



TO Natural Resources Defense Council
FROM Dave Metz, Miranda Everitt, and Denny Han
FM3 Research
RE: Californians' Views of Building Decarbonization Policies
DATE January 27, 2022

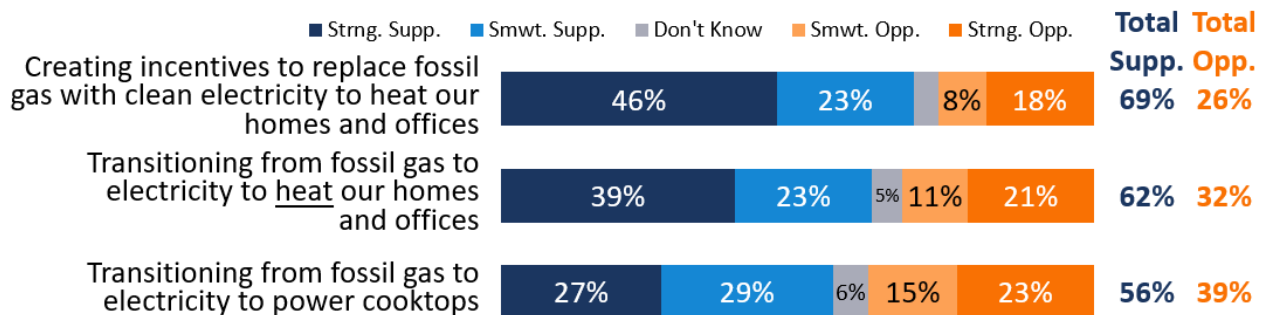
Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey of 700 California residents to assess views of adopting electric appliances. The results show that residents broadly support policies that aid in transitioning from fossil gas appliances to electric ones.

Other key findings include:

- Nearly seven in ten support incentives to replace fossil gas, and broad majorities also support transitions for home heating and cooking. As shown in Figure 1, at the same time, three in five support transitioning to electric home and office heating; and more than half support transitioning to electric cooktops.

Figure 1: Support for Transitioning from Fossil Gas

I am going to read you a list of some potential state policies dealing with energy use. Please tell me whether each sounds like something you would support or oppose.



As shown in Figure 2 on the next page, broad majorities of independents and Democrats support incentives to shift from fossil gas. Among ethnic subgroups, support for each of the proposed policies is especially strong among Latinos. Support for transitioning from fossil gas to heat homes and offices is broadly supported across the state.

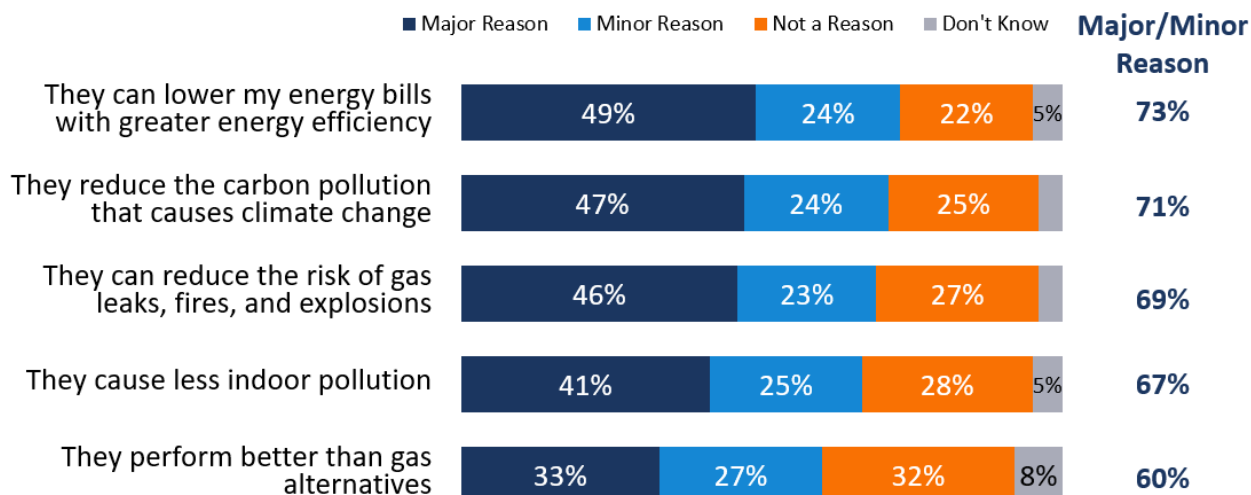
**Figure 2: Support for Transitioning from Fossil Gas by Demographics**  
(Total Support)

