



To: Interested Parties  
From: ABC Public Affairs  
Date: December 20, 2022  
Subject: Topline Findings for The Pennsylvania Renewable Energy Survey

---

## **INTRODUCTION**

ABC Public Affairs conducted a survey project from December 10th to December 12th to collect a representative sample of 1,022 Pennsylvannian likely voters. More specifically, the survey project was designed to (1) get a comprehensive understanding of where likely voters stand on such a broad issue, (2) tease out the messages that drive increases in support for legislation that advances renewables, (3) identify likely champions amongst the audience and discern what messages would drive advocacy, and (4) generate public opinion numbers that would be effective in convincing legislators to support potential legislation that advances renewables.

This memo outlines the topline summary findings using the following sections.

- Section 1: PA Public Opinion on the Issue of Energy
- Section 2: Increasing Public Opinion in favor of Renewables
- Section 3: Activating champions for the cause
- Section 4: Persuading legislators to support renewable legislation.

## **SECTION 1: PA Public Opinion on the Issue of Energy**

**The topline:** 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 (53%) of the audience prioritizes America developing alternative energy sources, such as wind and solar, over expanding the production of oil, coal and natural gas (39%).
- Renewable energy sources are viewed more favorably than traditional energy sources but energy from gas & oil is strongly perceived as the most reliable energy source.
  - Rank by net favorability: Solar (+67), Wind (+62), Gas & Oil (+38), Nuclear Plants (+19), Coal (+4)
  - Rank by net reliability: Gas & Oil (+75), Coal (+55), Nuclear Plants (+50), Solar (+46), Wind (+37)
- Voters are broadly in support of renewable energy policy proposals that incoming Gov.-elect Josh Shapiro supported in his campaign platform.

- Three-quarters of voters say they support “promoting solar projects and adopting measures to increase access to renewable energy sources”, with 43% strongly supporting.
- The energy policy that garnered the least support of the list was “financial incentives for electric vehicles and ensuring the Commonwealth has the infrastructure to sustain the growth” with almost a third of voters opposing.
- A slim majority (52%) of voters support the decision for Pennsylvania to join the Regional Greenhouse Gas Initiative (RGGI).

## SECTION 2: INCREASING PUBLIC OPINION IN FAVOR OF RENEWABLES

**The topline:** 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.

- The majority (42%) support an all-of-the above strategy for the future of Pennsylvanias energy infrastructure with a balance of traditional energy sources as well as new sources of renewable energy.
- Specifically looking at Republican voters...
  - The majority (54%) favor all-of-above or a renewable energy platform, compared to 37% who answered that they favor traditional energy sources over renewable energy.
  - The policy proposal that Republican voters opposed the most (47%) is PA legislature enacting financial incentives for electric vehicles.

## SECTION 3: ACTIVATING CHAMPIONS FOR THE CAUSE

**The topline:** Voters were classified as a pro-renewable champion if they met the following criteria: (1) support investment in renewables over traditional or all of the above approach, (2) contact their legislators or local officials multiple times a year or more and (3) very likely to vote in the 2024 elections.

- The most convincing pro-renewable advocacy statements were the two that referenced the word “zero.”
  - Champions were 20% more likely to strongly support updating PA’s energy standards to generate 30% of PA energy from renewable energy by 2030 and set a goal for PA to reach net-zero emissions by 2050.
  - This segment also has stronger support for investment in zero-carbon technology, with 45% showing strong support.



---

## **SECTION 4: PERSUADING LEGISLATORS TO SUPPORT RENEWABLES**

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

- Generally speaking, voters were 56% more likely to support their State Senator or House Member if they introduced legislation that expanded renewable energy in Pennsylvania. That support holds in key voting groups:
  - College Educated Women: 66% more likely to support legislator
  - Independents: 56% more likely to support legislator