

Business Leader Support for Clean Energy and Energy Efficiency in Michigan

Key Findings from a
June/July 2015 Survey

220-4088F

DAVE METZ & LORI WEIGEL

Fairbank, Maslin, Maullin, Metz & Associates – FM3

PUBLIC OPINION RESEARCH & STRATEGY



PUBLIC OPINION
STRATEGIES

Methodology

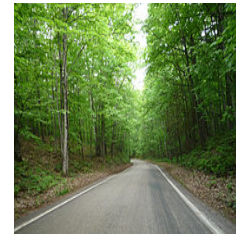
- FM3 And Public Opinion Strategies completed 403 telephone interviews with Michigan business owners and managers
 - Interviews conducted June 22-July 20, 2015
 - Interviews conducted on landlines and cell phones
- Those working in education, labor, mining, market research, non-profits, religious organizations and utilities were screened out
- Margin of sampling error of +/- 4.9% at the 95% confidence interval
 - Margins of error for subgroups are larger
- Due to rounding, not all percentages sum to 100%
- Selected comparisons to a March 2015 survey of Michigan voters

Key Findings

- Michigan business leaders are as supportive of clean energy policies as Michigan voters are – and in some cases, more so.
- While they are less likely to believe environmental laws should be made tougher, a majority of business leaders still want tougher laws or better enforcement.
- More than four in five business leaders (81%) back the state's renewable energy standard.
- Two-thirds (68%) support the Clean Power Plan, and nearly 90% support developing a state plan to meet its requirements.



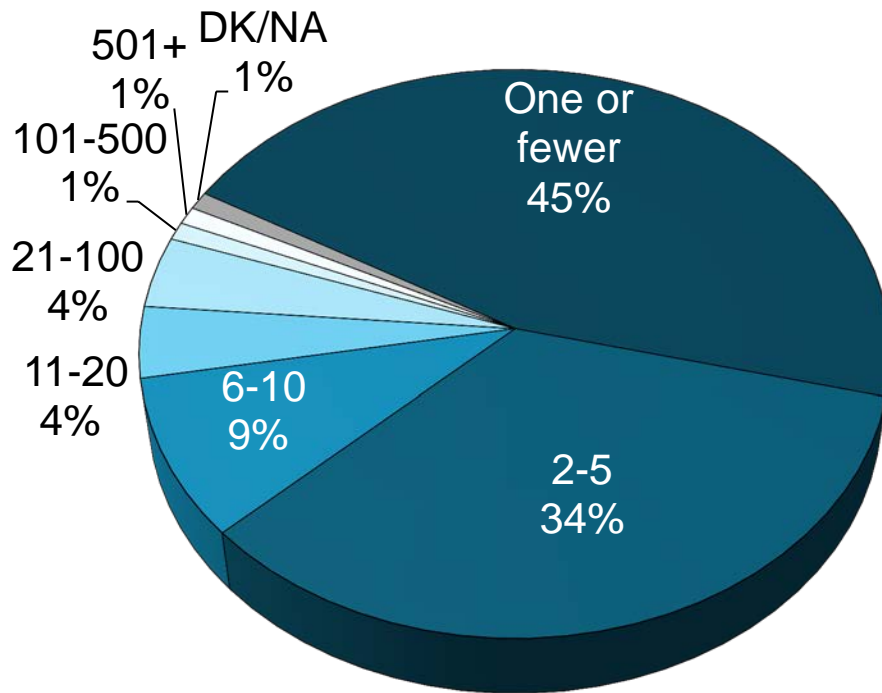
ENVIRONMENTAL
ENTREPRENEURS®



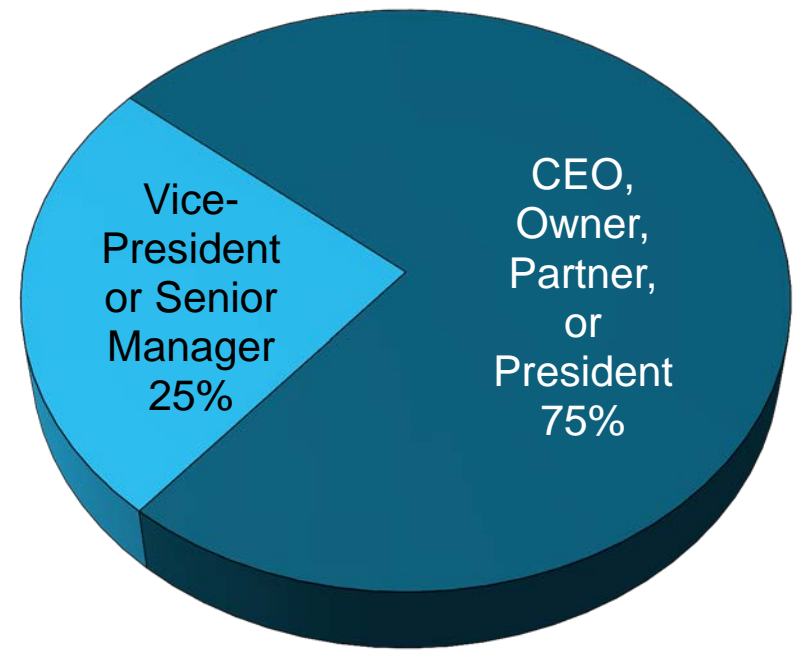
Profile of Business Leaders Surveyed

Nearly 80 percent of respondents have businesses with five or fewer full-time employees; one-quarter are in the top position at their firm.

How many full-time personnel are currently employed by your business?

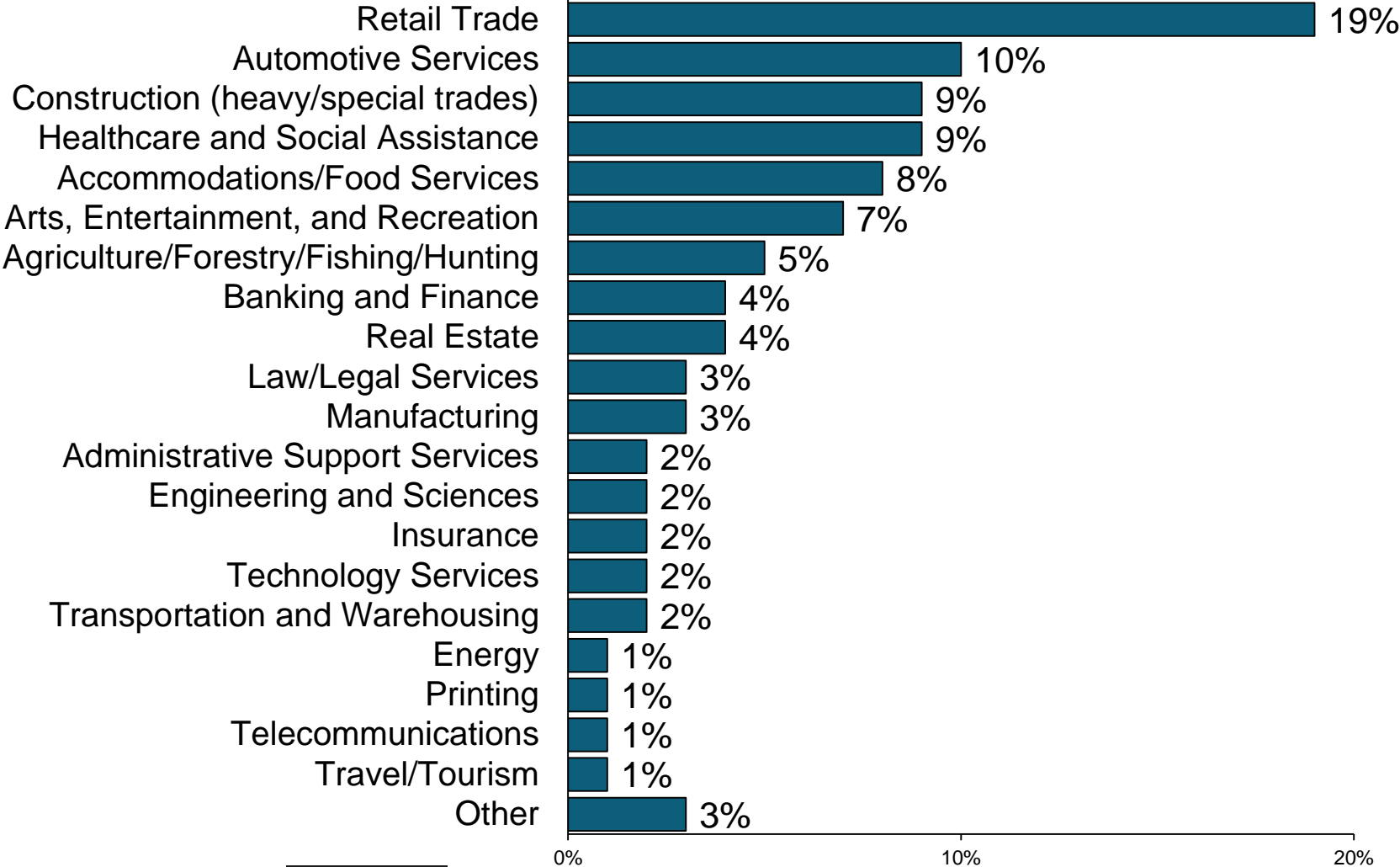


Which of the following best describes your role at your company?



