



Voter Attitudes Toward Energy Issues in Iowa

Key Findings from a Statewide Voter Survey

August 2014

*Fairbank,
Maslin,
Maullin,
Metz &
Associates*

FM3

DAVE METZ & LORI WEIGEL



**PUBLIC OPINION
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Bipartisan Research Team



Dave Metz – FM3

Fairbank, Maslin, Maullin, Metz & Associates (FM3) – a national Democratic opinion research firm with offices in Oakland, Los Angeles and Madison, Wisconsin – has specialized in public policy oriented opinion research since 1981. The firm has assisted hundreds of political campaigns at every level of the ballot – from President to City Council – with opinion research and strategic guidance. FM3 also provides research and strategic consulting to public agencies, businesses and public interest organizations nationwide.



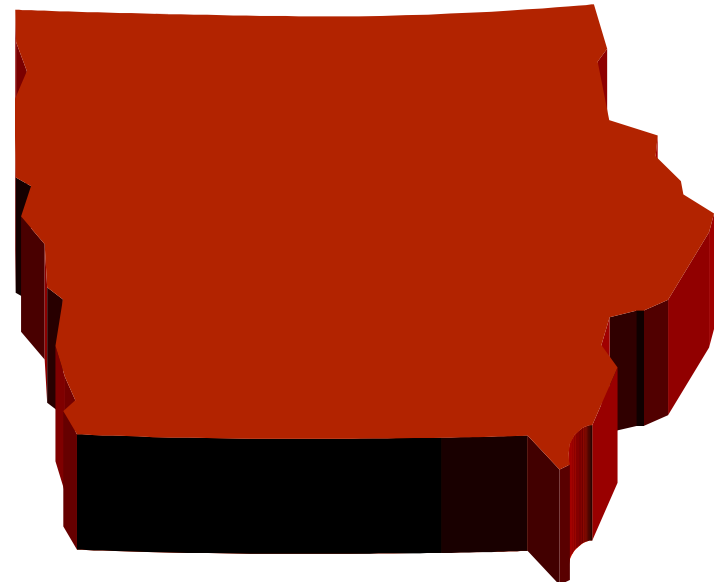
Lori Weigel – POS

Public Opinion Strategies is the largest Republican polling firm in the country. Since the firm's founding in 1991, they have completed more than 10,000 research projects, interviewing more than five million Americans across the United States. Media outlets such as *The Wall Street Journal*, NBC News, CNBC, and National Public Radio rely on Public Opinion Strategies to conduct their polling. The firm conducts polling on behalf of hundreds of political campaigns, as well as trade associations, not-for-profit organizations, government entities and industry coalitions throughout the nation.

As a bipartisan team, FM3 and Public Opinion Strategies have researched a wide range of issues for nearly a decade, in particular on conservation-related initiatives and policies. Together, the two firms have jointly conducted research on behalf of political campaigns, businesses, not-for-profit organizations and public agencies in 42 states and nationally.

Methodology

- Survey conducted July 26 – August 3, 2014
- Interviews on landline and wireless phones with 434 randomly-selected Iowa registered voters
- Margin of sampling error of +/-4.7%

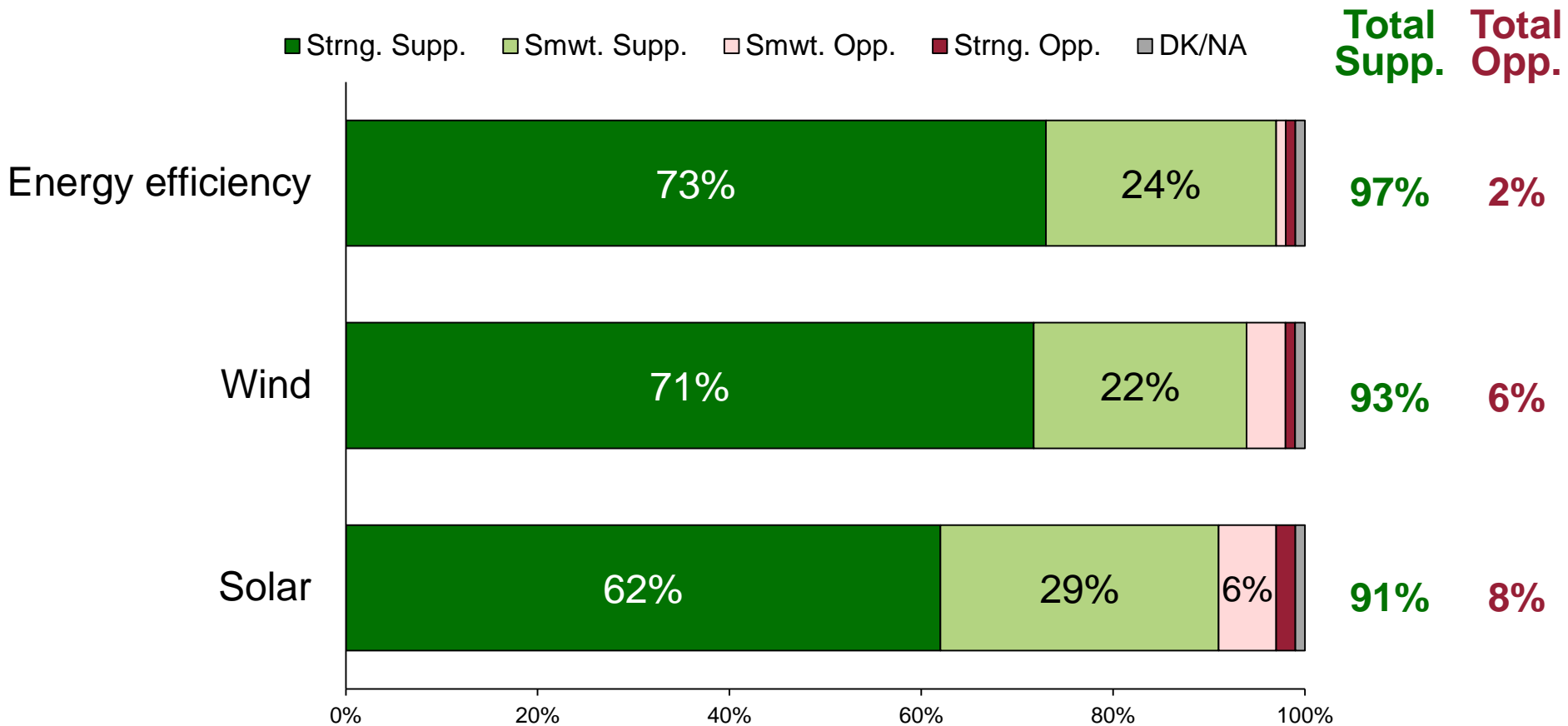




Exploring Energy Issues

Voters most strongly support increased use of energy efficiency, wind, and solar.

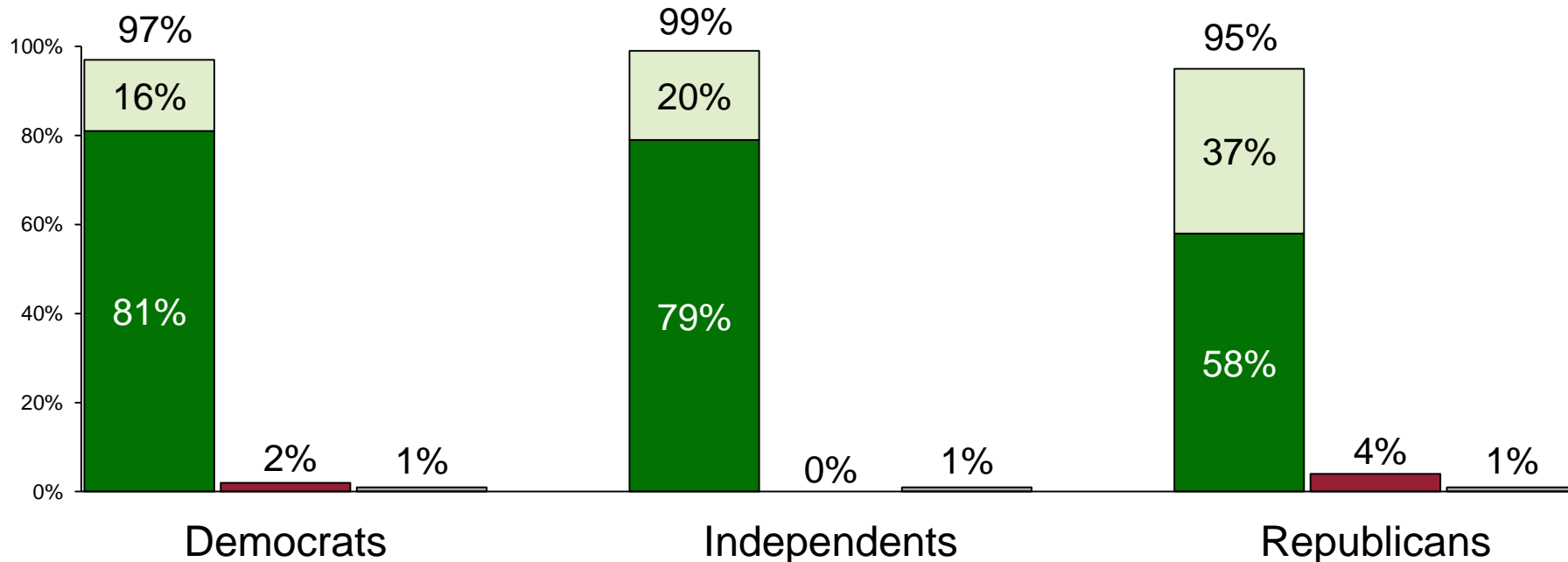
Here is a list of specific sources of energy. Please tell me whether you would support or oppose increasing use of that source of energy to meet your state's future needs.



Support for increased energy efficiency is nearly unanimous, across party lines...

Energy Efficiency by Party

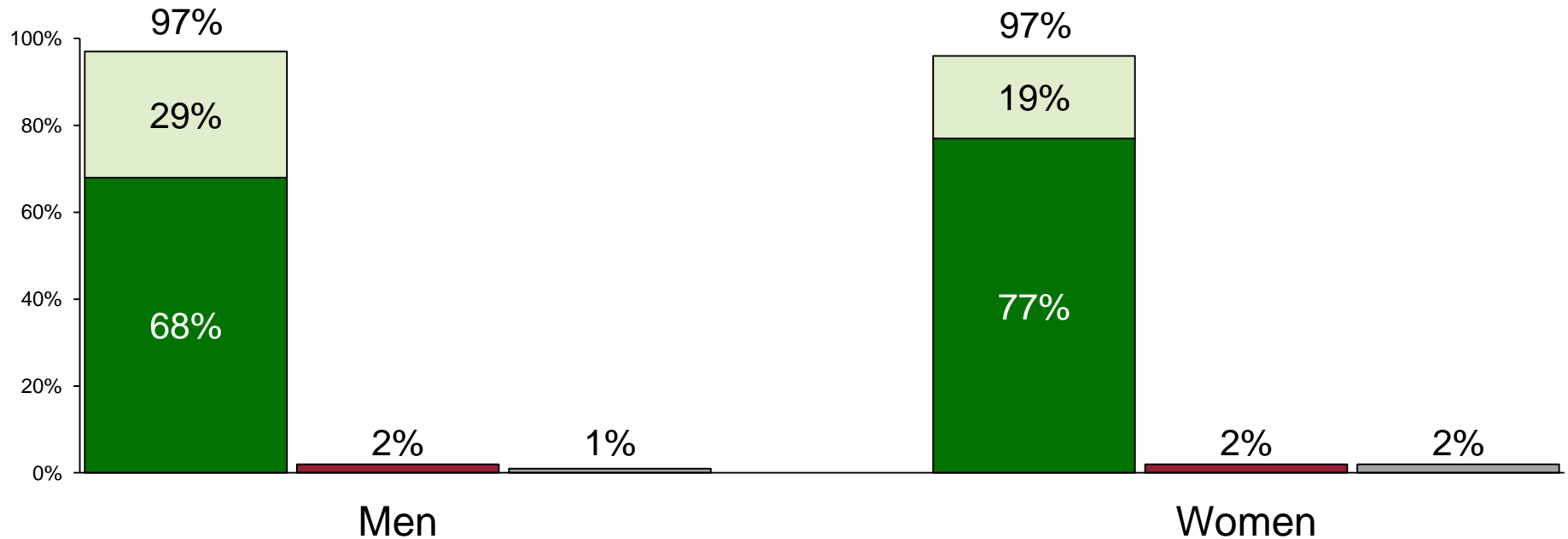
■ Strongly Support □ Somewhat Support ■ Total Oppose ■ DK/NA



...among both men and women...

Energy Efficiency by Gender

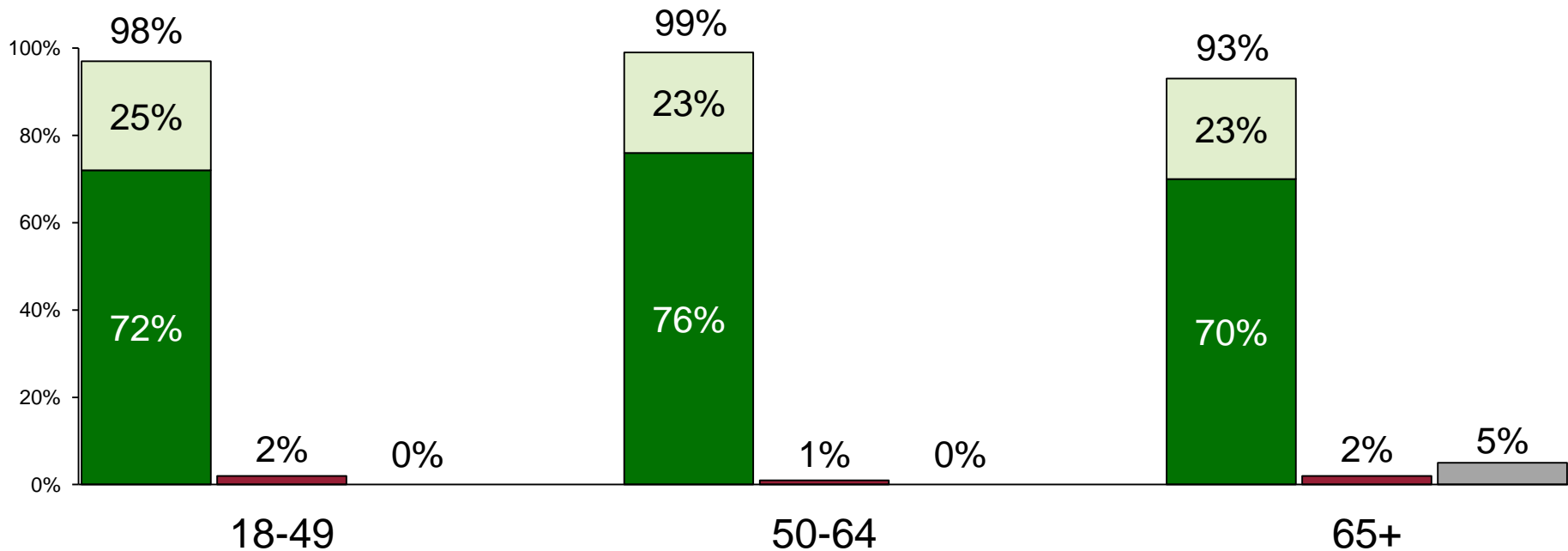
■ Strongly Support □ Somewhat Support ■ Total Oppose □ DK/NA



...across all age cohorts...

