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Rocky Mountain Poll

NEWS RELEASE
RMP 2005-III-02

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PUBLIC BACKS REQUIRING MORE
RENEWABLE ENERGY GENERATION BY UTILITIES

Phoenix, Arizona, July 25, 2005. When it comes to greening the utility industry in Arizona, consumers appear ready to put their money where their mouths are. In a survey taken in the dead of summer when electric bills landing in consumers mail boxes may cause some heart palpitations, consumers nevertheless show broad support for measures under consideration by the Corporation Commission and which could result in higher residential bills.

By 61 to 26 percent, consumers across the state favor the concept of requiring electric utilities, over the next 20 years, to increase the proportion of electric power they generate from renewable sources such as solar and wind, to 15 percent from the current one percent. What is more, when told it would cost them five dollars more per month, support is not dampened in the least. Indeed, it actually rises, perhaps an indication that an even higher level might fly. At lower monthly cost to consumer (levels such as two dollars or one dollar) support for the concept rises to 80 percent or higher.

Business owners and managers were also queried about their support for such a requirement at various costs to their companies. The results: seven of ten indicate that they are willing to pay an additional ten dollars per month and over half (57%) are willing even at \$25 per month. At higher levels, however, willingness of business people to pay drops to 37 percent or lower. .

The findings outlined in this report are based on a survey of 705 adults across Arizona conducted between July 9th and July 16th, 2005, by the Behavior Research Center of Arizona as part of the Center's independent and non-partisan Rocky Mountain Poll series. The public is welcome to visit www.brcpolls.com to read this and other recent polls.

In general, support for mandating higher levels of renewable energy generation tends to increase among older, more affluent, and well-educated consumers as well as among registered voters, and especially those registered as Republicans or as Independents. This is a finding that is consistent with historical data in Arizona. In recent years, Democrats tend to place stronger emphasis on jobs and health care issues. The support for mandating higher utility reliance on renewable energy resources may reflect growing consumer belief that industry reliance on increasingly expensive fossil fuels may mean even higher prices for them than to invest in renewable energy resources today.

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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2005-III-02) is based on 705 telephone interviews with adults, conducted from July 9th through July 16, 2005, throughout Arizona. In the overall sample, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 3.8 percent of what they would have been had the entire adult population been surveyed. The Rocky Mountain Poll is conducted by the Behavior Research Center of Arizona and is an independent and non-partisan research program.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

ENCLOSED: Statistical data for reference.

STATISTICAL DATA

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For this and other polls, see www.brcpolls.com/results.

“As you may be aware, the Arizona Corporation Commission is an elected body which regulates electric utilities in Arizona such as Arizona Public Service and Tucson Electric Power. The Commission may require, over the next 20 years, that utilities increase the proportion of electric power they generate from renewable sources such as solar, wind, and geothermal, to 15 percent from the current one percent. Do you strongly support, support, oppose or strongly oppose requiring electric utilities to do this?”

	STATE	RE-PUBLICAN	DEMO-CRAT	INDEPENDENT	MARICOPA	PIMA	RURAL
Strongly support	19%	17%	22%	26%	18%	17%	26%
Support	<u>42</u>	<u>45</u>	<u>34</u>	<u>50</u>	<u>40</u>	<u>48</u>	<u>39</u>
(Net support)	(61%)	(62%)	(56%)	(76%)	(58%)	(65%)	(65%)
Oppose	19	13	29	19	19	19	18
Strongly oppose	<u>7</u>	<u>4</u>	<u>4</u>	<u>3</u>	<u>8</u>	<u>8</u>	<u>3</u>
(Net oppose)	(26%)	(17%)	(33%)	(22%)	(27%)	(27%)	(21%)
Unsure	13	21	11	2	15	8	14

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**STATISTICAL DATA**

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*“If approved, the Corporation Commission proposal would allow electric utility companies to pass on higher costs of these requirements to their residential customers. Would you be very willing, somewhat willing or not willing to pay the following increases each month in your residential electric bill to support this program if the added cost per month were?”*

| PER MONTH   | NOT WILLING/ |        |
|-------------|--------------|--------|
|             | WILLING      | UNSURE |
| \$5 or less | 72%          | 28%    |
| \$2 or less | 80           | 20     |
| \$1 or less | 84           | 16     |
| 35 cents    | 84           | 16     |

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*“(ASKED OF RESPONDENTS WHO OWN/MANAGE BUSINESSES) The Corporation Commission proposal would allow utilities to pass on higher costs of these requirements to their business customers. Would you be very willing, somewhat willing or not willing to pay the following increases each month in your business electric bill to support this program?”**

PER MONTH	NOT WILLING/	
	WILLING	UNSURE
\$100 per month	27%	73%
\$75 per month	37	63
\$25 per month	57	43
\$10 per month	70	30

* Base = 120 company owners/managers.

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