



Georgia Statewide Clean Energy Survey

Key findings from a statewide telephone survey of 500 likely voters in Georgia, conducted March 7-10, 2019.

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**PUBLIC OPINION
STRATEGIES**

Project #19094



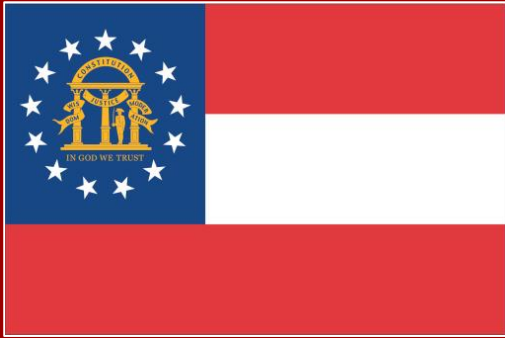
Methodology

Public Opinion Strategies is pleased to present the key findings of a statewide telephone survey conducted in Georgia. The survey was completed March 7-10, 2019, among 500 likely voters, including 200 cell phone respondents, and has a margin of error of $\pm 4.38\%$.

Glen Bolger and Jim Hobart were the principal researchers on this project. Kyle Clark was the project director, and Jared Beard provided analytical support.



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Political Environment

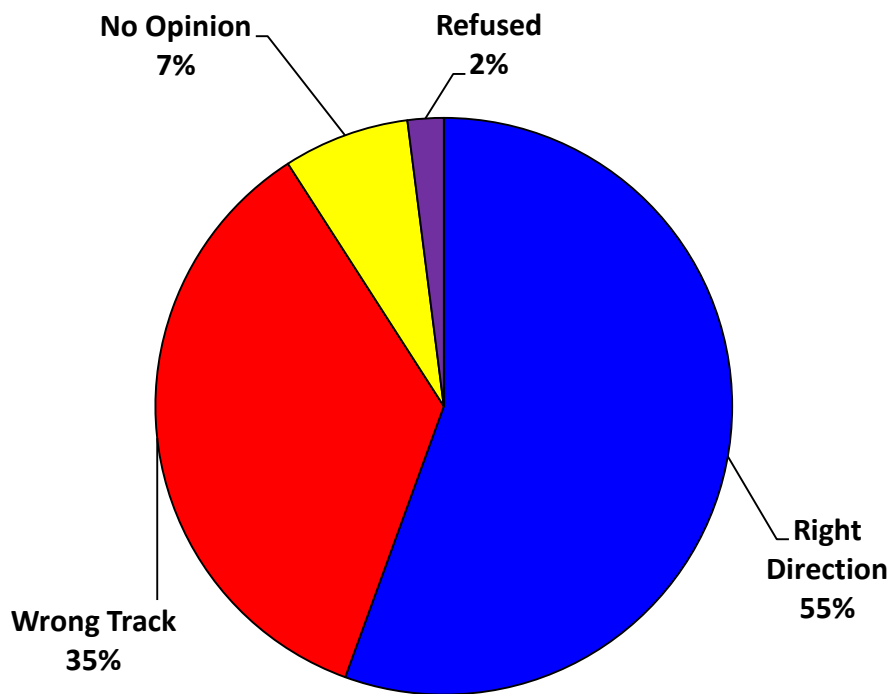


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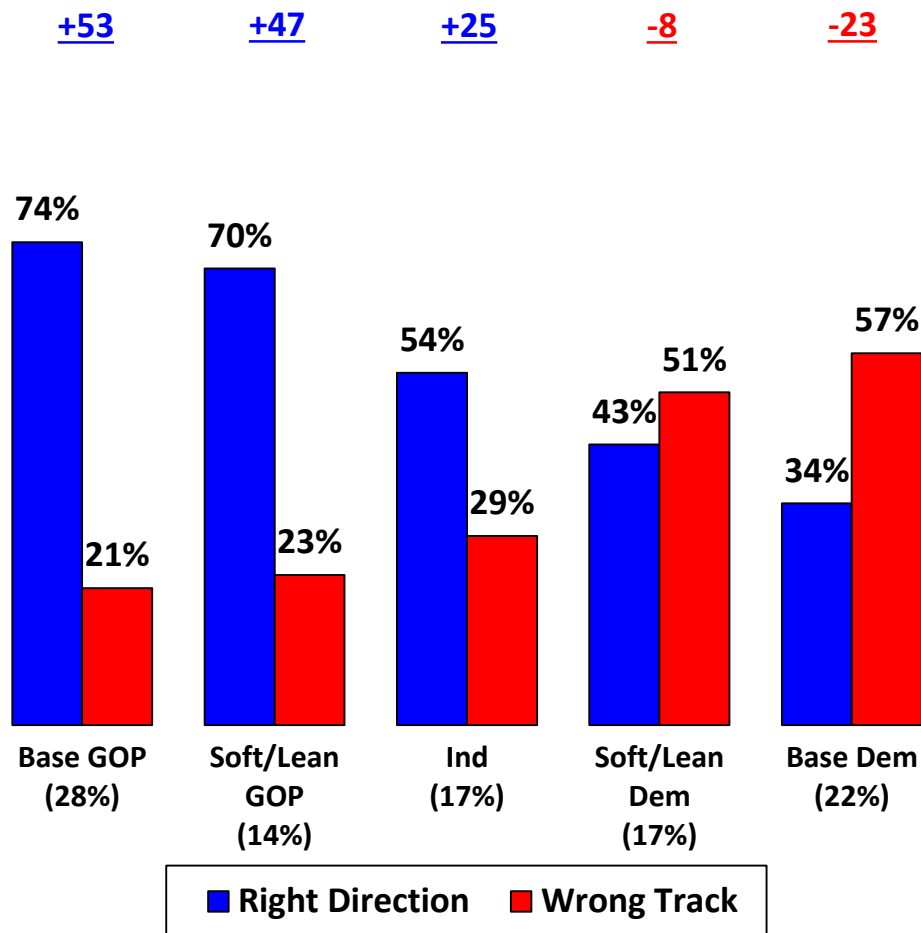
GOPers and Independents say things in Georgia are heading in the right direction, but Democrats disagree.

"Would you say that things in Georgia are going in the right direction, or have they pretty seriously gotten off on the wrong track?"

Overall



By Party





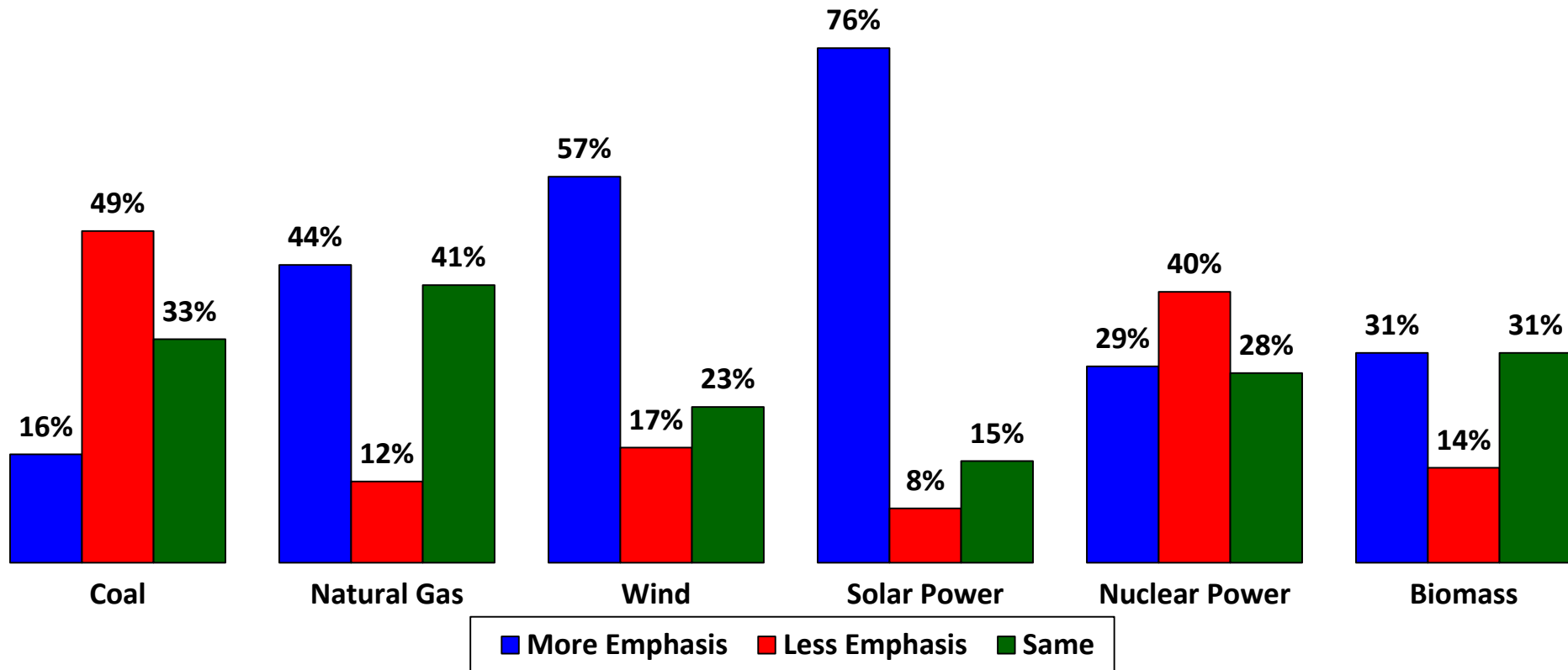
Energy Emphasis



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Voters are most in favor of placing more emphasis on wind and solar power. Georgians would like to see less emphasis on coal.

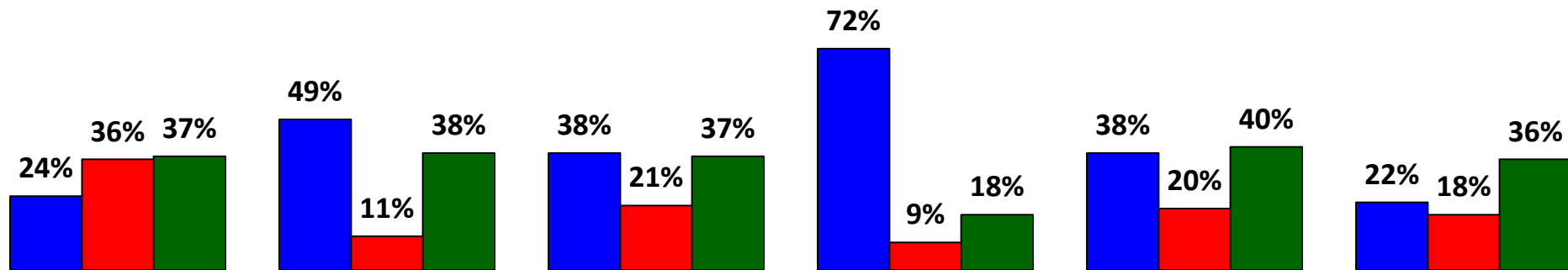
"Changing topics and thinking now about energy... do you think that Georgia should put more emphasis, less emphasis, or about the same emphasis as it does now on producing domestic energy from each of the following sources..."



