



North Carolina Voters on Energy and the Environment

Online survey of 802 registered voters in North Carolina
plus 236 Latino voters

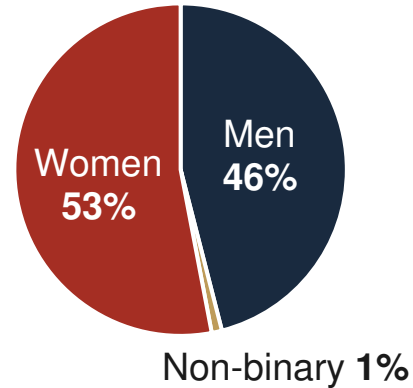
Fielded May 15-21, 2024



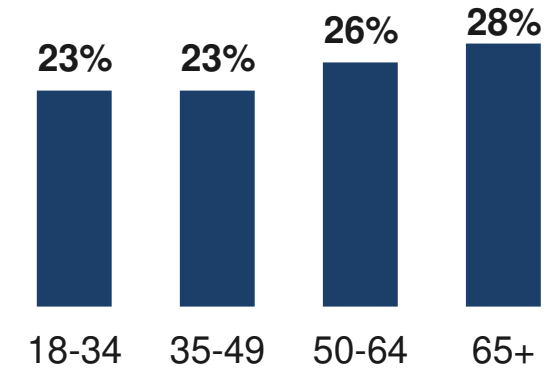
Overview of the survey sample: North Carolina registered voters

- Online survey of 802 registered voters in North Carolina
- Fielded May 15-21, 2024

