



# Electric Power Supply Association

Polling Presentation

APRIL 2021

# KEY FINDINGS

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1. **Competitive electricity markets** are viewed as more effective than energy monopolies at driving an array of positive outcomes for consumers, the energy sector, and the environment.
2. A strong majority of American adults (76%) say **choice and competition** among energy providers are important priorities, along with reliability, affordability and environmental concerns.
3. American adults (76%) say **market competition** is a driver to reduce energy costs, technological innovation, and a strong economy.
4. **Reliability and affordability** are Americans' top priorities when it comes to the electric grid.
5. Backed by majorities of Republicans and Democrats, proposals for both **carbon pricing** and a **Clean Energy Standard (CES)** are popular among U.S. adults. Support is broader and more deeply held for a CES (56% vs. 69% total support).

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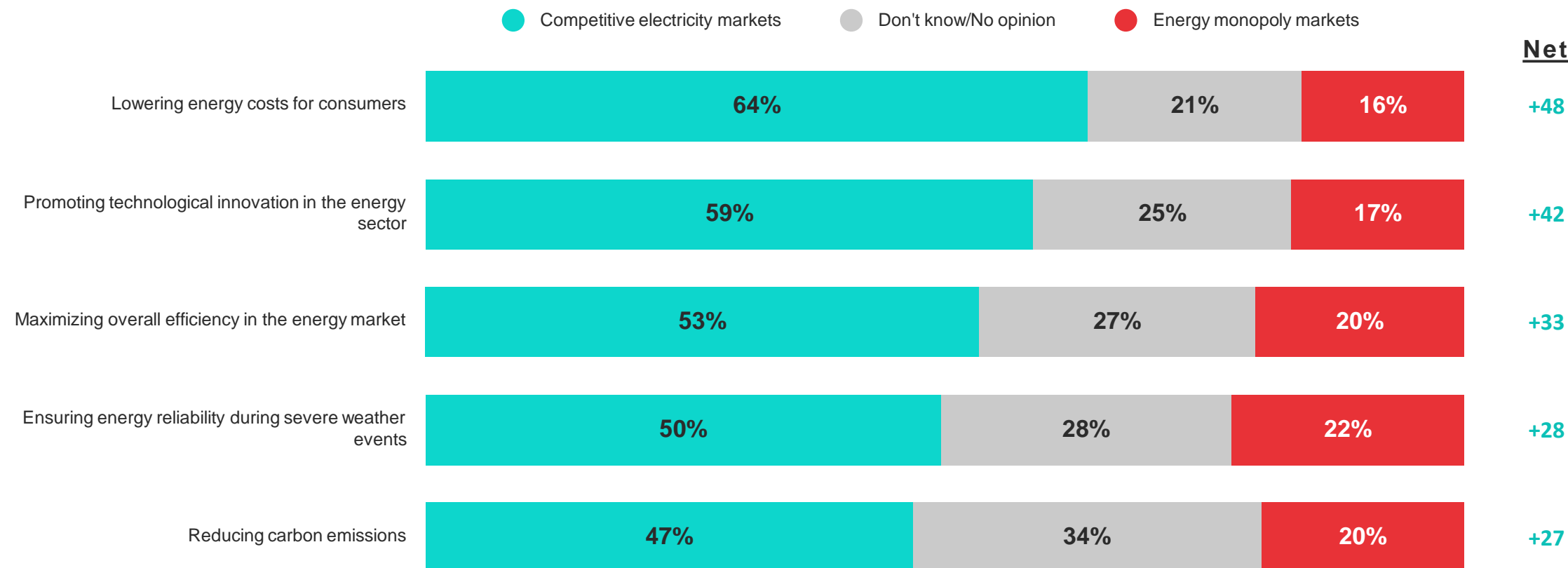
EMISSIONS REDUCTION STRATEGIES



MARKET COMPETITION

Competitive energy markets are seen as more effective than energy monopolies across an array of positive outcomes tested. Four-times as many adults see competitive markets as a better option for lowering consumer costs than energy monopolies (64% vs 16%).

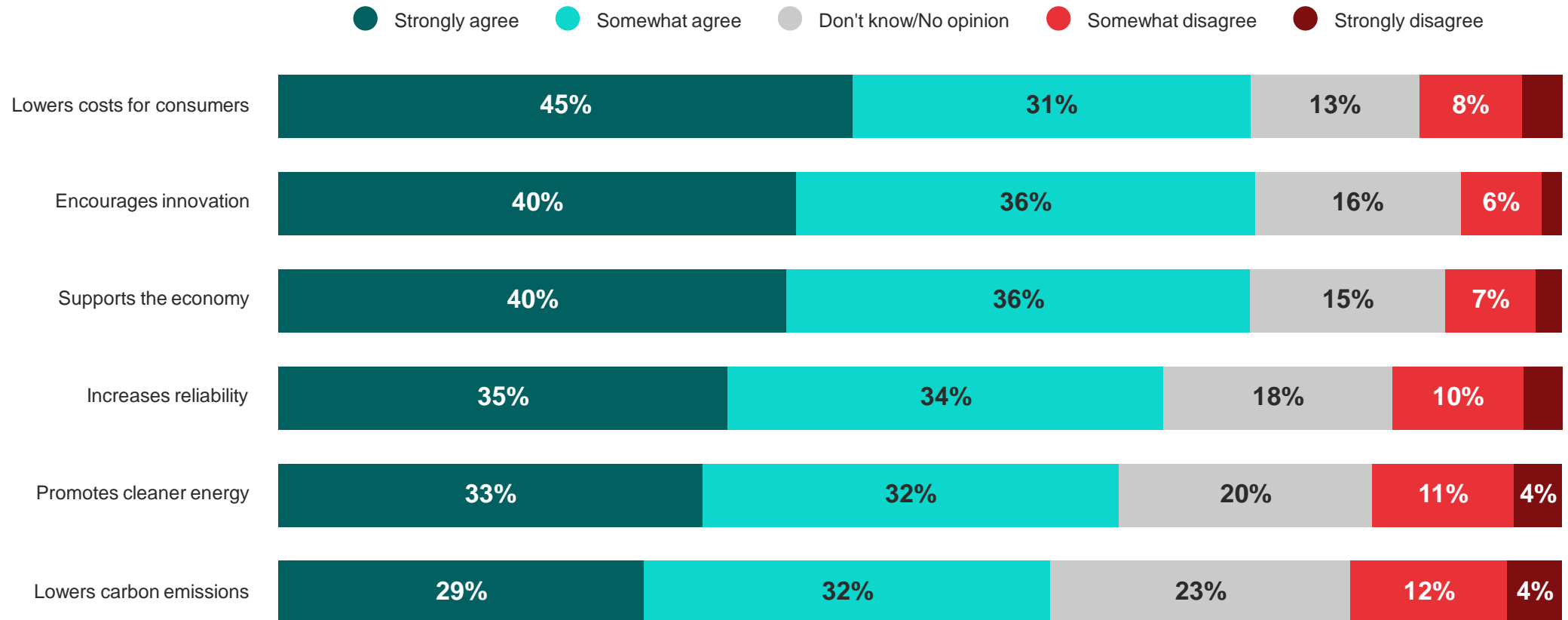
Which model do you think is more effective at accomplishing the following?



