



NORTH CAROLINA SUSTAINABLE & RENEWABLE ENERGY SURVEY

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703 General Election Voters in the State of North Carolina

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

+/- 3.69% Overall Estimated Margin of Error, with a Confidence
Interval of 7.38% Within Which the Results Could Vary

March 26 – March 29, 2012

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

The survey was commissioned by the
North Carolina Sustainable Energy Association

Due to rounding, not all results add to 100%, and the data is presented in a
different order than the questions were asked

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

21% Reducing the cost of living for items like food, fuel and energy

12% Lowering taxes

3% Preventing home foreclosures

1% Fighting crime

6% Other

2% Unsure

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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

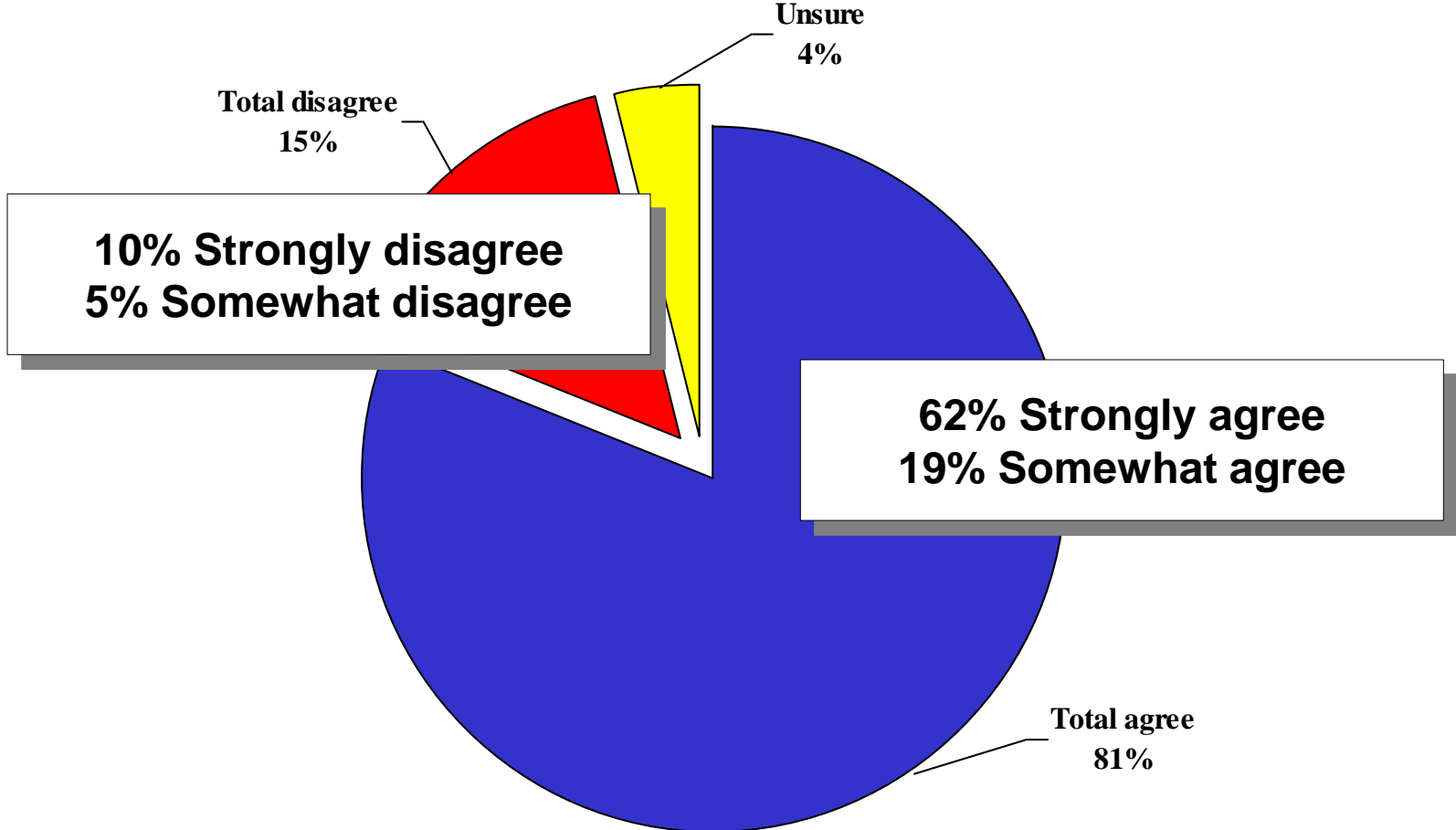
2% Preventing home foreclosures

12% Other

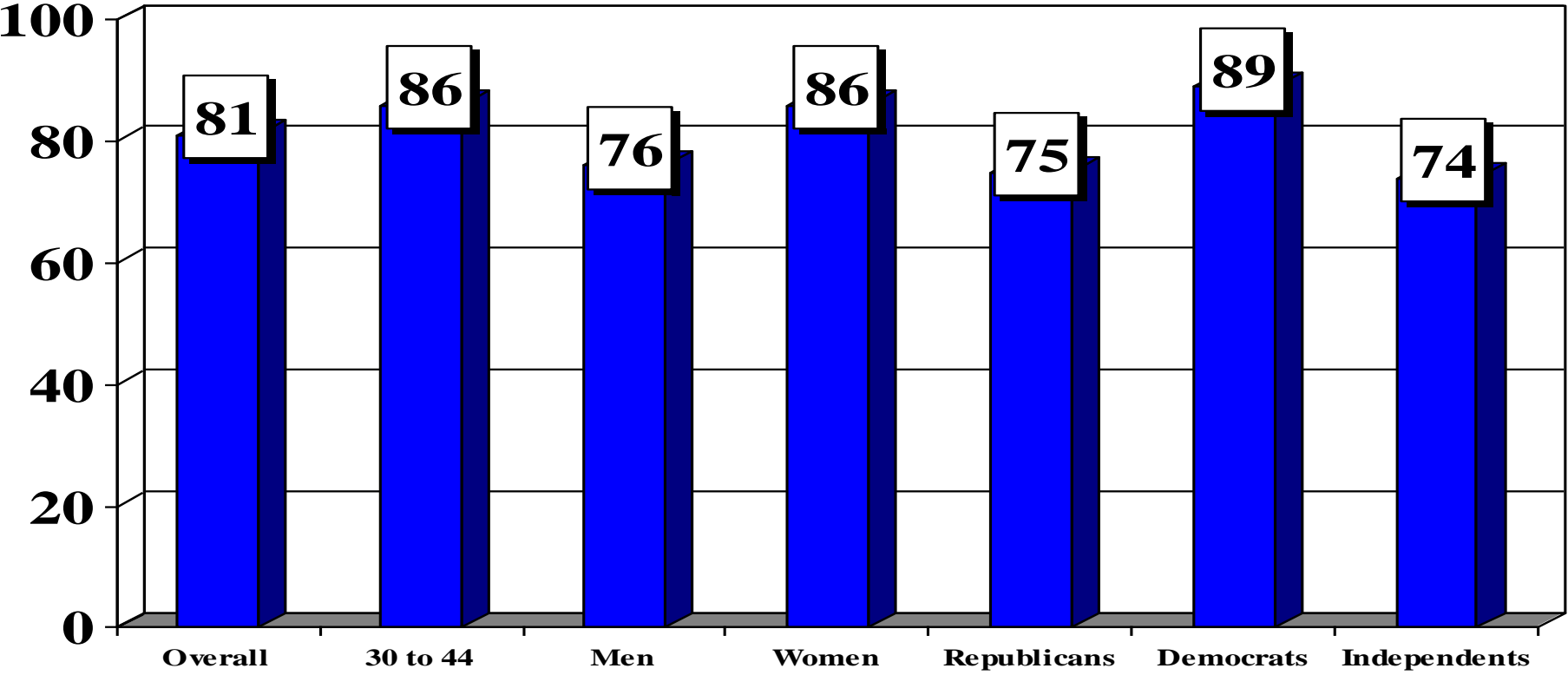
1% Unsure

2011 Results

Do you agree or disagree that state leaders and elected officials in North Carolina should seek more alternative and renewable energy sources in order to provide consumers and businesses with power and electricity?



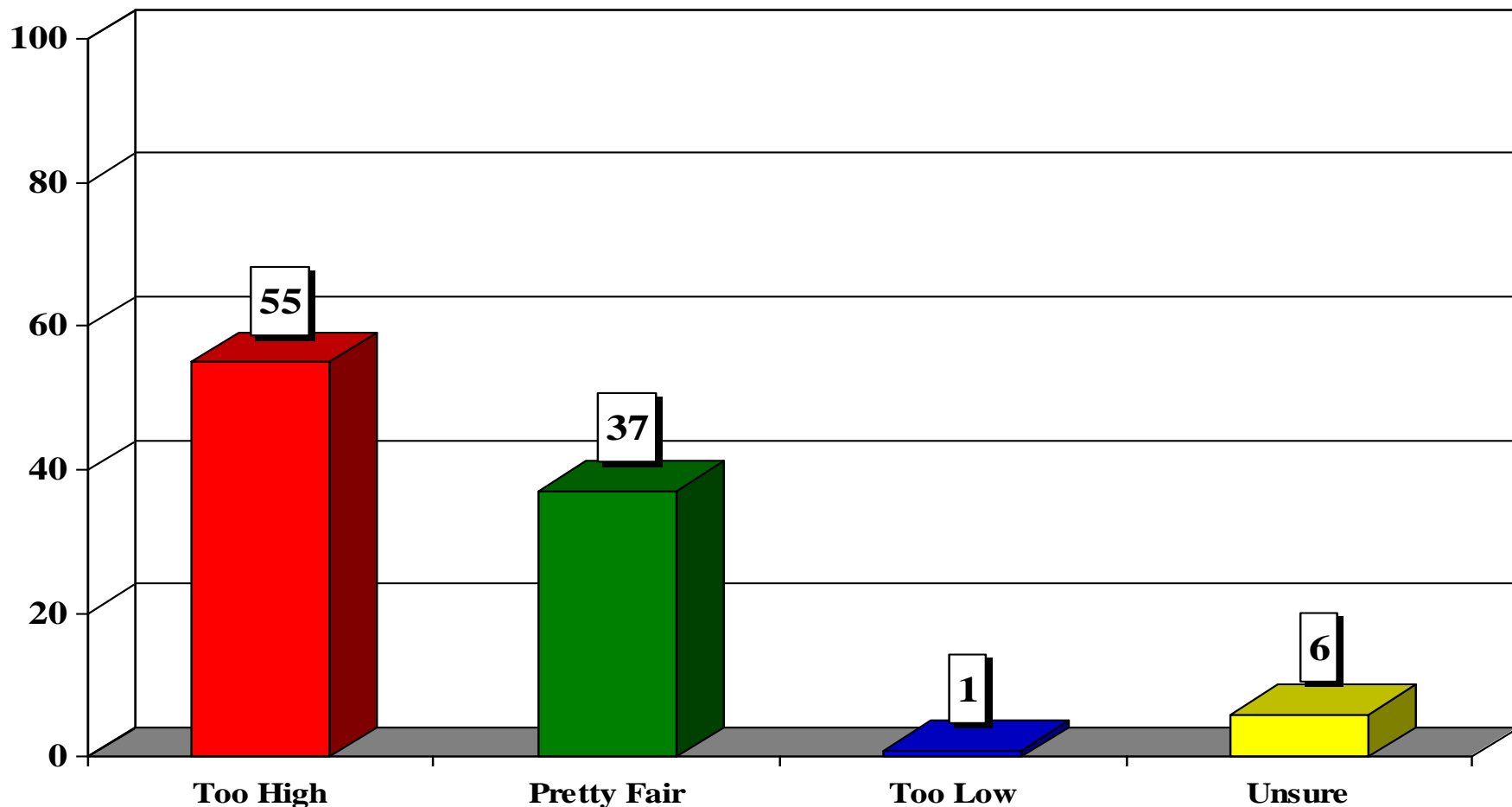
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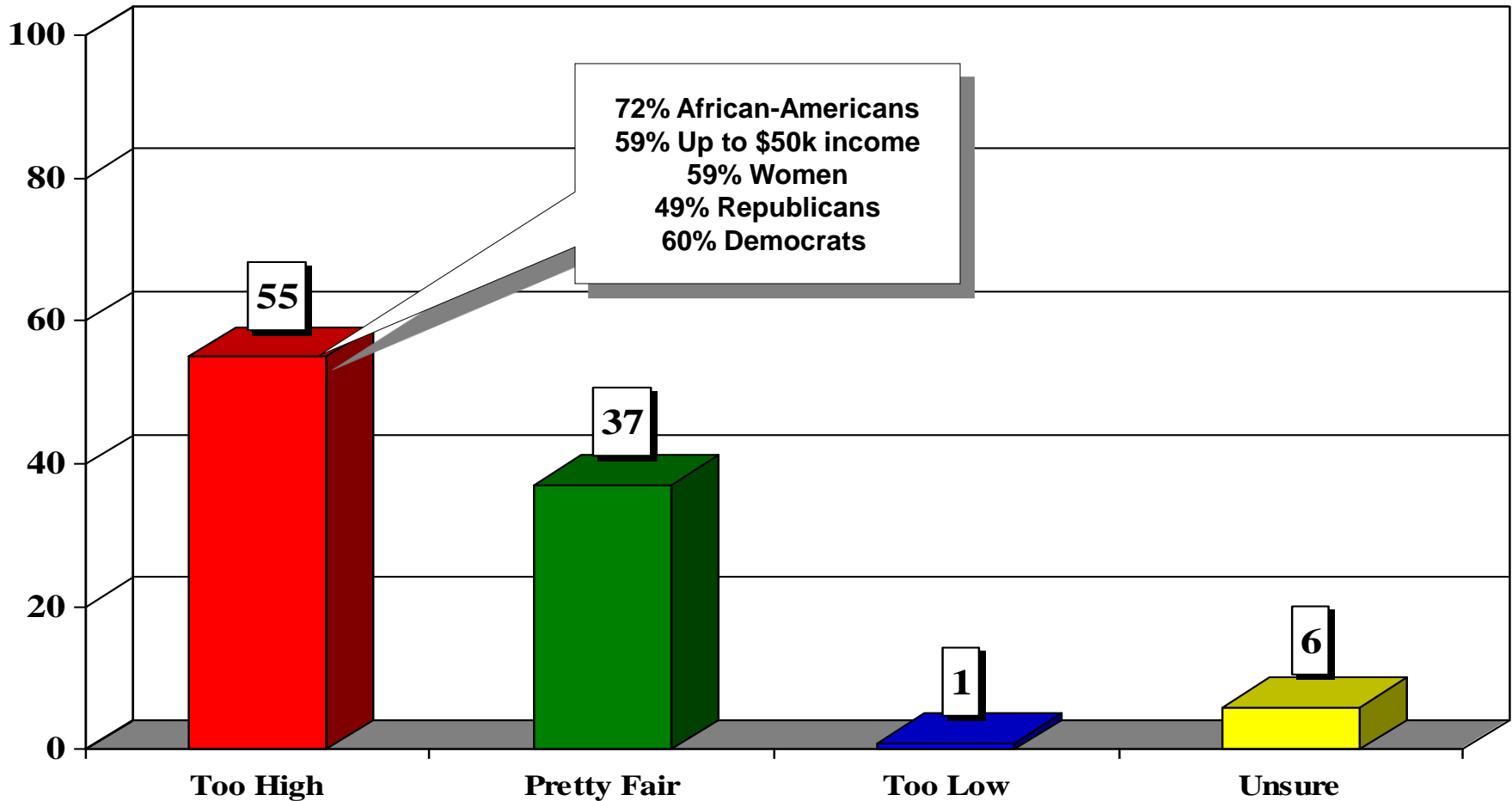
Agree



