



# STRATEGIC INSIGHTS

## Ann Arbor's Energy Future

Survey of City of Ann Arbor Voters (Michigan)

*Conducted 08/28/2023 through 09/05/2023*



# ABOUT AMERICAN PULSE, LLC

At American Pulse Research & Polling, our experienced survey research specialists use advanced methods to deliver reliable, accurate results. With decades of experience, we provide clients insightful data so they can make informed decisions and achieve success.



# METHODOLOGY

## Survey of Likely Voters in the City of Ann Arbor, Michigan

- Conducted 08/28/2023 through 09/05/2023
- N=**412**
- Margin of Error at 95% Confidence Interval: **+/- 4.8%**
- Survey Type: Hybrid / Multimodal
- Mode Counts:
  - Live Answer: 222
  - Online Panel: 97
  - Text-to-Web (TTW): 93
- Weighting Applied:
  - Age, Gender, Race/Ethnicity, and Zipcode



# THE BIG PICTURE

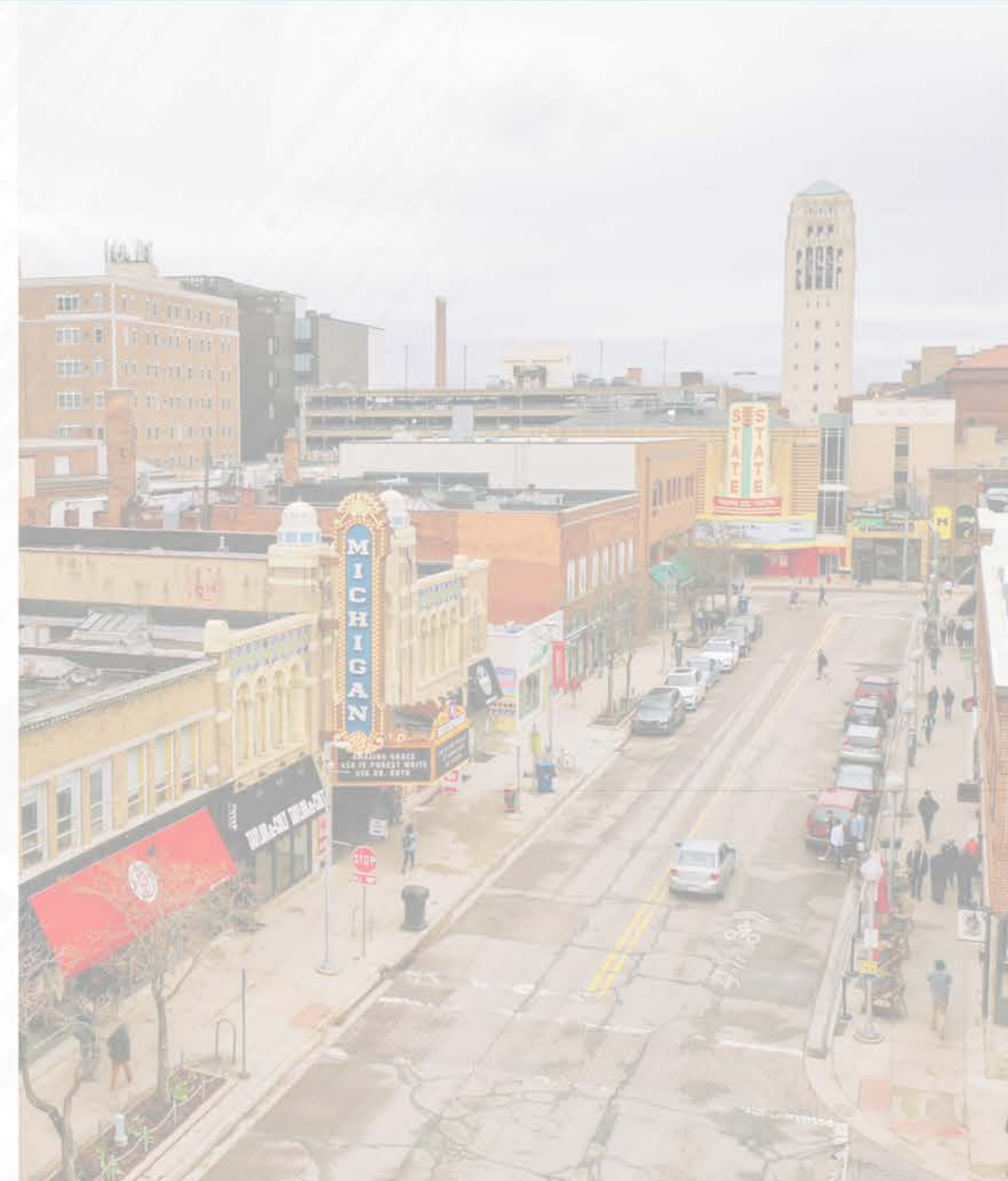
***"That we don't lose energy and  
I don't want our property tax to pay for it"***  
— Retired Caucasian Female, 70+, Who Is A High School  
Grad, And Generally Supportive of the 2030 Goal

