



# Clean Energy Online Survey – Michigan Oversample

Key findings from a statewide online survey of 331  
likely voters in Michigan, conducted October 5-12, 2020.



**Project #200842**





# Methodology

**Public Opinion Strategies is pleased to present the key findings from an online statewide survey of 331 likely voters in Michigan, conducted October 5-12, 2020, with a credibility interval of  $\pm 6.14\%$ .**

**Glen Bolger was the principal researcher. Gabe Imber was the project director, and Torie Bolger provided analytical support.**



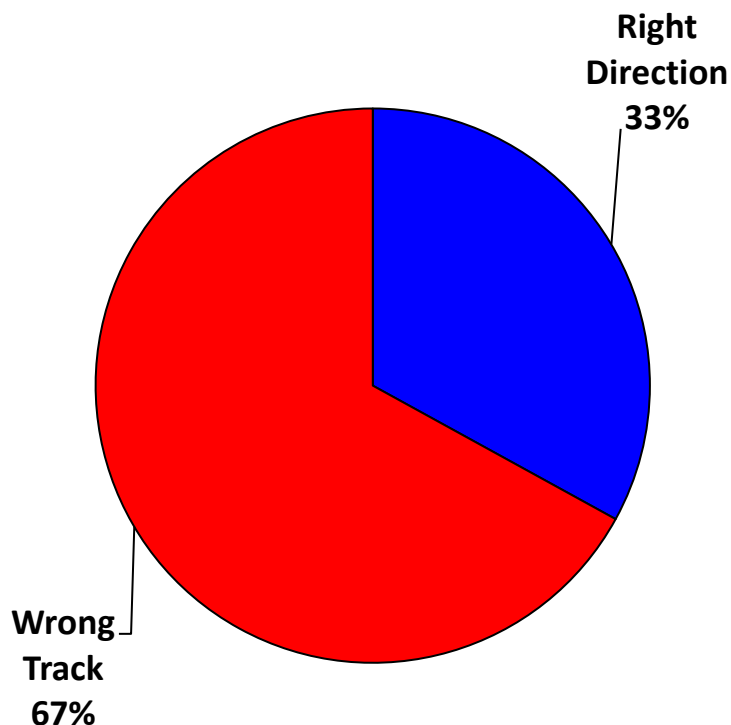
# **Political Environment**

# Two-thirds of votes are pessimistic about the direction of the country. Only GOPers express optimism.

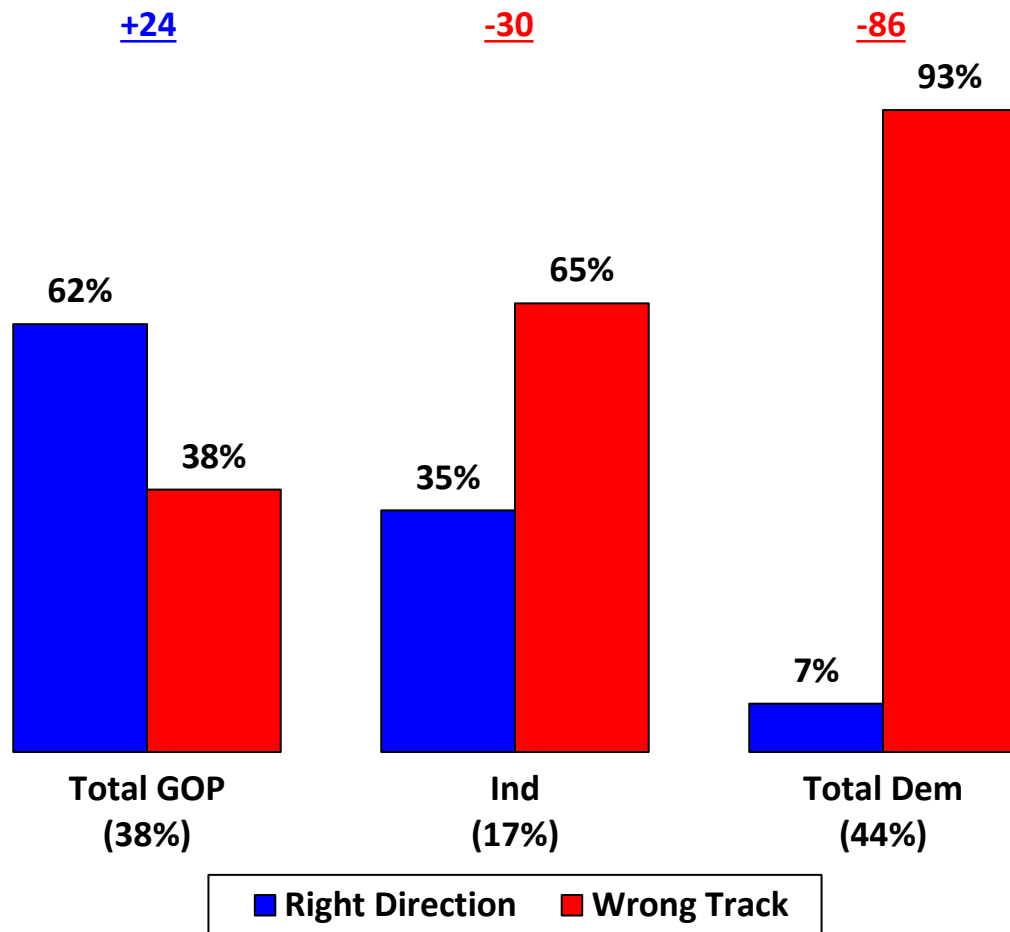
*“Would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?”*

Overall

RCP National Average	
Right Direction	31%
Wrong Track	63%



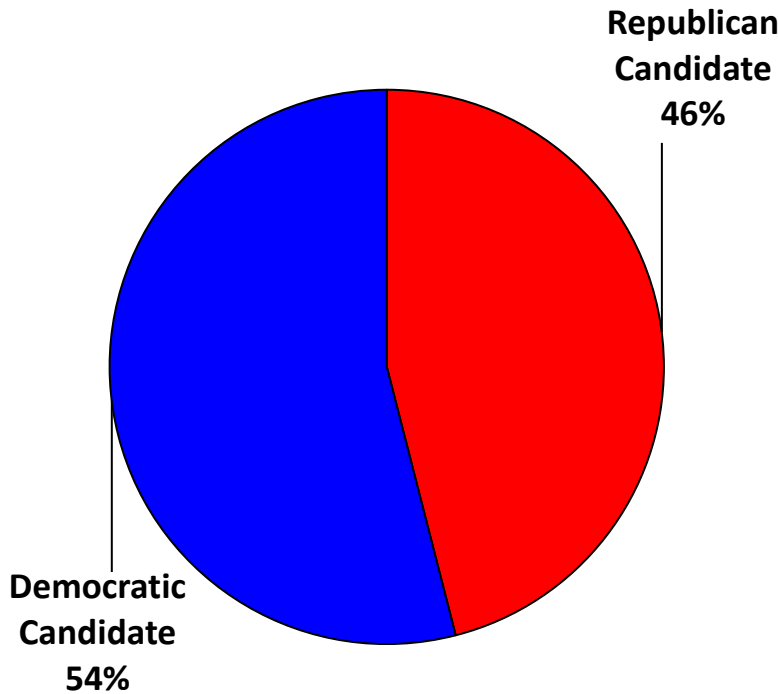
By Party



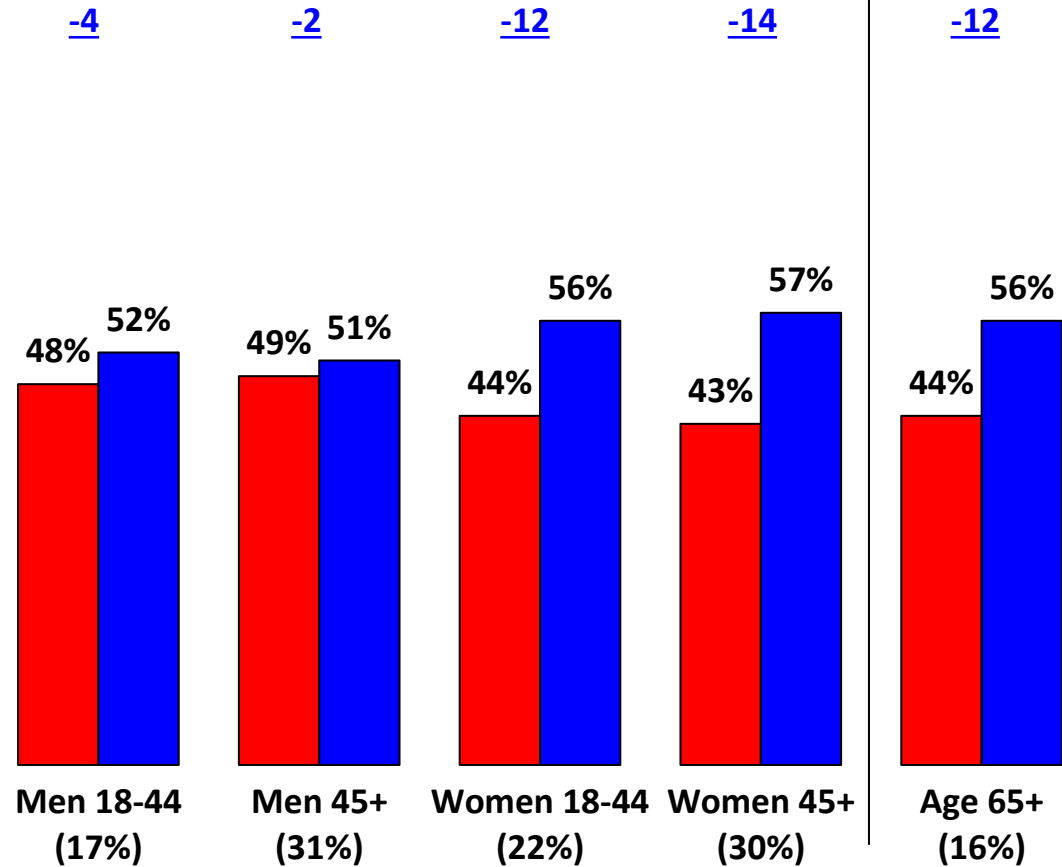
# The generic Dem has an eight point lead with Michigan voters. Men are the most divided, but still lean Democratic.

*“Now, thinking about the November elections... If the November election for state legislature were being held today, for whom would you vote... the Republican candidate ...or... the Democratic candidate... for state legislature from your district?”*

Overall



By Gender/Age + Seniors



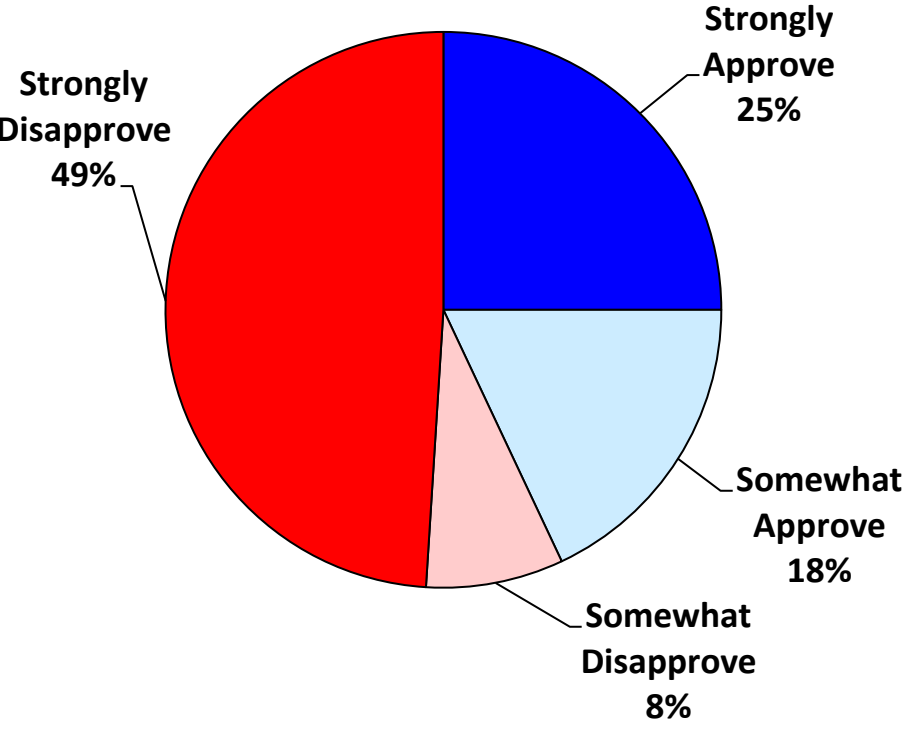
■ Republican Candidate    ■ Democratic Candidate

# President Trump's approval rating is submerged underwater in Michigan. Nearly half of voters strongly disapprove of him.

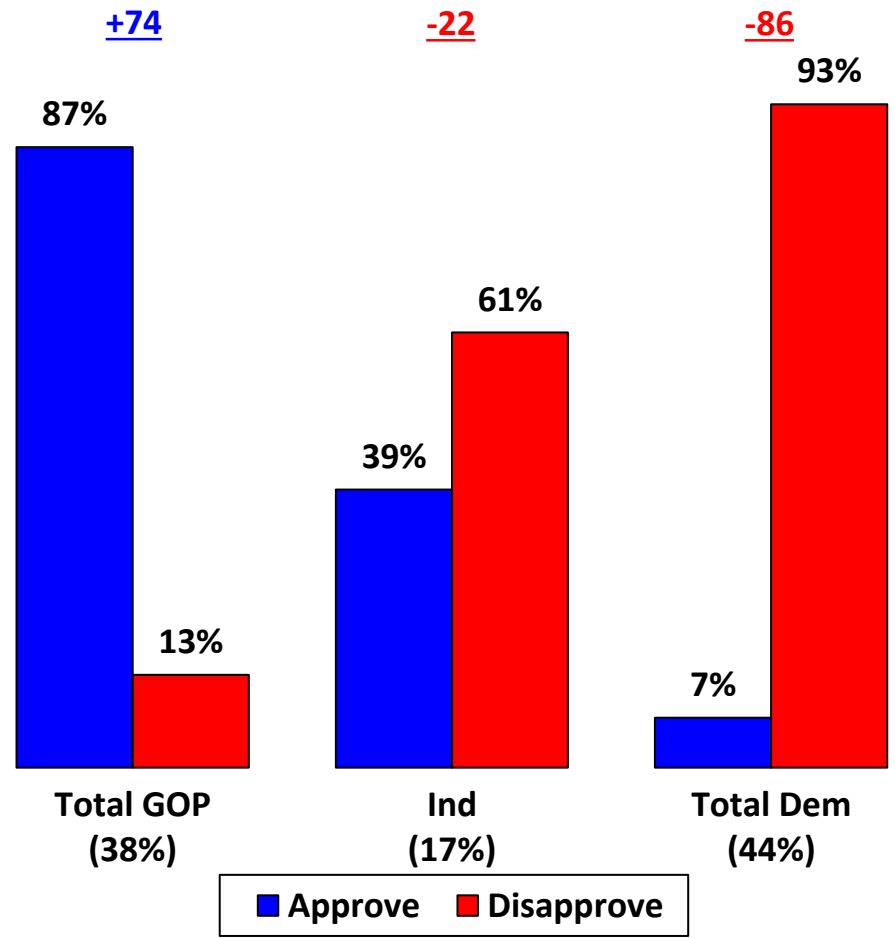
*"Do you approve or disapprove of the job Donald Trump is doing as President?"*