MARKET COMPETITION

# Majorities of voters agree that market competition among energy providers promotes an array of positive outcomes for consumers and the environment.

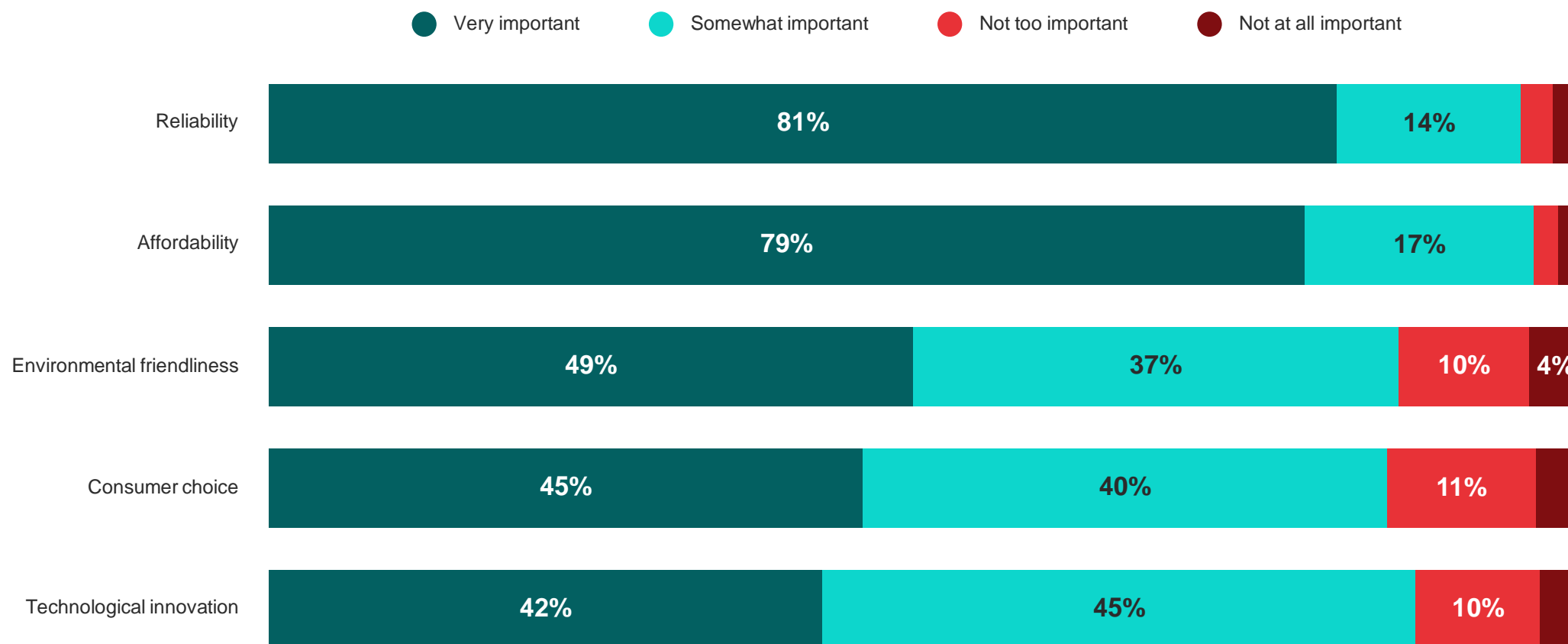
As you may know, 'market competition' in the energy sector refers to companies working to provide power at a lower cost than their competitors. Do you agree or disagree that market competition supports the following when thinking about your state's energy grid?



ENERGY PRIORITIES

Reliability and affordability are American consumers' top priorities when it comes to their electricity grids. Nearly half of adults (45%) also rate consumer choice as *very important*.

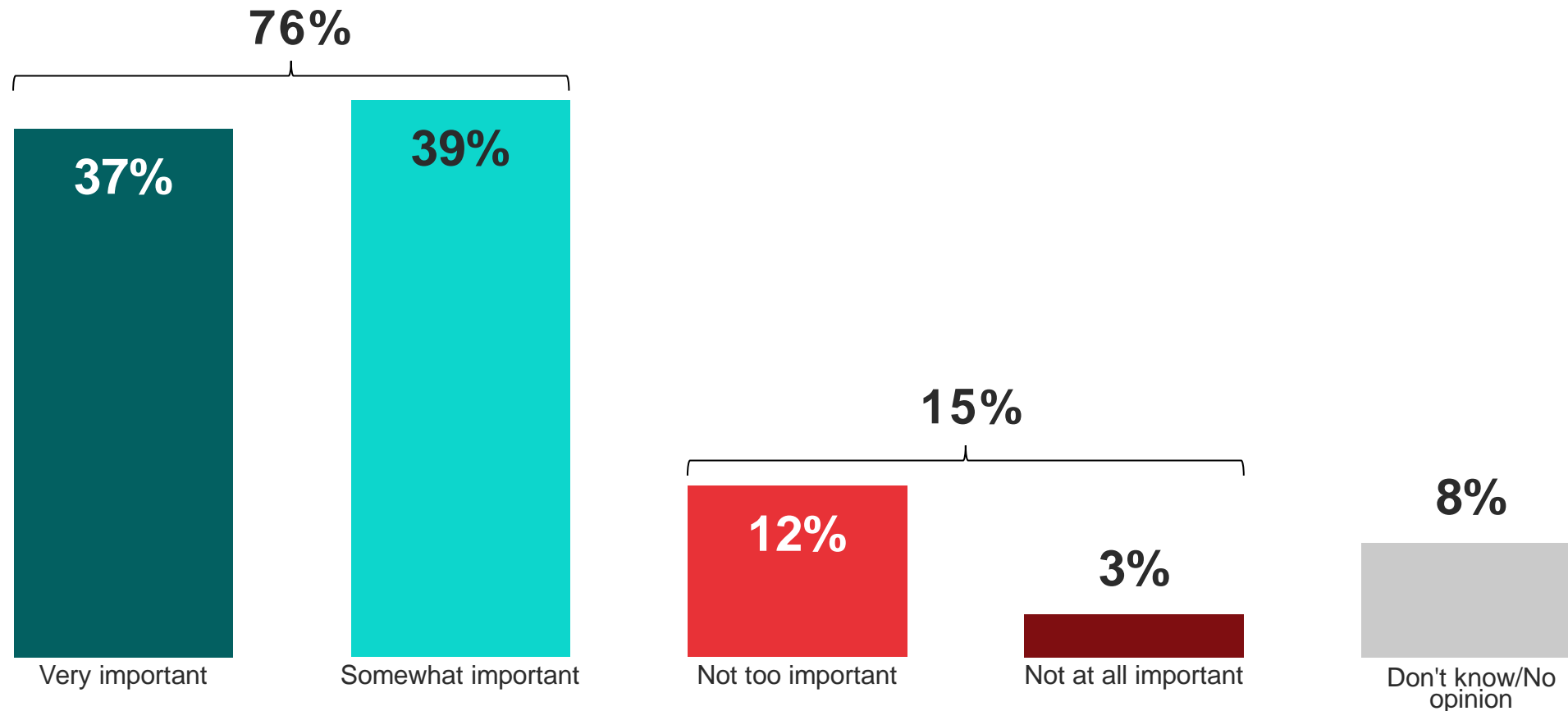
Thinking about the energy grid that powers your home, how important to you, if at all, are the following?



