

# EDF Action Pennsylvania Climate Change Survey

Presented by Global Strategy Group



**EDF**  **ACTION**

Advocacy partner of Environmental Defense Fund

**GSG**  
GLOBAL STRATEGY GROUP

# Research Methodology

## Multi-Modal Survey

Global Strategy Group conducted a survey of **1200 registered voters in Pennsylvania** between July 14 and July 19, 2022, plus additional oversamples of 100 voters each in the Philadelphia suburbs and Pittsburgh media market to achieve a total of 346 in the Philly suburbs and 364 in the Pittsburgh market.

Respondents were selected via phone call, online panel, or were texted a link to complete the survey on their mobile phones. Respondents from all modes were matched back to the voter file.

Half of the survey received questions about the carbon limits proposal and half received questions about the methane emissions proposal.

## Margin of Error

The overall margin of error at the 95% confidence level is +/- 2.9%.

The margin of error on the half-samples of N=600 at the 95% confidence level is +/- 4.0%.

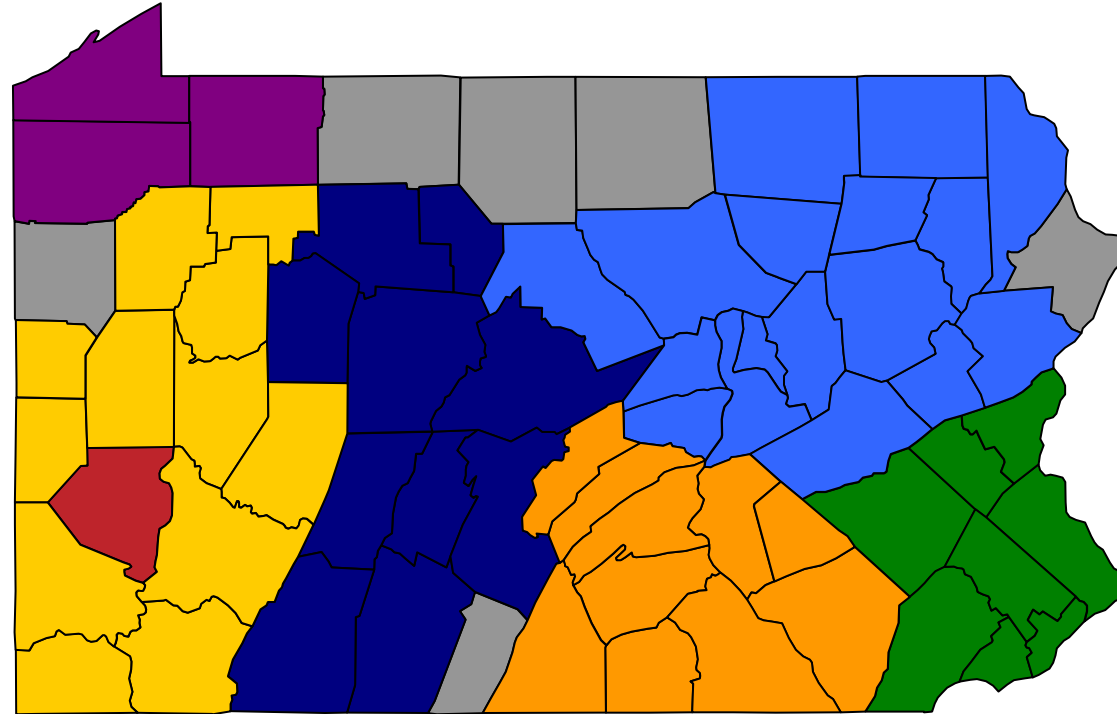
The margin of error on other sub-samples may be greater.

# Likely 2022 Electorate

**Erie DMA**  
Turnout Share 3%

**Pittsburgh DMA -  
Allegheny**  
Turnout Share 11%

**Pittsburgh DMA -  
Non-Allegheny**  
Turnout Share 11%



**Johnstown/Altoona DMA**  
Turnout Share 5%

**Harrisburg DMA**  
Turnout Share 14%

**Wilkes-Barre/Scranton DMA**  
Turnout Share 10%

**Other DMAs**  
Turnout Share 3%

**Philadelphia DMA**  
Turnout Share 42%  
- Philadelphia County: 11%  
- Philadelphia Suburbs: 23%  
- Philadelphia Rest: 8%

# Key Findings

# Key Findings

**Pennsylvania voters support stricter regulations of the oil and gas industry.** Voters agree that the state needs more rules/regulations “to protect our air, water, and climate from oil and gas pollution” or from viewing rules/regulations “to reduce oil and gas methane emissions” quite positively.

**Many voters believe that new rules on the industry will CREATE jobs.** One reason voters support more rules/regulation on the industry is that a solid majority agrees that such rules would create new jobs in manufacturing, field inspection, and fixing leaks.

**Voters also want to see the state shift to more renewable energy and believe doing so will have a positive impact on the economy and, to a lesser extent, energy prices.**

Nearly two-thirds of voters want to see their electric utility get more of its electricity from clean energy and 60% agree that using more wind and solar would create quality jobs and strengthen the economy. A smaller majority also agrees that using more clean energy would mean lower energy prices – and this majority expands slightly after a balanced debate on the issue.

# Key Findings

**A large majority supports a plan to adopt stronger methane regulations from oil and gas.** Nearly two-thirds (65%) support adopting “strong rules to reduce methane emissions from the oil and gas industry including requiring regular inspections of smaller oil and gas wells.”

**A large majority support the plan to reach net zero carbon emissions by 2050.** Six in ten voters (61%) support placing a limit on carbon emissions in Pennsylvania that would decline over time, reaching net zero emissions by 2050.

**Both proposals maintain solid majorities after a balanced debate.** After a balance debate that includes strong attacks against each proposal for supposedly raising energy prices, both proposal lose a bit of support thanks to some more conservative voters moving to their partisan corner. Both, however, end the debate solidly above water (the carbon proposal at 55%-43% and the methane proposal at 58%-39%).

# Key Findings

**Both proposals are political winners, even after messaging – with the carbon proposal perhaps having slightly more of a positive impact.** Before any messaging, reframing the generic ballot around the carbon proposal results in a 10-point increase in the Democratic margin (with particularly large gains with center-right voters, the Philly suburbs, and younger voters) while the methane proposal increases the Democratic margin by 8 points (with the largest gains coming from registered Republicans, seniors, and white non-college voters). After the balanced debate, both proposals remain net political positives, with the carbon proposal (+7 impact on margin) having, perhaps, a slightly larger impact than the methane proposal (+4).