### Overall

Total Approve	43%
Total Disapprove	57%



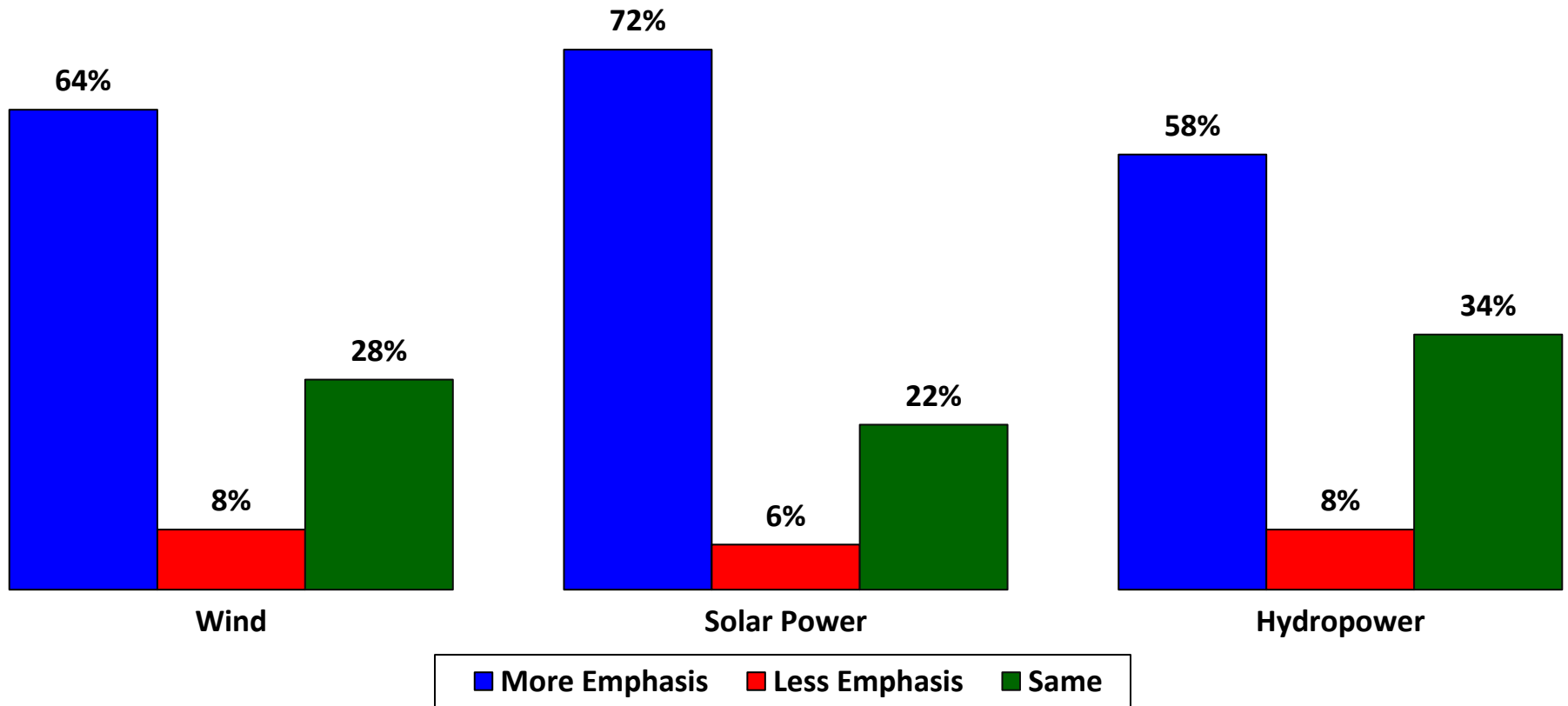
### By Party



# **Domestic Energy Priorities**

# A majority of Michigan voters say the U.S. should put more emphasis on wind, solar power, and hydropower.

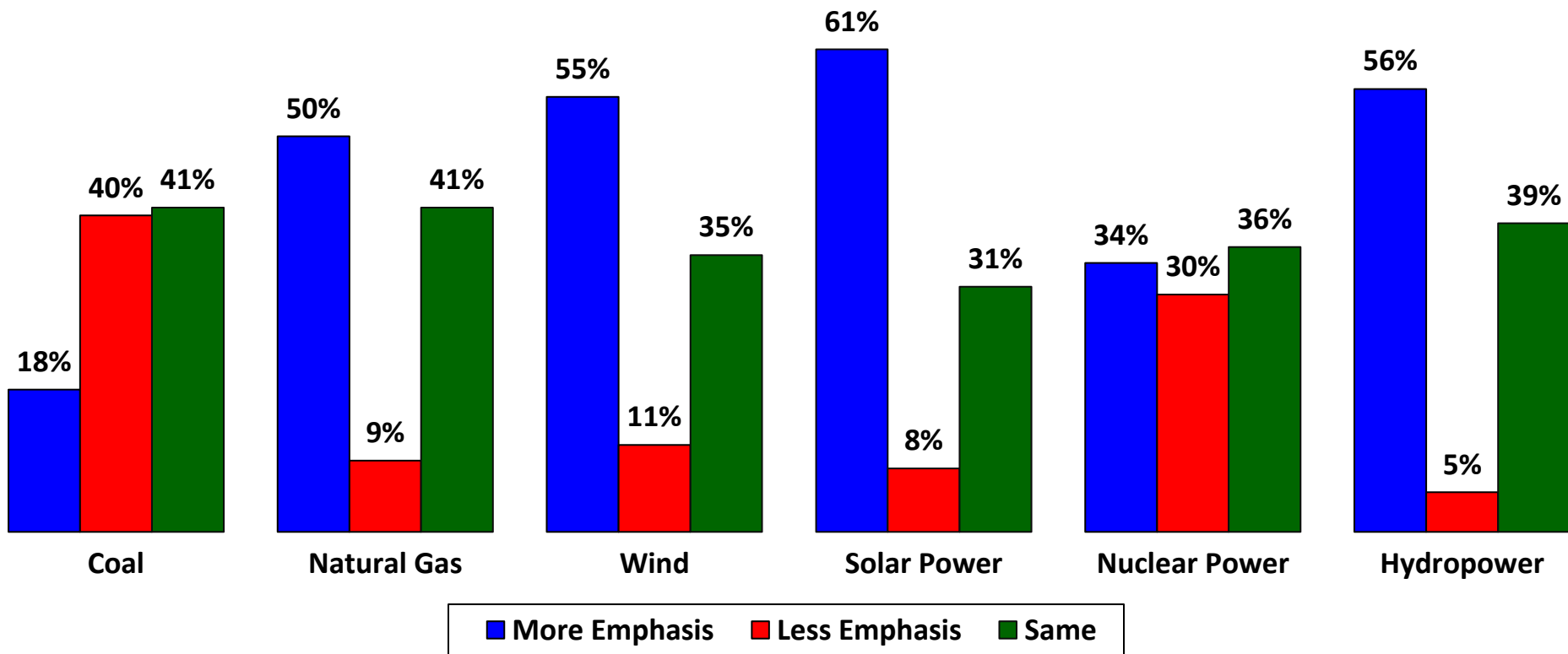
*“Still thinking about this... Do you think that, as a country, the United States should put more emphasis, less emphasis, or about the same emphasis as it does now on producing domestic energy from each of the following sources...”*





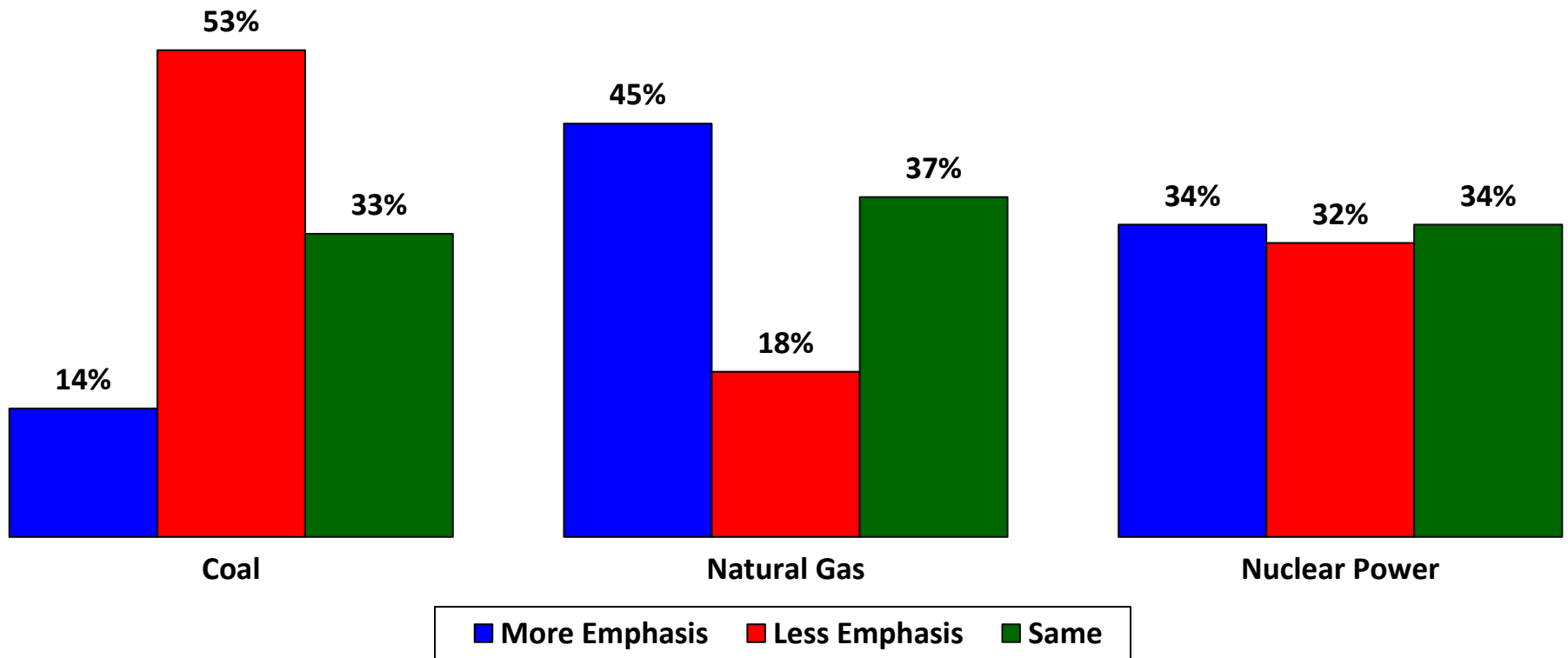
# Republicans back putting more emphasis on natural gas, wind, solar power, and hydropower.

*Energy Emphasis by GOPers (38%)*



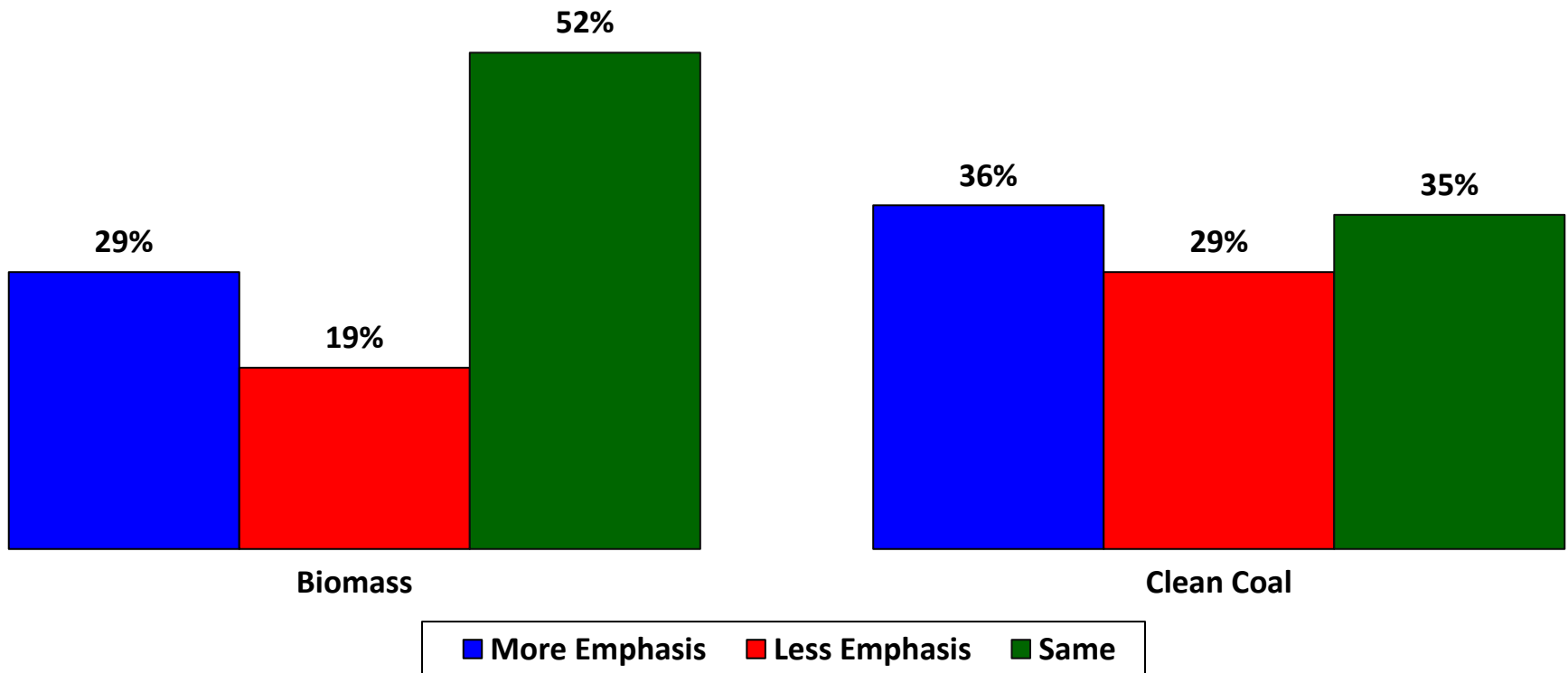
# Voters are uncertain about what to do with nuclear power. A majority say the U.S. should de-emphasize coal.

