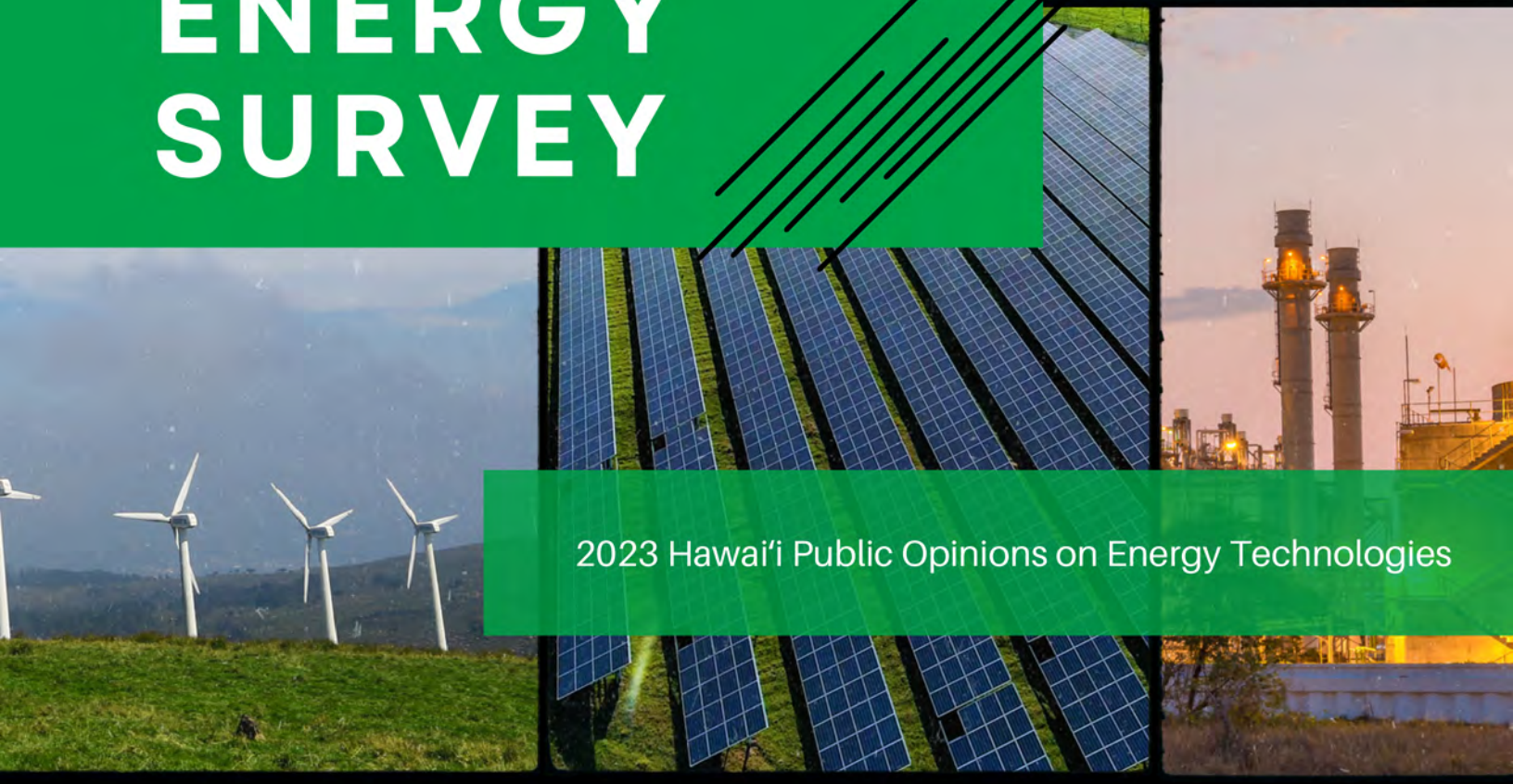




# STATEWIDE ENERGY SURVEY



2023 Hawai'i Public Opinions on Energy Technologies

# This is arguably the most extensive, comprehensive public opinion survey on the topic of energy in Hawai'i

A total of 1,985 surveys of full-time Hawai'i residents, ages 18+

- 880 on O'ahu
- 544 on Hawai'i
- 341 in Maui County
- 220 on Kaua'i



Anthology Research conducted the surveys via telephone and online forms between October 5, 2023, and January 24, 2024.

Ulupono Initiative wanted to test long-standing assumptions around public perception/acceptance of renewable energy projects. Survey results can offer vital insights for shaping Hawai'i's energy future together with Hawai'i's communities.

The survey was designed to rank how residents perceive various forms of energy technologies:

- Fossil fuel plants
- Utility-scale solar
- Land-based wind
- Offshore wind
- Hydroelectric
- Geothermal
- Biomass



# 91%

## SUPPORT MORE RENEWABLE ENERGY RESOURCES IN HAWAII



In general, I **support** the expansion of renewable energy resources in Hawaii

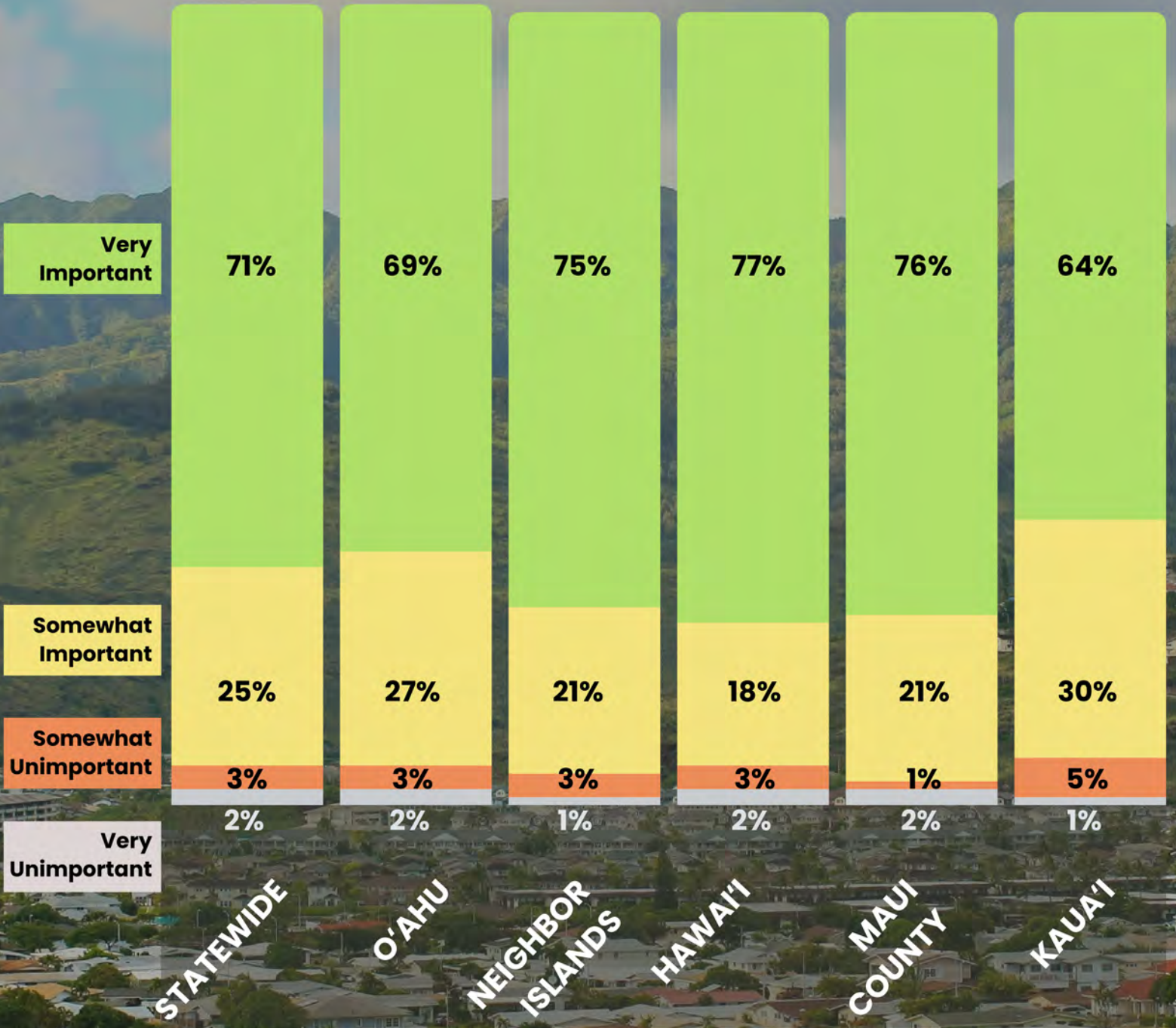
STATEWIDE	O'AHU	NEIGHBOR ISLANDS	HAWAII	MAUI COUNTY	KAUAI
91%	90%	92%	93%	91%	91%