**There is upside to engaging in a debate over whether methane regulations should include small wells.** After hearing a debate from both sides about the virtues and drawbacks of including small wells in regulations, a small majority of voters indicate that knowing that the methane proposal includes smaller wells makes them more likely to support it. Importantly, the debate on small wells makes voters who are swing on the proposal more likely to support it by a two-to-one margin.

# Key Findings

**Democrats lead by large margins on both the race for Senate and Governor, while the race for state legislature is tied.** Josh Shapiro leads Doug Mastriano in the race for Governor by 8 points (50% Shapiro/42% Mastriano), while John Fetterman leads Mehmet Oz by 11 points (51% Fetterman/40% Oz). The generic ballot for state legislature is tied, with Republicans and Democrats each receiving 46% support.



# Political and Issue Environment

The Pennsylvania electorate is equally divided between Democrats and Republicans, and the generic ballot for state legislature is tied

**Party Registration**



**Party Self-Identification**



**Generic Vote For State Legislature**



# Democrats lead on both the race for Governor and Senate, including in the Pittsburgh market

## Vote for Governor

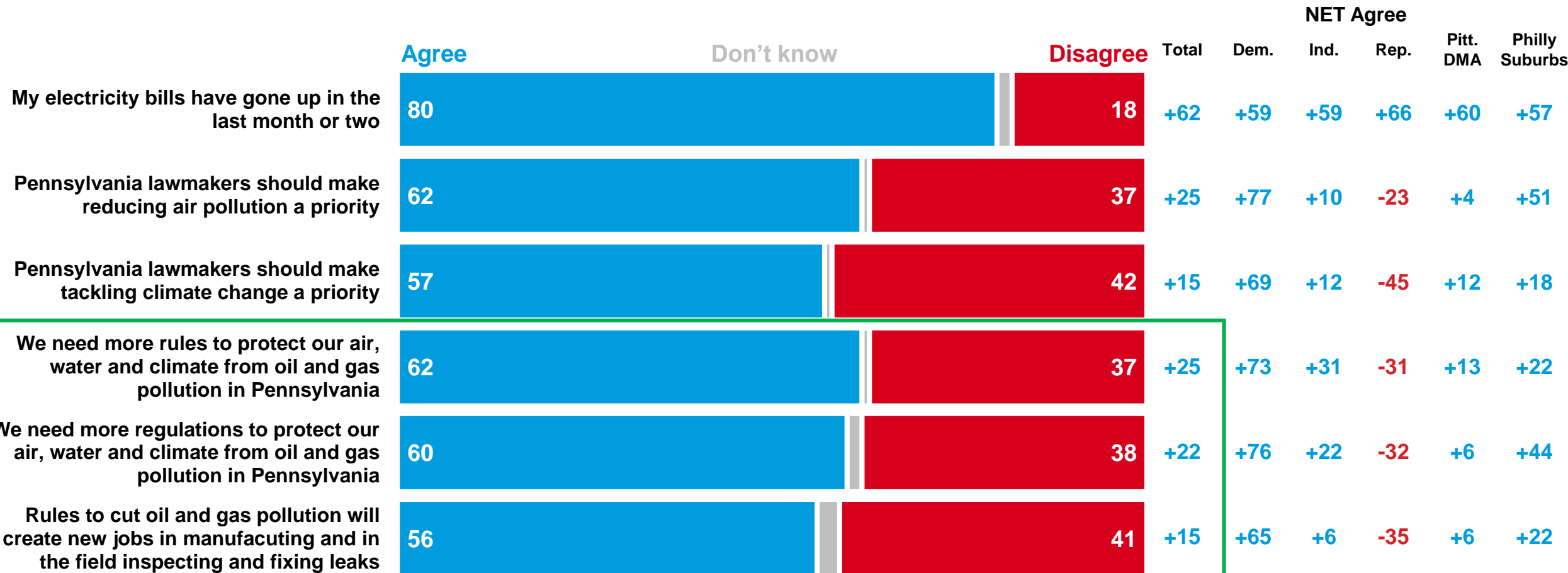


## Vote for U.S. Senator



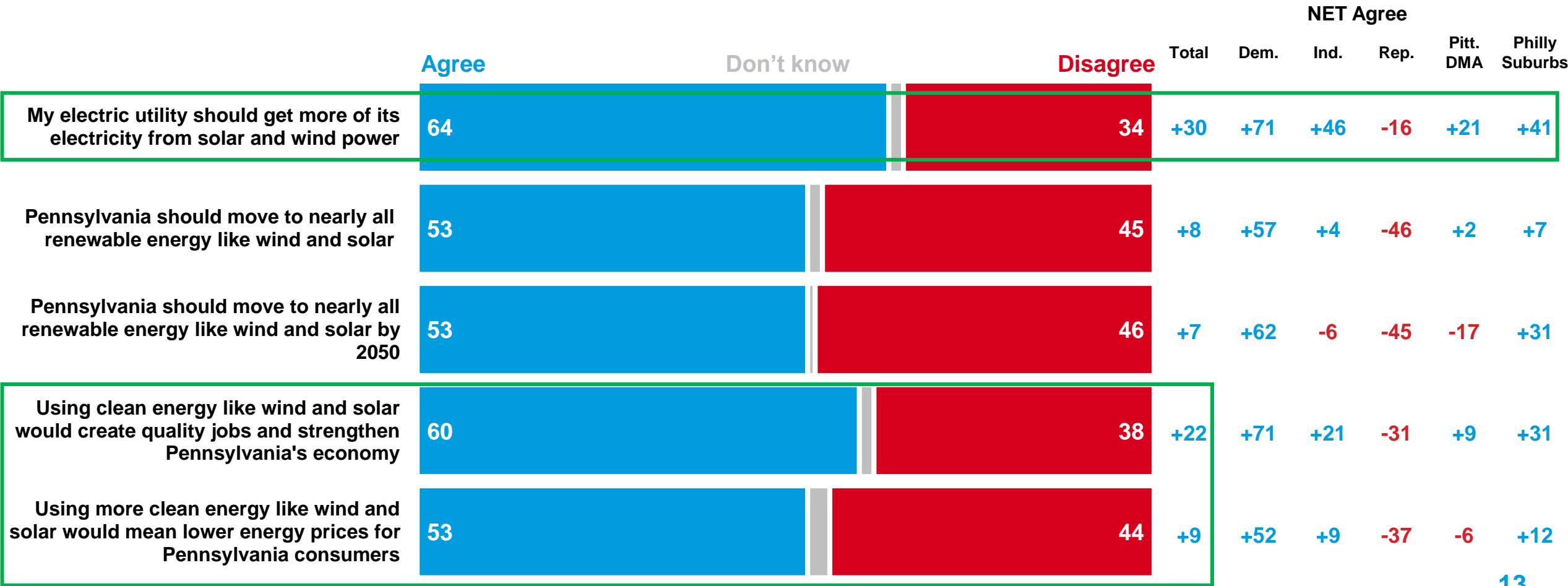
Voters agree that Pennsylvania should take steps to reduce pollution and tackle climate change and want more regulations on oil and gas. A solid majority believes new rules to cut pollution will create jobs

