2023 North Carolina Energy Poll

CONSERVATIVES FOR
CleanEnergy

SPS
Strategic Partners Solutions, LLC

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Methodology

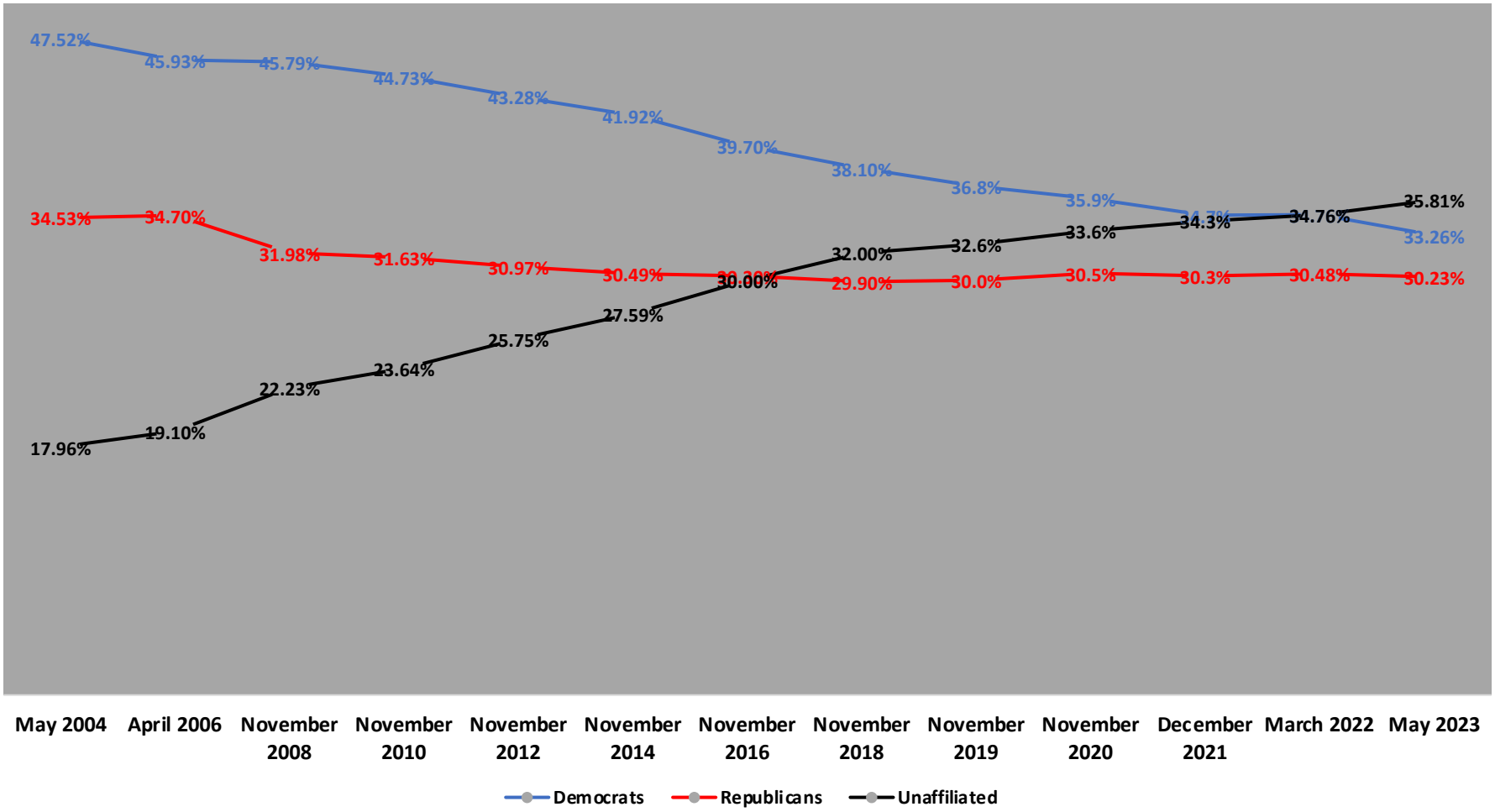
This poll of 500 registered voters living in North Carolina was conducted via telephone by professional interviewers from April 29 – May 1, 2023. The survey included 50% landline interviews and 50% cell phone interviews. Interview selection was random within predetermined election units. These units were structured to correlate with actual voter participation from past midterm/Presidential General Election cycles.

The poll of 500 likely general election voters has an accuracy of

+/- 4% at a 95% confidence interval.

Paul Shumaker served as project manager and Hays Shumaker was the research coordinator.

NC Voter Registration Trends



10-Year Registration Trend

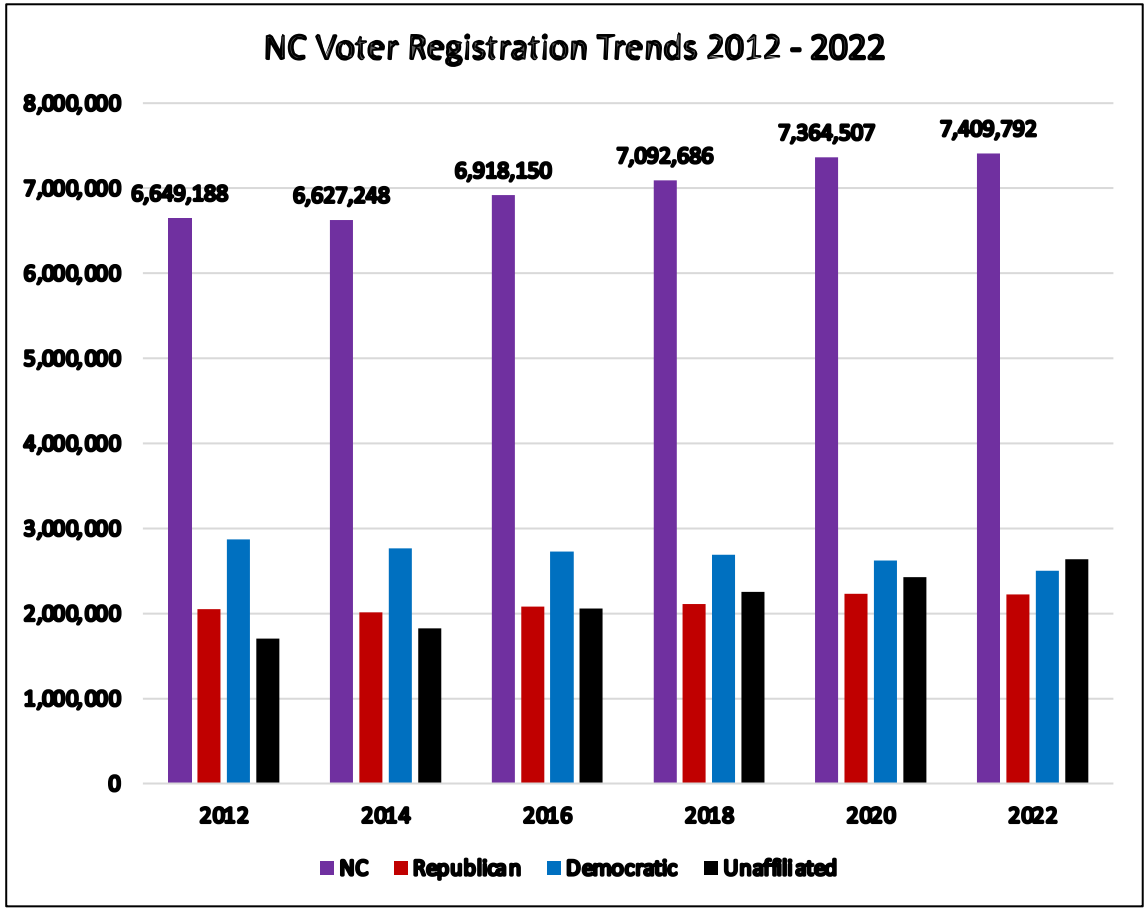
North Carolina is in a state of great political transition. **This shift will have national implications in the battle on which Party controls the United States Senate.**

Over the past ten years, the state has added just over 760,000 new voters, for a net voter registration growth of 11%. Democrats have had a net loss of over 370,000 registered voters, or -12.9% growth, while Republicans have had a net gain of 171,431 registered voters, or 8.4% growth.

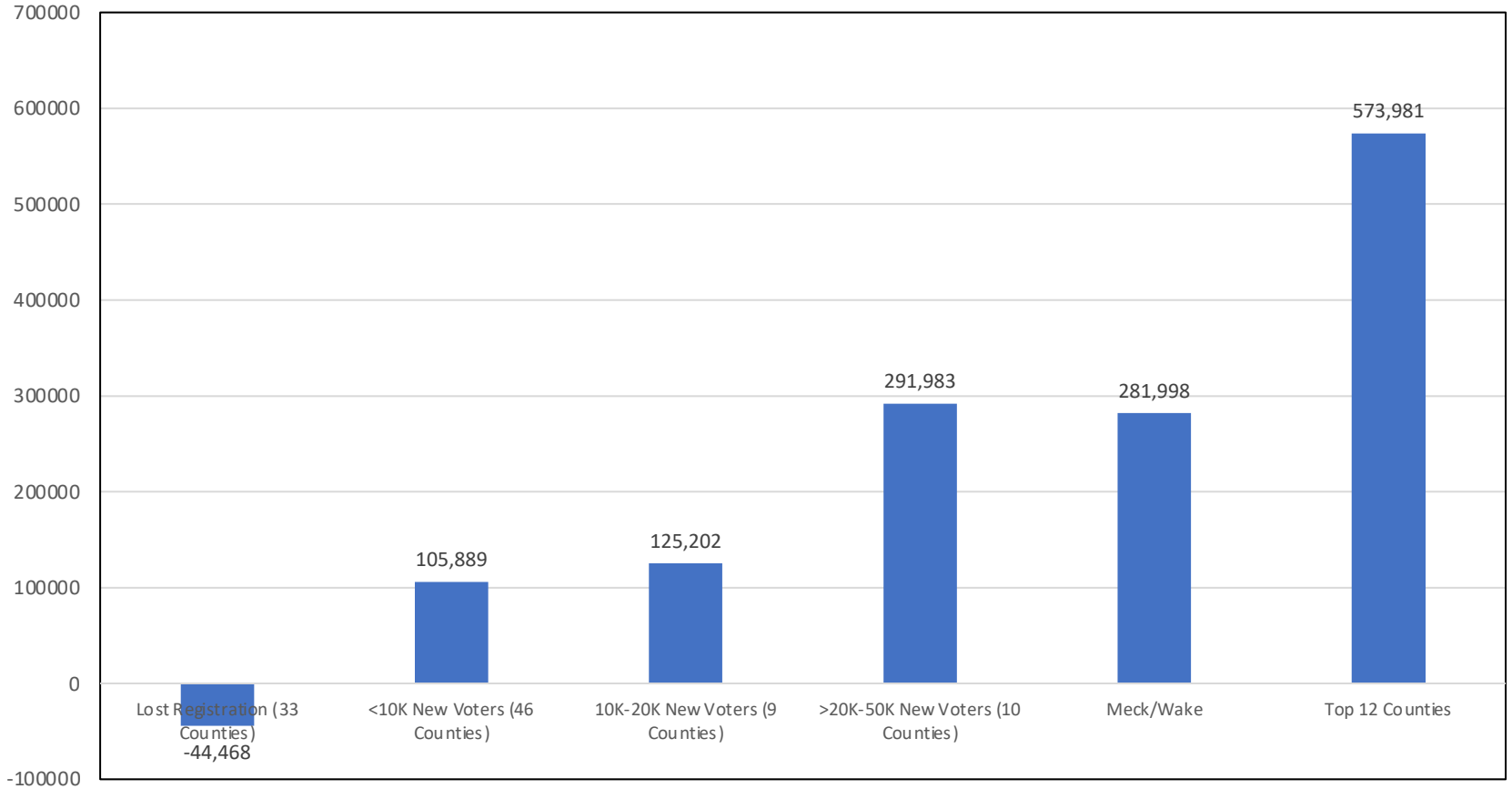
Despite spending a combined total of over 147,000,000 dollars over the last ten years, both major parties have experienced a loss in their overall market share. Neither party is keeping pace with the explosion of registered Unaffiliated voters.

Voter registration growth is driven by voters choosing not to affiliate with either party. Over the last ten years, the state has added over 929,000 registered unaffiliated voters or a net growth of 54.4%.

By the 2026 General Election, Unaffiliated voters will make up 40% of the voting universe, while Democrats and Republicans will be at parity, with each representing 30% of the total vote.



Ten-Year Trend Data by County Clusters

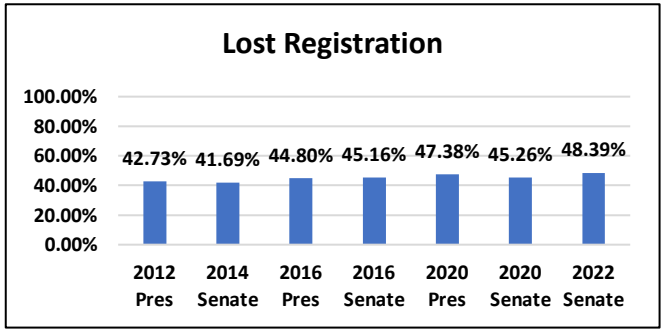


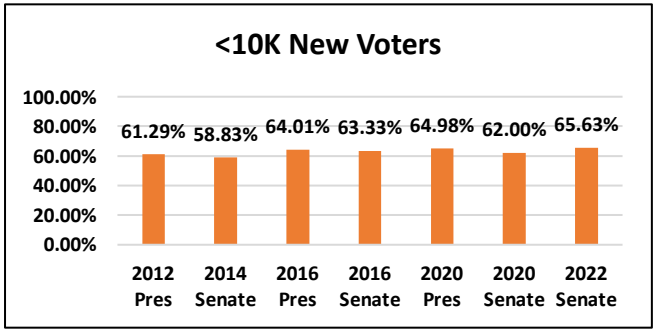
GOP Performance by Percentage of Votes Casted

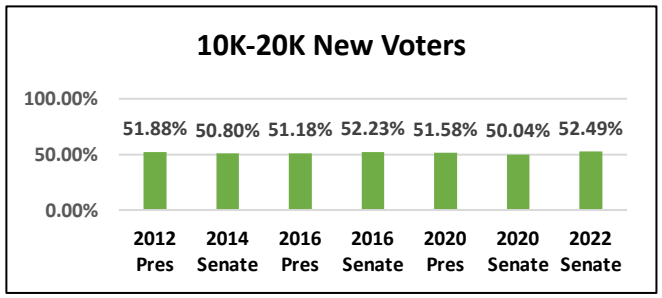
Statewide elections in North Carolina will only get closer unless GOP candidates improve their vote performance in the big 12 counties.

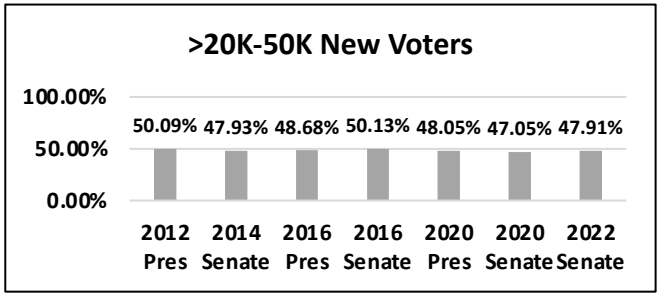
Over the last ten years, GOP federal candidates tended to do better in areas with little to no voter registration growth compared to the fastest-growing counties.

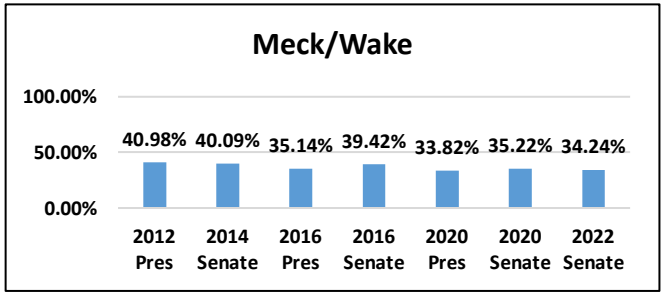
If left uncorrected, this diminishing return trend will spell big trouble for Republicans in the national fight to win a majority in the United States Senate.

