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CENTER *for* CLIMATE CHANGE COMMUNICATION

Where's the political consensus on clean energy policy?

Information Tech. & Innovation Foundation
Hill Briefing Series
Dirksen Senate Office Building
April 27th, 2017

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Three key questions:

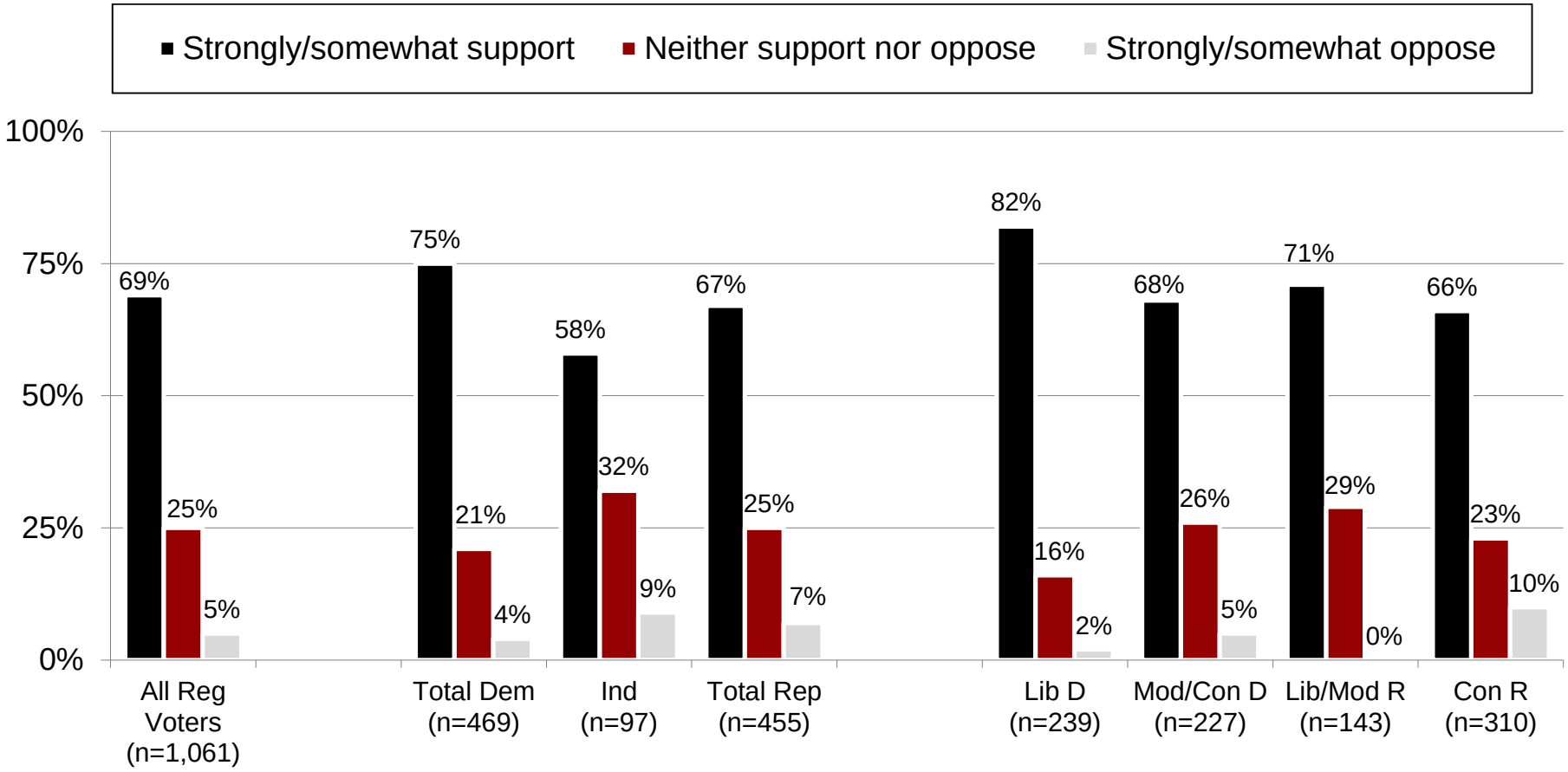
1. **On what do we agree?**

1. **On what don't we agree?**

1. **What's the "ClearPath" forward? (ClearPath poll)**



Across Political Lines, Registered Voters Support a Major Investment in the Nation's Infrastructure



Congress is considering a major investment in the nation's infrastructure. How much do you support or oppose a major investment in the nation's infrastructure?

