



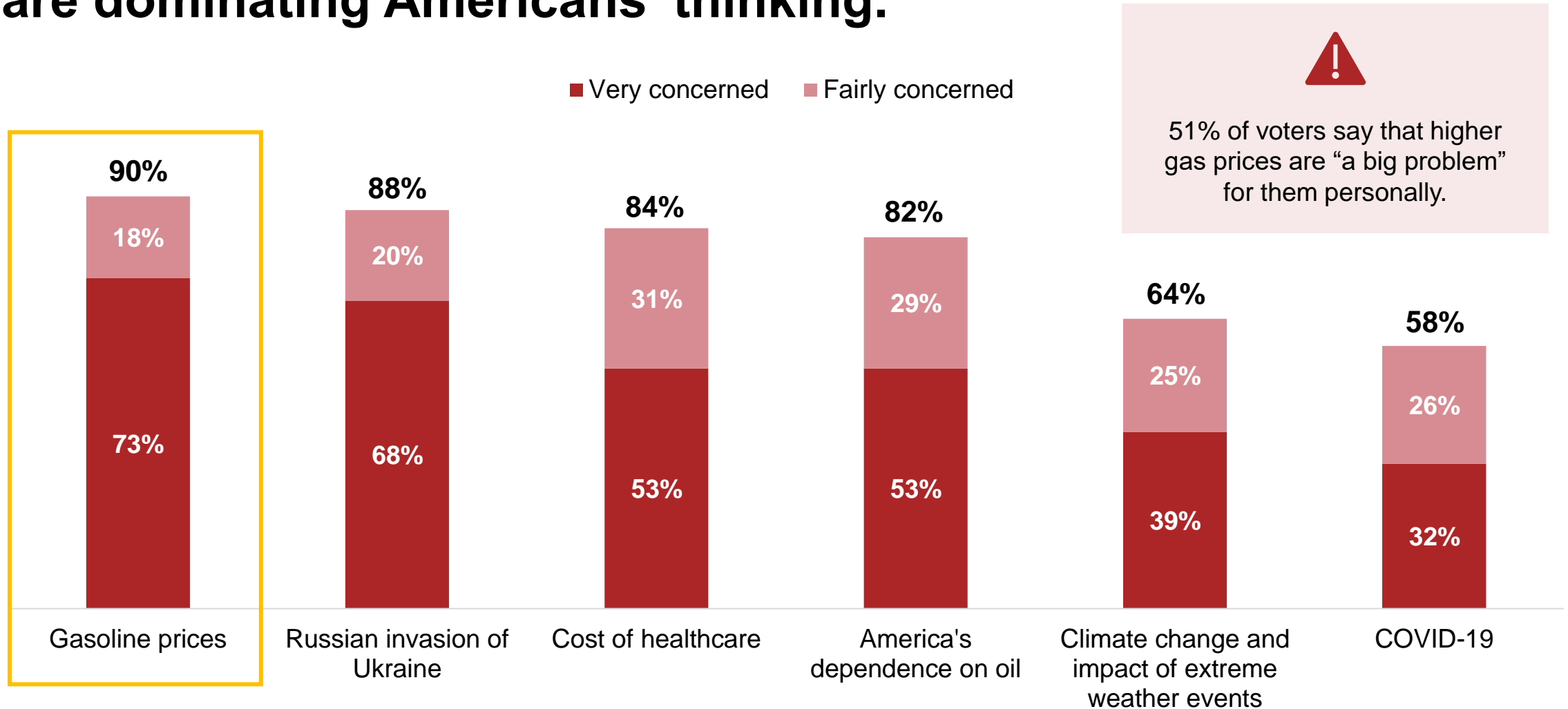
Messaging On Clean Energy and Gas Prices

Findings from a new online survey of 1,000 voters nationally conducted March 9 to 10, 2022

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The context for this poll is obvious, but important: gas prices are dominating Americans' thinking.



The messaging imperatives around gas prices are twofold:

#1

Be explicit about what and who is really **causing** the problem:

