



Where Voters Stand: The American Jobs Plan and the Commitment to Clean Energy

*Key findings from an online survey among 1,204 voters nationwide,
conducted April 13 to 17, 2021 for Climate Power and LCV*

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Key Findings and Strategic Points

- The AJP is in a strong position, with voters favorable to it by better than two to one—and that is with its price tag attached.
- Voters are supportive of the corporate tax increase as a pay-for – especially if it is in the context of rolling back the excessive and wasteful corporate tax cut that was passed in 2017.
- Favorability for individual components is very high (mostly in excess of 60%), and voters are at a minimum favorable to each component by a margin of two to one.
- Clean energy components are popular and the inclusion of clean energy investments make them more likely to support the AJP overall.

Key Findings and Strategic Points

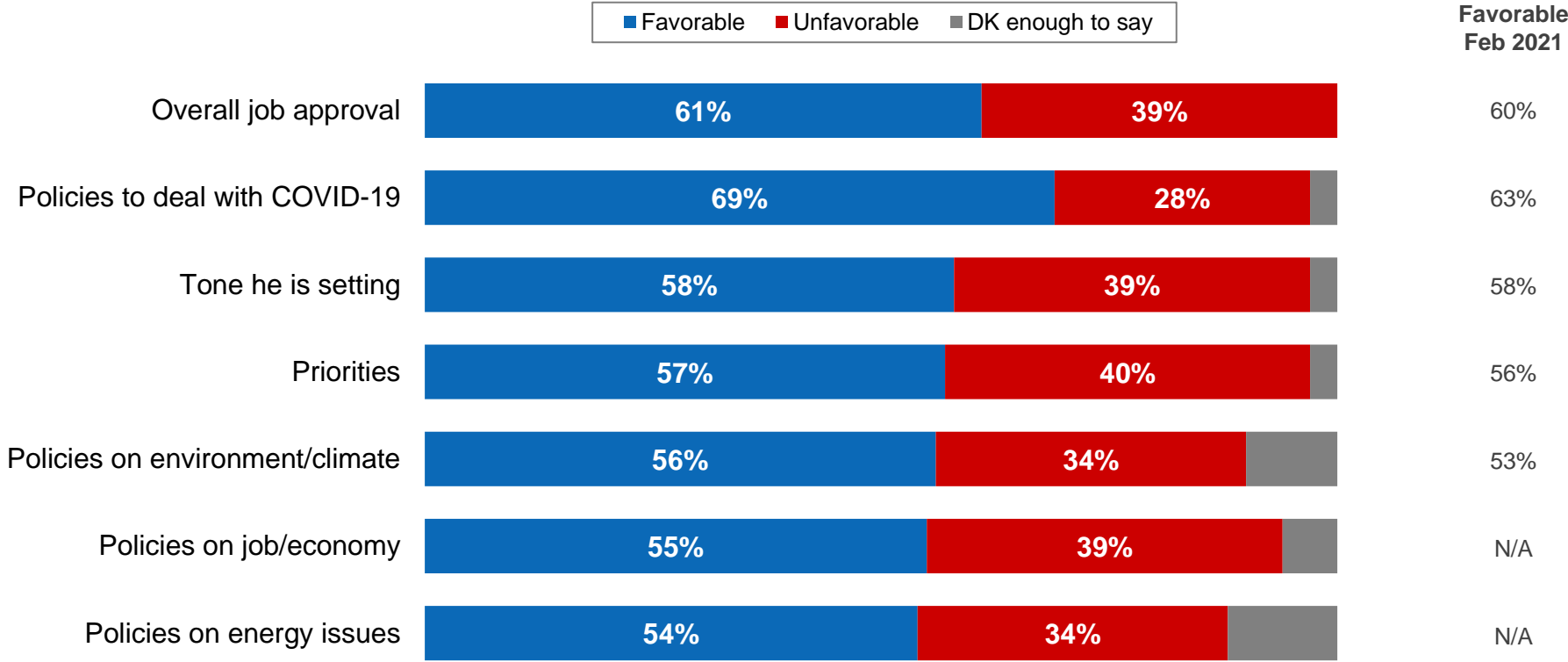
- We have a highly compelling clean energy story to tell, with jobs—both short *and* long term—at the center of it. One key comparative advantage of clean energy jobs is that they are sustainable jobs, that will be with us for a long time.
- The climate benefits are important to our core base, and including climate in the core message does not turn off other voters. But for everyone other than liberal Democrats, the selling point is all about jobs, and that needs to continue to be the centerpiece of our communications.
- There are effective rebuttals to the main attacks on the plan, and after voters hear both sides of the debate there continues to be a large majority of voters who say Congress should pass the AJP.

THE POLITICAL AND ECONOMIC CLIMATE



President Biden’s approval ratings remain strong—with clear net positives on environmental, climate, and energy issues.

Joe Biden’s Job Approval in Selected Areas

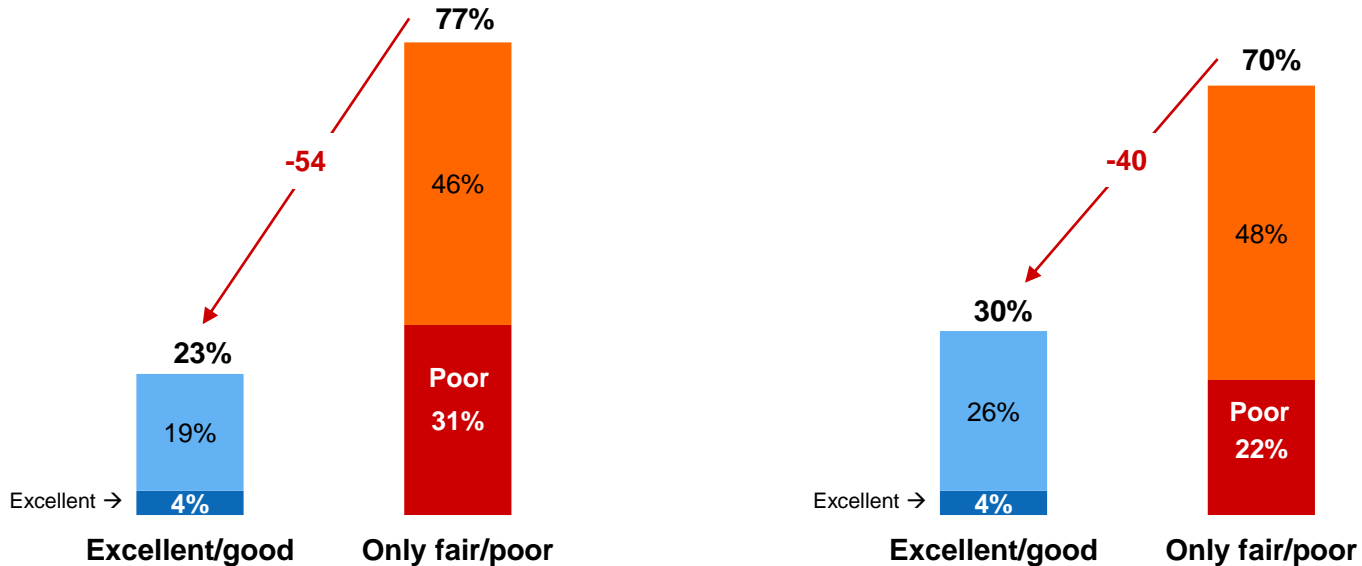


More voters give the economy a positive rating than in February, but the large majority still rate economic conditions in less favorable terms.

How would you rate the current state of the economy?

