



**California Voter
Survey**

**Conducted June 17th
– 20th, 2024**



Survey Methodology

Sample	<ul style="list-style-type: none">• 800 likely November 2024 voters
Dates	<ul style="list-style-type: none">• Conducted June 17th – 20th, 2024
Methodology	<ul style="list-style-type: none">• Hybrid: phone, text-to-web, and voter file emails• Survey conducted in English and Spanish
Margin of error	<ul style="list-style-type: none">• $\pm 3.5\%$ for entire sample; higher for subgroups• Note: Due to rounding, responses may not add to 100%• * next to subgroups indicate low sample size (<30)

Summary Findings

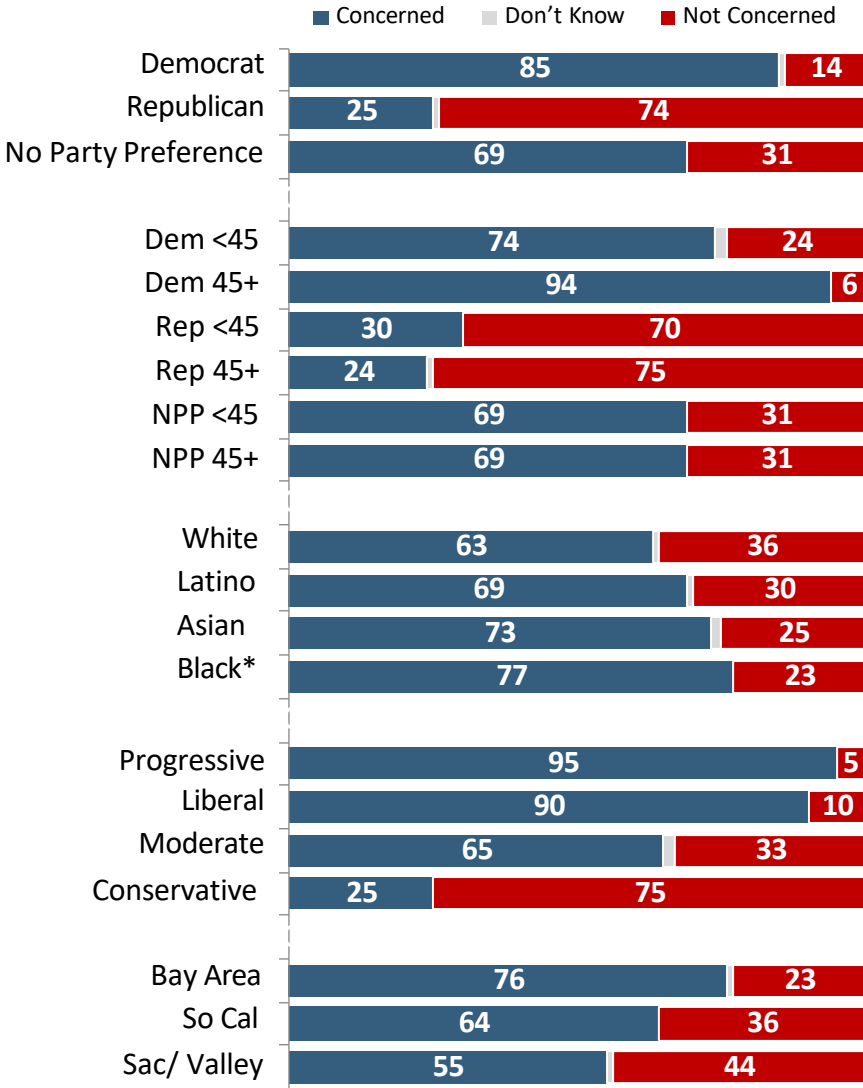
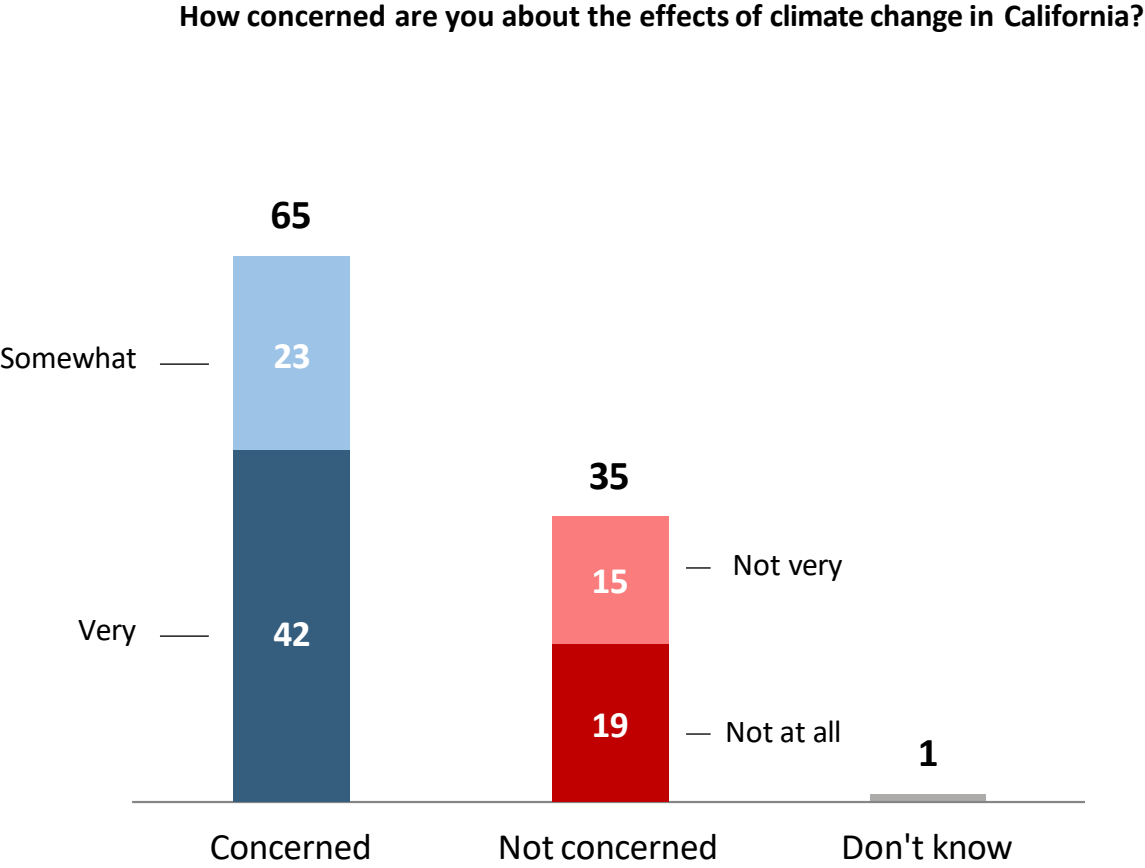
Attitudes Toward Climate Change	<ul style="list-style-type: none"> ➤ Two-thirds of voters (65%) are concerned about the impacts of climate change in California. ➤ Voters say that higher energy costs (54%), hotter temperatures (49%), and higher costs on food and products (47%) are the chief aspects of climate change affecting them the most personally.
Energy Costs and Solutions	<ul style="list-style-type: none"> ➤ 78% of voters say they are concerned about the cost of their monthly electrical bill. ➤ Voters believe that the actions of utility companies are major factors affecting energy and electricity costs, including: <ul style="list-style-type: none"> ➤ Charging customers as much as possible and rewarding shareholders with the profits (77% a factor) ➤ Neglecting maintenance on infrastructure until a disaster happens (74%) ➤ Charging customers for lobbying and campaign activities (70%) ➤ 55% of voters say that fossil fuel companies should pay fees for the pollution they produce. ➤ Most popular solutions to lower utility bills include: <ul style="list-style-type: none"> ➤ Requiring utilities to pursue the safest and most effective wildfire mitigation strategies, rather than the most profitable (86% support) ➤ Limiting how much utilities can raise prices on customers each year (84%)
Clean Energy	<ul style="list-style-type: none"> ➤ 61% of voters support California passing clean energy policies that address climate change.



