

**TO: Interested Parties**  
**FROM: Hart Research Associates**  
**DATE: February 13, 2022**  
**RE: Summary of Findings from Opinion Research on  
Implementing the Clean Energy Plan**

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Qualitative and quantitative studies\* that Hart Research recently completed for Climate Power and the League of Conservation Voters provide guidance for climate and clean energy advocates and other allies on how to effectively talk about and promote the clean energy elements of the Inflation Reduction Act and related major legislation.

The good news is that the public is ready to hear the story we want to tell, as evidenced by the following:

- They have high regard for clean energy, believing there to be substantial health, energy independence, and generally “good for the planet” benefits to increasing its use. A great many believe that transitioning the U.S. to clean energy and away from fossil fuels is not only beneficial, but necessary.
- Even knowing little about it at this juncture, voters approve of the clean energy plan passed by President Biden and the Congress by a margin of 50% approve to 32% disapprove. Notably, 19% have no opinion, suggesting a prime opportunity for advocates to sell the plan.
- Two thirds or more of voters have a favorable reaction toward each of the four main clean energy components—upgrading the grid, new jobs and job training, financial incentives for clean energy technologies, and expanding manufacturing of such technologies in the U.S.

Nonetheless, the potential costs to consumers emerges as a top-level concern. Voters believe that the transition to clean energy will cost them money in the short

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\* Two online QualBoard discussions and four live online focus groups held in December 2022; and a national online survey of 1,500 registered voters conducted January 23-25, 2023. The survey has a credibility interval of  $\pm 2.9$  percentage points.

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term and many are unsure if there will be longer-term savings (though there is certainly more optimism about the long term).

We have identified four overarching imperatives when it comes to messaging around and communicating about the clean energy plan:

- 1) **Illustrate progress being made right now.** Our research clearly shows that in order to make the promise of future benefits meaningful, voters need to see action and results in real time. The jobs being created by the development of new clean energy projects are currently the most credible and impactful way to show the clean energy plan is already working.
- 2) **Show the outcomes of the affordable clean energy plan on an ongoing and consistent basis.** After showing voters the magnitude of action that is taking place, we need to sustain the momentum by continually lifting up stories of how people and communities are benefiting from the clean energy plan. Personal testimonies (about jobs, cost savings, etc.) and a steady drumbeat of stories that show the benefits of clean energy in the real world can help create an ever-building narrative.
- 3) **Take advantage of the benefits of clean energy that people already believe in—especially less pollution, better health, and energy independence.** These are top-of-mind, intuitive, and aspirational for what the transition to clean energy can achieve. Highlighting actions that are occurring right now increases voters' hopefulness that the promise of these benefits actually will be achieved.
- 4) **Say and show how the plan makes transitioning to clean energy affordable for everyday consumers, not just the wealthy.** Our opposition will relentlessly make the case that clean energy is costing Americans more money. Aggressively countering this is an essential priority.