

Highlights

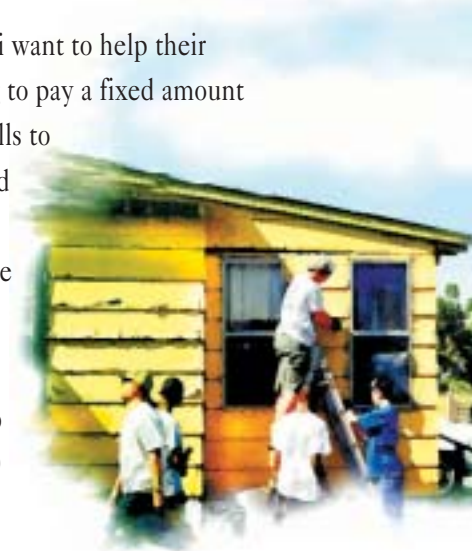
- 90% of the people of Mississippi feel it is important to fund programs that help poor families, the elderly, disabled and others to reduce or pay their utility bills.
- 82% said the government should help low-income senior citizens and the poor pay for home heating, cooling, and lighting.
- 89% said it is important to have a fund that helps families with their utility bills when there are children living in poverty conditions.
- 94% said such a fund should help elderly people on limited incomes in extreme weather conditions.
- 85% feel people with hardships who are in danger of having their utilities cut off should be helped.
- 91% want people whose need is caused by job loss or serious illness to be helped.
- 83% said the fund should help people in economically depressed and rural areas.
- These programs should help year-round as the majority of the people (67%) felt that summer heat and winter cold were both important times to help people at risk, especially the elderly.



Mississippians Are Willing to Help

People in Mississippi want to help their neighbors in need, are willing to pay a fixed amount each month on their utility bills to assist, and want their state and local government elected officials to lead efforts to make a difference, according to the survey results.

- 95% of those willing to help said they would give \$1-\$10 per month.
- 97% of those willing to help said they would contribute \$1-\$10 per month to weatherize homes of low-income, elderly, and disabled citizens who can't help themselves.



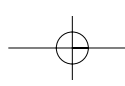
Leading the Effort

As to who they think should lead this effort, 42% of Mississippi residents think that this should be led by the government while one in four (23%) said they feel that a combination of funding from the government and charities should help low-income senior citizens and the poor pay for their utility bills or to weatherize their homes.

- 90% of the people said it was important or very important for Mississippi to fund programs to help pay utility bills for those in need.
- 75% feel that if such a state program was enacted, small and large businesses should be included as well as residential customers.



What people in Mississippi believe about the energy needs of the elderly and disabled, who should help them and other critical questions.



The growing need.

The most vulnerable groups in Mississippi are under more economic stresses than ever before: The lackluster economy. Unemployment. Soaring healthcare needs. Transportation cost-increases. The need to remain independent.

More than ever, senior citizens, the disabled, and other families facing hardship find themselves with fewer resources at their disposal, forced to juggle the little they have to maintain their health, well-being and their comfort in the face of extreme weather.

The fact is 88% of Mississippi residents surveyed believe it is now more difficult or as difficult for low-income families to pay their heating and cooling bills than it was five years ago. And many personally know someone who is having a difficult time paying their utility bills.

Those surveyed gave us other information vital for policy makers seeking solutions to this growing need.



Methodology:

Entergy contracted with Flake-Wilkerson Market Insights, LLC to determine attitudes of people in Mississippi. A total of 302 telephone interviews were completed by Flake-Wilkerson in October 2002 using a random sample of home telephone numbers.



Mississippi Answers

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For more information

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