

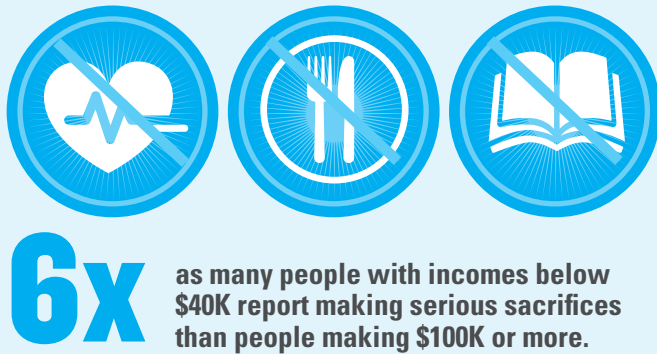


# POLL: MOST WOULD PAY MORE TO HELP OTHERS WITH ENERGY BILLS

Huge numbers of Americans struggle and sacrifice to afford energy bills—a fact most Americans understand and would even pay more to help rectify, a new poll commissioned by Energy Efficiency for All shows.\*

**MILLIONS OF AMERICANS MAKE SACRIFICES SUCH AS FORGOING OPPORTUNITIES IN EDUCATION AND HEALTHCARE SO THEY CAN PAY FOR ENERGY. IN PARTICULAR, THOSE WITH LOW INCOMES AND RACIAL MINORITIES REPORT MORE DIFFICULTY PAYING UTILITY BILLS.**

The poll asked: *Would you say that you or your family must make sacrifices in terms of your monthly budget to afford your utility bills?*



**3x** as many **AFRICAN AMERICANS**

**AND**

**2x** as many **LATINOS** report making serious sacrifices to afford their utility bills compared to non-minority households.



Crystal Barbour from Charlottesville, Virginia rents an apartment for her and her two kids. Crystal dreaded the monthly ritual of opening her utility bill before her home was made more energy efficient.

**“You would just eat cheap when it was electric bill week”**



**VOTERS WANT TO SEE PEOPLE TREATED FAIRLY AND EQUITABLY. KEEPING RENTERS ON AN EVEN FOOTING IS VERY POPULAR.**



Make sure low-income renters are getting the same benefits as everyone else when it comes to energy-efficiency programs.

**86%**  **FAVOR**

**9%**  **OPPOSE**

\*These findings and recommendations are based on a poll of N=1,600 registered voters, including N=400 in California, N=400 in the Northeast/Mid-Atlantic (New York, Pennsylvania, Maryland, Virginia), N=400 in the South (Georgia, North Carolina, Louisiana), and N=400 in the Midwest (Michigan, Illinois, Minnesota, Missouri), conducted from June 26 through July 1, 2018 via landline and cellphone. The margin of error for the full sample of n=1600 +2.45% and for each region is +4.9%.

**FORTUNATELY, MOST AMERICANS FAVOR ENERGY EFFICIENCY PROGRAMS AND UTILITY COMPANIES' EFFORTS TO OFFER THEM.**

Out of 1,600 people questioned, the following proposals received majority support across demographic, generational, racial and regional lines:



Require utility companies to provide financial incentives to help customers with limited incomes cover the cost of energy-saving improvements to their homes.

**78%**  FAVOR

**19%**  OPPOSE



Require all low-income rental homes to meet a minimum standard of energy and water efficiency.

**84%**  FAVOR

**13%**  OPPOSE



Provide technological tools for landlords to monitor their buildings' energy usage, letting landlords know how they can better manage energy use.

**79%**  FAVOR

**18%**  OPPOSE



Create financial incentives for landlords of low-income-homes to make energy efficiency improvements like better insulation and more energy-efficient appliances.

**84%**  FAVOR

**13%**  OPPOSE

**EVEN WHEN ASKED TO PAY, A MAJORITY OF VOTERS SUPPORT THE PROPOSALS.**

Most voters are willing to pay for energy efficiency improvements for households of limited income.



**58%**

**OF VOTERS SUPPORT**

Helping low-income and working-class households make their homes more energy efficient, by adding **FIFTY CENTS** to every customer's monthly electric bill.



**52%**

**OF VOTERS SUPPORT**

Helping low-income and working-class households make their homes more energy efficient, by adding **ONE DOLLAR** to every customer's monthly electric bill.