

THE WISCONSIN PUBLIC RADIO- ST. NORBERT COLLEGE SURVEY CENTER POLL

EMBARRGOED FOR RELEASE UNTIL APRIL 27, 2001

" Wisconsin Citizens think Investing More in Alternative Energy Sources Such as Solar and Wind Power Would be the Best Way to Ensure Adequate Power in the Future."

TOPIC: Power Shortages

Release Date: April 27, 2001

Sample: 391 ADULTS Statewide in Wisconsin

POWER SHORTAGES

"Recently the state of California has experienced a shortage of electrical power that resulted in rolling blackouts in parts of the state. How concerned are you that Wisconsin may experience similar power shortages in the near future? Are you..."

Very Concerned	14%
Somewhat Concerned	35
Not Too Concerned	35
Not At All Concerned	16
Not Sure	1

"Recently the state of California has experienced a shortage of electrical power that resulted in rolling blackouts in parts of the state. How concerned are you that Wisconsin may experience similar power shortages in the near future? Are you..."

Build more power plants and transmission lines	19%
Increase efforts to conserve the use of power	25
Invest more in alternative energy sources such as solar or wind power	52
Other	2

Not Sure	2
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Drilling For Oil in Alaska National Wildlife Refuge

"Would you favor or oppose drilling for oil in the Arctic National Wildlife Refuge in Alaska?"

Favor	37%
Oppose	55
Not Sure	8

SUMMARY

A majority of Wisconsin citizens think that investing in alternative energy sources such as solar and wind power would be the best way to ensure that we have adequate power in the future according to the latest Wisconsin Public Radio-St. Norbert College Survey Center Poll released today. Fifty-two percent of the respondents say alternative energy sources are the best way to ensure adequate power in the future, 25% say increase efforts to conserve the use of power, 19% say build more power plants and transmission lines and 4% say they are not sure or suggest other alternatives. There were some differences between men and women on the preferred strategy to ensure adequate power. Women were more likely to favor conservation efforts (29% for women and 19% for men) and alternative sources (56% for women and 47% for men), while men were more likely to favor building more power plants and transmission lines (29% for men and 12% for women).

Only 14% of Wisconsin citizens say that they are Very Concerned about power shortages here in Wisconsin, 35% say they are Somewhat Concerned, 35% Not Too Concerned, 16% are Not Concerned At All and 1% are Not Sure. On the level of concern there were no differences among the various demographic groups.

Citizens were also asked if they Favored or Opposed drilling for oil in the Arctic National Wildlife Refuge in Alaska. A majority (55%) of Wisconsin citizens are opposed to such drilling, 37% indicate that they are in favor of drilling in this area and 8% say they are not sure. There is a clear partisan difference on this issue with 57% of Republicans favor the drilling while 72% of Democrats and 61% of Independents are opposed to drilling. There is also a difference between men and women on this issue. Among men 45% favor, 47% oppose and 8% not sure, while among women 30% favor, 62% oppose and 8% are not sure. These differences between men and women continue to support the view that there is a gender gap on environmental issues.

HOW THE WISCONSIN SURVEY WAS CONDUCTED

The Wisconsin Survey is a statewide survey of Wisconsin residents conducted by the St. Norbert College Survey Center and Wisconsin Public Radio. The Wisconsin Survey has been conducted biannually since 1984. For this survey telephone interviews were conducted with 391 citizens in the

state of Wisconsin between March 26 and April 19, 2001. The sample was a random digit dial sample selected in such a way to include both listed and unlisted phone numbers. Respondents at the household level were selected using the Troldahl-Carter random selection procedure. Up to eight attempts were made on each telephone number to reach someone at each household. With this sample size we can be 95% sure that the sample percentages reported will not vary by more than $\pm 5\%$ from the actual percentage in the population. The margin of error will be larger for smaller subgroups.

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