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processes and
patterns.

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make energy
choices, why they
think locally (not
globally), and how
this can shape U.S.
energy and climate
change policy. How
do Americans think
about energy? Is
the debate over
fossil fuels highly

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partisan and ideological? Does public opinion about fossil fuels and alternative energies divide along the fault between red states and blue states? And how much do concerns about climate change weigh on their opinions? In Cheap and Clean,

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Stephen

Ansolabehere and

David Konisky

show that

Americans are

more pragmatic

than ideological in

their opinions about

energy alternatives,

more unified than

divided about their

main concerns, and

more local than

global in their

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approach to energy. Drawing on extensive surveys they designed and conducted over the course of a decade (in conjunction with MIT's Energy Initiative), Ansolabehere and Konisky report that beliefs about the costs and environmental

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harms associated with particular fuels drive public opinions about energy. People approach energy choices as consumers, and what is most important to them is simply that energy be cheap and clean. Most of us want energy at low

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economic cost and with little social cost (that is, minimal health risk from pollution). The authors also find that although environmental concerns weigh heavily in people's energy preferences, these concerns are local and not global. Worries about

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global warming are less pressing to most than worries about their own city's smog and toxic waste. With this in mind, Ansolabehere and Konisky argue for policies that target both local pollutants and carbon emissions (the main source of global

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warming). The local and immediate nature of people's energy concerns can be the starting point for a new approach to energy and climate change policy.

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a central
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from experience and
understand the world
in terms of a
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