In general, I **oppose** the expansion of renewable energy resources in Hawaii

STATEWIDE	O'AHU	NEIGHBOR ISLANDS	HAWAII	MAUI COUNTY	KAUAI
9%	9%	8%	7%	9%	8%

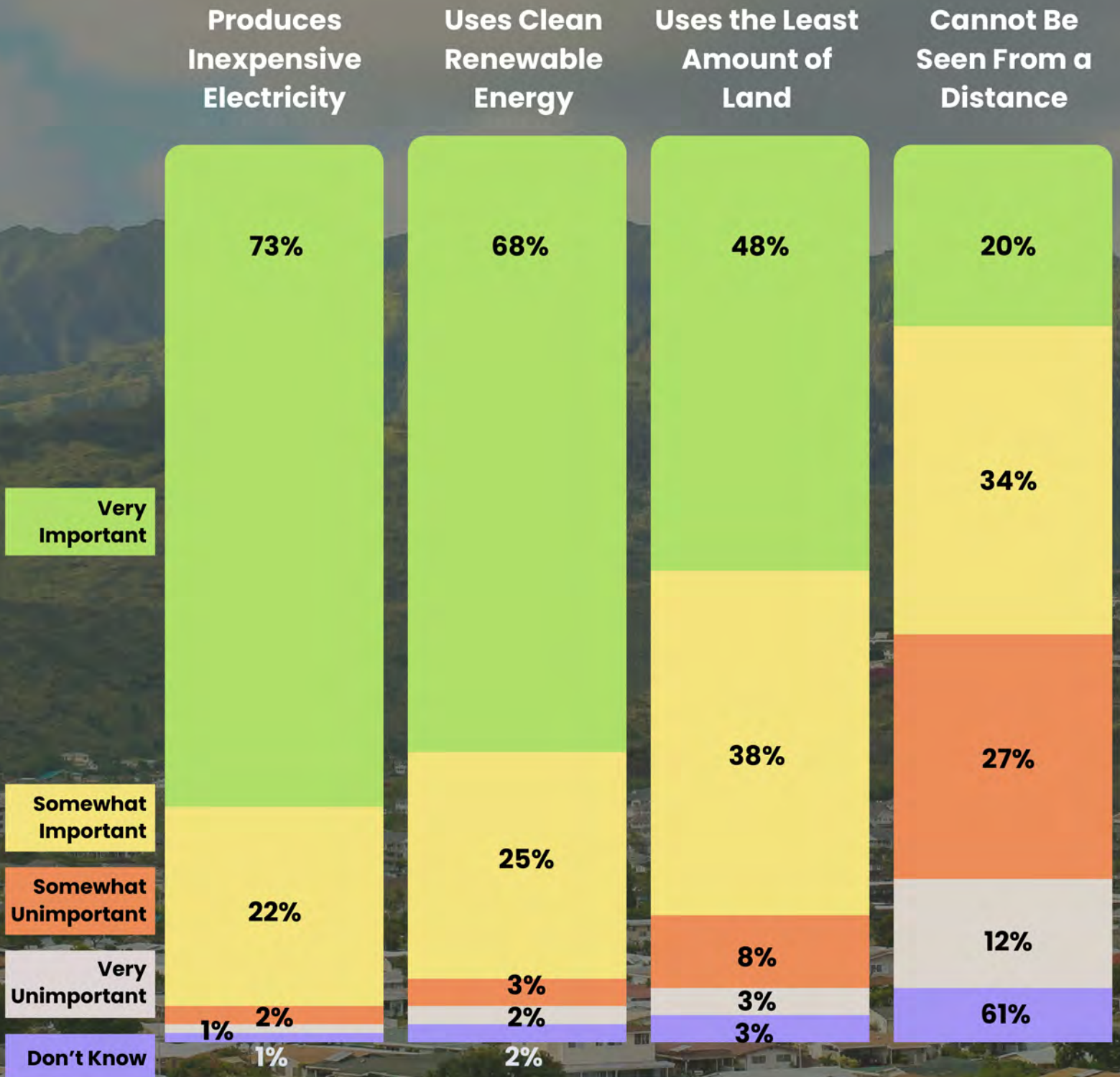
# RESOURCE DEVELOPMENT

RESIDENTS IN ALL COUNTIES PLACE HIGH IMPORTANCE ON DEVELOPMENT OF OWN RESOURCES



# RESOURCE DEVELOPMENT

How important to you are each of the following factors in deciding what type of energy generation technology is developed in Hawai'i?



# WHO IS RESPONSIBLE FOR THE EXPANSION OF RENEWABLES — INDIVIDUALS OR THE GOVERNMENT?

All residents must contribute in some way to the expansion of renewable energy in order to make an impact on climate change

STATEWIDE

O'AHU

HAWAII

MAUI COUNTY

KAUAI

65%

65%

66%

66%

63%

Expansion of renewable energy is the responsibility of government, not residents

34%

34%

34%

32%

36%

# AWARENESS

% of respondents who say they are **very or somewhat knowledgeable** of each technology:

