

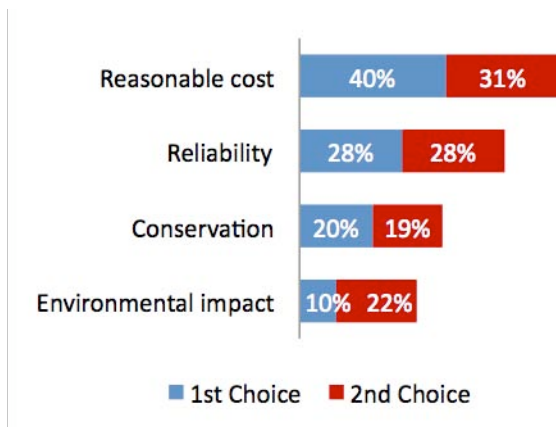
Listening to communities across the Carolinas

Duke Energy surveyed 1,100 people across the Carolinas in September 2009 to learn more about their opinions on energy issues. The survey was conducted by Keith Frederick of FrederickPolls in Arlington, Va. Frederick has more than 30 years of experience conducting polls and focus groups for clients in the health care, transportation, energy, telecommunications, financial and education sectors.

The charts below summarize the key findings of the poll.

Most Important Electricity Factor

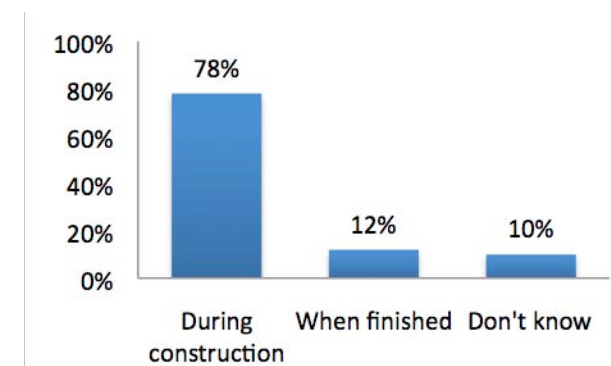
Cost and reliability are the two most important factors when it comes to electricity, according to survey respondents.



Return on Investment:

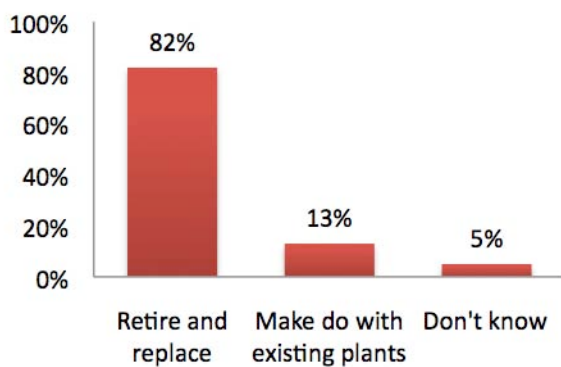
Start Now or When Plant is Finished?

When asked how utilities should pay for new plant construction, nearly 80 percent say a 'pay-as-you-go' system should be used, meaning project financing costs are paid during construction.



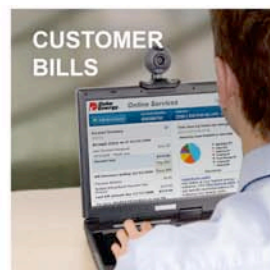
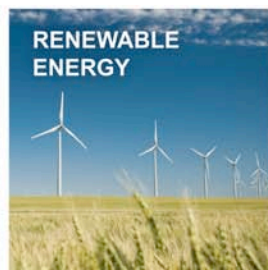
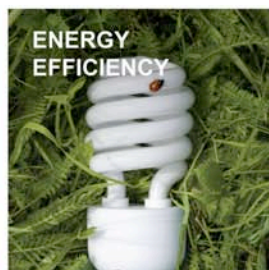
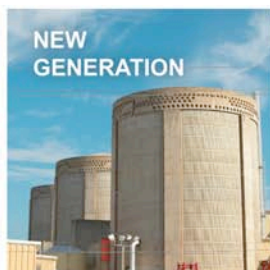
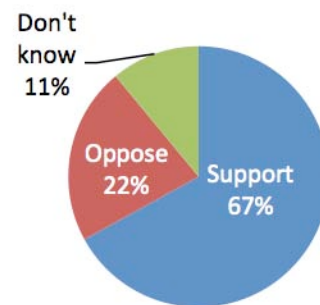
Preferred Option for Aging Power Plants

A vast majority say they support retiring and replacing aging plants with newer, more modern technology. Fewer than 15 percent say to make do with existing plants.