ENERGY PRIORITIES

Five-times as many adults rate choice and competition among electricity providers as *very/somewhat important* (76%) than say it is of little or no importance (15%).

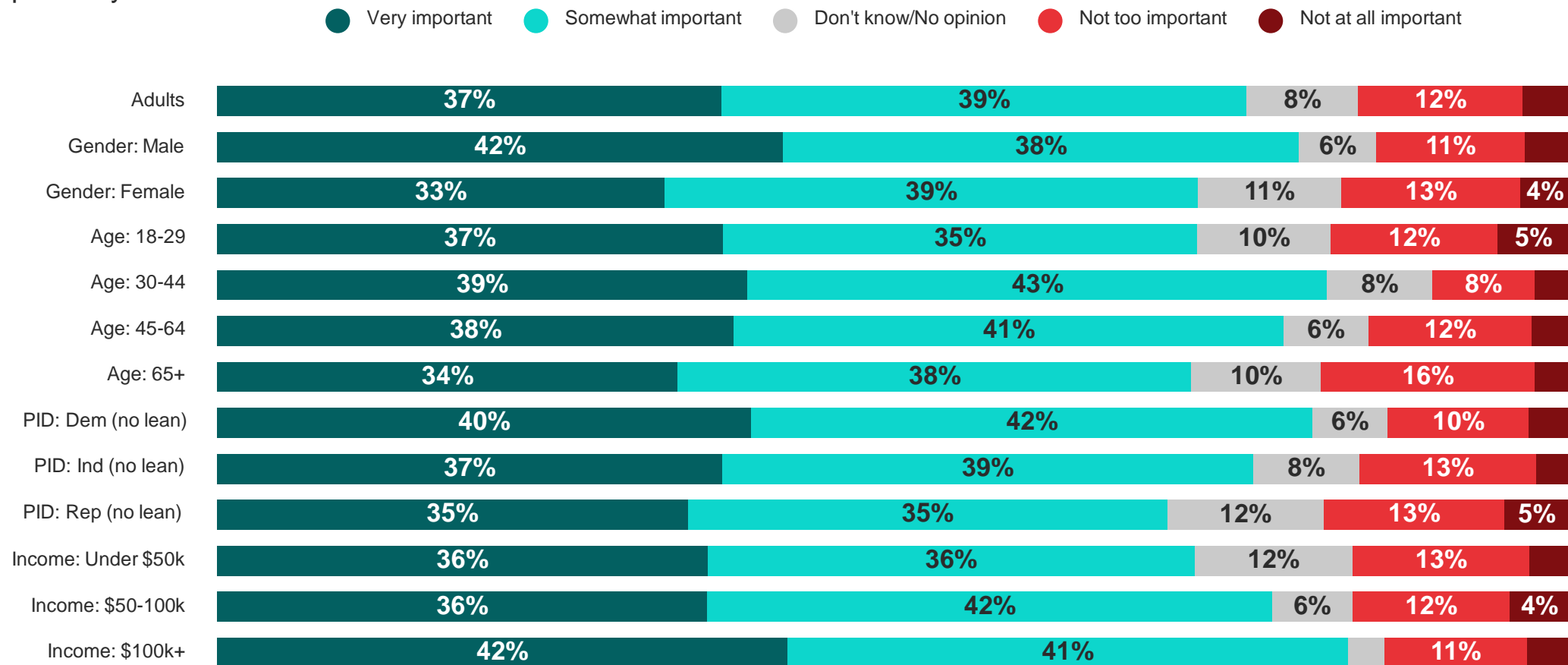
How important, if at all, is it for there to be choice and competition among the energy providers that sell electricity to the grid that powers your home?



ENERGY PRIORITIES

# Choice and competition among energy providers is viewed with particular importance by males, high-earners, Democrats, and 35-44 year-olds.

How important, if at all, is it for there to be choice and competition among the energy providers that sell electricity to the grid that powers your home?

