



Ohio Survey Results

Q1 Does your household take electricity service from one of Ohio's regulated utility companies, including American Electric Power (also known as AEP), Duke Energy, Dayton Power & Light, or FirstEnergy, including Cleveland Electric Illuminating, Ohio Edison, and Toledo Edison?

It does.....100%
It does not..... 0%
Not sure..... 0%

Q2 In Ohio, there are a number of different ways to meet our energy needs, such as burning fossil fuels like coal or using renewable sources like solar and wind. In your opinion, do you think Ohio should be investing more in traditional fossil fuel sources like coal, oil, and gas, or do you think Ohio should be investing more in renewable energy like solar and wind?

Traditional sources..... 37%
Renewable sources 56%
Not sure..... 7%

Q3 Energy efficiency is a way to manage or reduce energy consumption, saving utility companies and electric customers in cost. How important is it to you for Ohio to invest in measures to increase energy efficiency: very important, somewhat important, not too important, or not important at all?

Very important..... 66%
Somewhat important..... 26%
Not too important 6%
Not important at all..... 1%
Not sure..... 1%

Q4 Increasing investment in renewable energy in Ohio could lead to the creation of new jobs and employment opportunities. Would you say this makes you much more likely to support increasing investment in renewable energy in Ohio, somewhat more likely to support it, somewhat less likely, or much less likely?

Much more likely..... 58%
Somewhat more likely..... 28%
Somewhat less likely..... 6%
Much less likely..... 6%
Not sure..... 2%

Q5 When it comes to air pollution in Ohio, would you say you are very concerned, somewhat concerned, not very concerned, or not at all concerned?

Very concerned..... 39%
Somewhat concerned..... 39%
Not very concerned..... 17%
Not at all concerned..... 5%
Not sure..... 0%

Q6 In recent years, would you say your household's electricity bill has gone up, gone down, or stayed about the same?

Up..... 65%
Down 6%
About the same..... 27%
Not sure..... 3%





Q7 As you may know, American Electric Power, or AEP, has asked the Public Utilities Commission of Ohio to allow for a rate increase to cover costs associated with continuing to generate electricity from existing coal-fired power plants. If this request is granted, AEP customers could see their bills go up as much as \$108 over the next two years. If the decision was up to you, would you approve or deny the utility's request to allow them to increase rates to pay for extra costs associated with continuing to generate electricity from existing coal plants?

- Approve* 13%
- Deny* 75%
- Not sure* 12%

Q8 Different arguments have been made in support and in opposition to AEP's request for a rate increase. Some say that, if approved, this rate increase would amount to a bailout for the utility's old coal-burning power plants, which are no longer producing the lowest-cost electricity source on the market. AEP says that that this rate increase is necessary to ensure it can provide stable electricity prices in the future. Which of these arguments comes closest to your view?

- It's a bailout*..... 47%
- It's necessary*..... 13%
- Not sure* 40%

Q9 If you knew that an electric utility in Ohio was replacing their electricity from coal with electricity from clean energy such as wind and solar, would that make you much more favorable, somewhat more favorable, somewhat less favorable, or much less favorable towards that utility, or would it have no impact on your opinion of them?

- Much more favorable* 45%
- Somewhat more favorable* 23%
- Somewhat less favorable*..... 12%
- Much less favorable*..... 7%
- No impact on your opinion* 10%
- Not sure* 2%

Q10 If you are a woman, press 1. If a man, press 2.

- Woman* 53%
- Man*..... 47%

Q11 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

- Democrat* 45%
- Republican*..... 32%
- Independent / Other*..... 23%

Q12 If you are Hispanic, press 1. If white, press 2. If African-American, press 3. If other, press 4.

- Hispanic*..... 3%
- White* 83%
- African-American* 10%
- Other*..... 4%

Q13 If you are 18-29 years old, press 1. If 30-45, press 2. If 46-65, press 3. If older than 65, press 4.

- 18-29* 10%
- 30-45* 26%
- 46-65* 41%
- Older than 65*..... 23%





	Base	Gender	
		Woman	Man
Should OH Invest More in Traditional or Renewable Sources?			
Traditional sources	37%	33%	41%
Renewable sources	56%	59%	53%
Not sure	7%	8%	6%

	Base	Gender	
		Woman	Man
Energy Efficiency Importance			
Very important	66%	63%	71%
Somewhat important	26%	29%	22%
Not too important	6%	6%	5%
Not important at all	1%	2%	1%
Not sure	1%	1%	1%

