



AL Statewide Renewable Energy Online Survey

Key findings from an online statewide survey of 600 likely voters
in Alabama conducted August 24-September 2, 2021.

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Project #210201



Methodology

Public Opinion Strategies is pleased to present the key findings of an online statewide survey conducted in Alabama. The survey was completed August 24-September 2, 2021, among 600 likely voters and has a margin of error of $\pm 4.56\%$.

Glen Bolger was the principal researcher on this project. Torie Bolger was the project director, and Katie Connolly provided analytical support.

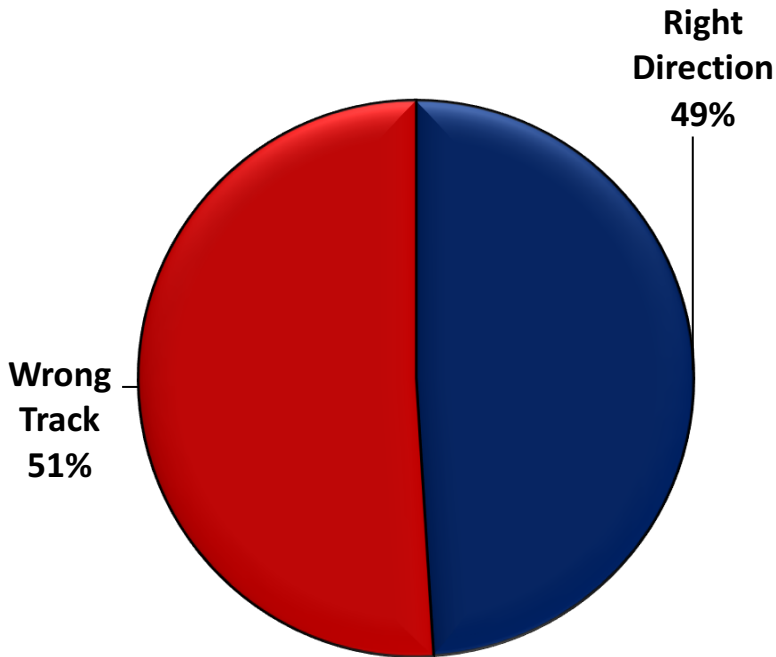


Political Environment

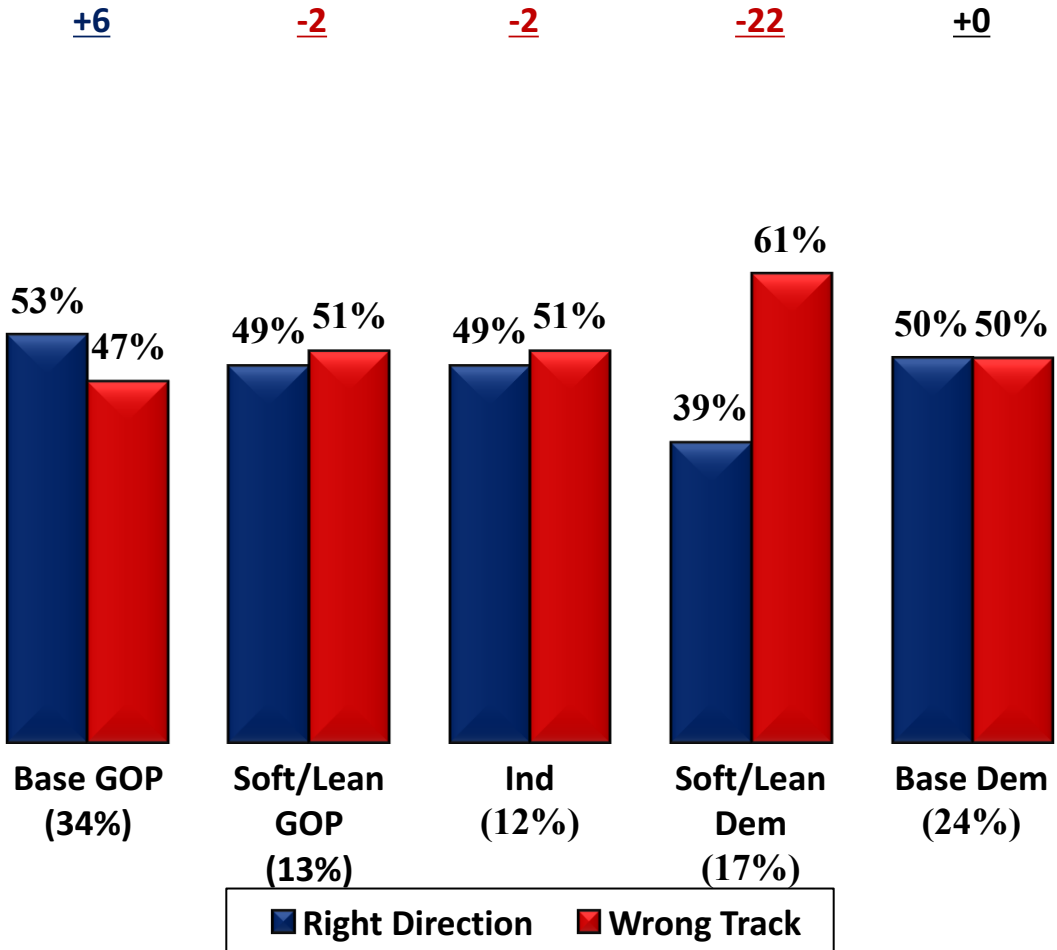
Voters are split when asked about how things are going in Alabama.

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

Overall

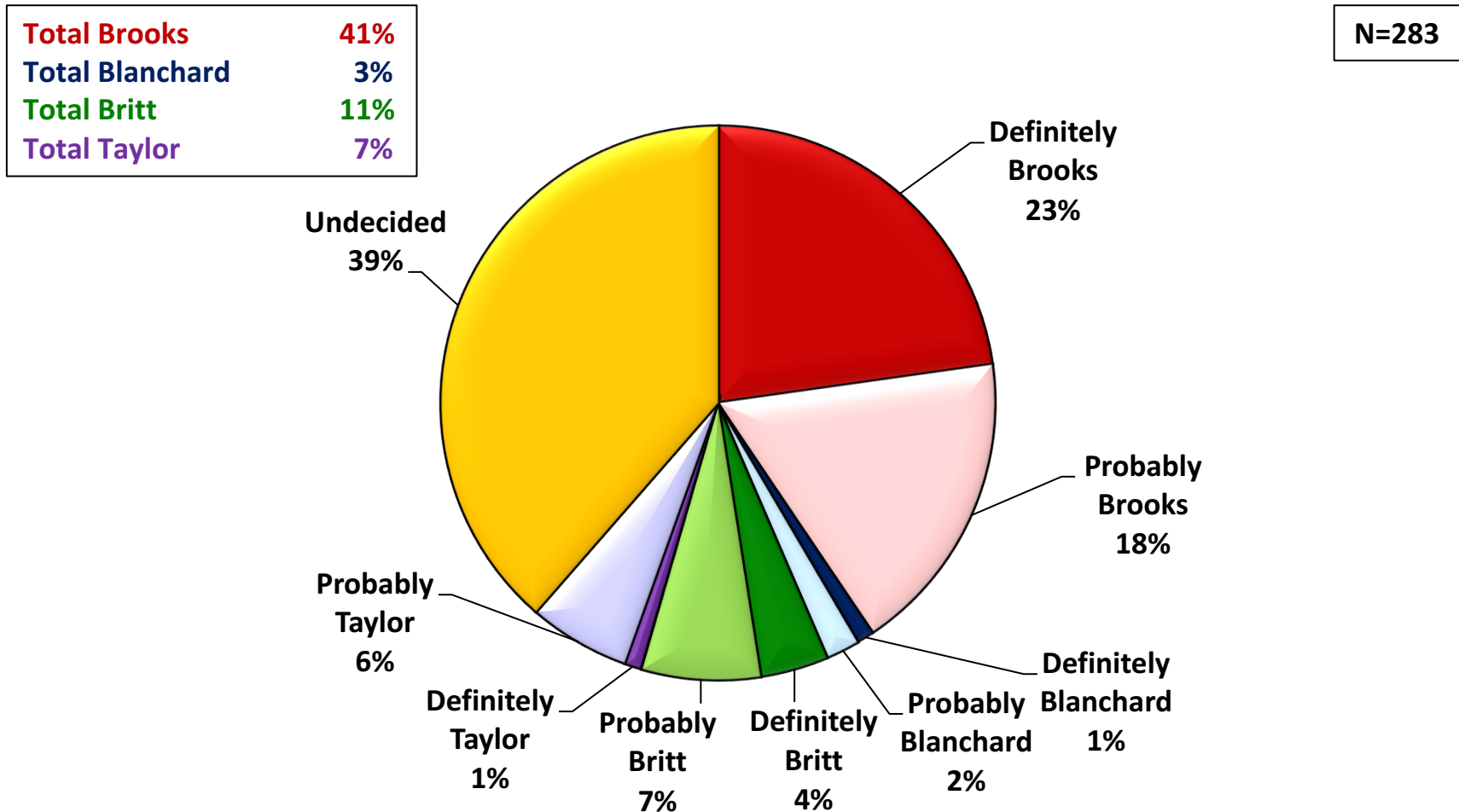


By Party



While many voters are undecided, Rep. Mo Brooks is the likely GOP U.S. Senate nominee.

“If the Republican primary election for U.S. Senate were being held today, for whom would you vote if the candidates were... Mo Brooks, Lynda Blanchard, Katie Britt, ...and... Jessica Taylor?”^



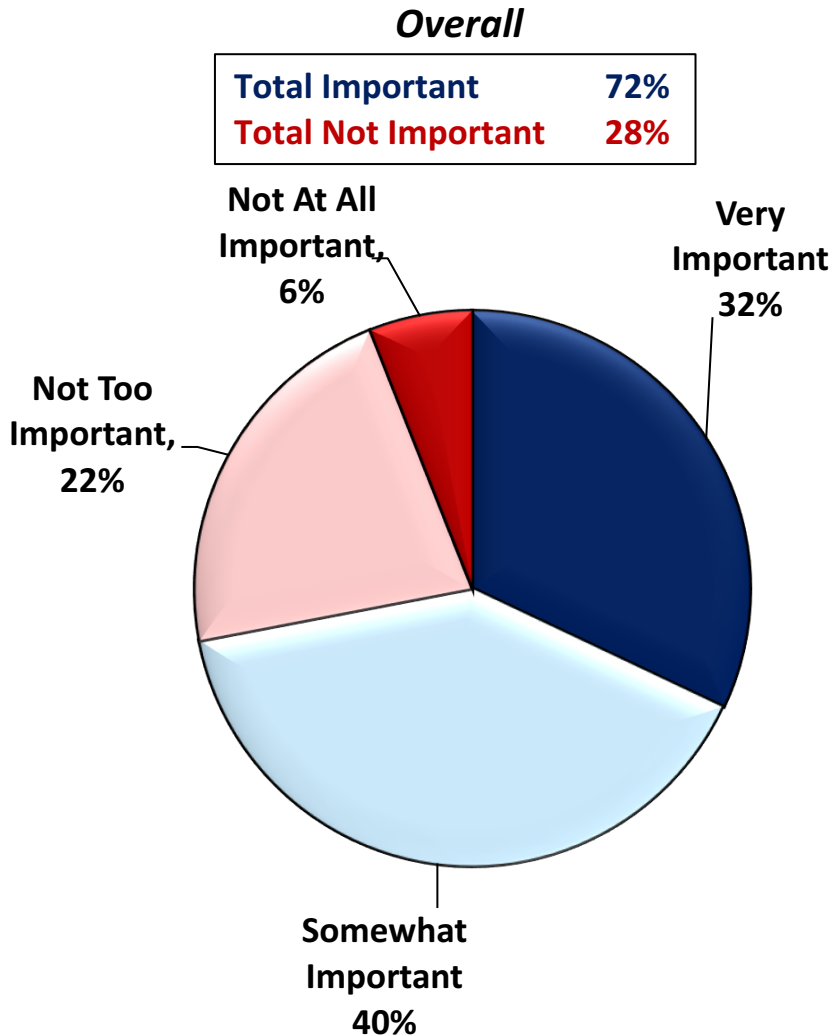
^Asked of GOP Voters, N=283.



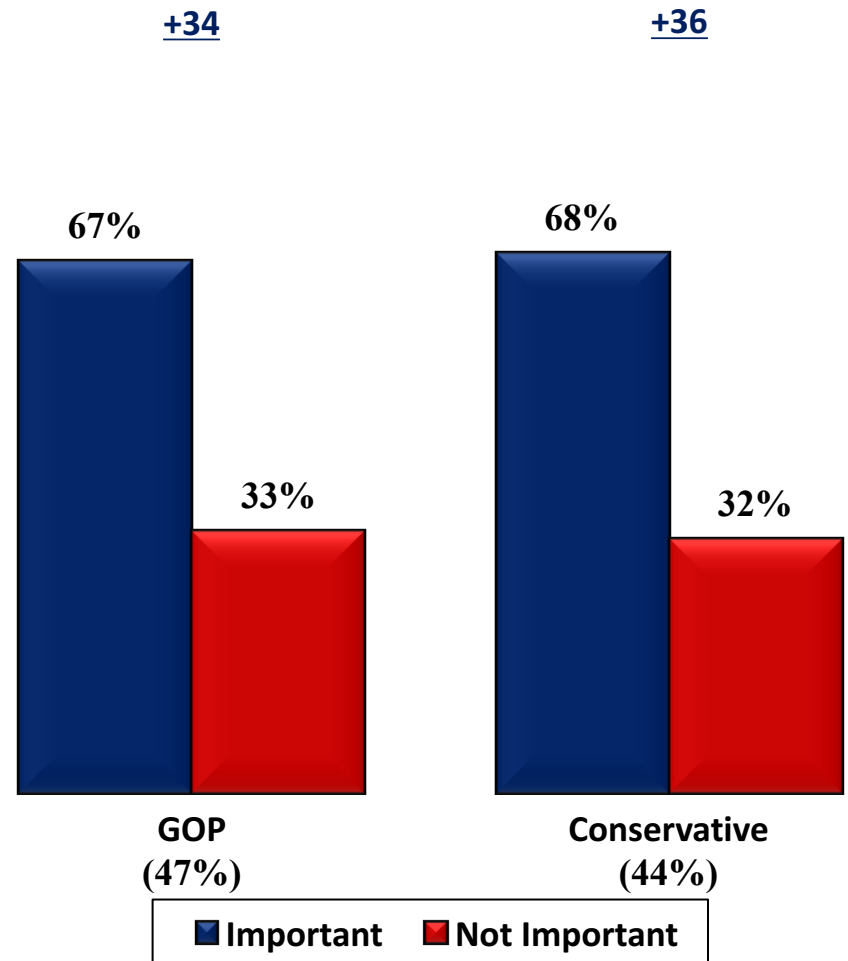
Energy Issues

Energy issues played a role in the November 2020 election, including Republicans and conservatives.

“How important were energy issues to your vote in the November 2020 election?”



