

# The Language of a Clean Energy Economy

*2010*



Our conventional wisdom  
has been challenged...

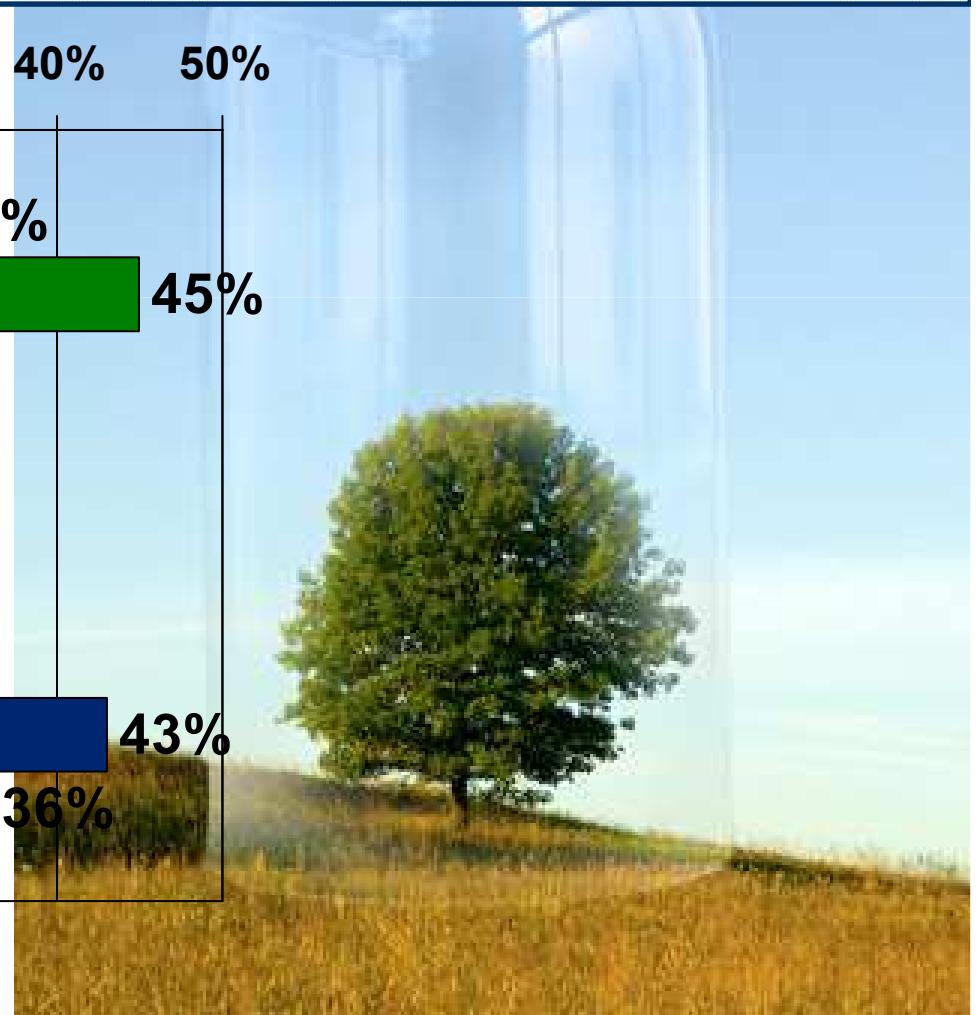
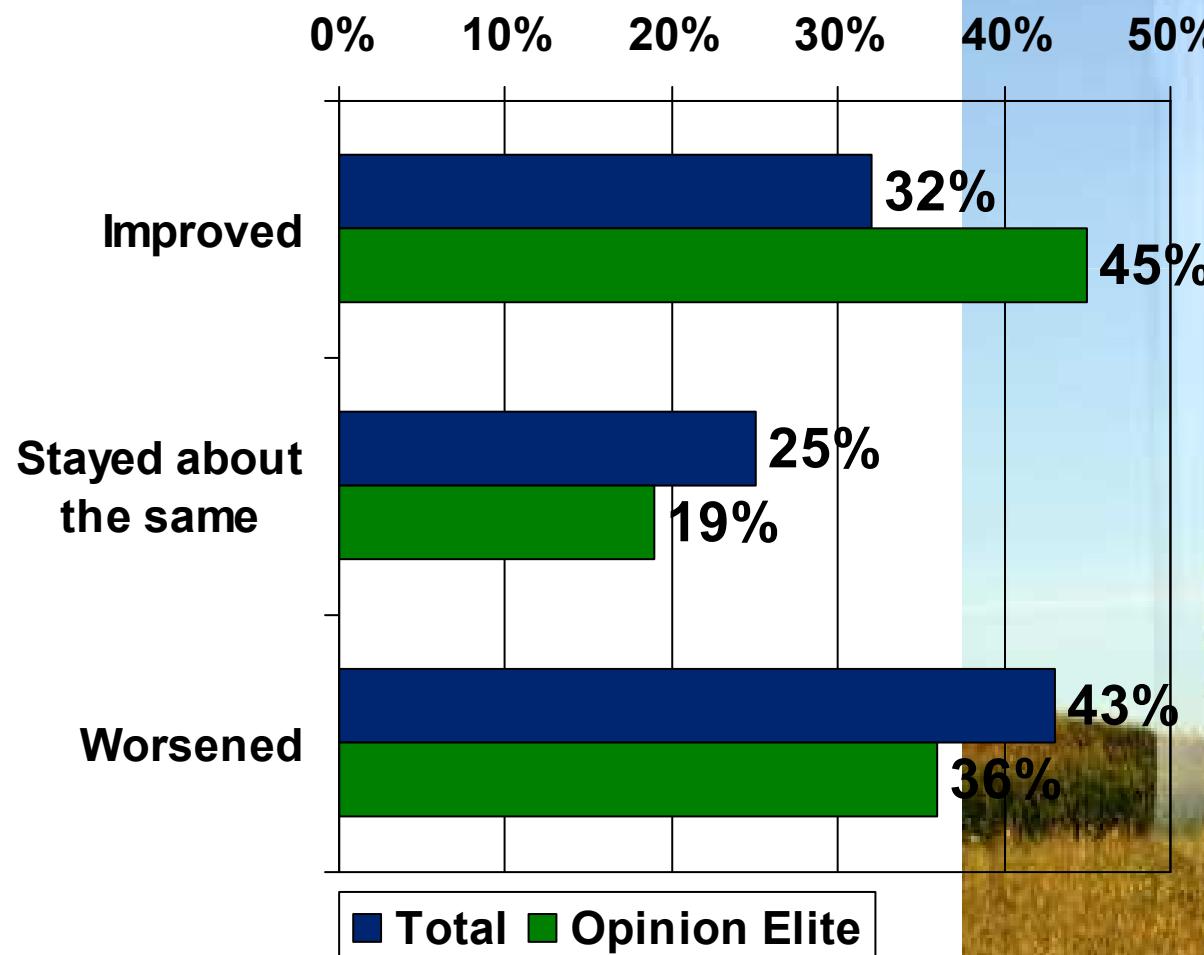