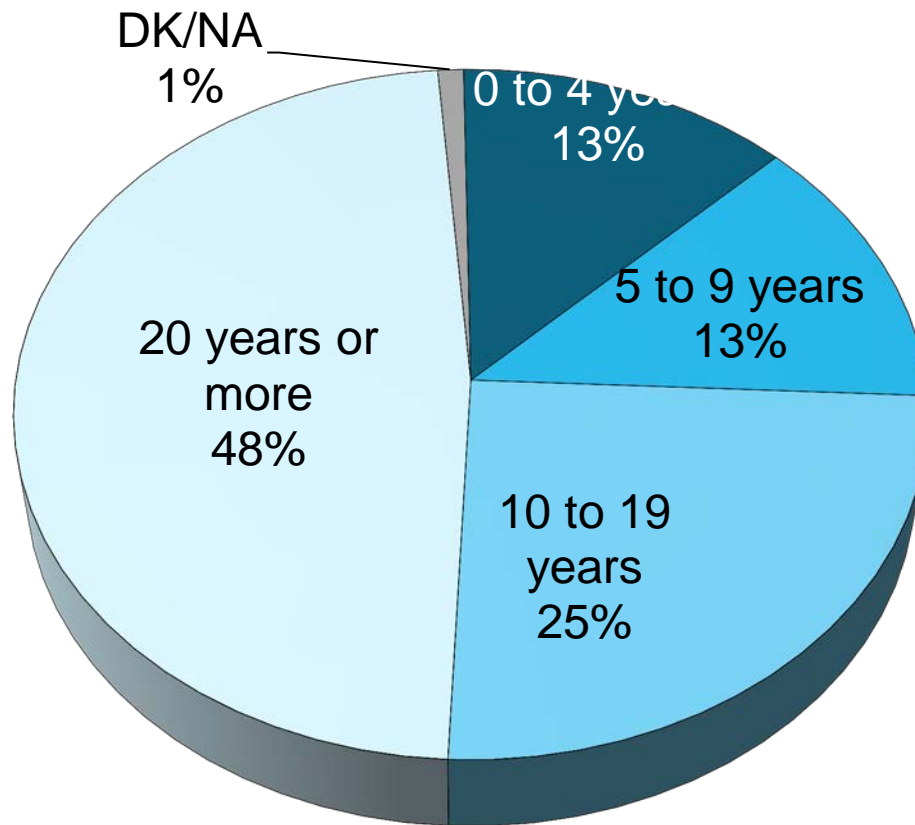
Respondents represent a wide variety of industries, with significant shares in auto and retail.

In what industry or sector does your organization primarily operate?



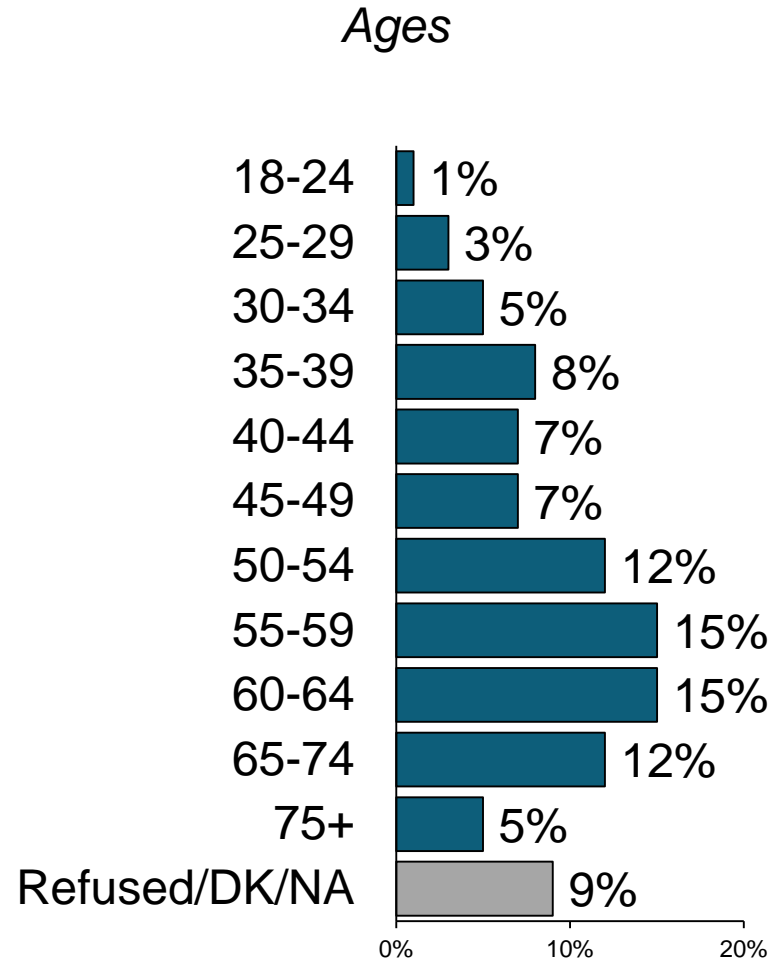
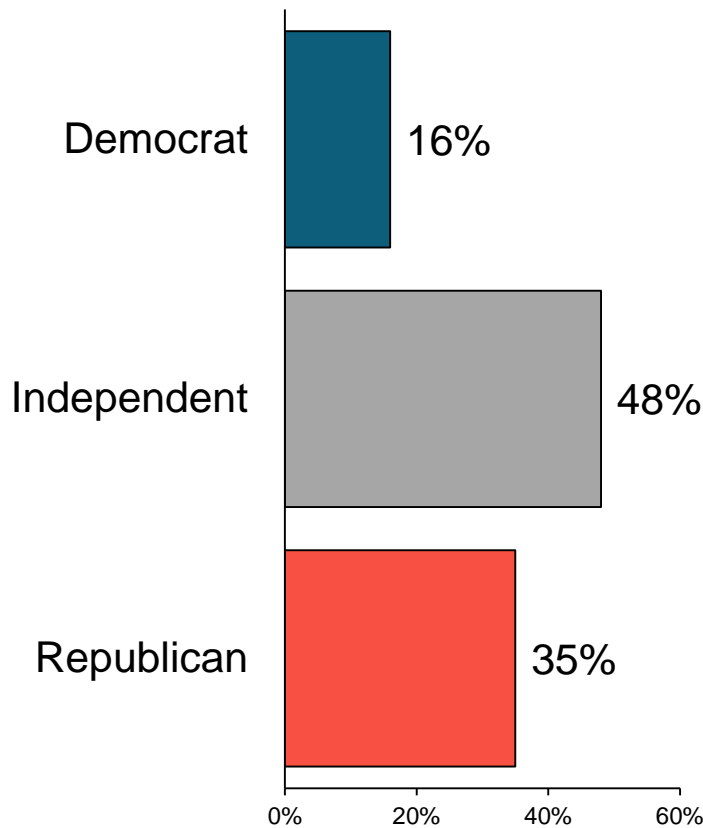
Nearly half have been in business for 20 years or more.

How long has your company been in business?



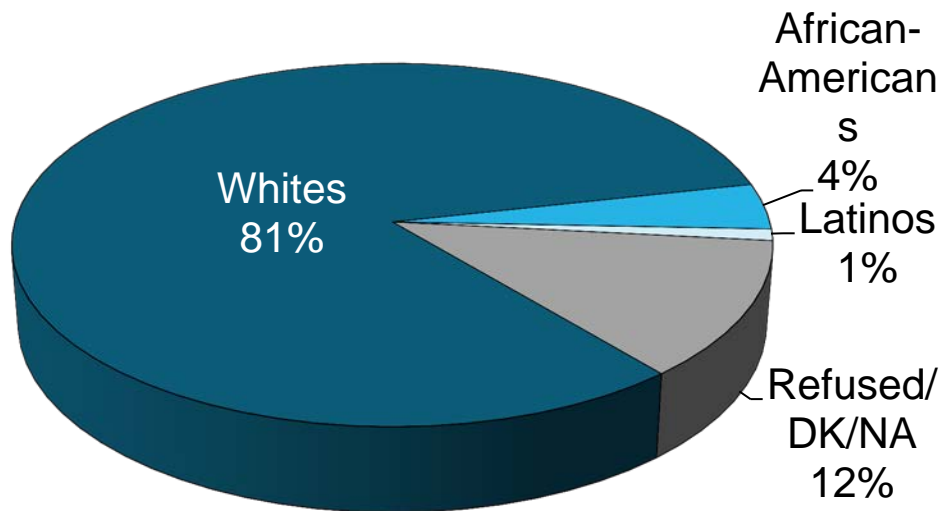
The sample skews right and older; more than one-third consider themselves independent.