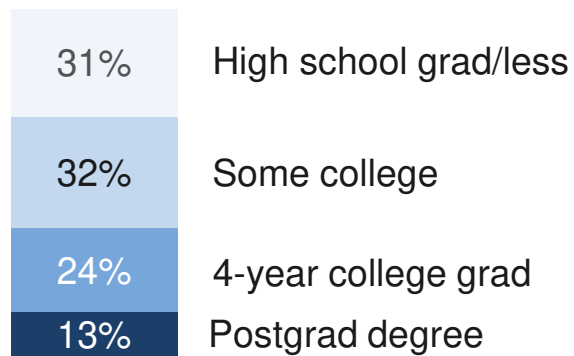
Gender



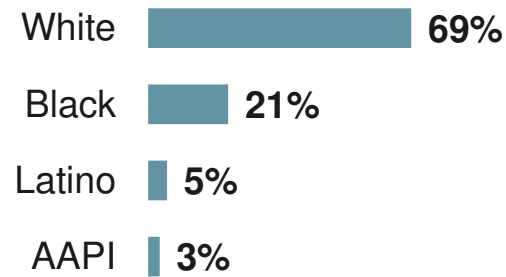
Age



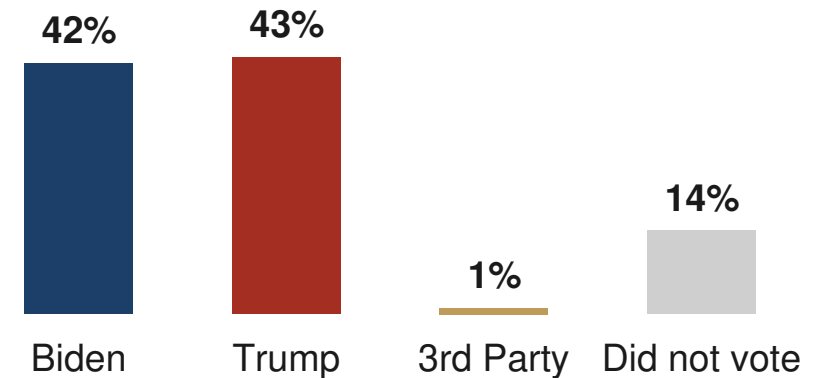
Education



Race

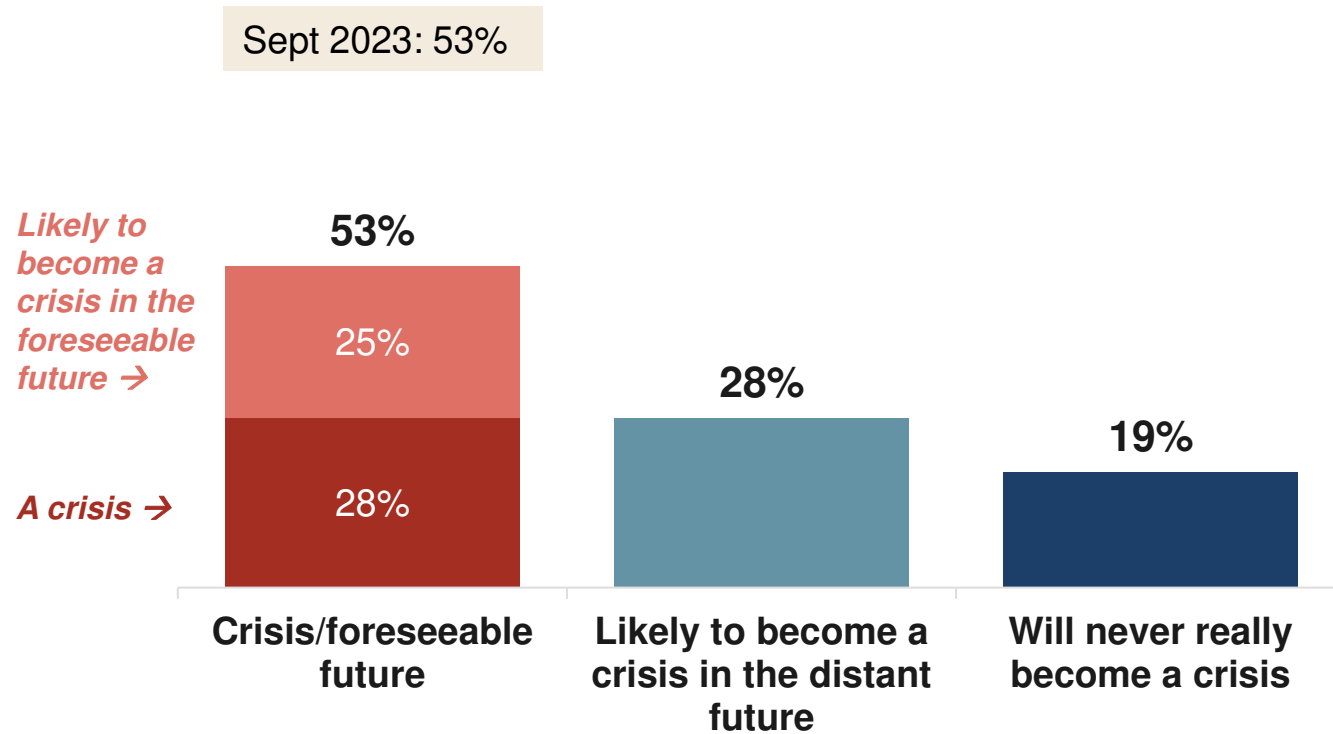


2020 Vote



A majority of voters continue to see climate change as a current or impending crisis.

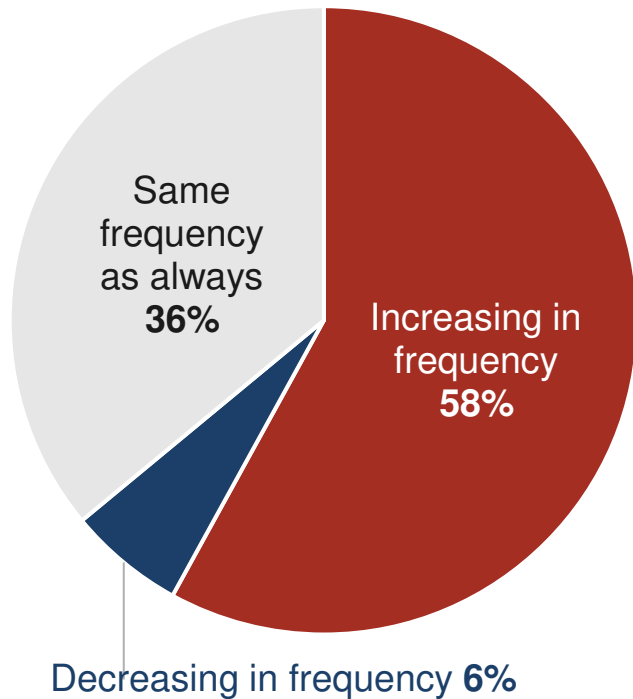
Do you consider climate change to be...?



