

Swing State Voters on the Election and Climate Change

*Key findings from a survey among likely voters in five key
US Senate swing states, conducted October 2014
for League of Conservation Voters, NextGen Climate Action, &
NRDC Action Fund*

Methodology

- ◆ 1,505 likely general election voters in five states were interviewed via landline and cell phone, from October 20 to 26, 2014, as follows:
 - Colorado 300 interviews
 - Iowa 300 interviews
 - Michigan 300 interviews
 - New Hampshire 305 interviews
 - North Carolina 300 interviews

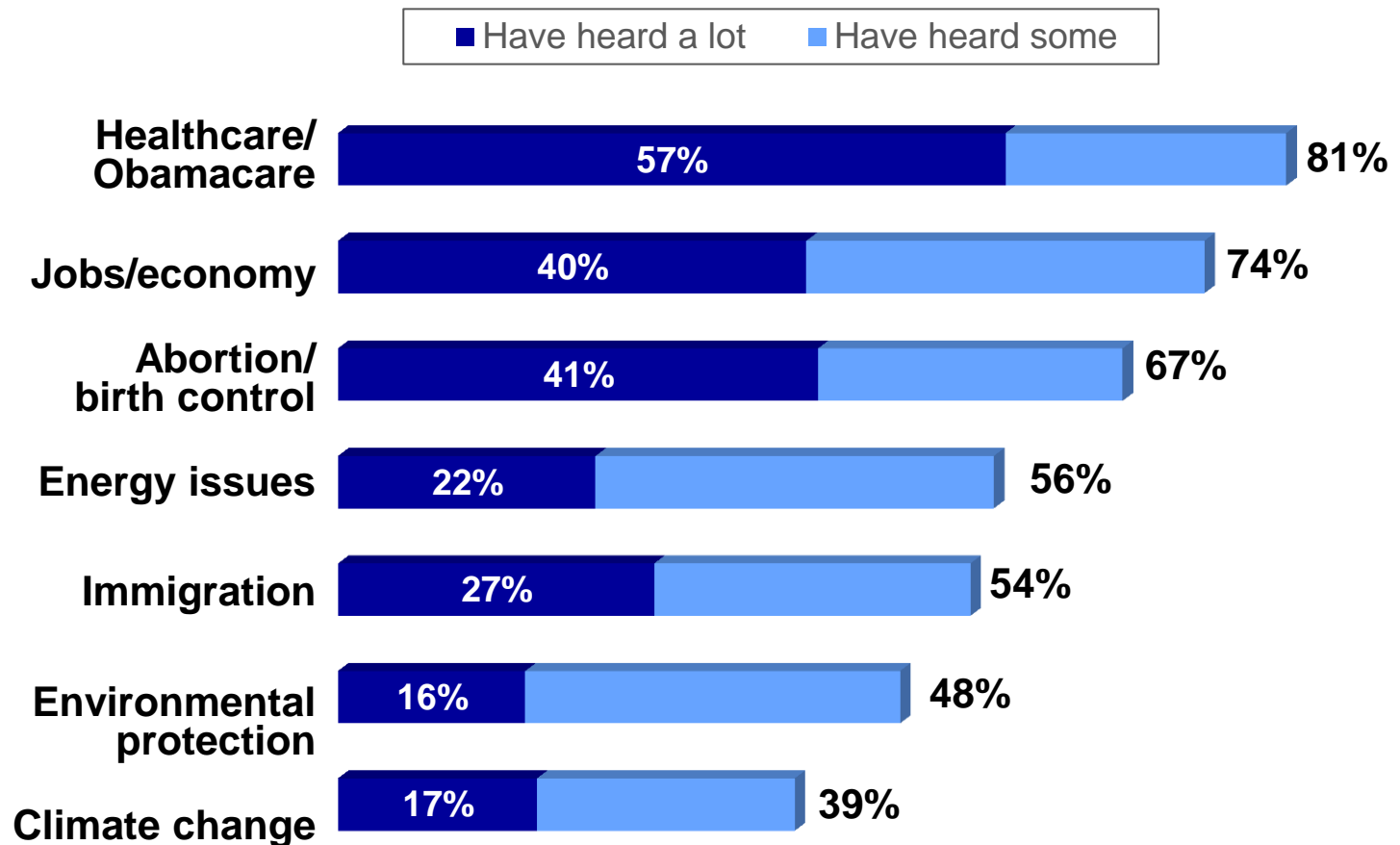
- ◆ Margins of error:
 - ± 2.5 percentage points for full sample across all states
 - ± 5.7 percentage points for each state
 - Tolerances are higher for subgroups