Changes  
NEXT EXIT ➤

And Public Preferences Aren't  
What They Used to Be.

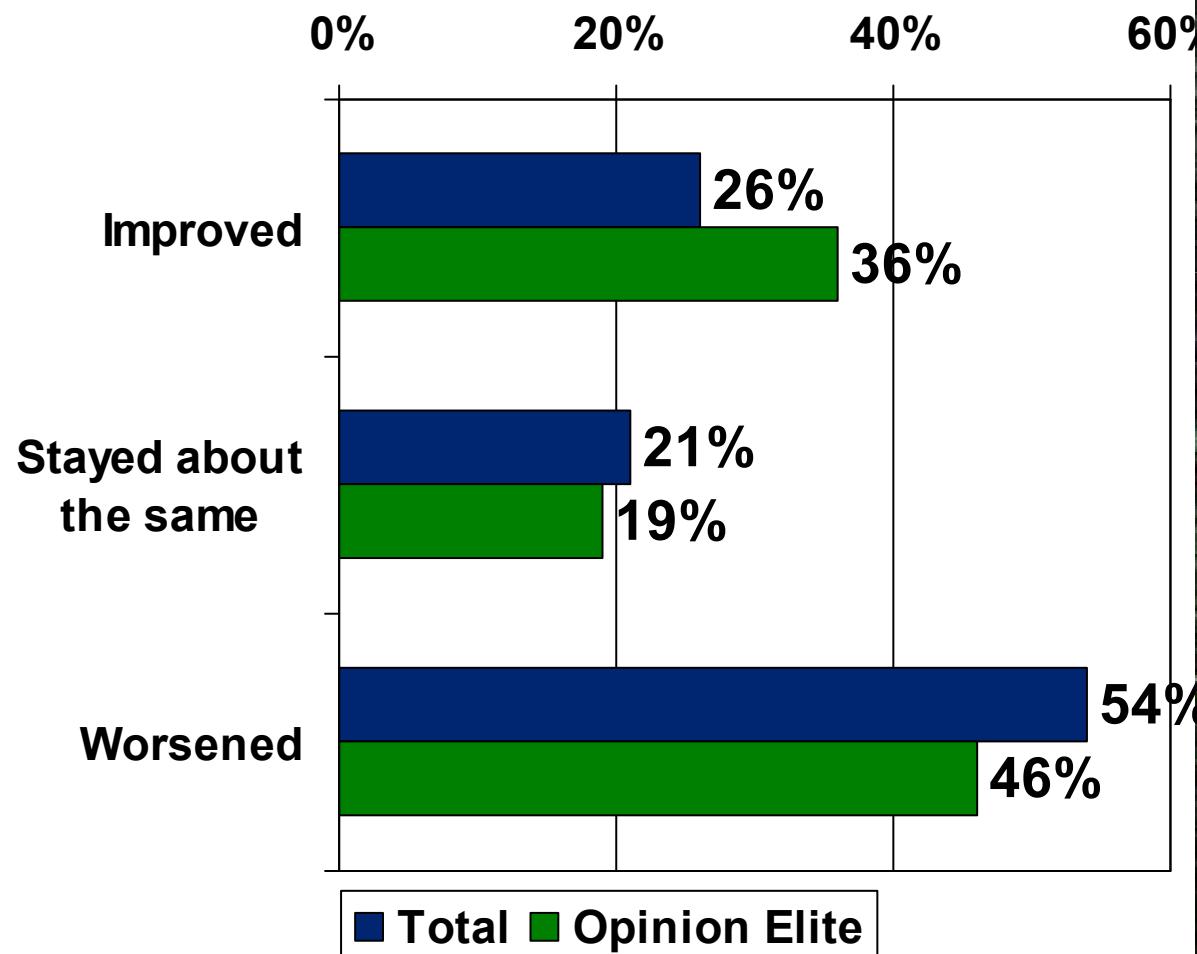
# Generally, Americans Believe Our Environment is Getting Worse

*In your opinion, has the quality of America's air, water and general environment \_\_\_\_\_ over the past decade or so?*



