



CYGNAL

Survey of Likely General Election Voters

National

May 4 – 7, 2026 | n=1500 | $\pm 2.53\%$

- The political environment is hostile to incumbency, with 61% saying the country is on the wrong track against 34% right direction, and 54% reporting their household finances have gotten worse over the past year, a backdrop that primes voters to reject anything sounding like cost increases. Wrong track sentiment runs 97% among Democrats and 76% among Moderates, while Conservatives split 64% right direction and 29% wrong track.
- The generic congressional ballot tilts Democratic at 48% to 41% Republican with 11% unsure, with women breaking Democratic by 14 points and men breaking Republican by 6 points. Suburban voters tilt Democratic at 45% while rural voters tilt Republican at 39%, and Independents split 33% Democratic, 27% Republican, and 27% unsure.
- Energy cost concern is broad and intense, with 82% concerned about electricity affordability and 30% extremely concerned, while 72% say their bill has gone up over two years including 32% saying significantly. Concern peaks among voters under \$50K at 67% very or extremely concerned, non-white voters at 63%, and women at 60%, identifying the audiences most receptive to affordability framing.
- Cost-of-living pressure rankings show grocery prices at 54% as the top concern and fuel and transportation at 45%, while electricity ranks fourth at 24%, meaning energy framing must connect to the broader cost-of-living narrative voters are already feeling rather than stand alone as a specialty issue. Electricity concern is consistent across parties at 23-25%, removing partisan asymmetry as a barrier.
- Voters blame utility company profits and pricing decisions as the top driver of rising electricity costs at 23%, ahead of fuel costs at 19% and data center demand at 18%, while only 8% blame an aging grid and only 8% blame government regulations. This positions utilities as the implicit antagonist of any grid story and means CEN cannot lead with infrastructure age or red tape as the primary cost case.

- Despite cost skepticism, 92% say modernizing America's grid is important and 73% say very or extremely important, a finding that holds at 91-94% across every demographic and partisan cut. Voters separate the importance of action from confidence in cost outcomes, meaning they want modernization but need to be convinced about who pays.
- Only 33% believe grid upgrades will lower bills over time while 50% believe they will raise bills, exposing the central persuasion gap CEN must close. This skepticism runs evenly across parties at 49% Republicans, 51% Democrats, and 50% Independents, identifying it as an information problem rather than a partisan one.
- 78% support investing in transmission infrastructure even with a small short-term cost when paired with long-term savings and reliability benefits, with Republicans at 79%, Democrats at 82%, and Independents at 72%. This shows the affordability tradeoff frame works once stated explicitly, with Independents the softest audience and most worth targeting on this exact message.
- On the production-versus-transmission tradeoff, 28% prefer building more generation while only 18% prefer upgrading the grid, with another 25% saying both equally help and 18% saying neither would lower bills. Voters intuitively believe more supply lowers prices while transmission feels like infrastructure overhead, a perception CEN must directly address.
- 83% support requiring AI data centers and large industrial users to demonstrate how they will power their operations before getting permits, with 64% saying strongly support overall. Republicans at 85%, Democrats at 82%, and Independents at 87% all back this, making it the single strongest persuasion vehicle in the entire data set.

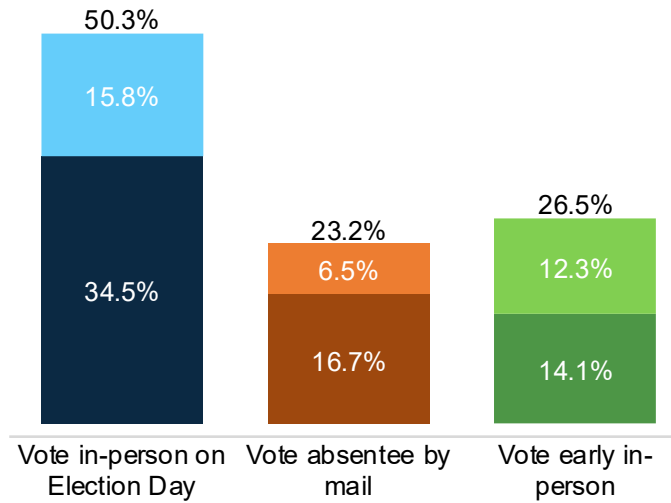
- 54% say data centers themselves should bear the cost of upgrading the grid to serve them, while only 8% say all electricity customers and only 5% say the federal government. Independents lead at 61% on the company-pays answer, followed by Republicans at 55% and Democrats at 49%, giving CEN a bipartisan funding framework that does not rely on ratepayer-funded buildouts.
- 41% of voters say their top concern about rising electricity demand is corporations benefiting while ratepayers foot the bill, climbing to 49% among Independents and 46% among Democrats. This concern is the emotional fuel behind data center accountability support and should anchor any messaging that talks about who pays for grid investment.
- 75% support streamlining permitting for new energy generation when environmental safeguards are preserved, and 73% support streamlining federal transmission permitting when landowner rights are maintained. Support is remarkably stable across parties at 73-77% on generation and 70-76% on transmission, with the safeguards and landowner-rights qualifiers doing real work.
- 77% say it is important for policymakers to require transmission line owners to consider grid-enhancing technologies before approving expensive new line construction, even though only 7% are familiar with these technologies and 57% have never heard of them. The gap between awareness and conceptual support represents a meaningful education and advocacy opportunity.
- 51% believe a more modern, interconnected grid would make American families more protected from energy price spikes caused by foreign conflicts, while 21% say about the same and only 10% say less protected. This finding gives CEN a national security frame that resonates beyond the affordability conversation, particularly among the 67% concerned about critical mineral dependence on foreign countries.

- Initial grid expansion support sat at 72% before messaging exposure with only 6% opposed, and the informed ballot finished at 71% support and 6% opposition for a net shift of negative 1 point. The flat result reflects a ceiling effect rather than message weakness, since the messages held an already strong baseline among most voters.
 - Three audiences moved positively against the otherwise flat electorate: women under 55 at plus 2 net points, liberals at plus 2, and moderates at plus 1, while male voters 55-plus moved minus 6 points and high-income suburban voters moved minus 5. This signals shorter, simpler frames for older male and high-income audiences and longer, more substantive engagement with the persuadable cohorts.
 - *Energy Security* ranks first overall as the most effective tested message, but tailored deployment matters because *Affordability* ranks first among women under 55, women with college degrees, and Southern voters, while *Manufacturing and Jobs* ranks first among Independents and swing voters. A single national message would underperform a tailored deployment by leaving persuadable audiences underserved.
- 79% rate a candidate's position on energy affordability and electricity costs as important to their vote, including 35% very important, with consistency across parties at 81% Republicans, 81% Democrats, and 78% Independents. Importance is highest among 55-plus voters at 83% versus under-55 voters at 76%, reinforcing the older voter as the prime advocacy target.
- 64% say they would be more likely to back a candidate who supports modernizing the grid and expanding domestic energy production, with 22% saying much more likely and only 6% saying less likely. Combined with 55% saying they want their representative to very or extremely strongly support permitting and grid legislation, this confirms the issue as a defensible electoral stance rather than a niche policy.

- Recommendations:
 - Lead with data center accountability as the central persuasion frame because it commands 83% support and lets CEN argue for grid investment by asking who pays rather than whether to spend, neutralizing the cost skepticism that drags every other message. Pair it with audience-tailored deployment of Energy Security to the base, Manufacturing and Jobs to swing voters and Independents, and Affordability to women across party lines.
 - Educate candidates that 79% of voters rate energy affordability as electorally important and 64% would be more likely to support a pro-grid candidate, then close the cost-attribution gap by directly addressing why 50% currently believe upgrades raise bills. Voter education on utility profit decisions, fuel inputs, and demand drivers will do more to move the topline than additional message variants.

- Segmentation analysis identified three voter groups:
 - *Dem Grid Expansion Support* (47%) are Democrats who are most concerned with energy costs and show strong support for grid expansion. They skew female, under 55, 62% White / 38% other race, and higher-education.
 - *GOP Grid Expansion Support* (39%) are Republicans who are least concerned with energy costs but show strong support for grid expansion. They skew male, 55+, 82% White / 18% other race, and lower-education.
 - *Grid Expansion Unsures* (14%) are diverse ideologically and are very concerned with energy costs. They are largely unsure about issues related to the grid, especially grid expansion. They skew female, 55+, 57% White / 43% other race, and lower-education.

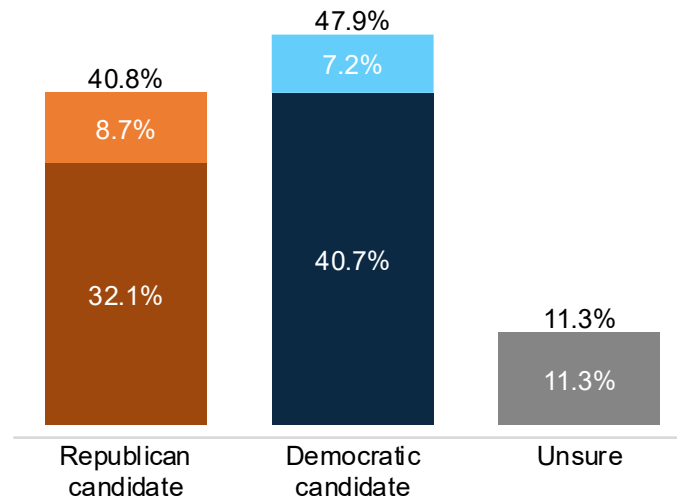
Vote Method



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Hispanic	Other Race	Rural	Small Town	Suburban	Urban	Grid Exp Undec	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Definitely vote	65%	61%	67%	65%	69%	65%	70%	64%	64%	65%	67%	65%	66%	60%	70%	67%	65%	65%	64%	62%	67%	65%	54%	55%	64%	71%
Probably vote	35%	39%	33%	35%	31%	35%	30%	36%	36%	35%	33%	35%	34%	40%	30%	33%	35%	35%	36%	38%	33%	35%	46%	45%	36%	29%
Vote in-person on Election Day	50%	51%	44%	58%	50%	51%	57%	49%	46%	63%	52%	37%	54%	37%	38%	58%	56%	46%	42%	53%	63%	36%	52%	61%	53%	46%
Vote absentee by mail	23%	21%	27%	22%	22%	23%	21%	24%	25%	12%	23%	35%	22%	31%	26%	17%	20%	27%	28%	19%	13%	35%	22%	13%	19%	28%
Vote early in-person	26%	28%	29%	21%	28%	26%	23%	27%	30%	25%	25%	28%	24%	32%	36%	26%	24%	27%	30%	29%	24%	29%	26%	26%	28%	26%
Definitely vote in-person on Election Day	34%	33%	29%	41%	36%	35%	42%	32%	30%	43%	38%	24%	37%	24%	26%	40%	39%	31%	28%	35%	46%	24%	28%	38%	39%	33%
Probably vote in-person on Election Day	16%	18%	15%	16%	14%	16%	15%	17%	16%	20%	14%	13%	17%	13%	12%	17%	17%	15%	14%	18%	18%	12%	24%	24%	15%	12%
Definitely vote absentee by mail	17%	13%	21%	14%	18%	17%	16%	16%	18%	8%	16%	26%	16%	22%	20%	13%	14%	19%	20%	14%	8%	26%	12%	7%	12%	23%
Probably vote absentee by mail	7%	8%	7%	8%	3%	6%	5%	8%	7%	4%	7%	9%	6%	9%	6%	4%	6%	8%	8%	5%	4%	9%	10%	6%	8%	5%
Definitely vote early in-person	14%	15%	17%	10%	15%	12%	12%	16%	16%	13%	13%	15%	13%	14%	23%	13%	12%	15%	16%	13%	13%	15%	14%	10%	14%	15%
Probably vote early in-person	12%	13%	12%	11%	14%	14%	10%	11%	13%	12%	12%	13%	11%	18%	13%	13%	12%	12%	14%	15%	10%	13%	12%	16%	14%	11%

How do you plan to vote in the general election for U.S. Congress in November?

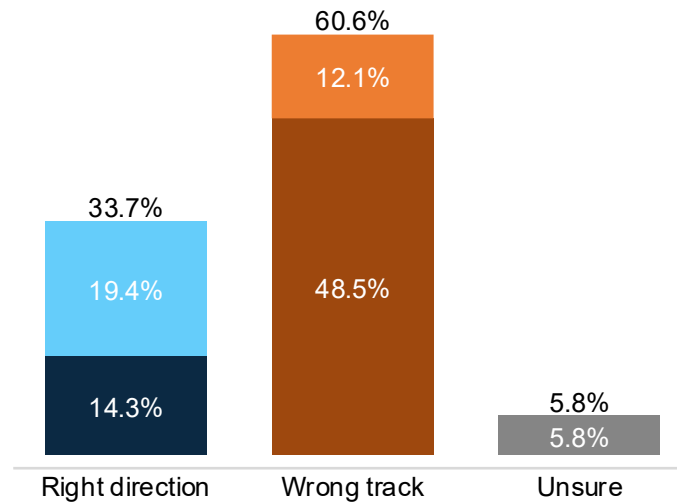
Generic Ballot



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Hispanic	Other Race	Rural	Small Town	Suburban	Urban	Grid Exp Undec	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	41%	28%	40%	44%	52%	42%	55%	37%	32%	91%	27%	1%	48%	29%	12%	50%	47%	36%	29%	35%	87%	1%	31%	44%	41%	43%
Democratic candidate	48%	57%	50%	44%	39%	49%	34%	50%	57%	4%	46%	95%	42%	58%	77%	36%	41%	54%	59%	48%	5%	93%	55%	46%	47%	47%
Definitely the Republican candidate	32%	20%	33%	33%	43%	34%	43%	30%	24%	76%	15%	1%	38%	25%	9%	39%	36%	30%	22%	25%	71%	0%	25%	33%	33%	33%
Probably the Republican candidate	9%	8%	7%	12%	9%	8%	12%	7%	8%	16%	12%	0%	11%	4%	3%	12%	11%	6%	7%	10%	16%	1%	6%	11%	7%	9%
Probably the Democratic candidate	7%	12%	4%	7%	6%	8%	5%	6%	10%	2%	13%	9%	7%	11%	5%	6%	5%	9%	8%	6%	2%	11%	8%	11%	7%	6%
Definitely the Democratic candidate	41%	45%	46%	38%	32%	42%	28%	45%	47%	2%	33%	86%	35%	47%	72%	30%	36%	45%	51%	42%	3%	82%	47%	36%	40%	40%
Unsure	11%	15%	10%	11%	9%	8%	11%	13%	11%	5%	27%	4%	10%	14%	11%	13%	11%	10%	12%	17%	8%	6%	14%	10%	12%	11%

If the election was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for U.S. Congress?

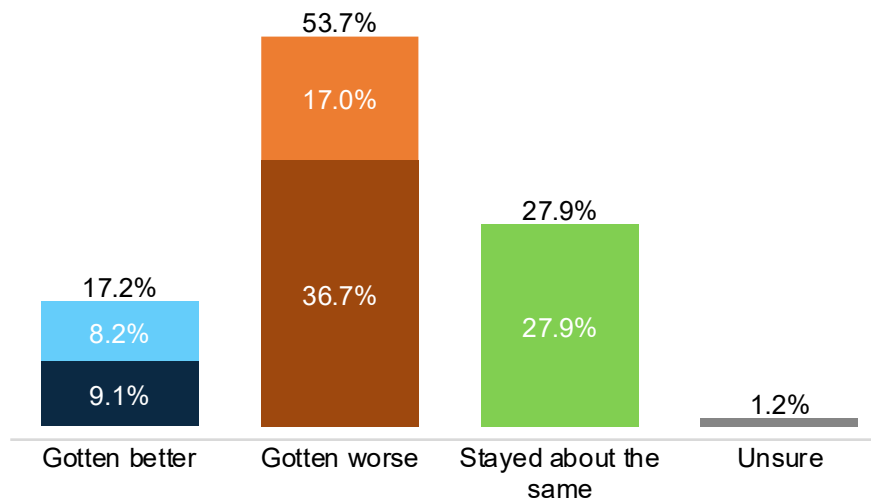
Country Direction



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Hispanic	Other Race	Rural	Small Town	Suburban	Urban	Grid Exp Undec	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Right direction	34%	19%	36%	33%	47%	36%	46%	28%	27%	73%	23%	2%	39%	25%	12%	40%	39%	31%	23%	27%	72%	1%	24%	31%	33%	37%
Wrong track	61%	74%	59%	60%	48%	61%	47%	63%	71%	20%	70%	96%	55%	67%	85%	51%	54%	65%	74%	60%	19%	98%	68%	60%	62%	58%
Definitely the right direction	14%	5%	16%	11%	26%	18%	19%	10%	11%	31%	10%	0%	16%	12%	6%	17%	17%	13%	11%	16%	32%	0%	8%	11%	16%	16%
Mostly the right direction	19%	15%	19%	22%	21%	18%	26%	18%	16%	42%	13%	1%	23%	13%	5%	24%	22%	19%	12%	11%	40%	1%	17%	21%	17%	21%
Mostly the wrong track	12%	14%	10%	14%	11%	15%	10%	13%	11%	11%	13%	13%	11%	14%	18%	10%	13%	11%	16%	9%	10%	12%	15%	10%	16%	10%
Definitely the wrong track	48%	61%	49%	46%	37%	46%	37%	51%	60%	9%	57%	84%	44%	53%	68%	41%	41%	54%	57%	51%	9%	86%	53%	50%	46%	48%
Unsure	6%	6%	5%	7%	5%	3%	8%	8%	2%	7%	7%	2%	6%	8%	3%	9%	7%	4%	4%	13%	10%	1%	8%	9%	5%	5%

Generally speaking, do you think things in the United States are heading in the right direction, or are they off on the wrong track?

