

APPALACHIAN VOICES

MOUNTAINTOP REMOVAL MINING RESEARCH
APPALACHIA REGION
JUNE 2008



gerstein | agne
strategic communications



Summary Information about Poll

* This page not from original G&A report, but added by Appalachian Voices

SAMPLE: 914 LIKELY VOTERS
DATE: MAY 5-8, 2008
REGION: SEE MAP

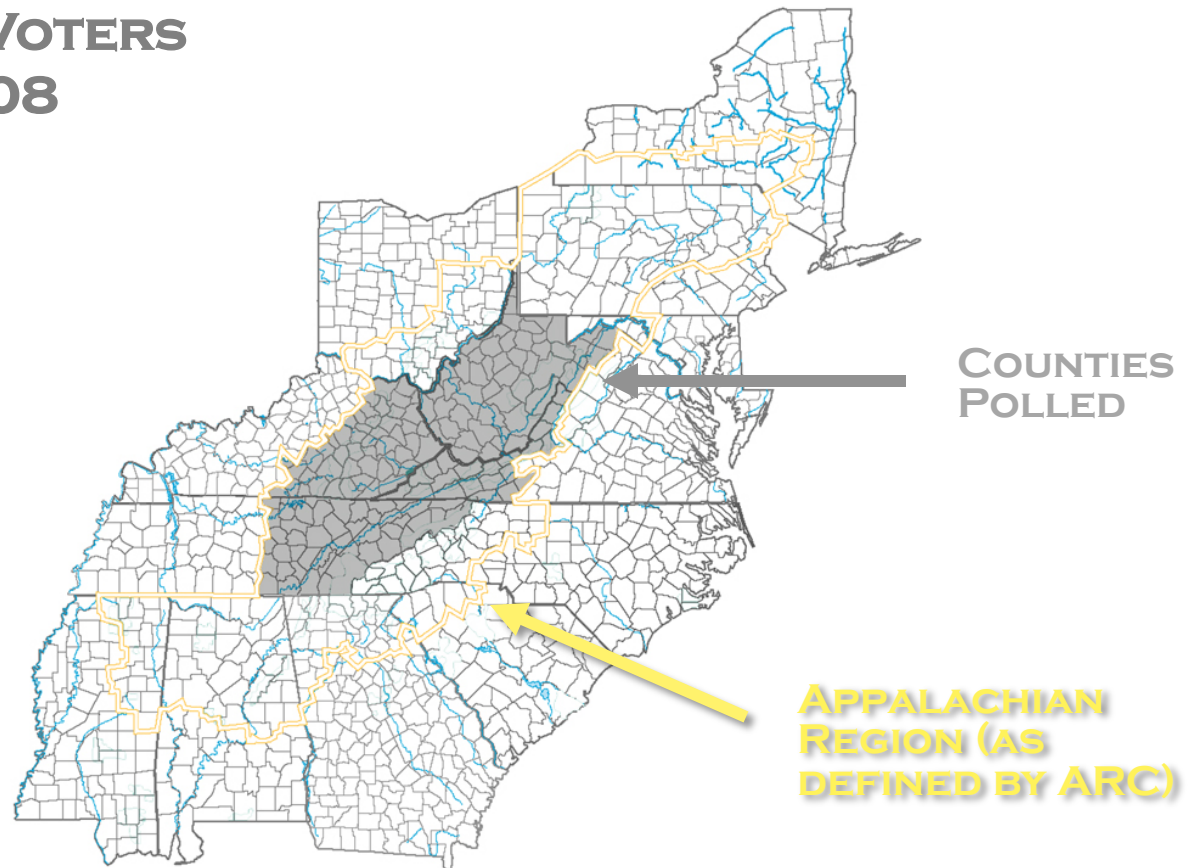


Figure 1



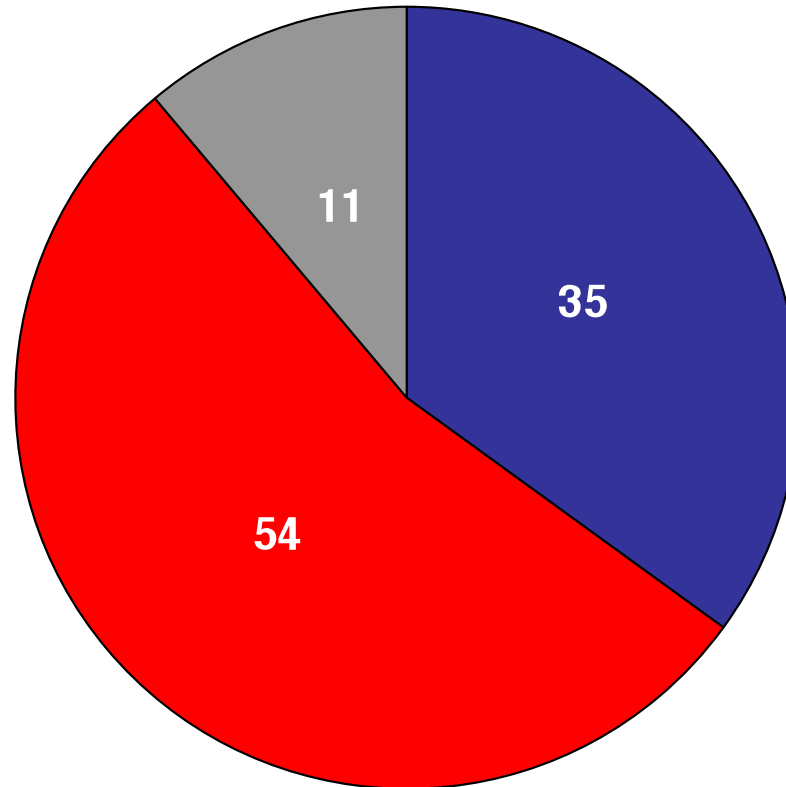
Key Findings

- **Voters in the Appalachian region oppose mountaintop removal mining and more likely to support presidential candidate who similarly opposes the method**
- **Majorities of two key audiences – Independents and union households – oppose mountaintop removal**
- **Voters reject jobs vs. environment frame of mountaintop removal supporters**
- **Renewable energy seen as long-term key to energy security, economic growth, and quality of life of local communities**
- **Overwhelming support for Clean Water Protection Act – even after opponents say it will mean an end to mountaintop removal mining in their state**



