

MICROGRIDS 2021

November 2021



VJBreglioInc



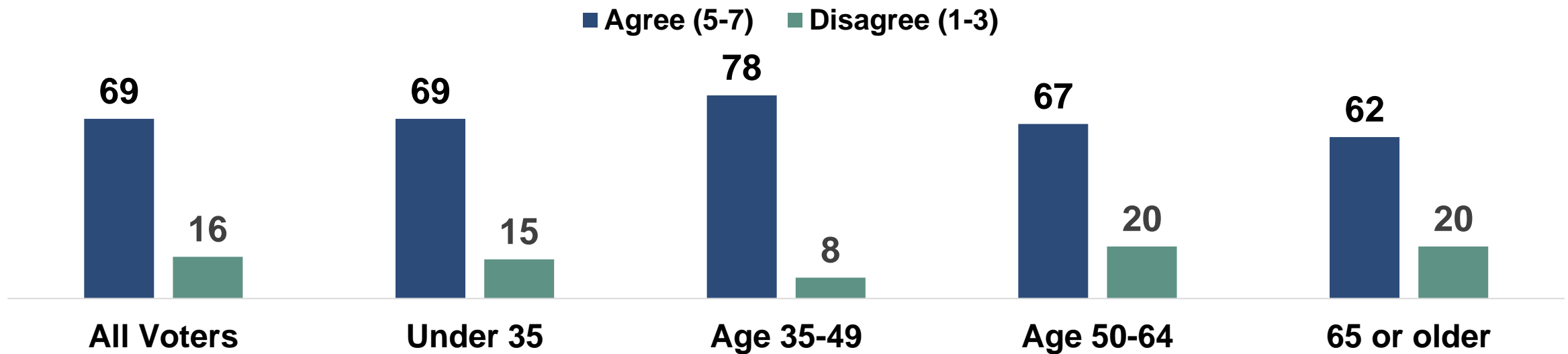
Methodology

- October 2021
Microgrid Message Survey. National online survey of 1200 adults nationwide conducted by Lake Research Partners.
- October 2020
Microgrid Message Survey. National online survey of 1260 registered voters conducted by Qualtrics.
- November 2020
Election Omnibus Survey. National phone survey of 1200 voters and likely voters conducted by Lake Research Partners.

