

# INLAND CALIFORNIA VOTER SURVEY ON ENERGY

## REPORT ON RESULTS:

October 1, 2012



# INLAND CALIFORNIA VOTER SURVEY ON ENERGY

## Report on results

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**From Friday, September 28 through Sunday, September 30, 2012 Probolsky Research conducted a telephone survey of voters within the boundaries of Inyo, Mono, Kern, Riverside, San Bernardino and Imperial Counties.**

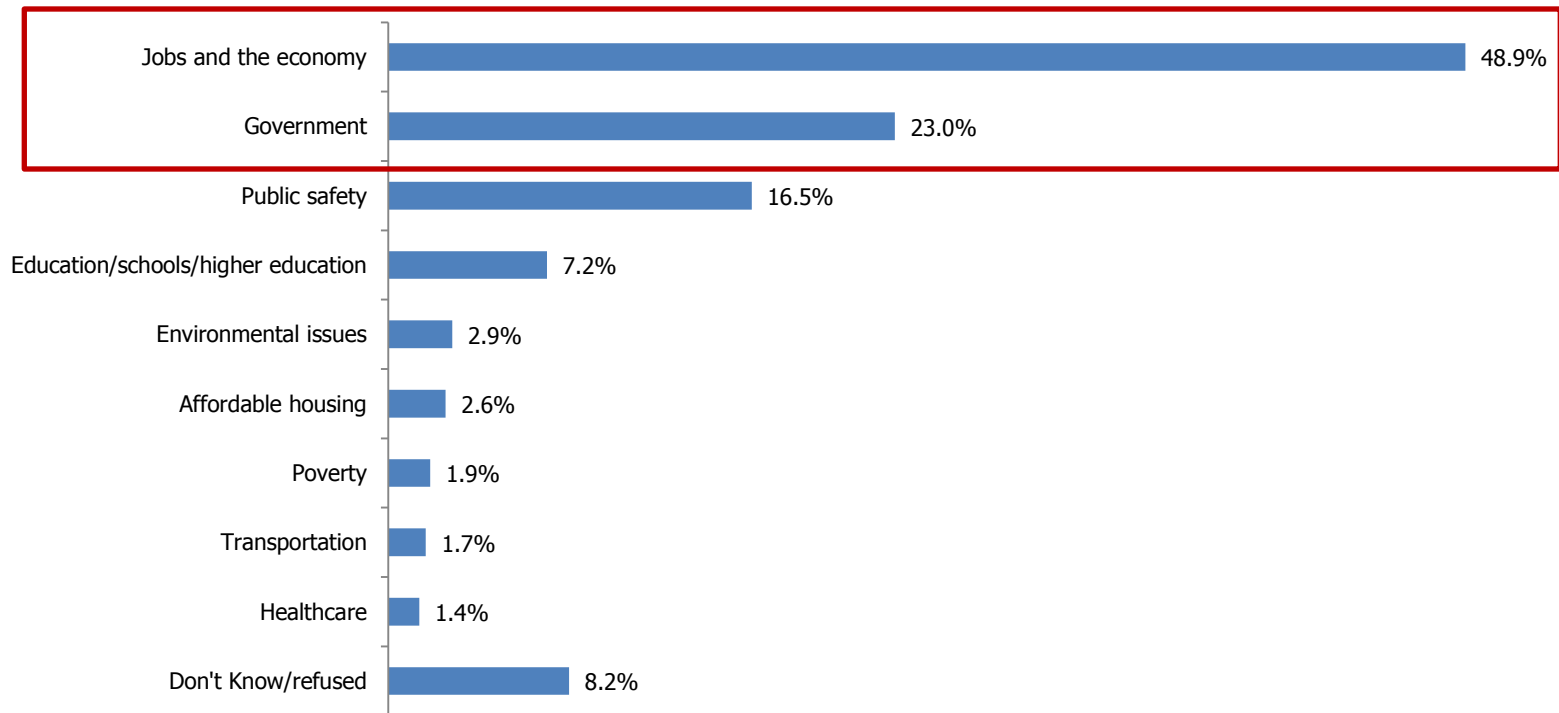
A total of 417 surveys were collected. A survey of this size yields a margin of error of +/- 4.9% with a 95% degree of confidence. Interviews were conducted with voters on both landline and cell phones and were offered in English and Spanish.