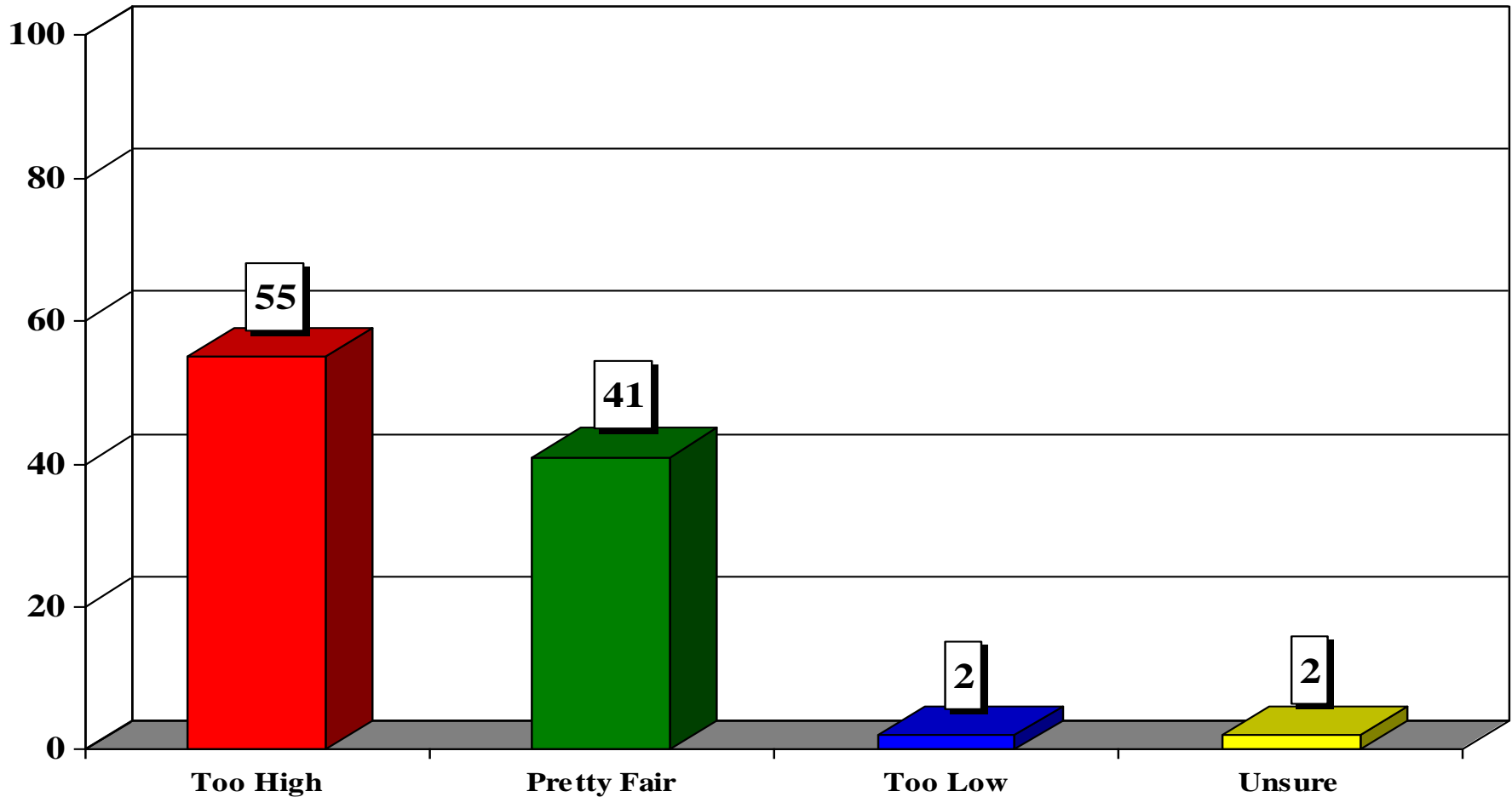
Generally speaking, would say the rates that consumers and businesses are charged for power and electricity are too high, mostly pretty fair or too low?



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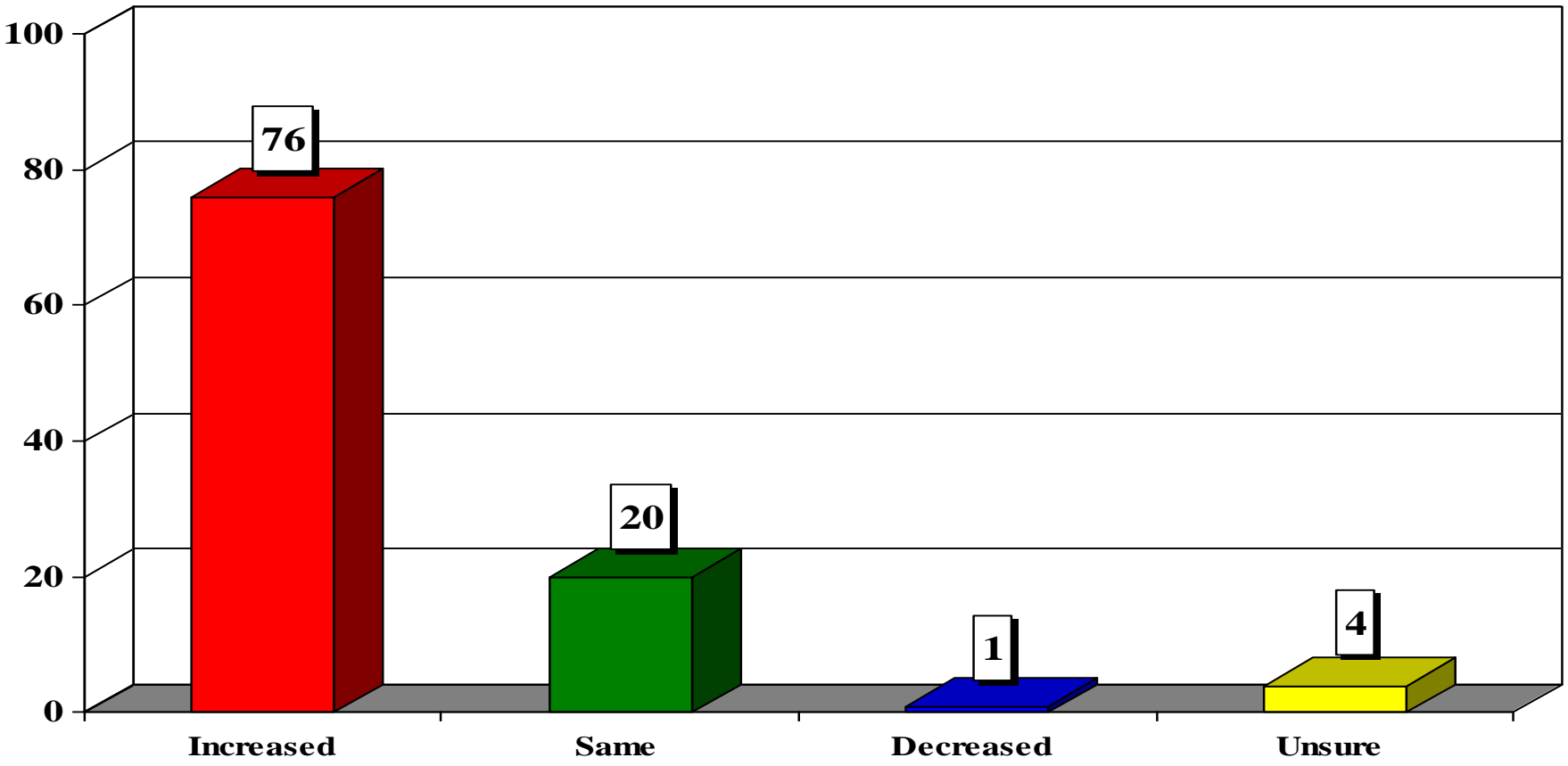


Generally speaking, would say the rates that consumers and businesses are charged for power and electricity are too high, mostly pretty fair or too low?



2011 Results

Over the past two years, do you think that the prices that consumers and businesses are charged for power and electricity have increased, stayed about the same or decreased?



Which of the following would you say is the biggest reason that you think they increased?

27% Power companies increasing their profits

25% Inflation and the economy

18% Increased costs for fuel recovery, production and processing

14% Political instability and wars overseas

6% More power usage by homes and businesses

4% Combination/mixed

3% Other

3% Unsure

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n=532

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14% Political instability and wars overseas

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4% Combination/mixed

3% Other

3% Unsure

40% African-Americans
34% Democrats

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n=532



ENERGY LEGISLATION

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“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 Question Wording

