

Survey of Congressional District Registered Voters Regarding Energy and the Environment

July 10-24, 2019



NORTH STAR
OPINION RESEARCH

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Highlights

- This survey confirms the need for congressional Republicans to hold the base, but expand beyond support for the President to win swing seats.
- Support for clean energy offers the opportunity to be seen as a “different kind of Republican” without alienating the base.
- A number of positive, aspirational statements about clean energy and the environment make voters more likely to support congressional candidates.
- The Green New Deal is not popular, but not as well-known as social media — and the mainstream media — suggest, requiring messaging that goes beyond shorthand criticisms to appeal to a broader audience.

Methodology

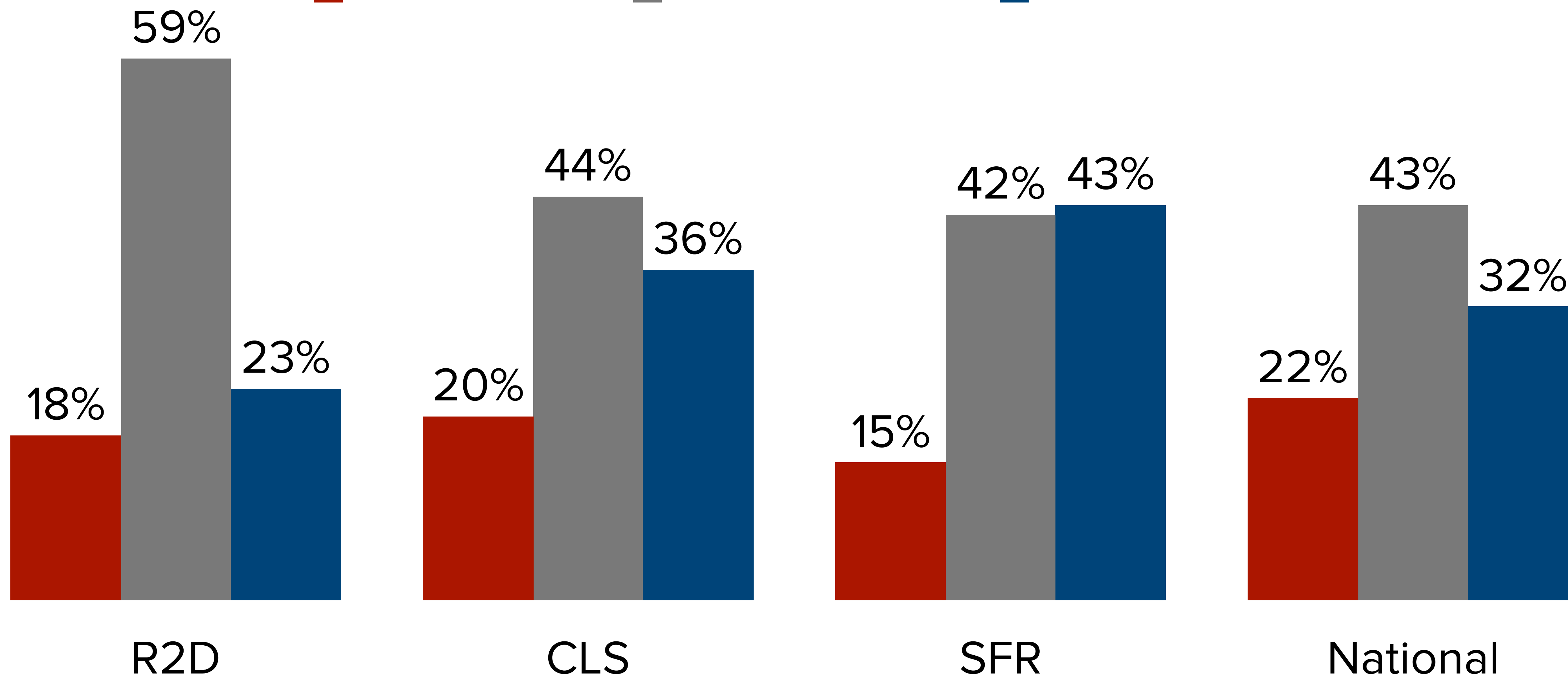
- Survey conducted July 10-24, 2019
- 3000 registered voters interviewed online.
- Three “buckets” of voters:
 - Republican to Democratic (R2D) Seats
 - AZ 02, CA 39, CA 45, CA 49, CO 06, GA 06, ME 02, NJ 03, NY 19, OK 05
 - Close Race (CLS) Seats
 - IN 05, KY 06, MI 06, NC 09, NE 02, NY 23, OH 12, TX 23, WA 03, WA 05
 - Safe Republican (SFR) Seats
 - CA 04, GA 01, IL 15, OK 02, PA 16, SC 03, TX 02, TX 24, UT 03, WY AL
- 700 general election respondents per bucket, with an oversample of 300 Republican primary voters in each bucket.
- Margin of error is ± 3.7 percent for full sample in each bucket based on 700 weighted respondents, with primary oversample weighted down to initial proportion.
- Quotas set for state, gender, race/ethnicity, and age to reflect past participation.