Agreement with energy statements



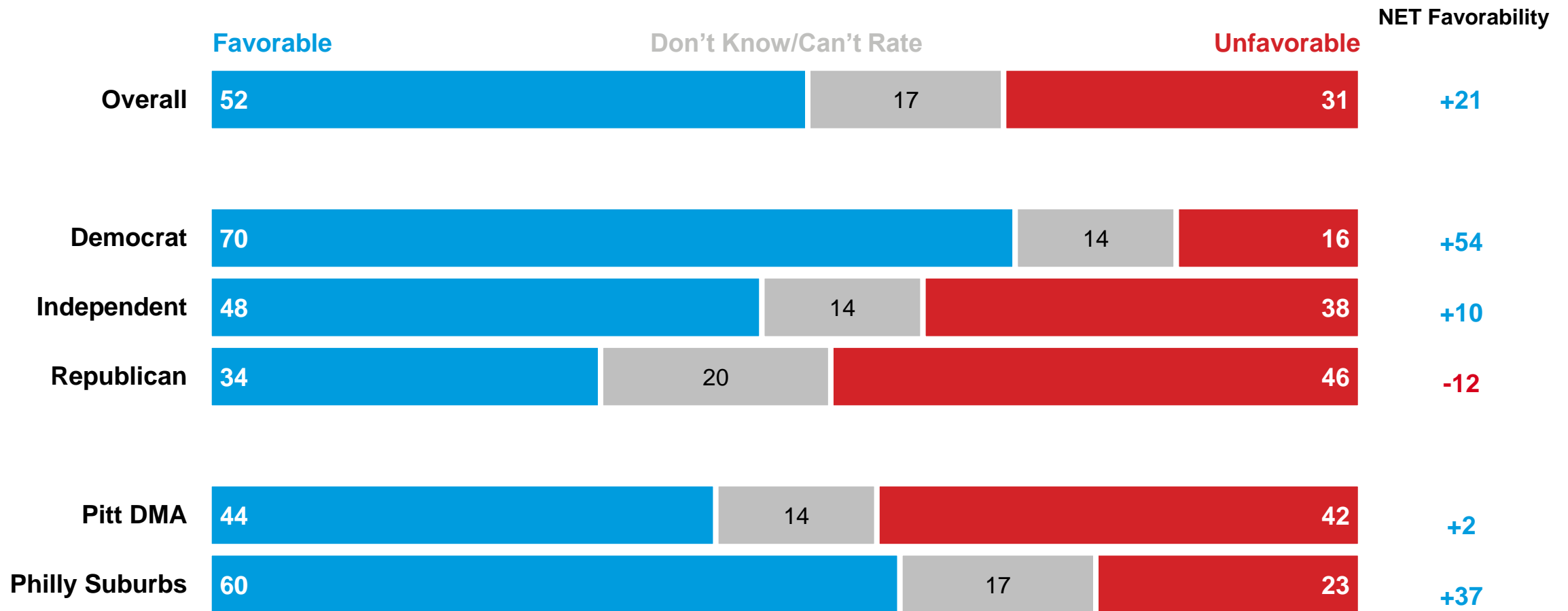
# Voters want to see more clean energy; believe more clean energy would create jobs and lower prices

## Agreement with energy statements



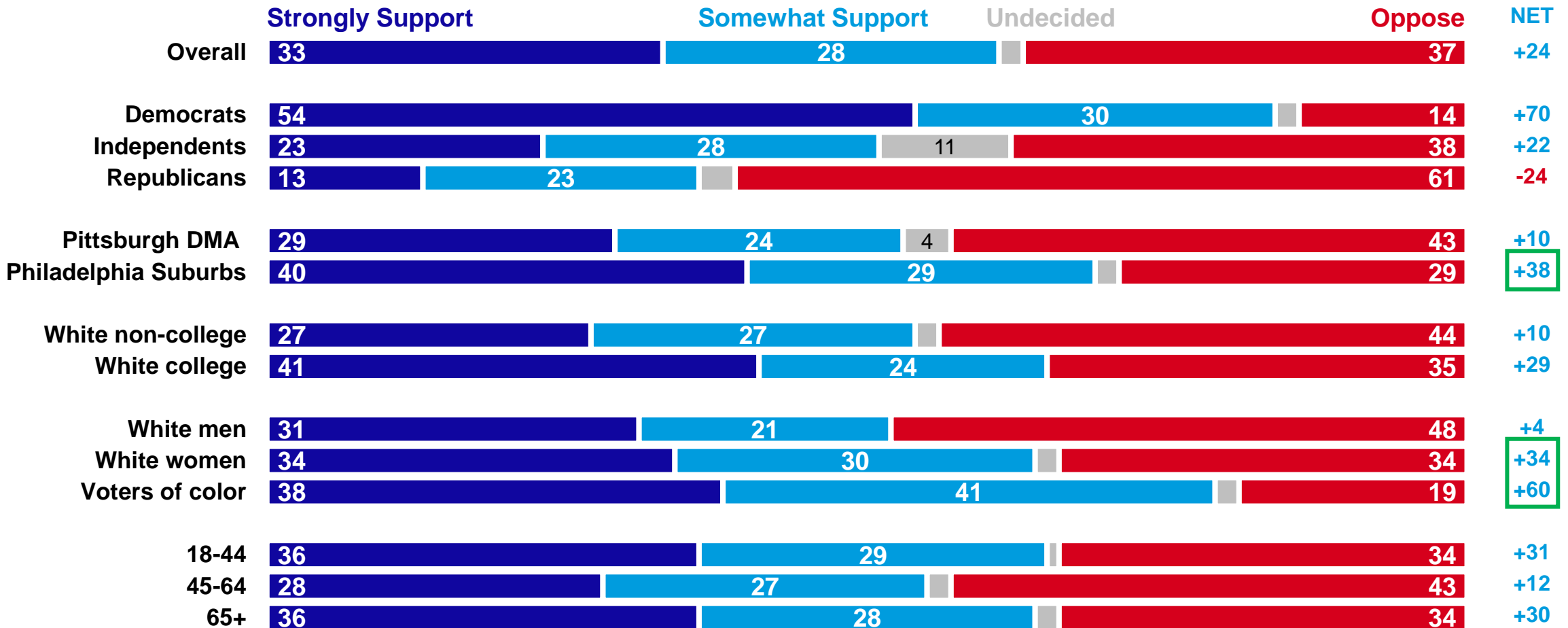
# Voters are favorable to a regional plan to reduce carbon emissions, particularly in the Philly suburbs

