

# EDF Action Michigan Climate Change Survey

Presented by Global Strategy Group



# Research Methodology

## Multi-Modal Survey

Global Strategy Group conducted a survey of **800 likely voters in Michigan** between September 21 and 25, 2022.

Respondents were selected via phone call or online panel. Respondents from all modes were matched back to the voter file.

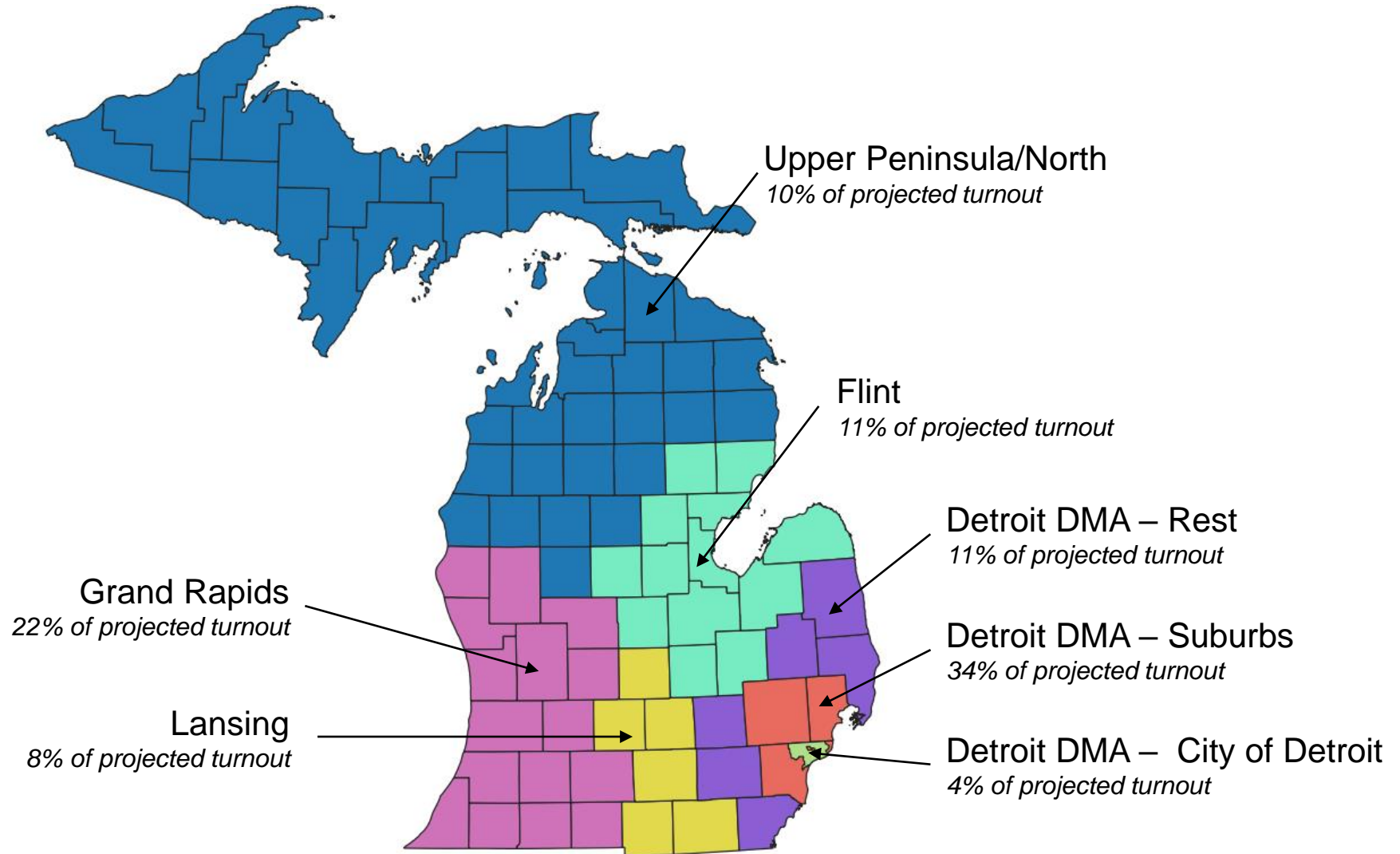
## Margin of Error

The overall margin of error at the 95% confidence level is +/- 3.5%.

The margin of error on other sub-samples may be greater.