By Total GOP and Total Conservative

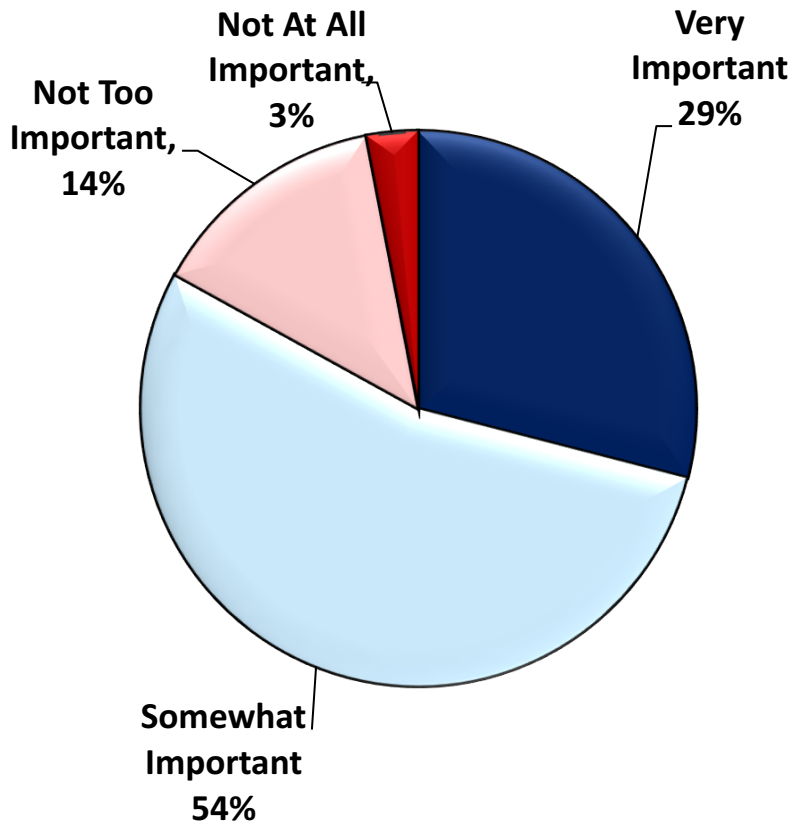


GOPers and conservatives believe it is important that a candidate share their opinions on energy issues.

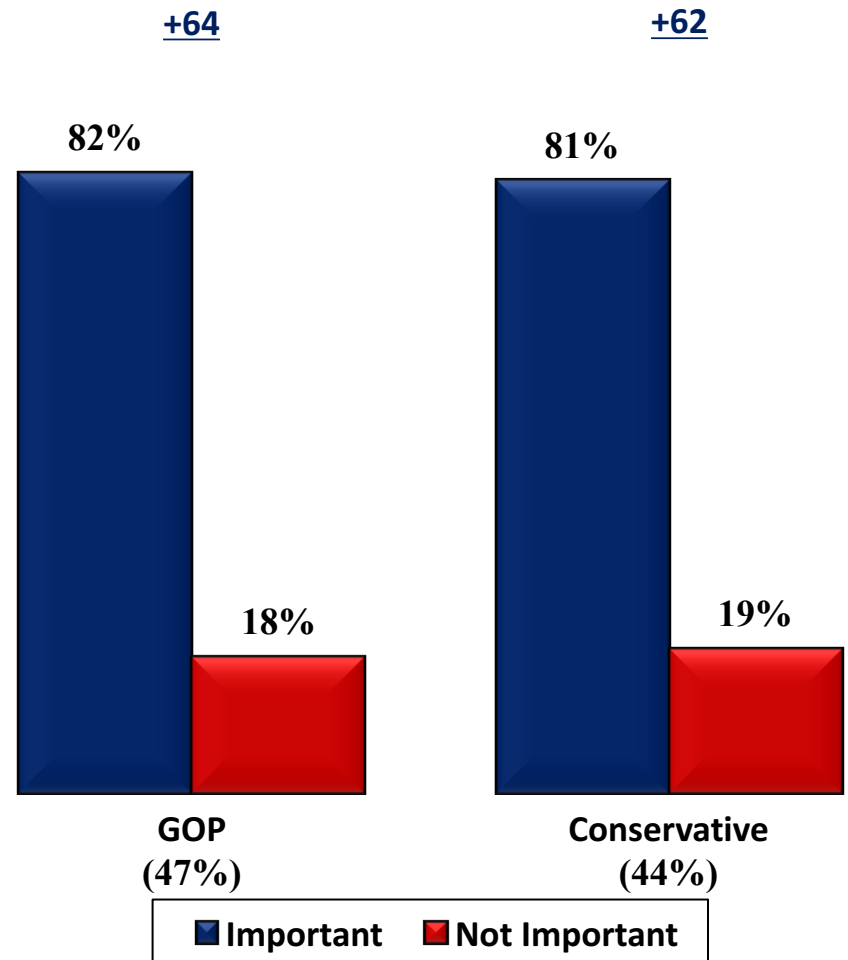
“And, how important is it to you that a candidate for political office share your opinion on energy issues?”

Overall

Total Important	82%*
Total Not Important	18%



By Total GOP and Total Conservative



■ Important ■ Not Important

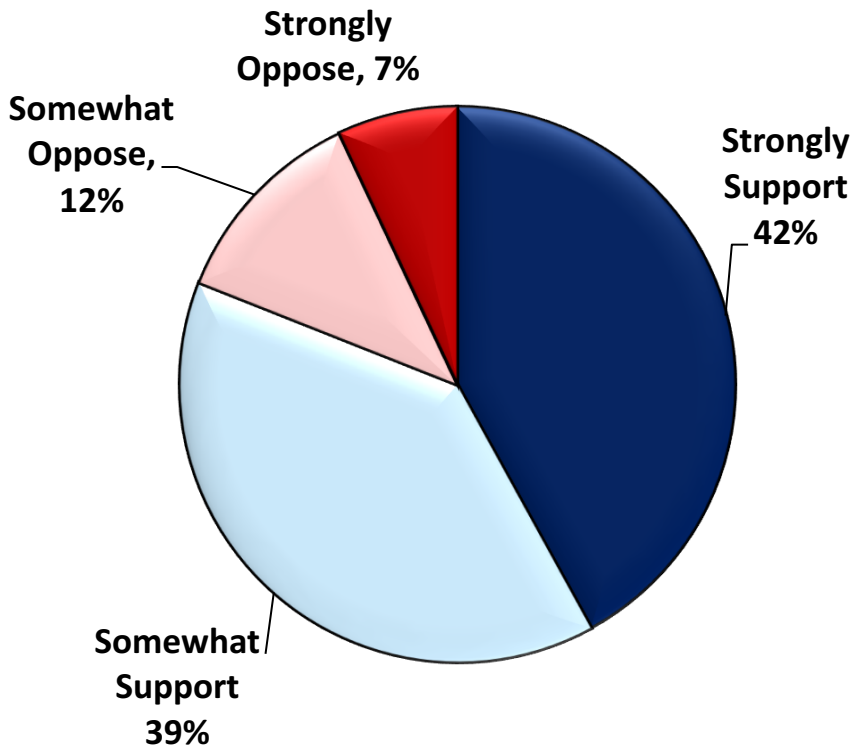
*Denotes Rounding.

A majority of voters support clean energy initiatives in the state.

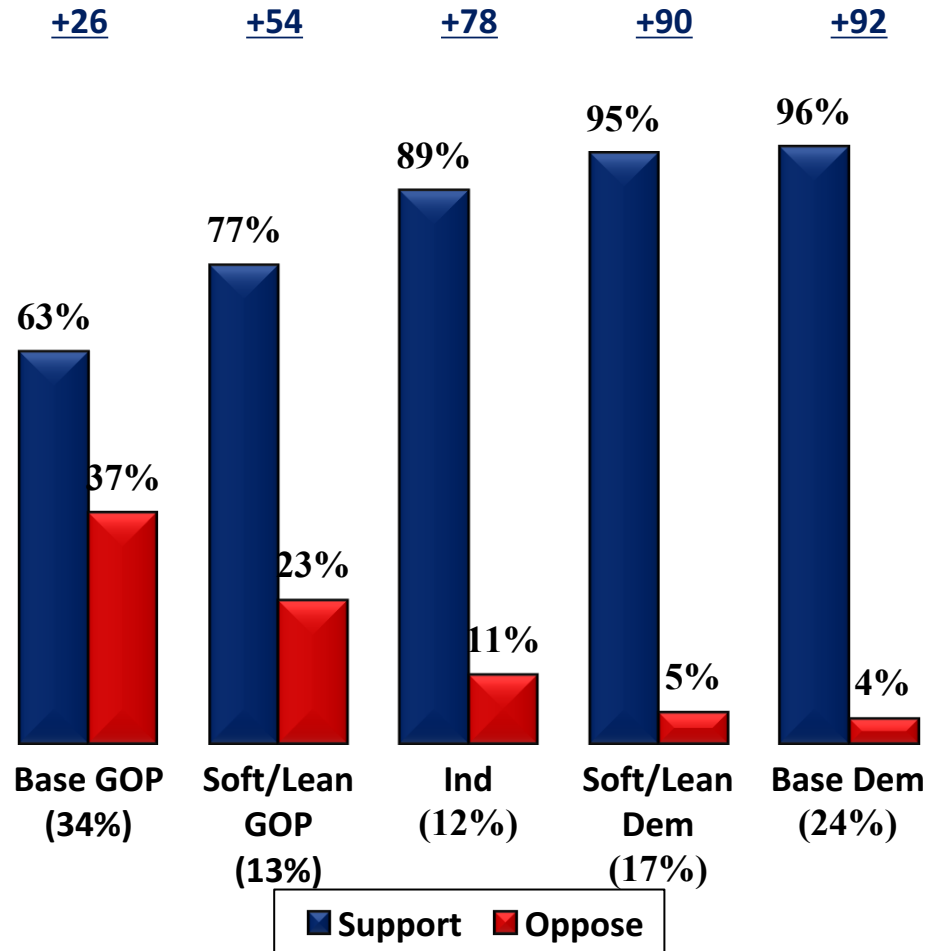
“Do you support or oppose the development of clean energy like solar and wind in Alabama?”

Overall

Total Support	81%
Total Oppose	19%



By Party

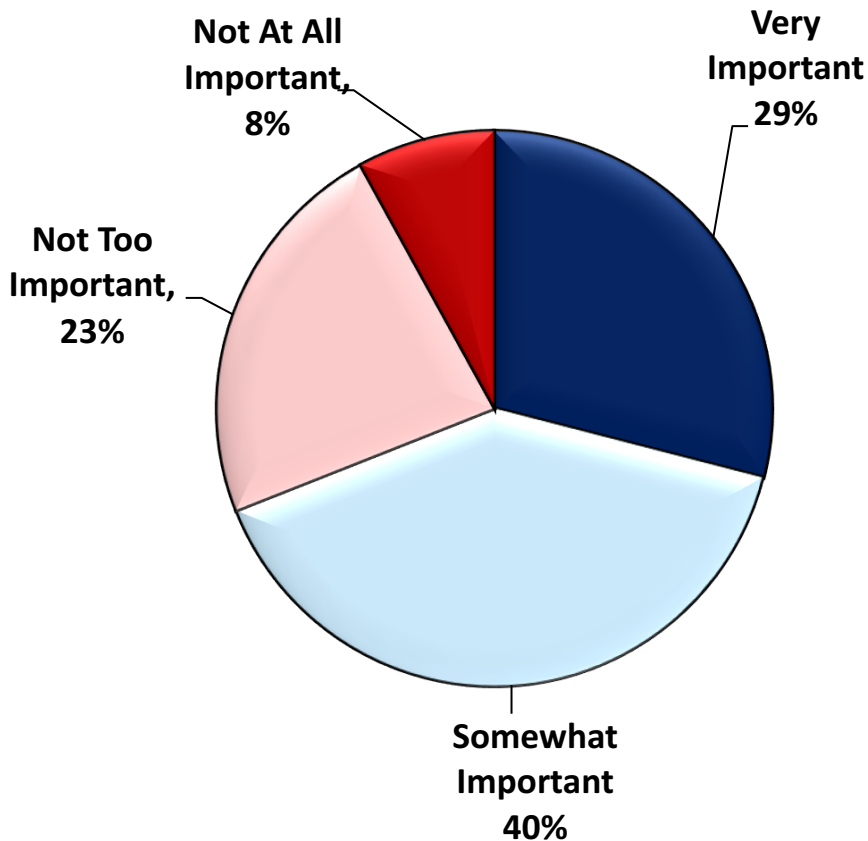


A majority of GOPers and conservatives say clean energy initiatives are important to the state's economy.

"Thinking about Alabama's renewable energy industry, with technologies like wind and solar, how important would you say the industry is to Alabama's economy as a whole?"

Overall

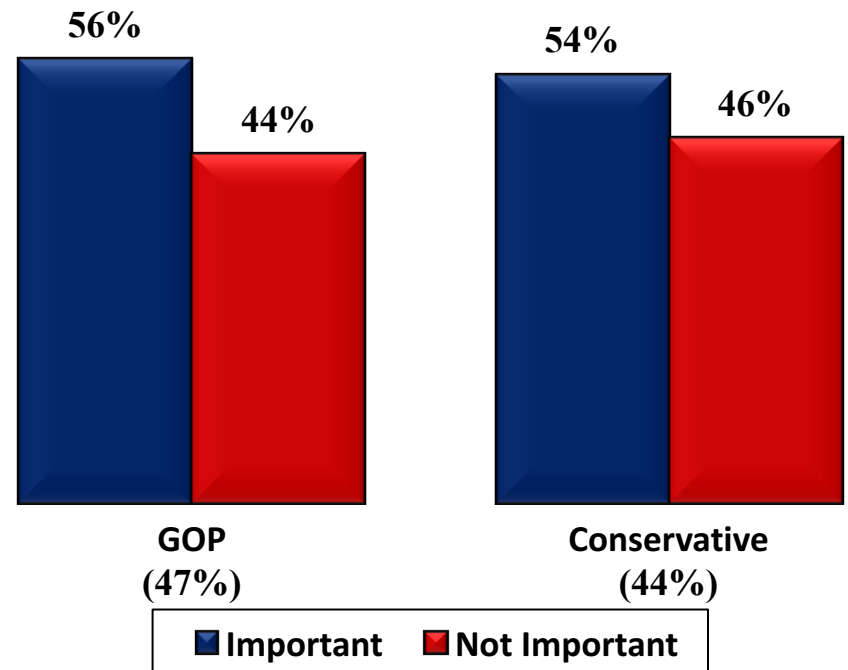
Total Important	69%
Total Not Important	31%



By Total GOP and Total Conservative

+12

+8

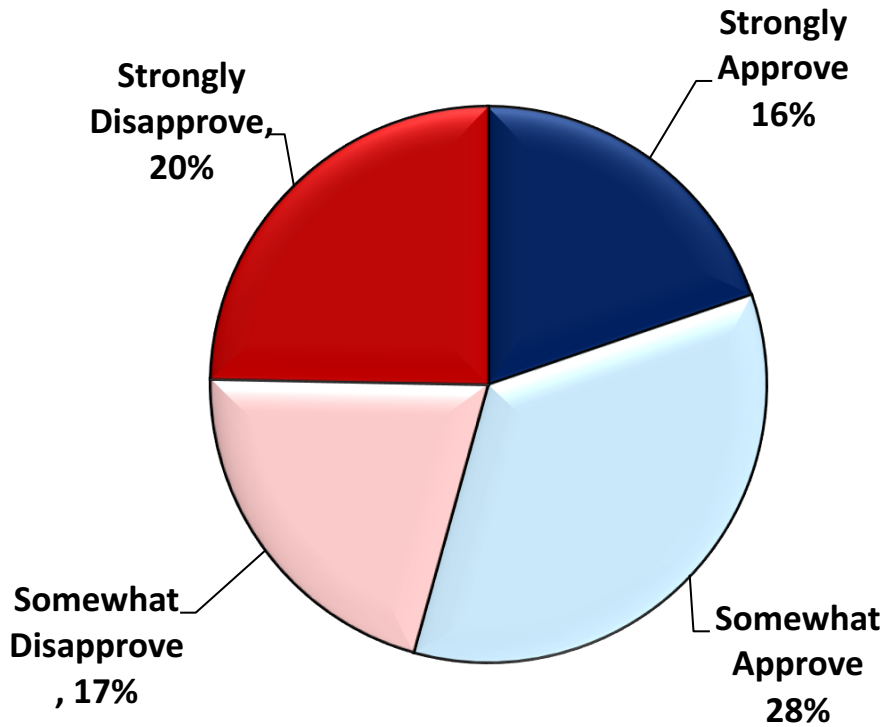


Voters weakly approve of the job the GOP is doing on energy independence.

