Support for Green Building and Environmental Policies

1. Majorities across party lines have concerns about climate change. It is a top-tier issue for Democrats.

2. There is strong support for many proposals to address climate change including strong bipartisan support for passing laws for more efficient buildings and cars.

3. The Green New Deal finds majority support across party lines but needs to be defined. Republican Regular Fox News viewers respond to consistent opposition rhetoric, and they think differently than the rest of the country.

4. Americans strongly value buying products made in America. More than 6 in 10 say they are willing to pay more for something made in America, but few are willing to pay more than a 10 percent premium.

5. Americans strongly favor funding programs and policies to reduce damage to the climate by making polluters pay and by increasing taxes on the wealthiest one percent.

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Environmental Issue Context

Majorities across party lines have personal concerns about climate change. Democrats and independents have greater concerns than Republicans.
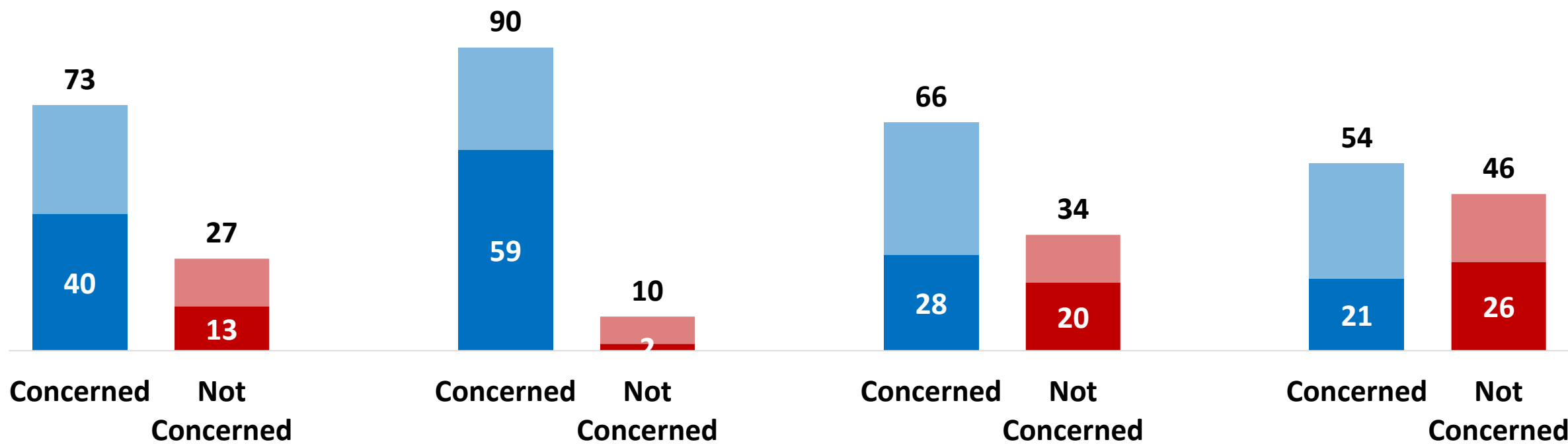

How personally concerned are you about climate change?

All Adults — Concerned 73 (Very concerned 40, Somewhat concerned), Not Concerned 27 (Not at all concerned 13, A little concerned)

Democrats — Concerned 90 (Very concerned 59, Somewhat concerned), Not Concerned 10

Independents — Concerned 66 (Very concerned 28, Somewhat concerned), Not Concerned 34 (Not at all concerned 20, A little concerned)

Republicans — Concerned 54 (Very concerned 21, Somewhat concerned), Not Concerned 46 (Not at all concerned 26, A little concerned)

Legend:
- Somewhat concerned
- Very concerned
- A little concerned
- Not at all concerned

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4

Democrats are increasingly identifying climate change and environmental protection as a top priority.