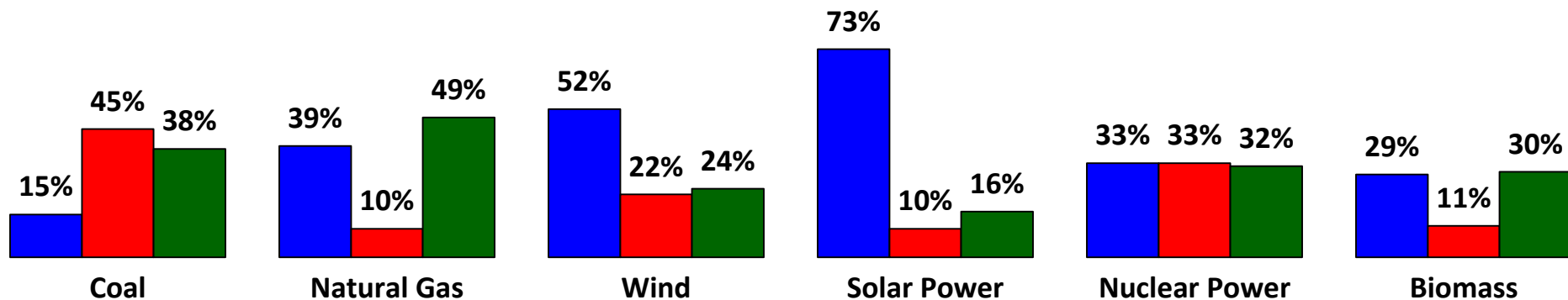
Rural white voters are more favorable to nuclear power than suburban white voters. Both would like to see more emphasis placed on solar power.

Emphasis by Suburban White Voters + Rural White Voters

Rural White Voters (11%)



Suburban White Voters (42%)

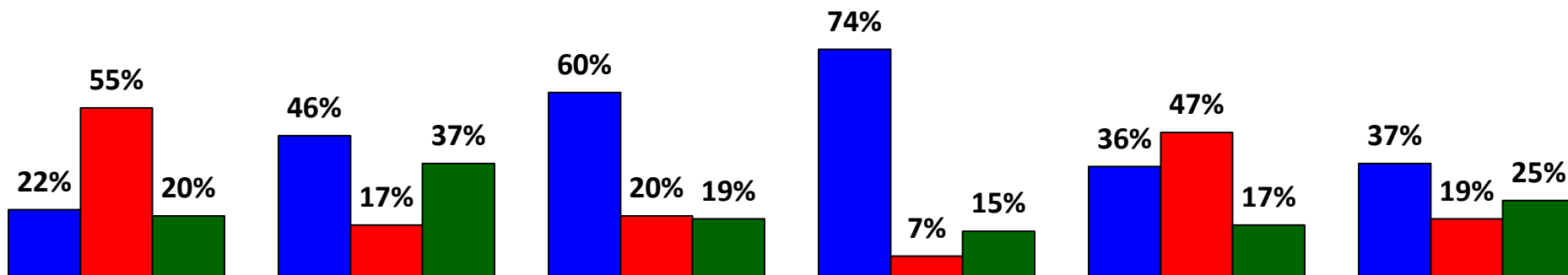


■ More Emphasis ■ Less Emphasis ■ Same

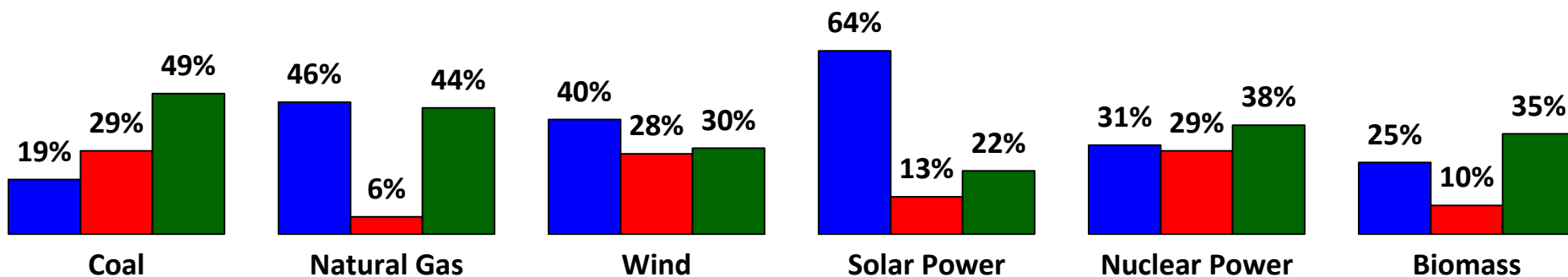
Solar leads the way among GOPers and Independents.

Emphasis by GOPers + Independents

Independents (17%)



GOPers (43%)



■ More Emphasis ■ Less Emphasis ■ Same



Renewable Energy Importance

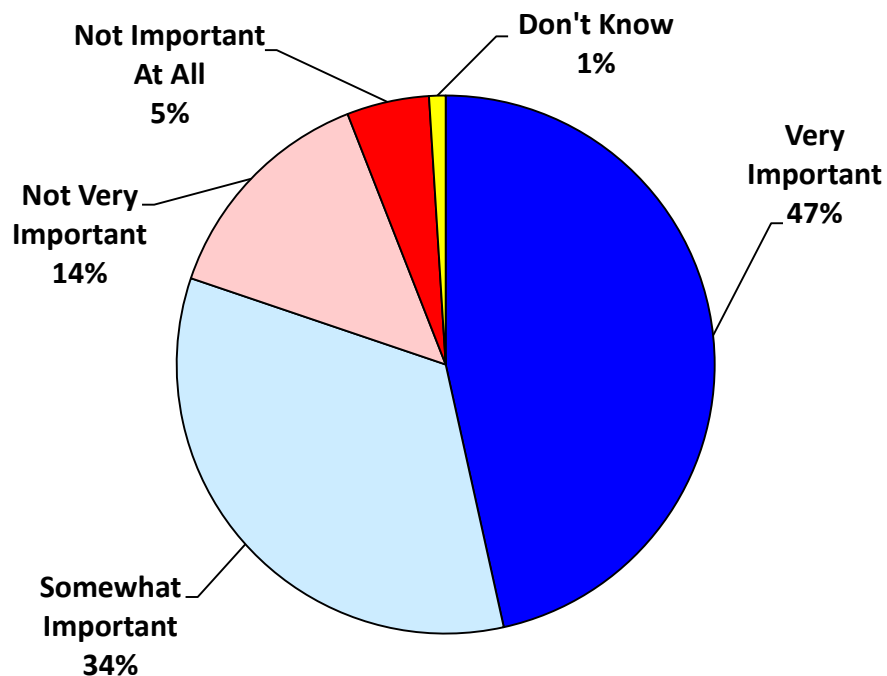


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There is nearly unanimous consent that the renewable energy industry is important to Georgia, with two-thirds saying it is very important.

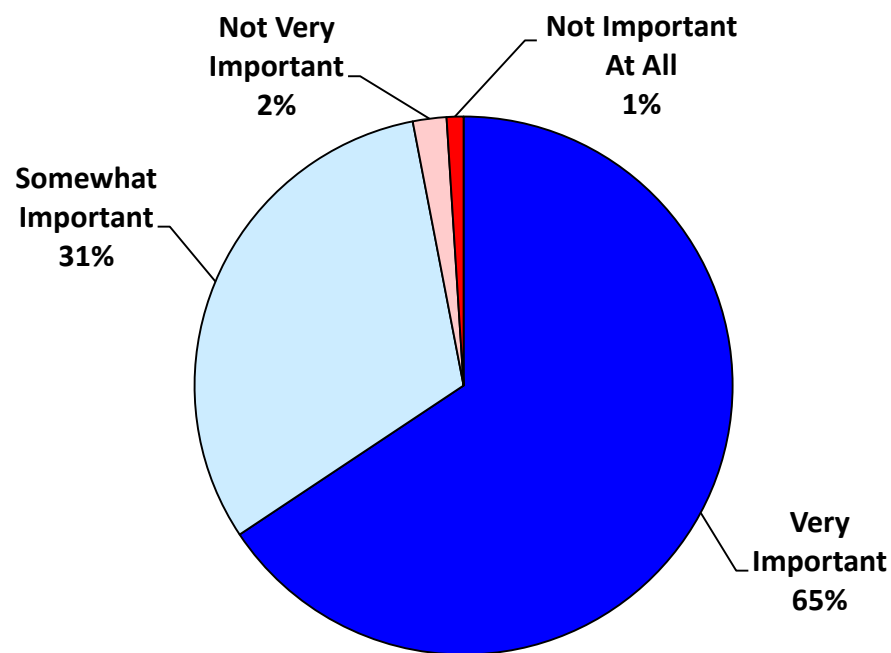
“Now, thinking about Georgia’s renewable energy industry, with technologies like wind and solar, how important would you say the industry is to Georgia’s economy as a whole? Is it... very important, somewhat important, not very important, or not important at all?”^

Total Important: 80%*
Total Not Important: 19%



“As you may know, Georgia’s renewable energy industry is the seventh largest in the nation. Given this, how important would you say the industry is to Georgia’s economy as a whole? Is it... very important, somewhat important, not very important, or not important at all?”^^

Total Important: 96%
Total Not Important: 4%*



**Denotes Rounding; ^Split Sample A, N=247; ^^Split Sample B, N=253*



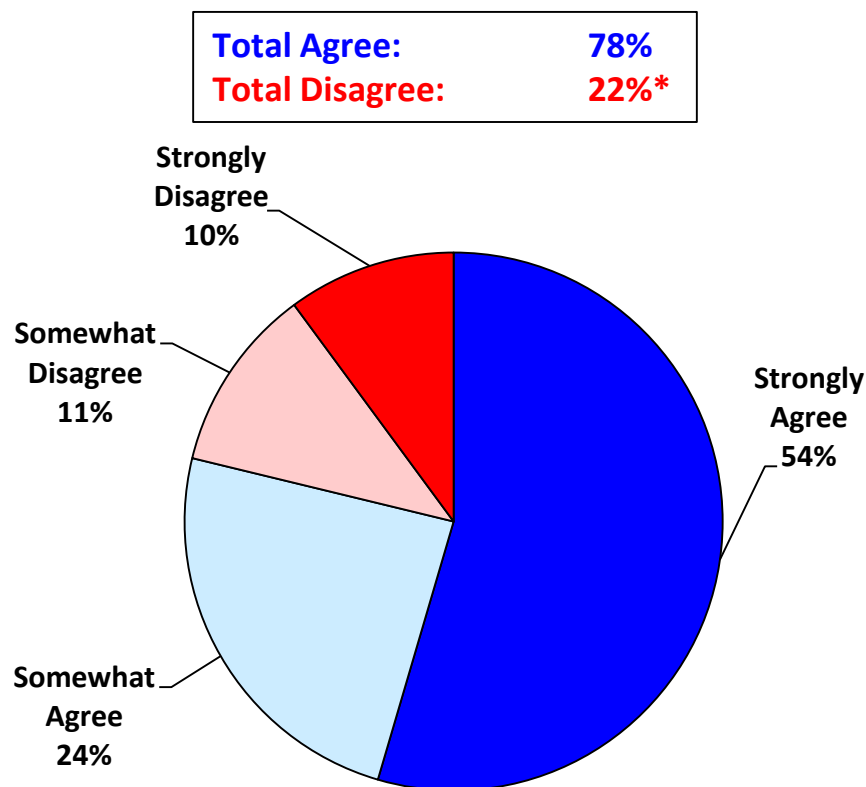
All-of-the-Above Energy Strategy



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Slightly over three-quarters of voters agree that Georgia should pursue an all-of-the-above energy strategy.