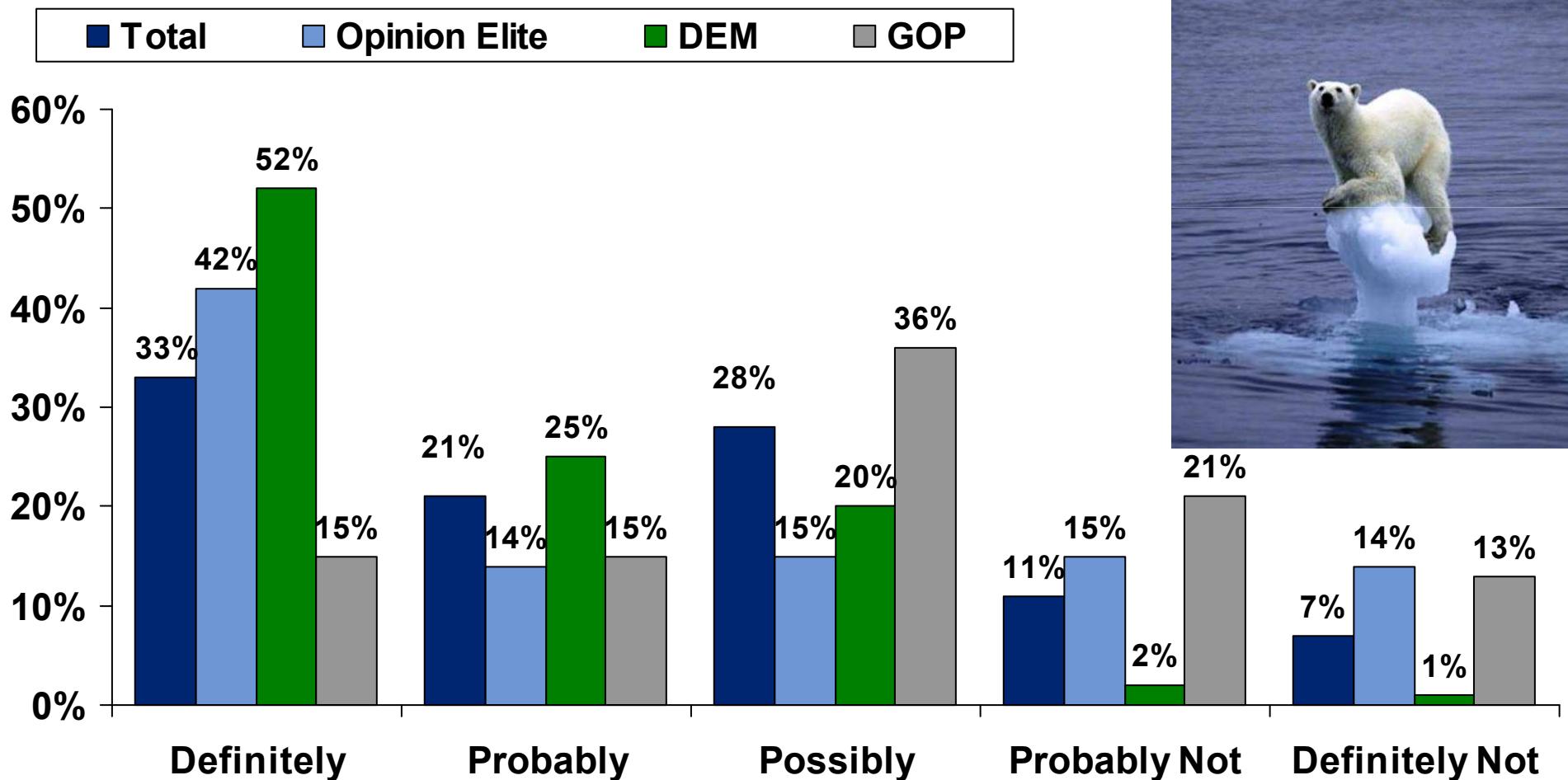
# *The World's Environment is NOT in Good Shape – and Worsening*

*In your opinion, has the quality of the World's air, water and general environment \_\_\_\_\_ over the past decade or so?*



