



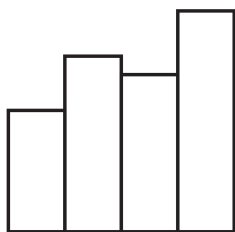
# EPC Community Poll Wave 1

Environmental Polling Consortium

November 2024

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# **EPC Community Poll Wave 1**

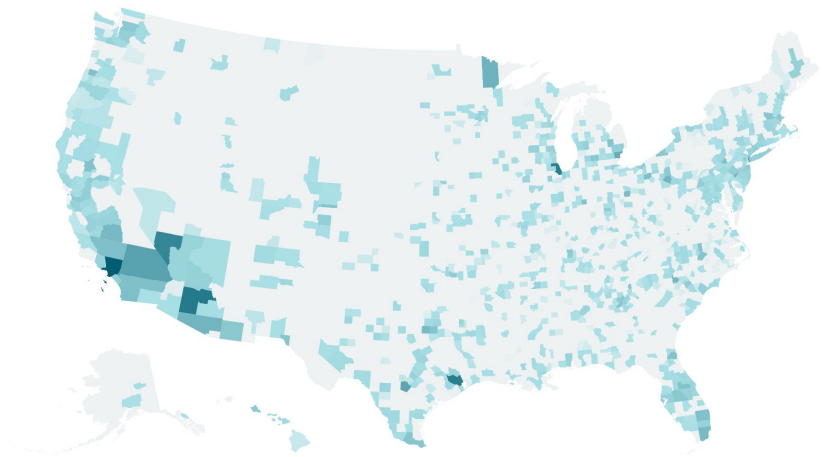
## **Survey Methodology**

# Methodology

From September 27 to October 9, 2024, Data for Progress conducted a survey of **2,701 U.S. registered voters** nationally using web panel respondents. The sample was weighted to be representative of registered voters by age, gender, education, race, and urbanicity. The sample was also weighted to account for a minimum of **400 Black, 400 Latino, and 600 rural interviews** collected to ensure overall proportional representation of registered voters. See Rural Methodology slide in the Appendix for rural identification strategy.

The survey was conducted in **English and Spanish**. The margin of error associated with the sample size is **±2 percentage points**. Results for subgroups of the sample are subject to increased margins of error. Partisanship reflected in tabulations is based on self-identified party affiliation, not partisan registration. For more information please visit [dataforprogress.org/our-methodology](https://dataforprogress.org/our-methodology).

## Respondents by County



53% **Female** | 47% **Male**

68% **White** | 11% **Latino** | 13% **Black**

35% **College** | 65% **Non-college**

42% **Under 45** | 58% **Over 45**

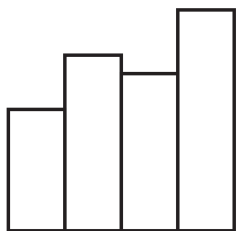
42% **Democrat** | 24% **Independent** | 34% **Republican**

19% **Rural** | 32% **Expanded Rural**

# Key Findings

- Awareness of the IRA and its energy efficiency and electrification incentives is beginning to grow among national voters, and voters have an appetite for these policies.
  - More than three in five voters express interest in making electrification upgrades, and they get their information about these topics from searching the internet or talking to friends and family.
- Upgrade costs and a lack of certainty about qualifying for tax credits and rebates remain the two largest barriers to home electrification and efficiency upgrades, while energy savings are the strongest motivation by far for pursuing electrification or energy efficiency upgrades.
- Majorities of voters report positive statements about cost savings from energy efficiency upgrades and about new clean energy jobs from the IRA make them more likely to support federal investments in clean energy and energy efficiency.
- Losing household energy savings or economy-wide air quality improvement benefits from the IRA are the most effective messages to push back against IRA repeal.



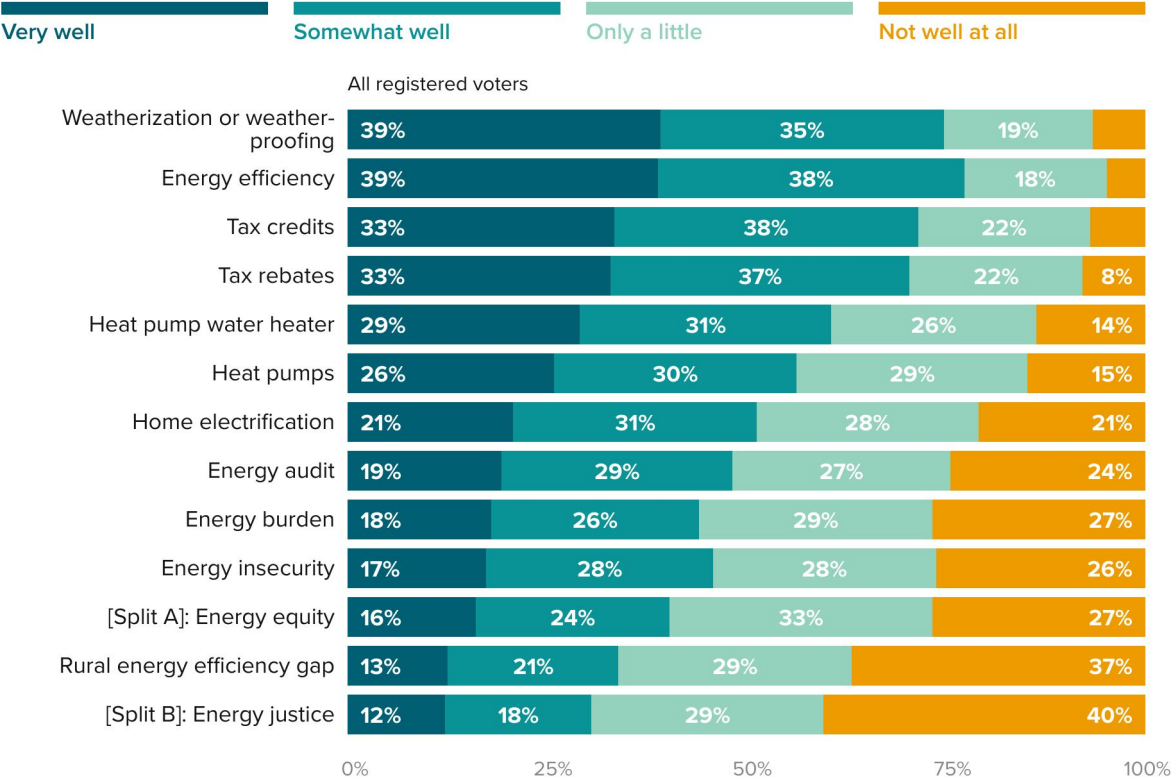


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# Landscape

# Some Key Energy Efficiency Terms Have Broken Through, While Others Remain Unfamiliar

Generally speaking, how well would you say you understand the following items or phrases?



Voters express some degree of familiarity with key terms and phrases related to energy efficiency and electrification upgrades, including **weatherization** and **energy efficiency**.

However, despite some of these terms breaking through, majorities of respondents say that they understand technical terms like **energy audit** and **energy insecurity** only a little or not well at all.

Sept. 27-Oct. 9, 2024 survey of 2,701 U.S. registered voters



# Across Demographic Groups, Voters Report Similar Levels of Understanding Regarding Key Terms Related to Energy Efficiency

Generally speaking, how well would you say you understand the following items or phrases?

Survey respondents who selected: *Very well or Somewhat well*

	Topline	Black or African American	White	Latino	Own	Rent	Rural
Energy efficiency	77%	72%	80%	72%	82%	74%	79%
Weatherization or weather-proofing	74%	71%	78%	67%	79%	70%	81%
Tax credits	71%	76%	72%	67%	74%	71%	70%
Tax rebates	70%	71%	72%	63%	75%	67%	71%
Heat pump water heater	60%	65%	58%	62%	63%	60%	61%
Heat pumps	56%	60%	56%	57%	61%	52%	59%
Home electrification	52%	54%	51%	54%	55%	48%	52%
Energy audit	48%	49%	48%	48%	53%	45%	47%
Energy burden	44%	45%	42%	50%	46%	42%	46%
Energy insecurity	45%	52%	43%	55%	46%	48%	44%
[Split A]: Energy equity	40%	51%	36%	51%	39%	43%	42%
Rural energy efficiency gap	34%	42%	30%	42%	35%	34%	34%
[Split B]: Energy justice	30%	39%	27%	39%	32%	31%	24%

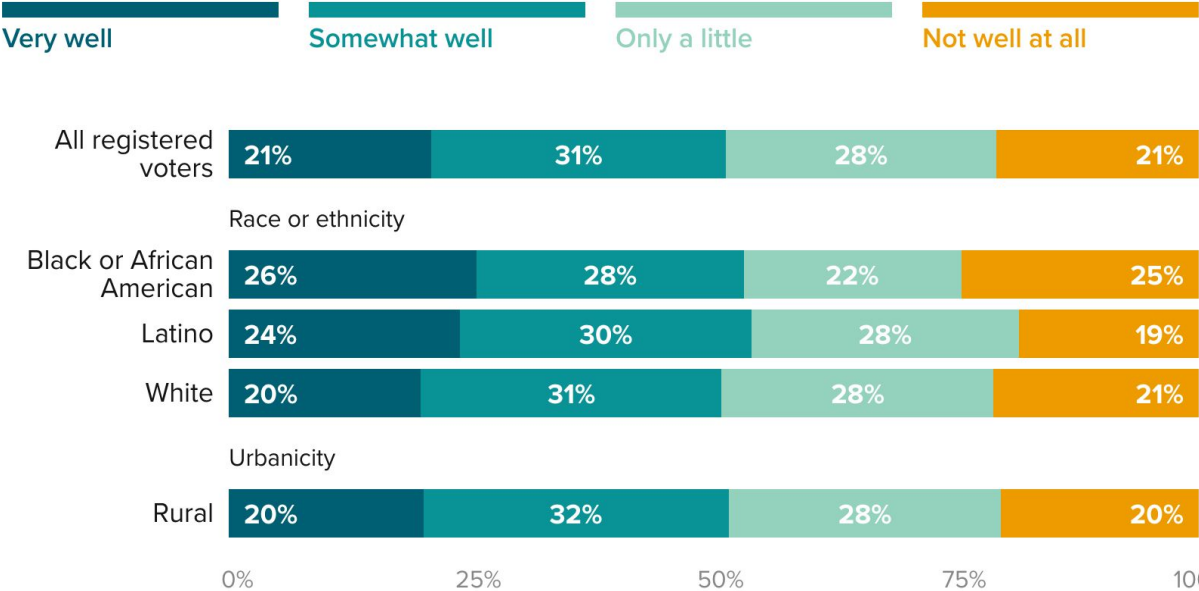
Patterns of understanding are generally similar across key demographic groups, including by **race and ethnicity, home ownership status, and rural residency.**

Across demographic groups, **energy efficiency** and **weatherization** are the most well-understood terms tested.

# About Half of Registered Voters Report Understanding Home Electrification

Generally speaking, how well would you say you understand the following items or phrases?

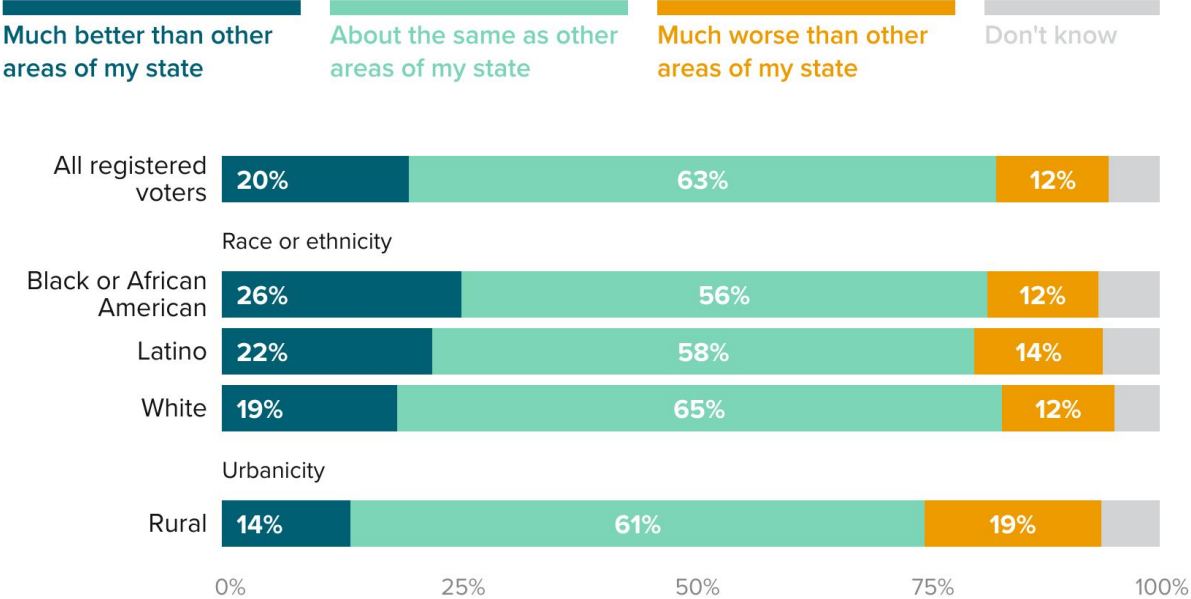
– Home electrification



Many of the key tax credits and incentives from the IRA relate to **home electrification**, including support for Americans to purchase heat pumps and other electric appliances, in addition to support for residential solar adoption.