February 2021*

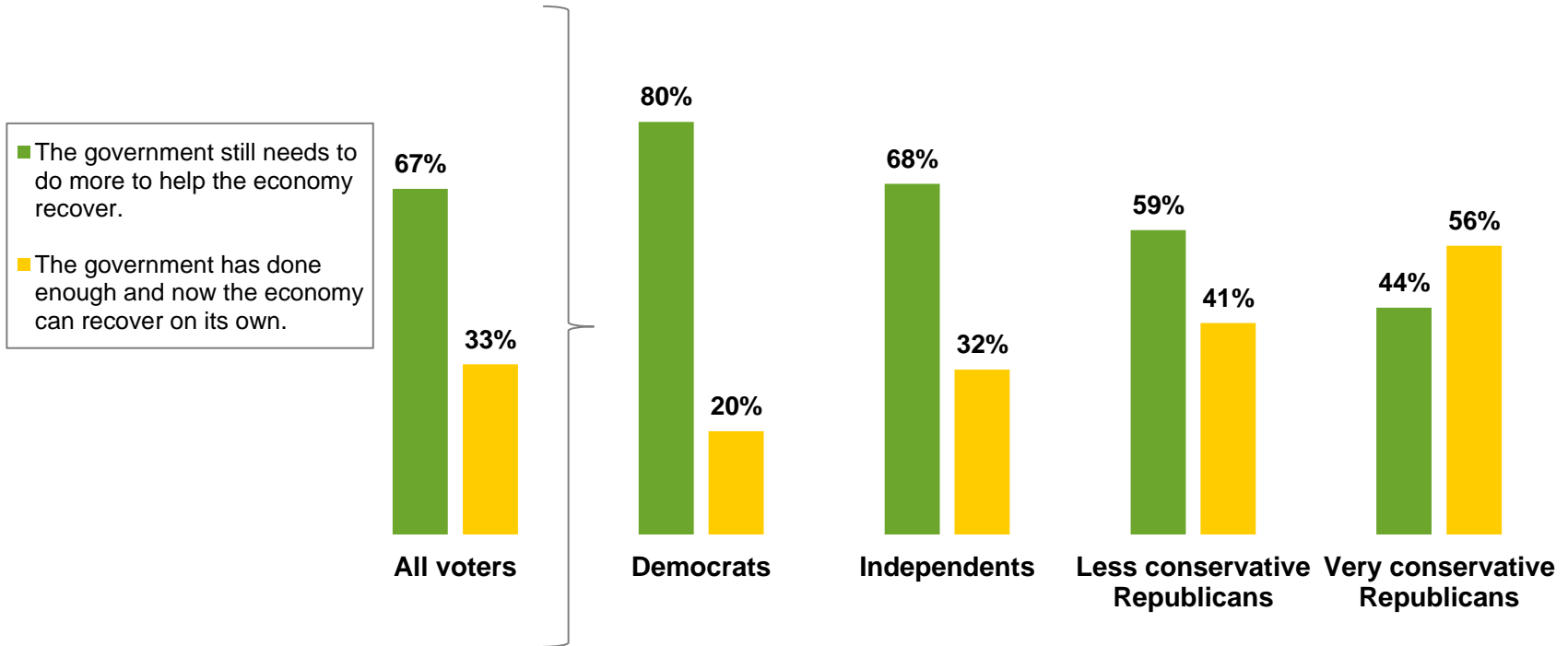
April 2021



*Source: nationwide survey of adults for CNBC

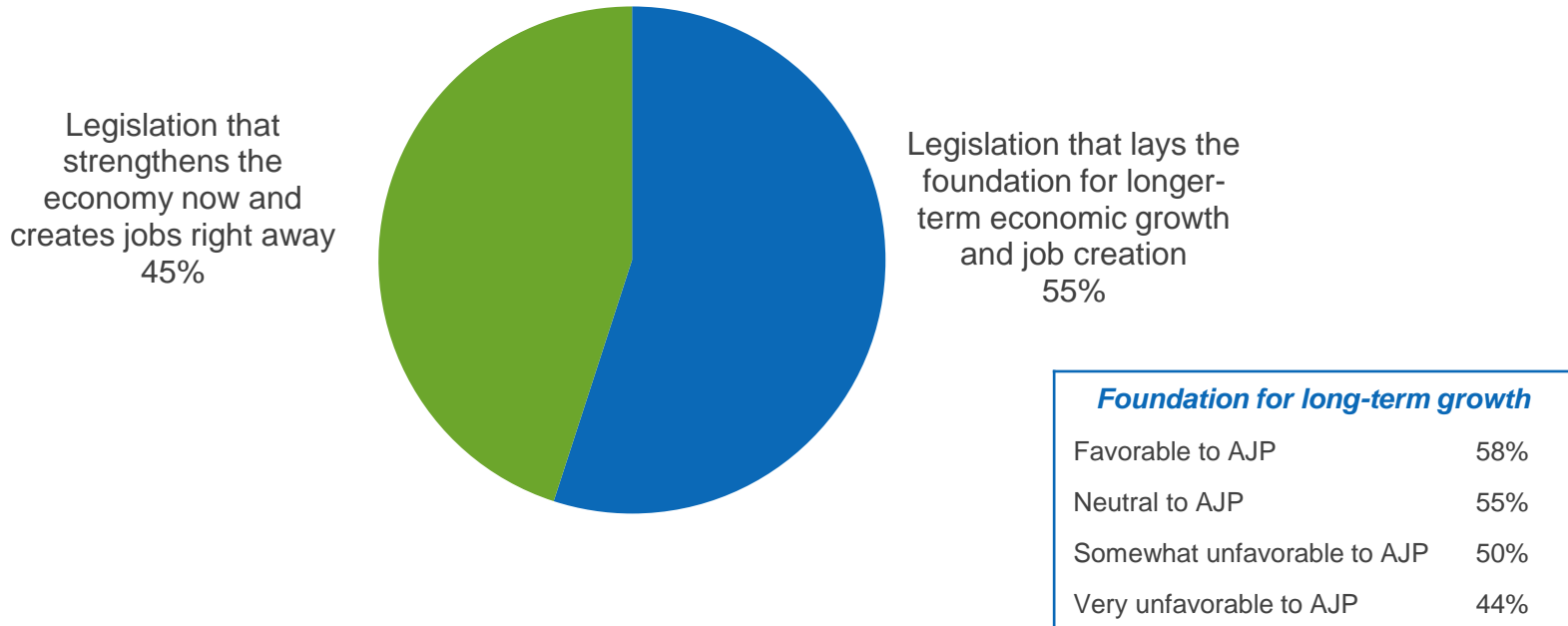
Voters are still looking for the government to do more to help the economy recover.

Now that President Biden's American Rescue Plan—the coronavirus relief plan that included stimulus checks and other provisions—has been passed by Congress, I think:



Voters are split over short-term vs. long-term job creation, but AJP supporters have a longer time horizon.