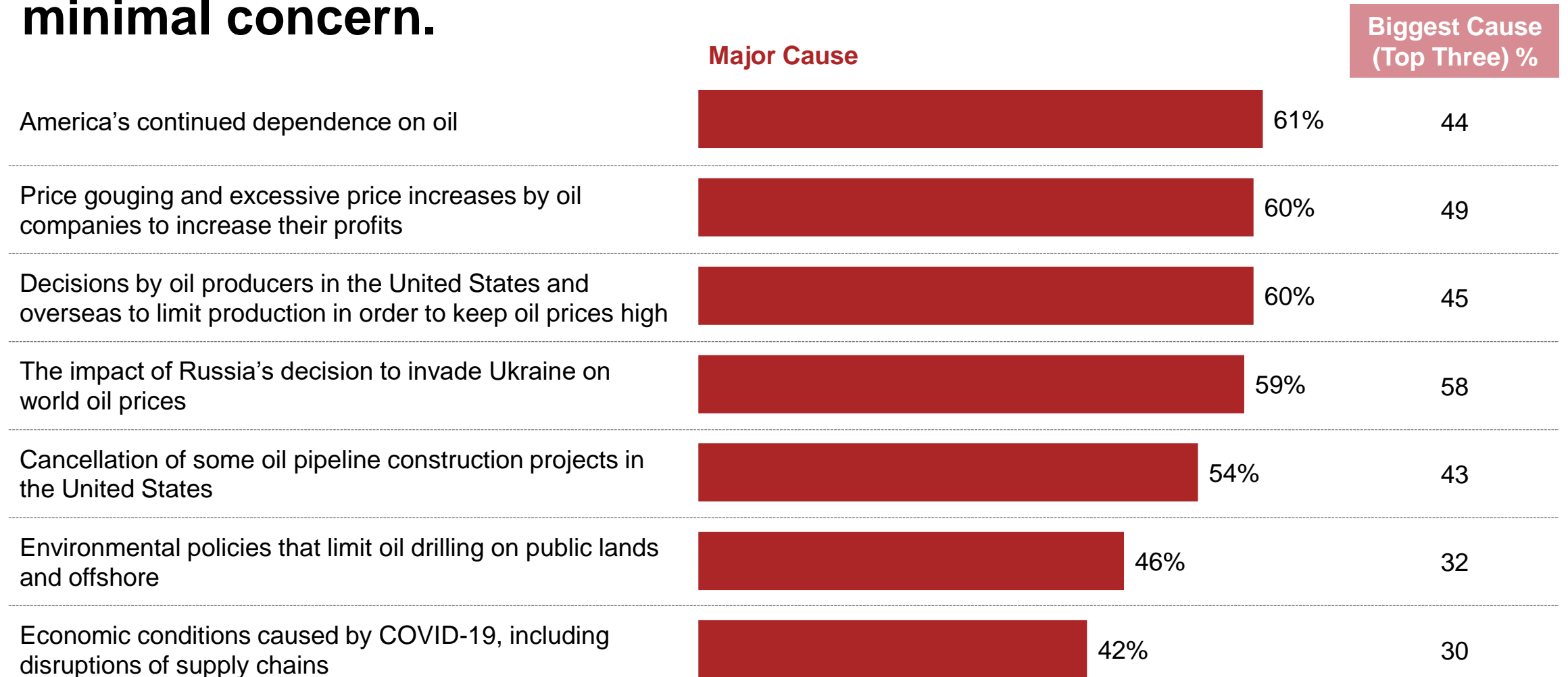
- America's dependence on oil
- Oil company CEOs—aided by the Republican politicians whose pockets they line—profiteering off of that dependence and Putin's invasion of Ukraine

#2

Frame ramping up clean energy production and use as the **solution** to the problem.

- American clean energy achieves energy independence
- Clean energy will save Americans money

Voters place blame for gas prices mostly on oil dependence, price gouging, and Putin; environmental policies are only a minimal concern.