# MI Regions and Projected Turnout



Detroit DMA 49%/ Not Detroit 51%

# Key Findings

# Key Findings

## **Michigan voters are favorable to clean energy and regulations to reduce emissions and want the state to act**

- Voters, including a majority of swing voters and modeled independents along with a large share of Republicans, are favorable to clean energy and regulations to reduce carbon emissions, and a majority of voters are favorable to lawmakers who support taking strong action on climate
- Large majorities agree that Michigan policymakers should support more clean energy use and do more on combat change, including majorities of swing voters and independents

## **This support for action on clean energy is buoyed by the belief that expanding clean energy will be good for Michigan's economy.**

- Over six-in-ten voters agree that more clean energy will create good jobs and strengthen Michigan's economy and that it will save families money
- And a majority side with arguments that clean energy and climate action is helpful, not hurtful, to jobs and costs, even when paired with opponents' arguments

# Key Findings

## **Voters see the federal action on climate as a good start, but strongly agree Michigan should do more**

- Framing the possibility for Michigan to get new resources to combat climate change is most effective, particularly at muting Republican opposition and boosting support in the Detroit area
- And federal action to the contrary – including the EPA’s limits on air pollution regulation – has potential to further galvanize Michiganders behind state action

## **Water pollution is a top concern for Michigan voters, and voters want to see the state protect water**

- Nearly all voters agree policymakers should guarantee clean drinking water and do more to protect water from pollution and chemicals like PFAS, while a smaller majority see climate change as a threat to Michigan’s water supply
- As a result, setting tougher standards on PFAS chemicals has support from over eight-in-ten voters, including strong support among Independents and Republicans

# Key Findings

**Every policy on limiting carbon regulations and encouraging clean energy received solid support, and voters support reducing emissions from cars and trucks.**

- While prioritizing clean energy investments in communities impacted by pollution and helping farmers and forest managers capture carbon were most popular, solid majorities supported joining other states in the Midwest to place limits on carbon regulations, limiting carbon regulations in Michigan, and requiring Michigan utilities to get 60% of their electricity from clean energy
- A strong majority of voters support increasing biofuels and other technologies to reduce emissions from cars and trucks, increasing zero-emission trucks and buses, and incentivizing EVs.
- A large majority also supports prioritizing clean energy investments in communities impacted by pollution.

# Key Findings

**As a result of broad agreement that the state needs to act on climate change, voters are willing to shift their vote on climate and are unmoved even after a balanced debate**

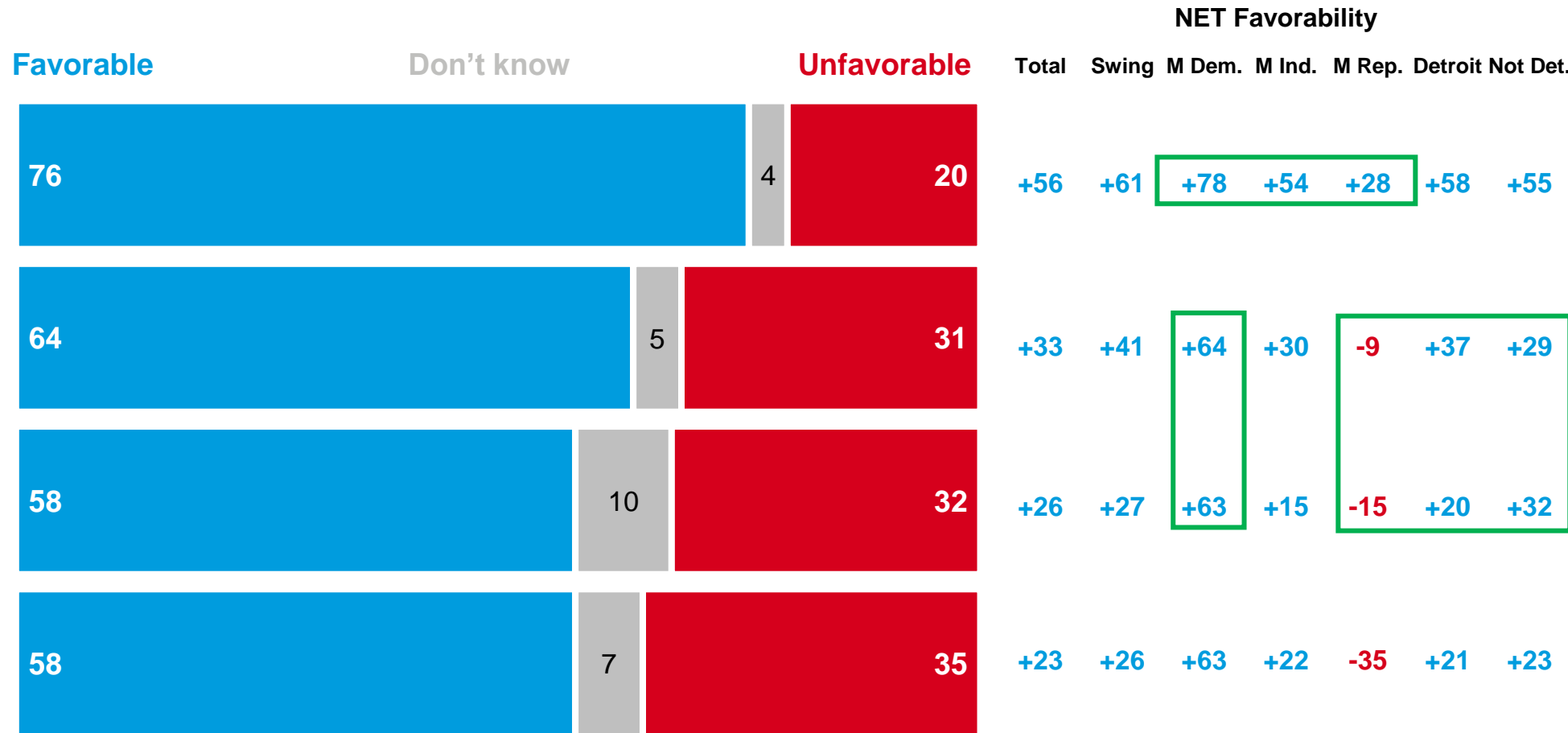
- A Democratic candidate for state legislature who supports action on climate change gets a 10-point boost relative to the generic, and support for the Democrat increases after voters hear a balanced debate on costs
- After hearing arguments for and against more clean energy use, majorities continue to want to see the state do more on climate change and see clean energy as an economic benefit – and the lift that a Democratic candidate receives for supporting climate action increases



