



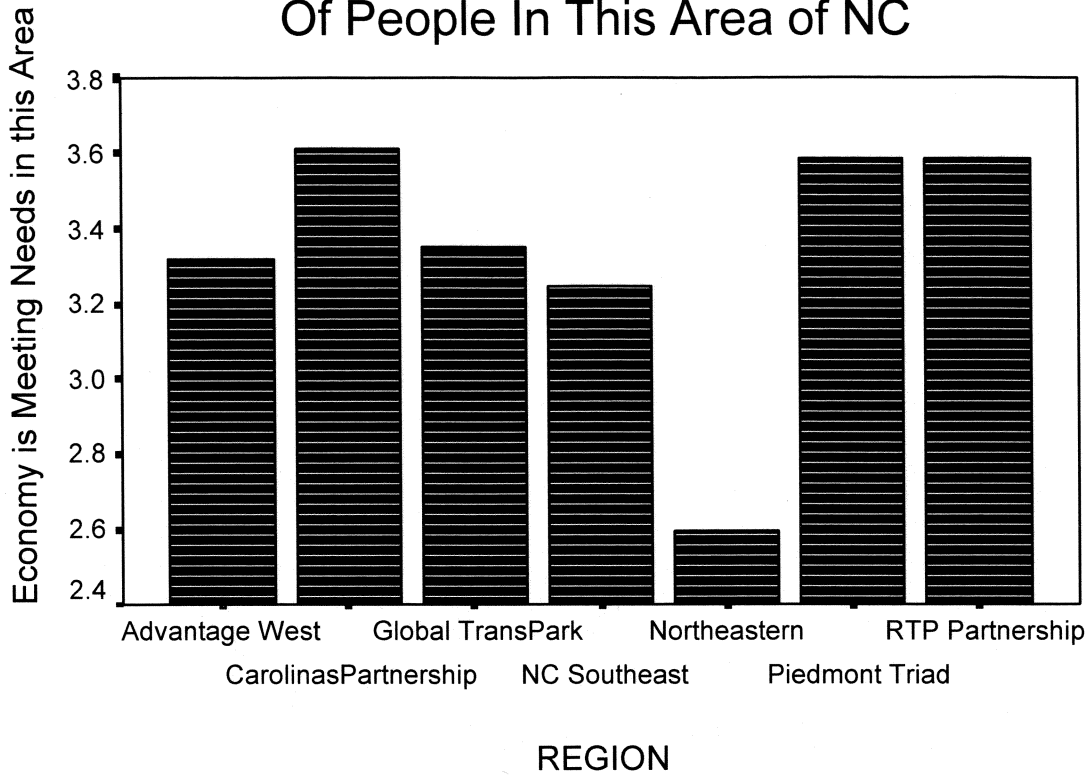
Public Perceptions of the Importance of Science and Technology to the North Carolina Economy

We wish to thank Duke Power and Carolina Power & Light
for their generous support of this survey.

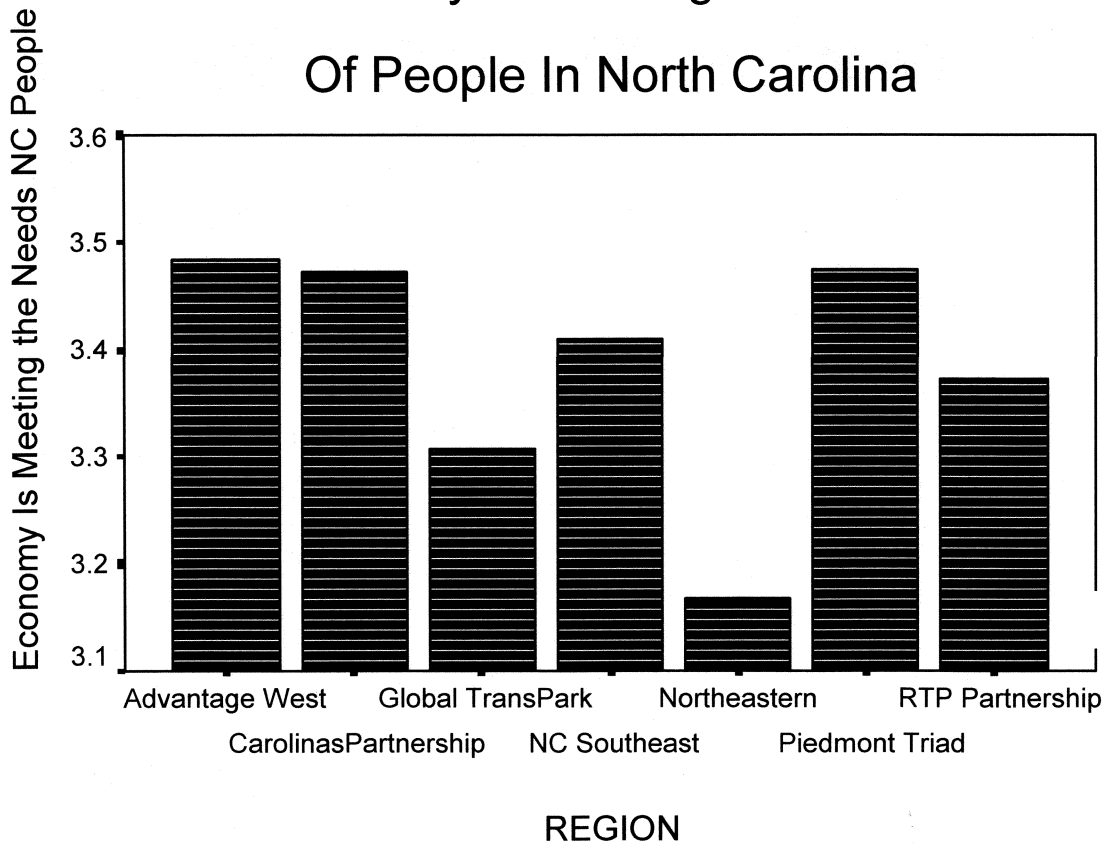
In order to assess the extent to which the citizens of North Carolina thought that the economy was currently meeting their needs, recognized the changes occurring in the economy and supported programs designed to strengthen the North Carolina economy, Duke Power and Carolina Power & Light funded a telephone survey of 500 randomly selected North Carolina households. Interviews were conducted by the ECU Survey Research Laboratory. The major findings include:

- While most people in North Carolina thought that the economy was meeting the needs of the state and of their region, almost one-quarter of the respondents disagreed.
- Slightly over half of the respondents reported that there were opportunities for people like them in the region where they lived. Less than half reported that there were plenty of opportunities in their area for young people with a high school degree but almost two-thirds reported that there were plenty of opportunities for young people with college degrees. The fact that more males than females perceived plenty of opportunities for high school graduates may partially explain their lower rate of going to college. Almost all of the respondents (81%) expected the opportunities to increase and they were willing to complete a training course to help get a better job.
- About half of the respondents said that there were good jobs available for people like them. Caucasian, high-income respondents with college degrees who were employed full-time were most likely to perceive the availability of good jobs. Almost two-thirds expected the number of good jobs to increase. None of these factors significantly influenced people's expectations concerning the increase in the number of good jobs.
- Respondents rated firms that manufacture electronics, computer equipment, computer software and pharmaceutical firms as becoming more important to North Carolina's economy than firms that manufacture textiles, clothing and furniture.
- While most respondents agreed that North Carolina was becoming an economy where people were rewarded more for their ability to think than for their physical labor, just over one-fourth disagreed. Females, middle aged people and people with a college education are most likely to report that people are rewarded more for their ability to think. Respondents under 35 were least likely to recognize this knowledge-based pattern of rewards.
- Over half of the respondents reported that they had a computer in their homes and another 15 percent are planning to buy one in the next year. Almost one-third of North Carolina households had local access to the Internet. Roughly 7 in 10 supported programs to enable all citizens to have access to the Internet from their homes. Three-quarters reported that they had access to the Internet through a public computer at a library or community college. Two-thirds were willing to complete a training program over the Internet.
- Almost two-thirds of the respondents supported tax credits to attract new businesses to North Carolina and over three-fourths supported programs to retrain workers who have lost their jobs. Almost all of the respondents supported state programs for research and development (88.9%) and adult education programs (95%). Two-thirds of the respondents supported programs to enable citizens to use the Internet. Almost all of the respondents (84.3%) support programs using the Internet to deliver education courses to community colleges and homes.

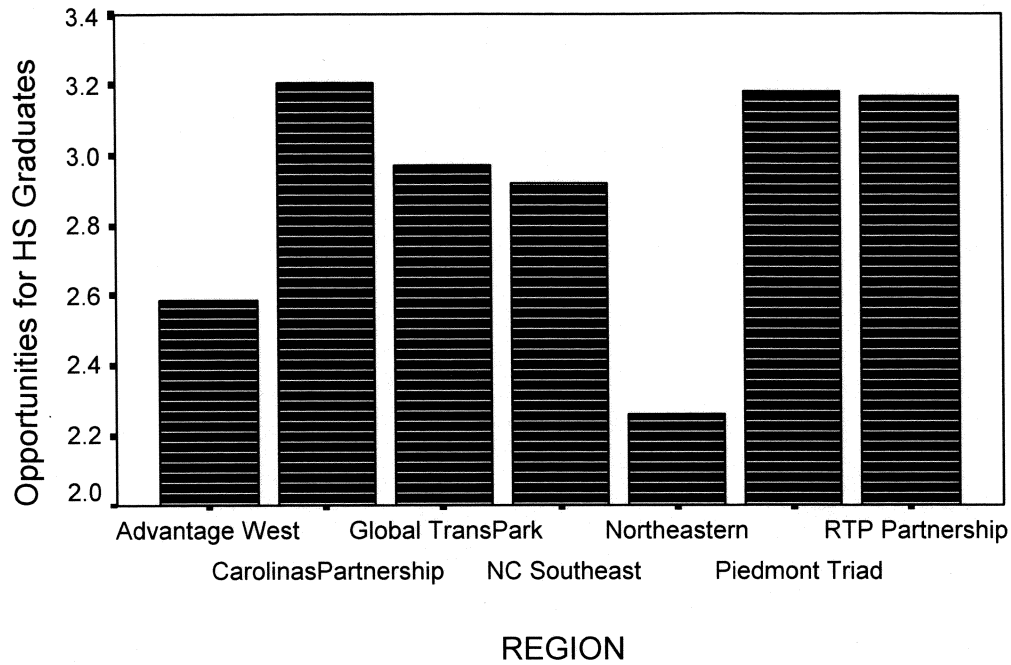
Economy Is Meeting the Needs Of People In This Area of NC



