



## 2020 North Carolina Energy Poll

# Table of Contents

- Methodology
- Voter Intensity Overview
- NC Trends
- Ideological Overview
- Clean Energy Alternative Issue Set
- Voter Sentiment
- Key Findings
- Demographic Overview

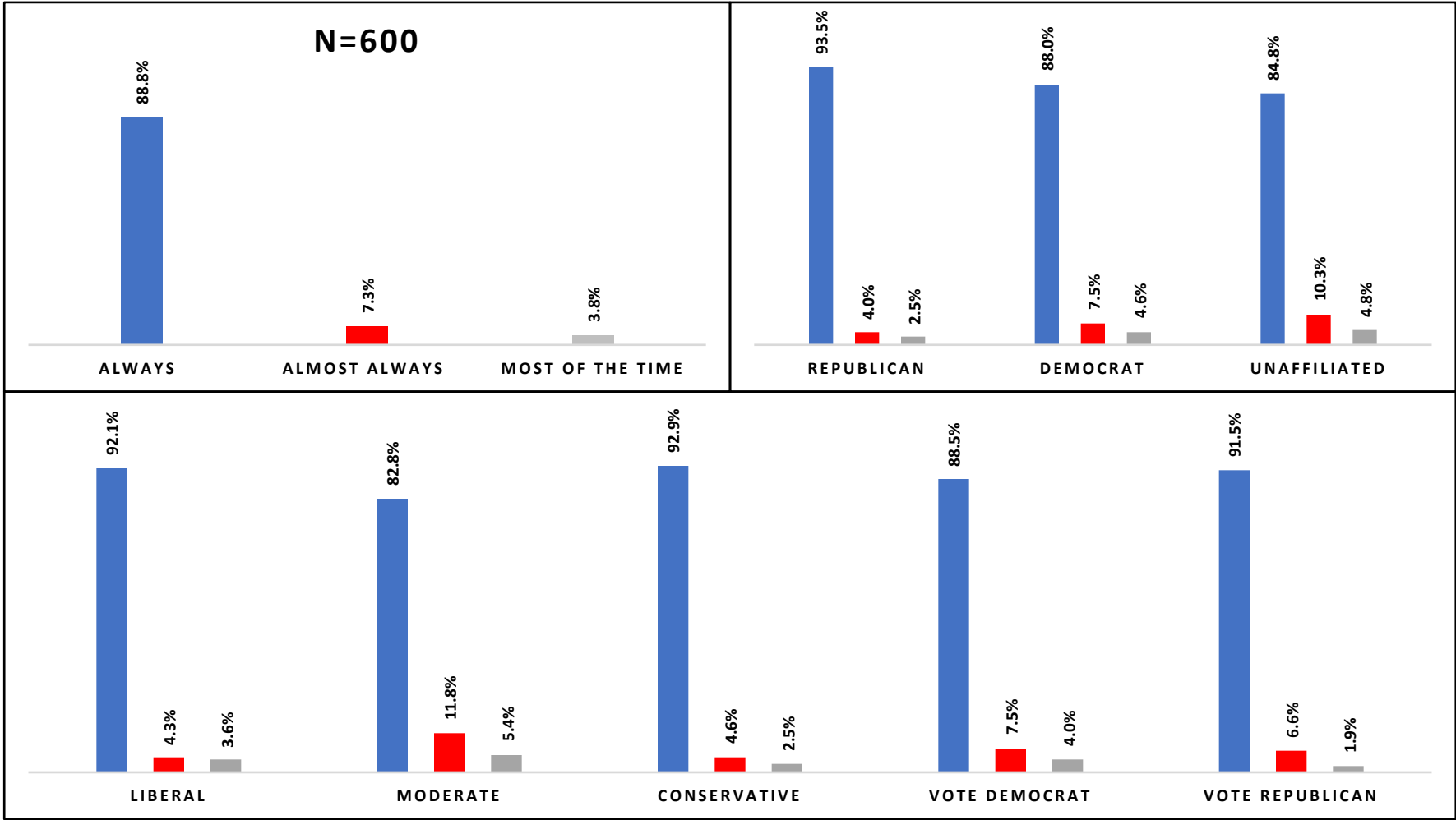
# Methodology

This poll of 600 registered voters living in North Carolina was conducted via telephone by professional interviewers over the course of August 4<sup>th</sup>, 5<sup>th</sup>, and 6<sup>th</sup>. The survey included 75% landline interviews and 25% 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.

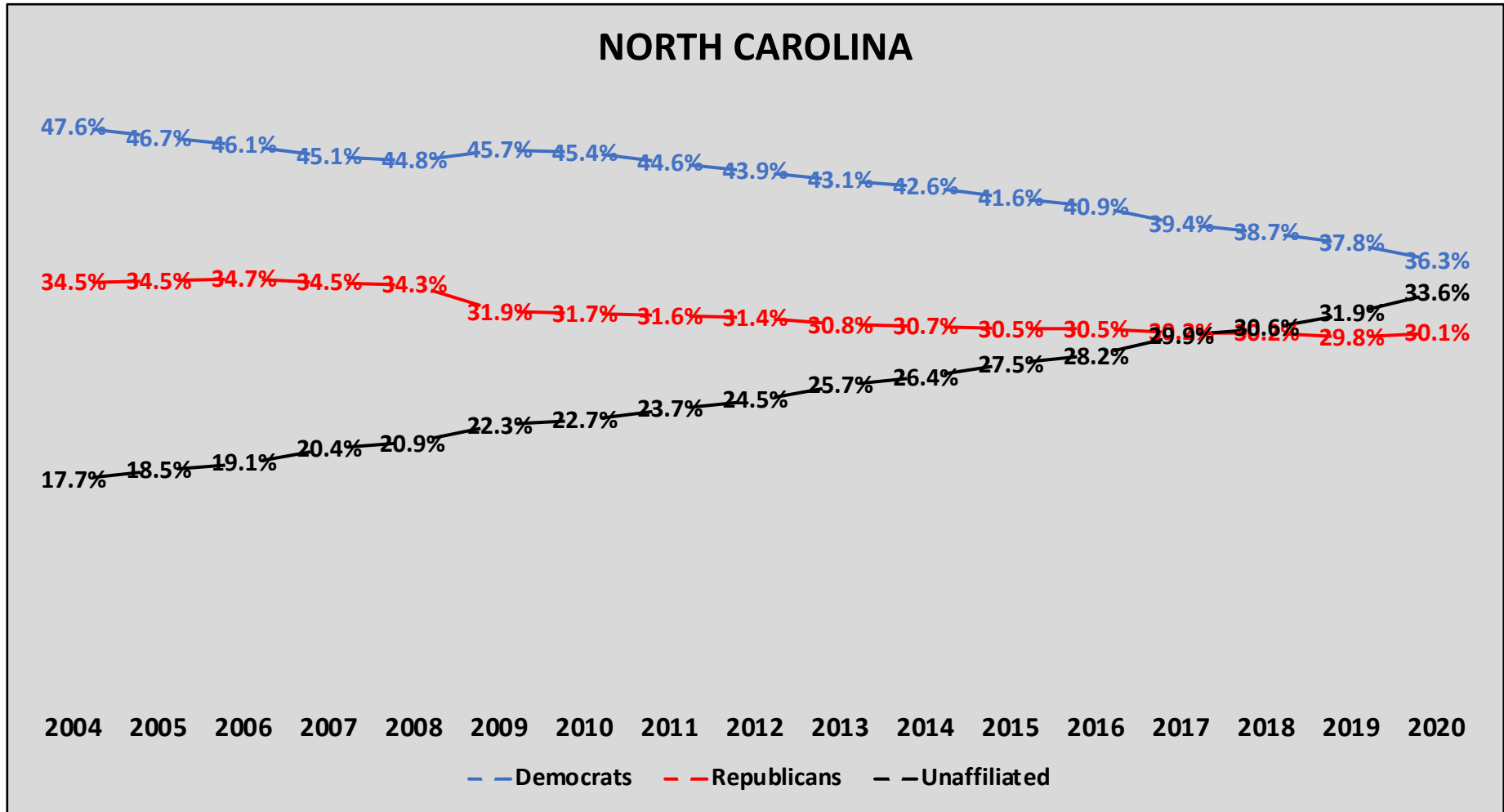
The poll of 600 likely general election voters has an accuracy of +/- 4% at a 95% confidence interval.

