



# PA Energy Report

Insights from a new online survey of 1,000 likely Pennsylvania voters conducted  
December 10 - 12, 2022

Prepared For: Pennsylvania Energy Alliance

December 19, 2022

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from a vantage point of advancing renewable energy
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## Section 1

# PA Public Opinion on the Issue of Energy



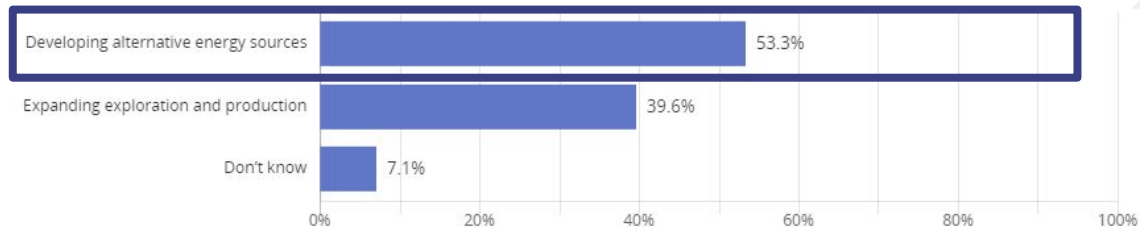
## The “Big Idea” on Pennsylvania Energy

Despite perceived higher reliability for traditional energy sources there is appetite for change - and public opinion is more aligned with prioritizing renewables than traditional energy investment.

## The majority of PA voters say the US should prioritize the development of renewable energy over expanding the production of traditional sources in a head-to-head matchup.

Right now, which ONE of the following do you think should be the more important priority for addressing America's energy supply: developing alternative energy sources such as wind, solar, and hydrogen technology OR expanding exploration and production of oil, coal, and natural gas?

Sample Size: 1,022



**53%**

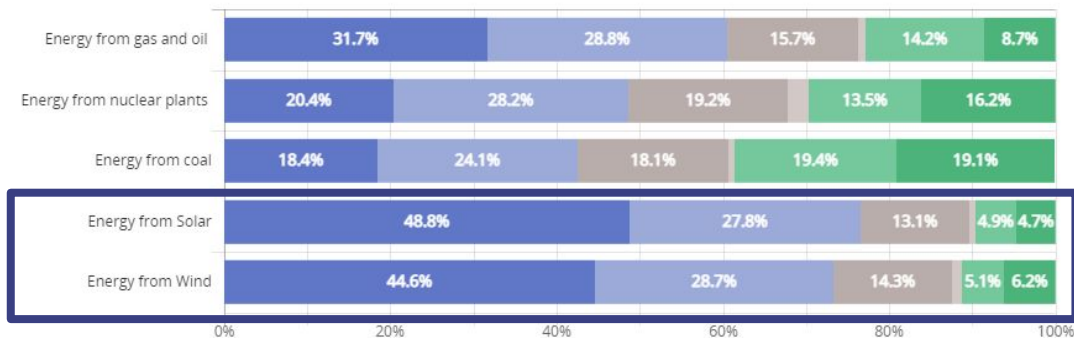
**OF PA VOTERS**

believe developing alternative energy sources should be the most important priority when thinking about America's energy supply.

## Renewable energy sources are viewed more favorably than traditional energy sources.

Now we are going to list a few options for sources of energy in Pennsylvania. Please rate them based on how overall favorable you perceive the energy source to be.

