

**The Barr Foundation**  
**Net Zero Survey**  
 Topline Results  
 Statewide Survey of 1,422 residents of Massachusetts  
 Field Dates: November 13- 22, 2020

Do you own or rent your home, or do you have another arrangement like living with family members or student housing?

Own	57%
Rent	32%
Another arrangement	9%
Prefer not to say	1%

Is your home heated with oil, natural gas, propane, electricity, something else, or are you not sure? **SELECT ALL THAT APPLY**

Oil	29%
Natural gas	47%
Propane	6%
Electricity from solar	6%
Electricity from the grid	21%
Biomass (wood, wood pellets, etc)	5%
Something else	2%
Unsure	8%
Prefer not to say	1%

**ASK RENTERS**

Oil, natural gas, propane, and electricity are all common energy sources for home heating. When deciding on a home to rent, is the energy source used to heat the home a major consideration, a minor consideration, or not a consideration?

Major consideration	32%
Minor consideration	34%
Not a consideration	21%
Unsure	13%

**ASK ALL**

If cost were not a consideration, which energy source would you prefer for your home heating? Please rank your top 3 choices, where 1 is your top choice.

	1 <sup>st</sup> choice	2 <sup>nd</sup> choice	3 <sup>rd</sup> choice	Not ranked
Natural gas	33%	20%	14%	33%
Electricity from solar	31%	18%	12%	39%
Oil	17%	13%	14%	57%
Electricity from the grid	7%	19%	14%	60%
Biomass (wood, wood pellets, etc)	3%	8%	9%	79%
Propane	2%	7%	9%	81%

Thinking about the car you drive most often, is it a car that only runs on gas, a hybrid car, or an electric car? If you drive various cars or do not drive a car, please say so.

Gas only	76%
Hybrid	7%
Electric	4%
Drive various cars	1%
Don't drive a car	11%
Unsure / Prefer not to say	2%

**ASK DRIVERS**

These days, how many miles do you typically drive on a weekday?

Less than 5 miles a day	26%
5-9 miles a day	22%
10-19 miles a day	24%
20-29 miles a day	11%
30-39 miles a day	6%
40+ miles a day	7%
Unsure	2%

Before the COVID-19 pandemic, about how many miles did you typically drive on a weekday?

Less than 5 miles a day	14%
5-9 miles a day	20%
10-19 miles a day	24%
20-29 miles a day	17%
30-39 miles a day	10%
40+ miles a day	12%
Unsure	2%

**ASK ALL**

If nothing is done to reduce climate change in the future, how serious of a problem do you think it will be for Massachusetts?

Very serious	44%
Somewhat serious	34%
Not too serious	10%
Not serious at all	4%
Climate change is not happening	3%
Unsure	5%

Earlier this year, Massachusetts committed to a net zero emissions goal by 2050. This means that by the year 2050, the amount of greenhouse gases produced in the state must equal the amount removed from the atmosphere. How much, if anything, have you heard about the state's net zero goal?

A great deal	10%
A fair amount	21%
Not too much	32%
Nothing at all	30%
Unsure	7%

Below is a list of proposed state policies that could save homeowners and landlords money over the long-term and help Massachusetts achieve its net zero goals. How strongly would you support or oppose each idea?

<b>ROTATE ORDER</b>	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Unsure
Provide incentives for homeowners to upgrade their home to only use renewable heating systems	44%	33%	8%	5%	11%
Require all home heating oil sold or delivered in the state to be a blend of cleaner oils by 2030	40%	34%	9%	5%	12%
Set a deadline in the 2030s after which energy efficiency upgrades must occur when homes are sold	30%	33%	13%	10%	13%
Establish a state-backed “Green Bank” that would provide homeowners long-term loans to pay for home energy upgrades	40%	33%	8%	6%	13%
Provide incentives for homeowners to convert to geothermal heat	39%	35%	8%	5%	13%

To help reduce emissions, one idea is to set caps emissions on gas utilities and oil and propane companies in the state. These caps will then steadily decrease over time, meaning less pollution can be emitted. How strongly would you support or oppose this idea?