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

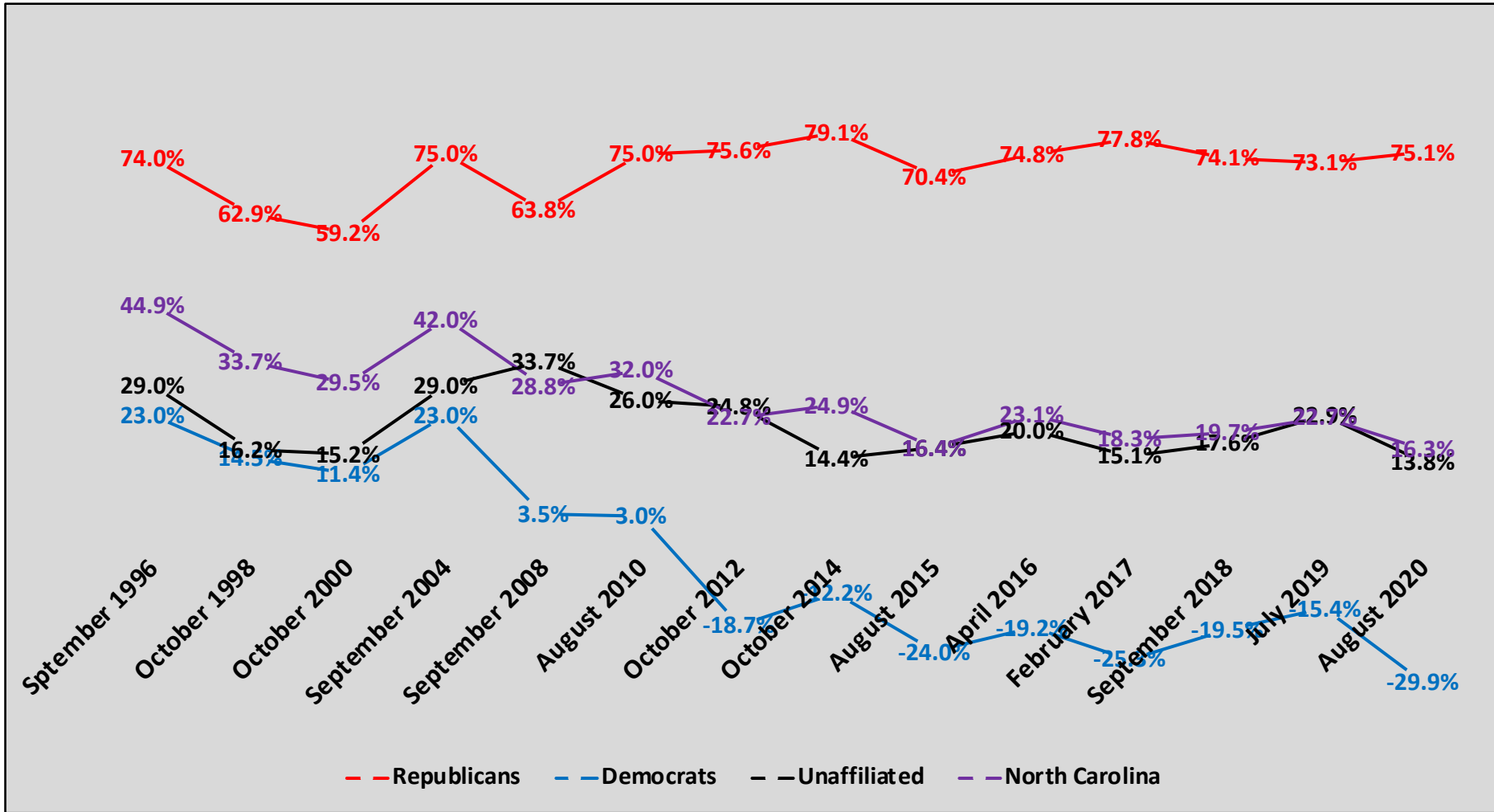
# Voter Intensity



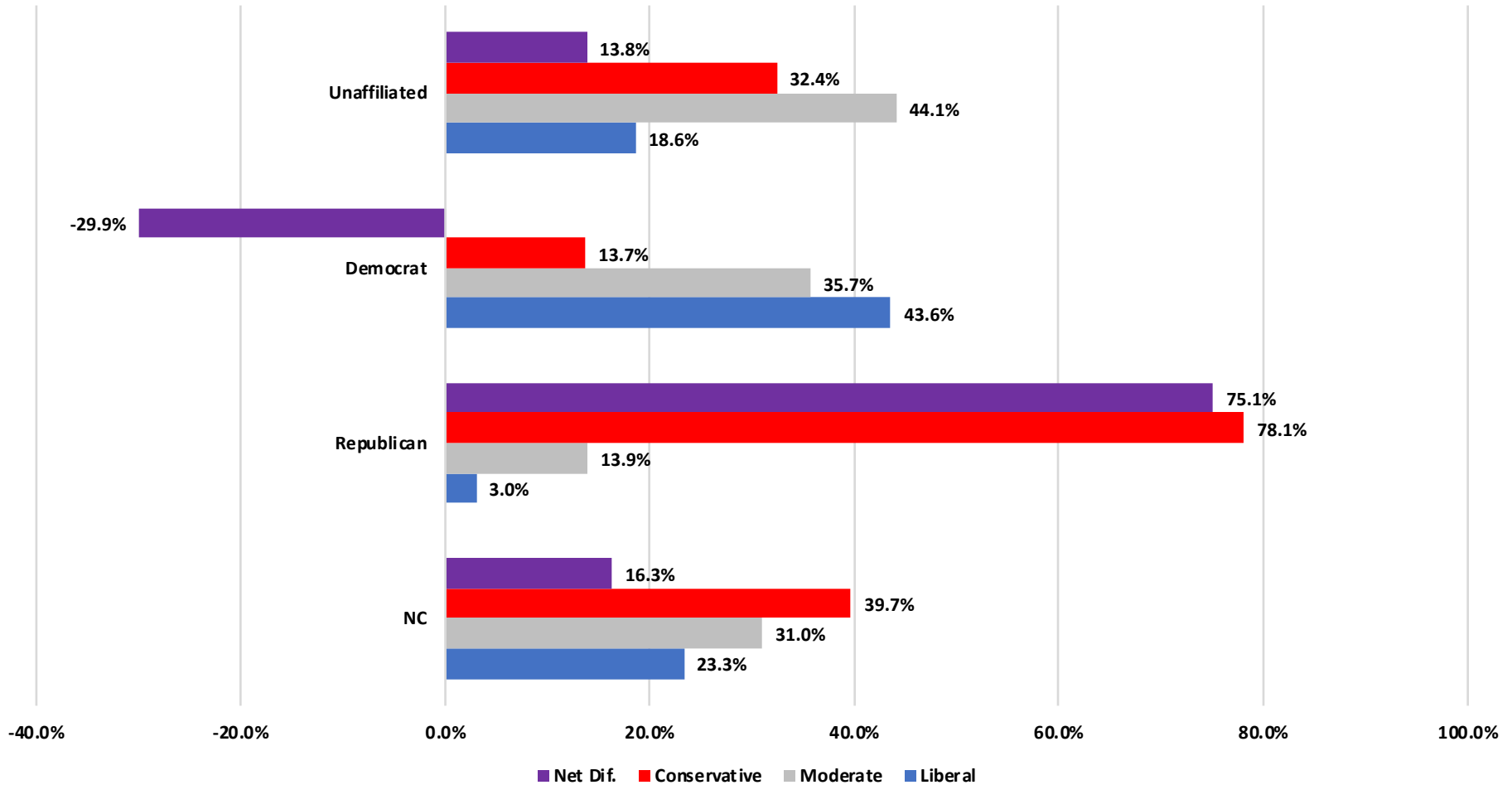
# NC Voter Registration Trends



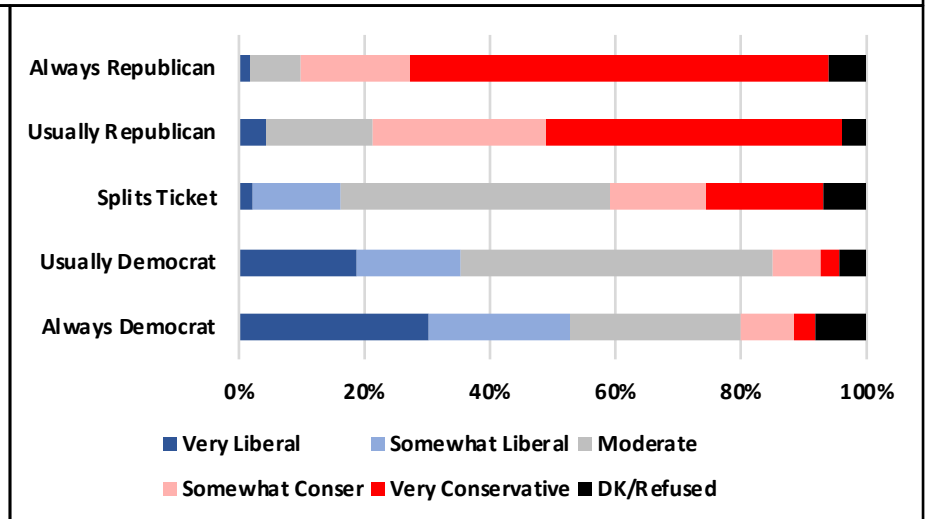
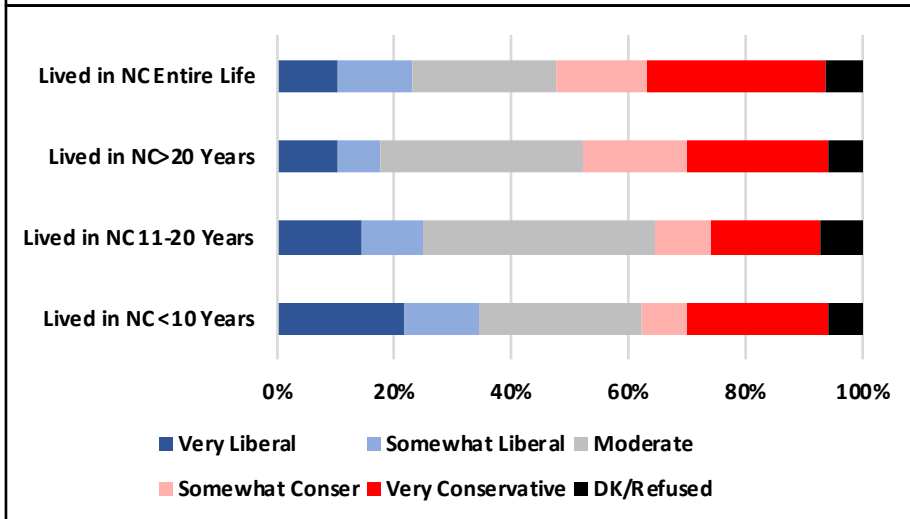
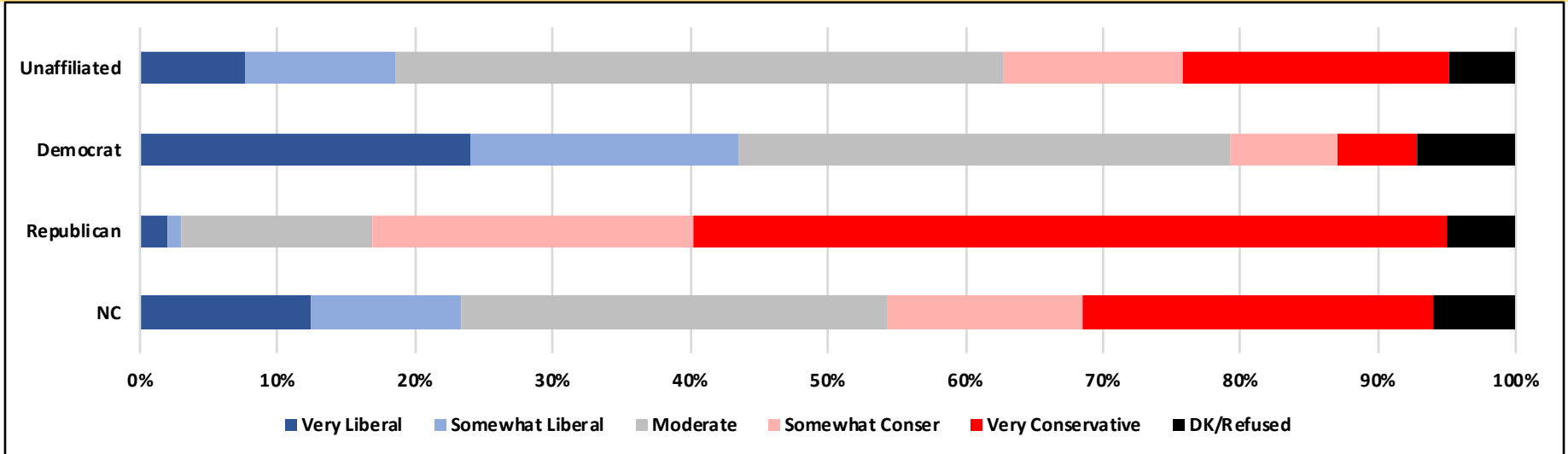
# NC Ideological Trends