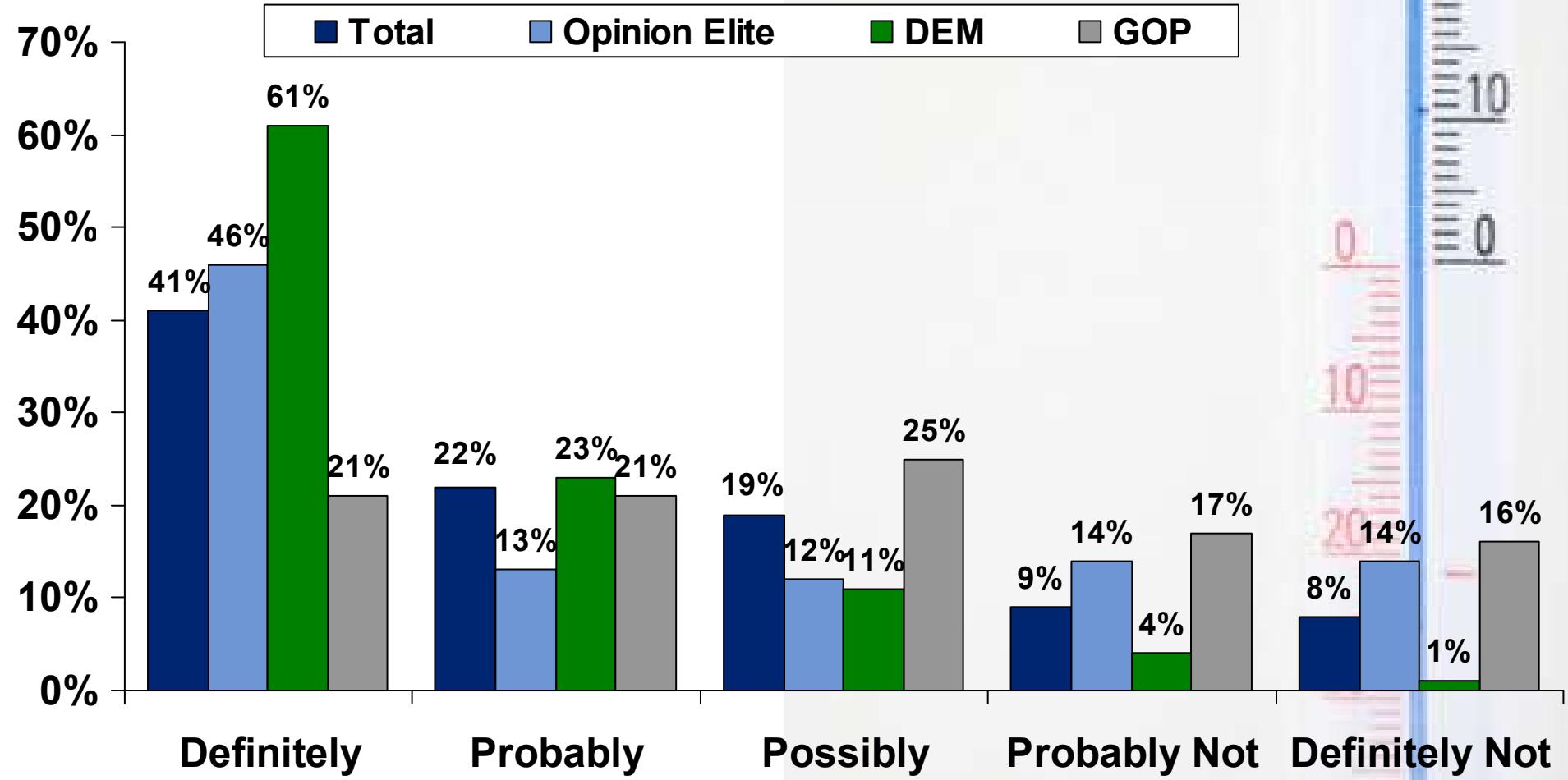
# Climate Change is Real ... so don't fight about it

*If you had to choose,  
do you believe **CLIMATE CHANGE** is really occurring?*



# Climate Change is REAL And *WE'RE* the cause.

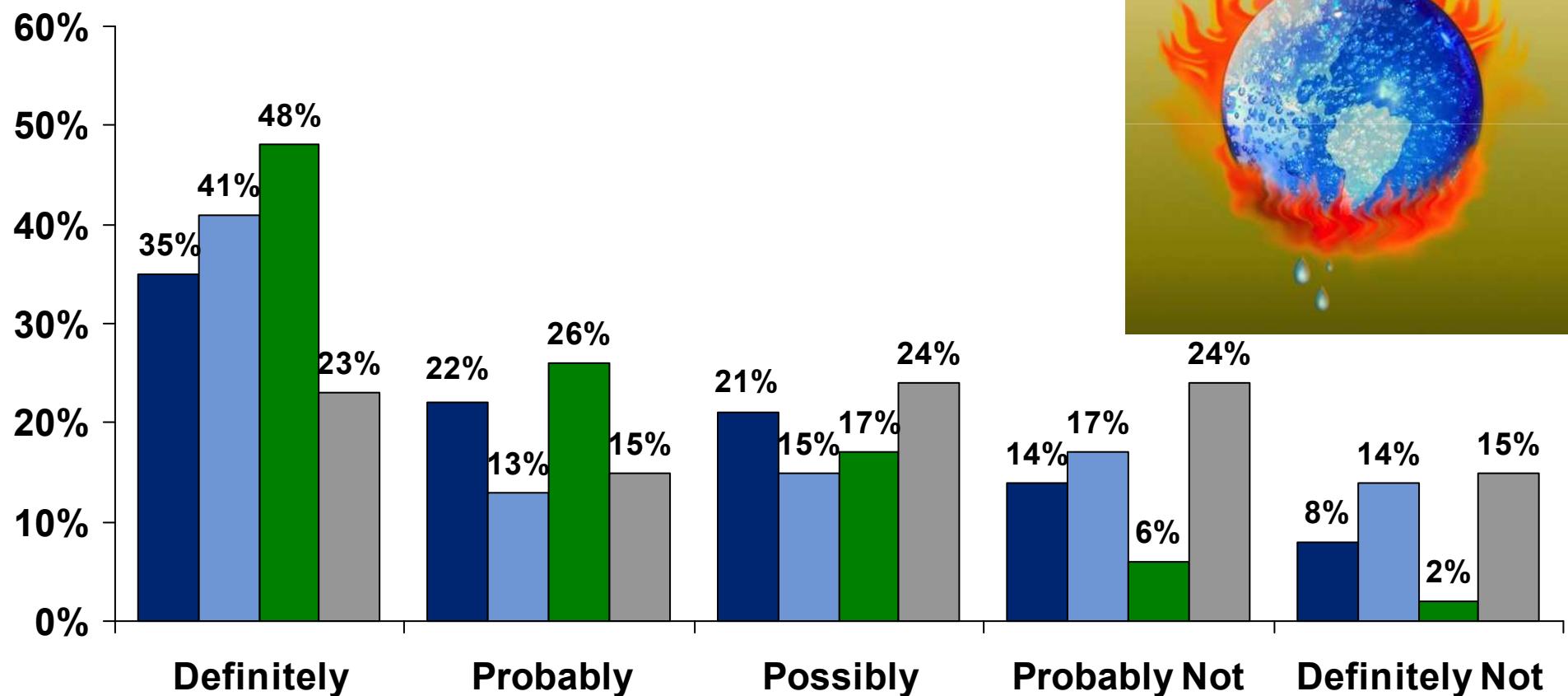
*Do you believe CLIMATE CHANGE  
is caused at least in part by humans?*



