

TO: Interested Parties

FROM: Dave Metz and Emma White
Fairbank, Maslin, Maullin, Metz & Associates

DATE: March 5, 2015

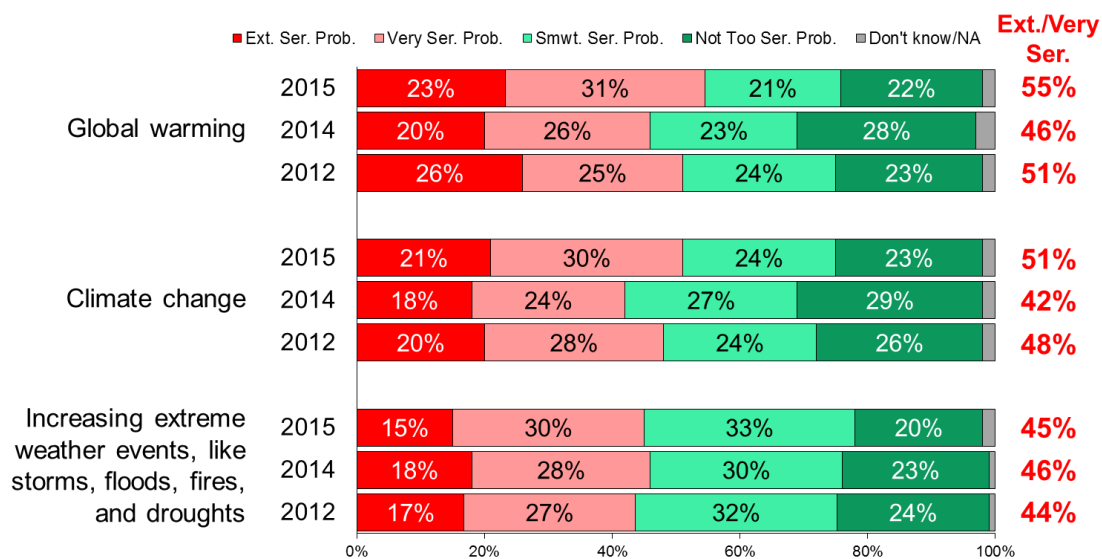
RE: California Voter Support for AB 32 and Climate Policy

A February 2015 statewide survey in California¹ finds continued robust support for AB 32, and for policies to encourage clean and renewable energy use and the use of electric vehicles. Majority support for these policies is found across all regions of the state.

Key specific findings of the research include the following:

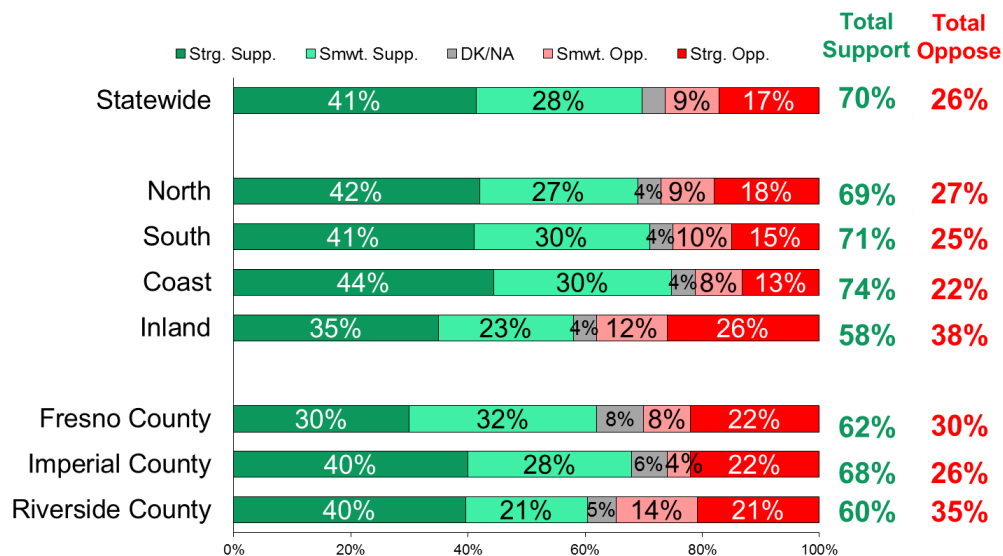
- **The level of voter concern regarding global warming has increased.** Climate change and global warming are viewed as more serious concerns than at any point in the last four years. As shown in **Figure 1**, a majority (55%) now describes *global warming* as “extremely” or “very serious,” compared to 46 percent a year ago. Similarly, 51 percent say *climate change* is “extremely” or “very serious” today, compared to 42 percent a year ago.