The Ann Arbor Energy Future survey offers insight into Ann Arbor voters':

- Perspectives on the City's 2030 Renewable Energy Goal
- Priorities for Energy Initiatives
- Responses to policy options in their own words

Overall, the survey reveals that while Ann Arbor residents are generally supportive of the City's 2030 renewable energy goal, they place a high priority on resilience, reliability, and cost.

**Following are Big Picture strategic insights gleaned from this survey...**





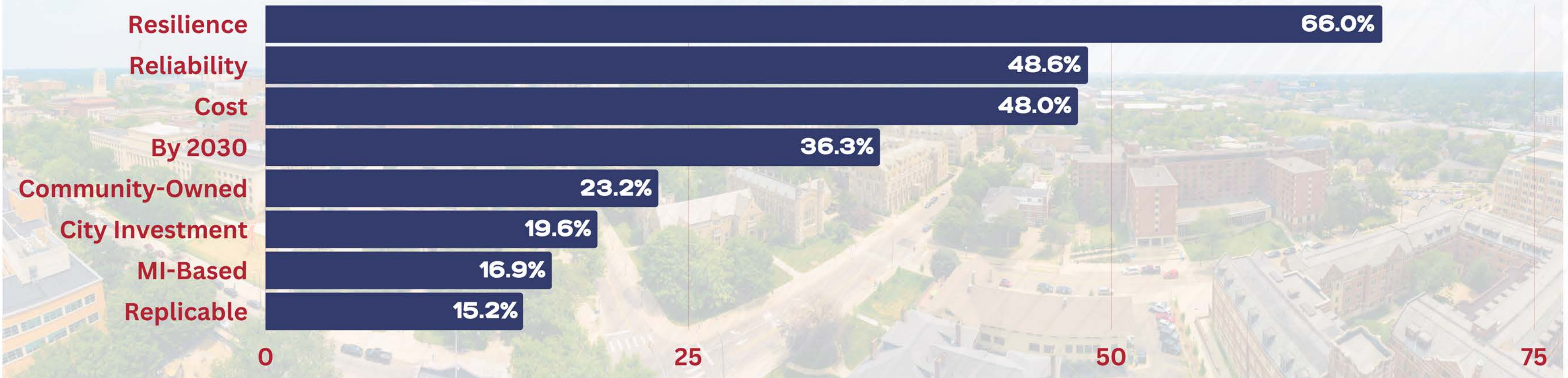
# STRATEGIC INSIGHT #1

## RESILIENCE, RELIABILITY, & COST ARE PARAMOUNT

Respondents make their priorities clear, emphasizing resilience, reliability, and cost.

Particularly noteworthy is that resilience ranks highest among all demographics, as indicated by 66% of respondents prioritizing this characteristic across all question types.

