

# Survey of Tennessee Registered Voters Regarding Energy Issues

June 2-5, 2014



**NORTH STAR**  
OPINION RESEARCH

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# Methodology

- Survey conducted June 2-5, 2014.
- 600 registered voters interviewed by telephone with live interviewers.
- 37 percent of interviews were completed on cell phones.
- Margin of error is  $\pm 4.00$  percent for full sample.
- Quotas set for age, county, race, and gender to reflect current registration.
- Age breakdown is 20% 18-29, 23% 30-49, 33% 50-64, 25% 65+.
- Regional breakdown is 23% West, 38% Middle, 40% East.
- Race breakdown is 84% white, 11% African-American, 5% other/refused.
- Gender breakdown is 50% male, 50% female.
- Sample was lightly weighted by party to 34% Republican, 35% Independent, 25% Democrat.

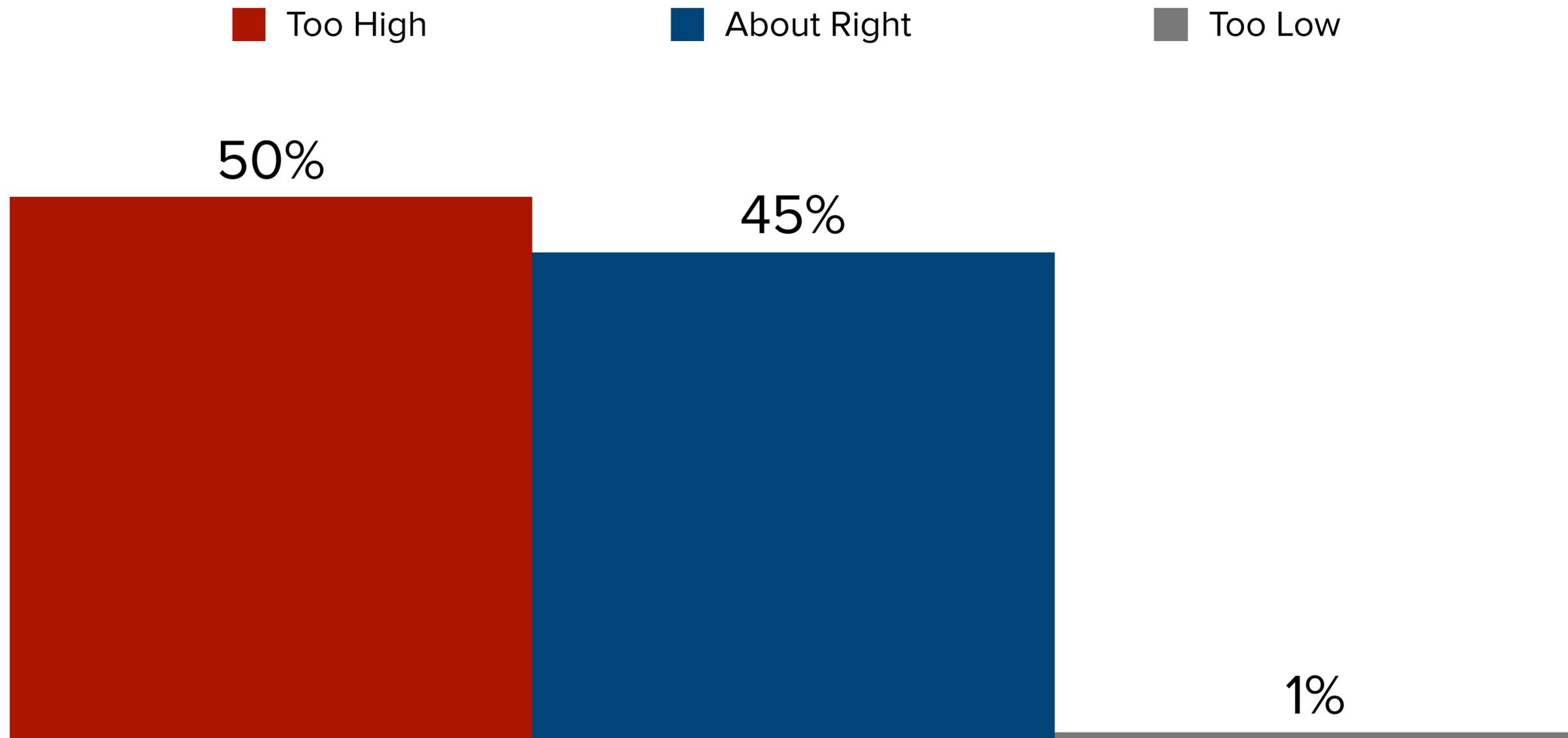
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# Views of Energy Issues

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# Voters split between saying their electricity bill is too high, and about right.