# Partisan Ideological Breaks



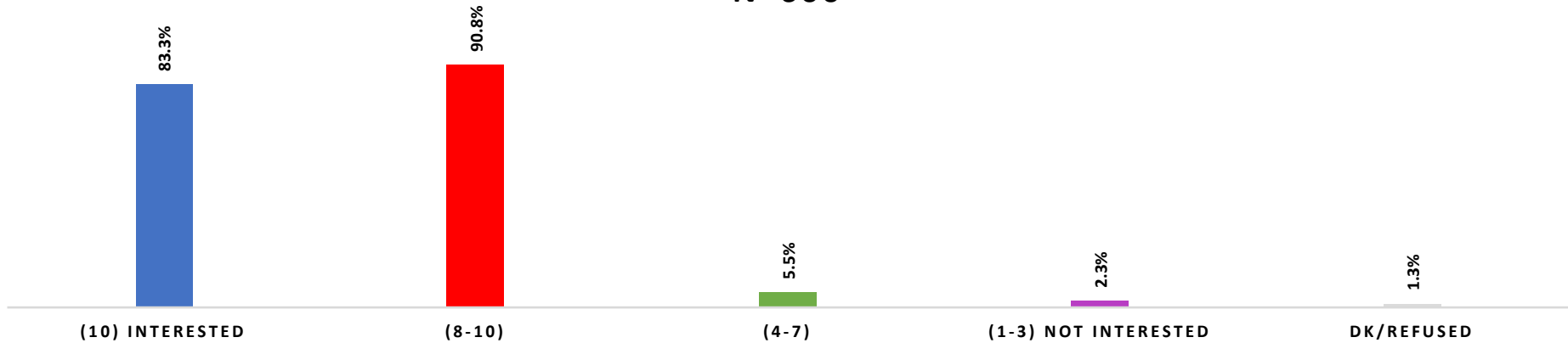
# Ideological Intensity Profile





# Voter Interest

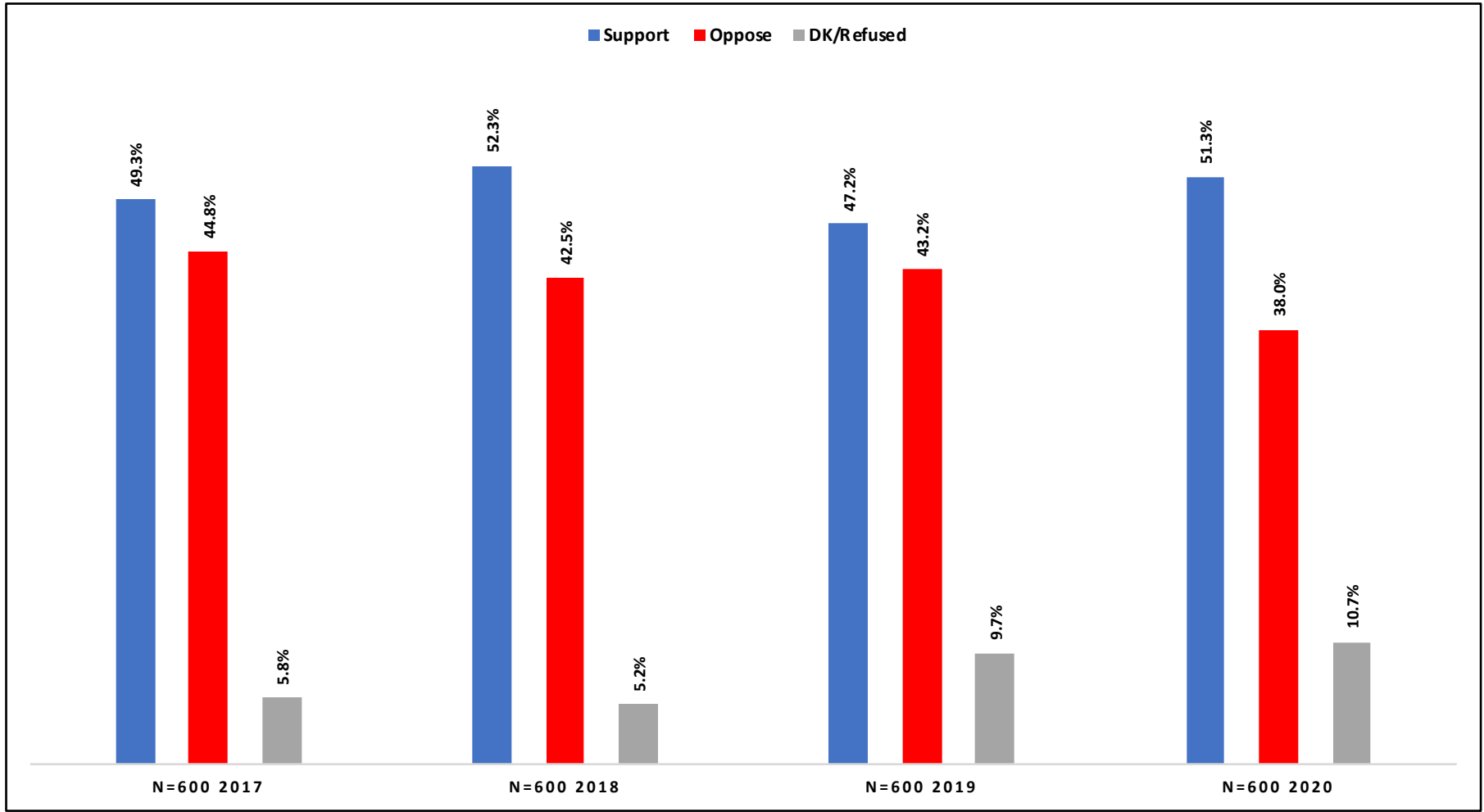
N=600



	N=	(10) Interested	(8-10)	(4-7)	(1-3) Not Interested	DK/Refused		N=	(10) Interested	(8-10)	(4-7)	(1-3) Not Interested	DK/Refused
Liberal	140	81.1%	90.0%	5.0%	5.0%	0.0%	Urban	108	88.9%	91.7%	3.7%	0.0%	1.9%
Moderate	186	79.0%	86.6%	9.7%	1.6%	2.2%	Suburban	237	84.4%	92.0%	5.5%	1.7%	0.4%
Conservative	238	89.5%	96.6%	1.7%	0.8%	0.8%	Rural	237	81.4%	90.7%	5.9%	0.8%	2.1%
(10) Interested	500	100.0%	100.0%	0.0%	0.0%	0.0%	Vote Democrat	253	85.0%	90.9%	4.7%	3.6%	0.8%
Republican	201	86.1%	93.5%	4.0%	1.5%	1.0%	Splits Ticket	98	75.5%	86.7%	7.1%	2.0%	4.1%
Democrat	241	85.5%	91.7%	2.9%	3.7%	1.7%	Vote Republican	212	88.2%	95.3%	3.3%	0.5%	0.9%
Unaffiliated	145	74.5%	84.8%	12.4%	1.4%	1.4%	Male	282	82.3%	91.5%	5.0%	1.8%	1.8%
Male Unaffiliated	86	72.1%	86.0%	9.3%	2.3%	2.3%	Female	318	84.3%	90.3%	6.0%	2.8%	0.9%
Female Unaffiliated	59	78.0%	83.1%	16.9%	0.0%	0.0%							

# 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 oil?

4 Year Trend Data



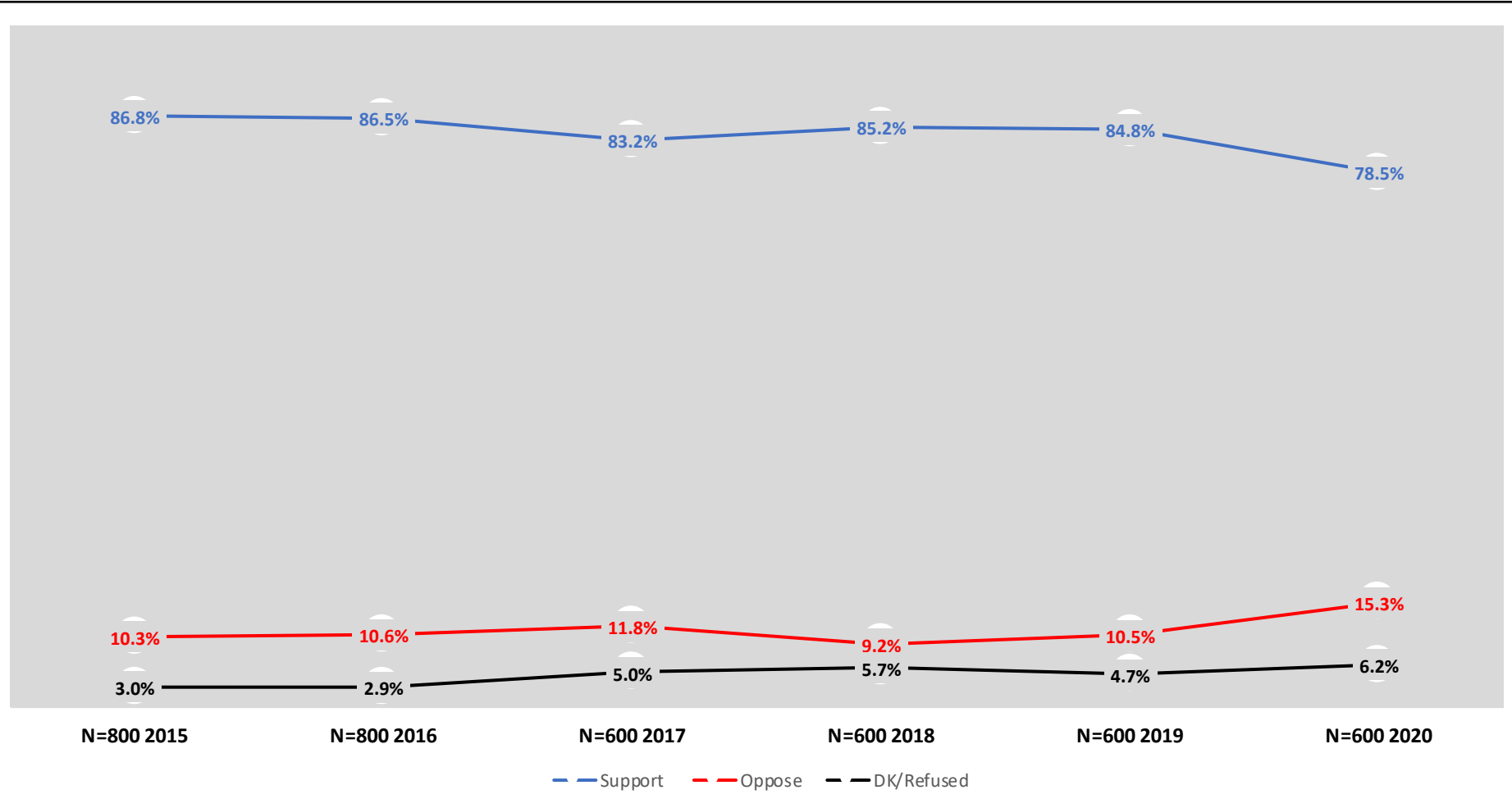
# Would you be more likely to support or oppose a lawmaker or candidate who supports policies that encourage the development of more fossil fuel energy such as coal and oil?

