



AMERICAN ENERGY

CLEANER, STRONGER

## Campaign Introduction

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- **American Energy: Cleaner, Stronger promotes a national energy agenda that drives innovation, lowers emissions and fosters economic growth. As part of GEI's new initiative, we will highlight the technologies, people and companies that make investments in our nation's energy sector that spur continued economic growth and environmental progress.**
- **Through investments in technology and innovation, our environment has become cleaner while our nation has become stronger – all while our population has grown and economy prospered. This 'cleaner, stronger' agenda is helping America address climate change by increasing efficiency and reducing emissions without the requirements to eliminate greenhouse gas emissions in a timeframe that is not viewed as feasible by the electorate.**
- **In the midst of the national climate debate, GEI's new initiative provides the framework for realistic climate solutions that are driven by innovation and private sector investment – and that don't place the financial burden on everyday Americans. Our new, exclusive poll reveals that voters overwhelmingly support this approach, preferring an innovation-driven 'cleaner, stronger' agenda to policies derived through government regulation.**
- **In the coming months, we will tell the American 'cleaner, stronger' story while advocating for energy policies that further a collective bipartisan mission to drive innovation, lower emissions and foster economic growth. Along the way, we will incorporate our successful *EnergyInnovates* initiative, which highlights specific companies and technologies that represent the next generation of energy.**
- **We will communicate through advertising, social media, live events and grassroots outreach to our stakeholder network, including our state and local Chamber allies, labor partners and our audience of policymakers, thought leaders, business leaders and voters. We look forward to engaging in this national conversation.**

# Public Perception of American Energy Priorities

*Insights on Nationwide Survey of Likely 2020 Voters*

## The Purpose of this Research

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- **Energy issues are once again at the forefront of conversations between voters and Congress, with various policies being debated that will impact America's future. The Global Energy Institute (GEI) wanted to gauge public opinion about the progress that the energy industry has made over the past 10-15 years, and priorities for the future.**
- **The following results show broad, bipartisan support for policies that focus on America using its resources by implementing a 'Cleaner, Stronger' energy agenda that is driven by innovation, lowers emissions and fosters economic growth. This agenda is helping America address climate change by increasing efficiency and reducing emissions without the requirements to eliminate greenhouse gas emissions in a timeframe that is not viewed as feasible by the electorate.**
- **In the coming months, through the American Energy: Cleaner, Stronger campaign, GEI will highlight the efforts and investments the industry has already undertaken to build a 'Cleaner, Stronger' path forward for our nation – and tell the story of how these industry efforts will bring us into the future.**

# Survey Methodology



## Telephone Survey among 1,000 Likely 2020 Voters *Nationally Representative Sample Including:*



50% Landline



50% Cellphone

47%



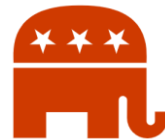
53%



38% identify  
as Democrat



26% identify as  
Independent



36% identify  
as Republican

### RACE & ETHNICITY

White:	70%
African-American:	12%
Hispanic or Latino:	11%
Asian:	3%

# **Voter Priority: An Agenda that Focuses on Energy and the Environment that Does Not Forsake One for the Other**

Energy and environmental issues are equally important across bipartisan, generational, and gender divides.



**81%**

of voters say **ENERGY** is an **important** issue to them  
(60% say “very important”)

### Key Audiences Who Deem Issue “Very Important”

Democrats: 70%

Baby Boomers and older: 67%

People of color: 66%

Parents with children 18+: 66%

Liberals: 66%

Midwest residents: 64%



**83%**

of voters say **THE ENVIRONMENT** is an **important** issue to them  
(69% say “very important”)

Liberals: 86%

Democrats: 84%

Gen X women: 77%

Married women: 76%

People of color: 76%

White college educated women: 76%

Northeast residents: 74%

Women Baby Boomers and older: 73%

\*Very Important is a response from 8-10

Q: On a 0 to 10 importance scale, how important is energy as an issue to you, with zero meaning “not at all important” and 10 meaning “absolutely important” and you can be anywhere in between?

Q: On a 0 to 10 importance scale, how important is the environment as an issue to you, with zero meaning “not at all important” and 10 meaning “absolutely important” and you can be anywhere in between?

