

# Messaging the Clean Energy Plan in Nevada

Key findings from a survey among registered  
Nevadans in April/May 2023

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# Objectives

- 1 Understand Attitudes:** Directly connect with Nevada registered voters as representatives of engaged citizens to understand their values, priorities, experiences and sentiments surrounding the new Clean Energy Plan\*.
- 2 Segment Our Audience:** In understanding where Nevadans stand, we will determine who among them are our base of supporters, opposition, and persuadable audiences.
- 3 Test the Message:** Conduct message testing to identify the best messaging elements that effectively introduces legislation like the IRA and improves confidence in progress made to expand clean energy.

# Methodology

*Conducted April 28 to May 3, 2023*

## Voter Universe

Total=Registered voters  
 Oversample=Voters ages 18-35  
 Oversample=Rural voters  
 Oversample=Latino voters  
 Oversample=AAPI voters

## Total sample Size

N = 1,252  
 N = 471  
 N = 206  
 N = 283  
 N = 186

## Methodology

All survey interviews were collected through a mixed methodology of cell/landline live calls and TTW online completes

## Overall Margin of Error

±3.91

## Regional Breakdown of Sample

76% Las Vegas DMA  
 23% Reno DMA  
 1% Rest of the State

\* In this poll, we use the term "Clean Energy Plan" to refer to the Inflation Reduction Act. We do this for three reasons: (1) No one has heard of the IRA (2) using a broader term allows us to combine the IRA, with the Infrastructure Bill, and other executive actions that have climate/clean energy implications, and (3) our previous research shows that people don't feel like there is a real "plan" to transition the economy to clean energy, so using that term emphasizes that this is all part of a plan for the economy.

# Key Takeaways



1

Nevadans are relatively unaware of the Clean Energy Plan and have yet to form strong opinions on it.



- 42% of Nevadans say that they approve of the plan while 26% say that they disapprove of this plan (disapproval is largely driven by conservative voters.)
- 33% of Nevadans say that they have no opinion about the plan or that they have never heard of it.
- With Nevadans not adequately informed about this progress under the Clean Energy Plan, low marks extend to President Biden, Congressional Democrats, and Nevada Democratic officials on the issues of climate change and clean energy.

2

Nevadans feel favorable toward clean energy investments when they receive more information about them.



- When thinking about policies recently signed into law, Nevadans feel most favorable toward those that [upgrade the U.S. electrical grid](#) (74% fav) and [create new good-paying jobs and expand job training](#) in the clean energy industry (71% fav).
- Nevadans care most about policies that can [save consumers tens of thousands of dollars](#) for making their homes more energy efficient (55% rank this as a top benefit) and [reduce pollution](#) (48% rank this as a top benefit). (Reducing pollution is rated highly by Nevadans who shift to approval.)

3

Approval for the Clean Energy Plan improves by 17 points when Nevadans receive information and messaging on the plan's accomplishments and progress.



- Information moves Nevadans away from indifference into approval for the plan; the disapproval numbers remain generally the same from the start-to-end of the poll. [Nevadans who move towards supporting the plan tend to be Latina voters, Gen Z voters, white women, and non-college educated voters.](#)
- 58% of Nevadans say they have more confidence in the Biden Administration after learning about their leadership on the Clean Energy Plan and future investments.



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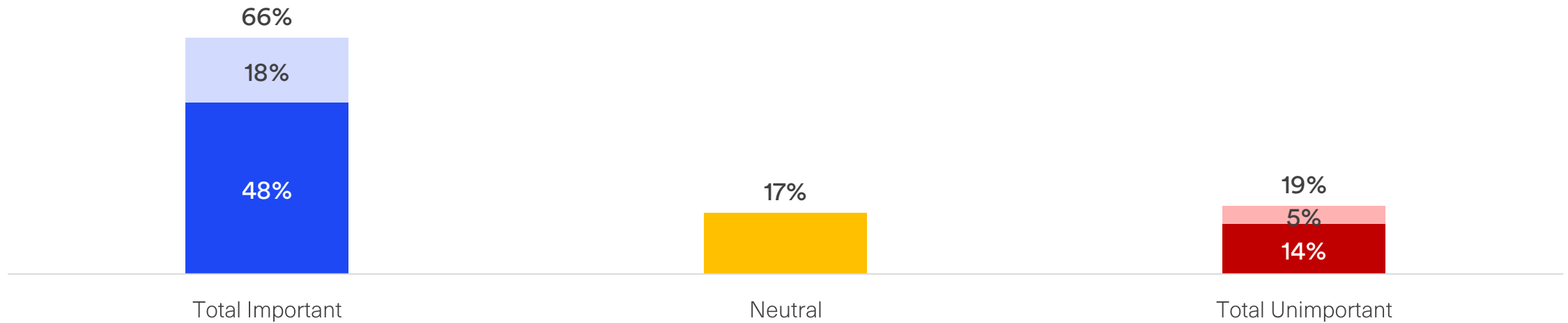
# Opinions on Climate Change

# Two-in-three Nevadans say climate change is an important issue, especially among voters of color, younger generations, and self-ID Democrats.



Q22. Regarding the issue of climate change, please rank the issue on a scale from zero to ten, where “10” means that you feel that climate change is VERY IMPORTANT, “5” means that you feel that climate change is not particularly important or unimportant, and “0” means that you climate change is VERY UNIMPORTANT.

■ Very important (8-10)     
 ■ Somewhat important (6-7)     
 ■ Neutral (5)     
 ■ Not very important (3-4)     
 ■ Not important at all (0-2)



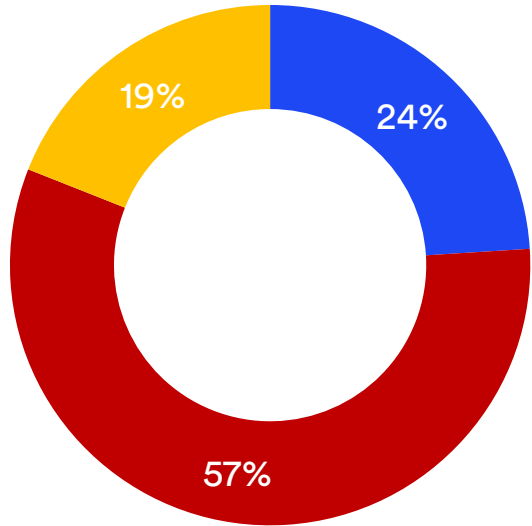
	Men	Women	White	Latino	AAPI	POC	GenZ	Millennial	GenX	Silent/Boomer	DEM	IND	GOP	Urban	Suburban	Small Town	Rural
Total Important	62%	68%	64%	67%	70%	68%	67%	73%	60%	61%	87%	53%	43%	72%	61%	64%	51%
Total Neutral	16%	18%	20%	18%	16%	17%	22%	16%	19%	14%	8%	22%	24%	15%	19%	19%	18%
Total Unimportant	23%	14%	17%	15%	10%	16%	12%	11%	21%	26%	5%	24%	33%	13%	20%	17%	33%

# Nevadans have cost concerns about increasing the use of clean energy, especially in the short term, but are more optimistic about the long-term future of clean energy to save consumers money.



Q36. Do you think that increasing the use of clean energy in the United States will save you money, cost you more money, or not have an effect on you either way **over the next year or two?**

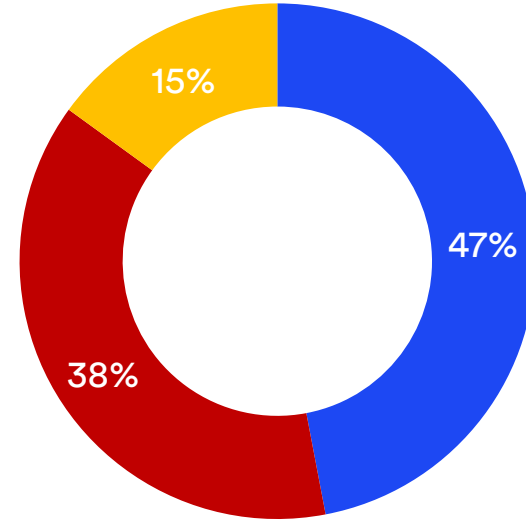
- Save you more money in the short term
- Cost you more money in the short term
- Not affect you either way in the short term



	White	Latino	AAPI	POC	GenZ	Mill.	GenX	Silent/Boomer	DEM	IND	GOP
Save Money	22%	24%	23%	28%	31%	32%	18%	18%	34%	23%	13%
Cost Money	61%	52%	57%	51%	46%	49%	66%	64%	50%	52%	73%
No Impact	18%	24%	20%	20%	23%	19%	15%	18%	16%	26%	15%

Q37. Do you think that increasing the use of clean energy in the United States will save you money, cost you more money, or not have an effect on you either way **over the next 10 or more years?**

- Save you more money in the long term
- Cost you more money in the long term
- Not affect you either way in the long term



