Support for Climate Solutions

March 2019

LRP LAKE RESEARCH PARTNERS
Strategy · Precision · Impact

ecoAmerica
building climate leadership

LRP LAKE RESEARCH PARTNERS

Strategy · Precision · Impact

LRP is a leading public opinion and political strategy research firm providing expert research-based strategy for campaigns, issue advocacy groups, foundations, unions, and non-profit organizations.

ecoAmerica

building climate leadership

ecoAmerica is a non-profit that builds institutional leadership, public support, and political will for climate solutions in the U.S. by inviting and empowering major health, faith and local communities to lead.

Survey Methodology

- Except where noted otherwise, this data is based on a nationally representative survey of 1,121 American adults, aged 18 and older. The survey was conducted February 16th through 19th 2019. All questionnaires were self-administered by respondents in a web-based environment. The margin of error is +/-2.9 percentage points.

- The study was designed by ecoAmerica and Lake Research Partners and conducted online in Ipsos's Omnibus using the web-enabled "KnowledgePanel," a probability-based panel designed to be representative of the US general population, not just the online population.

- Initially, participants are chosen scientifically by a random selection of telephone numbers and residential addresses. Persons in selected households are then invited by telephone or by mail to participate in the web-enabled KnowledgePanel®. For those who agree to participate, but do not already have Internet access, Ipsos provides at no cost a laptop and ISP connection. People who already have computers and Internet service are permitted to participate using their own equipment. Panelists then receive unique log-in information for accessing surveys online, and then are sent emails throughout each month inviting them to participate in research.

- Due to rounding some numbers may not add to 100%.

LRP LAKE RESEARCH PARTNERS Strategy · Precision · Impact

ecoAmerica building climate leadership

Issue Context

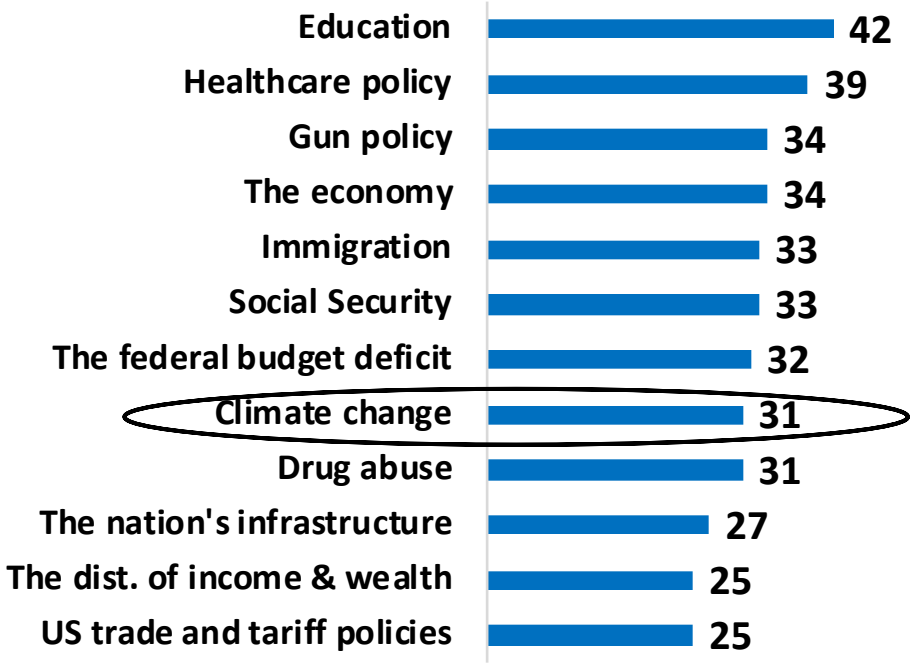
Voters hold deep concerns about climate change, despite ranking it low as an issue priority.

LRP LAKE RESEARCH PARTNERS
Strategy · Precision · Impact

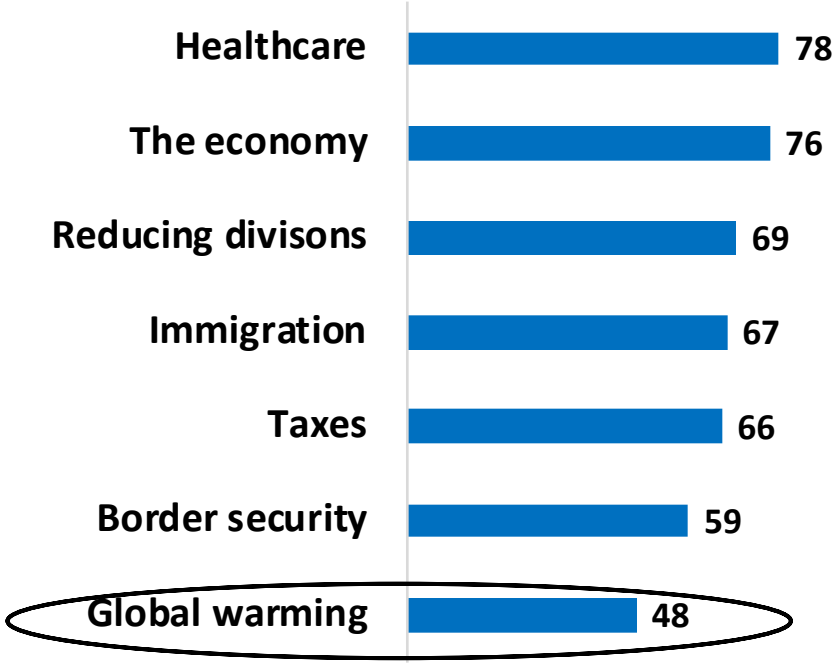
ecoAmerica
building climate leadership

Voters rated global warming below other issues in determining their vote in 2018, and see climate change as a second tier issue in 2019.

How important is it to you that the President and Congress deal with each of the following issues in the next year? (% Extremely Important)



Now for each of those items, please tell me how important each will be in your vote for Congress this year: (% One of the single most + very important)



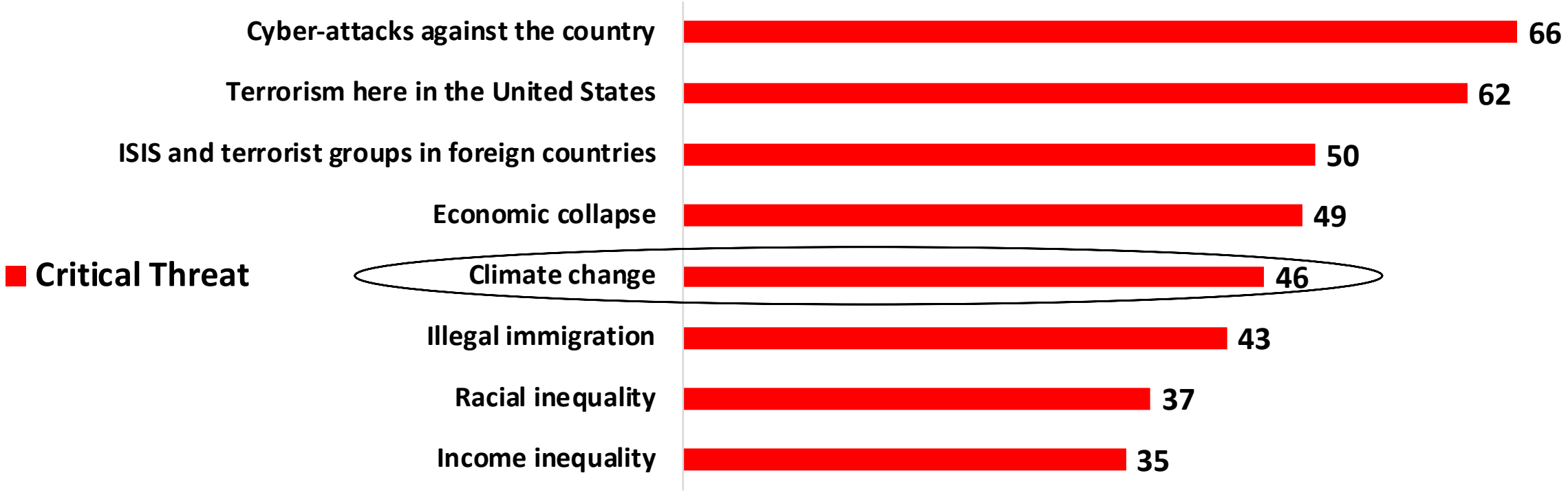
Left: Gallup Poll. Dec. 3-12, 2018. N=1,025 adults nationwide
Right: ABC News/Washington Post Poll. Oct. 29-Nov. 1, 2018. N=1,041 registered voters nationwide

LRP LAKE RESEARCH PARTNERS Strategy · Precision · Impact

ecoAmerica building climate leadership

Nearly half of voters say climate change is a critical threat to the United States in the next 10 years.

Below is a list of possible threats to the vital interests of the United States in the next 10 years. For each one, please indicate whether you see this as a critical threat, an important but not critical threat, or not an important threat at all.

