

THE UNIVERSITY OF TEXAS AT AUSTIN

ENERGY  POLL

***Insights from UT Austin Energy
Poll on U.S. Consumer Attitudes***

July 24, 2013

Sheril Kirshenbaum
Director of The Energy Poll

THE UNIVERSITY OF TEXAS AT AUSTIN
ENERGY  POLL

Impartial and authoritative source of public perspectives on energy to inform and guide discussion, business planning and policy development

Background

- First questionnaire developed in 2010 (Inaugural launch Oct. 2011)
- Collaborative effort with representatives from academic institutions, polling companies, non-governmental organizations, energy producers and energy consumers

Fall 2012 – Third Release

- Online survey conducted September 6-17, 2012
- 2,092 respondents, weighted to reflect U.S. Census demographics

Spring 2013 – Fourth Release

- Online survey conducted March 11-20, 2013
- 2,113 respondents, weighted to reflect U.S. Census demographics

General Topics

- Energy prices and availability
- Energy concerns
- Satisfaction with government
- Consumer behaviors and voting preferences

“Hot Topics”

Spring 2012: Hydraulic Fracturing

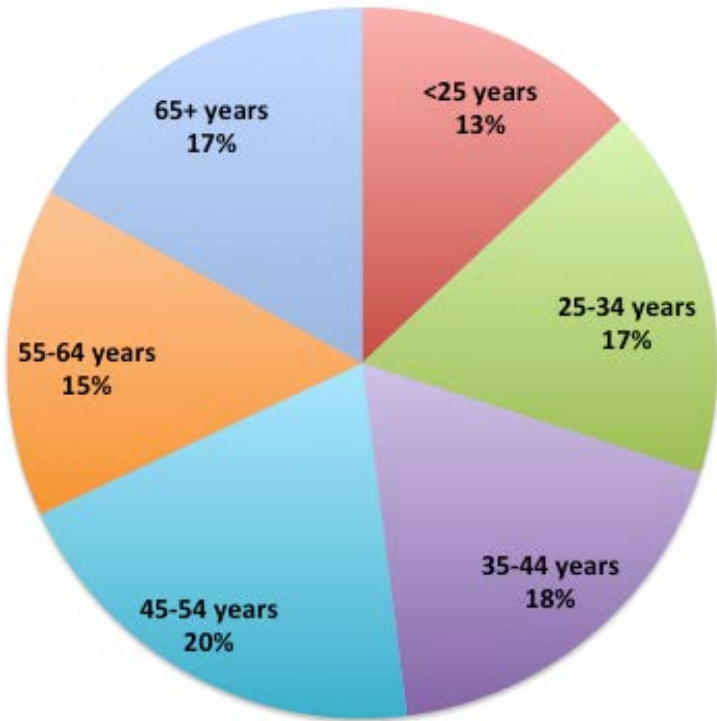
Fall 2012: Energy, Voting Behavior, and the 2013 Election

Spring 2013: Consumer Attitudes on Energy

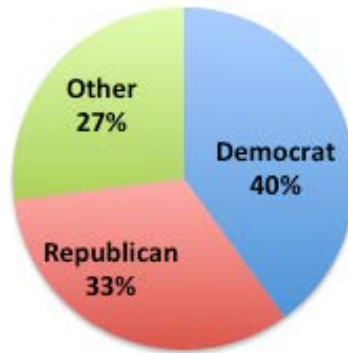
Fall 2013: The Water-Energy Nexus

A Look At Respondents: Spring 2013

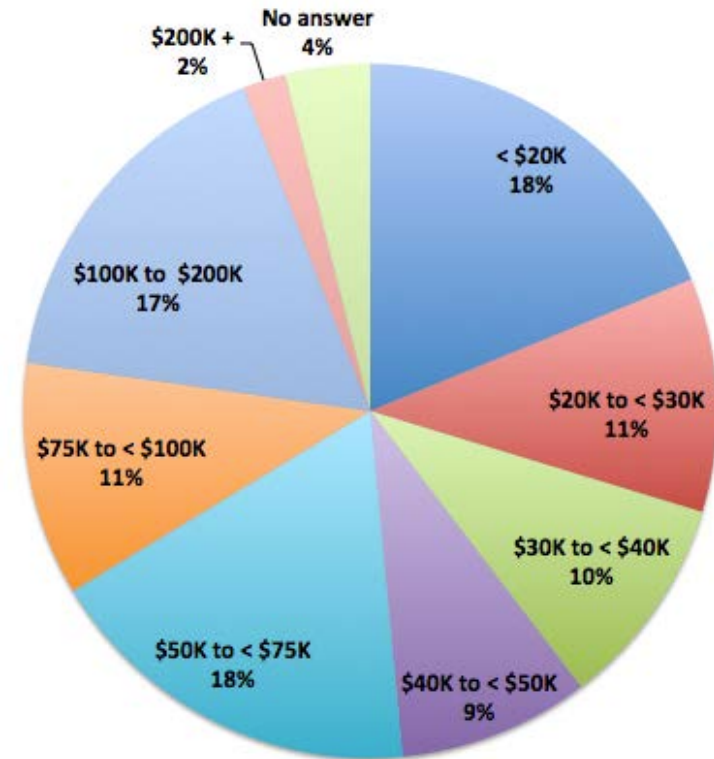
Age



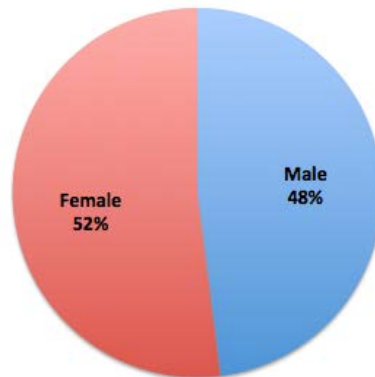
Party



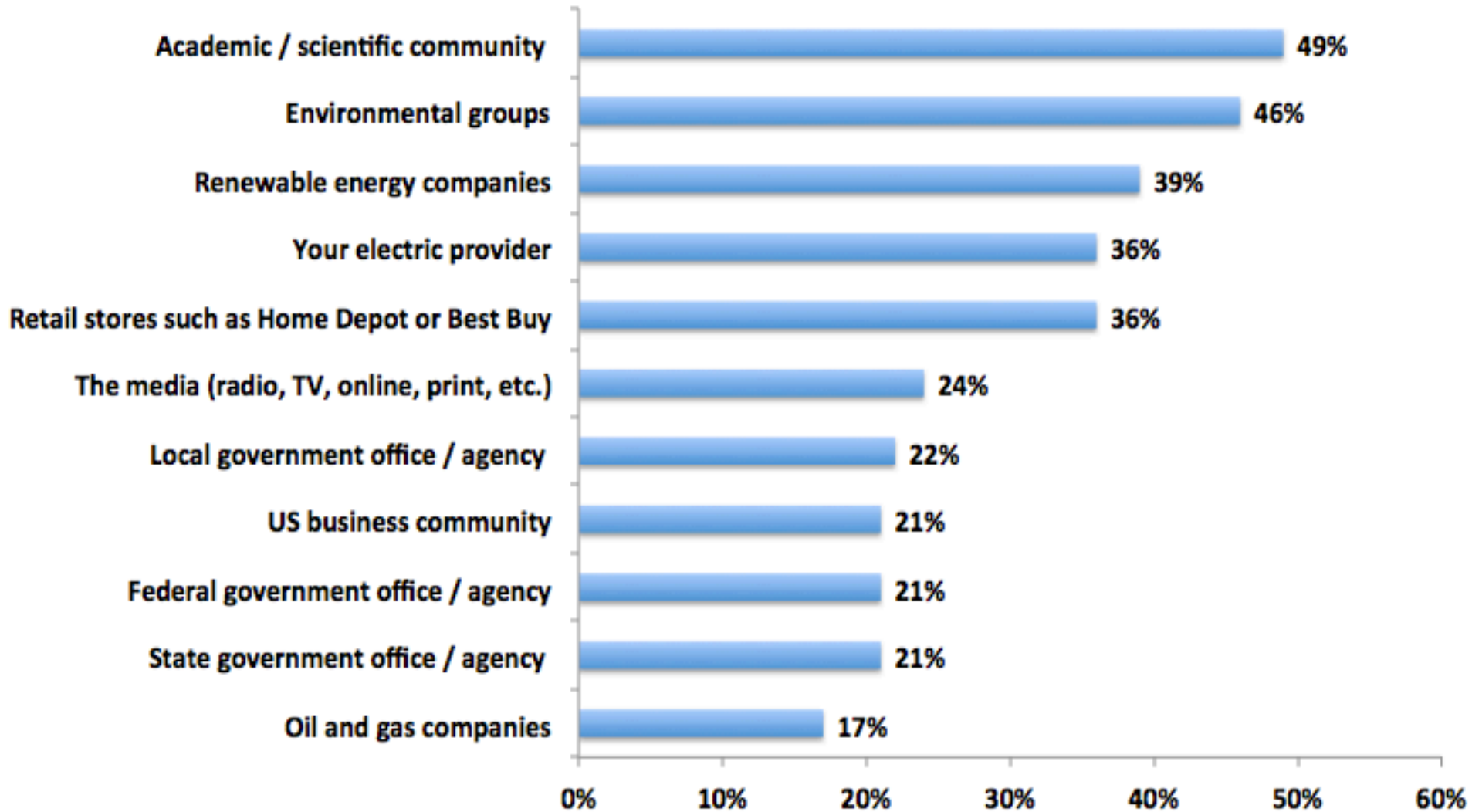
Annual Income



Gender

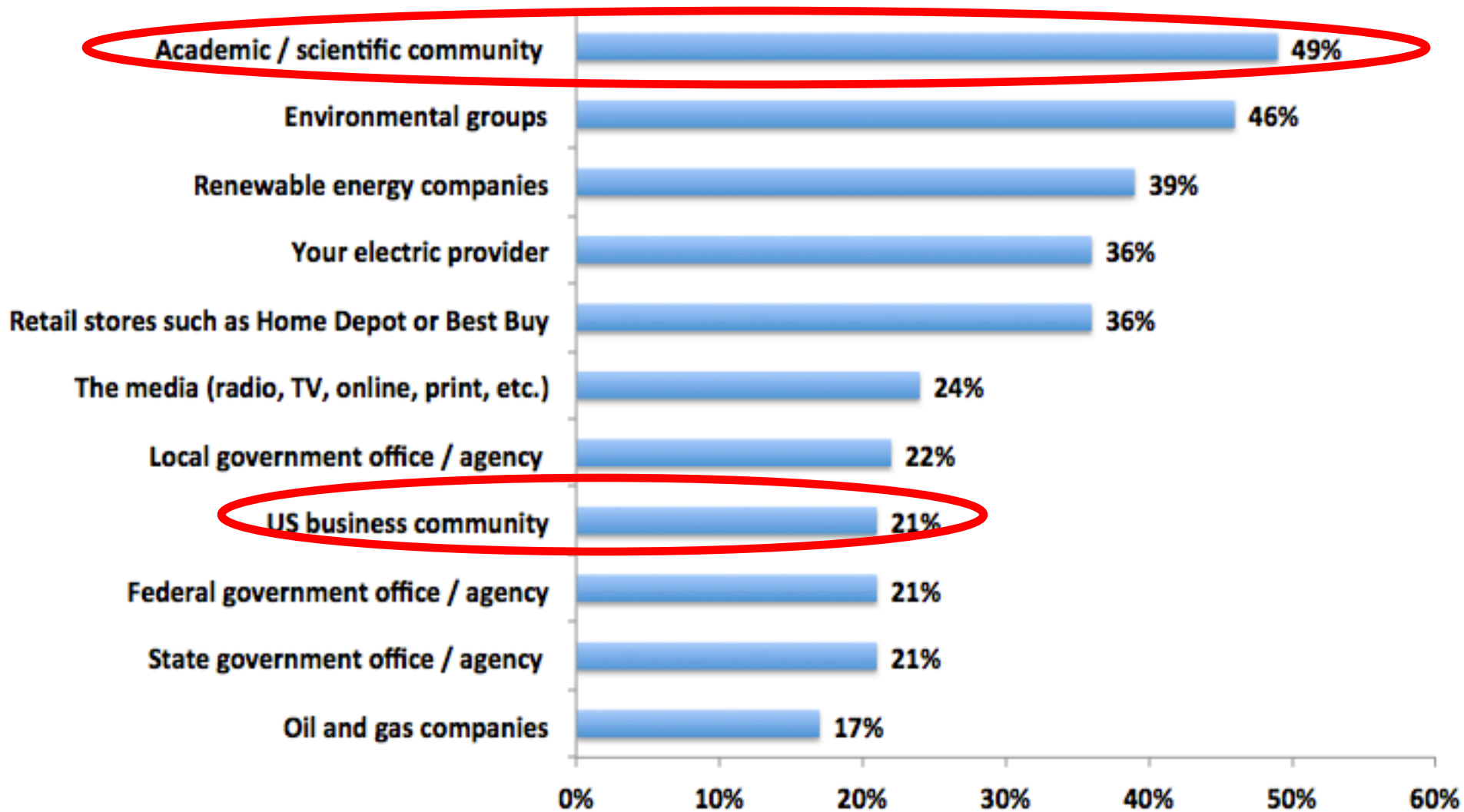


Who do you trust to provide information on how to conserve energy?



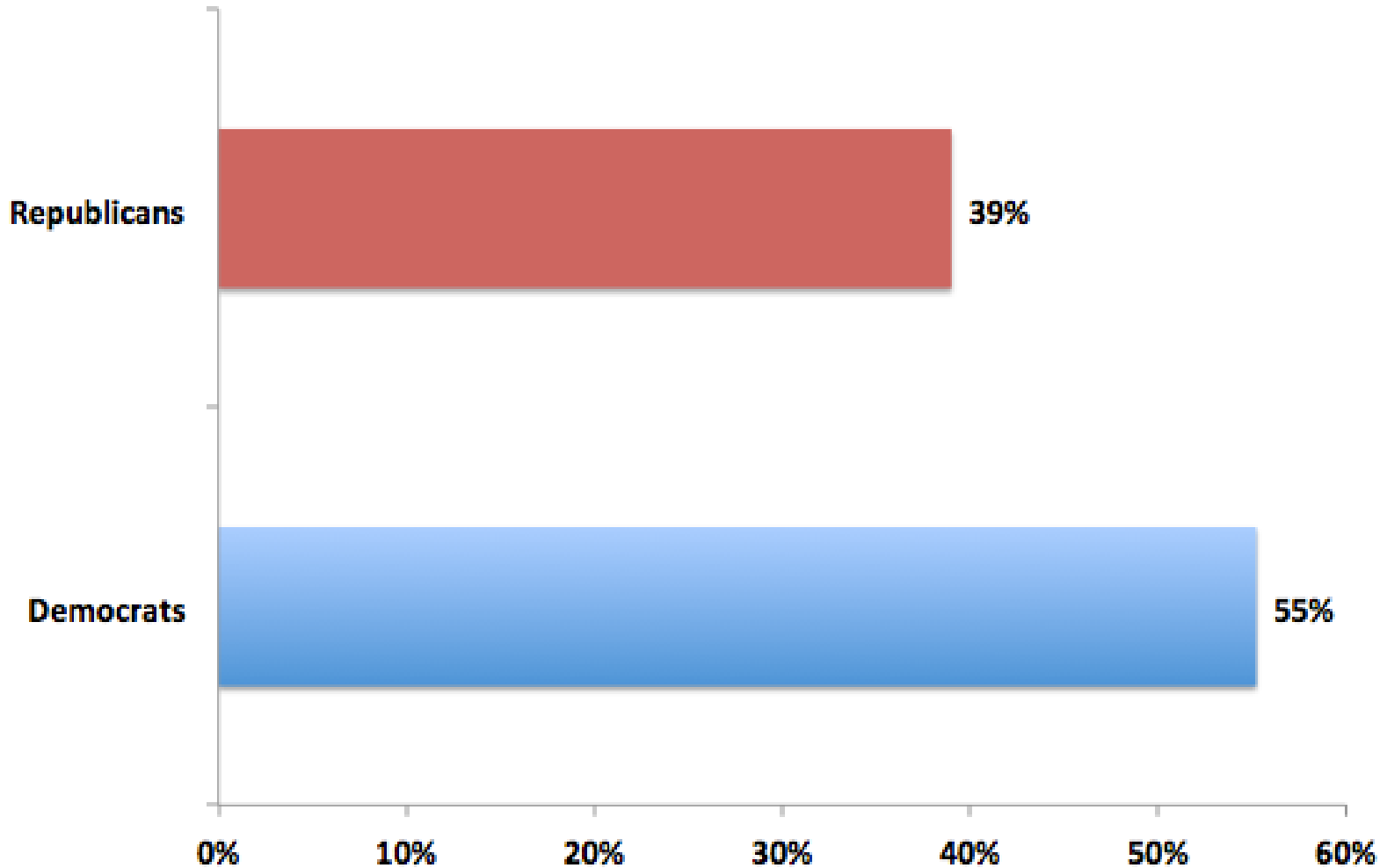
March 2013 Base: 2113.
All results based on weighted data

Who do you trust to provide information on how to conserve energy?



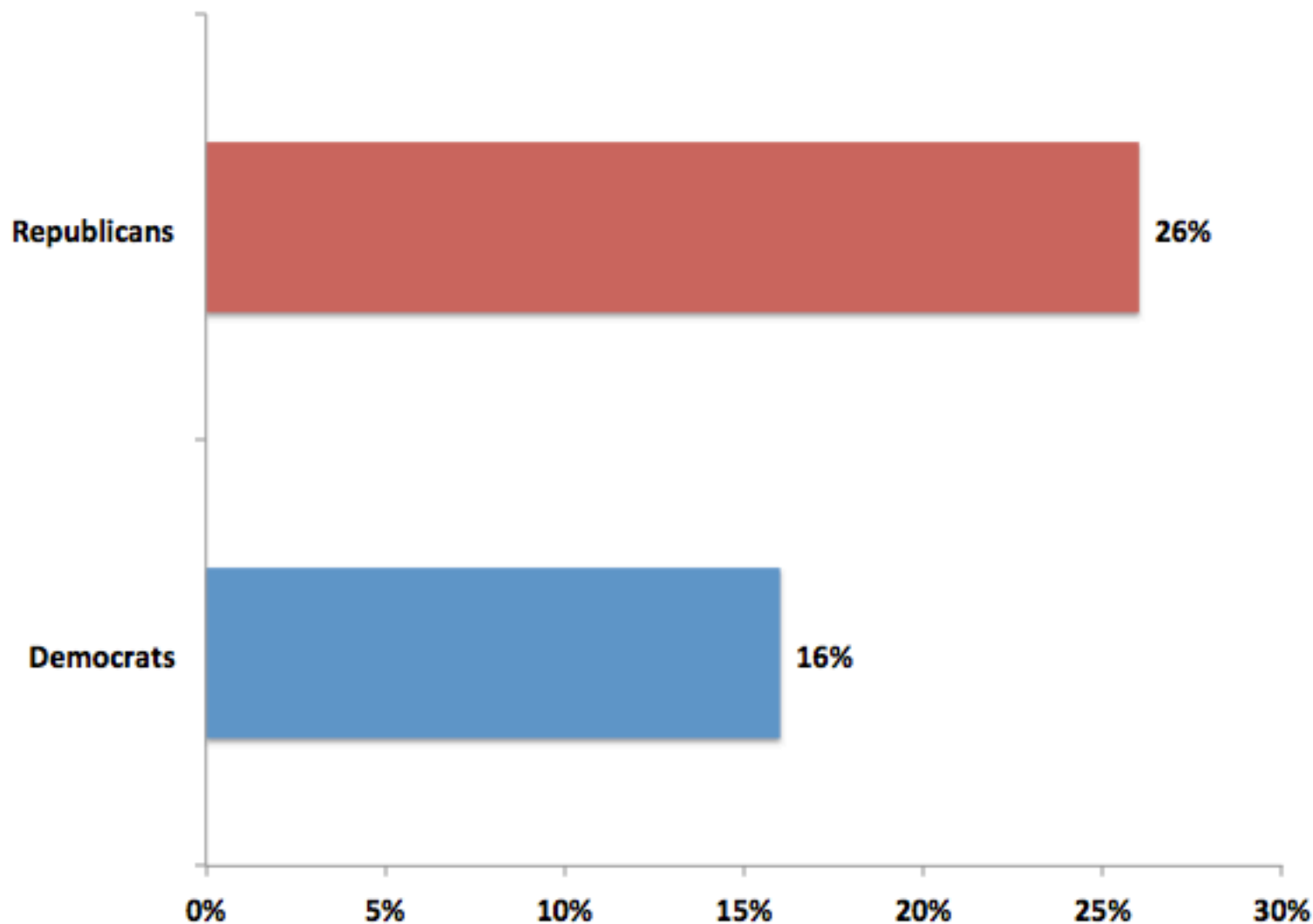
March 2013 Base: 2113.
All results based on weighted data

Trust the academic/scientific community to provide information on how to conserve energy



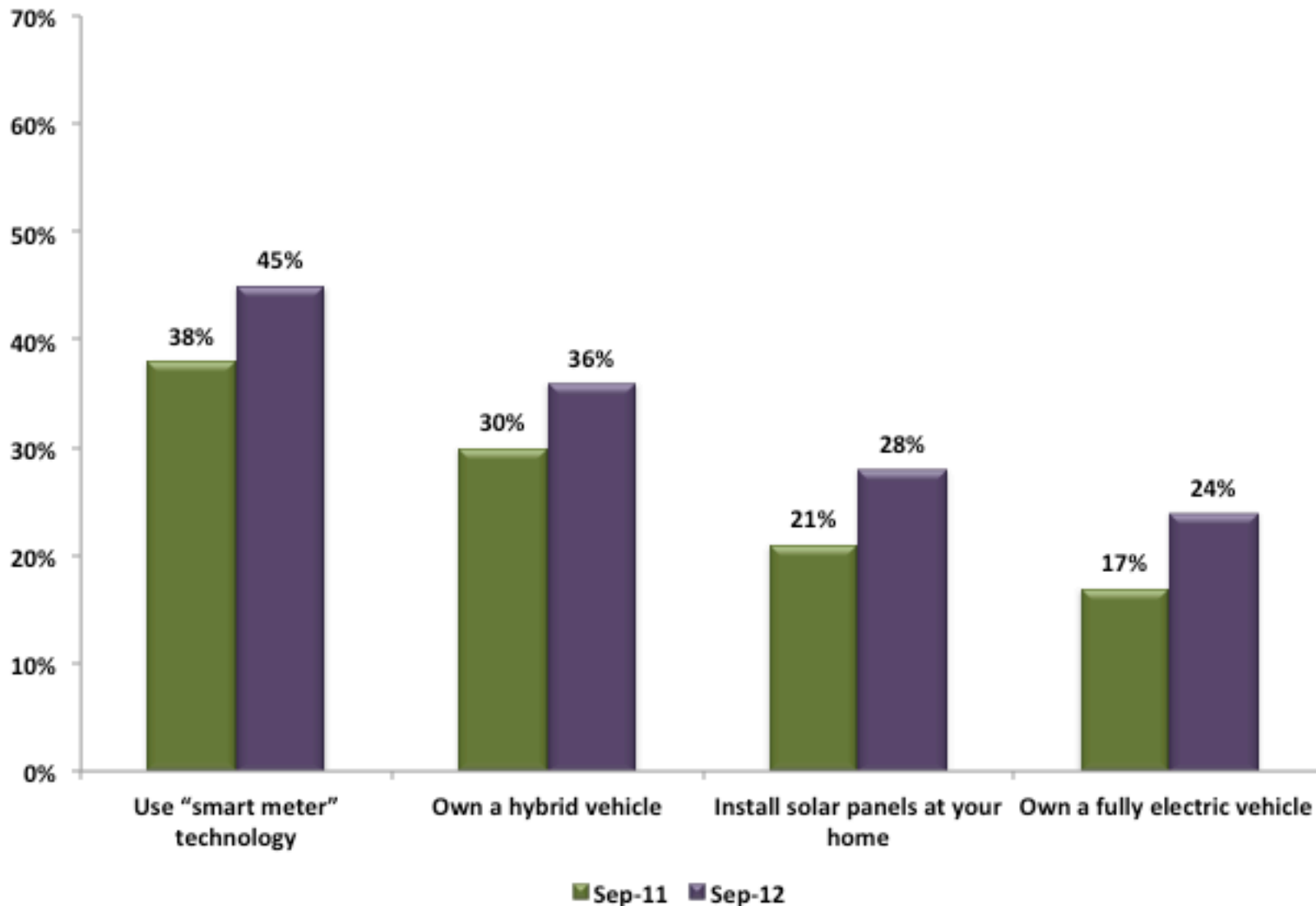
March 2013 Base: 2113.
All results based on weighted data

Trust the U.S. business community to provide information on how to conserve energy



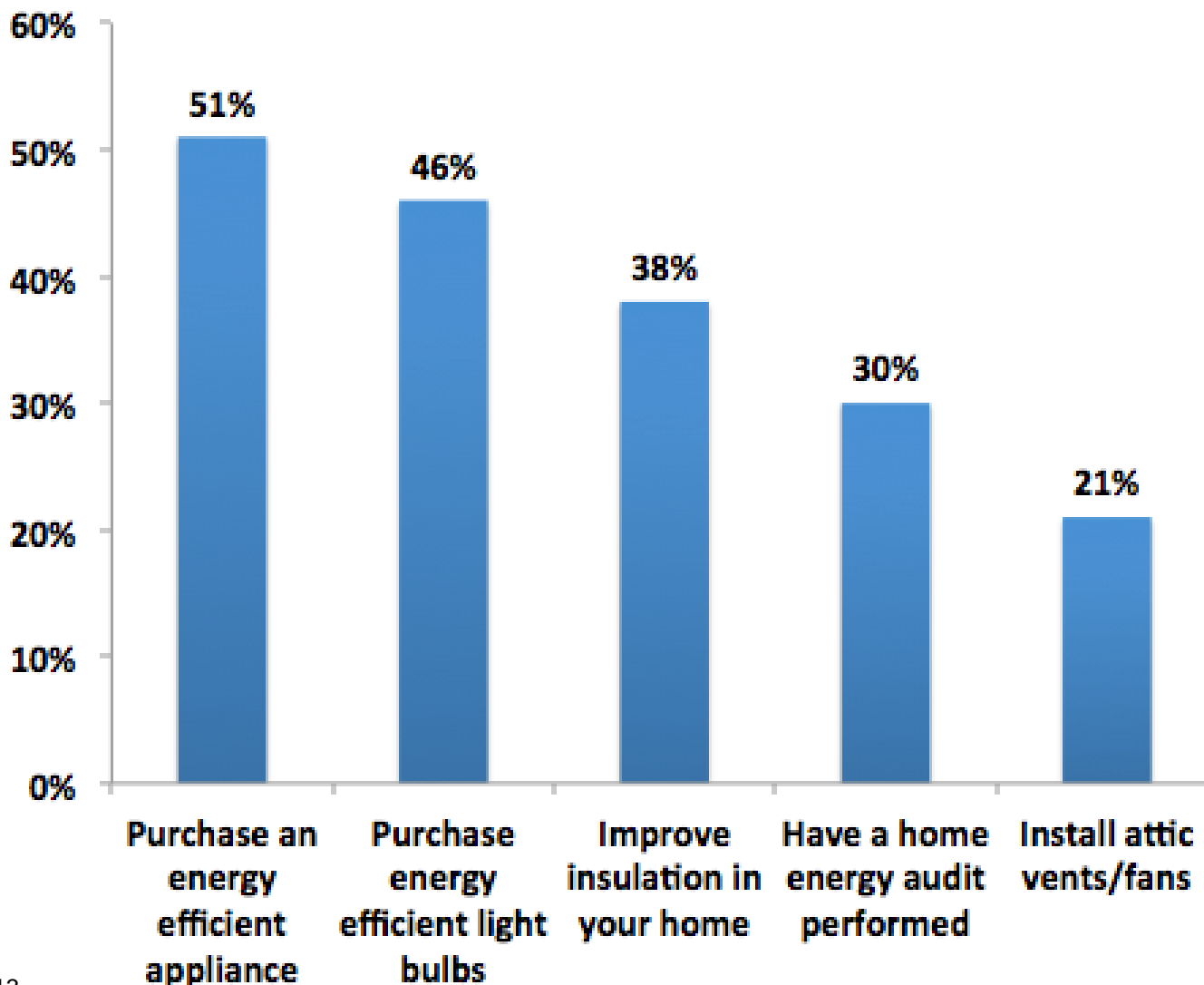
March 2013 Base: 2113.
All results based on weighted data

How likely is it that you will do each of the following within the next 5 years?