**Attitudes Toward
Climate Change**

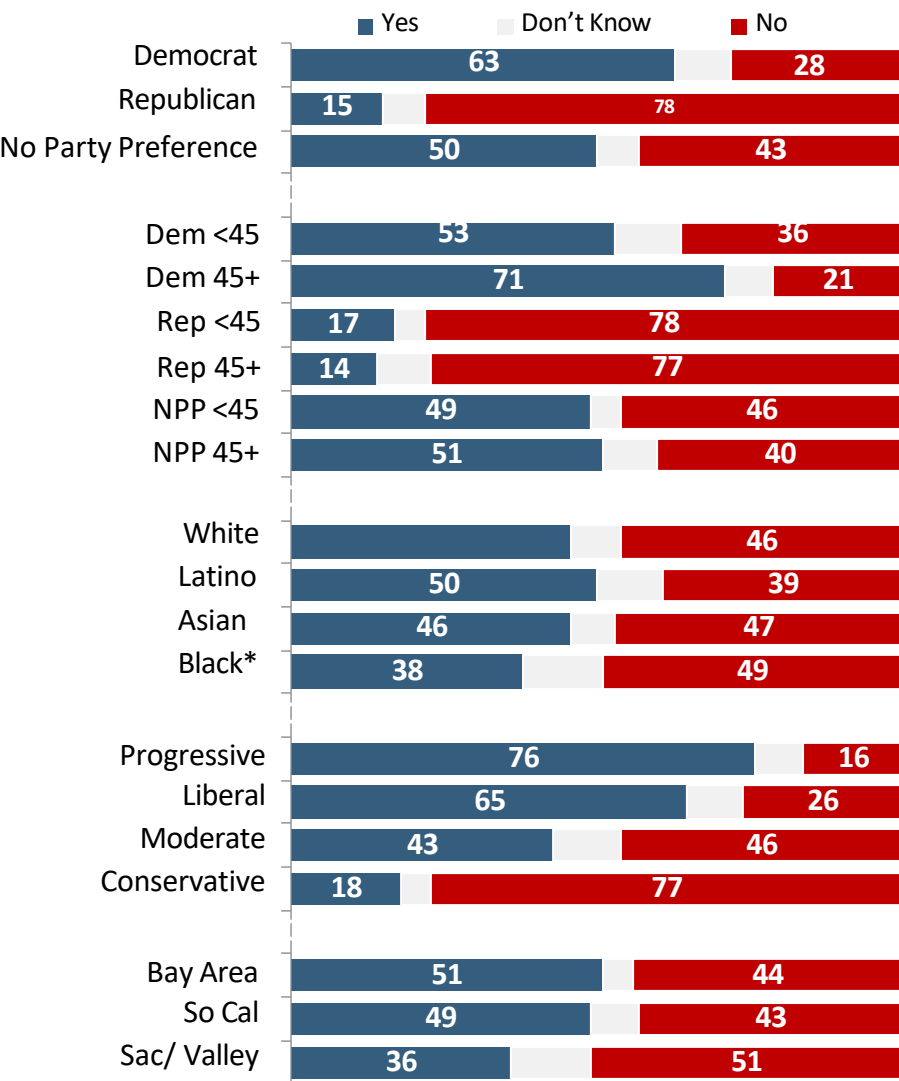
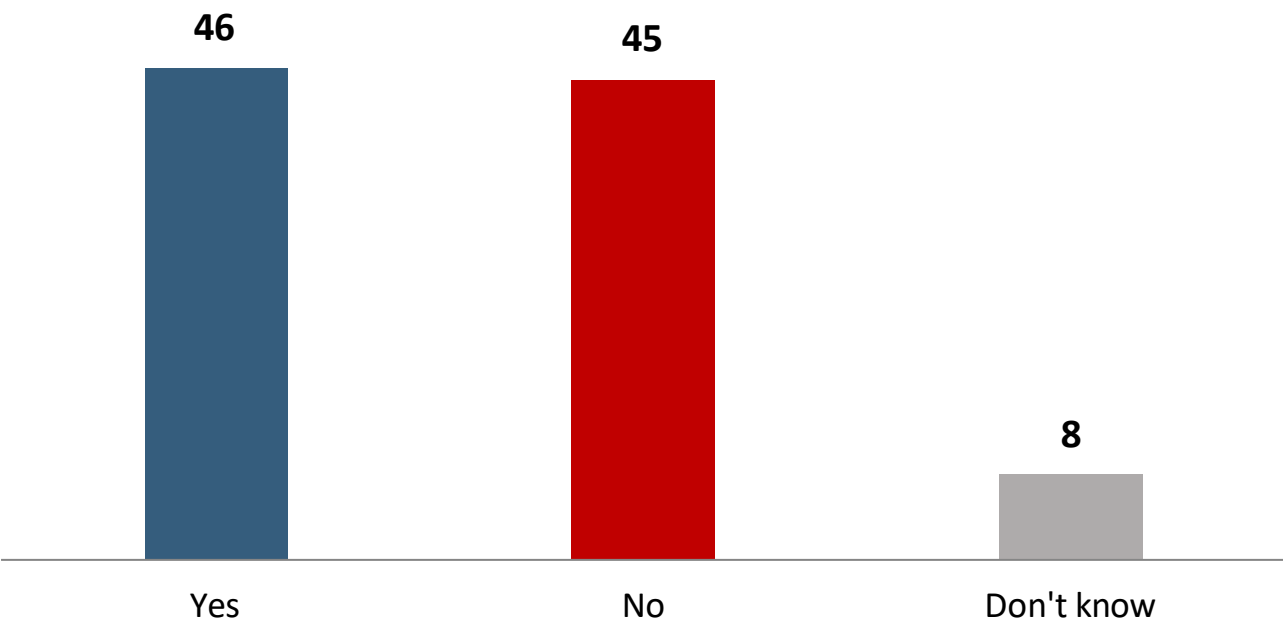


Two-thirds of voters (65%) are concerned about the effects of climate change; Opinion is divided by party with 69% of independents concerned