Strong Change Dynamic

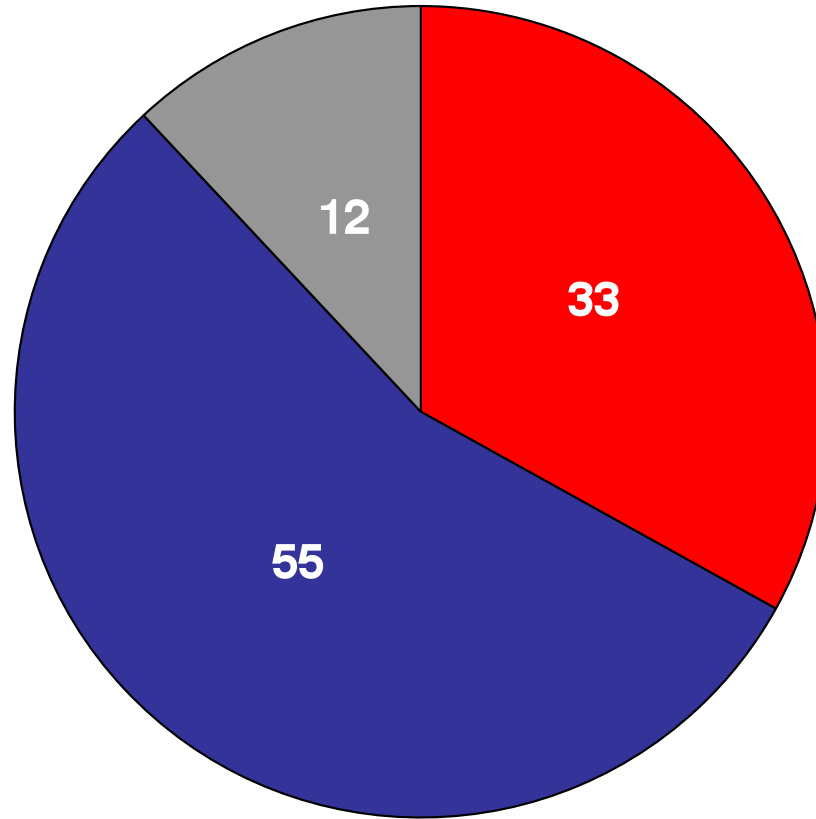
“Generally speaking, do you think that things in [your state] are going in the right direction, or do you feel things are off on the wrong track?”