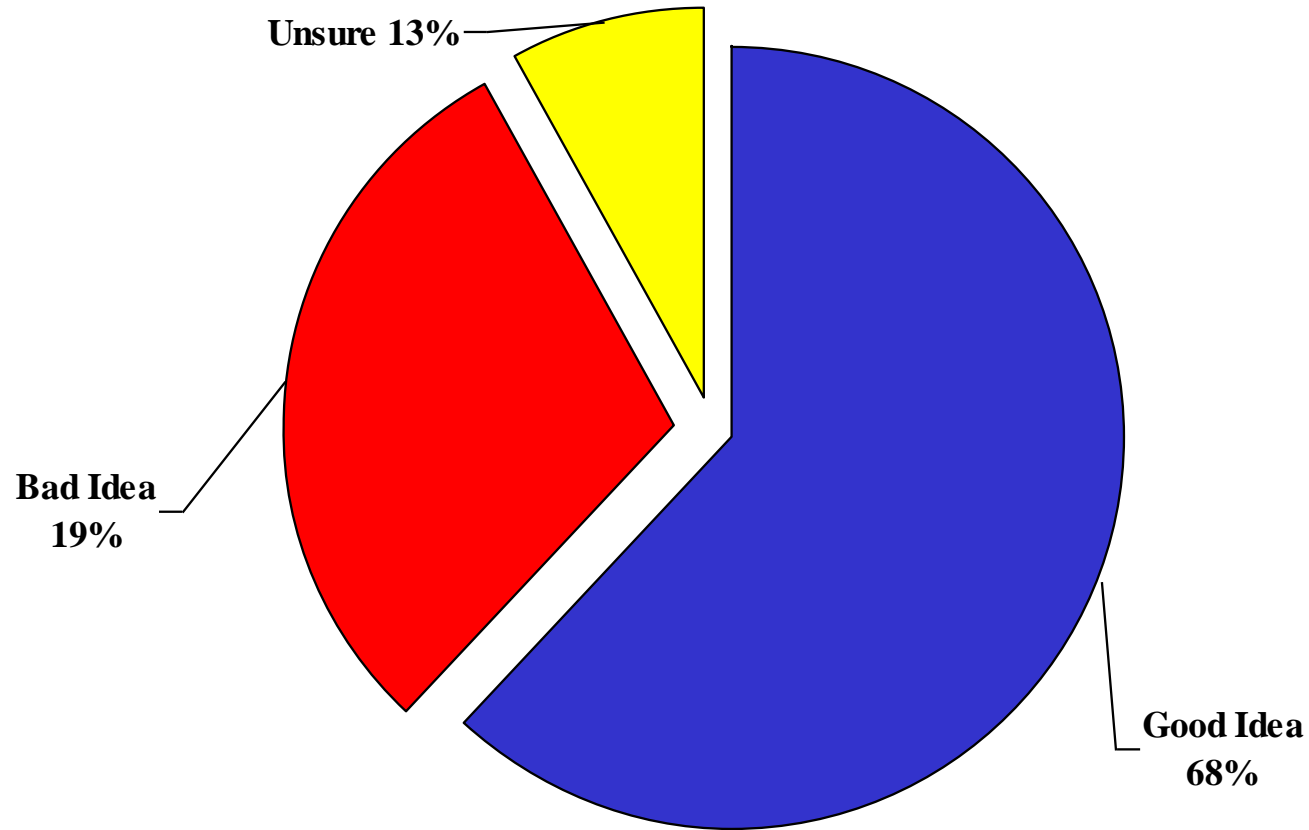
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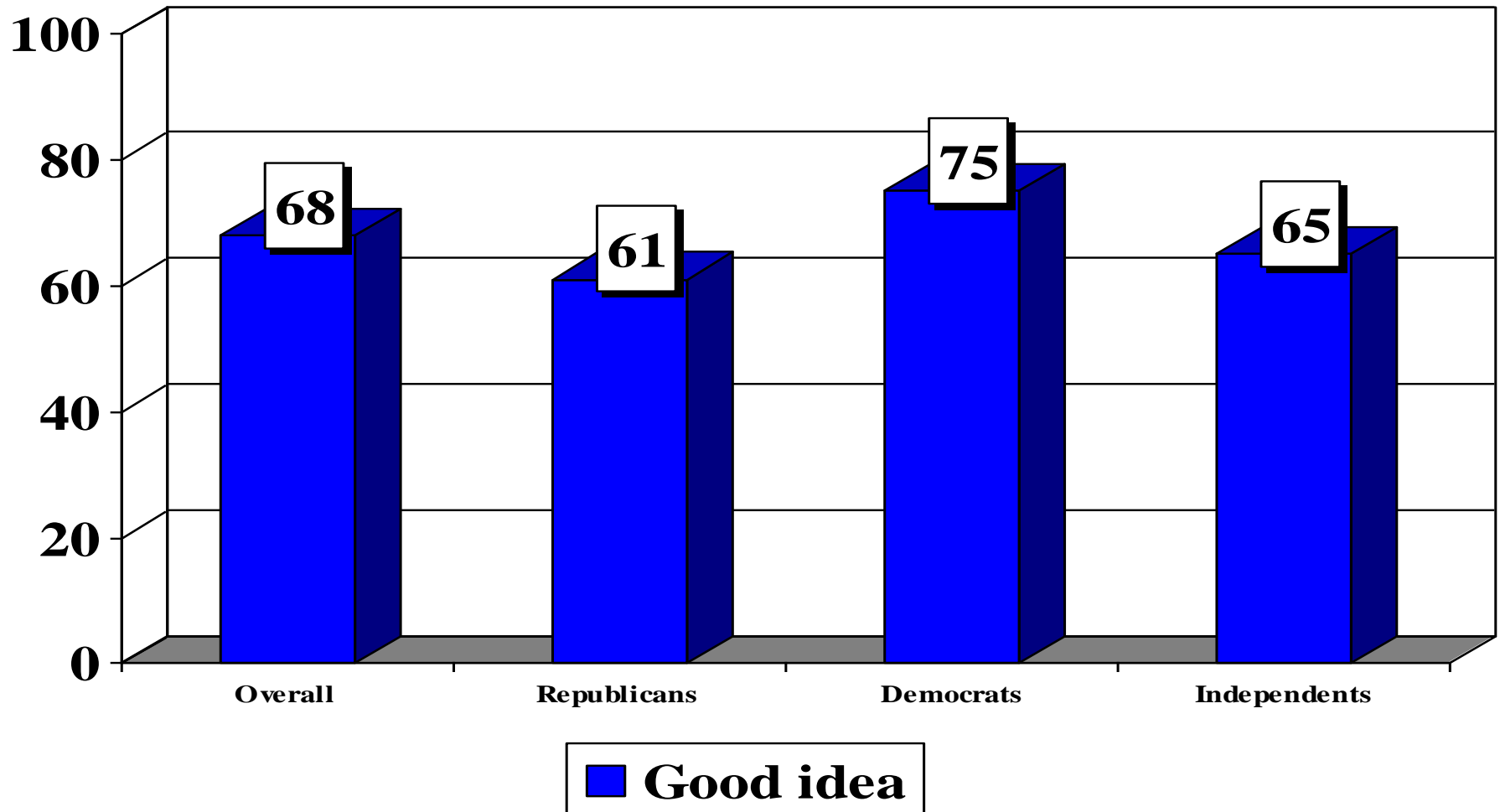
RESEARCH

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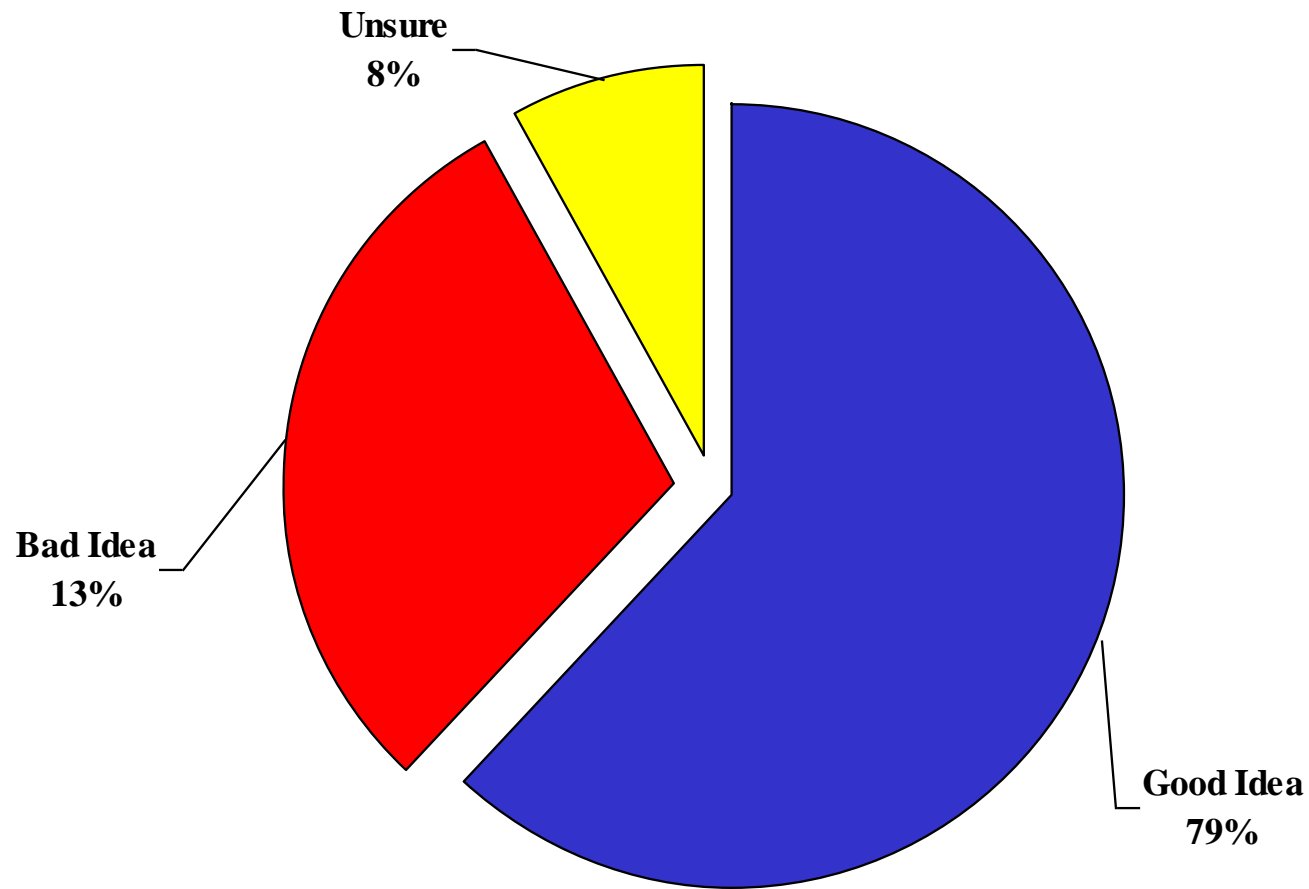
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2011 Results