Base: Registered American Voters 18+. November 2016.

Across Political Lines, Registered Voters' Priorities For Infrastructure Improvements Include Electricity Grid & Solar/Wind

- % who say "yes" -

		Democrats				Republicans		
	All Reg Voters	Total D	Liberal D	Moderate/Conservative D	Independent	Total R	Liberal/Moderate R	Conservative R
Rank	(1,061)	(469)	(239)	(227)	(97)	(455)	(143)	(310)
1	Roads/bridges 94%	Water systems 95%	Water systems 97%	Roads/bridges 96%	Roads/bridges 96%	Roads/bridges 93%	Water systems 93%	Roads/bridges 94%
2	Water systems 92%	Roads/bridges 94%	Roads/bridges 92%	Water systems 93%	Water systems 94%	Water systems 89%	Roads/bridges 92%	Water systems 87%
3	Electricity grid 84%	Electricity grid 84%	Electricity grid 89%	Dams/levees 82%	Electricity grid 83%	Electricity grid 82%	Electricity grid 83%	Dams/levees 85%
4	Dams/levees 81%	Dams/levees 83%	Solar/wind 86%	Electricity grid 79%	Dams/levees 78%	Dams/levees 82%	Dams/levees 75%	Electricity grid 82%
5	Nat'l Parks 71%	Solar/wind 81%	Dams/levees 83%	Solar/wind 76%	Nat'l Parks 72%	Pipelines 75%	Pipelines 71%	Pipelines 77%
6	Solar/wind 69%	Nat'l Parks 77%	Nat'l Parks 81%	Nat'l Parks 73%	Solar/wind 67%	Nat'l Parks 64%	Nat'l Parks 68%	Ports/harbors 64%
7	Ports/harbors 67%	Ports/harbors 71%	Ports/harbors 74%	Ports/harbors 67%	Airports 66%	Ports/harbors 63%	Solar/wind 66%	Airports 64%
8	Pipelines 64%	Airports 62%	Airports 65%	Airports 59%	Pipelines 66%	Airports 62%	Ports/harbors 62%	Nat'l Parks 62%
9	Airports 62%	High-speed rail 58%	High-speed rail 65%	Pipelines 53%	Ports/harbors 65%	Solar/wind 54%	Airports 59%	Solar/wind 48%
10	High-speed rail 48%	EV Chargers 58%	EV Chargers 64%	High-speed rail 52%	High-speed rail 45%	High-speed rail 38%	High-speed rail 43%	High-speed rail 35%
11	EV Chargers 44%	Pipelines 54%	Pipelines 56%	EV Chargers 52%	EV Chargers 30%	EV Chargers 30%	EV Chargers 46%	EV Chargers 21%

If Congress were to invest in the nation's infrastructure, how would you like to see the money used [yes/no]?

Base: Registered American Voters 18+. March 2016.

Across Political Lines, Registered Voters' Infrastructure Spending Priorities Include Electricity Grid & Solar/Wind

- Average % of total infrastructure spending allocated to each option -

		Democrats				Republicans		
	All Reg Voters	Total D	Liberal D	Moderate/Conservative D	Independent	Total R	Liberal/Moderate R	Conservative R
Rank	(1,061)	(469)	(239)	(227)	(97)	(455)	(143)	(310)
1	Roads/bridges 20%	Roads/bridges 19%	Roads/bridges 17%	Roads/bridges 21%	Roads/bridges 21%	Roads/bridges 20%	Roads/bridges 17%	Roads/bridges 22%
2	Water systems 14%	Water systems 15%	Water systems 14%	Water systems 15%	Water systems 15%	Water systems 13%	Water systems 15%	Water systems 13%
3	Electricity grid 11%	Solar/wind 11%	Solar/wind 13%	Solar/wind 10%	Electricity grid 12%	Electricity grid 12%	Electricity grid 12%	Electricity grid 12%
4	Solar/wind 10%	Electricity grid 10%	Electricity grid 11%	Electricity grid 9%	Solar/wind 9%	Pipelines 10%	Solar/wind 9%	Pipelines 10%
5	Dams/levees 8%	Nat'l Parks 8%	High-speed rail 8%	Dams/levees 8%	Nat'l Parks 8%	Dams/levees 8%	Pipelines 8%	Dams/levees 9%
6	Nat'l Parks 7%	Dams/levees 8%	Nat'l Parks 8%	Nat'l Parks 7%	Dams/levees 8%	Solar/wind 8%	Dams/levees 8%	Solar/wind 7%
7	Pipelines 7%	High-speed rail 7%	Dams/levees 7%	Ports/harbors 6%	Pipelines 8%	Nat'l Parks 6%	Nat'l Parks 7%	Airports 7%
8	High-speed rail 6%	Ports/harbors 6%	Ports/harbors 6%	High-speed rail 6%	High-speed rail 6%	Airports 6%	Ports/harbors 6%	Nat'l Parks 6%
9	Ports/harbors 6%	Airports 5%	Airports 5%	Airports 5%	Airports 5%	Ports/harbors 6%	High-speed rail 5%	Ports/harbors 6%
10	Airports 5%	Pipelines 5%	Pipelines 5%	Pipelines 5%	Ports/harbors 5%	High-speed rail 5%	Airports 5%	High-speed rail 4%
11	EV Chargers 4%	EV Chargers 5%	EV Chargers 5%	EV Chargers 5%	EV Chargers 2%	EV Chargers 2%	EV Chargers 4%	EV Chargers 2%