■ Right Direction ■ Wrong Track ■ Don't Know/Refused



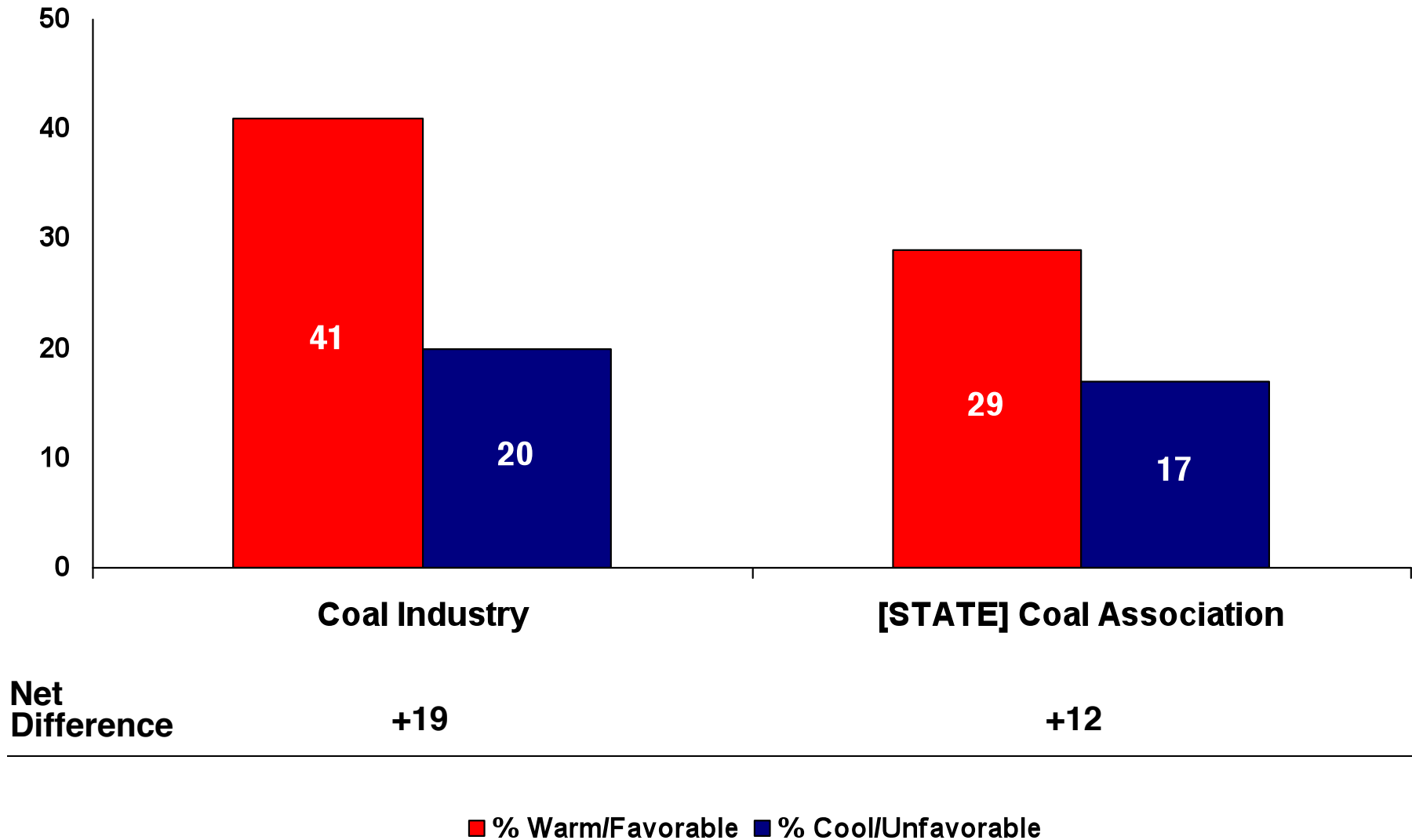
Bush Broadly Unpopular



- % Warm/Favorable Feelings Towards Bush
- % Cool/Unfavorable Feelings Towards Bush
- % Neutral/Don't Know