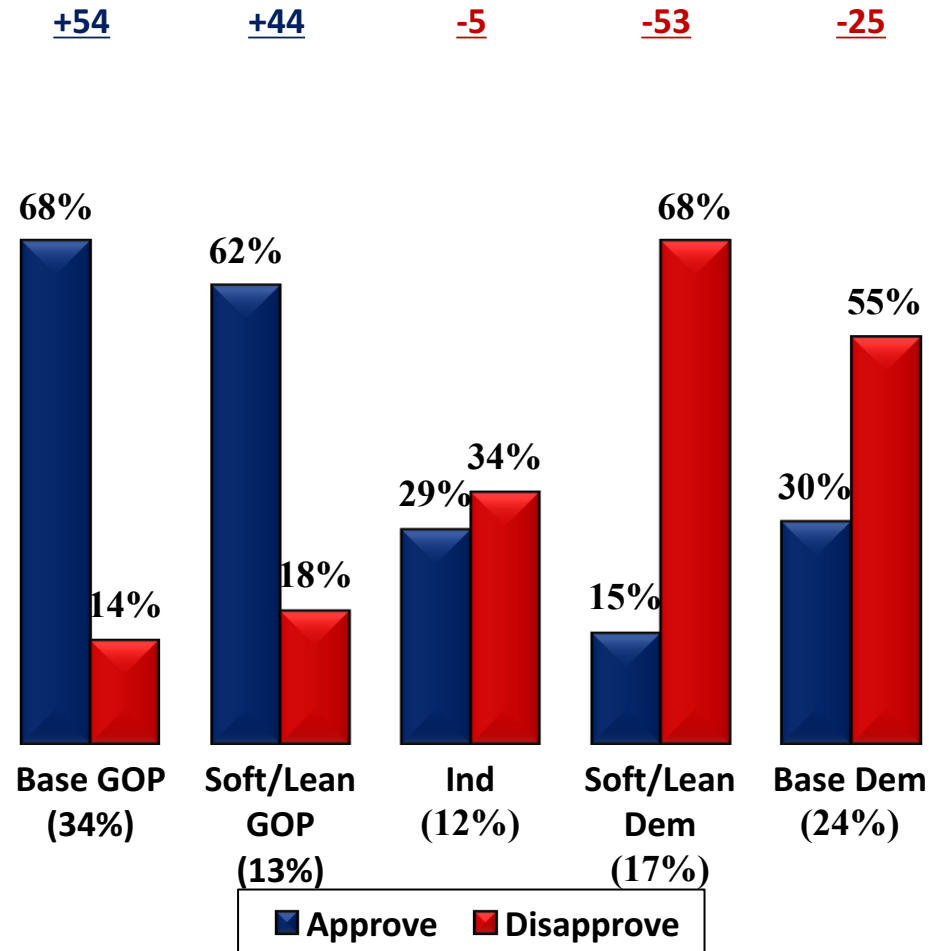
“And, do you approve or disapprove of the job the Republican Party is doing in addressing energy independence in the United States?”

Overall

Total Approve	44%
Total Disapprove	36%*



By Party



■ Approve ■ Disapprove

*Denotes Rounding.

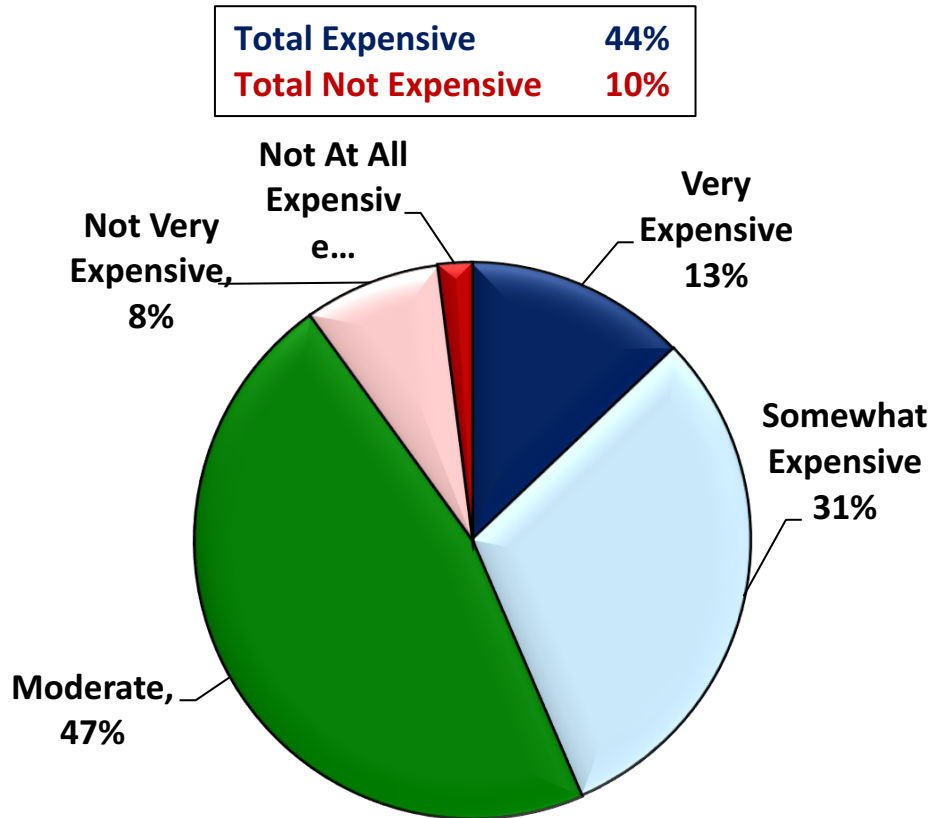


Attitudes Toward Utilities

Middle-aged voters, from across the political spectrum, are more likely to believe their power bill is expensive.

“Thinking about your bills and other living expenses, on a scale from very high to very low, how would you rate your monthly power bill?”

Overall



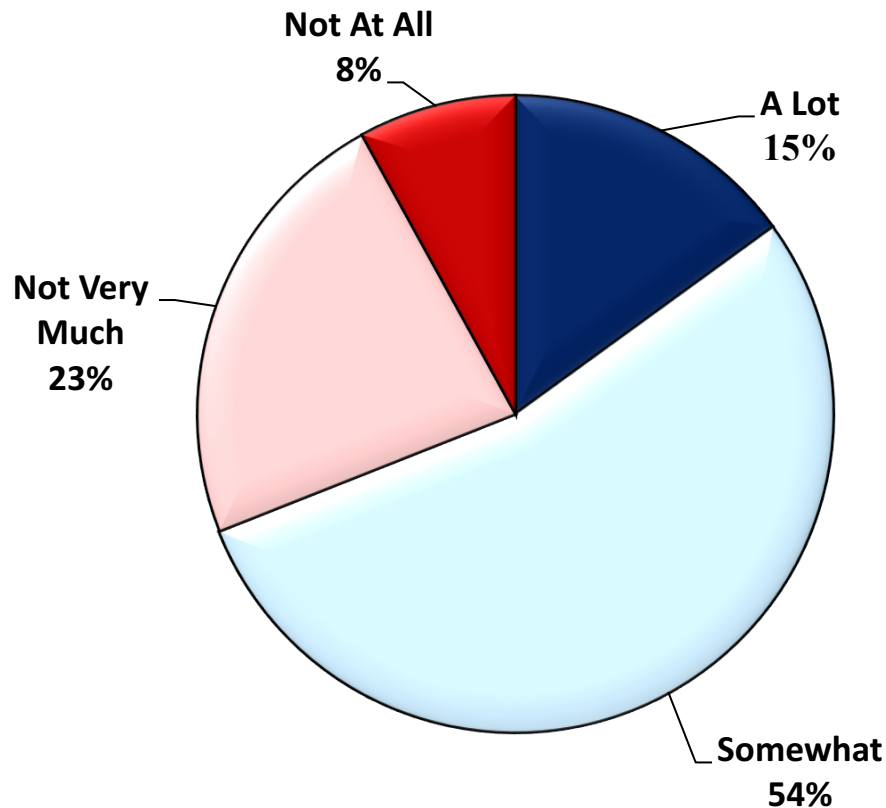
Top Groups – “Expensive” (44%)

Age 35-44	54%
Montgomery DMA	53%
Age 45-54	51%
Liberal	51%
Total Minority	50%
African American	49%
Dem Men	49%
Base Dem	48%
Grad/Prof	48%
Men w/ Degree	48%
Somewhat Conservative	48%

Nearly one-in-three don't trust their electric utility, and those who do aren't enthusiastic about it.

“How much do you trust your public electric utility in providing fair rates and services?”

Total A Lot/Some	69%
Total Not Very Much/Not At All	31%



Women are more likely to trust the company, while men, especially minorities, are less likely.

Trust In Public Electric Utility

Top Groups – “A Lot/Some” (69%)

Ind Women	79%
Very Conservative	77%
Balance DMA	76%
Age 65+	75%
Women w/ Degree	75%
Women 18-44	74%
GOP Women	74%
Female	73%
Rural	73%
Age 18-34	73%
Women 45+	73%
Conservative	73%
White Women	73%

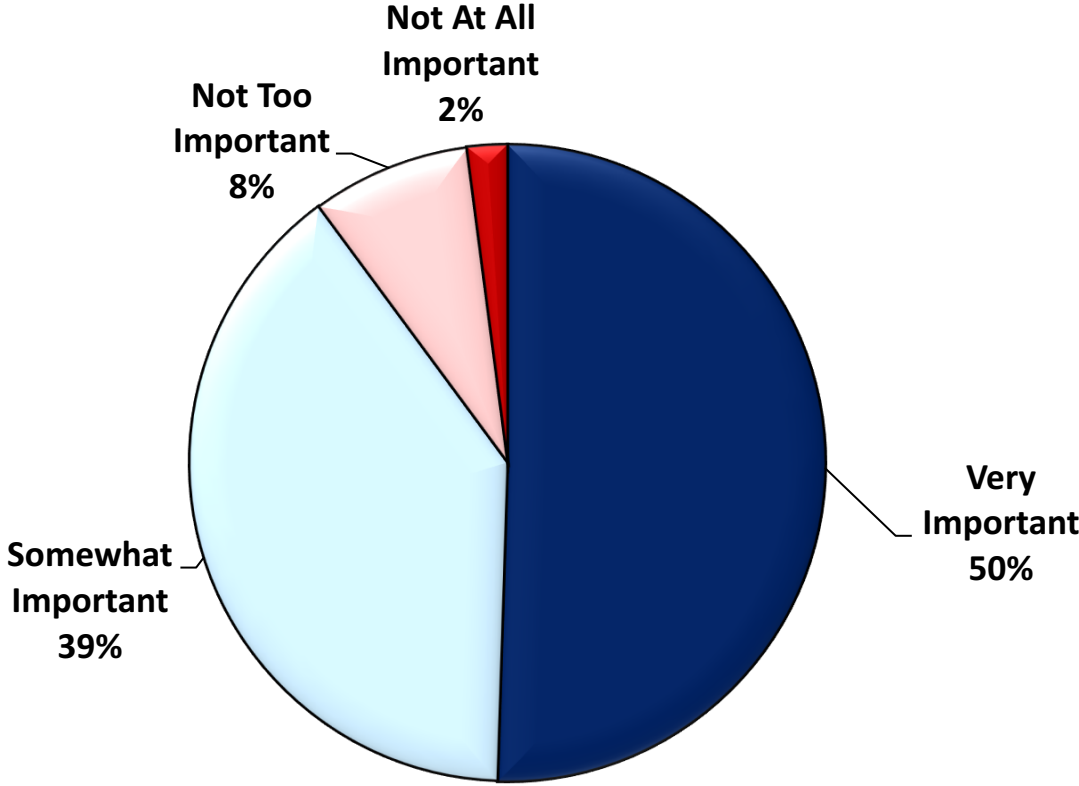
Top Groups – “Not Very Much/Not At All” (31%)

Ind Men	42%
Dem Men	41%
African American	40%
Soft/Lean Dem	39%
Men 18-44	38%
Total Minority	37%
Age 45-54	37%
Men w/o Deg	37%
Male	36%
Mod/Lib GOP	36%
Dem	35%
Men 45+	35%
Some College	35%
Men w/ Deg	35%
Moderate	35%

Voters say property owners' rights are important to developing energy policy.

"How important are property owners' rights in producing energy on their land in developing energy policy?"