Energy Efficiency by Age

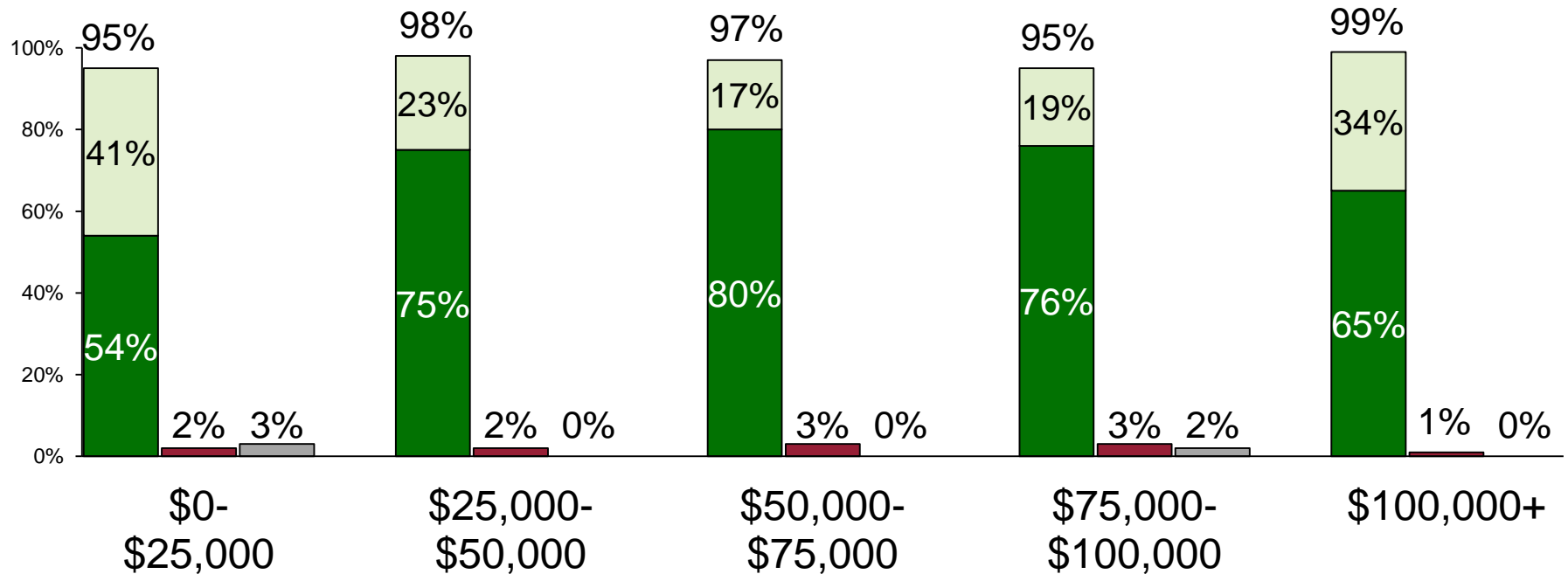
■ Strongly Support □ Somewhat Support ■ Total Oppose ■ DK/NA



...and among voters of all income levels.

Energy Efficiency by Income

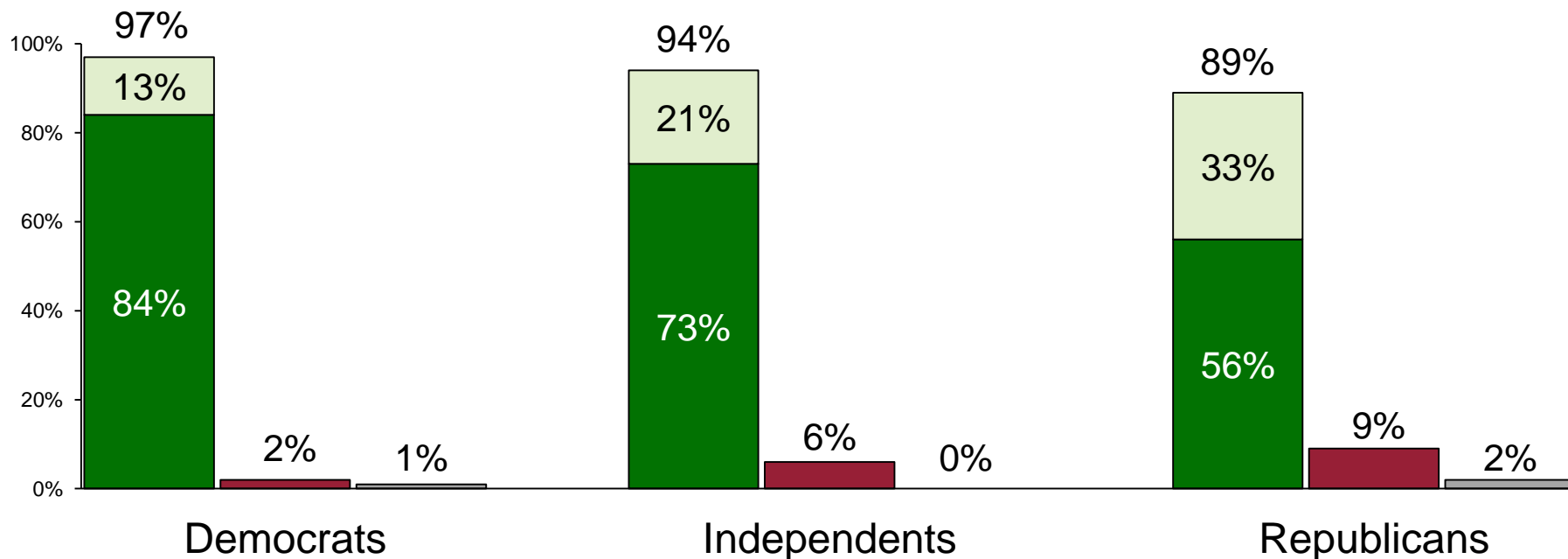
■ Strongly Support
 ■ Somewhat Support
 ■ Total Oppose
 ■ DK/NA



Voters of all parties back more use of wind power in Iowa.

Wind by Party

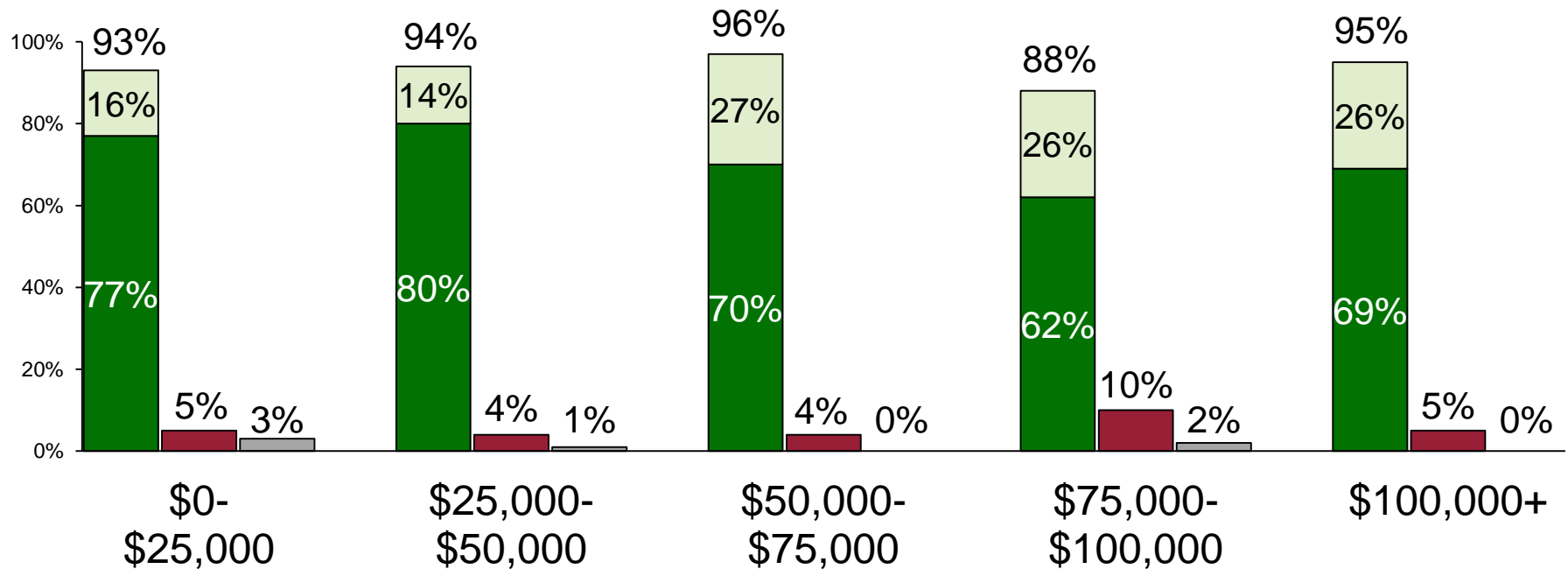
■ Strongly Support
 ■ Somewhat Support
 ■ Total Oppose
 ■ DK/NA



Support for increased use of wind also cuts across income groups.

Wind by Income

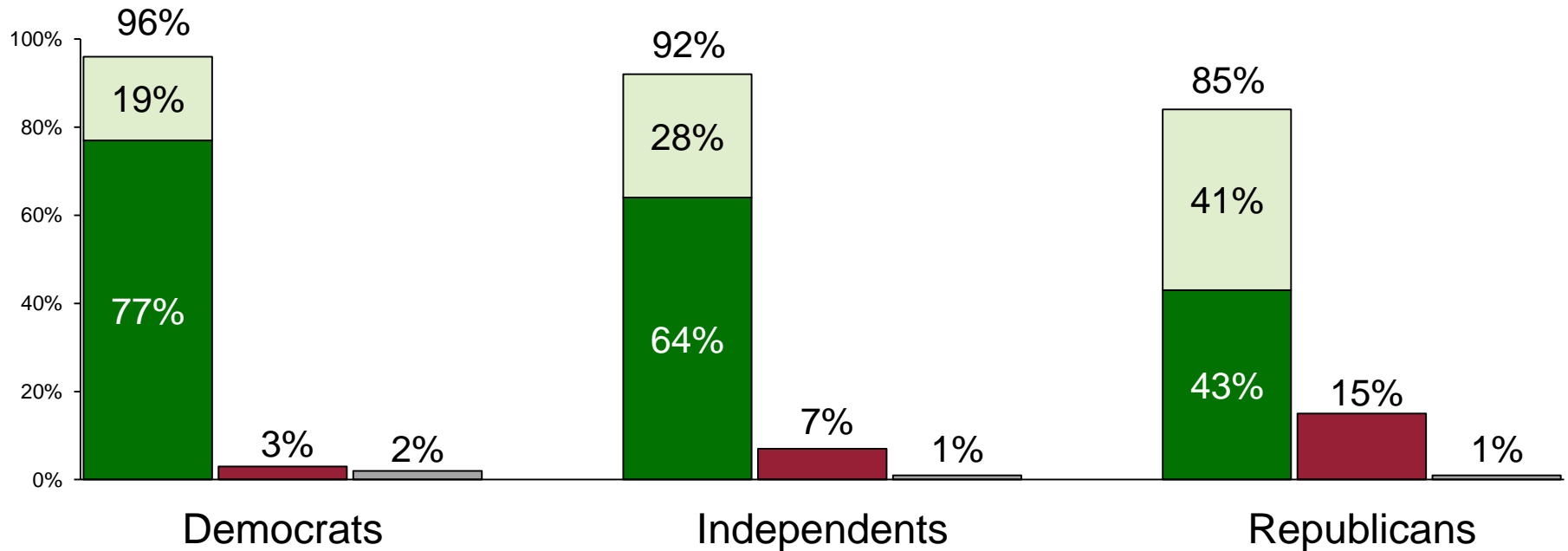
■ Strongly Support
 ■ Somewhat Support
 ■ Total Oppose
 ■ DK/NA



More than four in five voters of all parties back increased use of solar.

Solar by Party

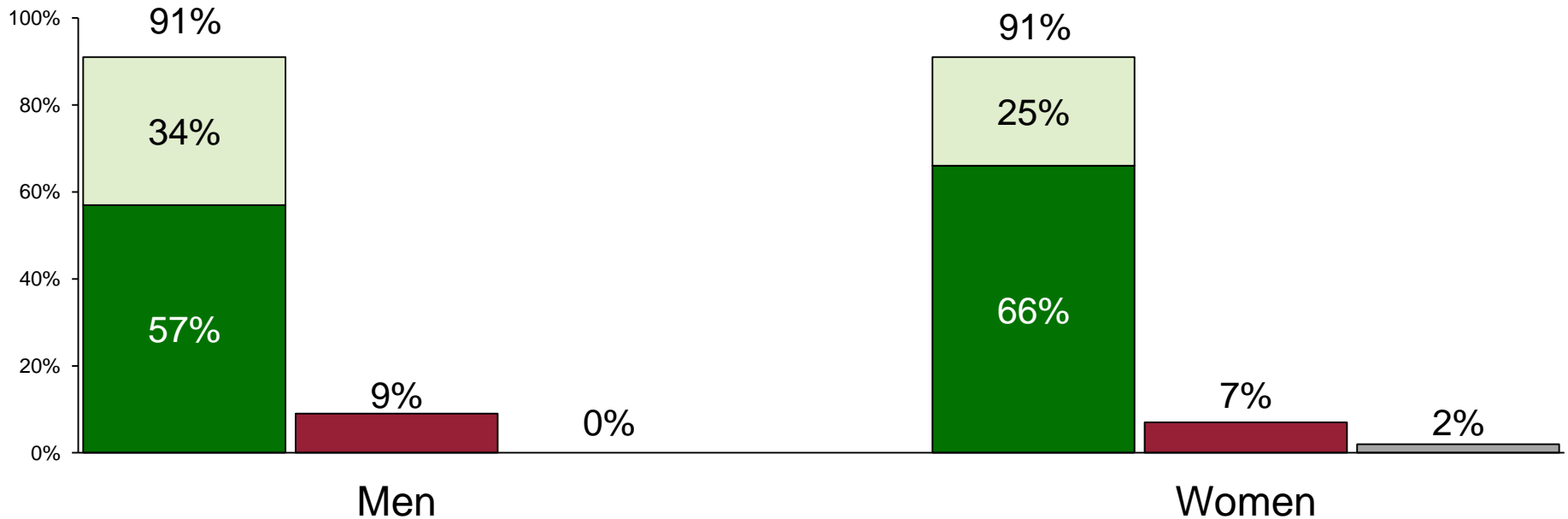
■ Strongly Support
 ■ Somewhat Support
 ■ Total Oppose
 ■ DK/NA



More than nine in ten voters, regardless of gender, back more use of solar.