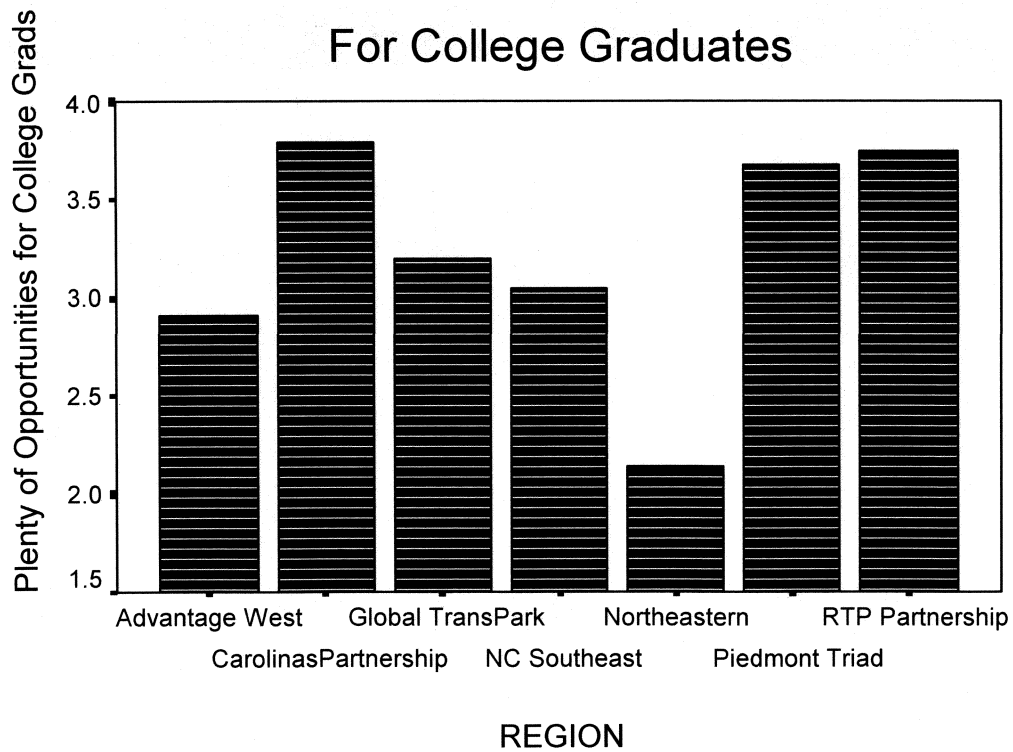
Economy Is Meeting the Needs Of People In North Carolina



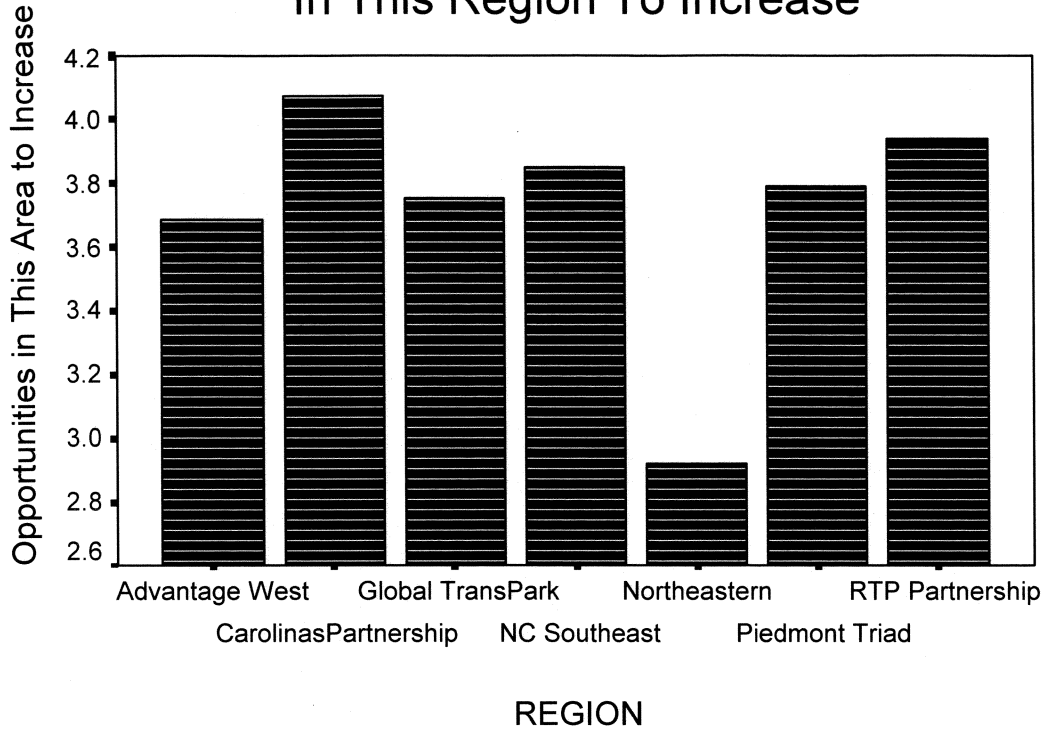
Plenty of Opportunities In This Region For High School Graduates



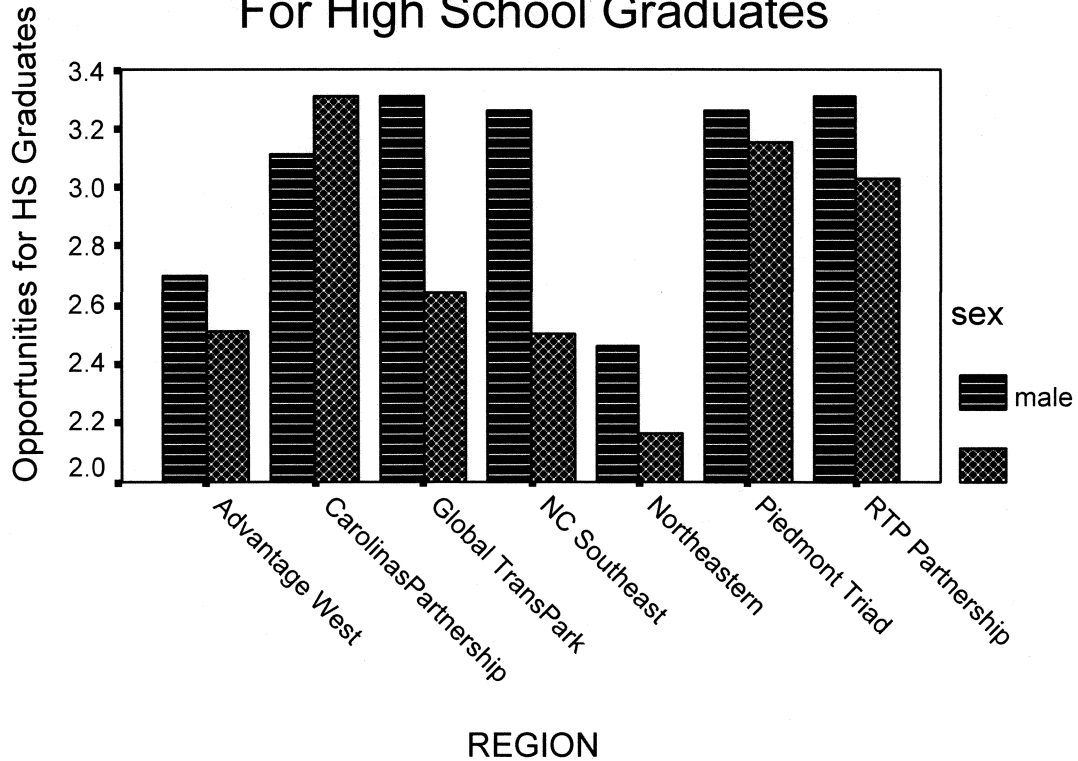
Plenty of Opportunities In This Region For College Graduates



