



TO: American Lung Association  
 FROM: Andrew Baumann and Nicole Jaconetty, Global Strategy Group  
 DATE: December 10, 2020  
 RE: **NEW POLL:** Arizona Voters Concerned about Climate, Strongly Support Clean Energy Policies

New survey data from research conducted by Global Strategy Group shows that Arizona voters demonstrate significant concern about climate change and want to see the state move away from fossil fuels like coal and oil and toward clean energy like wind and, especially, solar. Further, there is strong support for proposals that do just that – including policies that support electric vehicles and energy efficiency, as well as a plan to require Arizona utilities to cut carbon emissions in half by the year 2032 and get 100% of their electricity from clean, carbon-free sources by 2050. Finally, support for this proposal is broad and robust; it holds up after a simulated debate that includes messaging using the actual language from opponents. Moreover, after this debate, voters believe such a plan would have a positive impact on all metrics tested, including Arizona’s economy and families like theirs.

The following memo contains key findings from the survey conducted for the American Lung Association between November 19 and November 29, 2020 among 800 registered voters in Arizona.<sup>1</sup>

### KEY FINDINGS

**Arizona voters see climate change as a serious problem that is impacting them now and, without action, will soon be as big of a problem as the pandemic.** Nearly eight in 10 voters call climate change a serious problem (a crisis, a very serious problem, or a somewhat serious problem), including nearly all Democrats as well as a majority of Republicans. Over half say it is a crisis or a *very* serious problem. Moreover, nearly seven-in-10 agree that climate change is already having a serious impact on the southwest region, six-in-10 agree that if we fail to act that climate change will soon be as big of a concern as the coronavirus, and over three-quarters believe we should

CLIMATE CHANGE							
	Registered Voters	Dem.	Ind.	GOP	Latino	White Non-college	White College
% Crisis/Very serious problem	54	84	53	28	64	49	53
% Total serious problem	78	<b>97</b>	<b>80</b>	<b>59</b>	88	73	76

CLIMATE CHANGE STATEMENTS									
	Registered Voters			Dem.	Ind.	GOP	Latino	White Non-col.	White College
	Agree	Disagree	NET						
We should let scientists and experts guide our response to climate change.	76%	19%	<b>+57</b>	+88	<b>+53</b>	+32	+65	+48	+64
Climate change is already having a serious impact on this part of the country.	67%	28%	<b>+39</b>	+88	<b>+42</b>	-4	+55	+32	+34
If we fail to act, climate change will soon be as big of a concern as the coronavirus is now.	62%	34%	<b>+28</b>	+83	<b>+27</b>	-18	+50	+15	+27

<sup>1</sup> Interviewing was paused on Thanksgiving Day, November 26, 2020.

let science and experts guide the response to it. An overwhelming majority of independents and even a sizeable share of Republicans join with Democrats in these beliefs.

**Voters overwhelmingly want to see Arizona move toward clean energy and away from fossil fuels like coal and oil.** Voters on both sides of the aisle want to see their state use more solar (by a 75-point margin) and wind (by over a 50-point margin) as well as less oil and coal. Further, over three-quarters agree that America should make significant investments in clean energy as a part of the effort to rebuild the economy, and two-thirds agree we should do it in a just and equitable way – statements with which Democrats, Independents, and Republicans agree by wide margins.

ENERGY SOURCE USAGE											
	Registered Voters				NET	Dem.	Ind.	GOP	Latino	White	White
	More	Less	About the same/DK	NET						Non-col.	College
Solar	79%	4%	17%	+75	+83	+73	+69	+75	+74	+80	
Wind	60%	7%	33%	+53	+72	+53	+36	+57	+52	+54	
Natural gas	30%	12%	58%	+18	+6	+20	+26	+7	+14	+31	
Fracked gas	12%	34%	54%	-22	-44	-26	-4	-33	-11	-31	
Oil	7%	41%	52%	-34	-55	-38	-14	-36	-32	-39	
Coal	7%	50%	43%	-43	-60	-45	-27	-40	-35	-57	

CLEAN ENERGY STATEMENTS										
	Registered Voters			NET	Dem.	Ind.	GOP	Latino	White	White
	Agree	Disagree	NET						Non-col.	College
America should make significant investments in clean energy as part of our efforts to rebuild the economy.	79%	17%	+62	+93	+64	+35	+68	+58	+64	
As we move the country to clean energy, we should make sure that our investments benefit the communities most impacted by pollution, including Black, Hispanic, and Native American communities.	67%	19%	+48	+87	+42	+17	+62	+37	+47	

**As a result, policies to boost clean energy, electric vehicles, and energy efficiency have broad, cross-partisan appeal.** All five of the proposals tested are supported by more than two-thirds of Arizona voters and by majorities of Democrats, independents, and Republicans. Most popular among these policies is a proposal to help homeowners increase their home energy efficiency (84% support). Additionally, transitioning public vehicle fleets to electric vehicles (70% support), incentivizing the purchase of electric vehicles (69% support), and investing in publicly available charging infrastructure for electric vehicles on highways and roads (69% support) are all popular. Finally, voters strongly back a plan to require Arizona utilities to cut carbon emissions in half by the year 2032 and get 100% of their electricity from clean, carbon-free sources like wind and solar by 2050.