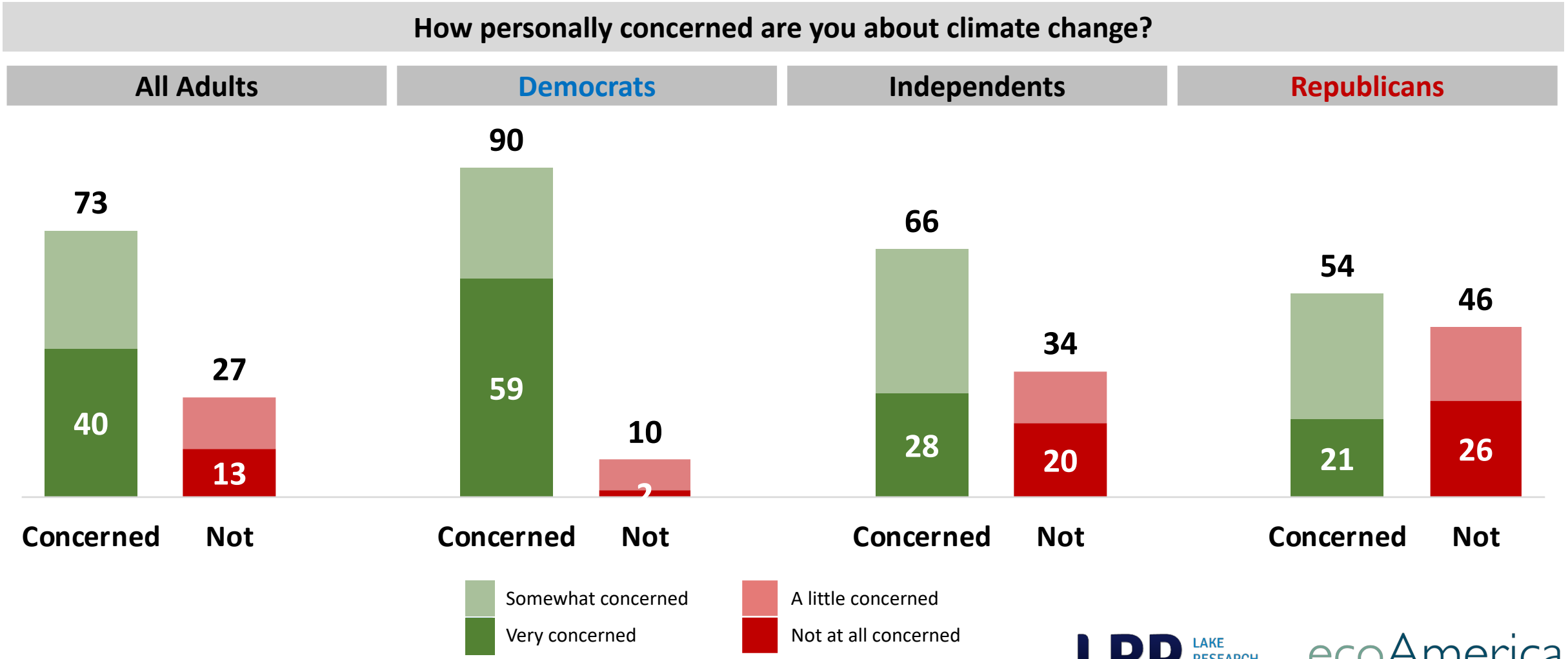


Morning Consult/Politico. December 2018. N=1975 Registered Voters Nationwide.

LRP LAKE RESEARCH PARTNERS Strategy · Precision · Impact

ecoAmerica building climate leadership

Majorities across party lines have personal concerns about climate change. Democrats and independents more than Republicans.



LRP/ecoAmerica Climate Metrics.
September 2018. N=800 adults nationwide

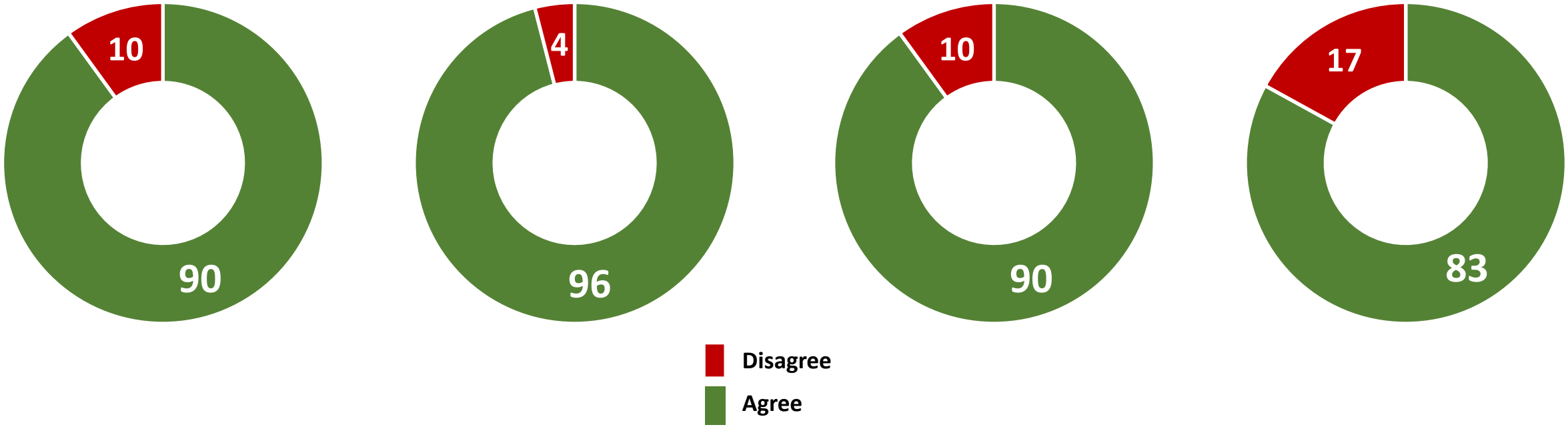
LRP LAKE RESEARCH PARTNERS Strategy · Precision · Impact

ecoAmerica building climate leadership

Vast majorities across political lines want both parties to work together to address climate change.

Do you agree or disagree: Republicans and Democrats should find a way to work together to address climate change.

All Adults	Democrats	Independents	Republicans



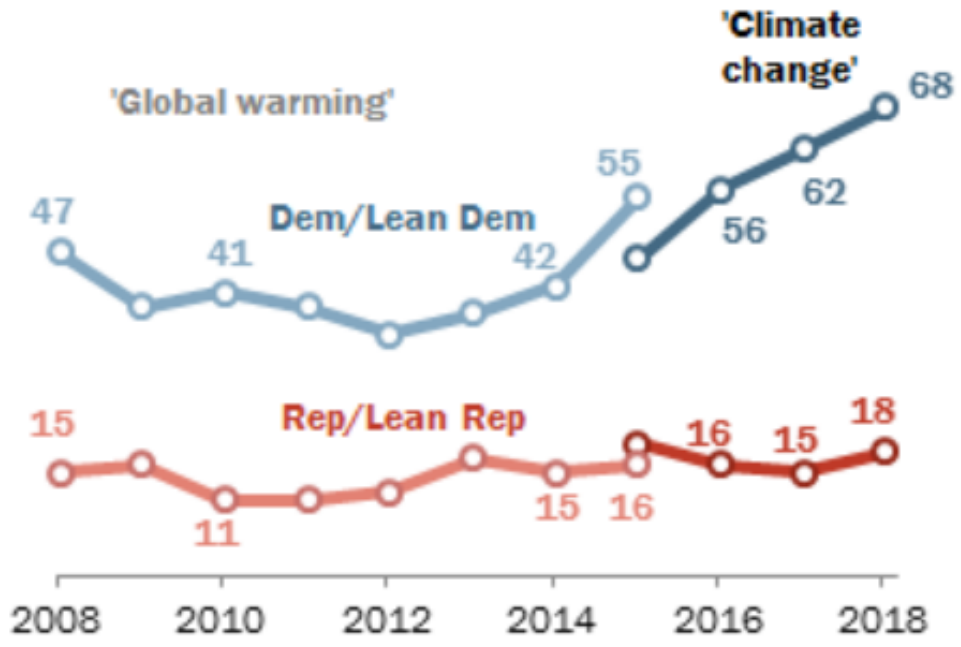
ecoAmerica American Climate Perspectives.
August 2018. N=849 adults nationwide