Generally speaking, do you think of yourself as a Democrat, a Republican, or something else?

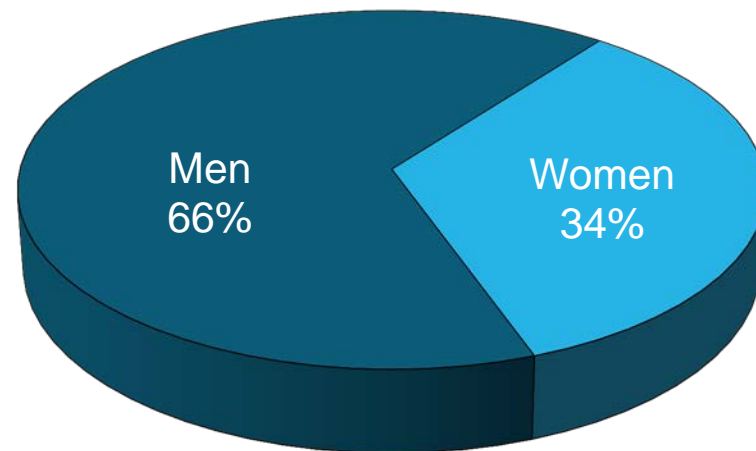


They also tend to be whiter and more male than voters at large.

Ethnicity

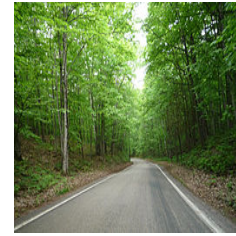
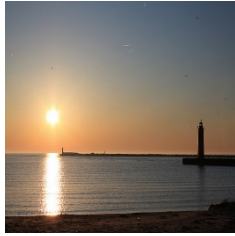


Gender





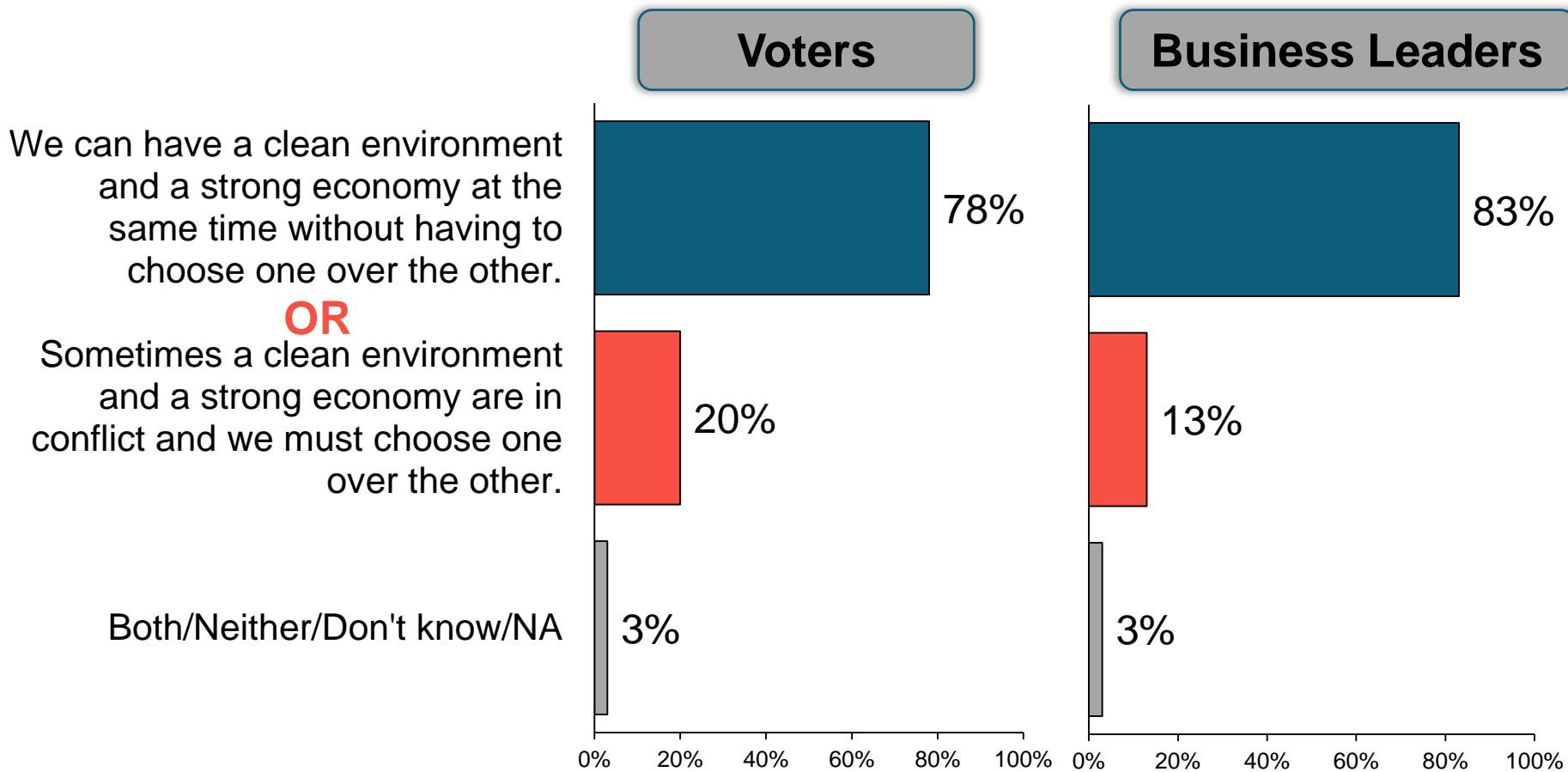
ENVIRONMENTAL
ENTREPRENEURS®



Issue Context

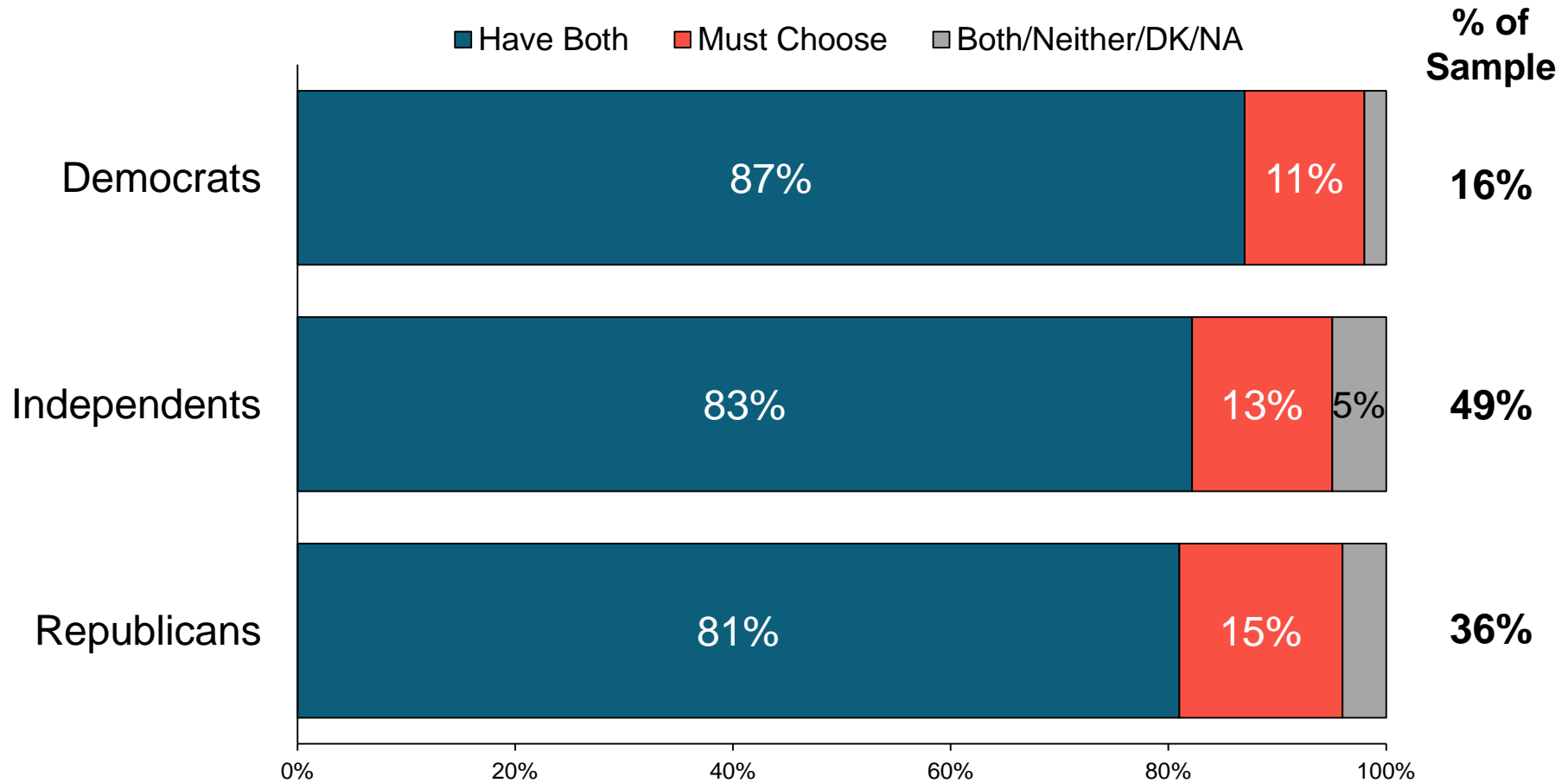
Michigan business leaders are even less likely to see conflict between environment and the economy than are voters at large.