Total Important	90%*
Total Not Important	10%

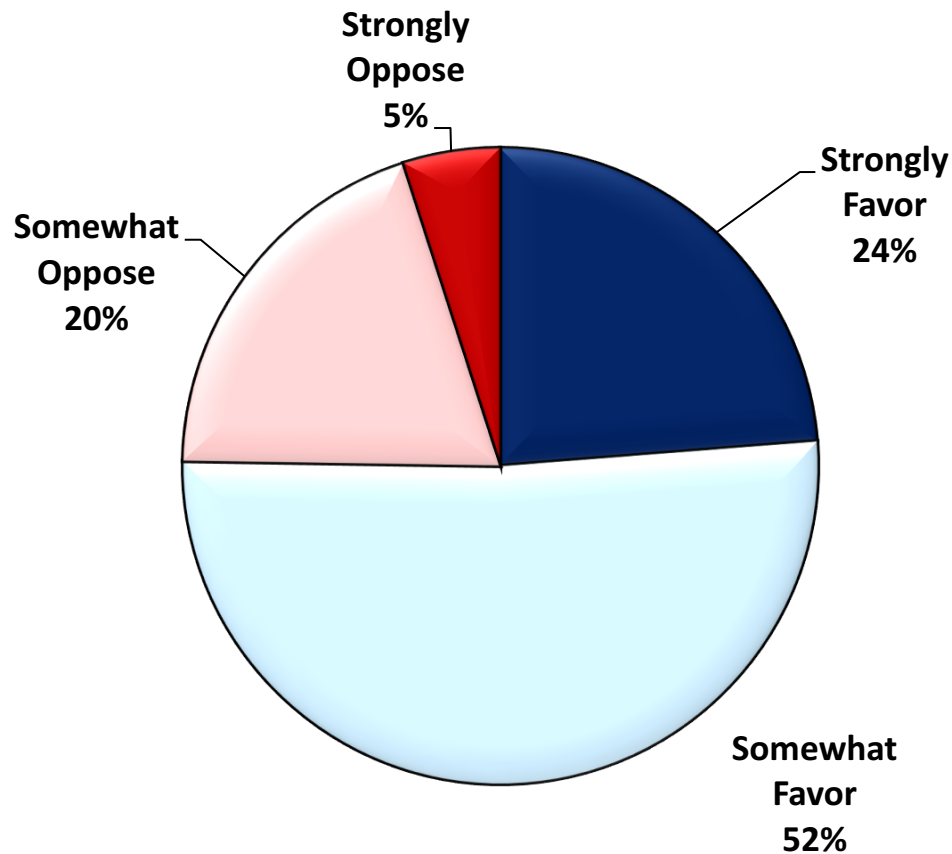


*Denotes Rounding.

Most voters favor the ability for companies to purchase renewable energy outside the public utility.

“Do you favor or oppose allowing large energy consumers, like businesses, to purchase renewable energy outside of the main public utility, if the public utility does not offer renewable options?”

Total Favor	75%*
Total Oppose	25%

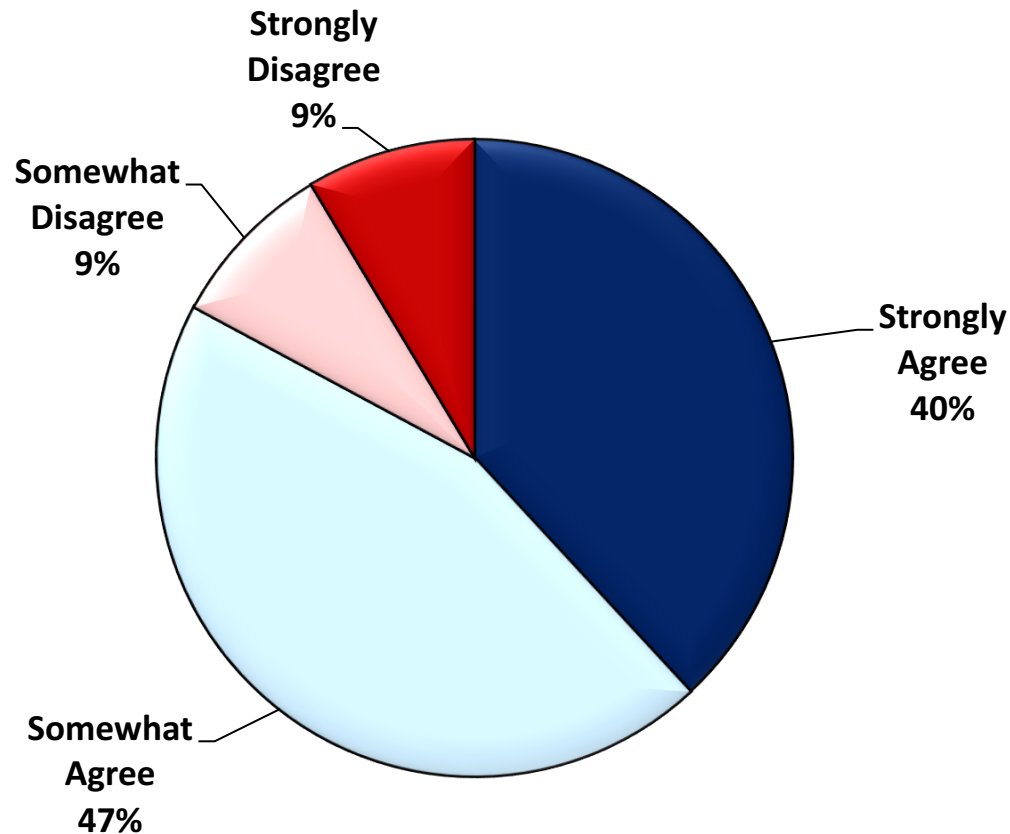


*Denotes Rounding.

However, they also believe the public utility should lead the way in the renewable energy initiative.

“Do you agree or disagree with the following statement: Public electric utilities should lead the way in developing renewable energy options for customers.”

Total Agree	87%
Total Disagree	13%





Renewable Energy

Most GOPers and conservatives believe AL should put more or the same amount of emphasis on renewable resources.

“Do you think that Alabama should put more emphasis, less emphasis, or about the same amount of emphasis on producing domestic energy from renewable resources as it does now?”

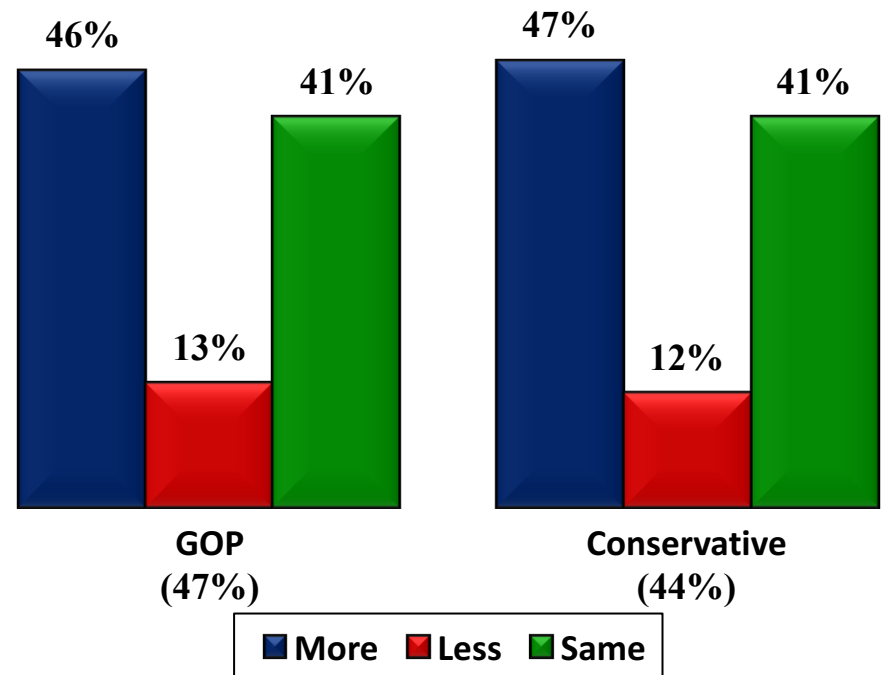
Overall

62% **More Emphasis**

10% **Less Emphasis**

29% **Same**

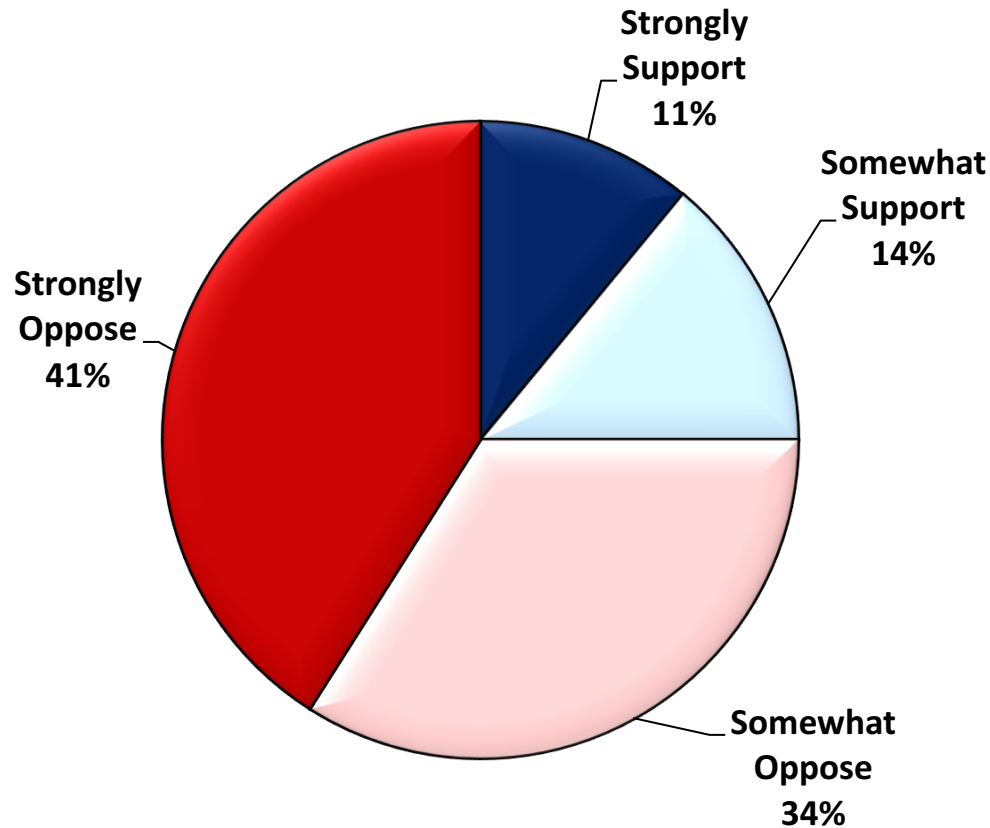
By Total GOP and Total Conservative



Voters oppose extra fees for installing solar.

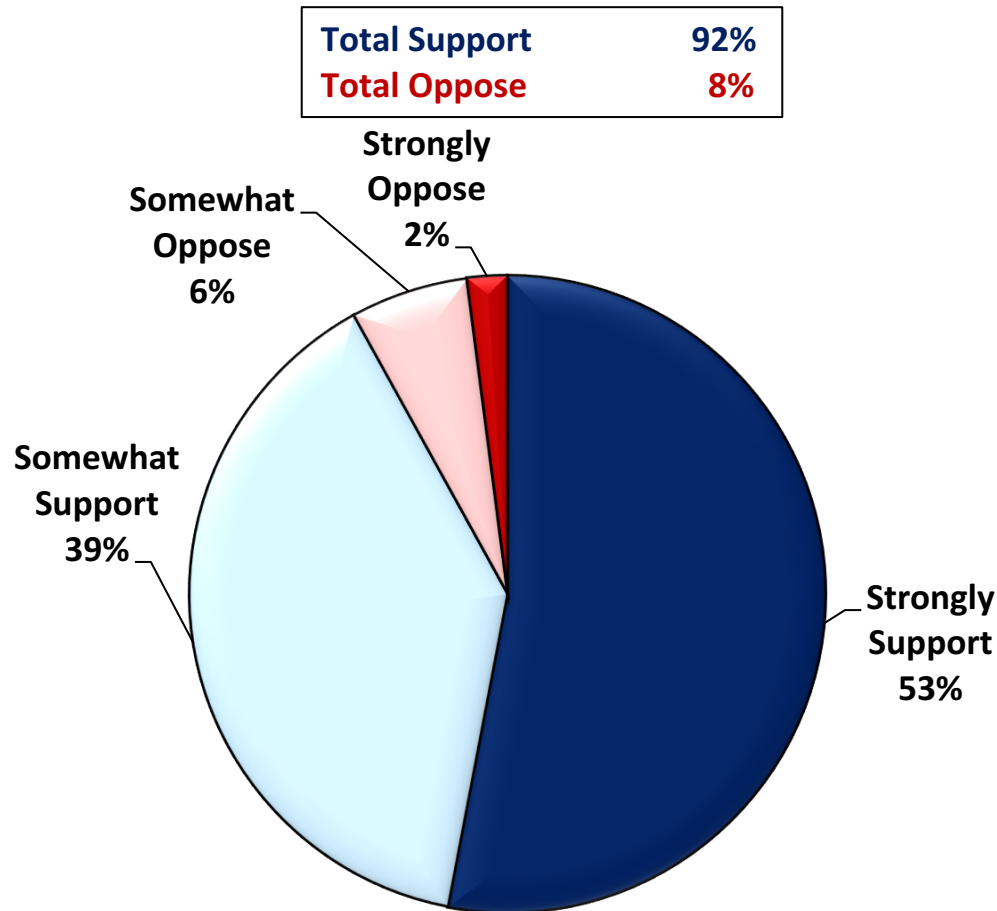
“One of Alabama’s utilities requires its customers to pay an extra monthly fee if customers install solar and connect it to the grid. Do you support or oppose this policy of charging solar customers a fee if they install solar?”

Total Support	25%
Total Oppose	75%



There is strong support for giving consumers energy choice, especially if it allows them to cut energy costs.

“Some states have passed legislation that gives consumers more freedom to choose where their energy comes from and for them to reduce the cost of their energy bill. Would you support or oppose Alabama passing legislation similar to this?”

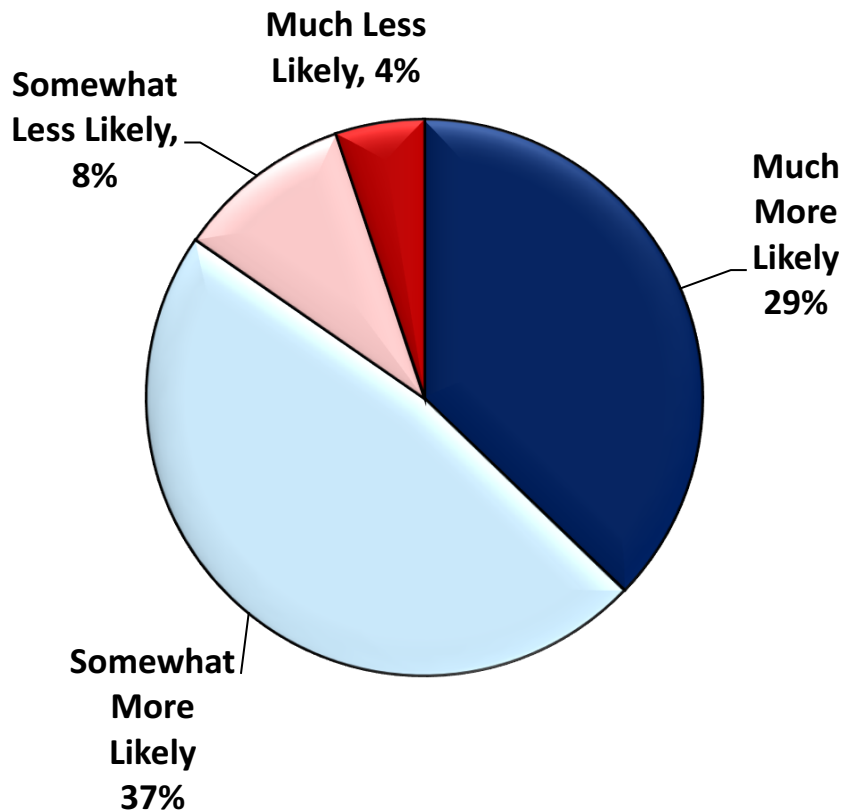


Voters from all parties would be more likely to support a candidate who backs clean energy.

