



**Safer Chemicals
Healthy Families**

Presentation Of Findings From Surveys Of Voters In Montana, Pennsylvania, Ohio & Wisconsin



THE
MELLMAN
Group
RESEARCH
BASED
STRATEGY

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Key Findings

- Voters See Chemicals As A Serious Threat And Overwhelmingly Favor Stricter Regulations
- The New Regulatory Proposal Enjoys Strong Support
- There Are Political Benefits To Supporting The Bill
- After Balanced Arguments, Voters Overwhelmingly Prefer A Candidate Who Supports The Proposal



Methodology

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- 600 Likely 2012 General Election Voters In OH, PA, WI; 500 In MT

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- Interviews Conducted:

- MT: 4/30 - 5/03

- OH: 5/02 - 5/04

- PA: 5/02 - 5/04

- WI: 5/03 - 5/05

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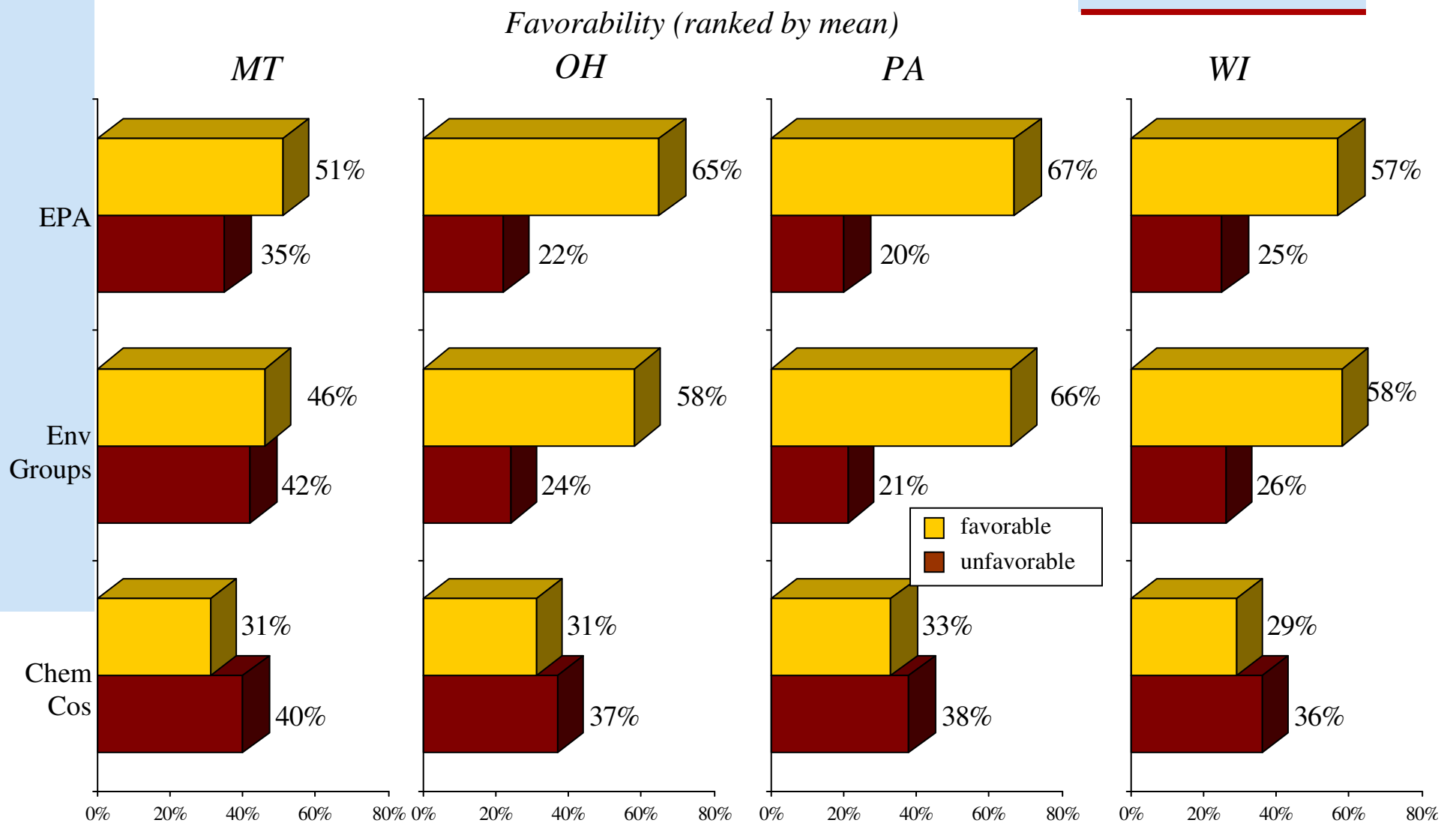
- Margin Of Error +/- 4% Overall, Higher For Subgroups





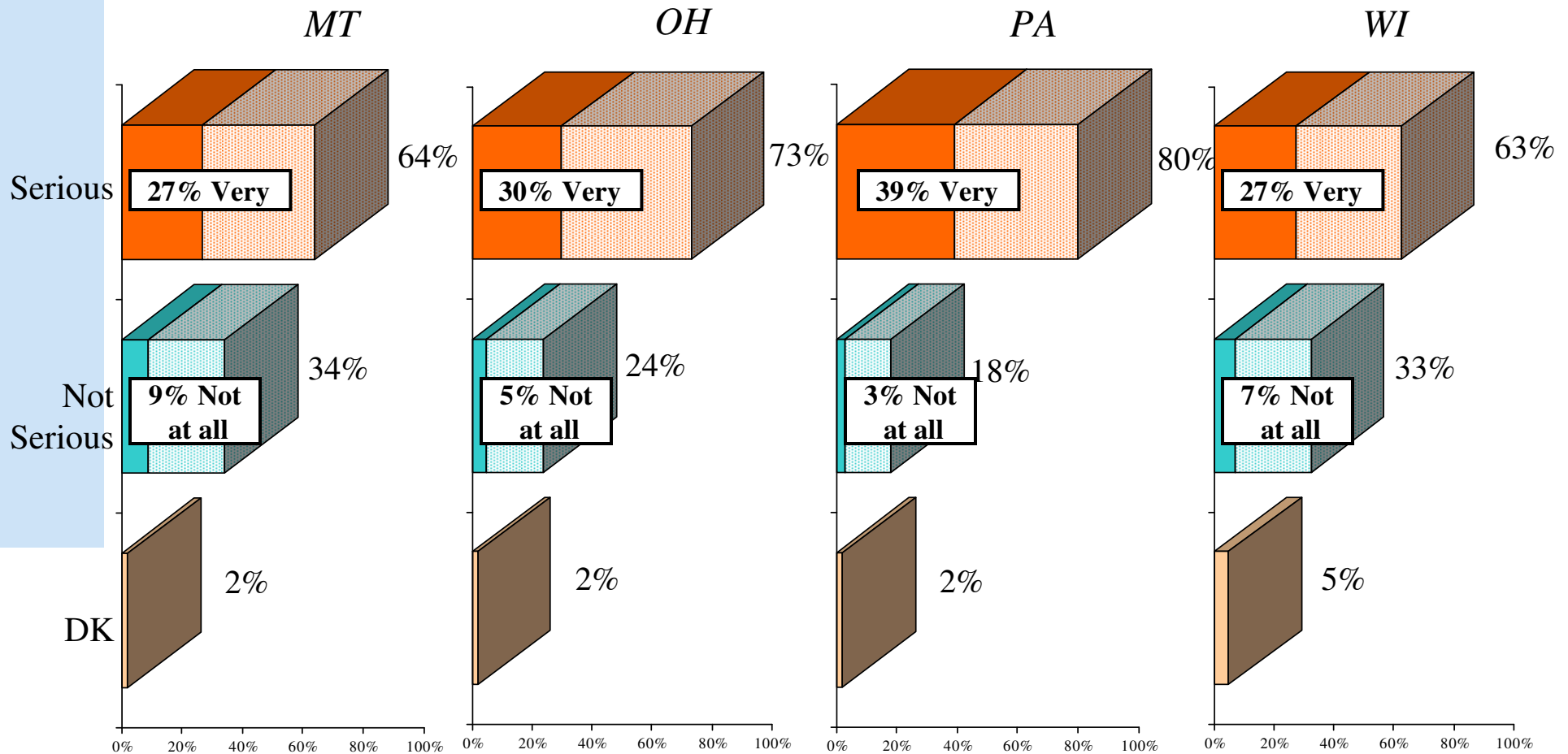
Voters See Chemicals As A Serious Threat And Overwhelmingly Favor Stricter Regulations