More Important Focus for the President and Congress on the Economy



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ASSOCIATES

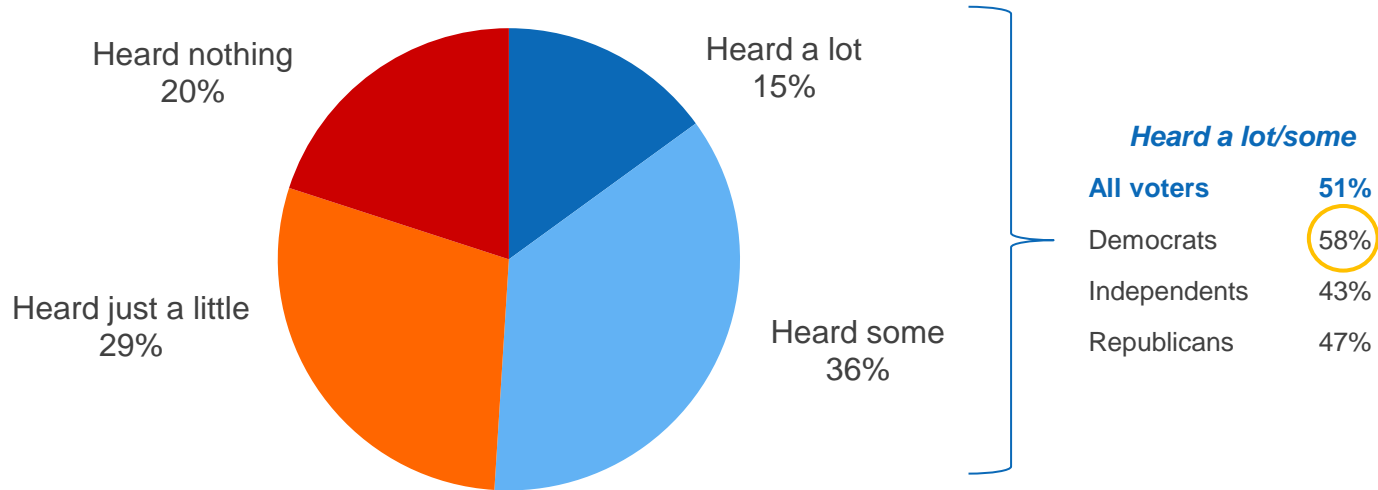
THE AMERICAN JOBS PLAN



The work of defining the American Jobs Plan is just beginning.

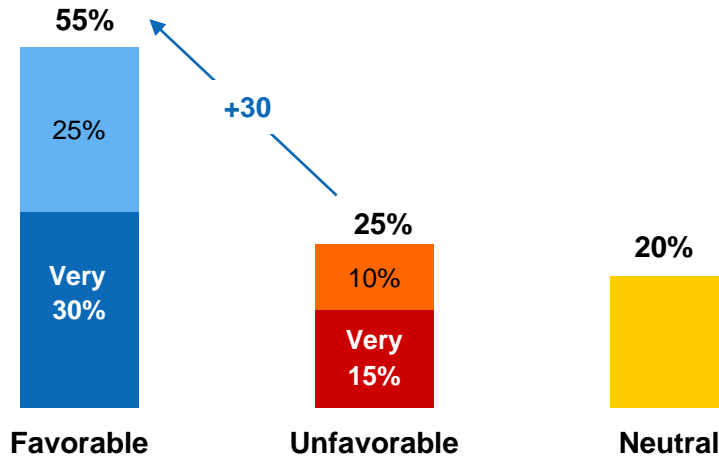
President Biden has announced that he will propose major legislation for America's economic recovery, job creation, and long-term economic growth. He calls his proposal the "American Jobs Plan."

How much have you heard about President Biden's "American Jobs Plan"?



A straight description of AJP that includes its cost gets a solidly positive reaction.

Based on this background, what is your reaction to President Biden's American Jobs Plan?*



*President Biden's American Jobs Plan would cost \$2.25 trillion spread out over eight years. It would make historic investments in infrastructure, manufacturing, and clean energy such as solar and wind power. It would include funding for research and development to support innovation and new technologies.

Favorability is high nearly across the board; there is a clear ideological divide among Republicans.

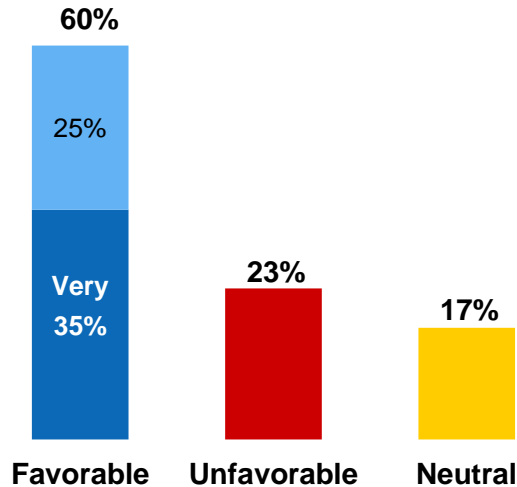
Reaction to President Biden’s American Jobs Plan, Key Subgroups

	Favorable	Unfavorable	Net favorable		Favorable	Unfavorable	Net favorable
All voters	55%	25%	+30	Age 18 to 34	63%	15%	+48
Democrats	86%	2%	+84	Age 35 to 49	64%	18%	+46
Independents	49%	20%	+29	Age 50 to 64	47%	32%	+15
Republicans	24%	52%	-28	Age 65/older	47%	36%	+11
Less conservative GOPs	29%	40%	-11	Urban	67%	15%	+52
Very conservative GOPs	16%	71%	-55	Suburban	53%	27%	+26
White voters	51%	31%	+20	Small town/rural	44%	34%	+10
Black voters	75%	6%	+69				
Hispanic voters	62%	17%	+45				

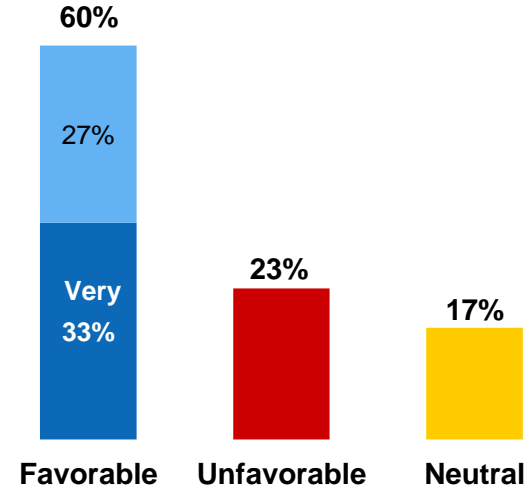
Support increases with just a little messaging and citing climate does not affect the reaction one way or the other.

Reaction to President Biden's American Jobs Plan after Statements from Supporters

By investing in America, American products, and American workers, President Biden's infrastructure, manufacturing, and clean energy plan will create millions of additional good-paying union jobs and build our economy back better than before, *while also taking on the challenge of climate change.*



By investing in America, American products, and American workers, President Biden's infrastructure, manufacturing, and clean energy plan will create millions of additional good-paying union jobs and build our economy back better than before.



