



# 2025 Carolina Energy Poll

**SPS**

*Strategic Partners Solutions, LLC*



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# Methodology

This poll of 650 registered voters living in North Carolina was conducted via telephone by professional interviewers from March 24 – March 26, 2025. The survey included 30% landline interviews and 70% 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 650 likely general election voters has an accuracy of +/- 3.8% at a 95% confidence interval.

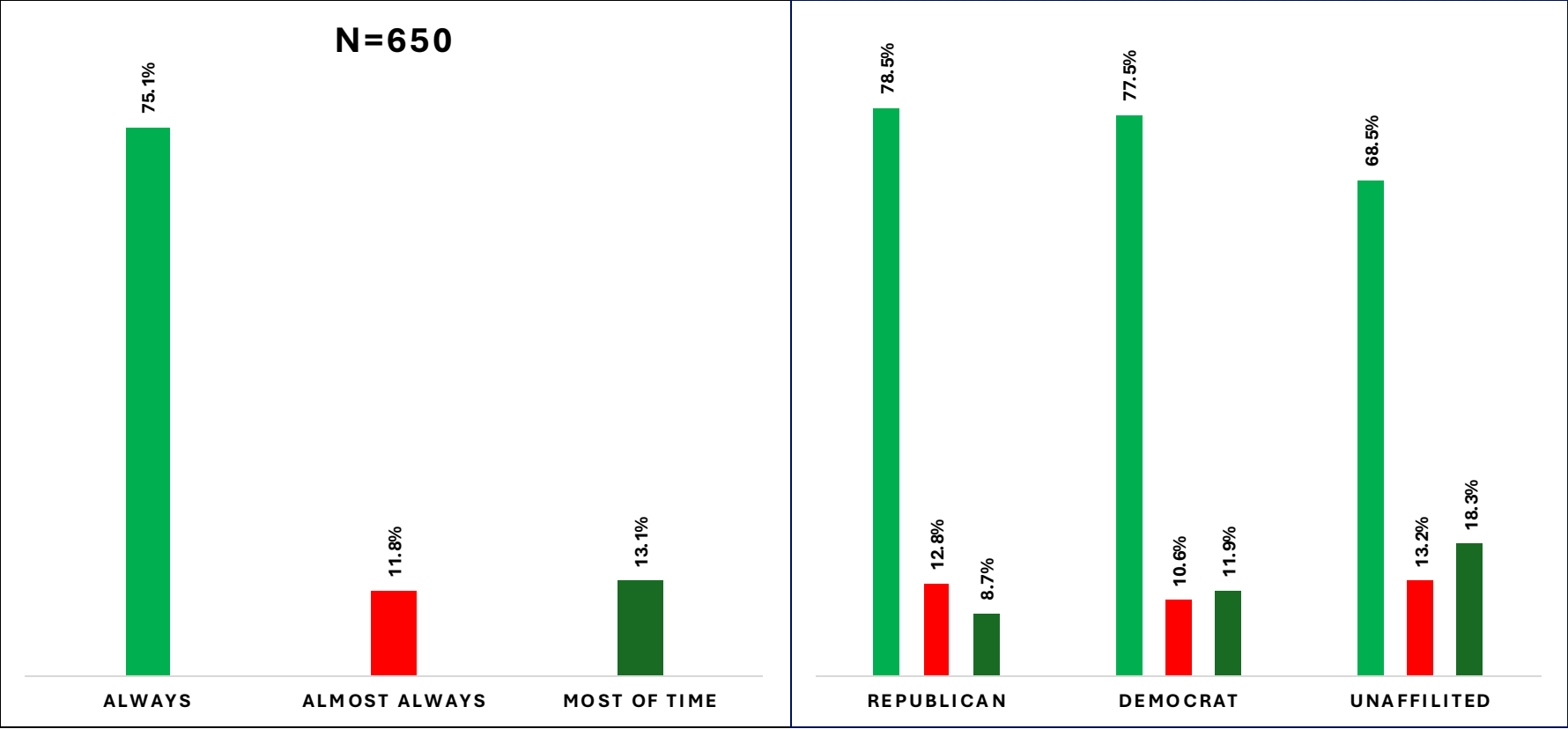
Paul Shumaker served as project manager and Hays Shumaker was the research coordinator.



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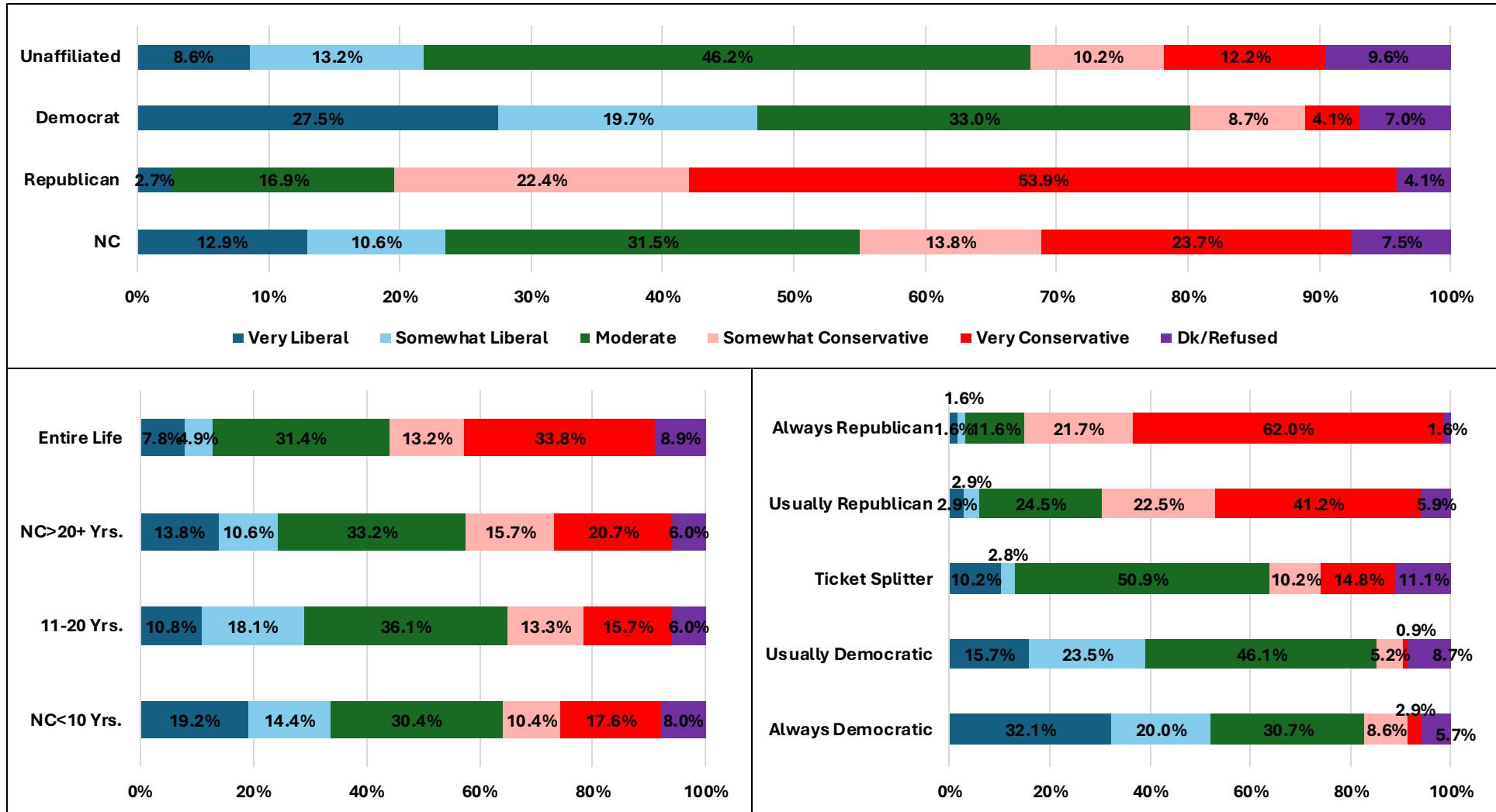


# Voter Intensity



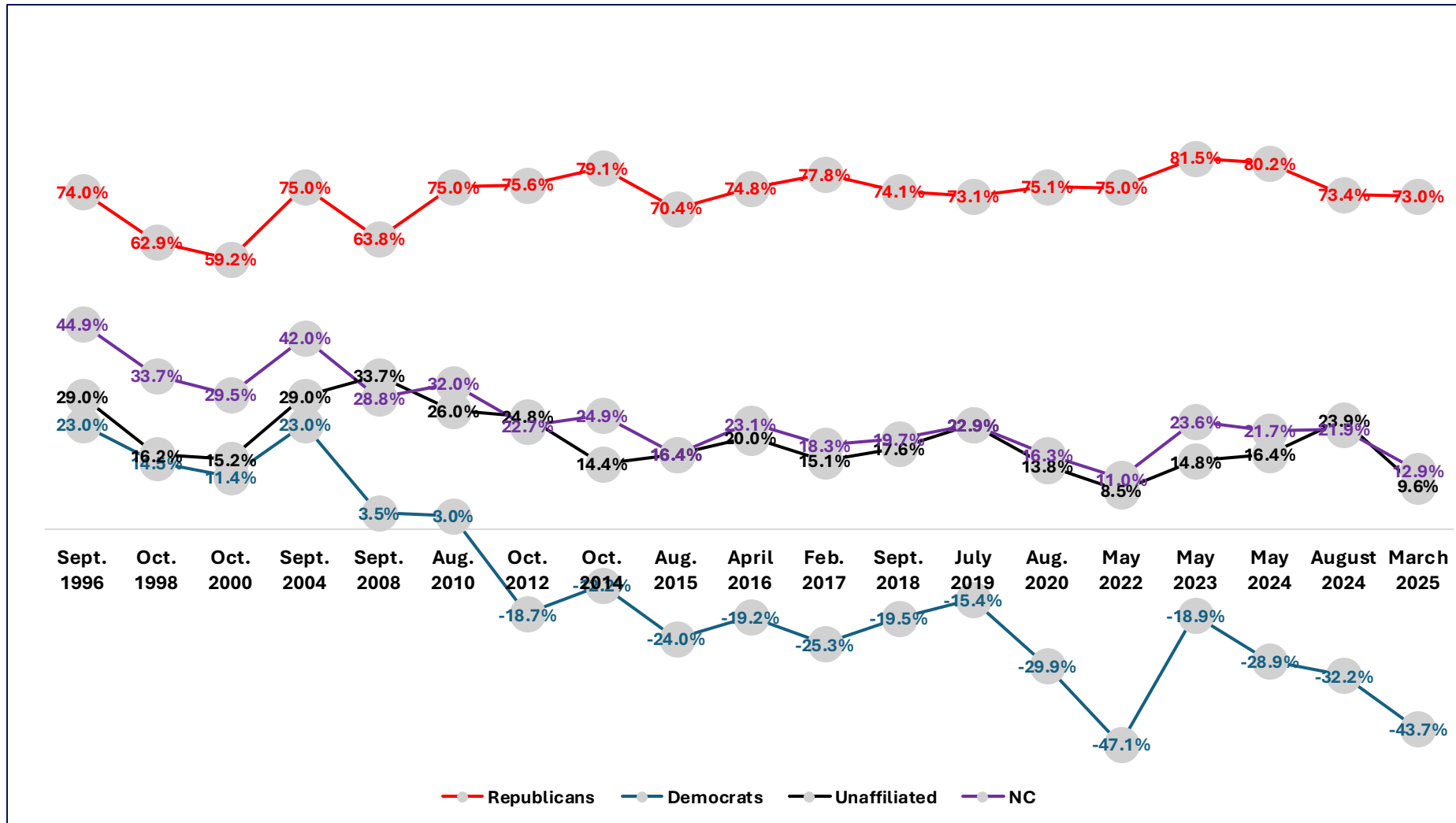
Voter intensity remains the highest with partisan voters, while Unaffiliated intensity lags.