## Favorability: A regional plan to reduce carbon emissions from power plans



# A strong majority support RGGI with those in the Philly suburbs, younger voters, white women, voters of color most supportive

Support for joining other states in the Northeast and Mid-Atlantic to cap carbon emissions from power plans

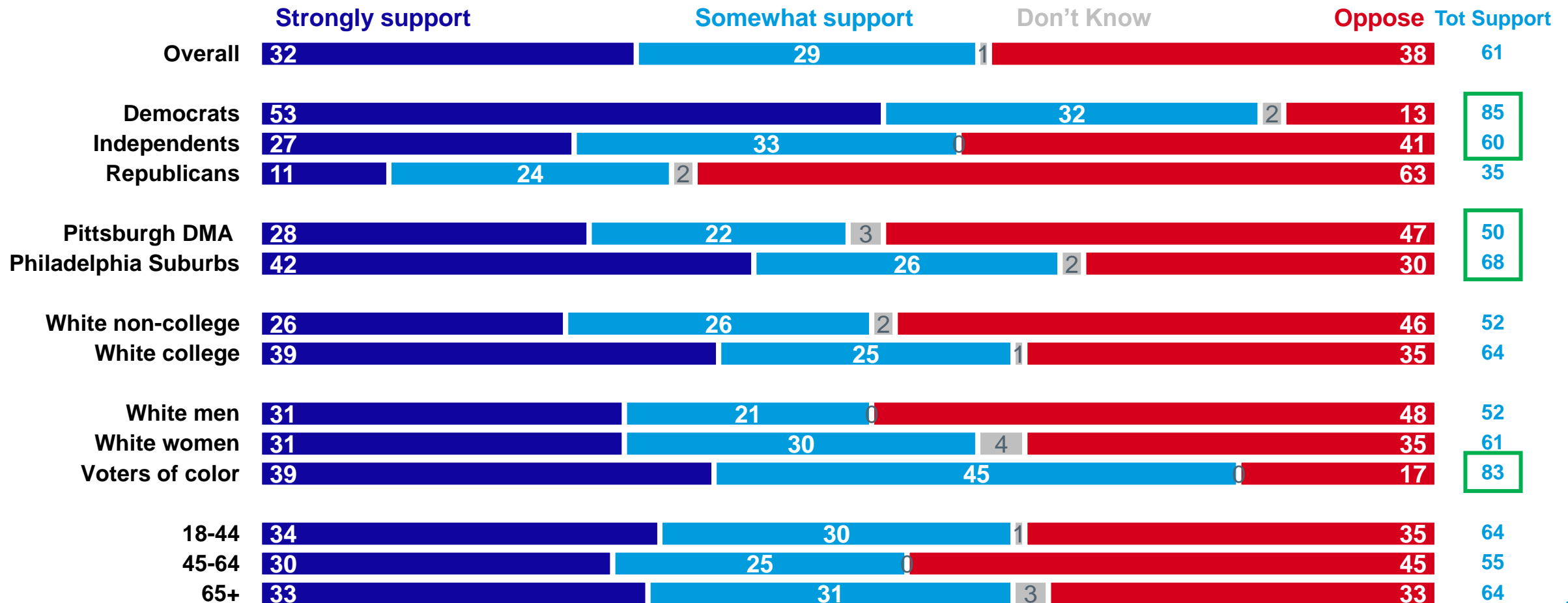


# Carbon Limit Proposal



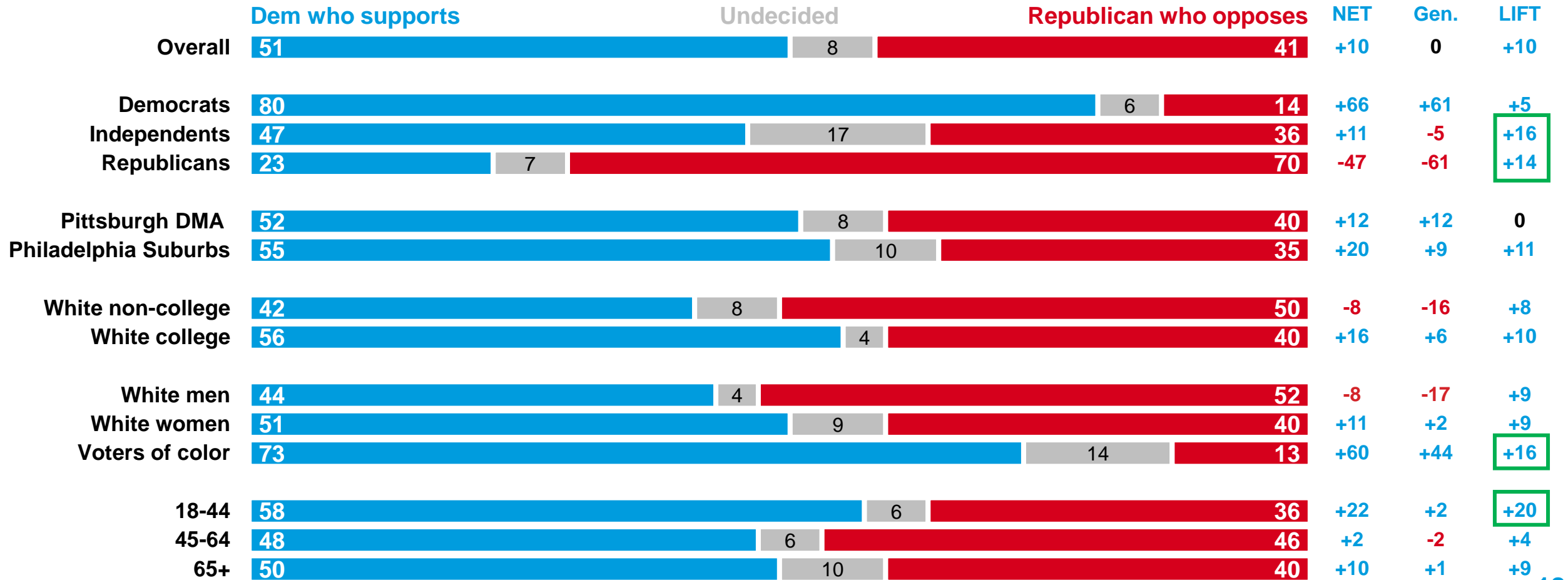
# A strong majority support a limit on carbon emissions, with support strongest among Democrats, independents, voters of color, and in the Philadelphia area