I am going to read you a pair of statements. Please tell me which statement comes closest to your own view, even if neither of the statements matches your views exactly.

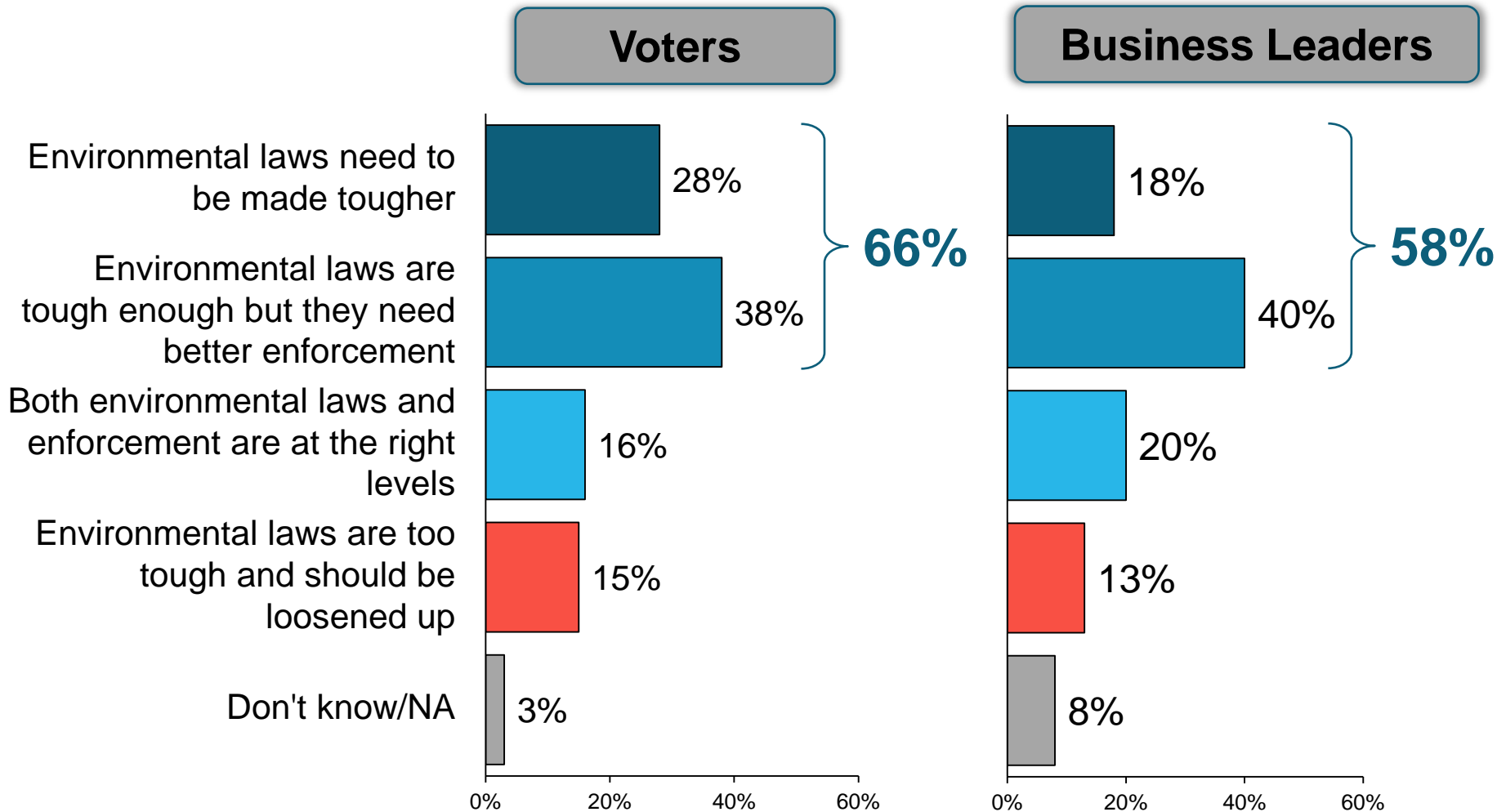


Divisions by party are modest – more than four in five Republicans say we can have both.

Environment vs. Economy by Party

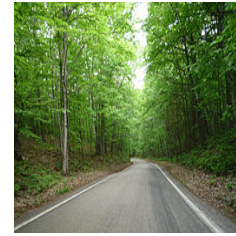
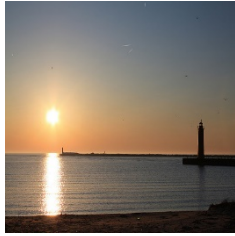


More than half want tougher environmental laws or better enforcement.



Republicans are less likely to want more enforcement or stronger laws.

Statements	All Voters	Democrats	Independents	Republicans
	<i>100% of Sample</i>	<i>16% of Sample</i>	<i>49% of Sample</i>	<i>36% of Sample</i>
Environmental laws need to be made tougher	18%	41%	19%	7%
Environmental laws are tough enough but they need better enforcement	40%	48%	40%	36%
Both environmental laws and enforcement are at the right levels	20%	5%	18%	31%
Environmental laws are too tough and should be loosened up	13%	5%	12%	19%
Don't know/NA	8%	2%	11%	7%