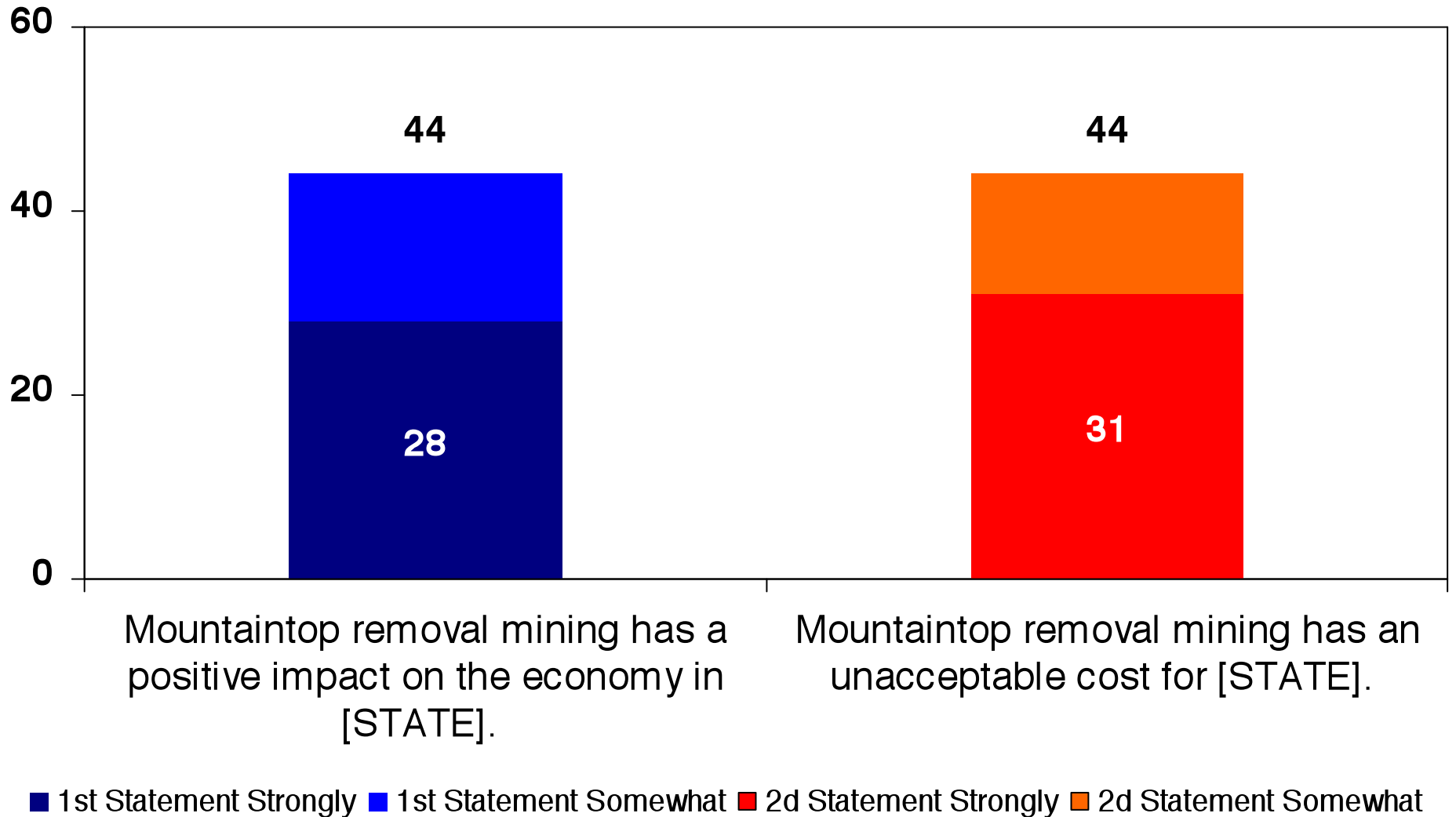


Support for Coal Interests



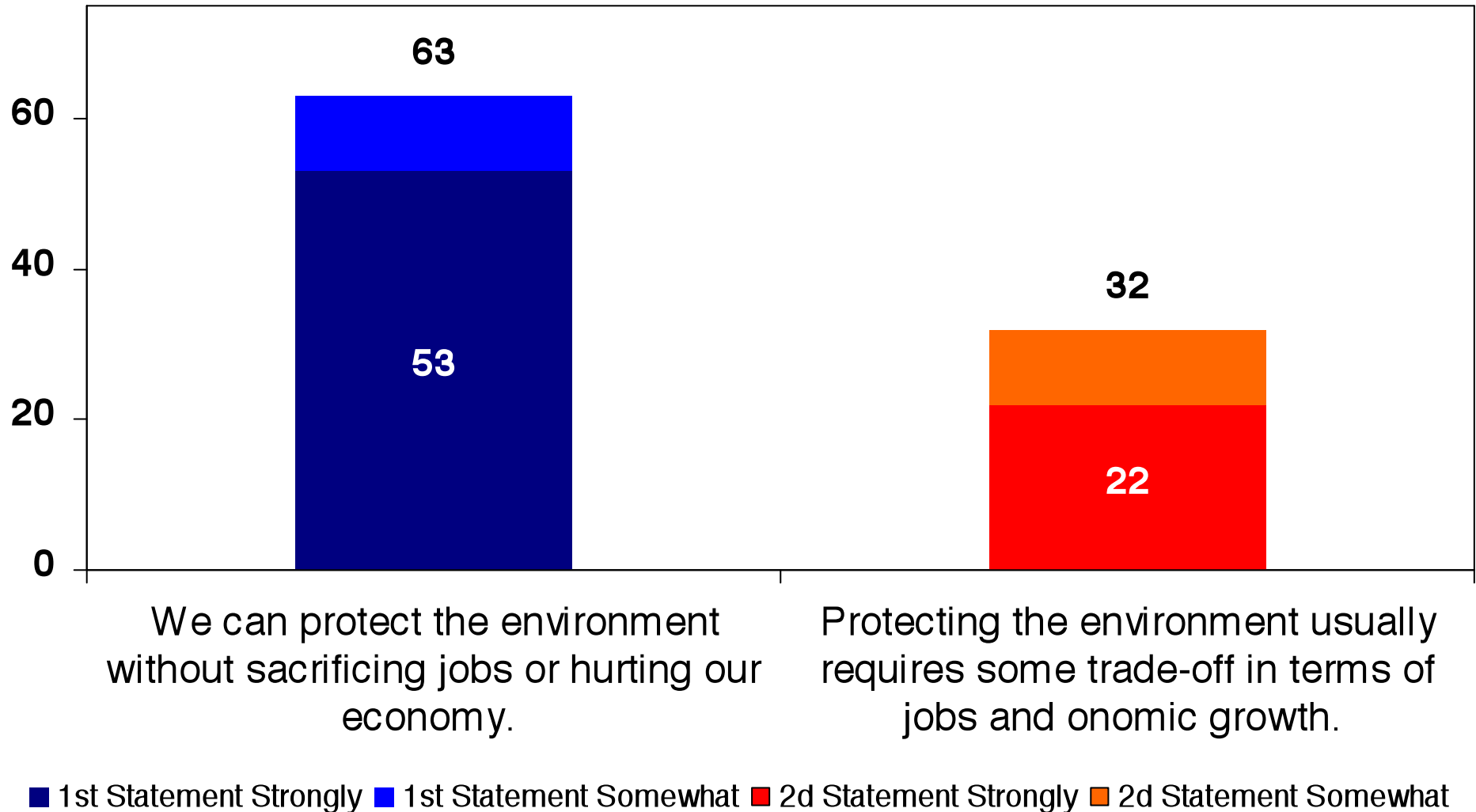


Voters Split on Economic Impact



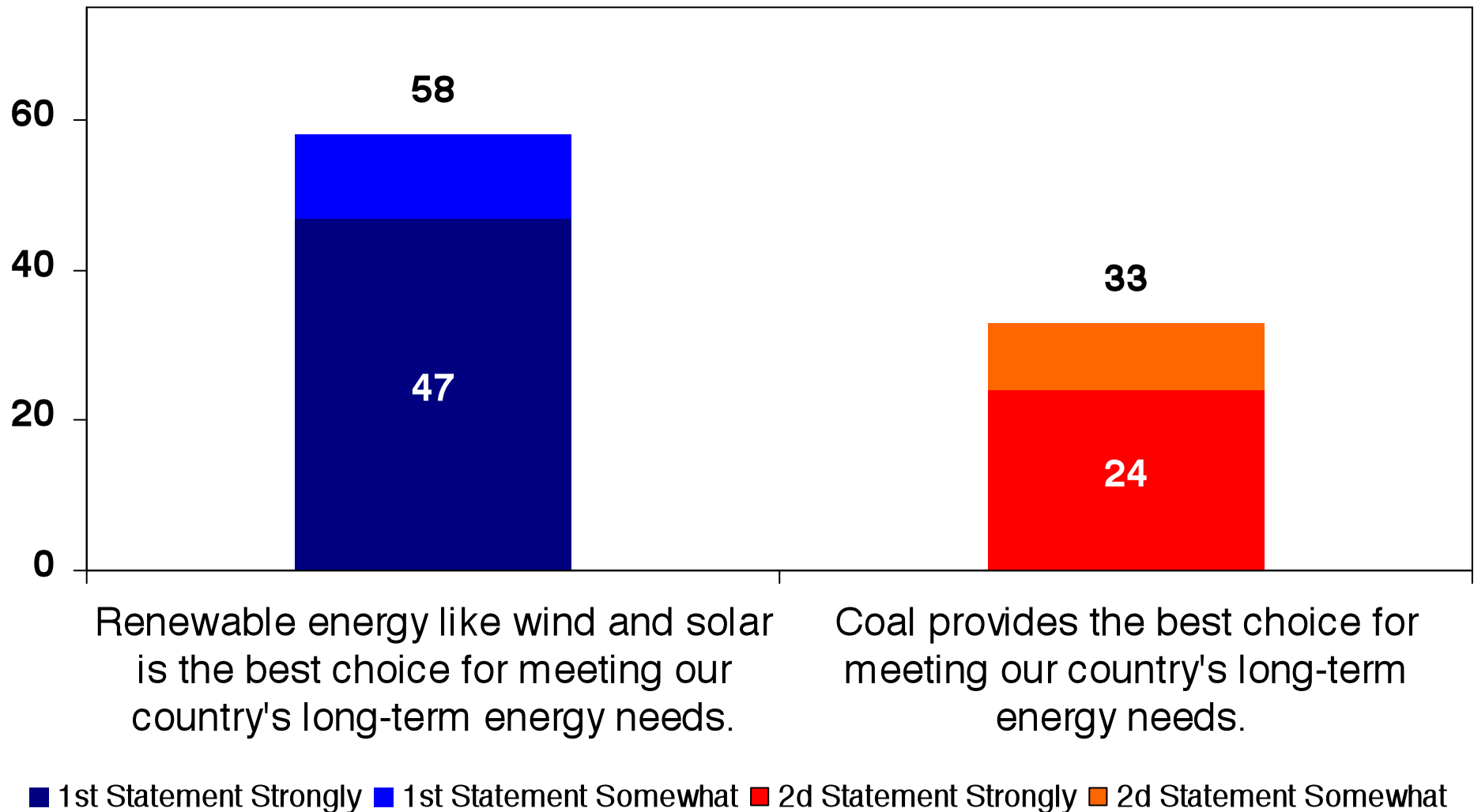


Voters Not Trapped in Jobs vs. Environment Paradigm





Looking Ahead to a Post-Coal Solution





Opposition to Mountaintop Removal Mining

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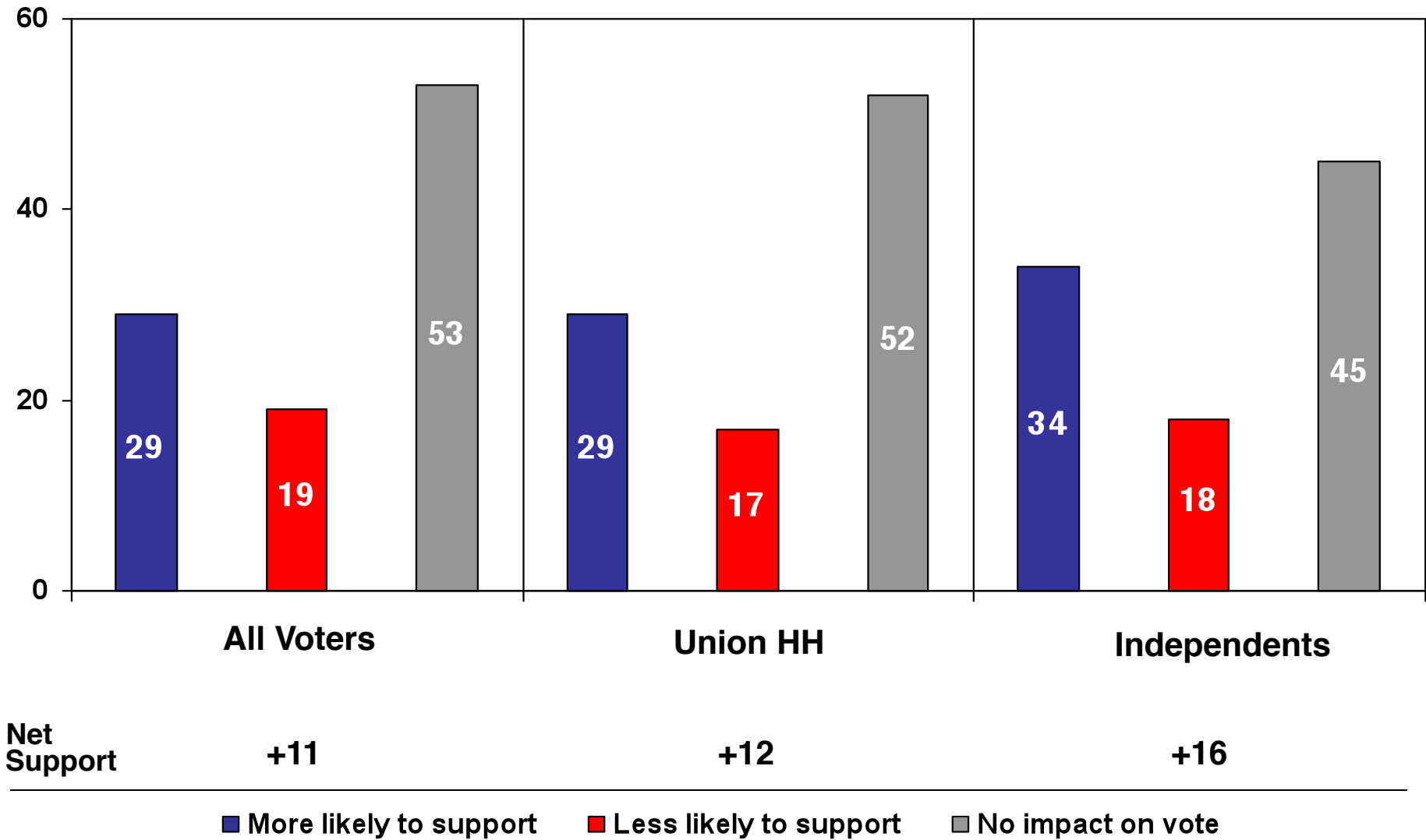


Presidential Politics and Mountaintop Removal Mining

- Voters are closely following presidential race, but more than 3-in-4 say they have not heard enough about coal use and coal mining
- More than half of likely voters say attitudes on mountaintop removal will not significantly impact their vote for President, but...
- **Among those focused on this issue, 38% more likely to support candidate who OPPOSES mountaintop removal, compared to 21% less likely**
- Issue makes biggest impact among voters under 30 (32% more likely to support candidate who opposes mountaintop removal, 11 percent less likely) and seniors (32% more likely, 9% less likely)



Impact of Candidate Opposition to Mountaintop Removal on Presidential Vote





Messages to Oppose Mountaintop Removal

Tier 1

Much more lkly to supp
Total more lkly to supp

We face a clear choice when it comes to the energy future of our country. Mountaintop removal mining increases pollution and health risks, destroys the economies of local communities, and pollutes our land and water for generations to come. Renewable energy sources such as wind and solar create good-paying jobs, protect our environment, and enable local communities to make the most of their natural resources. It's time to stop selling out to the oil and coal companies and their record profits and to invest in renewable energy sources.