# Ideological Intensity Profile N=650



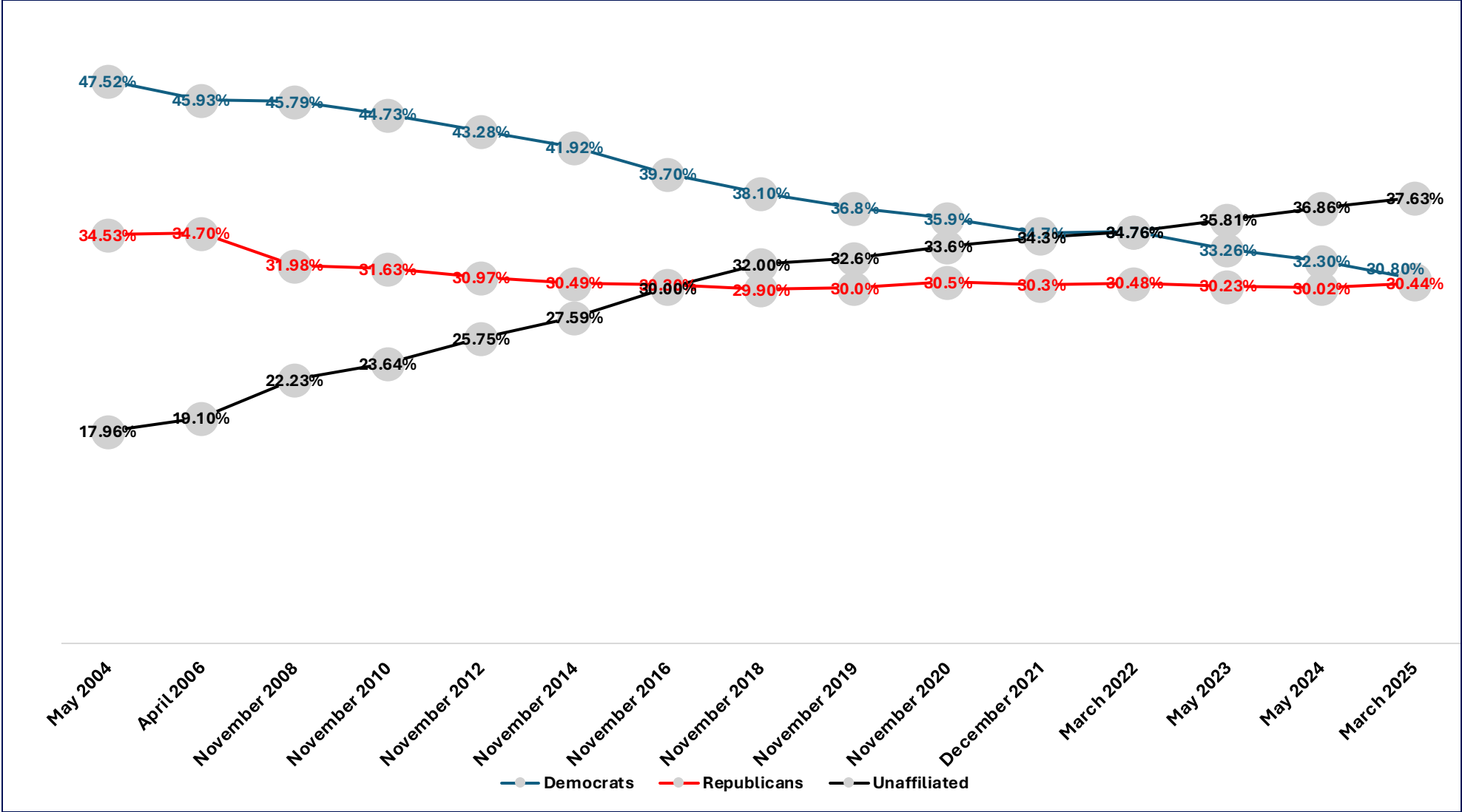
# NC Voter Ideological Trends

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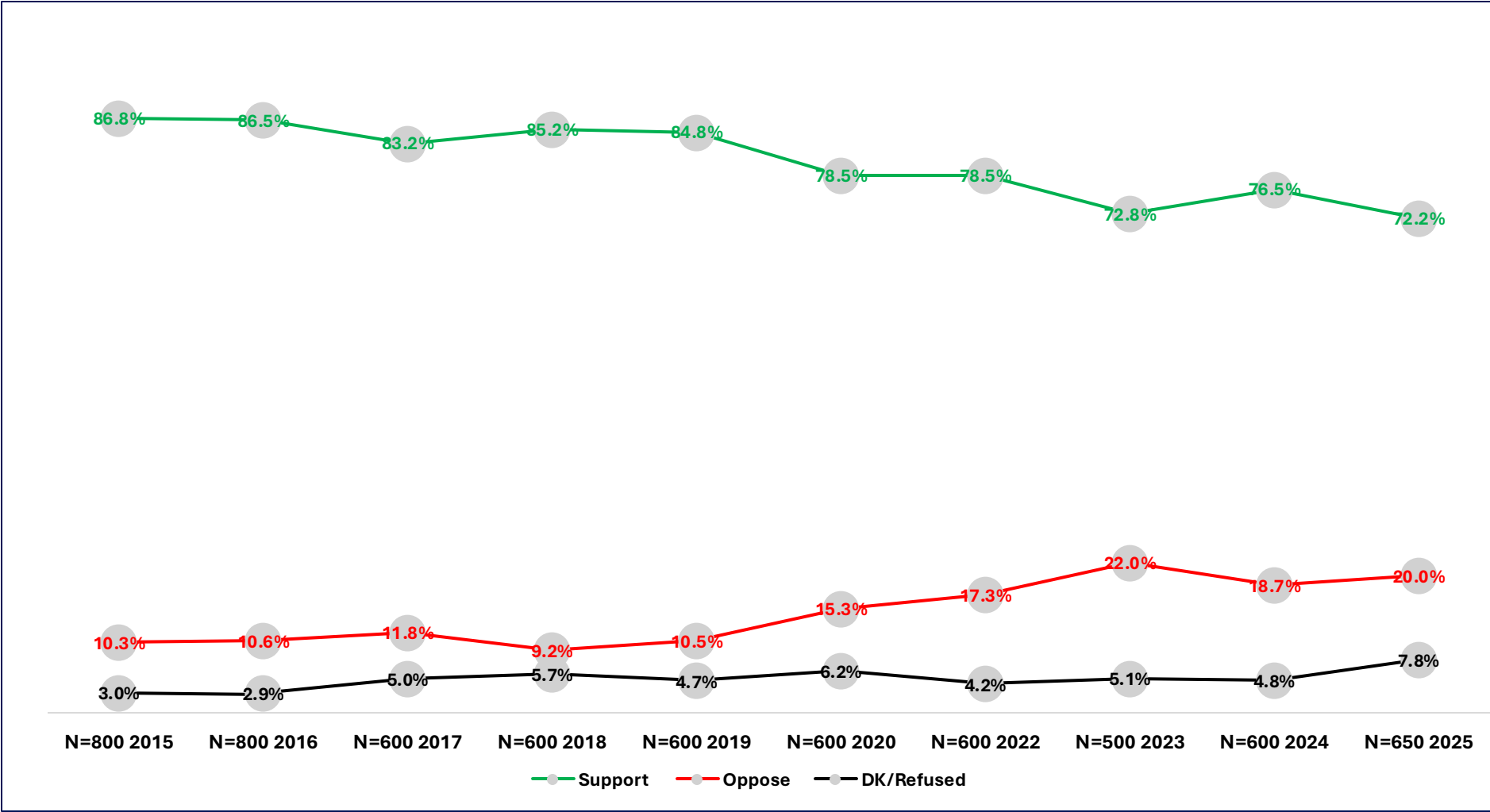


# NC Registration Trends





# 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?



10 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?



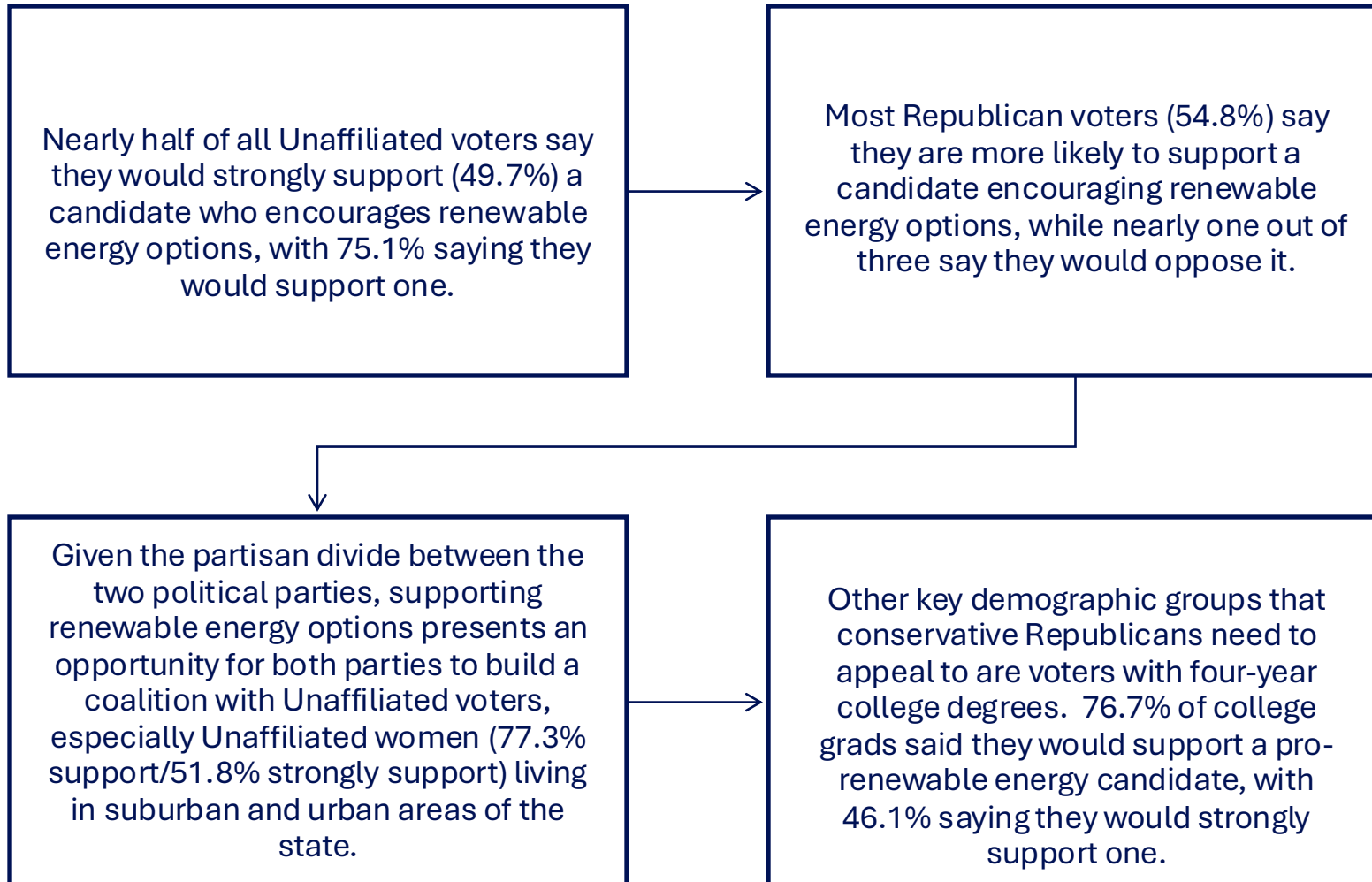
	N=	Support	Strongly Support	Somewhat Support	Oppose	Somewhat Oppose	Strongly Oppose	Dk/refused
N=	650	72.2%	41.5%	30.6%	20.0%	10.6%	9.4%	7.8%
Republican	219	54.8%	18.7%	36.1%	35.2%	16.9%	18.3%	10.0%
Democrat	218	86.7%	58.3%	28.4%	6.9%	5.0%	1.8%	6.4%
Unaffiliated	197	75.1%	49.7%	25.4%	18.3%	10.2%	8.1%	6.6%
Unaffiliated Male	87	72.4%	47.1%	25.3%	20.7%	10.3%	10.3%	6.9%
Unaffiliated Female	110	77.3%	51.8%	25.5%	16.4%	10.0%	6.4%	6.4%
Urban	155	78.1%	47.7%	30.3%	12.3%	7.1%	5.2%	9.7%
Suburban	241	77.6%	47.3%	30.3%	19.1%	10.8%	8.3%	3.3%
Rural	234	64.1%	32.5%	31.6%	26.5%	13.2%	13.2%	9.4%
NC <10 Yrs	125	74.4%	46.4%	28.0%	18.4%	8.8%	9.6%	7.2%
11-20 Yrs	83	81.9%	47.0%	34.9%	10.8%	7.2%	3.6%	7.2%
NC >20 Yrs	217	76.0%	42.9%	33.2%	20.3%	12.4%	7.8%	3.7%
Entire Life	204	64.2%	35.8%	28.4%	24.0%	11.3%	12.7%	11.8%
Ticker Splitters	108	76.9%	45.4%	31.5%	18.5%	8.3%	10.2%	4.6%
H.S. Degree	92	75.0%	35.9%	39.1%	13.0%	7.6%	5.4%	12.0%
Some College	237	67.9%	38.8%	29.1%	29.1%	12.7%	16.4%	3.0%
College Grad	347	76.7%	46.1%	30.5%	17.0%	10.1%	6.9%	6.3%
Male	305	70.5%	39.7%	30.8%	23.3%	12.8%	10.5%	6.2%
Female	345	73.6%	43.2%	30.4%	17.1%	8.7%	8.4%	9.3%

