



# PUBLIC OPINION STRATEGIES

*Fairbank, Maslin, Maullin, Metz & Associates - FM3*

*Public Opinion Research & Strategy*

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TO: Interested Parties

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RE: Findings of a Michigan Statewide Survey on Energy Issues

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A recent statewide survey finds that Michiganders are increasingly enthusiastic about energy efficiency and wind and solar power, which they see as creating jobs and having more positive than negative impacts on energy costs.<sup>1</sup> Unsurprisingly, therefore, policy proposals which emphasize these benefits are particularly popular, receiving support from the overwhelming majority of Michiganders polled.

Key specific findings of the research include the following:

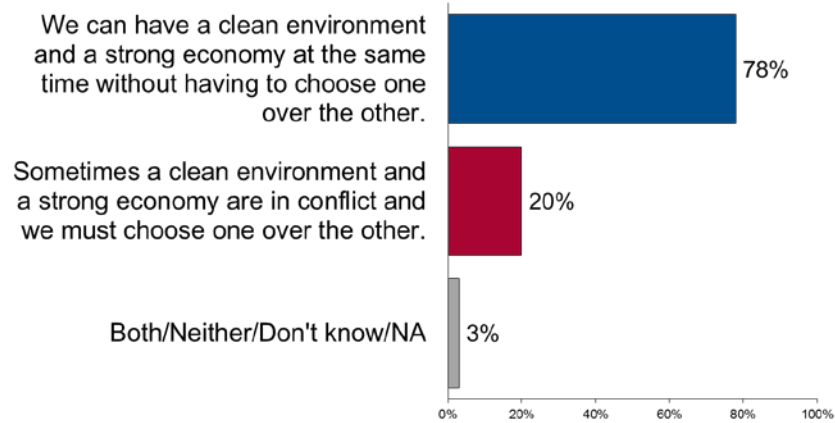
- **A plurality of Michigan residents, regardless of party affiliation, believes we can have both a clean environment *and* a strong economy.** As shown in **Figure 1** on the following page, nearly eight in ten (78 %) responded that we can have a clean environment and a strong economy at the same time without having to choose one over the other.

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<sup>1</sup> **Methodology:** The bipartisan team of Fairbank, Maslin, Maullin, Metz & Associates (FM3) and Public Opinion Strategies (POS) conducted a survey of 405 likely 2016 voters in Michigan via landline and cell phone from March 15-19, 2015. The margin of sampling error for the full study is +/- 4.9 percentage points at the 95% confidence level; margins of error for population subgroups will be higher. Due to rounding, some percentages may not sum to 100%.

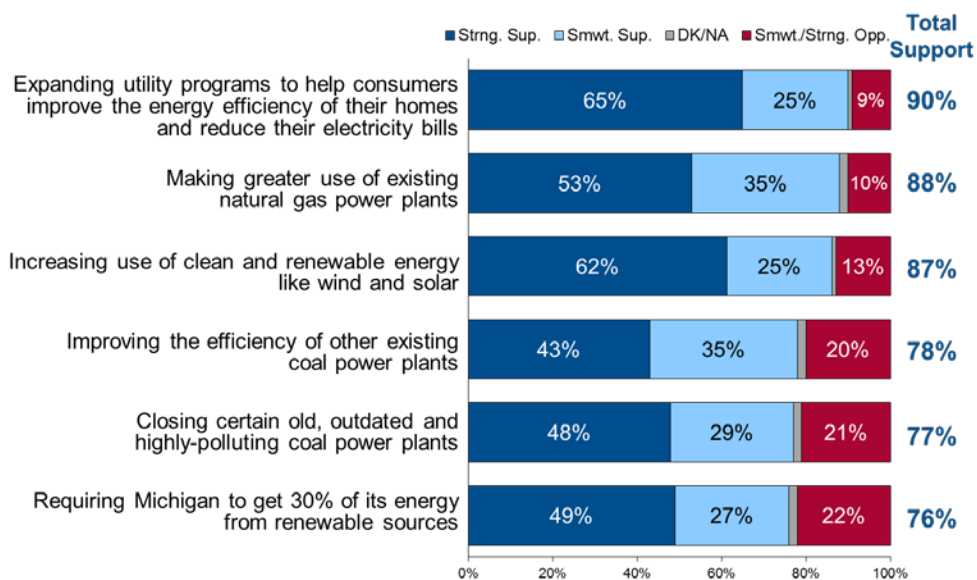
**FIGURE 1:**  
**View of Connections Between the Environment and Economy**

*I am going to read you a pair of statements. Please tell me which statement comes closest to your own view, even if neither of the statements matches your views exactly.*



