

**2011 NORTH CAROLINA STATEWIDE SURVEY**

**4/27 – 4/29/2011**

**N=800, +/- 3.46%**

**General Election Voters**

*(percentages may not add up to 100% due to rounding)*



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*Q. 1. Generally speaking, would you say that your community is going in the right direction, or has it gotten off onto the wrong track?*

- 34.5% Right direction
- 50.2 Wrong track
- 7.8 Mixed/both (volunteered)
- 7.5 Unsure/no answer

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*Q. 2. What do you think should be the top priority for state leaders and elected officials in North Carolina to work on right now? Do you think it is...*

(randomly rotated)

- 23.1% Improving the quality of public education
- 32.9 Attracting more businesses and jobs to the state
- 8.3 Lowering taxes
- 2.0 Preventing home foreclosures
- 2.5 Fighting crime...or...
- 17.7 Reducing the cost of living for items like food, fuel and energy
- 12.1 Other (volunteered)
- 1.4 Unsure/no Answer

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**Turning to look more closely at fuel and energy...**

*Q. 3. Generally speaking, would say the rates that consumers and businesses are charged for power and electricity are... (sequentially rotated)...too high, mostly pretty fair or too low?*

- 54.9% Too high
- 41.1 Pretty fair
- 2.0 Too low
- 1.9 Unsure/no Answer

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*Q. 4. 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? Follow-up: Would you say that you strongly approve/disapprove, or just somewhat approve/disapprove?*

**42.1% TOTAL APPROVE**

5.3 Strongly approve  
36.8 Somewhat approve

**48.2% TOTAL DISAPPROVE**

23.4 Somewhat disapprove  
24.8 Strongly disapprove

9.7% Unsure/no answer

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*Q. 5. 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? Follow-up: Would you say that you strongly approve/disapprove, or just somewhat approve/disapprove?*

**30.7% TOTAL APPROVE**

5.6 Strongly approve  
25.1 Somewhat approve

**61.2% TOTAL DISAPPROVE**

30.0 Somewhat disapprove  
31.2 Strongly disapprove

8.1% Unsure/no answer

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*Q. 6. 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? Follow-up: Would you say that you strongly agree/disagree, or just somewhat agree/disagree?*

**83.8% TOTAL AGREE**

61.3 Strongly agree  
22.5 Somewhat agree

**12.6% TOTAL DISAGREE**

6.1 Somewhat disagree  
6.5 Strongly disagree

3.6% Unsure/no answer

### Thinking more about this...

*In 2007 a new law was adopted to... (randomly rotated) ...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.*

*Q. 7. Generally speaking, do you think this law is a good idea or bad idea?*

79.2% Good idea  
13.0 Bad idea  
7.8 Unsure/no answer

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*Q. 8. 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?*

62.4% More likely  
5.2 Less likely  
27.8 No difference  
4.6 Unsure/no answer

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### Turning to a related topic...

*Q. 9. Prior to this survey were you aware that, according to current state law, the Duke Energy and Progress Energy utilities are the only companies that are allowed to sell power and electricity to consumers and businesses in North Carolina?*

38.6% Yes  
59.4 No  
1.9 Unsure/no answer

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*Q. 10. Were you aware that the Duke Energy and Progress Energy want to merge to form a single company?*

40.3% Yes  
59.6 No  
0.1 Unsure/no answer

*Q. 11. Based on what you may or may not know about it, would you say that you support or oppose the merger between Duke Energy and Progress Energy to form a single company to provide power and electricity? Follow-up: Would you say that you strongly support/oppose it, or just somewhat support/oppose it?*

**25.2% TOTAL SUPPORT**

10.2 Strongly support  
15.0 Somewhat support

**63.0% TOTAL OPPOSE**

19.2 Somewhat oppose  
43.8 Strongly oppose

11.7% Unsure/no answer

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*Q. 12. Once this merger is completed, do you think that the costs that consumers and businesses are charged for power and electricity will...(sequentially rotated)...increase....stay about the same...or...decrease?*

