



# NORTH CAROLINA SUSTAINABLE & RENEWABLE ENERGY SURVEY

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**800 High Propensity General Election Voters  
in the State of North Carolina**

**Telephone Interviews Using a Combination of Valid Residential  
and Cellular Telephone Listings**

**+/- 3.46% Overall Estimated Margin of Error, with a Confidence  
Interval of 6.9% Within Which the Results Could Vary**

**April 27 – April 29, 2011**

**Data was Stratified so that the Differences in Vital Characteristics,  
such as Age, Race, Gender and Geography are Represented in  
Proportion to Their Percentages of the Electorate**

*Methods*

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# THE OPINION ENVIRONMENT

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# What do you think should be the top priority for state leaders and elected officials in North Carolina to work on right now?

**33%** **Attracting more businesses and jobs to the state**

23% Improving the quality of public education

18% Reducing the cost of living for items like food, fuel and energy

8% Lowering taxes

3% Fighting crime

2% Preventing home foreclosures

12% Other

1% Unsure

***Forced Choice Battery***

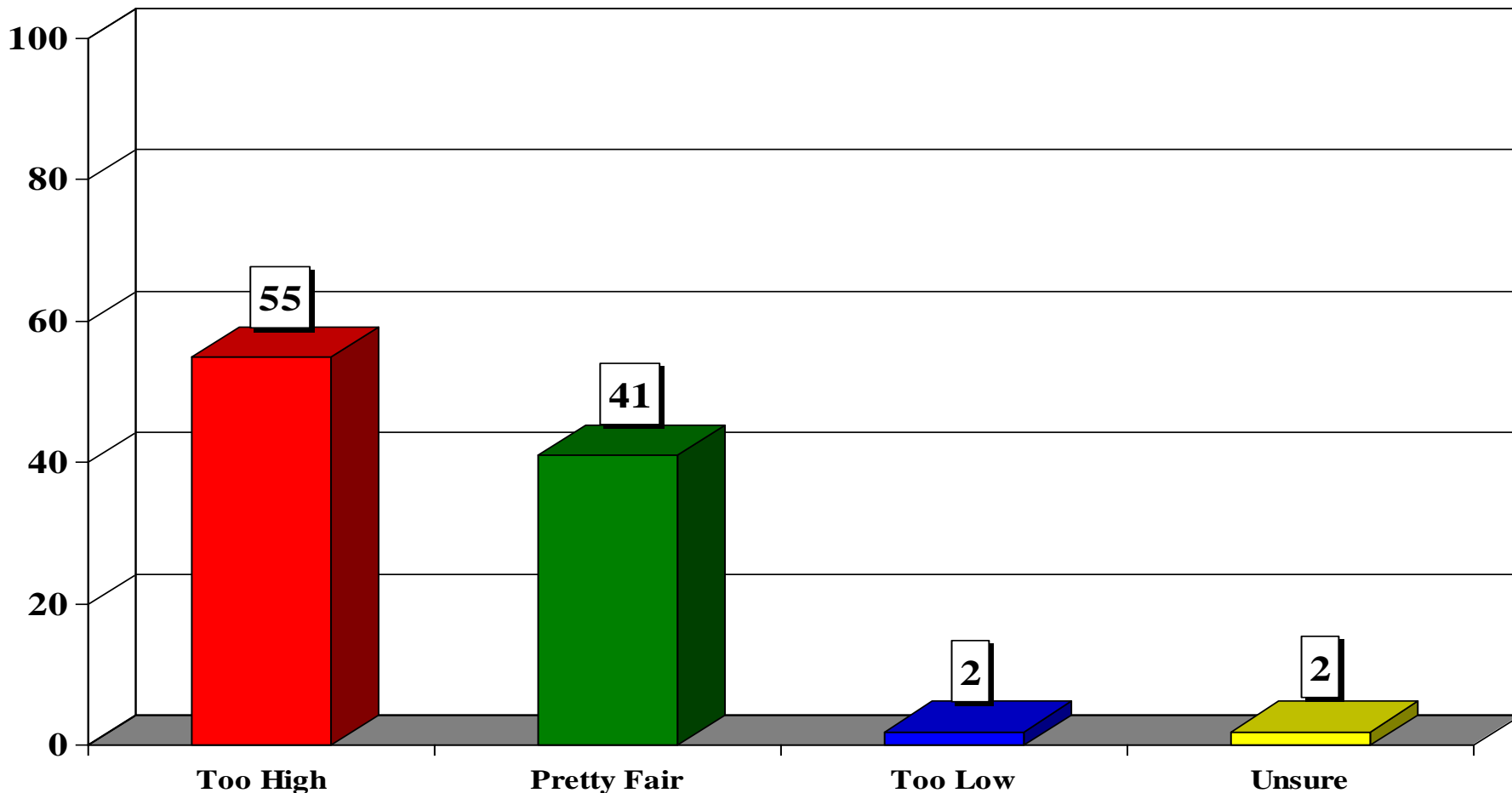
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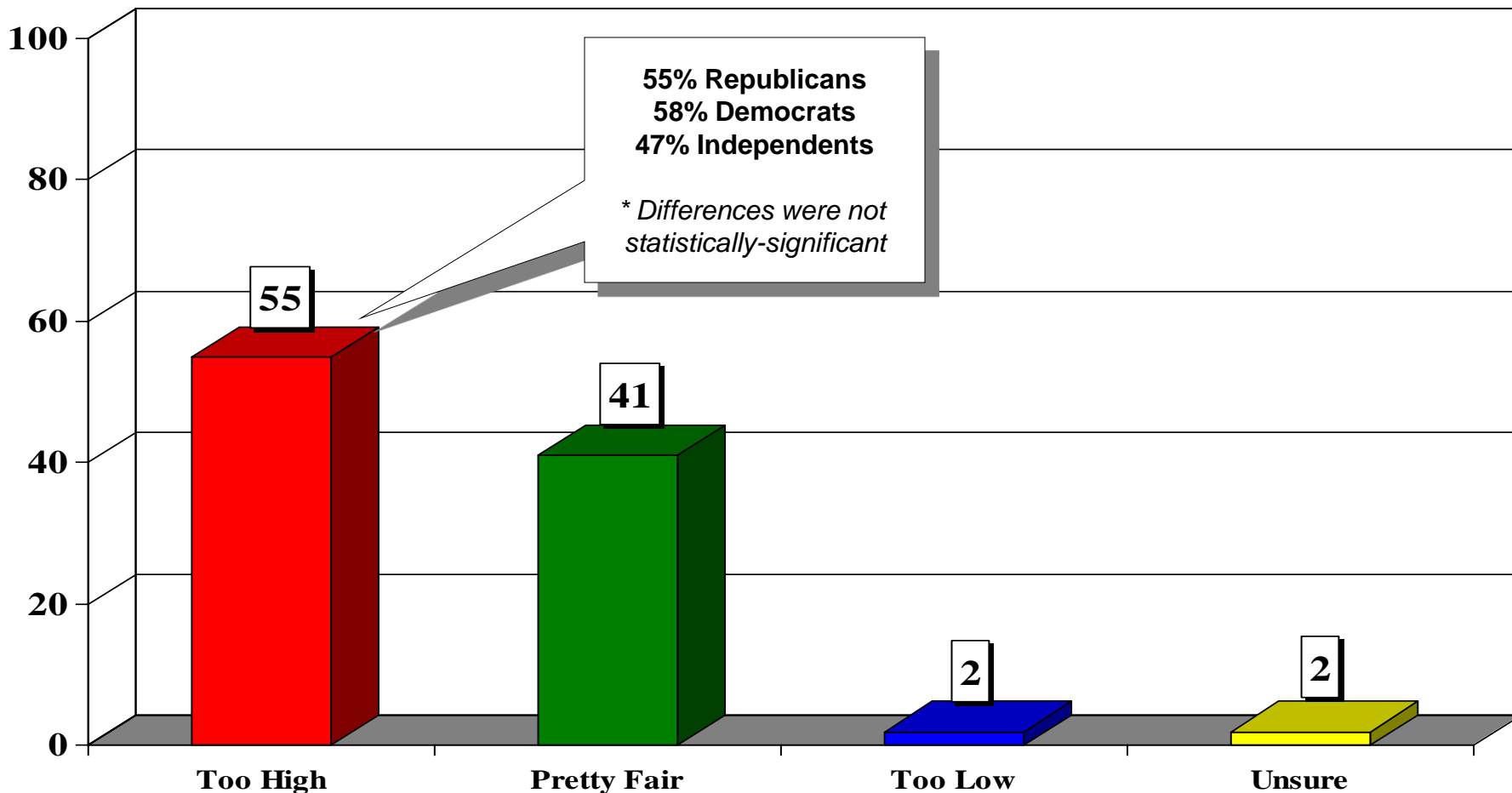
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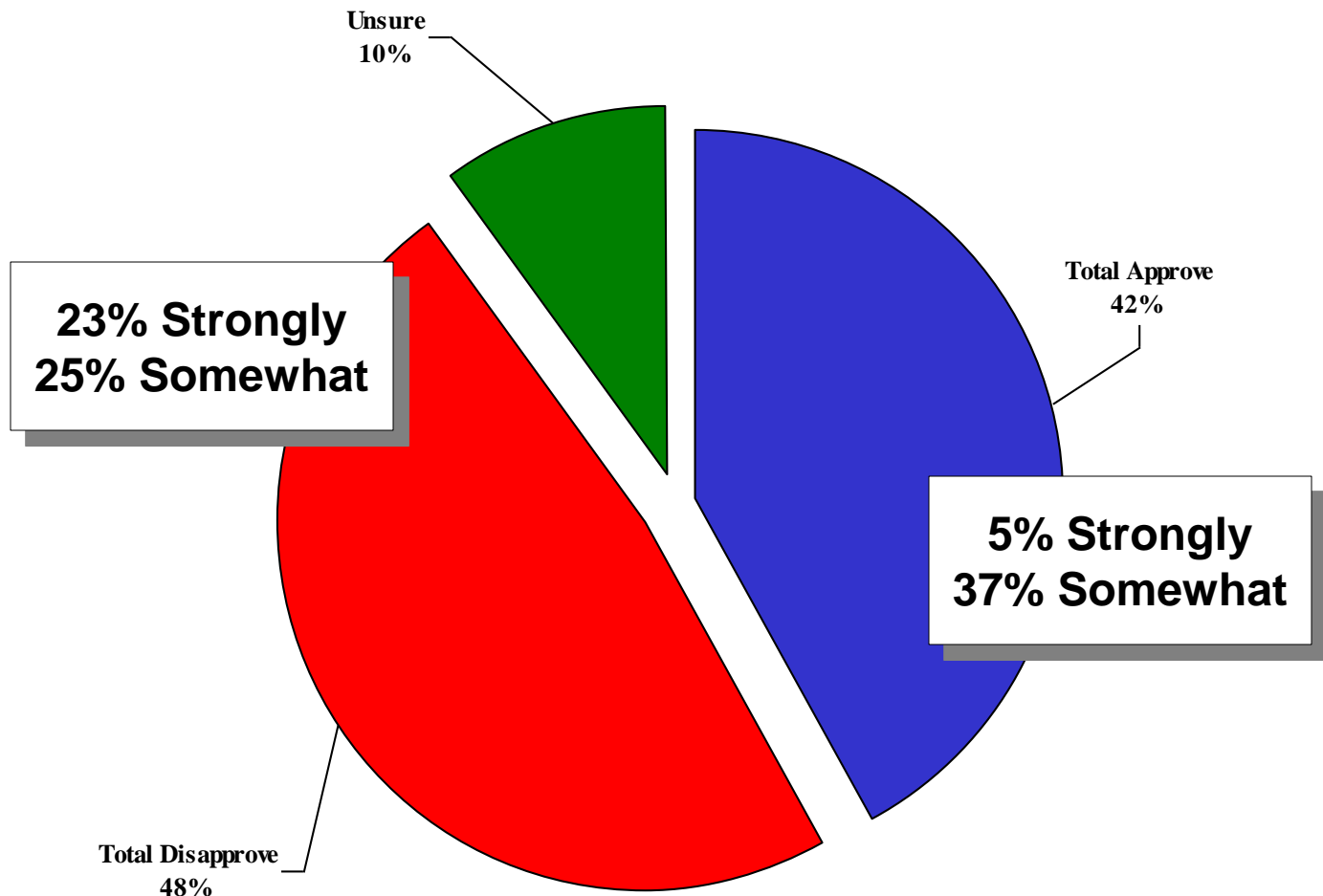
# Generally speaking, would say the rates that consumers and businesses are charged for power and electricity are too high, mostly pretty fair or too low?



