

MEMORANDUM

TO: American Wind Energy Association
FROM: Frederick Yang, Hart Research Associates
DATE: April 1, 2009
RE: Key Findings from March 20-22 Indiana Survey on Renewable Energy Issues

Our survey among a representative statewide sample of 603 Indiana voters shows broad and committed support for a national Renewable Electricity Standard (RES). In fact, this is one of the rare issues in American politics today in which there is true bipartisan support.

Consider the following key survey results:

- Better than four-fifths (81%) of Indiana voters FAVOR the RES proposal ("*...REQUIRE electric utility companies across the nation to generate at least 15% of their electricity through renewable energy sources ... by the year 2021*"), while just 13% are opposed.
- This issue generates real and committed bipartisan support: 95% of Indiana Democrats favor the RES proposal (including 73% STRONGLY favor), as do 78% of independents (58% STRONGLY favor) and 71% of Republicans (47% STRONGLY favor).
- In addition to their strong support, voters approach this issue with a surprising base of knowledge about renewable energy (which is yet another indication about the solidity of their support). For example, 72% of "soft" RES supporters are able to VOLUNTEER a comment as to why they support the proposal.
- While there is some sensitivity to the possibility that electricity rates might increase as a result of RES, two key poll findings are relevant: (A) only 27% of voters find this a VERY convincing argument to oppose RES, (B) when told the increase would be only \$2 a month, voters continue to favor RES by nearly four to one.
- What is perhaps even more impressive than the 81% initial favor is voter attitudes after we have provided five CRITICISMS and then re-asked their opinion of the RES proposal. Even after they have heard five concerns and NO supporting arguments, better than two-thirds (68%) of Hoosiers FAVOR the RES proposal, and 23% are opposed.
- Not surprisingly, after voters have heard the pros and cons, by nearly five to one they say that they would feel more favorable (66% to 14%) if their senator/congressman voted FOR the RES proposal.