

## Registered Voters Respond to Key Questions about Clean Energy – 2016 Central Valley Counties

In March and April 2016, registered voters in three counties, in the Central Valley (San Joaquin, Fresno, and Tulare) were surveyed on energy issues. Below are the results of the surveys. After the survey results, the original questionnaire, used in the polling, follows.

### San Joaquin County Survey Results: Registered Voters Respond to Key Questions about Clean Energy July 2016

The following summarizes the results of a survey about clean energy conducted for Clean Power Exchange by Delphi Communications of Santa Rosa, CA.

#### Methodology

A telephone survey of San Joaquin County registered voters regarding energy-related issues was conducted on March 22-24, 2016. The survey was conducted between the hours of 5:30 PM and 8:30 PM. Respondents used their touchtone telephone pads to register responses to survey questions.

The survey was designed to allow all registered voters with listed telephone numbers to participate in the survey. Registered voters in over 75% of the County's 346 precincts participated in the survey. Current information about registered voters was obtained from the San Joaquin Registrar of Voters. The margin of error of this survey is +/- 3.2%, an indication that the results are highly accurate.

The number of surveys completed in each San Joaquin County Supervisorial District was:

District 1	155
District 2	121
District 3	177
District 4	119
District 5	145
Countywide total	717

## Results Summary

- 73% want a choice in how their electricity is generated
- 71% are supportive of providing electricity produced locally if they were assured the revenues would be reinvested back into the local economy
- 69% are supportive of having a local clean and renewable electricity source owned by the community
- 74% of voters believe it is important to reduce greenhouse gas emissions
- 72% believe it is important their electricity come from clean sources like solar and wind as opposed to fuels like nuclear and natural gas
- 59% are satisfied with the cost of their monthly electric bill
- 37% are dissatisfied with the cost of their monthly electric bill
- 24% of the voters are willing to pay more for clean power
- 27% are not willing to pay any more at all for clean power
- 49% were either “willing to pay a little more,” or “not willing to pay much more”

## Summary Analysis

Results indicate that respondents to the survey were discerning in their answers. They did not simply press the first number and move onto the next question. The percentage of responses to the first possible answer differs on various questions and in some cases the dissimilarity is very distinct.

A supermajority of voters in San Joaquin County wants a choice regarding their electricity service, and want their electricity generated locally with revenues reinvested into the local economy. They recognize the need to reduce greenhouse gas emissions, and believe that it is important that their electricity come from clean sources. A supermajority also indicates they are willing to pay something more for cleaner electricity.

\*\*\*\*\*

## **Fresno County Survey Results: Registered Voters Respond to Key Questions about Clean Energy July 2016**

The following summarizes the results of a survey about clean energy conducted for Clean Power Exchange by Delphi Communications of Santa Rosa, CA.

### **Methodology**

A telephone survey of Fresno County registered voters regarding energy-related issues was conducted on April 13-14, 2016. The survey was conducted between the hours of 5:30 PM and 8:30 PM. Respondents used their touchtone telephone pads to register responses to survey questions.

The survey was designed to allow all registered voters with listed telephone numbers to participate in the survey. Registered voters in over 70% of the County's 446 precincts participated in the survey. Current information about registered voters was obtained from the Fresno County Registrar of Voters.

The number of surveys completed in each Fresno County Supervisorial District was:

District 1	85
District 2	200
District 3	125
District 4	176
District 5	180
County-wide	766

Results indicate that respondents to the survey were discerning in their answers. They did not simply press the first number and move onto the next question. The percentage of responses to the first possible answer differs on various questions and in some cases the dissimilarity is very distinct.

The margin of error of this survey is +/- 3.6%, an indication that the results are highly accurate.

## Results Summary

- 66% of the voters want a choice in how their electricity is generated
- 66% of the voters are supportive of providing electricity produced locally if they were assured the revenues would be reinvested back into the local economy.
- 67% of the voters are supportive of having a local clean and renewable electricity source owned by the community
- 69% of the voters believe it is important their electricity come from clean sources like solar and wind as opposed to fuels like nuclear and natural gas
- 71% of the voters believe it is important to reduce greenhouse gas emissions
- 23% of the voters are willing to pay more for clean power.
- 32% are not willing to pay any more at all for clean power
- 45% were either “willing to pay a little more,” or “not willing to pay much more”
- 60% are satisfied with the cost of their monthly electric bill.
- 35% are dissatisfied with the cost of their monthly electric bill.

Summary: A supermajority of voters in Fresno County want a choice regarding their electricity service, and want their electricity generated locally with revenues reinvested into the local economy. They recognize the need to reduce greenhouse gas emissions, and believe that it is important that their electricity come from clean sources. A supermajority also indicates they are willing to pay something more for cleaner electricity.

\*\*\*\*\*

## **Tulare County Survey Results: Registered Voters Respond to Key Questions about Clean Energy July 2016**

The following summarizes the results of a survey about clean energy conducted for Clean Power Exchange by Delphi Communications of Santa Rosa, CA.

### **Methodology**

A telephone survey of Tulare County registered voters regarding energy-related issues was conducted on March 29-April 3, 2016. The survey was conducted between the hours of 5:30 PM and 8:30 PM. Respondents used their touchtone telephone pads to register responses to survey questions.

The survey was designed to allow all registered voters with listed telephone numbers to participate in the survey. Registered voters in over 70% of the County's 346 precincts participated in the survey. Current information about registered voters was obtained from the Tulare County Registrar of Voters. The margin of error of this survey is +/- 3.7%, an indication that the results are highly accurate.