**Probolsky Research LLC specializes in opinion research on behalf of political, government, business, special interest and media clients.**



## JOBS AND THE ECONOMY, FOLLOWED BY GOVERNMENT Are top of mind to inland Southern California residents

**Question:** What is the most important issue facing your community today?



## TOP ISSUE...

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**Question:** What is the most important issue facing your community today?

### The Fatalist...

**“Well after recent events in the FED I guess talking about issues is moot.”**

**“With everything going on right now I might be eating dog food when I retire.”**

## TOP ISSUE...

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**Question:** What is the most important issue facing your community today?

### **The China Boogeyman...**

**“Just the fact that since China owns the U.S. now and the government just keeps making very bad decisions on our behalf.”**

## TOP ISSUE...

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**Question:** What is the most important issue facing your community today?

### The Serious Thinker...

**“That the only choices we have for the  
Presidential election is dumb and dumber.”**

## TOP ISSUE...

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**Question:** What is the most important issue facing your community today?

### **The One Guy That Care About Energy...**

**“More green energy than what we have now  
would be nice.”**



## TOP ISSUE...

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**Question:** What is the most important issue facing your community today?

### **The Life Is Great For Me...**

**“I live in a wonderful community. We are all very happy.”**

**“I have no issues. Everything is good for me.”**

## TOP ISSUE...

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**Question:** What is the most important issue facing your community today?

### The Shut-In...

**“Traffic nightmares that we have. Don’t even like leaving my house anymore.”**

## TOP ISSUE...

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**Question:** What is the most important issue facing your community today?

### **The Pot-Head Economist/Farmer...**

**“The marijuana issue. I don’t want to see more of our land destroyed but I also think farming pot will generate tax revenue.”**

## TOP ISSUE...

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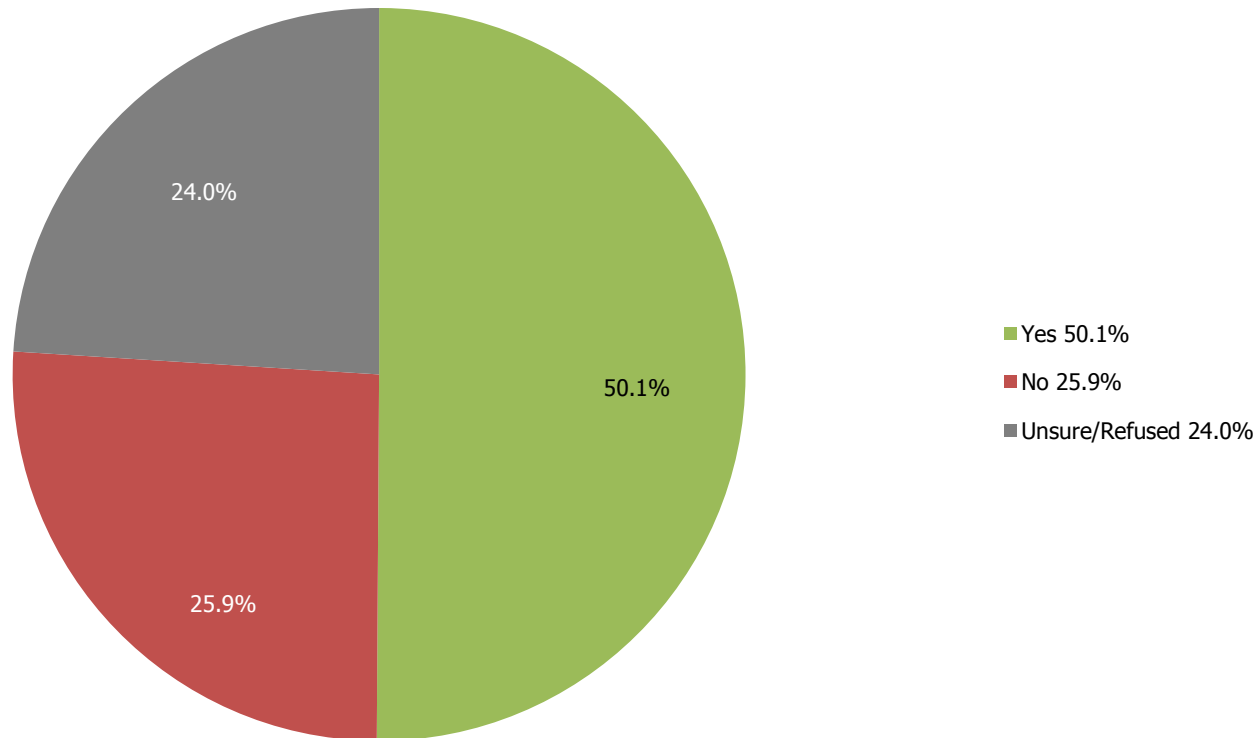
**Question:** What is the most important issue facing your community today?