2020 Data Set

	N=	Support	Strongly Support	Somewhat Support	Oppose	Somewhat oppose	Strongly Oppose	DK/Refused		N=	Support	Strongly Support	Somewhat Support	Oppose	Somewhat oppose	Strongly Oppose	DK/Refused
(10) Interested	500	53.6%	30.4%	23.2%	37.4%	11.8%	25.6%	9.0%	Lived in NC > 20 Years	207	51.7%	26.1%	25.6%	38.6%	12.6%	26.1%	9.7%
Republican	201	75.1%	44.3%	30.8%	17.4%	6.5%	10.9%	7.5%	Lived in NC Entire Life	205	56.6%	31.7%	24.9%	32.7%	14.1%	18.5%	10.7%
Democrat	241	35.7%	15.4%	20.3%	50.6%	16.6%	34.0%	13.7%	Vote Democrat	253	34.4%	14.2%	20.2%	55.7%	18.6%	37.2%	9.9%
Unaffiliated	145	46.2%	26.9%	19.3%	44.1%	17.2%	26.9%	9.7%	Splits Ticket	98	45.9%	21.4%	24.5%	40.8%	10.2%	30.6%	13.3%
Male Unaffiliated	86	51.2%	29.1%	22.1%	43.0%	22.1%	20.9%	5.8%	Vote Republican	212	77.8%	49.1%	28.8%	12.7%	5.7%	7.1%	9.4%
Female Unaffiliated	59	39.0%	23.7%	15.3%	45.8%	10.2%	35.6%	15.3%	Male Less College Grad.	121	51.2%	33.9%	17.4%	41.3%	17.4%	24.0%	7.4%
Urban	108	51.9%	26.9%	25.0%	35.2%	8.3%	26.9%	13.0%	Male College Grad.	152	55.9%	30.3%	25.7%	38.2%	11.8%	26.3%	5.9%
Suburban	237	48.1%	24.1%	24.1%	43.5%	16.9%	26.6%	8.4%	Female Less College Grad.	138	63.0%	29.0%	34.1%	21.0%	8.0%	13.0%	15.9%
Rural	237	55.7%	32.1%	23.6%	32.5%	11.4%	21.1%	11.8%	Female College Grad.	165	37.0%	19.4%	17.6%	49.7%	15.2%	34.5%	13.3%
Lived in NC < 10 Years	87	48.3%	25.3%	23.0%	41.4%	17.2%	24.1%	10.3%	Male	282	53.5%	31.6%	22.0%	40.1%	14.2%	25.9%	6.4%
11-20 Years	84	44.0%	26.2%	17.9%	41.7%	8.3%	33.3%	17.3%	Female	318	49.4%	24.2%	25.2%	36.2%	11.9%	24.2%	14.5%

# 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?

6 Year Trend Data



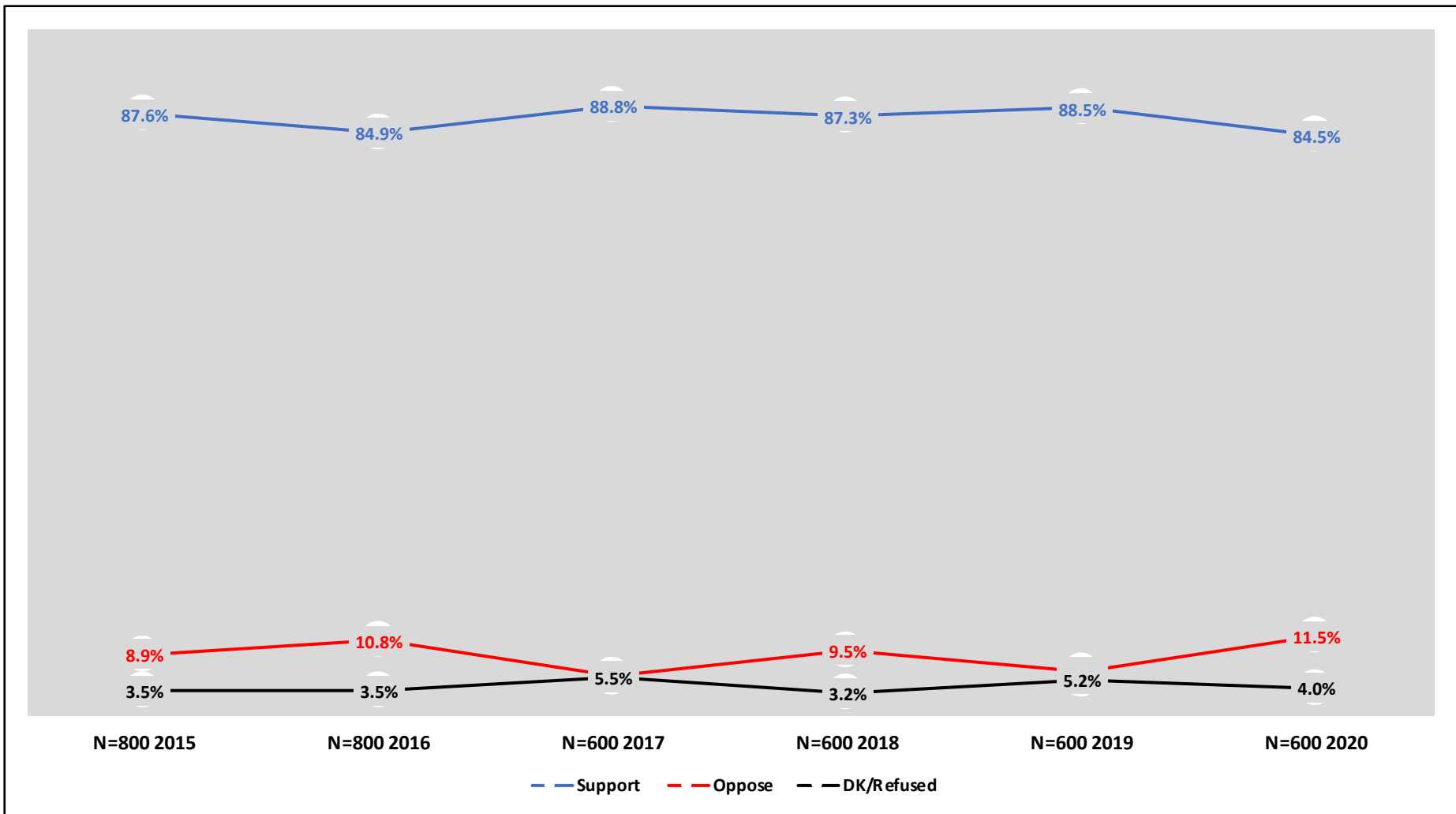
# Would you be more likely to support or oppose a lawmaker or candidate who supports policies that encourage renewable energy options such as wind, solar, and waste to energy technologies?

2020 Data Set

	N=	Support	Strongly Support	Somewhat Support	Oppose	Somewhat Oppose	Strongly Oppose	DK/Refused		N=	Support	Strongly Support	Somewhat Support	Oppose	Somewhat Oppose	Strongly Oppose	DK/Refused
(10) Interested	500	77.8%	53.4%	24.4%	16.0%	7.4%	8.6%	6.2%	Lived in NC > 20 Years	207	78.7%	58.0%	20.8%	15.5%	6.3%	9.2%	5.8%
Republican	201	66.7%	30.8%	35.8%	24.9%	12.4%	12.4%	8.5%	Lived in NC Entire Life	205	77.6%	48.8%	28.8%	16.6%	8.8%	7.8%	5.9%
Democrat	241	90.5%	70.1%	20.3%	4.6%	2.1%	2.5%	5.0%	Vote Democrat	253	92.1%	74.7%	17.4%	4.7%	2.0%	2.8%	3.2%
Unaffiliated	145	75.2%	53.1%	22.1%	20.0%	9.7%	10.3%	4.8%	Splits Ticket	98	81.6%	52.0%	29.6%	10.2%	3.1%	7.1%	8.2%
Male Unaffiliated	86	73.3%	51.2%	22.1%	20.9%	10.5%	10.5%	5.8%	Vote Republican	212	62.7%	27.8%	34.9%	28.3%	15.1%	13.2%	9.0%
Female Unaffiliated	59	78.0%	55.9%	22.0%	18.6%	8.5%	10.2%	3.4%	Male Less College Grad.	121	78.5%	45.3%	32.2%	16.5%	9.1%	7.4%	5.0%
Urban	108	80.6%	62.0%	18.5%	13.9%	8.3%	5.6%	5.6%	Male College Grad.	152	80.3%	56.6%	23.7%	15.8%	7.2%	8.6%	3.9%
Suburban	237	80.2%	53.6%	26.6%	15.6%	6.3%	9.3%	4.2%	Female Less College Grad.	138	75.4%	45.7%	29.7%	14.5%	7.2%	7.2%	10.1%
Rural	237	75.1%	47.7%	27.4%	16.5%	8.9%	7.6%	8.4%	Female College Grad.	165	79.4%	57.6%	21.8%	15.2%	7.3%	7.9%	5.5%
Lived in NC < 10 Years	87	83.9%	49.4%	34.5%	8.0%	4.6%	3.4%	8.0%	Male	282	79.8%	53.2%	26.6%	16.0%	7.8%	8.2%	4.3%
11-20 Years	84	72.6%	48.8%	23.8%	21.4%	11.9%	9.5%	6.0%	Female	318	77.4%	52.5%	24.8%	14.8%	7.2%	7.5%	7.9%