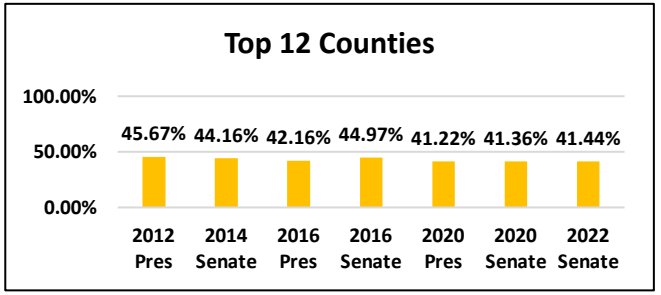




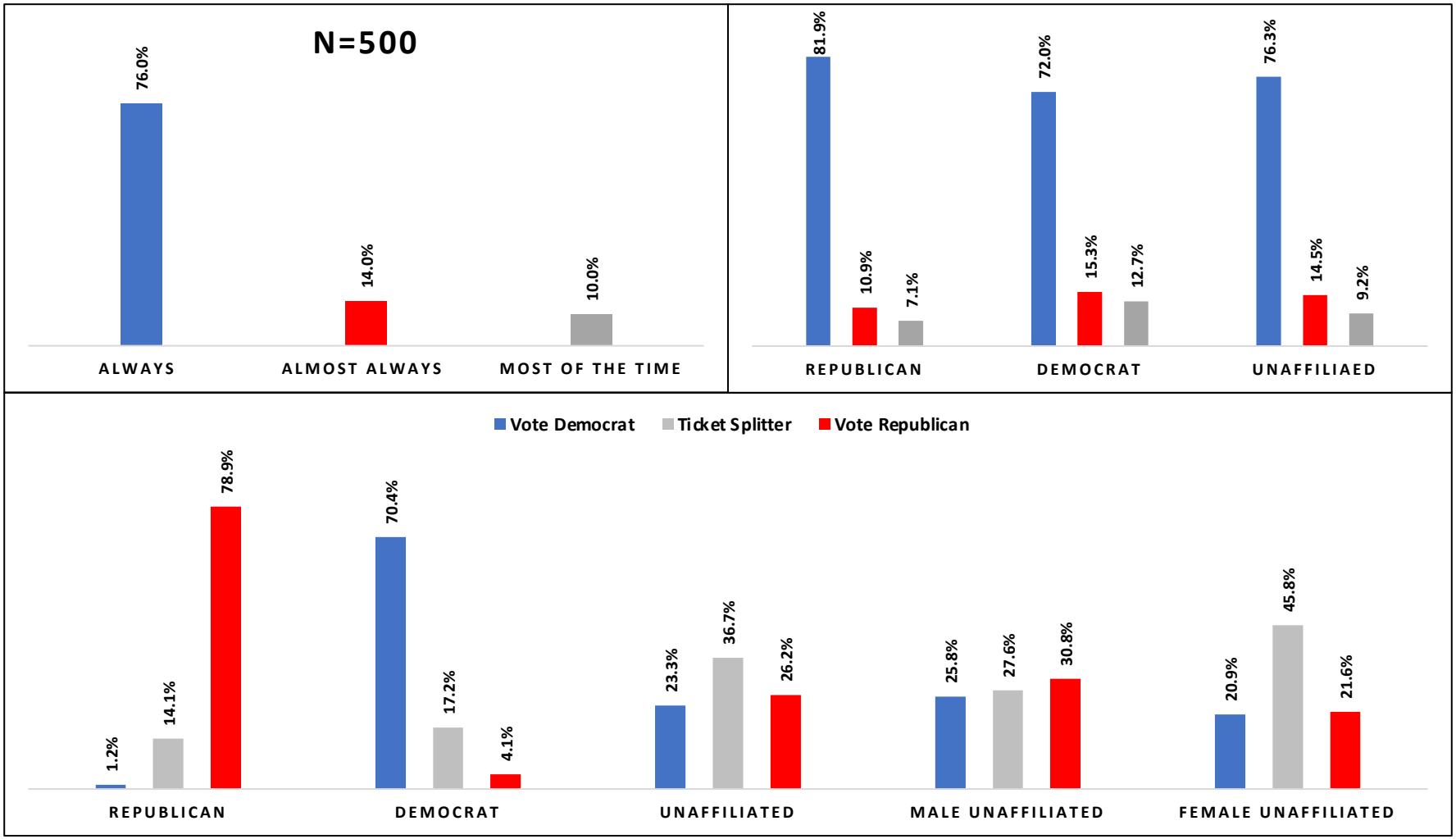




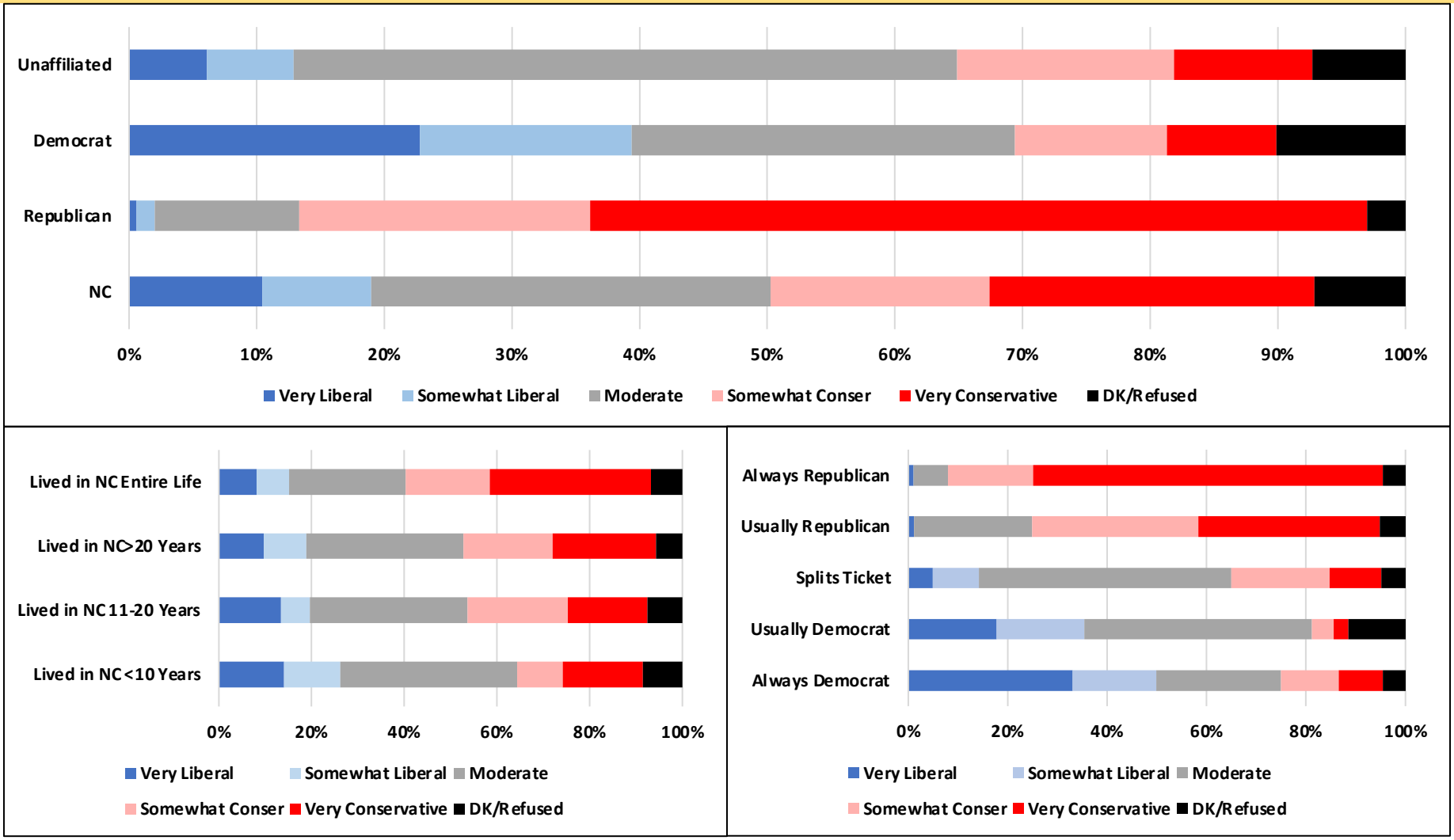




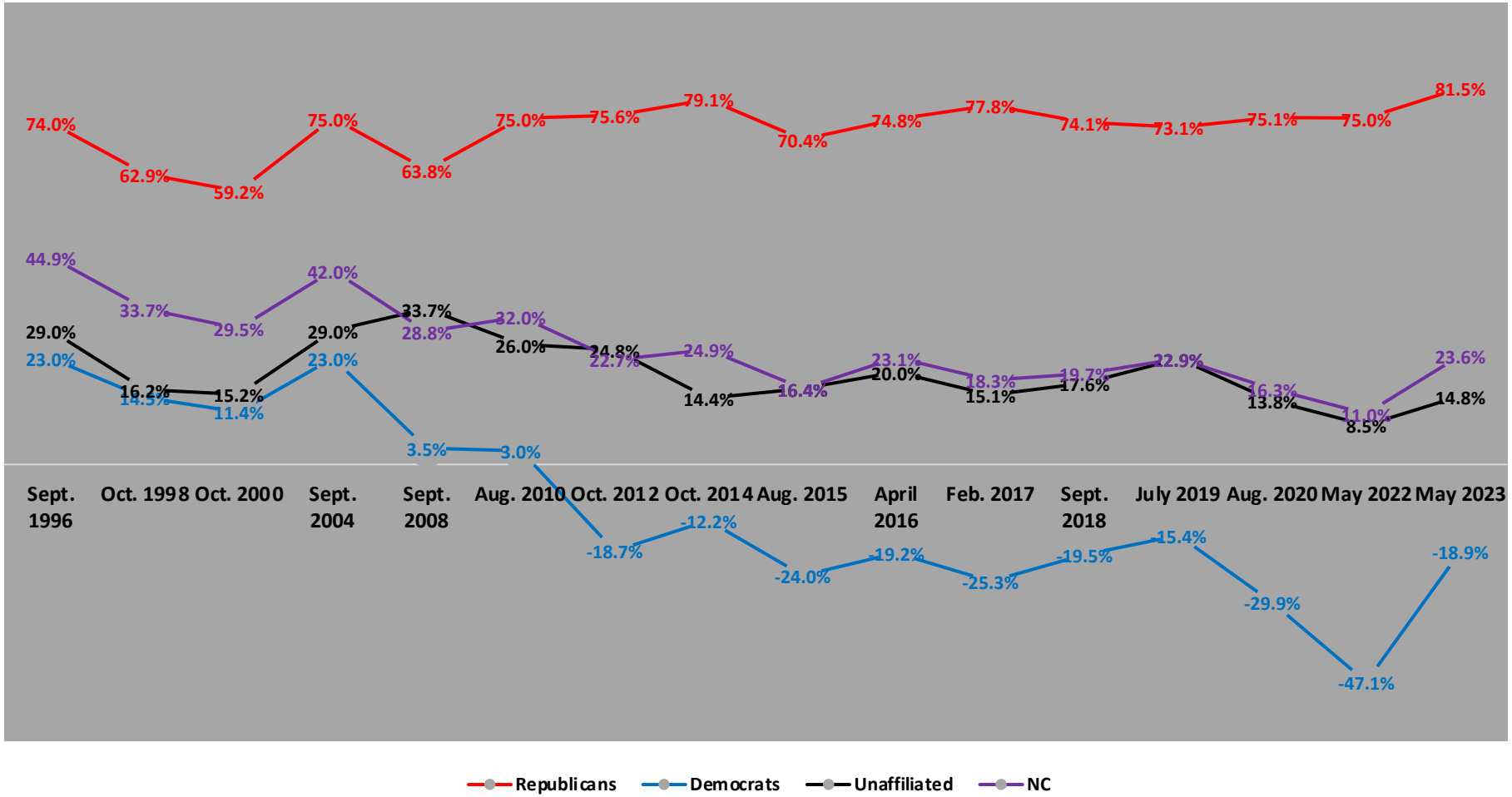
Voter Intensity & Voter Profile



Ideological Intensity Profile N=500

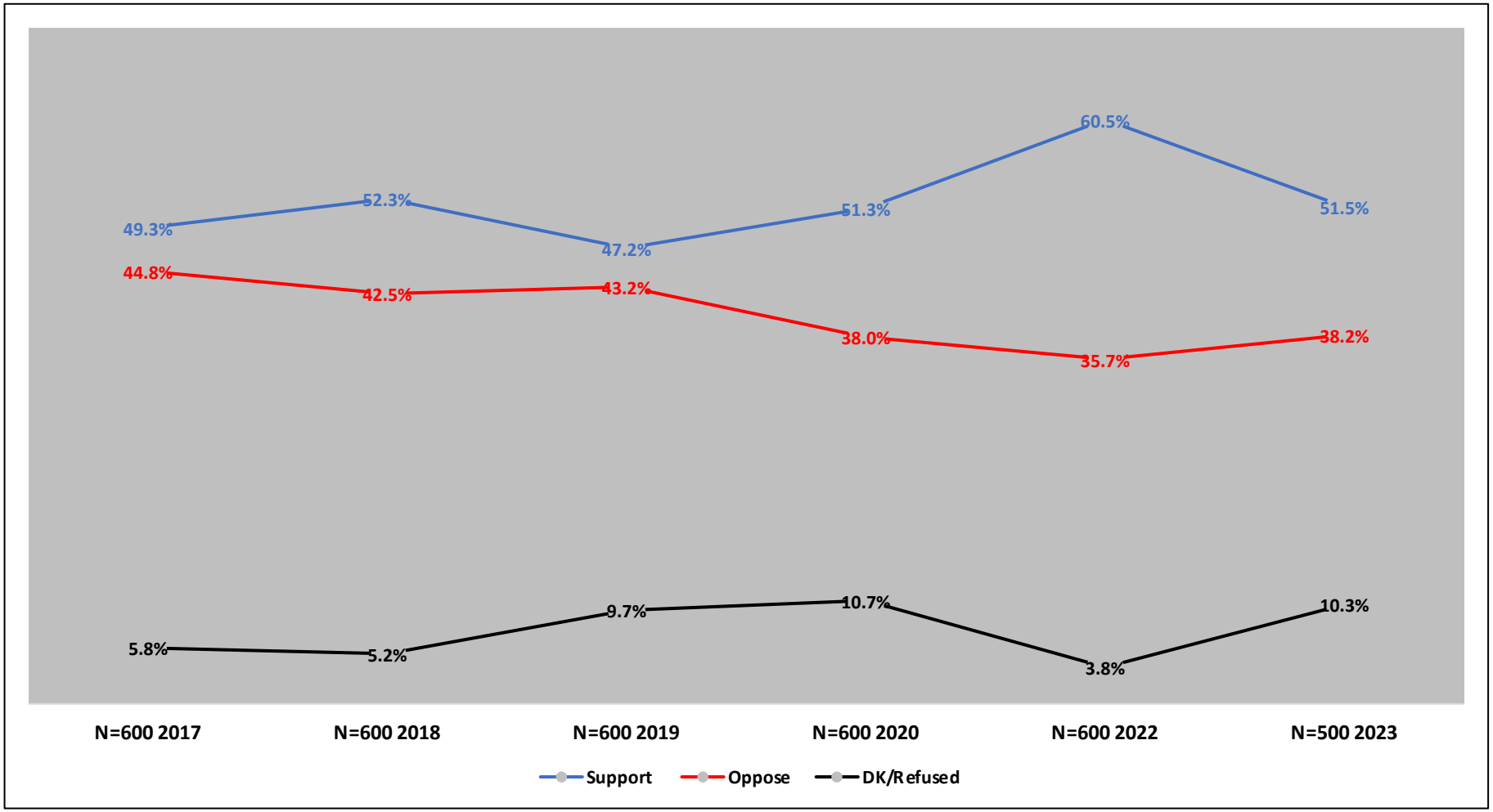


NC Ideological Trends



Would you be more likely to support or oppose a lawmaker or candidate who supports policies that encourage the development of more fossil fuel energy from coal and natural gas?