## The Comedian...

**“I will gladly pay you Tuesday for a hamburger today.”**

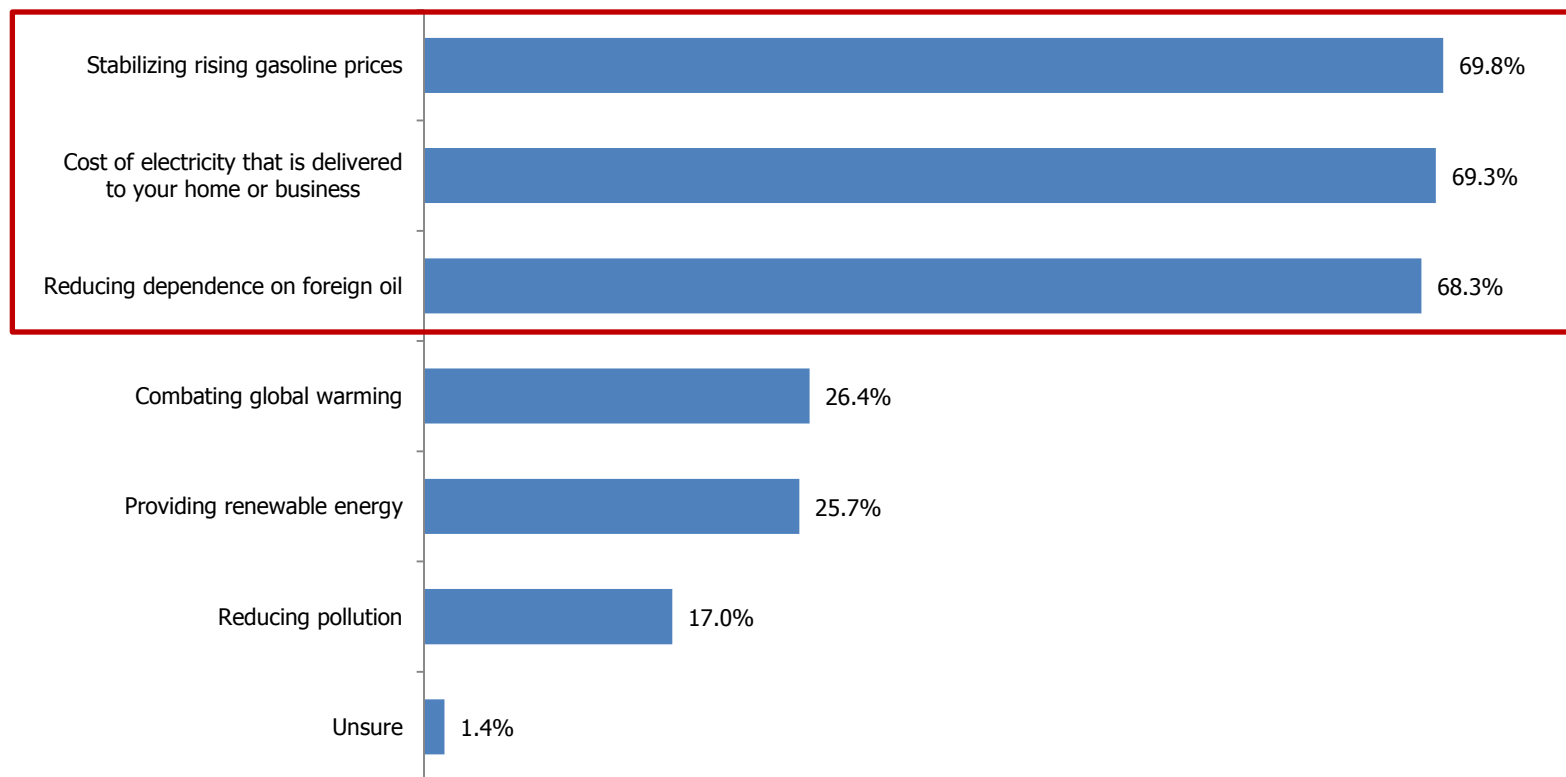
## A MAJORITY OF VOTERS BELIEVES California Faces an Energy Crisis