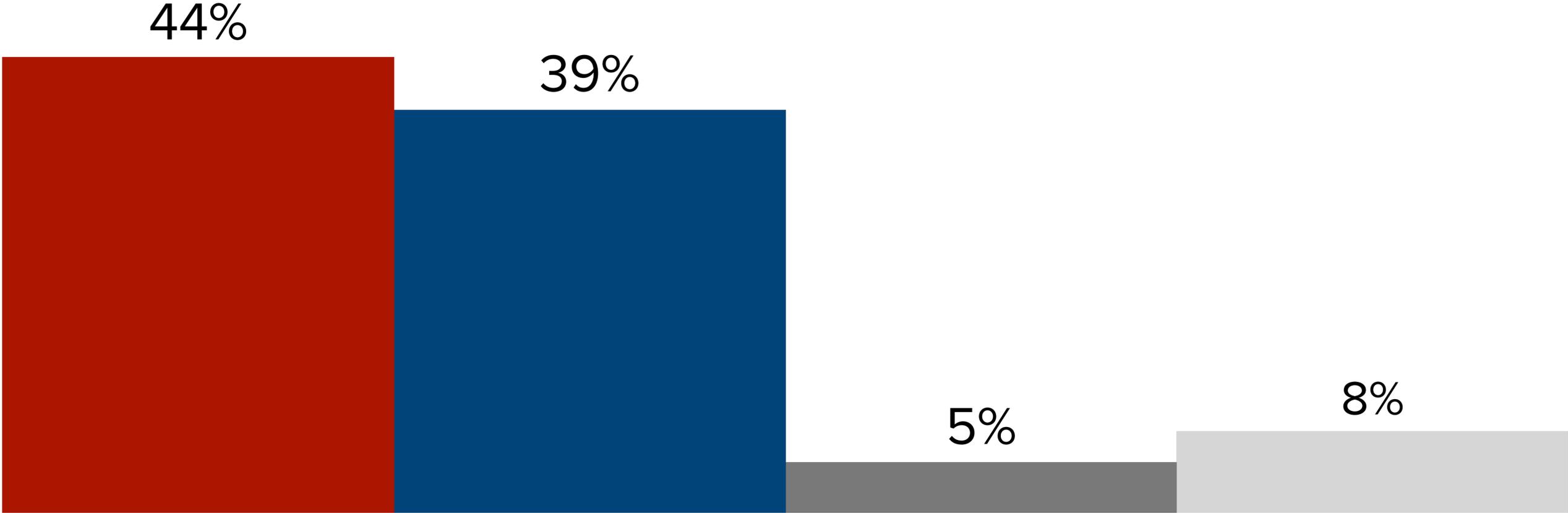
Would you say that your average monthly electricity bill is too high, about right, or too low?