Voters Have Largely Favorable Views Of The EPA And Environmental Groups, But Not Of Chemical Companies



Large Majorities Believe Day-To-Day Exposure To Toxic Chemicals Poses A Threat

Generally speaking, how serious is the threat posed by exposure to toxic chemicals in day-to-day life –very serious, somewhat serious, not too serious, or not serious at all?



Majorities Across Party See Chemicals As A Serious Threat In 3 Of 4 States

Montana

	Serious	Not Serious
Democrat ID	80%	19%
Independent ID	65%	32%
Republican ID	50%	47%
Liberal	80%	18%
Moderate	66%	32%
Conservative	52%	46%
Young Women	69%	29%
Young Men	54%	44%
Older Women	75%	24%
Older Men	57%	39%
HS or Less	59%	38%
Some College	67%	32%
College+	64%	33%
Butte/Bozeman	70%	30%
Great Falls	59%	40%
Billings	55%	45%
Missoula/Spokane	72%	23%
Rest of State	55%	42%

Ohio

	Serious	Not Serious
Democrat ID	84%	15%
Independent ID	71%	26%
Republican ID	62%	34%
Liberal	86%	13%
Moderate	78%	18%
Conservative	60%	39%
Young Women	79%	18%
Young Men	66%	32%
Older Women	86%	12%
Older Men	60%	36%
HS or Less	76%	23%
Some College	75%	23%
College+	70%	26%
Cleveland	76%	23%
Cincinnati	78%	19%
Columbus	63%	35%
Toledo	68%	25%
Rest of State	77%	20%



Wisconsin Republicans Are The Sole Exception And They Divide Evenly

Pennsylvania

	Serious	Not Serious
Democrat ID	91%	7%
Independent ID	85%	14%
Republican ID	66%	32%
Liberal	89%	10%
Moderate	82%	14%
Conservative	70%	30%
Young Women	80%	19%
Young Men	80%	18%
Older Women	83%	14%
Older Men	74%	24%
HS or Less	84%	14%
Some College	84%	16%
College+	74%	24%
Philadelphia County	94%	6%
Rest of Philly DMA	77%	21%
Central PA	82%	16%
Allegheny County	74%	24%
Rest of Pittsburgh DMA	76%	23%

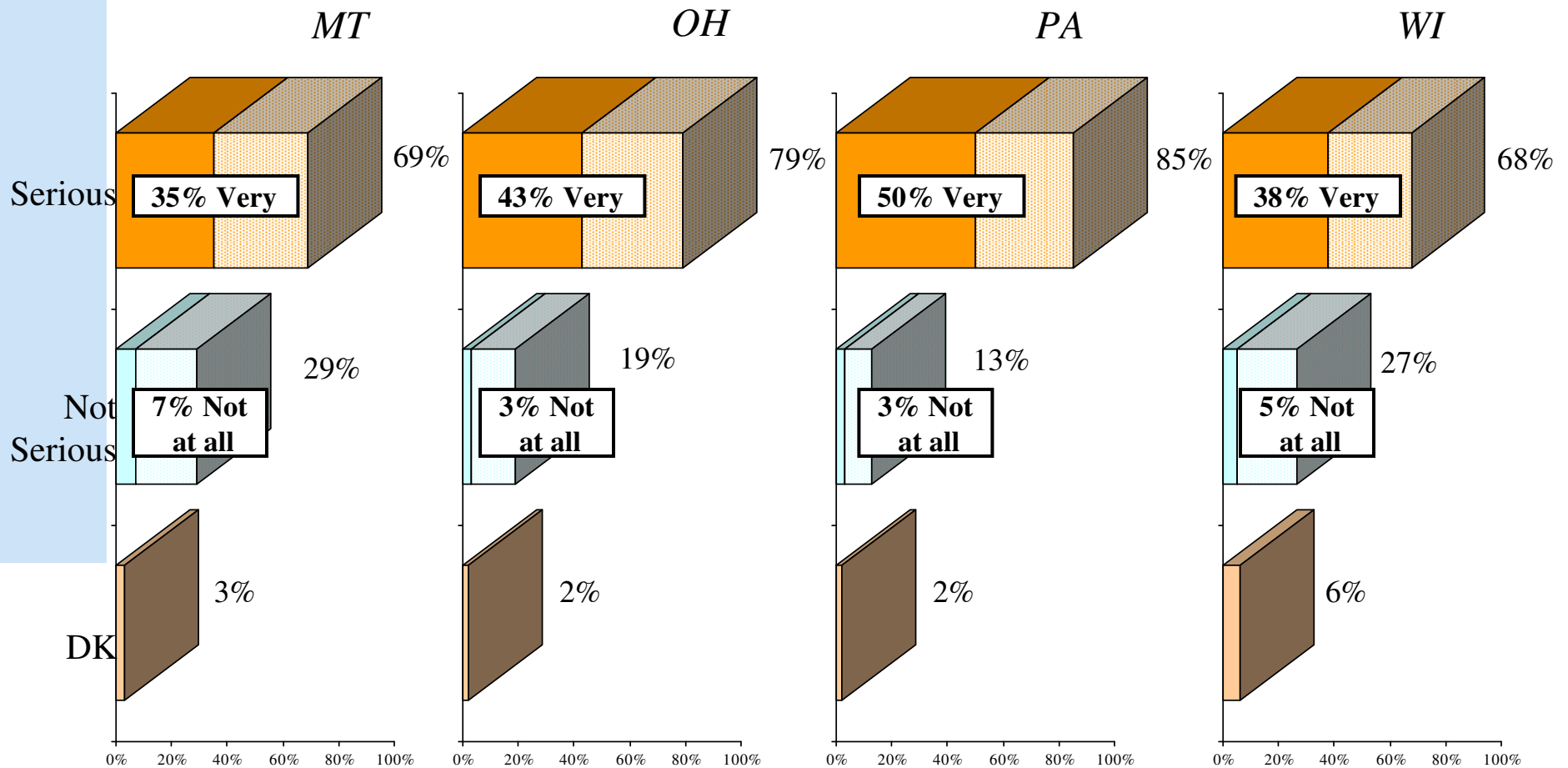
Wisconsin

	Serious	Not Serious
Democrat ID	76%	19%
Independent ID	65%	29%
Republican ID	46%	50%
Liberal	76%	17%
Moderate	65%	31%
Conservative	51%	44%
Young Women	65%	32%
Young Men	55%	38%
Older Women	73%	22%
Older Men	57%	40%
HS or Less	61%	31%
Some College	68%	29%
College+	60%	35%
Madison	58%	32%
Green Bay	59%	35%
Wausau/LaCrosse	68%	26%
Milwaukee	63%	34%



Larger Majorities Believe Exposure To Toxic Chemicals Constitutes A Threat To Children

Generally speaking, how serious is the threat posed to children by exposure to toxic chemicals in day-to-day life –very serious, somewhat serious, not too serious, or not serious at all?