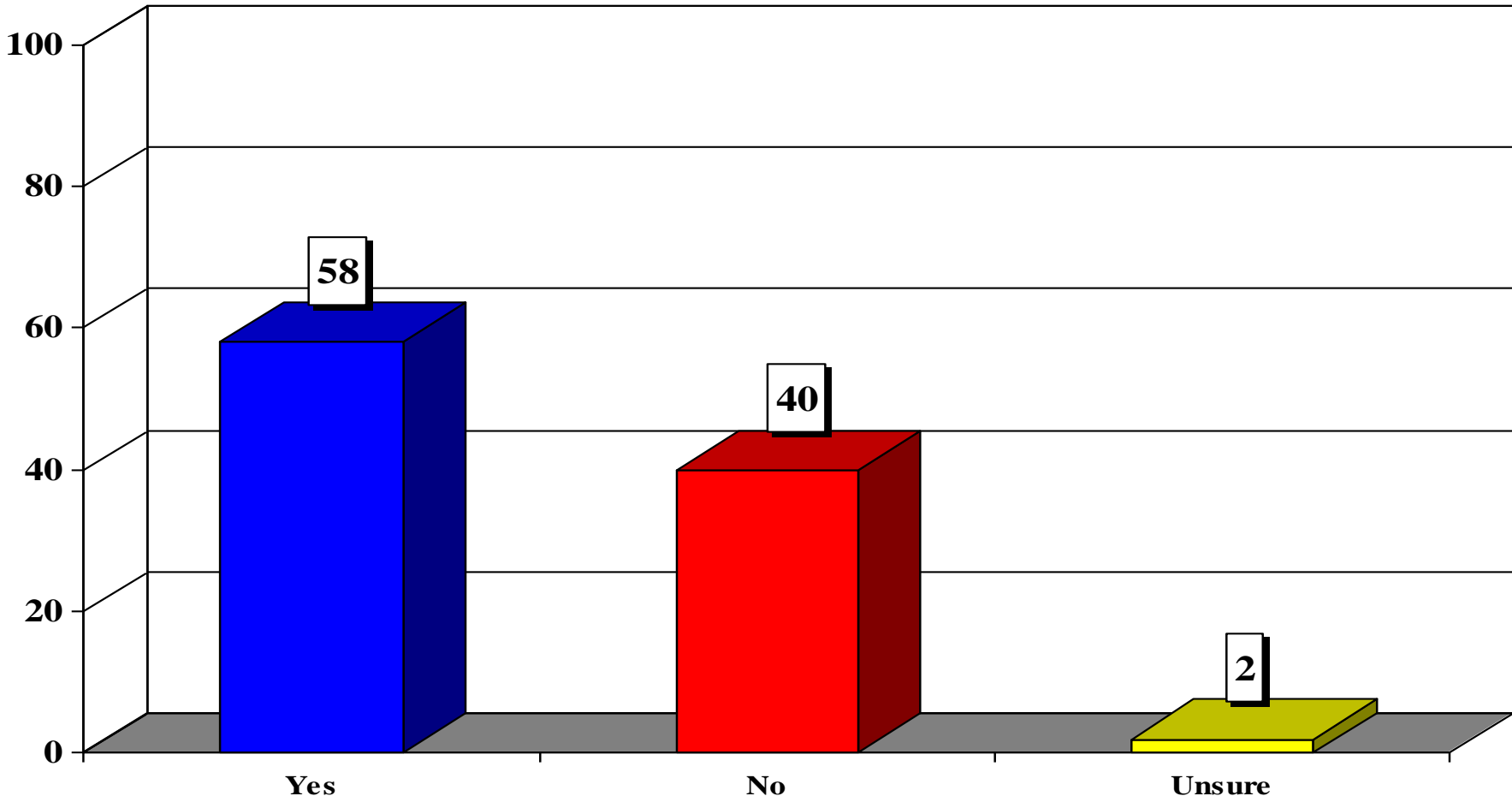
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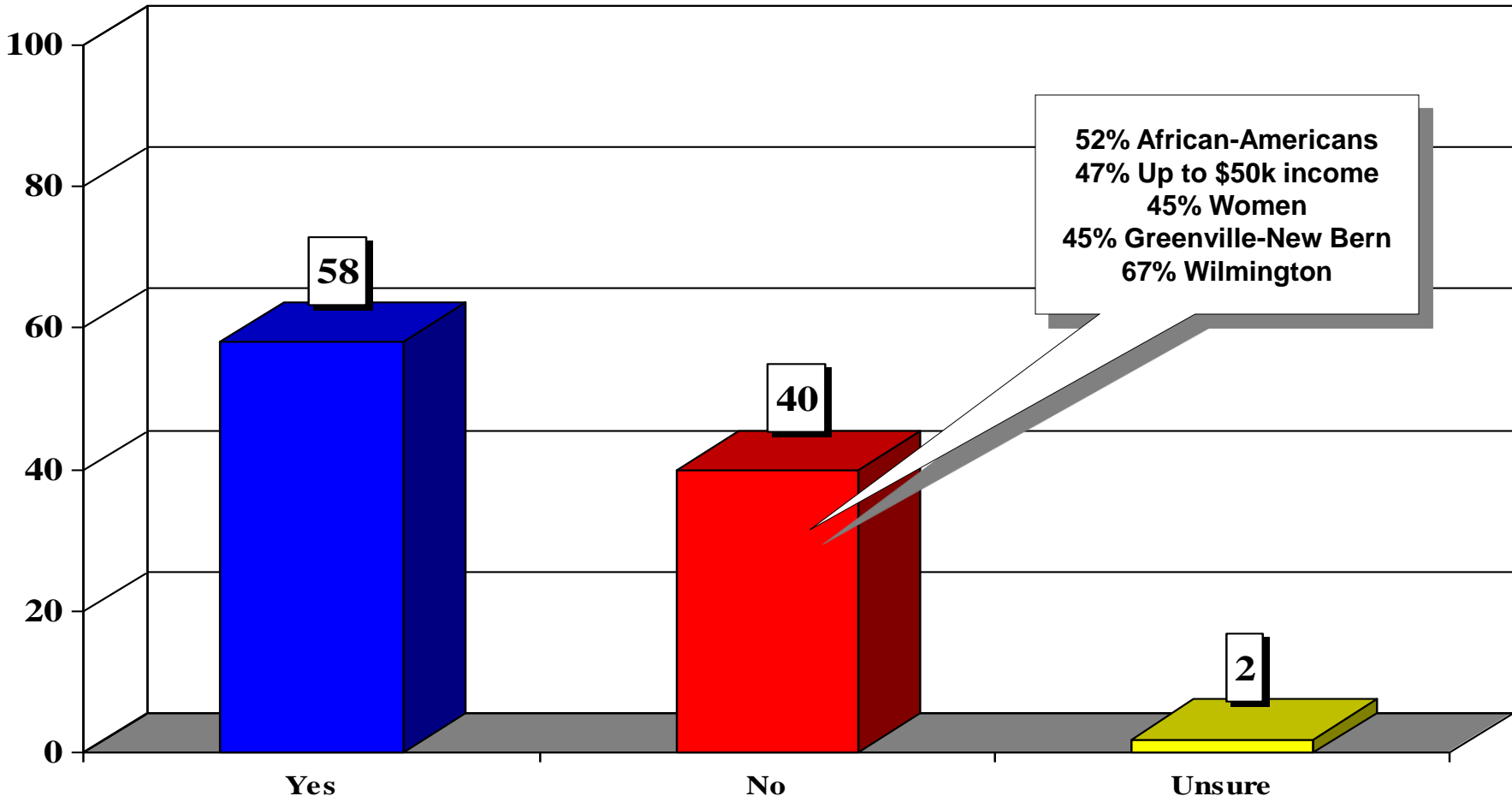
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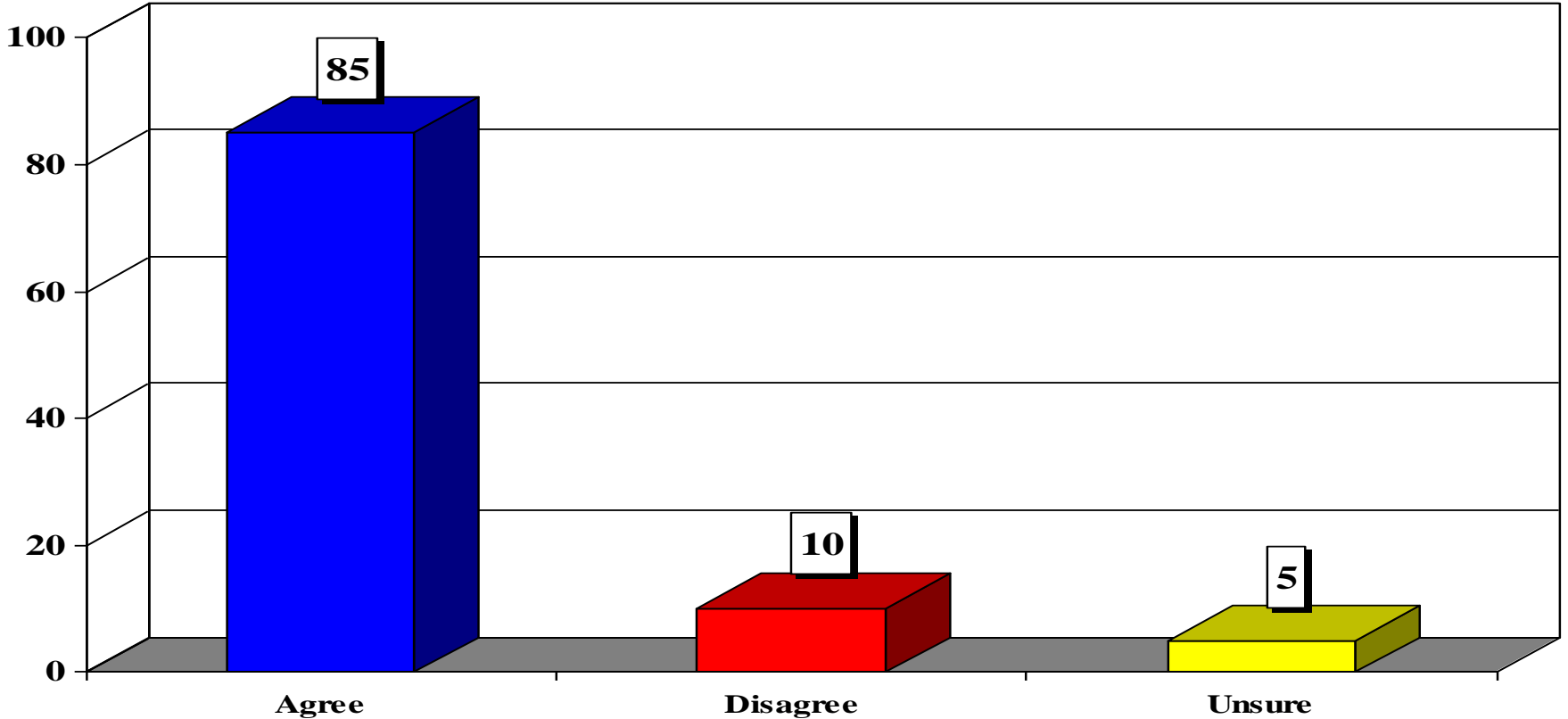
Prior to this survey, were you aware that utilities are the only companies that can sell power to consumers and businesses in North Carolina?



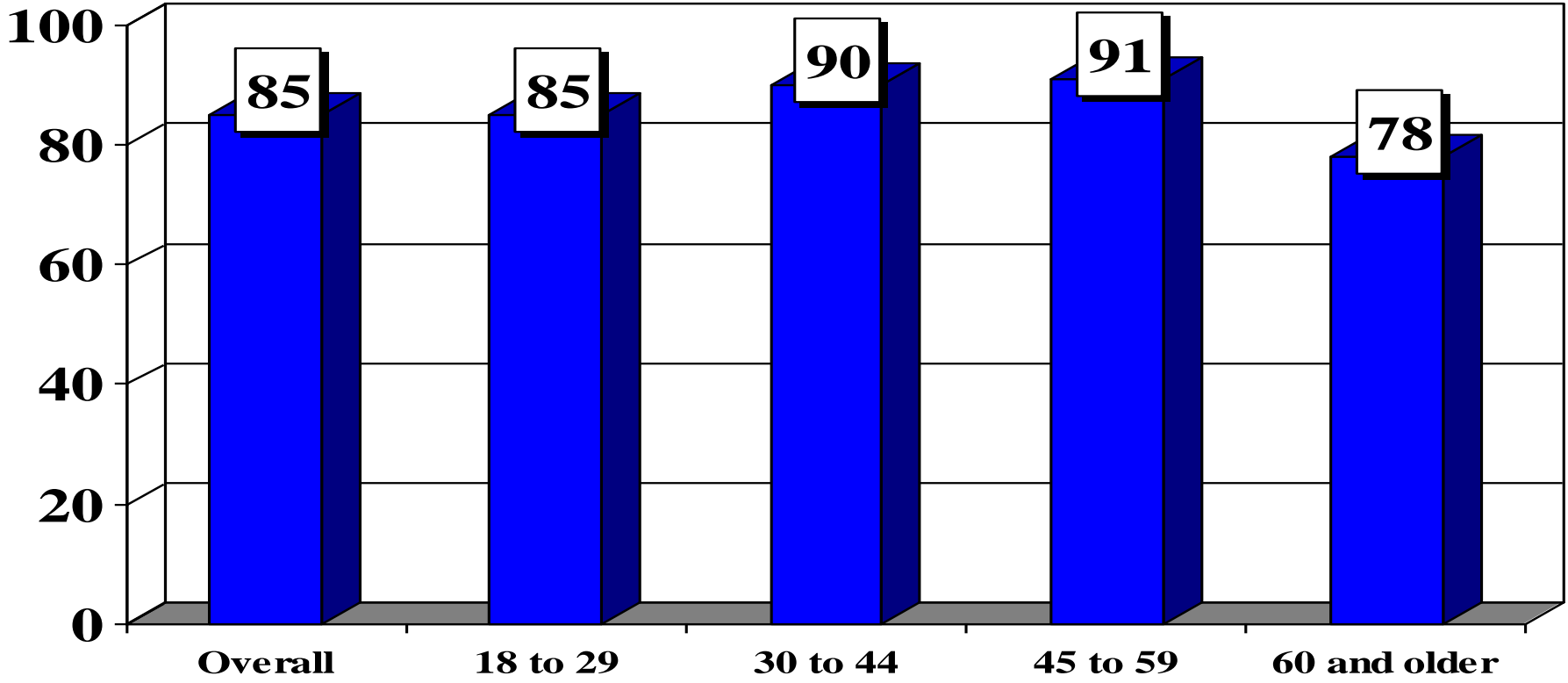
Prior to this survey, were you aware that utilities are the only companies that can sell power to consumers and businesses in North Carolina?



Do you agree or disagree with people who say that there should be more options for providing and purchasing power and electricity from other companies in North Carolina to ensure that rates are competitive and that energy providers are responsive to the needs the of their customers and the general public?