% Who say each is a top priority for the President and Congress (by Party Identification)
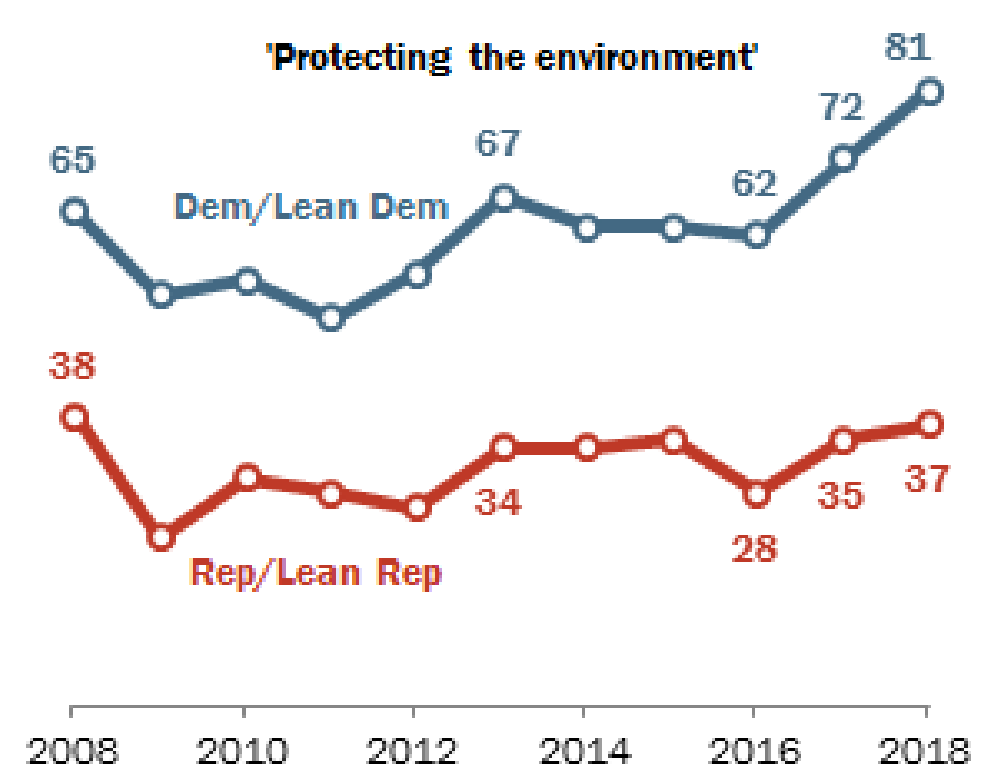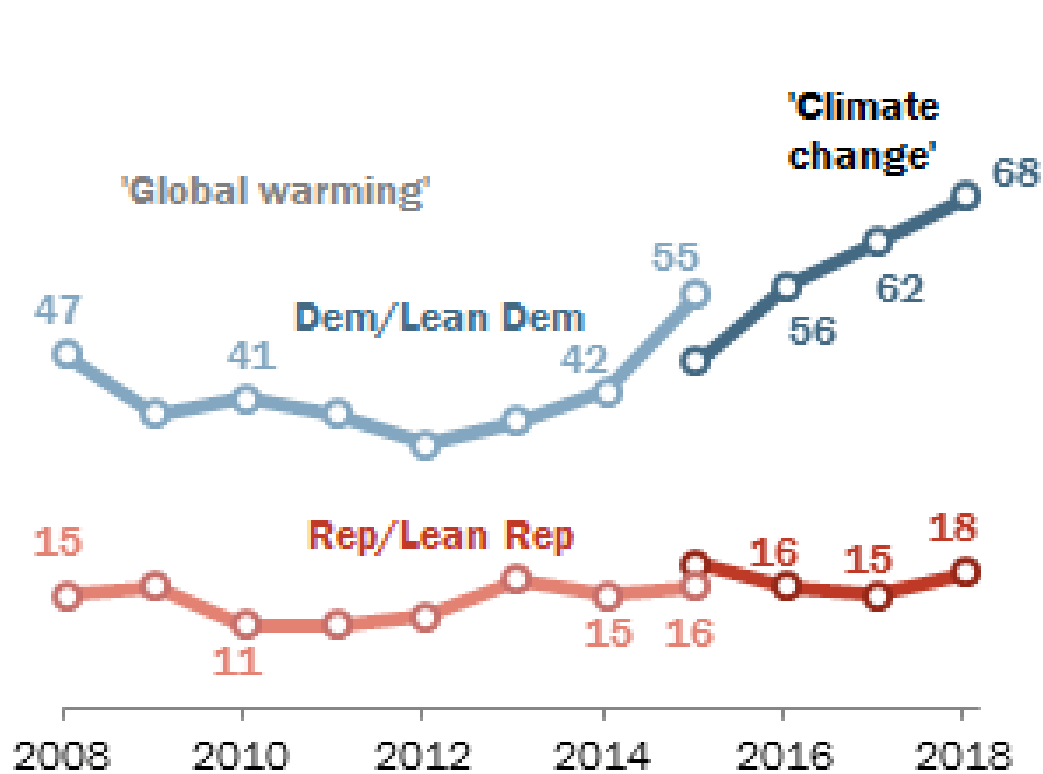
'Global warming'   'Climate change'

Dem/Lean Dem: 47, 41, 42, 55, 56, 62, 68
Rep/Lean Rep: 15, 11, 15, 16, 16, 15, 18

'Protecting the environment'

Dem/Lean Dem: 65, 67, 62, 72, 81
Rep/Lean Rep: 38, 34, 28, 35, 37

2008 2010 2012 2014 2016 2018

Americans across party lines believe that taking steps to help prevent future climate change will help the economy, improve their health, and increase jobs.

If the United States took steps to help prevent future climate change, how would it affect:

The Economy

	All Adults	Dems	Ind	Reps
Harm	18	11	17	27
No Diff	22	17	22	28
Help	61	72	61	45

Your Health

	All Adults	Dems	Ind	Reps
Harm	2	1	4	1
No Diff	32	19	32	49
Help	66	80	64	50

Jobs

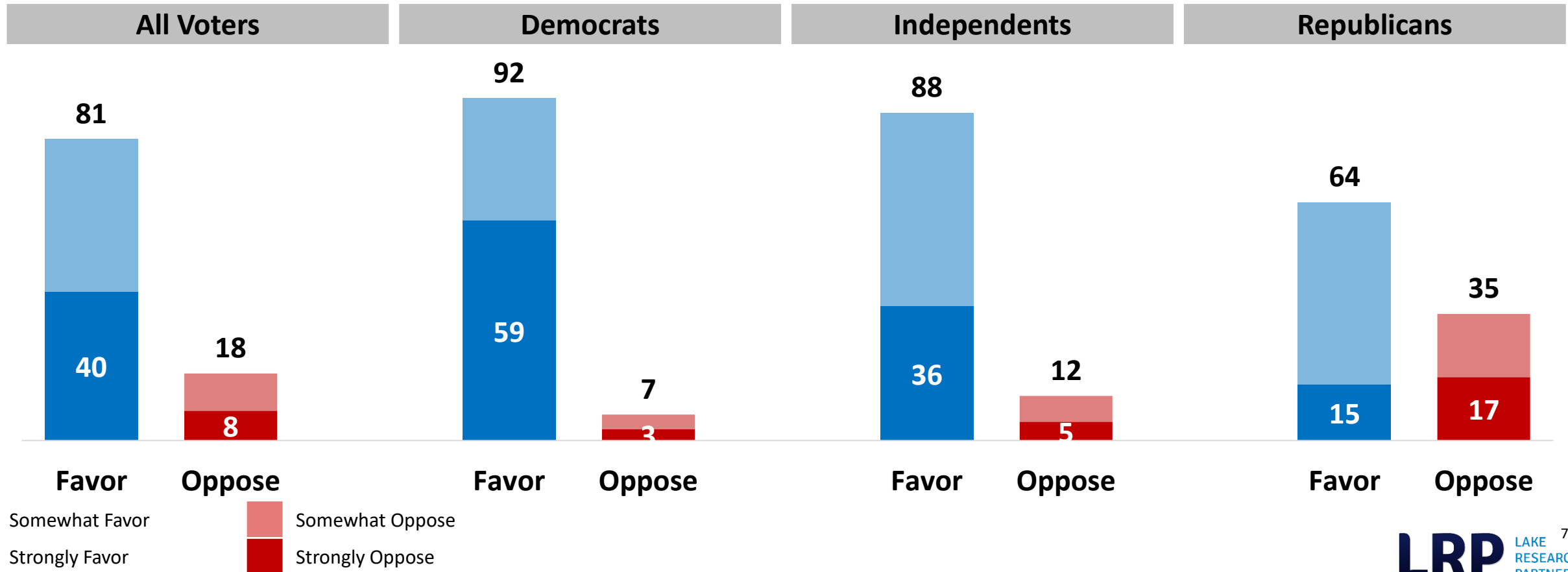|	All Adults	Dems	Ind	Reps
Harm	16	10	18	23
No Diff	29	23	37	30
Help	56	66	45	47
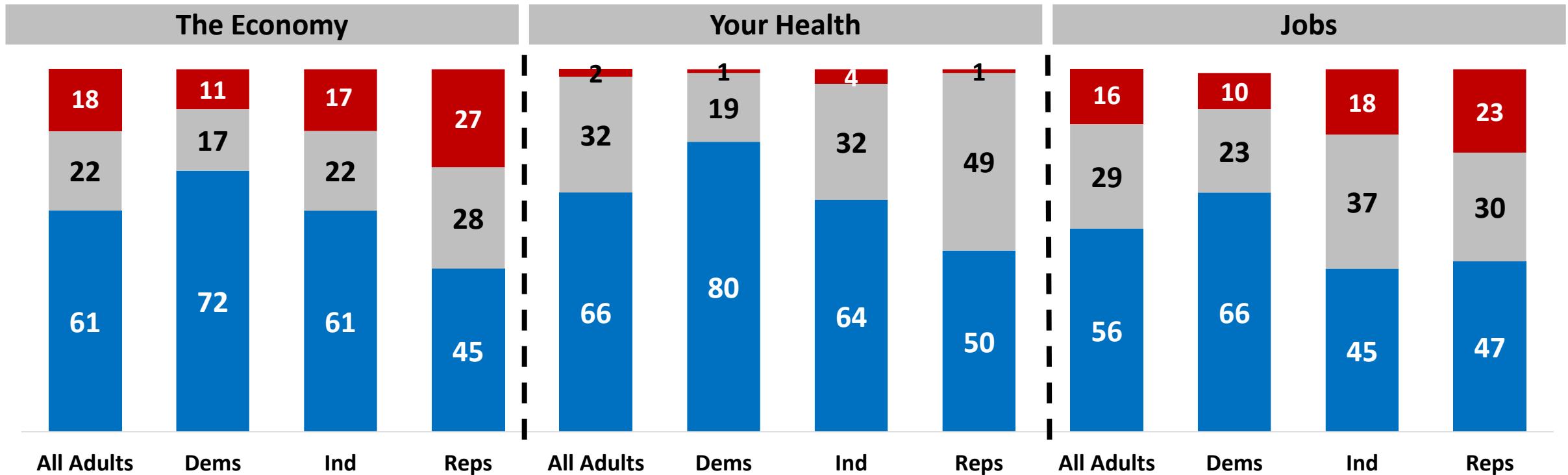
Legend:
- Harm economy/Harm Health/Decrease Jobs
- Makes No Difference/Not Sure
- Help Economy/Improve Health/Increase Jobs

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6

Strong majorities across party lines favor a Green New Deal, but it needs to be defined.
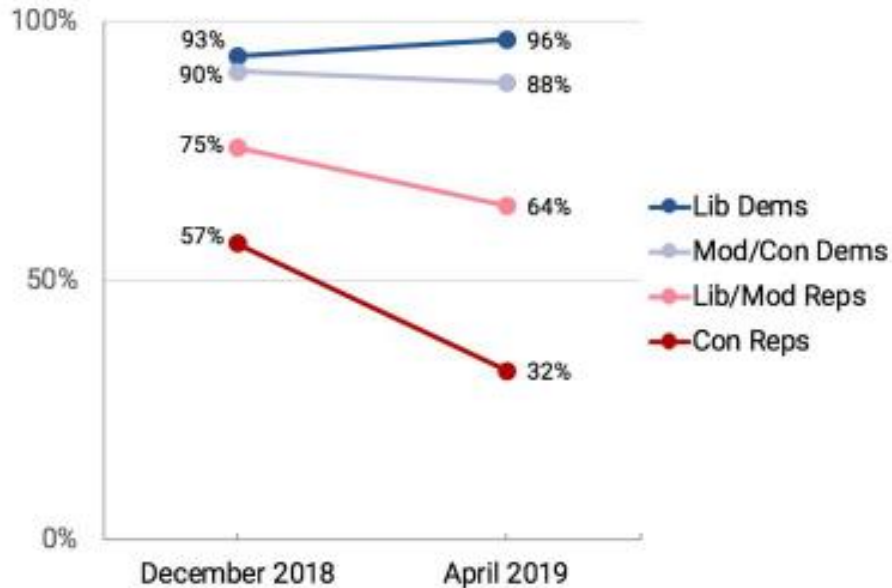
Some members of Congress are proposing a "Green New Deal" for the U.S. They say that a Green New Deal will produce jobs and strengthen America's economy by accelerating the transition from fossil fuels to clean, renewable energy. The Deal would generate 100% of the nation's electricity from clean, renewable sources within the next 10 years; upgrade the nation's energy grid, buildings, and transportation infrastructure; increase energy efficiency; invest in green technology research and development; and provide training for jobs in the new green economy. How much do you support or oppose this idea?

All Voters
- Favor: 81 (Strongly Favor 40)
- Oppose: 18 (Strongly Oppose 8)

Democrats
- Favor: 92 (Strongly Favor 59)
- Oppose: 7 (Strongly Oppose 3)

Independents
- Favor: 88 (Strongly Favor 36)
- Oppose: 12 (Strongly Oppose 5)

Republicans
- Favor: 64 (Strongly Favor 15)
- Oppose: 35 (Strongly Oppose 17)

Legend:
- Somewhat Favor
- Strongly Favor
- Somewhat Oppose
- Strongly Oppose

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Consistent rhetoric from Fox News against the GND has moved Republican Regular Fox News viewers against the proposal.