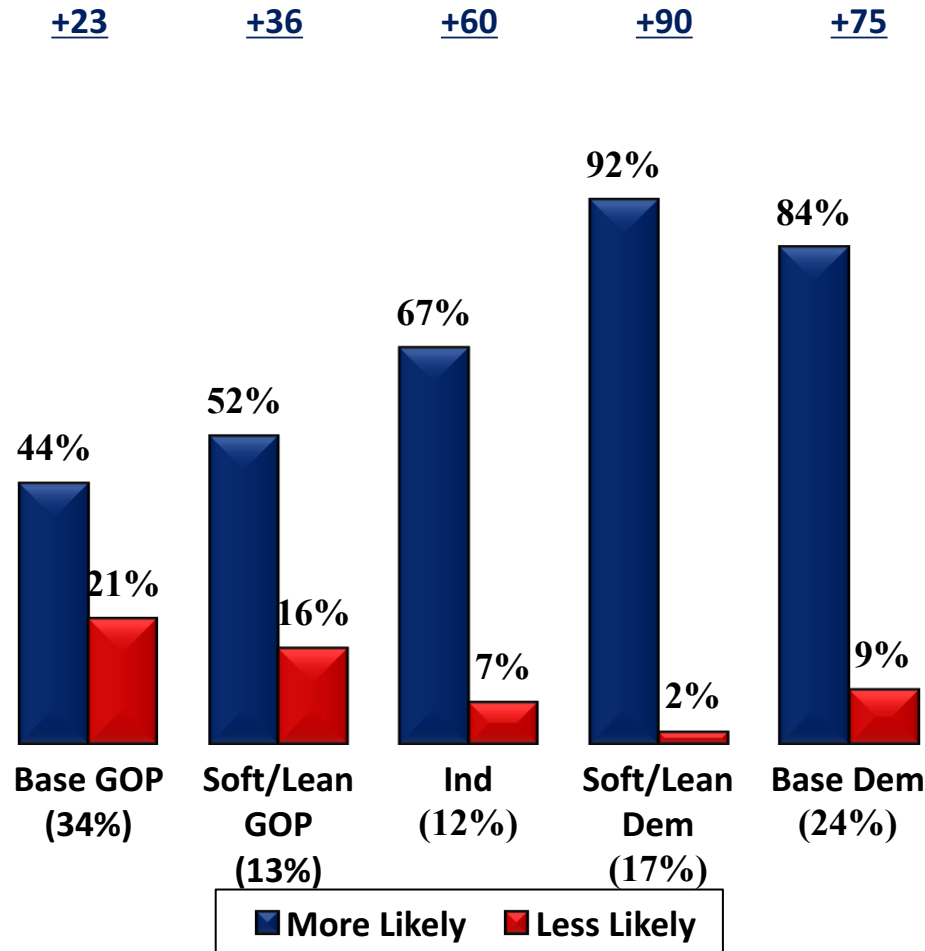
“Would you be more likely or less likely to support a candidate for political office who SUPPORTS taking action to increase the development and use of clean energy, like solar, wind, and energy efficiency programs, or would it make no difference to your vote?”

Overall

Total More Likely	65%*
Total Less Likely	13%*



By Party

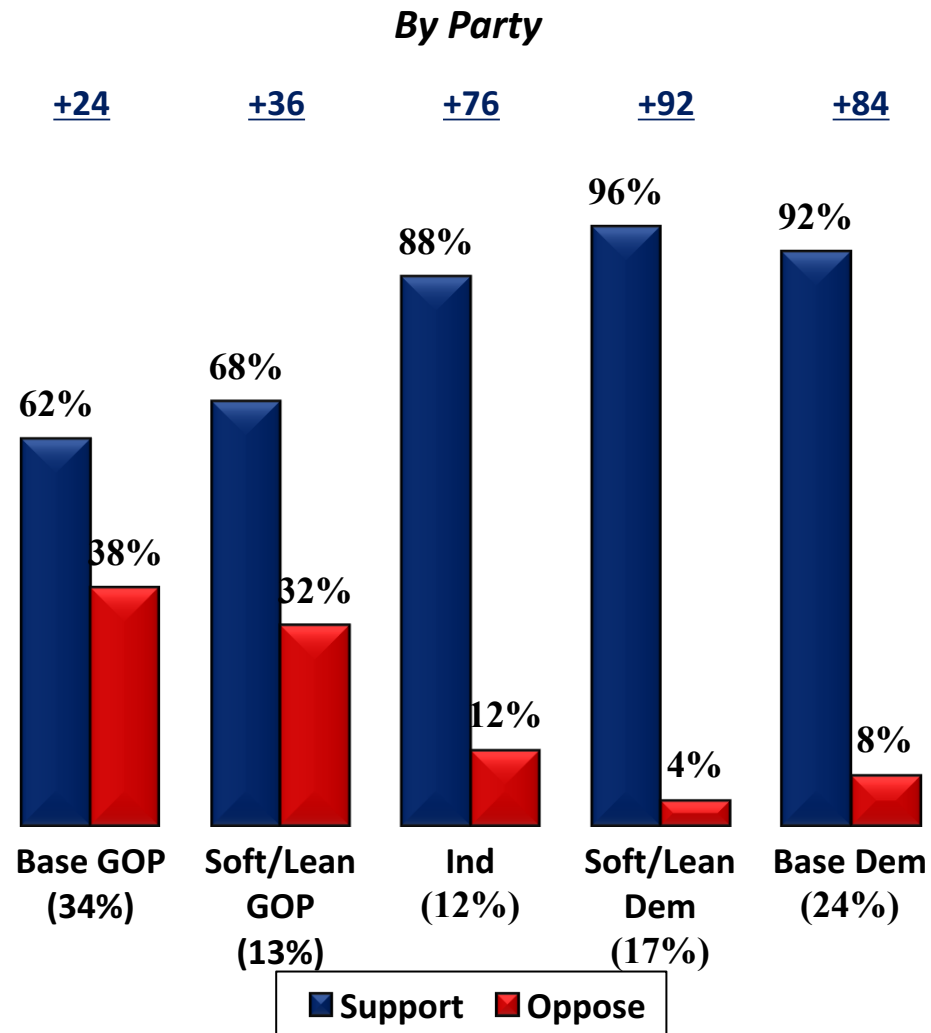
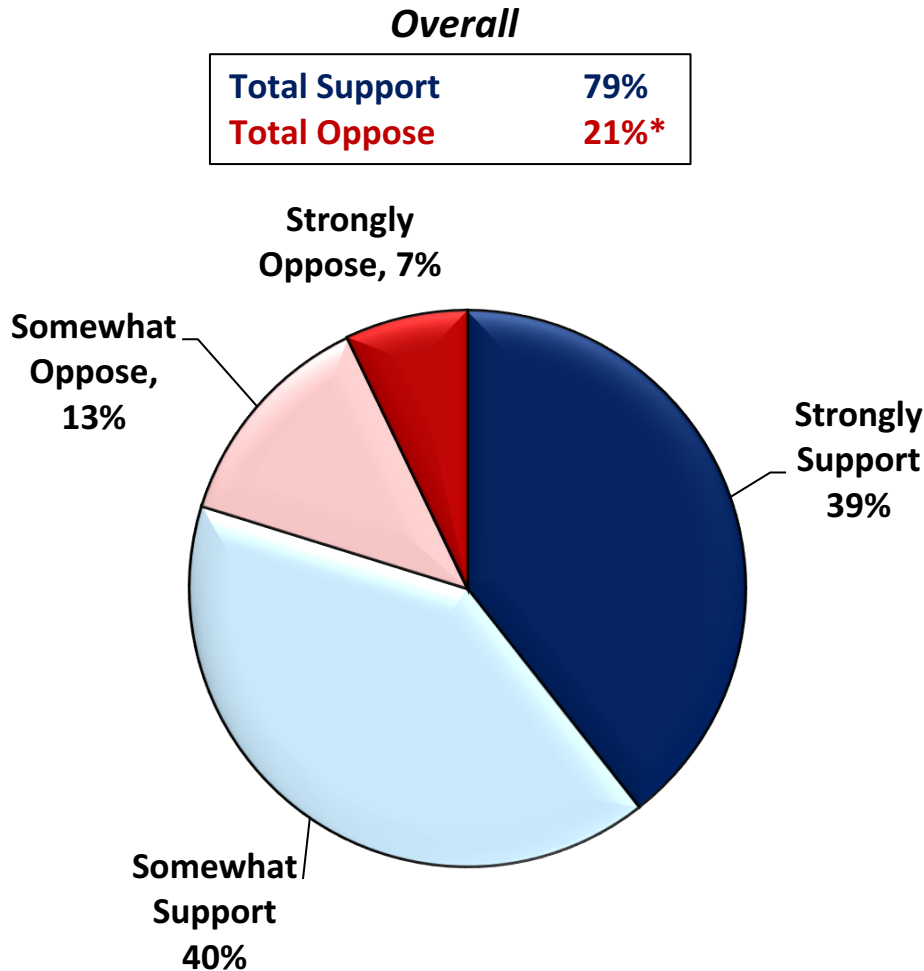


■ More Likely ■ Less Likely

*Denotes Rounding.

Voters support the government taking action to accelerate the development of clean energy in the state.

“Would you say you support or oppose the government taking action to accelerate the development and use of clean energy in Alabama?”



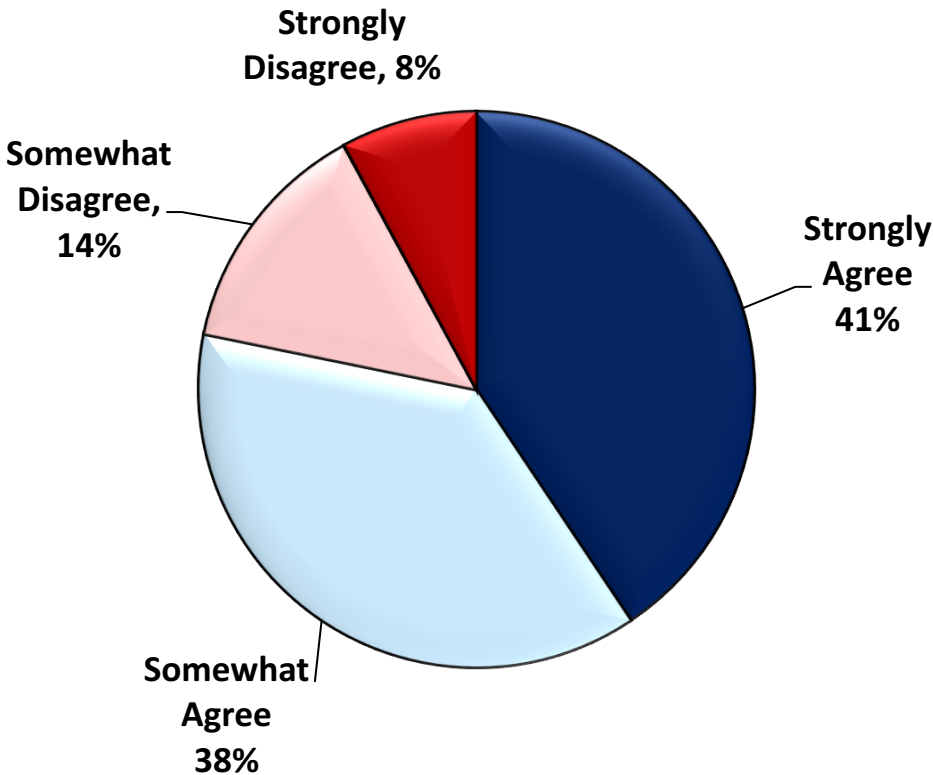
*Denotes Rounding.

Most voters support an all-of-the-above strategy for Alabama.

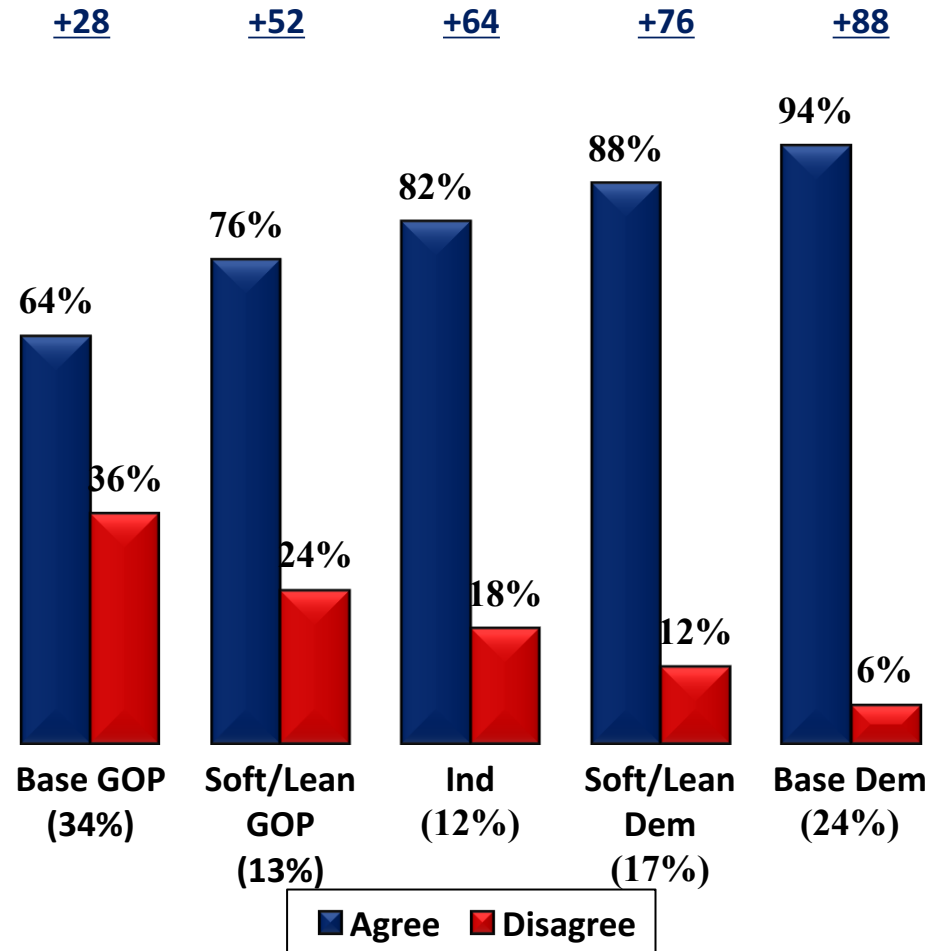
"Do you agree or disagree with the following statement: Alabama should pursue an all-of-the-above energy strategy, which means lowering our heavy dependence on fossil fuels over time and allowing an increase in electricity generation from emerging technologies like renewable energy, such as wind and solar, as well as more energy efficiency, and I support taking action to accelerate the development and use of clean energy in Alabama."