Sample Size: 1,022



### Legend



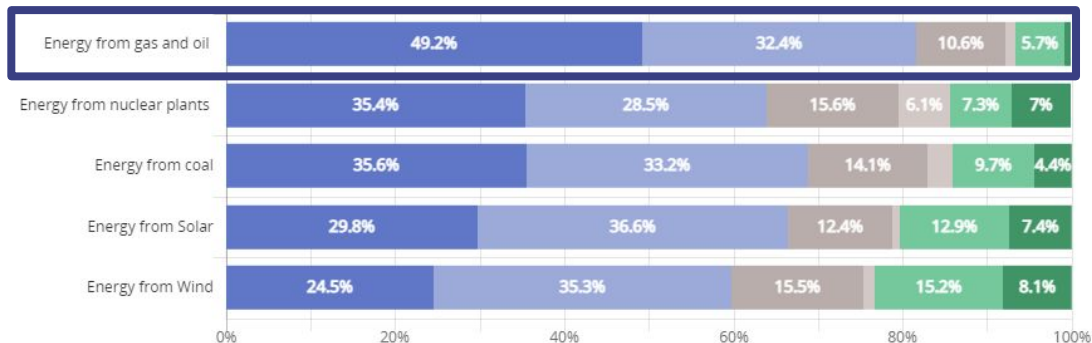
### Rank by net favorability (favorable - unfavorable):

1. Solar: **+67**
2. Wind: **+62**
3. Gas & Oil: **+38**
4. Nuclear Plants: **+19**
5. Coal: **+4**

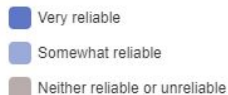
## But, energy from gas & oil is strongly perceived as the most reliable energy source.

Now we are going to list a few options for sources of energy in Pennsylvania. Please rate them based on how overall reliable you perceive the energy source to be.

Sample Size: 1,022



### Legend



### Rank by net reliability (reliable - unreliable):

1. Gas & Oil: **+75**
2. Coal: **+55**
3. Nuclear plants: **+50**
4. Solar: **+46**
5. Wind: **+37**

## Looking forward, voters are pretty equally divided between energy from natural gas and energy from solar as their top choice.

The Pennsylvania electricity supply comes from multiple sources that include coal, hydroelectric, nuclear, natural gas, solar power, and wind power. As you think about these sources of electricity, please select your TOP CHOICE that is most appealing to you and that you would like to see more use of in Pennsylvania.

Sample Size: 1,022



### Legend

- Energy natural gas power plants
- Energy from nuclear plants
- Energy from coal
- Energy from Solar
- Energy from Wind
- Energy from hydroelectric dams
- Energy from batteries that store power from wind or solar

**30%**

**SELECTED “ENERGY  
FROM NATURAL GAS  
POWER PLANTS”**

as their top energy choice.

**26%**

**SELECTED “ENERGY  
FROM SOLAR”**

as their top energy choice.

## Voters are broadly in support of renewable energy policy proposals that incoming Gov.-elect Shapiro supported in his campaign platform.

	% SUPPORT	% OPPOSE	NET SUPPORT
Promote solar projects and adopt measures to increase access to renewable energy sources.	73%	13%	+60%
Invest to plug abandoned oil & gas wells across the state to curb emissions and create jobs.	65%	13%	+52%
Update Pennsylvania's Alternative Energy Portfolio Standards Act to set a target to generate 30 percent of Pennsylvania's energy from renewable sources by 2030 and set a goal for Pennsylvania to reach net-zero emissions by 2050.	62%	19%	+42%
Financial incentives for electric vehicles and ensure the Commonwealth has the infrastructure to sustain the growth.	55%	26%	+28%

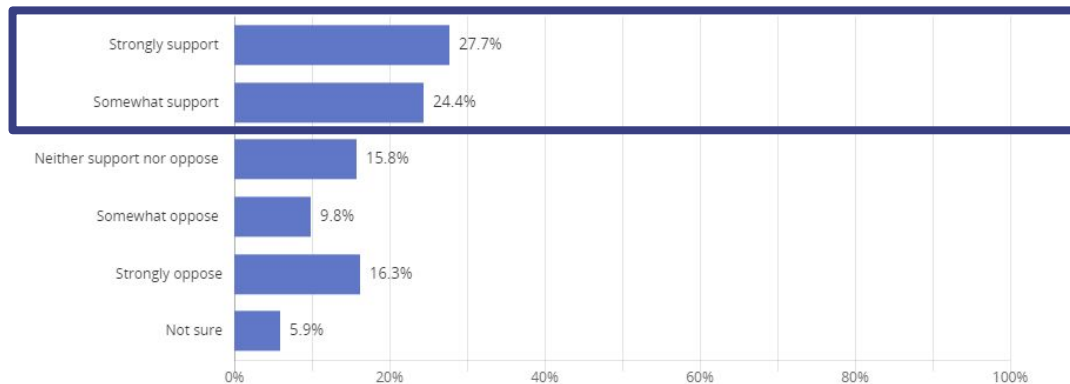
**Question:** Below are some policy positions that Governor-elect Josh Shapiro has outlined regarding energy & the environment. For each one, please indicate whether you would support or oppose these policies.