# Over four-fifths of voters support increasing the use of renewable energy in Tennessee.

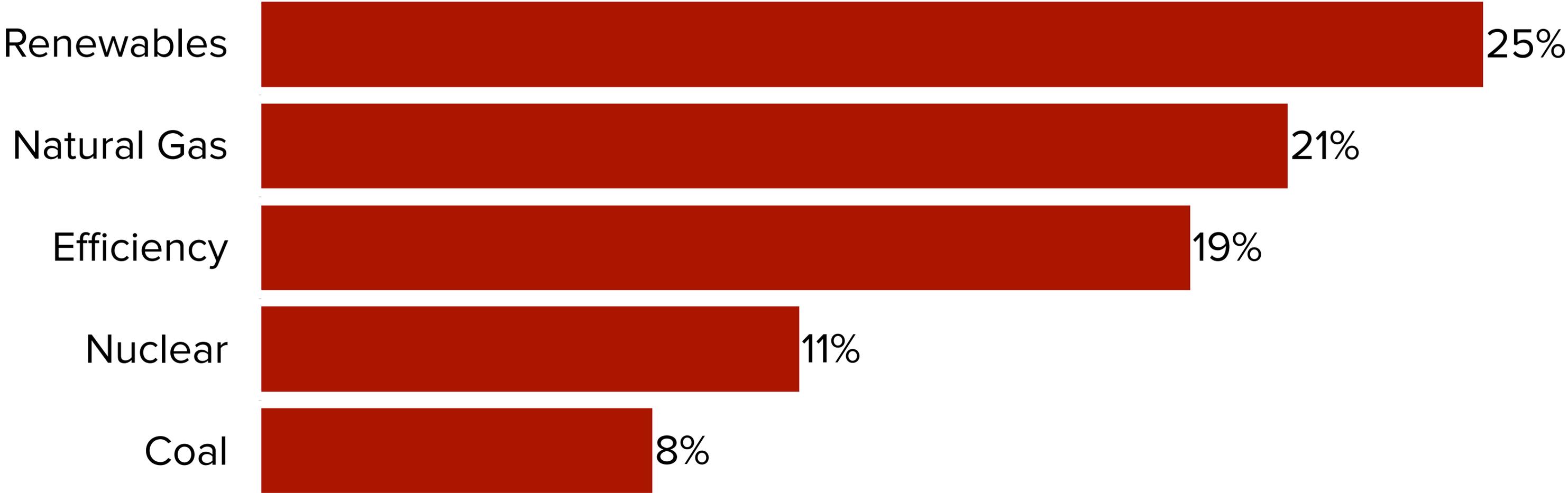
In general, how supportive are you of increasing the use of renewable energy like wind and solar power in Tennessee: strongly supportive, somewhat supportive, not too supportive, or not at all supportive?

■ Strongly Supportive ■ Somewhat Supportive ■ Not Too Supportive ■ Not At All Supportive



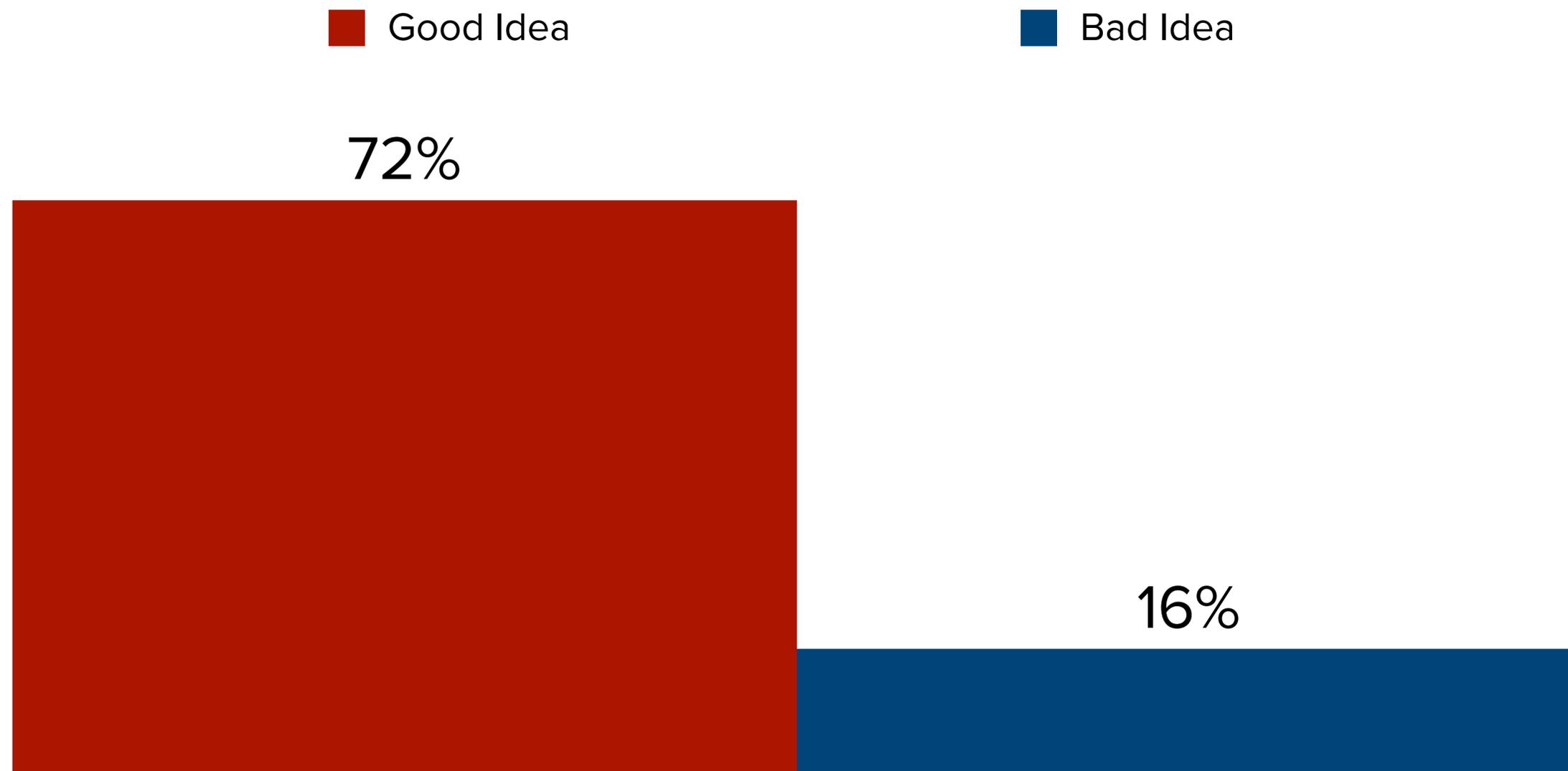
# Increasing the use of renewable energy and natural gas are voters' preferred ways to meet the state's energy needs.