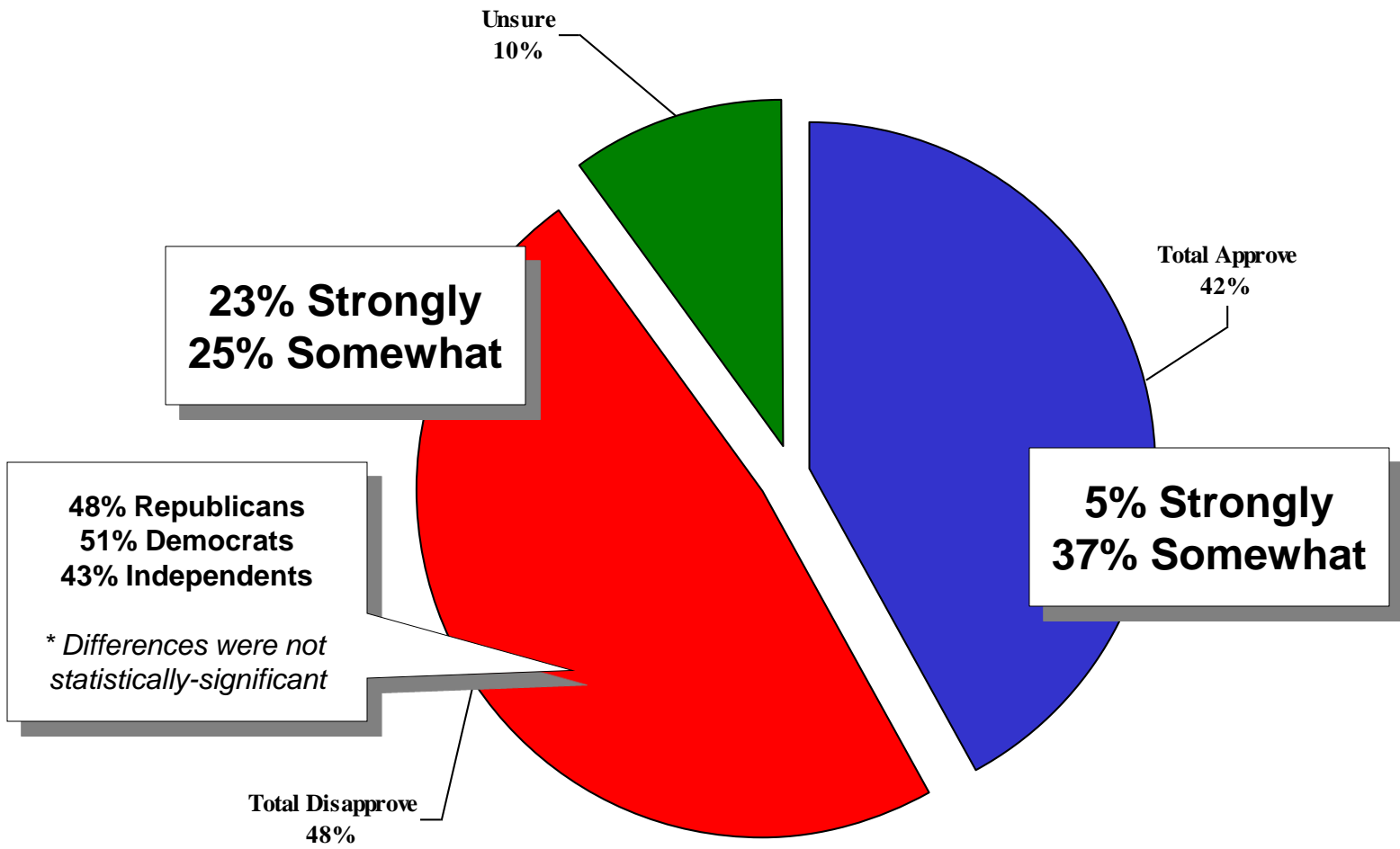
# Generally speaking, would say the rates that consumers and businesses are charged for power and electricity are too high, mostly pretty fair or too low?



# Do you approve or disapprove of the job that state leaders and elected officials in North Carolina have done to ensure that the cost consumers and businesses are charged for power and electricity remains affordable?

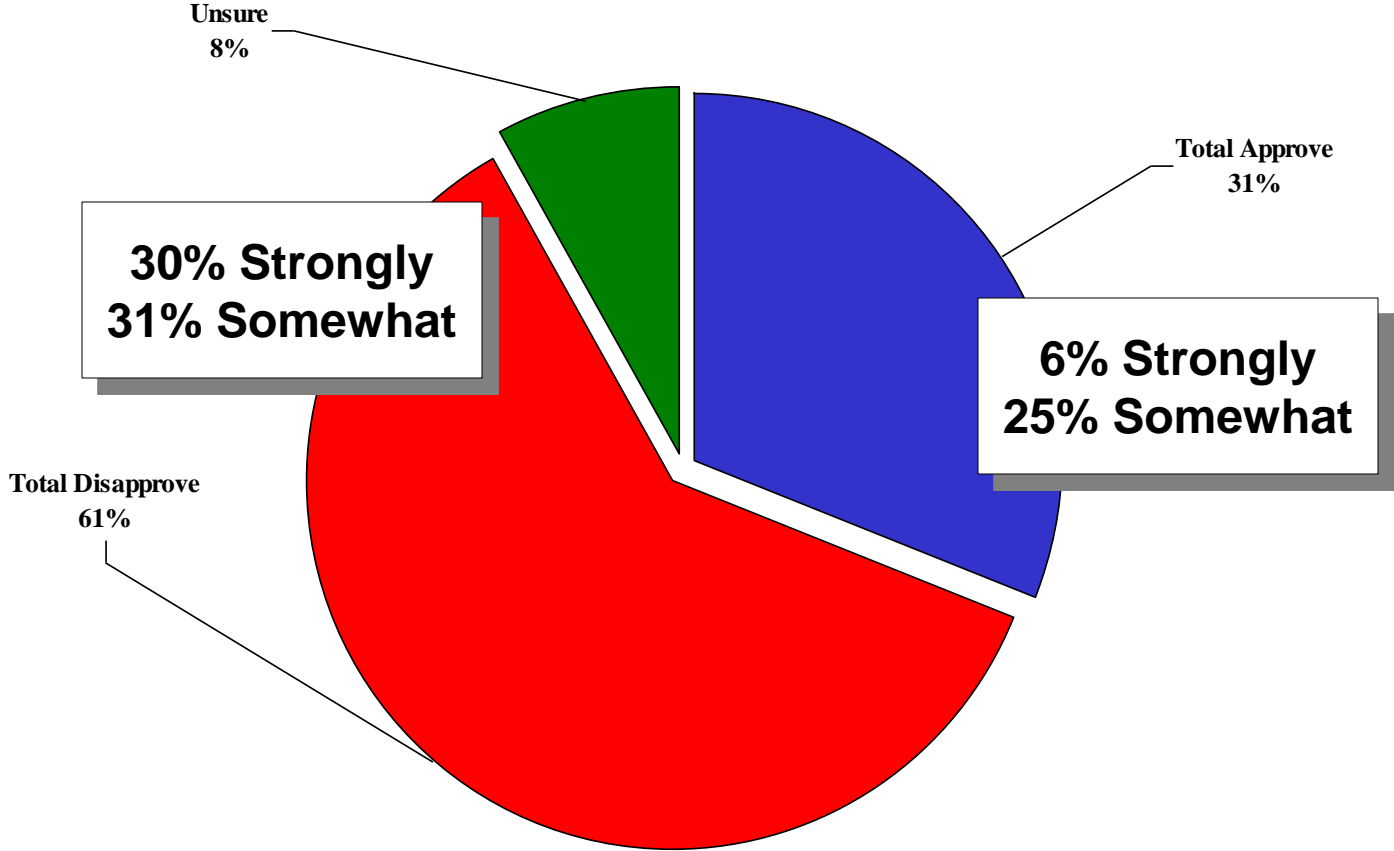


# Do you approve or disapprove of the job that state leaders and elected officials in North Carolina have done to ensure that the cost consumers and businesses are charged for power and electricity remains affordable?

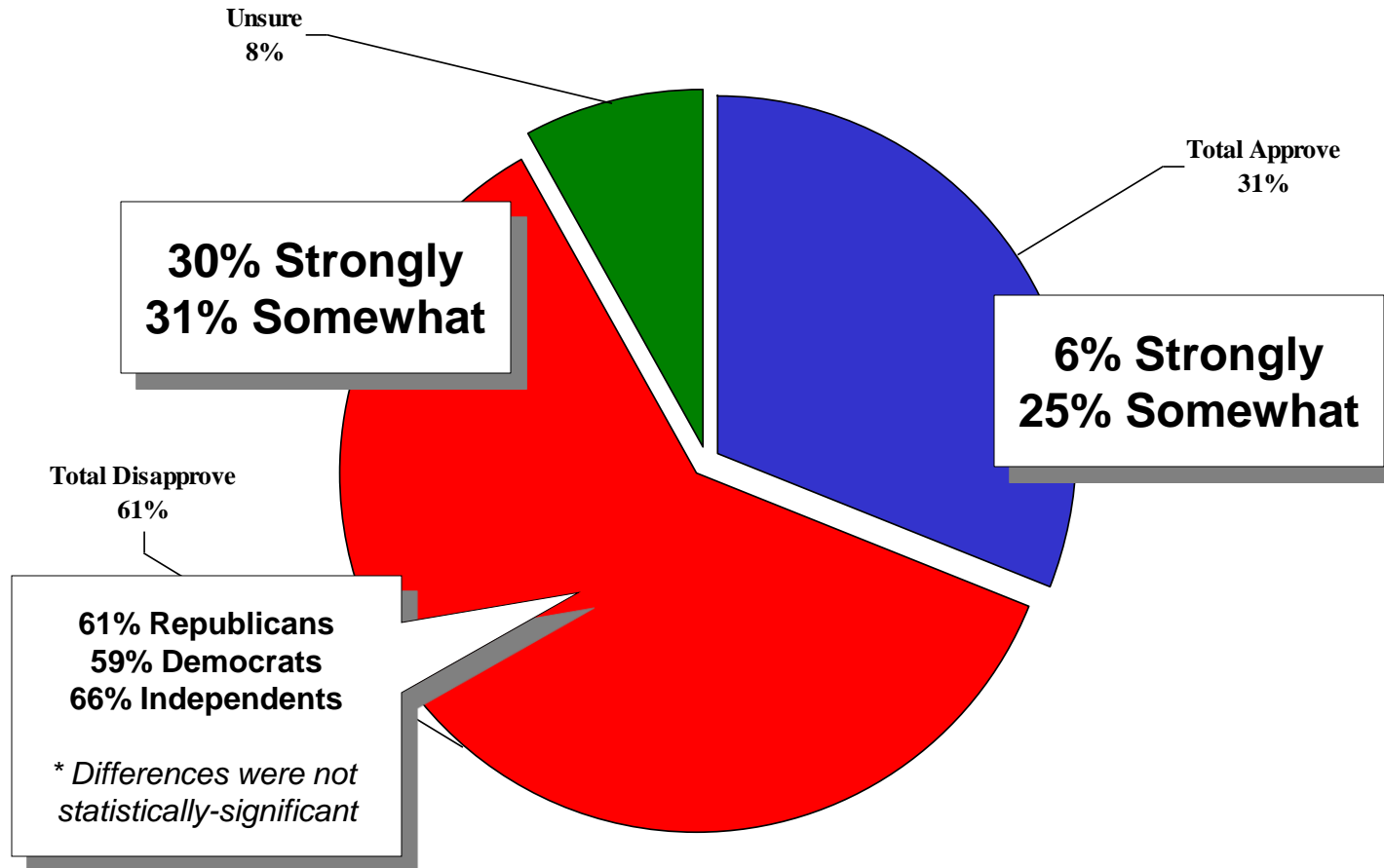




# Do you approve or disapprove of the job that state leaders and elected officials in North Carolina have done to seek alternative and renewable energy sources in order to provide consumers and businesses with power and electricity?



