

**FOR IMMEDIATE RELEASE**  
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## Michigan voters want new electric plants – and are willing to pay for them

*Study shows residents would rather build here than buy elsewhere*

**LANSING, MI** – An overwhelming majority of Michigan voters – 83 percent – prefer building electric-generating plants in Michigan to meet increasing demand, rather than importing electricity from out of state, according to a new poll by TargetPoint Consulting.

“We know the bipartisan comprehensive energy package now before the Senate will establish a reasonable, responsible policy that not only creates thousands of jobs throughout the state, but ensures affordable, accessible electricity well into the future,” said Rich Studley, executive vice president of the Michigan Chamber of Commerce and a member of the Michigan Jobs and Energy Coalition. “Clearly, Michigan voters would rather build here than buy somewhere else.”

The poll of 500 registered Michigan voters also found that over 58 percent were willing to absorb a 5 percent rate increase to build more Michigan electric power plants, which would create jobs and increase the local tax base. In addition, 66 percent of respondents thought it was reasonable to see an annual increase in their electric bill around 20 dollars a year for the next 5 years.

“Voters were surprisingly open to cost increases so long as there was some clear benefit to them, particularly when it came to statewide economic development,” said Alex Gage, founder of Alexandria, Va.-based TargetPoint Consulting and one of the nation’s premier political pollsters. “Voters see a direct correlation between updating an aged infrastructure and revitalizing Michigan’s economy.”

“Alex Gage’s numbers simply confirm that Michigan residents recognize the need and are willing to step up to the plate,” said Studley, whose organization represents thousands of businesses across the state. “That should be very reassuring to elected officials who may hesitate to do what’s right for our state.”

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The poll also showed that energy reform has surprisingly strong bipartisan support, said Gage. Energy reform is supported by 83 percent of Republicans, 84 percent of Democrats and 78 percent of Independents, the poll found. The telephone poll was conducted May 9-12 and had a margin of error of plus or minus 4 percentage points.

Particularly noteworthy, according to Gage, is that a majority of voters polled would be *more* likely to support legislators who “supported a comprehensive reform plan which resulted in higher electric prices for residential customers over the next several years in order to keep prices down in the future, make the system more reliable and protect the environment.”

“It’s very encouraging to know that Michigan voters understand the long-term value of investing in Michigan,” said Studley. “We’re going to create more jobs and make sure there is accessible, affordable electricity, now and in the future.”

The Michigan Jobs and Energy Coalition includes two of the state’s strongest voices on business issues, the Michigan Chamber of Commerce and the Michigan Manufacturers Association, along with DTE Energy and Consumers Energy, labor and many small businesses. It also has the support of more than 260 organizations and individuals, including low-income advocacy groups, human service agencies and government representatives.

For a full listing of coalition members and information on the crucial issue of comprehensive energy reform, please visit the coalition Web site at:

[www.michiganjobsandenergy.org](http://www.michiganjobsandenergy.org).

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