### TOP 3 PRIORITIES





# STRATEGIC INSIGHT #1 (continued)

RESILIENCE, RELIABILITY, & COST ARE PARAMOUNT

## OVERALL RESIDENT PRIORITIES

### Resilience

- Ranked #1 across all demographics
- 66% selected it as a top-3 priority
- 'Being able to withstand a storm' was Top Verbatim Answer

### Reliability

- Overall #2 priority among residents
- 48.6% selected it as a top-3 priority
- "Withstanding routine disturbances" was #2 Verbatim Answer

### Cost

- Overall close #3 priority
- 48% selected it as a top-3 priority
- "Energy Cost" was #3 Verbatim Answer

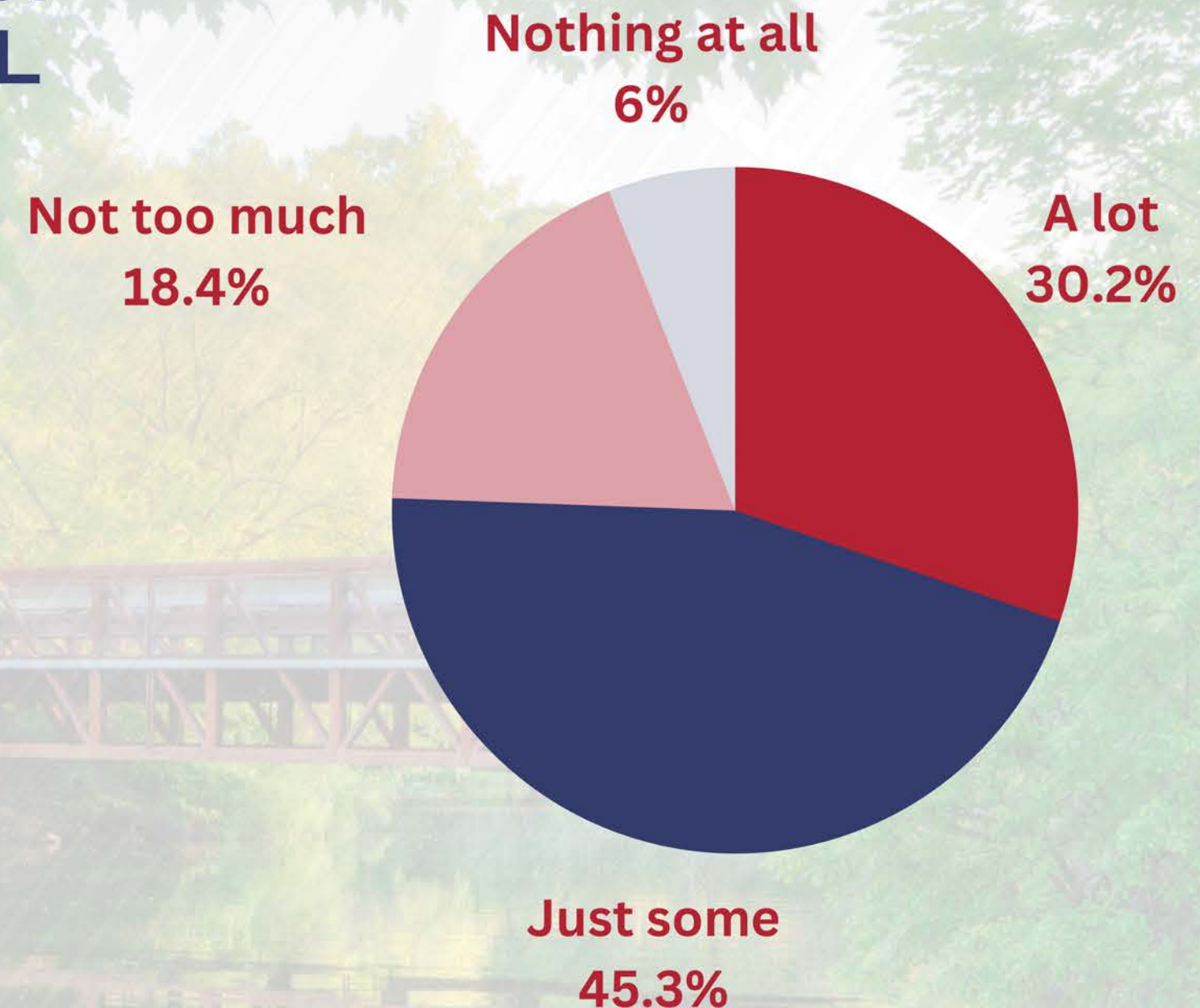


## STRATEGIC INSIGHT #2

### THERE'S HIGH PUBLIC AWARENESS OF THE 100% RENEWABLE ENERGY GOAL

A robust 75.5% of respondents are aware of Ann Arbor's goal to transition to 100% renewable energy.

- Only 6% reported having no knowledge of this initiative
- 30.2% said they had heard "A lot" about it







**WANT 100% RENEWABLE ENERGY BY 2030 OR EARLIER**

## STRATEGIC INSIGHT #3

### RESIDENTS GENERALLY SUPPORT 2030 GOAL

Residents generally support the goal to achieve 100% Renewable Energy by 2030.

