



PUBLIC OPINION STRATEGIES

turning questions into answers

Texas Statewide Clean Energy Survey

March 22-30, 2025

PREPARED BY:

Glen Bolger, Partner

Project #250074

METHODOLOGY

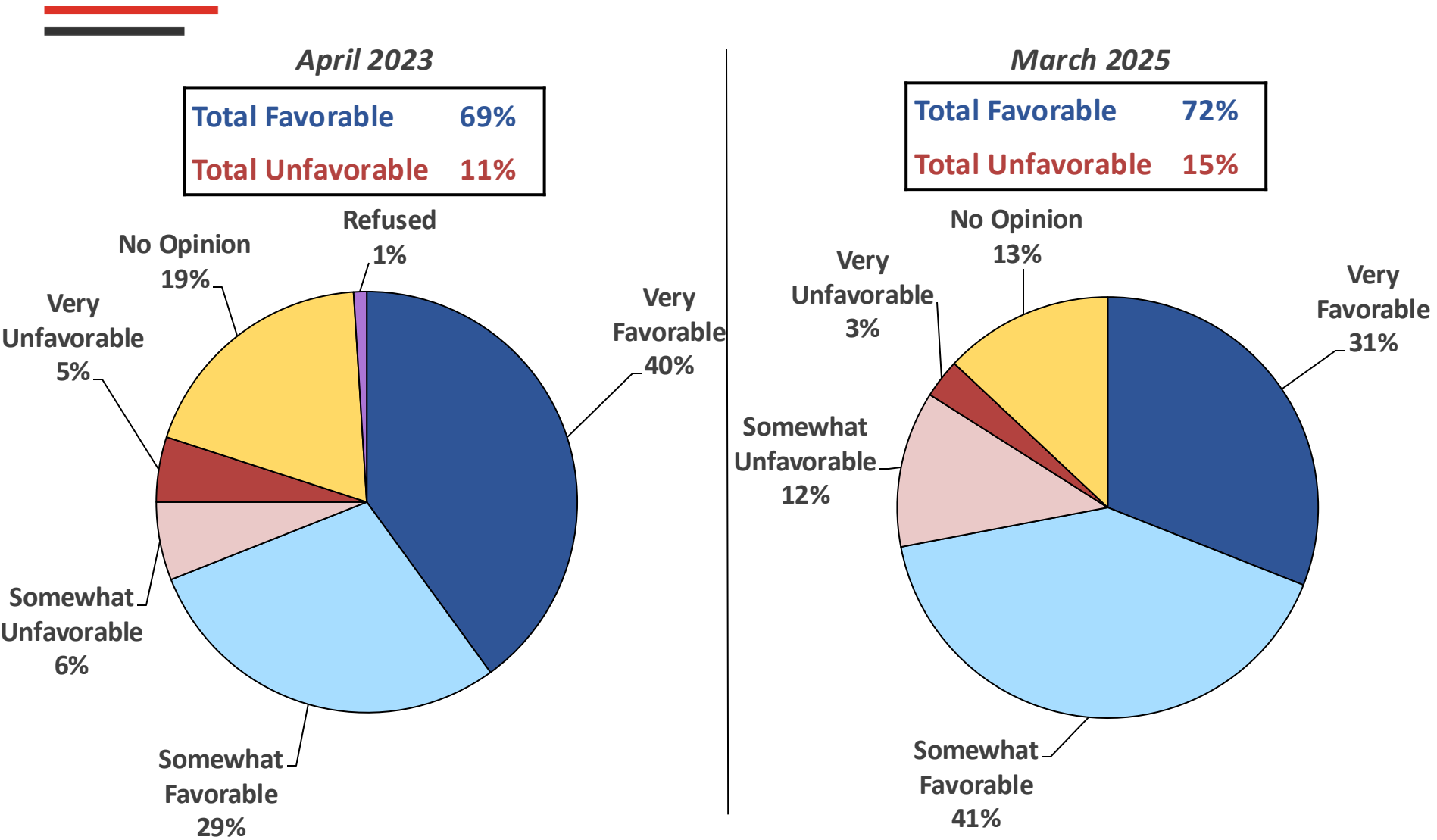
Public Opinion Strategies is pleased to present the key findings of a statewide survey conducted in Texas. The survey was completed March 22-30, 2025, among 1,000 registered voters, and has a credibility interval of $\pm 3.53\%$. 200 interviews were conducted via phone and 800 were conducted online.

Glen Bolger was the primary researcher on this project. Torie Bolger was the project director and Colin McInroe provided analytical support.



Energy

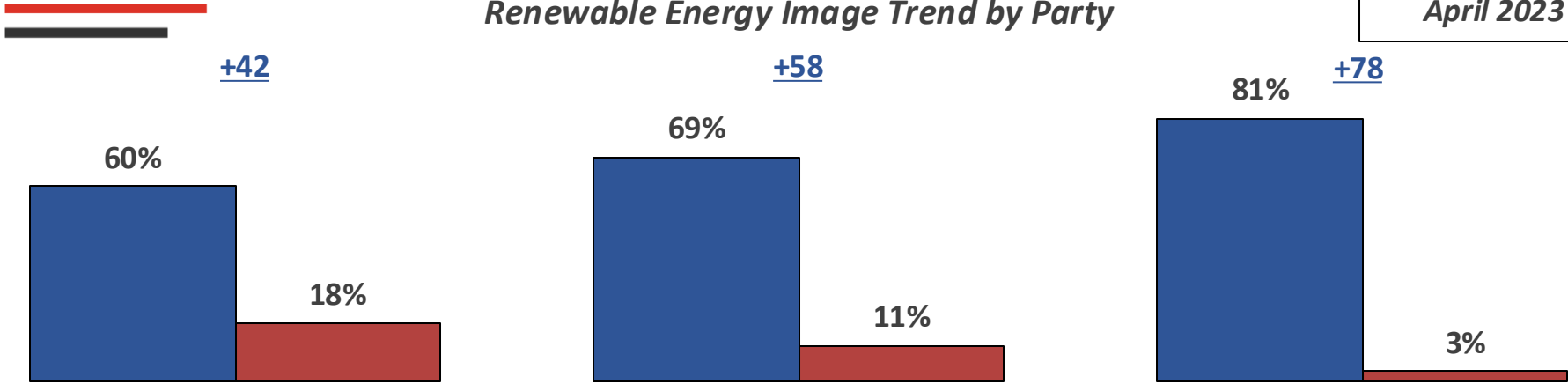
Voters are similarly favorable to renewable energy as they were two years ago.



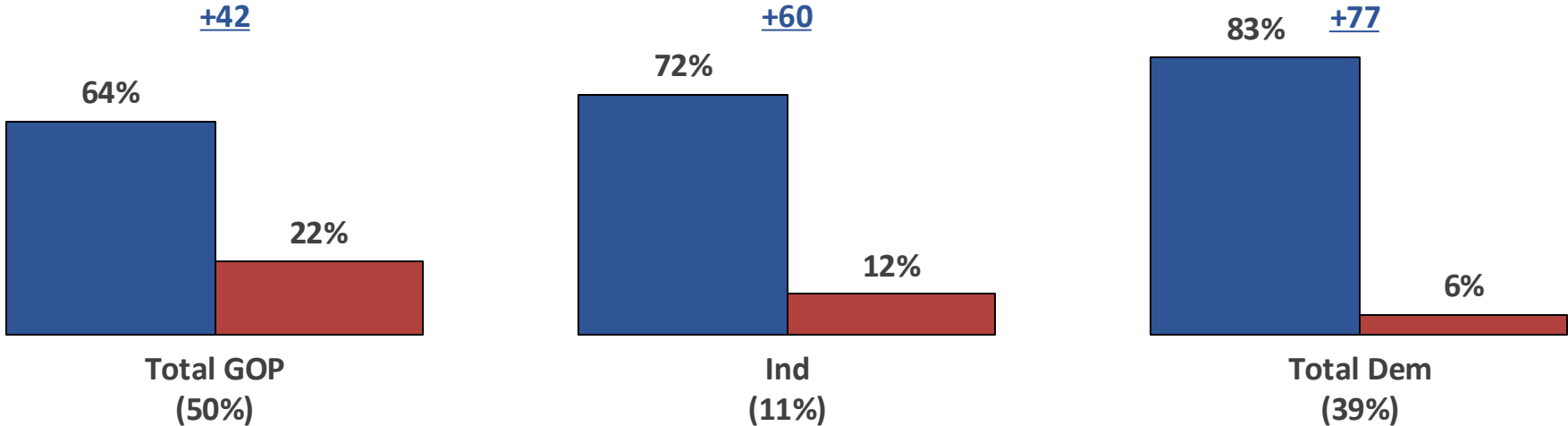
Over 60% of Republicans have a favorable image of renewable energy.

Renewable Energy Image Trend by Party

April 2023



March 2025



Favorable Unfavorable

All media markets have at least 69% favorables toward renewable energy.

Renewable Energy Image Trend by DMA

Balance/West-South (8%)

	<u>Favorable</u>	<u>Unfavorable</u>
3/25	69%	19%
4/23	65%	18%

Dallas-Ft. Worth (31%)

	<u>Favorable</u>	<u>Unfavorable</u>
3/25	71%	16%
4/23	72%	12%

San Antonio (11%)

	<u>Favorable</u>	<u>Unfavorable</u>
3/25	76%	11%
4/23	72%	6%

Austin (9%)

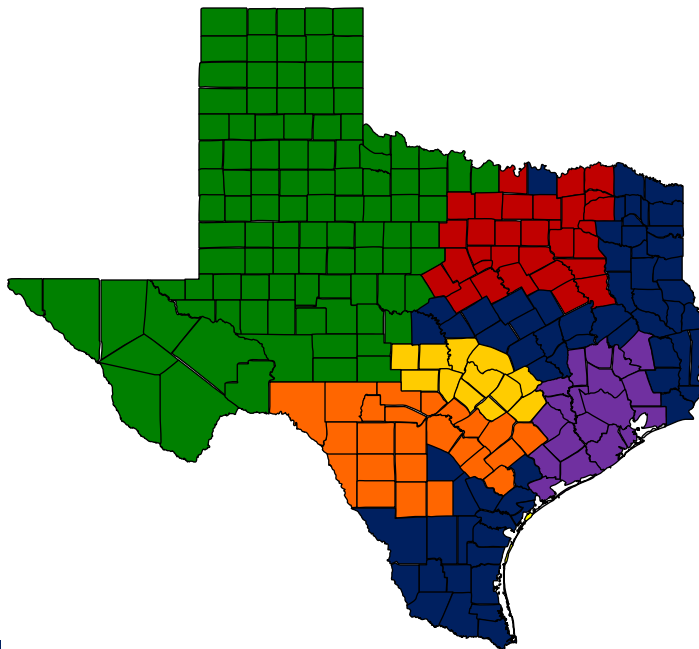
	<u>Favorable</u>	<u>Unfavorable</u>
3/25	82%	11%
4/23	75%	7%

Balance/East-South (16%)

	<u>Favorable</u>	<u>Unfavorable</u>
3/25	70%	13%
4/23	67%	10%

Houston (25%)

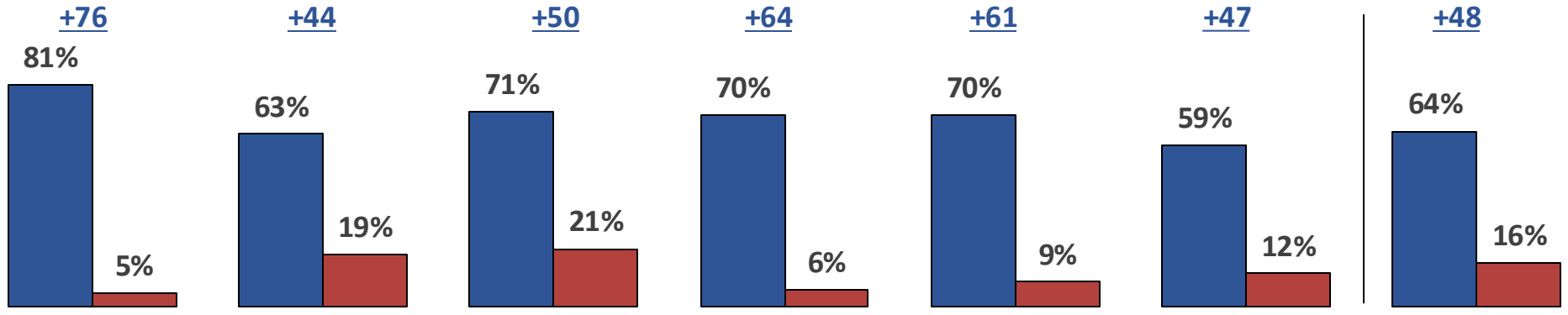
	<u>Favorable</u>	<u>Unfavorable</u>
3/25	71%	16%
4/23	67%	12%



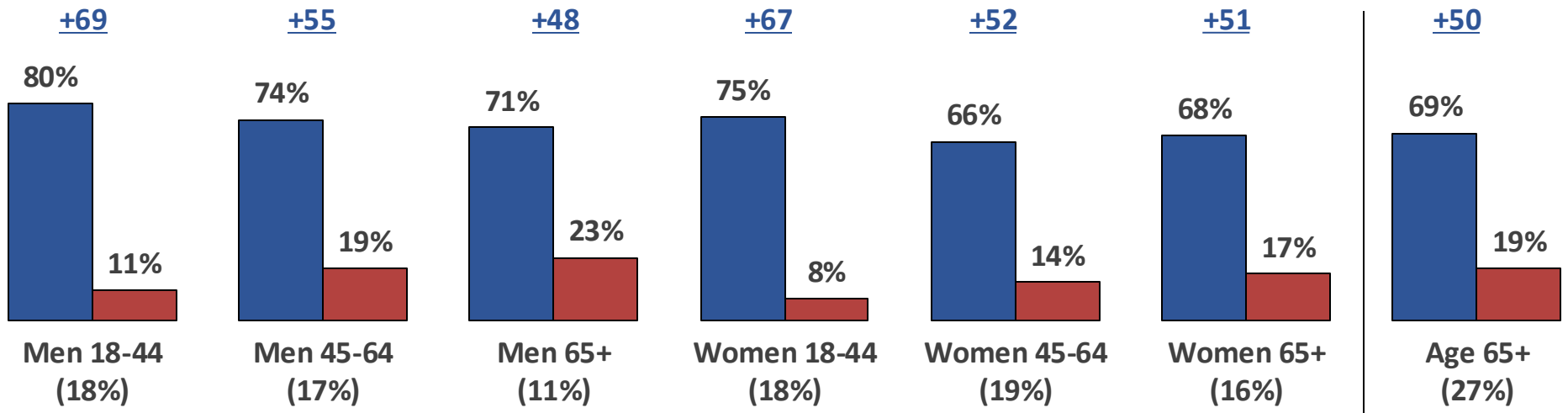
Women age 65+ and men between 45 and 64 are more favorable to renewable energy than two years ago.

Renewable Energy Image Trend by Gender/Age + Seniors

April 2023



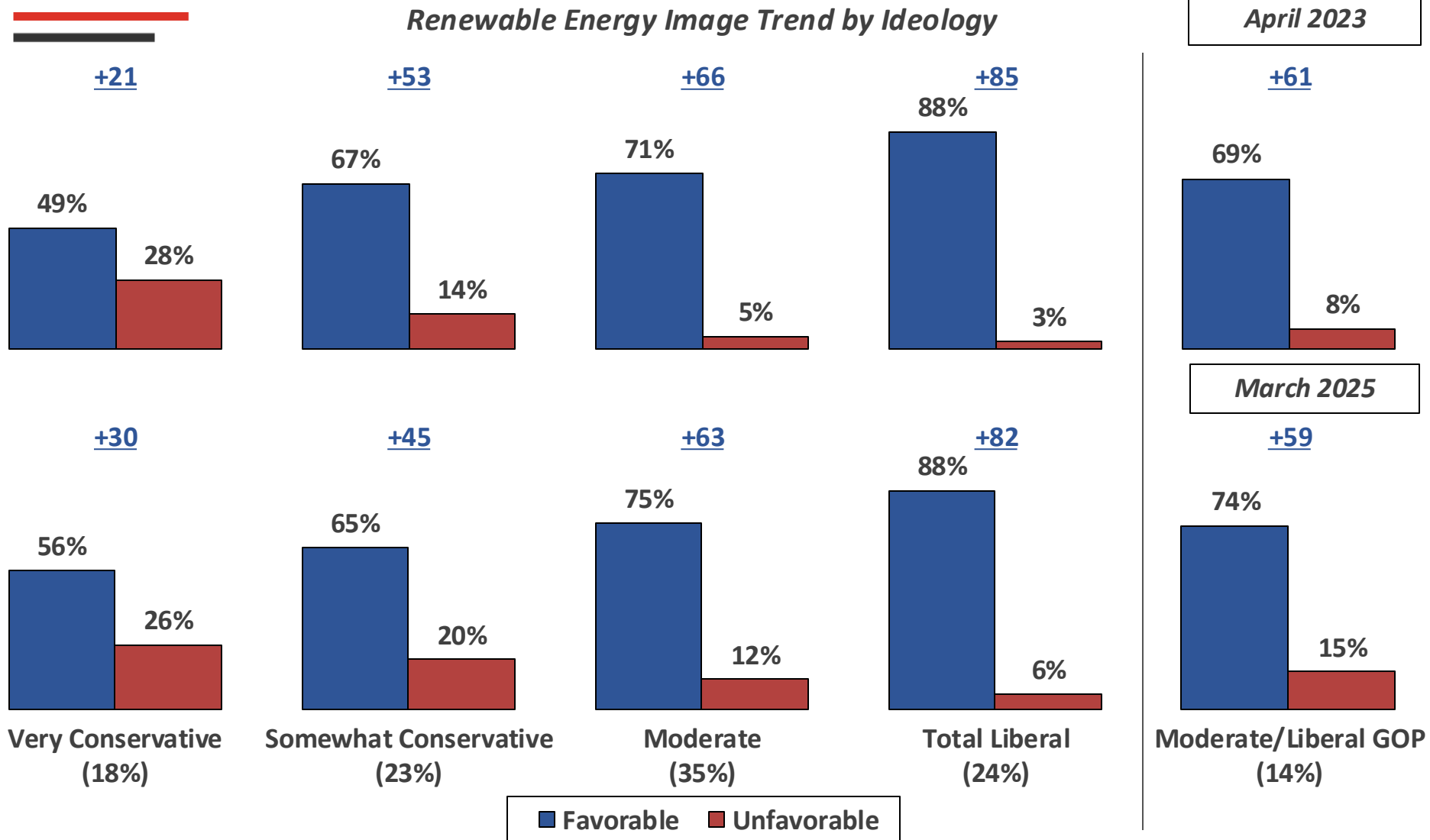
March 2025



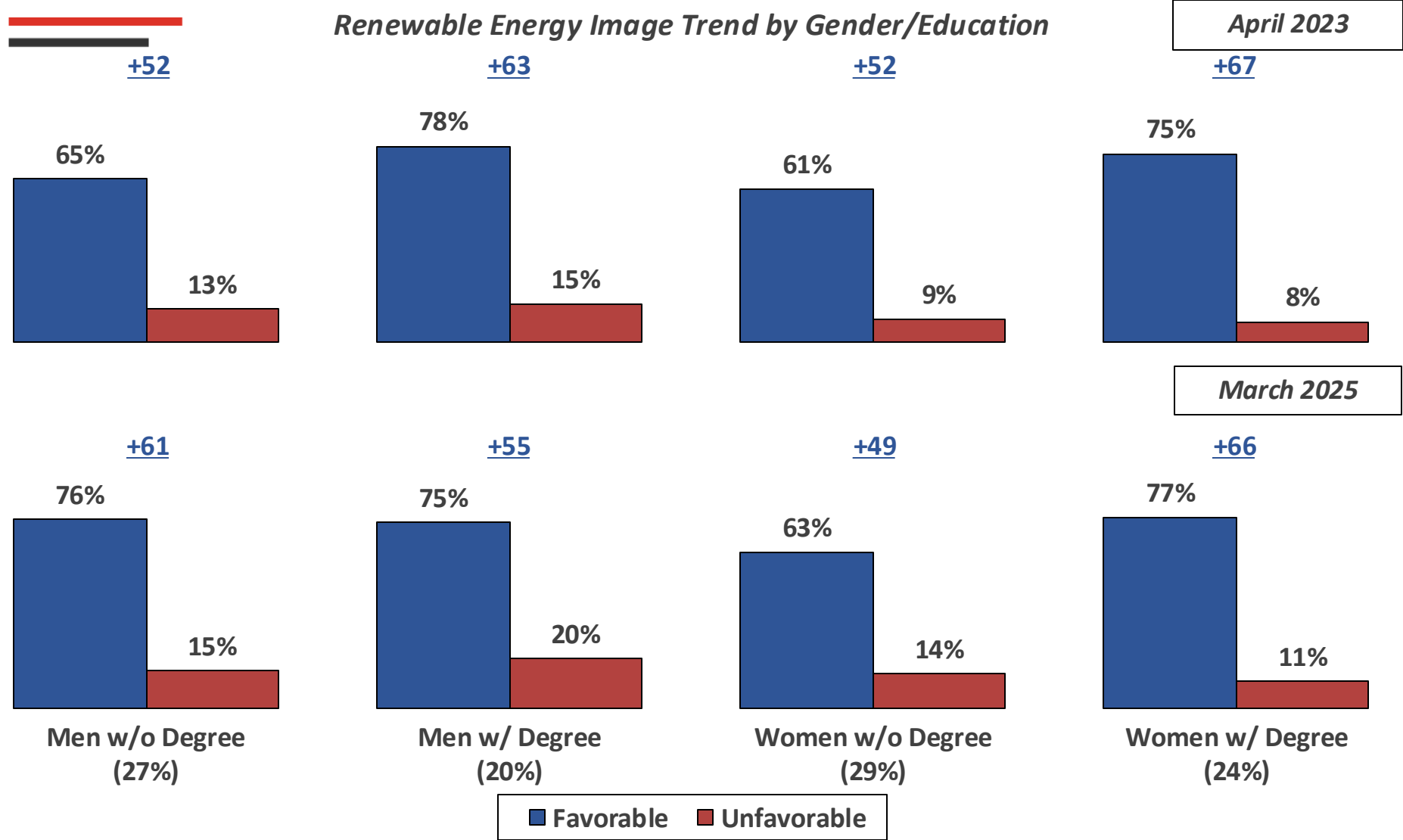
■ Favorable ■ Unfavorable

While very conservative voters are still the least favorable to renewable energy, they are more favorable than two years ago.

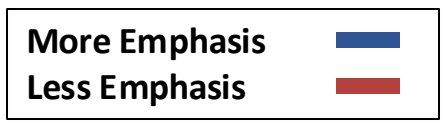
Renewable Energy Image Trend by Ideology



Men without degrees have an improved image of renewable energy compared to two years ago.

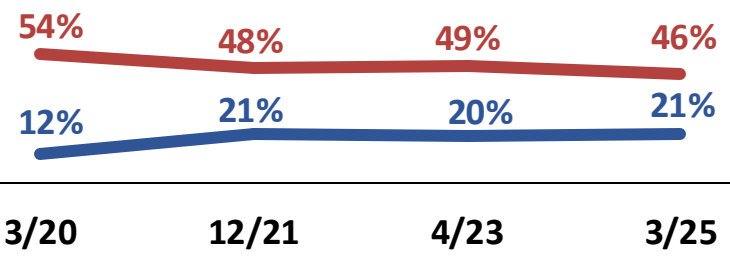


Voters believe Texas should put more emphasis on wind power, and oil and natural gas, but less emphasis on coal.