# Global Warming is Real...so don't fight about it

*If you had to choose,  
do you believe **GLOBAL WARMING** is really occurring?*

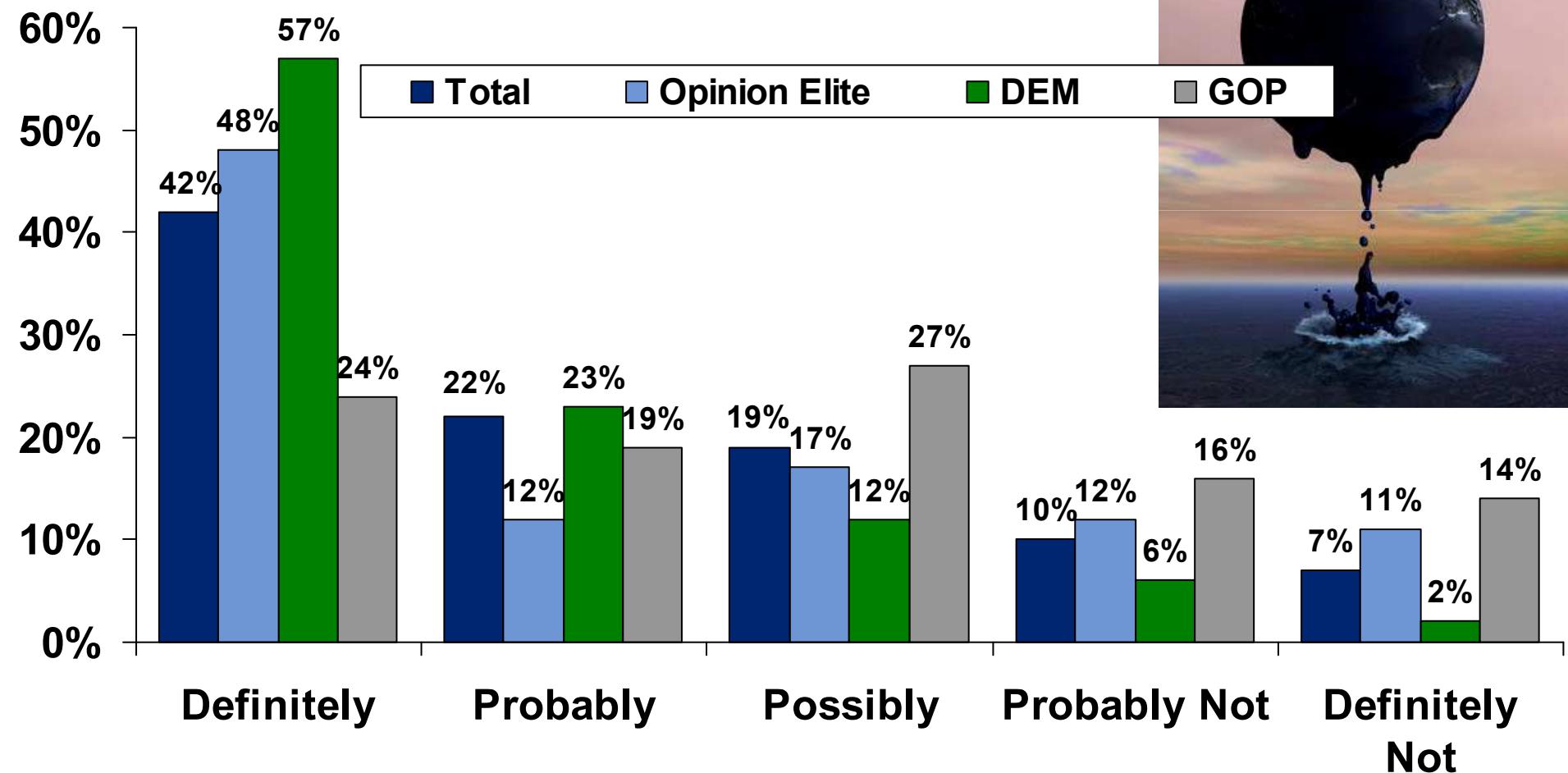
■ Total    ■ Opinion Elite    ■ DEM    ■ GOP



# Global Warming is REAL

## And *WE'RE* the cause.

*Do you believe Global Warming  
is caused at least in part by humans?*



# “Carbon Neutral”

## *Should be Eliminated from your Vocabulary*

*People want companies to focus on greater energy efficiency and a healthier environment – not on being carbon neutral*

*If a company was genuinely interested in energy and environmental issues, which of the following do you MOST want them to focus on?*

*(Choose 2, Combined Answers)*

	Total
Greater energy efficiency	47%
A healthier environment	41%
A cleaner environment	32%
Reduced energy consumption	29%
Greater environmental stewardship	24%
Becoming carbon neutral	12%
None of them – it is a waste of time	8%



# Business: Please Create Jobs (I)

*Which of the following statements do you agree with most?*

*(Choose 2, Combined Answers)*

	Total
As a matter of principle, we must take this opportunity to use the emerging new energy economy <b>to create jobs and careers right here in America, not overseas.</b>	<b>54%</b>
As a matter of principle, businesses in this country should be <b>given the tools and freedom to prosper</b> , instead of being hampered by unnecessary government restrictions and bureaucracy.	<b>30%</b>
As a matter of principle, America should be number one in <b>science, number one in engineering, number one in technology, and number one in innovation.</b>	<b>27%</b>
As a matter of principle, our nation needs to <b>move toward a cleaner, safer, healthier, more secure energy future.</b>	<b>26%</b>
As a matter of principle, if our nation is going to enter into a cleaner, more secure energy future, we have to <b>work with businesses – not against them.</b>	<b>19%</b>

