



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

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

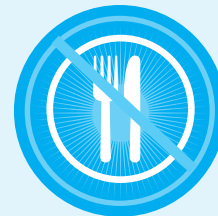


MILLIONS OF CALIFORNIANS MAKE SACRIFICES SUCH AS FORGOING OPPORTUNITIES IN EDUCATION AND HEALTHCARE SO THEY CAN PAY FOR ENERGY. IN PARTICULAR, THOSE WITH LOW INCOMES AND COMMUNITIES OF COLOR REPORT MORE DIFFICULTY PAYING UTILITY BILLS.

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 **LATINO, BLACK, AND ASIAN COMMUNITIES** report making serious sacrifices to afford their utility bills compared to white communities.



8x

as many people with **INCOMES BELOW \$40K** report making serious sacrifices than people making \$80K or more.

EVEN WHEN ASKED TO PAY, A MAJORITY OF CALIFORNIA VOTERS SUPPORT ENERGY EFFICIENCY IMPROVEMENTS FOR HOUSEHOLDS OF LIMITED INCOME.



63%

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.

*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%.

CALIFORNIANS 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.

83%  FAVOR

8%  OPPOSE

FORTUNATELY, MOST CALIFORNIANS 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, and racial lines:



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

80%  FAVOR **16%**  OPPOSE



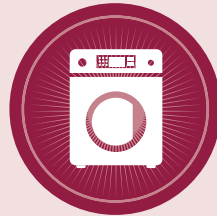
Require all low-income rental homes to meet a minimum standard of energy and water efficiency.

71%  FAVOR **24%**  OPPOSE



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

75%  FAVOR **21%**  OPPOSE



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

81%  FAVOR **15%**  OPPOSE