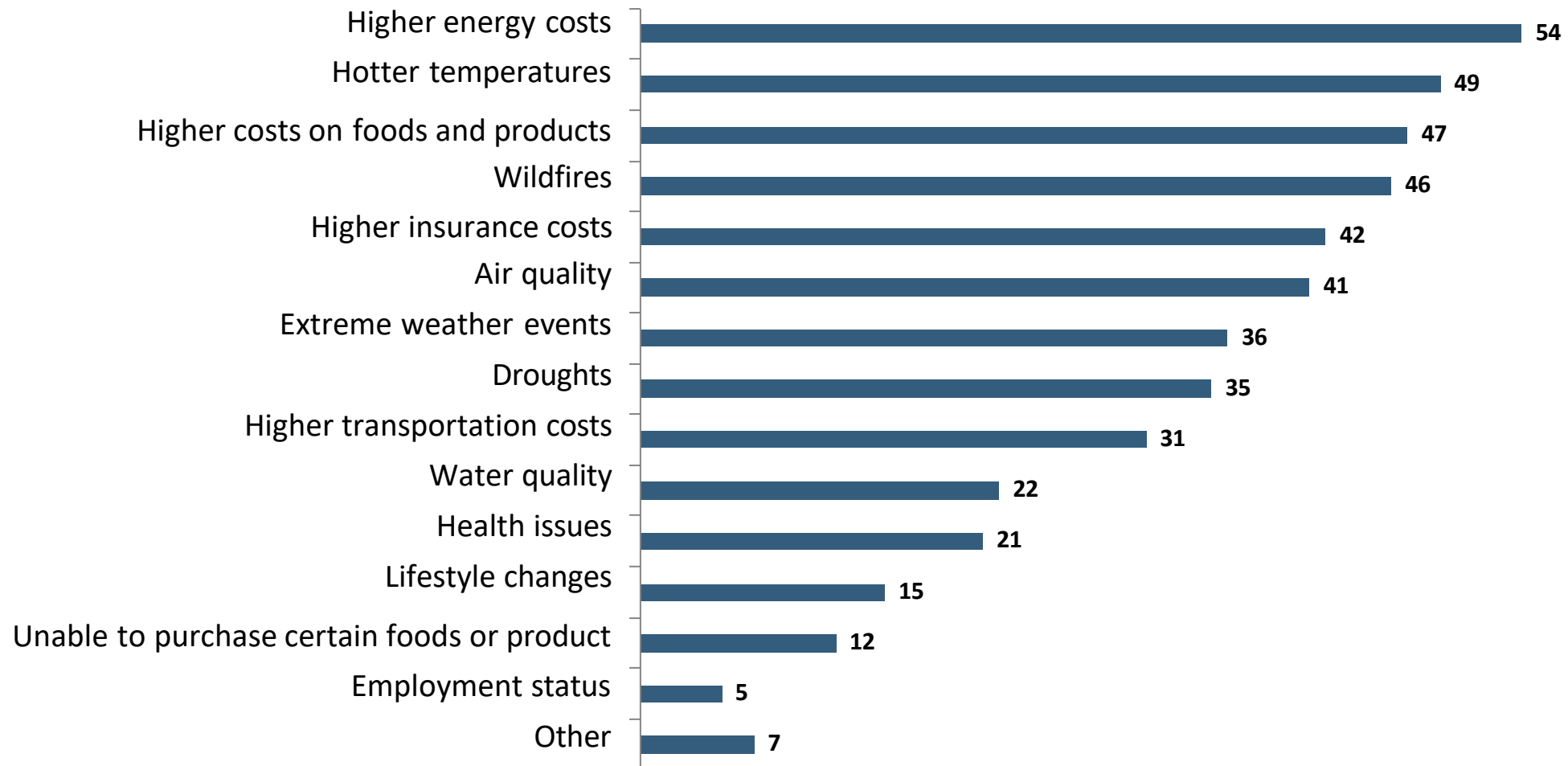
Voters are divided on whether climate change has impacted them personally; Opinion is divided by party with 50% of independents saying they have been impacted

Have you personally felt impacted by or experienced the effects of climate change?



Higher energy costs (54%) is the most cited aspect of climate change impacting voters personally, followed by hotter temperatures (49%), higher costs on food and products (47%), and wildfires (46%)

Which aspects of climate change are affecting you or your family the most personally?



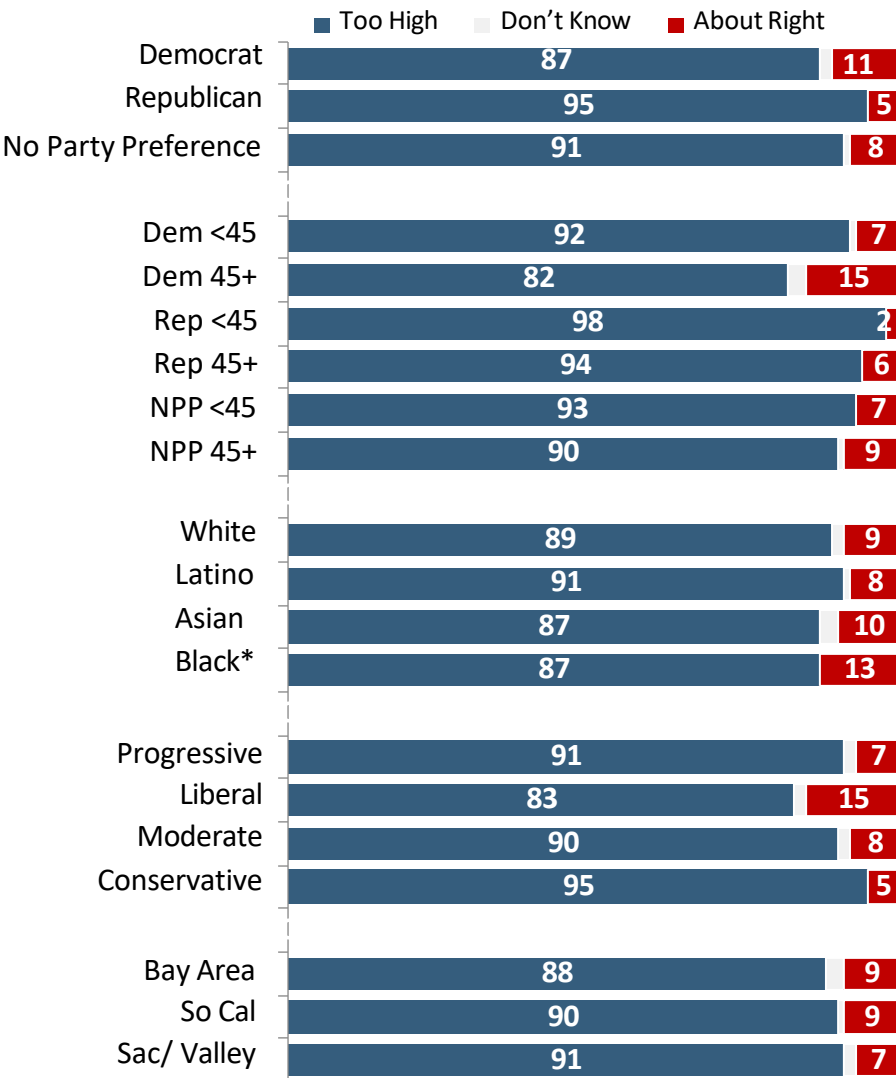
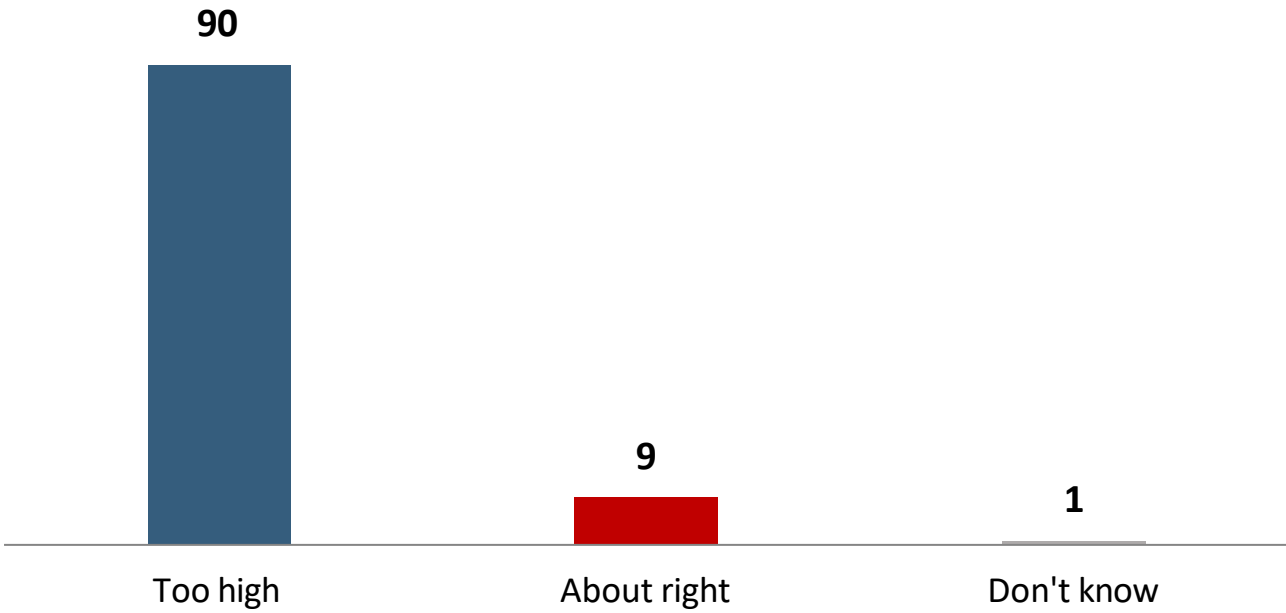