Support for the Green New Deal Has Grown More Politically Polarized
- % who say "strongly" or "somewhat" support -

Lib Dems: 93% (December 2018) → 96% (April 2019)
Mod/Con Dems: 90% (December 2018) → 88% (April 2019)
Lib/Mod Reps: 75% (December 2018) → 64% (April 2019)
Con Reps: 57% (December 2018) → 32% (April 2019)

"How much do you support or oppose this idea?" Support = % responding "Strongly support" or "Somewhat support." Other response options were: "Somewhat oppose" and "Strongly oppose."

December 2018 and April 2019.

Climate Change Communication
CENTER for CLIMATE CHANGE COMMUNICATION
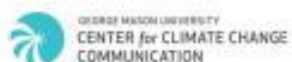
Proportion of people who have heard "a lot" or "some" about the Green New Deal (Navigator Research, March 2019

69 — Republican Regular Fox News Viewers
33 — Everybody Else

Percentage who...

	Republican Fox News Viewer	Republican Non-Fox News Viewer	Non-Republican Fox Viewer	Non-Republican Non-Fox Viewer	Overall
Believe in man-made climate change	12	28	61	77	53
Are very concerned about socialism among Democrats	6	15	58	77	31
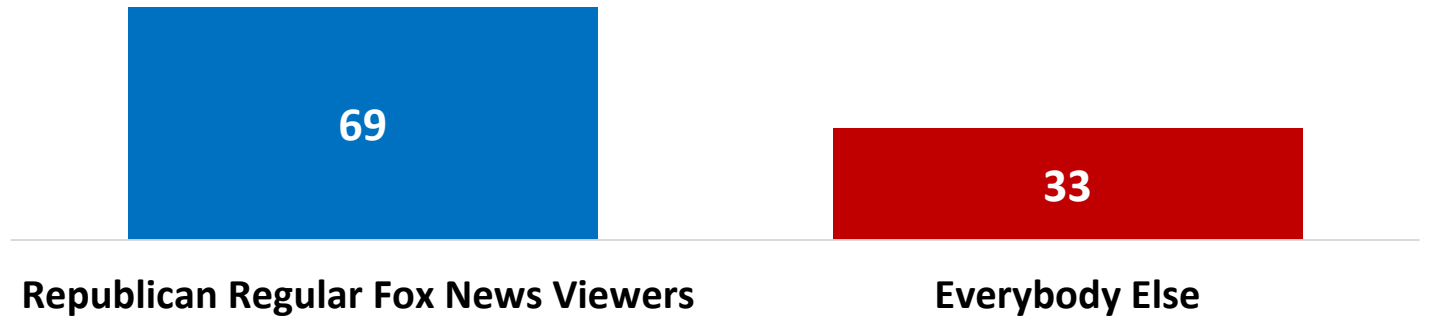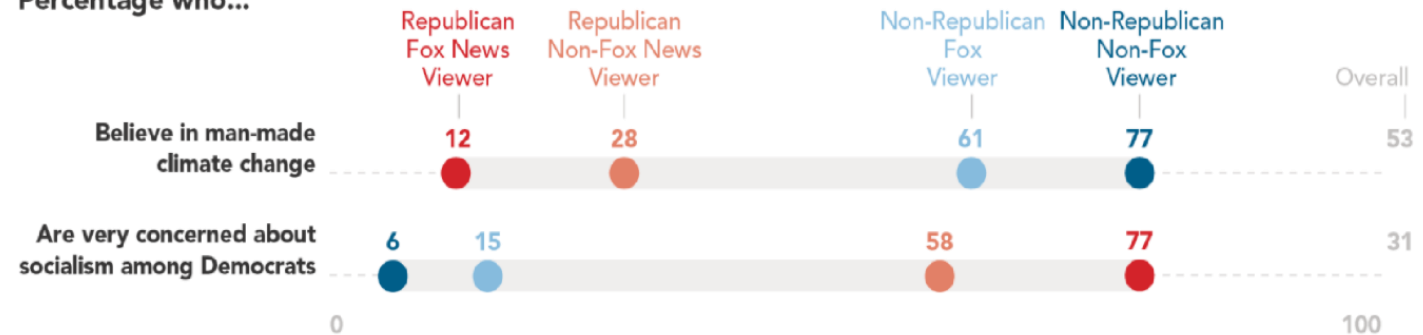
Survey of 1,001 U.S. adult registered voters, March 1-4, 2019.
NAVIGATOR | navigatorresearch.org

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Support for Solutions

Americans strongly favor modernizing our electric grid, charging corporate polluters a fee for the pollution they create, making buildings and cars more efficient, expanding public transit, and providing tax credits to expand clean energy and electric cars.

Below are proposals to reduce climate change pollution. Please indicate if you strongly favor, not so strongly favor, not so strongly oppose or strongly oppose each one.

Modernizing America's electric grid
- 54 Strongly favor — 87
- 4

Charging corporate polluters a fee for the pollution they create
- 57 Strongly favor — 83
- 12

Passing laws for more efficient buildings and cars
- 45 Strongly favor — 81
- 14

Expanding public transit like buses and trains
- 46 Strongly favor — 80
- 12

Providing corporate tax credits to expand clean energy
- 42 Strongly favor — 79
- 13

Providing personal tax credits for electric or hybrid cars
- 43 Strongly favor — 76
- 15

■ Total Favor   ■ Total Oppose

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Source: LRP/ecoAmerica 2018 Climate Metrics. September 2018. N=800 adults nationwide.

Policy proposals to reduce damage to our climate find broad support. Americans strongly favor removing carbon pollution from the air, providing job training in the transition to a new green economy, and speeding up the transition to clean sources of energy.

Below are some proposals from members of Congress to reduce damage to our climate. Please indicate if you favor or oppose each one:

Margin

Develop technologies that remove carbon pollution from the air
8 | 3 | 49 | 79
+71

Provide training for jobs and support for communities as we transition to a new green economy
13 | 7 | 46 | 74
+61

Speed up the transition to clean sources of energy, like wind and solar
15 | 7 | 42 | 71
+56

Generate 100% of the nation's electricity from clean sources, like wind and solar, within the next 10 years
21 | 12 | 35 | 64
+44

Preserve nuclear power plants, which do not create carbon pollution
15 | 4 | 25 | 63
+48

Rapidly transition away from energy sources like oil, coal, and natural gas, which create carbon pollution
26 | 14 | 30 | 58
+32

Somewhat Oppose | Somewhat Favor
Strongly Oppose | Strongly Favor

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Americans across party lines strongly favor passing laws for more efficient buildings and cars.

