



North Carolina Voters on Energy and Data Centers: Views and Messaging

Online survey of 993 registered voters in North Carolina including 411 interviews among voters living in counties with existing and proposed data centers

Fielded June 1-9, 2026



Methodology

Phase 1: Qualitative

Online discussion (QualBoard) with climate responsive North Carolinians in counties with existing and proposed data centers.

We excluded respondents who were not open to influence on climate issues, including excluding those who do not believe climate change is a serious problem and those who feel very negative toward investing in clean energy.

Fielded April 21 – April 23, 2026

Phase 2: Quantitative

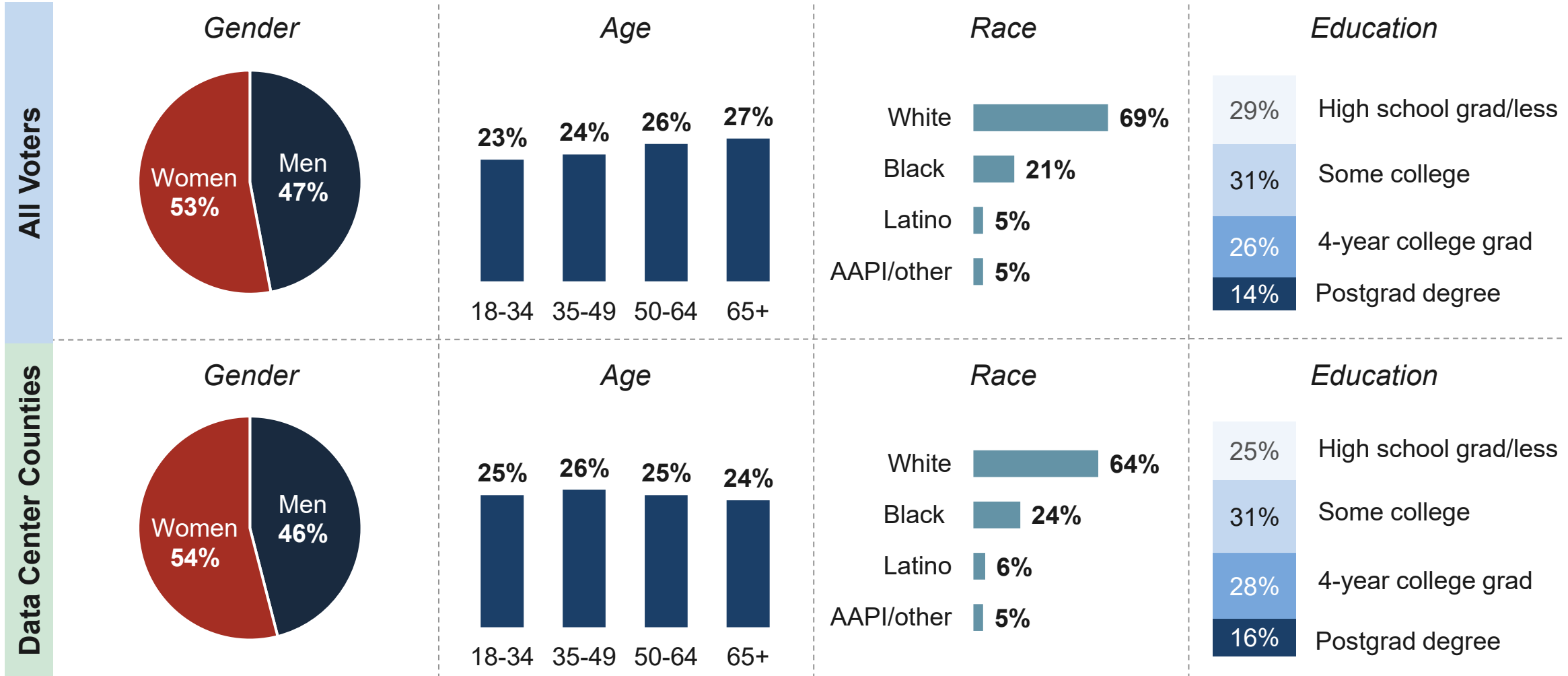
Online survey with 993 registered voters in NC