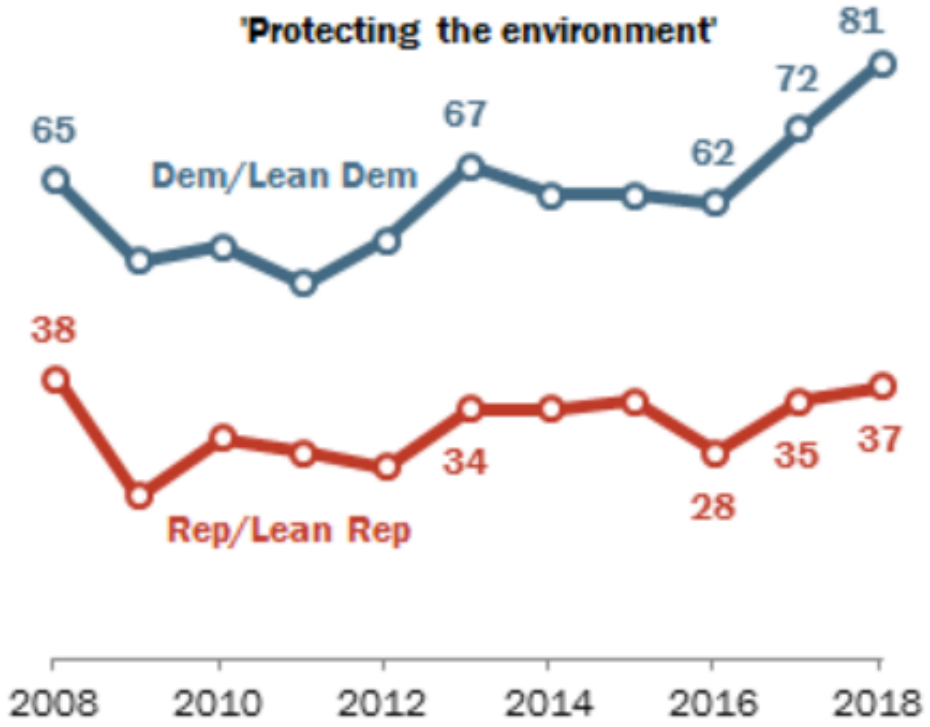
LRP LAKE RESEARCH PARTNERS
Strategy · Precision · Impact

ecoAmerica
building climate leadership

Democrats are increasingly identifying climate change and environmental protection as a top priority.

% Who say each is a top priority for the President and Congress (by Party Identification)





Pew Research Center. January 2018. N=1503 adults nationwide

LRP LAKE RESEARCH PARTNERS Strategy · Precision · Impact

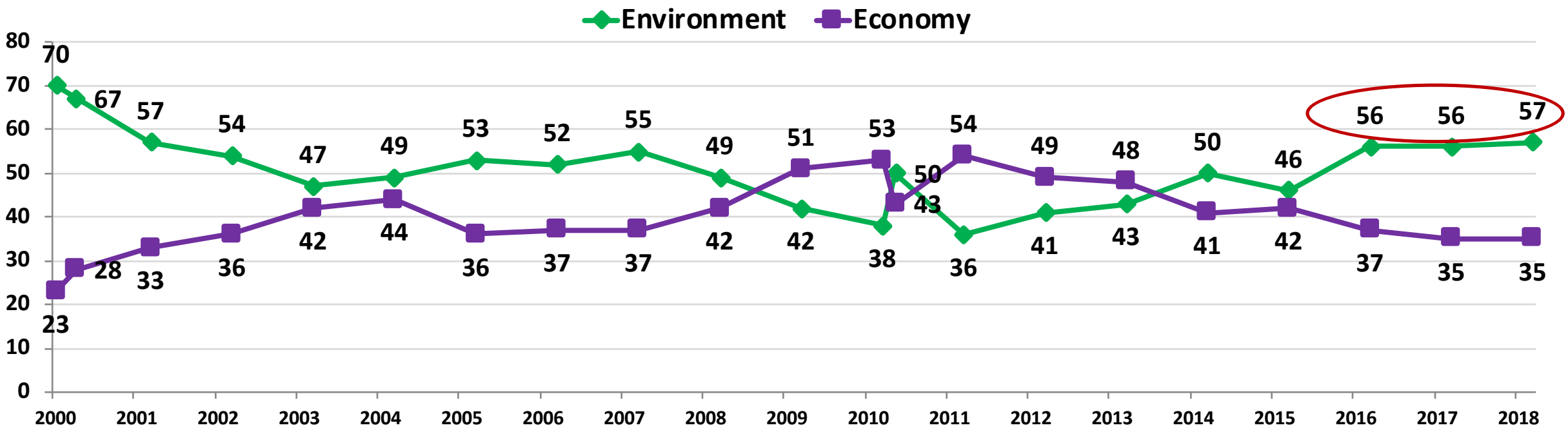
ecoAmerica building climate leadership

Since 2011, Americans have increasingly prioritized protecting the environment over economic growth.

Which statement do you agree with most:

Protection of the environment should be given priority, even at the risk of curbing economic growth.

Economic growth should be given priority, even if the environment suffers to some extent.



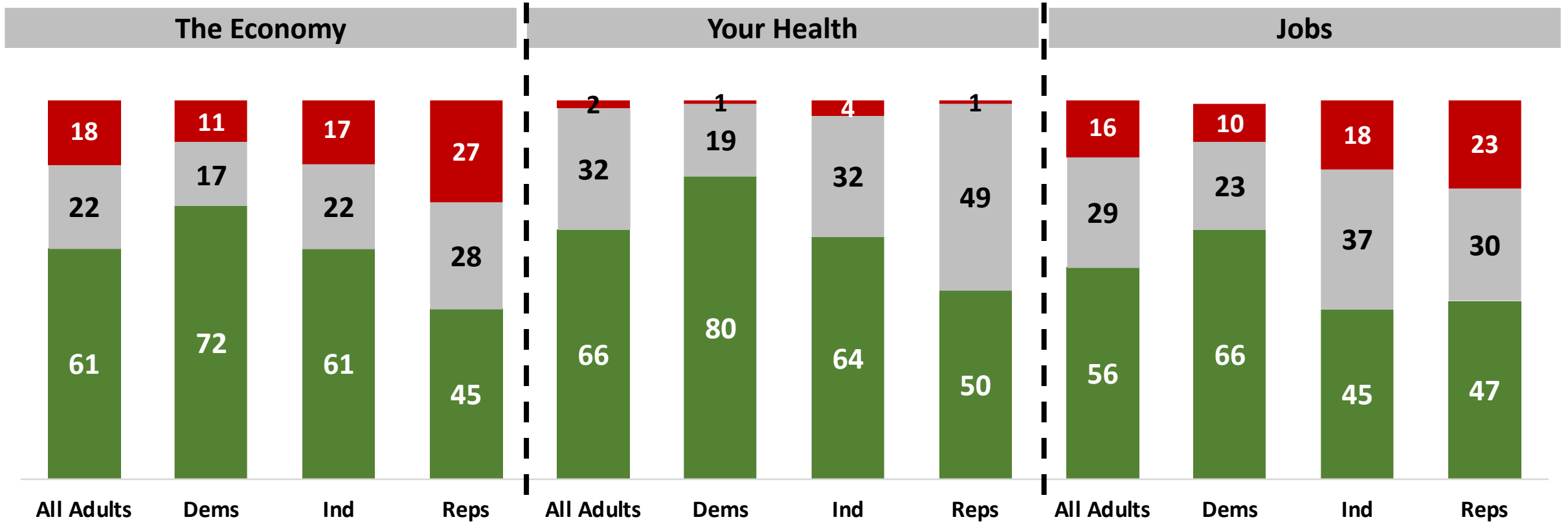
Gallup annual Environmental poll. Most Recent, March 2018, N=1014 adults nationwide.

LRP LAKE RESEARCH PARTNERS Strategy · Precision · Impact

ecoAmerica building climate leadership

Americans across party lines believe that taking steps to help prevent future climate change will help the economy, their health, and increase jobs.

If the United States took steps to help prevent future climate change, how would it affect:



LRP/ecoAmerica Climate Metrics.
September 2018. N=800 adults nationwide

LRP LAKE RESEARCH PARTNERS Strategy · Precision · Impact

ecoAmerica
building climate leadership

Support for Climate Solutions

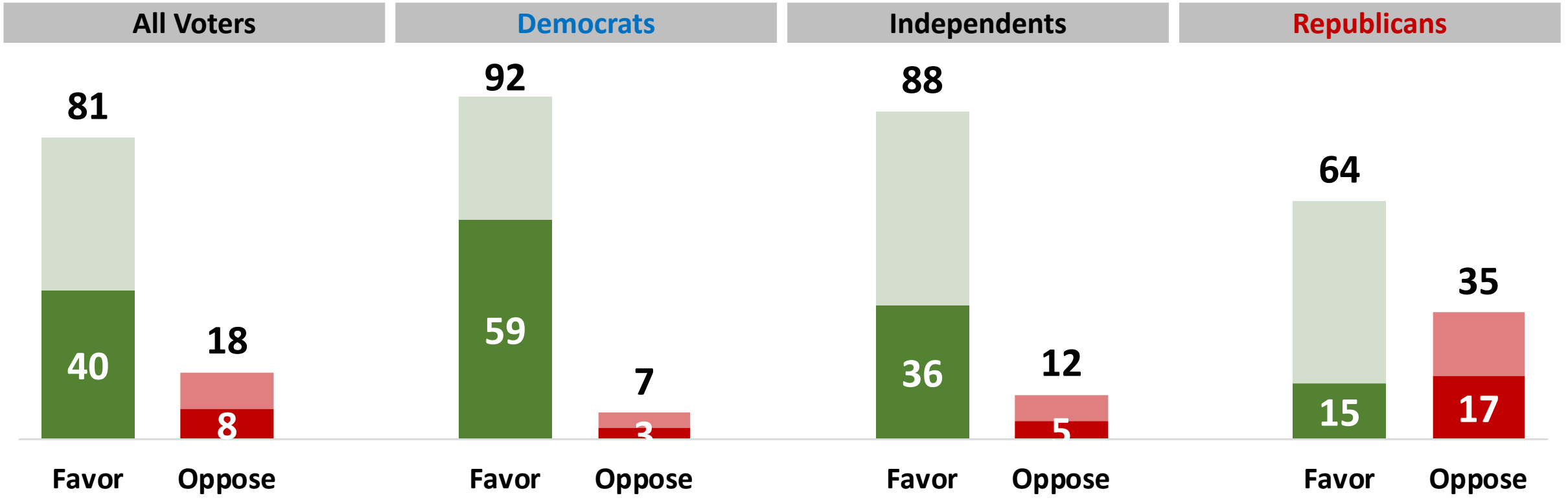
Americans strongly support policy solutions to reduce further damage to the climate.