**Question:** Do you think that California faces an energy crisis?



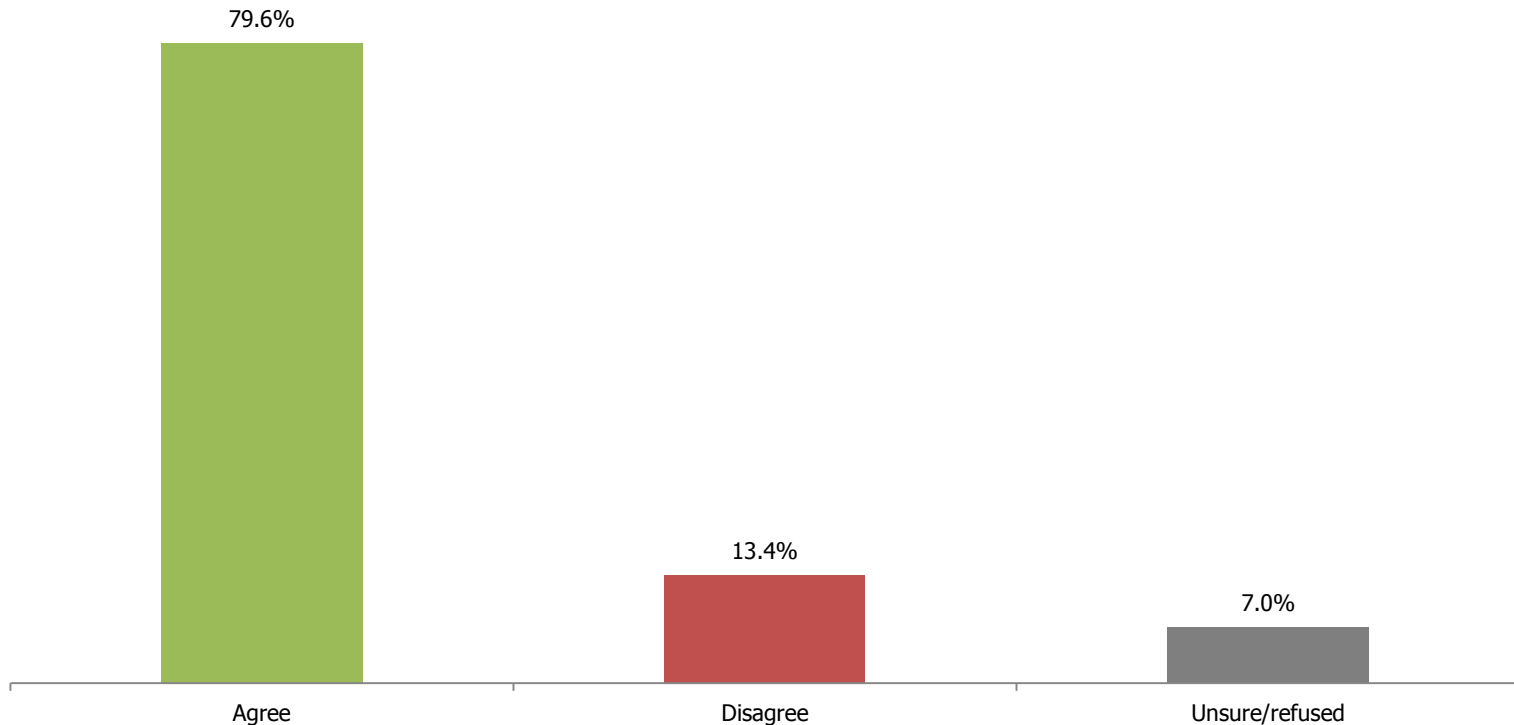
## WHAT IS MOST IMPORTANT To residents in terms of new energy generation alternatives?