Favor or Oppose: Passing laws for more efficient buildings and cars

All Adults · **Democrats** · **Independents** · **Republicans**
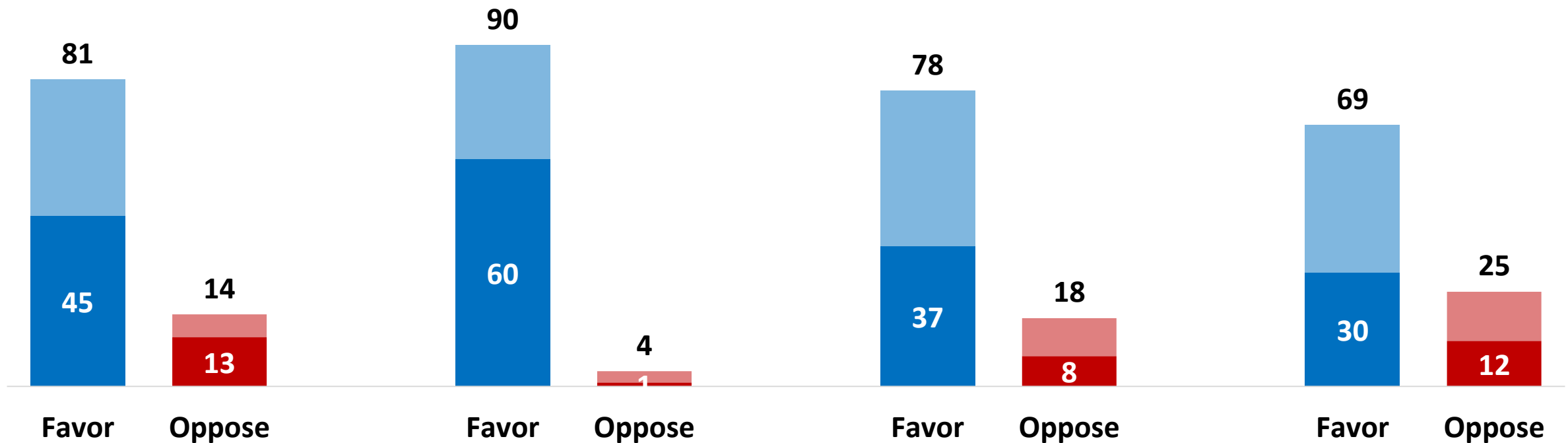
All Adults:
- Favor: 81 (Strongly favor 45)
- Oppose: 14 (Strongly oppose 13)

Democrats:
- Favor: 90 (Strongly favor 60)
- Oppose: 4 (Strongly oppose 1)

Independents:
- Favor: 78 (Strongly favor 37)
- Oppose: 18 (Strongly oppose 8)

Republicans:
- Favor: 69 (Strongly favor 30)
- Oppose: 25 (Strongly oppose 12)

Legend:
- Somewhat favor
- Strongly favor
- Somewhat oppose
- Strongly oppose

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US Green Building Council Poll: People want the government to have a green building standard in place. They believe that LEED buildings are healthier and save people money.

Percent that Agree with Statement about LEED Green Building Rating System

Statement	Percent
Government should have some green building standard in place	73
LEED buildings are healthier for the people who live, work, learn and play in them	77
LEED buildings can save people money through cost-effective energy and water use	74

30% have heard of the LEED building rating standard.

Once people know more about what LEED is, 83% favor using LEED to assess and encourage green building.

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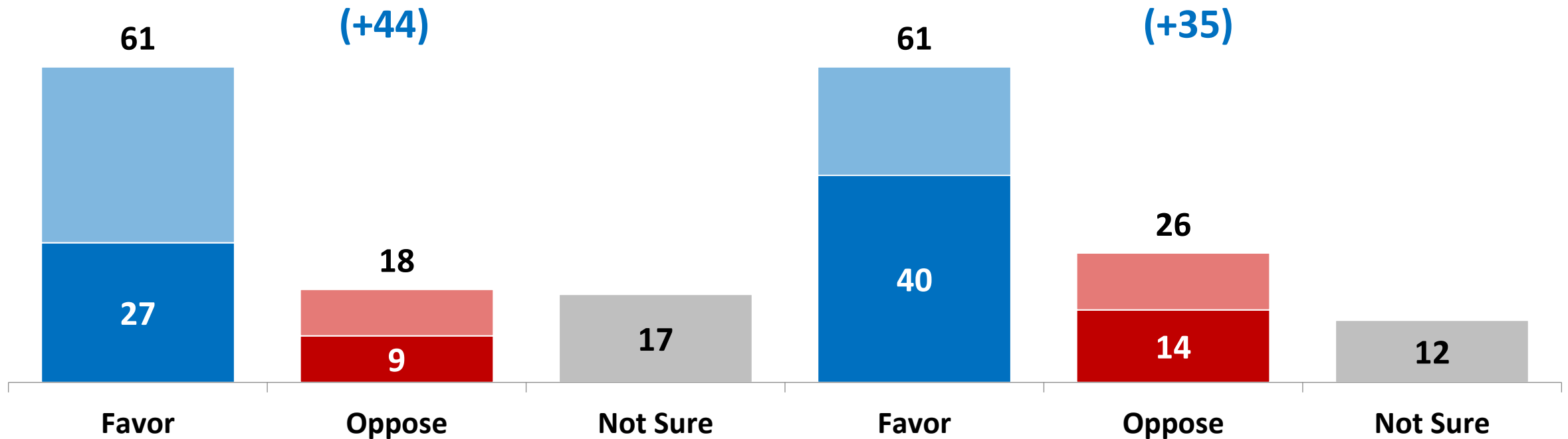Strategy · Precision · Impact

Americans strongly favor funding programs and policies to reduce damage to the climate by making polluters pay and by increasing taxes on the wealthiest one percent. There is greater intensity in support for raising taxes on the wealthy.

In order to fund the programs and policies you just read about, some have proposed […].
Do you favor or oppose funding these priorities this way?