*“Still thinking about this... Do you think that, as a country, the United States should put more emphasis, less emphasis, or about the same emphasis as it does now on producing domestic energy from each of the following sources...”*



# Voters are not sold on using clean coal or biomass as energy sources.

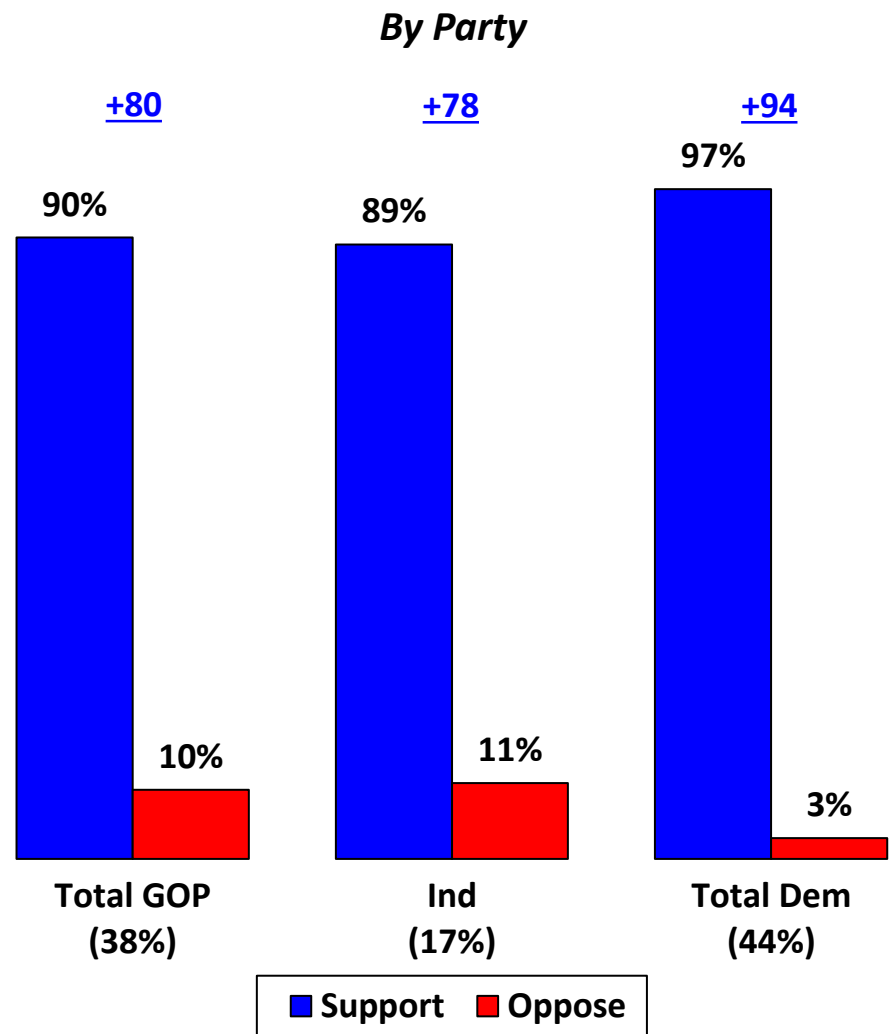
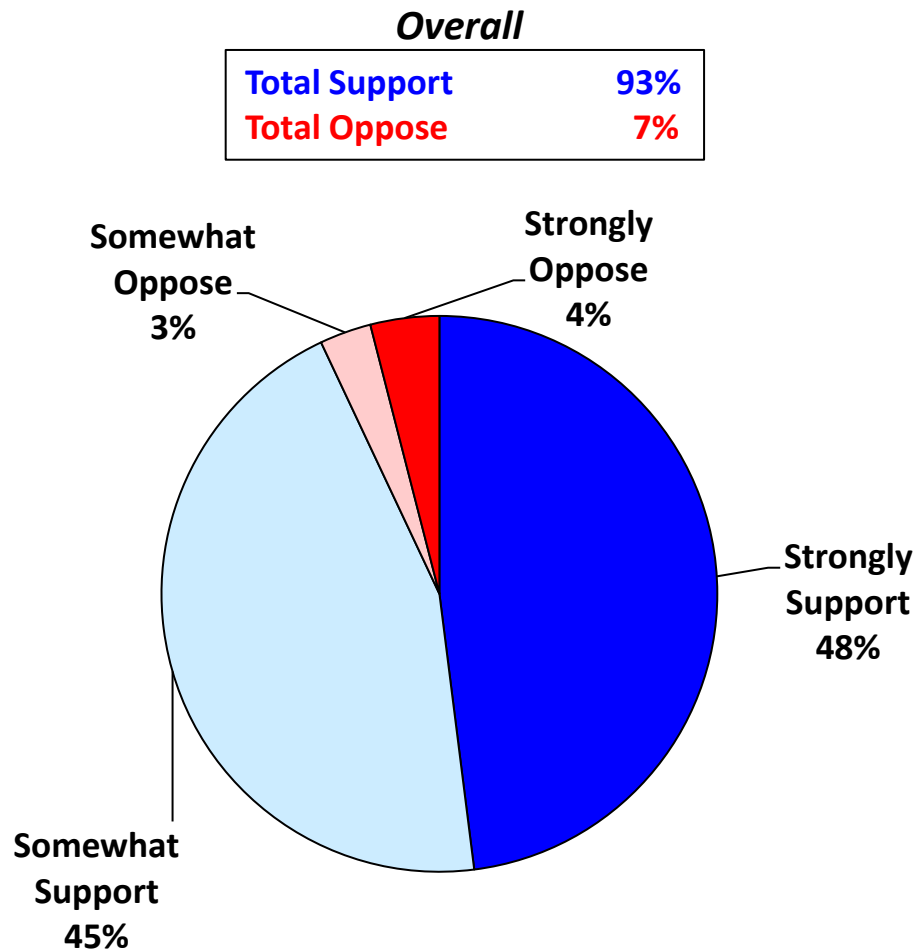
*“Still thinking about this... Do you think that, as a country, the United States should put more emphasis, less emphasis, or about the same emphasis as it does now on producing domestic energy from each of the following sources...”*



# Clean Energy Demand

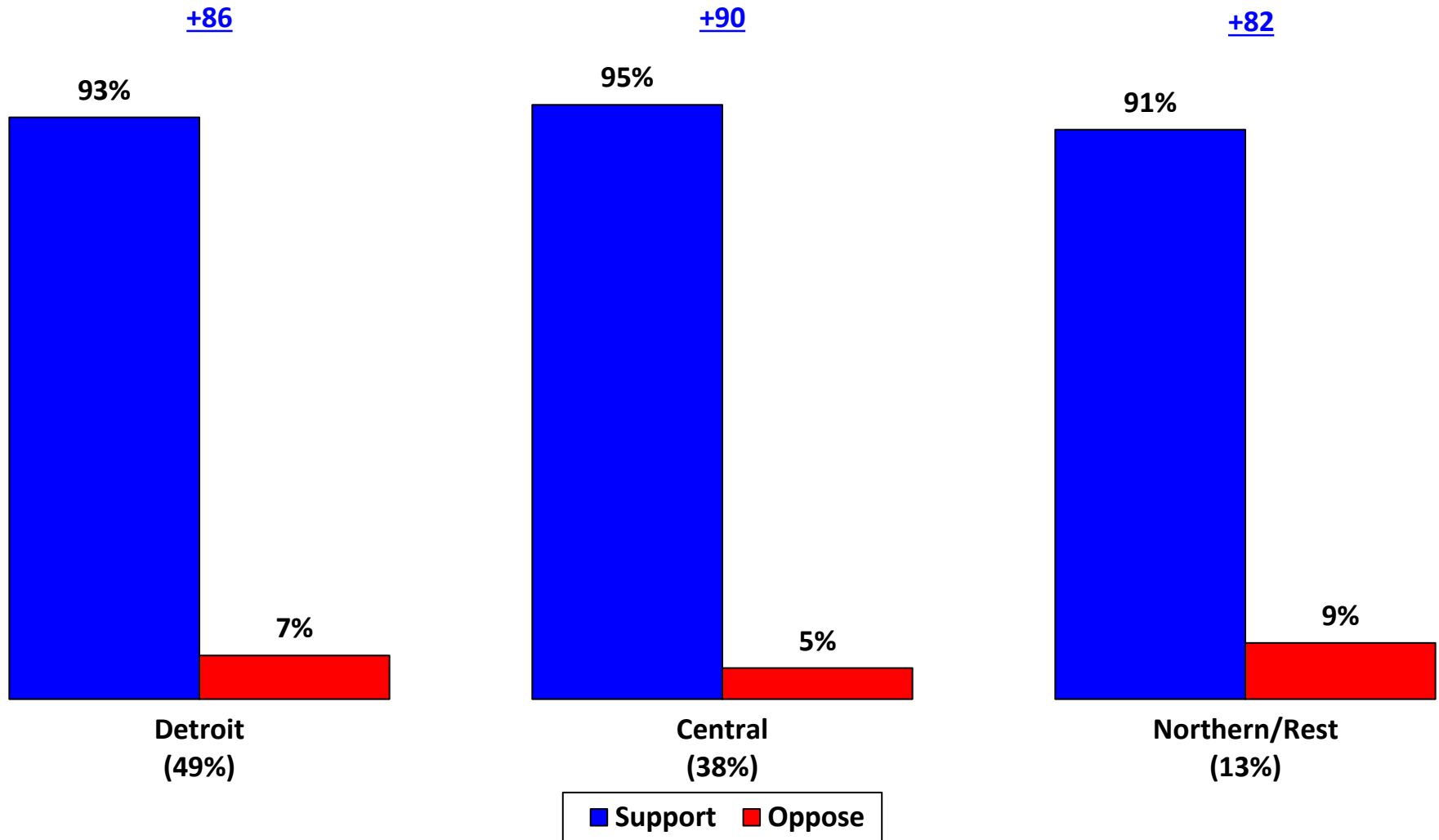
# There is near unanimous support for the government taking action to accelerate and develop the use of clean energy.

*“And, would you say you support or oppose the government taking action to accelerate the development and use of clean energy in the United States?”*



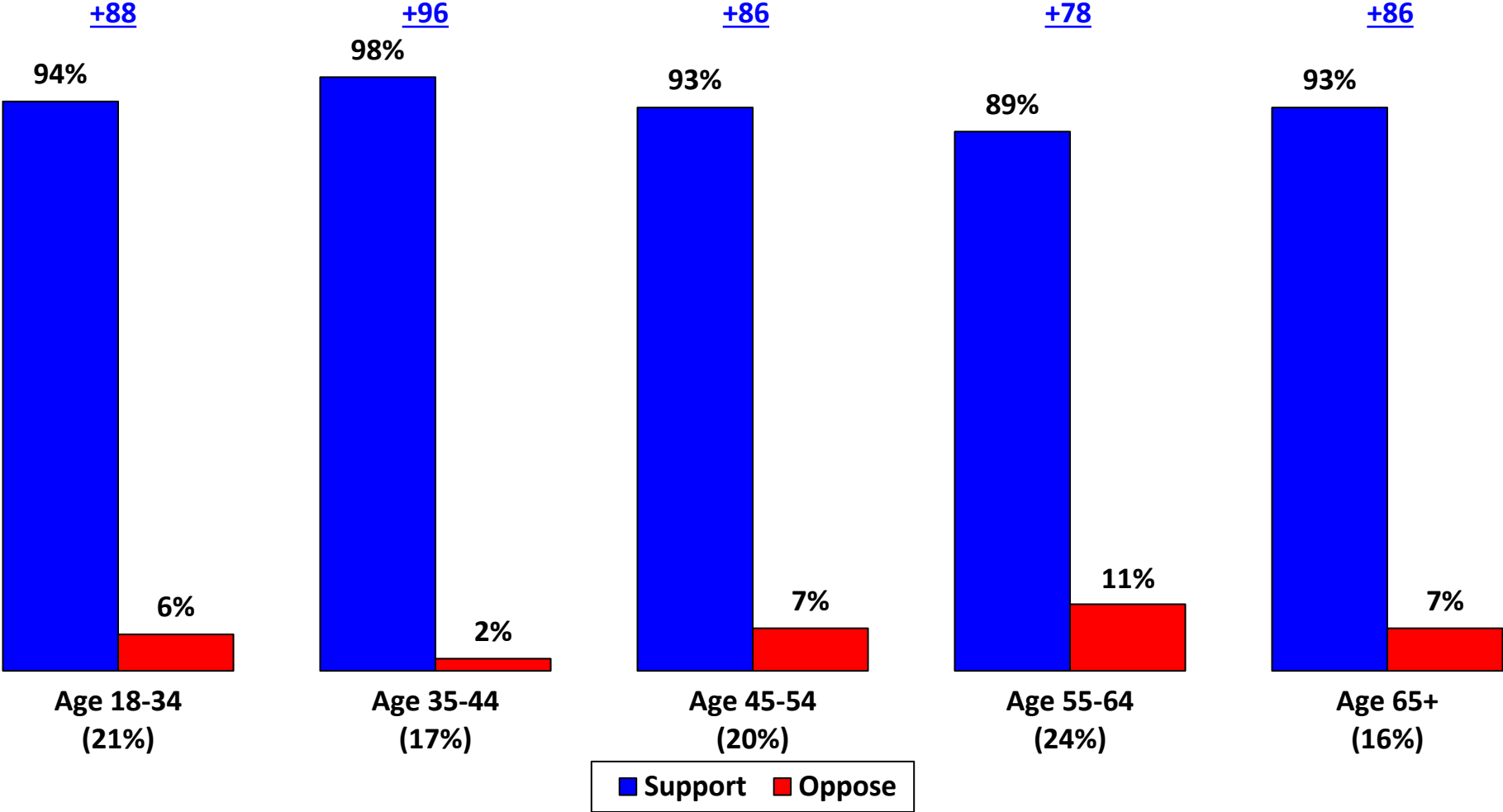
# There is extremely high support throughout Michigan for government intervention on developing clean energy.

*Government Action on Clean Energy by DMA*



# There is no generation gap on this issue. Voters, regardless of age, overwhelmingly support this.

Government Action on Clean Energy by Age



# By more than a 3 to 1 margin, voters prefer using markets and businesses over government-imposed solutions.

*"To increase clean energy production, would you prefer..."*

**65%**

*Approaches that allow markets and businesses to provide more clean energy production*

**16%**

*A price or tax put on carbon emissions*

**15%**

*Government mandates and quotas*

...or...

