



Clean Energy Online Survey – Wisconsin Oversample

Key findings from a statewide online survey of 300
actual voters in Wisconsin, conducted December 16-23, 2020.



Project #201002





Methodology

Public Opinion Strategies is pleased to present the key findings from an online statewide survey of 300 likely voters in Wisconsin, conducted December 16-23, 2020, with a credibility interval of $\pm 6.45\%$.

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

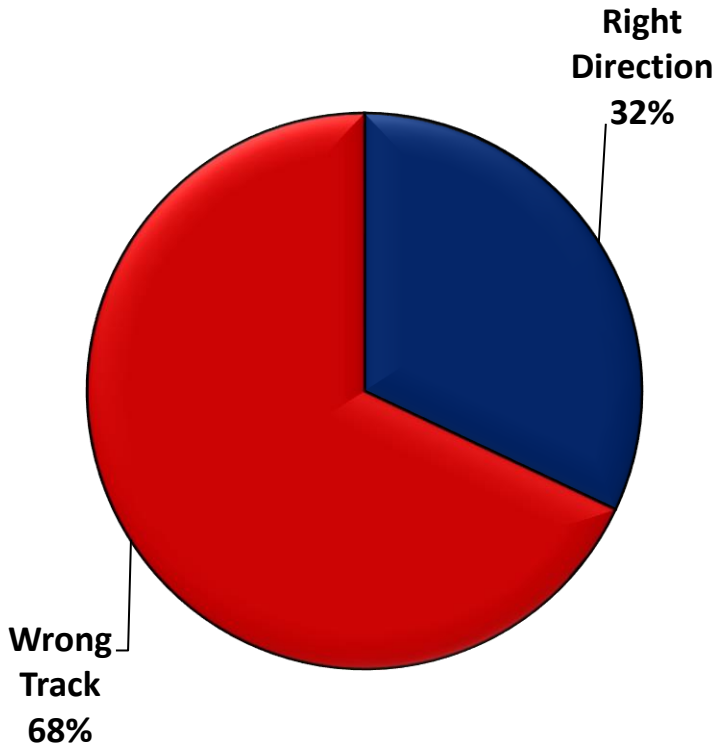


Political Environment

Over three-quarters of Wisconsinites are pessimistic about the direction of the country.

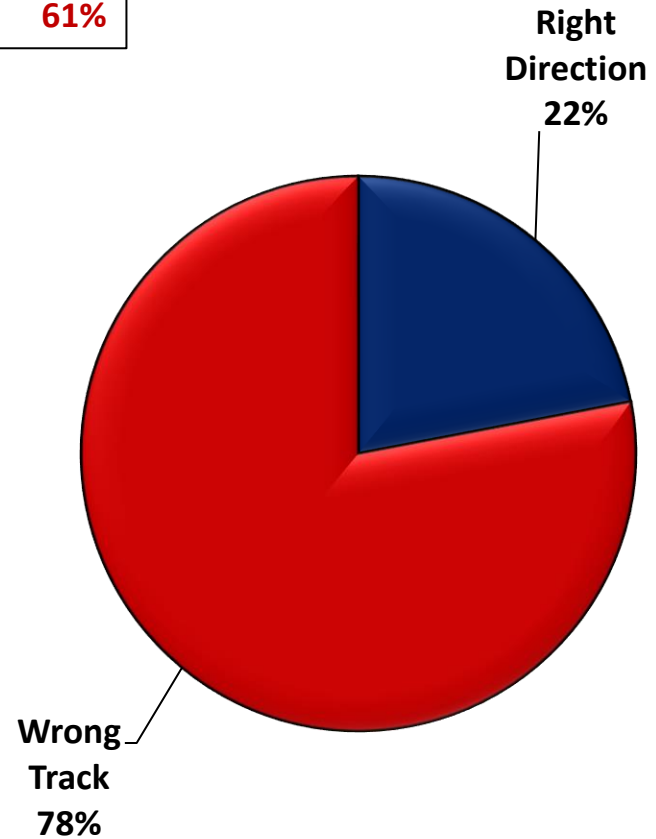
“Would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?”

October 2020



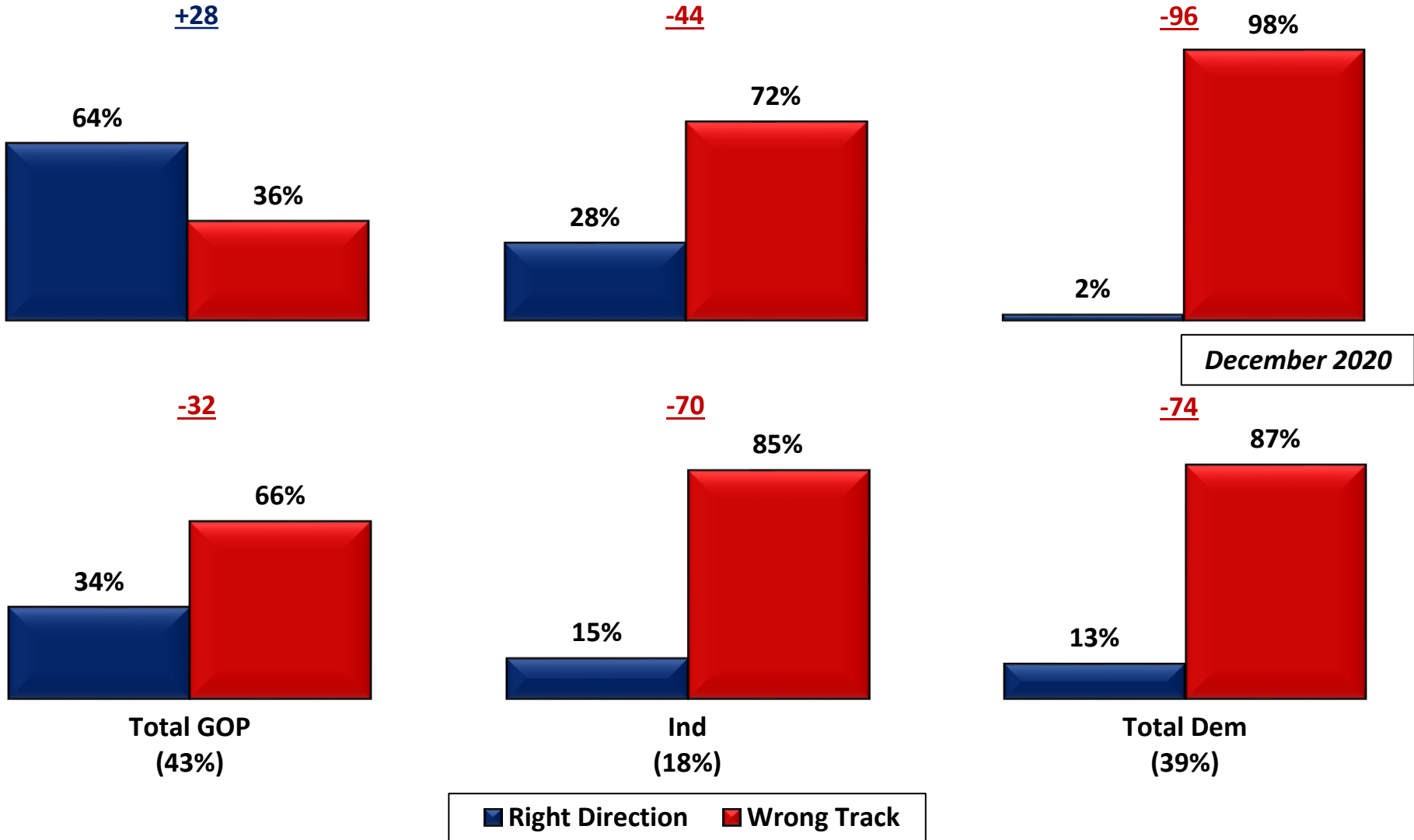
RCP National Average	
Right Direction	30%
Wrong Track	61%

December 2020



After President Trump's loss, the mood among Republicans is bleak.

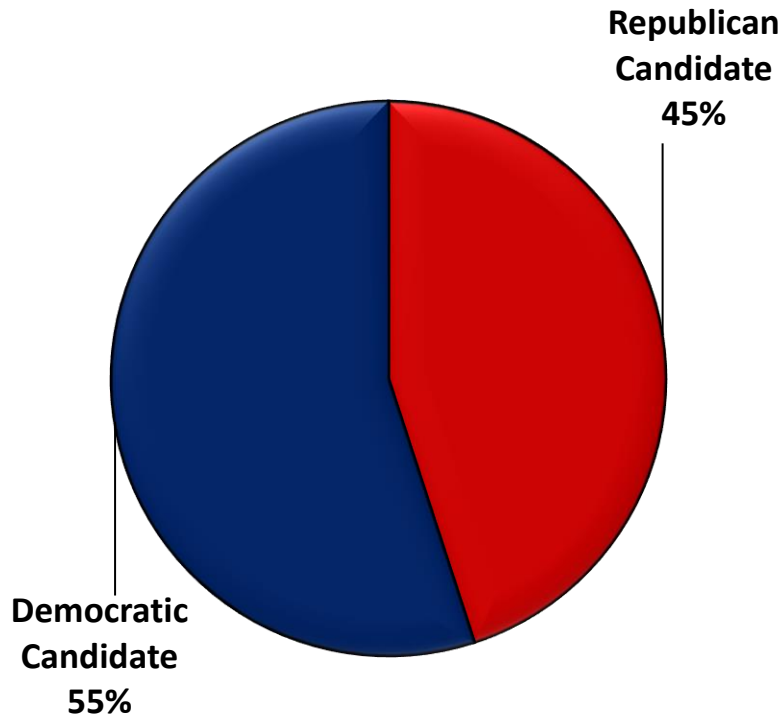
National Mood Trend by Party



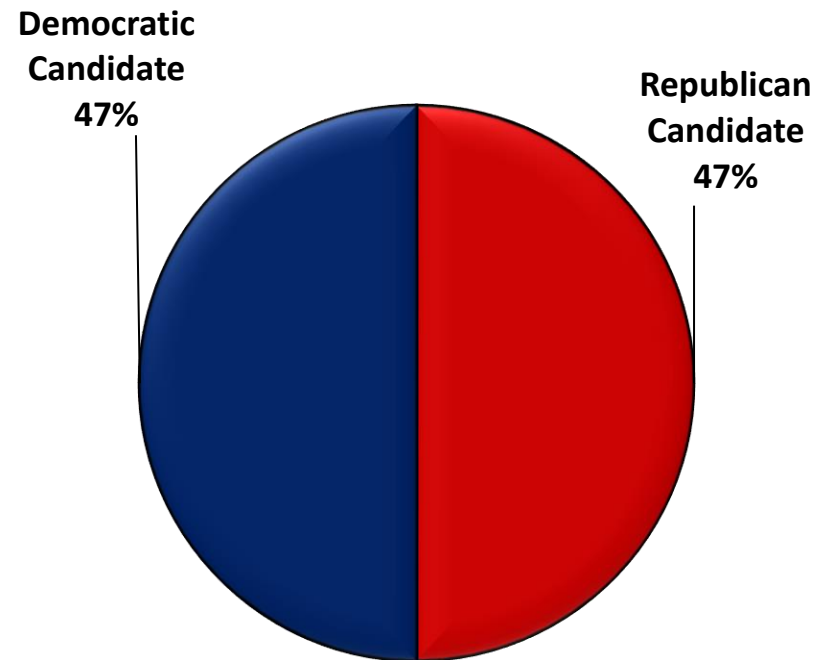
Voters were split during the 2020 election.

“Thinking about the recent elections... For whom did you vote in the election for U.S. Congress in your district... the Republican candidate ...or... the Democratic candidate?”

October 2020



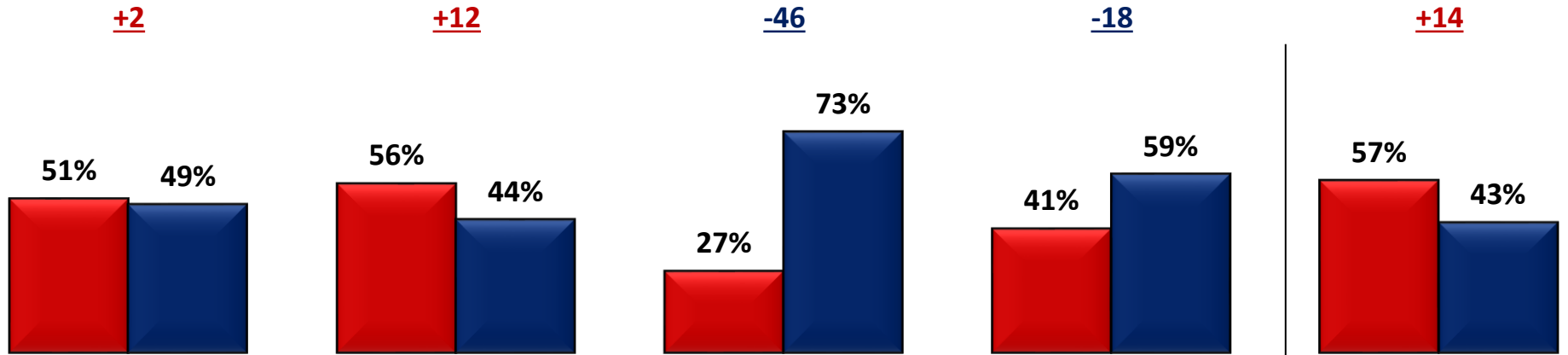
December 2020



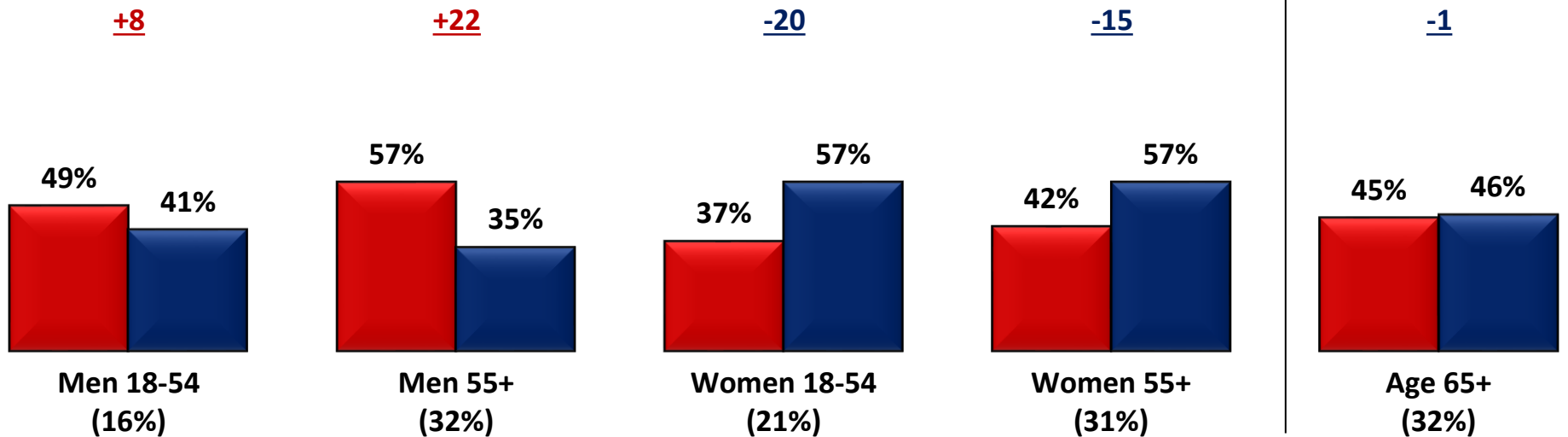
There was a gender gap in Wisconsin. Men broke for the Republican, while women backed Democrats.

Generic Ballot Trend by Gender/Age + Seniors

October 2020



December 2020



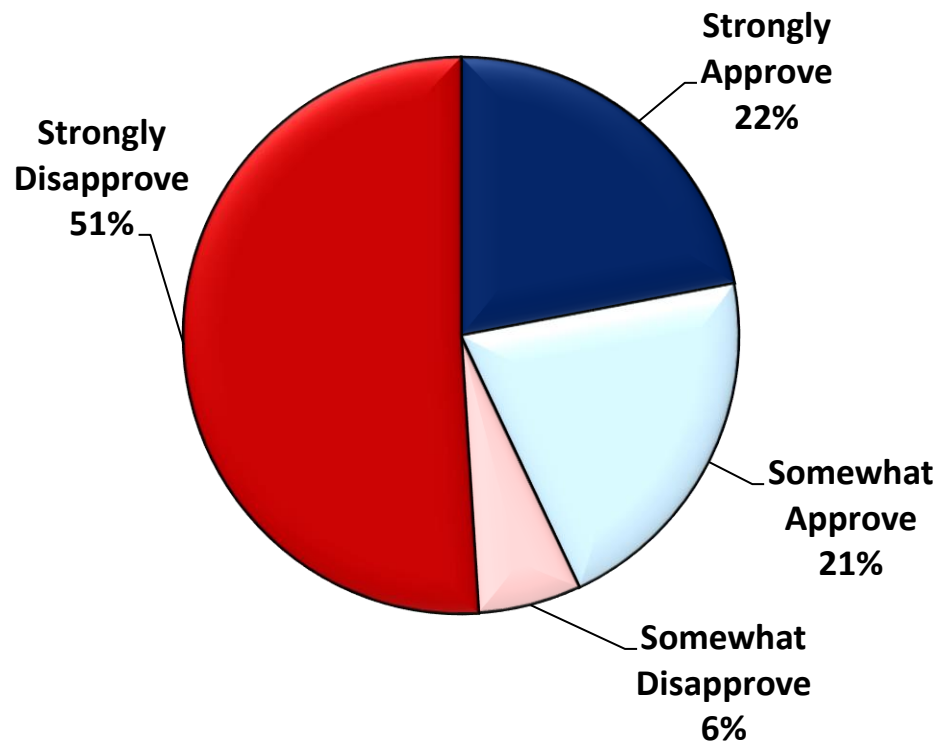
■ Republican Candidate
 ■ Democratic Candidate

President Trump's approval rating continues to be underwater in the Badger State.

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

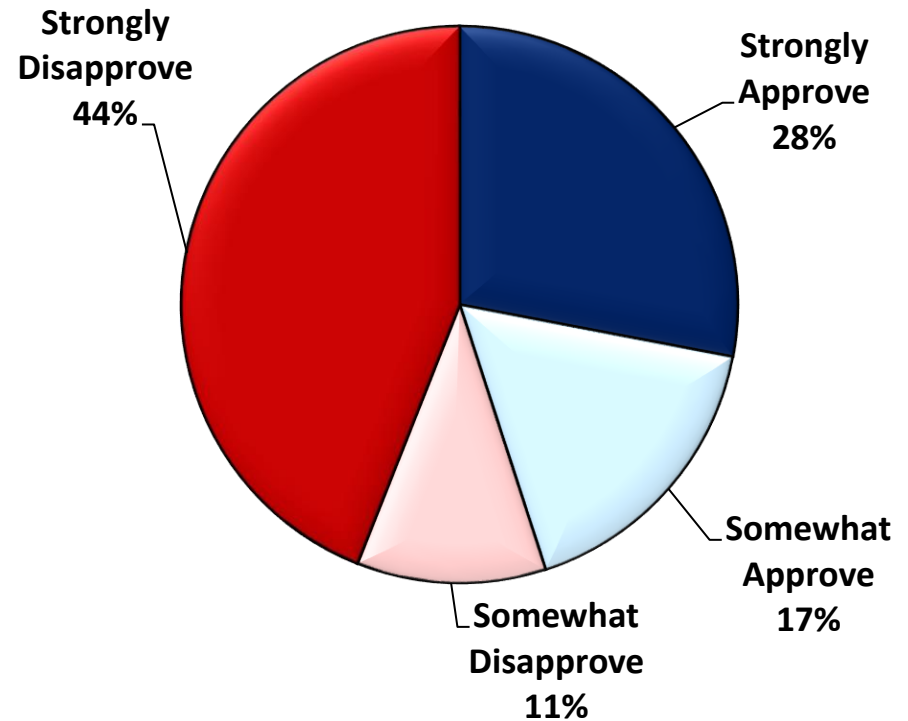
October 2020

Total Approve	43%
Total Disapprove	57%



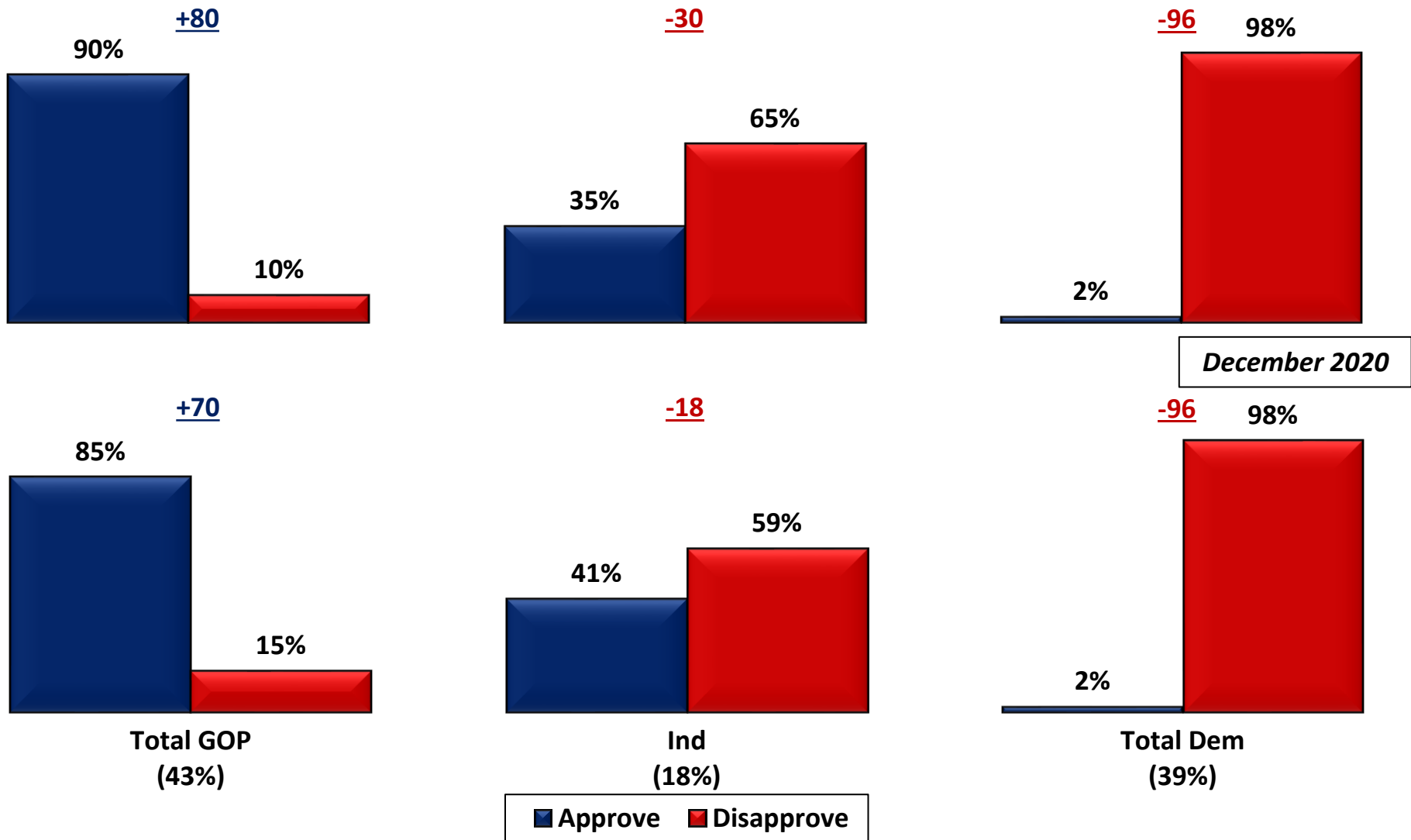
December 2020

Total Approve	45%
Total Disapprove	55%



Independents are slightly more approving of Trump now than in October, but they are still negative.