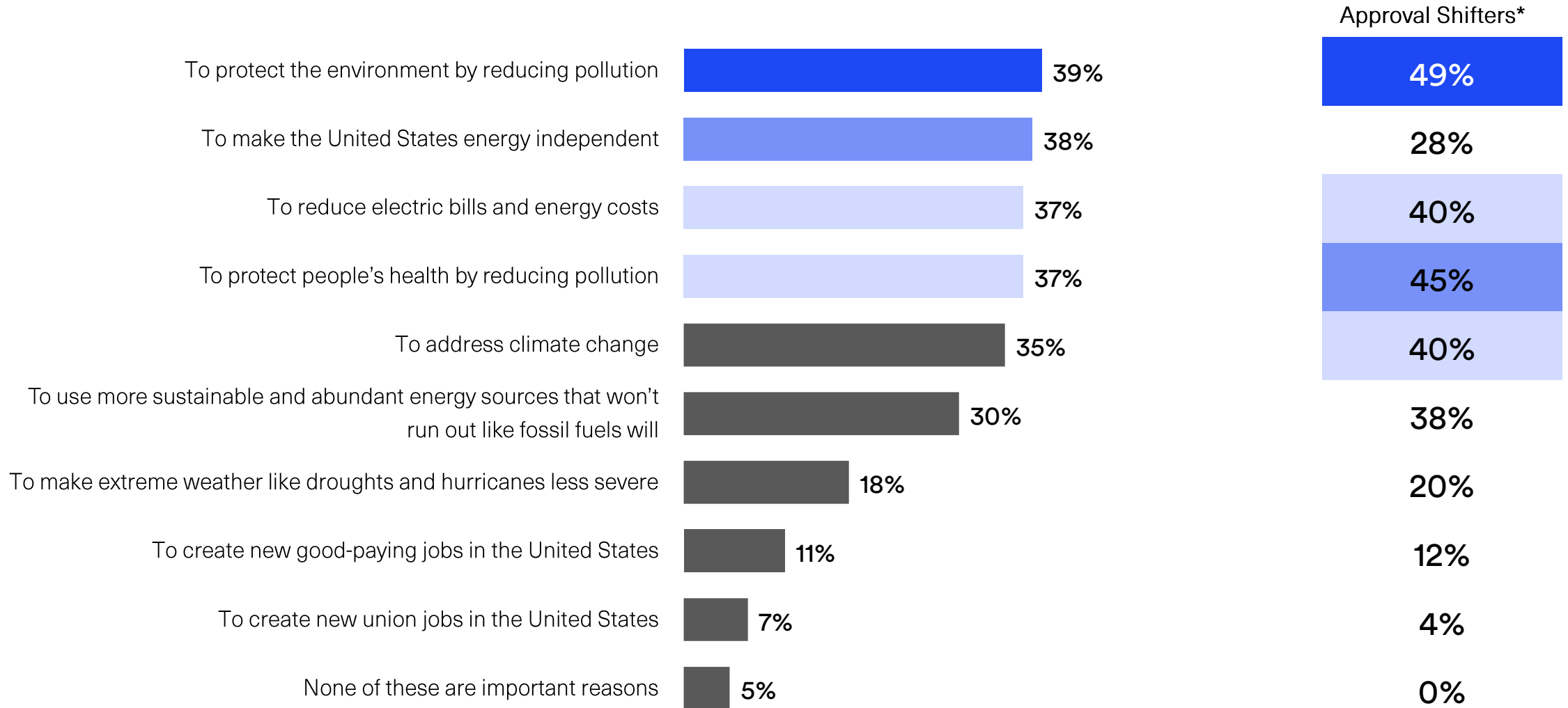
	White	Latino	AAPI	POC	GenZ	Mill.	GenX	Silent/Boomer	DEM	IND	GOP
Save Money	46%	49%	47%	50%	51%	50%	46%	44%	61%	49%	27%
Cost Money	38%	34%	38%	37%	28%	31%	44%	44%	27%	29%	60%
No Impact	16%	17%	14%	13%	20%	19%	10%	12%	12%	22%	13%



# Nevadans prioritize **reducing pollution, promoting energy independence, and cutting energy costs** as important reasons to increase clean energy use.



Q33. Which three of the following, if any, do you think are the most important reasons to increase our use of clean energy sources?



\*Approval Shifters are defined as voters who do not approve of the Clean Energy Plan at the beginning of the survey but move towards approval by the end of the survey after learning information about the plan



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# Baseline Perspective

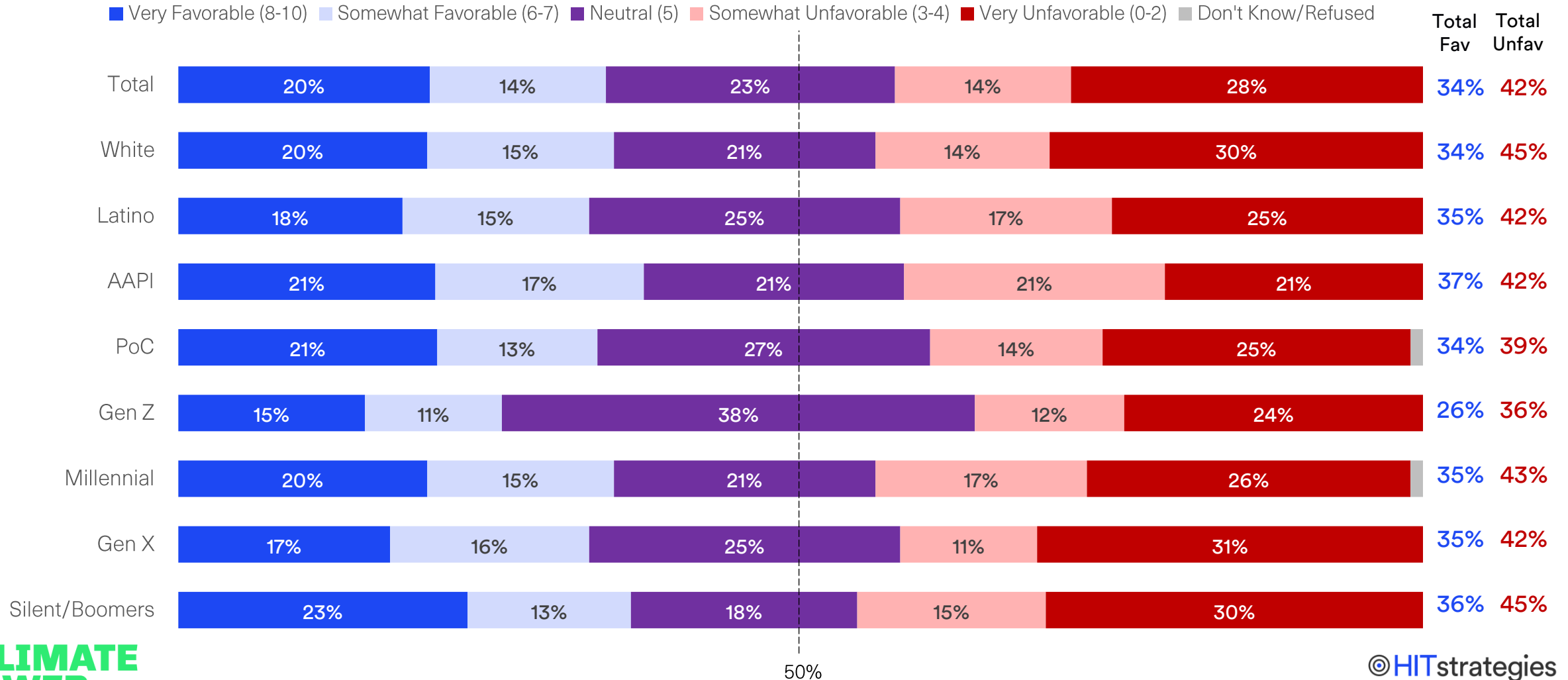


# Only about a third of Nevadans feel favorable toward President Biden and Congressional Democrats on climate change and clean energy. GenZers feel more unfavorable towards President Biden and Congressional Democrats.



Q15. Now, please rate how you feel President Joe Biden and Democrats in Congress are doing on each of the following issue areas. Using a scale from 0 to 10, where "10" means that you feel VERY WARM and FAVORABLE towards them, "5" means that you feel neither warm or cold (neutral), and "0" means that you feel VERY COLD and UNFAVORABLE towards them.

