



# Voter Opinions on Power Markets

Polling for Electric Power Supply Association

FEBRUARY 2022

# KEY FINDINGS

---

1. **Reliability** and **affordability** are the clear priorities for U.S. adults when thinking about the energy grid that powers their homes, along with **transparency** into energy prices.
2. Voters support **competitive power markets** and widely oppose granting companies monopoly power over energy markets. Nearly three-in-four adults support the **expansion of regional transmission organizations (RTOs)**.
3. Americans believe **market competition** leads to a range of positive outcomes for consumers and the environment, including greater consumer choice, lower costs, innovation, increased reliability, lower carbon emissions, and renewable and clean energy growth.

KEY FINDINGS

VOTER ENERGY PRIORITIES

SUPPORT FOR COMPETITION

BENEFITS OF COMPETITION



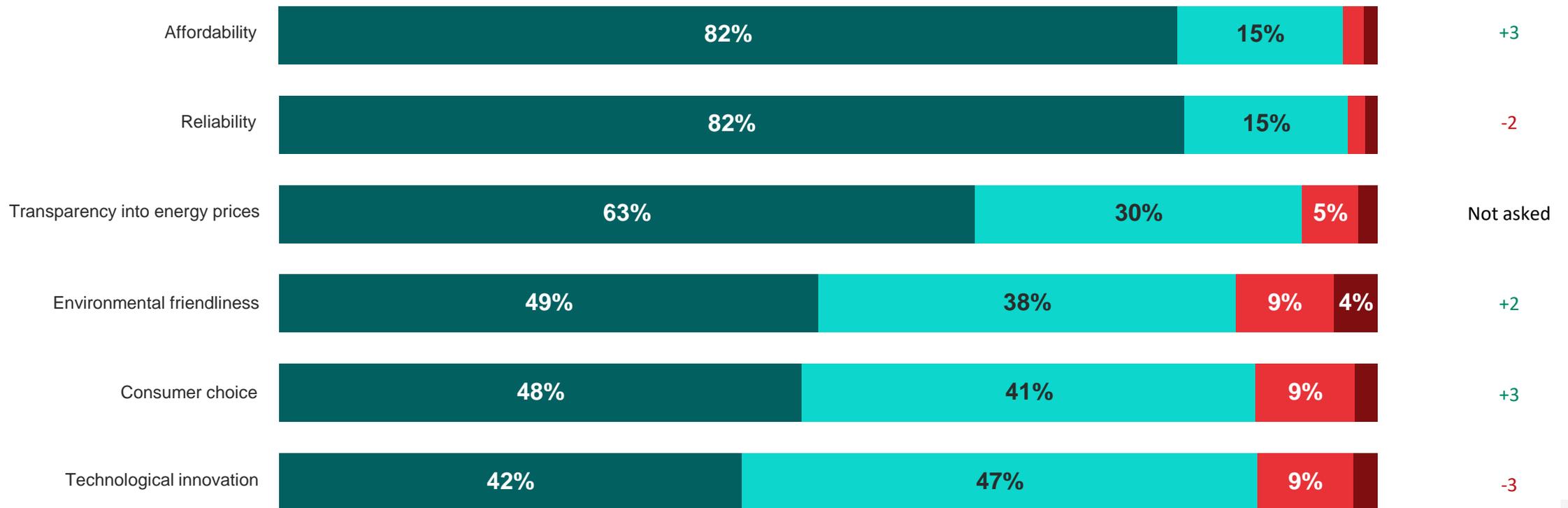
VOTER ENERGY PRIORITIES

**Affordability** and **reliability** remain key priorities for U.S. adults when thinking about the energy grid that powers their homes, with **transparency** rounding out the top-three choices of those tested.

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

% Change *very important* since 8/21

Very important    Somewhat important    Not too important    Not at all important



