TO     Interested Parties
FROM    Dave Metz and Miranda Everitt
         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. 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](image)

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.

- Strongly support: 26%
- Somewhat support: 35%
- Somewhat oppose: 14%
- Strongly oppose: 18%
- Don't know/NA: 7%

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.*

<table>
<thead>
<tr>
<th>Policy</th>
<th>Total Support</th>
<th>Total Oppose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transitioning from natural gas to electricity to heat our homes and offices, if it reduced your utility bills</td>
<td>65%</td>
<td>27%</td>
</tr>
<tr>
<td>Transitioning from natural gas to electricity to power cooktops and ranges, if it reduced your utility bills</td>
<td>60%</td>
<td>31%</td>
</tr>
</tbody>
</table>

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.

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1 **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 ±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%.