

Date: June 10, 2019  
To: Interested Parties  
From: Luntz Global Partners



LUNTZGLOBAL

Re: **Findings and Insights on GOP Climate Strategy**

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We at Luntz Global have spent *decades* understanding America's perspective on climate change – their knowledge, beliefs, and values. This is *the very first time*, we have found a policy proposal to tackle climate change with *genuine* voter appeal on BOTH sides of the aisle. We have reached a tipping point. Both in public opinion, *and in our understanding of how to shape it*. This memo sets the scene.

The policy proposal is called "*Carbon Dividends*," and involves charging fossil fuel companies for their carbon emissions, while reducing climate regulations that are no longer needed and returning the revenues raised *directly* back to the American people. This solution – originally co-authored by Republican senior statesmen James Baker and George Shultz – is promoted by the Climate Leadership Council.

To test the policy, we surveyed 1000 voters nationwide and conducted two of our world-standard Listening Sessions with sets of voters from *both* parties. The full results are available on the Climate Leadership Council's website. Here are the headlines:

I. **Climate Change is a GOP VULNERABILITY and a GOP OPPORTUNITY...  
Yes, Republican voters want a solution.**

It is on measures of *salience to vote* that we have detected the greatest change. 58% of Americans – *including 58% of GOP voters under 40* – are more concerned about climate change now than they were only one year ago. The appetite for seeing *real action* is palpable to voters of both sides. This underlying fact sets the stage for the country and defines the political landscape for climate change.

69% of GOP voters are concerned their party is '*hurting itself with younger voters*' by its climate stance. Meanwhile, 55% of GOP voters under 40 are '*very or extremely*' concerned about their party's position on climate change. In the listening sessions, we heard real *anger* that leadership has '*ceded the issue to the Dems.*'

II. **In the age of 'partisan divide,' this is the ONE area where BI-PARTISANSHIP trumps everything else.**

Typically, the most effective campaign approach is to build-out from the base... Not here; there's simply too much recognition that the politicking has blocked progress. Even in our current political atmosphere, 80% of all American voters say it's important for any national climate solution to be *bipartisan*.

Americans across the country are looking to see *real* leadership that can spearhead a bipartisan solution to climate change. These feelings are set to carry to the ballot box. *Most American voters (65%), including a majority of Republicans (53%), have said they would be more likely to support a candidate who supported Carbon Dividends*. In other words, this plan – in stark contrast to the 'Green New Deal' – has *significant, measurable impact on Vote*.

III. **Voters believe the U.S. *must* change direction on climate policy.**

The '*political temperature*' on climate change has shifted – perhaps permanently. Three in four American voters want to see the government step in to limit carbon emissions – including *a majority of Republicans (55%)*. Voters' concerns simply aren't being adequately addressed – by the president *or Congress*. Fully six out of ten of voters believe U.S. climate policy is headed pretty seriously off on the wrong track. And *this INCREASES among swing voters...* While both parties cling to strong support on their 'core' issues, if those should falter, environmental policy – and its influence on younger voters in particular – could prove decisive.

IV. **Voters – Republican and Democratic – support the Climate Leadership Council's "Carbon Dividends Solution."**

The Climate Leadership Council's solution, called Carbon Dividends, was met with across-the-board support. The plan, which would charge carbon producers for their emissions and return that money directly to the American people, was met with voter support by 4-to-1 overall, and Republican support (overall more naturally skeptical towards carbon reduction) by 2-to-1.

What is truly striking is the support for this plan among the younger voters. Under-40 GOP voters support the plan by more than 6-to-1. And for swing voters, under-40s support the plan by more than 8-to-1.

V. **The *transformative* element in this climate solution: Paying money back to the American people.**

As part of the climate policy, the Climate Leadership Council's solution would return the money gathered from the fee charged to carbon producers directly back to the American people. To explore how Americans felt about this pillar of the plan, we listened to focus groups to hear directly from voters. When asked how they felt about paying this money back out to Americans, one GOP focus group participant summed the groups' feelings:

***"It's good for business, jobs... everybody gets something."***

*– GOP Focus Group Participant*

GOP voters are on board with Carbon Dividends because they believe it will grow the economy, add jobs, help their pocketbooks, and make American businesses more competitive across the world. It's this component that motivates Republicans to support *candidates* who will sign onto the Carbon Dividends Solution.

***"Show us economically viable solutions, that it's a serious problem, and that people are willing – across economic interests – to pitch in globally to do it, and I'm buyin'..."***

*– GOP Focus Group Participant*

**Methodology:** Luntz Global Partners LLC conducted an online poll of n=1,000 nationwide voters from May 7-8, 2019 on behalf of the Climate Leadership Council. The sample is demographically representative of voters, with minor weights on age, gender, geographic region, and voting behavior. Results for the full sample have a margin of error of +/-3.1%, subgroups will be larger. Full survey results are available [here](#). For further information, contact [Beth Youra](#) at Luntz Global or [Greg Bertelsen](#) at the Climate Leadership Council.