# **Voter Priority: Lead with Innovation, Not Government Regulation When It Comes to Addressing Climate Change**



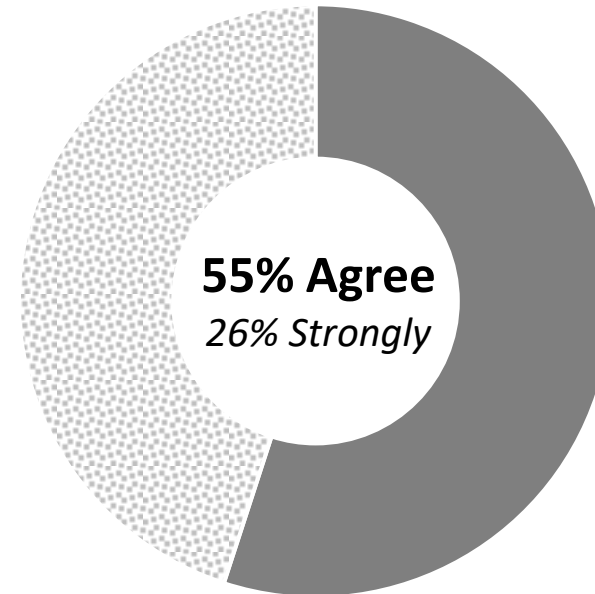
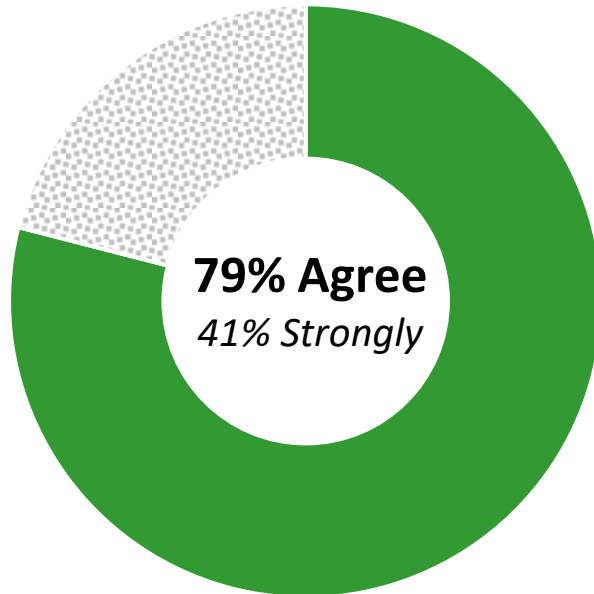
Voters prefer investing in innovation and technology by double-digits rather than increasing government regulation to combat climate change.

Agreement with Ways to Combat Climate Change



The best way to address climate change is through  
**INVESTMENTS IN INNOVATION AND TECHNOLOGY**

The best way to address climate change is through  
**INCREASED GOVERNMENT REGULATION**



\*Darker colors indicate intensity

Q: Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with this statement?

# Voter Priority: Keep American Energy Policies Affordable for Taxpayers

Voters are price conscious when it comes to energy policies. They are not willing to pay for restrictive emissions requirements.