Solar by Gender

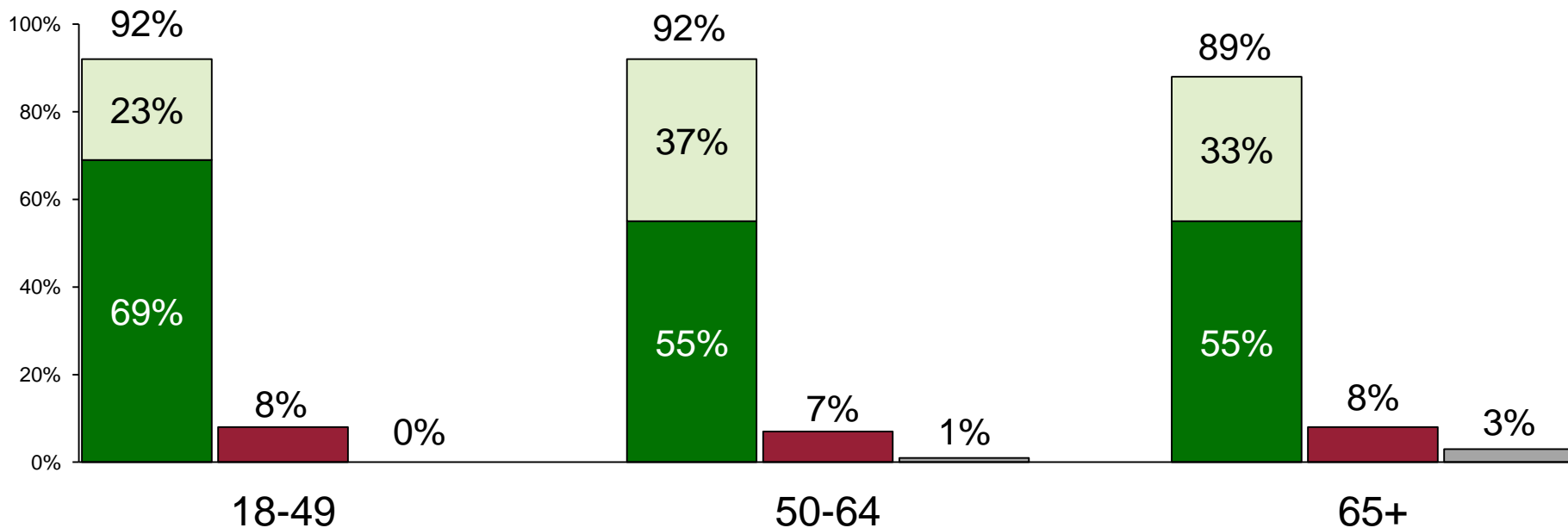
■ Strongly Support □ Somewhat Support ■ Total Oppose ■ DK/NA



Solid majorities of all age cohorts would like to see more use of solar in Iowa.

Solar by Age

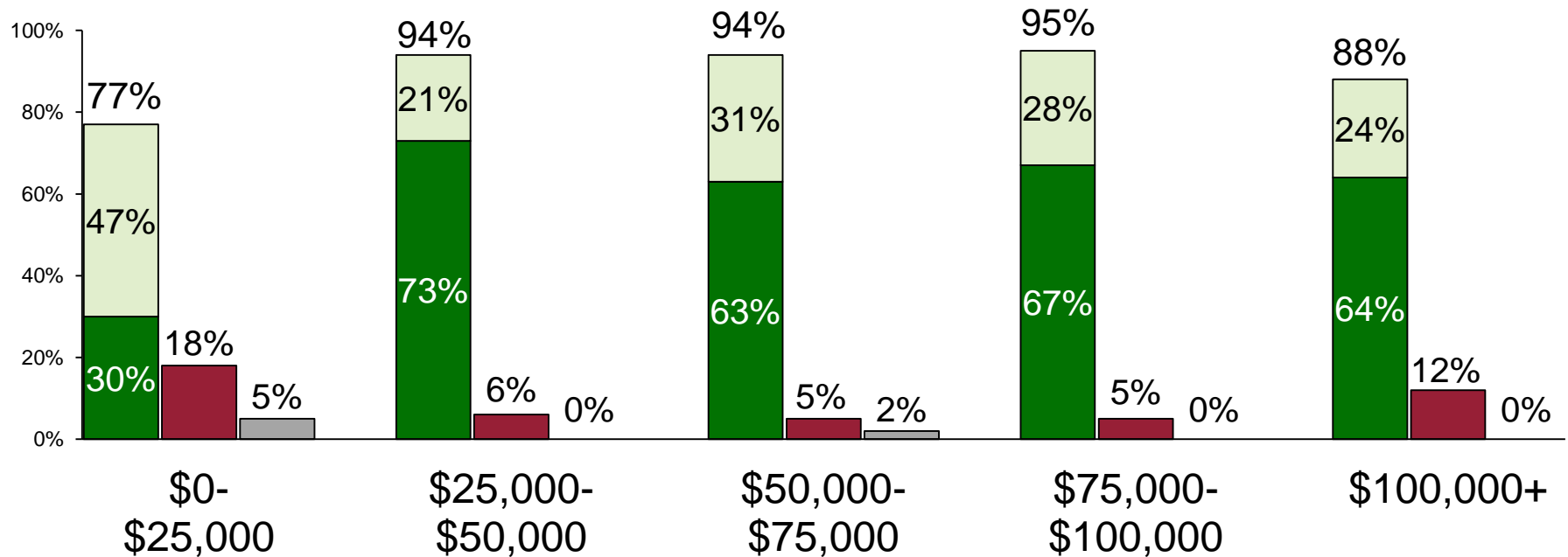
■ Strongly Support
 ■ Somewhat Support
 ■ Total Oppose
 ■ DK/NA



All income groups back more use of solar power.

Solar by Income

■ Strongly Support
 ■ Somewhat Support
 ■ Total Oppose
 ■ DK/NA

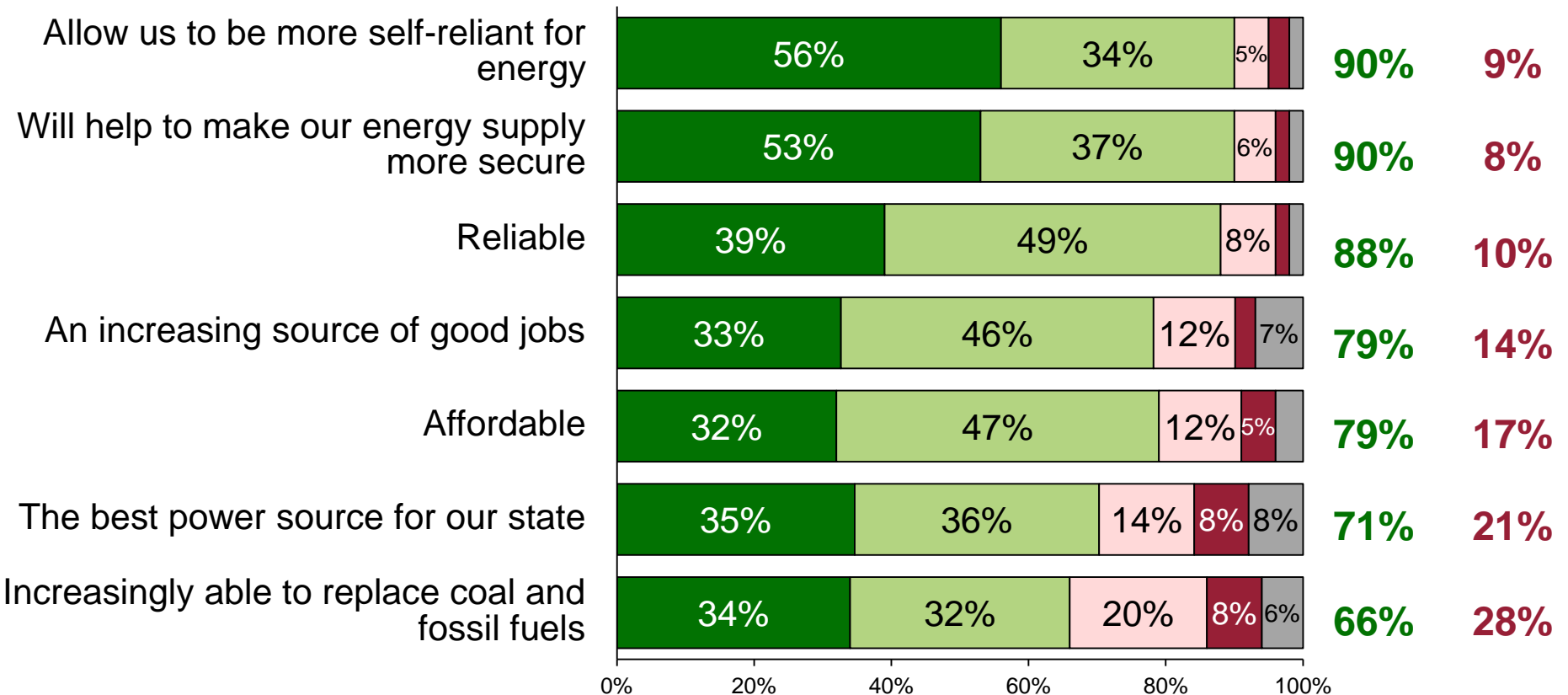


Voters see many benefits to renewables.

Thinking about renewable energy like wind and solar power, please tell me if you think each of the following phrases describe renewable energy – very well, somewhat well, not very well, or not at all well.

■ Very Well
 ■ Smwt. Well
 ■ Not Very Well
 ■ Not At All Well
 ■ No Opin./DK/NA

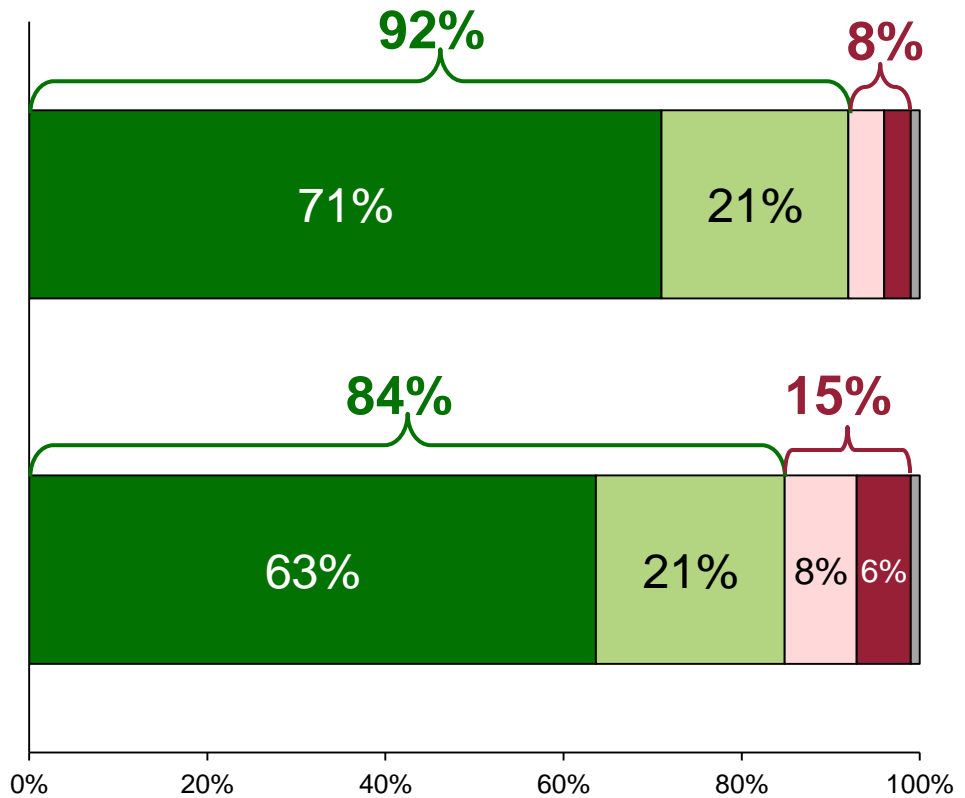
Total Well **Total Not Well**



Voters want to diversify energy sources and transition away from coal.

■ Strng. Agr. ■ Smwt. Agr. ■ Smwt. Disagr. ■ Strng. Disagr. ■ DK/NA

We ought to try to get our energy from as many diverse sources as we can, rather than primarily relying on just a few.



Rather than using more coal, we should move toward cleaner sources of energy.

Voters would rather reduce the need for fossil fuels by expanding the use of energy efficiency and renewables.