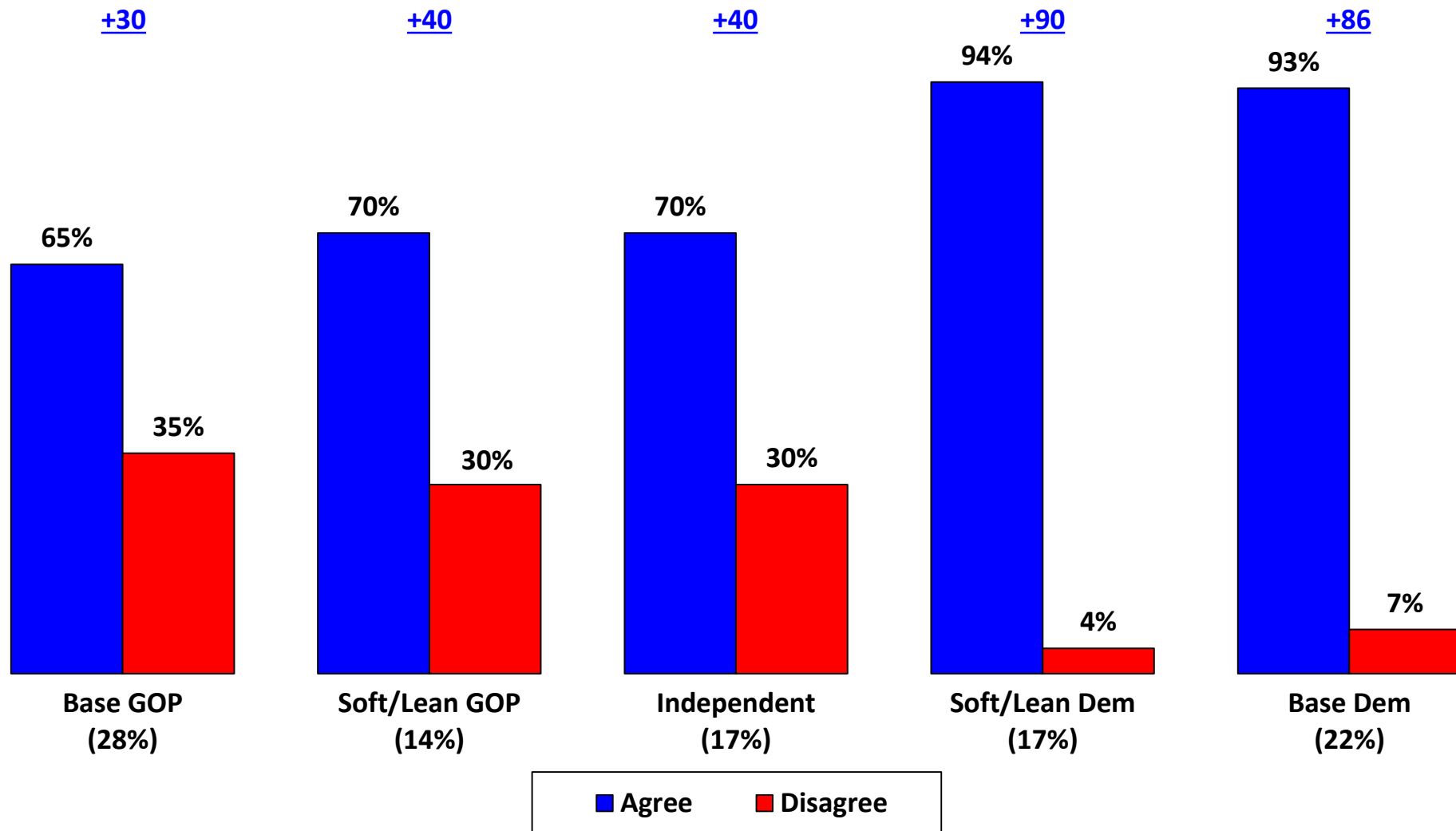
“Still thinking about energy, I am going to read you a statement. After I read it, please tell me whether you agree or disagree with that statement. Georgia should pursue an all-of-the-above energy strategy, which means lowering our heavy dependence on fossil fuels over time and allowing an increase in electricity generation from emerging technologies like renewable energy as well as more energy efficiency, and I support taking action to accelerate the development and use of clean energy in Georgia.”



*Denotes Rounding

There is support for an all-of-the-above energy strategy across party lines, with Democrats leading the way.

All-of-the-Above Energy Strategy by Party



Voters across the state agree that Georgia should pursue an all-of-the-above energy strategy.

All-of-the-Above Energy Strategy by Media Market

Atlanta (68%)

Agree	80%
Disagree	20%

Southwest DMAs (15%)

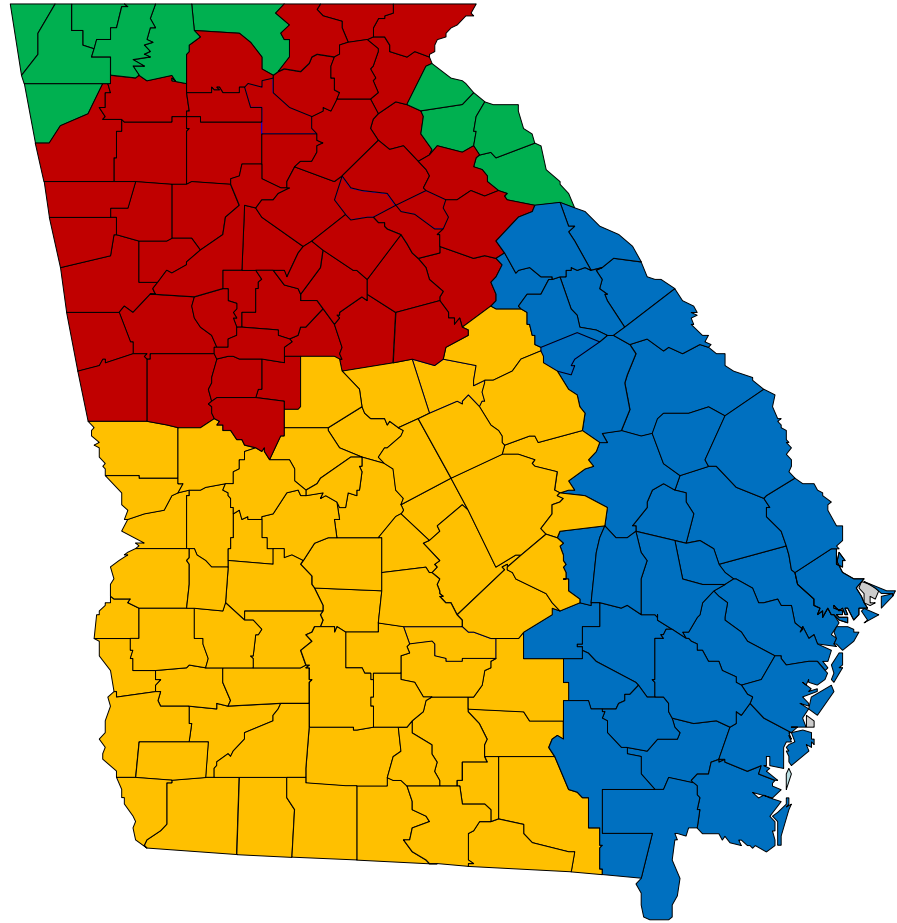
Agree	73%
Disagree	27%

Southeast DMAs (13%)

Agree	79%
Disagree	20%

Other (4%)

Agree	61%
Disagree	39%

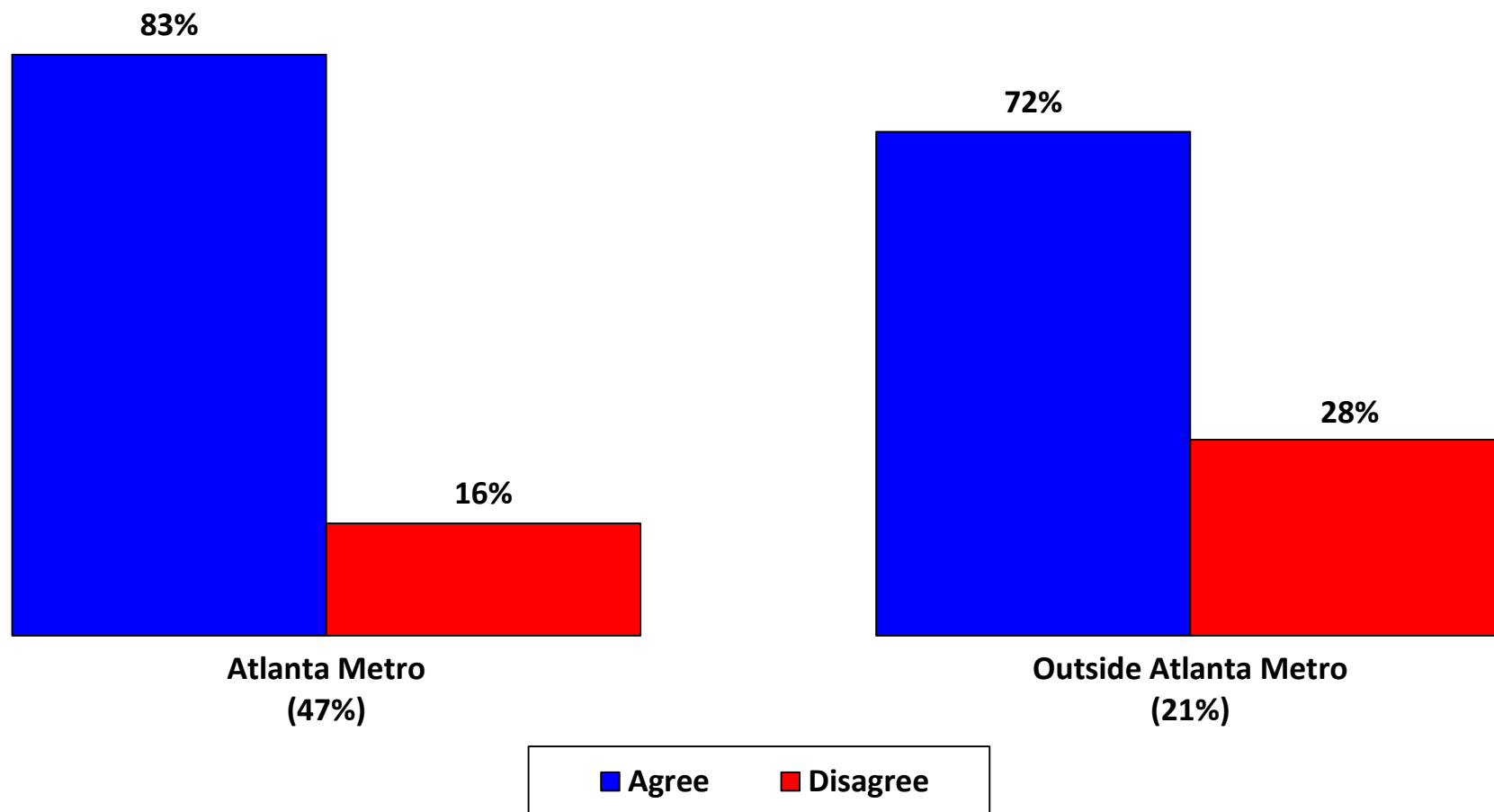


Support for an all-of-the-above energy strategy is strongest in the Atlanta Metro region.

