

*Fairbank,  
Maslin,  
Maullin,  
Metz &  
Associates*

**FM3**

*Public Opinion Research  
& Strategy*

TO: Interested Parties

FROM: Dave Metz & Miranda Everitt  
Fairbank, Maslin, Maullin, Metz & Associates

RE: Results of a Survey of Oregon Voters on Clean Energy

DATE: February 1, 2016

---

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a statewide survey of likely voters in Oregon to assess their views on key issues relating to clean energy in the state.<sup>1</sup> **The survey found overwhelming support for a legislative proposal – backed by both utilities and clean energy advocates – to use more clean, renewable energy in Oregon.** Nearly seven in ten voters polled (69%) say that they support such a plan – and nearly half (48%) back it “strongly.” In addition, voters are willing to show their support for the proposal at the ballot box. More than three in five (65%) say they would be more likely to vote for a state legislator who supports this plan.

Key specific findings include:

- **After a short description, more than two-thirds of voters support a legislative proposal to promote more use of clean, renewable energy in Oregon.** In fact, having heard the summary description in **Figure 1** on the next page, nearly twice as many voters “strongly support” (48 percent) the proposal as offer any opposition (25 percent).

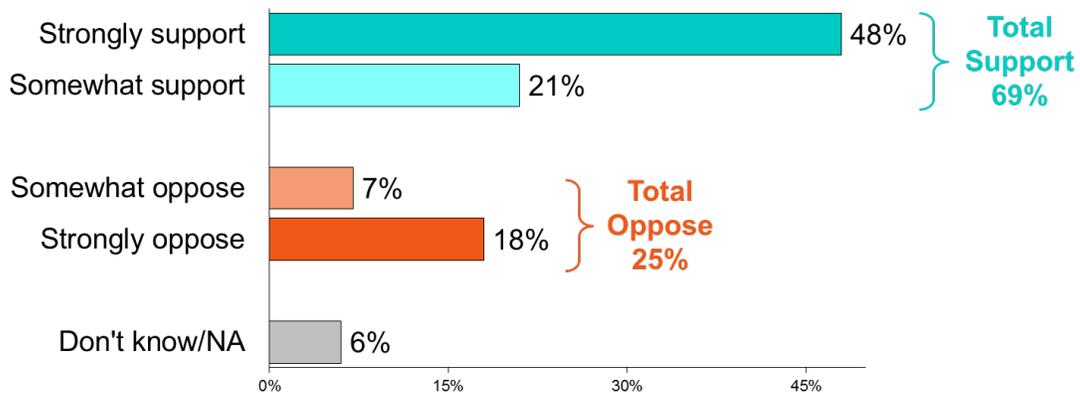
---

<sup>1</sup> **Methodology:** From January 23-27, 2016, FM3 completed 601 telephone interviews (on both landlines and cell phones) with likely November 2016 voters in Oregon. The margin of sampling error for the study is +/-4.0% at the 95% confidence level; margins of error for population subgroups within the sample will be higher. Due to rounding, not all totals will sum to 100%.

**Figure 1:  
Support for Proposed Clean Energy Legislation**

Recently, Oregon utility companies and clean energy advocates agreed to a plan to promote more use of clean, renewable energy in Oregon. This plan is currently being considered by the State Legislature, and would do the following:

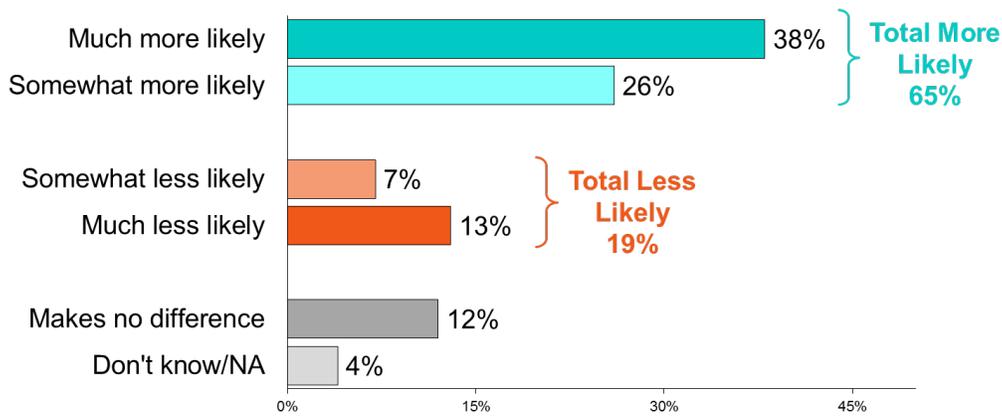
- Phase out the use of coal-generated electricity in Oregon by 2030;
- Require that half of Oregon’s electricity come from clean, renewable sources by 2040;
- Give utility customers the choice of solar power, including guaranteed access to solar power for low-income families; and
- Invest in more electric vehicle charging infrastructure to make it easier to switch to electric vehicles.



This support cuts across all major demographic subgroups within the Oregon electorate, including:

- ✓ 73% of women and 65% of men;
  - ✓ 76% of voters under age 50, and 65% of voters age 50 and over;
  - ✓ 85% of Democrats and 74% of independents – with GOP voters about evenly divided;
  - ✓ 81% of voters of color and 69% of white voters;
  - ✓ 68% of union households and 70% of non-union households; and
  - ✓ More than three in five voters in each of the state’s five Congressional Districts.
- **By more than a three-to-one margin, voters are more inclined to back a state legislator who supported such a plan.** As shown in Figure 2 on the following page, nearly two-thirds of voters (65%) say they would be “more likely” to vote for their state legislator if they support this legislation – while fewer than one in five (19%) are “less likely” to do so.

**Figure 2:  
Impact of Backing of Legislation on Support for a State Legislator**



Significant percentages of a variety of demographic groups – including groups traditionally more skeptical about regulation – say they would be “more likely” to vote for a legislator who backs the plan. This includes:

- ✓ 84% of registered Democrats, 68% of independents, and 48% of GOP women – with as many Republicans overall saying they would be “more likely” to back a supporter of the proposal as would be “less likely;”
- ✓ 87% of liberals, 71% of moderates and more than one-third of conservatives; and
- ✓ Majorities in every major media market in the state, including Eugene and Bend.

Taken together, the survey results indicate that Oregon voters are highly supportive of this proposed clean energy legislation, and are more likely to offer their votes to state legislators who back it.