66.4% Increase  
20.3 Stay about the same  
9.3 Decrease  
4.0 Unsure/no answer

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*Q. 13. Looking more closely at the merger between Duke Energy and Progress Energy to form a single company, 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?*

86.2% Agree  
11.1 Disagree  
2.7 Unsure/no answer

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*Q. 14. Still looking at the merger between Duke Energy and Progress Energy to form a single company, do you agree or disagree with people who say that there should be a more balanced approach to providing and purchasing power and electricity from other providers, so there is greater reliance on alternative or renewable energy resources to meet the needs of consumers and businesses?*

83.0% Agree  
11.6 Disagree  
5.4 Unsure/no answer

**Thinking about some proposed new state ideas that address energy needs...**

*Q. 15. 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?*

72.5% Support  
21.9 Oppose  
5.6 Unsure/no answer

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*Q. 16. 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?*

85.2% Support  
10.9 Oppose  
3.9 Unsure/no answer

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*Q. 17. 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?*

75.3% Support  
20.0 Oppose – skipped next question  
4.7 Unsure/no answer – skipped next question

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*Q. 18. 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...*

**n=602**

(randomly rotated)

15.3% Will create new clean energy jobs across the state  
4.7 Increases business opportunities for renewable energy  
16.4 Reduces reliance on traditional sources like coal, nuclear and natural gas  
37.7 Reduces our dependence on foreign sources of energy...or...  
16.4 Protects the environment  
5.0 Other reason (volunteered)  
4.4 Unsure/no answer

(rotated next 2 question batteries, 19/20 and 21/22)

*Q. 19. 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?*

84.9% Support  
11.0 Oppose  
4.1 Unsure/no answer

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**Thinking more about this...**

*Q. 20. If the state legislator who 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?*

48.5% More likely  
6.2 Less likely  
41.2 No difference  
4.2 Unsure/no answer

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*Q. 21. 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?*

85.2% Support  
11.1 Oppose  
3.7 Unsure/no answer

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**Thinking more about this...**

*Q. 22. 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?*

52.9% More likely  
6.6 Less likely  
38.2 No difference  
2.4 Unsure/no answer

## Looking at various types of energy sources...

(randomly rotated next 5 questions)

*Q. 23. Do you support or oppose using coal to meet growing needs for energy and electricity to residences and businesses in North Carolina?*

44.8% Support  
49.1 Oppose  
6.1 Unsure/no answer

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*Q. 24. Do you support or oppose using nuclear power to meet growing needs for energy and electricity to residences and businesses in North Carolina?*

46.3% Support  
46.1 Oppose  
7.6 Unsure/no answer

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*Q. 25. Do you support or oppose using solar power to meet growing needs for energy and electricity to residences and businesses in North Carolina?*

90.5% Support  
5.1 Oppose  
4.4 Unsure/no answer

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(SPLIT SAMPLE – Random assignment between versions A and B)

*Q. 26a. 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?*

82.9% Support  
11.8 Oppose  
5.3 Unsure/no answer

*Q. 26b. 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?*

81.9% Support  
13.9 Oppose  
4.2 Unsure/no answer

*Q. 27. Do you support or oppose using natural gas to meet growing needs for energy and electricity to residences and businesses in North Carolina?*

77.3% Support  
16.7 Oppose  
6.1 Unsure/no answer

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**Finally, I have a few short questions for statistical purposes...**

*Q. 28. I would like to read you a list of age groups. Please stop me when I get to the one you are in.*

8.8% 18 to 29  
21.9 30 to 44  
32.4 45 to 59  
36.1 60 and older  
0.5 Refused  
0.4 Unsure

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*Q. 29. Which of the following do you consider to be your main race? Is it...*

74.2% White  
20.0 African-American  
0.9 Hispanic/Latino  
0.3 Asian...or...  
2.1 Something else  
0.4 Mixed race (volunteered)  
1.6 Refused  
0.5 Unsure/no answer

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*Gender:*

(Acquired by observation, asked only if necessary)

45.4% Men  
54.6 Women

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