Over the next ten years, do you think Tennessee's growing energy needs would best be met by: improving energy efficiency, increasing the use of renewable energy, increasing the use of nuclear power, increasing the use of coal, or increasing the use of natural gas?



# Voters overwhelmingly think that the TVA's retirement of coal power plants is a good idea.

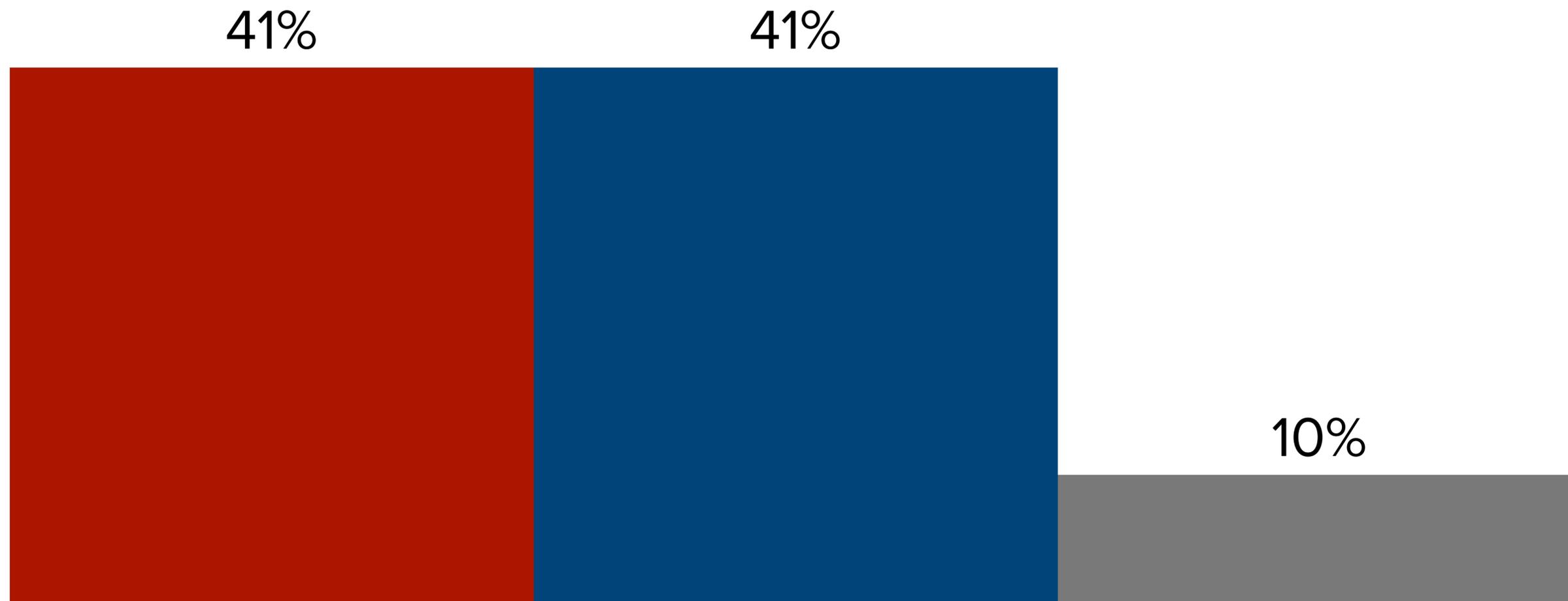
Over the last several years, the TVA has been retiring coal power plants and replacing them with natural gas power plants, as well as generating more energy from renewable sources and nuclear power. Does that sound like a good idea or a bad idea to you?