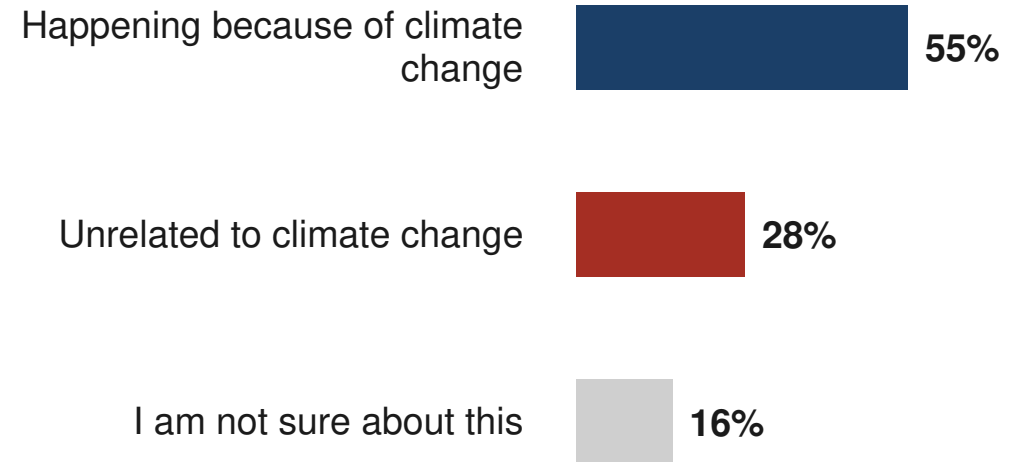
	Total crisis/foreseeable future %
White non-college	43
White college	57
Black voters	70
Latino voters	49
18-34	60
35-49	58
50-64	46
65+	49
Urban	68
Suburban	52
Small town/rural	45

Voters are paying attention to the increase in extreme weather events and recognize the link to climate change.

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



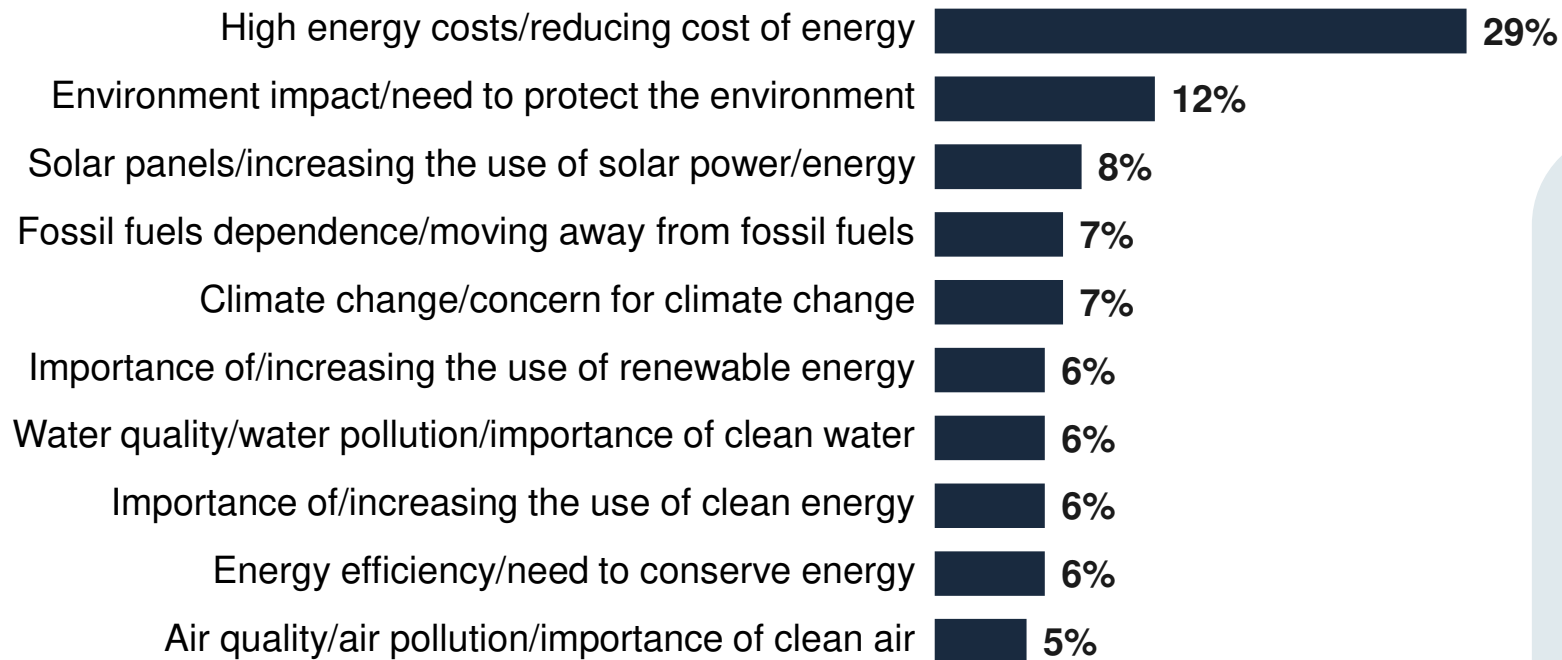
Sept 2023: 60% increasing in frequency, 3% decreasing in frequency, 38% happening with the same frequency they always have