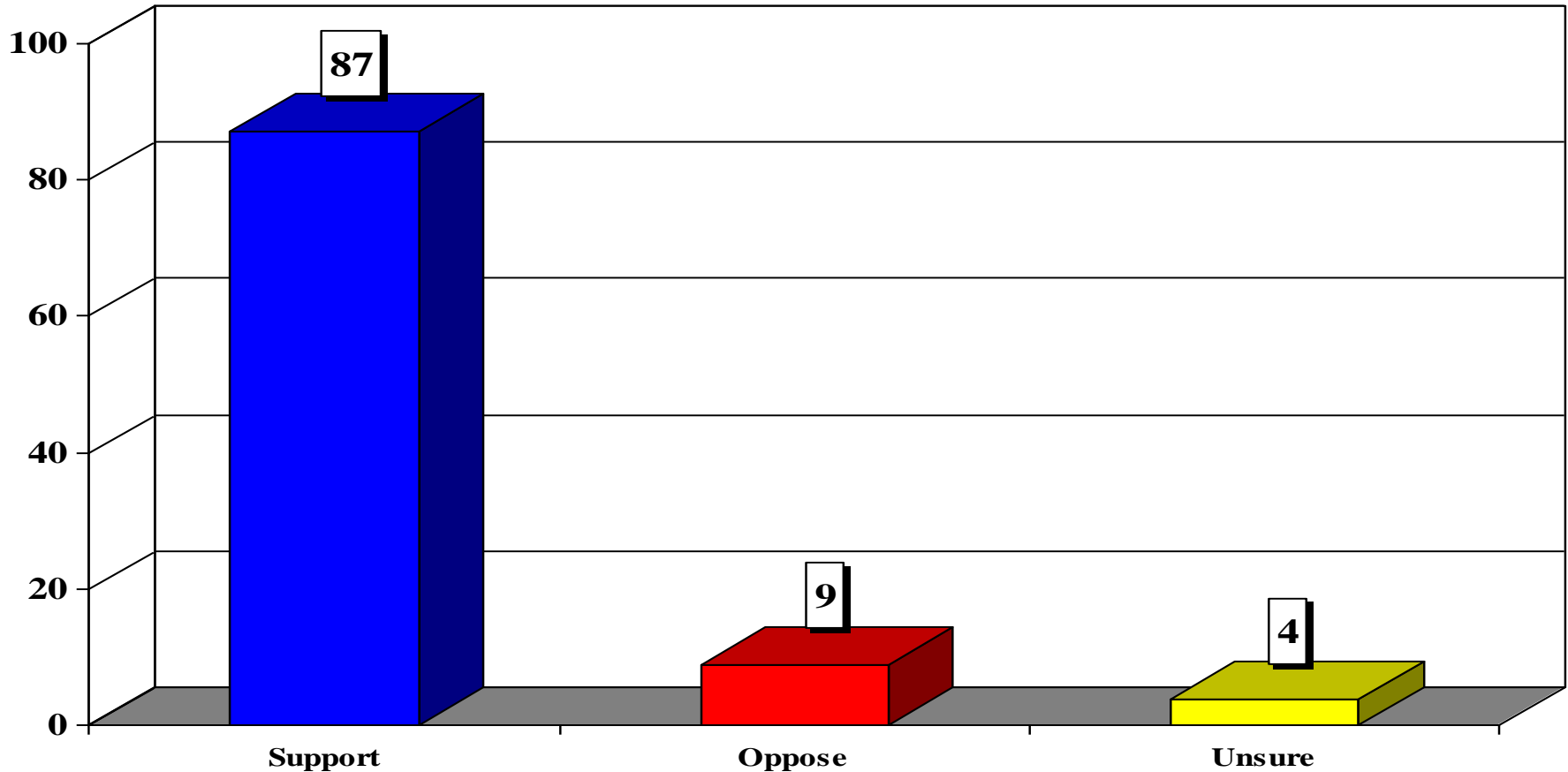
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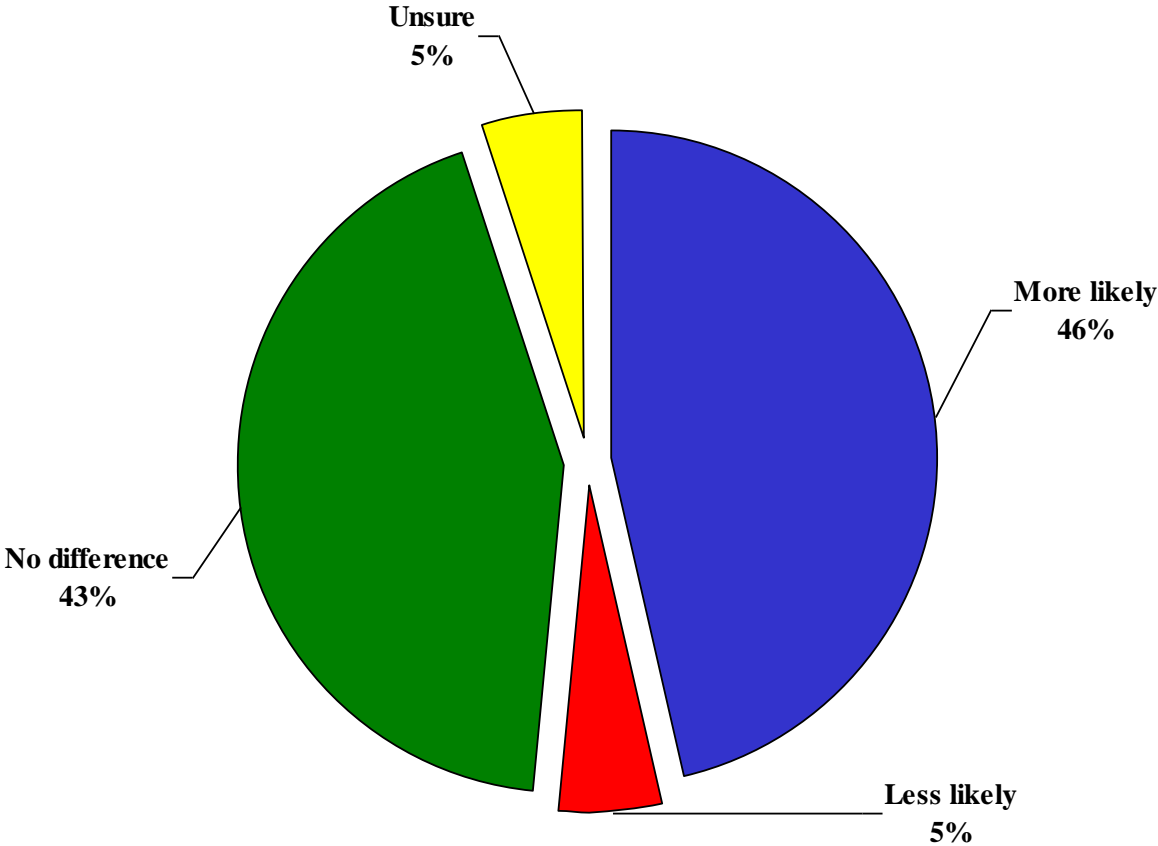
Agree



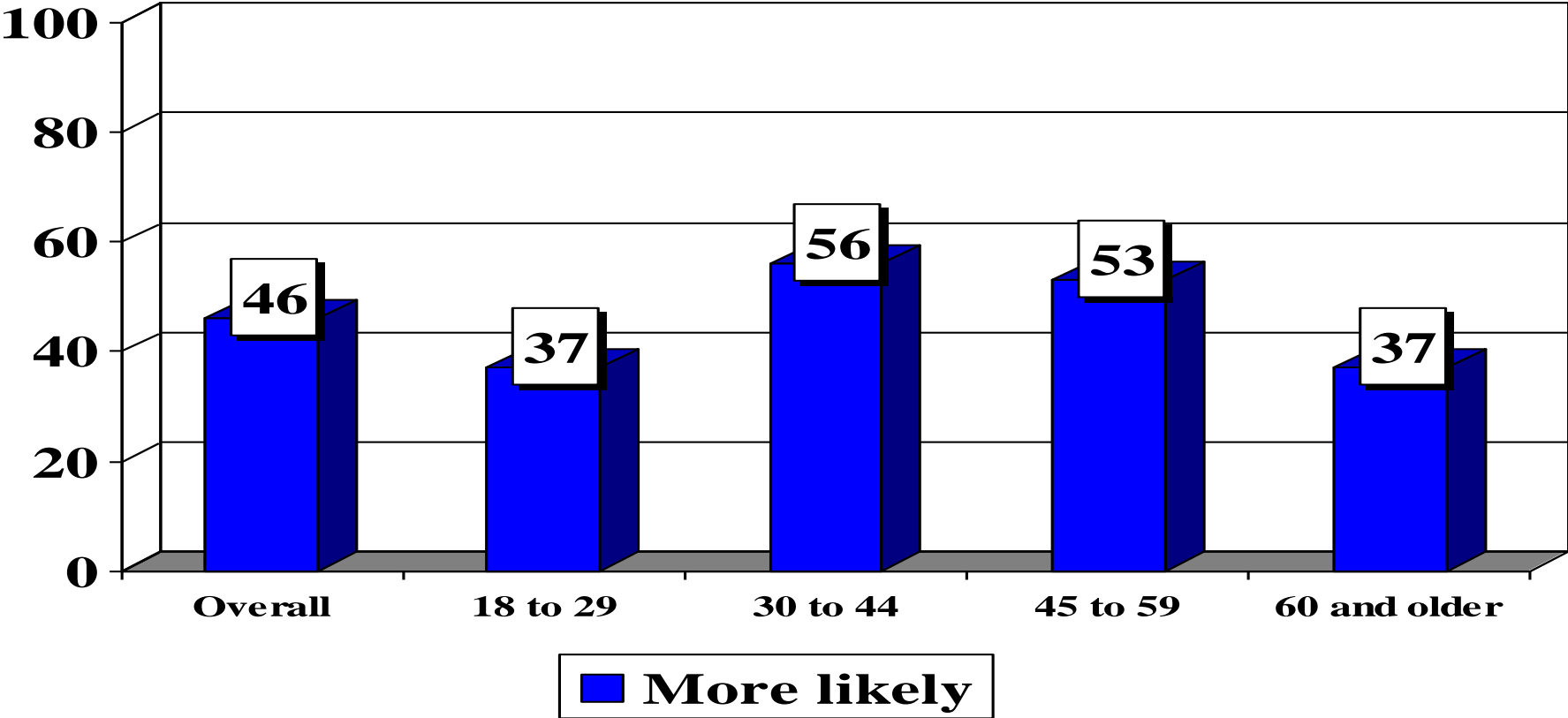
Would you support or oppose new legislation that would allow other energy companies besides, Duke Energy and Progress Energy, to also sell power and electricity services directly to consumers and businesses in North Carolina to create more market competition?



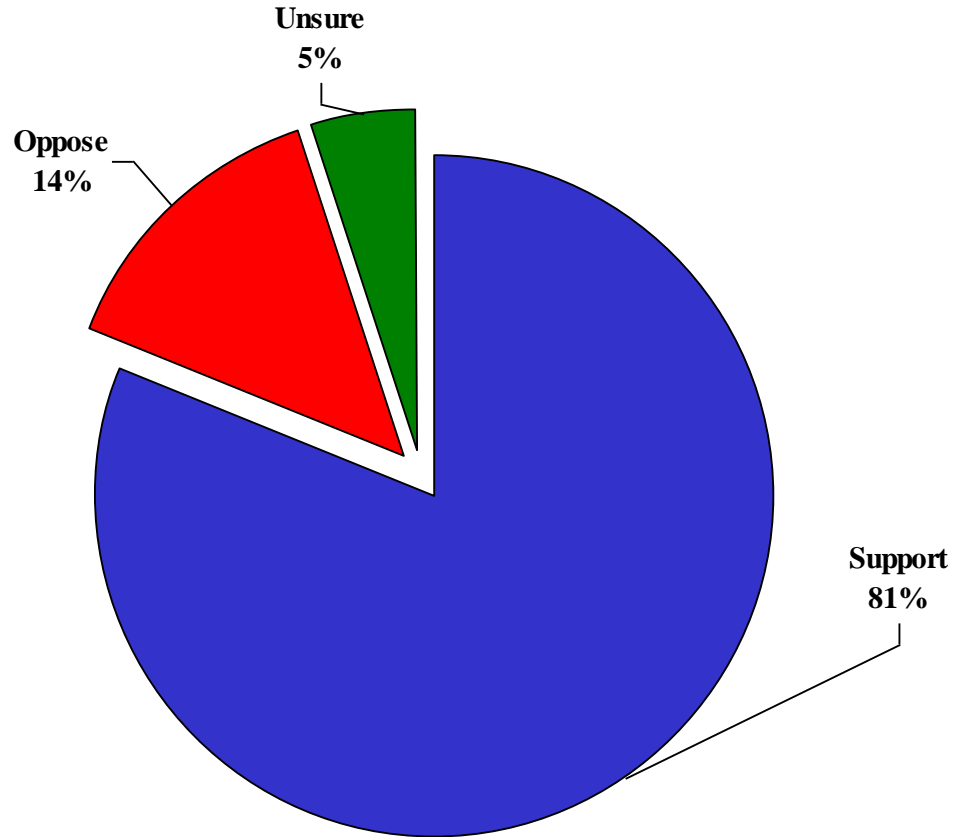
If the state legislator that represents your community voted for new legislation that would allow other energy companies, besides Duke Energy and Progress Energy, to also sell power and electricity services to consumers and businesses in North Carolina, would you be more likely or less likely to re-elect him or her, or would it make no difference in your decision?



