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**2014 Bay Area Council Survey
Report of Selected Results:
Energy and Communications**

**Online Panel survey of 1,018 Bay Area Residents
April 8-15, 2014
EMC Research, Inc.**

How do you feel things are going in each of the areas below?

SCALE:	Headed in the right direction	On the wrong track	Don't know
California	51	31	18
The Bay Area	57	27	16
Your community	58	24	18

How do you think the Bay Area economy **is doing today compared to 6 months ago?**

Much better	9
Somewhat better	44
The same	35
Somewhat worse	7
Much worse	1
Don't know	3

How do you think the Bay Area economy **will be doing 6 months from now?**

Much better	8
Somewhat better	42
The same	35
Somewhat worse	8
Much worse	1
Don't know	5

What do you think are the 3 best things about living in the Bay Area?

	<u>Mentioned as One of Top 3</u>	<u>Best Thing</u>
Weather	65	25
Diversity	46	23
Economic Strength/Jobs	29	11
Family	18	9
Arts/Culture	20	9
Outdoor recreation	32	6
Food	32	6
Pro sports teams	14	3
People	14	2
History	8	1
Public transportation	9	1
Schools	7	1
Political climate	6	1
Other	1	1

What are the 3 most serious problems facing the Bay Area today?

	<u>Mentioned as One of Top 3</u>	<u>Most Important Problem</u>
Cost of living	60	21
Housing Cost	45	19
Crime/Safety	29	11
Homelessness	22	8
Traffic	29	7
Economy/Jobs	14	5
Housing Availability	18	5
Education	12	4
Taxes	15	4
Government/Leaders	9	4
Government/Budgets	13	3
Poverty	8	2
Public Transportation	8	1
Growth/Development	4	1
Health care	6	1
Business climate	3	1
Environment	3	1
Other	1	1

How important should each of the following goals be for Bay Area government leaders?

	Not at all important			Extremely important			Don't know	Mean	
SCALE:	1	2	3	4	5	6	7		
Making it easier to start, run, and grow a business in the Bay Area	1	3	6	17	23	23	23	4	5.28
Improving the quality of public schools	1	0	2	7	13	23	50	3	6.11
Creating good-paying local jobs	1	1	3	10	15	24	42	3	5.86
Protecting residents from increased fees and taxes	1	1	5	11	17	22	39	3	5.74
Public safety and crime prevention	-	0	2	6	13	23	53	3	6.22
Improving streets and highways	0	1	3	12	24	28	30	2	5.67
Improving public transportation	1	1	4	13	18	27	34	3	5.69
Improving government efficiency	1	1	2	8	15	24	47	3	6.07
Building more housing	6	6	10	18	20	20	18	3	4.78
Controlling the cost of living	1	1	2	9	15	24	46	2	5.97
Improving access to health care	2	3	5	15	19	22	30	4	5.44
Building housing that lower and middle-income people can afford	3	3	5	12	17	19	38	3	5.53
Protecting clean air and clean water	1	1	4	9	19	24	40	3	5.84

Communications companies must ask local governments for permission when they want to build new cell phone antennas and towers or install new fiber optic cables. Do you generally support or oppose issuing new permits to build telecommunications infrastructure in your city?

Strongly support	24
Somewhat support	48
Somewhat oppose	11
Strongly oppose	3
Don't know	14

Do you agree or disagree with the following statements?

SCALE:	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know
Allowing more communications infrastructure in my city will improve my service.	23	49	11	3	14
If even a few members of the local community object to the installation of new infrastructure, local governments should listen to these opinions and reject the permit.	5	22	36	22	14
I am concerned that building new cell phone antennas near me will negatively impact my health.	10	30	27	19	14

Below are some statements from people who support building more communications infrastructure. For each one, please indicate if you agree or disagree.

SCALE:	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know
Better communications infrastructure will mean more competition and lower prices for customers. This is the right decision for all consumers.	23	46	13	4	15
All parts of the Bay Area economy depend on high quality communications services. We should support private investment in our communications systems to keep our local economy strong and growing.	24	50	10	3	13

SCALE:	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know
If we want faster mobile and internet service and lower prices, we should also be willing to support the necessary updates to our infrastructure. We can no longer say "not in my backyard" while also expecting better results.					
	26	48	12	4	10
Our current infrastructure is too outdated for emergency responders to use after a disaster. Adding more cell phone antennas and towers will ensure everyone has the coverage they need in an emergency and will enable 911 operators to locate callers' exact locations when they require assistance.					
	21	42	14	3	19
Bay Area residents continue to rely on mobile and internet communication for everything we do. Improving communications infrastructure will make sure every person can count on quality and fast service.					
	28	51	8	2	10

Now that you've heard more, do you generally support or oppose issuing new permits to build telecommunications infrastructure in your city?

