



Florida Clean Energy Survey

Key findings from a statewide survey of 600 likely voters in Florida, conducted April 13-16, 2019.

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PUBLIC OPINION
STRATEGIES



Methodology

Public Opinion Strategies is pleased to present the key findings of a statewide telephone survey conducted in Florida. The survey was completed April 13-16, 2019, among 600 likely voters, with 240 cell phone respondents and has a margin of error of $\pm 4.0\%$.

Glen Bolger and Jim Hobart were the principal researchers on this project. Kyle Clark was the project director, and Jared Beard provided analytical assistance.

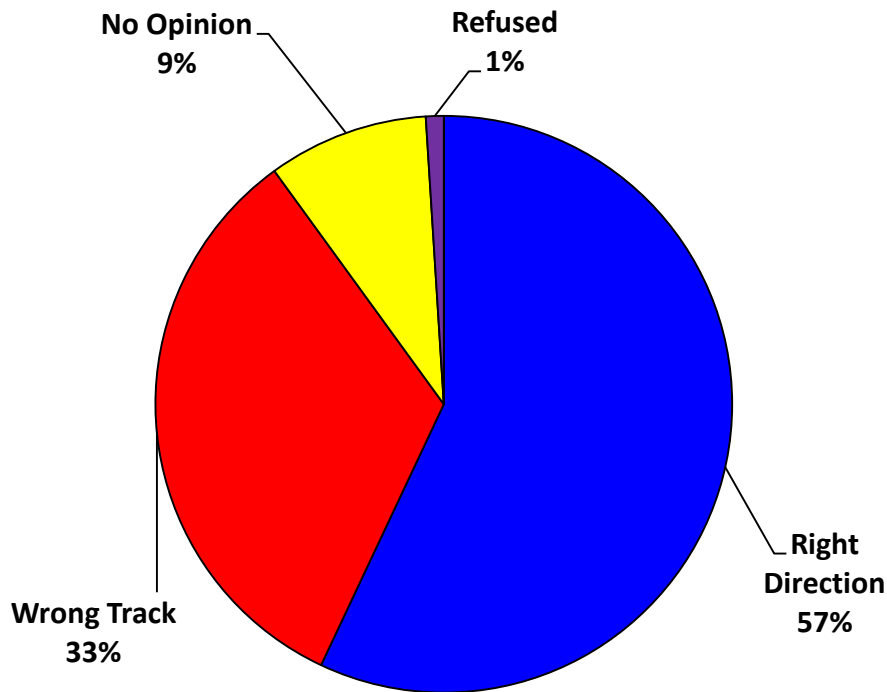


Political Environment

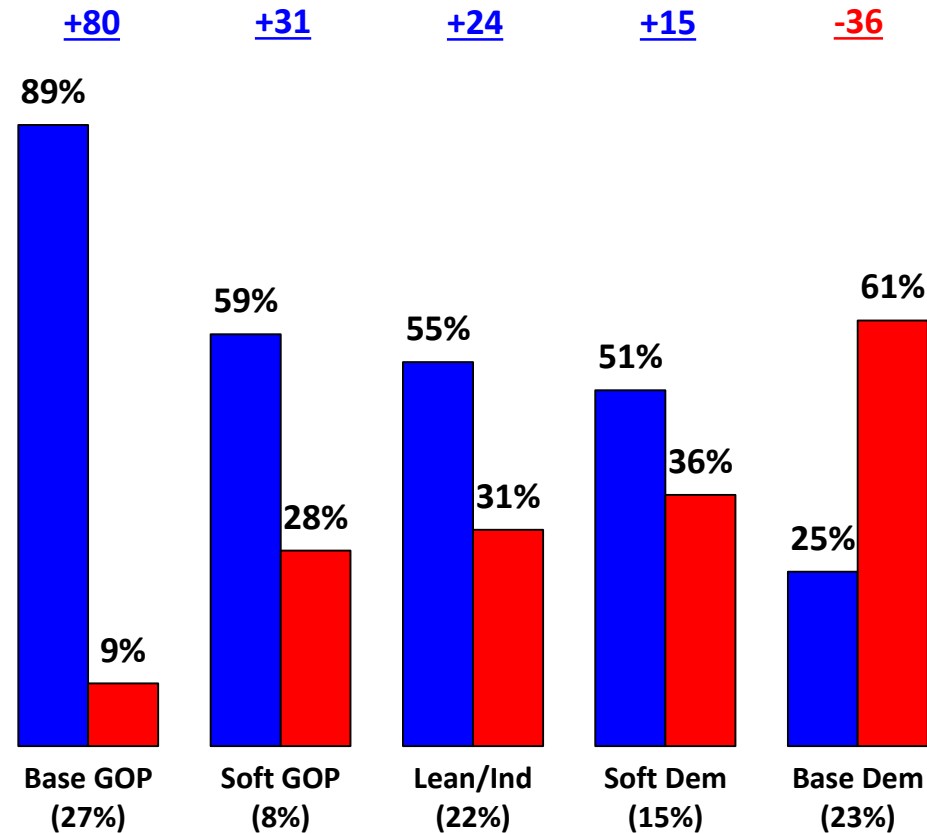
GOPers, Inds, and soft Dems say things in Florida are heading in the right direction.

"Would you say that things in Florida are going in the right direction, or have they pretty seriously gotten off on the wrong track?"

Overall



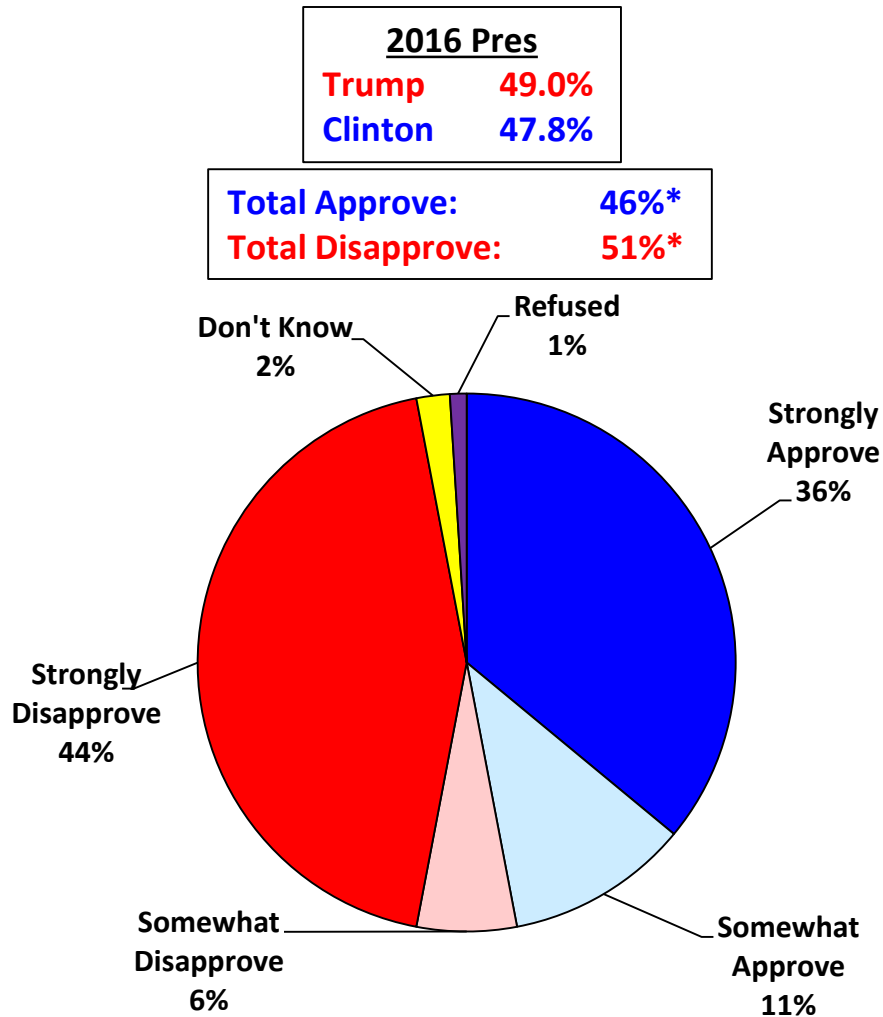
By Party



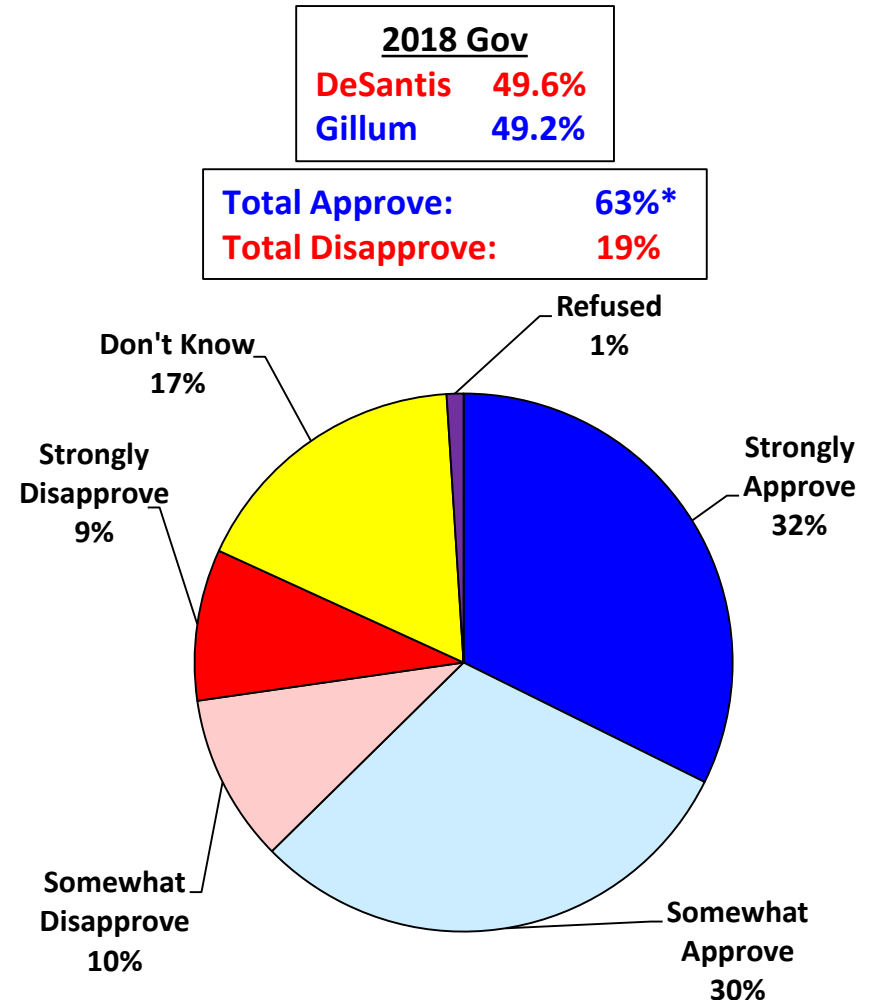
■ Right Direction ■ Wrong Track

President Trump's approval rating is divided, while nearly two-thirds of the electorate approves of Governor DeSantis.