All-of-the-Above Energy Strategy by Atlanta Region

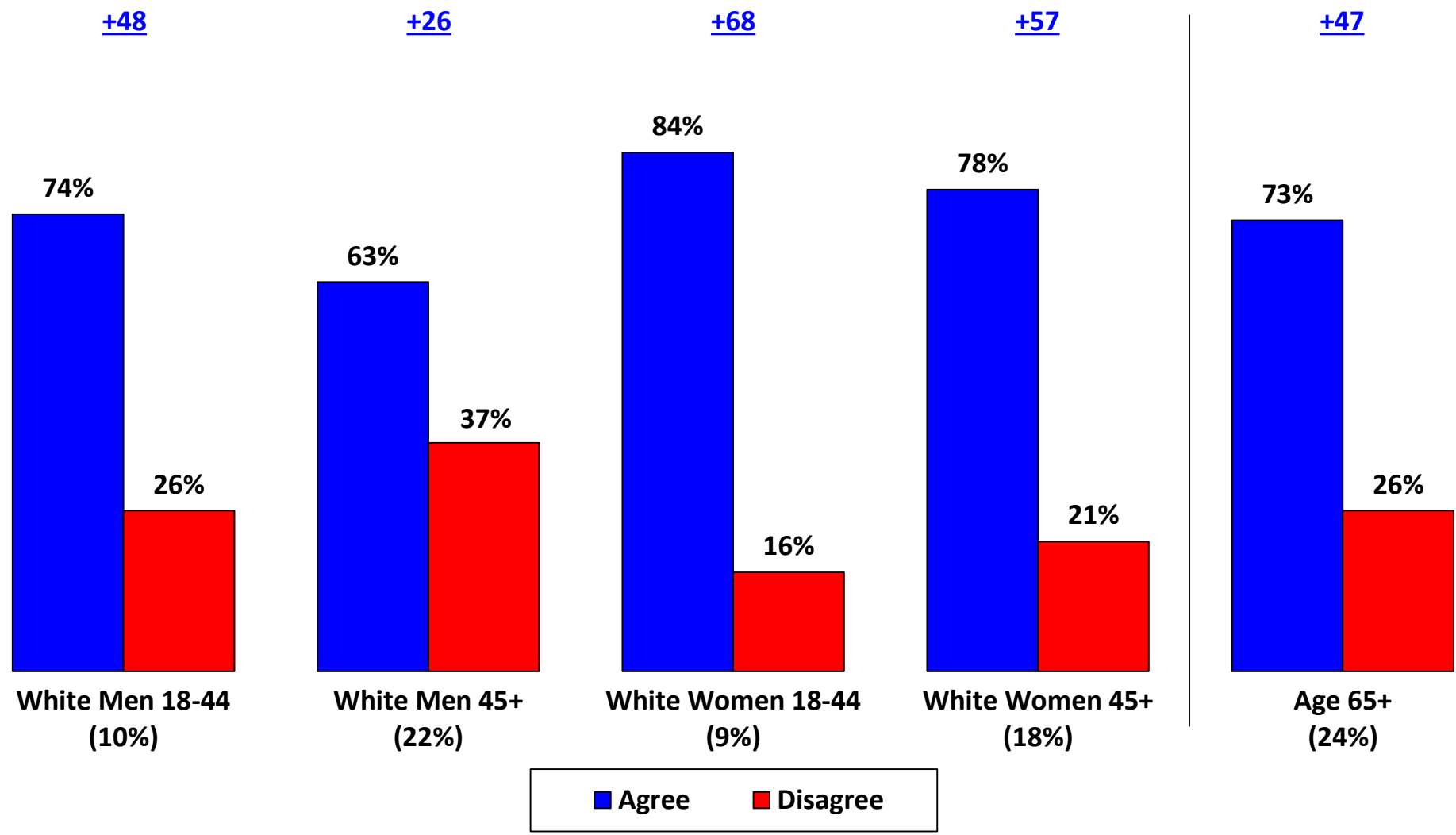
+67

+44



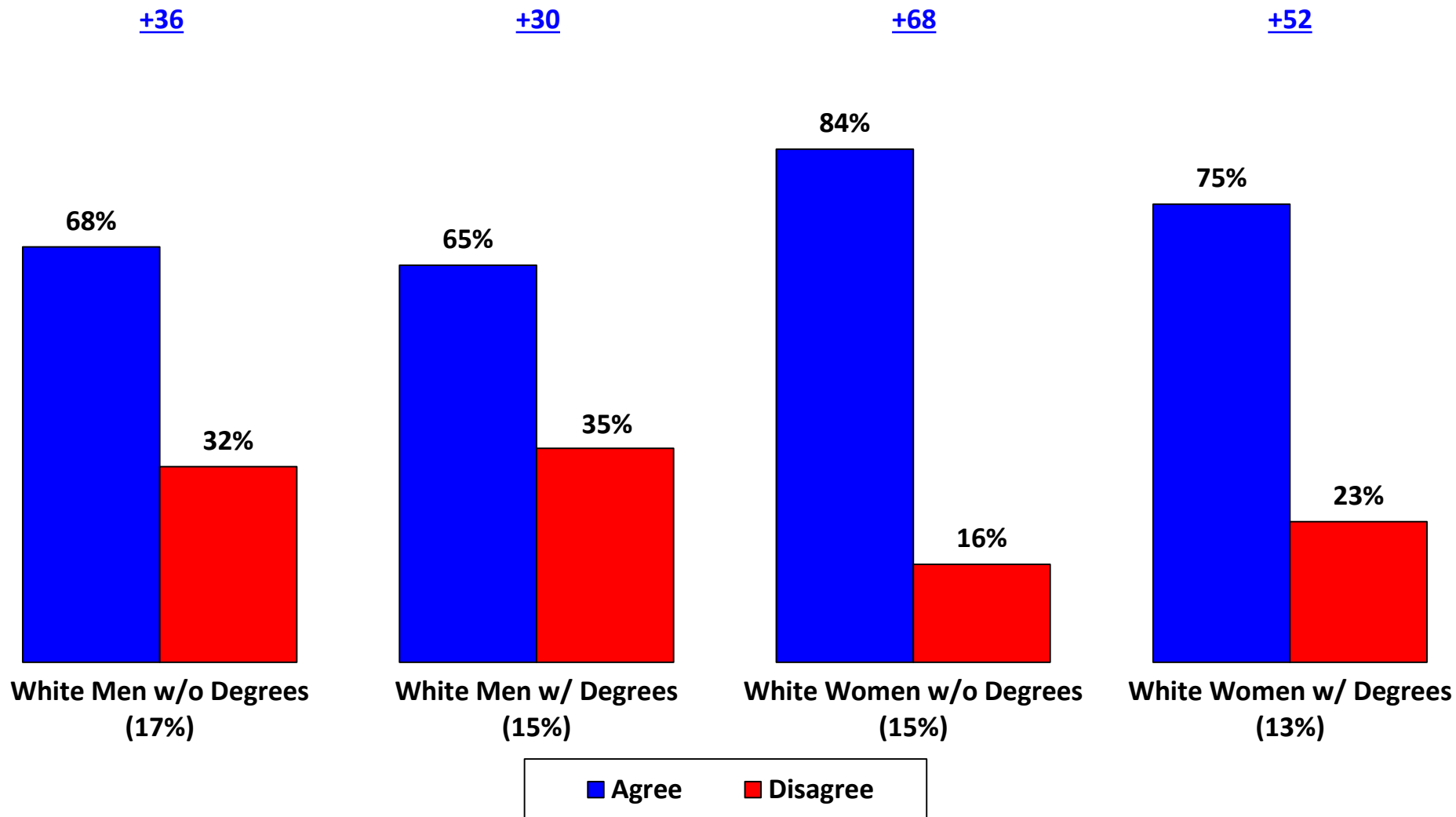
Older white men are the most skeptical of an all-of-the-above energy strategy, but they still back the strategy by over 26 points.

All-of-the-Above Energy Strategy by White Gender/Age + Overall Seniors



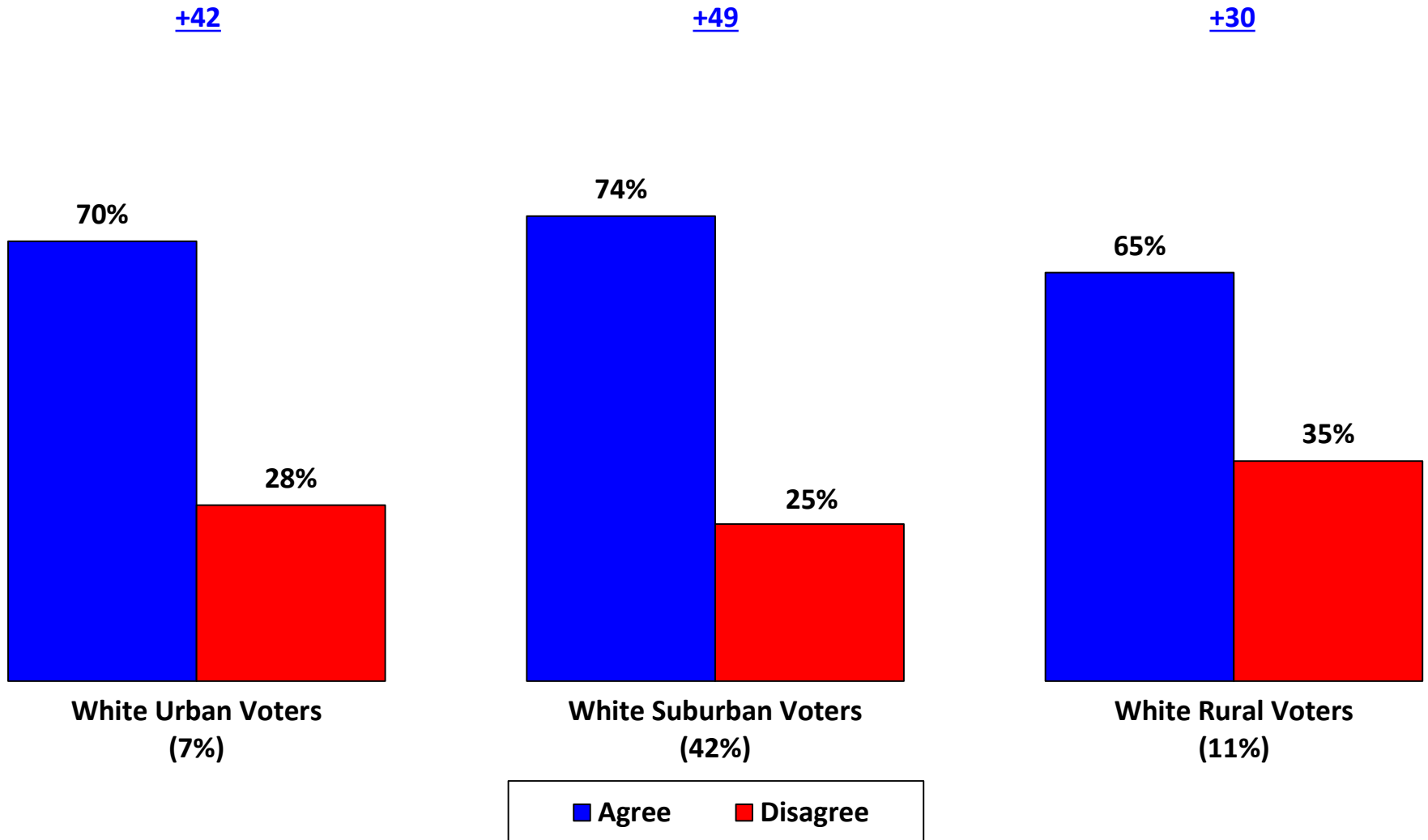
There is more of a gender gap than a diploma divide.