I Expect the Opportunities In This Region To Increase

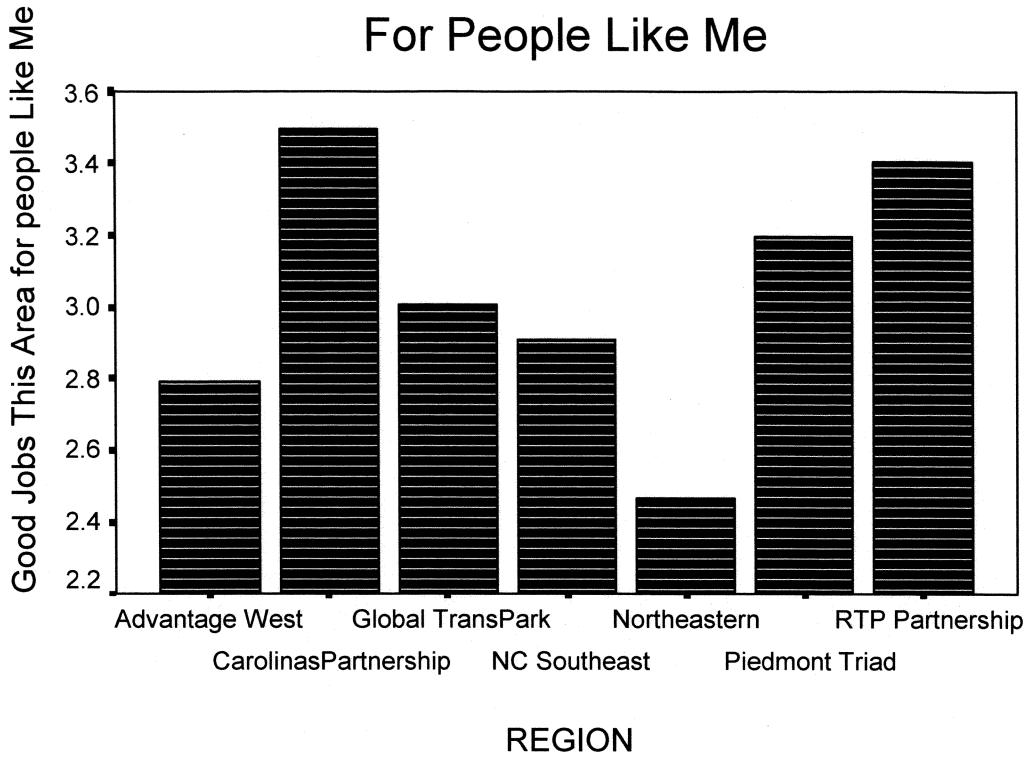


Plenty of Opportunities In This Region For High School Graduates



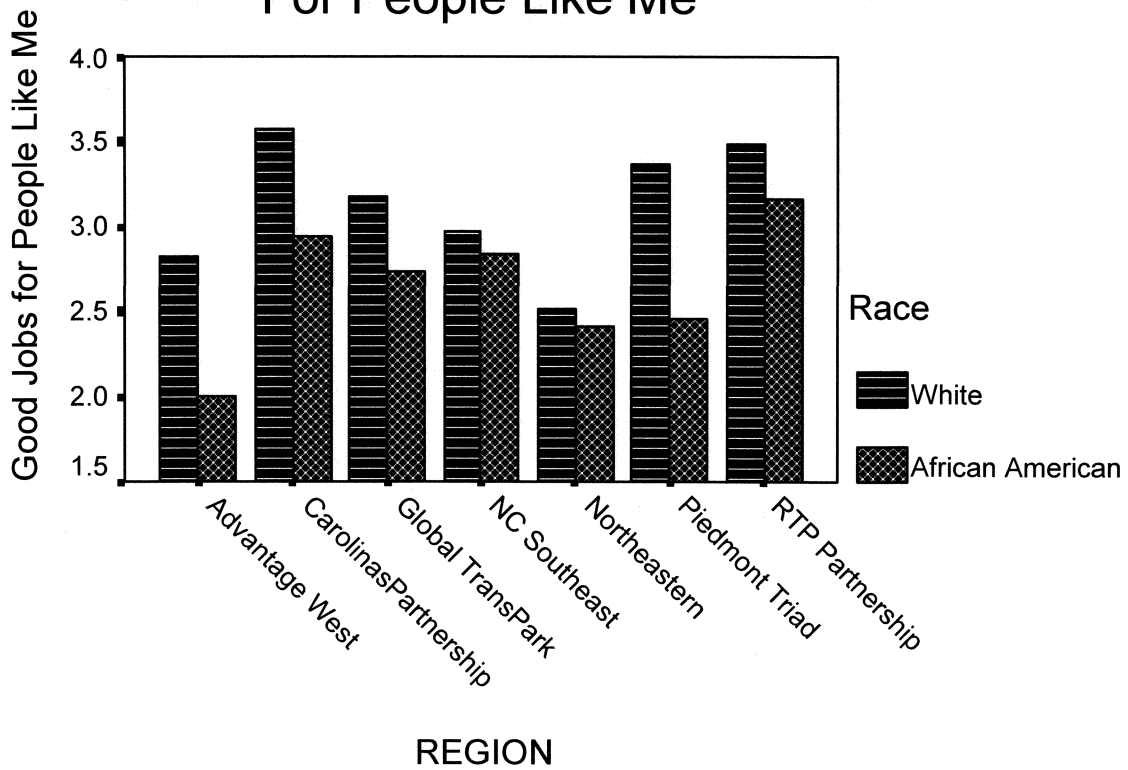
There Are Good Jobs In This Region

For People Like Me



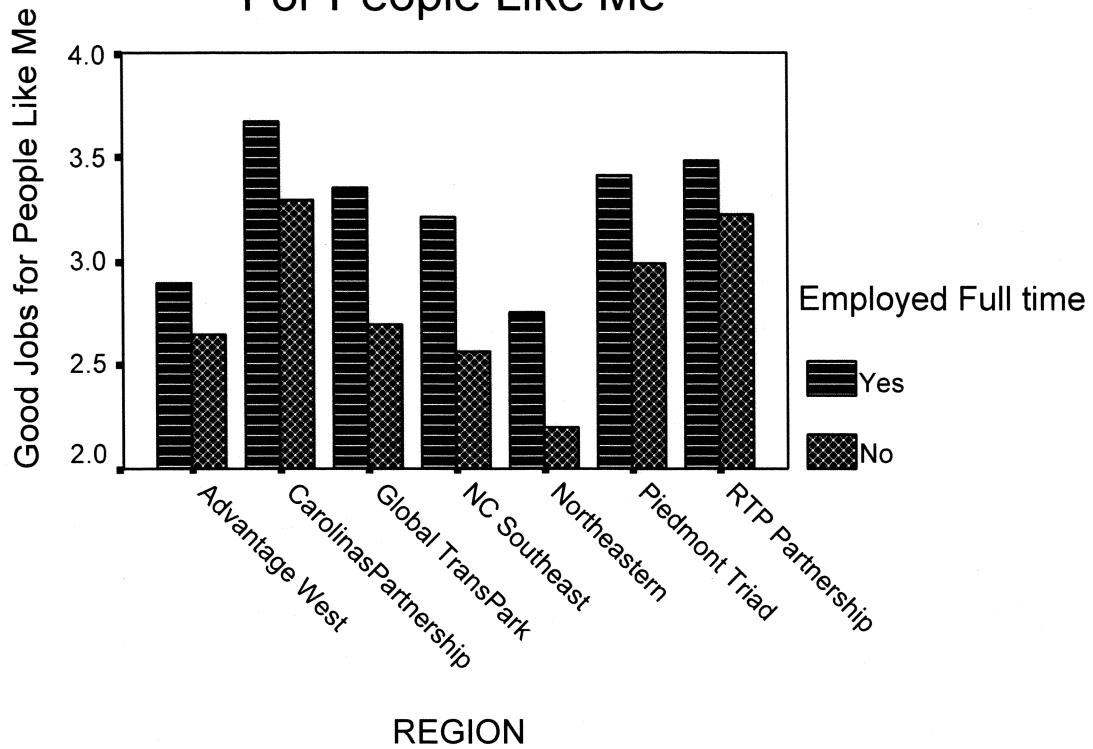
Good Jobs Available In This Region

For People Like Me



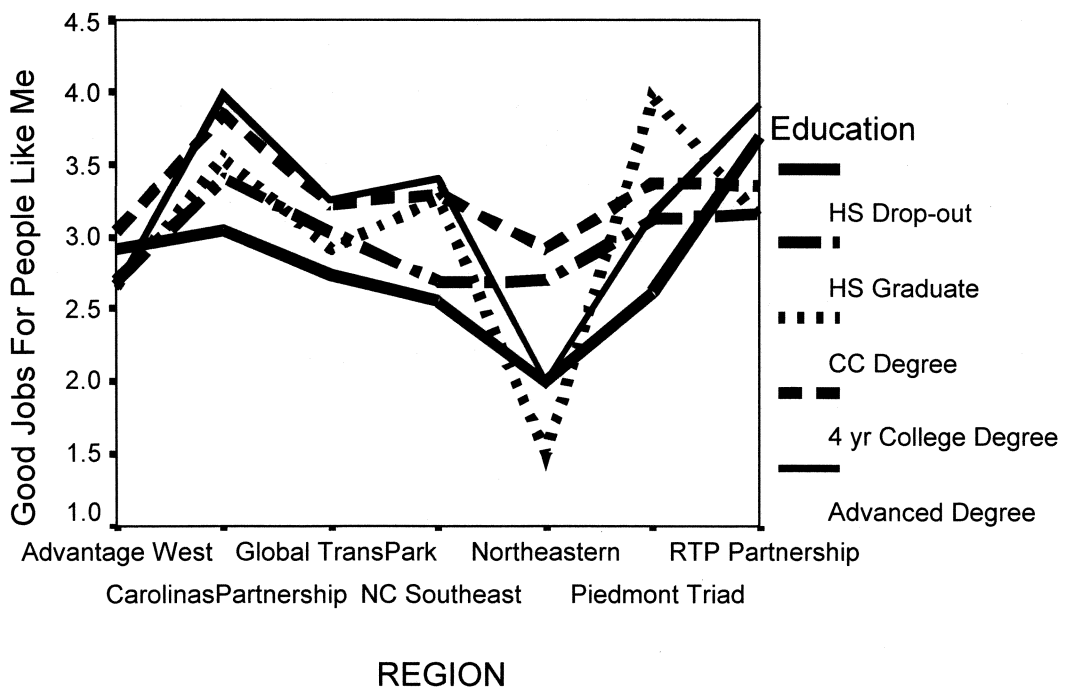
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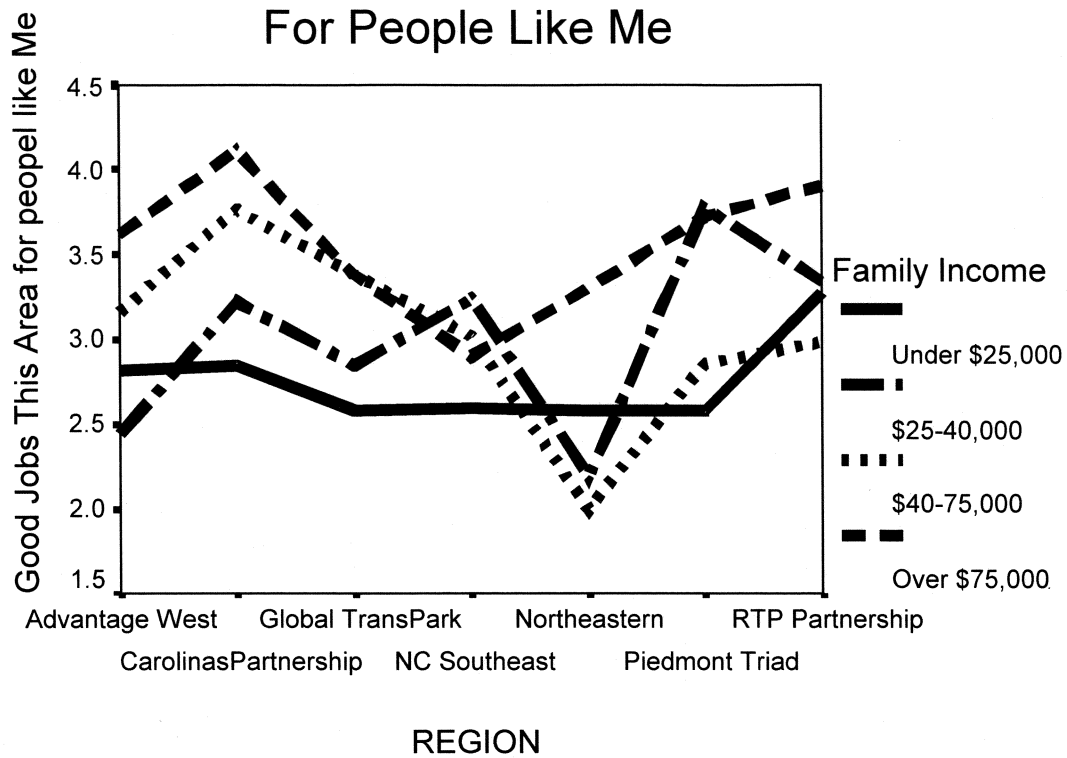