Displayed below are the ways you said you would like to see the nation's infrastructure money spent. What percentage of the total infrastructure investment would you like to see used for each option? Enter a number between 0% and 100% for each option. Please make sure your total equals 100%.

Base: Registered American Voters 18+. March 2016.

Most Registered Voters Think the U.S. Should Use More Renewable Energy And Less Fossil Fuel

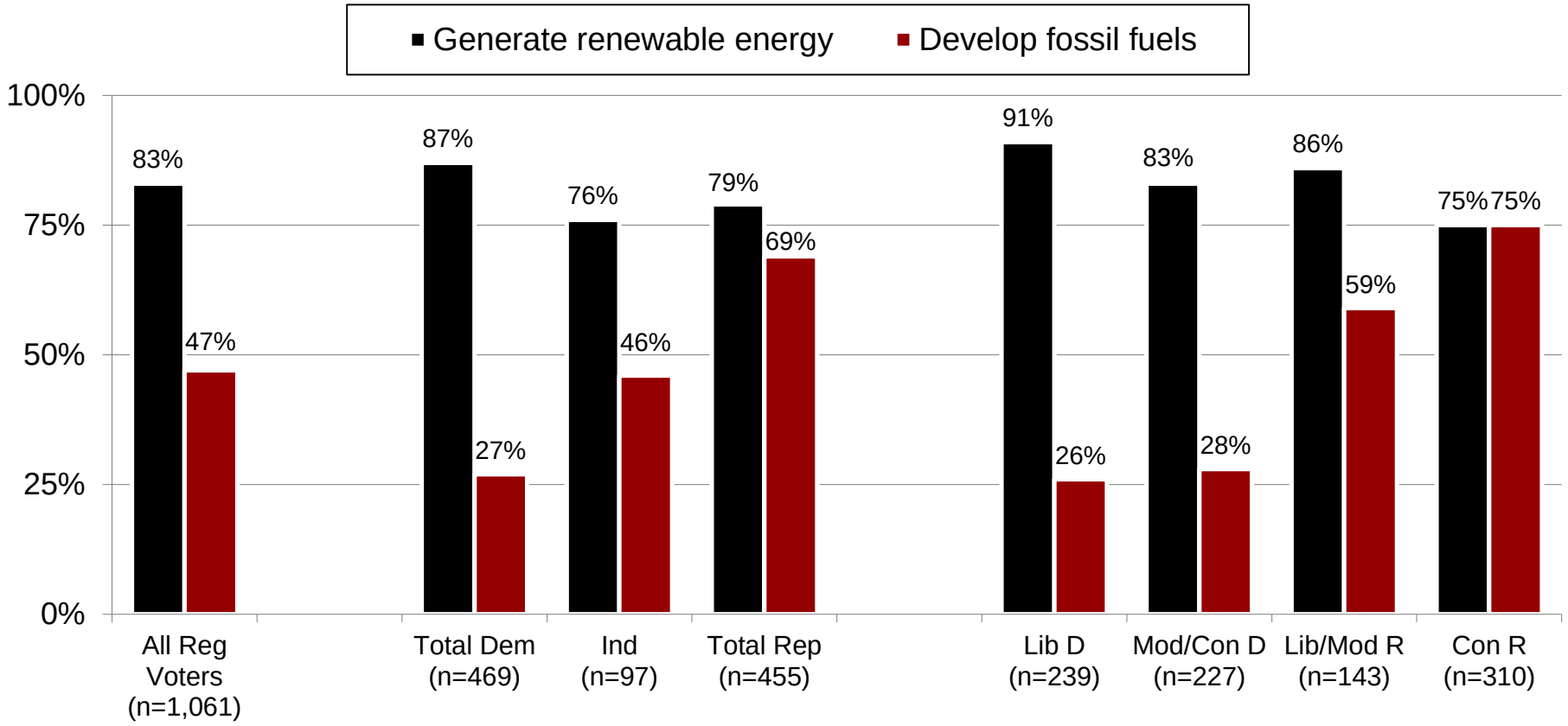
		Democrats				Republicans		
	All Reg Voters	Total	Lib	Mod/ Con	Ind	Total	Lib/ Mod	Con
(Unweighted base)	(1,061)	(469)	(239)	(227)	(97)	(455)	(143)	(310)
	%	%	%	%	%	%	%	%
Use renewable energy sources (solar, wind, and geothermal)…								
Much/somewhat more than today	81	85	88	82	78	76	80	74
Much/somewhat less than today	3	2	1	3	2	5	5	5
Same amount as today	7	4	4	4	7	11	7	13
Net: more - less =	*+78*	*+83*	*+87*	*+79*	*+76*	*+71*	*+75*	*+69*
Use fossil fuels (coal, oil, and natural gas)…								
Much/somewhat more than today	17	9	10	8	18	27	22	29
Much/somewhat less than today	55	68	75	62	52	39	46	35
Same amount as today	16	10	5	16	15	25	18	28
Net: more – less =	*-38*	*-59*	*-65*	*-54*	*-34*	*-12*	*-24*	*-6*

