



Date: Sept. 11, 2009
To: Jennifer Bemisderfer, CEA
From: Phil Vanno, Zogby
RE: Results from California poll

Methodology

Zogby International was commissioned by the Consumer Electronics Association (CEA) to conduct an online survey of 800 voters in California.

A sampling of Zogby International's online panel, which is representative of the adult population of the U.S., was invited to participate and asked approximately 20 questions from 9/8/09 to 9/9/09. Slight weights were added to party, age, race, gender, education, ideology to more accurately reflect the population. The margin of error is +/- 3.5 percentage points. Margins of error are higher in sub-groups.

Summary

Initially, half of California likely voters surveyed said they opposed the CEC's proposed regulations to require all televisions sold in California to meet certain energy use limits (52%), a number which increased by five percentage points when asked again at the end of the survey once additional information was introduced (57%).

Meanwhile initial support for the CEC's proposal (43%) dropped an additional four percentage points by the end of the survey (39%).

The vast majority of California voters are much more concerned with economic issues in California like unemployment and taxes than they are with environmental issues such as climate change and energy consumption (80% to 2%).

Six in ten also feel that there are too many regulations in California as it is (61%), and about the same number (58%) think the proposed regulation is another example of the costly and unnecessary rules the state continues to force on small business owners. The belief that there is

too much regulation in California is echoed throughout the state from Los Angeles (51%) to San Francisco (54%).

Furthermore, majorities across the board agree that if the state bans big screen TVs, consumers will just go across state lines to buy them elsewhere (78%); that such a matter should be the consumer's choice not the government's decision (59%); and that Governor Schwarzenegger should stop the CEC from adopting the regulation (55%).

Narrative Summary

4. In general, do you think that California is heading in the right direction or are things off on the wrong track?

Wrong track	86%
Right direction	5
Not sure	9

5. Which of the following do you think is the most important matter facing California today?

Economic issues (such as unemployment and taxes)	80%
Improving education	6
Water consumption/availability	5
Environmental issues (such climate change and energy consumption)	2
Expand access to healthcare	1
None of these	5
Not sure	1

6. In your opinion, are there too many or too few regulations in California, or is there just the right amount?

Too many	61%
Too few	13
Just right	10
Not sure	16

7. How worried are you that businesses and jobs will leave California for more business-friendly states such as Nevada and Arizona?

Very worried	49%	Worried	77%
Somewhat worried	28		
Not very worried	14	Not worried	20*
Not at all worried	7		
Not sure	3		

***Not all numbers add up evenly due to rounding.**

8. The California Energy Commission (CEC) is currently proposing new regulations that will require all televisions sold in California to meet certain energy use limits as a way to conserve more energy in the state. If these new regulations are passed 25% of big screen TVs available today would be banned from store shelves. Knowing this, how strongly do you support or oppose this proposal?

Strongly support	24%	Support	43%
Somewhat support	19		
Somewhat oppose	13	Oppose	52
Strongly oppose	39		
Not sure	5		

9-13. How strongly do you agree or disagree with the following statements?

	Agree			Disagree			NS
	Strongly	Somewhat	Overall	Somewhat	Strongly	Overall	
If the state bans big screen TVs, consumers will simply go across state lines to buy the big screen TV or go online and have it shipped to their home—depriving local small business owners millions in potential sales revenue.	48	30	78	13	6	19	3
This should be the consumer's choice, not government's decision. Instead of simply limiting consumer choice and banning the TVs altogether, government should provide financial incentives for those who want to buy home electronics that are more environmentally friendly.	37	22	59	18	17	36*	5
This proposed regulation is just another example of the costly and unnecessary rules California continues to force on small business owners—resulting in stunted economic growth and job losses across the state.	48	11	58*	21	17	38	4
Governor Schwarzenegger should stop the CEC from adopting this regulation.	46	9	55	13	22	35	10
Regulating the energy consumption of televisions is good thing because energy usage in California is already out of control and any effort to reel it in should be welcomed.	18	25	43	19	34	52*	5

*Not all numbers add up evenly due to rounding.

14-18. Assuming each of the following is true, would it make you more or less likely to support the CEC's proposed TV regulation, or would it make no difference?

	Less	More	No diff	NS
If this new regulation is passed, California will lose \$50 million a year in lost tax revenues and 4,600 jobs.	60	12	19	9
These regulations could delay, or prohibit, new products and technologies - like 3DTV and Internet-enabled TVs – from being sold in California if they can't comply with this regulation.	47	15	31	7
If this new regulation is passed, consumers will have fewer choices of TVs to buy, and the cost of big screen TVs could increase significantly in order to design models that comply with the new regulations.	46	19	31	4
Industry data shows that TV manufacturers are already taking aggressive and proactive measures to develop new quality, energy-efficient TVs. In fact, widely available ENERGY STAR televisions can save consumers between \$10-\$116 each year on their electric bill.	29	33	31	7
This regulation will help consumers save money in their electricity bills – between \$50-\$250 per television over the life of the TV.	13	35	48	5

19. Knowing what you now know, how strongly would you support or oppose the CEC's proposed regulations to require all televisions sold in California to meet certain energy use limits?

Strongly support	17%	Support	39%
Somewhat support	22		
Somewhat oppose	12	Oppose	57
Strongly oppose	45		
Not sure	5		