# Voters Believe Their Communities Have Similar Levels of Energy Access Compared With the Rest of Their State

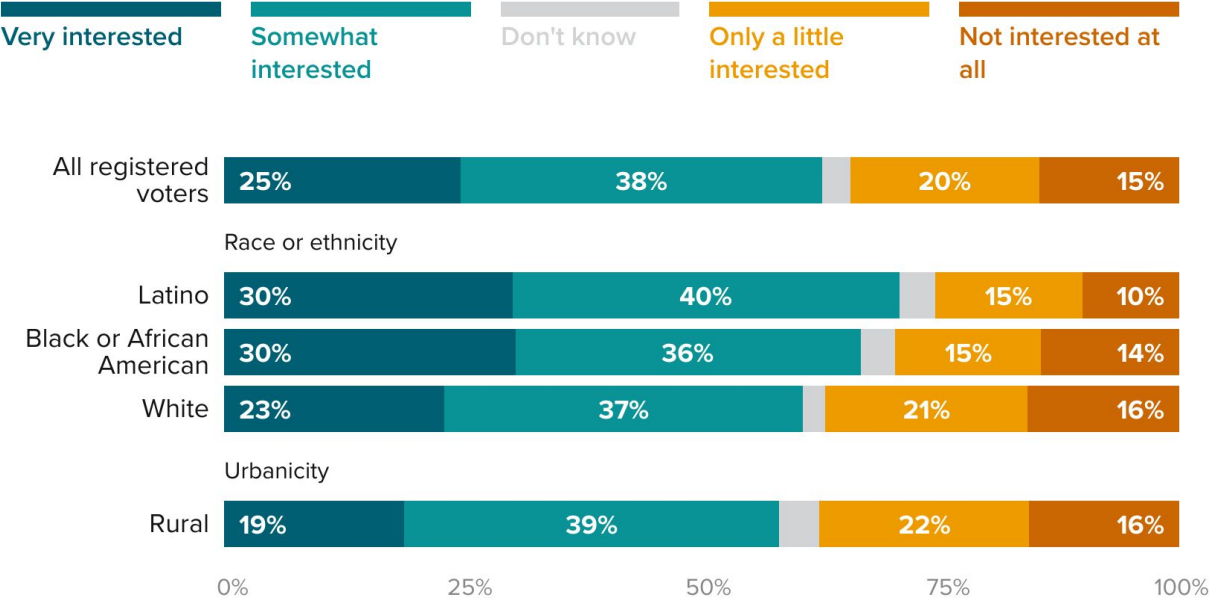
How would you describe your community's level of access to affordable and reliable energy options compared to other areas of your state?



Voters generally think their communities have similar quality of **access to affordable and reliable energy options** compared with other areas of their state (63%), including a majority of **rural** voters (61%), though they report somewhat more commonly that their access is **worse** (19%) than registered voters overall (12%).

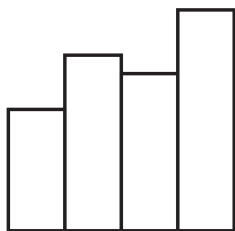
# A Majority of Registered Voters Are Interested in Home Electrification Upgrades

Generally speaking, how interested are you in upgrading your home with electrification or energy efficiency upgrades?



More than three in five voters (63%) say they are somewhat or very interested in **home electrification or energy efficiency upgrades**.

Interest is high for voters across race and ethnicity, while a majority of **rural voters** (58%) also express interest in makes these upgrades.



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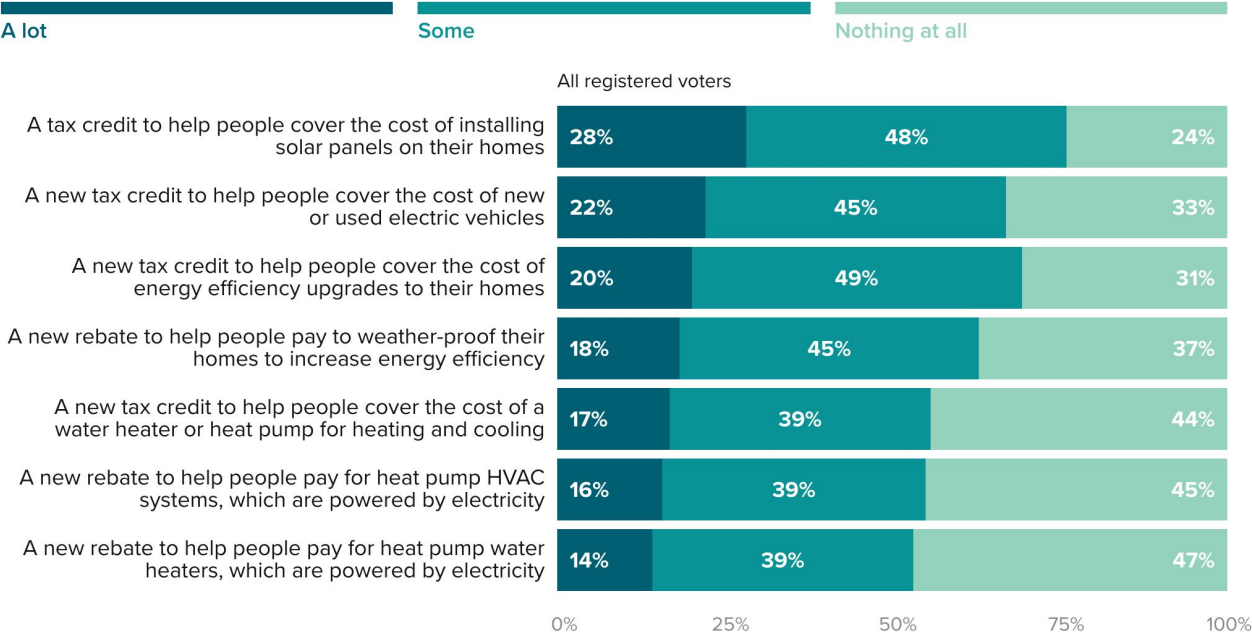
# **Familiarity with IRA Tax Credits and Rebates**

# Voters Have Heard Little About IRA Tax Credits and Rebates

As you may have heard, Congress passed the Inflation Reduction Act (IRA) in 2022. This law invests billions of dollars in clean energy and energy efficiency, including new tax credits and rebates for consumers.

Below are some consumer tax credits and rebates made available to some households across the U.S. by this law.

How much have you heard, read, or seen about each of the following tax credits or rebates?



Voters have heard the **most** about IRA tax credits helping people cover the cost of:

- Installing **solar panels**
- Purchasing new or used **electric vehicles**
- Making **energy efficiency home upgrades**

Voters are the **least familiar** with rebates helping people pay for **heat pump water heaters and heat pump HVAC systems.**



# Rural Voters Often Report Having Heard “Nothing at All” About IRA Tax Credits or Rebates

As you may have heard, Congress passed the Inflation Reduction Act (IRA) in 2022. This law invests billions of dollars in clean energy and energy efficiency, including new tax credits and rebates for consumers.

Below are some consumer tax credits and rebates made available to some households across the U.S. by this law.

How much have you heard, read, or seen about each of the following tax credits or rebates?

Survey respondents who selected: *Nothing at all*

	Topline	Black or African American	White	Latino	Own	Rent	Rural
A new rebate to help people pay for heat pump water heaters, which are powered by electricity	47%	39%	51%	39%	46%	47%	51%
A new rebate to help people pay for heat pump HVAC systems, which are powered by electricity	45%	40%	48%	36%	43%	46%	49%
A new tax credit to help people cover the cost of a water heater or heat pump for heating and cooling	44%	38%	47%	38%	43%	45%	49%
A new rebate to help people pay to weather-proof their homes to increase energy efficiency	37%	32%	39%	31%	37%	36%	41%
A new tax credit to help people cover the cost of new or used electric vehicles	33%	33%	34%	28%	29%	35%	39%
A new tax credit to help people cover the cost of energy efficiency upgrades to their homes	31%	27%	32%	28%	28%	32%	34%
A tax credit to help people cover the cost of installing solar panels on their homes	24%	24%	24%	22%	21%	26%	32%

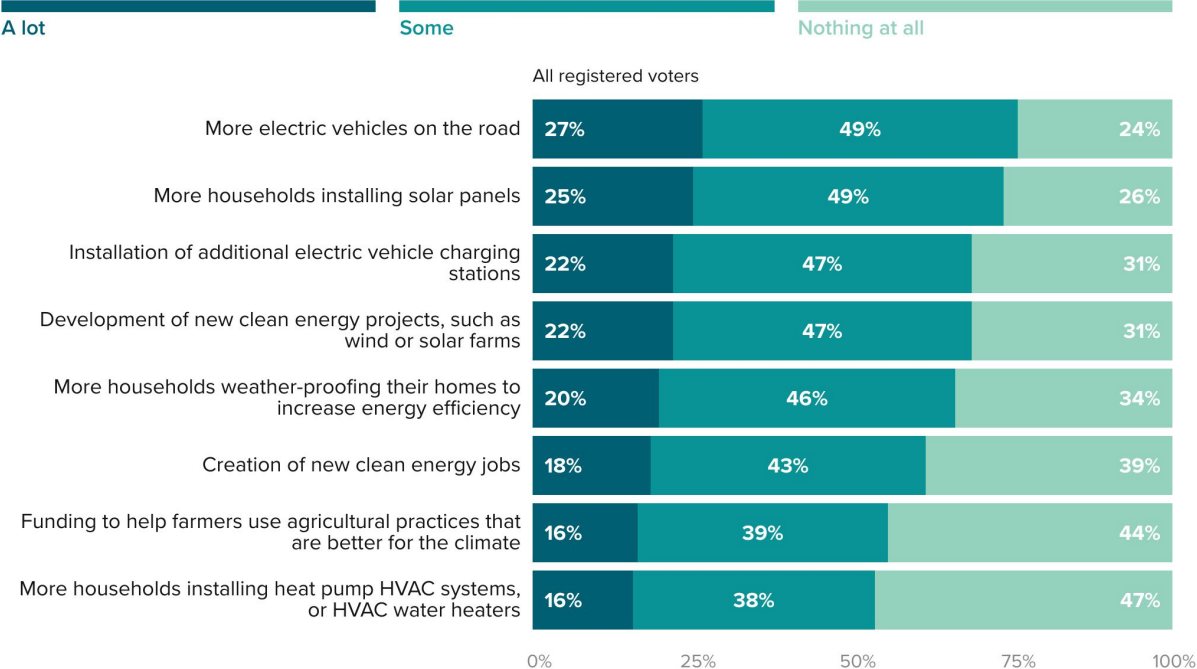
Voters report greater awareness of tax credits for **home solar installation** and **electric vehicles** than other financial incentives from the IRA.

Awareness is **slightly lower among rural voters** than among national registered voters.

# Few Voters Have Heard A Lot About Local Energy-Related Investments

As you may have heard, Congress passed the Inflation Reduction Act (IRA) in 2022. This law invests billions of dollars in clean energy and energy efficiency, including new tax credits and rebates for consumers.

How much have you heard, read, or seen about each of the following energy-related investments **in your area** in the last two years?



Voters have heard the **most** about **local investments in electric vehicles, solar panels, and new clean energy projects**. Around one in four voters report hearing ‘a lot’ about these investments, however, closer to half of voters (49% to 47%) report only hearing “some.”

Voters have heard the **least** about **local investments in heat pump HVAC systems** (47% report hearing nothing at all) and helping farmers use **climate-friendly agricultural practices** (44% report hearing nothing).

# Compared to Other Registered Voters, Rural Voters Hear Less About Local Energy-Related Investments

As you may have heard, Congress passed the Inflation Reduction Act (IRA) in 2022. This law invests billions of dollars in clean energy and energy efficiency, including new tax credits and rebates for consumers.

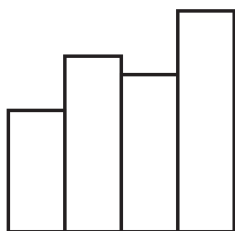
How much have you heard, read, or seen about each of the following energy-related investments **in your area** in the last two years?

Survey respondents who selected: *Nothing at all*

	Topline	Black or African American	White	Latino	Own	Rent	Rural
More households installing heat pump HVAC systems, or HVAC water heaters	47%	34%	51%	35%	47%	45%	52%
Funding to help farmers use agricultural practices that are better for the climate	44%	36%	49%	34%	46%	42%	51%
Creation of new clean energy jobs	39%	33%	42%	29%	38%	37%	48%
More households weather-proofing their homes to increase energy efficiency	34%	28%	37%	24%	34%	32%	37%
Installation of additional electric vehicle charging stations	31%	28%	34%	23%	30%	31%	42%
Development of new clean energy projects, such as wind or solar farms	31%	31%	32%	28%	30%	31%	37%
More households installing solar panels	26%	22%	28%	21%	25%	27%	32%
More electric vehicles on the road	24%	19%	27%	17%	23%	24%	34%

In terms of its visible impacts, **voters are just starting to see the IRA being implemented** around them.

Many report some awareness of energy-related investments in their local area across the last several years, while **rural voters report slightly less awareness** of these investments compared to other demographic groups.