Majorities Of Democrats, Independents And GOPers See Chemicals As A Serious Threat To Kids

Montana

	Serious	Not Serious
Democrat ID	83%	15%
Independent ID	68%	29%
Republican ID	58%	39%
Liberal	82%	16%
Moderate	74%	24%
Conservative	55%	41%
Young Women	72%	26%
Young Men	61%	37%
Older Women	80%	18%
Older Men	60%	34%
HS or Less	65%	32%
Some College	70%	27%
College+	70%	28%
Butte/Bozeman	70%	30%
Great Falls	66%	29%
Billings	60%	37%
Missoula/Spokane	78%	18%
Rest of State	60%	40%

Ohio

	Serious	Not Serious
Democrat ID	88%	10%
Independent ID	71%	26%
Republican ID	73%	24%
Liberal	90%	8%
Moderate	80%	16%
Conservative	69%	30%
Young Women	84%	15%
Young Men	74%	25%
Older Women	85%	11%
Older Men	70%	25%
HS or Less	84%	13%
Some College	76%	23%
College+	76%	21%
Cleveland	80%	16%
Cincinnati	82%	18%
Columbus	73%	26%
Toledo	78%	20%
Rest of State	80%	17%



The Threat To Children Is Evident To Voters Across Demographic And Partisan Segments

Pennsylvania

	Serious	Not Serious
Democrat ID	93%	5%
Independent ID	88%	12%
Republican ID	75%	22%
Liberal	94%	5%
Moderate	82%	14%
Conservative	80%	20%
Young Women	85%	15%
Young Men	85%	13%
Older Women	86%	10%
Older Men	83%	16%
HS or Less	89%	9%
Some College	88%	11%
College+	79%	18%
Philadelphia County	95%	4%
Rest of Philly DMA	84%	14%
Central PA	85%	13%
Allegheny County	82%	18%
Rest of Pittsburgh DMA	82%	16%

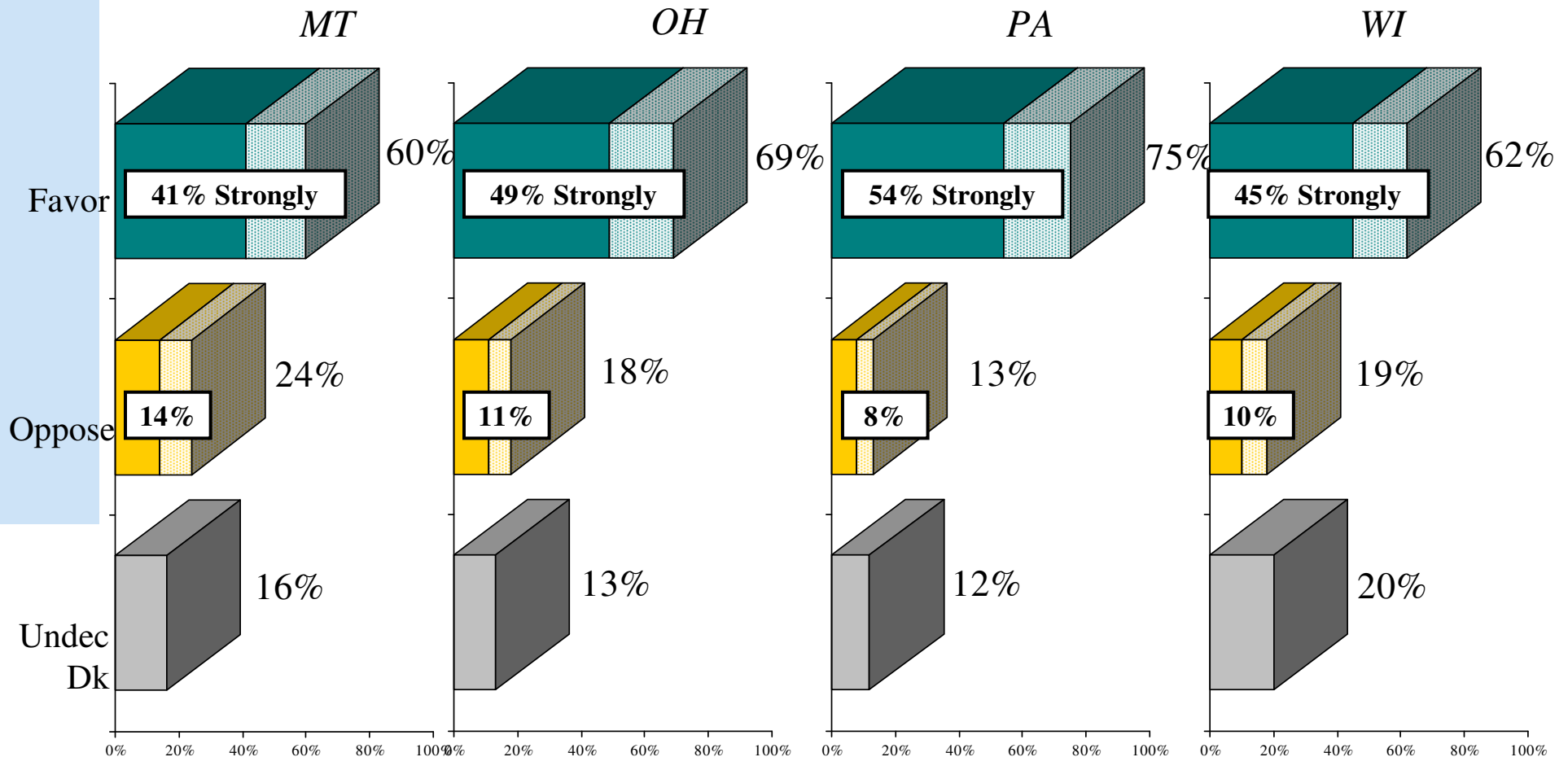
Wisconsin

	Serious	Not Serious
Democrat ID	82%	14%
Independent ID	67%	26%
Republican ID	52%	41%
Liberal	80%	12%
Moderate	70%	27%
Conservative	57%	37%
Young Women	72%	24%
Young Men	62%	32%
Older Women	78%	15%
Older Men	56%	37%
HS or Less	64%	25%
Some College	76%	22%
College+	65%	30%
Madison	64%	28%
Green Bay	62%	30%
Wausau/LaCrosse	71%	25%
Milwaukee	68%	27%