Sept 2023: 53% because of climate change, 27% unrelated, 19% unsure

Energy costs are the the top volunteered concern related to energy and the environment in North Carolina.

*What are the most important issues related to energy and the environment in North Carolina?
(coded open-ended responses)*



“Heat waves cause an influx in my energy bill because I want to spend more time indoors with the AC blasting.”

- Suburban white woman

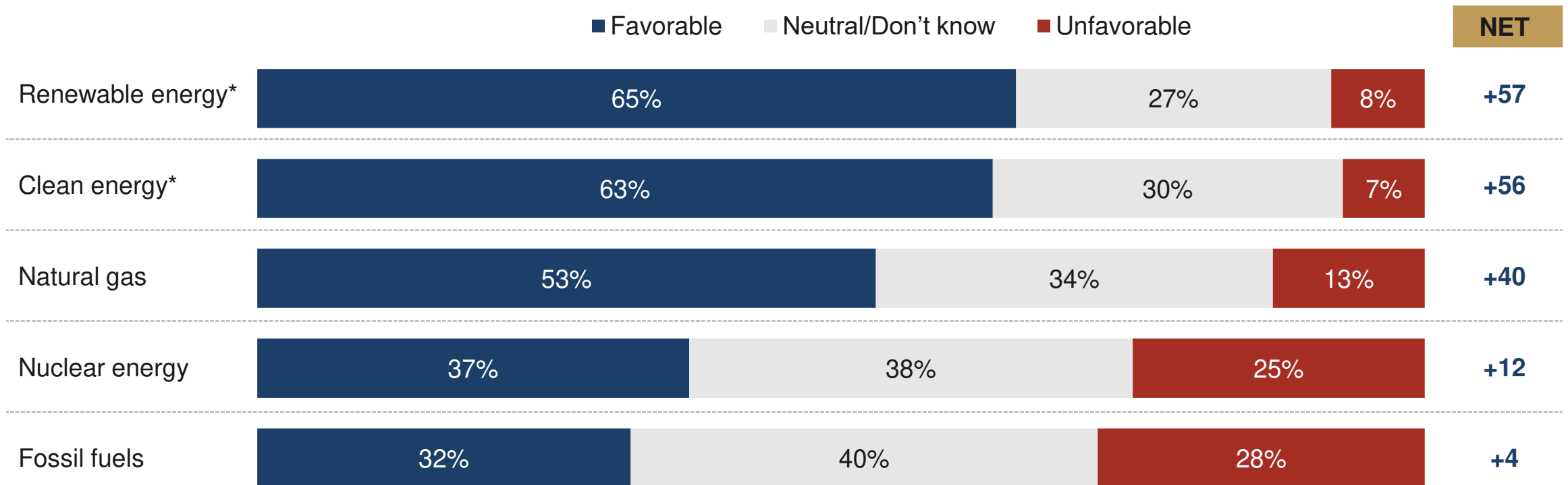
“I am not at all pleased with the cost of electricity in my area. Recent rate hikes and riders have nearly doubled our bill from that of last year.”

- Suburban white woman

19% volunteered statements related to increasing the use of clean energy

While clean and renewable energy enjoy popularity among voters, attitudes toward fossil fuels are more neutral than negative.

