

CLIMATE INNOVATION PERCEPTIONS

Environmental Defense Fund

JANUARY 2022

KEY FINDINGS

- 1. A large majority of voters (72%) support the U.S. investing in climate innovation**, including majorities of Republican (54%) and Democratic voters (90%).
 - **Support for climate innovation investment spans voters across community types as well as regions**, although *strong support* for investment is higher among urban voters (55%) and among voters in the Northeast (46%) and West (45%) regions.
- 2. Voters believe it is important for the federal government to approach investment in climate innovation from a variety of angles:**
 - Around three quarters of voters believe it is important for the federal government to **invest in new climate technologies (74%)**, **facilitate private sector investment (73%)**, and **use policy to ramp up technologies available now (70%)** in order to reduce greenhouse gas emissions.
- 3. Two thirds of voters believe increased investment in climate innovation would have a mostly positive impact on reduced greenhouse gas emissions (65%) and the growth of the clean energy industry (67%).**
 - Two-in-five also believe increased investment in climate innovation would have a **mostly positive impact on the health of U.S. communities (61%) and individuals (60%)**.
- 4. Voters view government and the private sector alike as responsible for investing in climate innovation.**
 - Three quarters of voters believe the federal government (74%), state governments (73%), and the private sector (76%) are each responsible for investing in climate innovation.

Methodology: This poll was conducted between December 7-December 9, 2021 among a sample of 1995 Registered Voters. The interviews were conducted online and the data were weighted to approximate a target sample of Registered Voters based on gender, educational attainment, age, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