FIGURE 1:
Perceived Seriousness of Issues



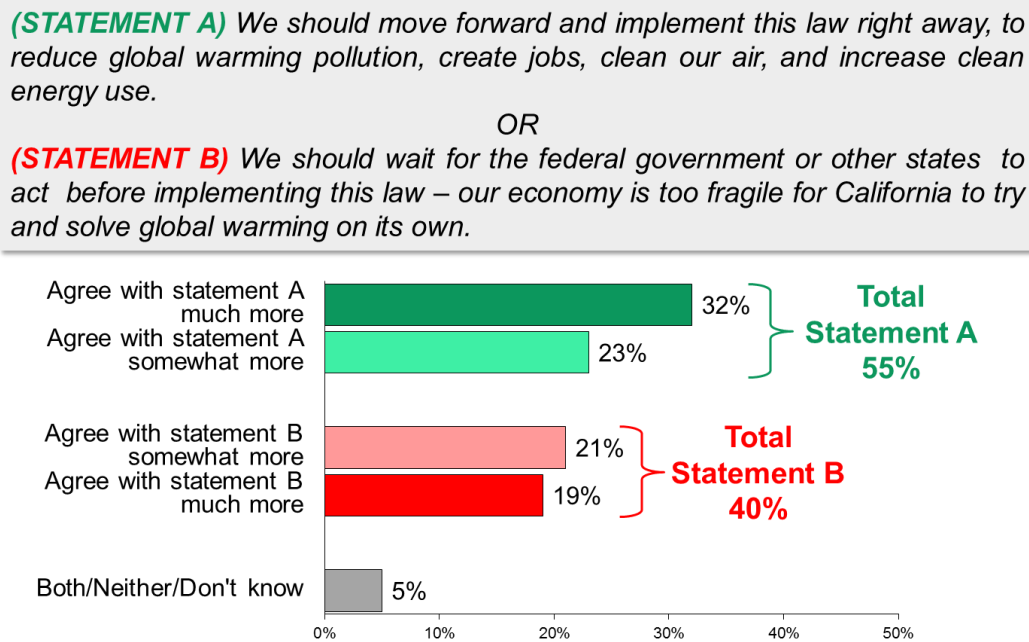
- California’s Global Warming Solutions Act continues to find strong and steady support.** After hearing the following description of AB 32, 70 percent support the law and only 26 percent oppose it: *In 2006, California passed the global warming solutions act, which requires the state to develop a plan to significantly reduce pollution that causes global warming in California – reducing it to 1990 levels by the year 2020. This law will be implemented through regulations that hold polluting industries accountable for steady, year-by-year reductions in global warming pollution, requiring them to pay fees for the pollution they produce.* Current levels of support are essentially identical to the 68 percent observed in 2014.
- Support for AB 32 crosses regional and demographic barriers.** As shown in **Figure 2**, below, AB 32 reaches majority support in every region of the state, including the three counties oversampled in the survey. In addition, majorities of men and women and voters in every age group and income category support AB 32. Latinos are especially likely to be supportive (79% “support”). Democrats (84%) and independents (71%) both support the law by wide margins, while Republicans are evenly divided (48% “support,” 48% “oppose”).

FIGURE 2:
Support for AB 32 Statewide and in Key Geographies



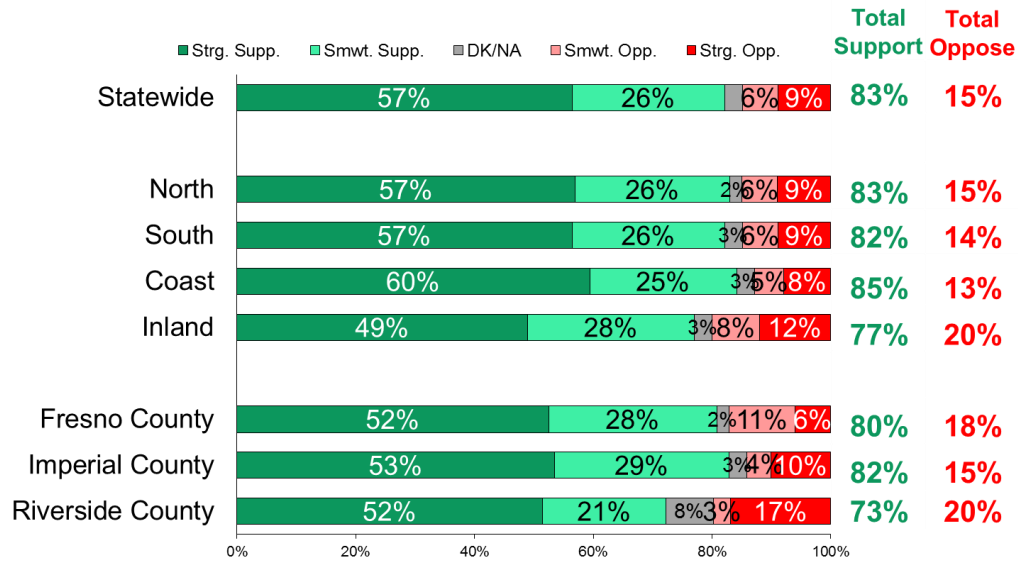
- Most voters say California should implement the law right away rather than delay.** When choosing between two alternatives, as shown in **Figure 3** on the next page, 55 percent say *we should move forward and implement this law right away, to reduce global warming pollution, create jobs, clean our air, and increase clean energy use*, while only 40 percent say *we should wait for the federal government or other states to act before implementing this law – our economy is too fragile for California to try and solve global warming on its own.*