Trump Approval Trend by Party



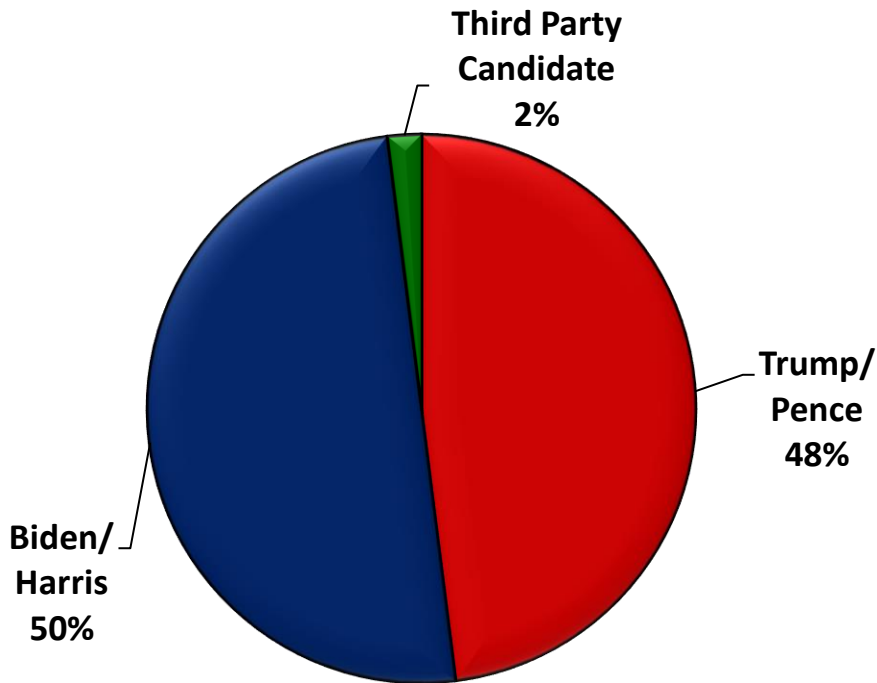
Presidential Ballot Test

This mirrors the final result in Wisconsin. Independents were divided, but leaned to Biden.

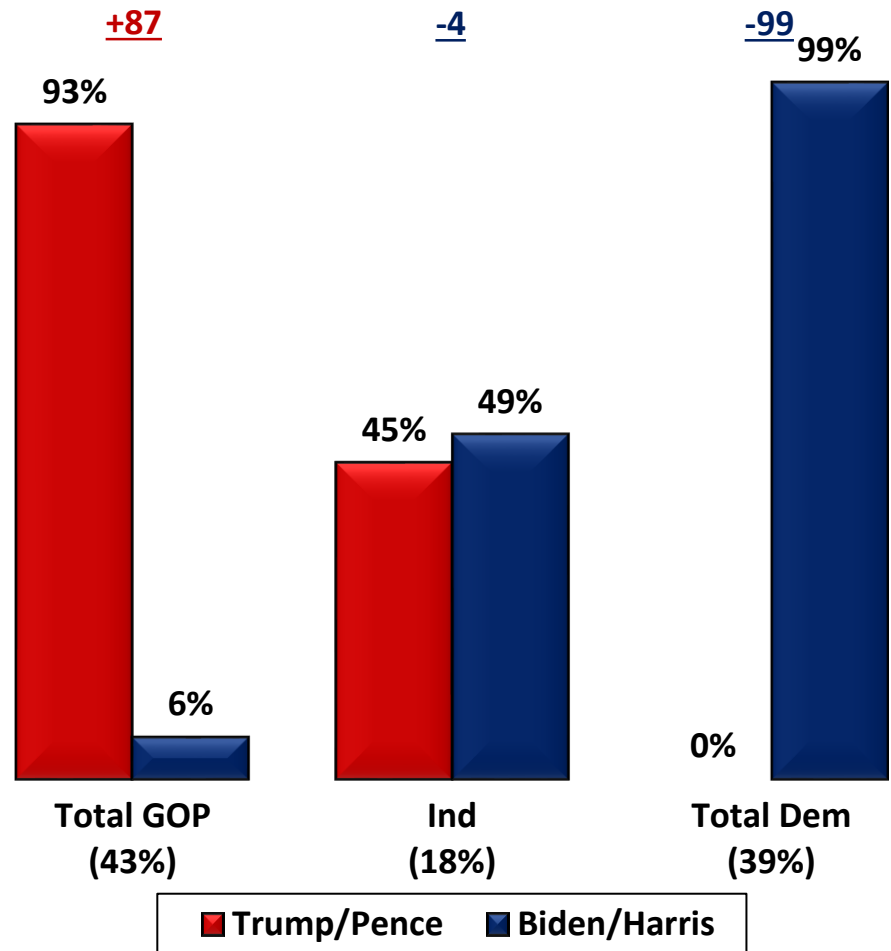
“And, for whom did you vote in the November Presidential election... Donald Trump and Mike Pence, Republicans, Joe Biden and Kamala Harris, Democrats, ...or... a third party candidate?”

Overall

2020 Pres Elec	
Total Trump	48.9%
Total Biden	49.6%



By Party

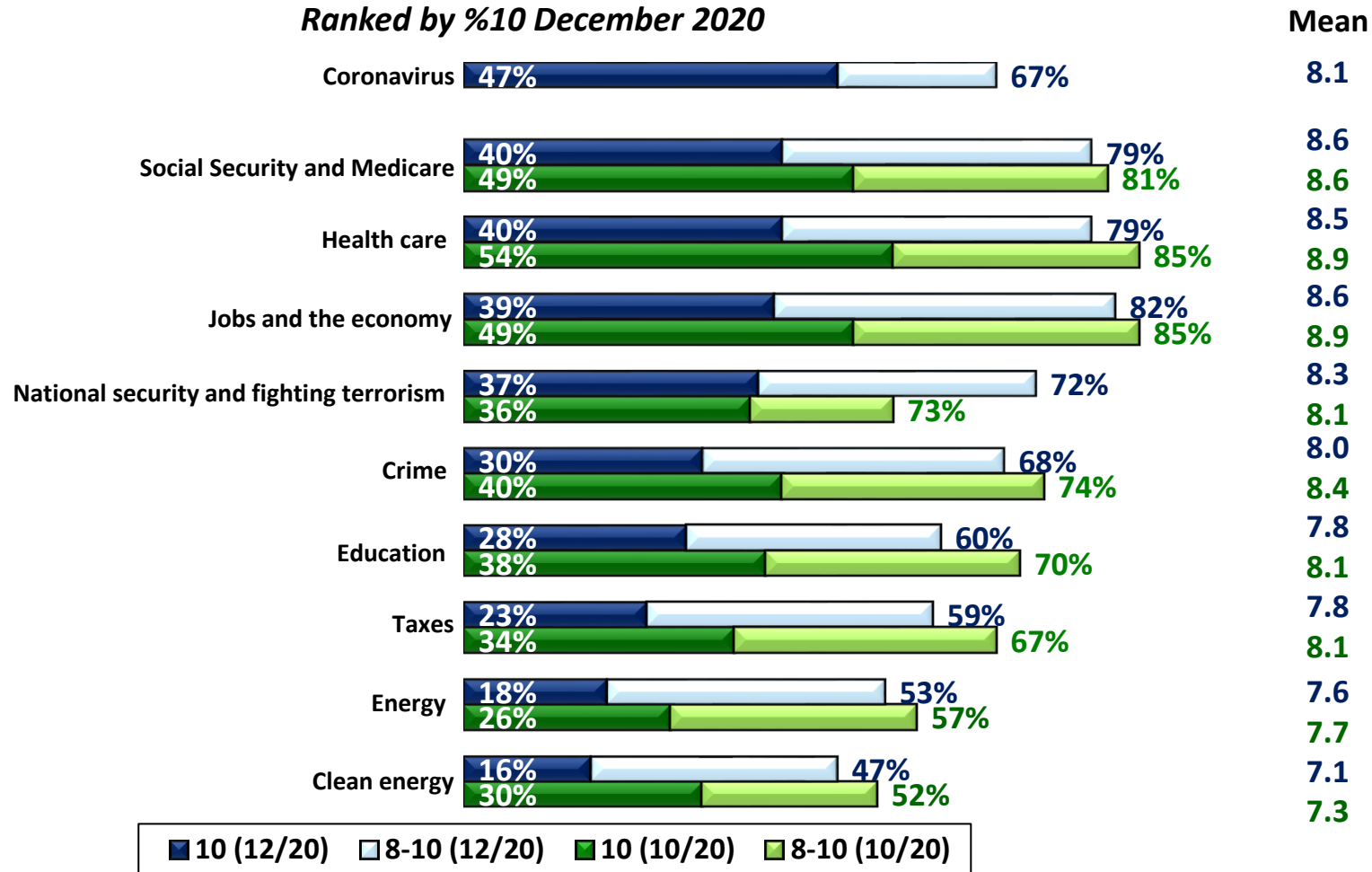


Issues

Clean energy and energy ranks at the bottom of the issue agenda.

“Thinking now about issues, please indicate how important each of the following issues is to you on a scale of one to ten, where one means that issue is not at all important to you and ten means that issue is extremely important to you. Of course, you can choose any number between one and ten.”

Ranked by %10 December 2020

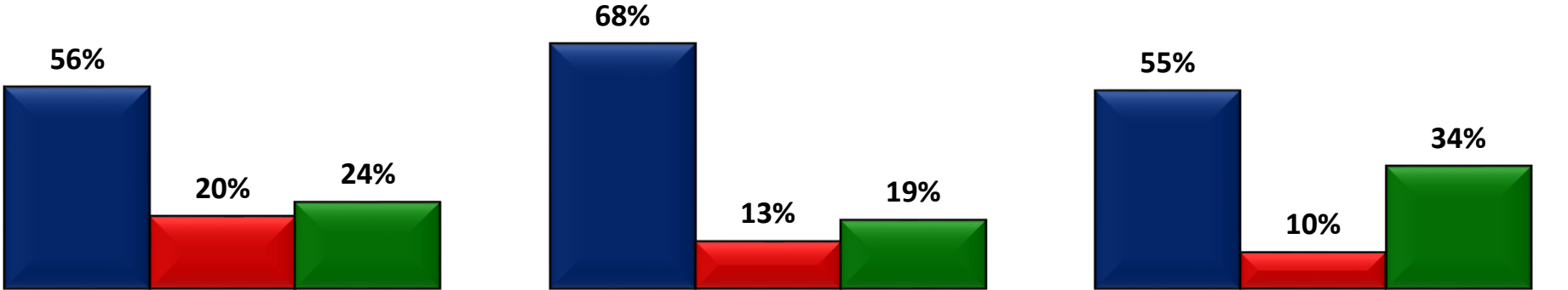


Domestic Energy Production

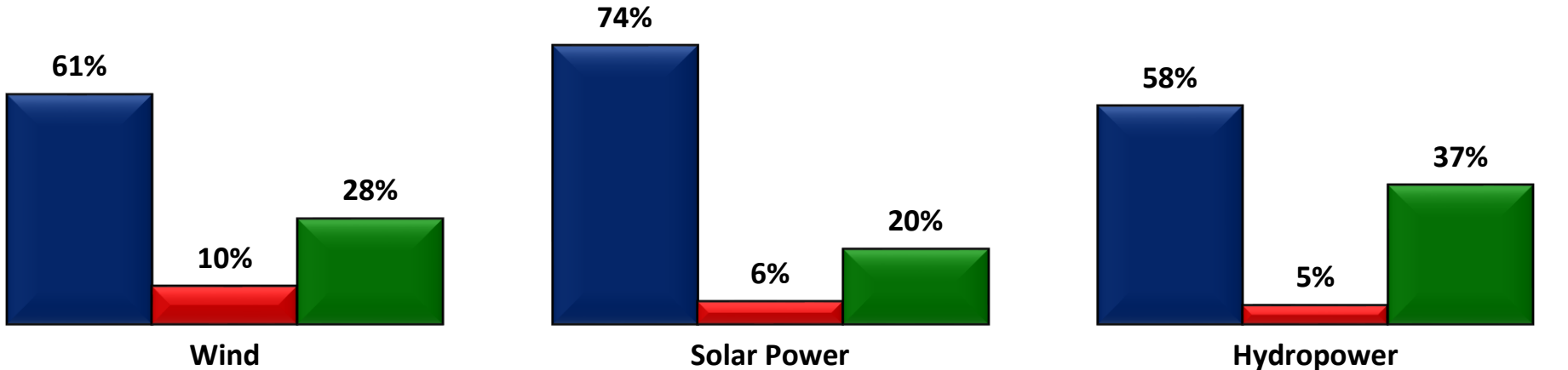
Wisconsin voters overwhelmingly say the U.S. should put more emphasis on wind and solar power. Hydropower also gets high marks.

Energy Emphasis Trend

October 2020



December 2020

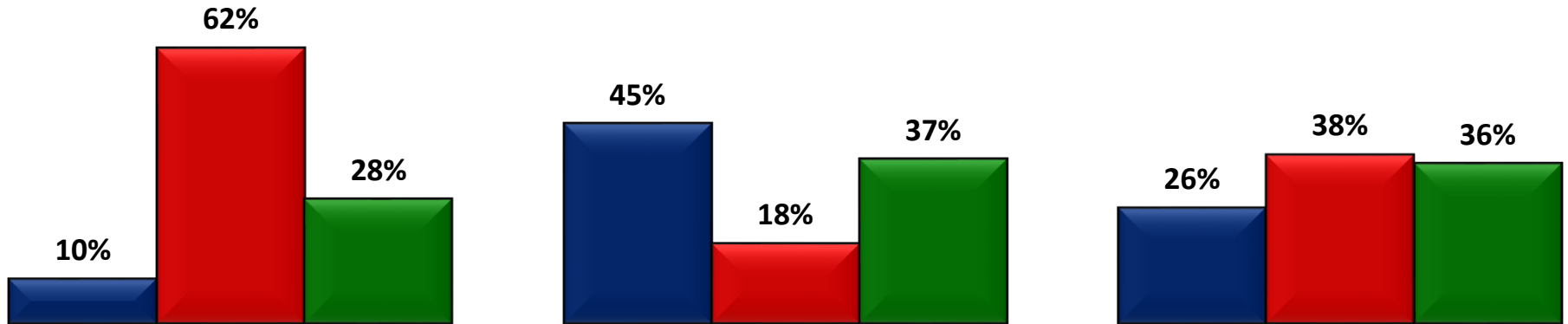


■ More Emphasis
 ■ Less Emphasis
 ■ Same

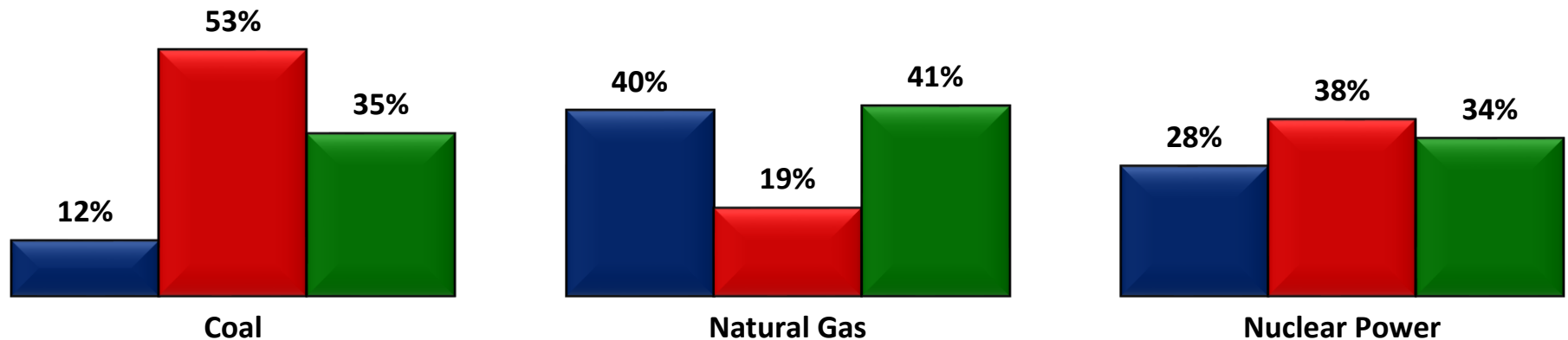
Voters continue to believe the U.S. should deemphasize the use of coal.

Energy Emphasis Trend

October 2020



December 2020

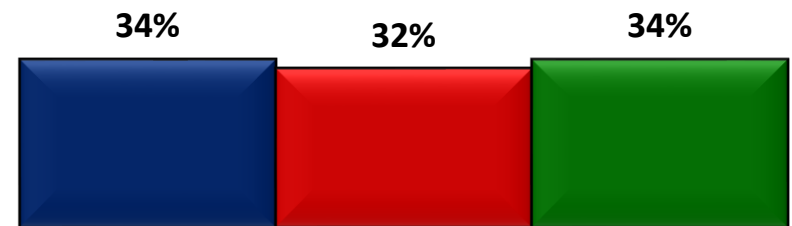
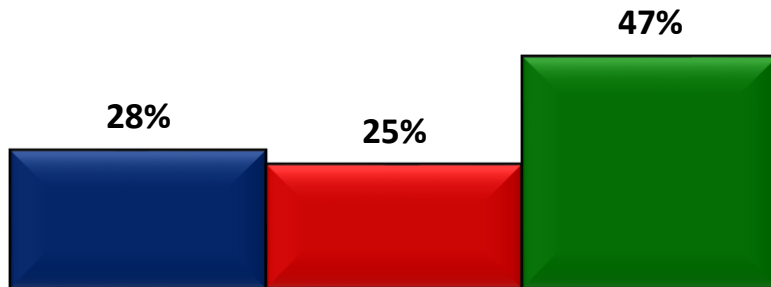


■ More Emphasis
 ■ Less Emphasis
 ■ Same

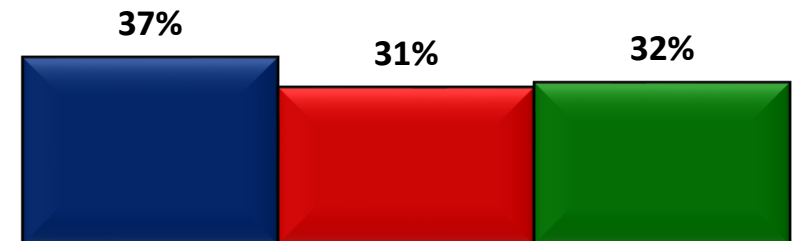
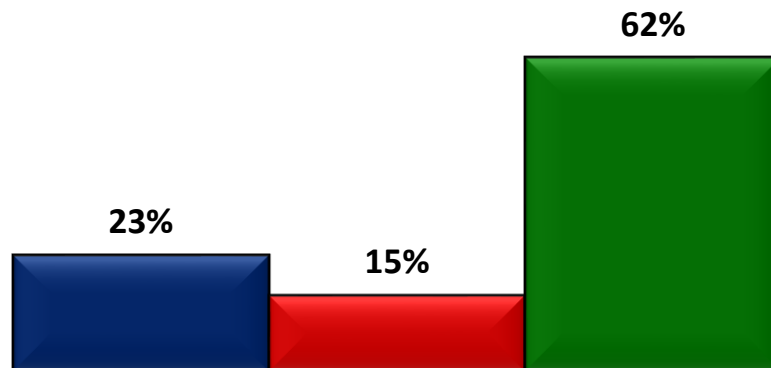
Voters are divided on the use of clean coal and are uncertain what to do with biomass.

Energy Emphasis Trend

October 2020



December 2020



Biomass

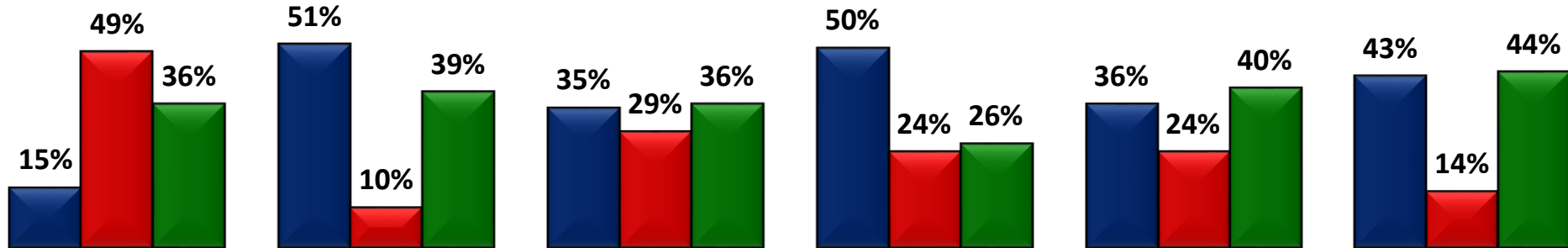
Clean Coal

More Emphasis Less Emphasis Same

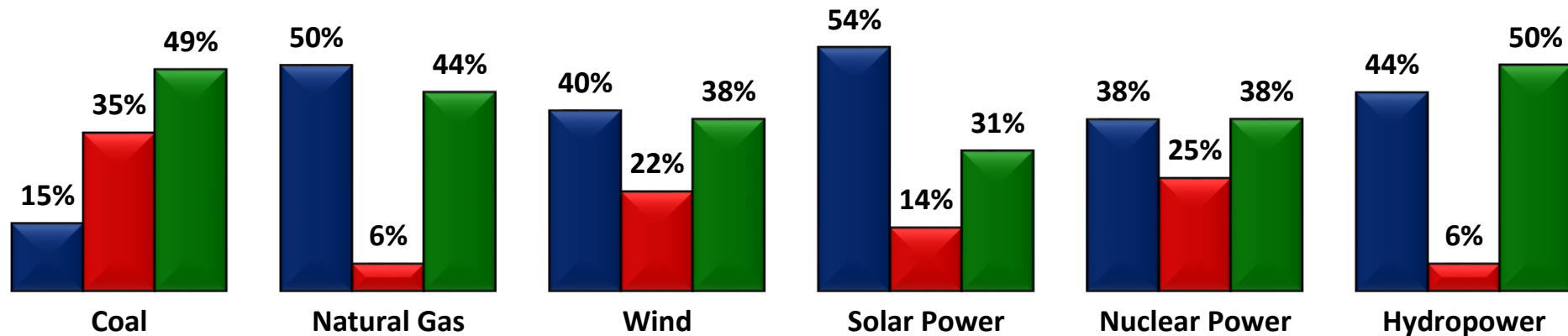
GOPers are focused on natural gas and solar power as energy sources.

