

NATIONAL RESEARCH INC.

Atlantic Wind Connection Public Opinion Poll **New Jersey Toplines**

October, 2011

Methodology

- Sample Size: n=800
- Margin of Error: Plus or minus 3.46%
- Eligibility: Registered Voters Statewide
- Interview Dates: September 23-26, 2011
- Prepared for: Atlantic Wind Connection

Atlantic Wind Connection Survey

Interview Schedule

N = 800 Registered Voters

Margin of Error = +/- 3.46%

Field Dates: September 23-26, 2011

1. First, are you registered to vote at this address?

100% Yes (CONTINUE)

2. And does anyone in this household work for an advertising agency, newspaper, television or radio station, political blog or website, or political campaign or organization?

100% No

3. Which of the following do you feel is the most important issue or problem facing New Jersey today? (RANDOMIZE)

59% Jobs and the economy

19% State government spending

3% Clean environment

2% Energy costs

12% Public education

1% Property Taxes/ High taxes (Volunteered)

1% Government/ Government Corruption/ Dishonest Politicians (Volunteered)

1% Taxes/ High taxes (Volunteered)

1% All/ All of the above (Volunteered)

1% Other (Specify) (DO NOT READ)

-- None (DO NOT READ)

1% Don't Know/Refused DO NOT READ)

4.

5. Do you agree or disagree with the following statement about the issues of jobs and the environment:

“Since protecting the environment and creating jobs can work together, the Governor should make it a priority to promote green jobs and clean energy generating industries.”

75% Agree

22% Disagree

2% Don't Know (DO NOT READ)

-- Refused (DO NOT READ)

Next I will ask you about one of these topics – energy – specifically how you feel about each of the following ways to generate electricity. Rate your feelings toward each of the following a source of electricity as either very positive, somewhat positive, neutral, somewhat negative, or very negative. Here’s the first one. (RANDOMIZE)

	TOTAL POSITIVE	TOTAL NEGATIVE	VERY POS.	SMWT POS.	NEUTRAL	SMWT NEG	VERY NEG	DON'T KNOW
6. Coal.	26%	52%	9%	17%	19%	28%	24%	3%
7. Nuclear.	36%	39%	15%	21%	22%	18%	21%	2%
8. Wind farms based offshore.	73%	13%	44%	29%	11%	7%	6%	3%
9. Oil.	37%	37%	13%	23%	25%	22%	15%	2%
10. Solar.	86%	6%	61%	24%	7%	4%	3%	1%
11. Wind farms based on land.	73%	14%	40%	33%	11%	8%	6%	2%
12. Natural gas.	71%	8%	35%	36%	18%	7%	1%	3%

13. Would you support or oppose the development of offshore wind power in the ocean 12 to 15 miles off the coast of New Jersey?

78% Total Support
13% Total Oppose

47% Strongly Support
31% Somewhat Support
5% Somewhat Oppose
8% Strongly Oppose
9% Don't Know/Undecided (DO NOT READ)
-- Refused (DO NOT READ)

(IF Q13:1-4 ASK)

14. What is the main reason you [Support/Oppose] the development of wind power off the New Jersey coast? What would be the biggest [BENEFIT/PROBLEM]?

Support

36% Clean Energy/ Better for the environment
18% Cost/ Cheap energy/ Free
15% Non-reliance on foreign oil/ Non-reliance of coal/ Gas/ Fuel
14% Support it/ Good idea/ Good energy source/ Positive

7% Creation of jobs/ Provide employment
 6% Save me money/ Lower prices for energy/ Cheaper rates
 6% Alternative energy source/ Another source of energy
 5% Renewable energy source
 5% Natural/ Natural energy source
 5% Good location/ Not taking up space
 4% Safer/ Safer alternative
 2% Sustainable source of energy
 2% Out of sight/ Will not see it
 2% Reduces use of fossil fuels
 1% Not enough information/ Don't know enough about it
 1% Other
 1% None/Nothing
 2% Don't Know
 -- Refused

Oppose

26% I oppose it/ Do not think it's a good idea/ Negative
 18% Environmental Concern/ Negatively impact wildlife/ Ocean
 12% Cost
 12% Appearance/ Obstruction of view
 6% Waste of money
 5% Favor oil/ Oil resources over wind energy
 5% Too close
 4% Unsafe/ Careless
 4% Hurricanes will damage/ Destroy them/ Won't stand up to weather/ Storms
 4% Technology concerns/ Technology is not developed
 2% Don't need it
 2% Inefficient
 2% Will not create jobs/ Will not provide employment
 9% Not enough information/ Don't know enough about it
 1% Other
 3% None/Nothing
 2% Don't Know
 -- Refused

(ASK ALL)

15. Given that producing electricity from offshore wind farms is more expensive than from traditional land-based power plants, which of the following do you think the best positive tradeoff for higher electricity cost that would come with offshore wind power...?