**Question:** Thinking about new alternatives to generate electricity for California, please tell me which three of the following are most important to you? Choose three.



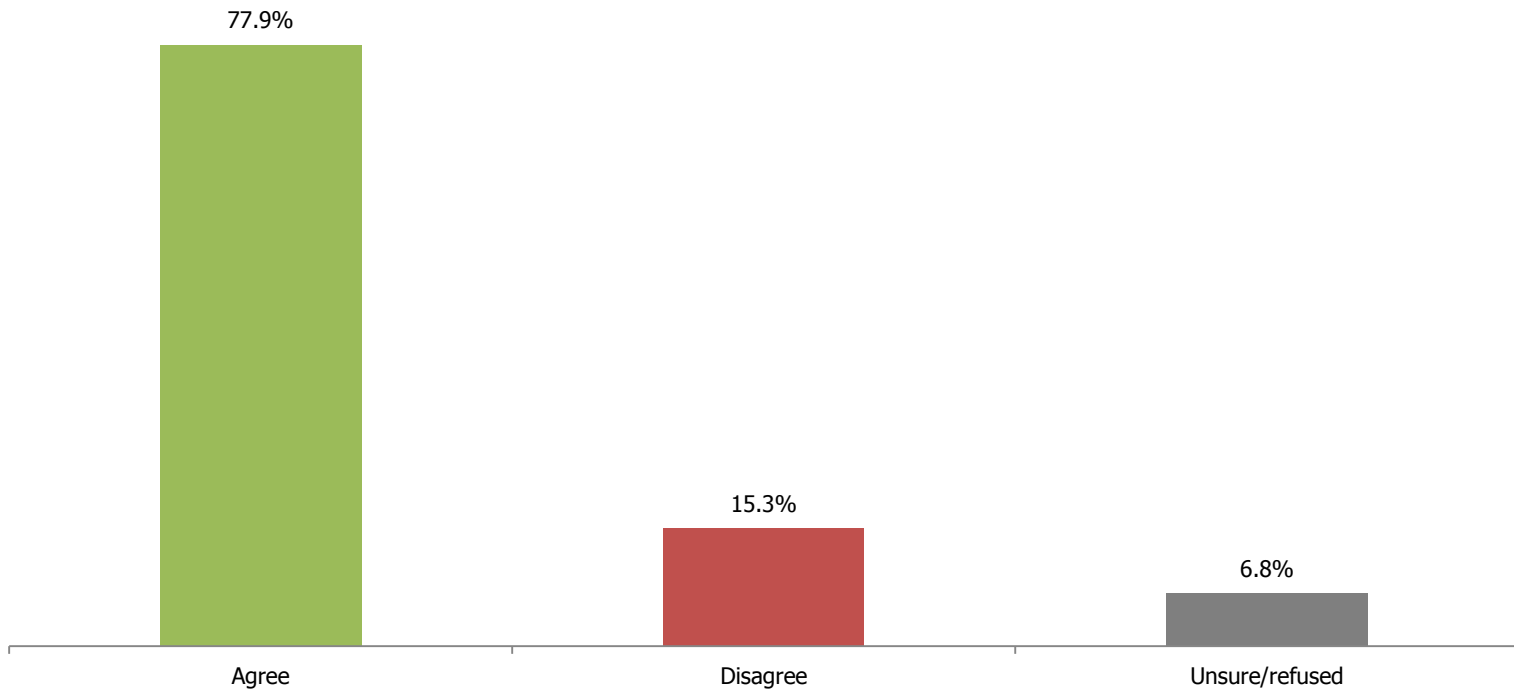
## 79.6% AGREE THAT RENEWABLE ENERGY Can replace the need for some fossil fuel-derived energy

**Statement:** Energy from renewable sources such as wind, solar and geothermal can replace the need for some energy derived from fossil fuels.