Energy Emphasis Trend Among GOPers (43%)

October 2020



December 2020

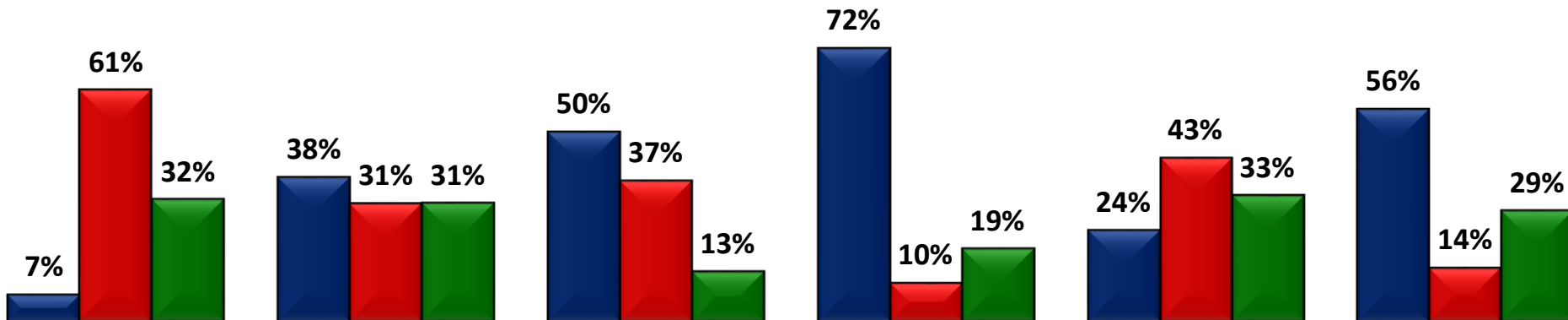


■ More Emphasis
 ■ Less Emphasis
 ■ Same

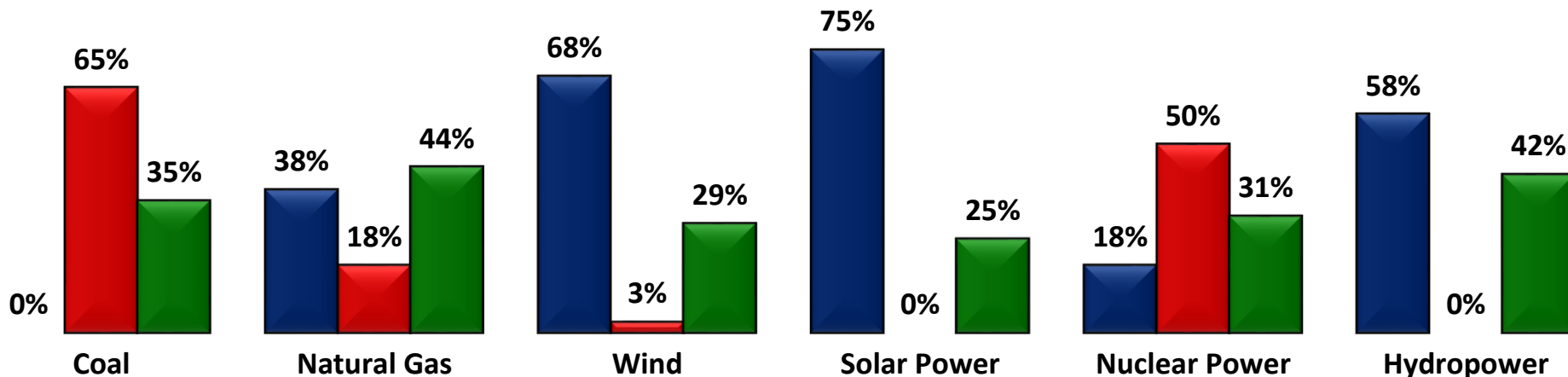
Independents are supportive of the use of wind and solar power. Hydropower also piques their interest.

Energy Emphasis Trend Among Inds (18%)

October 2020



December 2020

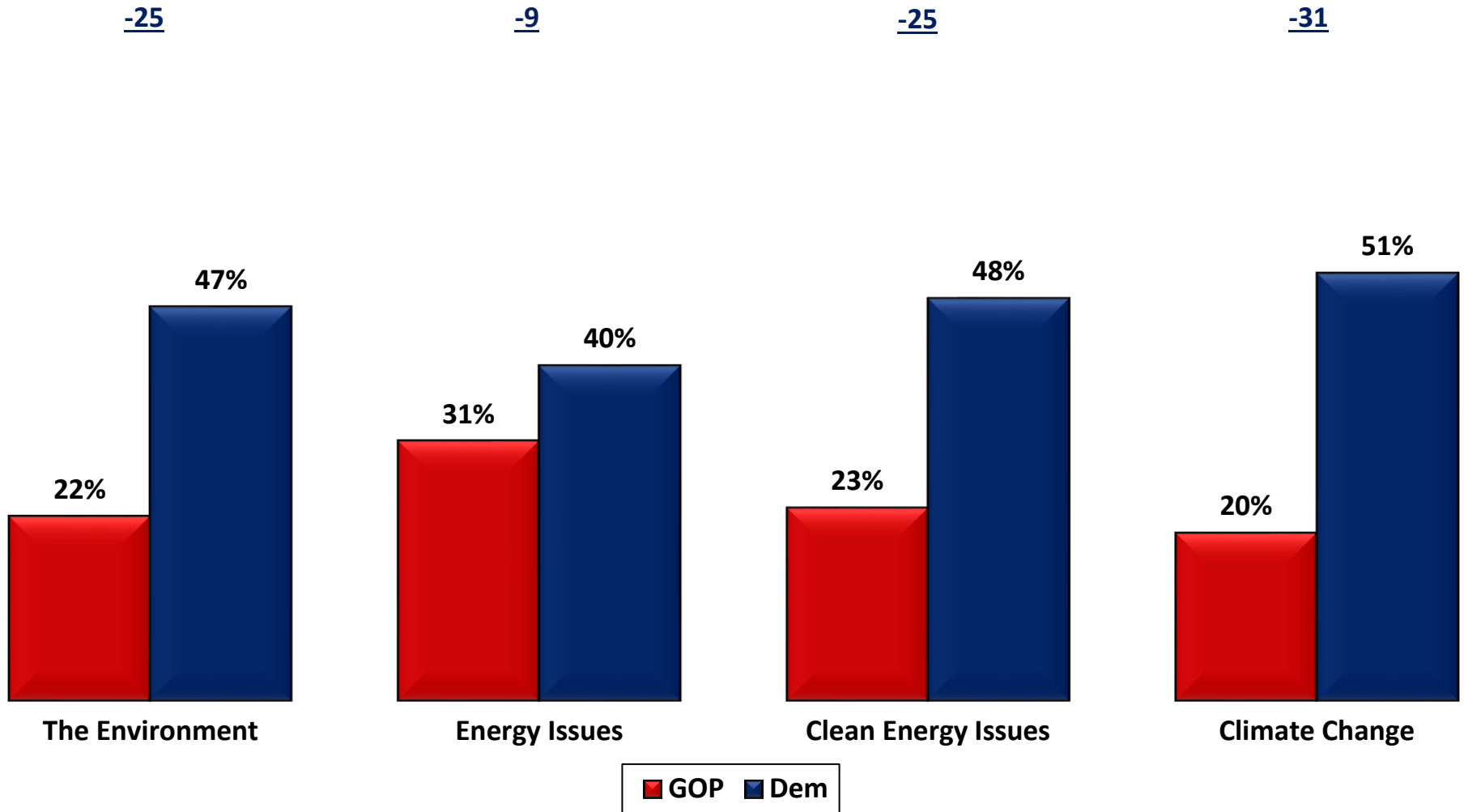


■ More Emphasis
 ■ Less Emphasis
 ■ Same

Party Issue Handling

Republicans come closest on energy issues, but voters say the Democratic Party would handle all these issues better than the GOP.

“Now please read the list of issues below and indicate which party you think would do a better job: the Democratic Party, the Republican Party, or both about the same? If you think that neither would do a good job, please indicate that below.”



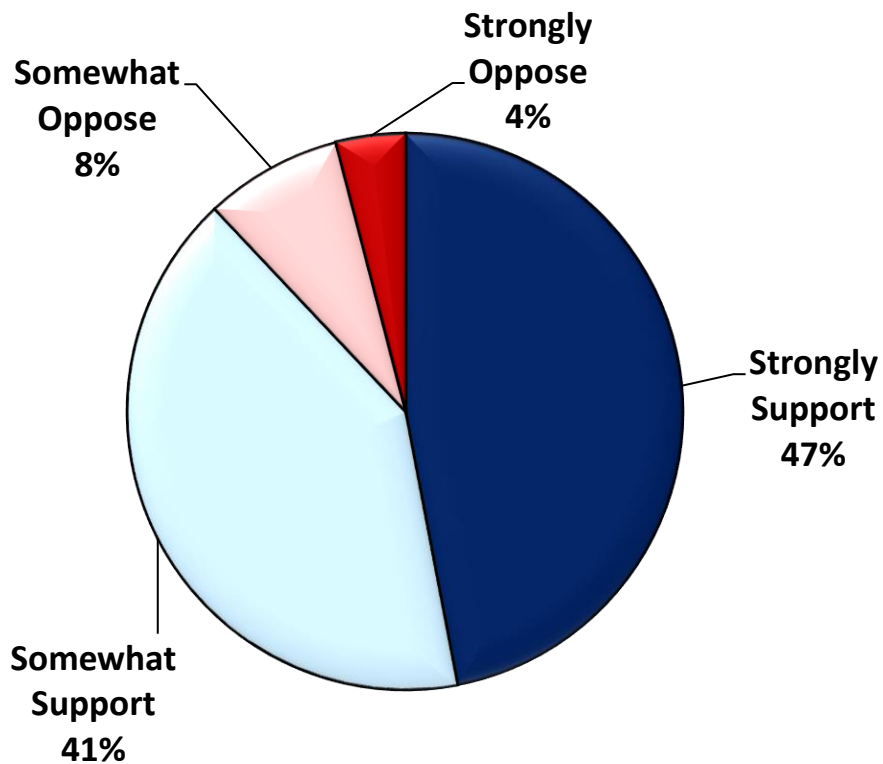
Clean Energy

There is continued high support for the government taking action to develop the use of clean energy in the U.S.

“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?”

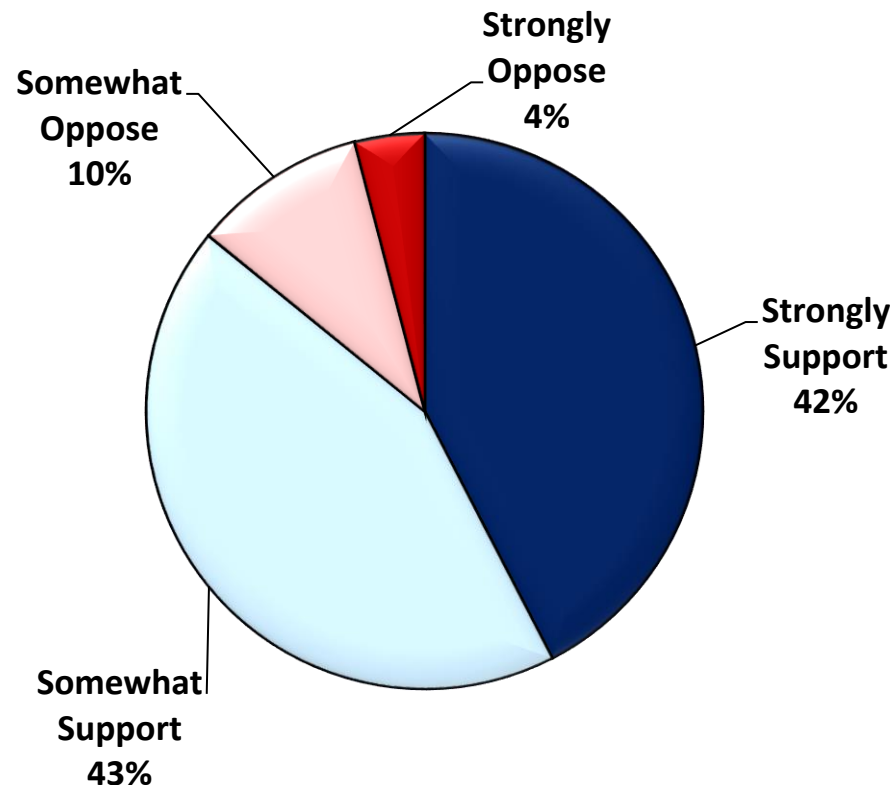
October 2020

Total Support	88%
Total Oppose	12%



December 2020

Total Support	85%
Total Oppose	15%*

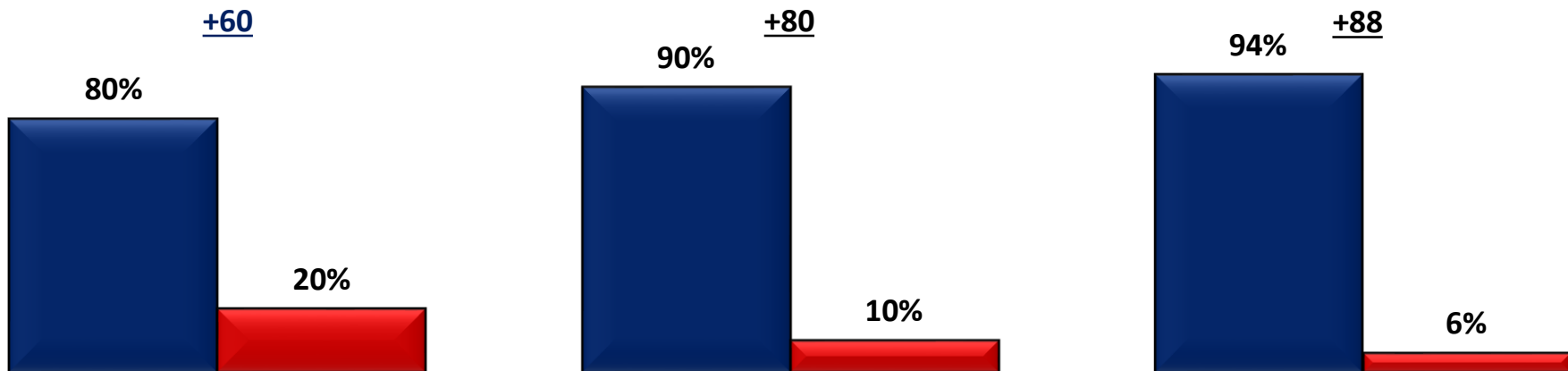


*Denotes Rounding.

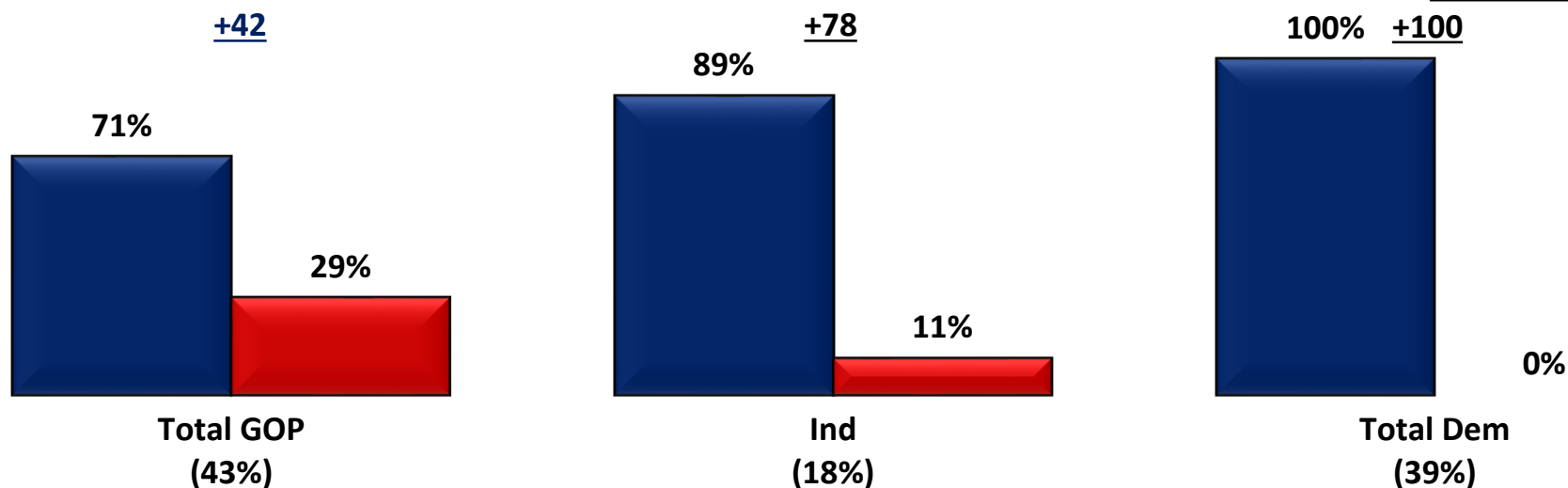
Voters across party lines agree the government should take action, with unanimous support from Democrats.

Government Action on Clean Energy Trend by Party

October 2020



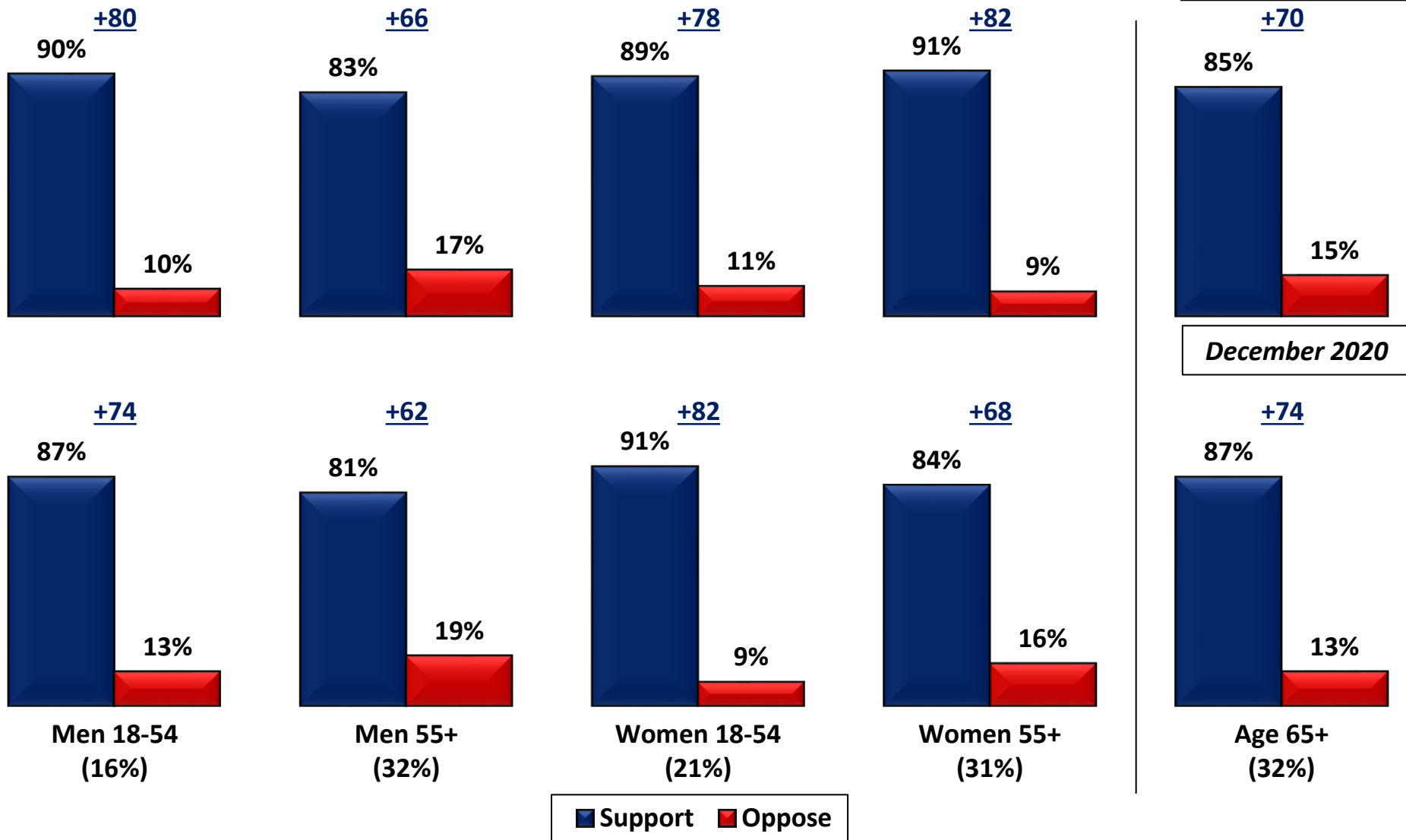
December 2020



Support Oppose

Voters across gender/age lines also hold this sentiment.

Government Action on Clean Energy Trend by Gender/Age + Seniors



Seven-in-ten voters say allowing a free-market solution is the best way to increase clean energy production.

“To increase clean energy production, would you prefer...”

71%

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

17%

Government mandates, subsidies, and quotas

...Or...

12%

A price or tax put on carbon emissions

Nearly all GOPers agree that competition is the best way. Democrats are not as convinced, but a free-market solution is still their top idea.

Increase Clean Energy Production by Party

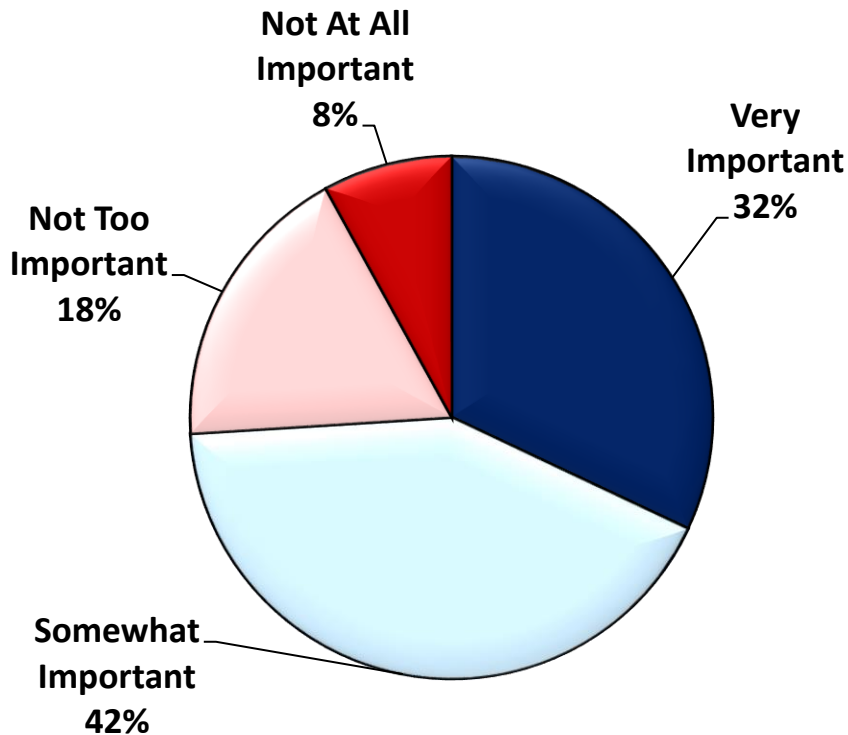
	Overall	Total GOP (43%)	Ind (18%)	Total Dem (39%)
Competition	71%	93%	69%	49%
Government Mandates	17%	4%	20%	30%
Tax On Emissions	12%	3%	11%	21%

A decided majority of voters continue to say it is important that a candidate for political office shares their opinion on clean energy.

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

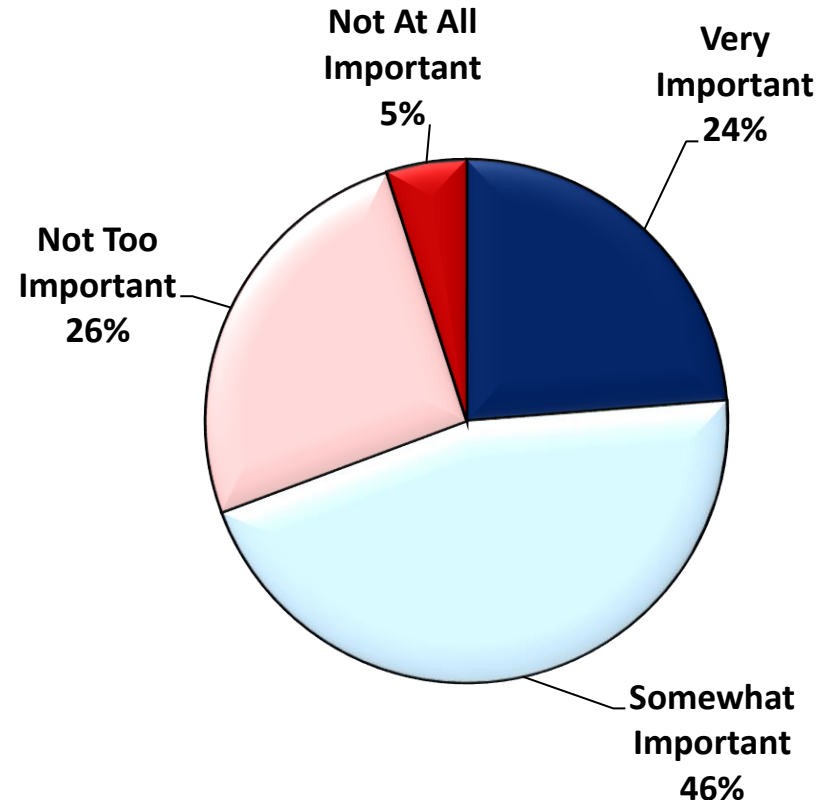
October 2020

Total Important	74%
Total Not Important	26%



December 2020

Total Important	69%
Total Not Important	31%*

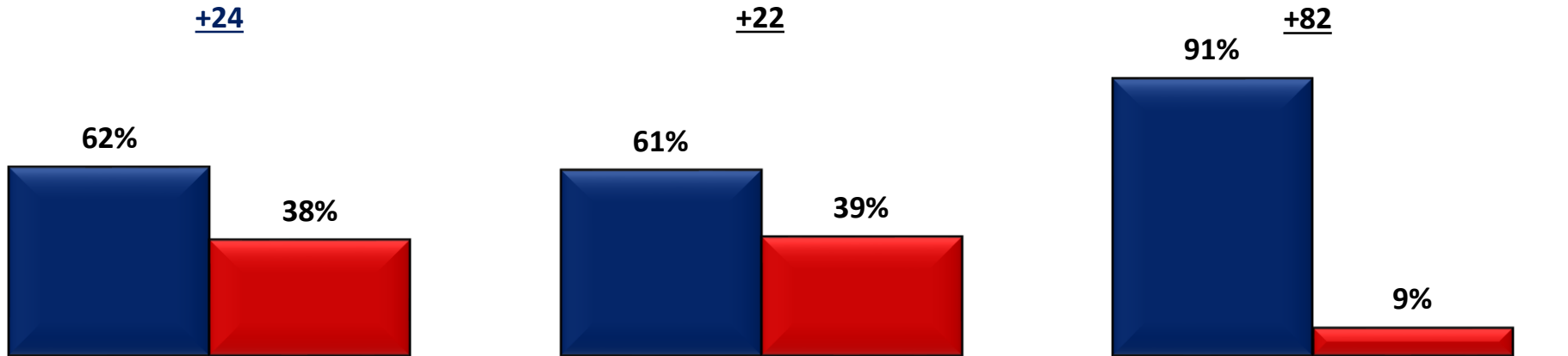


*Denotes Rounding.