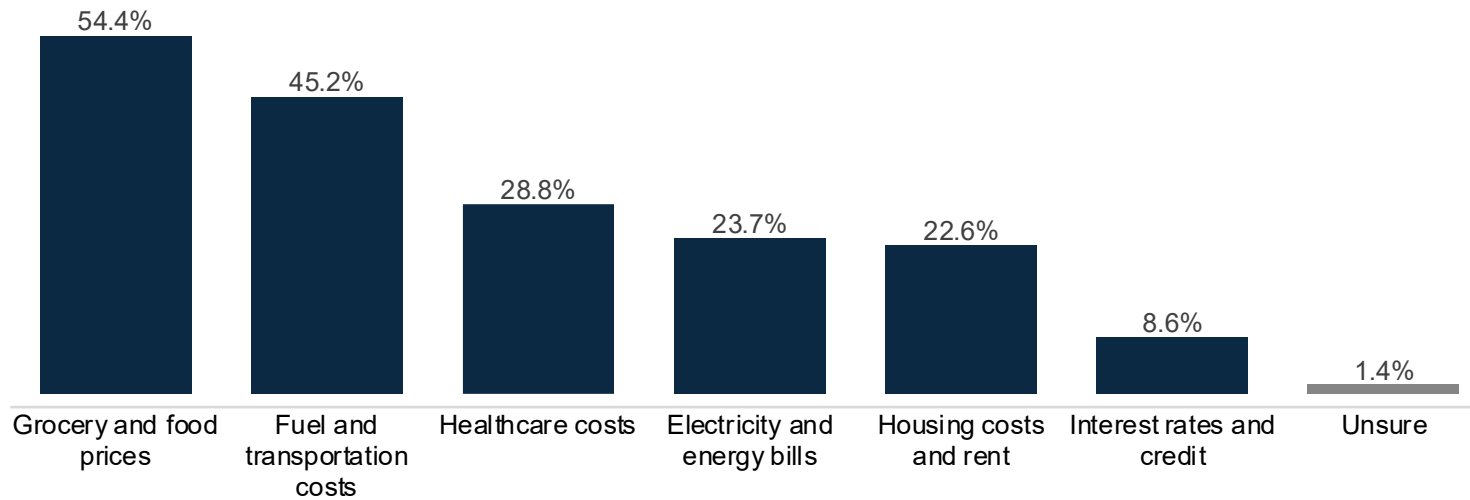
Household Financial Situation



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Hispanic	Other Race	Rural	Small Town	Suburban	Urban	Grid Exp Undec	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Gotten better	17%	10%	12%	20%	28%	25%	24%	10%	13%	34%	12%	4%	19%	9%	12%	19%	17%	17%	16%	11%	33%	4%	15%	17%	16%	19%
Gotten worse	54%	61%	56%	55%	42%	49%	47%	60%	55%	26%	64%	74%	50%	58%	68%	52%	52%	54%	58%	59%	26%	76%	57%	54%	54%	52%
Definitely gotten better	9%	5%	7%	10%	16%	15%	11%	5%	7%	17%	8%	2%	9%	6%	7%	8%	9%	9%	10%	3%	17%	2%	5%	9%	7%	11%
Probably gotten better	8%	5%	6%	11%	12%	10%	13%	5%	6%	17%	4%	2%	9%	3%	5%	11%	8%	8%	6%	8%	16%	2%	10%	7%	9%	8%
Stayed about the same	28%	29%	29%	24%	29%	25%	29%	28%	31%	39%	23%	20%	30%	32%	20%	28%	28%	29%	25%	27%	39%	19%	25%	29%	29%	28%
Probably gotten worse	17%	19%	18%	18%	13%	15%	16%	19%	18%	12%	17%	21%	18%	16%	18%	15%	17%	16%	20%	22%	13%	20%	19%	15%	15%	18%
Definitely gotten worse	37%	42%	38%	37%	29%	34%	31%	41%	38%	13%	47%	53%	33%	42%	50%	37%	35%	37%	38%	37%	14%	56%	38%	39%	39%	35%
Unsure	1%	0%	3%	0%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	0%	1%	3%	0%	0%	3%	2%	1%	3%	1%	1%	1%

Thinking about your own household finances over the past year, would you say your family's financial situation has gotten better, gotten worse, or stayed about the same?

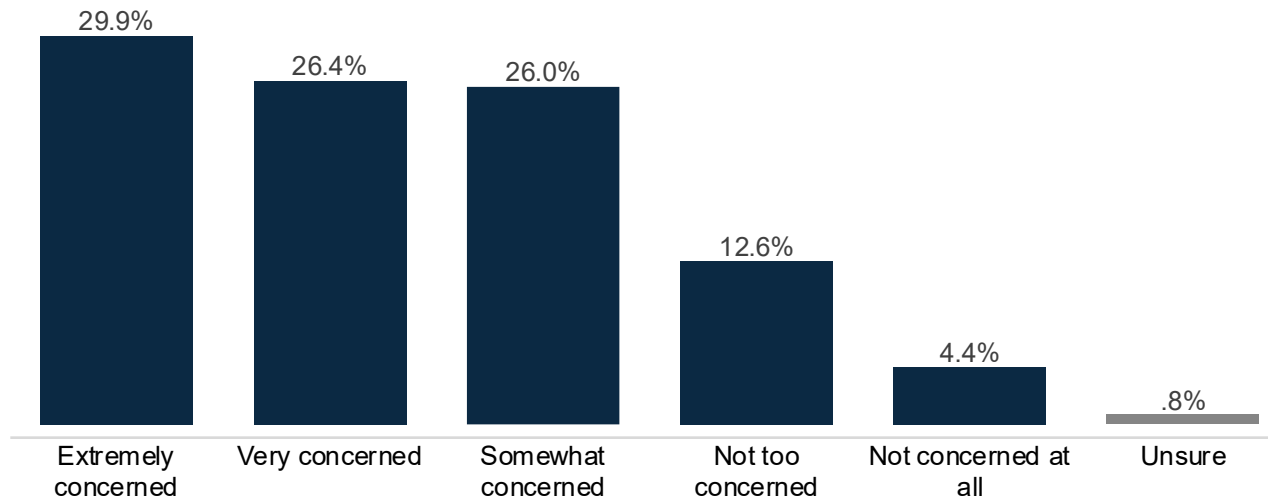
Cost of Living Pressures



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Hispanic	Other Race	Rural	Small Town	Suburban	Urban	Grid Exp Undec	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Grocery and food prices	54%	55%	54%	56%	53%	56%	53%	56%	53%	49%	56%	59%	52%	65%	55%	52%	58%	54%	52%	51%	48%	61%	57%	54%	55%	54%
Fuel and transportation costs	45%	44%	45%	47%	44%	42%	49%	47%	42%	44%	43%	47%	45%	51%	45%	50%	47%	45%	38%	44%	45%	47%	45%	39%	44%	47%
Healthcare costs	29%	25%	34%	22%	34%	33%	24%	26%	34%	27%	30%	31%	31%	20%	30%	26%	27%	31%	31%	33%	26%	32%	25%	24%	26%	32%
Electricity and energy bills	24%	23%	26%	20%	25%	24%	22%	24%	25%	24%	25%	23%	25%	14%	25%	26%	22%	23%	26%	22%	24%	25%	19%	24%	25%	24%
Housing costs and rent	23%	35%	15%	29%	12%	20%	20%	25%	24%	18%	24%	25%	20%	30%	32%	17%	22%	22%	33%	28%	18%	23%	34%	32%	24%	17%
Interest rates and credit	9%	9%	6%	13%	7%	9%	11%	7%	8%	14%	9%	3%	9%	5%	4%	11%	7%	9%	8%	8%	14%	3%	9%	13%	9%	7%
Unsure	1%	0%	2%	2%	1%	1%	2%	1%	1%	2%	1%	1%	2%	0%	0%	2%	2%	2%	0%	2%	2%	1%	0%	1%	2%	2%

Which of the following cost-of-living pressures concern you most? Select two options.

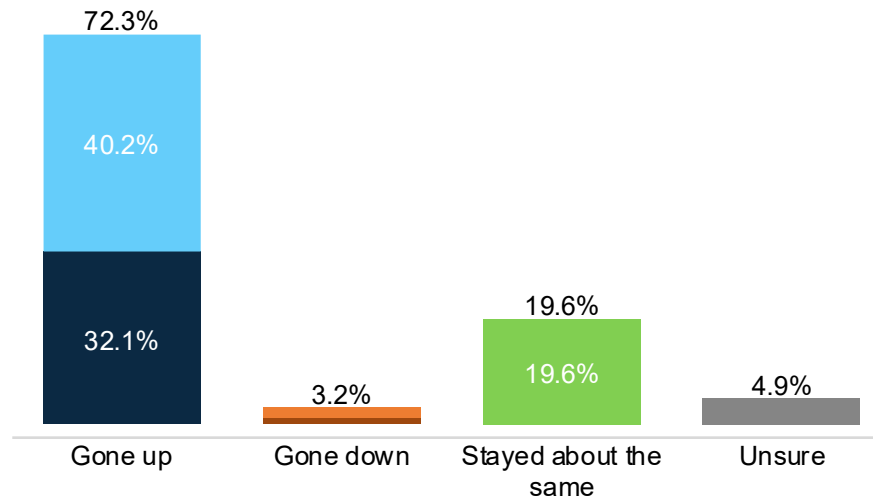
Energy Cost Concern



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Hispanic	Other Race	Rural	Small Town	Suburban	Urban	Grid Exp Undec	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Concerned Total	82%	81%	88%	78%	80%	78%	80%	88%	82%	72%	85%	90%	81%	84%	88%	84%	81%	82%	84%	82%	71%	92%	76%	84%	81%	84%
Not concerned Total	17%	19%	11%	20%	19%	22%	18%	12%	18%	27%	15%	10%	19%	14%	11%	15%	18%	17%	16%	15%	27%	8%	23%	16%	18%	15%
Extremely concerned	30%	32%	33%	26%	28%	28%	26%	37%	27%	21%	31%	38%	27%	36%	42%	32%	32%	27%	31%	34%	20%	37%	26%	36%	33%	28%
Very concerned	26%	26%	30%	27%	23%	24%	26%	30%	26%	22%	26%	30%	26%	24%	27%	29%	23%	28%	25%	25%	22%	30%	25%	22%	27%	28%
Somewhat concerned	26%	24%	26%	26%	29%	27%	28%	20%	30%	29%	28%	23%	27%	24%	18%	23%	26%	27%	27%	23%	29%	24%	25%	25%	21%	29%
Not too concerned	13%	15%	8%	15%	13%	17%	11%	9%	14%	20%	10%	8%	14%	9%	8%	12%	13%	12%	13%	10%	19%	7%	17%	13%	14%	11%
Not concerned at all	4%	3%	3%	6%	6%	5%	7%	3%	4%	7%	5%	2%	4%	5%	3%	3%	5%	5%	3%	5%	8%	1%	6%	4%	5%	4%
Unsure	1%	0%	1%	1%	1%	0%	2%	0%	0%	1%	0%	0%	0%	2%	0%	1%	1%	0%	0%	3%	1%	0%	1%	0%	1%	1%

How concerned are you about the affordability of your electricity bills and rising energy costs?

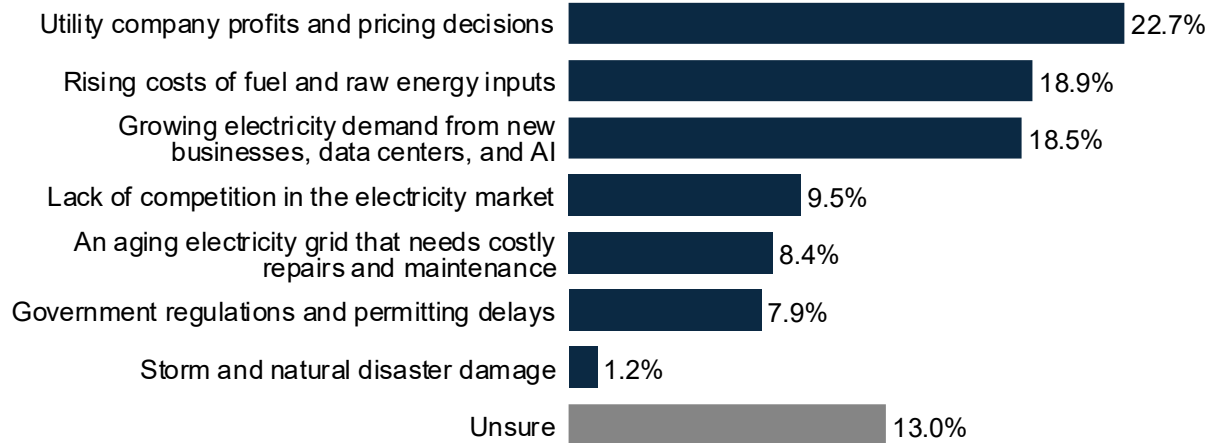
Energy Bill Trend



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Hispanic	Other Race	Rural	Small Town	Suburban	Urban	Grid Exp Undec	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Gone up Total	72%	75%	74%	67%	72%	74%	66%	75%	74%	61%	78%	80%	72%	70%	75%	69%	71%	76%	70%	70%	62%	81%	68%	73%	73%	72%
Gone down Total	3%	1%	5%	3%	3%	3%	4%	4%	2%	5%	3%	2%	3%	5%	1%	4%	4%	3%	2%	5%	4%	2%	2%	3%	3%	4%
Gone up significantly	32%	36%	32%	30%	30%	31%	28%	36%	32%	23%	38%	38%	29%	33%	43%	30%	31%	34%	31%	38%	24%	40%	24%	36%	34%	32%
Gone up somewhat	40%	39%	42%	37%	42%	42%	38%	40%	42%	38%	40%	42%	43%	37%	32%	39%	39%	42%	39%	32%	38%	41%	44%	37%	39%	41%
Stayed about the same	20%	17%	18%	20%	23%	18%	26%	16%	19%	28%	17%	13%	20%	20%	17%	22%	21%	16%	23%	19%	29%	12%	21%	16%	18%	21%
Gone down somewhat	2%	0%	3%	1%	2%	2%	2%	3%	1%	3%	2%	1%	2%	2%	0%	4%	2%	1%	1%	2%	3%	1%	1%	1%	1%	3%
Gone down significantly	1%	1%	2%	2%	1%	1%	2%	2%	1%	2%	1%	1%	1%	3%	1%	1%	2%	1%	1%	3%	2%	1%	1%	2%	2%	1%
Unsure	5%	7%	3%	9%	1%	5%	4%	4%	5%	6%	3%	5%	4%	5%	7%	4%	5%	6%	5%	6%	5%	5%	9%	8%	5%	3%

Over the past two years, has your electricity bill gone up, gone down, or stayed about the same?

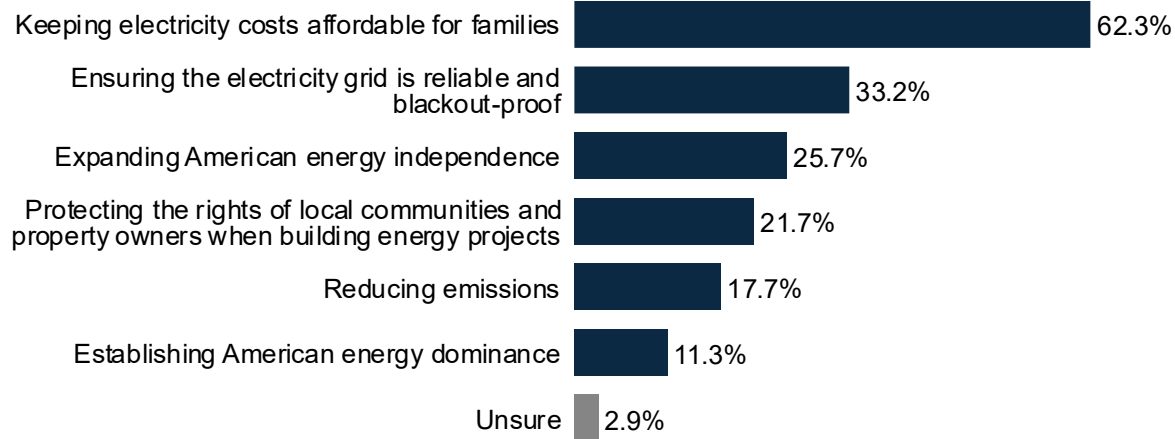
Cost Driver Diagnosis



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Hispanic	Other Race	Rural	Small Town	Suburban	Urban	Grid Exp Undec	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Utility company profits and pricing decisions	23%	21%	24%	23%	23%	21%	25%	24%	20%	22%	23%	24%	23%	19%	25%	24%	23%	23%	20%	20%	21%	24%	22%	18%	24%	23%
Rising costs of fuel and raw energy inputs	19%	20%	22%	16%	18%	22%	12%	20%	21%	14%	16%	25%	18%	25%	19%	20%	18%	20%	16%	17%	14%	24%	22%	19%	19%	18%
Growing electricity demand from new businesses, data centers, and AI	18%	22%	13%	23%	17%	22%	17%	17%	19%	14%	20%	22%	19%	14%	18%	15%	16%	20%	23%	12%	14%	23%	20%	21%	16%	19%
Lack of competition in the electricity market	10%	11%	9%	8%	10%	8%	10%	9%	11%	11%	10%	7%	10%	10%	9%	11%	9%	10%	9%	10%	10%	9%	7%	8%	11%	10%
An aging electricity grid that needs costly repairs and maintenance	8%	5%	9%	8%	12%	10%	9%	6%	9%	10%	12%	5%	8%	8%	7%	8%	8%	7%	12%	4%	11%	6%	8%	9%	9%	8%
Government regulations and permitting delays	8%	3%	6%	10%	13%	9%	15%	6%	3%	12%	8%	4%	7%	9%	6%	7%	10%	7%	7%	7%	13%	3%	9%	8%	5%	9%
Storm and natural disaster damage	1%	1%	2%	1%	1%	1%	2%	1%	1%	0%	2%	1%	0%	3%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%
Unsure	13%	18%	16%	12%	6%	6%	11%	17%	16%	15%	10%	12%	13%	15%	13%	13%	15%	12%	12%	30%	15%	10%	12%	16%	15%	12%

Thinking about your electricity bills, which of the following do you think has played the biggest role in causing electricity costs to rise in recent years?

