



Energy Issues: How the Public Understands and Acts

Associated Press-NORC Center for Public Affairs Research survey explores how Americans understand, learn about, and act on energy issues

Chicago, June 7, 2012—The Associated Press-NORC Center for Public Affairs Research announces publication and availability of a major survey of the attitudes of Americans about key energy issues in the United States.

“From the price of gas at the pump to action by the federal government on energy policy, energy is an issue that touches the lives of every American every day, said Trevor Tompson, director of the AP-NORC Center. “This survey represents an in-depth and up-to-the-minute look at how the American public feels about where responsibility for the nation’s energy problems lies, and who holds responsibility for addressing them.”

“This survey, and The Associated Press reports based on its findings, represent an important contribution to public understanding of one of the most pressing issues of the day,” said Dan Gaylin, executive vice president of the independent research organization NORC at the University of Chicago. “The partnership between The Associated Press and NORC provides insight that will deepen public understanding of energy issues and expand the capacity of policy makers to address them.”

Funding for the survey and its analysis was provided through a grant to the AP-NORC Center by the [Joyce Foundation](#).

About the Study

[The Associated Press-NORC Center for Public Affairs Research](#) conducted a nationally representative household survey with more than 1000 adults to measure the general public’s opinions about key energy issues in the United States. Additionally, the survey assessed how the public understands, learns about, and acts upon energy issues. The results provide a clear picture of where the public feels major responsibility lies for the cause of energy problems, and the extent to which government should be involved in solutions. The survey reveals a surprising lack of public understanding of the nation’s most prominent energy savings programs.

Associated Press Stories

The AP's multiformat coverage of the study will begin Thursday, June 7 with a report on the priority Americans put on energy conservation.

- **Research Highlights, Survey Results, and The Associated Press Stories are available at www.apnorc.org.**

Methodology

The AP-NORC survey was conducted from March 29 through April 25, 2012. AP and NORC staff collaborated on all aspects of the study, with input from NORC's Security, Energy, and Environment department, AP's subject matter experts, and the Joyce Foundation staff.

Telephone interviews were conducted with 1,008 adults age 18 or older, with 752 respondents on landlines and 256 on cellular telephones. The final response rate was 19 percent, with an overall margin of error of +/- 3.1 percent.

[NORC at the University of Chicago](#) is an independent research organization headquartered in downtown Chicago with additional offices on the University of Chicago's campus, the D.C. Metro area, Atlanta, Boston, and San Francisco. NORC also supports a nationwide field staff as well as international research operations. With clients throughout the world, NORC collaborates with government agencies, foundations, educational institutions, nonprofit organizations, and businesses to provide data and analysis that support informed decision making in key areas including health, education, economics, crime, justice, energy, security, and the environment. NORC's more than 70 years of leadership and experience in data collection, analysis, and dissemination—coupled with deep subject matter expertise—provides the foundation for effective solutions.

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