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to help maximize growth

Attitudes on clean technology
trending in the wrong direction



Pew Research survey offers
sobering snapshot



Pew
Research
Center

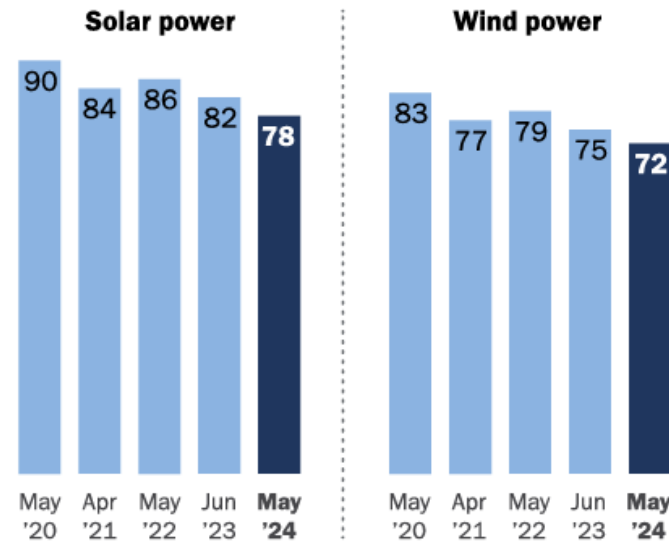
The Pew Research Center just released a survey titled *How Americans View National, Local and Personal Energy Choices*.

Pew is a respected organization, and their findings should serve as a wake-up call to the climate movement.

Attitudes toward wind and solar remain supportive, but less so

Support for expanding wind, solar power in the U.S. has fallen since 2020

% of U.S. adults who say they *favor* more ___ in the country



Note: Respondents who gave other responses or did not give an answer are not shown.

Source: Survey of U.S. adults conducted May 13-19, 2024.

"How Americans View National, Local and Personal Energy Choices"

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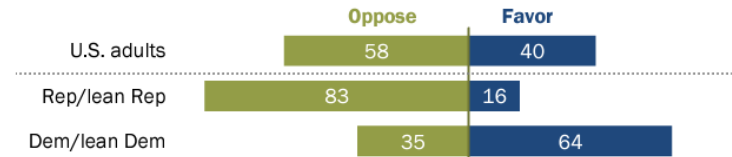
- In percentage terms support for wind and solar has waned about 13% since 2020.
- This has manifest in something we covered last year: an increasing number of local ordinances making it more difficult to develop renewable projects.
- In August 2023, National Renewable Energy Laboratory (NREL) reported that local-level ordinances regulating wind and solar projects had grown from 286 in 2018 to 1,853 in 2022.

Attitudes on EVs aren't faring any better



58% of Americans oppose rules aimed at dramatically increasing electric vehicle sales in the U.S.

% who say they ___ rules that would make electric vehicles at least half of all new cars and trucks sold in the United States by 2032



Note: Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted May 13-19, 2024.
"How Americans View National, Local and Personal Energy Choices"

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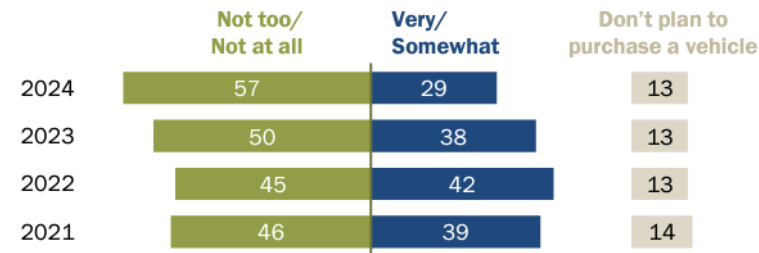
- As we noted yesterday, attempting to force-feed the public to change its behavior is an ill-conceived strategy.

- This findings are consistent with reports of softening EV demand in the U.S.

- The findings also illustrate the clear political divide.

Declining share of Americans say they are likely to consider buying an electric vehicle

% of U.S. adults who say that the next time they purchase a vehicle, they are ___ likely to seriously consider purchasing an electric vehicle



Note: Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted May 13-19, 2024.
"How Americans View National, Local and Personal Energy Choices"

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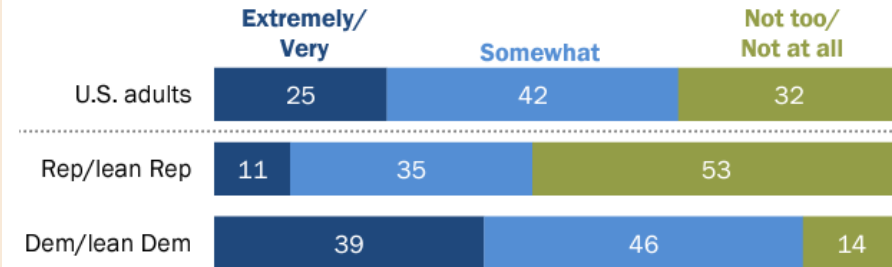
We've been driving gas-powered cars for over 100 years. You simply can't alter something that engrained in a decade.



This may be the most disturbing finding

1 in 4 Americans say limiting their 'carbon footprint' is extremely or very important to them

% who say it is ___ important to them, personally, to limit their 'carbon footprint' (that is, the carbon emissions produced by everyday activities like electricity use, driving, travel and the things you buy)



Note: Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted May 13-19, 2024.

"How Americans View National, Local and Personal Energy Choices"

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- Getting people to make small changes to lower their personal carbon footprint is something that can be accomplished in a relatively short period of time. (i.e. turning thermostats down, increase recycling, reduce water use, environmentally friendly driving habits...)
- Yet only 25% of Americans view it as extremely or very important. That illustrates a failure of policy and messaging.

Until people are convinced that they must take personal responsibility to help combat the problem, you're spitting into the wind.



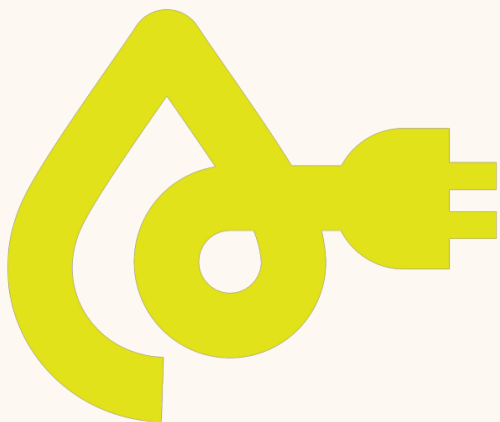
The survey has a multitude of additional key findings that we'll review next week.

More next week



This survey is more than a wake-up call that the strategy needs to change.

It can serve as a roadmap in formulating what those changes need to be.



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Unbiased and Unfiltered

- An honest assessment of the climate change effort.
- I cover what's working – but more important - the issues/roadblocks that the industry would prefer to ignore.
- A must-read for anyone with a desire to understand what's really going on with renewable energy and climate change.



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