- Includes an oversample of counties with existing and proposed data centers (411 interviews total)

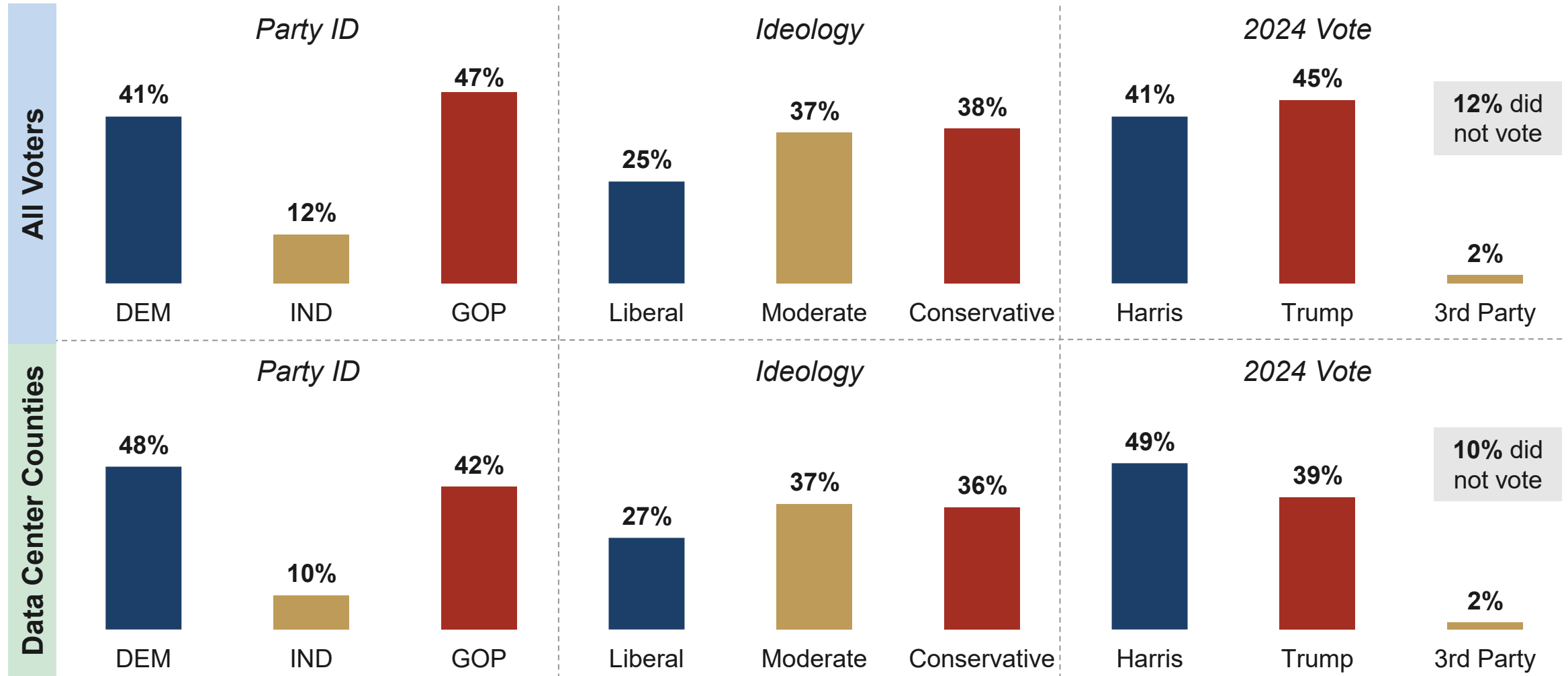
Credibility interval is ± 3.66 percentage points for the full sample, with higher tolerances for subgroups.

Fielded June 1-9, 2026

Demographic Overview of Sample



Political Profile of Sample



Key Takeaways: Context

1

North Carolinians' focus has shifted from extreme weather to the immediate pain of rising costs.

- Belief that extreme weather events are increasing in frequency has returned to levels similar to pre-Hurricane Helene.
- Large majorities say their electricity bill has gone up over the past year.