Americans Want to Move Toward Renewable Energy

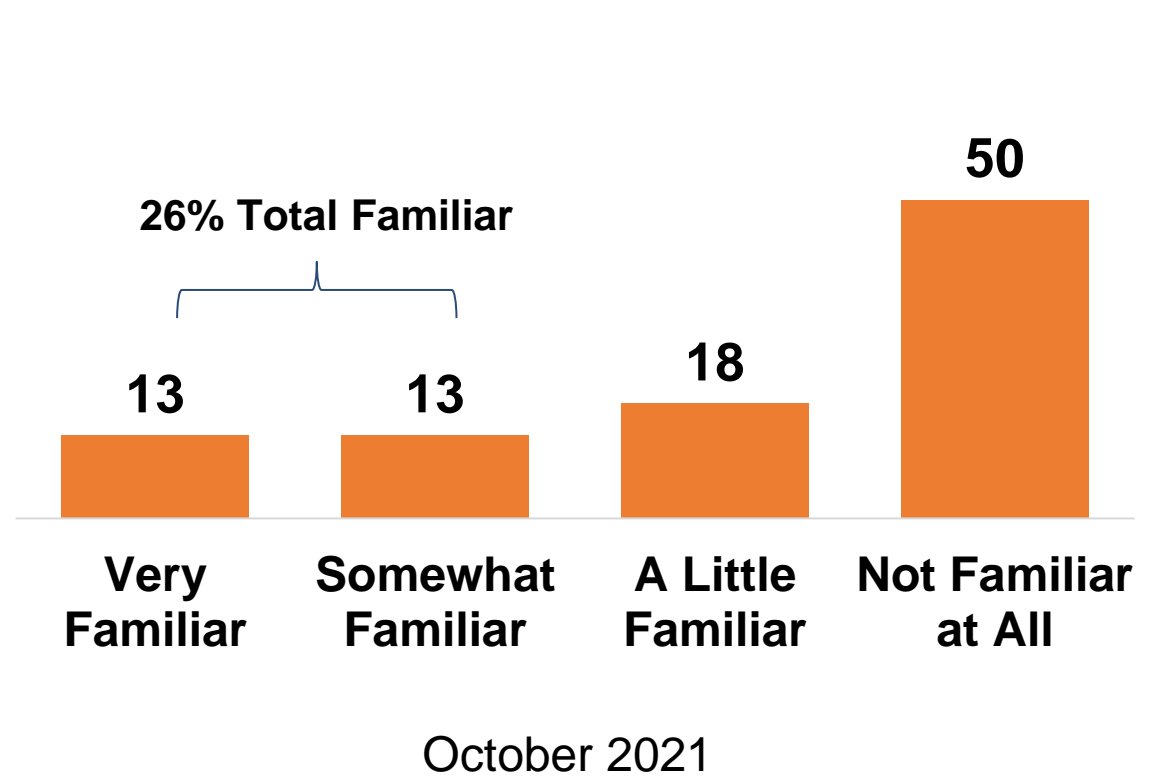
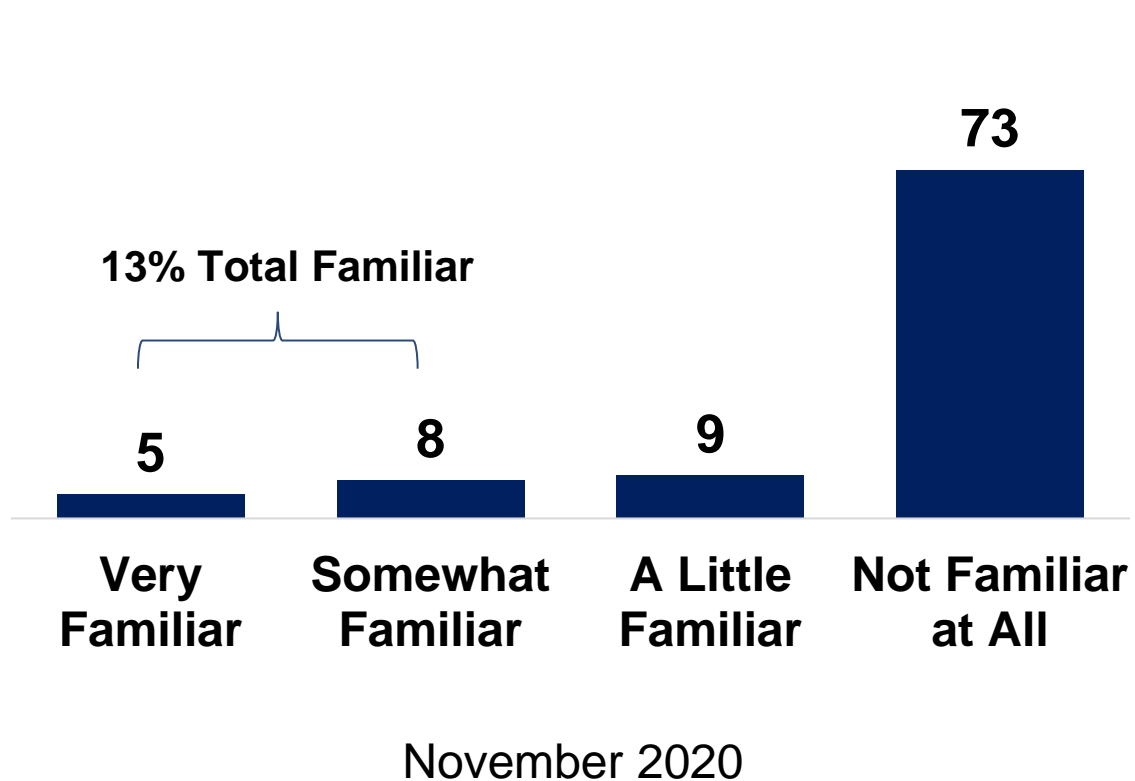
Do you agree or disagree with the following statement (0 to 7 scale)

To protect the United States from the ravages of extreme climate related disasters such as wildfires, we must move America away from its reliance on fossil fuels and toward more sustainable energy sources such as wind and solar.