September 2011 Base: 3406, September 2012 Base: 2092.
All results based on weighted data

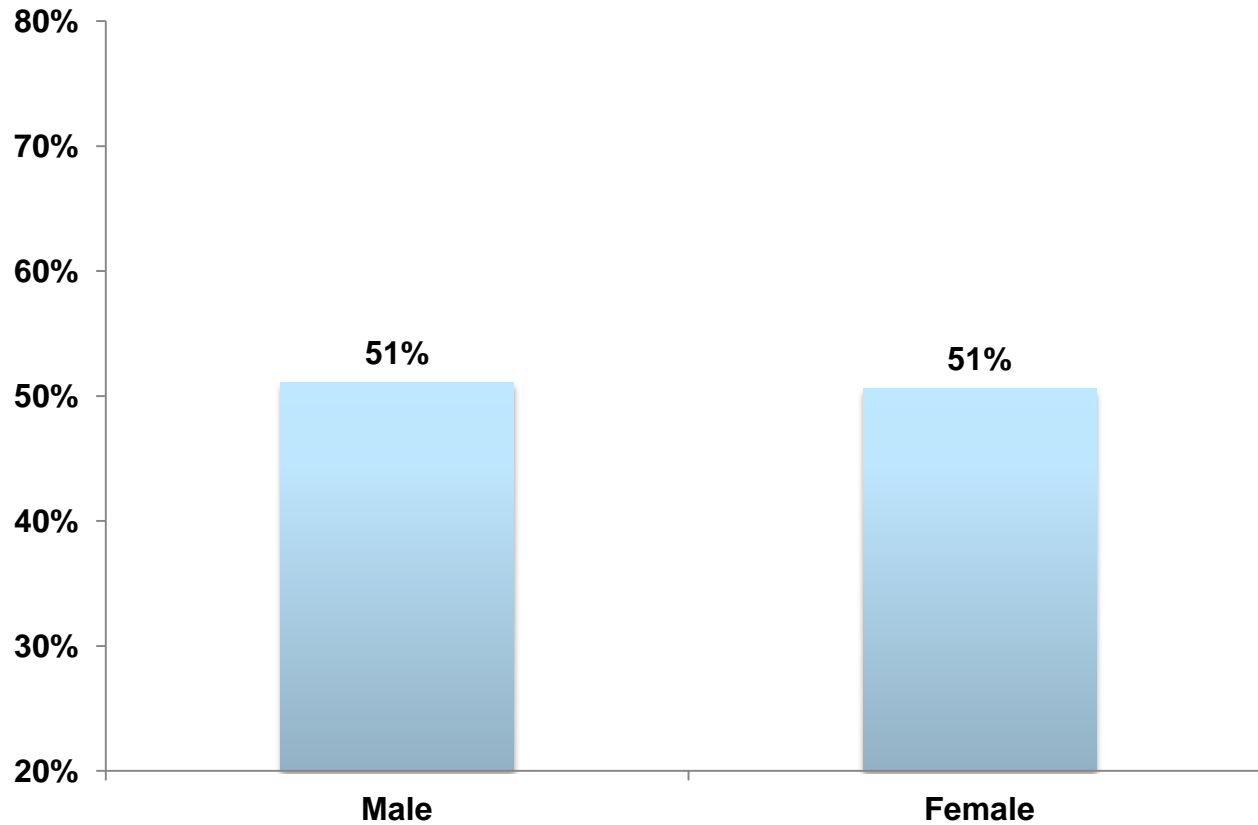
How likely is it that you will do each of the following within the next 5 years?



March 2013 Base: 2113.
All results based on weighted data

Energy Efficient Appliances

Likely to purchase energy efficient appliances in next 5 years



March 2013 Base: 2113.
All results based on weighted data

Energy Efficient Appliances

Northeast

(CT, MA, ME, NH, NJ, NY, PA, RI, VT)

Midwest

(IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI)

South

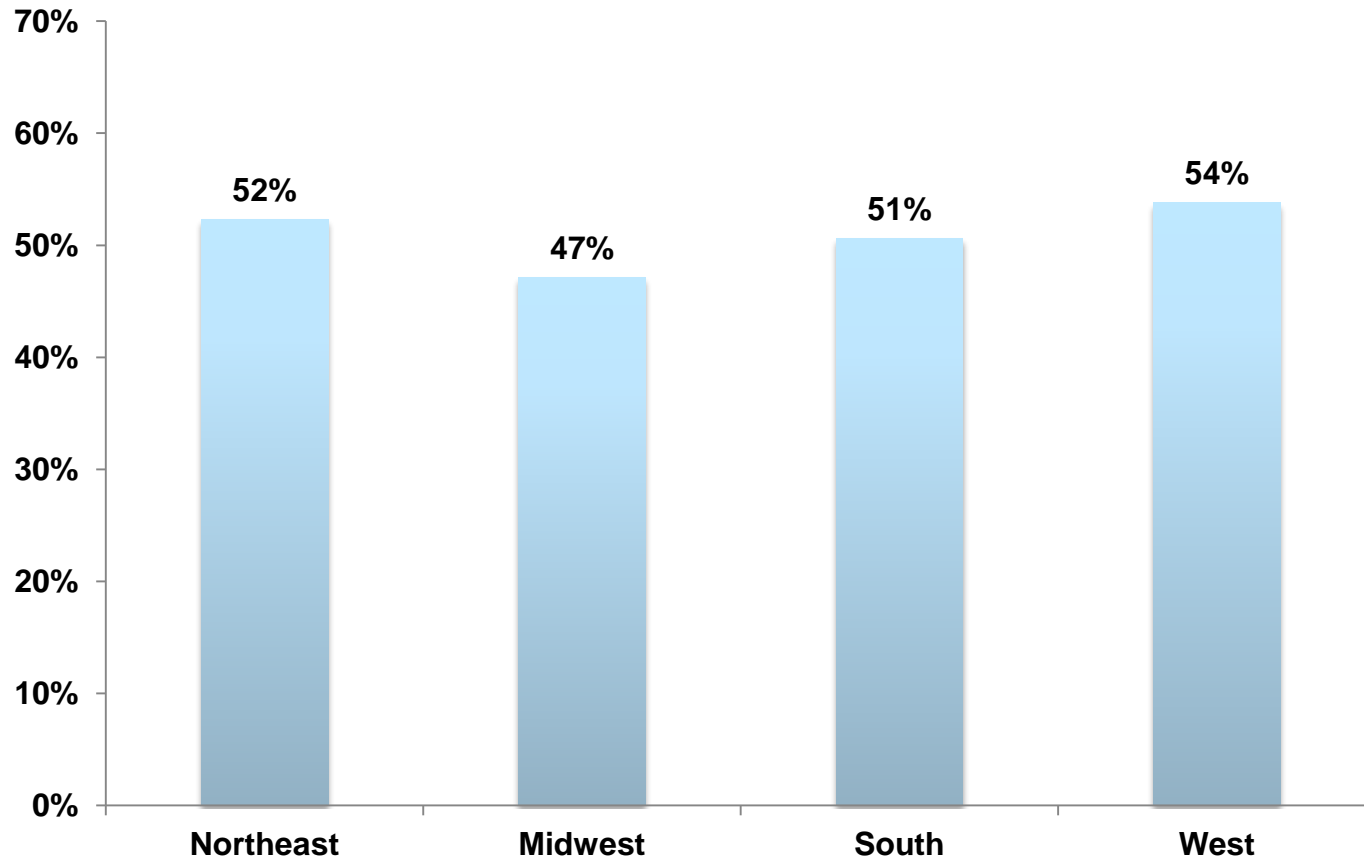
(AL, AR, DC, DE, FL, GA, KY, LA, MD, MS, NC, OK, SC, TN, TX, VA, WV)

West

(AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY)

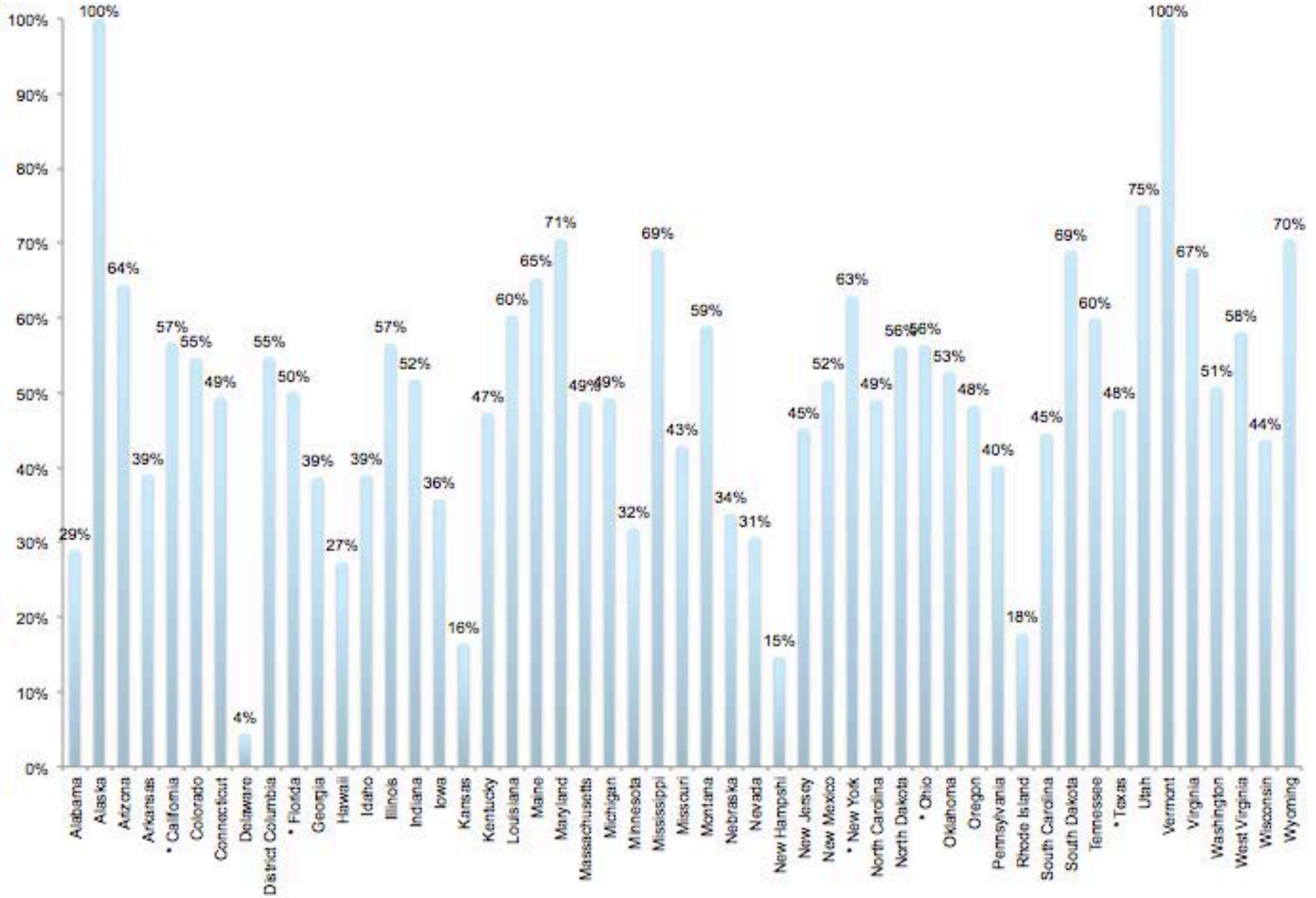
Energy Efficient Appliances

Likely to purchase energy efficient appliances in next 5 years



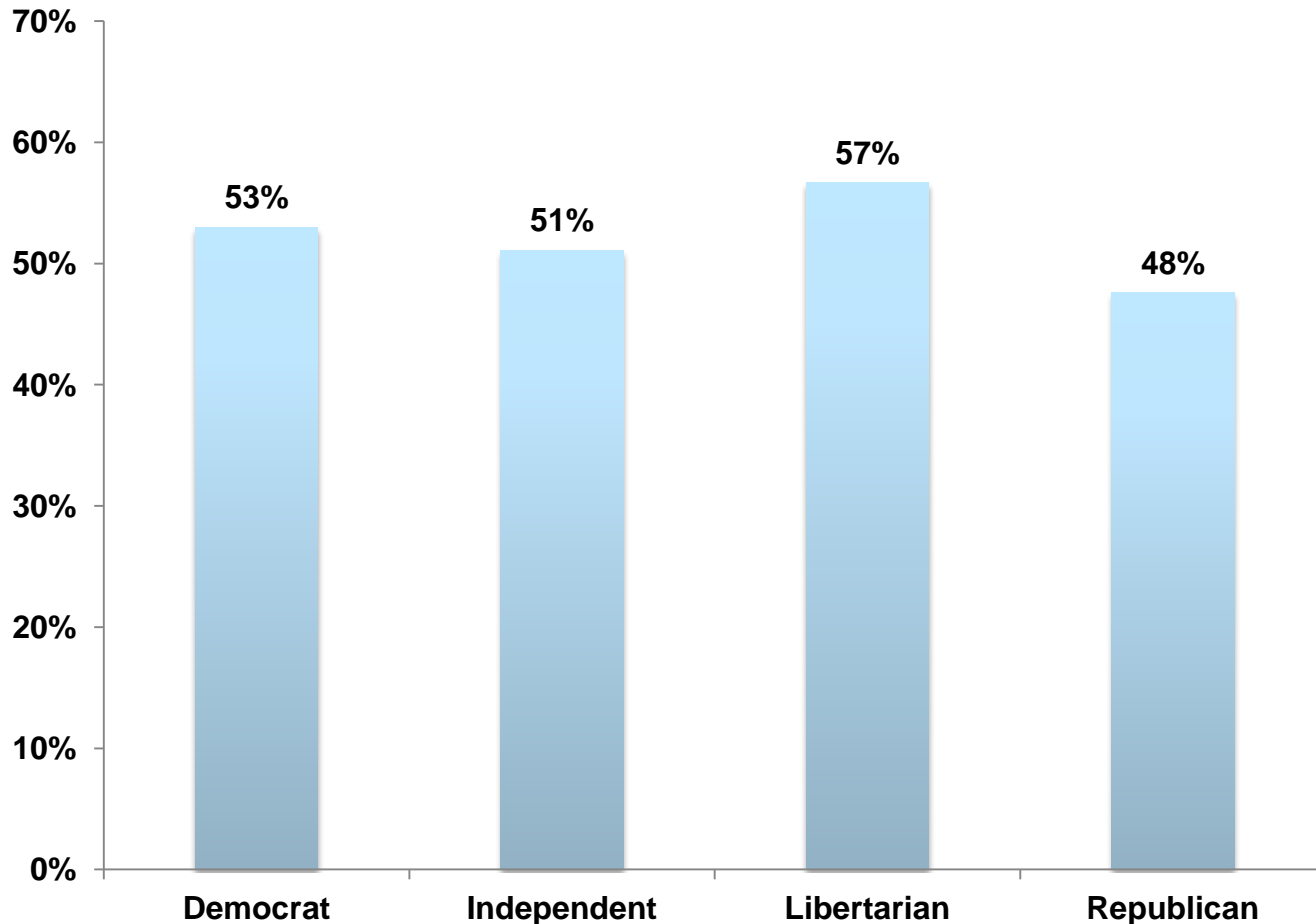
March 2013 Base: 2113.
All results based on weighted data

Energy Efficient Appliances



Energy Efficient Appliances

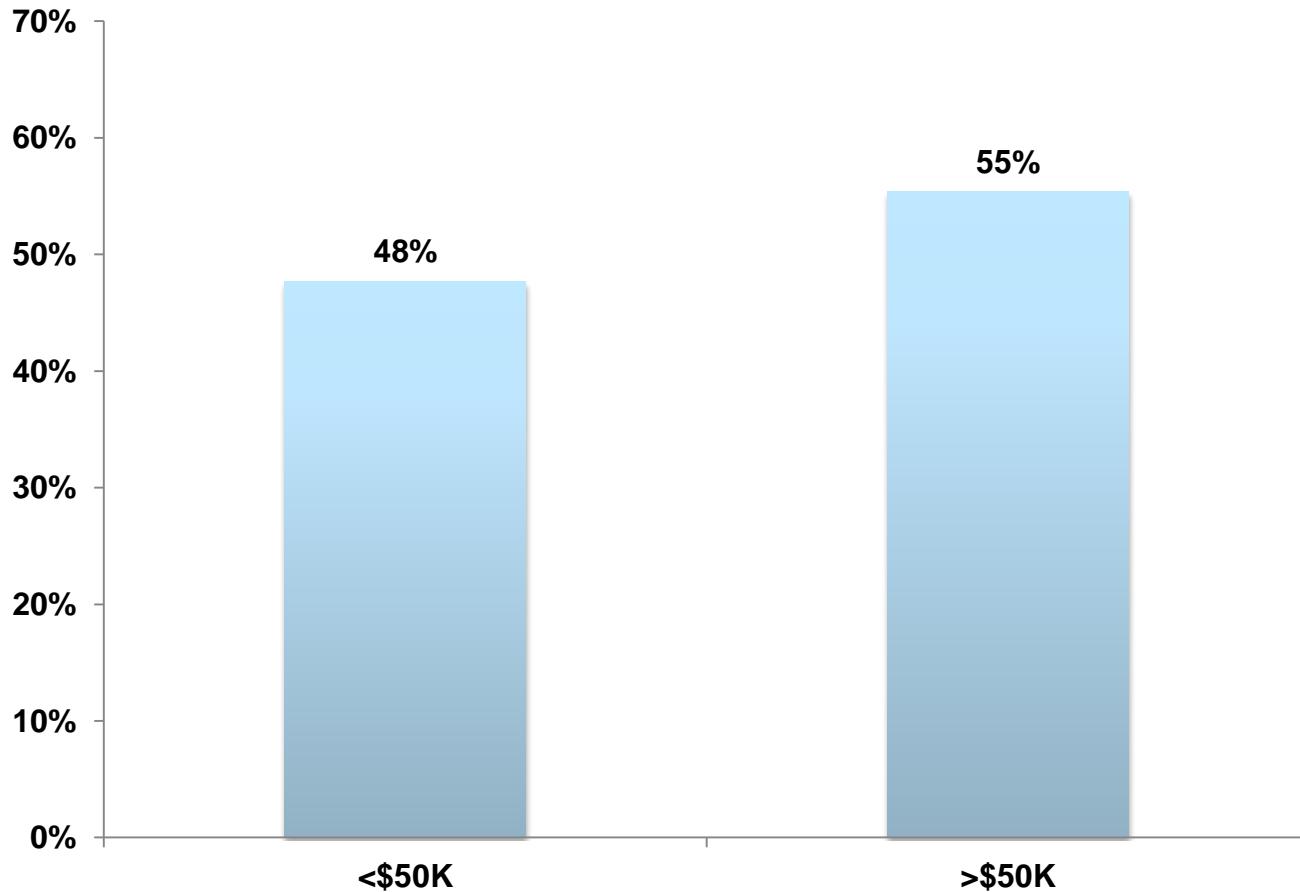
Likely to purchase energy efficient appliances in next 5 years



March 2013 Base: 2113.
All results based on weighted data

Energy Efficient Appliances

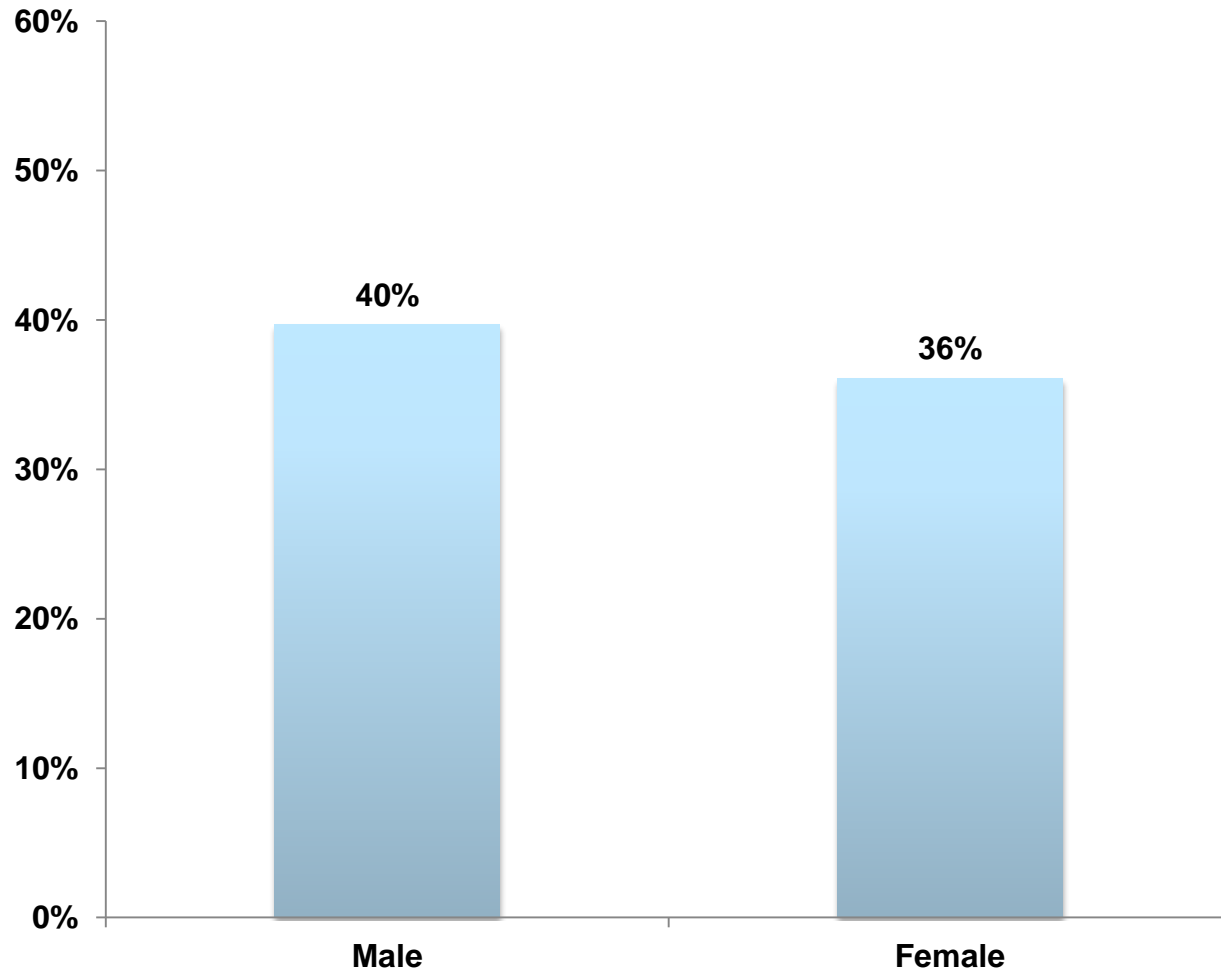
Likely to purchase energy efficient appliances in next 5 years



March 2013 Base: 2113.
All results based on weighted data

Insulation

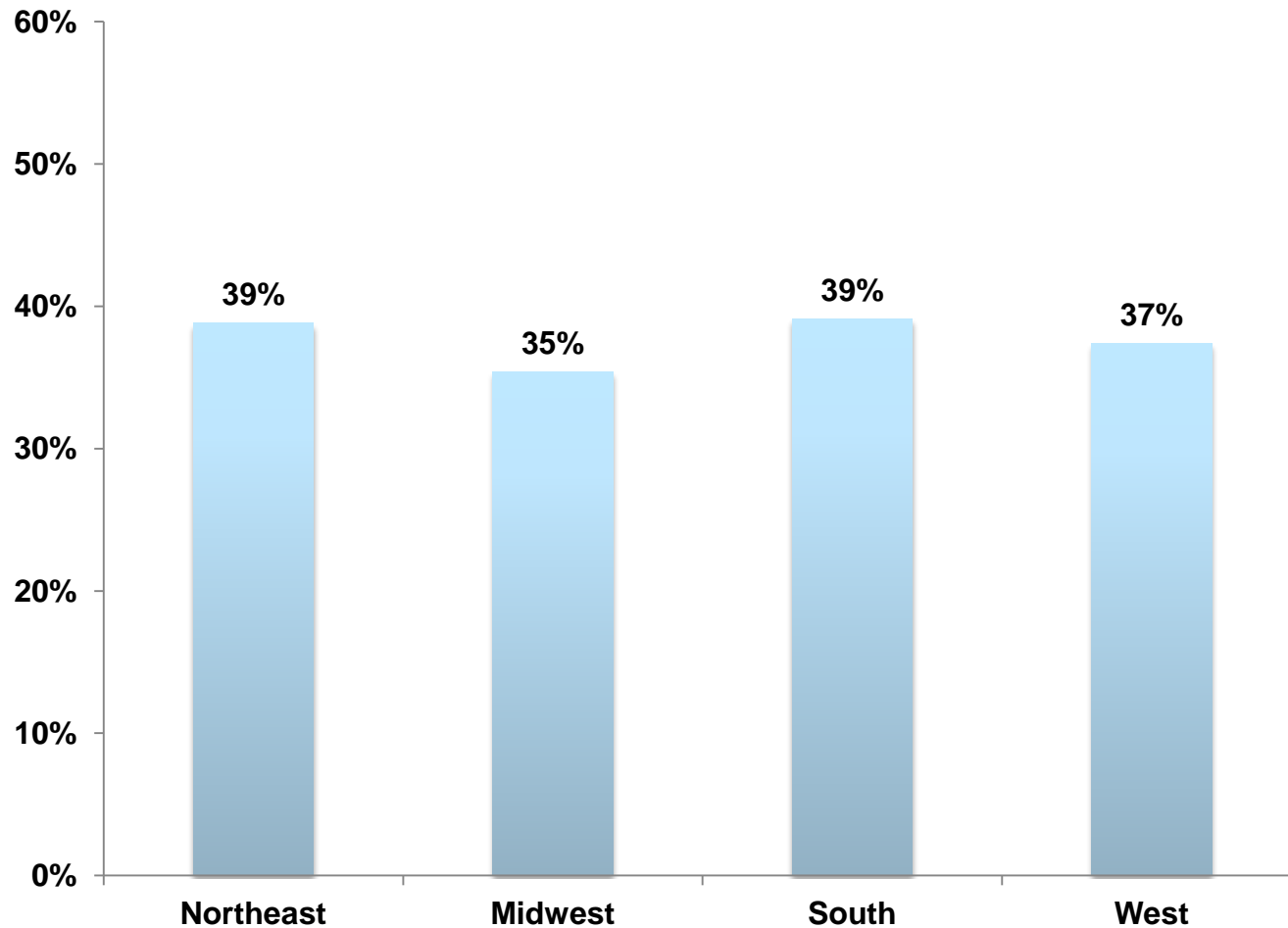
Likely to improve insulation in the next 5 years



March 2013 Base: 2113.
All results based on weighted data

Insulation

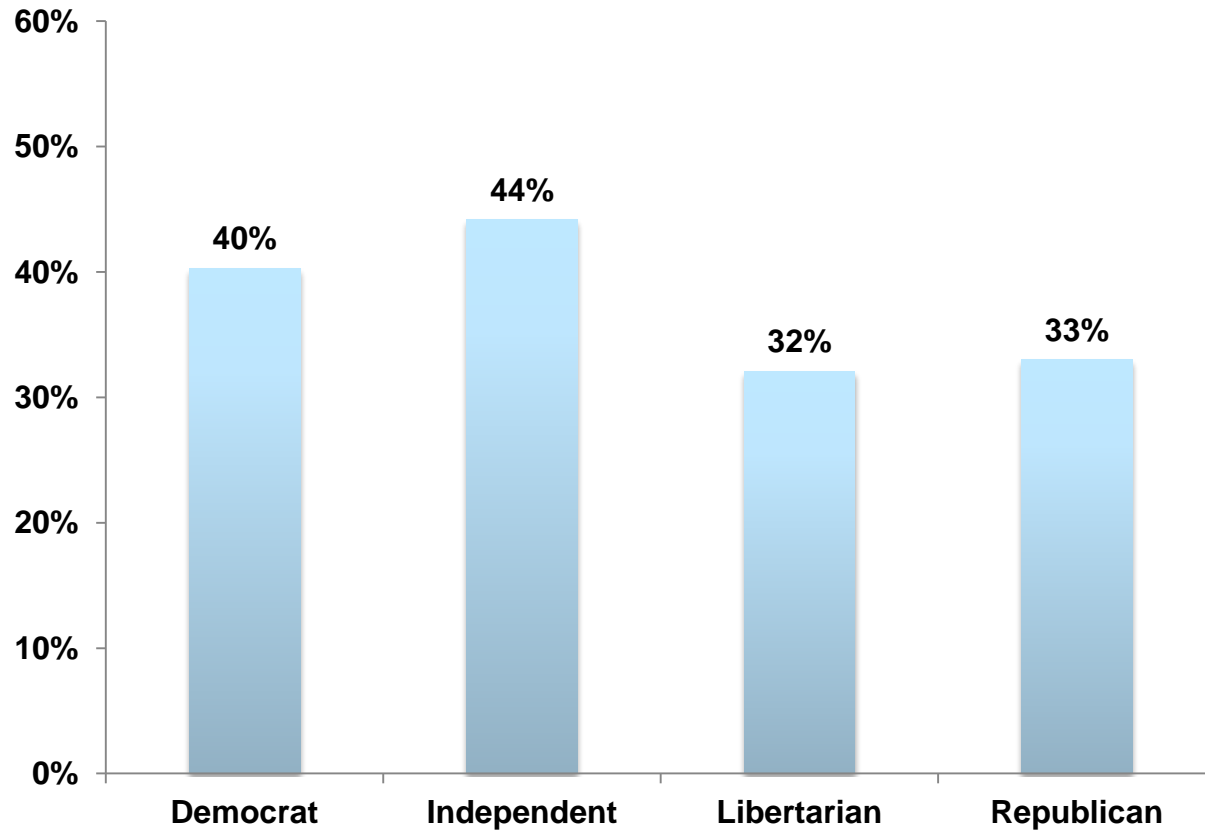
Likely to improve insulation in the next 5 years