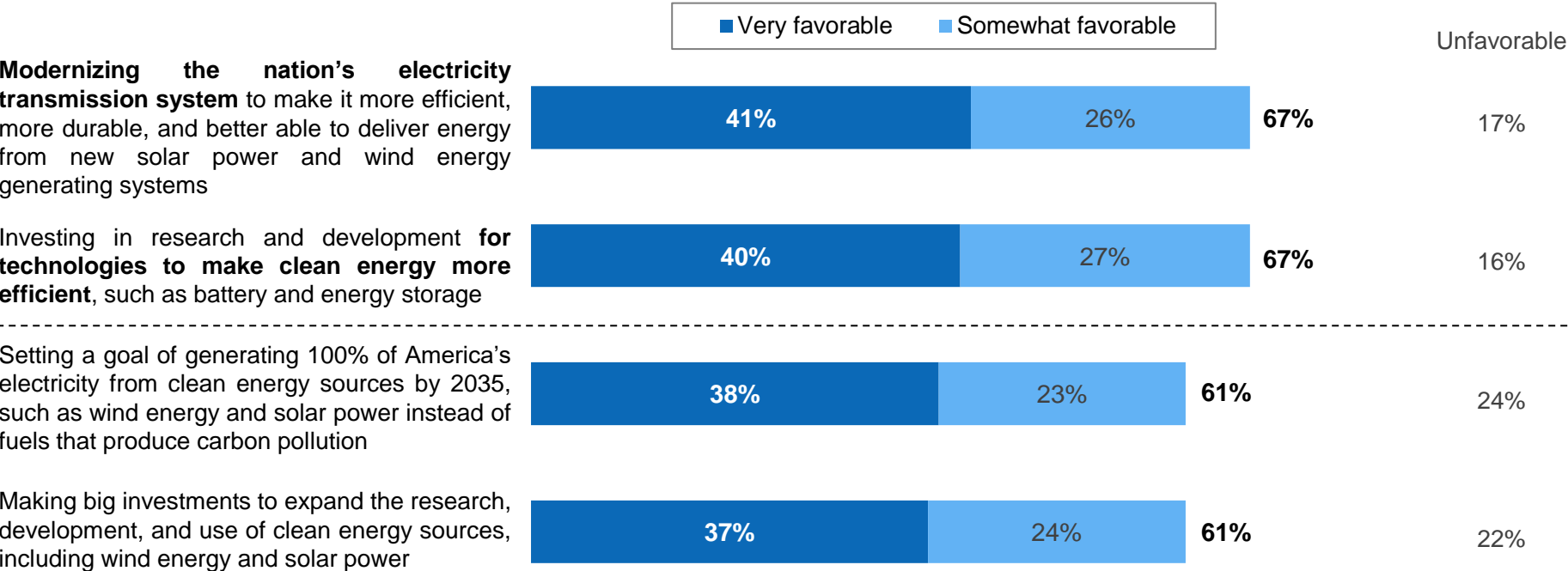
Voters are highly favorable to every component of AJP we tested.

Support for Aspects of American Jobs Plan

	Favorable	Unfavorable
Rebuild roads, bridges, other transportation infrastructure	78%	8%
Expand broadband to all areas, including rural	76%	9%
Replace every lead water pipe	74%	10%
Modernize bus, rail, subway, other public transportation	71%	15%
Modernize nation's electricity transmission system	67%	17%
Invest in R&D to make clean energy technologies more efficient	67%	16%
Incentives for business to increase investments in clean energy	64%	16%
Reclaim abandoned coal mines, cap abandoned oil wells	63%	15%
Build 1M affordable housing units that are energy efficient	62%	21%
Goal of 100% electricity from clean energy sources by 2035	61%	24%
Big investments to expand R&D and use of clean energy sources	61%	22%
Build half a million charging stations for electric vehicles	55%	24%
Retrofit 2M existing buildings to be more energy efficient	54%	23%
Investments/incentives to help U.S. auto industry get 70M electric vehicles on the road by 2030	53%	27%

Clean energy is very well received, but more popular when associated with a tangible outcome.

Support for Aspects of President Biden’s American Jobs Plan



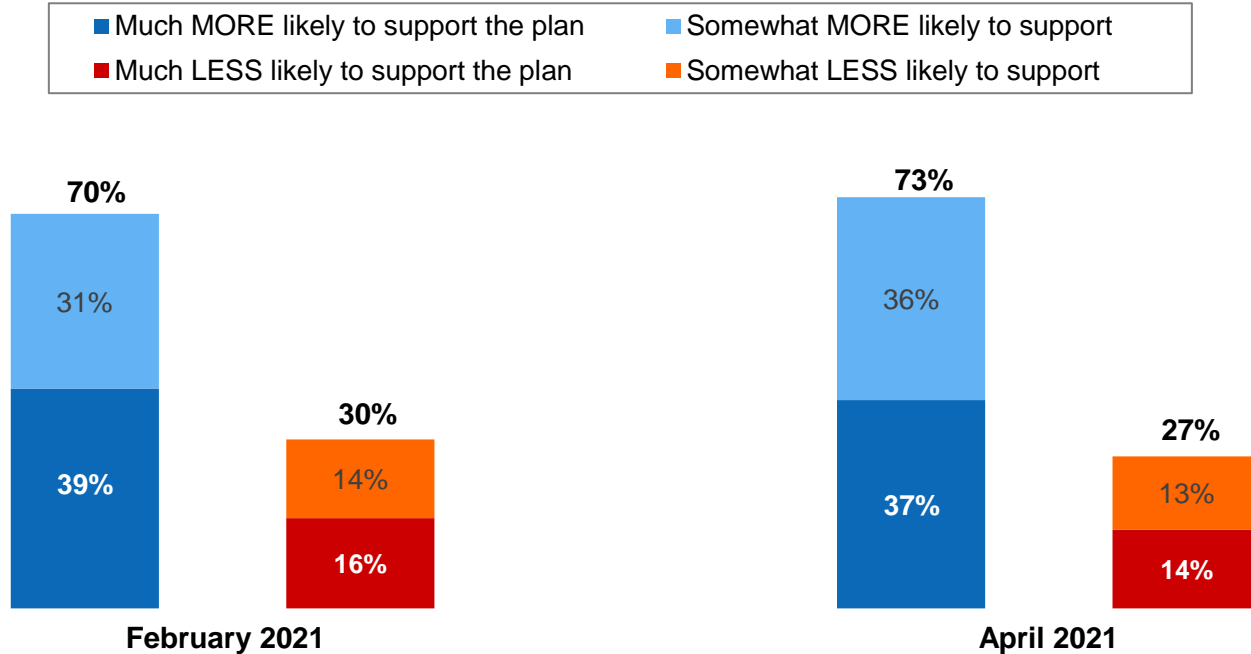
The tangibility boost is especially prevalent among swing audiences.

Support for Aspects of President Biden's American Jobs Plan

<i>Proportions favorable to each:</i>	Investments to expand research, development, use of clean energy	Investing in research and development for battery/energy storage	Favorability increase
All voters	61%	67%	+6
Less conservative GOPs	42%	56%	+14
Voters age 65/older	51%	58%	+7
White women non-college grads	52%	60%	+8
Small town/rural residents	51%	58%	+7
Hispanics	67%	74%	+7

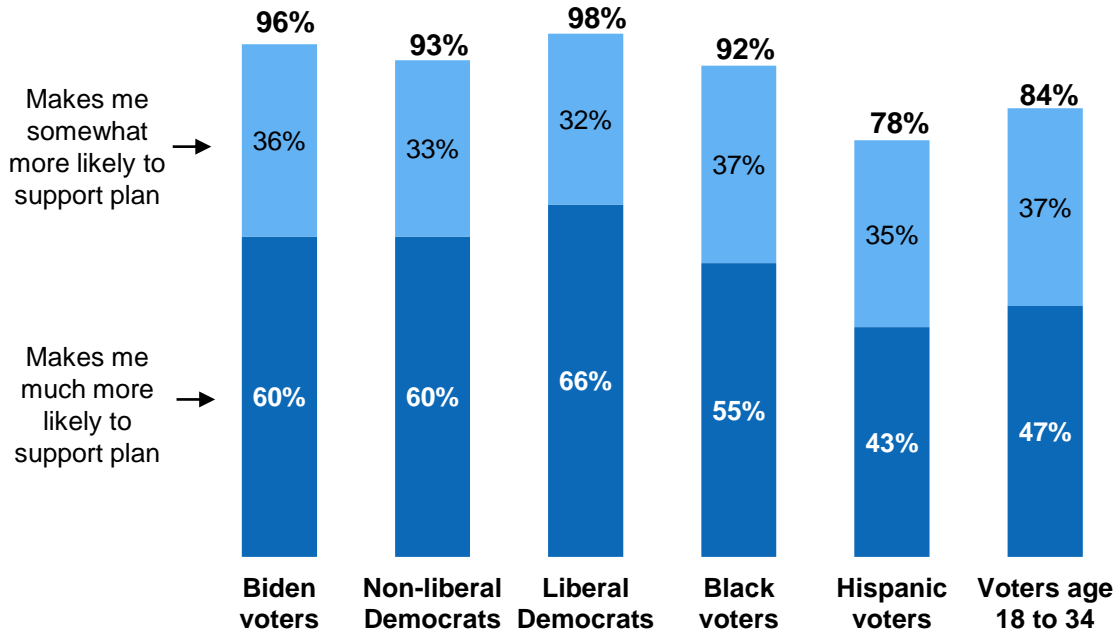
AJP's clean energy emphasis continues to be a big plus in its favor.

