**DATE**: Monday, January 6, 2025

**TO**: Conservatives for Clean Energy--Louisiana

**FROM**: Brock McCleary, Vice President

**RE**: Talking Points from Louisiana Poll of Republicans and Independents

***Polling: Clean Energy Talking Points***

***Methodology****: The following data is derived from a probabilistic survey conducted November 17 - 19, 2024, with 600 Louisiana voters who are registered as a Republican or Independent. It has a margin of error of ±3.92%. Voters were interviewed via live phones and SMS, and the survey was weighted to ensure a representative sample.*

***Voters Support Energy Independence & All-Of-The-Above Energy Strategy***

* There is near universal belief among Republicans and Independents that **American energy independence is of the highest importance**.
* A majority of Republican and Independent voters agree that **Louisiana should pursue an all-of-the-above energy strategy** (60%).
* The same number of voters ***strongly*** agree (31%) with an all-of-the-above energy approach as *all* voters who disagree (31%).
* A majority of voters across **all of the state’s media markets** support an all-of-the-above energy strategy for Louisiana with support highest in Baton Rouge (63%) and lowest in Lafayette/Lake Charles (54%).

***Oil and Gas Most Popular; Solar Keeps Pace***

* Voters favor **oil and gas** (78% favorable, 15% unfavorable) the highest of the energy sources tested. **Solar power** (68-21%) rates the second highest. **Wind power** rates lower but a near majority have a favorable opinion (49-34%) while **offshore wind** generates more uncertainty but still is viewed more favorable than unfavorably (39-26%).
* **More emphasis on solar power** is popular in the **New Orleans** market (54%), while nuclear and solar are equally popular in the **Baton Rouge** market (47%). Similarly, the **Lafayette/Lake Charles** markets want more solar (42%) as do nearly half in the **Shreveport/North** markets (49%).
* **Trump voters** strongly back **solar power** (63% favorable, 26% unfavorable).
* **Carbon capture** (28% favorable, 20% unfavorable) and **clean hydrogen** (48-9%) have the highest portions of those saying they have never heard of it at 31% and 22% respectively and one-in-five voters say they have **no opinion** on either of them.
* Support for the development of **carbon capture** and **clean hydrogen** increases when **voters learn more about it**.

***Messaging on Clean Energy***

* The following messages regarding **energy grid security**, energy independence in the face of **competition from Russia & China**,economic benefits,and **President Trump** were highly persuasive with Republican and Independent voters.
  + **Russia & China**: *Expanding renewable energy sources reduces reliance on foreign energy and strengthens our energy independence. With more U.S. based energy, we can better defend ourselves against global energy manipulation from countries like Russia and China.*
  + **Grid Security***: Renewable energy can make our power grid stronger, providing backup power sources in emergencies. A strong grid means fewer outages and better protection against cyber and physical threats.*
  + **Good Jobs***: Accelerating the growth of cleaner energy in Louisiana would position our state to be a national leader in the competition for economic development and good paying jobs.*
  + **Drive Innovation***: Louisiana companies investing more in cleaner energy sources would give businesses and consumers more choices than traditional oil and gas fuels in order to drive innovation and competitive pricing.*
  + **Trump CCS***: President Trump has been a leader in promoting carbon capture and storage technology to reduce harmful emissions. Trump recognizes that technology will drive the solutions to America’s energy needs while strengthening our economy and reducing pollution.*
* Support for an all-of-the-above energy strategy grows to 67% after messaging.

***Voters Want to Cut Red Tape for More Renewable Projects***

***and Greater Consumer Choice***

* Louisiana voters see the need for greater energy choice, which creates jobs and strengthens our economy in the long run. Two-thirds of voters clearly support **increasing consumer choice in energy** (81%) and would like to see bureaucratic red tape cut (69%).
* Nearly 7-in-10 of both **Republicans (69% agree) and Independents (68%) favor cutting bureaucratic red tape and** **regulations** that hinder the generation of electricity through renewable sources.