Before being given a timeline or reminded of the 2030 goal, nearly 60% of respondents favored achieving 100% renewable energy by 2030 or earlier.

- **59.8%** desire 100% renewable energy by 2030 or earlier
- **62.6%** find achieving the 2030 goal important

When asked specifically about the 2030 goal, 62.6% of respondents said it was important to achieve with 1/3 saying it was 'Extremely Important'.

***"As soon as possible. 2030 feels aggressively achievable."***

— Caucasian Male, 30-39, with a Bachelor's Degree,  
Answer to #3 who says his #1 priority is Transition to Renewables



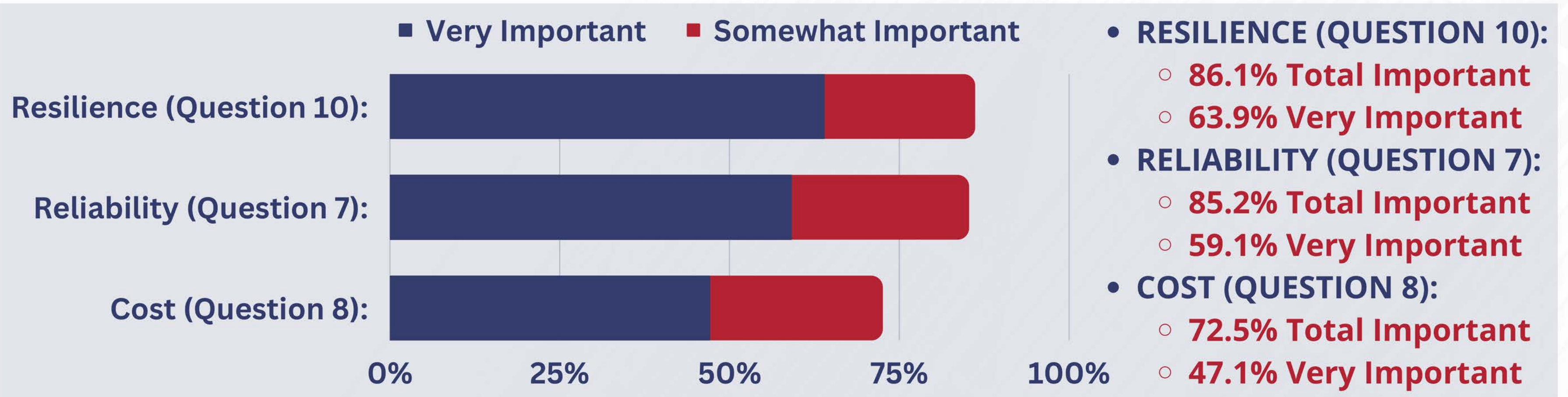
# STRATEGIC INSIGHT #4

## CONSENSUS ON ALL CRITERIA, BUT INTENSITY FAVORS THREE

Most respondents find all energy options important, but resilience, reliability, and cost stand out as top priorities. We measure the "intensity" of these priorities by the percentage of people who rate them as "very important."

