

Advanced Energy Arkansas Survey FACT SHEET

Survey Methodology

The survey of 514 Arkansas adults was conducted by JZ Analytics for Advanced Energy Economy, AEE Institute, the Arkansas Advanced Energy Association, and the Arkansas Advanced Energy Foundation between June 19, 2012 and June 21, 2012. The online survey has a margin of error of +/- 4.4 percentage points. Full results available at www.aee.net/Arkansas.

Results in Detail

- **84% of Arkansans believe advanced energy** – energy sources, technologies, and services that are affordable, clean, and secure over the long term – **is very important or somewhat important to America's future.**
 - Half of respondents (50.5%) deemed it very important.
 - These views are held across the ideological spectrum, with 86 percent of conservatives; 83 percent of moderates and 98 percent of liberals seeing advanced energy as very important or somewhat important. 54 percent of respondents overall described themselves as conservative.
- **Nearly 85% of Arkansans believe it is very important or somewhat important for the state's political leaders to do more to further advanced energy in the state.**
- **Nearly 90% of Arkansans (87.7%) believe that manufacturing advanced energy products like batteries for power storage, high-efficiency motors and equipment, and wind turbine components are very important or somewhat important to Arkansas economy.**
- **More than four in five Arkansans (81.6%) view the United States' current dependence on foreign oil as a crisis or a major problem.**
- Thinking about how electricity is made and delivered in the U.S. including its cost, reliability, safety, public health impact, and environmental impact, over half (55.5%) of Arkansans says the U.S. is in a state of crisis or has major problems.
- 57.4% of Arkansans believe efforts to make greater use of energy-saving technologies like high-efficiency lighting, appliances, and insulation create American jobs.
 - A minority – 13.2 % – believes these efforts reduce jobs.
- **More than half of Arkansans (51.1%) believe a gallon of gas will cost \$5 or more in the next five years.**
- **61.3% of Arkansans believe that Congress should try to promote wind energy by extending existing tax credits for wind energy.**
 - 17.1% of Arkansans believe that wind should compete on its own, no matter the impact. (21.6% were not sure)
- Wide acceptance of a small increase in monthly electric bills to increase renewable energy in Arkansas
 - Nearly half (45%) of Arkansans are willing to pay an additional \$2 per month or more on their utility bill in order to increase renewable energy in Arkansas.
 - Over one quarter are willing to pay between \$2 and \$5 more per month, while another 17% would pay up to \$10 more per month, and 3% more than \$10; 35.3% support an increase of less than two dollars, while 19% are undecided.