**78%** Fossil Fuels

**69%** Land-based Wind

**64%** Hydroelectric

**63%** Solar

**60%** Offshore Wind

**58%** Geothermal

**57%** Nuclear

**53%** Biomass

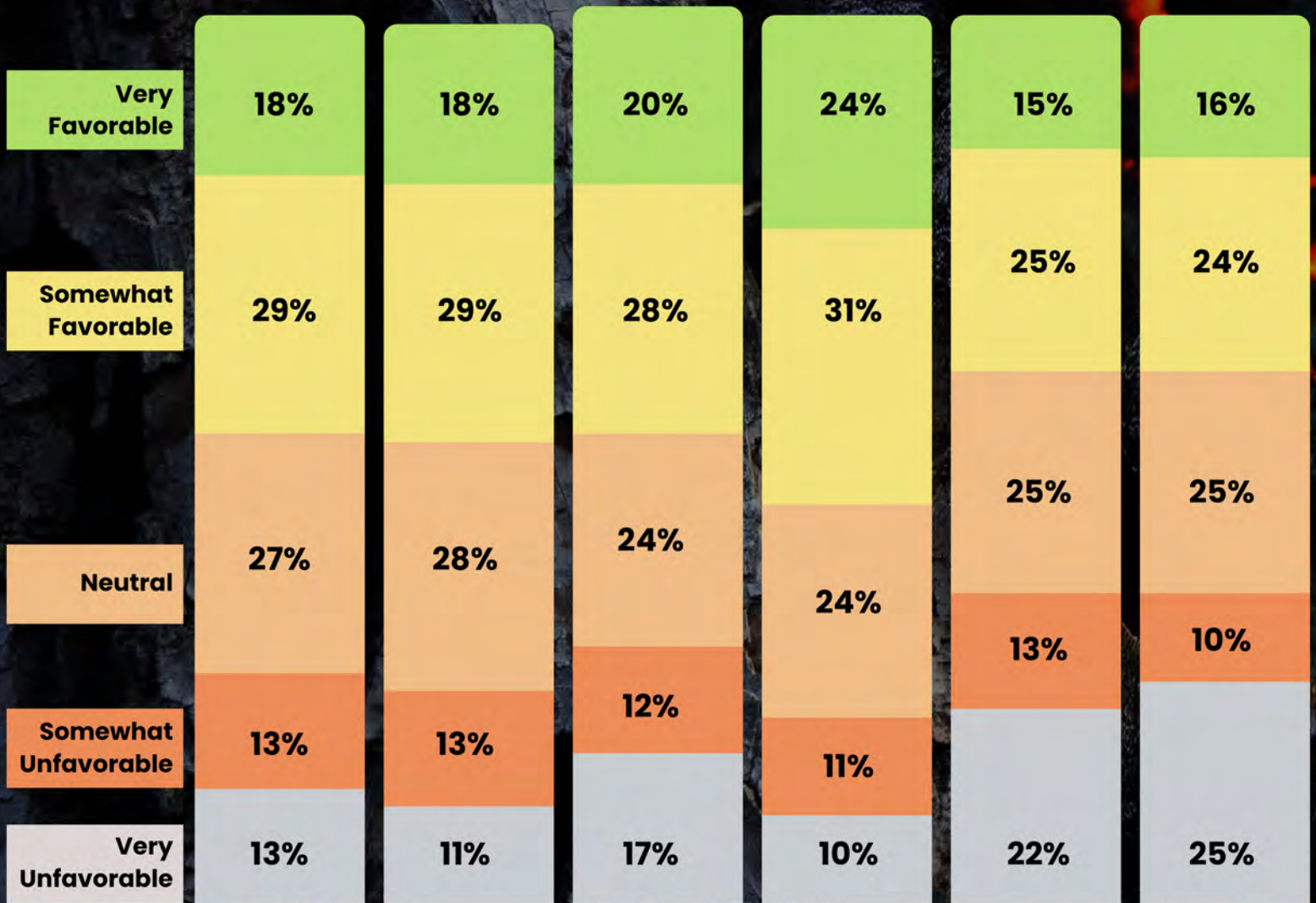


# GEO THERMAL



# GEOHERMAL

HAWAI'I ISLAND IS THE MOST SUPPORTIVE OF HAVING A UTILITY-SCALE GEOHERMAL PLANT IN THEIR TOWNS



STATEWIDE

O'AHU

NEIGHBOR ISLANDS

HAWAI'I

MAUI COUNTY

KAUA'I

# GEOHERMAL

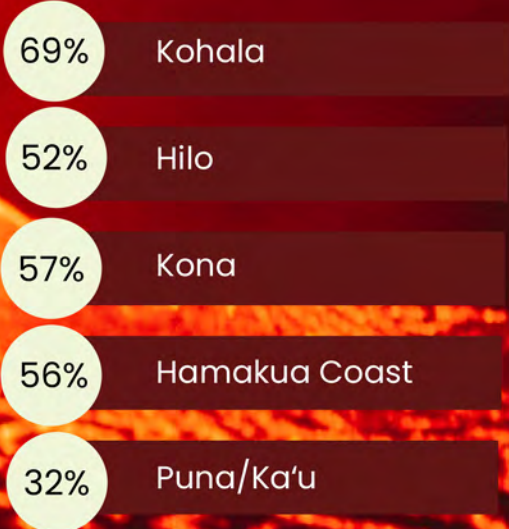
In general, how do you feel about a utility-scale geothermal power plant as a way to generate electricity on...?

**Strongly or Somewhat Support**

## HAWAII

MOST SUPPORT IN KOHALA,  
LEAST IN PUNA/KA'U

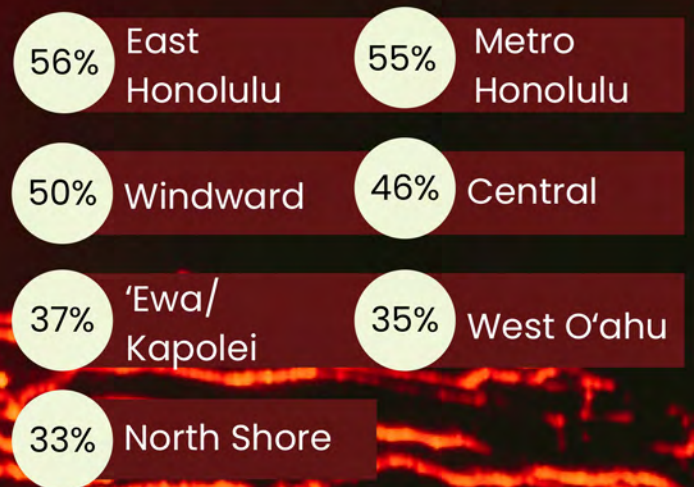
**55%** Hawaii Island



## O'AHU

MOST SUPPORT IN METRO &  
EAST HONOLULU, LEAST ON  
NORTH SHORE & WEST

**47%** O'ahu



# GEOHERMAL

In general, how do you feel about a utility-scale geothermal power plant as a way to generate electricity on...?