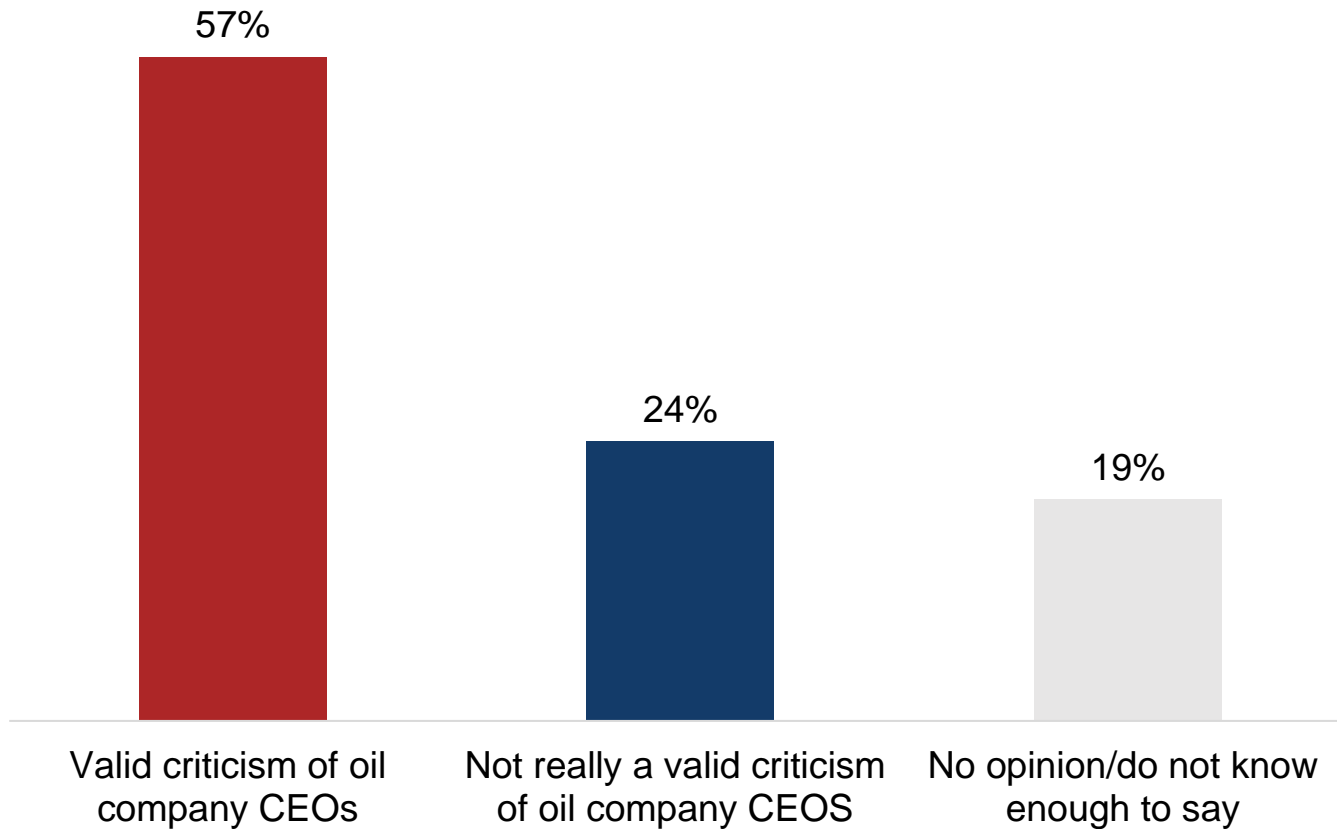


Swing voters are as likely to place blame on price gouging as on Russia.

	Democrats %	Swing Voters %	Republicans %
The impact of Russia's decision to invade Ukraine on world oil prices	65	61	51
Price gouging and excessive price increases by oil companies to increase their profits	59	53	38
Decisions by oil producers in the United States and overseas to limit production in order to keep oil prices high	51	45	38
America's continued dependence on oil	51	43	37
Cancellation of some oil pipeline construction projects in the United States	19	37	66
Environmental policies that limit oil drilling on public lands and offshore	16	30	48
Economic conditions caused by COVID-19, including disruptions of supply chains	39	32	22

A large majority say oil company CEOs are using the war as a chance to raise gas prices just to increase their profits.

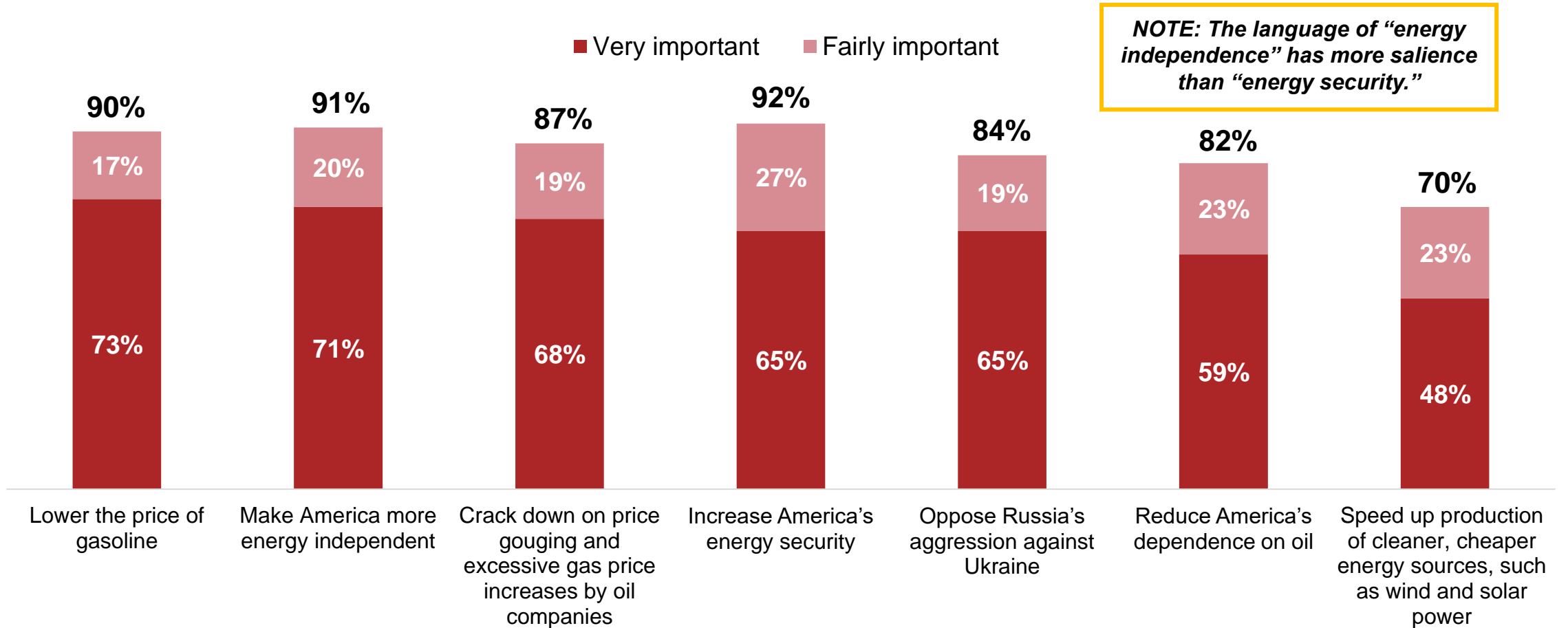
Some people say that oil company CEOs are “profiteering” off the war between Russia and Ukraine and using the war as an opportunity to raise gas prices just to increase their profits—valid criticism, or not?