In the future, do you think the United States should use renewable energy sources (solar, wind, and geothermal) less, more, or the same amount as we do today?

In the future, do you think the United States should use fossil fuels (coal, oil, and natural gas) less, more, or the same amount as we do today?

Base: Registered American Voters 18+. November 2016.

Most Registered Voters Support Generating Renewable Energy on Public Land in the U.S.
Less than Half Support Drilling/Mining Fossil Fuels on Public Land
- % who say "strongly" or "somewhat support" -



How much do you support or oppose the following policies?
--Generate renewable energy (solar and wind) on public land in the U.S.
--Drill for and mine fossil fuels (coal, oil, and natural gas) on public land in the U.S.

Base: Registered American Voters 18+. November 2016.

Registered Voters Support Diverse Climate-Friendly Energy Policies

- % who say “strongly” or “somewhat support” policy -

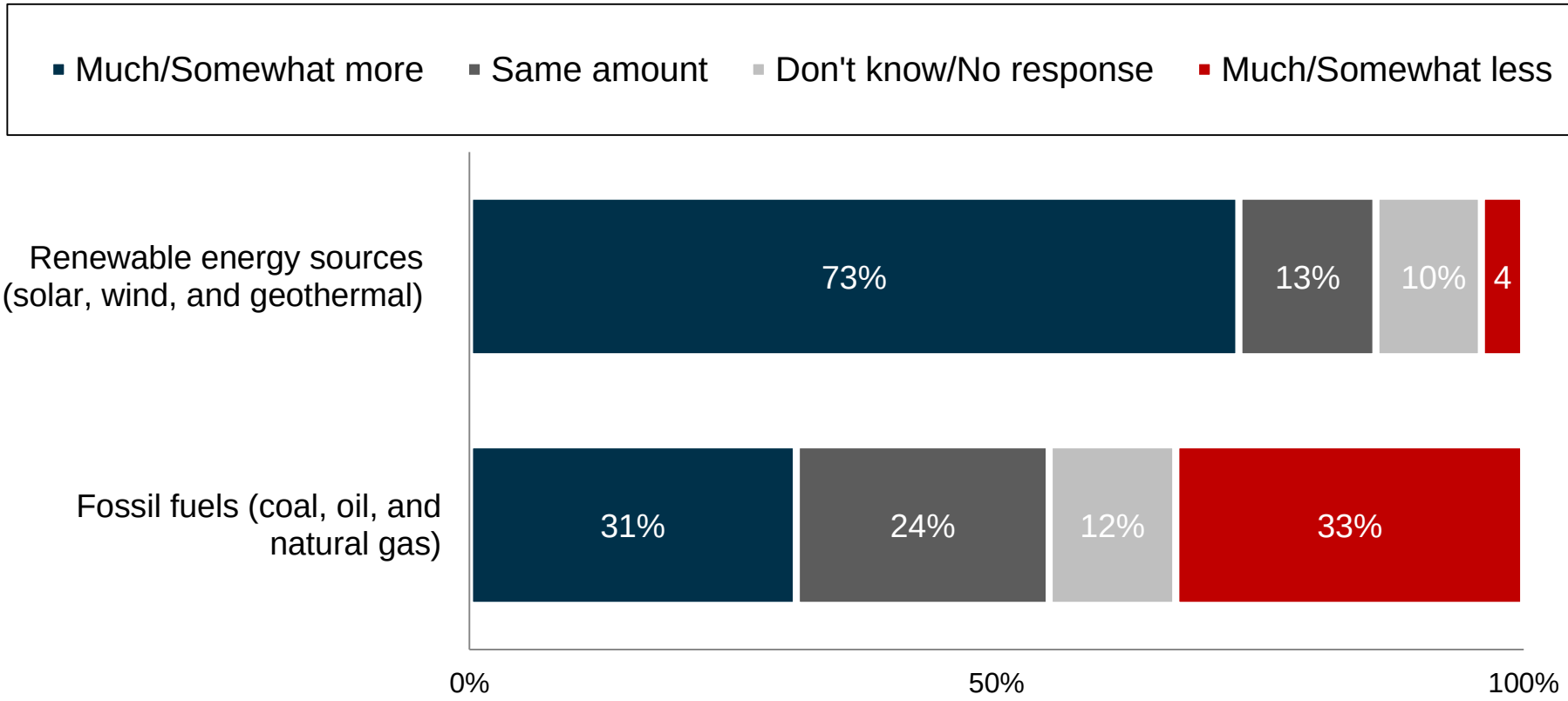
		Democrats				Republicans		
	All Reg Voters	Total	Lib	Mod/ Con	Ind	Total	Lib/ Mod	Con
(Unweighted base)	(1,061)	(469)	(239)	(227)	(97)	(455)	(143)	(310)
	%	%	%	%	%	%	%	%
Fund more research into renewable energy sources, such as solar and wind power	82	90	93	87	76	74	88	67
Provide tax rebates for people who purchase energy-efficient vehicles or solar panels	80	89	91	88	70	71	83	66
Regulate carbon dioxide (the primary greenhouse gas) as a pollutant	76	90	93	88	71	60	76	51
Eliminate all Federal subsidies for the fossil fuel industry (coal, oil, and natural gas), which currently total an estimated $20 billion a year	62	70	78	62	53	54	55	53