# Political and Issue Environment

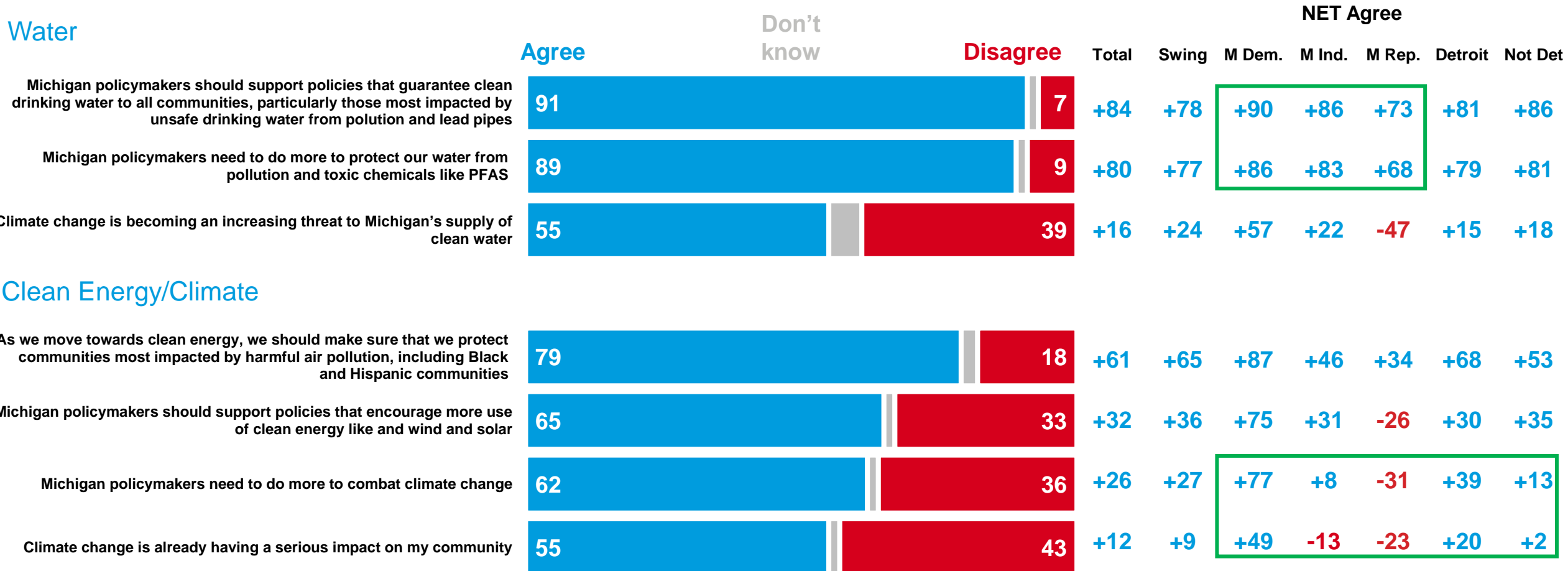
Clean energy is popular with all groups. Regulations to reduce emission are popular aside from Republicans – but more popular with independents and in the Detroit market when tied specifically to climate