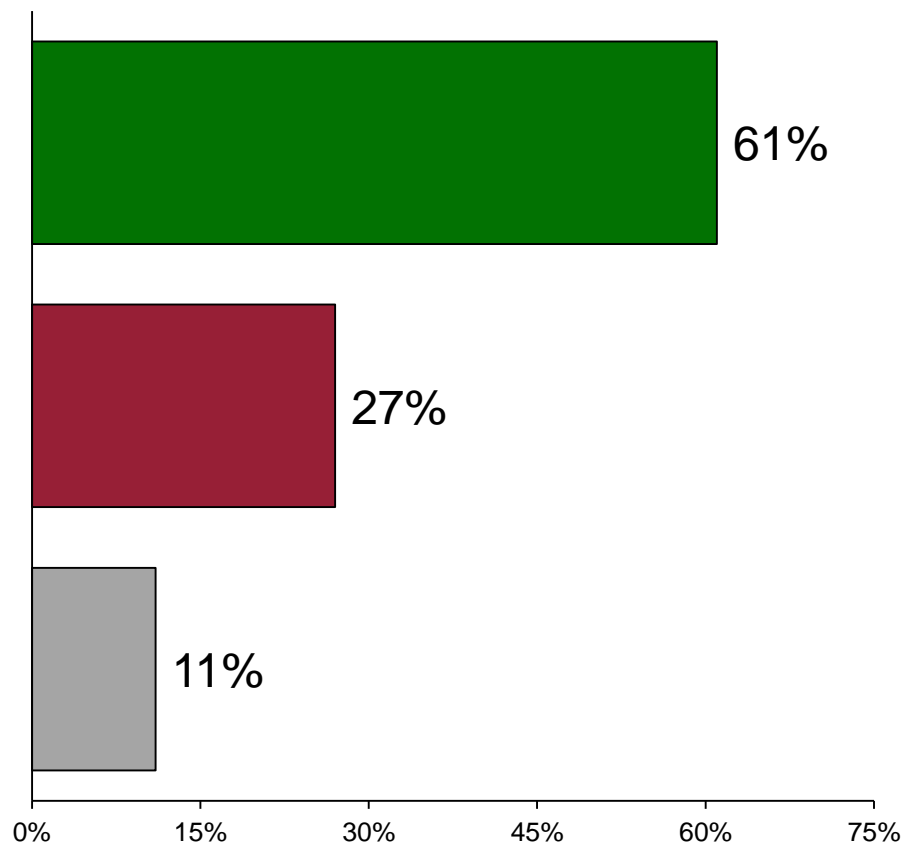
Which of the following do you think should be the highest priority for meeting America's energy needs?

Reducing our need for oil, natural gas and coal by increasing energy efficiency and expanding our use of clean and renewable energy

OR

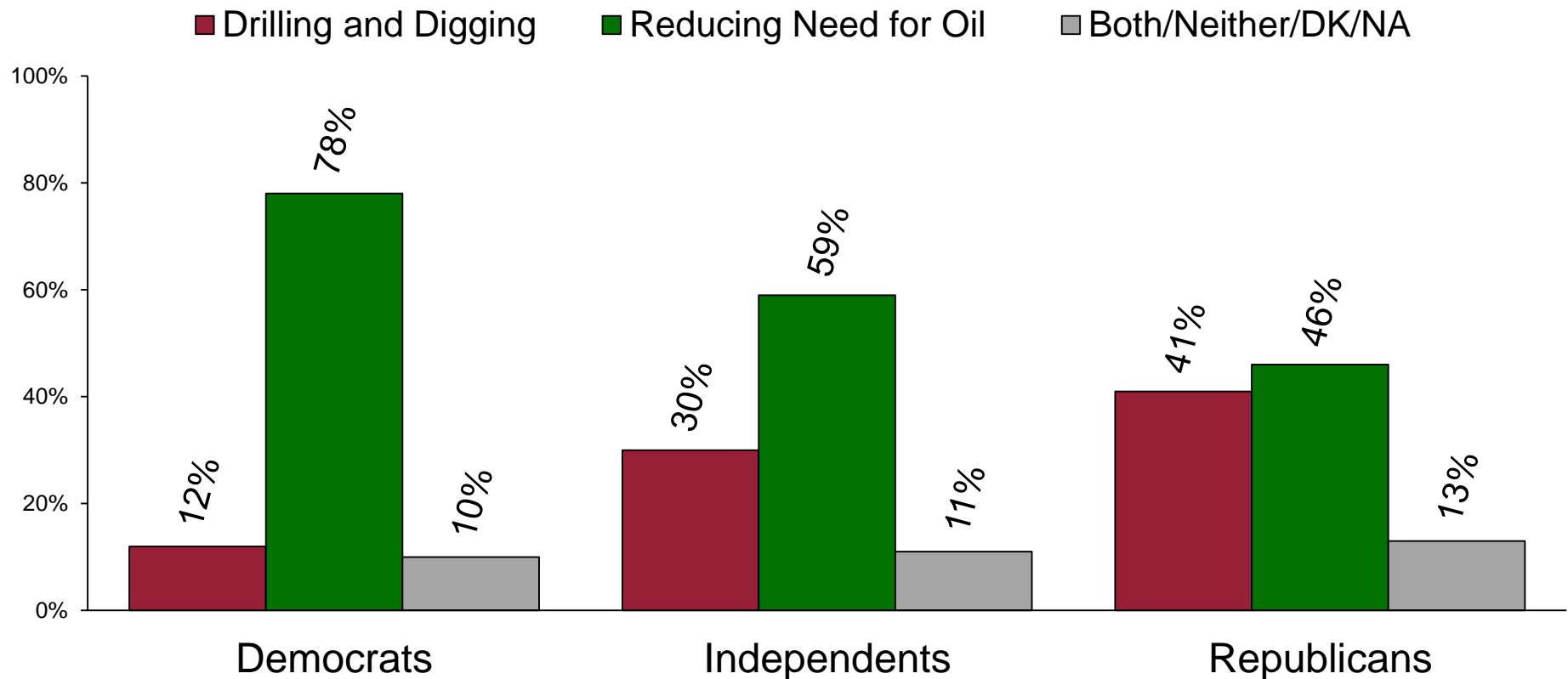
Drilling and digging for more oil, natural gas, and coal within the United States

Both/Neither/DK/NA



Voters of all parties support an approach to energy that shifts away from fossil fuels.

Highest Priority for Meeting America's Energy Needs by Party



Likewise, they prefer developing transportation choices to pursuing more fossil fuels.

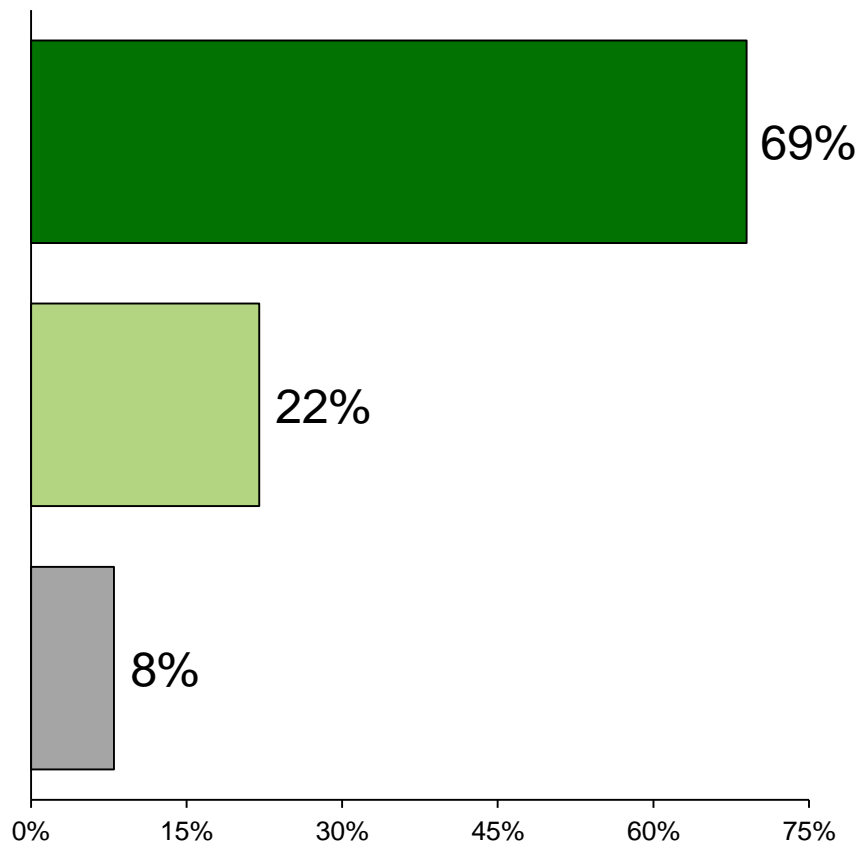
Which of the following do you think should be the highest priority for improving transportation in the United States?

Developing more diverse and affordable transportation choices, including buses, light rail, and cars that run on cleaner fuels – such as biofuels and electric cars

OR

Developing new oil fields and building pipelines, in order to get more Canadian tar sands petroleum to fuel our cars and trucks

Both/Neither/DK/NA

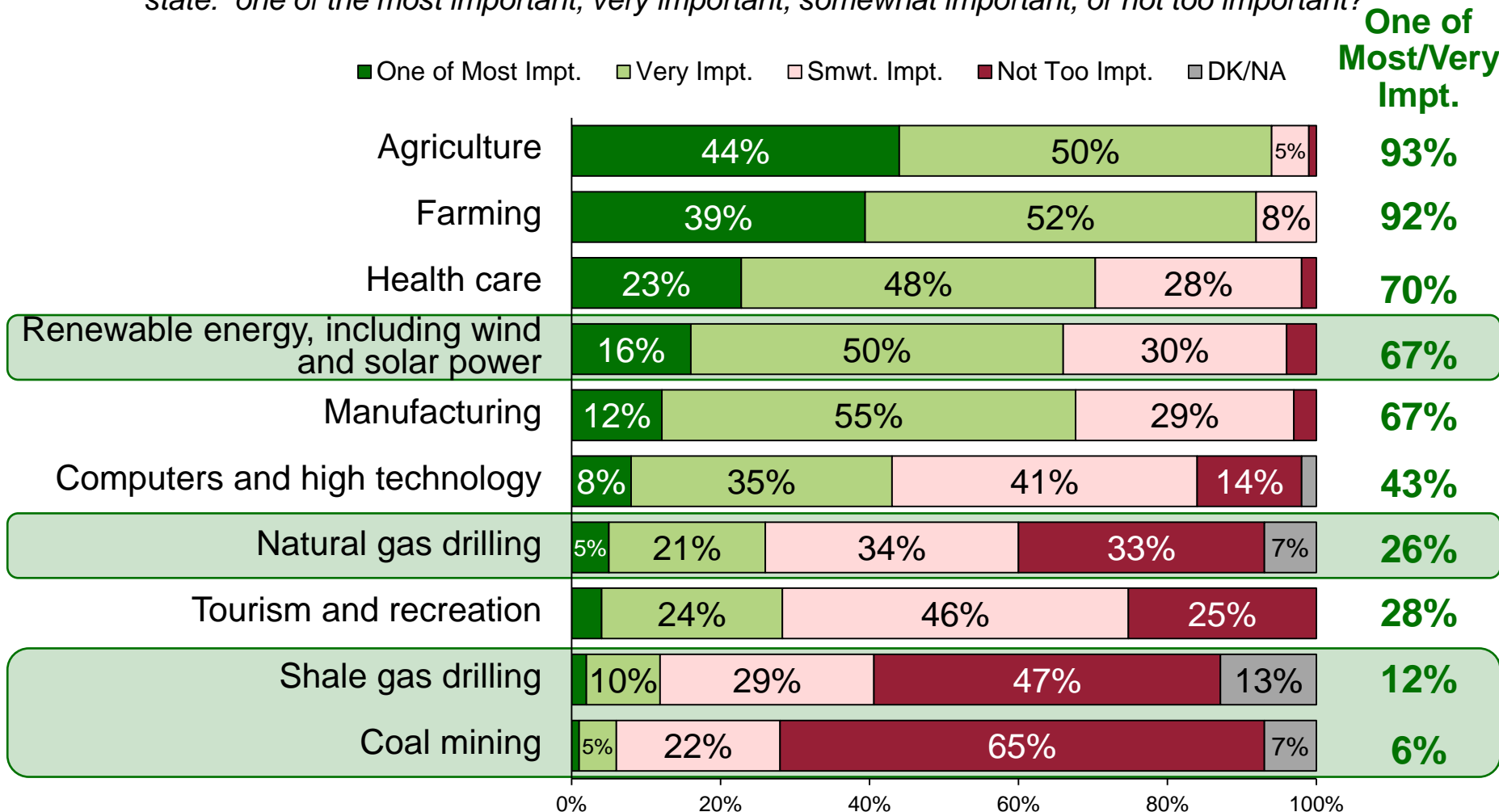




Energy and the Economy

Voters see renewables as a bigger contributor to their economy than coal or natural gas.

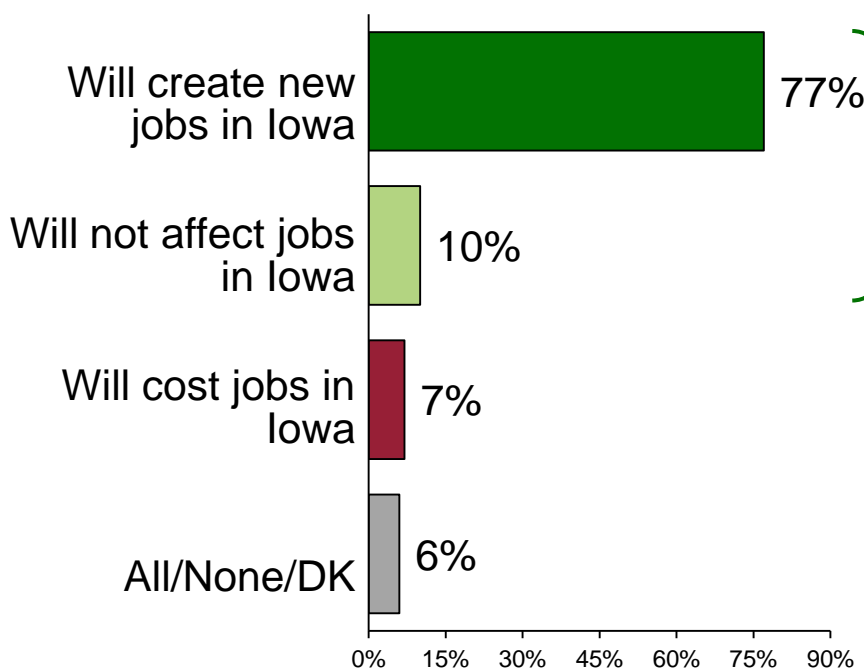
Thinking about the economy in your state, how important is each of the following industries to the economy in your state: one of the most important, very important, somewhat important, or not too important?