Initial Support – Combatting climate change by placing a limit on the total carbon emissions in Pennsylvania that would decline over time, reaching net zero emissions by 2050



# Reframing the generic ballot around the carbon limit proposal causes a 10-point lift for Democrats. Biggest lift with center-right, younger voters, and voters of color

Impact of Support for Carbon Limit Proposal on Vote for State Legislature



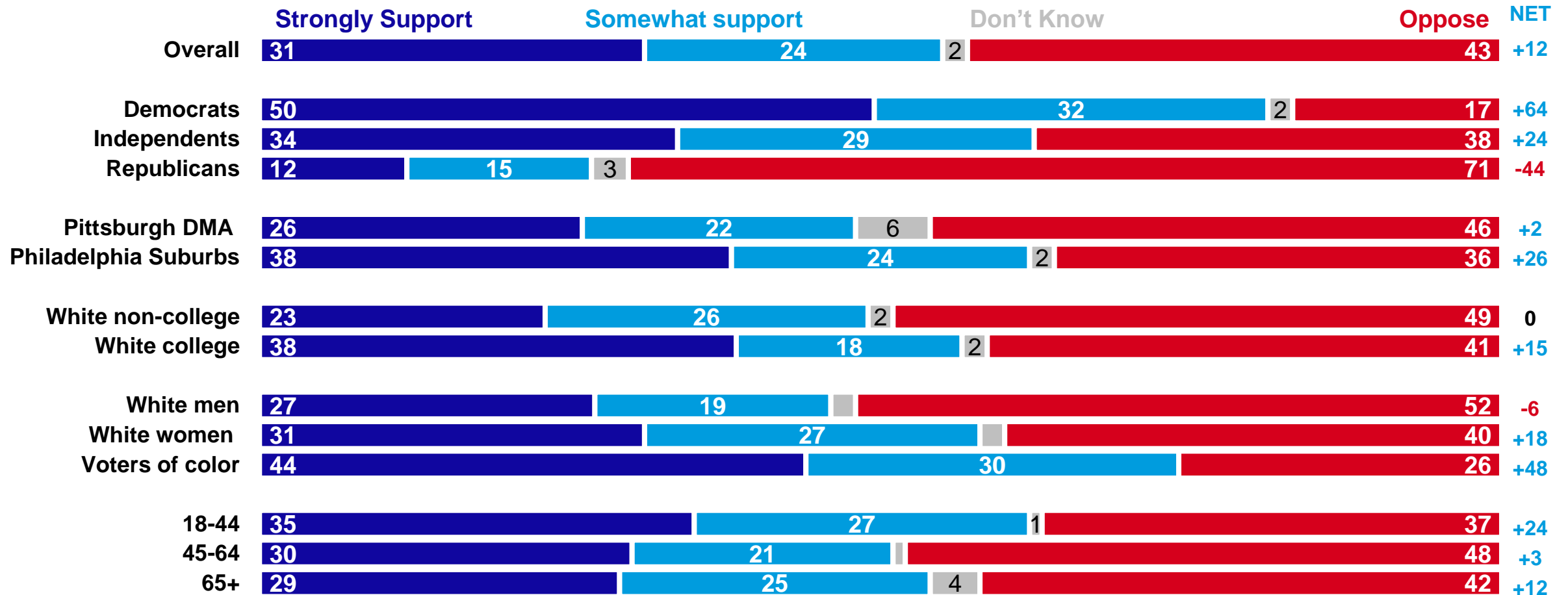
# Carbon plan messaging debate (messages rotated)

**Supporters say** that by moving Pennsylvania to clean energy, this proposal would dramatically reduce the carbon, sulfur, and arsenic pollution that disrupt our climate and cause heart disease, asthma, and cancer while creating tens of thousands of quality jobs for all kinds of people, from installers to factory workers, to engineers. And since the cost of wind and solar is already lower than coal and gas – and still dropping – this proposal would save consumers money. In fact, Stanford University researchers say that moving to renewable energy will end up saving the average Pennsylvania family hundreds of dollars a year.

**Opponents say** that the cost of gas and energy is already too expensive, and this proposal will only make things worse. By forcing us to phase out less expensive energy sources, this proposal would drive up electricity bills by hundreds of dollars per year and make the cost of gasoline even more expensive, leading to higher prices on groceries and everything else we buy. What's more, by raising electricity bills and gas prices, this proposal will make it harder to maintain a business in our state and force businesses to move to other states and overseas where costs are lower, hurting Pennsylvania's economy.

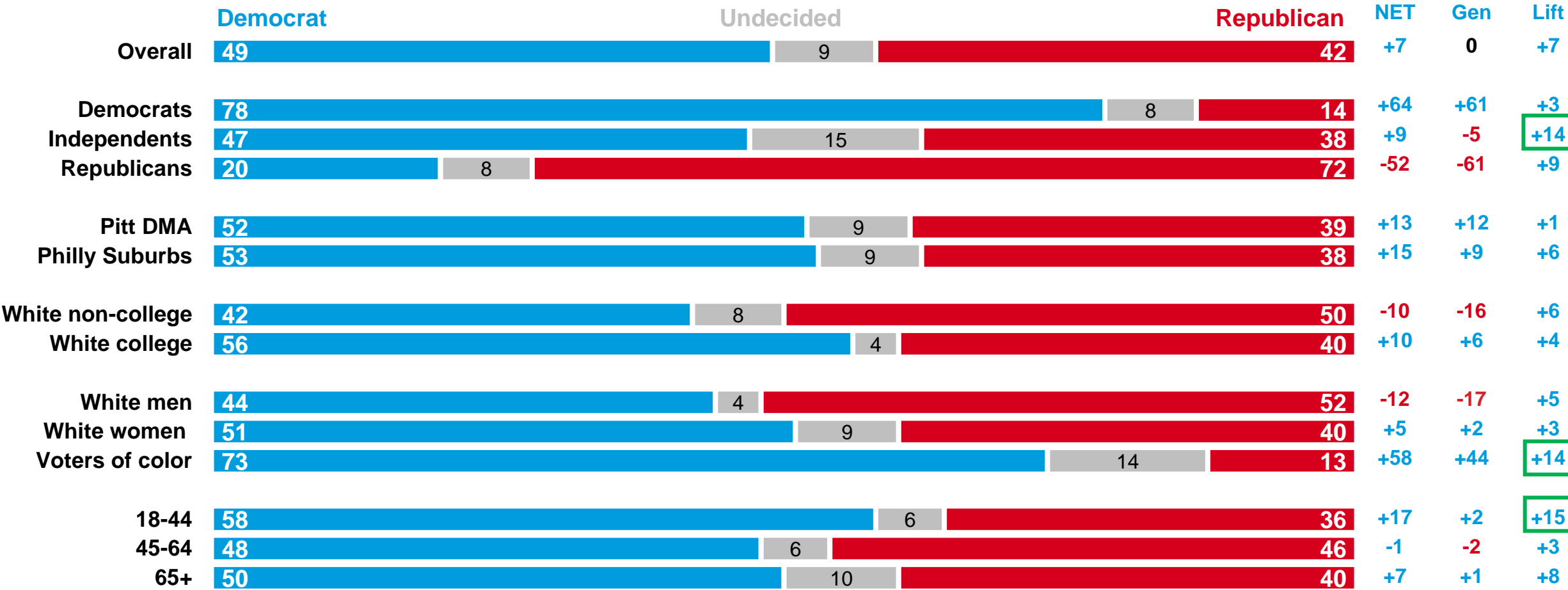
# Voters continue to support the carbon proposal after balanced messaging, including a sizeable margin among independents

