10 Lessons Learned from the Research

1. 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%).

2. 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.

3. 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%).

4. 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.

5. 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.

6. 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.

7. 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).

8. 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.

9. 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.

10. 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.