LRP LAKE RESEARCH PARTNERS
Strategy · Precision · Impact

ecoAmerica
building climate leadership

Strong majorities across party lines favor a Green New Deal.

Some members of Congress are proposing a "Green New Deal" for the U.S. They say that a Green New Deal will produce jobs and strengthen America's economy by accelerating the transition from fossil fuels to clean, renewable energy. The Deal would generate 100% of the nation's electricity from clean, renewable sources within the next 10 years; upgrade the nation's energy grid, buildings, and transportation infrastructure; increase energy efficiency; invest in green technology research and development; and provide training for jobs in the new green economy. How much do you support or oppose this idea?



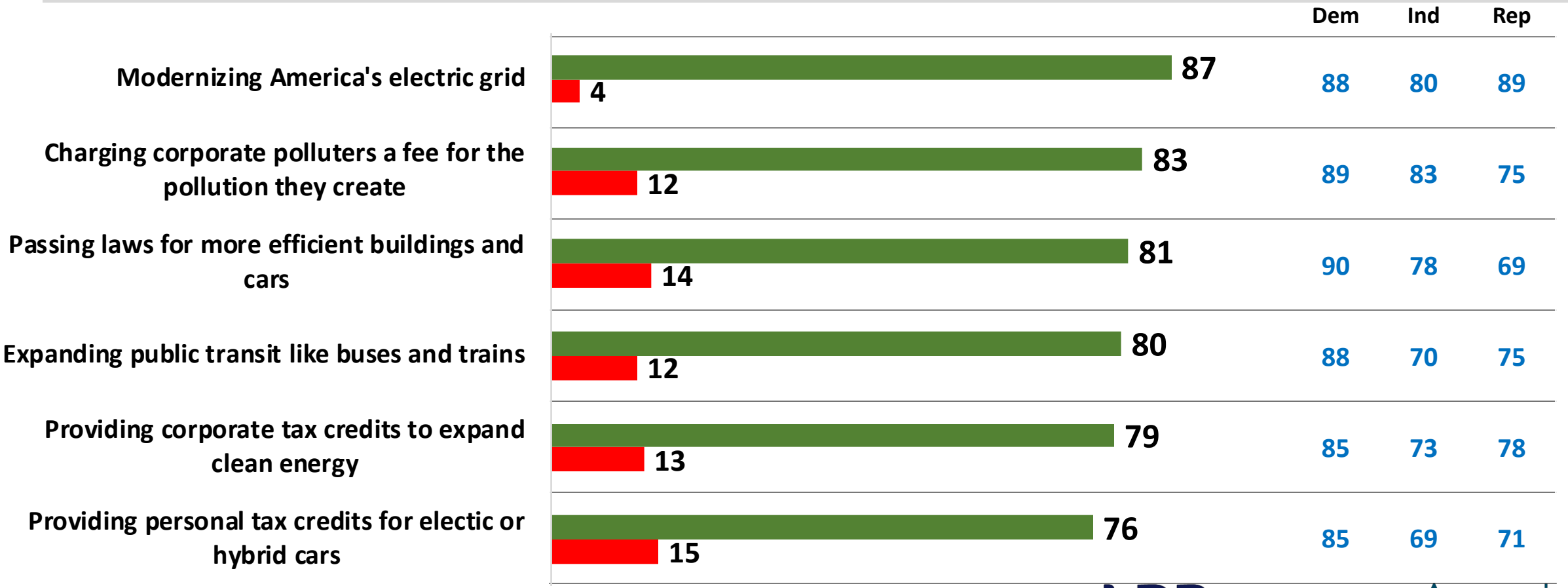
Yale/George Mason University.
N=966 registered voters. December 2018

LRP LAKE RESEARCH PARTNERS
Strategy · Precision · Impact

ecoAmerica
building climate leadership

Americans across political parties strongly favor modernizing our electric grid, charging corporate polluters a fee for the pollution they create, laws for more efficient buildings and cars, expanding public transit, and tax credits for clean energy and electric cars.

Below are proposals to reduce climate change pollution. Please indicate if you strongly favor, not so strongly favor, not so strongly oppose or strongly oppose each one.



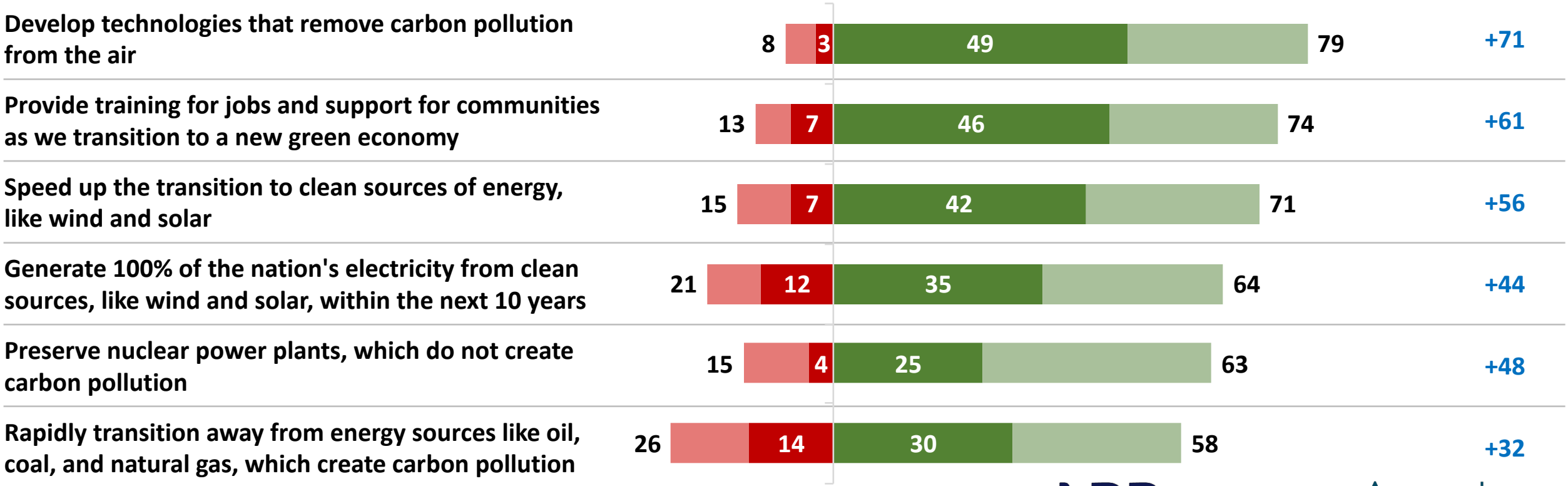
ecoAmerica 2018 Climate Metrics. LRP September 2018. N=800 adults nationwide.

LRP LAKE RESEARCH PARTNERS Strategy · Precision · Impact

ecoAmerica building climate leadership

Policy proposals to reduce damage to our climate find broad support. Americans strongly favor removing carbon pollution from the air, providing job training in the transition to a new green economy, and speeding up the transition to clean sources of energy.

