



## Rural Renewable Energy Poll | Toplines

2,645 interviews in rural communities nationwide from August 9-16, 2023.

Modeled margin of error = +/- 2.1%

### Q1. How did you vote in the 2020 election for President, or for some reason were you unable to vote?

- 29% Joe Biden, the Democrat
- 51 Donald Trump, the Republican
- 4 Jo Jorgensen, the Libertarian
- 5 Not registered/Too young/Ineligible
- 10 Did not vote

### Q2. Which of the following best describes your local community?

- 38% Rural
- 46 Small town
- 10 Suburban
- 4 Urban
- 1 Other (please specify)

### Q3. Overall, how would you say things are going in your local community? Are they going in the right direction, or are they off on the wrong track?

- 50% Right direction
- 50 Wrong track

### Q4. Which of the following local issues are most important to you personally? Select up to three.

- 45% Inflation
- 37 Jobs and the economy
- 34 Cost of housing
- 33 Taxes
- 31 Health care
- 29 Condition of local roads, bridges, and other infrastructure
- 29 Cost of utility bills
- 27 Mental health/drug addiction
- 24 Crime
- 24 Local schools
- 21 Family farms being replaced by large operations
- 18 Abortion
- 17 Civil rights and racial equity
- 16 Climate change
- 14 Wildlife and the environment
- 11 Pollution of local air and water
- 8 Drought and water scarcity
- 10 Something else (please specify)

*Polling was conducted online from August 9-16, 2023. Using Dynamic Online Sampling to obtain a representative sample, Embold Research polled 2,645 residents of rural communities nationwide. Post-stratification was performed on age, gender, race/ethnicity, education, Census region, and 2020 presidential vote. You can see a full methodology statement [here](#), which complies with the requirements of AAPOR's Transparency Initiative. Members of the Transparency Initiative disclose all relevant details about our research, with the principle that the public should be able to evaluate and understand research-based findings, in order to instill and restore public confidence in survey results*

**Q5. How would you rate each of the following in your local community? (Sorted by Total Excellent/Good)**

	<b>Excel.</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>Not sure</b>	<b>Total Excel./Good</b>	<b>Total Poor/Fair</b>
Availability of clean water	27	46	18	7	1	74	25
Emergency services	18	44	26	10	2	62	36
Quality of life	12	41	34	12	1	53	46
Sense of community	13	38	30	16	2	52	47
Access to doctors and hospitals	13	35	33	18	1	48	51
Quality of local schools	10	32	31	19	7	42	51
Condition of local roads, bridges, and other infrastructure	3	25	40	31	1	28	71
Availability of good jobs	4	20	34	40	3	24	73
Cost of living	3	17	38	41	1	20	79
Opportunities for young people	4	16	30	47	3	19	77
Availability of low-cost energy	3	15	33	44	6	17	77

**Q6. How long have you lived in your local community?**

3%	Less than 1 year
20	1-5 years
14	6-10 years
19	11-20 years
44	More than 20 years

**Q7. In general, how attached do you feel to your local community?**

29%	Very attached
41	Somewhat attached
22	Not too attached
8	Not at all attached
70	<b>Total Attached</b>
30	<b>Total Not attached</b>

**Q8. Do you agree or disagree with the following statements: (Sorted by Total Agree)**

	<u>Agree</u>		<u>Disagree</u>		Not sure	<i>Total Agree</i>	<i>Total Disagree</i>
	Strongly	Smwt	Smwt	Strongly			
The national media and other elites largely don't understand life in rural America	62	25	6	3	4	87	9
People living in cities don't understand the problems rural Americans face	52	33	9	2	4	85	11
Politicians largely ignore rural Americans	52	31	8	4	5	83	12
Rural communities do not receive their fair share of government investment and resources	45	32	10	4	9	78	14
The quality of life is better in rural communities than in other types of communities	34	35	15	8	8	70	23
People living in cities look down on people like me	34	33	15	10	9	67	24
Companies operating in rural communities largely benefit at the expense of local residents	30	37	16	5	12	67	21
Rural Americans work harder than other Americans	30	33	15	10	13	63	25
Rural America is the "true" America	34	27	15	13	10	62	28

**Q9. Do you think climate change is happening?**

56% Yes  
 33 No  
 11 Not sure

**Q9a. [If 'Yes' or 'Not sure'] Do you think that the effects of climate change will pose a serious threat to you or your way of life in your lifetime?**

39% Yes, it is already a serious threat  
 27 Yes, it will be a serious threat  
 22 No, it won't be a serious threat  
 12 Not sure

**Q10. Which of the following comes closest to describing your opinion?**

- 57% The U.S. should rely on a mix of fossil fuels and renewable energy sources
- 24 The U.S. should expand oil and gas production, and not rely on renewable energy sources much at all
- 19 The U.S. should phase out the use of fossil fuels (such as oil, coal and natural gas) completely, relying instead on renewable energy sources (such as wind and solar)

