



## **Arkansas Advanced Energy Foundation (AAEF)**

N = 600

Margin of Error: +/- 4.00%

Dates Completed: 12/23/14 to 12/30/14

Hello, this is \_\_\_\_\_ with \_\_\_\_\_, a public opinion research firm. We are interested in your opinions about voter attitudes. We are not selling anything, and your answers are completely confidential... (DO NOT PAUSE).

A. Are you registered to vote in the county where you live?

YES	100%
NO	terminate
DON'T KNOW (DO NOT READ)	terminate

RIGHT TRACK / WRONG TRACK

1. Overall, would you say that things in Arkansas are headed in the right direction, or have things gotten off on the wrong track (ROTATE)?

RIGHT DIRECTION	53%
WRONG TRACK	33%
DON'T KNOW (DO NOT READ)	14%

2. In general, are you most interested in: (READ/ROTATE)

Economic issues like taxes, jobs and the budget deficit,	27%
Foreign affairs issues like national defense and terrorism,	6%
Social issues like education, health care and the environment,	30%
Law and order issues like crime, drugs and immigration reform, or	17%
Moral issues like the right to life and gay rights	10%
DK/Refused (Don't Read)	9%

3. How would you rate your personal financial situation (READ/ROTATE)?

EXCELLENT	8%
GOOD	59%
NOT SO GOOD	20%
POOR	10%
DON'T KNOW (DO NOT READ)	3%

4. Looking ahead, do you think that one year from now you will be better off, worse off, or about the same (READ/ROTATE)?

BETTER OFF	31%
WORSE OFF	13%
ABOUT THE SAME	53%
DON'T KNOW (DO NOT READ)	4%

5. How would you describe the Arkansas economy (RANDOMIZE)?

STRONG AND GROWING	19%
IN A RECOVERY	27%
SLIGHTLY ON THE DOWNSIDE	27%
APPROACHING RECESSION	6%
IN A RECESSION	8%
DEPRESSION	6%
DON'T KNOW (DO NOT READ)	6%

ISSUE BATTERY

6. Now, thinking about some of the issues facing ARKANSAS, what would you say is the most important problem facing ARKANSAS today; -- the one you, yourself, are most concerned about? (DO NOT READ)

Economy/Jobs	30%
Education	13%
Taxes	5%
Health Care	9%
Family Values	4%
State/Local Government	2%
Homeland Security/Terrorism	1%
Transportation	0%
Crime	8%
Environment	2%
Other (Specify)	21%
Don't Know/Refused	6%



NAME IDENTIFICATION

Now, I would like to read you some names of different people or organizations in Arkansas, For each name, please tell me if you have heard of that person/organization or not. If you have heard of them, please tell me whether your impression of that person/organization is strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable (RANDOMIZE).

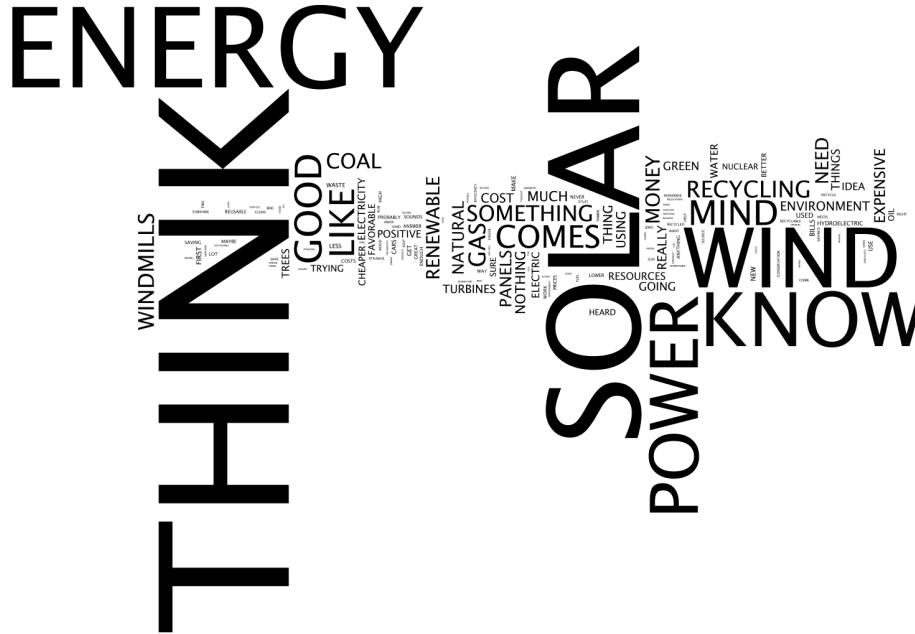
<u>Heard of</u>	<u>Strong Fav</u>	<u>SWT Fav</u>	<u>SWT Unfav</u>	<u>Strong UNF</u>	<u>NO</u>
7. ASA HUTCHINSON 89%	26% ^56%	30%	11%	12% ^23%	10%
8. TOM COTTON 93%	28% ^47%	19%	11%	26% ^37%	8%
9. JOHN BOOZMAN 77%	16% ^41%	25%	13%	9% ^22%	14%
10. BARACK OBAMA 99%	21% ^39%	18%	11%	46% ^57%	3%
11. ENVIRONMENTAL PROTECTION AGENCY 91%	15% 50%	35%	14%	18% ^32%	8%
12. ARKANSAS ADVANCED ENERGY ASSOCIATION 41%	4% ^20%	16%	4%	3% ^7%	15%
13. ARKANSAS DEPARTMENT OF ENVIRONMENTAL QUALITY 75%	10% ^42%	32%	12%	11% ^23%	11%
14. ENTERGY 84%	30% ^67%	37%	9%	5% ^14%	12%
15. ARKANSAS ELECTRIC COOPERATIVES 79%	24% ^59%	35%	5%	4% ^9%	11%
16. AMERICAN LUNG ASSOCIATION 84%	31% ^65%	34%	3%	2% ^5%	14%