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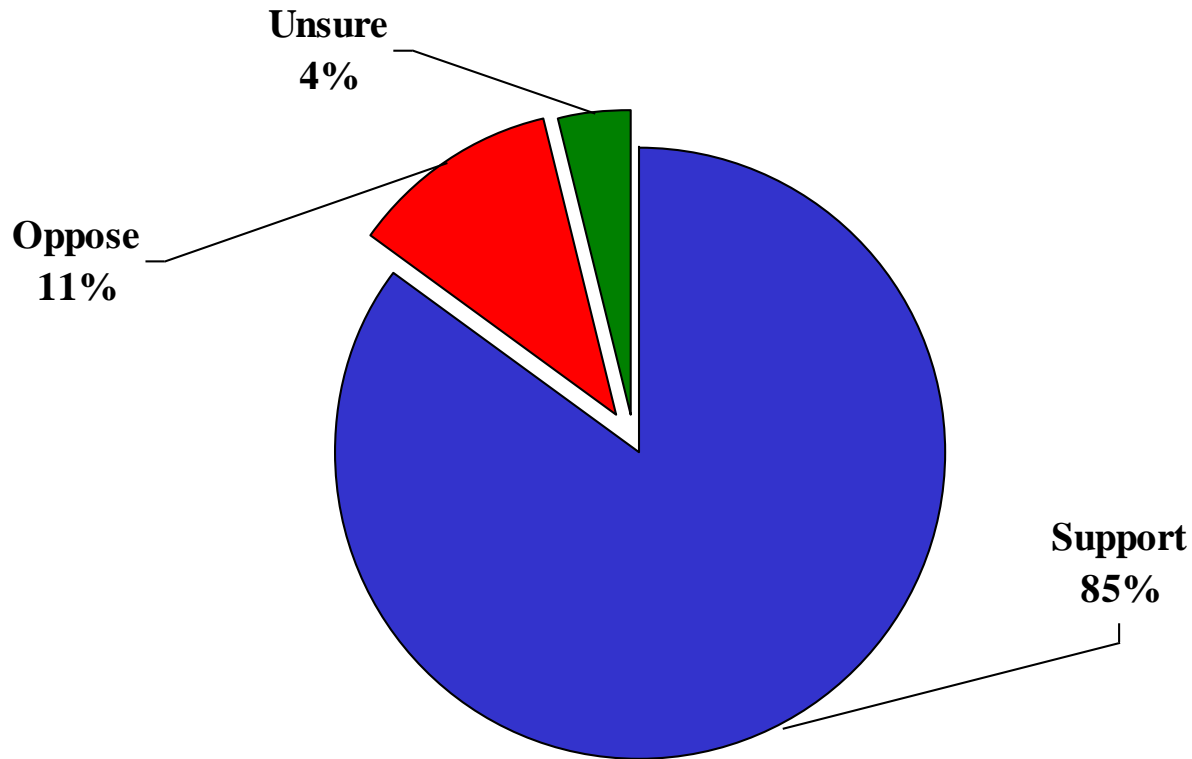


# ENERGY LEGISLATION

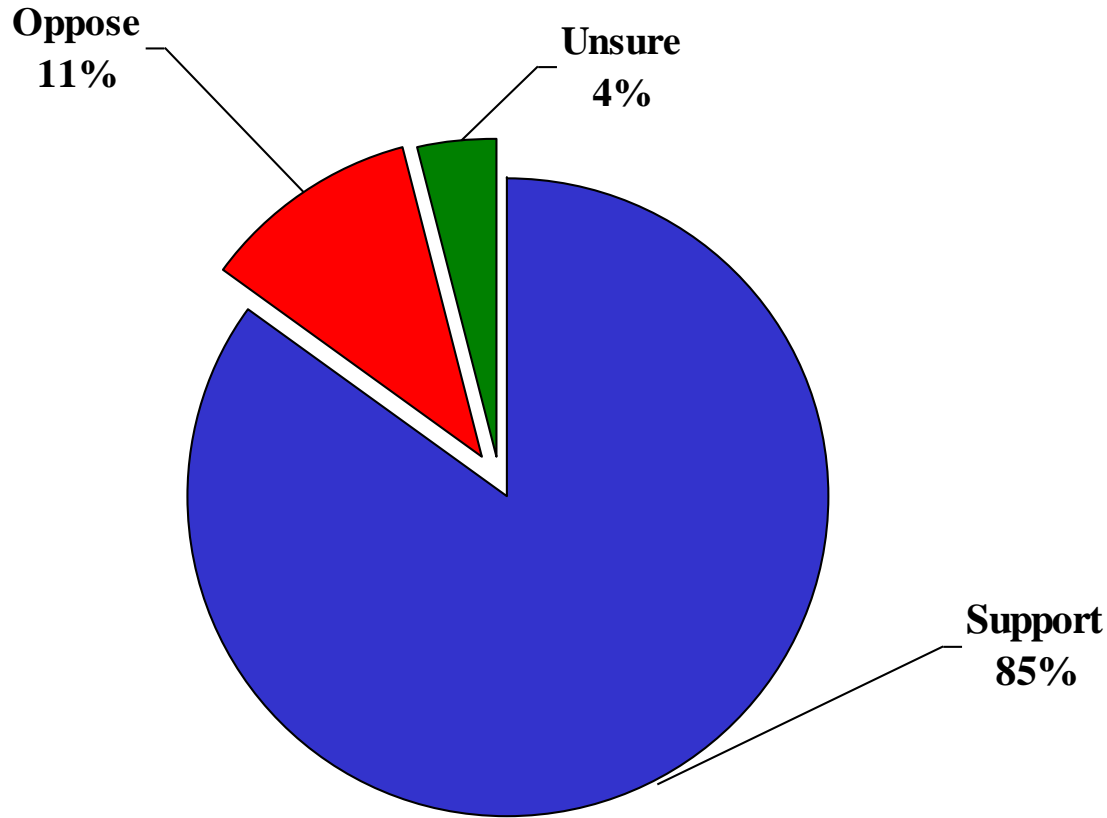
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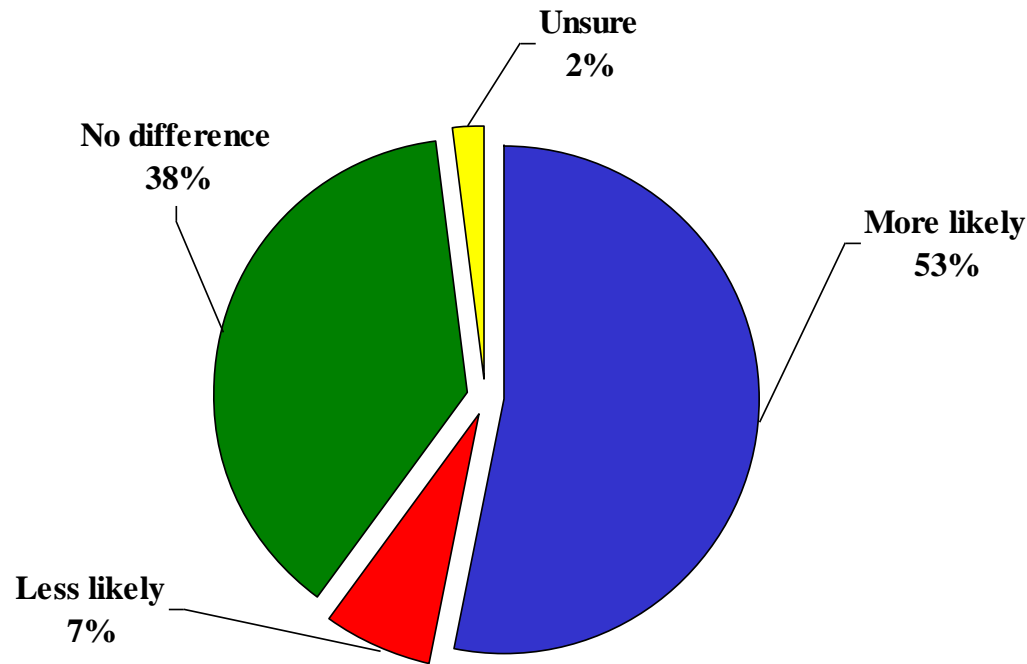
**Would you support or oppose new legislation that would allow commercial businesses to locate privately-funded sets of solar panels on their property in order to absorb the rays of the sun to generate solar power that would be used by their company?**



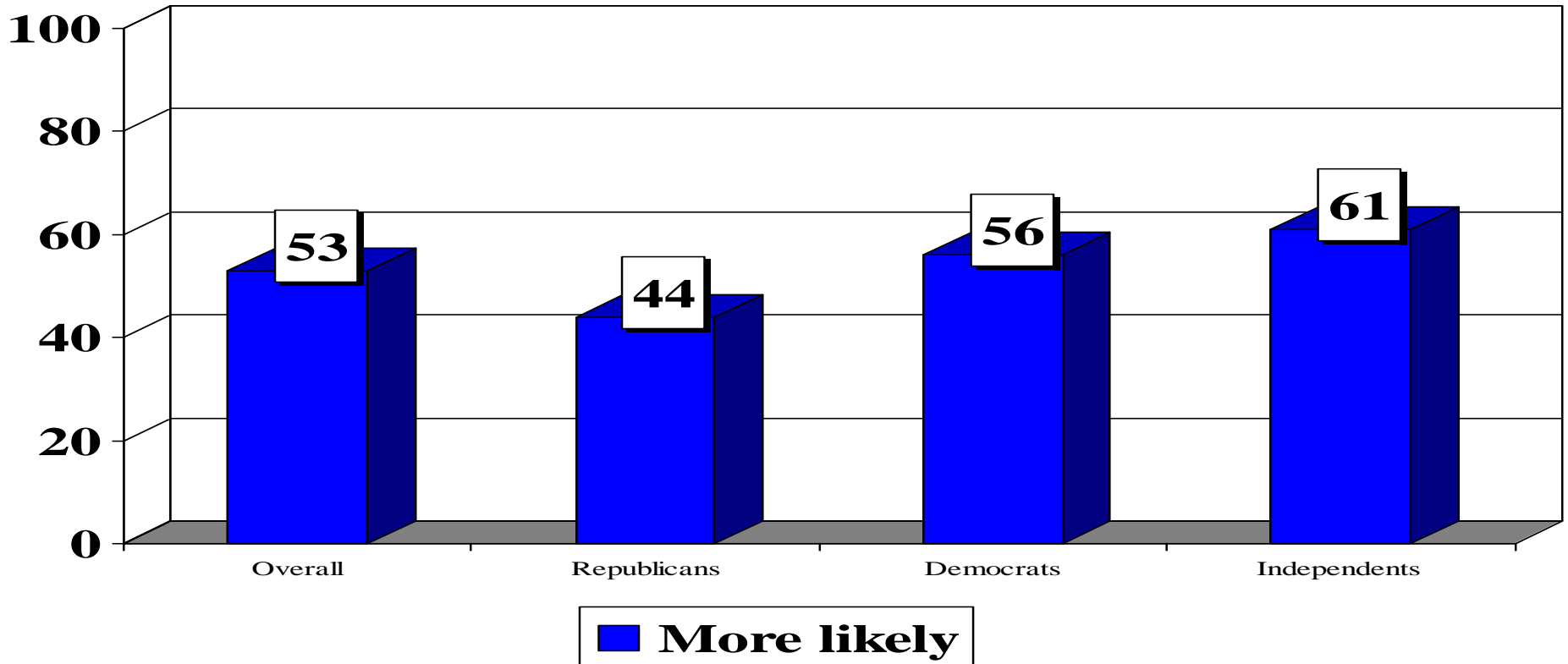
**Would you support or oppose new legislation which would create opportunities for alternative energy companies that use sustainable and renewable energy resources, such as the sun and wind, to offer power and electricity services directly to consumer and businesses in North Carolina?**



**If the state legislator who represents your community voted for new legislation which would create more opportunities for alternative energy companies that use sustainable and renewable energy resources, such as the sun and wind, to offer power and electricity services directly to consumers and businesses in North Carolina, would you be more likely or less likely to re-elect him or her, or would it make no difference in your decision?**



**If the state legislator who represents your community voted for new legislation which would create more opportunities for alternative energy companies that use sustainable and renewable energy resources, such as the sun and wind, to offer power and electricity services directly to consumers and businesses in North Carolina, would you be more likely or less likely to re-elect him or her, or would it make no difference in your decision?**



***In 2007 a new law was adopted to...create new clean energy jobs in the energy sector...make it easier to attract private investments for development of new technologies...improve public health by requiring greater reliance on renewable energy and energy efficiency...and...use more of the energy resources that are available within North Carolina. Generally speaking, do you think this law is a good idea or bad idea?***