Overall

Total Agree	79%
Total Disagree	21%*



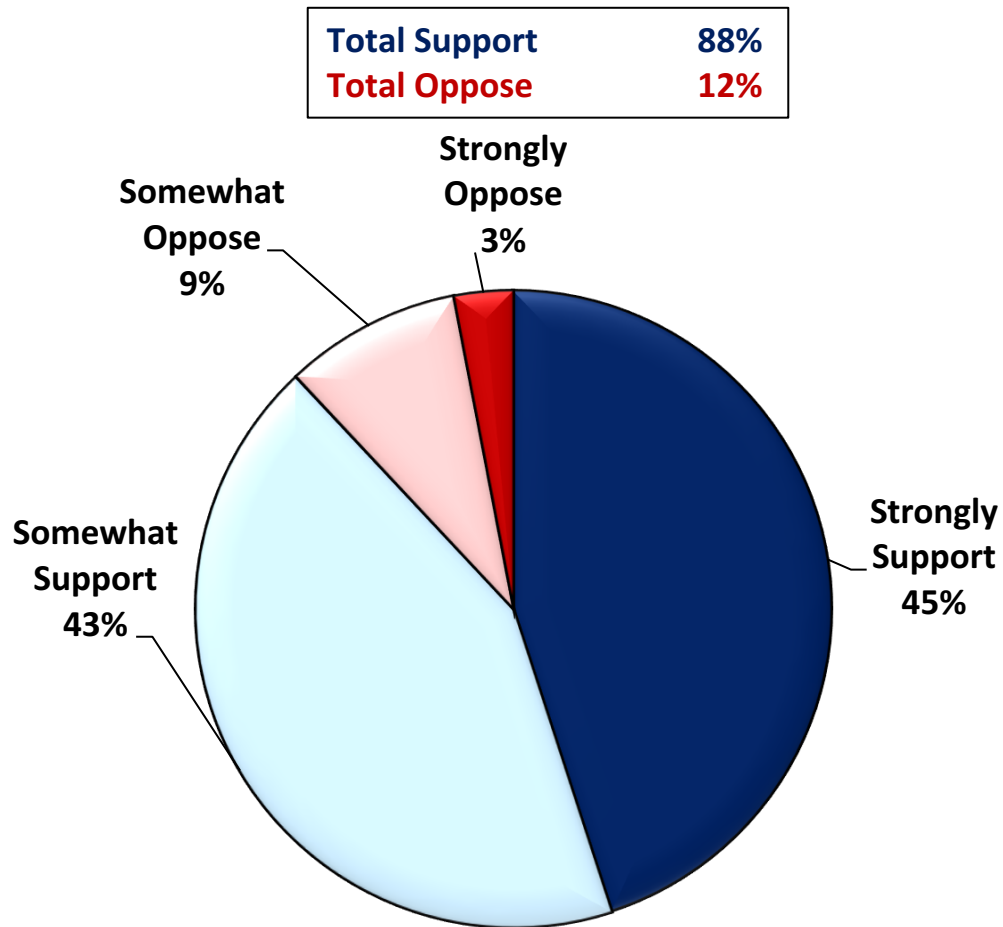
By Party



*Denotes Rounding.

And they also strongly support new power producers entering the market.

“Would you support or oppose allowing new power producers to enter the market in Alabama and compete for customers on price, service, and how they produce power?”

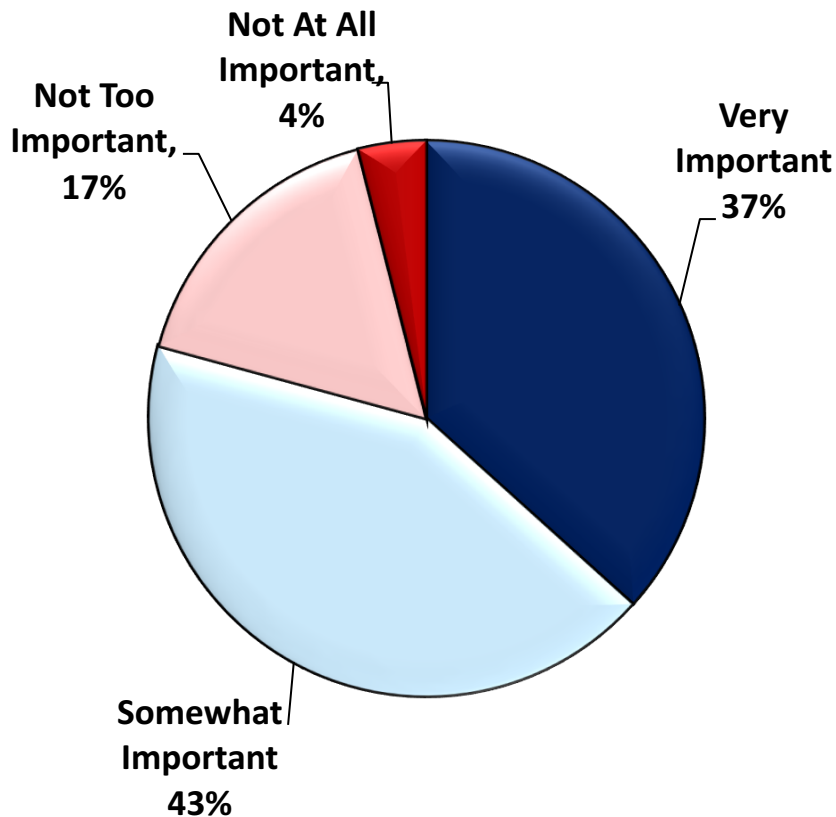


Consumer choice is also important for a majority of Republicans and conservatives.

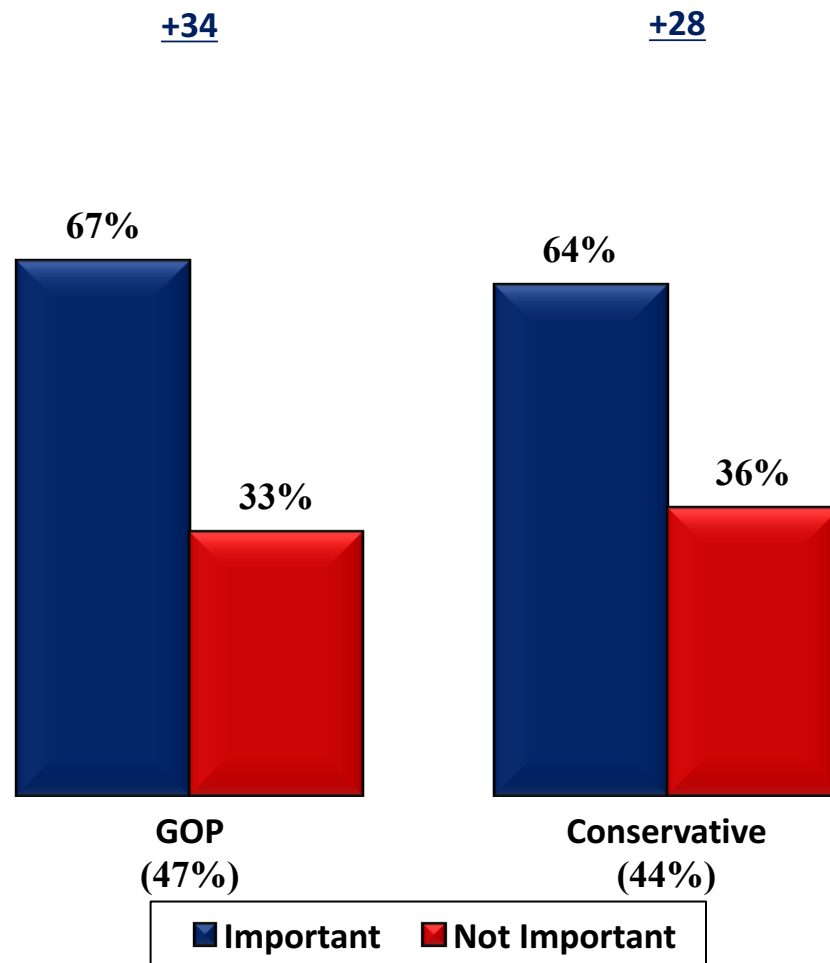
“How important do you think it is to have the choice to buy power from a company that uses more renewable energy sources such as wind and solar?”

Overall

Total Important	79%*
Total Not Important	21%



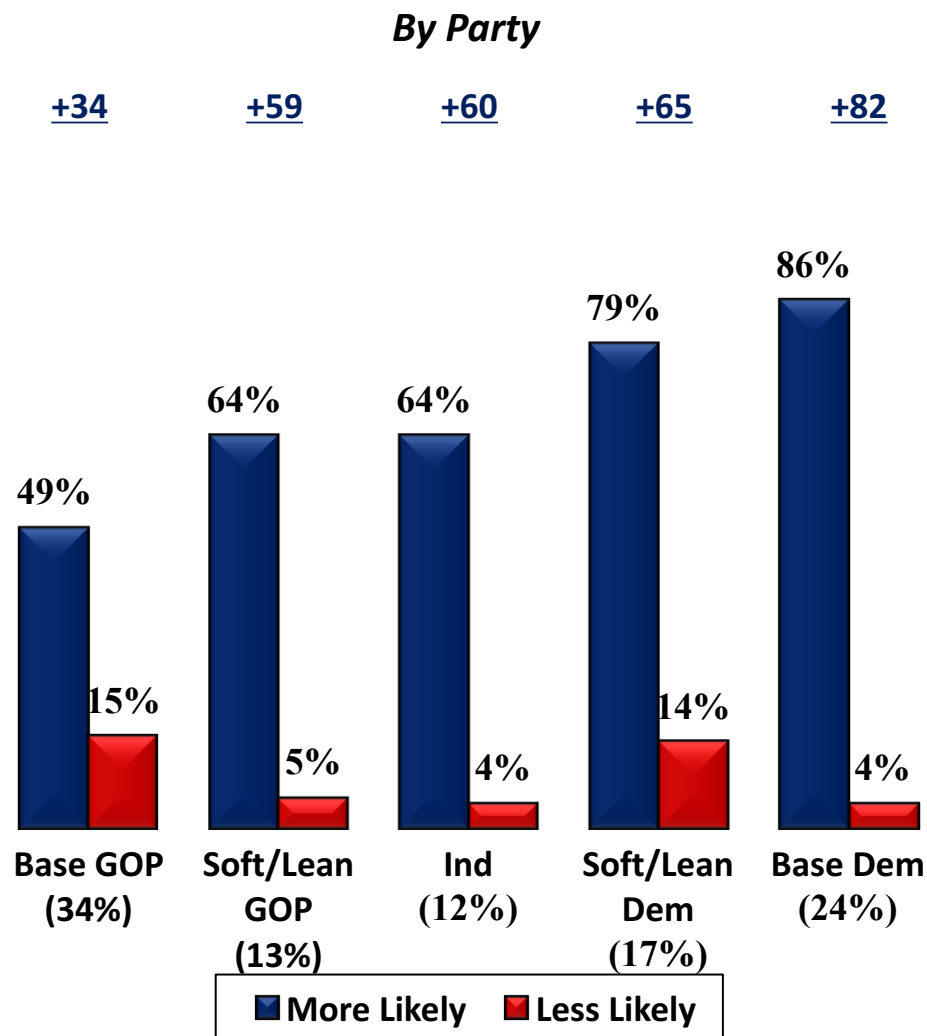
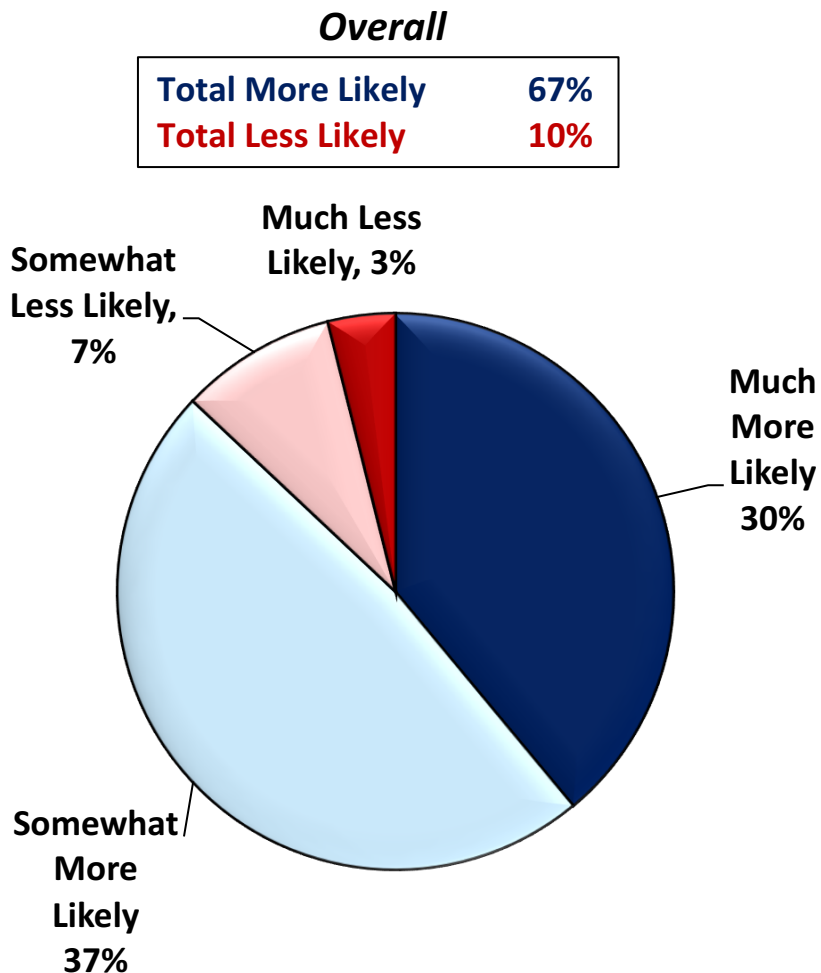
By Total GOP and Total Conservative



*Denotes Rounding.