"Thinking nationally, do you approve or disapprove of the job Donald Trump is doing as president?"

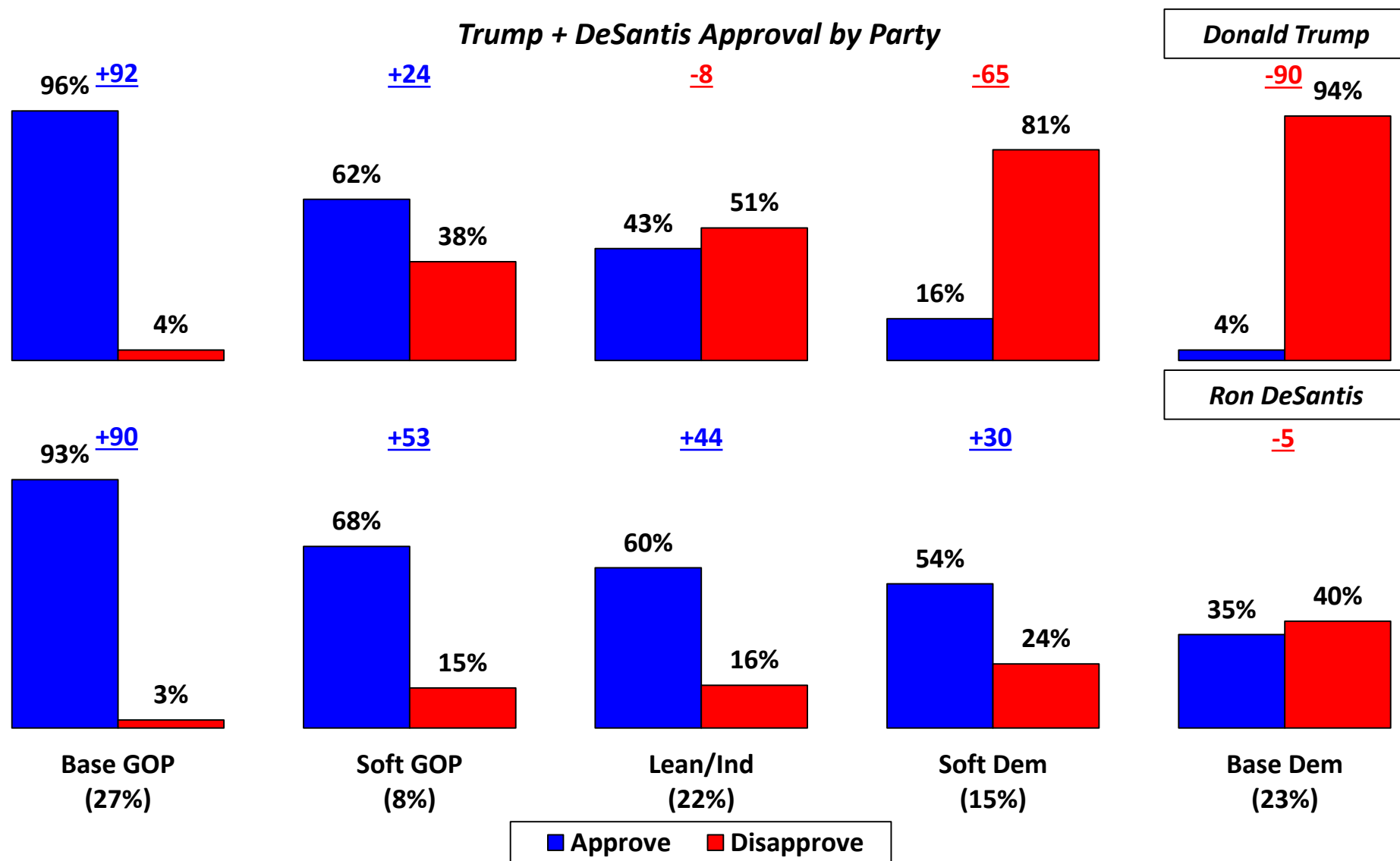


"And, do you approve or disapprove of the job Ron DeSantis is doing as governor?"



*Denotes Rounding

A majority of Inds and soft Dems approve of Governor DeSantis, and he is almost even among base Dems.

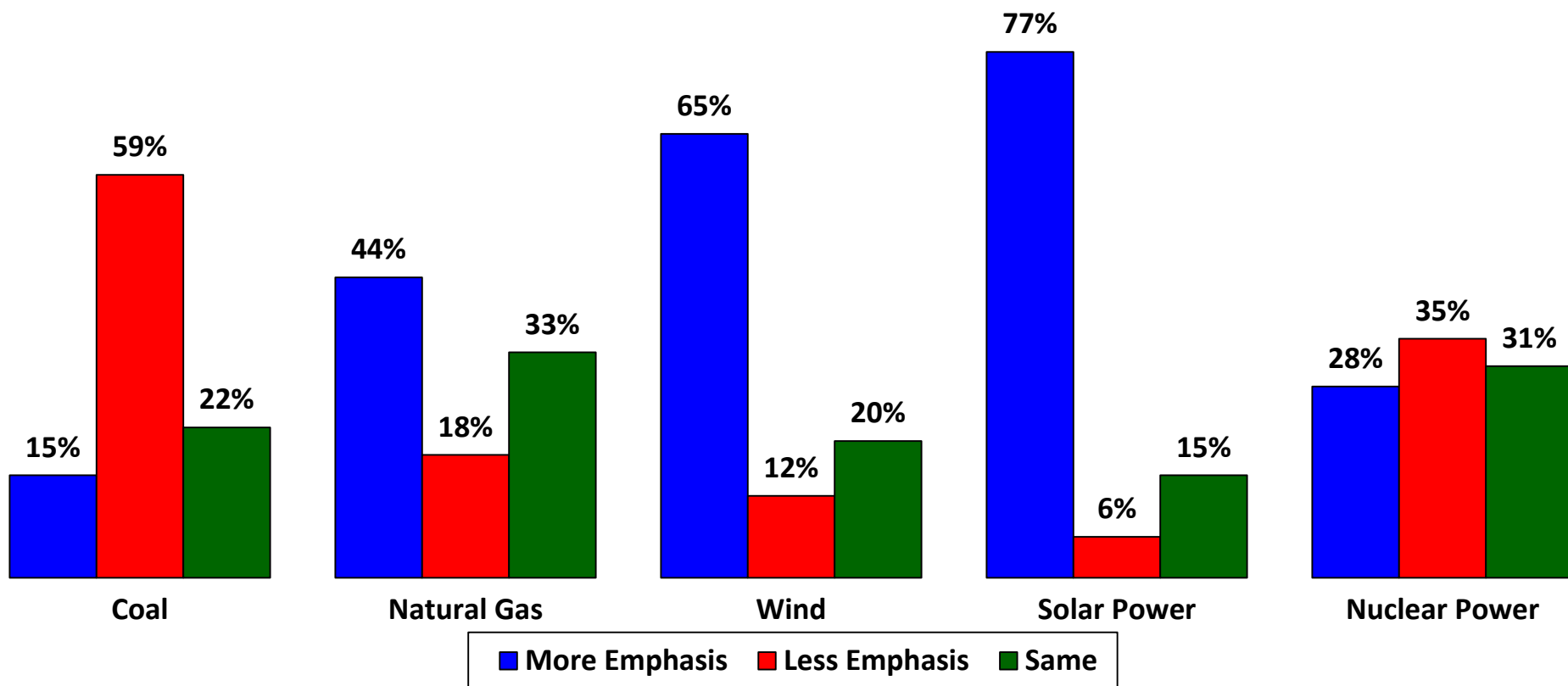




Energy Emphasis

Voters are most in favor of placing more emphasis on wind and solar power, while placing less emphasis on coal.

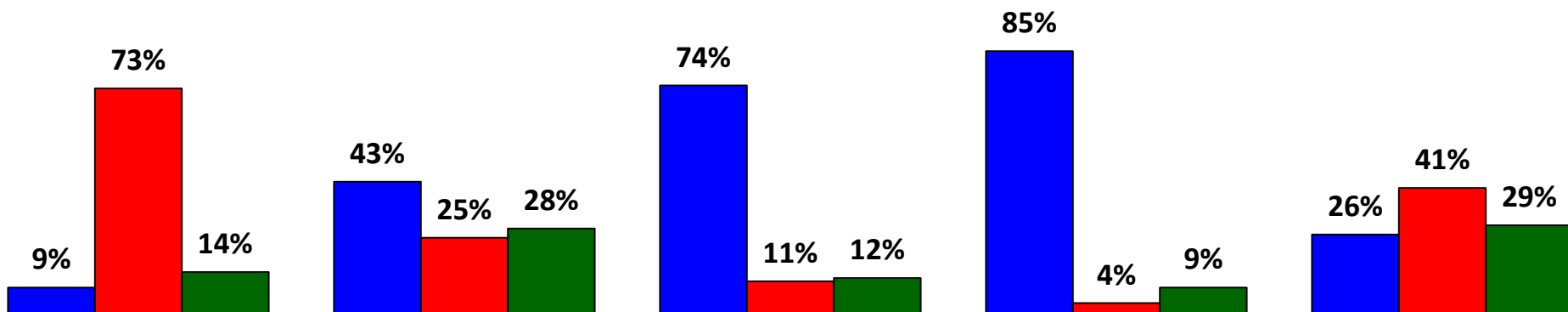
“Changing topics and thinking now about energy... do you think that Florida should put more emphasis, less emphasis, or about the same emphasis as it does now on producing domestic energy from each of the following sources...”



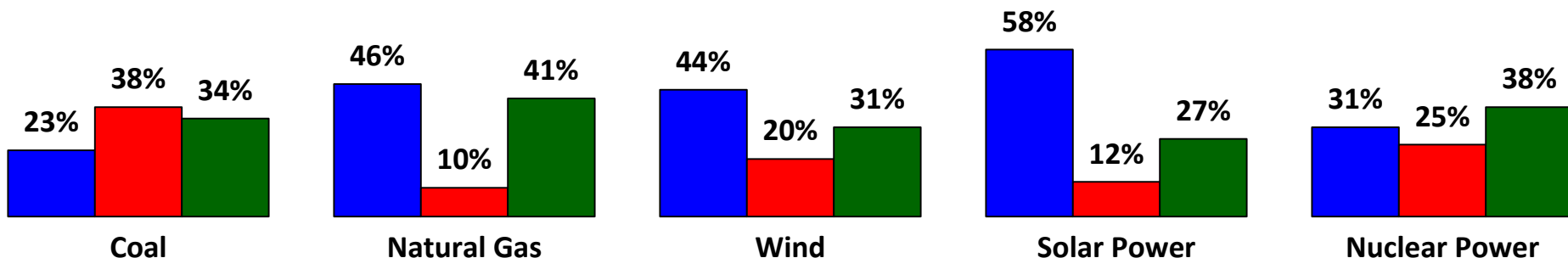
Solar power and wind power lead the way among GOPers and Independents.