Below are some proposals from members of Congress to reduce damage to our climate. Please indicate if you favor or oppose each one:



LRP/ecoAmerica, Ipsos
Feb 16-19 2019
N=1,000 adults nationwide

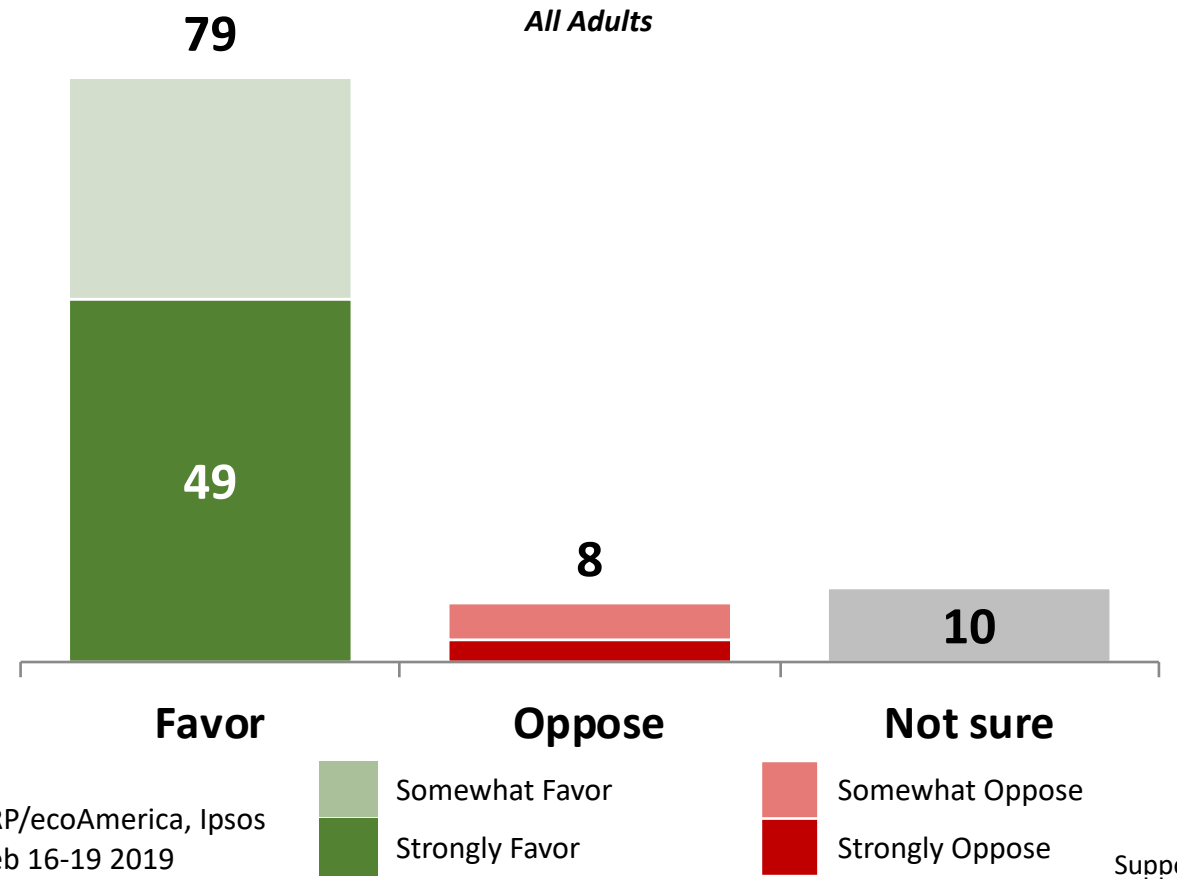
Somewhat Favor
Strongly Favor
Somewhat Oppose
Strongly Oppose

LRP LAKE RESEARCH PARTNERS
Strategy · Precision · Impact

ecoAmerica
building climate leadership

Developing technologies that remove carbon pollution from the air finds broad support with nearly half indicating strong support. Carbon removal has the strongest support across party lines, with over three quarters of Democrats, Independents, and Republicans. Trump voters also express high levels of support.

Develop technologies that remove carbon pollution from the air



	Favor	Oppose	Not Sure
Men	79	11	7
Women	79	6	13
Under 30	72	7	14
30 to 39	77	8	12
40 to 49	84	5	10
50 to 64	82	9	7
65 and over	82	9	8
White	81	9	8
African American	66	4	23
Latinx	78	10	9
Democrat	85	3	10
Independent	79	6	12
Republican	76	16	7
Registered Voter	81	8	9
Not registered to vote	72	6	14
Clinton voter	91	2	7
Trump voter	71	18	10

LRP/ecoAmerica, Ipsos
Feb 16-19 2019
N=1,000 adults nationwide

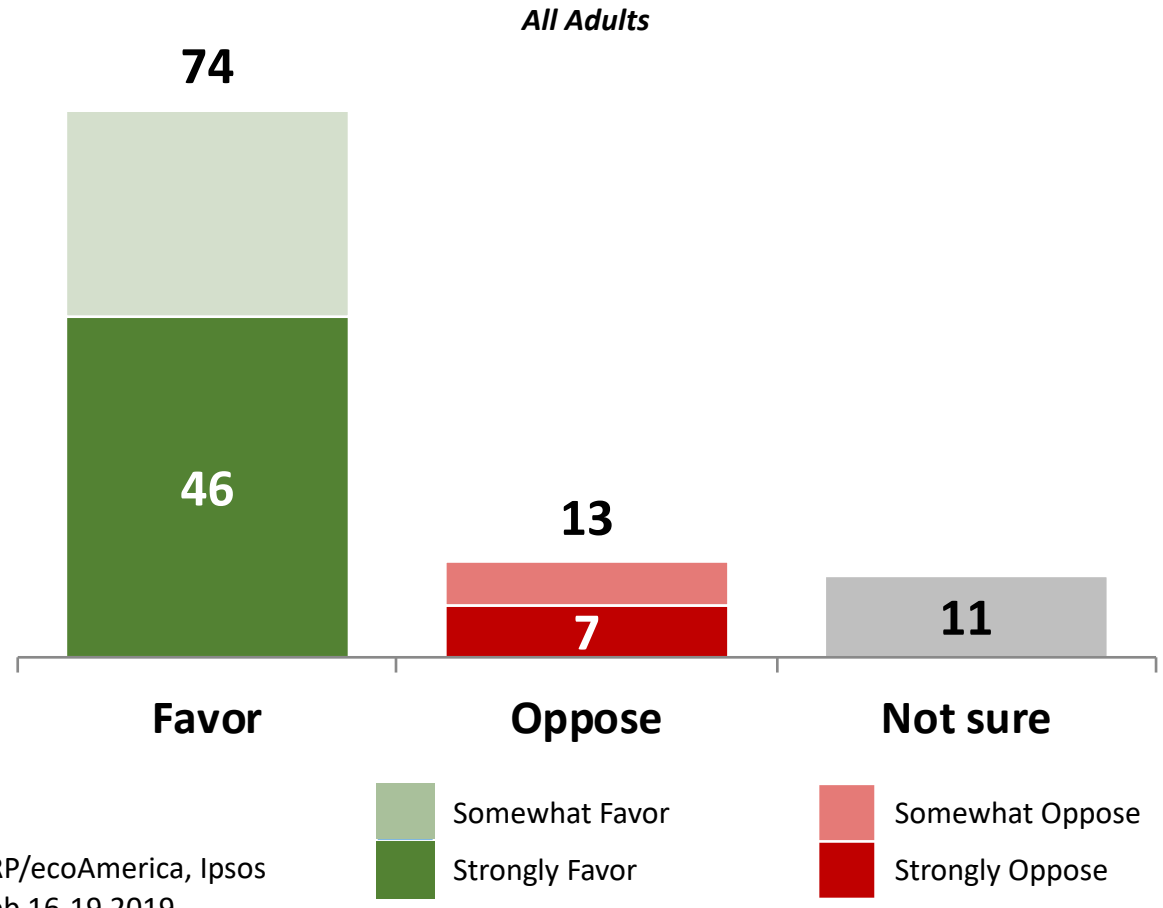
Support for policies by 4-way census region can be found in the appendix.

LRP LAKE RESEARCH PARTNERS
Strategy · Precision · Impact

ecoAmerica
building climate leadership

Providing training for jobs and support for communities as we transition to a new green economy is a top tier proposal, with nearly three quarters of Americans in favor. Support extends across demographic lines. This is the top proposal for African Americans.

Provide training for jobs and support for communities as we transition to a new green economy