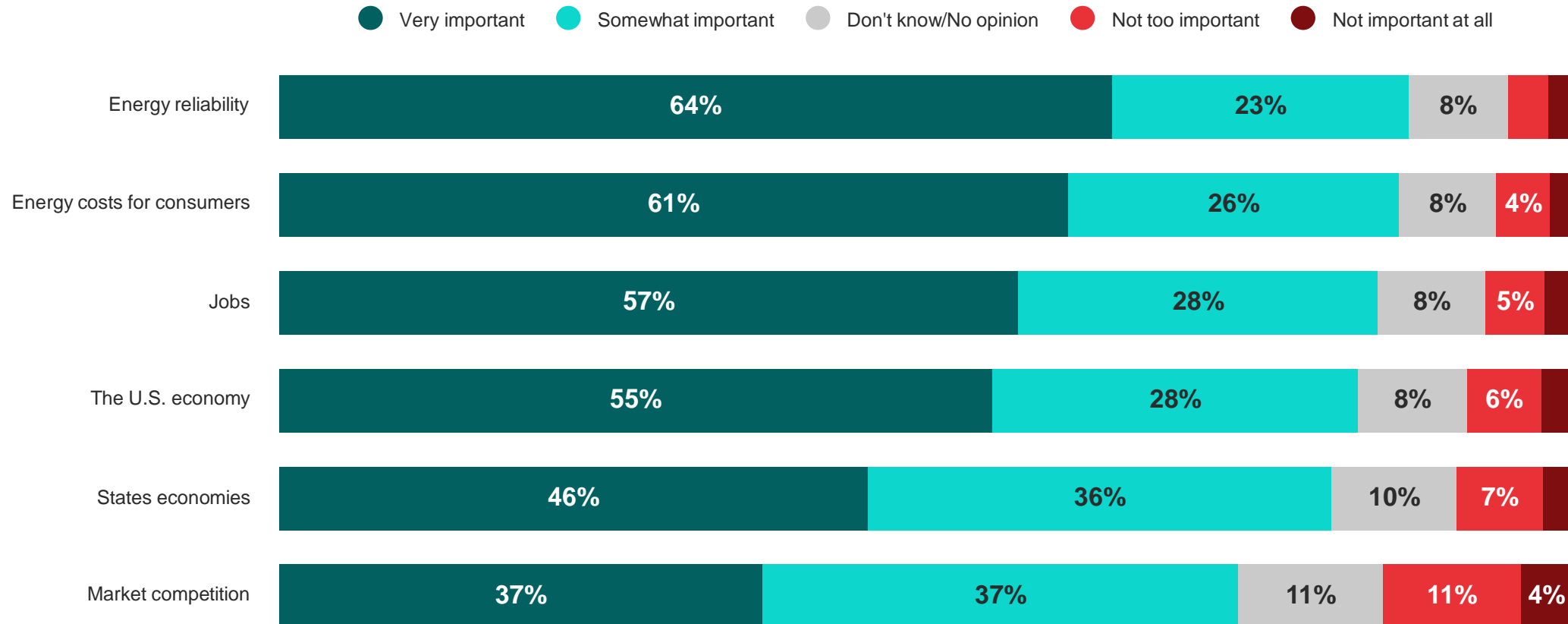




ENERGY PRIORITIES

A strong majority of American adults (74%) say market competition among energy providers is important for policymakers to consider when considering how to reduce carbon emissions, along with reliability, cost, and the economy.

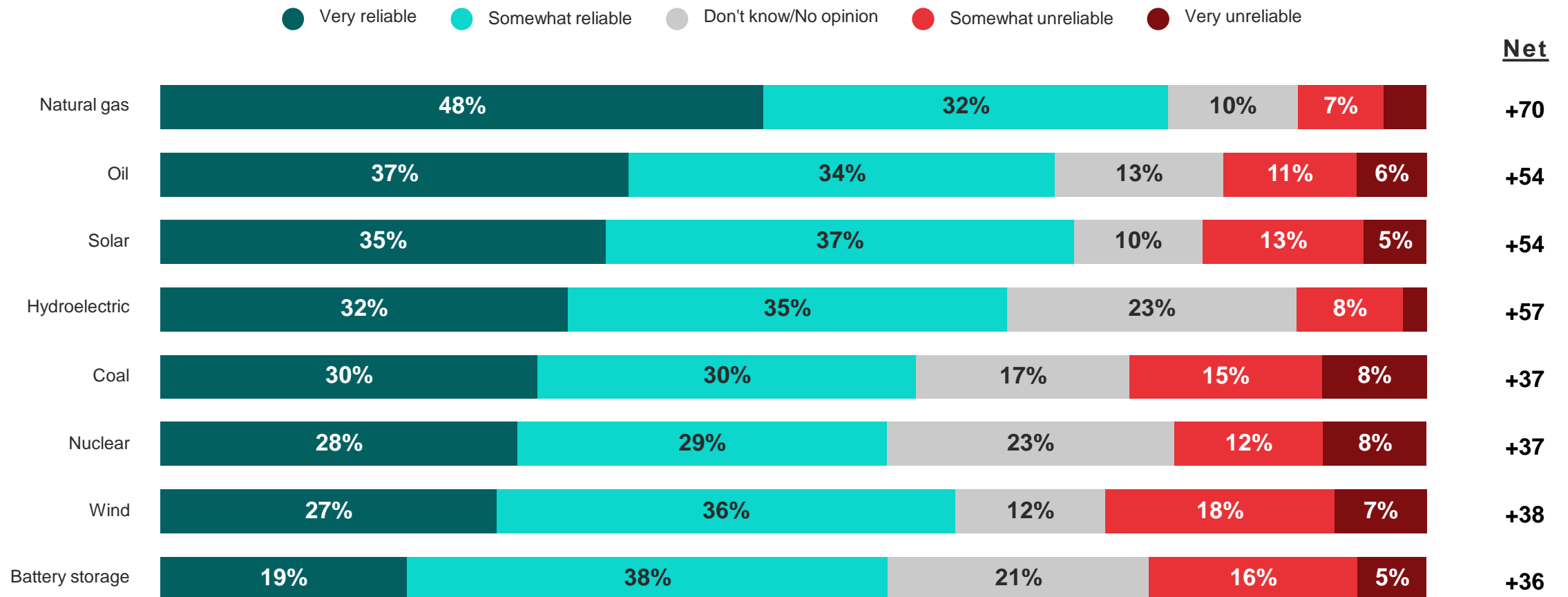
How important of a consideration, if any, the following be for policymakers when considering how to reduce carbon emissions?



CURRENT ENERGY PERCEPTIONS

Natural gas is seen as the most reliable energy source among the eight tested, with wind and coal being those most-often viewed as *very/somewhat unreliable*.