# Voters overwhelmingly believe climate change is happening, but split on the cause.

Which of the following statements comes closest to your view about climate change: a) Climate change is happening, and is caused primarily by human activity. b) Climate change is happening, and is caused primarily by natural cycles in the Earth's environment. c) Climate change is not happening.

■ Happening/ Human Activity    ■ Happening/ Natural Cycles    ■ Not Happening



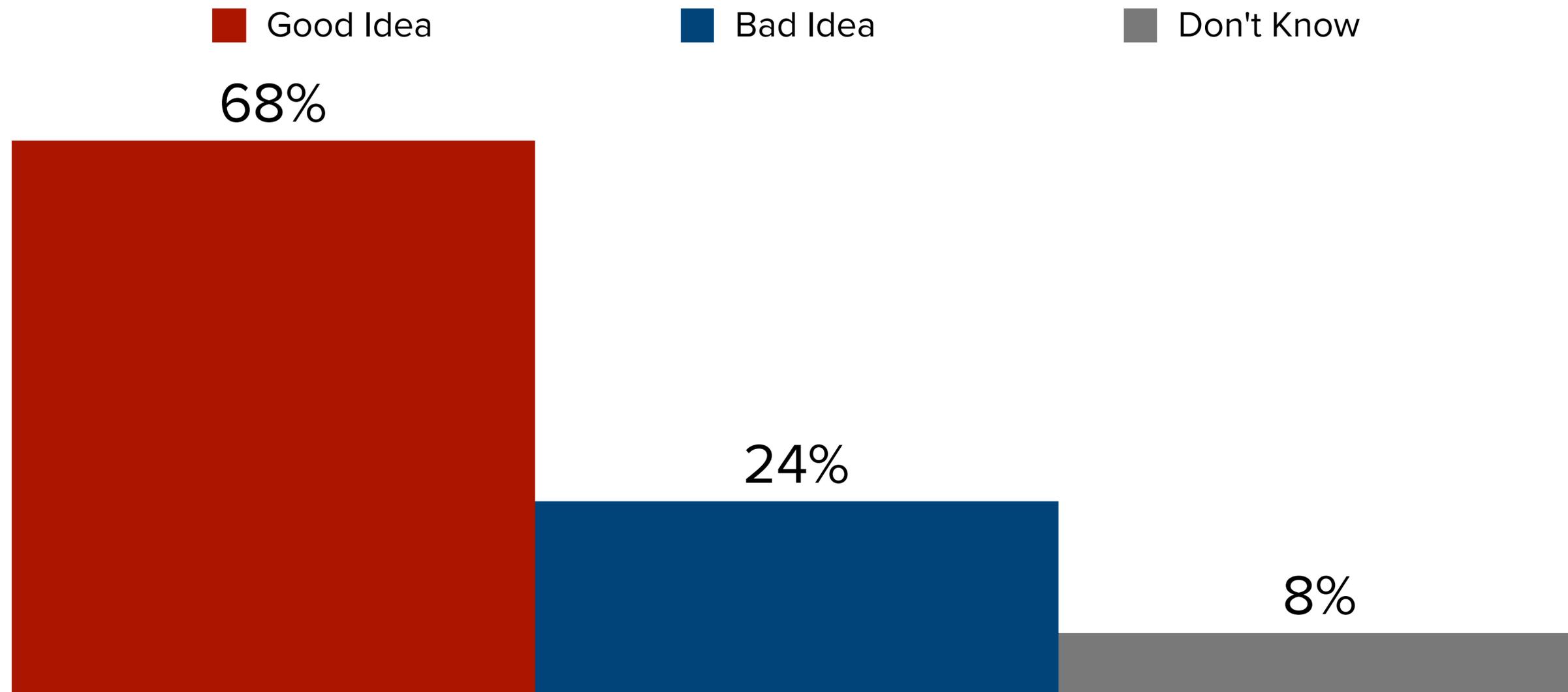
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# Views of EPA Rule

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# Over two-thirds of voters support the EPA's proposed rule to reduce carbon emissions.