The American Jobs Plan includes a major emphasis on investments to expand the use of clean energy such as wind and solar power. Does the emphasis on clean energy make you more likely or less likely to support the plan overall?

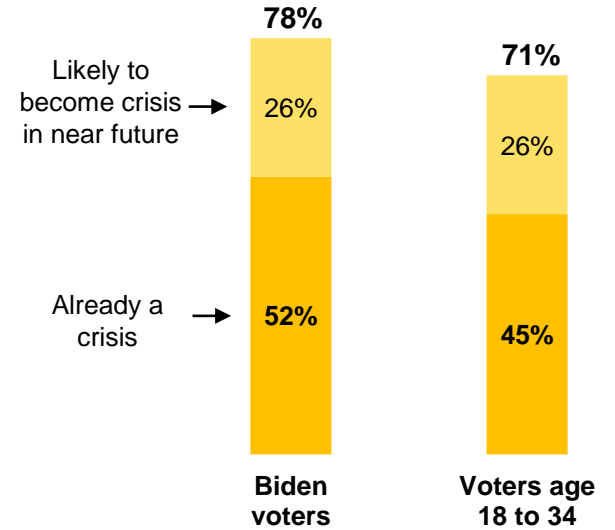


Clean energy investments are an important motivator for the Biden coalition.

American Jobs Plan major emphasis on investments to expand use of clean energy:

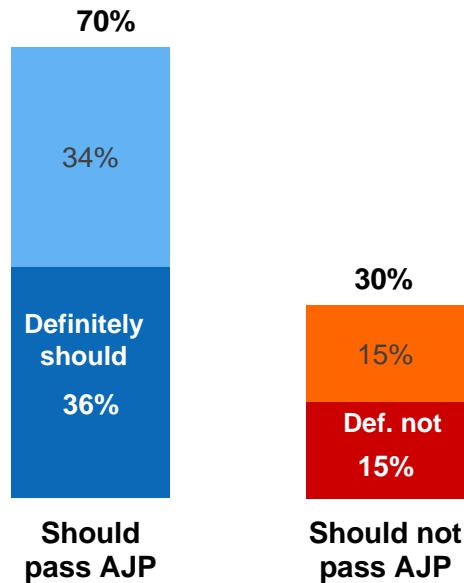


Assessment of Climate Change



With details about AJP in hand, support for passage is more than two to one.

From what you have heard about it so far, should Congress pass President Biden’s American Jobs Plan?

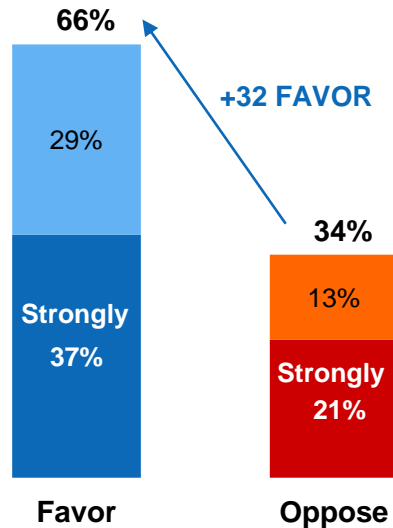


	Should pass AJP	Should not pass AJP
Democrats	97%	3%
Independents	72%	28%
Less conservative GOPs	51%	49%
Very conservative GOPs	25%	75%
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Small town/rural residents	60%	40%
White non-college grads	60%	40%
Voters age 65/older	57%	43%
Voters neutral to AJP	73%	27%

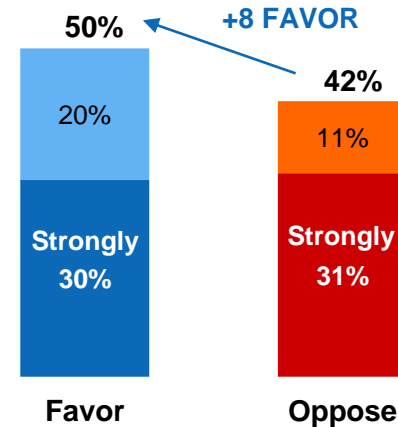
Providing the context of 2017's corporate tax cut is essential in talking about the AJP pay-for.

Support for President Biden Raising Corporate Tax Rate

With context: The tax law passed a few years ago reduced the corporate tax rate from 35% to 21%. To help pay for the American Jobs Plan, President Biden would raise the corporate tax rate to 28%.



Without context: President Biden has proposed paying for the infrastructure and clean energy plan by increasing the corporate tax rate from 21% to 28%. *



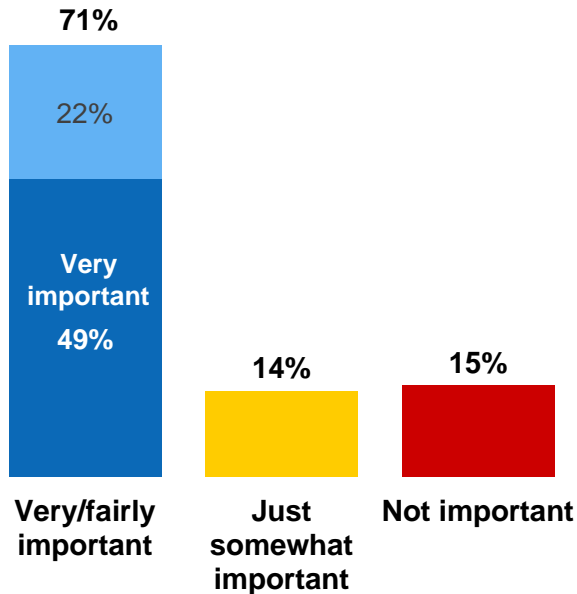
* National survey of 802 adults for CNBC, April 8-11.

AJP AND CLEAN ENERGY

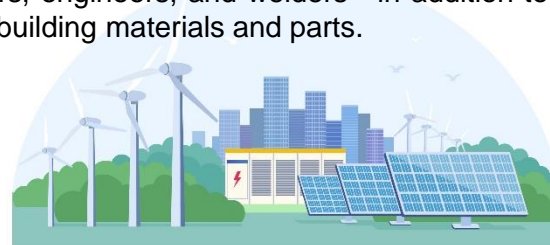


Our clean energy “vision statement” is highly compelling.

Importance of American Jobs Plan Investments in Clean Energy, after Vision Statement



The American Jobs Plan makes historic investments that will create millions of good-paying jobs and help fuel America’s economic recovery, while building a sustainable, clean energy future and addressing the challenge of climate change. To put America on a path to 100% clean energy-generated electricity by 2035, the plan calls for a stronger, more reliable power grid that will lower energy bills for middle-class families. This plan will also position the United States as the global leader in clean energy innovation by investing in research and development that will achieve technology breakthroughs here, rather than buying them from China. Investing in clean energy will give Americans good jobs now that will power the economy for years to come. This will pay off for future generations by making the country more competitive, making our communities stronger, and addressing the climate crisis. These efforts will create jobs in urban, suburban, and rural communities across America for electricians, engineers, pipefitters, plumbers, roofers, programmers, engineers, and welders—in addition to increasing demand for American-made building materials and parts.



