



# Ohio Statewide Poll

## Likely November 2020 Voters

*August 2020*

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THE TARRANCE GROUP

# Methodology

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- ▶ Multimodal survey of likely November 2020 voters, conducted by EMC Research with the Tarrance Group consulting on research design and analysis
- ▶ Participants reached by phone, SMS text, and email
- ▶ Interviews were conducted by trained, professional interviewers; landlines and mobile phones included
- ▶ Survey conducted August 6 – 11, 2020
- ▶ 600 interviews; overall margin of error  $\pm 4.0$  percentage points

Please note that due to rounding, some percentages may not add up to exactly 100%.

# Key Findings

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- ▶ Ohio voters oppose HB 6 and want to see it repealed. Support for repeal increases as voters hear more information.
  - Ultimately, two-thirds of Ohio voters support repealing the bill and replacing it with tested policies.
  - The opposition argument is not effective.
- ▶ Six out of ten voters agree that climate change is an urgent threat.
- ▶ Voters support the pillars of a repeal and replacement plan, including investigating FirstEnergy, a zero-carbon energy future, and an equity focused move to clean energy.
- ▶ Seven out of ten voters say they are likely to sign a petition to place HB6 on the ballot for repeal if the Legislature does not repeal it themselves.



**Issue Environment**

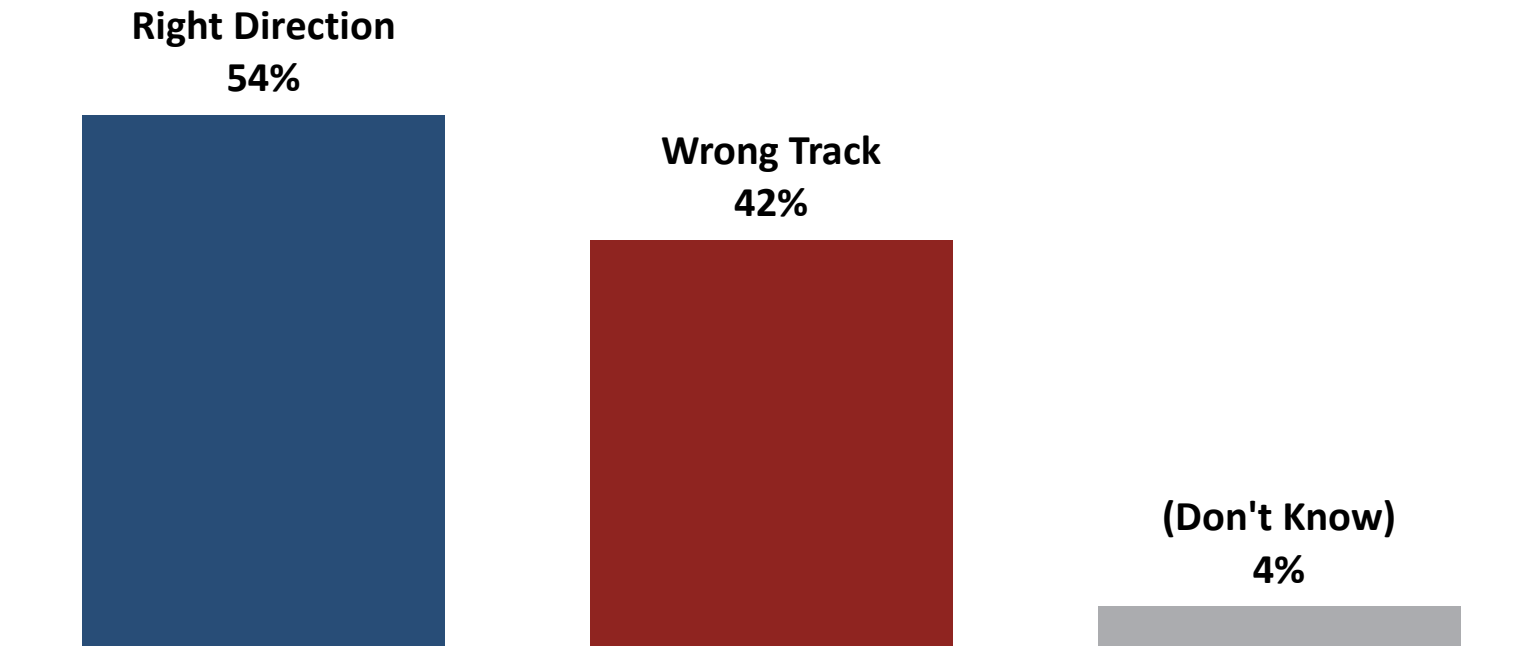
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# Direction of Ohio

*A small majority of voters think Ohio is going in the right direction. Men age 50 and older, Women age 65 and older, Republicans, and those in northern Ohio are more likely to think the state is going in the right direction.*



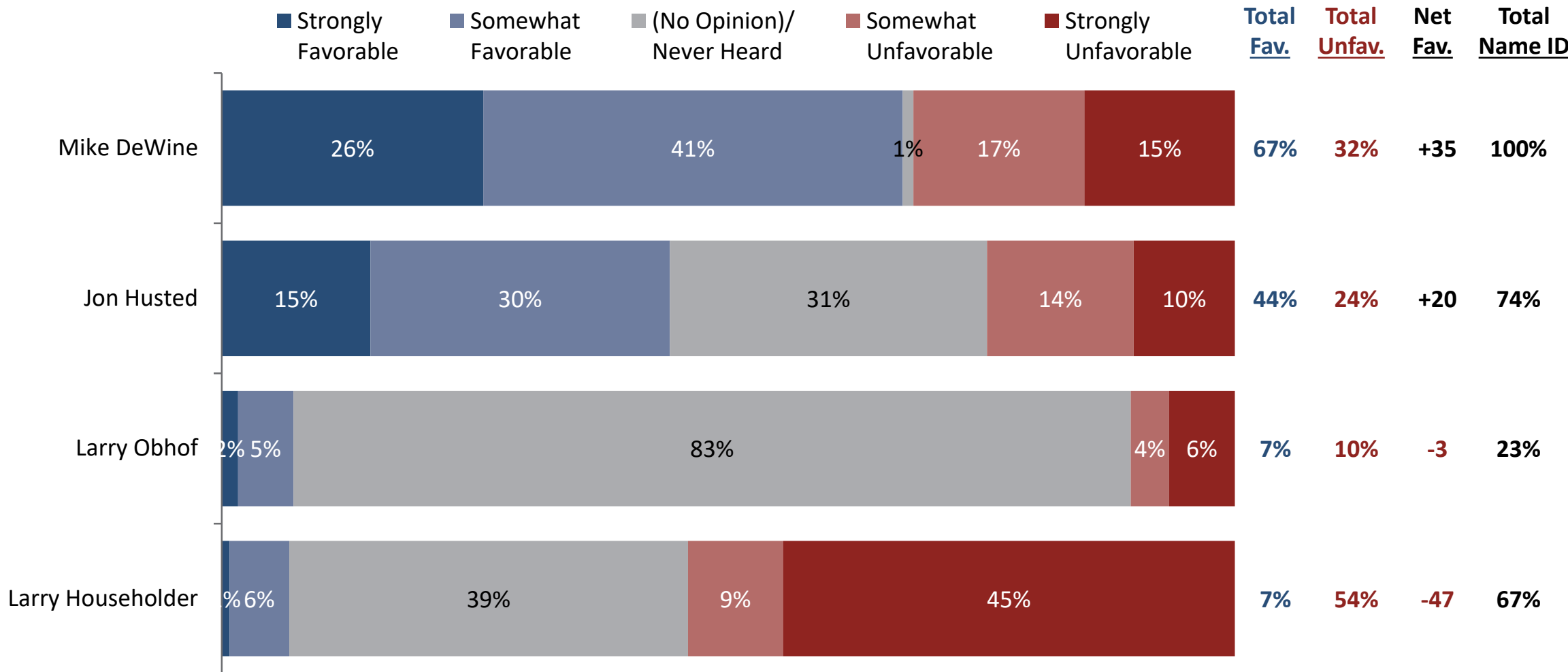
	Right Direction	Wrong Track	Don't know
Overall	54%	42%	4%
Men 18-49 (19%)	48%	47%	4%
Women 18-49 (25%)	42%	56%	3%
Men 50-64 (14%)	64%	35%	1%
Women 50-64 (14%)	58%	38%	4%
Men 65+ (13%)	61%	34%	5%
Women 65+ (15%)	64%	27%	10%
White Non-college (46%)	52%	45%	2%
White College+ (34%)	61%	33%	6%
African American/Black (9%)	43%	54%	3%
Other Voters of Color (11%)	51%	42%	7%
Democrat (36%)	49%	46%	6%
Republican (41%)	60%	37%	4%
Independent/Other (23%)	54%	44%	3%
Central (18%)	48%	50%	3%
Northeast (38%)	59%	36%	5%
Northwest (13%)	63%	34%	3%
Southeast (6%)	49%	40%	11%
Southwest (25%)	49%	48%	4%