**How Much Voters are Willing to Pay in Higher Bills to Eliminate Greenhouse Gas Emissions in 10 Years**



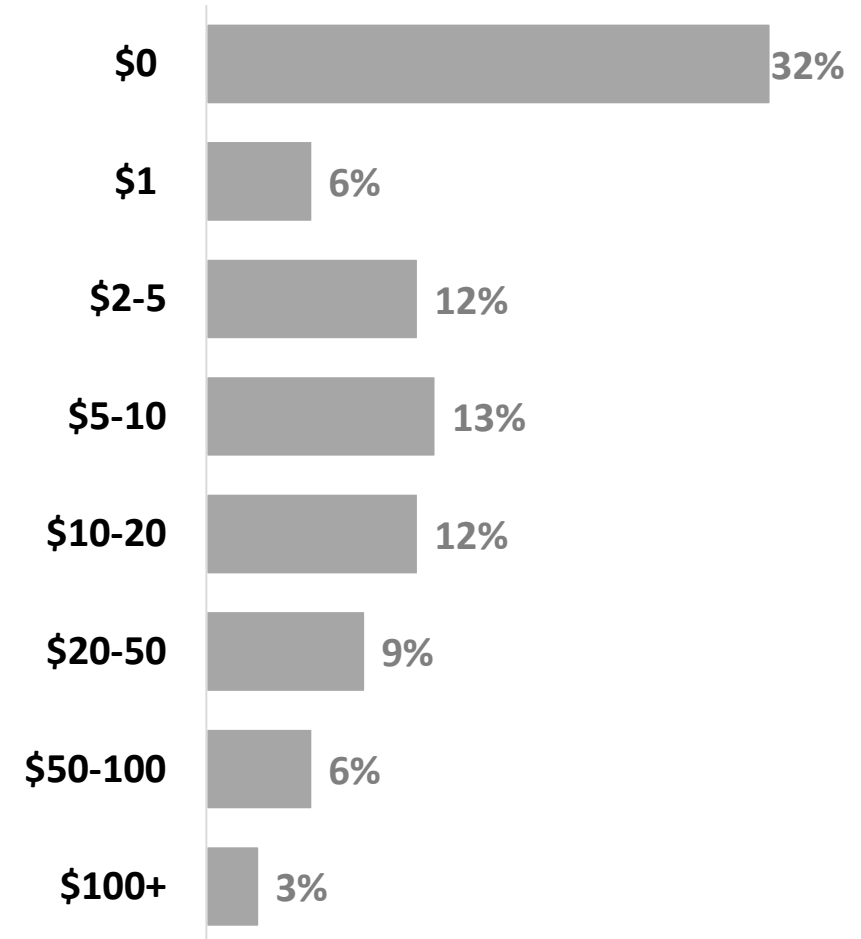
**32%**  
\$0



**50%**  
less than \$5  
per month

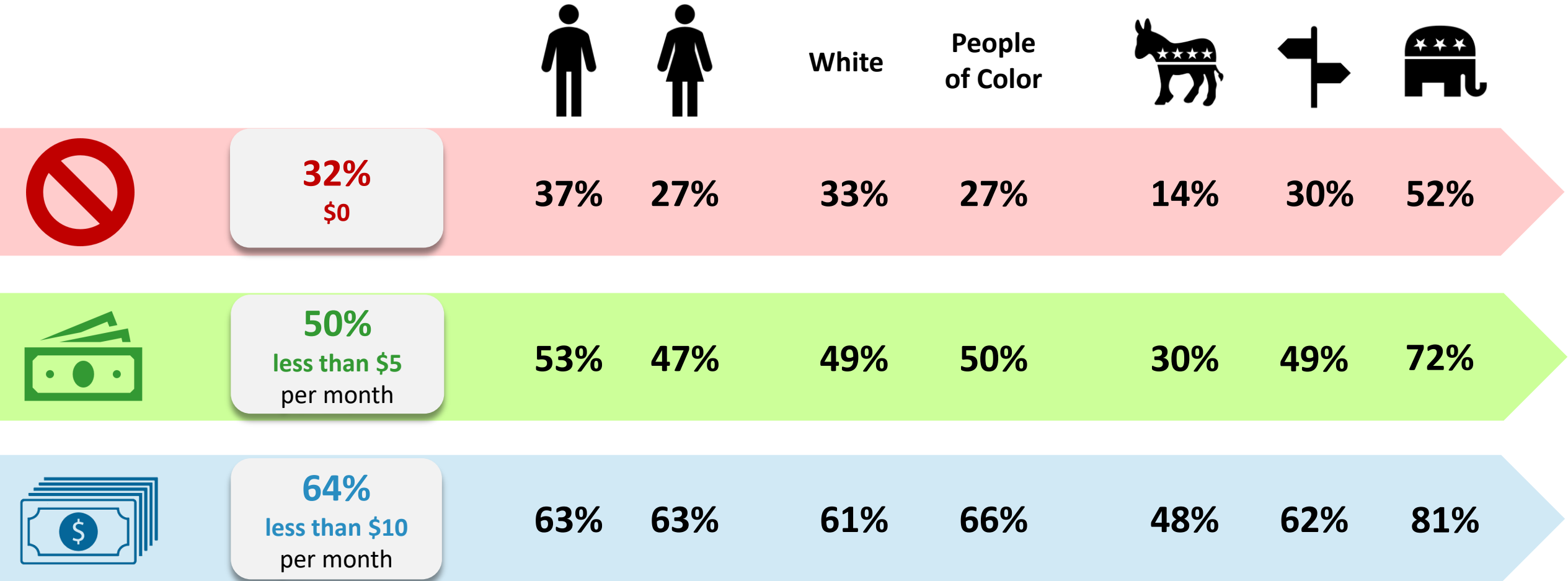


**64%**  
less than \$10  
per month



Their price sensitivity could become a potential divisive election issue if state and national leaders go too far with policy recommendations.