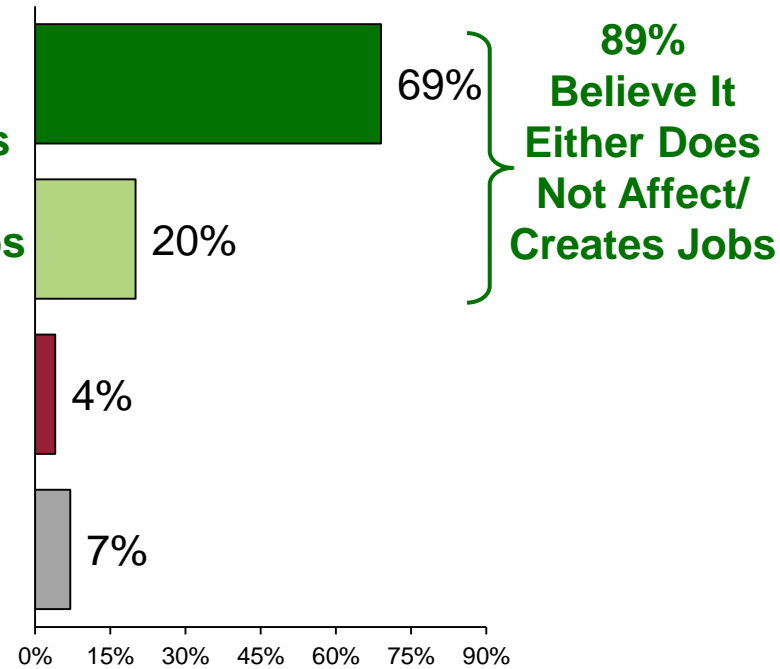
Voters believe increasing the use of renewable energy and energy efficiency projects will create new jobs....

Increasing the use of clean, renewable energy sources like wind and solar power....

Energy efficiency projects like weatherizing and insulating buildings, and upgrading appliances and technology in homes and businesses



87% Believe It Either Does Not Affect/Creates Jobs

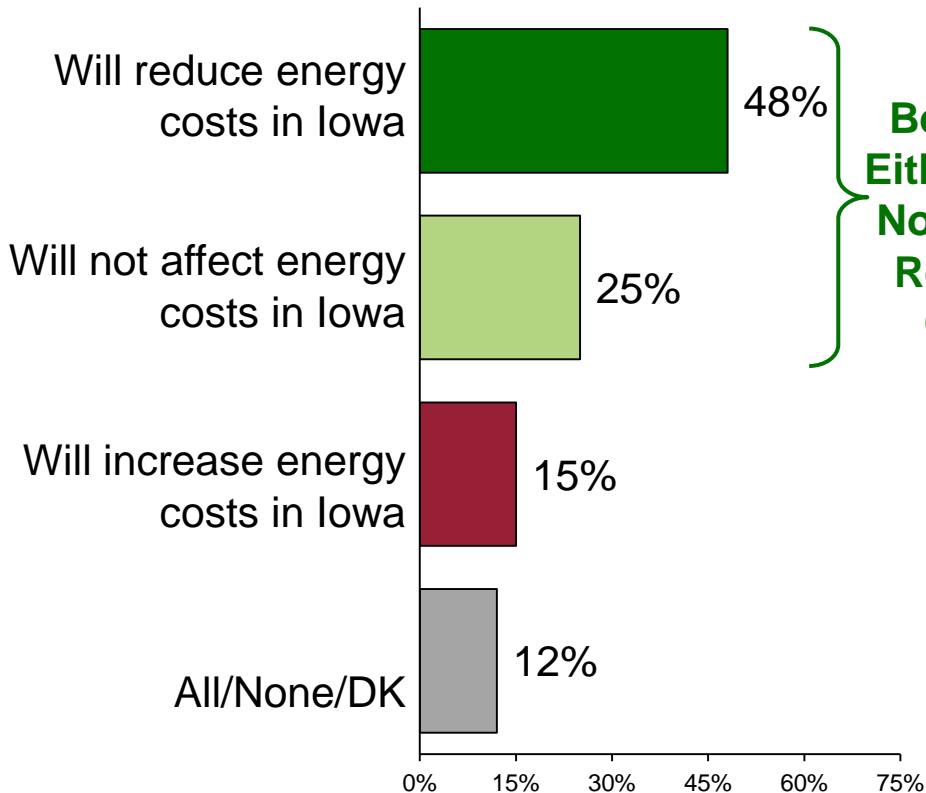


89% Believe It Either Does Not Affect/Creates Jobs

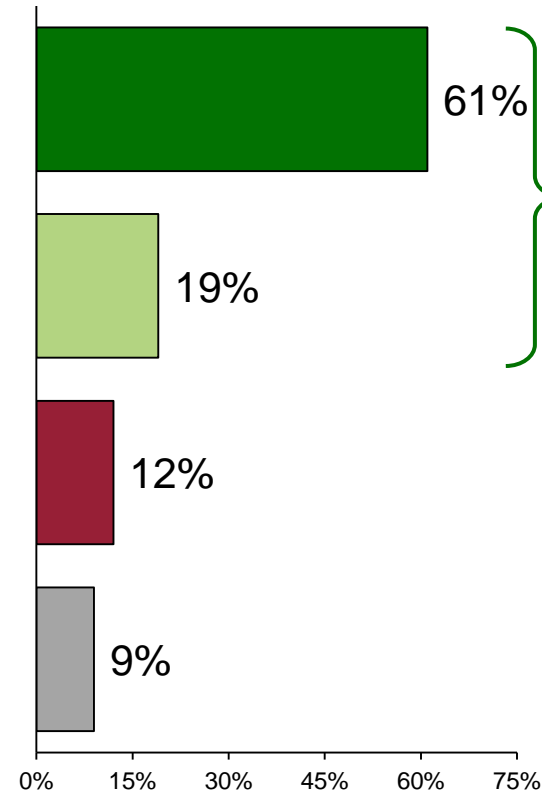
...and reduce energy costs.

Increasing the use of clean, renewable energy sources like wind and solar power....

Energy efficiency projects like weatherizing and insulating buildings, and upgrading appliances and technology in homes and businesses



73% Believe It Either Does Not Affect/ Reduces Costs



80% Believe It Either Does Not Affect/ Reduces Costs

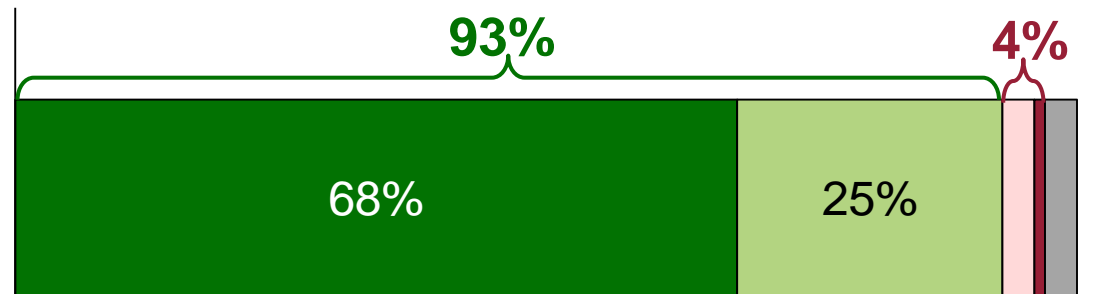


Policy Proposals

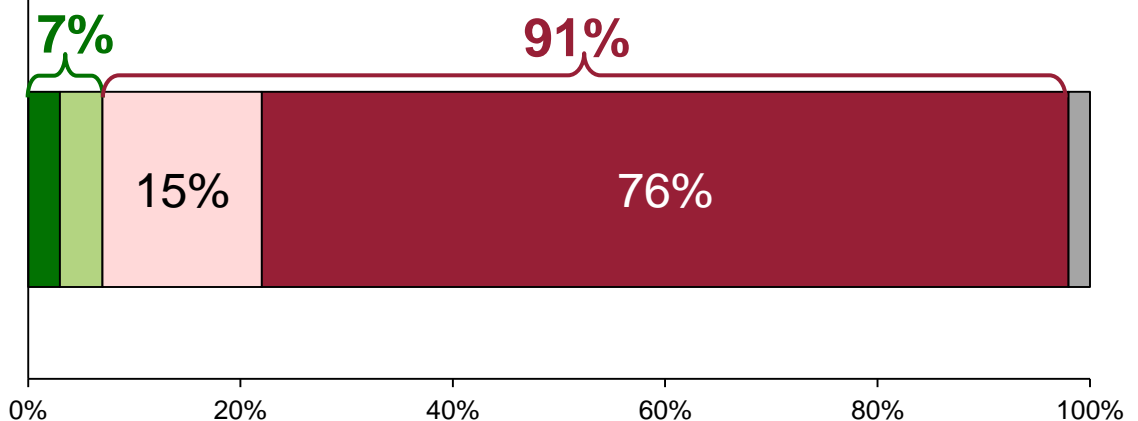
Voters reject efforts to block consumer access to renewable energy.

■ Strng. Agr. ■ Smwt. Agr. ■ Smwt. Disagr. ■ Strng. Disagr. ■ DK/NA

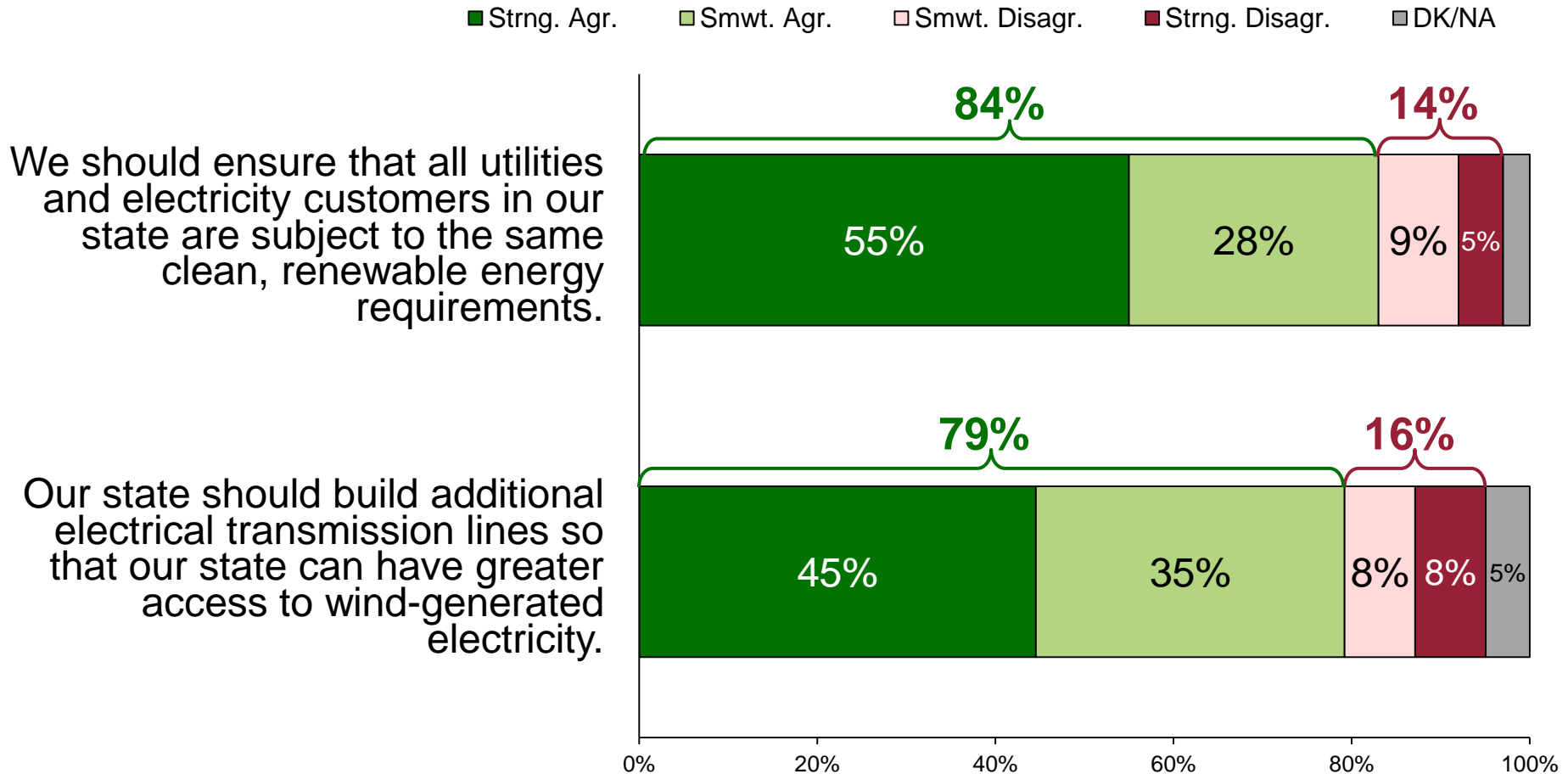
I should have the right to put solar on my own home and pay for it how I choose.



Utilities should be able to block residential customers from installing solar power, energy storage and other similar systems on their property.