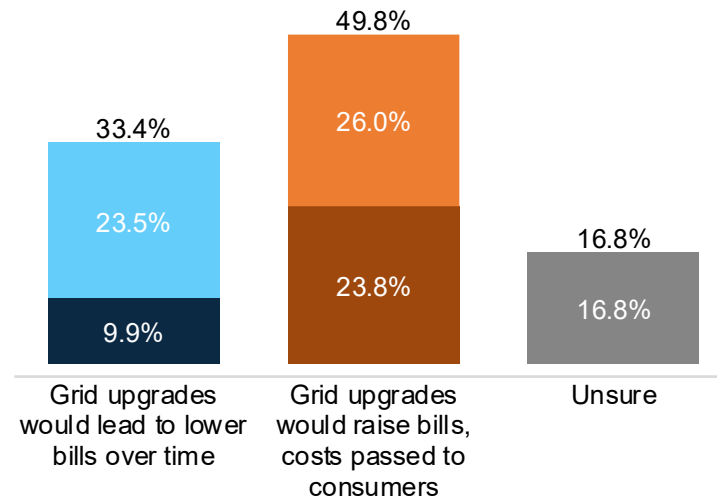
Top Energy Priorities



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Hispanic	Other Race	Rural	Small Town	Suburban	Urban	Grid Exp Undec	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Keeping electricity costs affordable for families	62%	73%	58%	59%	58%	55%	63%	69%	61%	52%	62%	73%	61%	67%	75%	67%	59%	61%	65%	57%	52%	72%	68%	68%	62%	59%
Ensuring the electricity grid is reliable and blackout-proof	33%	27%	37%	28%	41%	38%	32%	28%	36%	35%	34%	33%	36%	26%	30%	29%	34%	32%	39%	22%	34%	34%	33%	28%	30%	36%
Expanding American energy independence	26%	18%	23%	30%	32%	34%	29%	21%	20%	38%	26%	14%	28%	19%	20%	24%	26%	29%	20%	15%	39%	14%	18%	24%	25%	28%
Protecting the rights of local communities and property owners when building energy projects	22%	25%	23%	23%	15%	18%	20%	23%	26%	18%	28%	21%	20%	20%	28%	26%	21%	19%	24%	26%	18%	23%	19%	25%	23%	21%
Reducing emissions	18%	27%	14%	21%	9%	19%	10%	16%	26%	3%	18%	32%	17%	20%	18%	10%	13%	23%	22%	10%	3%	32%	23%	18%	15%	17%
Establishing American energy dominance	11%	5%	10%	16%	15%	15%	16%	8%	7%	23%	8%	2%	12%	9%	5%	11%	11%	12%	10%	7%	23%	2%	12%	11%	12%	11%
Unsure	3%	3%	4%	3%	2%	1%	4%	5%	1%	4%	2%	1%	2%	4%	3%	3%	6%	2%	2%	17%	3%	2%	3%	4%	2%	3%

Which energy policy goals are most important to you? Select up to two options.

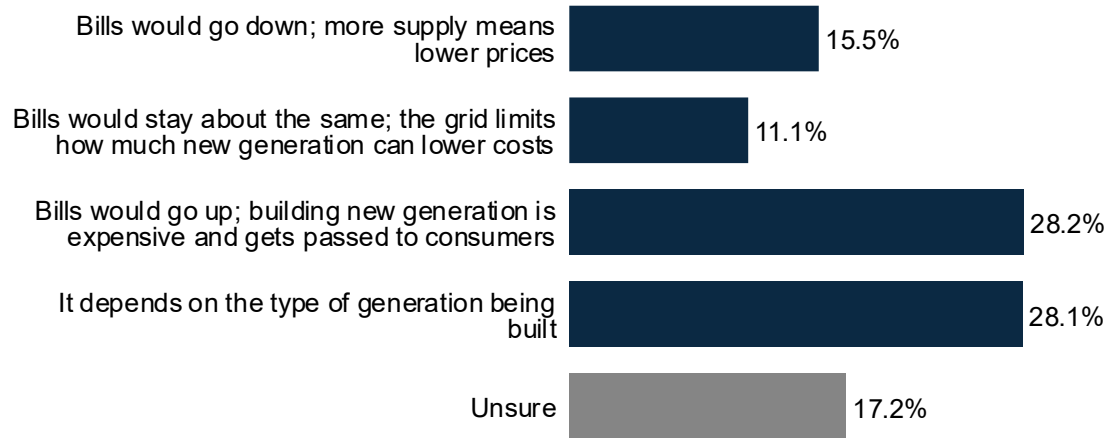
Grid Upgrades and Bills



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Hispanic	Other Race	Rural	Small Town	Suburban	Urban	Grid Exp Undec	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Grid upgrades would lead to lower bills over time	33%	34%	28%	41%	33%	38%	36%	28%	34%	28%	30%	41%	34%	29%	35%	26%	33%	36%	37%	17%	29%	41%	40%	30%	31%	34%
Grid upgrades would raise bills, costs passed to consumers	50%	46%	54%	43%	55%	52%	47%	50%	50%	55%	53%	44%	50%	54%	42%	57%	47%	48%	48%	34%	54%	46%	42%	47%	51%	52%
Definitely grid upgrades would lead to lower bills over time	10%	8%	6%	15%	11%	12%	14%	8%	6%	8%	10%	12%	10%	9%	12%	5%	12%	9%	14%	6%	8%	12%	13%	9%	12%	8%
Probably grid upgrades would lead to lower bills over time	24%	25%	21%	26%	22%	26%	22%	20%	28%	20%	20%	29%	25%	21%	23%	21%	21%	27%	23%	11%	21%	29%	27%	21%	19%	25%
Probably grid upgrades would raise bills, costs passed to consumers	26%	24%	29%	24%	28%	28%	23%	24%	28%	27%	26%	25%	28%	26%	14%	29%	22%	27%	26%	18%	27%	26%	22%	26%	26%	27%
Definitely grid upgrades would raise bills, costs passed to consumers	24%	22%	26%	19%	28%	23%	24%	25%	22%	28%	27%	18%	22%	28%	28%	28%	25%	22%	22%	16%	27%	20%	19%	21%	26%	25%
Unsure	17%	21%	18%	16%	12%	11%	17%	22%	16%	17%	17%	15%	16%	17%	23%	17%	20%	16%	14%	49%	18%	13%	18%	23%	18%	15%

Energy experts argue that upgrading the electricity grid would lead to lower electricity bills over time by moving power more efficiently and reducing outages. Others say the cost of grid upgrades will simply be passed on to consumers, making bills higher. Which view comes closer to your own about grid upgrades?

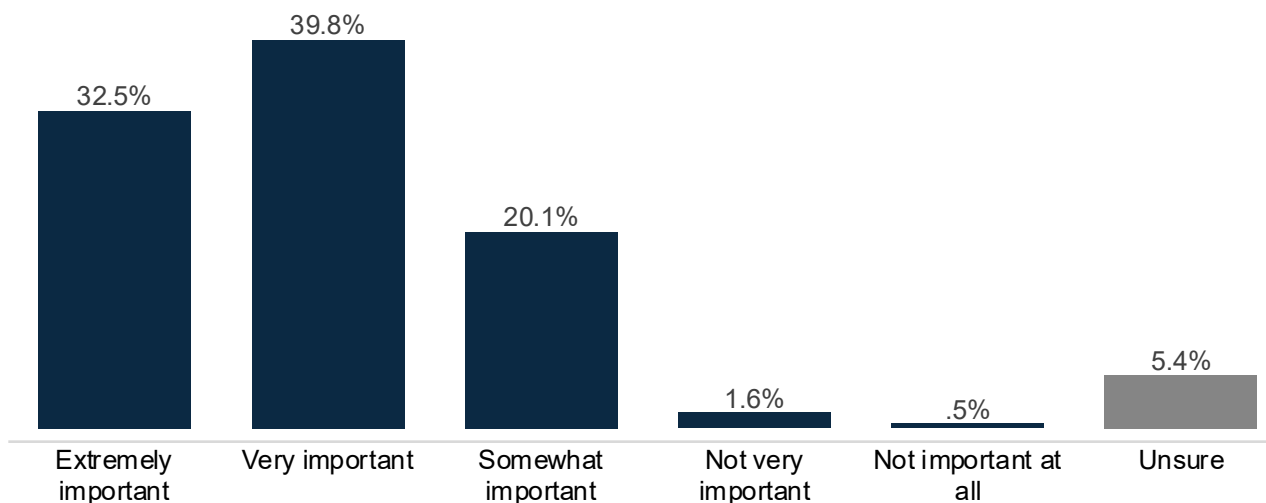
Generation Without Grid



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Hispanic	Other Race	Rural	Small Town	Suburban	Urban	Grid Exp Undec	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Bills would go down; more supply means lower prices	15%	14%	14%	21%	14%	18%	17%	13%	15%	13%	17%	18%	15%	20%	18%	10%	15%	18%	17%	9%	13%	18%	23%	16%	11%	16%
Bills would stay about the same; the grid limits how much new generation can lower costs	11%	11%	9%	13%	12%	15%	10%	9%	11%	13%	11%	10%	13%	8%	5%	10%	9%	12%	14%	3%	12%	11%	12%	8%	13%	11%
Bills would go up; building new generation is expensive and gets passed to consumers	28%	27%	29%	24%	33%	29%	27%	29%	27%	32%	30%	24%	28%	26%	31%	36%	26%	26%	27%	18%	31%	24%	25%	23%	31%	29%
It depends on the type of generation being built	28%	30%	27%	29%	27%	26%	30%	29%	29%	27%	29%	29%	28%	26%	24%	27%	29%	29%	27%	16%	28%	29%	27%	35%	29%	27%
Unsure	17%	19%	21%	14%	15%	13%	16%	21%	18%	16%	13%	19%	16%	20%	22%	18%	20%	16%	15%	54%	16%	18%	13%	18%	17%	18%

If the United States built significantly more electricity generating capacity, more nuclear, natural gas, solar, wind, etc., but did not upgrade the electricity grid, do you think electricity bills would go up, go down, or stay about the same?

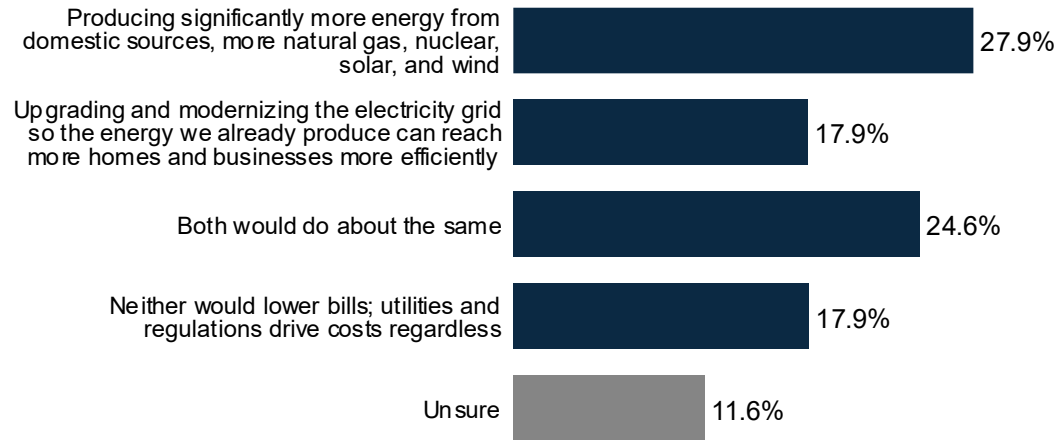
Grid Modernization Importance



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Hispanic	Other Race	Rural	Small Town	Suburban	Urban	Grid Exp Undec	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Important Total	92%	89%	92%	92%	96%	96%	93%	89%	93%	92%	93%	94%	93%	90%	92%	92%	87%	95%	96%	71%	92%	94%	93%	89%	91%	94%
Not important Total	2%	3%	2%	3%	1%	1%	3%	3%	2%	2%	2%	2%	2%	3%	2%	2%	3%	2%	1%	2%	3%	2%	1%	4%	3%	1%
Extremely important	32%	29%	29%	32%	41%	41%	32%	30%	28%	30%	32%	36%	31%	30%	42%	33%	28%	33%	37%	16%	31%	35%	31%	32%	36%	31%
Very important	40%	38%	44%	38%	38%	36%	40%	40%	43%	38%	41%	42%	40%	42%	38%	35%	41%	43%	37%	34%	37%	43%	37%	30%	35%	45%
Somewhat important	20%	22%	19%	22%	18%	18%	22%	20%	21%	24%	20%	17%	21%	19%	13%	23%	18%	19%	22%	22%	23%	16%	25%	27%	20%	18%
Not very important	2%	2%	1%	2%	1%	1%	2%	2%	1%	2%	1%	1%	1%	3%	1%	1%	3%	1%	0%	1%	2%	1%	1%	3%	3%	1%
Not important at all	0%	1%	1%	1%	0%	0%	1%	0%	1%	0%	1%	0%	0%	1%	1%	1%	0%	1%	1%	1%	0%	0%	0%	1%	1%	0%
Unsure	5%	8%	6%	5%	2%	3%	4%	9%	5%	6%	5%	4%	6%	6%	5%	6%	10%	3%	3%	27%	6%	4%	6%	8%	6%	4%

Much of America's electricity transmission grid was built 40–60 years ago. How important do you think it is to modernize and upgrade the U.S. electricity grid?

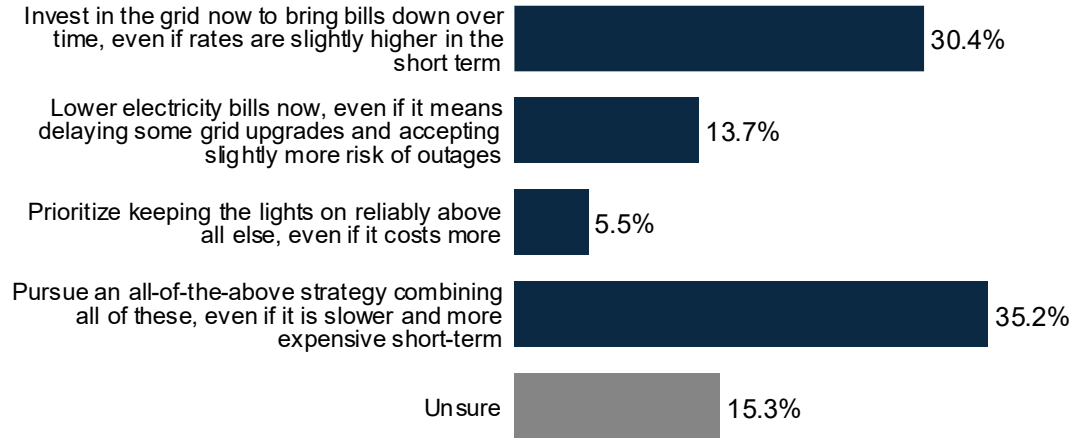
Production vs. Transmission



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Hispanic	Other Race	Rural	Small Town	Suburban	Urban	Grid Exp Undec	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Producing significantly more energy from domestic sources, more natural gas, nuclear, solar, and wind	28%	26%	24%	30%	32%	32%	30%	23%	28%	22%	32%	32%	26%	33%	26%	25%	25%	32%	29%	16%	25%	30%	28%	28%	26%	29%
Upgrading and modernizing the electricity grid so the energy we already produce can reach more homes and businesses more efficiently	18%	19%	18%	17%	17%	16%	18%	18%	20%	17%	12%	23%	17%	19%	26%	16%	18%	18%	20%	15%	17%	21%	19%	15%	20%	17%
Both would do about the same	25%	23%	24%	26%	26%	30%	22%	24%	23%	25%	27%	23%	26%	26%	22%	19%	25%	27%	24%	16%	24%	25%	27%	22%	23%	25%
Neither would lower bills; utilities and regulations drive costs regardless	18%	19%	18%	16%	18%	15%	20%	20%	18%	23%	20%	12%	20%	13%	10%	28%	18%	15%	13%	13%	22%	14%	17%	21%	17%	18%
Unsure	12%	13%	16%	10%	7%	7%	10%	16%	11%	13%	8%	11%	12%	9%	15%	12%	14%	9%	15%	39%	12%	10%	8%	14%	14%	11%

Some energy experts say America faces a fundamental choice in how to lower electricity costs over the next ten years. Which approach do you think would do more to lower your electricity bills?

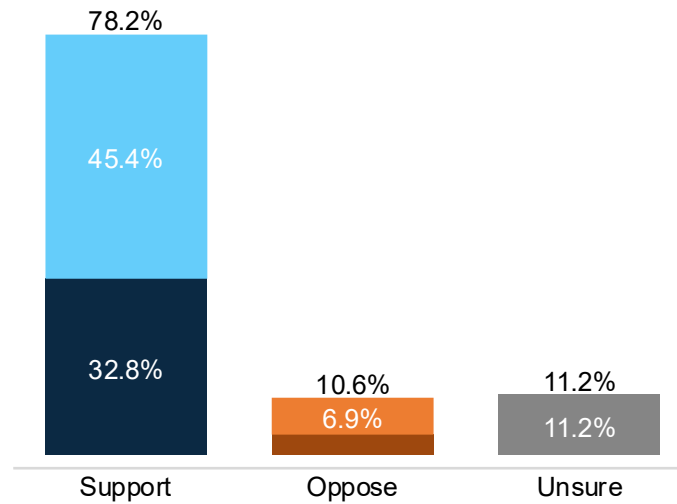
Affordability vs. Reliability Tradeoff



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Hispanic	Other Race	Rural	Small Town	Suburban	Urban	Grid Exp Undec	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Invest in the grid now to bring bills down over time, even if rates are slightly higher in the short term	30%	27%	27%	33%	35%	37%	31%	24%	31%	32%	29%	31%	31%	31%	28%	25%	28%	34%	31%	16%	29%	31%	29%	29%	30%	31%
Lower electricity bills now, even if it means delaying some grid upgrades and accepting slightly more risk of outages	14%	15%	13%	14%	12%	10%	16%	17%	11%	12%	15%	15%	13%	16%	16%	20%	13%	12%	11%	14%	14%	14%	9%	18%	15%	14%
Prioritize keeping the lights on reliably above all else, even if it costs more	6%	6%	6%	4%	5%	5%	5%	6%	6%	4%	7%	6%	6%	4%	6%	6%	7%	4%	6%	4%	7%	4%	5%	7%	6%	5%
Pursue an all-of-the-above strategy combining all of these, even if it is slower and more expensive short-term	35%	39%	30%	39%	34%	39%	34%	31%	37%	38%	32%	35%	36%	37%	33%	34%	31%	38%	37%	16%	36%	35%	42%	34%	32%	35%
Unsure	15%	12%	24%	11%	13%	10%	14%	21%	15%	13%	17%	14%	15%	13%	18%	15%	20%	12%	16%	51%	14%	15%	14%	12%	18%	15%

Suppose you had to choose one energy priority for the United States over the next decade. Which would you choose?