Large Majorities In Each State Favor Stricter Regulations On Chemicals

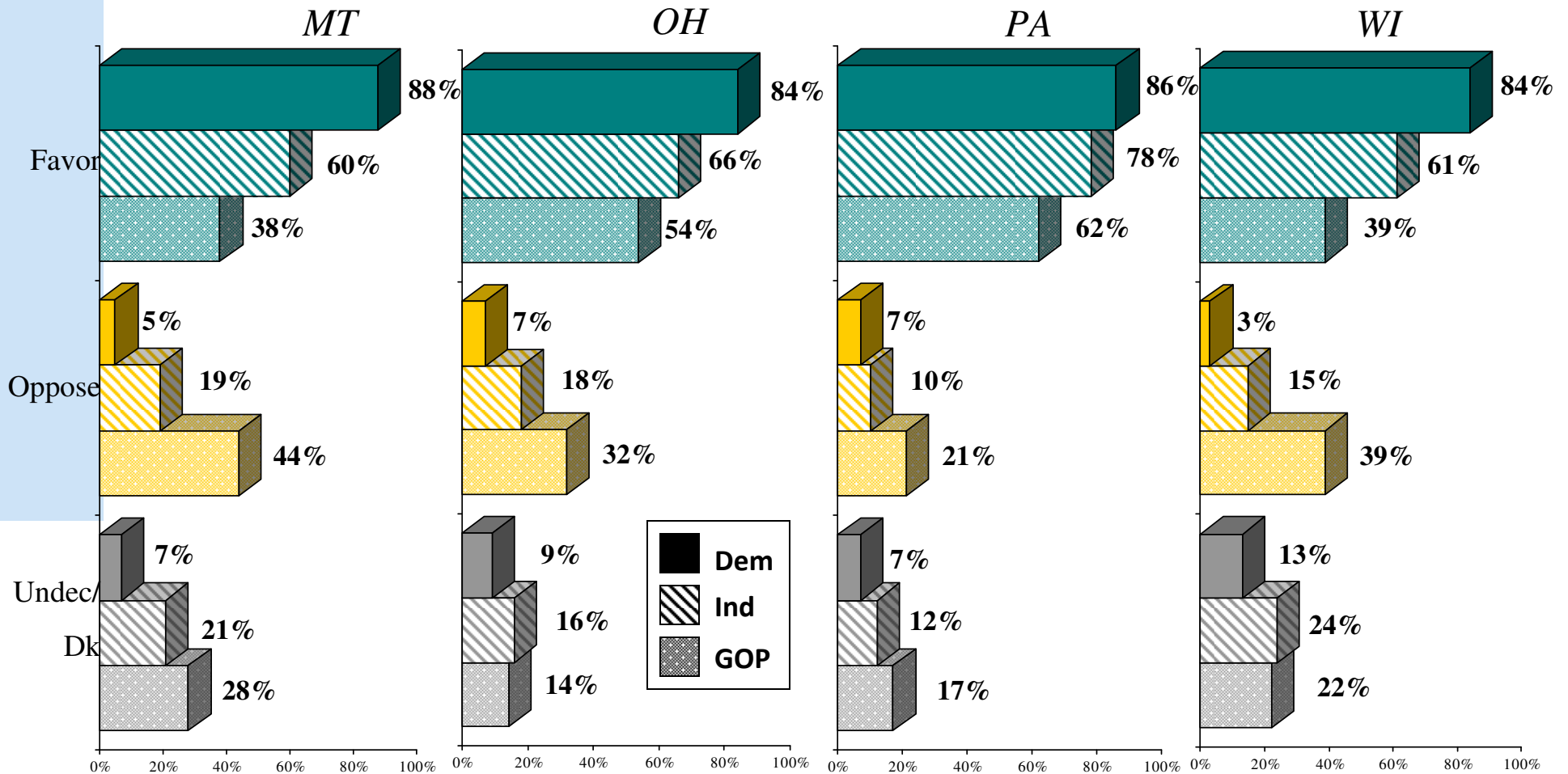
Do you favor or oppose stricter regulations on chemicals produced and used in the U.S.?



Democrats And Majorities Of Independents Support Stricter Regulations, As Do Republicans In OH And PA

Do you favor or oppose stricter regulations on chemicals produced and used in the U.S.?

By Party



Support For Stricter Regulations Crosses Demographic, Geographic And Political Lines

Montana

	Favor	Oppose
Democrat ID	88%	5%
Independent ID	60%	19%
Republican ID	38%	44%
Liberal	84%	9%
Moderate	71%	14%
Conservative	35%	44%
Young Women	71%	19%
Young Men	52%	32%
Older Women	68%	16%
Older Men	49%	32%
HS or Less	56%	26%
Some College	58%	26%
College+	64%	22%
Butte/Bozeman	66%	20%
Great Falls	54%	37%
Billings	60%	24%
Missoula/Spokane	63%	20%
Rest of State	50%	28%

Ohio

	Favor	Oppose
Democrat ID	84%	7%
Independent ID	66%	18%
Republican ID	54%	32%
Liberal	90%	3%
Moderate	70%	12%
Conservative	53%	34%
Young Women	78%	11%
Young Men	64%	24%
Older Women	78%	11%
Older Men	54%	28%
HS or Less	73%	16%
Some College	73%	16%
College+	64%	20%
Cleveland	67%	22%
Cincinnati	68%	23%
Columbus	72%	14%
Toledo	62%	10%
Rest of State	73%	15%



Support For Stricter Regulations Crosses Demographic, Geographic And Political Lines

Pennsylvania

	Favor	Oppose
Democrat ID	86%	7%
Independent ID	78%	10%
Republican ID	62%	21%
Liberal	91%	3%
Moderate	74%	11%
Conservative	61%	24%
Young Women	78%	8%
Young Men	76%	13%
Older Women	81%	10%
Older Men	60%	24%
HS or Less	74%	13%
Some College	75%	14%
College+	75%	13%
Philadelphia County	82%	10%
Rest of Philly DMA	82%	8%
Central PA	72%	17%
Allegheny County	85%	6%
Rest of Pittsburgh DMA	54%	22%