...making polluters pay for the pollution they create.*   ...increasing taxes on the wealthiest 1 percent of income earners.*

	Making polluters pay			Increasing taxes on wealthy		
	Favor	**Oppose**	**Not Sure**	**Favor**	**Oppose**	**Not Sure**
Total	61 (+44)	18	17	61 (+35)	26	12
Strongly Favor	27			40		
Strongly Oppose		9			14	

Legend:
- Somewhat Favor
- Strongly Favor
- Somewhat Oppose
- Strongly Oppose

*Split Sampled

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Democrats and independents are more strongly in favor of increasing taxes on the wealthiest one percent, suggesting a galvanizing force behind that approach. However, Republicans oppose increasing taxes on the wealthiest one percent with strong intensity.
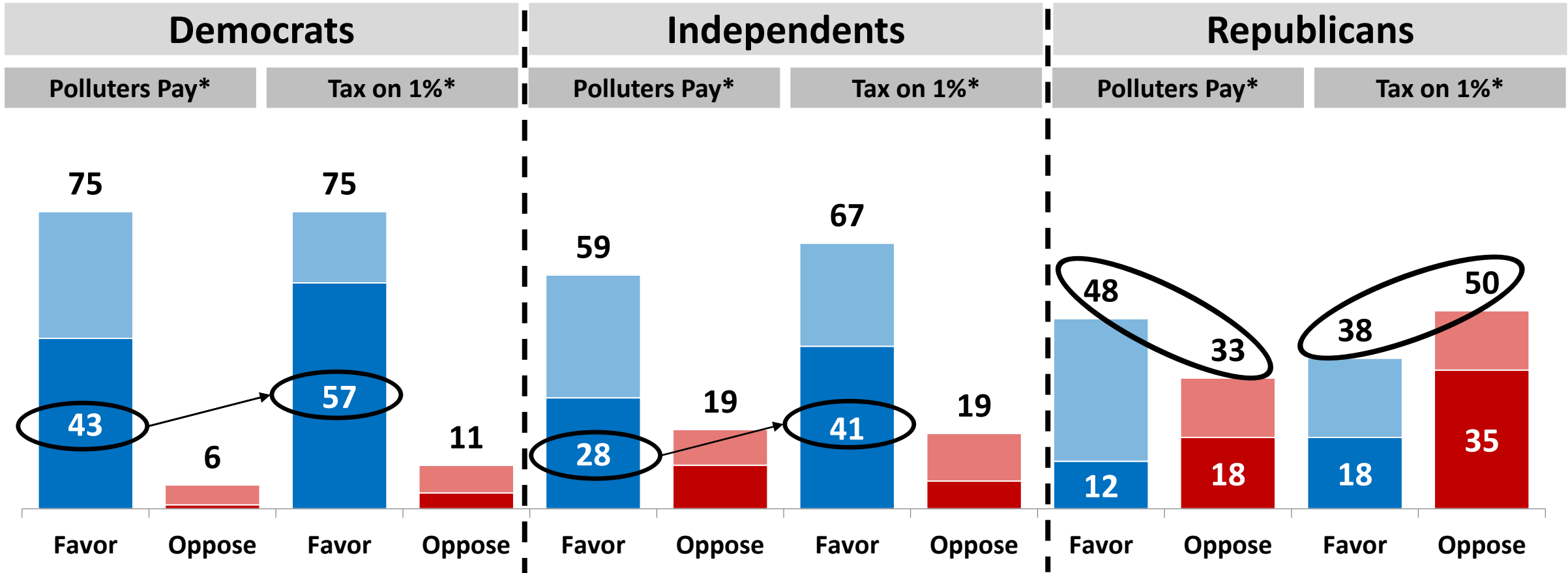
Democrats — Polluters Pay* / Tax on 1%*

- Favor: 75 (Strongly Favor 43)
- Oppose: 6
- Favor: 75 (Strongly Favor 57)
- Oppose: 11

Independents — Polluters Pay* / Tax on 1%*

- Favor: 59 (Strongly Favor 28)
- Oppose: 19
- Favor: 67 (Strongly Favor 41)
- Oppose: 19

Republicans — Polluters Pay* / Tax on 1%*

- Favor: 48 (Strongly Favor 12)
- Oppose: 33 (Strongly Oppose 18)
- Favor: 38 (Strongly Favor 18)
- Oppose: 50 (Strongly Oppose 35)

Legend:
- Somewhat Favor
- Strongly Favor
- Somewhat Oppose
- Strongly Oppose

*Split Sampled

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Americans rate the availability of locally produced food positively, but have negative ratings of local infrastructure and transportation.

Thinking about the area around where you live, how would you rate:

Category	Item	Just Fair	Poor	Good	Excellent
Food	Availability of locally procured food	33	8	23	64
Infrastructure / Water	Condition of roads and bridges	58	22	5	41
	Systems to capture and re-use stormwater	54	30	2	20
Energy	Utility companies providing more efficient forms of energy	58	20	6	36
	Clean and renewable forms of energy	63	24	3	26
Transportation	Access to public transportation	55	28	9	36
	Quality transportation options	60	24	6	33
	Affordable transportation options	61	25	6	30

Legend: Just Fair · Poor · Good · Excellent

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Voters believe locally produced food generates local economic growth and that it would save costs.