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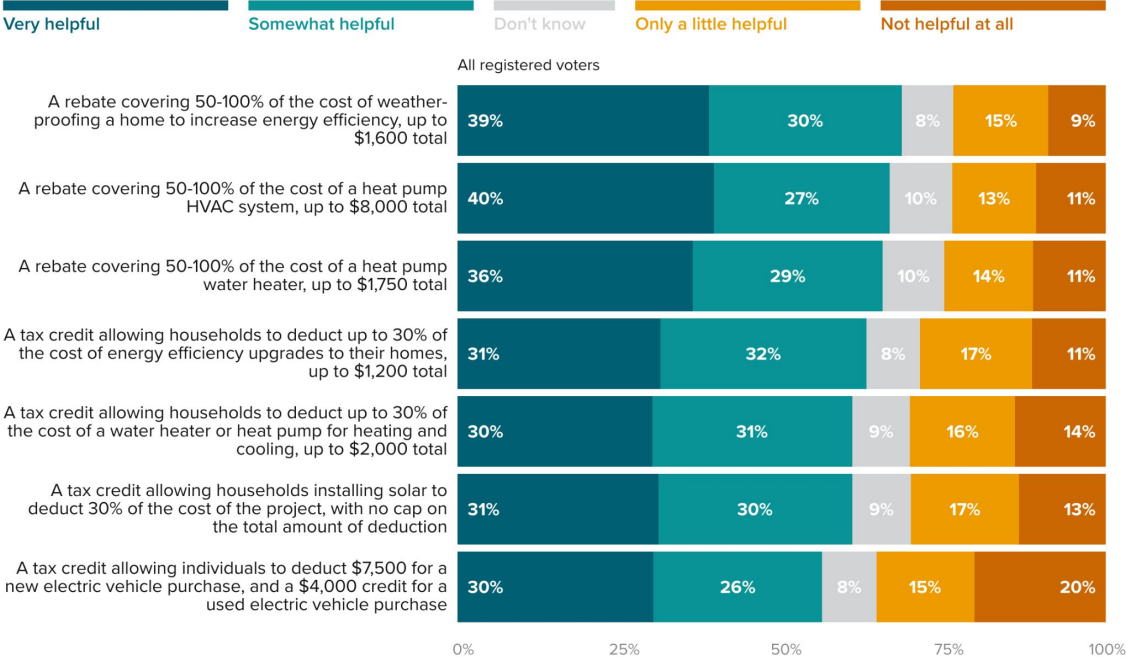
# **Interest and Barriers to Accessing Household Tax Credits**

# A Strong Majority of Voters Think Home Electrification and Efficiency Upgrades Would Be Helpful

Below are some consumer tax credits and rebates made available to some households in the U.S. by the Inflation Reduction Act.

These credits and rebates were designed to help households lower the costs of electrification and energy efficiency upgrades in their homes.

How helpful would each of the following incentives be in helping your household make electrification and energy efficiency upgrades to **your home**, if at all?



IRA financial incentives to help Americans install home electrification and energy efficiency upgrades are generally **seen as helpful** by strong majorities of the population.

**Rebates for home weather-proofing and for heat pump HVAC and water heater systems** are considered the most helpful financial incentives.

# IRA Rebates and Tax Credits Are Seen as Helpful by Voters Across Demographic Groups

Below are some consumer tax credits and rebates made available to some households in the U.S. by the Inflation Reduction Act.

These credits and rebates were designed to help households lower the costs of electrification and energy efficiency upgrades in their homes.

How helpful would each of the following incentives be in helping your household make electrification and energy efficiency upgrades to **your home**, if at all?

Survey respondents who selected: *Very helpful or Somewhat helpful*

	Topline	Black or African American	White	Latino	Own	Rent	Rural
A rebate covering 50-100% of the cost of weather-proofing a home to increase energy efficiency, up to \$1,600 total	69%	68%	68%	71%	74%	63%	66%
A rebate covering 50-100% of the cost of a heat pump HVAC system, up to \$8,000 total	67%	68%	66%	68%	71%	62%	64%
A rebate covering 50-100% of the cost of a heat pump water heater, up to \$1,750 total	66%	69%	65%	68%	69%	62%	63%
A tax credit allowing households to deduct up to 30% of the cost of energy efficiency upgrades to their homes, up to \$1,200 total	63%	66%	62%	64%	67%	59%	58%
A tax credit allowing households to deduct up to 30% of the cost of energy efficiency upgrades to their homes, up to \$1,200 total	63%	66%	62%	64%	67%	59%	58%
A tax credit allowing households to deduct up to 30% of the cost of a water heater or heat pump for heating and cooling, up to \$2,000 total	61%	65%	58%	67%	63%	59%	56%
A tax credit allowing individuals to deduct \$7,500 for a new electric vehicle purchase, and a \$4,000 credit for a used electric vehicle purchase	56%	65%	52%	66%	57%	57%	46%

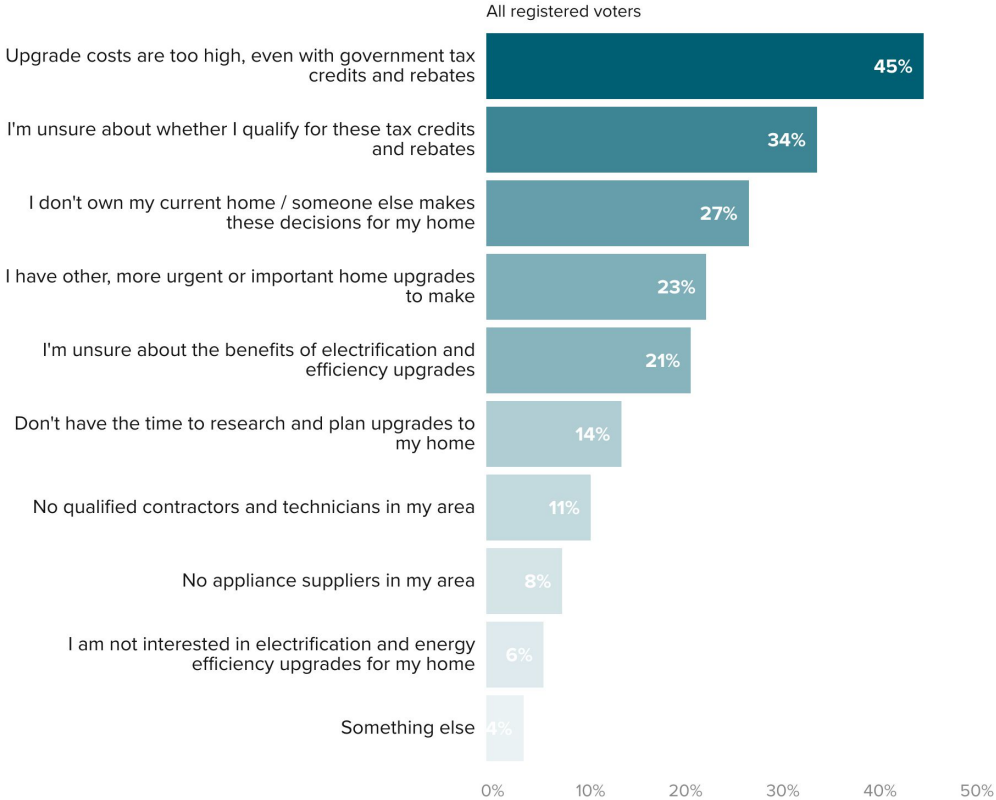
Despite less familiarity with IRA financial incentives than voters as whole, **rural voters** say that such incentives would be similarly helpful for their household making home electrification and energy efficiency upgrades.

We also note that despite little difference in familiarity levels between homeowners and renters, homeowners are more likely to view incentives as helpful.

Other demographic groups generally report similar views.

# Costs Are a Key Barrier to Electrification and Energy Efficiency Upgrades

Thinking about your own household, what barriers or challenges would **prevent** you from making electrification or energy efficiency upgrades to your home?

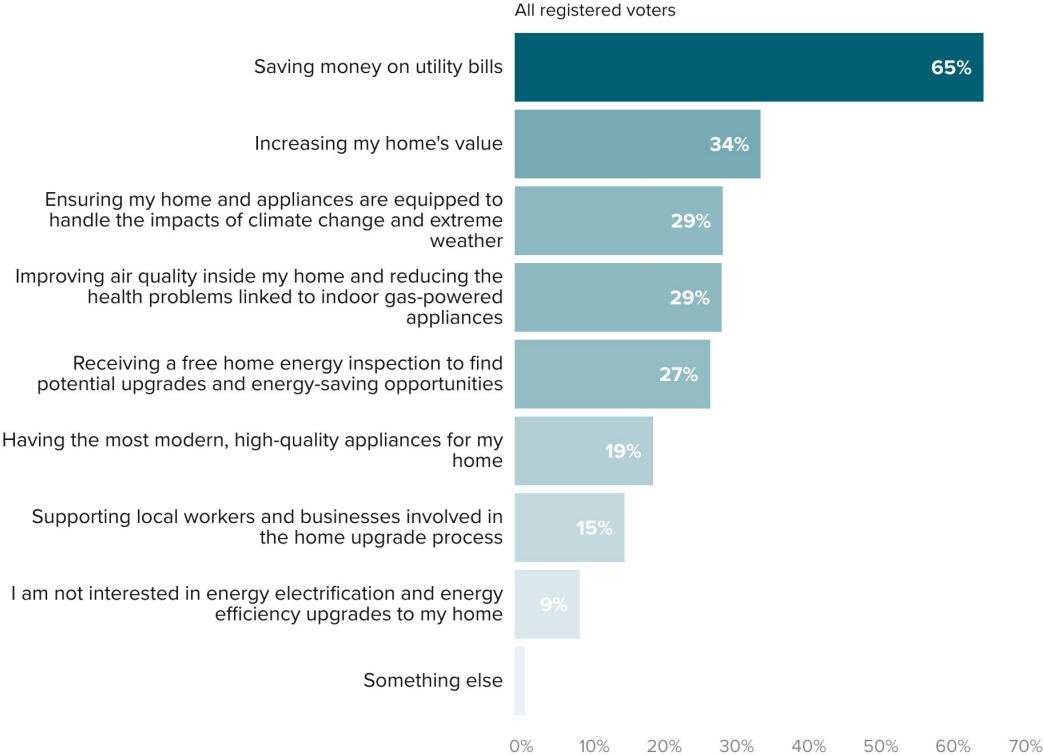


By a strong margin, **high upgrade costs, despite federal financial incentives**, are identified as the main personal barrier preventing voters from making home electrification and energy efficiency upgrades.

Beyond costs, voters also report being **unsure whether they qualify for federal support** to pursue these upgrades or say that someone else makes these decisions for their home.

# Cost Savings Are Seen as the Top Motivation for Energy Efficiency Upgrades

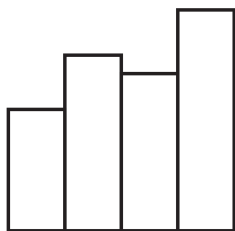
Thinking about your own household, which of the following options would **most** motivate you to pursue electrification or energy efficiency upgrades to your home?



Similar to barriers to adoption, costs are also one of the top issues **motivating** electrification and energy efficiency upgrades.

A strong majority of voters (65%) say that **saving money on utility bills** is the factor that would most motivate them to pursue these upgrades, followed by **increasing their home value**.



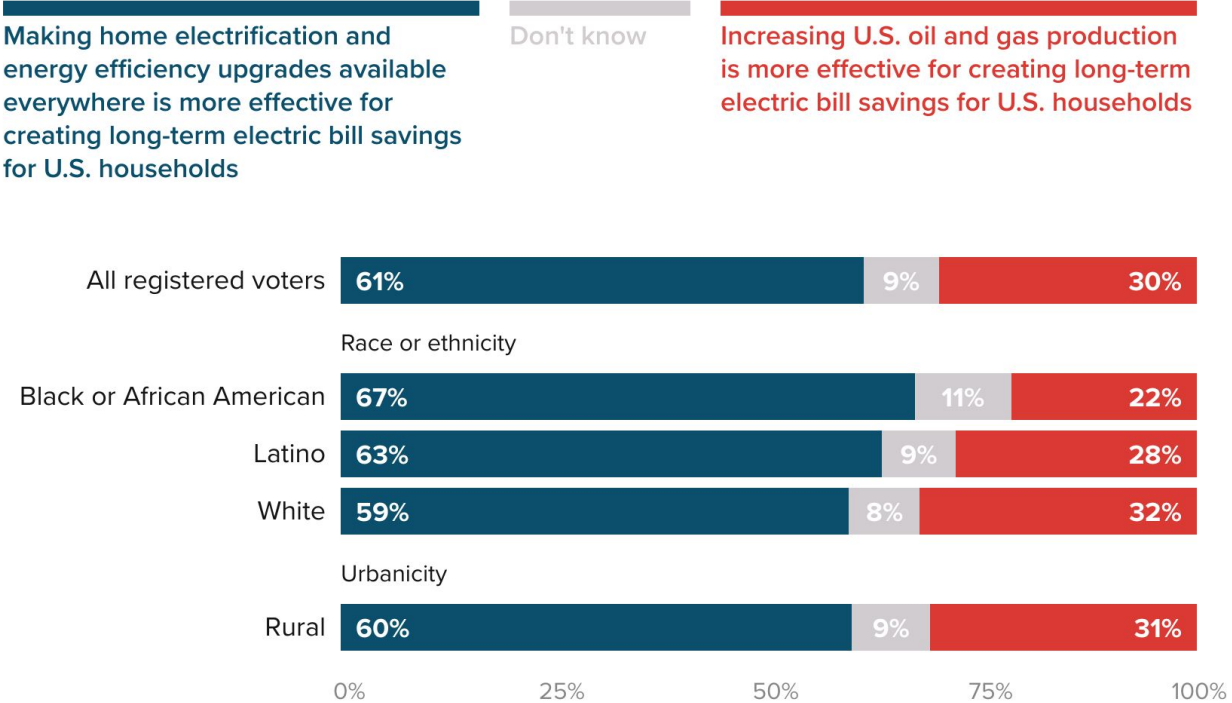


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# **Believability and Persuasiveness of Cost Arguments Around the IRA**

# Voters Think Home Electrification Is More Effective for Long-Term Bill Savings

When thinking about long-term electric bill savings for U.S. households, which of the following comes closer to your view, even if neither is exactly right?