**4%**

*Taxpayer funded subsidies*



# While a majority of Democrats back a market-driven approach, GOPers go full throttle for it.

*Increase Clean Energy Production by Party*

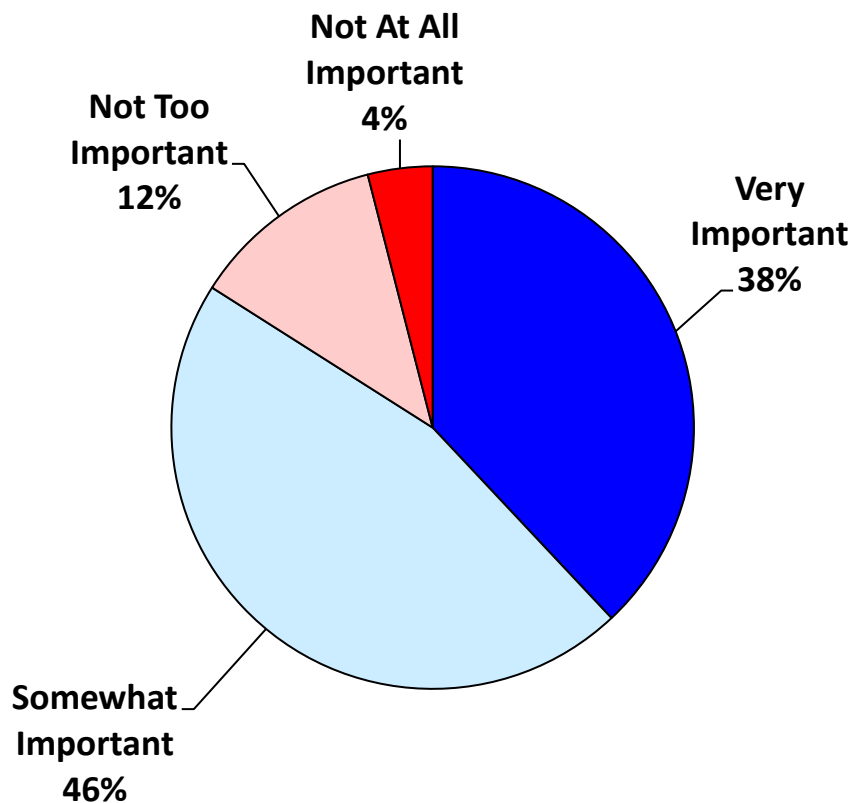
	Overall	Total GOP (38%)	Ind (17%)	Total Dem (44%)
Markets & Businesses	65%	74%	69%	55%
Price/Tax on Carbon Emissions	16%	11%	17%	19%
Government Mandates	15%	11%	11%	20%
Taxpayer Funded Subsidies	4%	4%	2%	5%

# Eight-in-ten Michigan voters say it is important a political candidate share their opinion on clean energy issues.

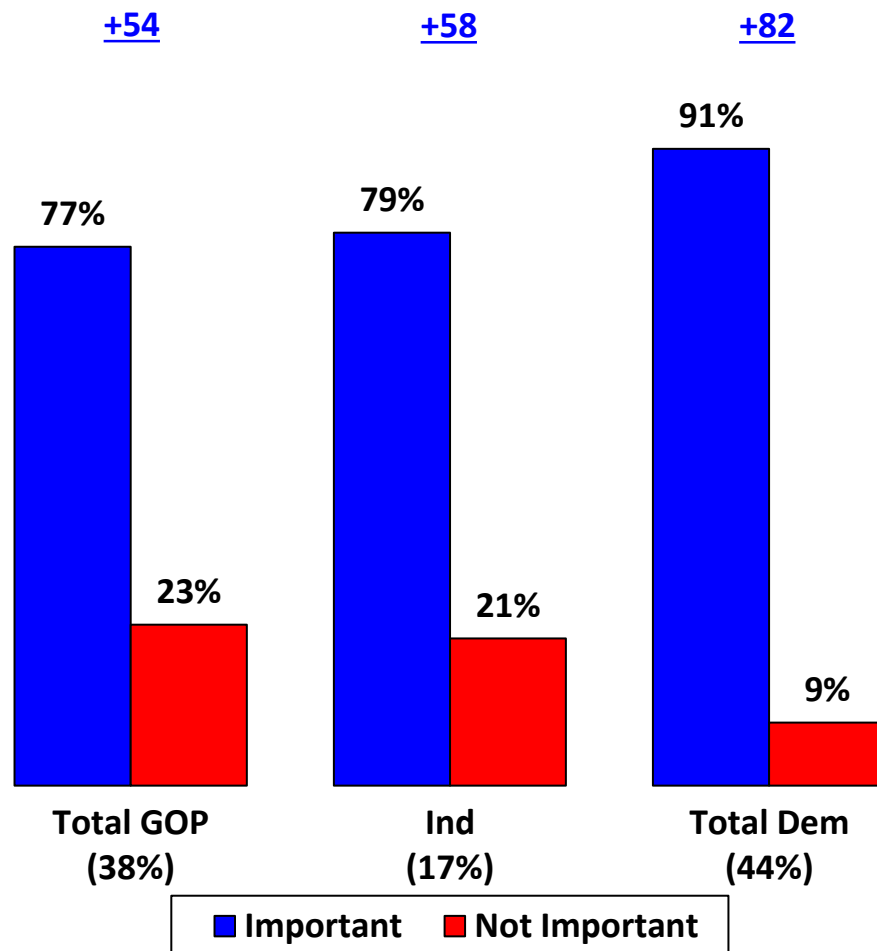
*“And, how important is it to you that a candidate for political office share your opinion on clean energy issues? Is it...”*

**Overall**

Total Important	84%
Total Not Important	16%



**By Party**

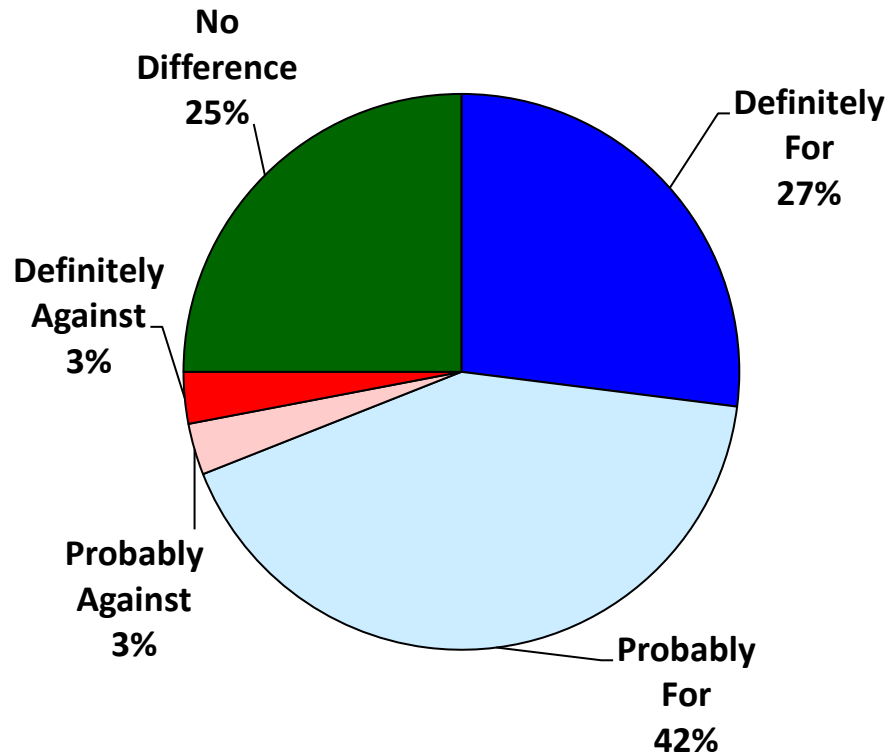


# Nearly 70% say they are for a candidate/elected official who supports clean energy developments.

*"Still thinking about clean energy... Thinking ahead to future elections... would you vote for or against elected officials or candidates who support clean energy development like solar and wind, or would it make no difference to your vote?"*

## Overall

Total For	68%*
Total Against	6%

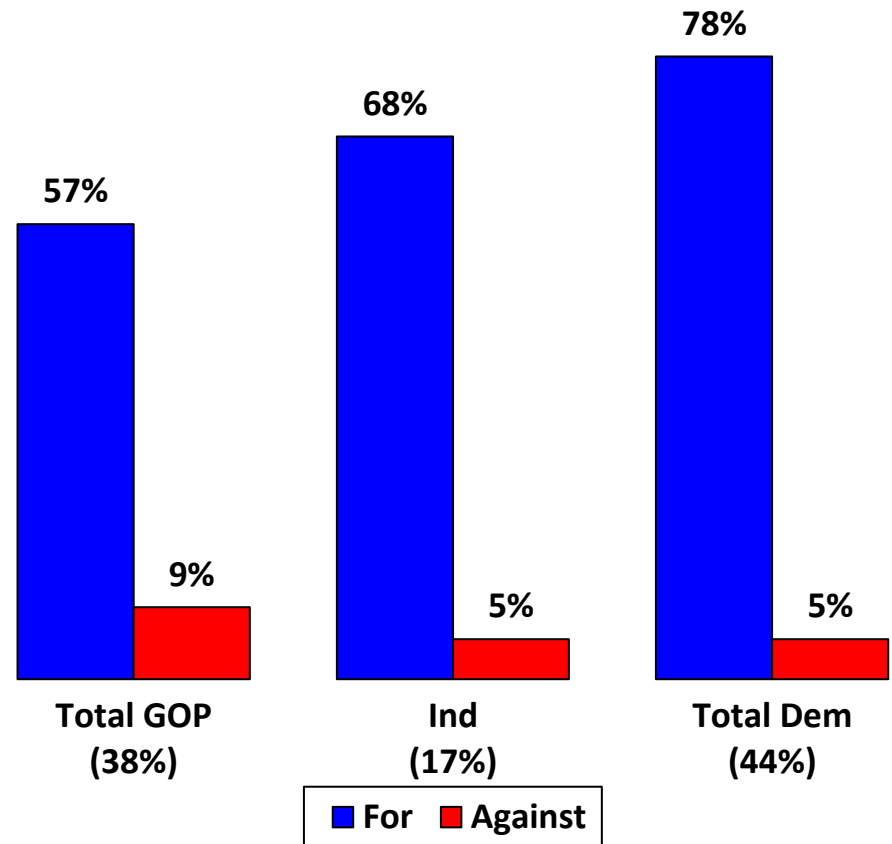


## By Party

+48

+63

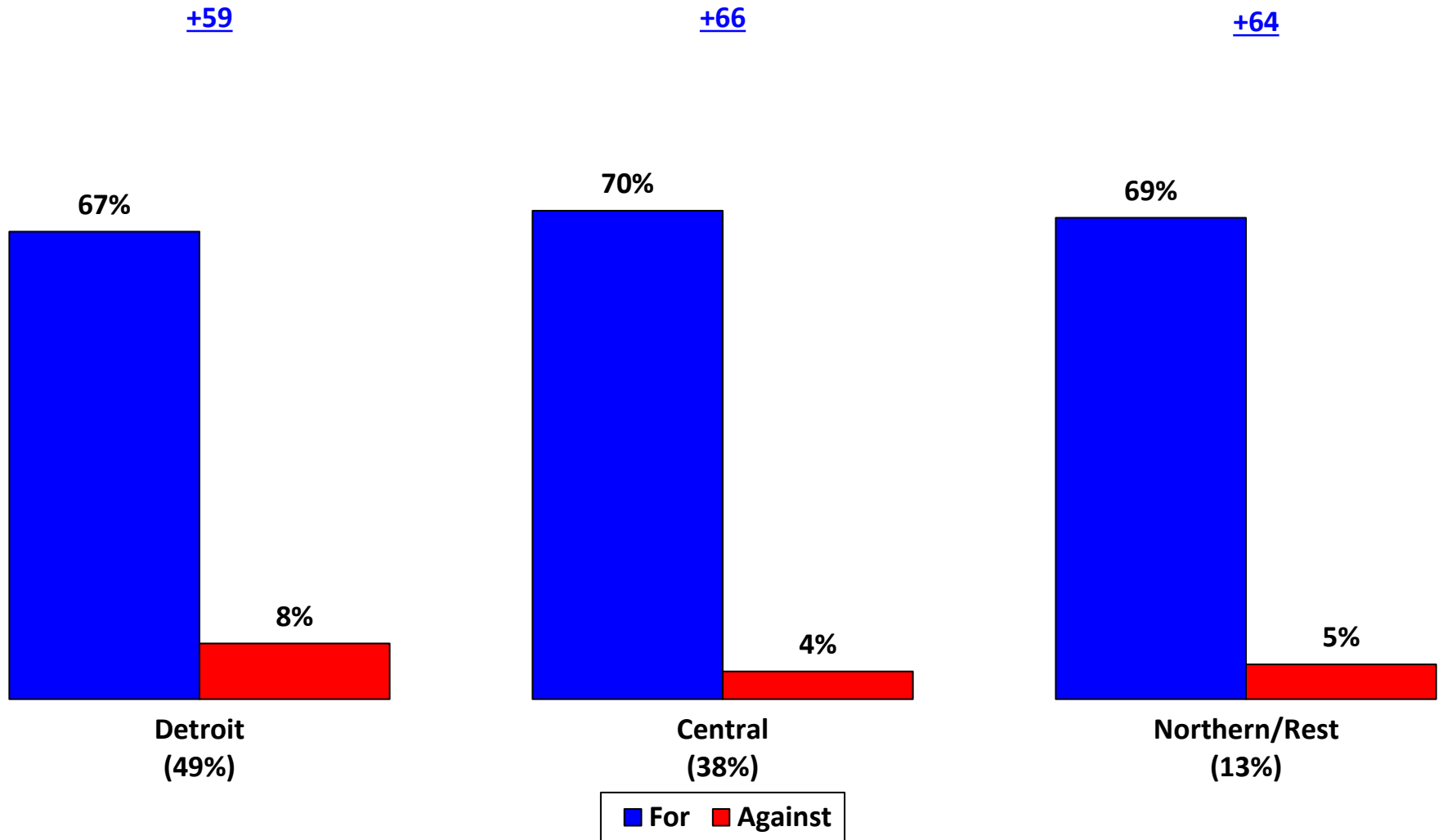
+73



\*Denotes Rounding.

# Voters across the Great Lake State are for a candidate/elected official who supports clean energy.

*Clean Energy Candidate by DMA*



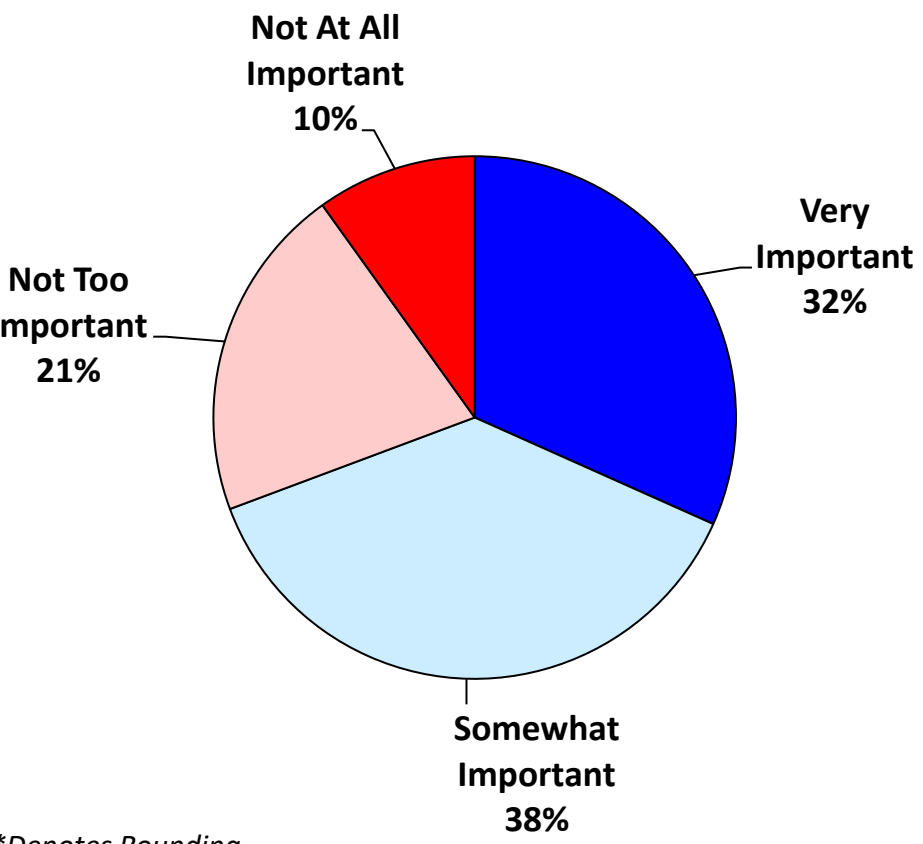
# **Climate Change**

# A majority of voters say the issue of climate change is important to their vote. GOPers are divided, while Inds and Dems give it high marks.