How Much Voters are Willing to Pay in Higher Bills to Eliminate Greenhouse Gas Emissions in 10 Years

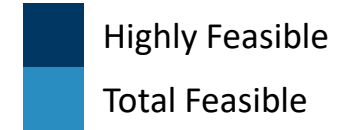
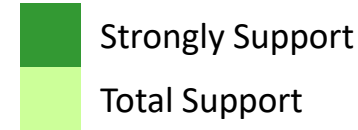


# Voter Priority: Develop Sensible and Feasible Energy Policies that Work for Everyday Americans

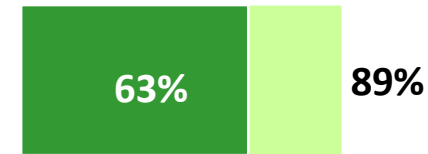
# Voters support and find policies feasible when they embrace American energy instead of setting restrictions that personally impact them.

## Support for Policies

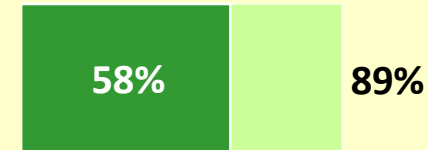
## Feasibility of Policies



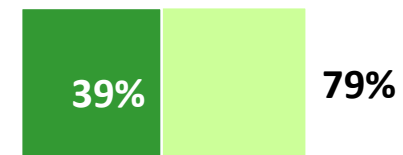
Using America's energy resources responsibly, including domestic natural gas, oil, nuclear, coal, and renewable resources



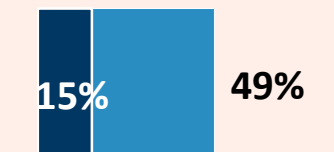
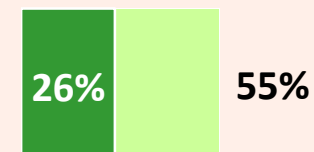
Implementing a 'cleaner, stronger' energy agenda that uses more American energy and continues environmental progress



Streamlining or expediting the permitting process to improve, modernize, or construct critical energy infrastructure like renewables, pipelines, power plants, transmission lines and export facilities



Requiring all aspects of the U.S. economy to eliminate greenhouse gas emissions in 10 years, including in all electricity generation, vehicles, agriculture, homes, commercial buildings, and manufacturing, regardless of cost



\*Darker colors indicate intensity

14 Q: Do you strongly support, somewhat support, somewhat oppose, or strongly oppose this policy?

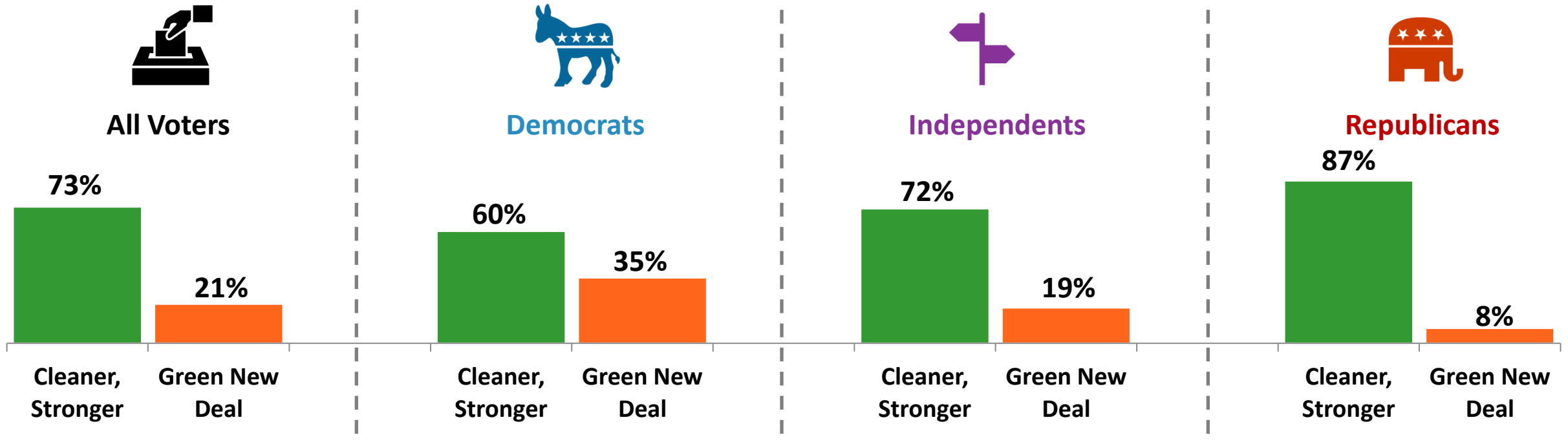
Q: Is this policy highly feasible for America to implement, somewhat feasible, not too feasible, or not at all feasible?