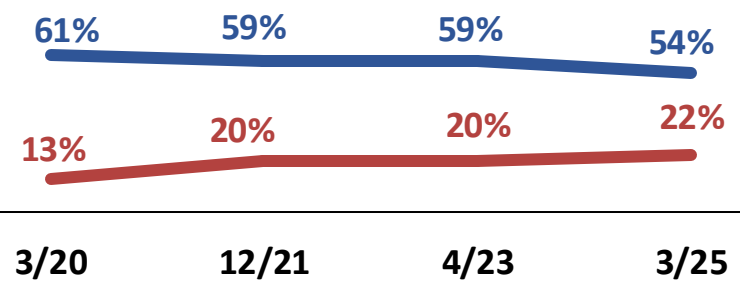


Coal

Oil and Natural Gas



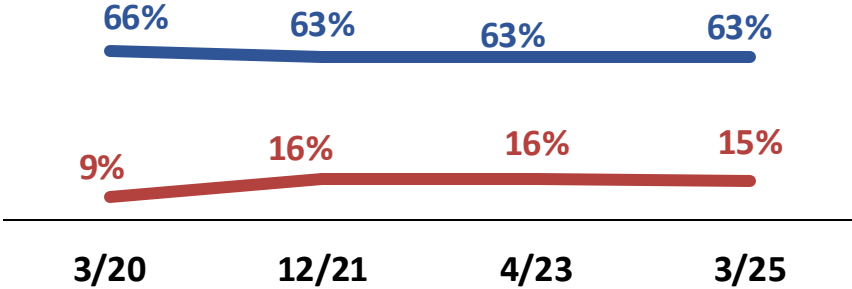
Wind Power



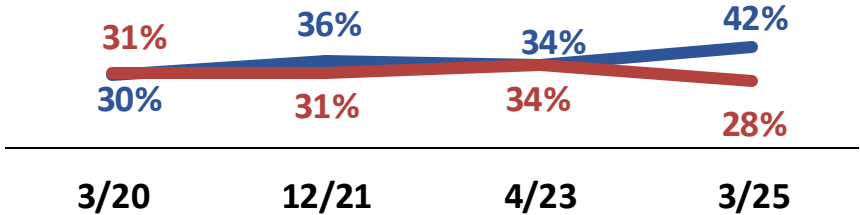
Texas voters now believe more emphasis should be placed on nuclear power. Solar and geothermal continue to be supported.



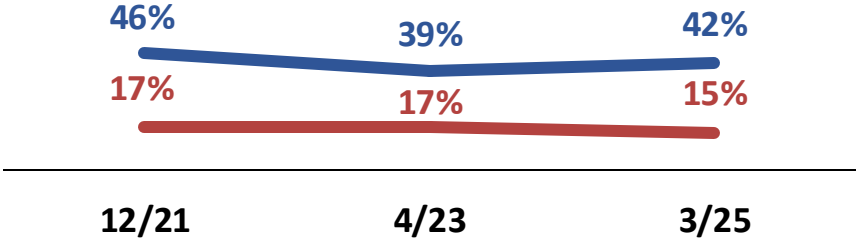
Solar Power



Nuclear Power[^]



Geothermal Energy^{^^}



[^]Split Sample A, N=500; ^{^^}Split Sample B, N=500.

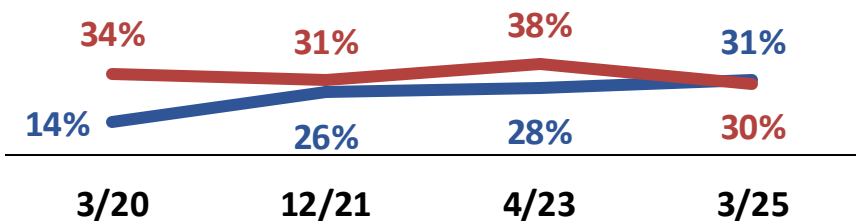
Republicans are divided on the amount of emphasis that should be placed on coal and wind power, an improvement for coal and a worsening for wind.

Energy Emphasis Trend Among Total GOP (50%)

More Emphasis 
Less Emphasis 

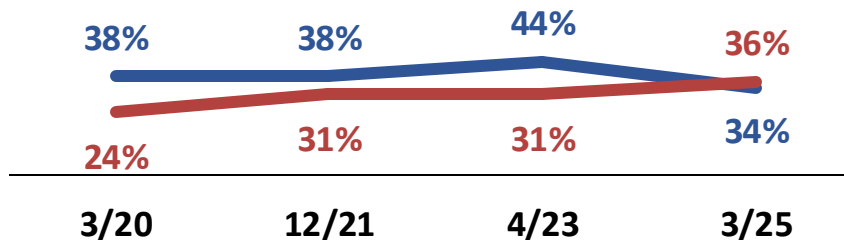
Coal

Oil and Natural Gas



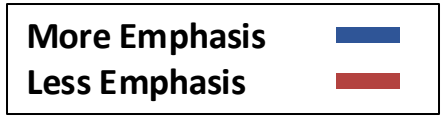
More Emphasis 63%
Less Emphasis 10%

Wind Power

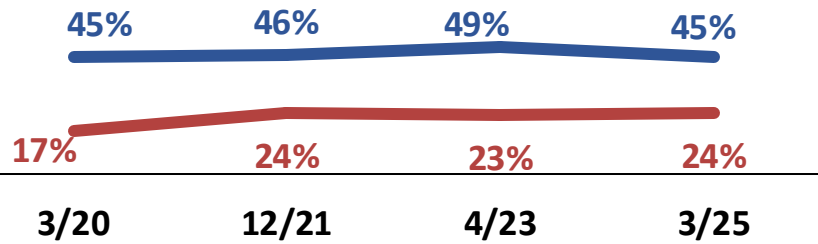


A majority of Republicans believe more emphasis should be placed on nuclear power.

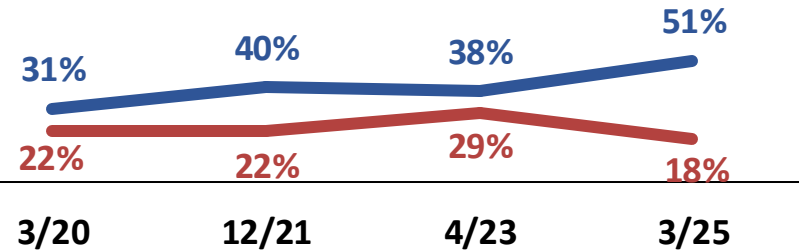
Energy Emphasis Trend Among Total GOP (50%)



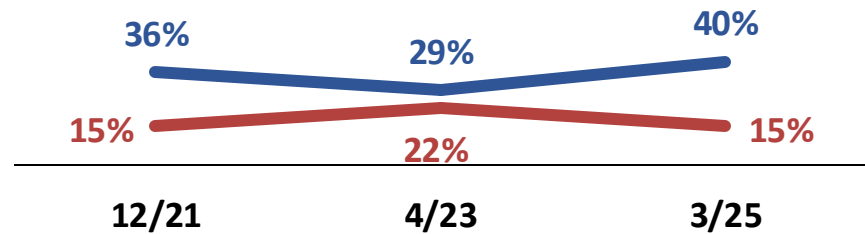
Solar Power



Nuclear Power[^]



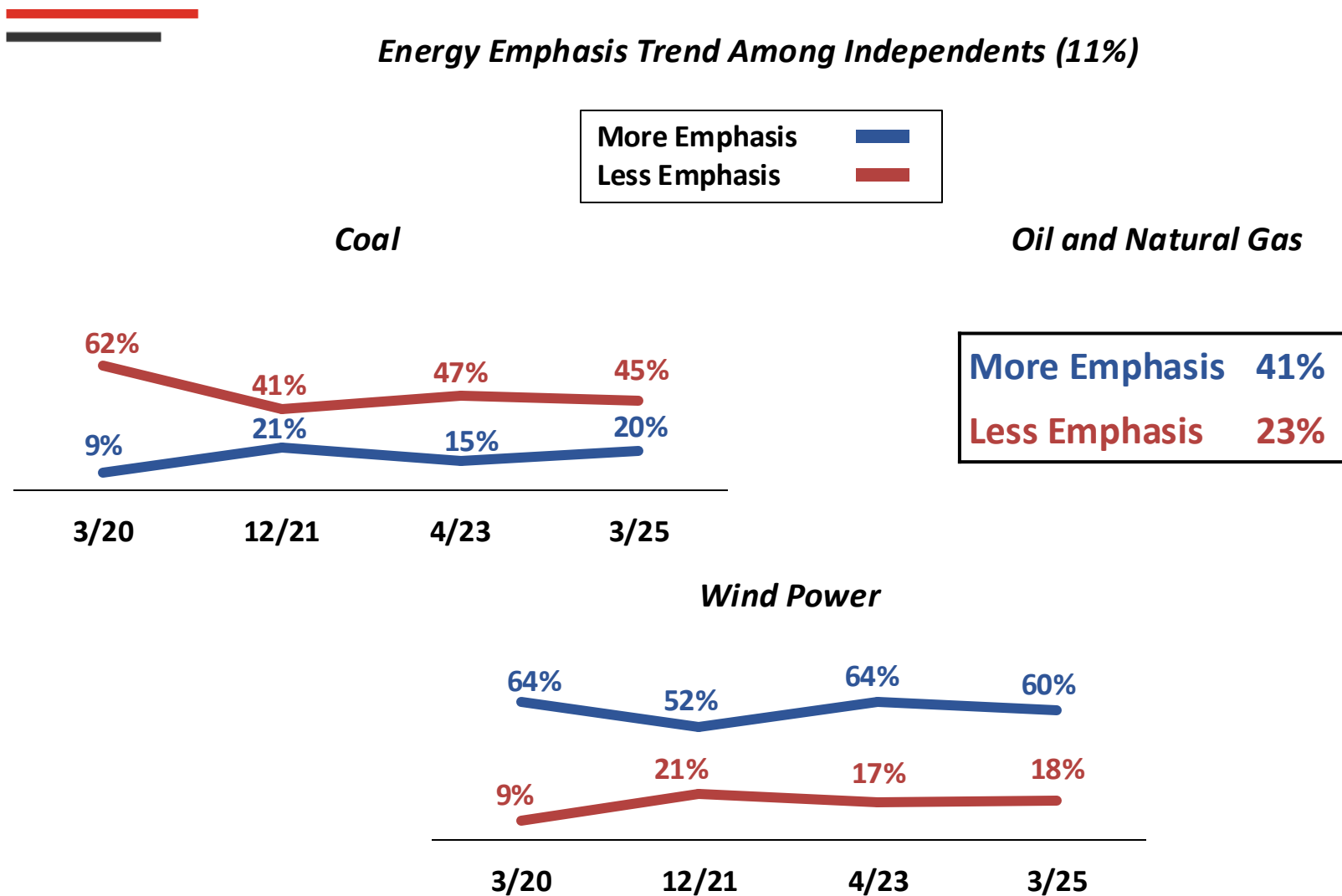
Geothermal Energy^{^^}



[^]Split Sample A, N=500; ^{^^}Split Sample B, N=500.

Independents believe less emphasis should be placed on coal. 60% of Independents believe more emphasis should be placed on wind power.

Energy Emphasis Trend Among Independents (11%)



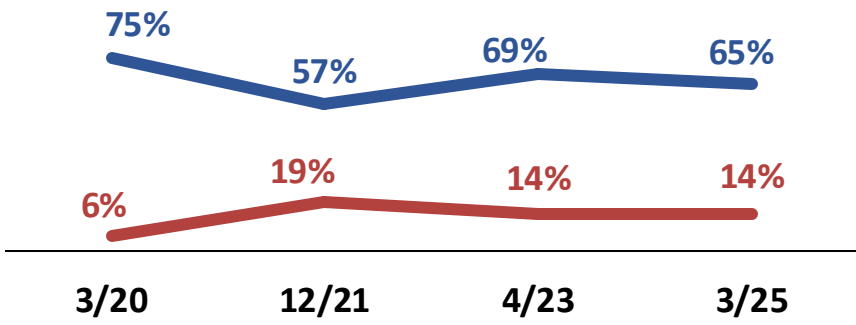
Independents are divided on nuclear power. They believe more emphasis should be placed on solar power and geothermal energy.



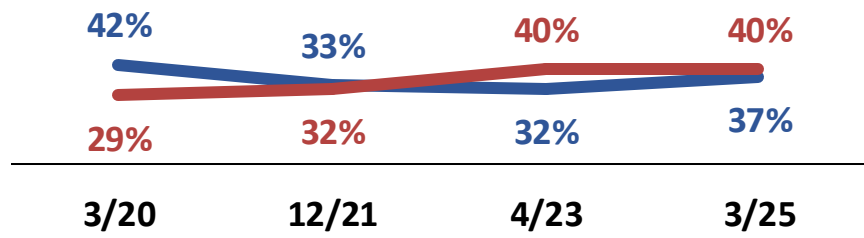
Energy Emphasis Trend Among Independents (11%)

More Emphasis ■
 Less Emphasis ■

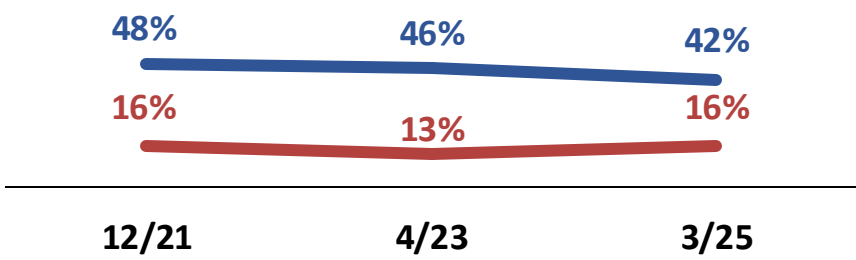
Solar Power



Nuclear Power[^]

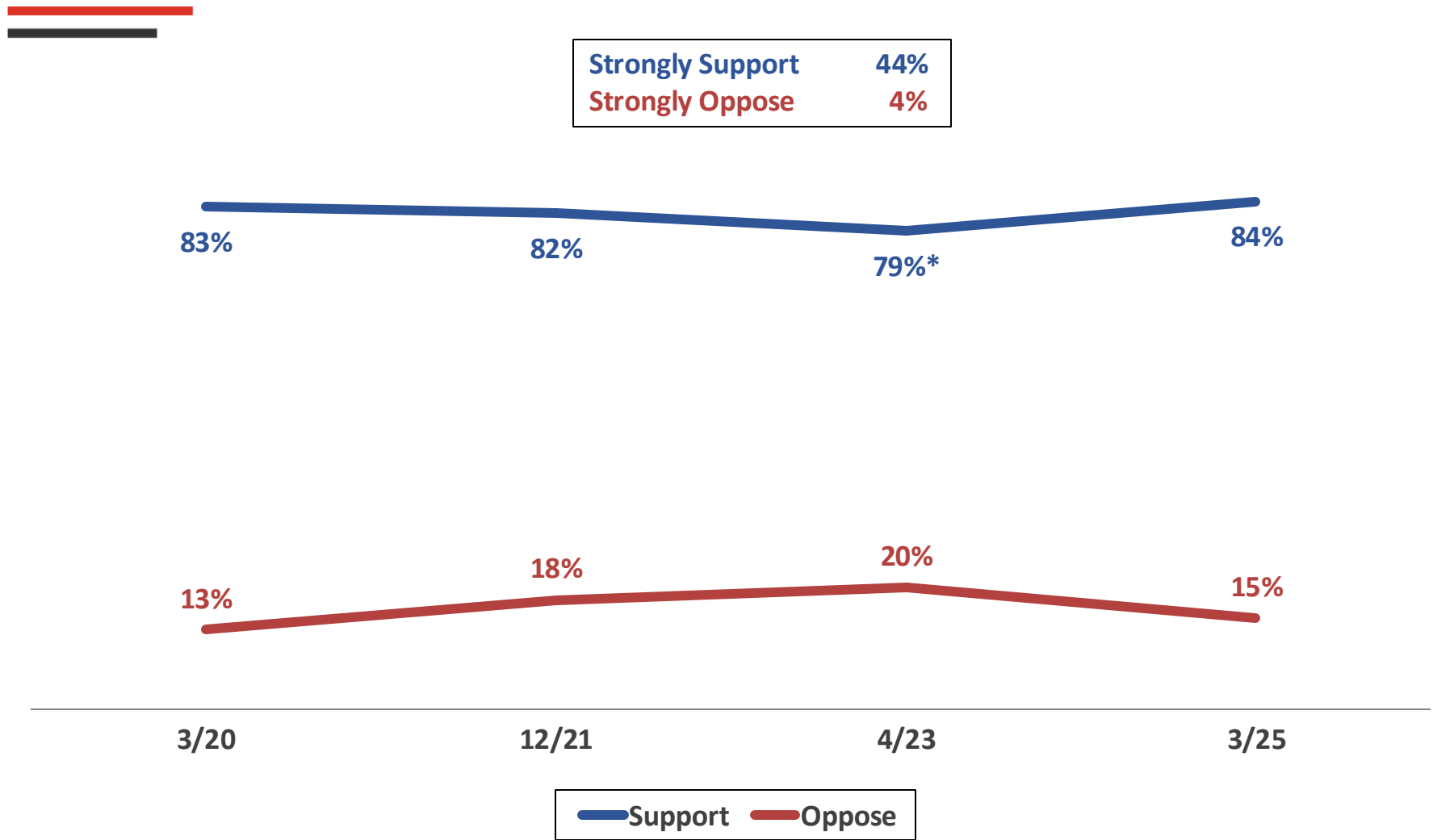


Geothermal Energy^{^^}



[^]Split Sample A, N=500; ^{^^}Split Sample B, N=500.

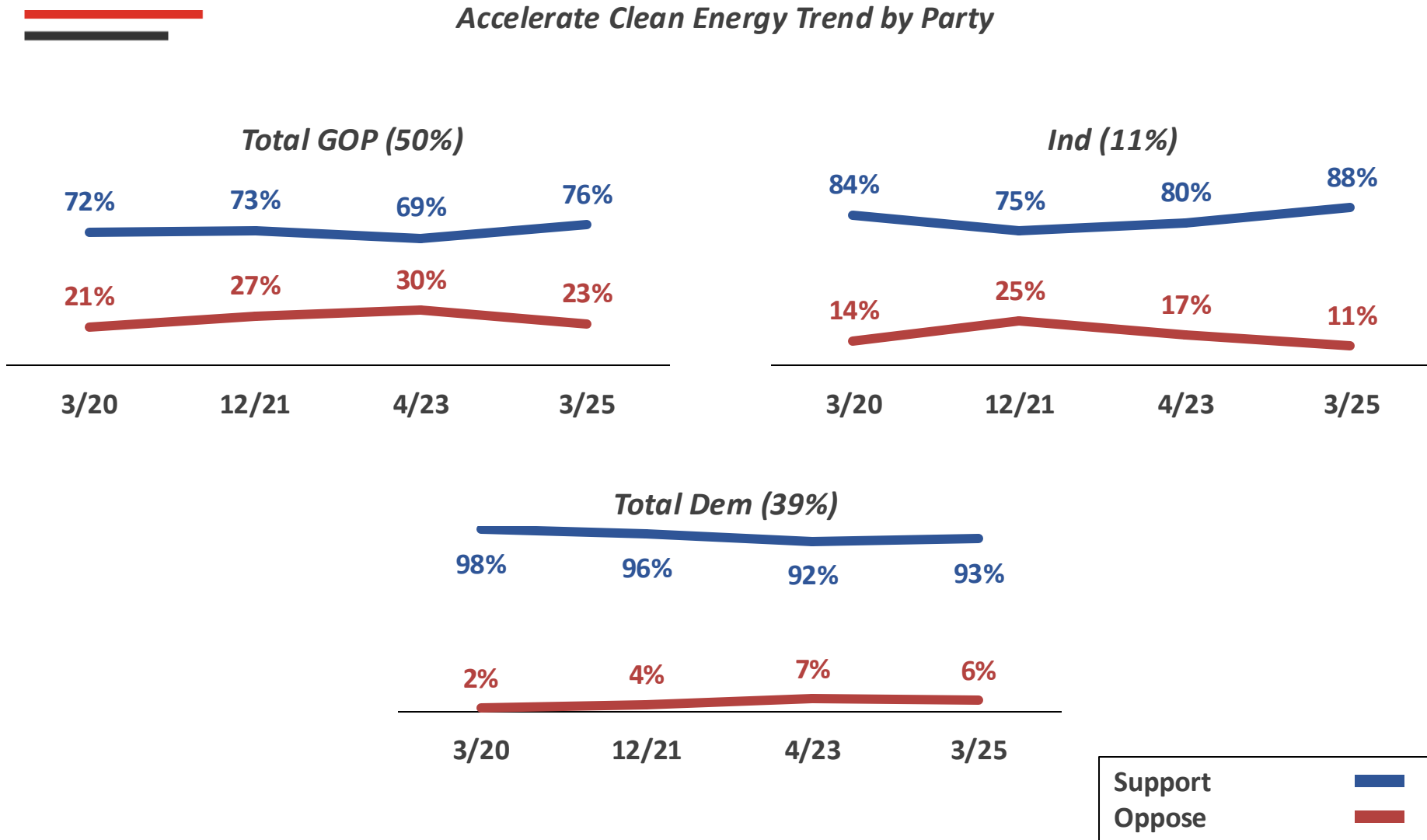
Over 80% of Texans support, with over 40% strongly supporting, the state government taking action to accelerate clean energy development.



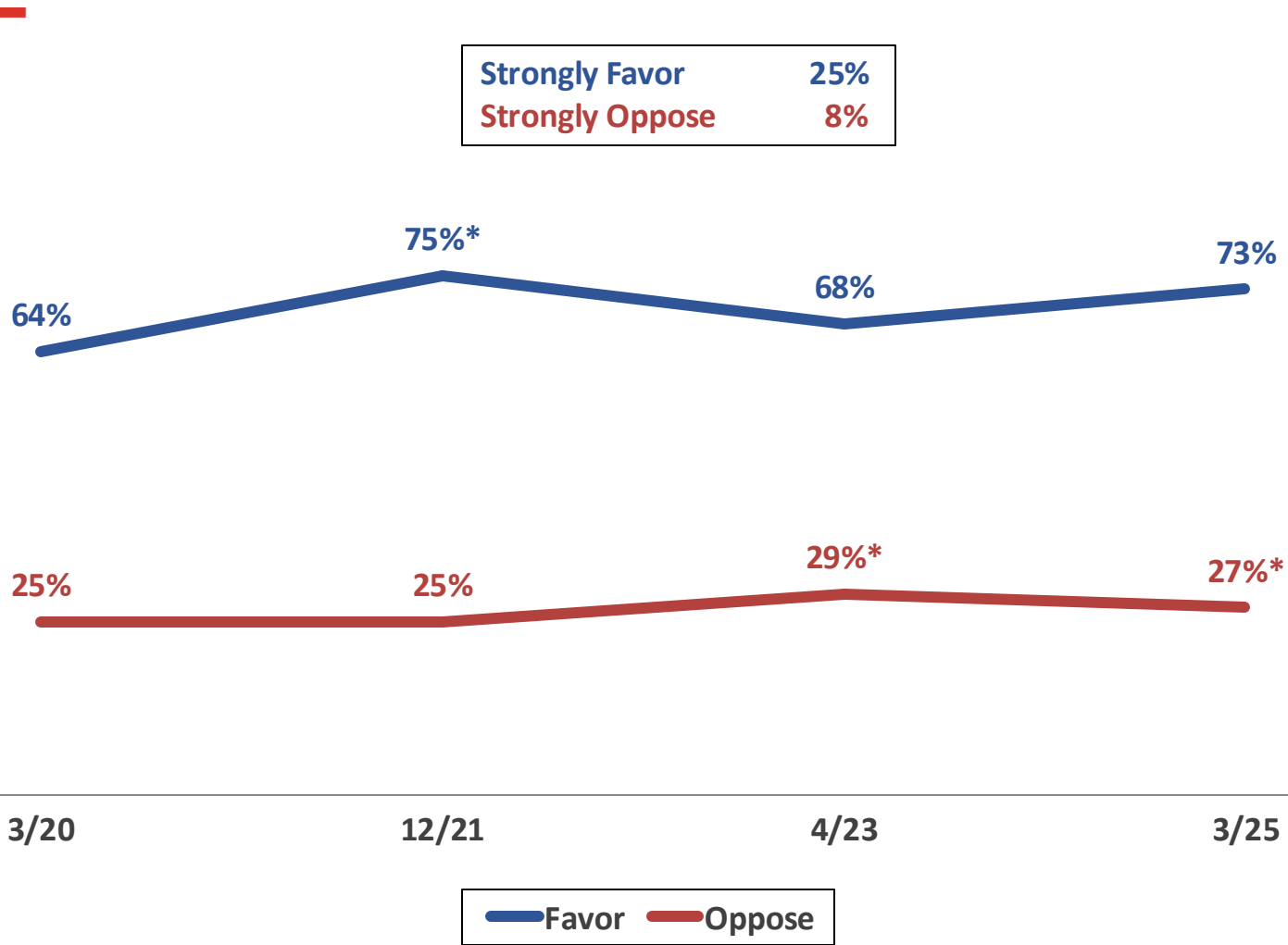
*Denotes Rounding.

Three-quarters of Republicans and nearly 90% of Independents support government action to accelerate clean energy.

Accelerate Clean Energy Trend by Party



Nearly three quarters of voters are in favor of carbon capture technology.