Q3. Do you feel that things in Ohio are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?



# Favorable Ratings: Political Figures

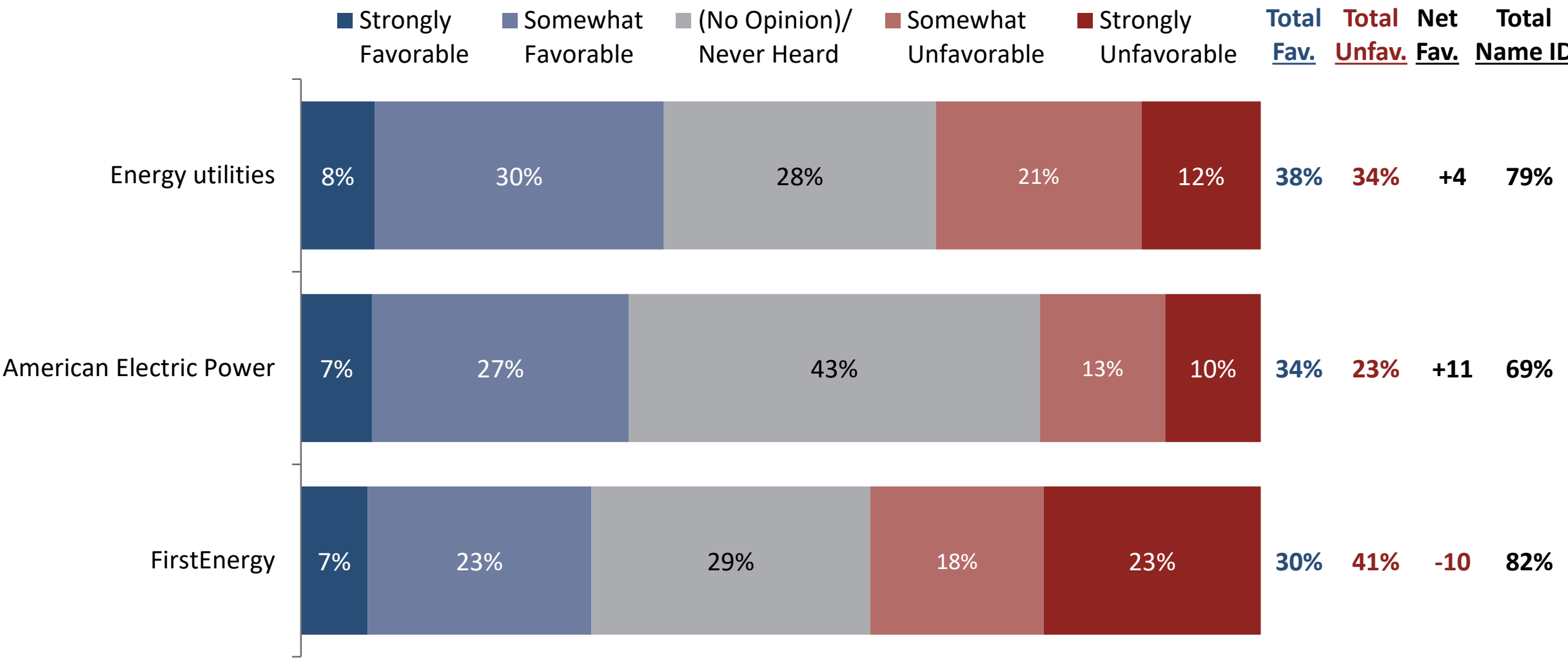
*Two-fifths of voters view Mike DeWine somewhat favorably.*



Q4-12. I'm going to read you a list of people and organizations. Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of each one. If you have never heard of one, please just say so.

# Favorable Ratings: Energy Companies

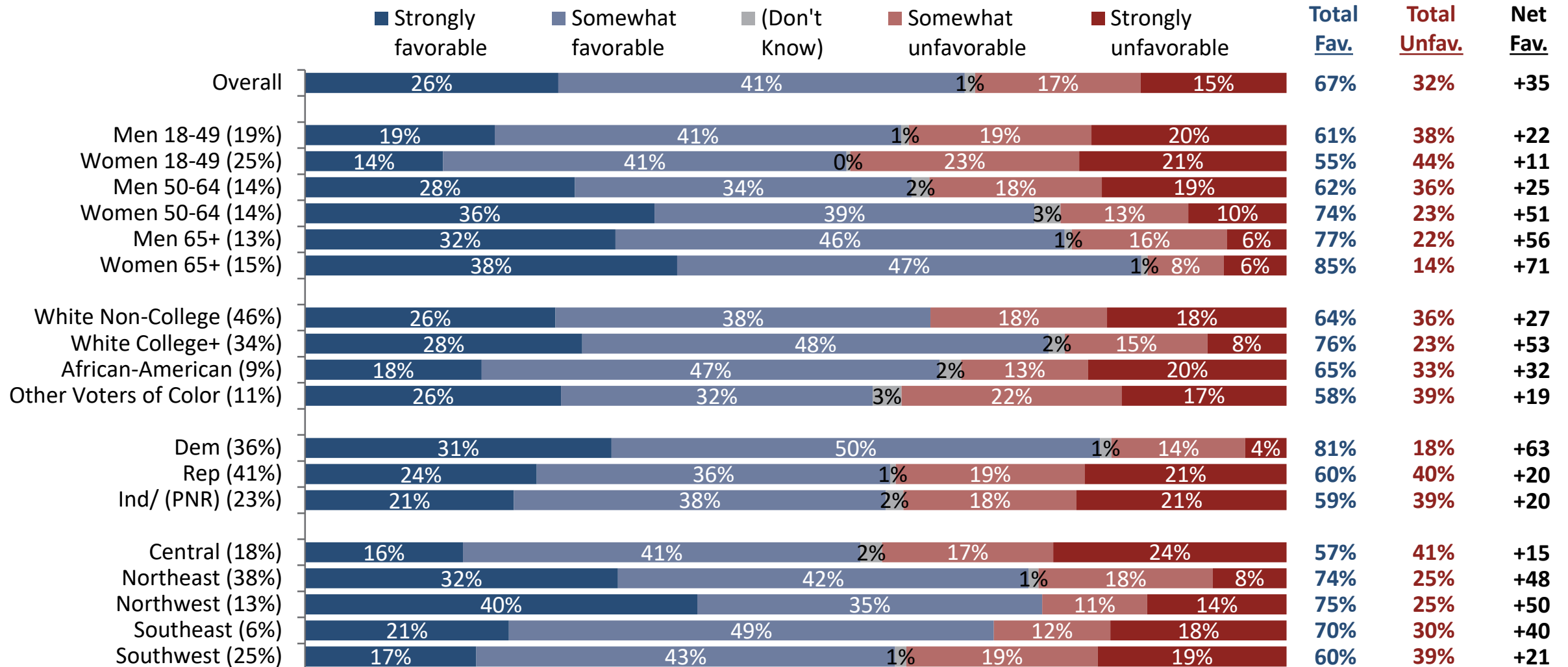
*FirstEnergy is viewed more negatively than energy utilities in general and AEP.*