**Energy Costs and
Solutions**

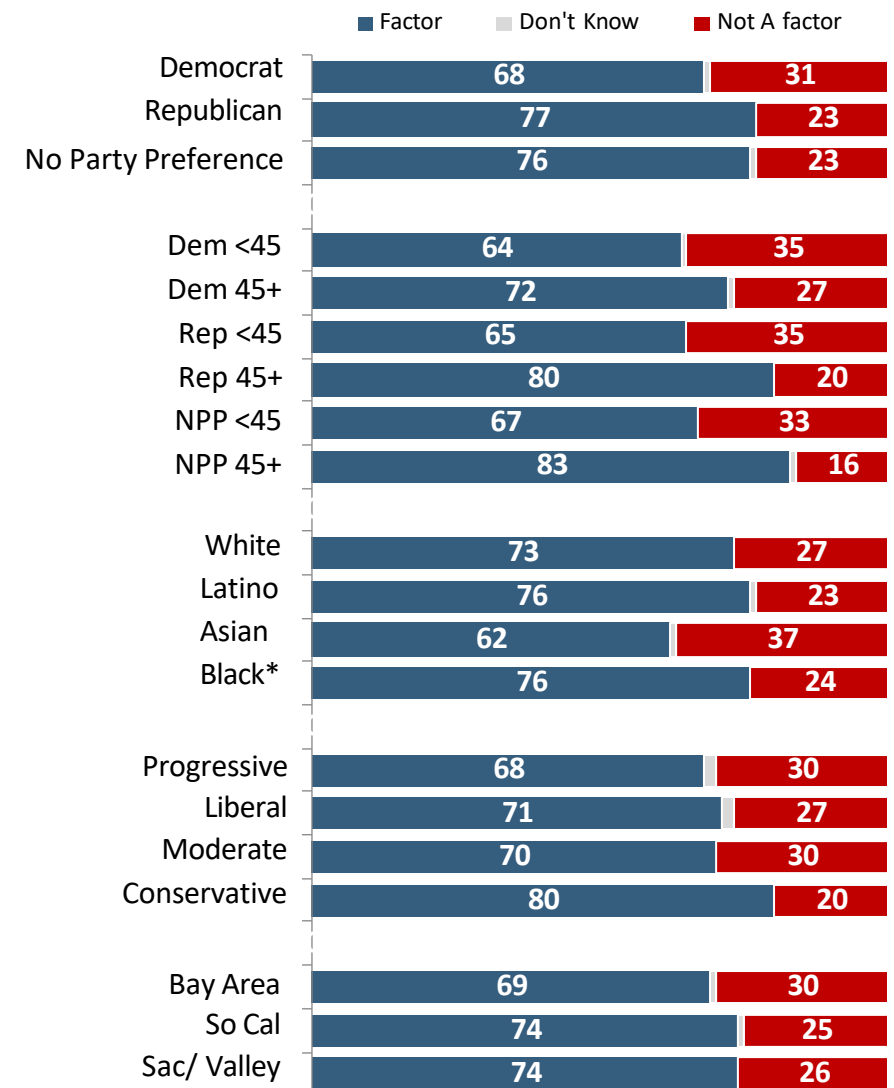
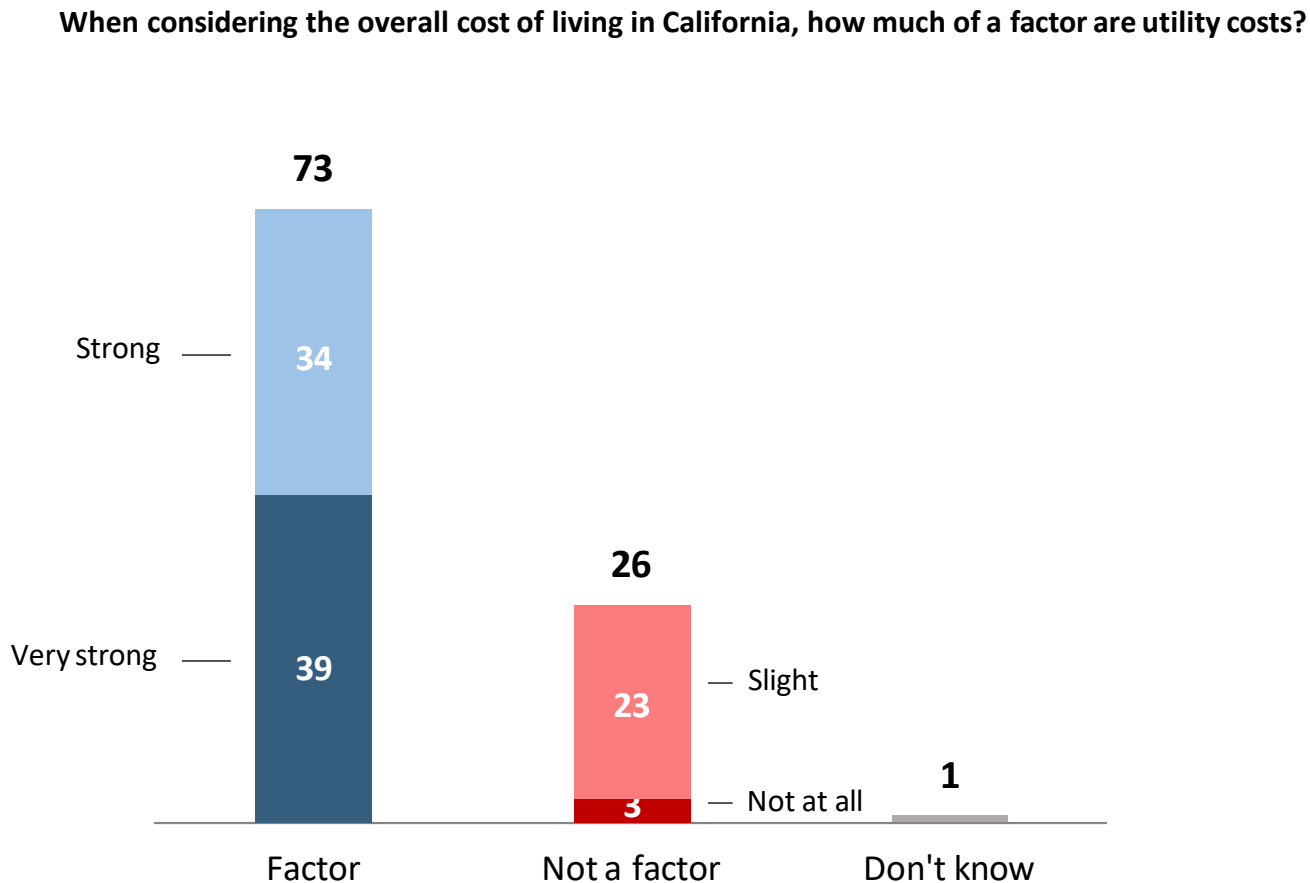