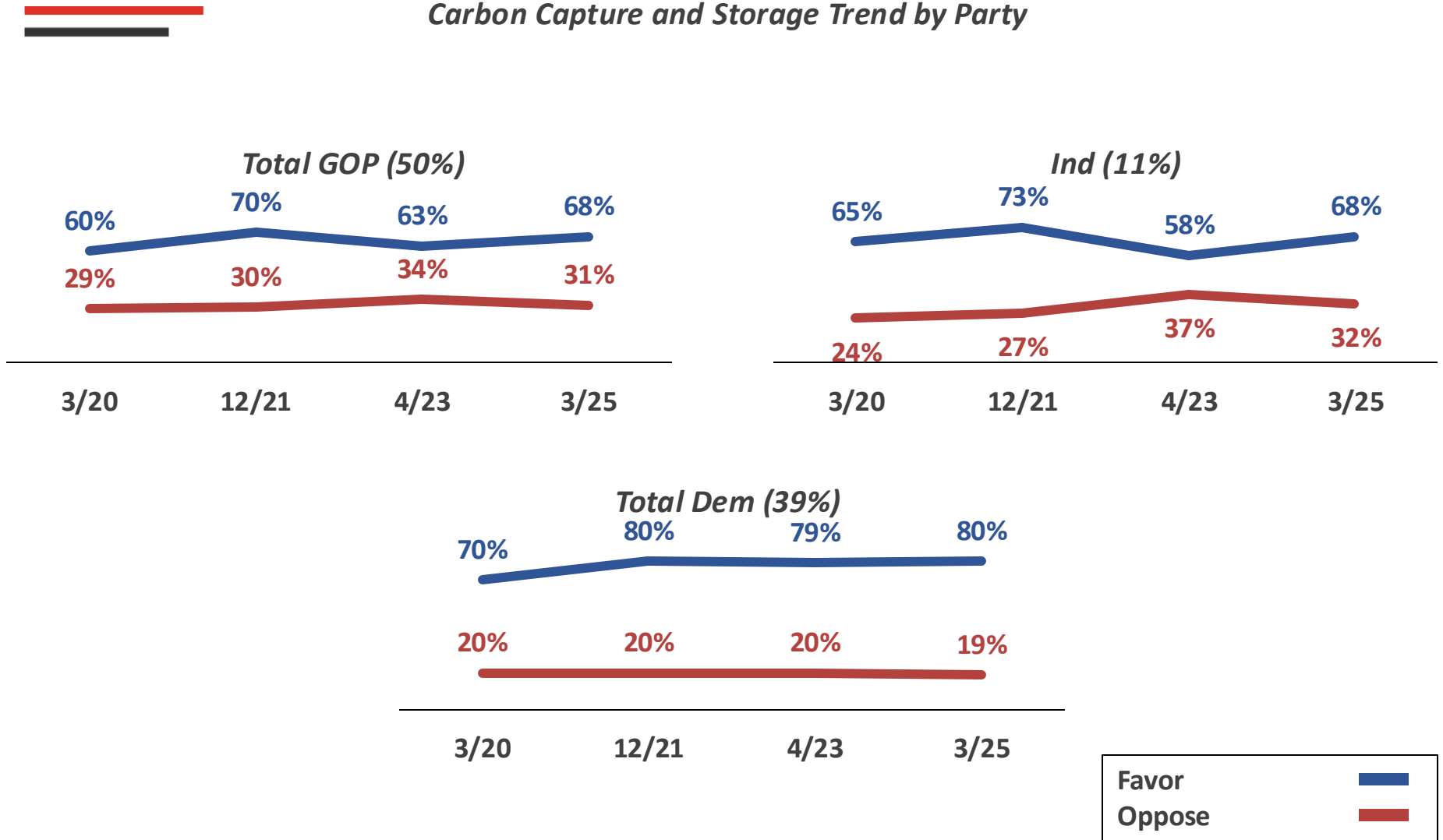
*Denotes Rounding.



"As you may know, a new technology known as "Carbon Capture and Storage" can trap and prevent carbon dioxide emissions, also known as "CO2", produced in electricity generation and industrial processes, stopping the carbon dioxide emissions from entering the earth's atmosphere. It also makes fracking more efficient by recovering more oil. Adding Carbon Capture and Storage to power plants may increase the cost of electricity but would help protect the environment. Do you favor or oppose expanding the development of Carbon Capture and Storage technology in Texas?"

80% of Democrats and nearly 70% of Republicans and Independents are in favor of carbon capture technology.

Carbon Capture and Storage Trend by Party



Voters in all media markets favor carbon capture at a high rate.

Carbon Capture and Storage Trend by DMA

Balance/West-South (8%)

	<u>Favor</u>	<u>Oppose</u>
3/25	72%	28%
4/23	59%	36%
12/21	82%	18%
3/20	69%	23%

Dallas-Ft. Worth (31%)

	<u>Favor</u>	<u>Oppose</u>
3/25	72%	27%
4/23	69%	27%
12/21	73%	27%
3/20	68%	21%

San Antonio (11%)

	<u>Favor</u>	<u>Oppose</u>
3/25	78%	20%
4/23	62%	35%
12/21	75%	25%
3/20	66%	25%

Austin (9%)

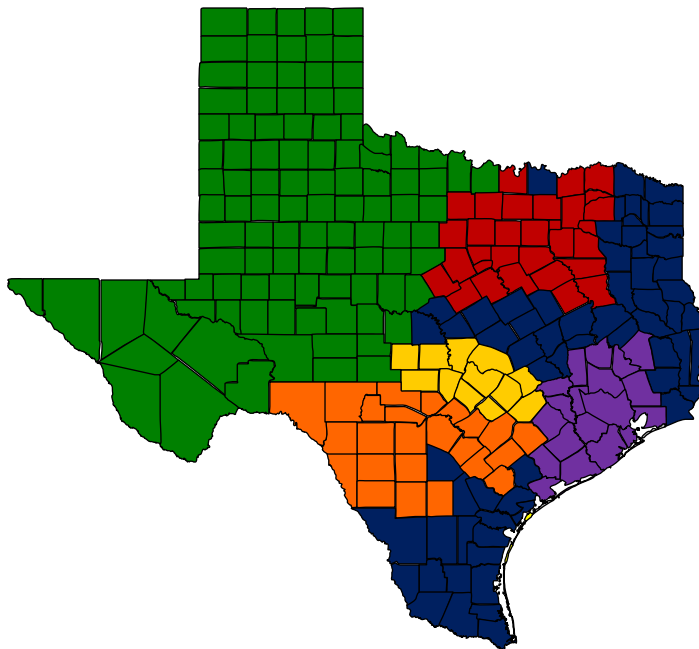
	<u>Favor</u>	<u>Oppose</u>
3/25	66%	33%
4/23	75%	24%
12/21	79%	21%
3/20	58%	23%

Balance/East-South (16%)

	<u>Favor</u>	<u>Oppose</u>
3/25	74%	25%
4/23	69%	30%
12/21	74%	26%
3/20	60%	29%

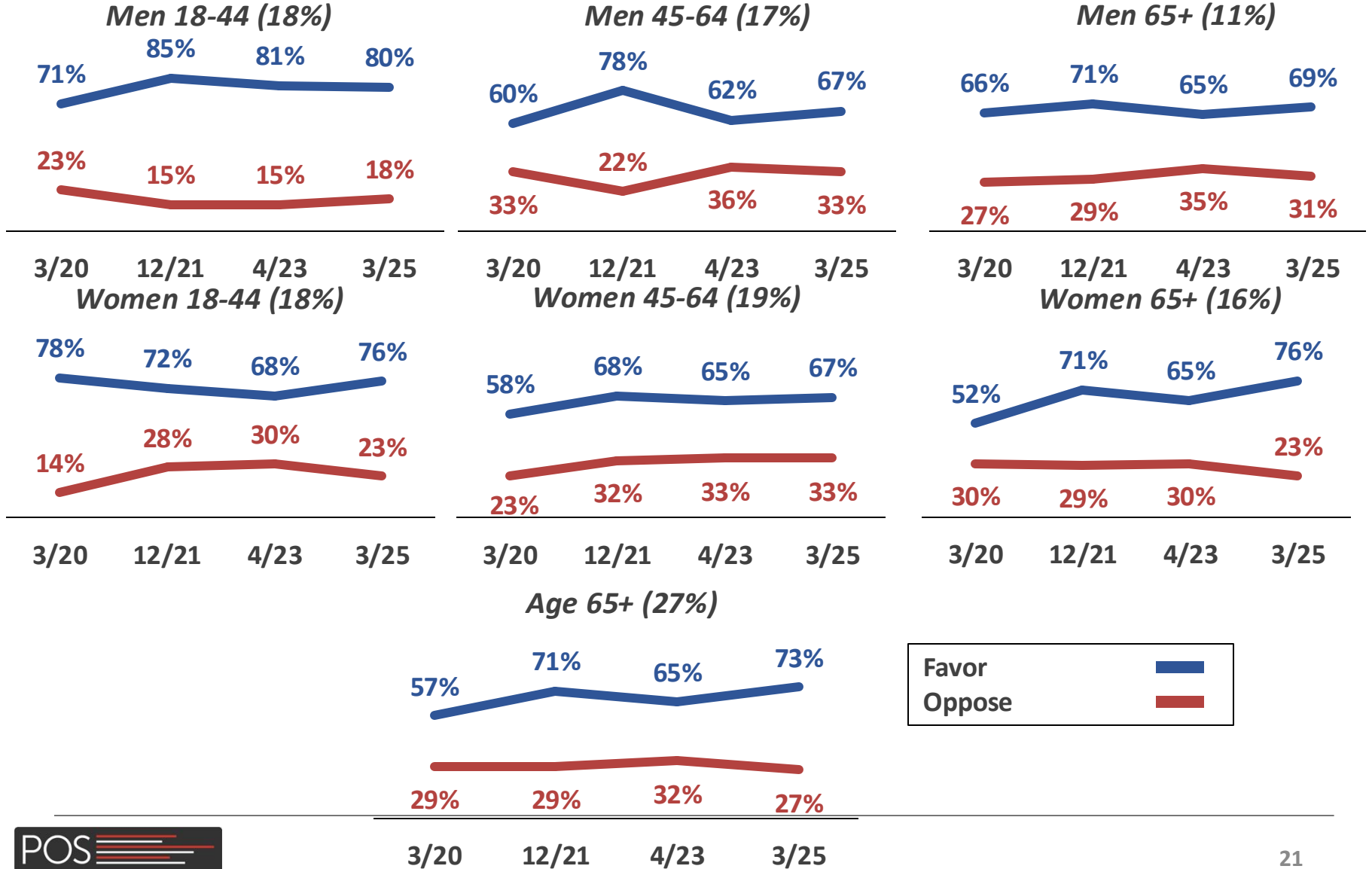
Houston (25%)

	<u>Favor</u>	<u>Oppose</u>
3/25	73%	26%
4/23	70%	29%
12/21	71%	29%
3/20	63%	27%



Seniors are more supportive of carbon capture technology than they were in 2023.

Carbon Capture and Storage Trend by Gender/Age + Seniors

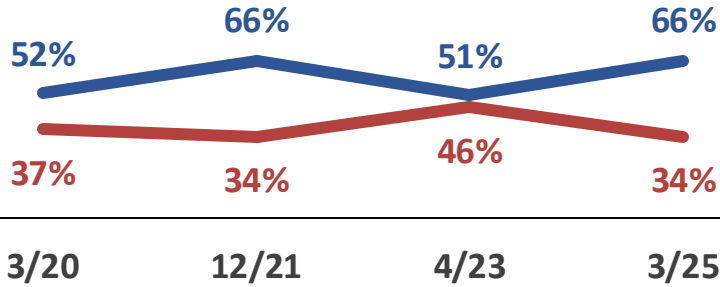


Favor █
Oppose █

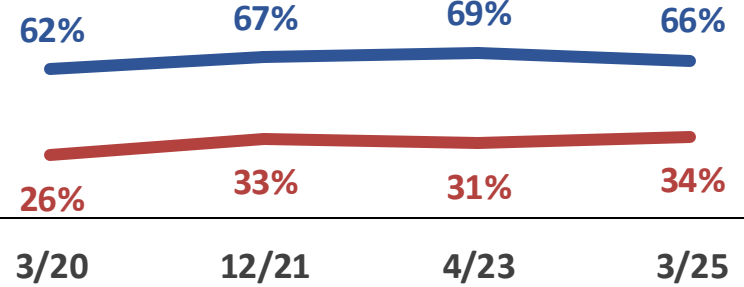
Two-thirds of conservative voters support carbon capture.

Carbon Capture and Storage Trend by Ideology

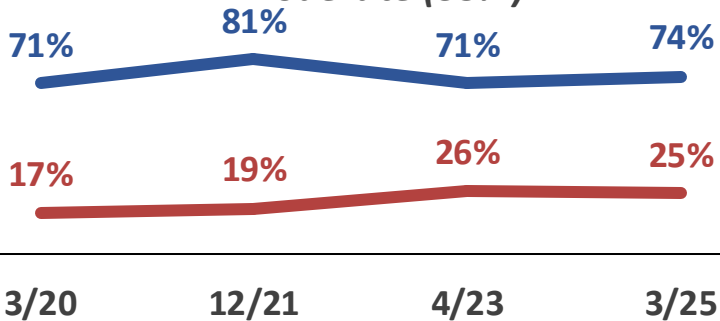
Very Conservative (18%)



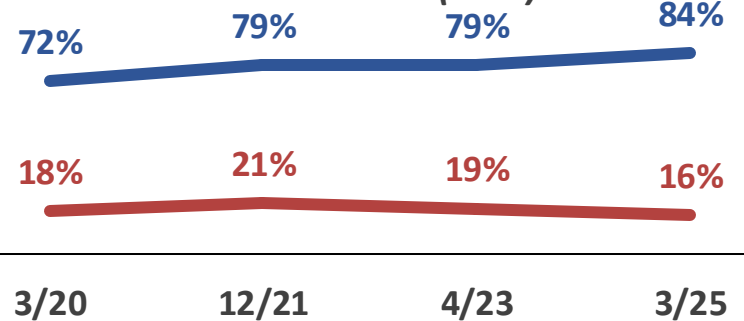
Somewhat Conservative (23%)



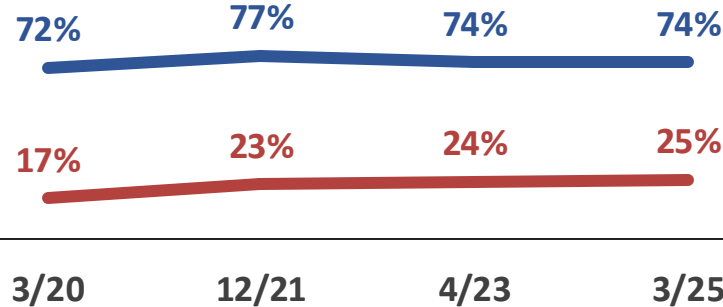
Moderate (35%)



Total Liberal (24%)



Moderate/Liberal GOP (14%)



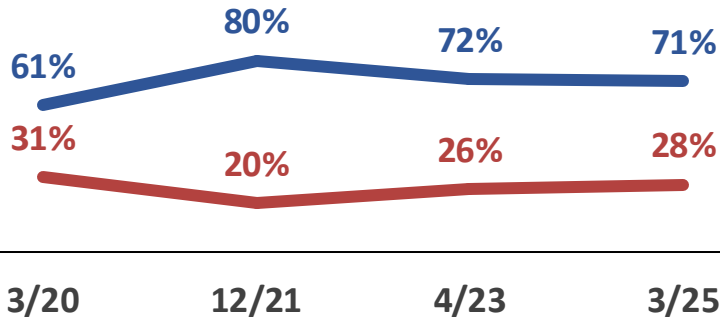
Favor █
Oppose █

Support for carbon capture is above 70% with all gender/education groups.

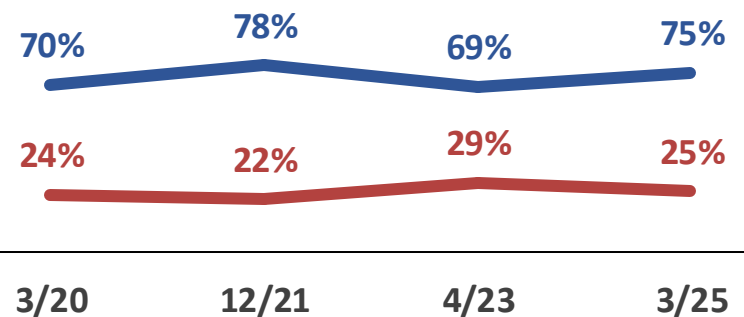
Carbon Capture and Storage Trend by Gender/Education



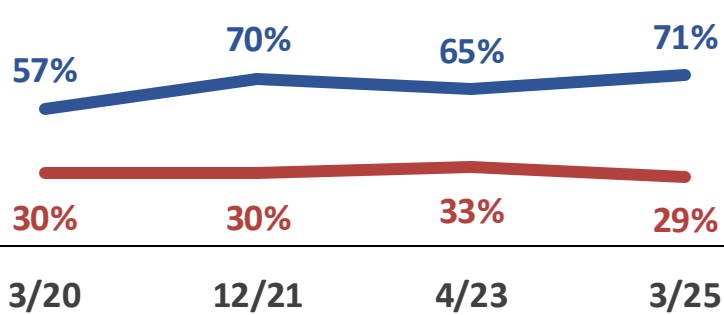
Men w/o Degree (27%)



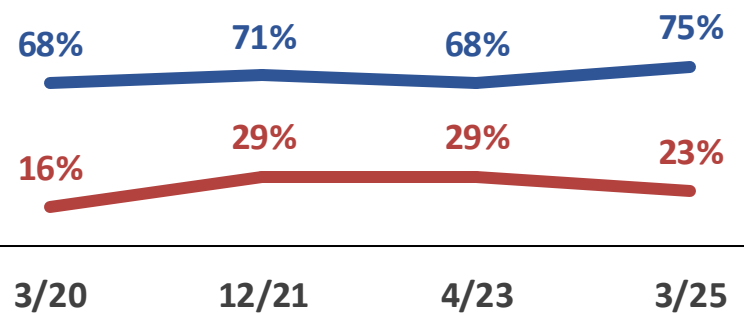
Men w/ Degree (20%)



Women w/o Degree (29%)



Women w/ Degree (24%)



While over 60% of voters favor free market solutions to increase clean energy production, it is at its lowest level support since the question was first asked.

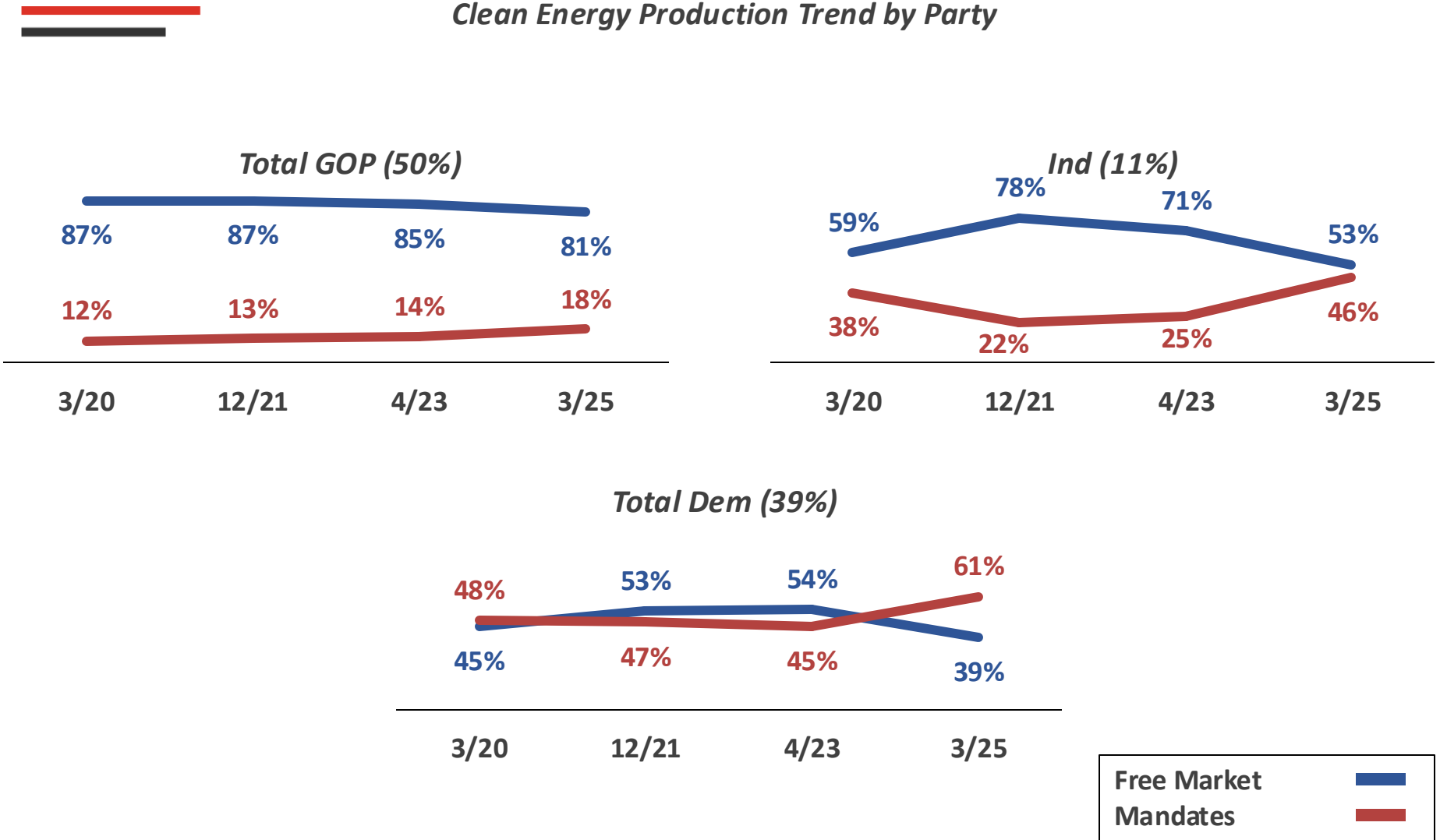


	Mar. 2020	Dec. 2021	Apr. 2023	Mar. 2025
<i>Approaches that allow the free market and the private sector to provide more clean energy production</i>	67%	72%	72%	61%
<i>Government mandates and incentives to provide more clean energy production*</i>	30%	28%	27%	38%

*Previous surveys read as: "Government mandates and incentives."

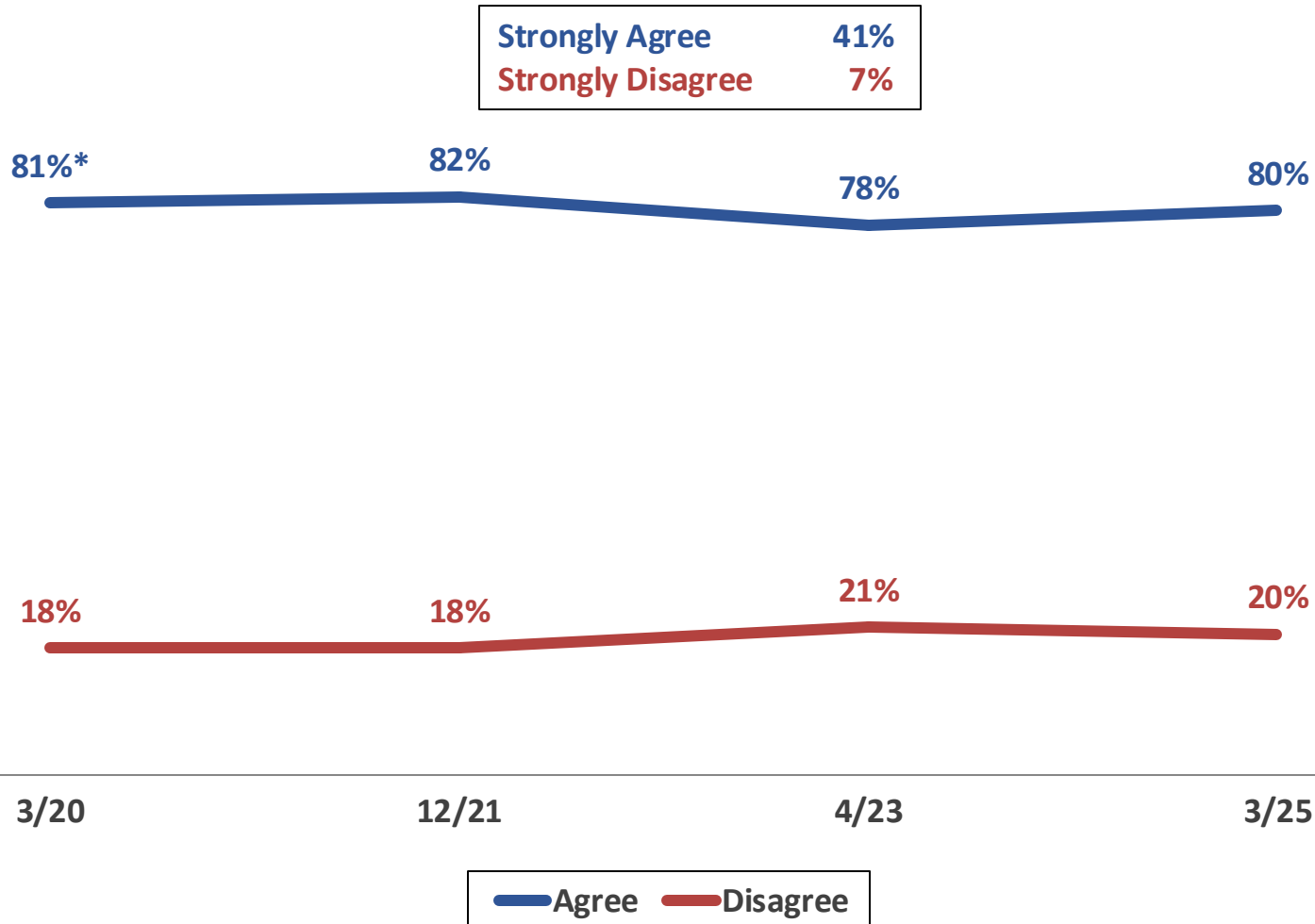
Over 60% of Democrats now favor mandates and Independents only narrowly favor a free market approach.