**Q11. Which of the following comes closest to describing your opinion about renewable energy's capabilities?**

- 54% Renewable energy sources will **never** be able to meet 100% of our energy needs
- 38 Renewable energy sources will **eventually** be able to meet 100% of our energy needs
- 7 Renewable energy sources can **already** meet 100% of our energy needs

**Q12. Which communities will be most impacted by the country's transition to renewable sources of energy?**

- 47% All communities equally
- 39% Rural communities
- 10 Urban communities
- 3 Suburban communities

**Q13. Do you think the country's transition toward renewable energy will have a positive, negative, mixed, or no impact on your local community?**

- 41% A mix of positive and negative
- 41 Negative
- 16 Positive
- 2 No impact

**Q14. Are you aware of any renewable energy projects currently in development in your local community?**

- 36% Yes
- 64 No

**Q14a. [If Yes] How far away is the nearest renewable energy project site from your home?**

- 7% Less than 1 mile away
- 26 1-5 miles away
- 24 6-10 miles away
- 43 10 or more miles away

**Q15. Do you support or oppose solar energy projects being built in the following areas? (Sorted by Total Support)**

	<u>Support</u>		<u>Oppose</u>			<i><b>Total Support</b></i>	<i><b>Total Oppose</b></i>
	<b>Strongly</b>	<b>Smwt</b>	<b>Smwt</b>	<b>Strongly</b>	<b>Not sure</b>		
Communities across your state	38	34	11	12	6	71	23
In your local community	37	32	10	15	6	69	25
On a property near yours	34	28	10	20	8	62	30

**Q16. Do you support or oppose wind energy projects being built in the following areas? (Sorted by Total Support)**

	<u>Support</u>		<u>Oppose</u>			<i><b>Total Support</b></i>	<i><b>Total Oppose</b></i>
	<b>Strongly</b>	<b>Smwt</b>	<b>Smwt</b>	<b>Strongly</b>	<b>Not sure</b>		
Communities across your state	33	27	13	22	6	60	34
In your local community	30	26	13	25	5	56	39
On a property near yours	27	22	12	32	7	49	44

**Q17. Do you agree or disagree with the following: (Sorted by Total Agree)**

	<u>Agree</u>		<u>Disagree</u>		Not sure	Total Agree	Total Disagree
	Strongly	Smwt	Smwt	Strongly			
Rural communities are being asked to host renewable energy projects, but other communities will see most of the benefits.	31	31	12	8	17	63	20
Renewable energy projects will not bring as many high-paying jobs to rural communities as developers promise.	36	26	14	11	13	62	25
Renewable energy is being pushed by foreign companies and political elites.	42	16	9	19	14	58	28
The shift to renewable energy is inevitable, and rural areas will produce more renewable energy as the world moves away from fossil fuels.	22	27	15	24	12	49	39
Renewable energy projects will decrease the value of neighbors' properties.	23	22	18	19	18	45	37
Renewable energy projects bring good jobs to their communities. That means that some young people can build lives in their hometown, instead of having to move away to find a good job.	16	28	20	24	12	44	44
Renewable energy is critical to stopping climate change.	27	16	11	38	8	43	49
Development of renewable energy projects help support small businesses and the local economy.	13	25	18	28	15	39	47
Renewable energy projects provide communities more tax revenue to help pay for schools, law enforcement, roads and other local infrastructure.	11	23	17	27	22	34	44

**Q18. If a renewable project was developed in your community, do you think the following things would improve, get worse, or stay about the same? (Sorted by “Improve”)**

	<b>Improve</b>	<b>Get worse</b>	<b>Stay about the same</b>
Number of quality jobs in your community	32	17	51
Local air and water quality	27	21	51
Cost of your utility bill	27	37	36

**Q19. What do you think are the best arguments for renewable energy projects in your community? Select up to two.**

- 30% Renewable energy decreases our energy dependence on other countries
- 29 Renewable energy helps diversify our sources of energy, ensuring the lights stay on if one energy source fails
- 22 Renewable energy sources do not produce pollution, helping improve local air and water quality
- 16 Renewable energy companies pay taxes to local governments that can be used to improve things like law enforcement, roads and schools
- 15 Because renewable energy is cheaper than other sources of energy, it will lead to lower utility bills
- 14 Renewable energy projects bring economic development and quality jobs to their communities
- 36 None of the above

**Q20. What are your primary concerns about renewable energy projects in your community? Select up to two.**

- 41% Renewable energy cannot meet current energy needs
- 25 The energy produced and other benefits will go to people outside your community
- 24 Wind and solar projects use too much valuable farmland
- 23 Renewable energy sources aren't reliable because the wind doesn't always blow and the sun doesn't always shine
- 18 Higher utility bills
- 18 Industrial wind and solar ruin the appearance of our local landscape
- 16 Renewable energy development doesn't employ many people
- 12 Renewable energy development lowers property values
- 5 Wind and solar farms are bad for people's health
- 12 Something else (please specify)
- 16 I do not have any concerns about renewable energy