6 Year Trend Data



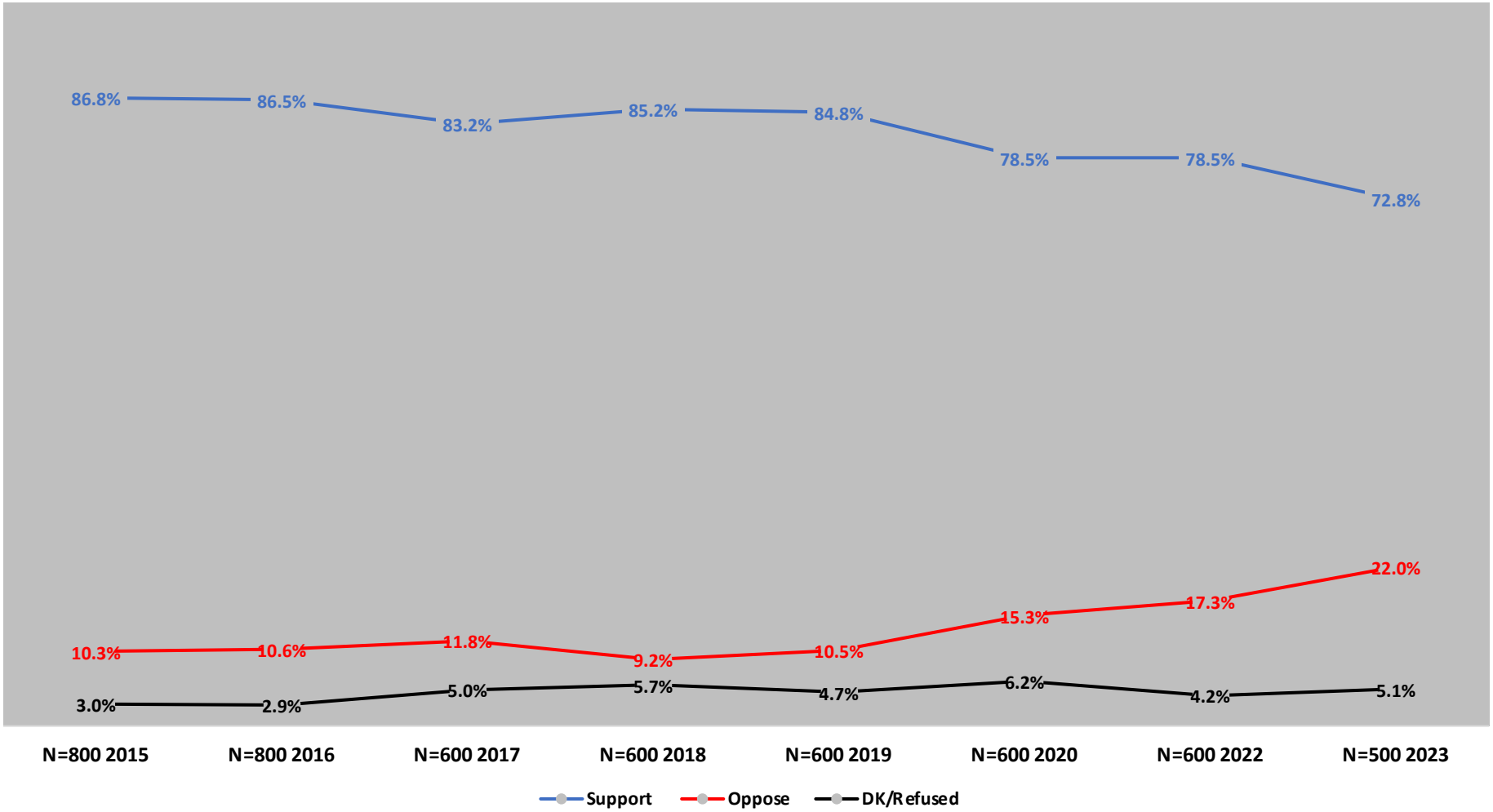
Would you be more likely to support or oppose a lawmaker or candidate who supports policies that encourage the development of more fossil fuel energy such as coal and natural gas?

2023 Data Set

	N=	More Likely	Much More Likey	Somewhat More Likely	Less Likely	Somewhat Less Likely	Much Less Likely	Don't Know		N=	More Likely	Much More Likely	Somewhat More Likely	Less Likely	Somewhat Less Likely	Much Less Likely	Don't Know
Republican	154	78.3%	56.0%	22.3%	12.5%	5.9%	6.6%	9.2%	Rural	194	53.3%	36.2%	17.1%	34.2%	10.6%	23.6%	12.5%
Democrat	175	34.7%	17.6%	17.1%	55.4%	17.6%	37.8%	10.0%	Lived in NC < 10 Years	87	47.4%	29.7%	17.7%	48.4%	15.6%	32.8%	4.1%
Unaffiliated	164	45.3%	30.0%	15.3%	43.1%	15.9%	27.2%	11.6%	11-20 Years	59	45.1%	25.2%	20.0%	47.3%	15.1%	32.2%	7.5%
Male Unaffiliated	82	46.1%	34.1%	12.0%	46.5%	22.7%	23.9%	7.3%	Lived in NC>20 Years	162	49.4%	33.2%	16.2%	38.0%	14.2%	23.8%	12.5%
Female Unaffiliated	82	44.4%	25.7%	18.7%	39.7%	9.1%	30.6%	15.9%	Lived in NC Entire Life	171	57.5%	38.2%	19.2%	30.9%	10.7%	20.2%	11.6%
Liberal	94	19.2%	12.1%	7.1%	76.4%	12.5%	63.9%	4.5%	Vote Democrat	165	27.0%	13.1%	13.9%	64.9%	18.5%	46.3%	8.2%
Moderate	156	35.7%	16.5%	19.2%	51.6%	24.0%	27.6%	12.7%	Splits Ticket	114	44.8%	28.3%	16.6%	46.2%	17.4%	28.8%	9.0%
Conservative	213	80.3%	57.1%	23.2%	11.0%	4.5%	6.5%	8.7%	Vote Republican	174	81.6%	57.6%	23.9%	10.7%	5.4%	5.3%	7.7%
Support More Fossil	258	100.0%	65.2%	34.8%	0.0%	0.0%	0.0%	0.0%	Male Less College Grad.	106	58.0%	41.4%	16.6%	30.6%	11.2%	19.4%	11.4%
Oppose More Fossil	191	0.0%	0.0%	0.0%	100.0%	35.0%	65.0%	0.0%	Male College Grad.	112	48.2%	34.3%	13.8%	48.6%	14.7%	33.9%	3.2%
Support Renewables	364	42.7%	24.9%	17.9%	47.3%	17.1%	30.3%	9.9%	Female Less College Grad.	119	59.6%	35.5%	24.1%	26.8%	9.1%	17.7%	13.6%
Oppose Renewables	110	80.9%	60.2%	20.7%	15.8%	4.0%	11.8%	3.3%	Female College Grad.	132	44.1%	25.7%	18.4%	45.2%	16.4%	28.8%	10.6%
Ubran	97	46.8%	27.5%	19.3%	41.2%	17.2%	24.0%	12.0%	Male	235	53.2%	38.1%	15.1%	39.7%	13.8%	26.0%	7.1%
Suburban	181	51.7%	34.2%	17.5%	42.6%	14.2%	28.5%	5.7%	Female	265	50.0%	29.6%	20.5%	36.9%	13.0%	23.8%	13.1%

Would you be more likely to support or oppose a lawmaker or candidate who supports policies that encourage renewable energy options such as wind, solar, and waste to energy technologies?

8 Year Trend Data



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2023 Data Set

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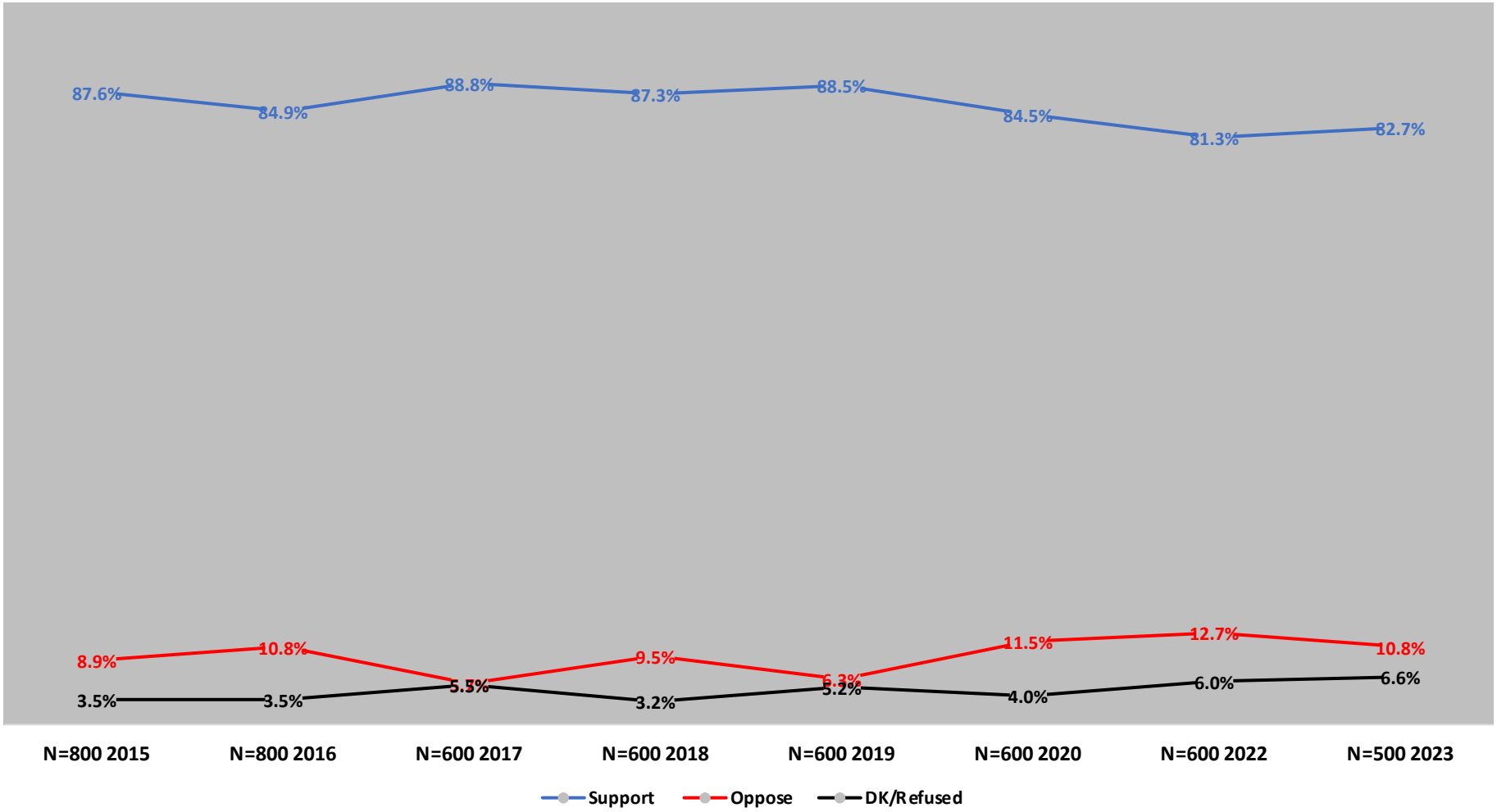
Republican	154	55.9%	25.8%	30.2%	37.3%	14.2%	23.1%	6.8%	Rural	194	67.6%	37.3%	30.3%	27.2%	8.9%	18.2%	5.2%
Democrat	175	90.9%	66.0%	24.9%	6.0%	1.1%	4.8%	3.1%	Lived in NC < 10 Years	87	78.3%	57.4%	20.9%	20.7%	4.9%	15.9%	0.9%
Unaffiliated	164	69.2%	43.6%	25.6%	25.7%	7.8%	17.8%	5.1%	11-20 Years	59	74.8%	50.7%	24.1%	19.3%	9.0%	10.4%	5.8%
Male Unaffiliated	82	65.6%	41.4%	24.2%	31.5%	12.9%	18.5%	2.9%	Lived in NC>20 Years	162	77.3%	46.5%	30.8%	20.7%	7.6%	13.2%	2.0%
Female Unaffiliated	82	72.8%	45.8%	27.0%	19.9%	2.7%	17.1%	7.4%	Lived in NC Entire Life	171	68.4%	40.7%	27.7%	24.0%	7.0%	17.0%	7.6%
Liberal	94	95.5%	75.5%	20.0%	3.2%	0.0%	3.2%	1.3%	Vote Democrat	165	96.3%	72.8%	23.5%	3.4%	0.0%	3.4%	0.3%
Moderate	156	81.0%	50.9%	30.1%	14.4%	4.1%	10.3%	4.6%	Splits Ticket	114	81.9%	51.6%	30.2%	15.1%	3.0%	12.1%	3.0%
Conservative	213	56.7%	31.7%	25.0%	36.8%	14.3%	22.5%	6.5%	Vote Republican	174	49.2%	22.4%	26.8%	43.9%	16.8%	27.7%	6.9%
Support More Fossil	258	60.4%	34.4%	26.0%	34.6%	13.4%	21.1%	5.0%	Male Less College Grad.	106	73.0%	44.5%	28.5%	23.6%	10.4%	13.1%	3.4%
Oppose More Fossil	191	90.3%	69.2%	21.0%	9.1%	1.0%	8.1%	0.6%	Male College Grad.	112	74.6%	55.2%	19.4%	54.8%	9.9%	14.8%	0.6%
Support Renewables	364	100.0%	63.6%	36.4%	0.0%	0.0%	0.0%	0.0%	Female Less College Grad.	119	69.1%	40.7%	28.4%	25.0%	5.8%	19.2%	5.9%
Oppose Renewables	110	0.0%	0.0%	0.0%	100.0%	33.4%	66.6%	0.0%	Female College Grad.	132	80.8%	50.2%	30.7%	13.1%	2.7%	10.4%	6.1%
Urban	97	81.6%	57.1%	24.5%	13.9%	3.5%	10.4%	4.6%	Male	235	71.9%	47.5%	24.4%	25.5%	10.7%	14.8%	2.7%
Suburban	181	77.5%	52.3%	25.1%	19.1%	7.1%	12.0%	3.4%	Female	265	73.7%	45.2%	28.5%	19.0%	4.4%	14.6%	7.3%

Would you be more likely to support or oppose a lawmaker or candidate who supports legislation that would provide additional ways for home or business owners to finance energy efficiency upgrades such as improved insulation, lighting, or windows?

