



PUBLIC OPINION

STRATEGIES

MEMORANDUM

TO: INTERESTED PARTIES

FROM: NEIL NEWHOUSE/DAVE WILSON, PUBLIC OPINION STRATEGIES

SUBJECT: RECENT IOWA POLL RESULTS

DATE: JUNE 28, 2011

Public Opinion Strategies completed a poll of 400 likely 2012 voters in Iowa on behalf of the American Wind Energy Association. The poll was conducted on May 22-24, 2011 and has a margin of error of $\pm 4.9\%$ in 95 out of 100 cases. The purpose of this memo is to review the key findings of the poll.

Key findings:

- ***Wind energy has an extraordinarily strong image among Iowa voters, above that of all other energy sectors.***

With an 85% favorable image, wind energy companies have a stronger image than solar energy companies (76% favorable), natural gas companies (68% favorable), nuclear power companies (51% favorable), coal companies (48% favorable), and oil companies (30% favorable).

| <i>Company Type</i> | <i>Image</i> |
|-----------------------------|---------------------|
| Wind Energy/Power Companies | 85% fav-8% unfav |
| Solar Energy Companies | 76% fav-7% unfav |
| Natural Gas Companies | 68% fav-12% unfav |
| Nuclear Power Companies | 51% fav-30% unfav |
| Coal Companies | 48% fav-23% unfav |
| Oil Companies | 30% fav-60% unfav |

- ***A majority of Iowa voters name wind energy as their preferred energy source for the state.***

When voters are asked, “*which one of the following types of energy would you prefer the state rely on most,*” over half of voters (51%) choose wind energy. The next closest preferred energy source is natural gas (15%), while 13% say they prefer nuclear power. Solar energy (8%), coal (5%) and oil (2%) round out the remainder of the preferred energy sources.

Wind energy is the preferred energy source across partisan lines as well, with one-third (33%) of Republicans, 52% of Independents, and 67% of Democrats choosing wind energy as their preferred energy source:

| <i>Energy Type</i> | <i>Overall</i> | <i>GOP</i> | <i>IND</i> | <i>DEM</i> |
|---------------------------|-----------------------|-------------------|-------------------|-------------------|
| Wind Energy | 51% | 33% | 52% | 67% |
| Natural Gas | 15% | 17% | 12% | 15% |
| Nuclear Power | 13% | 24% | 9% | 7% |
| Solar Energy | 8% | 10% | 11% | 4% |
| Coal | 5% | 8% | 6% | 2% |
| Oil | 2% | 3% | 2% | 1% |

- ***Wind energy is perceived to have major economic benefits for the state.***

Over eight in ten voters (81%) say wind energy companies have been good for the state’s economy, while fully 77% say these companies have helped bring new jobs to the state. These economic benefits of wind energy show that Iowa voters view wind energy as more than just an important source of renewable energy for the state.

The Bottom Line

Iowa voters have a very favorable impression of wind energy companies and choose wind energy as the primary source of energy for Iowa to rely on in the future. Not only do Iowans believe wind energy has clear environmental benefits, but also that it has clear economic benefits for the state. This data leaves little doubt that wind energy is well-positioned to be a leader in Iowa’s energy future.