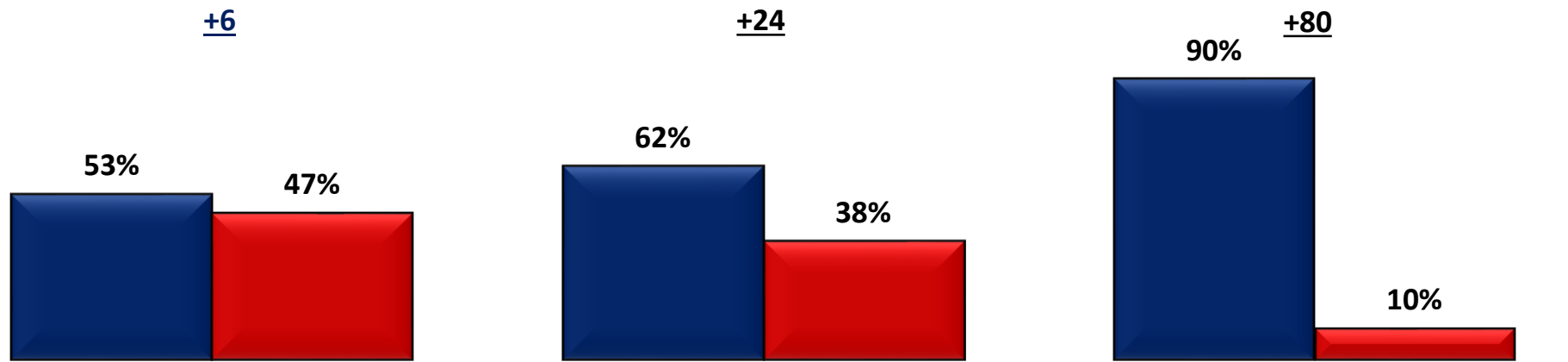
This is not nearly as important to Republicans or even Independents as it is to Democrats.

Clean Energy Importance Vote Trend by Party

October 2020



December 2020



Total GOP
(43%)

Ind
(18%)

Total Dem
(39%)

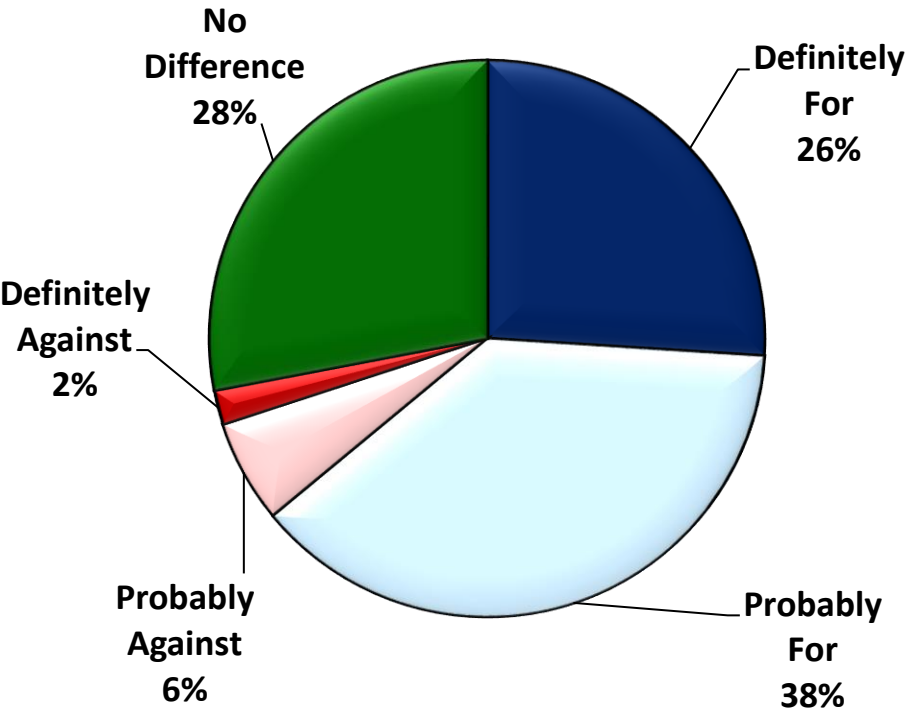


Over 60% of voters continue to support a candidate who backs clean energy developments.

“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?”

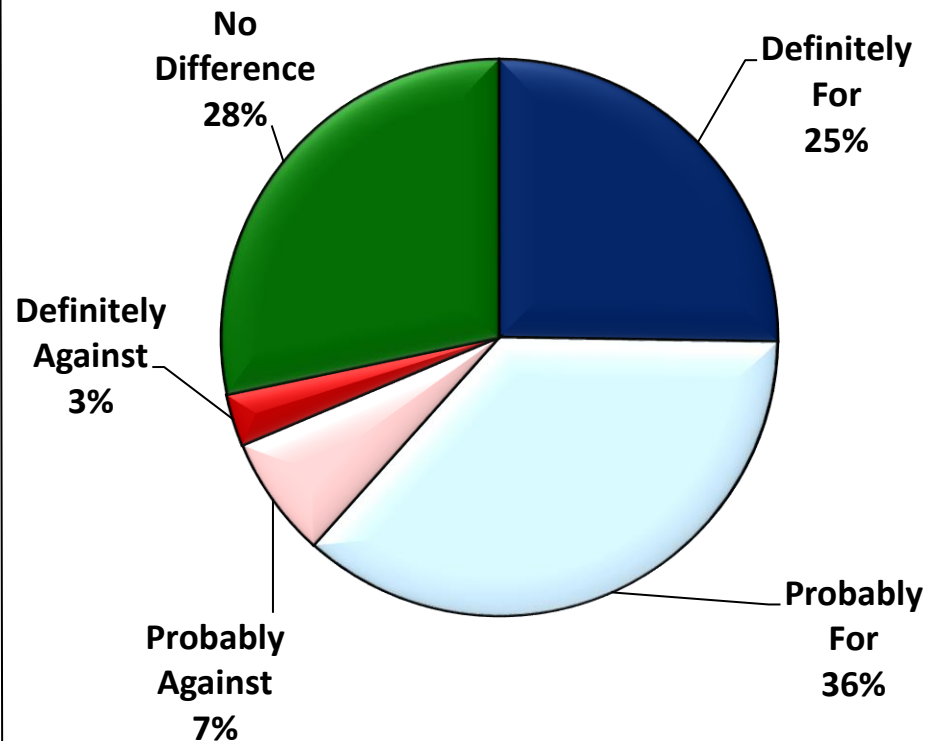
October 2020

Total For	64%
Total Against	8%



December 2020

Total For	62%*
Total Against	10%

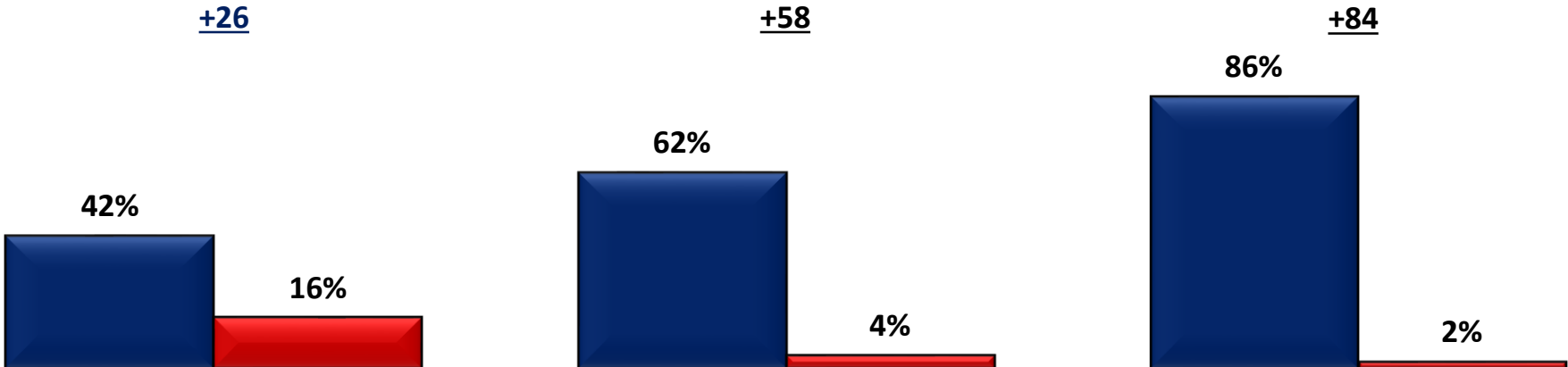


*Denotes Rounding.

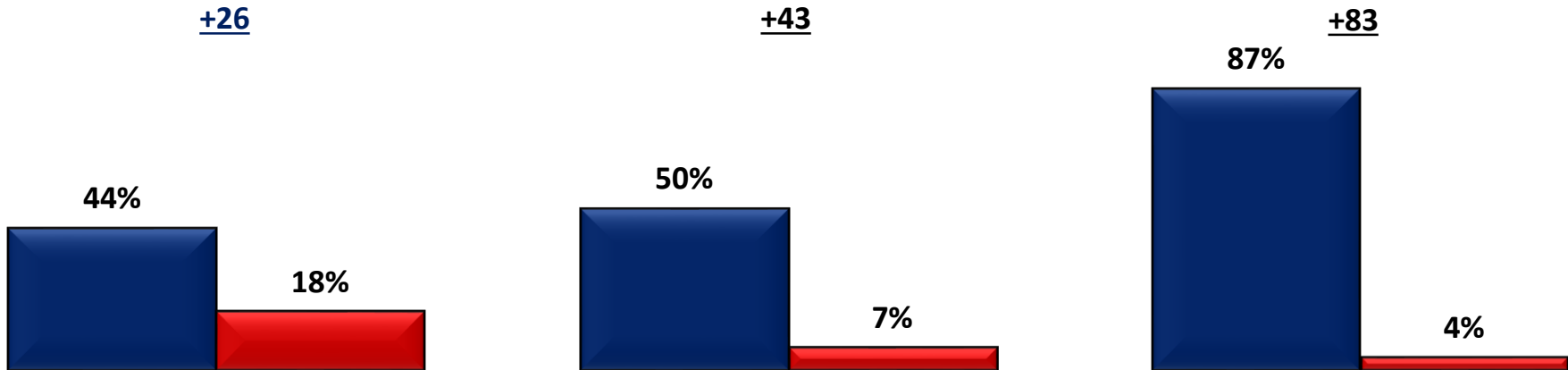
Support among Independents dipped.

Would Vote for Candidates Who Support Clean Energy Trend by Party

October 2020



December 2020



Total GOP
(43%)

Ind
(18%)

Total Dem
(39%)

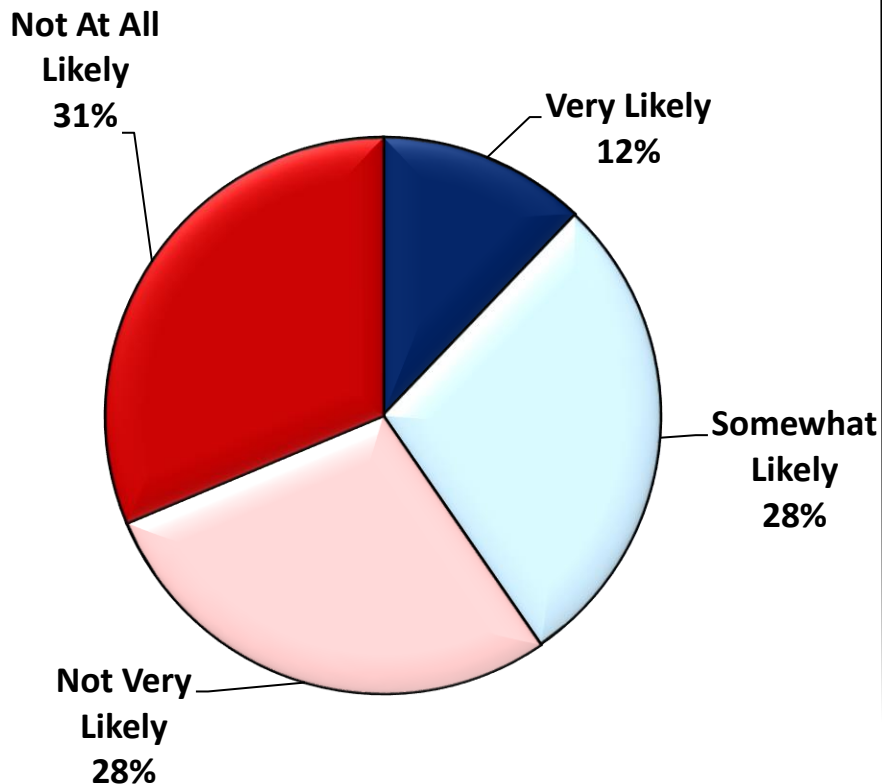
■ For ■ Against

Less than one-third of voters are likely to consider purchasing an electric vehicle.

“Thinking now about electric vehicles... When you make your next vehicle purchase, how likely are you to consider purchasing an electric vehicle...”

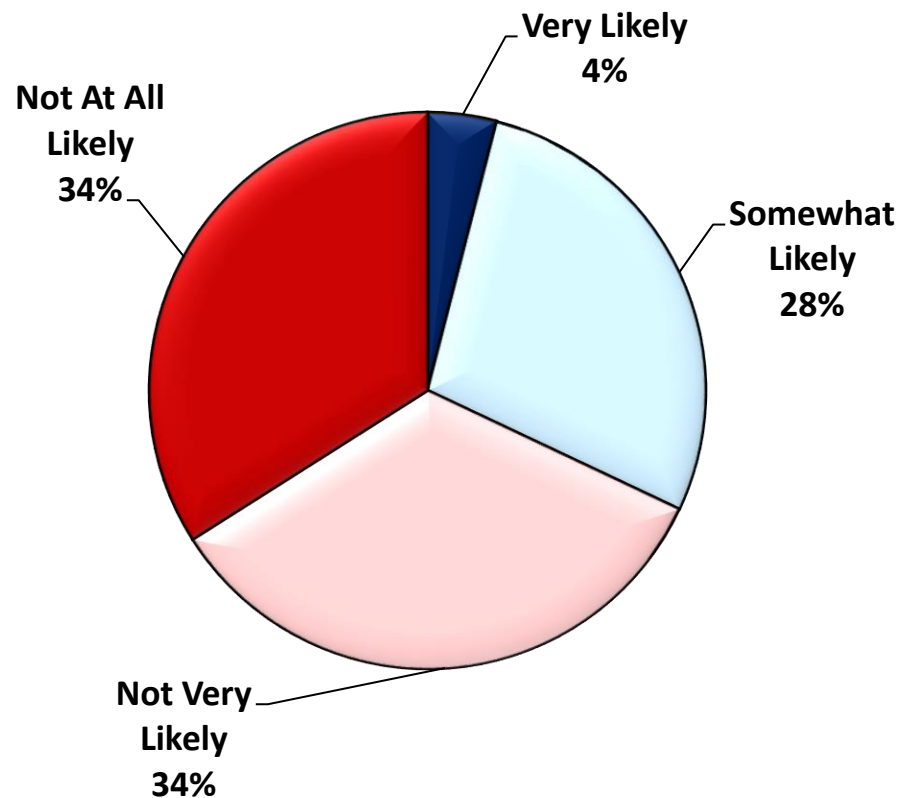
October 2020

Total Likely	41%*
Total Not Likely	59%



December 2020

Total Likely	32%
Total Not Likely	68%



*Denotes Rounding.

Top Groups – Likely to Consider Purchasing Electric Vehicle

Top Groups – Total Likely (32%)

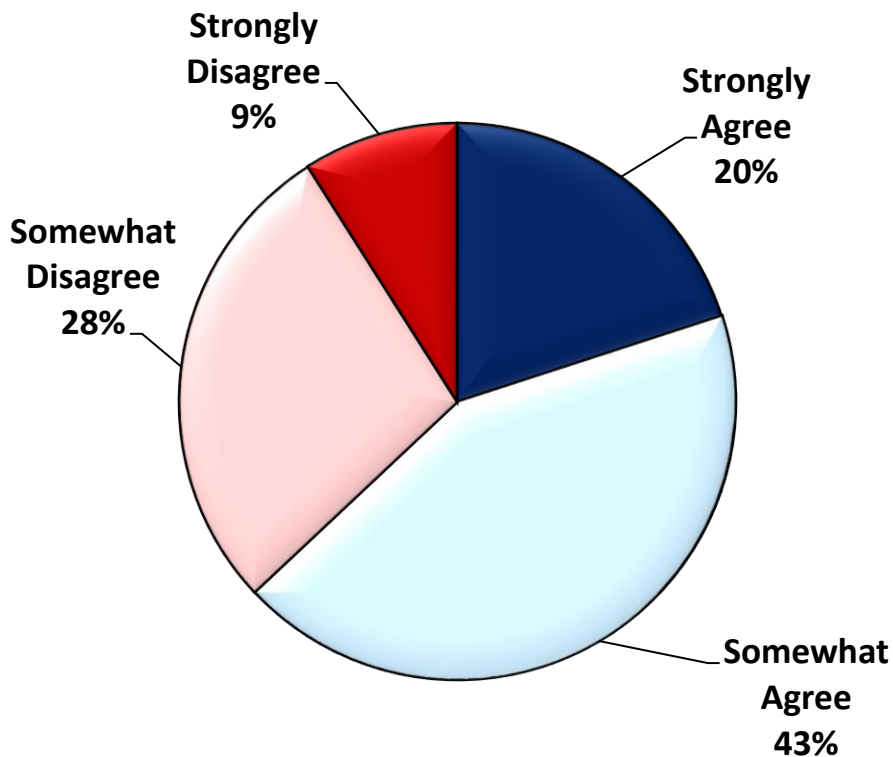
Liberal	61%
Dem Men	60%
Base Dem	59%
Total Minority	55%
Total Dem	53%
White Dem	53%
Dem Women	50%
Madison DMA/Region	49%
Soft/Lean Dem	46%
Grad/Prof	44%
Moderate Dem	44%
Women w/ Degree	43%
Women 18-54	39%
Men 18-54	38%
College Grad	38%

Nearly 60% of voters agree nuclear energy should be a priority in the country's clean energy mix.

"Thinking again about nuclear energy... Please read the following statement and indicate whether you agree or disagree with that statement: Nuclear energy should be included and prioritized as part of the country's clean energy mix."

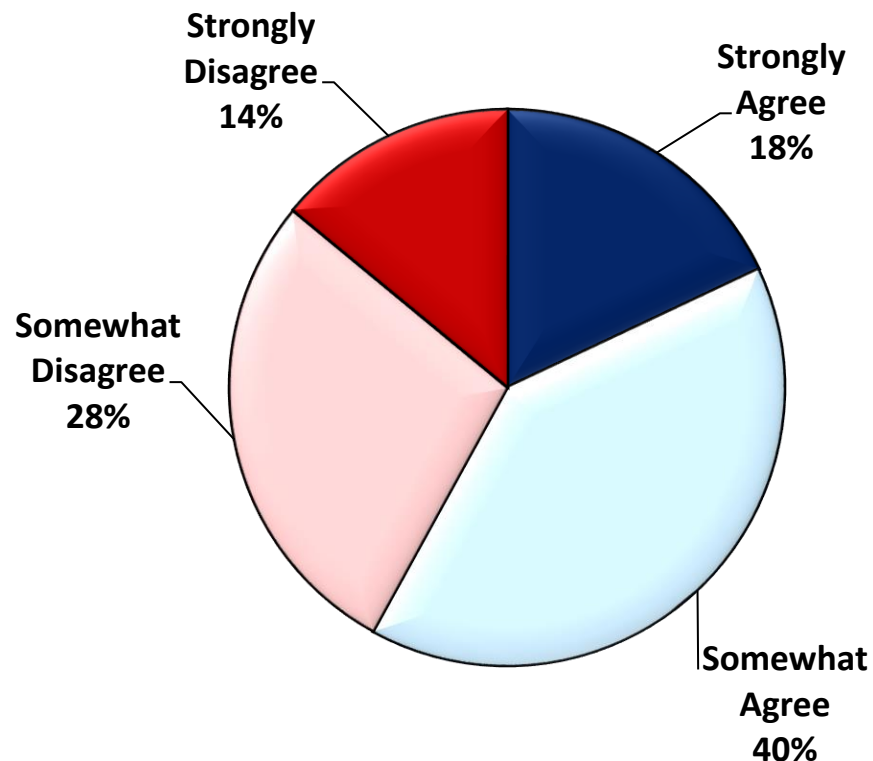
October 2020

Total Agree	62%*
Total Disagree	38%*



December 2020

Total Agree	59%*
Total Disagree	41%*

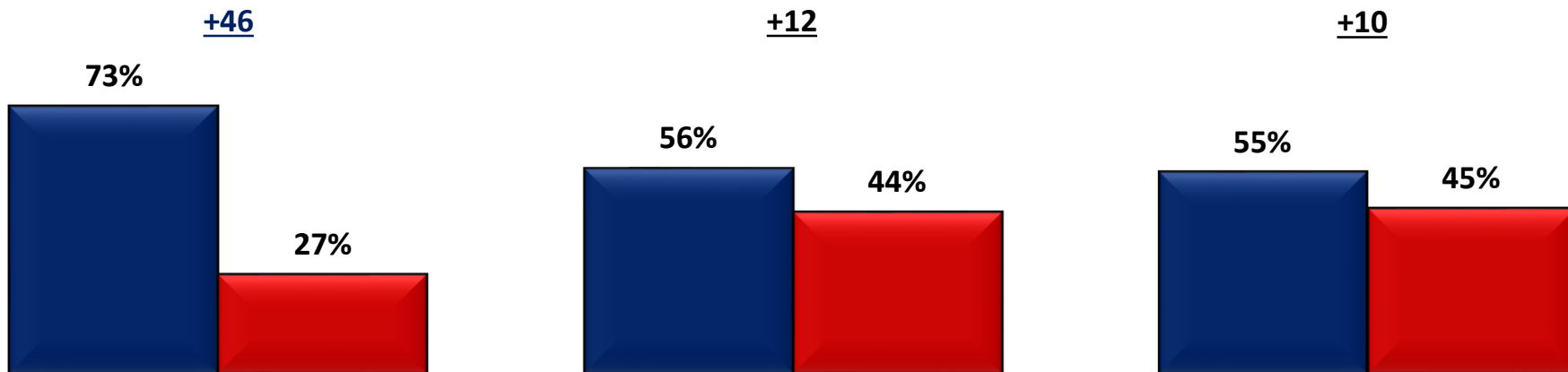


*Denotes Rounding.