***REPS Bill***

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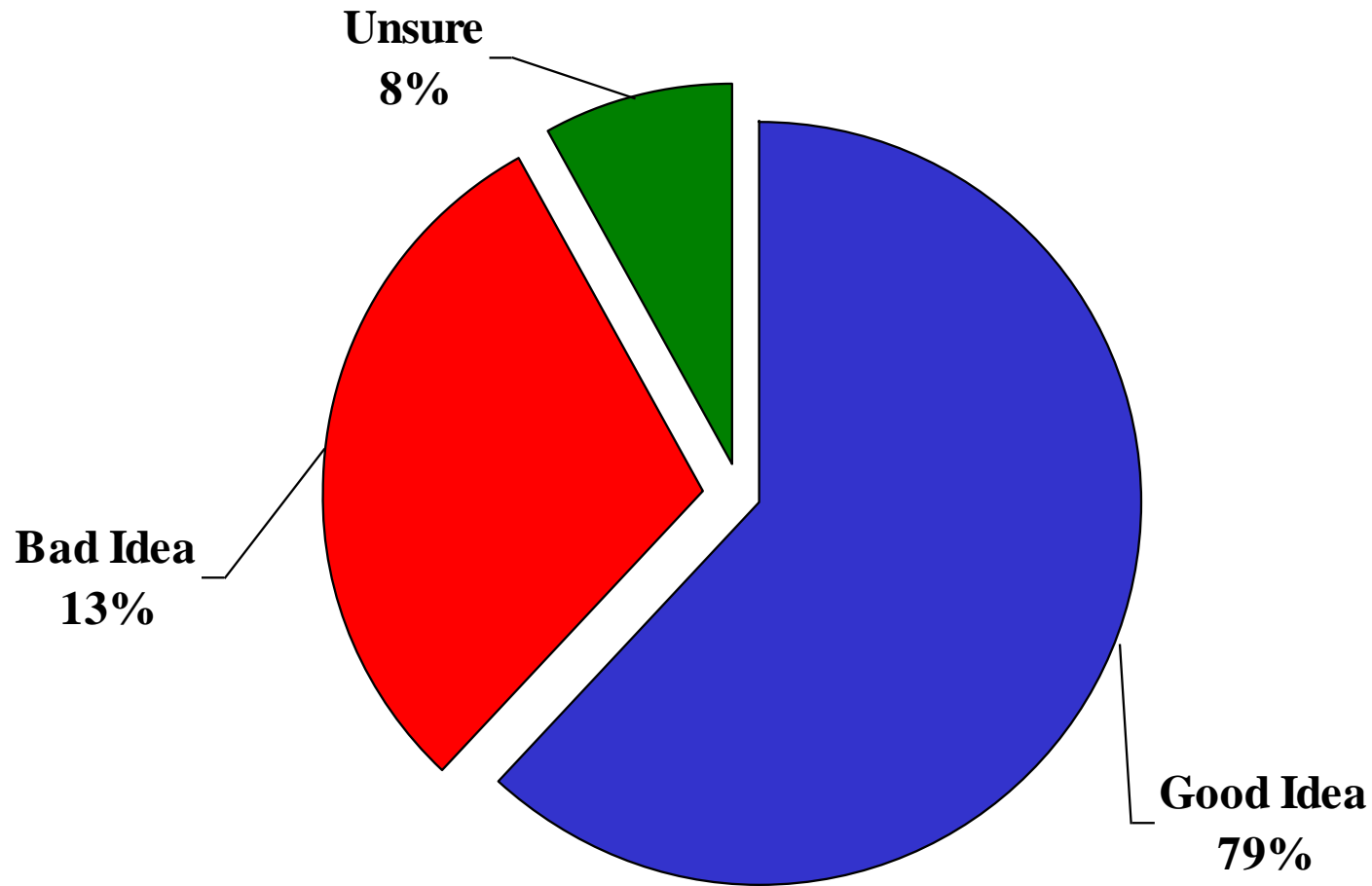
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Generally speaking, do you think this law is a good idea or bad idea?



***REPS Bill***

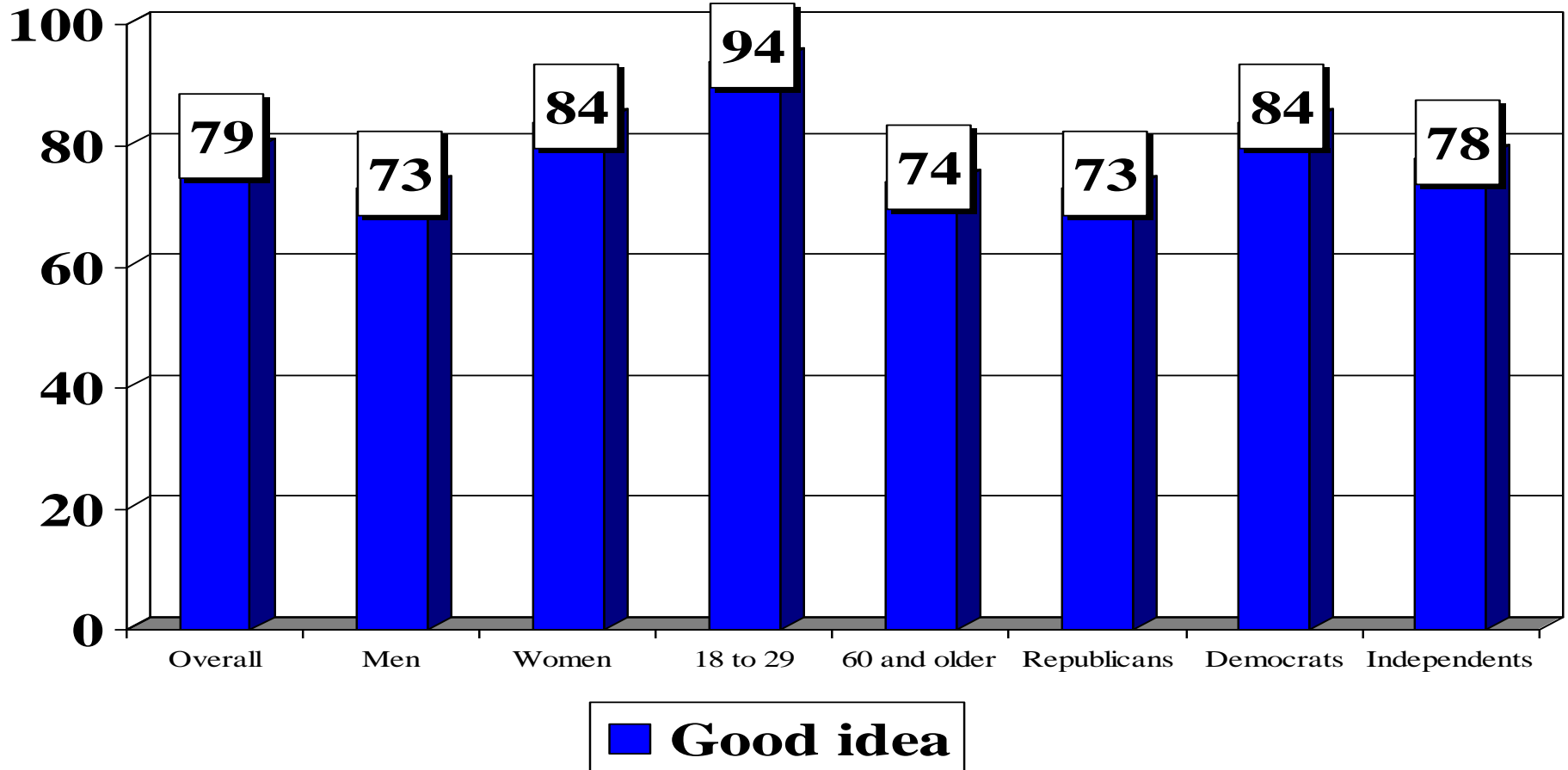
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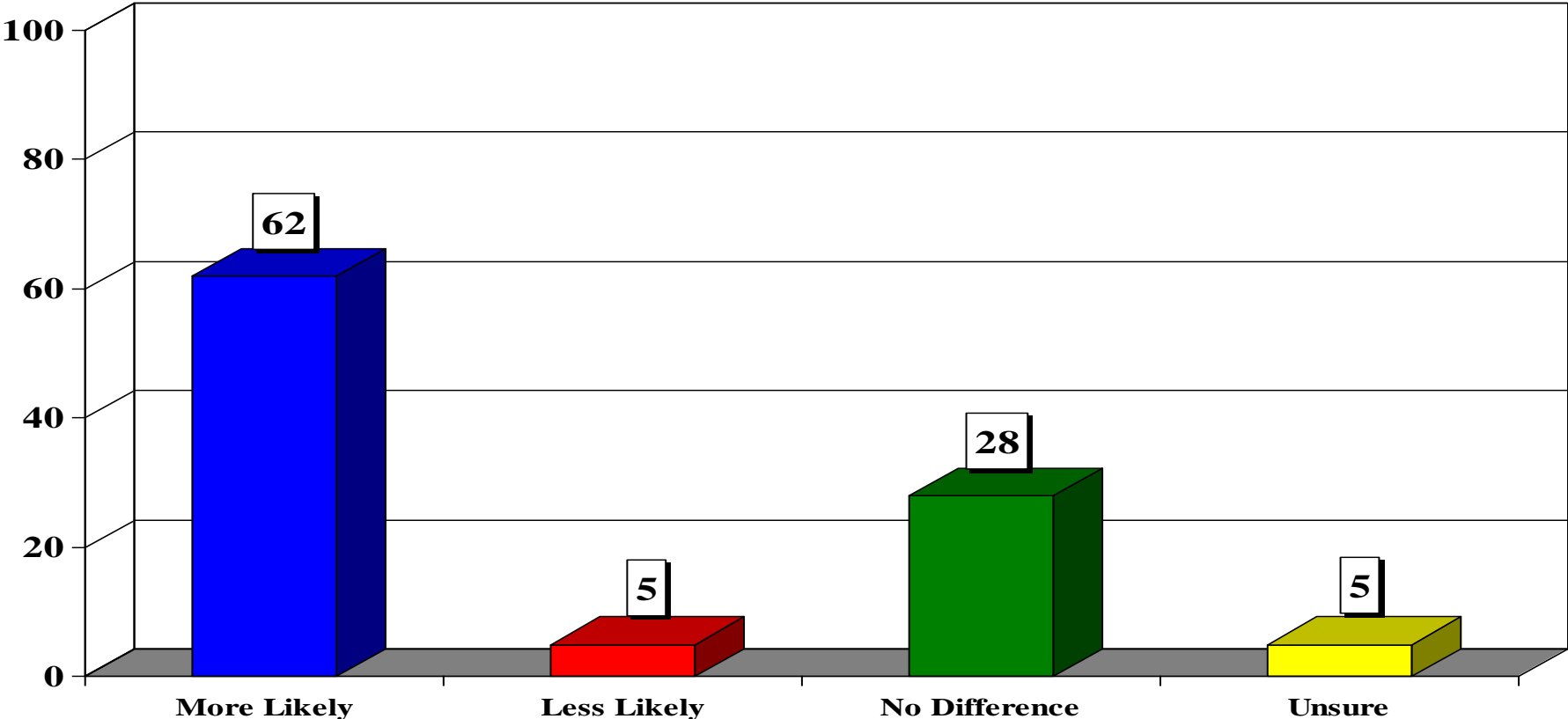
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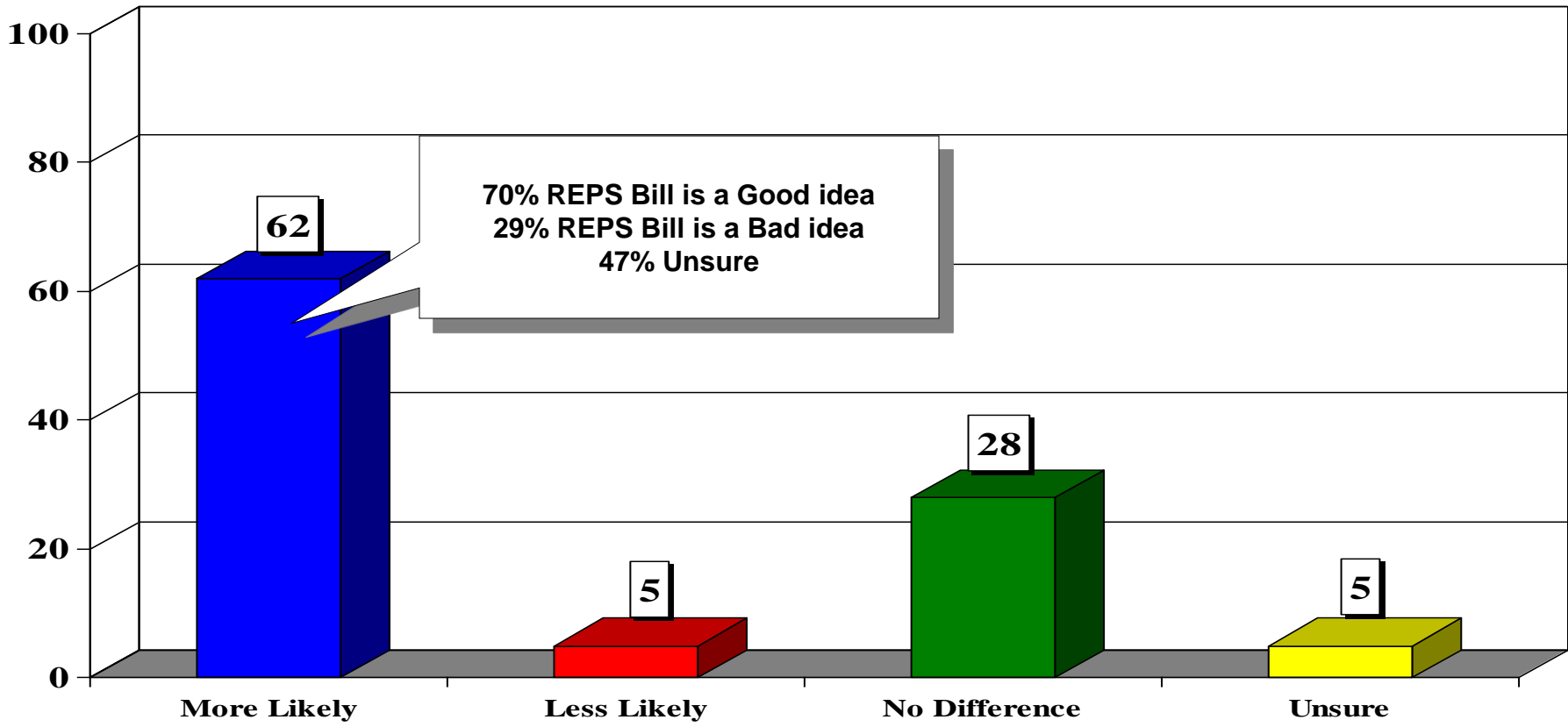
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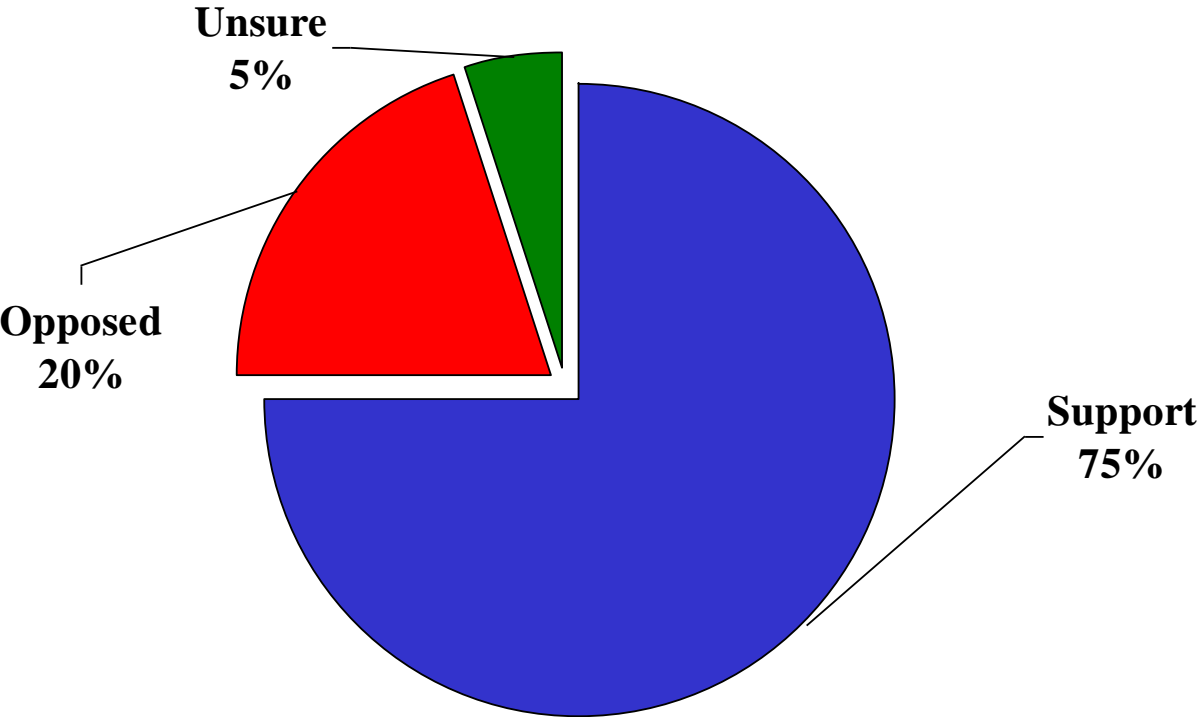
**If you knew studies by the State of North Carolina showed that law could reduce energy costs to consumers and businesses by approximately \$530 million dollars over 20 years, would you be more likely or less likely to think it is a good idea, or would it make no difference in your opinion?**