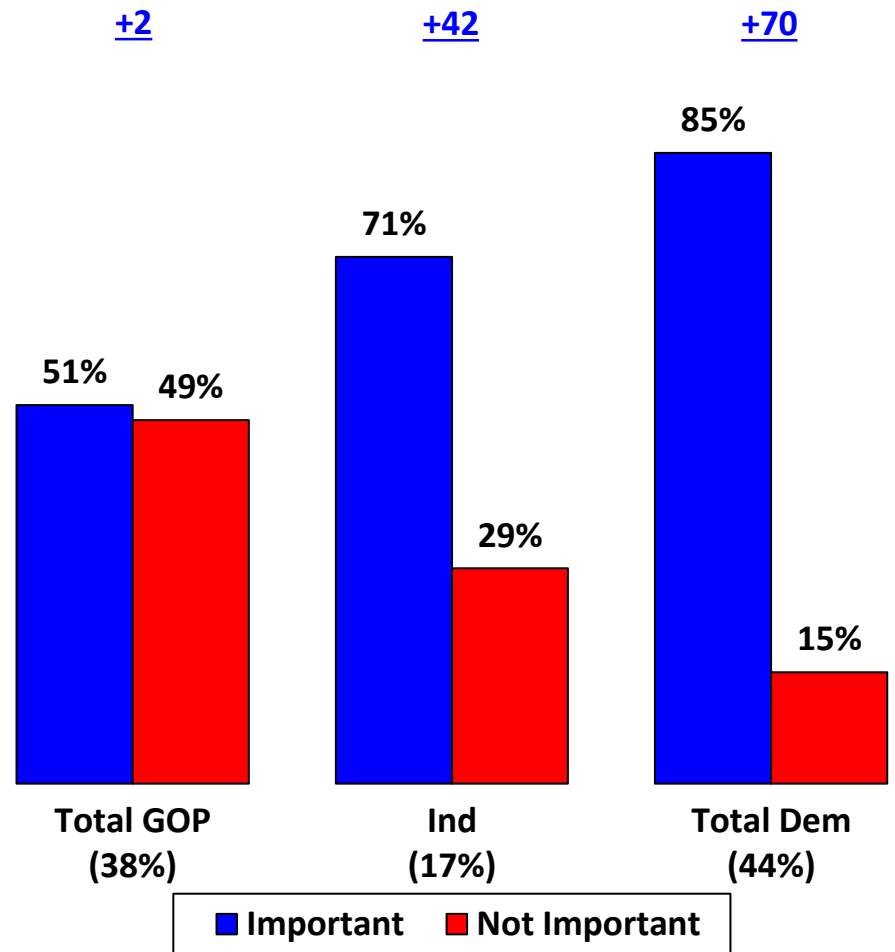
*"How important is the issue of climate change to your vote?"*

### Overall

Total Important	69%*
Total Not Important	31%



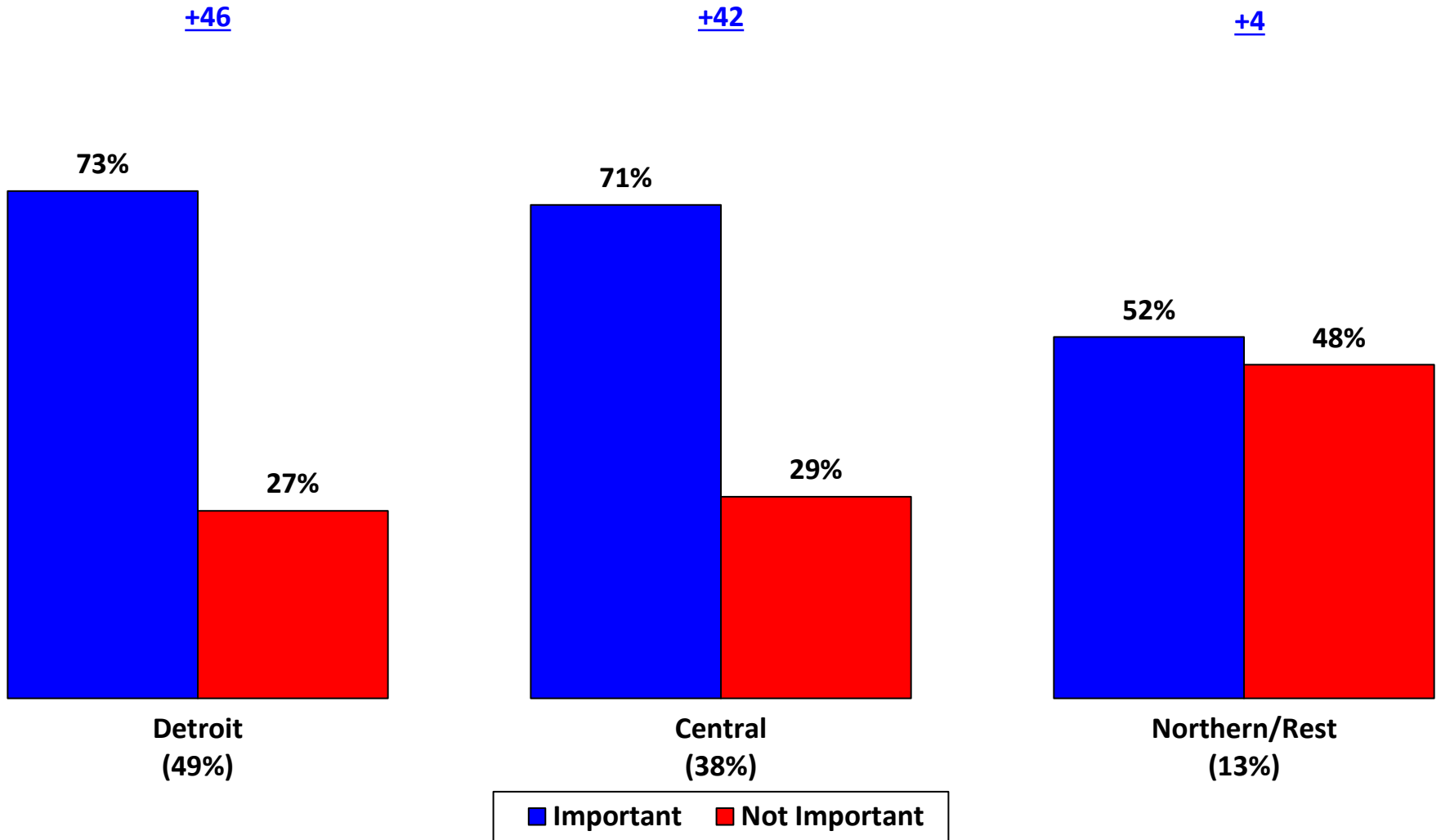
### By Party



\*Denotes Rounding.

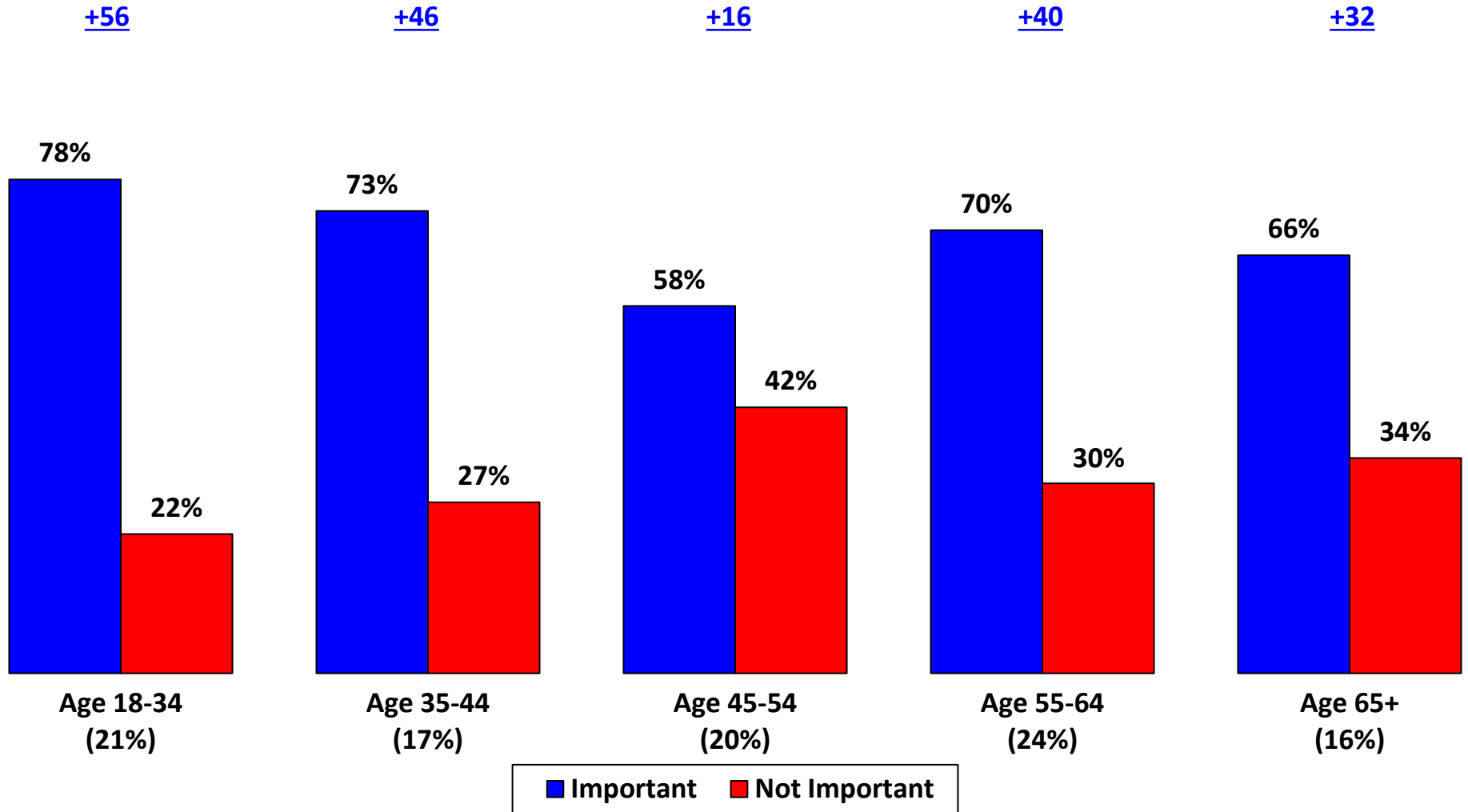
# Voters in the Detroit and Central media markets say climate change is important to their vote, while residents outside these markets are more divided.

*Climate Change Issue Importance to Vote by DMA*



# Younger voters are more likely to say climate change is important to their vote, but older voters still agree.

*Climate Change Issue Importance to Vote by Age*



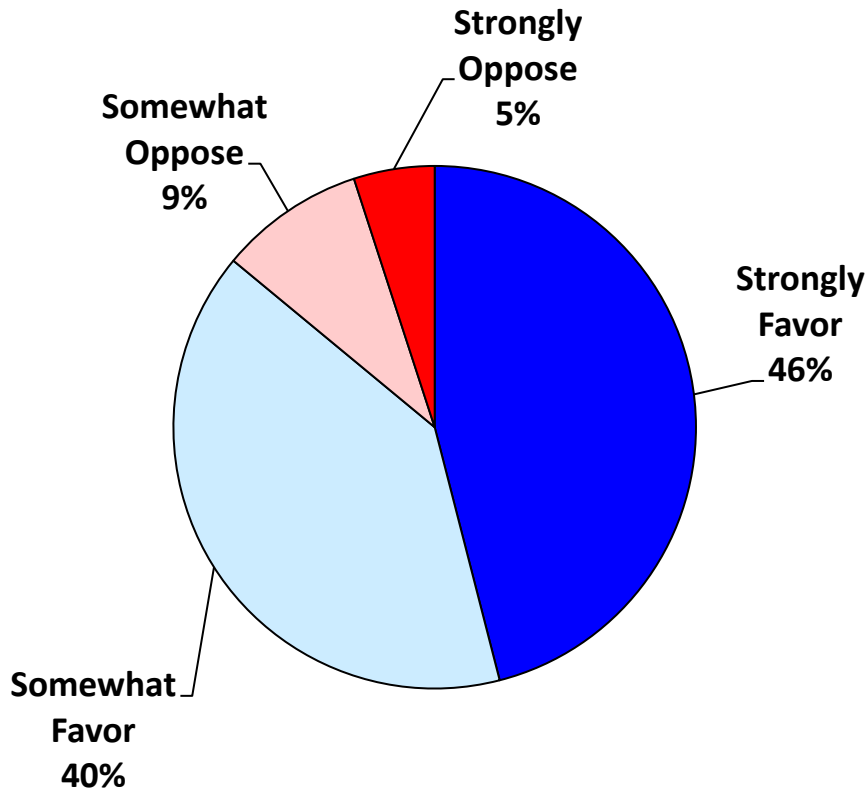


# There is high support across party lines for the government taking steps to reduce emissions of harmful gases.

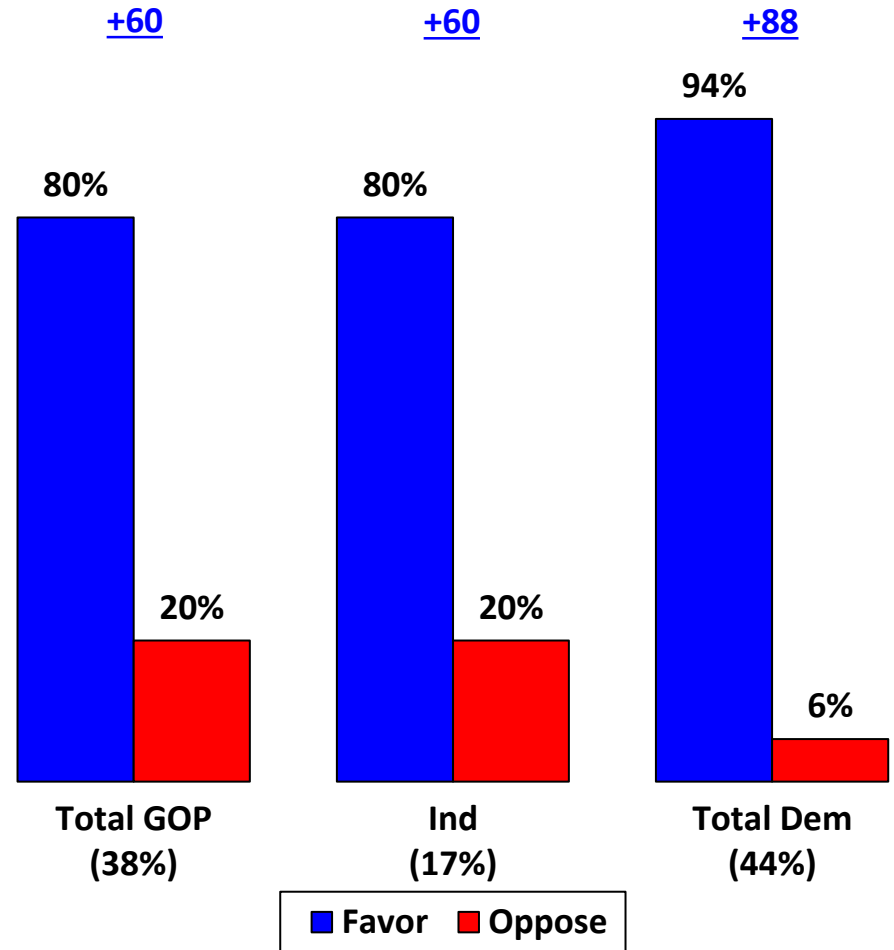
*“And, do you favor or oppose the government taking steps to reduce emissions of gases like carbon dioxide and methane emissions that cause global climate change?”*

