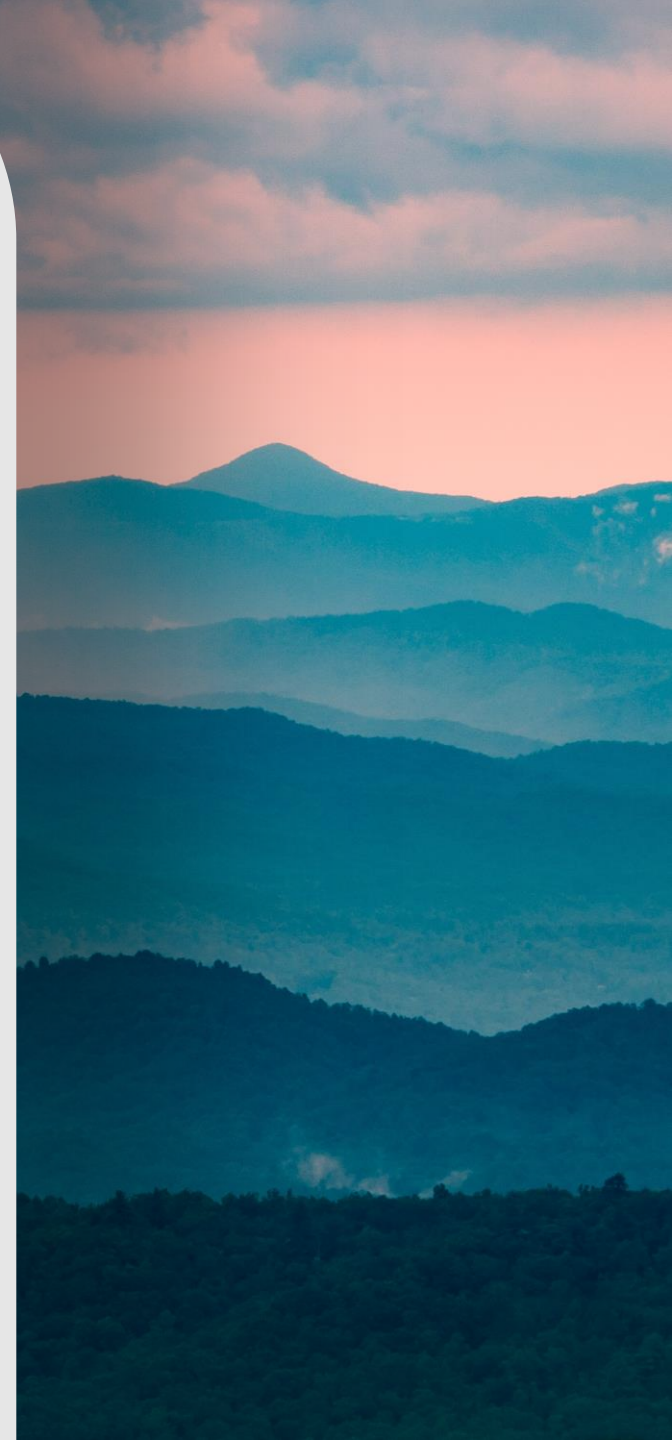




# North Carolina Voters on Energy and the Environment: Views and Messaging

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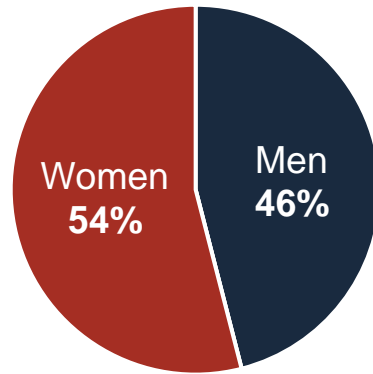
Online survey of 813 registered voters in North Carolina  
Fielded September 8-15, 2023



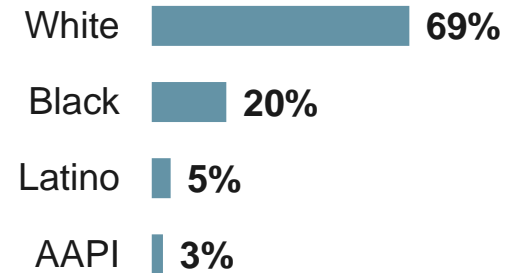
# Methodology and profile of the sample

- Online survey of 813 registered voters in North Carolina
- Fielded Sep 8-15, 2023