Q4-12. I'm going to read you a list of people and organizations. Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of each one. If you have never heard of one, please just say so.

# Favorable by Subgroups: Mike DeWine

*DeWine is viewed overall most favorably among older voters, white college-educated voters, and Democrats.*

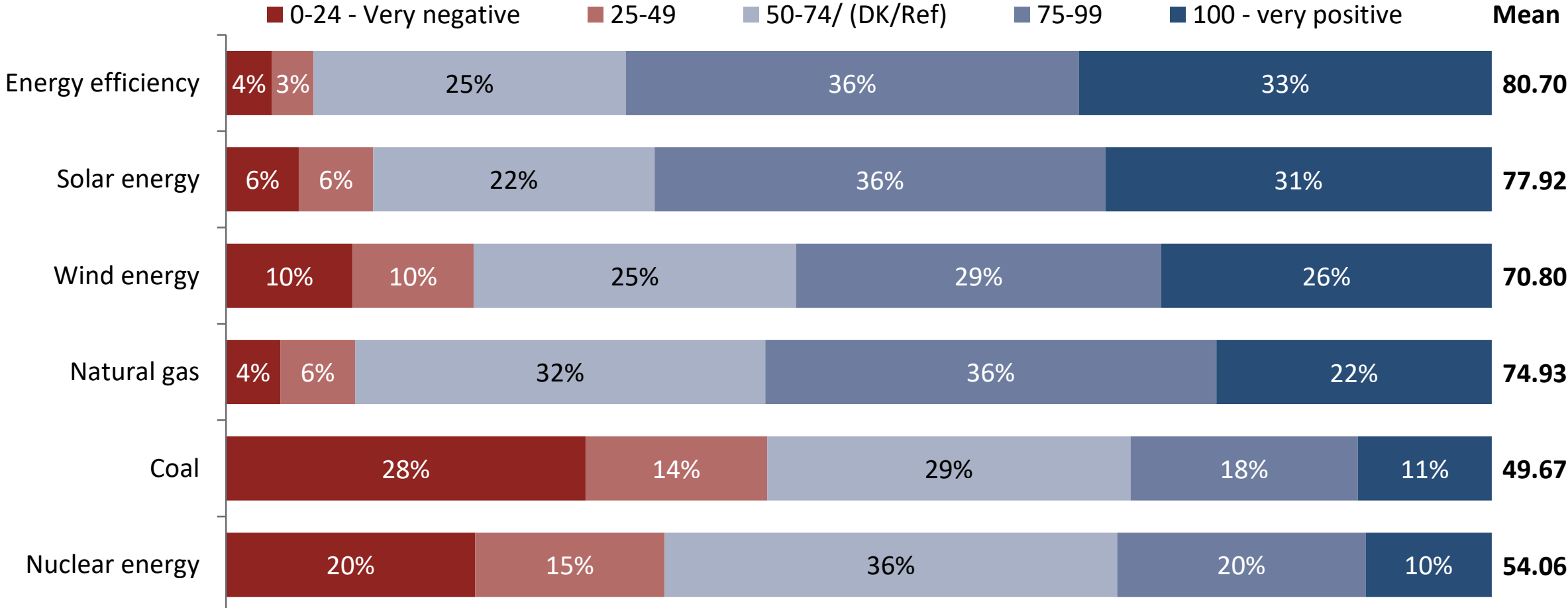


Q6. I'm going to read you a list of people and organizations. Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of each one. If you have never heard of one, please just say so. ... Mike DeWine



# Attitudes on Energy Sources

*Of the energy sources tested, coal receives the lowest mean rating, indicating a net negative rating. Two-thirds of voters give solar energy a rating of 75 or higher, and more than half do the same for wind energy.*



Q14-Q19. Now I'm going to read you a list of energy sources and energy-related terms. For each one, please tell me if you view this source positively or negatively on a scale of 0 to 100, where 0 means you view it very negatively and 100 means you view it very positively. You can choose any number between 0 and 100.



**House Bill 6**

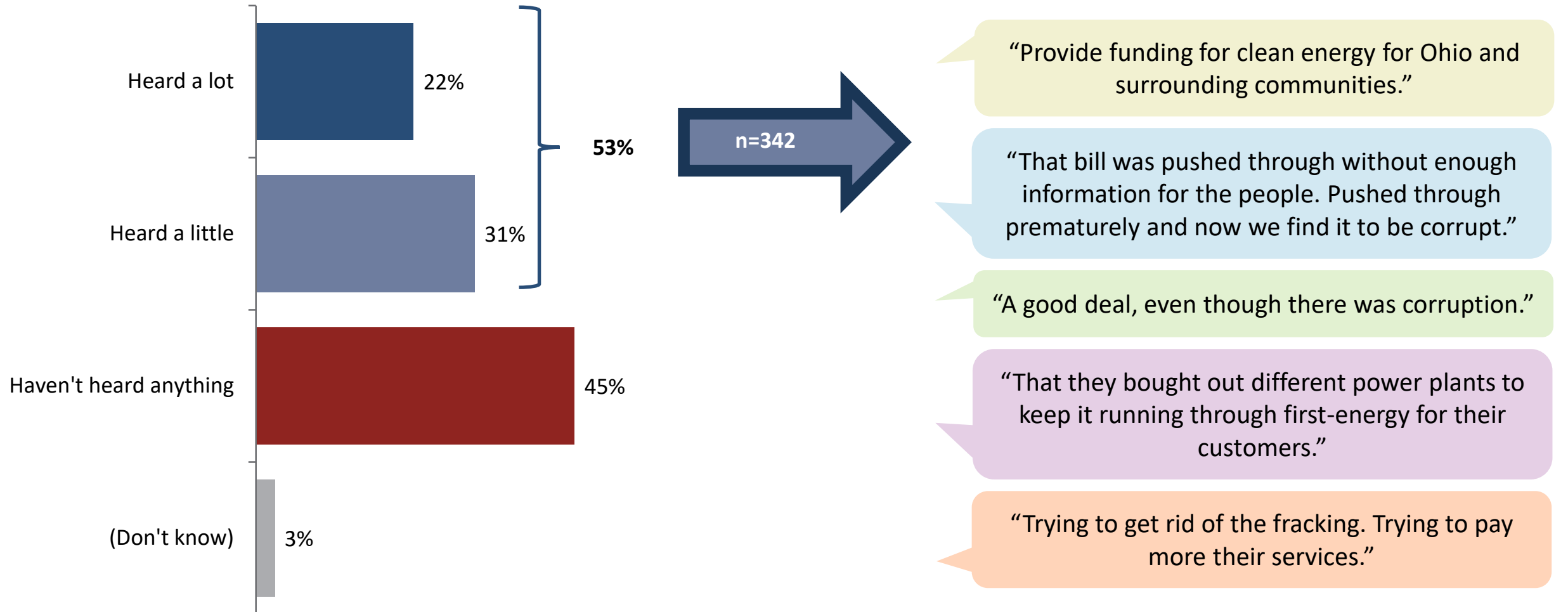
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# HB6 Awareness

Half of voters have heard something about HB6. Of those who can ID what they heard, corruption, the bailout, and energy were the most common themes.