2025 Data Set

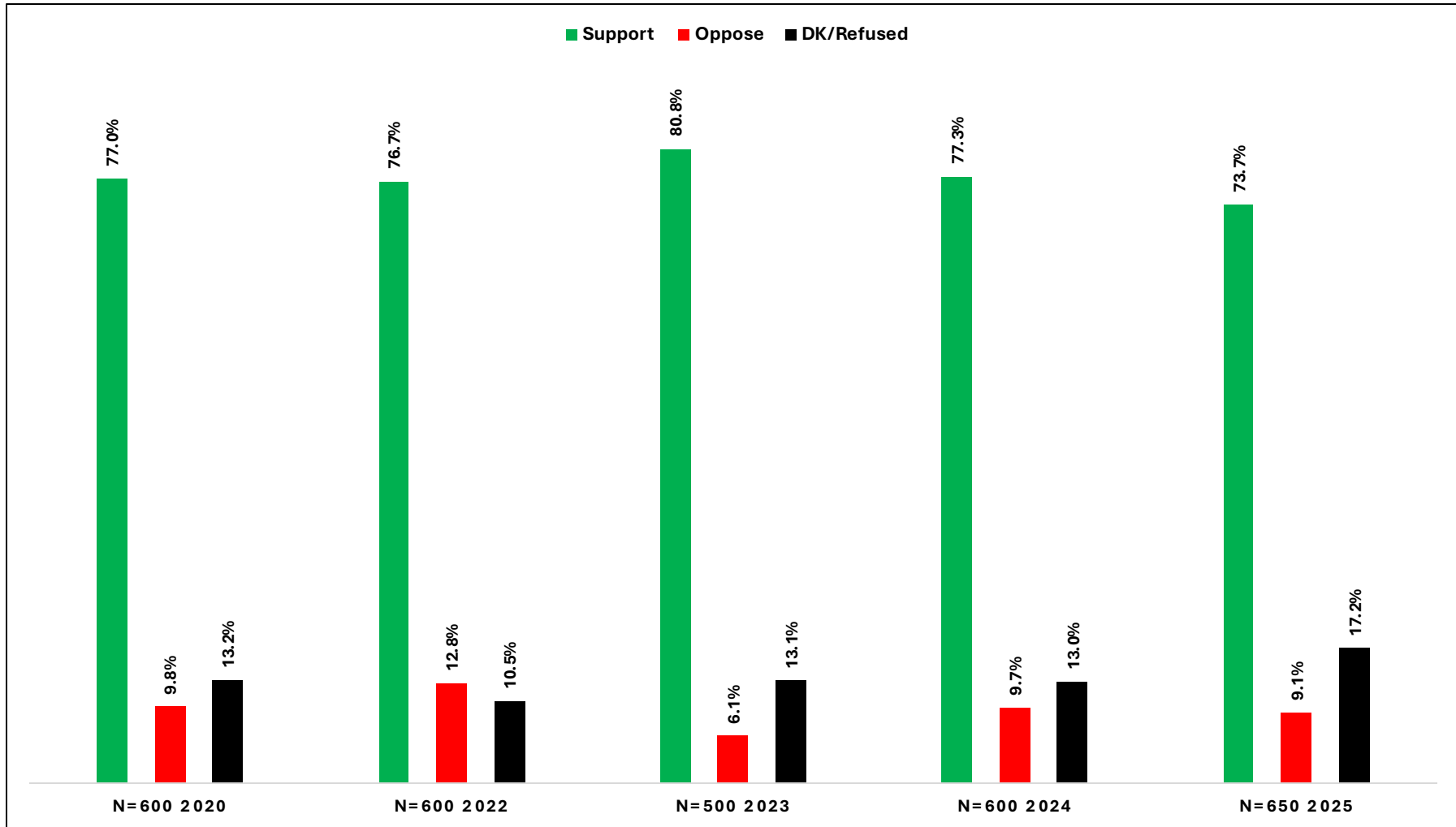


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# Would you be more likely to support or oppose a lawmaker or candidate who supports policies that encourage renewable energy options such as wind, solar, and waste-to-energy technologies?



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



5 Year Trend Data

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



	N=	Support	Strongly Support	Somewhat Support	Oppose	Somewhat Oppose	Strongly Oppose	Dk/refused
N=	650	73.7%	43.7%	30.0%	9.1%	5.7%	3.4%	17.2%
Republican	219	74.9%	47.0%	27.9%	10.0%	5.5%	4.6%	15.1%
Democrat	218	68.8%	33.5%	35.3%	10.1%	6.0%	4.1%	21.1%
Unaffiliated	197	77.2%	51.8%	25.4%	7.1%	5.6%	1.5%	15.7%
Unaffiliated Male	87	73.6%	50.6%	23.0%	8.0%	6.9%	1.1%	18.4%
Unaffiliated Female	110	80.0%	52.7%	27.3%	6.4%	4.5%	1.8%	13.6%
Urban	155	71.6%	41.9%	29.7%	8.4%	6.5%	1.9%	20.0%
Suburban	241	78.4%	44.0%	34.4%	6.6%	3.7%	2.9%	14.9%
Rural	234	72.2%	45.7%	26.5%	10.7%	6.0%	4.7%	17.1%
NC <10 Yrs	125	80.8%	49.6%	31.2%	7.2%	2.4%	4.8%	12.0%
11-20 Yrs	83	74.7%	45.8%	28.9%	15.7%	13.3%	2.4%	9.6%
NC >20 Yrs	217	76.5%	46.5%	30.0%	6.0%	3.7%	2.3%	17.5%
Entire Life	204	68.6%	37.3%	31.4%	8.3%	4.9%	3.4%	23.0%
Ticker Splitters	108	81.5%	51.9%	29.6%	7.4%	6.5%	0.9%	11.1%
H.S. Degree	92	72.8%	41.3%	31.5%	12.0%	8.7%	3.3%	15.2%
Some College	165	73.3%	40.6%	32.7%	10.3%	7.3%	3.0%	16.4%
College Grad	347	77.5%	48.1%	29.4%	6.1%	3.5%	2.6%	16.4%
Male	305	76.1%	45.6%	30.5%	9.2%	5.2%	3.9%	14.8%
Female	345	71.6%	42.0%	29.6%	9.0%	6.1%	2.9%	19.4%

2025 Data Set



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



Over the past five years, support for a candidate who wants to change North Carolina's energy regulatory policies to allow for more competition and consumer choice has remained high, with nearly 75% of all voters saying they would support and nearly half saying they strongly support.

Republicans and Unaffiliated voters are closely aligned on market competition, but Democratic voters also demonstrate strong support.

Given the partisan divide between the two political parties, supporting renewable energy options presents an opportunity for both parties to build a coalition with Unaffiliated voters, especially Unaffiliated women (77.3% support/51.8% strongly support) living in suburban and urban areas of the state.

There is a sizable group of voters who say they are not sure. This number represents the need for more information about specific regulatory reforms.

51.9% of ticket-splitters say they strongly support it, 81.5% support it, and only 7.4% oppose it. Introducing energy regulatory reform to encourage more competition is supported across all partisan affiliations and key voting groups.

Another key point for conservatives to note is that there is no educational divide between college graduates and voters with less than a four-year college degree. Conservative leaders must make inroads with the four-year college demographic to remain competitive in suburban and urban districts.



**In NC, electric utilities charge the customer 100% of the fuel cost for power plants, regardless of whether the utility underestimates the ultimate cost.**

**Some states require the utility and its shareholders to pay for a percentage of fuel costs, such as 10% or 20%, to lessen the risk to ratepayers in paying for all the fuel.**

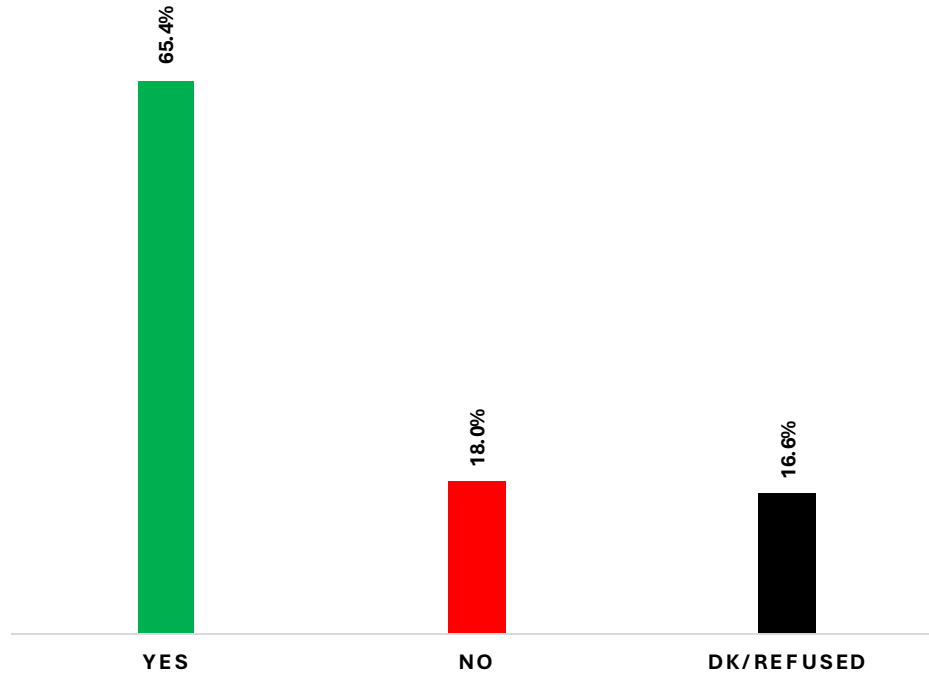
**This is called Cost Risk Sharing. Do you think NC's electric utilities should be required to pay a percentage of fuel costs, as they do in other states that required fuel Cost Risk Sharing?**



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N=650



Two-thirds of voters agree that utilities should be required to share some of the cost-risk for new power plants. 18% oppose this, and 16.6% do not know or are unsure. There is no partisan divide on the issue. In fact, support for such regulatory change was consistent across most key demographic subsets.