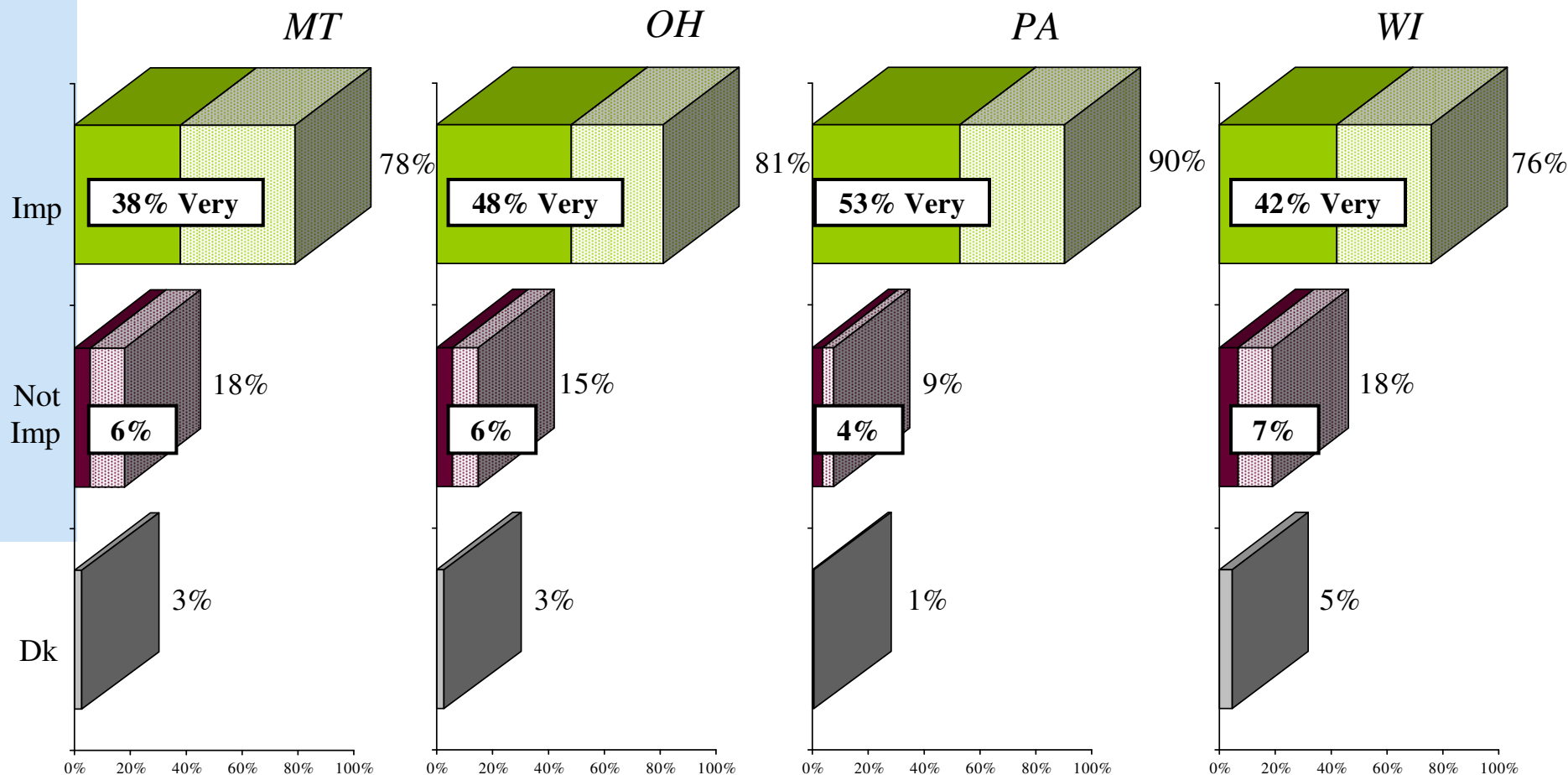
Wisconsin

	Favor	Oppose
Democrat ID	84%	3%
Independent ID	61%	15%
Republican ID	39%	39%
Liberal	82%	4%
Moderate	67%	11%
Conservative	44%	34%
Young Women	76%	8%
Young Men	49%	27%
Older Women	67%	12%
Older Men	54%	30%
HS or Less	62%	20%
Some College	67%	14%
College+	59%	20%
Madison	63%	16%
Green Bay	62%	18%
Wausau/LaCrosse	64%	20%
Milwaukee	60%	22%



Voters In All Four States Say Tightening Controls On Chemicals Is Important

How important is it to tighten controls on chemicals produced and used in the U.S. —is it very important, somewhat important, not too important or not at all important?



Voters Across All Segments Agree On The Importance Of Chemical Safety

Montana

	Important	Not Important
Democrat ID	96%	2%
Independent ID	78%	18%
Republican ID	65%	32%
Liberal	92%	4%
Moderate	86%	10%
Conservative	62%	35%
Young Women	81%	16%
Young Men	75%	23%
Older Women	86%	12%
Older Men	69%	25%
HS or Less	77%	20%
Some College	76%	19%
College+	81%	17%
Butte/Bozeman	79%	14%
Great Falls	77%	20%
Billings	76%	23%
Missoula/Spokane	82%	16%
Rest of State	71%	21%

Ohio

	Important	Not Important
Democrat ID	94%	5%
Independent ID	78%	16%
Republican ID	69%	28%
Liberal	95%	5%
Moderate	82%	12%
Conservative	70%	26%
Young Women	89%	7%
Young Men	74%	22%
Older Women	87%	12%
Older Men	74%	24%
HS or Less	86%	13%
Some College	89%	9%
College+	74%	21%
Cleveland	79%	18%
Cincinnati	82%	15%
Columbus	82%	15%
Toledo	76%	17%
Rest of State	85%	12%



Voters Across All Segments Agree On The Importance Of Chemical Safety

Pennsylvania

	Important	Not Important
Democrat ID	96%	4%
Independent ID	91%	6%
Republican ID	83%	16%
Liberal	96%	4%
Moderate	96%	2%
Conservative	79%	19%
Young Women	97%	3%
Young Men	86%	13%
Older Women	95%	5%
Older Men	81%	16%
HS or Less	92%	7%
Some College	92%	7%
College+	87%	12%
Philadelphia County	96%	2%
Rest of Philly DMA	90%	9%
Central PA	89%	10%
Allegheny County	91%	8%
Rest of Pittsburgh DMA	87%	12%

Wisconsin

	Important	Not Important
Democrat ID	90%	6%
Independent ID	76%	16%
Republican ID	62%	34%
Liberal	88%	6%
Moderate	81%	13%
Conservative	64%	31%
Young Women	86%	10%
Young Men	66%	26%
Older Women	81%	13%
Older Men	71%	28%
HS or Less	74%	19%
Some College	84%	12%
College+	74%	21%
Madison	72%	21%
Green Bay	73%	20%
Wausau/LaCrosse	86%	14%
Milwaukee	76%	19%

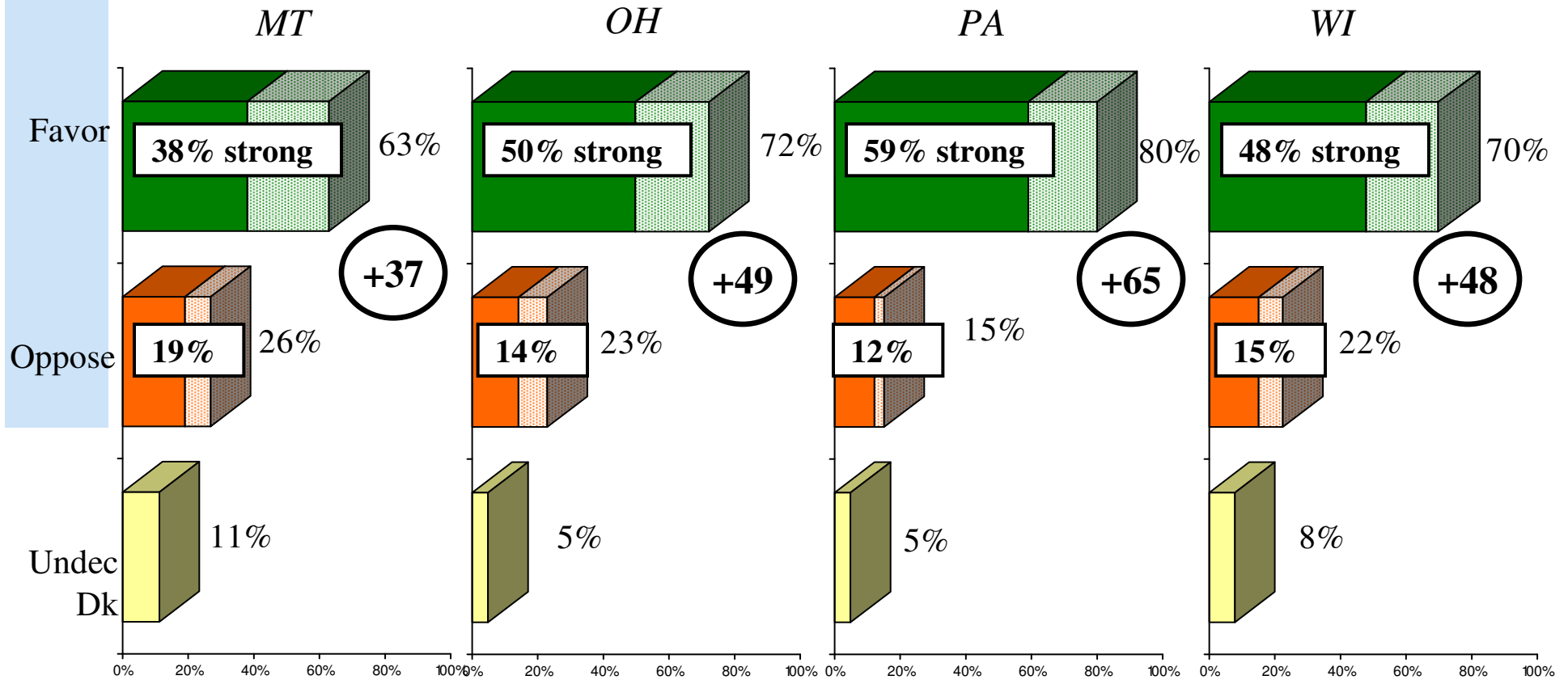




**The New Regulatory Proposal
Enjoys Strong Support**

The New Bill Garner Strong Support

Now let me read you a description of a new bill that may be introduced in Congress. Under this bill all chemical manufacturers would be required to provide information showing their chemicals are safe in order for those chemicals to be sold on the market. The proposed new law would give the Environmental Protection Agency (EPA) new power to restrict chemicals that are not shown to be safe and that may harm the public health and the environment. The Environmental Protection Agency (EPA) would have the power to ban some or all uses of a chemical, or require that people's exposure to the chemical be reduced. However, where a use of a chemical is critical and there are no good alternatives, it would be allowed to stay on the market for a limited period of time. Would you favor or oppose this bill?