How much do you support or oppose the following policies?

Base: Registered American Voters 18+. November 2016.

Nearly Three in Four Trump Voters Say the U.S. Should Use Renewable Energy Sources More

- One in three say the U.S. should use fossil fuels less -



In the future, do you think the United States should use renewable energy sources (solar, wind, and geothermal) less, more, or the same amount as we do today?

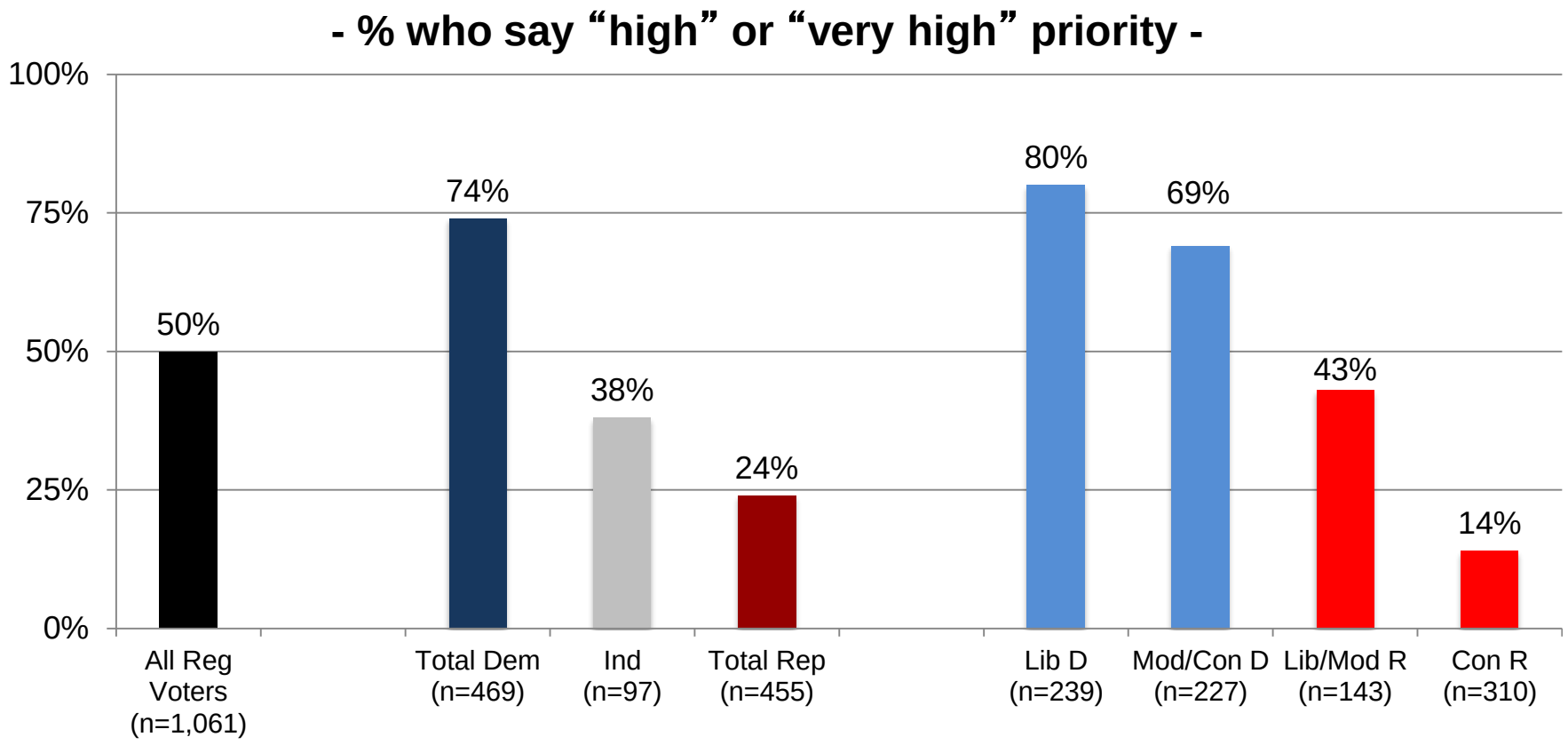
In the future, do you think the United States should use fossil fuels (coal, oil, and natural gas) less, more, or the same amount as we do today?