ENERGY BATTERY

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

Too High	43%
About Right	55%
Too Low	1%
Don't Know	1%

18. What is the first thing that comes to your mind when you hear the phrase "Renewable Energy"? (VERBATIM)



19. In general, how supportive are you of increasing the use of renewable energy like wind and solar power in Arkansas?

Strongly Supportive	49%
Somewhat Supportive	31%
Not Too Supportive	6%
Not Supportive At All	10%
Don't Know	4%

20. How important should it be for Arkansas' political leaders to develop policies that encourage energy efficiency and expand access to renewable energy, like wind and solar power.....?

Very Important	51%
Somewhat Important	30%
Not Very Important	15%
No Opinion or Don't Know	3%

21. Over the next 10 years how do you think Arkansas' energy needs would be best 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?

Energy Efficiency	16%
Renewable Energy	32%
Nuclear Power	7%
Coal	10%
Natural Gas	29%
Don't Know	7%

22. Arkansas power companies could generate more energy from renewable sources like wind and solar. It would reduce carbon pollution and make Arkansas less dependent on imported sources. However, doing so could lead to increased energy prices for consumers in the short term. Thinking again about your energy bill. . . would you be willing to pay. . .

\$2 more per month	21%
\$4 more per month	18%
More than \$4 more per month	14%
Not willing to pay any more per month	46%
Don't Know	2%

23. Arkansas power companies are considering retirement of one or more coal-fired power plants and replacing them with natural gas power plants as well as generating more energy from renewable sources and increased energy efficiency. Does that sound like a good idea or a bad idea to you?

Good Idea	72%
Bad Idea	19%
Don't Know	9%

24. Which of the following statements comes closest to your view about climate change: 1) Climate change is happening, and is caused primarily by human activity; 2) Climate change is happening and is caused primarily by natural cycles in the Earth's environment; c) Climate change is not happening.

Climate Change is happening and is caused by human activity	43%
Climate Change is happening and is occurring naturally	39%
Climate Change is not happening	14%
Don't Know	4%

INITIAL BALLOT

25. As you may know, the Environmental Protection Agency recently proposed a new rule that requires Arkansas 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?

Good Idea	67%
Bad Idea	27%
Don't Know	6%

MESSAGE TESTING

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

26. The Tennessee Valley Authority, which supplies power to states like Tennessee, Mississippi, and Alabama have already replaced many coal plants with natural gas-fired electrical power plants and this has not led to higher energy costs.

Very Persuasive	35%
Somewhat Persuasive	41%
Not Too Persuasive	20%
Don't Know	4%

27. The rule will improve public health in Arkansas by reducing pollution and improving air quality.

Very Persuasive	38%
Somewhat Persuasive	35%
Not Too Persuasive	24%
Don't Know	3%

28. The rule will encourage use of advanced energy sources like wind and solar.

Very Persuasive	37%
Somewhat Persuasive	34%
Not Too Persuasive	25%
Don't Know	4%

29. The rule will encourage energy savings through energy efficiency.

Very Persuasive	43%
Somewhat Persuasive	37%
Not Too Persuasive	18%
Don't Know	2%

30. The rule will help attract more good paying jobs in the fields of energy efficiency and other advanced energy sources like wind and solar.