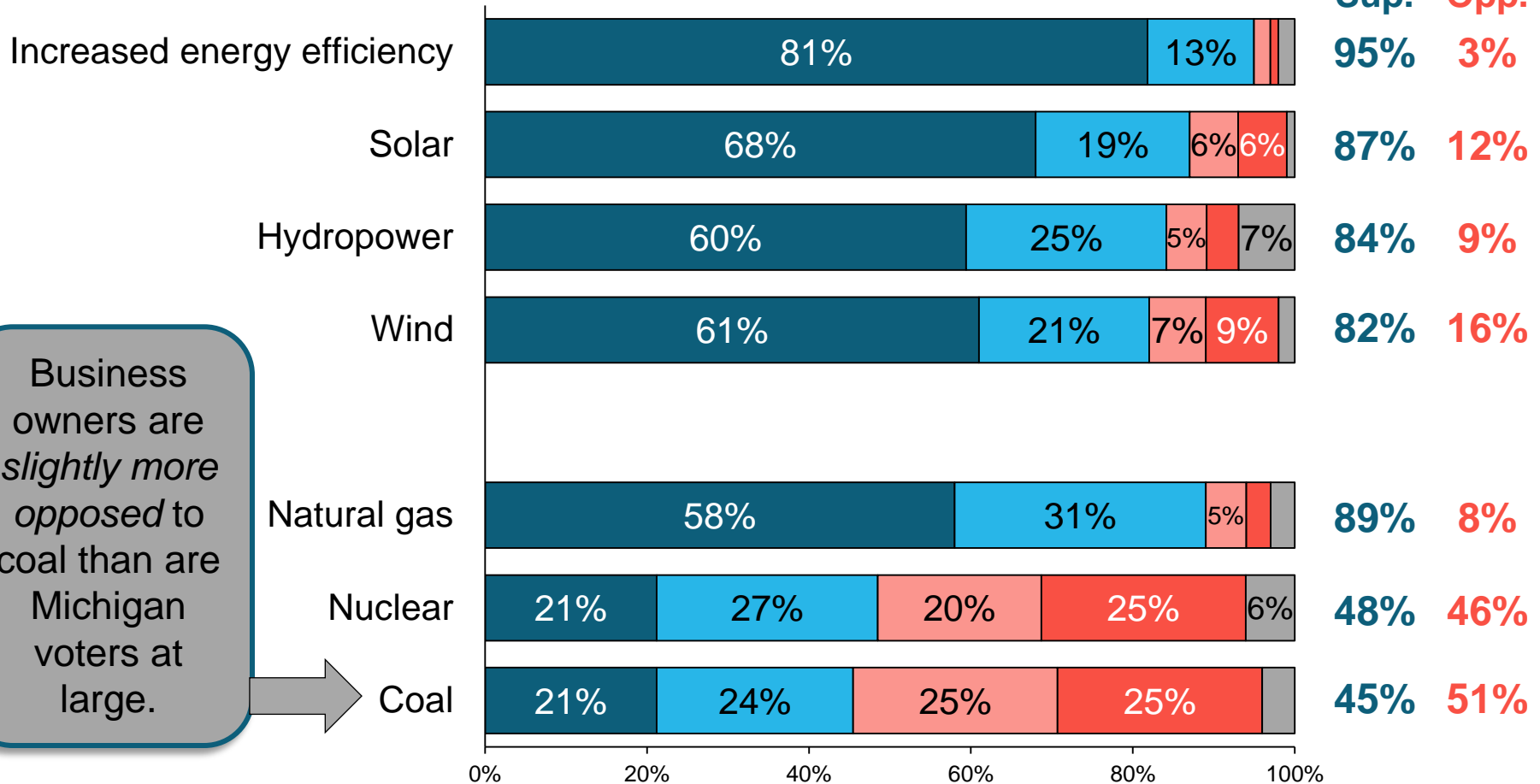


Views on Clean Energy

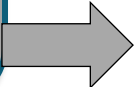
Michigan business leaders strongly support use of a variety of energy sources; they are split on coal and nuclear.

■ Strng. Sup. ■ Smwt. Sup. ■ Smwt. Opp. ■ Strng. Opp. ■ DK/NA

Total Sup. **Total Opp.**



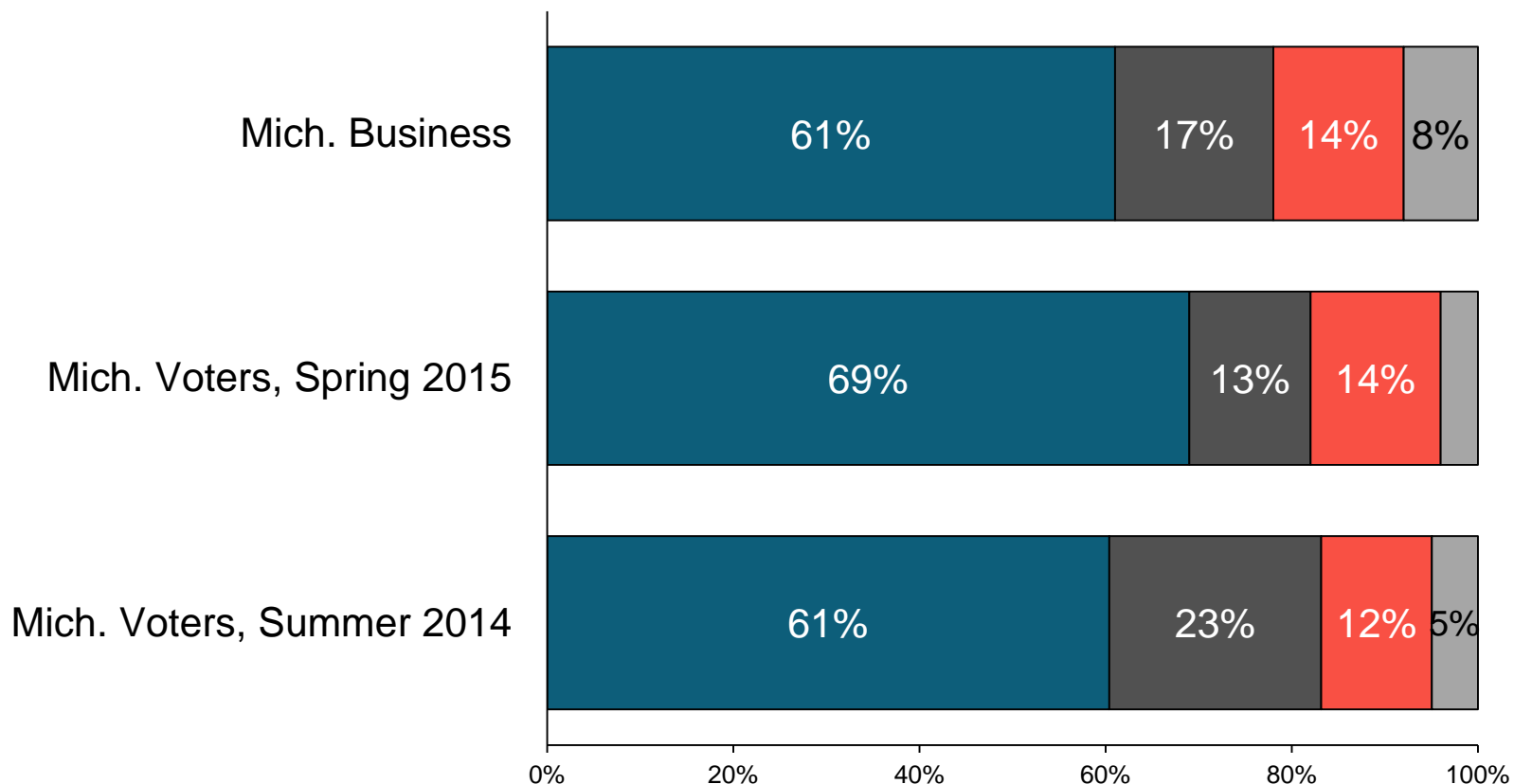
Business owners are *slightly more opposed* to coal than are Michigan voters at large.



Business leaders believe more use of clean energy will *create* jobs...

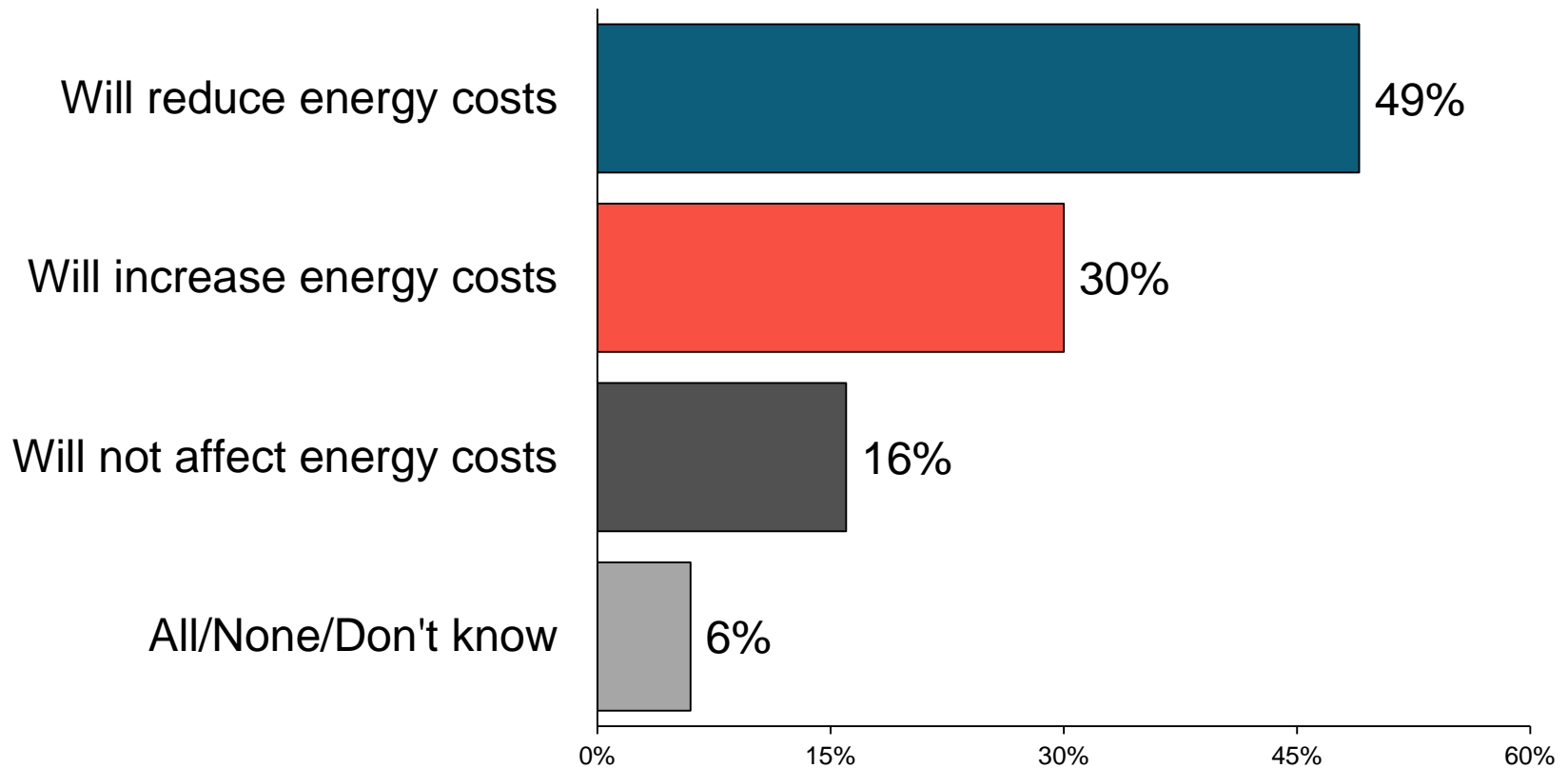
In general, do you think that increasing the use of clean, renewable energy sources like wind and solar power in Michigan ...

