



To: Interested Parties

From: Global Strategy Group

Date: June 9, 2021

Re: New Survey Shows Michiganders Back Buy Clean and Buy American Initiatives

President Biden and Congress are determined to pass historic legislation to modernize the nation's infrastructure, from repairing roads and bridges, to expanding broadband access and sources of clean energy. Democrats and Republicans may differ on which projects to prioritize or how to pay for them, but they generally agree we need to build a lot of stuff. With significant momentum behind these proposals, in tandem with public desire to see this administration support American businesses and workers and tackle climate change, advocates have an opportune window to merge these interests by supporting Buy Clean policies. A Buy Clean procurement framework encourages government spending on infrastructure materials that are produced using fewer carbon emissions and positions U.S. manufacturers to be more environmentally conscious and competitive. Antiquated perceptions of a zero-sum game between job creation and climate efforts have faded in the public eye, as more reliable and more affordable clean energy is now seen as means of creating jobs and boosting manufacturing, rather than hindering jobs and industry.

A new Global Strategy Group¹ survey of 503 registered Michigan voters shows that this momentum is reflected in the priorities and demands of the state's electorate. In a state with a strong and long-standing relationship to America's manufacturing industry, including the 19% of voters in the state who report living in a manufacturing or construction household and the 61% who reside in counties with significant shares of the population employed in manufacturing, the importance of bolstering domestic industry while reducing emissions is vastly supported. The majority of Michigan voters see the manufacturing sector in the state getting weaker (59%), as do 54% of those who live in manufacturing counties and 74% of independents. Michigan voters thus see a need for these initiatives and are looking for their representatives in Congress to support Buy Clean policies.

Support is growing for a transition to cleaner energy as Michigan voters see benefits for the economy and the environment

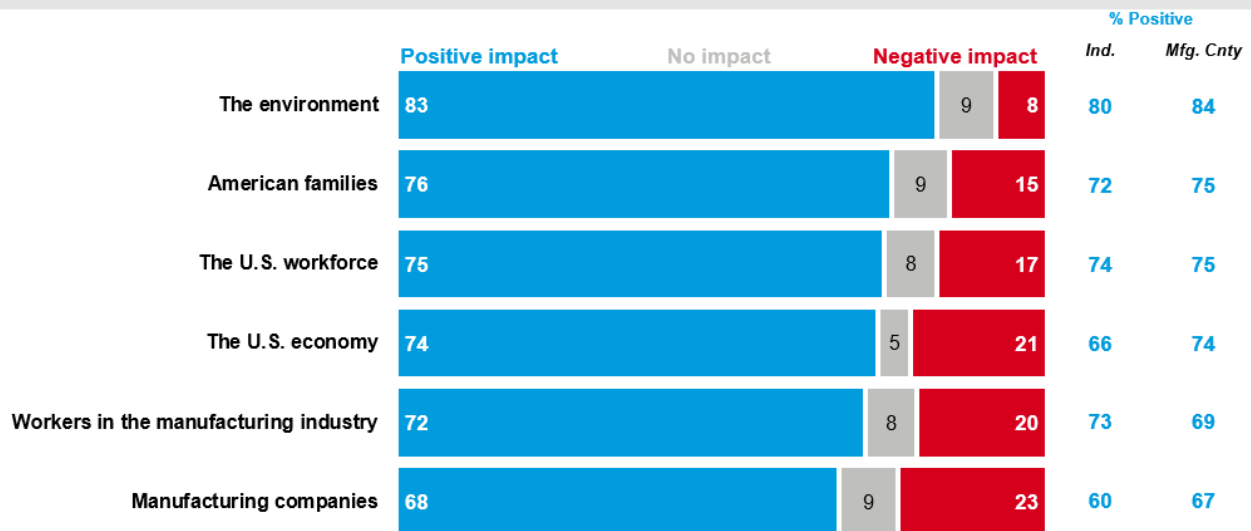
As clean energy continues to become more reliable and less expensive, Michiganders are increasingly supportive of transitioning to it. As fears of sky-high costs have generally not been realized, three in five (62%) say they have grown more supportive of transitioning to cleaner energy over the last few years, including 62% of those who reside in manufacturing counties and 59% of independents.

¹ Global Strategy Group is the go-to public opinion research firm for candidates running in some of the toughest seats in the country. Global Strategy Group has twice been named pollster of the year by the non-partisan American Association of Political Consultants (AAPC) and was involved in all four of the 2020 Senate races that flipped from red to blue. For more information about Global Strategy Group, please see <https://www.globalstrategygroup.com/>.

For more information about polling generally and the accuracy of issue polling, please see Pew Research's March 2021 study showing that "errors of the magnitude seen in some of the 2020 election polls would alter measures of opinion on issues by an average of less than one percentage point" at the following link: <https://www.pewresearch.org/methods/2021/03/02/what-2020s-election-poll-errors-tell-us-about-the-accuracy-of-issue-polling/>.

