

ENVIRONMENT CALIFORNIA RESEARCH & POLICY CENTER SURVEY  
Conducted by Baldassare Associates  
600 California likely voters  
June 24-27, 2004

Poll Highlights:

How much of a problem is the cost and supply of electricity in California today? Is it a big problem, somewhat of a problem, or not much of a problem?

39%	Big problem
40	Somewhat of a problem
16	Not much of a problem
5	Don't know

To address the state's growing energy needs, which of the following approaches do you prefer for California? [ROTATE] (a) Build more power plants or (b) Increase the use of renewable power, such as solar energy.

31%	More power plants
61	Increase renewable or solar power
1	Other [Volunteered]
7	Don't know

Thinking about solar power, which uses the sun to make electricity, do you have a very favorable, somewhat favorable or not too favorable opinion of this energy source?

52%	Very favorable
35	Somewhat favorable
8	Not favorable
5	Don't know

While he was running for office, Arnold Schwarzenegger proposed an environmental action plan that called for half of all new homes to be built with solar power systems. Do you favor or oppose this plan to build more solar homes in California? (Is that strongly or somewhat?)

43%	Strongly favor	[ask Q. 6]
29	Somewhat favor	[ask Q. 6]
9	Somewhat oppose	[skip Q. 6]
7	Strongly oppose	[skip Q. 6]
12	Don't know	[skip Q. 6]

By what year do you think California should achieve the goal of building half of all new homes with solar power – would you say 2007, 2010 or 2015?

26%	2007
40	2010
25	2015
2	Other [Volunteered]
7	Don't know

Should the state set standards for the inclusion of solar power on new housing developments?

60%	Yes, standards
31	No standards
9	Don't know

Do you favor or oppose requiring solar power systems to be part of California's building codes just like earthquake safety and energy efficiency standards are today?

58%	Favor
34	Oppose
8	Don't know

Do you favor or oppose having the state provide subsidies to encourage builders to install solar power on new homes?

60%	Favor
35	Oppose
5	Don't know

Do you favor or oppose having the state provide subsidies to encourage homeowners to purchase solar power systems?

70%	Favor
25	Oppose
5	Don't know

If you were buying a home yourself, would you be more interested or less interested in a home that came equipped with a solar power system so you could provide some of your own electricity, or would this make no difference to you?

68%	More interested
6	Less interested
23	No difference
3	Don't know

Would you be willing to pay more to buy a home with a solar power system that cut your electric bills in half? *[IF YES]: How much more would you be willing to pay?)*

20%	Yes, less than \$5,000
32	Yes, \$5,000 to under \$10,000
8	Yes, \$10,000 to under \$20,000
3	Yes, \$20,000 or more
27	Not willing to pay more
10	Don't know

Which of these do you think is the most important reason to support increasing the use of solar power in California...

16%	Reducing air pollution
35	Decreasing our dependence on foreign oil
14	Reducing electricity costs
8	Eliminating the need to build more power plants
23	All of the above <i>[Volunteered]</i>
2	None of the above/Don't support increasing solar <i>[Volunteered]</i>
2	Don't know