Favorability of individuals and energy sources



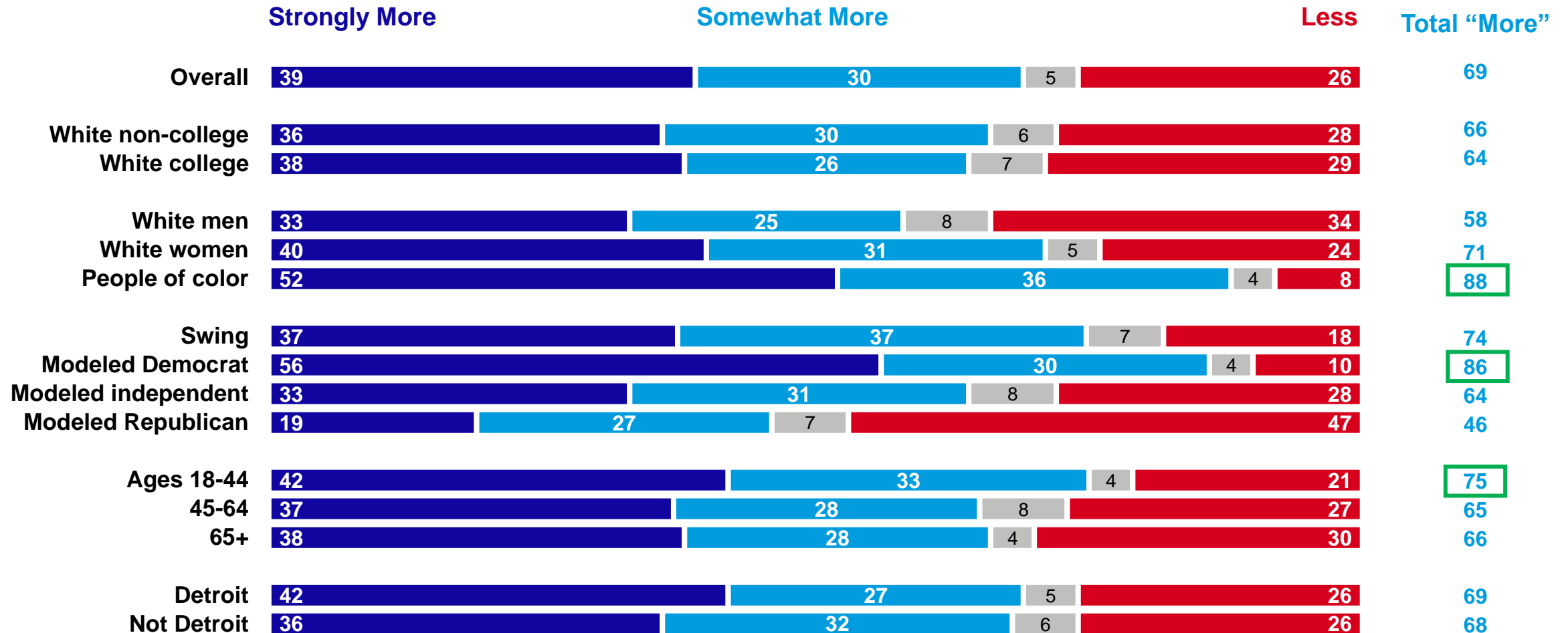
# Addressing water pollution is singularly important to Michigan voters; large majorities also want to see state policymakers take action on clean energy and climate

## Agreement with Energy Statements



# Every group except for Republicans say that they want to see Michigan do more to regulate air pollution after the EPA ruling

As you may know, the Supreme Court recently placed new limits on how much the federal Environmental Protection Agency, or EPA, can do to regulate air pollution. Having heard this, do you think Michigan should do more or less to regulate air pollution?