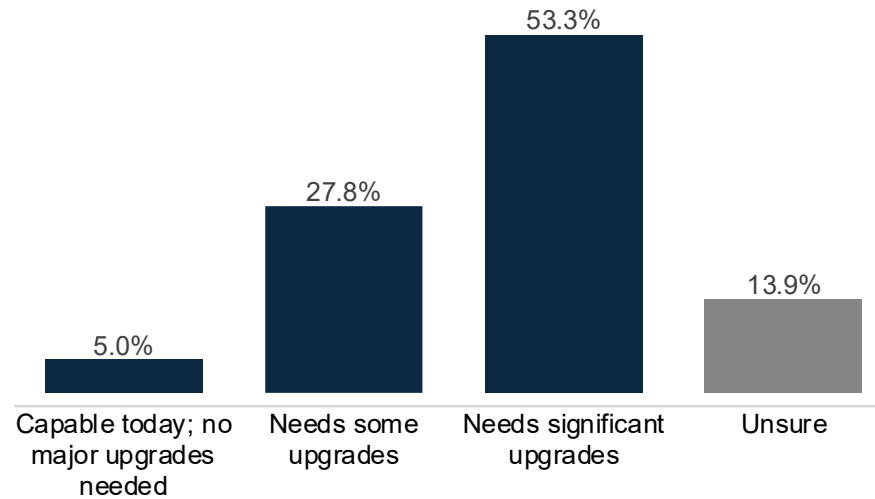
Grid Investment Tradeoff



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Hispanic	Other Race	Rural	Small Town	Suburban	Urban	Grid Exp Undec	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Support Total	78%	75%	76%	80%	82%	86%	77%	70%	82%	79%	72%	82%	81%	73%	76%	73%	74%	83%	81%	43%	76%	81%	85%	70%	75%	80%
Oppose Total	11%	11%	10%	12%	10%	10%	13%	12%	9%	10%	17%	8%	9%	13%	11%	13%	10%	9%	11%	8%	12%	9%	6%	15%	13%	10%
Strongly support	33%	29%	26%	36%	41%	45%	33%	25%	31%	32%	32%	35%	34%	30%	34%	26%	31%	36%	37%	12%	32%	36%	33%	33%	34%	32%
Somewhat support	45%	46%	50%	43%	41%	41%	44%	45%	51%	47%	40%	47%	47%	43%	42%	47%	43%	47%	45%	31%	44%	46%	52%	38%	41%	47%
Somewhat oppose	7%	6%	7%	8%	7%	5%	9%	8%	6%	7%	10%	5%	6%	10%	5%	7%	7%	7%	7%	4%	8%	6%	4%	12%	7%	6%
Strongly oppose	4%	4%	3%	4%	4%	4%	4%	4%	3%	3%	7%	2%	3%	3%	6%	6%	3%	3%	4%	4%	4%	3%	2%	4%	5%	3%
Unsure	11%	14%	14%	8%	7%	4%	10%	18%	9%	11%	12%	10%	10%	14%	13%	13%	16%	8%	8%	49%	11%	10%	8%	14%	12%	11%

Would you support or oppose investing in upgrading America's electricity transmission infrastructure if it meant lower electricity bills in the long run and greater reliability, even if there is a small short-term cost?

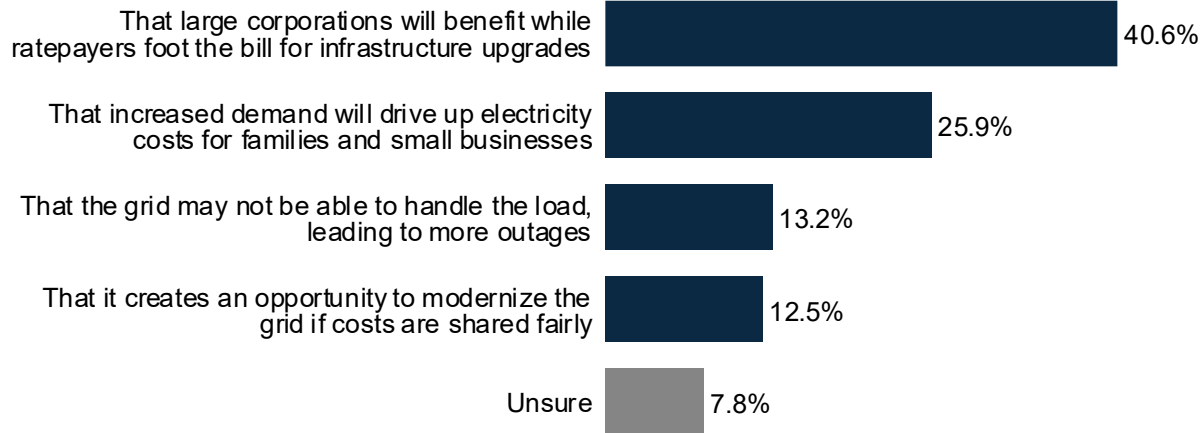
Load Growth and Grid Capacity



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Hispanic	Other Race	Rural	Small Town	Suburban	Urban	Grid Exp Undec	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Capable today; no major upgrades needed	5%	5%	4%	6%	5%	6%	5%	5%	4%	6%	8%	3%	5%	8%	2%	7%	6%	3%	5%	4%	8%	2%	4%	5%	8%	4%
Needs some upgrades	28%	28%	31%	23%	28%	24%	27%	31%	28%	29%	23%	29%	26%	32%	30%	29%	25%	29%	28%	18%	28%	28%	28%	26%	31%	26%
Needs significant upgrades	53%	51%	48%	59%	57%	61%	54%	44%	56%	51%	55%	56%	55%	48%	50%	49%	52%	56%	55%	28%	50%	58%	58%	47%	44%	58%
Unsure	14%	16%	17%	13%	10%	9%	13%	21%	11%	14%	14%	12%	14%	11%	17%	16%	16%	12%	12%	51%	15%	12%	11%	21%	17%	12%

Electricity demand in the U.S. is growing rapidly due to AI data centers, reshoring of manufacturing, and electrification. Do you think America's current grid is capable of reliably meeting that growing demand, or does it need significant upgrades?

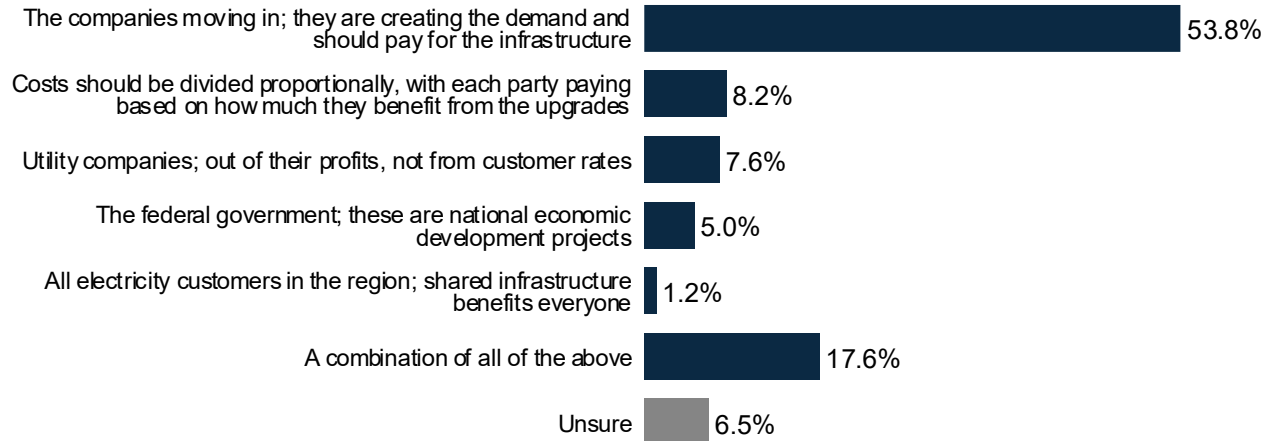
Increased Cost Concerns



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Hispanic	Other Race	Rural	Small Town	Suburban	Urban	Grid Exp Undec	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
That large corporations will benefit while ratepayers foot the bill for infrastructure upgrades	41%	47%	37%	49%	30%	41%	37%	37%	48%	31%	49%	46%	42%	36%	36%	36%	36%	43%	47%	27%	31%	49%	42%	43%	39%	40%
That increased demand will drive up electricity costs for families and small businesses	26%	27%	21%	27%	29%	29%	27%	27%	21%	28%	22%	26%	25%	30%	30%	30%	24%	26%	23%	17%	27%	25%	33%	25%	30%	23%
That the grid may not be able to handle the load, leading to more outages	13%	11%	16%	9%	16%	14%	12%	13%	14%	16%	13%	11%	13%	20%	12%	13%	16%	12%	13%	10%	17%	10%	11%	8%	14%	15%
That it creates an opportunity to modernize the grid if costs are shared fairly	12%	6%	15%	8%	21%	13%	16%	12%	9%	15%	10%	11%	13%	8%	10%	14%	13%	12%	12%	6%	15%	11%	8%	12%	10%	15%
Unsure	8%	8%	11%	7%	5%	3%	8%	12%	7%	10%	5%	6%	7%	6%	12%	8%	11%	7%	5%	40%	9%	6%	6%	12%	7%	8%

When it comes to your own electricity bills, which of the following concerns you most if electricity demand continues to increase?

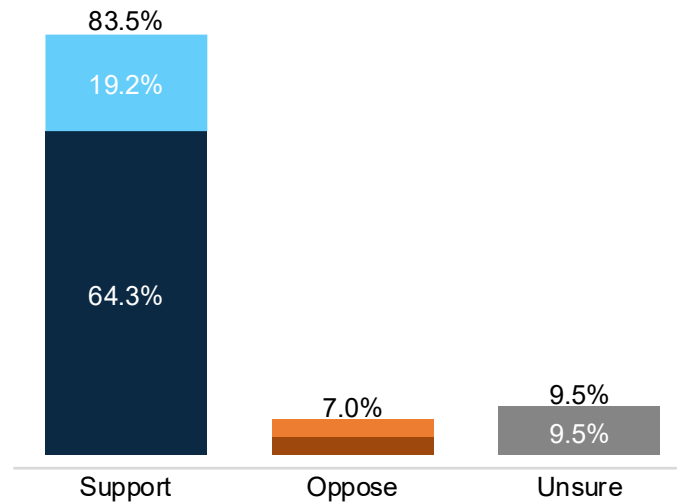
Data Center Cost Allocation



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Hispanic	Other Race	Rural	Small Town	Suburban	Urban	Grid Exp Undec	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
The companies moving in; they are creating the demand and should pay for the infrastructure	54%	58%	40%	62%	58%	64%	56%	40%	60%	55%	61%	49%	56%	46%	44%	52%	49%	58%	55%	29%	55%	52%	55%	57%	50%	54%
Costs should be divided proportionally, with each party paying based on how much they benefit from the...	8%	5%	10%	9%	9%	10%	8%	6%	9%	9%	8%	7%	8%	11%	5%	7%	10%	8%	7%	6%	9%	8%	5%	6%	10%	9%
Utility companies; out of their profits, not from customer rates	8%	5%	11%	7%	7%	7%	8%	10%	6%	6%	7%	9%	7%	9%	13%	9%	8%	6%	9%	6%	7%	9%	8%	8%	7%	8%
The federal government; these are national economic development projects	5%	4%	6%	5%	5%	4%	6%	8%	2%	5%	2%	7%	5%	3%	6%	5%	6%	5%	4%	5%	5%	5%	7%	6%	5%	4%
All electricity customers in the region; shared infrastructure benefits everyone	1%	1%	1%	2%	1%	2%	1%	1%	1%	0%	2%	2%	1%	5%	2%	1%	2%	1%	0%	0%	1%	1%	1%	0%	2%	1%
A combination of all of the above	18%	21%	23%	10%	15%	10%	15%	25%	18%	18%	15%	18%	18%	18%	19%	20%	16%	17%	19%	15%	17%	18%	19%	14%	20%	17%
Unsure	6%	7%	9%	6%	4%	3%	7%	10%	5%	6%	5%	7%	5%	8%	11%	5%	9%	5%	6%	38%	6%	6%	6%	8%	7%	6%

When new large electricity users, like AI data centers, come to a region, who do you think should primarily bear the cost of upgrading the electricity grid to serve them?

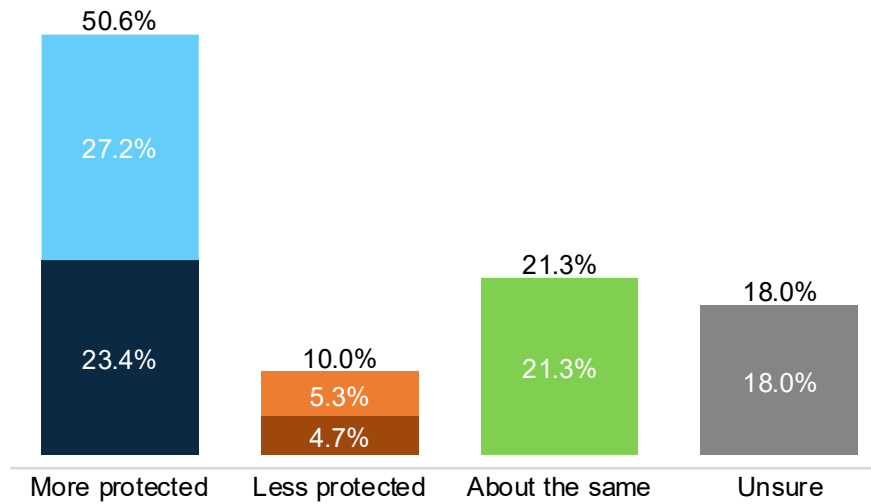
State Permitting Requirement



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Hispanic	Other Race	Rural	Small Town	Suburban	Urban	Grid Exp Undec	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Support Total	83%	83%	76%	87%	89%	89%	87%	72%	89%	85%	87%	82%	88%	76%	67%	83%	78%	87%	85%	47%	85%	84%	86%	85%	81%	84%
Oppose Total	7%	8%	8%	5%	6%	7%	4%	11%	5%	5%	6%	9%	4%	14%	16%	7%	9%	6%	6%	8%	6%	8%	7%	5%	9%	7%
Strongly support	64%	66%	59%	66%	67%	68%	66%	54%	73%	63%	71%	64%	69%	52%	50%	59%	59%	68%	72%	33%	62%	68%	64%	65%	61%	66%
Somewhat support	19%	17%	17%	21%	22%	22%	22%	18%	15%	22%	17%	18%	19%	24%	17%	24%	20%	19%	13%	14%	23%	15%	22%	21%	20%	18%
Somewhat oppose	3%	4%	3%	3%	4%	3%	3%	4%	2%	3%	3%	3%	2%	7%	6%	3%	6%	2%	2%	5%	4%	3%	2%	3%	5%	3%
Strongly oppose	4%	4%	5%	2%	2%	3%	1%	6%	3%	2%	2%	5%	2%	7%	10%	4%	3%	4%	4%	3%	2%	5%	5%	2%	4%	3%
Unsure	10%	9%	16%	7%	5%	4%	8%	17%	6%	9%	7%	10%	8%	10%	17%	9%	12%	8%	9%	45%	9%	9%	7%	10%	10%	10%

Some states and communities have begun requiring that AI data centers and large industrial energy users demonstrate how they will power their operations before receiving permits to build, including whether they will bring new generation to the grid or simply draw from existing supply. Would you support or oppose your state adopting a similar requirement?