(RANDOMIZE)

12% More jobs
 19% Cleaner air.
 12% Long-term stability of prices from using wind as an energy source
 36% Helping make the U.S. more energy independent.

- 4% Not worth it (Prompt: If you had to choose one) (DO NOT READ)
- 1% Other (Prompt: if you had to choose from this list) (DO NOT READ)
- 11% All (Prompt: If you had to choose just one) (DO NOT READ)
- 5% Don't Know/Refused (DO NOT READ)

16.

Given that producing electricity using wind turbines located offshore in the ocean is more expensive than producing electricity in other ways ...

17. Would you be willing to pay \$5.00 (five dollars) more per month to receive electricity generated from offshore wind?

- 64% Yes
- 30% No
- 6% Don't Know (DO NOT READ)
- 1% Refused (DO NOT READ)

(IF Q17:2-4 ASK) N=290

18. Well, would you be willing to pay \$3.50 (three dollars and fifty cents) more per month to receive electricity generated from offshore wind?

- 20% Yes
- 67% No
- 12% Don't Know (DO NOT READ)
- 1% Refused (DO NOT READ)

(IF Q18:2-4 ASK) N=231

19. Finally, would you be willing to pay \$2.00 (two dollars) more per month to receive electricity generated from offshore wind?

- 13% Yes
- 74% No
- 11% Don't Know (DO NOT READ)
- 1% Refused (DO NOT READ)

(ASK ALL)

20.

21.

Next, I will read you some statements about this idea of a single backbone transmission system running 12 miles off the Mid-Atlantic Coast, from Virginia to Northern New Jersey, to carry offshore generated wind power to shore.. Tell me if you find each statement to be a very persuasive, somewhat persuasive or not at all persuasive reason to support building this offshore transmission system. Here's the first one. (RANDOMIZE)

	TOTAL PERSUASIVE	VERY PERSUASIVE	SOMEWHAT PERSUASIVE	NOT AT ALL PERSUASIVE	DON'T KNOW
22. It will lower the cost of offshore wind power because it would be more efficient in transferring electricity to shore.	76%	43%	33%	17%	7%
23. It will improve reliability by combining several wind farms on a signal system thus smoothing out the variability of wind speeds at different wind farms.	65%	30%	35%	25%	9%
24. It will be less of an environmental impact by having fewer lines connecting to shore	73%	40%	33%	20%	7%
25. It provides back-up to the land based transmission system and can act as a bypass grid in case of an emergency or terrorist attack.	74%	45%	29%	18%	7%
26. It will make it easier and faster to develop offshore wind farms.	67%	31%	36%	22%	10%

27.					

Now, just a few more questions about the topic of offshore wind in general.

28. First, knowing that the state of New Jersey has a law in place requiring about 20 percent of all electricity consumed in the state be from clean and renewable sources, which would you prefer? (ROTATE)
- 67% To generate most of that clean energy from offshore wind power 12 to 15 miles off the Mid-Atlantic Coast.
 - 16% To import most of that clean energy from land-based wind farms located in Midwestern states like Iowa and Illinois.
 - 15% Don't Know (DO NOT READ)
 - 2% Refused (DO NOT READ)

(IF Q28:2 ASK) N=130

29. Knowing that importing electricity from land-based wind farms located up to a thousand miles away means the jobs and economic investment associated with these green jobs would go to those states, do you still support importing this clean energy generated in other states OR would you change your mind and prefer this electricity be generated in the Mid-Atlantic by wind farms located 12 to 15 miles off the Coast?

- 63% Still support importing
- 28% Changed mind/ Off Atlantic Coast
- 8% Don't Know (DO NOT READ)
- 1% Refused (DO NOT READ)

(ASK ALL)

30. Which of these two statements about where future offshore wind farms might be located do you agree with most? (ROTATE)

- 38% Any offshore wind power generated for use in New Jersey should be generated off the coast of New Jersey.
- 49% It is okay for offshore wind power for use in New Jersey to be generated off the Mid-Atlantic Coast anywhere between Maryland, Delaware and New Jersey.
- 11% Don't Know (DO NOT READ)
- 2% Refused (DO NOT READ)

31. Do you support or oppose a law that would require the electric utilities in your state to buy a small percentage of their power from offshore wind farms?

- 61% Support
- 29% Oppose
- 9% Don't Know (DO NOT READ)
- Refused (DO NOT READ)

32. Do you agree or disagree that building an electric transmission line under the ocean floor some 15 miles offshore between New York and Washington, DC as a back-up to our electric grid on land would improve national security and electric grid security?

- 59% Agree
- 23% Disagree
- 17% Don't Know (DO NOT READ)
- 1% Refused (DO NOT READ)

33.