March 2013 Base: 2113.
All results based on weighted data

Insulation

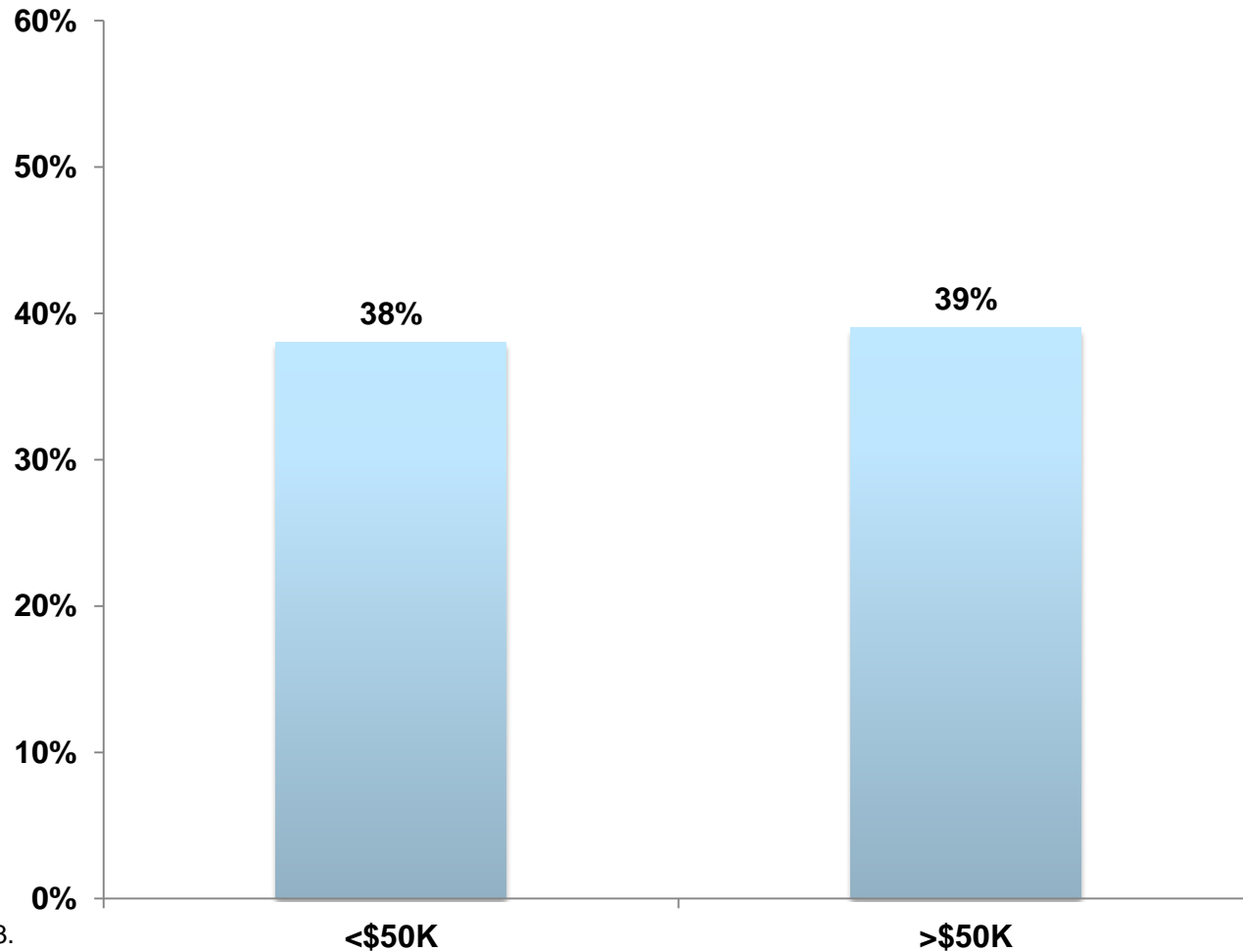
Likely to improve insulation in the next 5 years



March 2013 Base: 2113.
All results based on weighted data

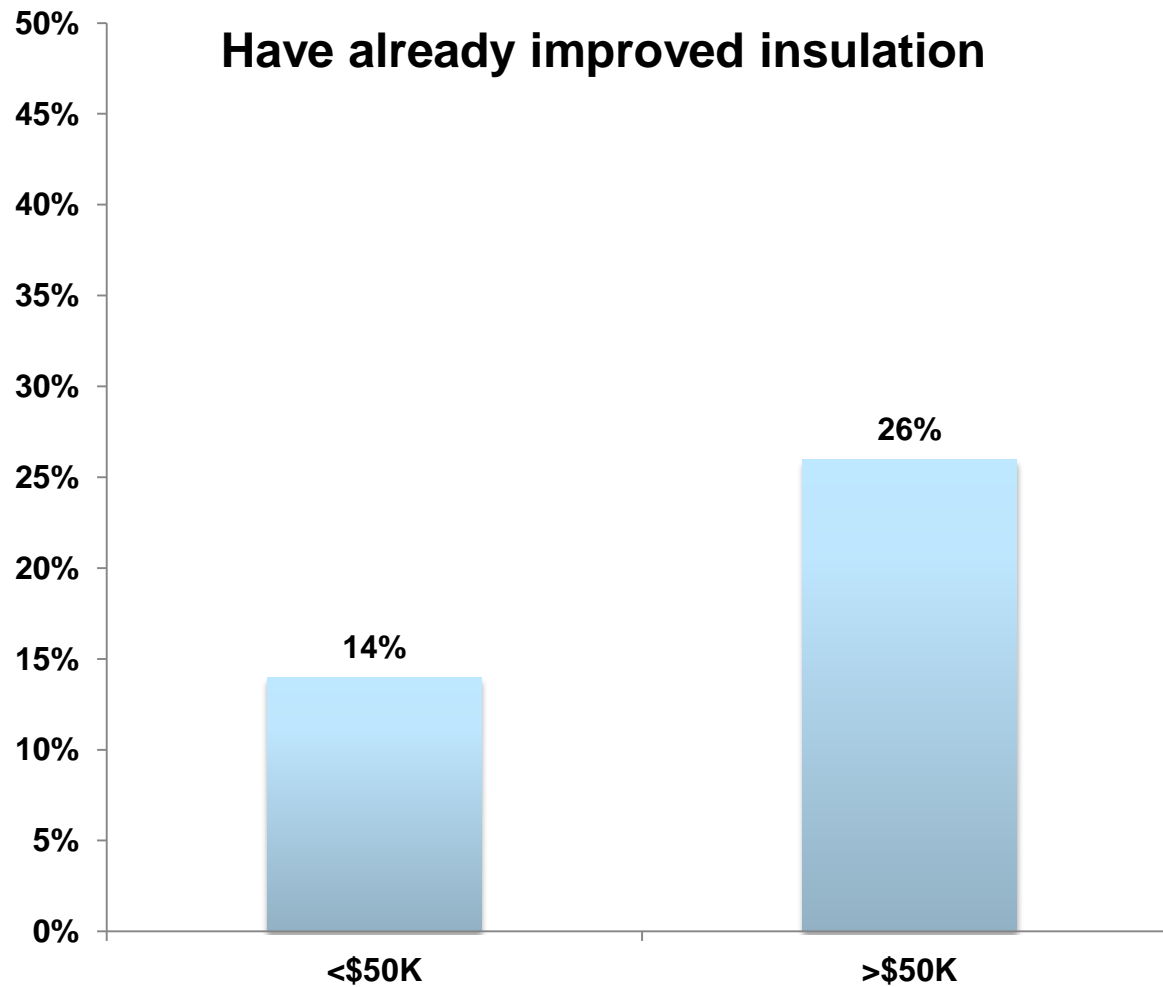
Insulation

Likely to improve insulation in the next 5 years



March 2013 Base: 2113.
All results based on weighted data

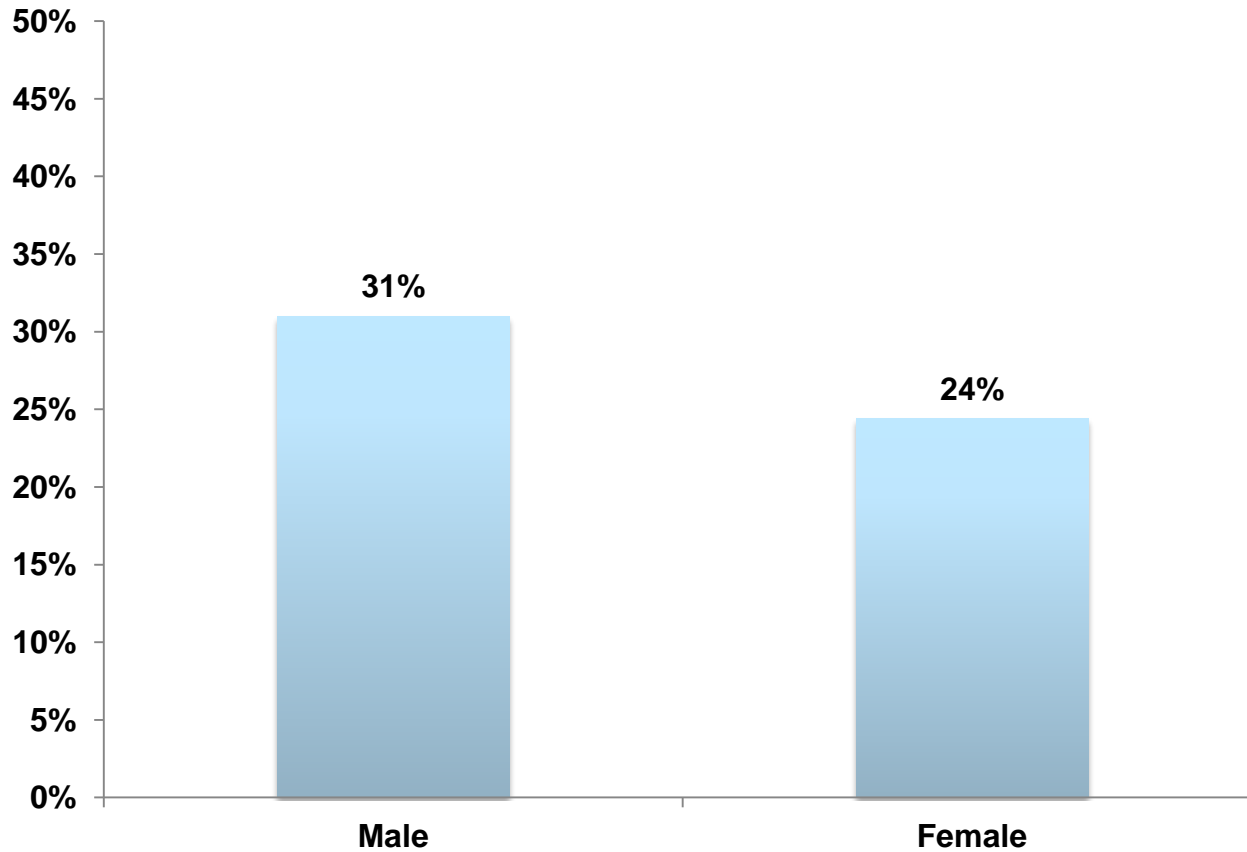
Insulation



March 2013 Base: 2113.
All results based on weighted data

Solar Panels

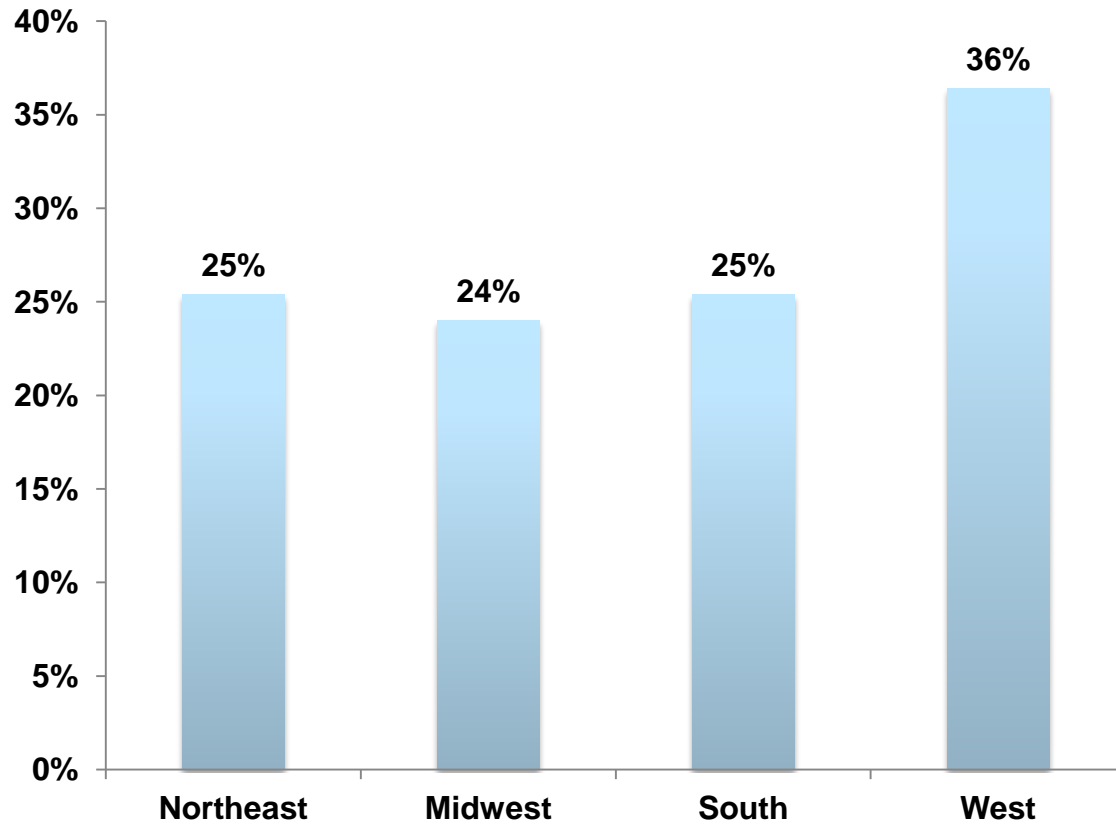
Likely to install solar panels in the next 5 years



September 2012 Base: 2092
All results based on weighted data

Solar Panels

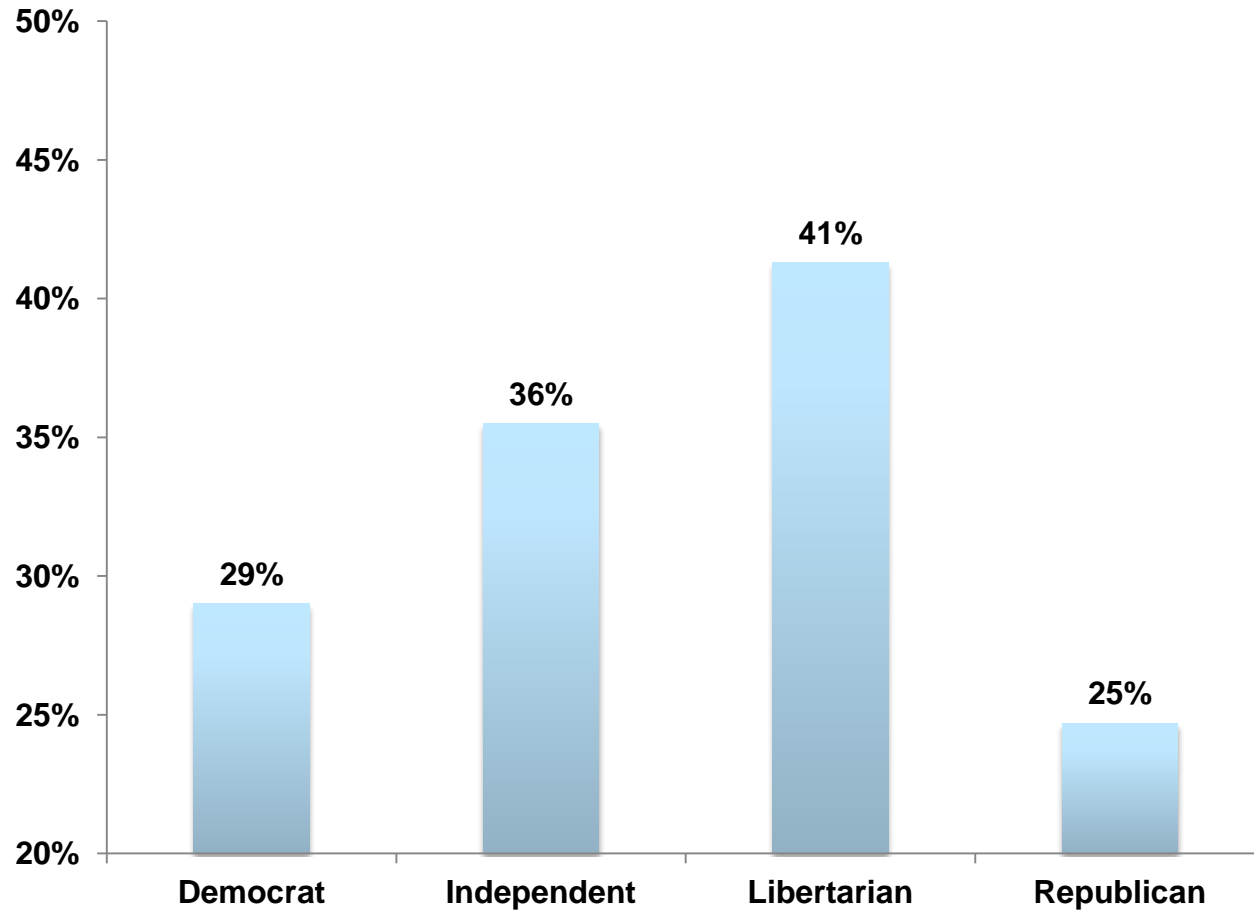
Likely to install solar panels in the next 5 years



September 2012 Base: 2092
All results based on weighted data

Solar Panels

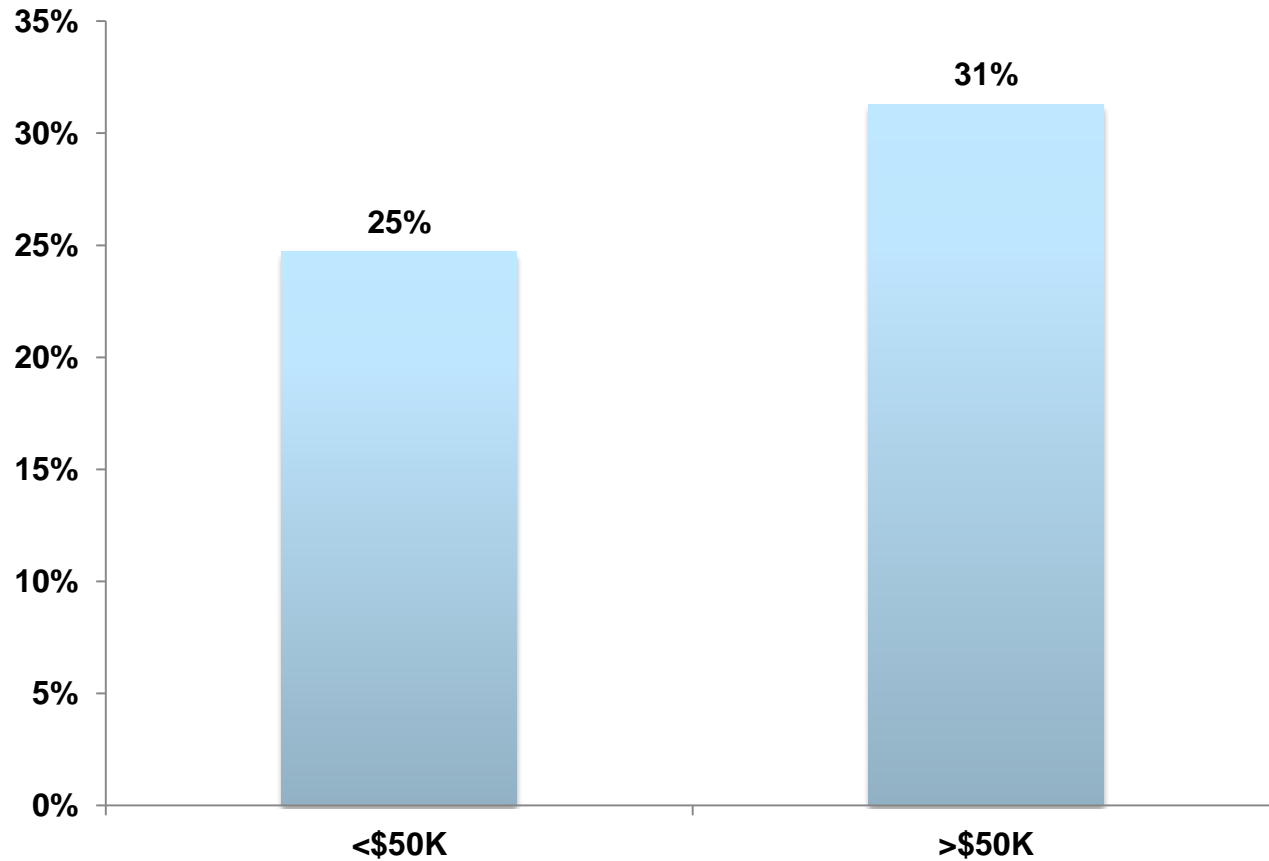
Likely to install solar panels in the next 5 years



September 2012 Base: 2092
All results based on weighted data

Solar Panels

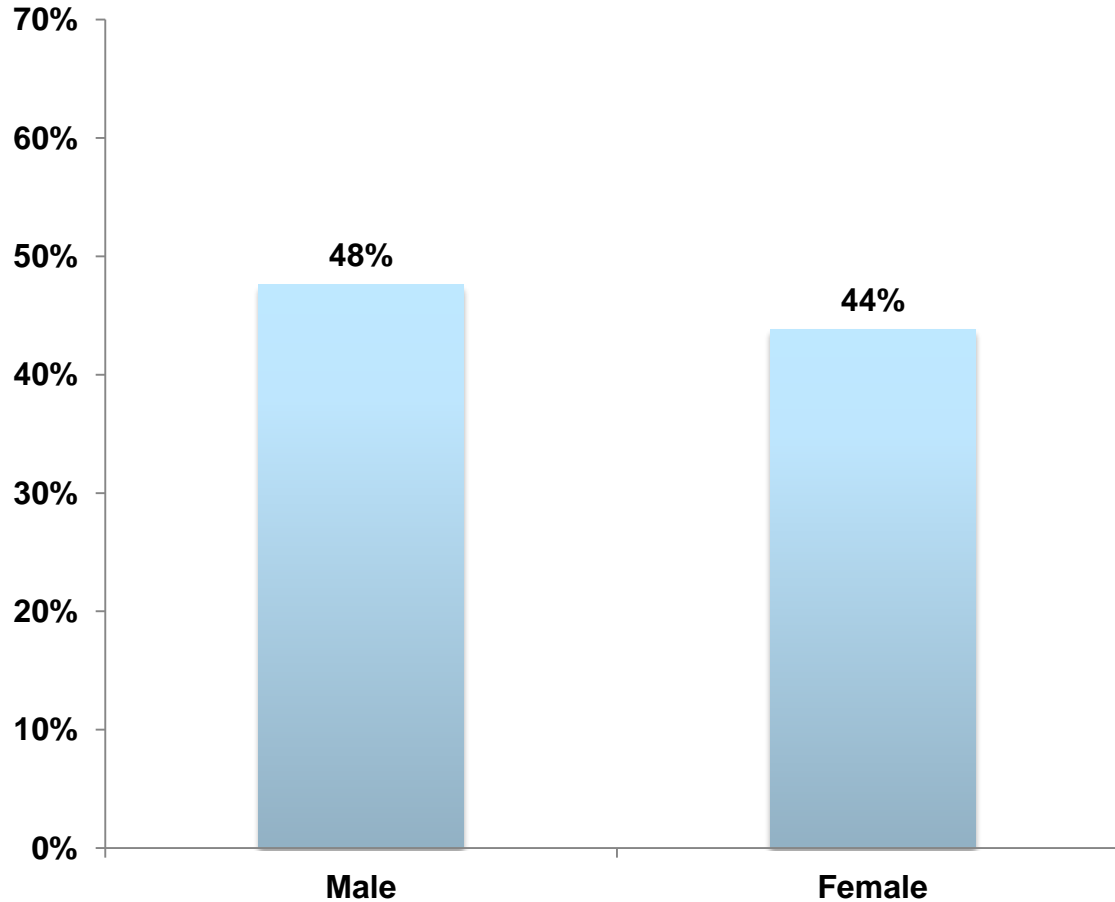
Likely to install solar panels in the next 5 years



September 2012 Base: 2092
All results based on weighted data

Energy Efficient Light Bulbs

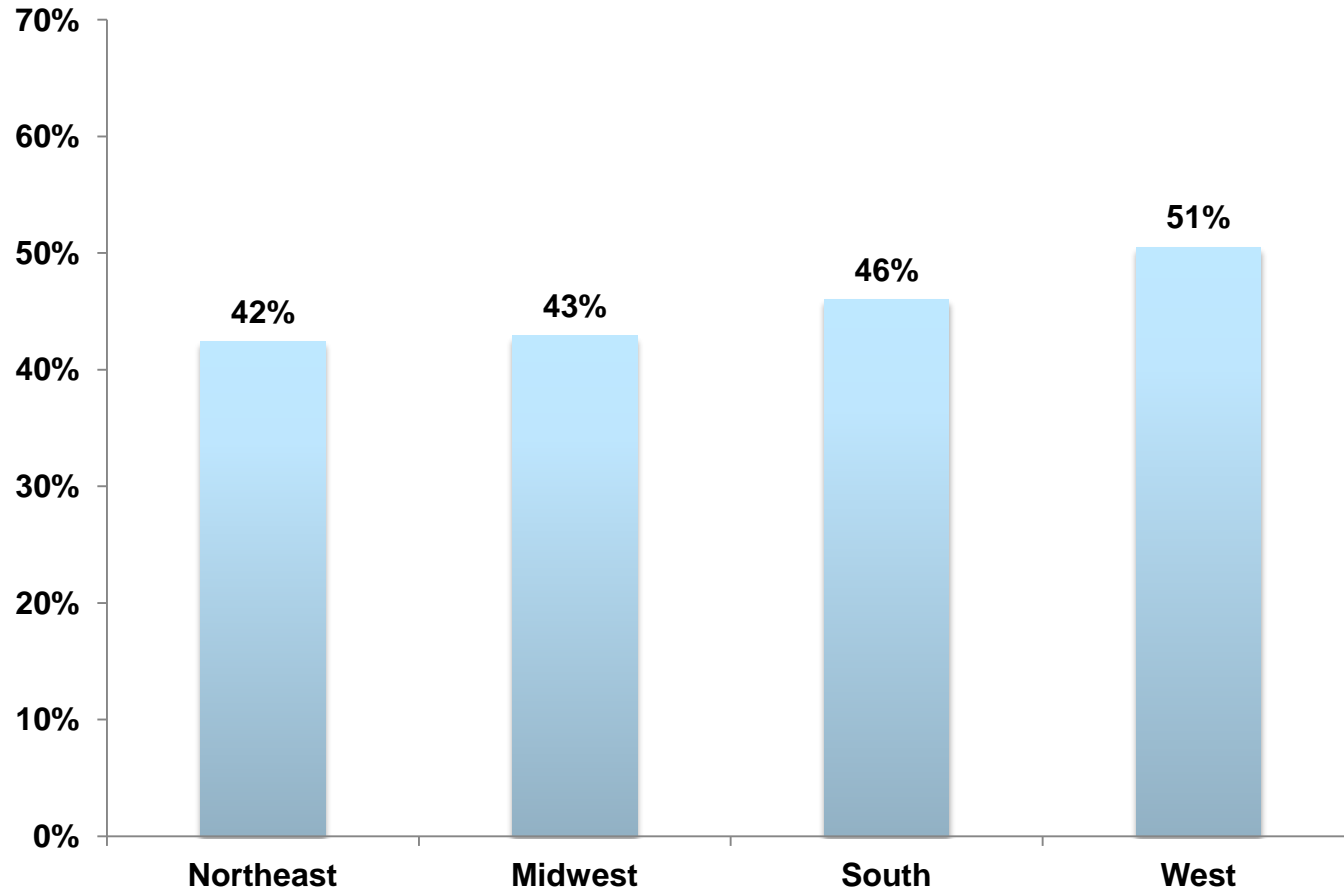
Likely to purchase energy efficient light bulbs in the next 5 years