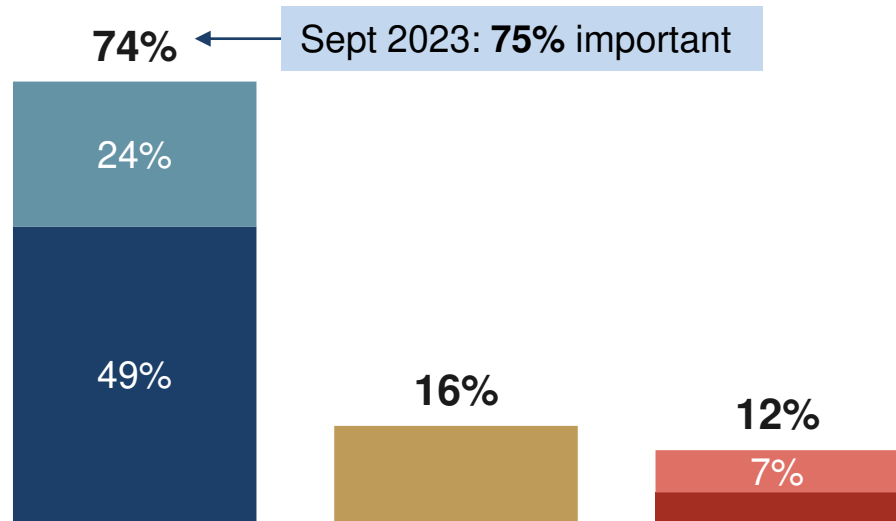
Feelings toward energy sources



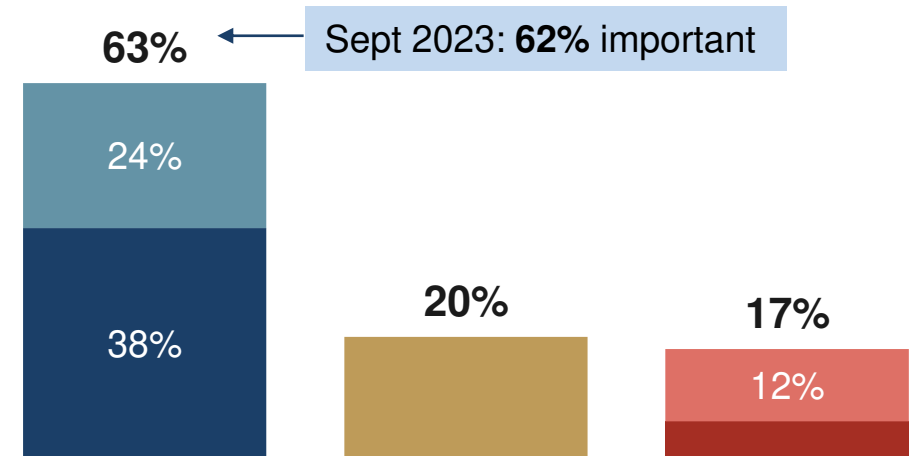
Almost three-quarters of North Carolinians say it is important for the state to increase its use of clean and renewable energy sources.

■ Very important ■ Fairly important ■ Just somewhat important ■ Not that important ■ Not important at all

