

September 29, 2022

To: Interested Parties

Fr: Impact Research

**Re: Ohio Voters are Concerned About Energy Prices and Support Increasing Natural Gas Production as a Solution**

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Heading into the 2022 election, **likely voters in our recent Ohio poll are overwhelmingly concerned about rising energy costs and believe increasing natural gas production has the potential to lower costs.** As a result, a strong majority of voters support building new pipelines in the state that would facilitate increased production. In an increasingly competitive election cycle, support for increasing natural gas production meets voters' concerns and offers political upside for candidates.

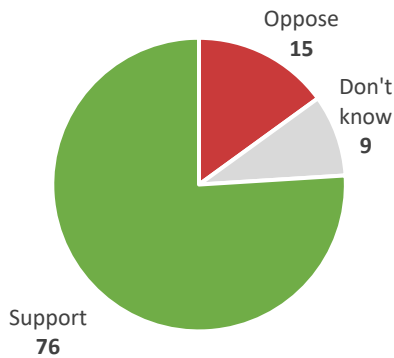
- **High energy costs are a major concern for Ohio voters, and they are looking for elected officials to help lower them.** More than 4-in-5 voters in Ohio (83%) are concerned about increased energy costs impacting their personal finances, including a majority (58%) who are very concerned. These concerns span income brackets, with 88% of voters with incomes under \$75,000 and 77% of those with incomes over \$75,000 who are concerned about increased energy costs. A majority of voters overall (62%), persuadable voters (53%), and Independents (64%), believe lowering energy costs should be at least a high priority for elected officials.
- **There is consensus that increasing natural gas production will help lower costs and doing so fits with the direction voters want to see the state go in to transition to cleaner energy.** Overall, 75% of voters believe increasing natural gas production will cause energy costs to go down, while virtually no one (8%) thinks it will cause an increase. They do not see this as running counter to the state transitioning to cleaner energy sources because most voters (62%) see natural gas as clean energy, and they want the state's energy policy to use any options currently available to keep energy affordable and reliable, including majorities of Democrats (69%), Independents (66%), and Republicans (53%). A majority (56%) also believe increasing natural gas production will be more effective at lowering energy costs than increasing wind and solar production (33%).
- **The result is three-in-four voters (76%) support increasing natural gas production in the United States while very few, just 15%, oppose it.** Support for increasing natural gas production is consistent among Ohio voters, with at least a majority in support across all major demographic, geographic, and

These findings are based on the results of a multi-modal poll of likely 2022 voters in Ohio by Impact Research. A total of N=600 responses were collected between September 9<sup>th</sup> and 18<sup>th</sup>, 2022. The margin of error for a sample of this size is +/- 4.0 percentage points at the 95% level of confidence.

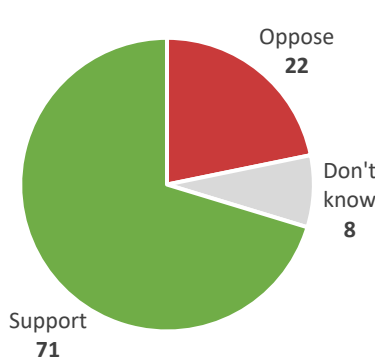
ideological subgroups. Even Democrats under 50, one of the most liberal demographics who are typically much more critical of energy proposals, support increasing natural gas production by a 13-point margin. Critically, Black voters (77%) and people of color in general (75%) are as supportive of increasing natural gas production as voters overall. A majority of voters (55%) also oppose increasing Ohio's severance tax on oil and gas extraction.

- Support for increasing natural gas production is politically beneficial for candidates.** By a 43-point margin, voters in Ohio say they would be more likely to vote for political candidates who support increasing natural gas production (56% more likely, 13% less likely). With Democrats down 14 points on the generic ballot in Ohio (34% Democrat, 48% Republican, 17% persuadable), supporting increased natural gas production offers tremendous political upside as both persuadable voters and Independents say they are more likely to vote for candidates that do by more than 40-point margins (persuadable voters +41 / Independents +44).
- There is broad support for building the infrastructure needed to produce more natural gas.** In general, 70% of voters support building new natural gas pipelines to eliminate the obstacle that a lack of infrastructure creates for increasing production. Voters are even more supportive of building new natural gas pipelines if it means improving the country's energy independence (89%), and Democrats are supportive if it means using less coal (82%).
- Voters are equally supportive of building new natural gas pipelines specifically in Ohio** – 71% would support building pipelines in Ohio while under a quarter (22%) are opposed to it. Support is even higher among Independent and soft partisan voters (74%) and persuadable voters (73%). Support for building pipelines in Ohio increases to near unanimous levels if it means lowering energy costs (88%) or increasing reliability (88%).

*Do you support or oppose increasing the production of natural gas in the United States?*



*Would you support or oppose building new natural gas pipelines in Ohio?*



*Do you support or oppose increasing the severance tax in Ohio?*