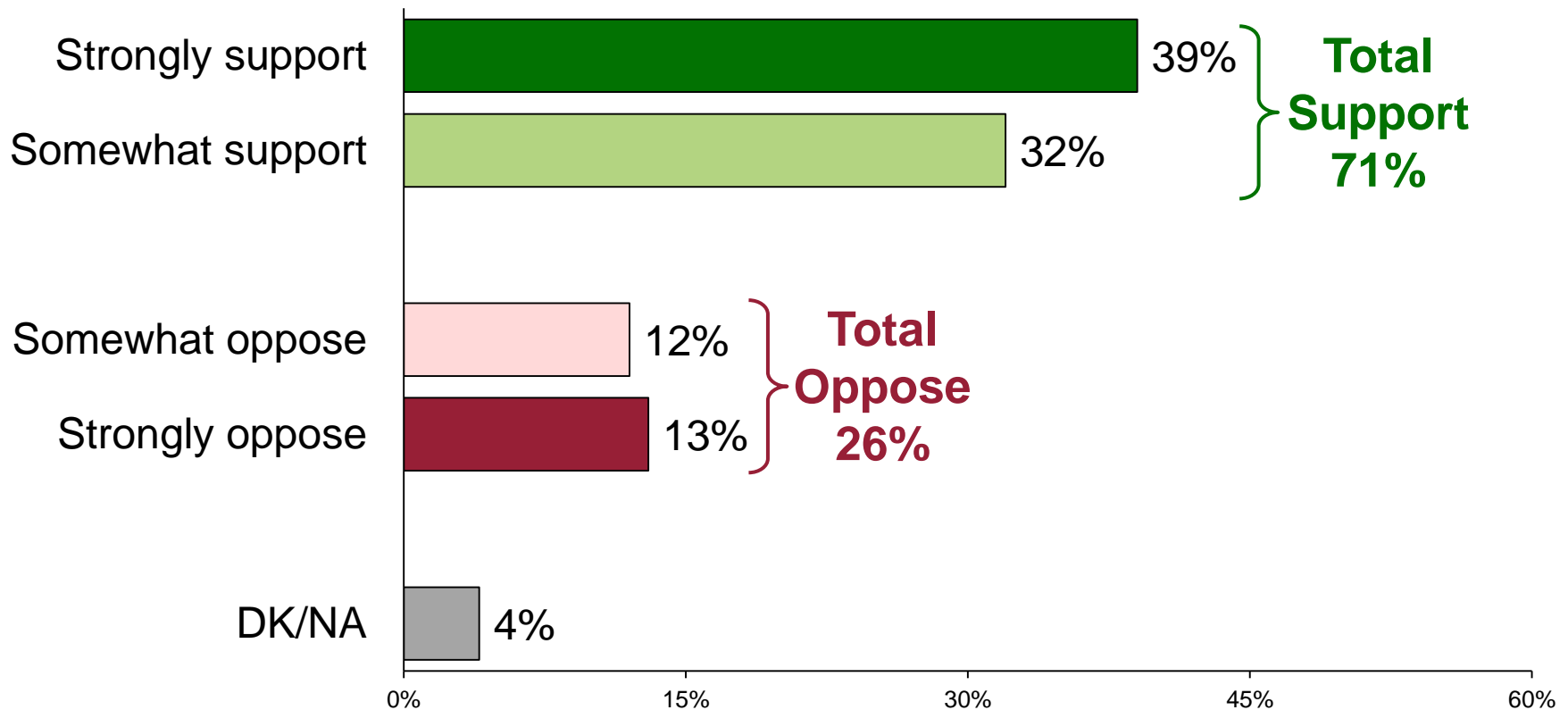


Voters have strong feelings about the way clean energy should be generated.

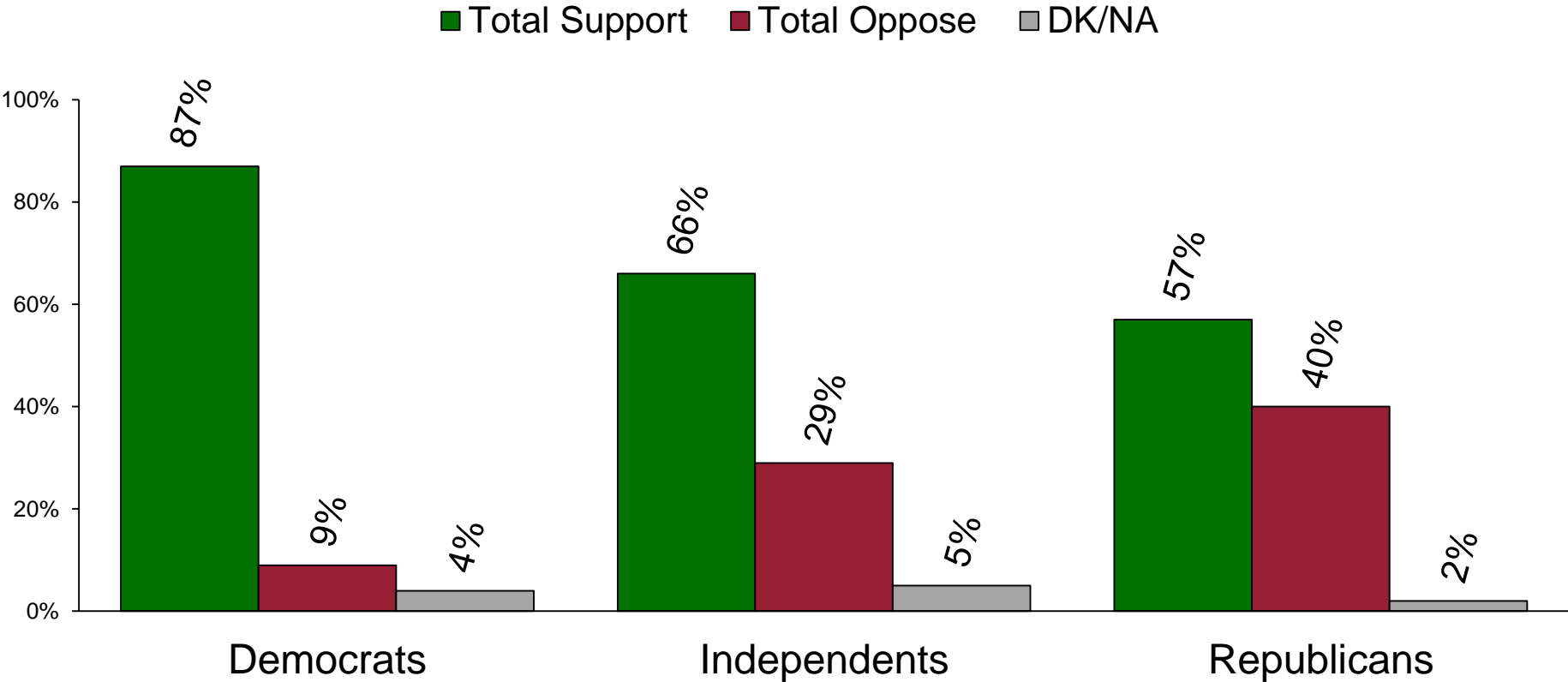


Voters like the idea of an expanded solar requirement.

Requiring that Iowa get 5% of its electricity from solar power



Most voters, regardless of party, back the idea of getting five percent of Iowa's energy from solar.



They also support a wide range of other policy proposals to increase clean energy use.

■ Strng. Supp. ■ Smwt. Supp. □ Smwt. Opp. ■ Strng. Opp. □ DK/NA

Total Supp. 92%
Total Opp. 6%

Making it more affordable for residents and businesses to install solar power at their homes or businesses



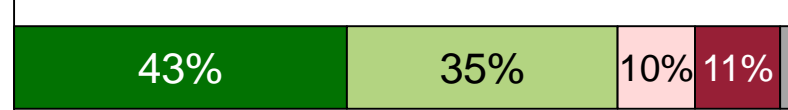
Total Supp. 86%
Total Opp. 12%

Investing in retraining workers to work in clean energy jobs such as wind and solar



Total Supp. 77%
Total Opp. 21%

Increasing state government investment in the development of clean, renewable energy sources



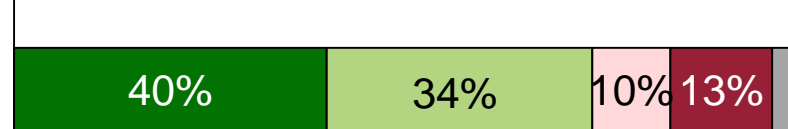
Total Supp. 82%
Total Opp. 16%

Increasing requirements for utilities to invest in energy efficiency improvements in homes and businesses



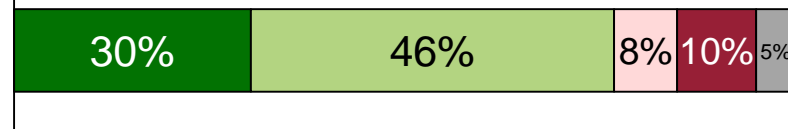
Total Supp. 74%
Total Opp. 23%

Closing down older coal-burning power plants and replacing them with greater use of renewable energy and energy efficiency



Total Supp. 77%
Total Opp. 18%

Requiring utilities to double the amount of renewable energy they provide



0% 20% 40% 60% 80% 100%

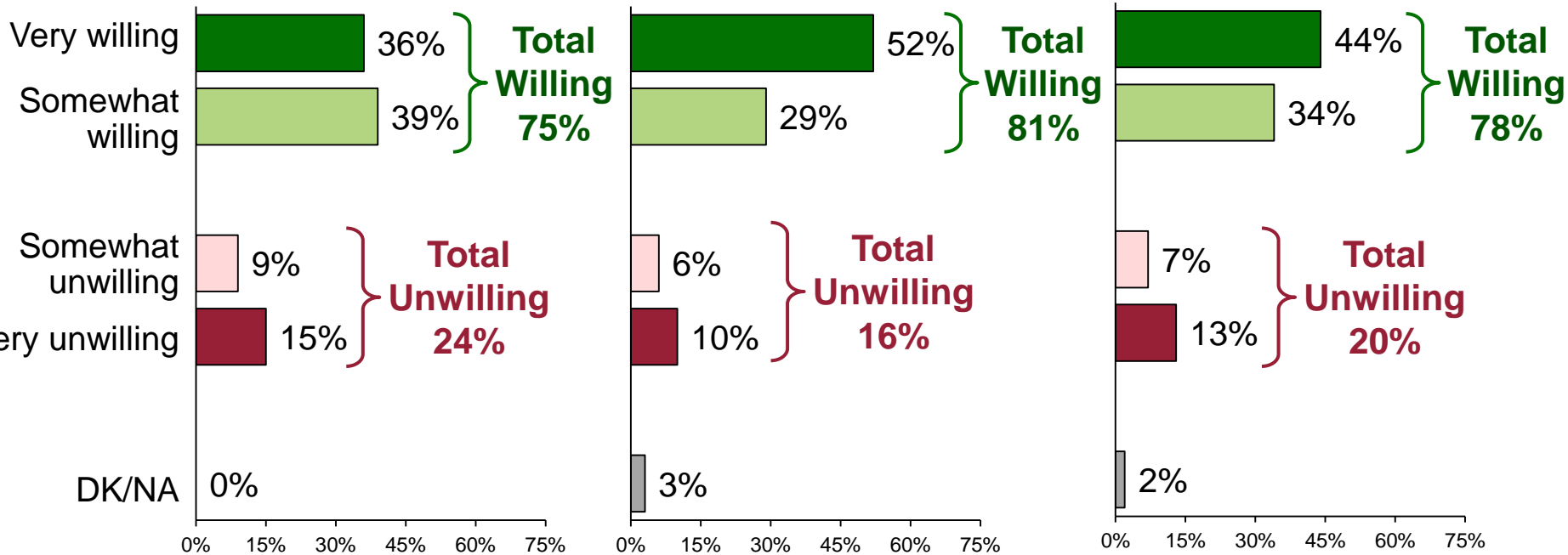
Most voters would be willing to pay a little extra on their energy bills to promote clean energy and energy efficiency.

In some – but not all – cases, using more clean and renewable energy may cost more money in the short term. Would you be willing to pay an additional (HALF SAMPLE: \$4)/ (HALF SAMPLE: \$1) per month to ensure that more of your energy comes from clean and renewable sources?