The Political Environment

The R2D seats are decidedly more suburban than the Close and Safe seats included in this research and the national electorate, requiring messages that reach those voters in particular.

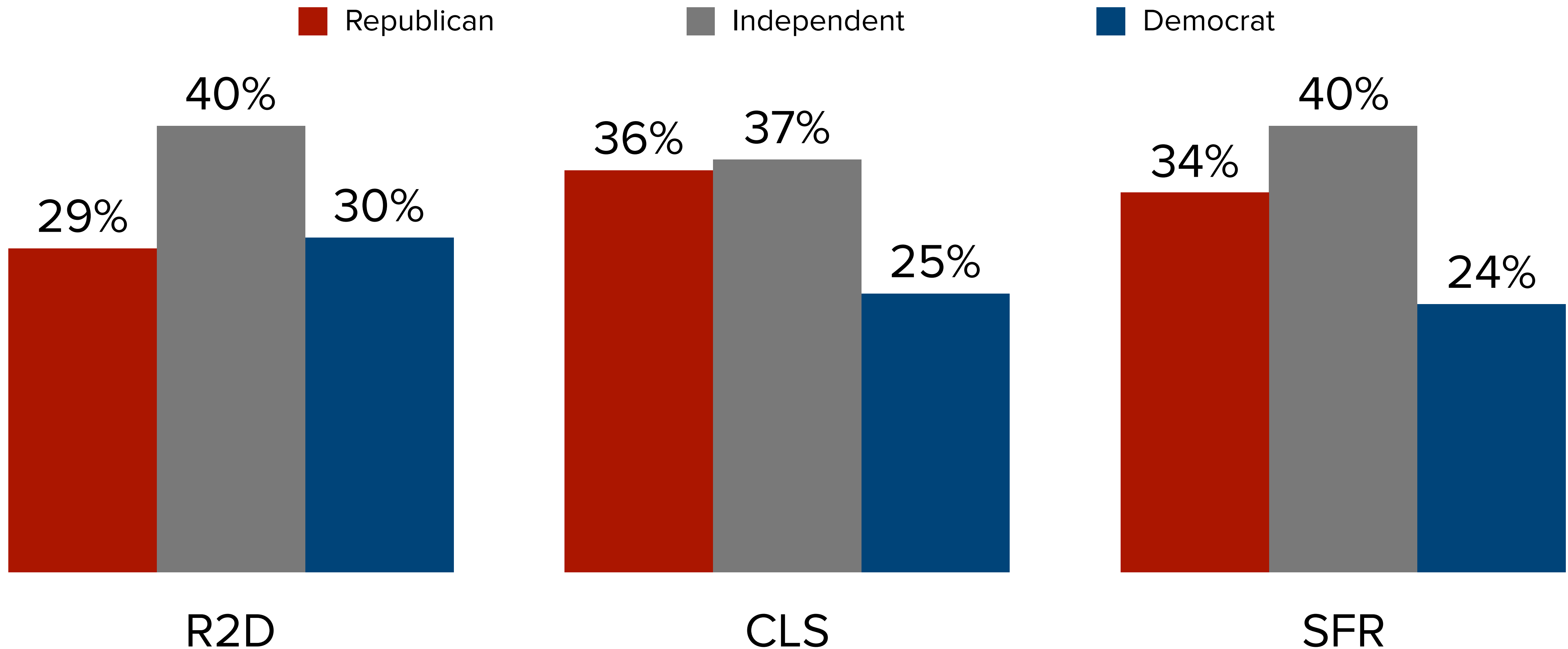
Is the area in which you live urban, suburban, small town, or rural?
(National results from August 20-25, 2019 survey of 2000 registered voters.)