36

68

[STATE]'s natural beauty, rolling mountains, and pristine waterways are at the heart of our area's unique heritage - a tradition that has been passed down for generations. But across our region, mountaintop removal mining is threatening this heritage, destroying millions of acres of forests, burying more than a thousand miles of streams under mining waste, and leveling more than 800 square miles of mountains. We have an obligation to our children and grandchildren to preserve our unmatched natural heritage before it's too late.

34

66



Messages to Oppose Mountaintop Removal

Tier 2

Much more lkly to supp
Total more lkly to supp

Clean water is vital to the health of our families and local communities. Mountaintop removal mining is destroying local waterways, with over a thousand miles of rivers and streams buried in valley fills with mining waste. Across our region, more than 40 percent of wells have been found to have concentrations of heavy metals exceeding federal standards - a number that increases to 70 percent near mountaintop removal mines. And a recent major study by West Virginia University found that residents of coal-mining communities are at an increased risk of developing chronic heart, lung, and kidney diseases and that hundreds of residents die each year because of coal-mining pollution.

28

62

Mountaintop removal mining kills local economies. Because it relies mostly on dynamite rather than miners, it creates very few jobs relative to traditional mining. The damage from blasting and dust is hazardous to other businesses and has devalued homes as much as 90 percent. Surface mining accounts for (less than/only/about) 1 percent of the jobs in West Virginia and (less than two / just two and a half) percent of the state's total revenues - a fraction of the jobs and revenue created by tourism. The damage to our local economy, natural resources, and health is too great for such a small economic benefit, especially when tourism and investment in renewable energy sources could provide much greater economic growth and a higher quality of life.

25

59



Messages to Support Mountaintop Removal

Tier 1

Much more lkly to supp
Total more lkly to supp

* REDACTED *



Messages to Support Mountaintop Removal

Tier 2

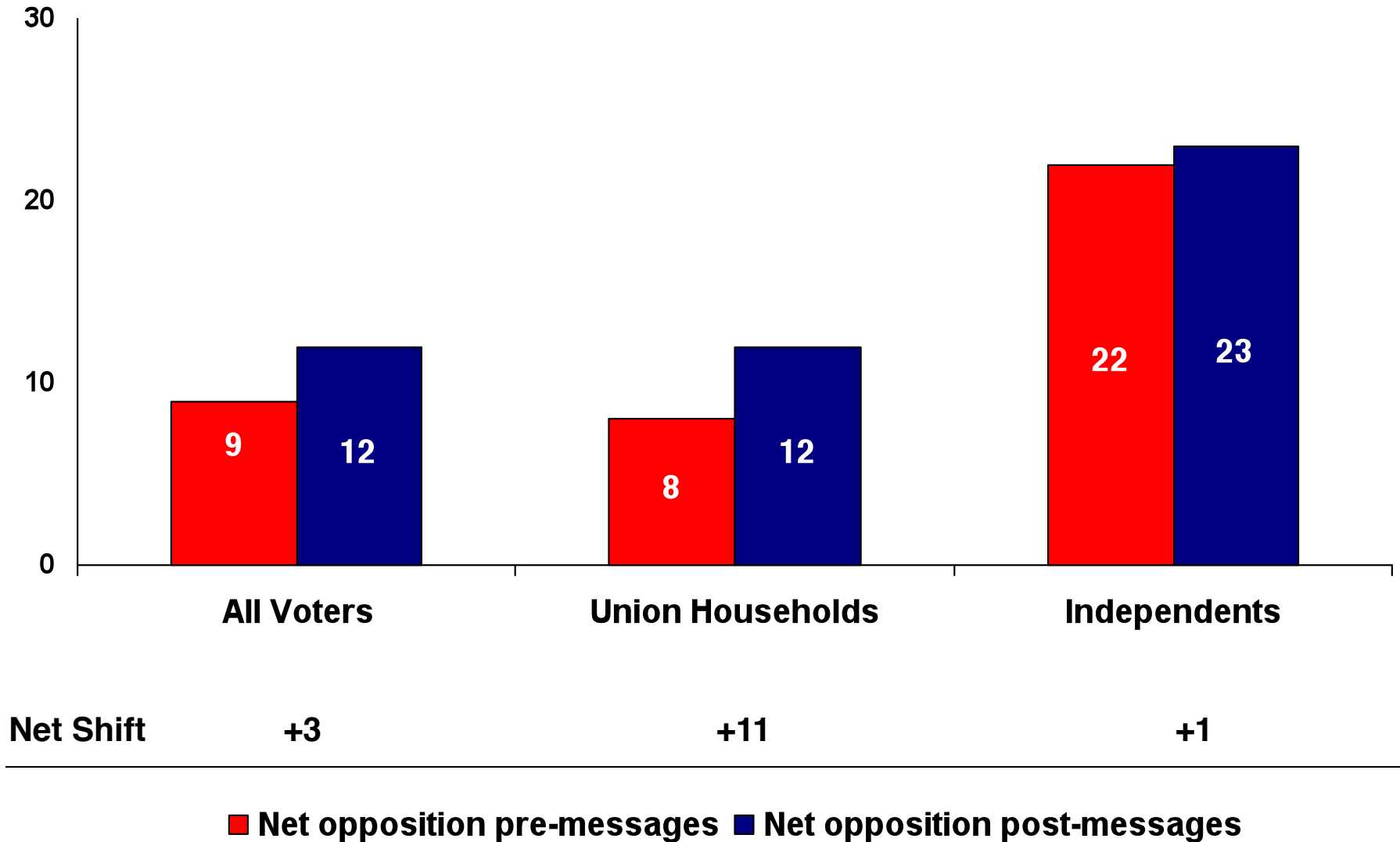
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Shift in Opposition to Mountaintop Removal