## *Which gives you the most confidence that cap and trade might actually work to reduce emissions?*

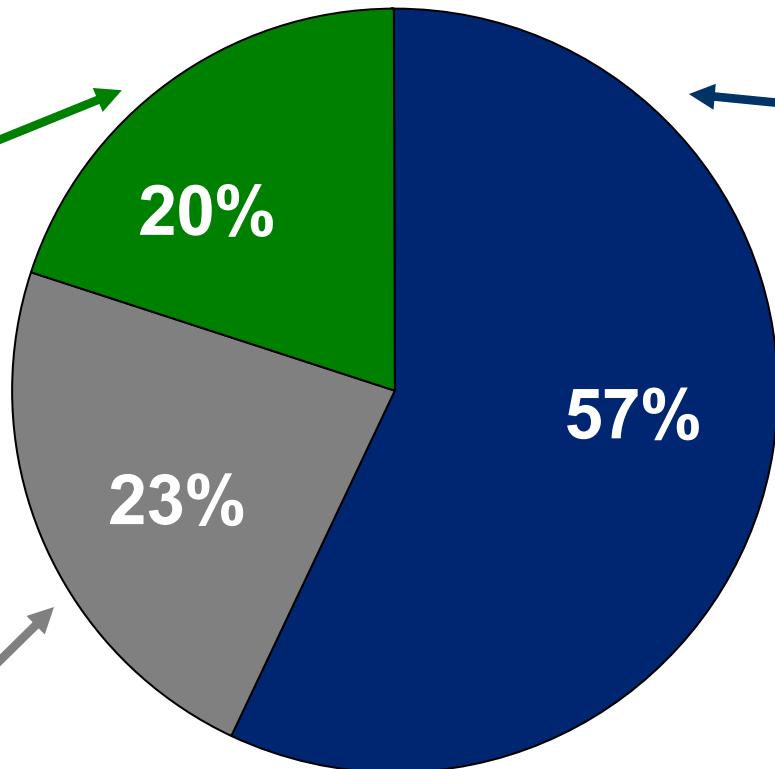
*Answer: Incentives (not profit) & Accountability (not punishment)*

Total	
<b>Cap and trade will limit the amount of pollution</b> <i>companies can emit, <u>rewarding</u> companies who reduce emissions and holding those who don't <u>accountable</u>.</i>	<b>49%</b>
<b>Cap and trade harnesses the power of financial incentives</b> <i>and healthy competition to create cleaner energy sources and reduce pollution.</i>	<b>44%</b>
<b>Cap and trade says to American businesses:</b> <i>"You're free to use creativity, resources, and innovation to solve the challenge – and we'll ensure there's a level playing field so you can succeed."</i>	<b>39%</b>
<b>Cap and trade gives clean, renewable energy</b> <i>an advantage over older, dirtier sources of energy.</i>	<b>29%</b>
<b>Cap and trade will tap into America's unique tradition</b> <i>and spirit of innovation.</i>	<b>23%</b>
<b>Cap and trade has worked in the past</b> <i>– it was used to address the acid rain problem in the 1990's.</i>	<b>16%</b>

# Regardless of Beliefs About Climate Change It's Still the RIGHT TIME to ACT

*Which of the following paragraphs about energy costs gives you the most favorable impression?*

**Slightly higher energy costs today** are worth the investment if they lead to more affordable, more efficient and cleaner energy down the road



**It doesn't matter if there is or isn't climate change.** It is still in America's best interest to develop new sources of energy that are clean reliable, efficient and safe

The cost of doing nothing – of continuing to use dirty, unsafe energy – is actually far more expensive than taking smart, effective action now.



**National security tops every other reason to support cap and trade.**

**It's about freeing the U.S. from foreign oil – and opening the door to greater security and prosperity**

**This is true across demographic lines, and especially among opinion elites.**

# Above All Else, America's Dependence is Reason Enough for Cap and Trade (I)

*Which of the following makes you most likely to support cap and trade?  
(Choose 2, Combined Answers, TOP 3 Responses Shown)*

Total	
<b>Energy dependence on the Middle East</b> <i>and other hostile nations is a dangerous national security threat, and cap and trade will liberate us from this oil addiction by spurring the development of clean, sustainable sources of energy here in America.</i>	<b>46%</b>
<b>We need bold action to lift America out of the recession</b> <i>and restore our economic dominance – and keep us there. Cap and trade would create hundreds of thousands of new, permanent, good American Jobs</i>	<b>37%</b>
<b>We have an obligation to our planet and our children</b> <i>to protect the environment and cap and trade is a good way of encouraging businesses to do their part.</i>	<b>35%</b>

# Above All Else, America's Dependence is Reason Enough for Cap and Trade (II)

*Which of the following makes you most likely to support cap and trade?*

*(Choose 2, Combined Answers, BOTTOM 3 Responses Shown)*

Total
<b>The next global economic boom</b> <i>will come from clean energy technologies. Countries like China are already investing heavily and the U.S. should too if it wants to reap the benefits and not fall behind. Cap and trade will propel us towards this new economy.</i>
<b>America can and should be the most advanced nation</b> <i>in terms of science and technology and cap and trade is a good mechanism to get us there.</i>
<b>If we do not take action now,</b> <i>our health could be irrevocably damaged. Cap and trade ensures that we will reduce our carbon pollution each year, and that means cleaner air and water. But if we continue business as usual, pollution will continue to increase.</i>



**Even environmental concerns are  
about more than just the  
environment. ...**

**It's really about ENERGY  
INDEPENDENCE.**

# Ending Our Dependence on Foreign Oil is the Top Environmental Goal – For Everyone

*Just barely for Dems, but it still wins.*

*Which should be the most important environmental and economic goal going forward? (Choose 2, Combined Answers)*