Very Persuasive	48%
Somewhat Persuasive	28%
Not Too Persuasive	21%
Don't Know	3%

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

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

Very Persuasive	23%
Somewhat Persuasive	21%
Not Too Persuasive	50%
Don't Know	6%

32. The rule will force Arkansas power companies to close coal plants before the end of their useful life, which will destroy hundreds of jobs.

Very Persuasive	33%
Somewhat Persuasive	25%
Not Too Persuasive	38%
Don't Know	3%

33. The rule will lead to higher energy costs for Arkansas families.

Very Persuasive	39%
Somewhat Persuasive	27%
Not Too Persuasive	31%
Don't Know	3%

34. The rule will not really reduce carbon emissions because China already emits twice as much carbon dioxide as the U.S. and their emissions are expected to double again over the next 10 years.

Very Persuasive	31%
Somewhat Persuasive	20%
Not Too Persuasive	43%
Don't Know	7%

#### INFORMED BALLOT

35. Now that we have talked about the 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 Arkansas 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?

Good Idea	66%
Bad Idea	30%
Don't Know	4%



Now, switching gears for a moment – advancing technologies have allowed for increased development of transmission power lines. An energy company wants to construct transmission lines from Oklahoma to Memphis in an effort to provide wind energy to areas in the Southeast, including Arkansas.

36. Generally speaking, do you think constructing transmission power lines from Oklahoma to Memphis through Arkansas that will provide clean energy to Arkansas is a good idea or a bad idea?

Good Idea	71%
Bad Idea	18%
Don't Know	11%

Now, I have just a few questions for statistical purposes only... and please keep in mind that this survey is for scientific research purposes only and that all individual responses will remain strictly confidential.

37. Please stop me when I read the correct category for your age group . . .

18-34	15%
35-49	19%
50 – 64	36%
65+	29%
Refused (DO NOT READ)	1%

38. What would you say your total yearly household income is. . . .

\$0 - \$25k	21%
\$26 - \$50k	28%
\$51k - \$75k	17%
\$76k - \$100k	9%
\$100K+	10%
Don't know/refused	15%

39. Other than being an American, would you describe your ethnic or racial heritage as mainly  
(READ CHOICES – ACCEPT ONLY ONE RESPONSE):

AFRICAN-AMERICAN OR BLACK	14%
WHITE	77%
HISPANIC AMERICAN OR LATINO	1%
OTHER (DO NOT READ)	4%
REFUSED (DO NOT READ)	3%

40. What is the highest level of education that you have completed? (Rotate):

Less than high school	12%
High school graduate	29%
Some College	23%
College Graduate or more	30%
Refused/Don't know	6%

41. What is your marital status? (Rotate):

SINGLE	30%
MARRIED	61%
REFUSED	9%

42. Would you describe where you live as urban, suburban, or rural (Rotate)?

Urban	15%
Suburban	28%
Rural	51%
Don't know/Refused	6%

43. Do you consider yourself a Democrat, an Independent, or Republican? Would you call yourself a STRONG (Republican/Democrat) or NOT-SO-STRONG (Republican/Democrat)? (ROTATE BEGINNING DEMOCRAT & REPUBLICAN)

STRONG REPUBLICAN	19%	^27%
NOT SO STRONG REPUBLICAN	8%	
INDEPENDENT	32%	
NOT SO STRONG DEMOCRAT	11%	
STRONG DEMOCRAT	20%	^31%
DON'T KNOW/REFUSE	11%	

44. If you had to label yourself, would you say you are a liberal, a moderate or a conservative in your political beliefs? (Probe, if Liberal or Conservative: Is that very or somewhat?)

Very Liberal	7%	^16%
Somewhat Liberal	9%	
Moderate	28%	
Somewhat Conservative	19%	
Very Conservative	26%	^45%
Don't Know	11%	

*.	Gender (by observation)	49%
	MALE	51%
	FEMALE	
*.	Congressional District (By observation from the file--CD)	
	CD-1	25%
	CD-2	24%
	CD-3	24%
	CD-4	27%
*.	Media Market (by observation from the file)	
	EL Dorado	3%
	FORT SMITH	25%
	JONESBORO	7%
	LITTLE ROCK-PINE BLUFF	50%
	MEMPHIS	5%
	SHREVEPORT	5%
	SPRINGFIELD	5%
*.	Phone Type	
	Cellphones	33%
	Landline	67%

That concludes our survey. Thank you very much for sharing your opinions with us. Good Night.

\*Total Numbers not equally 100% is due to rounding\*