March 2013 Base: 2113.
All results based on weighted data

Energy Efficient Light Bulbs

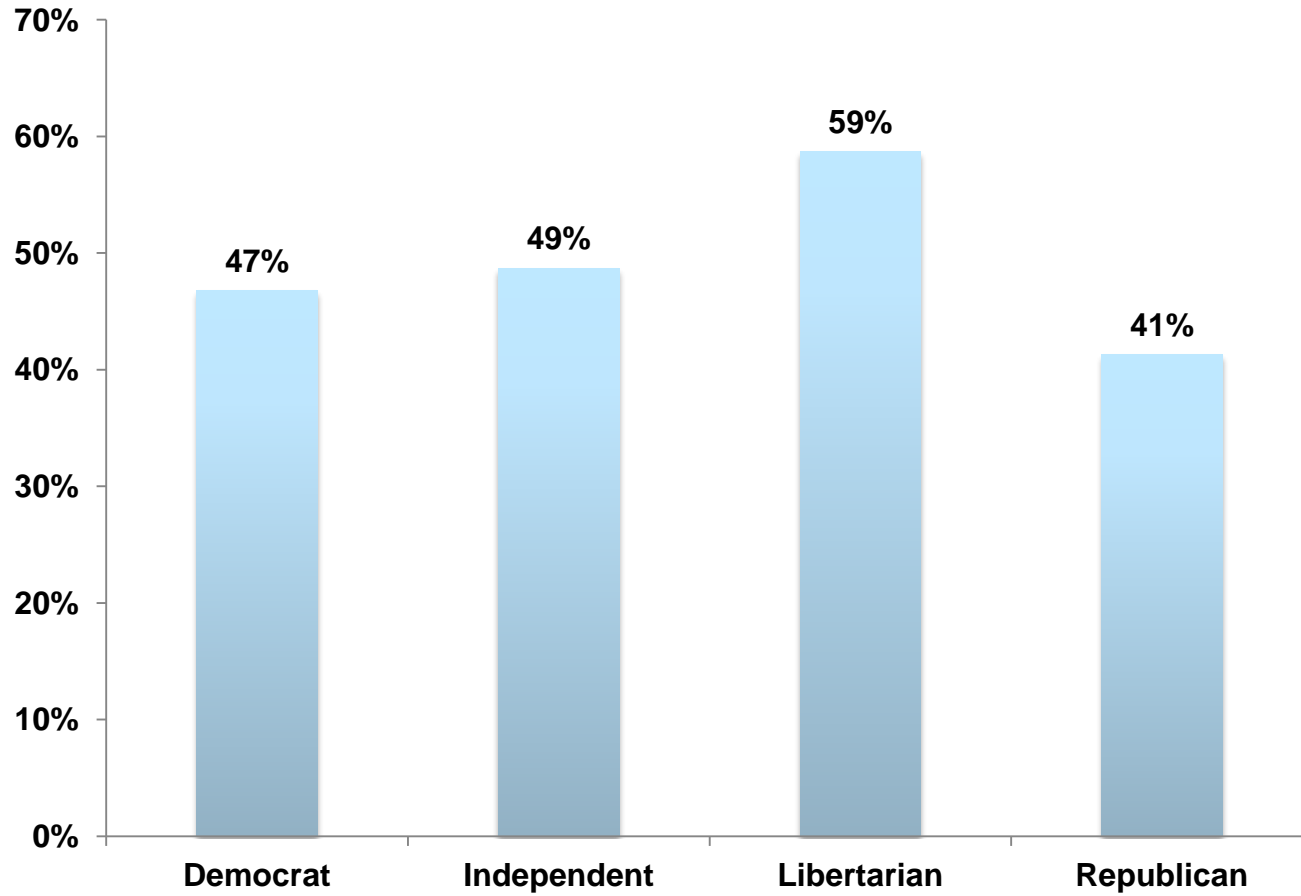
Likely to purchase energy efficient light bulbs in the next 5 years



March 2013 Base: 2113.
All results based on weighted data

Energy Efficient Light Bulbs

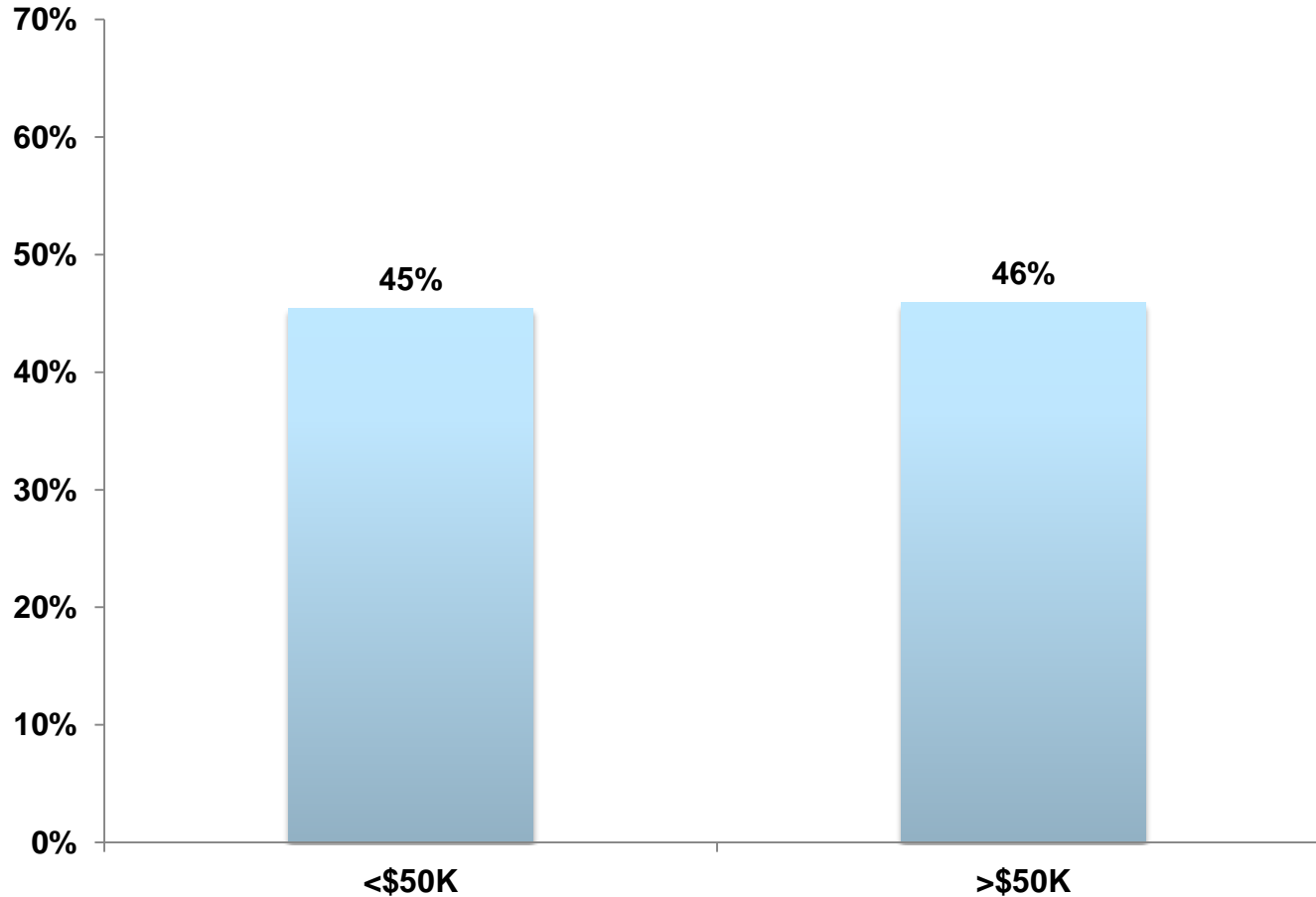
Likely to purchase energy efficient light bulbs in the next 5 years



March 2013 Base: 2113.
All results based on weighted data

Energy Efficient Light Bulbs

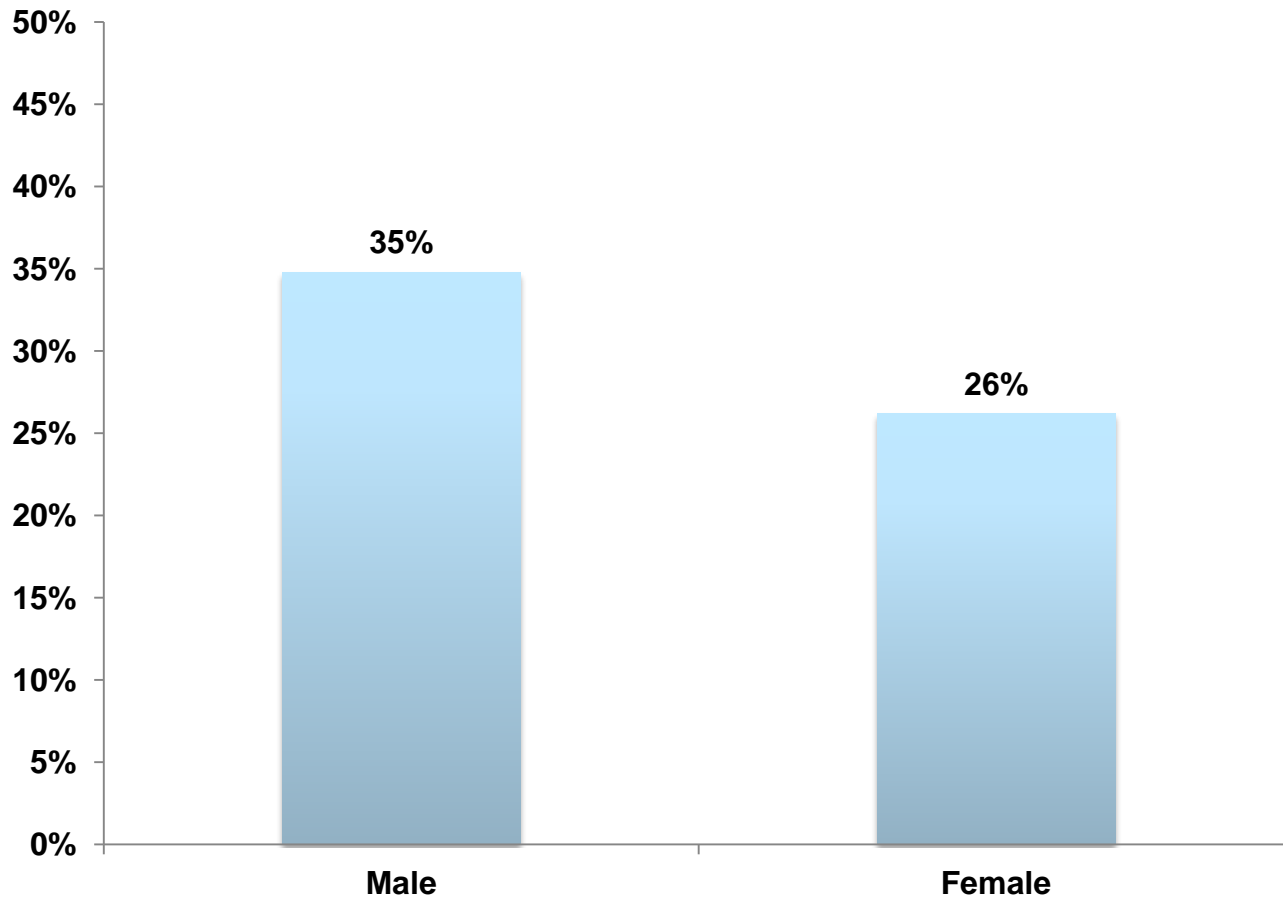
Likely to purchase energy efficient light bulbs in the next 5 years



March 2013 Base: 2113.
All results based on weighted data

Energy Audit

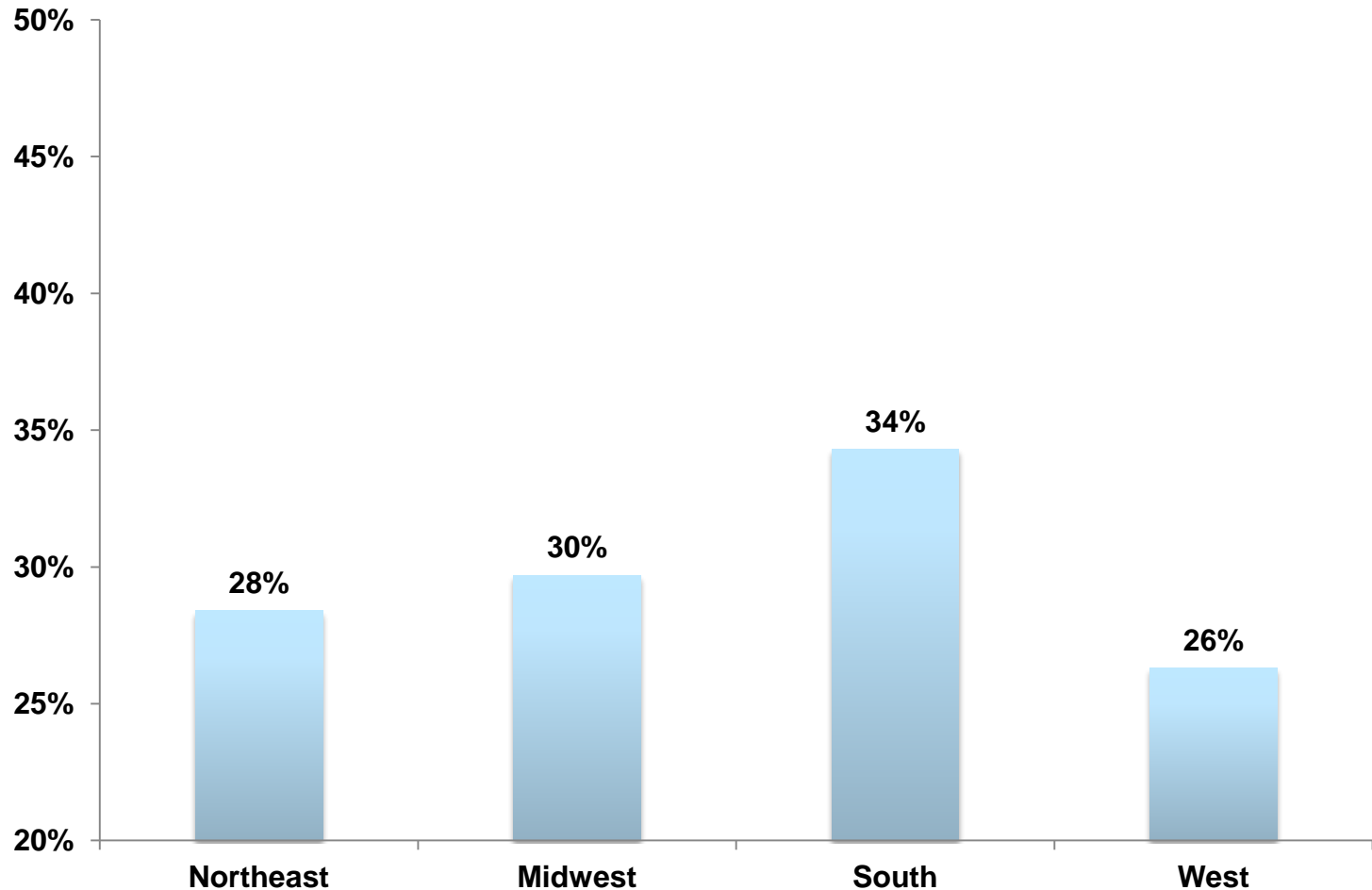
Likely to have a home energy audit performed in the next 5 years



March 2013 Base: 2113.
All results based on weighted data

Energy Audit

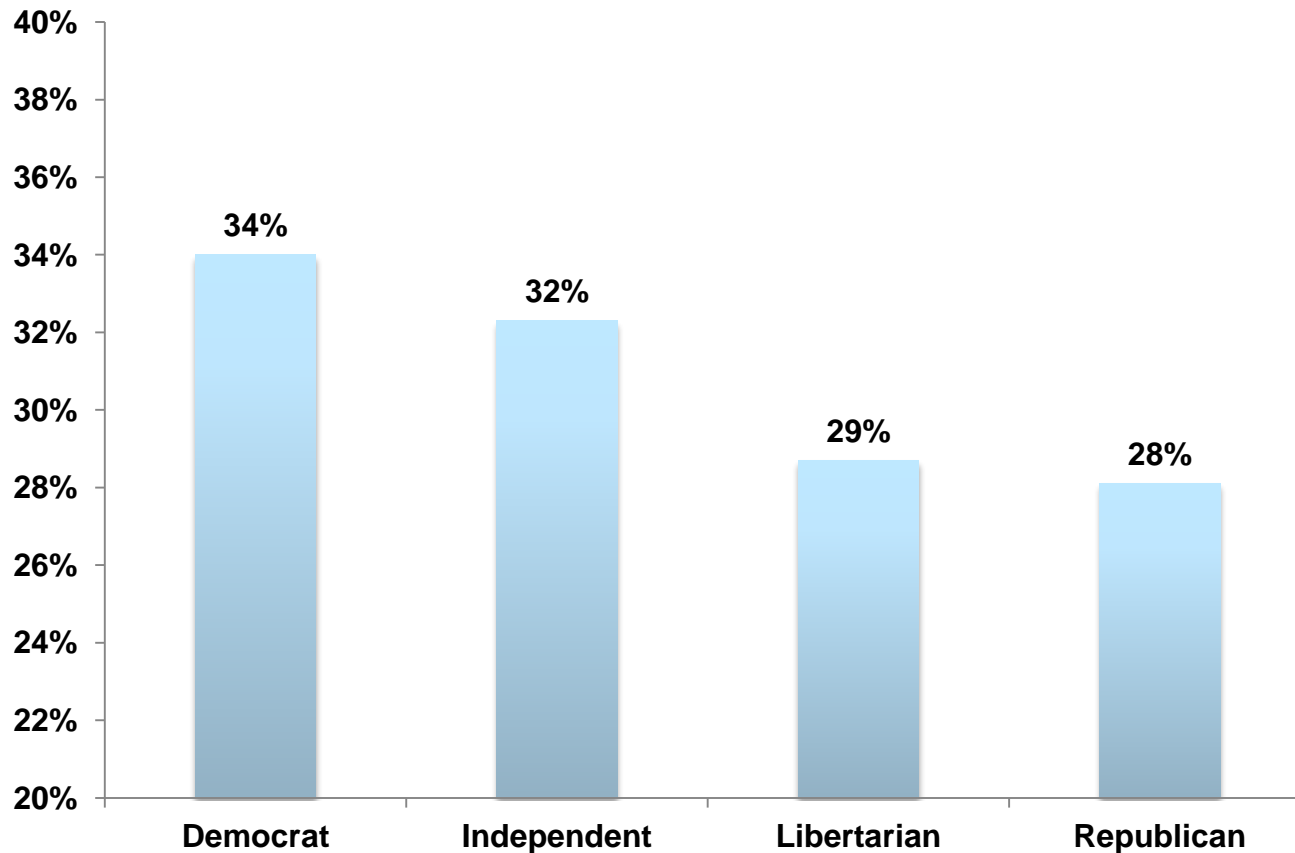
Likely to have a home energy audit performed in the next 5 years



March 2013 Base: 2113.
All results based on weighted data

Energy Audit

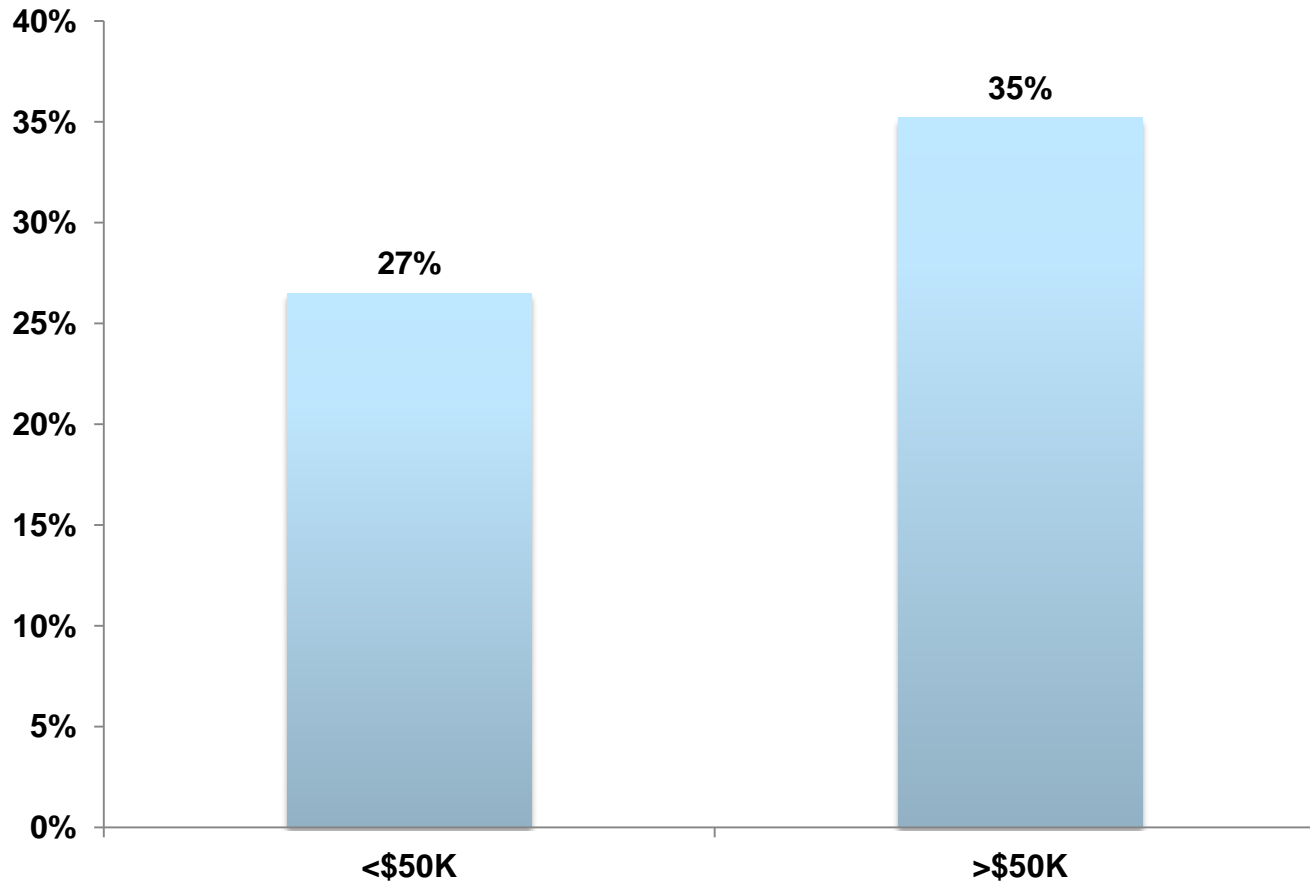
Likely to have a home energy audit performed in the next 5 years



March 2013 Base: 2113.
All results based on weighted data

Energy Audit

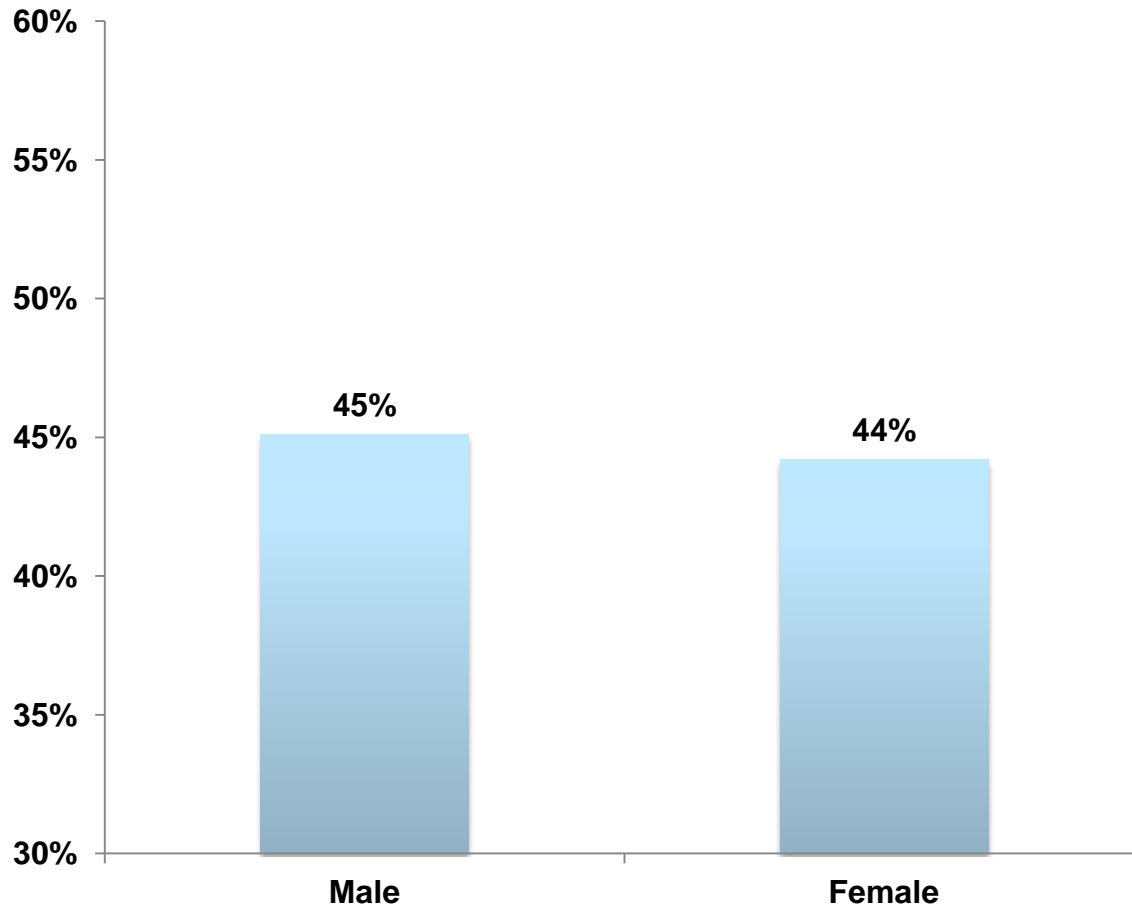
Likely to have a home energy audit performed in the next 5 years



March 2013 Base: 2113.
All results based on weighted data

Smart Meters

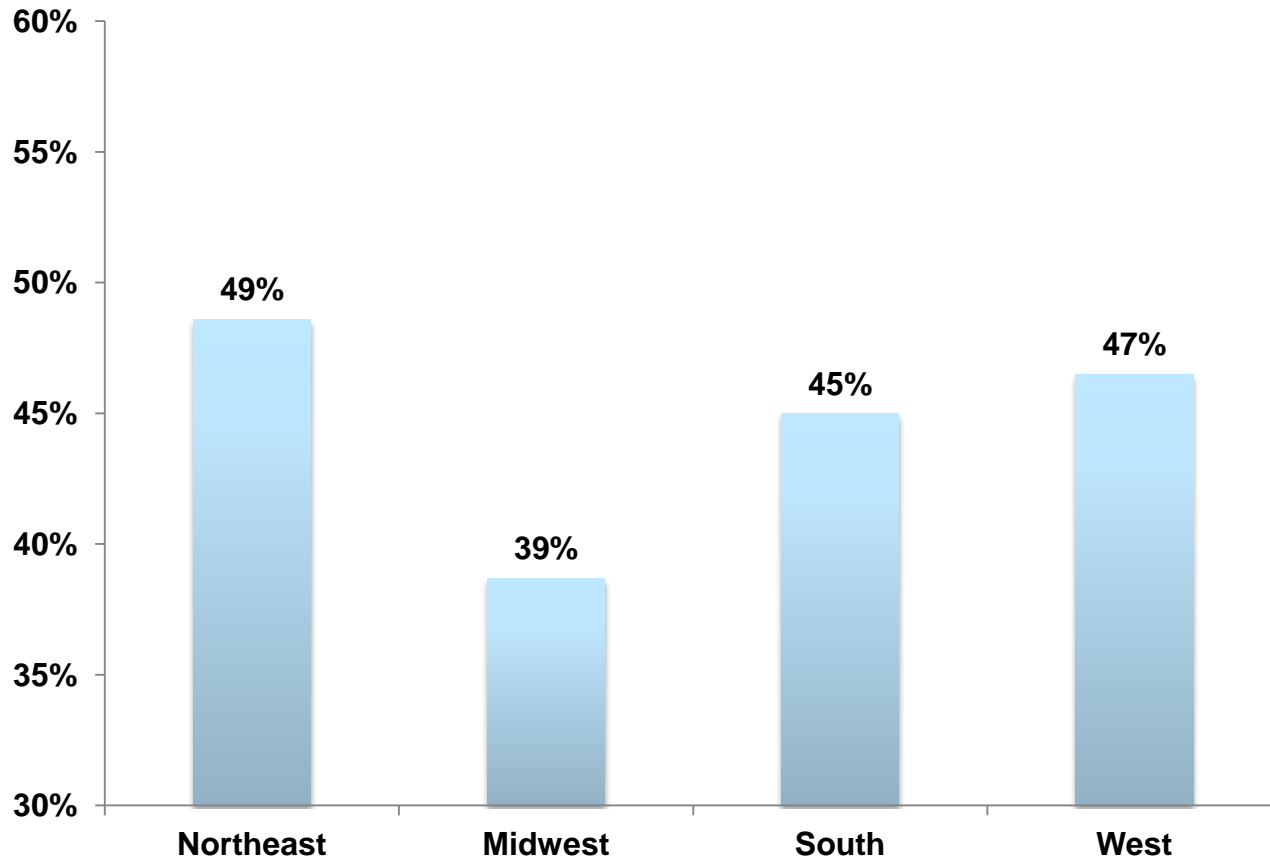
Use "smart meter" technology in the next 5 years