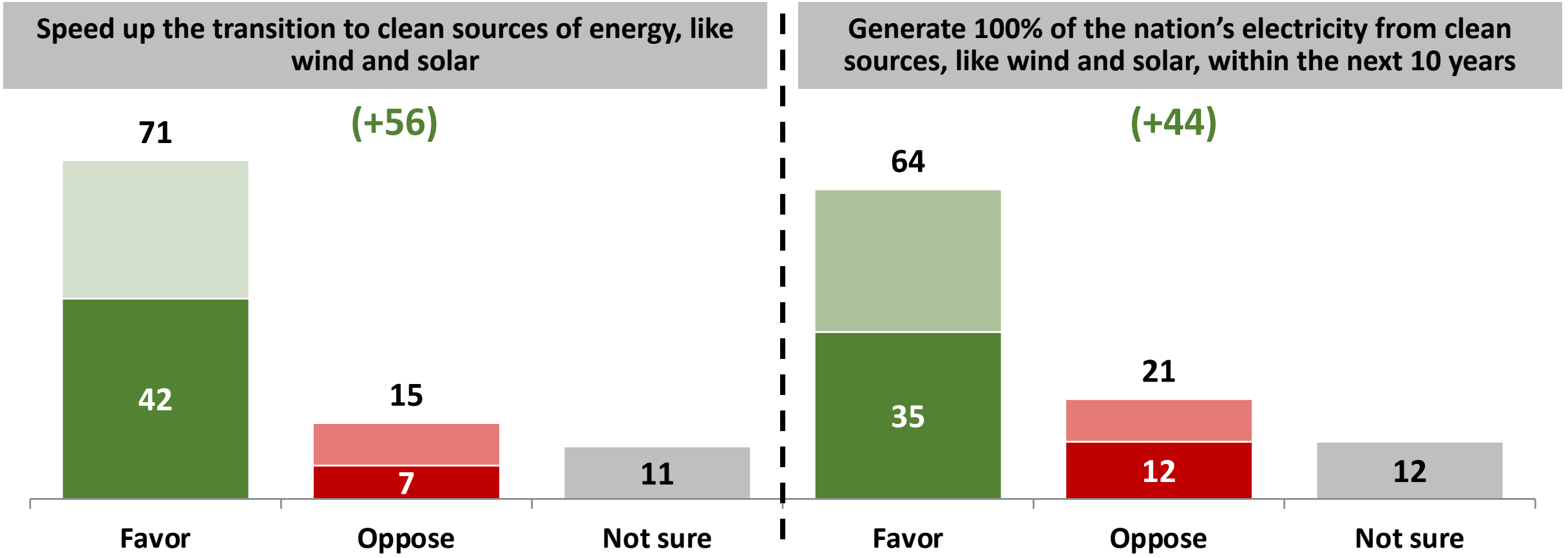
	Favor	Oppose	Not Sure
Men	73	15	9
Women	75	11	13
Under 30	72	8	13
30 to 39	80	6	12
40 to 49	79	11	10
50 to 64	74	16	8
65 and over	68	19	11
White	74	15	9
African American	69	3	20
Latinx	71	14	13
Democrat	85	3	10
Independent	75	11	11
Republican	61	26	12
Registered Voter	75	14	10
Not registered to vote	69	7	17
Clinton voter	89	3	7
Trump voter	57	30	13

LRP/ecoAmerica, Ipsos
Feb 16-19 2019
N=1,000 adults nationwide

LRP LAKE RESEARCH PARTNERS Strategy · Precision · Impact

ecoAmerica building climate leadership

Americans strongly favor speeding up the transition to clean sources of energy. Support remains strong when specific targets are part of the proposal, but at lower levels.



LRP/ecoAmerica, Ipsos
Feb 16-19 2019
N=1,000 adults nationwide

LRP LAKE RESEARCH PARTNERS
Strategy · Precision · Impact

ecoAmerica
building climate leadership

Women, African Americans, and Democrats favor each proposal at similar levels. Men and Republicans are much more supportive of transitioning without the specific 100% target in 10 years.

Speed up the transition to clean sources of energy, like wind and solar

	Favor	Oppose	Margin
Men	71	17	*+53*
Women	72	13	***+58***
Under 30	66	12	*+54*
30 to 39	77	8	*+69*
40 to 49	76	13	*+62*
50 to 64	71	18	*+53*
65 and over	68	23	*+45*
White	72	17	*+55*
African American	61	7	***+54***
Latinx	70	17	*+53*
Democrat	83	5	***+78***
Independent	74	11	*+63*
Republican	57	33	*+23*
Registered Voter	72	17	*+56*
Not registered to vote	61	13	*+48*
Clinton voter	89	3	*+86*
Trump voter	54	35	*+19*

Generate 100% of the nation's electricity from clean sources, like wind and solar, within the next 10 years

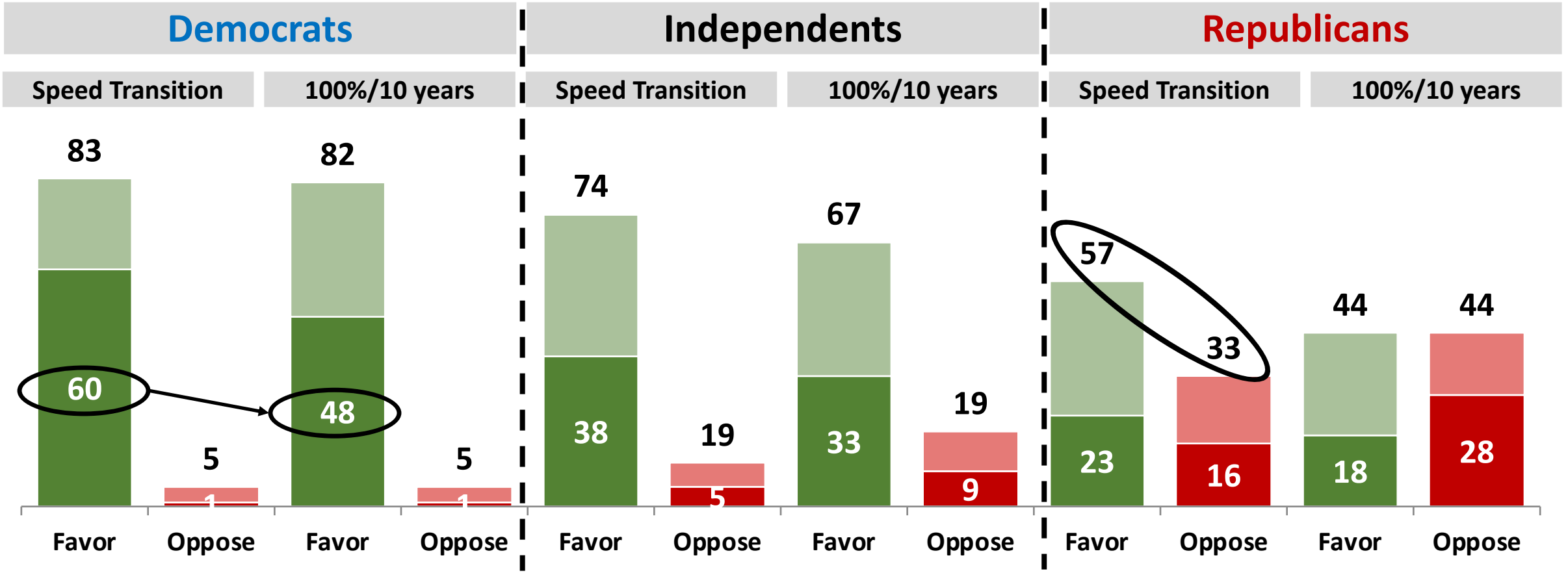
	Favor	Oppose	Margin
Men	61	27	*+34*
Women	68	15	***+53***
Under 30	60	14	*+46*
30 to 39	72	12	*+60*
40 to 49	69	20	*+49*
50 to 64	64	25	*+39*
65 and over	60	31	*+29*
White	64	25	*+40*
African American	60	7	***+53***
Latinx	62	21	*+41*
Democrat	82	5	***+77***
Independent	67	19	*+47*
Republican	44	44	*0*
Registered Voter	65	23	*+43*
Not registered to vote	56	14	*+42*
Clinton voter	87	4	*+83*
Trump voter	42	47	*-5*

LRP/ecoAmerica, Ipsos
Feb 16-19 2019
N=1,000 adults nationwide

LRP RESEARCH PARTNERS
Strategy · Precision · Impact

ecoAmerica
building climate leadership

Speeding up the transition to clean energy sources generates greater intensity among Democrats and finds majority support among Republicans.