90% of voters say that the cost of living in California is too high, with extremely high sentiment across all voter groups

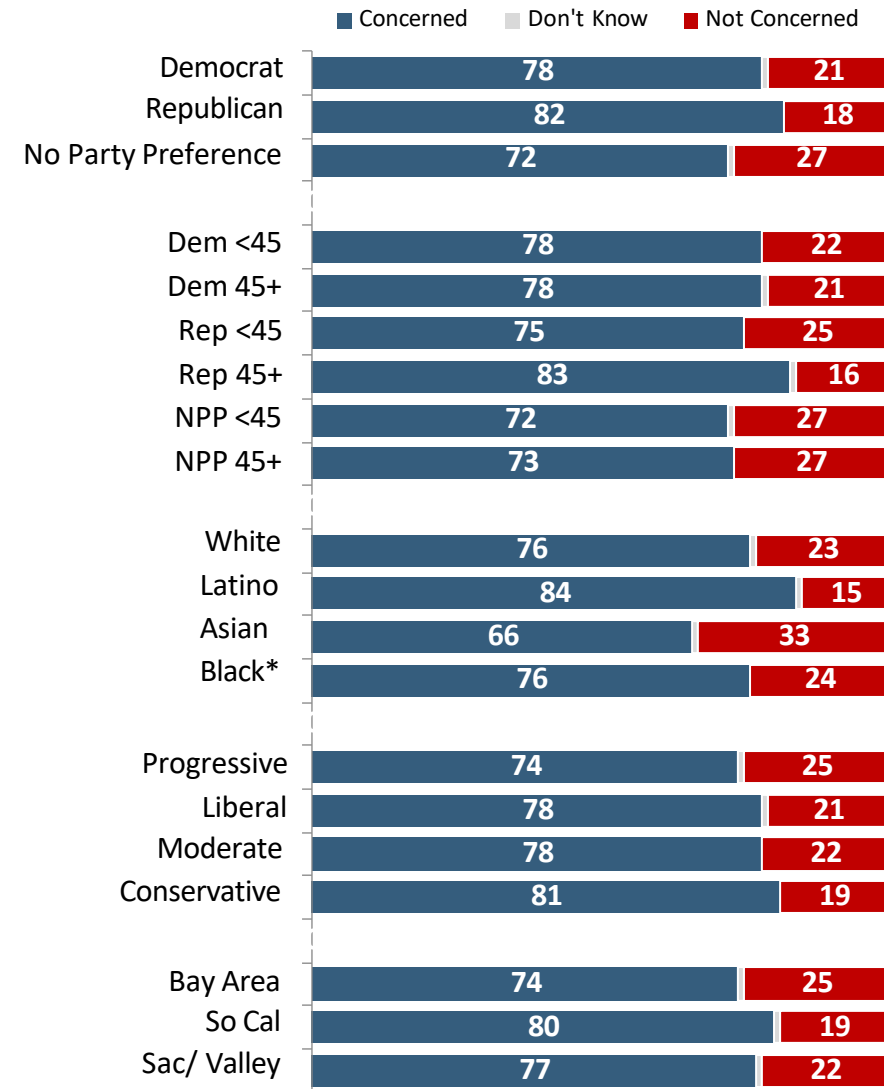
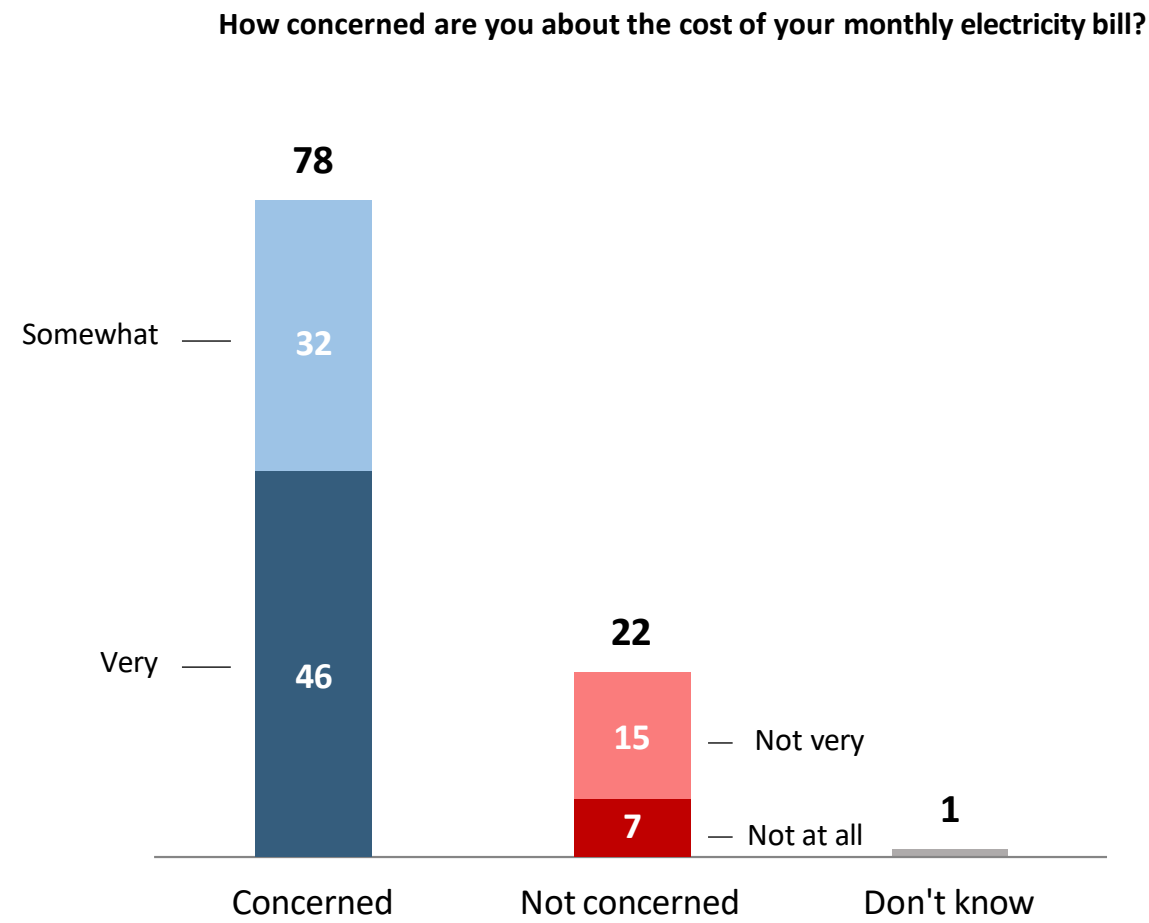
Do you feel that the cost of living in California is too high, or do you think the cost of living in California is about right?