Clean Energy Production Trend by Party



Four-in-five voters support Texas pursuing an “all-of-the-above energy strategy.”

“Texas should pursue an all-of-the-above energy strategy, which means lowering our heavy dependence on fossil fuels over time and increasing electricity generated from clean energy sources like wind, solar, and geothermal as well as promoting more energy efficiency.”



*Denotes Rounding.

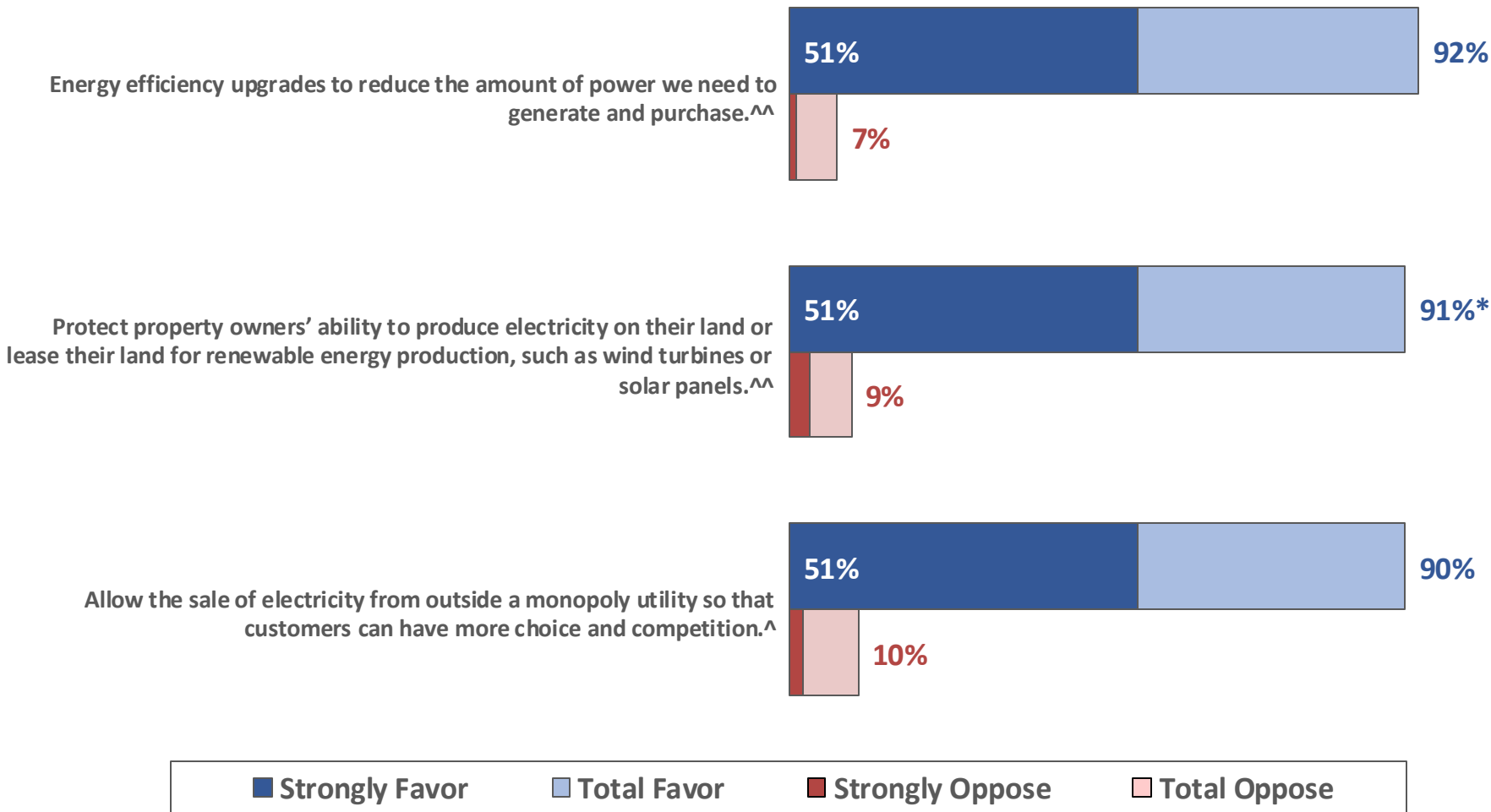
Top Groups

Top Groups – Strongly Agree (41%)

White Dems	72%
Dem Men	68%
Base Dem	67%
Ideology: Total Liberal	67%
Dem Women	58%
Education: Graduate/Prof.	57%
Soft/Lean Dem	56%
Ethnicity: Hispanic	50%
Age: 18-34	50%
DMA: Austin	49%
Women 18-44	49%
Region: South/Coastal	48%
Ethnicity: Voters of Color	47%
DMA: San Antonio	47%
Men 18-44	47%
Geography: Urban	47%
Age: 35-44	46%
Women w/ Degree	46%

Reducing the amount of power needed and protecting property owners are the most favored policies.

Ranked by % *Strongly Favor*

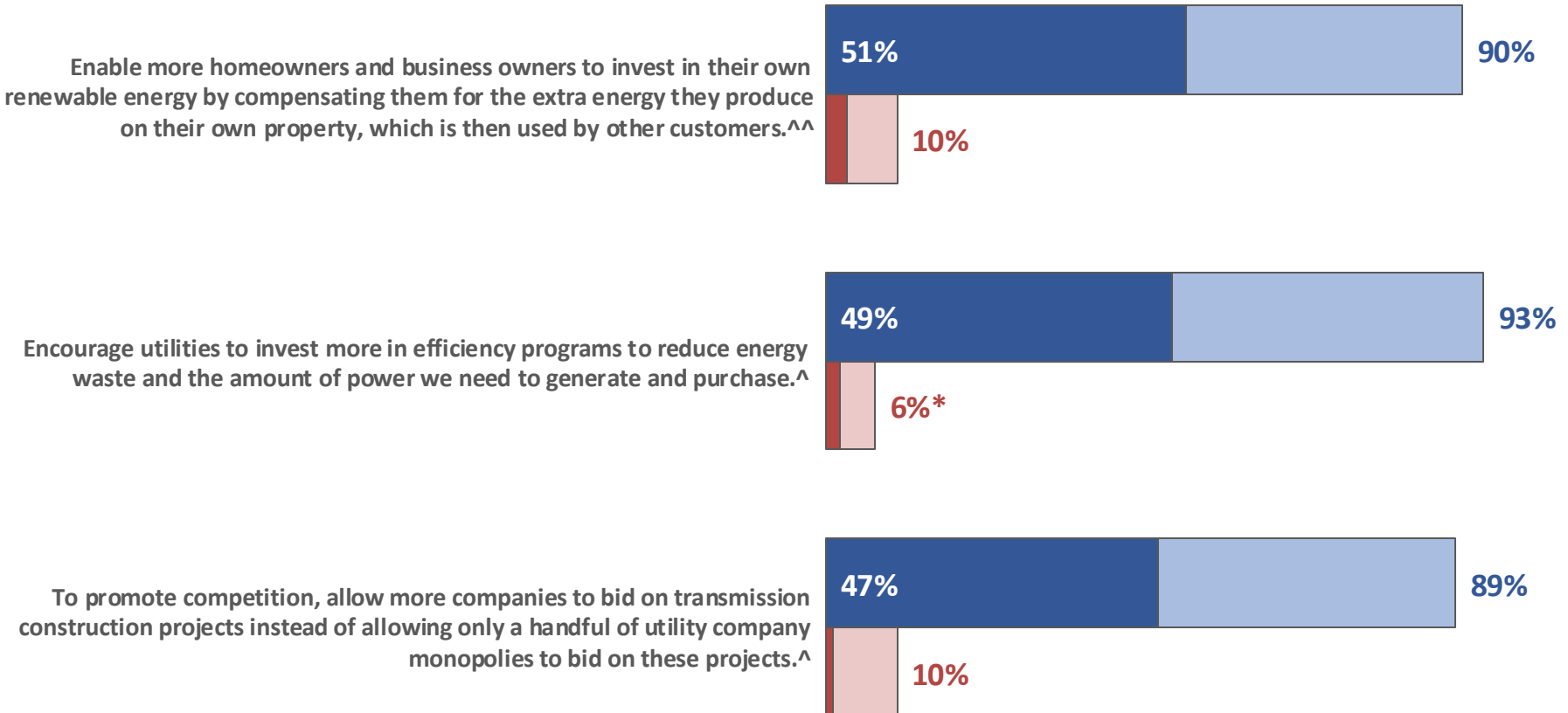


*Denotes Rounding; ^Split Sample A, N=500, ^^Split Sample B, N=500.

“Now, I am going to read you a list of policies that advocates have prioritized to help expand Texas’ commitment to clean energy. After I read each one, please tell me whether you favor or oppose that policy.”

Voters agree with policies that allow owners to invest in their own renewable energy.

Ranked by % *Strongly Favor*



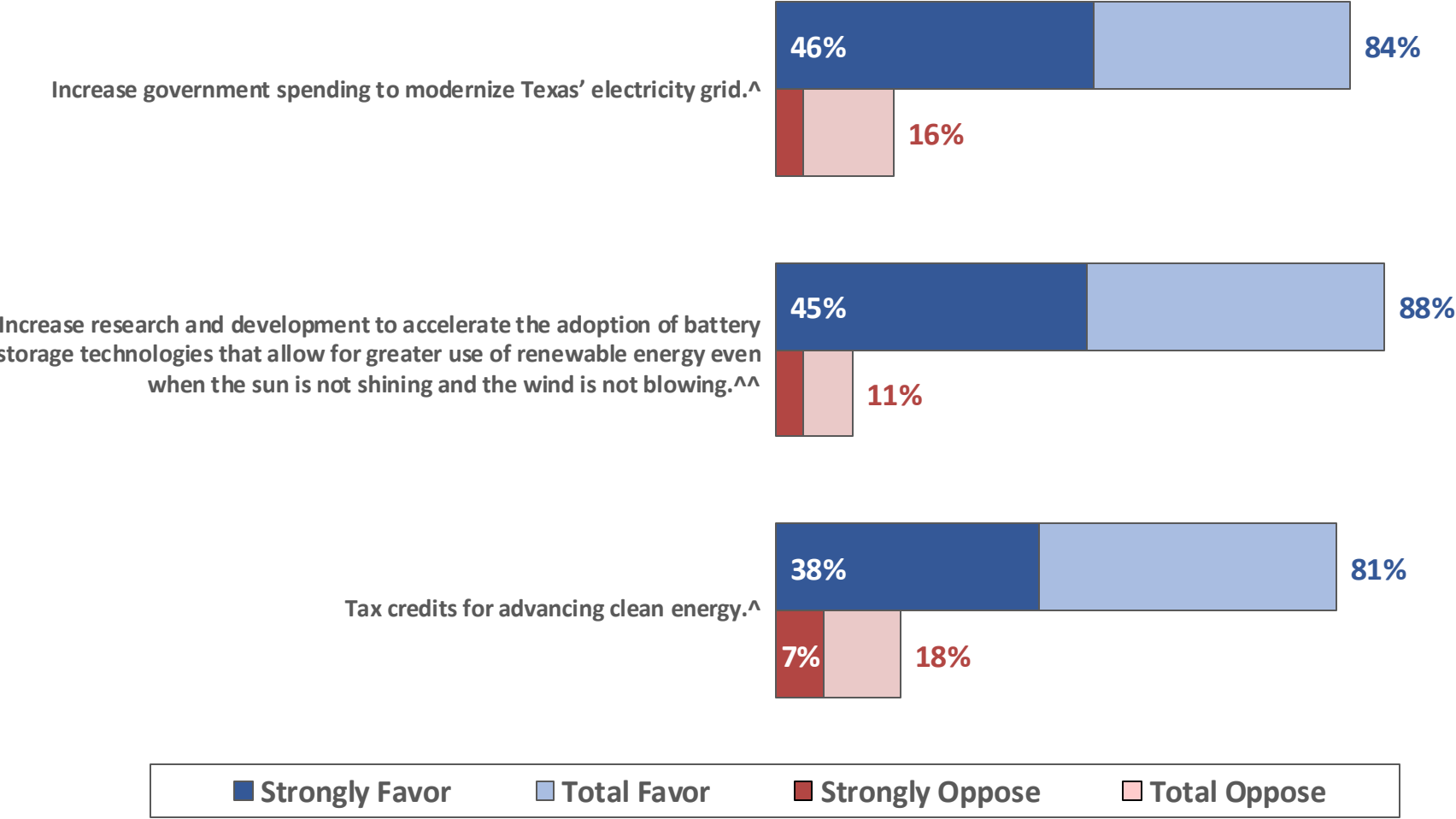
*Denotes Rounding; [^]Split Sample A, N=500, ^{^^}Split Sample B, N=500.

“Now, I am going to read you a list of policies that advocates have prioritized to help expand Texas’ commitment to clean energy. After I read each one, please tell me whether you favor or oppose that policy.”

Even these policies enjoy high support.



Ranked by % Strongly Favor



■ Strongly Favor ■ Total Favor ■ Strongly Oppose ■ Total Oppose

*Denotes Rounding; ^Split Sample A, N=500, ^^Split Sample B, N=500.

“Now, I am going to read you a list of policies that advocates have prioritized to help expand Texas’ commitment to clean energy. After I read each one, please tell me whether you favor or oppose that policy.”

Top Clean Energy Policies by Party

Ranked by % Strongly Favor

GOP
(50%)

Ind
(11%)

Allow the sale of electricity from outside a monopoly utility so that customers can have more choice and competition.[^] **48%**

Energy efficiency upgrades to reduce the amount of power we need to generate and purchase.^{^^} **62%**

To promote competition, allow more companies to bid on transmission construction projects instead of allowing only a handful of utility company monopolies to bid on these projects.[^] **46%**

Protect property owners' ability to produce electricity on their land or lease their land for renewable energy production, such as wind turbines or solar panels.^{^^} **58%**

Enable more homeowners and business owners to invest in their own renewable energy by compensating them for the extra energy they produce on their own property, which is then used by other customers.^{^^} **43%**

Increase research and development to accelerate the adoption of battery storage technologies that allow for greater use of renewable energy even when the sun is not shining and the wind is not blowing.^{^^} **56%**

Encourage utilities to invest more in efficiency programs to reduce energy waste and the amount of power we need to generate and purchase.[^] **42%**

Enable more homeowners and business owners to invest in their own renewable energy by compensating them for the extra energy they produce on their own property, which is then used by other customers.^{^^} **53%**

[^]Split Sample A, N=500, ^{^^}Split Sample B, N=500.

Top Clean Energy Policies by Party

Ranked by % Strongly Favor

Dem (39%)	
Energy efficiency upgrades to reduce the amount of power we need to generate and purchase. ^{^^}	63%
Protect property owners' ability to produce electricity on their land or lease their land for renewable energy production, such as wind turbines or solar panels. ^{^^}	61%
Enable more homeowners and business owners to invest in their own renewable energy by compensating them for the extra energy they produce on their own property, which is then used by other customers. ^{^^}	61%
Encourage utilities to invest more in efficiency programs to reduce energy waste and the amount of power we need to generate and purchase. [^]	58%

[^]Split Sample A, N=500, ^{^^}Split Sample B, N=500.

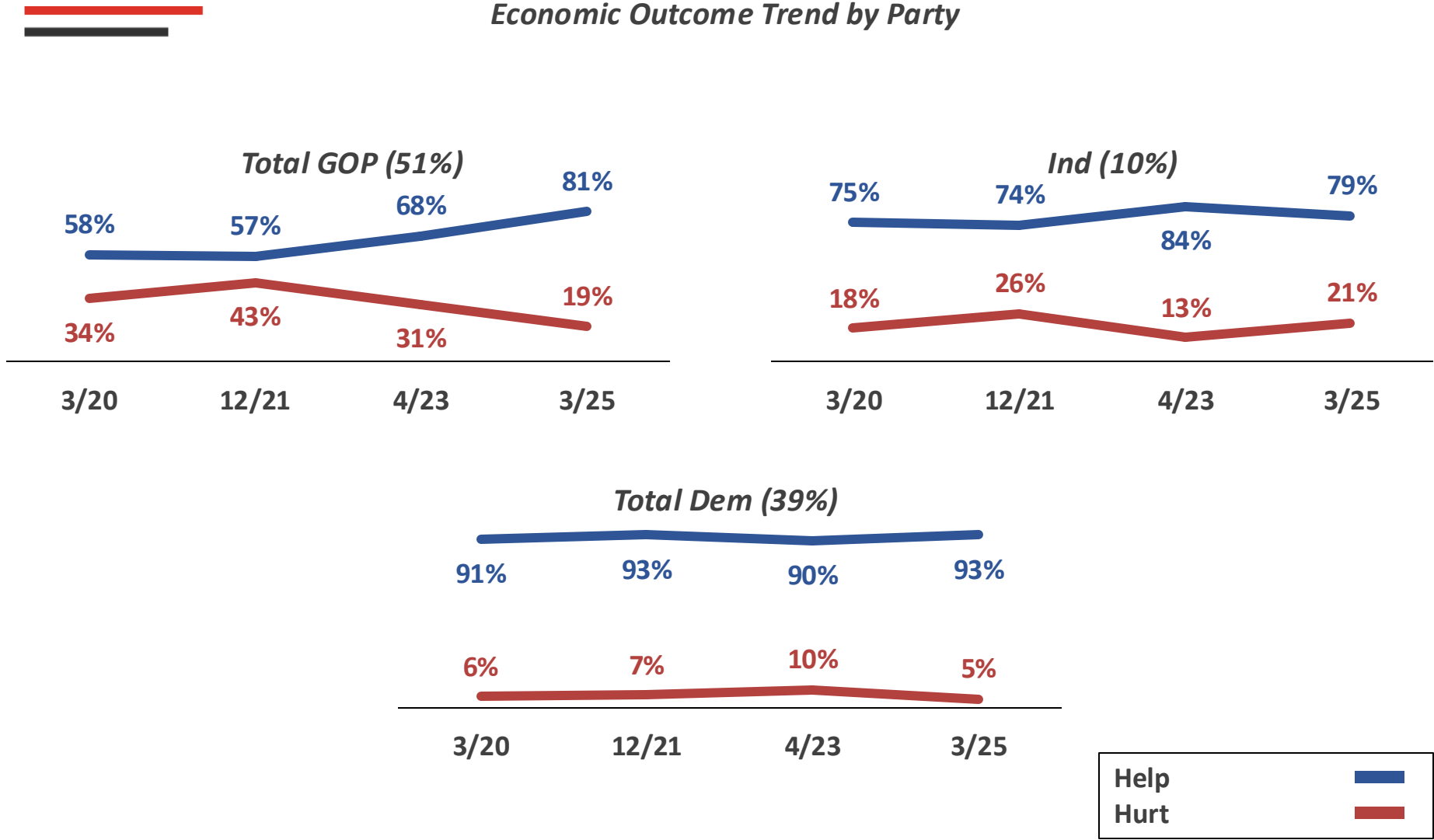
85% of voters believe greater use of clean energy will create jobs and improve the reliability of the electric grid.

	3/20	12/21	4/23	3/25
<i>Help Economy/Create Jobs</i>	73%	74%	79%	85%
<i>Hurt Economy/Cost Jobs</i>	21%	26%	20%	14%
<i>Improve Electric Grid Reliability</i>	69%	75%	82%	85%
<i>Hurt Electric Grid Reliability</i>	19%	25%	17%	13%

^Split Sample A, N=500.

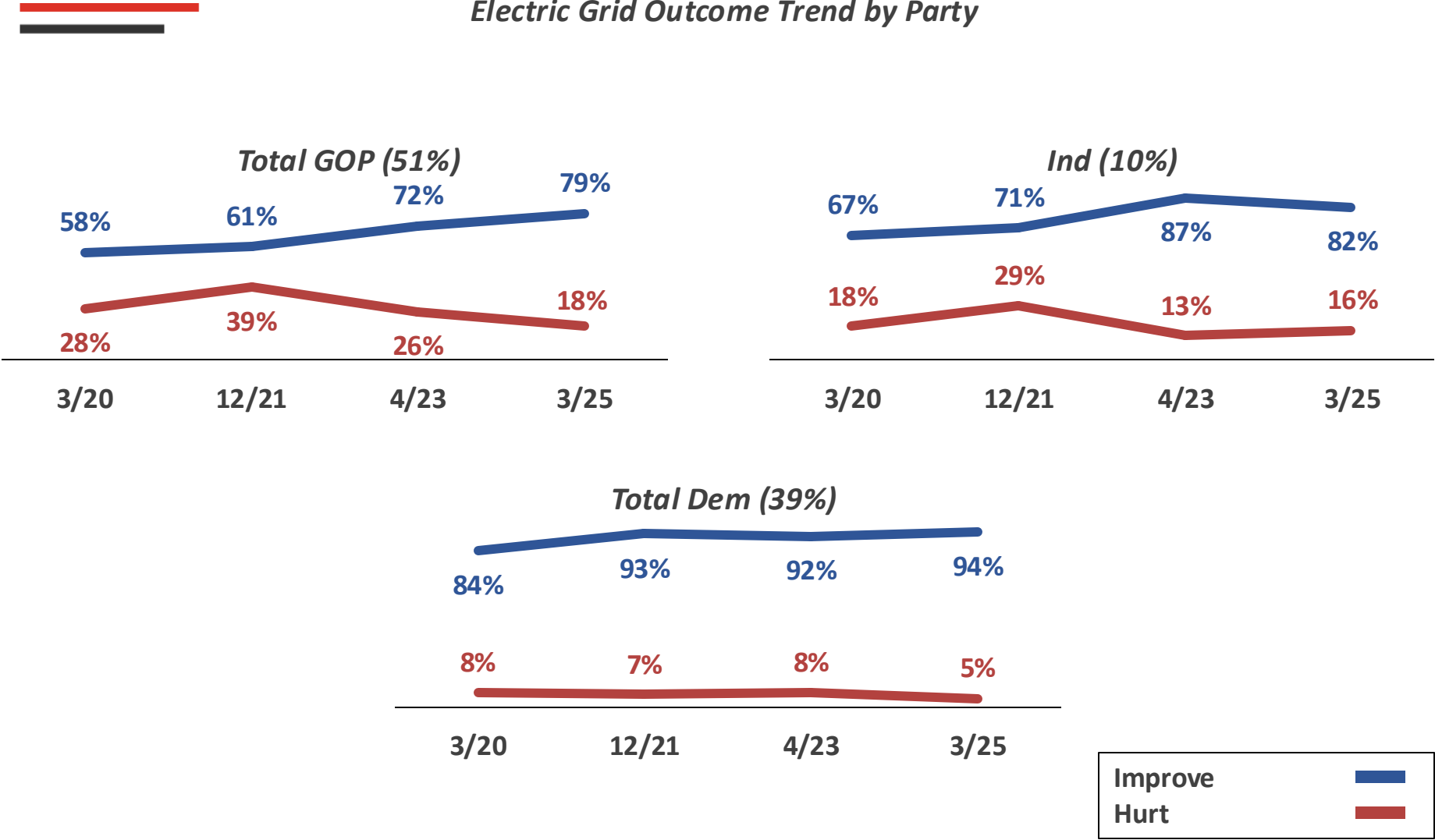
Over 80% of Republicans now believe investing in clean energy will help the economy, an increase of 13% from last survey.

Economic Outcome Trend by Party



Nearly 80% of Republicans believe investing in clean energy will improve the reliability of the electric grid.

Electric Grid Outcome Trend by Party



Over 80% of voters believe more clean energy use will increase customer choice. Six-of-ten believe it will result in cheaper energy.