By +31 points, voters think **home electrification and energy efficiency upgrades are more effective for long-term electric bill savings** (61%) than increasing U.S. oil and gas production (30%).

Voters across race and ethnicity and rural voters also believe this to be the case, with **Black voters** reporting even stronger belief in this view (67%, a +45-point margin).

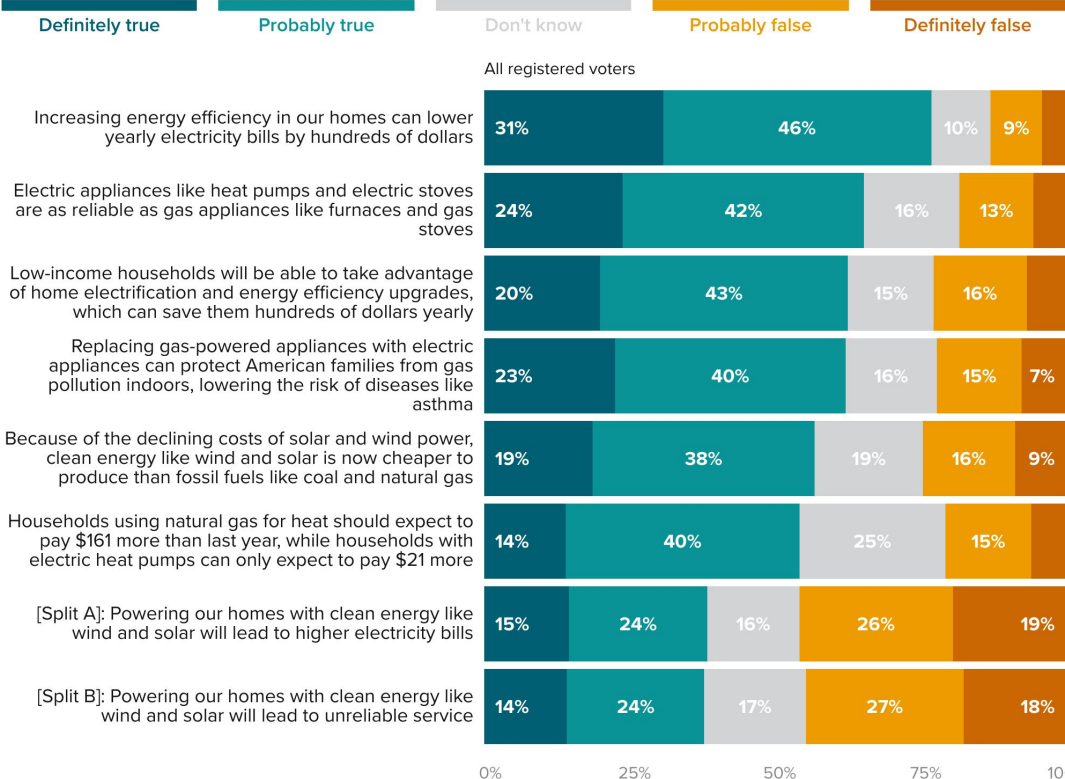
Sept. 27-Oct. 9, 2024 survey of 2,701 U.S. registered voters



# Respondents Generally Believe Positive Statements About Energy Efficiency

Below are some statements people have made that relate to clean energy and energy efficiency.

How true do you think each of the following statements is, if at all?



In a split sample test, **positive statements** about energy efficiency and clean energy are generally viewed as **true**.

A statement about **energy efficiency leading to lower energy bills** was most believed, suggesting that the decades-long education campaign to encourage household energy efficiency has broken through.

Negative statements were seen as more likely to be false.

Sept. 27-Oct. 9, 2024 survey of 2,701 U.S. registered voters. This question was asked of 1,381 RVs as part of an A/B test



# Respondents Generally Believe Positive Statements About Energy Efficiency

Below are some statements people have made that relate to clean energy and energy efficiency.

How true do you think each of the following statements is, if at all?

Survey respondents who selected: *Definitely true or Probably true*

Topline	Black or African American	White	Latino	Own	Rent	Rural	
Increasing energy efficiency in our homes can lower yearly electricity bills by hundreds of dollars	77%	70%	78%	76%	81%	74%	79%
Electric appliances like heat pumps and electric stoves are as reliable as gas appliances like furnaces and gas stoves	66%	68%	63%	66%	67%	64%	59%
Low-income households will be able to take advantage of home electrification and energy efficiency upgrades, which can save them hundreds of dollars yearly	63%	72%	59%	63%	63%	64%	61%
Replacing gas-powered appliances with electric appliances can protect American families from gas pollution indoors, lowering the risk of diseases like asthma	63%	71%	58%	65%	62%	64%	58%
Because of the declining costs of solar and wind power, clean energy like wind and solar is now cheaper to produce than fossil fuels like coal and natural gas	57%	62%	53%	67%	57%	58%	55%
Households using natural gas for heat should expect to pay \$161 more than last year, while households with electric heat pumps can only expect to pay \$21 more	54%	57%	51%	64%	53%	58%	56%
[Split A]: Powering our homes with clean energy like wind and solar will lead to higher electricity bills	39%	44%	36%	50%	39%	38%	41%
[Split B]: Powering our homes with clean energy like wind and solar will lead to unreliable service	38%	42%	38%	37%	43%	32%	45%

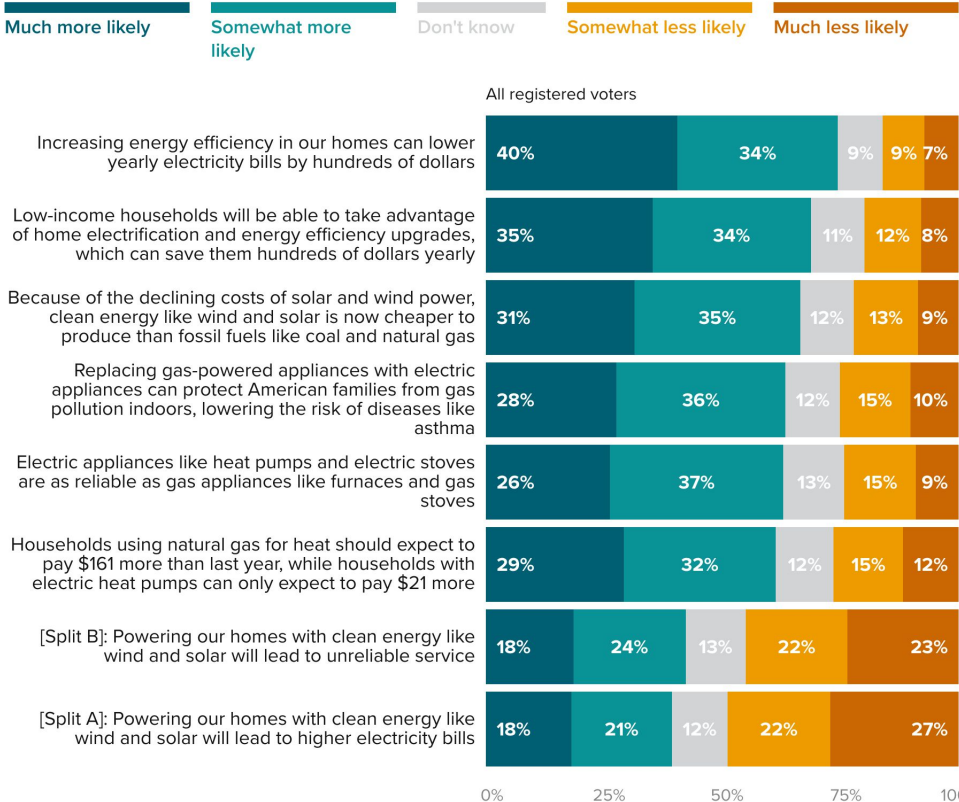
**Across demographic groups, trust in positive statements about energy efficiency remains similarly strong.**

Sept. 27-Oct. 9, 2024 survey of 2,701 U.S. registered voters. This question was asked of 1,381 RVs as part of an A/B test

# Cost Statements Lead to Support for Federal Investments in Clean Energy

Below are some statements people have made that relate to clean energy and energy efficiency.

Assuming each statement is true, does each statement make you more or less likely to support federal investments in clean energy and energy efficiency?



In a split sample test, **positive statements** about energy efficiency and clean energy lead a majority of voters to say they are somewhat or much **more likely to support federal investments** in clean energy and energy efficiency.

Statements about **efficiency upgrades leading to lower electricity bills** and about **incentives to help low-income households** take advantage of efficiency upgrades and save money test as the most convincing.

Sept. 27-Oct. 9, 2024 survey of 2,701 U.S. registered voters. This question was asked of 1,320 RVs as part of an A/B test



# Likelihood of Support for Federal Investments Is High Across Demographics

Below are some statements people have made that relate to clean energy and energy efficiency.

**Assuming each statement is true**, does each statement make you more or less likely to support federal investments in clean energy and energy efficiency?

Survey respondents who selected: *Much more likely or Somewhat more likely*

Topline	Black or African American	White	Latino	Own	Rent	Rural	
Increasing energy efficiency in our homes can lower yearly electricity bills by hundreds of dollars	74%	72%	75%	71%	76%	73%	72%
Low-income households will be able to take advantage of home electrification and energy efficiency upgrades, which can save them hundreds of dollars yearly	69%	71%	68%	66%	67%	69%	68%
Because of the declining costs of solar and wind power, clean energy like wind and solar is now cheaper to produce than fossil fuels like coal and natural gas	66%	71%	65%	66%	67%	66%	61%
Replacing gas-powered appliances with electric appliances can protect American families from gas pollution indoors, lowering the risk of diseases like asthma	64%	70%	61%	65%	64%	63%	56%
Electric appliances like heat pumps and electric stoves are as reliable as gas appliances like furnaces and gas stoves	63%	64%	63%	66%	66%	61%	60%
Households using natural gas for heat should expect to pay \$161 more than last year, while households with electric heat pumps can only expect to pay \$21 more	61%	65%	62%	57%	63%	59%	60%
[Split A]: Powering our homes with clean energy like wind and solar will lead to higher electricity bills	42%	57%	36%	49%	43%	44%	40%
[Split B]: Powering our homes with clean energy like wind and solar will lead to unreliable service	39%	55%	33%	57%	39%	41%	24%

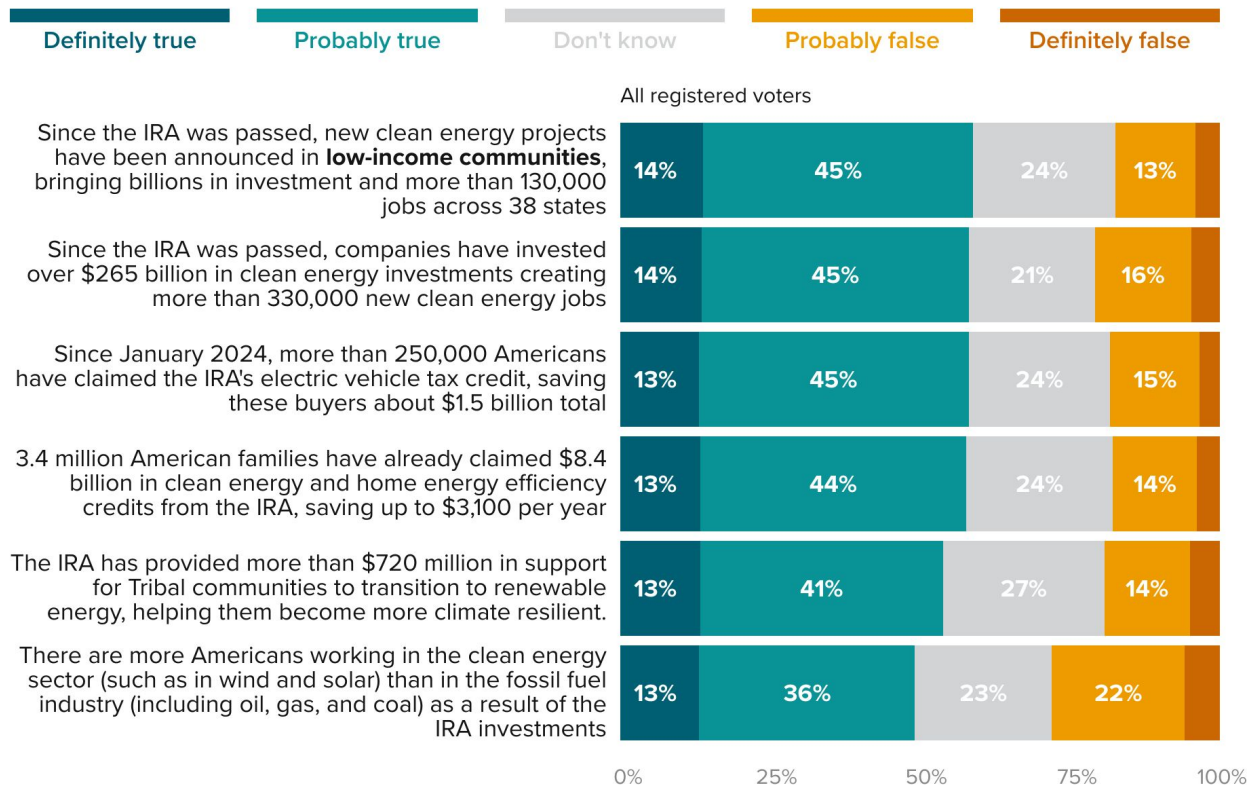
**Across demographic groups**, positive statements about energy efficiency and clean energy lead a majority of voters to say they are somewhat or much **more likely to support federal investments** in clean energy and energy efficiency.