All-of-the-Above Energy Strategy by White Education/Gender



White voters, regardless of geography, back an all-of-the-above energy strategy.

All-of-the-Above Energy Strategy by White Geography





Clean Energy



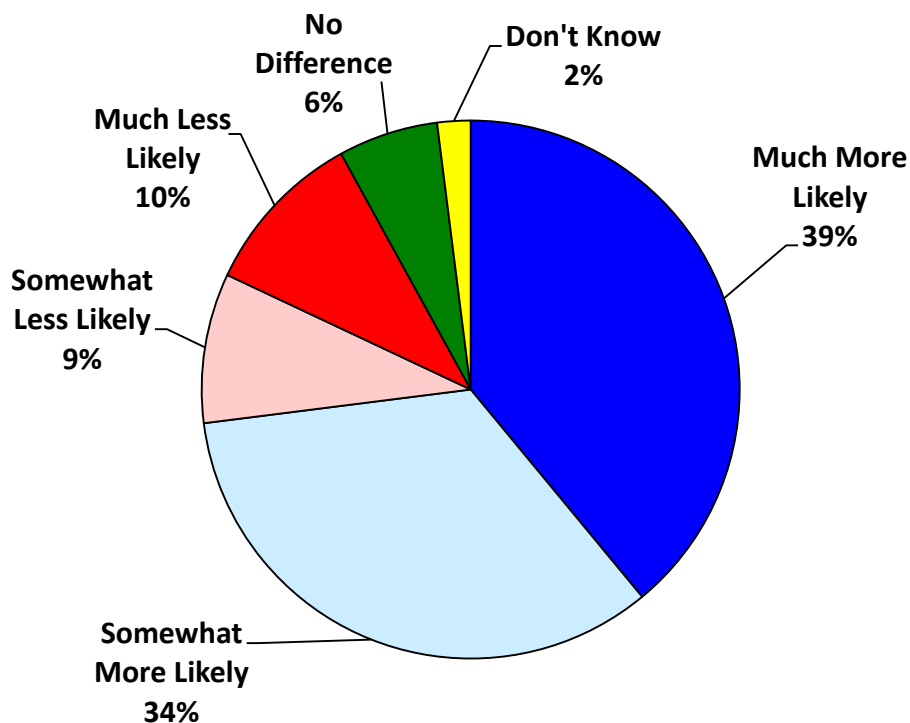
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Nearly three-quarters of Georgians say they are more likely to vote for a candidate who supports taking action to increase the development and use of clean energy.

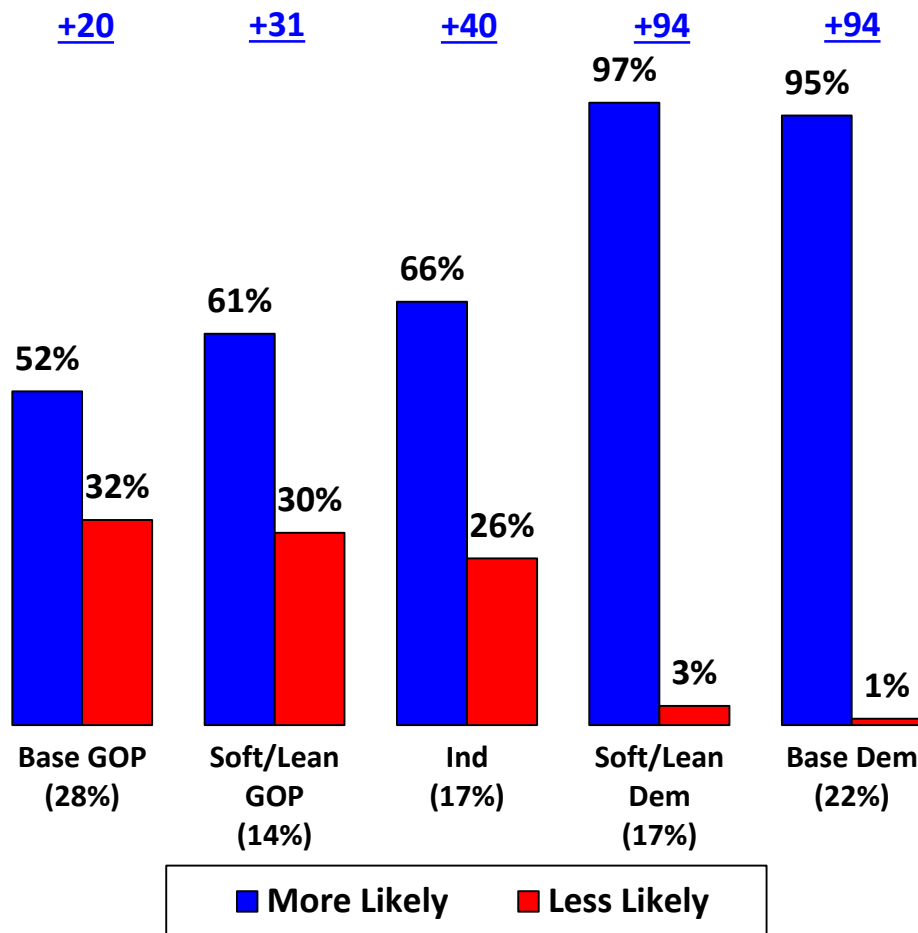
"Would you be more likely or less likely to vote for a candidate for political office here in Georgia if you learned that the candidate SUPPORTS taking action to increase the development and use of clean energy, like solar, wind, and energy efficiency programs?"

Overall

Total More Likely: 73%
Total Less Likely: 19%



By Party



Fully three-quarters of voters say they would prefer approaches that allow markets and business to provide more clean energy in order to increase production.

“To increase clean energy production, would you prefer...”^

75%

*Approaches that allow markets and businesses
to provide more clean energy production*

...or...

19%

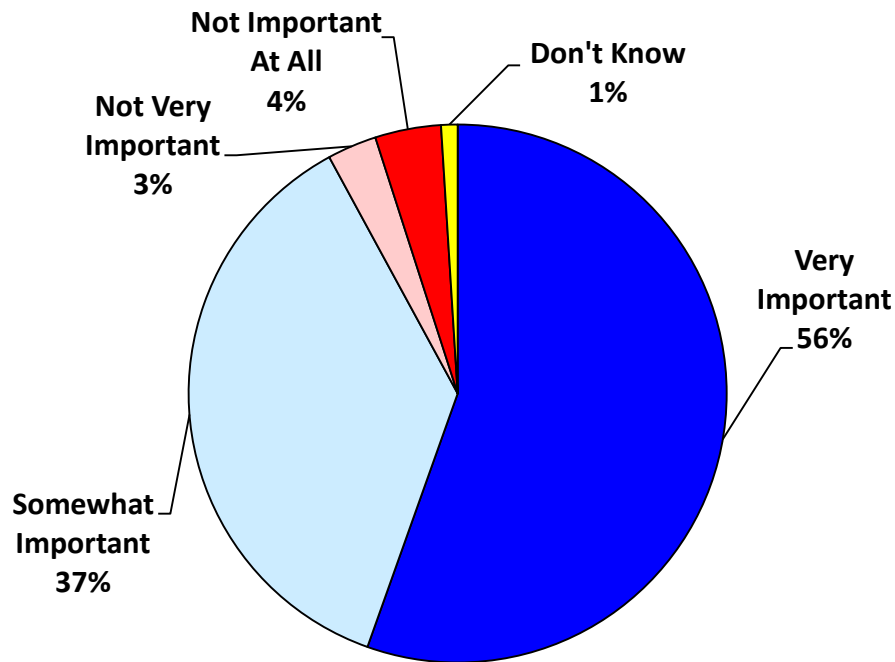
Government mandates and quotas?

[^]Split Sample A, N=247

Protecting property owners' abilities to produce clean energy and lease their land for renewable energy production is very important to Georgians.

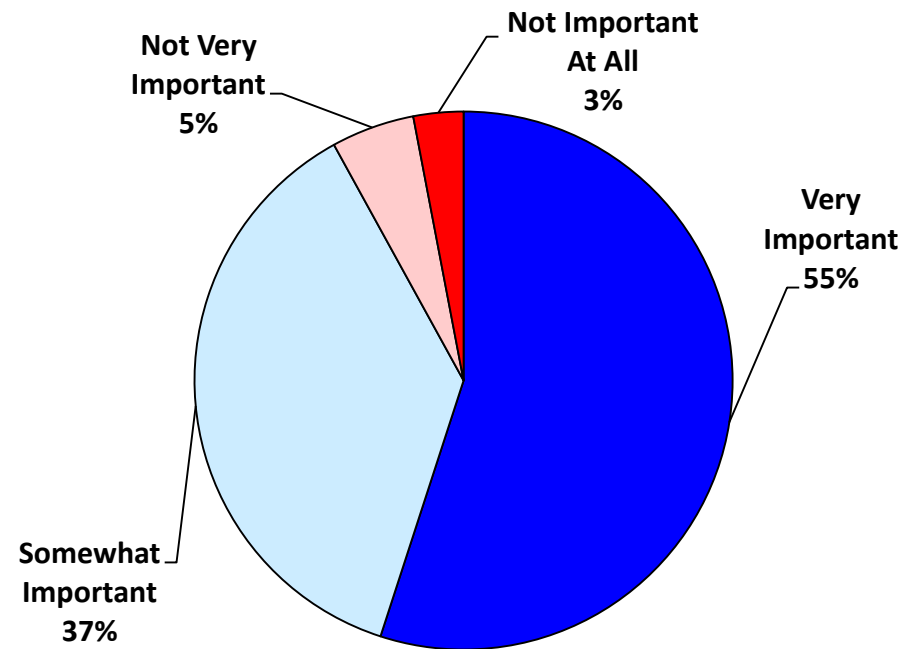
"I am going to read you a clean energy policy, and please tell me whether you think that policy is very important, somewhat important, not too important, or not important at all. Here is the policy: Protecting property owners' ability to produce energy on their land."[^]