2

Residents are feeling the pain of rising costs, and clean energy is primed as a solution to ease it.

- Clean and renewable energy is popular, and support for investing in it is high.

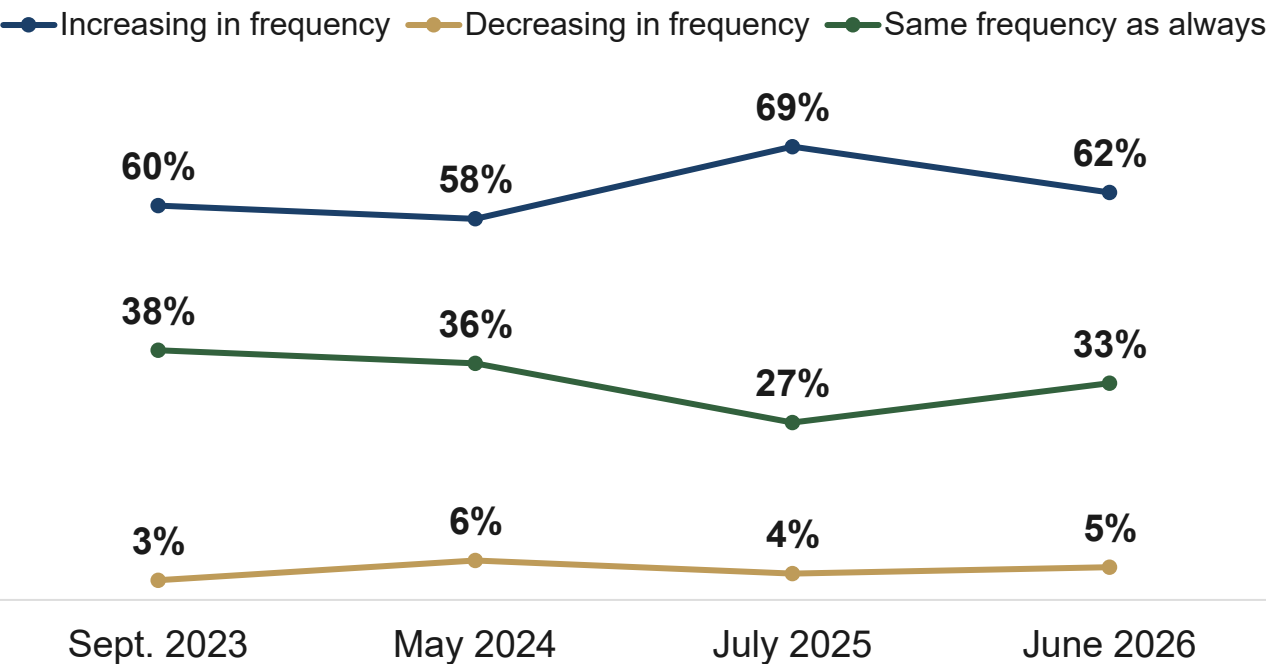
3

The groundwork for the case against data centers is laid: residents already expect higher bills and strain on water supply and the grid.

- Opposition to data centers outweigh support by a wide margin statewide (33% support to 48% oppose) and is even stronger in the counties most directly affected (35% support to 52% oppose).
- Increasing the cost of electricity is the most credible and powerful downside.

Belief that extreme weather events are increasing in frequency has returned closer to levels from before Hurricane Helene, driven by a shift among conservative residents and those in the eastern part of the state.