Emphasis by GOPers + Independents

Lean/Inds (22%)



GOPers (35%)



■ More Emphasis ■ Less Emphasis ■ Same



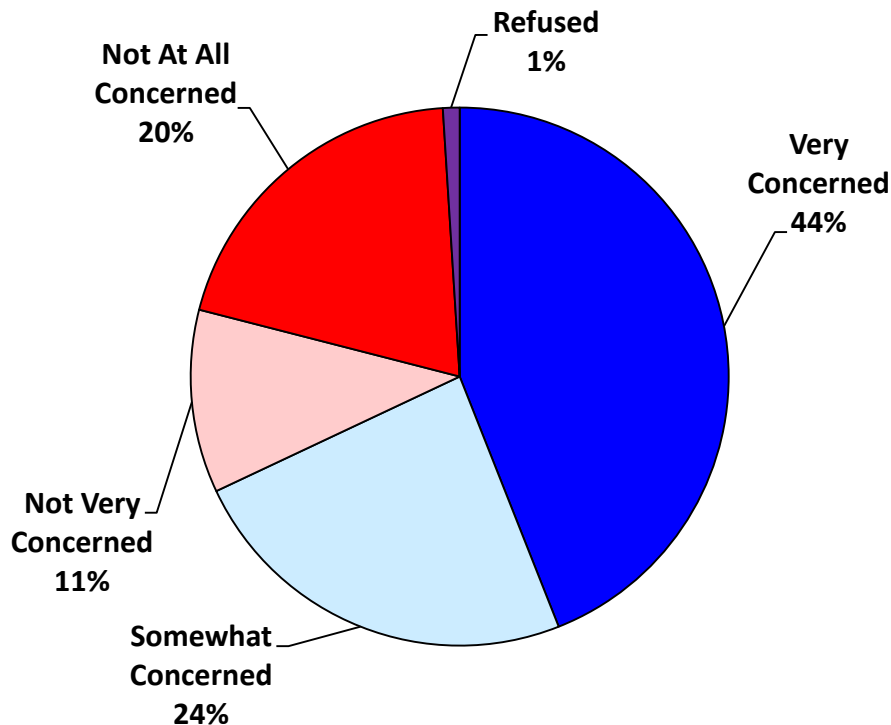
Climate Change

Two-thirds of Floridians are concerned about climate change, including Independents and soft GOPers.

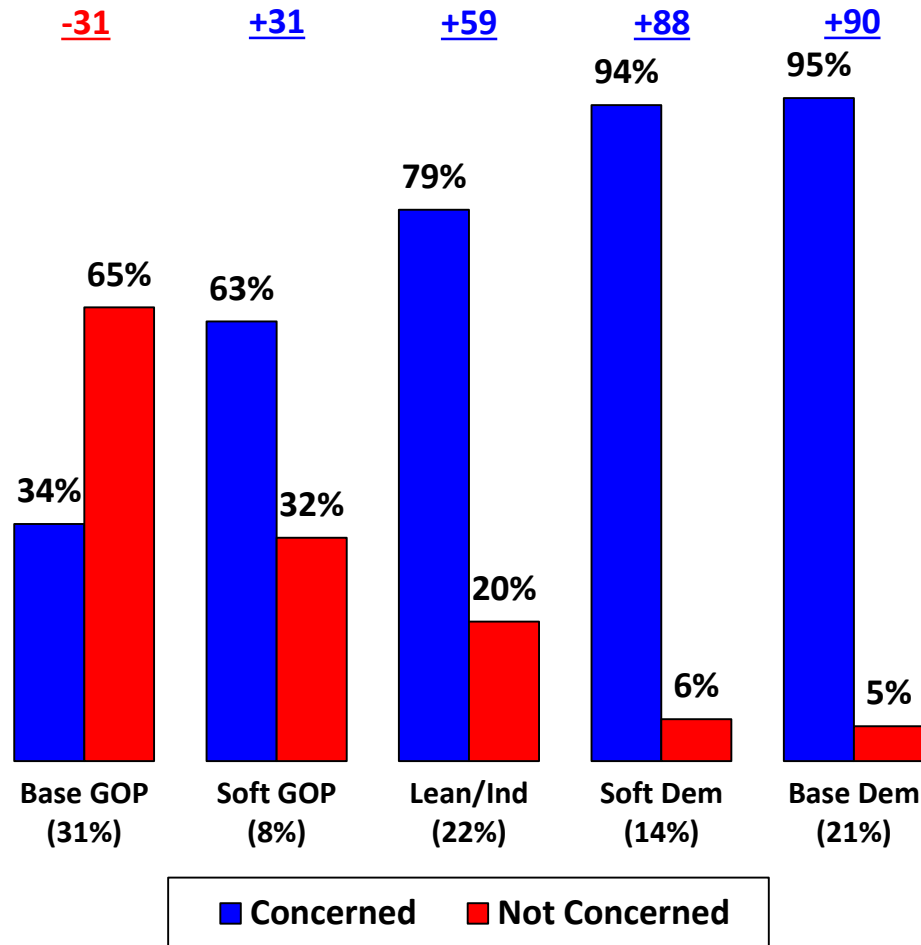
"And, how concerned are you about climate change? Are you..."^

Overall

Total Concerned: 68%
Total Not Concerned: 31%



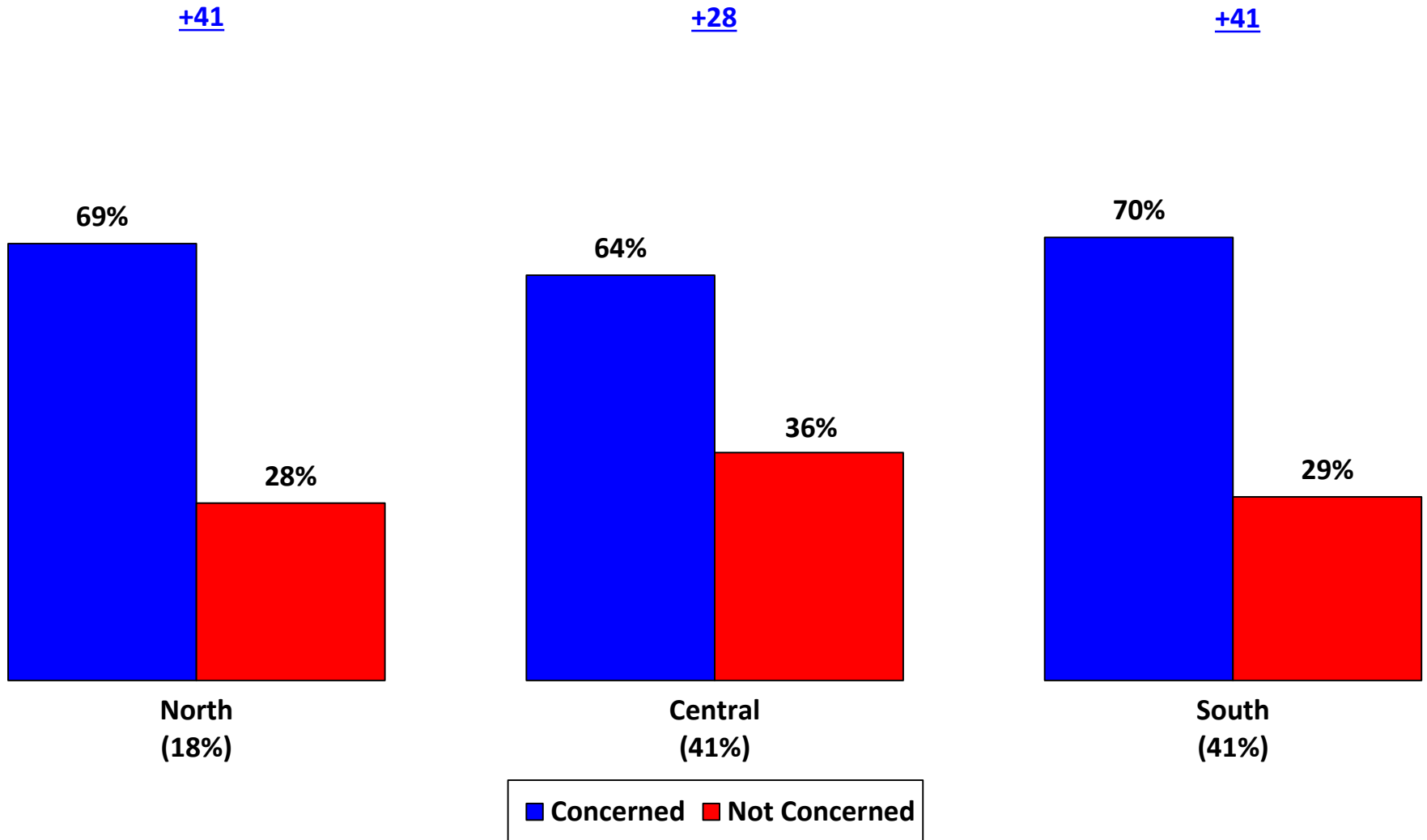
By Party



^Split Sample A, N=302

Floridians across the state are concerned about climate change.

Climate Change Concern by Region^



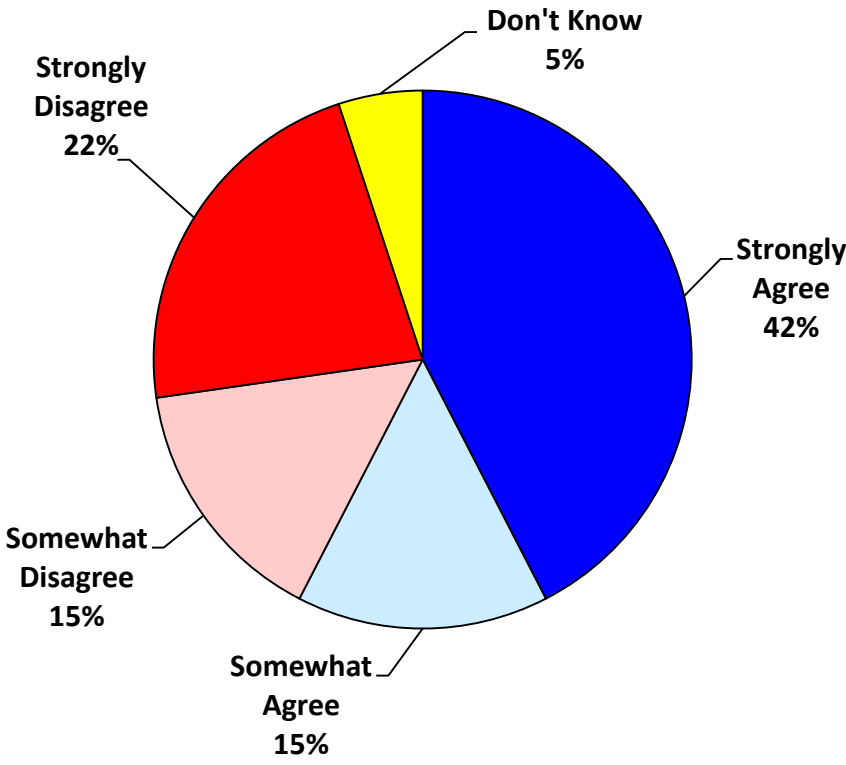
[^]Split Sample A, N=302

Fully 57 percent of voters agree that climate change has increased the frequency and strength of hurricanes in the state.