Sept. 27-Oct. 9, 2024 survey of 2,701 U.S. registered voters. This question was asked of 1,320 RVs as part of an A/B test

# Positive Statements About the IRA Are Believed, But by Smaller Margins

Below are some statements people have made about the Inflation Reduction Act (IRA).

How true do you think each of the following statements is, if at all?



In a second split sample test, voters read statements about the impacts of the IRA.

A **majority** of voters think all statements tested are true (with the exception of the last claiming there are more U.S. clean energy than fossil fuel workers – 49%), as with the energy efficiency statements, but **margins of belief are narrower** and voters report **higher uncertainty** about the impacts of the IRA.

Sept. 27-Oct. 9, 2024 survey of 2,701 U.S. registered voters. This question was asked of 1,381 RVs as part of an A/B test



# Belief in Statements About IRA Impacts Is Lower Among Rural Voters

Below are some statements people have made about the Inflation Reduction Act (IRA).

How true do you think each of the following statements is, if at all?

Survey respondents who selected: *Definitely true or Probably true*

Topline	Black or African American	White	Latino	Own	Rent	Rural
Since the IRA was passed, new clean energy projects have been announced in <b>low-income communities</b> , bringing billions in investment and more than 130,000 jobs across 38 states	63%	58%	61%	61%	58%	53%
Since the IRA was passed, companies have invested over \$265 billion in clean energy investments creating more than 330,000 new clean energy jobs	60%	57%	60%	62%	55%	55%
Since January 2024, more than 250,000 Americans have claimed the IRA's electric vehicle tax credit, saving these buyers about \$1.5 billion total	66%	54%	61%	60%	58%	52%
3.4 million American families have already claimed \$8.4 billion in clean energy and home energy efficiency credits from the IRA, saving up to \$3,100 per year	58%	56%	63%	60%	55%	51%
The IRA has provided more than \$720 million in support for Tribal communities to transition to renewable energy, helping them become more climate resilient.	57%	52%	56%	56%	52%	51%
There are more Americans working in the clean energy sector (such as in wind and solar) than in the fossil fuel industry (including oil, gas, and coal) as a result of the IRA investments	57%	46%	56%	50%	48%	48%

When comparing belief across demographic groups, generally there are similar levels of belief for all groups except for **rural voters**.

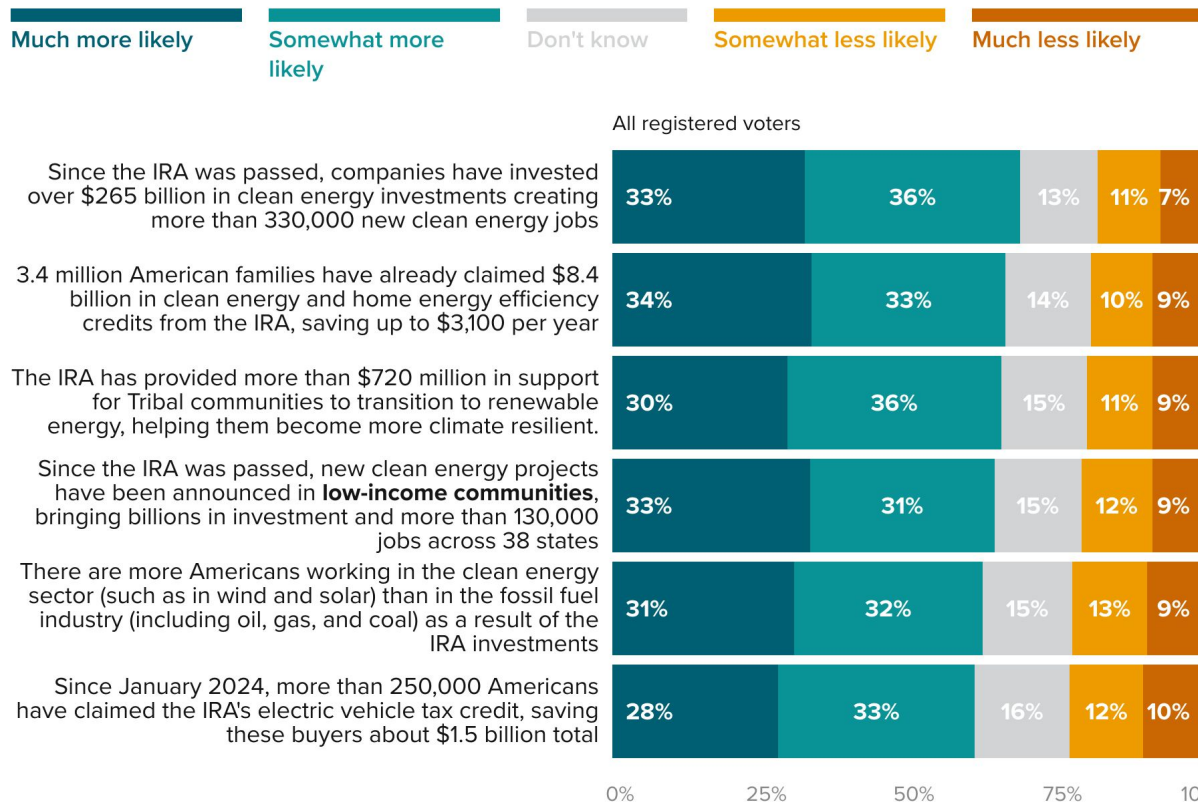
Rural voters are **less trusting** in statements about the positive impacts of the IRA relative to voters overall.



# Positive IRA Statements Make Voters Report Higher Likelihood of Support

Below are some statements people have made about the Inflation Reduction Act (IRA).

Assuming each statement is true, does each statement make you more or less likely to support the IRA?



In a second split sample test, voters report that all positive statements about the IRA make them somewhat or much **more likely to support the bill**.

Likelihood of support is similar across all messages tested, but the top two messages focus on the **more than 330,000 new clean energy jobs** created by IRA (69%) and the **3.4 million American families that claimed more than \$8.4 billion in IRA tax credits** (67%).

Sept. 27-Oct. 9, 2024 survey of 2,701 U.S. registered voters. This question was asked of 1,320 RVs as part of an A/B test

# Likelihood of IRA Support After Messaging Is Slightly Lower for Rural

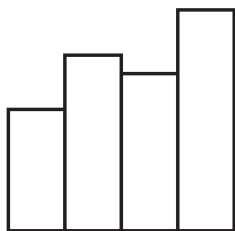
Below are some statements people have made about the Inflation Reduction Act (IRA).

Assuming each statement is true, does each statement make you more or less likely to support the IRA?

Survey respondents who selected: *Much more likely* or *Somewhat more likely*

Topline	Black or African American	White	Latino	Own	Rent	Rural	
Since the IRA was passed, companies have invested over \$265 billion in clean energy investments creating more than 330,000 new clean energy jobs	69%	65%	70%	67%	71%	68%	62%
3.4 million American families have already claimed \$8.4 billion in clean energy and home energy efficiency credits from the IRA, saving up to \$3,100 per year	67%	66%	67%	70%	67%	67%	60%
The IRA has provided more than \$720 million in support for Tribal communities to transition to renewable energy, helping them become more climate resilient.	66%	70%	66%	64%	66%	65%	56%
Since the IRA was passed, new clean energy projects have been announced in <b>low-income communities</b> , bringing billions in investment and more than 130,000 jobs across 38 states	64%	65%	66%	66%	66%	65%	58%
There are more Americans working in the clean energy sector (such as in wind and solar) than in the fossil fuel industry (including oil, gas, and coal) as a result of the IRA investments	63%	64%	62%	65%	64%	63%	59%
Since January 2024, more than 250,000 Americans have claimed the IRA's electric vehicle tax credit, saving these buyers about \$1.5 billion total	61%	64%	61%	65%	61%	63%	53%

While majorities of voters overall say they are more likely to support the IRA after reading a series of positive messages about the bill's impacts, **rural voters report slightly lower levels of movement in support of the IRA** compared to other demographic groups.



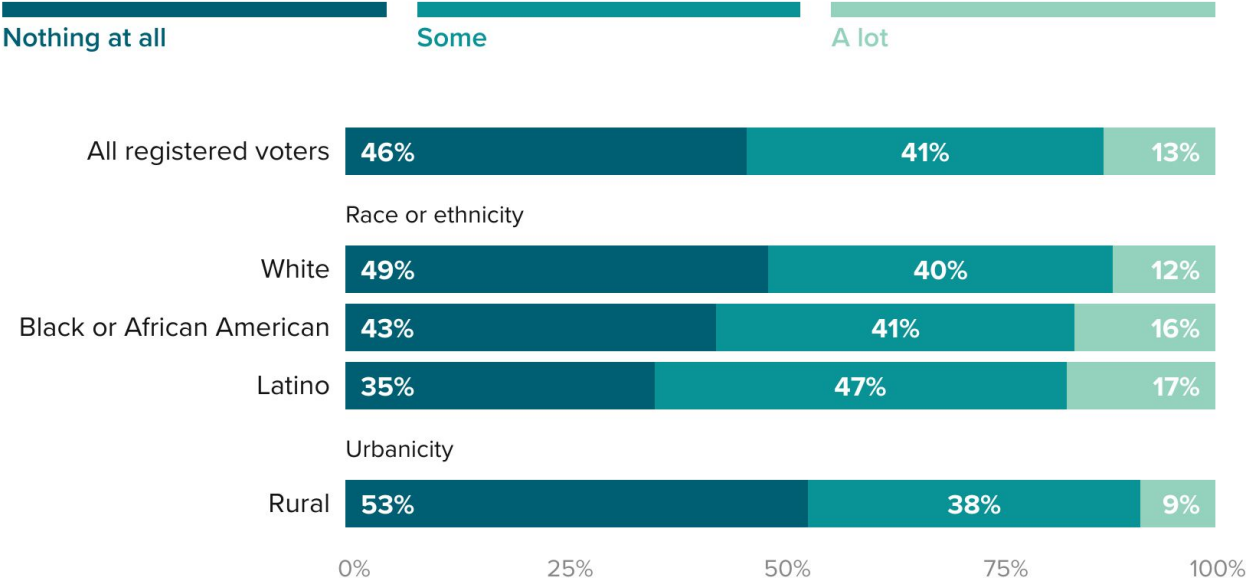
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# **Attitudes Toward Potential Rollbacks of the IRA**

# Most Voters Have Heard Little About Efforts to End Components of the IRA

Since it passed in 2022, many Republican lawmakers in Congress have said they have a plan to **end** different parts of the Inflation Reduction Act, including different tax credits and rebates meant to lower prices for American households.