	N=	Yes	No	Dk/refused		N=	Yes	No	Dk/refused
Republican	219	63.0%	22.4%	14.6%	11-20 Yrs	83	68.7%	18.1%	13.3%
Democrat	218	66.1%	16.1%	17.9%	NC>20 Yrs	217	60.8%	18.9%	20.3%
Unaffiliated	197	65.5%	16.2%	18.3%	Entire Life	204	67.2%	17.6%	15.2%
Unaffiliated Male	87	69.0%	12.6%	18.4%	Ticker Splitters	108	66.7%	19.4%	13.9%
Unaffiliated Female	110	62.7%	19.1%	18.2%	H.S. Degree	92	63.0%	22.8%	14.1%
Urban	155	69.0%	15.5%	15.5%	Some College	165	64.2%	21.8%	13.9%
Suburban	241	66.0%	14.5%	19.5%	College Grad	347	68.6%	14.1%	17.3%
Rural	234	63.2%	23.1%	13.7%	Male	305	66.9%	17.4%	15.7%
NC <10 Yrs	125	68.8%	16.8%	14.4%	Female	345	64.1%	18.6%	17.4%



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**In today's NC energy markets, solar and onshore wind-generated electricity costs less than half the traditional fossil fuel-generated electricity costs. Which of the following regulations do you think lawmakers should enact first for our energy markets?**

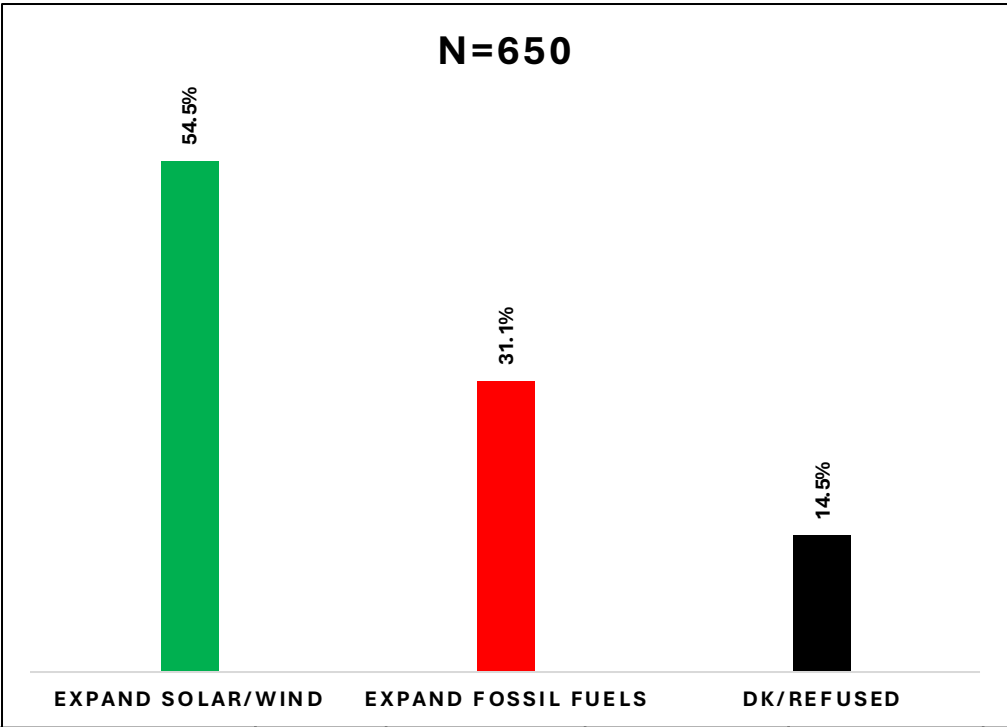
**1. Lawmakers should enact new rules and regulations to allow for the expansion of solar and wind-generated electricity from private companies. -- Or,**

**2. Lawmakers should follow Duke Energy's recommendation and continue to expand fossil fuel-generated electricity.**



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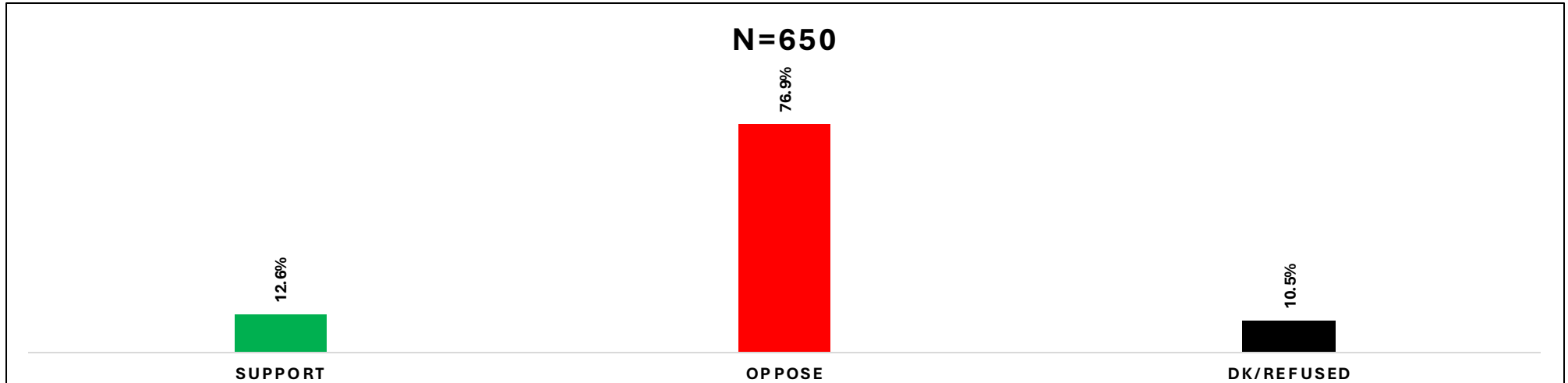




Most NC voters favor expanding solar and wind-generated electricity over continuing to develop fossil fuel-generated electricity. A majority of Republicans favor fossil fuels, while a majority of Unaffiliated and Democratic voters favored solar and wind. 58.3% of ticket splitters and 59.4% of four-year college grads favored solar/wind. Suburban/urban voters favored solar/wind, while rural voters were split.

	N=	Expand Solar/Wind	Expand Fossil Fuels	Dk/refused		N=	Expand Solar/Wind	Expand Fossil Fuels	Dk/refused
Republican	219	31.1%	53.0%	16.0%	11-20 Yrs	83	67.5%	25.3%	7.2%
Democrat	218	71.1%	17.9%	11.0%	NC>20 Yrs	217	58.5%	28.1%	13.4%
Unaffiliated	197	61.4%	22.3%	16.2%	Entire Life	204	45.6%	38.7%	15.7%
Unaffiliated Male	87	65.5%	19.5%	14.9%	Ticker Splitters	108	58.3%	25.0%	16.7%
Unaffiliated Female	110	58.2%	24.5%	17.3%	H.S. Degree	92	50.0%	40.2%	9.8%
Urban	155	60.0%	29.7%	10.3%	Some College	165	50.9%	35.8%	13.3%
Suburban	241	61.4%	26.6%	12.0%	College Grad	347	59.4%	27.4%	13.3%
Rural	234	44.4%	37.2%	18.4%	Male	305	55.4%	31.8%	12.8%
NC <10 Yrs	125	54.4%	29.6%	16.0%	Female	345	53.6%	30.4%	15.9%

# Do you support or oppose legislation allowing NC's electric utilities to collect the upfront costs of building a new power plant from ratepayers, like you, before the plant's construction is completed and begins producing power?



	N=	Support	Strongly Support	Somewhat Support	Oppose	Somewhat Oppose	Strongly Oppose	Dk/refused
Republican	219	14.2%	5.9%	8.2%	75.3%	12.3%	63.0%	10.5%
Democrat	218	12.8%	5.5%	7.3%	78.9%	16.1%	62.8%	8.3%
Unaffiliated	197	11.7%	4.1%	7.6%	76.6%	15.7%	60.9%	11.7%
Unaffiliated Male	87	17.2%	5.7%	11.5%	70.1%	21.8%	48.3%	12.6%
Unaffiliated Female	110	7.3%	2.7%	4.5%	81.8%	10.9%	70.9%	10.9%
Urban	155	9.0%	3.9%	5.2%	78.1%	14.2%	63.9%	12.9%
Suburban	241	14.9%	5.0%	10.0%	75.1%	16.6%	58.5%	10.0%
Rural	234	12.4%	5.6%	6.8%	80.3%	13.2%	67.1%	7.3%
NC <10 Yrs	125	16.8%	7.2%	9.6%	72.0%	12.0%	60.0%	11.2%
11-20 Yrs	83	18.1%	6.0%	12.0%	72.3%	24.1%	48.2%	9.6%
NC >20 Yrs	217	11.1%	3.2%	7.8%	81.1%	13.4%	67.7%	7.8%
Entire Life	204	9.3%	4.9%	4.4%	80.4%	14.2%	66.2%	10.3%
Ticker Splitters	108	13.0%	2.8%	10.2%	76.9%	9.3%	67.6%	10.2%
H.S. Degree	92	13.0%	8.7%	4.3%	79.3%	9.8%	69.6%	7.6%
Some College	165	10.3%	1.8%	8.5%	83.0%	12.7%	70.3%	6.7%
College Grad	347	13.8%	5.5%	8.4%	76.4%	16.4%	59.9%	9.8%
Male	305	14.1%	5.2%	8.9%	76.1%	18.0%	58.0%	9.8%
Female	345	11.3%	4.9%	6.4%	77.7%	12.2%	65.5%	11.0%





**Do you support or oppose legislation allowing NC’s electric utilities to collect the upfront costs of building a new power plant from ratepayers like you before the plant’s construction is completed and begins producing power?**

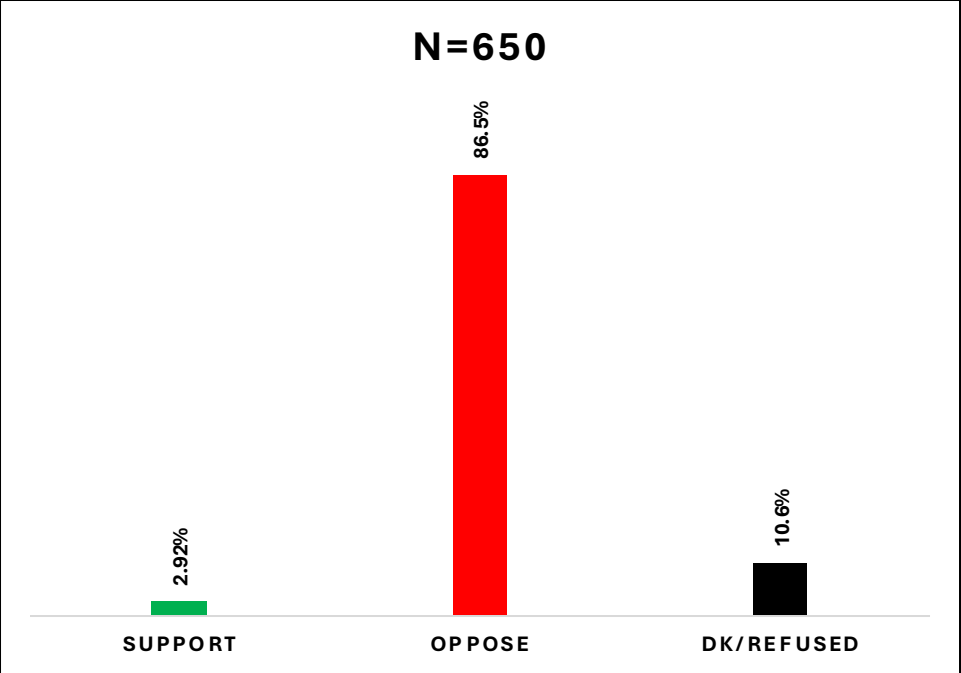
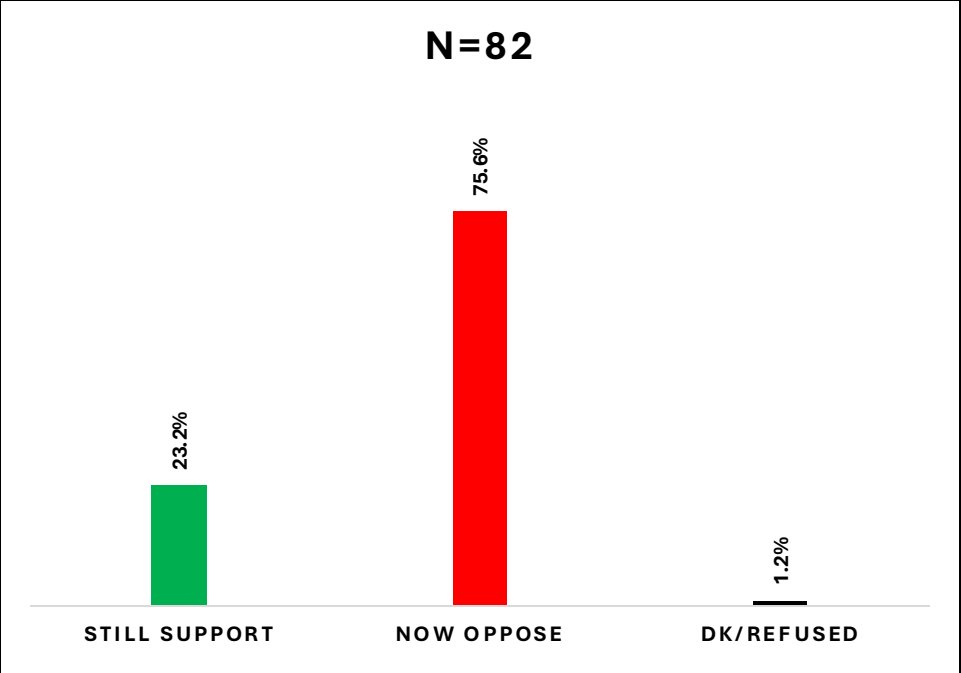
**Voters overwhelmingly oppose allowing electric utilities to collect upfront costs from ratepayers. Republicans (75.3%), Democrats (78.9%), and Unaffiliated (76.6%) equally oppose. Only 12.6% of voters said they supported, while 10.5% said they did not know.**