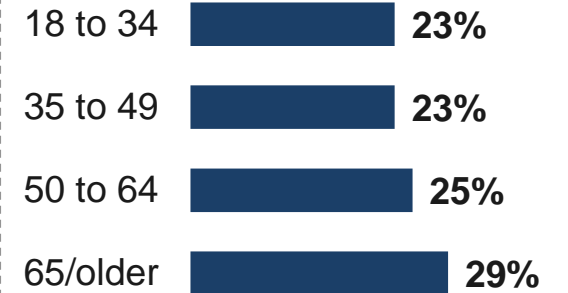
*Gender*



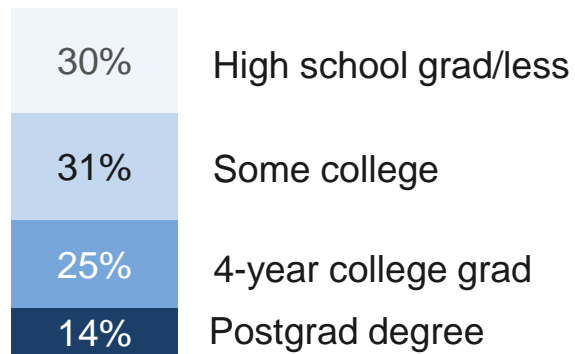
*Race*



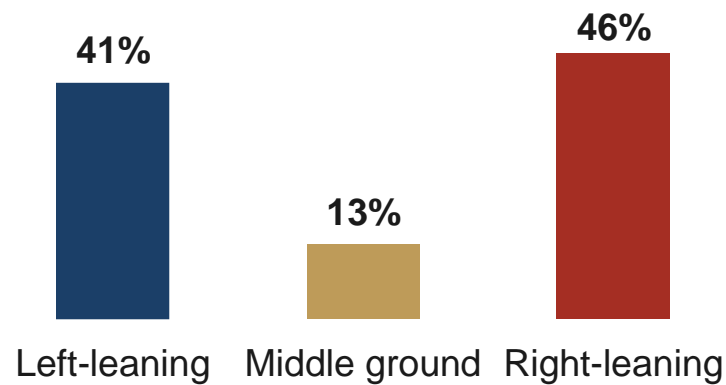
*Age*



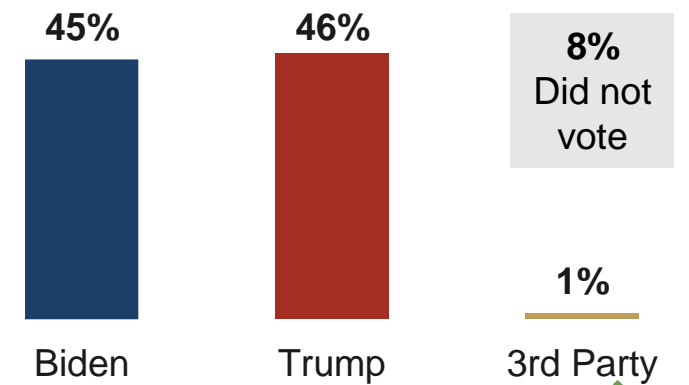
*Education*



*Party ID*



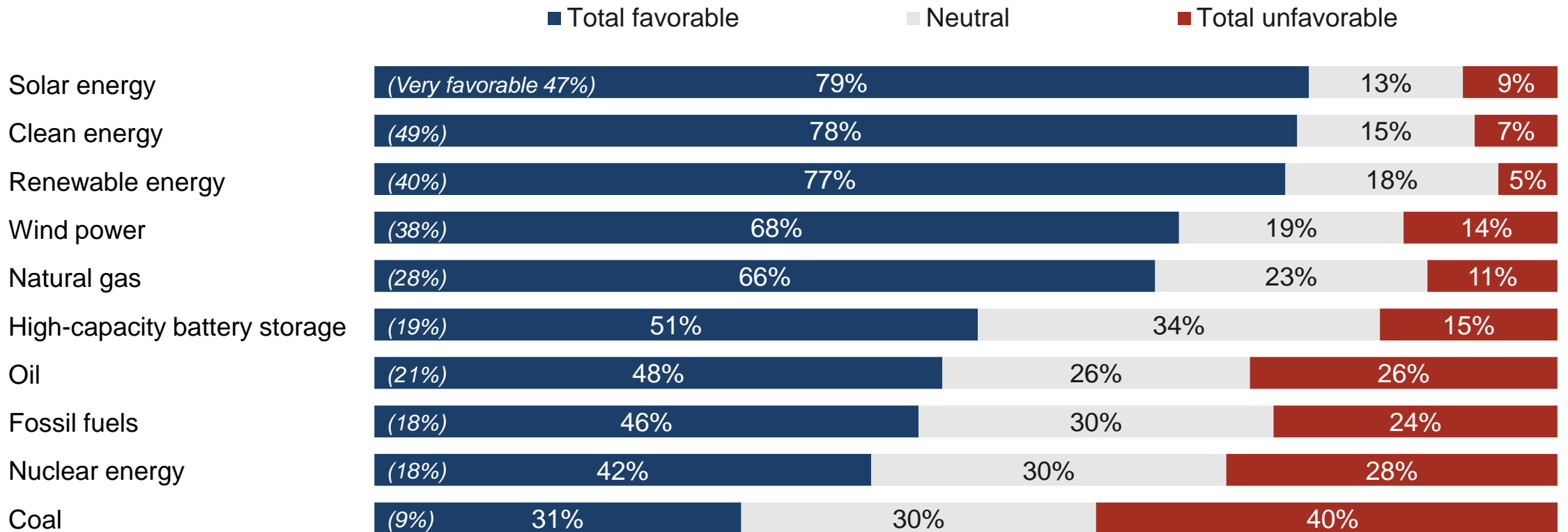