	3/20	12/21	4/23	3/25
<i>Increase Customer Choice</i>	80%	77%	80%	84%
<i>Decrease Customer Choice</i>	16%	23%	19%	15%
<i>Result in Cheaper Energy</i>	57%	56%	56%	62%
<i>Result in More Expensive Energy</i>	37%	44%	43%	36%

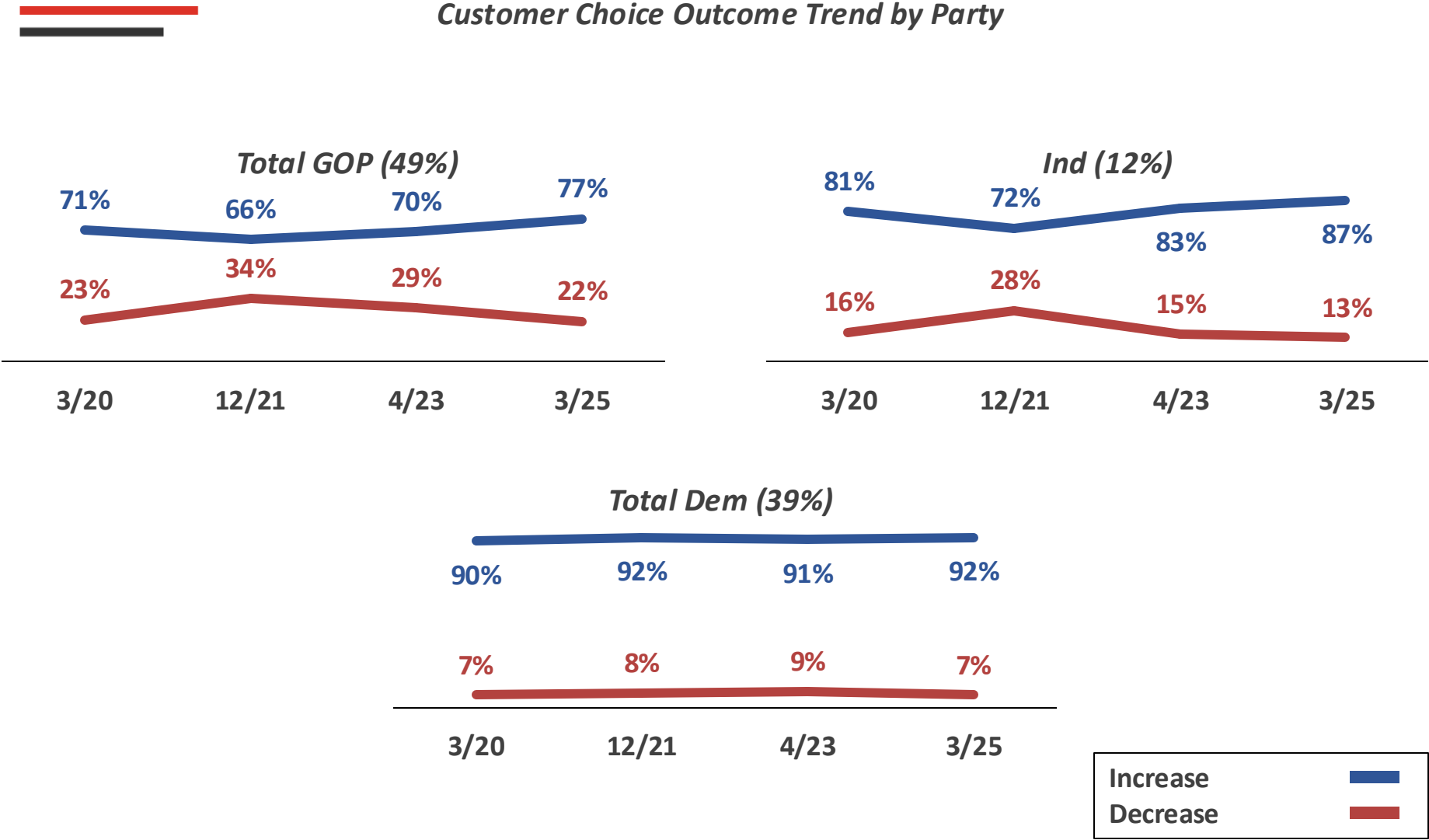
^^Split Sample B, N=500.



"Now, I am going to read you some potential outcomes if there is more use of clean energy in Texas. Do you think more use of clean energy resources in Texas will..."^^

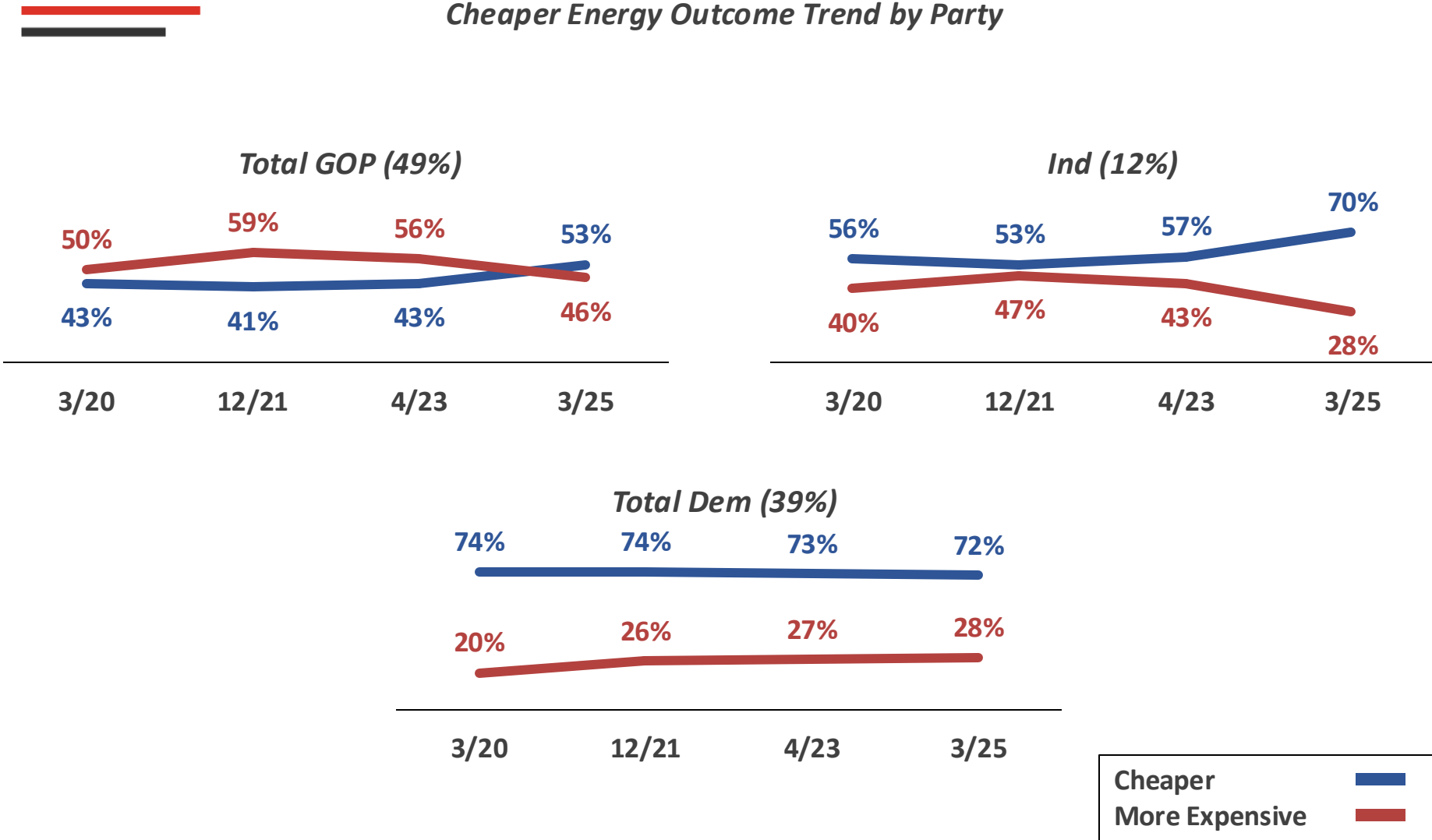
Nearly 80% of Republicans and almost 90% of Independents believe customer choice will increase because of clean energy.

Customer Choice Outcome Trend by Party



For the first time, a majority of Republicans now believe clean energy will result in cheaper energy.

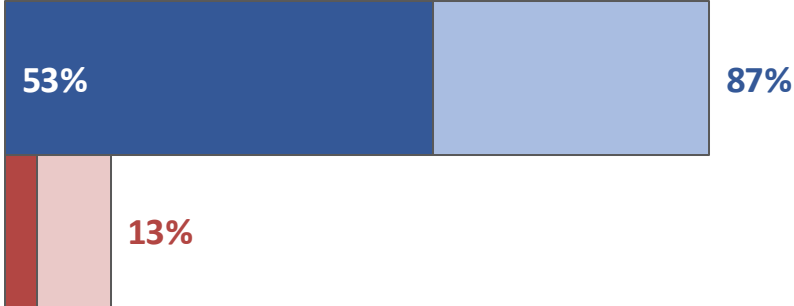
Cheaper Energy Outcome Trend by Party



Voters agree that clean energy growth should accelerate to result in cleaner air and to allow Texas to be a national leader.

Ranked by % *Strongly Agree*

We should accelerate the growth of clean energy so that we can have cleaner, healthier air and less pollution in our state and communities.

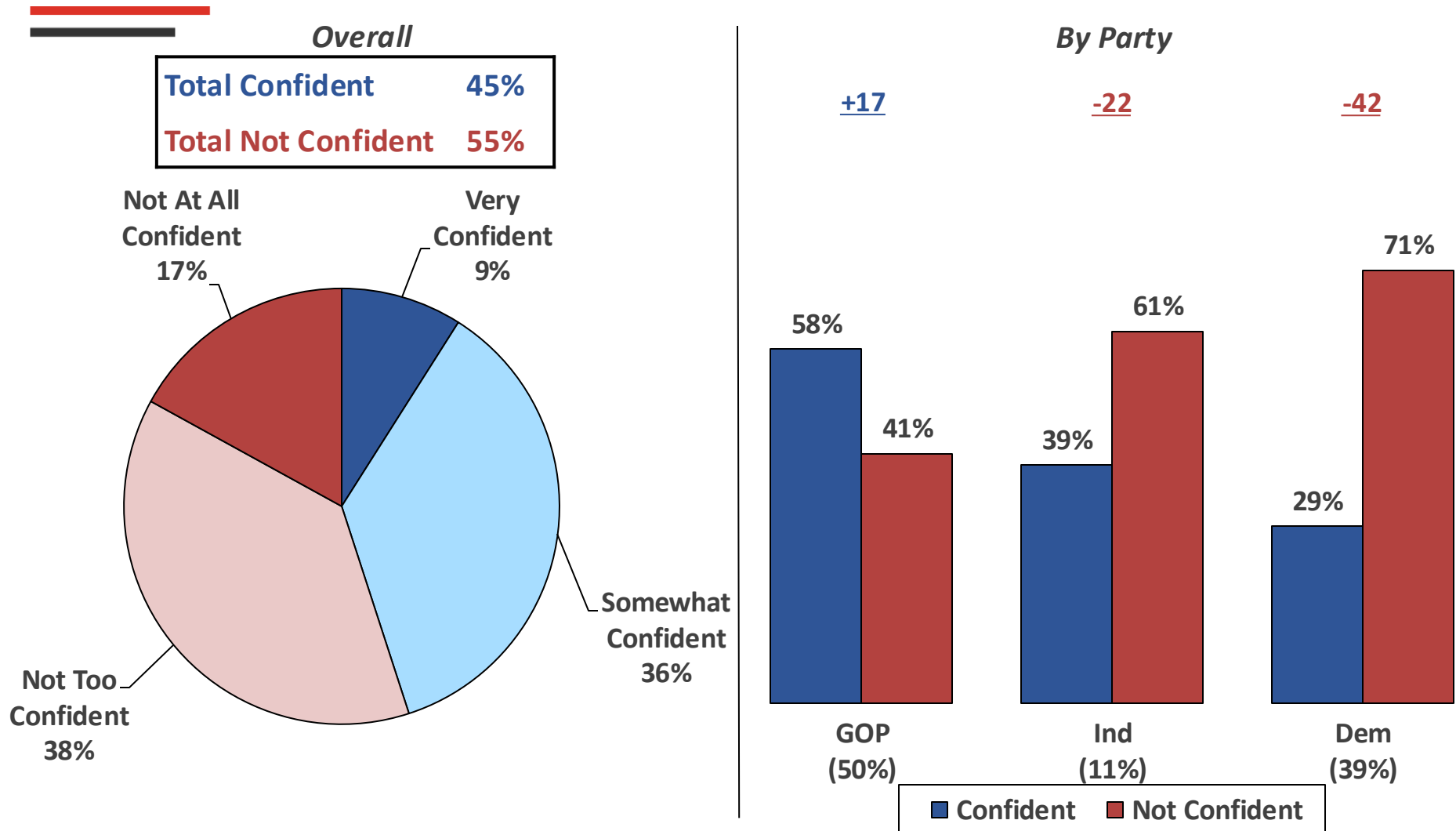


We should accelerate the growth of clean energy so that Texas can be a national leader in the competition for economic development and good-paying jobs.



“Now, I am going to read you two statements about why some people want to accelerate the growth of clean energy, by speeding up the development of sources of renewable energy like wind and solar power. After I read each statement, please tell me whether you agree or disagree with that statement.”

A majority of voters, including 61% of Independents, are not confident that the Legislature has passed effective laws to prevent disruptions in utility services.



Voters in the Dallas-Ft. Worth, Austin, and Houston markets are not confident that laws will prevent disruptions.

Confidence in Laws Preventing Utility Disruptions by DMA

Balance/West-South (8%)

<u>Confident</u>	59%
<u>Not Confident</u>	41%

Dallas-Ft. Worth (31%)

<u>Confident</u>	44%
<u>Not Confident</u>	56%

San Antonio (11%)

<u>Confident</u>	52%
<u>Not Confident</u>	48%

Austin (9%)

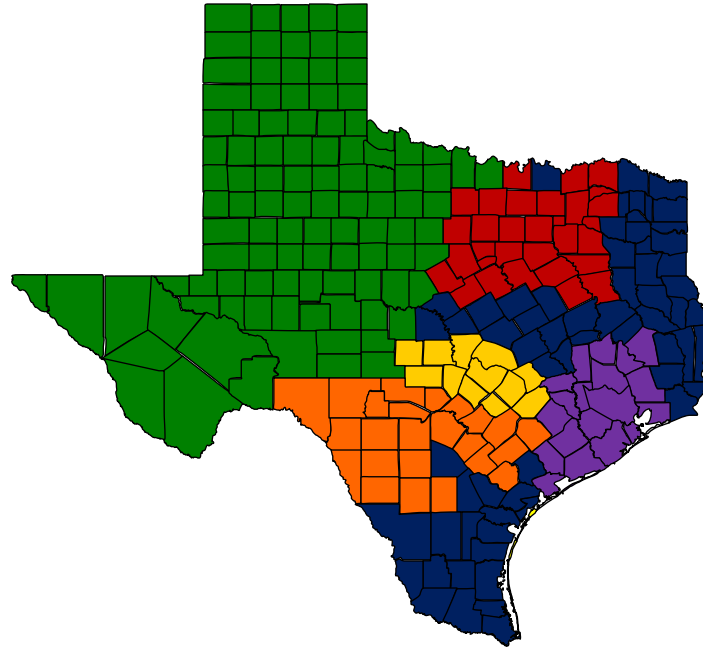
<u>Confident</u>	40%
<u>Not Confident</u>	60%

Balance/East-South (16%)

<u>Confident</u>	49%
<u>Not Confident</u>	50%

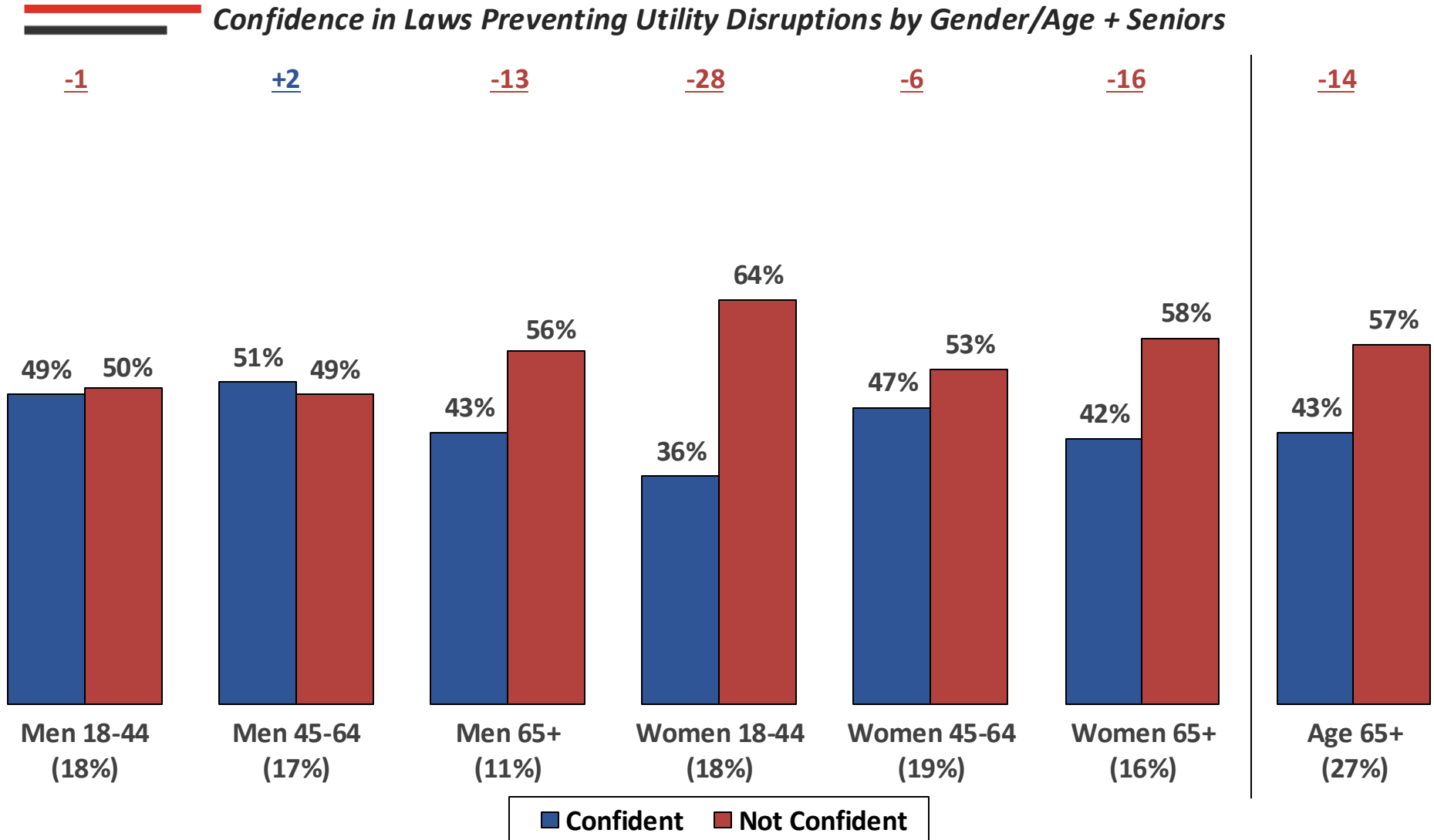
Houston (25%)

<u>Confident</u>	37%
<u>Not Confident</u>	62%

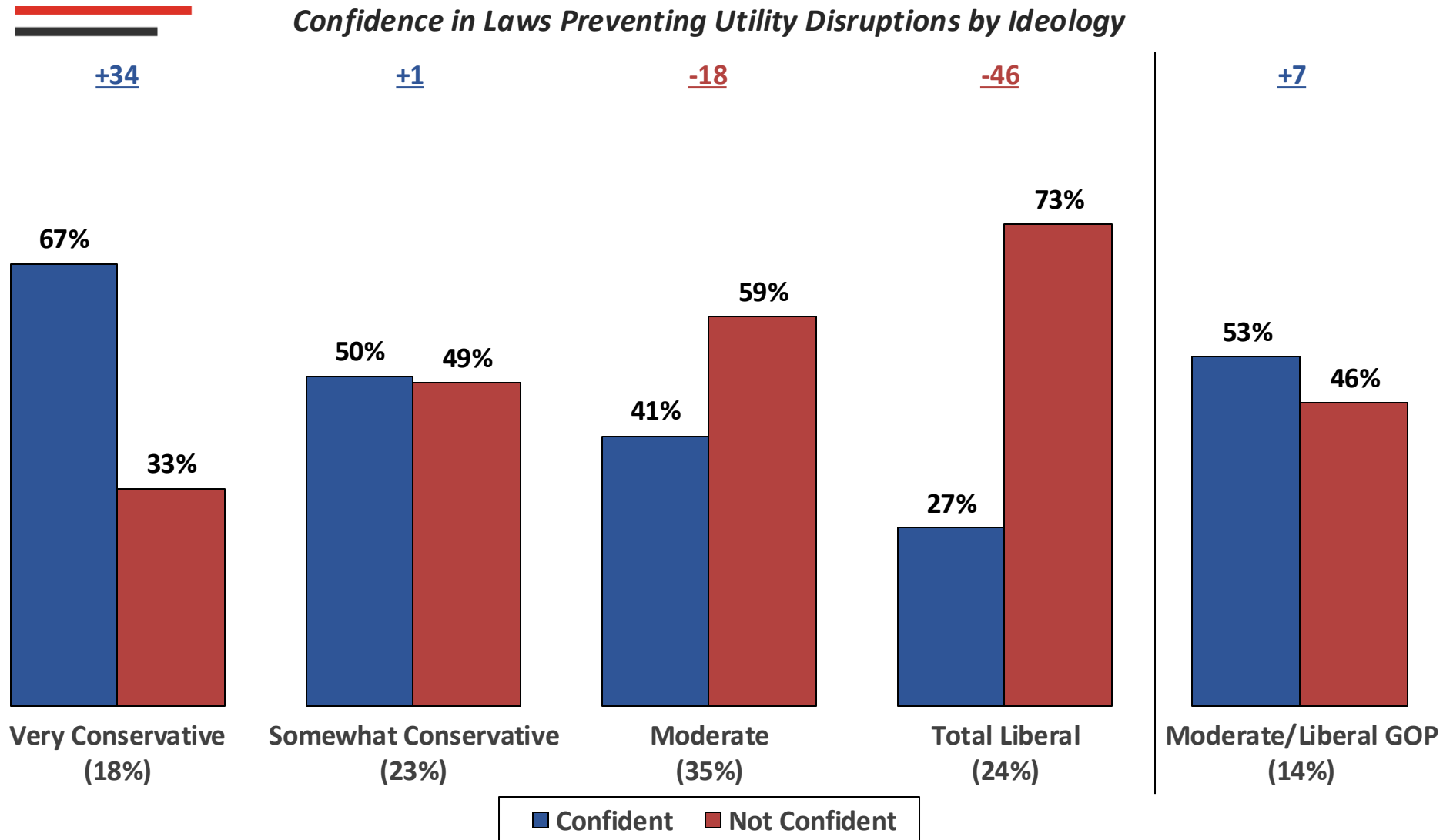


Younger women are the least confident.