**Unaffiliated Female voters were 81.8% opposed compared to Unaffiliated men, who were 70.1% opposed.**

**While opposition is strong across all demographic groups, it was strongest among rural voters, voters with some college or a high school degree, and those who have lived in NC their entire lives.**

**Would you still support, or would you now oppose legislation allowing NC's electric utilities to collect the upfront costs of building a new power plant from ratepayers, if you knew the legislation would allow the utility to keep the money collected from ratepayers if the plant was never completed?**

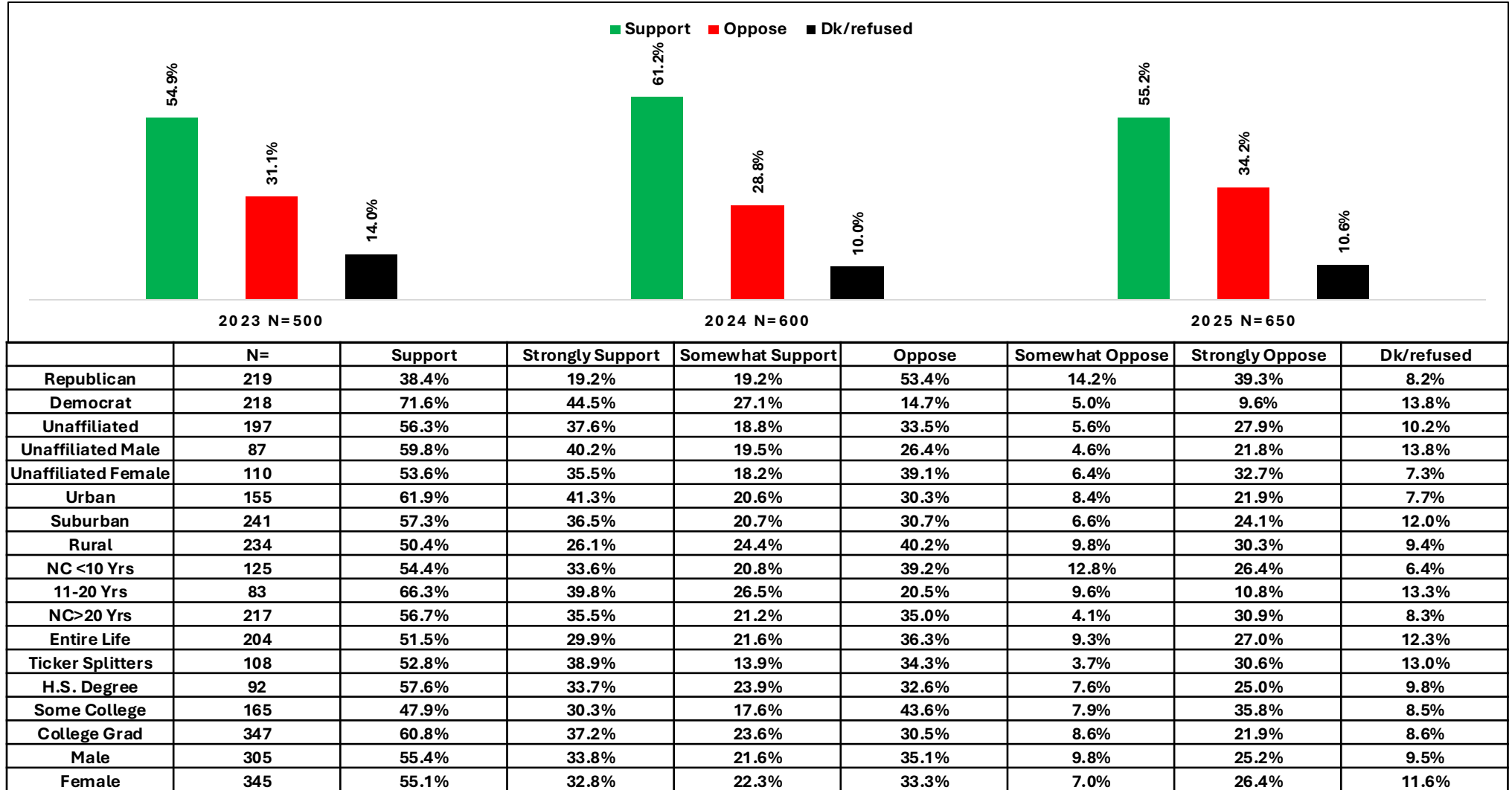




	N=	Still Support	Now Oppose	Dk/refused
Republican	31	9.7%	87.1%	3.2%
Democrat	28	42.9%	57.1%	0.0%
Unaffiliated	23	17.4%	82.6%	0.0%
Unaffiliated Male	15	20.0%	80.0%	0.0%
Unaffiliated Female	8	12.5%	87.5%	0.0%
Urban	14	35.7%	64.3%	0.0%
Suburban	36	19.4%	80.6%	0.0%
Rural	29	17.2%	79.3%	3.4%
NC<10 Yrs	21	19.0%	81.0%	0.0%
11-20 Yrs	15	20.0%	73.3%	6.7%
NC>20Yrs	24	20.8%	79.2%	0.0%
Entire Life	19	26.3%	73.7%	0.0%
Ticker Splitters	14	7.1%	92.9%	0.0%
H.S. Degree	12	0.0%	91.7%	8.3%
Some College	17	23.5%	76.5%	0.0%
College Grad	48	27.1%	72.9%	0.0%
Male	43	23.3%	76.7%	0.0%
Female	39	23.1%	74.4%	2.6%

Opposition was nearly universal among all key voting groups when voters learned that the electric utilities could keep the money collected if the power plant was never completed.

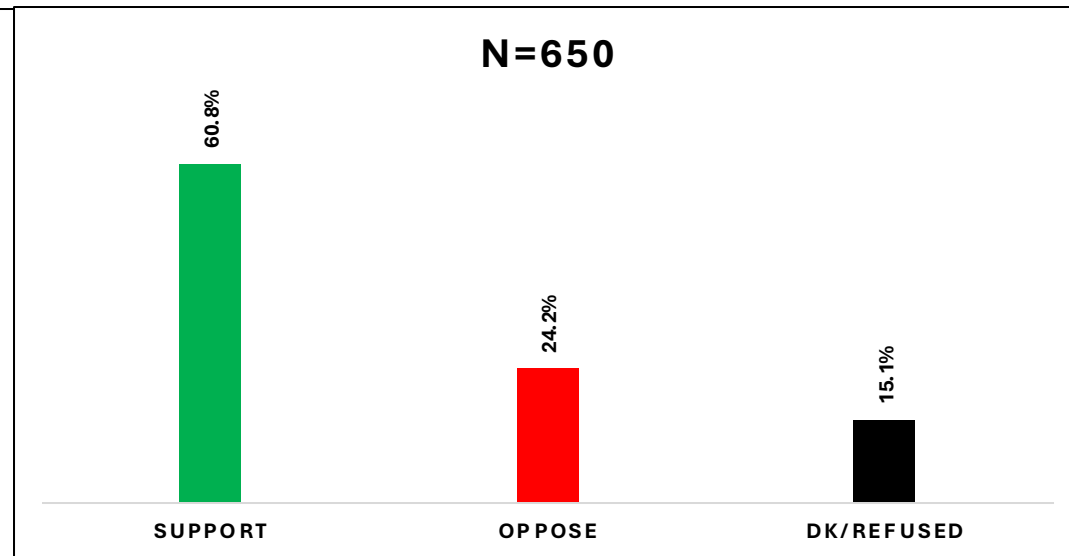
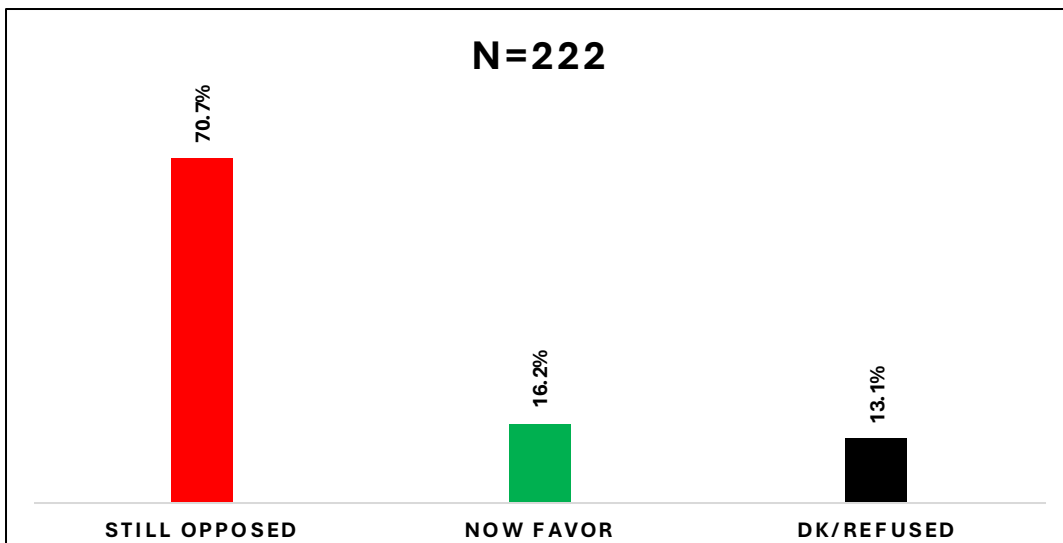
# Do you support or oppose building wind energy turbines off the coast of North Carolina?



Most voters have consistently supported building wind energy turbines off the coast of North Carolina. Democratic voters are the strongest supporters (71.6%), Unaffiliated (56.3%), and Republicans (38.4%).

**3 Year Trend Data**

# Would you still oppose, or would you now favor offshore wind projects if you knew they could bring \$3.8 billion dollars in private investments into NC's economy?



