

March 19, 2018

Colorado voters support moving to 100% clean energy

To: Interested Parties

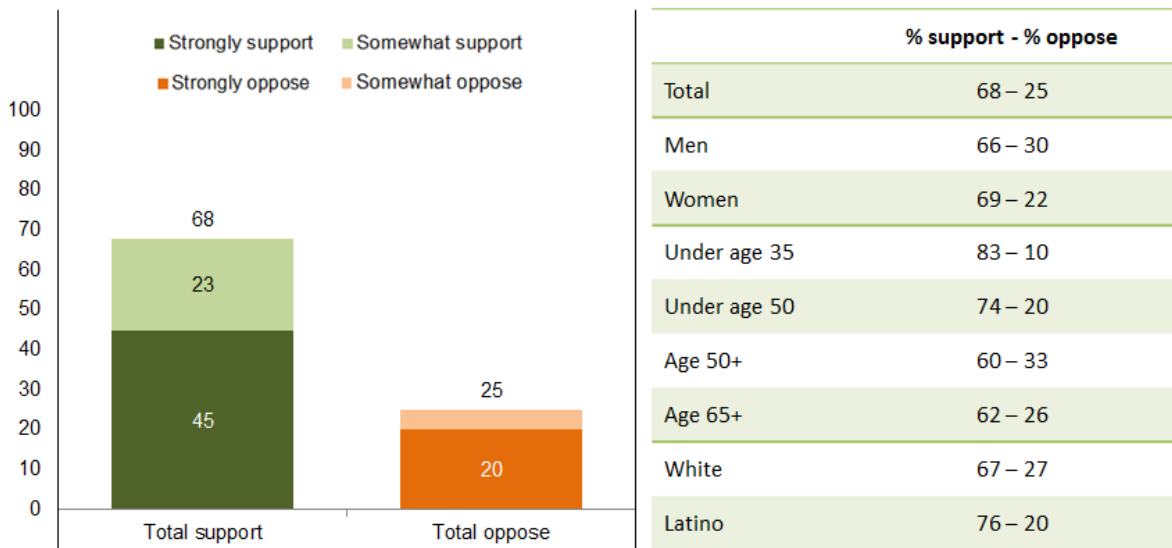
From: Greenberg Quinlan Rosner Research

A recent survey¹ of registered voters in Colorado finds a solid majority support setting a goal of generating 100% of the state’s electricity using clean, renewable energy sources like wind and solar, with 2030 as the target date for completing this transition.

About two-thirds of voters overall support this goal. Democrats are nearly unanimous in their support and fully 7 in 10 independents are on board as well. Republicans are more divided, however, and oppose the goal by a 13-point margin (51 percent oppose and 38 percent support). Support for the proposal spikes among Latinos and younger voters, especially those under age 35.

Figure 1: Strong majority of voters support goal of 100% renewable energy by 2030

Some people have proposed that Colorado should set the goal of generating 100 percent of its electricity using clean, renewable energy sources like wind and solar by 2030. Does that sound like something you would support or oppose?



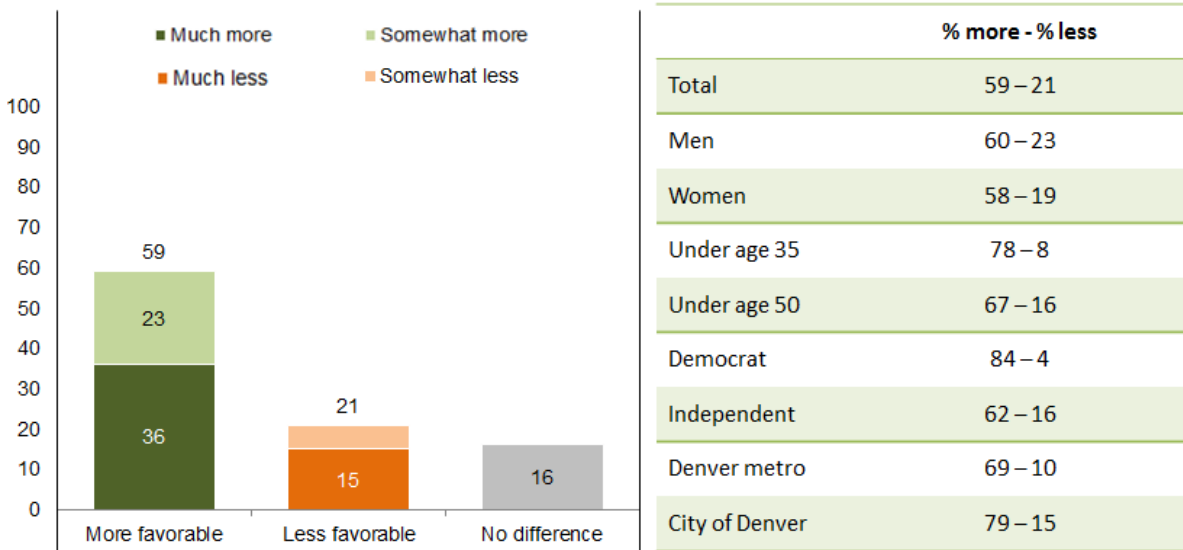
¹ On behalf of the Sierra Club, GQR conducted a survey among 500 registered voters in Colorado from December 12–17, 2017 using live interviewers. Thirty percent of interviews were conducted on cell phones. The data are subject to a margin of error of +/- 4.4 percentage points at the 95 percent confidence interval. Margin of error is higher among subgroups.

The Denver metro area also boasts impressively high support, particularly in the City of Denver, where 83 percent of voters support this goal and 79 percent say they would feel more favorable toward an elected official who supports this goal.

Overall, 59 percent of voters say an elected official’s support for 100% clean energy would positively influence their view of that official. Younger voters are particularly keen to see their elected officials support this goal. Men and women express similar feelings both overall and across party lines.

Figure 2: Voters feel more favorable toward elected official supporting clean energy

If you knew that one of your local elected officials supported the goal of generating 100% of Colorado’s electricity using clean, renewable energy sources, would you be more or less favorable toward that official, or would it make no difference?



Most voters are optimistic about Colorado’s ability to meet this 100% goal by 2030, with 57 percent saying they believe this goal is realistic. Democrats drive this belief as over three-quarters say it is realistic, and just over half of independent voters agree. Latino voters are also more likely to believe in this goal, as 69 percent say it is realistic. Informing Coloradoans that over 50 cities across the country have adopted this goal, including 5 in their own state, gives some voters a boost of confidence, as the share saying the goal is realistic grows to 63 percent.