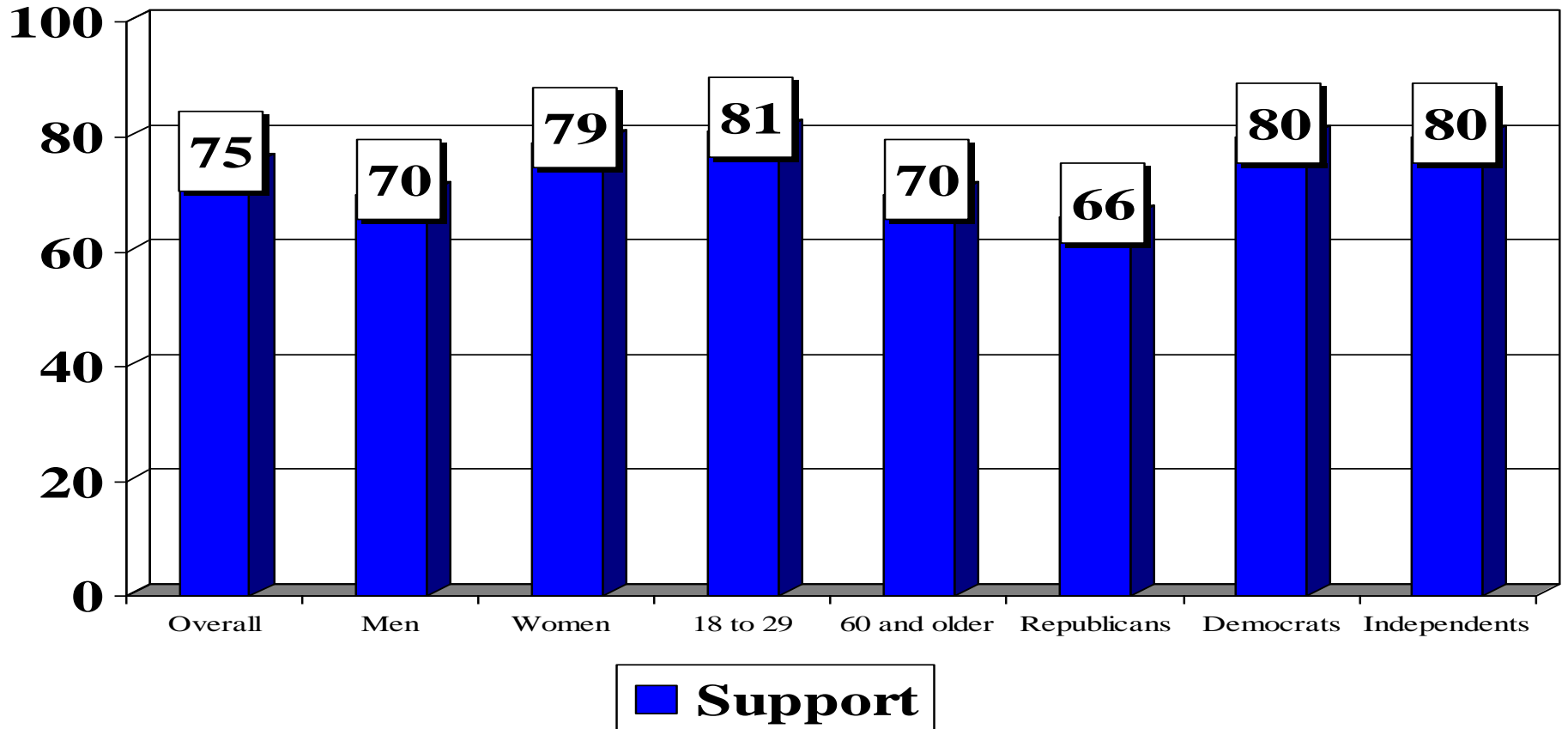
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**Would you support or oppose new legislation which would double the amount of renewable power from alternative sources, such as the sun and the wind, that energy companies are required to use in order to provide electricity to their customers**



# Would you support or oppose new legislation which would double the amount of renewable power from alternative sources, such as the sun and the wind, that energy companies are required to use in order to provide electricity to their customers



**Which of the following would you say is the biggest reason you support new legislation which would double the amount of renewable power from alternative sources, such as the sun and the wind, that energy companies are required to use in order to provide electricity to their customers? Is it because it...**

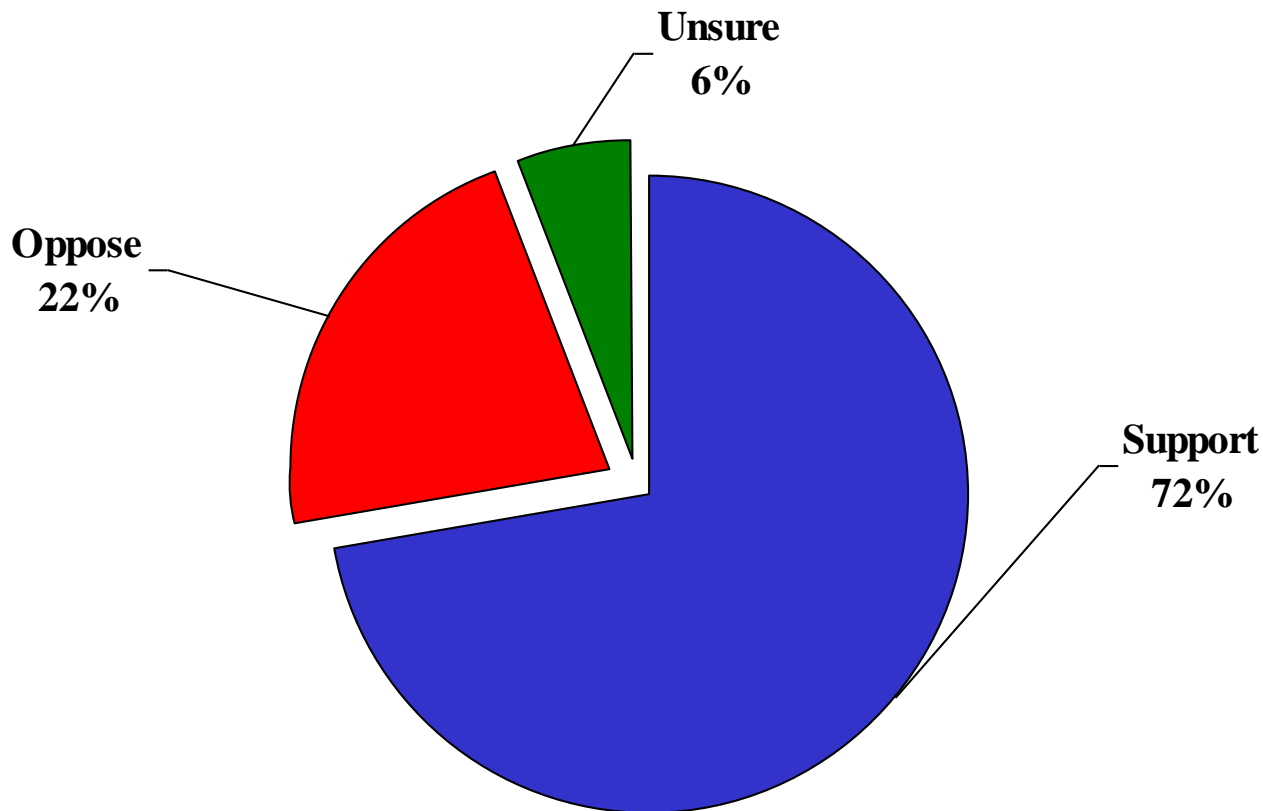
- 38%** **Reduces our dependence on foreign sources of energy**
- 16% Protects the environment
- 16% Reduces reliance on traditional sources like coal, nuclear and natural gas
- 15% Will create new clean energy jobs across the state
- 5% Increases business opportunities for renewable energy
- 5% Other
- 4% Unsure