\$4 Per Month

\$1 Per Month

Total



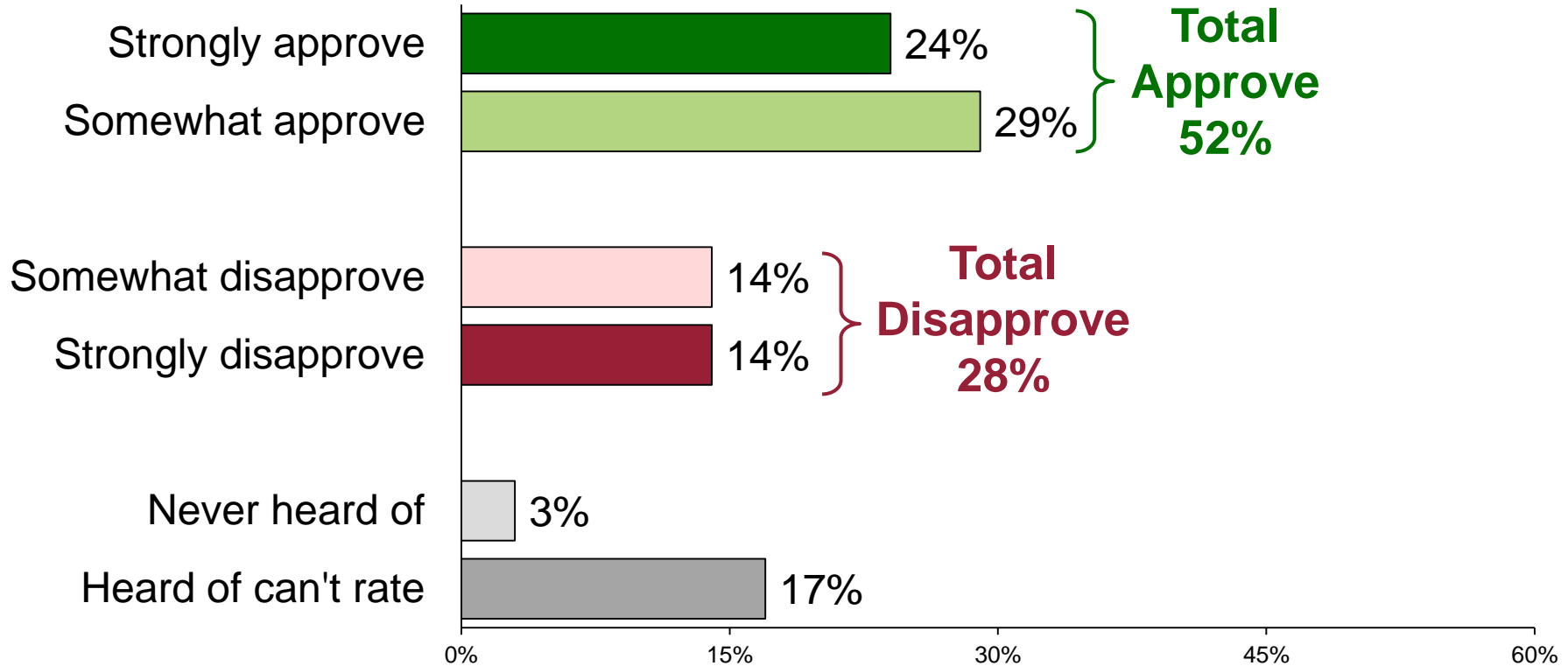


Federal Carbon Pollution Rules

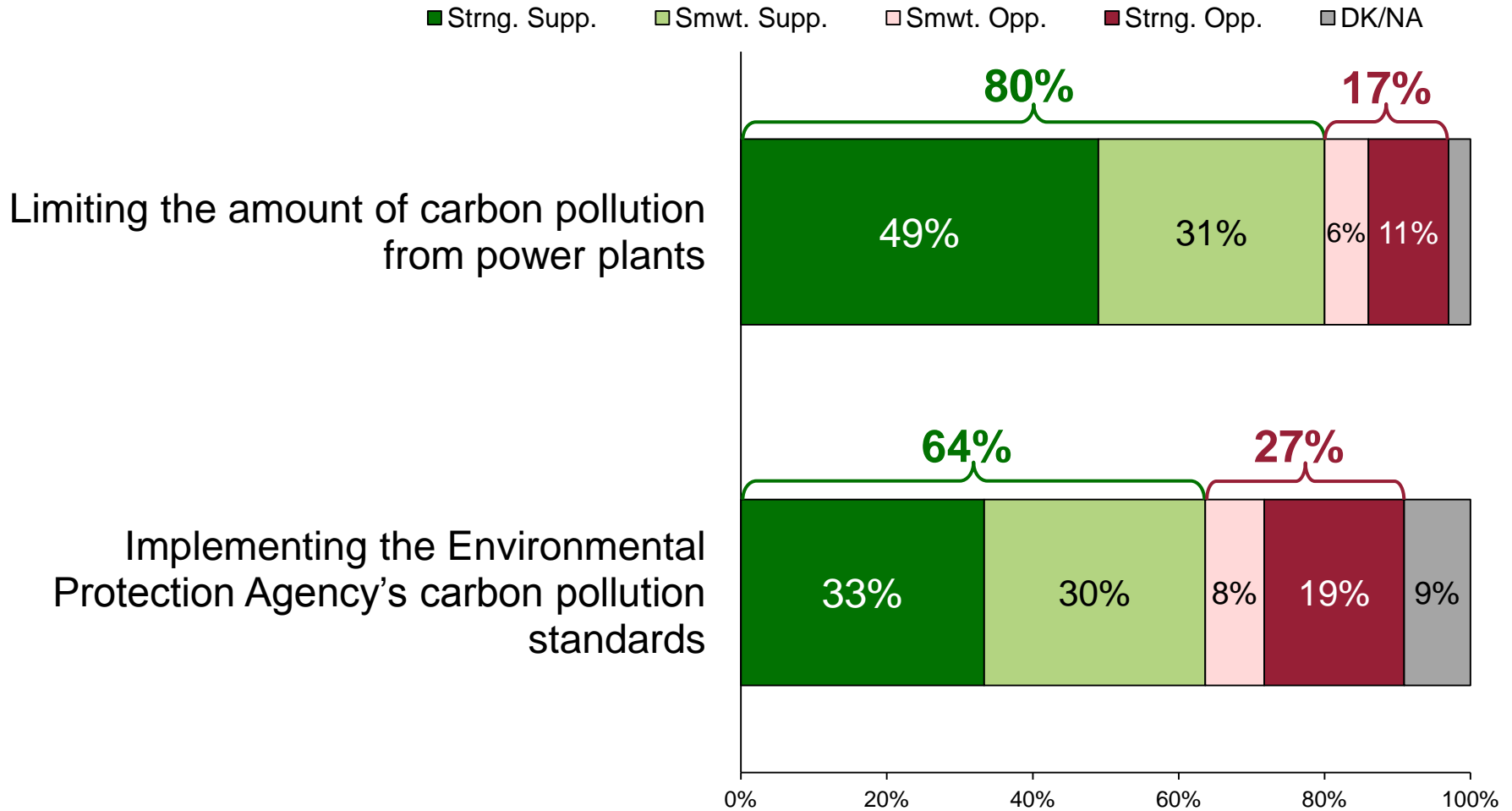


Voters view the EPA favorably.

The Environmental Protection Agency

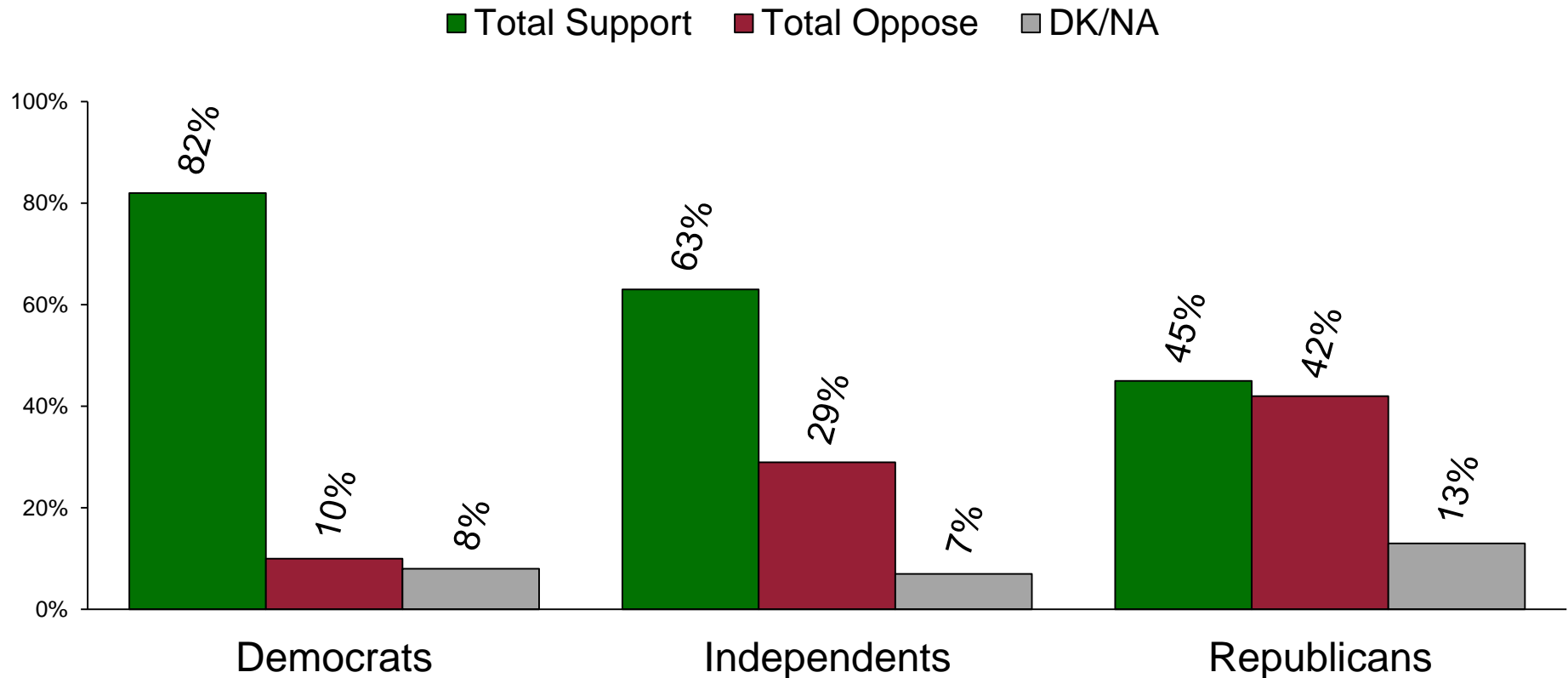


In principle, voters like the idea of carbon pollution limits.



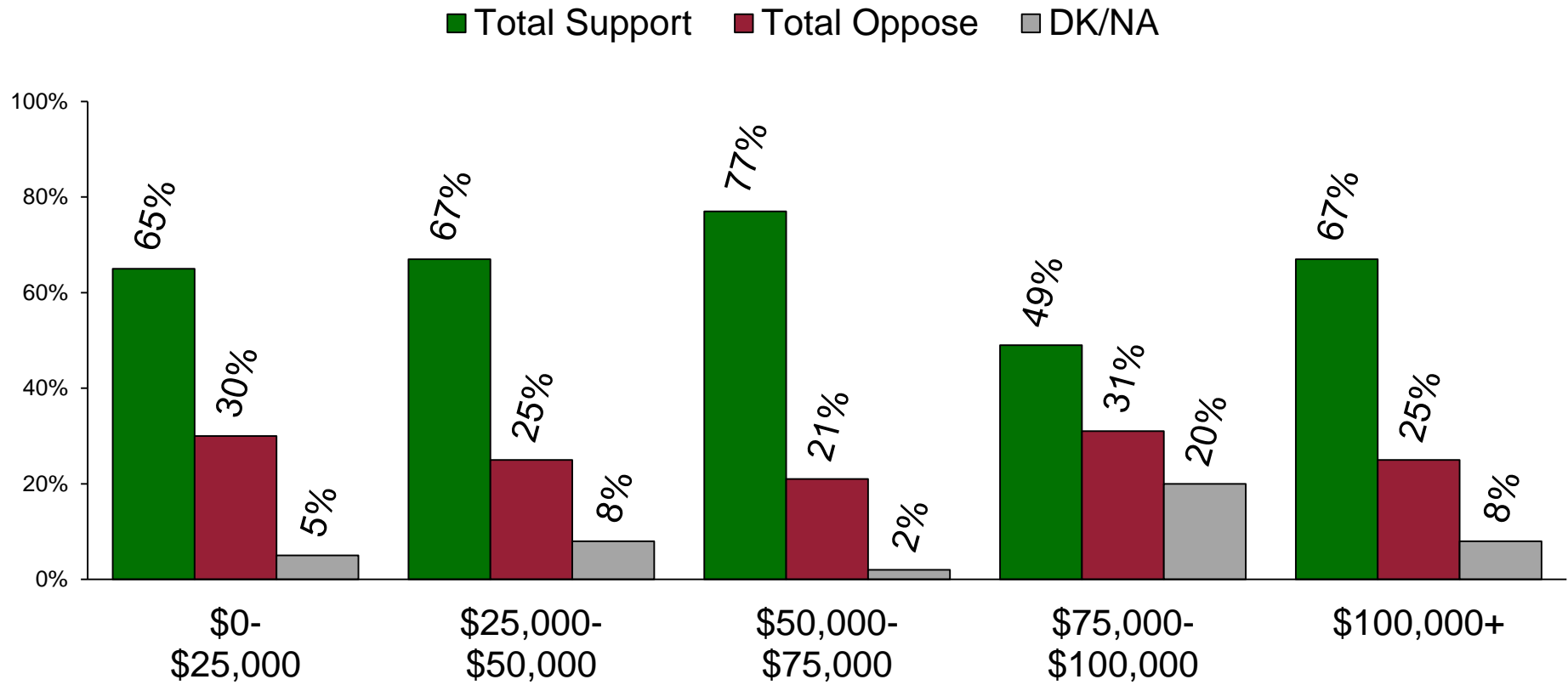
Even a plurality of GOP voters backs the carbon pollution standards.

Support for EPA Carbon Pollution Standards, by Party



Pluralities of voters in all income groups support them as well.

Support for EPA Carbon Pollution Standards, by Income



Given arguments on each side, voters support the plan.

When it comes to the new limits on carbon dioxide emissions being set by the Obama administration and the EPA, which comes closer to your point of view?

Supporters say action is needed because coal plants are a major source of carbon pollution. These reductions will mean cleaner air and reduce the health care costs associated with asthma and respiratory diseases by billions of dollars. Significantly lowering carbon pollution is the critical step in addressing climate change and the natural disasters and property damage it causes. These reductions will help create a new generation of clean energy and jobs.

54%

Opponents say coal plant carbon emissions have already dropped over the last decade and this action will mean fewer jobs. The compliance costs for electric companies will be three times more expensive than any current EPA regulation, which means higher prices. Consumers and businesses will both end up paying more for electricity. These regulations will mean only a small change to the global climate as carbon emissions in China, India, and other developing countries will continue to rise.

34%

Both/Neither/DK/NA

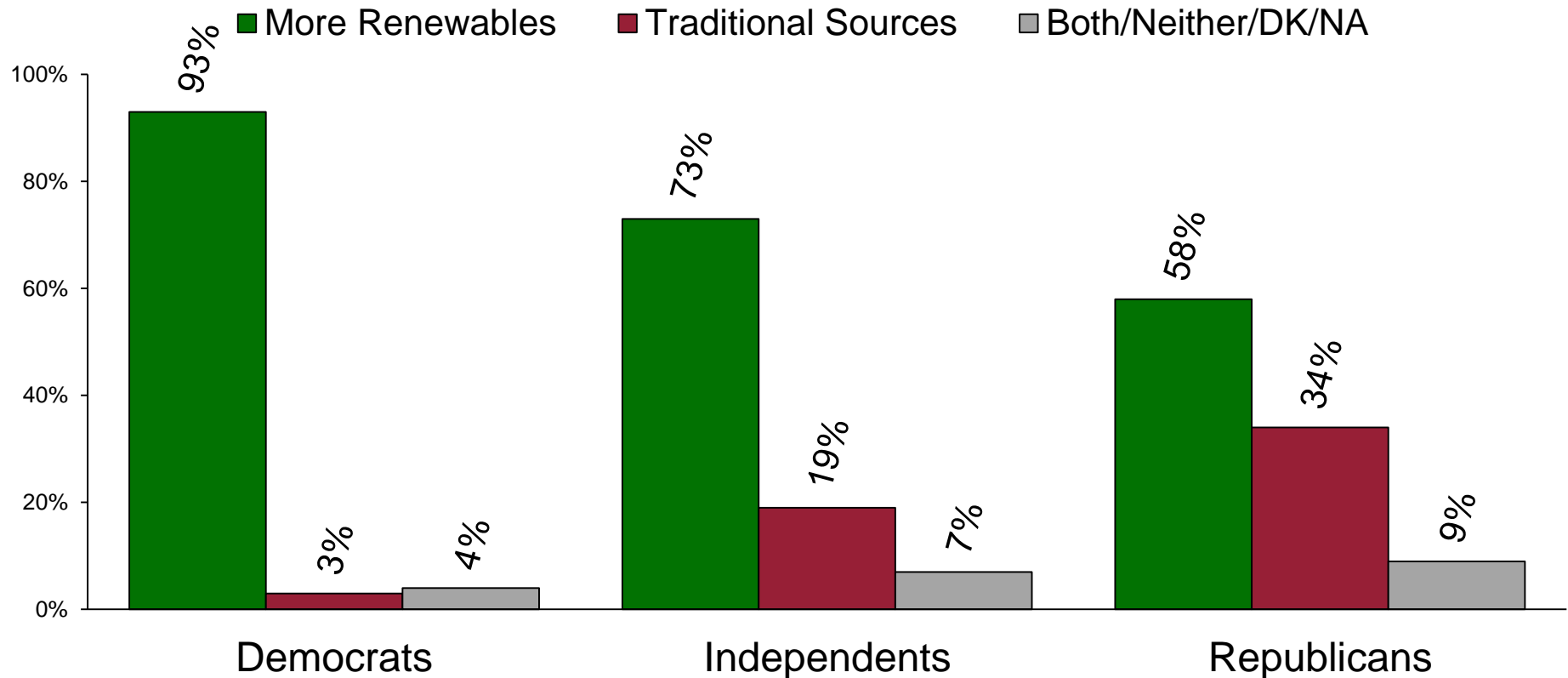
12%



Messaging for Candidates

Solid majorities of voters from all party back a candidate who favors clean energy.

