

NORTH CAROLINA STATEWIDE SURVEY

1/27/2013 – 1/31/2013

N=803, +/- 3.45%

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?

- 43.9% Right direction
- 34 Wrong track
- 6.3 Mixed/both (volunteered)
- 15.8 Unsure/no answer

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)

- 25.2% Improving the quality of public education
- 33.3 Attracting more businesses and jobs to the state
- 12.2 Lowering taxes
- 1.8 Preventing home foreclosures
- 3.4 Fighting crime
- 14.8 Reducing the cost of living for items like food, fuel and energy
- 6.5 Other (volunteered)
- 2.8 Unsure/no answer

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?

82.6% TOTAL AGREE

- 52.2 Strongly agree
- 30.4 Somewhat agree

11.7% TOTAL DISAGREE

- 6 Somewhat disagree
- 5.7 Strongly disagree

5.7% Unsure/no answer

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?

51.1% Too high
39.9 Pretty fair
.9 Too low
8.1 Unsure/no answer

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?

70% Increased
22.5 Same – skipped next question
1.4 Decreased – skipped next question
6.2 Unsure/no answer – skipped next question

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

n=562

(randomly rotated)

4.5% More power usage by homes and businesses
35.7 Power companies increasing their profits
7.1 Political instability and wars overseas
14.8 Increased costs for fuel recovery, production and processing
21.1 Inflation and the economy
5.8 Renewable energy mandates
4.2 Combination/mixed (volunteered)
3 Other (volunteered)
3.8 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?

69.7% Good idea

16.6 Bad idea
13.6 Unsure/no answer

Q. 8. As a result of this law, customers pay less than one dollar more per month on their electric bills. Does this make your opinion of the law more favorable, less favorable or does it have no effect?

16.5% More favorable
10.7 Less favorable
68.8 No effect
4 Unsure/no answer

Q. 9. Prior to this survey, were you aware that utilities are the only companies that can sell power to consumers and businesses in North Carolina?

58.3% Yes
39.1 No
2.6 Unsure/no answer

Q. 10. 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 of their customers and the general public?

83.2% Agree
10.1 Disagree
6.6 Unsure/no answer

(Rotated next 2 question batteries, 11/12 and 13/14)

Q. 11. 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?

84.5% Support
10 Oppose
5.5 Unsure/no answer

Thinking more about this...

Q. 12. 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?

39.1% More likely
4.8 Less likely
51.6 No difference
4.5 Unsure/no answer

Q. 13. Would you support or oppose new legislation that 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?

79.5% Support
13.9 Oppose
6.6 Unsure/no answer

Thinking more about this...

Q. 14. If the state legislator who represents your community voted for new legislation that 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?

45.3% More likely
8.8 Less likely
42.3 No difference
3.6 Unsure/no answer

Looking at various other types of energy sources...

(Randomly rotated next 7 questions)

Q. 15. 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
35.6 Oppose
8.2 Unsure/no answer

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

53.6% Support
33.6 Oppose
12.9 Unsure/no answer

Q. 17. Do you support or oppose using solar power to meet growing needs for energy and electricity to residences and businesses in North Carolina?

88% Support
9.7 Oppose
2.3 Unsure/no answer

(SPLIT SAMPLE – Randomly assigned to Versions A or B)

Q. 18A. Do you support or oppose using off-shore windmills, which 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?

75.8% Support
15.1 Oppose
9.1 Unsure/no answer

Q. 18B. 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?

80.9% Support
13.1 Oppose
6 Unsure/no answer

Q. 19. Do you support or oppose using natural gas to meet growing needs for energy and electricity to residences and businesses in North Carolina?

82.7% Support
12 Oppose
5.3 Unsure/no answer

Q. 20. 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?

79% Support
10.5 Oppose
10.5 Unsure/no answer

Q. 21. 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?

87.4% Support
9.4 Oppose
3.2 Unsure/no answer

Thinking more about this...

Q. 22. Generally speaking, if you could choose, would you prefer to...(rotated)...have more access to renewable energy sources for your home, even if they might cost more to use...or...continue to use traditional energy sources, which might not be as safe for the environment and your health?

59.1% Renewable sources
30.1 Traditional sources
10.8 Unsure/no answer

Turning to your own home and energy usage...

Q. 23. Over the past year, have you, or anyone in your home, taken any steps to make your home more energy efficient, in order to reduce usage and your monthly bills, such as by installing energy saving light bulbs, programmable thermostats or Energy Star-certified appliances?

85.2% Yes
13.8 No – skipped next question
1 Unsure/no answer – skipped next question

Q. 24. In total, how much do you think that you, and the other people in your home, spent on efficiency improvements in the last year? Do you think it is...

n=684

16.1% Under \$50
30.3 \$50-250
16.3 \$250-500
8.9 \$500-1000
24.5 Over \$1000
3.8 Unsure/no answer

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

Q. 25. I would like to read you a list of age groups. Please stop me when I get to the one you are in.

7%	18 to 29
23.2	30 to 44
32.1	45 to 59
36.5	60 and older
1.1	Refused
.1	Unsure

Q. 26. Which of the following do you consider to be your main race? Is it...

73.5%	White
18.6	African-American
.3	Hispanic/Latino
.6	Asian
3.3	Something else
.5	Mixed race (volunteered)
2.7	Refused
.5	Unsure

Q. 27. Do you own or rent the home that you currently live in?

86.8%	Own
9.2	Rent
2.6	Something else (volunteered)
1.5	Unsure/no answer

Q. 28. 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...

13%	Under \$25,000
23.4	\$25,000-\$50,000
33.6	\$51,000-\$100,000
10.7	\$101,000 to \$150,000
7.6	More than \$150,000
9.1	Refused
2.6	Unsure

Gender:

44.8%	Men
55.2	Women