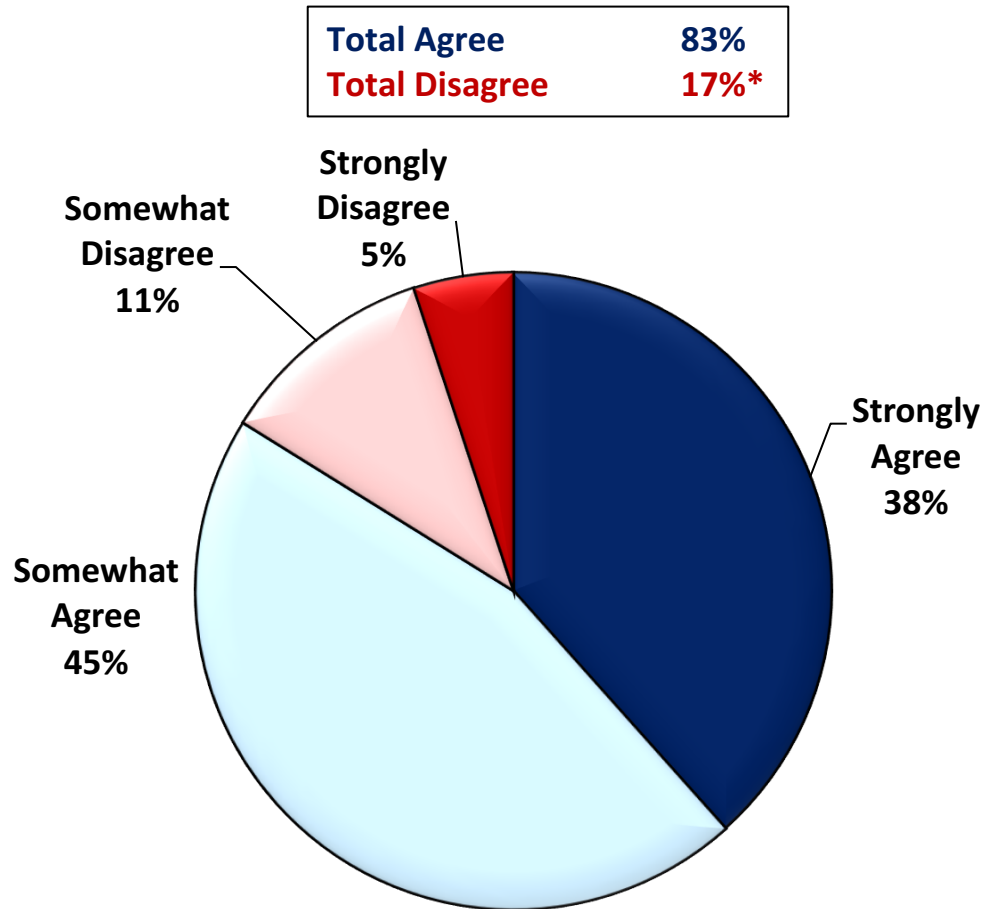
Voters from all parties would support a candidate who promoted consumer choice regarding energy.

“Would you be more likely or less likely to vote for a candidate for political office if the candidate supports giving consumers a choice in how their energy is produced, or would it make no difference to your vote?”



Voters believe that increasing renewable energy sources will improve Alabama's economy.

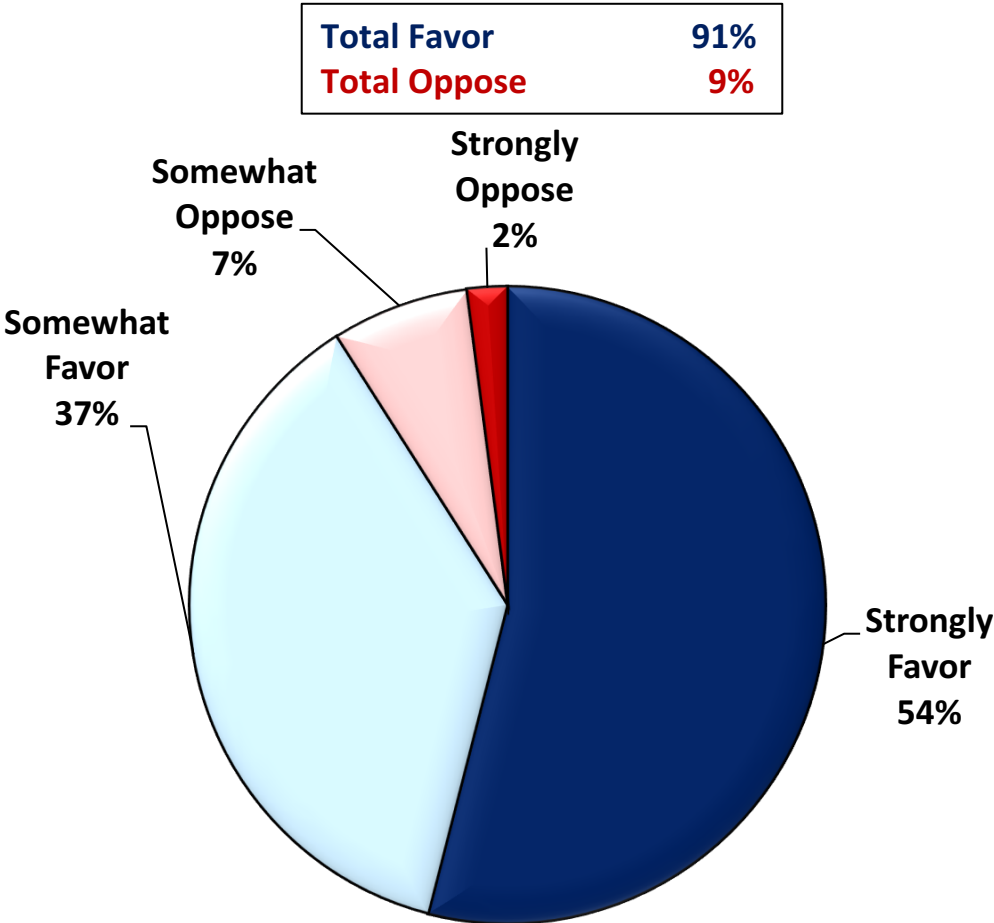
“Some say increasing our use of renewable energy sources in Alabama, such as wind and solar, will create jobs and encourage economic development throughout the state. Would you say you agree or disagree that increasing our renewable energy sources will improve Alabama's economy?”



*Denotes Rounding.

There is huge support for rooftop solar panels.

“Do you favor or oppose allowing businesses and energy consumers to use rooftop solar panels to generate their own energy?”

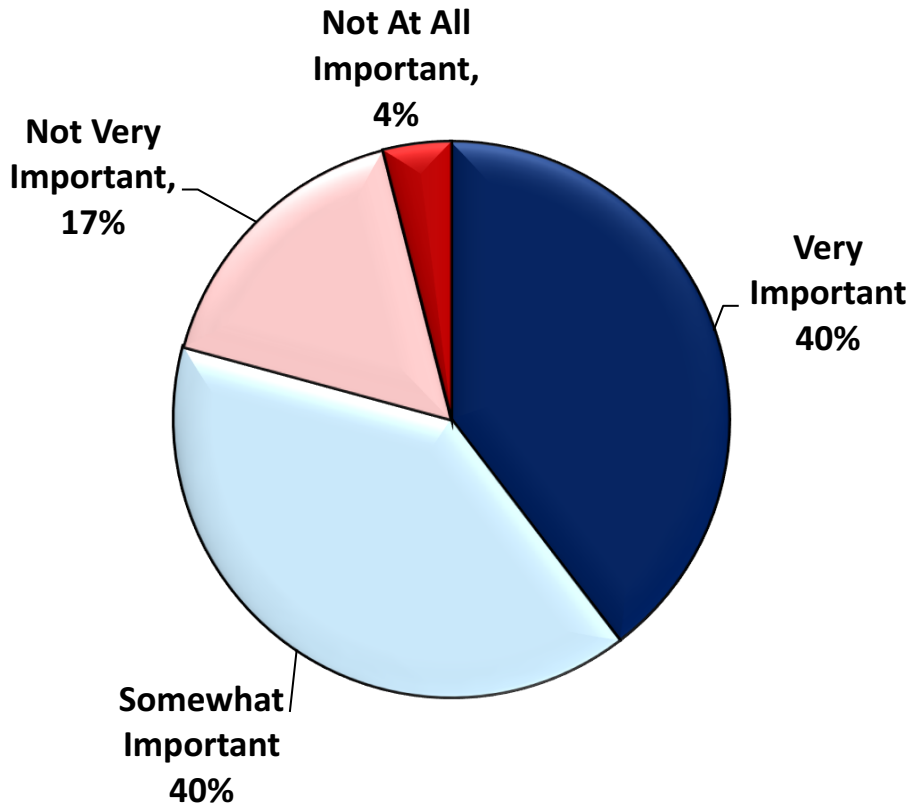


Four in five voters think increasing Alabama's renewable energy should be an important goal.

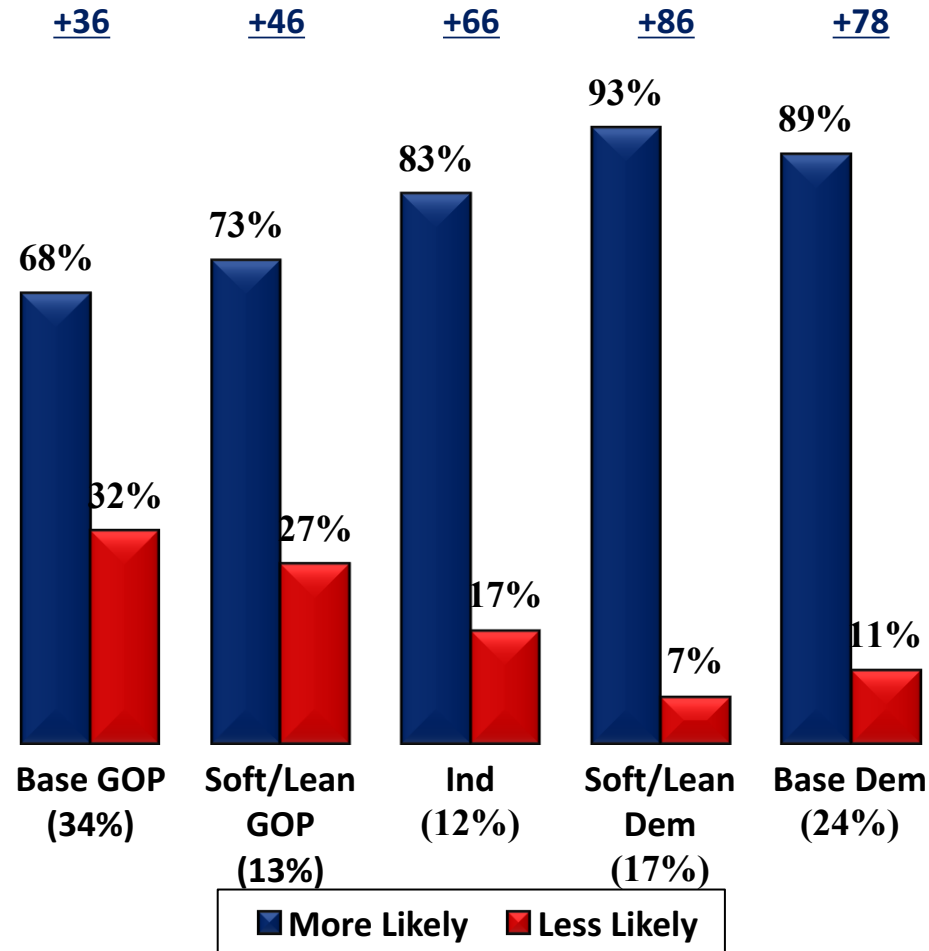
"Do you think increasing Alabama's use of renewable energy is a very important goal, a somewhat important goal, a not very important goal, or a goal that is not at all important?"

Overall

Total Important	80%
Total Not Important	20%*



By Party



*Denotes Rounding.

Lowering the cost of energy and making Alabama a more competitive state are top reasons why voters support it.

“Which of the following reasons best describes your view on why it is very or somewhat important for Alabama to offer more renewable energy?”

22%

It lowers the cost of energy and makes Alabama more competitive with neighboring states

18%

It is better for the environment and reduces our carbon footprint

7%

It reduces our reliance on fossil fuels

53%

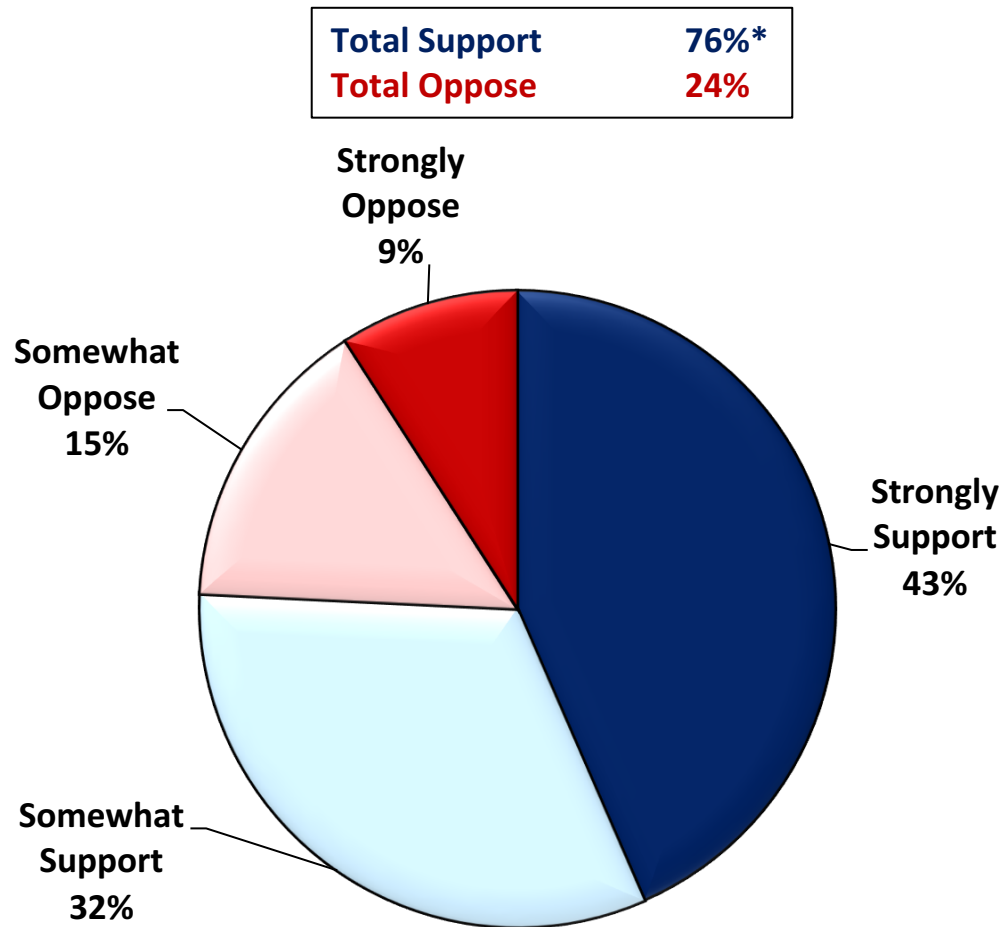
All of the above



Climate Change Issues

Most voters support government intervention to reduce emissions that cause climate change.

“Do you support or oppose the government taking steps to reduce emissions of gases like carbon dioxide and methane emissions that cause global climate change?”