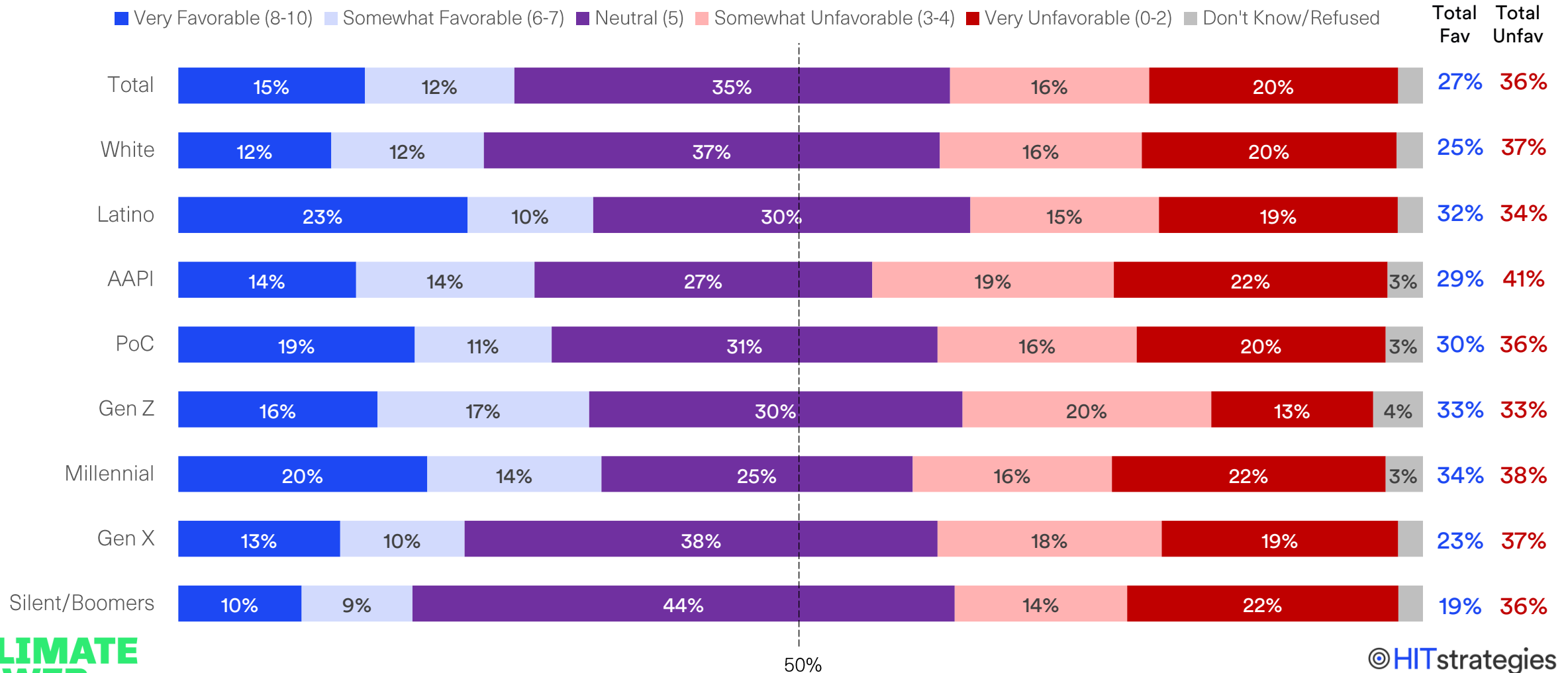
## CLIMATE CHANGE & CLEAN ENERGY



# Governor Joe Lombardo has a less favorable reputation on the issues of climate change and clean energy.

Q16. Now, please rate how you feel Governor Joe Lombardo is doing on each of the following issue areas. Using a scale from 0 to 10, where "10" means that you feel VERY WARM and FAVORABLE towards them, "5" means that you feel neither warm or cold (neutral), and "0" means that you feel VERY COLD and UNFAVORABLE towards them.

## CLIMATE CHANGE & CLEAN ENERGY

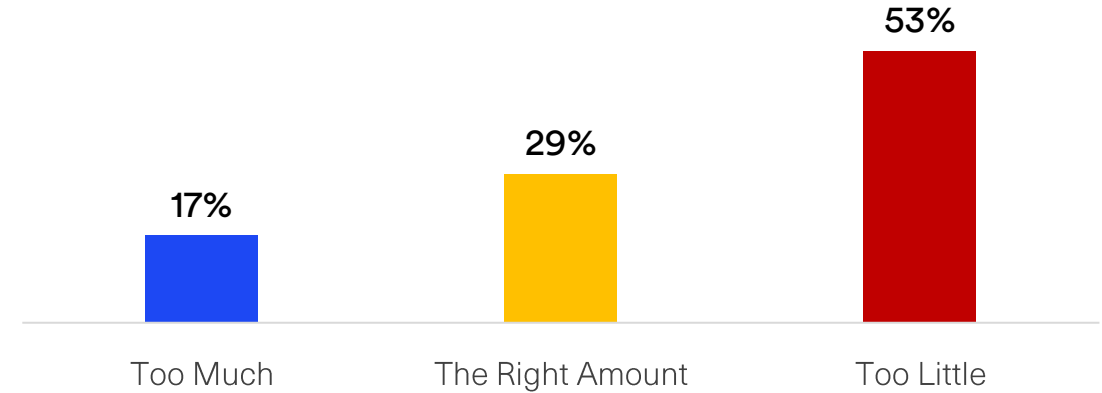
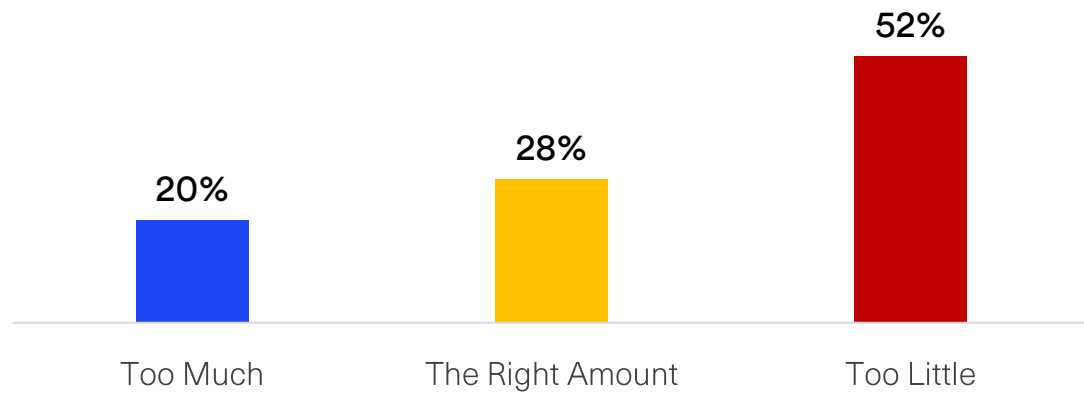


# Nevadans generally say both Biden and NV Democratic Officials **do too little to address climate change**, with younger generations and voters of color the most likely to say not enough is being done.



Q17. Do you think Joe Biden is doing too much, too little, or the right amount to address climate change?

Q18. Do you think Democrats in Nevada's government are doing too much, too little, or the right amount to address climate change?



	White	Latino	AAPI	POC	GenZ	Mill.	GenX	Silent/Boomer	DEM	IND	GOP
Too Much	23%	15%	21%	14%	9%	12%	24%	28%	8%	11%	44%
Right Amount	29%	24%	23%	27%	18%	27%	26%	36%	38%	33%	11%
Too Little	47%	61%	56%	59%	73%	61%	50%	35%	54%	56%	44%

	White	Latino	AAPI	POC	GenZ	Mill.	GenX	Silent/Boomer	DEM	IND	GOP
Too Much	10%	13%	20%	14%	11%	13%	20%	22%	8%	10%	37%
Right Amount	40%	27%	21%	30%	22%	27%	27%	35%	32%	34%	20%
Too Little	50%	60%	59%	57%	67%	60%	53%	42%	60%	56%	43%

