

**NORTH CAROLINA STATEWIDE SURVEY**

**3/23/2014 – 3/27/2014**

**N=803, +/- 3.45%**

**General Election Voters**

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



www.FallonResearch.com

---

*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?*

- 38% Right direction
- 46.1 Wrong track
- 6.8 Mixed/both (volunteered)
- 9.1 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)

- 29.9% Improving the quality of public education
- 26 Attracting more businesses and jobs to the state
- 9.7 Lowering taxes
- 4.6 Protecting the environment
- 3.4 Lowering crime
- 14.9 Reducing the cost of living for items like food, fuel and energy
- 9.3 Other (volunteered)
- 2.1 Unsure/no answer

---

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

*Q. 3. Would you say that you have a favorable or unfavorable opinion of the Duke Energy company?*

- 29.4% Favorable
- 48.2 Unfavorable
- 4.7 Mixed opinion (volunteered)
- 13.7 No opinion (volunteered)
- .9 Never heard (volunteered)
- 3.1 Unsure/no answer

---

*Q. 4. 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?*

**82.7% TOTAL AGREE**

52.9 Strongly agree  
29.8 Somewhat agree

**12.7% TOTAL DISAGREE**

7 Somewhat disagree  
5.7 Strongly disagree

4.6% Unsure/no answer

---

*Q. 5. 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?*

55.4% Too high  
37.4 Pretty fair  
1 Too low  
6.2 Unsure/no answer

---

*Q. 6. 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?*

74% Increased  
16.2 Same – skipped next question  
1.6 Decreased – skipped next question  
8.2 Unsure/no answer – skipped next question

---

*Q. 7. Which of the following would you say is the biggest reason that you think they increased? Is it...*

**n=594**

(randomly rotated)

5.9% More power usage by homes and businesses  
39.2 Power companies increasing their profits  
7.9 Political instability and wars overseas  
12.3 Increased costs for fuel recovery, production and processing  
14.8 Inflation and the economy  
5.2 Renewable energy mandates  
6.7 Combination/mixed (volunteered)  
2.9 Other (volunteered)  
5.1 Unsure/no answer

---

**Thinking more about this...**

**In 2007, a 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. 8. Generally speaking, do you think this law is a good idea or bad idea?*

70.7% Good idea

14.1 Bad idea

15.2 Unsure/no answer

---

*Q. 9. Which aspect of the law would you say is the most important to you? Is it...*

(randomly rotate)

20.4% Creating new clean energy jobs in the energy sector

12.7 Making it easier to attract private investments for development of new technologies

19.9 Improving public health by requiring greater reliance on renewable energy and energy efficiency

36.2 Using more of the energy resources that are available within North Carolina.

2.9 All/combination (volunteered)

2 Other (recorded – volunteered)

5.9 Unsure/no answer

---

**Thinking more about this...**

*Q. 10. If the state legislator that represents your community voted to eliminate this law, would you be more likely or less likely to re-elect him or her, or would it make no difference in your decision?*

9.2% More likely

37.6 Less likely

44.5 No difference

8.7 Unsure/no answer

---

*Q. 11. As a result of this law, residential customers pay less than fifty cents 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?*

22.9% More favorable  
17.2 Less favorable  
55.8 No effect  
4.1 Unsure/no answer

---

*Q. 12. Generally speaking, do you support or oppose providing tax breaks and other incentives to companies and individuals that utilize solar energy and other renewable energy sources?*

68.1% Support  
26.2 Oppose  
5.7 Unsure/no answer

---

**Thinking more about this...**

*Q. 13. I would like to read you two different views on the matter of laws that provide tax breaks and funding for the development of solar energy and other renewable energy sources. After I am done please tell me which one comes closest to yours...(rotated)...*

*...(Some/other) people say that providing homeowners and companies with tax breaks and funding for the development of solar energy and other renewable energy sources is unfair to consumers, because the costs are passed on to them, and such sources of energy have had little impact on reliance of traditional energy sources. They think it is a bad policy that should be stopped...*

*...(Other/some) people say that providing homeowners and companies with tax breaks and funding for the development of solar energy and other renewable energy sources is vital to encouraging the long-term development of sustainable sources of energy that are needed to reduce reliance on fossil fuels over time, protect the environment, and create good-paying jobs in the energy sector. They think it is a good policy that should be continued...*