September 2012 Base: 2092
All results based on weighted data

Smart Meters

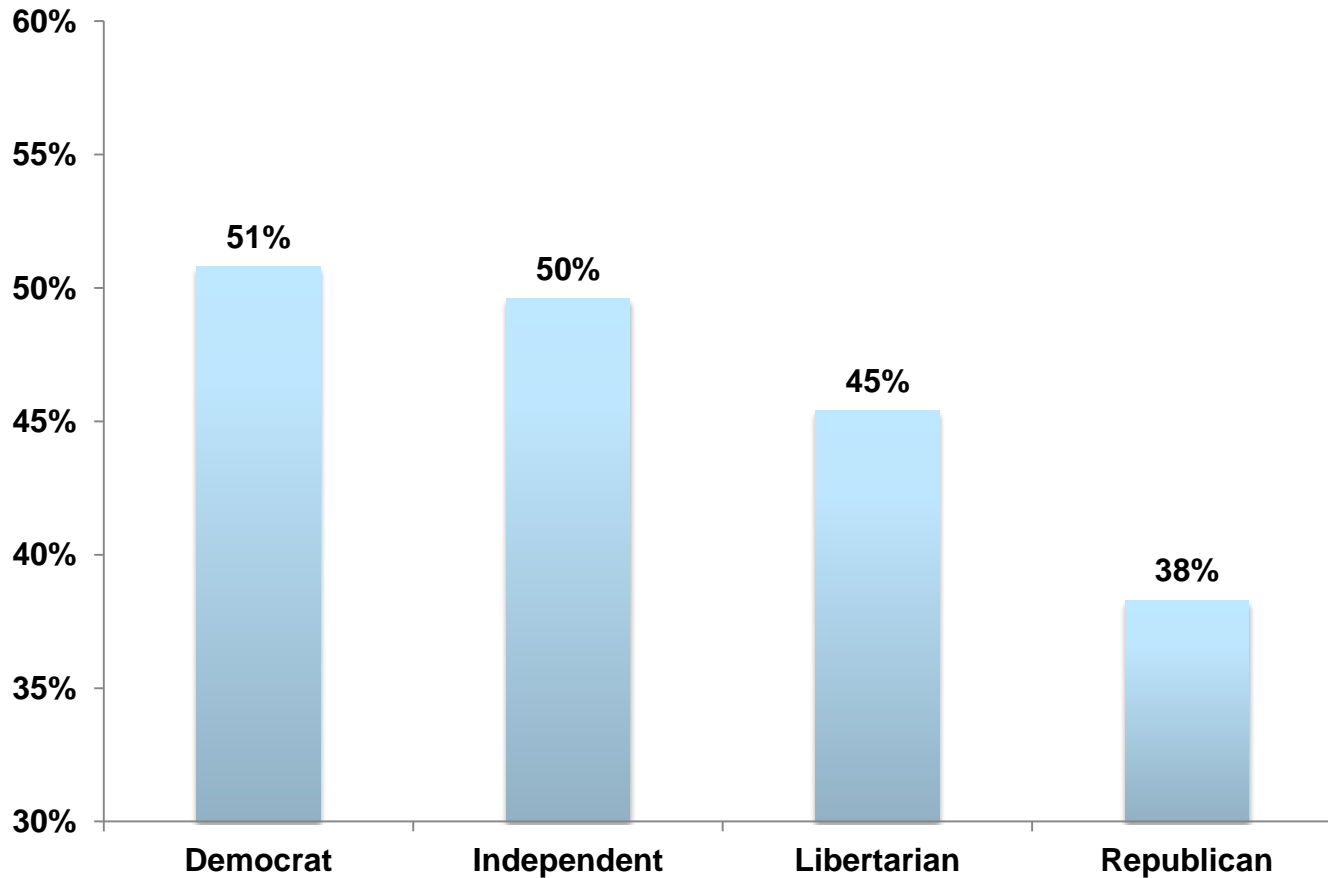
Use "smart meter" technology in the next 5 years



September 2012 Base: 2092
All results based on weighted data

Smart Meters

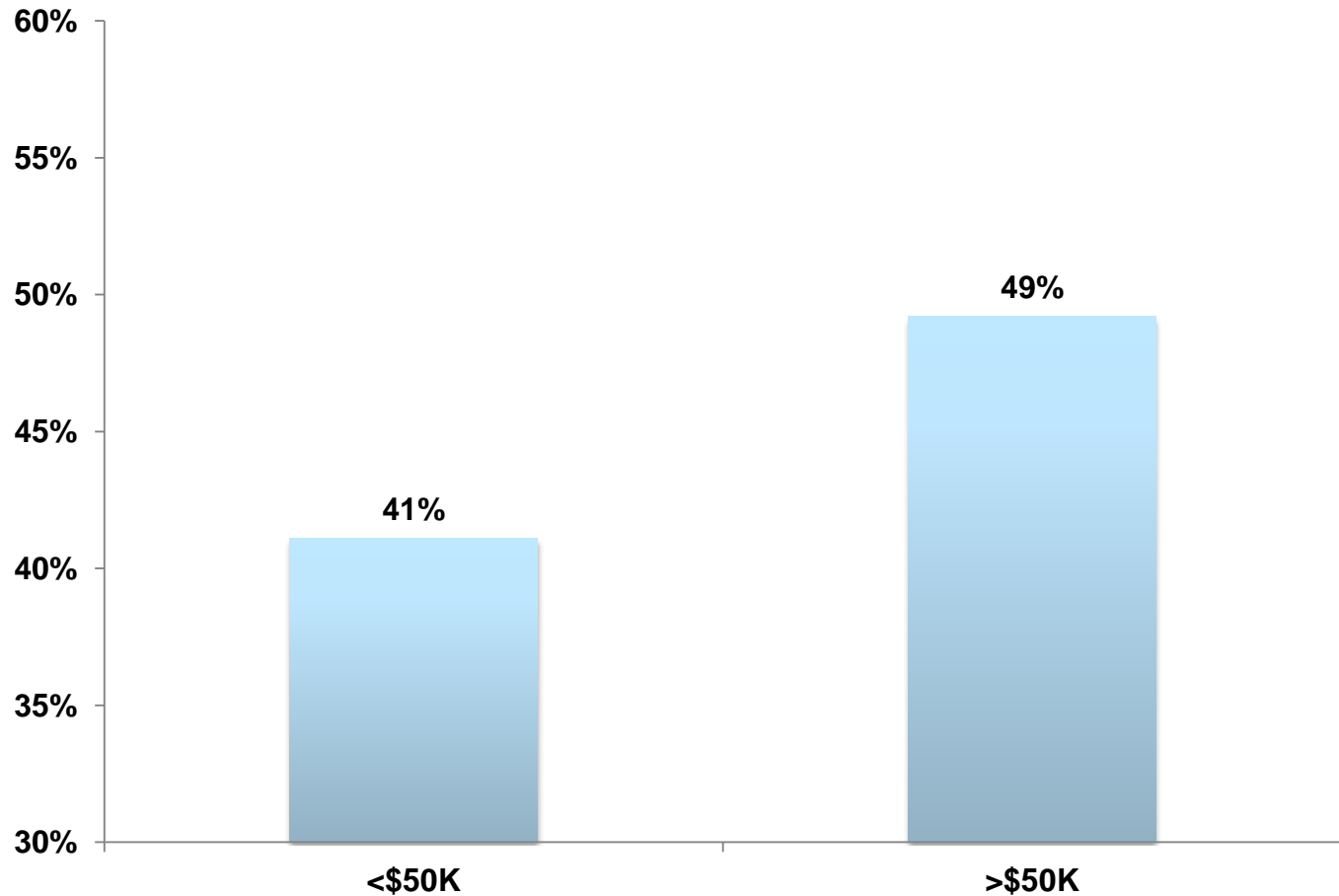
Use "smart meter" technology in the next 5 years



September 2012 Base: 2092
All results based on weighted data

Smart Meters

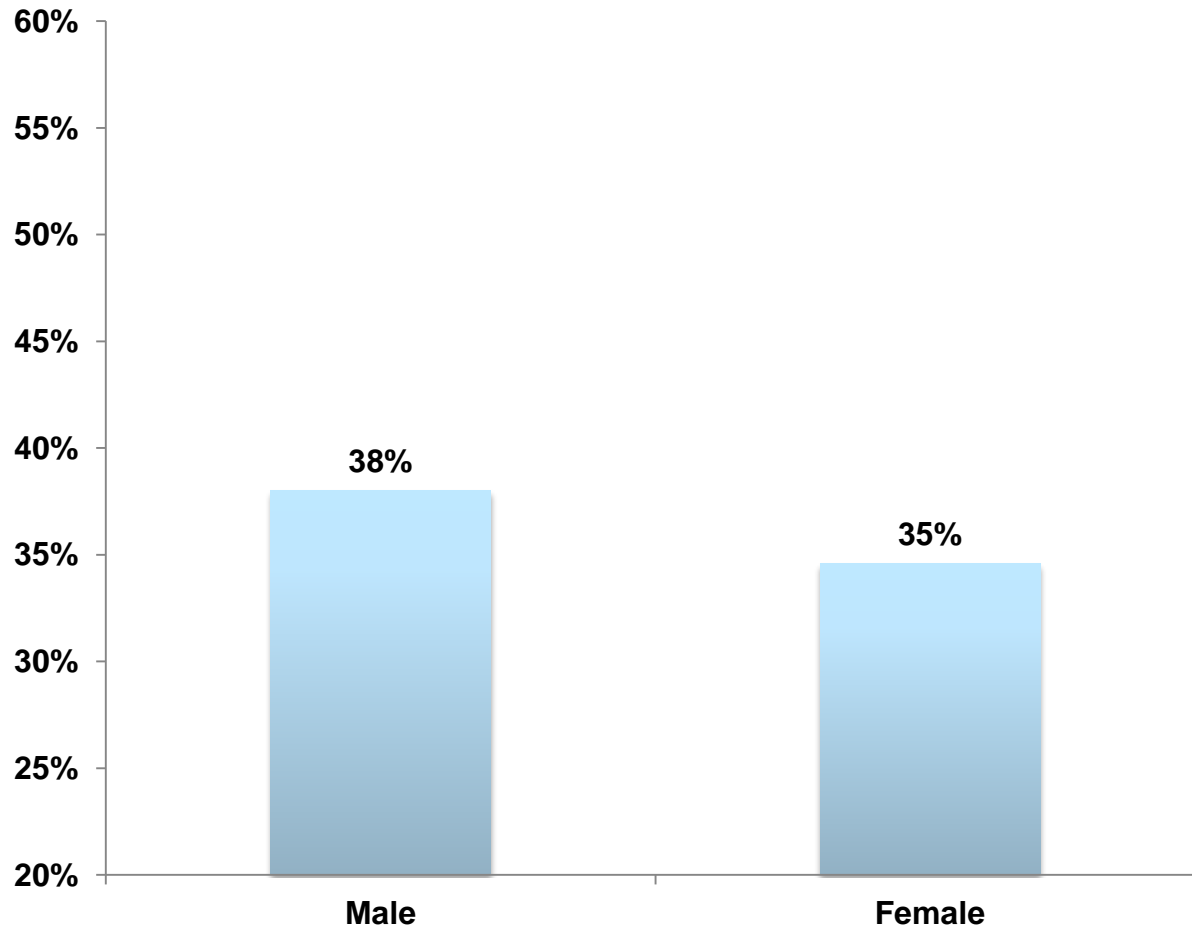
Use "smart meter" technology in the next 5 years



September 2012 Base: 2092
All results based on weighted data

Hybrid Vehicles

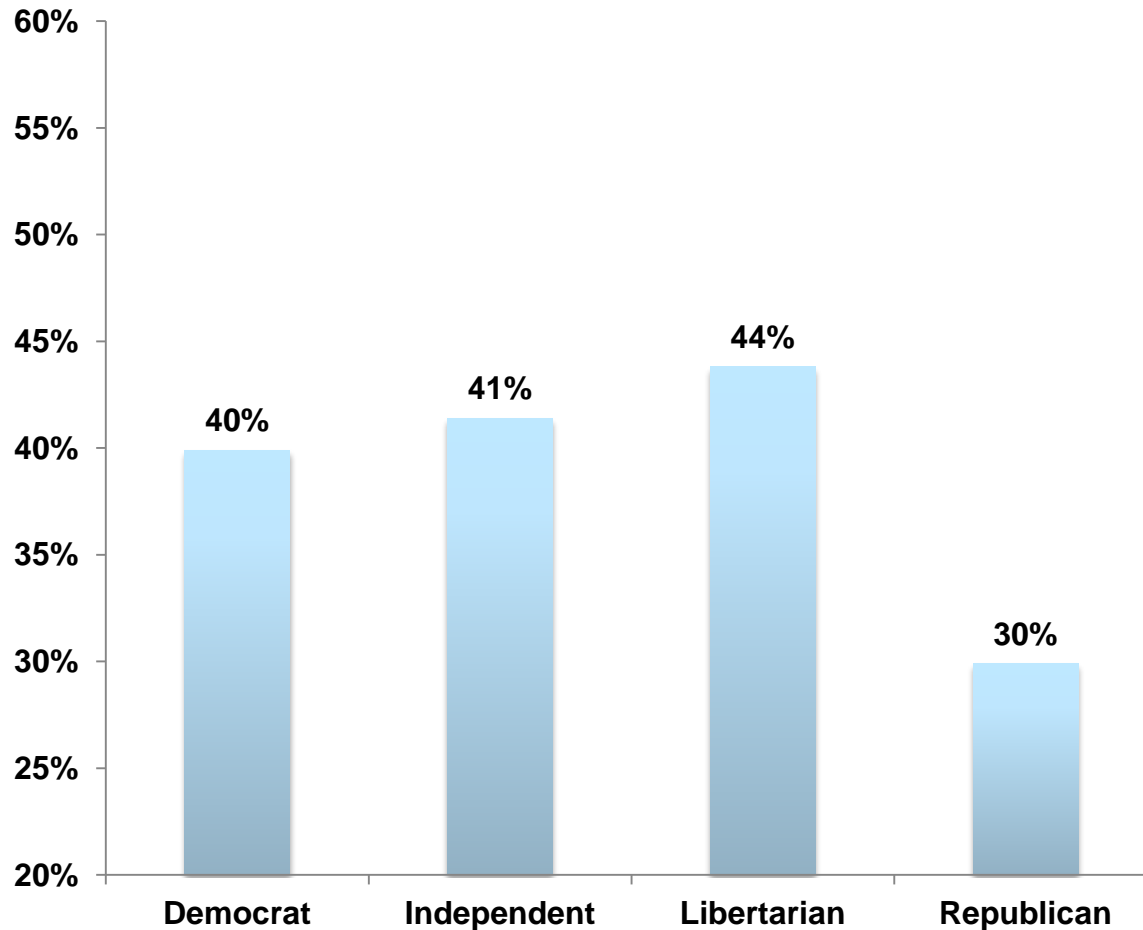
Likely to own a hybrid vehicle in the next 5 years



September 2012 Base: 2092
All results based on weighted data

Hybrid Vehicles

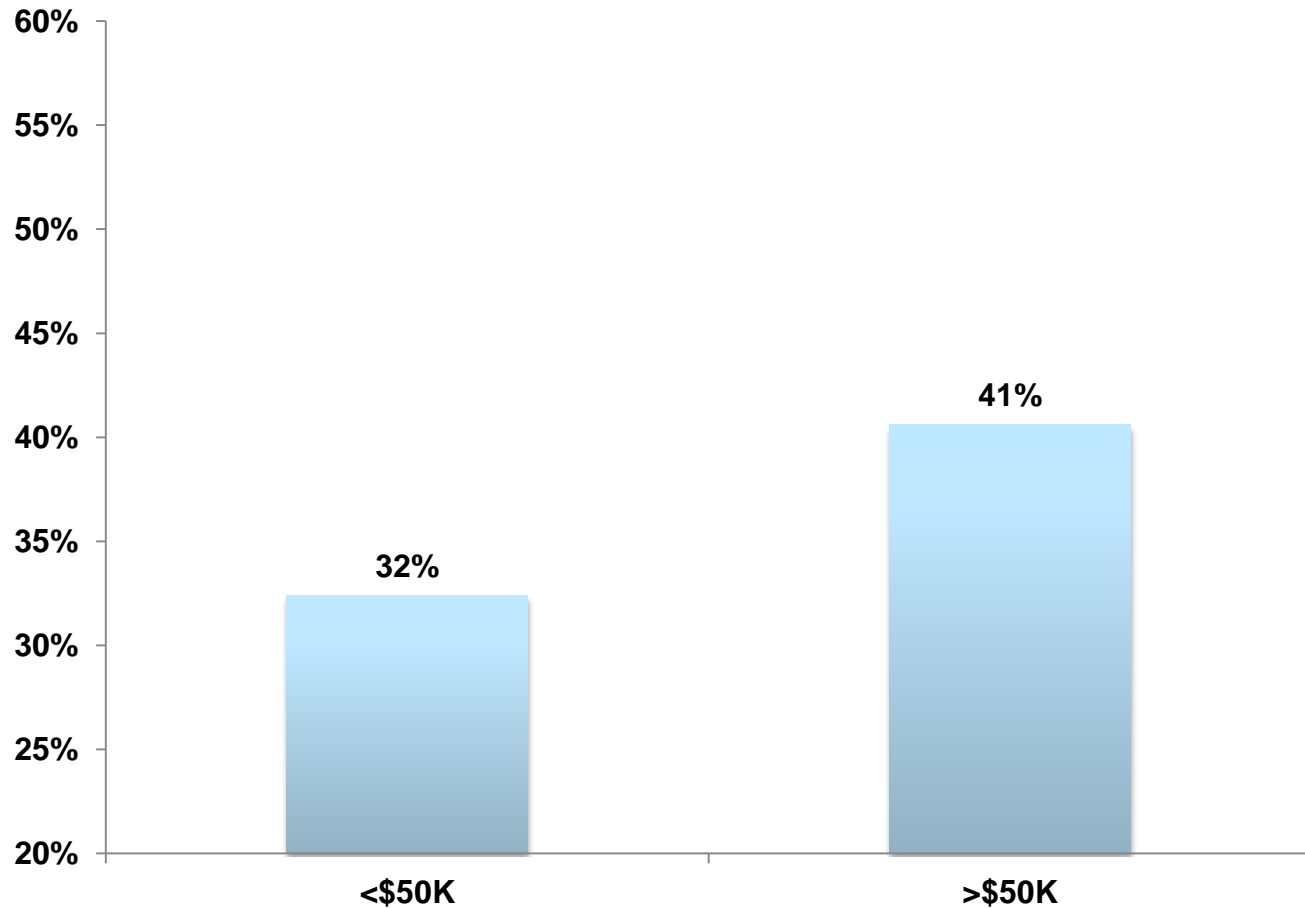
Likely to own a hybrid vehicle in the next 5 years



September 2012 Base: 2092
All results based on weighted data

Hybrid Vehicles

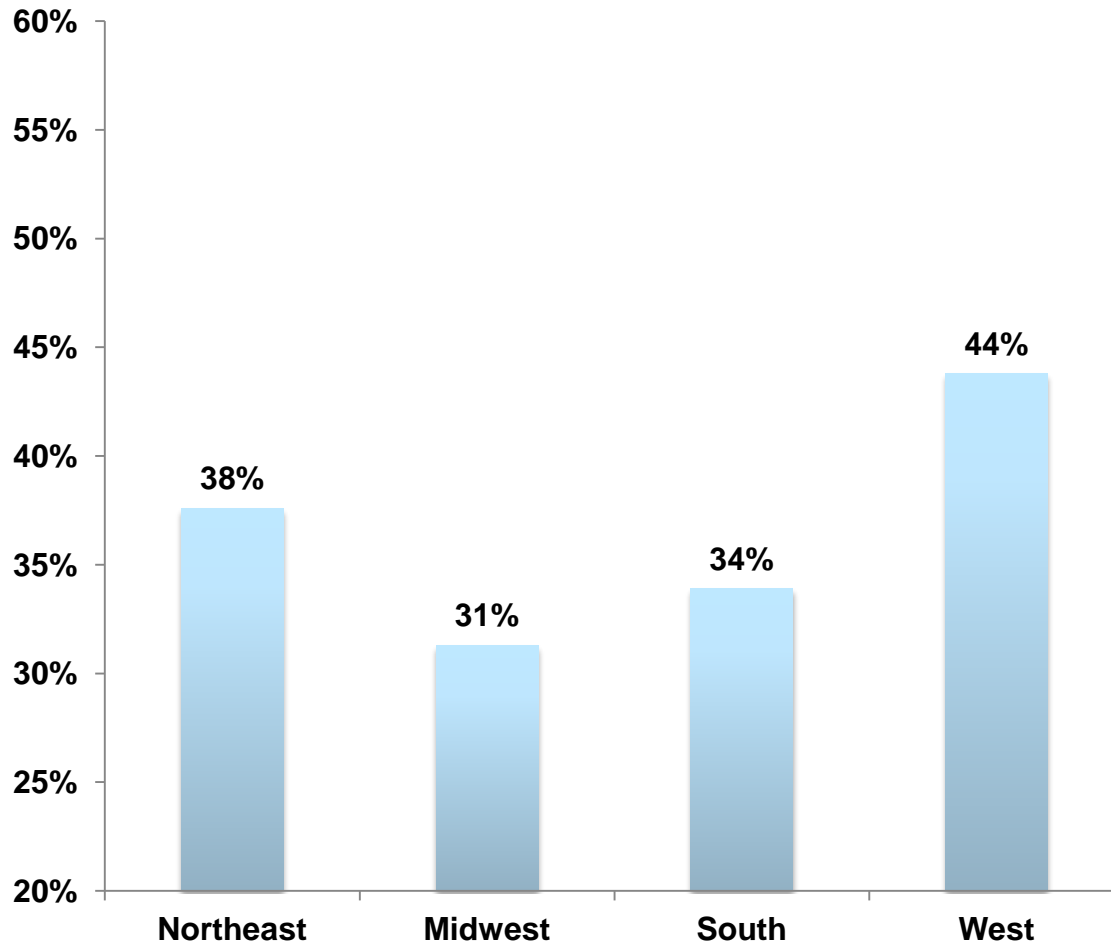
Likely to own a hybrid vehicle in the next 5 years



September 2012 Base: 2092
All results based on weighted data

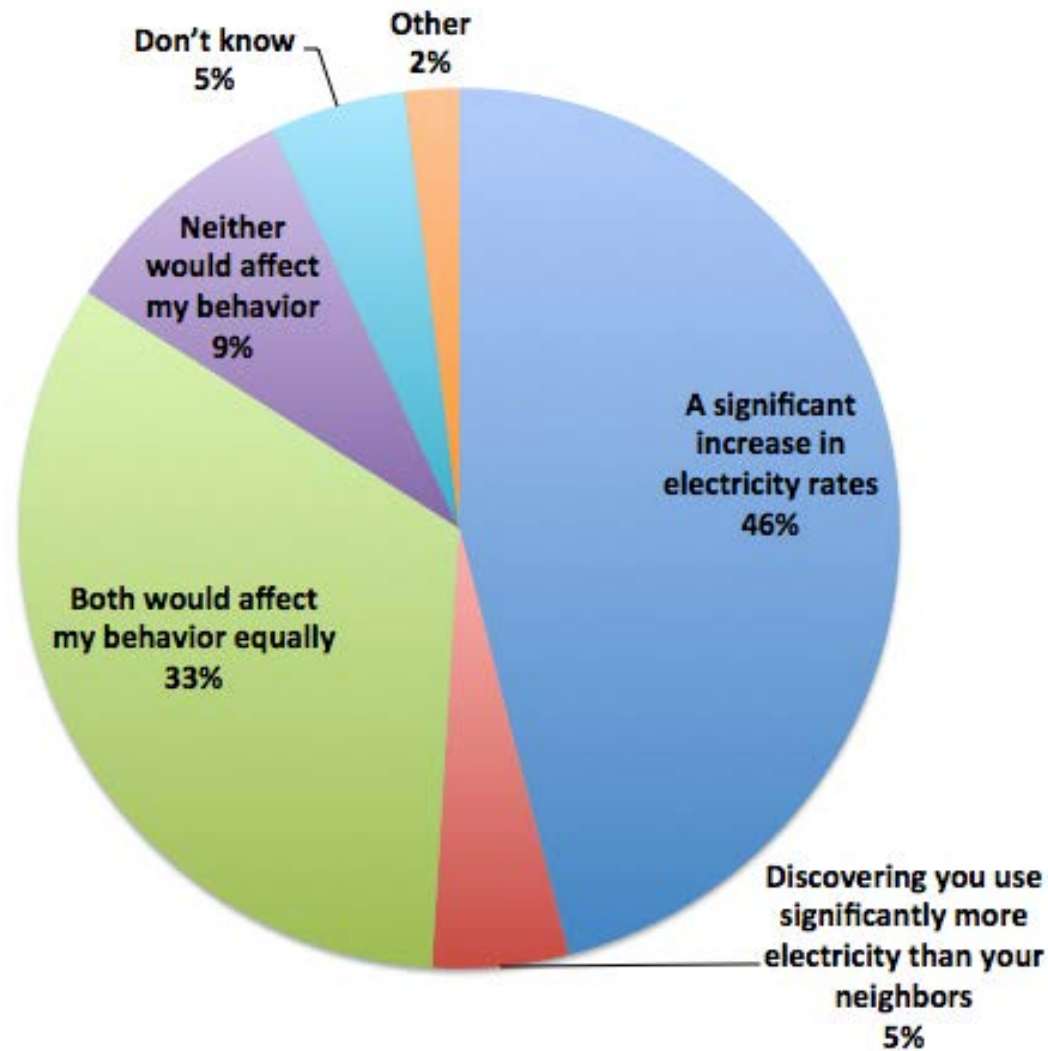
Hybrid Vehicles

Likely to own a hybrid vehicle in the next 5 years



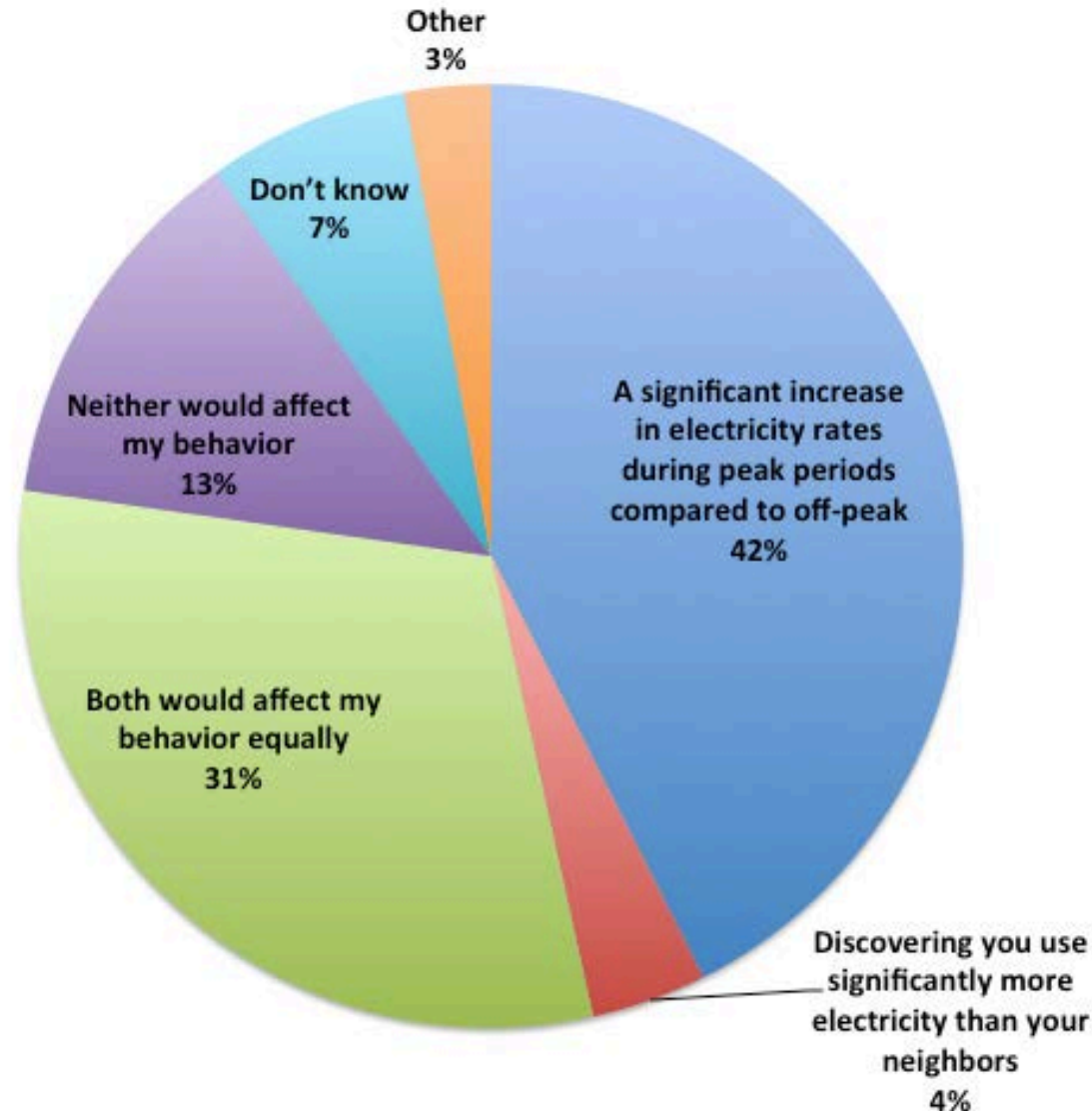
September 2012 Base: 2092
All results based on weighted data

Which of the following is more likely to lead you to reduce your overall electricity consumption?