Key Findings

- ◆ Pro-climate positions are highly popular with voters, while voters react very negatively to anti-climate views. Candidates who favor government action on climate are strongly preferred over those who do not.
- ◆ Voters in each state overwhelmingly endorse the proposed Clean Power Plan, including more than 60% of undecided voters and nearly half of Republican voters.
- ◆ Climate and energy issues play a role in the public debate in these states' Senate races. Nearly 40% of voters have heard about candidates' positions on climate, and a majority have on energy.
- ◆ The survey suggests that Republican candidates are losing ground as a result of their climate science denial and opposition to climate pollution reductions. This is true among independent swing voters, and particularly among women and younger voters.

In campaigns dominated by Obamacare and choice, many voters have heard about climate and energy issues.

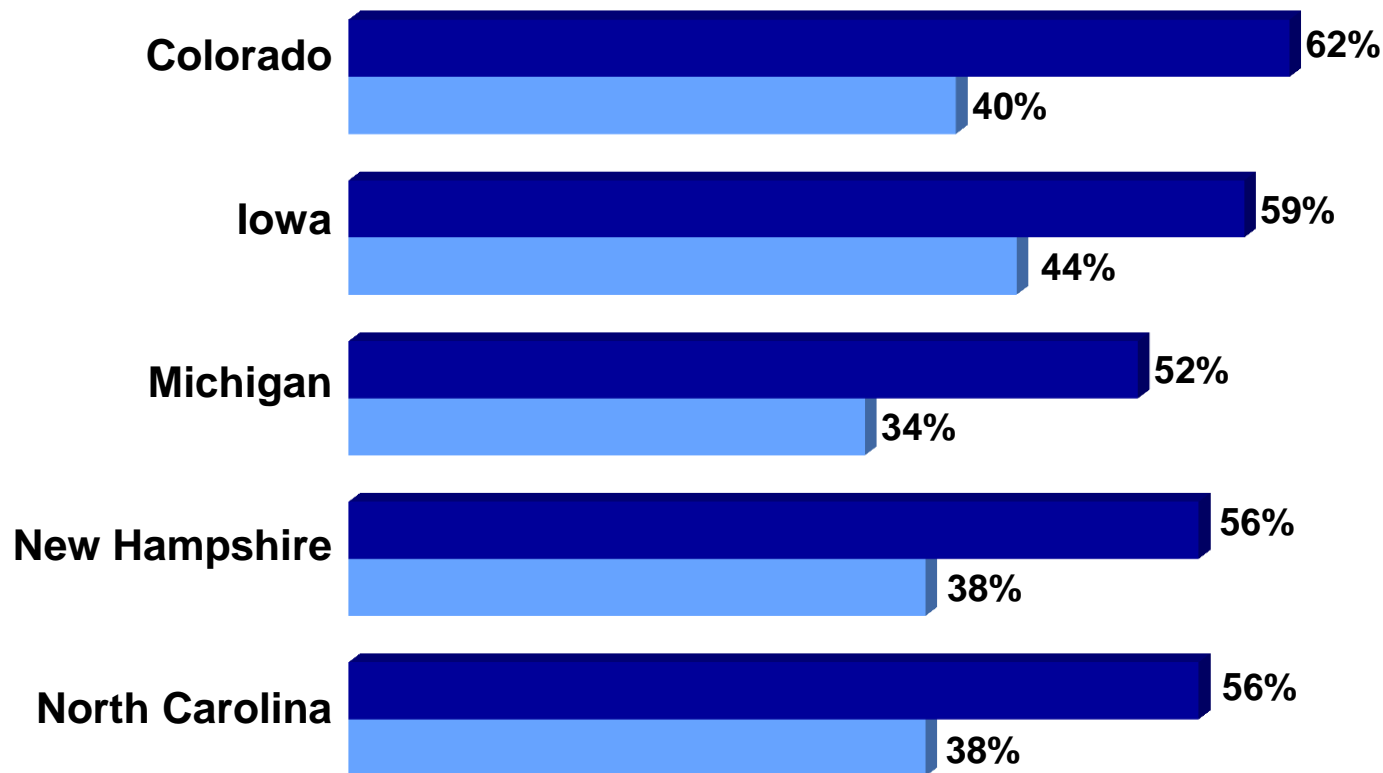
In the past couple of months, how much have you heard about candidates' positions on this issue?