Good Jobs Available In This Area

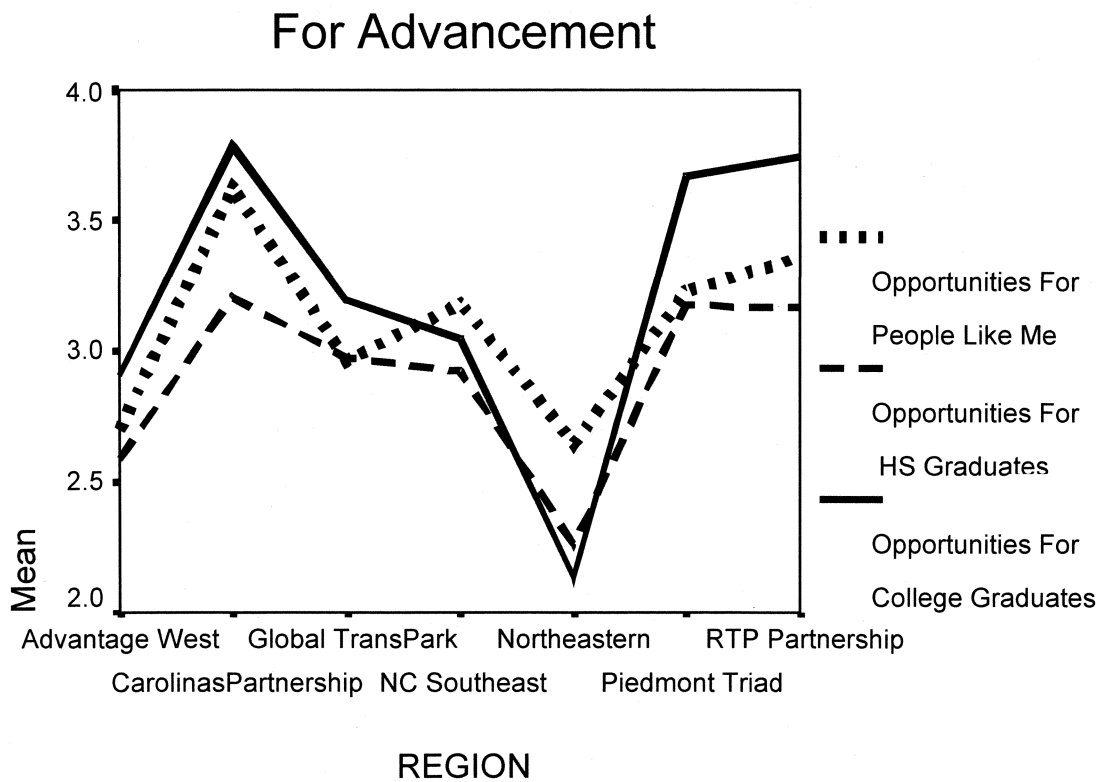
For People Like Me



Goods Jobs Available In This Region

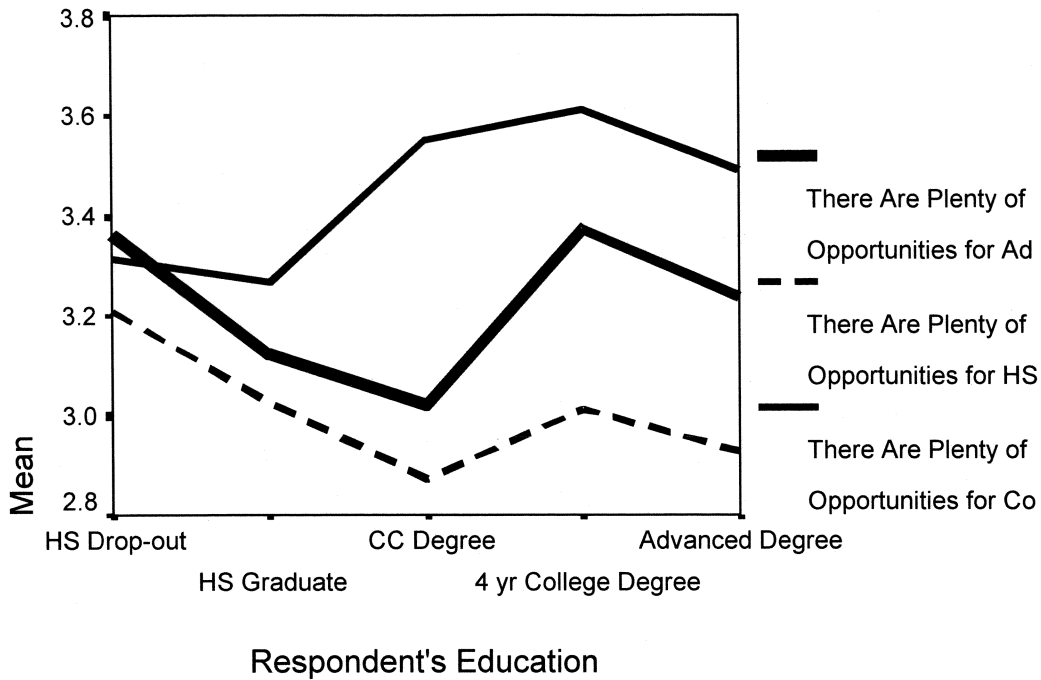


Education and Perceived Opportunities

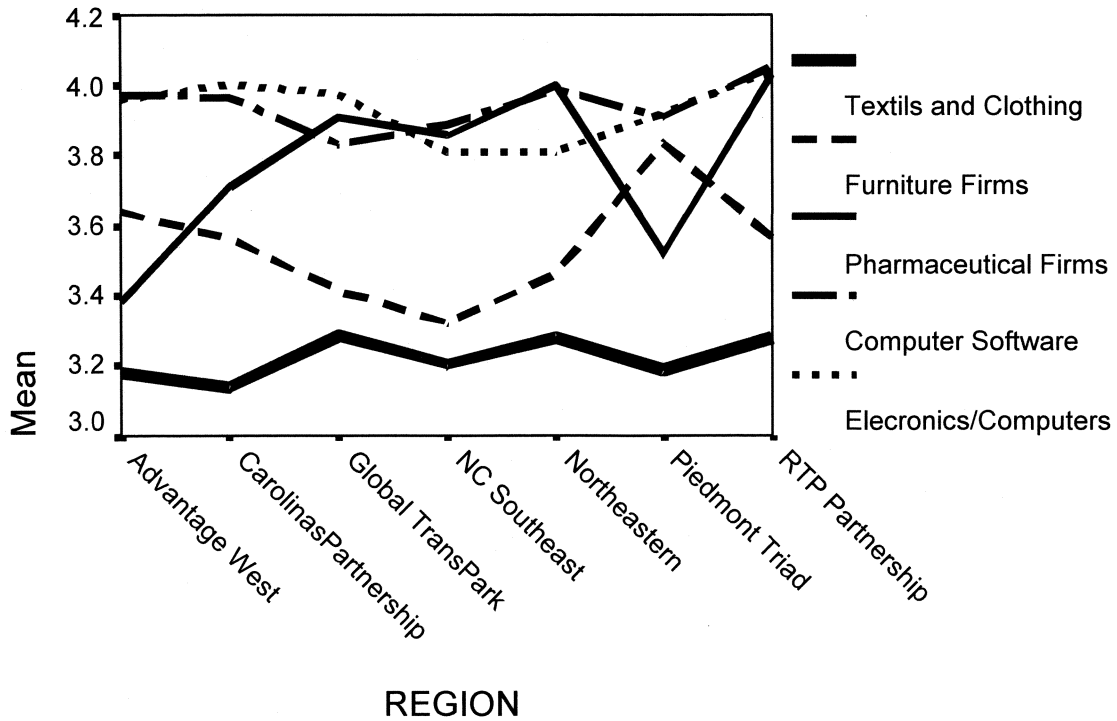


Education and Perceived Opportunities

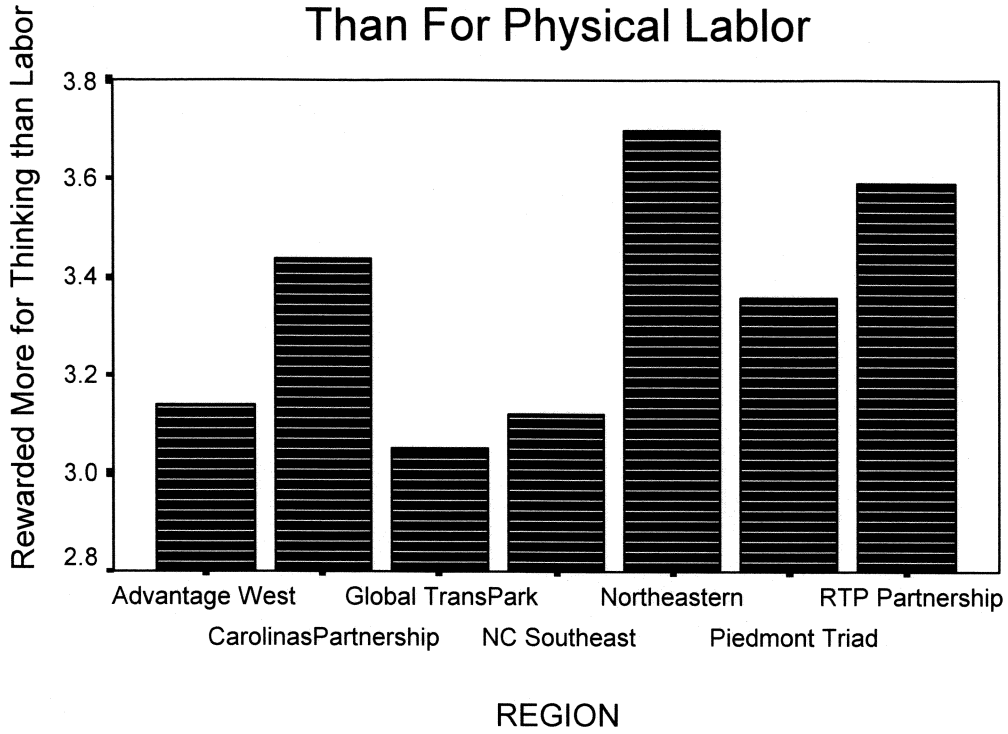
For Advancement



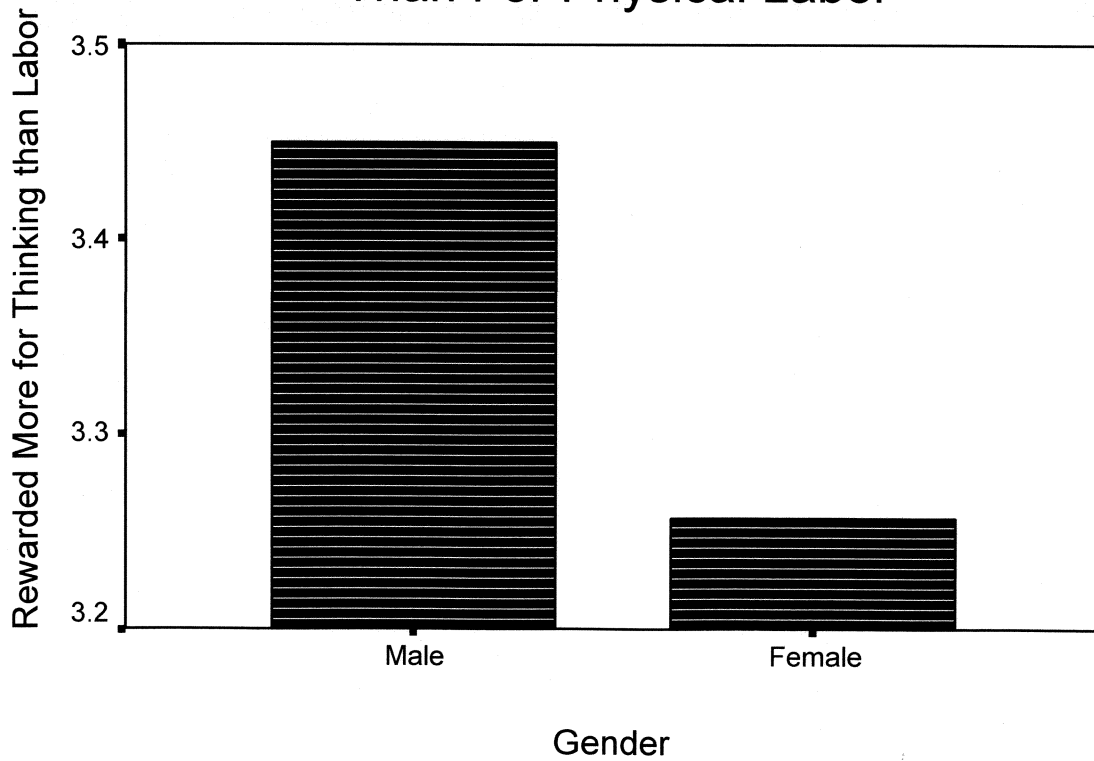
Type Of Firms Becoming More Important In NC



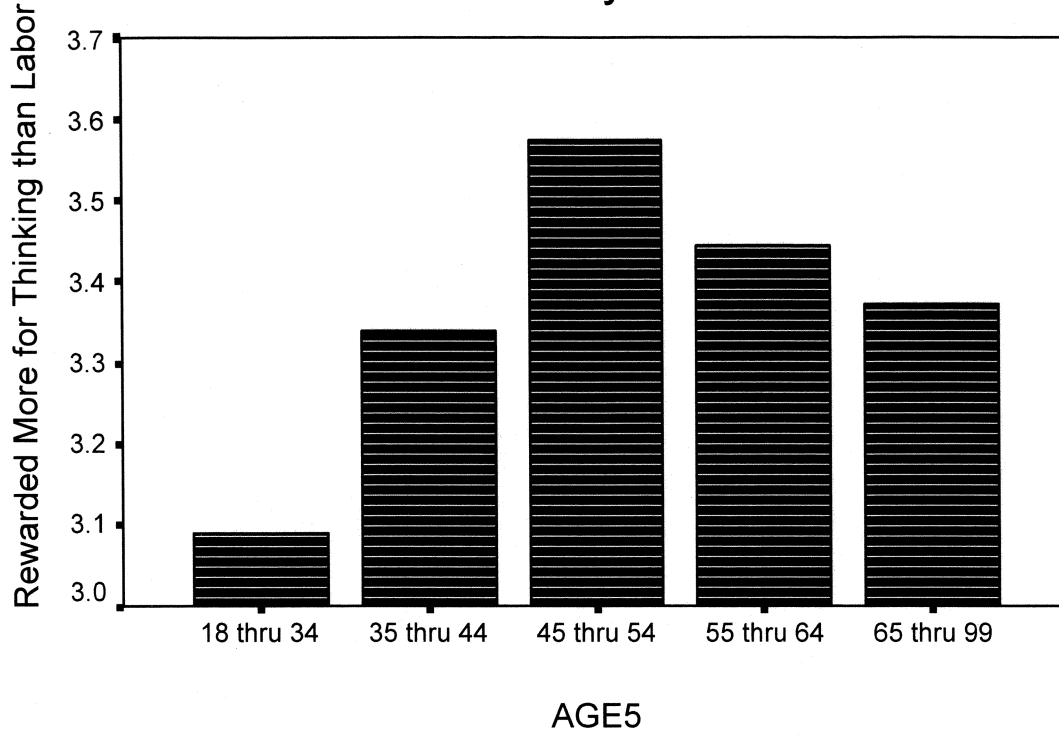
People Rewarded More For Thinking Than For Physical Labor