Total Important: 93%
Total Not Important: 6%*



"I am going to read you a clean energy policy, and please tell me whether you think that policy is very important, somewhat important, not too important, or not important at all. Here is the policy: Protecting property owners' rights to lease their land for renewable energy production."^{^^}

Total Important: 92%
Total Not Important: 8%



*Denotes Rounding; ^Split Sample A, N=247; ^^Split Sample B, N=253



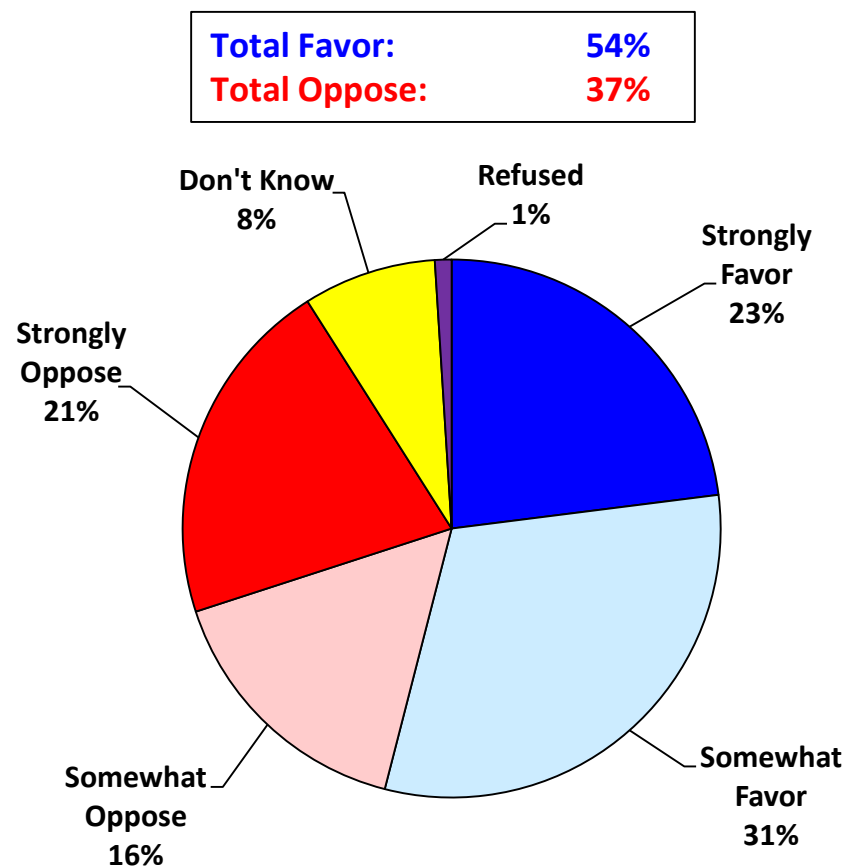
Plant Vogtle Expansion



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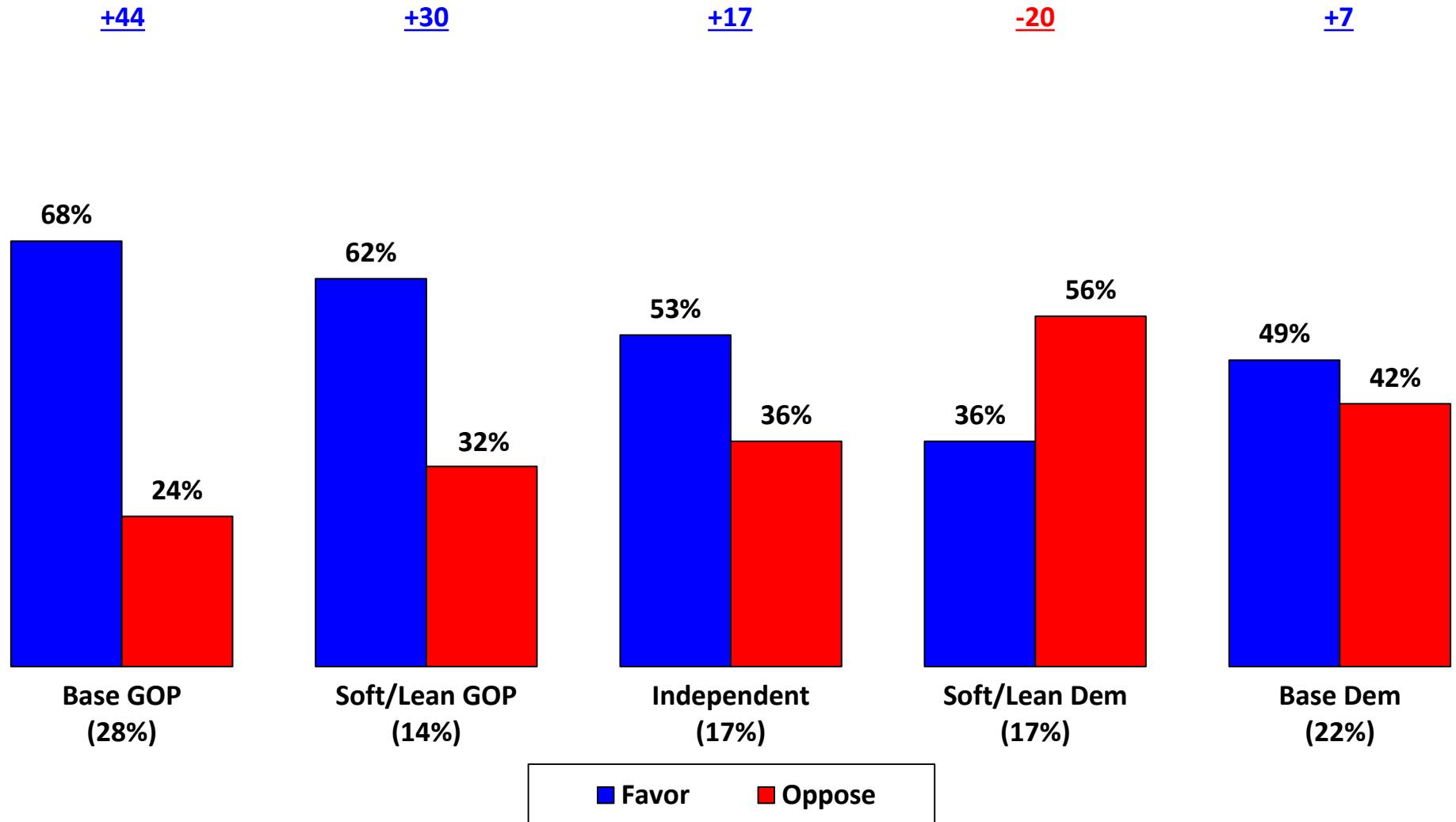
A majority of Georgians favor expanding Plant Vogtle, but intensity is soft.

“As you may know, Georgia Power is expanding Plant Vogtle, a nuclear power plant in southeastern Georgia. Do you favor or oppose expanding Plant Vogtle?”



The majority of GOPers and Inds favor expanding the nuclear power plant, but soft Dems are against expansion.

Plant Vogtle Expansion by Party

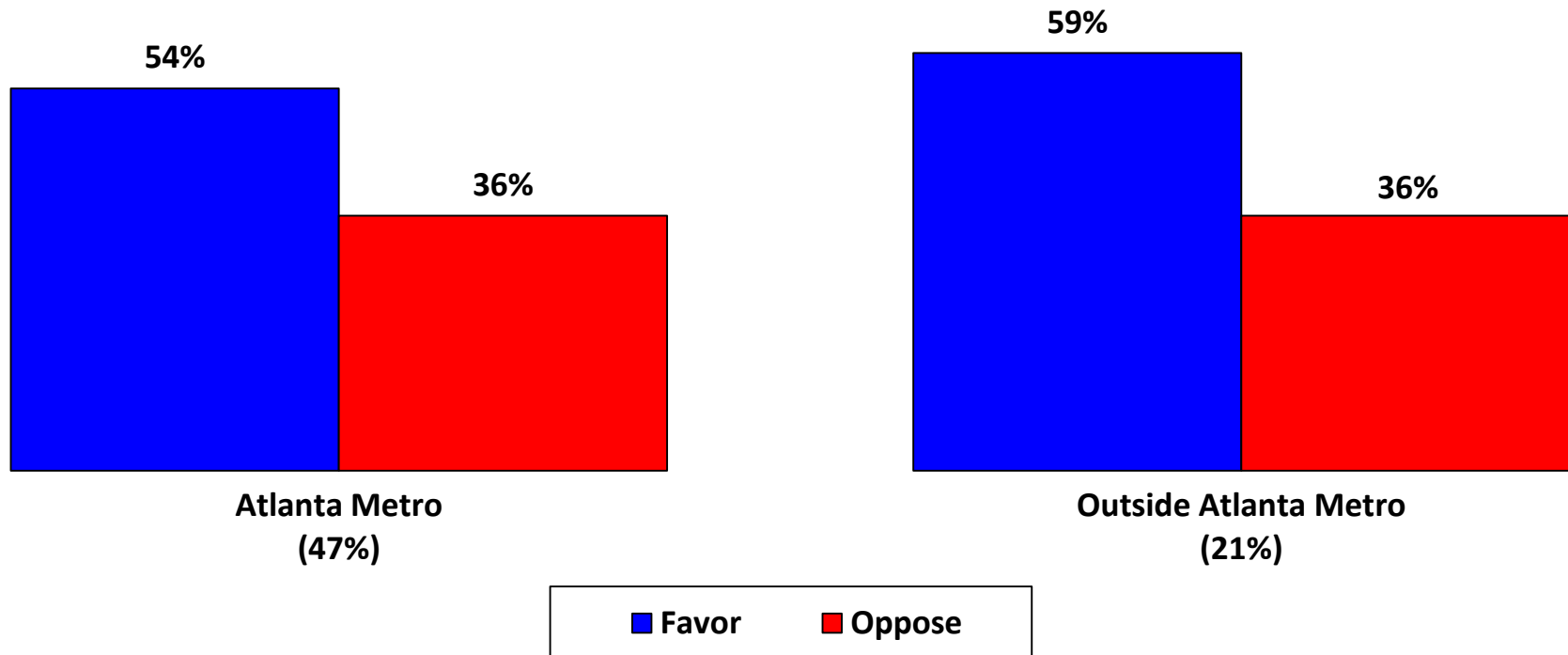


A majority of voters across Atlanta support expanding Plant Vogtle.