Confidence in Laws Preventing Utility Disruptions by Gender/Age + Seniors

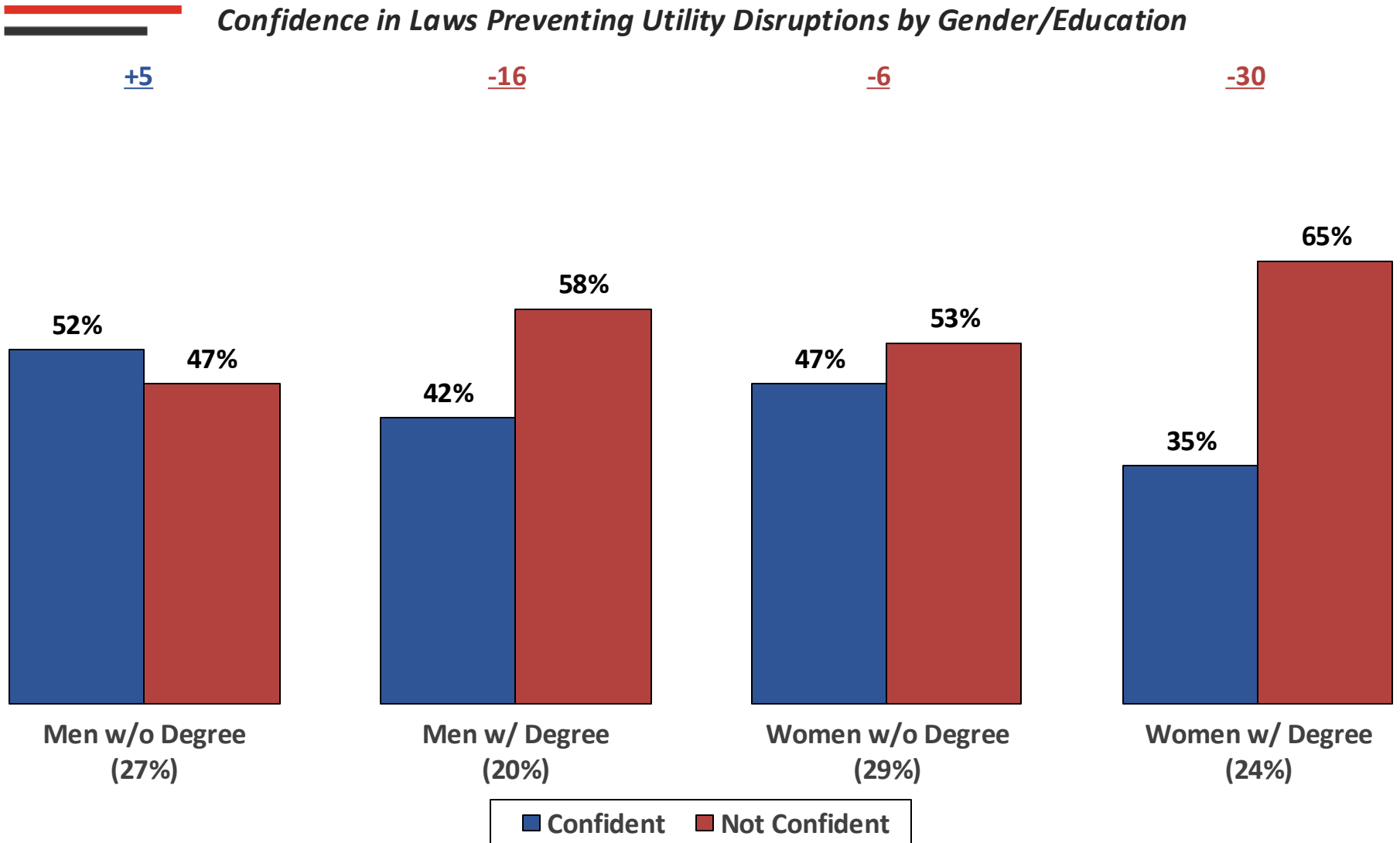


Nearly 60% of moderates are not confident.



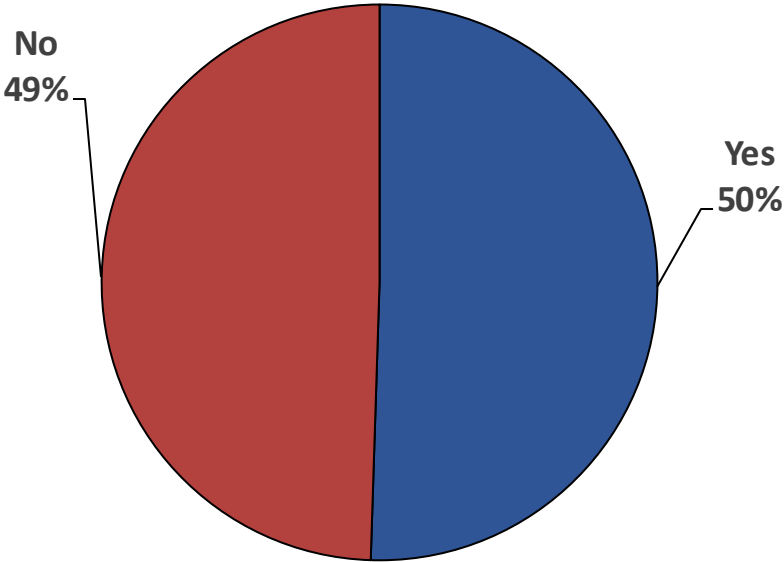
College educated voters are less confident than those without degrees.

Confidence in Laws Preventing Utility Disruptions by Gender/Education

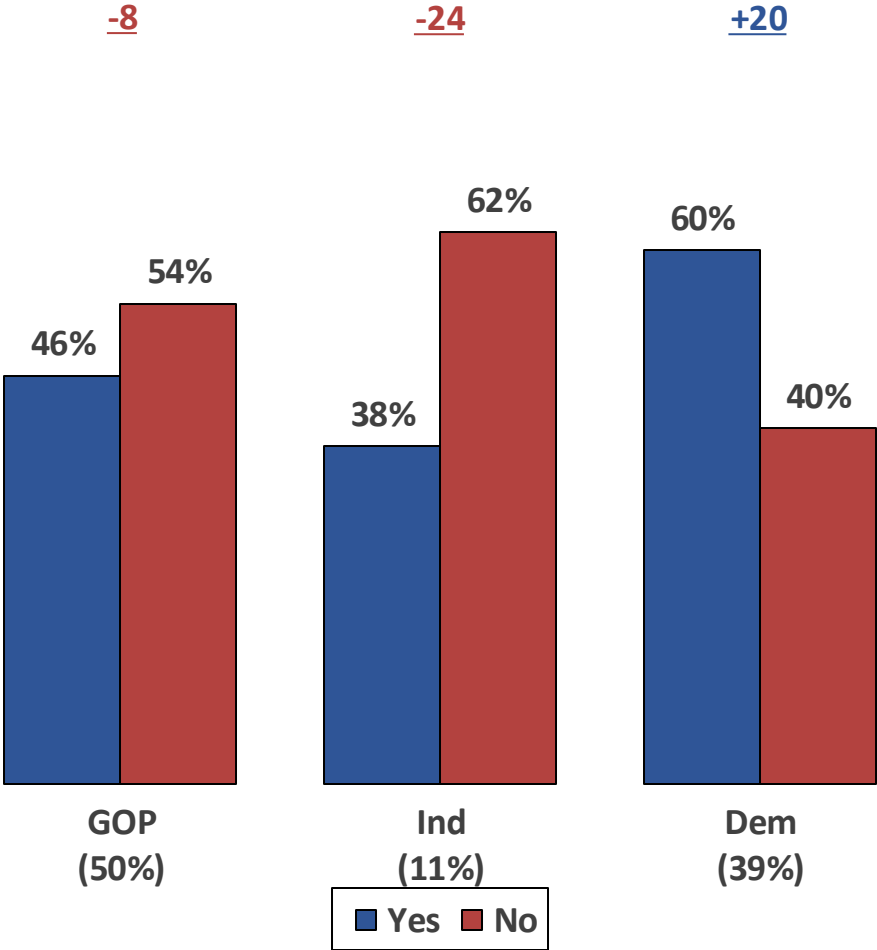


Voters are divided on whether they'd be willing to pay more for electric grid reliability.

Overall



By Party



Voters are split in all media markets.

Pay More for Electric Grid Reliability by DMA

Balance/West-South (8%)

<u>Yes</u>	50%
<u>No</u>	50%

Dallas-Ft. Worth (31%)

<u>Yes</u>	50%
<u>No</u>	50%

San Antonio (11%)

<u>Yes</u>	54%
<u>No</u>	45%

Austin (9%)

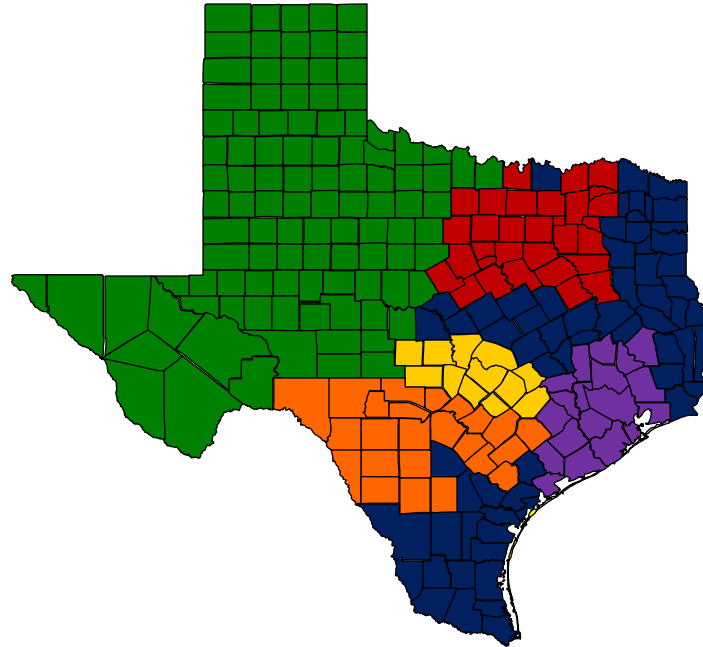
<u>Yes</u>	50%
<u>No</u>	50%

Balance/East-South (16%)

<u>Yes</u>	46%
<u>No</u>	53%

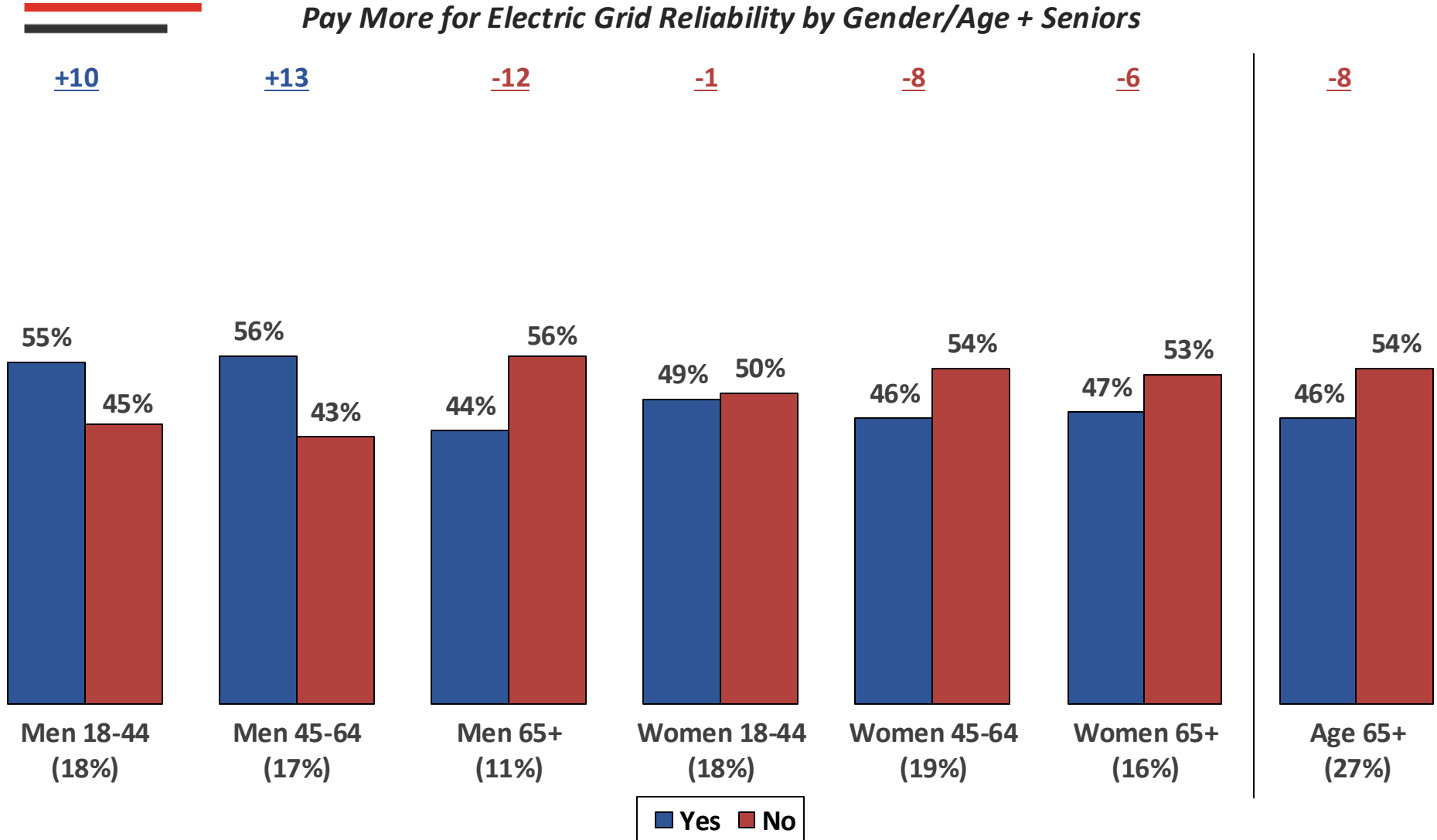
Houston (25%)

<u>Yes</u>	51%
<u>No</u>	48%



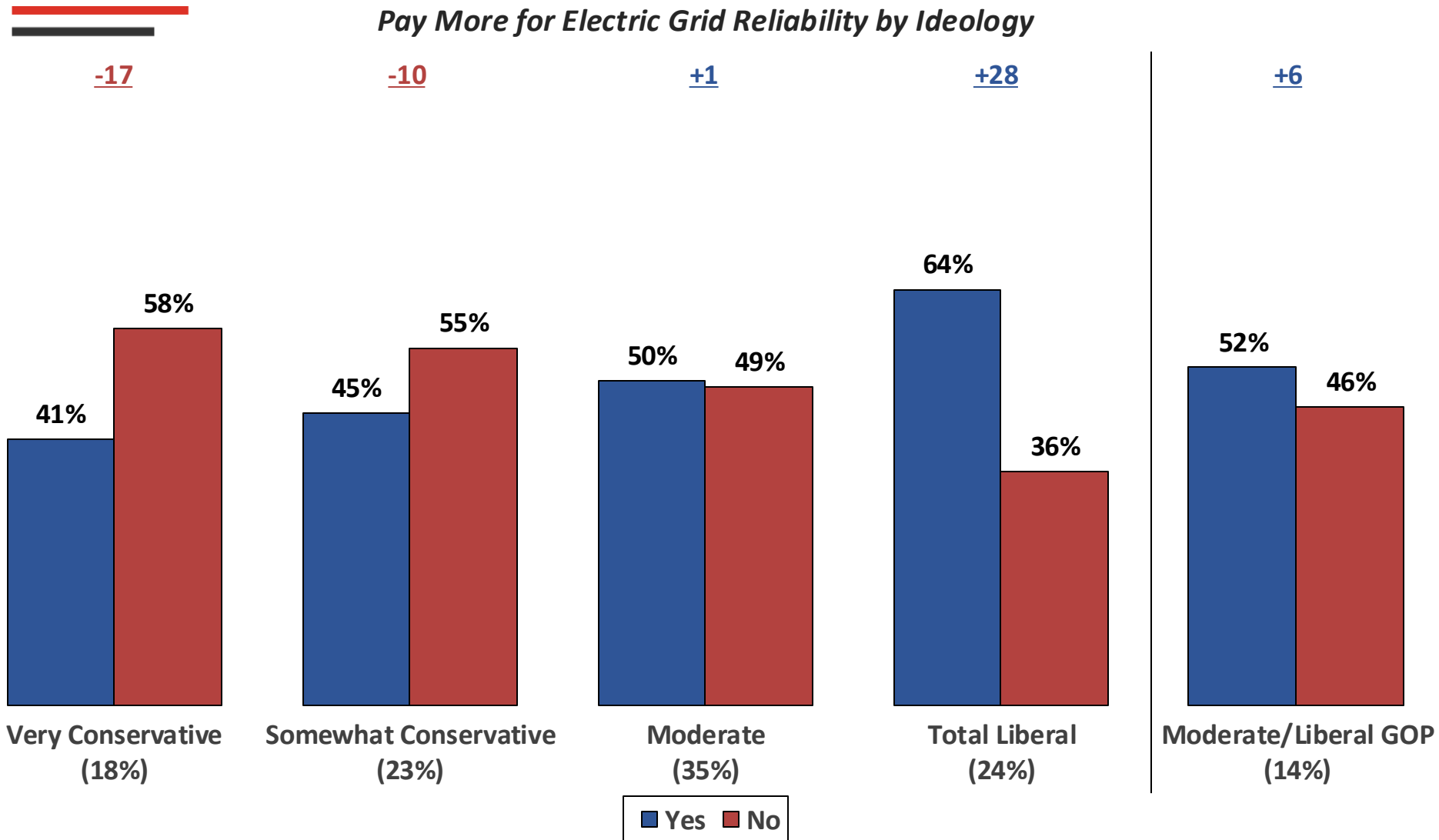
Men younger than 65 are the most likely to say they would pay more for electric grid reliability.

Pay More for Electric Grid Reliability by Gender/Age + Seniors



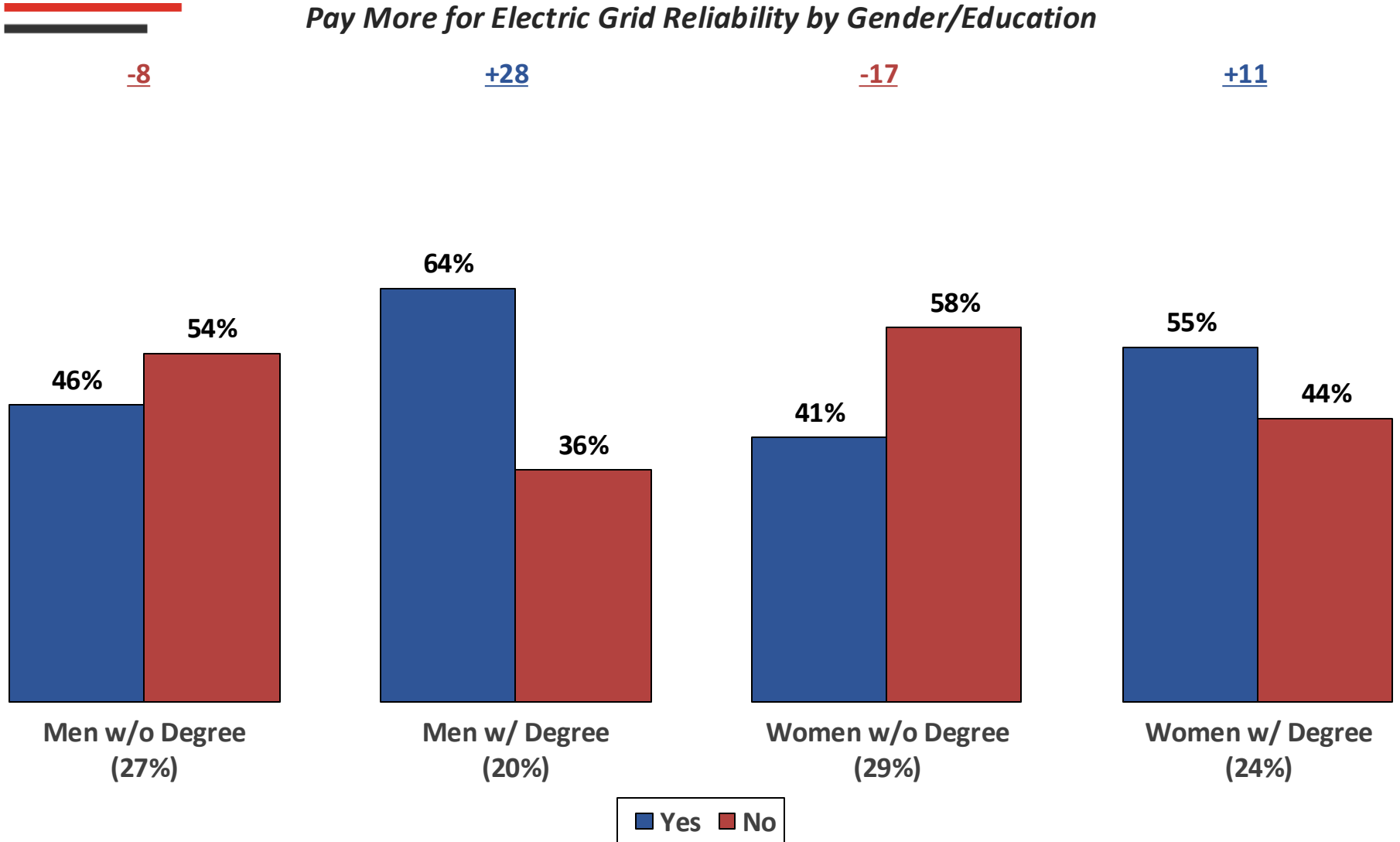
A majority of conservatives would not pay more for electric grid reliability. Moderates are split.

Pay More for Electric Grid Reliability by Ideology



Voters with college degrees would pay more for electric grid reliability. Those without degrees would not.

Pay More for Electric Grid Reliability by Gender/Education



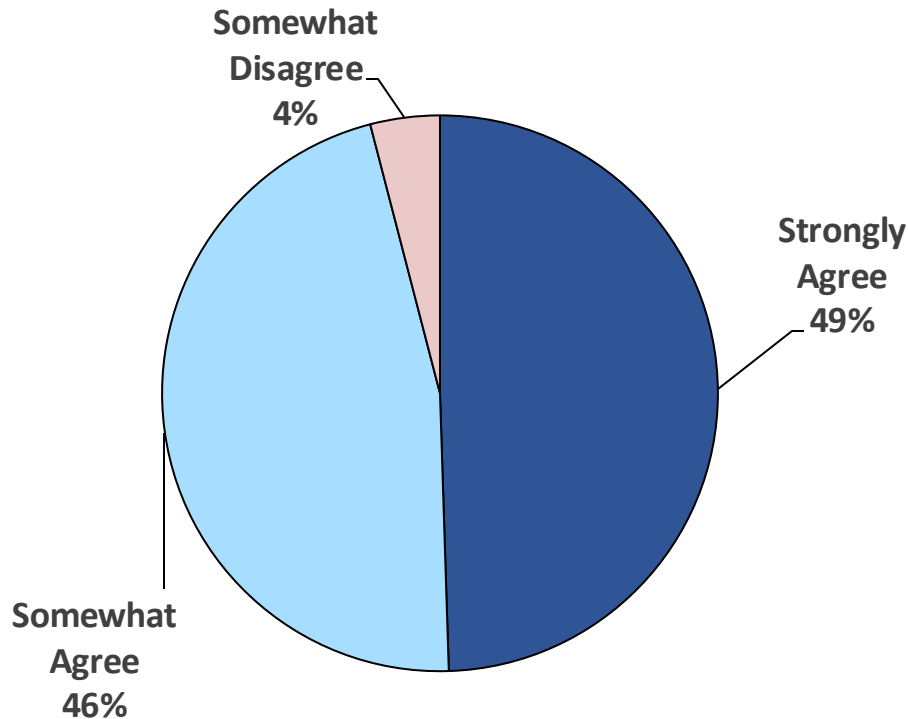


Transmission Lines

95% of voters agree that it's necessary to build new transmission lines.

"When energy demands increase, due to population growth, new development, and a growing economy, it is necessary to expand the electric transmission grid by building new transmission lines so that utility companies can provide the reliable power Texas needs."

Total Agree 95%
Total Disagree 5%*

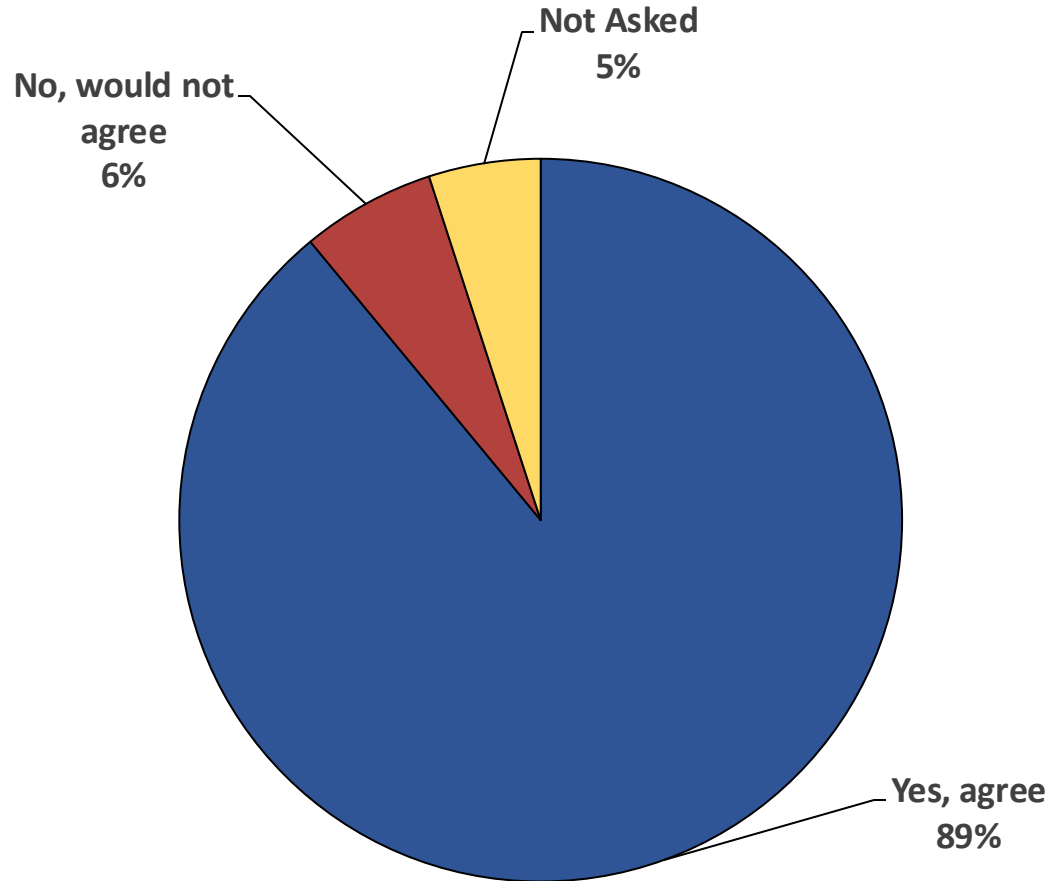


Top Groups – Strongly Agree (49%)	
Region: East	64%
Ideology: Very Conservative	62%
Base GOP	58%
Men 65+	58%
GOP Men	57%
DMA: Balance East/South	55%
Men w/ Degree	55%
Region: DFW Metroplex	54%

*Denotes Rounding.