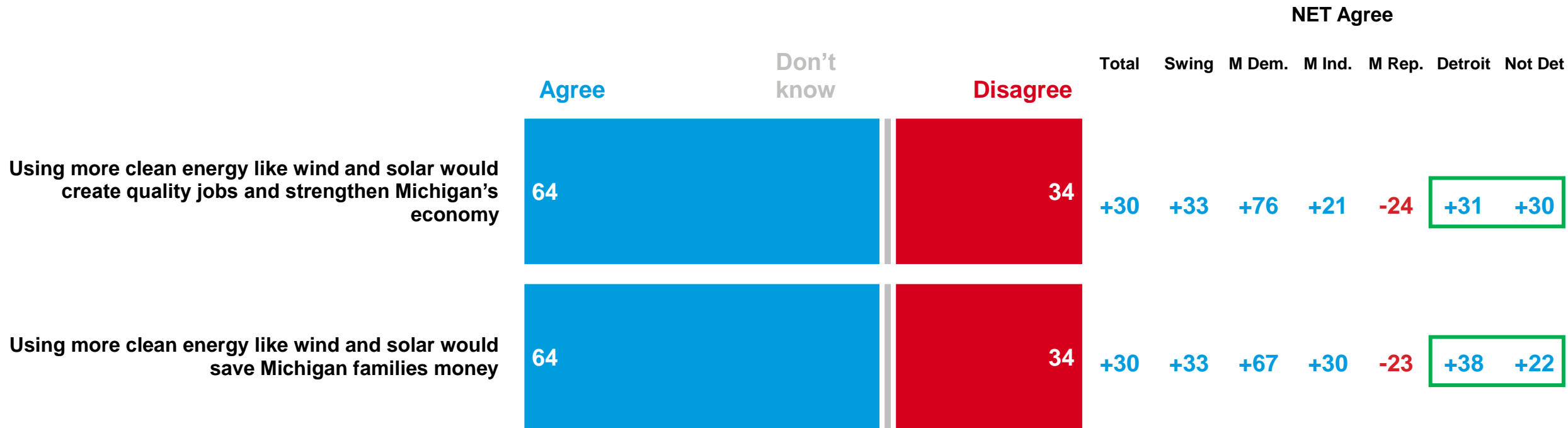






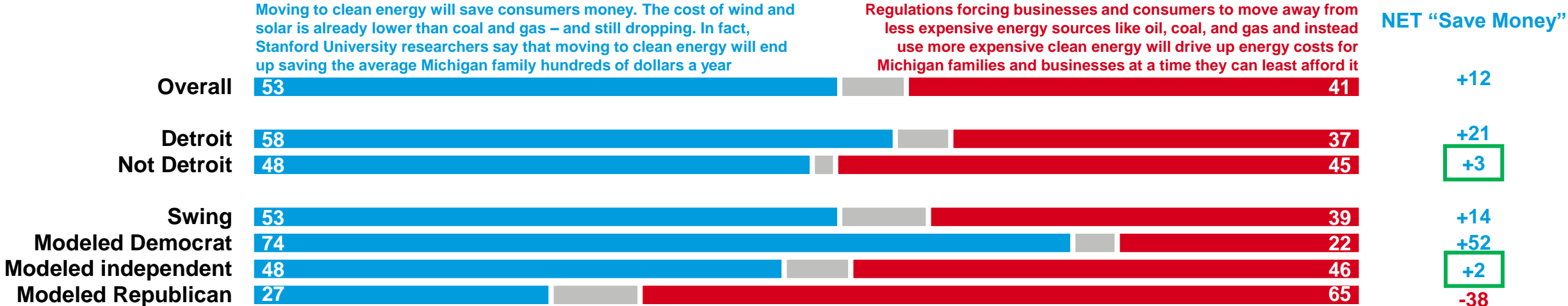
# Large majorities agree that moving to clean energy will create quality jobs and save families money

## Agreement with Energy Statements

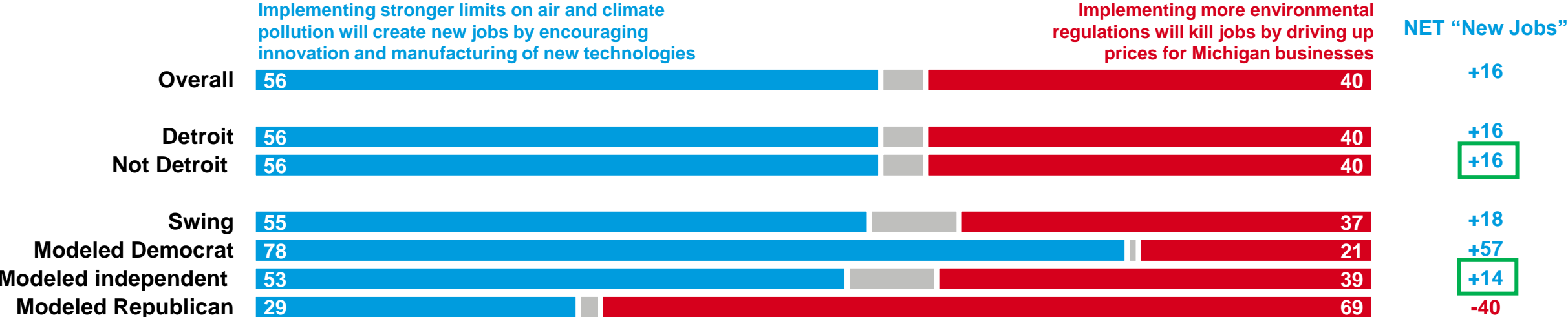


# Majorities side with arguments that clean energy and climate action will save money and create jobs. Independents and outstate voters more skeptical about costs

Which of the following two statements do you find more convincing, even if neither is exactly right?



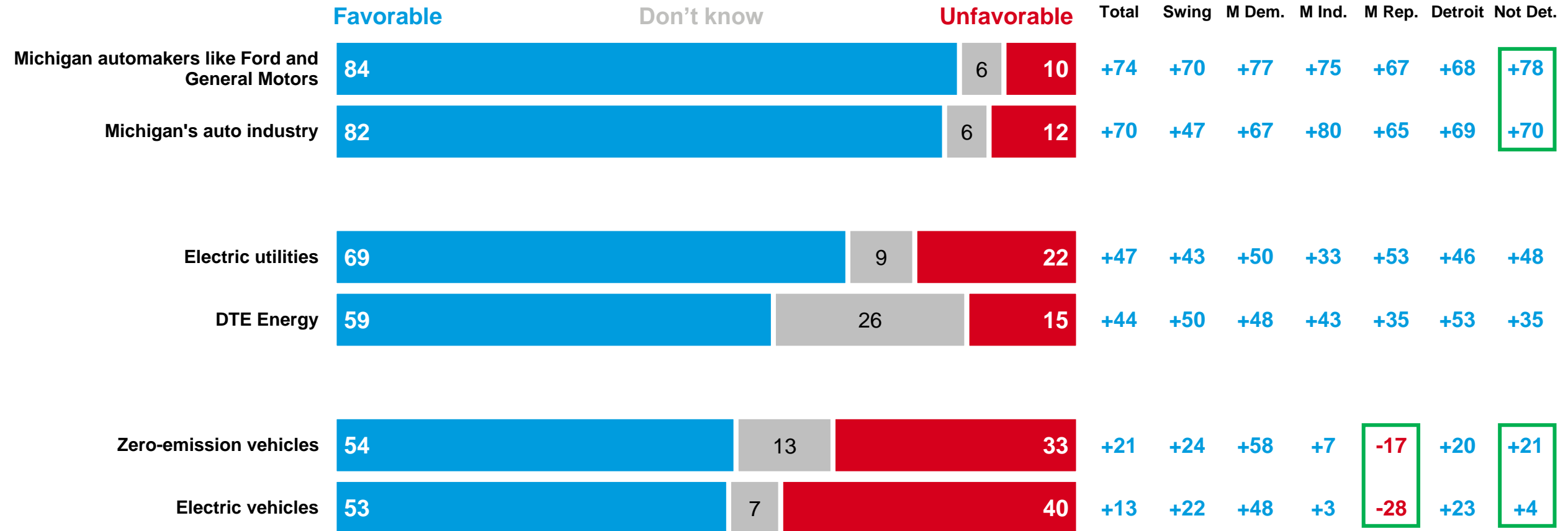
Which of the following two statements do you agree with more, even if neither is exactly right?