Urban Suburban Small Town/Rural



R2D districts are evenly split by party, while Close and Safe R districts tilt Republican.

In politics today, do you normally think of yourself as (ROTATE: a Republican, an independent, or a Democrat)?

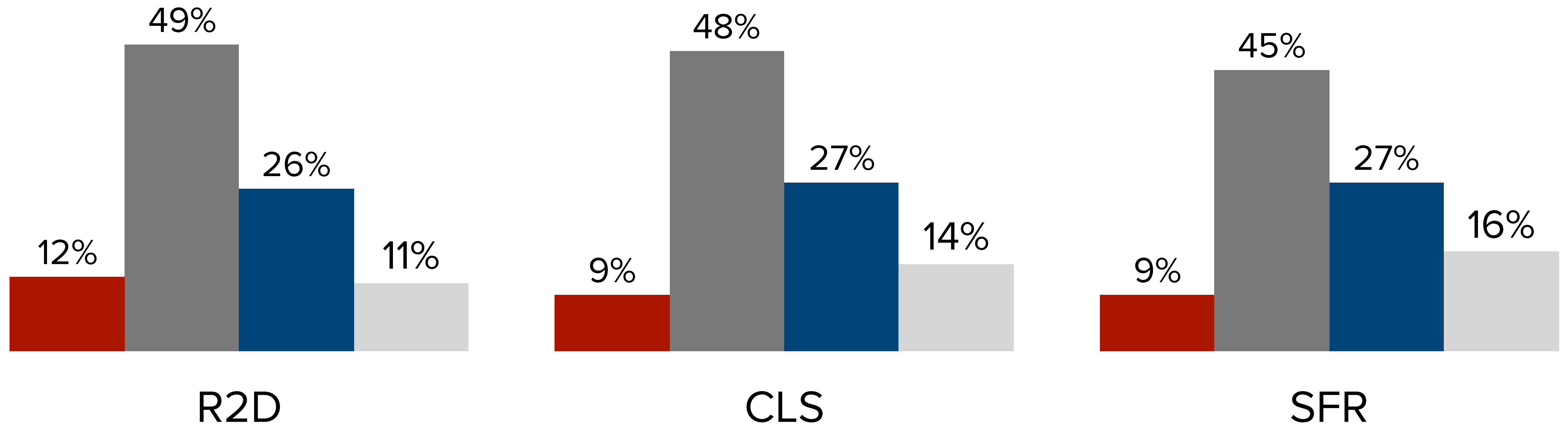


Initial Attitudes Regarding the Environment

Electoralates overall say climate change is very important to address.

When thinking about climate change, is it (ROTATE: the single most important issue for our elected officials to address, a very important issue, a somewhat important issue, or not an important issue for our elected officials to address)?

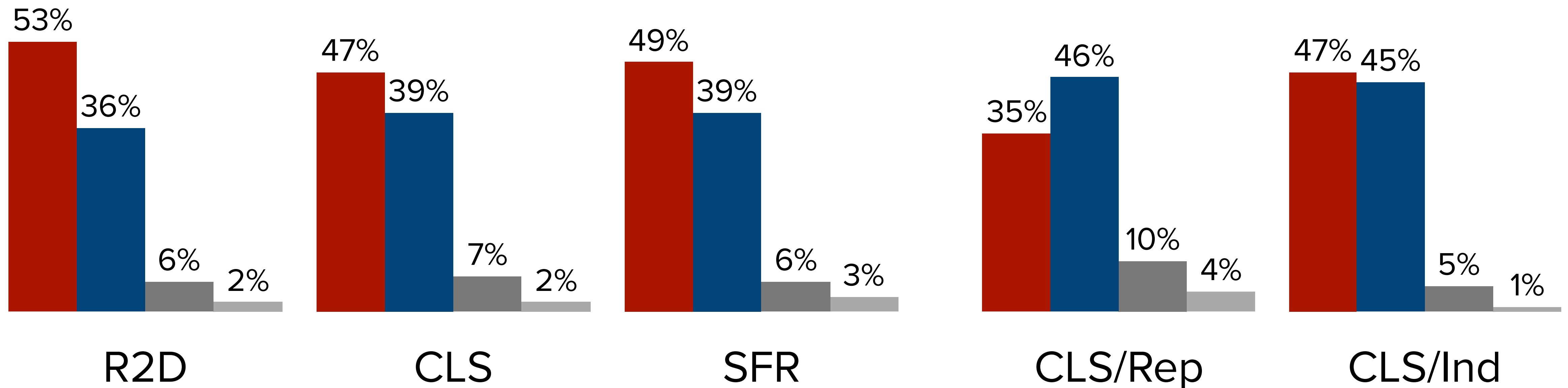
■ Single Most Important ■ Very Important ■ Somewhat Important ■ Not Important