*2020 vote*



# **North Carolina Landscape: Energy Sources and Climate Change**

# Clean and renewable energy sources are highly popular with North Carolinians.

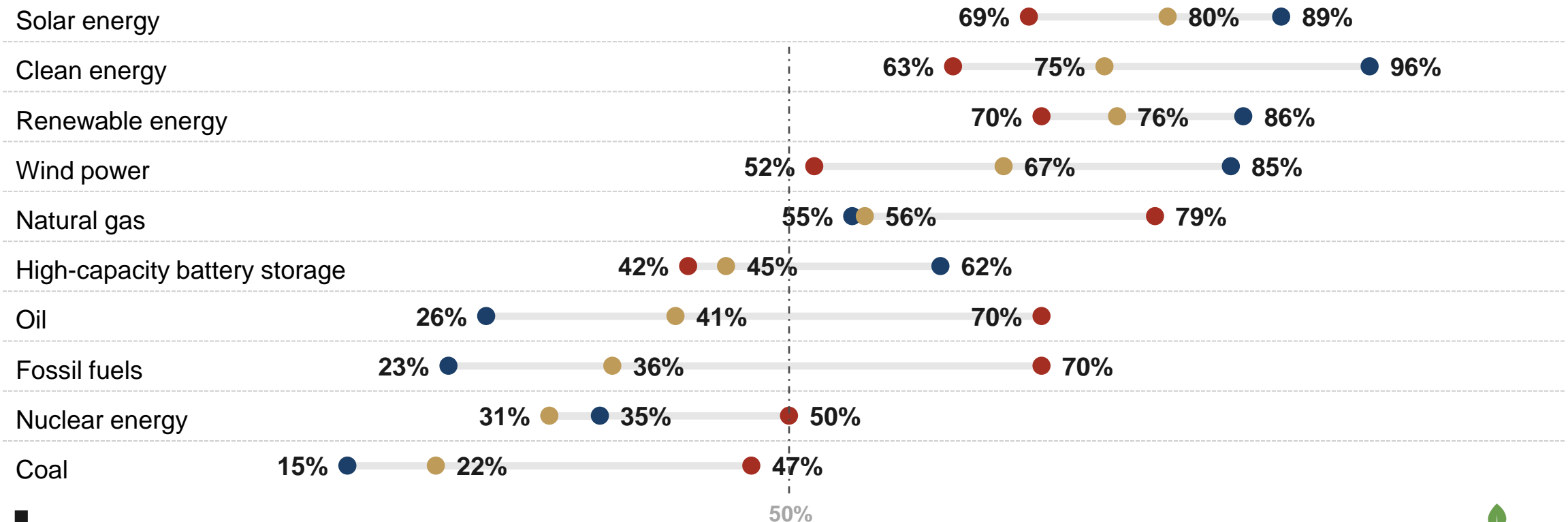
*Feelings towards types of energy and energy sources*