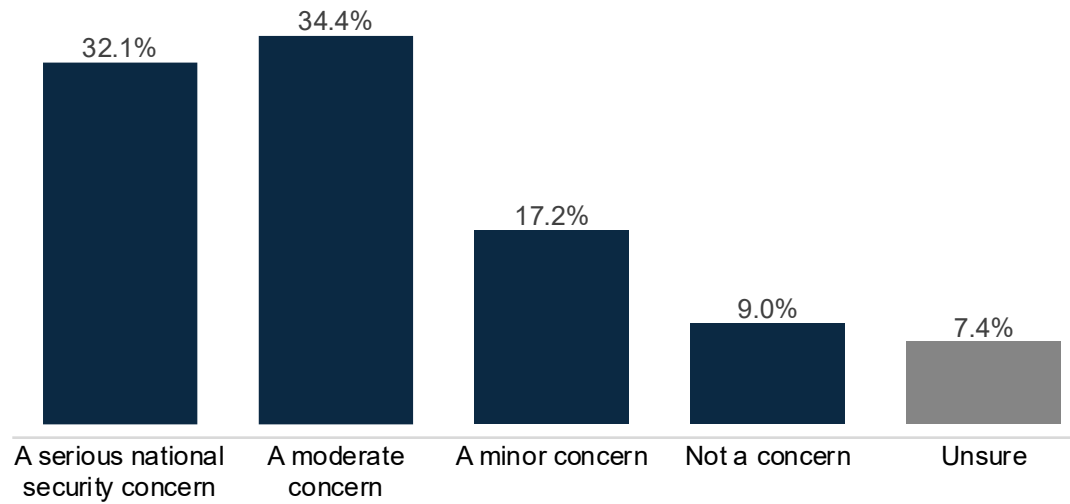
Energy Price Resilience



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Hispanic	Other Race	Rural	Small Town	Suburban	Urban	Grid Exp Undec	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
More protected Total	51%	44%	45%	55%	60%	62%	53%	38%	53%	51%	47%	54%	53%	48%	50%	44%	47%	54%	57%	19%	51%	53%	47%	45%	53%	52%
Less protected Total	10%	11%	12%	10%	7%	7%	10%	14%	8%	11%	13%	7%	9%	13%	11%	11%	9%	10%	5%	12%	7%	12%	8%	10%	10%	
Much more protected, we would be less affect...	23%	21%	19%	25%	29%	30%	24%	17%	24%	24%	21%	24%	23%	18%	33%	17%	23%	26%	25%	9%	24%	23%	21%	22%	23%	24%
Somewhat more protected	27%	23%	25%	30%	30%	32%	29%	21%	28%	27%	26%	29%	30%	17%	27%	24%	27%	32%	10%	26%	30%	25%	23%	30%	27%	
About the same, the grid doesn't affect our...	21%	19%	21%	26%	20%	23%	23%	20%	19%	22%	24%	20%	21%	22%	18%	28%	19%	22%	16%	14%	22%	21%	27%	24%	20%	20%
Somewhat less protected	5%	6%	6%	4%	5%	4%	5%	7%	5%	6%	8%	3%	5%	5%	5%	4%	7%	5%	4%	2%	6%	4%	6%	5%	5%	5%
Much less protected	5%	5%	5%	5%	3%	3%	5%	6%	4%	5%	4%	4%	4%	8%	6%	6%	4%	4%	6%	3%	5%	4%	6%	3%	5%	5%
Unsure	18%	25%	23%	9%	13%	8%	13%	28%	20%	16%	16%	19%	17%	17%	22%	17%	23%	16%	16%	62%	16%	19%	15%	24%	16%	18%

If the United States had a more modern, interconnected domestic electricity grid, do you think this would make American families more protected, less protected, or about the same when it comes to energy price spikes caused by foreign conflicts or supply disruptions?

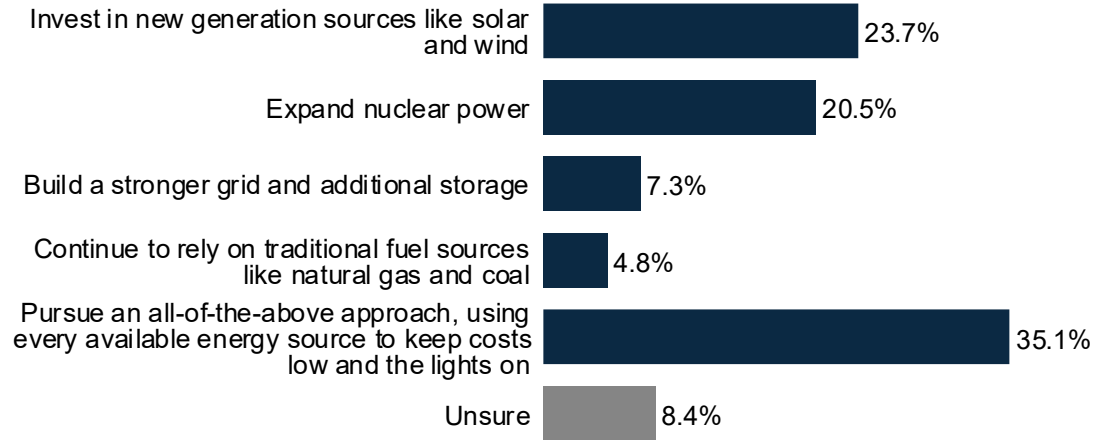
Critical Minerals Concern



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Hispanic	Other Race	Rural	Small Town	Suburban	Urban	Grid Exp Undec	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
A serious national security concern	32%	23%	41%	25%	39%	31%	35%	34%	29%	45%	30%	21%	32%	28%	33%	34%	34%	31%	28%	23%	45%	21%	25%	35%	30%	34%
A moderate concern	34%	33%	37%	32%	36%	36%	32%	34%	36%	35%	32%	37%	36%	31%	29%	39%	32%	34%	33%	20%	34%	36%	30%	35%	38%	34%
A minor concern	17%	24%	9%	22%	15%	18%	19%	12%	21%	12%	18%	21%	18%	22%	14%	14%	15%	18%	21%	11%	12%	22%	26%	11%	17%	17%
Not a concern	9%	11%	3%	16%	6%	13%	9%	6%	8%	3%	14%	12%	9%	9%	10%	6%	7%	11%	11%	5%	4%	13%	9%	9%	9%	9%
Unsure	7%	9%	10%	5%	4%	2%	6%	14%	5%	5%	6%	9%	5%	10%	14%	7%	11%	5%	7%	41%	6%	8%	10%	10%	6%	6%

Many of the materials required to build America's energy infrastructure, including those used in transmission lines, transformers, and energy storage, are sourced from foreign countries. How concerned are you about this dependence?

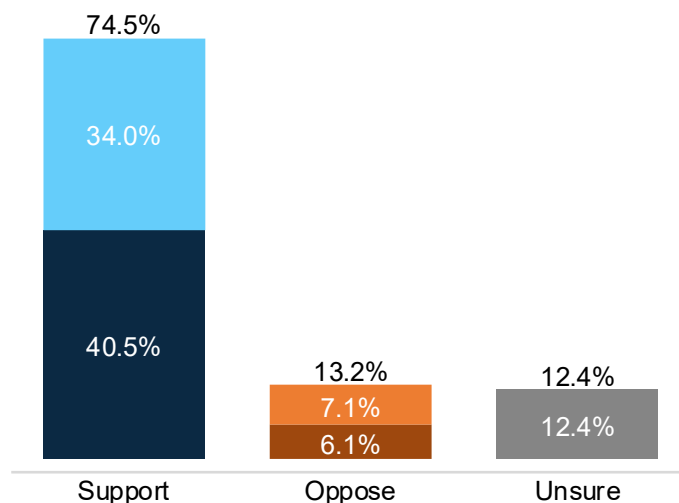
Energy Mix Preference



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Hispanic	Other Race	Rural	Small Town	Suburban	Urban	Grid Exp Undec	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Invest in new generation sources like solar and wind	24%	32%	27%	18%	17%	22%	13%	24%	36%	5%	25%	43%	23%	27%	28%	17%	18%	30%	27%	15%	5%	42%	26%	21%	21%	25%
Expand nuclear power	21%	14%	8%	40%	24%	32%	32%	8%	14%	30%	25%	10%	22%	17%	10%	19%	20%	21%	22%	10%	31%	10%	24%	23%	20%	19%
Build a stronger grid and additional storage	7%	7%	9%	5%	7%	5%	7%	7%	10%	10%	6%	5%	7%	5%	6%	8%	7%	7%	7%	7%	10%	5%	7%	8%	6%	8%
Continue to rely on traditional fuel sources like natural gas and coal	5%	3%	6%	5%	5%	5%	6%	7%	2%	9%	3%	2%	6%	4%	3%	7%	7%	3%	3%	3%	9%	1%	3%	3%	5%	6%
Pursue an all-of-the-above approach, using every available energy source to keep costs low and the...	35%	35%	36%	27%	42%	33%	36%	38%	32%	38%	35%	33%	36%	32%	39%	39%	35%	33%	36%	20%	36%	35%	36%	30%	37%	35%
Unsure	8%	9%	14%	5%	4%	3%	6%	17%	6%	8%	7%	8%	6%	15%	14%	11%	12%	7%	4%	45%	8%	7%	5%	14%	10%	7%

Which best describes your preferred approach to America's energy future?

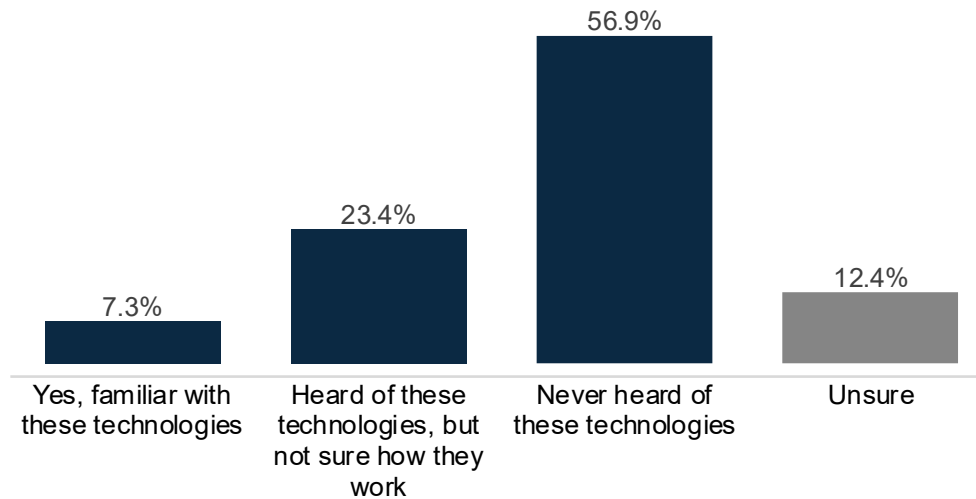
Generation Permitting Reform



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Hispanic	Other Race	Rural	Small Town	Suburban	Urban	Grid Exp Undec	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Support Total	74%	70%	69%	79%	82%	81%	81%	65%	75%	77%	76%	73%	77%	69%	67%	69%	70%	79%	79%	37%	76%	74%	78%	73%	73%	75%
Oppose Total	13%	14%	15%	14%	9%	13%	10%	14%	15%	12%	15%	13%	12%	15%	14%	16%	15%	12%	11%	11%	12%	13%	14%	10%	14%	13%
Strongly support	41%	30%	32%	49%	53%	53%	50%	29%	34%	42%	41%	40%	43%	37%	33%	31%	39%	46%	42%	14%	44%	41%	40%	42%	41%	40%
Somewhat support	34%	39%	37%	30%	28%	27%	31%	36%	40%	35%	35%	33%	34%	32%	34%	38%	31%	33%	37%	23%	33%	33%	38%	32%	32%	35%
Somewhat oppose	7%	8%	7%	8%	5%	7%	6%	7%	8%	6%	9%	8%	7%	8%	8%	7%	9%	7%	5%	4%	6%	8%	7%	5%	9%	7%
Strongly oppose	6%	6%	8%	6%	4%	6%	4%	7%	6%	6%	7%	6%	6%	7%	6%	9%	6%	5%	6%	7%	6%	5%	7%	5%	5%	6%
Unsure	12%	16%	16%	6%	9%	6%	9%	21%	11%	12%	9%	14%	10%	16%	19%	16%	15%	9%	10%	52%	11%	13%	8%	17%	13%	12%

Would you support or oppose streamlining and speeding up the permitting process for new energy generation, including nuclear, natural gas, solar, wind, etc., as long as environmental and safety standards are evaluated and considered?

ATT Baseline Awareness



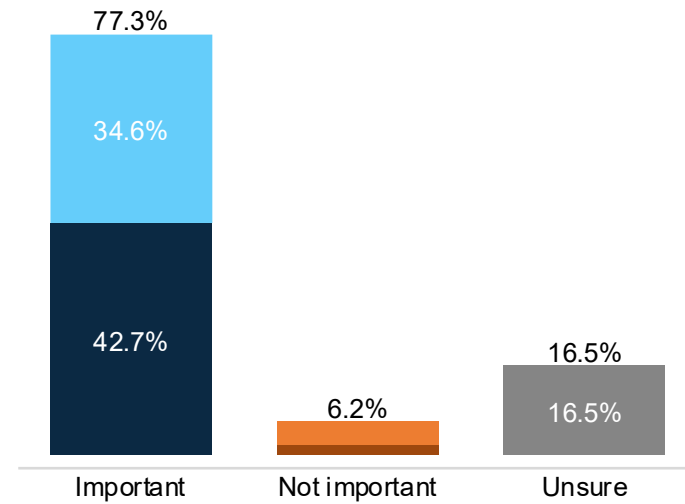
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Hispanic	Other Race	Rural	Small Town	Suburban	Urban	Grid Exp Undec	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Yes, familiar with these technologies	7%	6%	4%	11%	9%	13%	7%	4%	6%	8%	11%	5%	8%	7%	5%	8%	7%	11%	3%	8%	6%	10%	6%	9%	6%	
Heard of these technologies, but not sure how they work	23%	19%	20%	28%	28%	29%	27%	20%	20%	22%	23%	25%	23%	30%	20%	26%	26%	21%	23%	10%	22%	25%	25%	28%	23%	22%
Never heard of these technologies	57%	62%	59%	52%	53%	50%	56%	59%	63%	59%	54%	57%	58%	51%	54%	58%	54%	60%	55%	40%	58%	56%	57%	53%	55%	59%
Unsure	12%	13%	17%	9%	10%	8%	11%	17%	11%	11%	13%	11%	12%	20%	11%	13%	13%	12%	47%	11%	12%	8%	13%	13%	13%	

Have you ever heard of software and hardware technologies that can increase the capacity, efficiency, reliability, or safety of existing power lines without building new ones?

Grid-Enhancing Technologies Support



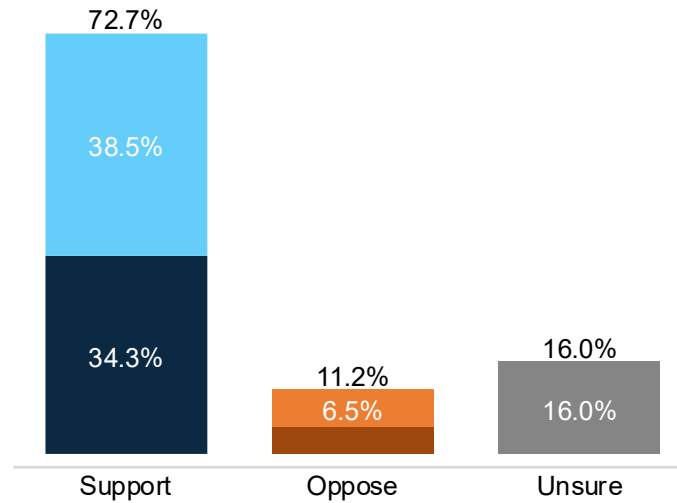
Grid-enhancing technologies use sensors, software, and hardware upgrades to allow existing power lines to carry more electricity without building new towers or clearing new land. Experts estimate these technologies could be deployed in months rather than years, at a fraction of the cost of new construction, to get more out of the existing grid infrastructure.



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Hispanic	Other Race	Rural	Small Town	Suburban	Urban	Grid Exp Undec	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Important Total	77%	77%	76%	73%	84%	82%	76%	73%	80%	77%	80%	78%	80%	72%	73%	75%	75%	81%	76%	29%	77%	80%	77%	71%	76%	79%
Not important Total	6%	4%	4%	13%	5%	9%	8%	5%	2%	7%	6%	5%	6%	8%	4%	7%	6%	6%	7%	1%	7%	5%	8%	5%	6%	6%
Very important	43%	40%	51%	30%	49%	41%	38%	44%	46%	43%	38%	45%	45%	40%	39%	40%	41%	47%	40%	14%	42%	47%	40%	35%	40%	46%
Somewhat important	35%	37%	25%	43%	35%	41%	38%	29%	34%	34%	42%	33%	35%	32%	34%	35%	34%	34%	36%	14%	35%	33%	37%	36%	36%	33%
Not very important	4%	2%	3%	8%	4%	6%	6%	4%	1%	6%	3%	3%	5%	4%	2%	5%	4%	3%	5%	0%	5%	3%	6%	2%	3%	4%
Not important at all	2%	1%	1%	4%	1%	3%	2%	1%	1%	2%	3%	1%	1%	4%	1%	2%	1%	2%	3%	0%	2%	1%	2%	2%	3%	2%
Unsure	16%	20%	20%	14%	11%	9%	16%	22%	17%	16%	13%	17%	14%	20%	23%	17%	19%	14%	17%	70%	16%	15%	14%	24%	18%	15%

Knowing this, how important do you think it is for policymakers and regulators to require transmission line owners and operators to consider using these technologies before approving expensive new transmission line construction?