8 Year Trend Data



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2023 Data Set

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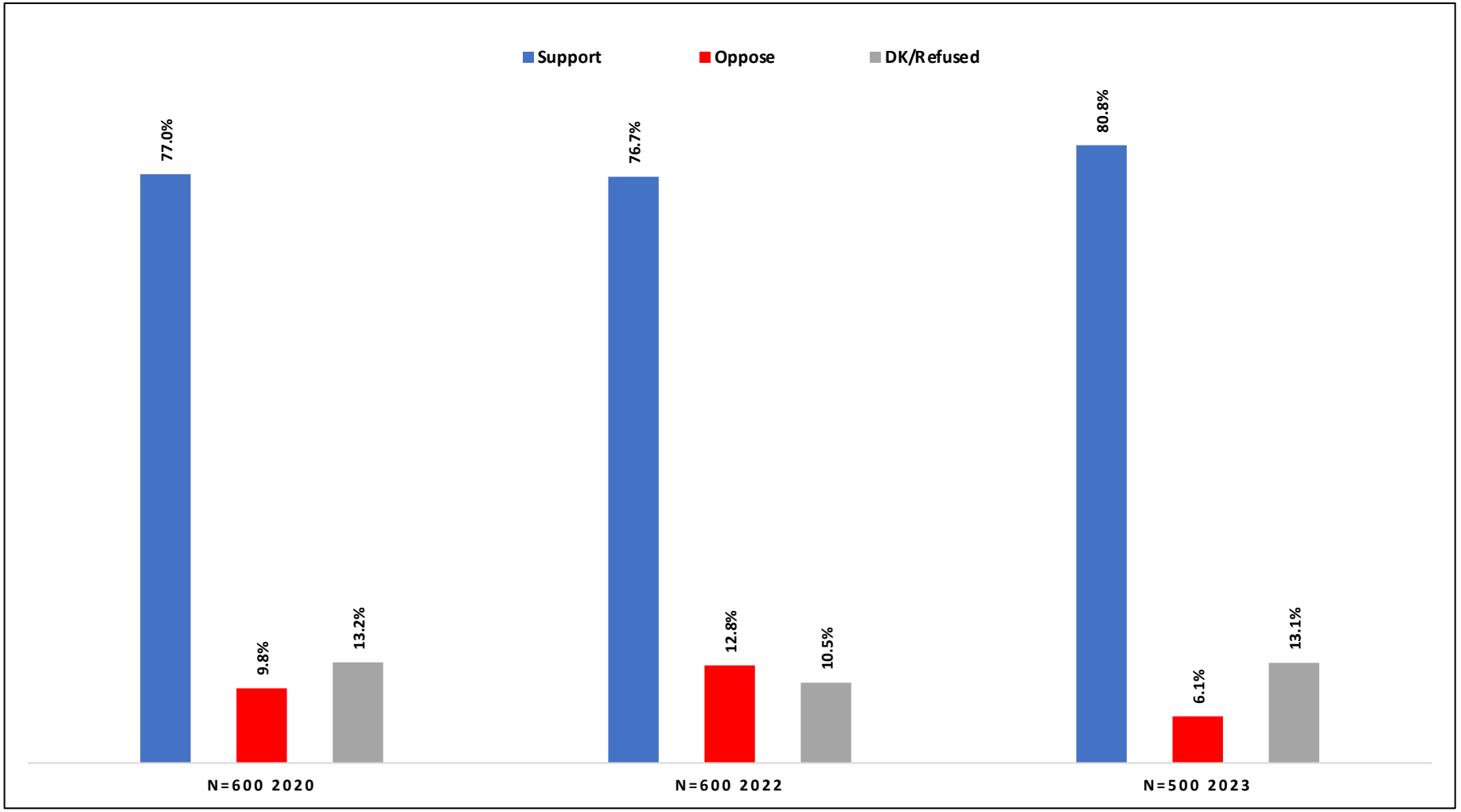
Democrat	175	93.9%	69.8%	24.1%	3.0%	0.6%	2.4%	3.1%	Lived in NC < 10 Years	87	83.9%	65.5%	18.4%	11.0%	3.7%	7.4%	5.1%
Unaffiliated	164	77.4%	54.4%	23.0%	14.2%	4.5%	9.7%	8.4%	11-20 Years	59	82.4%	56.6%	25.8%	9.0%	2.1%	6.9%	8.6%
Male Unaffiliated	82	75.2%	49.1%	26.1%	18.3%	2.7%	15.6%	6.6%	Lived in NC>20 Years	162	86.1%	55.9%	30.2%	9.5%	5.1%	4.5%	4.4%
Female Unaffiliated	82	79.7%	59.8%	19.9%	10.1%	6.4%	3.7%	10.3%	Lived in NC Entire Life	171	79.1%	53.8%	25.3%	13.2%	4.6%	8.6%	7.8%
Liberal	94	98.9%	77.0%	21.9%	1.1%	0.0%	1.1%	0.0%	Vote Democrat	165	97.8%	75.9%	21.8%	0.9%	0.6%	0.3%	1.4%
Moderate	156	86.8%	59.8%	27.0%	7.6%	2.7%	4.9%	5.7%	Splits Ticket	114	87.0%	55.2%	31.8%	7.0%	1.8%	5.3%	6.0%
Conservative	213	74.1%	47.4%	26.7%	17.8%	7.6%	10.1%	8.1%	Vote Republican	174	67.8%	41.4%	26.4%	23.8%	9.5%	14.3%	8.4%
Support More Fossil	258	75.9%	48.4%	27.5%	17.6%	7.2%	10.5%	6.5%	Male Less College Grad.	106	82.9%	59.1%	23.8%	13.5%	4.0%	9.5%	3.6%
Oppose More Fossil	191	94.2%	70.4%	23.8%	2.7%	0.5%	2.2%	3.0%	Male College Grad.	112	83.0%	64.6%	18.3%	12.9%	3.9%	9.0%	4.1%
Support Renewables	364	91.2%	65.9%	25.3%	4.5%	1.8%	2.7%	4.3%	Female Less College Grad.	119	83.5%	46.1%	37.4%	11.6%	3.2%	8.4%	4.9%
Oppose Renewables	110	63.0%	35.1%	27.9%	33.0%	11.6%	21.3%	4.0%	Female College Grad.	132	83.1%	59.6%	23.6%	6.1%	5.3%	0.8%	10.8%
Urban	97	84.9%	59.8%	25.1%	12.2%	5.4%	6.8%	2.9%	Male	235	82.4%	60.3%	22.1%	13.2%	3.7%	9.5%	4.4%
Suburban	181	83.4%	56.7%	26.7%	11.1%	3.7%	7.4%	5.5%	Female	265	82.9%	53.5%	29.5%	8.6%	4.5%	4.2%	8.4%

Would you be more likely to support or oppose a lawmaker or candidate who wants to change North Carolina's regulatory policies to allow for more competition and consumer choice?

3 Year Trend



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2023 Data Set

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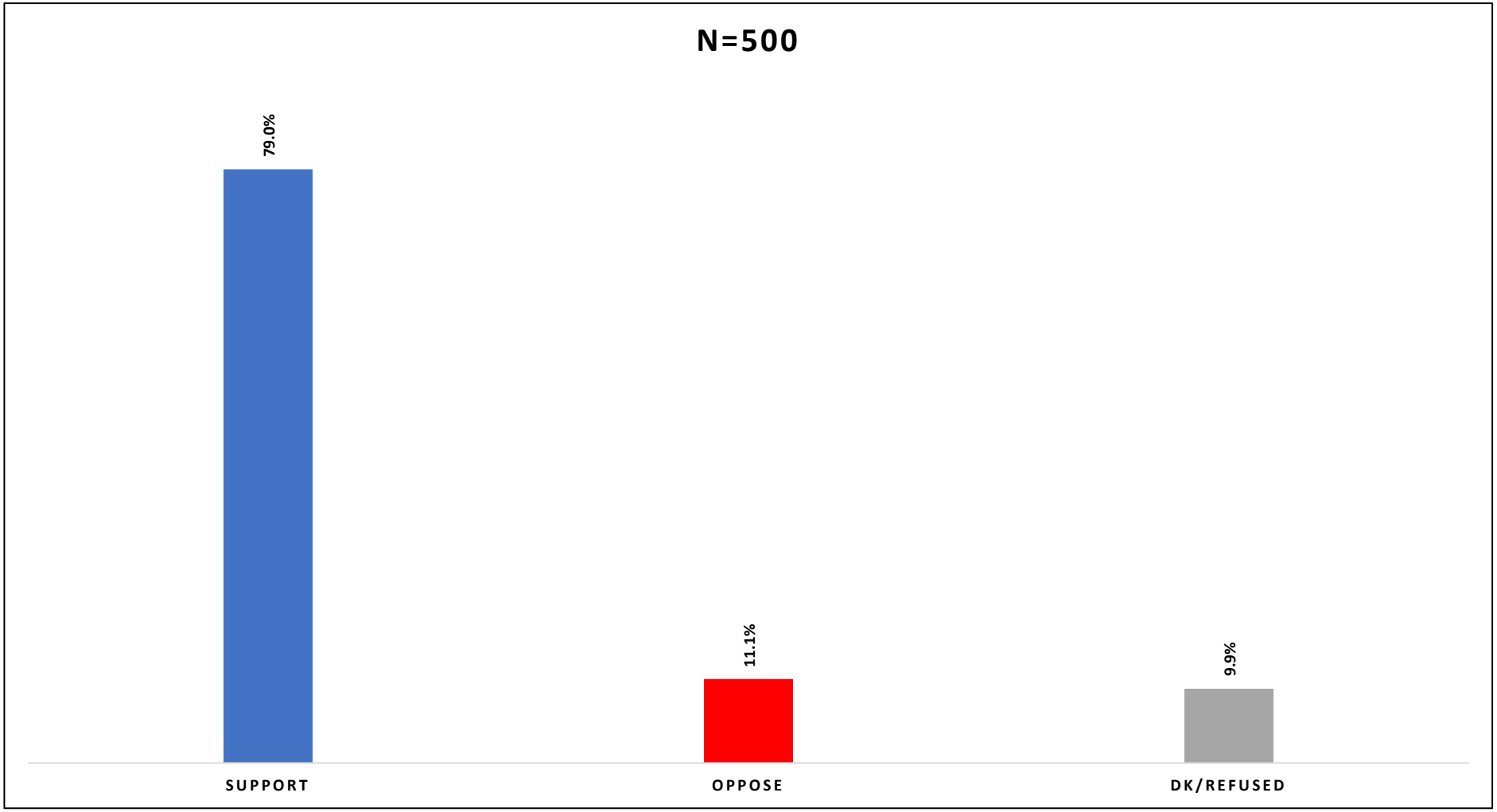
Unaffiliated	164	84.1%	56.6%	27.5%	3.8%	1.7%	2.1%	12.1%	11-20 Years	59	85.9%	58.5%	27.5%	2.4%	0.7%	1.7%	11.7%
Male Unaffiliated	82	84.9%	61.5%	23.4%	4.4%	2.0%	2.4%	10.7%	Lived in NC>20 Years	162	78.0%	49.6%	28.4%	5.0%	2.7%	2.2%	17.1%
Female Unaffiliated	82	83.3%	51.7%	31.6%	3.2%	1.5%	1.7%	13.5%	Lived in NC Entire Life	171	81.4%	53.4%	28.0%	5.7%	2.6%	3.1%	12.9%
Liberal	94	82.3%	49.6%	32.7%	5.1%	1.3%	3.8%	12.5%	Vote Democrat	165	80.0%	45.9%	34.1%	6.7%	3.2%	3.6%	13.3%
Moderate	156	83.2%	51.6%	31.6%	4.5%	2.3%	2.2%	12.3%	Splits Ticket	114	82.6%	60.8%	21.8%	7.2%	4.6%	2.6%	10.2%
Conservative	213	81.3%	55.3%	26.0%	6.2%	3.9%	2.4%	12.5%	Vote Republican	174	83.3%	53.3%	27.0%	4.6%	3.2%	1.4%	12.1%
Support More Fossil	258	85.0%	57.4%	27.6%	5.5%	3.5%	2.0%	9.4%	Male Less College Grad.	106	81.6%	54.0%	27.5%	9.1%	5.5%	3.6%	9.3%
Oppose More Fossil	191	81.2%	51.4%	29.8%	7.3%	3.2%	4.1%	11.4%	Male College Grad.	112	83.3%	59.8%	23.5%	4.7%	2.7%	2.0%	12.0%
Support Renewables	364	82.2%	53.3%	28.9%	6.3%	3.5%	2.8%	11.5%	Female Less College Grad.	119	80.1%	46.3%	33.8%	3.2%	2.5%	0.7%	16.7%
Oppose Renewables	110	81.6%	56.4%	25.2%	6.9%	3.1%	3.8%	11.5%	Female College Grad.	132	79.7%	54.0%	25.7%	6.7%	2.4%	4.3%	13.7%
Urban	97	79.3%	45.1%	34.2%	9.7%	8.3%	1.5%	11.0%	Male	235	82.8%	55.8%	27.1%	7.3%	4.3%	3.0%	9.9%
Suburban	181	81.1%	55.7%	25.4%	6.2%	3.0%	3.2%	12.7%	Female	265	79.0%	50.8%	28.1%	5.2%	2.3%	2.8%	15.9%

Would you be more likely to support or oppose a lawmaker or candidate who supports legislation requiring state agencies to implement energy efficient measures to reduce energy costs, thereby providing a savings to the taxpayer and less burden to our energy grid?

2023 Data Set



Would you be more likely to support or oppose a lawmaker or candidate who supports legislation requiring state agencies to implement energy efficient measures to reduce energy costs, thereby providing a savings to the taxpayer and less burden to our energy grid?

2023 Data Set

	N=	More Likely	Much More Likely	Somewhat More Likely	Less Likely	Somewhat Less Likely	Much Less Likely	Don't Know		N=	More Likely	Much More Likey	Somewhat More Likely	Less Likely	Somewhat Less Likely	Much Less Likely	Don't Know
Republican	154	68.3%	42.4%	25.9%	16.6%	7.0%	9.5%	15.1%	Rural	194	79.5%	55.0%	24.5%	11.4%	5.7%	5.7%	9.1%
Democrat	175	92.3%	69.1%	23.2%	3.0%	7.0%	2.3%	4.7%	Lived in NC < 10 Years	87	82.0%	55.0%	27.1%	8.3%	2.8%	5.6%	9.7%
Unaffiliated	164	75.7%	45.0%	30.6%	14.3%	5.1%	9.2%	10.0%	11-20 Years	59	79.0%	49.8%	29.2%	10.4%	2.8%	7.6%	10.7%
Male Unaffiliated	82	67.8%	36.4%	31.4%	19.0%	4.6%	14.4%	13.2%	Lived in NC>20 Years	162	81.0%	55.5%	25.5%	12.2%	5.3%	6.8%	6.8%
Female Unaffiliated	82	83.6%	53.7%	29.9%	9.6%	5.6%	4.0%	6.9%	Lived in NC Entire Life	171	76.0%	48.6%	27.5%	12.4%	4.0%	8.4%	11.5%
Liberal	94	89.8%	66.0%	23.8%	6.6%	3.4%	3.2%	3.6%	Vote Democrat	165	91.8%	67.9%	23.9%	3.7%	1.1%	2.6%	4.5%
Moderate	156	81.9%	53.3%	28.5%	9.4%	2.2%	7.2%	8.7%	Splits Ticket	114	82.1%	49.1%	33.0%	11.4%	3.5%	7.9%	6.5%
Conservative	213	72.8%	47.9%	24.9%	15.0%	5.9%	9.1%	12.2%	Vote Republican	174	69.1%	42.0%	27.1%	17.9%	7.3%	10.6%	12.9%
Support More Fossil	258	74.8%	47.9%	26.9%	14.8%	6.1%	8.7%	10.5%	Male Less College Grad.	106	74.3%	44.5%	29.8%	14.8%	2.9%	11.9%	10.8%
Oppose More Fossil	191	86.6%	60.4%	26.2%	7.3%	2.0%	5.3%	6.1%	Male College Grad.	112	77.0%	54.1%	23.0%	12.9%	3.6%	9.3%	10.0%
Support Renewables	364	86.4%	59.6%	26.8%	6.7%	2.9%	3.8%	6.8%	Female Less College Grad.	119	86.7%	63.1%	23.6%	7.1%	5.4%	1.7%	6.2%
Oppose Renewables	110	60.7%	34.5%	26.2%	26.8%	8.0%	18.8%	12.4%	Female College Grad.	132	79.2%	49.4%	29.8%	10.9%	4.6%	6.4%	9.9%
Urban	97	83.2%	58.7%	24.5%	7.3%	0.2%	7.0%	9.5%	Male	235	75.3%	49.1%	26.2%	13.3%	3.4%	9.9%	11.4%
Suburban	181	80.1%	53.7%	26.5%	11.5%	6.2%	5.3%	8.3%	Female	265	82.3%	56.1%	26.2%	9.0%	4.7%	4.3%	8.7%

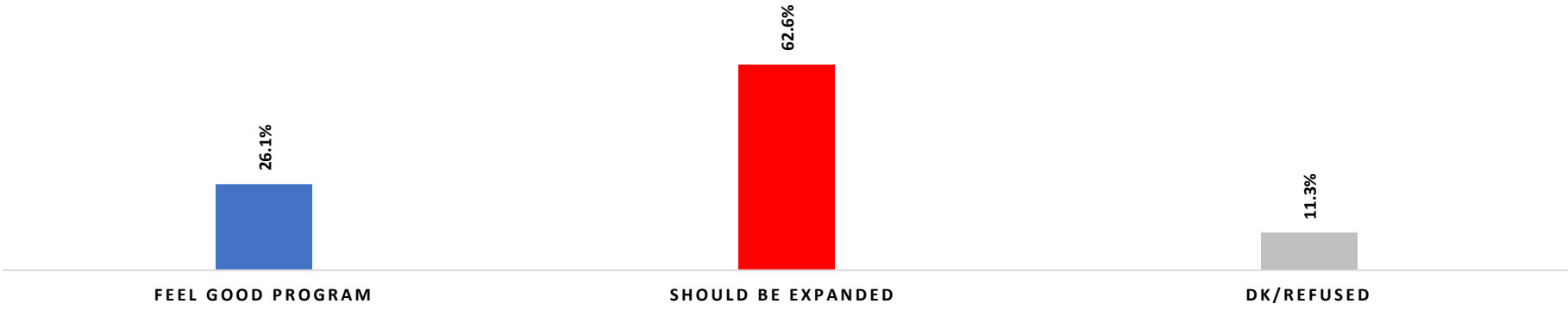
Which of the following two statements best represents your view on renewable energy sources such as solar and wind?

1. Solar and wind bring very little benefit to our energy supply and are just feel-good programs promoted by politicians.