Preferred Candidate Energy Position by Party



The argument that we already generate enough power is not a persuasive reason to avoid use of renewables.

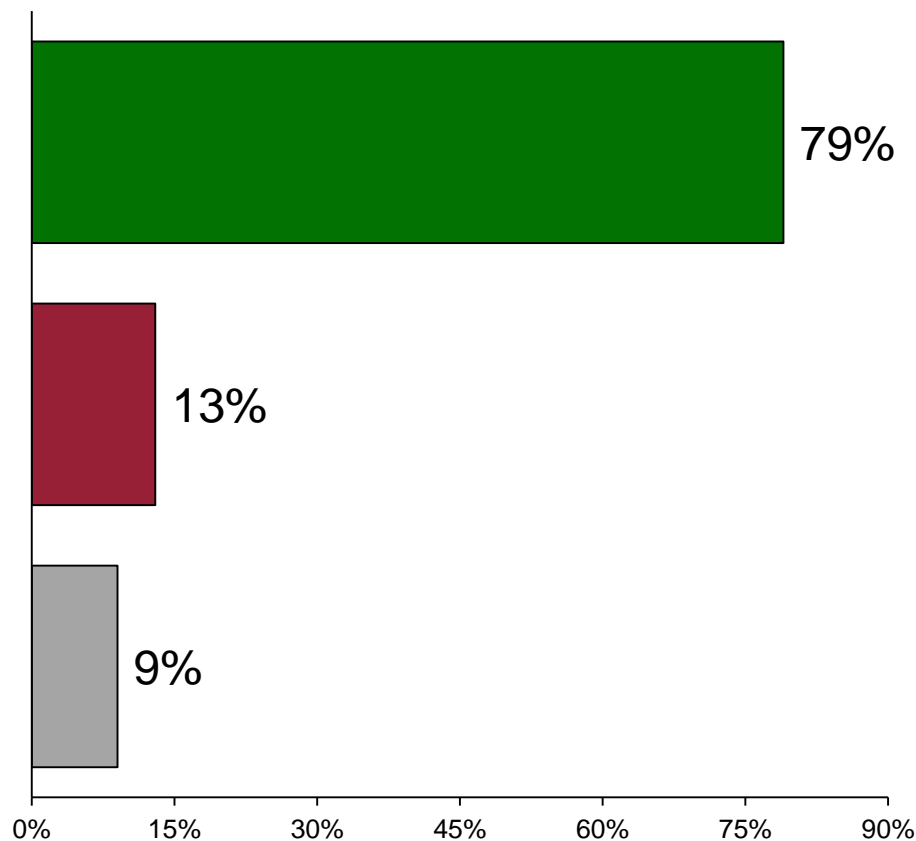
In thinking about the election for state office in your area later this year, I am going to read you a series of pairs of descriptions of different candidates. Please tell me which candidate in each pair you think you would be most likely to vote for:

A candidate who says that no matter how much electricity we already generate, we still should increase our use of wind and solar power to make a transition to cleaner energy

OR

A candidate who says our state already generates more electricity than it needs, and it makes no sense to increase the use of wind and solar power

Both/Neither/DK/NA



Voters also favor a candidate who wants a transition to renewables.

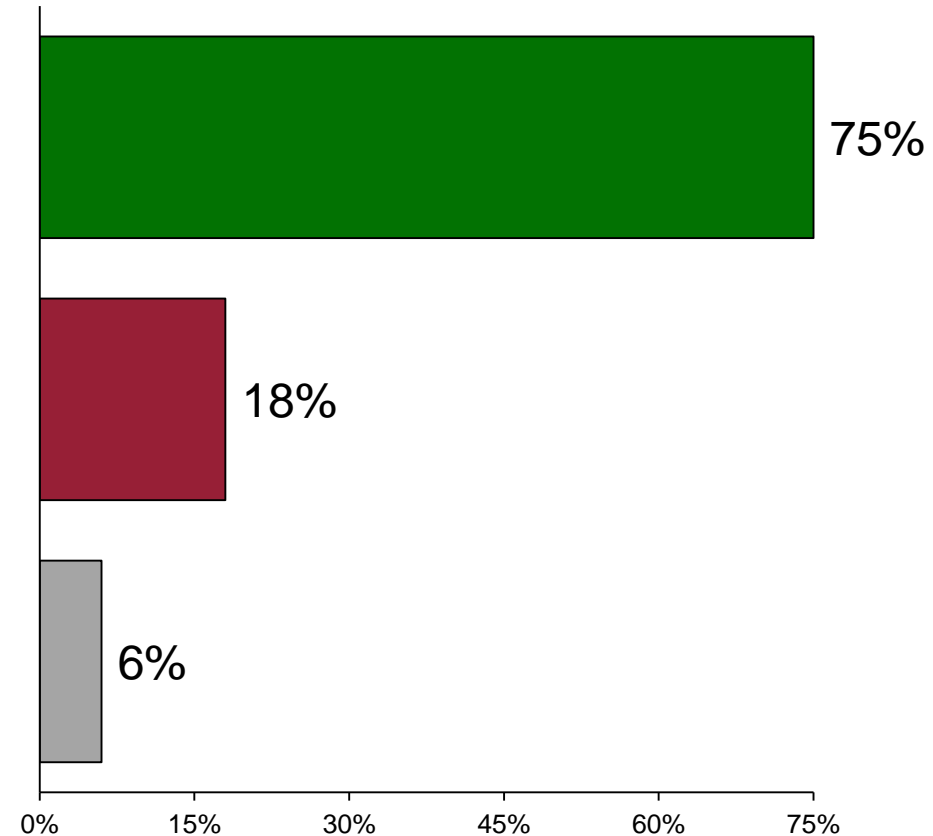
In thinking about the election for state office in your area later this year, I am going to read you a series of pairs of descriptions of different candidates. Please tell me which candidate in each pair you think you would be most likely to vote for:

A candidate who wants to promote more use of clean, renewable energy – like wind and solar power – in Iowa

OR

A candidate who wants to continue to rely on coal, natural gas or nuclear power to meet Iowa's energy needs

Both/Neither/DK/NA



The strongest positioning for a candidate focuses on middle-income job creation.

In thinking about the elections for state office this November, please tell me how a candidate taking each of the following positions would impact your vote – would it make you more likely or less likely to vote for that candidate, or would it not make much difference in your vote decision?

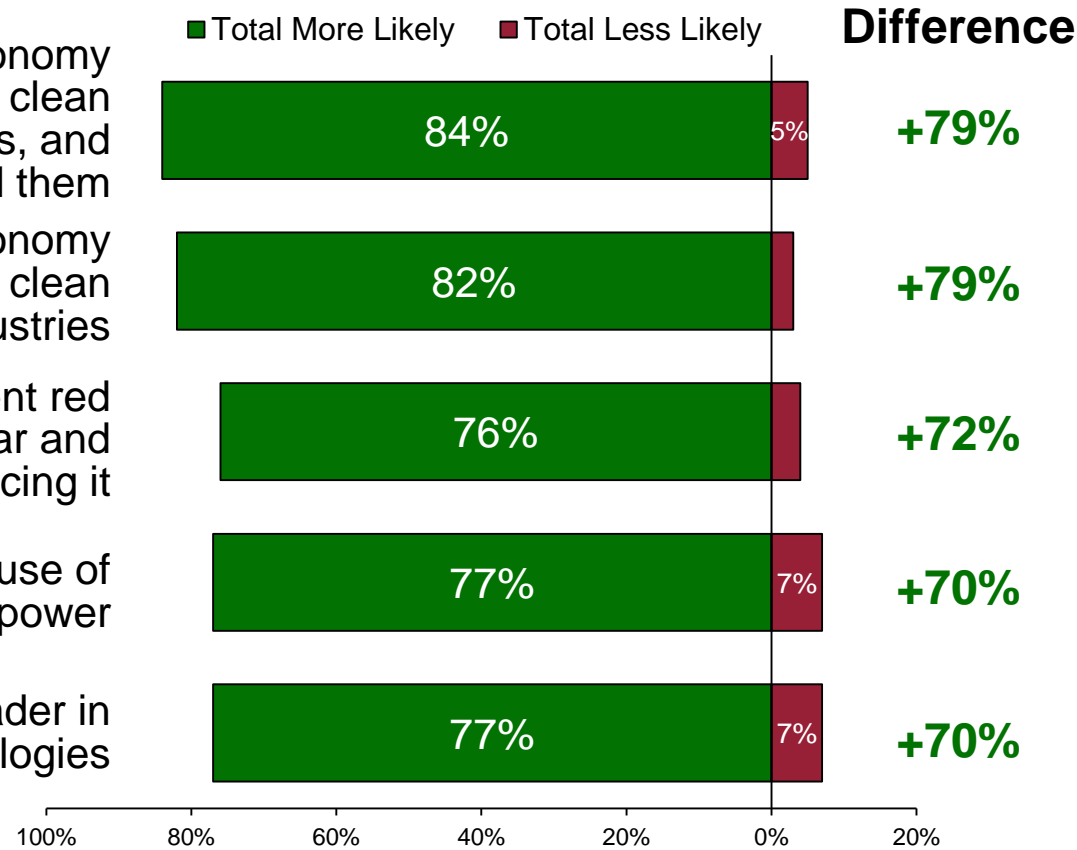
A candidate who wants to improve the economy by creating more middle-income jobs in the clean energy and clean technology industries, and training Iowa workers to fill them

A candidate who wants to improve the economy by creating more middle-income jobs in the clean energy and clean technology industries

A candidate who wants to reduce government red tape so consumers can choose rooftop solar and any form of financing it

A candidate who wants to promote more use of renewable energy – like wind and solar power

A candidate who wants to make Iowa a leader in developing innovative clean energy technologies



The only negative profile focuses on a candidate who wants to cut support for clean energy.

A candidate who will work to expand transportation options and provide more alternatives to driving, like light rail buses, and more opportunities to walk and bike

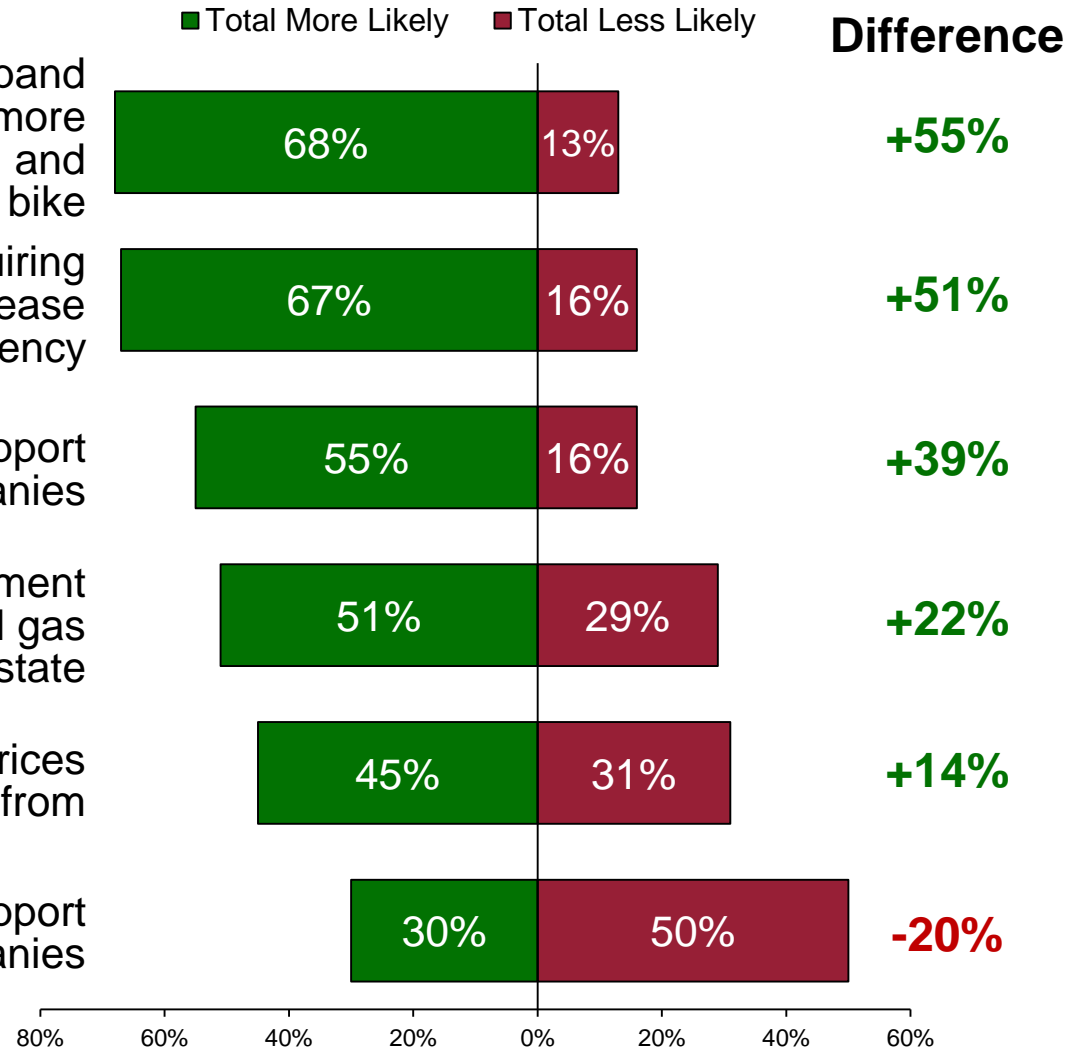
A candidate who supports state laws requiring utilities to use more clean energy and increase their energy efficiency

A candidate who wants to stop taxpayer support for oil and gas companies

A candidate who wants to reduce government red tape so that there can be more oil and gas development in your state

A candidate who wants to keep energy prices low, regardless of where the energy comes from

A candidate who wants to stop taxpayer support for solar and wind energy companies



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