

March 19, 2018

Michigan voters support moving to 100% clean energy

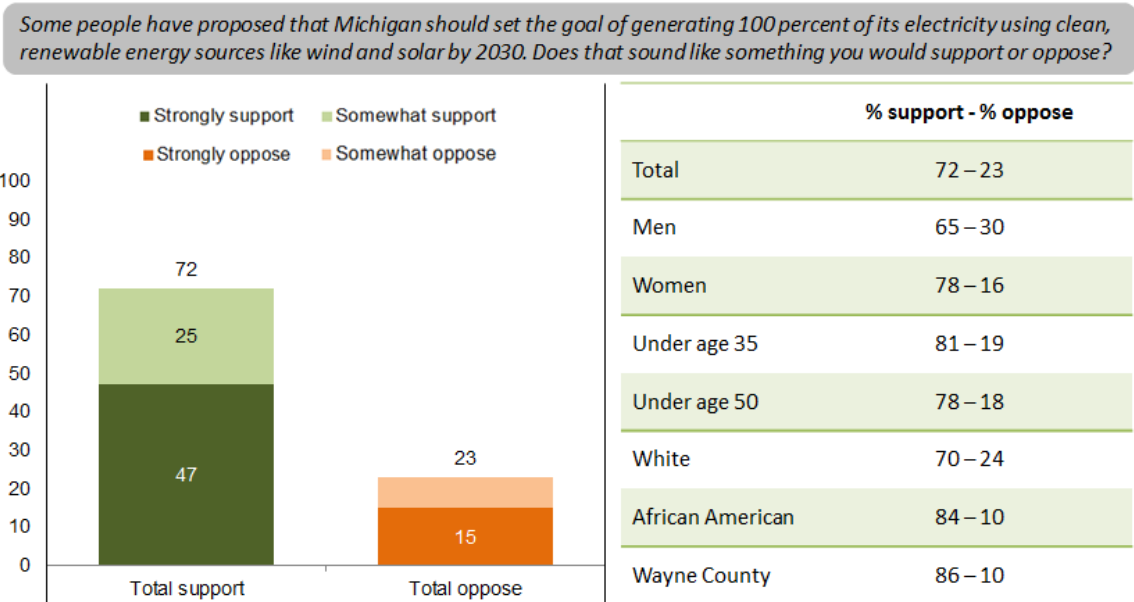
To: Interested Parties

From: Greenberg Quinlan Rosner Research

A recent survey¹ of registered voters in Michigan 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.

Seventy-two percent of voters support this proposal, a 10-point increase since August 2017. Democrats are nearly unanimous in their support and about three-quarters of independents agree. Republicans are divided, as a 52 percent majority of Republican women support this goal, compared to 42 percent of Republican men. Younger voters, African Americans, and women—especially Democratic women (88 percent support) and independent women (83 percent support)—are keen to support 100% clean energy. Support reaches 86 percent in Wayne County, but attracts majorities of voters in all regions across the state.

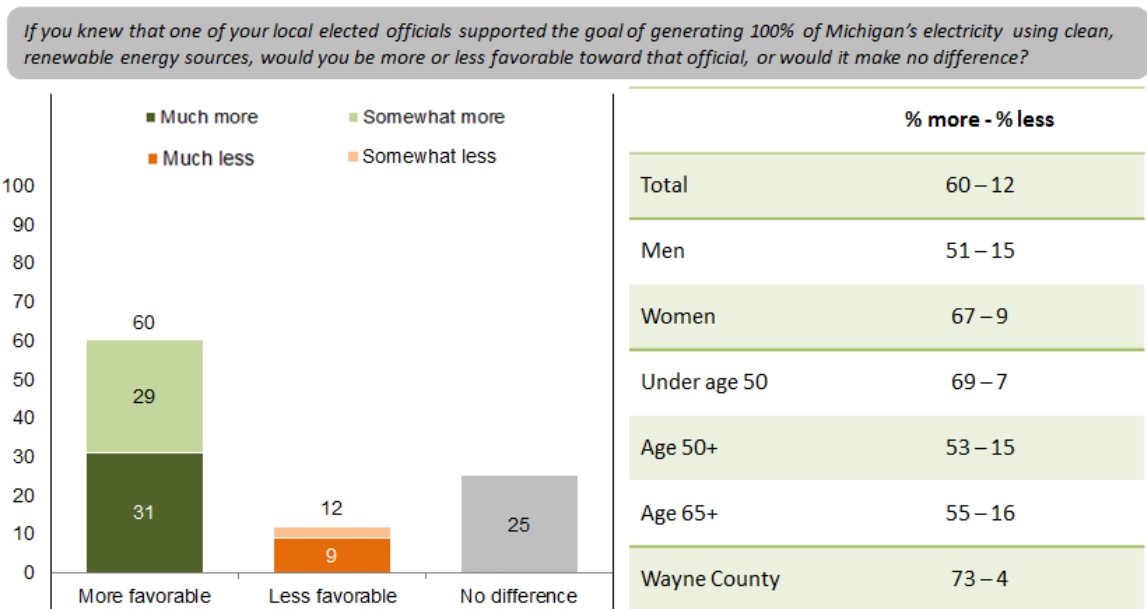
Figure 1: Strong majority of voters support goal of 100% renewable energy by 2030



¹ On behalf of the Sierra Club, GQR conducted a survey among 500 registered voters in Michigan from December 13–17, 2017 using live interviewers. Thirty-five 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.

Six in ten voters say they would feel more favorable toward an elected official who supports 100% clean energy. At least two-thirds of women, voters under the age of 50, and those in Wayne County see this as a positive. Among partisans, 75 percent of Democrats, 57 percent of independents, and a 46 percent plurality of Republican women would view this official more favorably.

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



Most voters are optimistic about Michigan’s ability to meet this goal, with 58 percent saying they believe this goal is realistic. Women drive this belief as 65 percent say it is realistic, while just half of men agree. Seventy-eight percent of African American voters say this is possible; white voters are less certain as 64 percent of white women say it is realistic, compared to 42 percent of white men. Hearing that over 50 cities across the country have already adopted this goal motivates voters, as the share of Michiganders who say this goal is realistic grows to 64 percent.