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# Women's Survey on Energy & the Environment

## Key Findings

To: Interested Parties

From: Greenberg Quinlan Rosner Research

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The following are key findings from a national survey of 801 women age 18 and over and a national survey of 455 women business owners<sup>1</sup> commissioned by Women Impacting Public Policy (WIPP) in collaboration with the Women's Council on Energy and the Environment (WCEE).

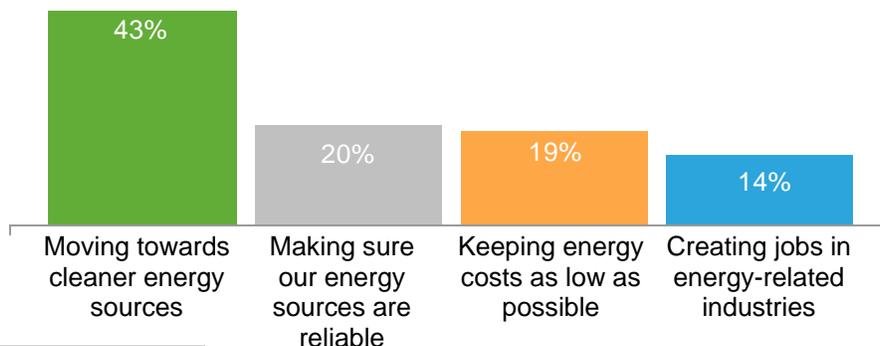
### 1. Women are the primary decision makers on energy, and they want the country to move towards cleaner energy sources.

- 77 percent of women take primary or equal responsibility for paying their electricity bills, including 9-in-10 (91 percent) of unmarried women and 7-in-10 (70 percent) of married women
- 91 percent take dominant or equal responsibility for using less electricity at home
- 97 percent have taken steps to use less electricity at home
- 70 percent are very or somewhat worried about the effects of air pollution on their own and their children's health
- When it comes to the country's energy policy, twice as many women (43 percent) cite moving to clean energy over any other issue as their most important goal
  - 57 percent are willing to pay \$30 more per month to do so
- When it comes to their families, 43 percent of moms say having clean electricity sources so they can leave a better planet for their children is their most important goal—more than those who cite having reliable electricity sources (29 percent) or affordable electricity sources (26 percent)
- On a personal level, 47 percent of women without children say that having clean electricity sources so they can leave a better planet for future generations is their most important goal—more than those who cite having reliable electricity sources (27 percent) or affordable electricity sources (24 percent)

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#### ■ Figure 1: Women strongly support moving to clean energy

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

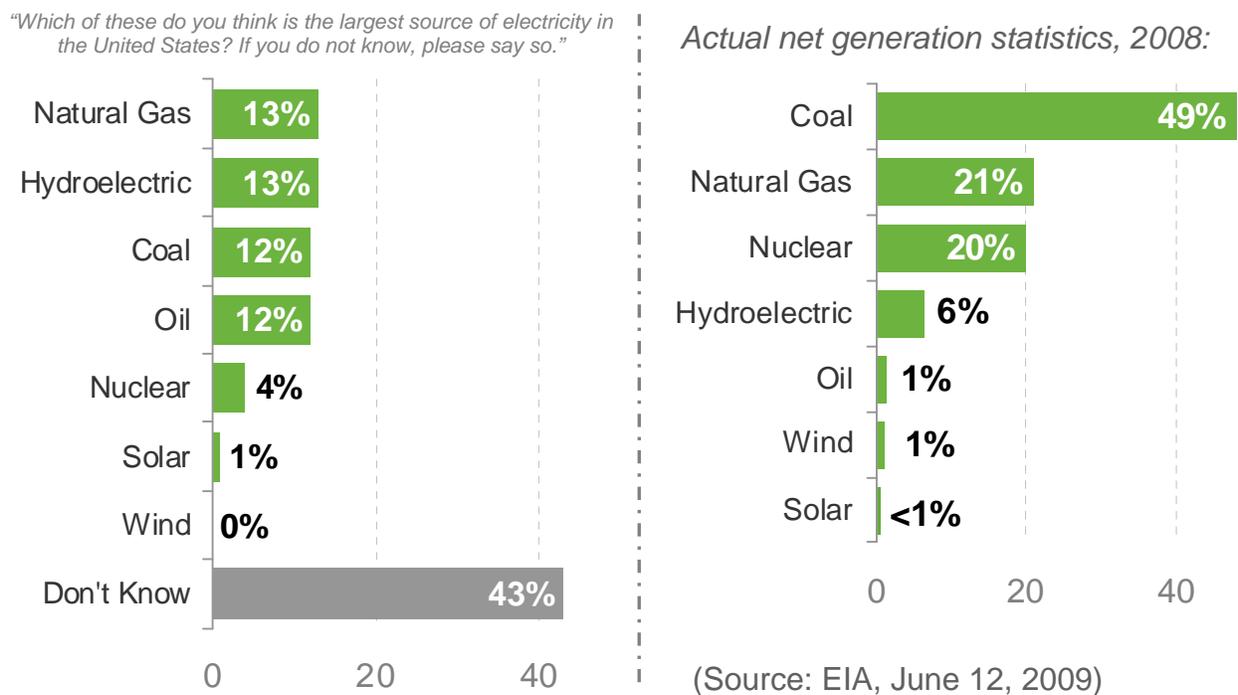


<sup>1</sup> For the national sample of 801 women, the margin of error is  $\pm 3.5$  percent.

**2. While women wholeheartedly embrace the idea of moving America to clean energy, they need more information about the way electricity is produced and how to do it cleanly.**

- Only 7 percent of women know that generating electricity is the No. 1 cause of global warming in America
  - In reality, generating electricity from fossil fuels like coal and natural gas is the top cause of global warming in America
- Only 12 percent know coal is the largest source of electricity in America; 43 percent say they simply don't know what the largest source is
- Women have misconceptions about nuclear energy
  - 54 percent mistakenly think nuclear energy releases a lot or some air pollution
  - 54 percent mistakenly think nuclear energy is a big cause or somewhat of a cause of global warming

**Figure 2:** Women unaware of electricity generation sources



### 3. Women business owners are leading the way on clean energy.

- 98 percent of women business owners have cut their electricity use at home
- 77 percent have done the same at their businesses
- 79 percent have made their businesses more environmentally friendly
- When it comes to the country’s energy policy:
  - A majority (54 percent) say cleaner energy is their most important goal
  - 29 percent say reliable energy is their most important goal
  - 11 percent say keeping costs low is their most important goal
  - 6 percent say creating energy-related jobs is their most important goal
- 69 percent are willing to pay \$30 more per month to move to cleaner energy
- 87 percent support federal tax incentives for companies to become more energy-efficient and use more clean energy, including 52 percent who strongly support 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
- 71 percent believe nuclear energy should play a very or somewhat important role in our country’s energy future, more than the 61 percent of women overall who think this
- Women business owners are more knowledgeable about nuclear energy than women in general
  - 33 percent mistakenly believe that nuclear power releases a lot or some air pollution (54 percent of all women believe this)
  - 18 percent mistakenly believe it is a big cause or somewhat of a cause of global warming (54 percent of all women believe this)
- When put to a choice, 63 percent agree that “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,” compared with 37 percent who agree that “with today’s economy, we can not afford to address global warming by adding unnecessary regulations on businesses and hurting the economy more.”

**Figure 3:** Women business owners heavily favor clean energy, efficiency incentives

*“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?”*