■ Will Create New Jobs ■ Will Not Affect Jobs ■ Will Cost Jobs ■ All/None/DK/NA



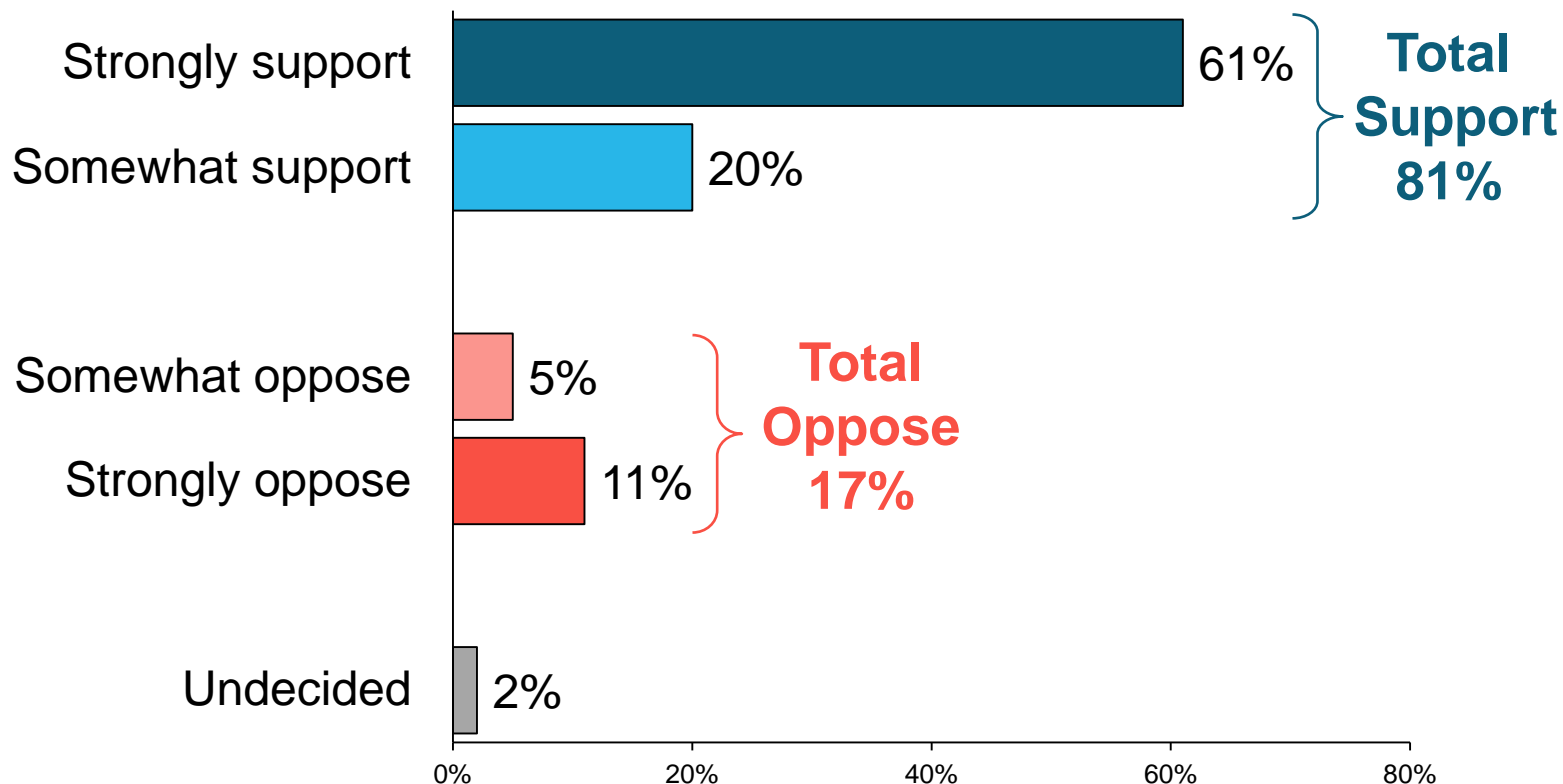
...and will lead to lower energy costs.

Over the long term, do you think that increasing the use of clean, renewable energy sources like wind and solar power in Michigan ...



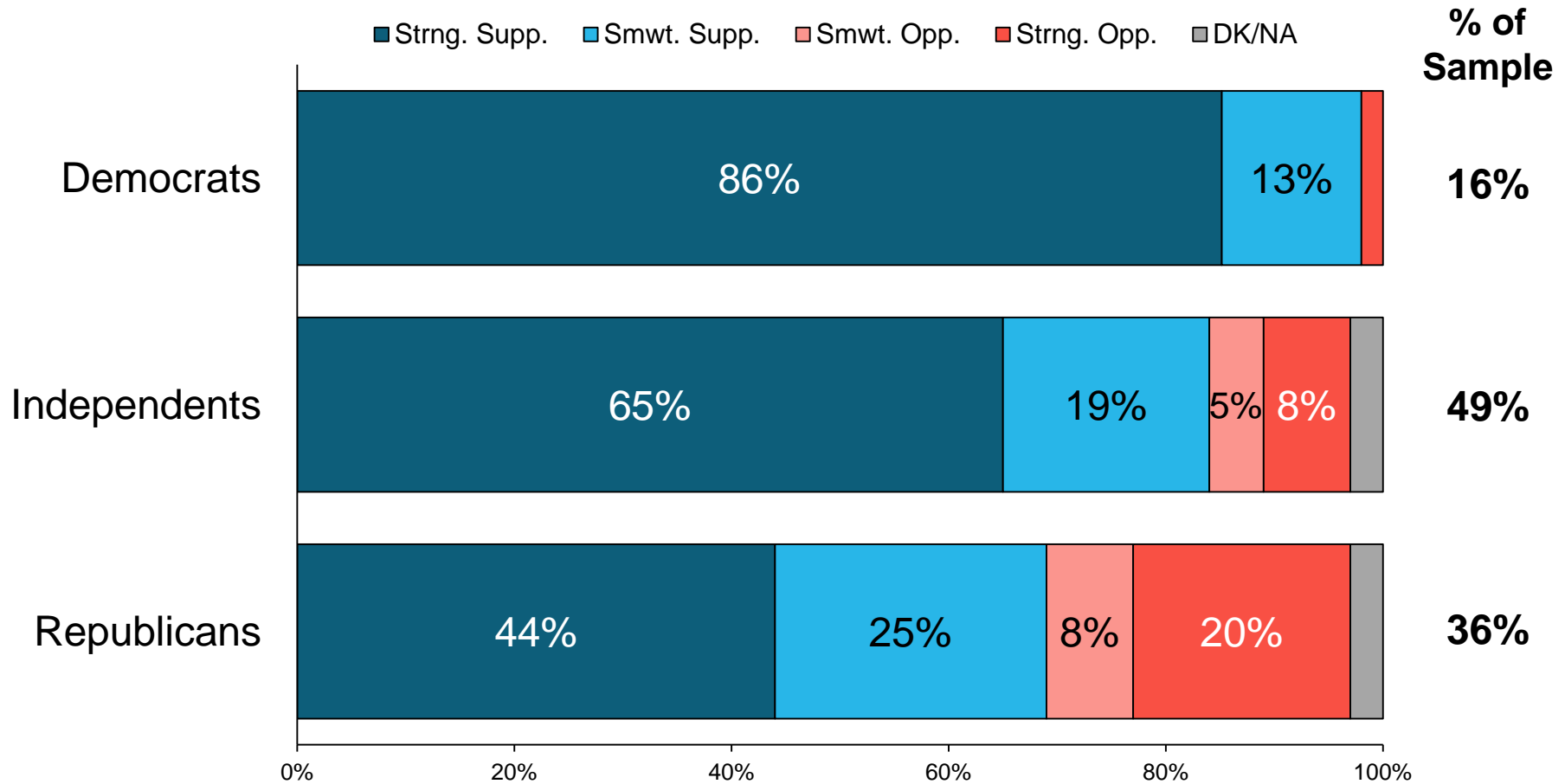
Support for Michigan's renewable energy standard is broad and strong.