Post Messaging: Net Zero Carbon Emissions by 2050



# After balanced messaging for and against the proposal, a Democrat who supports the carbon proposal continues to get a 7-point lift

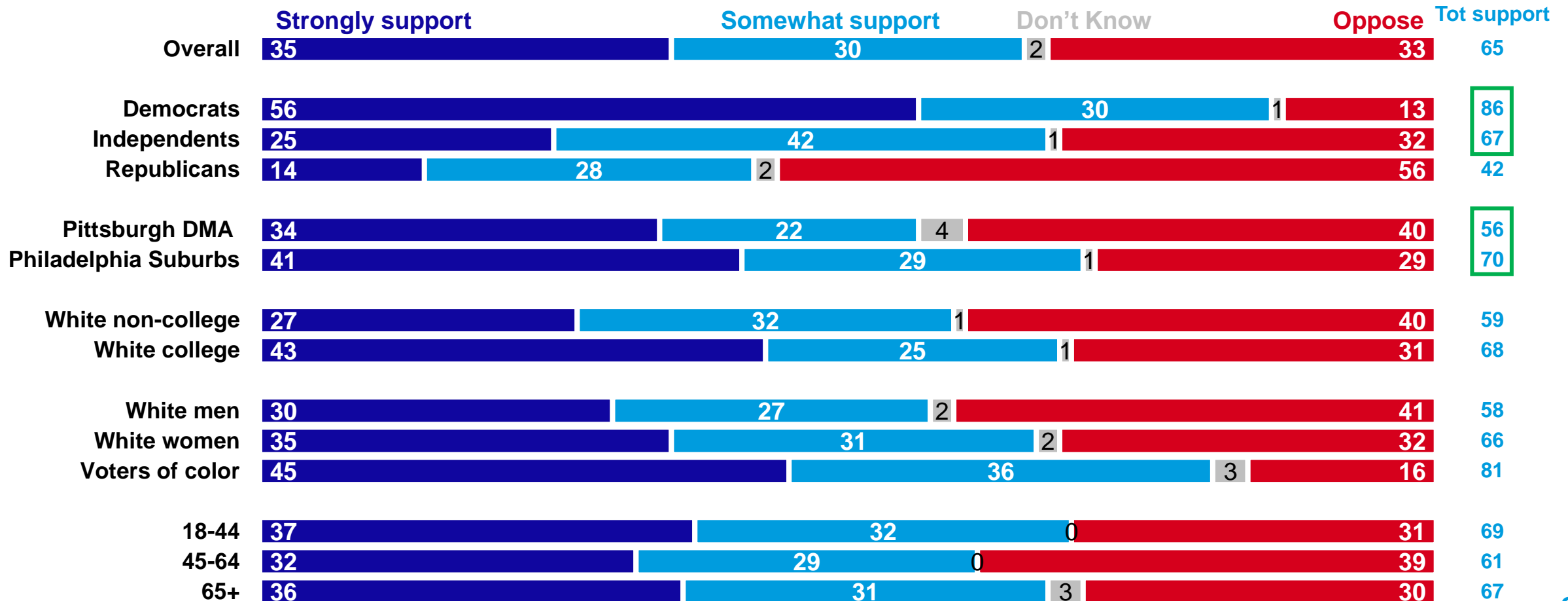
Post Messaging: Support for a Democrat who Supports Carbon Plan



# Methane Emission Proposal

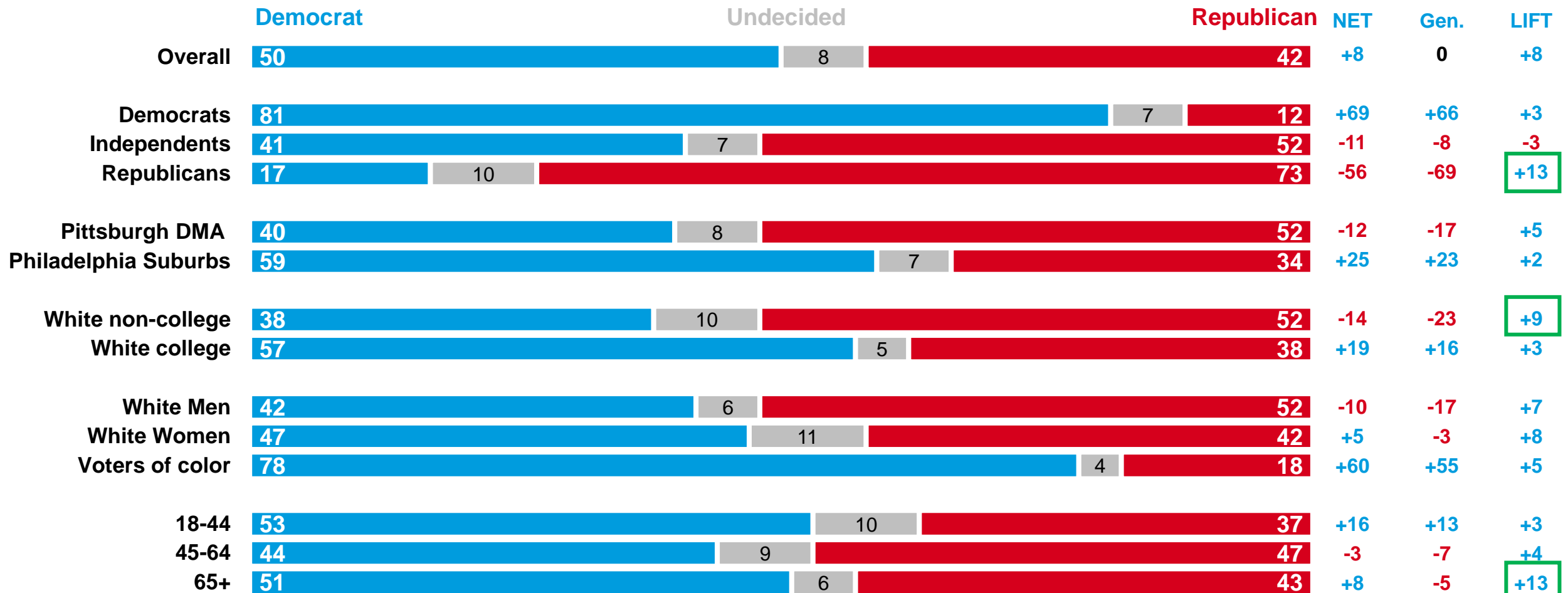
# Even larger majority supports the methane proposal with huge support from independents and the Philly burbs – plus majority support in the Pitts DMA