	Base	Gender	
		Woman	Man
Job Creation: More/Less Likely to Support Renewables			
Much more likely	58%	55%	60%
Somewhat more likely	28%	29%	27%
Somewhat less likely	6%	6%	6%
Much less likely	6%	7%	6%
Not sure	2%	3%	2%

	Base	Gender	
		Woman	Man
Concerned About Air Pollution?			
Very concerned	39%	40%	38%
Somewhat concerned	39%	39%	39%
Not very concerned	17%	15%	19%
Not at all concerned	5%	5%	4%
Not sure	0%	0%	1%

	Base	Gender	
		Woman	Man
Has Power Bill Gone Up or Down in Recent Yrs?			
Up	65%	60%	70%
Down	6%	5%	6%
About the same	27%	29%	23%
Not sure	3%	5%	1%

	Base	Gender	
		Woman	Man
Approve/Deny AEP Rate Increase			
Approve	13%	13%	13%
Deny	75%	74%	75%
Not sure	12%	13%	11%





	Base	Gender	
		Woman	Man
Would a Rate Increase by a Bailout or Necessary?			
It's a bailout	47%	44%	51%
It's necessary	13%	12%	15%
Not sure	40%	44%	34%

	Base	Gender	
		Woman	Man
Opinion of Providers w/ Renewables			
Much more favorable	45%	49%	40%
Somewhat more favorable	23%	22%	24%
Somewhat less favorable	12%	8%	18%
Much less favorable	7%	8%	6%
No impact on your opinion	10%	9%	12%
Not sure	2%	4%	0%

	Base	Party		
		Democrat	Republican	Independent / Other
Should OH Invest More in Traditional or Renewable Sources?				
Traditional sources	37%	19%	64%	33%
Renewable sources	56%	74%	29%	60%
Not sure	7%	8%	7%	7%

	Base	Party		
		Democrat	Republican	Independent / Other
Energy Efficiency Importance				
Very important	66%	76%	57%	61%
Somewhat important	26%	20%	31%	31%
Not too important	6%	2%	11%	5%
Not important at all	1%	1%	1%	2%
Not sure	1%	1%	0%	1%

	Base	Party		
		Democrat	Republican	Independent / Other
Job Creation: More/Less Likely to Support Renewables				
Much more likely	58%	70%	43%	53%
Somewhat more likely	28%	23%	30%	34%
Somewhat less likely	6%	3%	11%	5%
Much less likely	6%	2%	12%	7%
Not sure	2%	2%	4%	1%

	Base	Party		
		Democrat	Republican	Independent / Other
Concerned About Air Pollution?				
Very concerned	39%	52%	27%	30%
Somewhat concerned	39%	34%	39%	50%
Not very concerned	17%	12%	26%	12%
Not at all concerned	5%	2%	7%	6%
Not sure	0%	-	1%	1%





	Base	Party		
		Democrat	Republican	Independent / Other
Has Power Bill Gone Up or Down in Recent Yrs?				
Up	65%	62%	67%	65%
Down	6%	4%	7%	7%
About the same	27%	29%	23%	26%
Not sure	3%	4%	2%	2%

	Base	Party		
		Democrat	Republican	Independent / Other
Approve/Deny AEP Rate Increase				
Approve	13%	8%	19%	15%
Deny	75%	81%	69%	71%
Not sure	12%	11%	12%	14%

	Base	Party		
		Democrat	Republican	Independent / Other
Would a Rate Increase by a Bailout or Necessary?				
It's a bailout	47%	50%	43%	46%
It's necessary	13%	8%	20%	15%
Not sure	40%	42%	37%	39%

	Base	Party		
		Democrat	Republican	Independent / Other
Opinion of Providers w/ Renewables				
Much more favorable	45%	57%	26%	47%
Somewhat more favorable	23%	20%	25%	26%
Somewhat less favorable	12%	11%	16%	11%
Much less favorable	7%	3%	15%	5%
No impact on your opinion	10%	8%	14%	10%
Not sure	2%	1%	5%	1%

	Base	Race			
		Hispanic	White	African-American	Other
Should OH Invest More in Traditional or Renewable Sources?					
Traditional sources	37%	54%	40%	7%	26%
Renewable sources	56%	46%	54%	75%	66%
Not sure	7%	-	6%	19%	8%

	Base	Race			
		Hispanic	White	African-American	Other
Energy Efficiency Importance					
Very important	66%	79%	65%	73%	65%
Somewhat important	26%	21%	26%	25%	30%
Not too important	6%	-	7%	-	4%
Not important at all	1%	-	1%	-	-
Not sure	1%	-	1%	3%	-