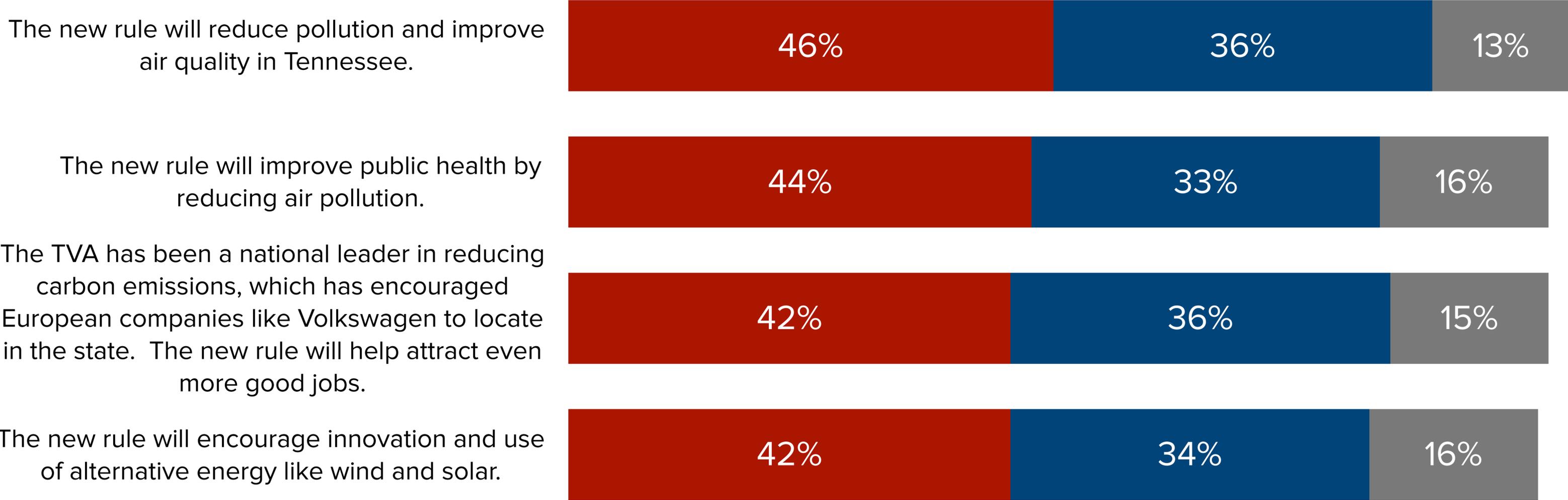
As you may know, the Environmental Protection Agency recently proposed a new rule that requires Tennessee power plants to significantly reduce the amount of carbon dioxide they release into the atmosphere. Does that rule sound like a good idea or a bad idea to you?



# Four arguments supporting the EPA rule are very effective among Tennessee voters.

Now I would like to read you several arguments to support the new Environmental Protection Agency rule that requires Tennessee power plants to reduce their carbon emissions. For each one, would you please tell me if you think it is a very persuasive, somewhat persuasive, or not too persuasive reason to support that rule:

■ Very Persuasive      ■ Somewhat Persuasive      ■ Not Too Persuasive



# Three other arguments make up a second-tier.

Now I would like to read you several arguments to support the new Environmental Protection Agency rule that requires Tennessee power plants to reduce their carbon emissions. For each one, would you please tell me if you think it is a very persuasive, somewhat persuasive, or not too persuasive reason to support that rule:

■ Very Persuasive

■ Somewhat Persuasive

■ Not Too Persuasive

The new rule will encourage innovations in energy efficiency.



The TVA is already on track to meet and even exceed the carbon reduction targets in the new rule, and this has not led to higher energy costs.



The new rule will help fight climate change.