# Clean and renewable energy appeals to voters across the ideological spectrum, while fossil fuels are more polarizing.

*Feelings towards types of energy and energy sources*

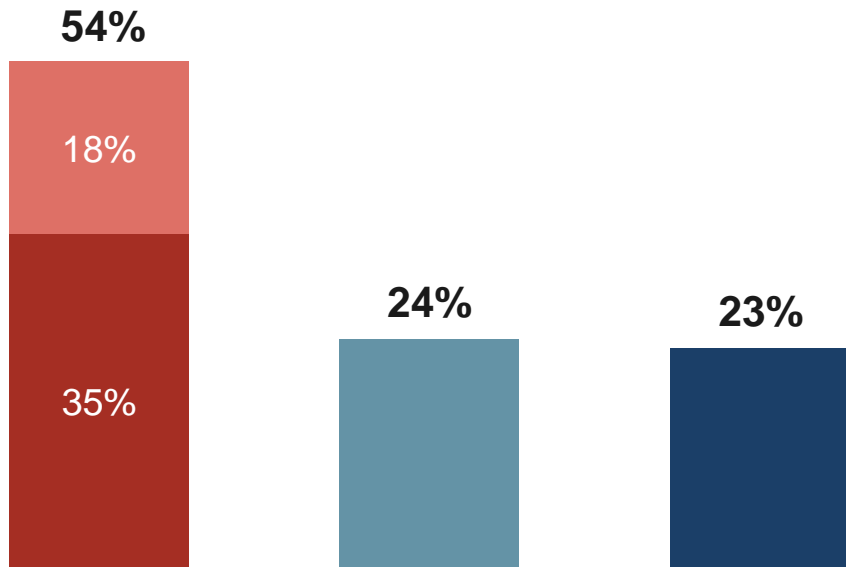
● Left-leaning voters ● Middle ground voters ● Right-leaning voters



# A majority of North Carolinians see climate change as a current or near-term crisis.

*Do you consider climate change to be...?*

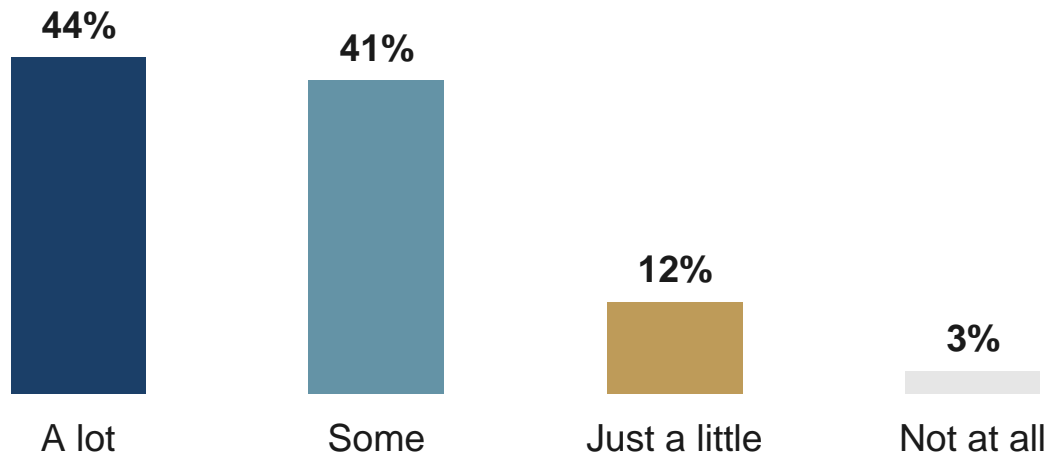
- Already a crisis
- Likely to become a crisis in the foreseeable future
- Likely to become a crisis in the distant future
- Will never really become a crisis



	Already a crisis/likely to become a crisis %	Already a crisis %
Voters on the left	81	68
Center-left voters	75	47
Center-right voters	36	18
Voters on the right	24	11
White noncollege voters	40	25
White college voters	55	36
Black voters	72	49
18-34	66	46
35-49	56	30
50-64	49	31
65+	43	32