	Base	Race			
		Hispanic	White	African-American	Other
Job Creation: More/Less Likely to Support Renewables					
Much more likely	58%	77%	55%	76%	46%
Somewhat more likely	28%	23%	28%	22%	30%
Somewhat less likely	6%	-	6%	-	16%
Much less likely	6%	-	7%	-	5%
Not sure	2%	-	3%	2%	4%

	Base	Race			
		Hispanic	White	African-American	Other
Concerned About Air Pollution?					
Very concerned	39%	37%	36%	70%	20%
Somewhat concerned	39%	42%	41%	18%	58%
Not very concerned	17%	5%	17%	12%	20%
Not at all concerned	5%	15%	5%	-	2%
Not sure	0%	-	1%	-	-

	Base	Race			
		Hispanic	White	African-American	Other
Has Power Bill Gone Up or Down in Recent Yrs?					
Up	65%	91%	65%	56%	63%
Down	6%	4%	6%	-	8%
About the same	27%	6%	27%	31%	30%
Not sure	3%	-	2%	13%	-

	Base	Race			
		Hispanic	White	African-American	Other
Approve/Deny AEP Rate Increase					
Approve	13%	43%	11%	11%	43%
Deny	75%	54%	78%	63%	51%
Not sure	12%	3%	11%	27%	6%

	Base	Race			
		Hispanic	White	African-American	Other
Would a Rate Increase by a Bailout or Necessary?					
It's a bailout	47%	54%	48%	40%	36%
It's necessary	13%	4%	13%	6%	43%
Not sure	40%	42%	39%	54%	21%

	Base	Race			
		Hispanic	White	African-American	Other
Opinion of Providers w/ Renewables					
Much more favorable	45%	57%	44%	49%	43%
Somewhat more favorable	23%	17%	23%	23%	25%
Somewhat less favorable	12%	17%	12%	19%	-
Much less favorable	7%	-	8%	-	17%
No impact on your opinion	10%	10%	10%	9%	12%
Not sure	2%	-	2%	-	4%





	Base	Age			
		18-29	30-45	46-65	Older than 65
Should OH Invest More in Traditional or Renewable Sources?					
Traditional sources	37%	28%	21%	43%	48%
Renewable sources	56%	66%	73%	49%	45%
Not sure	7%	6%	6%	8%	7%

	Base	Age			
		18-29	30-45	46-65	Older than 65
Energy Efficiency Importance					
Very important	66%	53%	66%	65%	76%
Somewhat important	26%	32%	28%	27%	21%
Not too important	6%	12%	5%	6%	3%
Not important at all	1%	4%	2%	1%	1%
Not sure	1%	-	-	2%	-

	Base	Age			
		18-29	30-45	46-65	Older than 65
Job Creation: More/Less Likely to Support Renewables					
Much more likely	58%	55%	67%	53%	58%
Somewhat more likely	28%	32%	21%	30%	30%
Somewhat less likely	6%	-	3%	9%	5%
Much less likely	6%	10%	5%	8%	4%
Not sure	2%	4%	3%	1%	4%

	Base	Age			
		18-29	30-45	46-65	Older than 65
Concerned About Air Pollution?					
Very concerned	39%	32%	48%	38%	35%
Somewhat concerned	39%	45%	37%	36%	43%
Not very concerned	17%	14%	9%	21%	19%
Not at all concerned	5%	10%	5%	4%	3%
Not sure	0%	-	-	1%	1%

	Base	Age			
		18-29	30-45	46-65	Older than 65
Has Power Bill Gone Up or Down in Recent Yrs?					
Up	65%	69%	52%	69%	69%
Down	6%	-	5%	7%	7%
About the same	27%	14%	42%	22%	23%
Not sure	3%	17%	2%	2%	1%

	Base	Age			
		18-29	30-45	46-65	Older than 65
Approve/Deny AEP Rate Increase					
Approve	13%	11%	16%	13%	11%
Deny	75%	79%	75%	76%	71%
Not sure	12%	10%	9%	11%	17%





	Base	Age			
		18-29	30-45	46-65	Older than 65
Would a Rate Increase by a Bailout or Necessary?					
It's a bailout	47%	30%	51%	52%	42%
It's necessary	13%	20%	14%	13%	11%
Not sure	40%	51%	35%	36%	47%

	Base	Age			
		18-29	30-45	46-65	Older than 65
Opinion of Providers w/ Renewables					
Much more favorable	45%	54%	47%	44%	41%
Somewhat more favorable	23%	17%	25%	23%	24%
Somewhat less favorable	12%	4%	16%	10%	17%
Much less favorable	7%	10%	5%	8%	7%
No impact on your opinion	10%	16%	3%	14%	8%
Not sure	2%	-	3%	2%	2%