# 77.9% AGREE THAT CALIFORNIA Should pursue renewable energy, even if there are aesthetic consequences

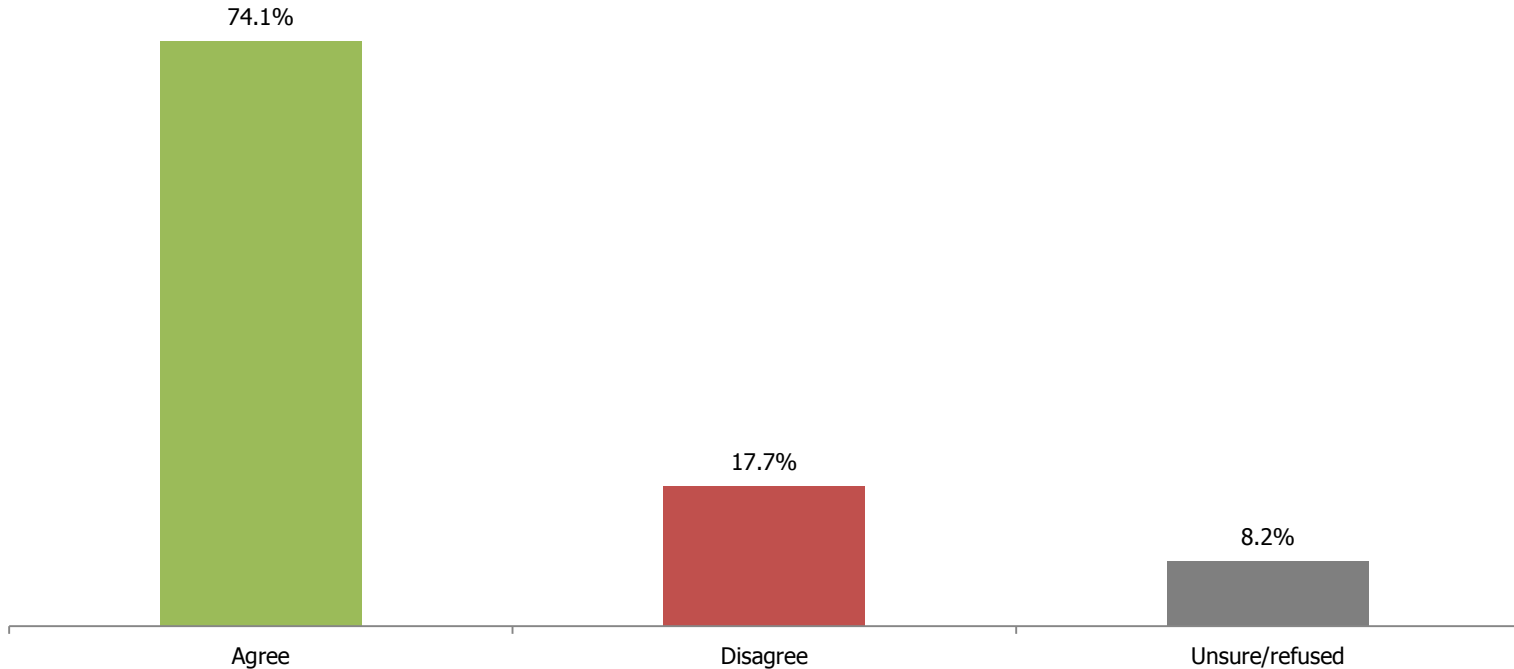
**Statement:** California should pursue renewable energy development even if new windmills, solar farms and electrical transmission lines affect the appearance of certain communities.