FIGURE 3:
Act Now vs. Delay AB 32



- **There is strong public support for an increase in the renewable portfolio standard.** Asked about the goals Governor Brown laid out in his Inaugural address, 83 percent “support” having California get 50% of its electricity from clean and renewable sources. As shown in **Figure 4**, below, this support is consistent across regions of the state and in key swing counties.

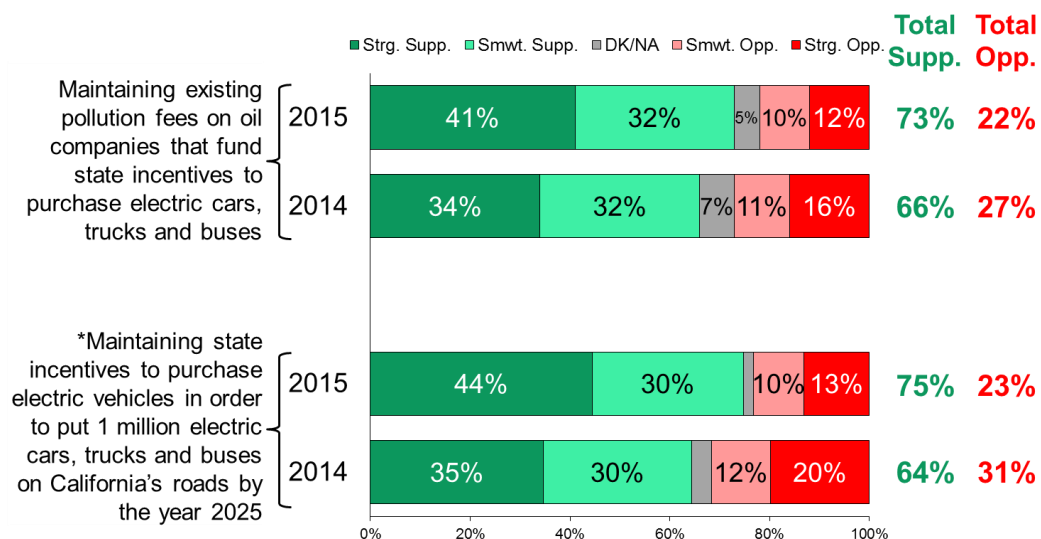
FIGURE 4:
Support for 50% Renewable Energy Standard



Majorities of Democrats (94%), independents (84%) and Republicans (64%) support the increased renewable portfolio standard, as do majorities of men and women and voters in every age group, income category, and ethnicity.

- Policies to encourage the purchase of electric vehicles are increasingly popular.** As shown in **Figure 5**, 73 percent support *maintaining existing pollution fees on oil companies that fund state incentives to purchase electric cars, trucks, and buses*, an increase of seven percentage points since 2014. In addition, 75 percent support *maintaining state incentives to purchase electric vehicles in order to put one million electric cars, trucks, and buses on California's roads by the year 2025*, nine percentage points higher than was the case in 2014.

FIGURE 5:
Support for Policies Incentivizing Electric Vehicle Purchase



These policies also find majority support across demographic and political lines. Majorities of men and women, all age groups, all income categories, every region of the state, and Democrats, independents, and Republicans support both policies. Over seven in ten white voters back both policies, while Latinos are even more supportive (82% favor maintaining pollution fees while 83% support the electric vehicle incentives).

Taken together, the findings show **continued strong voter support for a wide range of policies to promote clean energy use and address climate change in California.**

ⁱ **Methodology:** Fairbank, Maslin, Maullin, Metz & Associates (FM3) conducted a survey of 1,001 registered voters in California from January 29-February 9, 2015. Interviews were conducted via landline and wireless telephones from a randomly selected list of registered voters. The study included additional oversamples of 100 interviews each in Fresno, Riverside, and Imperial Counties, and the data were weighted to reflect the true geographic distribution of voters across the state. The margin of sampling error for the full study is +/- 3.1 percentage points at the 95% confidence level; margins of error for population subgroups will be higher. Due to rounding, some percentages may not sum to 100%. This memo includes comparisons to prior studies conducted from 2010 to 2014.