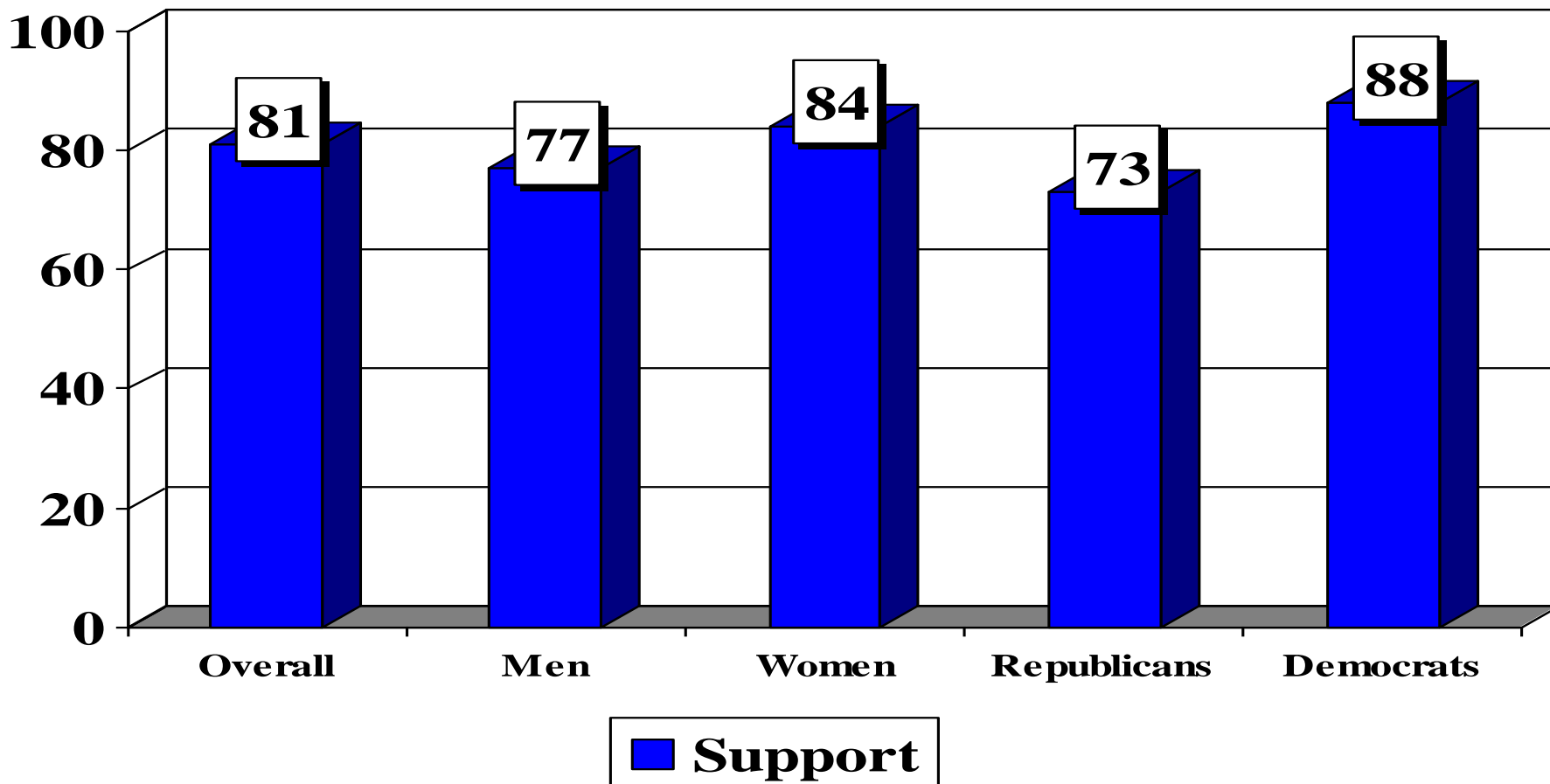
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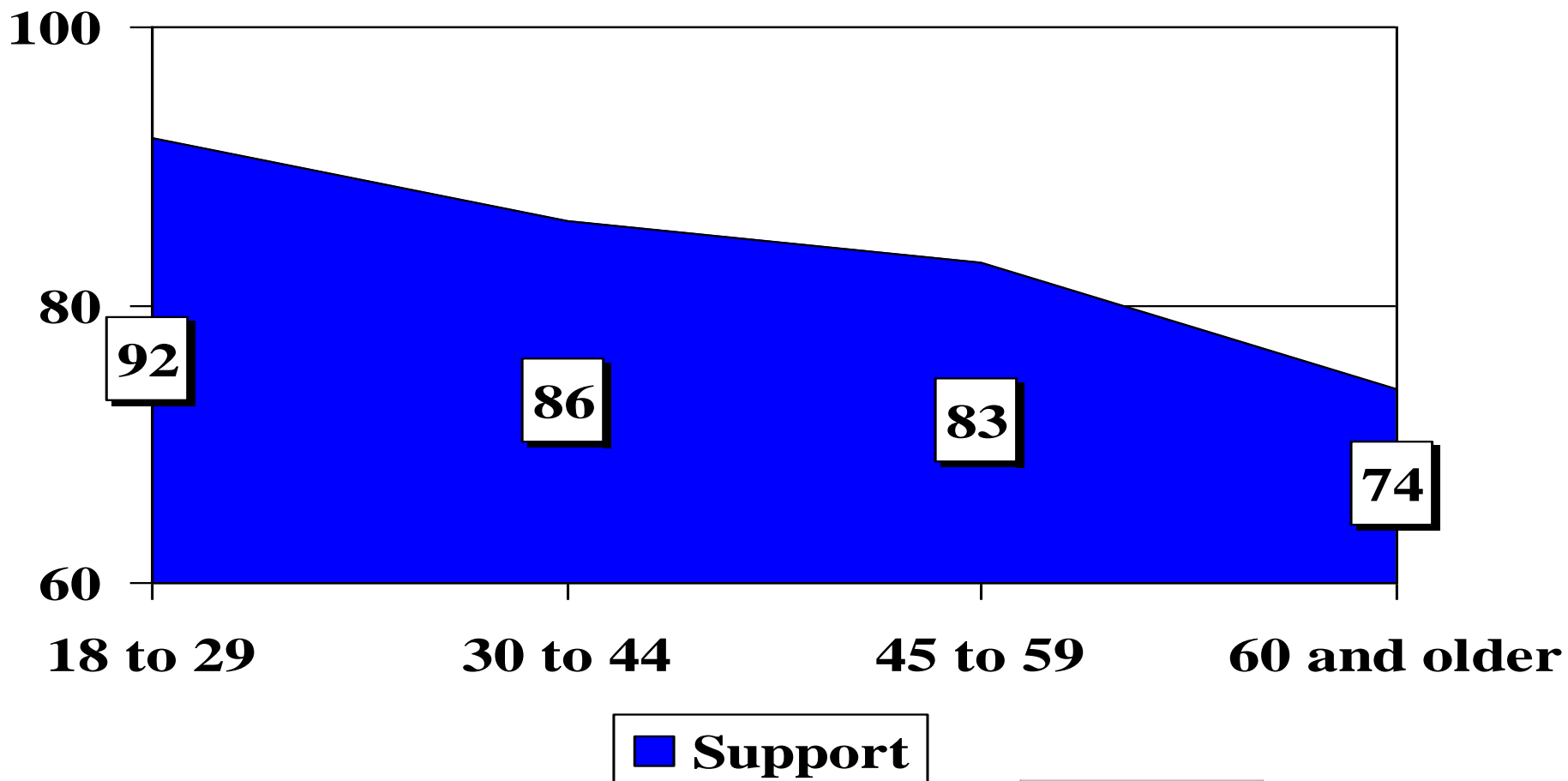
Would you support or oppose new legislation which would create opportunities for alternative energy companies that use sustainable and renewable energy resources, such as the sun and wind, to offer power and electricity services directly to consumers and businesses in North Carolina?



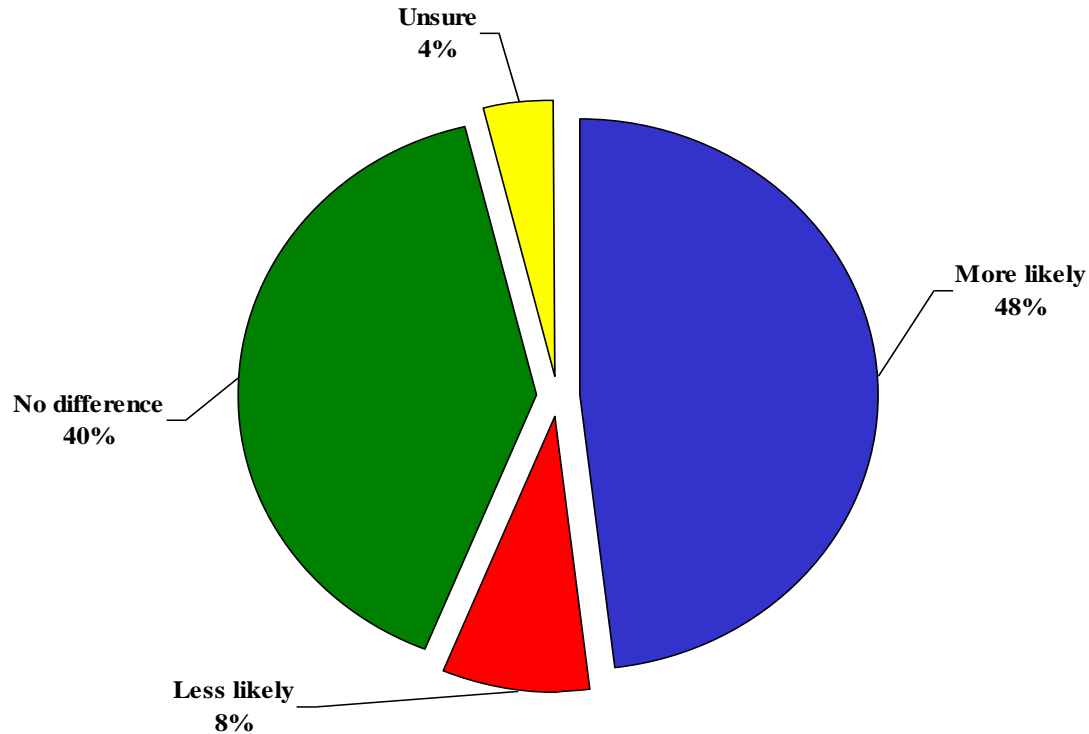
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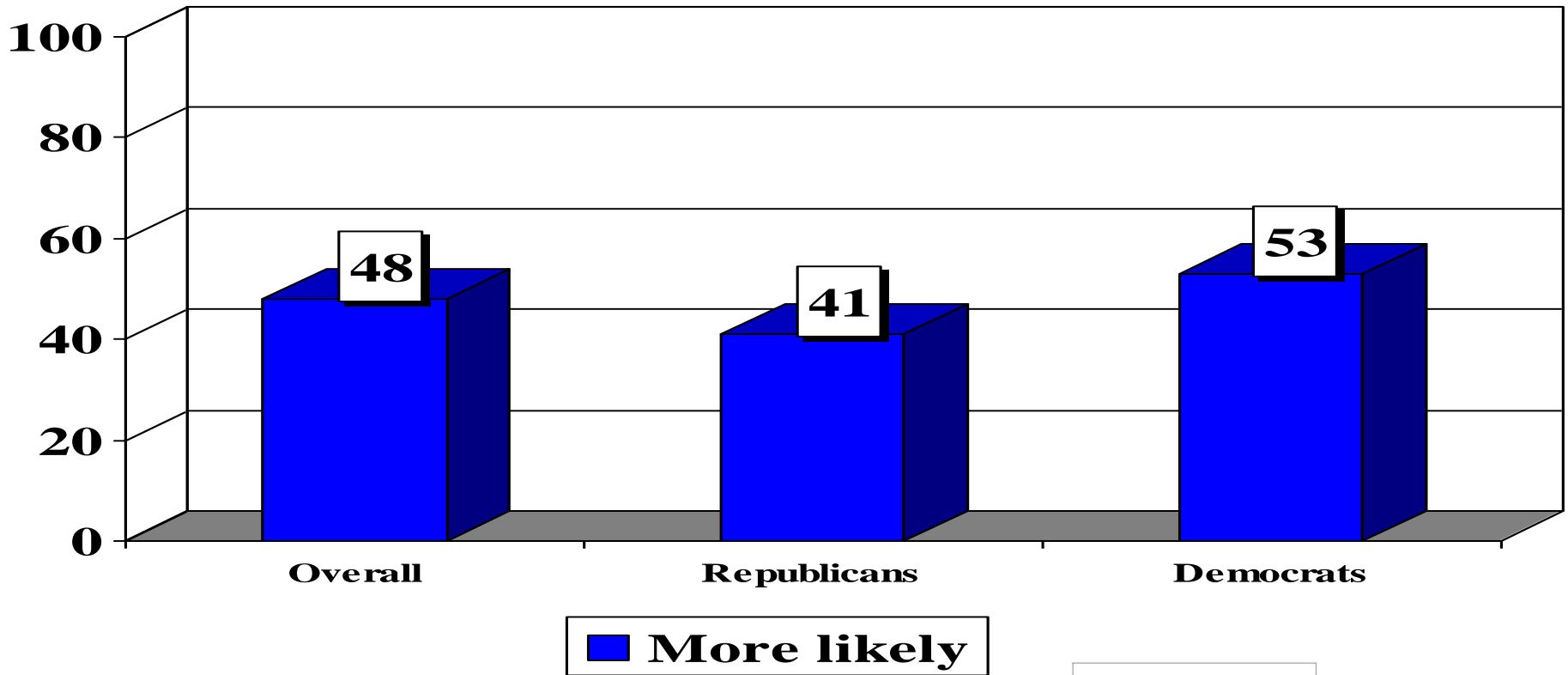
Would you support or oppose new legislation which would create opportunities for alternative energy companies that use sustainable and renewable energy resources, such as the sun and wind, to offer power and electricity services directly to consumers and businesses in North Carolina?



