



PUBLIC OPINION STRATEGIES

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TO: Interested Parties

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DATE: February 3, 2015

RE: Findings of a Pennsylvania Statewide Survey on Energy Issues

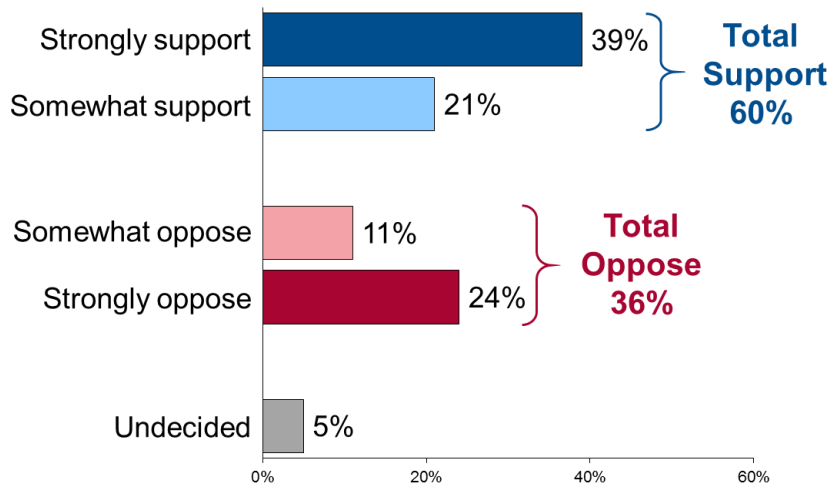
A recent statewide survey in Pennsylvania finds that **eight in ten, including majorities across party lines, favor state-based action to reduce carbon dioxide emissions in compliance with the EPA's new restrictions on coal-fired power plant emissions.**¹ Pennsylvanians are especially enthusiastic about energy efficiency and wind and solar power, which they see as creating jobs, cleaning the air, and increasing energy independence. Unsurprisingly, therefore, components of a state-based emissions reduction plan which emphasize these actions are particularly popular, receiving support from over eight in ten.

Key specific findings of the research include the following:

- **The Clean Power Plan finds majority support.** After hearing that *President Obama has directed the Environmental Protection Agency, known as the E-P-A for short, to set strict carbon dioxide emission limits on existing coal-fired power plants with a goal to reduce emissions significantly by the year 2030*, 60 percent “support” the plan, including 39 percent who “strongly” support it, as shown in Figure 1 on the next page. Opposition stands at 36 percent (24% “strongly”).

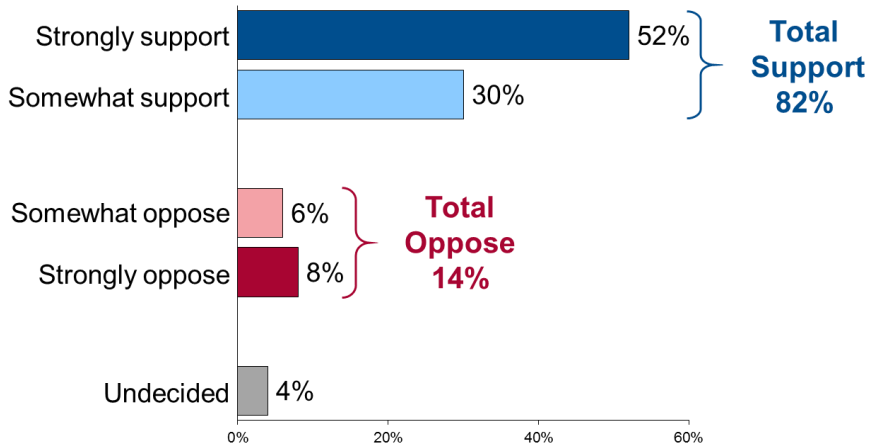
¹ **Methodology:** The bipartisan team of Fairbank, Maslin, Maullin, Metz & Associates (FM3) and Public Opinion Strategies (POS) conducted a survey of 400 registered voters in Pennsylvania via landline and cell phone from December 17-18, 2014. The margin of sampling error for the full study is +/- 4.9 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:
Support for Clean Power Plan**