	Valid Criticism %
Democrats	67
Swing voters	55
Republicans	47 (34% not valid)
Northeast	58
South	55
Midwest	56
West	59
Urban	57
Suburban	60
Rural	54

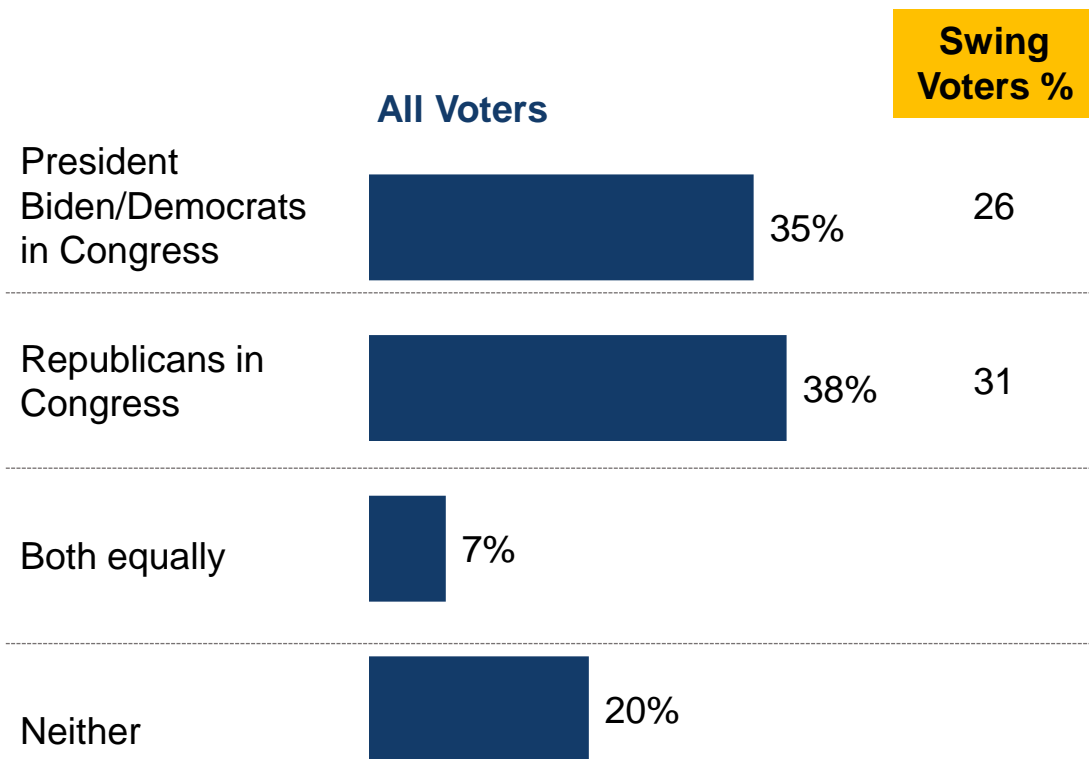
Voters' Goals: Energy Independence and Ending Price Gouging

How important do you think it is for the President and Congress to take action on each of the following?

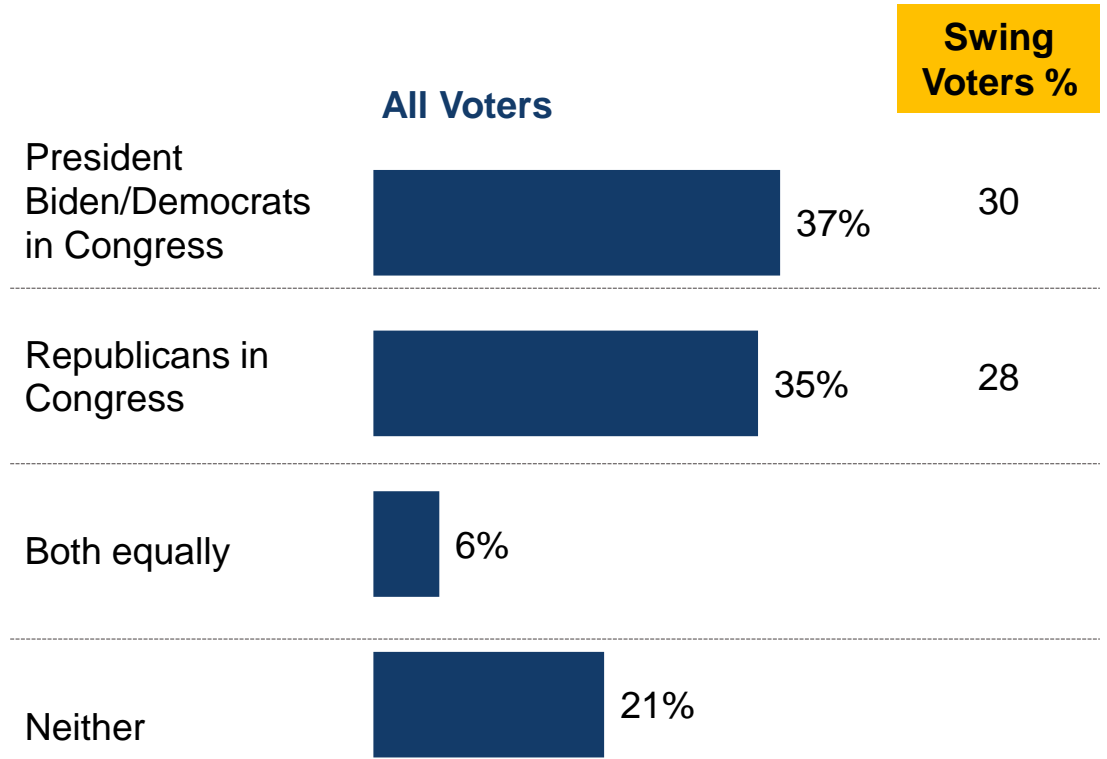


Democrats need to go on offense to win the public on these issues.