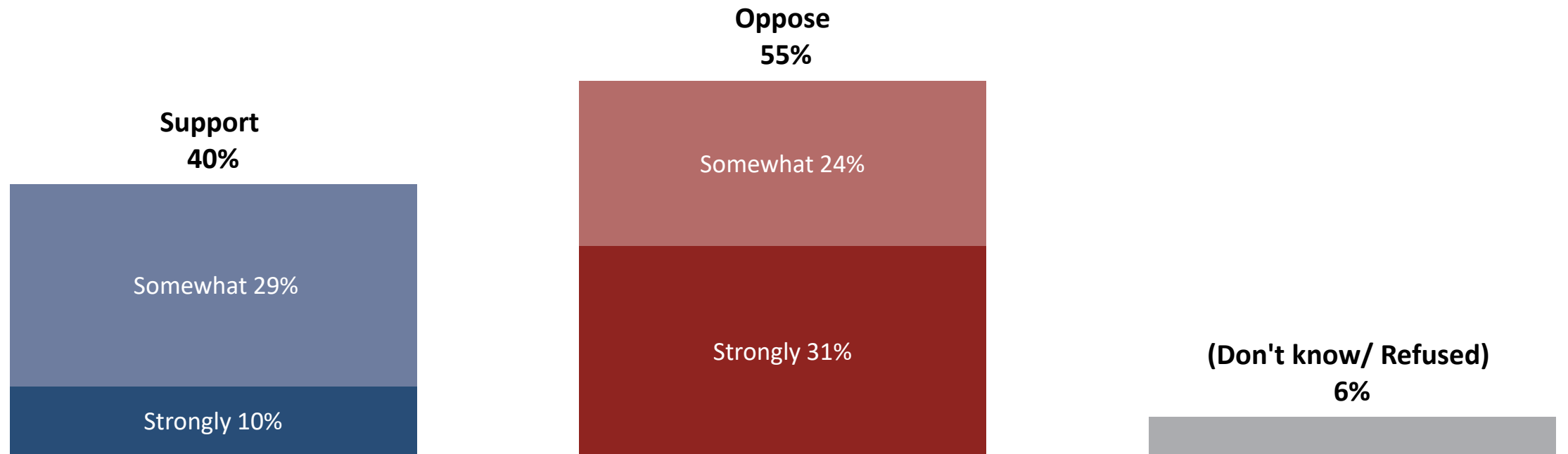
Q21. Have you heard or seen anything recently about Ohio House Bill 6, or HB6, that was passed last year?

Q22. (ASK IF Q21 = Yes, have heard) What have you heard or seen about HB6?

# Initial Support/Opposition for HB6

*More than half of Ohio voters oppose HB6 in an initial ask.*

As you may know, Ohio House Bill 6, passed in 2019, enabled two nuclear power plants and two coal plants to stay in operation by adding a \$2 monthly charge to consumers' electricity bills; set aside money to fund six solar projects in Ohio; and eliminated the state's requirement that utilities increase the amount of renewable energy, such as wind and solar power, that they produce.

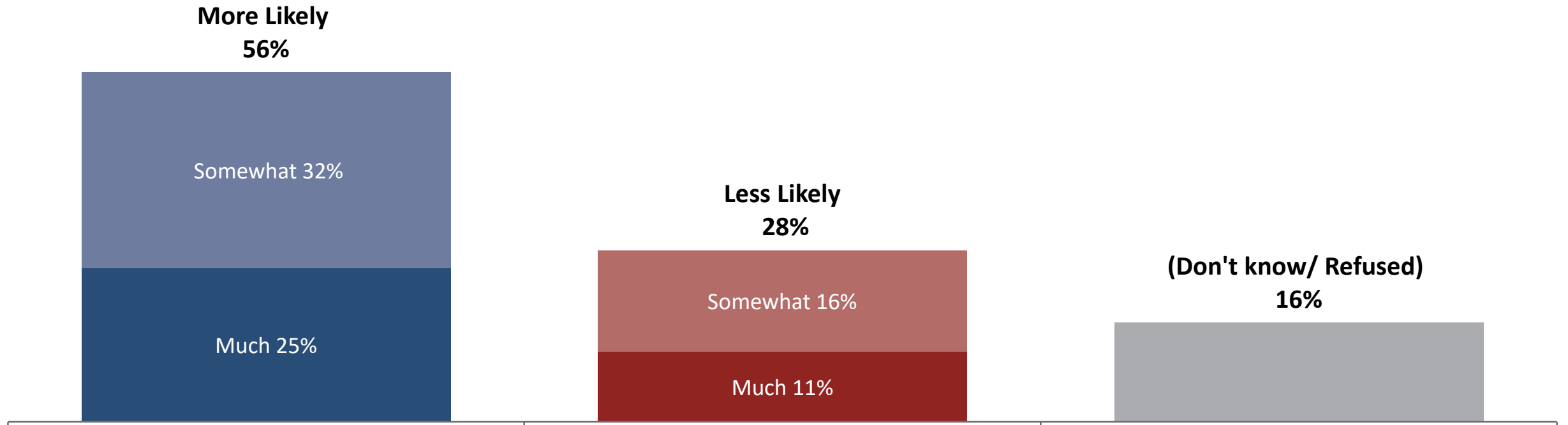


Q23. Do you strongly support, somewhat support, somewhat oppose or strongly oppose HB6?

# Initial Support/Opposition for Legislator

*Over half of voters say they are more likely to support their state legislator if they are pro-repeal. Only a third are less likely.*

**Are you more or less likely to support your state legislator if they are in favor of repealing HB6?**





# House Bill 6 Messaging

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# HB6 Support/Opposition Statements

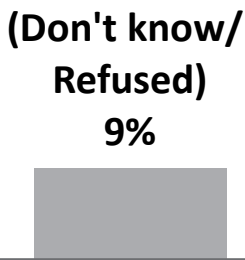
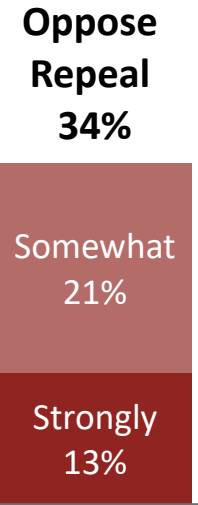
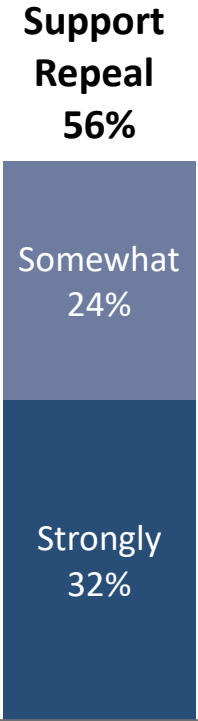
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- ▶ **Support Statement:** Supporters of repealing HB6 say the law is a massive taxpayer bailout for FirstEnergy that raises electricity rates for every Ohioan. It became law through a corrupt process of bribery, back room deals and \$60 million in illegal secret donations from FirstEnergy to politicians, leading to a federal investigation and the arrest and indictment on bribery charges of Ohio House Speaker Larry Householder. They say the law should be repealed.
- ▶ **Opposition Statement:** Opponents of repealing HB6 say the law will save rate payers \$2.3 billion by cutting the monthly fee ratepayers were forced to pay for subsidies to wind and solar power and that repealing HB6 would effectively increase our electric bills by that amount. We're already in uncertain economic times and this would only slow Ohio's road to economic recovery. They say Ohio should keep HB6 and move forward with its current energy policy.