# North Carolinians across the spectrum are tuned in extreme weather, with voters on the left paying the most attention.

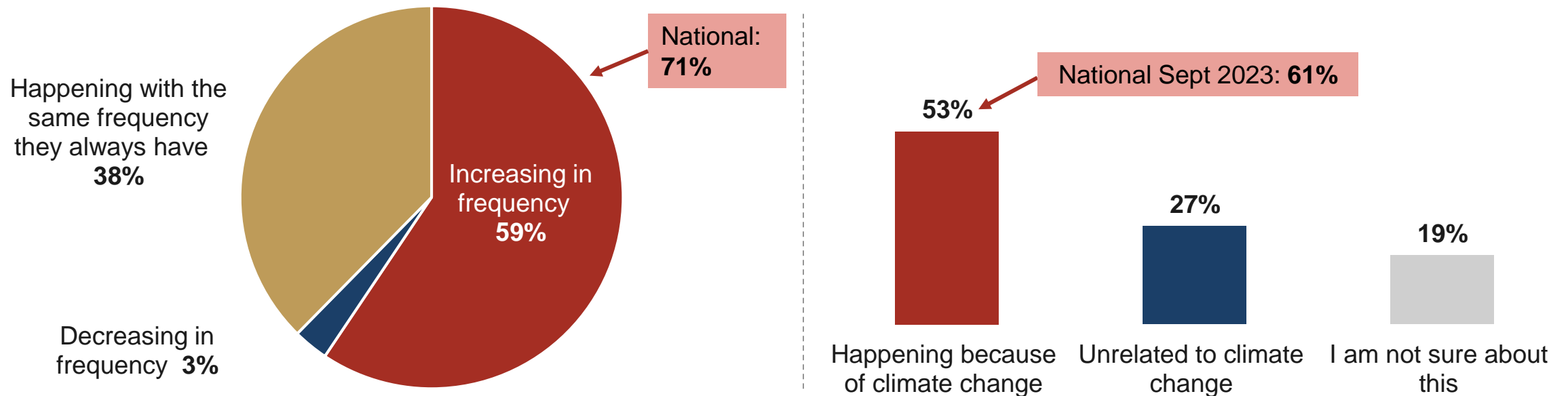
*How much attention have you been paying to the news about extreme heat waves, wildfires, flooding, and droughts?*



	Paying a lot of attention %	Paying a lot/some attention %
Voters on the left	56	92
Center-left voters	50	87
Center-right voters	41	86
Voters on the right	36	81

# Over half of North Carolinians recognize the rise of extreme weather events and the link to climate change.

*Do you think weather events like extreme heat waves, wildfires, flooding, and droughts are...?*