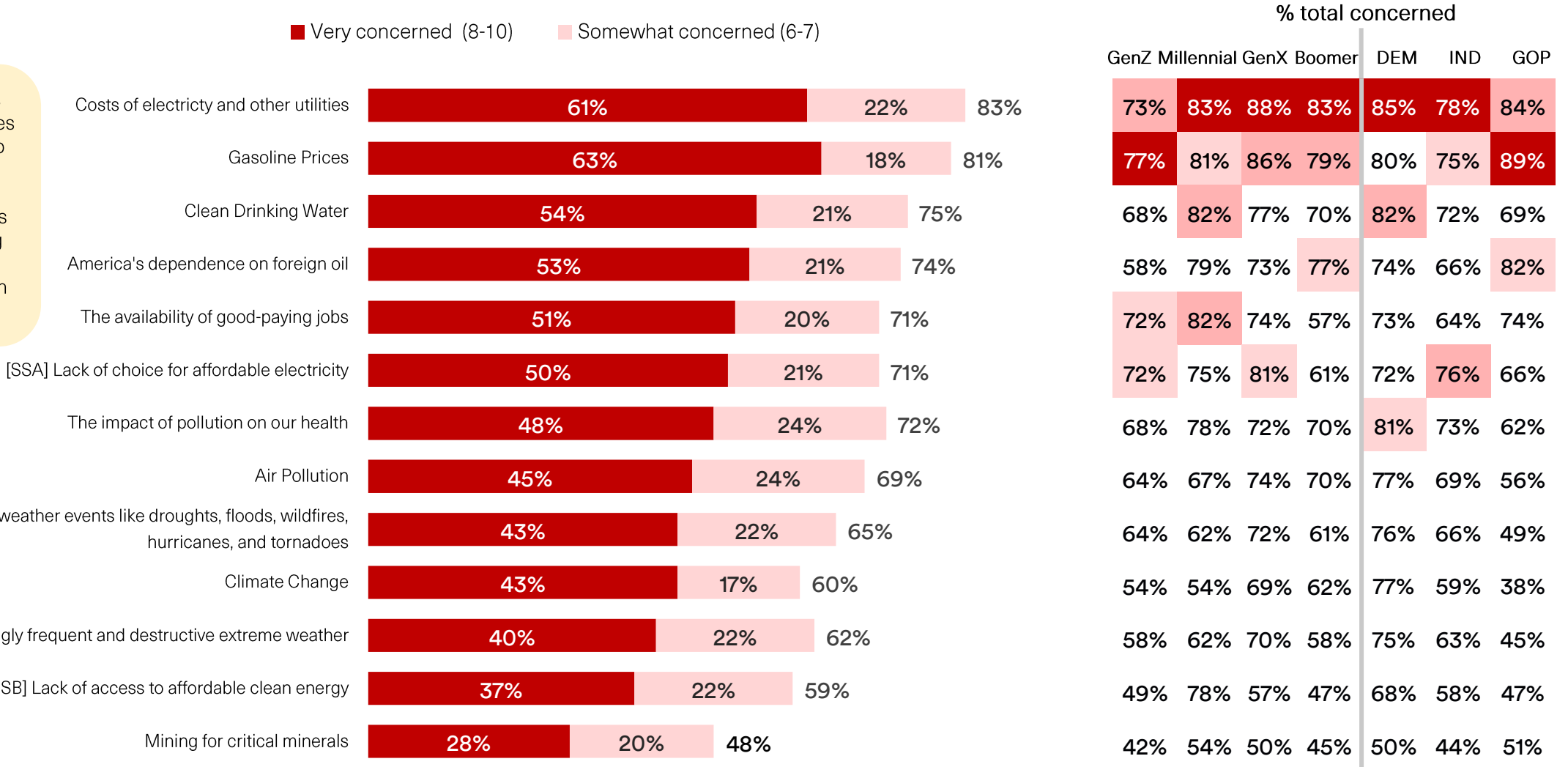
# Nevadans are most concerned about **utilities costs and gasoline prices** when it comes to climate-related challenges.



Q21. Now, please rate how concerned you are about each one of the following issues. Using a scale from 0 to 10, where “10” means that you feel very concerned, “5” means that you feel neither concerned or unconcerned, and “0” means that you are not concerned at all. You may use any number from 0 to 10, depending on how you feel

■ Very concerned (8-10)    ■ Somewhat concerned (6-7)

Economic concerns such as gasoline prices (86% concerned) top priorities for rural voters, while urban voters drive concerns about clean drinking water (82%) and the impact of pollution on our health (80%)





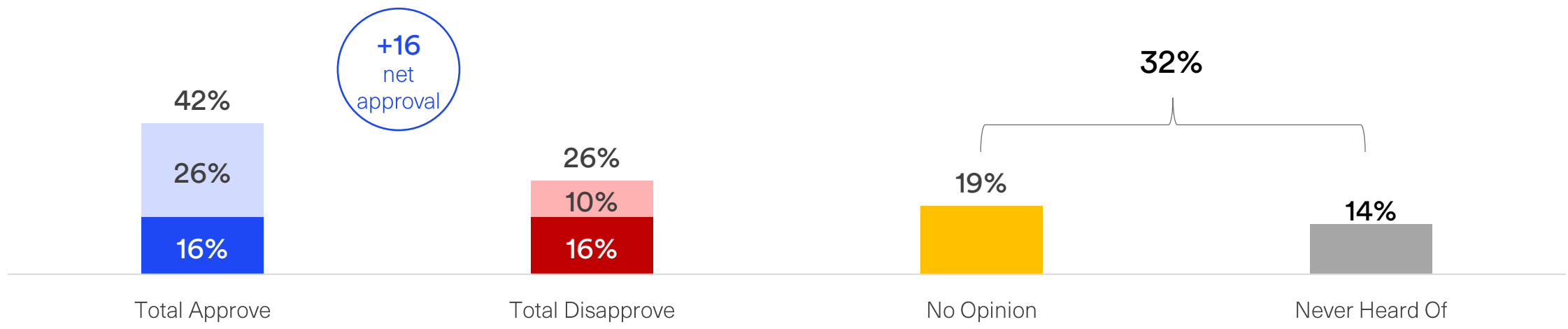
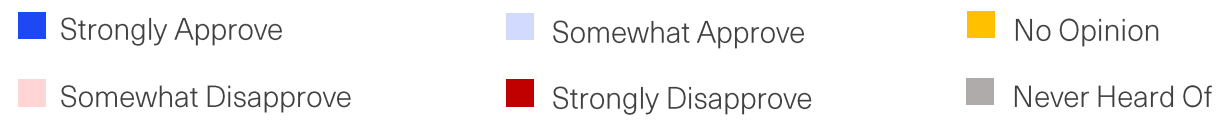
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# Initial opinion on Biden and Congressional Democrats' Clean Energy Plan

A plurality (42%) of Nevadans approve of the Clean Energy Plan, though a third of Nevadans do not have an opinion on the plan or have never heard of it. Approval is driven by young voters, Latino voters, and Democrats.



Q31. President Biden and Democrats in Congress recently passed a new Clean Energy Plan. From what you know about it, do you approve or disapprove of this plan?



	Men	Women	White	Latino	AAPI	POC	GenZ	Millennial	GenX	Silent/Boomer	DEM	IND	GOP	Urban	Suburban	Small Town	Rural
Total Approve	48%	35%	41%	49%	38%	43%	42%	43%	38%	43%	67%	34%	18%	48%	35%	47%	37%
Total Disapprove	29%	23%	28%	25%	32%	22%	17%	18%	30%	33%	11%	18%	53%	19%	32%	21%	35%
No Opinion/ Never Heard	23%	42%	31%	26%	30%	34%	41%	39%	31%	24%	22%	48%	29%	33%	33%	32%	28%
Net Approve	+19	+12	+13	+24	+6	+21	+25	+25	+8	+10	+56	+26	-35	+29	+3	+26	+2



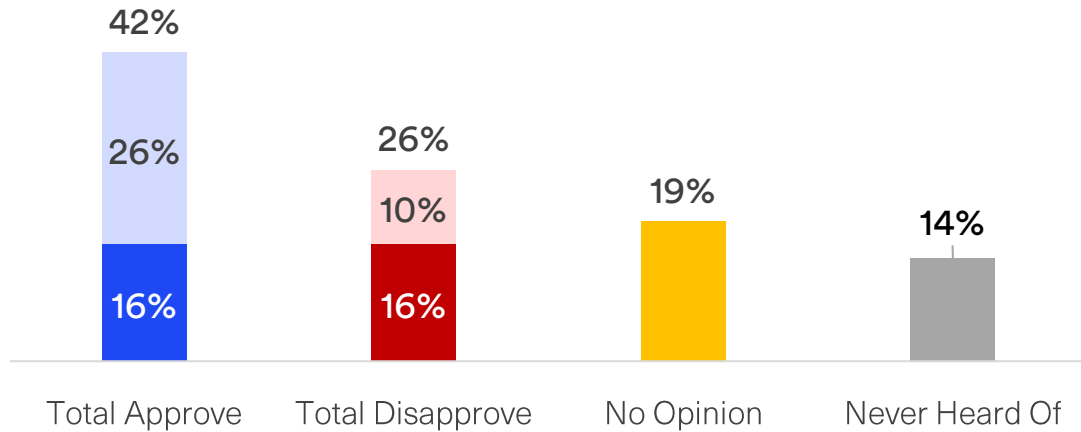
# Nevada voter approval for the Clean Energy Plan is slightly higher than ratings across six key states



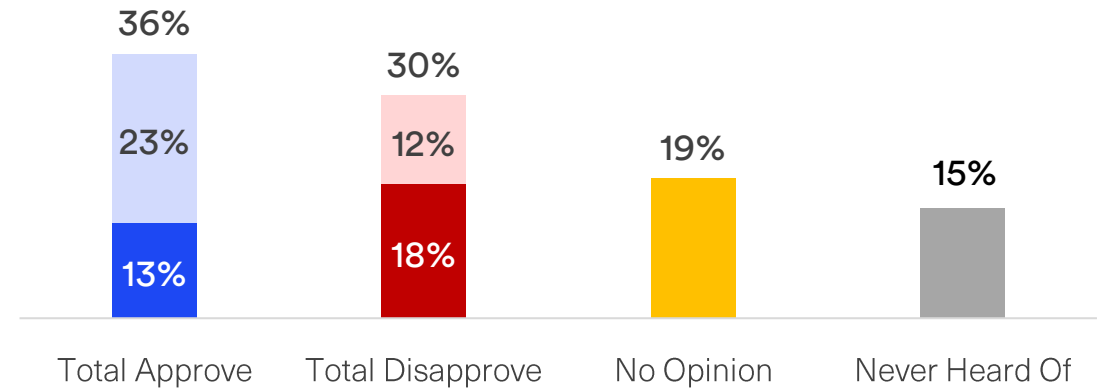
Q31. President Biden and Democrats in Congress recently passed a new Clean Energy Plan. From what you know about it, do you approve or disapprove of this plan? / Based on what you have seen and read in this survey, from what you know about it, do you approve or disapprove of the Clean Energy Plan that President Biden and Congress recently passed?