Strongly support	35%
Somewhat support	38%
Somewhat oppose	9%
Strongly oppose	7%
Unsure	12%

To help reduce emissions, one idea is for the state to incentivize utility companies to help make their customers’ homes more energy efficient. How strongly would you support or oppose this idea?

Strongly support	46%
Somewhat support	34%
Somewhat oppose	8%
Strongly oppose	3%
Unsure	8%

### **ASK HOMEOWNERS**

One way to save homeowners money over the long-term and help the state achieve its net zero goals is to install solar panels. In general, how interested are you in having solar panels installed on your rooftop?

Very interested	30%
Somewhat interested	33%
Not too interested	16%
Not at all interested	16%
Unsure	5%

Another idea is to provide incentives to homeowners to help them purchase their own solar panels and use the electricity generated in their own home. In addition to generating electricity, the solar panels may increase the value of your home. Would an incentive for installation make you more or less interested in solar panels for your home, or would it make no difference?

More interested	55%
Less interested	11%
No difference	28%
Unsure	6%

Another idea is for utility companies to rent the space on your roof for solar panels through either a direct payment of a reduction on your electric bill. The electricity generated would then be sold as normal to households through the utility company. Would the option to rent your rooftop to solar companies make you more or less interested in solar panels for your home, or would it make no difference?

More interested	39%
Less interested	21%
No difference	29%
Unsure	11%

**ASK ALL**

Community solar is a model that provides electricity to a group of homes through a shared solar panel system nearby. How much have you heard about community solar, if anything?

A lot	12%
Some	19%
A little	24%
None	40%
Unsure	6%

To the best of your knowledge, is community solar available in your area?

Yes it is	21%
No it is not	28%
Unsure	51%

Which of the following are potential barriers to getting community solar for your own home? **SELECT ALL THAT APPLY.**

Don't know enough about cost	40%
Personal preference	17%
Do not think landlord would approve	13%
Don't know enough about how it works	32%
Don't expect to stay in rental	10%
Other (record)	7%
Already have community solar <b>EXCLUSIVE PUNCH</b>	1%
No barriers <b>EXCLUSIVE PUNCH</b>	7%
Unsure <b>EXCLUSIVE PUNCH</b>	15%

Below is a list of ways to reduce pollution from transportation in Massachusetts. How strongly would you support or oppose each idea?

<b>ROTATE ORDER</b>	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Unsure
Charge a one-time fee on new cars that use gasoline based on their fuel efficiency rating to encourage people to buy more fuel-efficient cars	22%	27%	18%	20%	13%
Provide cash incentives for the purchase of new hybrid or electric vehicles, depending on income level	39%	36%	8%	7%	10%
Offer extra cash incentives for the purchase of hybrid or electric vehicles to people who drive over 40 miles a day on average	39%	34%	10%	6%	11%
Improve existing public transportation systems, including subways, trains, buses, and ferries	52%	31%	6%	3%	7%
Expand public transportation to places that do not have it right now	45%	31%	9%	4%	10%
Expand networks of charging stations for electric vehicles	44%	34%	8%	3%	10%

## DEMOGRAPHICS

### Age

18 to 29 years old	22%
30 to 44 years old	24%
45 to 59 years old	26%
60+	27%
Prefer not to say	<1%

### Gender

Male	48%
Female	51%
Other	1%
Prefer not to say	<1%

### Race

White	74%
Black / African-American	7%
Hispanic / Latino	10%
Asian	7%
Mixed race / Other	2%
Prefer not to say	<1%

### Education

High school or less	34%
Some college, no degree	25%
College degree	23%
Advanced degree	17%
Prefer not to say	1%

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### About the Poll

These results are based on a survey of 1,422 residents of Massachusetts. Live telephone interviews and online interviewing were conducted in English and Spanish November 13 – 22, 2020. Telephone respondents were reached by both landline and cell phone. Oversamples of Black, Latino, and Asian American respondents were obtained to bring the total interview count up to at least 200 for each group for the base sample. Results within race and ethnicity were weighted to age, gender, geography, and education level for each group. Groups were then combined and weighted to the population parameters by race for the state as a whole. The poll was sponsored by The Barr Foundation.