# 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?

6 Year Trend Data



# 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?

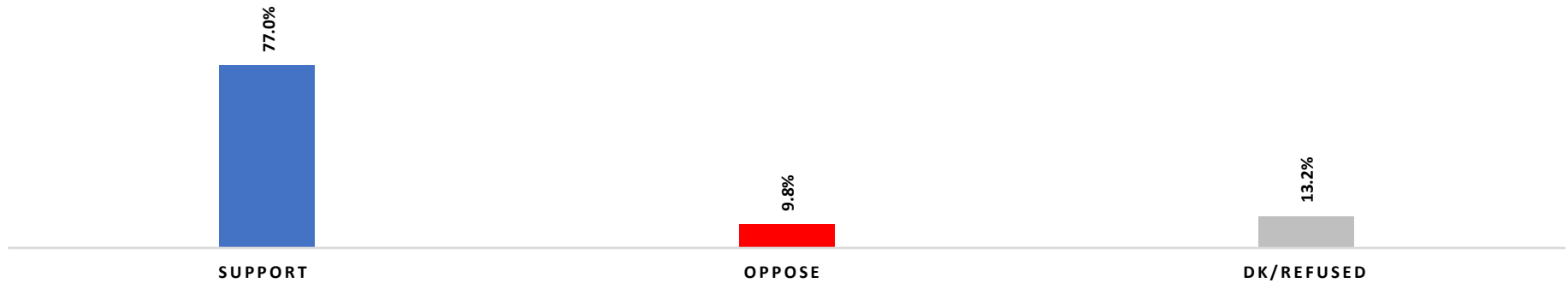
2020 Data Set

	N=	Support	Strongly Support	Somewhat Support	Oppose	Somewhat Oppose	Strongly Oppose	DK/Refused		N=	Support	Strongly Support	Somewhat Support	Oppose	Somewhat Oppose	Strongly Oppose	DK/Refused
(10) Interested	500	84.4%	58.8%	25.6%	11.6%	5.6%	6.0%	4.0%	Lived in NC>20 Years	207	85.5%	65.7%	19.8%	11.6%	6.3%	5.3%	2.9%
Republican	201	79.1%	50.2%	28.9%	15.4%	7.0%	8.5%	5.5%	Lived in NC Entire Life	205	86.3%	54.1%	32.2%	10.2%	4.4%	5.9%	3.4%
Democrat	241	91.7%	66.0%	25.7%	4.6%	2.5%	2.1%	3.7%	Vote Democrat	253	92.9%	70.4%	22.5%	5.5%	4.3%	1.2%	1.6%
Unaffiliated	145	79.3%	55.2%	24.1%	18.6%	11.0%	7.6%	2.1%	Splits Ticket	98	83.7%	56.1%	27.6%	8.2%	5.1%	3.1%	8.2%
Male Unaffiliated	86	77.9%	53.5%	24.4%	20.9%	14.0%	7.0%	1.2%	Vote Republican	212	75.9%	46.7%	29.2%	19.3%	8.5%	10.8%	4.7%
Female Unaffiliated	59	81.4%	57.6%	23.7%	15.3%	6.8%	8.5%	3.4%	Male Less College Grad.	121	81.8%	58.7%	23.1%	14.0%	7.4%	6.6%	4.1%
Urban	108	88.9%	66.7%	22.2%	9.3%	6.5%	2.8%	1.9%	Male College Grad.	152	82.9%	55.3%	27.6%	14.5%	7.2%	7.2%	2.6%
Suburban	237	81.4%	51.9%	29.5%	15.2%	8.0%	7.2%	3.4%	Female Less College Grad.	138	87.0%	53.6%	33.3%	8.0%	2.2%	5.8%	5.1%
Rural	237	85.2%	61.2%	24.1%	9.3%	4.2%	5.1%	5.5%	Female College Grad.	165	86.1%	63.6%	22.4%	9.7%	6.7%	3.0%	4.2%
Lived in NC < 10 Years	87	85.1%	56.3%	28.7%	8.0%	4.6%	3.4%	6.9%	Male	282	82.3%	56.7%	25.5%	14.5%	7.4%	7.1%	3.2%
11-20 Years	84	75.0%	51.2%	23.8%	19.0%	11.9%	7.1%	6.0%	Female	318	86.5%	59.7%	26.7%	8.8%	4.7%	4.1%	4.7%

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

2020 Data Set

N=600



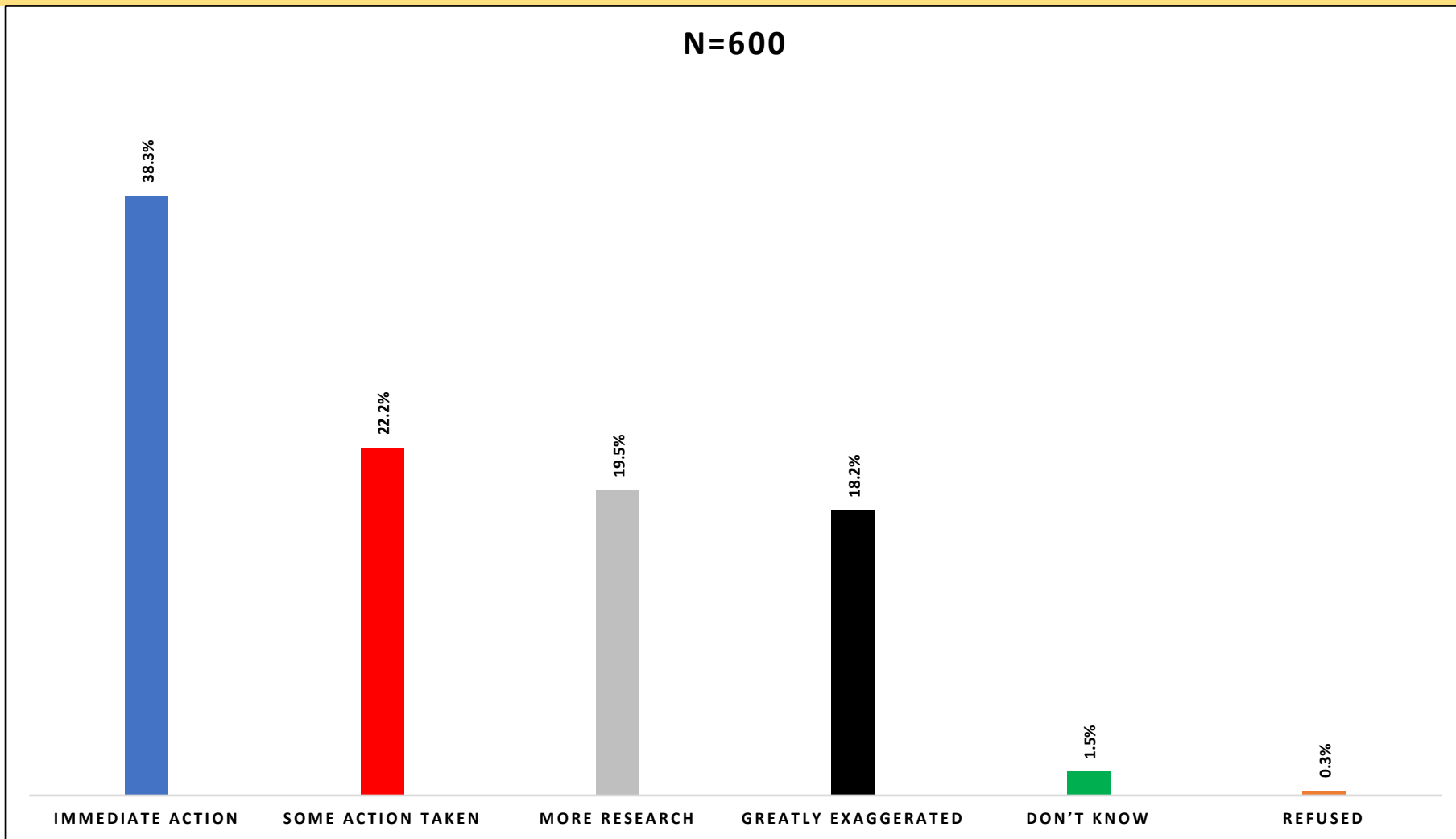
	N=	Support	Strongly Support	Somewhat Support	Oppose	Somewhat Oppose	Strongly Oppose	DK/Refused		N=	Support	Strongly Support	Somewhat Support	Oppose	Somewhat Oppose	Strongly Oppose	DK/Refused
(10) Interested	500	79.2%	54.6%	24.6%	8.4%	4.6%	3.8%	12.4%	Lived in NC < 10 Years	87	75.9%	47.1%	28.7%	10.3%	8.0%	2.3%	13.8%
Republican	201	83.6%	55.2%	28.4%	8.5%	6.0%	2.5%	8.0%	11-20 Years	84	71.4%	50.0%	21.4%	13.1%	10.7%	2.4%	15.5%
Democrat	241	71.4%	48.5%	22.8%	10.8%	4.1%	6.6%	17.8%	Lived in NC > 20 Years	207	80.2%	56.0%	24.2%	9.2%	4.8%	4.3%	10.6%
Unaffiliated	145	77.9%	53.8%	24.1%	10.3%	9.0%	1.4%	11.7%	Lived in NC Entire Life	205	75.6%	50.7%	24.9%	9.3%	4.9%	4.4%	15.1%
Male Unaffiliated	86	82.6%	61.6%	20.9%	12.8%	11.6%	1.2%	4.7%	Vote Democrat	253	72.3%	48.6%	23.7%	11.9%	5.9%	5.9%	15.8%
Female Unaffiliated	59	71.2%	42.4%	28.8%	6.8%	5.1%	1.7%	22.0%	Splits Ticket	98	75.5%	55.1%	20.4%	6.1%	5.1%	1.0%	18.4%
Urban	108	75.0%	54.6%	20.4%	9.3%	5.6%	3.7%	15.7%	Vote Republican	212	84.0%	56.1%	27.8%	8.0%	6.1%	1.9%	8.0%
Suburban	237	76.8%	52.3%	24.5%	10.5%	8.0%	2.5%	12.7%	Male	282	83.0%	57.4%	25.5%	8.2%	6.4%	1.8%	8.9%
Rural	237	77.2%	51.5%	25.7%	9.7%	4.6%	5.1%	13.1%	Female	318	71.7%	47.5%	24.2%	11.3%	5.7%	5.7%	17.0%



From what you know about climate change, which of the following four statement is closest to your opinion?

