

10 Lessons Learned from the Research

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By a 24 point advantage, voters prefer using investments in innovation and technology to combat climate change (79% agree) as compared to increased government regulation (55%)

89% of voters support implementing a 'Cleaner, Stronger' energy agenda that uses more American energy and continues environmental progress, with 85% saying it is feasible for America to implement

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Support for a 'Cleaner, Stronger' energy agenda has more than a 3:1 advantage over the proposal to eliminate greenhouse gas emissions from the U.S. economy in 10 years (73% to 21%)

64% of voters wish to only pay less than \$10 per month to meet the Requirement of eliminating greenhouse gas emissions in the next 10 years

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Voters believe the energy industry is producing energy in cleaner and more efficient ways than 10-15 years ago, but have less confidence in whether it has reduced its environmental footprint and is a leader in reducing emissions

The themes of investments in innovation and technology are the commonalities needed to convey the 'Cleaner, Stronger' agenda in a way that provides a personal touch on ways the industry has improved people's everyday lives

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62% agree that America can run on 100% renewable energy sometime in the next 25 years while acknowledging that the country only gets 6% of its energy needs from wind and solar (61% agree)

79% of voters support streamlining or expediting the permitting process to improve, modernize, or construct critical energy infrastructure like Renewables, pipelines, power plants, transmission lines and export facilities

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The supporters for a 'Cleaner, Stronger' agenda are not what was typically thought of as the "energy voter" in the past. The core supporters for this campaign are more likely to be Democratic Gen Z/Millennial and Baby Boomer women

The audiences open to hearing about a 'Cleaner, Stronger' agenda want to hear plans from top validators including scientists & engineers, leaders in the industry (excluding CEOs) and employees of energy companies

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