Michigan's auto industry is very popular and utilities only slightly less so. Both ZEVs and EVs are above water, but ZEVs are more popular with Republicans and voters outside Detroit

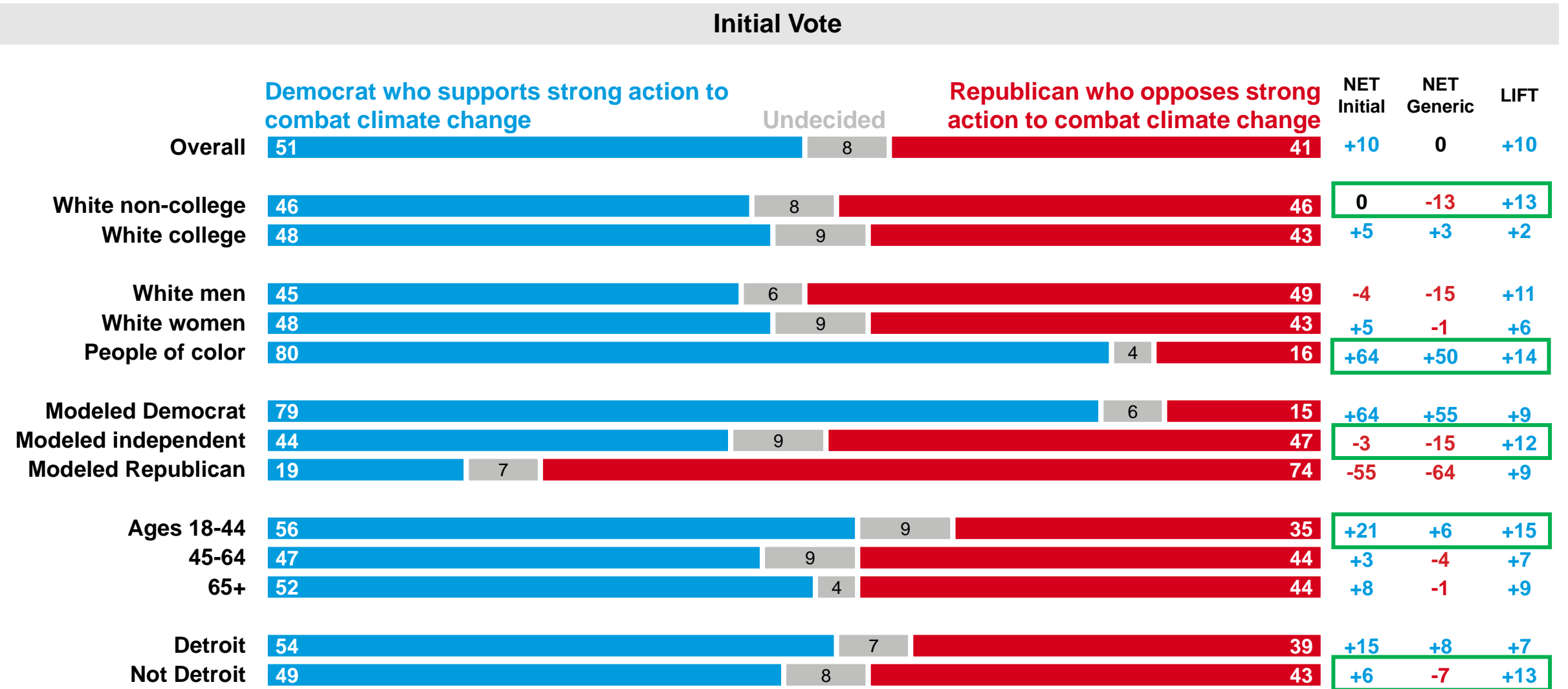
Favorability of organizations and energy sources