AGENDA

CLIMATE INNOVATION SUPPORT

IMPORTANCE + IMPACT OF INVESTMENT

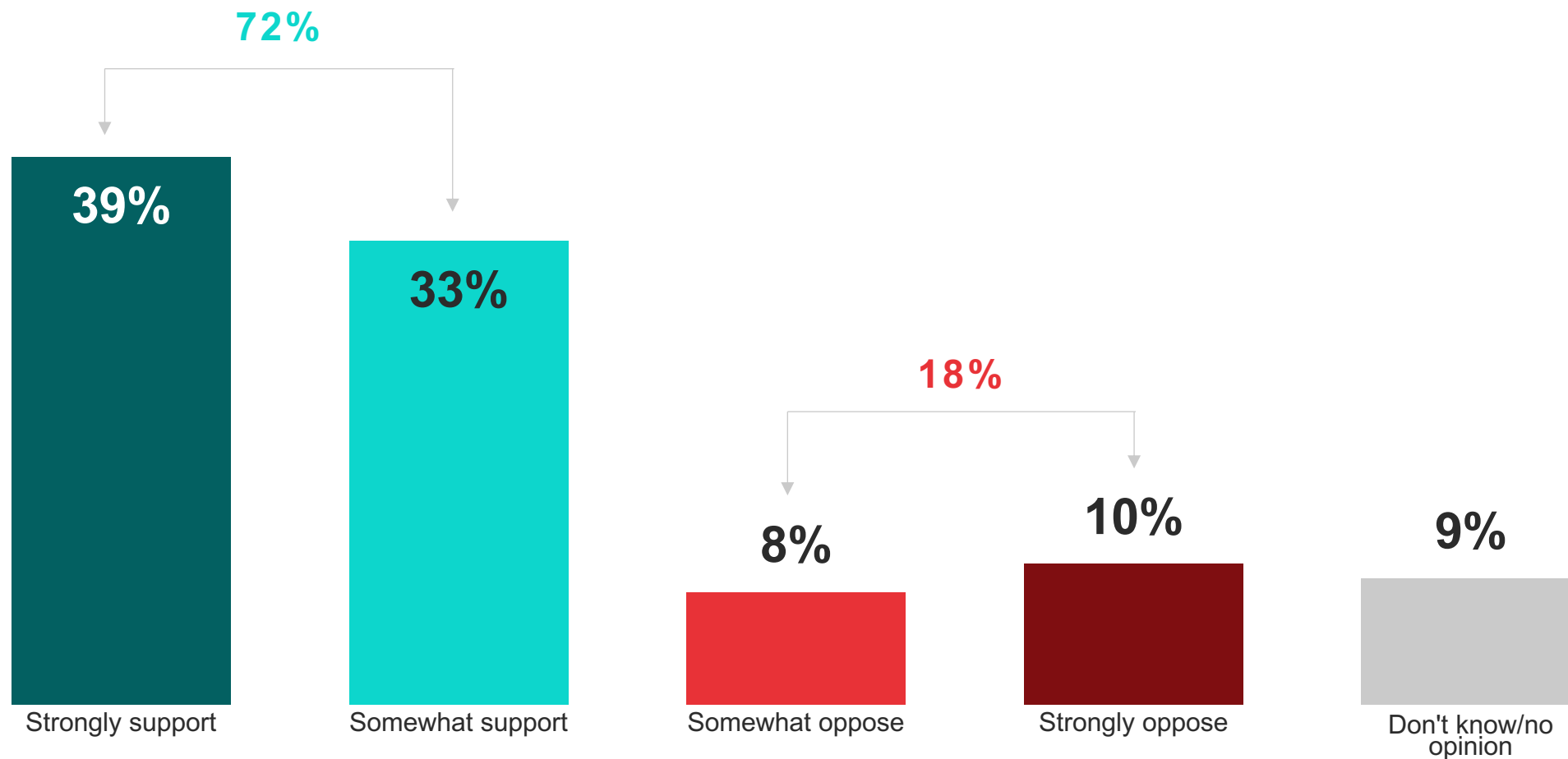
RESPONSIBILITY FOR INVESTMENT



CLIMATE INNOVATION SUPPORT

Nearly three quarters of voters (72%) support the U.S. investing in climate innovation.

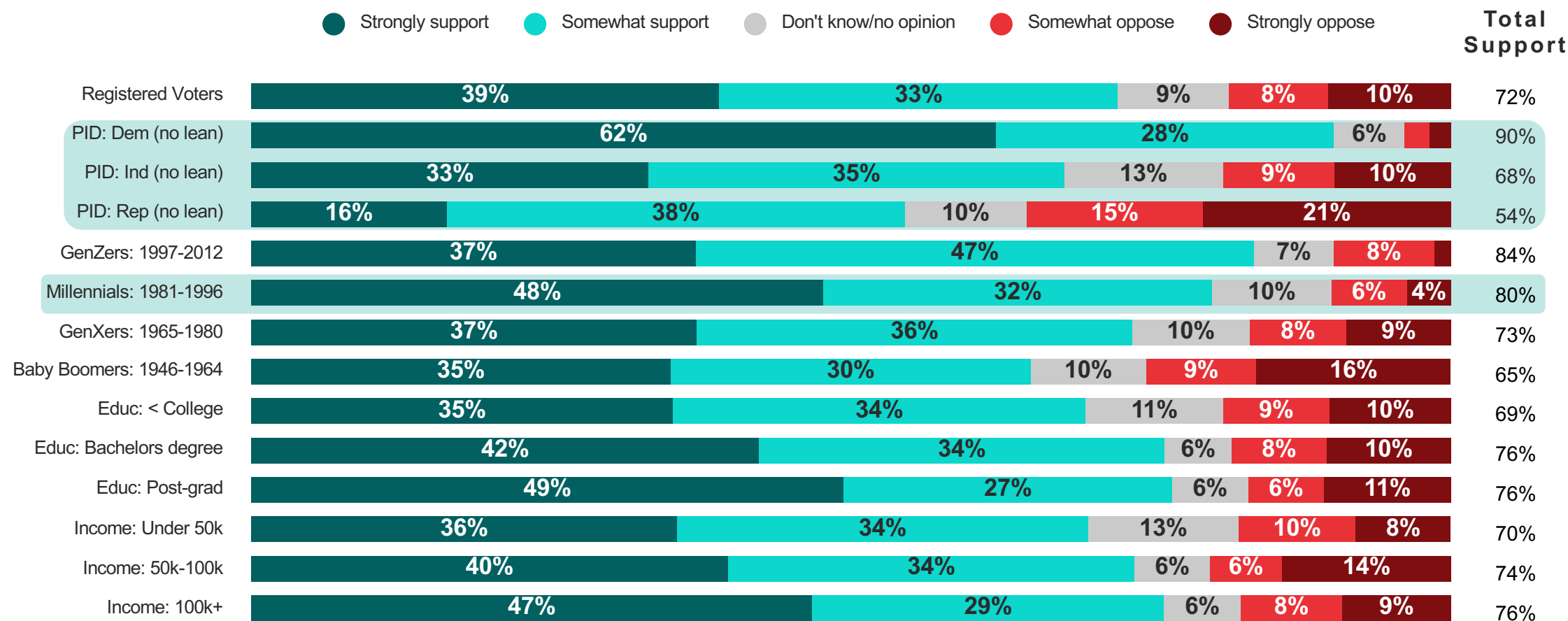
Do you support or oppose the U.S. investing in climate innovation?