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

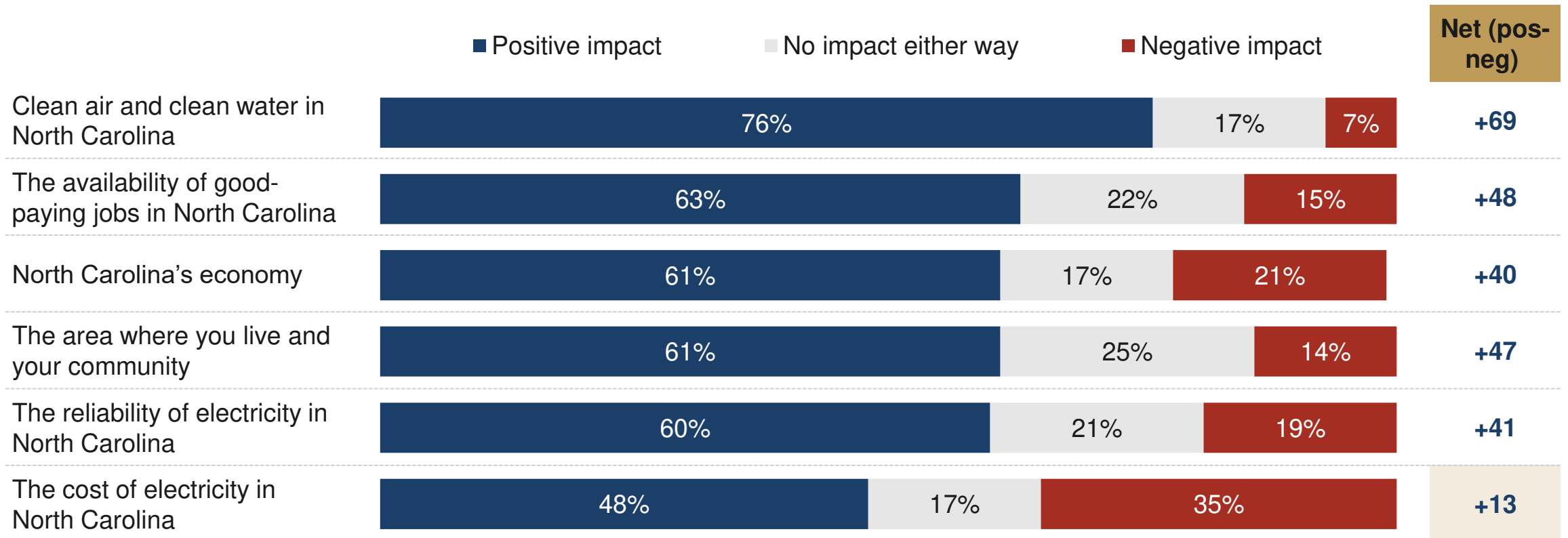


How important do you think it is for North Carolina to reduce its reliance on fossil fuel energy sources like coal, oil, and natural gas?



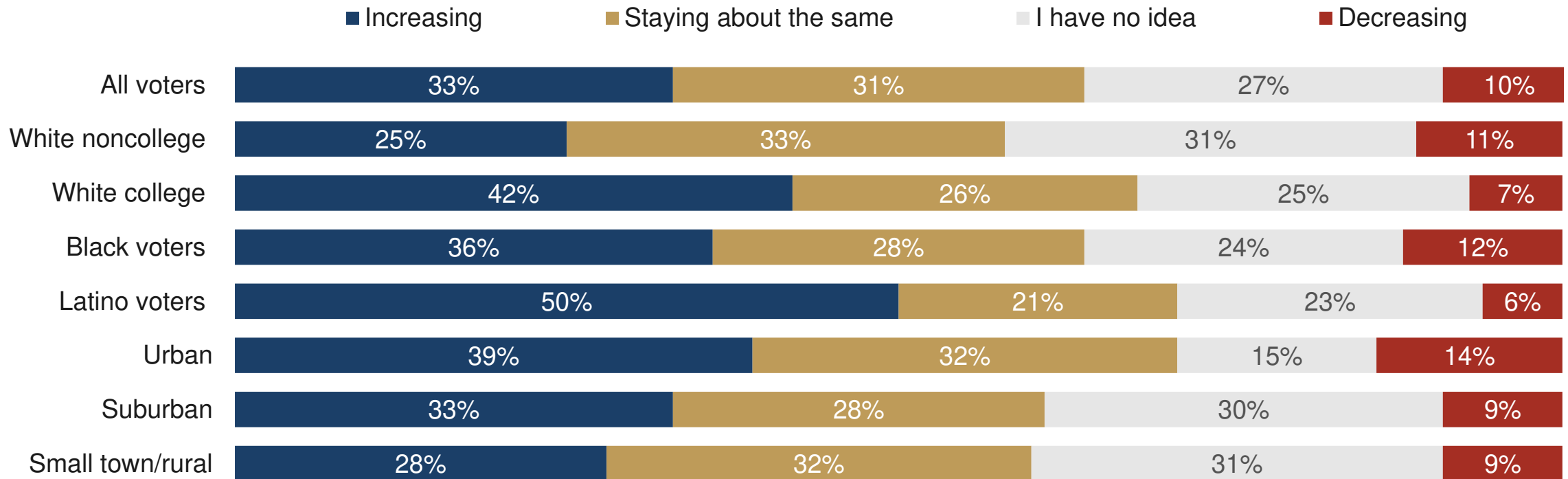
Voters are convinced of the benefits of increasing clean energy but are concerned about impact on costs. Addressing affordability is essential given its importance to voters.