Demographic	Creating Incentives	Transitioning to Electricity for Heat	Transitioning to Electricity for Cooktops
<b>All residents</b>	<b>69%</b>	<b>62%</b>	<b>56%</b>
<b>Party</b>			
Democrats	90%	83%	74%
Independents	69%	64%	61%
Republicans	31%	21%	13%
<b>Ethnicity</b>			
White residents	64%	58%	47%
Latino residents	84%	79%	77%
African American residents	62%	44%	44%
Asian/Pacific Islander residents	90%	82%	74%
<i>All residents of color</i>	<i>80%</i>	<i>74%</i>	<i>70%</i>
<b>Region</b>			
LA County	77%	69%	65%
Counties Surrounding LA	60%	55%	47%
Bay Area	89%	80%	75%
San Diego	50%	42%	39%
Sacramento/Rural North	59%	51%	35%
Central Valley and Central Coast	64%	56%	51%

- **Among those who say they do not own electronic appliances currently, lower energy bills and reduced carbon pollution are compelling rationales for switching.** Figure 3 on the next page shows compelling reasons to install electric appliances among people who do not already own these types of appliances. While cost savings, carbon pollution reduction, and reduced risk of accidents are considered a “major” or “minor reason” to make the switch, reduction of indoor pollution and better performance are also key for at least three in five.

**Figure 3: Reasons to Install Electric Appliances**

*I am going to read a list of reasons people have mentioned to install electric appliances like an electric induction stove or heat pumps. Please tell me if it is a major reason, minor reason, or not a reason you would consider this kind of technology. (Asked of Those Who Don't Own and Are Not Likely to Buy Electric Appliances, n=305)*



**The potential for lower energy bills resonates significantly more with Sacramento/Rural North and Central Valley residents than other reasons mentioned.** Residents of color, especially Latinos, are more likely to say that reduced carbon pollution is a major reason to make the switch. Further demographic breakdowns among those who said the above statements are a “major reason” to switch to electronic appliance are as follows:

**Figure 4: Reasons to Install Electric Appliances by Demographics**  
(% Major Reason)

Demographic	Lowers Energy Bills	Reduced Carbon Pollution	Less Risk Of Accidents	Less Indoor Pollution	Better Performance
<b>All residents</b>	<b>49%</b>	<b>47%</b>	<b>46%</b>	<b>41%</b>	<b>33%</b>
<b>Region</b>					
LA County	55%	61%	56%	51%	41%
Counties Surrounding LA	41%	47%	43%	37%	29%
Bay Area	62%	59%	58%	53%	41%
San Diego	36%	29%	22%	25%	24%
Sacramento/Rural North	51%	31%	33%	32%	21%
Central Valley/ Central Coast	44%	26%	38%	32%	26%

Demographic	Lowers Energy Bills	Reduced Carbon Pollution	Less Risk Of Accidents	Less Indoor Pollution	Better Performance
<b>Ethnicity</b>					
White residents	47%	39%	34%	33%	28%
Latino residents	56%	69%	66%	63%	46%
African American residents	59%	49%	29%	14%	34%
Asian/Pacific Islander residents	63%	59%	81%	58%	52%
<i>All residents of color</i>	56%	62%	62%	54%	43%

In conclusion, Californians across the state broadly support policies to help transition towards electric appliances from fossil gas appliances. Support for these policies is broad across key demographic groups, and in particular Latinos. Among those who have yet to switch to electric appliances, lower energy bills and the reduction of carbon pollution are compelling reasons to switch.

---

<sup>i</sup> **Methodology:** From May 22-30, 2021, FM3 completed 700 online and telephone (landline and wireless) interviews with California voters. The margin of sampling error for the study is +/-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%.