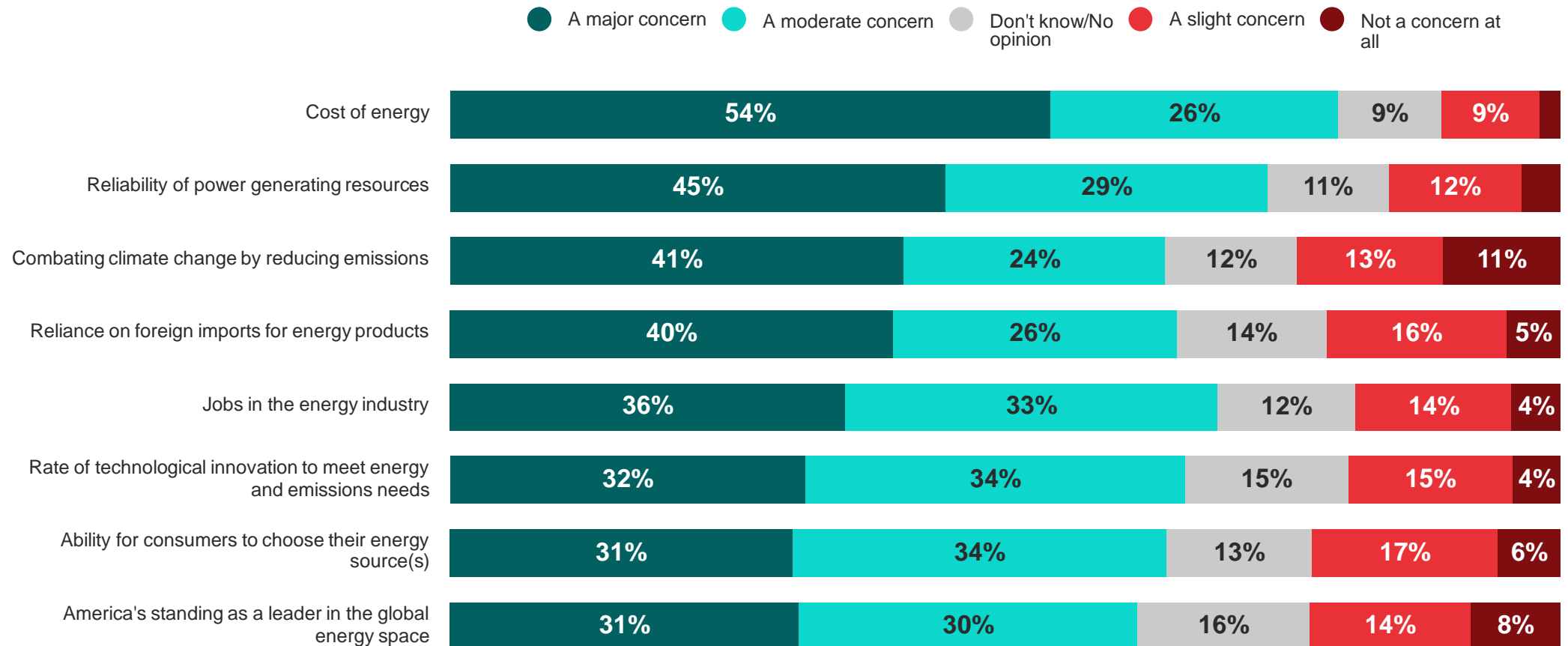
Based on what you know, how reliable are the following energy sources?



CURRENT ENERGY PERCEPTIONS

Four in five adults see the cost of energy as a *major or moderate concern*, a larger share than for the seven other considerations tested. Reliability was the #2 concern.

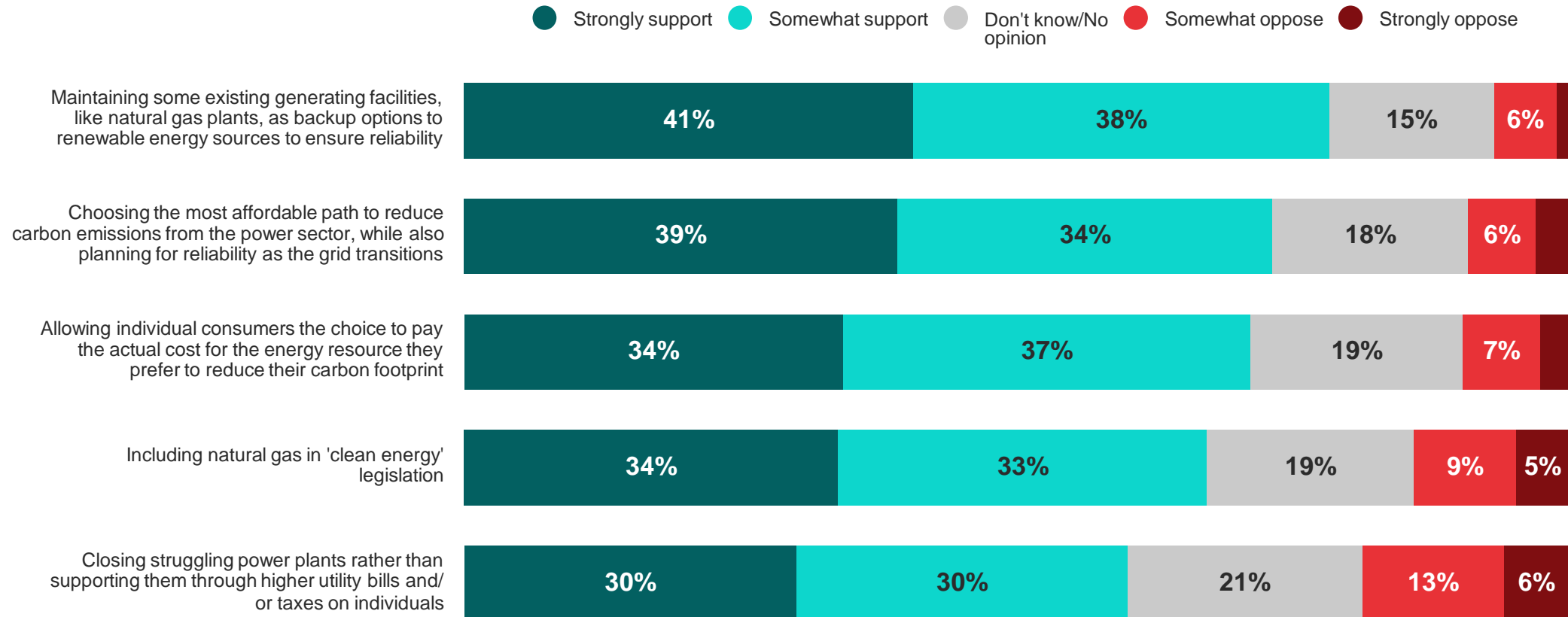
How much of a concern, if any, are the following when thinking about America's current energy landscape?



DIRECTIONS FOR U.S. ENERGY SECTOR

Three-quarters (73%) of U.S. adults support choosing the most affordable path to reducing carbon emissions while planning for continued energy reliability. Respondents indicate broad support for several other proposed energy policies as well.