Strongly Approve    Somewhat Approve    No Opinion    Somewhat Disapprove    Strongly Disapprove    Never Heard Of

## Nevada



## COMBINED STATES\*



\* Based on aggregated data from MI, WI, PA, GA, AZ, and NV registered voters.

# All four proof points on the Clean Energy Plan are popular with Nevadans. **Creating new good-paying jobs is especially popular with approval shifters.**



Q32. Below are four policies recently passed by Congress and signed into law by President Biden. Please rate how you feel toward each one.

■ Very Favorable (8-10)    ■ Somewhat Favorable (6-7)

**Approval Shifters\***

*Showing % Total Favorable*

Upgrading the U.S. electrical grid so it is able to handle much greater use, save money, able to deliver more electricity from clean energy sources, and is more reliable during extreme weather.



**83%**

Creating new good-paying jobs and expanding job training in clean energy industries for a range of workers, from scientists and engineers to electricians and carpenters.



**88%**

Providing incentives to businesses and consumers that significantly reduce the cost of clean energy technologies that save them money and reduce pollution.



**82%**

Expanding and speeding up the transition to clean energy sources and ensuring that clean energy technologies will be developed and manufactured in the United States.



**75%**



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# Talking about the Clean Energy Plan

# Thinking about the impacts of the Clean Energy Plan generally, Nevadans prioritize monetary savings that will impact their households; reducing pollution attracts approval shifters

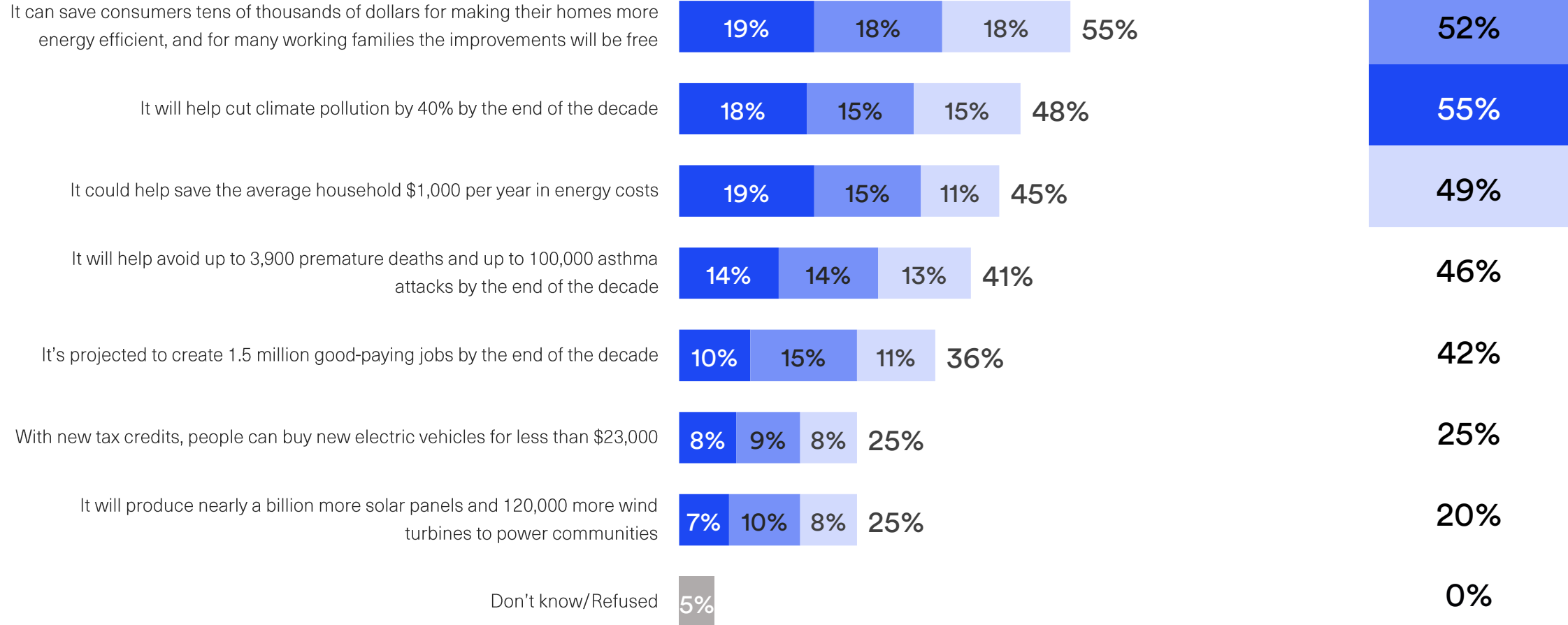


Q39. Here are some specific impacts of these policies. Please rank the two or three that are the most important to you personally.

■ Ranked First Choice   
 ■ Ranked Second Choice   
 ■ Ranked Third Choice

Approval Shifter

Showing % Total Ranked



# All the tested potential Clean Energy Plan outcomes in Nevada make most Nevadans feel more positive toward clean energy, especially **improving the electricity grid, cutting consumer costs, and creating jobs in-state.**

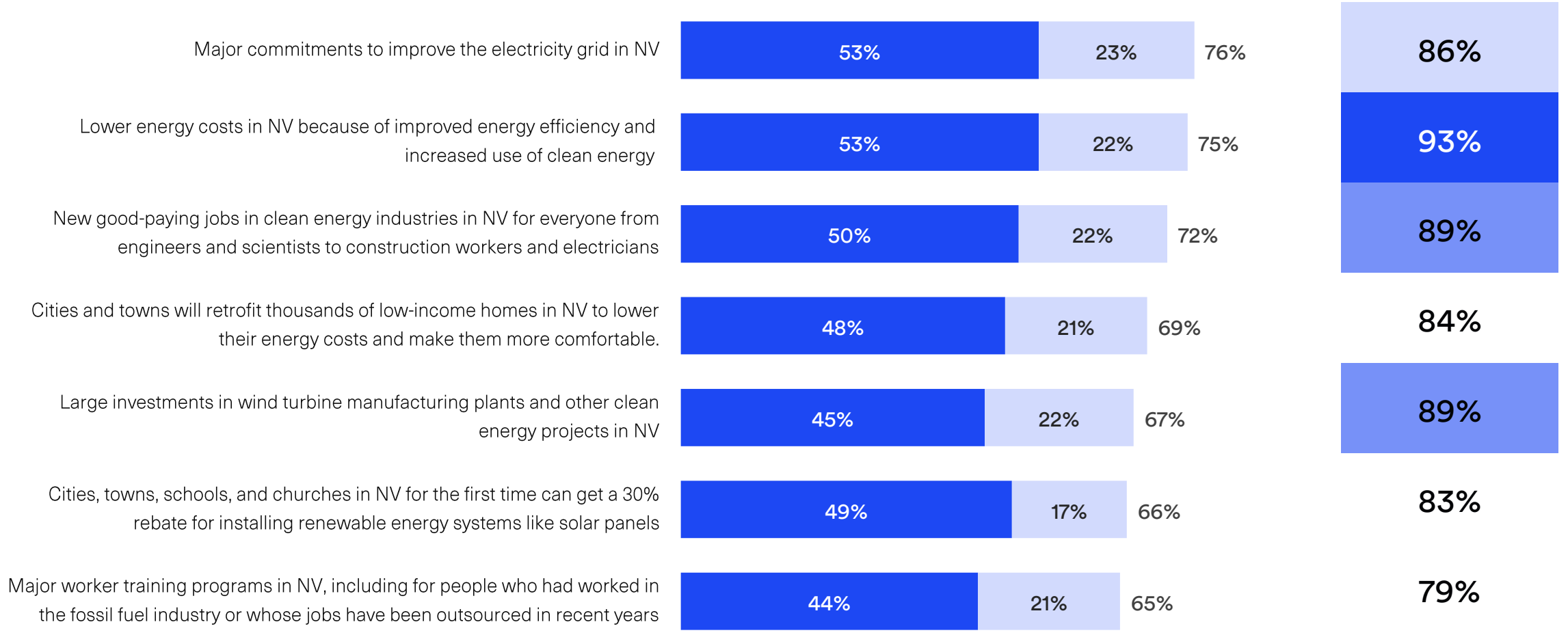


Q40. In the next two years, states and the Biden administration will be implementing the policies that we've been discussing. Some things that you could see happen in NV as part of this are listed below. Please rate how each one would affect your thinking about expanded use of clean energy.