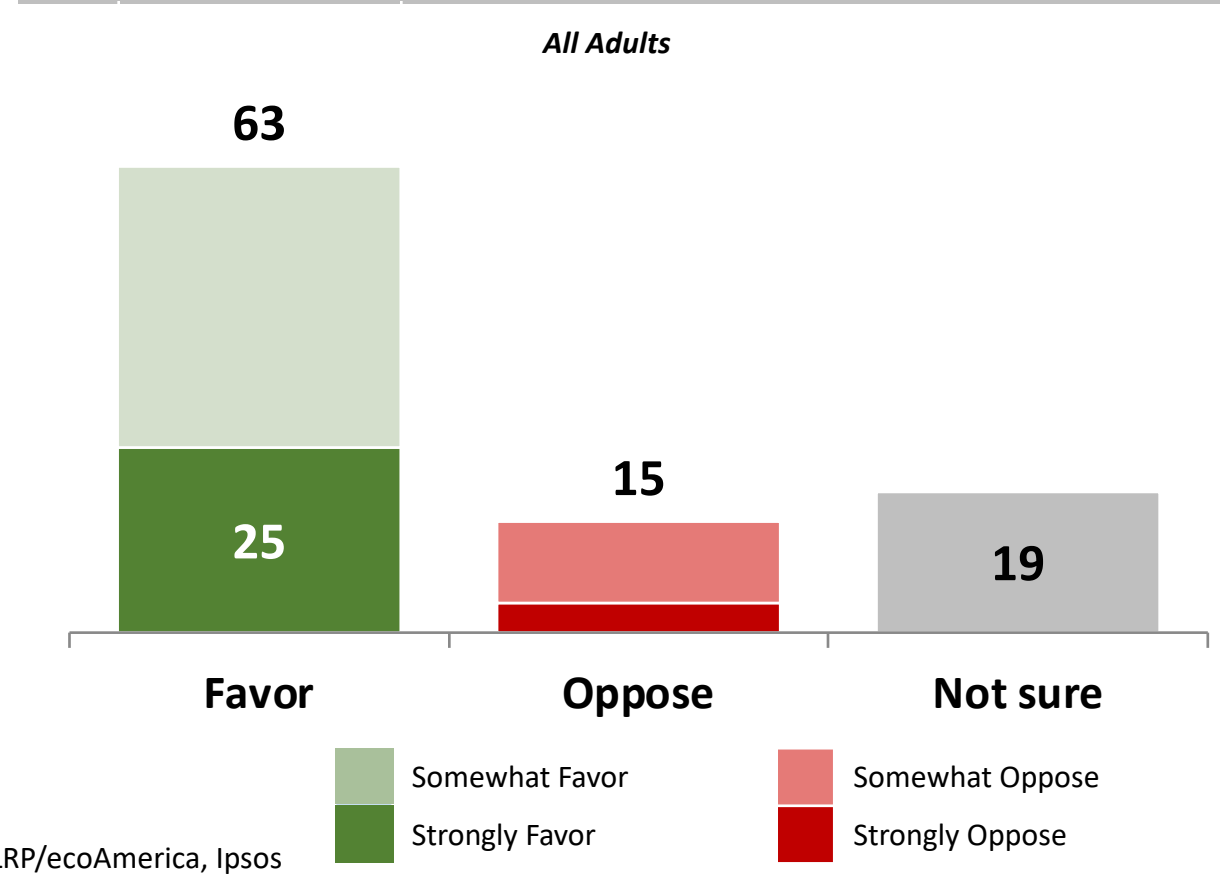


LRP/ecoAmerica, Ipsos
Feb 16-19 2019
N=1,000 adults nationwide

LRP LAKE RESEARCH PARTNERS
Strategy · Precision · Impact

ecoAmerica
building climate leadership

Americans express support for preserving nuclear power plants, which do not create carbon pollution. Republicans and independents favor preserving nuclear power at higher levels than Democrats. Support differs by age and gender, with older Americans and men expressing higher levels of support. Women and younger voters are more unsure.



Preserve nuclear power plants, which do not create carbon pollution	Favor	Oppose	Not Sure
Men	67	14	15
Women	59	16	22
Under 30	58	11	24
30 to 39	61	14	22
40 to 49	62	16	21
50 to 64	62	20	16
65 and over	72	15	13
White	68	16	15
African American	48	10	34
Latinx	59	13	25
Democrat	57	18	23
Independent	67	13	18
Republican	70	14	15
Registered Voter	67	14	17
Not registered to vote	40	22	30
Clinton voter	67	15	17
Trump voter	72	14	14

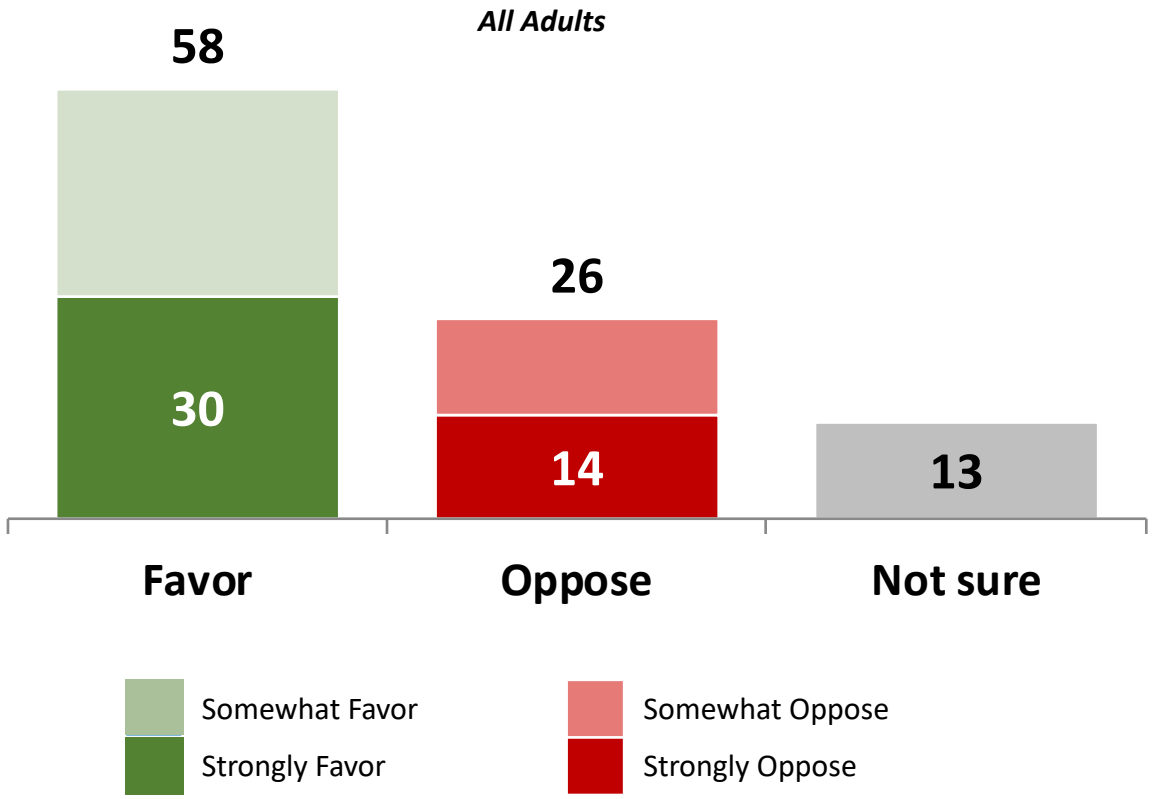
LRP/ecoAmerica, Ipsos
Feb 16-19 2019
N=1,000 adults nationwide

LRP LAKE RESEARCH PARTNERS Strategy · Precision · Impact

ecoAmerica building climate leadership

Rapidly transitioning away from energy sources like oil, coal, and natural gas is more polarizing than other proposals. Democrats and independents are in favor, but a majority of Republicans and Trump voters are opposed.

Rapidly transition away from energy sources like oil, coal, and natural gas, which create carbon pollution



	Favor	Oppose	Not Sure
Men	57	32	8
Women	60	21	17
Under 30	59	18	16
30 to 39	67	17	13
40 to 49	62	22	16
50 to 64	58	31	10
65 and over	49	40	10
White	56	32	10
African American	54	16	24
Latinx	63	19	15
Democrat	78	8	12
Independent	59	22	17
Republican	36	54	9
Registered Voter	59	28	11
Not registered to vote	47	21	25
Clinton voter	82	6	11
Trump voter	32	57	10

LRP/ecoAmerica, Ipsos
Feb 16-19 2019
N=1,000 adults nationwide

LRP LAKE RESEARCH PARTNERS Strategy · Precision · Impact

ecoAmerica building climate leadership

Funding Climate Policies

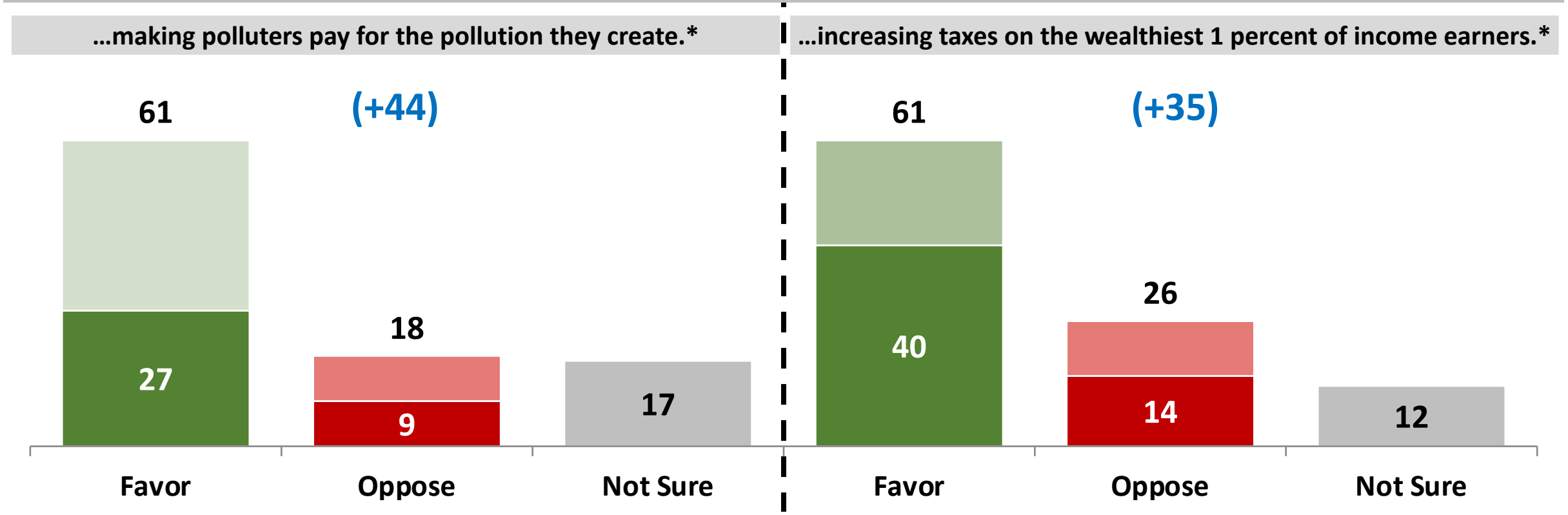
Americans favor two approaches toward funding climate policies.

