

March 19, 2018

Strong bipartisan support in Ohio for 100% clean energy

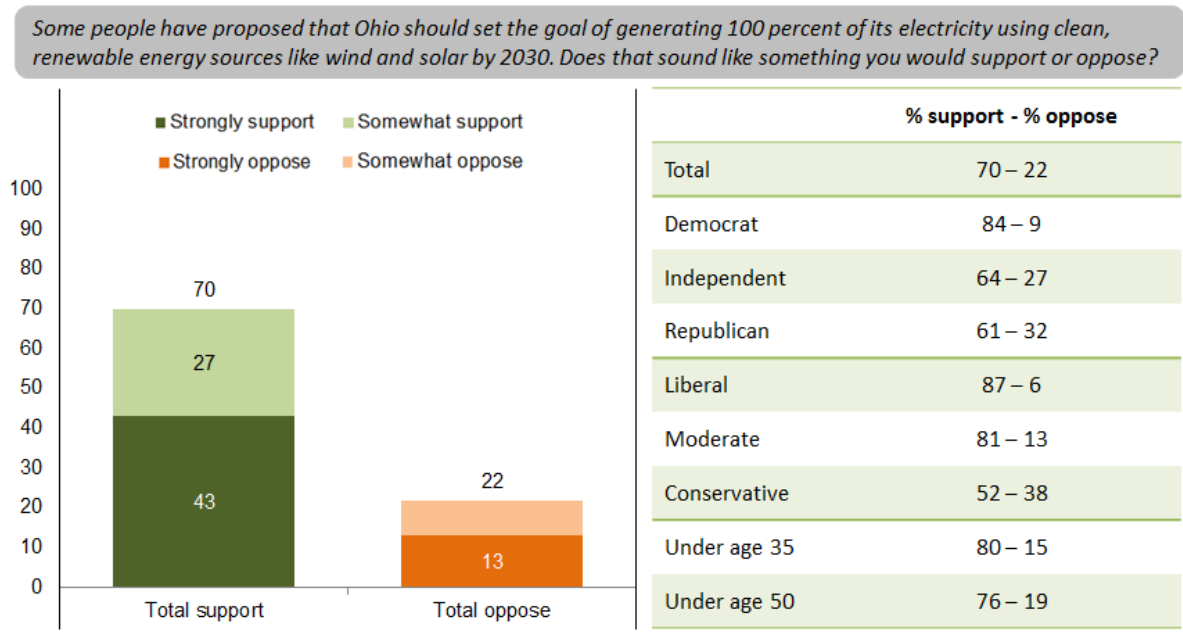
To: Interested Parties

From: Greenberg Quinlan Rosner Research

A recent survey¹ of registered voters in Ohio finds strong bipartisan support for setting a goal of generating 100% of the state’s electricity using clean, renewable energy sources like wind and solar, with 2030 as the target date for completing this transition.

Seventy percent of voters support this proposal, a 13-point increase since August 2017. This support cuts across party lines, claiming over 6 in 10 Republican and independent voters. In terms of ideology, the vast majority of voters who identify as liberal or moderate back this goal, as do just over half of conservatives. A 48 percent plurality of conservative Republicans are also on board. Support for the proposal is 9 points higher among men and reaches 76 percent in the Cleveland area, although majority support is found in every region of the state.

Figure 1: Broad support for setting goal of 100% renewable energy by 2030

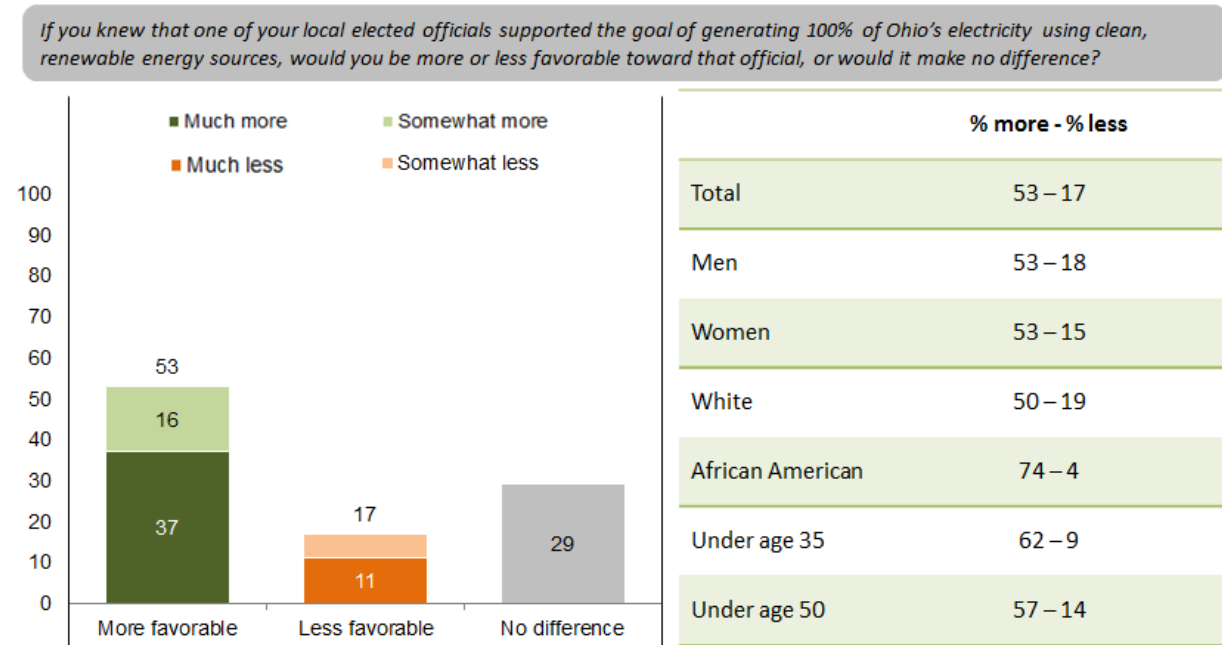


¹ On behalf of the Sierra Club, GQR conducted a survey among 500 registered voters in Ohio from December 13–17, 2017 using live interviewers. Thirty-one percent of interviews were conducted on cell phones. The data are subject to a margin of error of +/- 4.4 percentage points at the 95 percent confidence interval. Margin of error is higher among subgroups.

Over half of voters say they would feel more favorable toward an elected official who supports the 100% clean energy goal. African American voters, Democrats, and those under age 35 are particularly likely to feel more favorable toward such an elected official. Among Republicans, 51 percent of those who are liberal to moderate would view this official more favorably, while most conservative Republicans say it makes no difference.

Voters in Cuyahoga County are especially drawn to elected officials who support this goal, as 77 percent say it would make them more favorable toward the official. Majorities of voters in the Columbus and Dayton areas also say an official’s support for this goal could sway their feelings in a more positive direction.

Figure 2: Voters feel more favorable toward elected official supporting clean energy



Most voters are optimistic about their state’s ability to meet this goal, with 56 percent saying they believe this goal is realistic. Democrats drive this belief as three-quarters say it is realistic, while independents are divided. Hearing that over 50 cities across the country have already adopted this goal motivates voters, as the share of Ohioans who say this goal is realistic grows to 63 percent.