At least one in three voters in each state has heard about climate change; majorities have heard about energy issues.

In the past couple of months, how much have you heard about candidates' positions on climate change and energy issues?

- Have heard a lot/some about candidates' positions on energy issues
- Have heard a lot/some about candidates' positions on climate change



Pro-climate positions are popular with voters, anti-environment views are a clear negative.

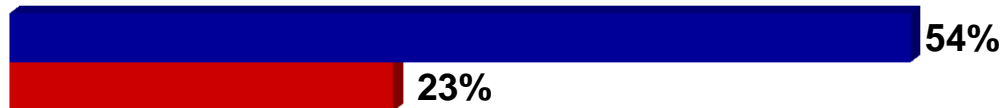
If I heard this about a candidate, that would make me feel:



Supports expanding clean energy technologies, including solar and wind



Believes gov't should take action on climate change and carbon pollution



Denies that climate change is due to human activity



Supported by big oil, has voted for taxpayer subsidies to oil companies



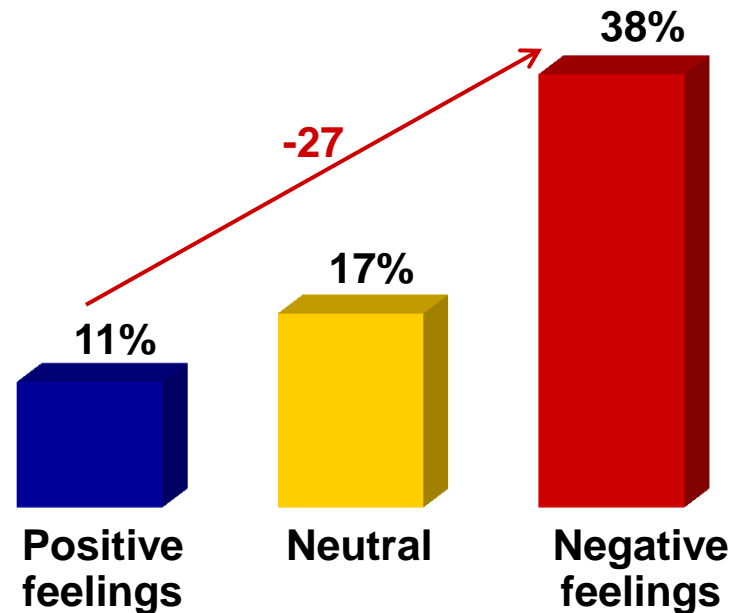
Supported by Koch brothers, oil billionaires spending millions for their agenda



The Kochs have a highly negative profile in these states.