Three-fourths (73%) of voters say that utility costs are a factor in the overall cost of living, consistent across subgroups

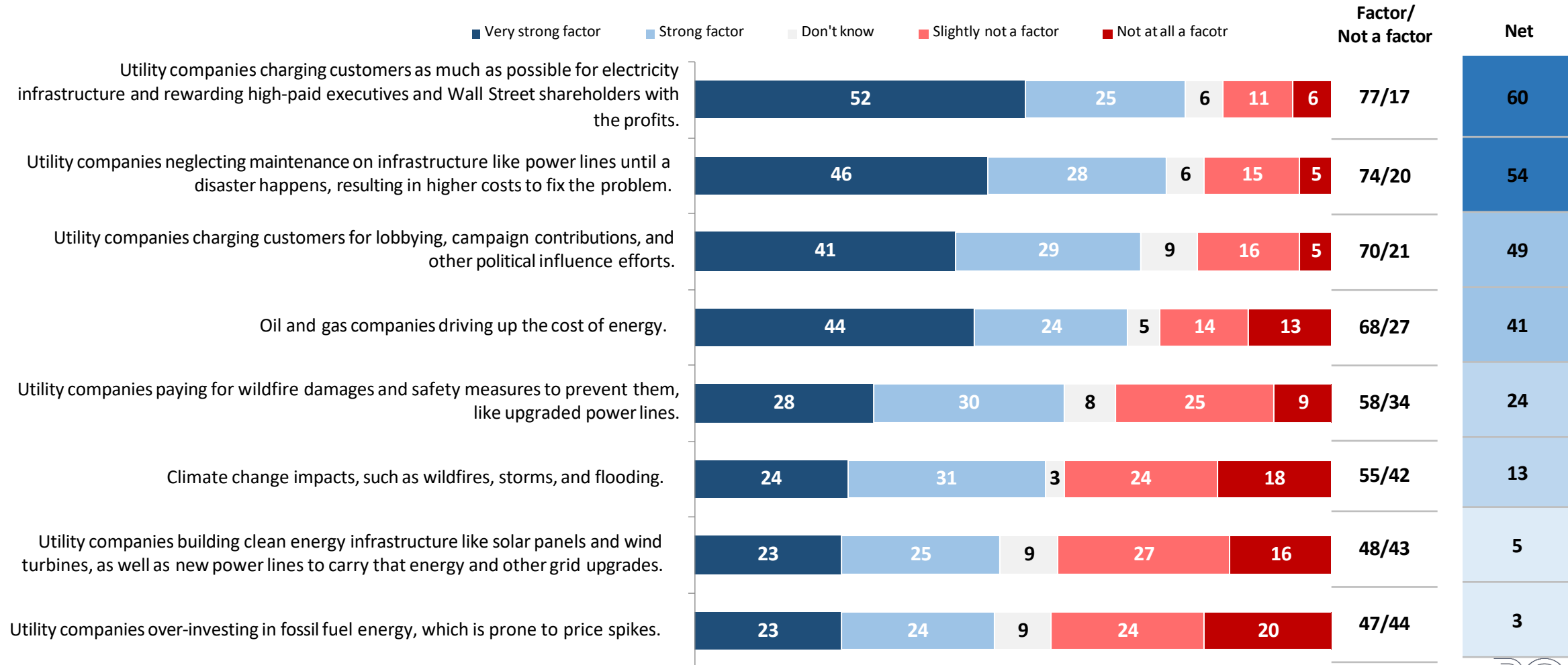


78% of voters are concerned about their monthly electricity bill, high across subgroups



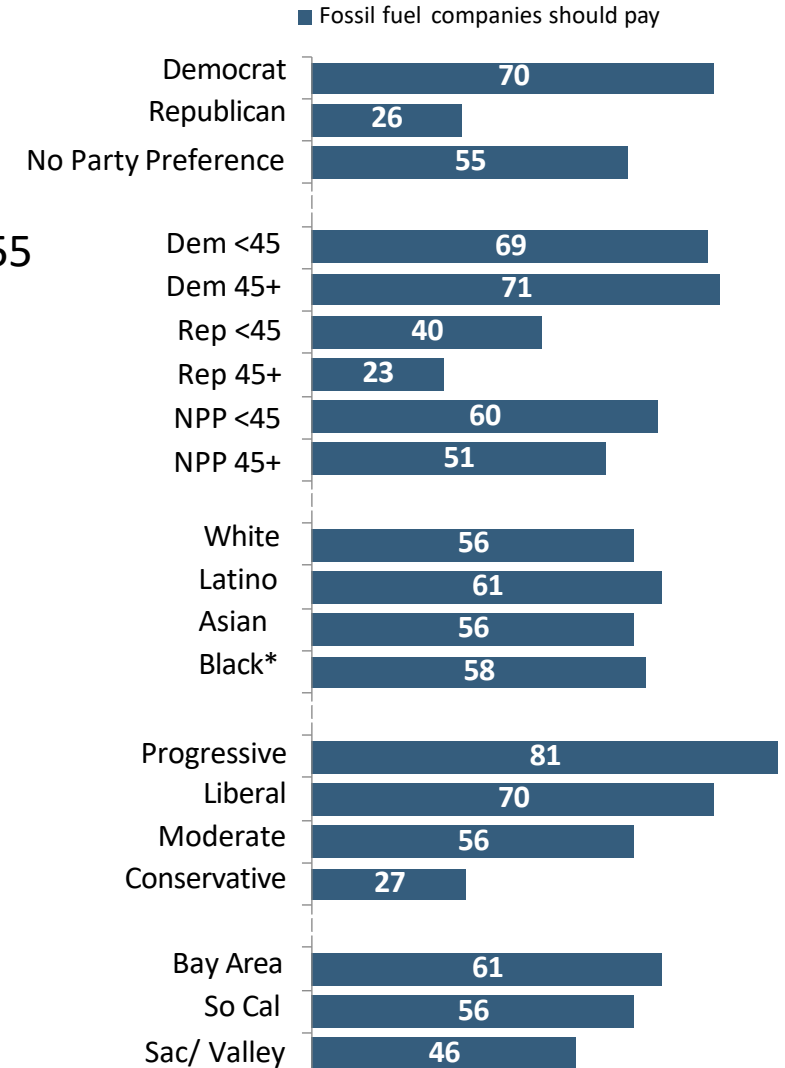
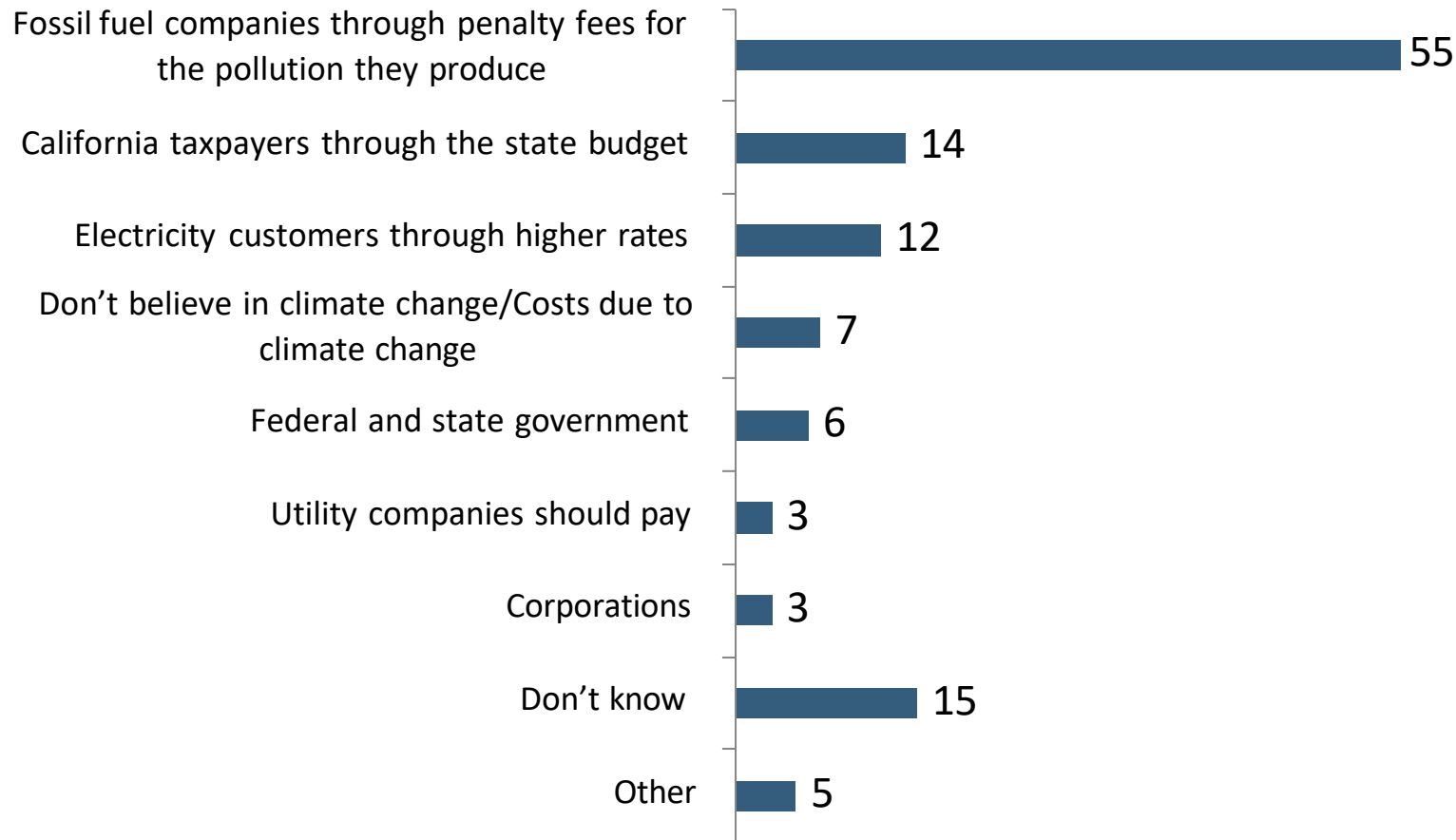
Utility companies charging as much as possible for infrastructure to reward shareholders (77%) and neglecting maintenance until a disaster happens (74%) are viewed as the strongest factors affecting energy and electricity costs