A 'Cleaner, Stronger' agenda is preferred by significant margins when offered as an alternative to eliminating greenhouse gas emissions.

## 'Cleaner, Stronger' Agenda vs. Eliminating Greenhouse Gas Emissions

*'Cleaner, Stronger': America focusing on using its resources responsibly and safely by implementing a 'cleaner, stronger' energy agenda that prioritizes investments in innovation and advanced technology to reduce emissions.*

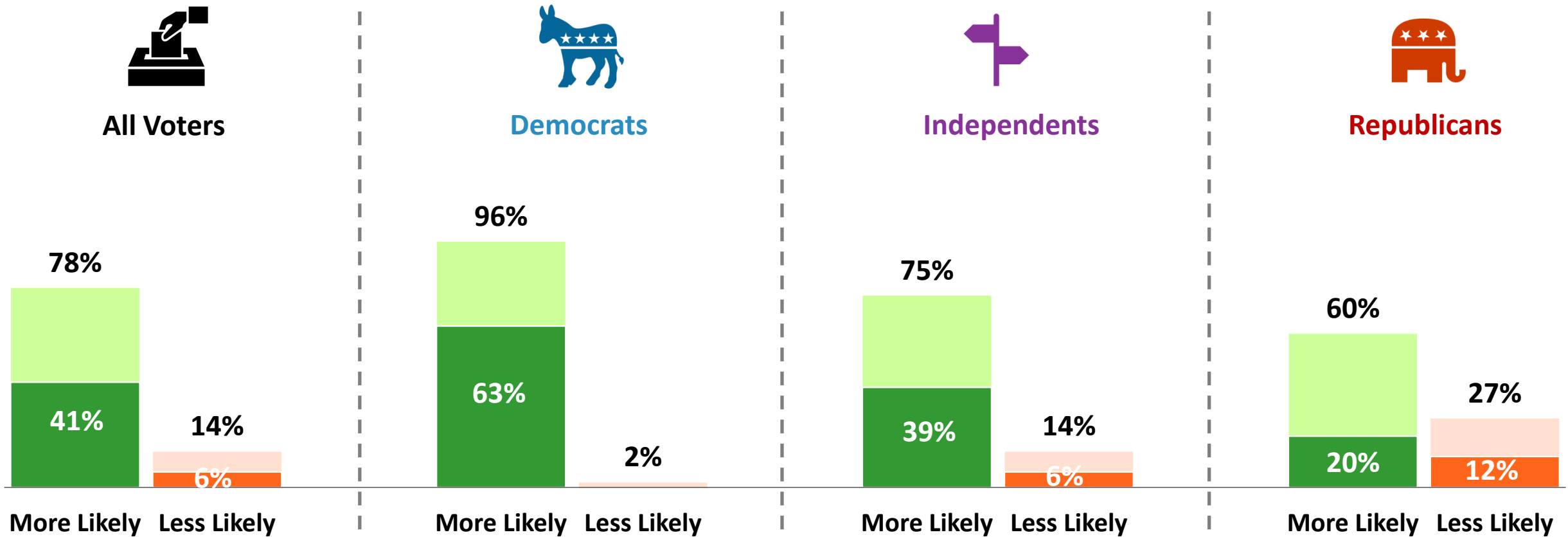
*Eliminating Greenhouse Gas Emissions: America focusing on requiring a transition to the Green New Deal's proposal to eliminate greenhouse gas emissions from the U.S. economy in 10 years, regardless of cost.*



# Voters are willing to reward candidates who run on a 'Cleaner, Stronger' agenda.

## Likelihood to Vote for Candidates who Support 'Cleaner, Stronger' Agenda

*'Cleaner, Stronger' energy agenda that uses more American energy and continues environmental progress*



\*Darker colors indicate intensity





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**FOR MEDIA INQUIRIES:**

**Please contact Matt Letourneau, Managing Director of Communications  
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