Jobs stand out most for voters, but clean electric power is also important.

*Vision Statement Text Highlighting Exercise**

The American Jobs Plan makes **historic investments** that will **create millions of good-paying jobs** and help fuel America's economic recovery, while **building a sustainable, clean energy future** and addressing the challenge of **climate change**. To put **America** on a **path** to **100% clean energy-generated electricity by 2035**, the plan calls for a **stronger, more reliable power grid** that will **lower energy bills for middle-class families**. This plan will also position the **United States** as the **global leader** in **clean energy innovation** by investing in research and development that will achieve **technology breakthroughs** here, **rather than buying them from China**. Investing in clean energy will **give Americans good jobs now** that will **power the economy for years to come**. This will pay off for **future generations** by making the **country more competitive**, making our **communities stronger**, and **addressing the climate crisis**. These efforts **will create jobs** in **urban, suburban, and rural communities** across **America** for **electricians, engineers, pipefitters, plumbers, roofers, programmers, engineers, and welders**—in addition to **increasing demand for American-made building materials and parts**.

*Respondents were asked to highlight words/phrases they have an especially favorable reaction to. The larger and darker the font, the more people who highlighted the word or phrase.

Voters focus on jobs first and foremost in volunteered comments about the framing statement.

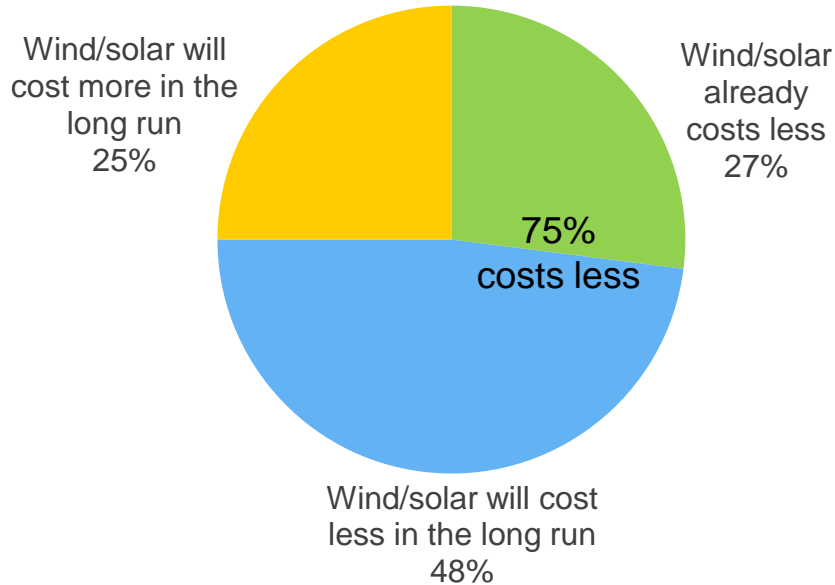
Volunteered Positive Impressions of Vision Statement

Will create more jobs, new jobs, better-paying jobs, sustainable jobs, American jobs	38%
Good idea, good plan, doable, win-win plan, positive	18%
Clean energy, will allow for the spread of cleaner energy	13%
Addressing climate change, combating climate change	10%
Good for the economy, will stimulate the economy, focused on a strong economy	9%
Better for the future of America, for future generations	7%
To lessen our dependence on China, we won't have to buy from China	5%
For a cleaner environment	5%

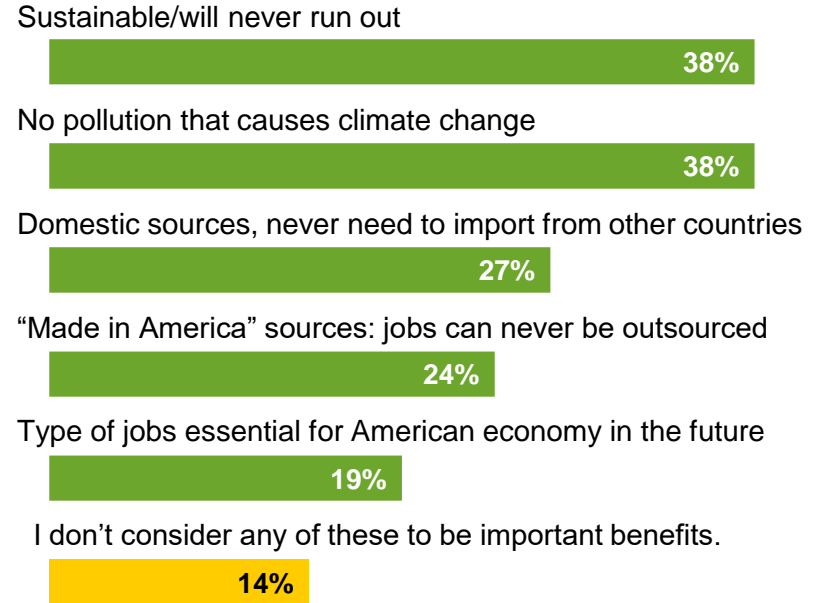


Voters do recognize the other (non-job-oriented) positives of clean energy.

Cost Of Electricity from Wind/Solar Power vs. Fossil Fuels (natural gas, oil, coal)

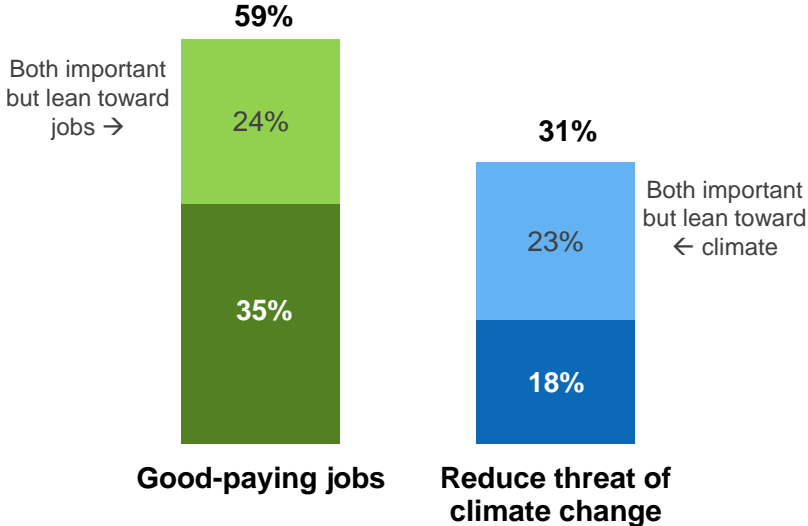


Biggest Benefits of Wind and Solar Power



We should emphasize climate for our core supporters but need to focus on jobs for swing groups.

Which is the more important reason to support investing in clean energy: create good-paying jobs or reducing the threat of climate change?



	Jobs	Climate
Liberal Democrats	36%	64%
Non-liberal Democrats	55%	45%
Independents	53%	47%
Less conservative GOPs	70%	30%
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Voters age 18 to 34	47%	53%
Voters age 65/older	65%	35%
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Black voters	62%	38%
Hispanic voters	55%	45%
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White women non-college grads	59%	41%
Small town/rural residents	60%	40%
Voters neutral to AJP	61%	39%

We have multiple ways to make the jobs case to different audiences.