The Michigan Legislature instituted state standards to ensure that power companies deliver a certain amount of our energy from clean and renewable sources such as wind and solar power. Do you support or oppose Michigan continuing to maintain such a renewable energy standard?



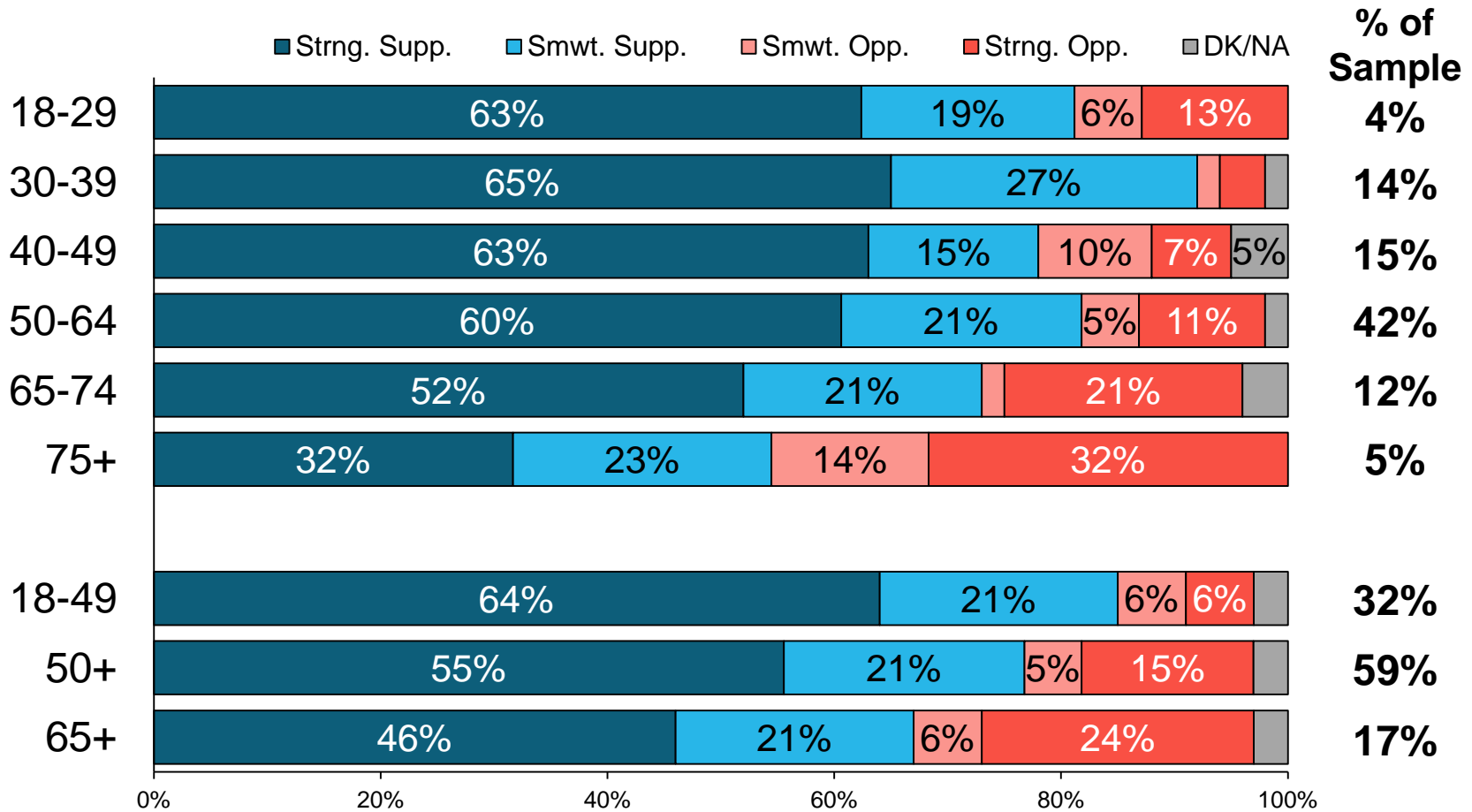
Business leaders of all partisan backgrounds support maintaining the standard.

Maintain Renewable Energy Standard Support by Party



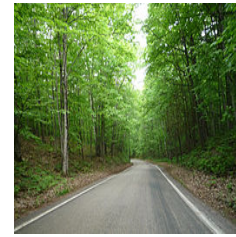
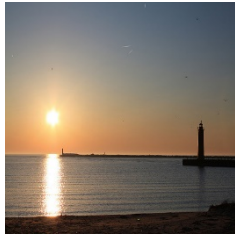
Younger business leaders are much more supportive of the RES than are older ones.