Any option rated "very important" by over 40% of respondents indicates strong conviction or emotional investment in the issue.

Intensity reveals not just the important issues but also the strength of respondents' feelings about them.





**"Just keep it affordable – the cost of living is quite high in the city."**

— African-American Male, 40-49, who makes over \$150k,  
Answer to #14 who says his #1 priority is Resilience



## STRATEGIC INSIGHT #5

### IGNORE COST & AFFORDABILITY AT YOUR OWN PERIL

Ignoring concerns about cost and affordability is not an option with residents.

Our data indicate that, especially for low-income groups, cost is a major concern, almost equalling that of resilience and reliability

- The **Prioritization Question Series (Questions 12, 13, and 14)** at the end of the survey shows that cost is just as important or more important than reliability and even rivals resilience among some demographic groups.
- There is an undercurrent of respondents looking for and suggesting some kind of assistance for themselves or others to move to renewable energy sources.

#### Those Making Under \$75k

##### Top 3 Concerns

- **Resilience 56.3%**
- **Cost 50.3%**
- **Reliability 42.6%**

#### Non-White Population

##### Top 3 Concerns

- **Resilience 64.0%**
- **Cost 50.8%**
- **Reliability 43.9%**

#### Those Under 40

##### Top 3 Concerns

- **Resilience 66.4%**
- **Cost 51.8%**
- **Reliability 49.8%**



## RESIDENTS IN THEIR OWN WORDS

We took the opportunity to ask several Open-Ended Questions and record residents' Verbatim Responses to better understand their key concerns, priorities, and opinions. Here are some representative comments:

- **MAINTAINING POWER DURING AND AFTER AN EXTREME EVENT: (66.0%)**
  - "Power remains after big events"
  - "Pushing toward responsive with weather related events when the power goes out"
  - "Anything related to resiliency would be my priority"
- **IMPROVING RELIABILITY DURING ROUTINE DISTURBANCES: (48.6%)**
  - "Allowing for continued power during disturbances"
  - "Stable power access"
  - "The outages are bad so just having power"
- **ENSURING ENERGY COSTS ARE AT LEAST THE SAME COST AS TODAY: (48.0%)**
  - "I think keeping costs low, or the same as what we pay now"
  - "Everything making sure people can afford energy"
  - "I hope that we still have the same cost"



# THE BOTTOMLINE

**FOCUSING ON RESILIENCE, RELIABILITY, & COST  
ARE KEY TO THE SUCCESS OF THE 2030 GOAL**

The survey reveals that while Ann Arbor residents are generally supportive of the City's 2030 renewable energy goal, they place a high priority on resilience, reliability, and cost.

Tailoring communication to various demographic groups, especially those prioritizing cost, will be crucial in continuing to build community engagement and support for renewable initiatives.

Given the survey results, City of Ann Arbor must focus on:

- Resilience
- Reliability
- Cost



# THANK YOU

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*We would like to extend our heartfelt gratitude and thanks to the City of Ann Arbor for granting us the opportunity to conduct this crucial survey.*

*Your partnership and support have been invaluable in gaining insights into the perspectives and priorities of the residents of Ann Arbor.*

*Your willingness to collaborate has allowed us to uncover valuable insights that will undoubtedly inform and guide the city's future.*

*We are truly grateful for the opportunity to contribute to this important cause and look forward to continuing our collaborative efforts in creating a stronger future for the community.*

*Thank you for entrusting us with this endeavor.*