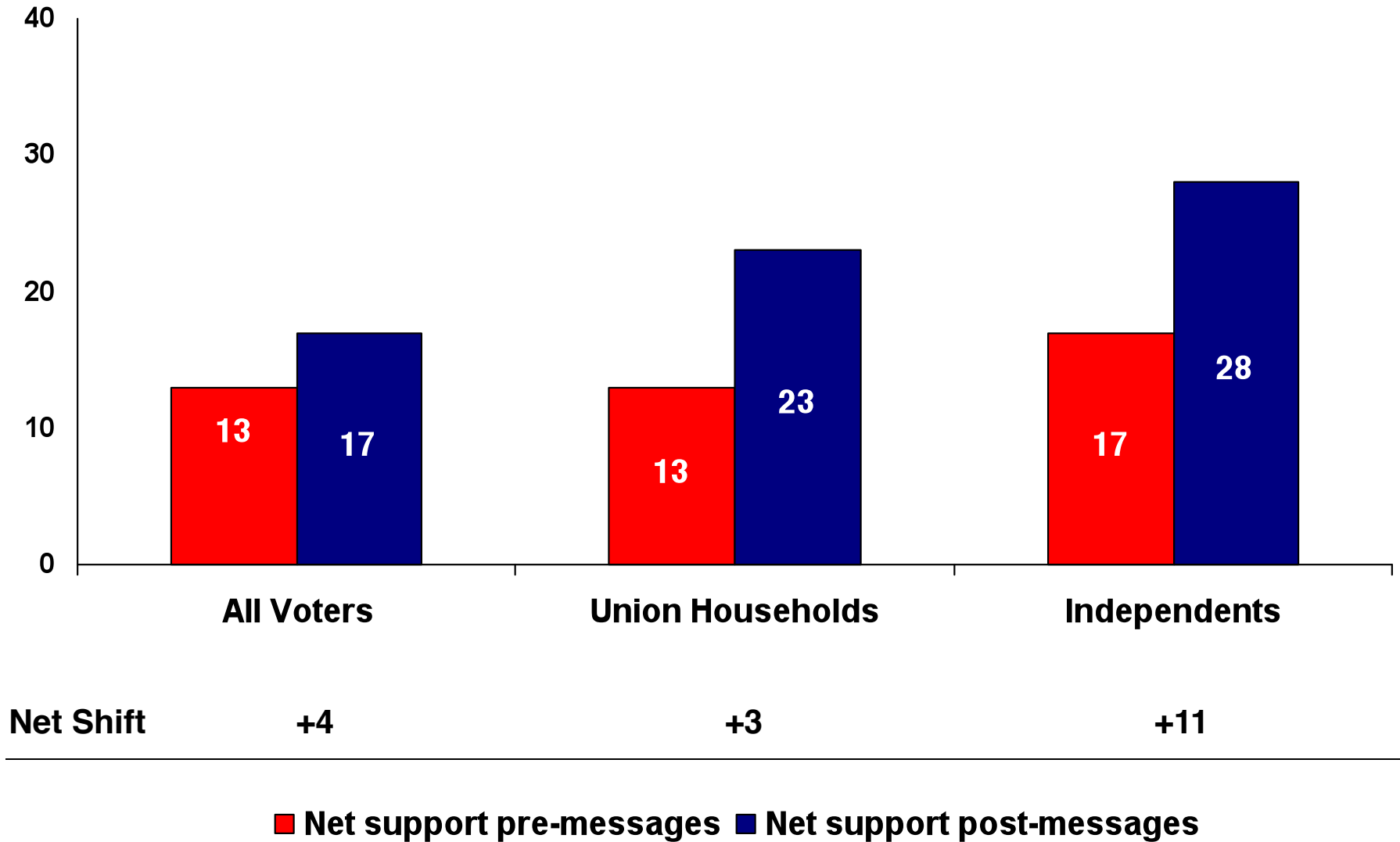
Net opposition Pre-Messages vs. Post-Messages