Base: Trump Voters (n=401). November 2016.

Three key questions:

1. On what do we agree? (Yale/Mason poll)
2. **On what don't we agree? (Yale/Mason poll)**
3. What's the "ClearPath" forward? (ClearPath poll)

Registered Voters Strongly Disagree About How High a Priority Global Warming Should Be For the President and Congress

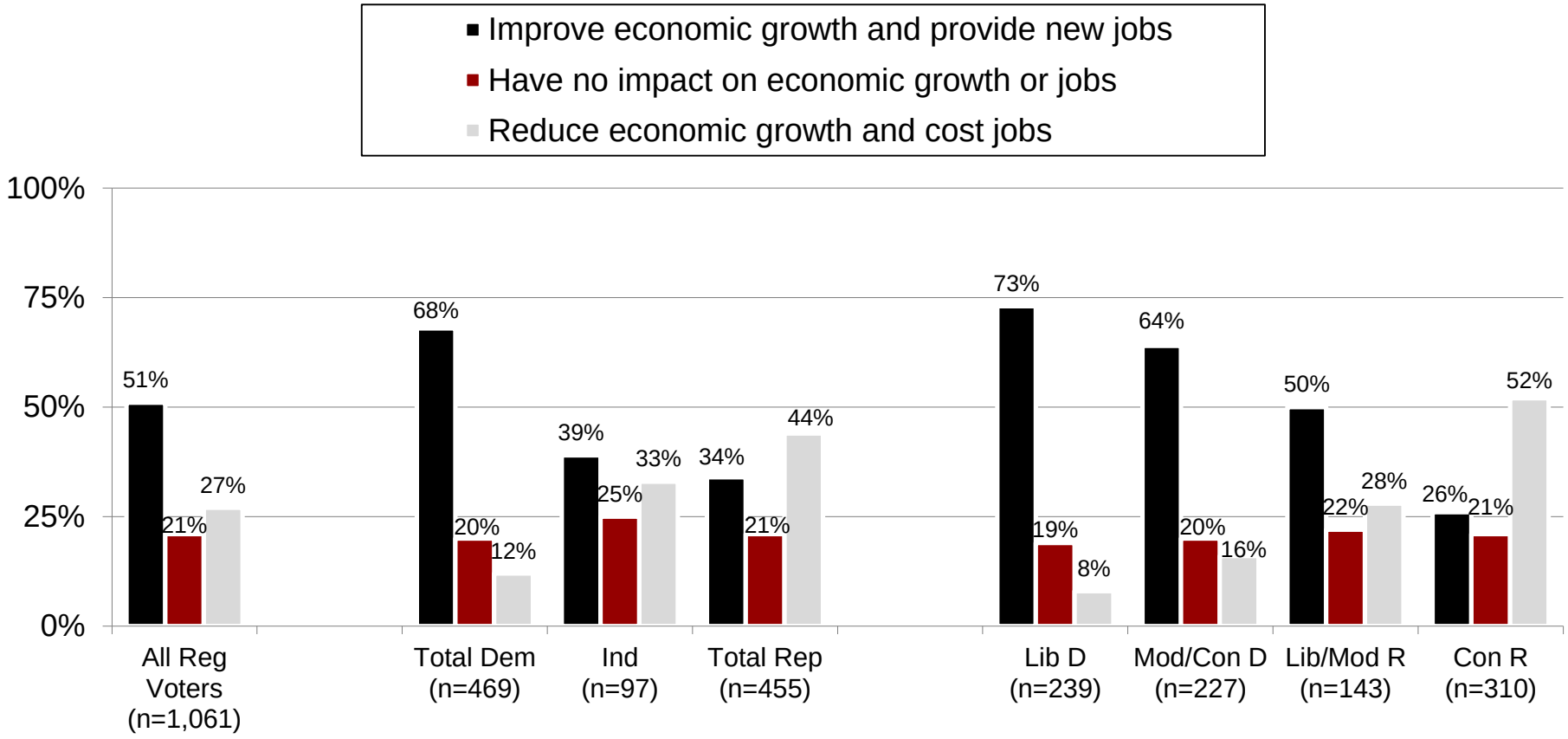


Do you think…global warming should be a low, medium, high, or very high priority for the president and Congress?

Base: Registered American Voters 18+. November 2016.

Registered Voters Disagree Slightly About the Economic Impacts of Transitioning From Fossil Fuels to Clean Energy

-Only most conservative Republicans think it will reduce growth and cost jobs-



Please indicate which of these statements comes closest to your own views-even if it is not exactly right: "Overall, government policies intended to transition away from fossil fuels (coal, oil, natural gas) and toward clean energy (solar, wind) will…"

Base: Registered American Voters 18+. November 2016.

Three key questions:

1. On what do we agree? (Yale/Mason poll)
2. On what don't we agree? (Yale/Mason poll)
3. **The "ClearPath" forward? (ClearPath poll)**

REPUBLICANS, CLEAN ENERGY, AND CLIMATE CHANGE

Poll of 1200 registered voters nationwide
with an oversample to reach 500 Republicans

August 24-27, 2015
MoE +/- 2.8%

conducted by Echelon Insights, North Star Opinion Research, and Public Opinion Strategies,
on behalf of ClearPath



ECHELON INSIGHTS NORTH STAR OPINION RESEARCH PUBLIC OPINION STRATEGIES

THE HEADLINE:

VOTERS - INCLUDING CONSERVATIVE REPUBLICANS - THINK CLEAN ENERGY KEEPS US HEALTHIER, SAFER, AND MORE PROSPEROUS.



FRAMES WHERE A MAJORITY OF CONSERVATIVE REPUBLICANS STRONGLY AGREE