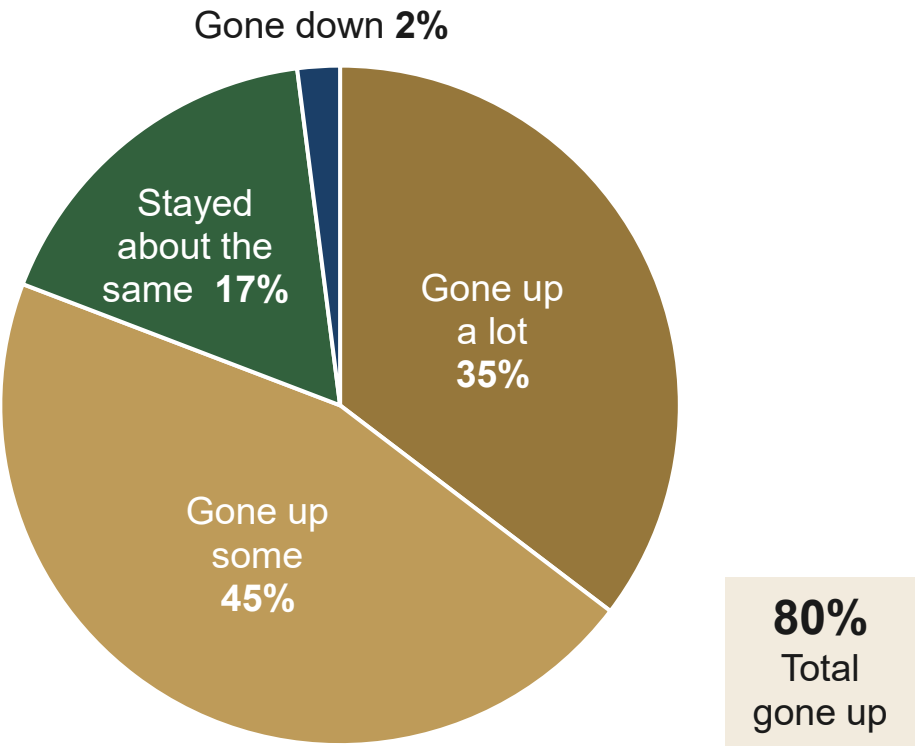
In North Carolina, do you think that weather events like extreme heat waves, hurricanes, wildfires, flooding, and droughts are...?



	INCREASING IN FREQUENCY %:		
	May 2024 %	July 2025 %	June 2026 %
Liberals	81	86	82
Moderates	61	73	68
Conservatives	44	53	43
Men	54	60	57
Women	62	77	66
White/ small town rural	50	69	56
Raleigh-Durham MM	64	74	65
Greensboro/ Winston Salem MM	58	67	69
Charlotte MM	55	66	66
Eastern rest of state	58	68	43

Four in five North Carolinians say their electricity costs have gone up over the past year; the pain is widespread across the state, not just in areas with data centers.

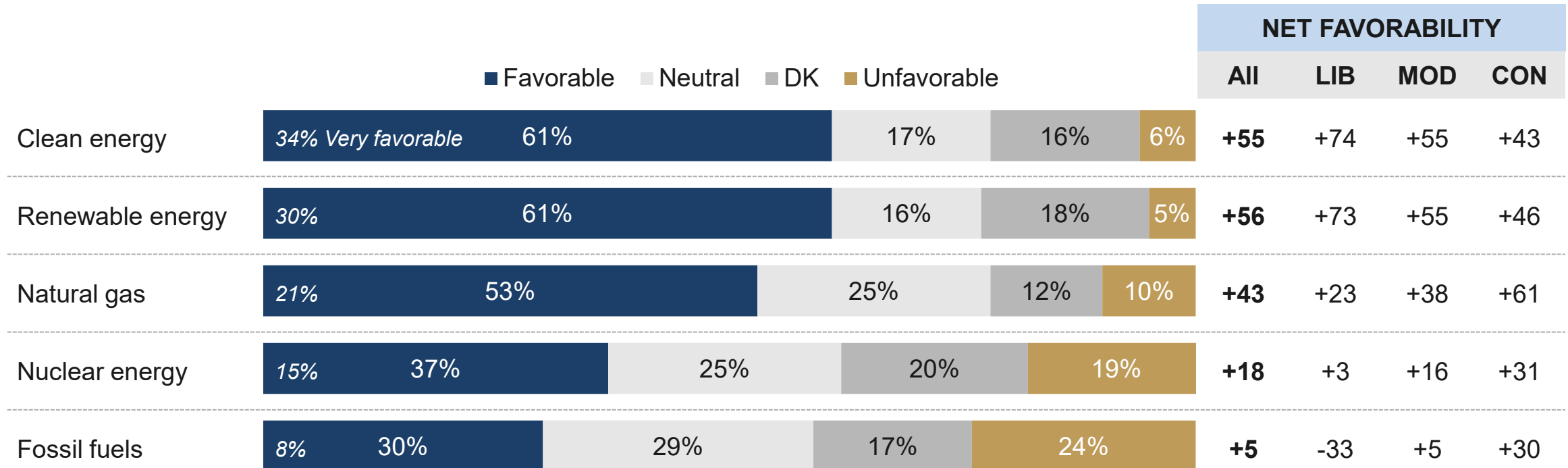
Specifically in your own household, over the past year would you say the cost of utilities like electricity and heating has gone up, stayed about the same, or gone down?