1. Climate change has been established as a serious problem and immediate action is necessary.
2. There is enough evidence climate change is taking place and some action should be taken.
3. We don't know enough about climate change and more research is necessary before we take action.
4. Concern about climate change has been greatly exaggerated.

2020 Data Set



**From what you know about climate change, which of the following four statement is closest to your opinion?**

**1. Climate change has been established as a serious problem and immediate action is necessary.**

**2. There is enough evidence climate change is taking place and some action should be taken.**

**3. We don't know enough about climate change and more research is necessary before we take action.**

**4. Concern about climate change has been greatly exaggerated.**

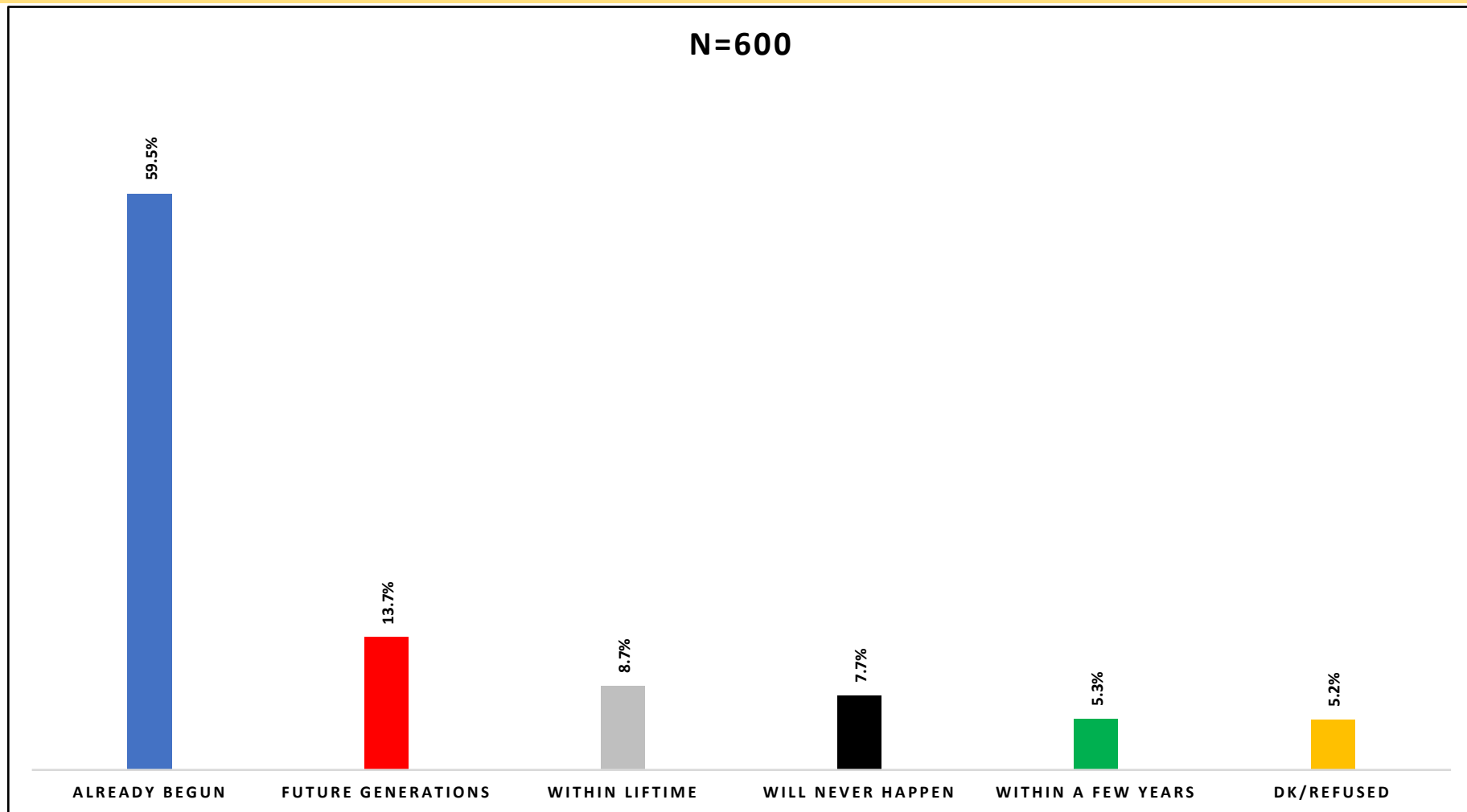
**2020 Data Set**

	N=	Immediate Action	Some Action Taken	More Research	Greatly Exaggerated	Don't Know	Refused		N=	Immediate Action	Some Action Taken	More Research	Greatly Exaggerated	Don't Know	Refused
(10) Interested	500	38.0%	21.4%	19.2%	20.4%	0.6%	0.4%	Lived in NC>20 Years	207	38.6%	22.7%	18.4%	16.9%	2.9%	0.5%
Republican	201	10.4%	21.9%	30.3%	35.3%	1.5%	0.5%	Lived in NC Entire Life	205	29.8%	20.0%	26.3%	23.9%	0.0%	0.0%
Democrat	241	58.9%	22.4%	12.9%	4.6%	1.2%	0.0%	Male Less College Grad.	121	30.6%	23.1%	19.0%	25.6%	1.7%	0.0%
Unaffiliated	145	41.4%	22.1%	16.6%	17.2%	2.1%	0.7%	Male College Grad.	152	40.1%	23.7%	15.1%	18.4%	1.3%	1.3%
Urban	108	42.6%	22.2%	18.5%	14.8%	1.9%	0.0%	Female Less College Grad.	138	24.6%	21.0%	31.9%	18.8%	3.6%	0.0%
Suburban	237	41.8%	24.5%	16.9%	14.8%	1.3%	0.8%	Female College Grad.	165	53.3%	20.6%	13.9%	12.1%	0.0%	0.0%
Rural	237	32.1%	19.8%	23.2%	23.2%	1.7%	0.0%	Male	282	36.5%	23.4%	16.7%	21.3%	1.4%	0.7%
Lived in NC < 10 Years	87	42.5%	28.7%	12.6%	14.9%	1.1%	0.0%	Female	318	39.9%	21.1%	22.0%	15.4%	1.6%	0.0%
11-20 Years	84	48.8%	21.4%	14.3%	11.9%	2.4%	1.2%								

Q10: Which of the following statements reflects your view of when the effects of climate change will begin to happen?

1. They have already begun to happen.
2. They will start happening within a few years.
3. They will start happening within your lifetime.
4. They will not happen within our lifetime, but they will affect future generations.
5. They will never happen.

2020 Data Set



**Q10: Which of the following statements reflects your view of when the effects of climate change will begin to happen?**

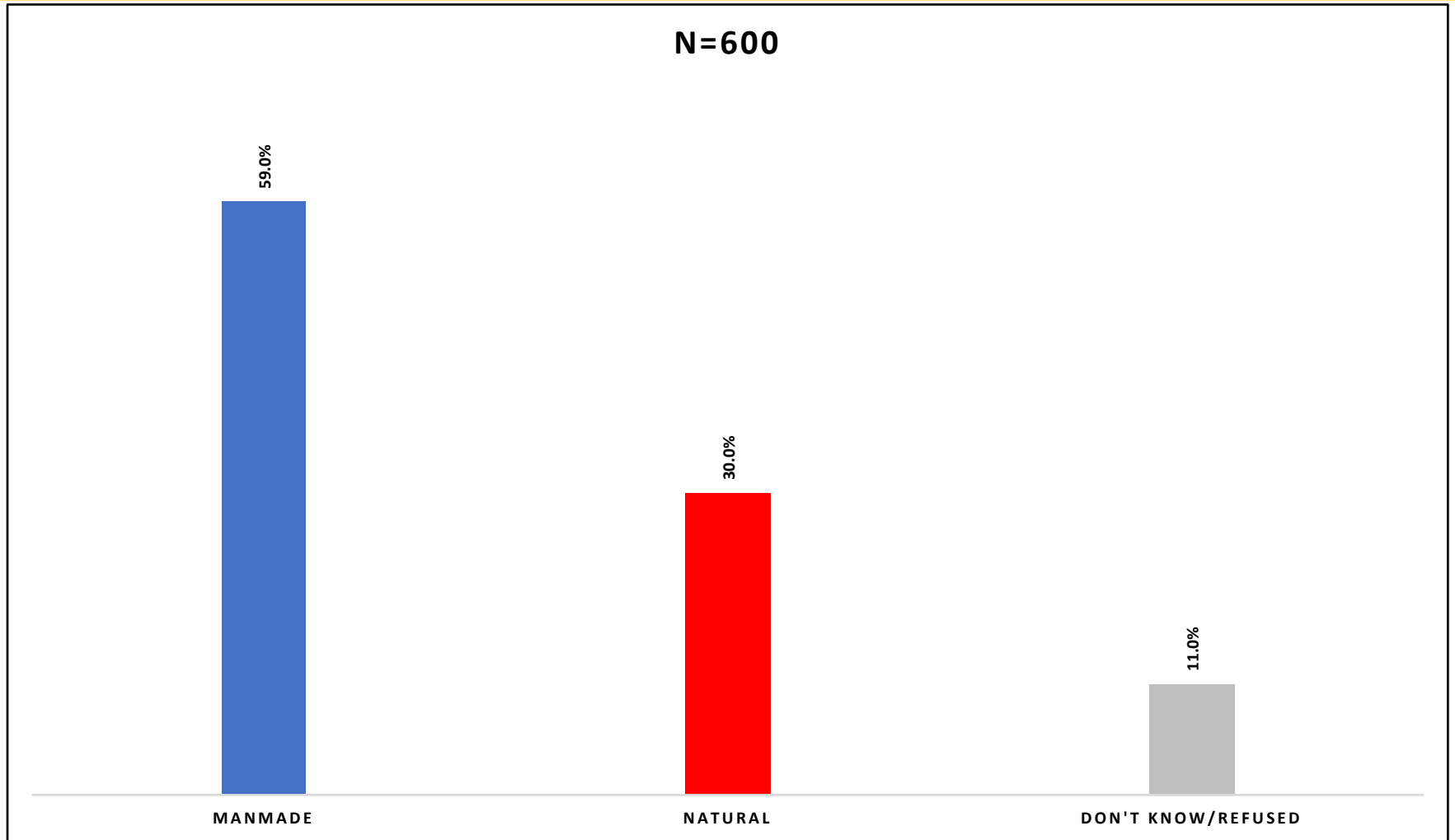
1. They have already begun to happen.
2. They will start happening within a few years.
3. They will start happening within your lifetime.
4. They will not happen within our lifetime, but they will affect future generations.
5. They will never happen.