*Denotes Rounding.

This is likely because most voters do see climate change as a threat.

“Continuing to think about climate change... Please read the following statements about the impact of climate change on society, and after you read each one, please indicate which statement is closest to your own opinion...”

33%

Climate change is an extreme threat

33%

Climate change is a threat to be considered

20%

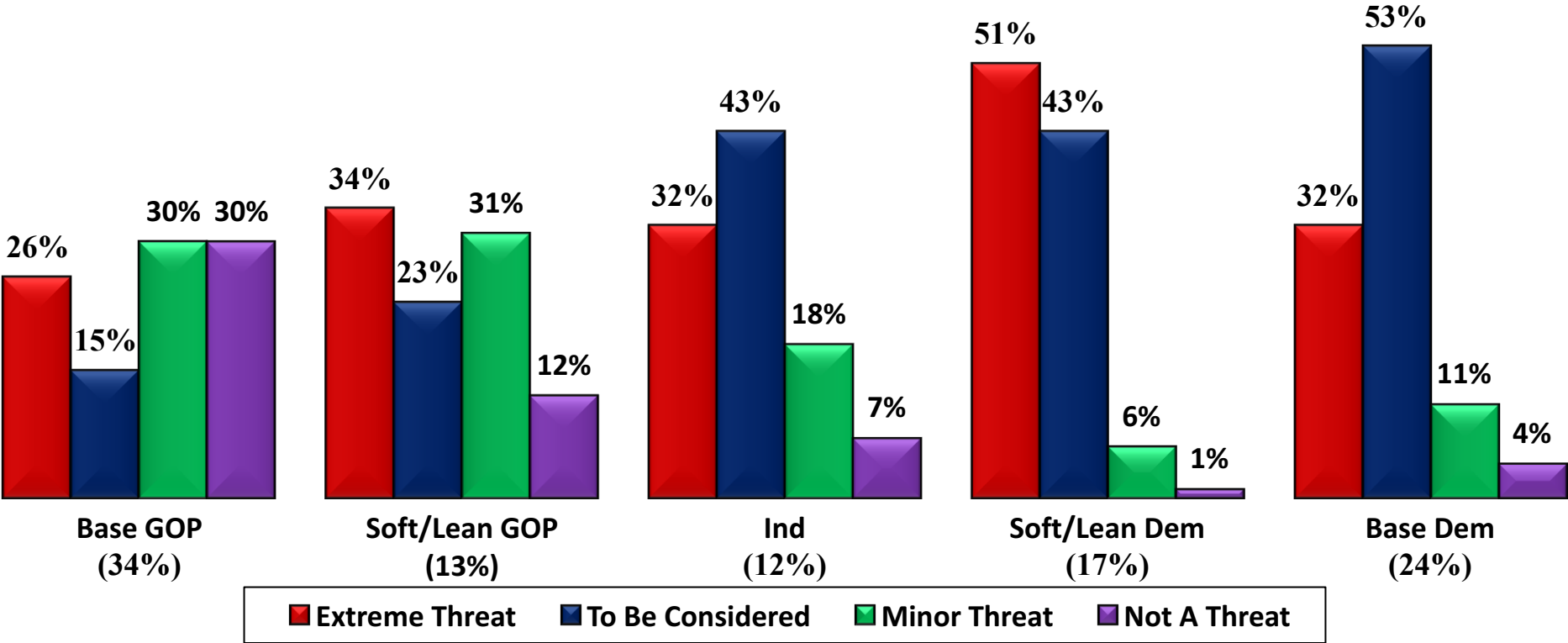
Climate change is a minor threat

14%

Climate change is not a threat at all

Inds and Dems are more likely to see climate change as a stronger threat.

Climate Change Threat by Party





Electric Vehicles

Almost all voters own the traditional gasoline-powered vehicle.

“What kind of vehicle do you own?”

85%

Gasoline-powered

6%

Don't own a vehicle

5%

Electric

4%

Hybrid

The price, and concern about not reaching their destination, discourages voters from buying electric.

“Which of the following reasons would discourage you the most from buying an electric car?”

34%

Vehicle Price

32%

Fear that the vehicle would run out of power before final destination

23%

Availability of charging stations

3%

Annual electric vehicle registration fee

1%

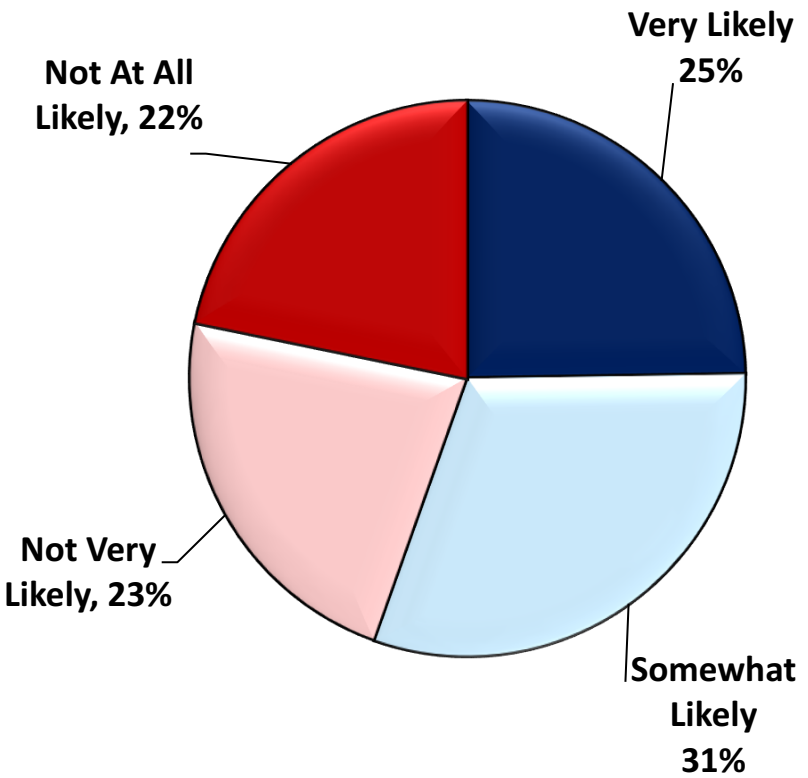
Environmental effect of batteries

However, if the prices of gas-powered and electric cars were the same, voters would be more inclined to buy electric.

“If the price for an electric car and a traditional gasoline-powered car were the same, how likely are you to consider buying an electric car in the next five years?”

Overall

Total Likely	55%*
Total Not Likely	45%



Top Groups – “Very Likely” (25%)

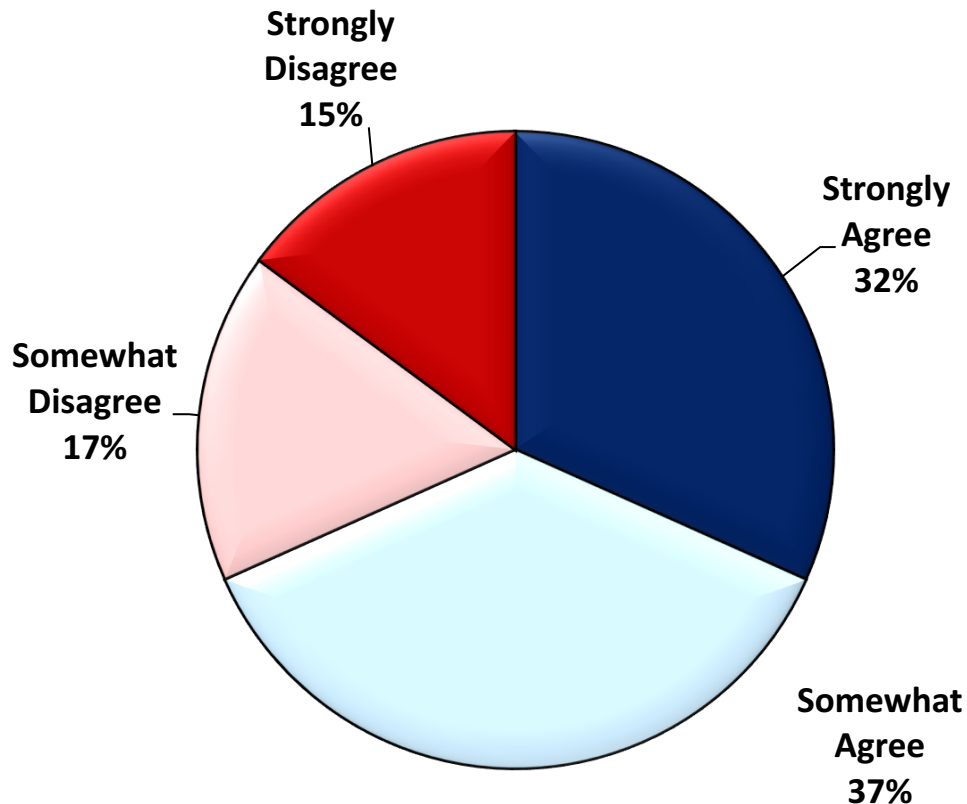
Dem	41%
Dem Men	39%
Grad/Prof	39%
Men w/ Degree	37%
Soft/Lean Dem	35%
Women 18-44	35%
Age 18-34	34%
Ind Men	33%
Moderate	30%
African American	29%

*Denotes Rounding.

Most, but not all, voters agree that the government should lead the way in funding electric vehicle infrastructure.

“Do you agree or disagree with the following statement: State and local governments should lead the way in financing and developing electric vehicle charging infrastructure.”

Total Agree	69%
Total Disagree	31%*



*Denotes Rounding.

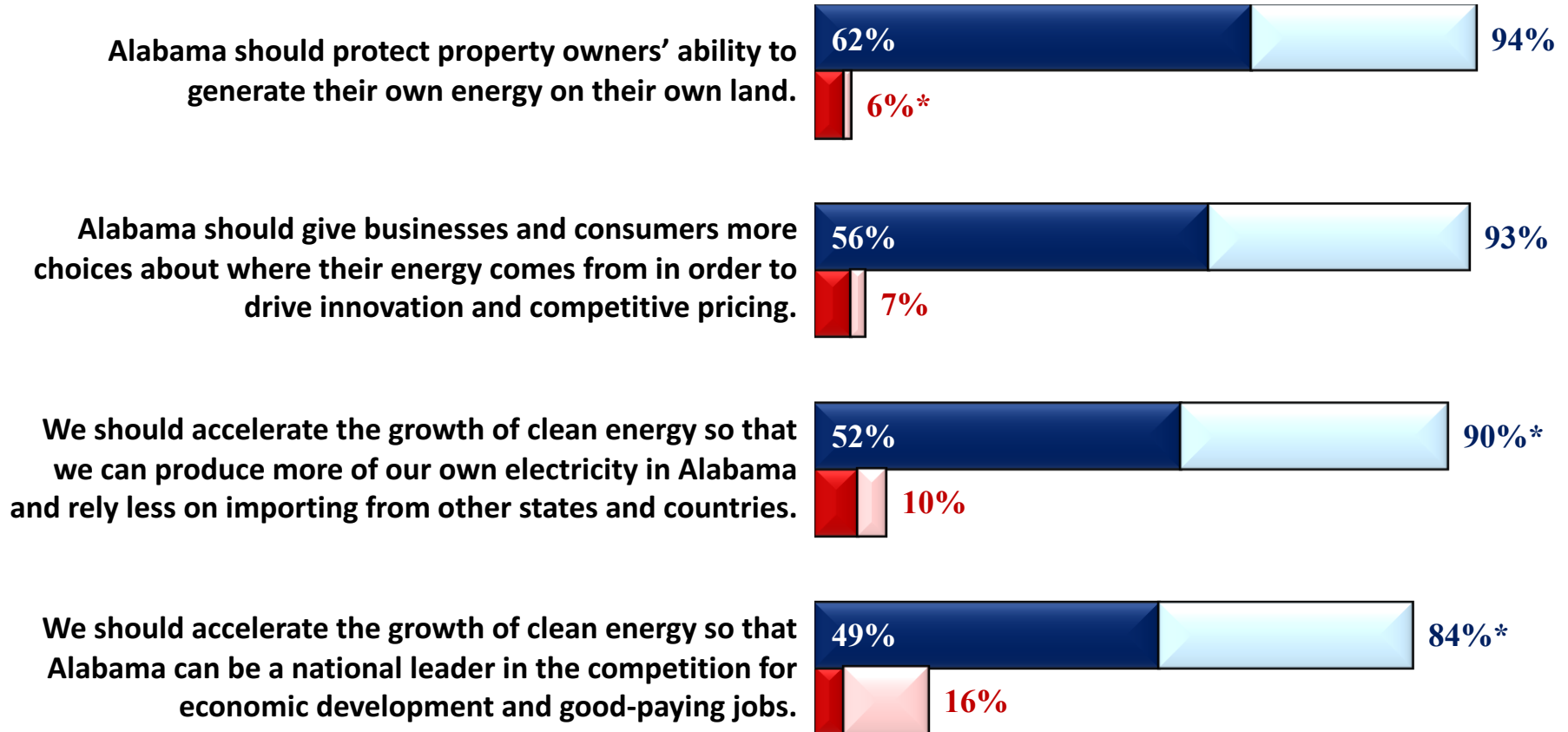


Message Testing

These messages all do well, but there is the most support for consumer freedom and choices.

“Continuing to think about energy... Please indicate if you AGREE or DISAGREE with the following statements below.”

Ranked by % Strongly Agree



Strongly Agree
 Total Agree
 Strongly Disagree
 Total Disagree

*Denotes Rounding.



The Bottom Line

THE BOTTOM LINE

Alabama voters, including most Republicans and conservatives, are supportive of policies that encourage renewable energy. Among the key findings in the survey:

- ✓ A significant majority of voters, including Republicans and conservatives, say energy issues played an important role in their 2020 vote.
- ✓ Voters across the board say it is important that a candidate share their opinion on energy issues.
- ✓ A significant majority across party lines support the development of clean energy in the state.
- ✓ While not as strong, a majority of Republicans and conservatives say clean energy initiatives are important to the state's economy.
- ✓ At the same time, many voters say their monthly power bill is expensive.
- ✓ Property owners' rights to produce energy on their land are viewed as very important.
- ✓ There is strong support for Alabama placing more emphasis on renewable resources.
- ✓ Support for giving consumers energy choice is through the roof.
- ✓ Voters across party lines strongly support government taking action to accelerate the development and use of clean energy in the state.
- ✓ There is strong support for an all-of-the above energy strategy and for new producers to enter the market.
- ✓ Voters believe that increasing renewable energy sources will also improve the state's economy. They also see it as an important goal for Alabama.
- ✓ There is strong support for taking steps to reduce emissions that cause climate change.
- ✓ One in twenty say they own an electric car, while another 4% own a hybrid. Those who do not own an electric car are discouraged by the price and concern that the vehicle would run out of power.
- ✓ There is significant support for the government to lead the way in funding electric vehicle infrastructure.

For more information about this presentation or about
Public Opinion Strategies, please give us a call.

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Turning Questions Into Answers



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