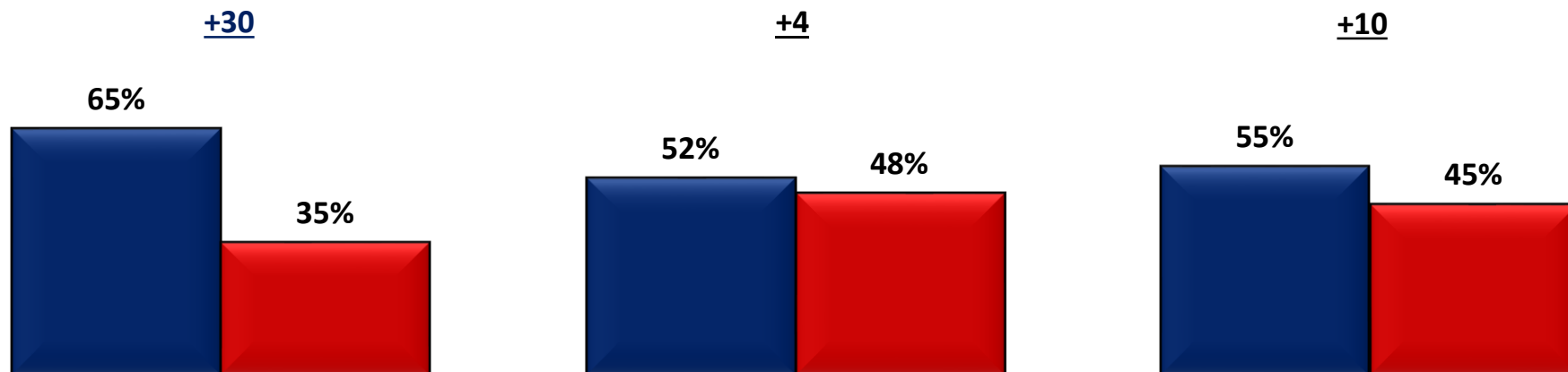
Independents and Democrats are more hesitant to highlight nuclear energy.

Nuclear Energy Prioritization Trend by Party

October 2020



December 2020



Total GOP
(43%)

Ind
(18%)

Total Dem
(39%)

■ Agree ■ Disagree

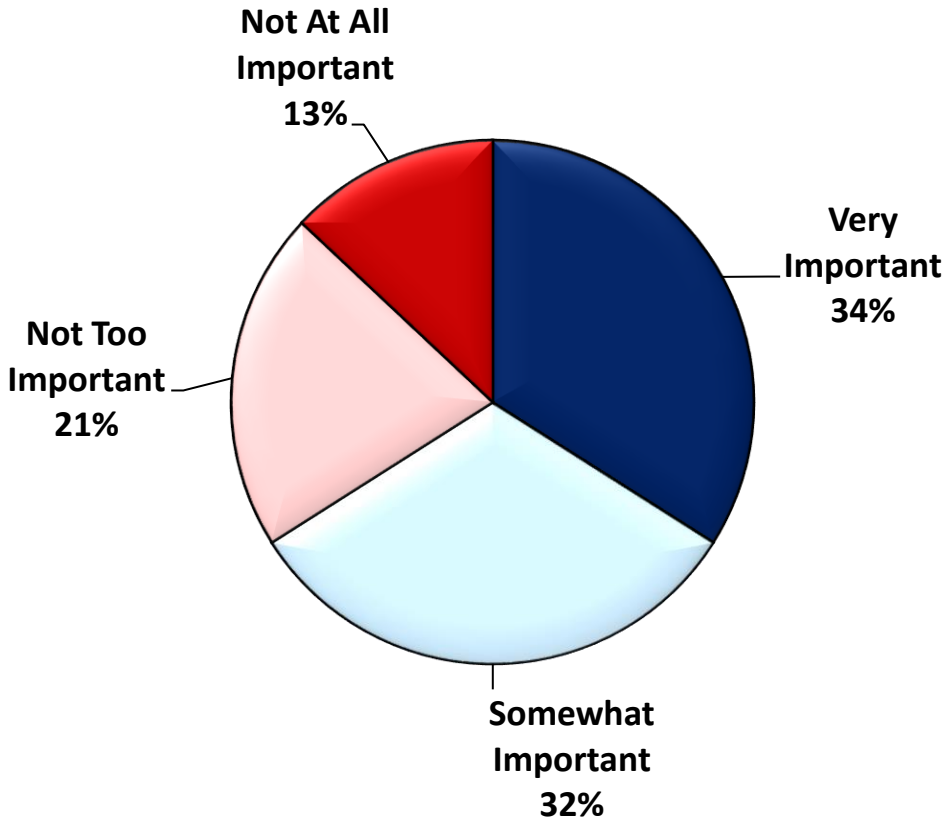
Climate Change

Less than half the voters now say climate change was important to their 2020 vote.

“How important was the issue of climate change to your vote in the November 2020 election?”

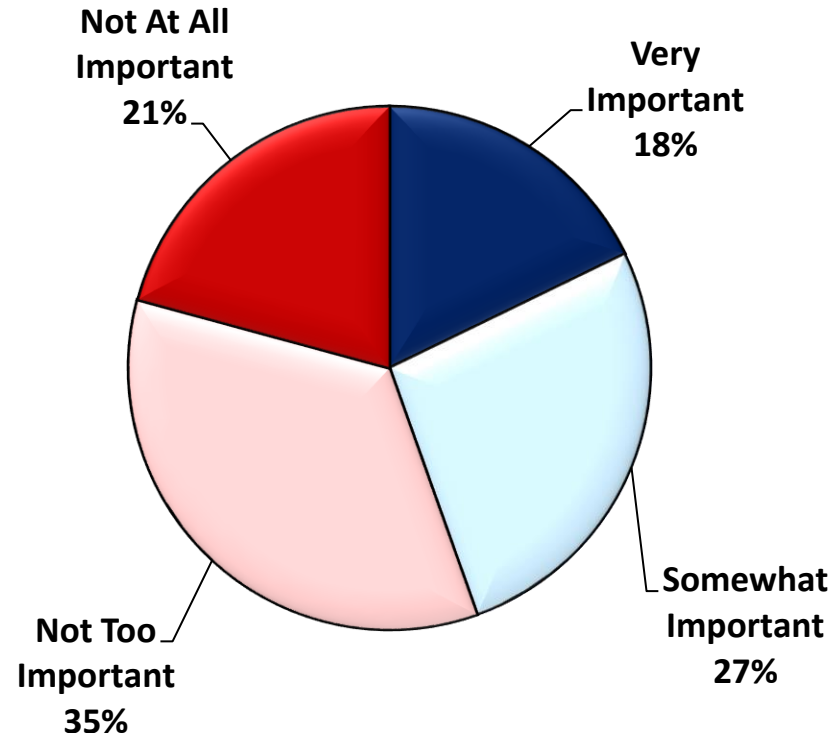
October 2020

Total Important	66%
Total Not Important	34%



December 2020

Total Important	44%*
Total Not Important	56%

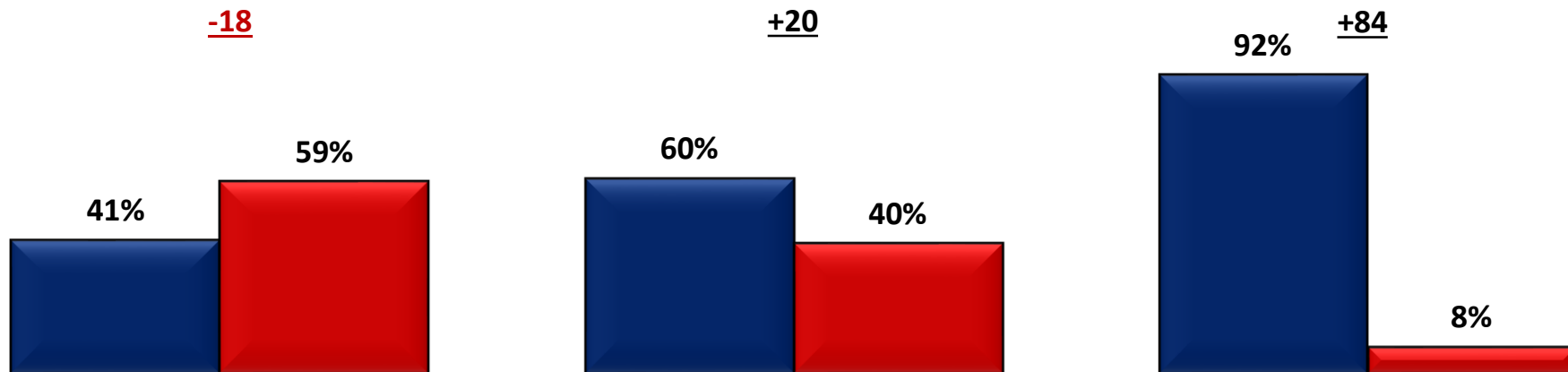


**Denotes Rounding.*

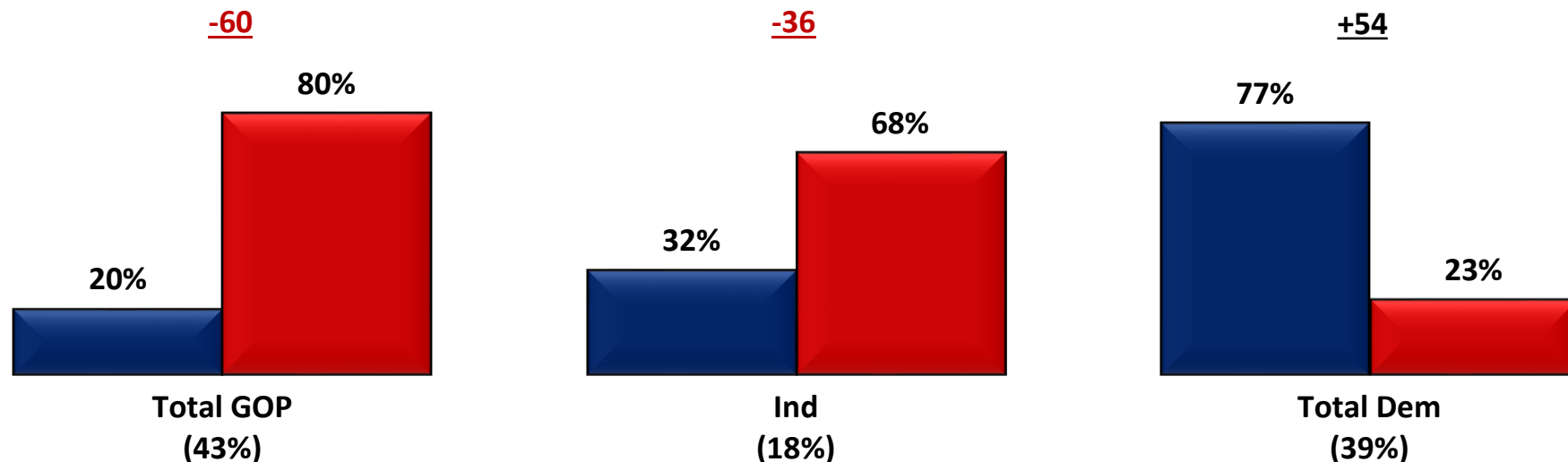
Independents flipped and now say climate change was a non-factor in their 2020 vote.

Climate Change Issue Importance to Vote Trend by Party

October 2020



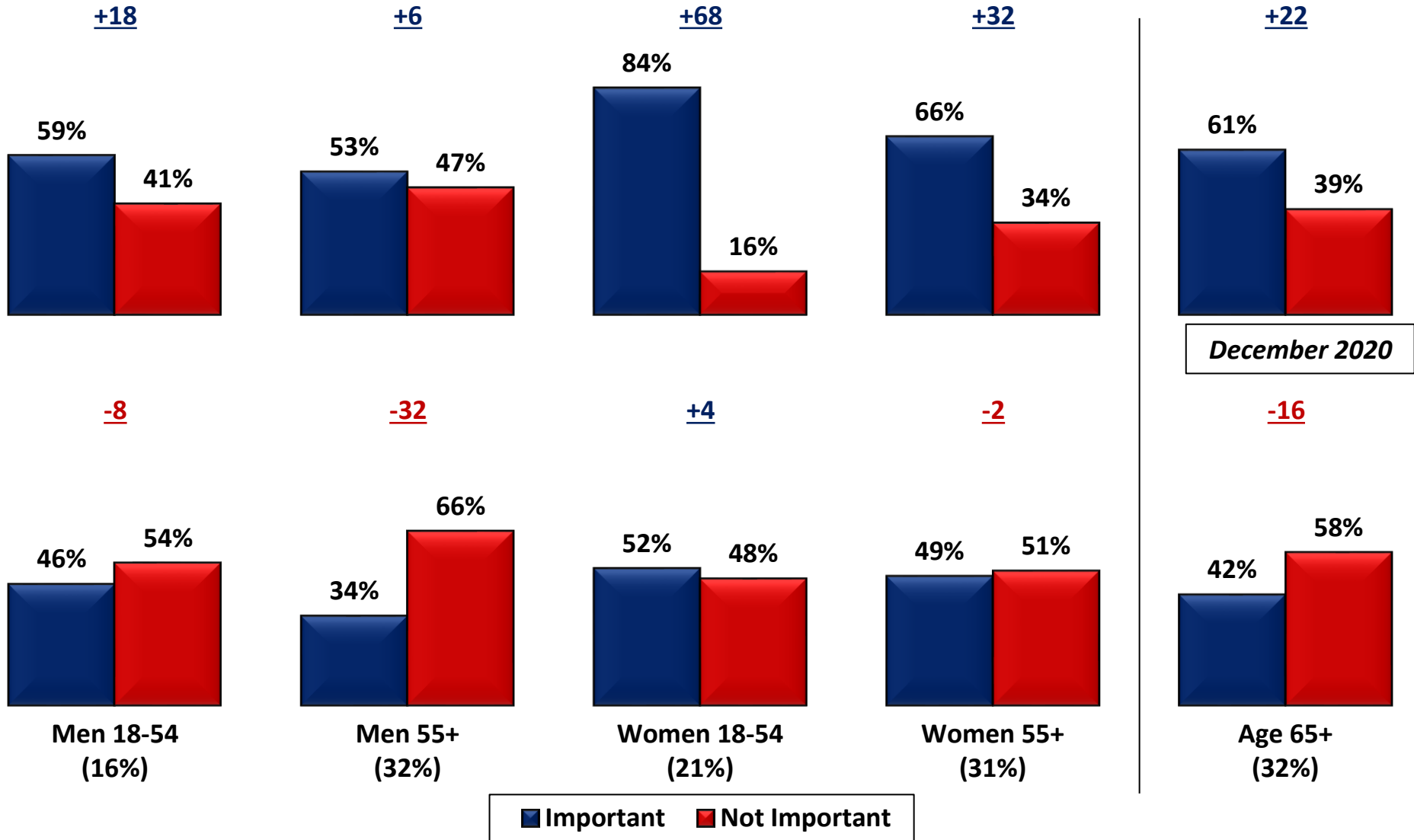
December 2020



■ Important ■ Not Important

Two-thirds of older men say climate change was not important to their vote.

Climate Change Issue Importance to Vote Trend by Gender/Age + Seniors

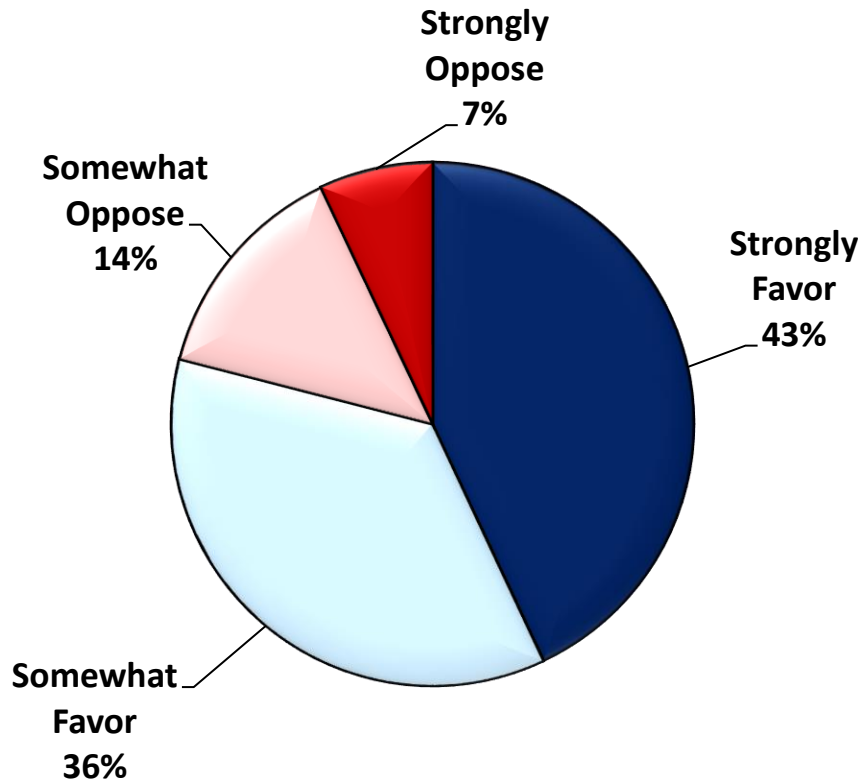


Over 80% of voters favor the government taking steps to reduce emissions of harmful gases.

“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?”

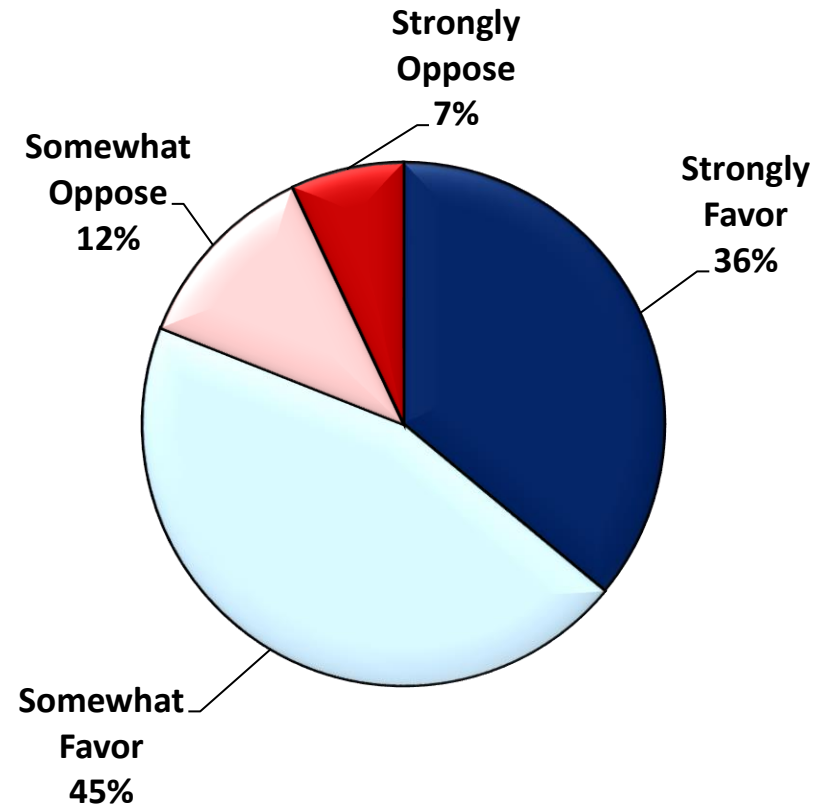
October 2020

Total Favor	79%
Total Oppose	21%



December 2020

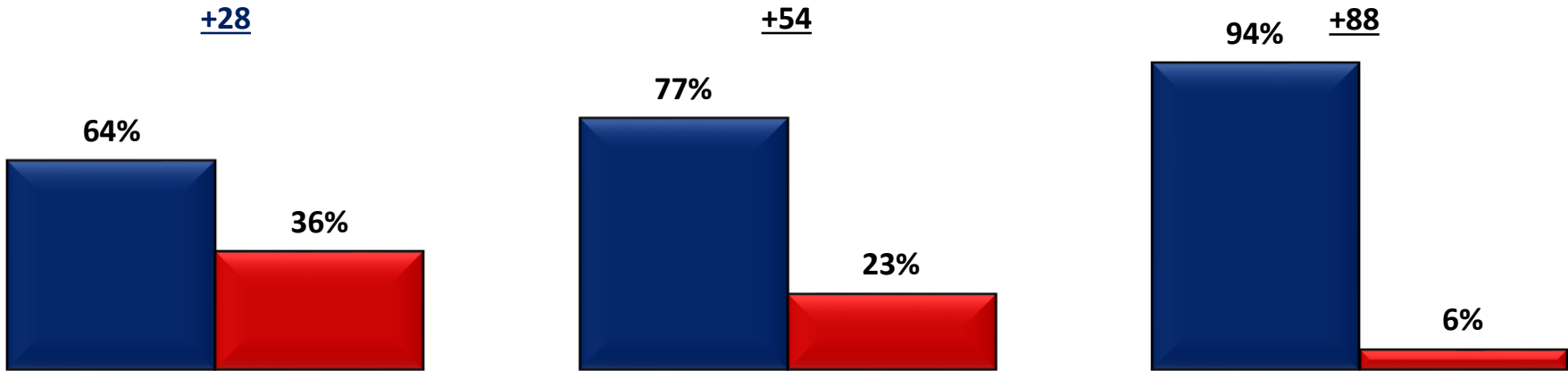
Total Favor	81%
Total Oppose	19%



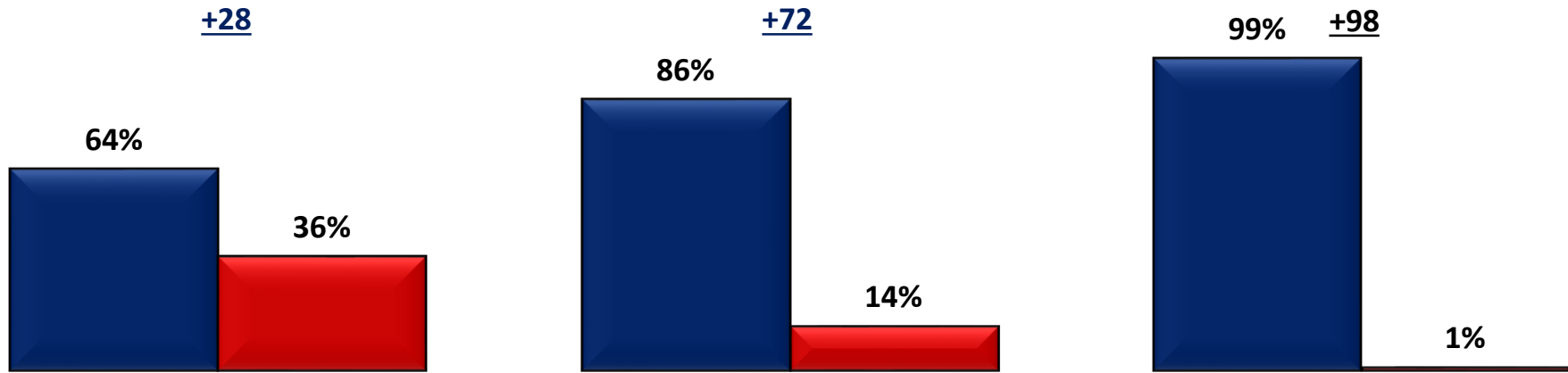
This is supported across party lines, with Democrats paving the way.

