

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

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

MILLIONS OF MIDWESTERNERS MAKE SACRIFICES SUCH AS FORGOING OPPORTUNITIES IN EDUCATION AND HEALTHCARE SO THEY CAN PAY FOR ENERGY. IN PARTICULAR, THOSE WITH LOW INCOMES AND COMMUNITIES OF COLOR REPORT MORE DIFFICULTY PAYING UTILITY BILLS AT HIGHER RATES.

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?*



2x as many people with incomes below \$40K report making sacrifices than people making \$80K or more.

2x

as many **BLACK COMMUNITIES** report making serious sacrifices to afford their utility bills compared to white communities.



Lattice Champelle, a mother of three from Ohio, was homeless while pregnant, as she struggled to provide for her children, even with employment and welfare. She found affordable housing and was able to take her family off the streets and into a home.

“I think about my son. I think about his future. Is he going to be safe?”



MIDWESTERN 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.

87%



9%



*These findings and recommendations are based on a poll of N=1,600 registered voters, including 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 each region is +/- 4.9%.

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

Out of 400 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.

74%



FAVOR

24%



OPPOSE



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

76%



FAVOR

20%



OPPOSE



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

82%



FAVOR

16%



OPPOSE



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

86%



FAVOR

13%



OPPOSE

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

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



54%

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.



54%

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.