LRP LAKE RESEARCH PARTNERS
Strategy · Precision · Impact

ecoAmerica
building climate leadership

Americans strongly favor funding programs and policies to reduce damage to the climate by making polluters pay and by increasing taxes on the wealthiest one percent. There is greater intensity in support for raising taxes on the wealthy.

**In order to fund the programs and policies you just read about, some have proposed […].
Do you favor or oppose funding these priorities this way?**



LRP/ecoAmerica, Ipsos
Feb 16-19 2019
N=1,000 adults nationwide

*Split Sampled

LRP LAKE RESEARCH PARTNERS
Strategy · Precision · Impact

ecoAmerica
building climate leadership

African Americans and independents are in greater favor of increasing taxes on the wealthiest 1 percent. Men and adults over 40 favor making polluters pay with higher margins. Pluralities of Republicans and Trump voters favor making polluters pay but oppose increasing taxes on the wealthiest 1 percent.

…making polluters pay for the pollution they create.*

	Favor	Oppose	Margin
Men	63	19	*+44*
Women	60	16	*+44*
Under 30	49	20	*+29*
30 to 39	64	17	*+47*
40 to 49	68	10	*+57*
50 to 64	65	20	*+46*
65 and over	65	17	*+48*
White	62	19	*+43*
African American	36	21	*+15*
Latinx	68	12	*+56*
Democrat	75	6	*+69*
Independent	59	19	*+40*
Republican	48	33	*+15*
Registered Voter	62	19	*+44*
Not registered to vote	51	12	*+39*
Clinton voter	78	5	*+73*
Trump voter	46	37	*+10*

…increasing taxes on the wealthiest 1 percent of income earners.*

	Favor	Oppose	Margin
Men	59	32	*+27*
Women	63	20	*+42*
Under 30	54	24	*+30*
30 to 39	72	15	*+57*
40 to 49	69	20	*+49*
50 to 64	62	27	*+35*
65 and over	51	40	*+11*
White	61	28	*+33*
African American	62	13	*+49*
Latinx	51	33	*+18*
Democrat	75	11	*+64*
Independent	67	19	*+48*
Republican	38	50	*-12*
Registered Voter	62	27	*+35*
Not registered to vote	55	25	*+30*
Clinton voter	85	6	*+80*
Trump voter	42	48	*-6*

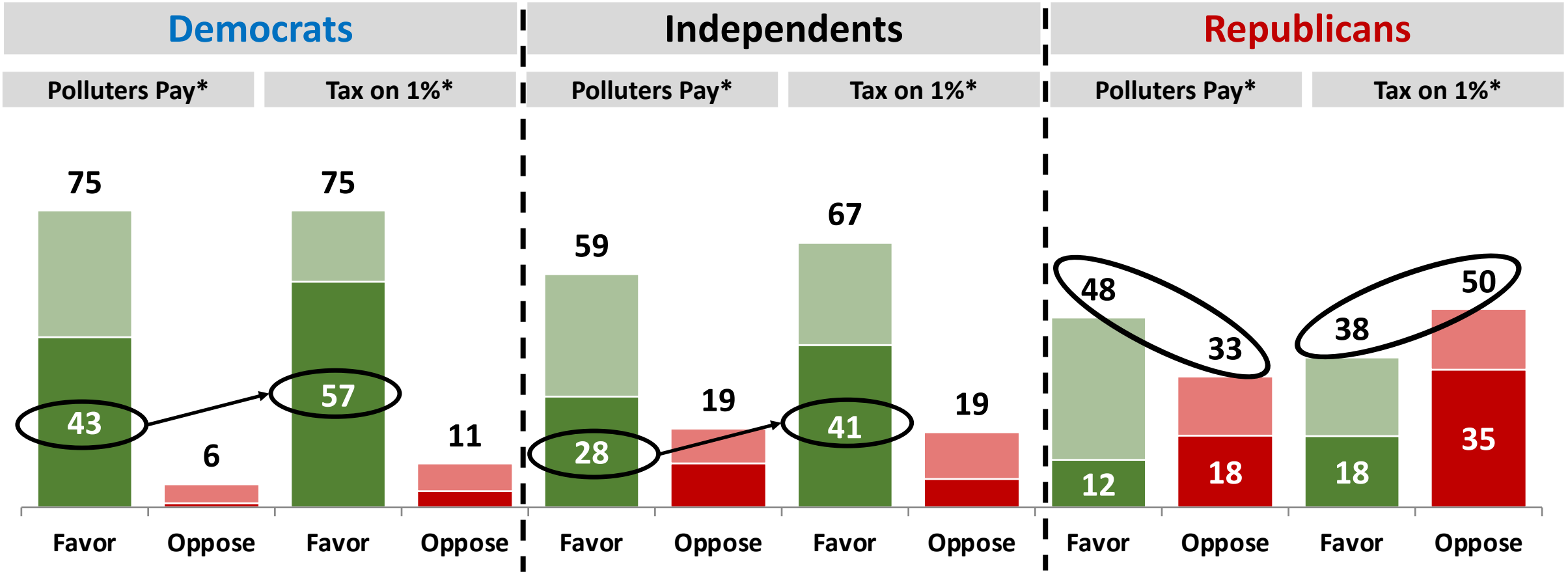
LRP/ecoAmerica, Ipsos
Feb 16-19 2019
N=1,000 adults nationwide

*Split Sampled

LRP LAKE RESEARCH PARTNERS Strategy · Precision · Impact

ecoAmerica building climate leadership

Democrats and independents are more strongly in favor of increasing taxes on the wealthiest 1 percent, suggesting a galvanizing force behind that approach. However, Republicans oppose increasing taxes on the wealthiest 1 percent with strong intensity.



LRP/ecoAmerica, Ipsos
Feb 16-19 2019
N=1,000 adults nationwide

*Split Sampled

LRP LAKE RESEARCH PARTNERS
Strategy · Precision · Impact

ecoAmerica
building climate leadership

Topline Results

ecoAmerica Climate Policy Omnibus

	TOTAL	DEM	IND	REP
Weighted N=	*1000*	*365*	*245*	*299*
Unweighted N=	*1121*	*404*	*275*	*342*

Q1. Below are some proposals from members of Congress to reduce damage to our climate. Please indicate if you favor or oppose each one.

a. Speed up the transition to clean sources of energy, like wind and solar

Favor	71	83	74	57
Oppose	15	5	11	33
Not sure	11	11	11	9

b. Generate 100% of the nation's electricity from clean sources, like wind and solar, within the next 10 years

Favor	64	82	67	44
Oppose	21	5	19	44
Not sure	12	12	11	11

c. Rapidly transition away from energy sources like oil, coal, and natural gas, which create carbon pollution

Favor	58	78	59	36
Oppose	26	8	22	54
Not sure	13	12	17	9

d. Preserve nuclear power plants, which do not create carbon pollution

Favor	63	57	67	70
Oppose	15	18	13	14
Not sure	19	23	18	15

e. Develop technologies that remove carbon pollution from the air

Favor	79	85	79	76
Oppose	8	3	6	16
Not sure	10	10	12	7

f. Provide training for jobs and support for communities as we transition to a new green economy

Favor	74	85	75	61
Oppose	13	3	11	26
Not sure	11	10	11	12

LRP/ecoAmerica, Ipsos
Feb 16-19 2019
N=1,000 adults nationwide

LRP LAKE RESEARCH PARTNERS
Strategy · Precision · Impact

ecoAmerica
building climate leadership

Topline Results

ecoAmerica Climate Policy Omnibus

	TOTAL	DEM	IND	REP
Weighted N=	*1000*	*365*	*245*	*299*
Unweighted N=	*1121*	*404*	*275*	*342*

Q2. {**SSA**} In order to fund the programs and policies you just read about, some have proposed making polluters pay for the pollution they create. Do you favor or oppose funding these priorities this way?

Favor	61	75	59	48
Oppose	18	6	19	33
Not sure	17	16	20	16

Q3. {**SSB**} In order to fund the programs and policies you just read about, some have proposed increasing taxes on the wealthiest 1 percent of income earners. Do you favor or oppose funding these priorities this way?

Favor	61	75	67	38
Oppose	26	11	19	50
Not sure	12	12	9	11

LRP/ecoAmerica, Ipsos
Feb 16-19 2019
N=1,000 adults nationwide

LRP LAKE RESEARCH PARTNERS Strategy · Precision · Impact

ecoAmerica building climate leadership

LRP LAKE RESEARCH PARTNERS
Strategy • Precision • Impact

Celinda Lake
clake@lakeresearch.com

Jonathan Voss
jvoss@lakeresearch.com

ecoAmerica
building climate leadership

Bob Perkowitz, Founder
bob@ecoAmerica.org

Meighen Speiser, Executive Director
meighen@ecoAmerica.org