CLIMATE INNOVATION SUPPORT

Bipartisan majorities of Republican (54%) and Democratic voters (90%) support the U.S. investing in climate innovation. Millennial voters are more likely than other voters of other generations to *strongly support* (48%) climate innovation investment.

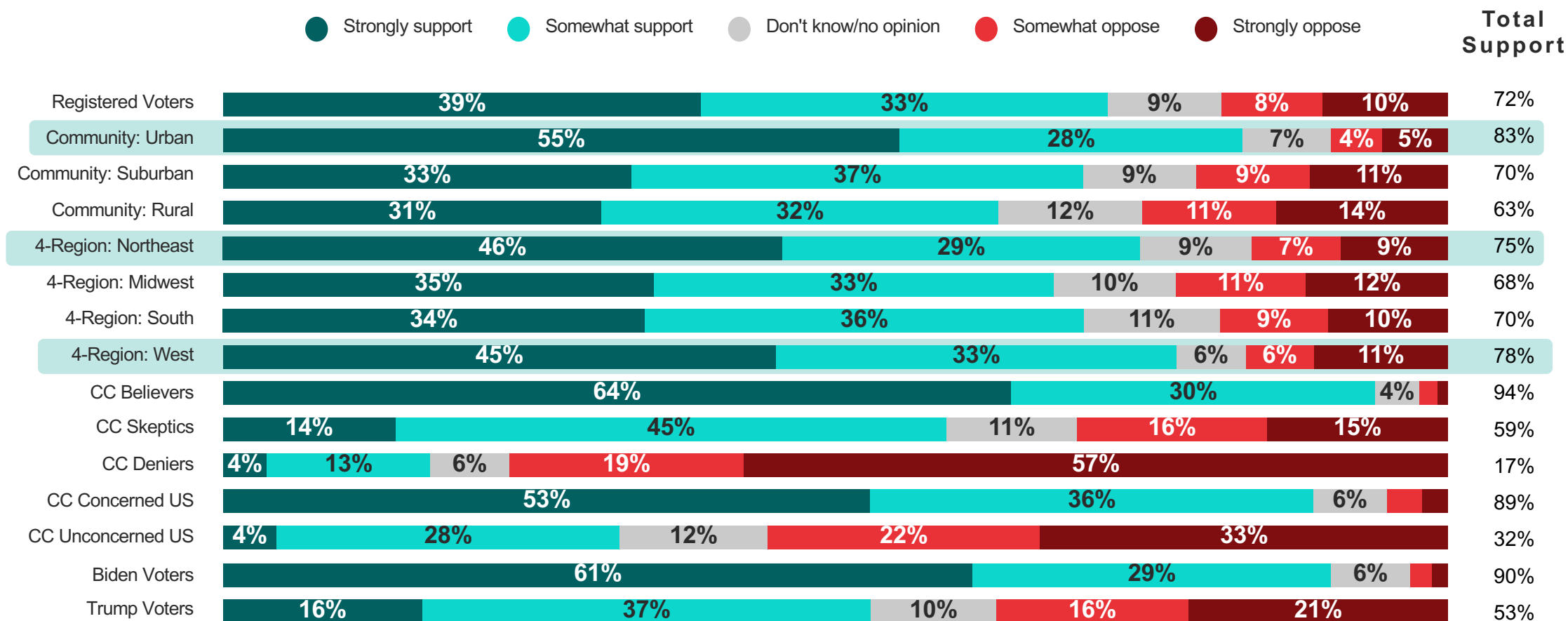
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CLIMATE INNOVATION SUPPORT