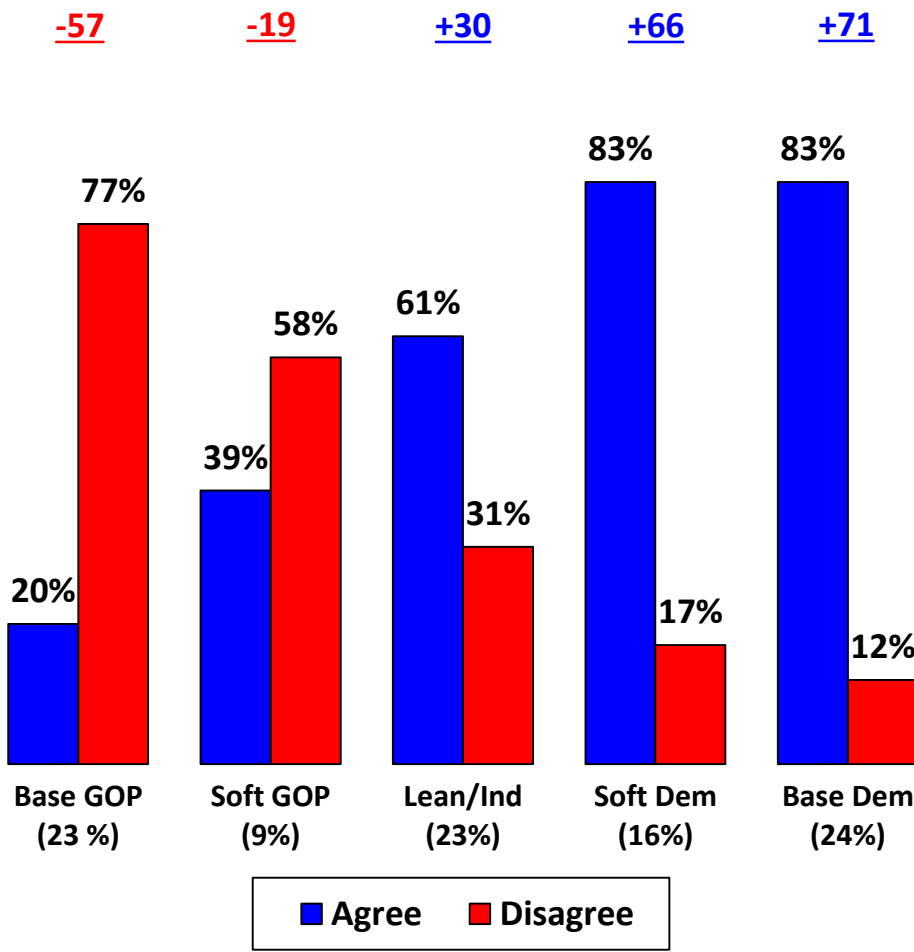
"And, do you agree or disagree with the following statement? Climate change has increased the frequency and strength of hurricanes here in Florida."^^

Overall

Total Agree: 57%
Total Disagree: 37%



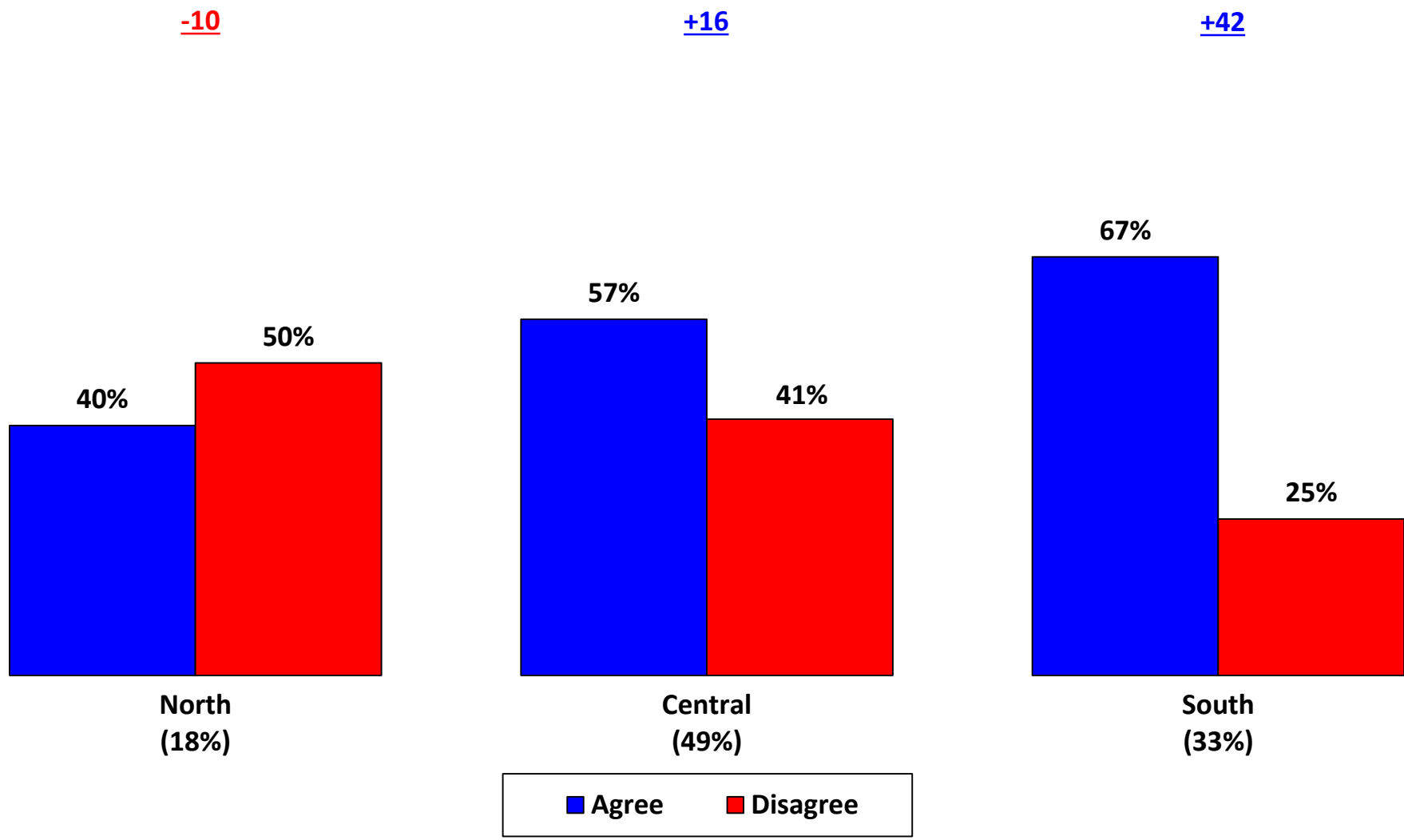
By Party



^^Split Sample B, N=298

Voters in North Florida disagree that climate change has increased the frequency and strength of hurricanes, while two-thirds of South Floridians agree.

Climate Change/Hurricanes by Region^^



^^Split Sample B, N=298

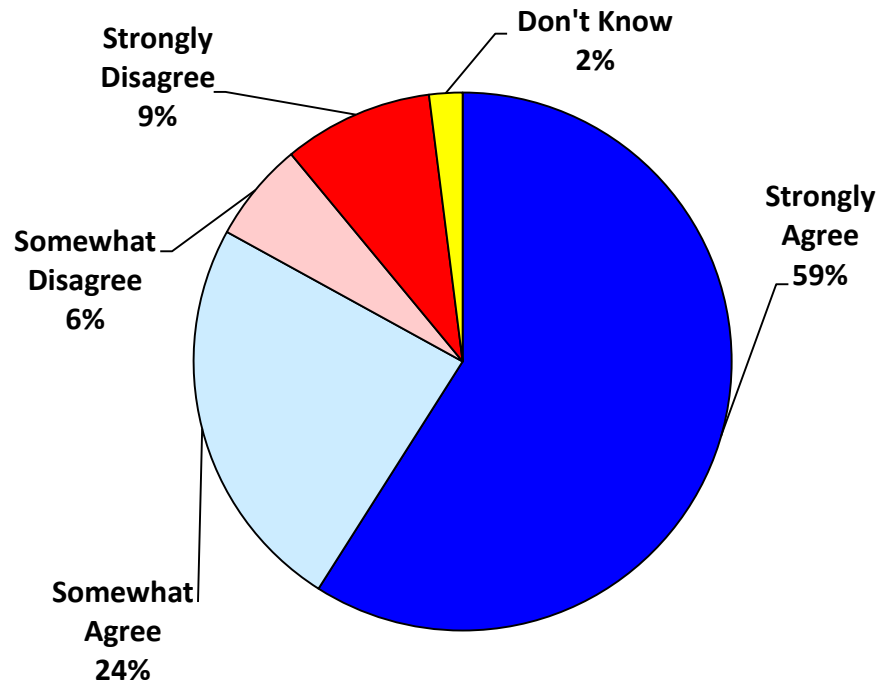


All-of-the-Above Energy Strategy

Voters overwhelmingly agree that Florida should pursue an all-of-the-above energy strategy.