March 2013 Base: 2113.
All results based on weighted data

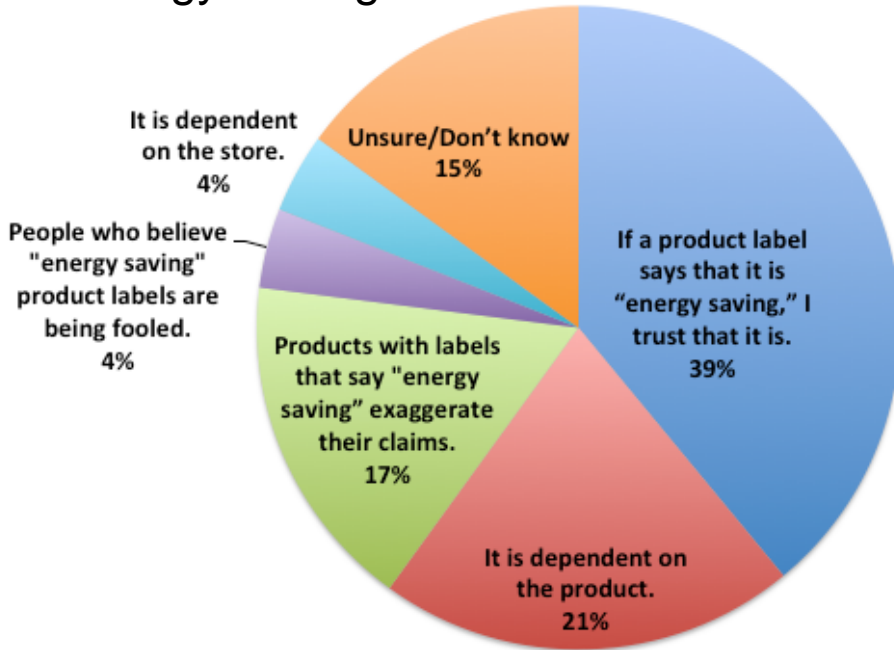
Which is more likely to lead you to shift your electricity consumption from peak periods of the day to off-peak periods?



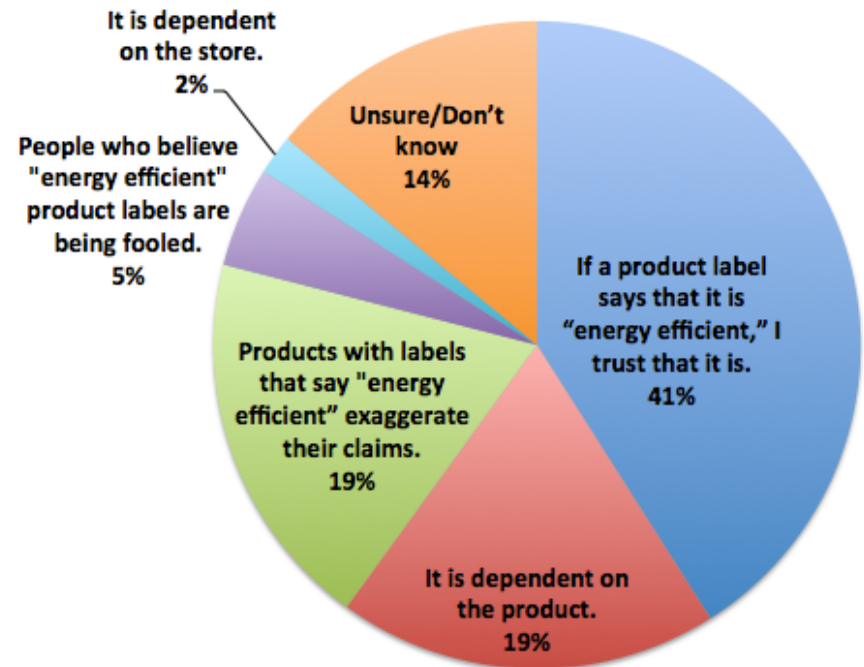
March 2013 Base: 2113.
All results based on weighted data

Which of the following best reflects your attitude on energy usage labels at major retail stores?

“Energy Saving”

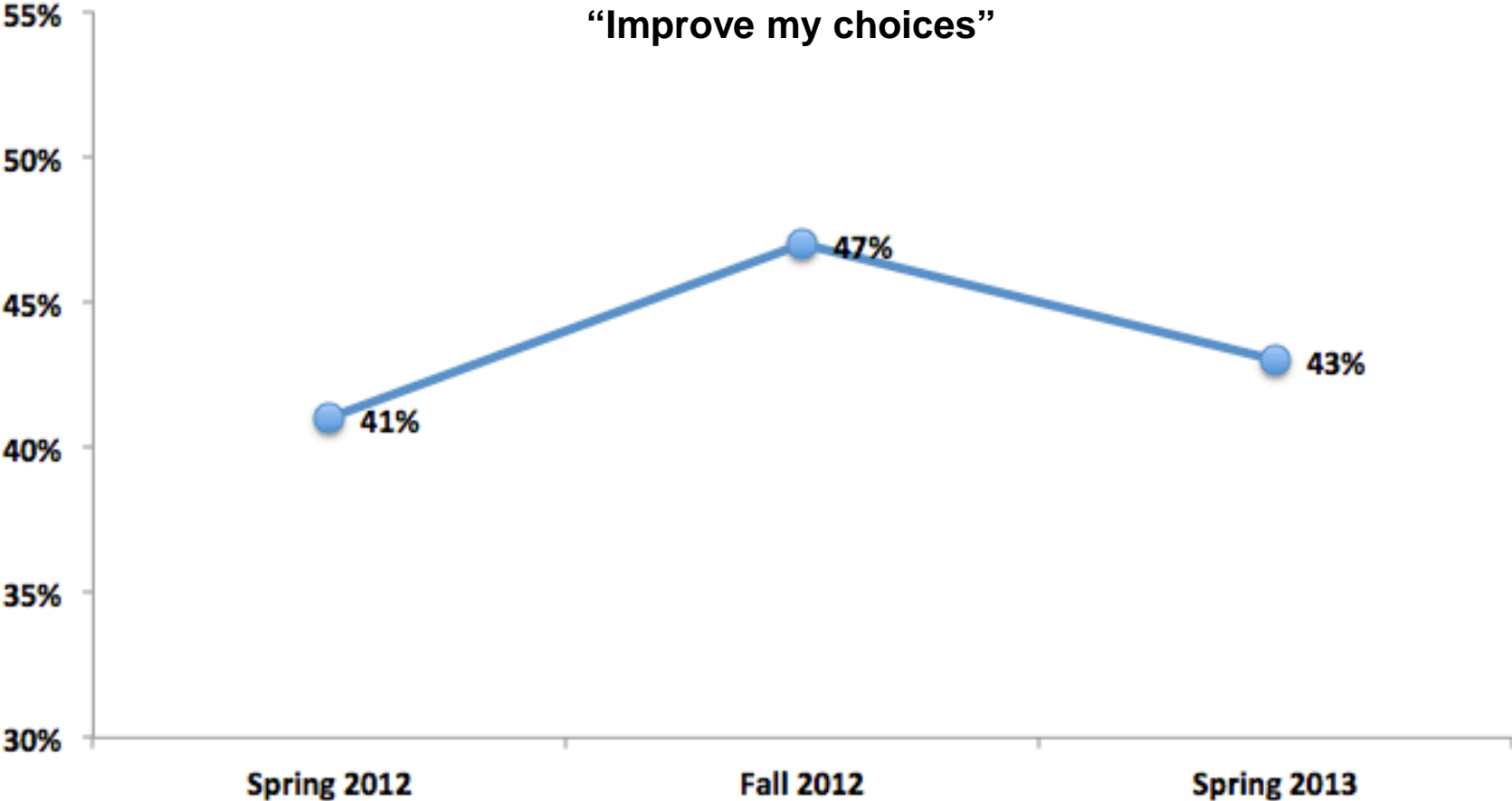


“Energy Efficient”



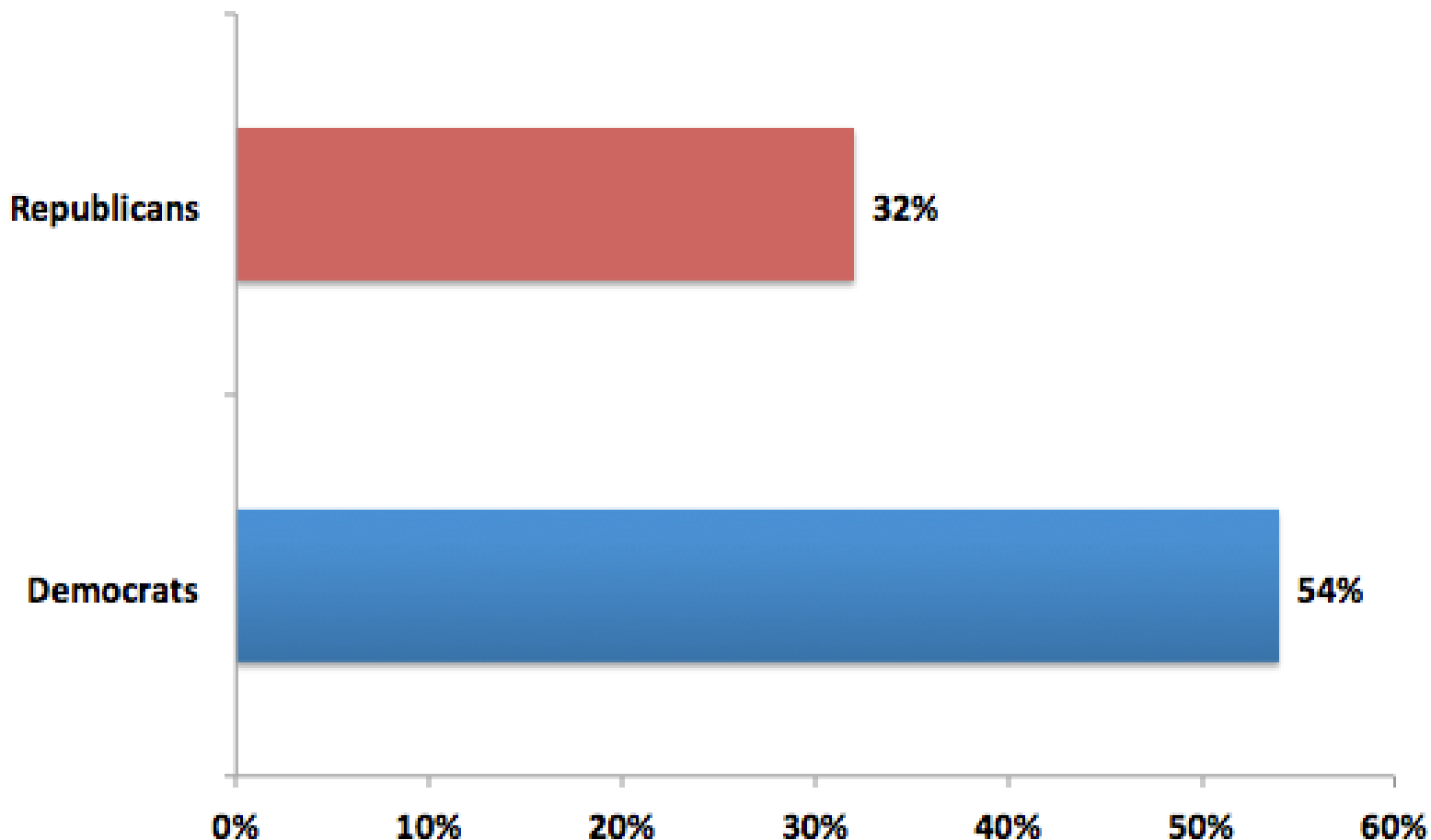
March 2013 Base: 2113.
All results based on weighted data

Over the next five years, how do you think U.S. energy policy will affect your choices for more affordable and clean energy?



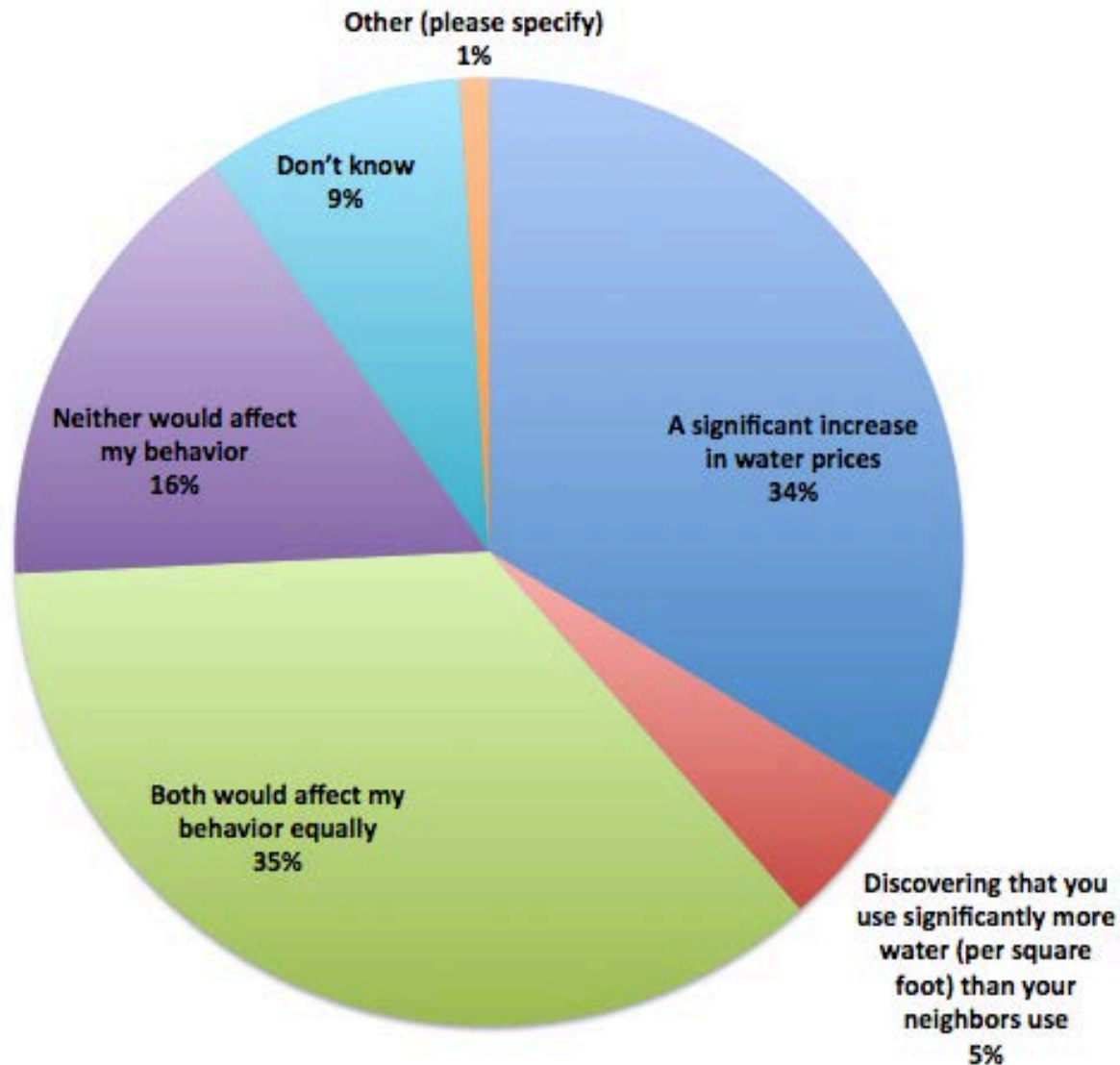
March 2012 Base: 2371, September 2012 Base: 2092, March 2013 Base 2113
All results based on weighted data

Party differences on whether U.S. energy policy will improve choices for more affordable and clean energy



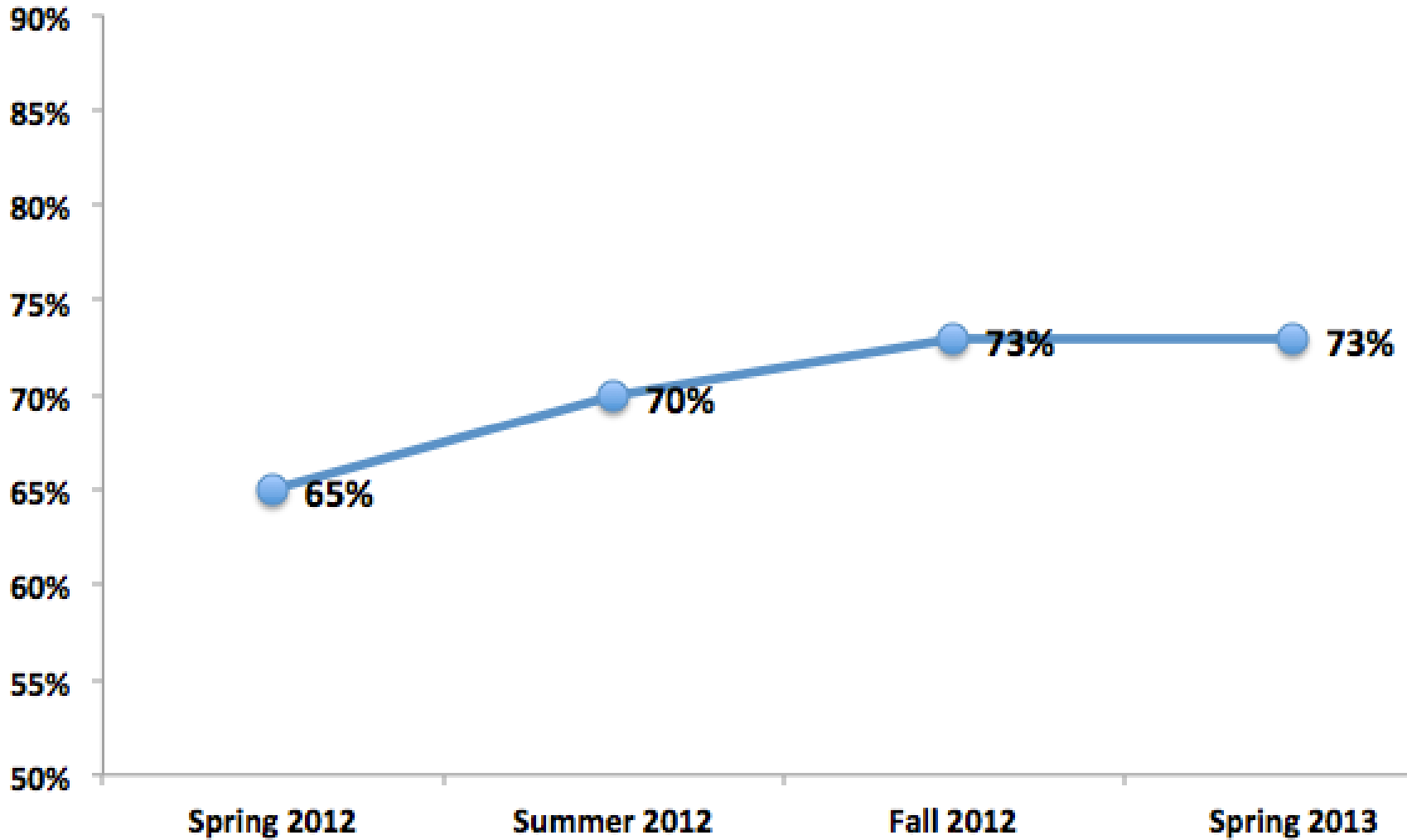
March 2013 Base: 2113.
All results based on weighted data

Which of the following is more likely to lead you to reduce your household water consumption?



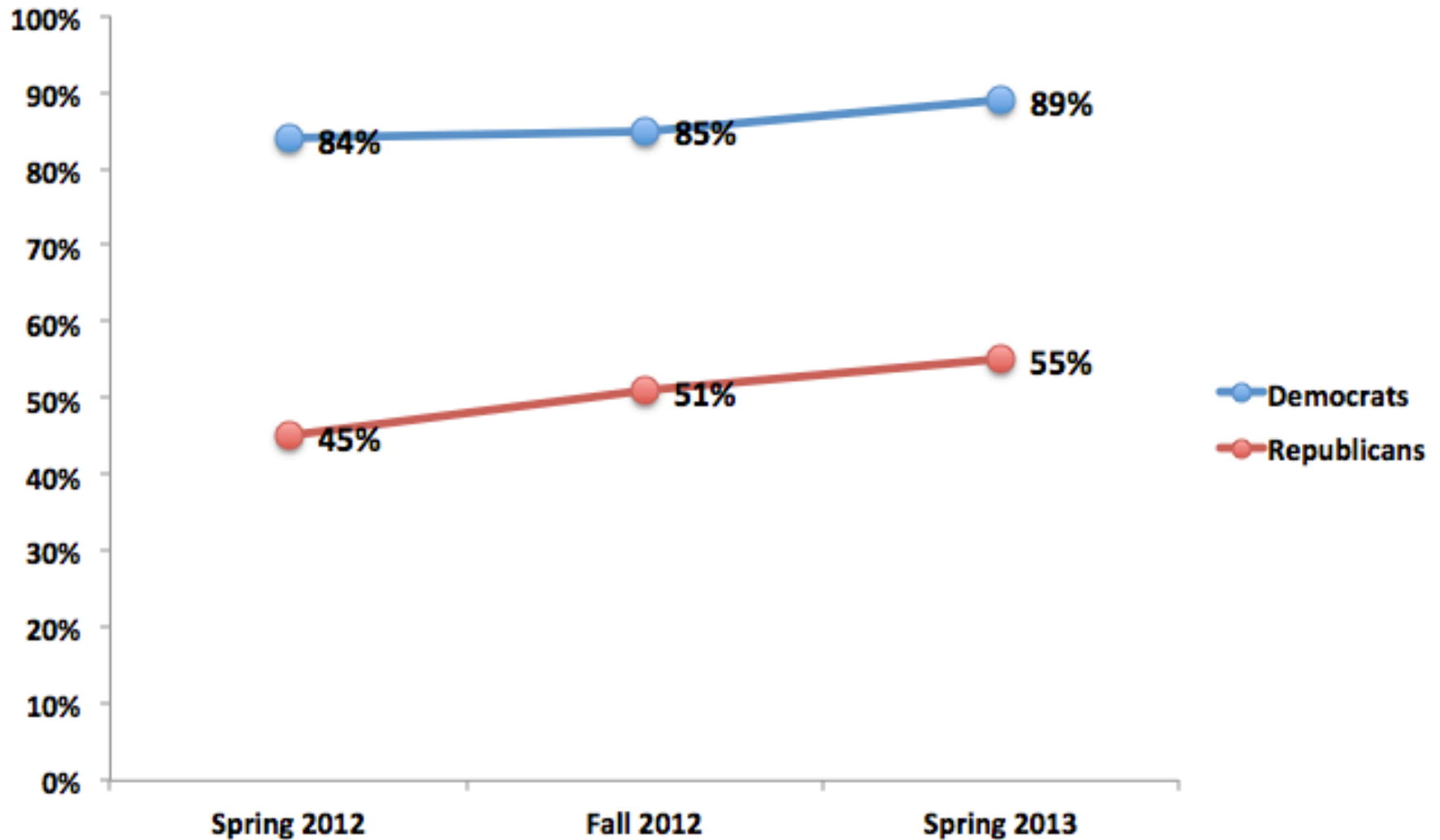
March 2013 Base: 2113.
All results based on weighted data

Do you think climate change is occurring?



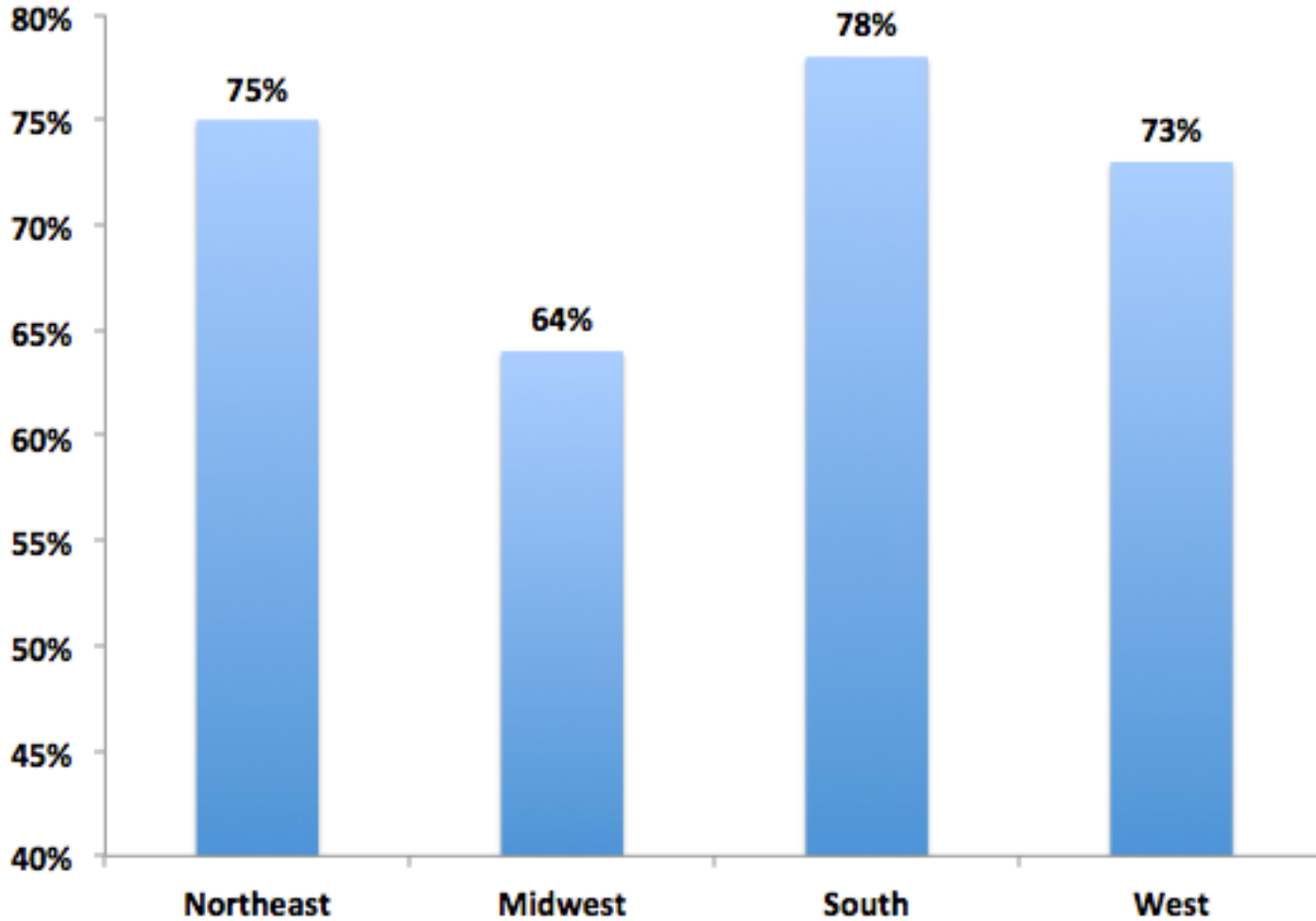
March 2012 Base: 2371, July 2012 Base: 1029. September 2012 Base: 2092, March 2013 Base: 2113
All results based on weighted data

Do you think climate change is occurring?