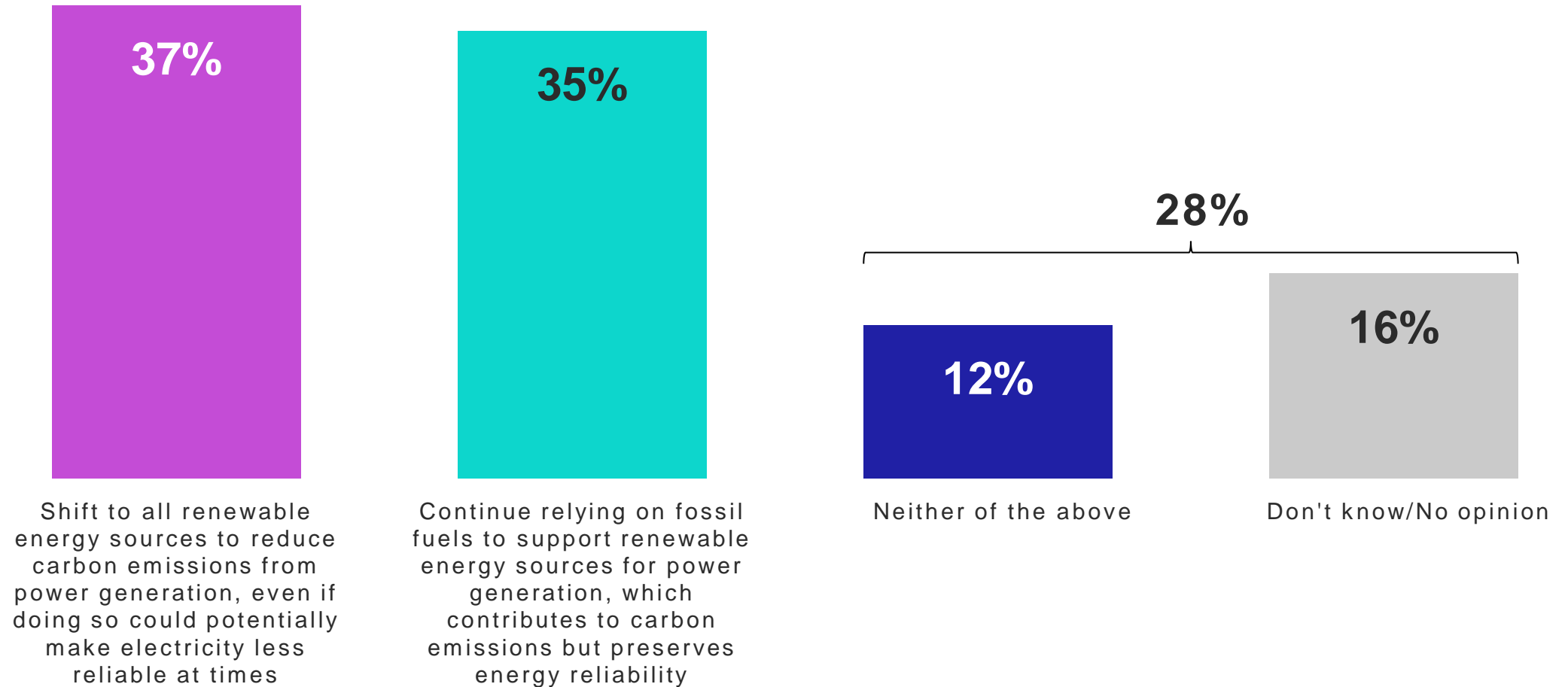
Do you support or oppose the following as they pertain to the United States energy sector?



DIRECTIONS FOR U.S. ENERGY SECTOR

Overall, adults are divided on whether they would sacrifice reliability for the sake of shifting to 100% renewable energy sources. More than a quarter refused to take a side.

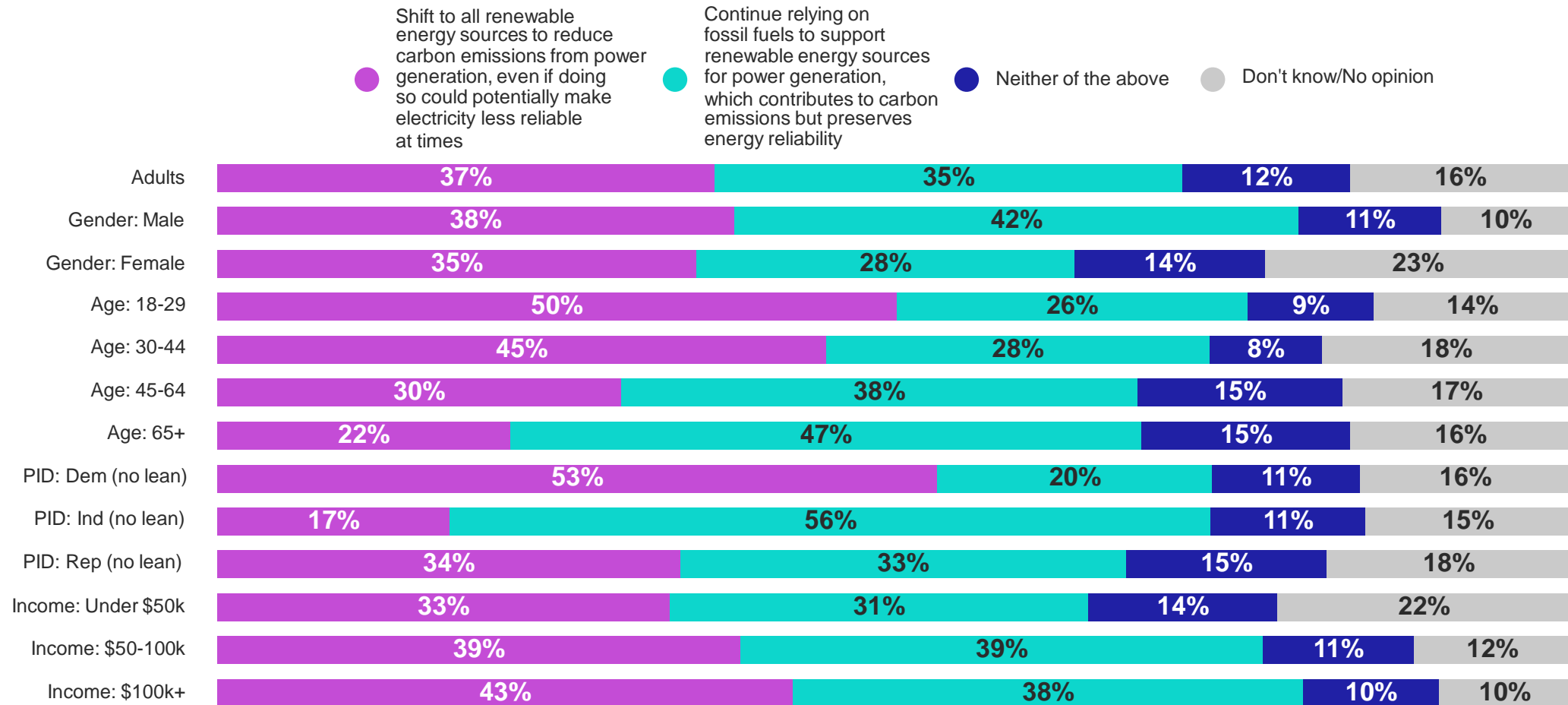
Which of the following comes closer to your view, even if neither is exactly right? The United States should...