Republicans, Democrats And Independents In All 4 States Support The Bill

Montana

	Favor	Oppose
Democrat ID	88%	4%
Independent ID	58%	32%
Republican ID	46%	40%
Liberal	83%	9%
Moderate	75%	15%
Conservative	39%	47%
Young Women	68%	20%
Young Men	58%	32%
Older Women	71%	19%
Older Men	54%	35%
HS or Less	52%	32%
Some College	67%	28%
College+	67%	21%
Butte/Bozeman	68%	20%
Great Falls	67%	21%
Billings	54%	35%
Missoula/Spokane	66%	25%
Rest of State	57%	27%

Ohio

	Favor	Oppose
Democrat ID	84%	10%
Independent ID	71%	24%
Republican ID	58%	36%
Liberal	86%	9%
Moderate	75%	16%
Conservative	58%	38%
Young Women	77%	17%
Young Men	73%	24%
Older Women	75%	20%
Older Men	59%	34%
HS or Less	82%	15%
Some College	74%	21%
College+	63%	29%
Cleveland	71%	25%
Cincinnati	69%	22%
Columbus	71%	25%
Toledo	69%	23%
Rest of State	78%	19%



Majorities Across Party In Each State Support The Bill

Pennsylvania

	Favor	Oppose
Democrat ID	91%	7%
Independent ID	78%	10%
Republican ID	68%	27%
Liberal	93%	6%
Moderate	86%	9%
Conservative	64%	30%
Young Women	84%	13%
Young Men	78%	15%
Older Women	82%	14%
Older Men	73%	19%
HS or Less	82%	13%
Some College	79%	15%
College+	79%	17%
Philadelphia County	87%	8%
Rest of Philly DMA	82%	14%
Central PA	75%	19%
Allegheny County	86%	11%
Rest of Pittsburgh DMA	77%	19%

Wisconsin

	Favor	Oppose
Democrat ID	86%	11%
Independent ID	71%	19%
Republican ID	53%	37%
Liberal	89%	7%
Moderate	76%	16%
Conservative	52%	38%
Young Women	84%	11%
Young Men	58%	30%
Older Women	74%	19%
Older Men	59%	32%
HS or Less	70%	21%
Some College	70%	22%
College+	70%	23%
Madison	69%	25%
Green Bay	70%	22%
Wausau/LaCrosse	70%	24%
Milwaukee	71%	20%



Requiring Companies To Test And Prove Chemicals' Safety Are Among The Strongest Provisions In All Four States

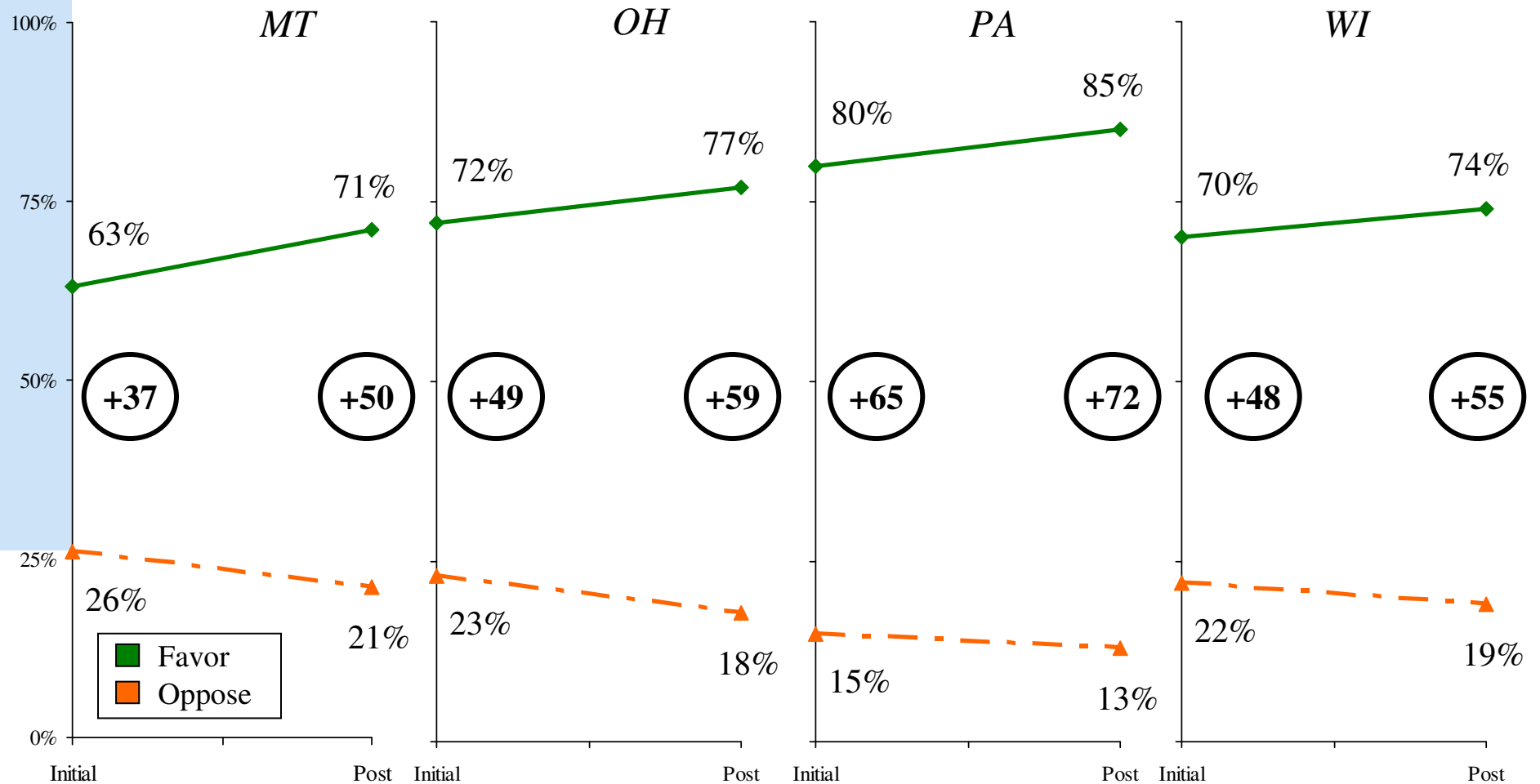
Net Favor Provisions (% Favor- % Oppose)	MT	OH	PA	WI
Require chemical companies to test the chemicals they manufacture to prove that they are safe for everyone, including children, pregnant women, & workers	69%	78%	82%	71%
All chemical manufacturers would be required to provide information showing their chemicals are safe in order for those chemicals to be sold on the market	65%	77%	84%	72%
Exposure to toxic chemicals, such as formaldehyde, that have been extensively studied, will be reduced to the maximum extent possible	62%	67%	83%	63%
A process will be created so that all chemicals in use must be tested and shown to be safe over the next 15 years	61%	73%	79%	62%
<i>Can the use of toxic chemicals that persist in the environment and build up in the food chain and in people's bodies</i>	63%	67%	81%	62%
<i>Ban the use of toxic chemicals that persist in the environment and build up in people's bodies</i>	66%	69%	79%	59%
<i>Hotspots where residents are disproportionately exposed to hazardous chemicals will be identified by the EPA which will be given new authority to reduce residents' exposure</i>	53%	72%	78%	67%
The states will continue to be able to enact tougher chemical policies	56%	68%	72%	61%
<i>Places where residents are disproportionately exposed to hazardous chemicals will be identified by the EPA which will be given new authority to reduce residents' exposure</i>	51%	72%	73%	55%
The EPA would be given new power to restrict chemicals that are not shown to be safe and that may harm the public health and the environment	37%	58%	70%	54%