# Arguments against the rule are mostly ineffective.

Now I would like to read you several arguments to oppose the new Environmental Protection Agency rule that requires Tennessee power plants to reduce their carbon emissions. For each one, would you please tell me if you think it is a very persuasive, somewhat persuasive, or not too persuasive reason to oppose that rule:

■ Very Persuasive

■ Somewhat Persuasive

■ Not Too Persuasive

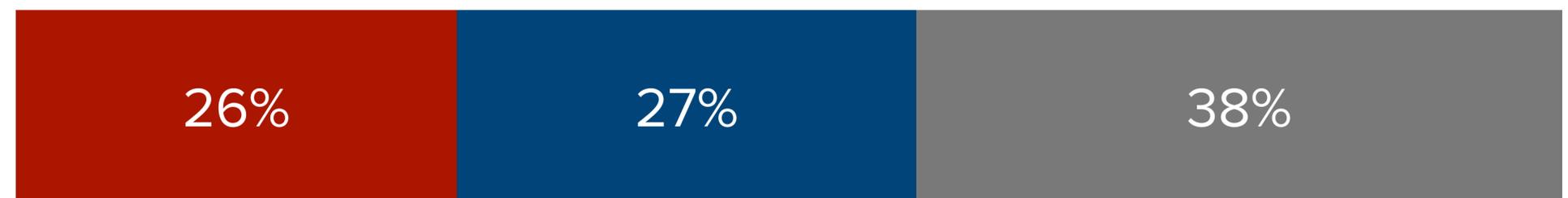
The rule will lead to higher energy costs for Tennessee families.



The rule will devastate the coal industry and destroy thousands of good jobs.

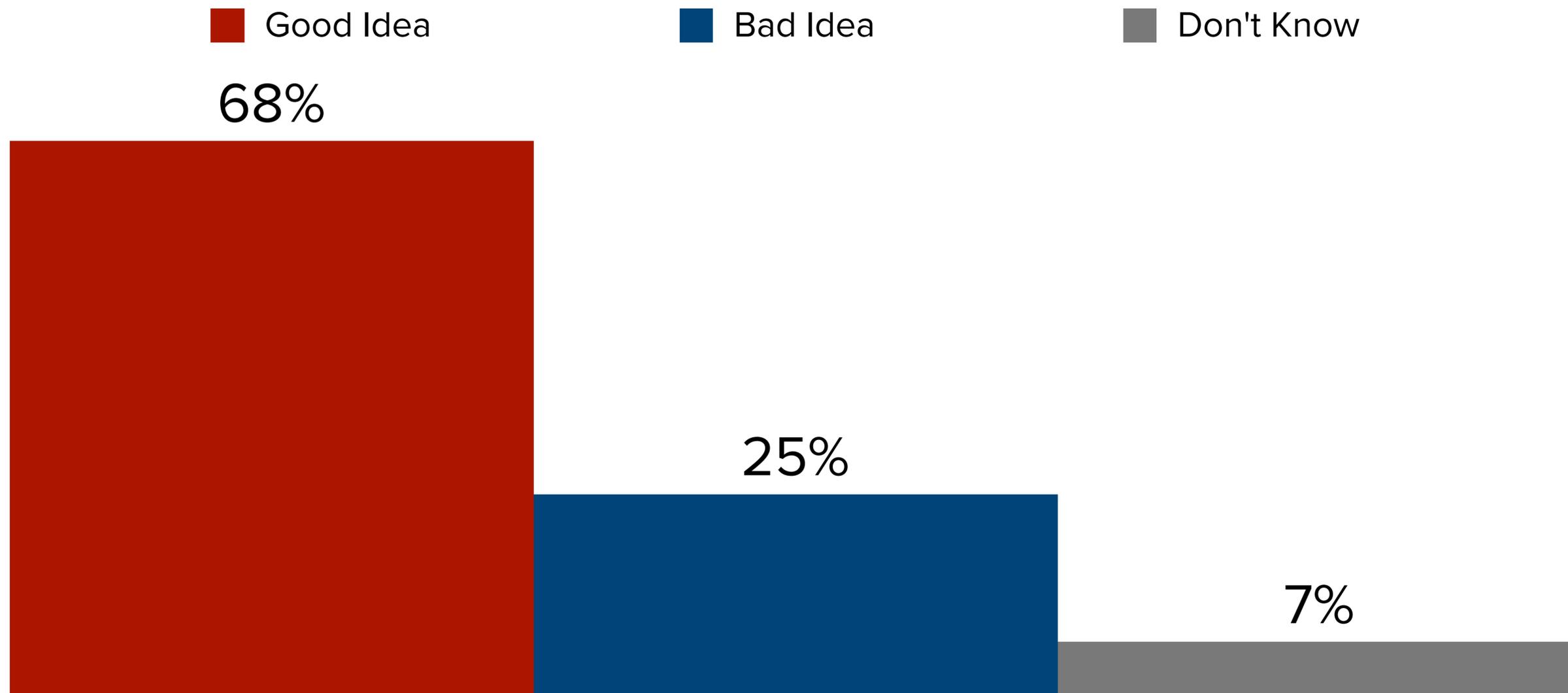


The rule is just another regulation imposed on businesses by the Obama Administration that will hurt the economy.