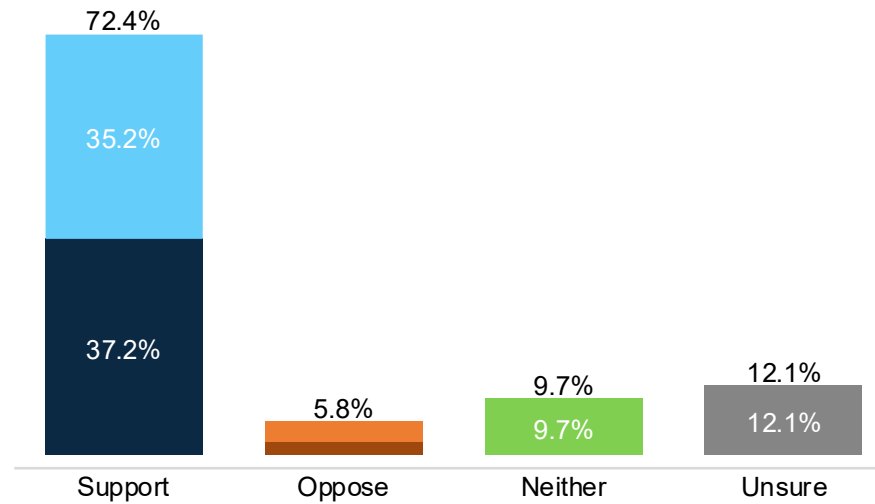
Transmission Permitting Reform



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Hispanic	Other Race	Rural	Small Town	Suburban	Urban	Grid Exp Undec	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Support Total	73%	63%	66%	79%	84%	85%	80%	62%	69%	78%	75%	68%	75%	71%	67%	68%	72%	75%	75%	20%	78%	71%	68%	70%	74%	74%
Oppose Total	11%	13%	12%	13%	6%	7%	12%	12%	13%	8%	12%	14%	11%	13%	10%	14%	12%	10%	10%	7%	9%	13%	15%	10%	12%	10%
Strongly support	34%	24%	24%	42%	50%	53%	40%	21%	27%	42%	34%	28%	36%	28%	31%	28%	33%	38%	35%	8%	43%	28%	26%	32%	35%	37%
Somewhat support	38%	40%	42%	37%	34%	31%	40%	41%	42%	36%	41%	40%	39%	43%	36%	40%	38%	37%	40%	13%	35%	42%	43%	38%	39%	37%
Somewhat oppose	7%	8%	7%	8%	3%	5%	6%	7%	8%	4%	5%	9%	7%	6%	6%	7%	7%	7%	6%	3%	4%	8%	10%	5%	8%	5%
Strongly oppose	5%	5%	5%	6%	3%	3%	6%	5%	5%	3%	7%	4%	4%	7%	4%	7%	5%	3%	4%	4%	4%	5%	5%	5%	4%	5%
Unsure	16%	23%	22%	7%	9%	8%	8%	26%	18%	14%	13%	18%	14%	16%	23%	18%	17%	15%	15%	73%	13%	17%	16%	20%	14%	16%

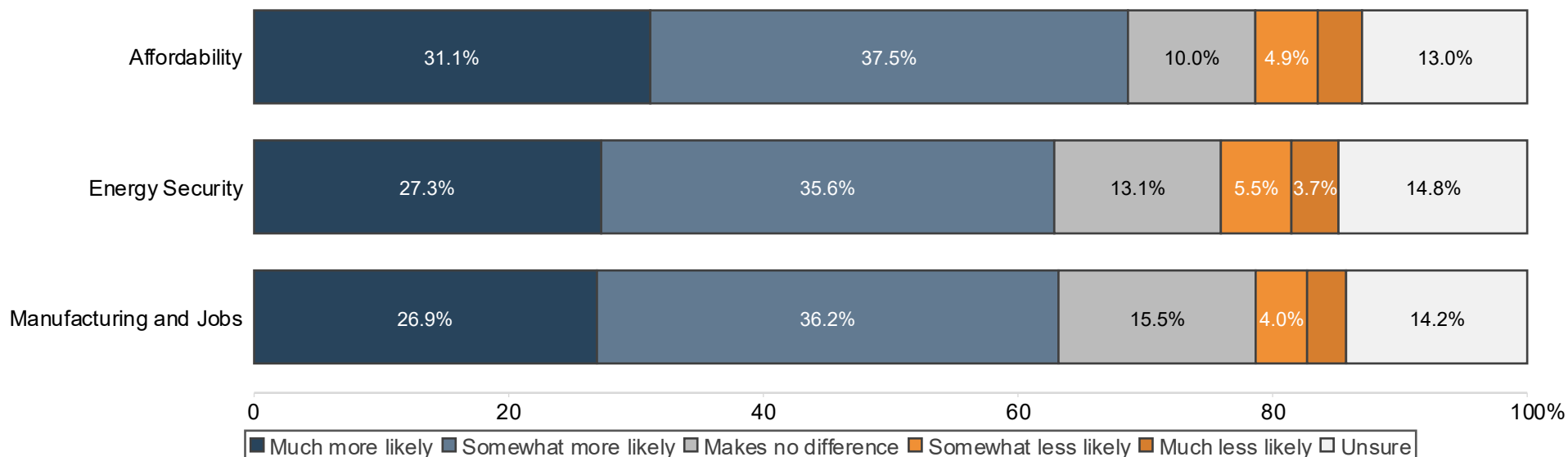
Would you support or oppose streamlining and speeding up the federal permitting process for new energy transmission infrastructure, so long as landowner rights are maintained?

Initial Grid Expansion



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Hispanic	Other Race	Rural	Small Town	Suburban	Urban	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Support Total	72%	68%	67%	75%	81%	83%	73%	63%	73%	74%	70%	74%	76%	63%	67%	66%	68%	78%	75%	72%	76%	71%	66%	71%	75%
Oppose Total	6%	4%	6%	7%	7%	5%	8%	6%	4%	5%	7%	5%	5%	9%	6%	6%	7%	5%	7%	7%	5%	6%	5%	7%	5%
Strongly support	37%	31%	30%	42%	48%	52%	37%	30%	31%	38%	37%	38%	40%	33%	35%	30%	36%	41%	40%	38%	39%	34%	33%	34%	41%
Somewhat support	35%	36%	37%	34%	33%	31%	37%	33%	42%	37%	33%	36%	36%	30%	32%	36%	32%	37%	35%	33%	37%	38%	33%	37%	34%
Neither support nor oppose	10%	13%	11%	11%	4%	6%	8%	15%	9%	10%	12%	8%	9%	13%	10%	14%	9%	8%	8%	11%	7%	13%	11%	12%	8%
Somewhat oppose	3%	3%	4%	4%	3%	3%	4%	4%	3%	3%	4%	4%	3%	5%	3%	4%	5%	2%	4%	4%	3%	3%	4%	5%	3%
Strongly oppose	2%	1%	2%	3%	4%	2%	5%	2%	1%	2%	3%	2%	2%	4%	3%	3%	2%	2%	3%	2%	2%	3%	2%	3%	2%
Unsure	12%	15%	17%	7%	9%	6%	10%	17%	14%	10%	10%	13%	10%	15%	18%	14%	16%	9%	10%	10%	12%	9%	17%	10%	12%

Do you support or oppose making investments in America's "electricity transmission grid" to improve reliability, reduce long-term costs, unlock economic growth in communities, and meet future power needs?



Affordability: *Modernizing the electricity grid lowers electricity bills by moving power more efficiently, keeping costs down for families and businesses.*

Energy Security: *Modernizing the electricity grid builds a more reliable and secure system, reducing our exposure to foreign interference and long-term supply chain disruptions.*

Manufacturing and Jobs: *Modernizing the electricity grid powers American manufacturing and jobs, keeping our economy competitive as electricity demand grows.*

Messages Heatmaps



More Likely

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Hispanic	Other Race	Rural	Small Town	Suburban	Urban	Grid Exp Undec	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Affordability	69%	70%	68%	68%	68%	74%	64%	66%	73%	66%	67%	74%	70%	68%	65%	62%	64%	74%	73%	20%	65%	74%	76%	66%	63%	70%
Energy Security	63%	57%	62%	62%	71%	71%	63%	57%	63%	70%	55%	62%	66%	56%	55%	56%	63%	66%	64%	19%	66%	62%	65%	57%	60%	65%
Manufacturing and Jobs	63%	58%	63%	60%	72%	69%	64%	58%	64%	70%	55%	63%	64%	66%	58%	58%	63%	66%	62%	15%	67%	62%	67%	58%	60%	65%

Less Likely

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Hispanic	Other Race	Rural	Small Town	Suburban	Urban	Grid Exp Undec	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Affordability	8%	5%	7%	11%	11%	10%	11%	6%	6%	10%	9%	6%	8%	12%	7%	10%	11%	6%	7%	4%	10%	6%	5%	5%	11%	9%
Energy Security	9%	10%	8%	10%	9%	10%	9%	9%	9%	7%	12%	10%	7%	18%	14%	8%	11%	9%	9%	4%	8%	9%	9%	9%	11%	9%
Manufacturing and Jobs	7%	7%	8%	5%	8%	7%	6%	8%	7%	5%	10%	8%	7%	9%	10%	7%	7%	6%	8%	4%	5%	8%	6%	6%	9%	7%

How to Read a Cygnal Message Map (Example)

Effectiveness (X Axis)

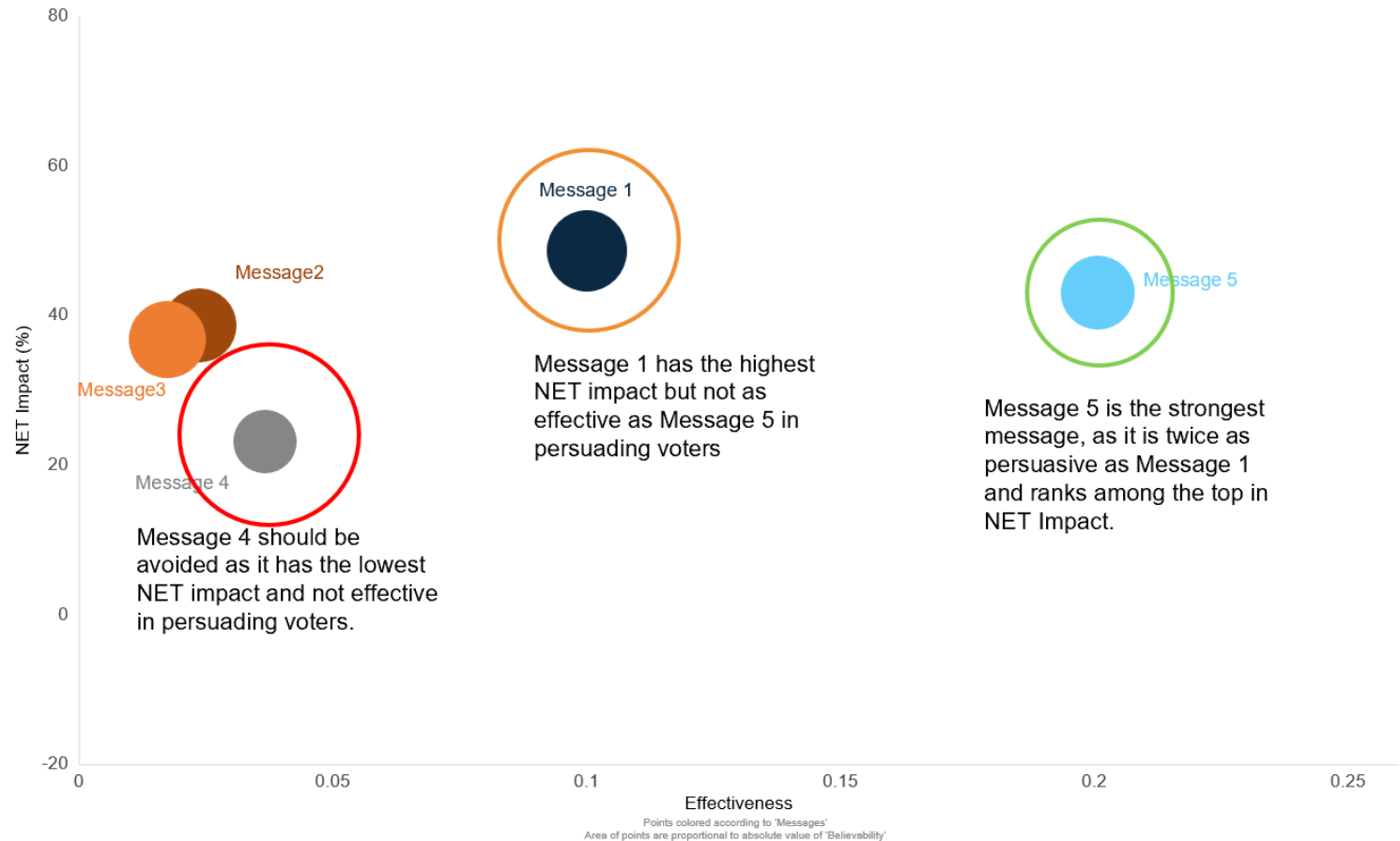
The horizontal position of each message indicates the message's *persuasion power* - the **most important** function. is shown by **how far it appears to the right** on the chart. This score quantifies the **unique** contribution a message makes to shifting voter attitudes, independent of other factors. Higher values indicate stronger persuasive effects (typically 0 -1).

Net Impact (Y Axis)

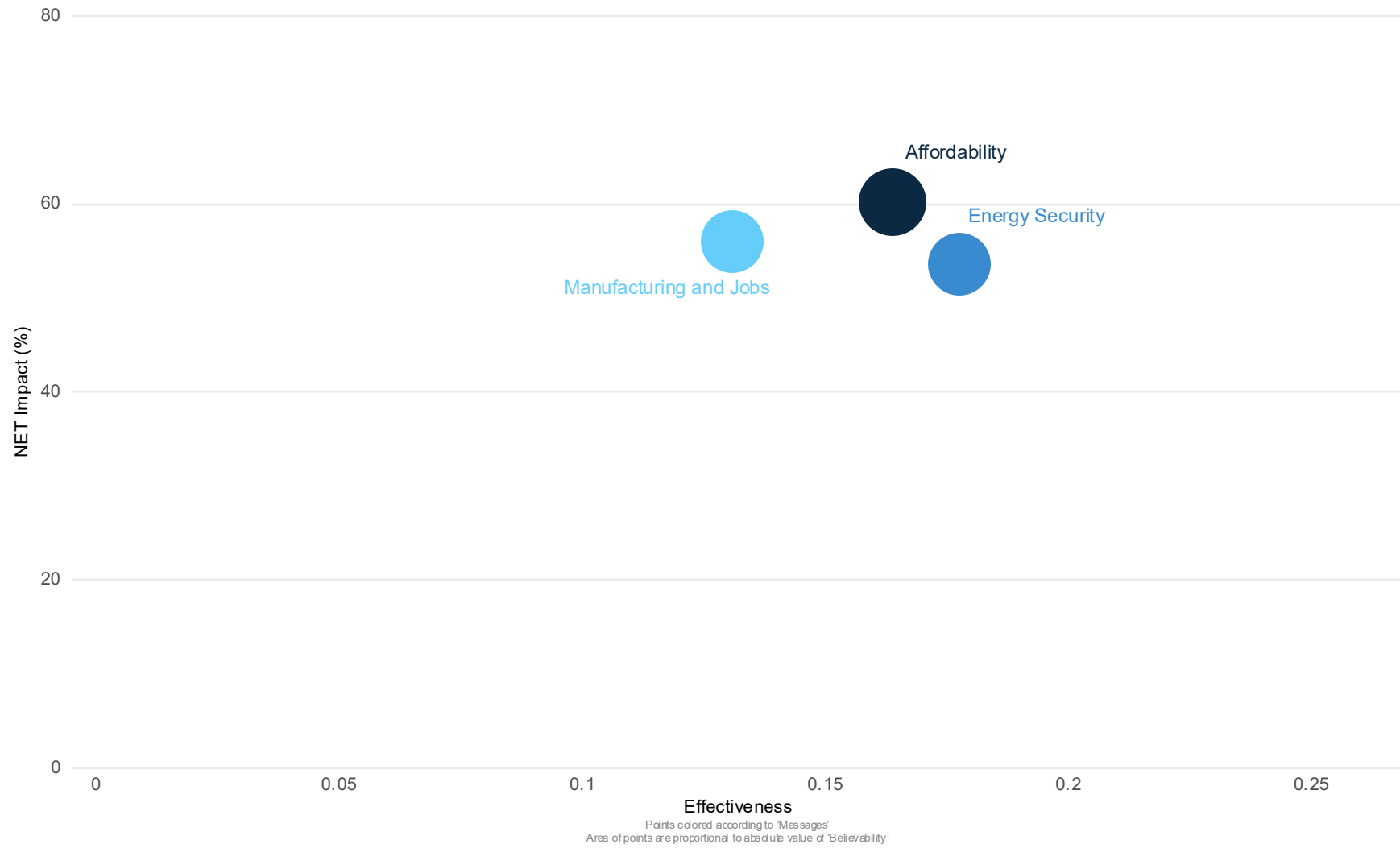
The vertical position of each message indicates the NET impact - or *popularity* - of each message. Messages with **highest position** have the **broadest appeal**. The closer a message is to the **bottom** of Net Impact, the more **drag** it has meaning it can cut against you.

Believability (Bubble Size)

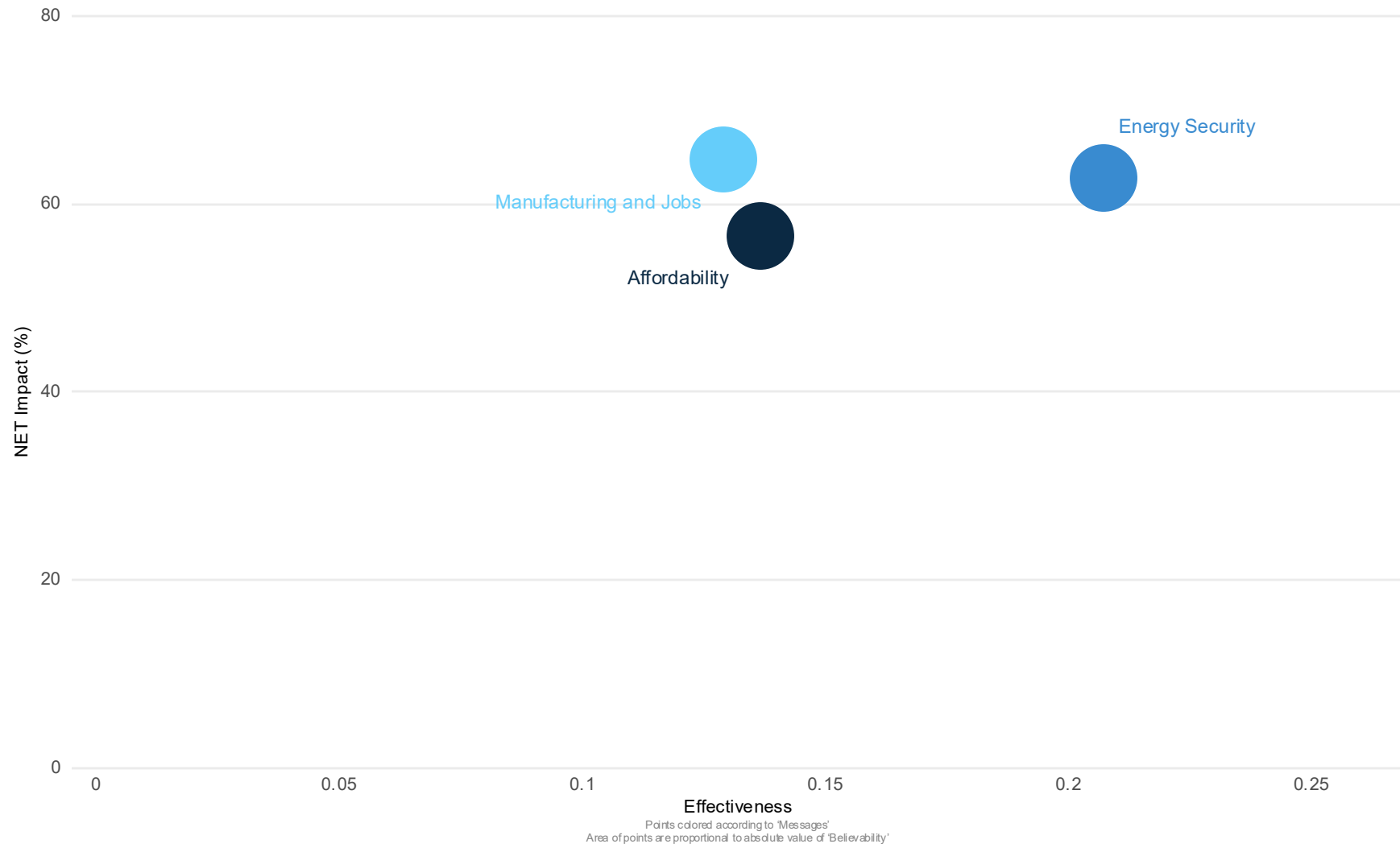
The size of each message's bubble reflects the **intensity** of responses (called *believability*). Larger bubbles reflect a high concentration of respondents choosing *much* more/less likely. This is a **comparative tool** for impact but third in importance of the overall graph.