Plant Vogtle Expansion by Atlanta Region

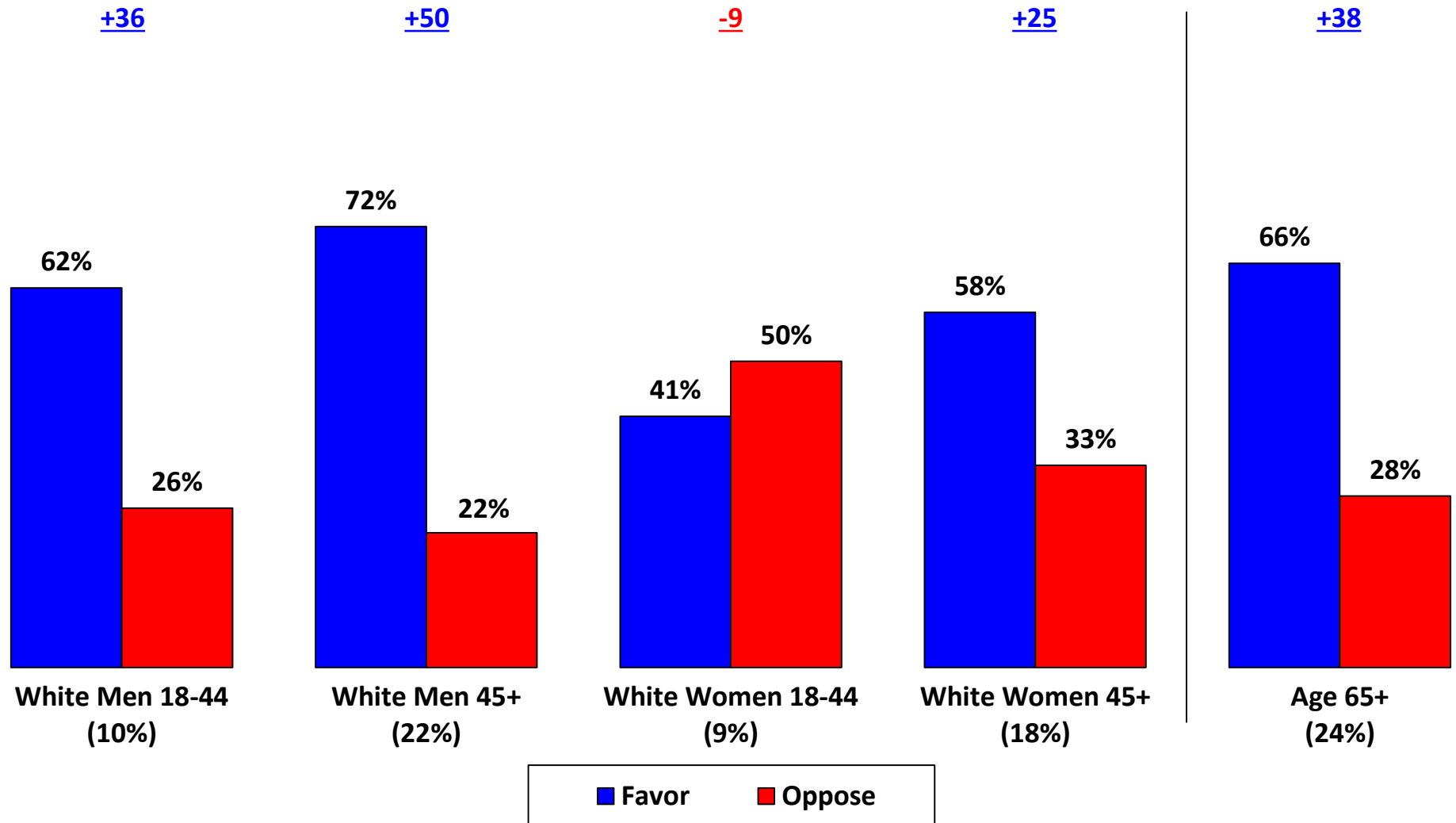
+18

+23



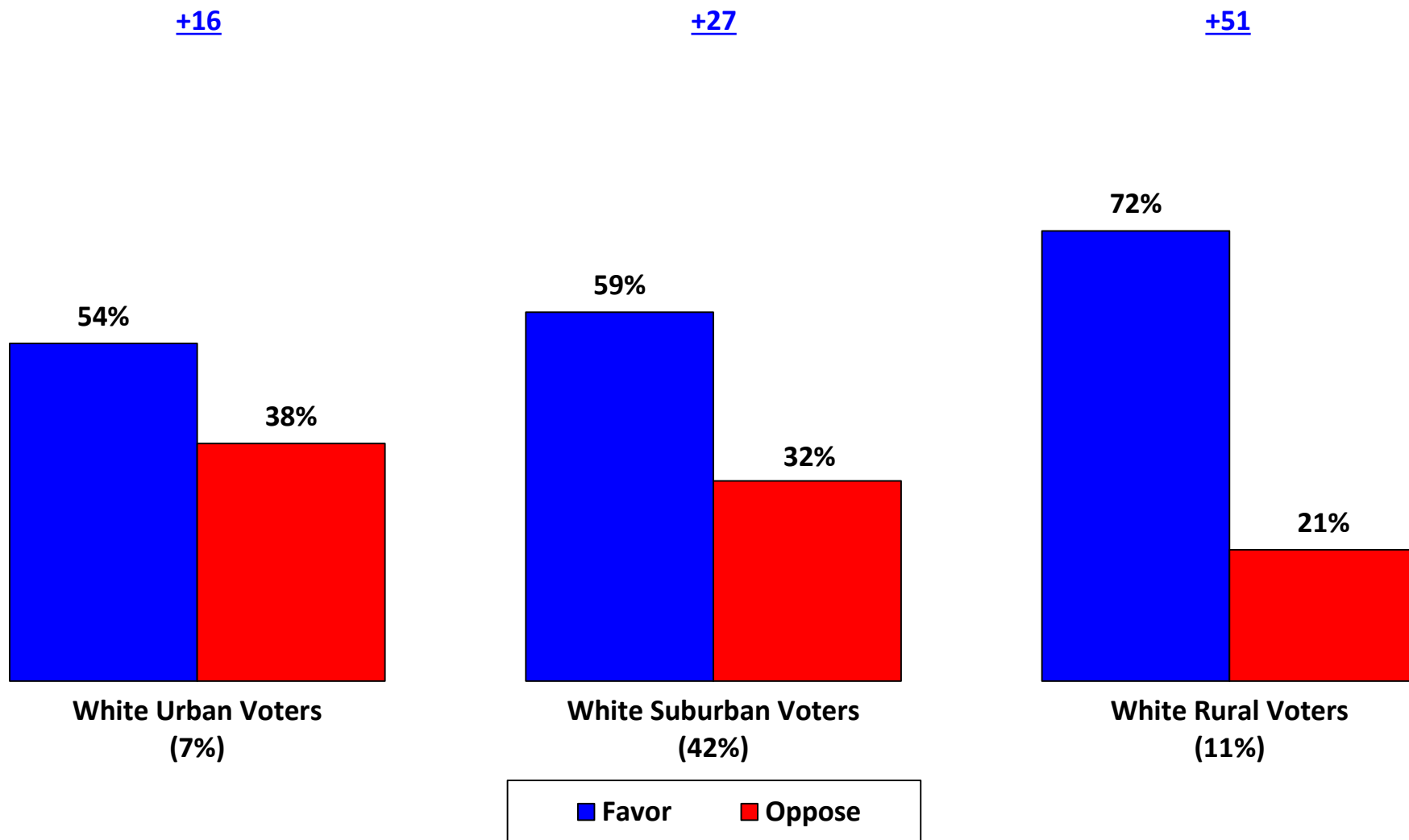
Older white men drive support for expanding Plant Vogtle, while younger white women are the only white gender/age subgroup who oppose expansion.

Plant Vogtle Expansion by White Gender/Age + Overall Seniors



White rural voters are the most in favor of expanding Plant Vogtle.

Plant Vogtle Expansion by White Geography

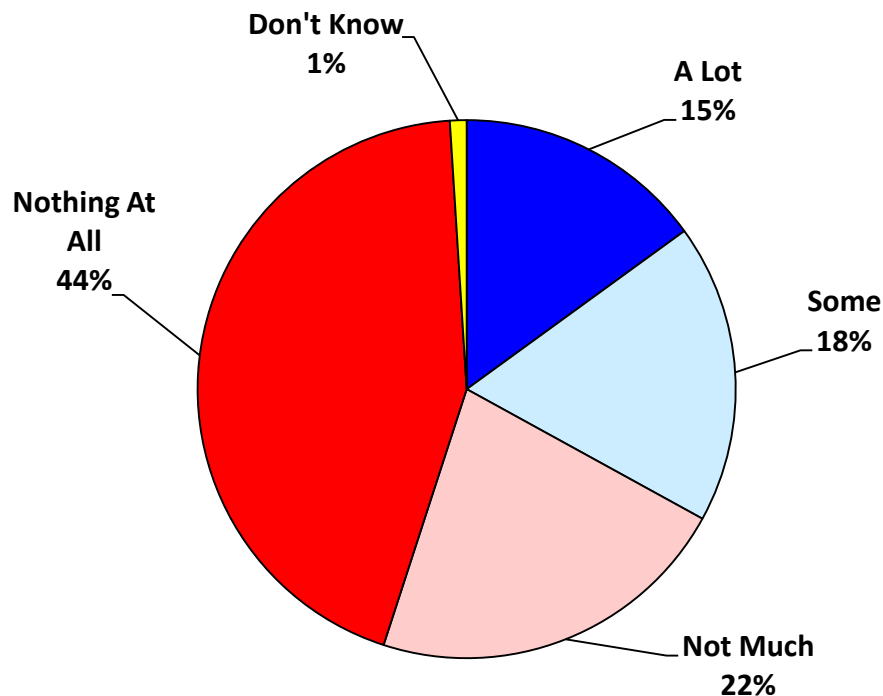


One-third of voters have S/R/H a lot or some about cost overruns for the expansion of Plant Vogtle.

"And, how much have you seen, read, or heard recently about cost overruns for the expansion of Plant Vogtle?"

Overall

Total A Lot/Some:	33%
Total Not Much/Nothing:	66%



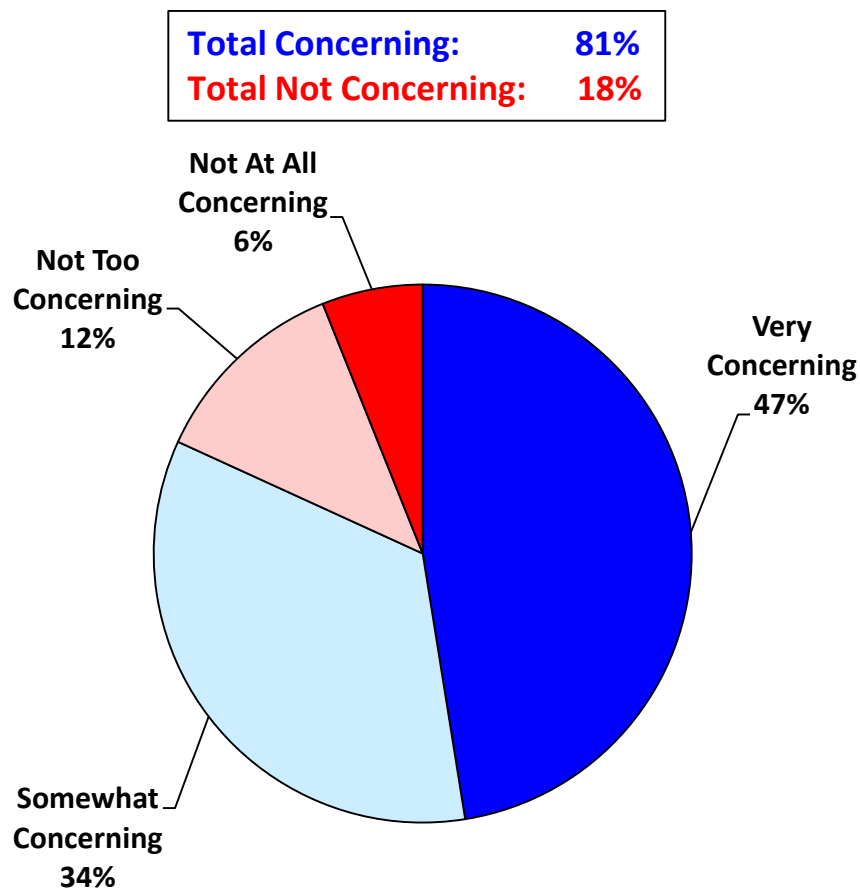
Top Groups – A Lot/Some (33%)

White Grad/Prof Degree	54%
White Cobb Co. Voters	53%
White Ind Men	49%
White Gwinnett Co. Voters	48%
White Men 45+	47%
White Inds	46%
White Men w/ Degrees	46%
Soft/Lean GOP	45%
Age 65+	45%
White Men	43%
White GOP Men	42%
White Atlanta Metro Voters	41%
White College-Educated Atlanta DMA Women	40%
Men	39%
Age 55-64	39%
White Ind Women	39%
White Dem Men	39%
White College-Educated Metro Atlanta Women	39%
White College Graduates	39%
White Men w/o Degrees	39%
White Women w/ Degrees	39%
White Urban Voters	39%
White Suburban Voter	38%

Nearly half of Georgians find the news reports about cost overruns for the expansion of Plant Vogtle being passed onto consumers very concerning, especially African Americans.