**Strongly or Somewhat Support**

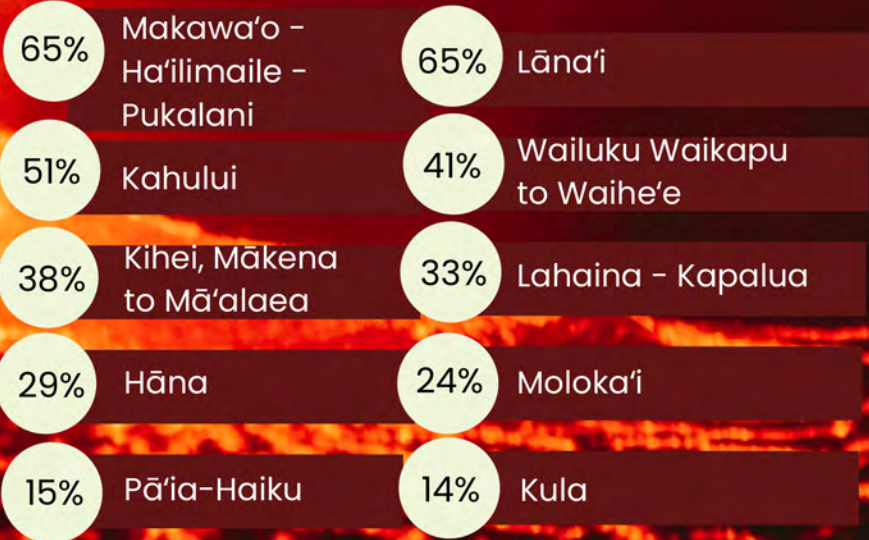
## MAUI

MOST SUPPORT IN MAKAWA'O  
- HA'ILIMAILE - PUKALANI,  
LEAST IN KULA

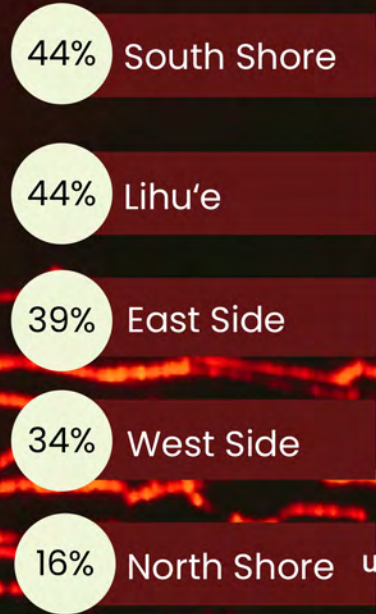
## KAUA'I

MOST SUPPORT IN LIHU'E &  
SOUTH SHORE,  
LEAST ON NORTH SHORE

**40%** Maui County



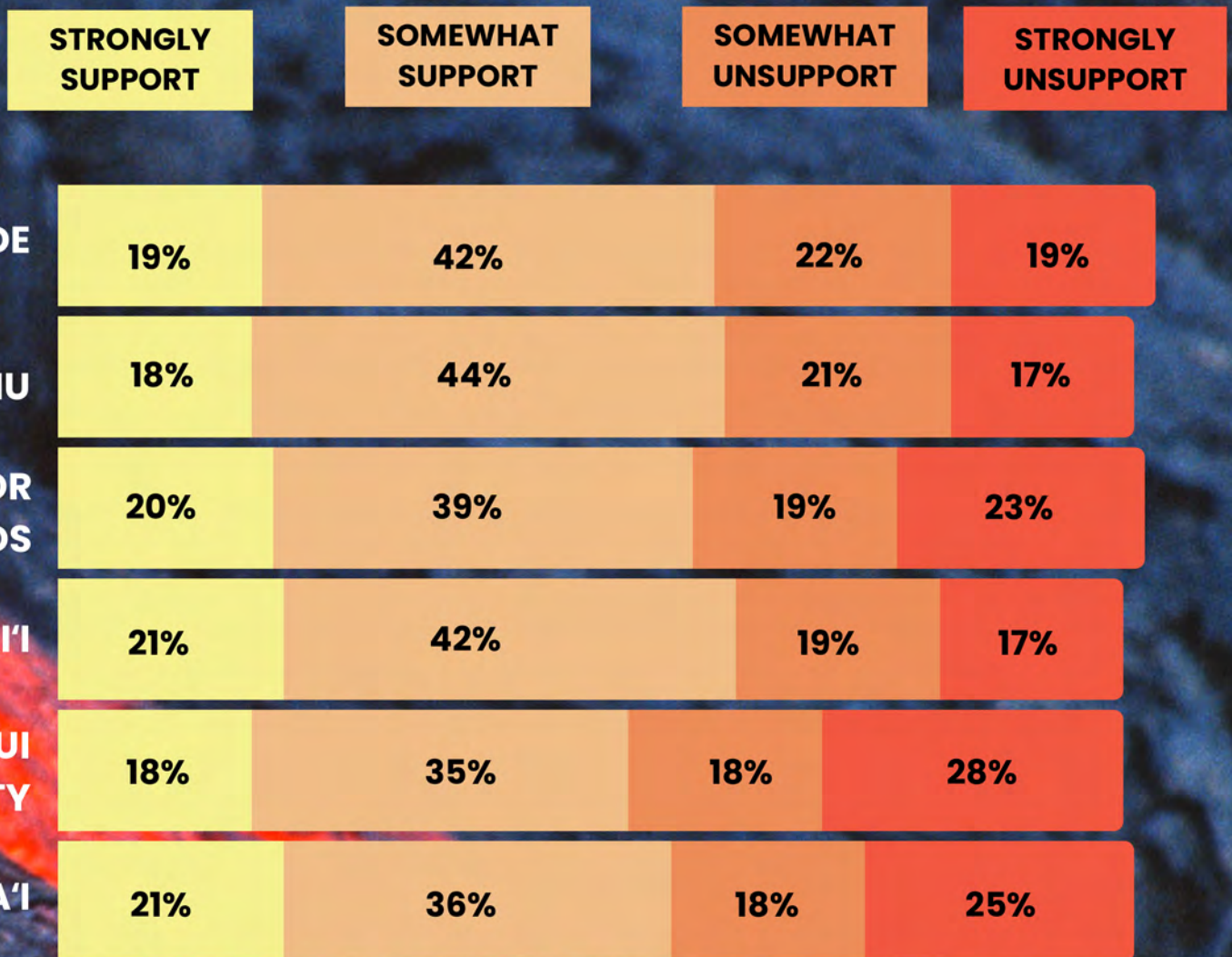
**40%** Kaua'i



# GEOHERMAL

INCREASED COST SAVINGS =  
MORE PUBLIC SUPPORT

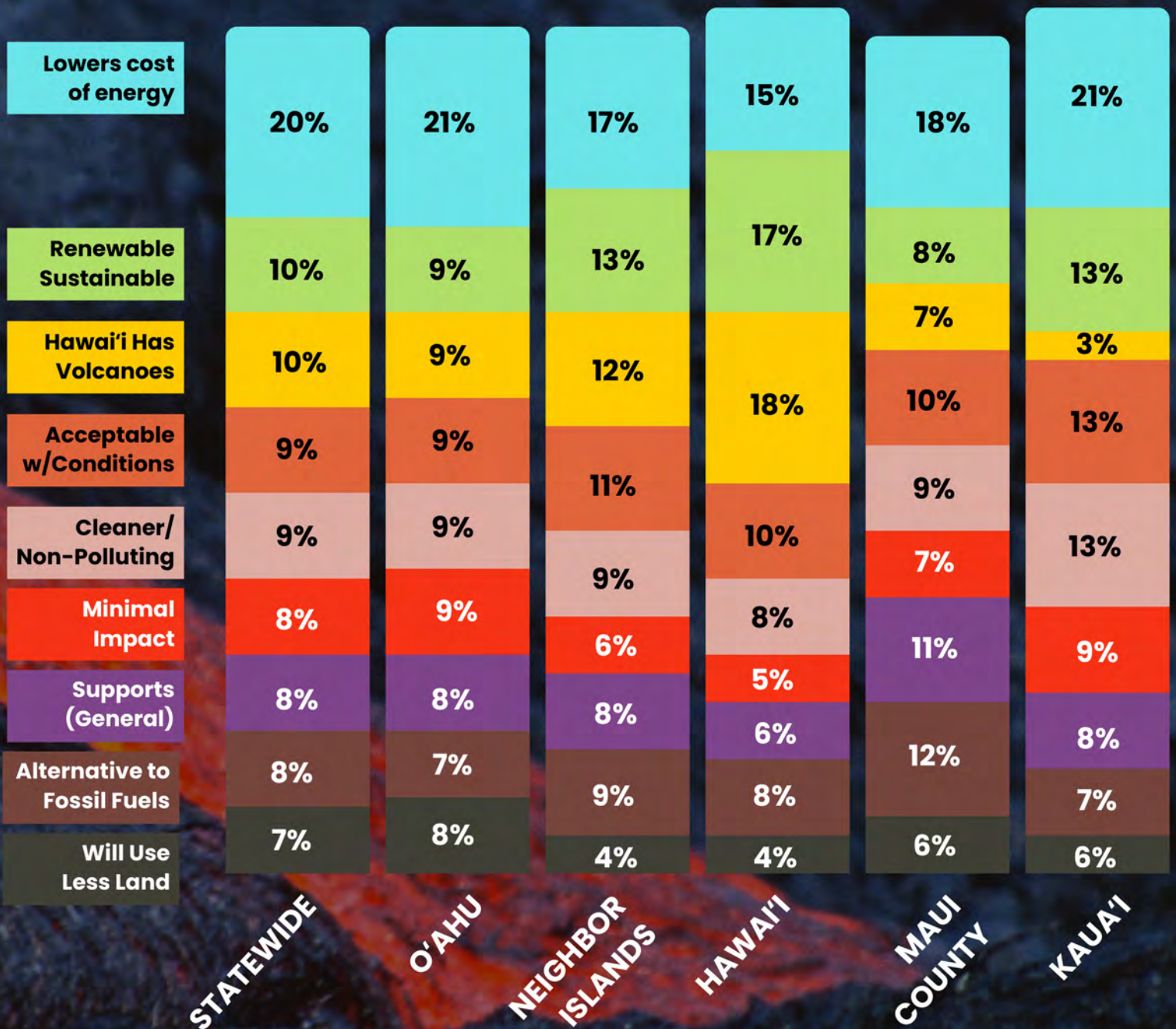