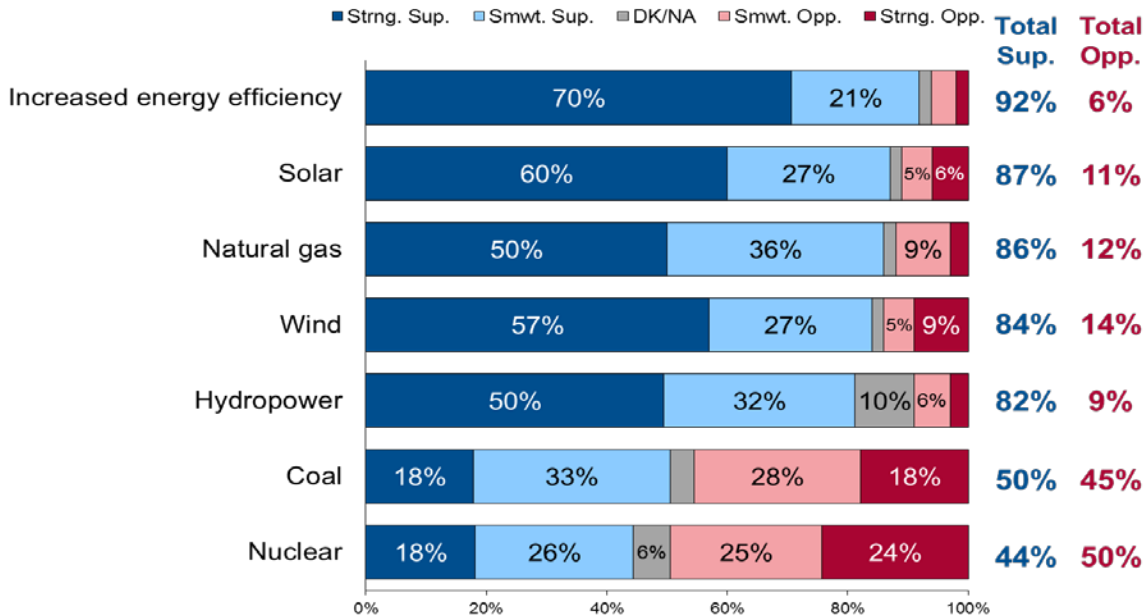
- **Broad majorities support a variety of proposals to promote increased use of clean energy, with especially strong support for energy efficiency.** Michiganders support a range of policies presented in the survey, as shown in **Figure 2**. Energy efficiency improvements are most popular, with 90% “support” (65% “strongly”) for *expanding utility programs to help consumers improve the energy efficiency of their homes and reduce their electricity bills*, (65% “strongly”). Clean energy is also popular, with 88 percent support for *increasing use of clean and renewable energy like wind and solar* (62% “strongly”), and 76 percent support for *requiring Michigan to get 30% of its energy from renewable sources*.

**FIGURE 2:**  
**Support for Components of Michigan Emissions Reduction**



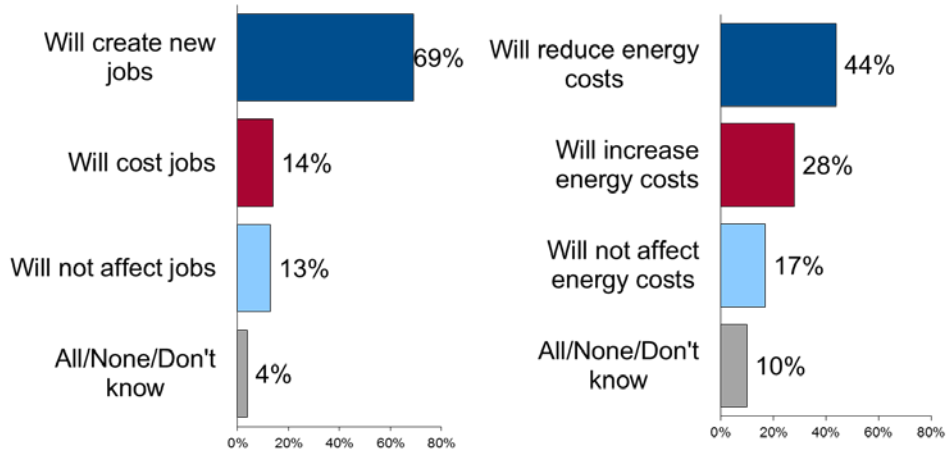
- **Michiganders are enthusiastic about the state increasing its use of energy efficiency and clean energy sources.** Over nine in ten (92%) favor *increased energy efficiency* as a way to meet Michigan’s future needs, and eight in ten or more want to increase the use of a number of renewable sources, including *solar* (87% support), *wind* (84%), and *hydropower* (82%). Majorities “strongly” support the use of each of the above, as shown in **Figure 3**.

**FIGURE 3:**  
**Attitudes toward Increasing Use of Various Energy Sources in Michigan**



- **Majorities believe increased use of clean energy will create jobs, and will not increase costs for consumers.** A majority say that increasing the use of clean, renewable energy sources like wind and solar power in Michigan *will create jobs* (69%), while only 14 percent say it *will cost jobs*. Equally importantly, most do not believe these benefits come with a financial cost. Only 28 percent say increasing the use of clean, renewable energy sources will *increase energy costs*, compared to 44 percent who say it will *decrease energy costs*. These attitudes are illustrated in **Figure 4** on the following page.

**FIGURE 4:**  
**Perceived Impacts of Increasing Michigan’s Use of Clean, Renewable Energy**



Overall, the survey results show strong and bipartisan support for steps to reduce pollution and promote the use of clean energy, particularly when such proposals emphasize investments in energy efficiency and renewable energy sources such as wind and solar power. Putting forward such proposals has the potential to generate substantial enthusiasm in Michigan.