Government Action on Reduced Emissions Trend by Party

October 2020



December 2020



Total GOP
(43%)

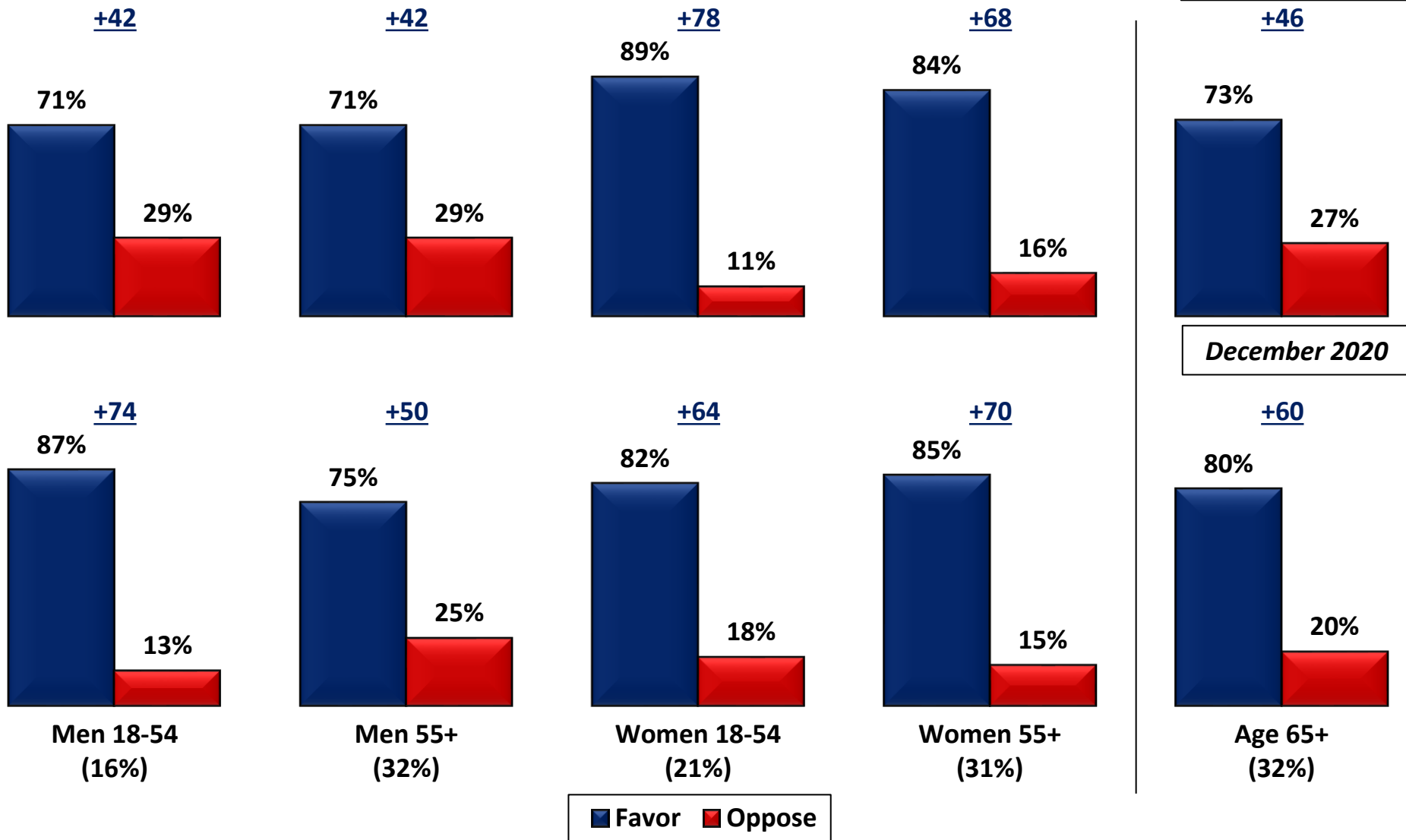
Ind
(18%)

Total Dem
(39%)



And has big support across gender/age lines.

Government Action on Reduced Emissions Trend by Gender/Age + Seniors



Over 90% of voters say climate change is a threat.

“Continuing to think about climate change... Please read the following statements about the impact of climate change on society, and after you read each one, please indicate which statement is closest to your own opinion...”

October 2020

December 2020

43%

38%

Climate change is an extreme threat.

31%

33%

Climate change is a threat to be considered.

17%

20%

Climate change is a minor threat.

9%

9%

Climate change is not at all a threat.

One-third of voters say a mix of these ideas is the best way to handle human caused climate change.

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

28%

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

19%

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

9%

Joining international agreements such as the Paris Climate Accord

6%

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

...or...

5%

Increased regulations to force businesses to comply with carbon emission standards

34%

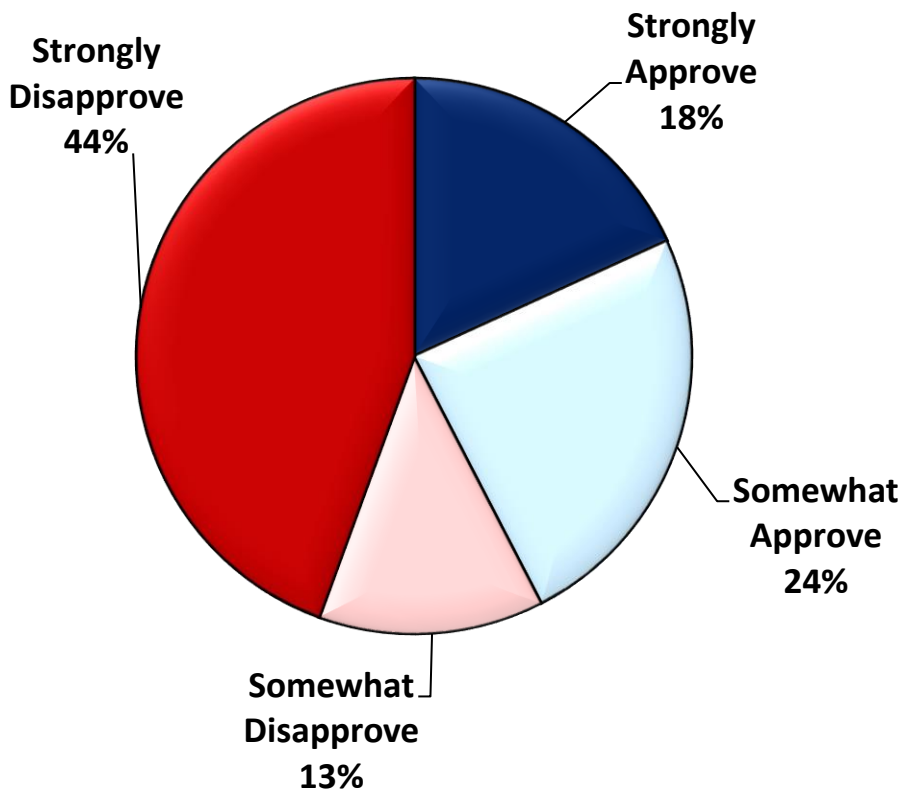
All of the above

Wisconsinites continue to disapprove of the way the GOP handles climate change.

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

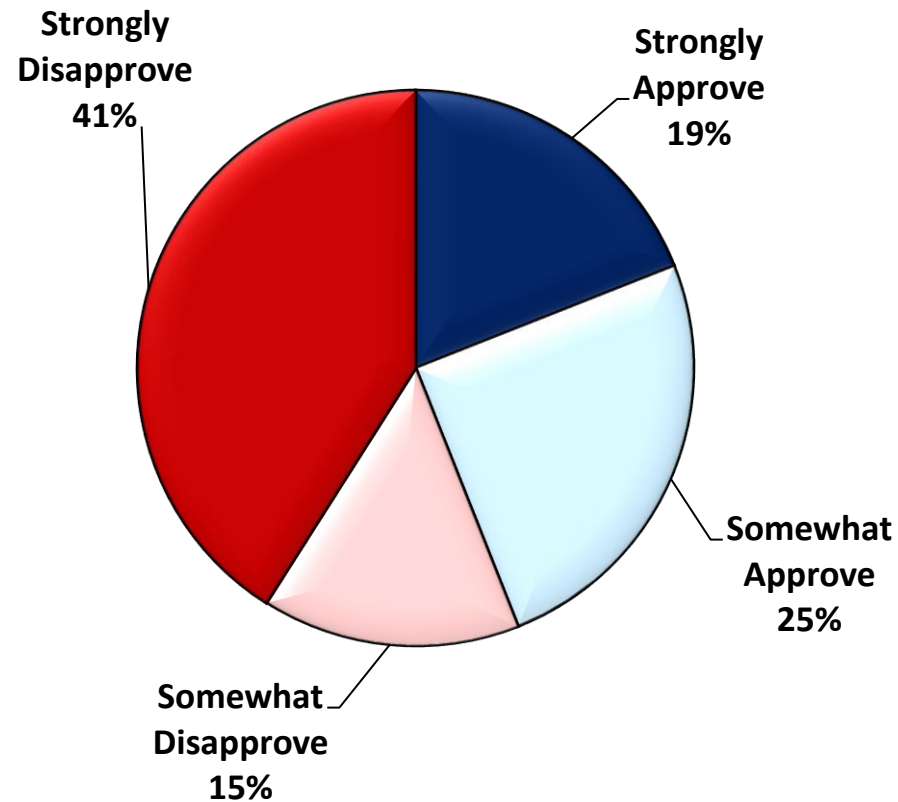
October 2020

Total Approve	42%
Total Disapprove	58%*



December 2020

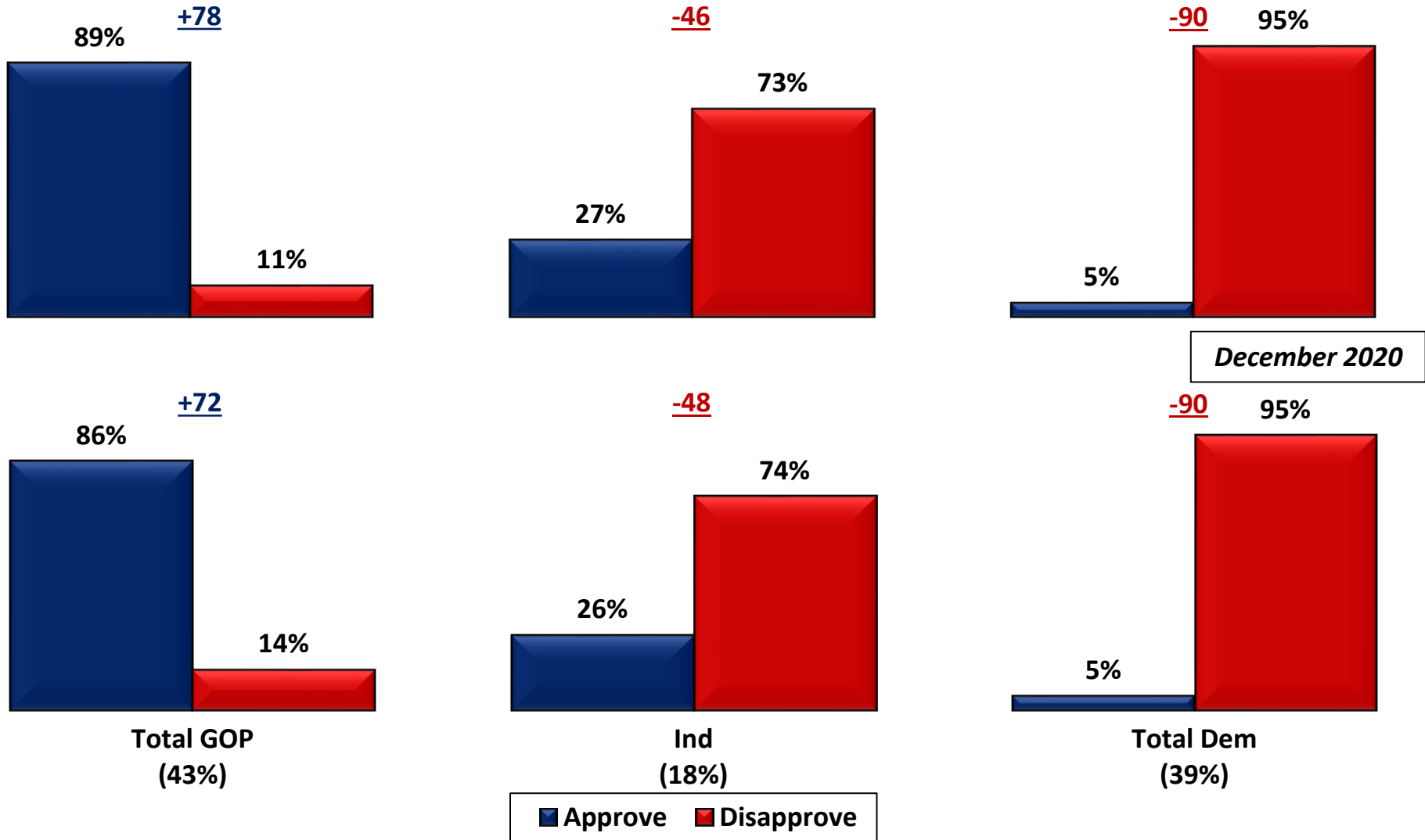
Total Approve	44%
Total Disapprove	56%



**Denotes Rounding.*

Three-quarters of Inds disapprove of the Republican Party's approach to climate change.

Republican Party Climate Change Approval Trend by Party

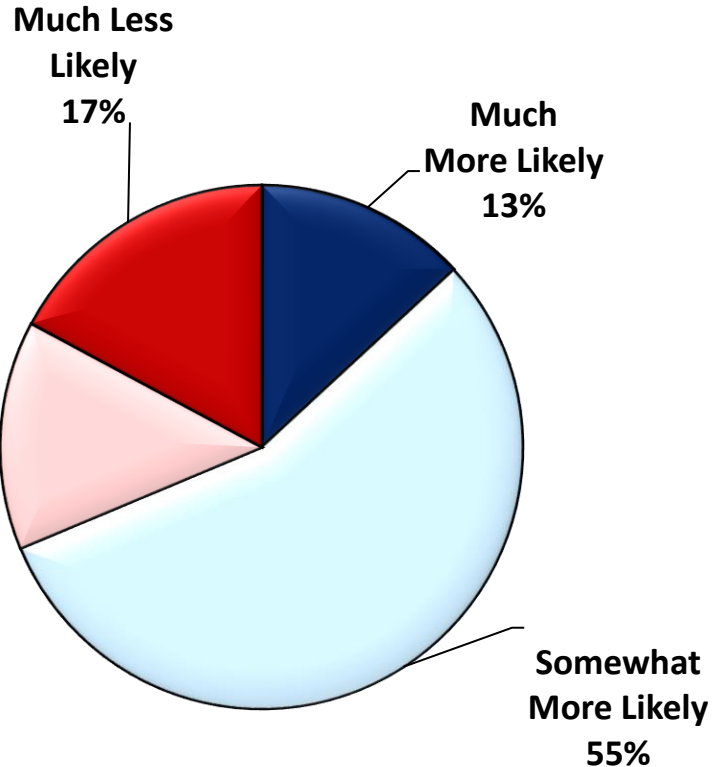


As in October, over two-thirds of voters are more likely to support a GOPer who supports an innovative approach to address climate change.

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

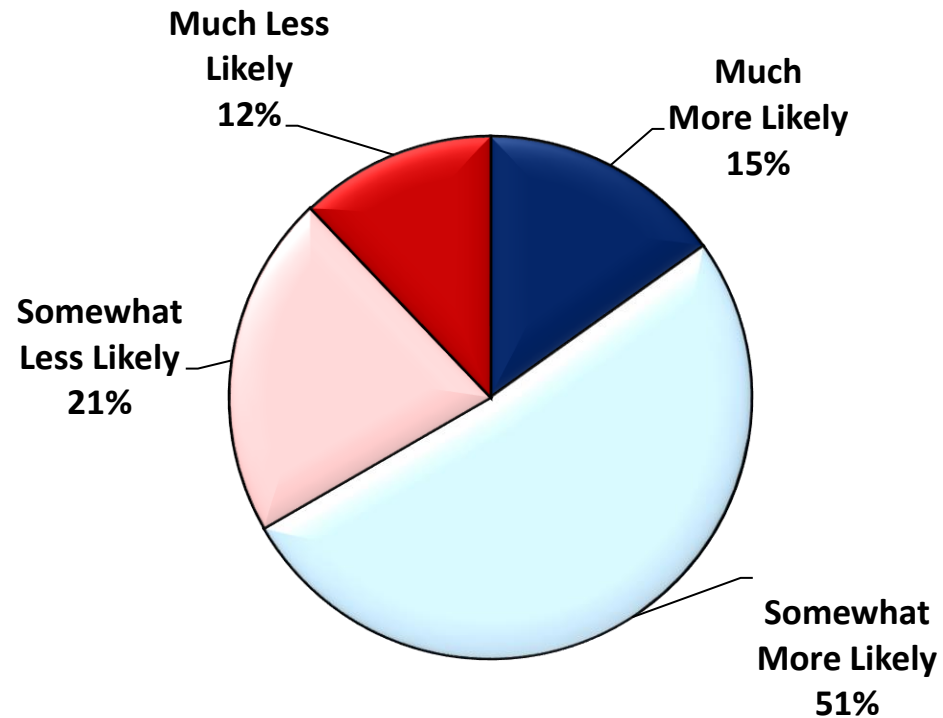
October 2020

Total More Likely	69%*
Total Less Likely	31%



December 2020

Total More Likely	67%*
Total Less Likely	33%



*Denotes Rounding.

Top Groups – More Likely to Support GOP Candidate

Top Groups – More Likely (67%)

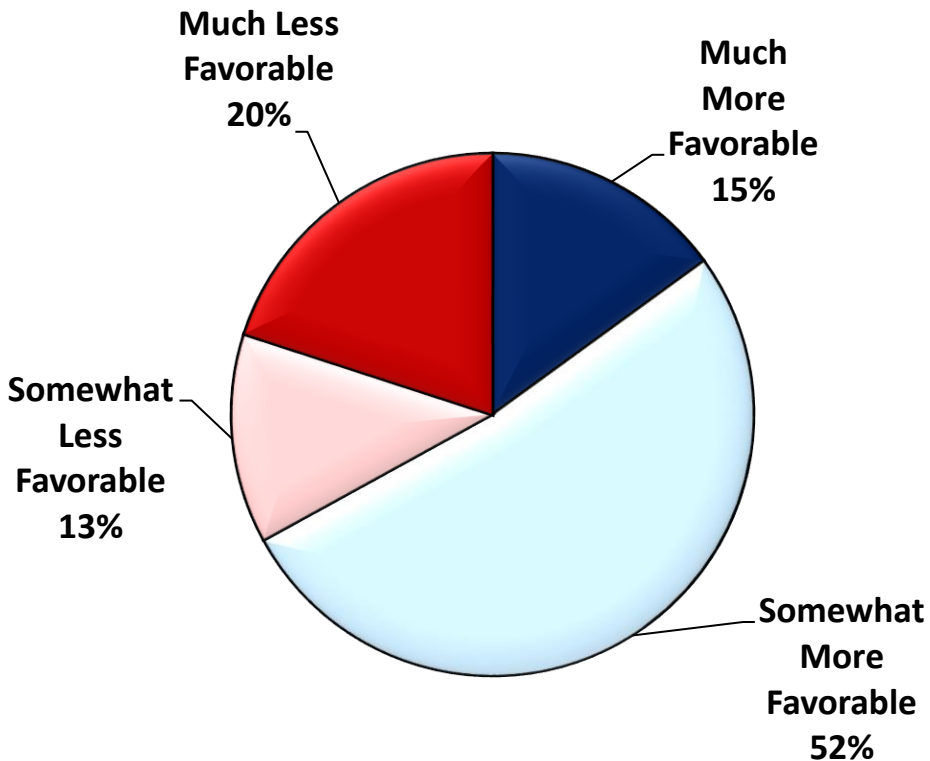
Wausau/Rhineland DMA/Region	88%
Women w/ Degree	80%
GOP Women	77%
Soft/Lean Dem	76%
Base GOP	75%
Liberal	75%
Women 18-54	74%

Embracing a conservative approach to addressing clean energy is a popular move for Wisconsin Congressional Republicans to make.

“Would your view of Congressional Republicans be more favorable or less favorable if they embraced a conservative approach to addressing clean energy by prioritizing technology innovation and competition?”

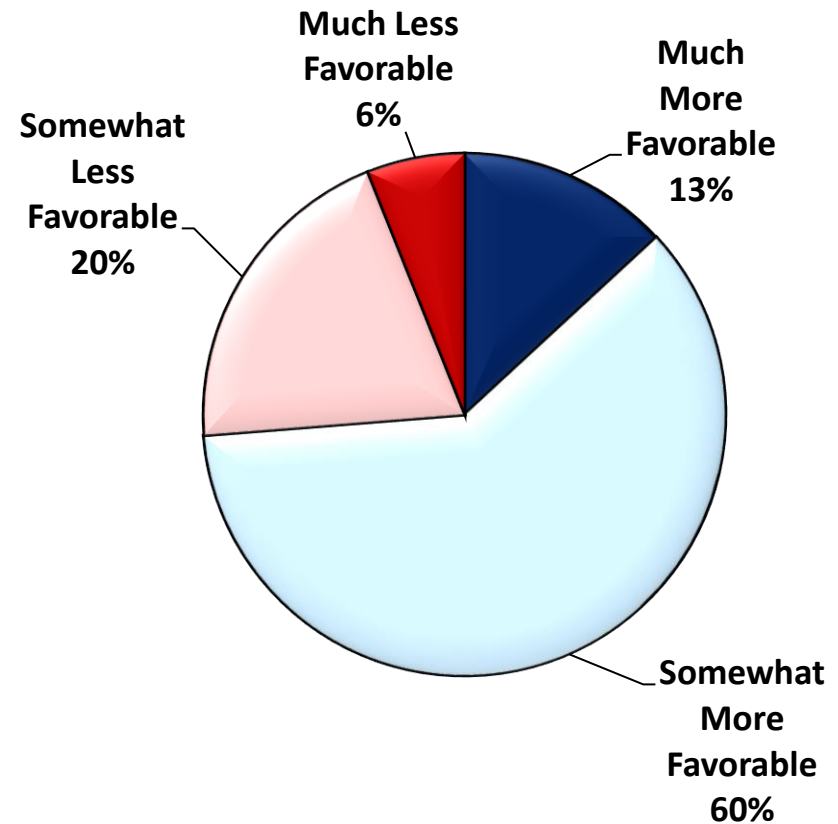
October 2020

Total More Favorable	67%
Total Less Favorable	33%



December 2020

Total More Favorable	73%
Total Less Favorable	27%*

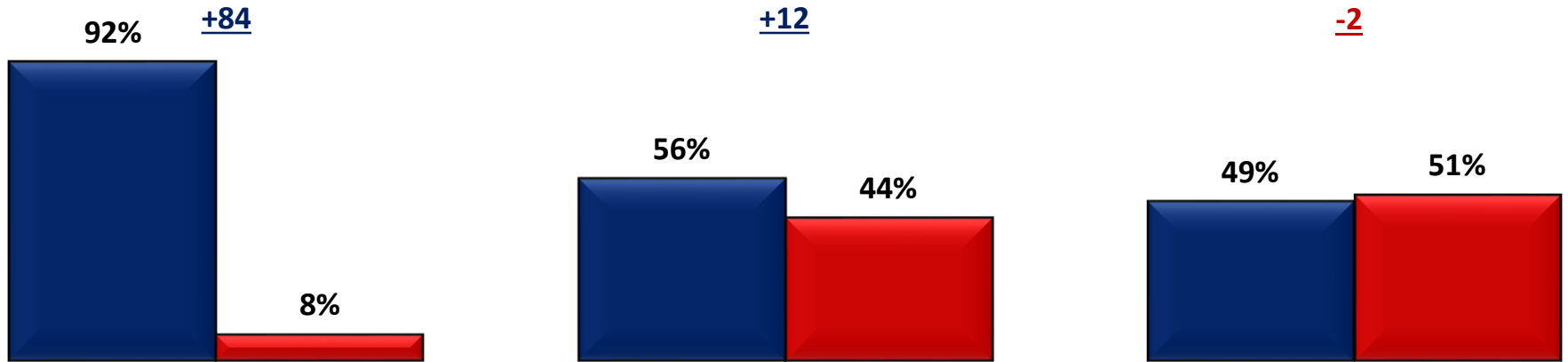


*Denotes Rounding.