NET Favorability



# Policy and Debate

# A Democrat who supports taking action on climate change outperforms the generic ballot, particularly among white non-college voters, independents, younger voters, voters of color, and outside Detroit





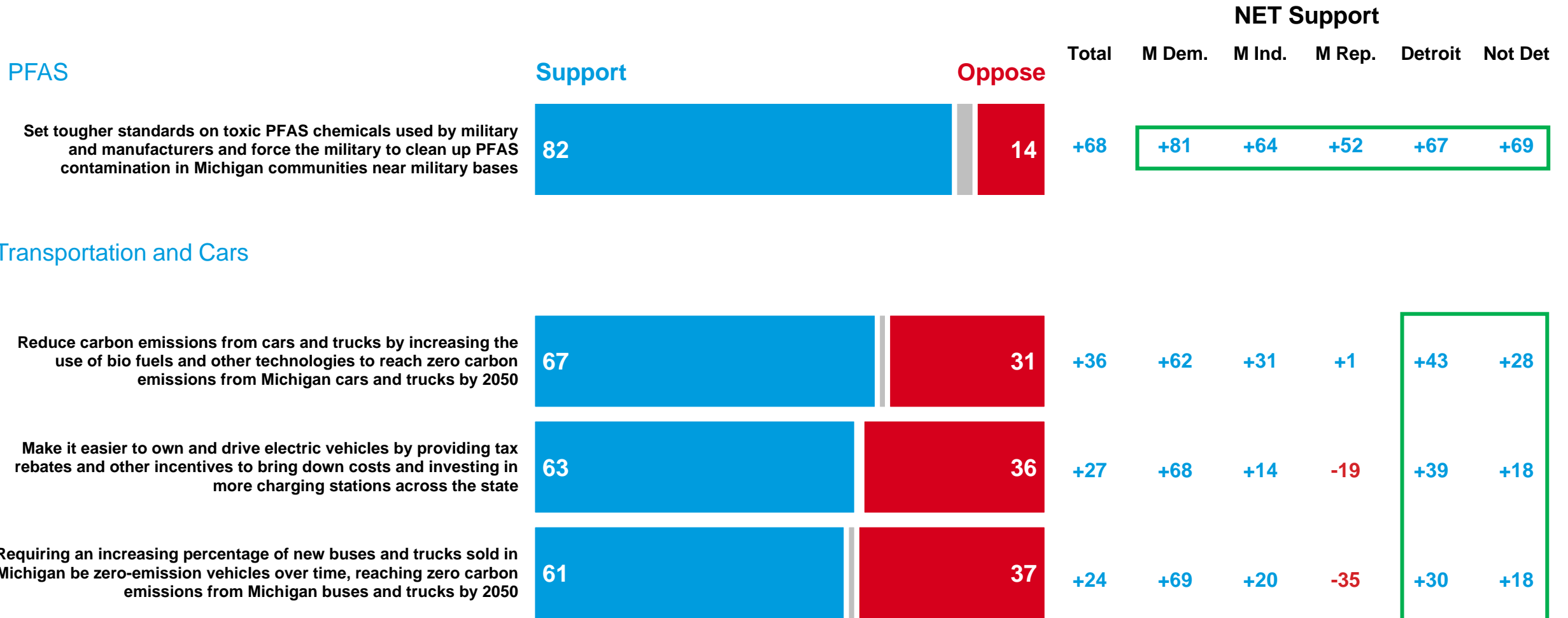
# Prioritizing investments in impacted communities and helping farmers and foresters capture carbon are most popular, but solid majorities also support carbon limits and requiring more clean energy

## Support for proposals for the Michigan government to address climate change and improve air quality

Clean energy and carbon emissions	Support	Oppose	Total	NET Support				Detroit	Not Det
				M Dem.	M Ind.	M Rep.			
Create opportunities for farmers and forest managers to get paid to change their practices in ways that allows Michigan lands and forests to capture more carbon and reduce the impacts of climate change	70	27	+43	+73	+54	-8	+49	+36	
Prioritize clean energy investments in communities that suffer from disproportionate amounts of pollution	69	28	+41	+75	+36	-4	+40	+42	
Join other states in the Midwest in an effort to combat climate change by capping carbon emissions from power plants and requiring power plants to pay for the carbon emissions they emit	61	37	+24	+68	+14	-28	+17	+30	
Place a limit on the total carbon emissions in Michigan that would decline over time, reaching a 50 percent reduction in emissions by 2030 and net zero emissions by 2050	61	36	+25	+64	+12	-23	+33	+15	
Requiring Michigan utilities to get 60 percent of their electricity from clean energy sources like wind and solar by the year 2030	60	37	+23	+58	+28	-32	+39	+6	
Place a limit on carbon emissions across all sectors of Michigan's economy including electricity, industry, transportation, and agriculture that would decline over time, reaching a 50 percent reduction in emissions by 2030 and net zero emissions by 2050	58	40	+18	+66	+9	-42	+18	+18	
Requiring Michigan utilities to get 60 percent of their electricity from clean energy sources like wind and solar by the year 2030 and 100 percent from clean sources by 2035	57	41	+16	+66	+8	-49	+19	+13	