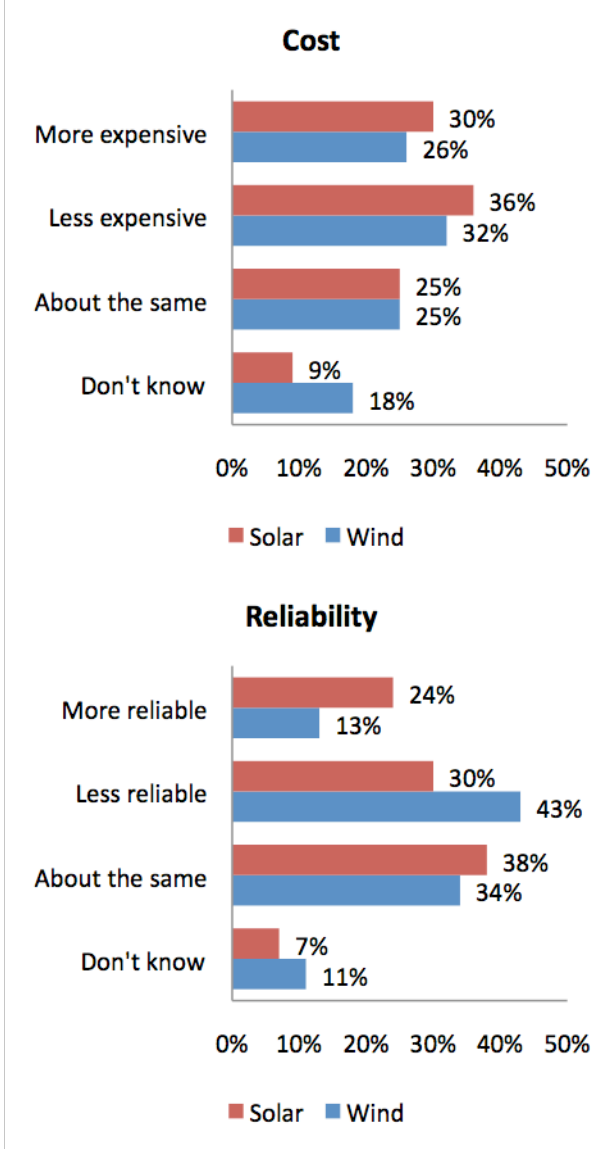
Opinion of Lee Nuclear Plant

Most respondents say they support construction of the proposed Lee Nuclear Station near Gaffney, S.C., to meet future consumer demand and produce power without greenhouse gas emissions.



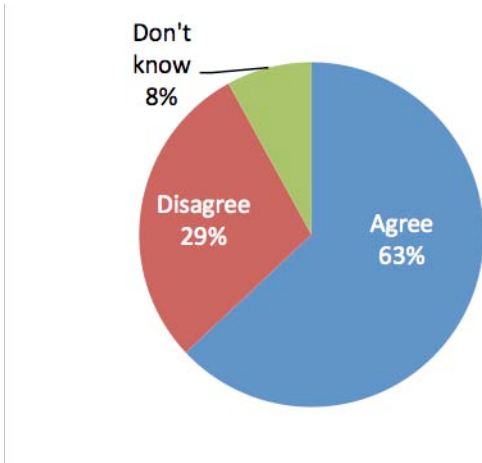
Perceptions of Wind and Solar Power Versus Traditional Energy Sources

Wind (73%) and solar (81%) both have a high level of support as energy sources among respondents. When residents were asked a more detailed question about the cost of these sources, each has only a modest advantage over “traditional sources,” such as coal, oil or natural gas. Both wind and solar are considered less reliable than the traditional sources, according to the survey results.



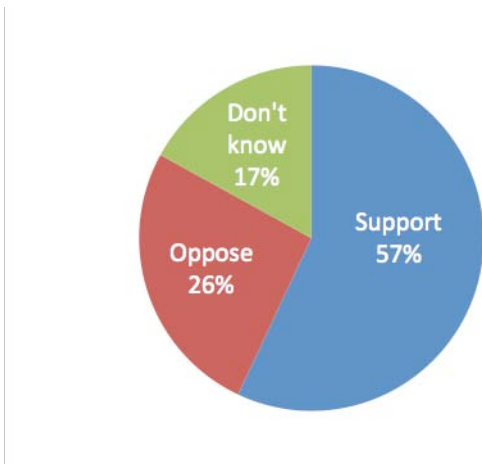
Opinion on Using Coal to Generate Electricity

More than 60 percent of respondents agreed that using American coal to generate electricity makes sense because its supply is close, reliable and affordable.



Opinion of Cliffside Coal Plant

Almost 60 percent of respondents support the continued construction of Cliffside Unit Six, which will result in the shutdown of older, less efficient and less clean units at the coal-fired facility.



LEARN MORE

For more information, including the questions asked, trends from previous years, as well as other questions not summarized above, please visit: <http://www.duke-energy.com/pdfs/2009-Carolinas-Polling.pdf>