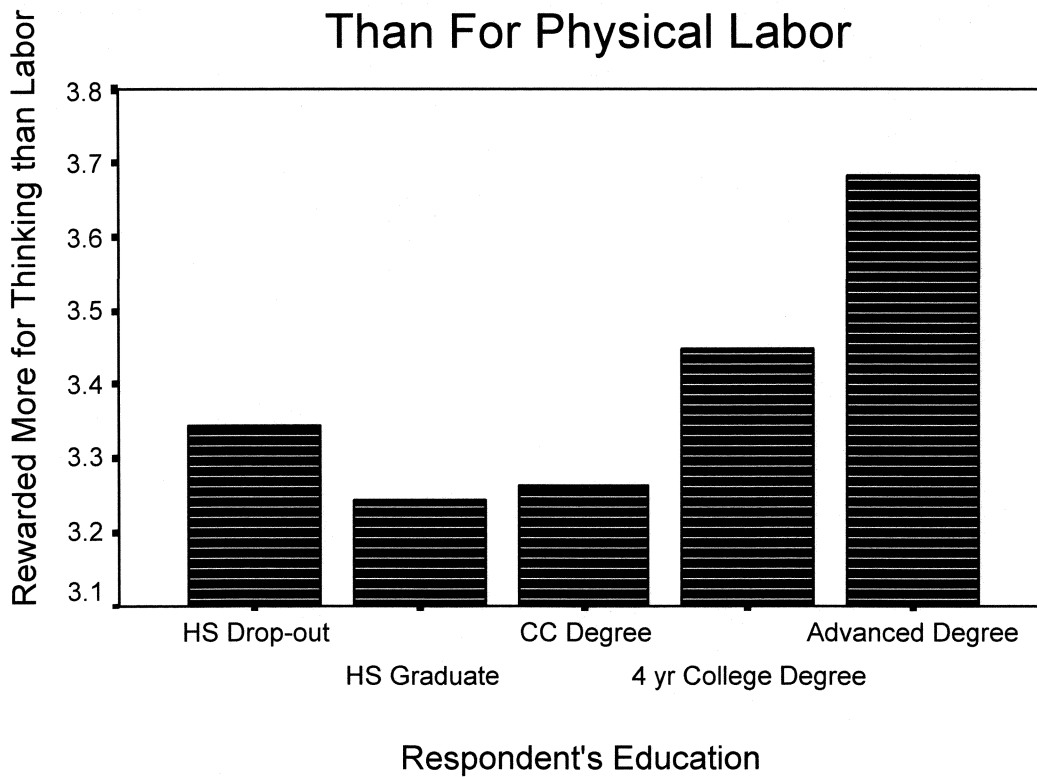
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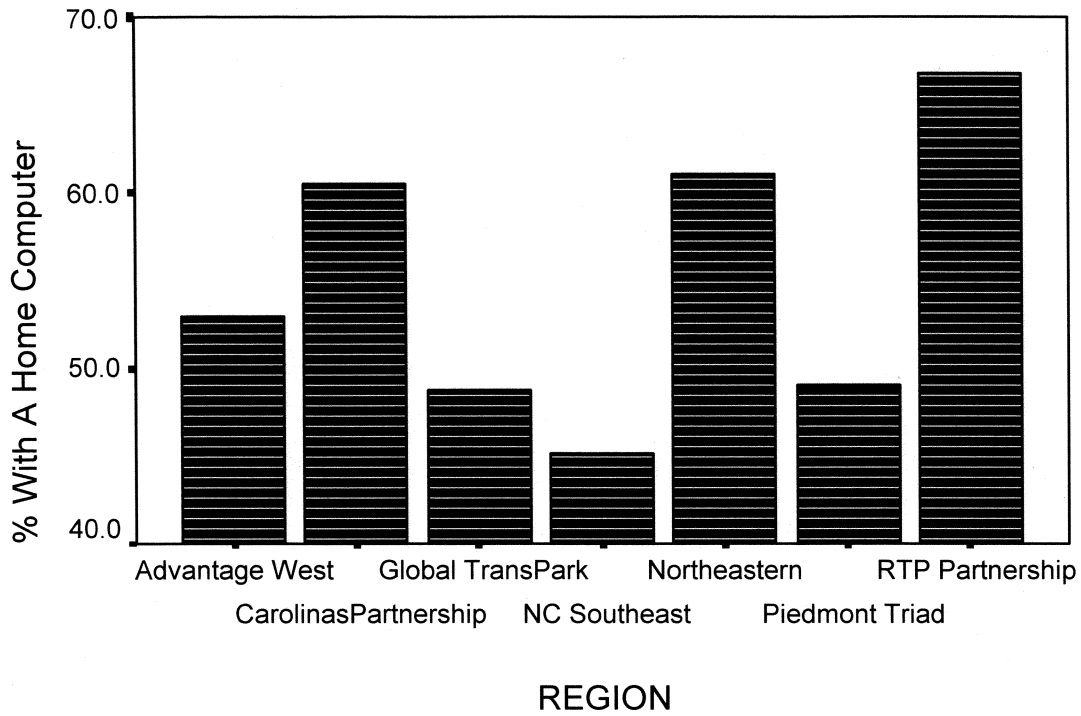
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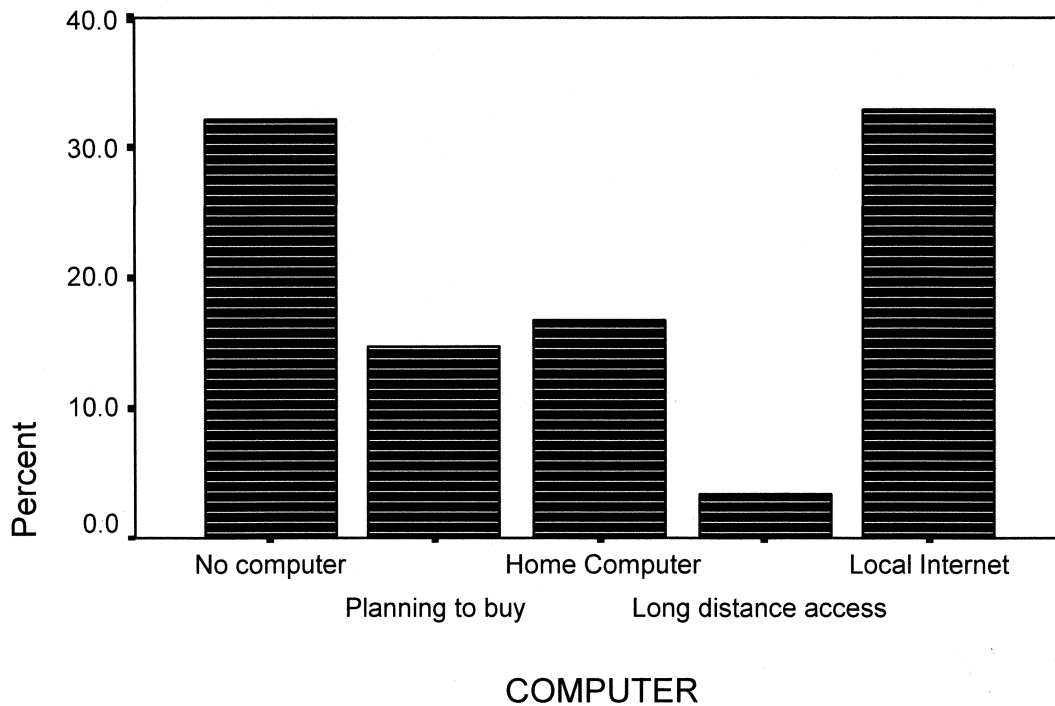
People Rewarded More For Thinking Than For Physical Labor