- Much more positive about expanded clean energy
- Somewhat more positive about expanded clean energy

### Approval Shifters

Showing % Total More Positive



# Proof of progress and delivery on the Clean Energy Plan at both the national and state level inspires hope with Nevadans, with state level progress carrying more credibility among voters of color.

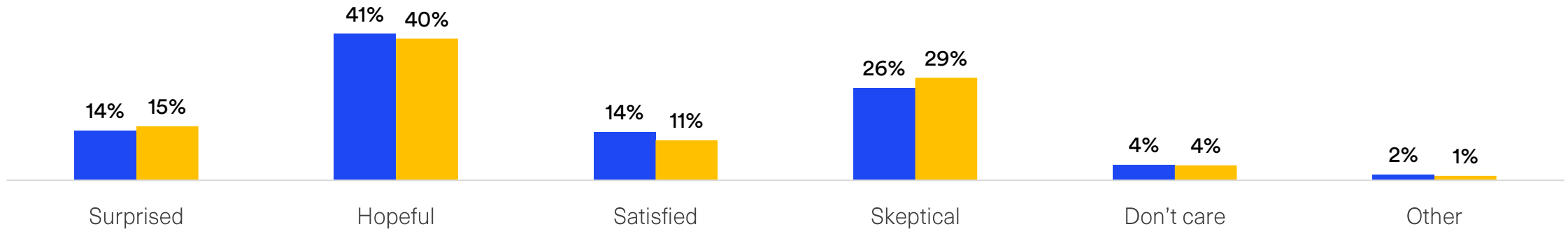


41. Here is some more information about the economic and job benefits of the Clean Energy Plan. Which of the following words or phrases best describes how you feel about this?

[SSA – National] “In just the last eight months since the passage of this Clean Energy Plan, companies from across the country have already announced over [191 new clean energy projects](#) that will [deliver over \\$242 billion](#) into local economies and [create over 142,000 new jobs.](#)”

[SSB - State] “In just the last eight months since the passage of this Clean Energy Plan, companies in Nevada have already announced over \$4 billion in clean energy investment and created over 10,000 good-paying clean energy jobs.”

■ National ■ State



National Only	White	Latino	AAPI	POC	GenZ	Mill.	GenX	Silent/Boomer	DEM	IND	GOP	Approv. Shifters
Skeptical	28%	24%	26%	22%	15%	21%	29%	33%	11%	22%	48%	12%
Hopeful	42%	38%	23%	40%	44%	44%	33%	42%	55%	39%	26%	54%

State Only	White	Latino	AAPI	POC	GenZ	Mill.	GenX	Silent/Boomer	DEM	IND	GOP	Approv. Shifters
Skeptical	33%	18%	15%	21%	17%	27%	25%	37%	18%	33%	40%	29%
Hopeful	37%	49%	46%	45%	41%	43%	41%	35%	54%	28%	30%	40%





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# Public Opinion Shift and Next Steps

# Isolated proof points and positive messaging increase approval for the Clean Energy Plan 17 points (a big shift that is rare to see in public opinion research.)

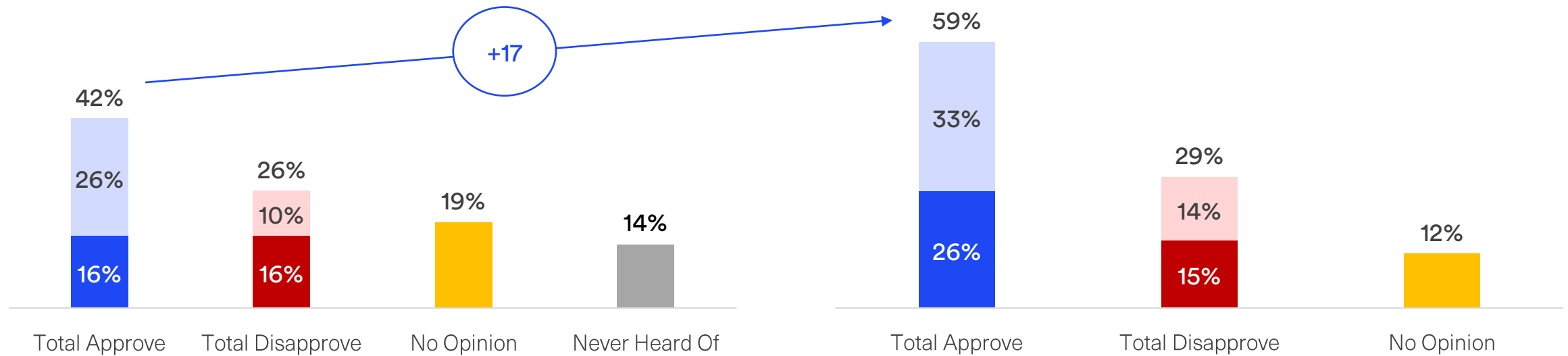


Q31/43. President Biden and Democrats in Congress recently passed a new Clean Energy Plan. From what you know about it, do you approve or disapprove of this plan? / Based on what you have seen and read in this survey, from what you know about it, do you approve or disapprove of the Clean Energy Plan that President Biden and Congress recently passed?

Strongly Approve    Somewhat Approve    No Opinion    Somewhat Disapprove    Strongly Disapprove    Never Heard Of

## INITIAL ASK

## INFORMED ASK



# 25% of Nevadans move towards approving of the Clean Energy Plan by the end of the poll after learning more about the plan and its impacts.



Q31/42 President Biden and Democrats in Congress recently passed a new Clean Energy Plan. From what you know about it, do you approve or disapprove of this plan? / Based on what you have seen and read in this survey, from what you know about it, do you approve or disapprove of the Clean Energy Plan that President Biden and Congress recently passed?

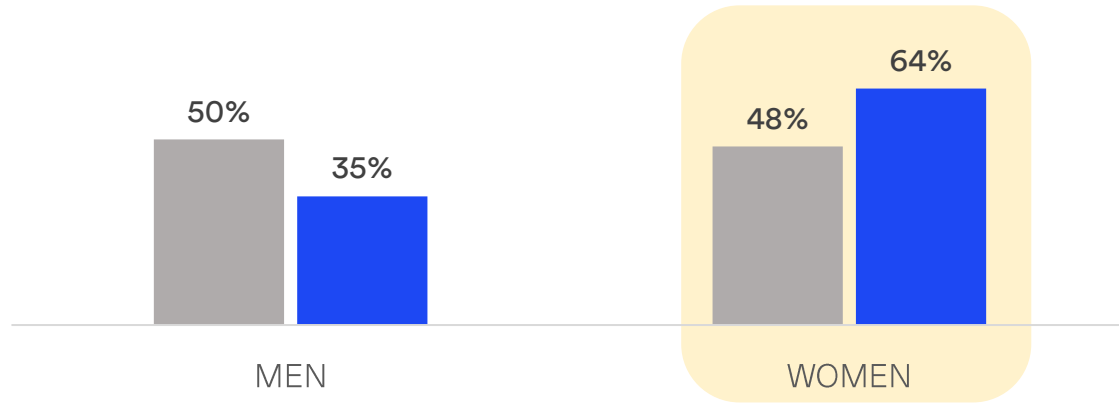
Groups that were MORE LIKELY than Nevadans overall to move towards approving of the plan	
41%	of <b>GenZ Women</b> move towards approval
36%	of <b>Non-College Educated Women</b> move towards approval
35%	of <b>Voters Ages 18-35</b> move towards approval
35%	of <b>Non-College Voters Ages 18-49</b> move towards approval
34%	of <b>Latina Voters</b> move towards approval
33%	of <b>White Women</b> move towards approval