Italics indicate split sample



After Hearing The Specifics Of The Bill, The Margin Of Support Increases

Proposal Support: After Provisions

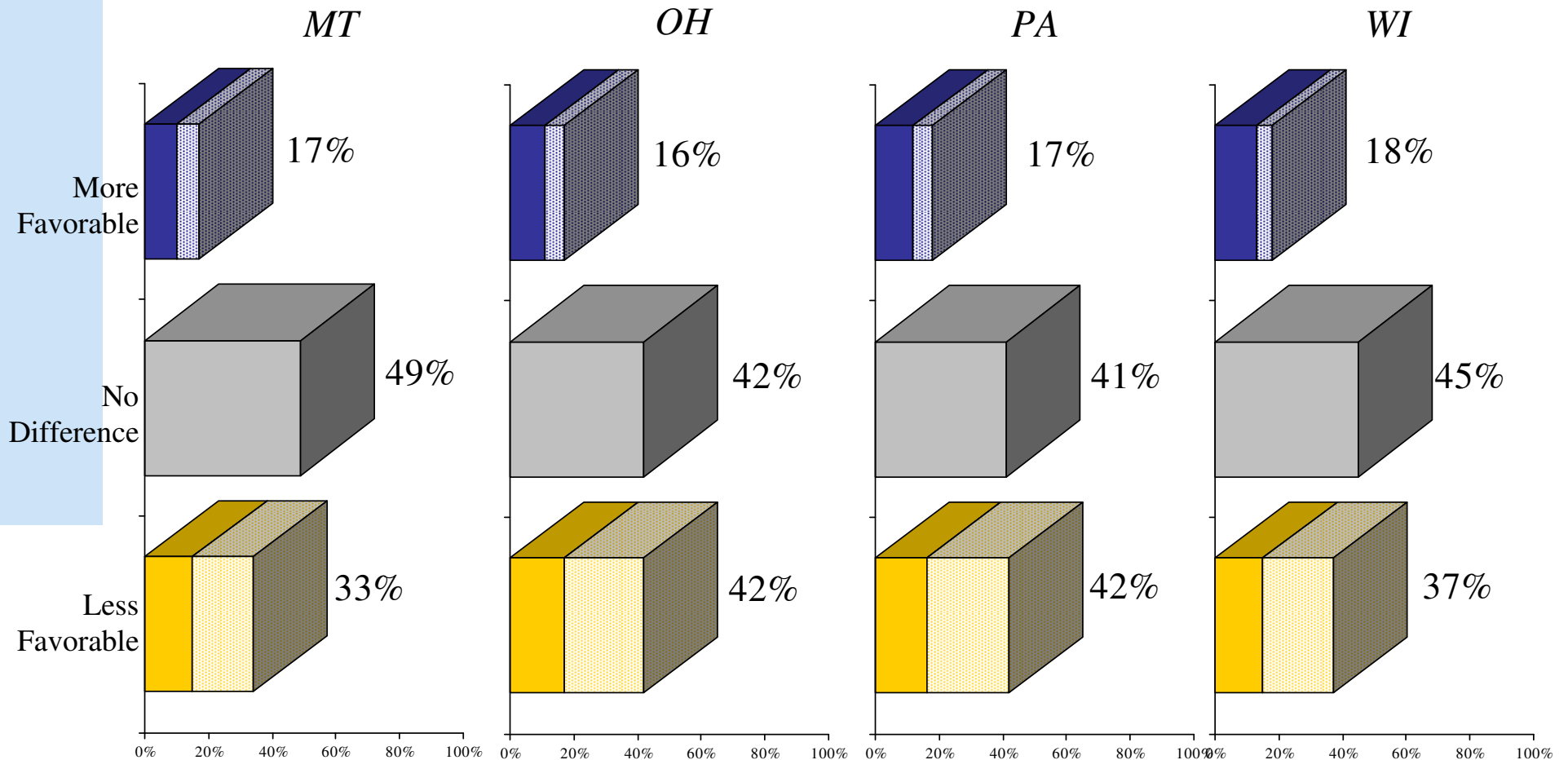




**There Are Political Benefits To
Supporting The Bill**

Voting Against The Bill Threatens To Evoke Backlash

How would you feel about your representative in the U.S. Congress if they voted against the bill we have just been talking about to reform the regulation of chemicals produced and used in the U.S.?



Voters Say They Will Cross Party Lines To Back A Supporter Of The Bill Over An Opponent

If you had a choice of two candidates for US Congress, for which candidate would you vote...

	MT	OH	PA	WI
A Democrat who <u>supports</u> the bill to reform the regulation of chemicals produced and used in the US	46%	56%	65%	53%
A Republican who <u>opposes</u> the bill...	27%	18%	17%	26%

A Republican who <u>supports</u> the bill...	47%	48%	55%	50%
A Democrat who <u>opposes</u> the bill...	20%	17%	15%	17%



A woman with dark hair, wearing a black turtleneck sweater, stands in a room decorated for a political event. The room features several American flags, including a large one on the left and a striped banner across the top. In the foreground, a sign with the word "VOTE" is partially visible. The woman is looking towards the right side of the frame. A white box with a blue border is overlaid on the image, containing the text.

**Even After Balanced Arguments, Voters
Overwhelmingly Prefer Supporters Of
The Proposal**

All Respondents Heard A Strong Opposition Argument

● **Candidate Smith** opposes the bill saying additional burdensome government regulations on business will hurt the economy and cost jobs. Companies will pass the costs on to consumers, making it even harder to afford the things we need. We have already seen this happen in Europe where similar regulations have proven to be very costly. Chemicals are vital to 96% of the manufacturing done in this country and when you consider the number of companies and jobs that would be negatively affected by this new law, the price in jobs and money is just too high. This bill has the potential to seriously harm our economy, cost jobs, and cost us money when we can't afford it.



Respondents Heard One Of Two Arguments In Support

● **Health Impacts:** *Candidate Jones favors the bill saying we need to tighten regulations on chemicals produced and used in the U.S. because the health impact of toxic chemicals is so serious. The long-term impact of these chemicals that act like hormones in people is now becoming clear. Sperm counts are down 50% compared to our fathers' generation, a quarter million babies are born with birth defects every year, and breast cancer has tripled. Science is increasingly showing links between chemicals and chronic diseases, like asthma, diabetes, Alzheimer's, or heart disease, as well as other serious health problems from childhood cancer, to autism, ADHD, learning deficits, infertility, and birth defects. We need to reform the regulation of chemicals in the U.S. because the health risks are too high and the existing regulations are too weak.*