## A majority of PA voters are in support of the state joining the Regional Greenhouse Gas Initiative (RGGI).

Do you favor or oppose Pennsylvania joining the Regional Greenhouse Gas Initiative (RGGI), the multi-state organization that caps carbon emissions from power plants and forces plant owners to purchase credits to cover their greenhouse gas output?

Sample Size: 1,021



**+14%**  
**OF PA VOTERS**  
support the state joining  
the RGGI.

## Section 2

# Increasing Public Opinion of Renewables

with messaging targeted to  
persuadable audiences.



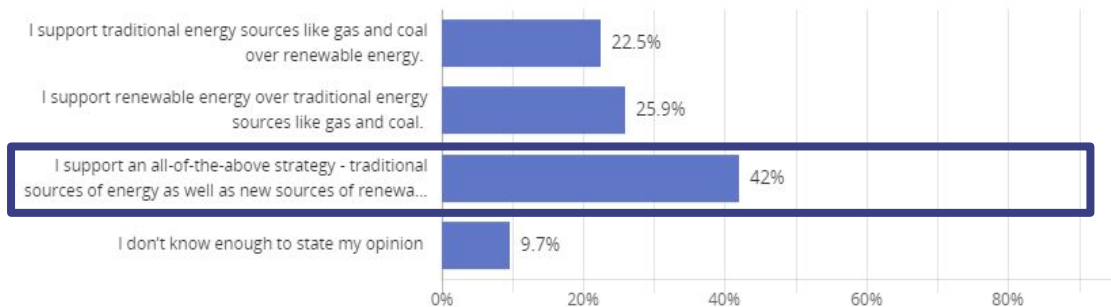
### The “Big Idea” on Public Opinion

Advocating for an all-of-the-above energy strategy while continuing to educate on the reliability of Renewable Energy is the best way to increase overall public opinion support for investment into Renewables.

## Influencing public opinion starts with understanding that a majority of voters wants a strategy that invests in traditional AND renewable energy.

Generally speaking, when thinking about the future of Pennsylvania's energy infrastructure, which of the following statements most accurately reflects your opinion:

Sample Size: 1,022



**42%**  
**of Voters**  
selected an  
“all-of-the-above”  
approach to energy  
policy.

(16% more than renewable  
energy and 20% more than  
traditional energy.)

## Looking at segments that have traditionally opposed renewable energy, the majority favor an all-of-above or renewable platform.

	FAVORS TRADITIONAL	FAVORS RENEWABLE	ALL-OF-ABOVE	ALL-OF-ABOVE OR RENEWABLE
REPUBLICAN VOTERS	37%	12%	42%	54%
RURAL VOTERS	35%	17%	40%	57%
VOTERS OVER 55 YEARS OLD	23%	20%	47%	67%

**Question:** Generally speaking, when thinking about the future of Pennsylvania's energy infrastructure, which of the following statements most accurately reflects your opinion: (1) I support traditional energy sources like gas and coal over renewable energy; (2) I support renewable energy over traditional energy sources like gas and coal; (3) I support an all-of-the-above strategy - traditional sources of energy as well as new sources of renewable energy including new technologies like battery storage.