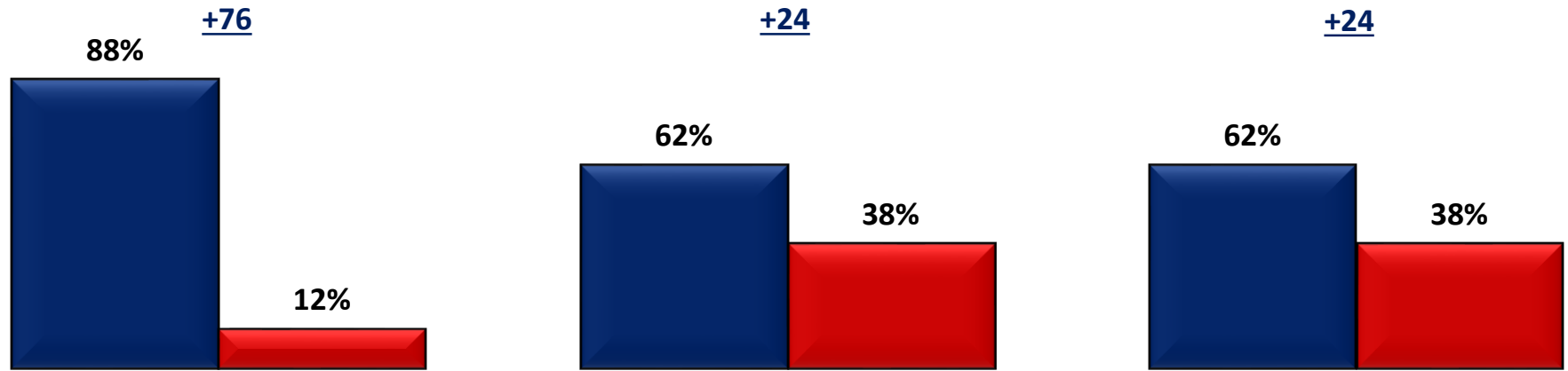
This tactic is support by Democrats as well.

Embrace Conservative Approach to Clean Energy/Climate Change Trend by Party

October 2020



December 2020



Total GOP
(43%)

Ind
(18%)

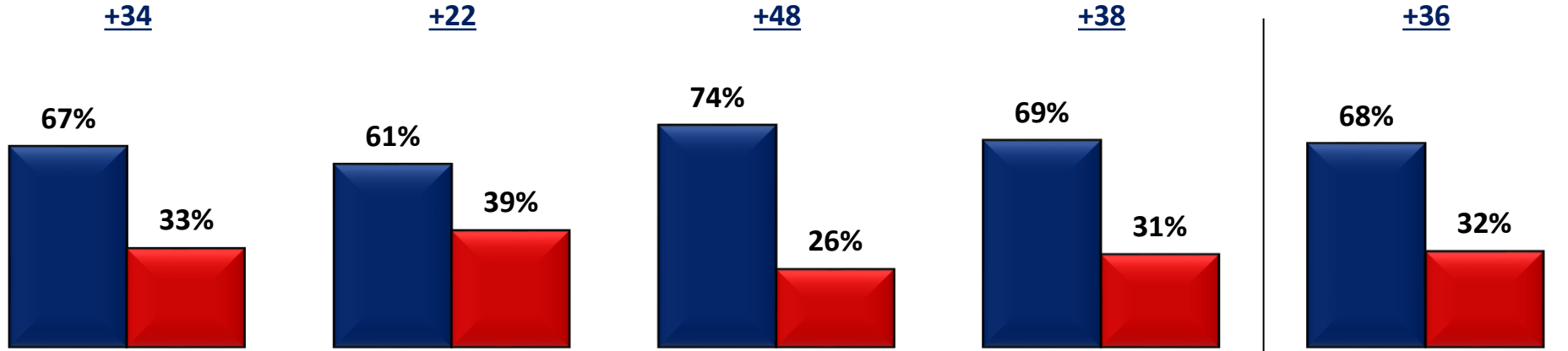
Total Dem
(39%)

■ More Favorable ■ Less Favorable

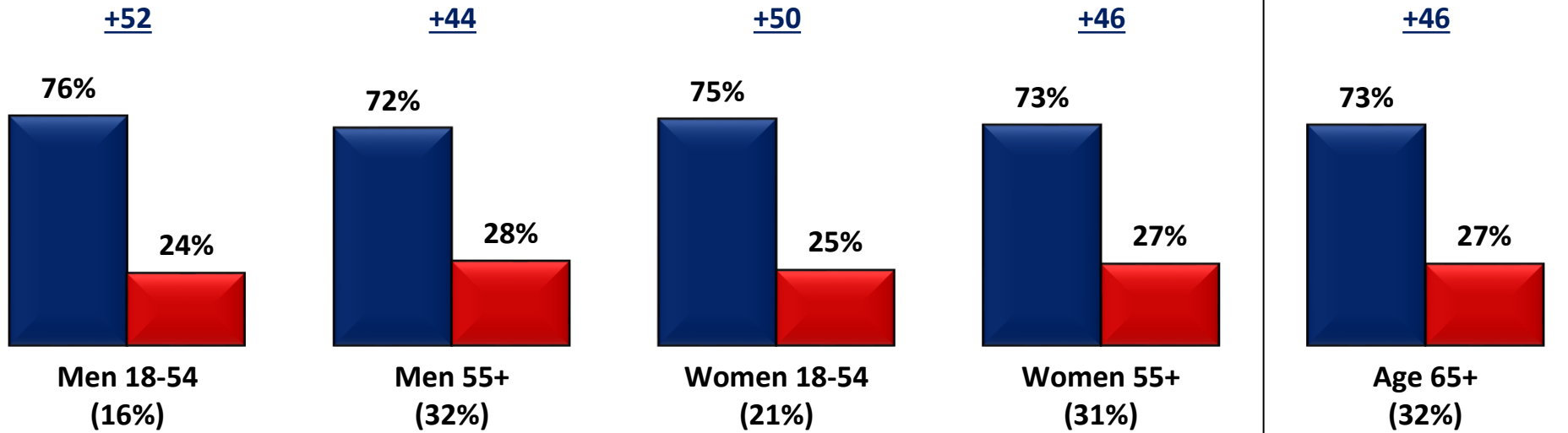
Over 70% of voters across gender/age lines would be more favorable to Congressional GOPers who do this.

Embrace Conservative Approach to Clean Energy/Climate Change Trend by Gender/Age + Seniors

October 2020



December 2020



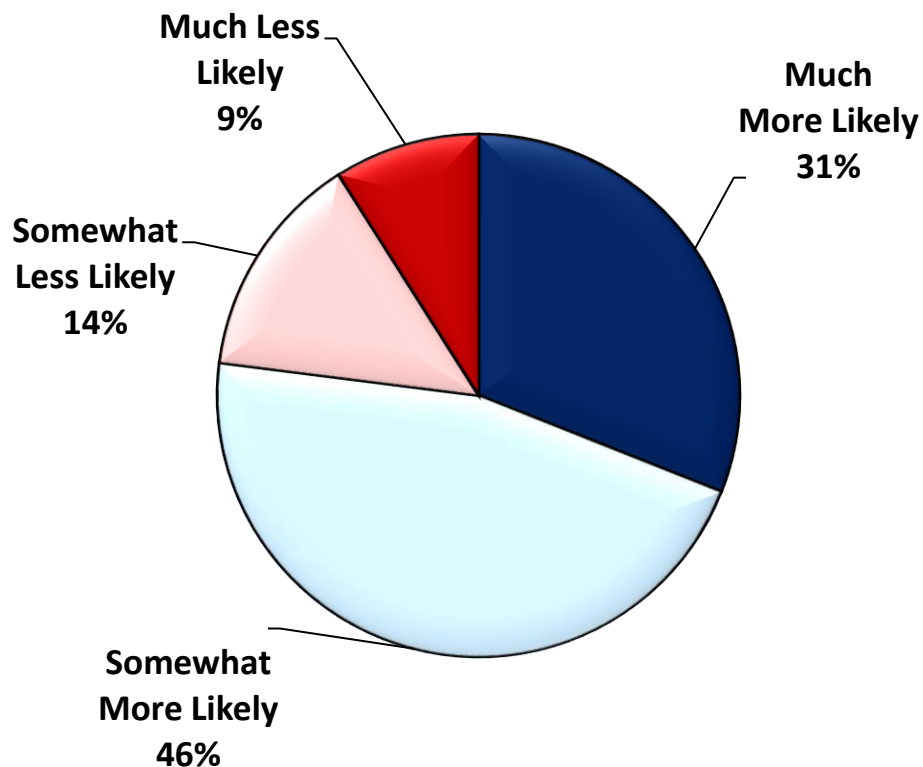
More Favorable Less Favorable

Although support slipped from October, nearly 70% of voters would be more likely to support a candidate who believes in human caused climate change.

“Are you more likely or less likely to support a candidate for public office who believes human activity is contributing to climate change?”

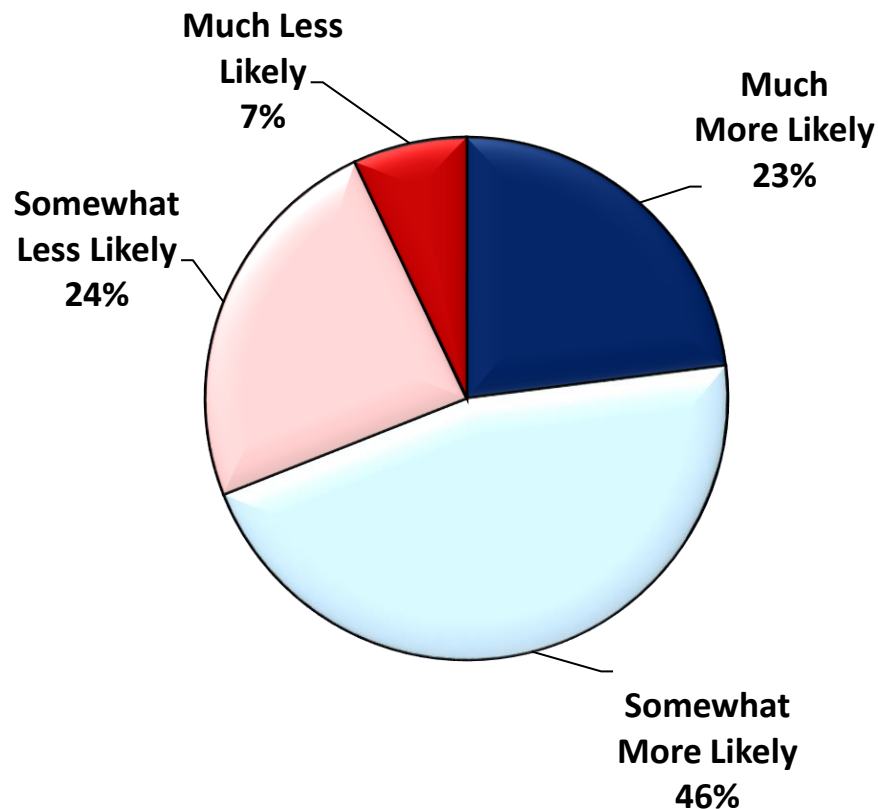
October 2020

Total More Likely	78%*
Total Less Likely	22%*



December 2020

Total More Likely	69%
Total Less Likely	31%

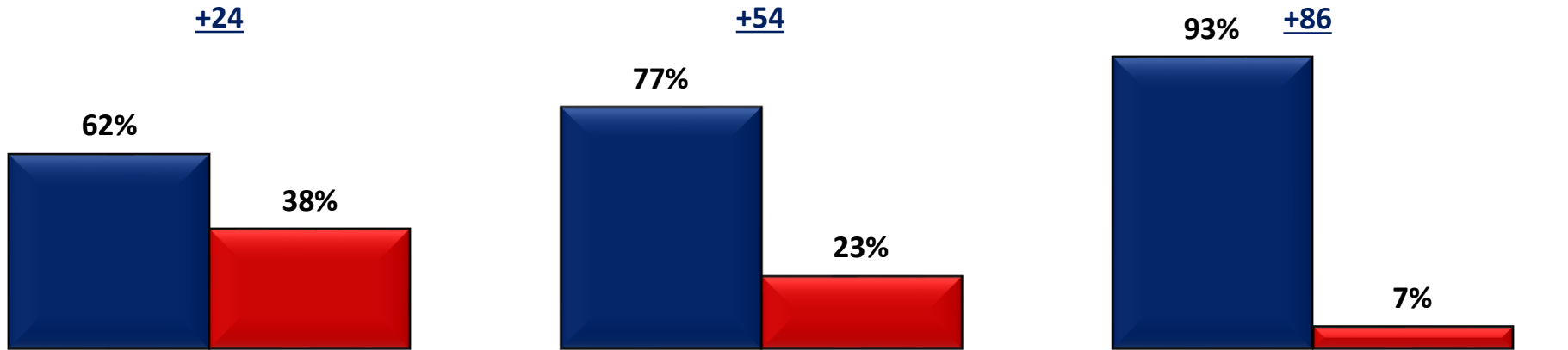


*Denotes Rounding.

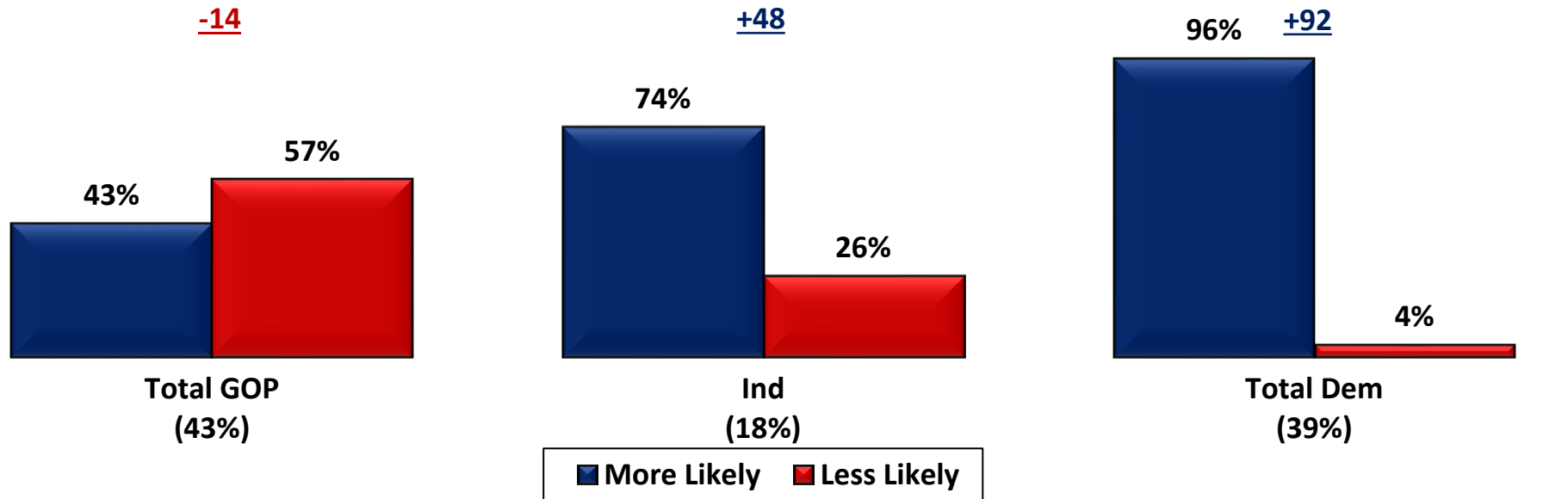
However, Republicans are less likely to support a candidate who believes in human caused climate change.

Climate Change Candidate Trend by Party

October 2020



December 2020



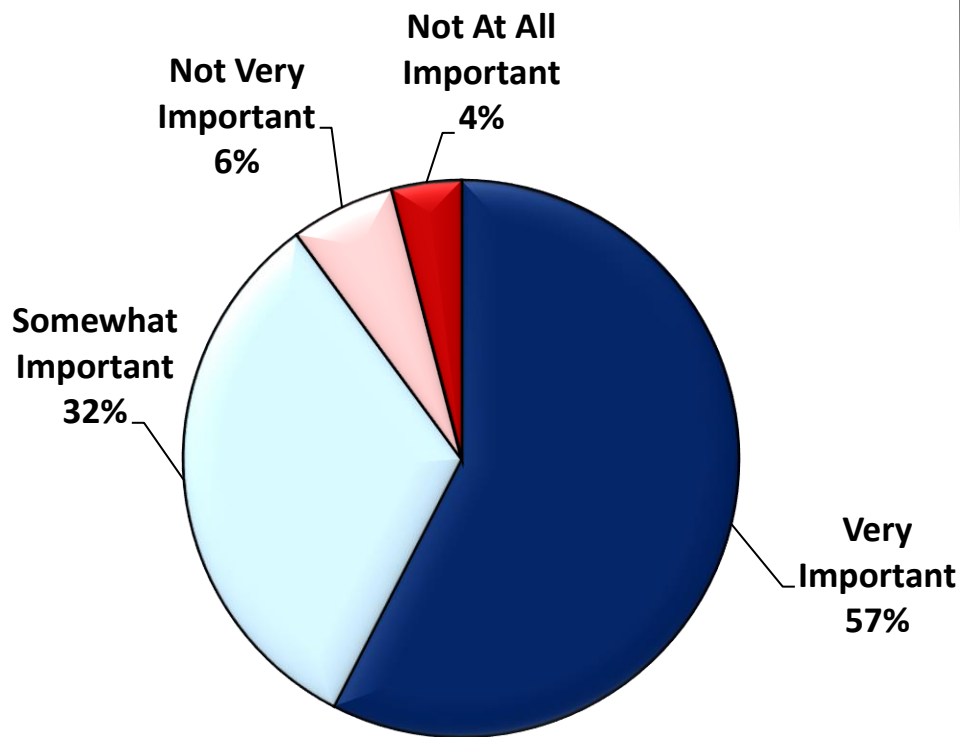
The Electric Grid

Nearly all voters in Wisconsin agree it is important to protect the electricity grid from future disasters.

“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?”

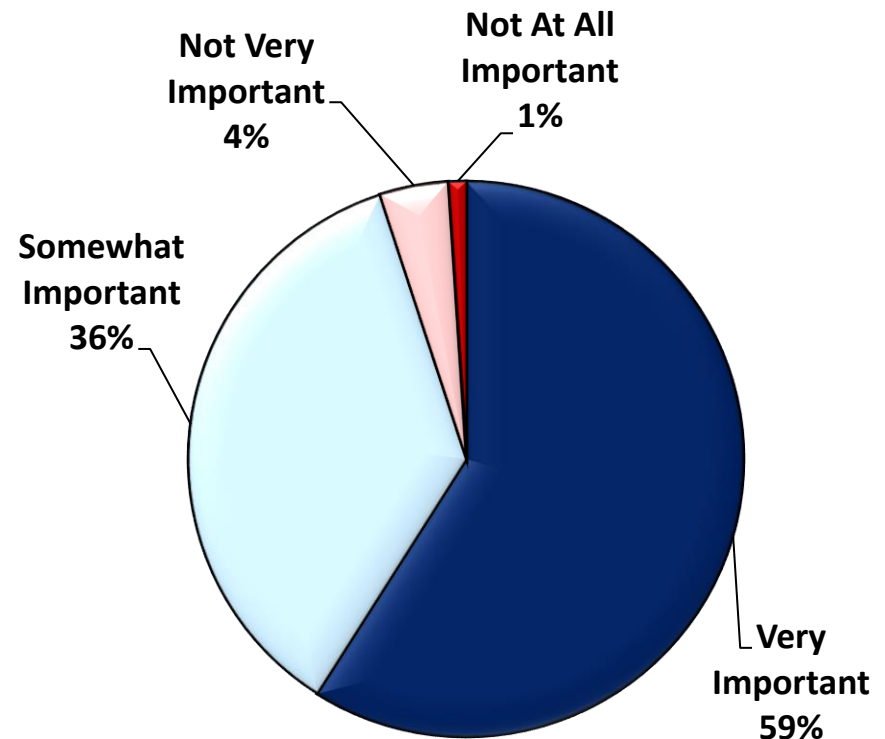
October 2020

Total Important	89%
Total Not Important	11%*



December 2020

Total Important	95%
Total Not Important	5%



*Denotes Rounding.

Top Groups – Very Important to Take Steps To Protect Electricity Grid

Top Groups – Very Important (59%)

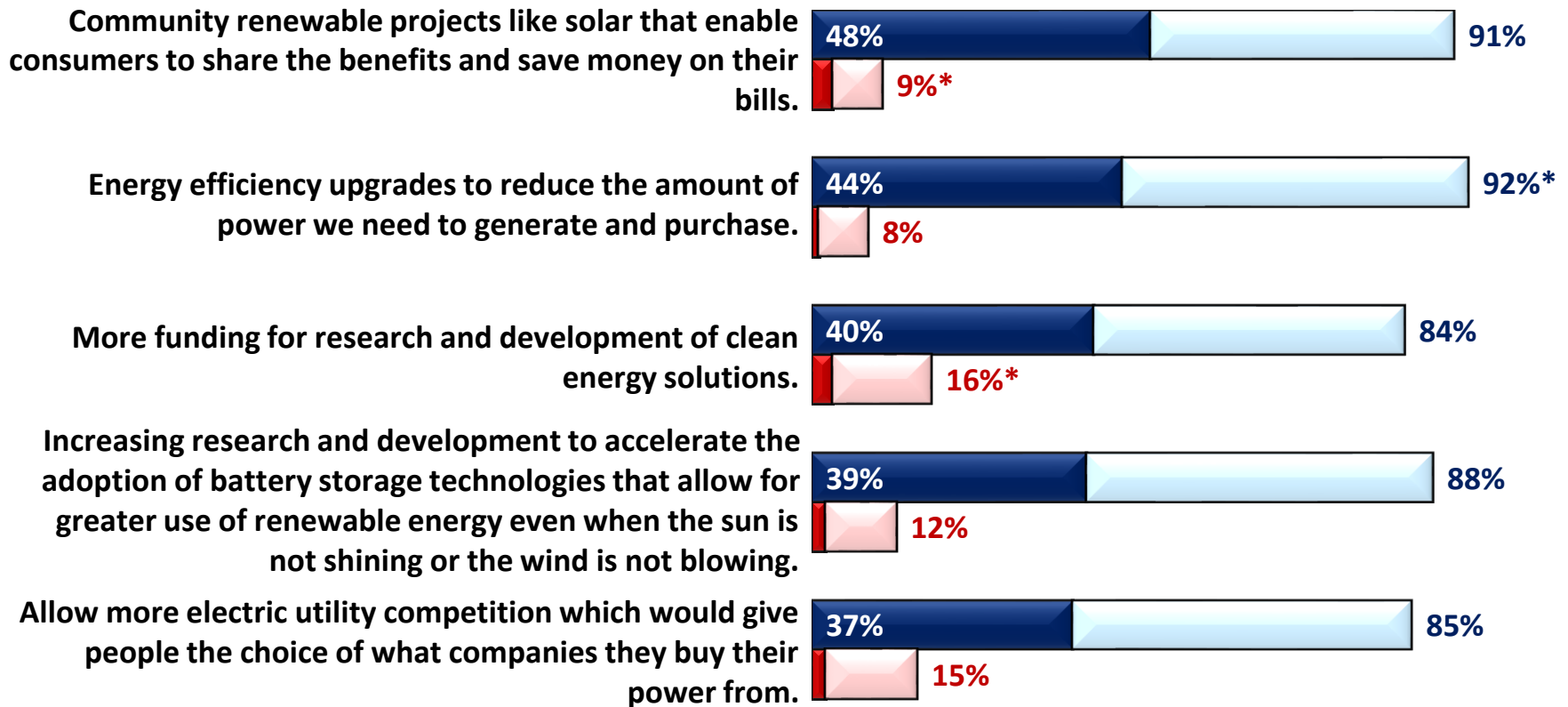
Total Minority	82%
Base Dem	78%
Dem Women	77%
Liberal	75%
Total Dem	73%
Moderate Dem	73%
White Dem	71%
Ind Women	71%
Soft/Lean Dem	67%
Women 55+	67%
Grad/Prof	67%
Dem Men	67%
Men 18-54	66%
Women w/ Degree	66%
Madison DMA/Region	65%
Women	65%
Women w/o Degree	65%

Clean Energy Policy Proposals

Voters favor policies that emphasize community projects, energy upgrades, and give more funding to research.