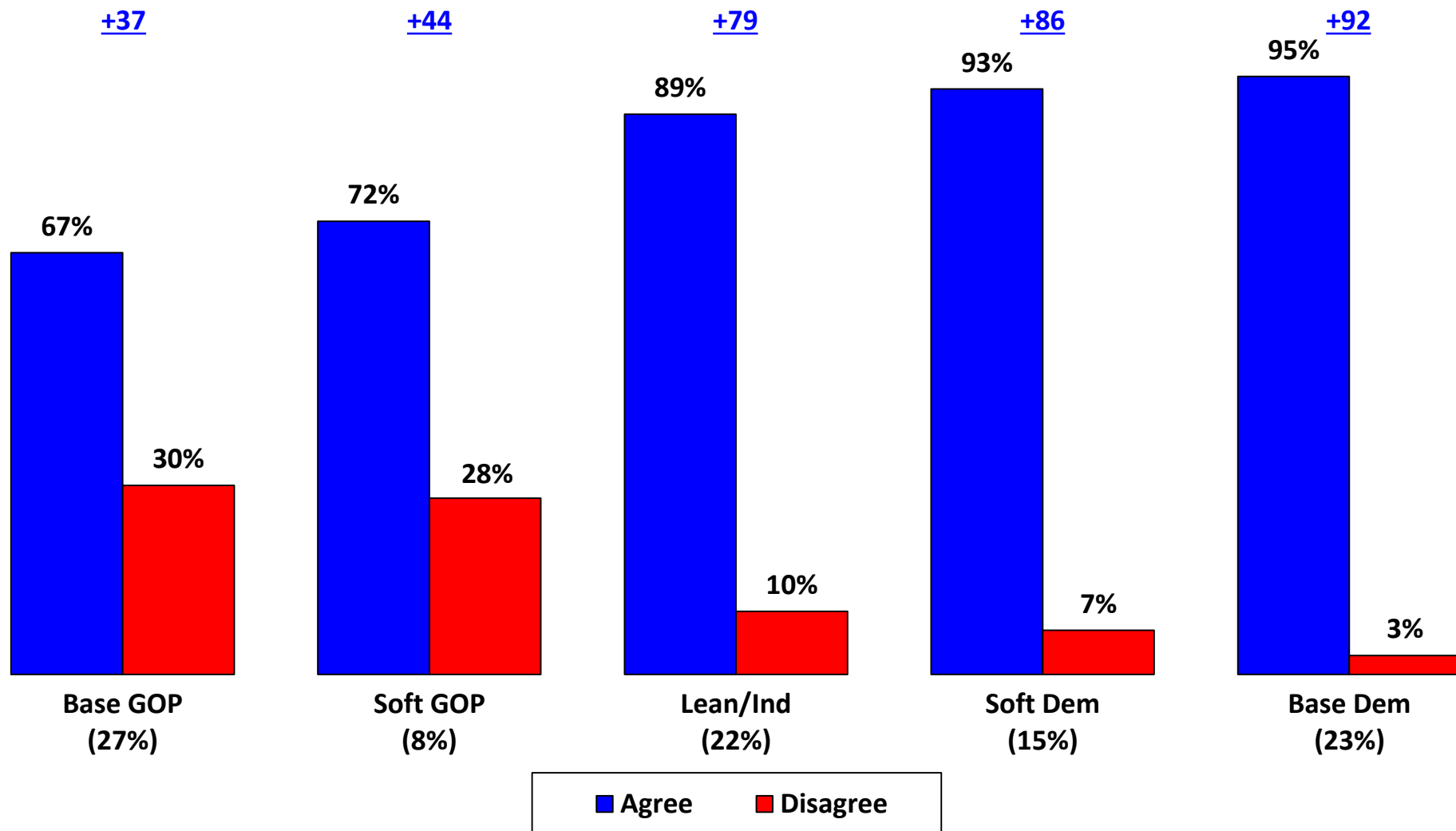
“Still thinking about energy, I am going to read you a statement. After I read it, please tell me whether you agree or disagree with that statement. Florida should pursue an all-of-the-above energy strategy, which means lowering our heavy dependence on fossil fuels over time and allowing an increase in electricity generation from emerging technologies like renewable energy, such as wind and solar, as well as more energy efficiency, and I support taking action to accelerate the development and use of clean energy in Florida.”

Total Agree:	83%
Total Disagree:	15%



Support for an all-of-the-above energy strategy crosses party lines.

All-of-the-Above Energy Strategy by Party



Voters across Florida agree that the state should pursue an all-of-the-above energy strategy.

All-of-the-Above Energy Strategy by Media Market

Tampa (24%)

Agree	86%	Trump	Clinton
Disagree	13%	52%	44%

Orlando (21%)

Agree	78%	Trump	Clinton
Disagree	20%	49%	46%

Miami-Ft. Lauderdale (20%)

Agree	87%	Trump	Clinton
Disagree	11%	33%	64%

Panhandle (10%)

Agree	85%	Trump	Clinton
Disagree	14%	58%	38%

West Palm Beach (10%)

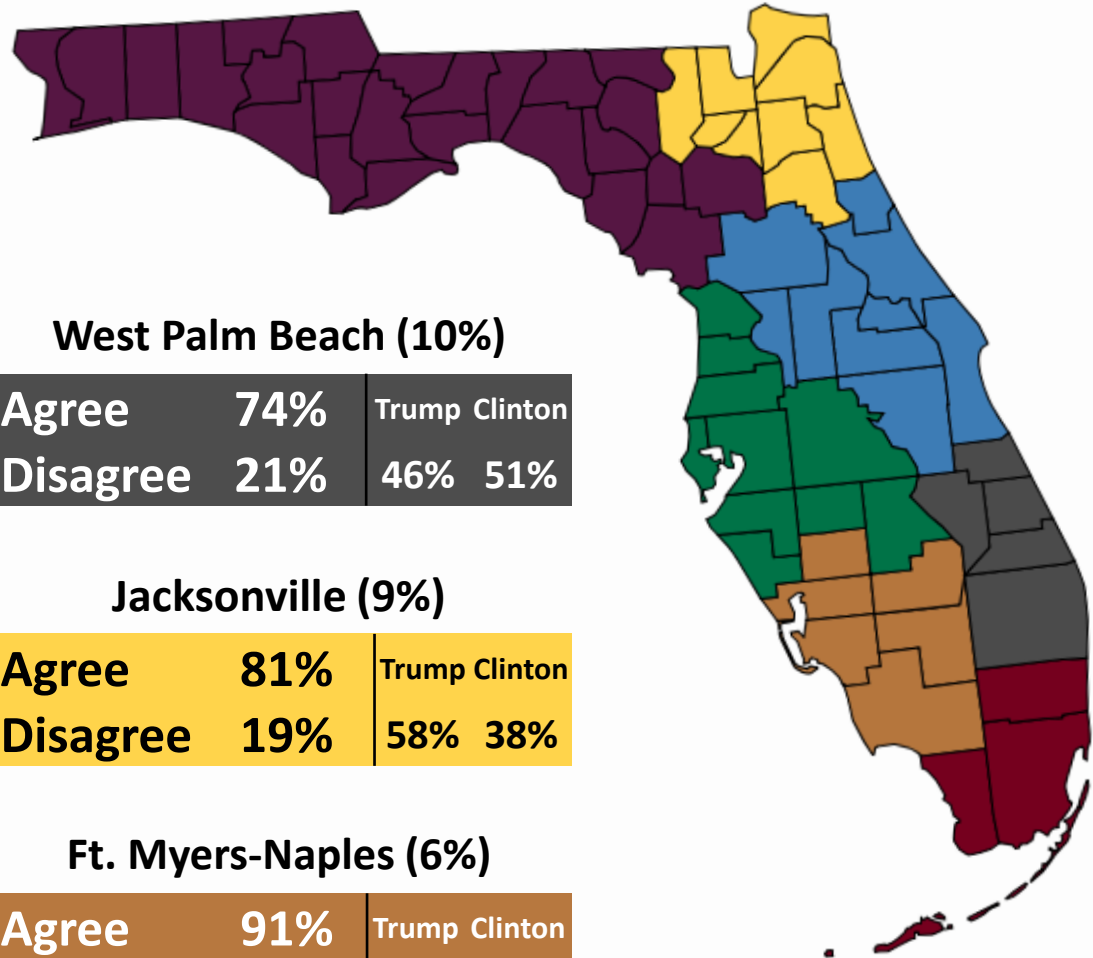
Agree	74%	Trump	Clinton
Disagree	21%	46%	51%

Jacksonville (9%)

Agree	81%	Trump	Clinton
Disagree	19%	58%	38%

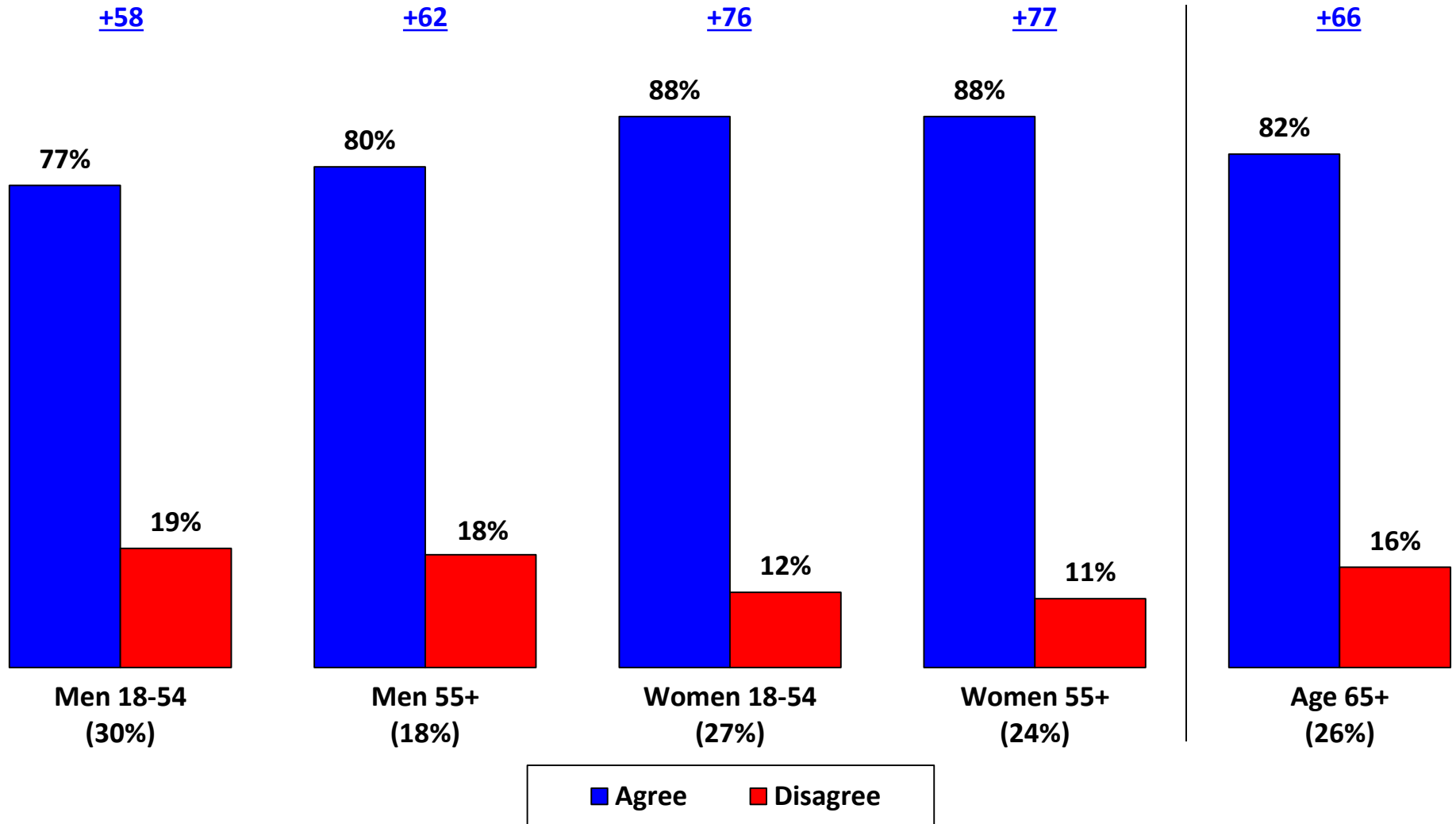
Ft. Myers-Naples (6%)