How would you feel about a utility-scale geothermal power plant being built in your town/community if it meant your electricity bill would be **at least \$30 lower each month?**



# GEOHERMAL

## FAVORABLE PERCEPTIONS

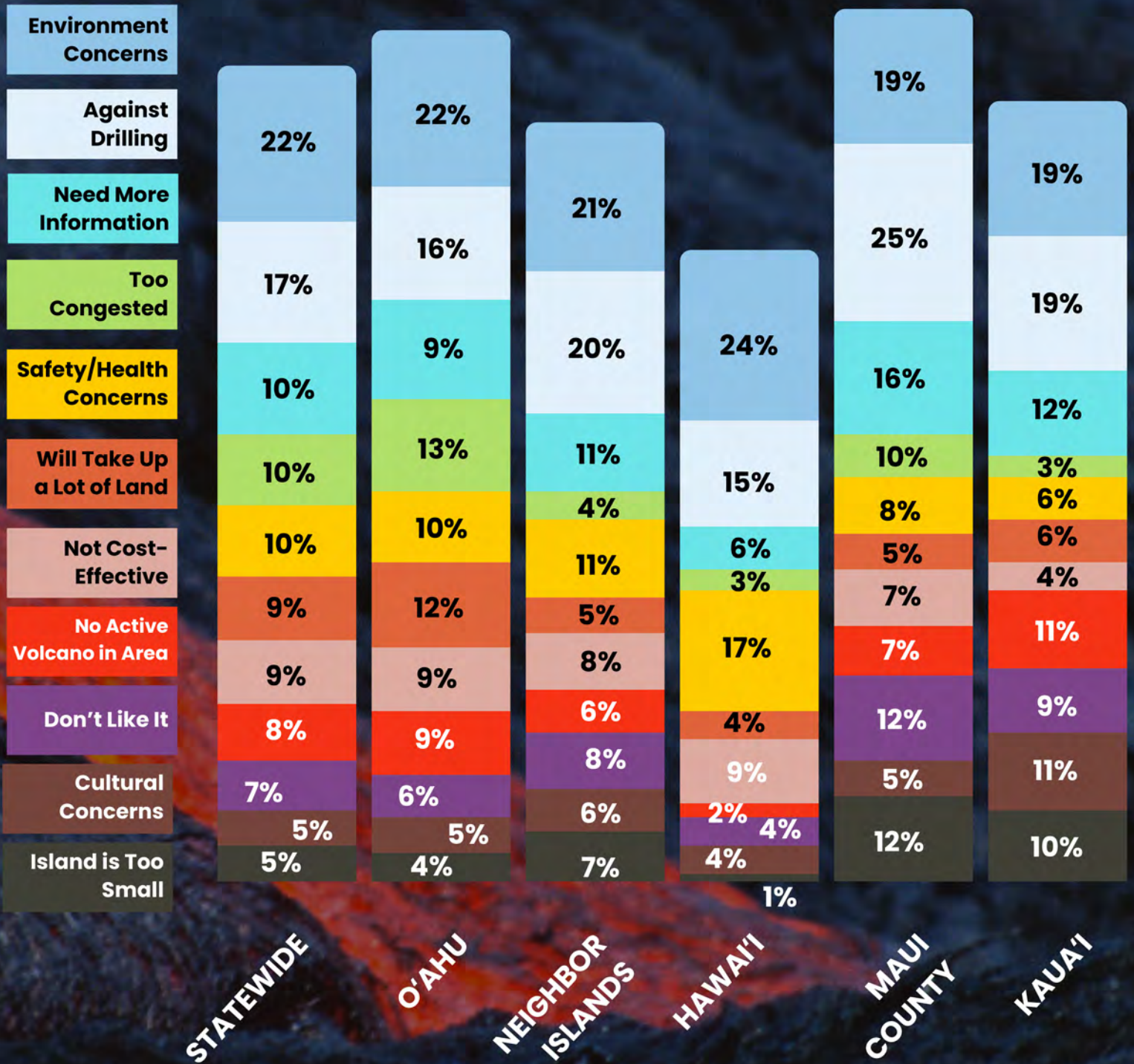
You indicated that you would [Somewhat/Strongly **Support**] the placement of a utility-scale geothermal plant in your area. Why do you feel that way? (Open-ended question)