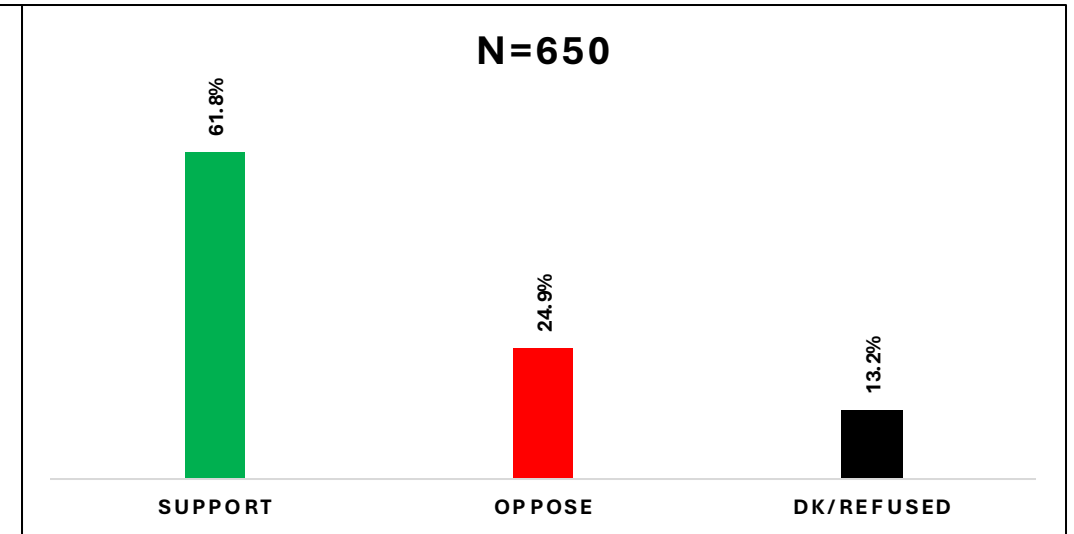
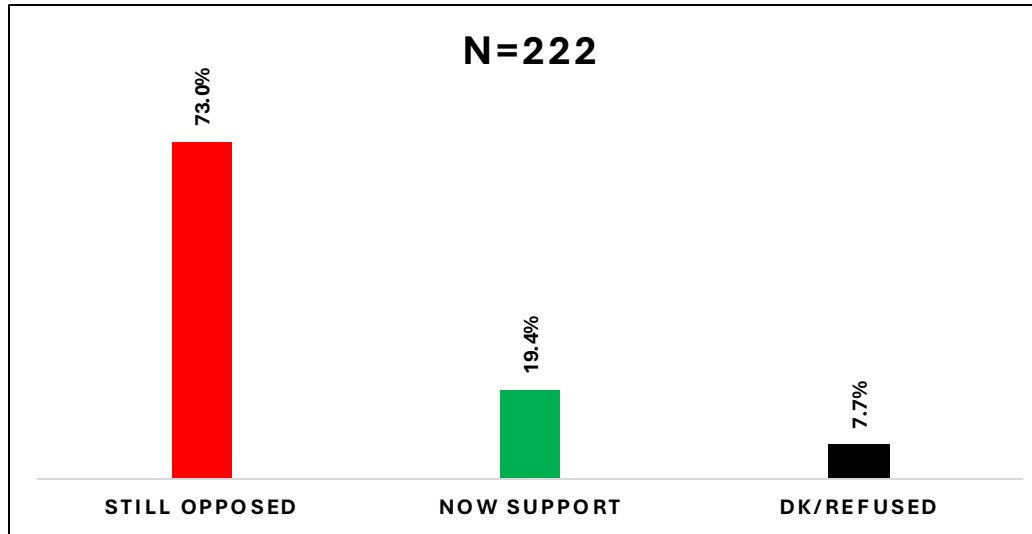
	N=	Still Opposed	Now Favor	Dk/refused
Republican	117	72.6%	10.3%	17.1%
Democrat	32	43.8%	43.8%	12.5%
Unaffiliated	66	80.3%	12.1%	7.6%
Unaffiliated Male	23	69.6%	21.7%	8.7%
Unaffiliated Female	43	86.0%	7.0%	7.0%
Urban	47	66.0%	17.0%	17.0%
Suburban	74	70.3%	17.6%	12.2%
Rural	94	74.5%	13.8%	11.7%
NC<10 Yrs	49	79.6%	10.2%	10.2%
11-20 Yrs	17	70.6%	23.5%	5.6%
NC>20 Yrs	76	72.4%	13.2%	14.5%
Entire Life	74	63.5%	21.6%	14.9%
Ticker Splitters	37	67.6%	27.0%	5.4%
H.S. Degree	30	66.7%	23.3%	10.0%
Some College	72	76.4%	12.5%	11.1%
College Grad	106	70.8%	15.1%	14.2%
Male	107	65.4%	19.6%	15.0%
Female	115	75.7%	13.0%	11.3%

Support grew to just over 60% when voters opposed offshore wind learned of the economic benefit. The movement was greatest with Democratic voters.



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## Would you still oppose, or would you now favor offshore wind projects if you knew the wind turbines would be 22 miles, or more, off the coastline?



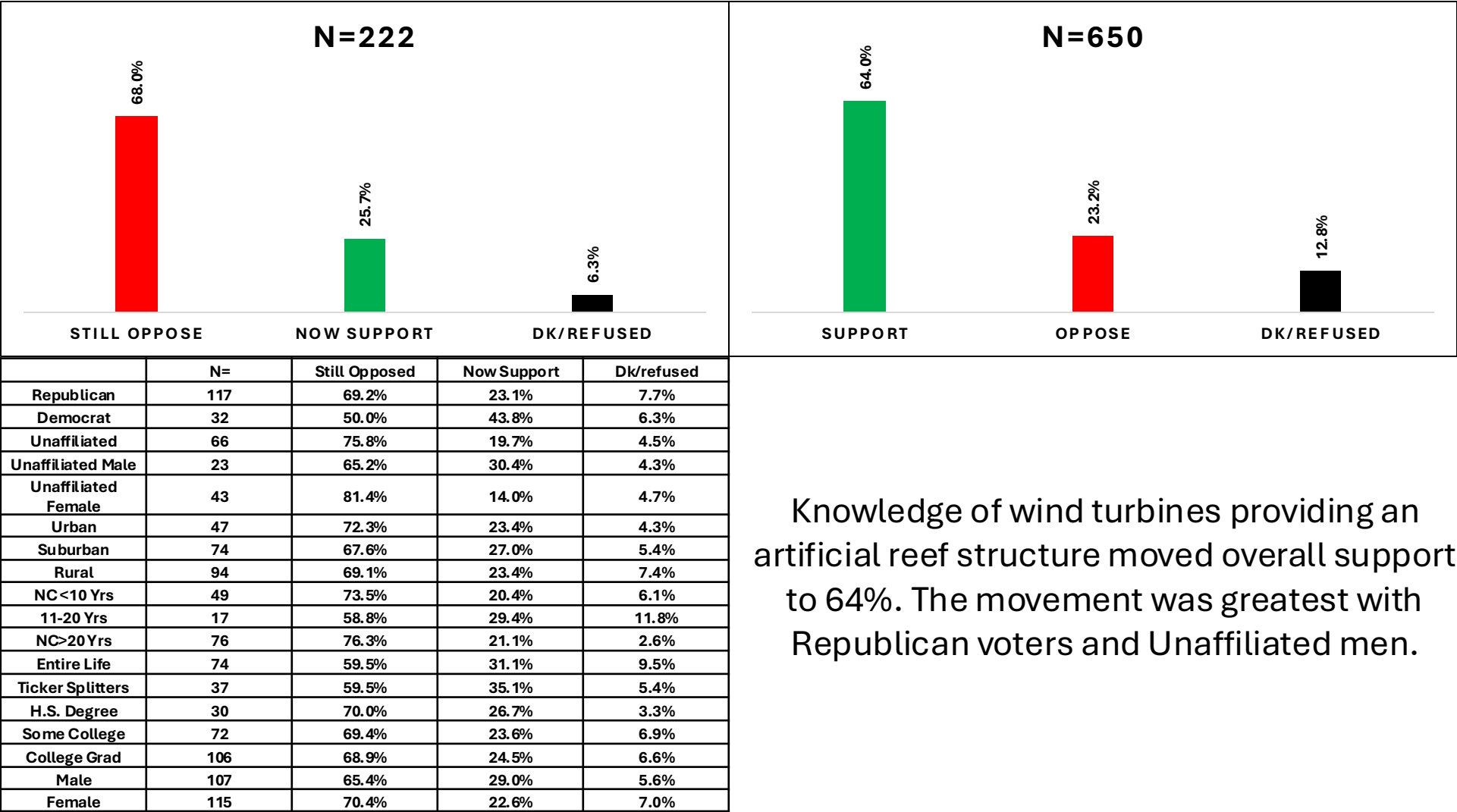
	N=	Still Opposed	Now Support	Dk/refused
Republican	117	77.8%	12.0%	10.3%
Democrat	32	50.0%	46.9%	3.1%
Unaffiliated	66	77.3%	18.2%	4.5%
Unaffiliated Male	23	78.3%	21.7%	0.0%
Unaffiliated Female	43	76.7%	16.3%	7.0%
Urban	47	72.3%	14.9%	12.8%
Suburban	74	74.3%	23.0%	2.7%
Rural	94	74.5%	17.0%	8.5%
NC <10 Yrs	49	71.4%	18.4%	10.2%
11-20 Yrs	17	70.6%	11.8%	17.6%
NC >20 Yrs	76	81.6%	13.2%	5.3%
Entire Life	74	67.6%	27.0%	5.4%
Ticker Splitters	37	73.0%	27.0%	0.0%
H.S. Degree	30	76.7%	20.0%	3.3%
Some College	72	73.6%	20.8%	5.6%
College Grad	106	73.6%	16.0%	10.4%
Male	107	73.8%	19.6%	6.5%
Female	115	72.2%	19.1%	8.7%

Support slightly improved when those opposed learned the wind turbines would be more than 22 miles offshore. The movement was slightly stronger with Unaffiliated voters.



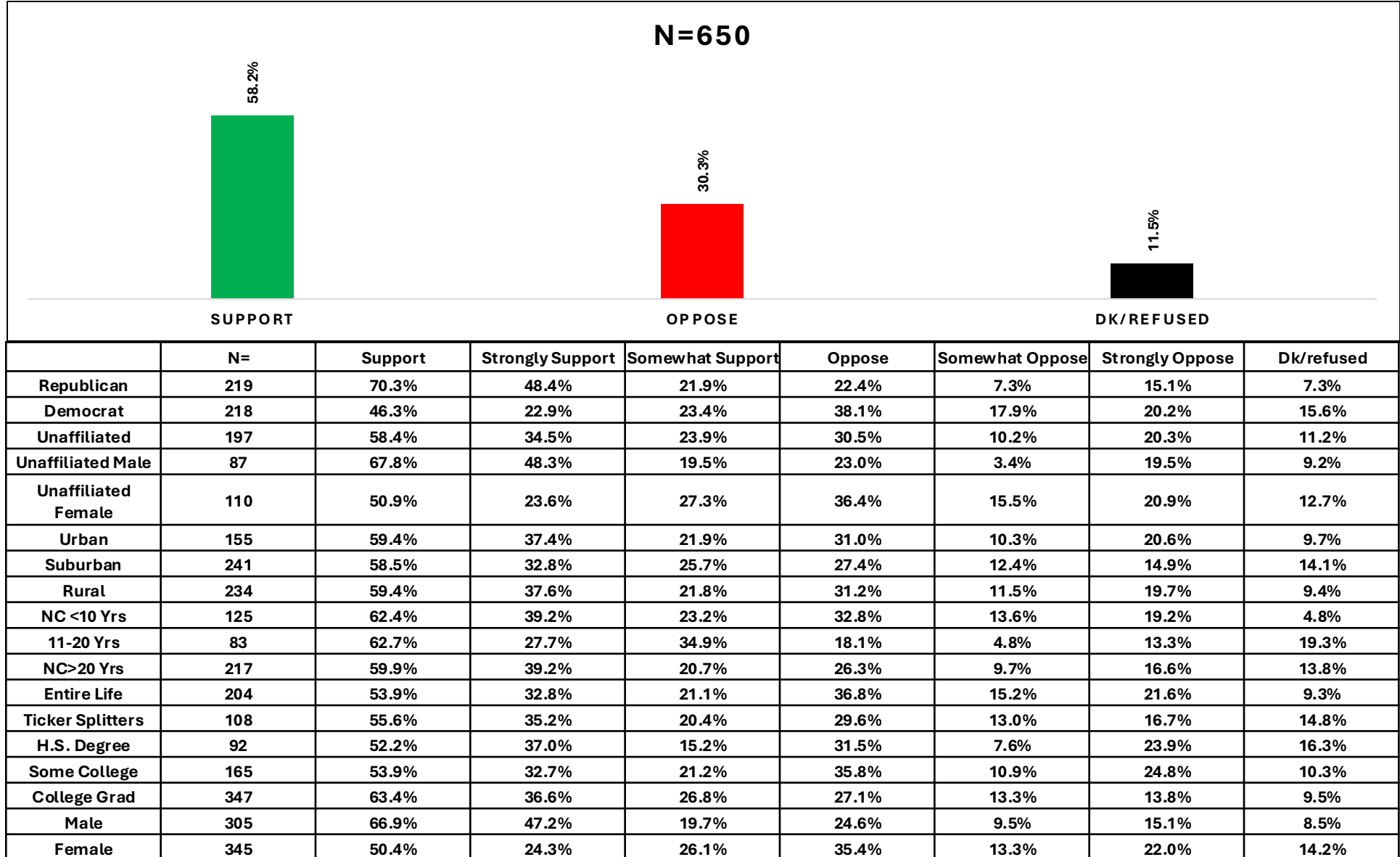


Would you still oppose, or would you now favor offshore wind projects if you knew studies how that wind turbines provide an artificial reef structure that improves offshore fish and crustacean habitats, resulting in improved recreational fishing opportunities?