	Total gone up %	Gone up a lot %
Liberals	85	41
Moderates	76	35
Conservatives	80	32
White noncollege	79	32
White college grads	84	35
Black voters	78	39
Raleigh-Durham MM	80	41
Greensboro/Winston Salem MM	79	34
Charlotte MM	80	33
Eastern rest of state	80	29
Data center counties	79	34

Clean and renewable energy are popular with North Carolinians.

Ratings of feelings

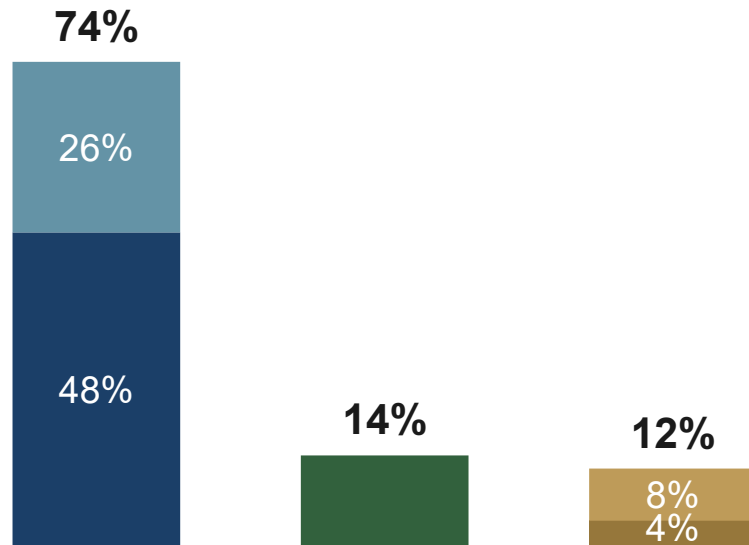


There is strong support for increasing clean and renewable energy and reducing reliance on fossil fuels in North Carolina.

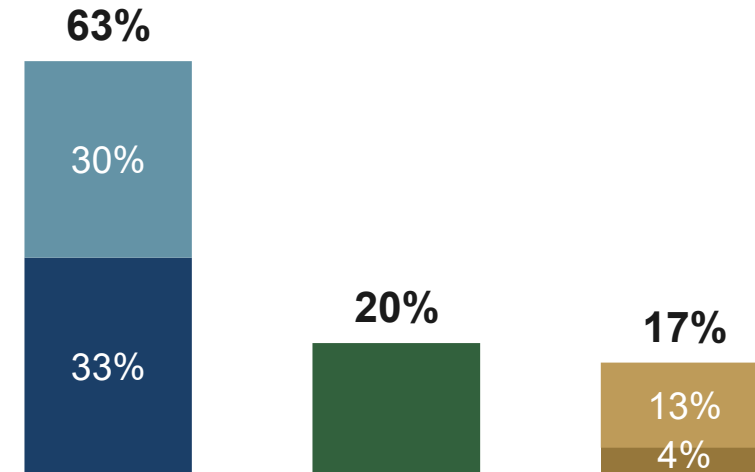
How important do you think it is for North Carolina to...?