Factors affecting energy and electricity costs



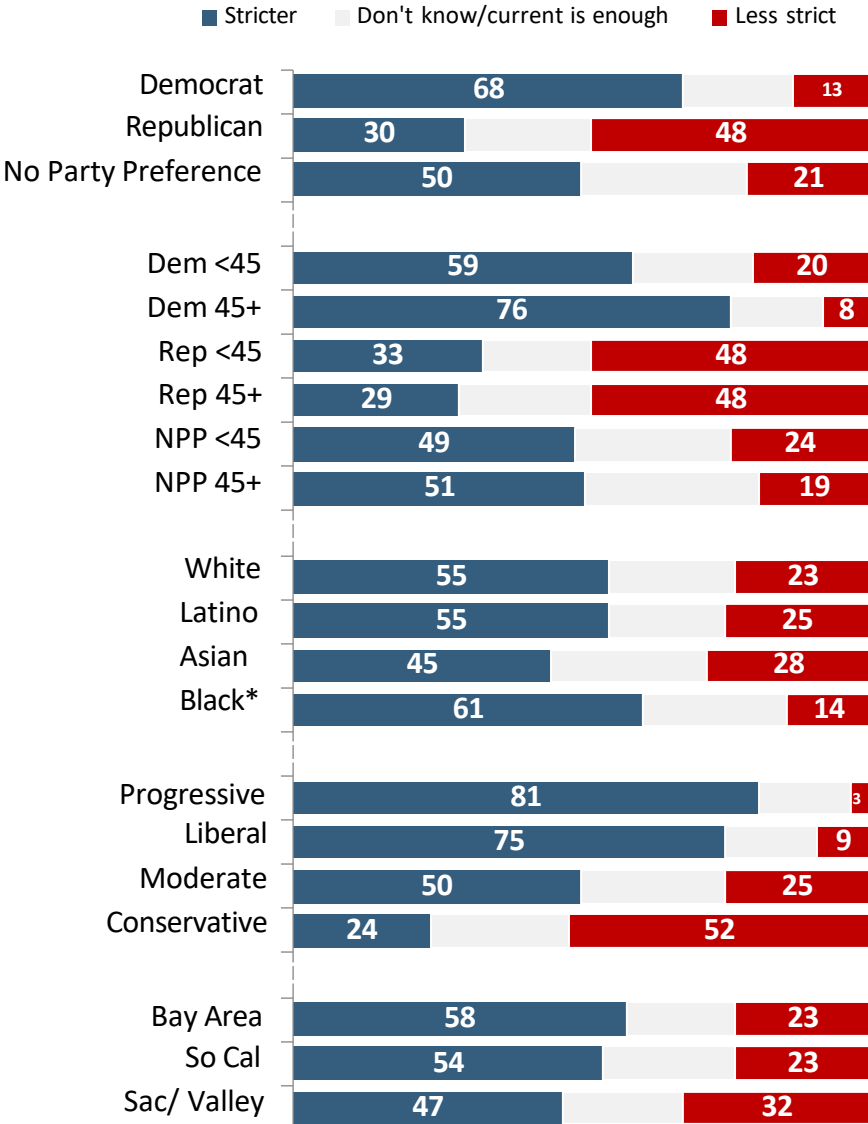
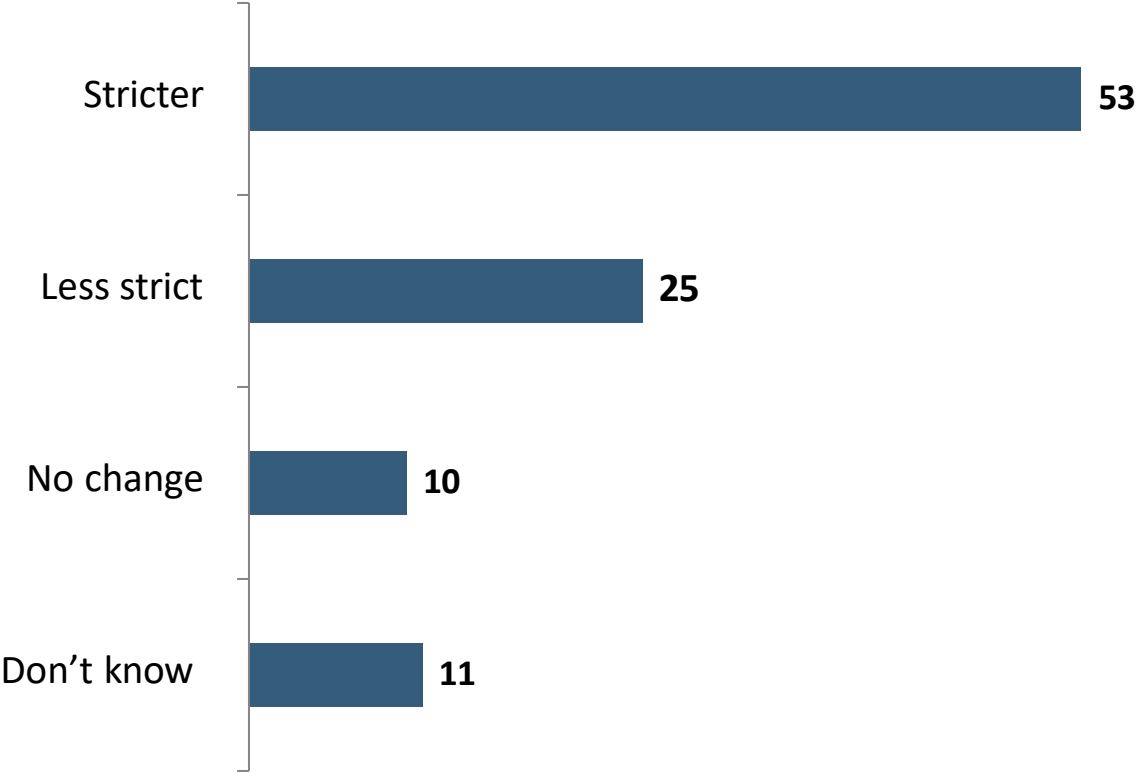
55% of voters, including 70% of Democrats and 55% of NPPs, say that fossil fuel companies should pay penalty fees for producing pollution