What kind of impact do you think increasing the use of clean energy in North Carolina will have on each of the following?



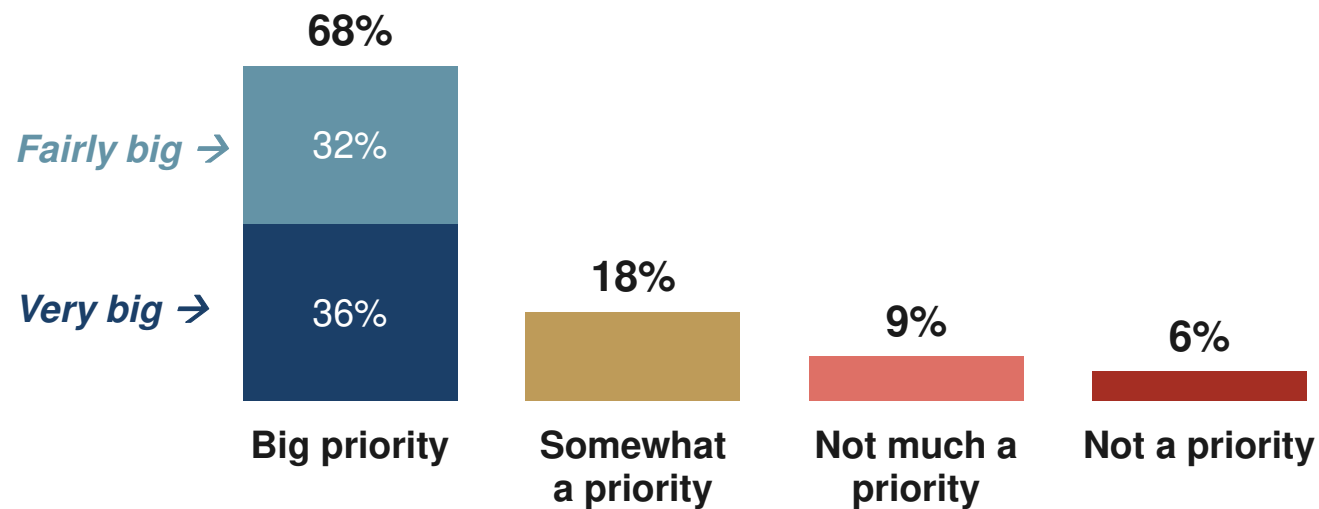
Although there is some awareness around clean energy job growth, there is much room for growth across many key groups.

Based on what you know, do you think the number of clean energy jobs in North Carolina is increasing, decreasing, or staying about the same?



Voters want to see their elected officials make North Carolina a leader in clean energy.

How much of a priority do you think it should be for state elected officials to make North Carolina a leader in clean energy, including generating electricity with clean energy and manufacturing clean-energy technologies in the state?