34. Do you agree or disagree with the following statement "I consider our electric transmission grid as infrastructure - the same as roads, bridges."

- 80% Agree
- 14% Disagree
- 5% Don't Know (DO NOT READ)
- Refused (DO NOT READ)

Now, I will read you a set of statements about offshore wind power. Tell me if each one would make you much more willing, somewhat more willing or no more willing to pay higher electric rates in order to have electricity generated by offshore wind. Here's the first one.

(RANDOMIZE)

	TOTAL MORE WILLING	MUCH MORE WILLING	SOMEWHAT MORE WILLING	NO MORE WILLING	DON'T KNOW
35. The wind offshore blows mostly in daytime hours when demand for electricity is highest..	59%	30%	29%	24%	16%
36. Wind power is clean and renewable, generating electricity without air pollution or greenhouse gasses.	81%	56%	25%	13%	6%
37. The offshore wind industry could generate up to 3 to 5 thousand jobs in your state.	76%	48%	27%	14%	10%
38. Offshore wind power guarantees stable prices since the source of the power – the wind – is free.	74%	46%	28%	18%	8%
39. Offshore wind farms would be located about 12 to 15 miles off the coast with minimal visibility from shore.	71%	39%	33%	21%	7%
40. Producing electricity using offshore wind will contribute to America's energy independence.	81%	56%	25%	13%	6%
41. Investing now in offshore wind power will leave a legacy of clean energy at stable rates for our children and future generations.	76%	52%	24%	16%	7%
42. Offshore wind power will reduce air pollution and air quality-related health problems by cutting down the need for coal burning power plants.	79%	54%	24%	15%	6%
43. Having wind farms generating electricity off the New Jersey coast means that money paid for utility bills stays in the state's economy.	76%	46%	30%	16%	8%

44. So, regardless of how you feel about offshore wind power, which of these 4 factors is the best reason for New Jersey to have it? (RANDOMIZE)

- 20% More jobs.
- 28% Cleaner environment.
- 28% Energy independence.
- 13% More stable long-term prices for electricity.
- 3% Other (DO NOT READ)
- 3% None (DO NOT READ)
- 4% Don't Know (DO NOT READ)
- 1% Refused (DO NOT READ)

45. Switching quickly to politics and global warming . . . If a candidate for president or Governor says they do not believe that humans are responsible for global warming, would this make you more likely to support this candidate, less likely to support this candidate, or not impact your opinion?

- 13% More likely to support
- 51% Less likely to support
- 29% Not impact opinion
- 7% Don't Know/Refused

Lastly, tell me if you AGREE or DISAGREE with these statements about offshore wind power. Here's the first one. (RANDOMIZE)

AGREE DISAGREE DON'T KNOW

46. I want my elected officials to support offshore wind, even it is initially more expensive.
63% **27%** 11%

47.

48. I want my elected officials to promote all forms of green energy even if it costs more money.
53% **36%** 11%

49. I want my elected officials to promote green jobs even if it costs more for electricity.
57% **32%** 11%

=====
Now I have just a few more questions for statistical purposes, and then we will be finished....

50. First, in what year were you born? (Record exact year. 9999=Refused)

- 2% 18-24
- 4% 25-34
- 10% 35-44
- 22% 45-54
- 22% 55-64
- 29% 65+
- 11% Refused

51. In terms of political party, are you a (ROTATE) Republican, Democrat or something else?

23% Total Republican

32% Total Democrat

13% Strong Republican

10% Not So Strong Republican

10% Not So Strong Democrat

22% Strong Democrat

36% Independent/Unaffiliated/Other

-- Tea Party (DO NOT READ)

9% Don't Know/Refused (DO NOT READ)

52. What is the highest level of education you have completed?

1% Less than HS (1-11)

15% High School Grad (12)

20% Some College/ Business/ Tech-School (13-15)

32% College Grad/ Attending Grad School (16)

24% Graduate/Professional School (16+)

6% Don't Know/Refused (DO NOT READ)

53. Which source do you use to MOST of your news about what is going on in your local area... (RANDOMIZE)

36% TV

6% Radio

21% Internet

30% Newspaper

1% All/ All of the above (Volunteered)

-- Other (Specify) (DO NOT READ)

6% Don't Know/Refused (DO NOT READ)

54. And just to make sure we have a representative sample -- could you please tell me which category best describes your race or ethnicity? (RANDOMIZE)

6% African-American or Black

81% White or Caucasian

1% Hispanic or Latino

2% Asian or Pacific Islander

1% Native American

-- Middle Eastern

1% Other (Specify) _____

6% Refused (DO NOT READ)

55. Gender (By Observation)

48% Male
52% Female

Party Registration (Pre-Code)

30% Republican
28% Independent/Unaffiliated/Other
42% Democrat