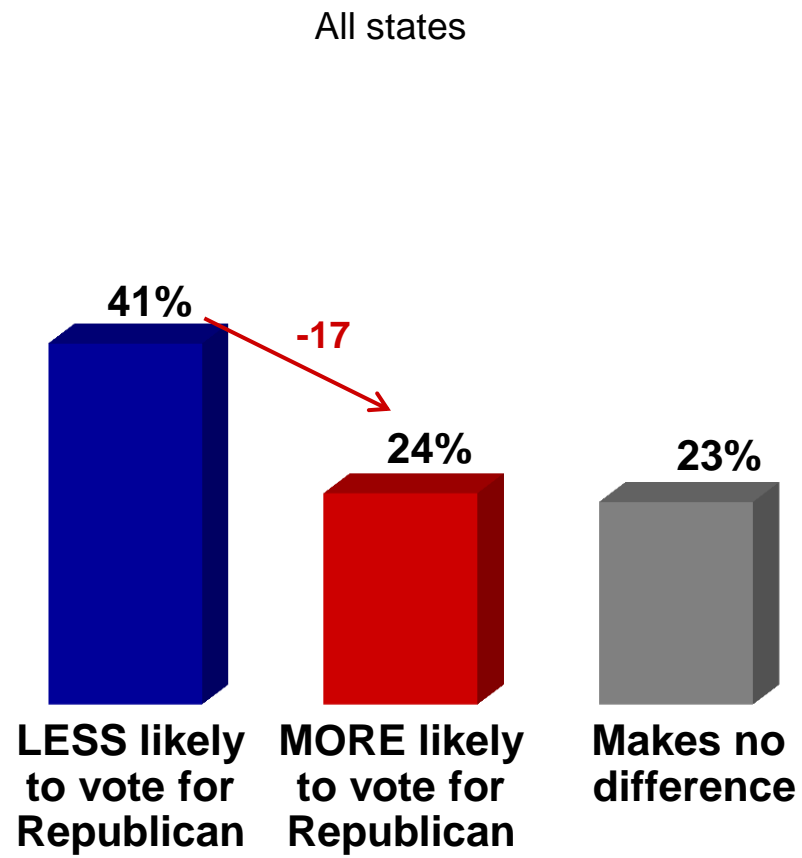
Feelings toward the Koch brothers

All states



Pluralities of voters are less likely to vote for Republicans due to their climate and energy positions.

What I have heard about my state's Republican candidate for U.S. senator regarding his/her record and positions on energy, the environment, and climate change has made me:



	Less likely to vote for Republican		More likely to vote for Republican
Colorado	40%	-10 →	30%
Iowa	44%	-19 →	25%
Michigan	36%	-18 →	18%
New Hampshire	42%	-18 →	24%
North Carolina	42%	-19 →	23%

GOP climate positions are a negative for swing voter groups, and there are large gender and age gaps.

What I have heard about my state's Republican candidate for U.S. senator regarding his/her record and positions on energy, the environment, and climate change has made me:

	Less likely to vote for Republican	More likely to vote for Republican	Difference
All voters	41%	24%	-17
Independents	39%	19%	-20
Moderates	43%	20%	-23
Men	40%	28%	-12
Women	42%	20%	-22
Age 18 to 34	39%	19%	-20
Age 35 to 49	34%	20%	-14
Age 50 to 64	46%	28%	-18
Age 65/over	43%	28%	-15

Pro-climate action candidates fare much better than anti-action candidates.

In each pair, which candidate would you be more likely to support?

Wants to increase use of renewable energy sources, like wind and solar



Wants to increase use of traditional energy sources, like oil and coal



Supports EPA plan to reduce carbon pollution from power plants



Opposes EPA plan to reduce carbon pollution from power plants



Believes carbon pollution from man-made sources contributes to climate change



Doesn't believe carbon pollution from man-made sources contributes to climate change