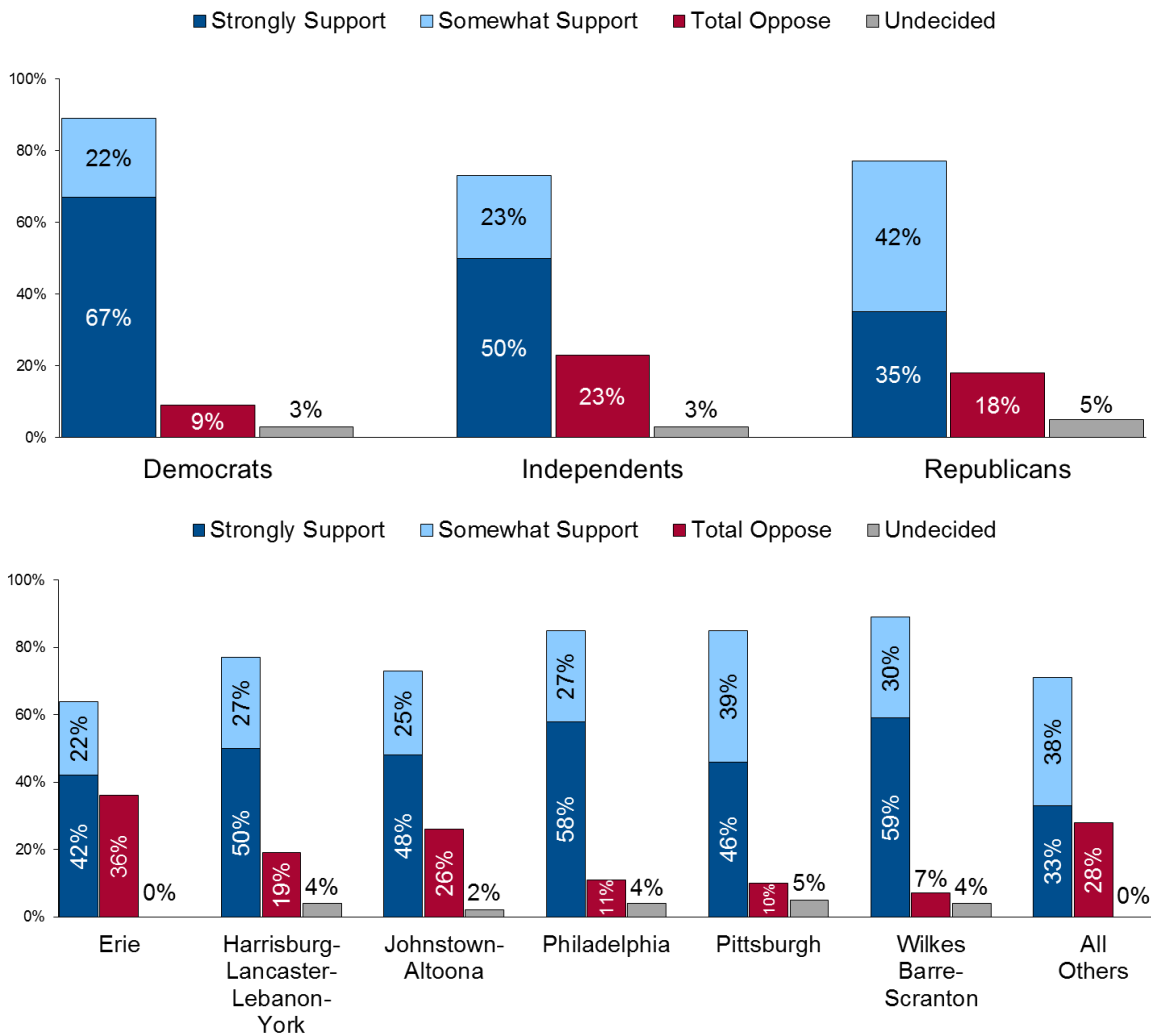
- **A Pennsylvania-specific clean energy and pollution reduction plan is even more popular, with support crossing party lines.** As shown in **Figure 2**, eight in ten (82%) “support” *Pennsylvania developing its own state plan to reduce carbon pollution and increase the use of clean energy and energy efficiency*, after hearing that the new federal rules will require Pennsylvania to reduce carbon dioxide emissions by 32 percent by 2030.

**FIGURE 2:
Support for a Pennsylvania Carbon Reduction Plan**



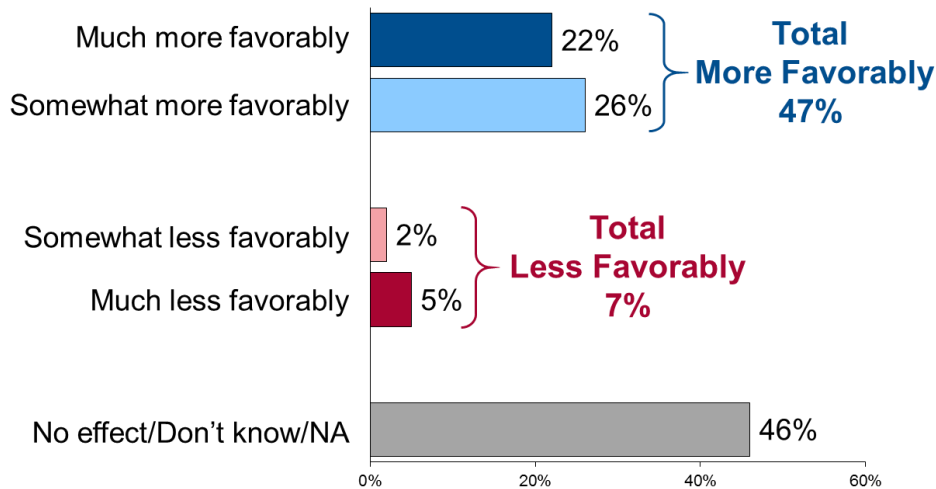
In addition, as shown in **Figure 3** on the following page, broad majorities of Democrats (89%), Republicans (77%) and independents (73%) support developing a state-level plan, along with majorities in every media market in the state.