If climate change is causing electricity rates to be higher, who should pay for these increased costs?

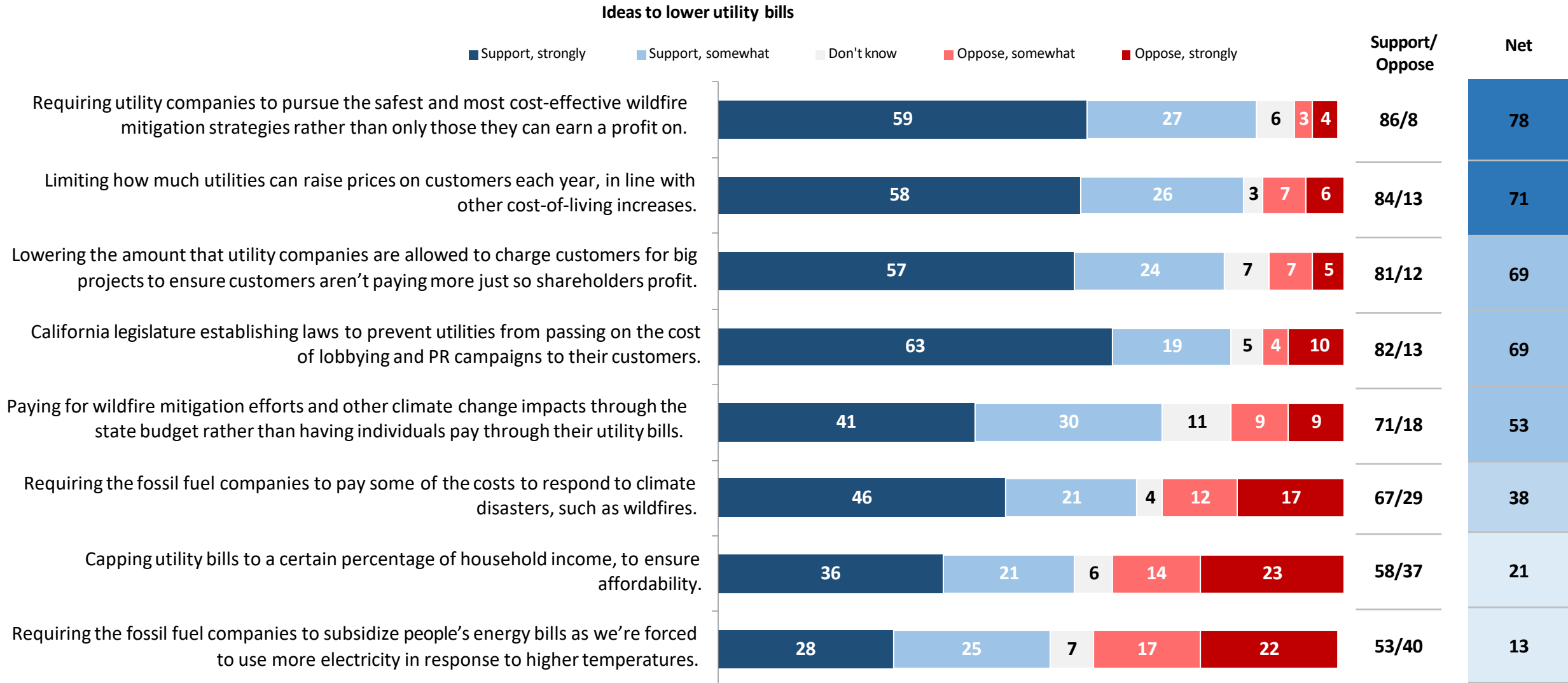


A majority of voters (53%) say that there should be stricter government regulations to manage rate increases, only 25% say less strict

Do you generally think that there should be stricter government regulations to help manage rate increases by private, investor-owned utility companies in California or less strict government regulations on private, investor-owned utility companies in California, or is the current amount of government regulations about right?



Requiring utilities to pursue most cost-effective wildfire mitigation strategies (86%) and limiting how much utilities can raise prices (84%) have strongest support for lowering utility bills



Support for solutions: Demographic breaks

- Progressives and liberals are the most likely to support requiring fossil fuel companies to pay for disaster response.
- Democrats and NPPs prefer solutions that regulate the behavior of utilities.

90%+
80%+
70%+
60%+

	SAFEST/COST EFFECTIVE WILDFIRE STRATEGIES	LIMIT PRICE INCREASES	PREVENT LOBBYING/PR COSTS TO CUSTOMERS	LOWER AMOUNT FOR BIG PROJECTS	STATE BUDGET INSTEAD OF UTILITY BILLS	REQUIRE FF COMPANIES TO PAY FOR DISASTER RESPONSE	CAP UTILITY BILLS	REQUIRE FF COMPANIES TO SUBSIDIZE ENERGY BILLS
% Support Total	86	84	82	81	71	67	58	53
Democrat	90	91	88	84	75	80	68	69
Republican	76	75	72	75	62	41	43	27
No Party Preference	88	79	78	82	72	70	51	52
Dem <45	90	91	89	85	77	78	66	67
Dem 45+	91	91	87	84	73	82	70	71
Rep <45	79	86	75	76	53	47	48	34
Rep 45+	76	72	72	74	64	40	42	25
NPP <45	88	79	82	79	76	74	52	59
NPP 45+	87	79	76	85	68	67	51	46
White	86	86	84	83	74	67	57	51
Latino	86	84	83	84	69	71	63	60
Asian	91	80	72	73	74	71	64	63
Black*	92	90	93	82	68	68	66	62
Progressive	93	88	89	88	76	90	75	79
Liberal	95	92	93	89	79	86	68	71
Moderate	86	84	82	77	70	60	53	45
Conservative	75	78	71	77	65	45	46	33
Bay Area	89	87	83	80	76	72	59	57
So Cal	85	84	81	82	70	67	60	55
Sac/ Valley	86	80	83	79	70	63	50	45



**Clean Energy in
California**



61% of voters support California passing clean energy policies to address climate change, including 64% of independents