Voters offer strong support for clean energy in each type of district ...

In general, how supportive are you of using clean energy like nuclear, wind, solar, hydroelectric, geothermal, biomass, and energy from waste: strongly supportive, somewhat supportive, not too supportive, or not at all supportive?

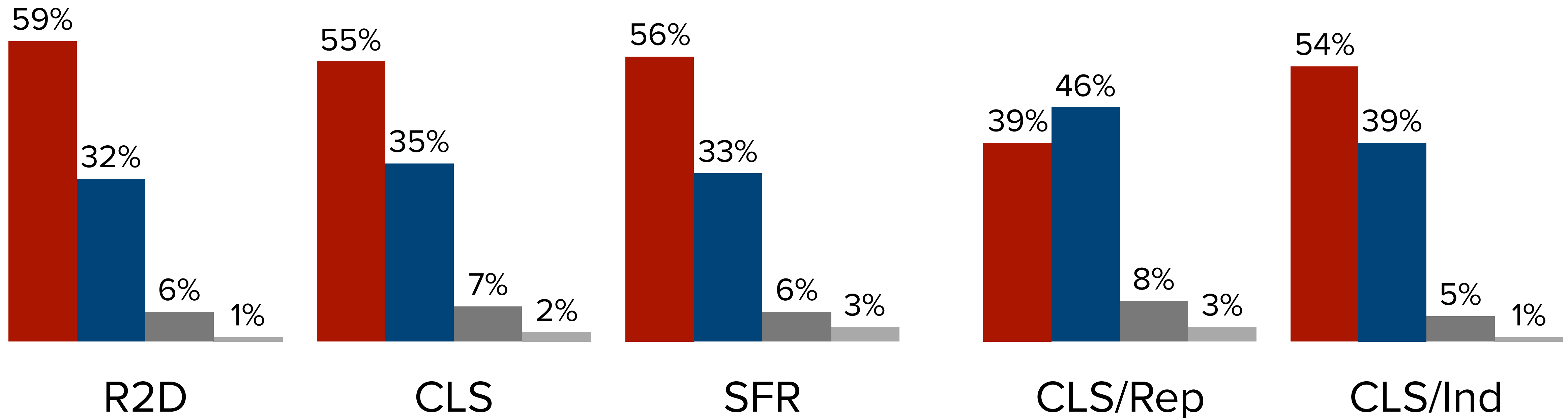
■ Strongly Supportive ■ Somewhat Supportive ■ Not Too Supportive ■ Not At All Supportive



... and say it is very important to develop and use new clean energy technologies.

When you think about how our country should produce and use energy in the future, how important do you think the development and use of new, cleaner energy technologies is to that future: very important, somewhat important, not too important, or not at all important?