2. Solar and wind represent advances in energy production and should be expanded to help meet future energy needs.

2023 Data Set

N=500



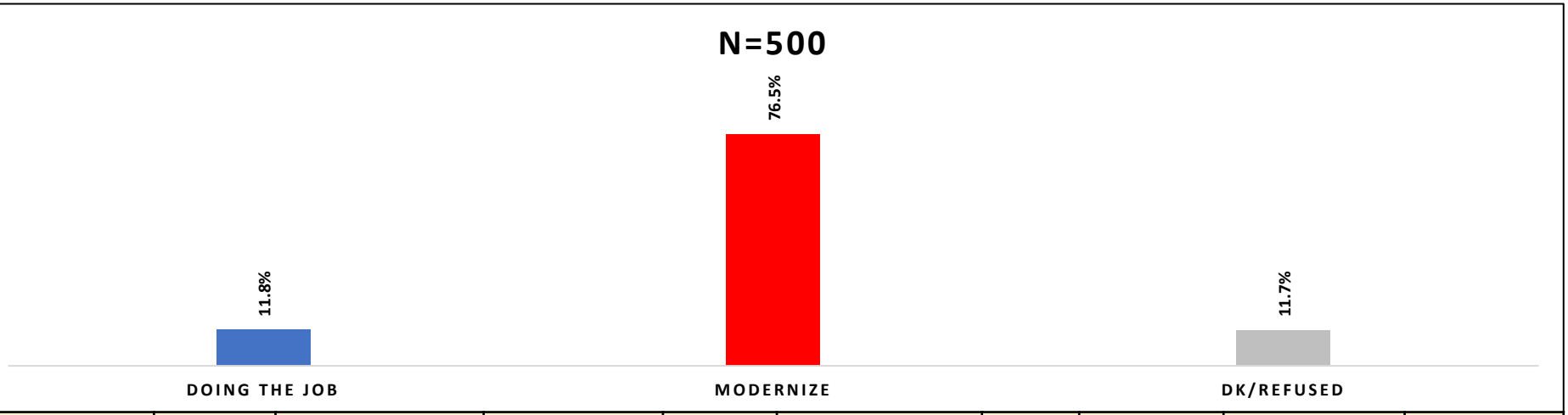
	N=	Feel Good Program	Should be Expanded	Don't Know		N=	Feel Good Program	Should be Expanded	Don't Know
Republican	154	42.6%	38.6%	18.7%	Rural	194	28.0%	59.7%	7.7%
Democrat	175	6.1%	88.9%	5.1%	Lived in NC < 10 Years	87	25.1%	66.9%	8.0%
Unaffiliated	164	32.2%	57.1%	10.8%	11-20 Years	59	22.8%	69.6%	7.6%
Male Unaffiliated	82	38.0%	50.0%	11.9%	Lived in NC>20 Years	162	26.9%	63.8%	9.3%
Female Unaffiliated	82	26.3%	64.2%	9.6%	Lived in NC Entire Life	171	26.1%	58.8%	15.1%
Liberal	94	5.3%	90.6%	4.1%	Vote Democrat	165	4.3%	93.4%	2.4%
Moderate	156	18.7%	74.5%	6.7%	Splits Ticket	114	21.8%	69.8%	8.5%
Conservative	213	42.5%	40.9%	16.6%	Vote Republican	174	48.6%	33.7%	17.8%
Support More Fossil	258	43.2%	43.0%	13.7%	Male Less College Grad.	106	32.1%	53.1%	14.8%
Oppose More Fossil	191	5.2%	89.0%	5.8%	Male College Grad.	112	27.3%	64.6%	12.5%
Support Renewables	364	12.6%	78.9%	8.5%	Female Less College Grad.	119	23.9%	63.6%	12.5%
Oppose Renewables	110	71.2%	17.1%	11.7%	Female College Grad.	132	20.4%	71.7%	7.9%
Urban	97	18.2%	77.0%	4.8%	Male	235	30.6%	57.2%	12.2%
Suburban	181	27.3%	64.8%	7.9%	Female	265	22.1%	67.4%	10.4%

Which of the following do you think is the best way to ensure a stable supply of electricity to meet all our state's energy needs?

1. The current system is doing the job; we must invest more money in public utilities like Duke Energy.

2. We need to modernize the current system by relying more on competition and customer choice.

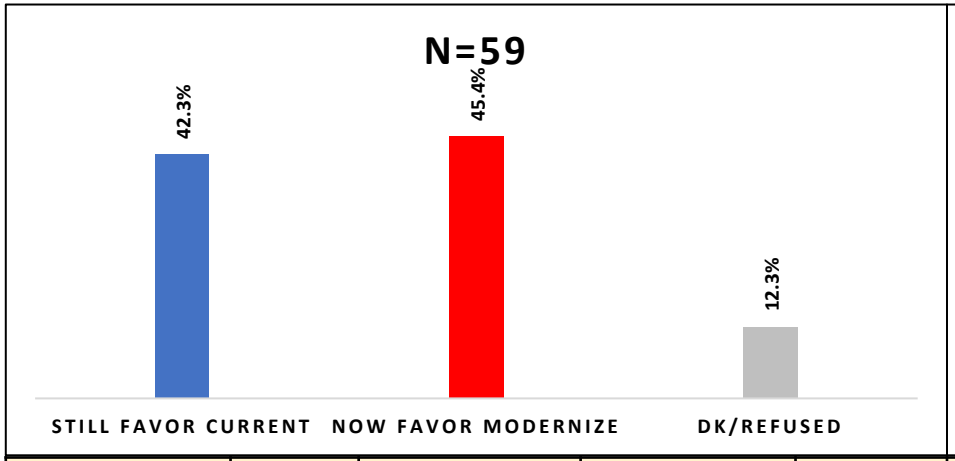
2023 Data Set

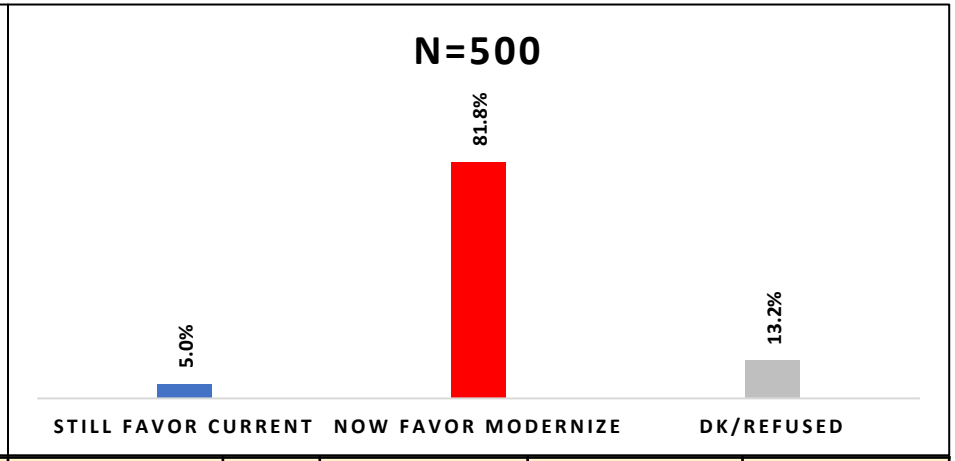


	N=	Doing the Job	Modernize	Don't Know		N=	Doing the Job	Modernize	Don't Know
Republican	154	17.3%	71.7%	10.9%	11-20 Years	59	7.6%	71.8%	20.6%
Democrat	175	8.9%	81.1%	10.0%	Lived in NC>20 Years	162	10.0%	81.2%	8.8%
Unaffiliated	164	10.1%	75.3%	14.5%	Lived in NC Entire Life	171	15.0%	74.2%	10.8%
Male Unaffiliated	82	11.0%	79.5%	9.5%	Vote Democrat	165	9.0%	80.2%	10.7%
Female Unaffiliated	82	9.3%	71.1%	19.6%	Splits Ticket	114	9.5%	78.1%	12.4%
Liberal	94	8.1%	73.2%	18.7%	Vote Republican	174	15.5%	74.8%	9.7%
Moderate	156	10.6%	78.4%	11.1%	Male Less College Grad.	106	15.1%	76.9%	8.0%
Conservative	213	14.4%	77.0%	8.6%	Male College Grad.	112	13.4%	76.0%	10.6%
Urban	97	8.3%	83.8%	7.9%	Female Less College Grad.	119	5.6%	81.3%	13.1%
Suburban	181	10.5%	73.5%	16.0%	Female College Grad.	132	11.6%	75.4%	13.0%
Rural	194	13.3%	77.5%	9.2%	Male	235	14.0%	76.5%	9.5%
Lived in NC < 10 Years	87	9.9%	77.9%	12.2%	Female	265	9.8%	76.5%	13.7%

Would you still favor investing more money into our current system or would you now favor modernizing the system if you knew hundreds of thousands of North Carolinians were without power this past Christmas Eve due to Duke Energy's inability to keep up with current demand loads due to cold weather?

2023 Data Set

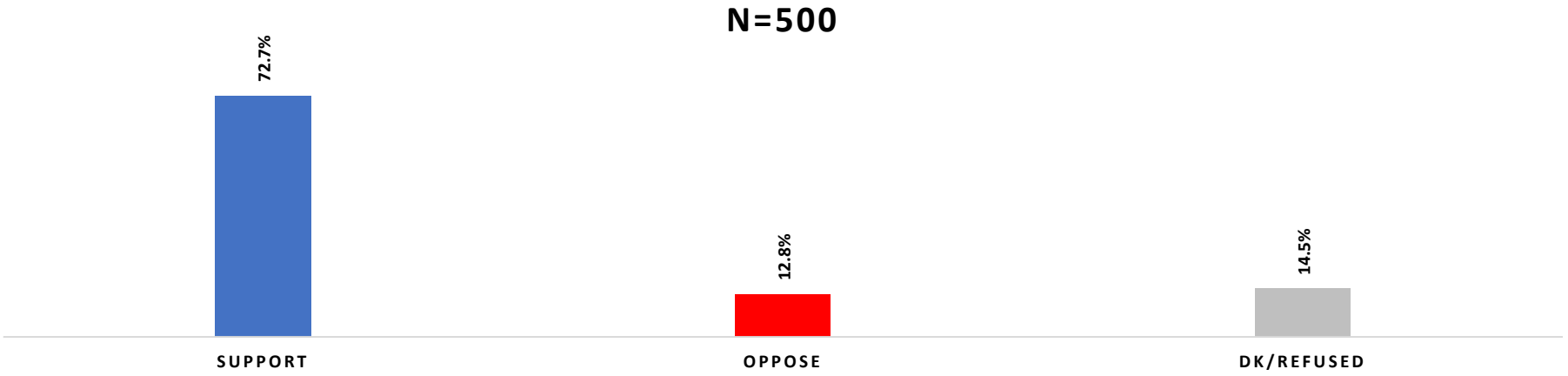




	N=	Still Favor Current	Now Favor Modernize	Don't Know		N=	Still Favor Current	Now Favor Modernize	Don't Know
Republican	27	47.4%	43.6%	9.0%	11-20 Years	4	41.1%	36.4%	22.5%
Democrat	15	35.0%	46.8%	18.3%	Lived in NC>20 Years	16	33.5%	46.8%	19.7%
Unaffiliated	17	41.0%	47.0%	12.0%	Lived in NC Entire Life	26	41.6%	50.4%	8.0%
Male Unaffiliated	13	51.2%	37.8%	11.1%	Vote Democrat	15	31.0%	50.0%	19.0%
Female Unaffiliated	10	29.0%	57.9%	13.1%	Splits Ticket	11	20.4%	61.1%	18.5%
Liberal	8	42.1%	55.2%	2.7%	Vote Republican	27	52.3%	38.8%	9.0%
Moderate	16	32.8%	45.2%	22.0%	Male Less College Grad.	16	48.0%	34.2%	17.8%
Conservative	31	50.0%	42.1%	7.9%	Male College Grad.	15	50.7%	36.0%	13.3%
Urban	8	32.6%	64.8%	2.6%	Female Less College Grad.	7	72.6%	24.3%	3.1%
Suburban	19	50.5%	44.2%	5.2%	Female College Grad.	15	11.9%	73.6%	14.4%
Rural	26	37.5%	43.0%	19.5%	Male	33	49.4%	36.0%	14.6%
Lived in NC < 10 Years	9	46.6%	41.8%	11.6%	Female	26	33.4%	57.3%	9.3%

Would you support or oppose current legislation that would authorize a study to examine the public benefits of restructuring options for the generation, transmission, and distribution of electricity in North Carolina?

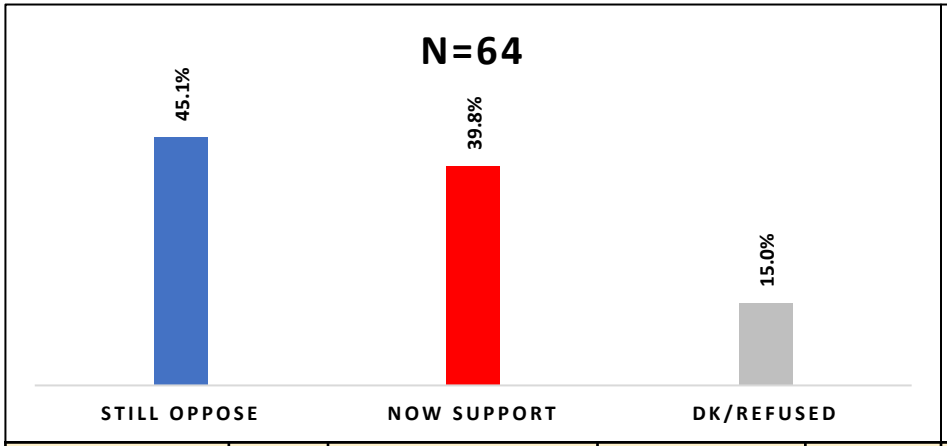
2023 Data Set

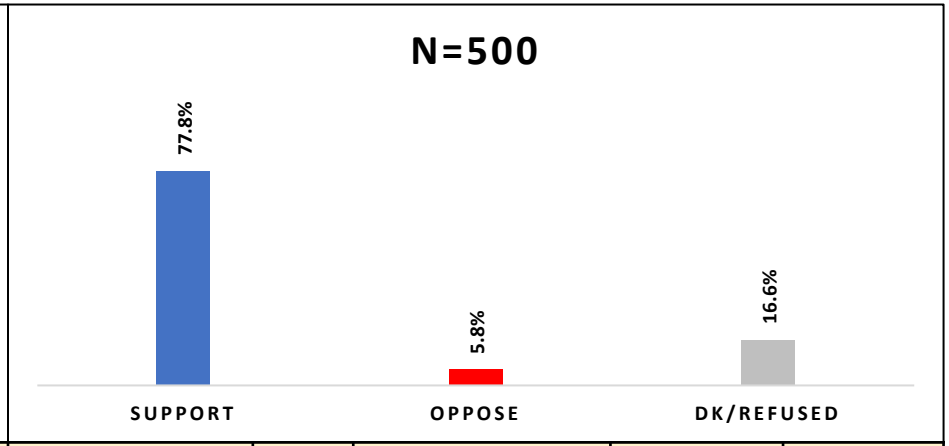


	N=	Support	Oppose	Don't Know		N=	Support	Oppose	Don't Know
Republican	154	63.5%	19.9%	16.6%	11-20 Years	59	73.8%	11.4%	14.8%
Democrat	175	83.7%	5.2%	11.1%	Lived in NC>20 Years	162	75.2%	11.6%	13.2%
Unaffiliated	164	69.0%	14.8%	16.3%	Lived in NC Entire Life	171	71.7%	12.7%	16.2%
Male Unaffiliated	82	69.5%	19.0%	11.5%	Vote Democrat	165	85.5%	4.6%	9.9%
Female Unaffiliated	82	68.4%	10.6%	21.1%	Splits Ticket	114	77.9%	11.6%	10.5%
Liberal	94	89.1%	2.1%	8.7%	Vote Republican	174	63.0%	19.0%	17.9%
Moderate	156	73.4%	12.7%	13.9%	Male Less College Grad.	106	75.3%	11.4%	13.3%
Conservative	213	64.5%	17.2%	18.3%	Male College Grad.	112	73.6%	15.6%	10.8%
Urban	97	78.9%	10.6%	10.6%	Female Less College Grad.	119	73.9%	10.6%	15.5%
Suburban	181	71.1%	12.6%	16.3%	Female College Grad.	132	73.6%	11.2%	15.2%
Rural	194	73.2%	12.8%	13.9%	Male	235	73.6%	14.3%	12.2%
Lived in NC < 10 Years	87	74.9%	13.6%	11.5%	Female	265	71.9%	11.5%	16.6%

Would you still oppose this legislation if you knew the purpose of the study is to find more ways to modernize the current system to make electricity more reliable and provide consumers with more options on how they receive their electricity?