Knowledge of wind turbines providing an artificial reef structure moved overall support to 64%. The movement was greatest with Republican voters and Unaffiliated men.

# Advances in technology have made nuclear energy safer than in years past. Do you support or do you oppose legislation that would make it easier to build new nuclear power plants in NC?



**Advances in technology have made nuclear energy safer than in years past. Do you support or do you oppose legislation that would make it easier to build new nuclear power plants in NC?**



**Support for nuclear power was strongest among Republican voters (70.3%) and Unaffiliated voters (58.4%). Only 46.3% of Democrats said they supported it.**



**Four-year college graduates were more supportive, with 63.4% saying they supported compared to 52.5 % for high school graduates and 53.9% with some college.**



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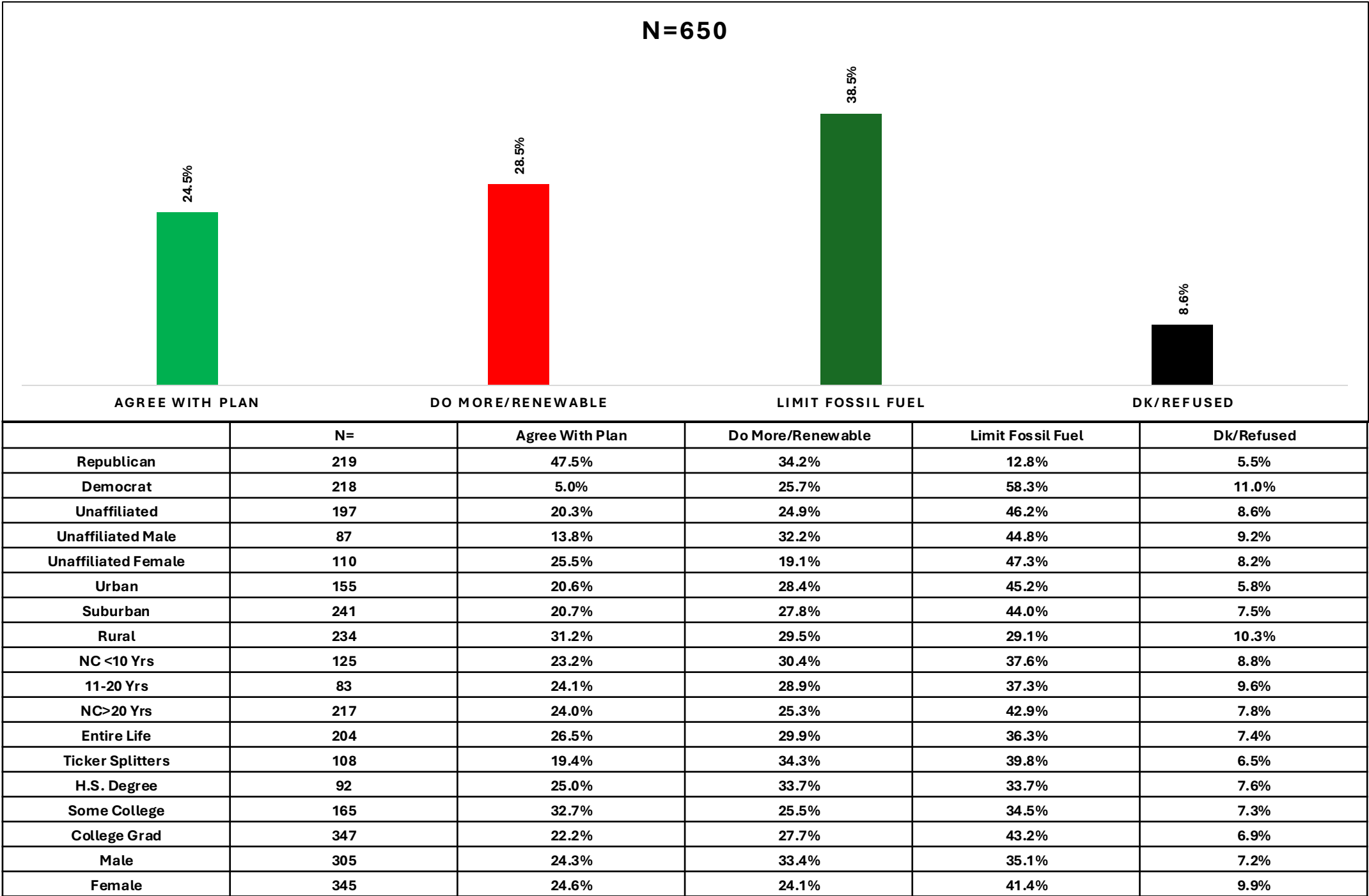


**Which of the following best represents your opinion about President Trump's American energy dominance policy?**

- 1. I agree with his plan to expand fossil fuel production while limiting the expansion of renewable energy sources like wind and solar.**
- 2. I think the plan needs to do more to include expanding renewable energy sources like wind and solar and, at the same time, expanding fossil fuel production.**
- 3. I think the best plan for America is to limit fossil fuel production while expanding more renewable sources like wind and solar.**



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- Which of the following best represents your opinion about President Trump’s American energy dominance policy?**
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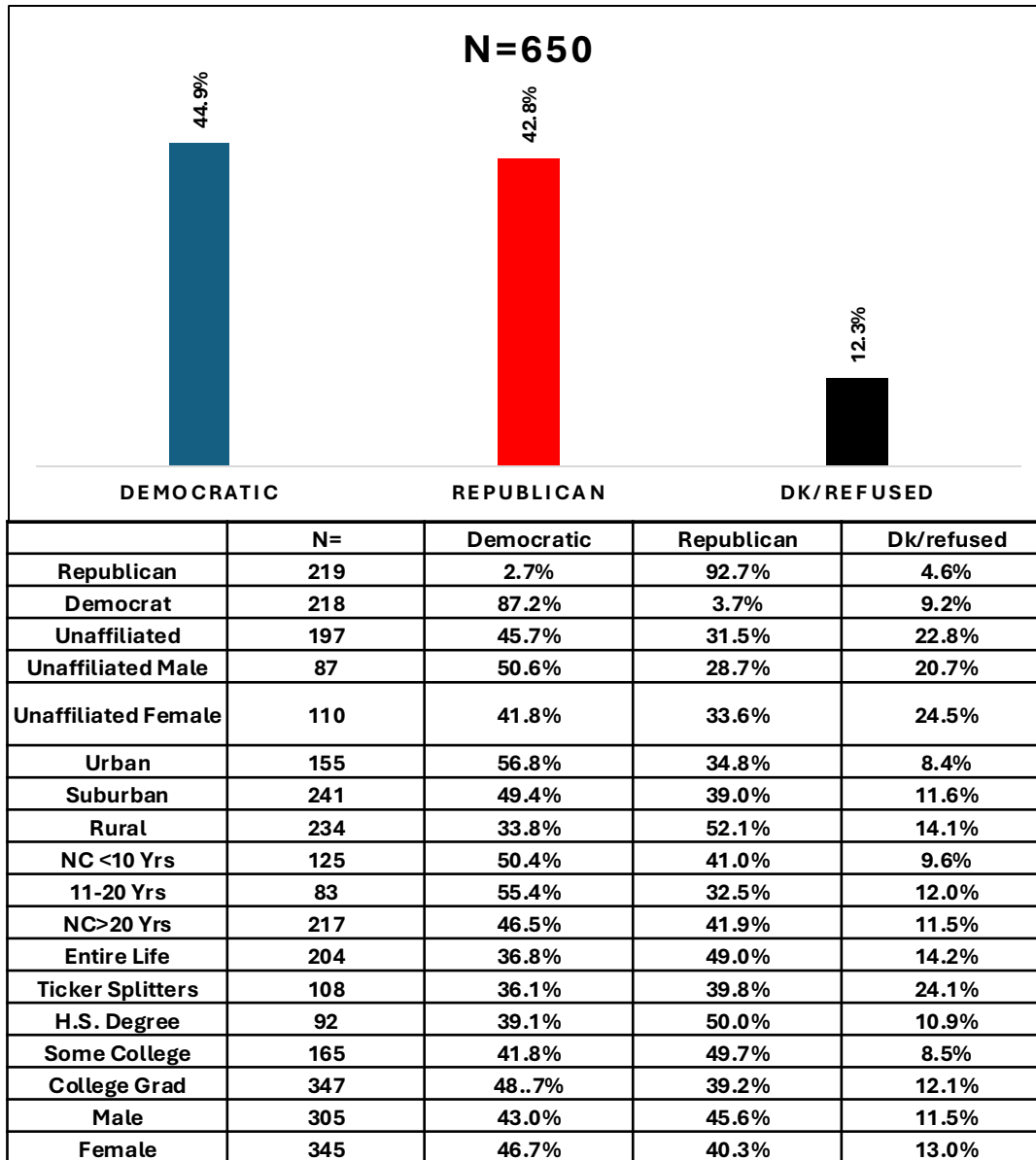
Overall, only 24.5 % of voters said they agreed with President Trump’s plan to expand fossil fuel production while limiting the expansion of renewable energy sources. 47.5% of Republicans agree with this plan. 34.2% think the plan should include both, while 12.8% said it would be better to limit fossil fuels while expanding renewable sources. it.

Only 5 % of Democrats agreed with the plan. 25.7% said it should include both, while 58.3% said limiting fossil fuel production while expanding renewable sources is the best plan.

20.3% of Unaffiliated voters agreed with the plan. 24.9% said it should include both, while 46.2% said limiting fossil fuel production while expanding renewable sources is the best plan.

Republicans are split on whether the plan should exclude renewables or not while a majority of all other voting groups support alternative plans that include renewable energy sources as part of an American energy dominance plan.

# All things being equal, would you say you're more likely to vote for a Democratic or Republican candidate for the State Legislature?



The generic ballot is a +2 point Democratic ballot. The ballot is basically tied statewide. Democrats hold a +10-point advantage in suburban areas and a 22-point advantage in urban areas. Republicans hold an 18.3-point advantage in rural areas.

There is no crossover voting between the two major party voters, which is why candidates must build their voter coalition with Unaffiliated voters.

Renewable issues help build a winning coalition with Unaffiliated voters. Democrats have a +14.2-point advantage with this voting group, and a potential GOP problem with this group given the nearly 22-point generic ballot gap with Unaffiliated men.