## 74.1% AGREE THAT IT IS WORTH SPENDING MONEY NOW To save money long-term with energy efficient/renewable energy improvements

**Statement:** In order to save money long-term, it is worth spending money now to make energy efficient and/or renewable energy improvements to your home such as weatherization or rooftop solar.



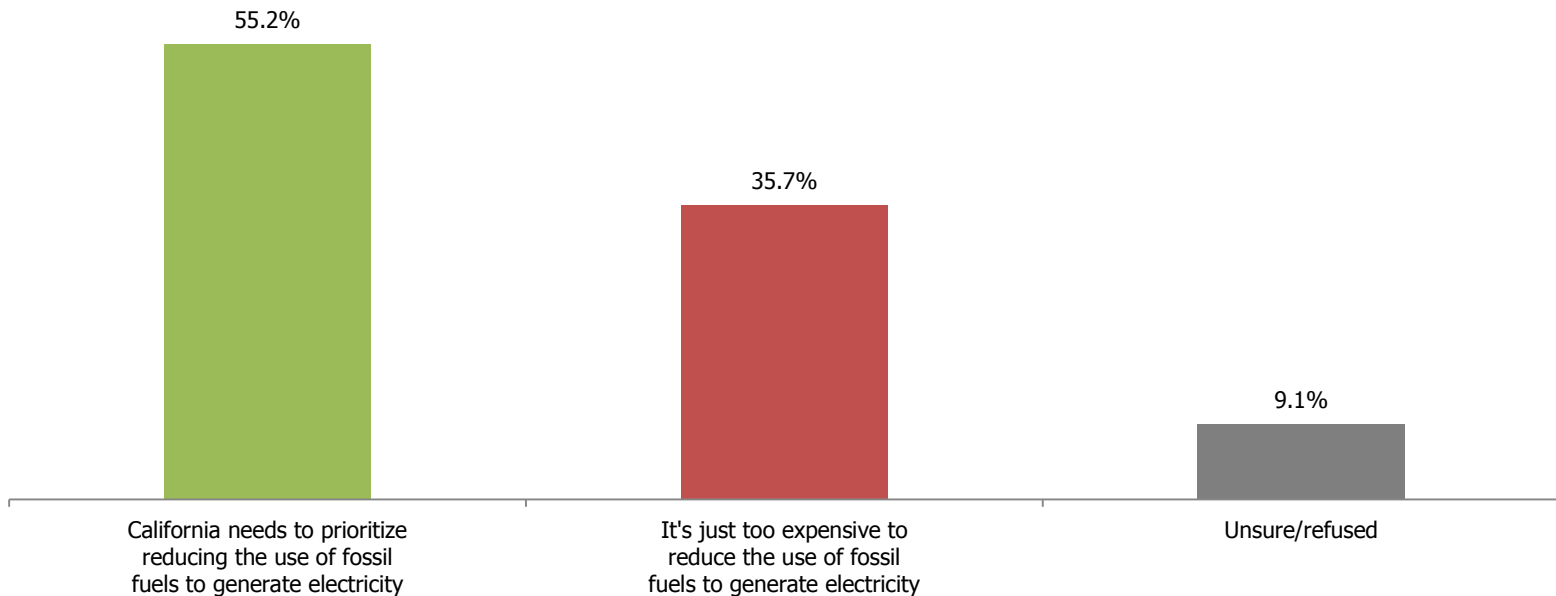
## 55.2% SAY CALIFORNIA NEEDS TO PRIORITIZE Reducing the use of fossil fuels to generate electricity

**Question:** Please tell me which ONE of the following statements is closer to your own view:

California needs to prioritize reducing the use of fossil fuels to generate electricity. Even though this may have short-term impacts on the cost of electricity, it will create new, green jobs and will reduce environmental impacts to the state, which is worth the cost.

...OR...