DIRECTIONS FOR U.S. ENERGY SECTOR

Political independents prioritize reliability, while Democrats and younger adults (<45) are more likely to prefer an approach to energy reform that prioritizes emissions reduction.

Which of the following comes closer to your view, even if neither is exactly right? The United States should...



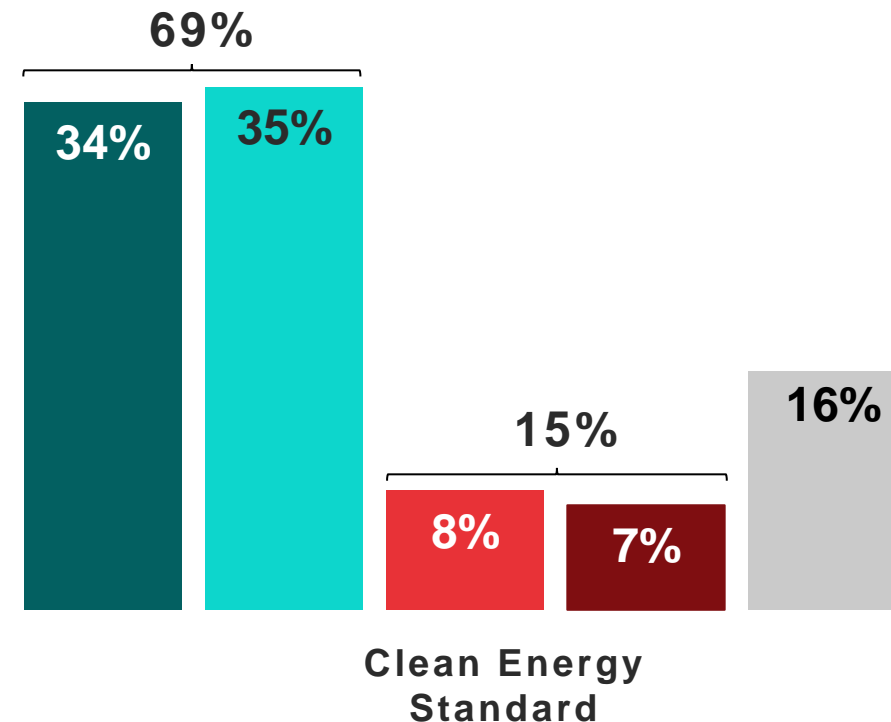
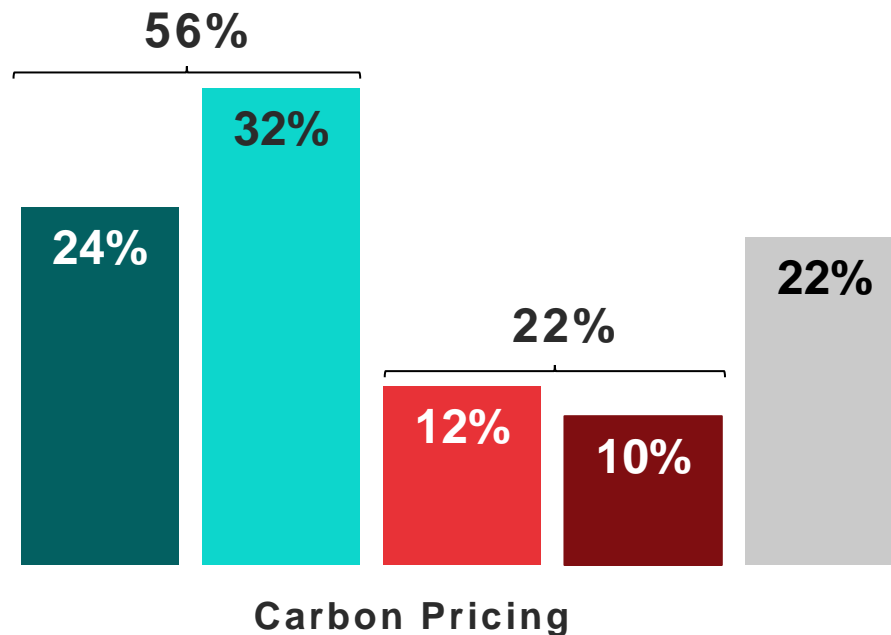
EMISSIONS REDUCTION STRATEGIES

While majorities of adults endorse both carbon pricing and a Clean Energy Standard to reduce carbon emissions, support for a Clean Energy Standard is broader and more deeply held.

As you may know, 'carbon pricing' is a market-based strategy that aims to hold carbon producers responsible for the public costs of the carbon they emit by requiring them to pay a price based on their amount of carbon emissions. This allows companies to choose when and how they handle reducing their carbon footprint while also placing the burden of paying for climate change to those most responsible. Based on what you know, do you support or oppose carbon pricing to reduce emissions?

A 'Clean Energy Standard' is a market-based strategy that focuses on reducing emissions from power generation by setting targets for emissions reductions or amount of annual energy from renewable (or non-emitting) resources. Based on what you know, do you support or oppose a Clean Energy Standard to reduce carbon emissions?