Strongly support	22
Somewhat support	54
Somewhat oppose	10
Strongly oppose	3
Don't know	11

How important should each of the following goals be for government and utilities?

SCALE:	Not at all important			Extremely important			Don't know	Mean	
	1	2	3	4	5	6			7
Reducing household energy bills.									
	1	1	2	12	17	23	40	4	5.81
Reducing carbon emissions and increasing the use of renewable energy.									
	2	1	3	9	15	24	42	4	5.85
Improving safety and reliability of energy distribution.									
	1	1	1	9	17	26	41	4	5.96
Encouraging and rewarding household energy conservation.									
	1	1	2	9	17	28	39	4	5.89

Do you agree or disagree with the following statements?

SCALE:	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know
Our energy infrastructure for gas and electricity transmission is aging and outdated, and at risk for failure during a natural disaster like an earthquake.	23	45	11	2	19
We need to upgrade our energy systems to keep the Bay Area economy moving, and ensure we can power the high-tech industries of the future, biotechnology, and new transportation.	22	52	11	3	12
We should invest in energy upgrades now to save in the long run - it is always less expensive to improve our infrastructure now instead of deferring the costs to future years.	25	53	8	3	11
I would be willing to pay a little more on my utility bill if I knew the money was going to safety upgrades and more reliable service.	10	40	26	14	10
I would be willing to pay a little more on my utility bill to ensure more of my energy is coming from clean and renewable sources.	13	40	24	14	9
It makes sense that electricity should cost more at peak hours to help reduce demand, and should be cheaper during hours when there is lower demand.	17	45	18	11	9
I would sign up for variable pricing on my electric bill so I could save money by shifting activities to different hours, like running the dryer in early morning or late evening.	25	45	13	7	10

To what extent have you come to rely on your smartphone to help you to accomplish day-to-day tasks?

A great deal	33
Moderately	30
Not much	18
Not at all	6
I don't have a smartphone	13

Does your household have a landline telephone?

Yes	58
No	40
Prefer not to respond	1

How likely do you think your household to have a landline telephone 5 years from now?

Very likely	19
Somewhat likely	25
Somewhat unlikely	17
Very unlikely	38
Prefer not to respond	2

Do you own or rent your home?

Own a home or condo	54
Rent	40
Other	4
Prefer not to respond	2

How would you describe the area where you live?

Urban	38
Suburban	57
Rural	4
Prefer not to respond	2

About how long have you lived in the Bay Area?

Less than two years	3
2-5 years	7
6-10 years	8
11-20 years	14
More than 20 years	66
Prefer not to respond	1

Do you have children under the age of 18 living in your home?

Yes	21
No	78
Prefer not to respond	2

Are you registered to vote as...

A Democrat	49
A Republican	14
Another party	3
No party preference	23
Not registered to vote	11

Thinking of your political beliefs, where would you place yourself on a scale from liberal to conservative...

	Very liberal			Very conservative			Don't know	Mean	
SCALE:	1	2	3	4	5	6	7		
Compared to people in the Bay Area	3	10	20	22	19	11	4	11	4.07
Compared to people in the United States	10	20	22	16	15	4	1	11	3.26

What is your employment status?

Employed	90
Self-employed	3
Unemployed/looking for work	2
Retired	2
Student	1
Other	1
Prefer not to respond	1

Which modes of transportation do you use at least two to three times per week, for any purpose including commuting to school or work, or running errands? Choose all that apply.

Ride a public bus	12
Ride a train	15
Ride an employee shuttle bus	2
Carpool	12
Drive alone	77
Walk	27
Bike	5

What was your total household income before taxes for 2013?

Less than \$25,000	5
\$25,001-\$50,000	14
\$50,001-\$75,000	17
\$75,001-\$100,000	16
\$100,001-\$125,000	14
\$125,001-\$150,000	8
More than \$150,000	17
Prefer not to respond	10

Do you consider yourself to be:

White or Caucasian	42
Hispanic	23
African American	6
Chinese	13
Vietnamese	1
Filipino or Pacific Islander	3
South Indian, Asian Indian, Pakistani or Afghan	3
Another Asian group	4
Native American	0
Biracial or Multiracial	2
Other	1
Prefer not to respond	1

What county do you live in?

Alameda	21
Contra Costa	14
Marin	4
Napa	2
San Francisco	13
San Mateo	10
Santa Clara	24
Solano	6
Sonoma	7

In what year were you born?

18-29	21
30-39	19
40-49	20
50-64	25
65+	14

Gender

Male	47
Female	53

What is the last grade you completed in school?

Some grade school	0
Some high school	0
Graduated high school	6
Technical/Vocational	4
Some College/Associate degree	30
Graduated college	34
Graduate/Professional	25
Prefer not to respond	0