**I'm now going to read you a description of two candidates running for political office. Based on their position regarding our energy policy, which candidate would you be more likely to vote for?**

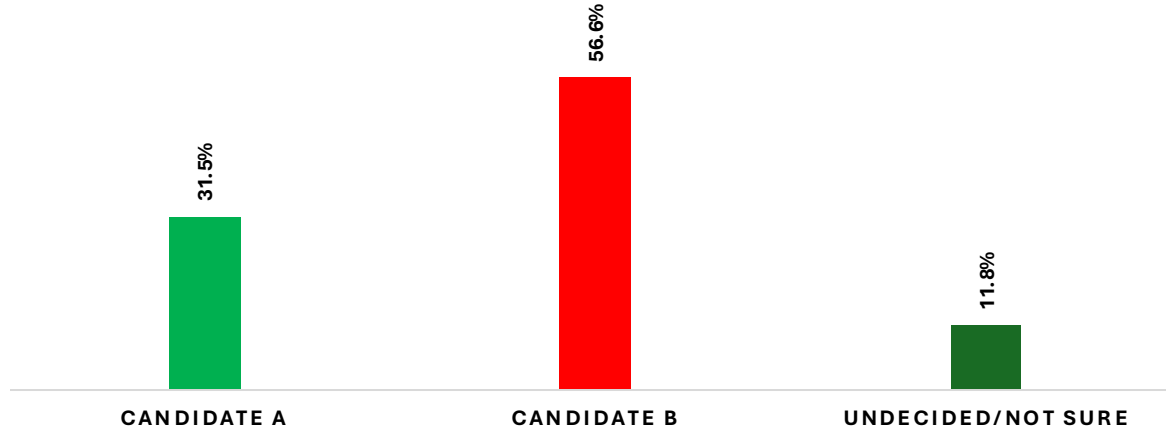
**1. Candidate A believes that continued reliance on traditional fossil fuels is the way to go for the future. Oil, natural gas, and coal energy sources are the best for our economy now and into the future.**

**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. It is time to develop more policies that encourage renewable energy options such as wind, solar, and waste-to-energy technologies.**





N=650



	N=	Candidate A	Candidate B	Undecided/Not Sure
Republican	219	57.1%	27.4%	15.5%
Democrat	218	9.6%	78.9%	11.5%
Unaffiliated	197	26.4%	65.5%	8.1%
Unaffiliated Male	87	26.4%	65.5%	8.0%
Unaffiliated Female	110	26.4%	65.5%	8.2%
Urban	155	28.4%	63.2%	8.4%
Suburban	241	28.6%	62.2%	9.1%
Rural	234	38.0%	48.7%	13.2%
NC<10 Yrs	125	28.8%	63.2%	8.0%
11-20 Yrs	83	30.1%	59.0%	10.8%
NC>20 Yrs	217	30.4%	60.4%	9.2%
Entire Life	204	36.8%	50.0%	13.2%
Ticker Splitters	108	27.8%	63.9%	8.3%
H.S. Degree	92	35.9%	50.0%	14.1%
Some College	165	41.8%	48.5%	9.7%
College Grad	347	27.4%	65.1%	7.5%
Male	305	33.8%	53.1%	13.1%
Female	345	29.6%	59.7%	10.7%

56.6% of voters say they would support a candidate who believes it is time to diversify our energy sources.

The Unaffiliated voters tell the whole story about how renewables impact building a winning coalition with voters. The data break is not a typo; Unaffiliated men and women are equal in their choice for candidate B.

In addition, there is a 37.7 voter gap for candidate B with four-year college graduates.



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**Which of the following statements best describes your opinion about the two major political parties?**

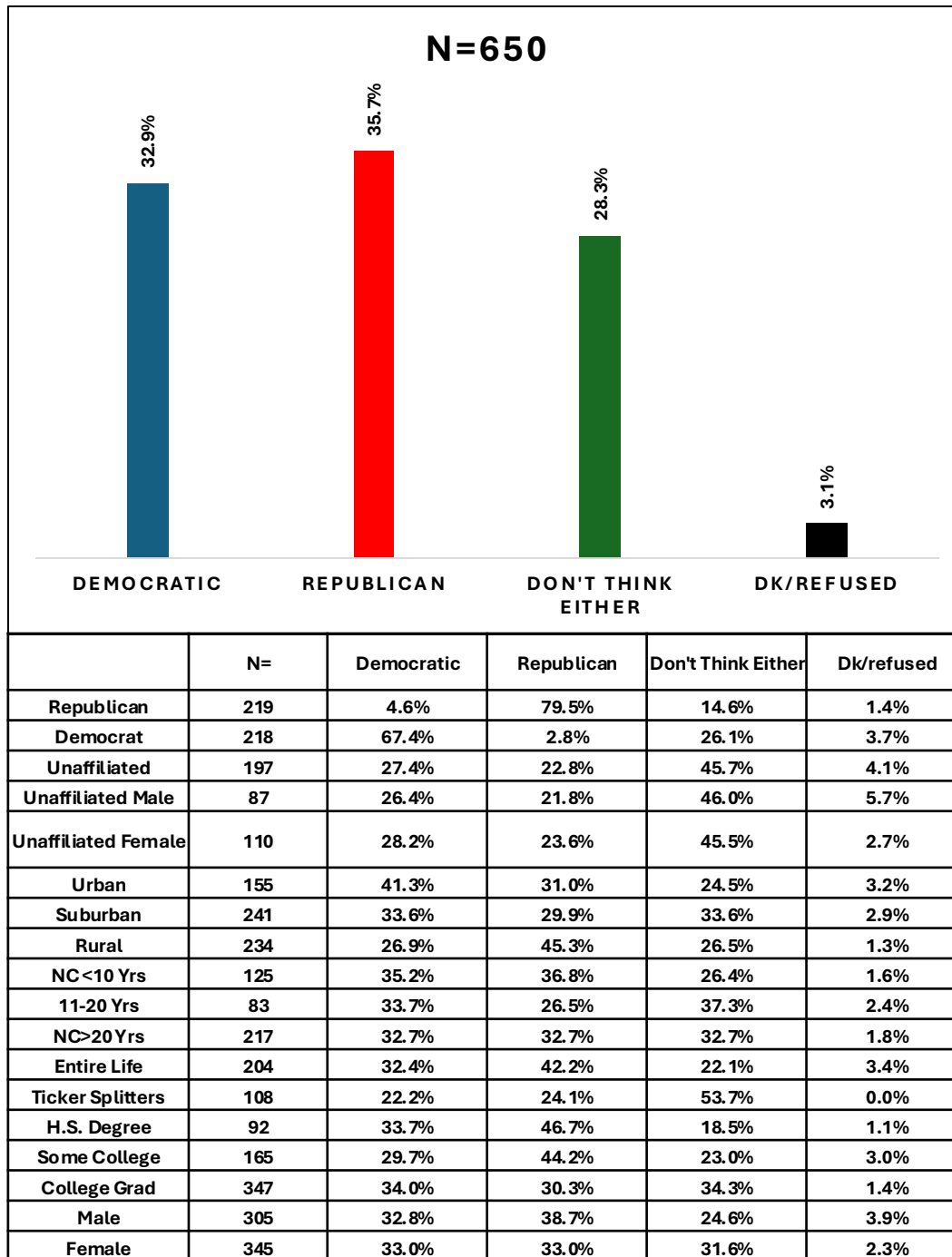
**1. The Democratic party best represents my political beliefs and values.**

**2. The Republican party best represents my political beliefs and values.**

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



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Republicans are slightly more united than Democrats, while 45.7% of Unaffiliated voters believe neither Party best represents their political beliefs.

Voters over 55 were 38.3 Republican to 32.7 Democratic, compared to those under 55, who were 33.8 Democratic to 31.7 Republican.

There is a 4.3-point gap among four-year college graduates and a 13-point Republican advantage among high school graduates.

Ticket splitters are 22% Democratic/24% Republican and 53.7% neither.

# Summary of Key Clean Energy and Regulatory Proposals



## 1. Renewable Energy Support

- **Alternative Energy Options:**

The poll posed a question regarding support for lawmakers or candidates favoring renewable energy options such as wind, solar, and waste-to-energy technologies. Overall, most North Carolina voters showed a preference for candidates who support such diversified energy options. This trend is especially evident among younger, urban, suburban, and higher-educated voters.

- **Comparative Advantage of Renewables:**

When asked which regulation should be prioritized, a majority of respondents chose the expansion of solar and wind-generated electricity over continuing with fossil fuel-based production. While Republican voters showed more support for traditional fossil fuels, both unaffiliated and Democratic voters leaned strongly toward renewable energy solutions. The preference among “ticket splitters” and college graduates further reinforces the trend toward clean energy policies.

## 2. Cost Risk Sharing on Utility Ratepayer Charges

- **Fuel Cost Sharing:**

The study addressed whether electric utilities in North Carolina should share some of the financial risk for fuel costs associated with new power plants—a practice employed in other states. Approximately two-thirds of voters agreed that utilities should shoulder a portion of these risks, thus easing the full burden on ratepayers. This consensus was consistent across demographic segments and was notably free from deep partisan divides.

- **Upfront Cost Collection Opposition:**

The poll also examined voter attitudes towards allowing utilities to collect upfront payments from ratepayers for new power plants. A striking finding was the near-universal opposition to any legislation that would permit utilities to retain these funds if the plants were never completed. This strong sentiment against potential fiscal risk transfer from utilities to consumers highlights a deep-rooted public protection for ratepayers.



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# Summary of Key Clean Energy and Regulatory Proposals



## 3. Offshore Wind Initiatives

### ○ **General Support and Demographic Variations:**

Offshore wind turbines off the North Carolina coast garnered high support. Democratic voters led the support (over 70% in favor), followed by unaffiliated voters, while Republicans were more reserved. The presentation tracked a three-year trend that consistently showed strong backing for offshore wind development.

### ○ **Economic and Environmental Messaging:**

When voters were informed of an economic benefit—specifically, the possibility of attracting \$3.8 billion in private investment—the support for offshore wind projects increased notably to just over 60%. Moreover, adding environmental benefits, such as the potential for wind turbines to serve as artificial reef structures that improve fish and crustacean habitats (thereby enhancing recreational fishing opportunities), increased overall support to 64%. Notably, even groups typically less supportive of renewable measures, like Republican voters and unaffiliated men, showed improved enthusiasm after learning about these ancillary benefits.

## 4. Nuclear Power Considerations

- Advances in nuclear technology have made nuclear energy a safer option than in previous years. The poll questioned voter support for legislation that would ease the construction of new nuclear power plants in North Carolina. While the presentation does not provide specific percentage points here, the inclusion of this query underscores the growing relevance of modern nuclear technology as part of the broader energy diversification debate.



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## Summary of Key Clean Political Dynamics



1. The presentation delves into how energy policy positions might influence electoral outcomes. Two hypothetical candidates were described: Candidate A, a proponent of traditional fossil fuels, and Candidate B, who advocates for energy diversification, including renewable technologies. A significant 56.6% of voters preferred a candidate like Candidate B, who supports a diversified energy mix. This preference was especially pronounced among unaffiliated voters, whose support was evenly split by gender, and college-educated voters—exhibiting a 37.7-point advantage among four-year college graduates.
2. Another critical dimension explored in the survey relates to broader political party alignment. Although there is a clear partisan divide—Republicans and Democrats show relatively high levels of unity with their Party, the data suggests that a substantial portion of Unaffiliated voters (over 45%) feel that neither major party fully represents their political views. This revelation is particularly salient in rural versus urban voting blocs, where rural areas tend to lean significantly Republican, while urban and suburban voters favor Democratic policies. Such demographic and ideological splits are important when crafting messaging around energy policies, which could be a unifying factor to attract independent voters.



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## Key Demographic Review



**Geographical Distribution:** Approximately 24% of respondents live in urban areas, 37% in suburban regions, and 36% in rural communities.

**Communication Channels:** With 70% of the sample reached via cell phones, the survey suggests a modern electorate increasingly reliant on mobile communication.

**Political and Educational Profiles:** The participant pool includes 39.2% who consistently vote Democrat and 35.5% who identify with the Republican Party, with nearly one-third (30.3%) identifying as Unaffiliated. Educational attainment levels vary, with over 53% holding at least a college degree or higher. This diversity adds layers to energy policy opinions and signals the potential for shifting political dynamics as key issues like renewable energy and ratepayer protection become more central in electoral debates.

**Age and Racial Demographics:** The survey spans a wide age range—from younger voters (18–25) to a significant 29.7% aged 65 and older, which is very representative of a midterm election-voting electorate. Additionally, 70% of respondents are White, with nearly one-fifth identifying as Black, highlighting the importance of culturally and racially inclusive messaging in future energy policies.



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# Demographic Overview of Survey (N=600)

SPS

23.8% Urban  
37.1% Suburban  
36% Rural

70% Cell Phone  
30% Landline

31.4% Entire Life  
33.4% + 20 Years  
12.8% 11-20 Years  
19.2% < 10 Years

69.8% White  
20.2% Black  
2.3% Hispanic  
0.5% Asian  
1.5% Other  
5.7% Refused

16.9% Post-Graduate  
36.5% College Degree  
25.4% Some College  
14.2% High School Degree  
2.2% Some High School

39.2% Vote Democrat  
21.5% Always Democrat  
17.7% Usually Democrat  
16.6% Splits Ticket  
15.7% Usually Republican  
19.8% Always Republican  
35.5% Vote Republican

29.7% 65+  
28.6% 55-64 Yrs. Old  
18.9% 41-54 Yrs. Old  
15.1% 26-40 Yrs. Old  
2.9% 18-25 Yrs. Old

33.7% Republican  
33.5% Democratic  
30.3% Unaffiliated  
0.5% Other  
2% DK/Refused



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