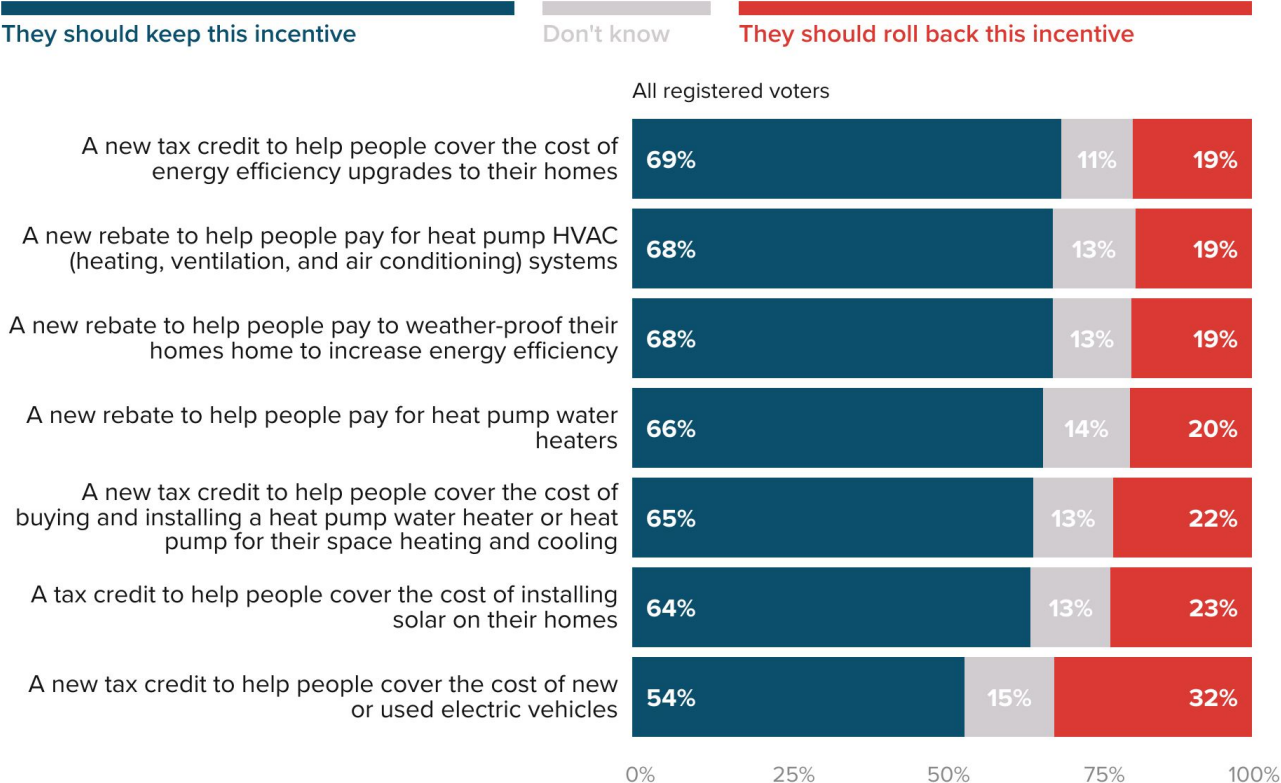
How much have you heard about this plan by Republicans in Congress?



Most voters have heard little to nothing at all about Congressional Republican plans to rollback various IRA components. Unawareness about these plans is widespread, though we do note that **more rural voters have heard nothing at all** compared to voters belonging to other groups.

# SPLIT A - Voters Prefer to Keep, Rather Than *Roll Back* Key IRA Incentives

Do you think Congress should **keep** or **roll back** each of the following incentives?



Despite low awareness of potential roll backs, a majority of voters say Congress should **keep** rather than roll back each of the key IRA credits and incentives that were tested throughout the survey.

Sept. 27-Oct. 9, 2024 survey of 2,701 .S. registered voters. This question was asked of 1,344 RVs as part of an A/B test



# SPLIT A - Voters Prefer to Keep, Rather Than *Roll Back* Key IRA Incentives

Do you think Congress should **keep** or **roll back** each of the following incentives?

Survey respondents who selected: *They should keep this incentive*

	Topline	Black or African American	White	Latino	Own	Rent	Rural
A new tax credit to help people cover the cost of energy efficiency upgrades to their homes	69%	65%	71%	65%	70%	68%	70%
A new rebate to help people pay for heat pump HVAC (heating, ventilation, and air conditioning) systems	68%	64%	70%	65%	69%	67%	67%
A new rebate to help people pay to weather-proof their homes home to increase energy efficiency	68%	66%	71%	60%	69%	67%	70%
A new rebate to help people pay for heat pump water heaters	66%	67%	68%	63%	67%	66%	62%
A new tax credit to help people cover the cost of buying and installing a heat pump water heater or heat pump for their space heating and cooling	65%	67%	66%	60%	66%	64%	63%
A tax credit to help people cover the cost of installing solar on their homes	64%	63%	65%	64%	62%	68%	58%
A new tax credit to help people cover the cost of new or used electric vehicles	54%	58%	53%	55%	52%	55%	46%

Similar to voters overall, a majority of voters across key demographic groups prefer to keep rather than roll back IRA incentives, and do so at similar rates.

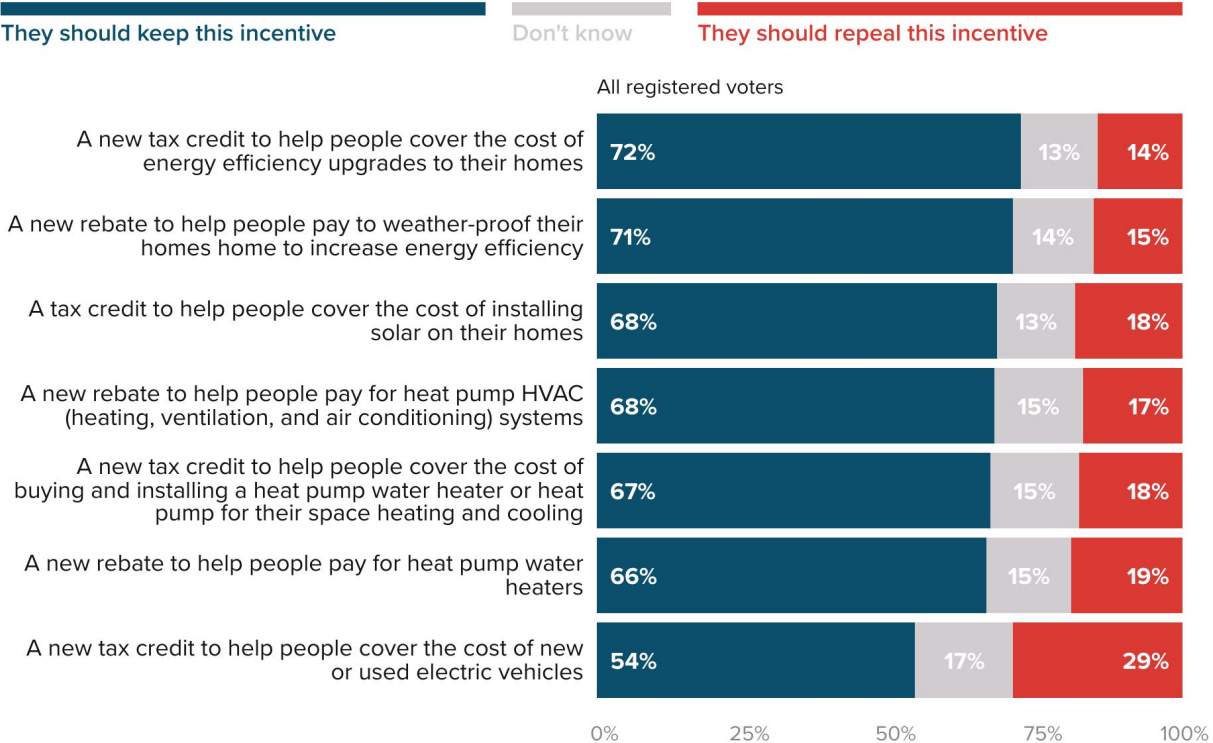
We do note that a **smaller share of rural voters prefer keeping EV and solar tax credits**, compared to voters from other groups.

Sept. 27-Oct. 9, 2024 survey of 2,701 U.S. registered voters. This question was asked of 1,344 RVs as part of an A/B test



# SPLIT B - Voters Prefer to Keep, Rather Than *Repeal* Key IRA Incentives

Do you think Congress should **keep** or **repeal** each of the following incentives?



A majority of voters say Congress should keep rather than repeal each of the key IRA credits and incentives that were tested throughout the survey.

Importantly, with the exception of EV credits, **slightly larger majorities support keeping incentives when asked to choose between keeping and repealing** than when asked to choose between **keeping or rolling back** incentives.

Sept. 27-Oct. 9, 2024 survey of 2,701 U.S. registered voters. This question was asked of 1,357 RVs as part of an A/B test



# SPLIT B - Voters Prefer to Keep, Rather Than *Repeal* Key IRA Incentives

Do you think Congress should **keep** or **repeal** each of the following incentives?

Survey respondents who selected: *They should keep this incentive*

Topline	Black or African American	White	Latino	Own	Rent	Rural	
A new tax credit to help people cover the cost of energy efficiency upgrades to their homes	72%	70%	74%	74%	77%	68%	71%
A new rebate to help people pay to weather-proof their homes home to increase energy efficiency	71%	66%	74%	65%	76%	68%	71%
A new rebate to help people pay for heat pump HVAC (heating, ventilation, and air conditioning) systems	68%	69%	68%	70%	69%	68%	66%
A tax credit to help people cover the cost of installing solar on their homes	68%	70%	70%	67%	72%	66%	63%
A new tax credit to help people cover the cost of buying and installing a heat pump water heater or heat pump for their space heating and cooling	67%	66%	68%	67%	71%	66%	65%
A new rebate to help people pay for heat pump water heaters	66%	64%	67%	69%	68%	66%	65%
A new tax credit to help people cover the cost of new or used electric vehicles	54%	61%	51%	66%	55%	54%	45%

Once again, we see that similar to voters overall, a majority of voters across key demographic groups prefer to keep rather than repeal IRA incentives, and do so at similar rates.

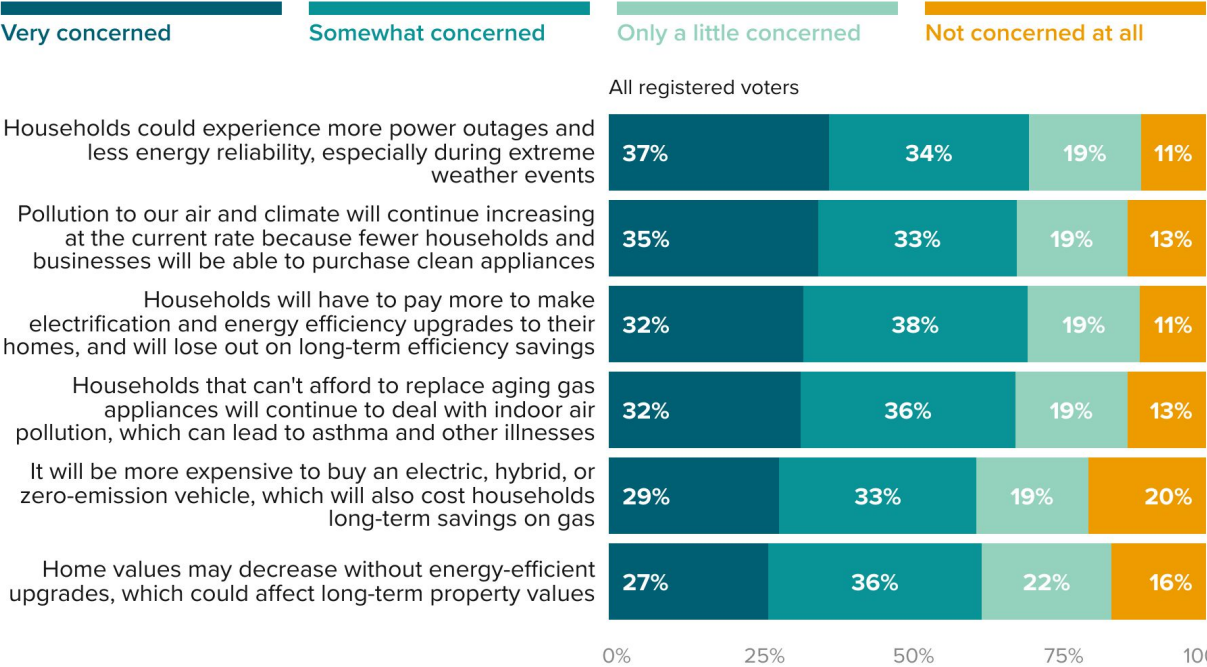
We again see that **a smaller share of rural voters prefer keeping EV and solar tax credits**, compared to voters from other groups.



# Voters Are Concerned About Household Impacts of Repealing the IRA

Below are some household-level impacts that could occur if **Congress ended home electrification and energy efficiency improvement tax credits and rebates** that are part of the Inflation Reduction Act.

How concerned, if at all, are you about each of the following impacts to U.S. households if these tax credits and rebates were ended?



Voters are generally concerned about various household-level impacts of an IRA repeal.

Increased **energy unreliability during extreme weather events** emerges as a top concern, both overall and in terms of concern intensity.

Voters are least concerned about losing out on property-value increases, though a majority still say they are very or somewhat concerned.

# Three-Quarters of Black Voters Are Concerned About the Personal Impacts of IRA Repeal

Below are some household-level impacts that could occur **if Congress ended home electrification and energy efficiency improvement tax credits and rebates** that are part of the Inflation Reduction Act.

How concerned, if at all, are you about each of the following impacts to U.S. households if these tax credits and rebates were ended?

Survey respondents who selected: *Very concerned or Somewhat concerned*

	Topline	Black or African American	White	Latino	Own	Rent	Rural
Households will have to pay more to make electrification and energy efficiency upgrades to their homes, and will lose out on long-term efficiency savings	70%	76%	69%	71%	70%	71%	66%
It will be more expensive to buy an electric, hybrid, or zero-emission vehicle, which will also cost households long-term savings on gas	62%	63%	60%	68%	61%	63%	56%
Households that can't afford to replace aging gas appliances will continue to deal with indoor air pollution, which can lead to asthma and other illnesses	68%	76%	66%	73%	67%	70%	62%
Pollution to our air and climate will continue increasing at the current rate because fewer households and businesses will be able to purchase clean appliances	68%	77%	66%	73%	68%	70%	64%
Home values may decrease without energy-efficient upgrades, which could affect long-term property values	63%	72%	61%	63%	62%	64%	58%
Households could experience more power outages and less energy reliability, especially during extreme weather events	70%	76%	70%	70%	70%	71%	67%

Concern about IRA-repeal-related impacts is generally high and consistent across most demographic groups.