# Statements on Repealing HB6

*Support for repeal increases and intensifies after a support argument, reaching two-thirds. The opposition argument decreases the intensity of repeal support, but only changes overall support by four points.*

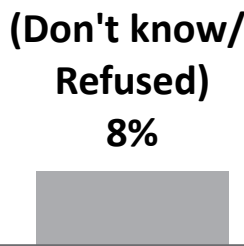
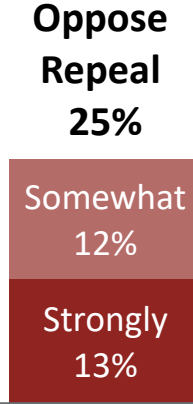
## Repeal HB6 Initial Ask



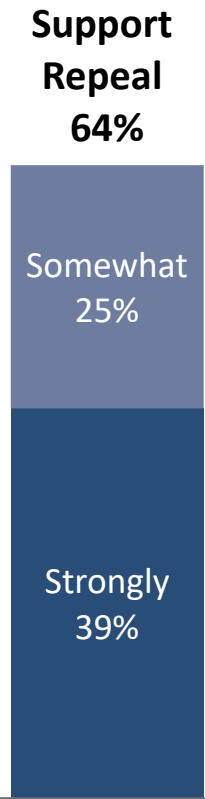
## Repeal HB6 Support Statement



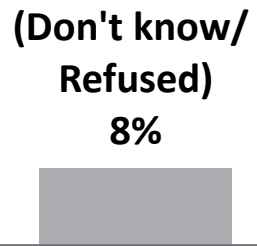
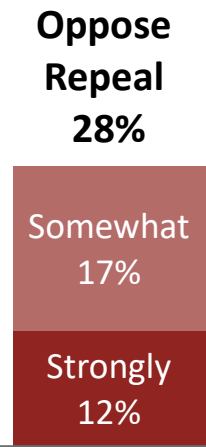
+11 from initial



## Repeal HB6 Opposition Statement

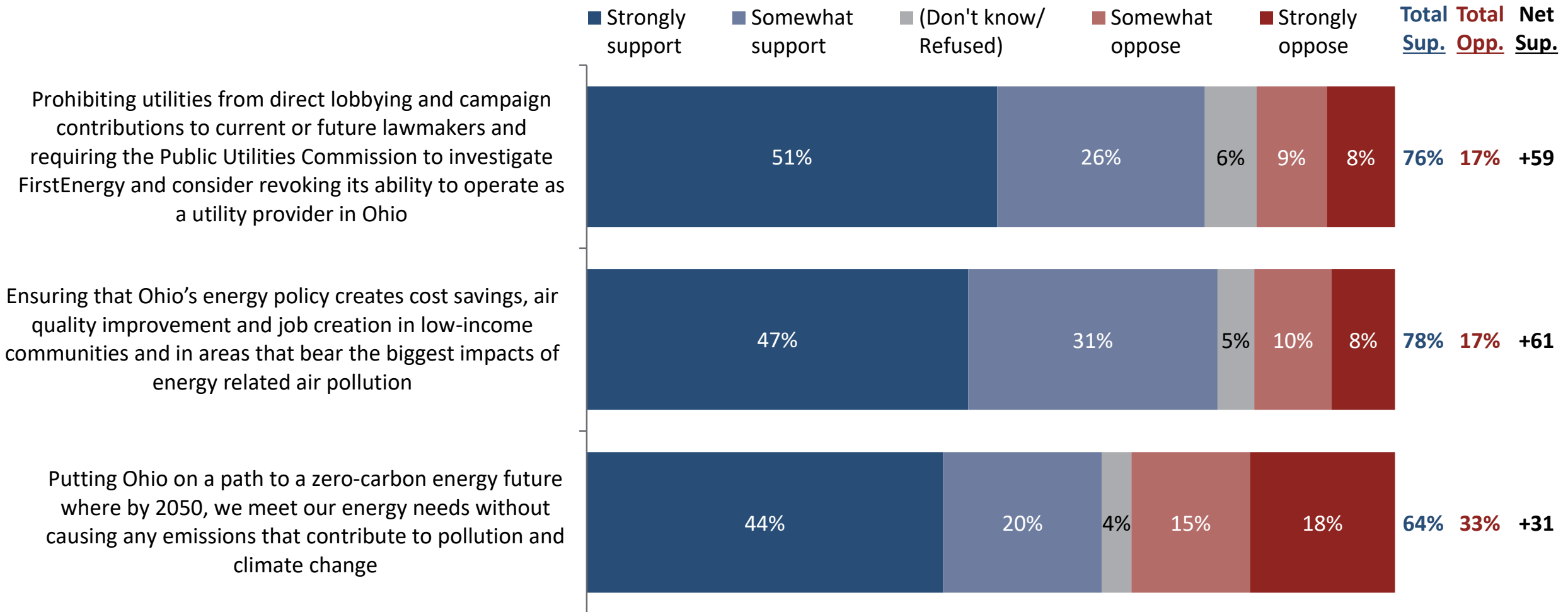


+8 from initial



# Clean Energy Plan Pillars

*Two proposals reach three-quarters support; the other is close behind. Prohibiting utilities from lobbying and campaign contributions and investigating FirstEnergy is the top tested policy.*



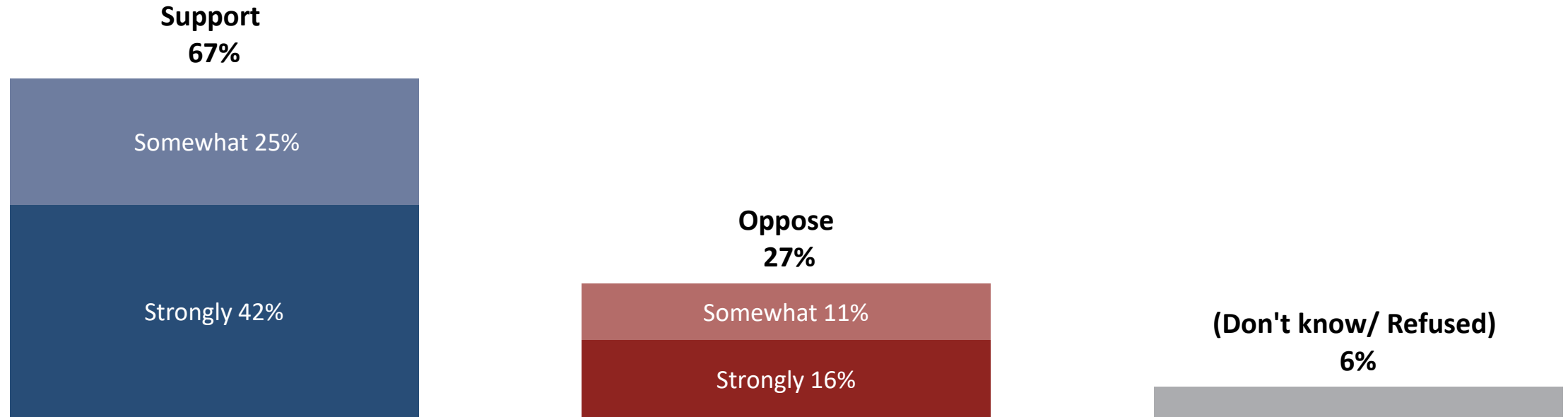
Q29-31. Thinking about energy policy going forward in Ohio, I'm going to read you some policy proposals. For each one, please tell me if you strongly support, somewhat support, somewhat oppose or strongly oppose that proposal.

