

Energy Choice Survey Results Registered Voters Respond to Key Questions about Clean Energy – 2016 Central Valley Cities

In March and April 2016, registered voters in three cities in the Central Valley, Visalia, Fresno, and Stockton, were surveyed on questions about energy. The survey questions as asked to the interviewees are included in this results summary at the end.

Visalia

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

Methodology

A telephone survey of City of Visalia 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. Out of a large pool of voters, approximately 223 residents, screened for those who are responsible for paying the electricity bill in the household, completed the survey.

The survey was designed to allow all registered voters with listed telephone numbers to participate in the survey. Current information about registered voters was obtained from the Tulare County Registrar of Voters. The statistical accuracy of this survey is +/- 3.7%.

City-wide	223
County-wide	717

Survey Results

- 65% of the voters want a choice in how their electricity is generated
- 70% of the voters are supportive of providing electricity produced locally if they were assured the revenues would be reinvested back into the local economy

- 71% 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 that their electricity come from clean sources like solar and wind, as opposed to fuels like nuclear and natural gas
- 73% of the voters believe it is important to reduce greenhouse gas emissions
- 26% of the voters are willing to pay more for clean power
- 30% are *not* willing to pay anymore at all for clean power
- 44% were either “willing to pay a little more,” or “not willing to pay much more”
- 70% are satisfied with the cost of their monthly electric bill
- 26% are dissatisfied with the cost of their monthly electric bill

Summary Analysis

It is worthy to note that the respondents were not mechanical by simply pressing the first number and moving 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. It is clear the registered voters taking the survey were very discerning in their responses.

A supermajority of voters in the City of Visalia 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 comes from clean sources. A supermajority also indicates they are willing to pay something more for electricity generated from cleaner sources.

Fresno

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

Methodology

A telephone survey of City of Fresno 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. Out of a large pool of voters, approximately 350 residents, screened for those who are responsible for paying the electricity bill in the household, completed the survey.

The survey was designed to allow all registered voters with listed telephone numbers to participate in the survey. Current information about registered voters was obtained from the Fresno County Registrar of Voters. The statistical accuracy of this survey is +/- 3.6%.

Survey Results

- 68% 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.
- 71% of the voters are supportive of having a local clean and renewable electricity source owned by the community.
- 75% 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.
- 75% 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”
- 58% are satisfied with the cost of their monthly electric bill.
- 35% are dissatisfied with the cost of their monthly electric bill.

Summary Analysis

It is worthy of note the respondents were not mechanical by simply pressing the first number and moving 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. It is clear the registered voters taking the survey were very discerning in their responses.

A supermajority of voters in the City of Fresno 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 electricity generated from cleaner sources.

City of Stockton

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

Methodology

A telephone survey of registered voters in the city of Stockton 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. Current information about registered voters was obtained from the San Joaquin County Registrar of Voters. A total of 433 individuals completed the survey. The statistical accuracy of this survey is +/- 3.2%.

The number of surveys completed in each Stockton city district was:

District 1	74
District 2	82
District 3	91
District 4	81
District 5	64
District 6	41
City-wide	433

Individual District results summaries are available upon request.

Survey Results

- 74% of the voters want a choice in how their electricity is generated.
- 71% of the voters are supportive of providing electricity produced locally if they were assured the revenues would be reinvested back into the local economy.
- 71% of the voters are supportive of having a local clean and renewable electricity source owned by the community.

- 73% 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.
- 76% of the voters believe it is important to reduce greenhouse gas emissions.
- 25% of the voters are willing to pay more for clean power.
- 23% are not willing to pay anymore at all for clean power
- 52% are either “willing to pay a little more,” or “not willing to pay much more”
- 59% are satisfied with the cost of their monthly electric bill.
- 37% 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. It is clear the registered voters taking the survey were very discerning in their answers.

A supermajority of voters in Stockton 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 electricity generated from cleaner sources.

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
Not important, press 5

For more information, please contact: Woody Hastings, Renewable Energy Manager, Clean Power Exchange
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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
Not very supportive, press 5
Not supportive at all, press 6
If you have no opinion, press 9

For more information, please contact: Woody Hastings, Renewable Energy Manager, Clean Power Exchange
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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

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