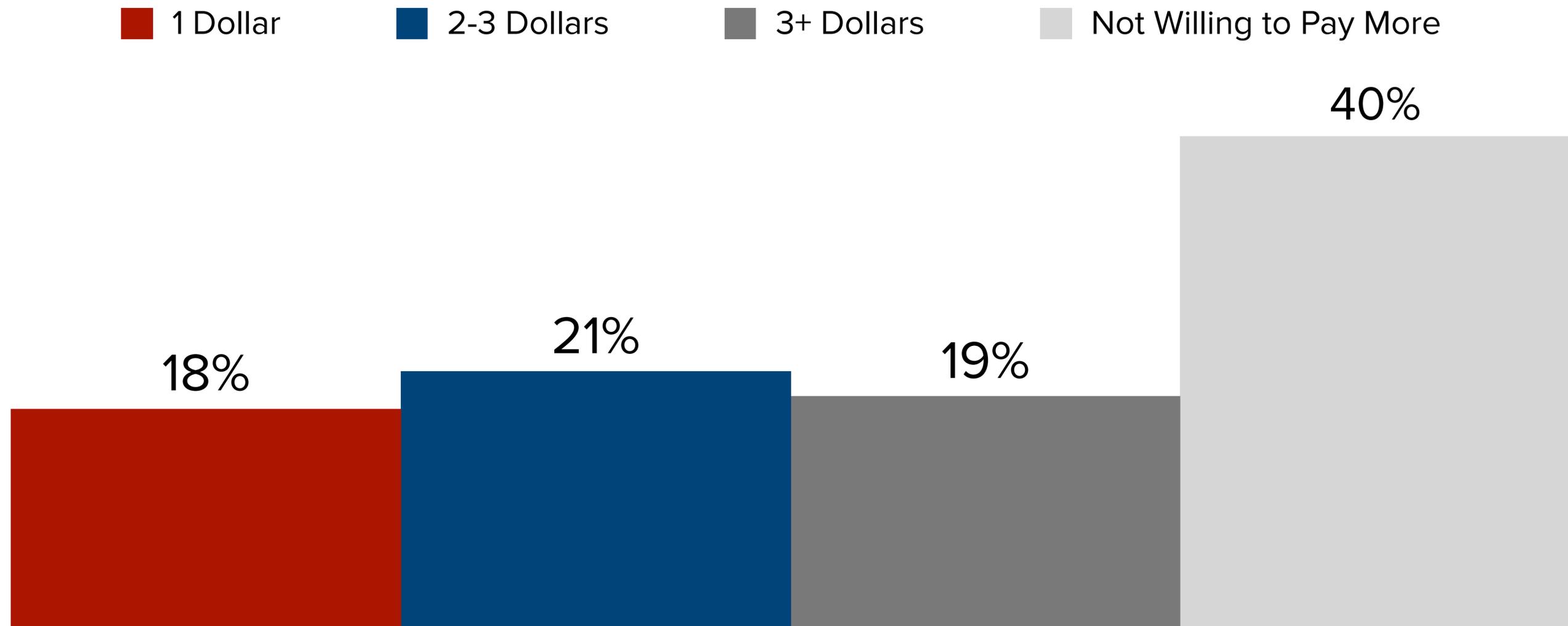
# After hearing the arguments, support for the EPA rule doesn't change.

Now that we have talked about this issue for a little while, let me ask you one question again. As you may know, the Environmental Protection Agency recently proposed a new rule that requires Tennessee power plants to significantly reduce the amount of carbon dioxide they release into the atmosphere. Does that rule sound like a good idea or a bad idea to you?



# A majority of voters would be willing to pay more on their energy bill if it meant a higher percentage came from renewables.

Renewable energy like solar and wind power emits no carbon pollution, but using more of it could lead to increased energy prices in the short-term. Thinking about your monthly energy bill, would you be willing to pay one dollar more per month, 2 or 3 dollars more per month, or over 3 dollars more per month if it meant a greater percentage of your power came from renewable sources, or would you not be willing to pay any more per month?



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