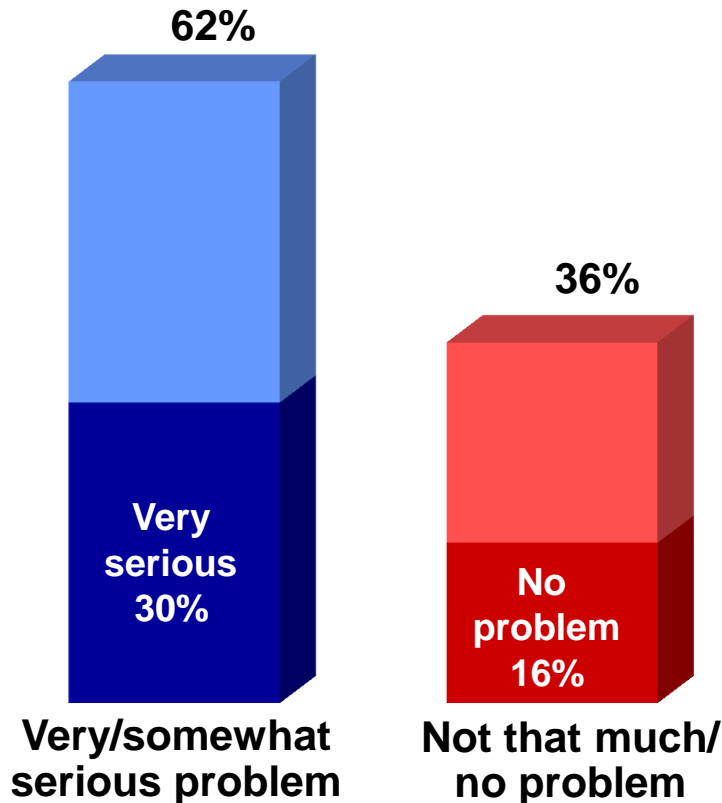
Independents strongly prefer the pro-climate candidate.

- Likely voters in each state—by margins of **25 percent or more**—favor a generic pro-climate action candidate in each state.
- Independent voters across the states—by margins of **38 percent or more**—favor a generic pro-climate action candidate.

Voters in these states recognize the threat of climate change.

How much of a problem do you consider the issue of climate change to be?

All states

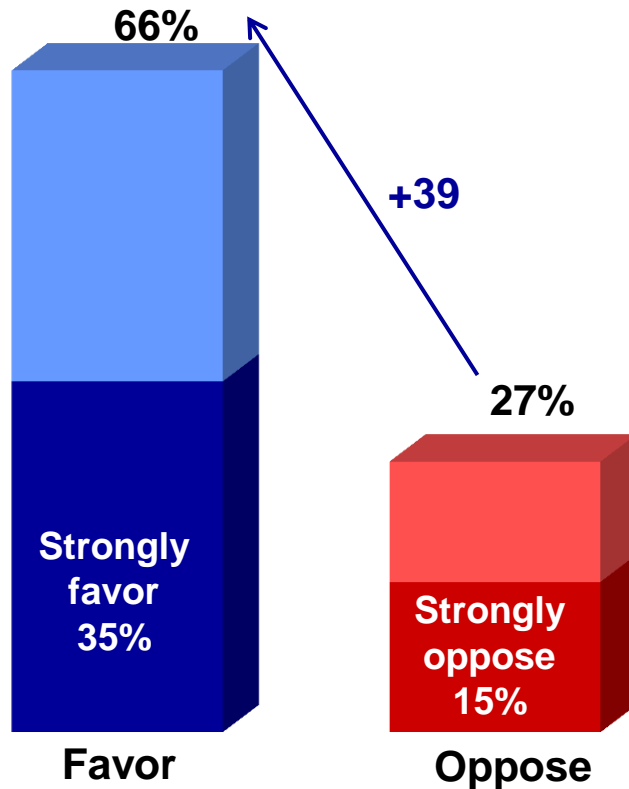


	Very/ somewhat serious
Colorado	60%
Iowa	64%
Michigan	58%
New Hampshire	63%
North Carolina	65%

Voters strongly support the Clean Power Plan.

The U.S. EPA is proposing regulations that would set limits on the amount of carbon pollution that power plants can release into the air. Do you favor or oppose these regulations?