2023 Data Set

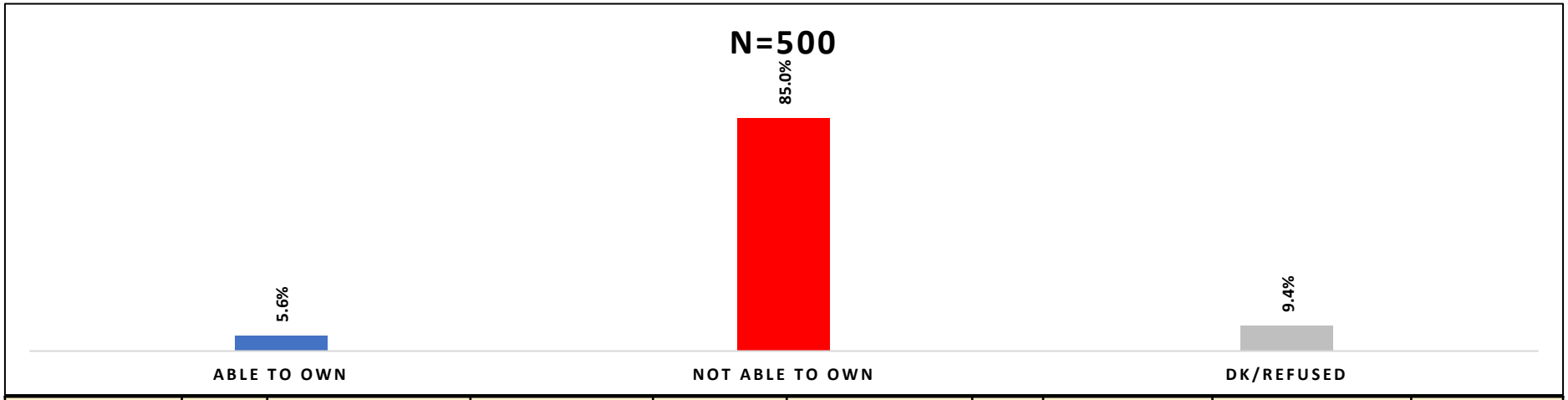




	N=	Still Oppose	Now Support	Don't Know		N=	Still Oppose	Now Support	Don't Know
Republican	31	34.7%	54.2%	11.1%	11-20 Years	7	66.3%	30.6%	3.1%
Democrat	9	29.0%	48.9%	22.1%	Lived in NC>20 Years	19	56.3%	33.1%	10.6%
Unaffiliated	24	64.4%	18.3%	17.3%	Lived in NC Entire Life	22	23.2%	49.0%	27.7%
Male Unaffiliated	16	57.6%	23.2%	19.2%	Vote Democrat	8	36.9%	50.0%	13.1%
Female Unaffiliated	9	76.5%	9.5%	13.9%	Splits Ticket	13	37.8%	30.5%	31.8%
Liberal	2	50.0%	50.0%	0.0%	Vote Republican	33	39.4%	47.2%	13.3%
Moderate	20	37.3%	41.5%	21.2%	Male Less College Grad.	12	18.3%	55.1%	26.6%
Conservative	37	50.6%	37.4%	12.1%	Male College Grad.	17	57.5%	31.0%	11.5%
Urban	10	43.1%	43.1%	13.8%	Female Less College Grad.	13	30.2%	44.4%	25.3%
Suburban	23	36.0%	54.4%	9.6%	Female College Grad.	15	59.4%	32.5%	8.1%
Rural	25	53.2%	22.7%	24.1%	Male	34	42.5%	42.0%	15.5%
Lived in NC < 10 Years	12	49.1%	39.0%	11.9%	Female	31	48.0%	37.5%	14.5%

Do you believe that Duke Energy should be allowed to own all-new clean energy generation if other private energy businesses like solar, wind, or battery companies can provide these projects at a cheaper cost?

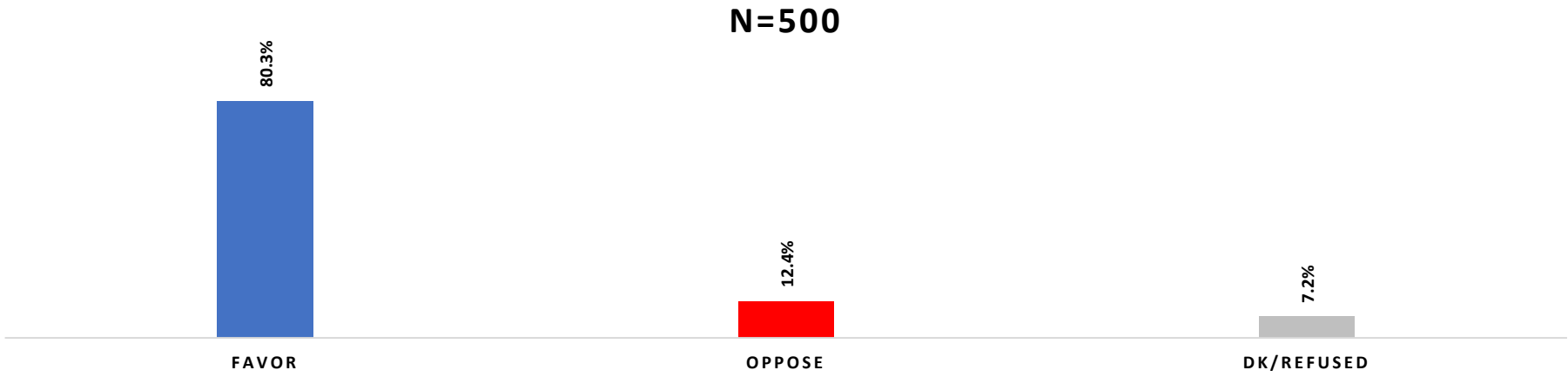
2023 Data Set



	N=	Able to Own	Not Able to Own	Don't Know		N=	Able to Own	Not Able to Own	Don't Know
Republican	154	9.9%	77.9%	12.4%	11-20 Years	59	4.5%	86.9%	8.6%
Democrat	175	3.1%	90.9%	6.0%	Lived in NC>20 Years	162	4.6%	88.3%	7.1%
Unaffiliated	164	3.9%	85.6%	10.5%	Lived in NC Entire Life	171	8.4%	82.4%	9.2%
Male Unaffiliated	82	4.6%	85.1%	10.2%	Vote Democrat	165	2.8%	90.7%	6.5%
Female Unaffiliated	82	3.2%	86.0%	10.8%	Splits Ticket	114	5.6%	86.3%	8.1%
Liberal	94	4.2%	91.1%	4.7%	Vote Republican	174	9.7%	78.8%	11.5%
Moderate	156	4.6%	85.8%	9.5%	Male Less College Grad.	106	8.2%	83.4%	8.4%
Conservative	213	7.5%	82.0%	10.6%	Male College Grad.	112	8.8%	85.1%	6.1%
Urban	97	6.6%	88.0%	5.4%	Female Less College Grad.	119	5.9%	88.2%	5.9%
Suburban	181	4.0%	85.8%	10.2%	Female College Grad.	132	1.2%	85.9%	12.9%
Rural	194	6.4%	84.7%	8.9%	Male	235	8.3%	83.3%	8.4%
Lived in NC < 10 Years	87	4.1%	83.5%	12.4%	Female	265	3.3%	86.4%	10.3%

Do you favor or oppose legislation requiring a study to examine options for modernizing Duke Energy's monopoly to provide more competition and direct sales from other electricity producers to the consumer?

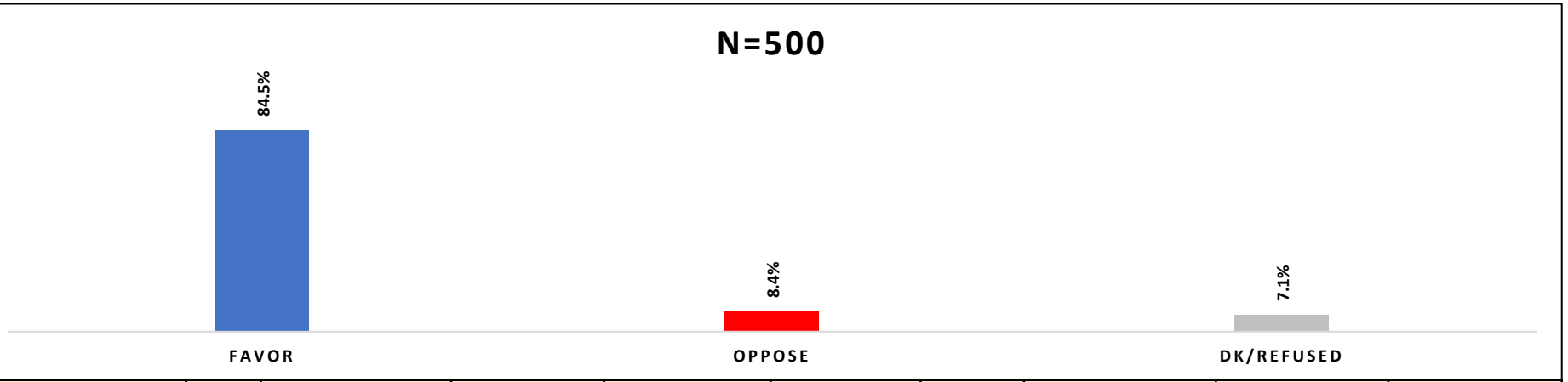
2023 Data Set



	N=	Favor	Oppose	Don't Know		N=	Favor	Oppose	Don't Know
Republican	154	76.6%	17.6%	5.9%	11-20 Years	59	75.6%	15.1%	9.3%
Democrat	175	86.4%	9.7%	3.8%	Lived in NC>20 Years	162	86.7%	7.2%	6.1%
Unaffiliated	164	76.9%	10.9%	12.2%	Lived in NC Entire Life	171	80.7%	13.0%	6.2%
Male Unaffiliated	82	70.5%	14.1%	15.3%	Vote Democrat	165	86.2%	10.1%	3.7%
Female Unaffiliated	82	83.3%	7.6%	9.1%	Splits Ticket	114	80.5%	12.1%	7.4%
Liberal	94	87.2%	4.7%	8.1%	Vote Republican	174	78.5%	13.3%	8.2%
Moderate	156	83.7%	11.0%	5.3%	Male Less College Grad.	106	81.4%	12.2%	6.5%
Conservative	213	75.5%	16.4%	8.0%	Male College Grad.	112	76.3%	14.3%	9.3%
Urban	97	89.4%	6.0%	4.6%	Female Less College Grad.	119	85.2%	8.2%	6.6%
Suburban	181	80.2%	13.5%	6.3%	Female College Grad.	132	82.3%	14.0%	3.7%
Rural	194	78.2%	13.9%	7.9%	Male	235	77.4%	14.4%	8.2%
Lived in NC < 10 Years	87	75.2%	17.7%	7.1%	Female	265	82.9%	10.7%	6.4%

Would you favor or oppose new regulations requiring utility companies to expand weatherization and energy efficiency programs for people struggling to pay their utility bills, including seniors, veterans, and working families?

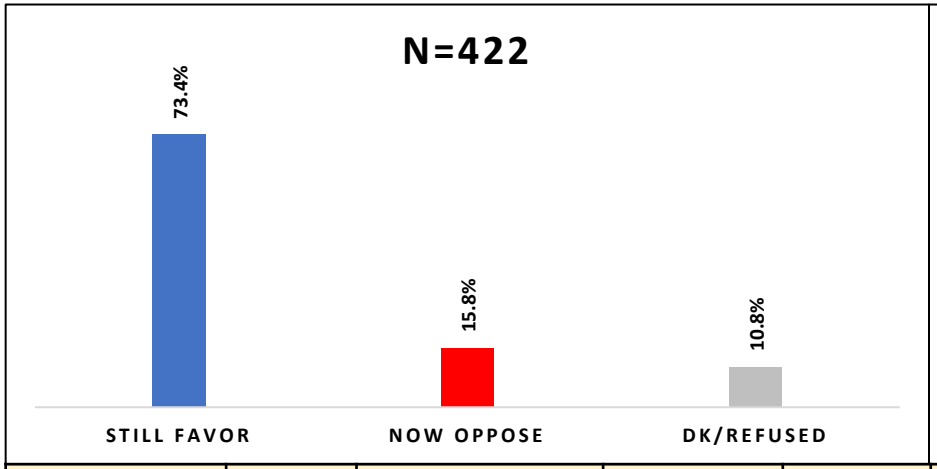
2023 Data Set

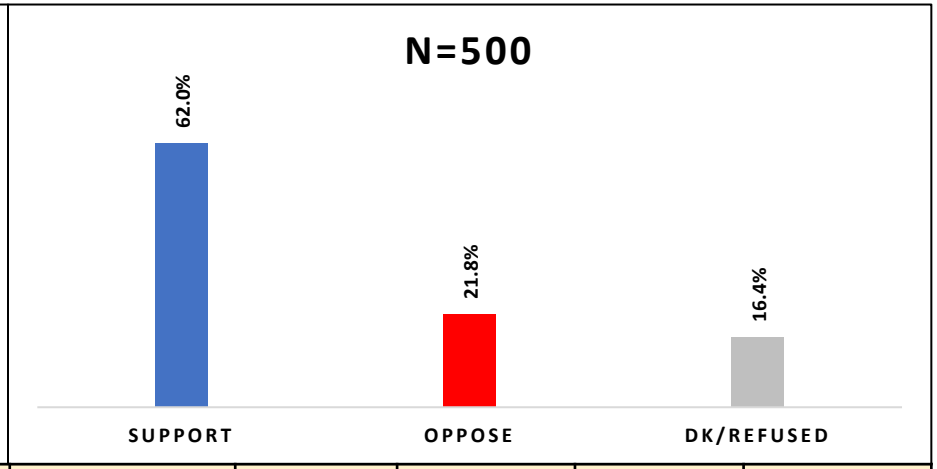


	N=	Favor	Oppose	Don't Know		N=	Favor	Oppose	Don't Know
Republican	154	81.3%	9.2%	9.5%	11-20 Years	59	86.2%	9.3%	4.5%
Democrat	175	92.2%	5.4%	2.4%	Lived in NC>20 Years	162	84.5%	7.4%	8.1%
Unaffiliated	164	78.6%	11.4%	10.0%	Lived in NC Entire Life	171	84.7%	8.1%	7.2%
Male Unaffiliated	82	70.5%	18.5%	11.0%	Vote Democrat	165	94.3%	2.8%	2.9%
Female Unaffiliated	82	86.7%	4.2%	9.1%	Splits Ticket	114	91.2%	4.6%	4.2%
Liberal	94	93.2%	3.6%	3.2%	Vote Republican	174	73.3%	16.6%	10.0%
Moderate	156	88.4%	5.7%	5.9%	Male Less College Grad.	106	78.5%	12.2%	9.3%
Conservative	213	77.4%	13.1%	9.6%	Male College Grad.	112	83.3%	12.2%	4.5%
Urban	97	92.9%	4.2%	2.9%	Female Less College Grad.	119	90.9%	2.5%	6.6%
Suburban	181	81.6%	11.3%	7.1%	Female College Grad.	132	86.3%	7.1%	6.5%
Rural	194	83.8%	8.6%	7.6%	Male	235	80.2%	12.6%	7.2%
Lived in NC < 10 Years	87	82.3%	12.4%	5.3%	Female	265	88.2%	4.7%	7.0%

Would you still favor regulations requiring utility companies to expand weatherization and energy efficiency programs for people struggling to pay their utility bills if you knew the additional costs of these improvements would be passed on to other consumers, but they would benefit from long-term savings on their utility bills?