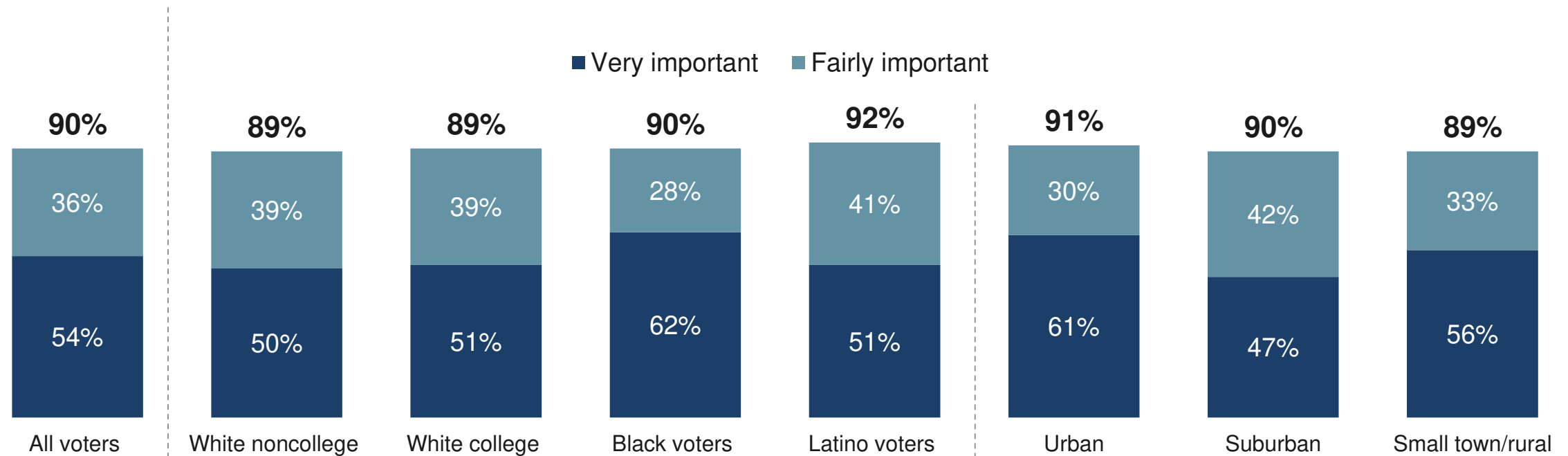


	Total very/fairly big priority %
White non-college	65
White college	61
Black voters	81
Latino voters	78
18-34	72
35-49	77
50-64	64
65+	60

North Carolinians overwhelmingly are aware of the importance of home weatherization in the face of increasing extreme weather events.

The term **'weatherization'** refers to improving homes and buildings to make them more energy efficient, like adding better insulation and moisture control. It also includes protecting homes from outside elements and extreme weather, like heavy rains, hurricanes, and storms.

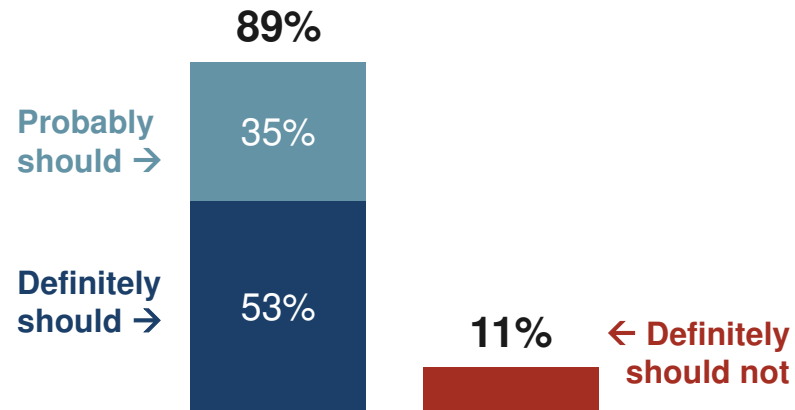
How important do you think weatherizing homes in North Carolina is?



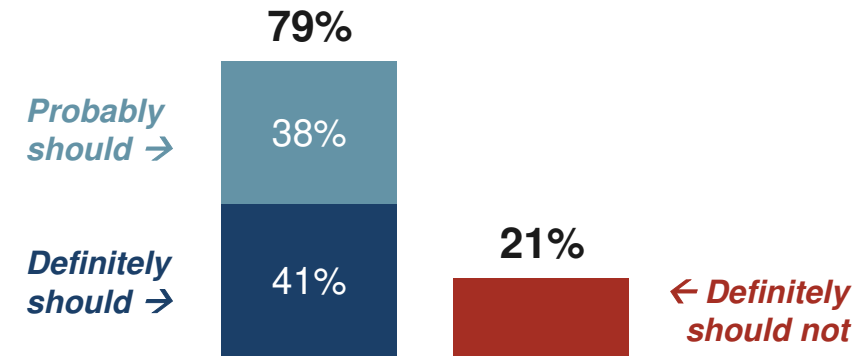
While they are largely on board with weatherization, some key voters want the process to be incentivized rather than mandated.

And do you think the government should...

...**provide incentives** or financial assistance to help North Carolinians make weatherization improvements to their homes?



... **mandate standards** for new construction projects to ensure that any weatherization and protection from outside elements and extreme weather (like heavy rains, hurricanes, and storms) meet national and insurance requirements? This will add to the upfront costs of the home but will save money in the long term and make the home safer.



Groups who prefer incentives over standards:
Greensboro/Winson-Salem (+20), 35-49 (+19), Latinos (+16)