## The plurality of Republicans support some pro-renewable energy policy proposed by Gov.-elect Shapiro, but not all.

### Republicans: Net Support of Energy Policy Proposals

	% SUPPORT	% OPPOSE	NET SUPPORT
Promote solar projects and adopt measures to increase access to renewable energy sources.	57%	25%	+32%
Invest to plug abandoned oil & gas wells across the state to curb emissions and create jobs.	47%	25%	+23%
Update Pennsylvania's Alternative Energy Portfolio Standards Act to set a target to generate 30 percent of Pennsylvania's energy from renewable sources by 2030 and set a goal for Pennsylvania to reach net-zero emissions by 2050.	41%	36%	+6%
Financial incentives for electric vehicles and ensure the Commonwealth has the infrastructure to sustain the growth.	34%	47%	-13%

**Question:** Below are some policy positions that Governor-elect Josh Shapiro has outlined regarding energy & the environment. For each one, please indicate whether you would support or oppose these policies.

## Section 3

# Focused State Advocacy for Renewables

with messaging for Advocates  
across the partisan divide.



## The “Big Idea” On Advocacy

Our “typical” advocate tends to be younger, more democrat and their reflexive support for renewables is more about cleaning up the environment than anything.

The challenge is building a bi-partisan coalition of Republicans who support an all-of-the-above energy strategy and Independents and Democrats who are supporting renewable energy based on positives for the environment.

**For a respondent to be considered a pro-renewable champion, they must belong in all three of the following respondent groups:**

THE  
**26%**

of respondents that support investment in renewables over traditional or an all of the above approach.

THE  
**30%**

of respondents that contact their legislators or local officials multiple times a year or more.

THE  
**89%**

of respondents that are very likely to vote in 2024 Elections.

**NOTE:** The number of respondents who met all 3 of these criteria was n121 which is 12% of the entire study population.

## The most convincing pro-renewable advocacy statements were the two that referenced the word “zero.”

% Strong Support of Energy Policy

	CHAMPIONS	ALL	% DIFFERENCE
Update Pennsylvania’s Alternative Energy Portfolio Standards Act to set a target to generate 30 percent of Pennsylvania’s energy from renewable sources by 2030 and set a goal for Pennsylvania to reach net-zero emissions by 2050.	53%	35%	+18%
Invest in zero-carbon technology and provide financial incentives to help bring zero-carbon technologies to commercial readiness.	45%	32%	+13%
Financial incentives for electric vehicles and ensure the Commonwealth has the infrastructure to sustain the growth.	31%	25%	+6%
Invest to plug abandoned oil & gas wells across the state to curb emissions and create jobs.	39%	34%	+5%

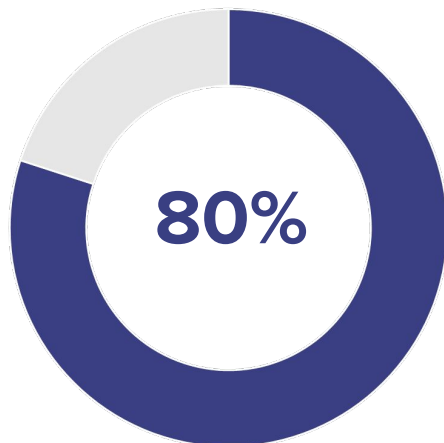
**Question:** Below are some policy positions that Governor-elect Josh Shapiro has outlined regarding energy & the environment. For each one, please indicate whether you would support or oppose these policies.



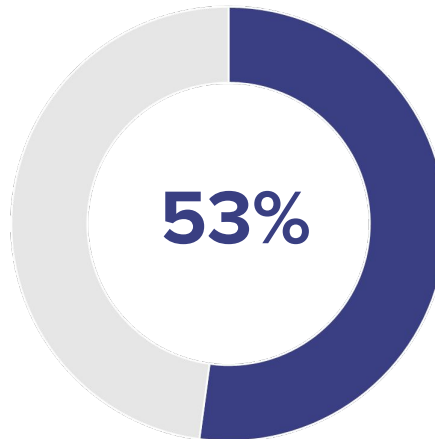
## Pro-renewable champions are almost 30% more likely to support PA joining the RGGI.

% Support of PA joining Regional Greenhouse Gas Initiative

CHAMPIONS



ALL RESPONDENTS



**Question:** Do you favor or oppose Pennsylvania joining the Regional Greenhouse Gas Initiative (RGGI), the multi-state organization that caps carbon emissions from power plants and forces plant owners to purchase credits to cover their greenhouse gas output?