# Demographic Profile of Nevadans who Moved Towards Approving of Clean Energy Plan

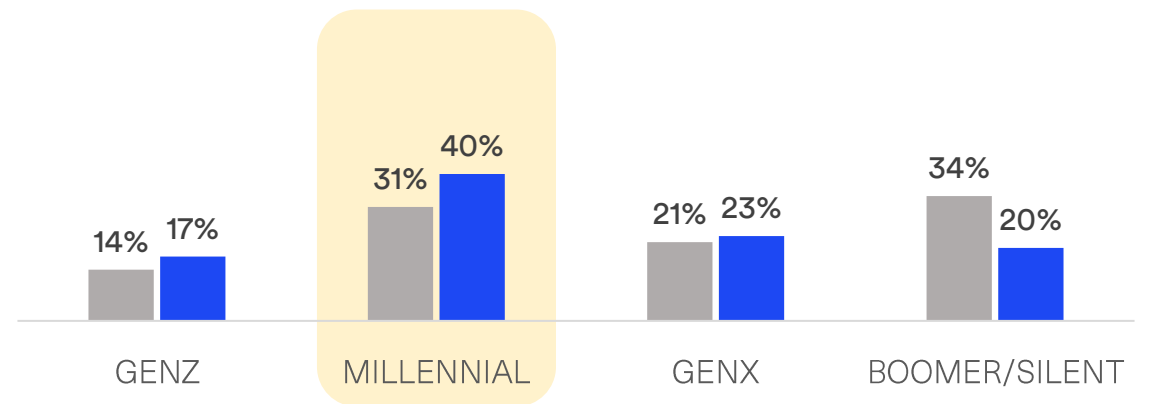


■ All Nevada Voters ■ Approval Shifters

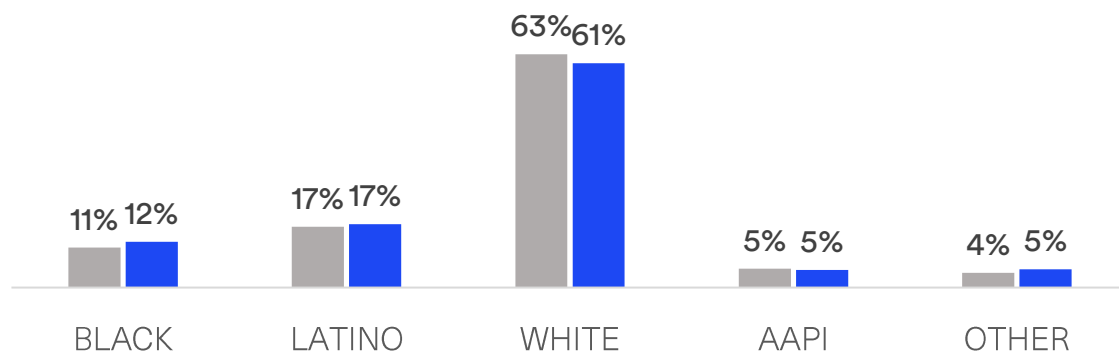
## GENDER



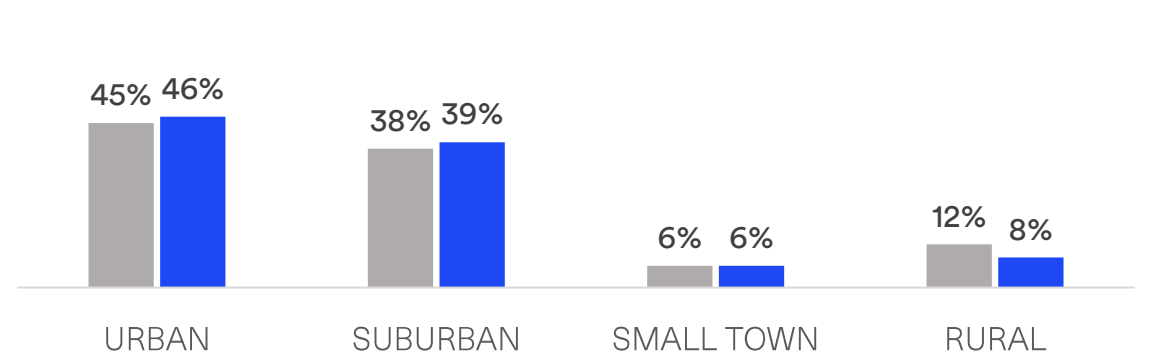
## GENERATIONS



## RACE



## URBANICITY

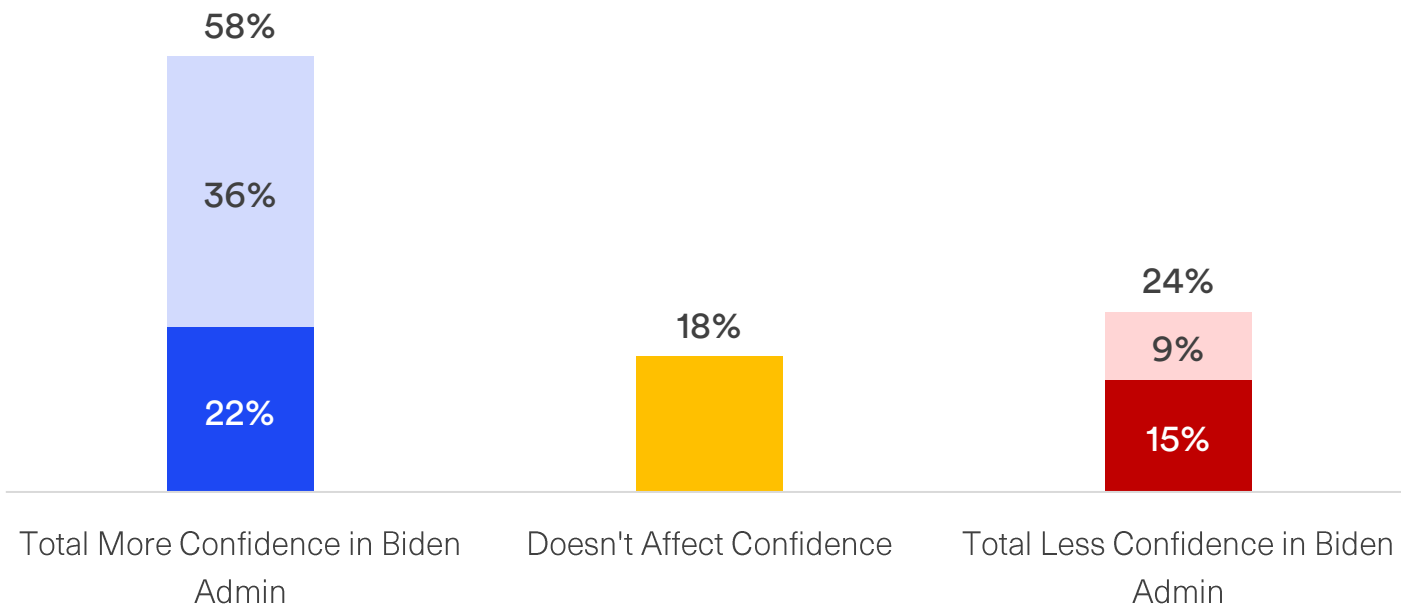




# Educating Nevadans on the policies and progress in the Clean Energy Plan increases confidences in the Biden administration, especially with self-ID Democrats, GenZers, and voters of color.

Q43. President Biden and his administration have led the passage of the clean energy and climate policies we have been discussing, and he is leading the effort to promote investments in clean energy manufacturing and good-paying jobs. Does this give you...?

■ Much More Confident    
 ■ Somewhat More Confident    
 ■ Doesn't Affect Opinion  
■ Somewhat Less Confident    
 ■ Much Less Confident



## Total More Confident (58%) *Overindex on Being More Confident*

86%	of Citizens who voted for Biden in 2020 feel more confident
84%	of Liberals feel more confident
82%	of Self-ID Democrats feel more confident
66%	of Millennials feel more confident
65%	of Urban Voters feel more confident
64%	of Black Voters feel more confident
62%	of Voters of Color feel more confident



# Other Issues

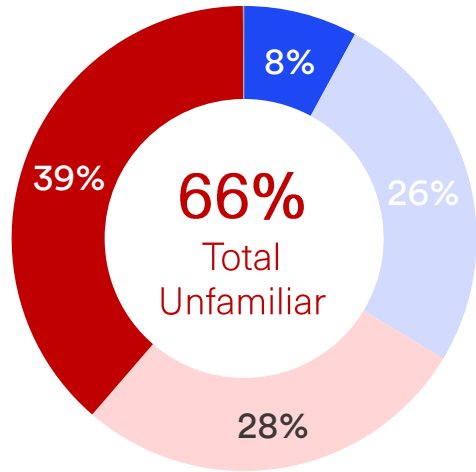


# Nevadans are not familiar with Project Willow and do not have strong opinions either in favor or against it (Gen Z drives disapproval.)



Q46. How familiar are you with the oil drilling project called "Project Willow" in Alaska?

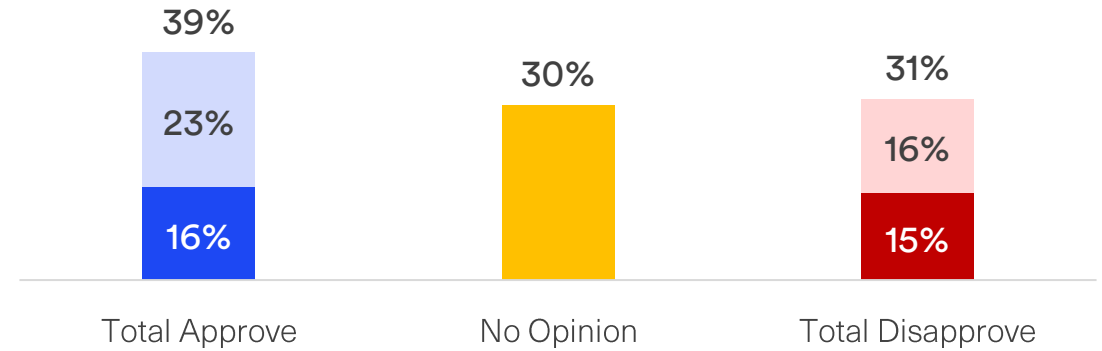
■ Very Familiar      ■ Somewhat Familiar  
■ Not that familiar      ■ Not at all familiar



	White	Latino	AAPI	POC	GenZ	Mill.	GenX	Silent/Boomer	DEM	IND	GOP
Total Familiar	32%	40%	35%	36%	30%	39%	32%	31%	38%	25%	37%
Total Unfamiliar	68%	60%	65%	64%	70%	61%	68%	69%	62%	75%	63%

47. Do you approve or disapprove of President Biden approving one of the largest oil developments on federal land in Alaska, also known as Project Willow?