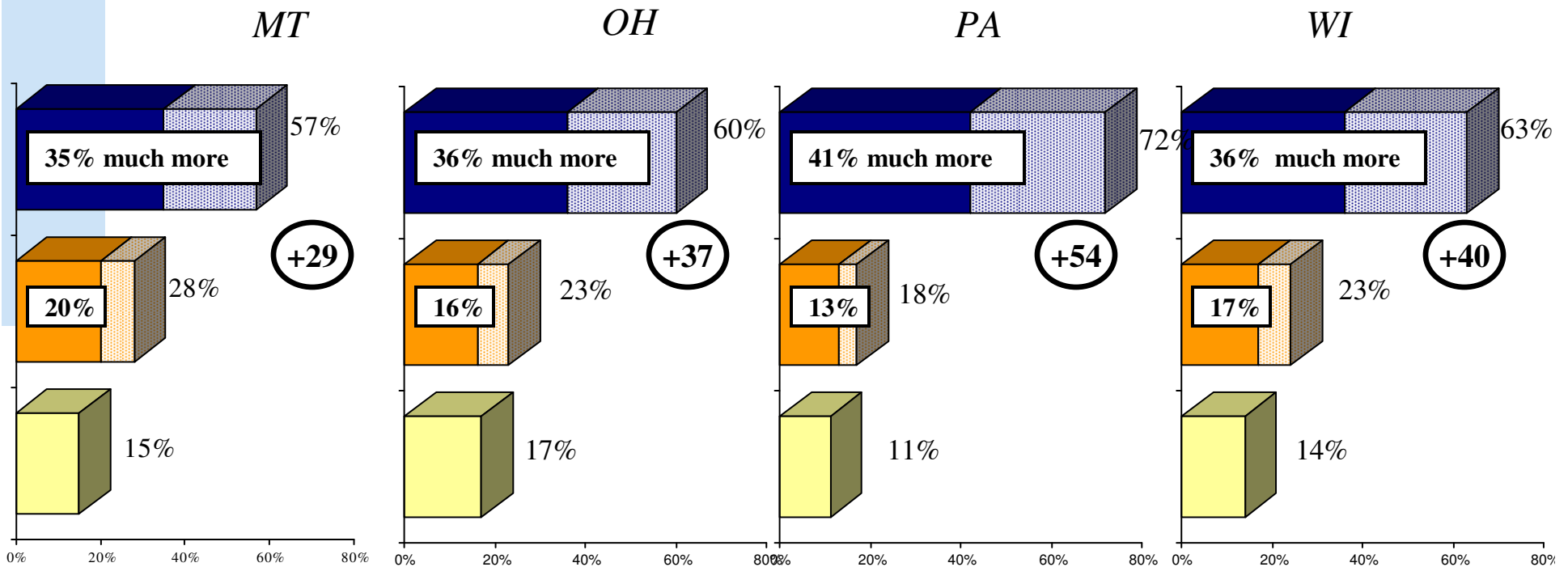
● **Inadequate Regulations:** *Candidate Jones favors the bill saying we need to tighten up regulations on chemicals because the current system is too lax to protect our health. He says most people don't realize how outdated and inadequate existing regulations are. Just 200 of the more than 80,000 chemicals produced and used in the U.S. have been tested for safety. Unless we change the law, some 60,000 chemicals that have never been tested for safety, will never be tested. Science is increasingly showing links between chemicals and chronic diseases, like asthma, diabetes, Alzheimer's, heart disease and cancer. We need to reform the regulation of chemicals in the U.S. because the health risks are too high and the existing regulations are too weak.*



Focusing On The Health Impact Of Toxic Chemicals Is Effective

For which of these candidates would you vote?

- **Candidate Jones** *favors* the bill saying we need to tighten regulations on chemicals produced and used in the U.S. because the health impact of toxic chemicals is so serious. The long-term impact of these chemicals that act like hormones in people is now becoming clear. Sperm counts are down 50% compared to our fathers' generation, a quarter million babies are born with birth defects every year, and breast cancer has tripled. Science is increasingly showing links between chemicals and chronic diseases, like asthma, diabetes, Alzheimer's, or heart disease, as well as other serious health problems from childhood cancer, to autism, ADHD, learning deficits, infertility, and birth defects. We need to reform the regulation of chemicals in the U.S. because the health risks are too high and the existing regulations are too weak.
- **Candidate Smith** *opposes* the bill...

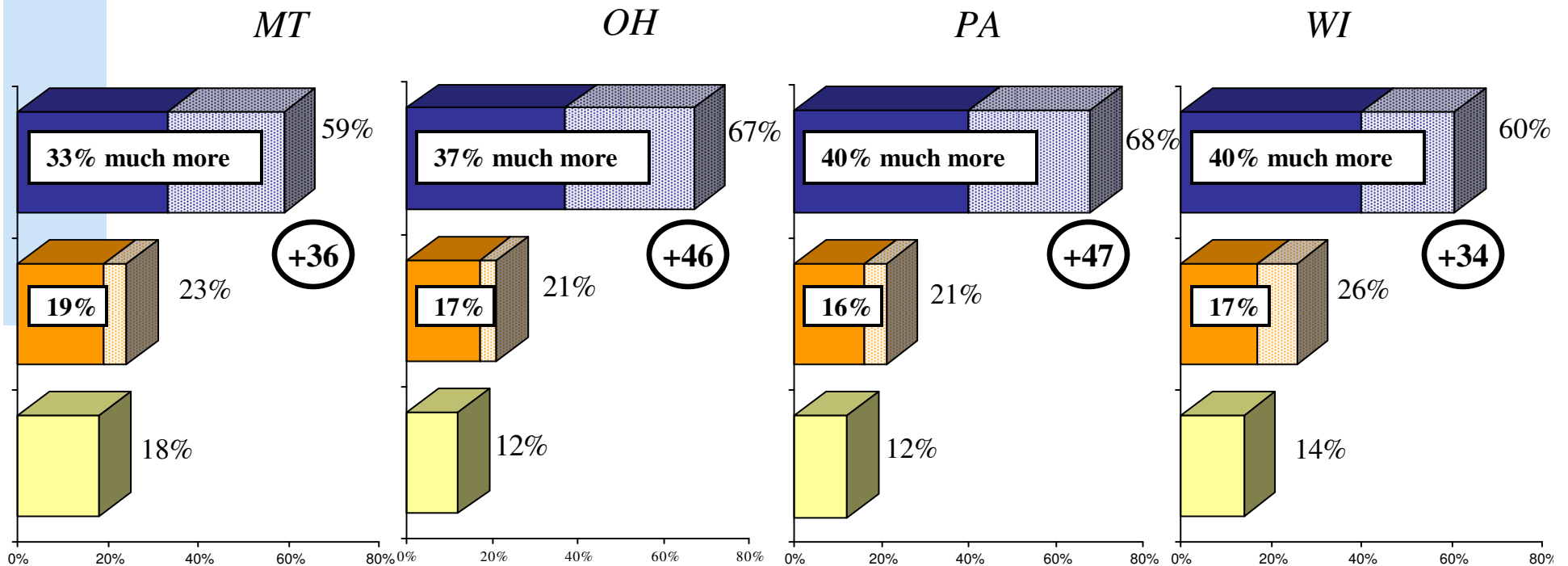


A Candidate Arguing That Existing Regulations Are Outdated Bests A Candidate Articulating Opponents' Message

For which of these candidates would you vote?

● **Candidate Jones** favors the bill saying we need to tighten up regulations on chemicals because the current system is too lax to protect our health. He says most people don't realize how outdated and inadequate existing regulations are. Just 200 of the more than 80,000 chemicals produced and used in the U.S. have been tested for safety. Unless we change the law, some 60,000 chemicals that have never been tested for safety, will never be tested. Science is increasingly showing links between chemicals and chronic diseases, like asthma, diabetes, Alzheimer's, heart disease and cancer. We need to reform the regulation of chemicals in the U.S. because the health risks are too high and the existing regulations are too weak.

● **Candidate Smith** opposes the bill...



A Health Focus Does Best In PA And WI, While Focusing On Inadequate Regulations Seems Stronger In MT And OH

Jones (Support) Margin	MT	OH	PA	WI
<i>Candidate Jones favors the bill saying we need to tighten regulations on chemicals produced and used in the U.S. because the health impact of toxic chemicals is so serious...</i>	+29	+37	+54	+40
<i>Candidate Jones favors the bill saying we need to tighten up regulations on chemicals because the current system is too lax to protect our health...</i>	+36	+46	+47	+34

Italics indicate split sample



Strategic Conclusions

- Chemical safety is a real concern
- That concern translates into strong support for stricter regulations on chemicals
- Support for a tougher regulatory regime transcends demography, geography and partisanship
- Voters want chemical companies to provide information proving their products are safe
- Voters say this issue is powerful enough to override their traditional political allegiances





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