# GEOHERMAL

## UNFAVORABLE PERCEPTIONS

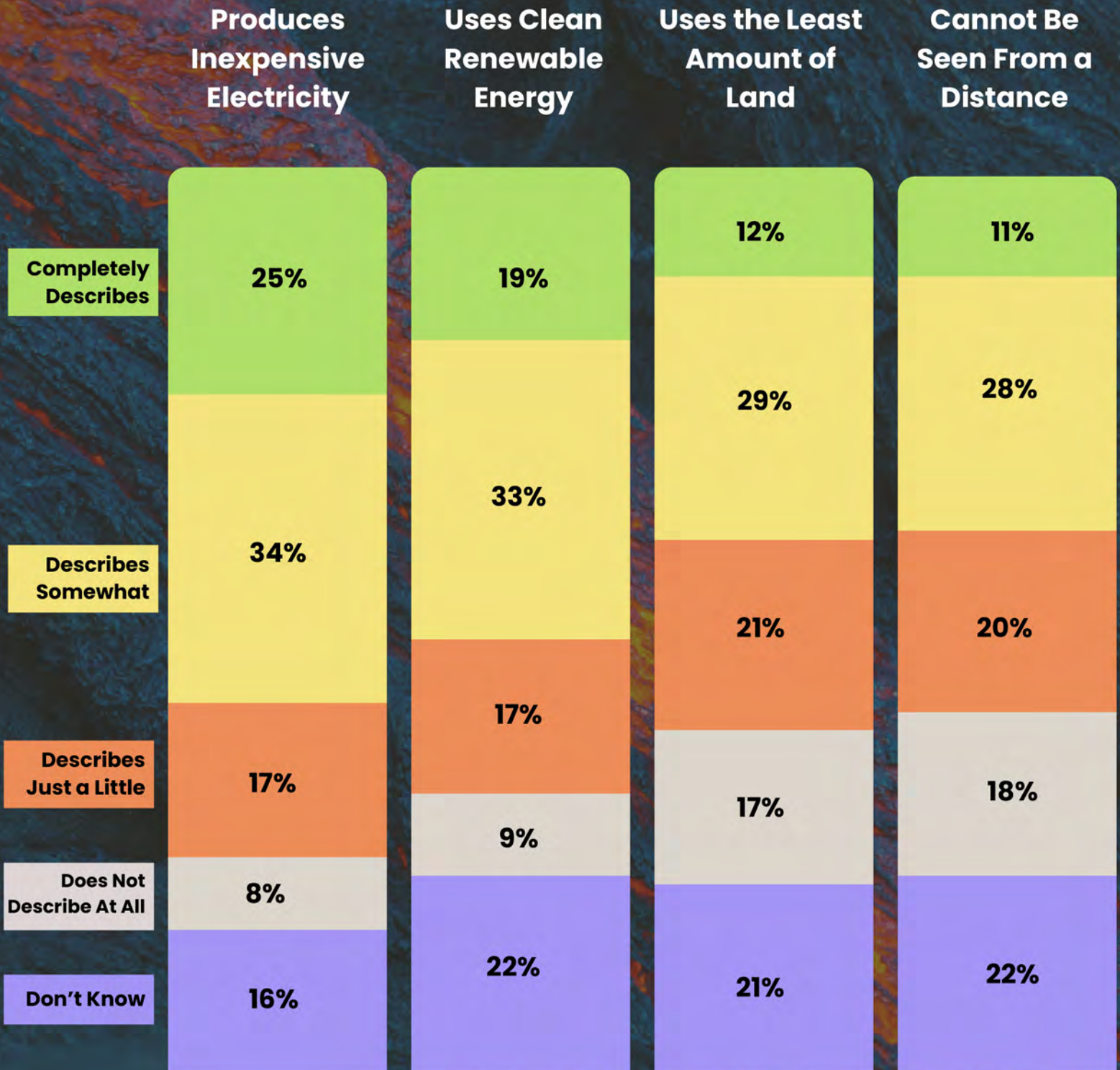
You indicated that you would [Somewhat/Strongly **Oppose**] the placement of a utility-scale geothermal plant in your area.  
 Why do you feel that way? (Open-ended question)



# GEOHERMAL

## RELATIVELY LOW AWARENESS OF GEOHERMAL PLANT BENEFITS

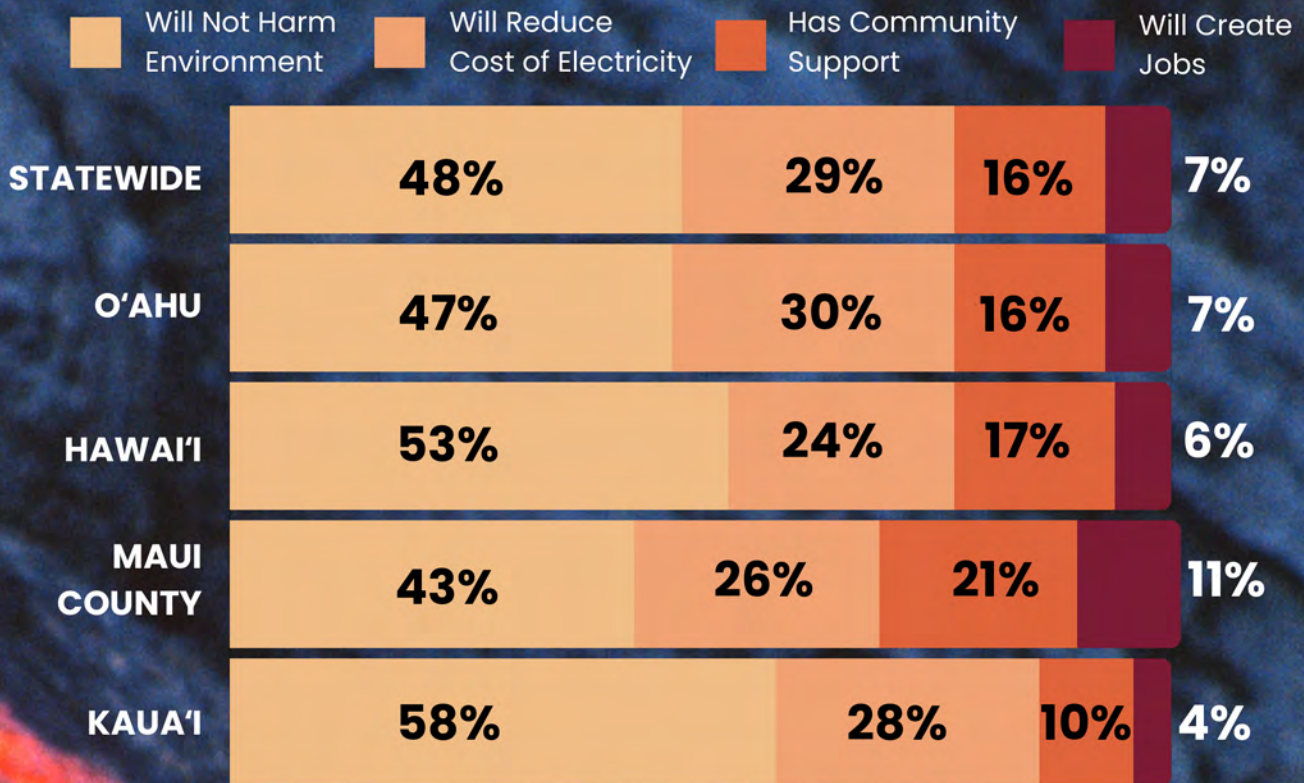
How well do each of the following describe a utility-scale geothermal power plant?



# GEOHERMAL

ENVIRONMENTAL IMPACT =  
MOST IMPORTANT FACTOR

Which one of the following is most important to you in deciding whether to support a utility-scale geothermal plant in your town/community?







**SOLAR**

# SOLAR

## ALL COUNTIES ARE FAVORABLE TO SOLAR

Knowing this basic information, in general, how do you feel about a utility-scale solar farm as a way to generate electricity on...?

### Strongly or Somewhat Support

**64%** Statewide

74% Kaua'i

70% Hawai'i

63% Maui County

62% O'ahu

# SOLAR

**MOST BELIEVE IT IS CLEAN  
AND INEXPENSIVE**

## PERCEPTIONS OF SOLAR

1. **Uses clean renewable energy**
2. **Produces inexpensive electricity**
3. Cannot be seen from a distance
4. Uses the least amount of land

# SOLAR

## KAUA'I & HAWAI'I ISLAND SHOWED HIGHEST SUPPORT FOR SOLAR IN THEIR TOWN

How would you feel about a utility-scale solar farm being built in your town/community if it meant your electricity bill would be **at least \$30 lower each month?**

### Strongly or Somewhat Support

**76%** Statewide

**83%** Kaua'i

**80%** Hawai'i

**75%** Maui County

**75%** O'ahu

# WIND



# WIND

## HAWAI'I ISLAND MOST FAVORABLE TO WIND FARMS

Knowing this basic information, in general, how do you feel about a utility-scale wind farm as a way to generate electricity on...?