■ Strongly Approve      ■ Somewhat Approve      ■ No Opinion  
■ Somewhat Disapprove      ■ Strongly Disapprove



	White	Latino	AAPI	POC	GenZ	Mill.	GenX	Silent/Boomer	DEM	IND	GOP
Total Approve	41%	37%	34%	36%	32%	35%	36%	48%	44%	21%	51%
Total Disapprove	31%	38%	38%	33%	42%	37%	27%	25%	32%	37%	24%

# A majority of Nevadans agree that utility companies should be held accountable, clean energy investments should include labor standards, and ESG factors should be allowed in investment decisions.



49. Please rate how important you consider each of the following potential measures to be. Using a scale from 0 to 10, where “10” means that it is very important, “5” means that it is neither important or unimportant, and “0” means that it is not important at all. You may use any number from 0 to 10, depending on how you feel.

Very Important (8-10)   Somewhat Important (6-7)   Neutral (5)   Somewhat Unimportant (3-4)   Not Important At All (0-2)

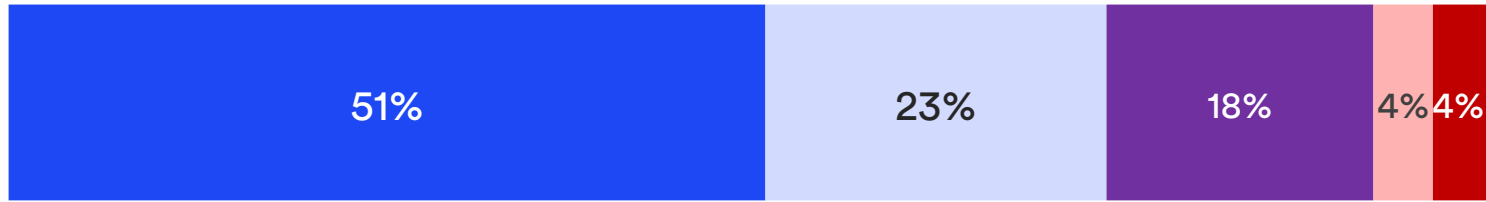
Mean importance  
Showing Mean importance on 0-10 Scale

Utility companies should be held accountable when there are major outages or disruption to connection for customers



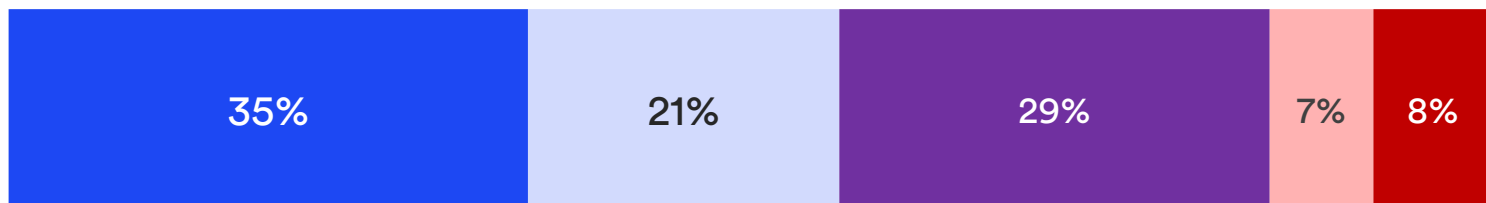
7.6

Major clean energy investments should require strong labor standards that are designed to create local jobs right here in NV that pay family-supporting wages and benefits, include strong worker protections, high-quality training, and a voice on the job.



7.3

Financial managers should be allowed to consider environmental factors when making investment decisions for public retirement funds



6.3



# Summary Findings

## 1

Nevadans who shift to approving of the Clean Energy Plan are already largely supportive of Democrats in Congress and the Biden Administration – they just need more information.



The groups most likely to move toward approval for the Clean Energy Plan once given information are those who lack information at the beginning, including young Nevadans and women. We move many of those Nevadans to approval in our poll by simply educating them on progress. Nevadans overall feel favorable toward clean energy, the policies in the Clean Energy Plan, and the potential impacts of the Plan in Nevada after we give them information.

## 2

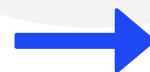
Nevadans feel most favorable toward elements of the Clean Energy Plan centered on economic and pocketbook issues.



Connect the progress of the Clean Energy Plan with putting money back into people's pockets and creating new, good-paying jobs in the energy sector. Localize the progress with wins in their own communities/state and define the clear relationship between clean energy and economic opportunity. Connect pollution and public health as the problem and the Clean Energy Plan as the solution.

## 3

Educating Nevadans on the Clean Energy Plan increases confidence in the Biden Administration to promote investments in clean energy.



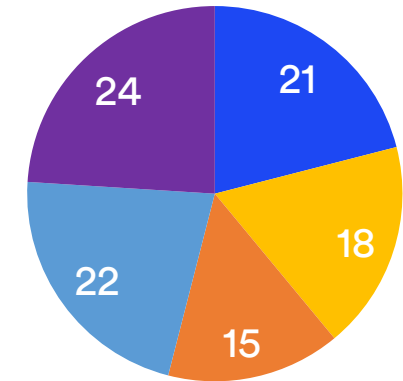
Nevadans are generally unaware of the Clean Energy Plan and the progress already made. We can build trust between Nevadans and Democrats in Congress and the Biden Administration by pointing to wins both nationally and in their own communities (i.e., more jobs, clean energy projects, and investments.) Highlight what we have already accomplished as proof that we can do more to make these goals a reality.



# Appendix

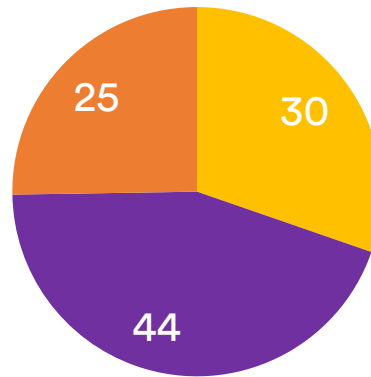


### AGE



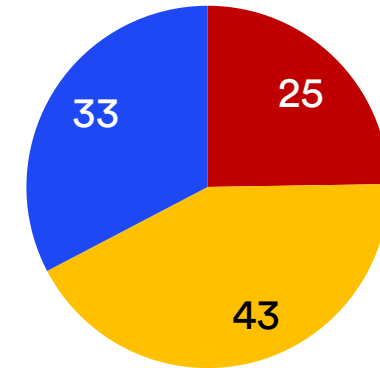
- 18 - 29
- 30 - 39
- 40 - 49
- 50 - 64
- 65+

### EDUCATION



- High School or Less
- Some College
- College or Grad School

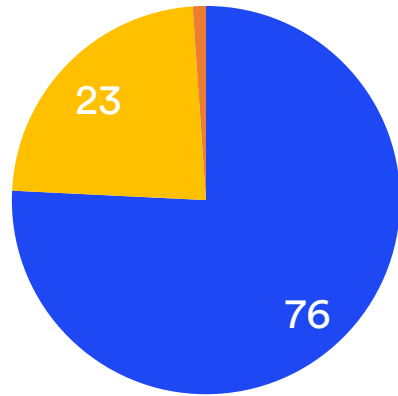
### PARTY ID



- Rep
- Ind
- Dem

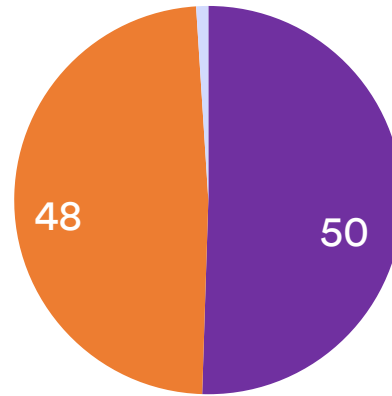


### DMA



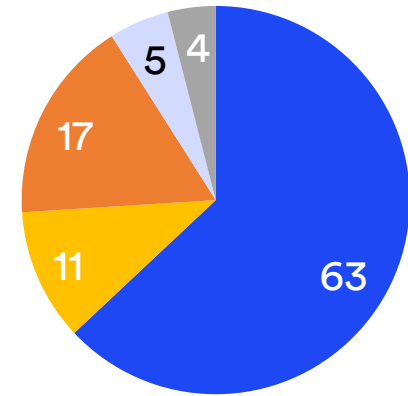
- Las Vegas DMA
- Reno DMA
- Other

### GENDER



- Men
- Women
- Gender Non-Conforming/Other

### RACE



- White
- Black
- Latino
- AAPI
- Other