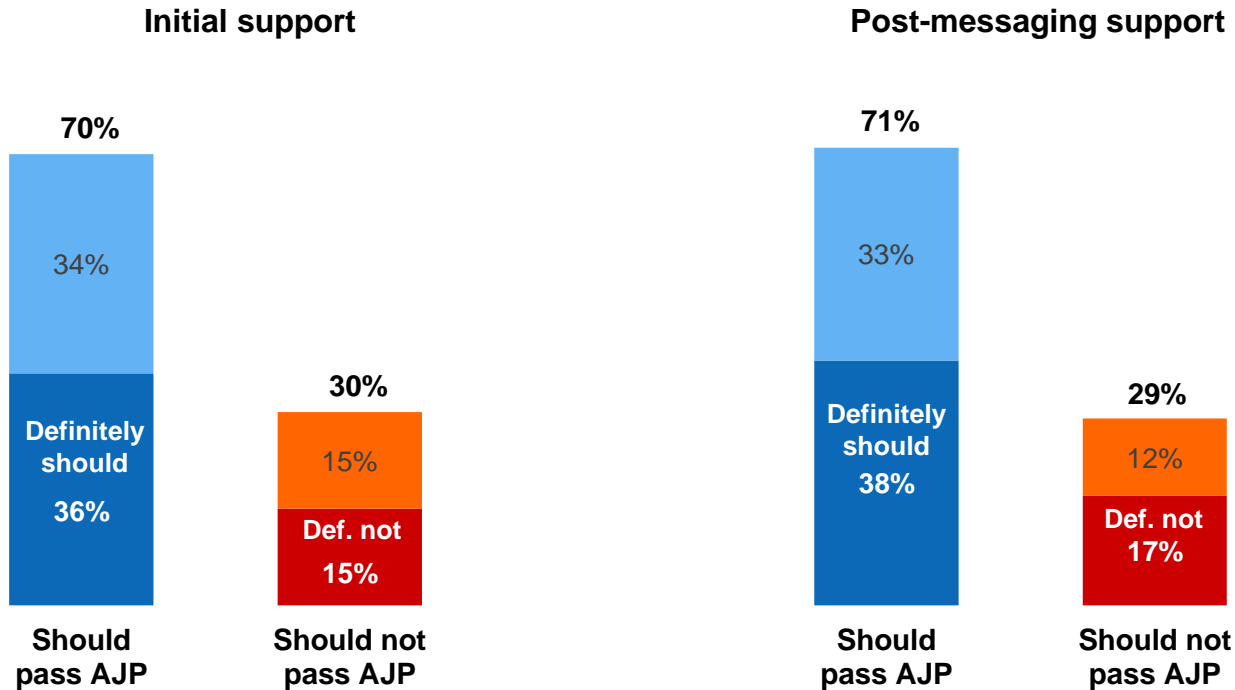
Independent analysts and economists have studied the American Jobs Plan and have said it would affect the U.S. economy in these ways: which are most important to you?

No difference
btw these two
formulations ←

	All voters	HS grad/ less	Some college	College grads
It would create or save 15 million jobs.	30%	30%	31%	30%
It would nearly double U.S. economic growth by 2025.	26%	22%	18%	35%
[Nearly 90%/75%] of the jobs it creates could be filled by workers who do not have [a 4-year college degree/college education].	25%	26%	34%	16%
It would start reducing the federal government deficit after 15 years.	8%	10%	7%	9%

Whatever the criticisms, the responses succeed in keeping support for AJP high.

Should Congress pass President Biden's American Jobs Plan?



APPENDIX A: REACTIONS TO AJP-RELATED PROJECTS



We have multiple, good, concrete examples of AJP-related projects to point to in communications.

Favorable Reaction to Aspects of President Biden's American Jobs Plan*

70% The American Jobs Plan will employ plumbers, excavators, and other tradespeople to replace 100% of the nation's lead pipes and service lines and to **modernize drinking water, wastewater, and stormwater systems** across America. All 50 states have drinking water infrastructure projects that are ready to begin work.

69% The American Jobs Plan will employ people who work on power lines and other technicians to build a more resilient electric transmission system to improve the availability of clean, renewable electricity. **Modernizing our nation's electricity systems** will prevent more disasters like the failure of the Texas electric grid, which resulted in the deaths of more than 200 people and left millions without water and power.

68% The American Jobs Plan will **create construction jobs fortifying our existing critical infrastructure**, such as electrical equipment and water systems, **against the impacts of extreme weather** and climate-related disasters such as wildfires, hurricanes, and flooding.

67% The American Jobs Plan will employ people who work on power lines and other technicians to **build a more resilient electric transmission system** to improve the availability of clean, renewable electricity.

66% The American Jobs Plan will **create construction jobs to fortify our existing critical infrastructure**, such as electrical equipment and water systems, **against the impacts of extreme weather-** and climate-related disasters such as wildfires, hurricanes, and flooding. For instance, this includes rebuilding highways, such as the **National Scenic Byway in North Carolina**, that have been damaged by rising sea levels, tropical storms, and hurricanes every year.

*7-10 ratings on 0-to-10 scale, 10 = very favorable

(continued)

We have multiple, good, concrete examples of AJP-related projects to point to in communications. *(continued)*

Favorable Reaction to Aspects of President Biden's American Jobs Plan*

- 64%** The American Jobs Plan **invests in the Civilian Climate Corps** to put a new generation of Americans to work conserving our public lands and waters, planting trees, and addressing the changing climate. These jobs will be all across our country from rural communities to urban areas.
- 64%** The American Jobs Plan will put people to work installing and repairing train tracks, signals, and rail cars to **address Amtrak's repair backlog and improve inter-city rail transportation**. Amtrak has proposed a repair and expansion plan that would bring inter-city rail service to up to 160 new communities across the country, including Phoenix, Arizona; Columbus, Ohio; Nashville, Tennessee; and Las Vegas, Nevada.
- 62%** The American Jobs Plan will **employ oilfield and mining workers to plug abandoned oil and gas wells and clean up abandoned mines** in order to put a stop to uncontrolled methane leaks and protect communities from toxic chemicals. This could potentially include hundreds of wells in Colorado and North Dakota, hundreds of thousands of wells in Texas, New Mexico, and Pennsylvania, and thousands more in other states.
- 62%** The American Jobs Plan will employ solar installers, wind turbine technicians, electricians, construction workers, and many other workers to **build the capacity to deliver clean, renewable electricity**. Examples include a new solar and wind farm in Coconino County, Arizona and a new solar project near Trinidad, Colorado.

*7-10 ratings on 0-to-10 scale, 10 = very favorable

APPENDIX B: RESPONDING TO CRITICISMS OF AJP



Responding to COST Criticism: Focus on the low—and declining—cost of renewables.

CONSUMER COST CRITICISM: This plan will hit the American people right in their wallets. It will force them into expensive electric cars, electricity will cost more, and the price of everyday goods will go up because it will cost manufacturers more to make things. All at a time when people are already struggling to recover financially from the pandemic.

<i>Which response to this criticism is most convincing?</i>	All voters	Soft supporters	Voters neutral to AJP	Less conservative GOPs
<p>CANNOT AFFORD TO WAIT: The real question is, can we afford to not do this? Hurricanes, wildfires, flooding, and other climate-driven disasters are already costing U.S. taxpayers billions of dollars to rebuild cities and regions and in rising health costs. If we don't tackle climate change now, the costs to our communities and working families will continue to rise and our children will face a future of more droughts, flooding, food and water shortages and more.</p>	25%	27%	25%	17%
<p>RENEWABLES CHEAPER: Wind and solar energy is already cheaper than oil, coal, and natural gas in most places and experts predict renewable energy will only get cheaper. As clean energy expands and new technologies come online, the cost of electricity from wind and solar will decline even further, which means lower utility bills for everyone.</p>	24%	36%	28%	25%
<p>LONG-TERM PAY OFF: Top economists agree that the long-term benefits far surpass the costs of investing in clean energy. These investments will get more people working in higher-paying jobs, leading to more consumer spending and a healthier overall economy. Independent economists predict it would double economic growth in the United States in the next four years.</p>	23%	31%	15%	18%

(28% of voters say none of these responses are convincing.)