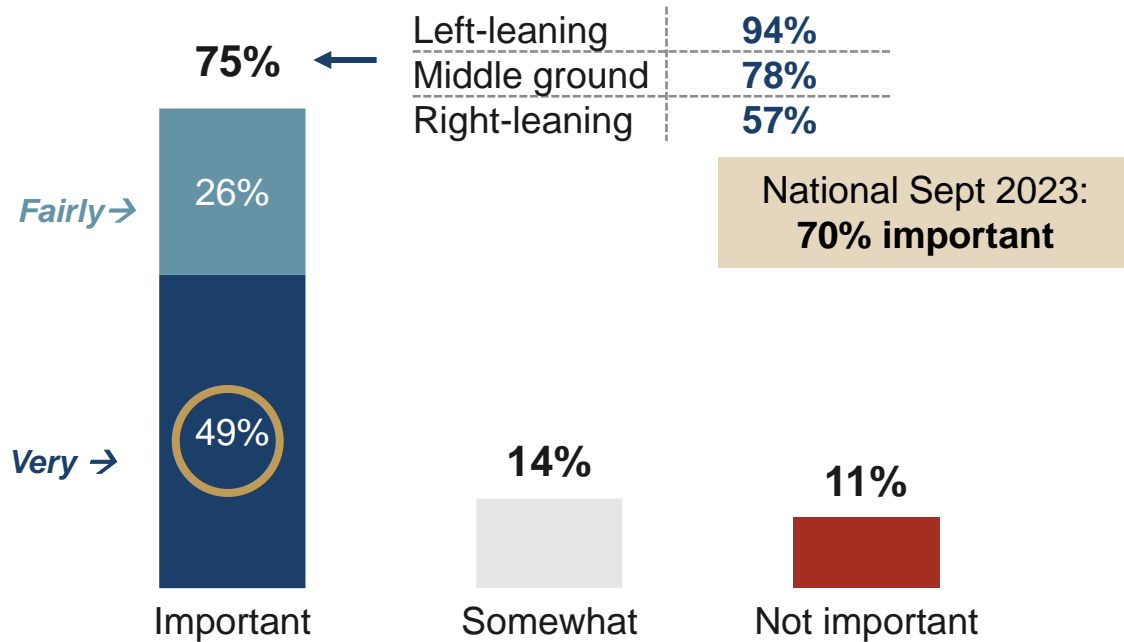




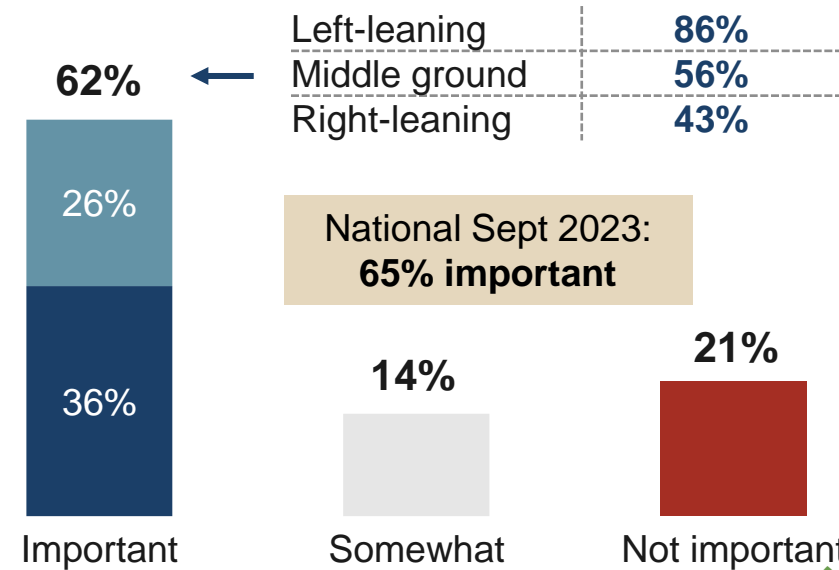
**North Carolina Voters Back  
Clean Energy Policies  
At State and Federal Level**

# A large majority of North Carolinians say it is important for the state to increase its use of clean and renewable energy sources.

*How important is it for North Carolina to increase its use of clean and renewable energy sources like wind power and solar energy?*



*How important is it for North Carolina to reduce its reliance on fossil fuel energy like coal, oil, and natural gas?*



# In voters' own words, transitioning over to clean energy is not only important and necessary, but also inevitable.

## Reasons to increase clean energy use



“This would reduce the impact on current energy resources now by using other methods and in turn reduce carbon emissions. The most important reason to me is the **current cost of electricity**. If North Carolina would focus activities on clean energy, the upfront cost could be reduced and more users would adopt clean energy methods” – *Suburban voter*



“I think it is very important to increase the use, for our **children's future**. I don't think the impact would benefit us more than them. 40-50 years from now, it could be extremely important as other resources start to run out or low.” - *Suburban voter*



“I think North Carolina should absolutely increase the use of clean energy. This would be a **great way to show other states that it can be done**. It would take some time to switch from the current system but we have to start somewhere.” – *Rural voter*

## Reasons to reduce fossil fuel use



“I think it would be difficult, and expensive but a **necessary step** to ensure we leave this planet better than we found it. We need a **leader both at state and federal levels** to make the hard choices that might bring higher costs for things to do what is right.” – *Suburban voter*



“I'm sure we still need to use oil, gas and coal but I feel we need to become **less dependent** on it because it can run out. The population is only getting bigger.” – *Rural voter*