Percentage of Households With A Home Computer

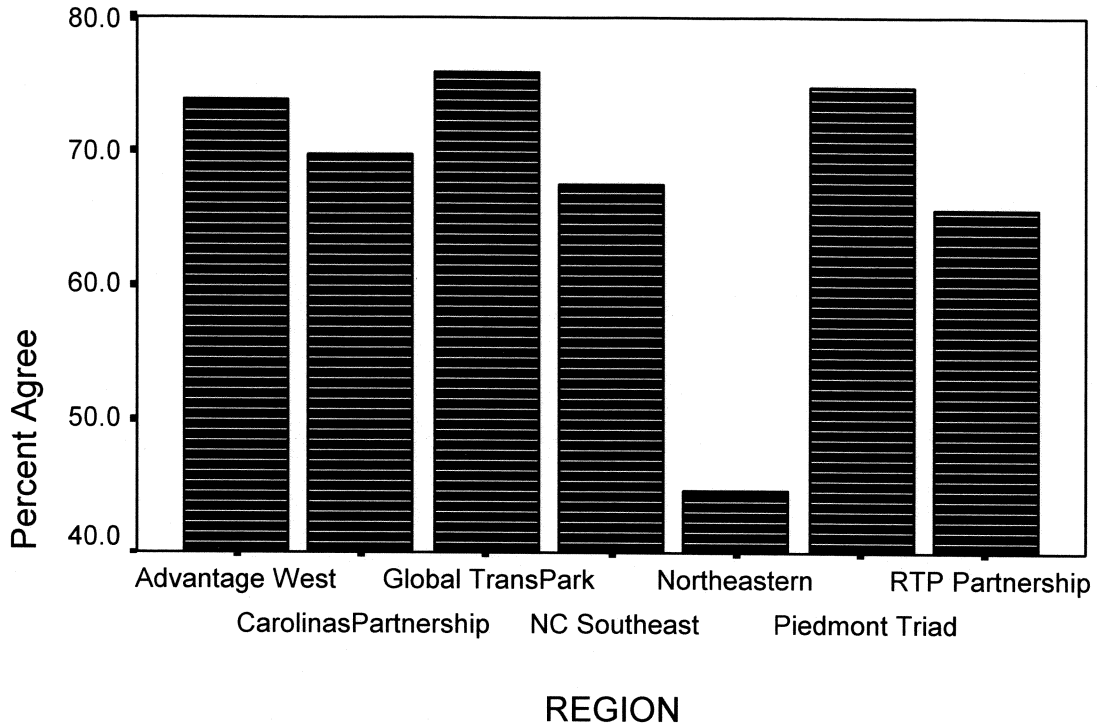


Percentage Of Households With A Home Computer and Internet Access



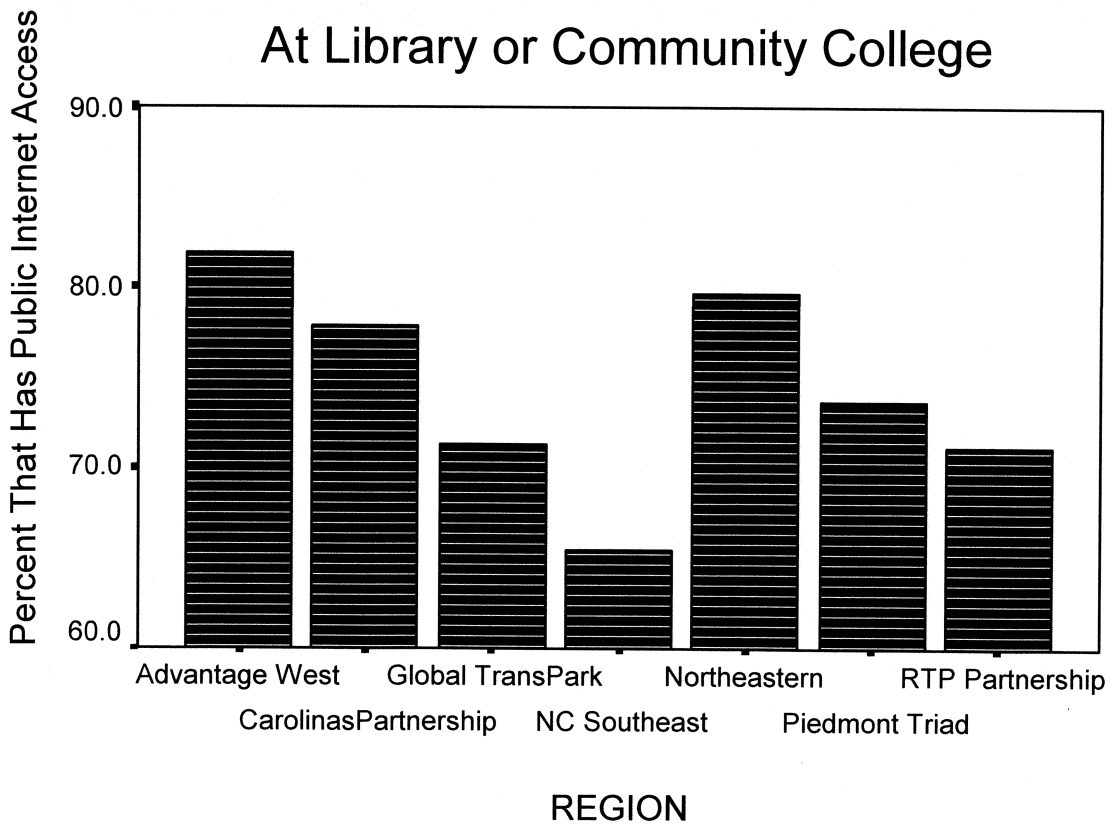
All Citizens Should Have Internet

Access From Their Homes

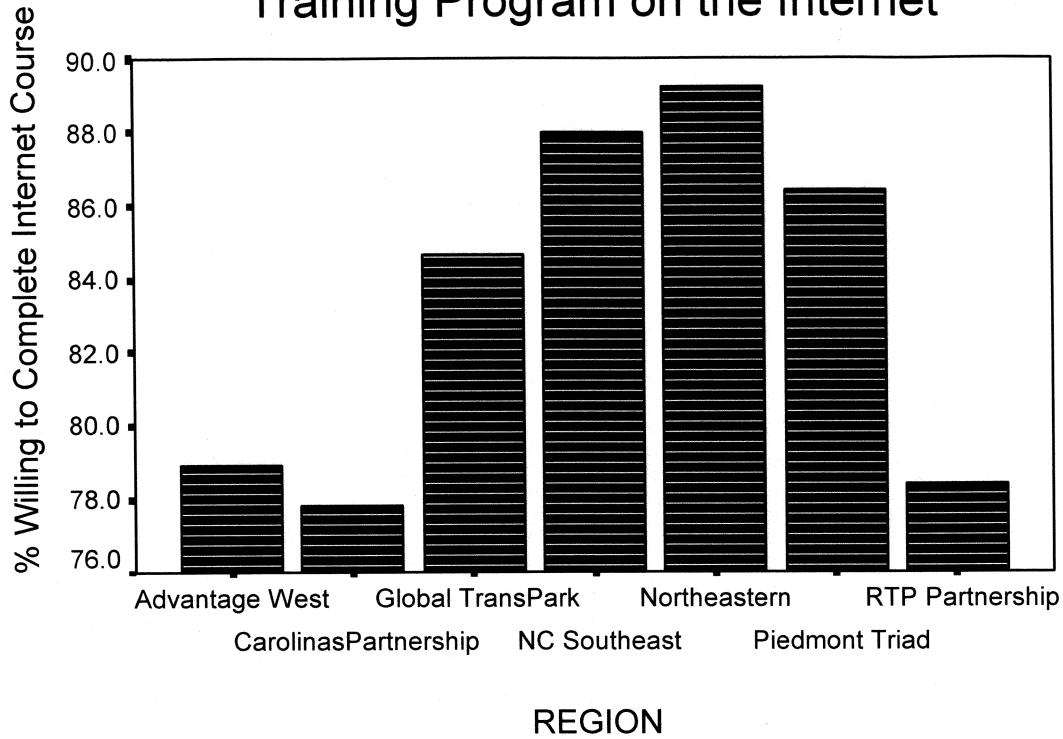


Have Internet Access On Public Computer

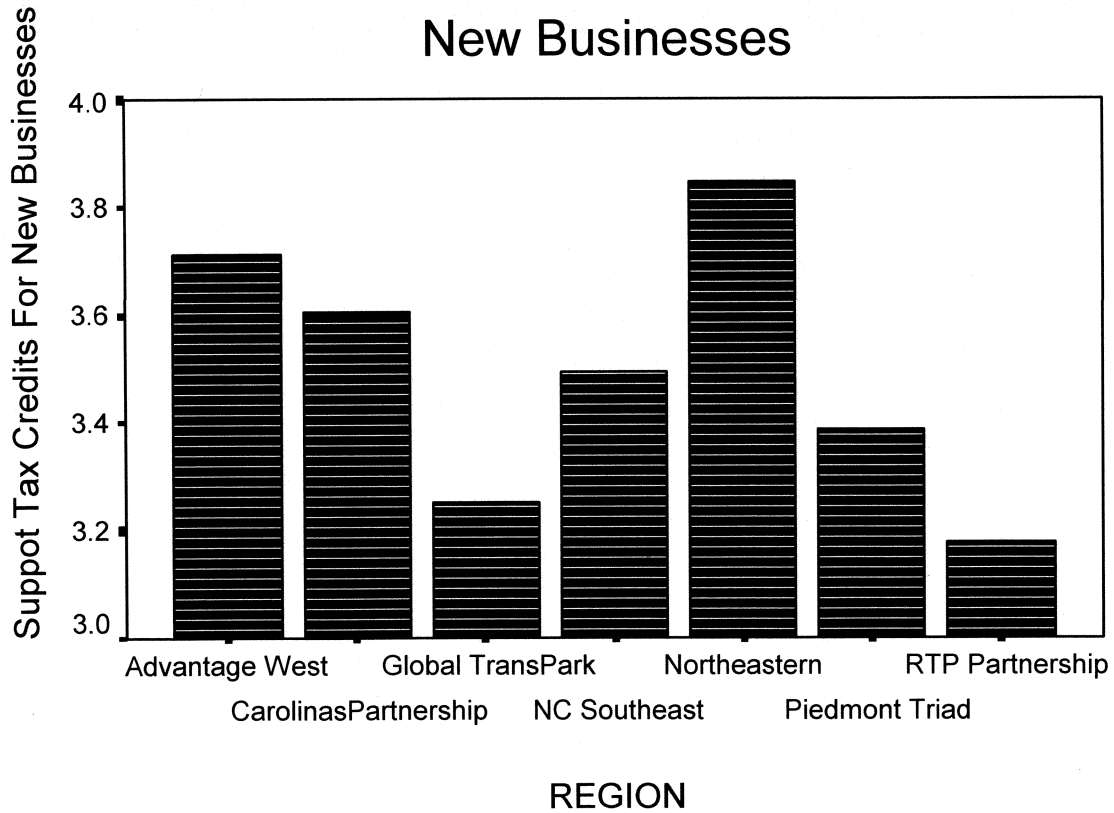
At Library or Community College



Percentage Willing To Complete Training Program on the Internet

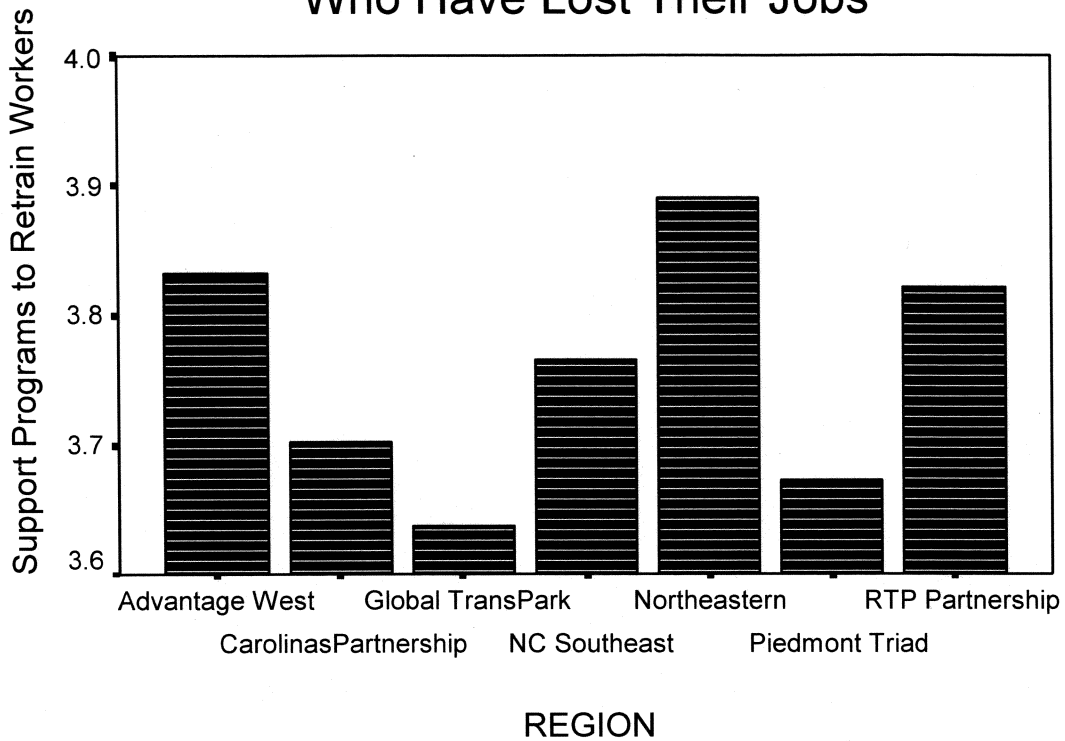


Support Tax Credits to Attract New Businesses



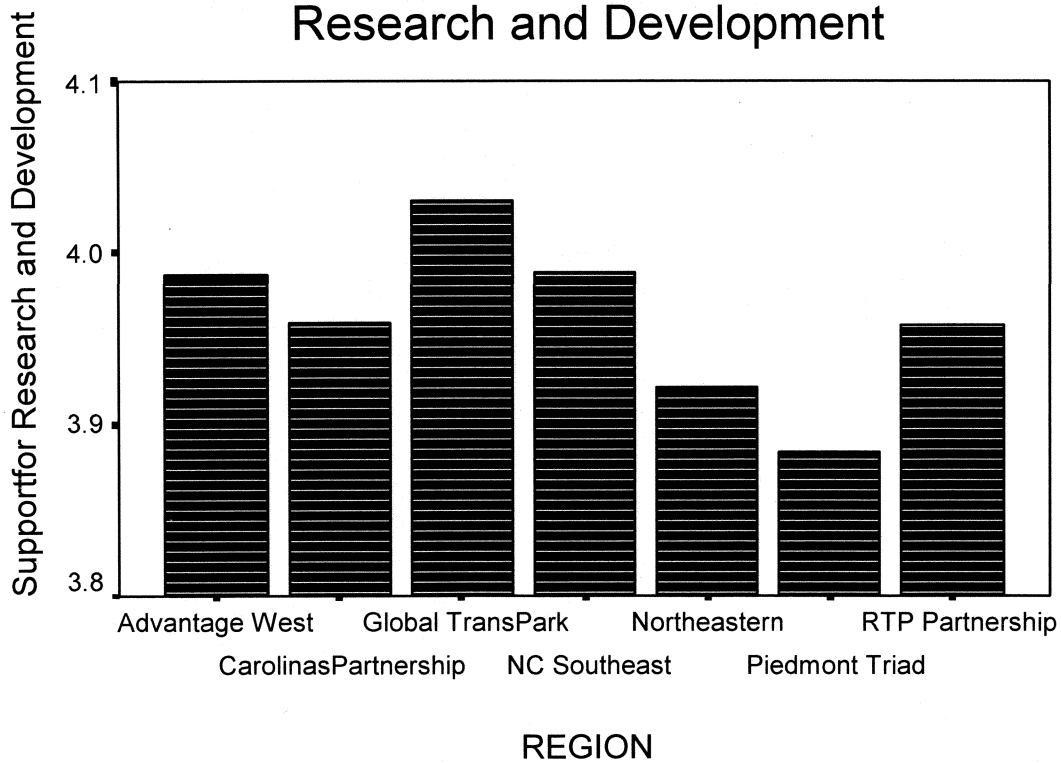
Support Programs to Retrain Workers

Who Have Lost Their Jobs

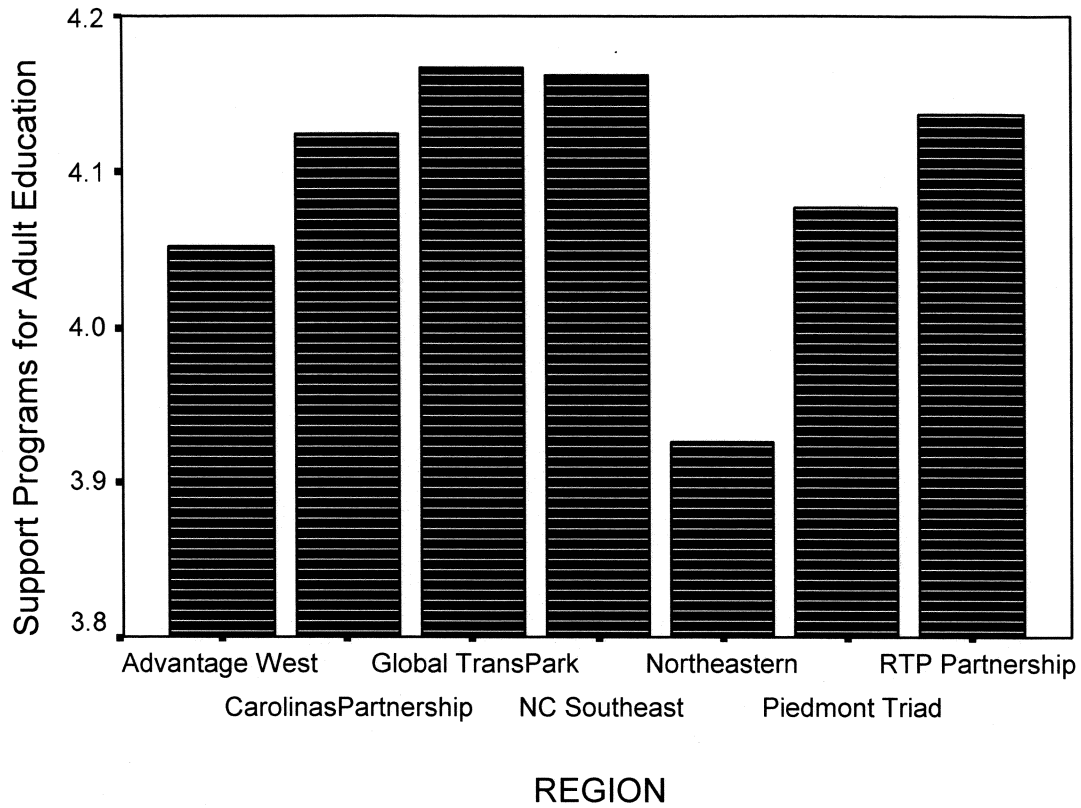


Support State Programs for

Research and Development

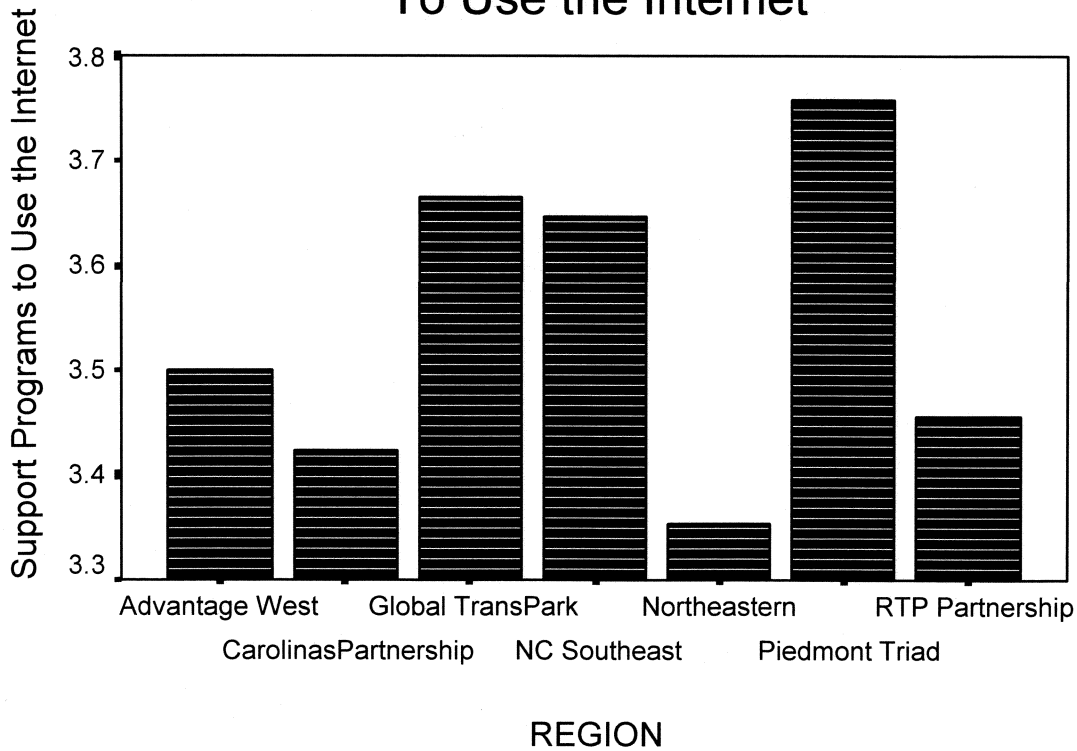


Support Adult Education Programs

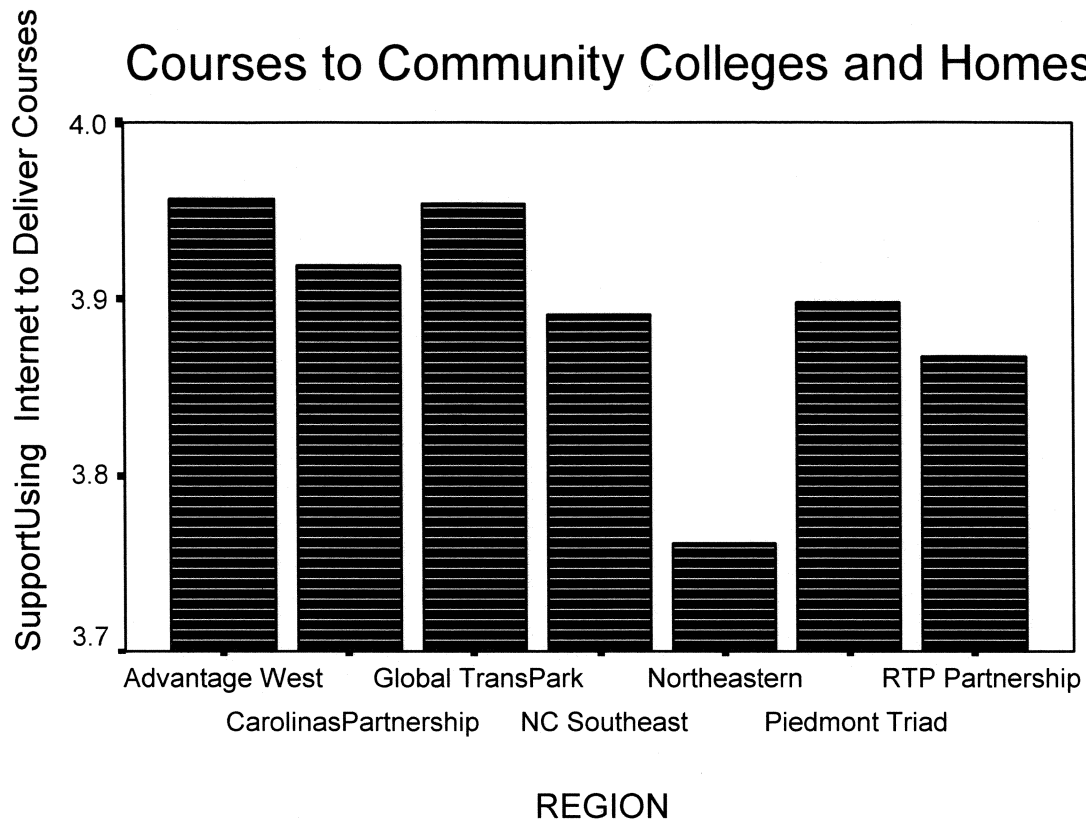


Support Programs to Enable All Citizens