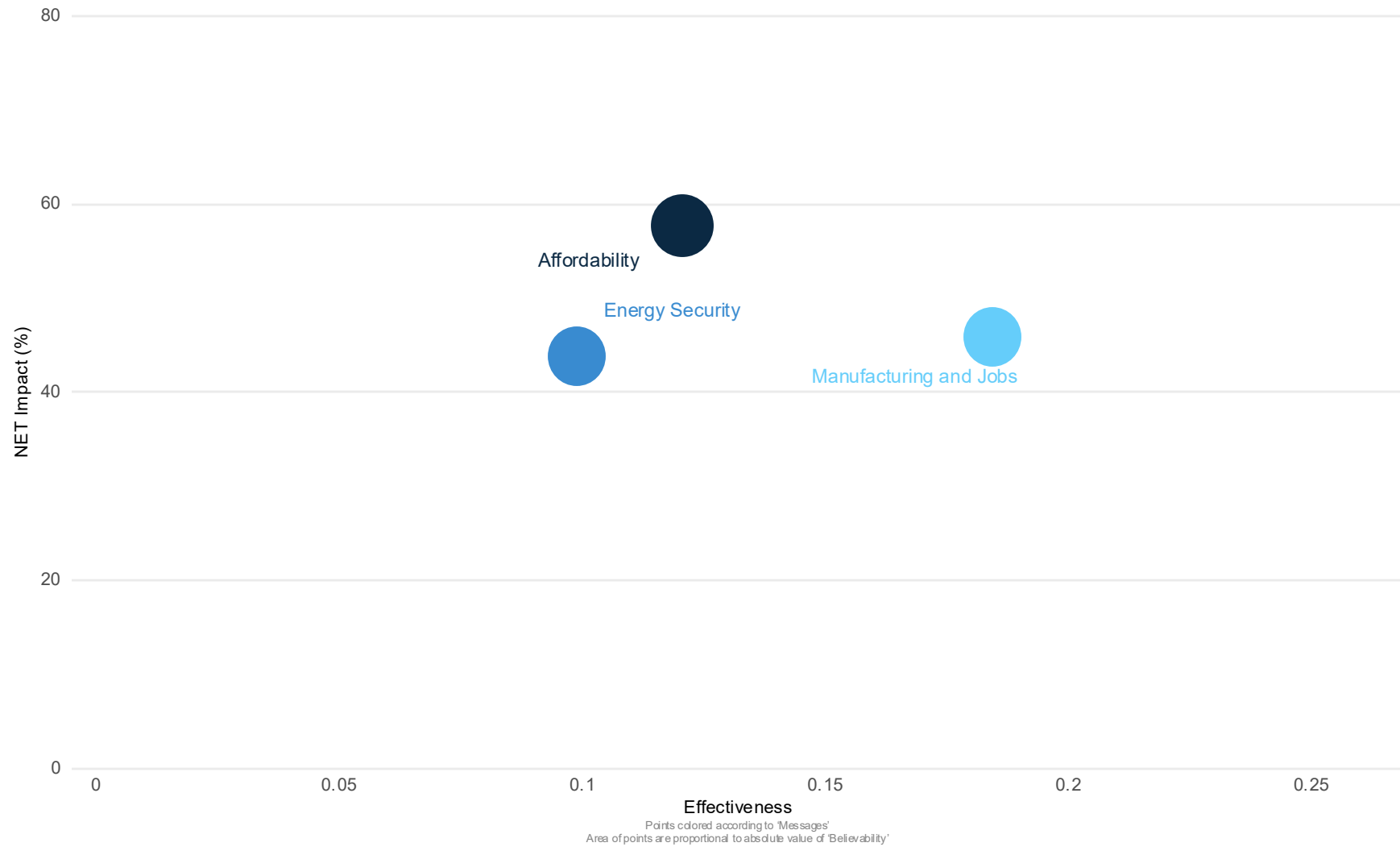
Pro-Grid Expansion Message Map: Overall



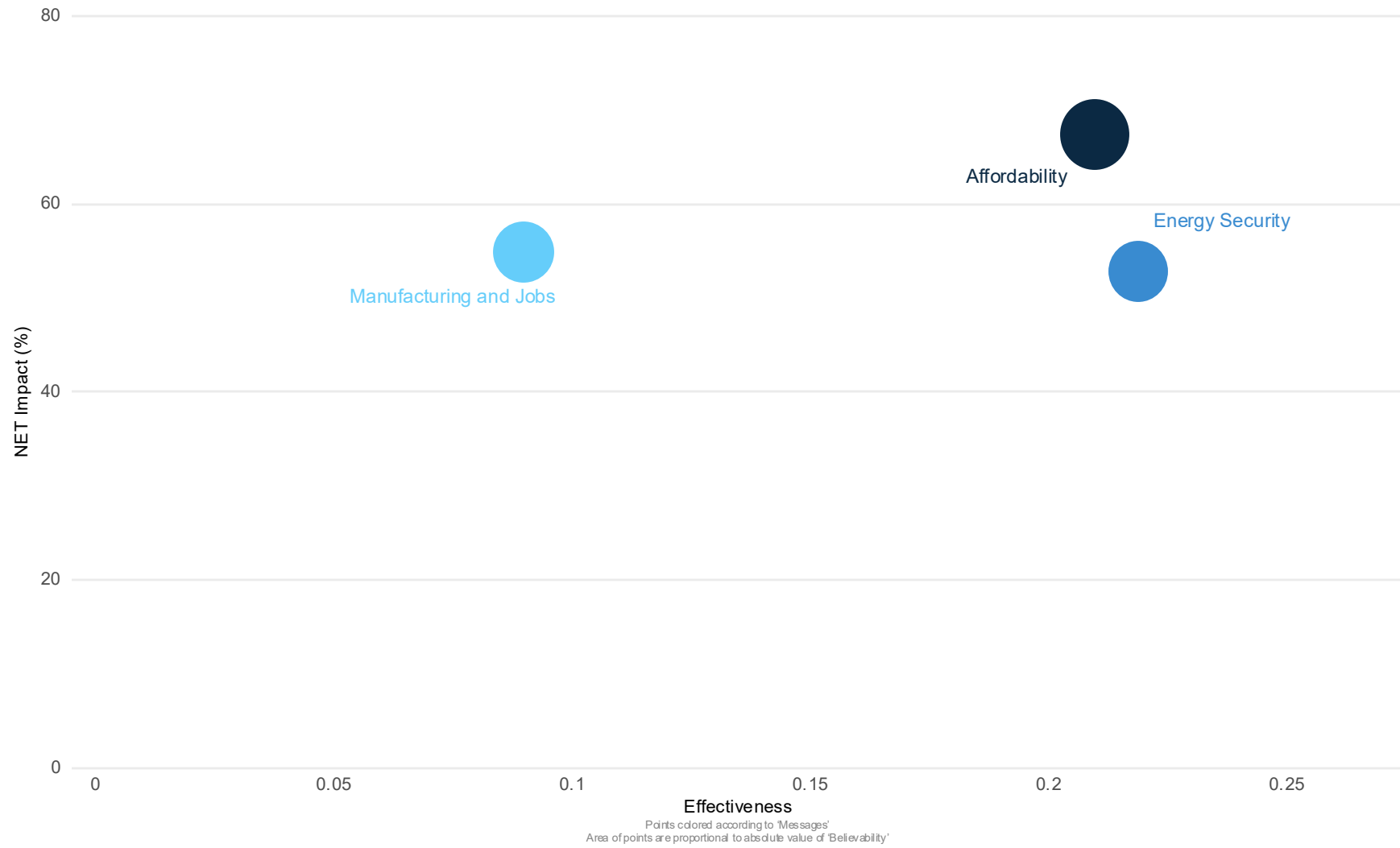
Pro-Grid Expansion Message Map: Republicans



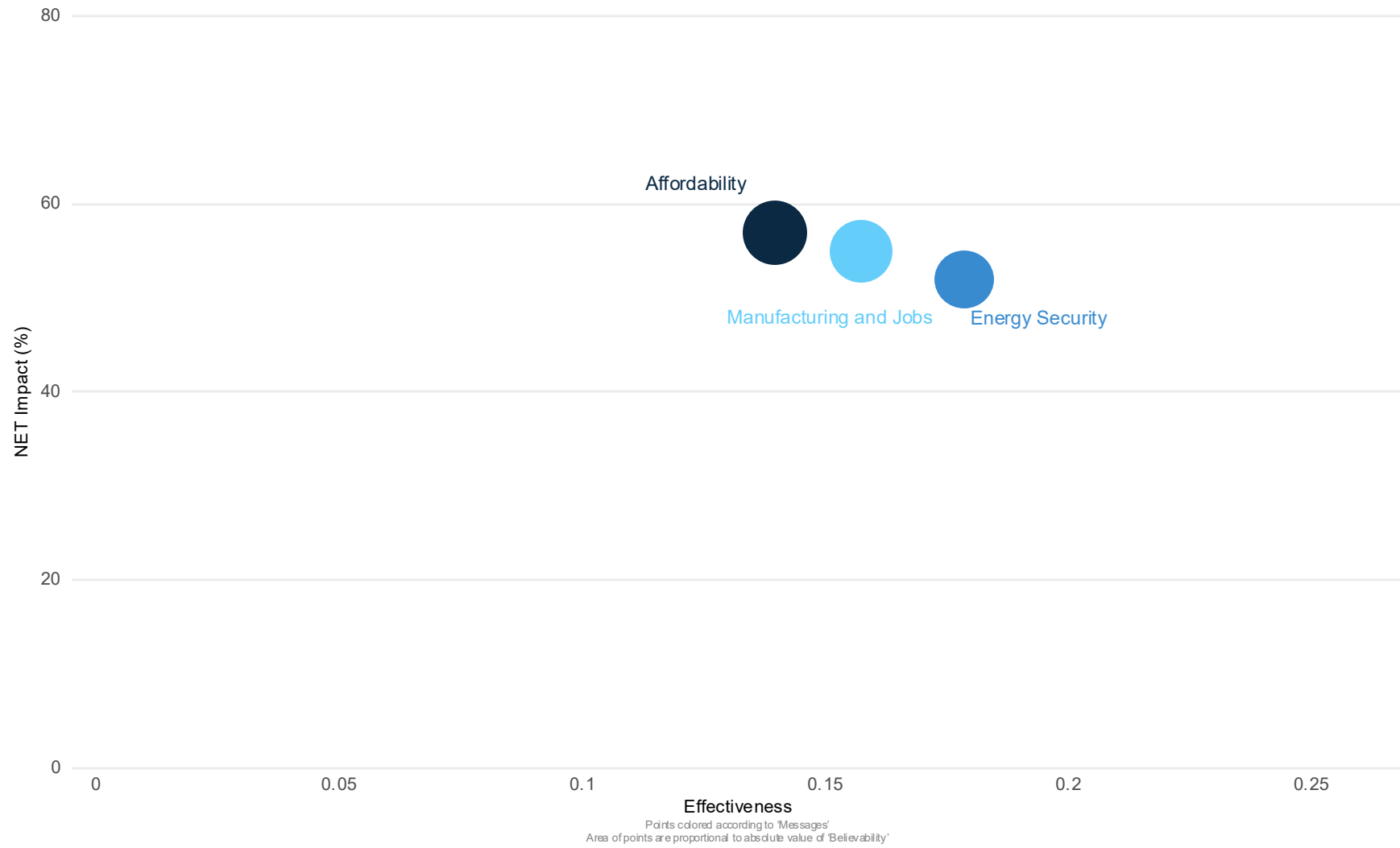
Pro-Grid Expansion Message Map: Independents



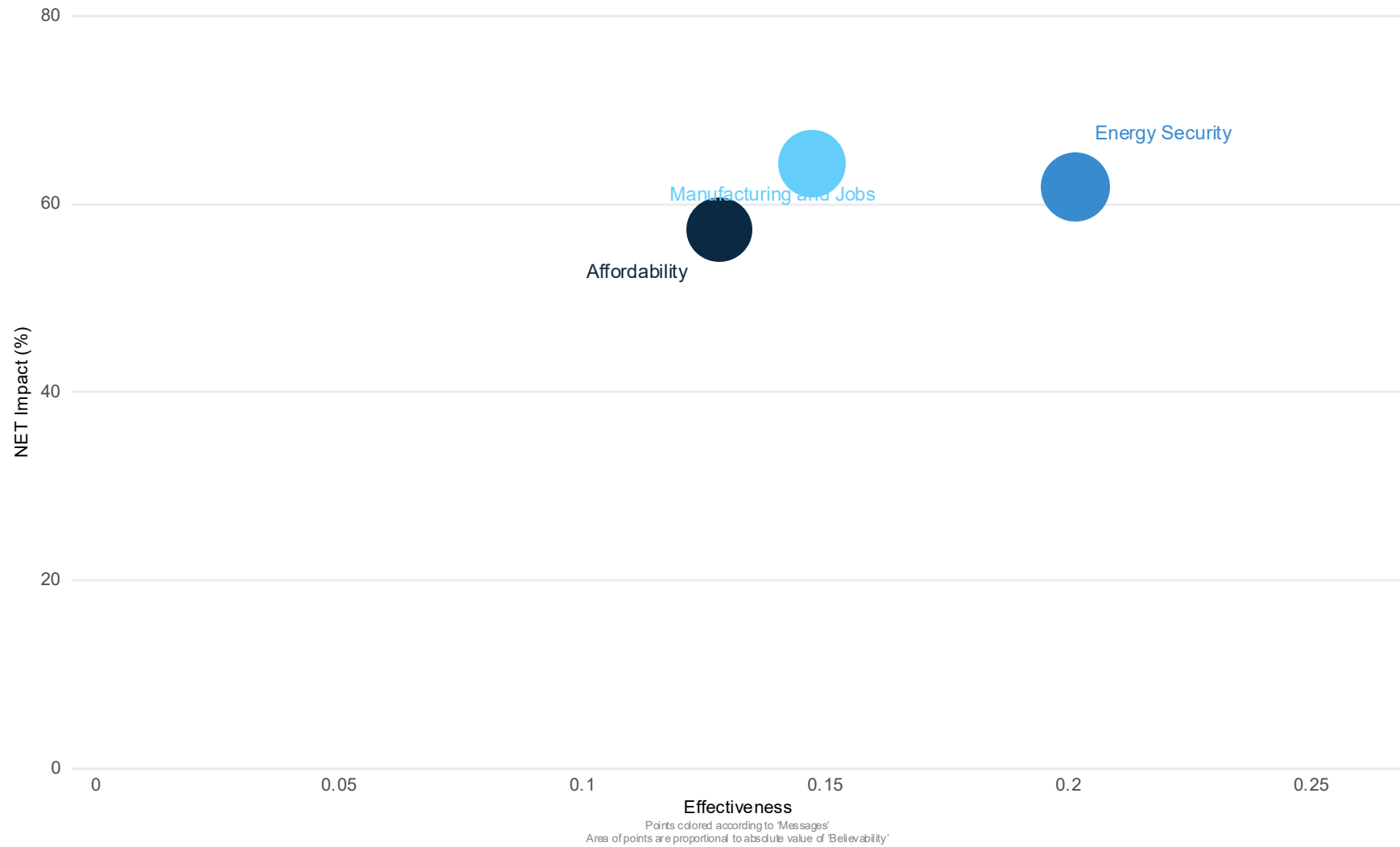
Pro-Grid Expansion Message Map: Democrats