Agree	91%	Trump	Clinton
Disagree	9%	60%	37%



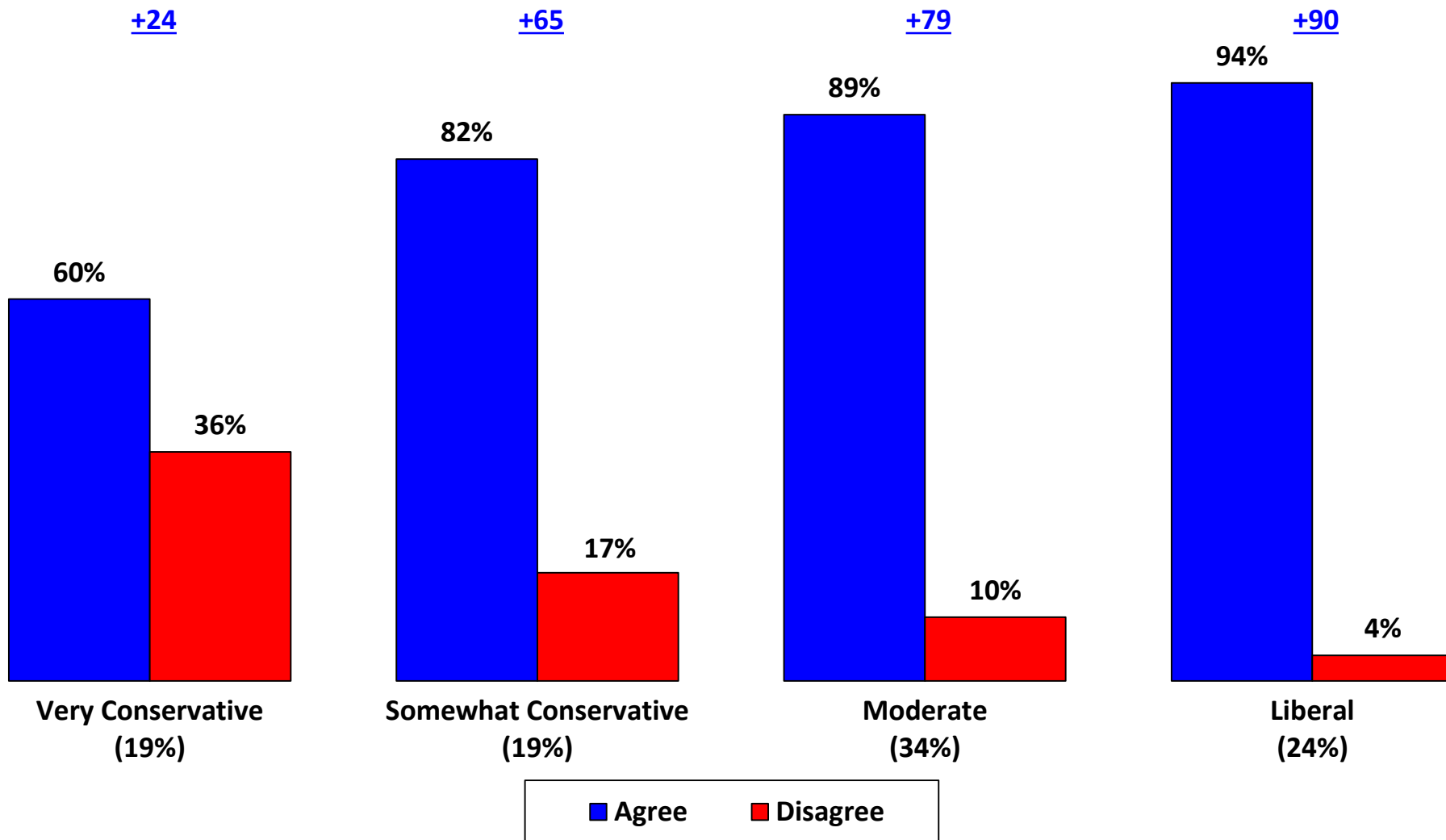
Women are the strongest supporters of an all-of-the-above energy strategy.

All-of-the-Above Energy Strategy by Gender/Age + Seniors



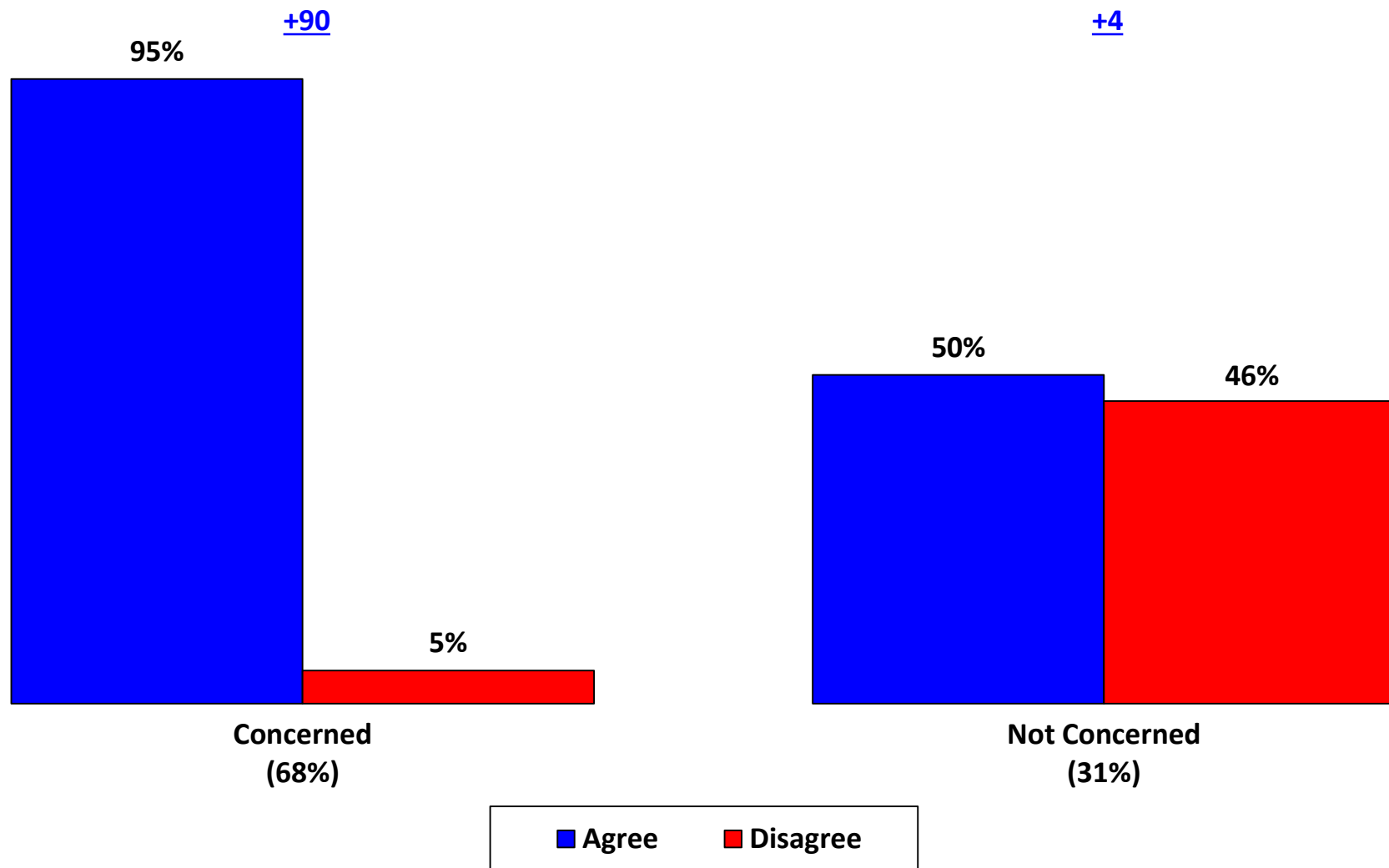
Voters across ideological lines back an all-of-the-above energy strategy.

All-of-the-Above Energy Strategy by Ideology



Voters who are concerned about climate change nearly unanimously support an all-of-the-above energy strategy, while those who are not concerned are split.

All-of-the-Above Energy Strategy by Climate Change Concern^



[^]Split Sample A, N=302



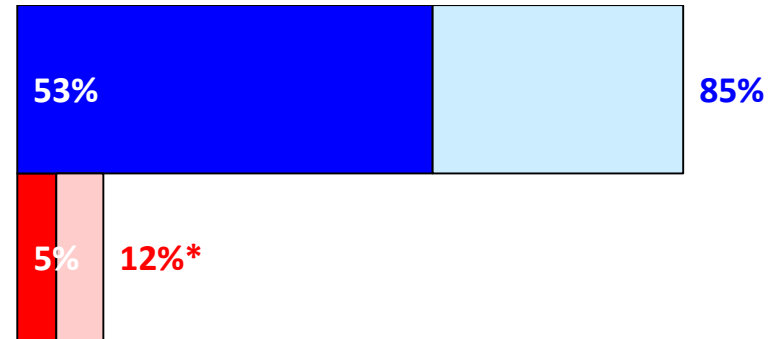
Message Testing

Both clean energy proposals tested receive very strong support.

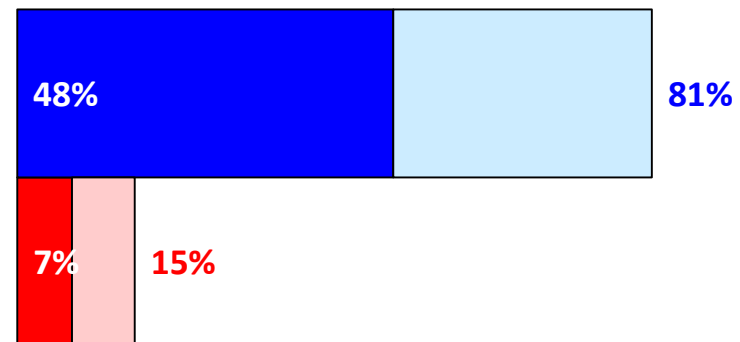
"Now I am going to read you a list of policies that advocates have prioritized to help expand Florida's commitment to clean energy. After I read each one, please tell me whether you think that policy is very important, somewhat important, not too important, or not important at all."

Ranked by % Very Important

Minimize red tape and regulations that make it more difficult to generate electricity using wind, solar, and other renewables.



Net metering policies that enable more homeowners and businesses to invest in their own renewable energy by compensating them for the extra energy they produce, which is used by other customers.