Shift in Support for Candidate who Opposes Mountaintop Removal

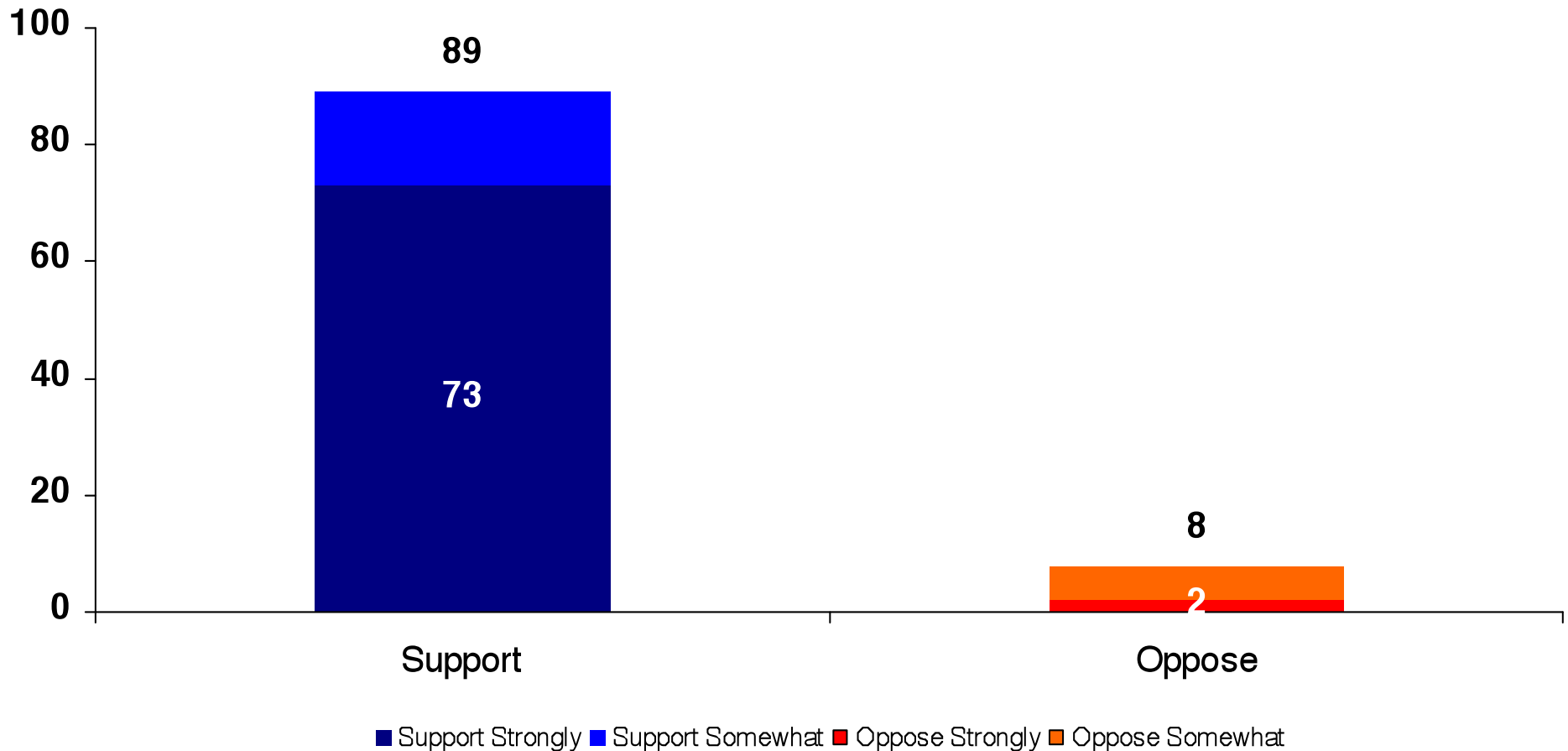
Net support Pre-Messages vs. Post-Messages





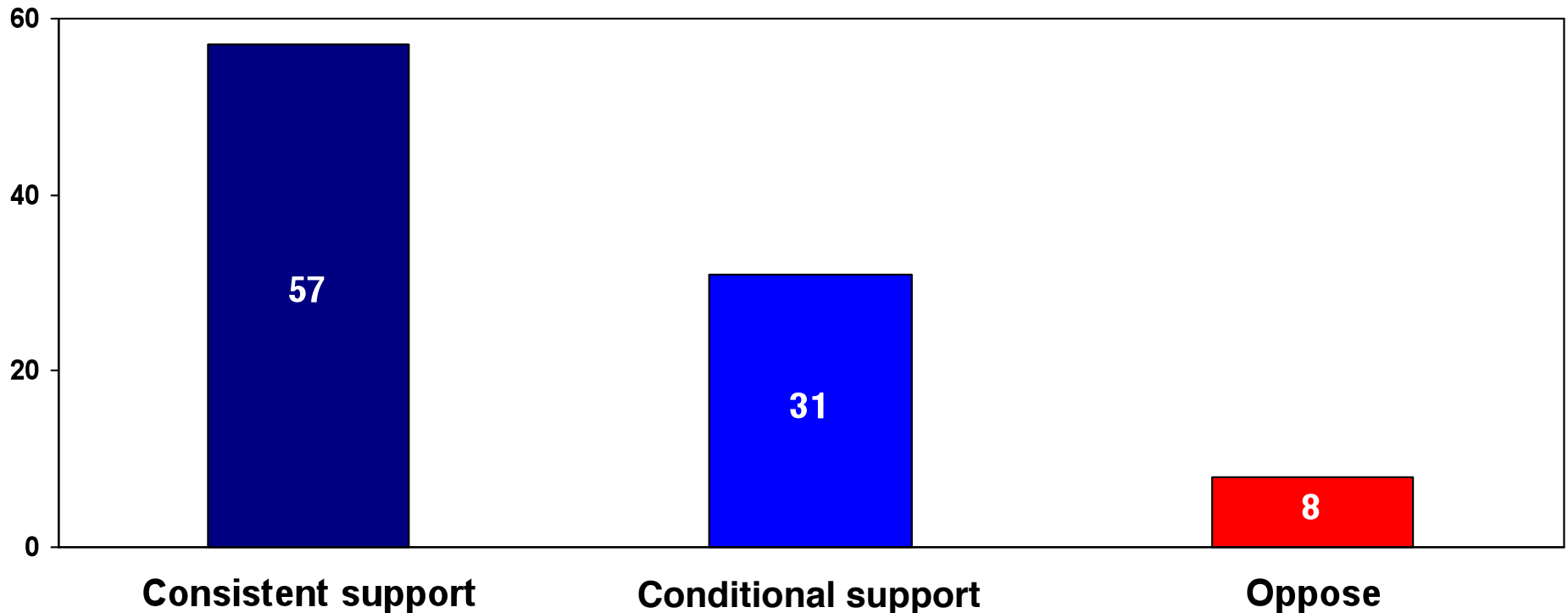
Support for Clean Water Protection Act

“Let me ask you about a related issue. Congress is currently considering the Clean Water Protection Act, a bill that would make it illegal to dump mining waste into rivers and streams. Do you support or oppose passage of the Clean Water Protection Act?”





Even if it Means the End of Mountaintop Removal Mining



“Opponents of the Clean Water Protection Act say its ban on dumping mining waste into waterways is too strict and would make it impossible for mining companies to continue to perform mountaintop removal mining. Would you support or oppose passage of the Clean Water Protection Act if it meant coal companies could no longer mine in West Virginia using mountaintop removal mining?”