Contrary to the old debate that often pits imposing environmental regulations against creating jobs, voters believe regulations that encourage clean, American-made materials will *benefit* American manufacturers rather than hurt them. When asked whether manufacturing regulations that encourage clean, American-made materials will either help American companies “who are already doing the right thing” or “hurt American companies” by raising costs, three in four (74%) say additional regulations will help, while just 26% say they will hurt. Among those who reside in manufacturing counties, these numbers are nearly identical (73% help / 27% hurt). Majorities of Michiganders recognize a range of potential beneficiaries of these standards – with the greatest benefits going to the environment (83% positive impact), American families (76%), and the U.S. workforce (75%). Among those in manufacturing counties, the environment (84%), the workforce (75%), and American families (75%) are also seen as those with the most to gain.

Please indicate if you think setting these standards would have a positive impact, negative impact, or no impact on each one



Buying Clean remains supported even with pressure from the opposition

Voters support requiring the government to use materials that are sustainably produced in infrastructure projects. Almost two in three (64%) Michigan voters support requiring manufacturing companies to disclose the carbon emissions of products they sell to the American government (including 67% of those who live in manufacturing counties). Likewise, almost seven in ten (66%) Michigan voters support requiring the American government to buy more sustainable construction materials for taxpayer-funded infrastructure projects.

Michiganders are so overwhelmingly supportive of buying both cleaner and American-made materials that they are willing to pay for it. Even when posed in a framework of increasing total cost of a public project by 2%, 82% of Michigan voters say requiring cleaner construction materials would still be worth the taxpayer dollars, and 87% say it would be worth the taxpayer dollars to pay for a 2% increase in public project costs if they were to require American-made construction materials. Even against an opposition argument that “we cannot afford” higher taxes to pay for the costs that cleaner material standards might incur, a majority of voters support the Buy Clean-based arguments that we cannot afford to keep paying for low-quality products made cheaply by foreign companies that pollute the environment or cost American jobs.

Question	Overall	Manufacturing Counties
Do you support or oppose requiring manufacturing companies to disclose the carbon emissions of the products they sell to the U.S. government?	64 / 14 Support Oppose	67 / 12
For infrastructure projects that use taxpayer dollars, do you support or oppose requiring the U.S. government to buy construction materials, like cement and steel, only from manufacturers that create less pollution and use less energy?	66 / 17 Support Oppose	65 / 19
If requiring <u>American-made construction materials</u> for a bridge or a building increased the total cost of the project by 2%, do you think that would be:	87 / 13 Worth Not worth taxpayer dollars	83 / 17
If requiring <u>cleaner construction materials</u> for a bridge or a building increased the total cost of the project by 2%, do you think that would be:	82 / 18 Worth Not worth taxpayer dollars	80 / 20

Michigan voters' support for a wide range of clean materials proposals reflects their commitment to Buying Clean and Buying American. Across all individual proposals tested to support “clean, American-made manufacturing and reduce carbon emissions,” more than seven in ten support each one, including one in three Michigan voters who “strongly support.” Among independents and those who live in manufacturing counties in the state, support is nearly as strong.

Please indicate if you support or oppose each policy to support clean, American-made manufacturing and reduce carbon emissions.

	Support	Don't know	Oppose	% Support	
				Ind.	Mfg. Cnty
Providing incentives such as tax credits for companies that reduce their carbon emissions, adopt cleaner technology, and keep jobs in America	85	7	8	83	84
Promoting transparency of a product's environmental impact so purchasers can make informed choices about which products to buy	80	9	11	79	79
Setting standards on the carbon emissions from manufacturing companies	77	11	12	73	76
Setting standards on the carbon emissions from manufacturing companies that apply for contracts for U.S. government infrastructure products	76	11	13	67	74
Providing technical and financial assistance to help companies calculate and disclose their carbon emissions	74	11	15	70	74

Sustainability and supporting domestic manufacturing are winning issues for candidates, and opposing them will put vulnerable elected officials in Michigan in a tenuous position

Clean energy, climate change, and American manufacturing are issues that could sway voters for or against a candidate for elected office. Majorities of Michiganders say they could not vote for a candidate who opposes efforts to “support American manufacturing and prevent outsourcing” (58%), “transitioning to clean energy” (52%), or “efforts to combat climate change” (56%).

Voters choose candidates who support standards for cleaner, American-made materials over those who do not.

When presented with no other details about potential Senate candidates, 61% of Michigan voters would vote for a Democrat who supports standards for requiring clean materials on federal infrastructure projects over a Republican who does not, far surpassing self-identified partisanship in the state (45% Democratic/41% Republican); 64% say the same of a Democrat who supports environmental policies that create jobs over a Republican who does not. Three in four (73%) also grow more favorable to an elected official – with no party specified – who supports buying less polluting, American-made construction materials than one who does not.

Question	Overall
If the election for U.S. Senate was held today and this were all you knew about the candidates, for whom would you vote: a Democratic candidate who supports setting standards to increase the use of clean materials for federal infrastructure projects OR a Republican candidate who opposes setting standards to increase the use of clean materials for federal infrastructure projects?	61 / 39 Democrat Republican

ABOUT THE POLL

Global Strategy Group conducted an online survey of 503 registered Michigan voters between May 6 and May 13, 2021. The survey had a confidence interval of +/- 4.4%. Care has been taken to ensure the geographic and demographic divisions of the populations of the electorates are properly represented, and the data was weighted to the actual 2020 results statewide.