■ Very Important ■ Total Important ■ Not At All Important ■ Total Not Important

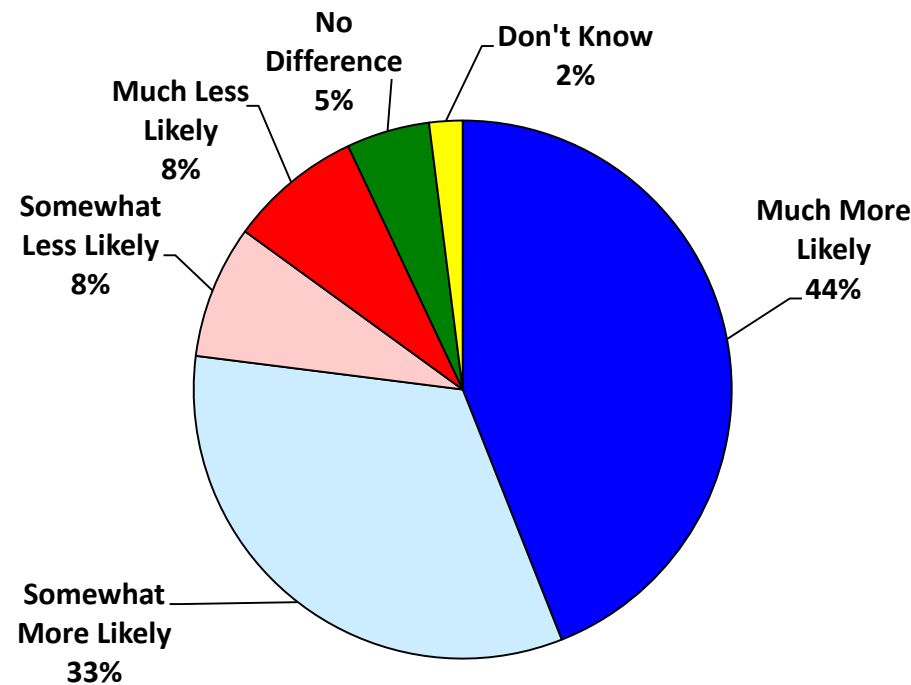
*Denotes Rounding

Over three-quarters of Floridians say they are more likely to vote for a candidate who supports taking action to increase the development and use of clean energy.

“Would you be more likely or less likely to vote for a candidate for political office here in Florida if you learned that the candidate SUPPORTS taking action to increase the development and use of renewable energy sources, like solar and wind, as well as energy efficiency programs?”

Overall

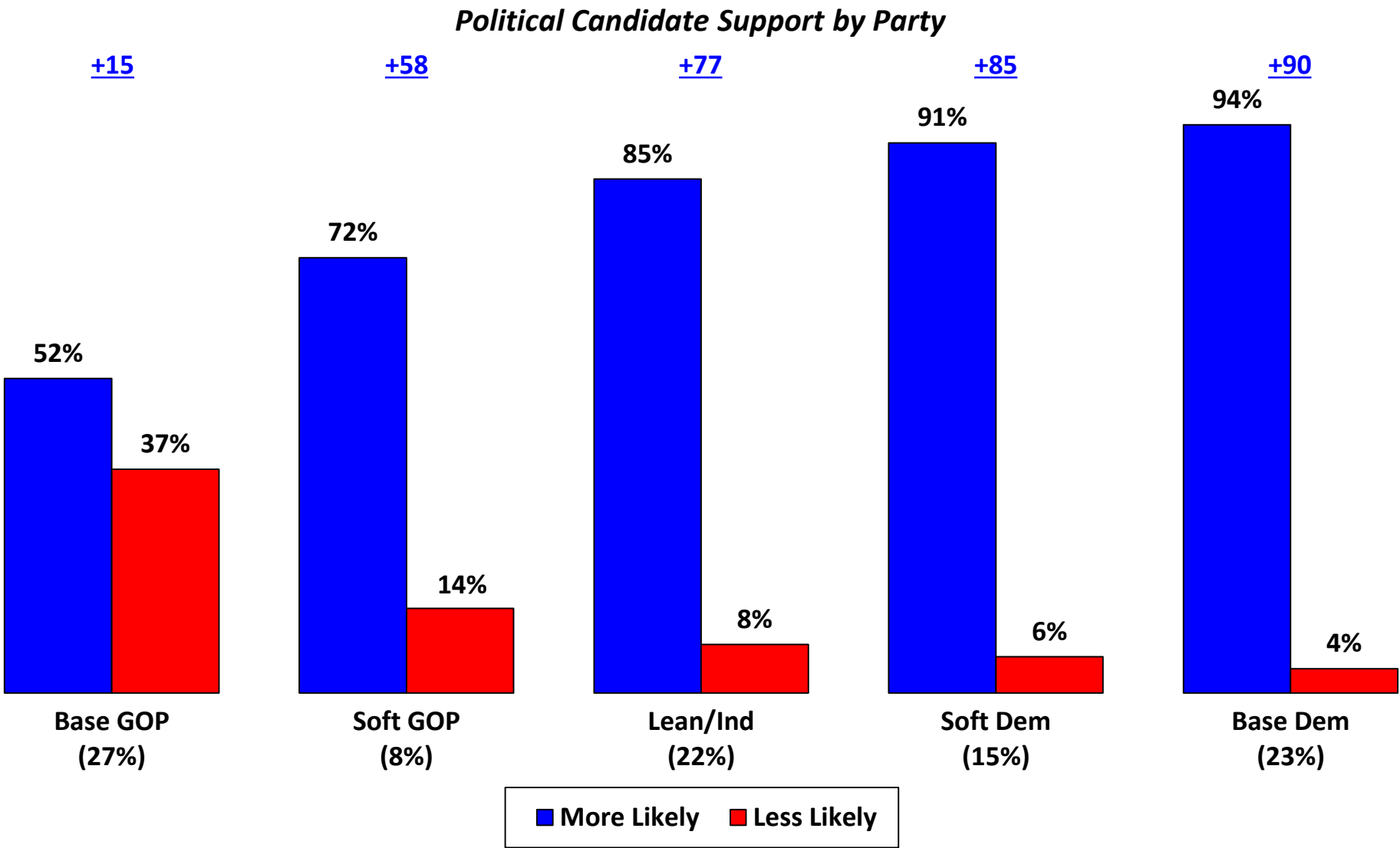
Total More Likely:	77%
Total Less Likely:	16%



Top Non-Partisan Groups – Much More Likely (44%)

Minority Women	54%
African Americans	53%
Grad/Professional Degree	53%
Hispanics	52%
Total Minorities	52%
Miami-Ft. Lauderdale DMA	52%
Age 18-34	51%
Some College Education	51%
Minority Men	50%
Southern Florida	49%
Age 55-64	49%
Women 18-54	48%
Women w/ Degrees	48%

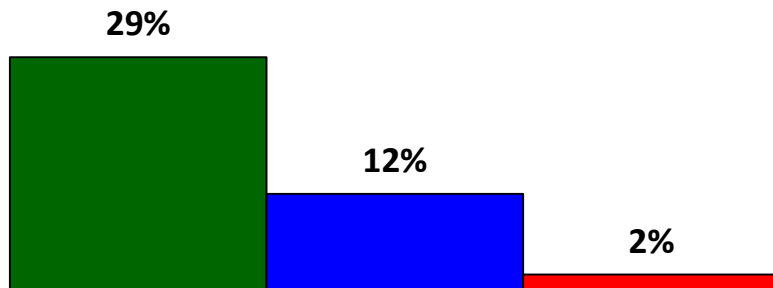
Voters across party lines say they are more likely to vote for a candidate who supports the development of clean energy.



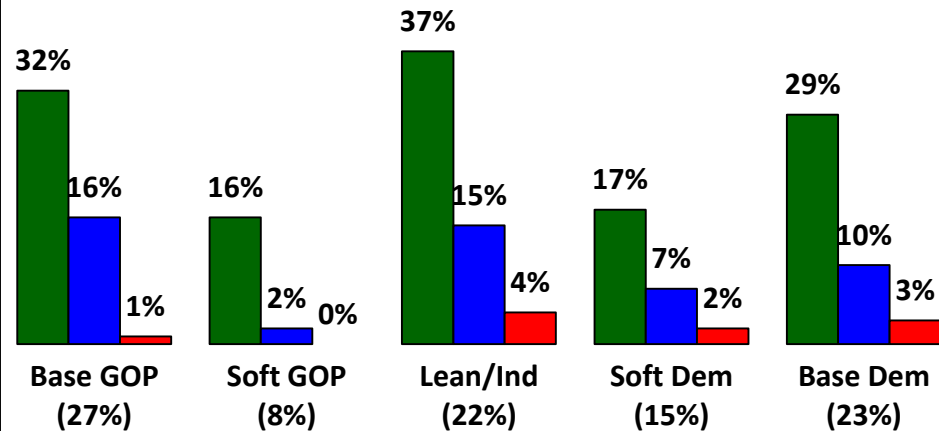
While under one-third of Floridians have heard of Conservatives for Clean Energy, those who have give the organization solid marks.

"I am now going to read you the name of an organization, and after I read it, first, please tell me whether you've heard of the organization. Then, if so, please tell me whether you have a favorable or unfavorable impression of the organization. If you don't know too much about it, just say so and we'll move on to the next question. The organization is Conservatives for Clean Energy."

Overall



By Party



■ Heard Of ■ Favorable ■ Unfavorable

Three-quarters or more of soft GOPers, Inds, and Dems say it is worth investing in things like solar panels and energy efficiency.

"Which of the following statements do you most agree with?"^

Overall

71%

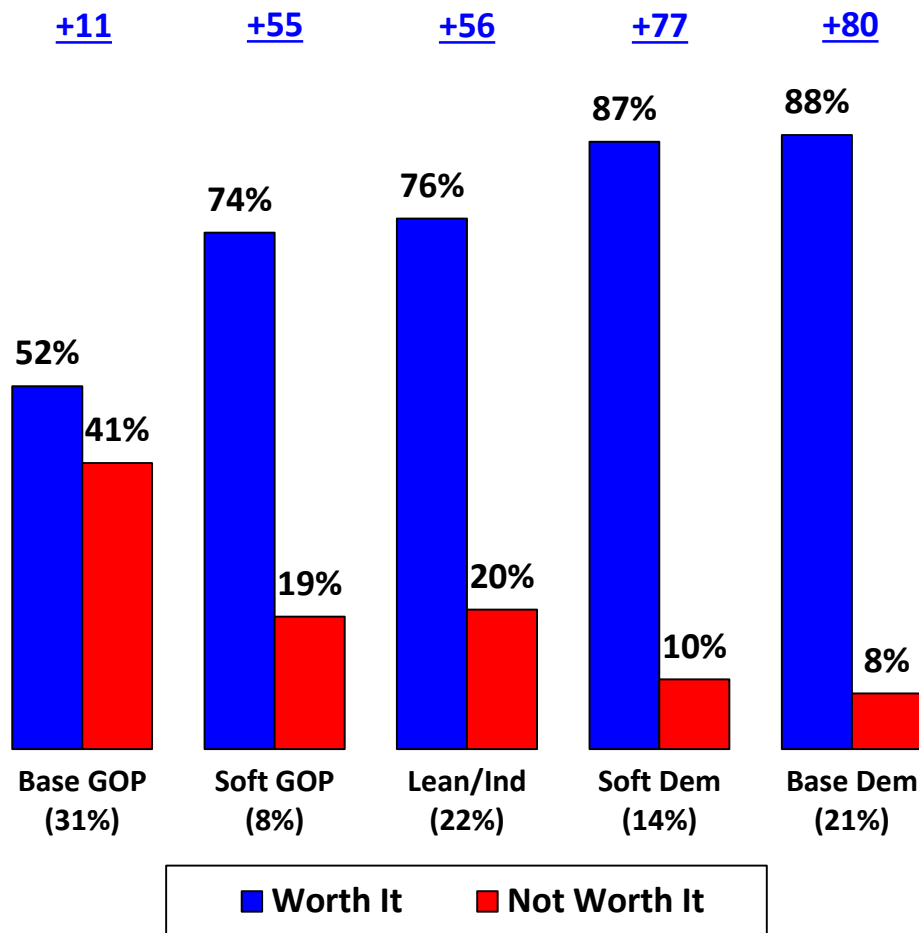
Investing in things like solar panels and making buildings more energy efficient is worth it because it saves a lot of money in the long run due to using less energy overall and drawing energy from renewable sources

...Or...

