



NATIONAL ASSOCIATION OF  
Manufacturers

## Voters Overwhelmingly Support Energy Efficiency

A national survey among 1,000 likely voters clearly illustrates broad support for energy efficiency. Nine in ten voters support using energy efficient products and believe it's important to include energy efficiency as part of our country's energy solutions. The support for energy efficiency cuts across demographic and political lines. Two-thirds are more likely to vote a candidate for congress who supports energy efficiency policies.

- **66%** disapprove of the job congress is doing in addressing energy issues and meeting the country's energy needs. One-quarter (24%) approves of the job congress is doing.
- **94%** support using energy efficient products. Seven in ten (70%) "strongly" support it. Only 5% opposes using energy efficient products. The support is broad and intense among all demographic and political groups.
- **90%** believe it's important to include energy efficiency as part of our country's energy solutions. This overwhelming sentiment is evident among Republicans (86%), Democrats (99%) and Independents (88%). The majority (56%) says it's "very" important. Only 9% say it's not important.
- **74%** support investing taxpayers' dollars on energy efficiency technologies, innovations and programs if it would save consumers more money. Less than one-quarter (22%) opposes it. The majority support cuts across political lines: Republicans (63% to 33%), Democrats (91% to 6%) and Independents (68% to 29%).
- **67%** are more likely to vote for a candidate for congress who supports energy efficiency policies. The majority of Republicans (51%), Democrats (86%) and Independents (66%) are all more likely to vote for such a candidate.
- **69%** are more likely to support investing taxpayers' dollars on energy efficiency if the investments in energy efficiency won't raise taxes, won't add to the federal deficit and won't have any government mandates on consumers. This makes two-thirds or more of voters regardless of party affiliation more likely to support investing taxpayers' dollars on energy efficiency: Republicans (65%), Democrats (78%) and Independents (67%).

**Methodology:** This national survey of 1,000 likely general election voters was conducted between September 22-26, 2013. Seven hundred (700) interviews were conducted by professional interviewers via telephone and 300 interviews were conducted online among respondents who only have cell phones. Interview selection was at random within predetermined geographic units. These units were structured to statistically correlate with actual general election turnouts. The accuracy of the sample of 1,000 likely general election voters is within +/- 3.1% at a 95% confidence interval.

Specifically, do you approve or disapprove of the job Congress is doing in addressing energy issues and meeting the country's energy needs?

<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>
24	66	10

Do you support or oppose using energy efficient products, such as energy saving light bulbs, programmable thermostats or Energy Star-certified appliances to reduce energy use?

<u>Support</u>	<u>Oppose</u>	<u>Don't Know</u>
94	5	1

How important is it for Congress to include energy efficiency as part of our country's energy solutions?

<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Important</u>	<u>Don't Know</u>
56	34	9	1

Do you support or oppose investing taxpayers' dollars on energy efficient technologies, innovations and programs now if it would save consumers like you more money?

<u>Support</u>	<u>Oppose</u>	<u>Don't Know</u>
74	22	4

Would you be more likely or less likely to vote for a candidate for Congress who supports energy efficiency policies? If it would make no difference, just say so.

<u>More Likely</u>	<u>Less Likely</u>	<u>No Difference</u>	<u>Don't Know</u>
67	25	5	3

Please tell me whether the following statement makes you more likely or less likely to support investing taxpayers' dollars on energy efficiency. If it would make no difference, just say so.  
*"The investments in energy efficiency won't raise your taxes, won't add to the federal deficit and won't have any government mandates on consumers."*

<u>More Likely</u>	<u>Less Likely</u>	<u>No Difference</u>	<u>Don't Know</u>
69	19	9	3