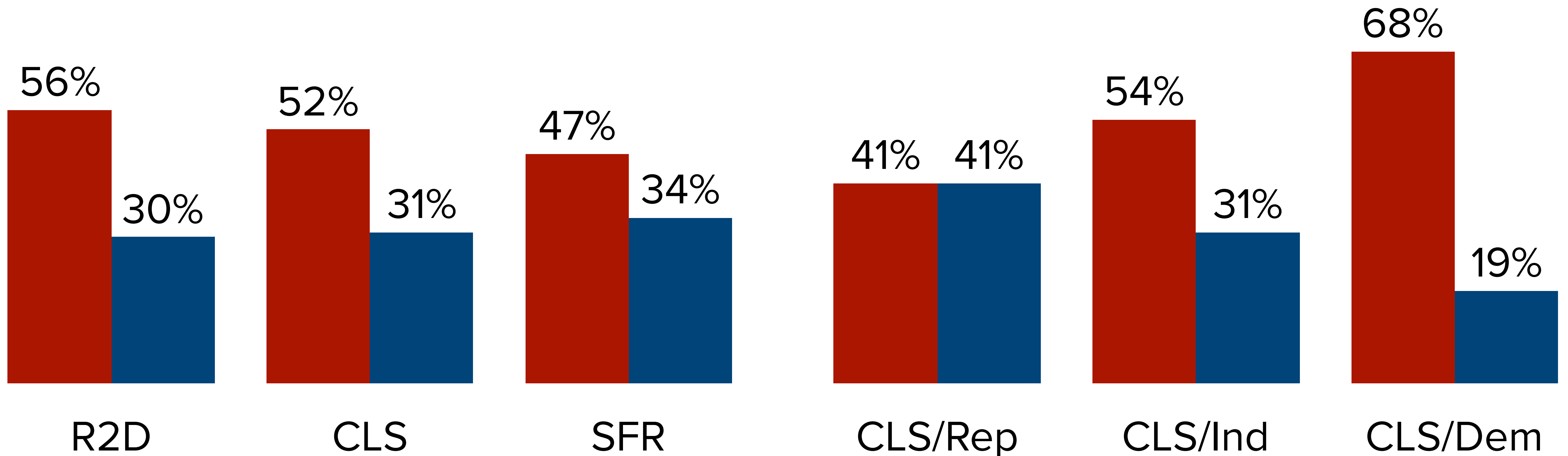
■ Very Important ■ Somewhat Important ■ Not Too Important ■ Not At All Important



Voters — especially independents and Democrats — say a Republican focused on clean energy would be “different than a typical Republican”.

If a Republican candidate for Congress supported policies that were focused on a healthier environment and the development of more clean energy technologies, would you view him or her as being different than a typical Republican candidate?

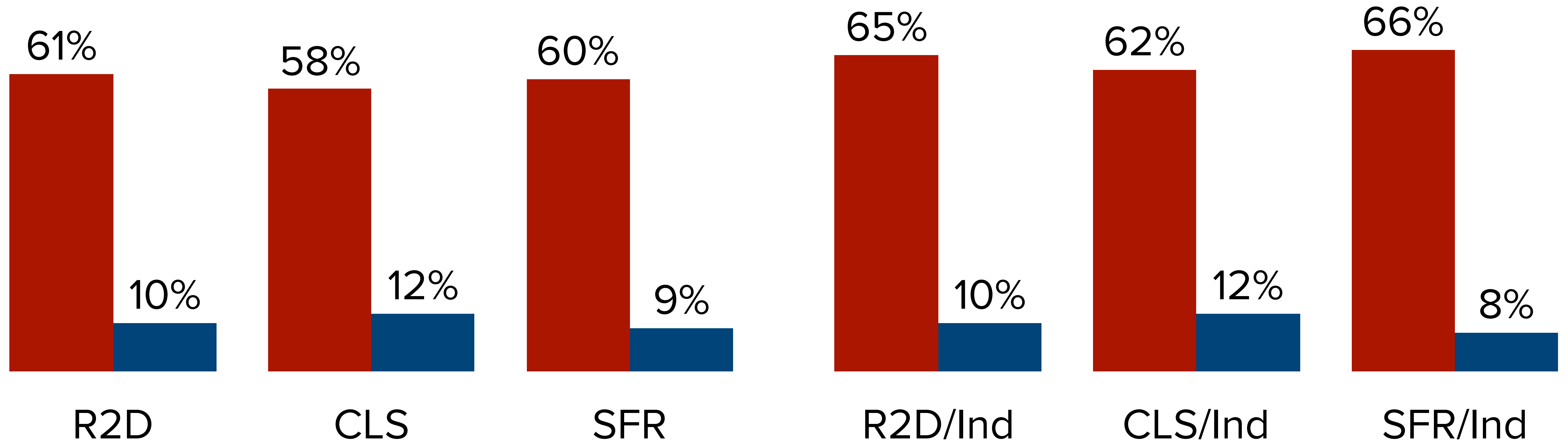
■ Different ■ Not Different



Voters in these districts would be more likely to support a Republican who supports clean energy.