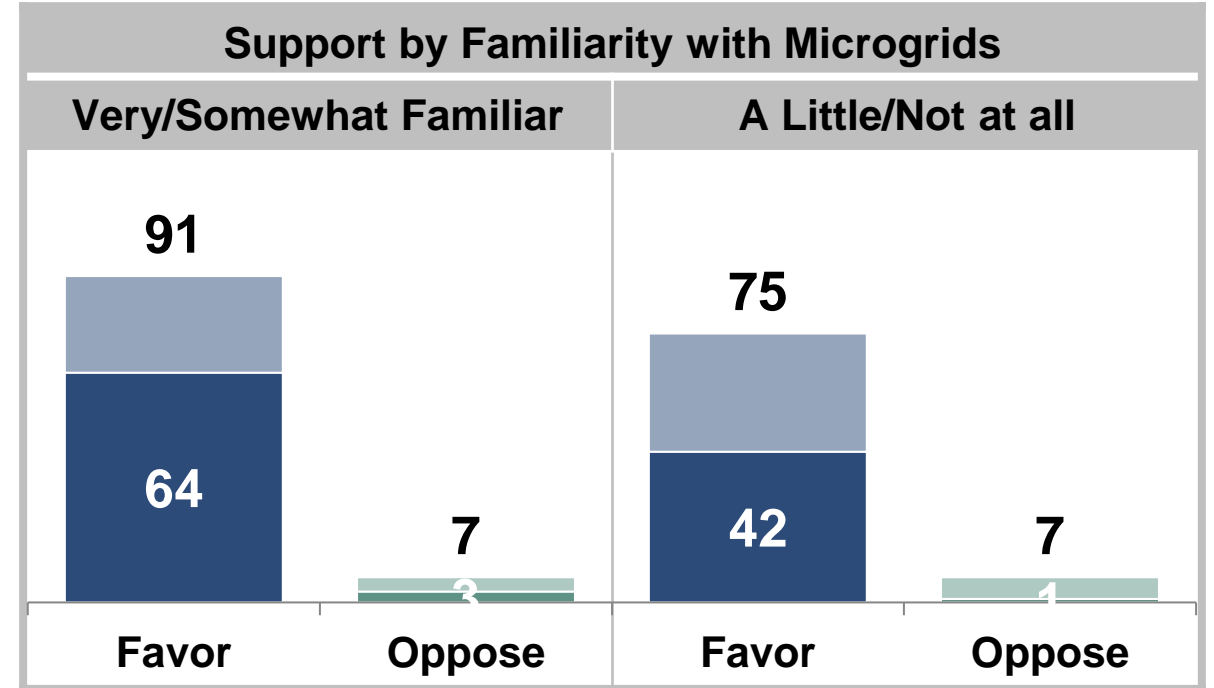
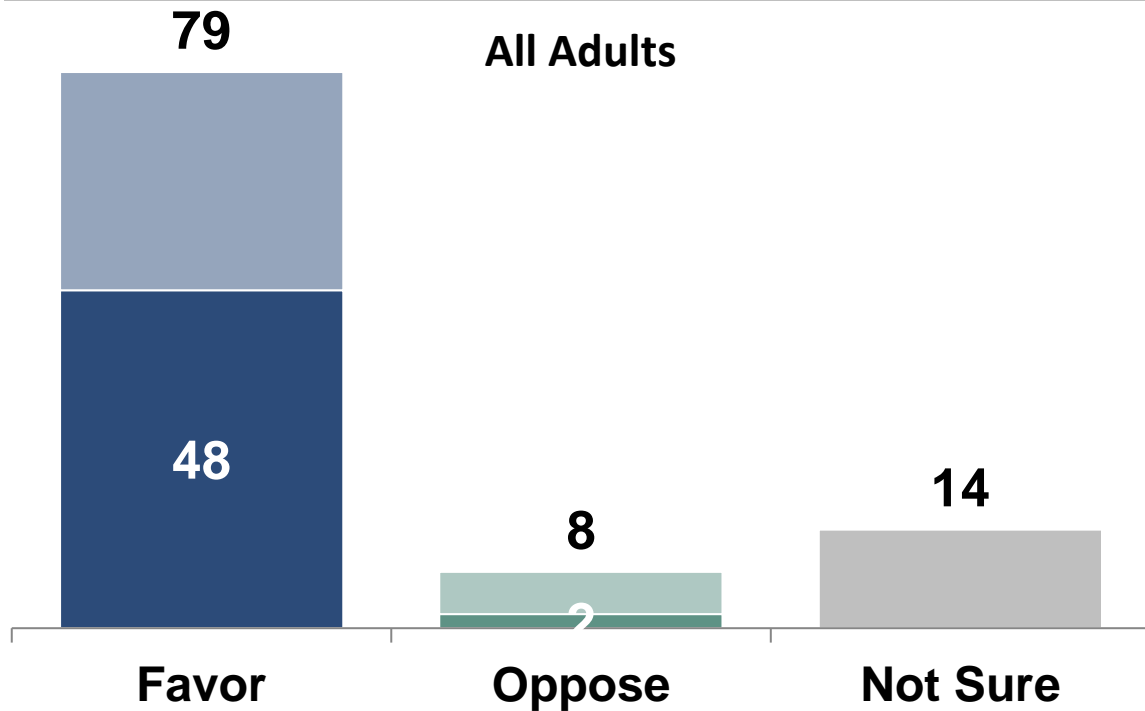
Voters Are More Familiar With Microgrids Than They Were Last Year

