



TO Interested Parties

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FM3 Research

RE: California Attitudes Toward Building Decarbonization

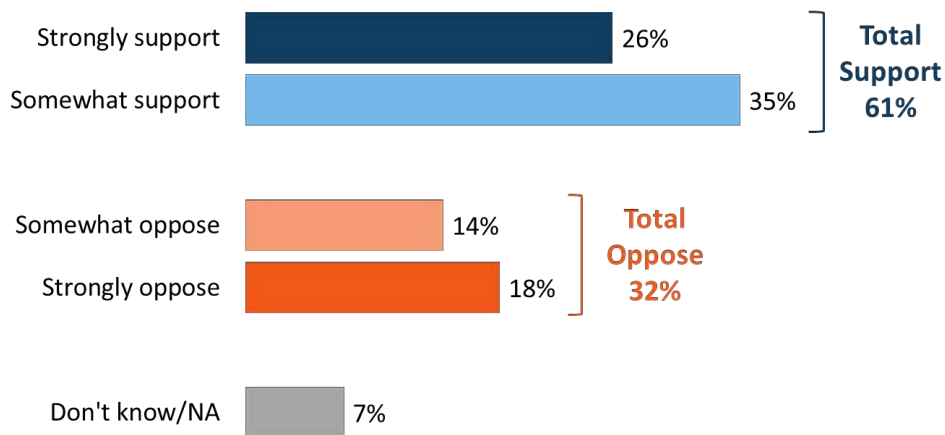
DATE June 22, 2018

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed 700 telephone interviews with California residents.¹ This memo summarizes some of the key findings from that research.

- **Californians support transitioning from natural gas to electricity to heat homes and offices.** As shown in Figure 1 below, three in five (61%) support creating incentives to replace natural gas with electricity to heat our homes and offices, with one-quarter (26%) strongly supportive.

Figure 1: Support for Incentives for Replacing Natural Gas with Electricity

I am going to read you a list of a number of other proposed state policies regarding climate change. Please tell me whether each sounds like something you would support or oppose: Creating incentives to replace natural gas with electricity to heat our homes and offices.



Support is broad across demographic and geographic groups including:

- Two-thirds (67%) of women and 54% of men;
- Three-quarters (76%) of those under 50 and a majority over 50 (52%);
- 72% of Democrats and two-thirds (65%) of independents;
- 58% of whites, 65% of Latinos, 74% of African-Americans, and 76% of Asian and Pacific Islanders;

- And support as high as 66% among Bay Area residents and no lower than 54% with Central Valley residents.
- Reducing utility bills with this transition is even appealing for both heating and cooking. As shown in Figure 2, nearly two-thirds (65%) support a transition for heat specifically, a 4-point increase. And three in five (60%) support the transition for cooktops and ranges.

Figure 2: Support for Replacing Natural Gas with Electricity

I am going to read you a list of a number of other proposed state policies regarding climate change. Please tell me whether each sounds like something you would support or oppose: Creating incentives to replace natural gas with electricity to heat our homes and offices.

Policy	Total Support	Total Oppose
Transitioning from natural gas to electricity to heat our homes and offices, if it reduced your utility bills	65%	27%
Transitioning from natural gas to electricity to power cooktops and ranges, if it reduced your utility bills	60%	31%

In sum, Californians support a transition from carbon-intensive natural gas to electricity, which can be generated using renewable energy, in their homes and offices. Majorities support this transition -- especially if it would reduce their utility bills.

ⁱ **Methodology:** From May 9-16, 2018, FM3 completed 700 telephone interviews (on both landlines and cell phones) with randomly selected likely November 2018 voters in California. The margin of sampling error for the study is $\pm 3.7\%$ at the 95% confidence level; margins of error for population subgroups within the sample will be higher. Due to rounding, not all totals will sum to 100%.