**2020 Data Set**

	N=	Already Begun	Future Generations	Within Lifetime	Will Never Happen	Within a Few years	DK/Refused		N=	Already Begun	Future Generations	Within Lifetime	Will Never Happen	Within a Few years	DK/Refused
(10) Interested	500	58.2%	14.6%	8.8%	8.2%	4.6%	5.6%	Lived in NC > 20 Years	207	60.9%	14.0%	10.1%	7.2%	4.3%	3.4%
Republican	201	34.3%	24.9%	13.4%	12.9%	6.0%	8.5%	Lived in NC Entire Life	205	49.8%	19.0%	8.3%	9.8%	6.8%	6.3%
Democrat	241	78.0%	7.1%	4.6%	0.4%	6.6%	3.3%	Male Less College Grad.	121	55.4%	13.7%	8.7%	7.7%	5.3%	5.2%
Unaffiliated	145	63.4%	9.7%	8.3%	12.4%	2.8%	3.4%	Male College Grad.	152	59.2%	13.8%	9.2%	8.6%	3.3%	5.9%
Urban	108	71.3%	10.2%	5.6%	6.5%	2.8%	3.7%	Female Less College Grad.	138	44.9%	21.7%	10.1%	6.5%	10.9%	5.8%
Suburban	237	64.6%	12.7%	8.4%	6.3%	4.2%	3.8%	Female College Grad.	165	74.5%	10.3%	5.5%	4.8%	1.8%	3.0%
Rural	237	48.1%	16.9%	11.0%	10.1%	6.3%	7.6%	Male	282	58.2%	12.1%	9.6%	9.9%	3.9%	6.4%
Lived in NC < 10 Years	87	65.5%	9.2%	6.9%	3.4%	8.0%	6.9%	Female	318	60.7%	15.1%	7.9%	5.7%	6.6%	4.1%
11-20 Years	84	70.2%	6.0%	8.3%	9.5%	0.0%	6.0%								

# Do you think climate change is mainly the result of manmade pollution or mainly the result of natural process?

2020 Data Set



# Do you think climate change is mainly the result of manmade pollution or mainly the result of natural process?

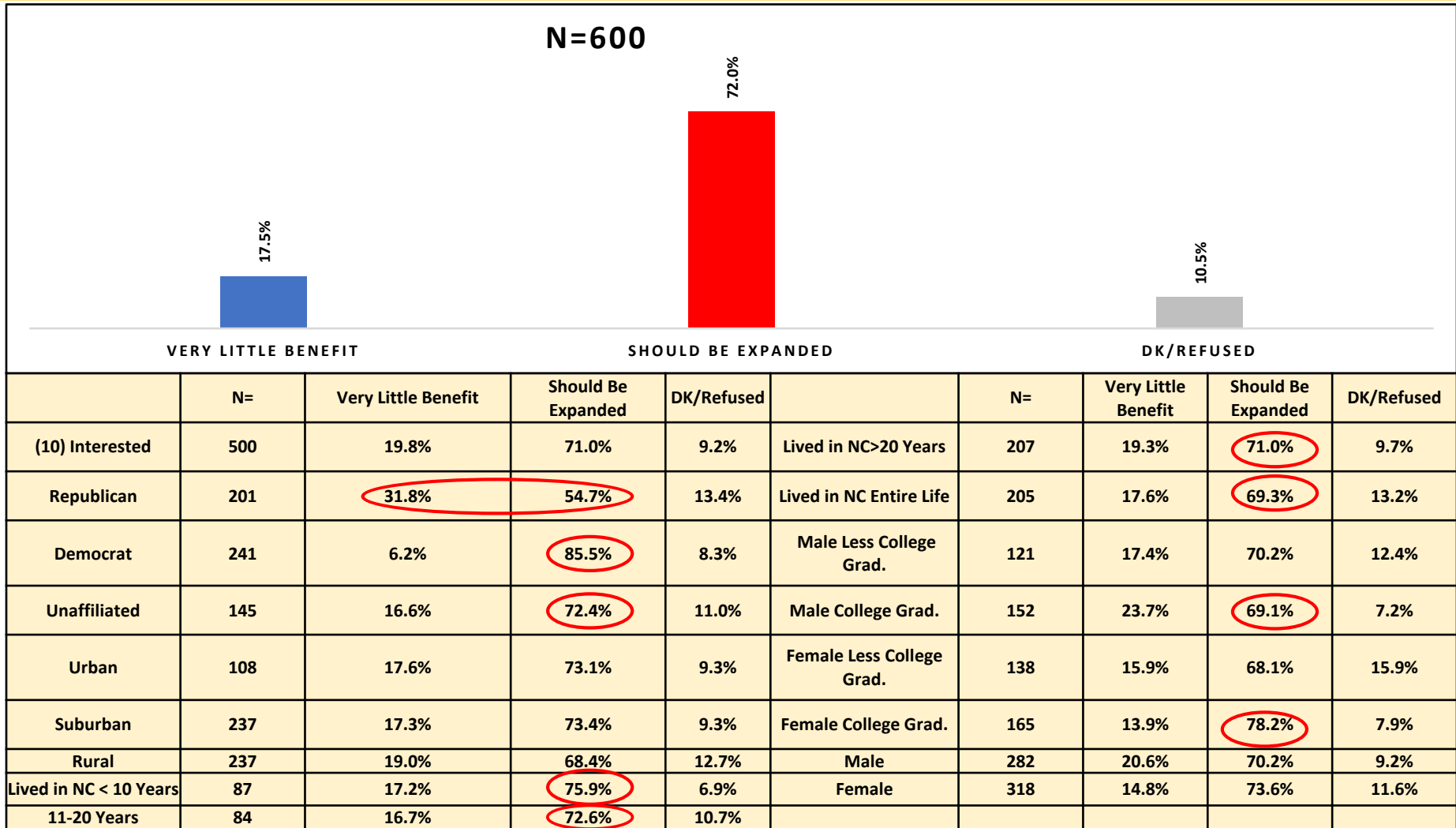
2020 Data Set

	N=	Manmade	Strongly Manmade	Somewhat Manmade	Natural	Somewhat Natural	Strongly Natural	Don't Know/Refused		N=	Manmade	Strongly Manmade	Somewhat Manmade	Natural	Somewhat Natural	Strongly Natural	Don't Know/Refused
(10) Interested	500	55.8%	37.0%	18.8%	32.0%	14.0%	18.0%	12.2%	Lived in NC > 20 Years	207	58.5%	40.1%	18.4%	30.0%	13.0%	16.9%	11.6%
Republican	201	34.8%	19.4%	15.4%	50.7%	20.9%	29.9%	14.4%	Lived in NC Entire Life	205	51.2%	33.7%	17.6%	36.6%	17.1%	19.5%	12.2%
Democrat	241	76.8%	53.9%	22.8%	13.7%	8.7%	5.0%	9.5%	Male Less College Grad.	121	52.9%	30.6%	22.3%	36.4%	14.0%	22.3%	10.7%
Unaffiliated	145	63.4%	40.7%	22.8%	28.3%	11.0%	17.2%	8.3%	Male College Grad.	152	57.2%	47.4%	9.9%	30.3%	9.2%	21.1%	12.5%
Urban	108	57.4%	38.0%	19.4%	31.5%	16.7%	14.8%	11.1%	Female Less College Grad.	138	51.4%	28.3%	23.2%	34.8%	20.3%	14.5%	13.8%
Suburban	237	66.7%	46.4%	20.3%	23.6%	9.7%	13.9%	9.7%	Female College Grad.	165	70.3%	45.5%	24.8%	20.6%	9.1%	11.5%	9.1%
Rural	237	51.9%	33.3%	18.6%	35.4%	14.3%	21.1%	12.7%	Male	282	56.4%	40.1%	16.3%	32.3%	11.0%	21.3%	11.3%
Lived in NC < 10 Years	87	65.5%	48.3%	17.2%	24.1%	13.8%	10.3%	10.3%	Female	318	61.3%	38.1%	23.3%	28.0%	15.4%	12.6%	10.7%
11-20 Years	84	69.0%	41.7%	27.4%	22.6%	4.8%	17.9%	8.3%									

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

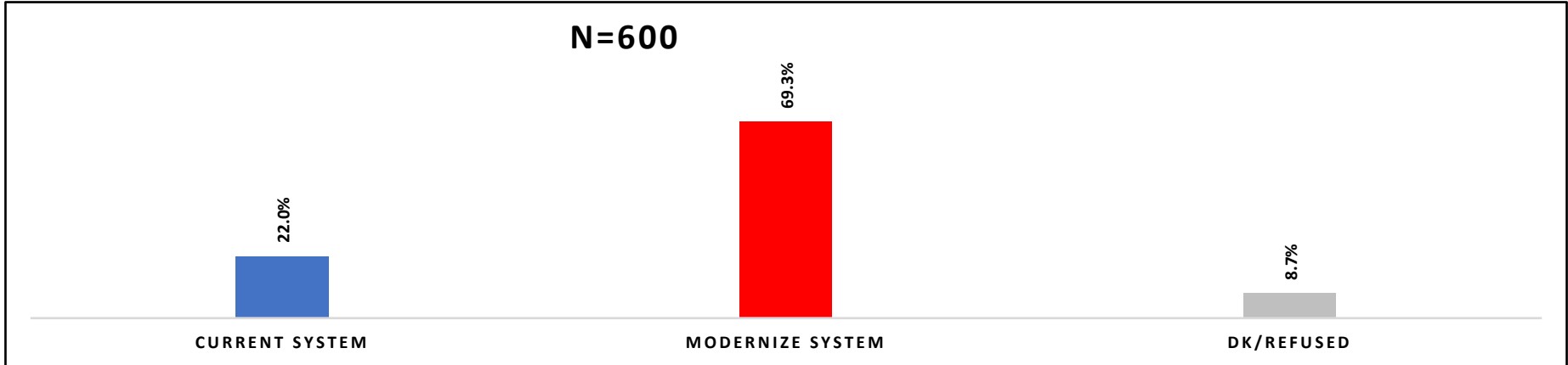
2020 Data Set



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

1. Our current system is doing the job, we just need to invest more money in our local public utilities, or
2. We need to modernize the current system by relying more on energy storage systems and renewable energy sources such as wind and solar