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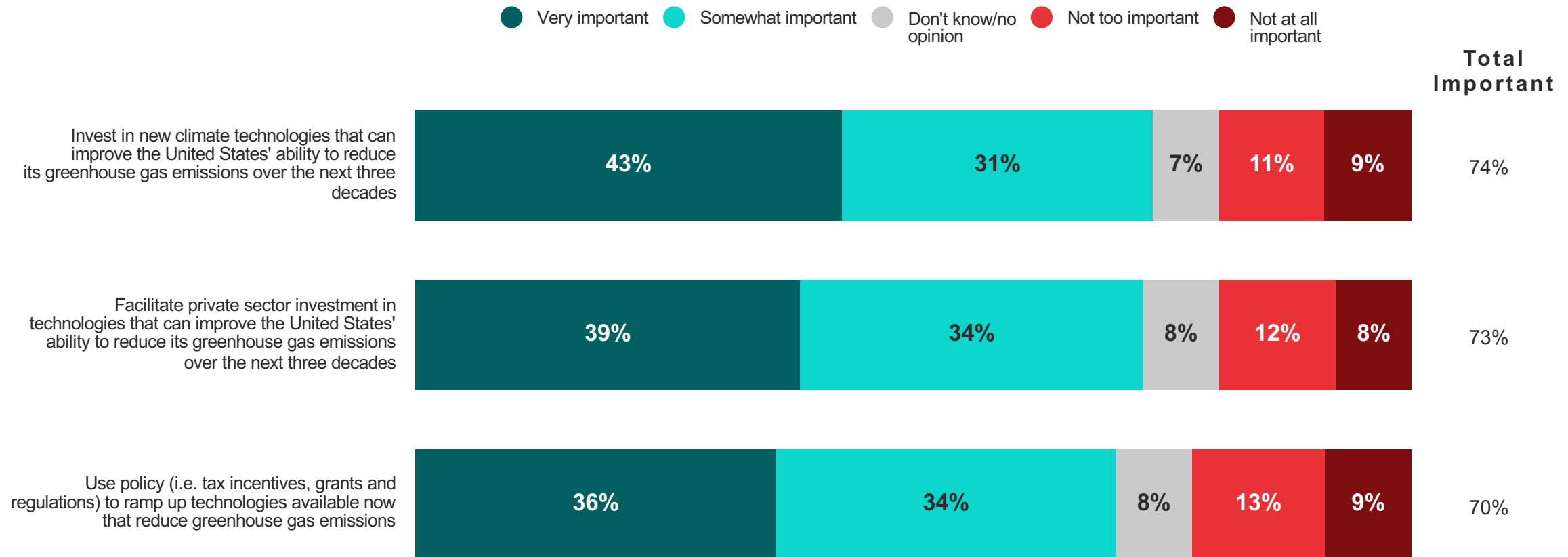
RESPONSIBILITY FOR INVESTMENT



IMPORTANCE + IMPACT OF INVESTMENT

Around three quarters of voters believe it is important for the federal government to invest in new climate technologies (74%), facilitate private sector investment (73%), and use policy to ramp up technologies available now (70%) in order to reduce greenhouse gas emissions.