That said, we find that **Black voters express somewhat higher levels of concern** compared to other voters, while **rural voters express somewhat lower levels of concern**.

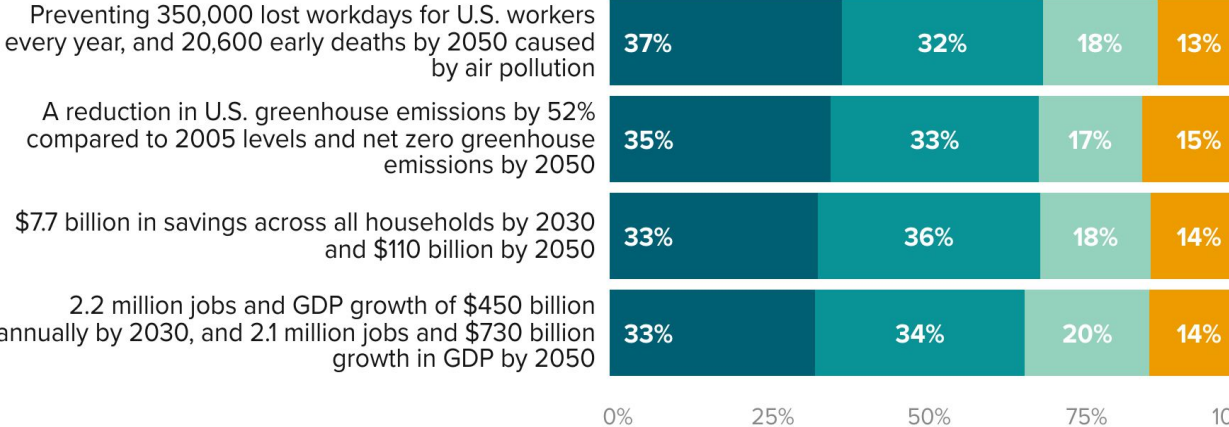
# Voters Express Concerns About Losing Benefits if the IRA Is Repealed, Including Improvements in Air Pollution

Below are some economy-wide benefits of the Inflation Reduction Act that researchers have projected the U.S. would achieve if it maintains the current IRA policies.

How concerned, if at all, would you be about **losing** these benefits if Congress **ended** all or part of the IRA?



All registered voters



Similarly, voters are largely concerned about economy-wide impacts of an IRA repeal, with **concern about lost workdays and pollution-related deaths** drawing slightly larger levels of concern among voters.

# Black Voters Express Slightly Higher Concern About Losing Economy-Wide Benefits of IRA

Below are some economy-wide benefits of the Inflation Reduction Act that researchers have projected the U.S. would achieve if it maintains the current IRA policies.

How concerned, if at all, would you be about **losing** these benefits if Congress **ended** all or part of the IRA?

Survey respondents who selected: *Very concerned or Somewhat concerned*

	Topline	Black or African American	White	Latino	Own	Rent	Rural
\$7.7 billion in savings across all households by 2030 and \$110 billion by 2050	69%	76%	68%	69%	68%	71%	63%
Preventing 350,000 lost workdays for U.S. workers every year, and 20,600 early deaths by 2050 caused by air pollution	69%	75%	67%	74%	69%	70%	65%
A reduction in U.S. greenhouse emissions by 52% compared to 2005 levels and net zero greenhouse emissions by 2050	68%	74%	67%	72%	68%	70%	64%
2.2 million jobs and GDP growth of \$450 billion annually by 2030, and 2.1 million jobs and \$730 billion growth in GDP by 2050	66%	75%	65%	67%	66%	68%	62%

Concern about economy-wide IRA repeal impacts is generally high and consistent across most demographic groups.

That said, we find that **Black voters express somewhat higher levels of concern** compared to other voters, while **rural voters express somewhat lower levels of concern**.

# Key Findings

- Awareness of the IRA and its energy efficiency and electrification incentives is beginning to grow among national voters, and voters have an appetite for these policies.
  - More than three in five voters express interest in making electrification upgrades, and they get their information about these topics from searching the internet or talking to friends and family.
- Upgrade costs and a lack of certainty about qualifying for tax credits and rebates remain the two largest barriers to home electrification and efficiency upgrades, while energy savings are the strongest motivation by far for pursuing electrification or energy efficiency upgrades.
- Majorities of voters report positive statements about cost savings from energy efficiency upgrades and about new clean energy jobs from the IRA make them more likely to support federal investments in clean energy and energy efficiency.
- Large majorities of voters favor keeping various IRA incentives, rather than ending them.

# More Findings on Potential IRA Repeals

- In addition to voters overall, majorities of voters across partisanship favor keeping various IRA incentives, rather than ending them.
  - This includes a majority of Republicans who support keeping all incentives tested with the exception of the EV tax credit.
- Data suggests that talking about “repealing” incentives is slightly more effective than “rolling back” incentives, in terms of shoring up support against a repeal.
  - This is particularly true for Republican voters—larger majorities prefer keeping incentives when asked to choose between keeping vs. *repealing* them.
- Over three-quarters of voters express some level of concern about losing IRA incentives, with voters about as equally concerned about the household-level impacts as they are about economy level impacts.
- Power outages and unreliable service, loss of long-term cost savings, and worsened air quality are impacts voters are **most** concerned about.



# EPC Community Poll Wave 1

[Survey Crosstabs](#)



# DATA FOR **PROGRESS**

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Data for Progress is a progressive think tank and polling firm which arms movements with data-driven tools to fight for a more equitable future. DFP provides polling, data-based messaging, and policy generation for the progressive movement, and advises campaigns and candidates with the tools they need to win. DFP polling is regularly cited by *The New York Times*, *The Washington Post*, *MSNBC*, *CBS News*, and hundreds of other trusted news organizations.

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Sign up for the DFP climate newsletter:

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## **Appendix: Rural Attitudes**

# Rural Methodology

From September 27 to October 9, 2024, Data for Progress conducted a survey of **2,701 U.S. registered voters** nationally using web panel respondents. The sample was weighted to be representative of registered voters by age, gender, education, race, and urbanicity. The sample was also weighted to account for a minimum of 400 Black, 400 Latino, and **600 rural interviews** collected to ensure overall proportional representation of registered voters.

Registered voters in the sample are categorized as **rural** if they reside in a zip code that falls in a rural area, as defined by the Health Resources & Services Administration (HRSA), and who self-report living in a rural/remote area with a population less than 10,000.

Registered voters in the sample are categorized as **expanded rural** if they meet the qualification to be categorized as rural or if they reside in a zip code that falls in a rural area, as defined by the HRSA, and who self-report living in a small town with a population between 10,000 and 50,000.

53% **Female** | 47% **Male**

68% **White** | 11% **Latino** | 13% **Black**

35% **College** | 65% **Non-college**

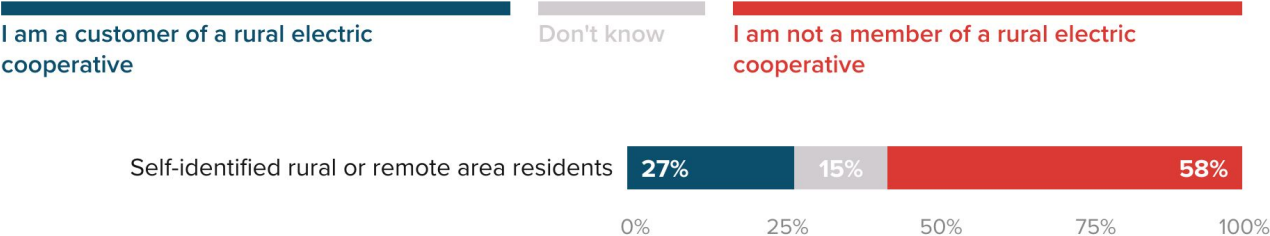
42% **Under 45** | 58% **Over 45**

42% **Democrat** | 24% **Independent** | 34% **Republican**

19% **Rural** | 32% **Expanded Rural**

# A Majority of Rural Voters Do Not Think They Are Customers of Rural Electric Cooperatives

Are you a customer of a rural electric cooperative, which is a non-profit utility owned and managed by its own customers?



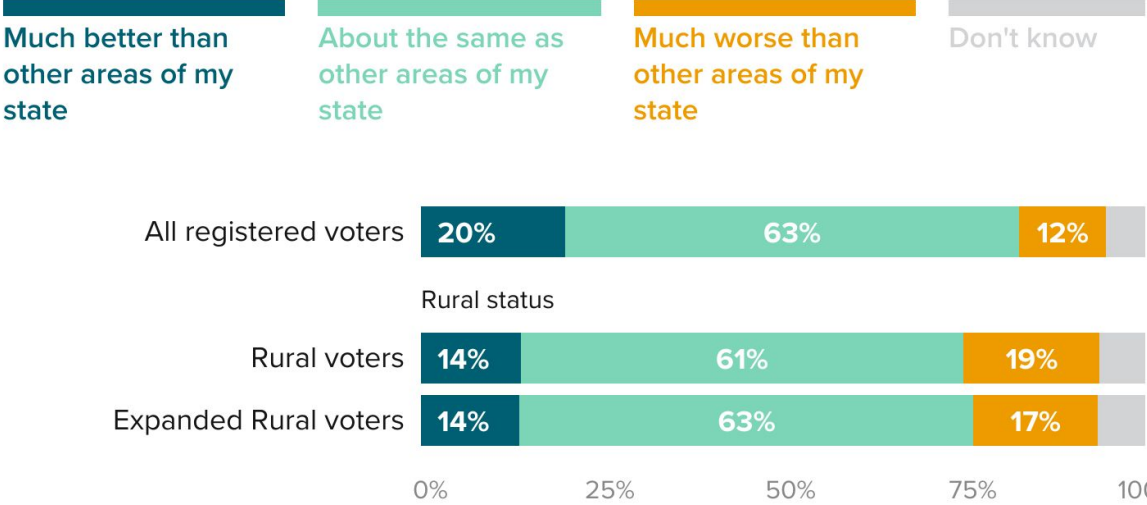
A majority of rural voters say they are **not** members of a rural electric cooperative, regardless of which definition of rural voters is used.

Sept. 27-Oct. 9, 2024 survey of 2,701 U.S. registered voters. This question was shown to 573 self-identified rural RVs



# Rural Voters Say They Have Slightly Worse Access to Energy Compared to Other Areas of Your State

How would you describe your community's level of access to affordable and reliable energy options compared to other areas of your state?



Access to affordable and reliable energy options is considered about the same as other parts of the state, this response aligns with the topline.

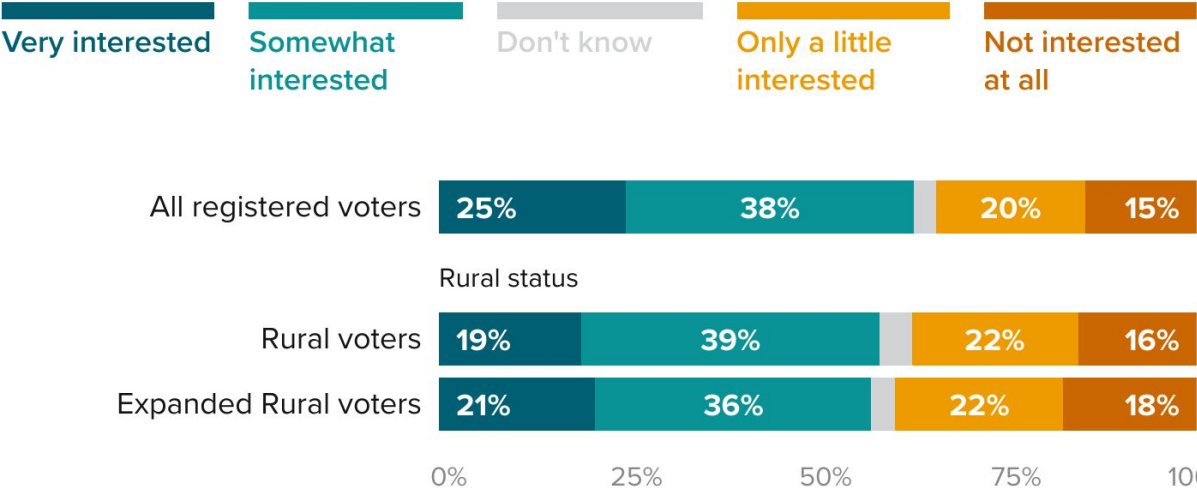
More **rural respondents** say access is **much worse** compared to topline (19% among rural RVs, 12% for topline RVs).

Sept. 27-Oct. 9, 2024 survey of 2,701 U.S. registered voters. This question was shown to 573 rural RVs



# A Majority of Rural Voters Express Interest in Home Electrification Upgrades

Generally speaking, how interested are you in upgrading your home with electrification or energy efficiency upgrades?



Interest in electrification or energy efficiency upgrades is **relatively high**, with 63% at the topline and 58% among rural RVs.

Rural RVs also express slightly lower intensity of interest with 19% very interested, 39% somewhat interested.

Sept. 27-Oct. 9, 2024 survey of 2,701 U.S. registered voters. This question was shown to 573 rural RVs

# Barriers to Making Electrification Upgrades Are Similar for Rural Voters

Thinking about your own household, what barriers or challenges would **prevent** you from making electrification or energy efficiency upgrades to your home?