Do you agree or disagree with each statement?
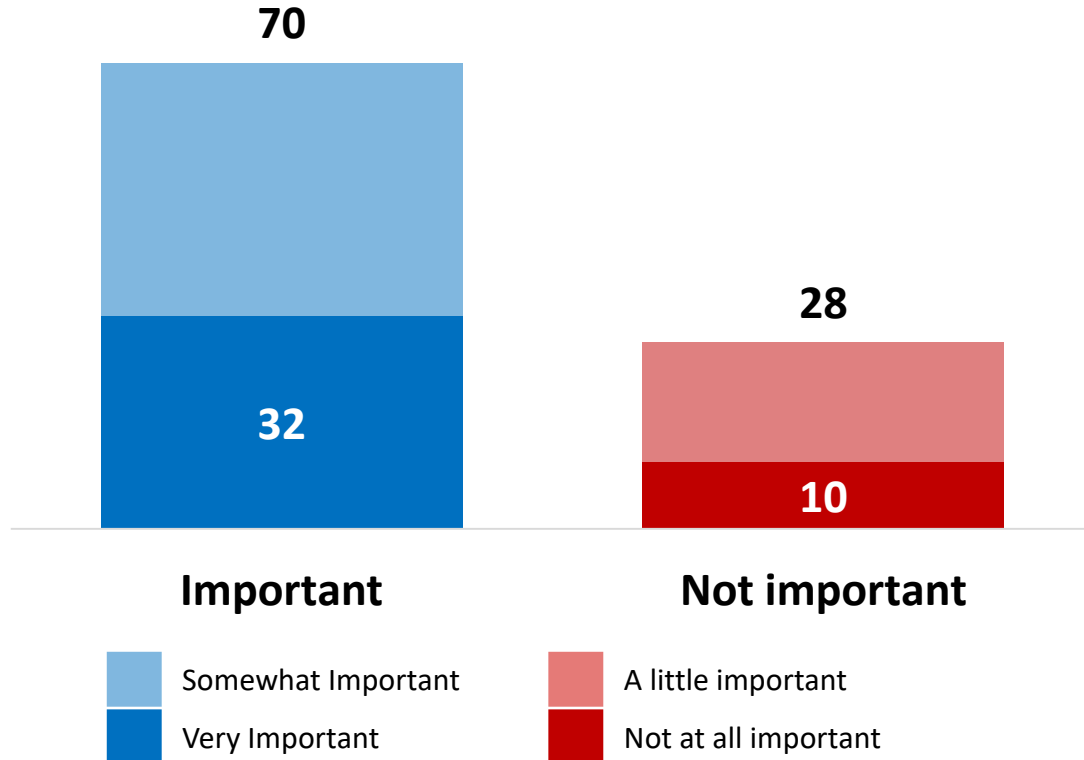(0-10 scale, 0 means strongly disagree, 10 means strongly agree)

% Rate 10

Statement	Disagree	Agree	% Rate 10
It is better to buy local food because it creates economic growth in the community	4	89	28
We should make it easier to get food from local forms to the markets closets to where it is grown	4	84	27
Locally grown food could cost less than importing our food from other countries	8	83	28
Locally grown food could cost more than importing our food from other countries	46	34	3
Locally grown food cannot meet demand and be affordable for all of us	42	36	4

Rated 0-4: Disagree   Rated 6-10: Agree

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Taking Action

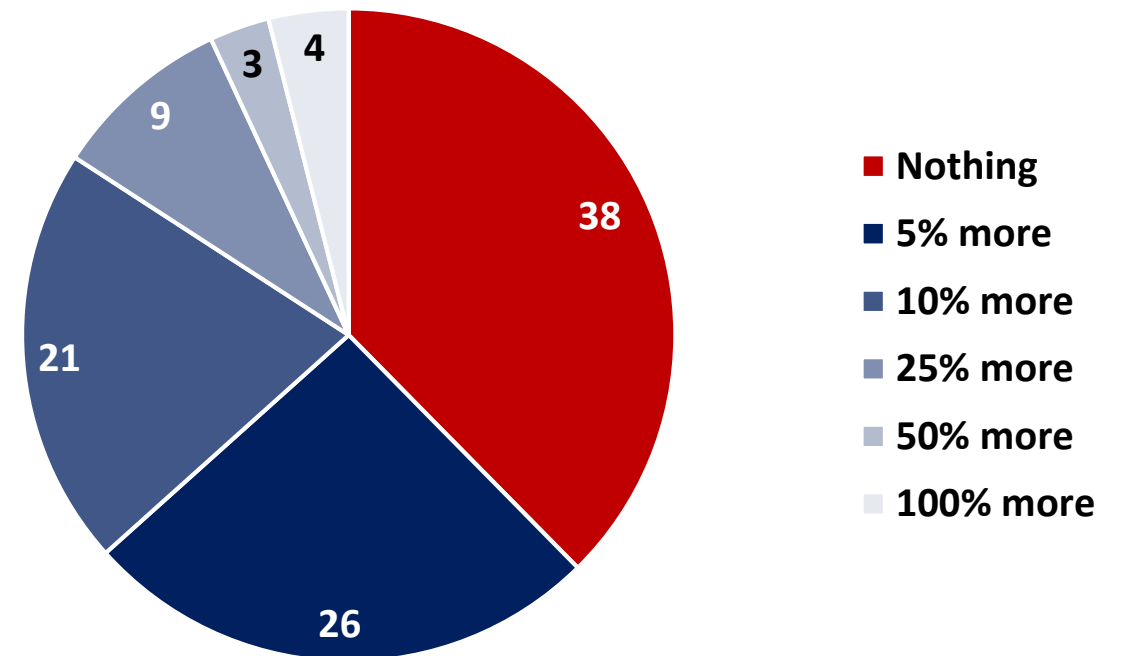LRP LAKE RESEARCH PARTNERS

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A strong majority of Americans say that it is important that they buy products made in America. More than 6 in 10 say they are willing to pay more for something made in America, but few are willing to pay more than a 10% premium.