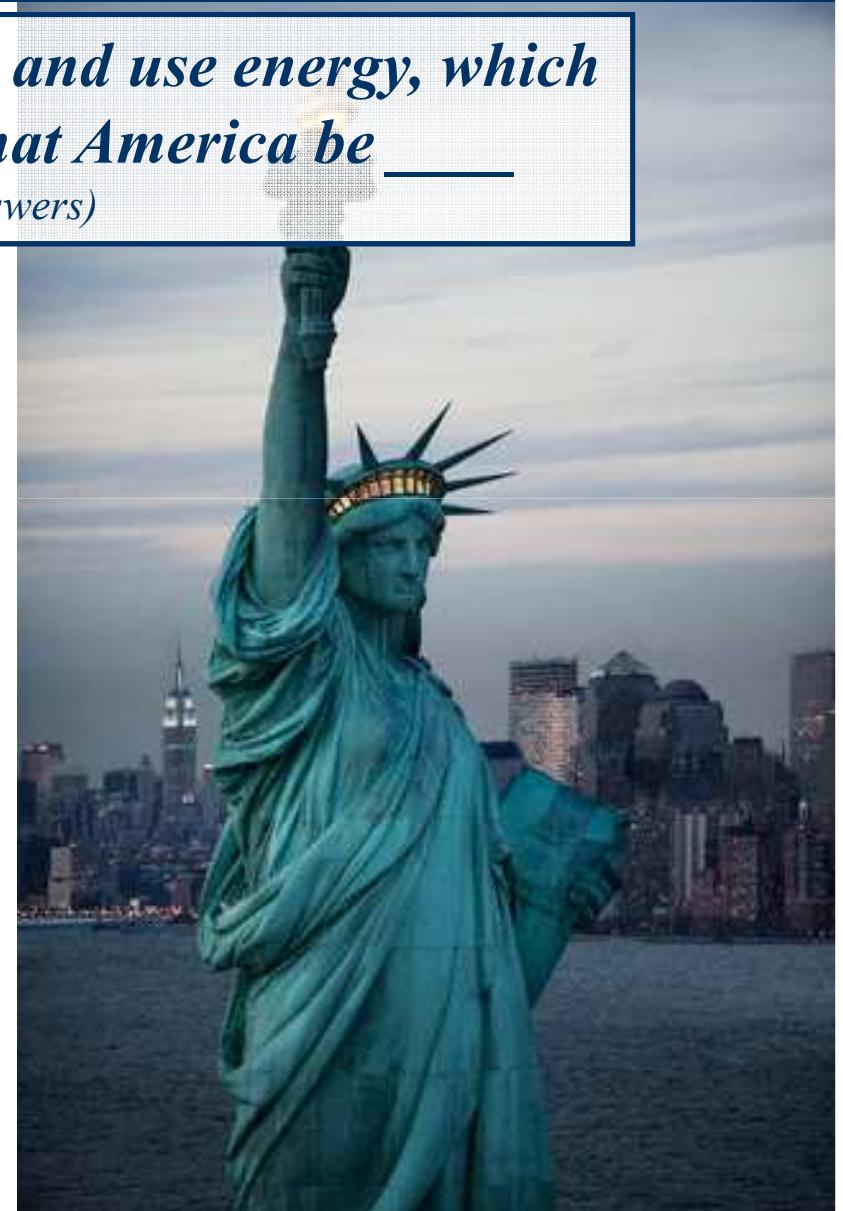
	Total	DEM	GOP
Ending dependence on foreign fuels	48%	36%	60%
Halting pollution of our air and water	33%	28%	37%
Saving our planet from destruction	30%	35%	23%
Creating new energy jobs	26%	22%	29%
Creating a new energy economy	22%	22%	23%
Ending global warming	14%	23%	5%
Reducing greenhouse gases	8%	11%	7%
Reducing carbon emissions	7%	8%	7%
Preventing climate chaos	7%	7%	9%
Ending Climate Change	5%	8%	2%

# Independence is the Biggest Economic and Environmental Goal

*When it comes to the way we obtain and use energy, which is the most important to you? That America be \_\_\_\_\_*

*(Choose 2, Combined Answers)*

	Total	Opinion Elite
Safe	33%	28%
Independent	32%	40%
Secure	28%	25%
Stable	27%	25%
Flexible	14%	14%
Peaceful	13%	12%
Strategic	12%	12%
Powerful	9%	7%
Dominant	6%	7%



# Positive Language Wins... EVERY TIME

*Which of the following paragraphs about energy would most convince you that we need to do something about dirty energy NOW?*

Total	
<p><b>Imagine a future where energy in the U.S. is abundant, affordable, and clean. Imagine feeling secure knowing that our nation can produce its own energy instead of relying on Middle Eastern oil. Imagine an economic boom that creates high-paying, permanent American jobs. We don't have to imagine it – clean, safe energy already exists. All we have to do is use it. So let's start. Now.</b></p>	<b>60%</b>
<p><b>Using dirty energy – like that from coal-fired power plants</b> – is like eating greasy food at every meal... It works as fuel, but it's damaging to our health in many ways. The longer we feed our economy with unhealthy energy, the sooner we'll begin to experience the painful side-effects. Just as there are healthier ways to feed our bodies that will help ensure we live long, productive lives, so too are there healthier ways to feed our economy – and the sooner we switch to clean, durable energy the better.</p>	<b>20%</b>
<p><b>We see the visible damage to the environment</b> because of dirty energy every day. Climate swings. Tsunamis across the globe. Hurricane Katrina right here on American soil. More children sick with asthma. Polar Ice caps melting. These aren't assumptions. They are facts. Investing in cleaner, safer, more secure energy now will cost a few cents more a day, but if we don't, imagine the consequences.</p>	<b>19%</b>