2023 Data Set



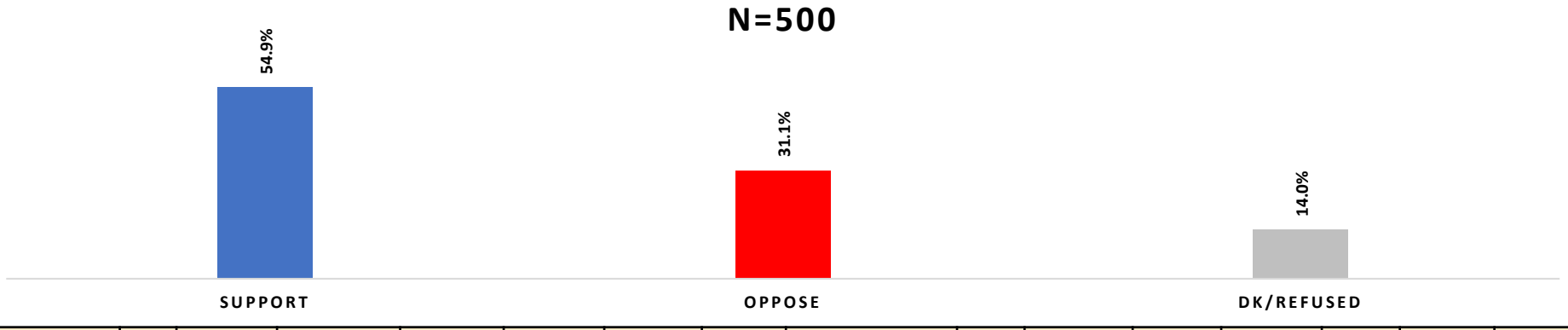


	N=	Still Favor	Now Oppose	Don't Know
Republican	126	69.6%	19.4%	11.1%
Democrat	161	76.9%	13.9%	9.2%
Unaffiliated	129	71.6%	15.4%	13.1%
Male Unaffiliated	58	74.4%	15.6%	10.0%
Female Unaffiliated	71	69.3%	15.2%	15.5%
Liberal	88	84.0%	5.5%	10.5%
Moderate	138	70.7%	17.0%	12.3%
Conservative	164	72.7%	17.5%	9.8%
Urban	90	75.1%	15.4%	9.6%
Suburban	148	77.0%	13.2%	9.8%
Rural	162	69.6%	17.8%	12.6%
Lived in NC < 10 Years	72	76.0%	14.5%	9.5%

	N=	Still Favor	Now Oppose	Don't Know
11-20 Years	50	75.7%	13.9%	10.4%
Lived in NC>20 Years	137	76.5%	15.5%	7.9%
Lived in NC Entire Life	145	69.3%	17.1%	13.6%
Vote Democrat	155	81.3%	9.7%	9.0%
Splits Ticket	104	67.8%	18.9%	13.3%
Vote Republican	128	70.5%	18.1%	11.4%
Male Less College Grad.	83	66.3%	20.3%	13.3%
Male College Grad.	93	84.2%	11.9%	3.9%
Female Less College Grad.	108	69.8%	18.1%	12.0%
Female College Grad.	114	76.8%	12.0%	11.3%
Male	188	75.0%	16.6%	8.3%
Female	234	72.0%	15.2%	12.8%

Do you support or oppose building wind energy turbines off the coast of North Carolina?

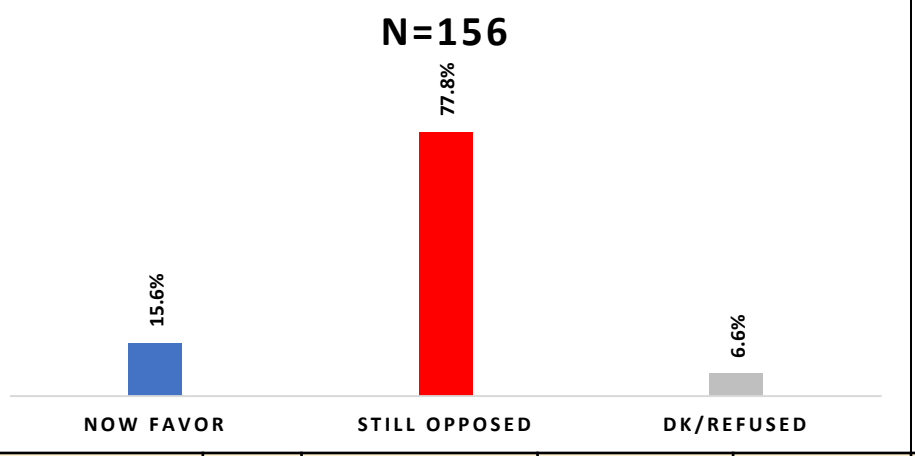
2023 Data Set

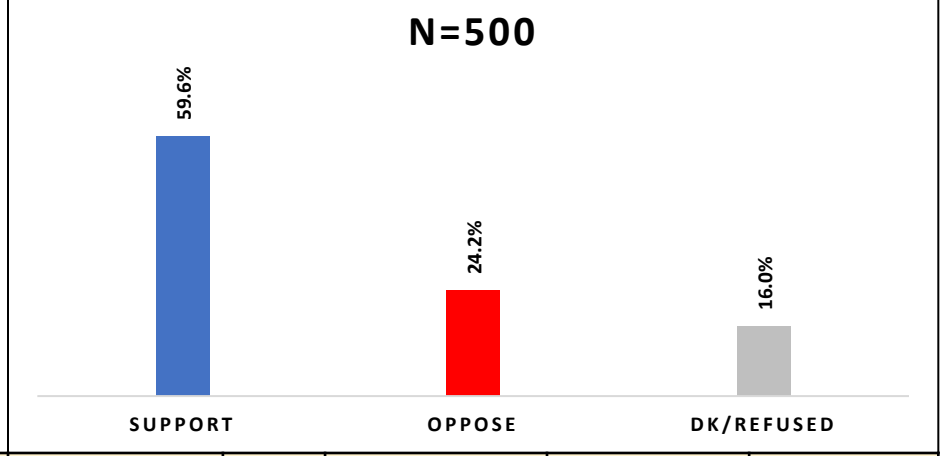


	N=	Support	Strongly Support	Somewhat Support	Oppose	Somewhat Oppose	Strongly Oppose		N=	Support	Strongly Support	Somewhat Support	Oppose	Somewhat Oppose	Strongly Oppose
Republican	154	37.8%	16.8%	21.1%	49.6%	9.8%	39.9%	11-20 Years	59	66.9%	39.1%	27.8%	22.8%	7.5%	15.3%
Democrat	175	71.3%	46.4%	24.9%	15.8%	6.5%	9.3%	Lived in NC>20 Years	162	55.5%	33.0%	22.5%	30.1%	6.8%	23.3%
Unaffiliated	164	53.4%	27.0%	26.4%	31.1%	6.0%	25.1%	Lived in NC Entire Life	171	53.8%	30.0%	23.9%	32.4%	7.8%	24.6%
Male Unaffiliated	82	51.4%	27.1%	24.4%	37.4%	5.4%	32.0%	Vote Democrat	165	77.3%	52.2%	25.1%	11.3%	6.5%	4.9%
Female Unaffiliated	82	55.4%	27.0%	28.4%	24.8%	6.6%	18.2%	Splits Ticket	114	62.1%	32.7%	29.4%	25.8%	6.9%	19.0%
Liberal	94	76.0%	50.0%	26.0%	9.1%	6.4%	2.8%	Vote Republican	174	32.9%	13.5%	19.4%	53.7%	9.5%	44.3%
Moderate	156	59.9%	30.5%	29.4%	24.6%	5.9%	18.6%	Male Less College Grad.	106	55.1%	31.4%	23.7%	34.6%	8.8%	25.9%
Conservative	213	40.8%	21.3%	19.5%	47.2%	9.5%	37.6%	Male College Grad.	112	57.4%	34.4%	23.0%	34.1%	7.0%	27.1%
Urban	97	62.9%	31.4%	31.5%	19.3%	4.8%	14.5%	Female Less College Grad.	119	52.0%	29.4%	22.6%	29.7%	4.7%	25.0%
Suburban	181	57.9%	32.7%	25.3%	33.5%	8.0%	25.5%	Female College Grad.	132	59.3%	31.6%	27.7%	26.9%	9.5%	17.4%
Rural	194	48.8%	28.7%	20.1%	35.9%	9.0%	26.8%	Male	235	55.3%	31.3%	23.9%	34.3%	7.4%	26.9%
Lived in NC < 10 Years	87	52.7%	26.4%	26.2%	35.2%	7.8%	27.4%	Female	265	54.5%	30.6%	23.9%	28.4%	7.3%	21.1%

Would you still oppose building wind energy turbines off the coast of North Carolina if you knew the wind turbines would be 20 miles or more off the coastline and minimally visible from the shoreline?

2023 Data Set



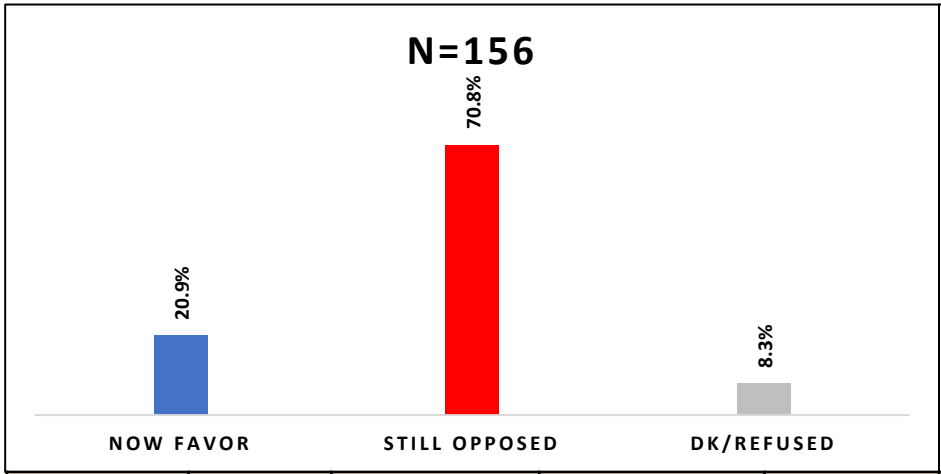


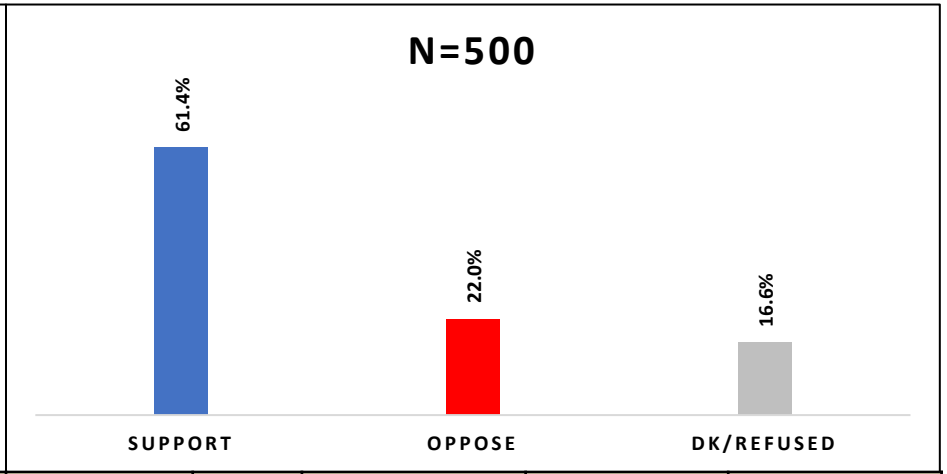
	N=	Now Favor	Still Opposed	Don't Know
Republican	77	12.6%	79.8%	7.6%
Democrat	28	23.2%	69.6%	7.2%
Unaffiliated	51	16.1%	79.1%	4.7%
Male Unaffiliated	31	8.5%	86.9%	4.6%
Female Unaffiliated	20	27.7%	67.4%	4.9%
Liberal	9	11.6%	65.2%	23.2%
Moderate	38	28.2%	71.2%	0.5%
Conservative	100	10.4%	82.6%	7.0%
Urban	19	12.9%	81.7%	5.4%
Suburban	61	16.5%	75.2%	8.3%
Rural	70	15.6%	78.3%	6.1%
Lived in NC < 10 Years	31	18.3%	77.1%	4.6%

	N=	Now Favor	Still Opposed	Don't Know
11-20 Years	13	22.5%	77.5%	0.0%
Lived in NC>20 Years	49	18.9%	74.9%	6.2%
Lived in NC Entire Life	55	9.9%	81.4%	8.7%
Vote Democrat	19	36.5%	57.0%	6.5%
Splits Ticket	29	15.0%	81.6%	3.4%
Vote Republican	93	12.7%	80.9%	6.5%
Male Less College Grad.	37	11.6%	82.9%	5.5%
Male College Grad.	38	15.8%	74.2%	10.0%
Female Less College Grad.	35	17.0%	79.0%	4.0%
Female College Grad.	36	19.2%	75.2%	5.6%
Male	81	14.2%	78.5%	7.2%
Female	75	17.1%	77.1%	5.9%

Would you still oppose building wind energy turbines off the coast of North Carolina if you knew that studies show that wind turbines provide an artificial reef structure that improves off-shore and crustacean habitats?

2023 Data Set



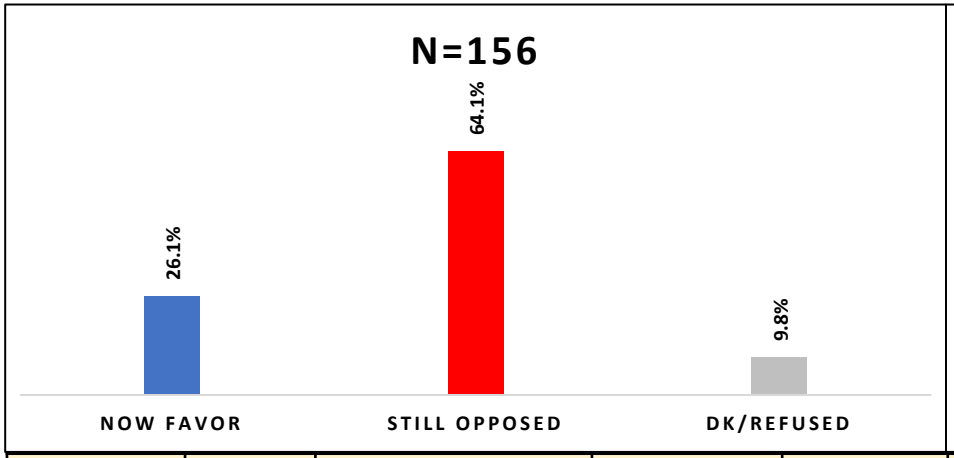


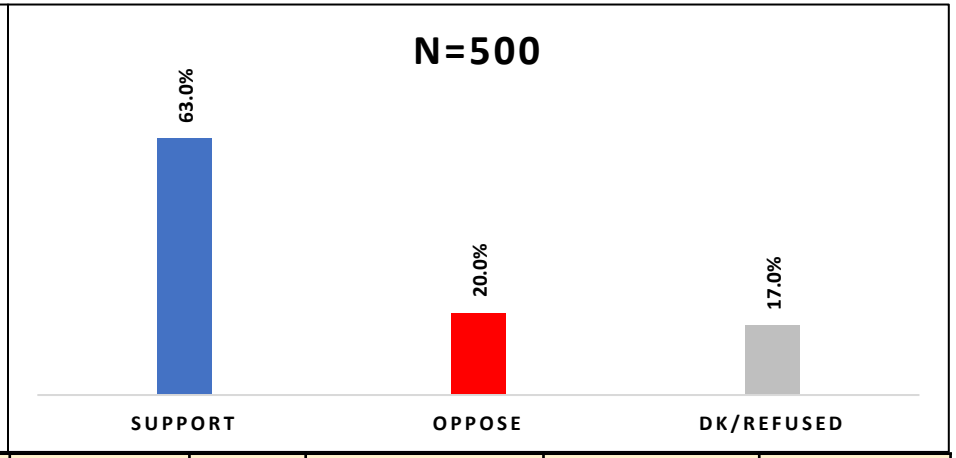
	N=	Now Favor	Still Opposed	Don't Know
Republican	77	22.8%	72.2%	5.0%
Democrat	28	31.2%	52.9%	16.0%
Unaffiliated	51	12.6%	78.7%	8.6%
Male Unaffiliated	31	12.4%	80.4%	7.2%
Female Unaffiliated	20	12.9%	76.2%	10.9%
Liberal	9	37.2%	39.6%	23.2%
Moderate	38	22.5%	70.7%	6.8%
Conservative	100	18.4%	74.6%	7.0%
Urban	19	24.7%	68.8%	6.5%
Suburban	61	22.1%	68.3%	9.6%
Rural	70	17.7%	75.7%	6.6%
Lived in NC < 10 Years	31	20.9%	74.5%	4.6%

	N=	Now Favor	Still Opposed	Don't Know
11-20 Years	13	31.5%	65.4%	3.1%
Lived in NC>20 Years	49	18.9%	74.5%	6.6%
Lived in NC Entire Life	55	19.0%	70.8%	10.2%
Vote Democrat	19	38.7%	36.5%	24.7%
Splits Ticket	29	15.0%	78.2%	6.8%
Vote Republican	93	19.5%	76.4%	4.1%
Male Less College Grad.	37	19.8%	72.0%	8.2%
Male College Grad.	38	21.6%	74.2%	4.2%
Female Less College Grad.	35	18.7%	74.5%	6.8%
Female College Grad.	36	22.0%	67.8%	10.2%
Male	81	22.5%	70.6%	7.0%
Female	75	19.2%	71.1%	9.6%

Would you still oppose building wind energy turbines off the coast of North Carolina if you knew if you knew off-shore wind projects provide millions of dollars to North Carolina's economy through supply-chain resources, workforce training, and new job creation?