And if a Republican candidate for Congress supported policies that were focused on a healthier environment and the development of more clean energy technologies, would you be more likely to vote for him or her, less likely to vote for him or her, or would those policies have no effect on your vote?

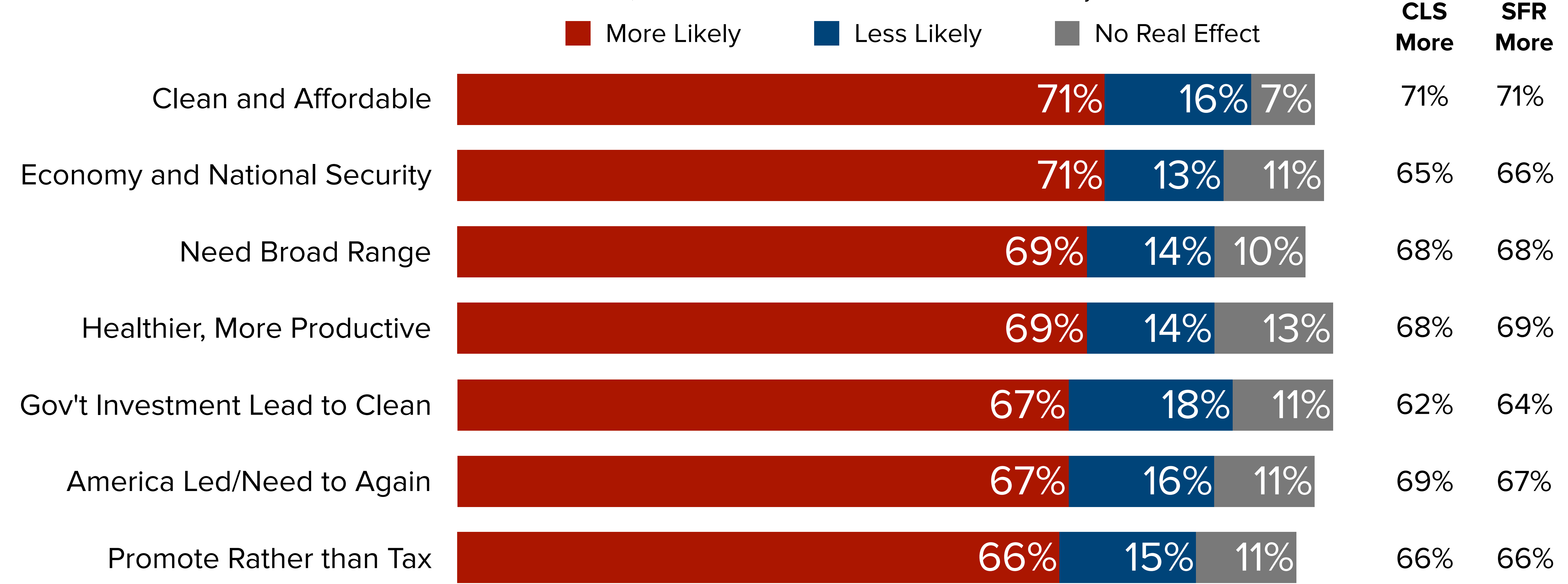
More Likely Less Likely



Messaging on Climate and Clean Energy

Voters are more likely to support candidates making statements that emphasize a positive, aspirational approach to clean energy.

Now I would like to read you several statements that might be made by a candidate for the U.S. House of Representatives. For each one, please tell me if that statement makes you much more likely to vote for that candidate, somewhat more likely to vote for that candidate, somewhat less likely to vote for that candidate, or much less likely to vote for that candidate, or if that statement would have no real effect on your vote:



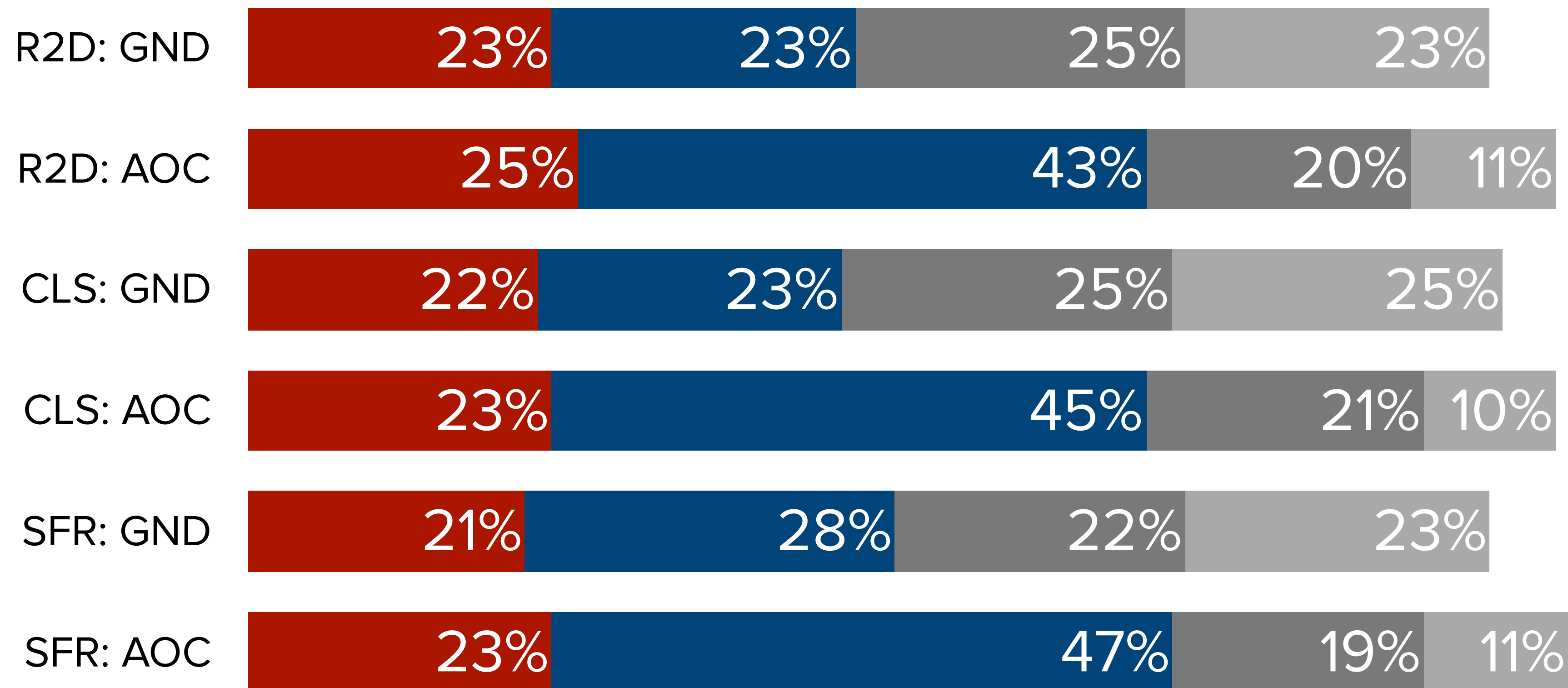
Results for R2D Seats

The Green New Deal has support equal to AOC's favorables; just half of voters have an opinion of the plan.

Have you seen, read, or heard anything recently about an environmental agenda promoted by congressional Democrats called the "Green New Deal?" IF YES, ASK:
Based on what you know about the Green New Deal, would you say you support or oppose the plan?

Now I am going to read you a list of names of people and have you tell me, for each one, whether you've heard of that person and, if so, whether you have a favorable or unfavorable opinion of them. If you haven't heard of the person, just say so: Alexandria Ocasio-Cortez.

■ Support/Favorable ■ Oppose/Unfavorable ■ No Real Effect/No Opinion ■ Never Heard Of



Among those with an opinion, however, the Green New Deal is polarizing, meaning candidates need to go beyond a shorthand criticism of the plan.

Have you seen, read, or heard anything recently about an environmental agenda promoted by congressional Democrats called the “Green New Deal?” IF YES, ASK: Based on what you know about the Green New Deal, would you say you support or oppose the plan?

■ Heard/Support ■ Heard/Oppose ■ Heard/No Opinion ■ Have Not Heard