**Initial Support – Adopting strong rules to reduce methane emissions from the oil and gas industry including requiring regular inspections of smaller oil and gas wells**



# Reframing the generic ballot around the methane proposal causes an 8-point lift for Democrats. Largest gains with Republicans, older voters, and white non-college

Impact of Support for Methane Proposal on Vote for State Legislature





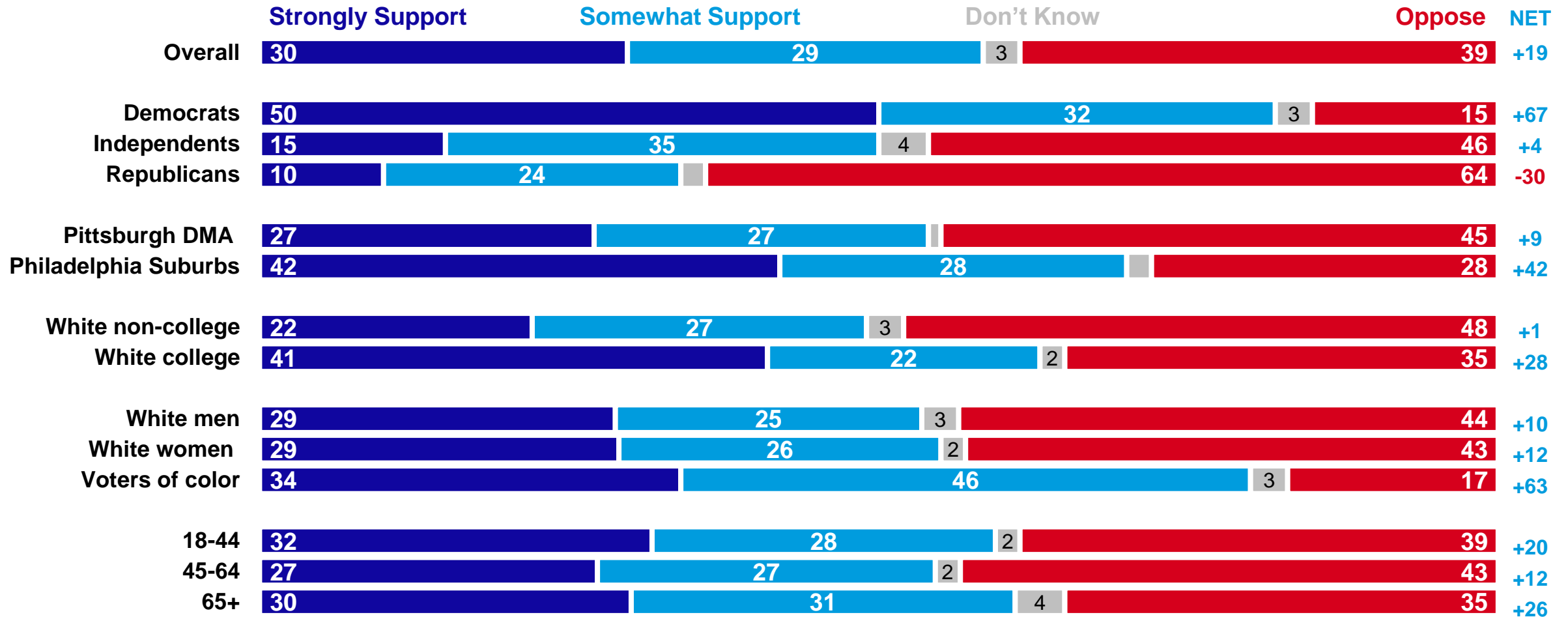
## Methane plan messaging debate (messages rotated)

**Supporters say** that methane is a powerful greenhouse gas responsible for a quarter of the climate change Pennsylvania is already experiencing today. Air pollution released alongside methane can lead to an increased risk of cancer, cause heart disease, and worsen respiratory diseases. What's more, methane is the main ingredient of natural gas, and methane leaks cause hundreds of millions of dollars' worth of natural gas to be wasted every year. There are proven, cost effective fixes that would eliminate up to half of this waste and pollution. Adopting strong rules to reduce methane emissions is a win-win that will reduce pollution, protect our health and climate, and create jobs.

**Opponents say** that stricter regulations of methane will hurt Pennsylvania's economy, raise energy prices, and cost jobs. Pennsylvania is the second-largest natural gas producer in the country, with over thirty-two thousand Pennsylvanians working in the natural gas industry. This rule will result in a loss of jobs, decreased production, and reduced funding for things like education, hospitals, and law enforcement. What's more, this rule will create unneeded red tape and bureaucracy that will stifle economic growth by raising costs for oil and gas producers. These producers would pass these higher costs on to the rest of us, resulting in higher prices on groceries to gas to electricity bills.