# Tougher limits on PFAS has close to unanimous support; voters in the Detroit area are more favorable to EV policies than outside Detroit

## Support for proposals for the Michigan government to address climate change and improve air quality



# Informed Debate

**Supporters say** that taking action to combat climate change and move Michigan to clean energy would dramatically reduce the carbon, sulfur, and arsenic pollution that disrupt our climate, make our families sick, and pollute our lakes and rivers while creating tens of thousands of quality jobs for all kinds of people, from installers to factory workers. And since the cost of wind and solar is already lower than coal and gas – and still dropping – using more clean energy would save consumers money. In fact, Stanford University researchers say that moving to clean energy will save the average Michigan family hundreds of dollars a year.

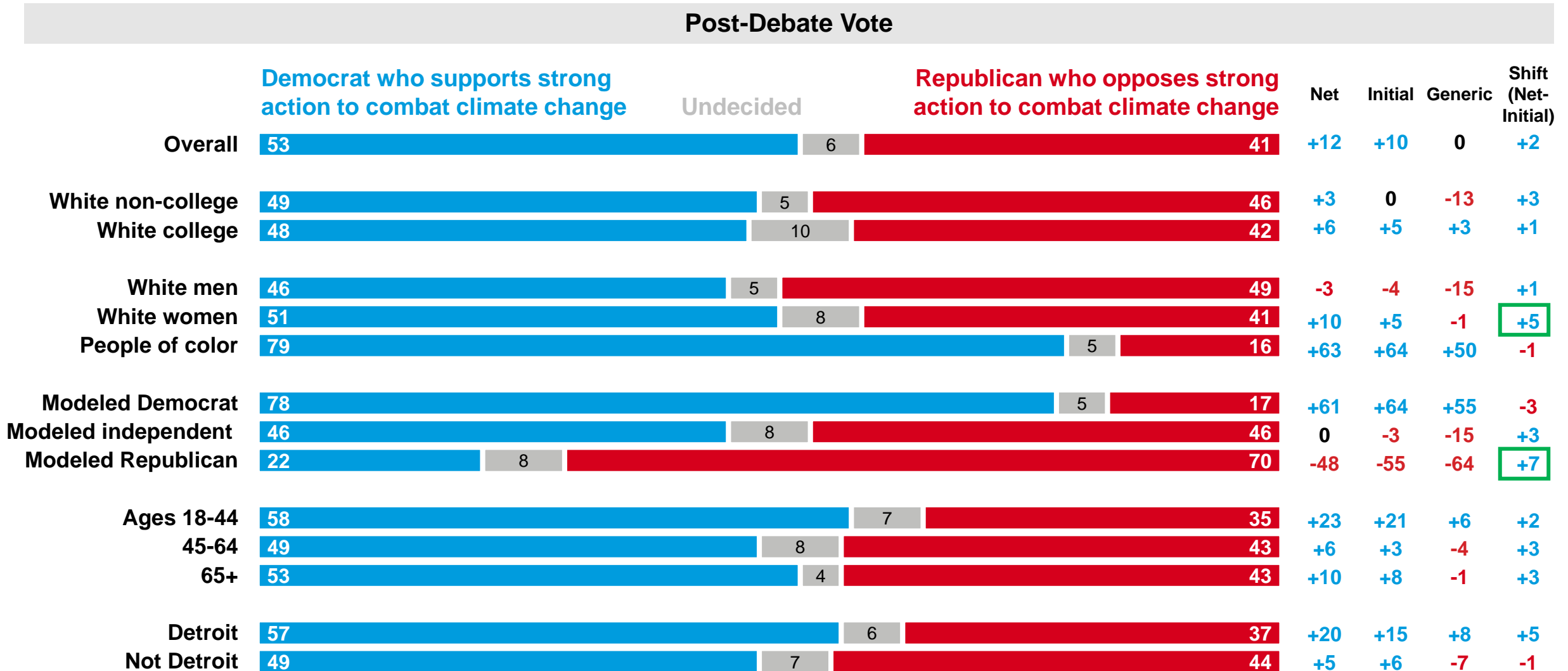
**Opponents say** that the cost of gas and energy is already too expensive and taking unnecessary action on climate change will only make things worse. By forcing us to phase out less expensive energy sources, these proposals would drive up electricity bills by hundreds of dollars per year and make the cost of gasoline even more expensive, leading to higher prices on groceries and everything else we buy. What's more, by raising electricity bills and gas prices, this proposal will force businesses to move to other states and overseas where costs are lower, killing thousands of jobs and hurting Michigan's economy.

After a messaging back and forth on costs, voters are just as likely to want to see leaders take action on climate; a majority continue to see clean energy as an economic benefit, though by a smaller margin

Post-debate agreement with energy statements



# After debate, a Democrat who supports action on climate gets an even larger political boost, particularly with Republicans and white women



\* Indicates small N-size



**Thank You!**