KEY FINDINGS

VOTER ENERGY PRIORITIES

SUPPORT FOR COMPETITION

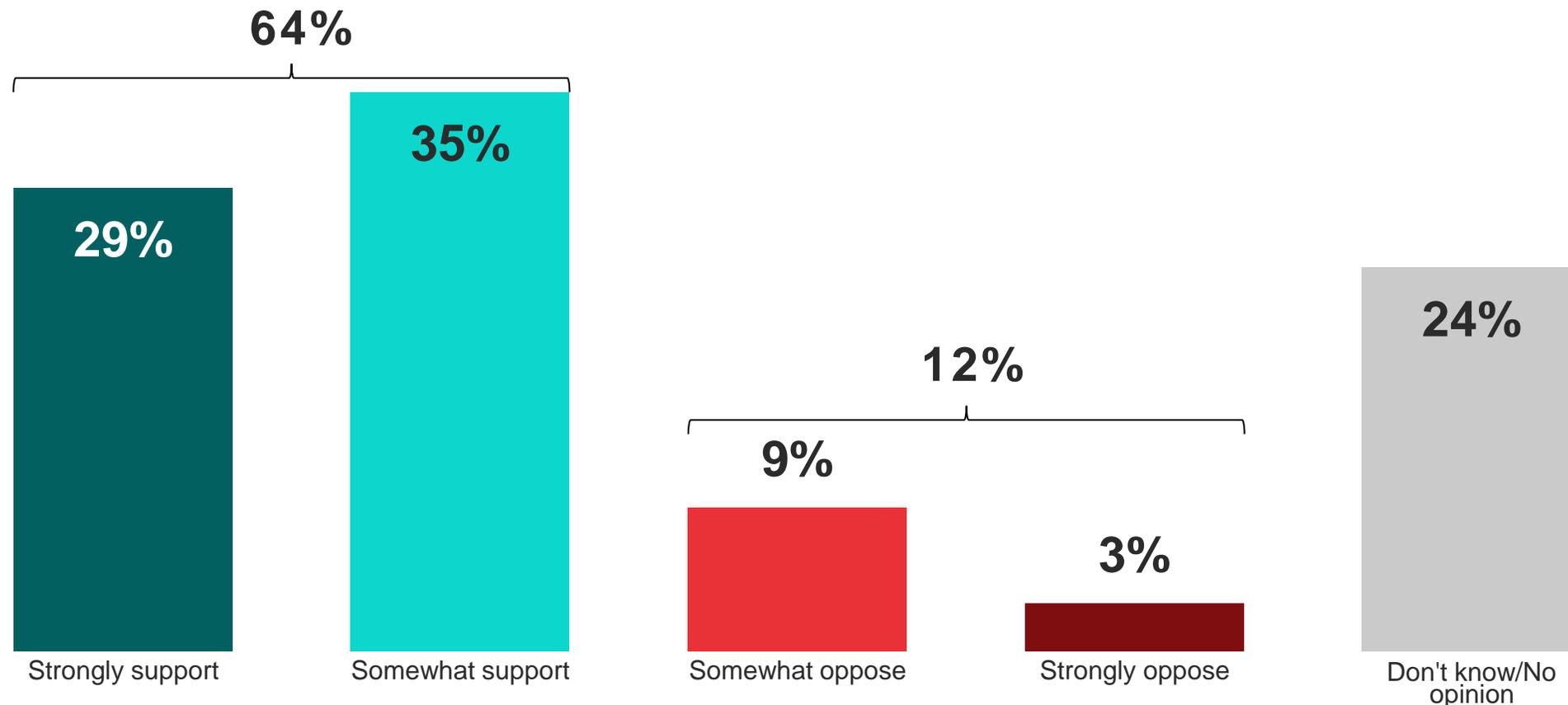
BENEFITS OF COMPETITION



SUPPORT FOR COMPETITION

# U.S. adults indicate strong support for their states to use competitive power markets.

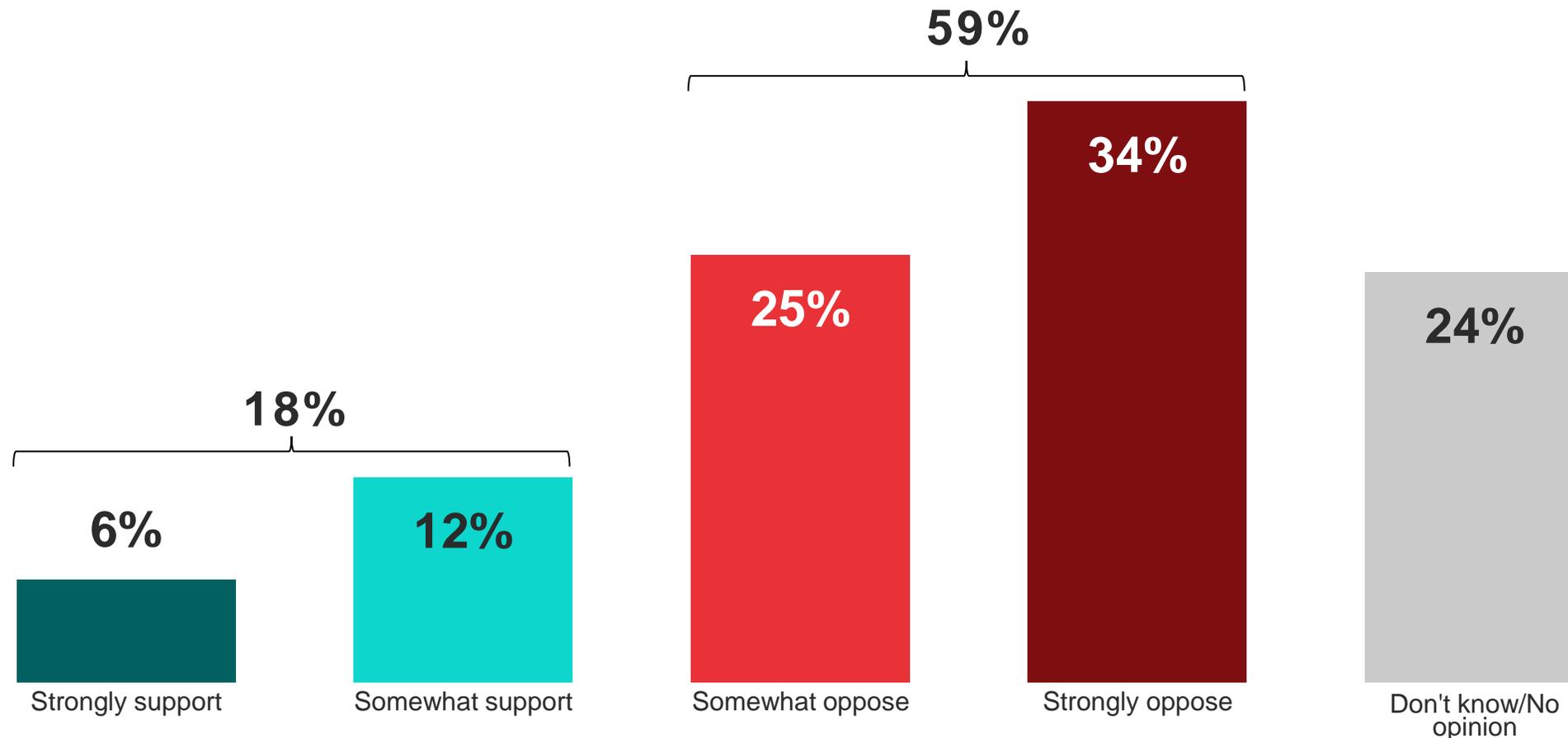
As you may know, in a competitive power market, several companies—not just one—compete to provide electric generation choices/solutions. Additionally, customers in fully competitive markets with retail choice can choose the company that sells them power instead of having to buy power from one company. Do you support or oppose your state using a competitive power market?



## SUPPORT FOR COMPETITION

Three-fifths of adults *oppose* their state granting an exclusive monopoly to one company to control all parts of the electricity supply chain.