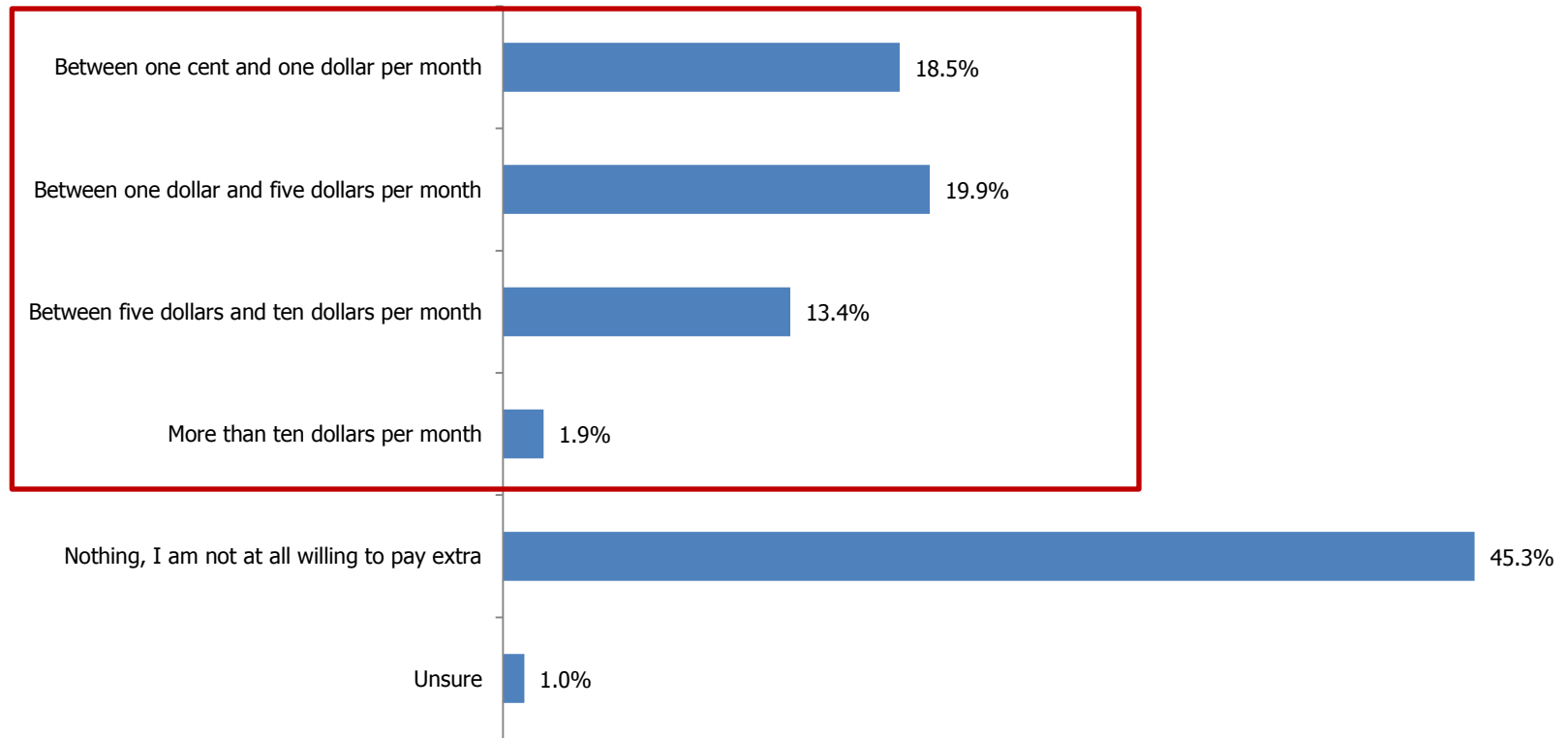
It's just too expensive to reduce the use of fossil fuels to generate electricity. The costs of moving to alternative energy production such as solar and wind are too high, and they will just be passed along to California's residents, who are already suffering economically.



## 53.7% ARE WILLING TO PAY AT LEAST 1¢ MORE

While 45.3% aren't willing to pay anything more to support renewable, carbon-free electricity generation projects

**Question:** How much more would you be willing to pay on your monthly electricity bill to support renewable, carbon-free electricity generation projects?



CONTACT  
PROBOLSKY RESEARCH LLC  
WITH QUESTIONS