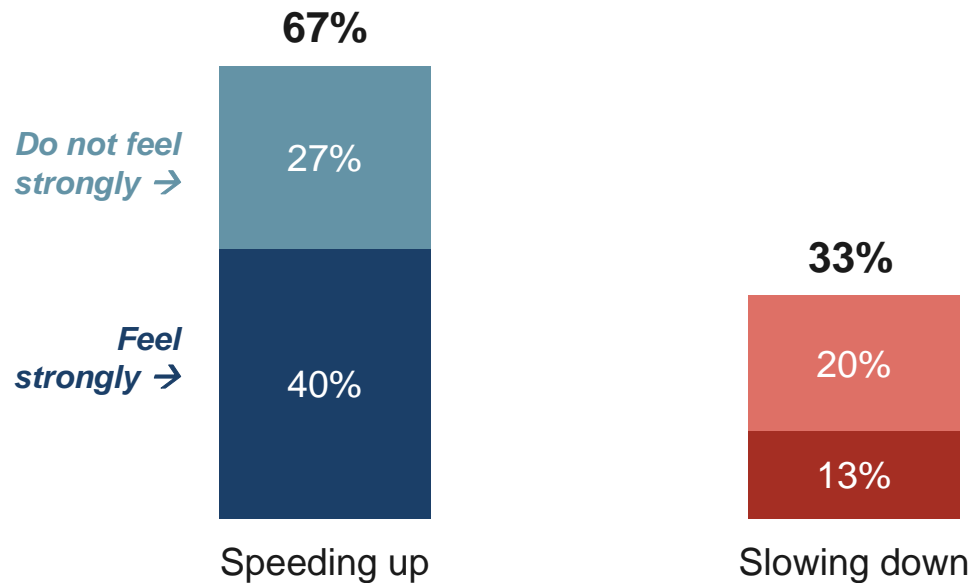


“Has to and will happen **no matter what we want**. These energy sources are not renewable and will be depleted. Pretending that this is not true won't make it go away. How we manage the change over is the question.” – *Rural voter*

# Two in three voters want North Carolina to speed up the transition to clean and renewable energy.

The United States is in the process of transitioning to using more energy from clean and renewable sources and using less energy from fossil fuels.

*Should North Carolina be speeding up or slowing down the transition to using more clean and renewable energy sources?*



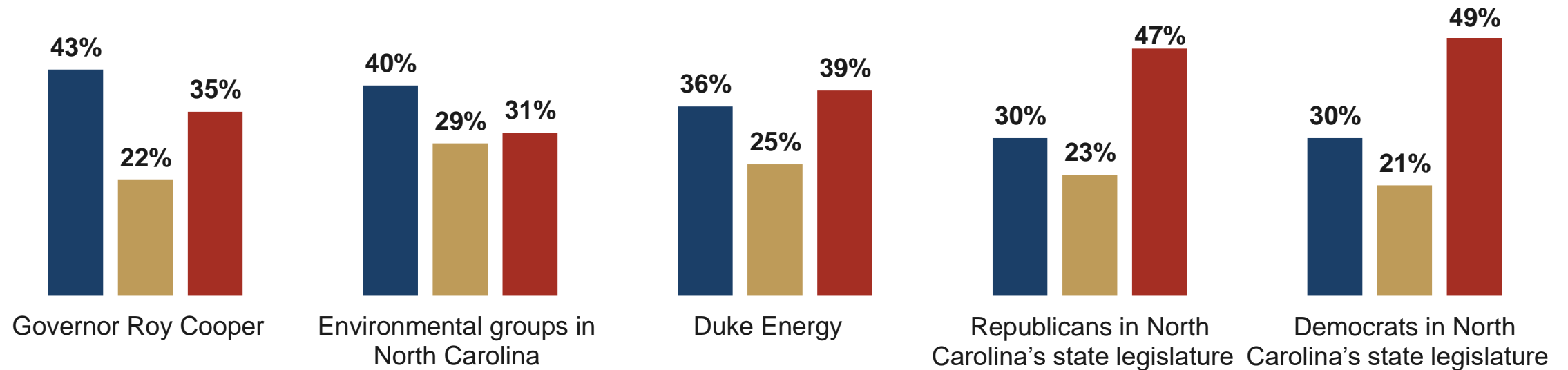
	Speeding up %	Slowing down %
Voters on the left	86	14
Center-left voters	88	12
Center-right voters	56	44
Voters on the right	39	61
White voters	60	40
Black voters	84	16
18-34	81	19
35-49	71	29
50-64	61	39
65+	58	42
NC transplant (<10 years)	76	24
Native NC	65	35

# While no leaders are highly trusted on energy and the environment, Duke and state legislatures are the least trusted.

*Please indicate how much you trust each one of the following to look out for the best interests of North Carolinians when it comes to issues related to energy and the environment.*