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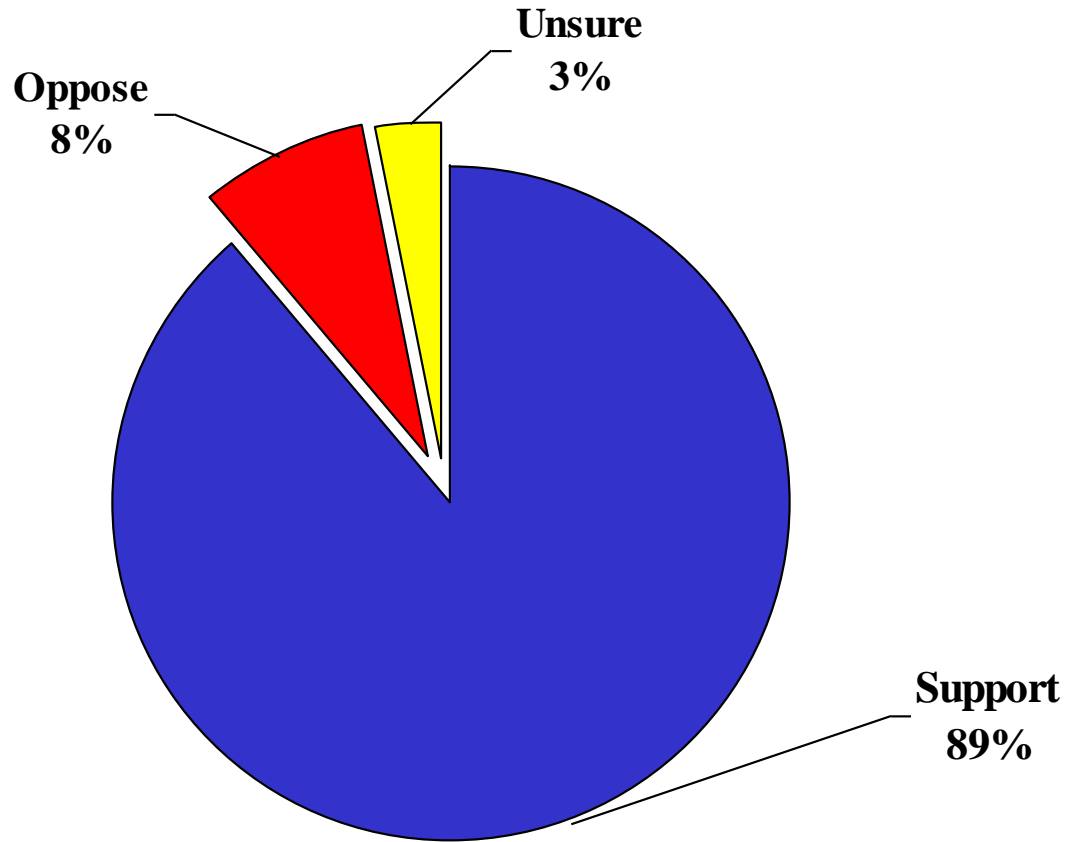


ENERGY SOURCES

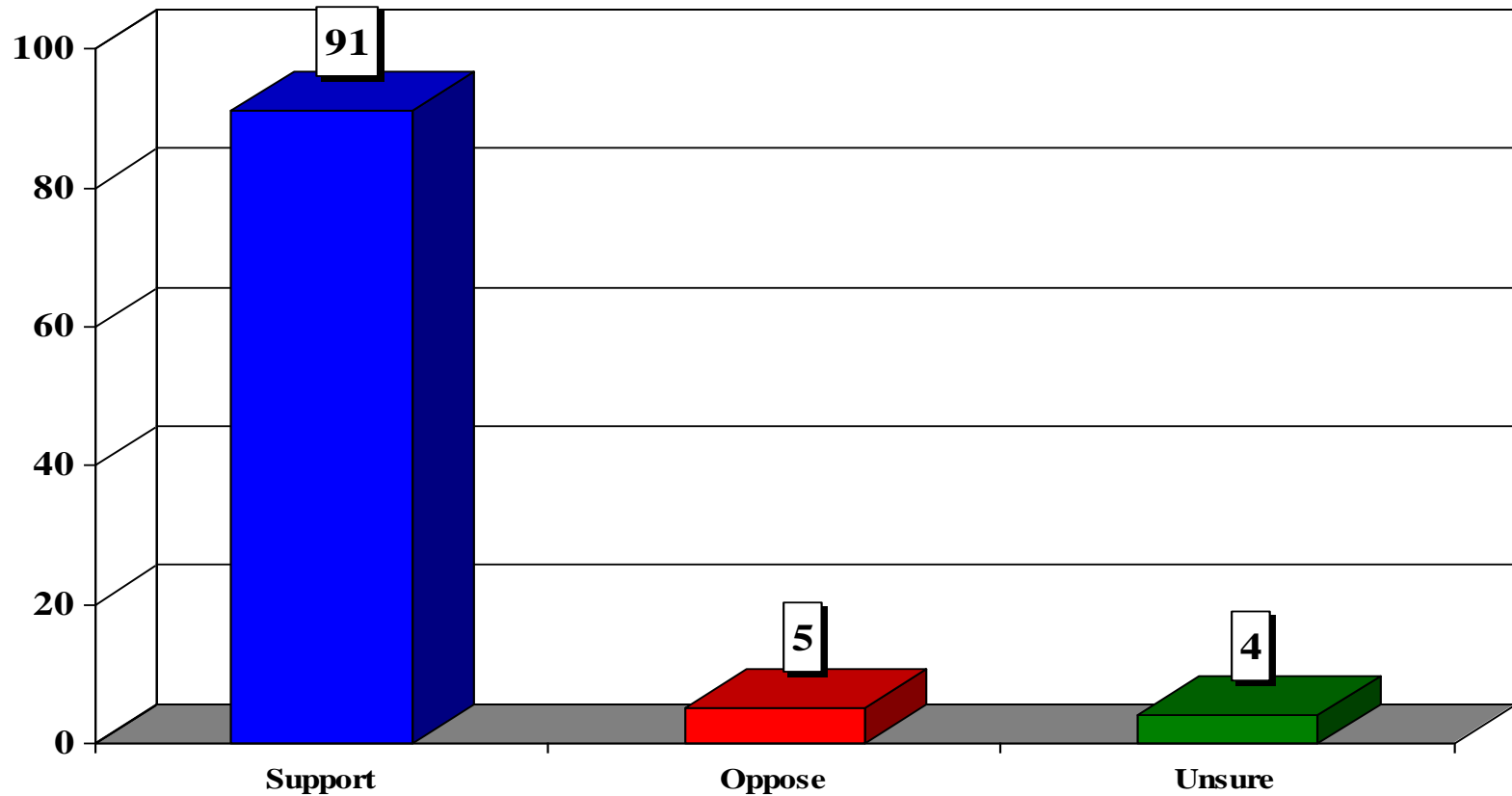
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Do you support or oppose using solar power to meet growing needs for energy and electricity to residences and businesses in North Carolina?



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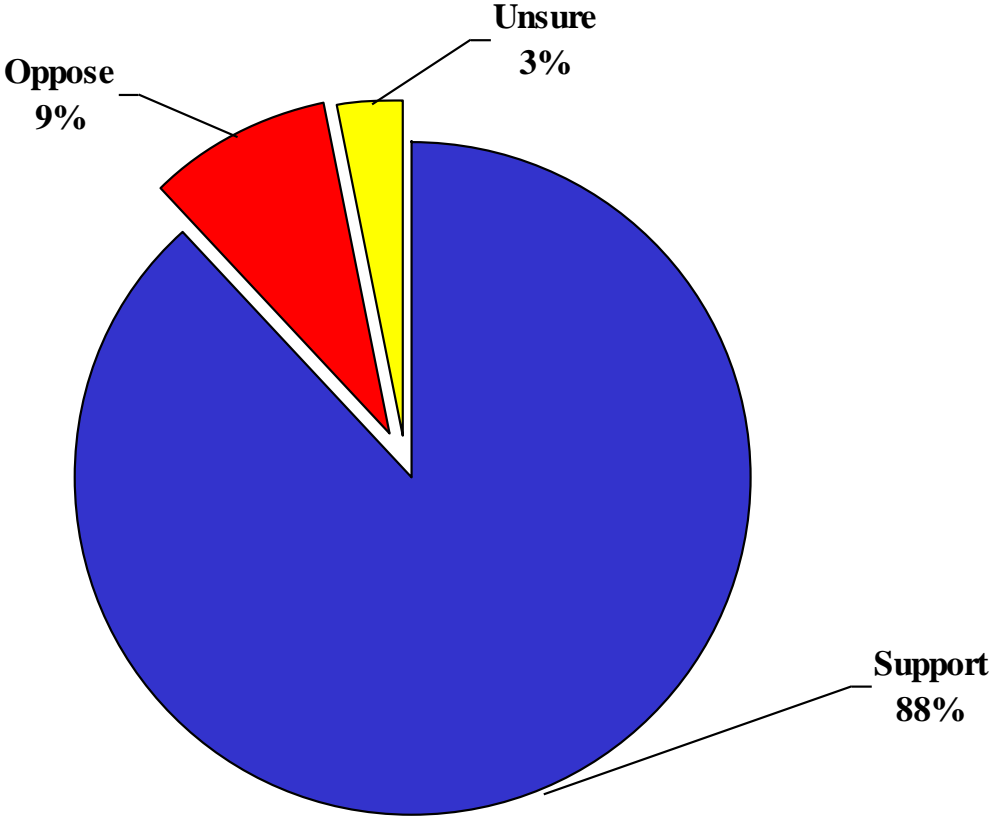


2011 Results

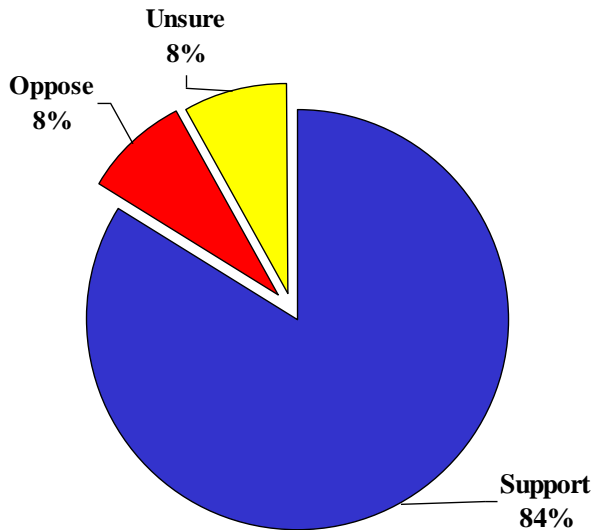
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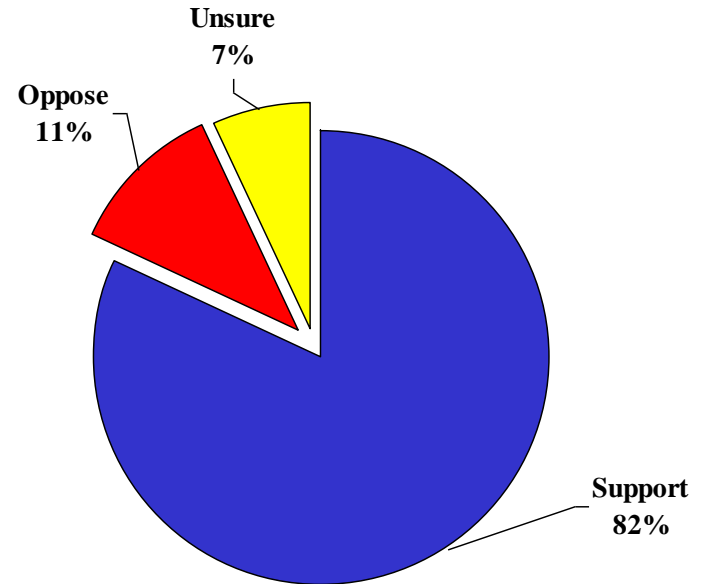
Do you support or oppose using energy efficiency, such as installing energy saving light bulbs, programmable thermostats or Energy Star-certified appliances to reduce energy use, to meet growing needs for energy and electricity to residences and businesses in North Carolina?