How familiar are you with the concept of microgrids? Are you:



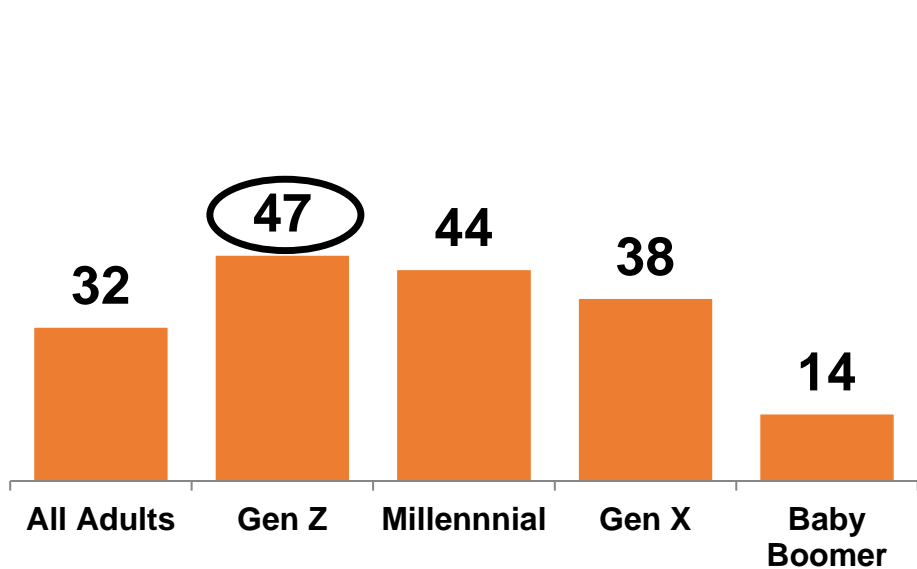
Knowledge Leads to Support for Microgrids

Microgrids connect sources of electricity generation including wind and solar energy, operating either within a network of grids or independently. Using computer networks, Microgrids manage the storage of electricity from wind and solar, and the distribution of electricity from all sources to consumers efficiently and inexpensively. Given this, do you favor or oppose increasing the use of microgrids in our electric grid?