# Repealing and Replacing HB6

*After hearing information about policies that could replace HB6, two-thirds of voters are supportive of the plan.*

There are some people who support repealing HB6 entirely, and replacing it with a clean energy plan including the policies you just heard, which increase the state's renewable energy standards, support the development of clean energy jobs, and protect utility ratepayers.

Now that you have heard more about these policies, do you strongly support, somewhat support, somewhat oppose or strongly oppose repealing HB6 and replacing it with a clean energy plan?

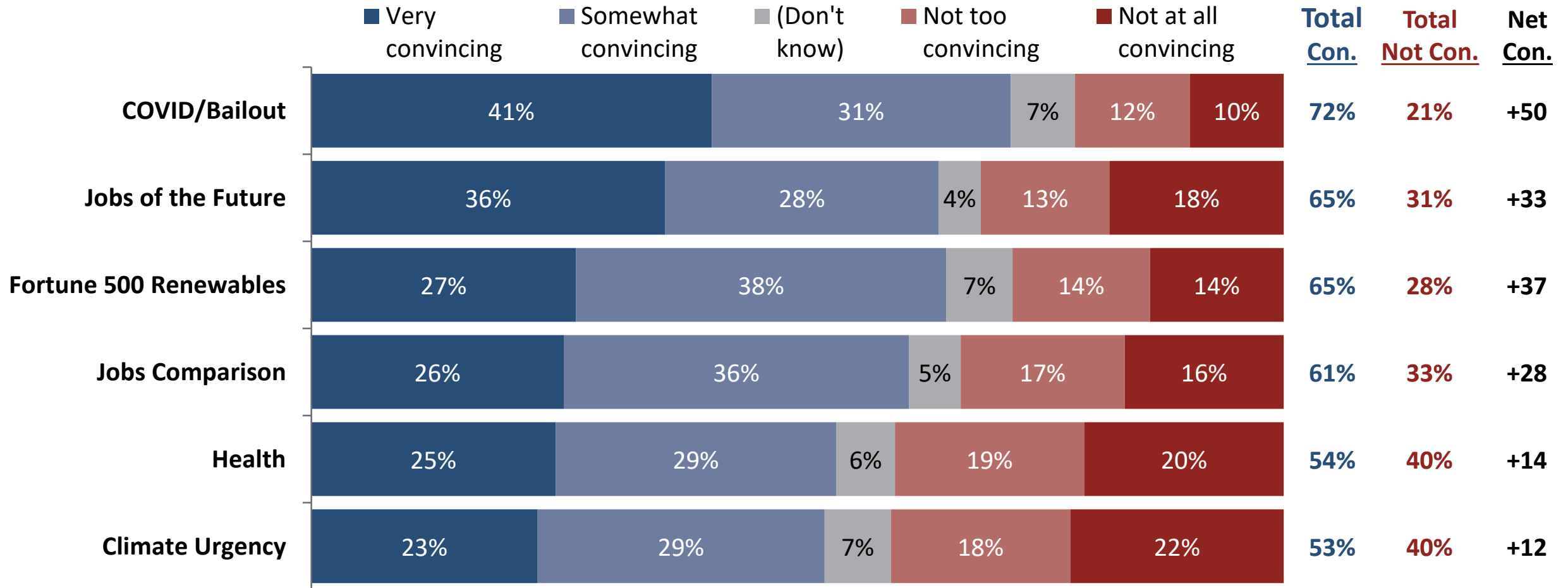


# HB6 Repeal Messaging

- ▶ **COVID/Bailout [72% Total convincing]:** While Ohioans are suffering because of the COVID public health crisis, HB6 is a massive \$1.5 billion bailout for one powerful and corrupt company, FirstEnergy. It just isn't fair to have ratepayers pay more every month to bail out FirstEnergy. Ohio should repeal this law.
- ▶ **Jobs of the Future [65% Total convincing]:** As COVID-19 ravages our economy, HB6 would put more than 110,000 jobs at risk. Ohio should be investing in clean and renewable energy technologies of the future, that create good jobs and protect clean air for our children and grandchildren, not bailing out the failed energy sources of the past.
- ▶ **Fortune 500 Renewables [65% Total convincing]:** HB6 ends the state's renewable energy standards. As most Fortune 500 companies commit to 100% renewable energy, we cannot afford to have an energy policy that keeps jobs from coming to Ohio. We should repeal HB6 immediately and show Ohio is open for business.
- ▶ **Jobs Comparison [61% Total convincing]:** HB6 bailed out two failing nuclear plants and two failing coal plants, which protected 4,000 Ohio jobs, at least for now. However, the bill's provisions threaten the future of 114,000 clean energy jobs in the state, mostly high-paying construction and manufacturing jobs. We can't allow this during the COVID public health and economic crisis.
- ▶ **Health [54% Total convincing]:** HB6 will make our air dirtier and make Ohioans sicker. Ohio's renewable energy and efficiency standards have cleaned our air enough to prevent over 44,000 asthma attacks, 4,400 heart attacks, and over 2,800 premature deaths.
- ▶ **Climate Urgency [53% Total convincing]:** HB 6 stops action on the climate crisis, and this action cannot wait. The summer of 2019 suffered the hottest month in recorded history, and parts of the Midwest were declared agricultural disaster areas. We couldn't afford to wait on acting before the COVID public health and economic crisis, and we definitely can't now.

# HB6 Repeal Messaging

*All messages are convincing to most voters. Messaging about corrupt companies being bailed out while people are struggling, the jobs tradeoff, and economic gains are the most convincing.*



Q33-Q38. Next I'd like to read you statements from people who say we should repeal HB6 and replace it with a clean energy plan. After each one, please tell me how convincing that statement is as a reason to repeal the law – very convincing, somewhat convincing, not too convincing, or not at all convincing.



