy mistakenly viewed as second-largest contributor to air pollution

*Now I am going to read you a list of different sources of electricity in the U.S., and I'd like you to tell me if this source of electricity releases a lot of air pollution, some, only a little, or no air pollution.*



## New brochure

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Women and Clean Power:  
**Electricity Matters**



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