24%

Investing in things like solar panels and making buildings more energy efficient is not worth it because it costs a lot of money up front to pay for installing solar panels and retrofitting buildings.

By Party

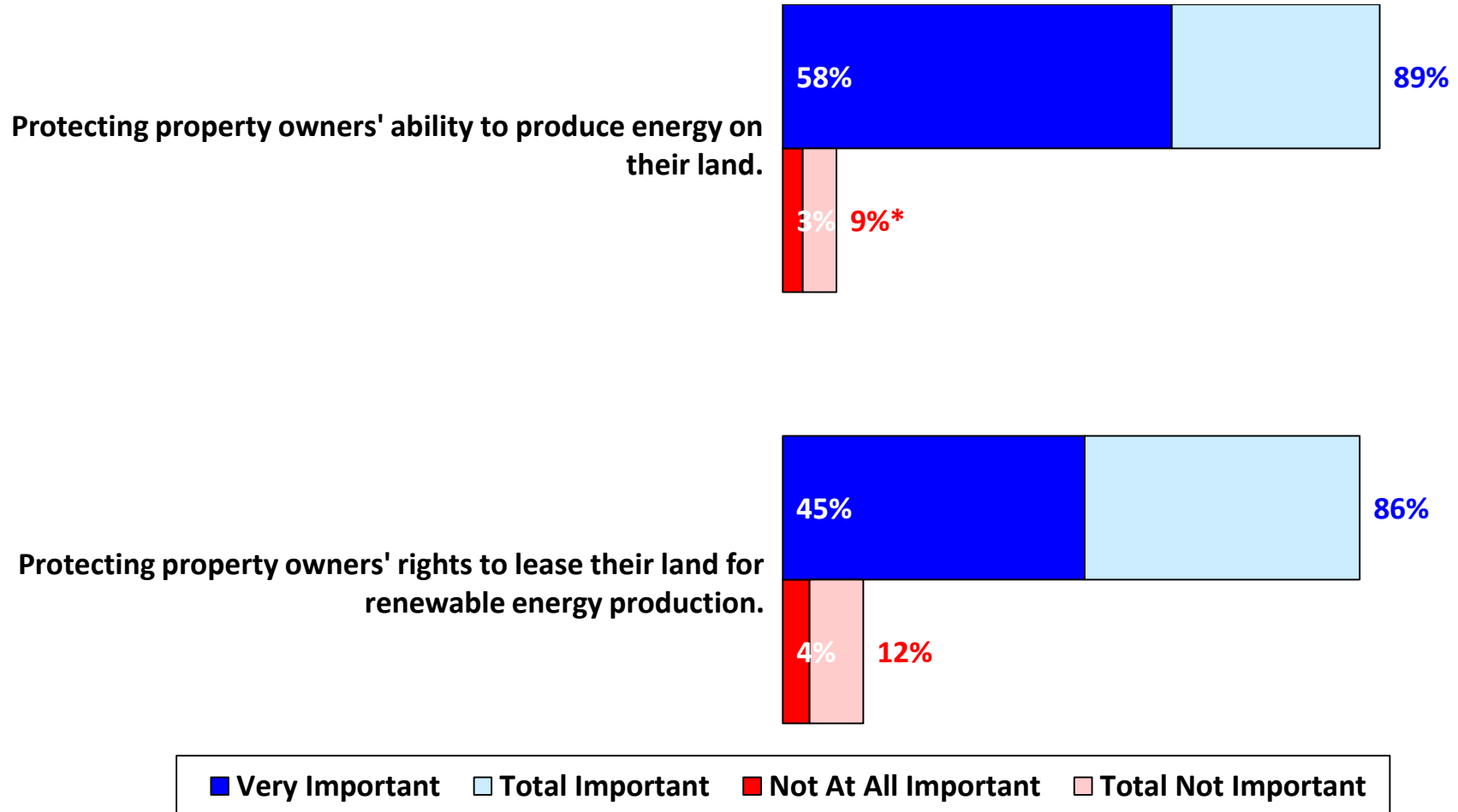


[^]Split Sample A, N=302

Floridians say it is important to protect property owners' ability to produce energy on their land, as well as their rights to lease their land for energy production.

"Now I am going to read you a list of policies that advocates have prioritized to help expand Florida's commitment to clean energy. After I read each one, please tell me whether you think that policy is... very important, somewhat important, not too important, or not important at all."

Ranked by % Very Important

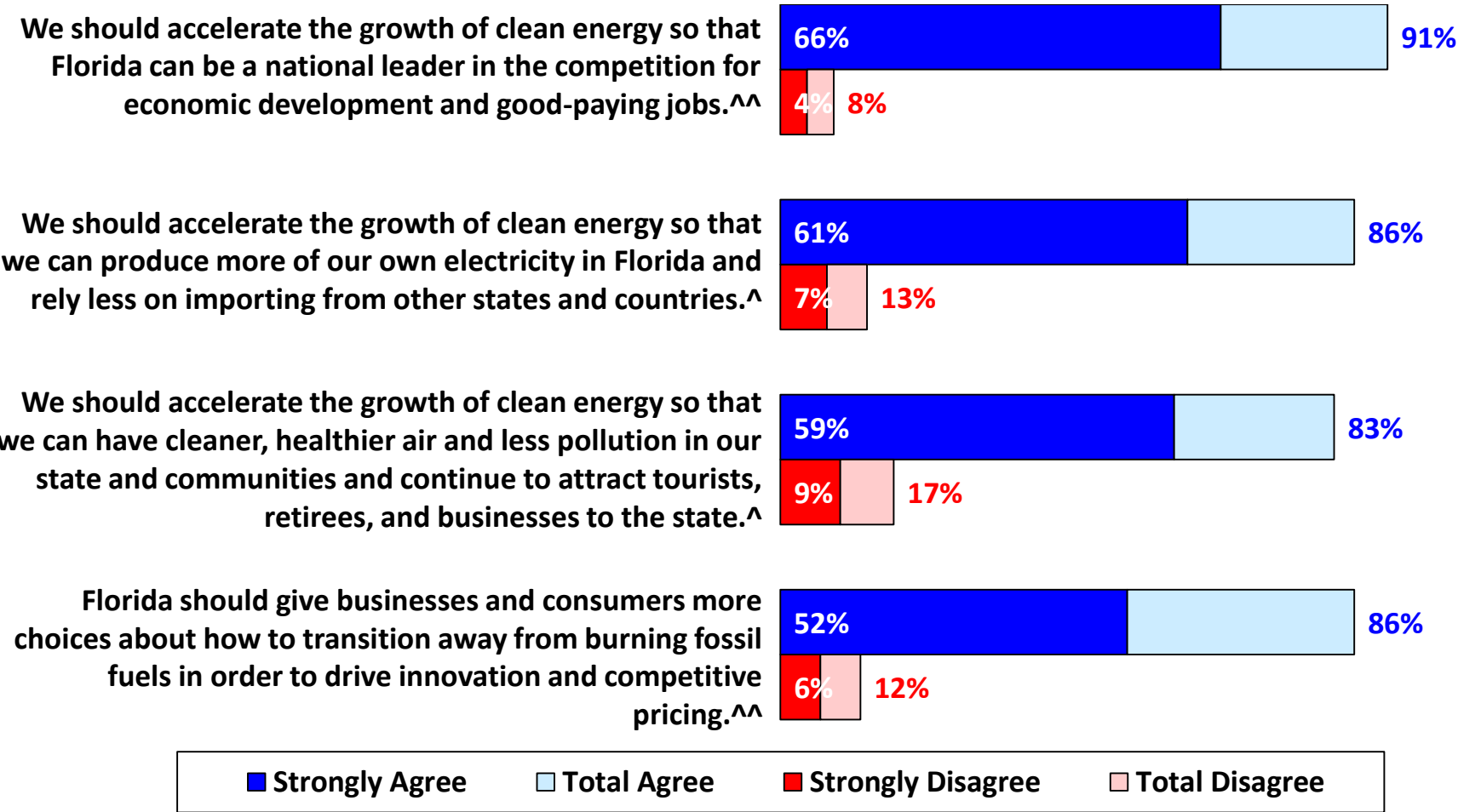


*Denotes Rounding

Two-thirds of voters strongly agree that we should accelerate the growth of clean energy so that Florida can be a leader in the competition for economic development and good jobs.

"I am now going to read you a few statements about why some people want to accelerate the growth of clean energy, by speeding up the development of sources of renewable energy like wind and solar power. After I read each statement, please tell me whether you agree or disagree with that statement."

Ranked by % Strongly Agree



^Split Sample A, N=302; ^^Split Sample B, N=298



The Bottom Line

The Bottom Line

Florida voters across partisan lines are strong supporters of clean energy and overwhelmingly agree that the state should pursue an all-of-the-above energy policy.

There is also clear support for placing more emphasis on producing more energy from wind and solar power, while scaling back from relying on coal for the state's energy supply.

From a political standpoint, supporting the development and use of renewable energy sources is a clear winner in the state, with 77% of voters saying they are more likely to back a candidate who supports the increased development of renewable energy. For Republican candidates, this issue is very effective with both base Republicans as well as with swing groups such as younger women and Independents.

On the issue of climate change, more than two-thirds of voters say they are concerned about climate change, including clear majorities of soft Republicans and Independents. A majority of Florida voters also agree that climate change has increased the strength and frequency of hurricanes in the state.

The Bottom Line

Voters in the state also strongly support:

- ✓ Minimizing red tape and regulations for renewable energy companies
- ✓ Net metering policies
- ✓ Protecting property owners' ability to produce energy on their land, and;
- ✓ Protecting property owners' rights to lease their land for renewable energy production.

For more information about this presentation or about
Public Opinion Strategies, please give us a call.

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Turning Questions Into Answers

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