2020 Data Set

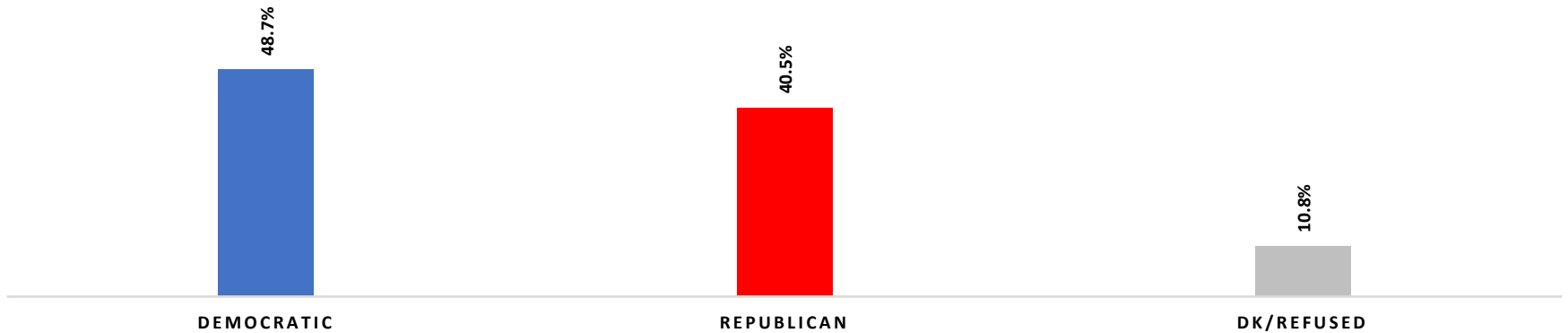


	N=	Current System	Modernize System	DK/Refused		N=	Current System	Modernize System	DK/Refused
(10) Interested	500	24.0%	68.0%	8.0%	Lived in NC>20 Years	207	21.7%	68.6%	9.7%
Republican	201	36.3%	48.3%	15.4%	Lived in NC Entire Life	205	25.4%	66.3%	8.3%
Democrat	241	10.4%	84.6%	5.0%	Male Less College Grad.	121	24.0%	66.1%	9.9%
Unaffiliated	145	22.1%	72.4%	5.5%	Male College Grad.	152	22.4%	69.7%	7.9%
Urban	108	14.8%	76.9%	8.3%	Female Less College Grad.	138	25.4%	63.8%	10.9%
Suburban	237	24.5%	69.2%	6.3%	Female College Grad.	165	17.0%	76.4%	6.7%
Rural	237	24.1%	64.6%	11.4%	Male	282	22.7%	68.4%	8.9%
Lived in NC < 10 Years	87	20.7%	73.6%	5.7%	Female	318	21.4%	70.1%	8.5%
11-20 Years	84	19.0%	71.4%	9.5%					



# Turning your attention to this year's elections, all things being equal, if elections were held today, are you more likely to vote for a Democratic candidate or Republican candidate for the North Carolina legislature?

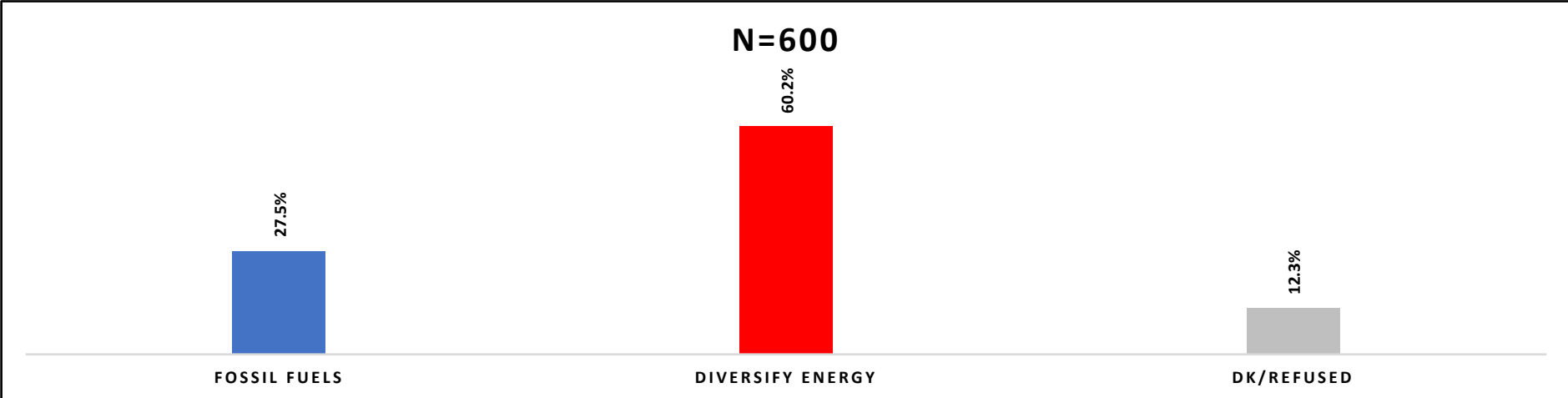
N=600



	N=	Democratic	Republican	DK/Refused		N=	Democratic	Republican	DK/Refused
(10) Interested	500	48.0%	43.0%	9.0%	Lived in NC>20 Years	207	52.7%	41.1%	6.3%
Republican	201	7.5%	86.6%	6.0%	Lived in NC Entire Life	205	44.4%	44.9%	10.7%
Democrat	241	86.3%	5.8%	7.9%	Male Less College Grad.	121	38.0%	47.9%	14.0%
Unaffiliated	145	43.4%	37.2%	19.3%	Male College Grad.	152	46.7%	41.4%	11.8%
Urban	108	59.3%	28.7%	12.0%	Female Less College Grad.	138	43.5%	45.7%	10.9%
Suburban	237	56.5%	34.6%	8.9%	Female College Grad.	165	61.8%	31.5%	6.7%
Rural	237	36.3%	53.6%	10.1%	Male	282	42.9%	43.6%	13.5%
Lived in NC < 10 Years	87	47.1%	34.5%	18.4%	Female	318	53.8%	37.7%	8.5%
11-20 Years	84	50.0%	39.3%	10.7%					

I'm now going to read you a description of two candidates running for political office. Please tell me which candidate you would be more likely to vote based upon their position on our energy policy?

1. Candidate A believes that a continued reliance on traditional fossil fuels is the way to go for the future. Oil, natural gas, and coal energy sources are the best for our economy now and in the the future.
2. Candidate B believes it is time to diversify our energy sources. Traditional fossil fuels have served us well, but continued reliance on them is not good for our economy or national security.



	N=	Fossil Fuels	Diversify Energy	Dk/Refused		N=	Fossil Fuels	Diversify Energy	Dk/Refused
(10) Interested	500	29.6%	59.0%	11.4%	Lived in NC > 20 Years	207	29.0%	61.4%	9.7%
Republican	201	47.8%	35.8%	16.4%	Lived in NC Entire Life	205	27.8%	58.0%	14.1%
Democrat	241	10.8%	78.0%	11.2%	Male Less College Grad.	121	31.4%	58.7%	9.9%
Unaffiliated	145	28.3%	62.8%	9.0%	Male College Grad.	152	31.6%	58.6%	9.9%
Urban	108	22.2%	63.9%	13.9%	Female Less College Grad.	138	26.8%	56.5%	9.9%
Suburban	237	27.8%	65.4%	6.8%	Female College Grad.	165	22.4%	66.7%	10.9%
Rural	237	31.2%	53.2%	15.6%	Male	282	31.2%	58.5%	10.3%
Lived in NC < 10 Years	87	26.4%	57.5%	16.1%	Female	318	24.2%	61.6%	14.2%
11-20 Years	84	27.4%	65.5%	7.1%					

# Key Findings

- Democrats and Republicans often approach policy issues as polar opposites. Unlike in science, these opposites do not always attract.
- Market competition, encouraging diversification of energy sources and energy efficient upgrades are issues that attract the polar opposites. Reliance on traditional energy sources and fossil fuels create friction between the two.
- Concerns about climate change is the underlying catalyst for the friction.
- A majority of voters believe we are now seeing the effects of climate change. 1 out of 3 Republicans, 2 out of 3 Unaffiliated voters and 3 out of 4 Democrats believe we are seeing the effects.
- Addressing climate change is more problematic for Republicans than Democrats. However, failure to do so opens the door for Democrats to build their issue coalition with the Unaffiliated voters.
- Democrats and Unaffiliated voters hold opinions that are more closely aligned in regard to the issue of climate change.

# Key Findings

- Republicans can use market competition and encouraging alternative energy solutions as a key messaging point to build their issue coalition with the unaffiliated voter.
- Furthermore, winning college educated voters will become critical to building a winning coalition as North Carolina continues to grow. The length of residence issue breaks and the college educated voter issue breaks provides a window into the future make up of North Carolina voters.
- Failure to open that window and address the issue set will only result in limited success in the major metropolitan areas of the state for state legislative candidates.

# Demographic Overview of Survey (N=600)

18% Urban  
39.5% Suburban  
39.5% Rural

25% Cell Phone  
75% Landline

34.2% Entire Life  
34.5% + 20 Years  
14% 11-20 Years  
14.5% < 10 Years

69.5% White  
21% Black  
1.3% Hispanic  
1.2% Asian  
1.3% Other  
5.7% Refused

20.8% Post Graduate  
32% College Degree  
23.5% Some College  
16.7% High School Degree  
3% Some High School

5.7% Under \$20,000  
15.2% \$20,000-\$40,000  
16.5% \$40,000-\$60,000  
20.2% \$60,000-\$100,000  
10% \$100,000-\$150,000  
9.7% More Than \$150,000  
22.8% DK/Refused

20% Always Democrat  
22.2% Usually Democrat  
16.3% Splits Ticket  
16.3% Usually Republican  
19% Always Republican  
6.2% DK/Refused

28.2% 65+  
23.7% 55-64 Yrs. Old  
20.3% 41-54 Yrs. Old  
18% 26-40 Yrs. Old  
5.2% 18-25 Yrs. Old