To Use the Internet



Support Programs Using Internet to Deliver Courses to Community Colleges and Homes



RESEARCH DESIGN

In May 1999, the North Carolina Board of Science and Technology asked the East Carolina University Survey Research Laboratory to develop a general methodology to assess public perceptions of the role and importance of science and technology in the North Carolina economy. The research design emphasized the need for accurate and valid data to inform decision makers about the public's current beliefs and attitudes in this important opinion domain. The final questionnaire contained 56 questions.

A general population telephone survey employed random digit dialing. Survey Sampling, Inc., estimates that 91.1 percent of the households in eastern North Carolina have telephones but only 78.7 percent have telephones that are listed in a telephone directory. In other words, the random digit dialing procedure assures better representation of households in North Carolina counties. Survey Sampling, Inc., a nationally recognized firm located in Connecticut, generated the sample.

Because of the random nature of the numbers, many had to be discarded because they were not working numbers or they were not assigned to residential households (e.g. businesses). A procedure was followed to ensure a representative distribution of the adults within the households contacted. Of the households contacted, 52 percent completed the interview. The data has been weighed to ensure a completely accurate geographic distribution across the seven regions of North Carolina.

Complete results of this survey will be placed on the web site of the Vision 2030 project.

www.governor.state.nc.us/govoffice/science/projects/nc2030.html

Any use of these data must cite both the Vision 2030 project and the North Carolina Board of Science and Technology.