***Forced Choice Battery***



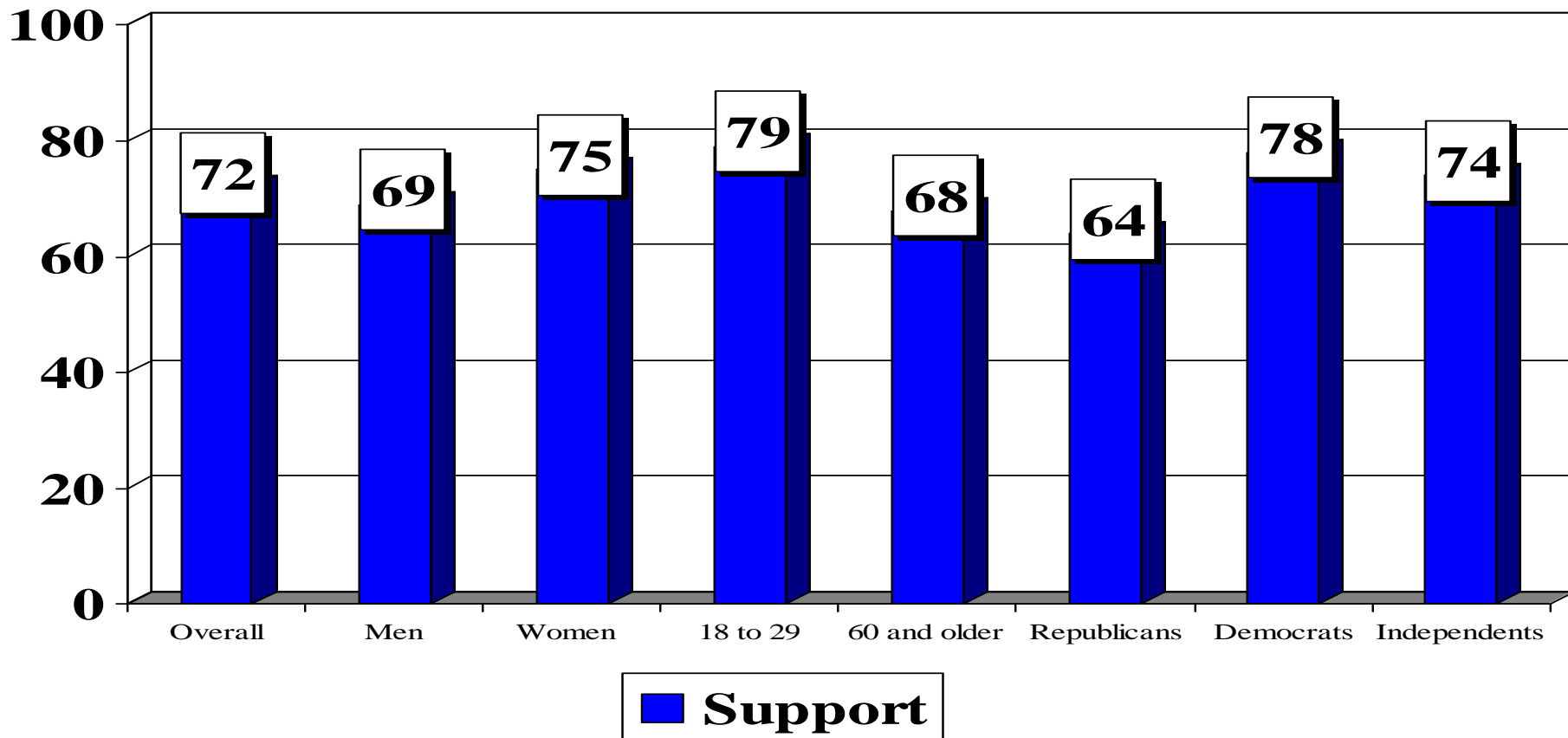
***n=602***

**Would you support or oppose new legislation that would increase the amount of solar power that energy companies like Duke Energy and Progress Energy are required to use in order to provide electricity to their customers?**





# Would you support or oppose new legislation that would increase the amount of solar power that energy companies like Duke Energy and Progress Energy are required to use in order to provide electricity to their customers?



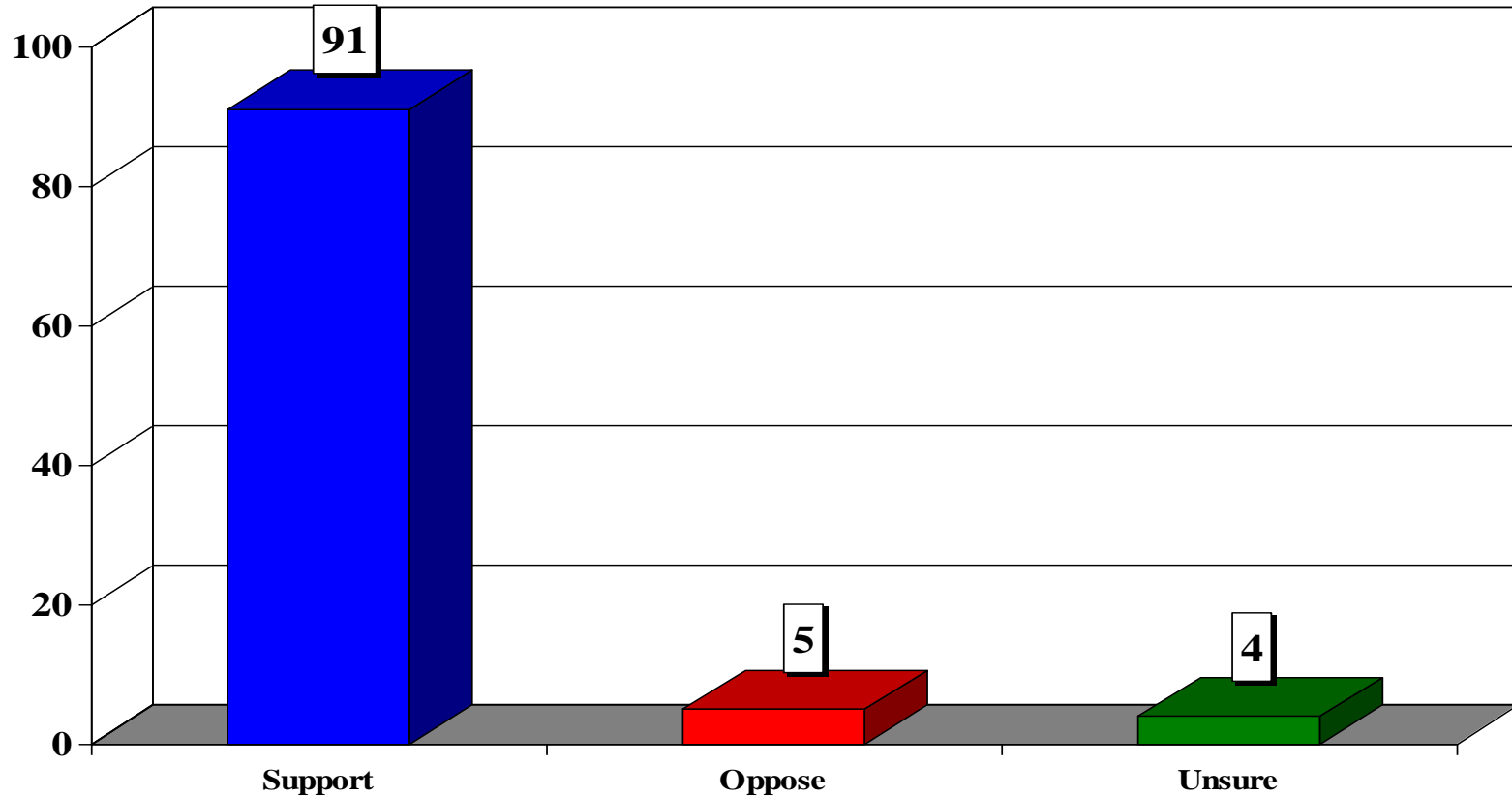


# FORMS OF ENERGY

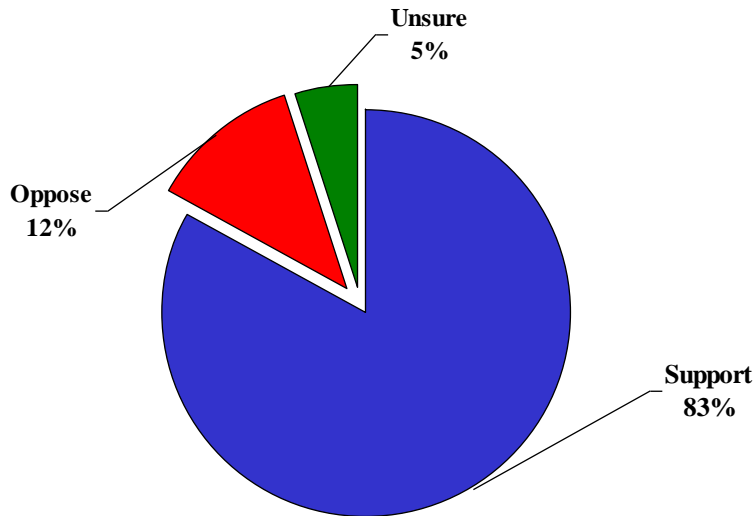
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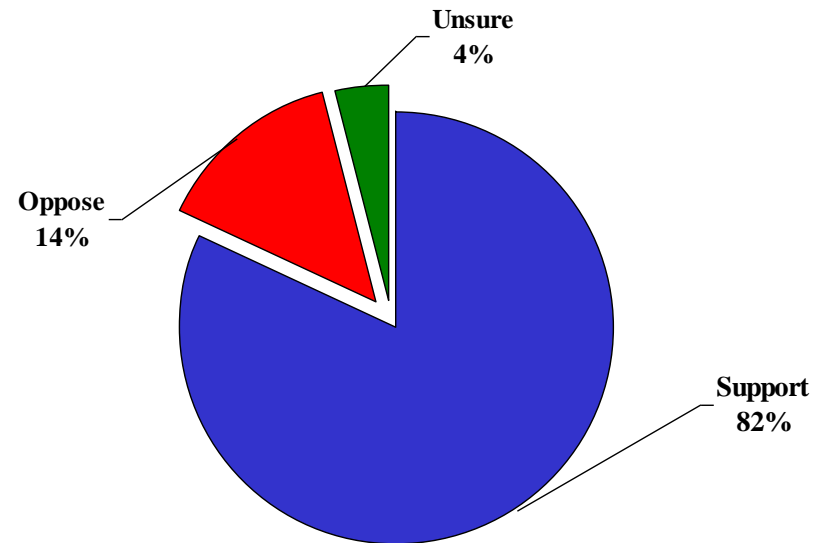
# Do you support or oppose using solar power to meet growing needs for energy and electricity to residences and businesses in North Carolina?



Do you support or oppose using **off-shore** wind mills that would be located 15 to 50 miles off the North Carolina coastline, in order to meet growing needs for energy and electricity to residences and businesses in North Carolina?



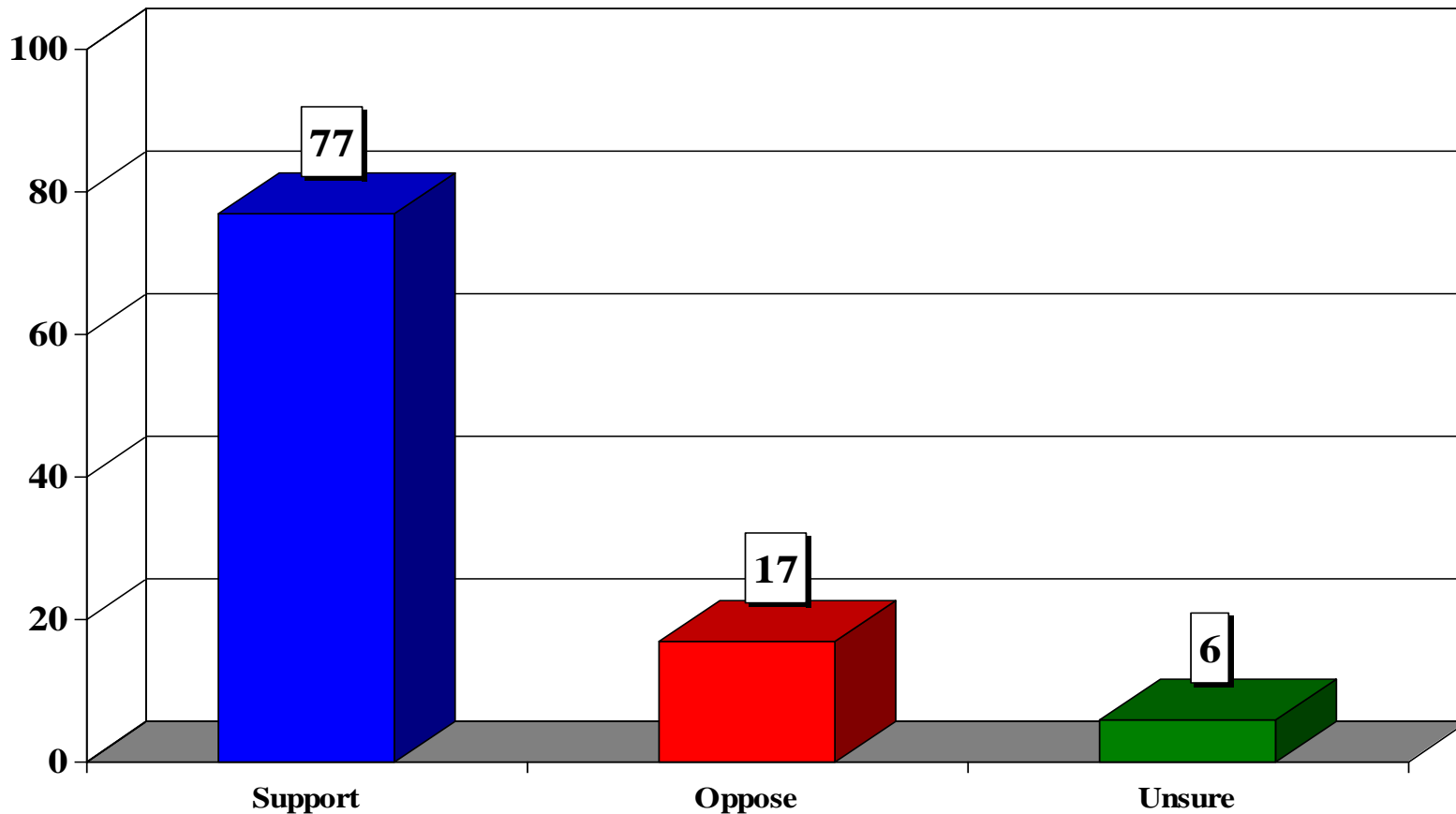
Do you support or oppose using **land-based** wind mills, which would be located in rural and agricultural areas, in order to meet growing needs for energy and electricity to residences and businesses in North Carolina?