Maintain Renewable Energy Standard Support by Age





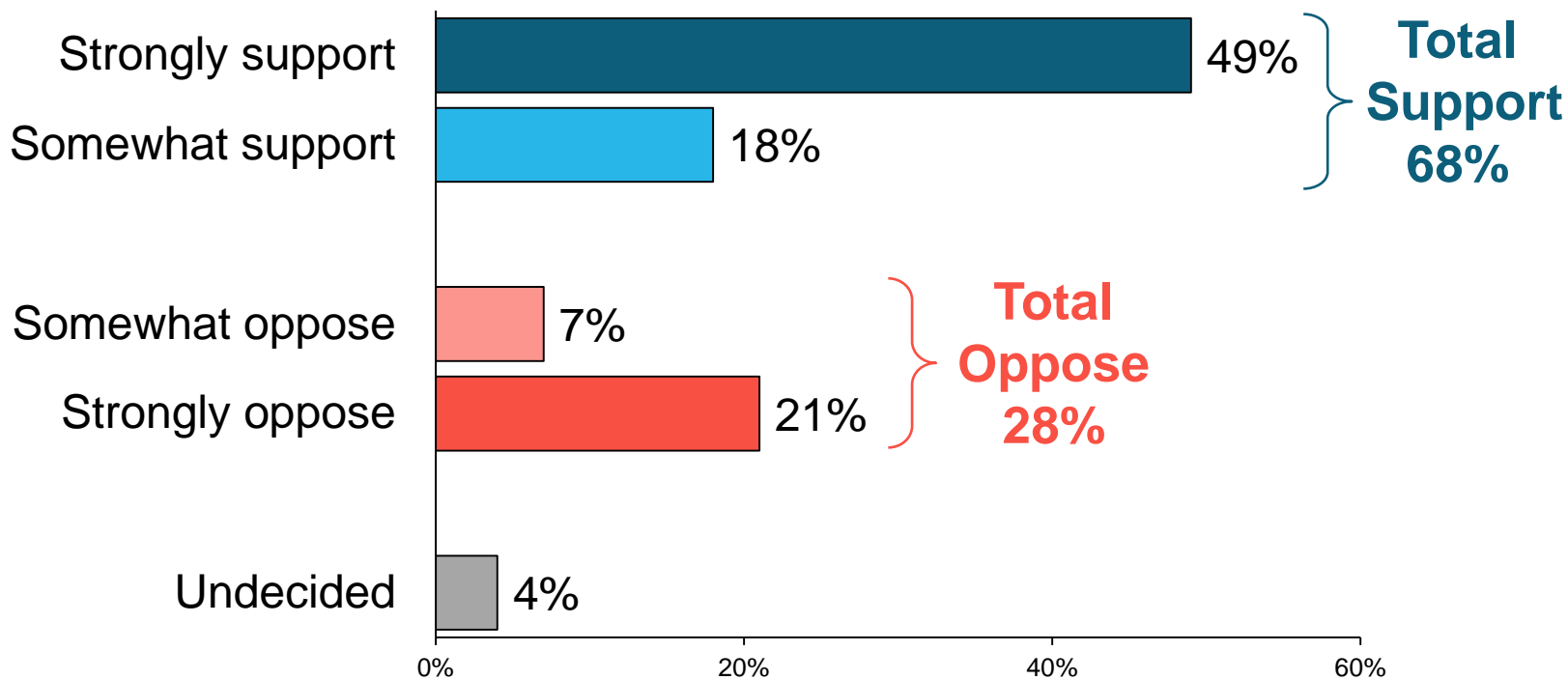
ENVIRONMENTAL
ENTREPRENEURS®



Introducing the Clean Power Plan

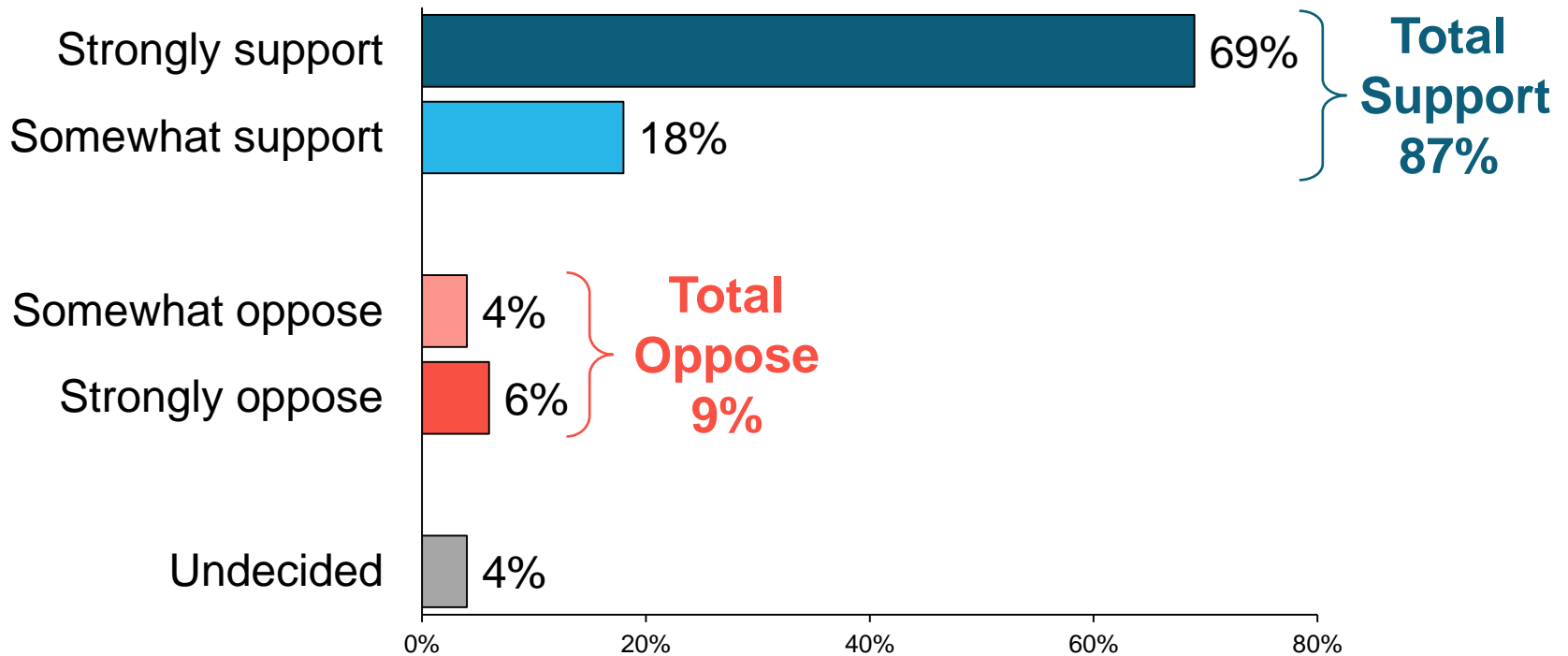
Two-thirds of Michigan business leaders back EPA regulation of emissions from power plants.

The Environmental Protection Agency (E-P-A) is expected to soon release rules requiring existing power plants to reduce the amount of greenhouse gases such as carbon dioxide, methane and nitrous oxide they emit. There currently are no federal limits on the carbon pollution that comes from existing power plants. Generally speaking, do you support or oppose the EPA regulating this industrial carbon pollution that comes from existing power plants?

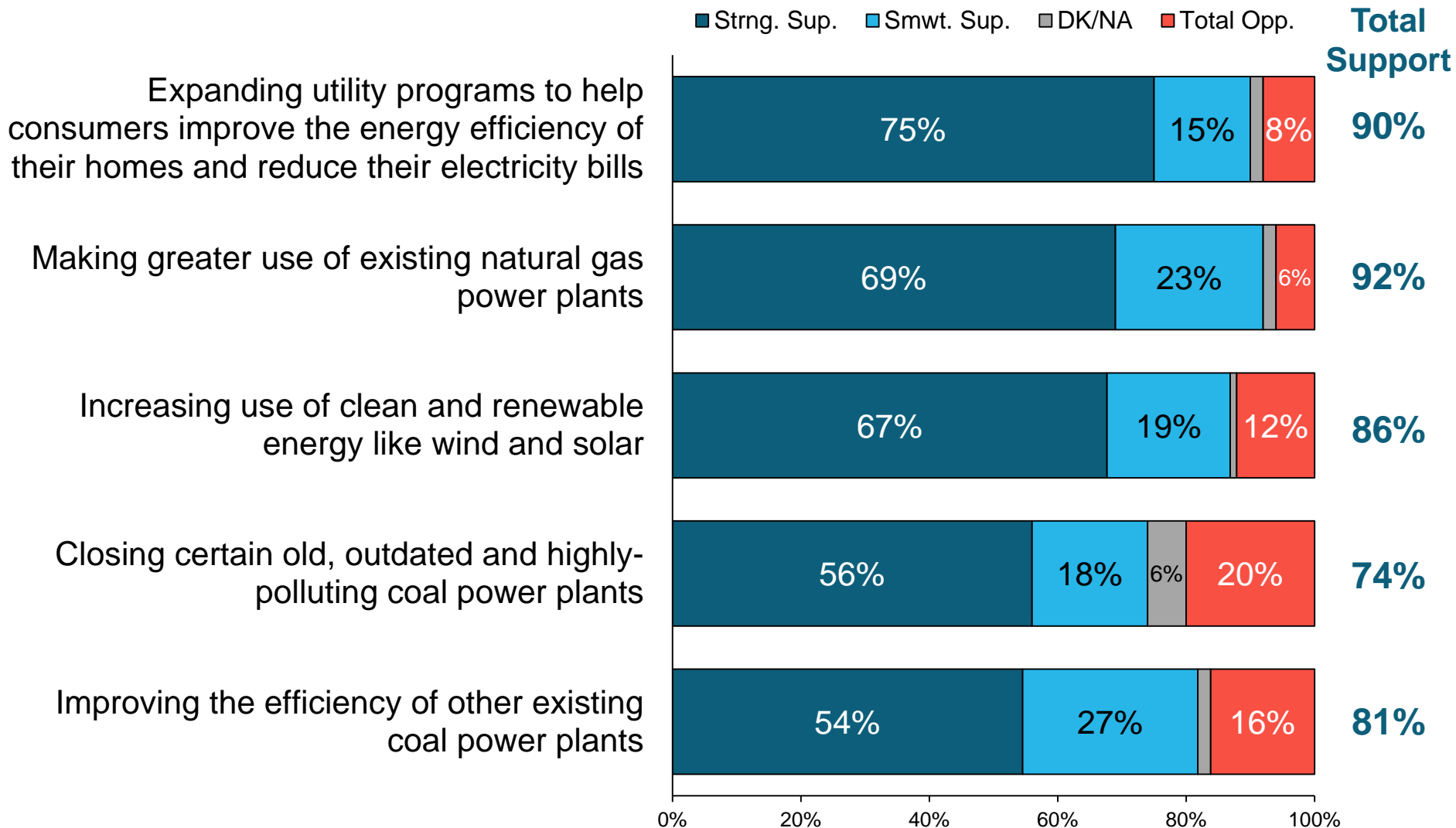


Nearly nine in ten support Michigan developing its own state plan to meet federal emissions reduction requirements.

These new federal standards will require Michigan to reduce carbon dioxide emissions by 31% by 2030. In order to meet these requirements, and to promote the use of clean energy and increased energy efficiency, many states are developing their own energy plans. Would you support or oppose Michigan developing its own state plan to reduce carbon pollution and increase the use of clean energy and energy efficiency?



Support for individual potential plan elements is very high.



For more information, contact:

Fairbank, Maslin, Maullin, Metz & Associates – FM3

PUBLIC OPINION RESEARCH & STRATEGY

DAVID METZ

1999 Harrison St., Suite 2020

Oakland, CA 94612

Phone (510) 451-9521

Fax (510) 451-0384

Dave@FM3research.com

LORI WEIGEL

17145 West 62nd Circle

Golden, CO 80403

Phone (303) 324-7655

Fax (303) 433-4253

lori@pos.org



**PUBLIC OPINION
STRATEGIES**