# Don't Say the Science is Settled

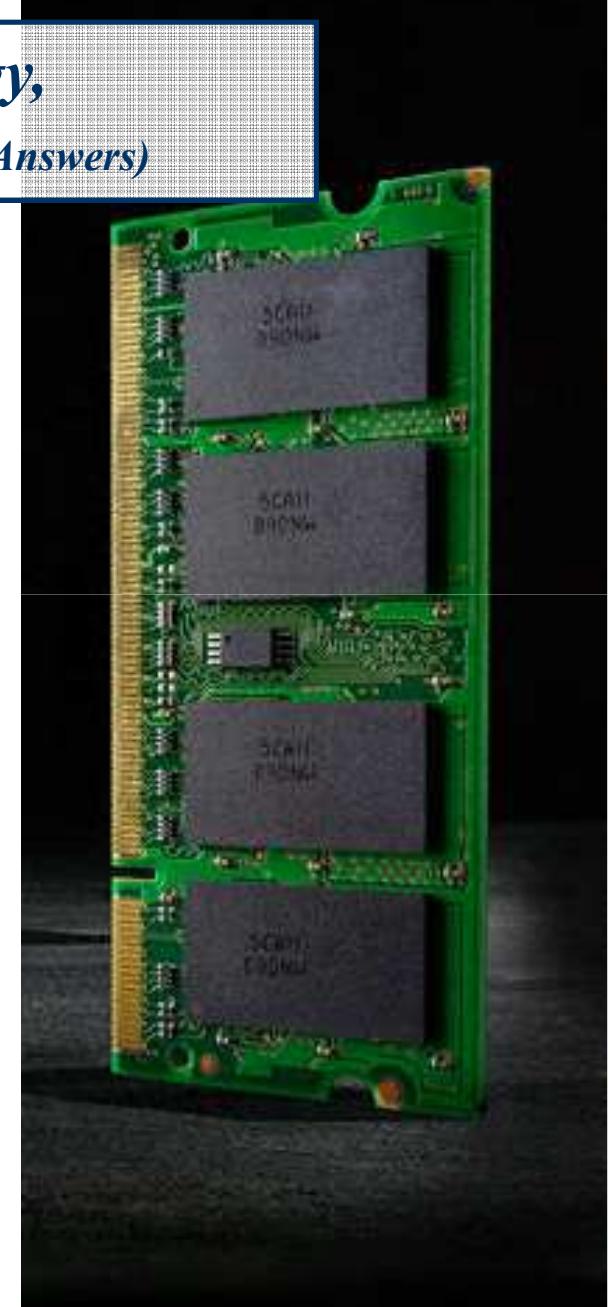
*Which of the following statements do you agree with most?*

	Total	Opinion Elite
<b>The science is as settled as science gets.</b> <i>Climate change exists, the condition is worsening, and it's being caused by human action. We need to take actions to address it before it's too late.</i>	<b>35%</b>	<b>41%</b>
<b>I'm not absolutely sure about climate change</b> <i>or whether or not human activity is responsible for it, but I still think we should explore ways to reduce carbon emissions and adopt clean energy.</i>	<b>30%</b>	<b>23%</b>
<b>I really don't know.</b> <i>There are good arguments that climate change exists, but there are also good arguments about the negative impact on the economy. I respect those who are trying to promote renewable energy sources – I just don't want their efforts to hurt the US economy.</i>	<b>23%</b>	<b>17%</b>
<b>“Global Warming” and “Climate Change” are nothing more than political, partisan scare tactics designed to frighten people.</b> <i>They simply don't exist.</i>	<b>13%</b>	<b>20%</b>

# People want technology to be Practical

*When it comes to American technology,  
which do you want most? (Choose 2, Combined Answers)*

	Total	Opinion Elite
<b>Reliable Technology</b>	<b>36%</b>	<b>29%</b>
<b>Efficient Technology</b>	<b>31%</b>	<b>24%</b>
<b>Green Technology</b>	<b>27%</b>	<b>25%</b>
<b>Sustainable Technology</b>	<b>24%</b>	<b>33%</b>
<b>Clean Technology</b>	<b>17%</b>	<b>16%</b>
<b>Intelligent Technology</b>	<b>16%</b>	<b>16%</b>
<b>Cutting Edge Technology</b>	<b>15%</b>	<b>21%</b>
<b>Smart Technology</b>	<b>14%</b>	<b>17%</b>
<b>Advanced Technology</b>	<b>12%</b>	<b>11%</b>
<b>Ground Breaking Technology</b>	<b>9%</b>	<b>9%</b>



# American, American, American

	Total	Opinion Elite	DEM	GOP
American Jobs	53%	52%	50%	61%
Permanent Jobs	41%	39%	45%	31%
High Paying Jobs	38%	41%	31%	44%
Skilled Jobs	32%	29%	37%	24%
Future-Proof Jobs	8%	11%	8%	10%
Green Jobs	6%	6%	10%	2%
Union Jobs	2%	1%	3%	1%
High Tech Jobs	1%	-	1%	2%



# WORDS TO USE

If we do it right, we get cleaner air.

We get less dependence on fossil fuels  
and enhanced national security.

We get more innovation in our economy.

More jobs, and more sustainable jobs.

And that's if the scientists are wrong.

If the scientists are right, we get all of those things, and begin to solve what could be the most catastrophic environmental problem that any of us have ever faced.

That's a pretty good bet to make -- because it's a 'No Regrets' strategy. It doesn't mean it's easy. But it means if we do it, and do it right, we get all of those benefits out of this policy approach.

We think that's why it's the right thing to do."

*"It avoided dogma and didn't try to scare us."*

-Participant

**it's not what you say**

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**it's what people hear**