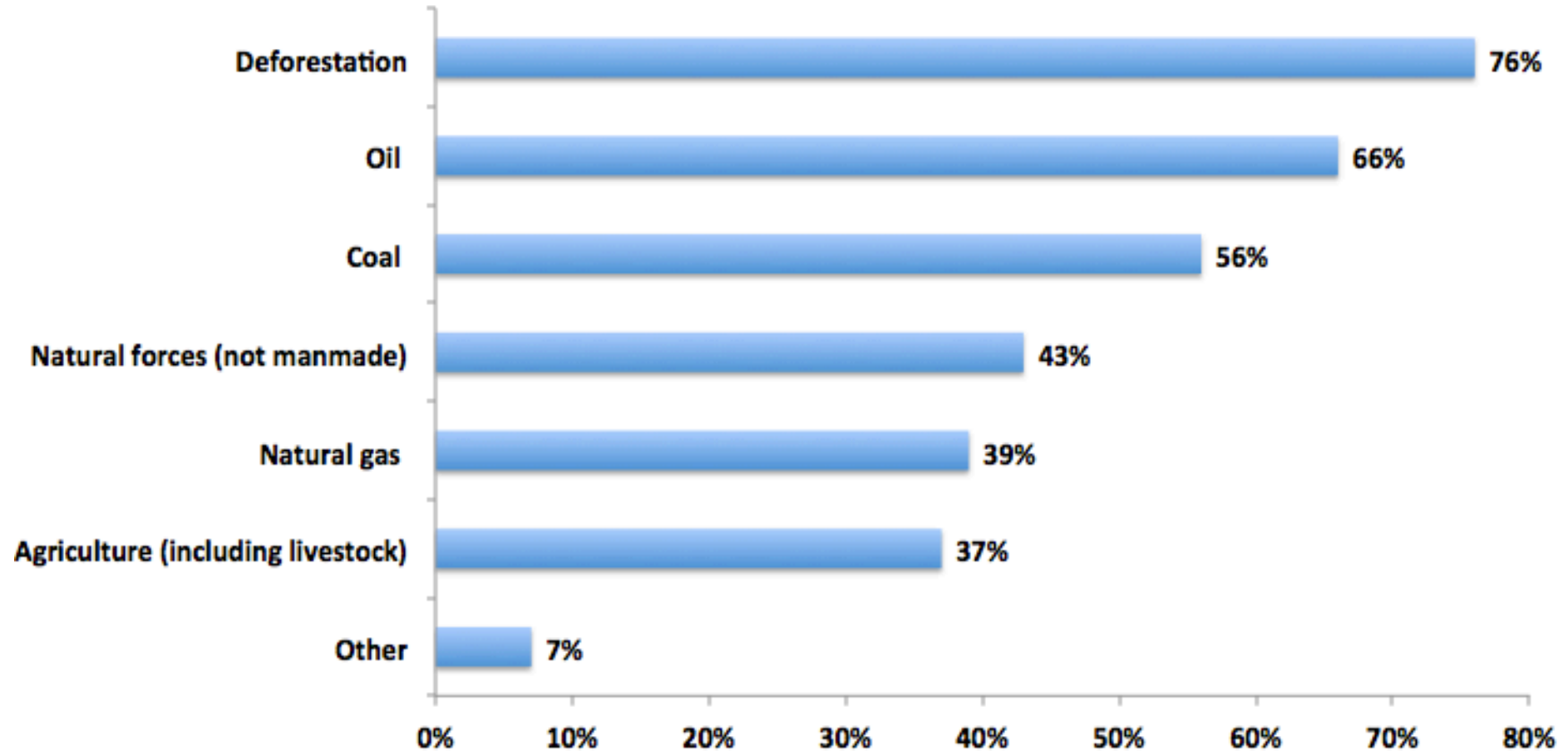
March 2012 Base: 2371. September 2012 Base: 2092, March 2013 Base: 2113
All results based on weighted data

Regional differences among Americans who think that climate change is occurring:



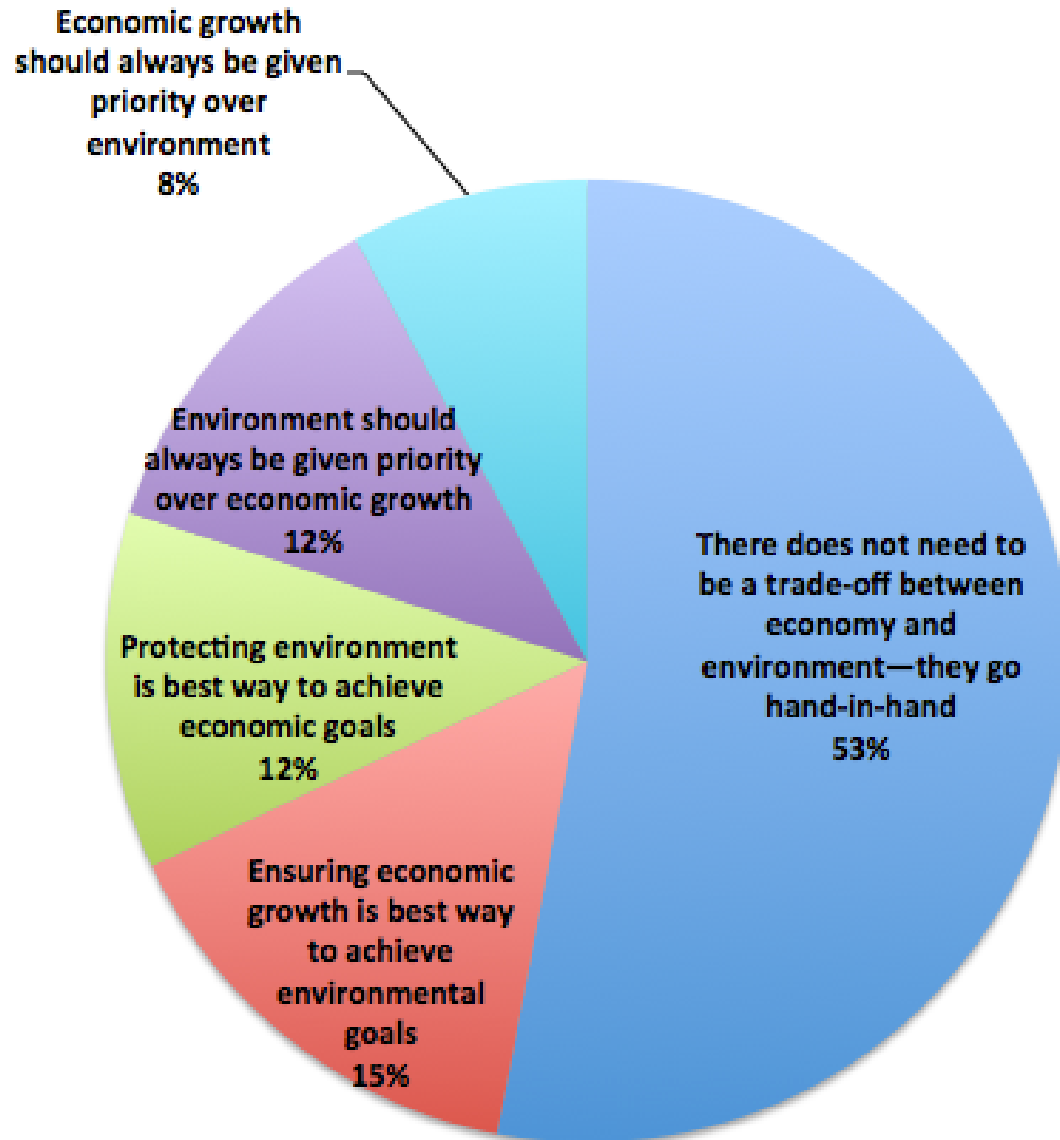
March 2013 Base: 2113
All results based on weighted data

Indicate if you think each of the following is a significant factor contributing to global climate change:



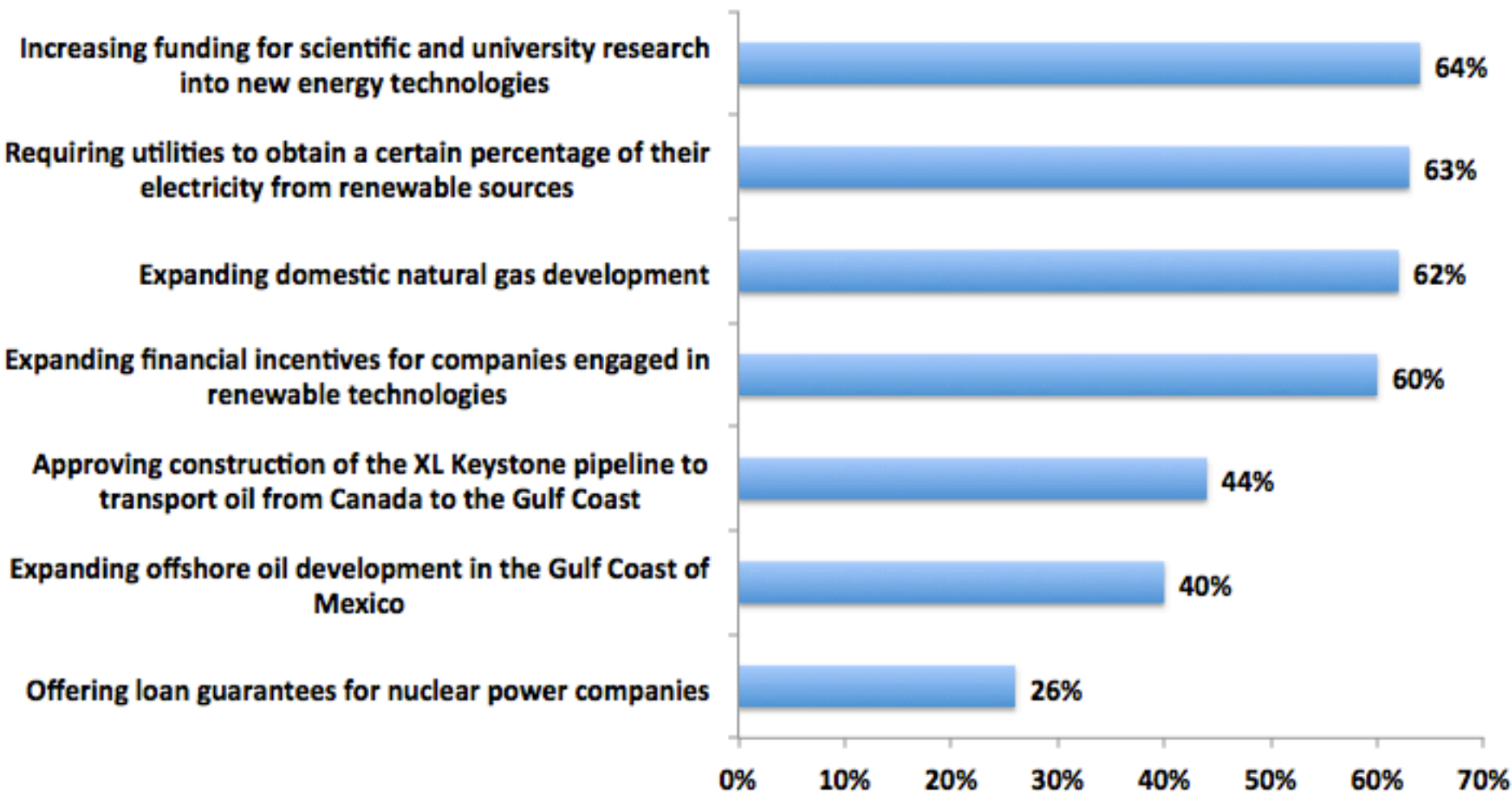
March 2013 Base: 2113.
All results based on weighted data

Which of the following best reflects your views on the relationship between the environment and the economy?



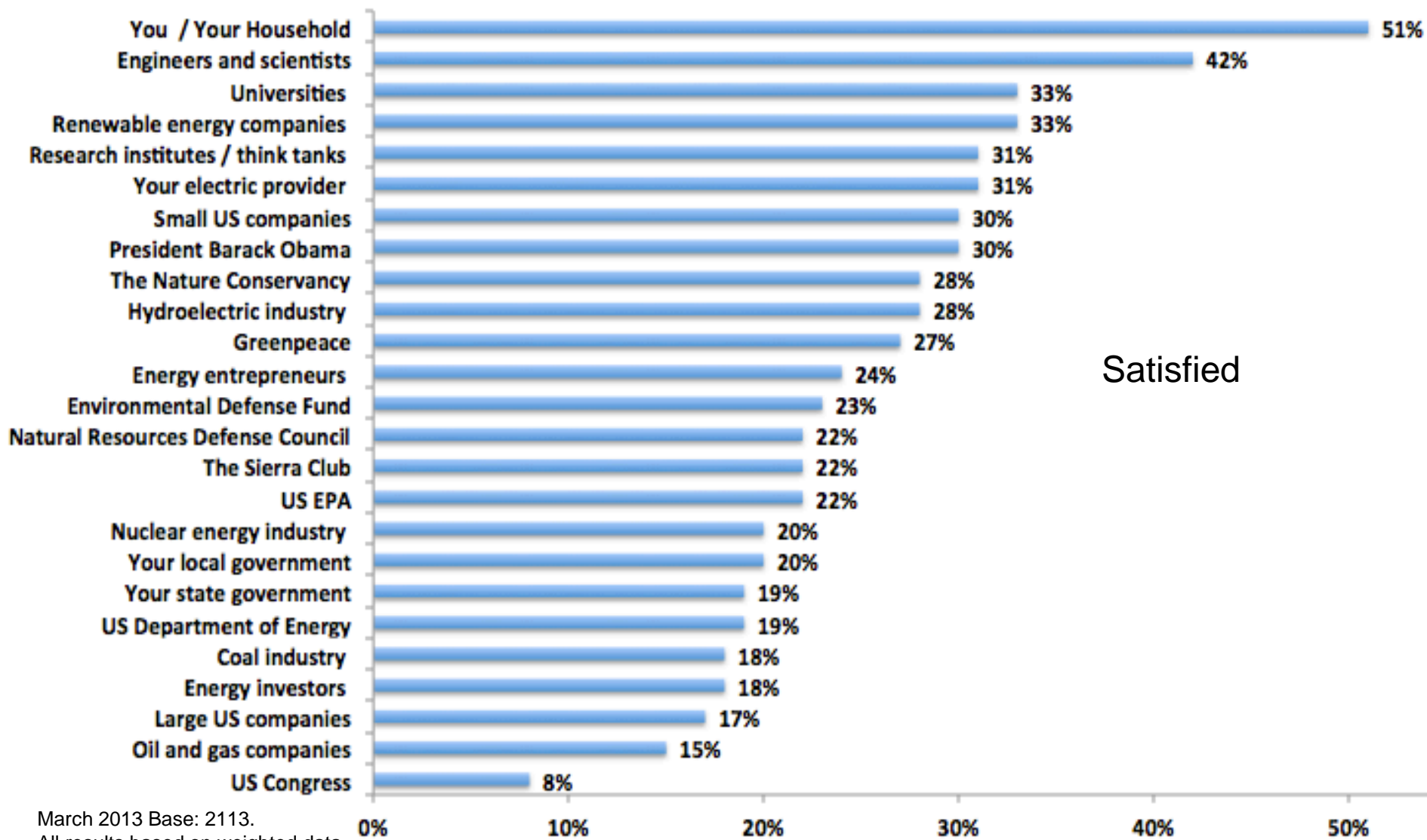
March 2013, Base: 2113.
All results based on weighted data

Would you be more likely to vote for a presidential candidate who supports..?



March 2013 Base: 2113.
All results based on weighted data

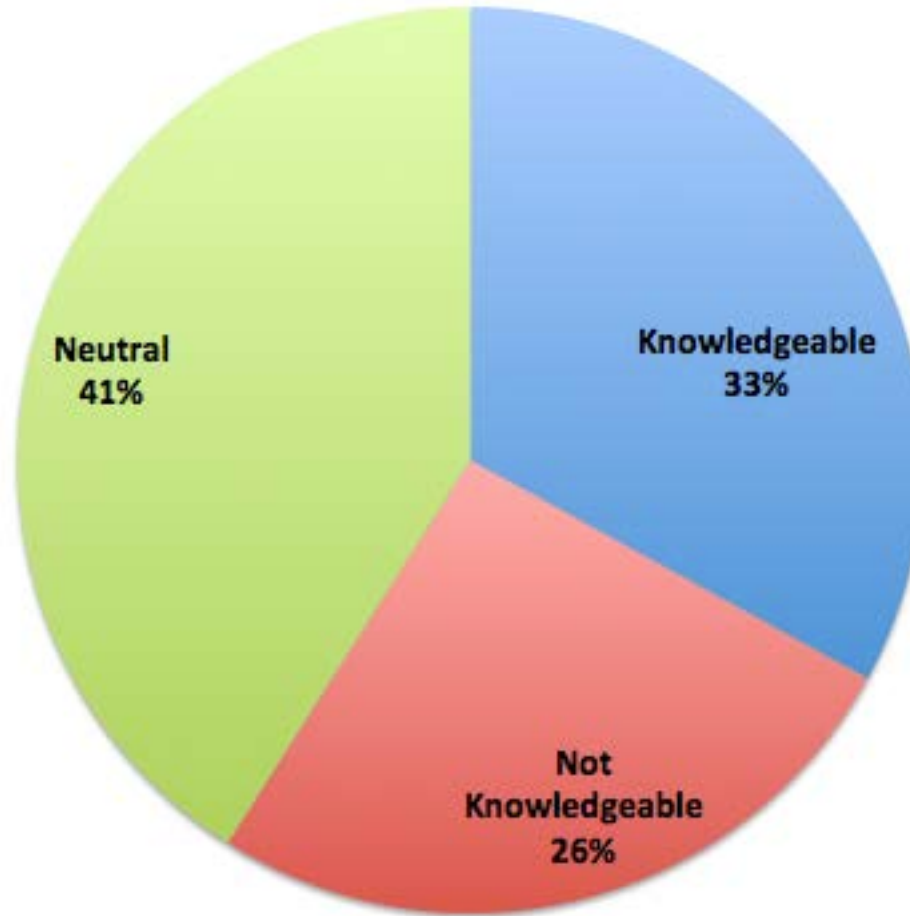
How satisfied are you with the job that each is doing to address the energy issues most important to you?



Satisfied

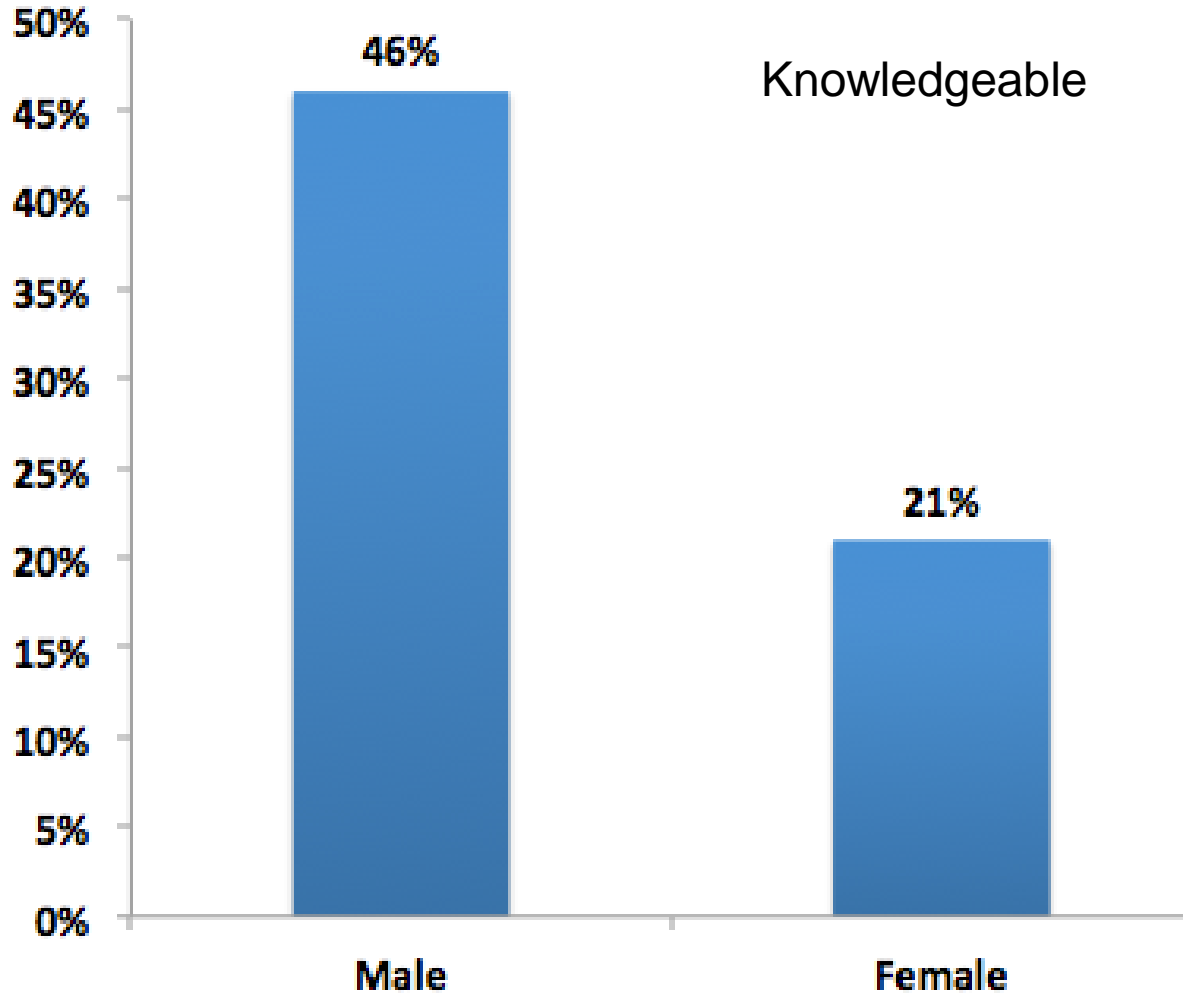
March 2013 Base: 2113.
All results based on weighted data

Compared to most people you know, how knowledgeable are you about how energy is produced, delivered and used?



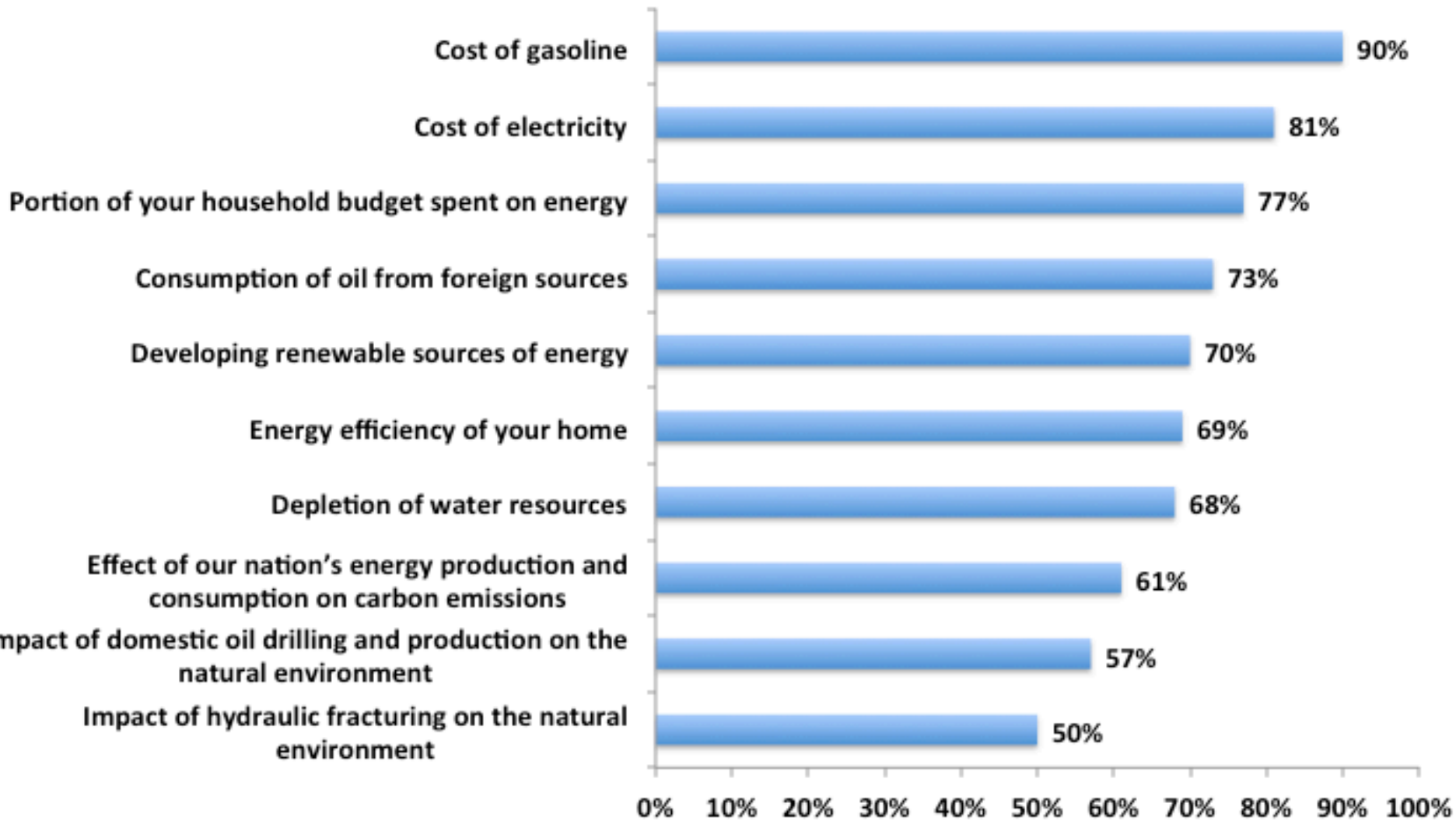
March 2013 Base: 2113.
All results based on weighted data

Compared to most people you know, how knowledgeable are you about how energy is produced, delivered and used?



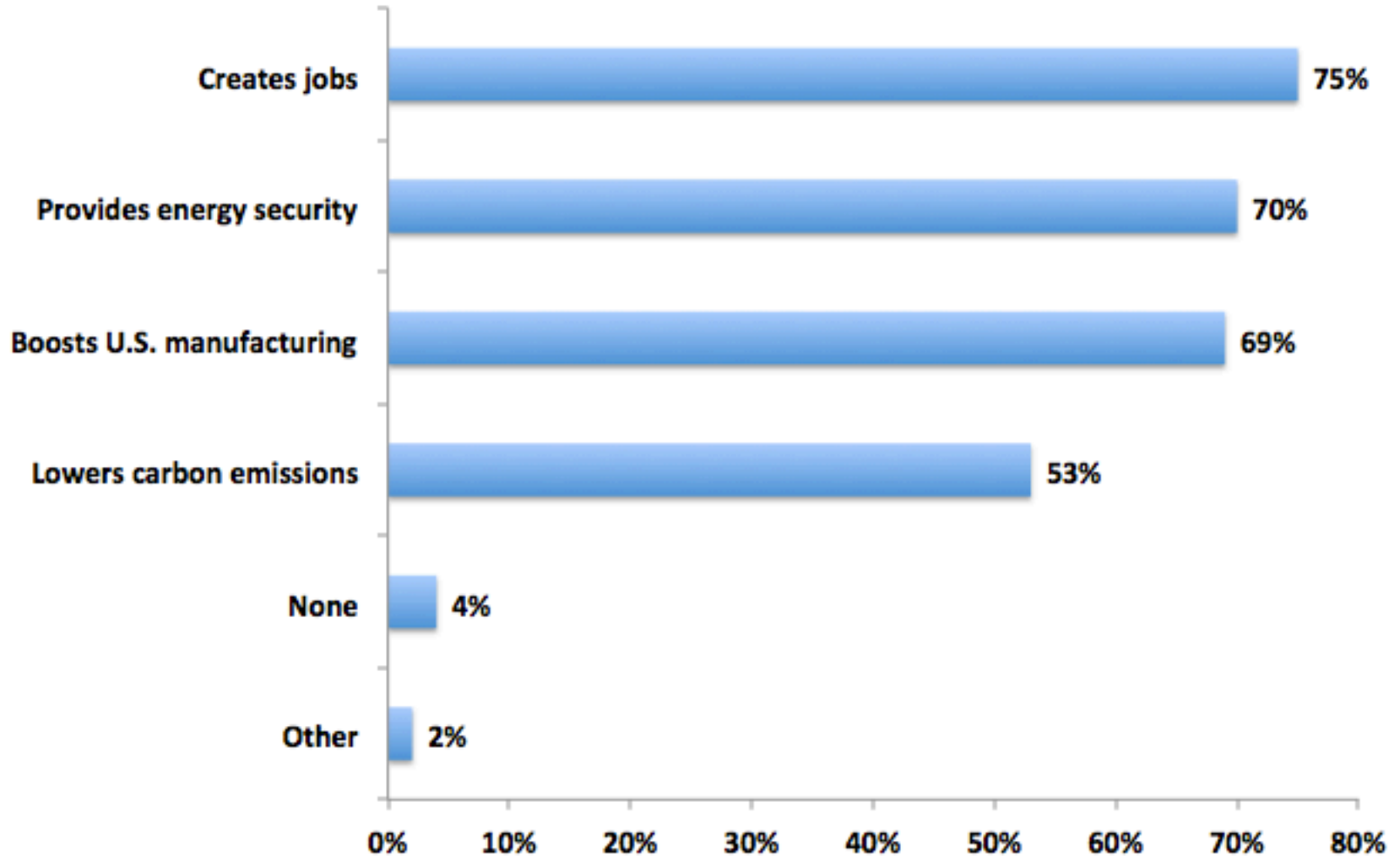
March 2013 Base: 2113.
All results based on weighted data

How concerned are you about each of the following?



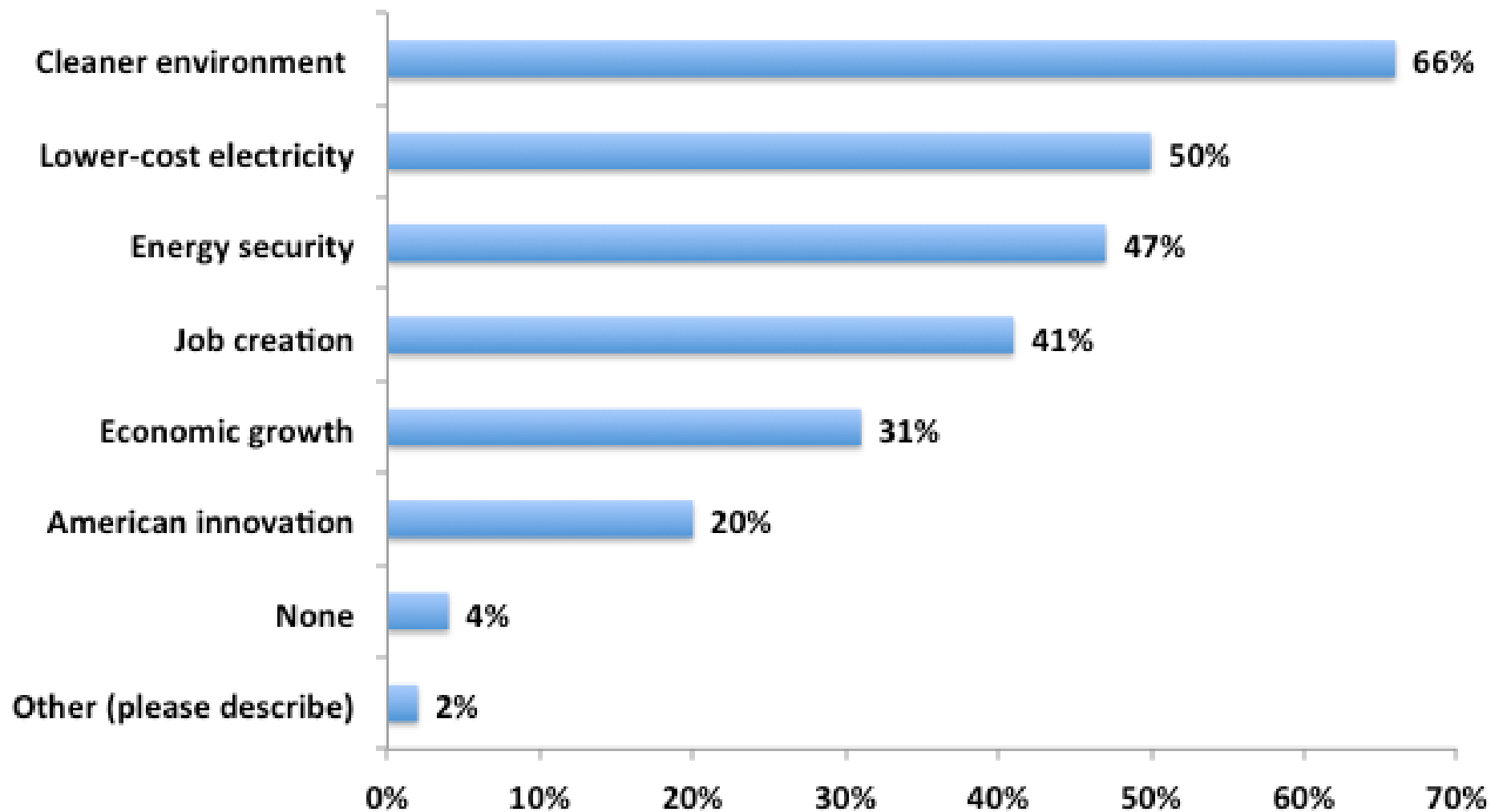
March 2013 Base: 2113.
All results based on weighted data

Which benefits do you most associate with natural gas production?