## CLEAN ENERGY POLICIES

	Registered Voters			Dem.	Ind.	GOP	Latino	White Non-col.	White College
	Support	Oppose	NET						
Providing assistance for homeowners and renters to increase the energy efficiency of their homes and reduce energy use	84%	10%	<b>+74</b>	+92	+65	+64	+77	+70	+77
Investing in publicly available infrastructure for charging electric vehicles along major highways and roads	69%	18%	<b>+51</b>	+79	+49	+27	+56	+44	+54
Policies that will transition public vehicle fleets like transit buses, school buses, maintenance trucks, and government-owned cars to all electric vehicles	70%	20%	<b>+50</b>	+77	+44	+31	+57	+41	+59
A plan to require Arizona utilities to cut carbon emissions in half by the year 2032 and get 100% of their electricity from clean, carbon-free sources like wind and solar by 2050	70%	20%	<b>+50</b>	+84	+55	+15	+59	+43	+49
Providing consumer incentives to encourage the purchase of electric vehicles	69%	21%	<b>+48</b>	+78	+47	+23	+52	+42	+52

**Support for a plan to require utilities to be 100% carbon-free by 2050 is robust and remains broad after a simulated debate that includes strong attacks using actual language from the opposition.** After a simulated debate that includes strong attacks using actual language from opponents claiming that the plan would supposedly raise energy prices and kill jobs (see language in appendix), support remains robust, at nearly two-thirds. After this debate, Democrats, independents, and less-conservative Republicans support the plan and only the 12% of Arizonans who identify as very conservative Republicans are in opposition.

## POST-MESSAGING SUPPORT

	Registered Voters			Dem.	Ind.	Non-V Cons. GOP	Very Cons. GOP	Latino	White Non-col.	White College
	Support	Oppose	NET							
A plan to require Arizona utilities to cut carbon emissions in half by the year 2032 and get 100% of their electricity from clean, carbon-free sources like wind and solar by 2050	64%	30%	<b>+34</b>	+85	+25	+8	-34	+45	+23	+39

**Support is strong because the attacks fall flat and fail to convince voters that the plan will not have a positive impact.** Even after opposition messaging, voters believe the proposal will have a positive impact on Arizona's economy, their own family, and their own finances, not to mention climate change, air quality, and health.

## PROPOSAL IMPACTS

	Positive impact	Negative impact	No impact	NET Positive Impact
Air quality in Arizona	76%	12%	13%	<b>+64</b>
Climate change	68%	11%	20%	<b>+57</b>
The health of families like yours	68%	16%	17%	<b>+52</b>
Future generations of your family	67%	21%	12%	<b>+46</b>
Your family	60%	27%	13%	<b>+33</b>
The economy and jobs in Arizona	60%	34%	6%	<b>+26</b>
The finances of family's like yours	46%	41%	13%	<b>+5</b>

## APPENDIX

## MESSAGING

**Supporters say:**

Whether Black or white, Latino or Native American, we all deserve an opportunity to live in a healthy community – and we all have a basic responsibility to leave a better world for our kids. But unchecked pollution from dirty energy sources like coal and oil is putting the health and future of our children at risk.

The coronavirus pandemic has shown us what happens when we don't listen to the experts. We can't afford to make the same mistake when it comes to climate change – 97% of scientists, NASA, and the Department of Defense all agree that climate change is a threat to our kids' future.

This plan to accelerate Arizona's transition to clean energy is supported by both Republican and Democratic policymakers because it will not only dramatically reduce the carbon pollution that is disrupting our climate, but also reduce the sulfur and arsenic pollution that cause asthma attacks, heart and lung disease, and even cancer – especially in children and seniors.

And economists say that moving to clean energy will help Arizona's economy recover more quickly from the pandemic and create thousands of good-paying jobs for all kinds of people, from engineers, to factory workers, to installers, while eventually saving Arizona families thousands of dollars a year in energy and health care costs.

**Opponents say:**

This proposal amounts to nothing more than an economically devastating energy tax at a time we can least afford it. By forcing us to use unreliable and expensive energy sources, its mandates would cause electricity bills to skyrocket, costing Arizona families hundreds of dollars per year.

And this proposal would drive energy prices up for businesses by thousands of dollars per year, killing jobs, stifling innovation, and reversing the economic recovery that is just beginning in Arizona. Companies will be forced to send good-paying jobs to other states or countries overseas where costs are lower.

In 2018, Arizona voters rejected a proposal like this one because it was bad for Arizona for all of these reasons. But now, liberal activists who are funded by radical, out-of-state environmental groups are trying to overrule the will of the people.

We should leave renewable energy to the free market – not big government: if consumers want it, producers will provide it. In the meantime, it makes no sense to pass laws mandating monopolies for renewable energy companies that will only help people rich enough to put solar panels on their homes.

**ABOUT THIS RESEARCH**

*Global Strategy Group conducted an online survey of 800 Arizona registered voters from November 19 to November 29, 2020. The margin of error at the 95% confidence level for registered voters is +/- 3.5%. Care was taken to ensure the demographic composition of the sample matched Arizona's registered voter population across a variety of demographic variables including race, gender, age, education, and region.*