	Topline	Rural	Expanded Rural
Upgrade costs are too high, even with government tax credits and rebates	45%	53%	48%
I'm unsure about whether I qualify for these tax credits and rebates	34%	36%	34%
I don't own my current home / someone else makes these decisions for my home	27%	20%	25%
I have other, more urgent or important home upgrades to make	23%	21%	24%
I'm unsure about the benefits of electrification and efficiency upgrades	21%	21%	22%
Don't have the time to research and plan upgrades to my home	14%	12%	12%
No qualified contractors and technicians in my area	11%	13%	13%
No appliance suppliers in my area	8%	9%	9%
I am not interested in electrification and energy efficiency upgrades for my home	6%	6%	6%
Something else	4%	5%	5%

Barriers to making electrification and energy efficiency upgrades are similar for topline and rural voters, with **cost** as clearly the biggest barrier identified by respondents, followed by **awareness of whether one qualifies for tax credits or rebates**.

More rural voters report cost is a barrier than topline voters (53% to 45%, respectively).

Home/property ownership is less of a barrier for rural respondents than topline.

# Rural Voters Are Motivated by Cost Savings on Utility Bills and Increasing Their Home's Value

Thinking about your own household, which of the following options would **most** motivate you to pursue electrification or energy efficiency upgrades to your home?

	Topline	Rural	Expanded Rural
Saving money on utility bills	65%	67%	66%
Increasing my home's value	34%	31%	31%
Improving air quality inside my home and reducing the health problems linked to indoor gas-powered appliances like gas stoves	29%	26%	28%
Ensuring my home and appliances are better equipped to handle the impacts of climate change and extreme weather	29%	25%	26%
Receiving a free home energy inspection to find potential upgrades and energy-saving opportunities	27%	25%	25%
Having the most modern, high-quality appliances for my home	19%	16%	16%
Supporting local workers and businesses involved in the home upgrade process	15%	17%	16%
I am not interested in energy electrification and energy efficiency upgrades to my home	9%	12%	11%
Something else	1%	1%	1%

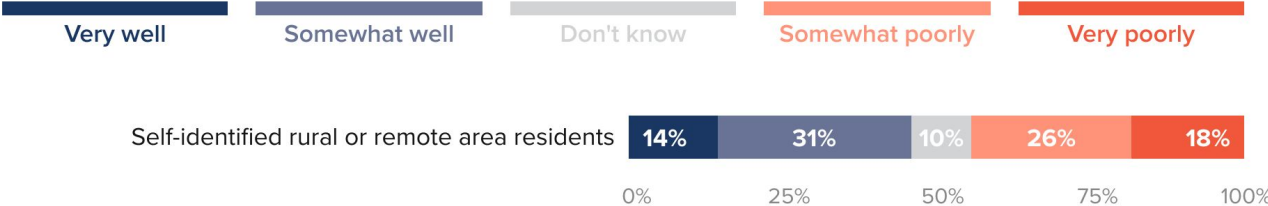
Topline and rural voters are most **motivated by savings on utility bills** and increasing **home value** when considering reasons to make electrification and energy efficiency upgrades.

Sept. 27-Oct. 9, 2024 survey of 2,701 U.S. registered voters. This question was shown to 573 rural RVs



# Rural Voters Are Split Over the How Well They Think the IRA Addresses the Needs of Rural Communities

How do you feel federal programs like the Inflation Reduction Act are doing in terms of addressing the specific electrification and energy efficiency needs of **rural communities**?



**Rural voters are split** on how well the IRA is addressing the needs of rural communities.

Among the rural crosstab, 43% say the program is doing well, while 47% say the program is doing poorly.

Sept. 27-Oct. 9, 2024 survey of 2,701 U.S. registered voters. This question was shown to 573 self-identified rural RVs





# Rural Voters Express Strong Support for Increasing Funding for Rural Electric Cooperatives

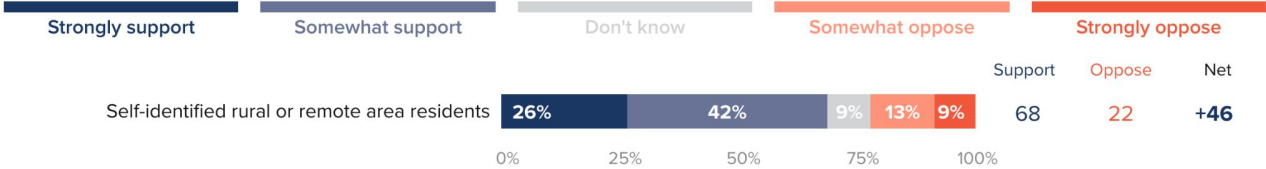
A rural electric cooperative is a non-profit utility owned and managed by its own customers.

Recently, as a result of the Inflation Reduction Act, the federal government awarded \$7 billion to rural electric cooperatives to invest in clean, affordable, and reliable clean energy projects.

These funds would only reach 20% of rural electric cooperatives nationally.

Do you support or oppose providing more federal investment to ensure that 100% of rural electric cooperatives can invest in clean energy projects?

Seven out of ten rural voters supports **increasing funding for rural electric cooperatives**, a +46-point margin.



Sept. 27-Oct. 9, 2024 survey of 2,701 U.S. registered voters. This question was shown to 573 self-identified rural RVs



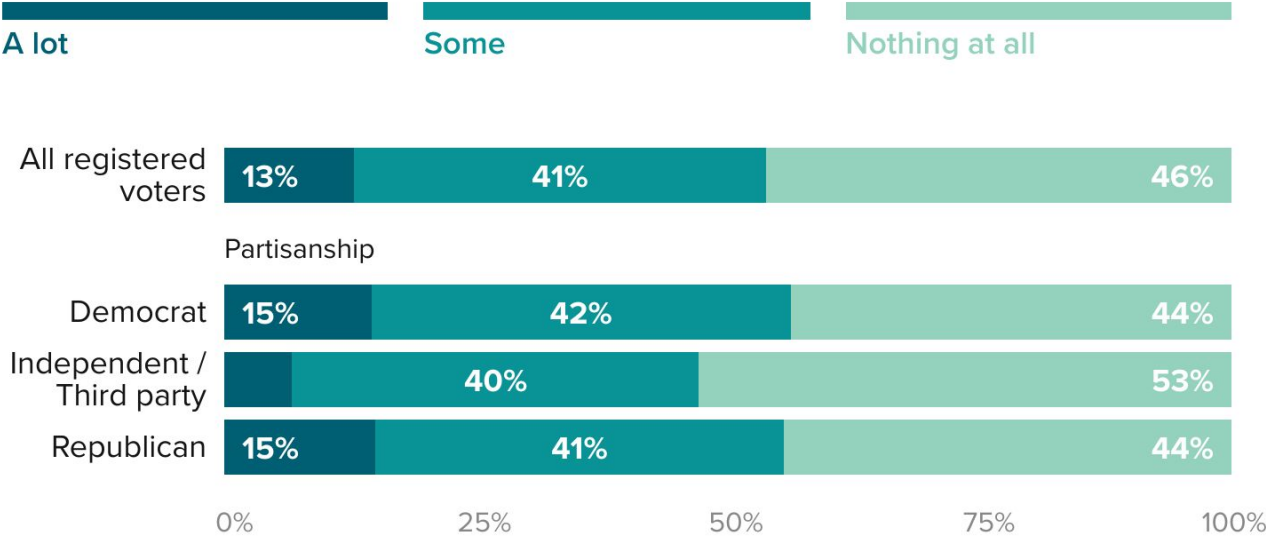


## **Appendix: Views on Potential IRA Repeal by Partisanship**

# Most Voters Have Heard Little About Efforts to End Components of the IRA

Since it passed in 2022, many Republican lawmakers in Congress have said they have a plan to **end** different parts of the Inflation Reduction Act, including different tax credits and rebates meant to lower prices for American households.

How much have you heard about this plan by Republicans in Congress?



Most voters have heard little to nothing at all about Congressional Republican plans to rollback various IRA components. Unawareness about these plans is widespread, though we do note that **more independent voters have nothing at all** compared to their partisan counterparts.

# SPLIT A - Voters Across Parties Prefer to Keep, Rather Than *Roll Back* Key IRA Incentives

Do you think Congress should **keep** or **roll back** each of the following incentives?

Survey respondents who selected: *They should keep this incentive*

	Topline	Democrat	Independent / Third party	Republican
A new tax credit to help people cover the cost of energy efficiency upgrades to their homes	69%	76%	71%	59%
A new rebate to help people pay for heat pump HVAC (heating, ventilation, and air conditioning) systems	68%	77%	66%	57%
A new rebate to help people pay to weather-proof their homes home to increase energy efficiency	68%	75%	67%	59%
A new rebate to help people pay for heat pump water heaters	66%	75%	67%	54%
A new tax credit to help people cover the cost of buying and installing a heat pump water heater or heat pump for their space heating and cooling	65%	73%	65%	54%
A tax credit to help people cover the cost of installing solar on their homes	64%	76%	62%	51%
A new tax credit to help people cover the cost of new or used electric vehicles	54%	66%	51%	39%

Despite low awareness of potential roll backs, a majority of Democrats and Independents prefer keeping rather than rolling back each incentive. A majority of Republicans prefer keeping each incentive with the exception of the EV tax credit.

Sept. 27-Oct. 9, 2024 survey of 2,701 U.S. registered voters. This question was asked of 1,344 RVs as part of an A/B test



# SPLIT B - Voters Across Parties Prefer to Keep, Rather Than *Repeal* Key IRA Incentives

Do you think Congress should **keep** or **repeal** each of the following incentives?

Survey respondents who selected: *They should keep this incentive*

	Topline	Democrat	Independent / Third party	Republican
A new tax credit to help people cover the cost of energy efficiency upgrades to their homes	72%	80%	66%	67%
A new rebate to help people pay to weather-proof their homes home to increase energy efficiency	71%	76%	66%	68%
A new rebate to help people pay for heat pump HVAC (heating, ventilation, and air conditioning) systems	68%	78%	61%	60%
A tax credit to help people cover the cost of installing solar on their homes	68%	76%	62%	64%
A new tax credit to help people cover the cost of buying and installing a heat pump water heater or heat pump for their space heating and cooling	67%	77%	62%	59%
A new rebate to help people pay for heat pump water heaters	66%	75%	60%	60%
A new tax credit to help people cover the cost of new or used electric vehicles	54%	68%	47%	43%

Despite low awareness of potential roll backs, a majority of Democrats prefer keeping rather than repealing each incentive. A majority of Independents and Republicans prefer keeping each incentive with the exception of the EV tax credit.

Sept. 27-Oct. 9, 2024 survey of 2,701 U.S. registered voters. This question was asked of 1,344 RVs as part of an A/B test



# Large Majorities of Voters Are Concerned About the Personal Impacts of IRA Repeal

Below are some household-level impacts that could occur **if Congress ended home electrification and energy efficiency improvement tax credits and rebates** that are part of the Inflation Reduction Act.

How concerned, if at all, are you about each of the following impacts to U.S. households if these tax credits and rebates were ended?

Survey respondents who selected: *Very concerned or Somewhat concerned*

	Topline	Democrat	Independent / Third party	Republican
Households could experience more power outages and less energy reliability, especially during extreme weather events	70%	82%	67%	59%
Households will have to pay more to make electrification and energy efficiency upgrades to their homes, and will lose out on long-term efficiency savings	70%	81%	67%	58%
Pollution to our air and climate will continue increasing at the current rate because fewer households and businesses will be able to purchase clean appliances	68%	81%	67%	53%
Households that can't afford to replace aging gas appliances will continue to deal with indoor air pollution, which can lead to asthma and other illnesses	68%	80%	62%	57%
Home values may decrease without energy-efficient upgrades, which could affect long-term property values	63%	76%	58%	49%
It will be more expensive to buy an electric, hybrid, or zero-emission vehicle, which will also cost households long-term savings on gas	62%	73%	54%	52%

Concern about IRA-repeal-related impacts is generally high across partisanship.

Similar to voters overall, increased **energy unreliability during extreme weather events** and **losing out on long-term savings** emerge as top concerns for Democrats, Independents, and Republicans.

These groups are least concerned about losing out on property-value increases, though more of them than not still say they are very or somewhat concerned.

# Black Voters Express Slightly Higher Concern About Losing Economy-Wide Benefits of IRA

Below are some economy-wide benefits of the Inflation Reduction Act that researchers have projected the U.S. would achieve if it maintains the current IRA policies.

How concerned, if at all, would you be about **losing** these benefits if Congress **ended** all or part of the IRA?

Survey respondents who selected: *Very concerned or Somewhat concerned*

	Topline	Democrat	Independent / Third party	Republican
\$7.7 billion in savings across all households by 2030 and \$110 billion by 2050	69%	82%	66%	54%
Preventing 350,000 lost workdays for U.S. workers every year, and 20,600 early deaths by 2050 caused by air pollution	69%	82%	67%	55%
A reduction in U.S. greenhouse emissions by 52% compared to 2005 levels and net zero greenhouse emissions by 2050	68%	83%	65%	52%
2.2 million jobs and GDP growth of \$450 billion annually by 2030, and 2.1 million jobs and \$730 billion growth in GDP by 2050	66%	79%	64%	52%

Concern about economy-wide IRA repeal impacts is generally high and follows a partisan trend; Democrats are most concerned, followed by independent voters, and Republicans.

That said, we find that **that majorities of voters across parties express some level of concern.**