### Strongly or Somewhat Support

**64%** Statewide

74% Hawai'i

63% O'ahu

62% Maui  
County

54% Kaula'i

# WIND

## ALL ISLANDS SHOWED MODERATE SUPPORT FOR WIND FARMS IN THEIR TOWN

How would you feel about a utility-scale wind farm being built in your town/community if it meant your electricity bill would be **at least \$30 lower each month?**

### Strongly or Somewhat Support

**66%** Statewide

78% Hawai'i

66% Maui County

64% O'ahu

63% Kaula'i

# OFFSHORE WIND

## MORE THAN HALF ARE FAVORABLE TO OFFSHORE WIND FARMS

In general, how do you feel about a utility-scale offshore wind farm as a way to generate electricity on...?

### Strongly or Somewhat Support

**58%** Statewide

59% O'ahu

58% Hawai'i

54% Maui County

48% Kaua'i



# OFFSHORE WIND

## O'AHU SLIGHTLY MORE SUPPORTIVE OF OFFSHORE WIND, KAUA'I LEAST SUPPORTIVE

How would you feel about a utility-scale offshore wind farm being built in the ocean offshore of \_\_\_ if it meant your electricity bill would be **at least \$30 lower each month**?

**Strongly or Somewhat Support**

**70%** Statewide

72% Hawai'i

71% O'ahu

61% Maui County

56% Kaua'i

# OFFSHORE WIND

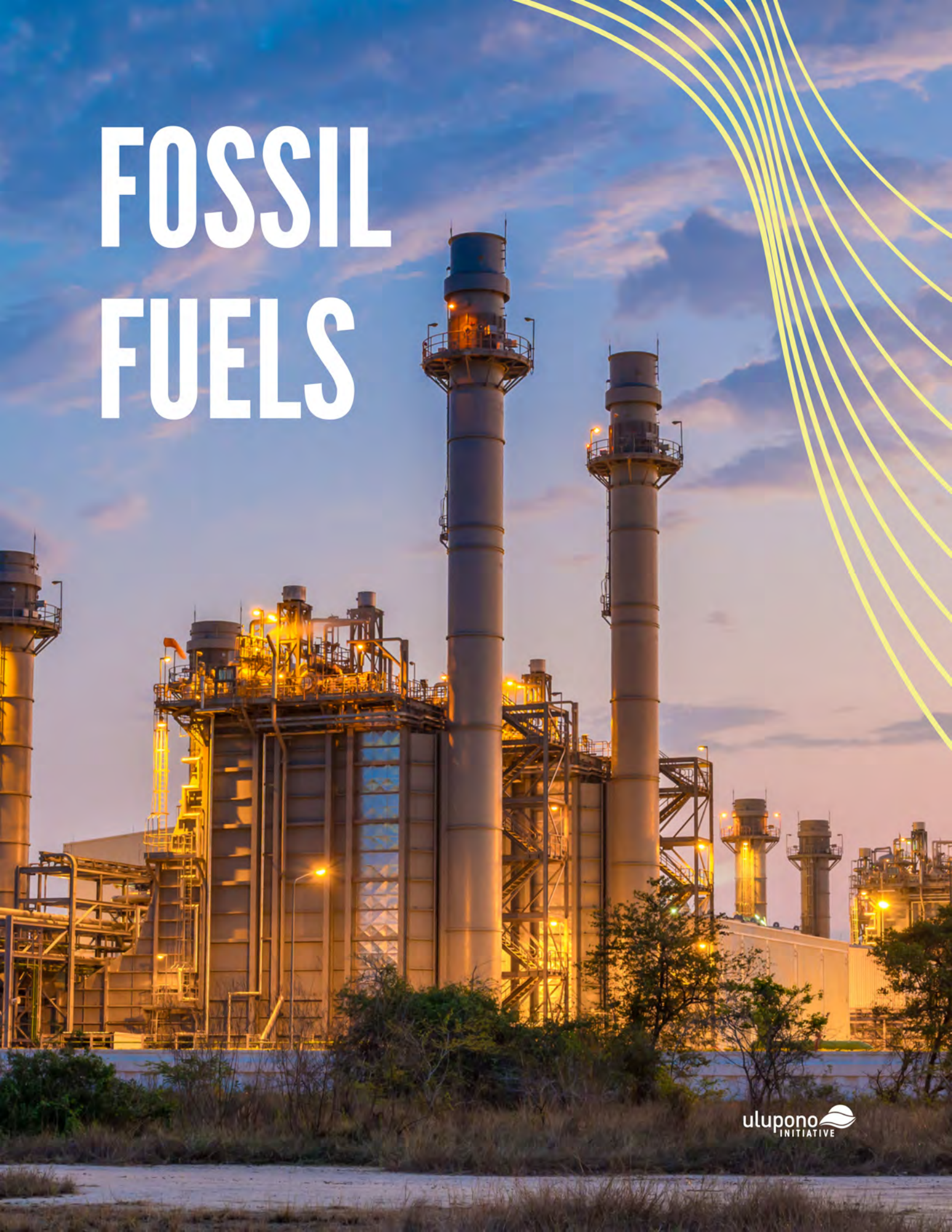
**MOST BELIEVE IT IS CLEAN  
AND USES LEAST AMOUNT OF LAND**

## **PERCEPTIONS OF OFFSHORE WIND**

- 1. Uses clean renewable energy**
- 2. Uses the least amount of land**
3. Cannot be seen from a distance
4. Produces inexpensive electricity



