

# **POLL RESULTS**

Results from a statewide poll conducted on behalf of

**Chesapeake Climate Action Network**

September 13, 2012



Automated & Interview Polls  
Oak Brook, Illinois  
217-522-1257

## **METHODOLOGY**

On behalf of the Chesapeake Climate Action Network (CCAN), We Ask America Polls™ conducted a statewide automated poll in Virginia on September 13, 2012. The goal of the survey was to ascertain accurate data pertaining to the views of Virginia citizens on a specific area of alternative energy. Using our proprietary double randomization process, more than 11,000 households were called on the evening of September 13. The phone numbers were selected from We Ask America's national database of households. In all, 1,096 adult-age responses were documented. Like all automated polls, the responses were slightly skewed toward female and older residents; however, examination of internal data points indicate no significant changes if normalized.

This random sampling methodology ensures that We Ask America's poll results are "projectable,"--meaning that if every telephone in a given geography was dialed, the results would not differ from the reported poll results by more than the stated margin of error at a 95% confidence level (the industry standard), were the same survey taken repeatedly. Therefore, if the same survey were conducted 100 times, 95 times out of 100 the results would not vary in either direction by more than the stated margin; in this case: 3.0 percentage points.






We Ask America Polls calls nearly 12 million households a year to conduct polls concerning political elections, issues and other research for organizations, candidates and businesses. The American Research Group named us the most accurate pollster in the nation during the most recent presidential primaries.

## TOPLINE RESULTS: VIRGINIA RENEWABLE ENERGY POLL

Type: Automated - Date: Sept. 13, 2012 - Responses: 1,096 - Margin of Error: ±3.0%






### FIRST CHOICE

SCRIPT: Virginia has a law to encourage renewable energy development by offering electric utilities financial rewards for these investments. We'd like to know which of the following renewable energy sources you would MOST like to see utility companies develop to get these rewards.

Response	Chart	Percentage	Count
Hydroelectric dams		18%	199
Burning Wood		5%	57
Solar		36%	392
Burning trash		14%	150
Wind power		27%	298
<b>Total Responses</b>			<b>1096</b>

### SECOND CHOICE

SCRIPT: Now we're going to read that list again...this time please tell us the option that would be your SECOND choice. And please...don't choose the same one as last time.

Response	Chart	Percentage	Count
Hydroelectric dams		16%	173
Burning Wood		7%	82
Solar		32%	354
Burning trash		16%	176
Wind power		28%	311
<b>Total Responses</b>			<b>1096</b>

## SUMMARY ANALYSIS

QUESTIONS 1 & 2: While no open-ended questions were asked, the responses clearly indicate a preference for solar (first) and wind power (second) for utility companies to develop. Women were much stronger in favor of solar power (41%) than men (29%), but both were in close agreement that wind power was their second choice (28% for women; 26% for men).

The differences on these issues were a bit more complex among the self-declared political party affiliations, but retained the one-two rating overall: (note that rounding variations may result in a total not equaling 100 percent)

PARTY AFFILIATION CROSS-TABULATION-choice for alternative energy:

	Hydo-electric	Burning wood	Solar	Burning Trash	Wind
<b>Republicans</b>	26%	8%	26%	17%	22%
<b>Democrats</b>	12%	3%	44%	7%	33%
<b>Independents</b>	16%	4%	37%	16%	26%

Likewise, there were no significant differences among the age brackets:

AGE BRACKET CROSS-TABULATION-choice for alternative energy:

	Hydo-electric	Burning wood	Solar	Burning Trash	Wind
<b>18-24</b>	28%	17%	25%	16%	14%
<b>25-34</b>	22%	7%	45%	11%	15%
<b>35-44</b>	14%	4%	41%	15%	25%
<b>45-54</b>	15%	2%	36%	17%	29%
<b>55-64</b>	15%	2%	39%	11%	32%
<b>65+</b>	20%	7%	32%	13%	27%

While in-depth discussion was not involved concerning the positives and negatives of each option, it would be a mistake to assume that residences of the State of Virginia based their opinions on this question totally ignorant of facts. In both the primary choice and secondary choice, the results were clear: they prefer Solar and Wind power to be developed further.

## **CONCLUSION**

CCAN asked extraordinarily straight-forward questions to a general audience of Virginia voting-age residences to ascertain their opinions concerning the types of alternative energy they would prefer be developed. The results state their preferences emphatically and without ambiguity: **63 percent of those surveyed Virginians chose Wind and Solar power as their preferred renewable energy resources while rejecting trash combustion, wood combustion or hydroelectric dams.** It is our opinion that those results are indeed representative of the population as a whole.