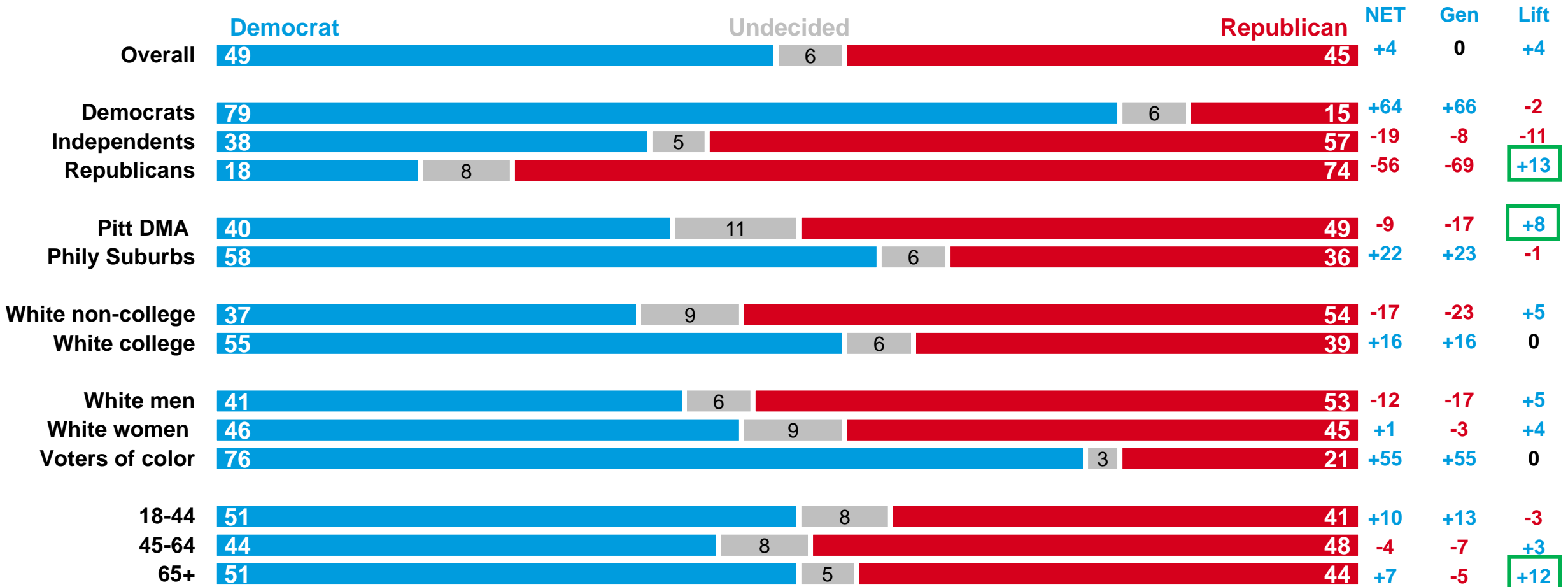
# After balanced debate on methane proposal, support hold strong near 60% with the proposal above water among every group except Republicans

## Post Messaging: Support for Rules to Reduce Methane Emissions



After balanced messaging for and against the proposal, a Democrat who supports the methane proposal continues to get a 4-point lift, with an even larger lift in the Pittsburgh market

Post Messaging: Support for a Democrat Who Supports Methane Plan



# Small wells messaging debate (messages rotated)

Next, I'm going to read you two more statements about the proposal to reduce methane emissions in Pennsylvania.

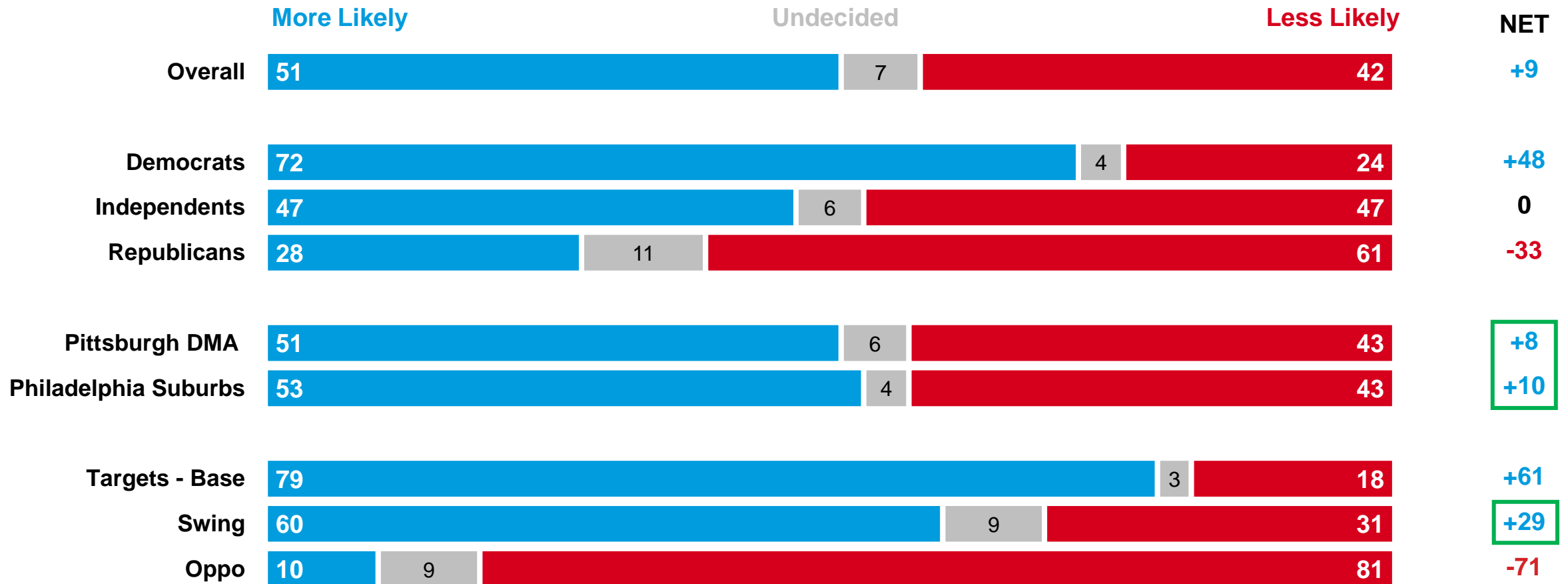
*(Some/Others) say the rules to limit methane pollution should include regular inspections at smaller oil and gas wells with leak-prone equipment that are responsible for approximately half of all methane pollution, despite only accounting for six percent of the state's oil and gas production. About 75% of these wells are owned by larger companies that can afford to do regular inspections.*

*(Some/Others) say the rules to limit methane emissions should NOT apply to smaller oil and gas wells because these new burdensome regulations will force mom-and pop producers in Pennsylvania to cut jobs and raise energy prices for consumers, harming local businesses and working families.*

Now that you've heard these statements, does knowing that the new rules to reduce methane emissions from oil and gas operations includes inspection of all oil and gas wells, including smaller wells make you more or less likely to support this proposal?

After balanced debate on whether methane rules should include small wells, a majority says that including small wells makes them more likely to support it – swing voters much more likely to support

Likelihood to Support Methane Plan After Debate on Small Wells



# Thank You

New York

Washington, DC

Hartford

Chicago

Denver

Seattle