Agree or Disagree?	% Agree	% Strongly Agree	% Agree (Conservative GOP)	% Strongly Agree (Conservative GOP)
We should accelerate the growth of clean energy so that America can have **cleaner, healthier air and less pollution** at home.	**91%**	**73%**	**80%**	**52%**
We should accelerate the growth of clean energy so that **American innovation can create economic growth and jobs** at home.	**89%**	**69%**	**77%**	**54%**
We should accelerate the growth of clean energy so that America is **less dependent on energy from the Middle East.**	**88%**	**70%**	**79%**	**64%**

ECHELON INSIGHTS NORTH STAR OPINION RESEARCH PUBLIC OPINION STRATEGIES

IMPORTANT TO NOTE:

OUTRIGHT DISMISSAL OF CLIMATE CHANGE IS VERY LIMITED, EVEN AMONG CONSERVATIVE REPUBLICANS.

HOWEVER, MOST REPUBLICANS HESITATE TO SAY CLIMATE CHANGE HAS "A LOT" TO DO WITH HUMAN ACTIVITY.



For whom would you be more likely to vote? (VS CANDIDATE A DEM CLIMATE MESSAGE)	OVERALL	INDEPENDENTS	GOP	CONS GOP
Candidate B says we should expand the use of clean energy **regardless of the debate over climate**, because it will **reduce our dependence on foreign oil, reduce air pollution, and improve public health**.	76%	75%	83%	82%
Candidate B says **even if we aren't certain what the climate will be decades from now**, we should accelerate clean energy now to **minimize the risk** of serious climate change effects or the need for harsh regulation.	65%	67%	76%	75%
Candidate B says **climate change is a challenge**, and **we need an approach that is market-based** instead of one driven by more top-down government regulation.	47%	48%	69%	72%

THE BOTTOM LINE:

THE STRONGEST MESSAGING DEPOLITICIZES CLIMATE AND PUTS OTHER BENEFITS - HEALTH, SECURITY, INNOVATION - FIRST.