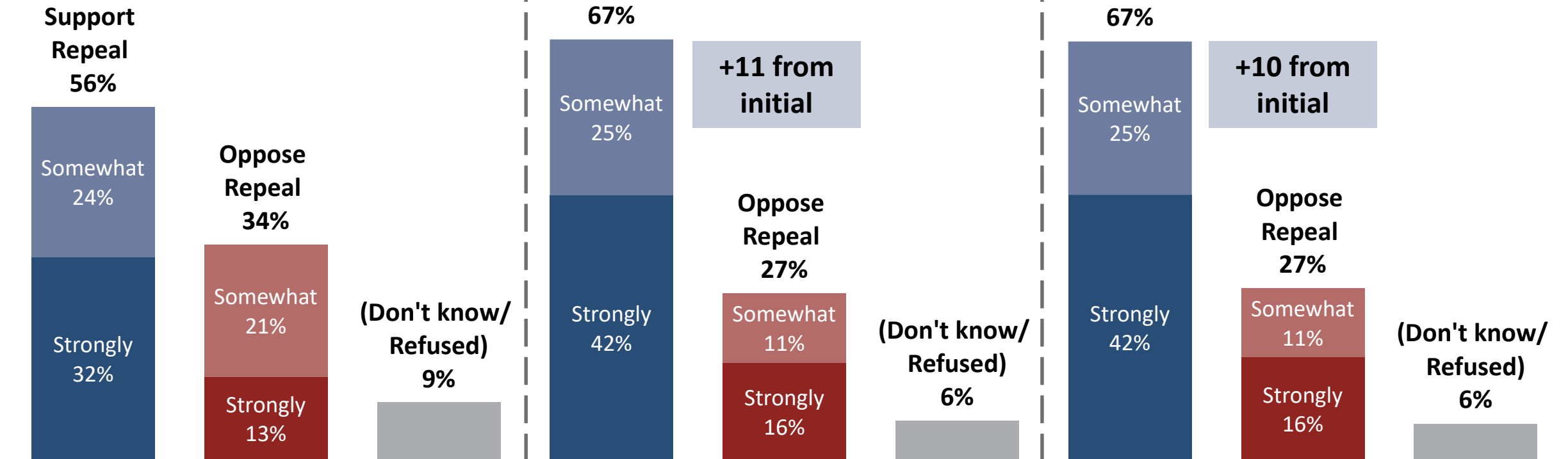
# Initial vs. Informed HB6 Repeal and Replace

*There is little difference in support after the repeal and replace messaging. Two-fifths of voters strongly support repealing and replacing, with an additional quarter somewhat supporting it.*

**Repeal HB6  
Initial Ask\***

**Repeal & Replace HB6  
After Energy Policies**

**Repeal & Replace HB6  
After Messaging**



# HB6 Repeal and Replace Progression by Subgroups

	Repeal HB6 Initial Ask			Repeal & Replace HB6 After Energy Policies			Repeal & Replace HB6 After Messaging			Net Shift
	Support	Oppose	Net Support	Support	Oppose	Net Support	Support	Oppose	Net Support	
Overall	56%	34%	<b>+22</b>	67%	27%	<b>+41</b>	67%	27%	<b>+39</b>	<b>+17</b>
Men 18-49 (19%)	63%	29%	<b>+34</b>	59%	32%	<b>+27</b>	58%	36%	<b>+21</b>	<b>-13</b>
Women 18-49 (25%)	48%	35%	<b>+13</b>	69%	24%	<b>+45</b>	66%	24%	<b>+41</b>	<b>+28</b>
Men 50-64 (14%)	61%	34%	<b>+27</b>	66%	31%	<b>+35</b>	65%	29%	<b>+36</b>	<b>+9</b>
Women 50-64 (14%)	54%	38%	<b>+16</b>	74%	22%	<b>+51</b>	77%	22%	<b>+54</b>	<b>+38</b>
Men 65+ (13%)	50%	44%	<b>+6</b>	60%	36%	<b>+25</b>	58%	42%	<b>+16</b>	<b>+10</b>
Women 65+ (15%)	64%	28%	<b>+36</b>	75%	15%	<b>+60</b>	80%	11%	<b>+69</b>	<b>+34</b>
White Non-college (46%)	51%	37%	<b>+14</b>	65%	29%	<b>+36</b>	64%	30%	<b>+34</b>	<b>+20</b>
White College+ (34%)	64%	31%	<b>+33</b>	69%	26%	<b>+43</b>	68%	26%	<b>+42</b>	<b>+9</b>
African American/Black (9%)	63%	23%	<b>+40</b>	79%	18%	<b>+60</b>	82%	15%	<b>+67</b>	<b>+27</b>
Other Voters of Color (11%)	52%	44%	<b>+8</b>	63%	28%	<b>+35</b>	64%	32%	<b>+32</b>	<b>+24</b>
Democrat (36%)	72%	22%	<b>+50</b>	93%	4%	<b>+89</b>	90%	7%	<b>+83</b>	<b>+32</b>
Republican (41%)	43%	46%	<b>-3</b>	49%	43%	<b>+6</b>	50%	44%	<b>+6</b>	<b>+10</b>
Independent/Other (23%)	56%	33%	<b>+23</b>	59%	32%	<b>+26</b>	61%	30%	<b>+31</b>	<b>+8</b>
Central (18%)	62%	34%	<b>+28</b>	74%	23%	<b>+50</b>	68%	29%	<b>+39</b>	<b>+11</b>
Northeast (38%)	56%	36%	<b>+20</b>	68%	26%	<b>+42</b>	68%	25%	<b>+43</b>	<b>+22</b>
Northwest (13%)	57%	38%	<b>+19</b>	64%	30%	<b>+34</b>	70%	30%	<b>+40</b>	<b>+21</b>
Southeast (6%)	38%	33%	<b>+5</b>	49%	34%	<b>+15</b>	49%	39%	<b>+9</b>	<b>+5</b>
Southwest (25%)	57%	31%	<b>+26</b>	68%	27%	<b>+40</b>	68%	25%	<b>+42</b>	<b>+16</b>

# Top Mover Subgroups

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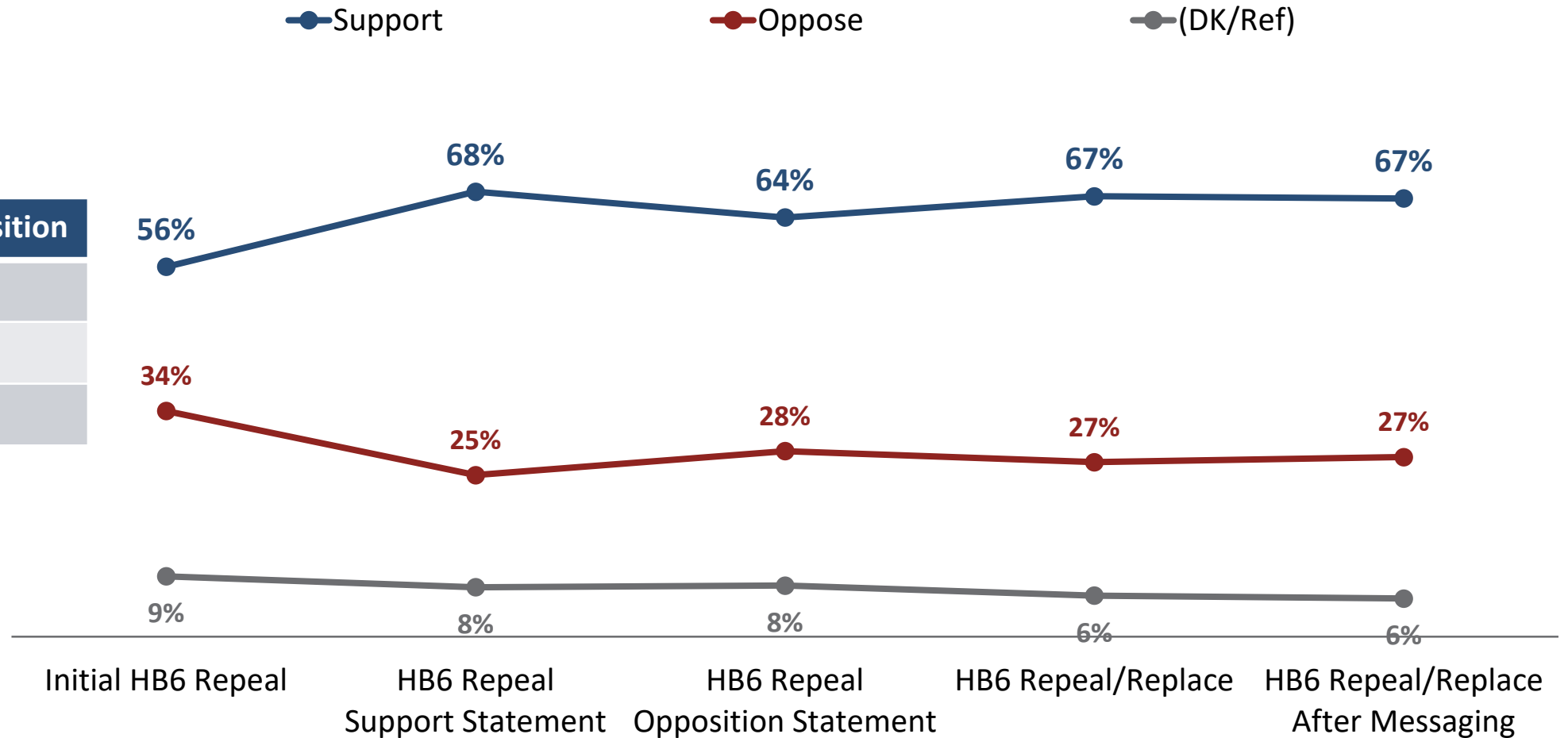
Overall, support for repeal increases from 56% to 67%. Largest increases among subgroups:

- Women (all ages) (+19)
- 30-39 years (+18)
- African American (+19)
- Democratic Party (+18)
- Democrat women (+21)
- Republican women (+21)
- Trump unfavorable (+17)

# HB6 Support/Opposition Tracked

*The opposition argument is not particularly effective, and the repeal and replace plan recaptures nearly all the support lost after it is made.*

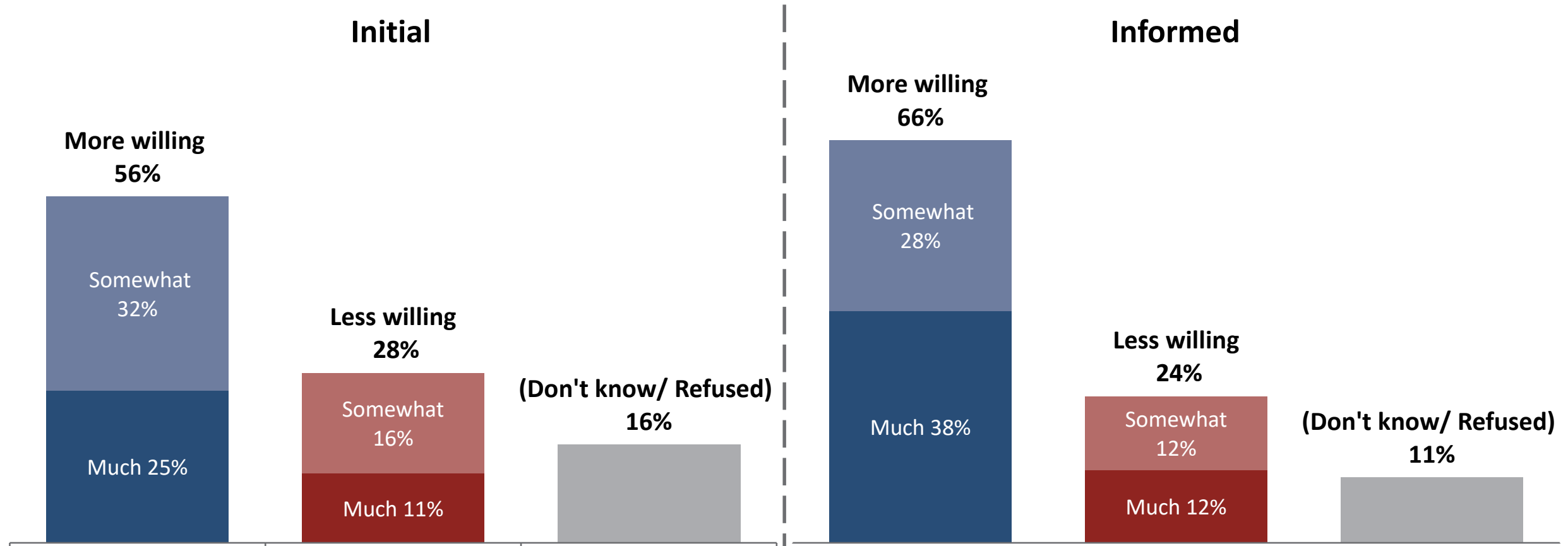
Initial HB6 Support/Opposition	
Support	40%
Oppose	55%
<b>Net Support</b>	<b>-15</b>



# Initial vs. Informed Support/Opposition for Legislator

*After hearing information about HB6 and about possible energy policies, voters are ten points more likely to support their state legislator if they are in favor of repealing HB6 than they initially were.*

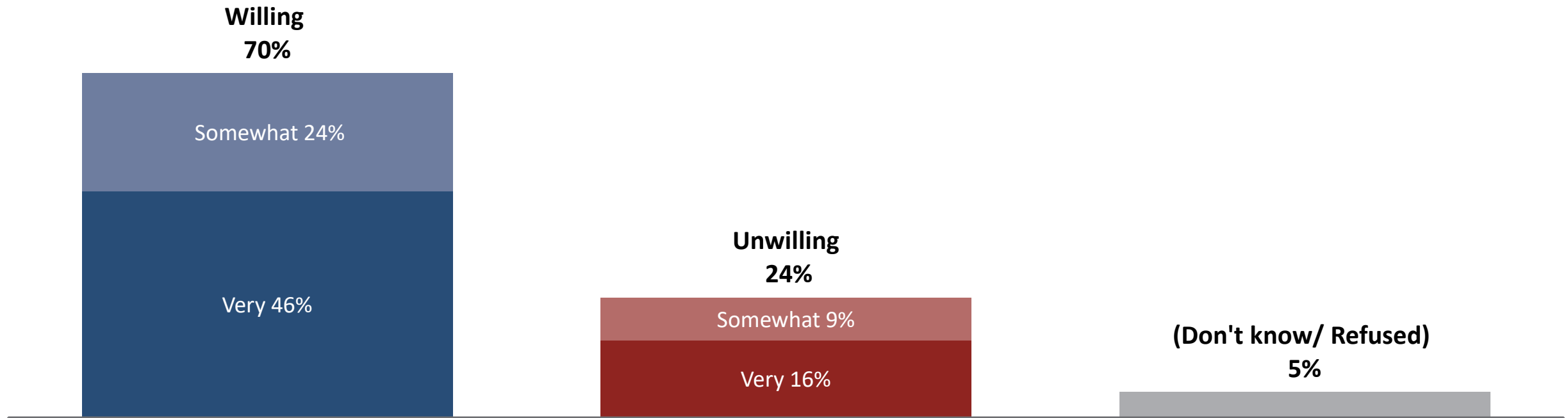
**Are you more or less likely to support your state legislator if they are in favor of repealing HB6?**



# Likely to Sign Repeal Petition

Seven out of ten voters are willing to sign a petition to bring HB6 to the ballot for repeal.

If HB6 were not repealed by Ohio legislators, how willing would you be to sign a petition to place the law on the ballot so voters could decide to repeal it in an upcoming election? Would you be very willing, somewhat willing, somewhat unwilling, or very unwilling to sign a petition?



Q41. Would you be very willing, somewhat willing, somewhat unwilling, or very unwilling to sign a petition?





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