*Which opinion comes closest to yours? Is it a good or bad policy?*

63.6% Good policy  
27.8 Bad policy  
3.6 Mixed opinion (volunteered)  
5 Unsure/no answer

---

*Q. 14. Prior to this survey, were you aware that utilities, such as Duke Energy, are the only companies that can sell power and electricity to consumers and businesses in North Carolina?*

53.4% Yes  
43.2 No  
3.4 Unsure/no answer

---

*Q. 15. 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, in order to ensure that rates are competitive and that energy providers are responsive to the needs of their customers and the general public?*

89.5% Agree  
7.3 Disagree  
3.1 Unsure/no answer

---

*Q. 16. Would you support or oppose new legislation that would allow other energy companies besides, Duke Energy, to also sell power and electricity services directly to consumers and businesses in North Carolina, to create more market competition?*

88.7% Support  
7.1 Oppose  
4.2 Unsure/no answer

---

**Thinking more about this...**

*Q. 17. If the state legislator that represents your community voted for new legislation that would allow other energy companies, besides Duke 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?*

56.2% More likely  
3.9 Less likely  
36.1 No difference  
3.9 Unsure/no answer

---

*Q. 18. 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?*

83.2% Support  
11.1 Oppose  
5.7 Unsure/no answer

---

**Thinking more about this...**

*Q. 19. 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?*

52.7% More likely  
7.2 Less likely  
36.1 No difference  
4 Unsure/no answer

---

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

(randomly rotated next 6 questions)

*Q. 20. Do you support or oppose using coal to meet growing needs for energy and electricity to residences and businesses in North Carolina?*

48.4% Support  
43.2 Oppose  
8.3 Unsure/no answer

---

*Q. 21. Do you support or oppose using nuclear power to meet growing needs for energy and electricity to residences and businesses in North Carolina?*

51.2% Support  
38.6 Oppose  
10.2 Unsure/no answer

---

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

*Q. 22A. 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?*

79.4% Support  
14 Oppose  
6.6 Unsure/no answer

*Q. 22B. 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?*

82.4% Support

12.3 Oppose  
5.2 Unsure/no answer

---

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

80.9% Support  
13.7 Oppose  
5.4 Unsure/no answer

---

*Q. 24. 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?*

84.2% Support  
8.7 Oppose  
7.1 Unsure/no answer

---

*Q. 25. 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?*

88.4% Support  
8.7 Oppose  
2.9 Unsure/no answer

---

*Q. 26. Do you support or oppose using solar power to meet growing needs for energy and electricity to residences and businesses in North Carolina?*

90.4% Support  
7.2 Oppose – skipped next question  
2.4 Unsure/no answer – skipped next question

---

**Thinking more about this...**

*Q. 27. Do you support or oppose using solar power equipment on rooftops of homes and businesses to meet growing needs for energy and electricity in North Carolina?*

**n=726**  
94.6% Support  
3 Oppose  
2.3 Unsure/no answer

---

*Q. 28. 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?*

58.9% Renewable sources  
30 Traditional sources  
11.1 Unsure/no answer

---

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

*Q. 29. I would like to read you a list of age groups. Please stop me when I get to the one you are in.*

9.6% 18 to 29  
20.8 30 to 44  
31.4 45 to 59  
37.2 60 and older  
.7 Refused  
.2 Unsure

---

*Q. 30. Which of the following do you consider to be your main race? Is it...*

75.2% White  
18.8 African-American  
.6 Hispanic/Latino  
.6 Asian  
1.9 Something else  
.7 Mixed race (volunteered)  
1.7 Refused  
.4 Unsure

---

*Q. 31. Do you own or rent the home that you currently live in?*

81.4% Own  
12.1 Rent  
4.4 Something else (volunteered)  
2.1 Unsure/no answer

---

**Thinking about your political attitudes...**

*Q. 32. When it comes to fiscal issues, such as taxes and economic policies, would you say that you consider your political views to generally be conservative, moderate or liberal?*

47.2% Conservative  
29.5 Moderate  
17.1 Liberal  
2 Mixed/depends on issue (volunteered)  
4.2 Unsure/no answer

---

*Q. 33. 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...*

14.2% Less than \$25,000  
25.2 \$25,000-\$50,000  
31.3 \$51,000-\$100,000  
11 \$101,000 to \$150,000  
5.2 More than \$150,000  
10.8 Refused  
2.4 Unsure

---

*Gender:*

45% Male  
55 Female