ECHELON INSIGHTS

NORTH STAR OPINION RESEARCH

PUBLIC OPINION STRATEGIES

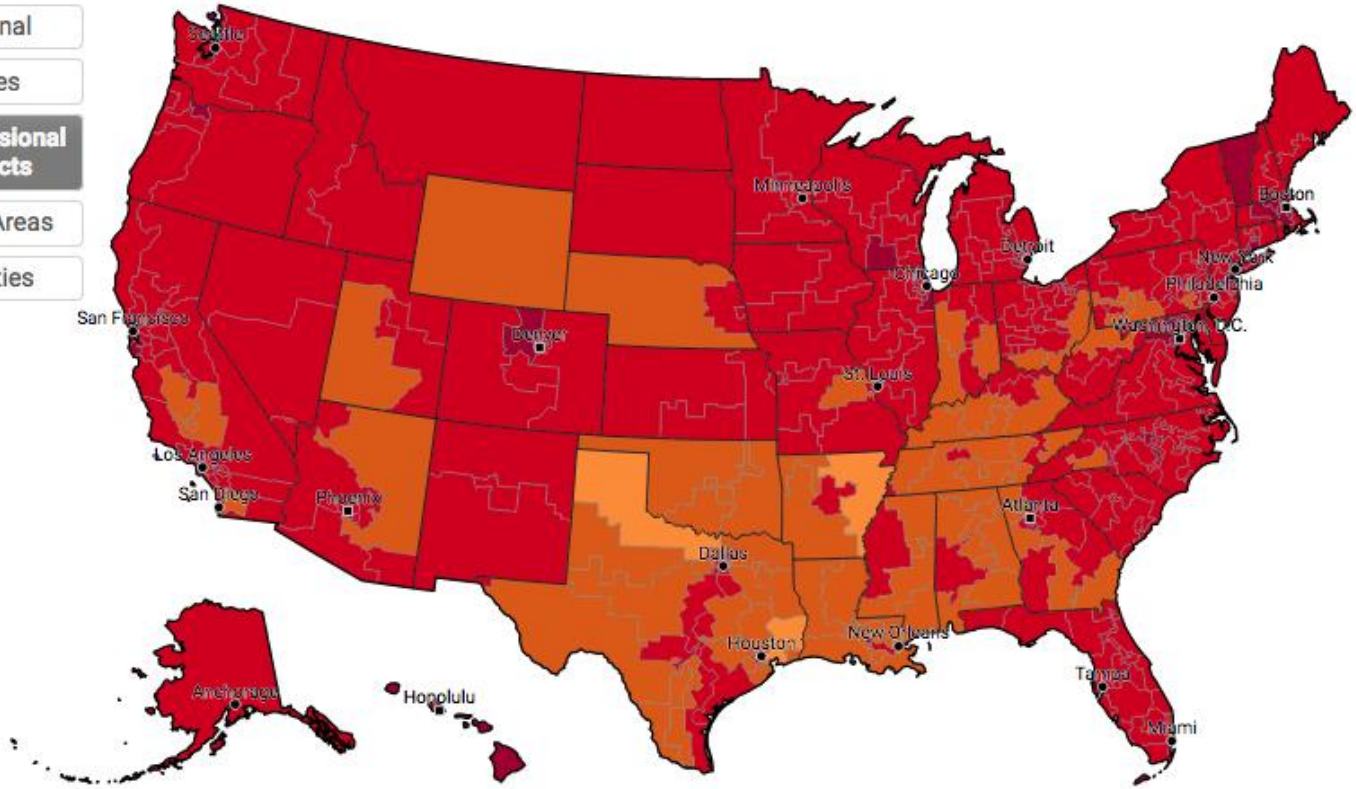


Estimated % of adults who support funding research into renewable energy sources, 2016

Display model output: Fund research into renewable energy sources | Absolute Value

Click on map to select geography, or: Select a State | Select a Congressional District

National
States
Congressional Districts
Metro Areas
Counties



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the times they are a changing

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Our mission at 4C is to develop and apply social science insights to help society make informed decisions that will stabilize the earth's life-sustaining climate, and prevent further harm from climate change.

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