February 16, 2016

Fr: Brian Stryker / Lisa Grove
To: Project New America / NextGen Climate Action
Re: Ohio MaxDiff polling results

NextGen's goal of transitioning to 50 percent clean energy by 2030 to address climate change is extraordinarily popular in Ohio. It starts with more than 80% support, including clear majority support among Democrats, Independents, and Republicans. The policy is a no-brainer to voters.

There's no need for a sales pitch here for wind and solar energy—people are already there. NextGen Climate and other organizations can effectively link these policies to candidate platforms along with other items voters care most about. These include national security, pocketbook issues, and the profits of big corporations like oil companies. Voters also respond to this plan being framed as living up to our moral obligation to protect the planet for our children and grandchildren.

Importantly, voters respond when we hold candidates accountable for their support or opposition of the plan. Most voters don't assume today this issue is the province of either party, and many voters are moved when they hear that a candidate supports (Hillary Clinton) or opposes (Donald Trump, Marco Rubio) a 50% by 2030 agenda. We elevate the issue's importance by tying it directly to candidates and what their support or opposition says about them and their plans for America.

Key Findings

- **Voters <u>overwhelmingly</u> want to move towards clean energy, and they want Ohio to think big.** By any measure, more than 80% of voters want to see Ohio dramatically expand its use of clean, renewable energy. Even more striking: the more we propose to do, the more voters like it:

	Favor	*Oppose*	*Strongly favor*
50% by 2030	*83*	*10*	*38*
100% by 2050	*81*	*11*	*43*
50% by 2030 <u>and</u> 100% by 2050	*83*	*9*	*47*

  Support is strong across the board demographically: even among Republicans, it has broad support (75% support / 14% oppose).

- **People want to reduce global warming pollution.** People start out at a very strong place with respect to reducing global warming pollution (80% favor / 12% oppose), a number that includes broad support across demographic and partisan lines.

- **Most voters do <u>not</u> think of clean energy today as a partisan issue.** While we'd love to see this pass with bipartisan support through Congress, the reality is that Republicans have stood in the way of clean energy in the past and could do so again. But voters don't know or assume that. Less than a majority think Democrats are the only political party that would support this plan (47% Democrats / 10% Republicans / 20% both / 9% neither / 14% don't know). It is even less clear to Independent voters (32% Democrats / 9% Republicans / 25% both / 14% neither / 20% don't know).

  - *If voters learn candidates have differing positions, it matters to them.* Voters overall say that Hillary Clinton supporting this plan would make them more likely to vote for her (42% more likely / 14% less likely). That includes:

    - Democrats (67% more / 6% less)
    - Independents (32% more / 16% less)
    - Republicans (19% more / 24% less)

    When voters hear that Donald Trump is opposed, they support him less (14% more / 36% less). The same is true for Marco Rubio (17% more / 43% less).

- **Voters apply positive traits to a candidate who supports this.** By large margins, voters said a candidate who supported this is leaving a legacy for our children and grandchildren (77% describes well), making sure our air and water our safe (77%), taking a responsible approach (74%), doing something about climate change (67%), holding corporate polluters accountable, and concerned about our national security (68%). They also were unlikely to say a candidate supporting the plan doesn't care if regular people have to pay more (29%) or will kill jobs and hurt small businesses (24%).

- **There are effective arguments to build stronger support for 50 x 2030.** The following messaging is persuasive for voters to support the plan:

  - We have a moral obligation to our children and grandchildren to protect and care for our planet and leave things as good or better than we found it.

  - Reducing our dependence on foreign oil will keep us safer because it keeps money out of the hands of radical terrorists and unstable regimes in the Middle East

  - Solar power is 80% cheaper than in 2008, and wind and solar prices will keep falling. They will save families money and protect families from fossil fuel price spikes that bust their budgets.

  - Oil companies made more than $93 billion in profits in 2013 alone. They spend millions opposing clean energy because they want to protect their profits at the expense of our health.

ALG Research conducted an online survey of 1200 Ohio November 2016 voters January 14-19, 2016. The data was weighted to be representative of the likely November electorate. If this were a probability-based sample, the expected margin of sampling error would be $\pm2.8\%$ for the full sample and higher for subgroups.