How important is the following when you are buying products... If it is made in the USA?
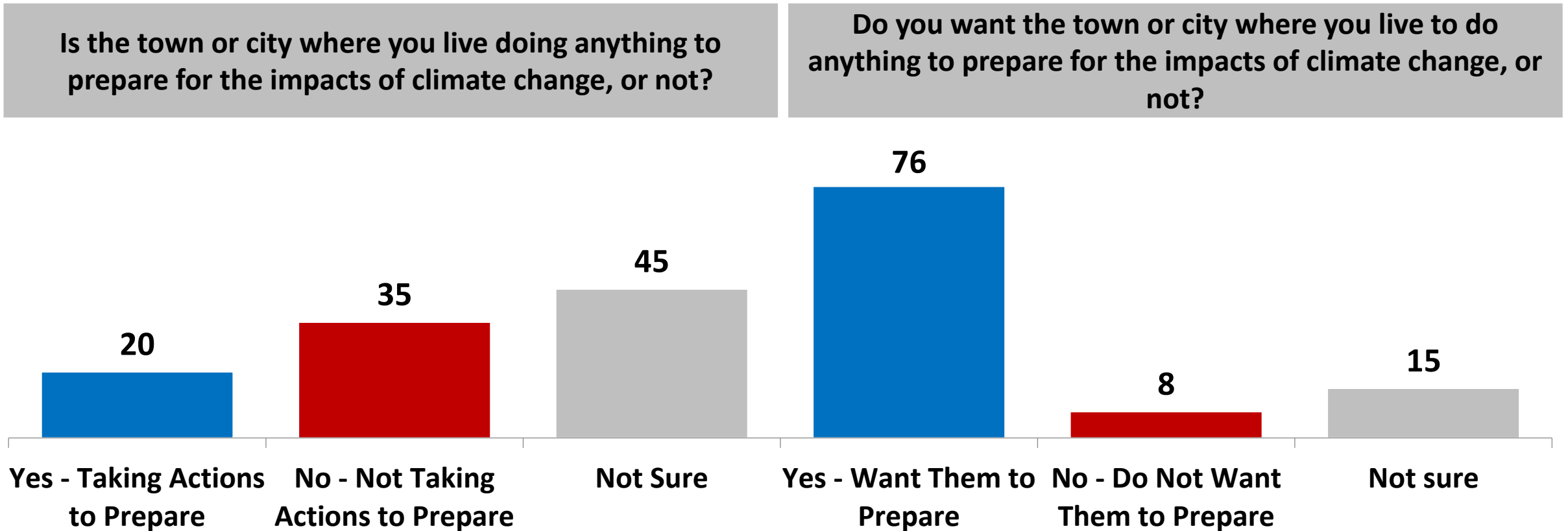

70

Important

- Somewhat Important (32)
- Very Important

28

Not important

- A little important
- Not at all important (10)

Legend:
- Somewhat Important
- Very Important
- A little important
- Not at all important

How much extra are you willing to pay for a product that's made in America?

Pie chart values: 38, 26, 21, 9, 3, 4

Legend:
- Nothing
- 5% more
- 10% more
- 25% more
- 50% more
- 100% more

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While only one in five report that their city or town is taking action to prepare for the impacts of climate change, over three quarters want their city or town to prepare.

Is the town or city where you live doing anything to prepare for the impacts of climate change, or not?	Do you want the town or city where you live to do anything to prepare for the impacts of climate change, or not?

Yes - Taking Actions to Prepare	No - Not Taking Actions to Prepare	Not Sure	Yes - Want Them to Prepare	No - Do Not Want Them to Prepare	Not sure
20	35	45	76	8	15

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Americans want their city or town to take more actions than they currently are. They particularly want their city or town to conserve energy and work to reduce climate impacts.

Is your city or town taking any of the following actions on climate change / What actions do you wish your city or town were taking on climate change?

Conserving energy
- 30
- 42

Developing clean energy like wind and solar energy
- 22
- 37

Educating the public about climate change
- 19
- 39

Working to reduce climate impacts
- 17
- 47

All of the above
- 9
- 49

■ City or town is taking this action22   ■ Wants city or town to take this action2
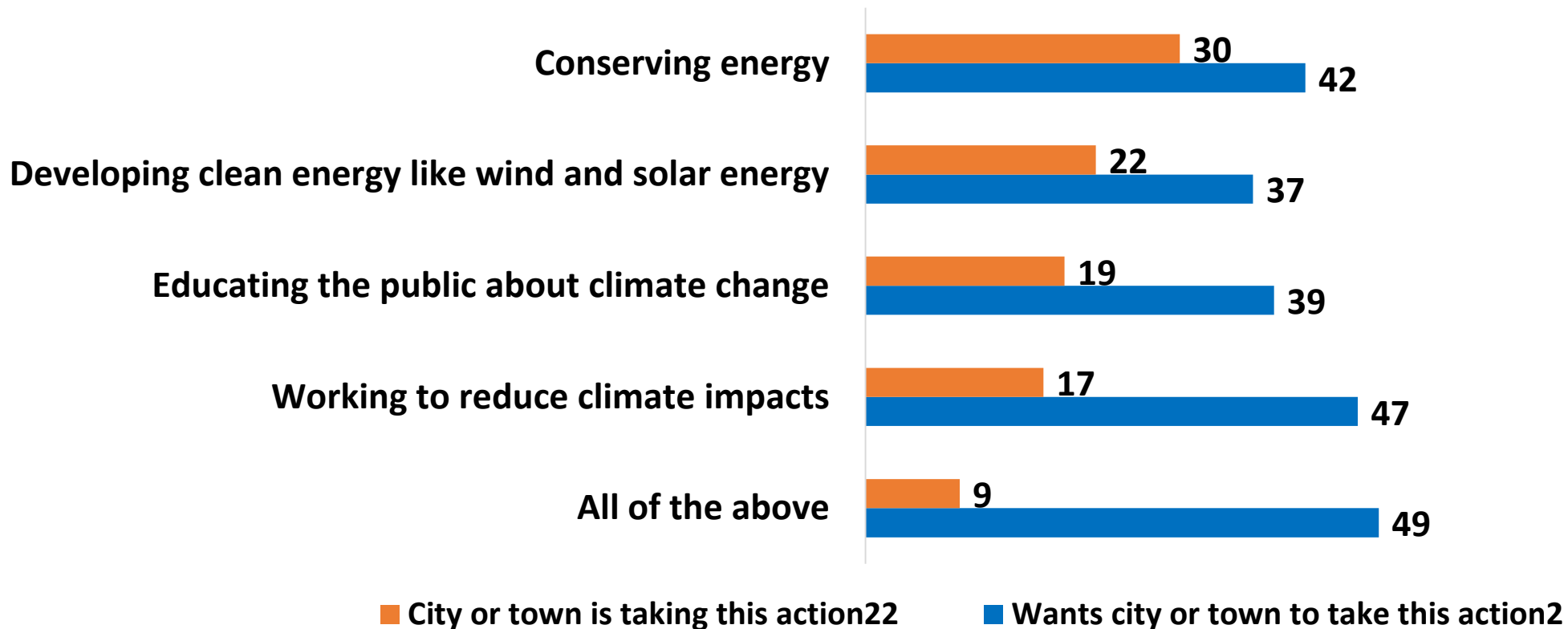
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