2023 Data Set



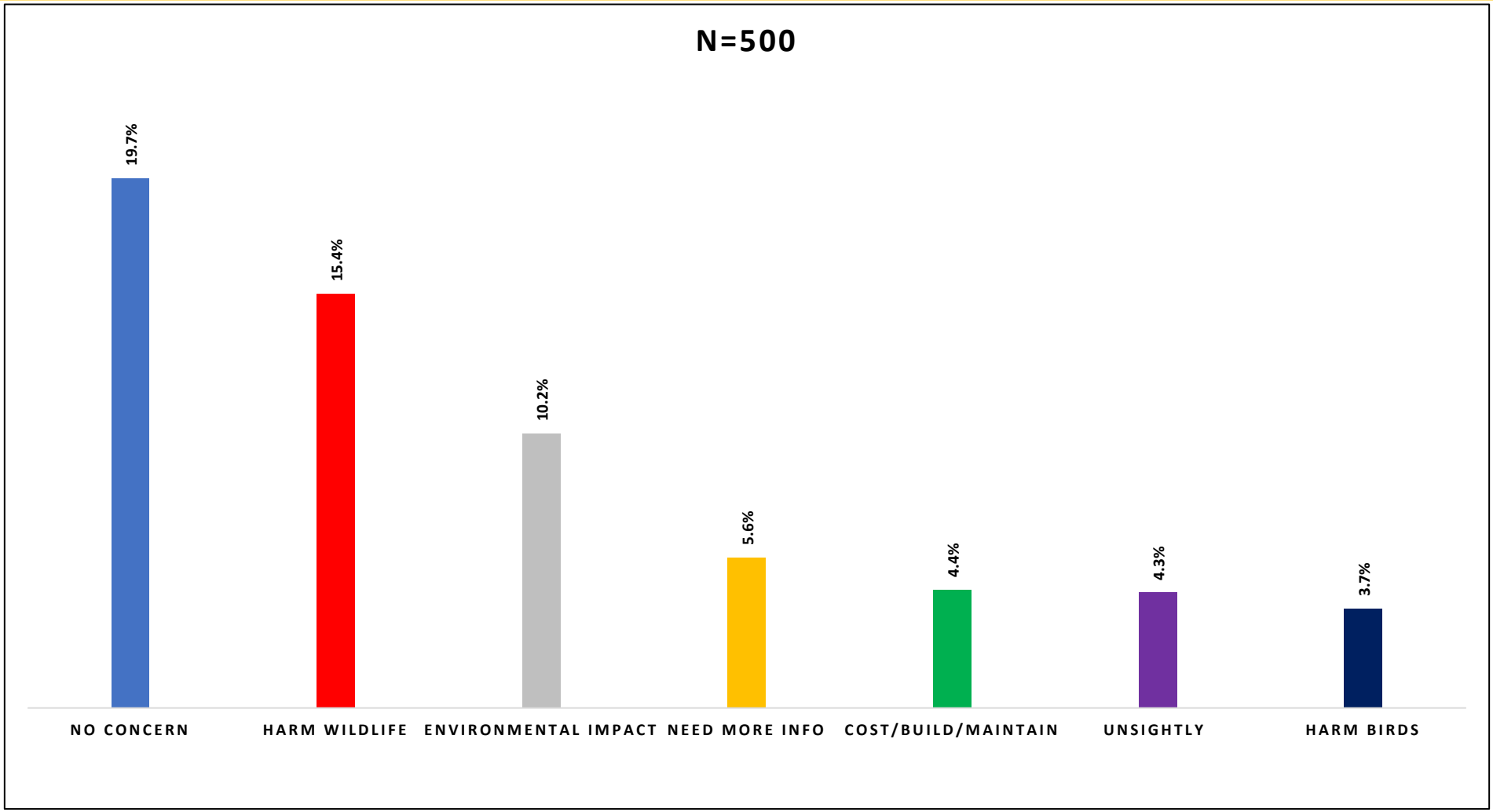


	N=	Now Favor	Still Opposed	Don't Know
Republican	77	26.2%	66.5%	7.3%
Democrat	28	40.5%	44.3%	15.2%
Unaffiliated	51	18.5%	70.9%	10.6%
Male Unaffiliated	31	12.4%	76.5%	11.1%
Female Unaffiliated	20	27.7%	62.5%	9.9%
Liberal	9	60.4%	28.0%	11.6%
Moderate	38	22.5%	66.0%	11.5%
Conservative	100	26.0%	66.2%	7.8%
Urban	19	27.9%	61.4%	10.7%
Suburban	61	34.0%	57.1%	8.9%
Rural	70	19.6%	74.9%	5.5%
Lived in NC < 10 Years	31	34.5%	57.6%	7.8%

	N=	Now Favor	Still Opposed	Don't Know
11-20 Years	13	31.5%	68.5%	0.0%
Lived in NC>20 Years	49	20.6%	70.4%	9.0%
Lived in NC Entire Life	55	26.5%	67.3%	6.2%
Vote Democrat	19	63.3%	35.6%	1.1%
Splits Ticket	29	12.3%	74.2%	13.6%
Vote Republican	93	25.3%	68.2%	6.5%
Male Less College Grad.	37	32.4%	59.4%	8.2%
Male College Grad.	38	18.4%	77.3%	4.2%
Female Less College Grad.	35	28.9%	67.1%	4.0%
Female College Grad.	36	28.2%	60.0%	11.8%
Male	81	25.4%	65.1%	9.5%
Female	75	26.9%	62.9%	10.1%

Regardless of whether you favor or oppose wind turbines, what would you say concerns you most about allowing off-shore wind turbines off the coast of North Carolina?

2023 Data Set



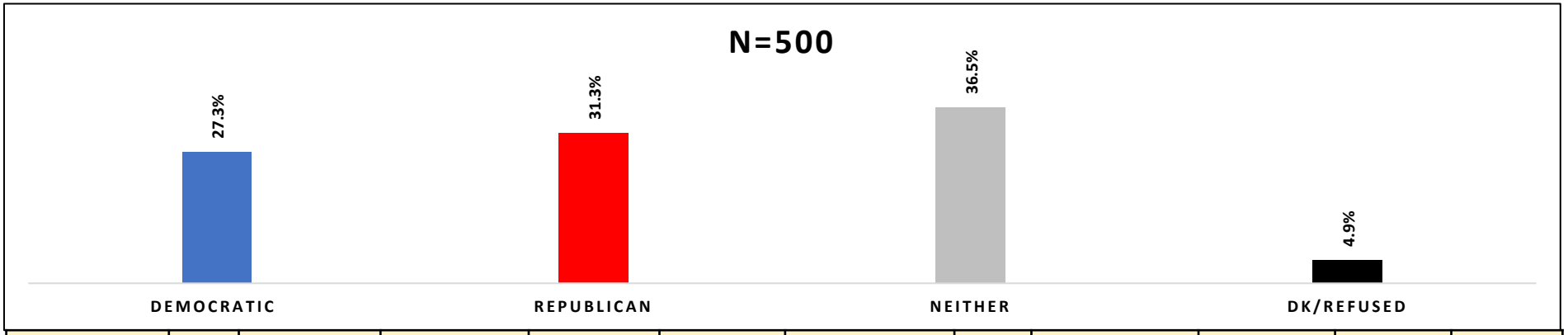
Which statements best describe your opinion about the Republican or Democratic party?

1. The Democratic Party best represents my political beliefs and values.

2. The Republican Party best represents my political beliefs and values.

3. I don't think either party represents my political beliefs and values.

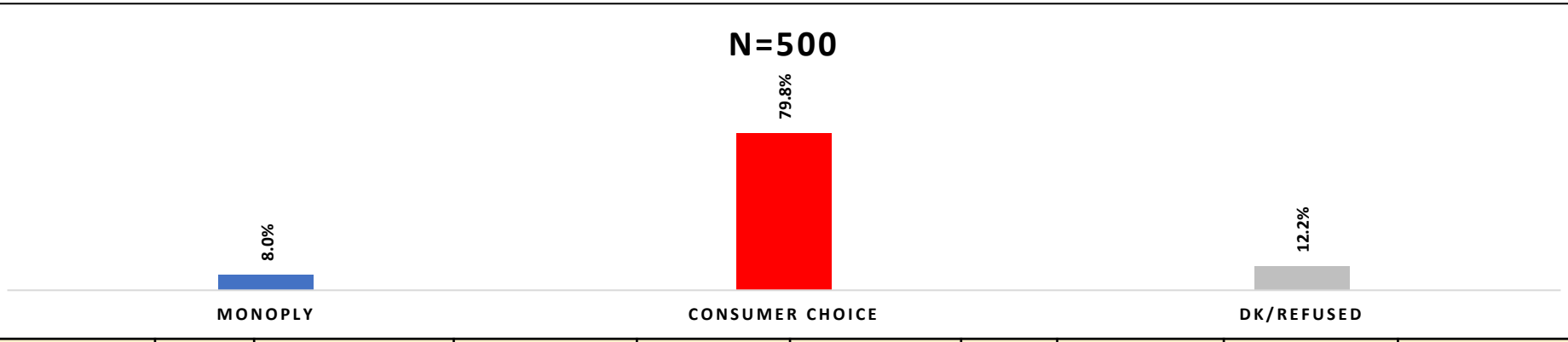
2023 Data Set



	N=	Democratic	Republican	Neither	Don't Know		N=	Democratic	Republican	Neither	Don't Know
Republican	154	1.8%	75.8%	18.6%	3.8%	Lived in NC>20 Years	162	33.6%	21.5%	40.1%	4.8%
Democrat	175	58.1%	4.6%	31.8%	5.5%	Lived in NC Entire Life	171	20.0%	44.7%	31.4%	3.9%
Unaffiliated	164	19.0%	17.7%	58.2%	5.1%	<40 & Under	81	22.0%	16.6%	61.5%	0.0%
Male Unaffiliated	82	24.3%	17.1%	53.4%	5.1%	Over 40	378	29.6%	34.4%	31.8%	4.2%
Female Unaffiliated	82	13.7%	18.2%	63.0%	5.1%	Vote Democrat	165	72.6%	2.2%	24.2%	1.0%
Liberal	94	58.3%	3.2%	33.8%	4.7%	Splits Ticket	114	10.0%	17.8%	67.5%	4.7%
Moderate	156	33.0%	11.7%	51.6%	3.6%	Vote Republican	174	0.8%	71.6%	24.7%	2.9%
Conservative	213	11.4%	59.6%	24.5%	4.5%	Male Less College Grad.	106	27.3%	36.2%	32.1%	4.4%
Urban	97	41.2%	18.9%	36.7%	3.3%	Male College Grad.	112	31.6%	26.3%	40.4%	1.8%
Suburban	181	28.9%	31.4%	37.7%	2.0%	Female Less College Grad.	119	25.2%	39.6%	32.2%	3.0%
Rural	194	19.2%	38.7%	37.5%	4.7%	Female College Grad.	132	28.7%	25.7%	40.6%	5.0%
Lived in NC < 10 Years	87	32.4%	31.3%	34.9%	1.4%	Male	235	28.3%	31.1%	35.5%	5.2%
11-20 Years	59	26.4%	23.5%	48.1%	2.1%	Female	265	26.5%	31.5%	37.3%	4.7%

Please tell me which candidate you would be more likely to vote for based on their position regarding our energy policy:
1. Candidate A believes our system of having a state-sanctioned monopoly is the best way to ensure we have a steady supply of energy to heat, cool, & run our homes.
2. Candidate B believes that state should take measures to ensure that consumers have a reliable system for the transmission and delivery of electricity while allowing private companies to enter the marketplace and offer consumers a choice in where they purchase electricity.

2023 Data Set



	N=	Monoply	Consumer Choice	Don't Know		N=	Monoply	Consumer Choice	Don't Know
Republican	154	11.6%	77.3%	11.1%	11-20 Years	59	8.9%	80.1%	11.0%
Democrat	175	5.2%	86.0%	8.8%	Lived in NC>20 Years	162	4.8%	89.7%	5.5%
Unaffiliated	164	7.3%	75.6%	17.1%	Lived in NC Entire Life	171	10.0%	78.6%	11.4%
Male Unaffiliated	82	9.3%	72.9%	17.8%	Vote Democrat	165	7.4%	87.0%	5.6%
Female Unaffiliated	82	5.4%	78.2%	16.4%	Splits Ticket	114	7.2%	81.6%	11.2%
Liberal	94	7.4%	81.3%	11.3%	Vote Republican	174	11.2%	78.9%	9.9%
Moderate	156	6.2%	81.4%	12.5%	Male Less College Grad.	106	10.8%	83.3%	5.9%
Conservative	213	1000.0%	78.2%	11.8%	Male College Grad.	112	11.5%	77.8%	10.8%
Urban	97	7.4%	84.7%	7.9%	Female Less College Grad.	119	7.1%	84.3%	8.6%
Suburban	181	8.5%	78.4%	13.0%	Female College Grad.	132	5.5%	85.1%	9.4%
Rural	194	8.9%	83.8%	7.3%	Male	235	10.3%	76.9%	12.8%
Lived in NC < 10 Years	87	11.2%	75.5%	13.3%	Female	265	5.9%	82.4%	11.7%

Key Findings

- Overall support for renewable energy options such as wind and solar remains high with all voters.

- Energy efficiency programs for homeowners, businesses, and state agencies have almost universal support.

- Voters clearly want more competition and choice when it comes to meeting their energy needs. Competition and choice bridge the partisan divide and have overwhelming support (84.1%) from Unaffiliated Voters.

- A clear majority of voters (62.6%) believe that renewable energy sources should be expanded to meet future energy needs. While conservative voters are divided between meeting the needs and the belief that some are just "feel-good" programs promoted by politicians, renewables provide an opening for candidates and legislators to build greater support with moderates and self-described ticket-splitters.

Key Findings

- Voters do not believe our current energy distribution system is doing the job and they believe more money needs to be invested with our public utilities. Only 11.8% said the current system was doing the job. 76.5% want to modernize the system by relying more on competition and customer choice.

- Voters do not favor having Duke Energy as a sole-source provider of all new clean energy generation. They favor private options if providers can do so at a low price point.

- On the initial question regarding offshore wind, more than half of North Carolina voters favor building offshore wind turbines. 14% are unsure or need more information, while 31.1% oppose it.

- Support for offshore wind grew to 59.6% when voters who initially said they opposed it were informed that the turbines would be located 20 miles or more from the shoreline.

Key Findings

- Voters' concerns about offshore wind are primarily founded on environmental and marine habitat concerns. However, when informed of the benefits to marine life and local economic impact, support for offshore wind expands to 63%.

- 58.6% of voters believe that either the Republican Party or the Democratic Party represents their political views or beliefs. 36.5% of all voters said neither Party does. 58.2% of Unaffiliated voters said neither as well as 67.5% of ticket splitters and 61.5% of voters under the age of 40.

- Given the broad base of support for renewables and the overwhelming support for competition in the energy generation and supply marketplace, candidates and lawmakers have a unique issue set to use as a foundation for building a winning coalition with those voters who feel neither party best represents their political views.

Demographic Overview of Survey (N=500)

19.4% Urban
36.2% Suburban
38.8% Rural

50% Cell Phone
50% Landline

34.1% Entire Life
32.4% + 20 Years
11.7% 11-20 Years
17.5% < 10 Years

66.9% White
20.1% Black
1.2% Hispanic
1.6% Asian
1.1% Other
9% Refused

19.2% Post-Graduate
29.6% College Degree
28% Some College
13.6%High School Degree
3.4% Some High School

32.9%Vote Democrat
16.5% Always Democrat
16.4% Usually Democrat
22.8% Splits Ticket
16.2% Usually Republican
18.6% Always Republican
34.8% Vote Republican

2.5% 65+
13.7% 55-64 Yrs. Old
20.2% 41-54 Yrs. Old
13.7% 26-40 Yrs. Old
2.5% 18-25 Yrs. Old

30.9% Republican
35% Democratic
32.8% Unaffiliated
0% Other
1.3% DK/Refused