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?

*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.

- **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.**
  - 54% OF VOTERS SUPPORT

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