How important is it, if at all, that the federal government do each of the following?



IMPORTANCE + IMPACT OF INVESTMENT

Majorities of voters across party lines as well as 2020 vote history believe it is important that the federal government engage in each of the tested actions around climate innovation.

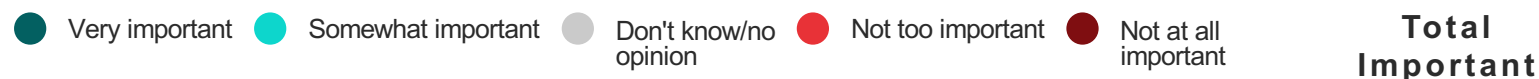
How important is it, if at all, that the federal government do each of the following?

Total Important	Registered Voters	PID: Dem	PID: Ind	PID: Rep	2020 Vote: Joe Biden	2020 Vote: Donald Trump
Invest in new climate technologies that can improve the United States' ability to reduce its greenhouse gas emissions over the next three decades	74%	90%	70%	59%	91%	57%
Facilitate private sector investment in technologies that can improve the United States' ability to reduce its greenhouse gas emissions over the next three decades	73%	88%	69%	59%	89%	57%
Use policy (i.e. tax incentives, grants and regulations) to ramp up technologies available now that reduce greenhouse gas emissions	70%	88%	65%	54%	89%	51%

IMPORTANCE + IMPACT OF INVESTMENT

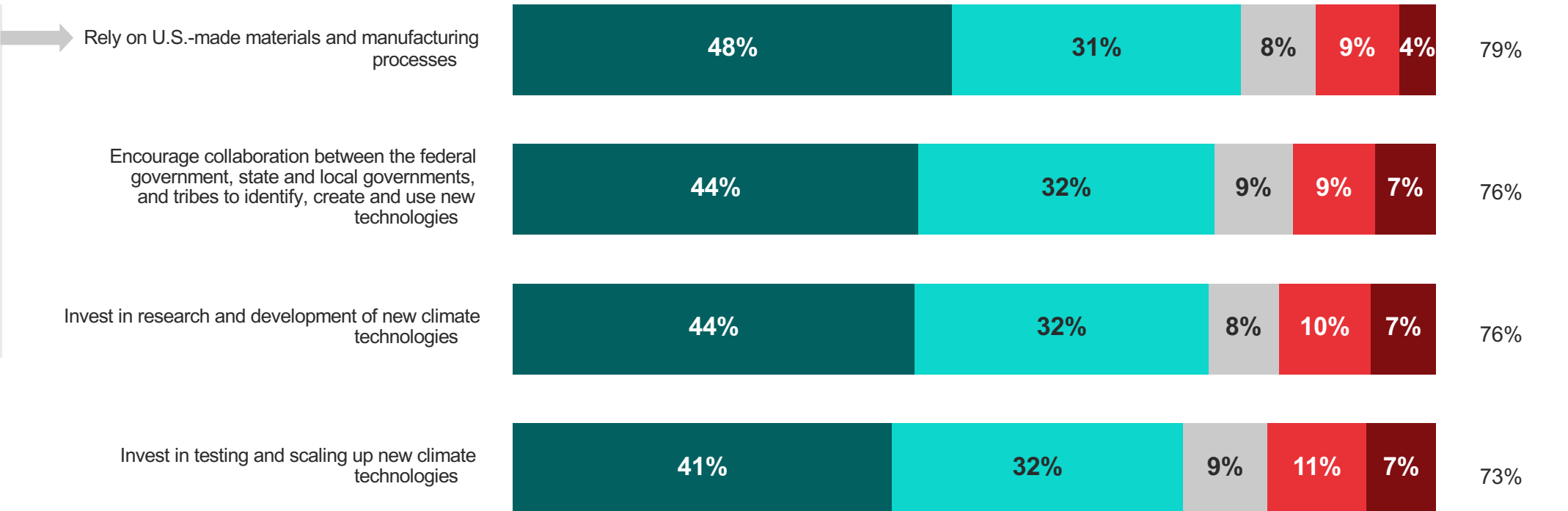
Around three quarters of voters view U.S.-made materials and manufacturing (79%), cross-government collaboration (76%), new technology R&D (76%), and testing and scaling up new technologies (73%) as important aspects of climate innovation investment.