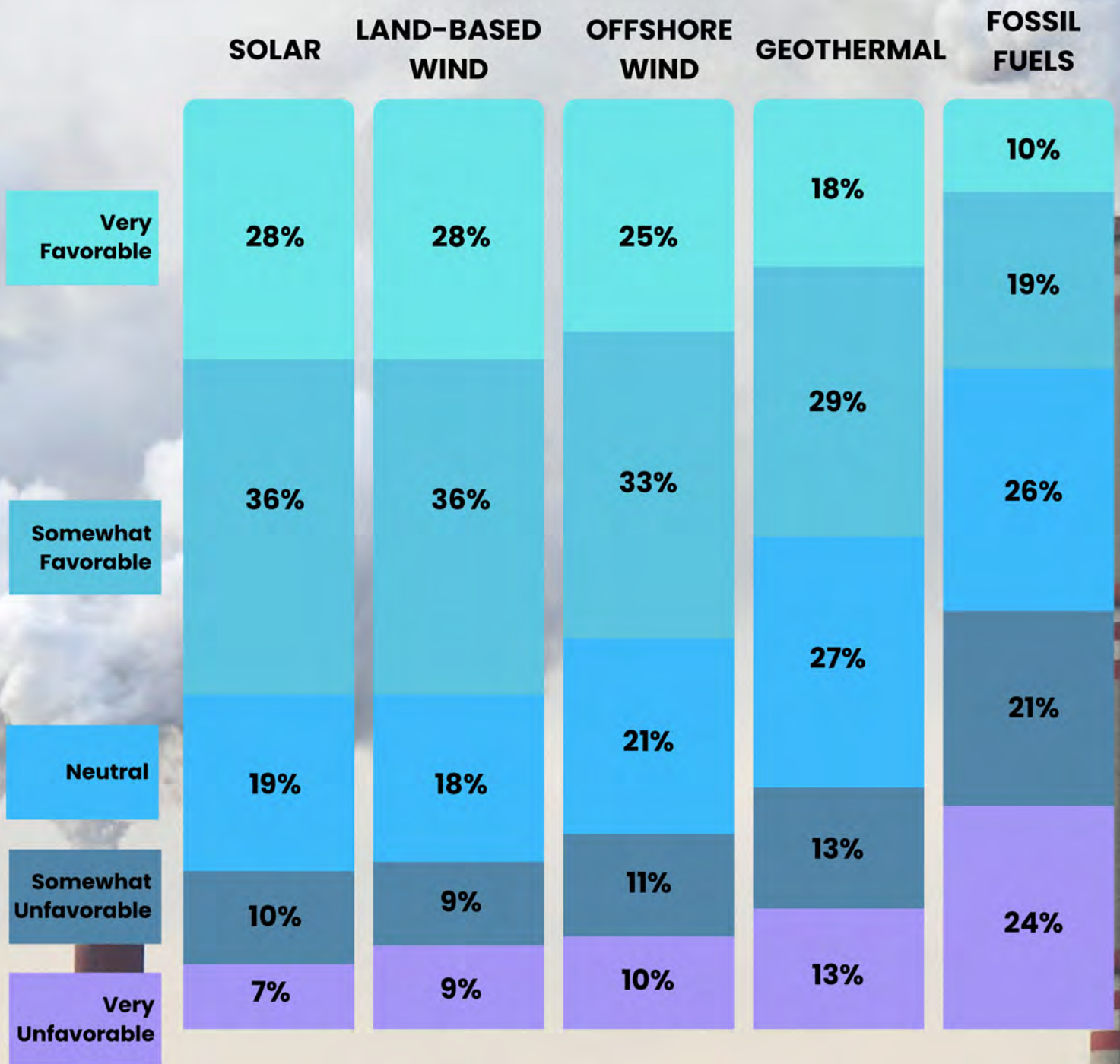
# FOSSIL FUELS



# FOSSIL FUELS

## FOSSIL FUELS VIEWED LEAST FAVORABLY

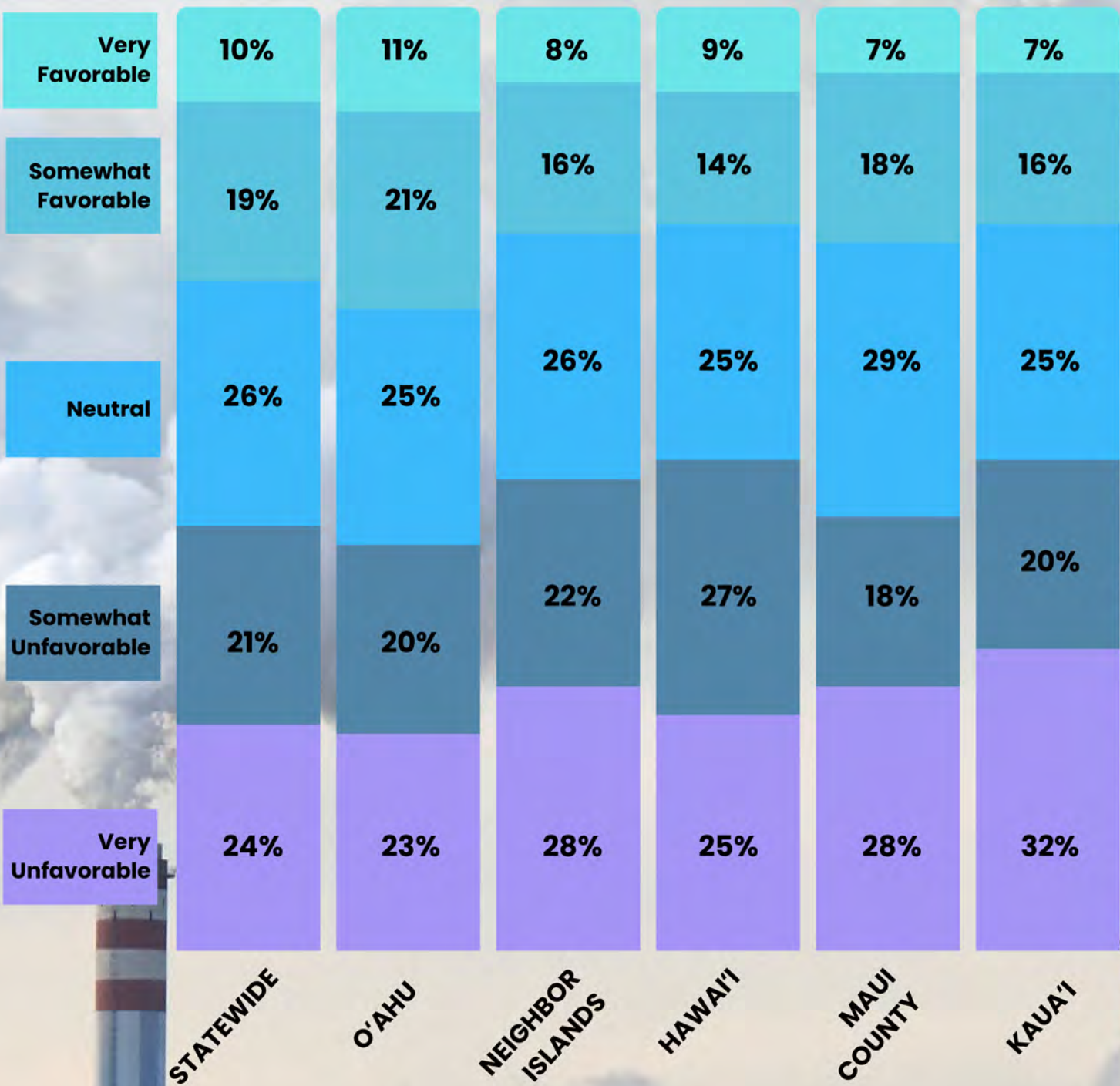
In general, how do you feel about \_\_\_ as a way to generate electricity on...?



# FOSSIL FUELS

**MORE THAN TWO-THIRDS  
UNSURE OR AGAINST FOSSIL  
FUEL PLANTS**

In general, how do you feel about a utility-scale fossil fuel plant as a way to generate electricity on...?



# KEY TAKEAWAYS

# 91%

OF RESPONDENTS  
SUPPORTED THE  
EXPANSION OF  
RENEWABLE ENERGY  
RESOURCES IN  
HAWAII

In general, **84%** supported placement of renewable energy projects in their town/community

---

Residents in **all counties** place high importance of development of Hawai'i's own (energy) resources

---

**65%** said they agree that **all residents** must contribute in some way to the expansion of renewable energy in order to **make an impact on climate change** — vs. saying it is only the government's responsibility

---

Demonstrating **cost savings to ratepayers** is a significant factor in gaining acceptance

**To learn about how Ulupono Initiative is supporting renewable energy  
in Hawai'i, visit [www.ulupono.com](http://www.ulupono.com).**