The number of surveys completed in each Tulare County Supervisorial District was:

District 1	155
District 2	121
District 3	177
District 4	119
District 5	145
County-wide	717

### **Results Summary**

- 67% of the voters want a choice in how their electricity is generated.
- 69% of the voters are supportive of providing electricity produced locally if they were assured the revenues would be reinvested back into the local economy.
- 67% of the voters are supportive of having a local clean and renewable electricity source owned by the community.

- 71% of the voters believe it is important their electricity come from clean sources like solar and wind as opposed to fuels like nuclear and natural gas.
- 72% of the voters believe it is important to reduce greenhouse gas emissions.
- 25% of the voters are willing to pay more for clean power.
- 30% are not willing to pay any more at all for clean power
- 45% were either “willing to pay a little more,” or “not willing to pay much more”
- 66% are satisfied with the cost of their monthly electric bill.
- 28% are dissatisfied with the cost of their monthly electric bill.

### Summary Analysis

Results indicate that respondents to the survey were discerning in their answers. They did not simply press the first number and move onto the next question. The percentage of responses to the first possible answer differs on various questions and in some cases the dissimilarity is very distinct.

A supermajority of voters in Tulare County want a choice regarding their electricity service, and want their electricity generated locally with revenues reinvested into the local economy. They recognize the need to reduce greenhouse gas emissions, and believe that it is important that their electricity come from clean sources. A supermajority also indicates they are willing to pay something more for cleaner electricity.

\*\*\*\*\*

## Questionnaire

We're calling today to seek your opinion about energy and your electricity service in [jurisdiction]. Your opinion is very important and it will only take three minutes of your time.

0. If you want the survey in English, press 1  
If you want the survey in Spanish, press 2
  
1. Are you the person who pays your household's electricity bill?  
  
If yes, press 3  
If no, press 9
  
2. Have you ever heard of a program called Community Choice Energy or Community Choice Aggregation?"  
  
If yes, press 3  
If no, press 4  
Prefer not say, press 9
  
3. How satisfied are you with the cost of your monthly electric bill? If you are  
  
Very satisfied, press 3  
Somewhat satisfied, press 4  
Not very satisfied, press 5  
Not satisfied at all, press 6  
If you have no opinion, press 9
  
4. How important is it that your electricity rates remain stable from year to year? If it is  
  
Very important, press 3  
Somewhat important, press 4  
Not important, press 5  
Not important at all, press 6  
If you have no opinion, press 9
  
5. How important is it that your electricity comes from clean sources like solar and wind as opposed to fossil and nuclear sources? If it is  
  
Very important, press 3  
Somewhat important, press 4

For more information, please contact: Woody Hastings, Renewable Energy Manager, Clean Power Exchange  
707-525-1665 ext.117, [woody@cleanpowerexchange.org](mailto:woody@cleanpowerexchange.org).

Clean Power Exchange is a project of the Center for Climate Protection. [www.climateprotection.org](http://www.climateprotection.org)

Polling conducted by Delphi Communications [www.delphiteam.com](http://www.delphiteam.com)

Not important, press 5  
Not important at all, press 6  
If you have no opinion, press 9

6. How important is reducing greenhouse gas emissions to you? If it is

Very important, press 3  
Somewhat important, press 4  
Not important, press 5  
Not important at all, press 6  
If you have no opinion, press 9

7. How supportive would you be of having a choice in how your electricity is generated? If you are

Very supportive, press 3  
Somewhat supportive, press 4  
Not very supportive, press 5  
Not supportive at all, press 6  
If you have no opinion, press 9

8. How supportive are you of having a local, clean and renewable electricity source owned by the community? If you are

Very supportive, press 3  
Somewhat Supportive, press 4  
Not very supportive, press 5  
Not supportive at all, press 6  
If you have no opinion, press 9

9. How much more are you willing to pay for clean power? If you are

Willing to pay a lot more, press 3  
Willing to pay a little more, press 4  
Not willing to pay much more, press 5  
Not willing to pay any more at all, press 6  
If you have no opinion, press 9

10. How supportive are you of having electricity produced locally if you knew the revenues would be reinvested back into the local economy? If you are

Very supportive, press 3  
Somewhat supportive, press 4

For more information, please contact: Woody Hastings, Renewable Energy Manager, Clean Power Exchange  
707-525-1665 ext.117, [woody@cleanpowerexchange.org](mailto:woody@cleanpowerexchange.org).

Clean Power Exchange is a project of the Center for Climate Protection. [www.climateprotection.org](http://www.climateprotection.org)

Polling conducted by Delphi Communications [www.delphiteam.com](http://www.delphiteam.com)



Not very supportive, press 5  
Not supportive at all, press 6  
If you have no opinion, press 9

11. Just three more very quick questions. Regarding where you live; which of the following best describes you?

If you own your home, press 3  
If you rent, press 4  
If you are a mobile home owner, press 5  
Prefer not to say, press 9

12. For classification purposes, please tell me when I get to the category that contains your age. If you are between

18-24, press 3  
25-34, press 4  
35-44, press 5  
45-54, press 6  
55-64, press 7  
65+, press 8  
Prefer not to say, press 9

13. Our last question is, "How long have you lived in [*jurisdiction*]? If it is

9 years or less, press 3  
10-20 years, press 4  
21 years or more, press 5  
Prefer not to say, press 9

Thank you very much for you time. Your opinion is appreciated. Good bye