**Overall**

Total Favor	86%
Total Oppose	14%

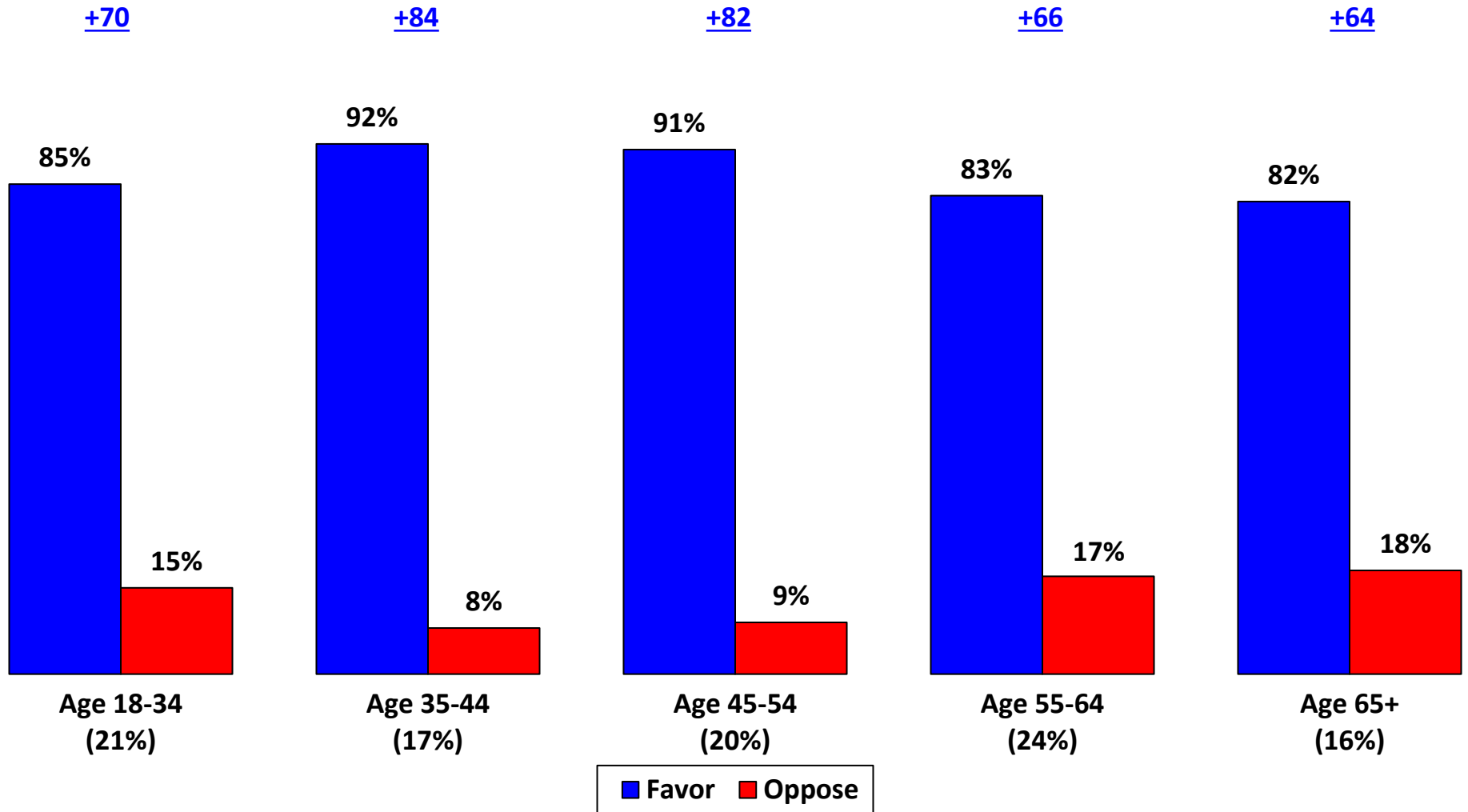


**By Party**



# Voters across all ages favor government intervention on reducing emissions.

*Government Action on Reduced Emissions by Age*



# Voters say a combination of these efforts is the best approach to handling climate change.

*“Assuming climate change is caused by humans, which do you think is the best way to deal with the issue...”*

**19%**

*Putting more efforts in to Research, Development, and Innovation of clean energy sources*

**14%**

*Improving market structure and incentives to allow clean energy technologies to more fairly compete*

**12%**

*Planting more trees to naturally sequester carbon dioxide*

**10%**

*Phasing out the use of fossil fuels such as coal, oil, and gas*

...Or...

**4%**

*Beginning active human intervention efforts like geoengineering*

**42%**

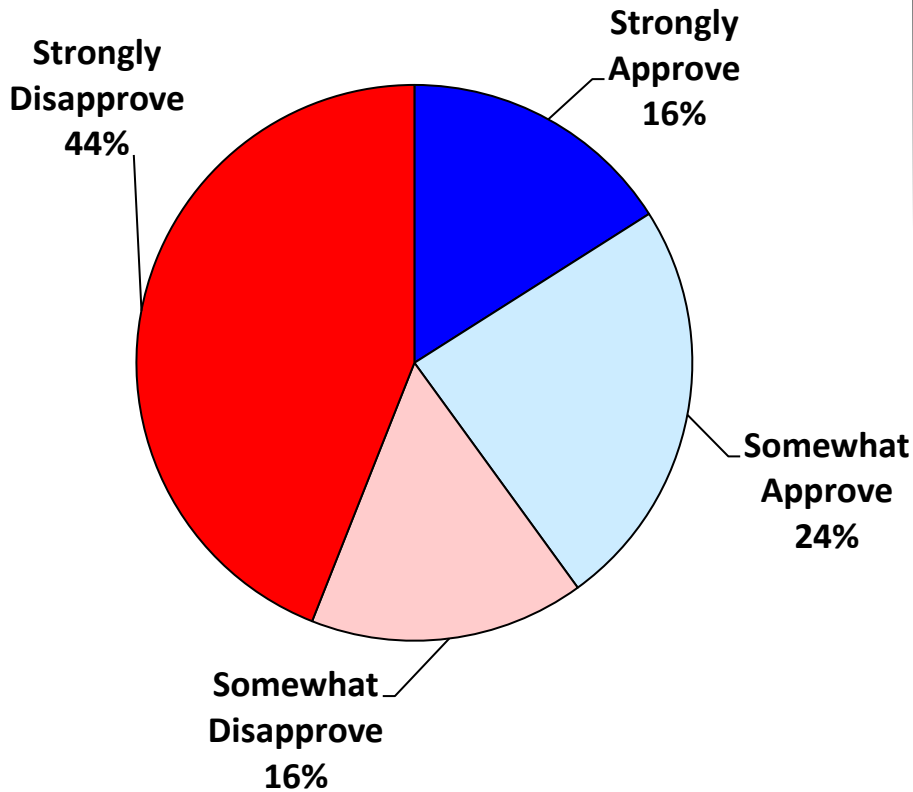
*All of the above*

# Fully 60% of voters disapprove of the way the GOP is handling climate change. Two-thirds of Inds agree.

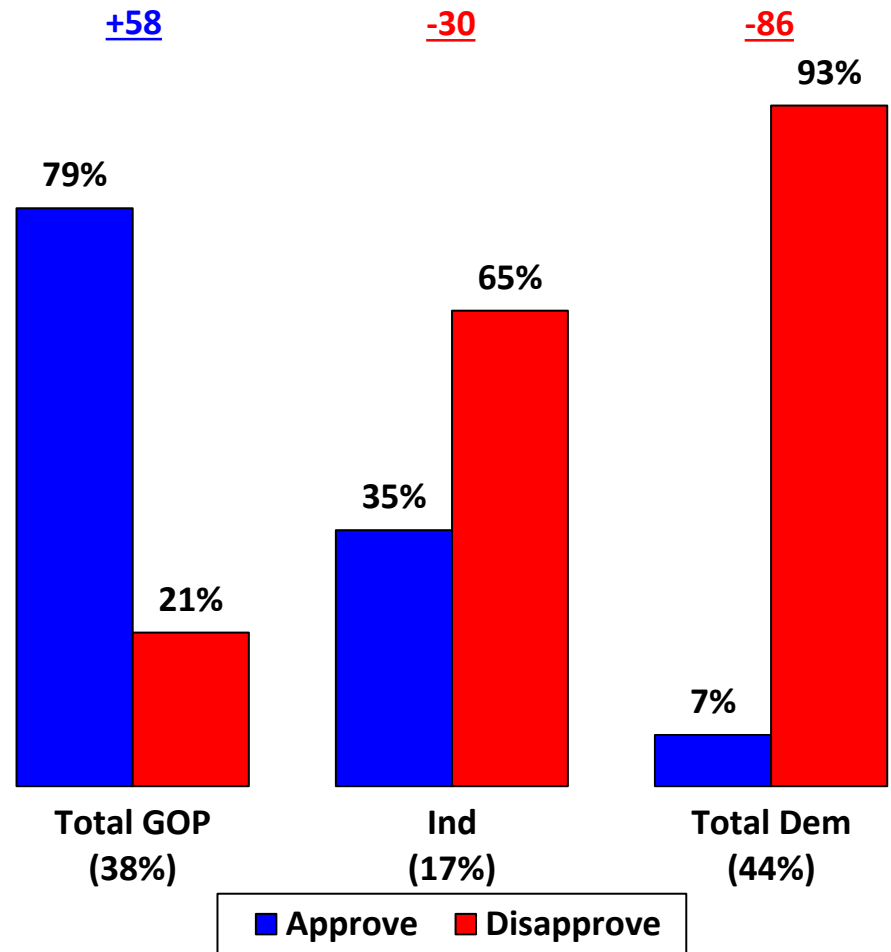
*“And do you approve or disapprove of the job the Republican Party is doing in addressing climate change?”*

## Overall

Total Approve	40%
Total Disapprove	60%



## By Party

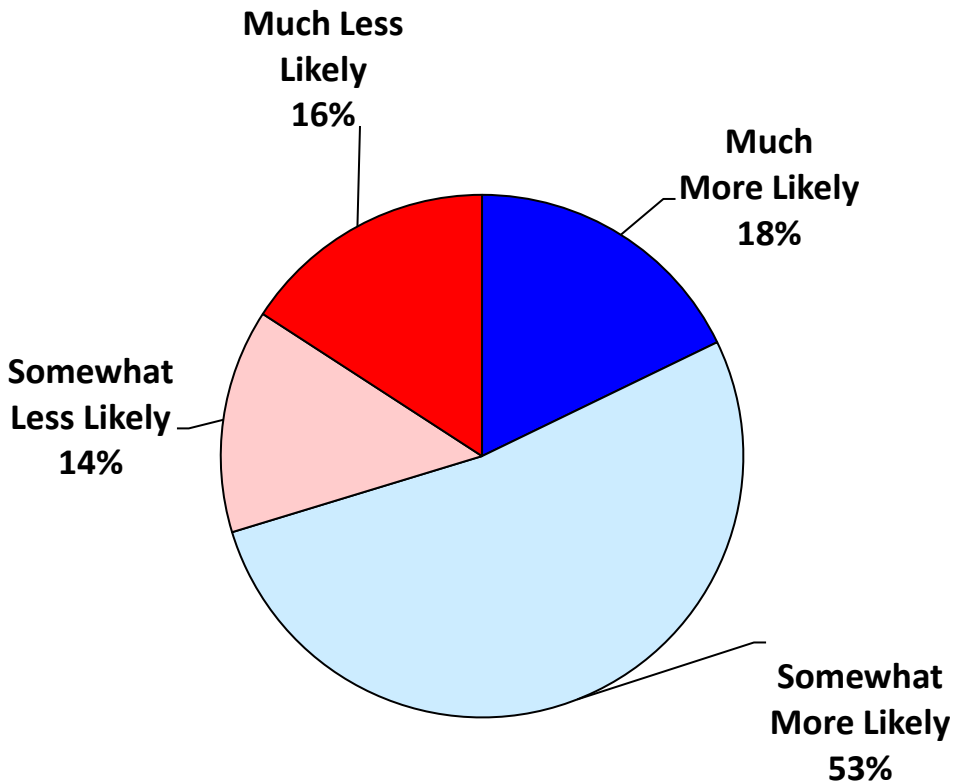


# Embracing an innovation-based approach to addressing climate change should be the future for the Republican Party.

*“Would you be more likely or less likely to support a Republican candidate who embraces an innovation-based approach to addressing climate change?”*

## Overall

<b>Total More Likely</b>	<b>70%*</b>
<b>Total Less Likely</b>	<b>30%</b>



## Top Groups – More Likely (70%)

Lansing DMA	94%
Northern DMAs	90%
Ind Men	86%
Base GOP	85%
Mod GOP/Ind	85%
GOP Men	84%
Total GOP	83%
Rest DMAs	83%
Somewhat Conservative	83%
Ind	82%
GOP Women	82%
Soft/Lean GOP	81%
Age 45-54	80%
White Men	79%
Graduate/Professional	77%
White	76%
Men 45+	76%
Men w/ Degree	76%
Total Conservative	76%

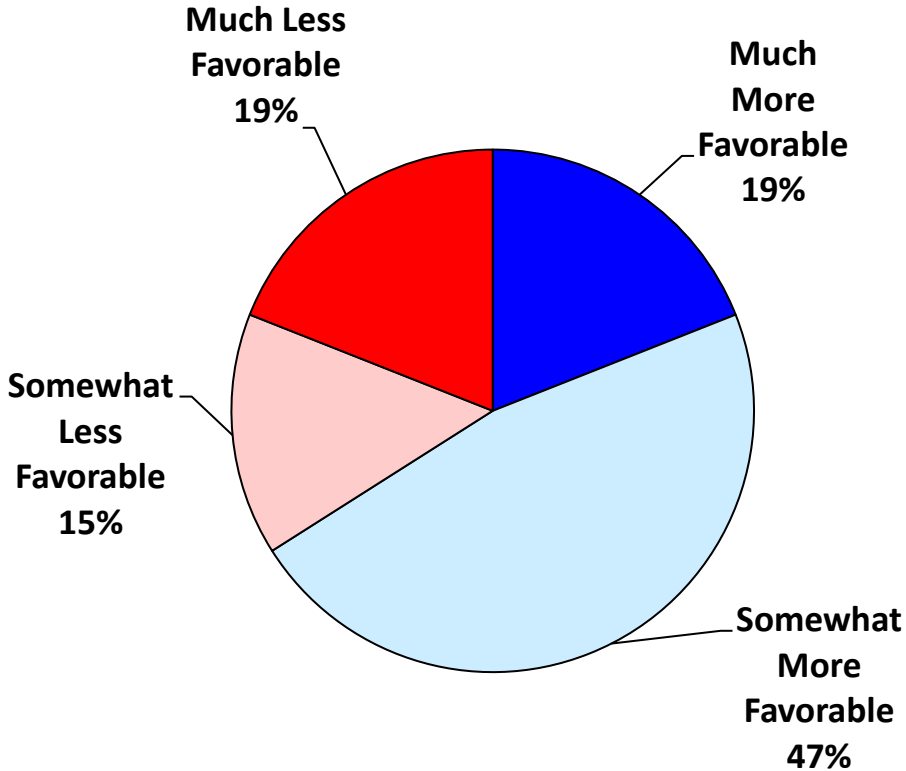
\*Denotes Rounding.