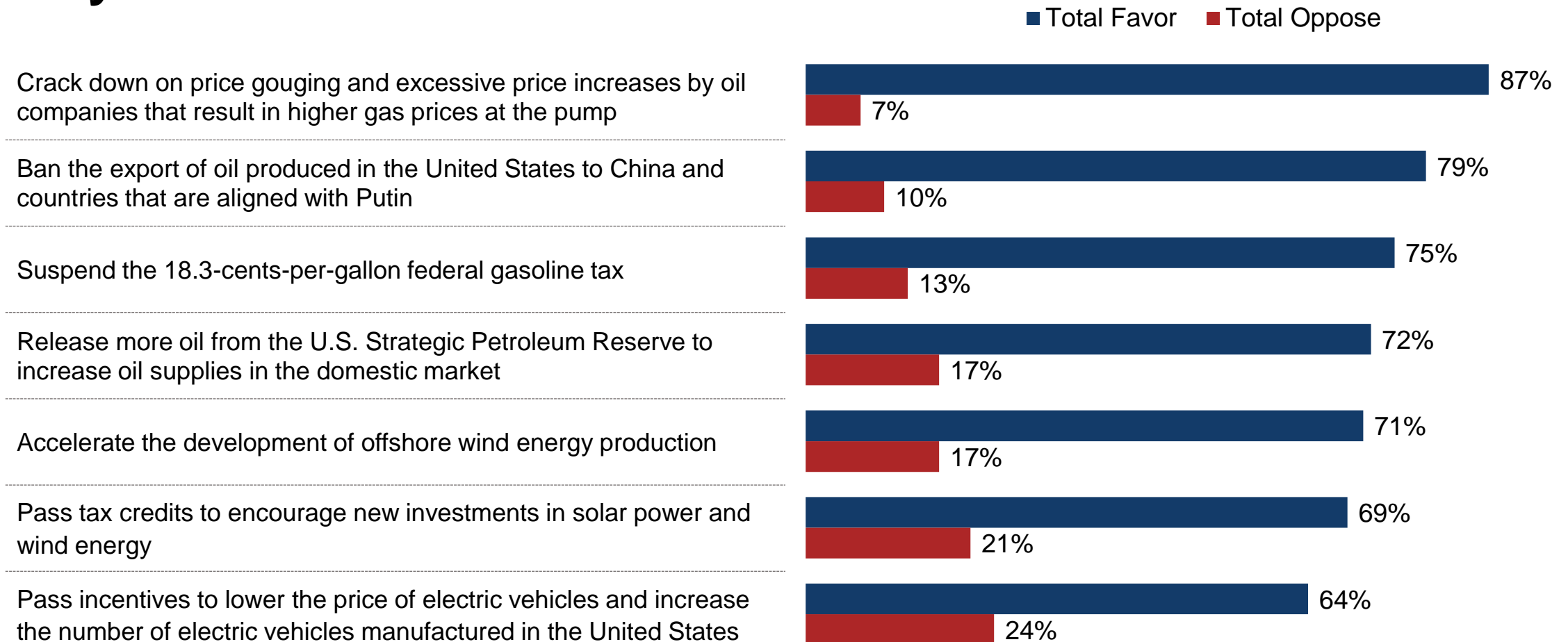
Who do you trust more to deal with the issue of rising gasoline prices?



Who do you trust more when it comes to putting the interests of consumers ahead of the interests of oil industry CEOs?