All states



	Favor	Oppose	
Colorado	65%	32%	+33
Iowa	70%	24%	+46
Michigan	62%	26%	+36
New Hampshire	67%	26%	+41
North Carolina	66%	28%	+38

The Clean Power Plan has support across the political spectrum.

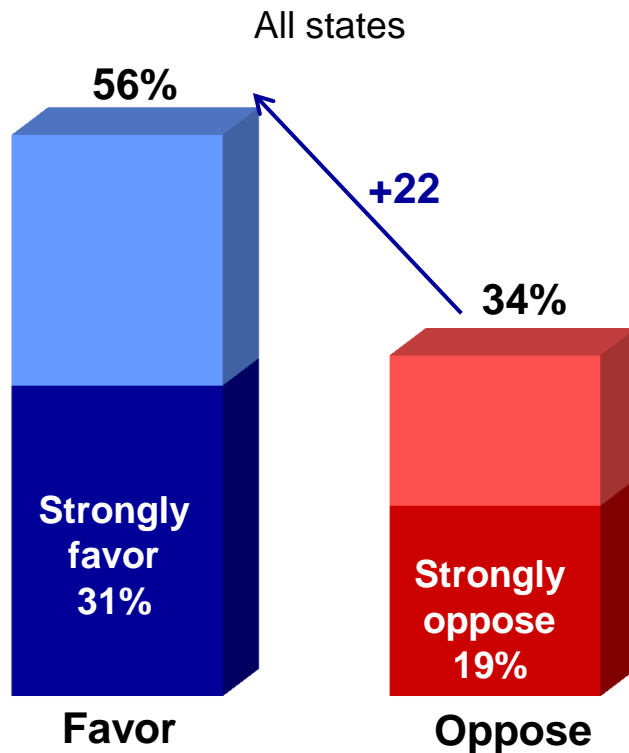
The U.S. EPA is proposing regulations that would set limits on the amount of carbon pollution that power plants can release into the air. Do you favor or oppose these regulations?

	Favor	Oppose	Difference
All voters	66%	27%	+39
Party ID:			
Democrats	86%	9%	+77
Independents	65%	26%	+39
Republicans	48%	45%	+3
Men	59%	36%	+23
Women	73%	19%	+54
Age 18 to 34	74%	18%	+56
Age 35 to 49	65%	29%	+36
Age 50 to 64	65%	30%	+35
Age 65/over	63%	30%	+33
Moderates	73%	19%	+54

Majorities continue to support EPA plan after hearing arguments for and against it.

Supporters of the EPA's plan to reduce carbon pollution from power plants say it is necessary because currently there are no limits at all on emissions of carbon, which nearly all scientists agree are primarily responsible for climate change. Supporters say that the rise in asthma cases and other respiratory diseases, and the increase in extreme weather events, make it especially important to take action now, and this plan will help stimulate new jobs in clean energy like wind and solar power.

Opponents of the EPA's plan to reduce carbon pollution from power plants say it will hurt our economy by increasing the cost of electricity for businesses and consumers, and won't solve the problem because countries such as China and India continue to increase their carbon emissions. Opponents say this new federal regulation is all a part of President Obama's war on coal, and will cost tens of thousands of coal-related jobs.



	Favor	Oppose	
Colorado	53%	40%	+13
Iowa	60%	33%	+27
Michigan	52%	32%	+20
New Hampshire	56%	34%	+22
North Carolina	59%	31%	+28

Independents and moderates strongly support Clean Power Plan after hearing arguments for and against it.

	Favor	Oppose	Difference
All voters	56%	34%	+22
Party ID:			
Democrats	84%	10%	+74
Independents	58%	31%	+27
Republicans	29%	59%	-30
Men	50%	42%	+8
Women	61%	27%	+34
Age 18 to 34	62%	28%	+34
Age 35 to 49	55%	36%	+19
Age 50 to 64	59%	34%	+25
Age 65/over	50%	38%	+12
Moderates	64%	27%	+37