# Two-thirds of voters would view Trump more favorably if he embraced a conservative approach to addressing clean energy.

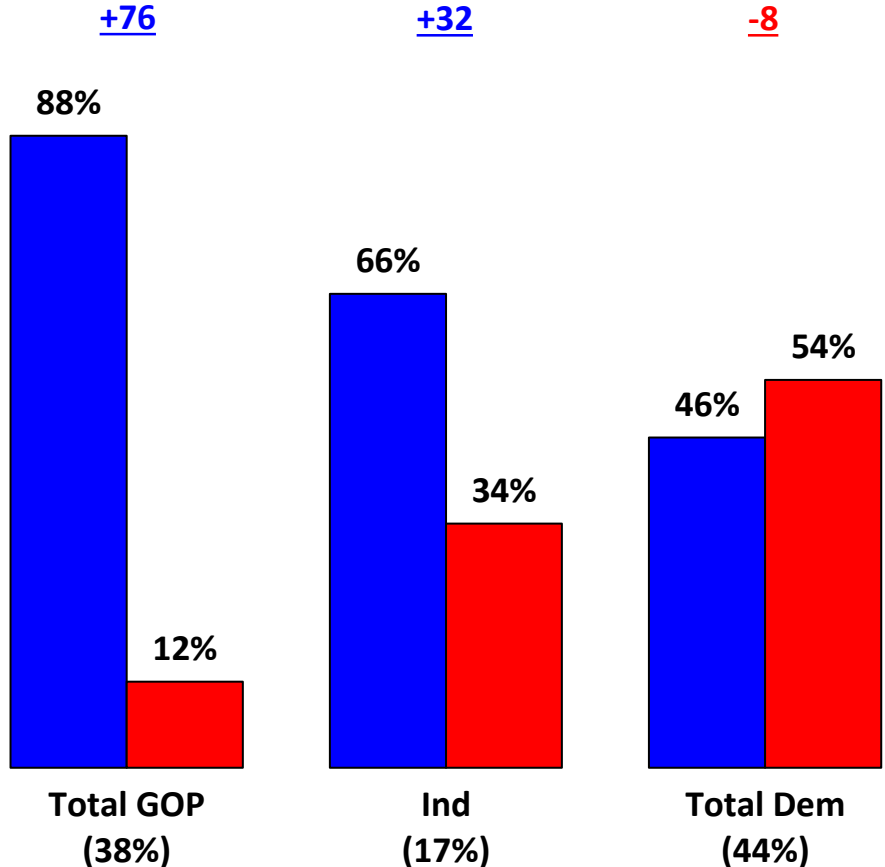
*“Would your view of President Trump be more favorable or less favorable if he embraced a conservative approach to addressing clean energy and climate change by prioritizing technology innovation and competition?”*

### Overall

Total More Favorable	66%
Total Less Favorable	34%



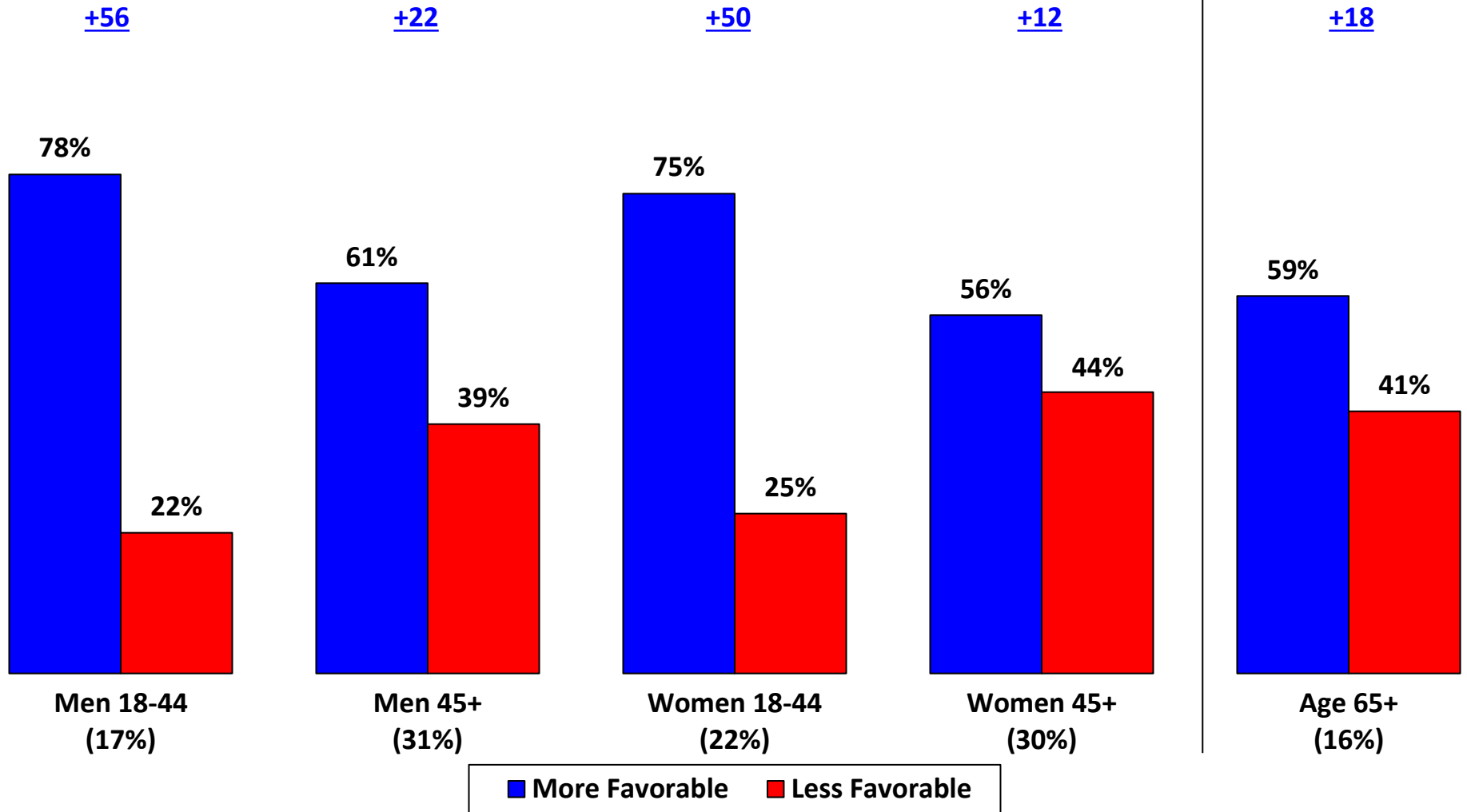
### By Party



■ More Favorable ■ Less Favorable

# There is a slight generation gap here. Younger voters would be significantly more favorable, while older voters are hesitant.

*Trump Embrace Conservative Approach to Clean Energy & Climate Change by Gender/Age + Seniors*



# The Electric Grid

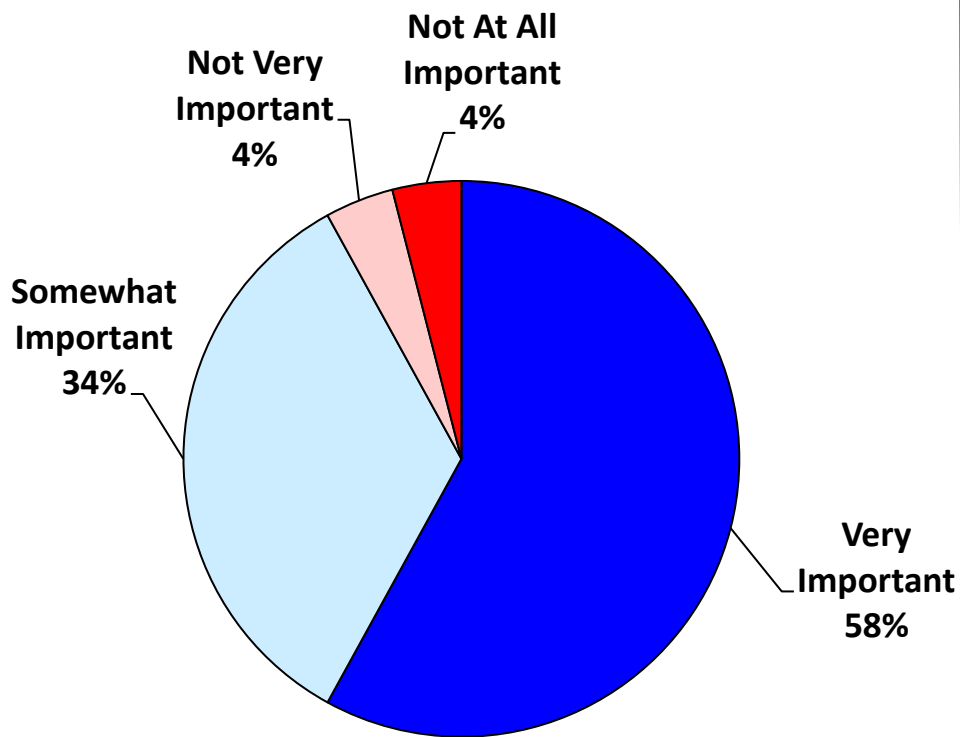


# Nearly all voters here say it is important to prepare and protect our electricity grid.

*“Now thinking about our electric grid... Given America’s unpreparedness for the Coronavirus pandemic, how important it to you that we apply lessons learned and begin taking steps to protect our electricity grid from disaster, which experts say is just a matter of time?”*

## Overall

Total Important	92%
Total Not Important	8%



## Top Groups – Very Important (58%)

Liberal	77%
Base Dem	75%
Dem Women	72%
Total Dem	71%
White Dem	71%
Dem Men	69%
High School or Less	68%
Women w/ Degree	68%
African American	67%
Age 35-44	67%
Age 65+	66%
Graduate/Professional	66%
Soft/Lean Dem	65%
Men 18-44	64%
Minority Men	64%

# There is extremely high support for creating a new electricity system in America.

*"Now, please read two additional options about purchasing electricity, and please indicate which one you prefer."*<sup>^</sup>

*"Now, please read two additional options about purchasing electricity, and please indicate which one you prefer."*<sup>^^</sup>

**80%**

*A new system that allows people to have a choice of where they purchase electricity and what kind of electricity, such as clean energy.*

...Or...

**20%**

*The current system, in which nearly everyone purchases their electricity from one monopoly utility.*

**83%**

*America can create a new electricity system that benefits the environment, accelerates the availability of new technology, and creates more choices by opening up markets to competition, giving consumers more choices instead of just their monopoly utility.*

...Or...

**17%**

*The current electricity monopoly system works fine as it is, and change will only end up creating confusion, reducing reliability, and resulting in higher costs for consumers.*

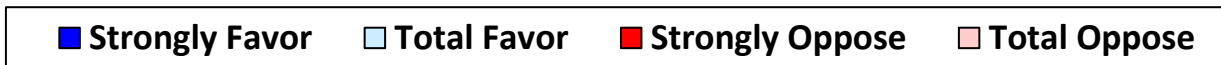
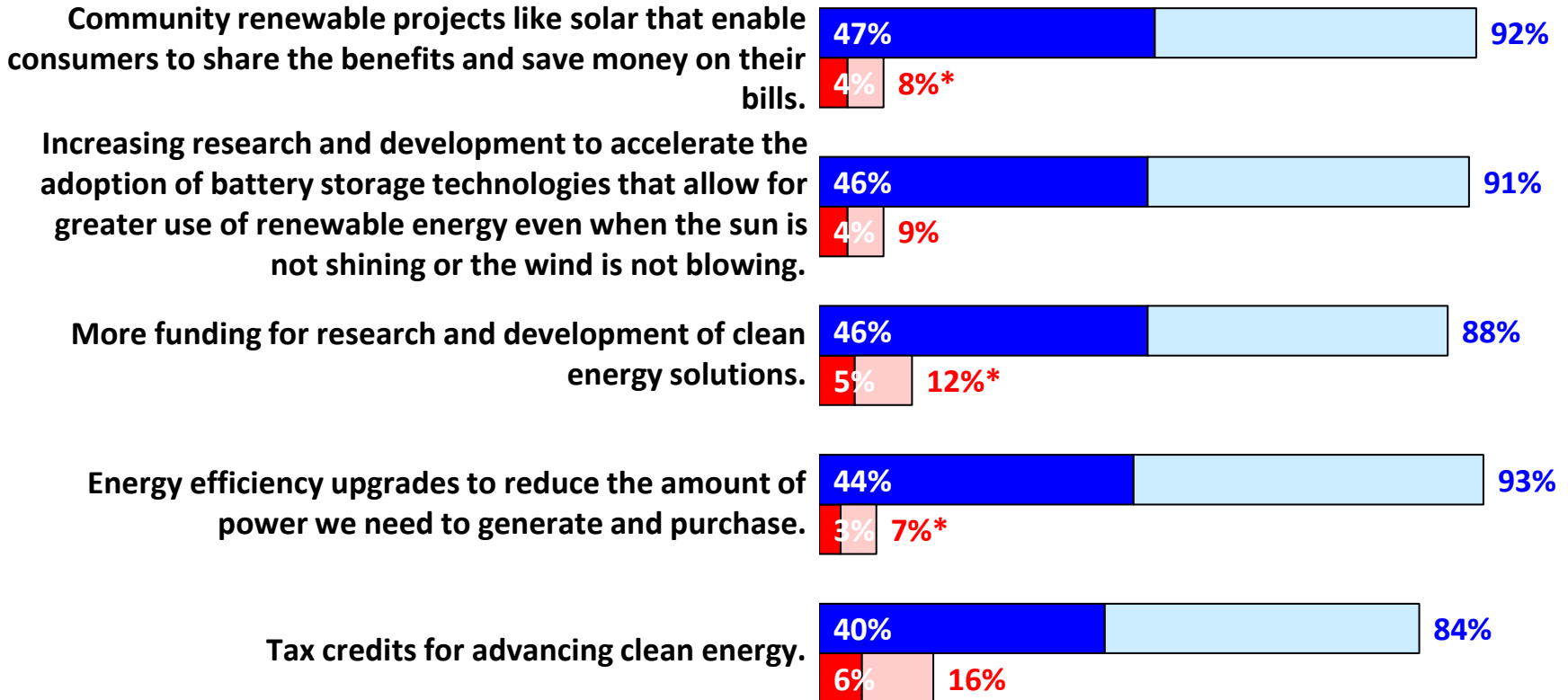
<sup>^</sup>Split Sample A, N=179; <sup>^^</sup>Split Sample B, N=152.