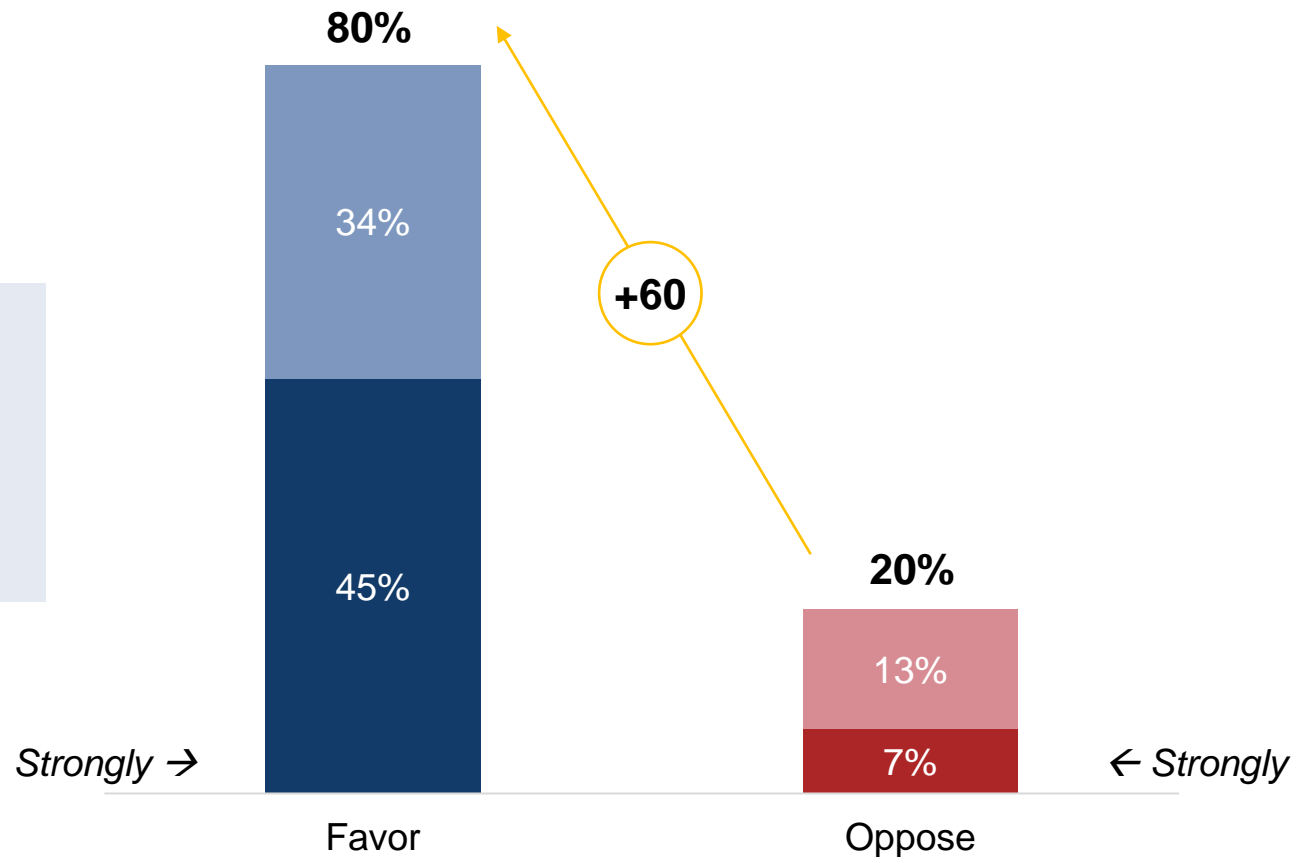
There are many popular actions the president and Congress could take, with a crack down on price gouging leading the way.



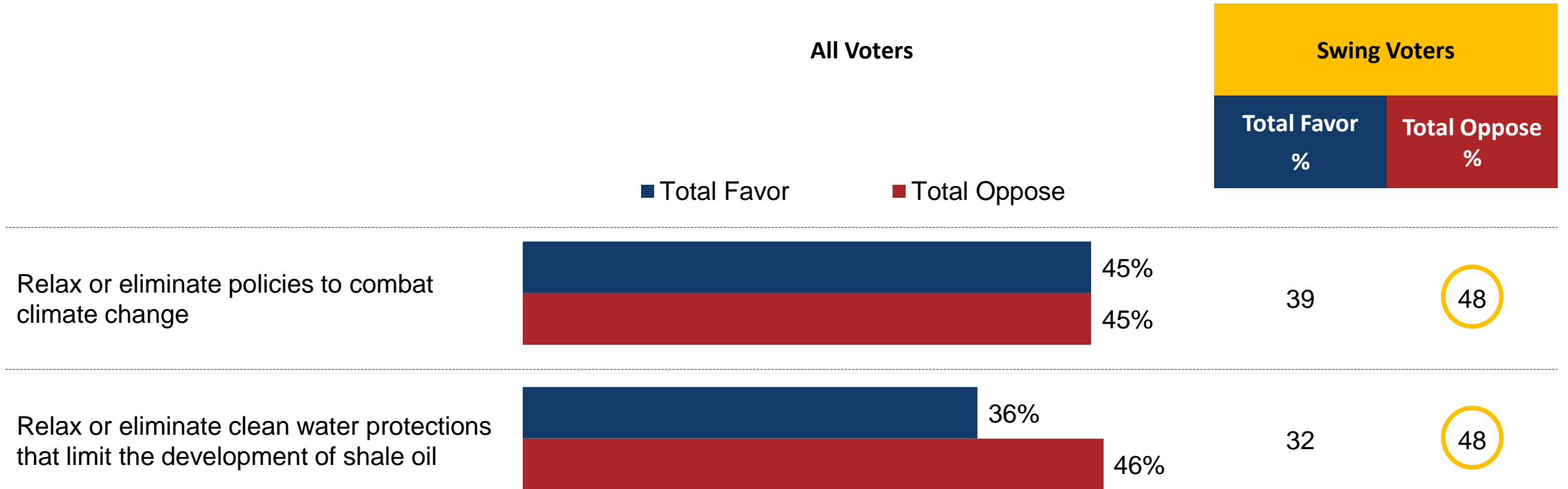
There is overwhelming support for a windfall profits tax as a way to combat oil companies' price gouging.

Would you favor or oppose placing a windfall profits tax on the extra profits oil companies are making from the higher gasoline prices they are charging because of the Russia-Ukraine situation?


“Strongly favor” is **48%** if the tax includes a consumer rebate; it is **43%** without the rebate.