When it comes to investing in climate innovation, how important is it, if at all, that the U.S. do each of the following?



Majorities of voters across **each region of the U.S.** believe in the importance of **relying on U.S.-made materials and manufacturing processes**:

- Northeast: 79%
- Midwest: 80%
- South: 77%
- West: 81%

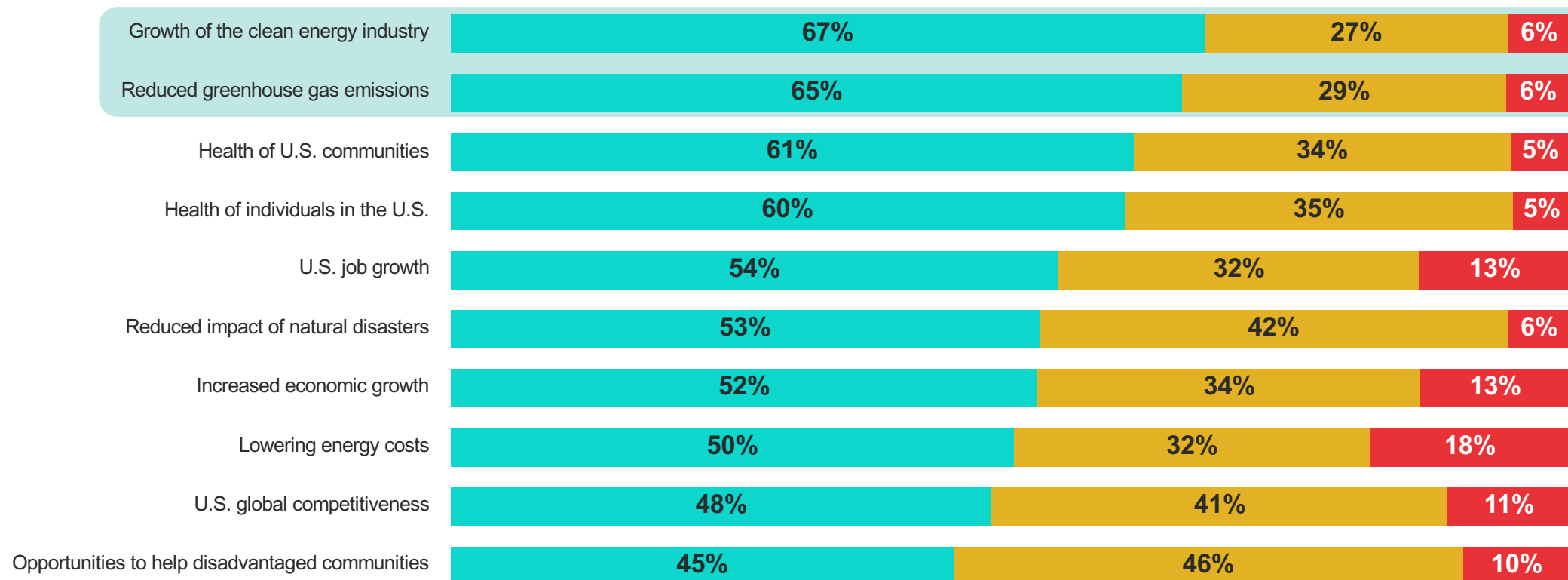


IMPORTANCE + IMPACT OF INVESTMENT

Two thirds of voters believe increased investment in climate innovation would have a mostly positive impact on reduced greenhouse gas emissions (65%) and the growth of the clean energy industry (67%).

