

**TO: Interested Parties**  
**FROM: Hart Research Associates**  
**DATE: January 29, 2018**  
**RE: Key Findings from Poll on Scott Pruitt**

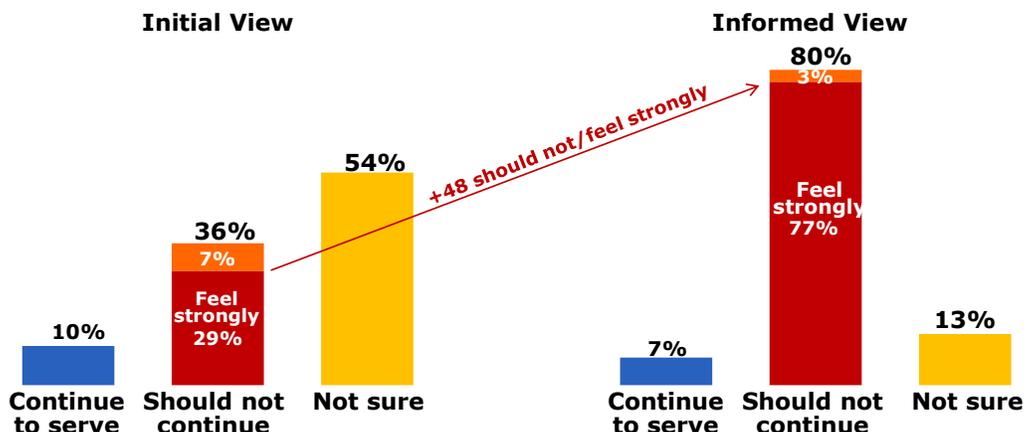
From January 5-10, 2018, Hart Research conducted a national online poll to learn how to best make the case that Scott Pruitt should no longer serve as EPA administrator. We began with a representative sample of voters, but screened out the approximately 15% of the electorate who identify as strong Republicans and who strongly approve of Donald Trump's performance in office. The 1,000 interviews we completed are representative of the remaining 85% of voters.

The most important thing to emerge from this poll is that **we have the ability to convincingly demonstrate to the American public that Scott Pruitt has acted unethically while in office and that that his actions as EPA administrator have put us at risk and demand further scrutiny.** The key topline findings from the survey follow.

- **We have ample running room to define Pruitt.** Seven in ten (70%) of these voters know little or nothing about him and his record.
- **The case we make against him is highly effective.** At the beginning of the survey, 34% disapprove of his job performance and 36% say he should not continue as EPA administrator. After a strong anti-Pruitt message battery, 82% say they disapprove and 80% say he should not continue to serve.

## We Can Build a Strong Case Against Pruitt

### Should Scott Pruitt continue to serve as administrator of the EPA?



## Hart Research Associates

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- **We have a solid base to build upon.** Though only 21% of these voters know a fair amount about him, that 21% is already extremely negative toward him—three in four of them disapprove of him and believe he should leave office.
- **Our narrative is effective across partisan lines.** After we removed the most hardcore Trump partisans there were still many Republicans, including many conservatives, remaining in the sample. After the negative message battery, 92% of Democrats say Pruitt should no longer be at the EPA, as do 76% of independents, *and 61% of Republicans.*
- **Pruitt’s threat to our public health is important, but his lack of personal ethics is more so.** We gave respondents two paragraphs about Pruitt—one making the case he shirks his job and makes the US more polluted, the other saying his focus on his own self-interest and wasting of taxpayer money makes him unfit for office. Those voters we most effectively reach in the survey—those who become substantially more negative to Pruitt during the course of the survey—are much more apt to say that the ethics/self-interest criticism troubles them more.
- **The survey identifies top hits against Pruitt.** The following critiques emerge as the most effective in making the case the Pruitt should no longer serve as EPA administrator.
  - ✓ He is under multiple investigations for actions taken in office.
  - ✓ He violated lobbying laws.
  - ✓ He has misused taxpayers’ money for his own convenience.
  - ✓ Specific dollar amounts of wasted taxpayer money (\$2 million for personal security detail; \$25,000 for secret phone booth; \$125,000 for PR firm).
  - ✓ He has given top jobs to his friends.
  - ✓ He gave a no-bid contract to a PR firm to dig up dirt on EPA employees.
  - ✓ He is letting corporations break the law and get away with it.