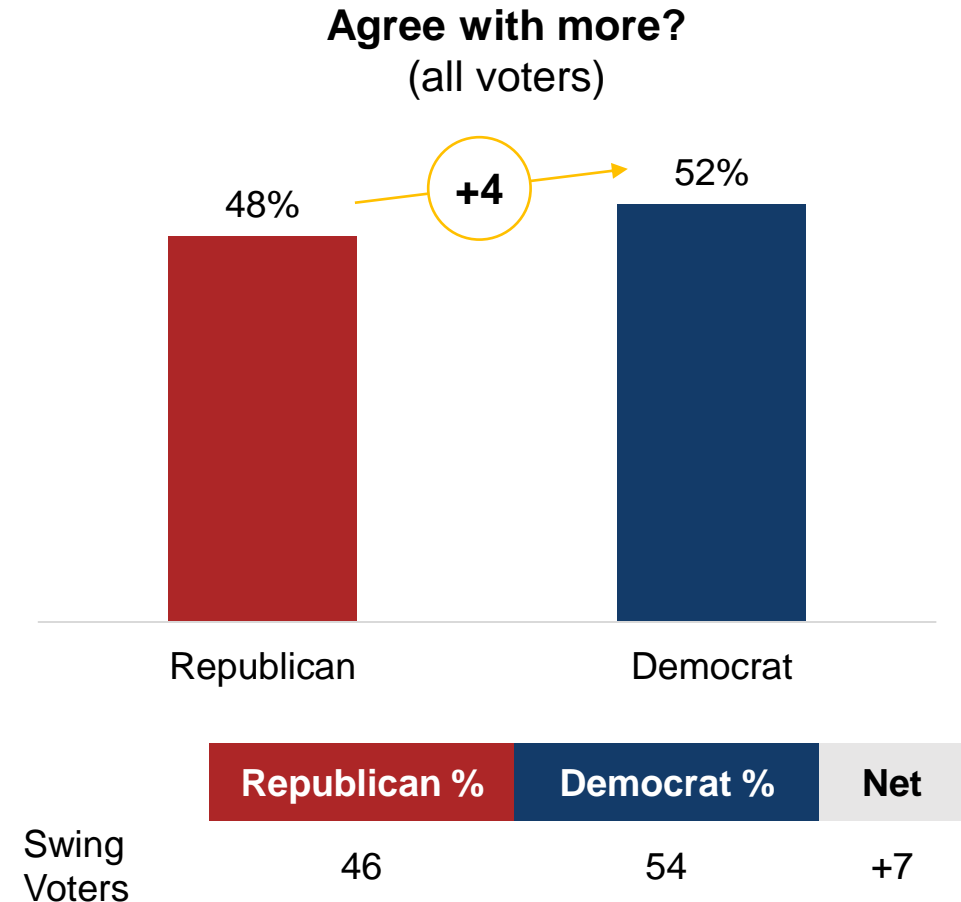
Don't let the Republicans and oil allies just say that they are for increasing production: make clear that they want to cut core environmental protections, especially clean water.



Democrats can hold their own in a clean energy vs. fossil fuel debate—and win among swing voters.

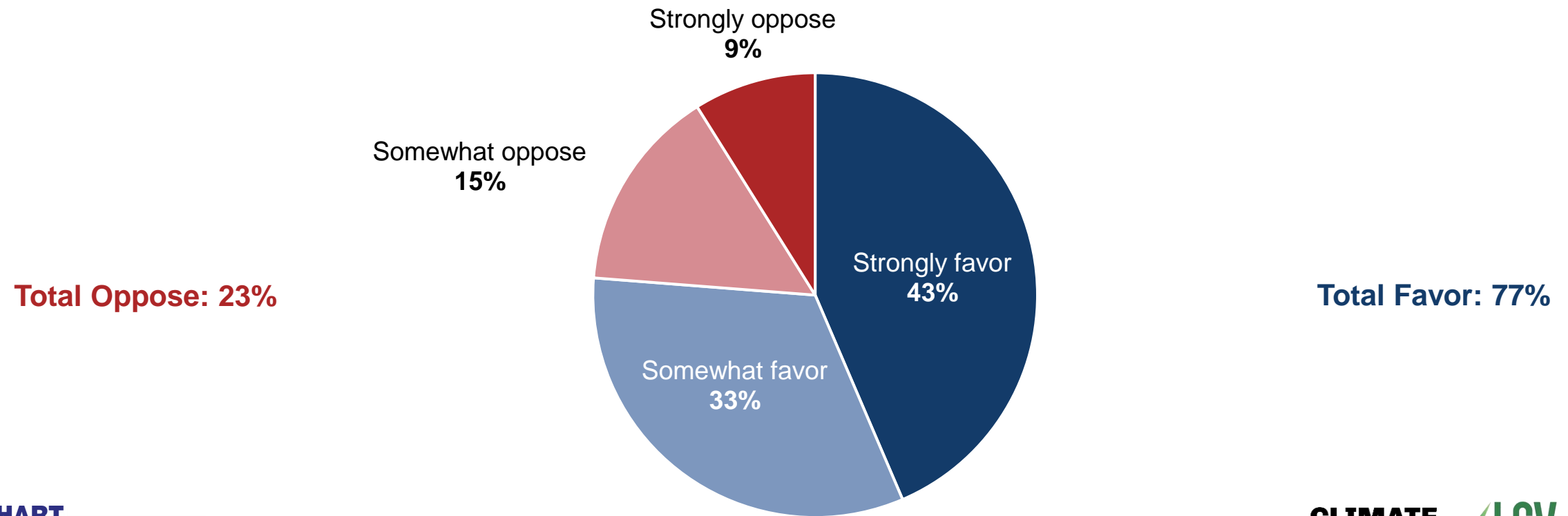
The Republican candidate who says we should focus on increasing America's energy supplies by expanding oil and gas development in the United States, including on public lands and offshore, and allowing the construction of more oil pipelines.