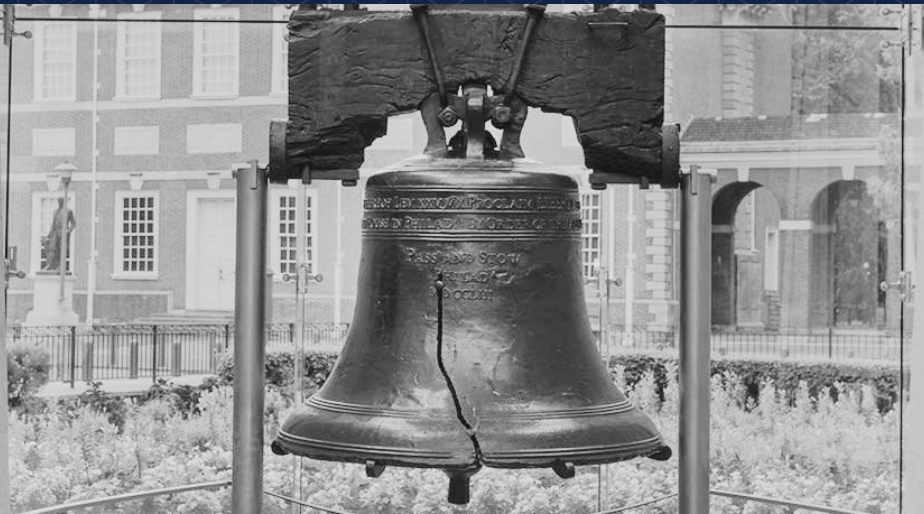
## Section 4

# Persuading Legislators to Support Renewables

with compelling poll numbers  
from key voting groups

### The “Big Idea” on Lobbying

A look at important voting groups shows strong evidence that politicians with a renewable-centered platform are helping their chances for re-election.



## Important voting groups are more likely to prefer a renewable energy platform over a traditional energy platform.

	Spread in favor of Renewable Platform	% prioritize renewable over traditional for US future	% Support Renewable Leg.
All Respondents	<b>+3%</b>	+14%	56%
College Educated Women	<b>+11%</b>	+25%	66%
Independents	<b>+20%</b>	+33%	56%

**Question:** Generally speaking, when thinking about the future of Pennsylvania's energy infrastructure, which of the following statements most accurately reflects your opinion:

## When asked to choose between the US prioritizing renewables or traditional energy, these voting groups chose expanding renewable.

	Spread in favor of Renewable Platform	Spread for prioritize renewable over traditional	% Support Renewable Leg.
All Respondents	+3%	+14%	56%
College Educated Women	+11%	+25%	66%
Independents	+20%	+33%	56%

**Question:** Right now, which ONE of the following do you think should be the more important priority for addressing America's energy supply: developing alternative energy sources such as wind, solar, and hydrogen technology OR expanding exploration and production of oil, coal, and natural gas?

## And voters are significantly more likely to say they would support a candidate that introduced legislation that expanded renewable energy.

	Spread in favor of Renewable Platform	% prioritize renewable over traditional for US future	% Support Renewable Leg.
All Respondents	+3%	+14%	56%
College Educated Women	+11%	+25%	66%
Independents	+20%	+33%	56%

**Question:** If your State Senator or State House member introduced legislation that expanded renewable energy in Pennsylvania, would you be more likely or less likely to support them in future elections?

# PA Energy Report Additional Resources

The 2023 PA Energy Policy Survey was conducted by online interviews from December 10 to 12 among a random sample of 1022 likely voters. The survey has a margin of error of +/- 3 percentage points.

PA Energy Report Resources	
Resource	Link
Topline Report	<a href="#">Click to view Topline Report</a>
Crosstab Report <i>*Full Crosstab report available upon request</i>	<a href="#">Click to view Demographic Crosstab Report</a>
Public Viewing Link	<a href="#">Public Viewing Link</a>
Topline Memo	<a href="#">Click to view Topline Memo</a>



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# Comments / Questions