“The Atlanta Journal Constitution and other news outlets have reported that the cost overruns for the expansion of Plant Vogtle are very likely to be passed onto consumers in the form of increased electricity prices. Do you find this...”

Overall



Top Groups – Very Concerning (47%)

African American Non-Atlanta DMA Voters	80%
African American Men	76%
African Americans Age 55+	75%
African Americans w/o Degrees	70%
African Americans	67%
White Ind Women	66%
African Americans w/ Degrees	65%
Base Dems	64%
Southwest DMA Voters	64%
Total Minority Voters	63%
African American Women	63%
African American Atlanta DMA Voters	63%
African American Age 18-54	62%
Age 55-64	59%
Dems	58%
Non-Atlanta DMA Voters	54%



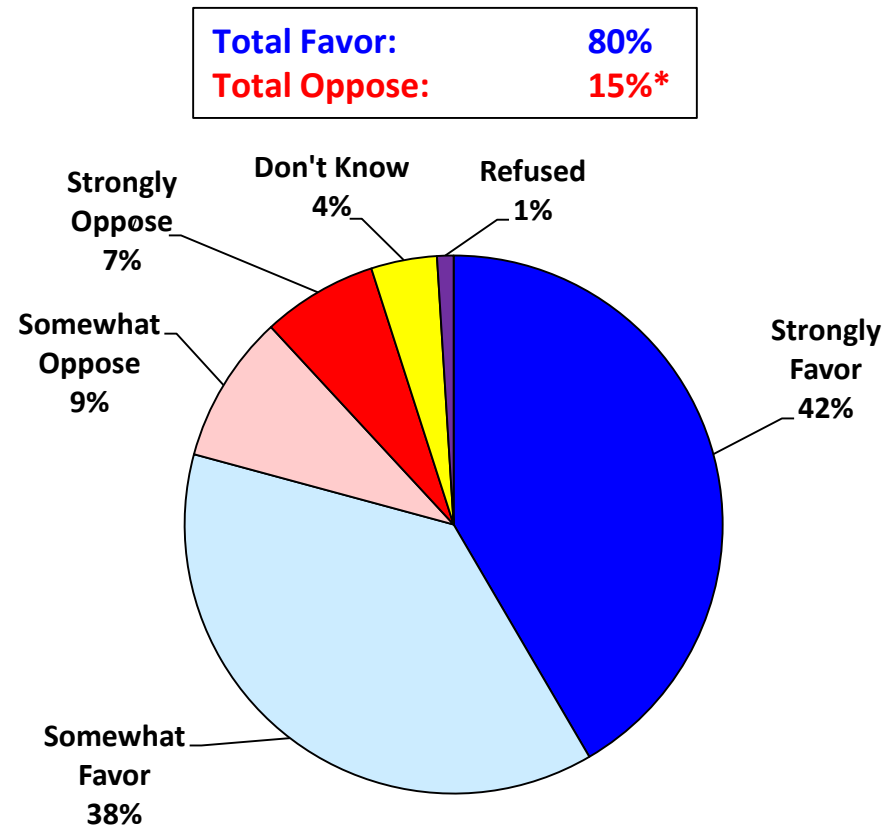
Biomass Investment



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Eight out of ten Georgians favor continuing to invest in biomass energy production.

“As you may know, biomass is organic material that comes from plants and animals. It is a renewable source of energy, and Georgia currently leads the world in biomass energy production. Would you favor or oppose Georgia continuing to invest in biomass energy production?”^^



*Denotes Rounding; ^Split Sample B, N=253



Electricity Options



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Over three-quarters of voters say they prefer a new electricity system that opens up the markets to competition and gives consumers more choices.

"Now, I would like to read you two options about purchasing electricity, and please tell me which one you prefer."[^]

79%

A new system that allows people to have a choice of where they purchase electricity and what kind of electricity, such as clean energy

...or...

17%

The current system, in which nearly everyone purchases their electricity from one monopoly utility.

"Now, I would like to read you two options about purchasing electricity, and please tell me which one comes closest to your own opinion."^{^^}

76%

America can create a new electricity system that benefits the environment, accelerates the availability of new technology, and creates more choices by opening up markets to competition, giving consumers more choices instead of just their monopoly utility.

...or...

20%

The current electricity monopoly system works fine as it is, and change will only end up creating confusion, reducing reliability, and resulting in higher costs for consumers.

[^]Split Sample A, N=247; ^{^^}Split Sample B, N=253



Message Testing

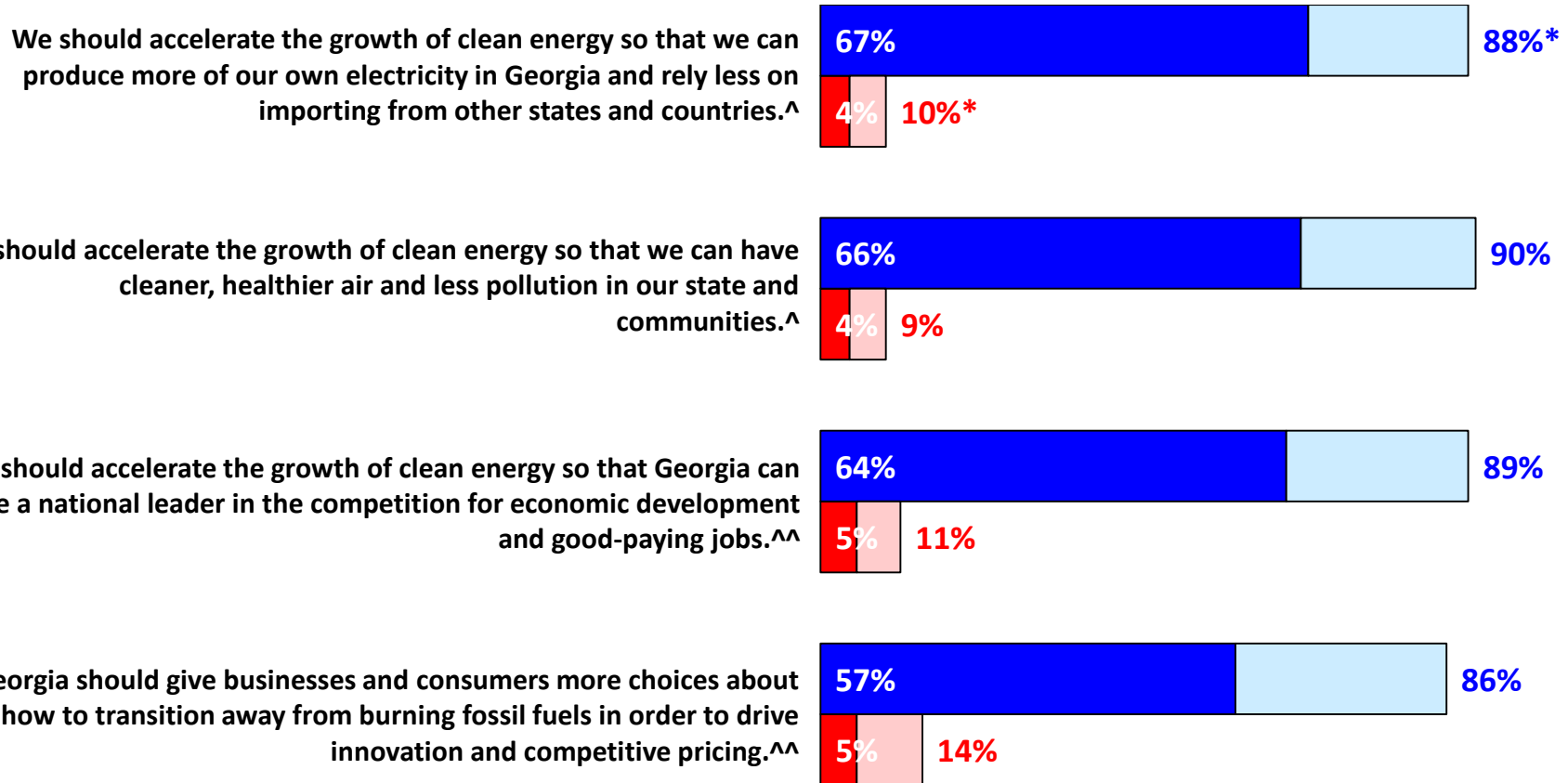


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The messages regarding accelerating the growth of clean energy resonate the strongest with voters.

"I am now going to read you a few statements about why some people want to accelerate the growth of clean energy, by speeding up the development of sources of renewable energy like wind and solar power. After I read each statement, please tell me whether you agree or disagree with that statement."

Ranked by % Strongly Agree



■ Strongly Agree □ Total Agree ■ Strongly Disagree □ Total Disagree

*Denotes Rounding; ^Split Sample A, N=247; ^^Split Sample B, N=253



The Bottom Line



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The Bottom Line

There is overwhelming support for an all-of-the-above energy strategy that would encourage increasing the use of renewable energy in Georgia. This support cuts across partisan, geographic, gender, and ideological lines, proving that it is the rare unifying issue in these polarizing times.

Accelerating the development of clean energy is especially popular among women, with younger women, older women, and suburban women all extremely supportive of policies that encourage the growth of clean energy in Georgia.

The issue is also a political winner in the state, with more than 70% of voters saying they would be more likely to back a candidate who supports increasing the development of clean energy sources such as wind and solar. Again, this is not a partisan or geographic issue, with GOPers, Independents and Democrats, as well as urban, suburban and rural voters, all more likely to support a candidate who is a friend to clean energy.

Georgia voters also clearly recognize the importance of both protecting the right of property owners to produce energy on their land, as well as their right to lease their land for renewable energy production.

Voters in the state are also strongly behind biomass energy production in the state, with 80% favoring the state continuing to invest in biomass energy.



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**For more information about this presentation
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please give us a call.**

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