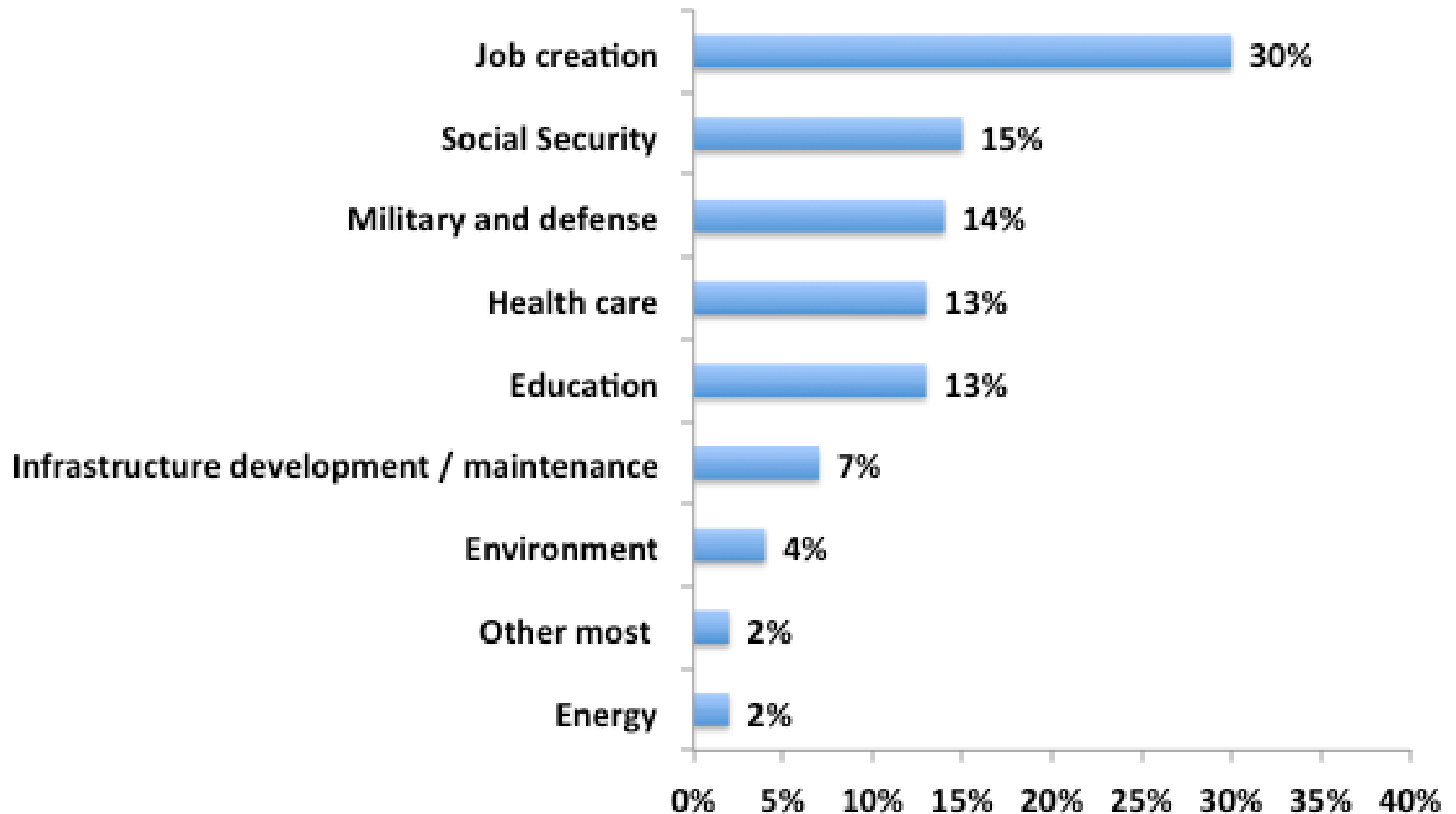
March 2013 Base: 2113.
All results based on weighted data

Which benefits do you most associate with renewable energy sources?



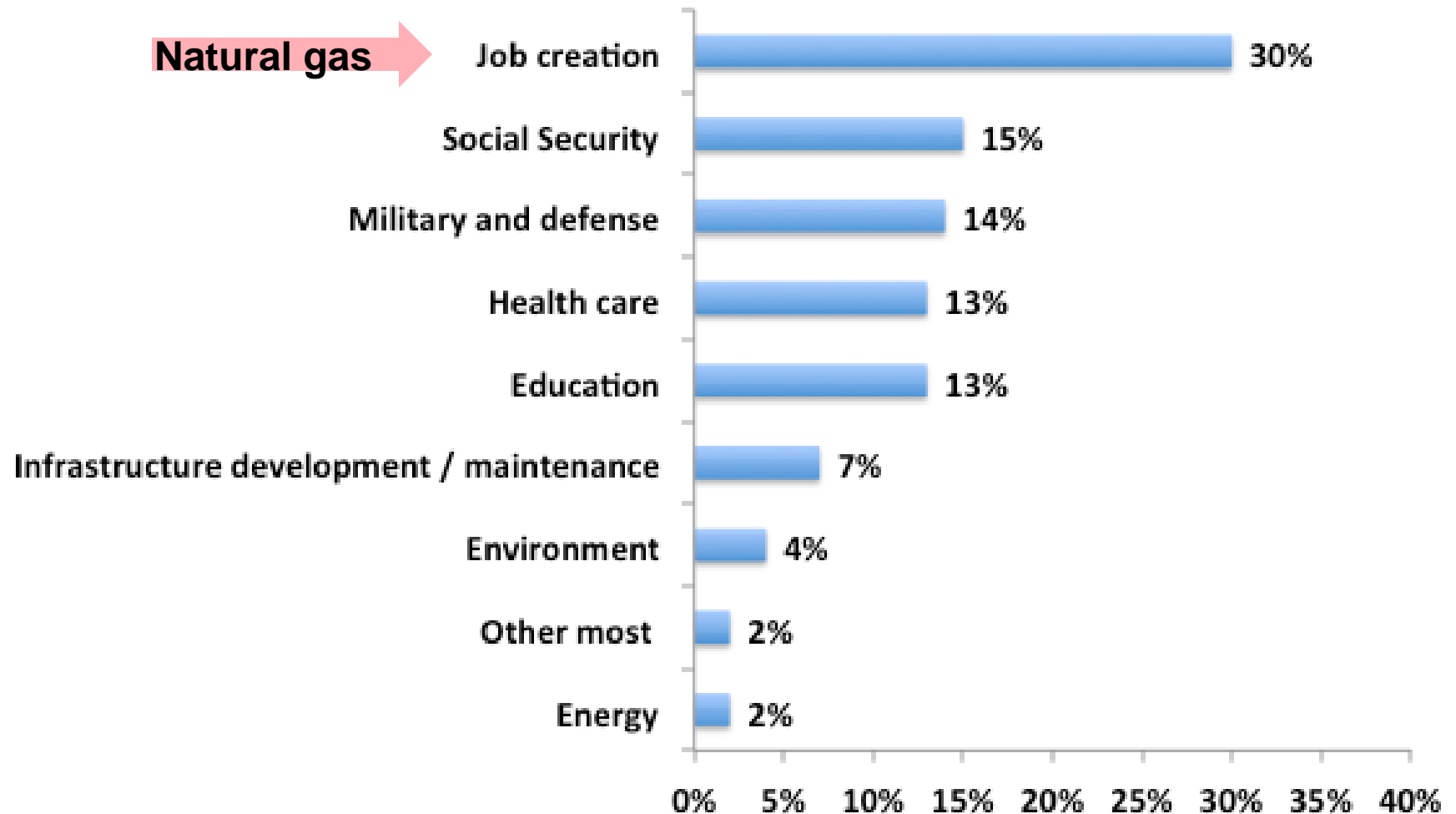
March 2013 Base: 2113.
All results based on weighted data

Where is it most important for the U.S. government to spend your tax dollars?



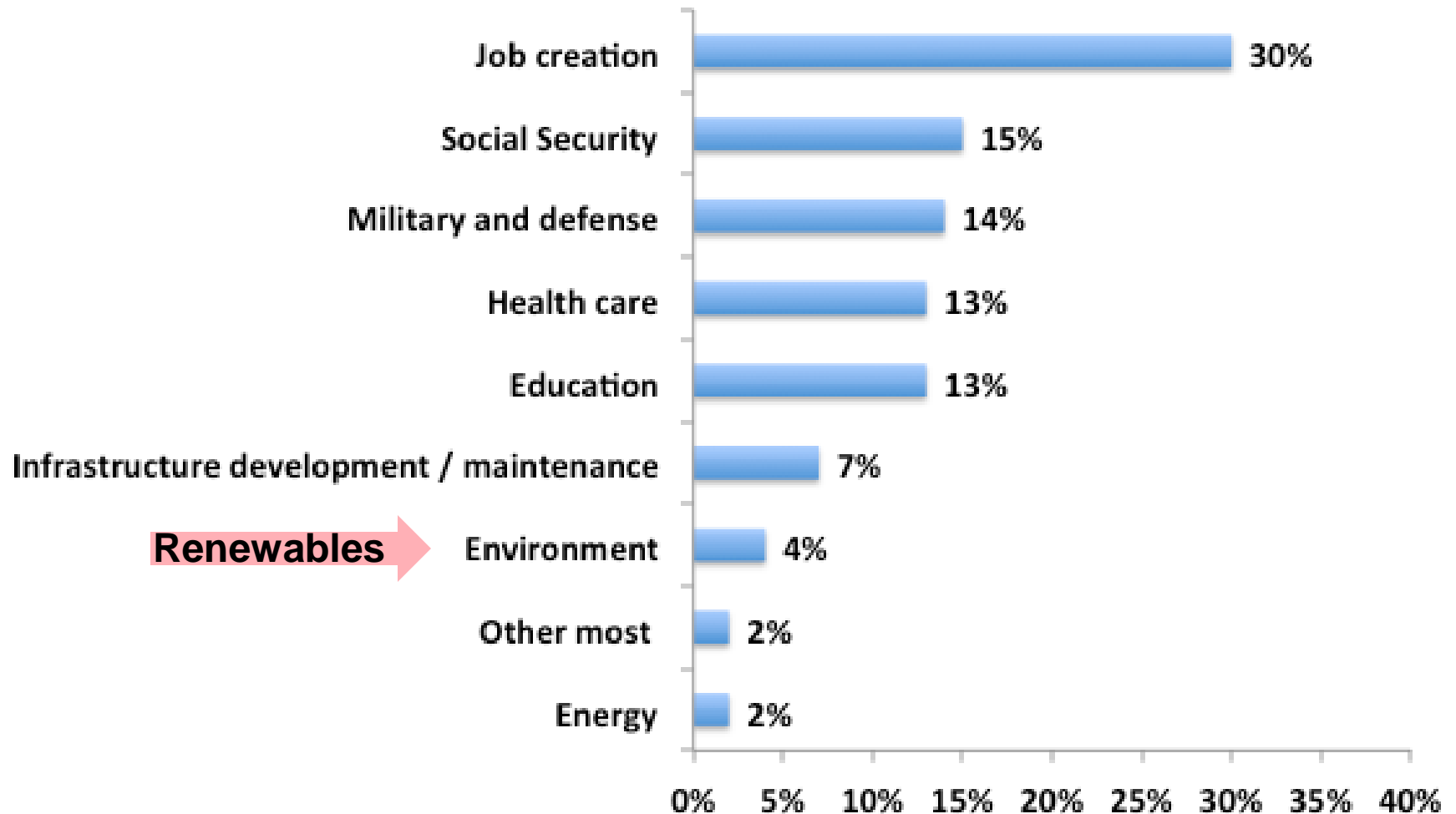
March 2013 Base 2113
All results based on weighted data

Where is it most important for the U.S. government to spend your tax dollars?



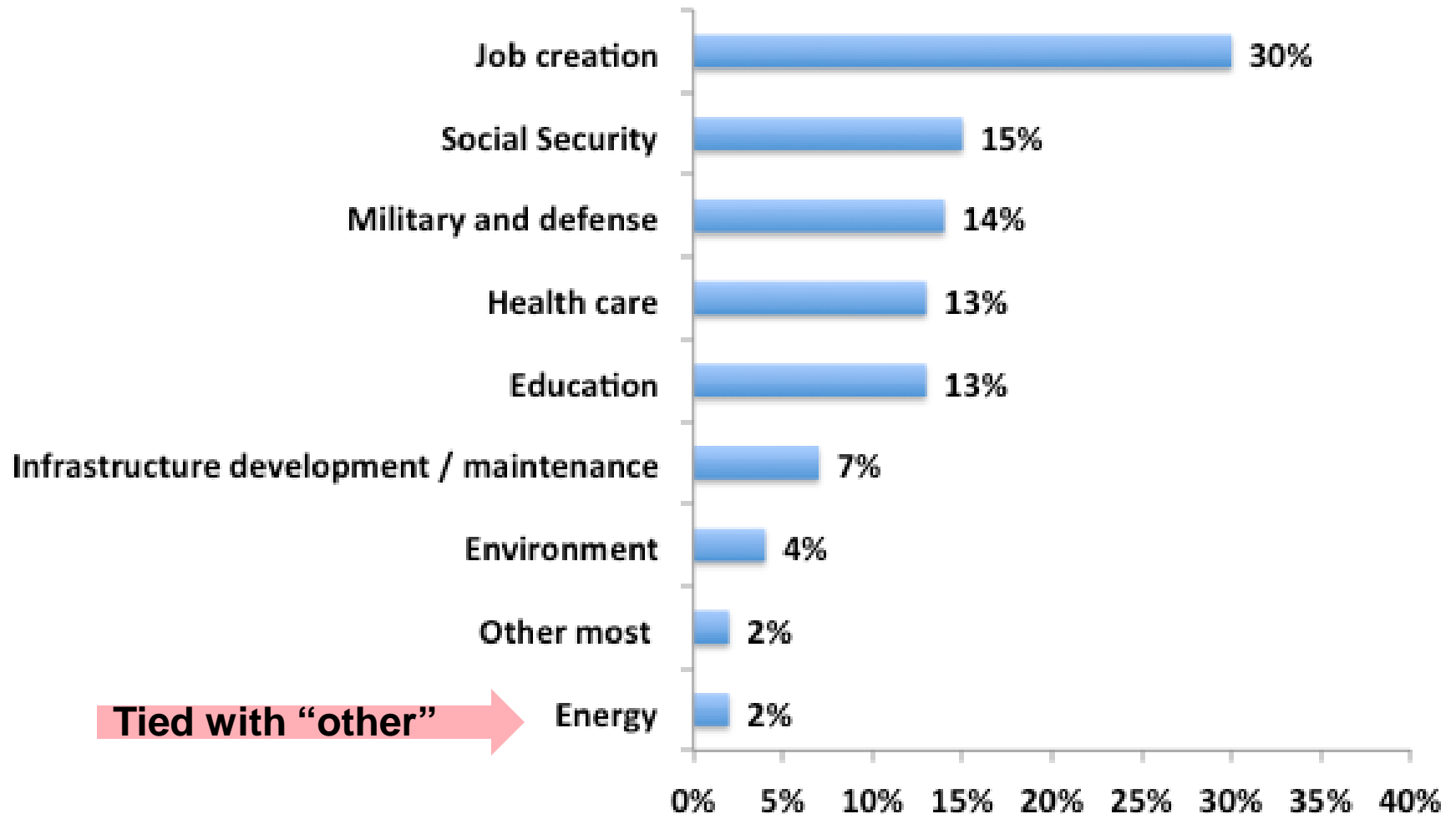
March 2013 Base 2113
All results based on weighted data

Where is it most important for the U.S. government to spend your tax dollars?



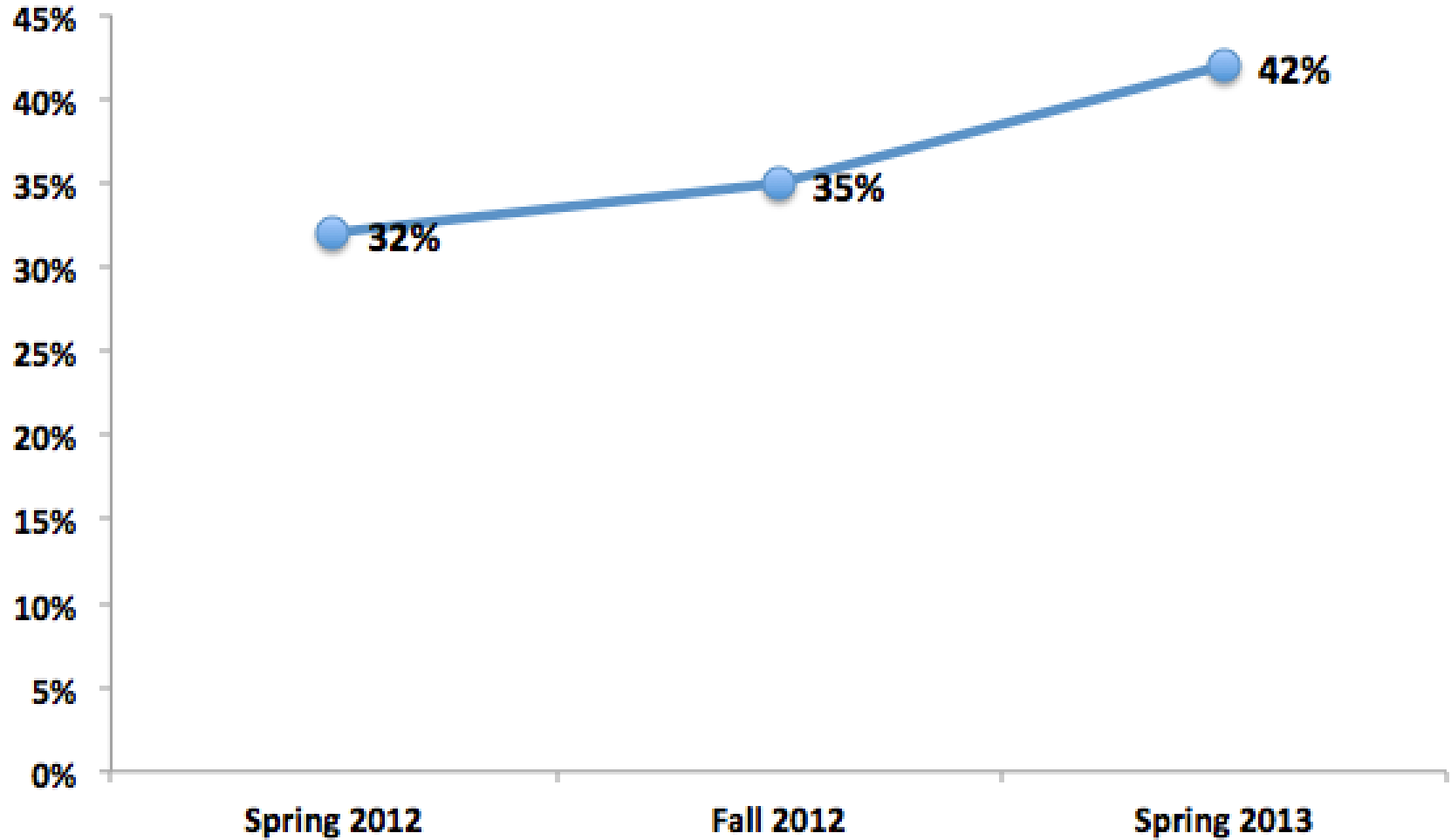
March 2013 Base 2113
All results based on weighted data

Where is it most important for the U.S. government to spend your tax dollars?



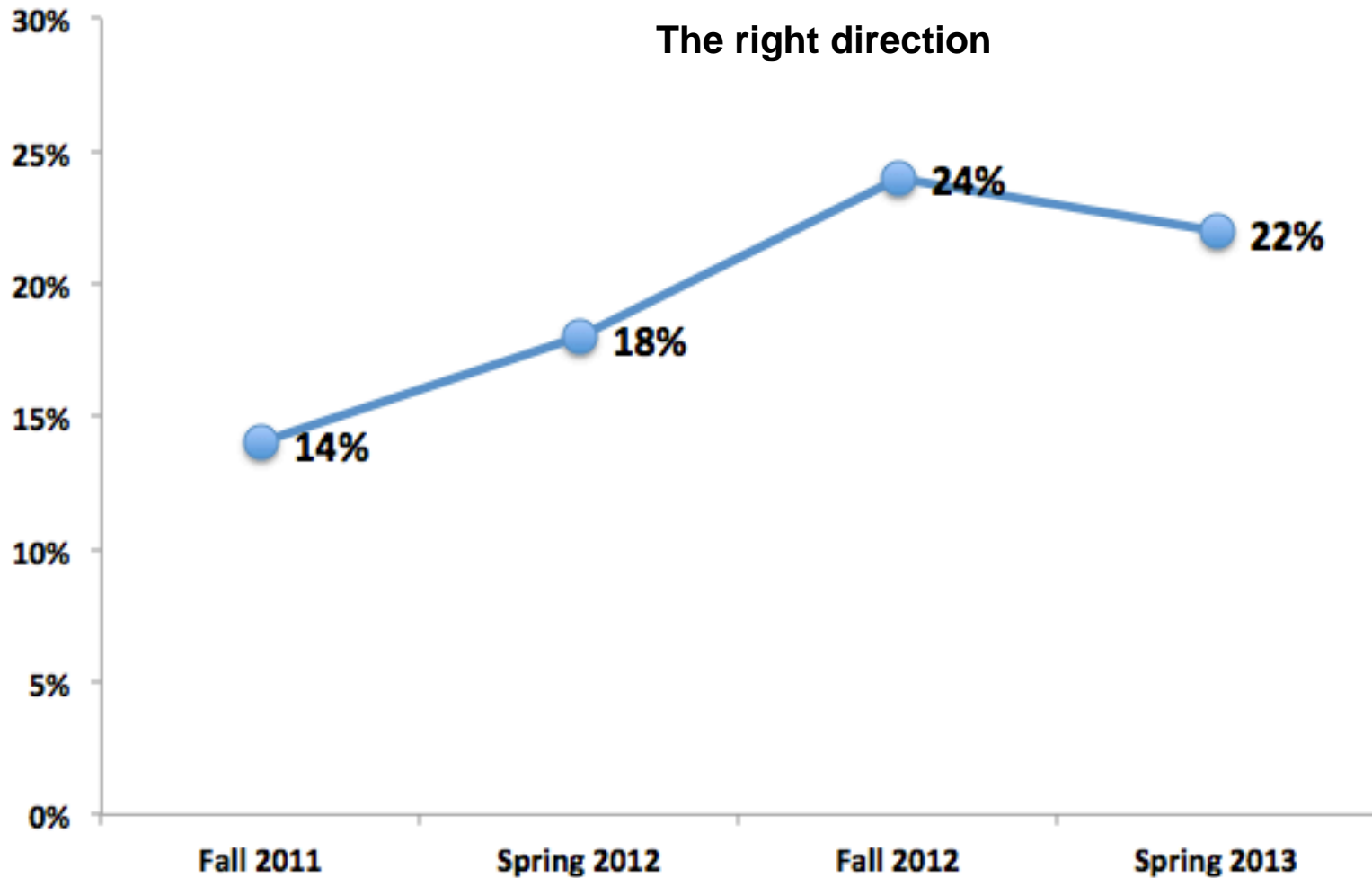
March 2013 Base 2113
All results based on weighted data

Americans familiar with the term 'hydraulic fracturing' (sometimes referred to as 'fracking')?



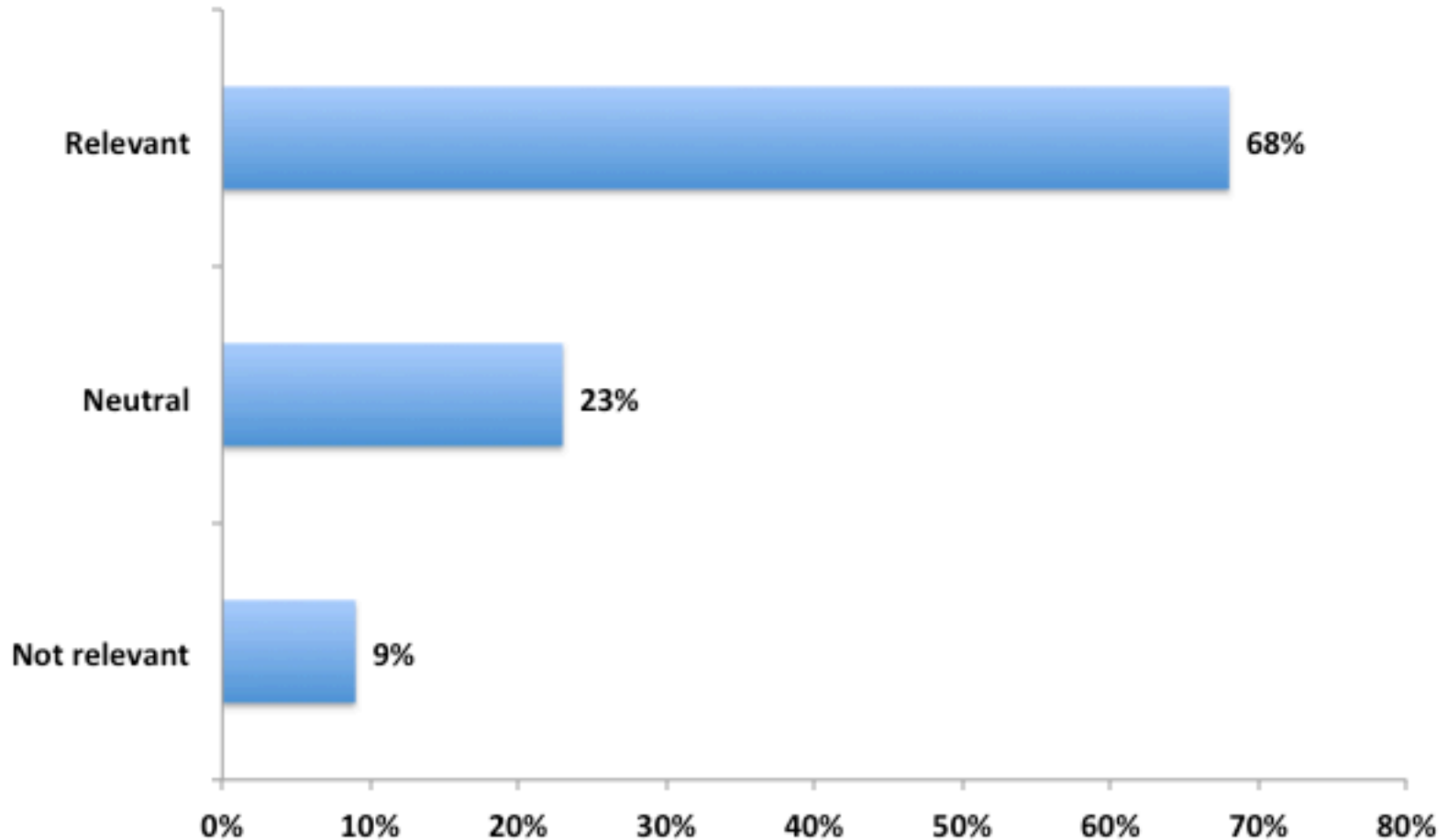
March 2012 Base: 2371, September 2012 Base: 2092, March 2013 Base 2113
All results based on weighted data

When it comes to dealing with energy issues that face our nation, do you think things are headed in...?



September 2011 Base: 3406, March 2012 Base: 2371, September 2012 Base: 2092, March 2013 Base 2113
All results based on weighted data

How relevant are energy issues to you?



March 2013 Base 2113
All results based on weighted data

THE UNIVERSITY OF TEXAS AT AUSTIN
ENERGY  POLL

For more information:

www.utenergypoll.com

sheril.kirshenbaum@mcombs.utexas.edu

(512) 232-5942