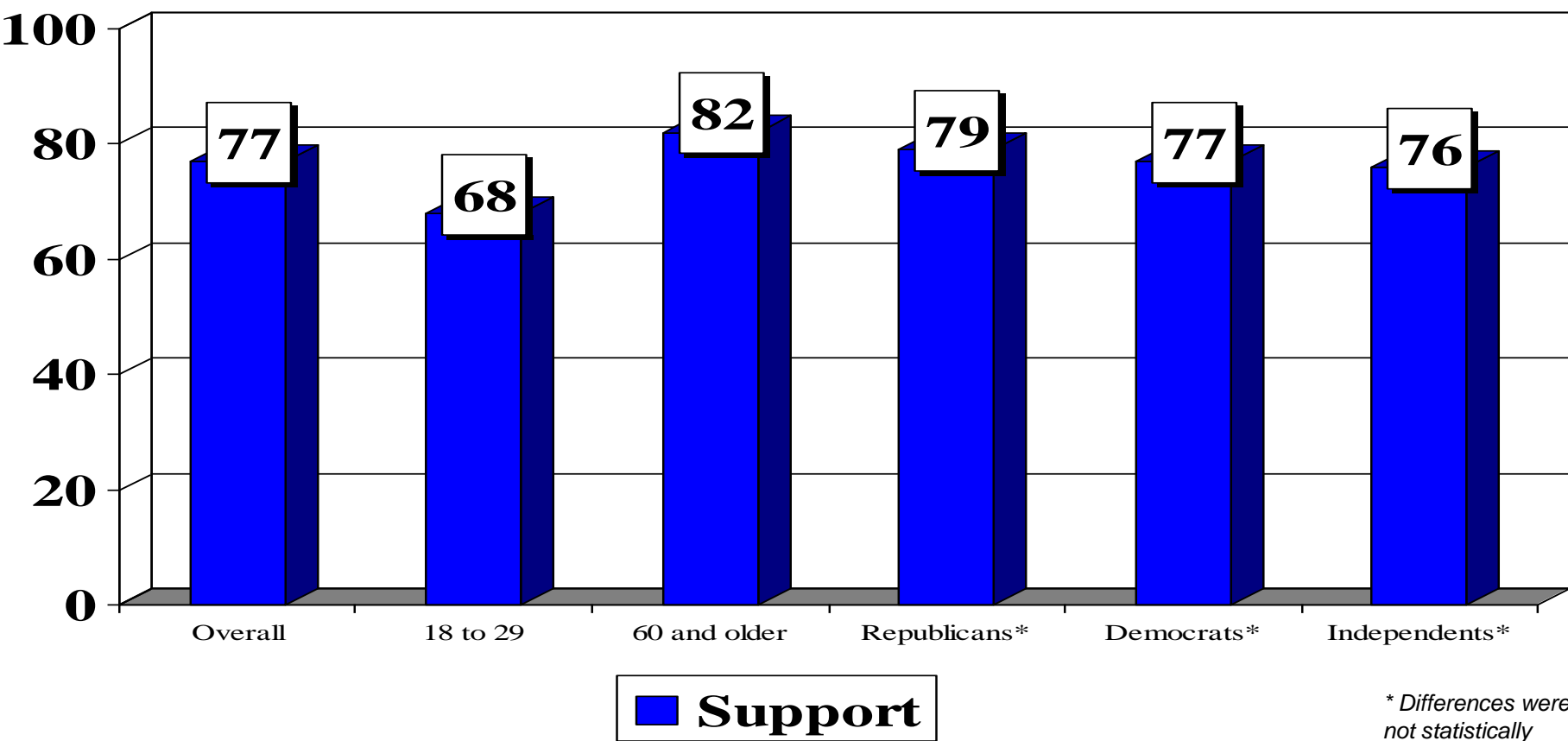
*\* Differences were not statistically significant*

***Split Sample Testing\****

# Do you support or oppose using natural gas to meet growing needs for energy and electricity to residences and businesses in North Carolina?



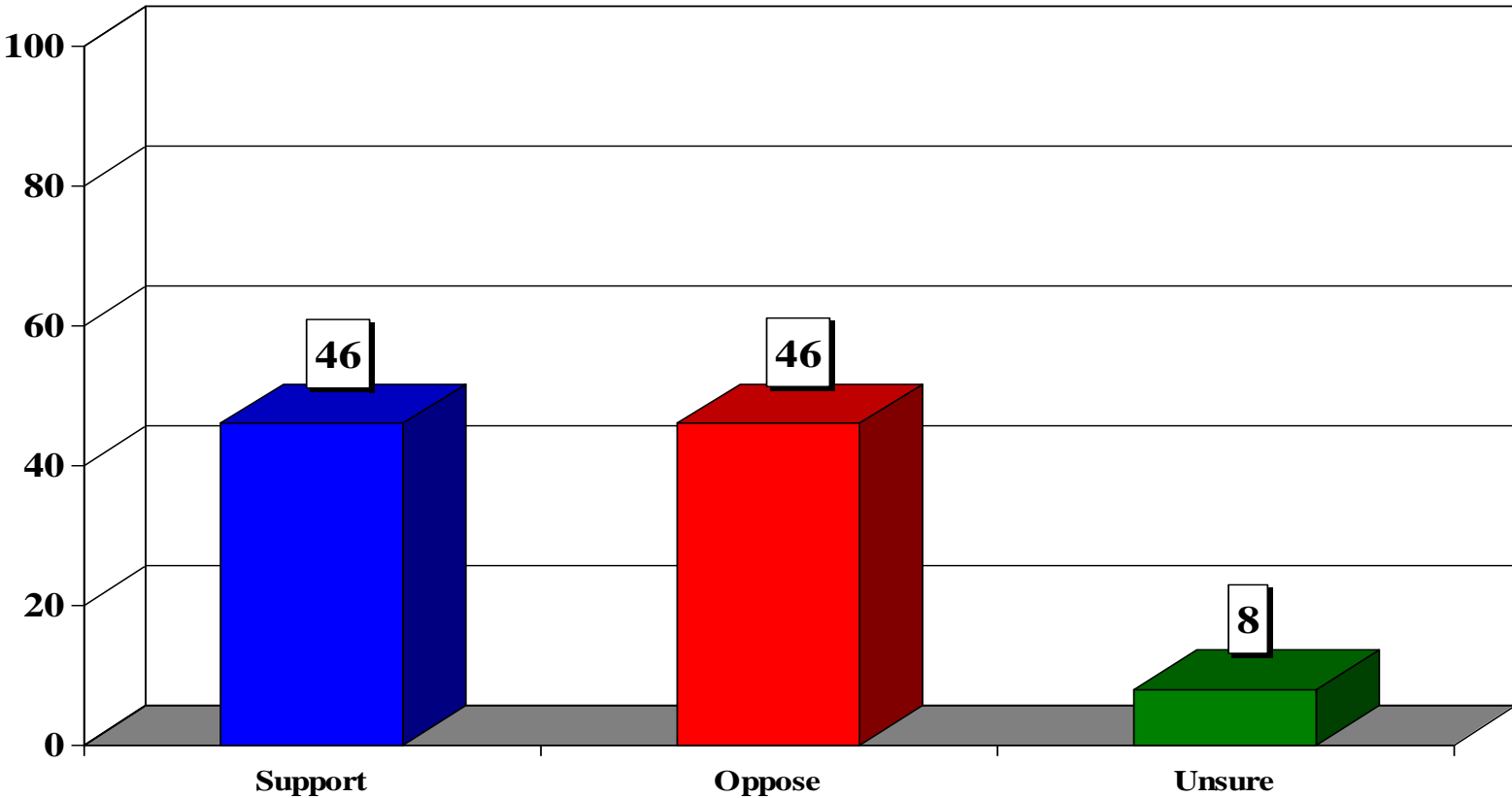
# Do you support or oppose using natural gas to meet growing needs for energy and electricity to residences and businesses in North Carolina?



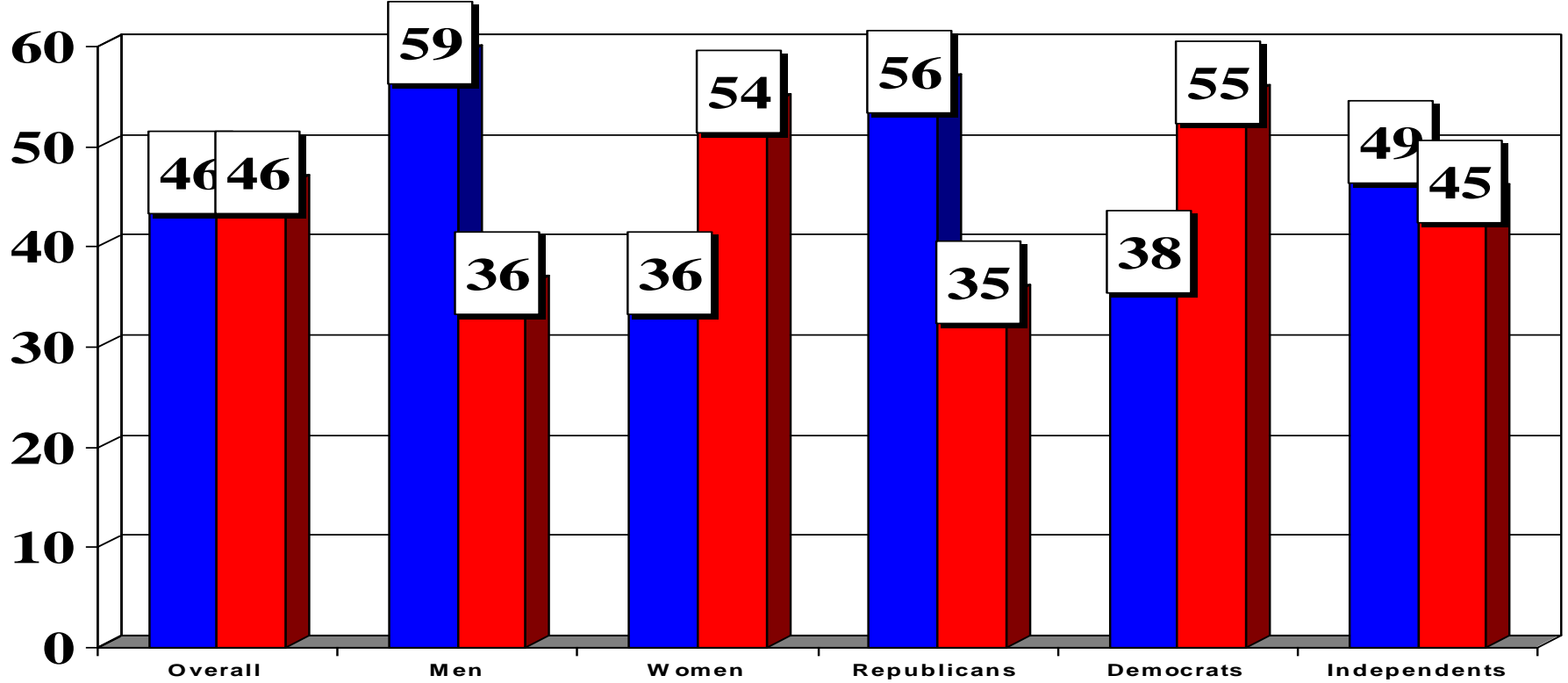
*\* Differences were not statistically significant*



# Do you support or oppose using nuclear power to meet growing needs for energy and electricity to residences and businesses in North Carolina?