# **Clean Energy Policy Proposals**

# Focusing on renewable energy projects, increasing research, and providing more funding are extremely popular policies.

*“Please read the following list of policies that supporters have proposed to help expand your state’s commitment to clean energy. After you read each one, please indicate whether you favor or oppose that policy.”*

**Ranked by % Strongly Favor**

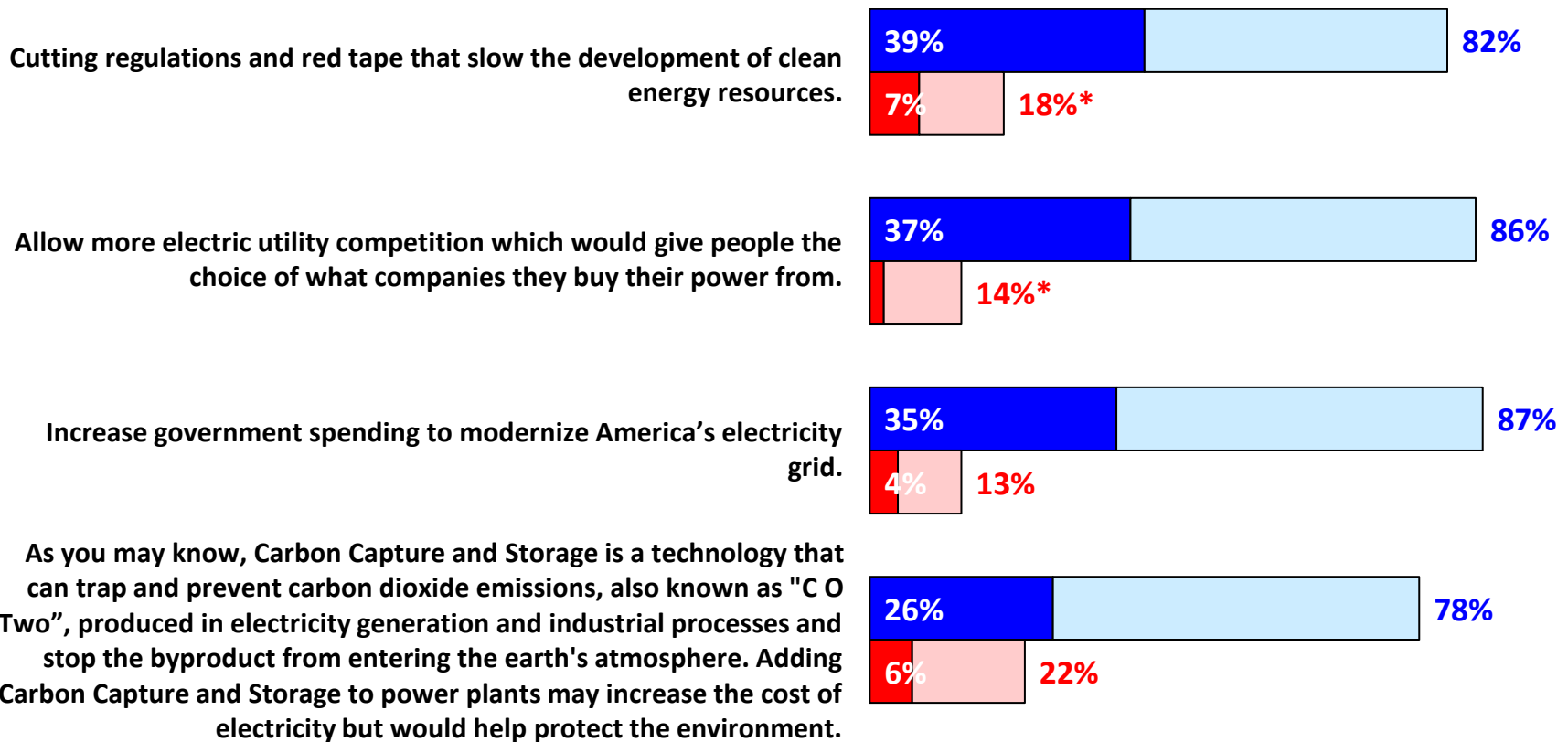


\*Denotes Rounding.

# These policies also resonate well with voters, but not as strongly.

*“Please read the following list of policies that supporters have proposed to help expand your state’s commitment to clean energy. After you read each one, please indicate whether you favor or oppose that policy.”*

## Ranked by % Strongly Favor



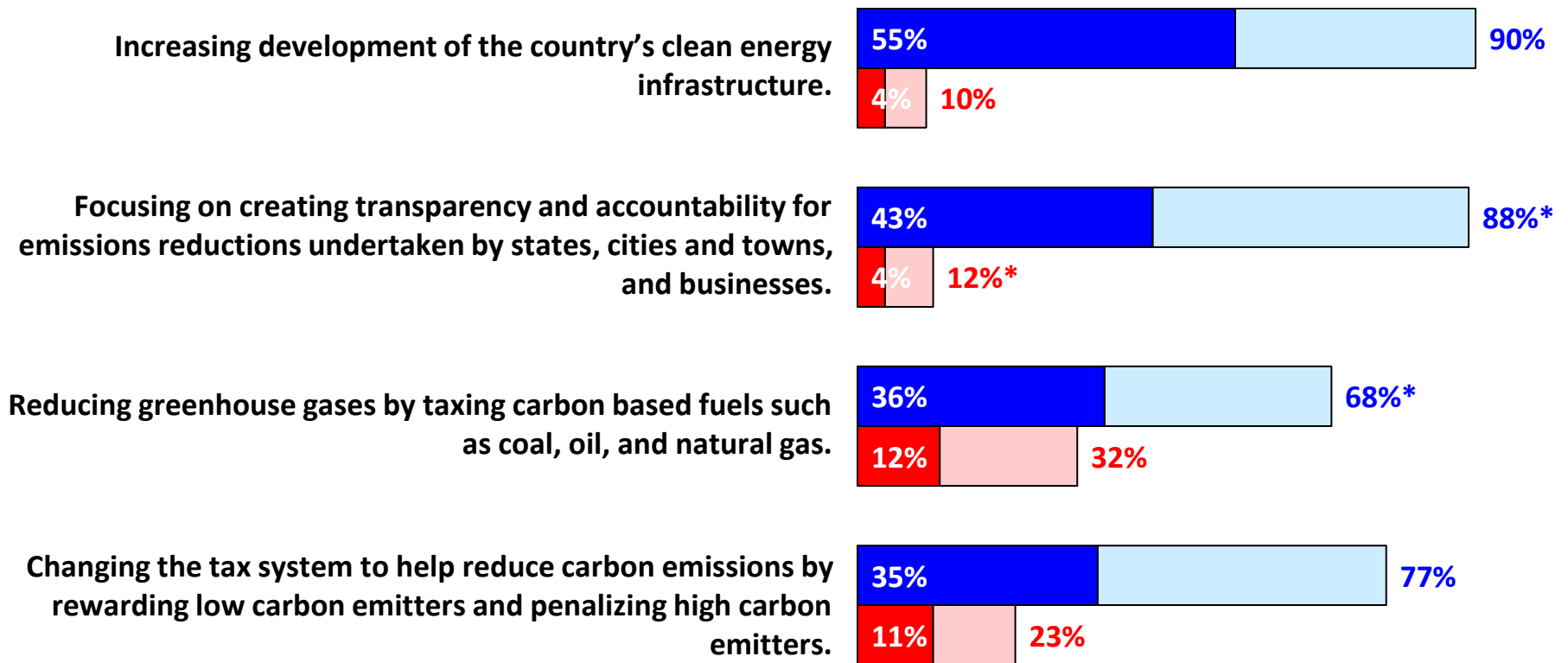
■ Strongly Favor   
 ■ Total Favor   
 ■ Strongly Oppose   
 ■ Total Oppose

\*Denotes Rounding.

# Voters support increasing clean energy infrastructure and creating accountability on emissions reductions.

*“Now, please read the following list of proposals that have been put forth to help expand clean energy in the United States. After you read each one, please indicate whether you support or oppose that proposal.”*

## Ranked % Strongly Support



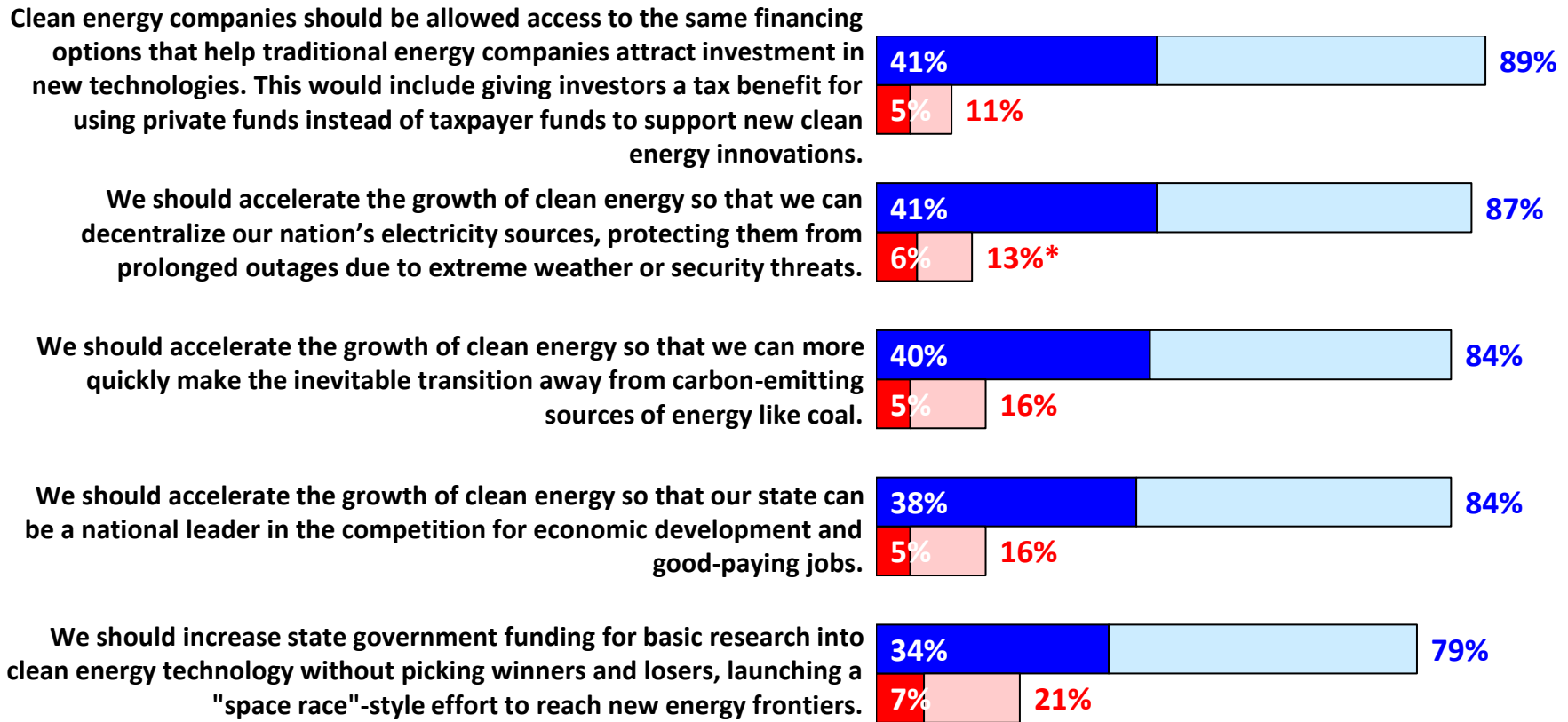
■ Strongly Support   
 ■ Total Support   
 ■ Strongly Oppose   
 ■ Total Oppose

*\*Denotes Rounding.*

# Giving better access to clean energy companies and accelerating clean energy growth are good statements to emphasize.

*“Thinking again about clean energy... Please read the following statements about why some people want to accelerate the growth of clean energy, by speeding up the development of sources of renewable energy like wind and solar power. After you read each statement, please indicate whether you agree or disagree with that statement.”*

## Ranked by % Strongly Agree

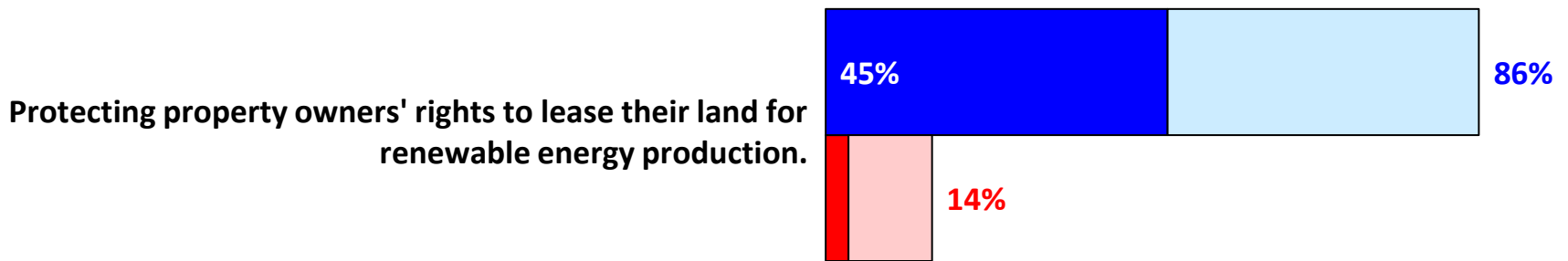
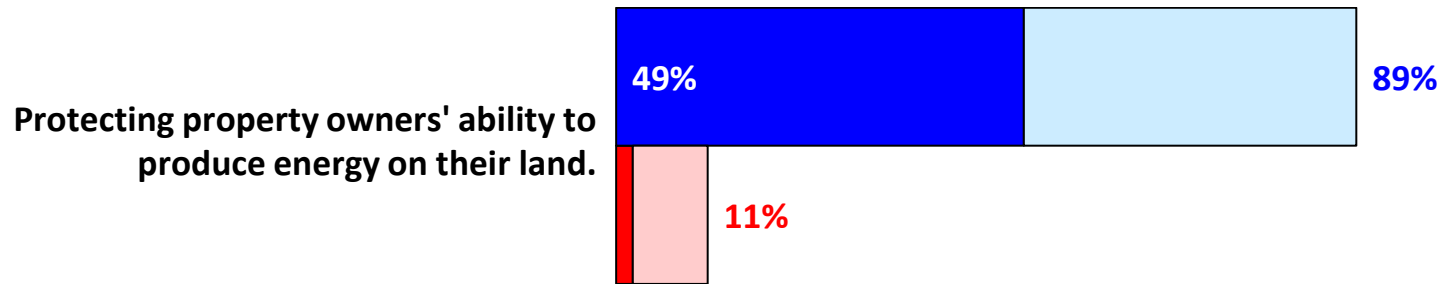


\*Denotes Rounding.

# Voters agree that protecting property owners' rights with respect to energy production is highly important.

*"Now, please read list below of policies that supporters have proposed to help expand our state's commitment to clean energy. After you read each one, please indicate whether you think that policy is... very important, somewhat important, not too important, or not important at all."*

**Ranked % Very Important**



■ Very Important    ■ Total Important    ■ Not At All Important    ■ Total Not Important





The  
Conservation  
Coalition

**Glen Bolger**  
**Glen@pos.org**

**For more information about this presentation or  
about Public Opinion Strategies, please give us a call.**

**214 N. Fayette St.**  
**Alexandria, Virginia 22314**  
**(703) 836-7655 - Phone**  
**[www.pos.org](http://www.pos.org)**

