

To: Interested Parties
 From: Joshua Ulibarri and Kelsey Bullis, Lake Research Partners
 Re: Support for a 100% Renewable Virginiaⁱ
 Date: December 13, 2018

In November 2018, Lake Research Partners designed and analyzed an online survey of 800 registered voters in Virginia regarding confronting climate change and joining the Regional Greenhouse Gas Initiative. This survey followed up two October 2018 message boards regarding the same topic, replicating some questions and adding others.

A common theme found throughout this work was the popular support for Virginia moving toward 100% renewable energy. In four different batteries and questions throughout the online survey, Virginians were asked about their state becoming 100% renewable. In all four, Virginians showed strong support for moving toward 100% renewable energy. Here are those key findings:

- Seventy threeⁱⁱ percent of registered voters believe Virginia should build a new economy aiming for 100% renewable energy and the jobs that will come with it. As the graph below shows, major target groups demonstrate even higher overall support. In comparison to the total (73%), 85% of African Americans, 76% of Northern Virginians, and 80% of voters in Hampton Roads expressed strong support for moving toward 100% renewable. In this survey, voters in Northern Virginia held more progressive and base attitudes toward dealing with climate change, while voters in the Hampton Roads region demonstrated support but with some swing-voter attitudes. Here, this issue unites Virginians across regions. In the table below, these numbers are broken out further by demographic:

Demographic Group	% Who Want to Build a 100% Renewable Energy Economy with Clean Energy Jobs
African Americans	85
Anglos	71
Voters under 65	75
Voters over 65	68
College Graduates	75
Non-College Graduates	71
Northern Virginia	76
Hampton Roads	80
Democrat ID	90
Independent/DK ID	71
Republican ID	55

- One of the key reasons why Virginians support RGGI is because their plan reduces the amount of pollution credits, helping the state progress toward 100% renewables. In discussing the consequences of this possible planⁱⁱⁱ, 71% of Virginians said that it would be a good thing if each year, the pollution credits would be diminished so that Virginia moves toward 100% renewable energy. Again, key target demographic groups support this key element within RGGI: 83% of African Americans, 72% in Northern Virginia, and 77% in Hampton Roads.

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- Notably, Virginians do not just think this would be a good thing, they also believe this is likely to happen^{iv}. Two-thirds (65%) of Virginians think it is likely that Virginia will move toward 100% renewable energy and the jobs that will come with it; only 17% believe it is unlikely. This is important because advocates communicating on 100% renewable energy are not only communicating on a widely shared goal in Virginia, they will also reinforce what Virginians think is likely to happen.
- The third place^v it was tested in the online survey was in the positive message battery. We asked voters whether or not moving towards 100% renewable energy was a convincing argument for supporting a plan like RGGI. Sixty-four percent said it was convincing (30% not convincing).

In summary, Virginians want to move Virginia toward 100% renewable energy. They believe it is a smart strategic goal for their state and they think it is likely to happen. Including 100% renewable energy in messaging unites voters and keeps them focused on a future they both want for Virginia and believe is likely to happen.

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ⁱ Lake Research Partners designed and administered this survey to 500 registered voters in Virginia. It was conducted online from October 20 – 26, 2018, with three individual 100 oversamples of African Americans, voters in the Northern Virginia region, and voters in the Hampton Roads region. The size of the sampling error depends upon both the total number of respondents in the survey and the percentage distribution of responses to a particular question.

ⁱⁱ Now you are going to read a series of statements. Indicate whether you agree or disagree with each one using a scale from 0 to 10. ZERO means you strongly disagree and TEN means you strongly agree. You can use any number in between.

ⁱⁱⁱ Now you are going to read a series of consequences that may occur if this plan becomes law. Use a scale from ZERO TO TEN to indicate whether you think that consequence is either bad or good. TEN means you think that consequence would be VERY GOOD, and ZERO means you think that consequence would be VERY BAD. Five means you are neutral, and you can use any number in between.

^{iv} Now I would like to read you a series of consequences that may occur if this plan becomes law. For each one, I want you to tell me whether you think that consequence is either LIKELY to happen or UNLIKELY to happen using a scale from ZERO to TEN. TEN means you think that consequence would be VERY LIKELY to happen, and ZERO means you think that consequence would be VERY UNLIKELY to happen. Five means you are neutral, and you can use any number in between.

^v Virginia should lead the nation in clean energy and clean energy jobs and, eventually, have a goal of having 100% clean energy generating our communities and homes. With this plan, each year, the pollution credits would be diminished so that we would move towards 100% renewable energy. This will force creativity in the private sector, create jobs for hard-working Virginians, and have clean renewable energy so that we never have to worry about the price of fossil fuels, like coal and gas, again. Is that a VERY convincing, SOMEWHAT convincing, NOT TOO convincing, or NOT AT ALL convincing reason to support Virginia joining the plan?