

**NORTH CAROLINA STATEWIDE SURVEY**

**3/26/2012 – 3/29/2012**

**N=703, +/- 3.69%**

**Registered Voters**

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



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

- 31.3% Right direction
- 47.1 Wrong track
- 6.1 Mixed/both (volunteered)
- 15.5 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)

- 22.8% Improving the quality of public education
- 32.6 Attracting more businesses and jobs to the state
- 11.6 Lowering taxes
- 1.3 Preventing home foreclosures
- 3.1 Fighting crime...or...
- 20.9 Reducing the cost of living for items like food, fuel and energy
- 6 Other (volunteered)
- 1.8 Unsure/no answer

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

*Q. 3. 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?*

**81.4% TOTAL AGREE**

- 62 Strongly agree
- 19.4 Somewhat agree

**14.7% TOTAL DISAGREE**

- 4.7 Somewhat disagree
- 10 Strongly disagree

- 3.9% Unsure/no answer

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*Q. 4. Generally speaking, would you say the rates that consumers and businesses are charged for power and electricity are...(sequentially rotated)...too high, mostly pretty fair or too low?*

55.1% Too high  
37.3 Pretty fair  
1.3 Too low  
6.3 Unsure/no answer

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*Q. 5. Over the past two years, do you think that the prices that consumers and businesses are charged for power and electricity have...(sequentially rotated)...increased, stayed about the same or decreased?*

75.6% Increased  
19.5 Same – skipped next question  
1 Decreased – skipped next question  
3.9 Unsure/no answer – skipped next question

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*Q. 6. Which of the following would you say is the biggest reason that you think they increased? Is it...*

**n=532**

(randomly rotated)

6.2% More power usage by homes and businesses  
27.3 Power companies increasing their profits  
14.1 Political instability and wars overseas  
18.3 Increased costs for fuel recovery, production and processing...or...  
24.7 Inflation and the economy  
3.7 Combination/mixed (volunteered)  
2.7 Other (volunteered)  
3.1 Unsure/no answer

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**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?*

68.3% Good idea

18.8 Bad idea  
12.9 Unsure/no answer

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*Q. 8. Prior to this survey, were you aware that utilities are the only companies that can sell power to consumers and businesses in North Carolina?*

58% Yes  
40.3 No  
1.7 Unsure/no answer

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*Q. 9. 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?*

85.4% Agree  
9.9 Disagree  
4.6 Unsure/no answer

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(rotated next 2 question batteries, 10/11 and 12/13)

*Q. 10. 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?*

86.9% Support  
9.4 Oppose  
3.7 Unsure/no answer

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**Thinking more about this...**

*Q. 11. 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?*

46.3% More likely  
5.1 Less likely  
43.2 No difference  
5.4 Unsure/no answer

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*Q. 12. 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?*

81% Support  
14.5 Oppose  
4.6 Unsure/no answer

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**Thinking more about this...**

*Q. 13. 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?*

47.9% More likely  
7.7 Less likely  
40.4 No difference  
3.9 Unsure/no answer

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**Looking at various other types of energy sources...**

(randomly rotated next 7 questions)

*Q. 14. Do you support or oppose using coal to meet growing needs for energy and electricity to residences and businesses in North Carolina?*

56.1% Support  
32.4 Oppose  
11.5 Unsure/no answer

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*Q. 15. Do you support or oppose using nuclear power to meet growing needs for energy and electricity to residences and businesses in North Carolina?*

57% Support  
32.5 Oppose  
10.5 Unsure/no answer

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*Q. 16. Do you support or oppose using solar power to meet growing needs for energy and electricity to residences and businesses in North Carolina?*

89% Support  
7.7 Oppose

3.3 Unsure/no answer

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(SPLIT SAMPLE – Randomly assigned between versions A and B)

*Q. 17a. 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?*

76.2% Support  
15.2 Oppose  
8.6 Unsure/no answer

*Q. 17b. 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?*

81.2% Support  
14.7 Oppose  
4.1 Unsure/no answer

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*Q. 18. Do you support or oppose using natural gas to meet growing needs for energy and electricity to residences and businesses in North Carolina?*

83.7% Support  
8.6 Oppose  
7.7 Unsure/no answer

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*Q. 19. 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?*

82.2% Support  
10.9 Oppose  
6.9 Unsure/no answer

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*Q. 20. 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?*

87.7% Support  
9.8 Oppose  
2.5 Unsure/no answer

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

*Q. 21. I would like to read you a list of age groups. Please stop me when I get to the one you are in.*

7.1%	18 to 29
22.5	30 to 44
32.1	45 to 59
36.7	60 and older
.8	Refused
.7	Unsure

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*Q. 22. Which of the following do you consider to be your main race? Is it...*

71.3%	White
19.8	African-American
.5	Hispanic/Latino
.8	Asian...or...
4.3	Something else
.2	Mixed race (volunteered)
2.7	Refused
.3	Unsure

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*Q. 23. Lastly, which of the following income groups includes your total family income last year, before taxes? Just stop me when I read the right category...*

15.1%	Under \$25,000
26.2	\$25,000-\$50,000
30.3	\$51,000-\$100,000
10.8	\$101,000 to \$150,000...or...
7.4	More than \$150,000
8.6	Refused
1.7	Unsure

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*Gender:*

45.1%	Men
54.9	Women

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