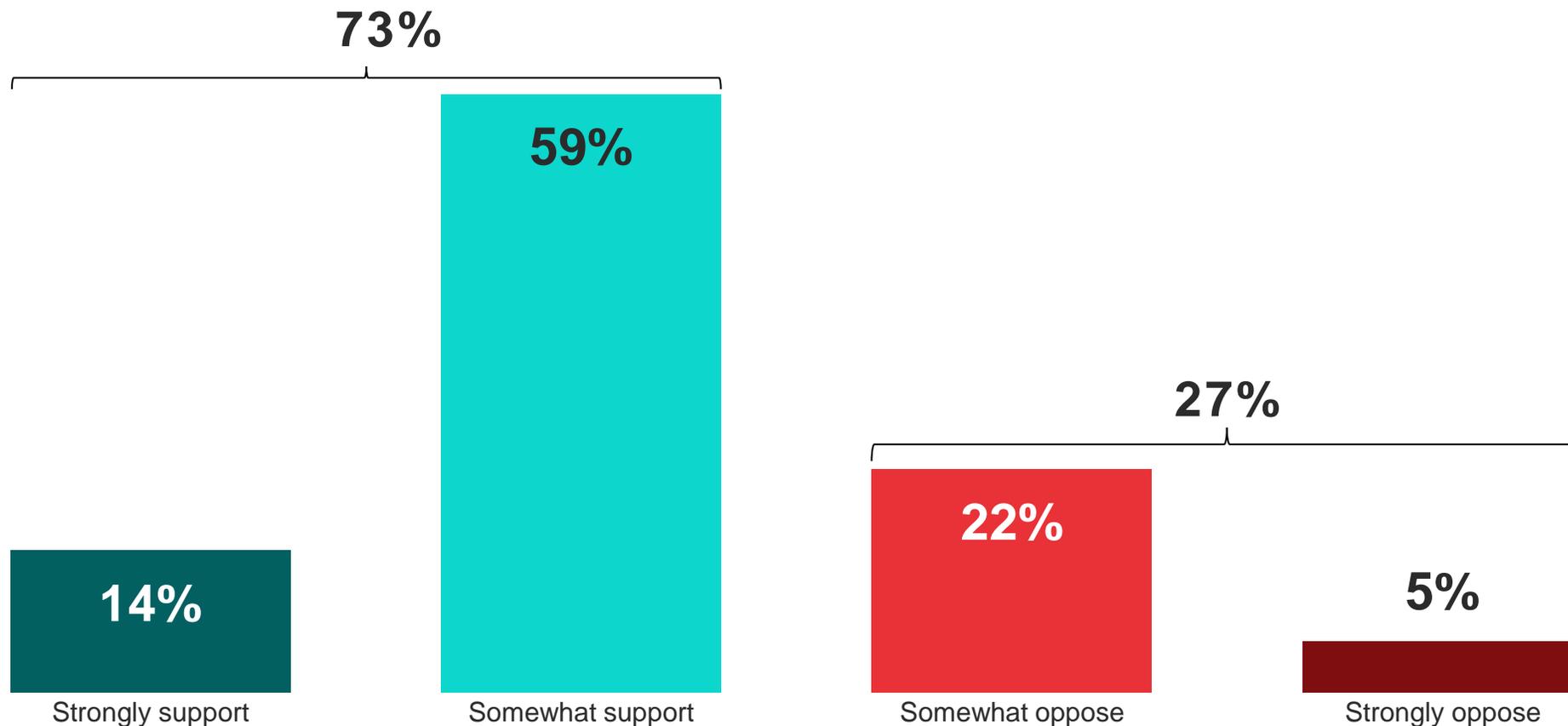
As you may know, in states with energy monopolies, utility companies own all levels of the energy supply chain (generation, transmission, and distribution) with ownership of the production and sale of power in their service territories. Do you support or oppose your state granting an exclusive monopoly to one company to control all parts of the electricity supply chain?



## SUPPORT FOR COMPETITION

## Nearly three in four adults support the expansion of regional transmission organizations across the United States.

As you may know, a regional transmission organization (RTO) is an electric power transmission system operator that coordinates, controls, and monitors a multi-state electric grid and ensures reliability. Do you support or oppose the expansion of regional transmission organizations across the U.S.?



