

To: Interested Energy Policy Parties
From: Illuminate Research

Subject: Key Energy Findings

NEW JERSEY RESIDENTS WANT ENERGY CHOICE, REJECT EMP'S HIGH COST.

New Jersey Voters are paying attention to the issue of energy and have strong opinions about how they believe the state should proceed. Rather than employing an all-of-the-above approach to tackle climate change, which polling indicates is the preferred approach of greater number of New Jerseyans, the New Jersey Board of Public Utilities has chosen winners and losers, leading to costs that voters resoundingly reject as a solution to a problem they acknowledge exists.

NATURAL GAS REMAINS A POPULAR ENERGY SOURCE.

Of the energy sources, gas scores the second highest (74%-18% favorable), behind only solar (83%-12%), and ahead of wind (72%-20%). Nuclear (54%-33%) and oil (45%-45%) round out the field.

NEW JERSEY VOTERS LIKE THE CONCEPT OF ADDITIONAL DIVERSE ENERGY OPTIONS, BUT DON'T WANT TO PAY MORE FOR IT.

53% support the United States' participation in the Paris Climate Agreement (PCA), 51% have thought about buying an electric vehicle (EV), and 77% support building more solar farms in New Jersey.

However, 54% would be willing to pay no more in taxes and energy bills to fund the Energy Master Plan, and 64% oppose its implementation when informed of a cost estimate (\$52,500 per resident). Similarly, 52% would be willing to pay no more for electricity to support wind generation. 49% would be willing to pay up to an additional 10% for an EV, and a plurality of 49% oppose taxpayer subsidies of EVs.

58% oppose a boiler conversion mandate and sending tax dollars to other states to fund solar projects is extremely unpopular, with 74% opposing.

ADDITIONAL PIPELINES ARE SOMEWHAT POPULAR, ESPECIALLY WHEN GIVEN ALTERNATIVES.

53% support new pipeline construction to help meet energy demand, and 43% of those opposed are more inclined to support when informed of the environmental and safety benefits of pipelines.

Survey was conducted from July 28-30 2021 with 1382 registered voters in New Jersey. The question results have a margin of error of +/- 2.7%

What is your opinion of natural gas?

	Frequency	Percent
Favorable	1009	74
Unfavorable	250	18
Unsure	103	8
Total	1362	100

What is your opinion of solar power?

	Frequency	Percent
Favorable	1131	83
Unfavorable	163	12
Unsure	68	5
Total	1362	100

What is your opinion of wind power?

	Frequency	Percent
Favorable	983	72
Unfavorable	277	20
Unsure	102	7
Total	1362	100

Some organizations have calculated that the cost to fund the Energy Master Plan would be \$52,500 per New Jersey resident. Given that, would you support or oppose its implementation?

	Frequency	Percent
Support	364	27
Oppose	865	64
Unsure	133	10
Total	1362	100

Would you support or oppose the construction of additional pipelines to help meet energy demand in New Jersey?

	Frequency	Percent
Support	720	53
Oppose	512	38
Unsure	131	10
Total	1362	100

Do you support or oppose building more solar farms in New Jersey?

	Frequency	Percent
Support	1043	77
Oppose	213	16
Unsure	106	8
Total	1362	100

New Jersey has approved a measure to send our tax dollars to other states to subsidize their solar energy projects to help meet the goals of the Energy Master Plan. Do you support or oppose New Jersey tax dollars being sent out of state to build solar projects?

	Frequency	Percent
Support	256	19
Oppose	1012	74
Unsure	94	7
Total	1362	100

Do you support or oppose the Energy Master Plan's requirement to convert your home oil or gas boiler to electric only?

	Frequency	Percent
Support	367	27
Oppose	796	58
Unsure	200	15
Total	1362	100

How much more you would be willing to pay for an electric vehicle over a gasoline vehicle? (EV interested only)

	Frequency	Percent
0%	74	11
10%	261	38
20%	182	26
30%	91	13
40%	21	3
50%	61	9
Total	691	100