FIGURE 3:
Support for Pennsylvania Carbon Reduction Plan by Party and Media Market



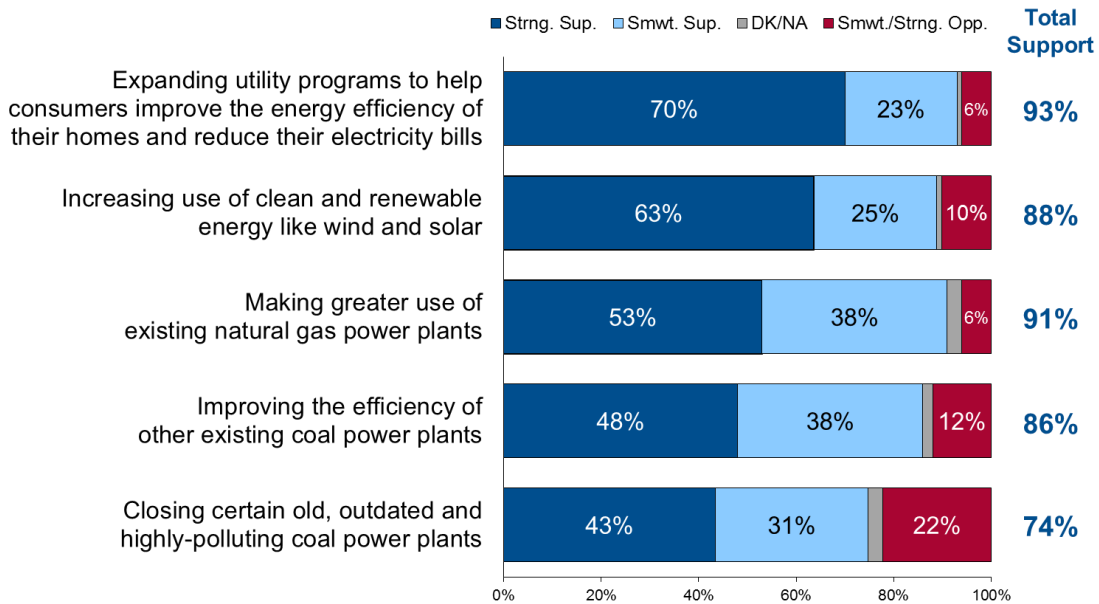
- Support for a state plan would have a positive impact on perceptions of Governor Wolf.** If the governor were to develop a state plan to reduce carbon pollution and promote the use of clean energy and increased energy efficiency, nearly half (47%) say such an action would make them view him more favorably, while only seven percent would view him less favorably, as shown in **Figure 4** on the next page. The impact is a net positive among all political parties; even Republican voters say developing a plan would make them view Wolf *more* favorably, by a 30 percent to 11 percent margin.