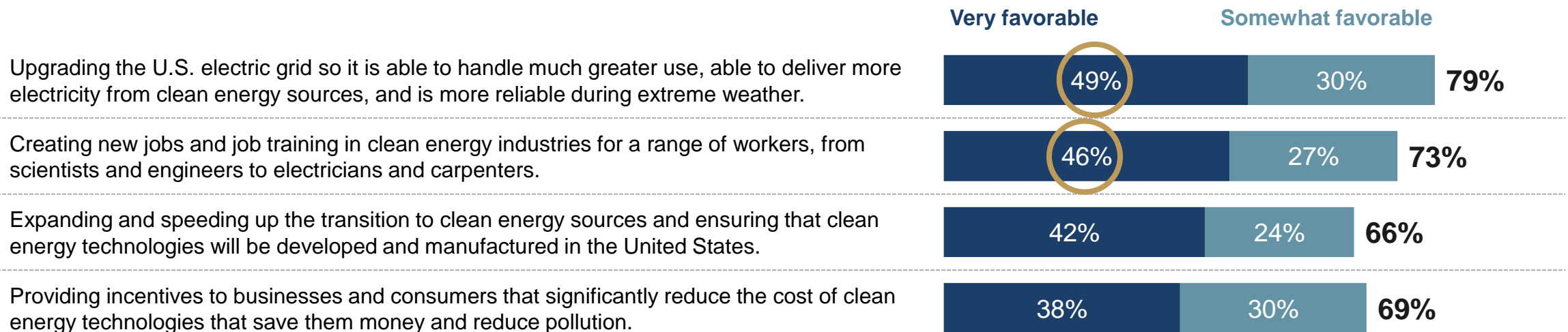
Voters in the middle ground trust Dem legislators slightly more (19%) than GOP legislators (11%)

■ Trust a great deal/fair amount   ■ Trust some   ■ Trust just a little/not at all



# North Carolina voters are highly favorable to President Biden's clean energy policies, once they are aware of what the policies entail.

*Below are four policies that are part of the clean energy plan recently passed by Congress and signed into law by President Biden. Please rate your opinion of each one.*



**43%** start off knowing some/more about the plan (only **10%** know a lot), indicating a big potential for increasing awareness and building support.

# Upgrading the electric grid, creating new clean energy jobs, and expanding and speeding up the transition to clean energy sources are popular policies across ideological lines.

*Below are four policies that are part of the clean energy plan recently passed by Congress and signed into law by President Biden. Please rate your opinion of each one. (% who are very or somewhat favorable to each policy)*

● Left-leaning voters ● Middle ground voters ● Right-leaning voters

Upgrading the U.S. electric grid so it is able to handle much greater use, able to deliver more electricity from clean energy sources, and is more reliable during extreme weather.

68% ● 73% ● 93%

Creating new jobs and job training in clean energy industries for a range of workers, from scientists and engineers to electricians and carpenters.

55% ● 70% ● 94%

Providing incentives to businesses and consumers that significantly reduce the cost of clean energy technologies that save them money and reduce pollution.

51% ● 69% ● 88%

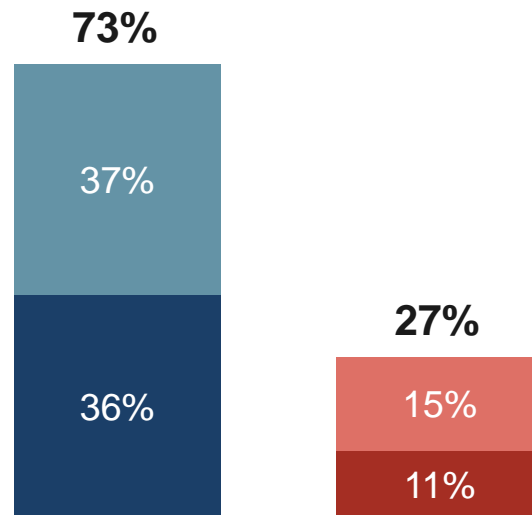
Expanding and speeding up the transition to clean energy sources and ensuring that clean energy technologies will be developed and manufactured in the United States.

45% ● 67% ● 88%

# There is broad support for North Carolina accepting federal funding from the clean energy plan to invest in the state.

*Do you approve or disapprove of your state leaders accepting money from the clean energy plan passed by President Biden and Congress and using it to invest in clean manufacturing and clean energy in the state of North Carolina?*

■ Strongly support ■ Somewhat support ■ Somewhat oppose ■ Strongly oppose



	Support %
Left-leaning voters	94
Middle ground voters	69
Right-leaning voters	56
White noncollege voters	64
White college voters	72
Black voters	90
Urban	85
Suburban	72
Small town	71
Rural	71



# Voters see the potential for the clean energy plan to positively impact North Carolina's environment and the job market but are split the cost impact.

*Still thinking about these four policies, what kind of impact do you think these investments in clean energy and clean manufacturing will have on each of the following?*