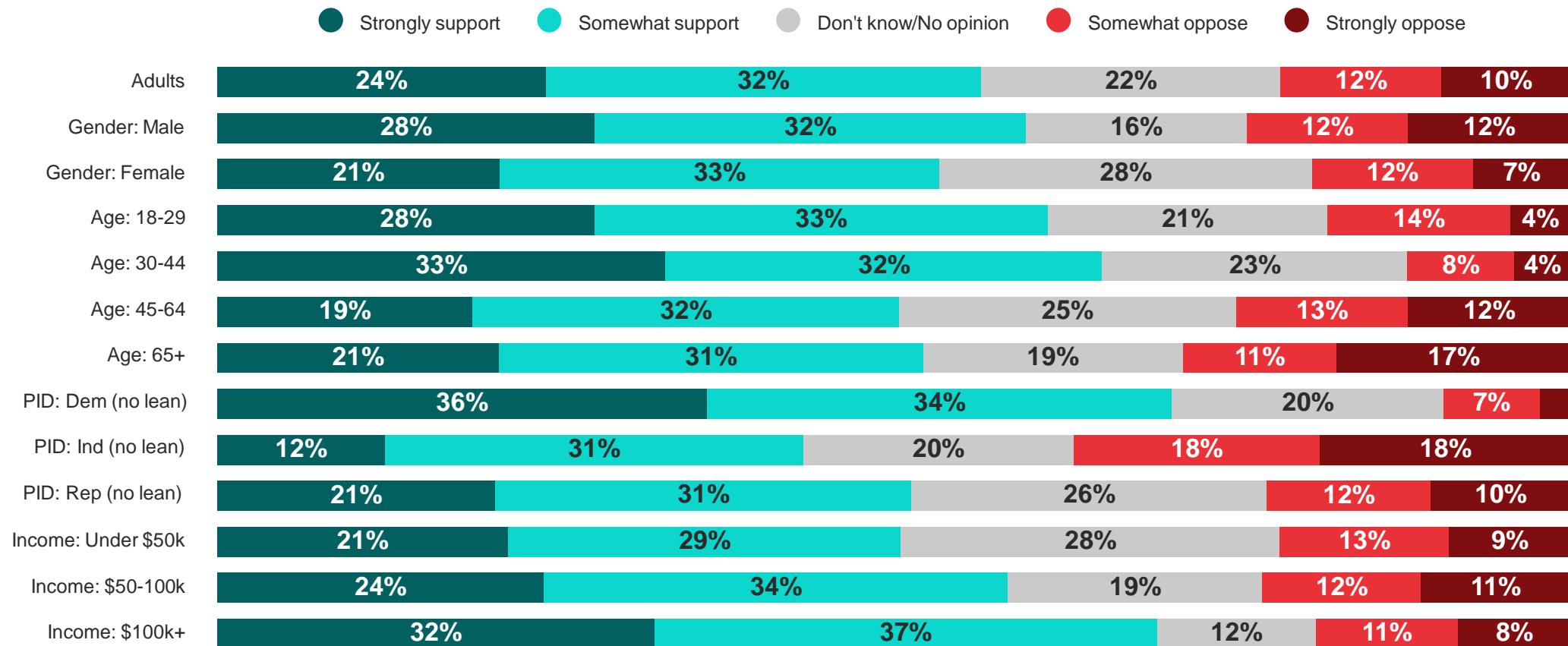
● Strongly support    
 ● Somewhat support    
 ● Somewhat oppose    
 ● Strongly oppose    
 ● Don't know/No Opinion



EMISSIONS REDUCTION STRATEGIES

Majorities of Republicans *and* Democrats support carbon pricing to reduce emissions, with Dems voicing stronger support. Younger and higher earning adults also indicated relatively high support for carbon pricing.

Based on what you know, do you support or oppose carbon pricing to reduce emissions?

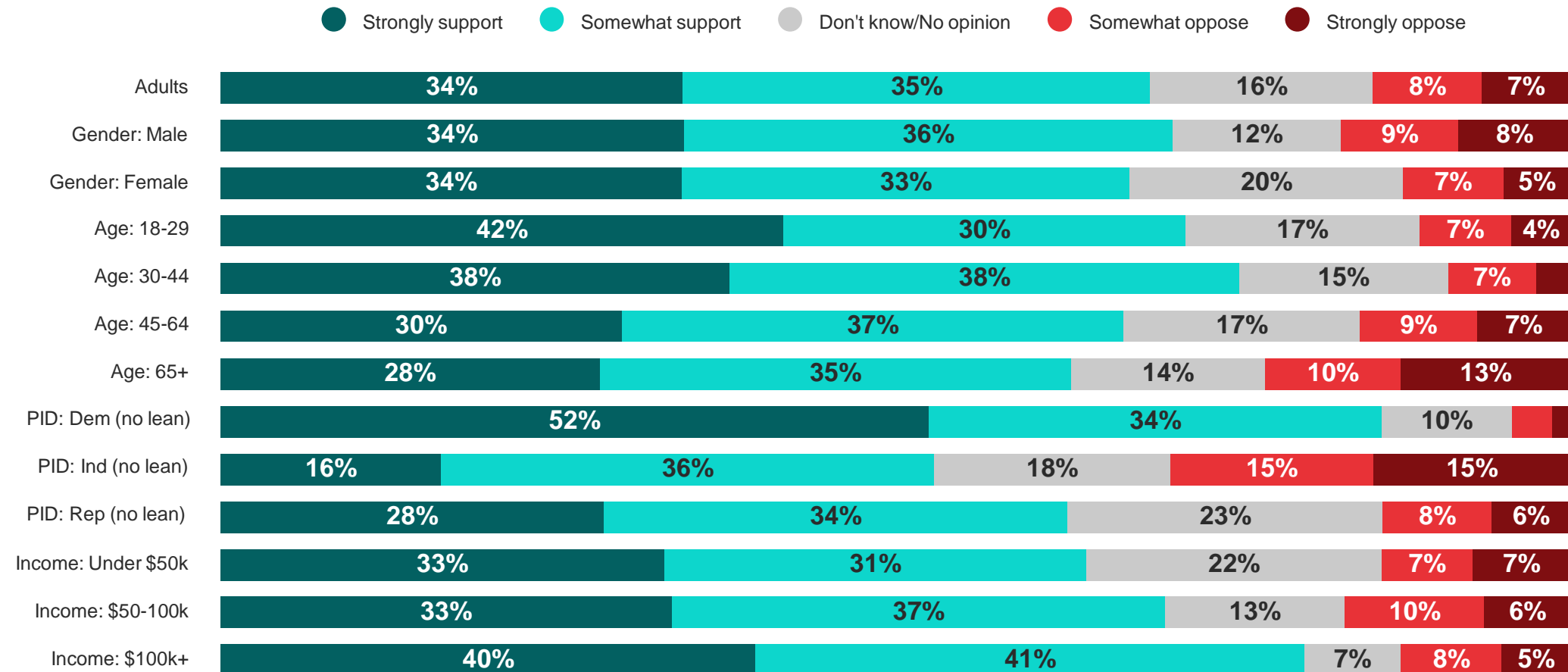




EMISSIONS REDUCTION STRATEGIES

# A Clean Energy Standard also draws bipartisan support among U.S. adults, as well as stronger support among political independents than carbon pricing.

Based on what you know, do you support or oppose a Clean Energy Standard to reduce carbon emissions?





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