If the U.S. were to invest more in climate innovation, would it have a mostly positive or mostly negative impact on each of the following, or would it not have an impact either way?

● Mostly positive ● No impact either way ● Mostly negative



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CLIMATE INNOVATION SUPPORT
IMPORTANCE + IMPACT OF INVESTMENT

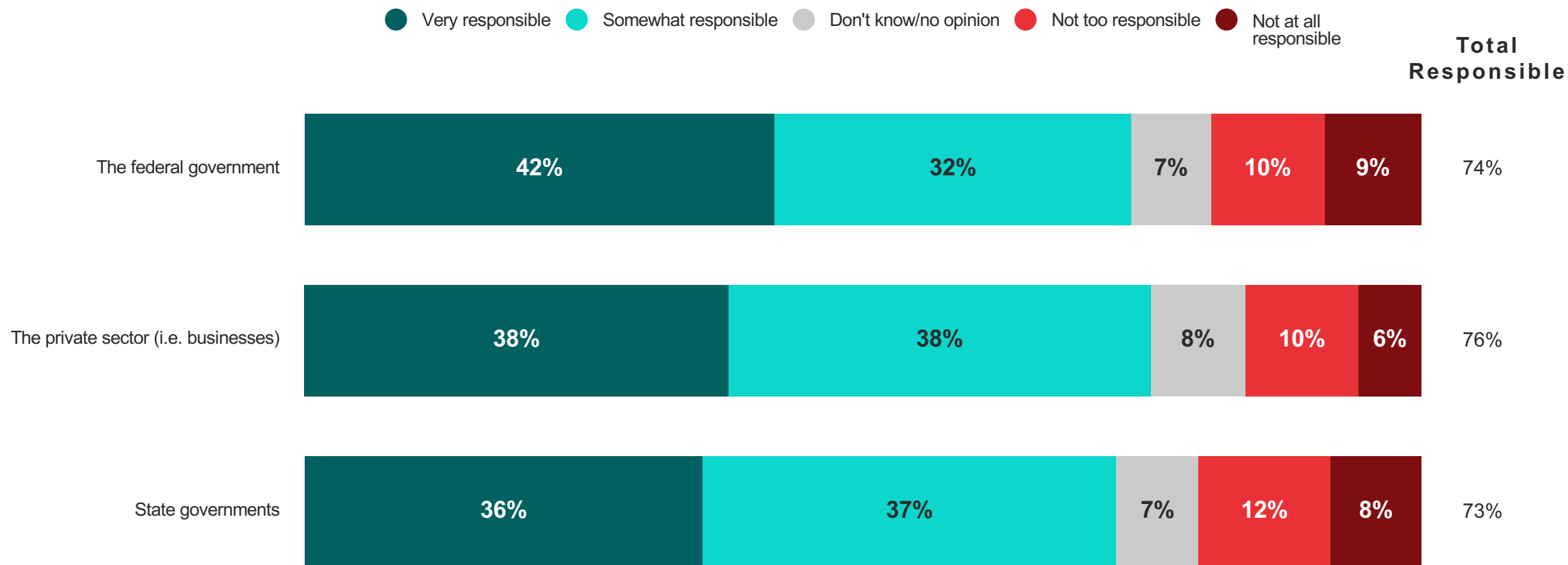
RESPONSIBILITY FOR INVESTMENT



RESPONSIBILITY FOR INVESTMENT

Majorities of voters also believe the federal government (74%), the private sector (76%), and state governments (73%) are each responsible for investing in climate innovation.

How responsible, if at all, are each of the following for investing in climate innovation?





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