**Q21. In general, how much do you trust the information from the following sources? (Sorted by “A lot”)**

	<b>A lot</b>	<b>Some</b>	<b>Not too much</b>	<b>Not at all</b>	<b>Not sure</b>	<b>Total A lot / Some</b>	<b>Total Not too much / Not at all</b>
Farmers and ranchers	32	46	13	4	4	78	18
Veterans in your community	23	49	15	5	7	72	21
Friends and family	21	55	19	3	2	76	22
Agriculture extension services	13	49	18	7	13	61	26
Teachers	13	42	25	17	4	55	41
Local business owners	11	57	21	7	4	68	28
Your neighbors	9	52	24	10	5	62	33
Local newspapers	5	37	31	23	4	42	54
Members of your county commission or board of supervisors	4	34	33	24	5	38	58
Your utility provider	3	32	32	29	4	35	61
Local TV news	3	31	29	32	4	35	62
Renewable energy companies	3	27	26	39	6	30	65
People in state government	1	21	33	42	2	22	75
Social media sites	1	13	38	45	3	14	83

**Q22. Where do you get most of your news about national and local issues? Select all that apply.**

- 39% Online news sites
- 37 Local TV news
- 28 National network television, such as ABC, NBC, or CBS
- 27 Local newspapers
- 22 Facebook
- 21 Fox News
- 20 Public radio
- 17 News sites like Newsmax, Breitbart and The Blaze
- 15 YouTube
- 14 Podcasts
- 14 CNN
- 13 Talk radio
- 13 National newspapers
- 11 MSNBC
- 9 TikTok
- 8 Instagram
- 8 One America News Network (OANN)
- 8 Twitter
- 5 Religious radio stations
- 2 Nextdoor
- 13 Something else (please specify)
- 5 None of the above

**Q23. [If selected above] Please indicate how often you get your news from each of the following sources: (Sorted by most common news sources)**

	Every day	Several times a week	Occasionally	Rarely
Online news sites	50	35	14	1
Local TV news	47	31	20	3
National network television, such as ABC, NBC, or CBS	45	29	23	3
Local newspapers	21	37	40	3
Facebook	53	27	18	2
Fox News	44	30	22	3
Public radio	35	41	21	3
News sites like Newsmax, Breitbart and The Blaze	40	34	24	2
YouTube	41	31	24	3
Podcasts	33	35	28	4
CNN	37	32	27	4
Talk radio	34	37	25	4
National newspapers	33	36	28	3
MSNBC	46	29	22	3
TikTok	48	31	18	3
Instagram	41	32	17	10
One America News Network (OANN)	16	42	34	9
Twitter	45	29	19	7
Religious radio stations	20	49	25	6
Nextdoor	37	38	23	2
Something else	58	31	8	3

**Q24. Do you or anyone in your household earn income through farming, ranching, or agriculture?**

- 5% Yes, it accounts for 50%+ of my household's income
- 10 Yes, it accounts for less than 50% of my household's income
- 85 No

**D1. Are you:**

50% Male  
50 Female

**D2. Age**

26% 18 to 34  
24 35 to 49  
27 50 to 64  
23 65+

**D3. What is your race?**

76% White / Caucasian  
10 Hispanic or Latino/a  
8 Black or African American  
2 American Indian or Alaska Native  
1 Asian / Pacific Islander  
2 Other

**D4. Census Region (coded from zip code)**

45% South  
32 Midwest  
16 West  
7 Northeast

**D4. What is the highest level of education you have completed?**

21% High school diploma or less  
36 Some college, but no degree  
18 Associate's degree, or two-year college degree  
16 Bachelor's degree, or four-year college degree  
9 Graduate degree

**D5. What is your annual household income?**

11% Less than \$20,000  
14 \$20,000 to \$34,999  
14 \$35,000 to \$49,999  
17 \$50,000 to \$74,999  
13 \$75,000 to \$99,999  
12 \$100,000 to \$149,999  
5 \$150,000 to \$249,999  
2 \$250,000 or more  
12 Prefer not to say

**D6. Party Identification**

16% Strong Democrats  
7 Weak Democrats  
8 Independent lean Democrats  
16 Pure independents  
14 Independent lean Republicans  
11 Weak Republicans  
28 Strong Republicans

**D6a Party Identification**

22% Base Democrats  
38 Independents + Leaners  
39 Base Republicans

**D6b. Party Identification**

31% Democrats  
16 Pure independents  
54 Republicans

**D6c. [if Republican] Do you identify as a MAGA Republican or not?**

52% Yes  
27 No  
22 Not sure