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

Increase its use of clean and renewable energy



Reduce its reliance on fossil fuel energy sources

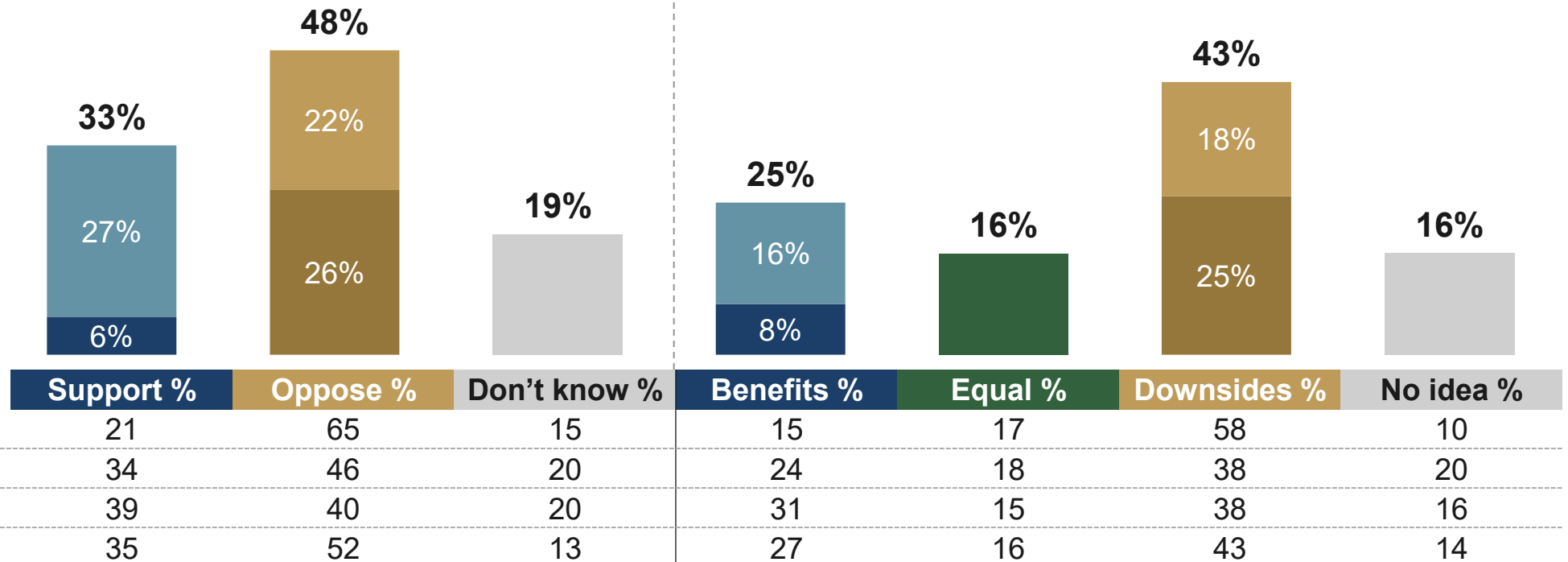


Opposition to data centers outweighs support by a wide margin statewide, and tracks with a general skepticism of their impacts.

Do you support or oppose data centers being built in North Carolina?

What do you believe will be greater – the benefits or the downsides – of building data centers in North Carolina?

- Strongly/much
- Somewhat
- Somewhat
- Strongly/much



Residents weigh electricity costs higher in importance than any economic or jobs benefit of data centers.

Three most important impacts of data centers:

		Data Center counties %	Oppose data centers %	No opinion on data centers %
The cost of electricity in your area	58%	57	66	58
The availability of clean drinking water where you live	44%	43	56	41
The overall quality of life in your community	43%	44	42	40
The local economy	41%	43	30	31
The local environment	38%	34	48	31
The reliability of electricity in your area	36%	38	33	44
The availability of good-paying jobs in your community	36%	35	19	31
The amount of tax revenue available for local schools and services	28%	28	15	34

Appendix

North Carolina Counties with Existing and Proposed Data Centers.

- Caldwell County
- Catawba County
- Chatham County
- Cumberland County
- Davidson County
- Edgecombe County
- Guilford County
- Iredell County
- Mecklenburg County
- Person County
- Richmond County
- Rockingham County
- Stokes County
- Wake County