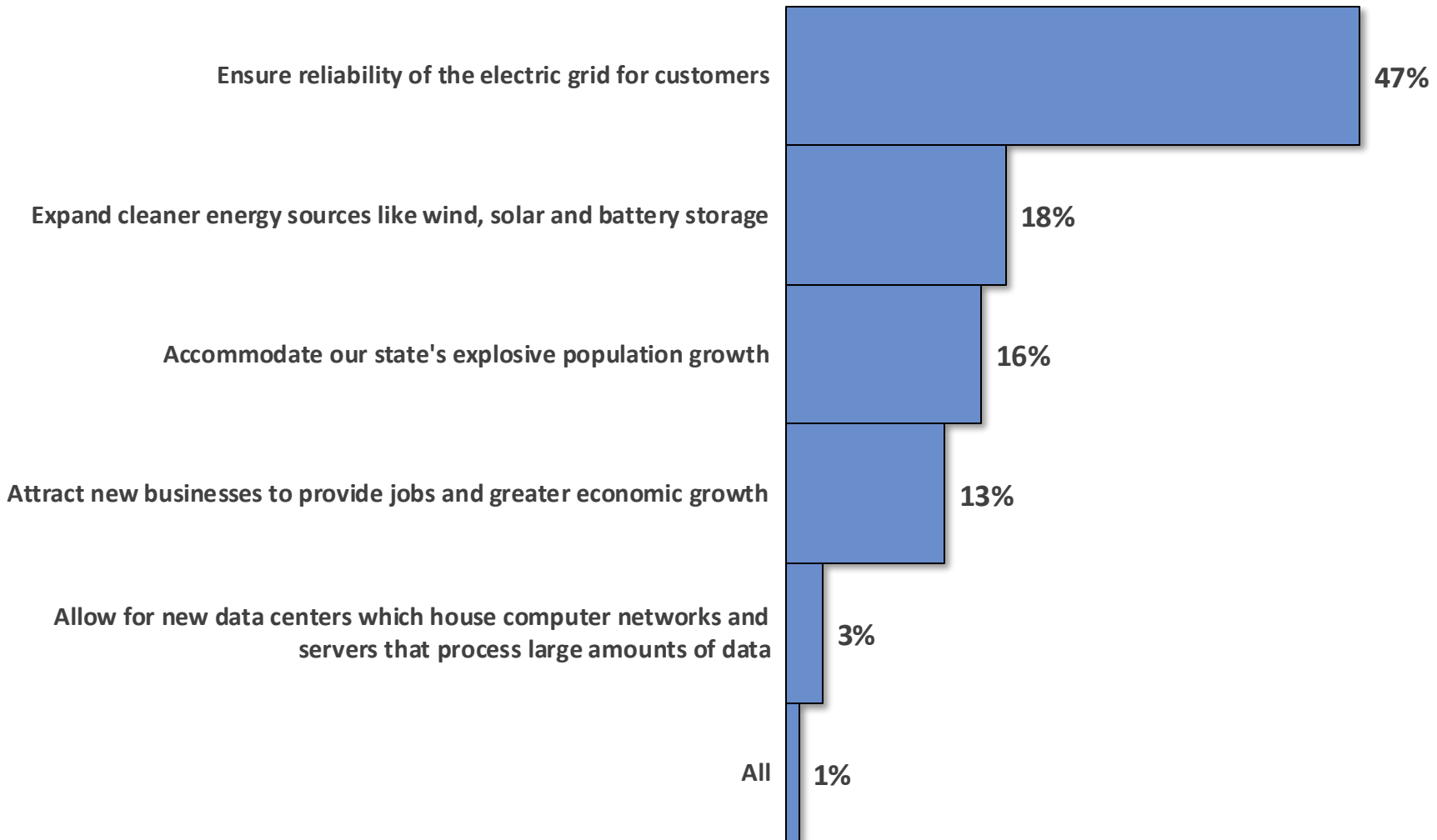
"As you may know, electric transmission lines are power lines that are placed on tall metal structures throughout cities and rural areas, sometimes seen along highways. These tall structures carry energy from where it is generated to the distribution system that delivers electricity to homes and businesses. Please tell me if you agree or disagree with the following statement about these transmission lines:"

Nearly 90% of voters would support transmission line projects constructed in their own community.



^Among Agree new transmission lines are needed; N=951, results shown off total base.

Voters see ensuring reliability as by far the biggest benefit of transmission projects.

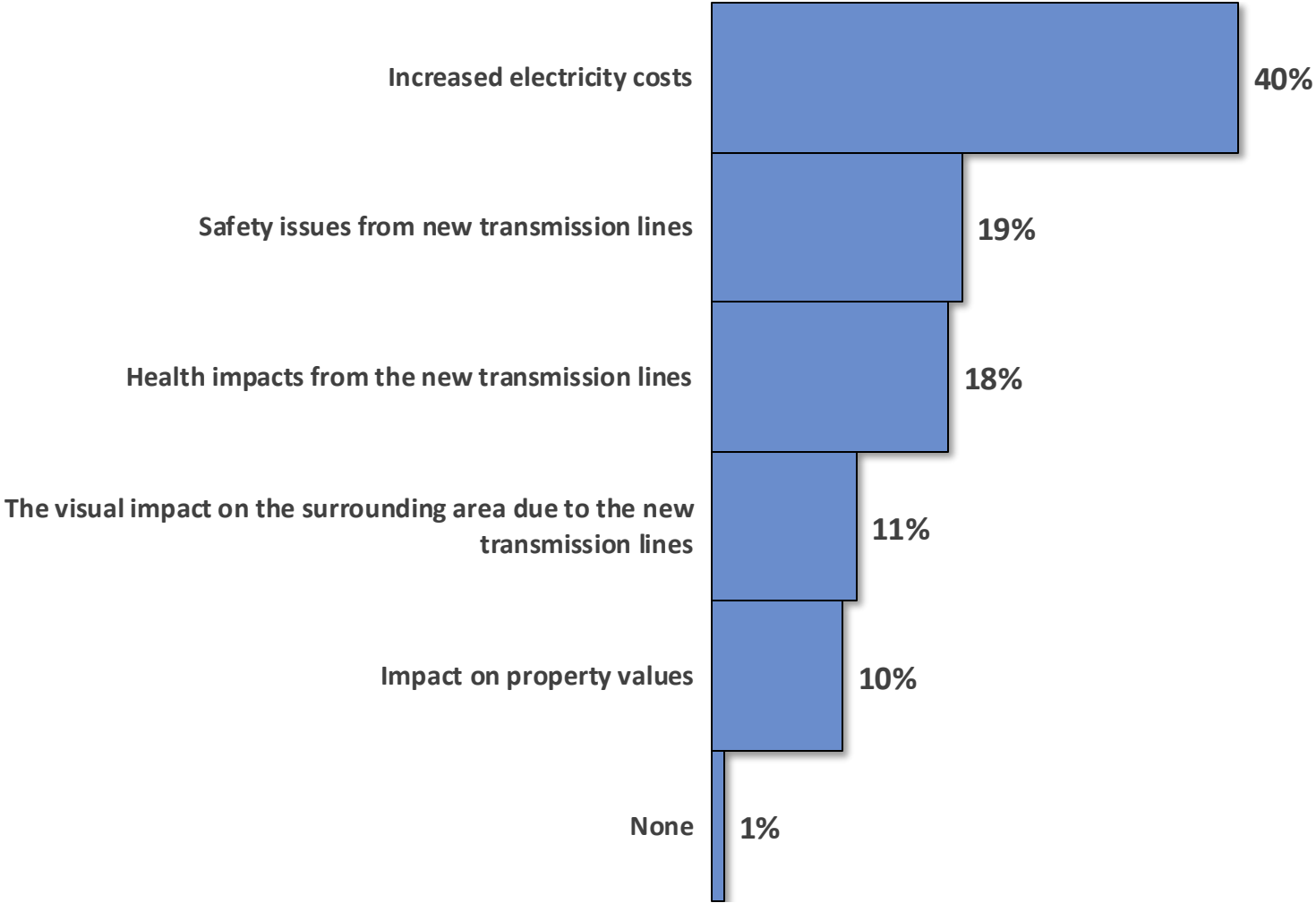


Ensuring reliability is the biggest benefit of the transmission lines across party lines.

Biggest Benefit of Transmission Lines by Party

Base GOP (28%)	Soft GOP (22%)	Ind (11%)	Soft Dem (18%)	Base Dem (21%)
Ensure reliability of the electric grid for customers (52%)	Ensure reliability of the electric grid for customers (48%)	Ensure reliability of the electric grid for customers (47%)	Ensure reliability of the electric grid for customers (44%)	Ensure reliability of the electric grid for customers (44%)
Accommodate our state's explosive population growth (16%)	Accommodate our state's explosive population growth (23%)	Expand cleaner energy sources (21%)	Expand cleaner energy sources (24%)	Expand cleaner energy sources (31%)
Attract new businesses to provide jobs (16%)	Expand cleaner energy sources (13%)	Accommodate our state's explosive population growth (19%)	Attract new businesses to provide jobs (18%)	Accommodate our state's explosive population growth (13%)
Expand cleaner energy sources (9%)	Attract new businesses to provide jobs (12%)	Attract new businesses to provide jobs (9%)	Accommodate our state's explosive population growth (11%)	Attract new businesses to provide jobs (8%)

Voters are most concerned about increased electricity costs.



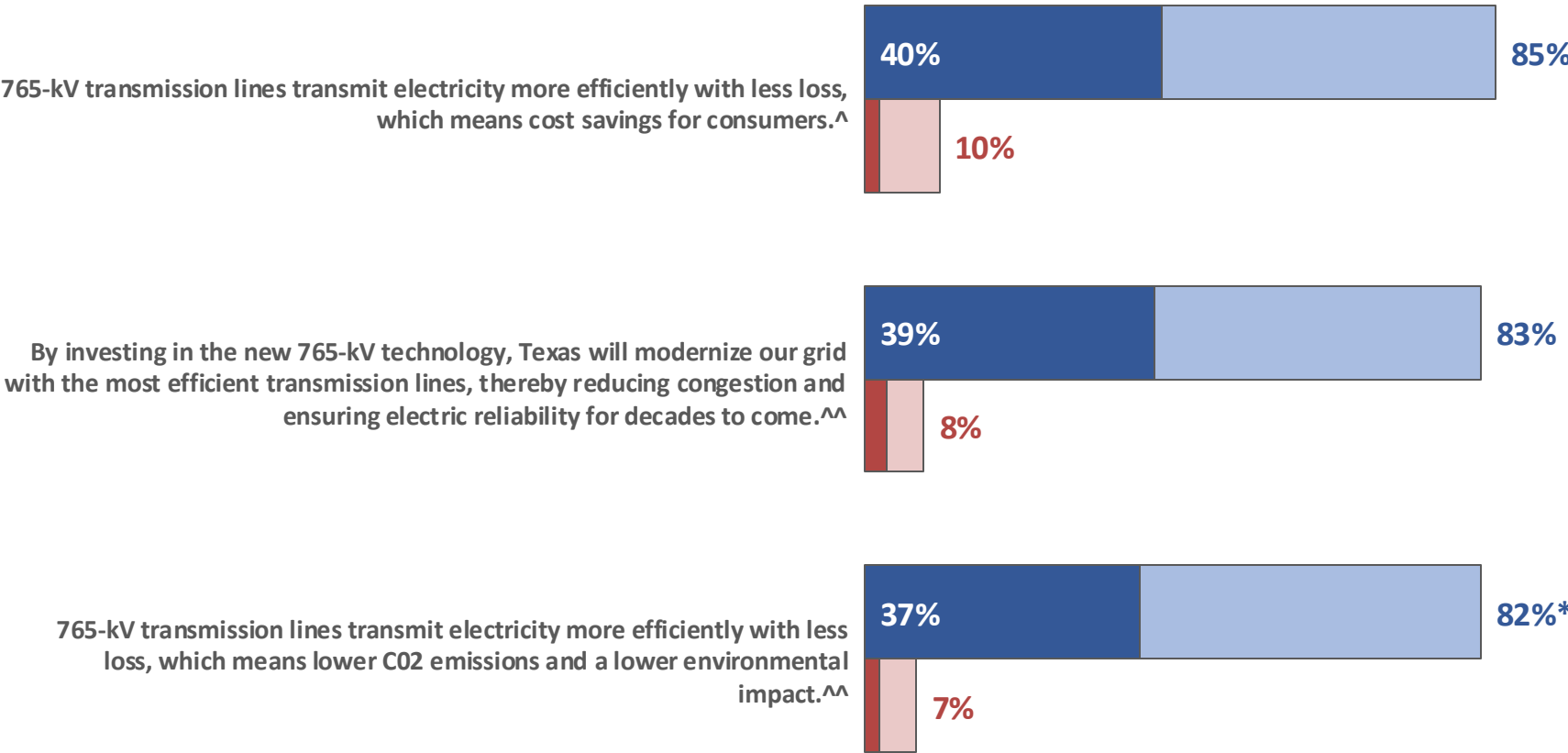
Increased electricity costs is the biggest concern across party lines.

Biggest Concern of Transmission Lines by Party

Base GOP (28%)	Soft GOP (22%)	Ind (11%)	Soft Dem (18%)	Base Dem (21%)
Increased electricity costs (41%)	Increased electricity costs (38%)	Increased electricity costs (50%)	Increased electricity costs (38%)	Increased electricity costs (37%)
Health impacts (17%)	Health impacts (23%)	Safety issues (18%)	Safety issues (21%)	Safety issues (22%)
The visual impact on the surrounding area (16%)	Safety issues (19%)	Health impacts (15%)	Health impacts (19%)	Health impacts (17%)
Safety issues (15%)	The visual impact on the surrounding area (9%)	The visual impact on the surrounding area (9%)	Impact on property values (11%)	Impact on property values (14%)

Voters are most convinced by arguments that emphasize more efficient transmission.

Ranked by % *Much More Likely*



■ Much More Likely
 ■ Total More Likely
 ■ Much Less Likely
 ■ Total Less Likely

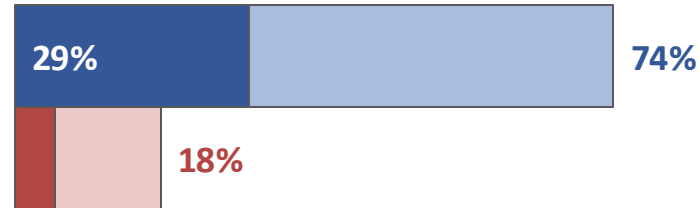
*Denotes Rounding; [^]Split Sample A, N=500, ^{^^}Split Sample B, N=500.

“Energy transmission companies in Texas are considering whether to build new, more efficient high capacity electric transmission lines - known as 765-kV - or making minor upgrades to the existing 345-kV lines used since the 1960’s. Next, I am going to read you some of the reasons that supporters say the new 765-kV transmission lines should be built. For each statement, please tell me if it makes you more likely or less likely to support the 765-kV transmission lines, or if it makes no difference to you.”

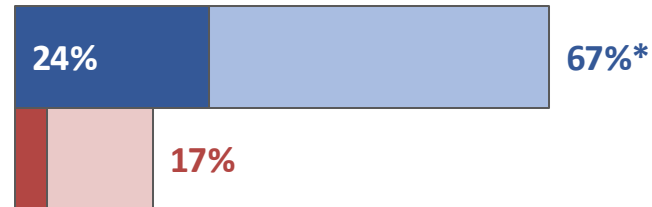
Voters are less convinced by these arguments.

Ranked by % Much More Likely

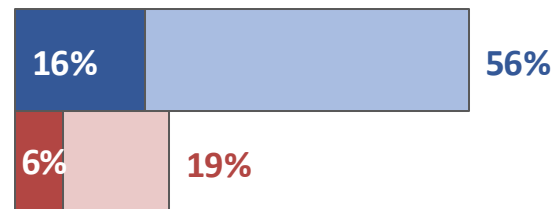
Total costs for the 765-kv transmission lines would be about \$13.8 billion to serve the projected use in 2038, about four percent higher than the \$12.95 billion needed for the 345kv lines. However, an analysis by the Electricity Reliability Council of Texas found that long term, the 765-kv plan provides greater economic benefit and energy cost savings to consumers.^



765-kv transmission lines require less right of way compared to lower voltage lines.^



765-kv transmission lines have a tower height that is 30 to 40 feet shorter than a typical 345k-v line.^



■ Much More Likely
 ■ Total More Likely
 ■ Much Less Likely
 ■ Total Less Likely

*Denotes Rounding; ^Split Sample A, N=500, ^^Split Sample B, N=500.

“Energy transmission companies in Texas are considering whether to build new, more efficient high capacity electric transmission lines - known as 765-kv - or making minor upgrades to the existing 345-kv lines used since the 1960’s. Next, I am going to read you some of the reasons that supporters say the new 765-kv transmission lines should be built. For each statement, please tell me if it makes you more likely or less likely to support the 765-kv transmission lines, or if it makes no difference to you.”

Top 765-kV Transmission Lines Messages by Key Groups

Ranked by % Much More Likely

GOP (50%)

765-kV transmission lines transmit electricity more efficiently with less loss, which means cost savings for consumers.^	40%
By investing in the new 765-kV technology, Texas will modernize our grid with the most efficient transmission lines, thereby reducing congestion and ensuring electric reliability for decades to come.^^	34%
Total costs for the 765-kv transmission lines would be about \$13.8 billion to serve the projected use in 2038, about four percent higher than the \$12.95 billion needed for the 345kv lines. However, an analysis by the Electricity Reliability Council of Texas found that long term, the 765-kV plan provides greater economic benefit and energy cost savings to consumers.^	30%
765-kV transmission lines transmit electricity more efficiently with less loss, which means lower CO2 emissions and a lower environmental impact.^^	30%

Ind (11%)

765-kV transmission lines transmit electricity more efficiently with less loss, which means lower CO2 emissions and a lower environmental impact.^^	39%
By investing in the new 765-kV technology, Texas will modernize our grid with the most efficient transmission lines, thereby reducing congestion and ensuring electric reliability for decades to come.^^	39%
765-kV transmission lines transmit electricity more efficiently with less loss, which means cost savings for consumers.^	26%
765-kV transmission lines require less right of way compared to lower voltage lines.^	15%

^Split Sample A, N=500, ^^Split Sample B, N=500.

Top 765-kV Transmission Lines Messages by Key Groups

Ranked by % Much More Likely

Dem (39%)

By investing in the new 765-kV technology, Texas will modernize our grid with the most efficient transmission lines, thereby reducing congestion and ensuring electric reliability for decades to come.^^	46%
765-kV transmission lines transmit electricity more efficiently with less loss, which means lower CO2 emissions and a lower environmental impact.^^	44%
765-kV transmission lines transmit electricity more efficiently with less loss, which means cost savings for consumers.^	43%
Total costs for the 765-kv transmission lines would be about \$13.8 billion to serve the projected use in 2038, about four percent higher than the \$12.95 billion needed for the 345kV lines. However, an analysis by the Electricity Reliability Council of Texas found that long term, the 765-kV plan provides greater economic benefit and energy cost savings to consumers.^	32%

Age 65+ (27%)

By investing in the new 765-kV technology, Texas will modernize our grid with the most efficient transmission lines, thereby reducing congestion and ensuring electric reliability for decades to come.^^	40%
765-kV transmission lines transmit electricity more efficiently with less loss, which means cost savings for consumers.^	39%
765-kV transmission lines transmit electricity more efficiently with less loss, which means lower CO2 emissions and a lower environmental impact.^^	36%
Total costs for the 765-kv transmission lines would be about \$13.8 billion to serve the projected use in 2038, about four percent higher than the \$12.95 billion needed for the 345kV lines. However, an analysis by the Electricity Reliability Council of Texas found that long term, the 765-kV plan provides greater economic benefit and energy cost savings to consumers.^	29%

^Split Sample A, N=500, ^^Split Sample B, N=500.

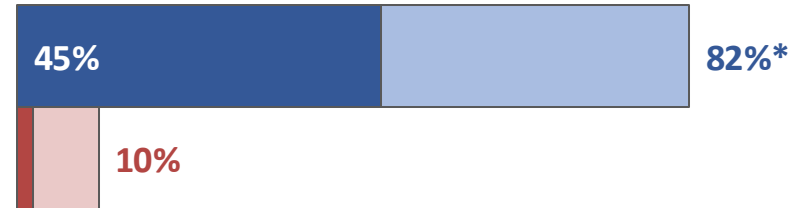


Geothermal

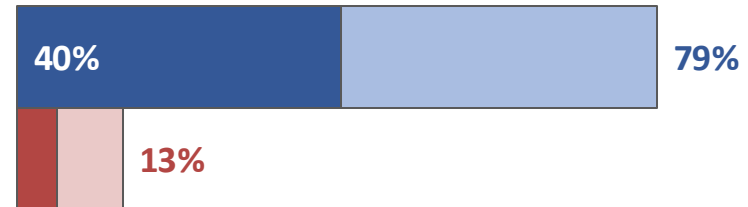
The low contamination risk is the most convincing argument for geothermal energy.