FIGURE 4:
Impact on Views of Wolf if He Supports State Plan



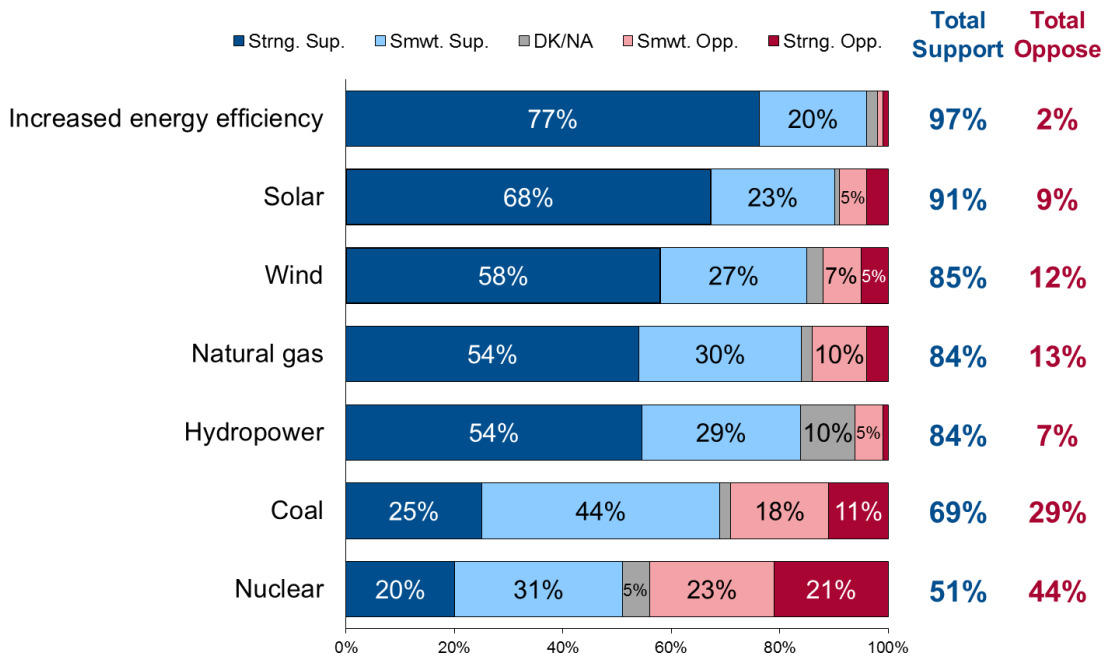
- **Broad majorities support all elements of the plan, with efficiency and clean energy particularly popular.** Pennsylvanians support all elements of a potential plan for Pennsylvania presented in the survey and are especially enthusiastic about potential components that focus on clean energy and energy efficiency, as shown in **Figure 5**. For example, 93 percent support *expanding utility programs to help consumers improve the energy efficiency of their homes and reduce their electricity bills*, (70% “strongly”) and 88 percent support *increasing use of clean and renewable energy like wind and solar* (63% “strongly”).

FIGURE 5:
Support for Components of Potential Pennsylvania Emissions Reduction Plan



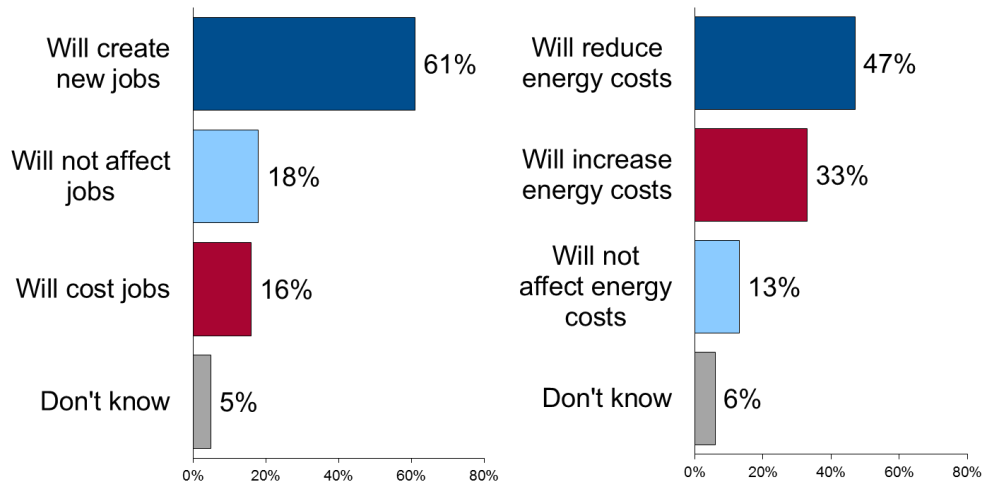
- Pennsylvanians are enthusiastic about the state increasing its use of energy efficiency and clean energy sources.** As shown in the following graphs, nearly all favor *increased energy efficiency* (97% support) as a way to meet Pennsylvania’s future needs, and over eight in ten want to increase the use of a number of renewable sources, including *solar* (91% support), *wind* (85%), and *hydropower* (84%). Majorities strongly support the use of each of the above, as shown in **Figure 6**.

FIGURE 6:
Attitudes toward Increasing Use of Various Energy Sources in Pennsylvania



- **Majorities believe clean energy will create jobs and will not increase costs for consumers.** Over six in ten say that increasing the use of clean, renewable energy sources like wind and solar power in Pennsylvania *will create jobs* (61%), while only 16 percent say it *will cost jobs*. Equally importantly, most do not believe these benefits come with a financial cost. Only 33 percent say increasing the use of clean, renewable energy sources will *increase energy costs*, compared to (47%) who say it will *decrease energy costs*. These attitudes are illustrated in **Figure 7** on the following page.

FIGURE 7:
Perceived Impacts of Increasing Pennsylvania’s Use of Clean, Renewable Energy



Overall, the survey results show strong and bipartisan support for a state-based plan to reduce coal-fired power plant emissions, particularly when the plan emphasizes investments in energy efficiency and renewable energy sources such as wind and solar power. Putting forward such a plan has the potential to generate substantial enthusiasm in Pennsylvania.