The Democratic candidate who says we should focus on reducing our dependence on oil by moving quickly to expand clean energy alternatives, while cracking down on price gouging by oil companies, making electric vehicles more affordable, and suspending the gasoline tax/releasing oil from the Strategic Petroleum Reserve.



Energy independence is a key goal to own, and voters favor achieving it by increasing clean and renewable energy production while reducing our dependence on fossil fuels.

One way to increase America's energy independence would be to increase the production of energy in the United States from clean and renewable sources such as wind and solar power, while reducing our dependence on oil. Do you favor or oppose this approach?



Oil companies' profits should be a bold headline in this narrative.

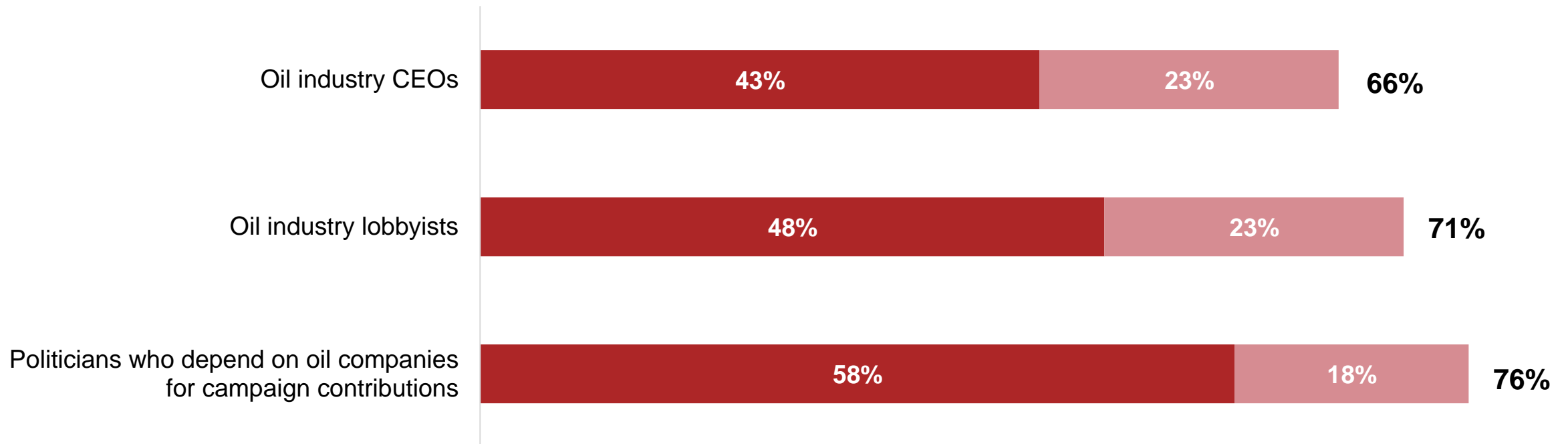
61% of voters (including 59% of swing voters) find this statement convincing:

The five big oil companies made over **\$75 billion** in **profits** last year, the **biggest increase in profits** in seven years. In just the last **three months** of 2021, ExxonMobil alone made **\$8.9 billion** in profits and Chevron made **\$5.1 billion** in profits. So, while consumers are **paying more** at the pump, the **oil companies are making a fortune**. Instead of increasing their current production or developing on the 9,000 leases they already have from the government, oil company CEOs are **spending their huge profits on stock buybacks** to raise their **stock prices** and **reward wealthy shareholders**. Allowing oil companies to expand drilling on public lands, offshore, and in the Arctic will not have any effect on oil prices for many years, and even then, consumers will not see much savings, if any, and we will be as **dependent** as ever on oil. The **oil industry has always fought against environmental protections**, and if the **oil company lobbyists** are successful in **exploiting the current situation** to get their way now, it will put many **natural places and coastal areas at risk**, and it will **undermine efforts to address the growing threat of climate change**.

The public is already primed to distrust the oil industry and its political advocates; we need to press this advantage.

Confidence in each of the following when it comes to dealing with gasoline prices and the cost of energy

■ No confidence ■ Just a little confidence



Three points strengthen the case for moving to clean energy and reducing our dependence on oil.

68%

convincing

Oil industry CEOs are using their enormous profits for **stock buybacks and executive bonuses**, instead of lowering gas prices by increasing supplies. They do not have consumers' interests at heart, and they never will.

68%

convincing

We will continue to experience **big spikes in gasoline prices and energy costs as long as we are dependent on oil**, because oil supplies are unreliable, dictators like Vladimir Putin and countries like Saudi Arabia use oil as a political weapon, and oil company CEOs are focused on maximizing their profits.

62%

convincing

Unlike oil, clean and **renewable energy sources** like solar and wind power won't ever run out and will **provide a secure and stable energy supply long into the future.**