Ranked by % *Much More Likely*

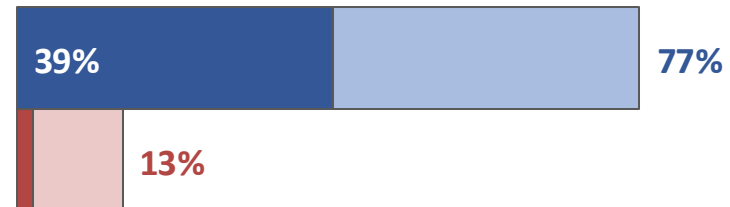
Geothermal energy is clean and free of carbon dioxide. It has the lowest lifecycle carbon emissions and lowest water contamination concerns of all energy technologies including solar, nuclear, wind, and oil and gas.^



Geothermal energy is a promising technology which can utilize naturally occurring underground heat to generate limitless power on our electric grid.^



Contrasted with intermittent renewables like solar and wind, geothermal is firm, or “baseload” energy, meaning it is always on and does not require energy storage to operate.^

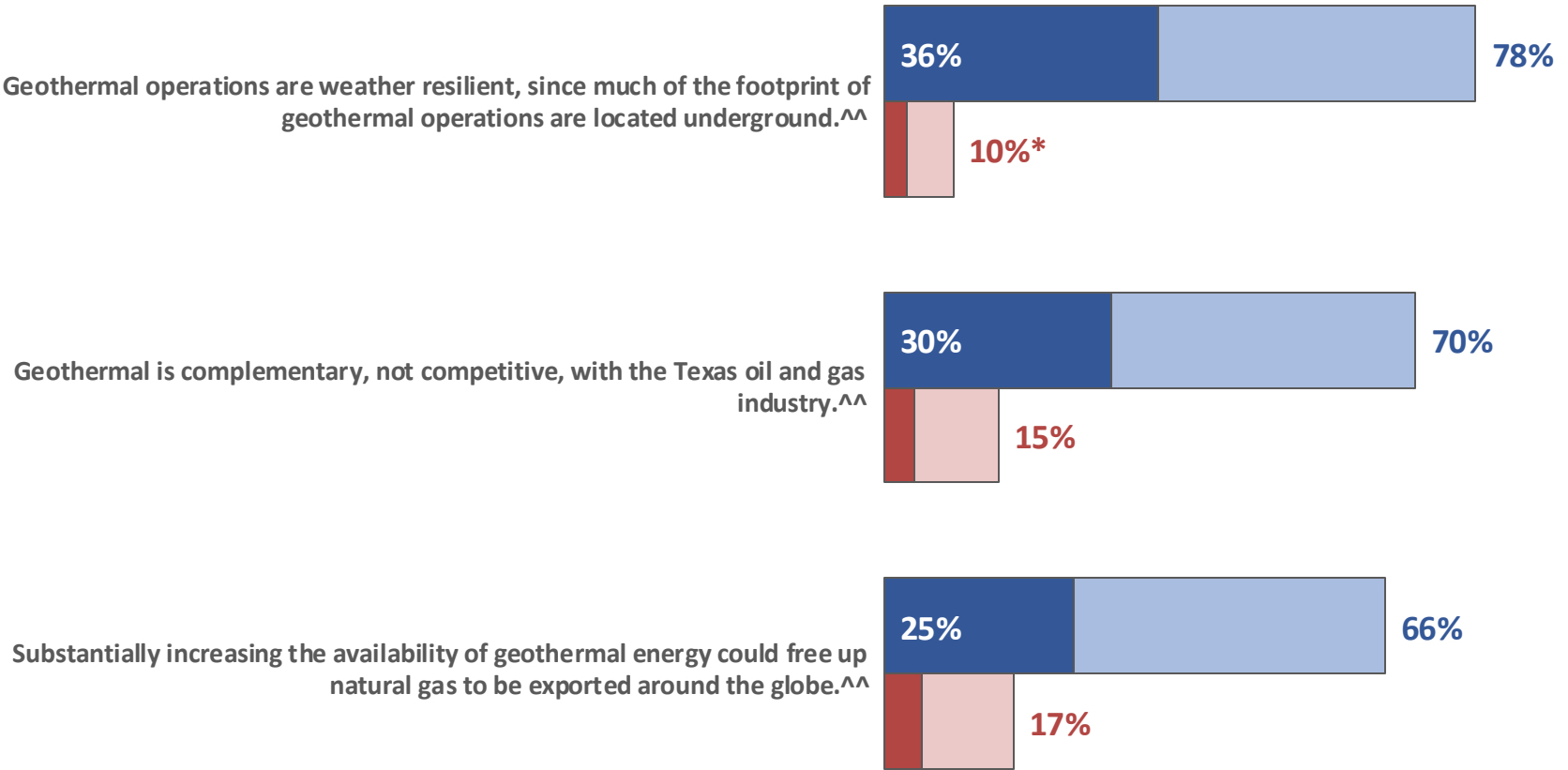


*Denotes Rounding; ^Split Sample A, N=500.

“Next, I am going to read some of the reasons that supporters say that Geothermal Energy should be developed in Texas. For each statement, please tell me if it makes you more likely or less likely to support geothermal energy, or if it makes no difference to you.”

These arguments are not as effective.

Ranked by % *Much More Likely*



*Denotes Rounding; ^^Split Sample B, N=500.

“Next, I am going to read some of the reasons that supporters say that Geothermal Energy should be developed in Texas. For each statement, please tell me if it makes you more likely or less likely to support geothermal energy, or if it makes no difference to you.”

Top Geothermal Messages by Key Groups

Ranked by % Much More Likely

GOP (50%)

Geothermal energy is clean and free of carbon dioxide. It has the lowest lifecycle carbon emissions and lowest water contamination concerns of all energy technologies including solar, nuclear, wind, and oil and gas.^	38%
Geothermal energy is a promising technology which can utilize naturally occurring underground heat to generate limitless power on our electric grid.^	37%
Contrasted with intermittent renewables like solar and wind, geothermal is firm, or “baseload” energy, meaning it is always on and does not require energy storage to operate.^	36%
Geothermal operations are weather resilient, since much of the footprint of geothermal operations are located underground.^	34%

Ind (11%)

Contrasted with intermittent renewables like solar and wind, geothermal is firm, or “baseload” energy, meaning it is always on and does not require energy storage to operate.^	43%
Geothermal energy is clean and free of carbon dioxide. It has the lowest lifecycle carbon emissions and lowest water contamination concerns of all energy technologies including solar, nuclear, wind, and oil and gas.^	38%
Geothermal operations are weather resilient, since much of the footprint of geothermal operations are located underground.^	35%
Geothermal is complementary, not competitive, with the Texas oil and gas industry.^	31%

^Split Sample A, N=500, ^^Split Sample B, N=500.

Top Geothermal Messages by Key Groups

Ranked by % Much More Likely

Dem (50%)

Geothermal energy is clean and free of carbon dioxide. It has the lowest lifecycle carbon emissions and lowest water contamination concerns of all energy technologies including solar, nuclear, wind, and oil and gas.^	55%
Geothermal energy is a promising technology which can utilize naturally occurring underground heat to generate limitless power on our electric grid.^	47%
Contrasted with intermittent renewables like solar and wind, geothermal is firm, or “baseload” energy, meaning it is always on and does not require energy storage to operate.^	44%
Geothermal operations are weather resilient, since much of the footprint of geothermal operations are located underground.^	39%

Age: 65+ (11%)

Contrasted with intermittent renewables like solar and wind, geothermal is firm, or “baseload” energy, meaning it is always on and does not require energy storage to operate.^	42%
Geothermal operations are weather resilient, since much of the footprint of geothermal operations are located underground.^	40%
Geothermal energy is clean and free of carbon dioxide. It has the lowest lifecycle carbon emissions and lowest water contamination concerns of all energy technologies including solar, nuclear, wind, and oil and gas.^	38%
Geothermal is complementary, not competitive, with the Texas oil and gas industry.^	33%

^Split Sample A, N=500, ^^Split Sample B, N=500.

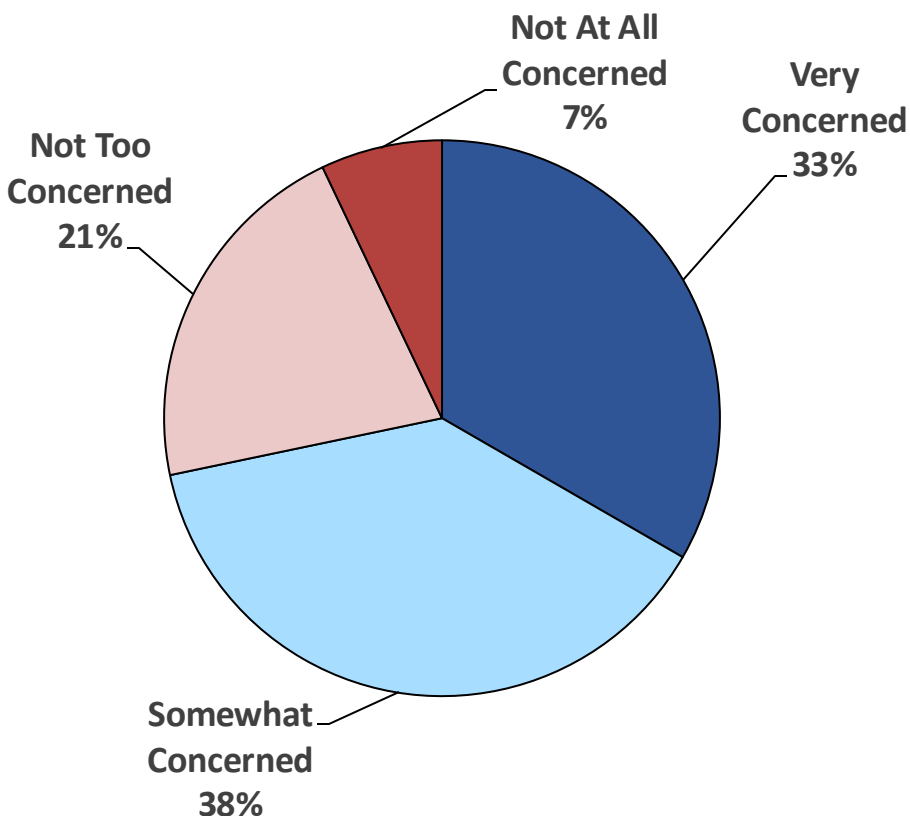


China

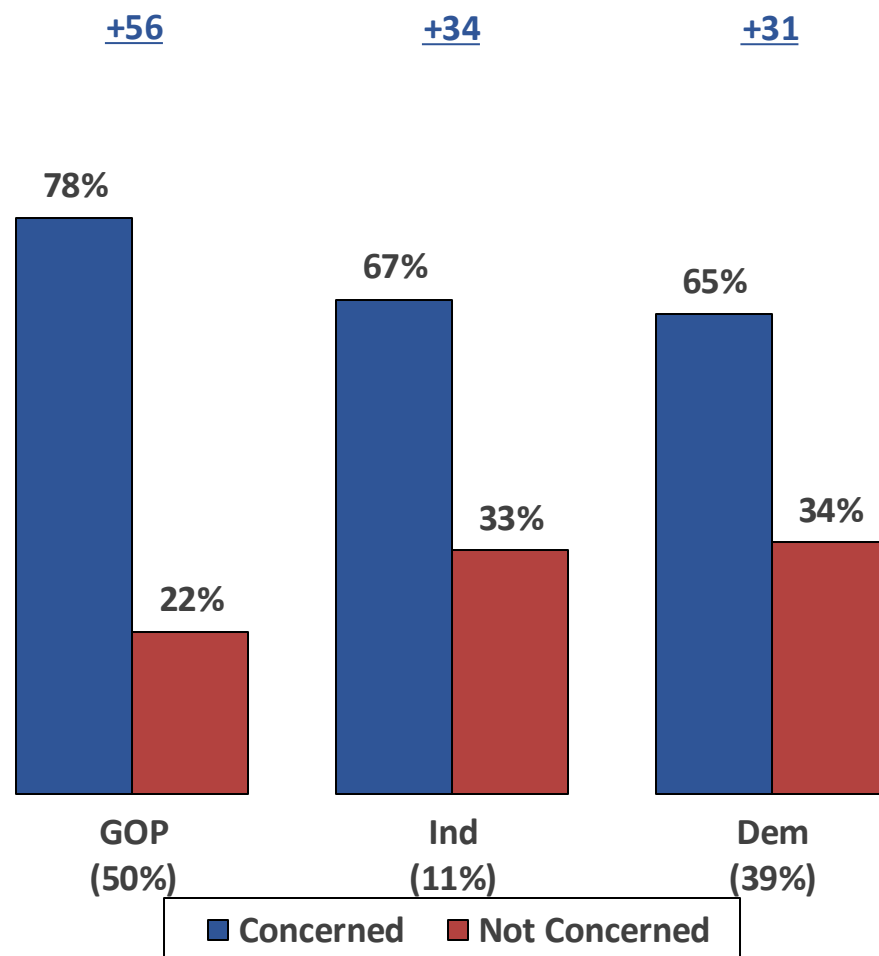
Over 70% of voters are concerned with China's potential impact on energy security.

Overall

Total Concerned	71%
Total Not Concerned	28%



By Party



Voters in all DMAs are concerned about China.

China's Impact on Energy Security by DMA

Balance/West-South (8%)

<u>Concerned</u>	82%
<u>Not Concerned</u>	18%

Dallas-Ft. Worth (31%)

<u>Concerned</u>	69%
<u>Not Concerned</u>	31%

San Antonio (11%)

<u>Concerned</u>	74%
<u>Not Concerned</u>	25%

Austin (9%)

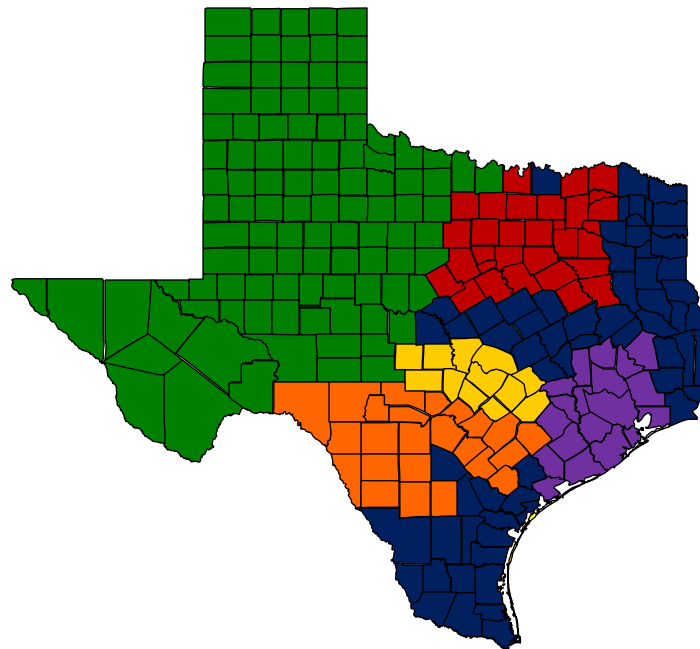
<u>Concerned</u>	74%
<u>Not Concerned</u>	26%

Balance/East-South (16%)

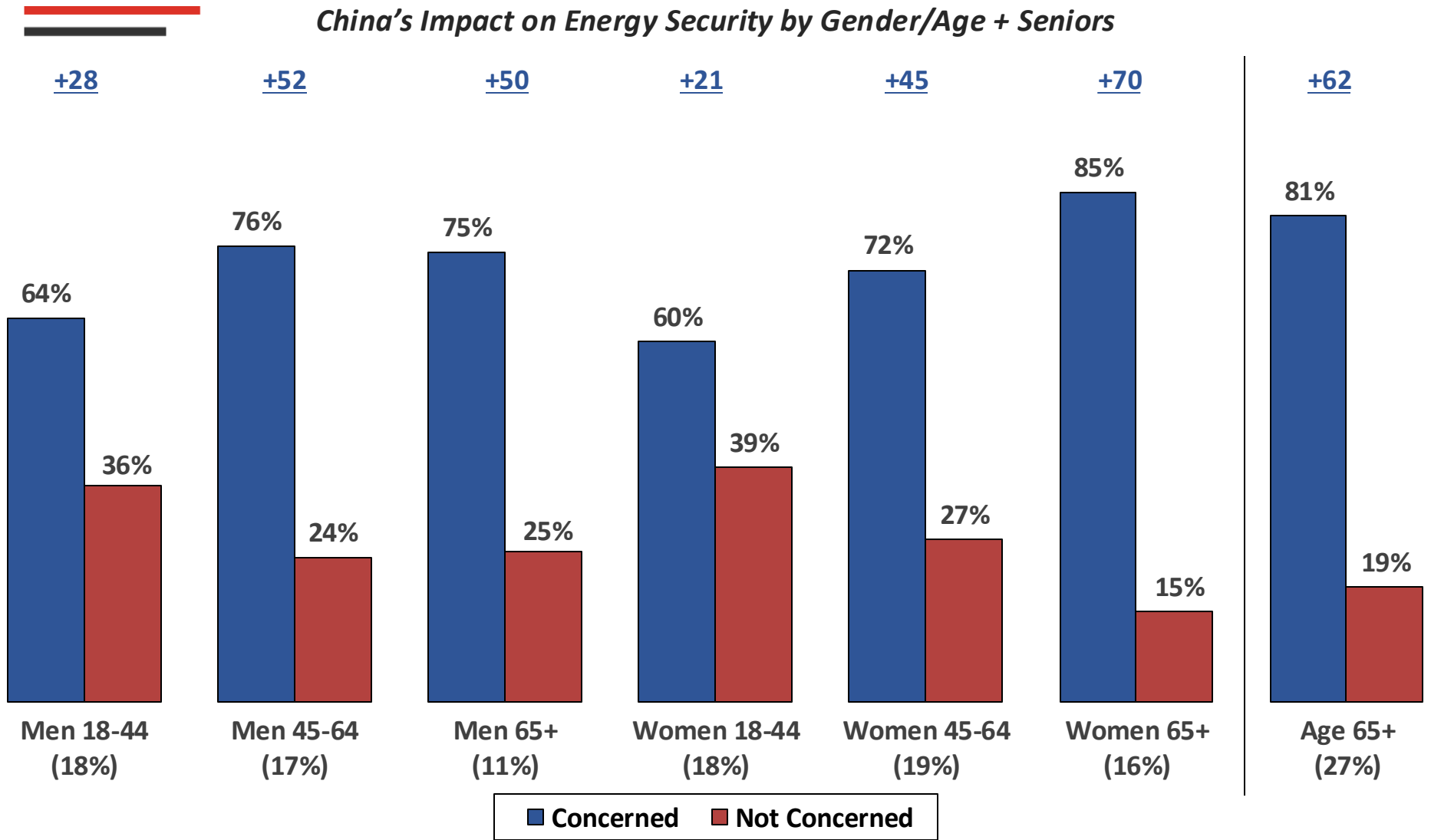
<u>Concerned</u>	72%
<u>Not Concerned</u>	27%

Houston (25%)

<u>Concerned</u>	68%
<u>Not Concerned</u>	32%

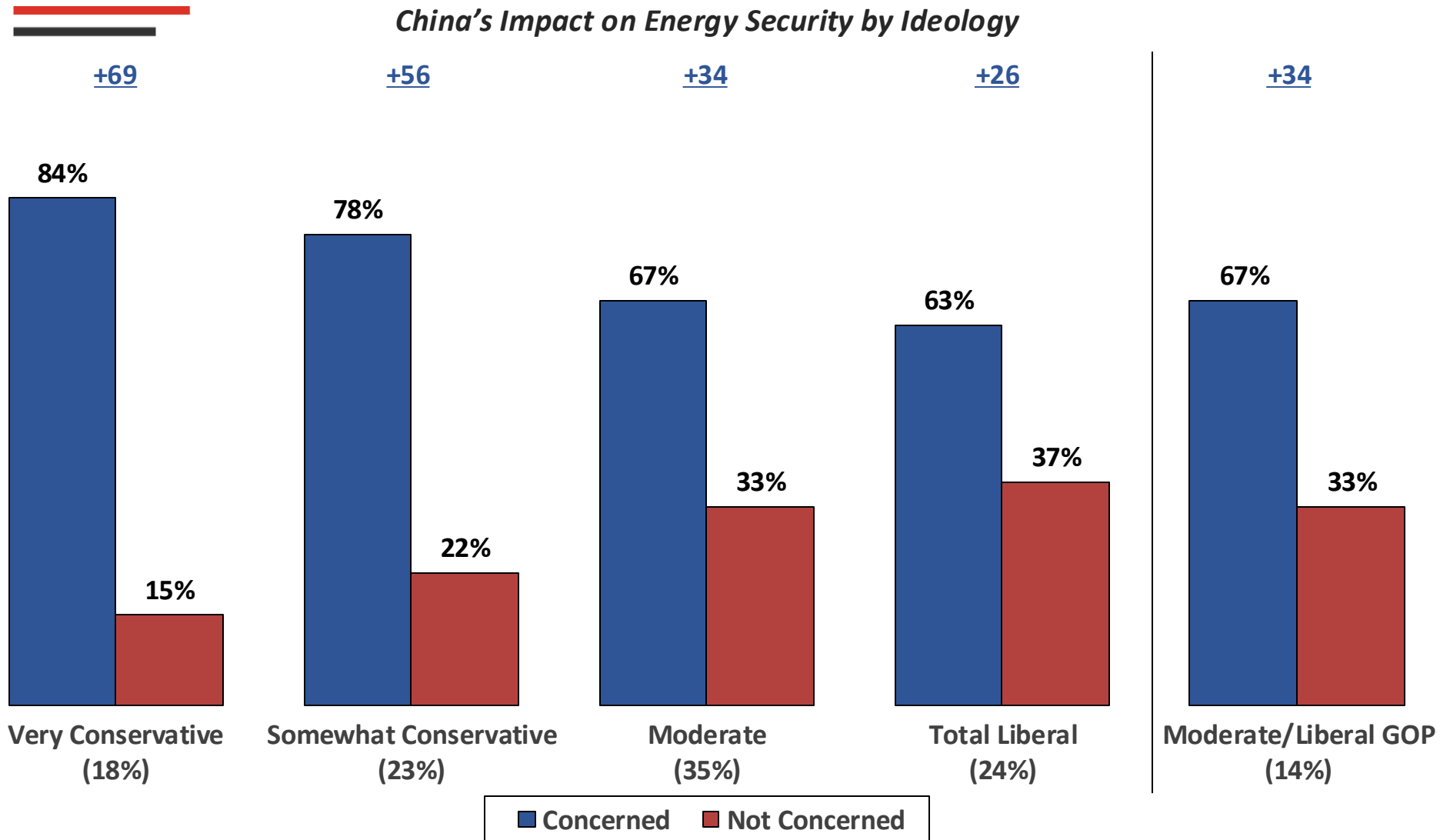


Younger voters are the least concerned about China's impact.



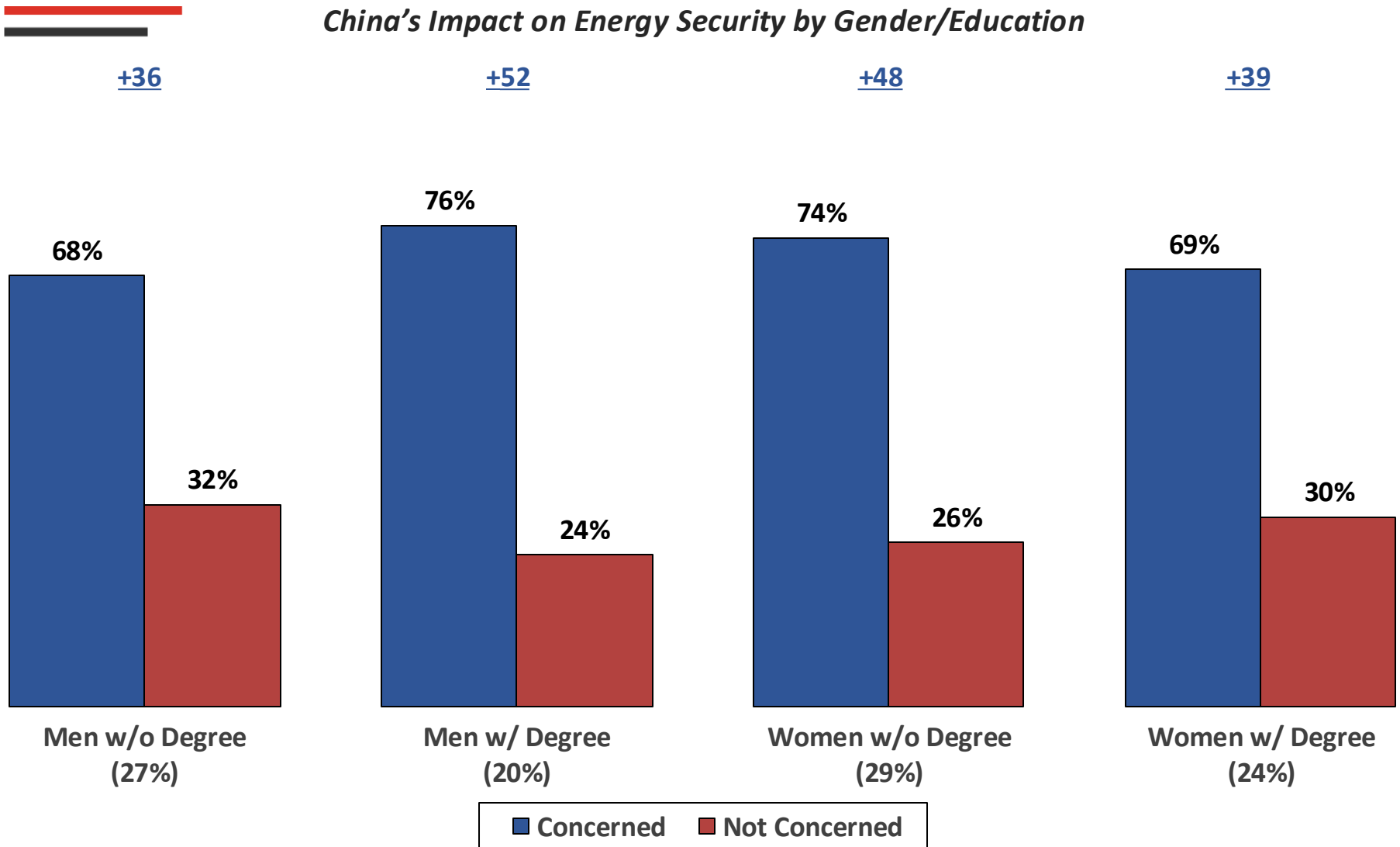
Conservative voters are more concerned with China's impact.

China's Impact on Energy Security by Ideology



Men with degrees and women without degrees are the most concerned about China's impact on national energy security.

China's Impact on Energy Security by Gender/Education





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