“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

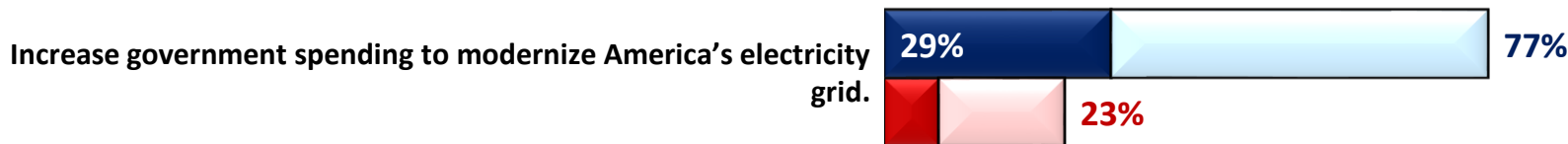
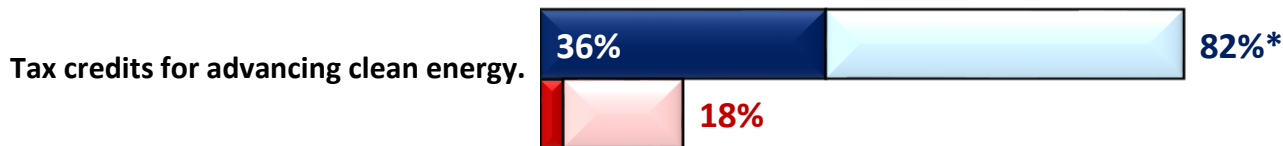


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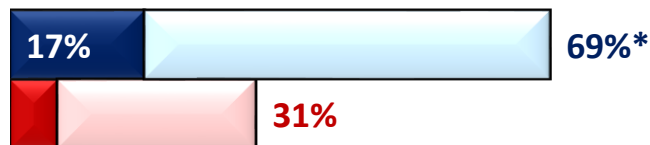
Cutting regulations, giving tax credits, and the modernization of the electricity grid are also popular.

“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



As you may know, Carbon Capture and Storage is a technology that can trap and prevent carbon dioxide emissions, also known as "C O Two", produced in electricity generation and industrial processes and stop the byproduct from entering the earth’s atmosphere. Adding Carbon Capture and Storage to power plants may increase the cost of electricity but would help protect the environment.

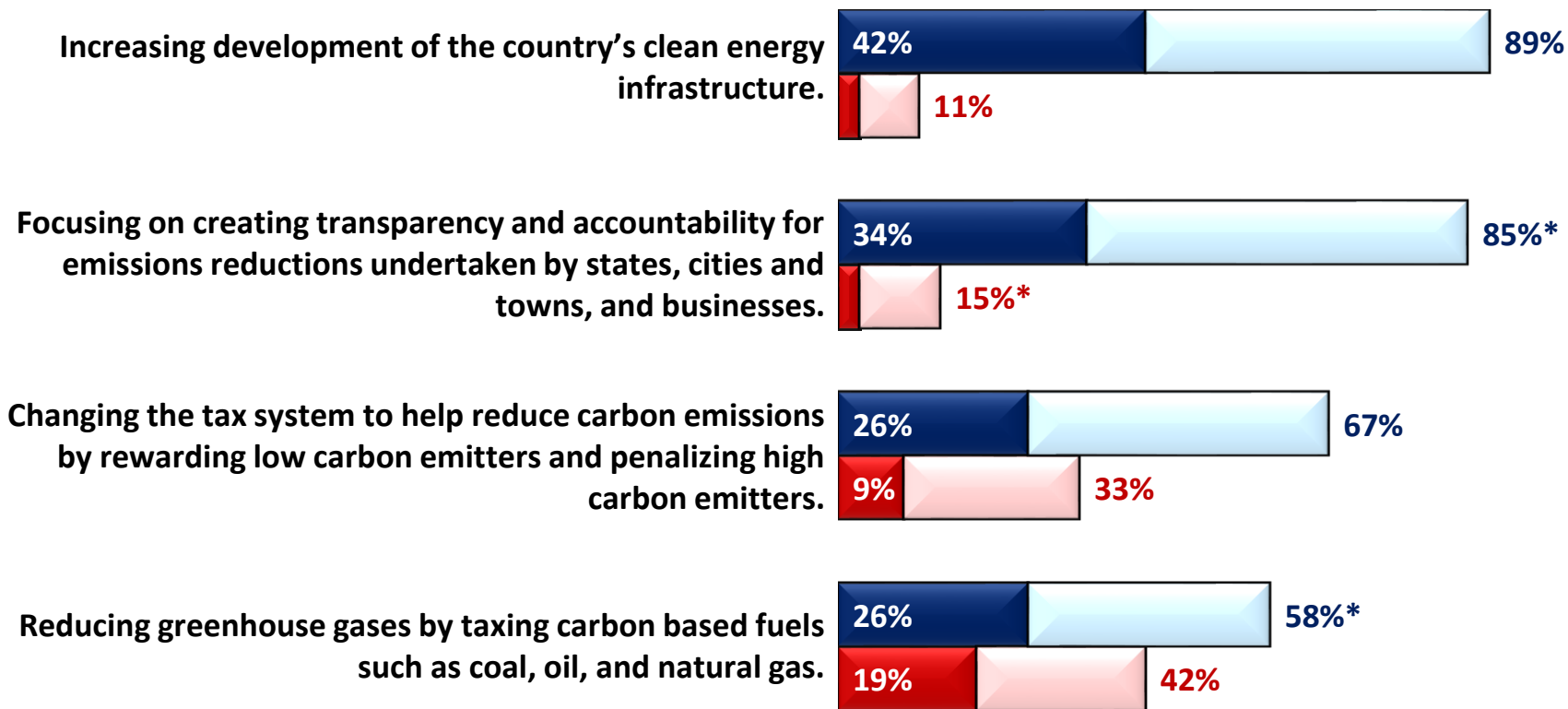


**Denotes Rounding.*

Voters strongly support improving the country's clean energy infrastructure and increasing transparency for 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 by % Strongly Support

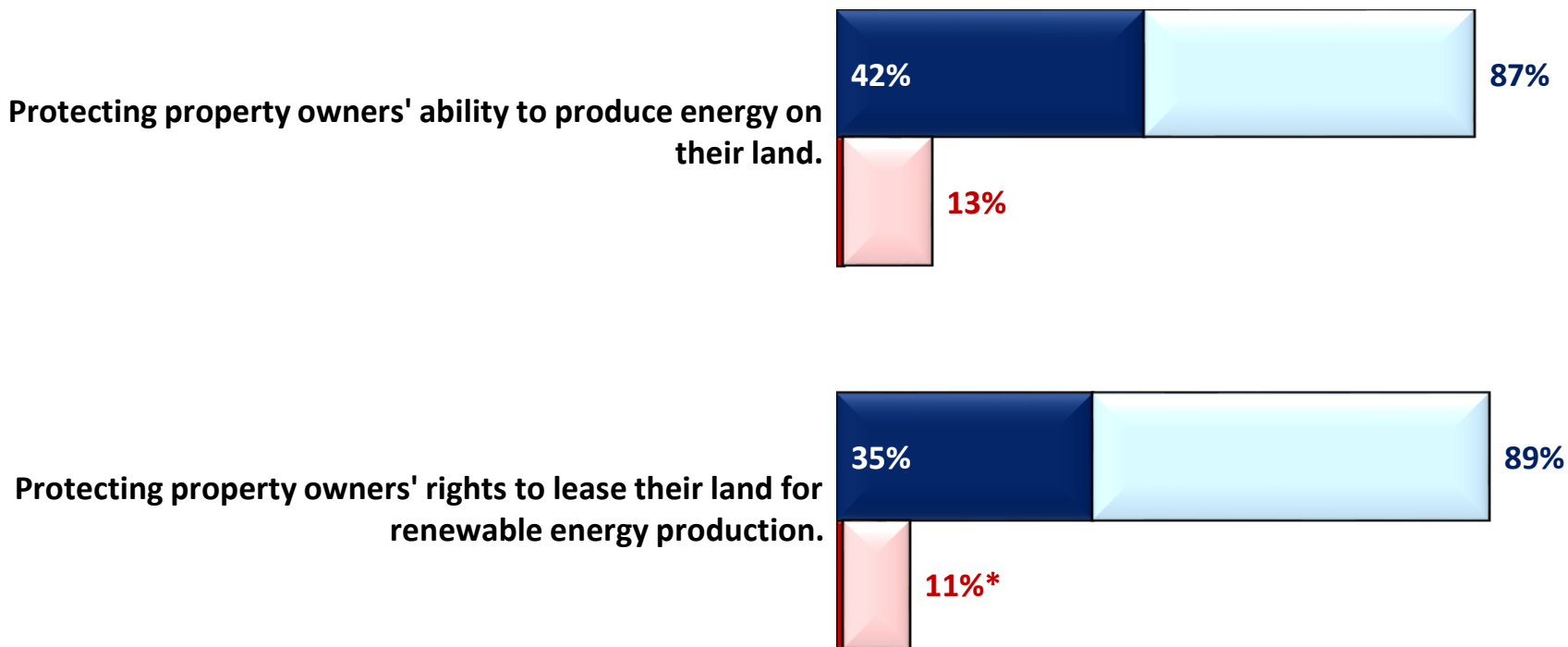


*Denotes Rounding.

Protecting property owners and their ability to produce energy on their land is highly important to voters.

“Now, please read the 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 at all important.”

Ranked by % Very Important



*Denotes Rounding.

Message Testing

A slim majority of voters say electric vehicle owners should have to pay gas taxes to subsidize the cost of charging stations.

“Thinking about infrastructure needs for electric vehicles, like charging stations and the roads and highways they travel on, electric vehicle charging stations are often paid for by state governments, which fund these stations with resources collected from the gas tax. Thinking about infrastructure needs for electric vehicles, like charging stations and the roads and highways they travel on, electric vehicle charging stations are often paid for by state governments, which fund these stations with resources collected from the gas tax.”

53%

Some people say that many owners of electric vehicles are wealthy and they should not be exempt from paying gas taxes that subsidize the cost of charging stations for their cars or without having to pay into the maintenance for the roads and highways they also use. There should be a tax for electric vehicles so owners of these are paying their fair share to fund our roads, highways, and the charging stations for their automobiles.

...while...

47%

Other people say that owners of electric vehicles pay more for those automobiles because they are more costly to begin with, and they are also helping the environment by not using fossil fuels that create emissions, and therefore owners of electric vehicles should not be subject to special taxes but encouraged to drive them. People who buy electric vehicles are helping lead the nation’s transition from gas-powered cars and are taking on risks by spending on this new technology. They should be credited, not punished.

Six-in-ten Wisconsin voters say net metering is fair.

“Changing topics slightly... As you may know, thirty-four states have a policy called net metering that allows homeowners, businesses, local school districts, and other organizations to get full retail credit for the extra energy their rooftop solar panels produce. This extra solar energy goes onto the electricity grid for the utility company to sell at the full retail rate to other customers. Please read the following two statements about this, and please indicate which one comes closer to your own point of view.”

61%

Some people say net metering is fair because it encourages the development of solar resources, and other customers benefit from the extra solar energy that goes onto the electricity grid.

...while...

39%

Other people say net metering is unfair because solar customers use the electricity grid, too, and need to pay a fair rate for their use. They say that otherwise, solar customers' use of the electricity grid becomes subsidized by non-solar customers.

Renewable wind and solar projects in rural areas are extremely popular with Wisconsin voters.

“Renewable energy development is becoming increasingly common in rural landscapes across the country. Most of them are utility scale projects of wind and solar. Now, please read the following two statements and after you read each one, please indicate which statement comes closest to your own opinion...”

80%

Supporters of renewable wind and solar projects in rural areas say those projects are good because they boost the income of farmers, helping them to survive financially and maintain their family farm.

...while...

20%

Opponents of renewable wind and solar projects in rural areas say those projects are bad because they ruin beautiful views, kill birds, and take some good farmland out of production.

As is creating a new electricity system to give consumers a choice and help the environment.

"Now, please read two additional options about purchasing electricity, and please indicate which one you prefer."^

"Now, please read two additional options about purchasing electricity, and please indicate which one you prefer."^^

86%

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...

14%

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

78%

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...

22%

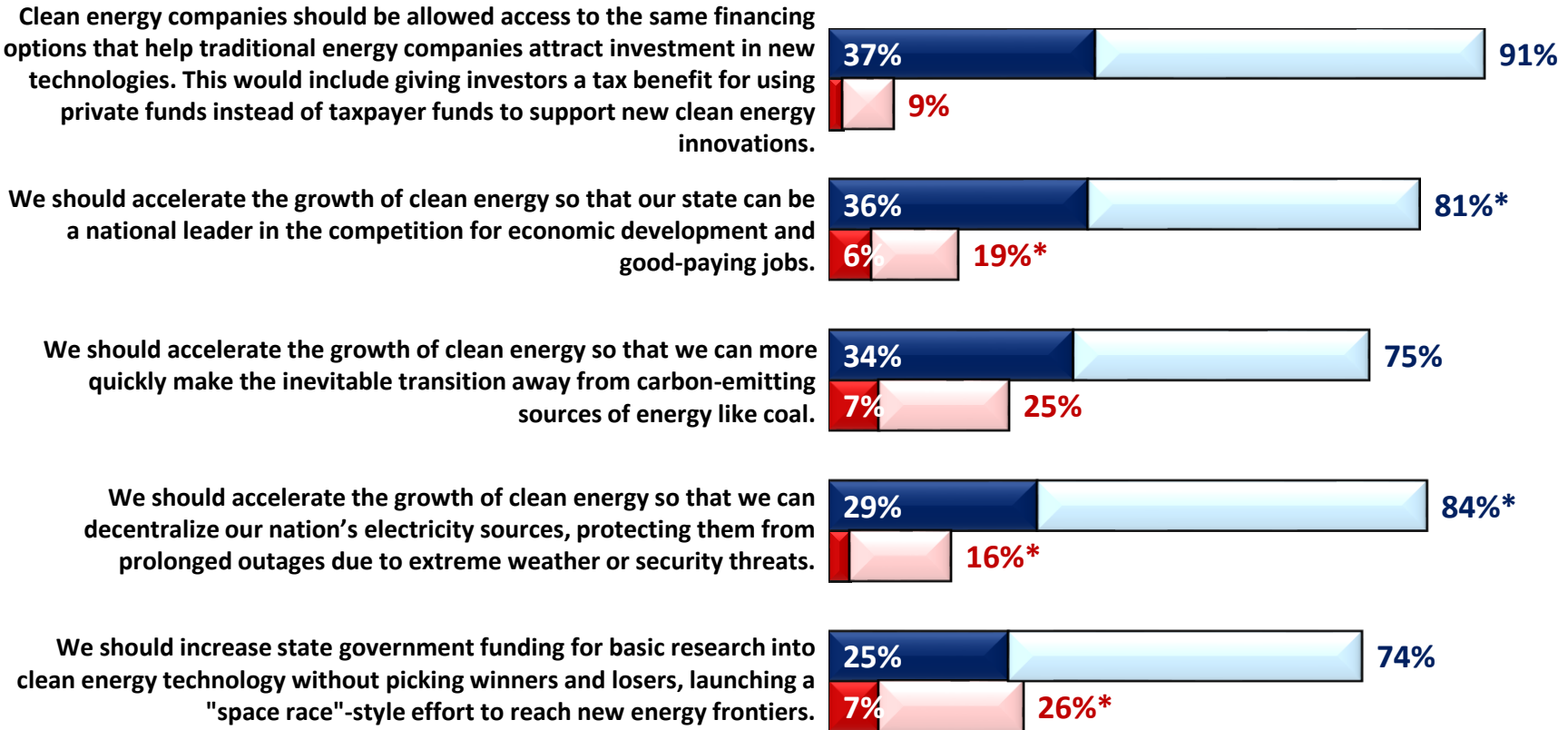
The current electricity monopoly system works fine as it is, and change will only end up creating confusion, reducing reliability, and resulting in higher costs for consumers.

^Split Sample A, N=142; ^^Split Sample B, N=158.

Statements focused on equalizing access for clean energy companies and emphasizing economic growth resonate well.

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



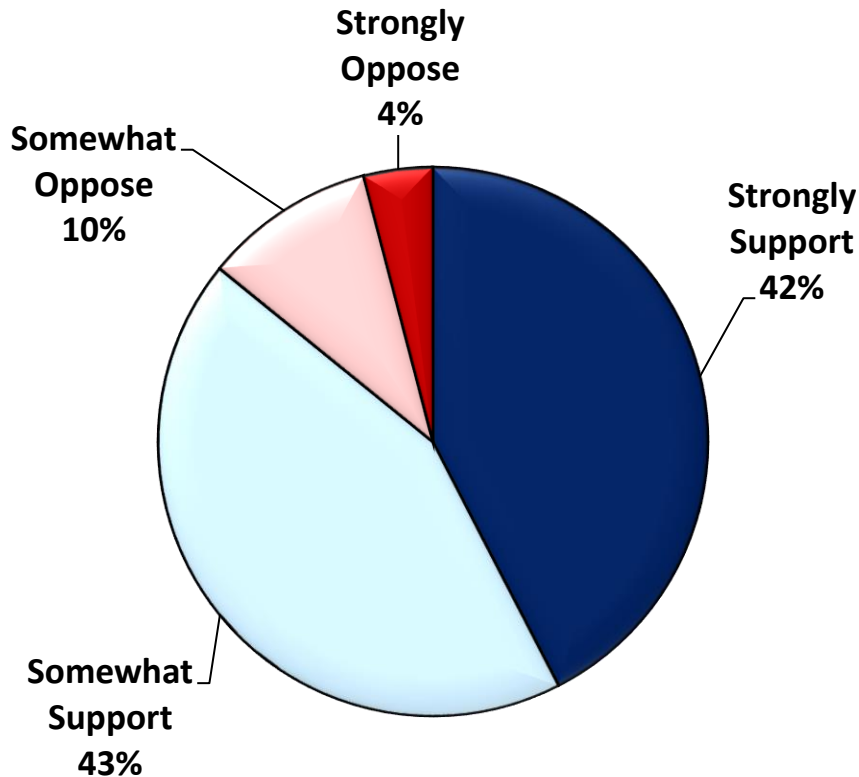
*Denotes Rounding.

After messaging, there is no significant change in support. Over 80% of voters still favor government action for clean energy.

“And now that you have heard some more information, do you support or oppose the government taking action to accelerate the development and use of clean energy in the United States?”

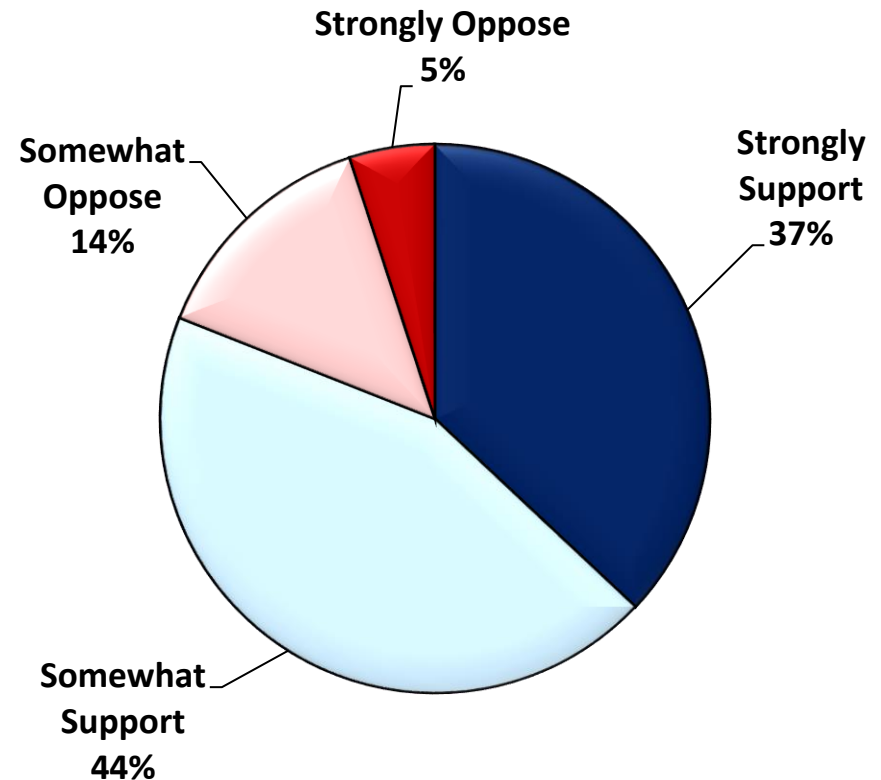
Initial

Total Support	85%
Total Oppose	15%*



Informed

Total Support	81%
Total Oppose	19%



*Denotes Rounding.

Texas Wind Farm Project Statement

“Thinking about an issue that has been in the news recently... As you may know, there is a large proposed wind farm project near a major Air Force base in Texas. Please read the following information about the controversy surrounding the proposal, and please indicate how concerned you are about this proposal.

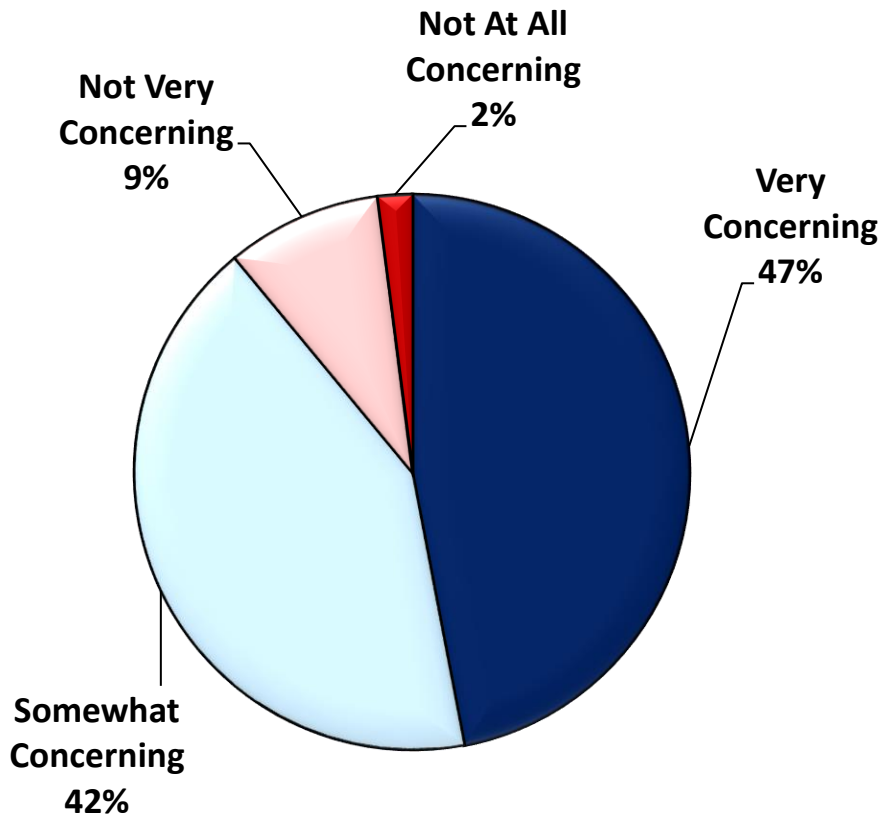
The primary owner of the proposed wind farm is a Chinese billionaire who has close ties to the Chinese military and the Communist Party of China. Opponents of the project are worried about the proximity of the large wind farm to a key military installation and when completed, the project may allow this Chinese company access to national security threat assessments. Opponents also say the Chinese owned energy company may have the ability to disrupt a part of our nation’s energy grid.”

Nearly half the voters find this proposal extremely concerning.

“Now that you have heard more about this issue, how concerning is the proposal to you – very concerning, somewhat concerning, not very concerning, or not at all concerning?”

Overall

Total Concerning	89%
Total Not Concerning	11%



Top Groups – Very Concerning (47%)

Women 55+	64%
Somewhat Conservative	63%
Base GOP	62%
Total Conservative	62%
GOP Women	61%
Very Conservative	61%
Total GOP	60%
La Crosse/Eau Claire DMA/Region	60%
GOP Men	60%
Soft/Lean GOP	58%
Age 65+	58%
Green Bay/Appleton DMA/Region	55%
Madison DMA/Region	53%



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