



NORTH STAR
OPINION RESEARCH

TO: Interested Parties
FROM: Dan Judy
DATE: January 13, 2014
RE: Key Findings from Survey of Kansas Registered Voters Regarding Energy Issues

Our survey of 600 Kansas registered voters, conducted January 6-8, 2014 with a margin of error of ± 4.00 percent, finds overwhelming bipartisan support for renewable energy use in Kansas, including the renewable energy standard set in 2009 that requires utility companies to generate 20 percent of their electricity from renewable sources by the year 2020.

The sample reflects the current party registration of Kansas voters, at 45 percent Republican, 25 percent Democrat, and 30 percent unaffiliated/other. Highlights of the survey follow, with full toplines and question wording available at climateandenergy.org:

1. Kansas voters are nearly unanimous in support of using renewable energy, and believe the state's energy needs would best be met by increasing their use. Fully 91 percent of Kansas voters say they are strongly or somewhat supportive of using renewable energy like wind, solar, hydroelectric, geothermal, biomass, and energy from waste. Moreover, 43 percent of voters say the state's growing energy needs would best be met by increasing the use of these sources, while 19 percent say increasing the use of nuclear, coal, and natural gas, and 18 percent say improving energy efficiency.

Wind energy is the source Kansans would most like to see increase over the next decade (76 percent), while majorities also support increasing solar energy (74 percent), energy from waste (62 percent), and geothermal energy (51 percent).

2. Kansas voters overwhelmingly support the energy bill passed in 2009. Voters support the "comprehensive energy bill that requires Kansas utility companies to generate twenty percent of their electricity from renewable sources by the year 2020" by a 75 to 16 percent margin. This includes wide majorities of 73 to 20 percent among Republicans, 75 to 14 percent among independents, and 82 to 9 percent among Democrats.

Voters are also likely to reward legislators who support the current law, with 39 percent saying they would be more likely to vote for a legislator who supported the law, and just 11 percent saying they would be less likely to do so. This includes margins of 38 to 15 percent among Republicans, 36 to 10 percent among independents, and 45 to 8 percent among Democrats.

3. Voters agree that using renewable energy has multiple societal and economic benefits. Voters overwhelmingly believe that *“Using renewable energy is the right thing to do for the future of our state and our country”* (90 percent), *“Using renewable energy makes us good stewards of the environment”* (89 percent), *“Using renewable energy will lead to new investments in Kansas and help grow our economy”* (88 percent), *“Because fossil fuels are limited, we need to rely more on renewable forms of energy”* (85 percent), *“Using renewable energy will lead to the creation of new jobs in Kansas”* (85 percent), and *“Increasing renewable energy use will make Kansas more economically competitive with neighboring states”* (81 percent).

4. Two-thirds of Kansas voters would support increasing the state’s renewable energy standard to 25 percent, even if it meant a small rise in their electric bill. Voters support increasing the renewable energy standard to 25 percent by a wide 68 to 26 percent margin. Seventy-three percent say they would be willing to pay one dollar a month more for such an increase, and 67 percent would be willing to pay two dollars a month more.