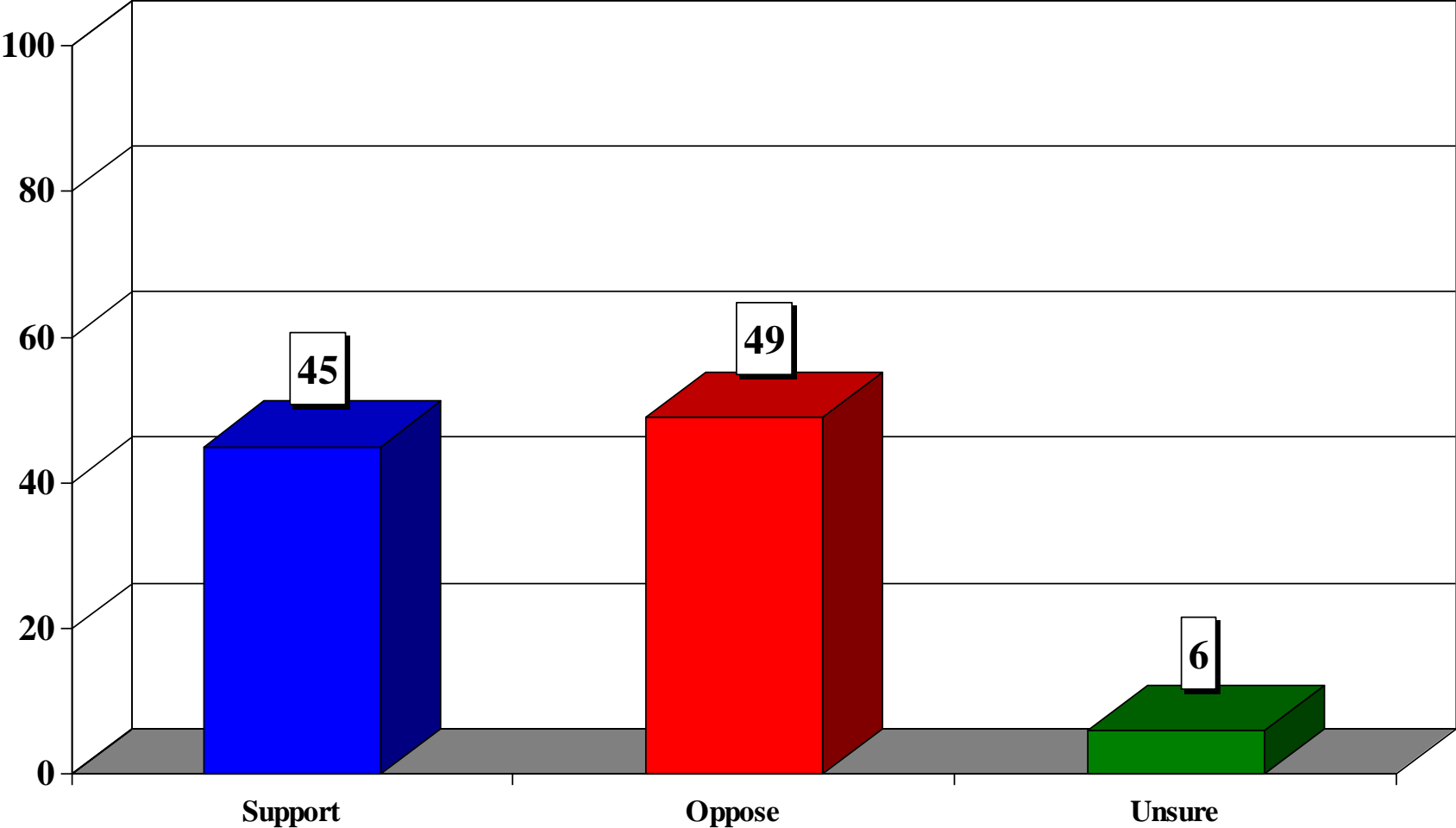
# Do you support or oppose using nuclear power to meet growing needs for energy and electricity to residences and businesses in North Carolina?



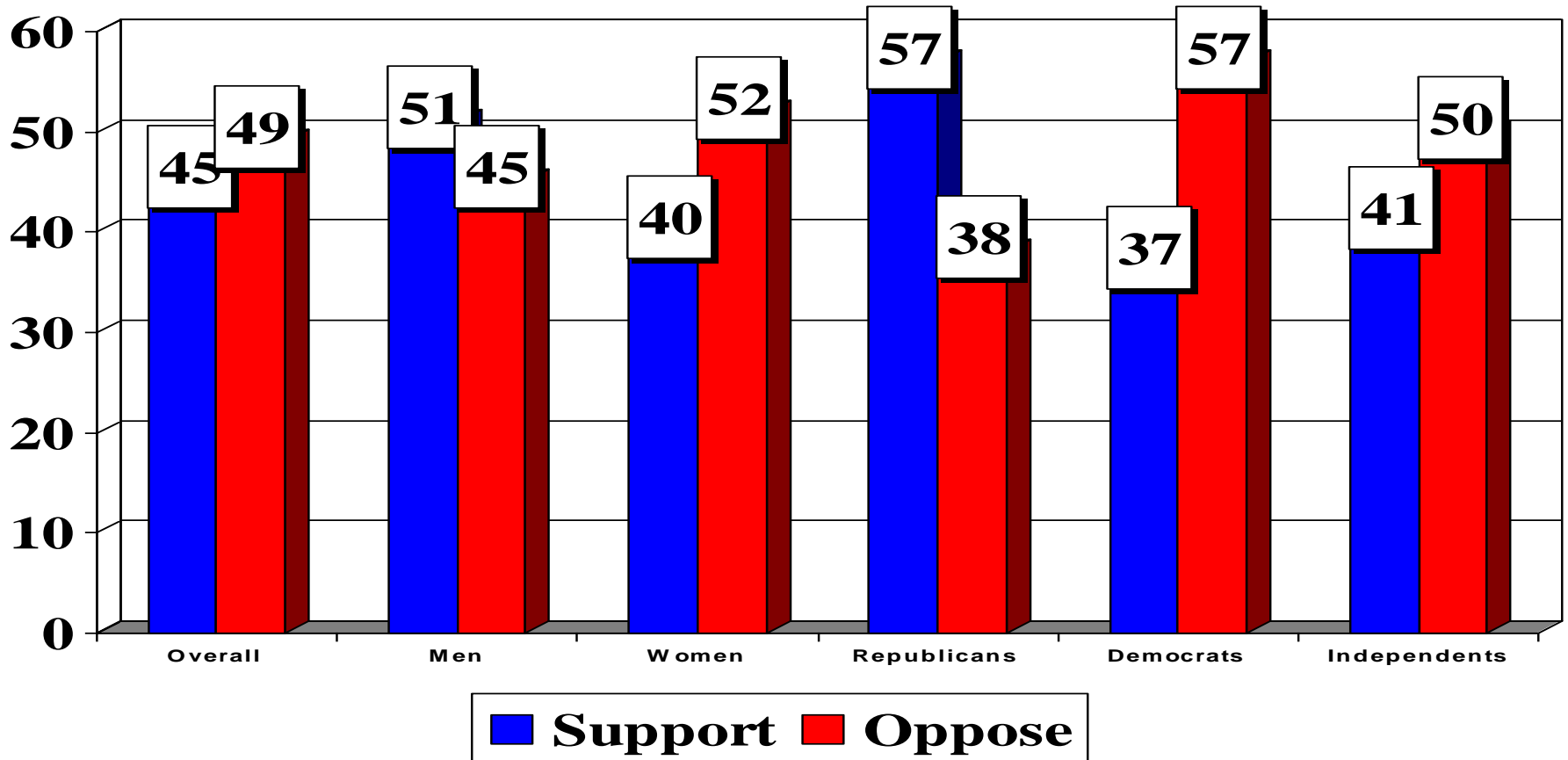
**Support** **Oppose**



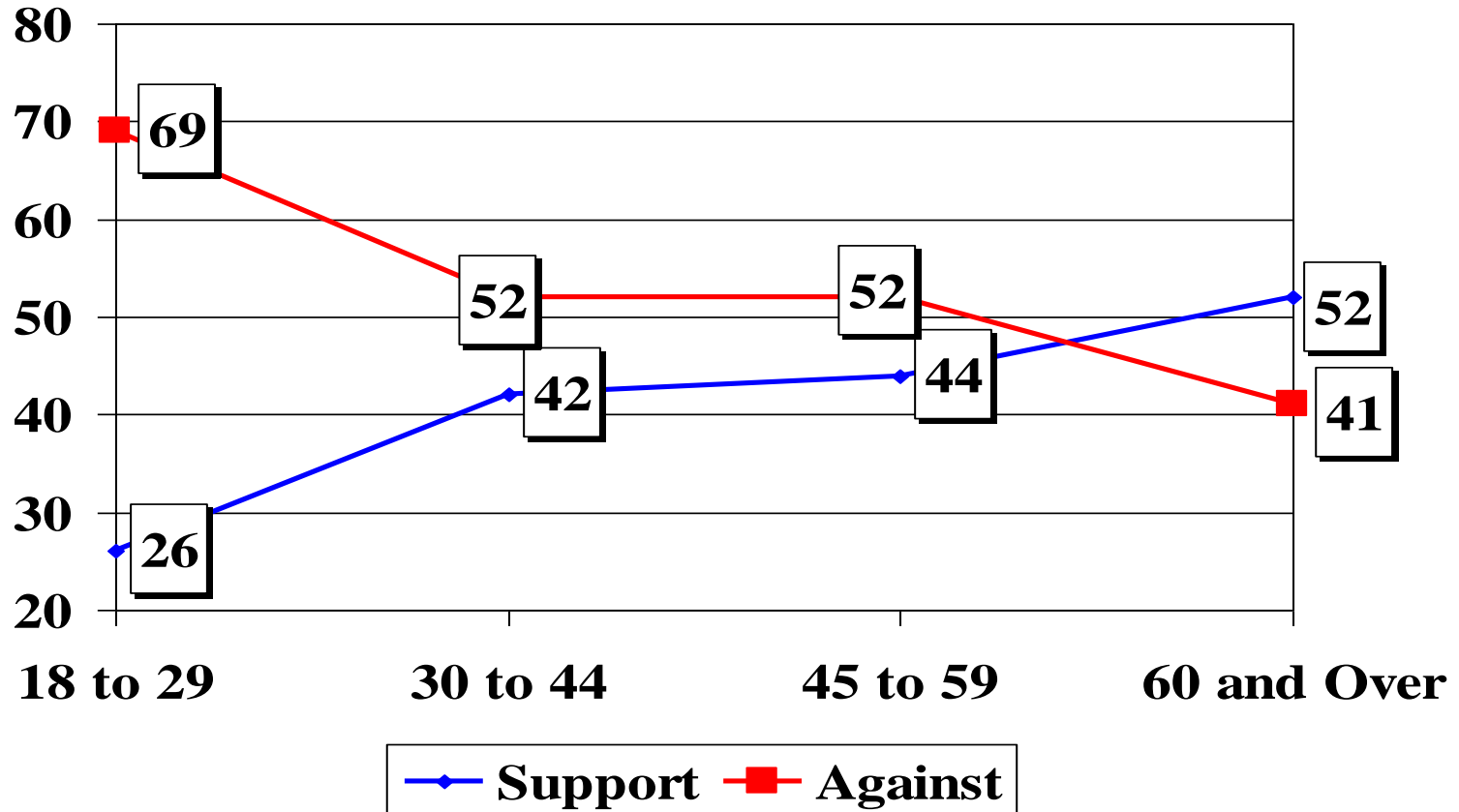
# Do you support or oppose using coal to meet growing needs for energy and electricity to residences and businesses in North Carolina?



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# CONCLUSION

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# Key Findings Recap

- At this time, domestic energy supplies and costs are extant topics that rival employment and education for primacy and may continue to be marquee' issues during the coming year
- Because of concerns about high prices and the impact on the cost of living, voters are highly attuned to energy policies and, presumably, following deliberations on such matters closely
- Voters appear largely dismayed with the current work that has been done thus far to cultivate a broader and more reliable range of renewable and sustainable energy within the state, and are also somewhat disenchanted with efforts to prevent consumer costs from increasing
- Support is exceptionally high -- and remarkably consistent across the political spectrum -- for existing and pending legislation to reduce reliance on traditional sources of energy, and to expand the use of alternative resources that will preserve the environment and provide a reliable supply of domestic energy
- Unlike other issue areas, or sectors of energy policy that are highly polarizing, the rare unanimity of sentiment in support for expanded renewable energy options, as well as greater reliance on them, regarding the expanded use of renewable and sustainable energy transcends partisanship and carries with it a great sense of urgency to act
- The results suggest that supporting or pursuing policies to expand the use of renewable and sustainable energy sources will be a highly important factor to voters as they are formulating their assessments of the performances of their elected representatives



# QUESTIONS?

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