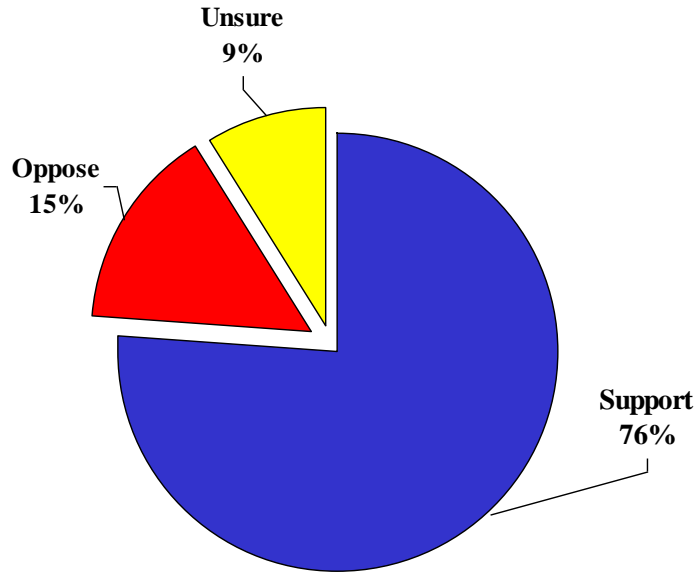
Do you support or oppose using **natural gas** to meet growing needs for energy and electricity to residences and businesses in North Carolina



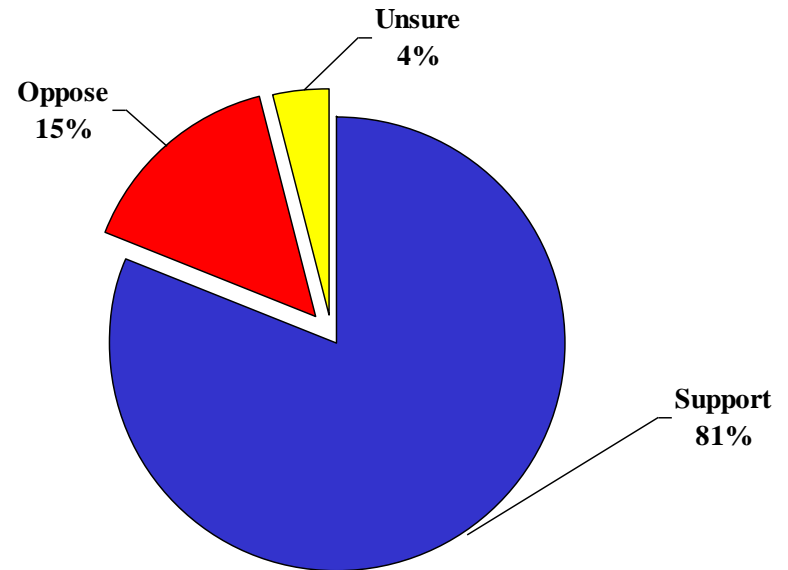
Do you support or oppose using **alternative natural resources**, such as landfill gas, wood chips and agricultural by-products, to meet growing needs for energy and electricity to residences and businesses in North Carolina?



Do you support or oppose using **off-shore windmills** 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?

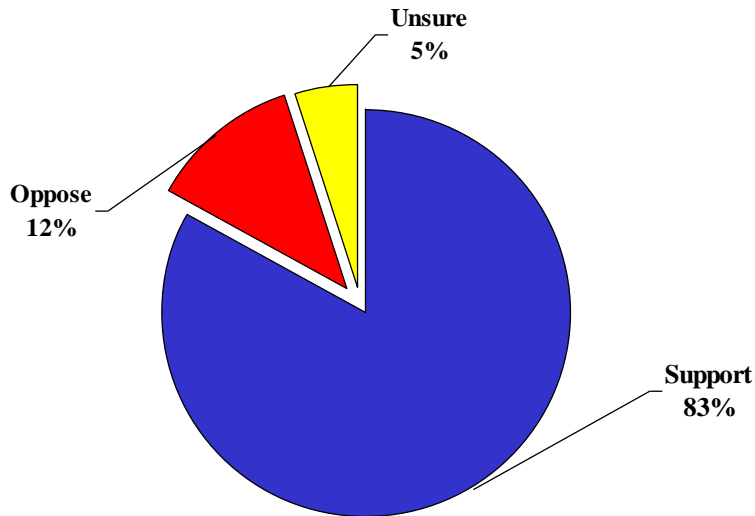


Do you support or oppose using **land-based windmills**, which would be located in rural and agricultural areas, in order to meet growing needs for energy and electricity to residences and businesses in North Carolina?

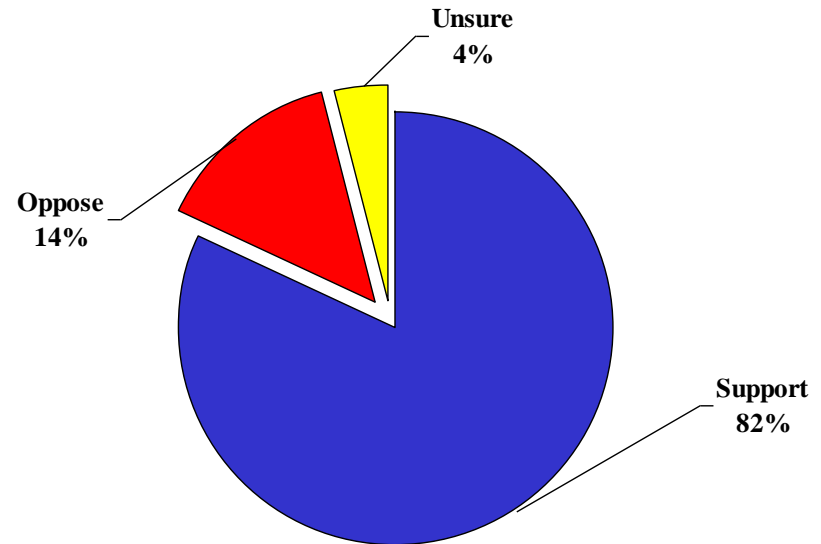


Split Sample Testing

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?*

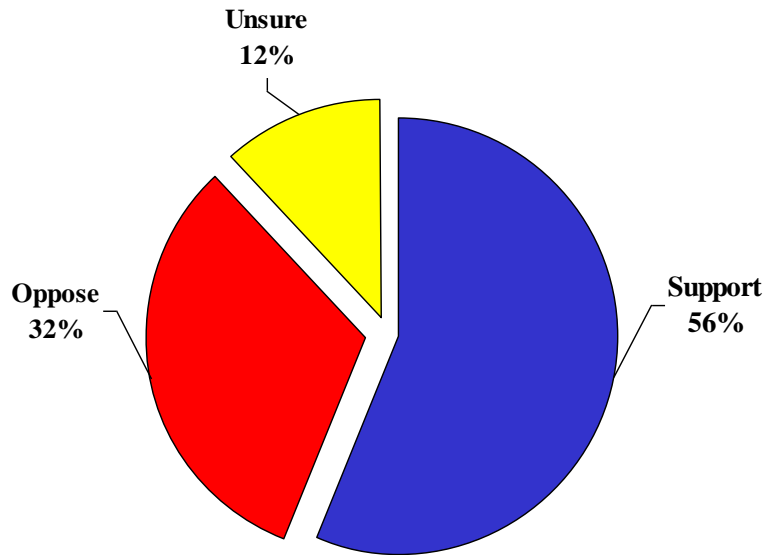


* Differences were not statistically significant

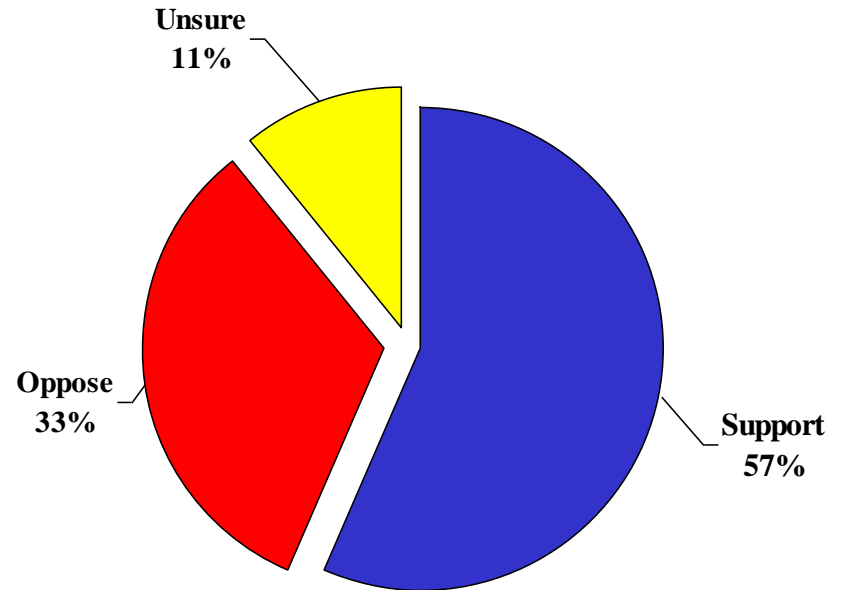
2011 Results



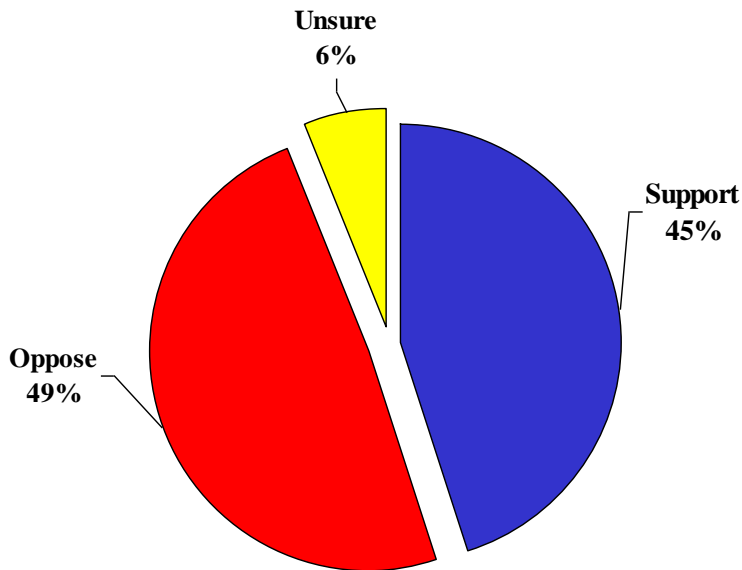
Do you support or oppose using **coal** to meet growing needs for energy and electricity to residences and businesses in North Carolina?



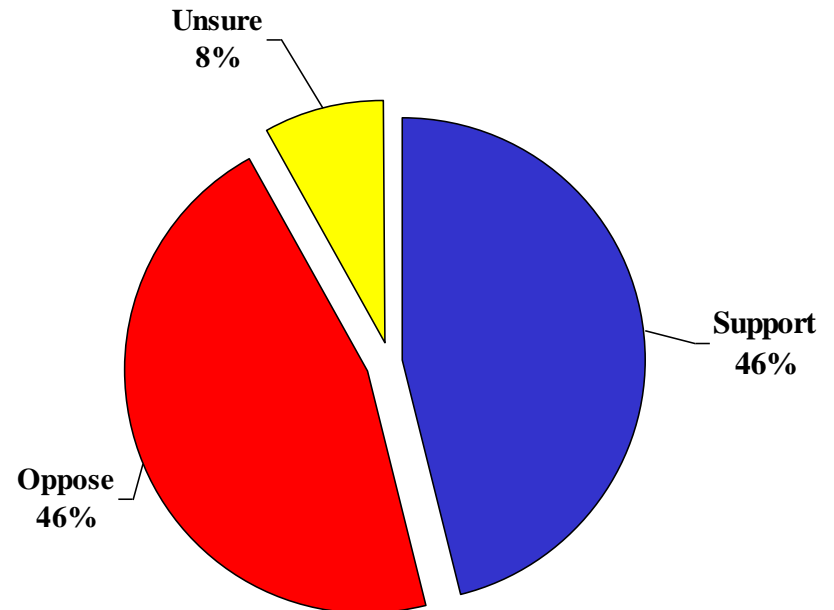
Do you support or oppose using **nuclear power** to meet growing needs for energy and electricity to residences and businesses in North Carolina?



Do you support or oppose using **coal** 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?



2011 Results



CONCLUSION

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Key Findings Recap

Although the economy and education remain as top priorities, reducing the cost of living for items such as home energy is emerging as a greater concern for voters in North Carolina

While they attribute the reasons to a variety of factors, voters exhibit palpable frustration and anger with the rates, and a clear and steady majority believe that they are being charged excessive amounts for the services they are receiving

The data indicates that leaders in North Carolina have a mandate to seek more alternative and renewable energy sources, in order to provide consumers and businesses with power and electricity choices and a greater range of options

Support for the 2007 REPS Legislation remains high and is consistent across the board among most critical voting sub-groups, and there is a nearly-universal sentiment that there should be laws that enable more options for providing and purchasing power and electricity

Signaling a desire to seek new and progressive solutions to energy needs, there is very strong support for solar power, natural gases, natural resources and wind power to meet growing demand for energy and electricity to residences and businesses in North Carolina. Although not as fervidly embraced, coal and nuclear energy sources as loom as acceptable, though, perhaps, comparatively less palatable options

Creating 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, and allowing other energy companies besides, Duke Energy and Progress Energy, to also sell power and electricity services, garner such strong approval that voting for them could engender greater support for legislators from their constituents



QUESTIONS?

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