



AB 32 Implementation Group



Working Toward Greenhouse Gas Emission Reductions
And Enhancing California's Competitiveness

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Poll Finds Voters Concerned About Costs of Climate Change Law

SACRAMENTO – A poll released today assessing voters' attitudes toward the implementation of AB 32 (The Global Warming Solutions Act) found that while voters initially support its goals, that support dips sharply when they consider the measure's price tag of billions of dollars in extra costs for electricity, gasoline, and food, as well as higher taxes and fees.

"It's clear from this polling that California voters take global warming seriously, but want a balanced, cost-effective plan for managing the challenge," said Shelly Sullivan, executive director of the AB 32 Implementation Group.

The poll conducted during the first 2 weeks of August by EMC Research, Inc., with a random sample of registered voters in California, found that voters want a greenhouse gas reduction plan that is balanced, and they fear they will be the ones paying the bill. They are looking for a plan that will deliver benefits at the lowest cost and they do not necessarily trust the government to achieve that efficiency.

"The AB 32 plan being looked at now will bring even higher energy costs and higher fuel prices," said Griselda Barajas, owner of Sacramento's Tex Mex Restaurant. "I honestly don't know how we can absorb these new costs and still give our customers the quality meals they expect at prices they can afford."

The poll raised a number of issues in order to take the pulse of voters and their priorities in terms of issues affecting California's small businesses, workers and consumers. The highest-ranking concerns include the state budget/budget deficit; the economy; gas prices; and, education.

“I can relate to the 75% of people surveyed who said they’ve had to make significant changes in the last few months because of the economy and gas prices,” said Tony Ketner owner of Vernon Transportation. “As a business owner whose operations depend on fuel, we’ve really felt the impact of higher gasoline and diesel prices and other rising costs.

“And now the Air Resources Board seems determined to raise those costs even higher with AB 32 policies that appear to be completely oblivious to the economic pain out there in the real world.”

Voters understand that placing additional regulations on California businesses ultimately leads to higher prices for gasoline, electricity, food and other consumer goods and services. And 76% of poll participants believe the state will try to underestimate the true costs of implementing AB 32.

“CARB is telling businesses that their new regulations won’t add much to the cost of products, but to our members these costs all add up – especially when they are already being squeezed by the high cost of fuel and a multitude of regulations,” said Julie Sauls, vice president of External Affairs for the California Trucking Association. “We all know that implementing AB 32 will come at a price and it is clear that Californians want to know exactly what that price will be and who will be responsible for paying it.”

The AB32 Implementation Group is a statewide coalition of more than 160 businesses and organizations that aims to be a constructive voice helping the state reach its greenhouse gas emission goals while also allowing the California economy to remain strong, growing and competitive.

Members of the coalition include the California Chamber of Commerce, California Taxpayers Association, California League of Food Processors, California Forestry Association, California Grocers Association, California Hispanic Chambers of Commerce, California Manufacturers and Technology Association, California Small Business Alliance, California Trucking Association, and California Metals Coalition.