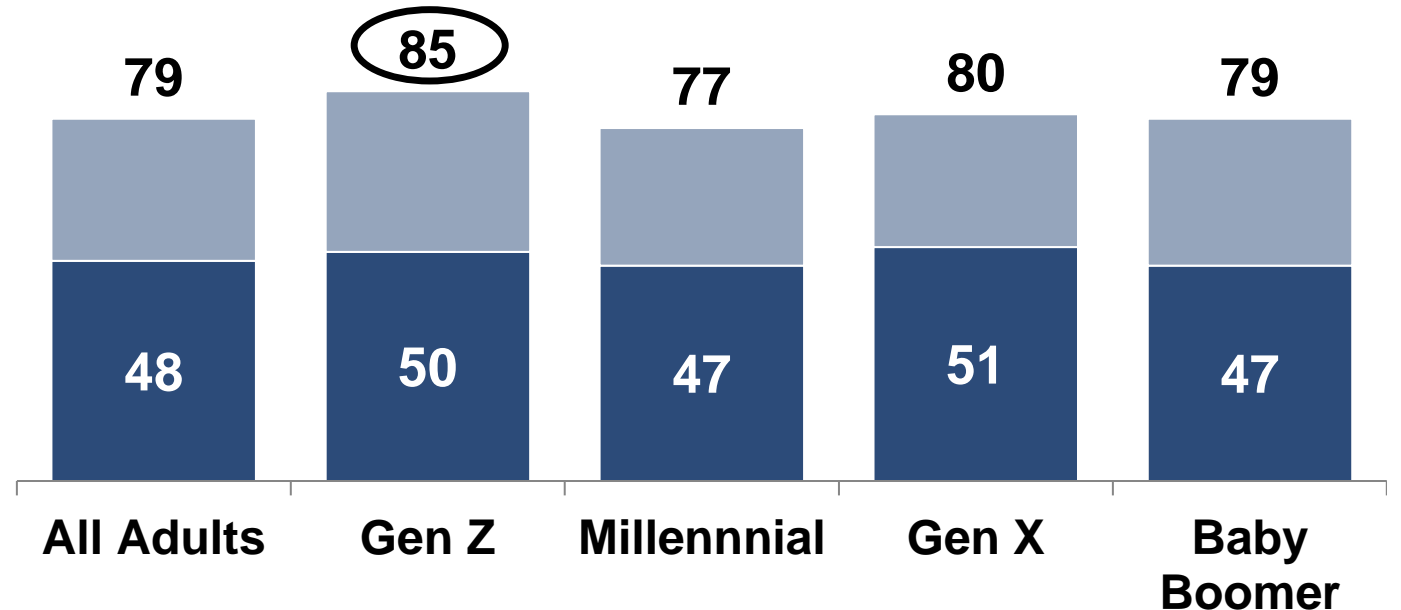


Gen Z are most likely to be familiar with Microgrids and exhibit the strongest support.

How familiar are you with the concept of microgrids?
(Total Familiar)

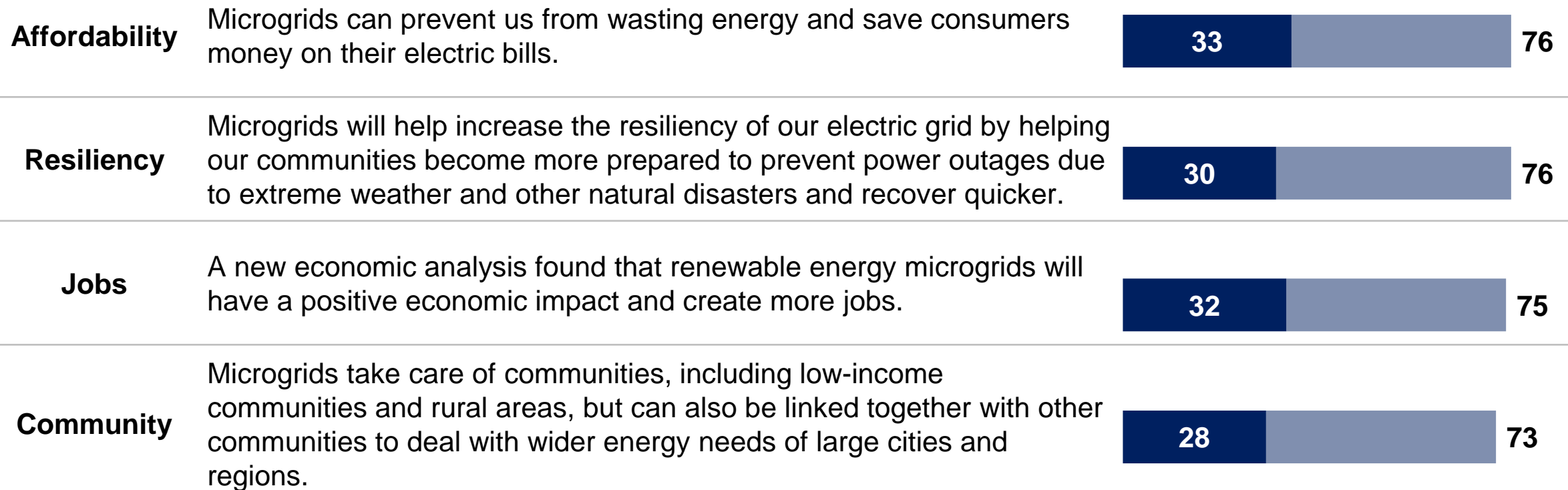


Microgrids connect sources of electricity generation including wind and solar energy, operating either within a network of grids or independently. Using computer networks, Microgrids manage the storage of electricity from wind and solar, and the distribution of electricity from all sources to consumers efficiently and inexpensively.
(Strong Favor and Total Favor)



Messages that Emphasize Pragmatic Benefits of Microgrids are the Most Effective

How good of a reason is each statement to increase the use of microgrids?



Extremely Good

Total Good

Top Takeaways

- ✓ Microgrids can represent a pragmatic problem-solving approach to accelerating the adoption of renewable energy and reducing damage to the climate and is ripe for bipartisan cooperation.
- ✓ Knowledge about microgrids leads to support for microgrids.
- ✓ Messages that emphasize pragmatic benefits of microgrids – saving people money, electric grid reliability, resiliency and efficiency – are the most effective.

For more information and a fuller analysis please contact:

Andrea Camp

andreacamp@comcast.net