KEY FINDINGS

VOTER ENERGY PRIORITIES

SUPPORT FOR COMPETITION

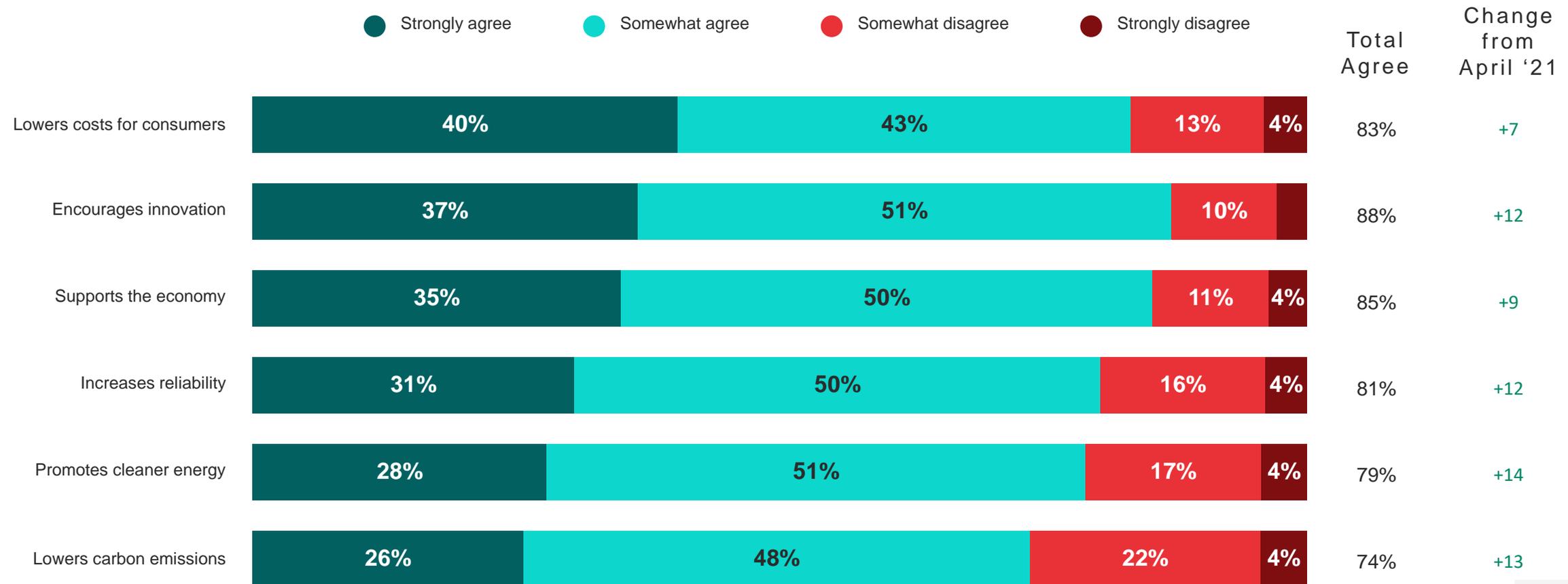
BENEFITS OF COMPETITION



BENEFITS OF COMPETITION

Similarly, respondents continue to think positively of market competition and agree that it provides 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?

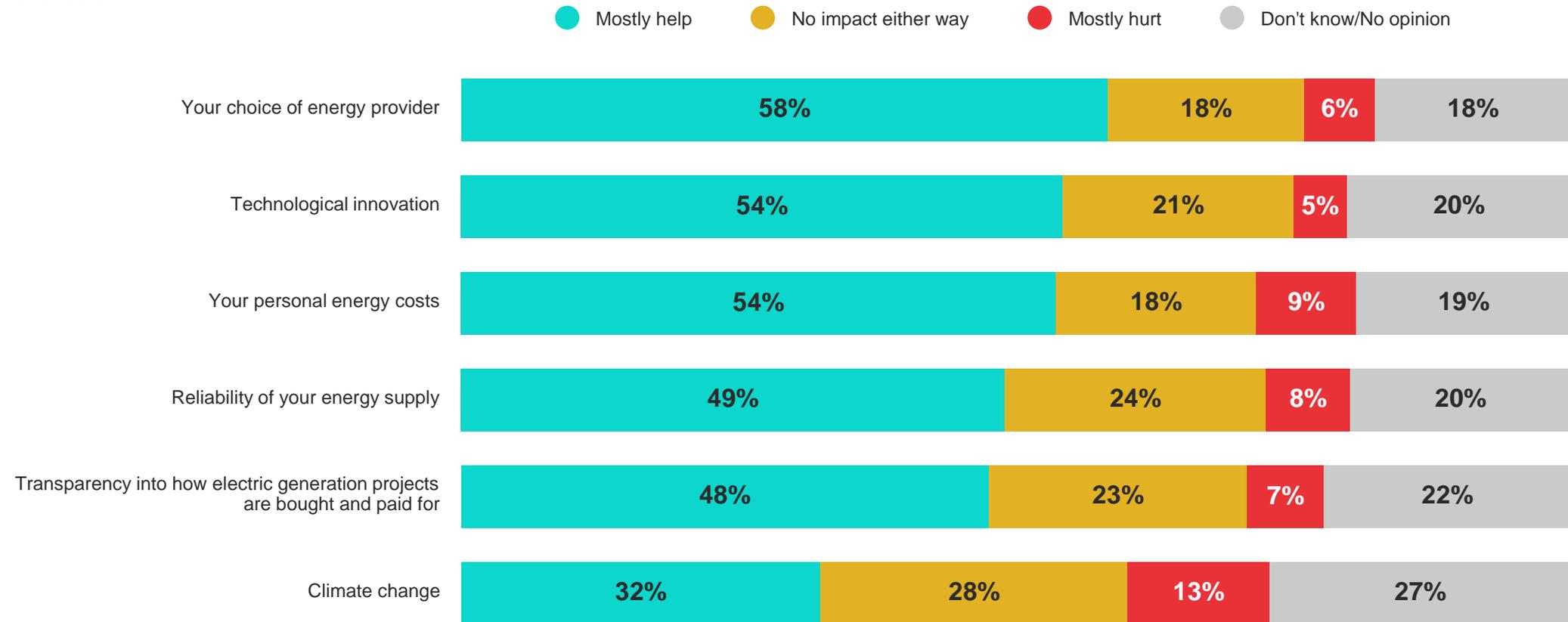


Total Agree = Strongly + Somewhat agree

BENEFITS OF COMPETITION

Respondents believe expanding electric competition lends itself to **more choices** and **lower costs** for consumers as well as **reliability**, **technological innovation**, and **transparency** into electric generation projects.

Based on what you know, do you think expanding electric competition would mostly help or mostly hurt the following in the United States?





MORNING CONSULT®