Responding to RELIABILITY Criticism: Focus on successful examples and the 15-year time horizon; calling out Big Oil is not effective.

RELIABILITY CRITICISM: This plan begins to shift the United States to having all of our electricity generated by sources like wind and solar power—sources that are too unreliable for our needs. When the wind doesn't blow and the sun doesn't shine, electricity cannot be generated.

<i>Which response to this criticism is most convincing?</i>	All voters	Soft supporters	Voters neutral to AJP	Less conservative GOPs
LONG TRANSITION: The transition to electricity from renewable sources will happen over the next 15 years, not immediately. This gives us plenty of time to build the necessary infrastructure and technology to ensure that electricity from renewable sources is reliable enough to meet all of our needs.	30%	37%	28%	29%
SUCCESSFUL: Renewable energy sources have been increasingly used successfully over the last decade all across the country—including in colder states like North Dakota and Idaho. The American Jobs Plan includes plans for upgrading our electric grid and energy storage systems to make energy from renewables even more reliable.	27%	36%	25%	25%
DISTRACTION/LIE: This criticism is a lie from Big Oil and gas CEOs who want to distract the public so that they can keep making billions from high oil prices while polluting our air and water. We have to invest now in renewable energy sources like wind and solar to create a clean energy economy.	16%	16%	17%	15%

(27% of voters say none of these responses are convincing.)

Responding to GND/CULTURAL Criticism: It is most effective to cite the benefits to everyone.

GND/CULTURAL CRITICISM: This plan is supposed to be about infrastructure, but most of it goes to paying for a wish list of liberal policies that have nothing to do with infrastructure, like forcing people into smaller, less powerful electric cars, getting rid of jobs in the natural gas and coal industries, and trying to fix the overblown climate “crisis.” This proposal is no different from the Green New Deal: a plan designed for socialists and California liberals, but forced on the rest of us.

<i>Which response to this criticism is most convincing?</i>	All voters	Soft supporters	Voters neutral to AJP	Less conservative GOPs
<p>BENEFITS EVERYONE: This plan will improve the quality of life for all Americans. It will make the roads and bridges we all use safer. It will expand essential high-speed Internet to rural areas. It will modernize our outdated electricity system. And it will grow our economy to be even better and fairer than before the pandemic.</p>	31%	36%	30%	27%
<p>JOBS/COMPETITION: This plan puts us ahead of the curve for economic success by making big investments in technologies and industries that will ensure that the United States remains the world economic leader for a long time to come. China is making clean energy a top priority; we need to do the same to continue to compete. Creating good-paying jobs and ensuring our economic success can hardly be called socialist.</p>	23%	29%	21%	18%
<p>AIR AND WATER: This plan will replace the lead pipes that carry water to our homes. It will greatly reduce toxic pollution from the air we all breathe. Ensuring clean air and clean water are not liberal ideas, they are basic steps to protect the health of Americans and improve our quality of life.</p>	19%	26%	15%	21%

(27% of voters say none of these responses is convincing.)

Responding to GOVERNMENT SPENDING/TAXES Criticism: No clear strongest response; “we can’t afford to wait” is nominally more effective.

GOVERNMENT SPENDING/TAXES CRITICISM: Federal government spending is through the roof over the past year, including the nearly \$2 trillion spending bill that Congress just passed. The federal deficit is at an all-time high, and eventually people’s taxes will be increased in order to pay for all of this. We simply cannot afford this new multi-trillion-dollar spending plan.

<i>Which response to this criticism is most convincing?</i>	All voters	Soft supporters	Voters neutral to AJP	Less conservative GOPs
<p>CANNOT AFFORD TO WAIT: The real question is, can we afford to <i>not</i> do this? Hurricanes, wildfires, flooding, and other climate-driven disasters will cost individuals and U.S. taxpayers billions of dollars to rebuild cities and regions and in rising health costs. If we don’t tackle clean energy now, the costs to our communities and working families will only continue to rise.</p>	29%	35%	29%	22%
<p>LONG-TERM PAY OFF: Top economists agree that the long-term benefits far surpass the costs of investing in clean energy. These investments will get more people working in higher-paying jobs, leading to more consumer spending and a healthier overall economy.</p>	25%	30%	25%	22%
<p>FUTURE: This plan has essential investments for the future that will create jobs and make our economy stronger—investments that can be paid for in part by making sure big corporations and the wealthy pay their fair share.</p>	21%	25%	24%	22%

(25% of voters say none of these responses are convincing.)

Responding to JOB KILLING Criticism: Talking about worker training is a very strong response for those neutral to AJP.

JOB KILLING CRITICISM: This plan destroys tens of thousands of good-paying, middle-class jobs in the coal and oil industries. Joe Biden has already started killing these jobs by canceling the Keystone oil pipeline.

<i>Which response to this criticism is most convincing?</i>	All voters	Soft supporters	Voters neutral to AJP	Less conservative GOPs
TRAINING: Any loss of a job is hard for a family and the community. That's why the American Jobs Plan will not only create jobs, but invest in high-quality training and apprenticeship programs to make sure that American workers, including those laid off by the oil and gas industry, have the skills they need to get good jobs in the clean-energy industry.	27%	30%	43%	26%
COMPETE GLOBALLY: Clean power is the energy of the future, and other countries—especially China—are making major investments in expanding their clean-energy industries. If the United States does not make a concerted effort to expand our own clean-energy industry, our economy will fall behind as our major competitors take the lead. These investments are essential for the U.S. economy to compete.	24%	30%	17%	24%
FOSSIL FUEL JOBS DYING: The coal and oil industries started laying off their employees long before Joe Biden took office. This is happening because of market forces, not politics. The American Jobs Plan actually creates millions of good jobs, including a commitment to invest in the communities where oil and coal jobs are being lost in order to build back these communities' economies and ensure their success.	21%	28%	12%	8%

(28% of voters say none of these responses are convincing.)

Responding to TAXING BUSINESS Criticism: No clear winner or loser response; the best defense is to go on offense and give corporate tax history as context.

TAXING BUSINESS CRITICISM: Paying for this plan relies on a massive tax increase. Tax cuts a couple years ago brought our economy to a 50-year high before the pandemic. By hiking taxes on job-creating businesses, Joe Biden will bring our economic recovery to a halt while so many families are still struggling.

<i>Which response to this criticism is most convincing?</i>	All voters	Soft supporters	Voters neutral to AJP	Less conservative GOPs
<p>USE INFRASTRUCTURE: Big corporations use our infrastructure more than Americans do. They use massive amounts of electricity. Their trucks put hundreds of millions of miles' worth of wear and tear on our roads and bridges. They need our ports and airports to be modern and efficient. It is only right that they should help pay to fix and improve the infrastructure they have been using so heavily for decades.</p>	26%	30%	20%	20%
<p>OIL AND GAS: For decades, oil and gas companies have gotten hundreds of billions of dollars in handouts from the government while they kept pumping toxic pollution that causes climate change into our air and water. It's time to end this corporate welfare and invest in clean energy solutions that will power our future.</p>	25%	29%	23%	23%
<p>DIDN'T CREATE JOBS: This plan rolls back the corporate tax cuts passed under President Trump, but corporate tax rates still will be lower than before President Trump's plan was passed. Corporations squander their tax cuts on stock buybacks and CEO bonuses, and many Fortune 500 corporations pay no taxes at all. Corporations need to pay their fair share.</p>	24%	29%	30%	23%

(25% of voters say none of these responses are convincing.)