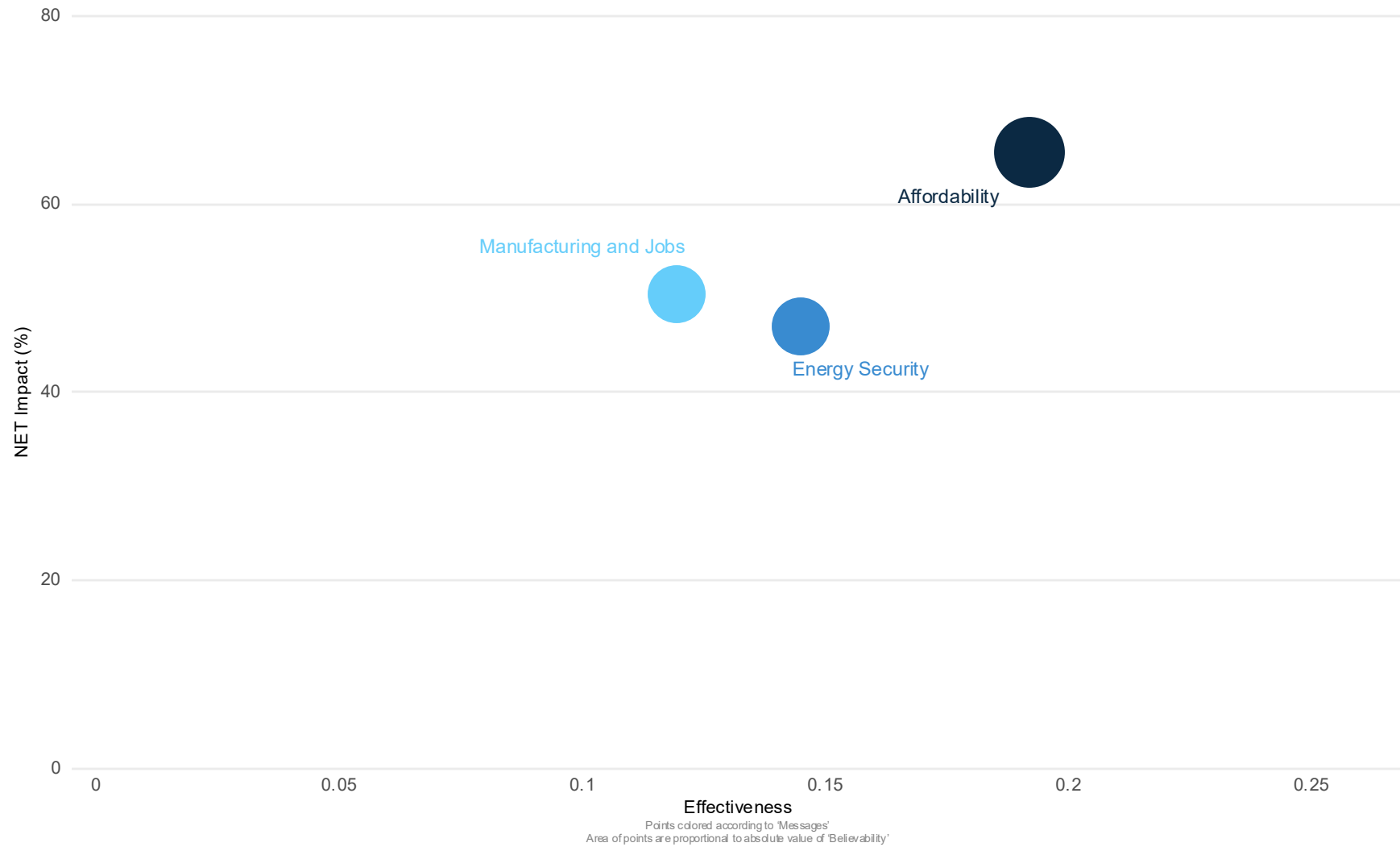
Pro-Grid Expansion Message Map: M <55



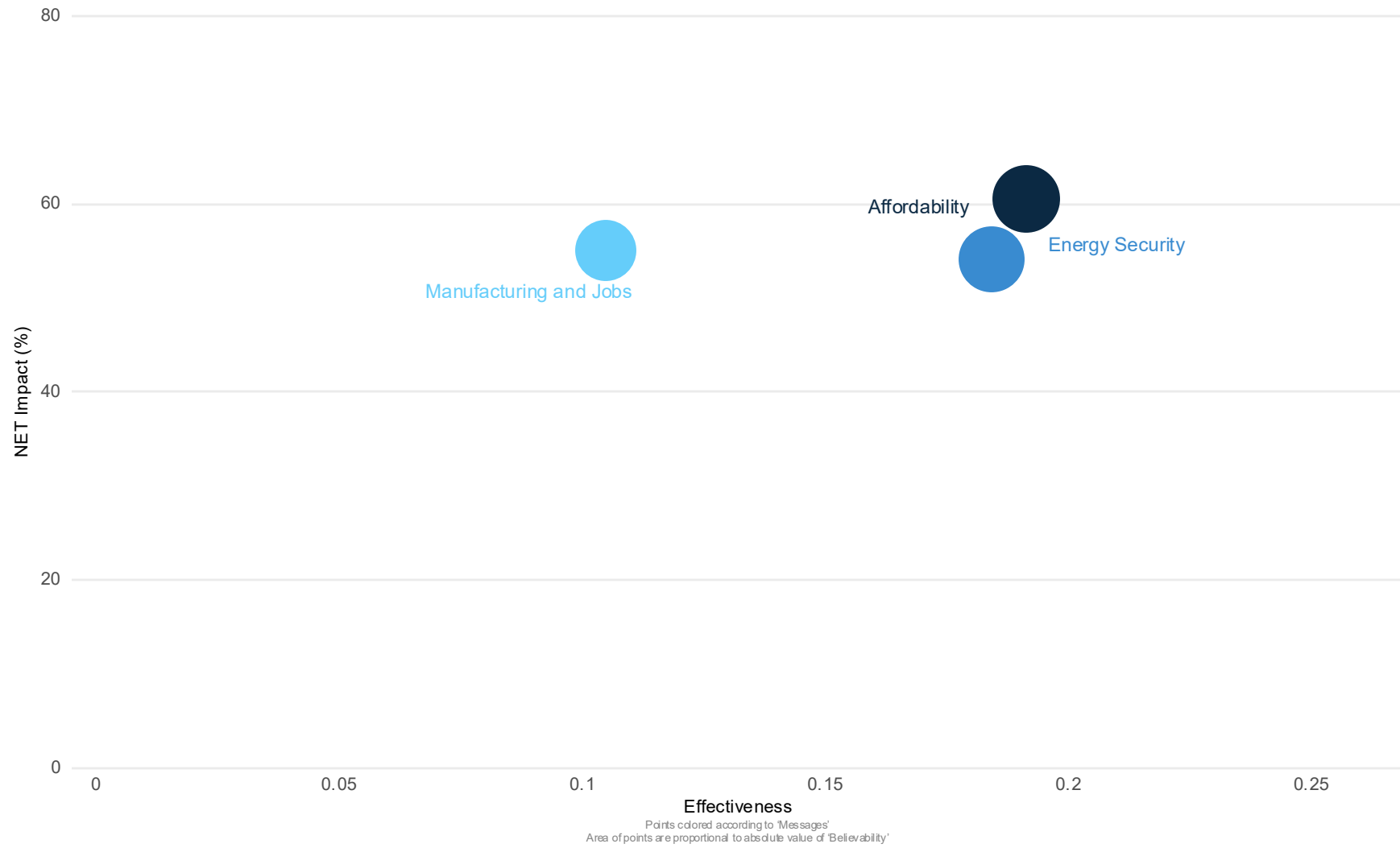
Pro-Grid Expansion Message Map: M 55+



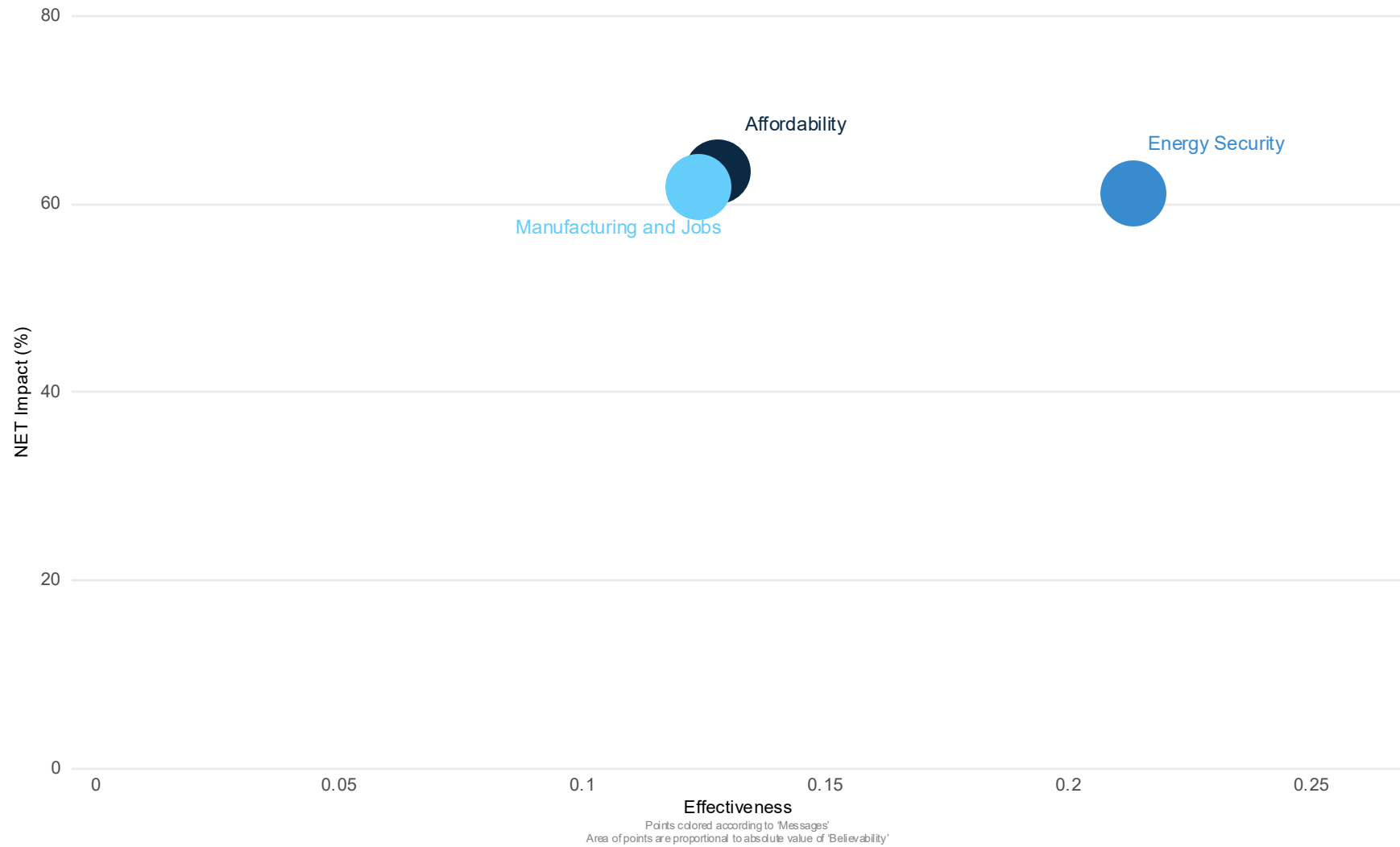
Pro-Grid Expansion Message Map: F <55



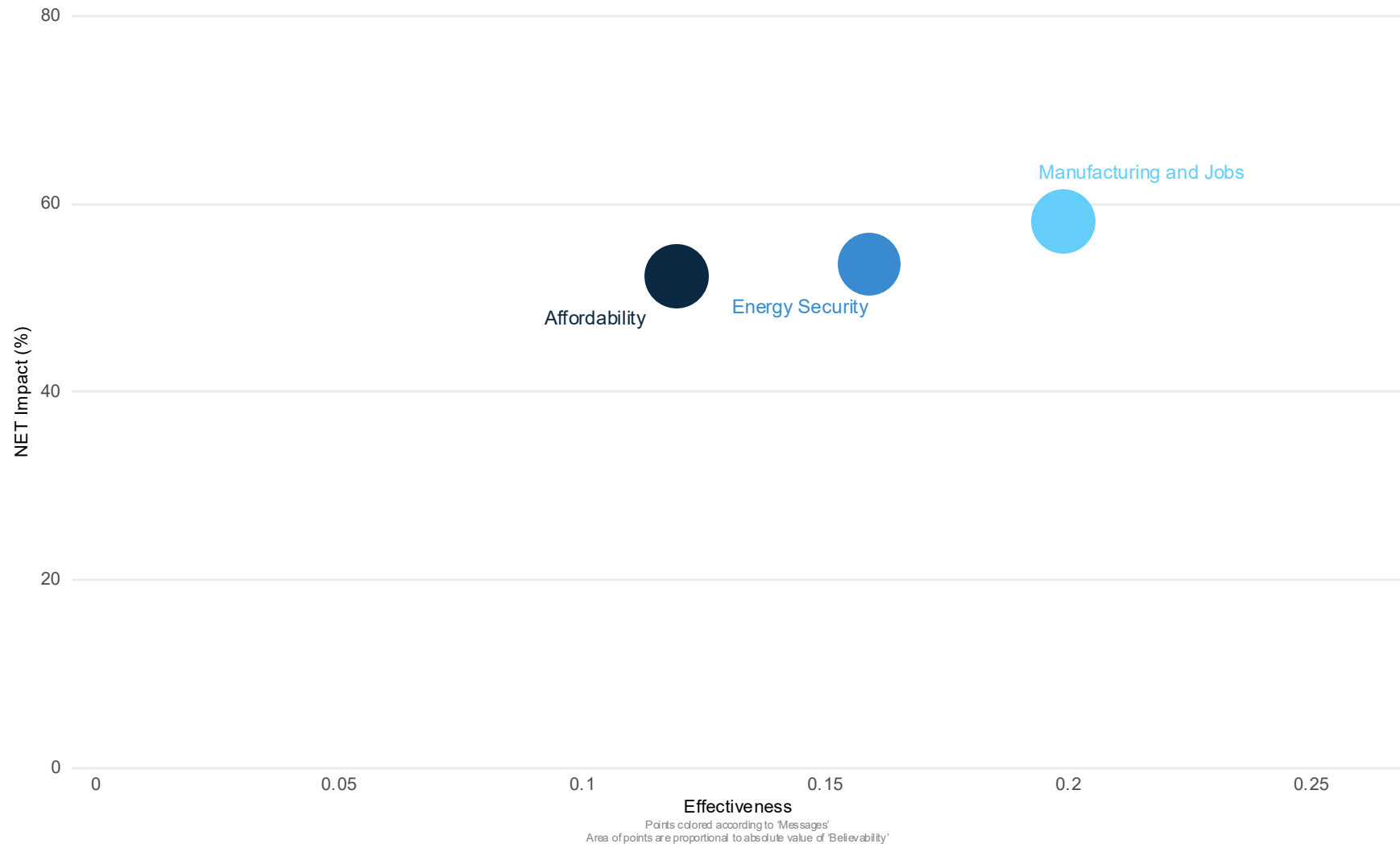
Pro-Grid Expansion Message Map: F 55+



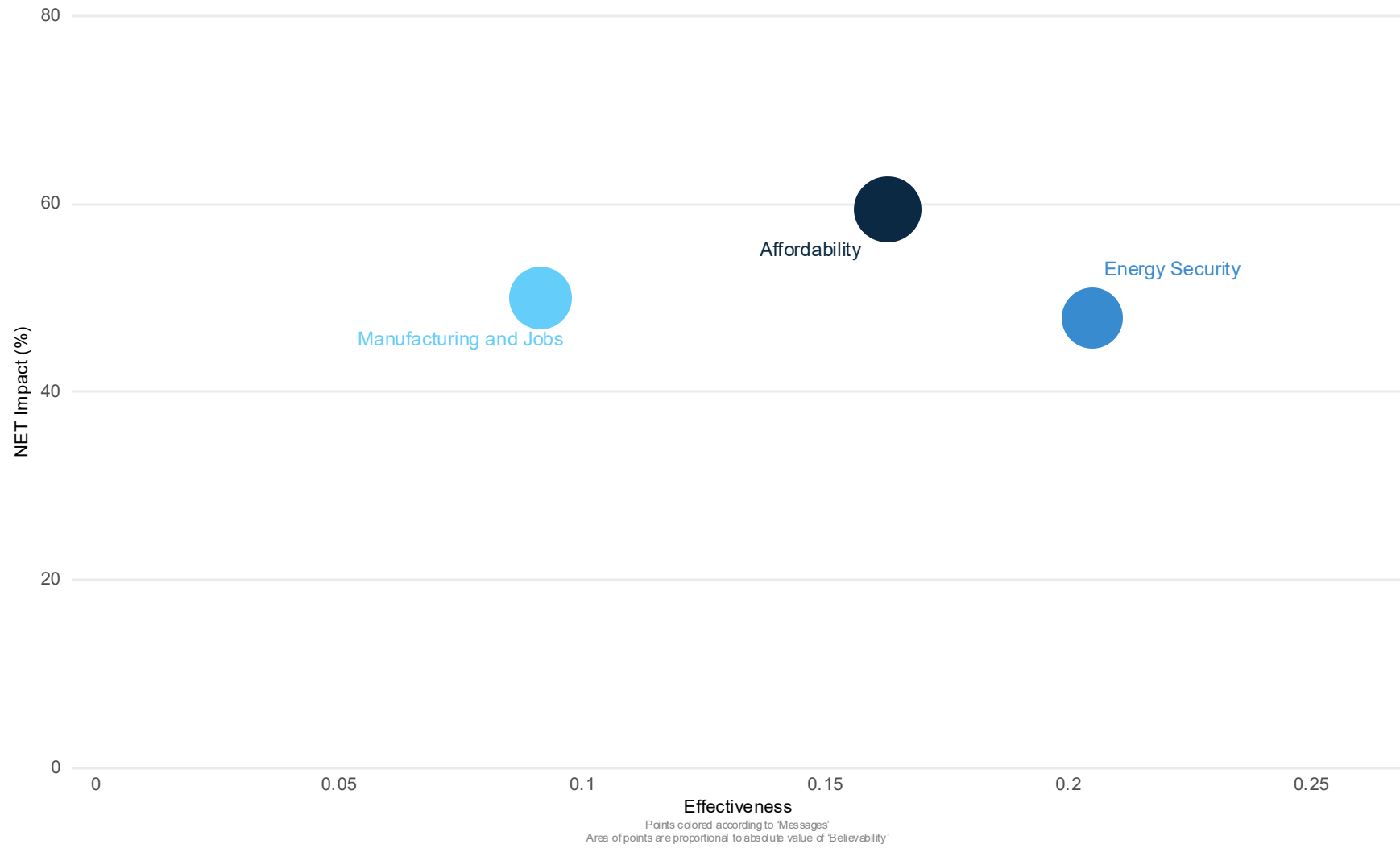
Pro-Grid Expansion Message Map: M College



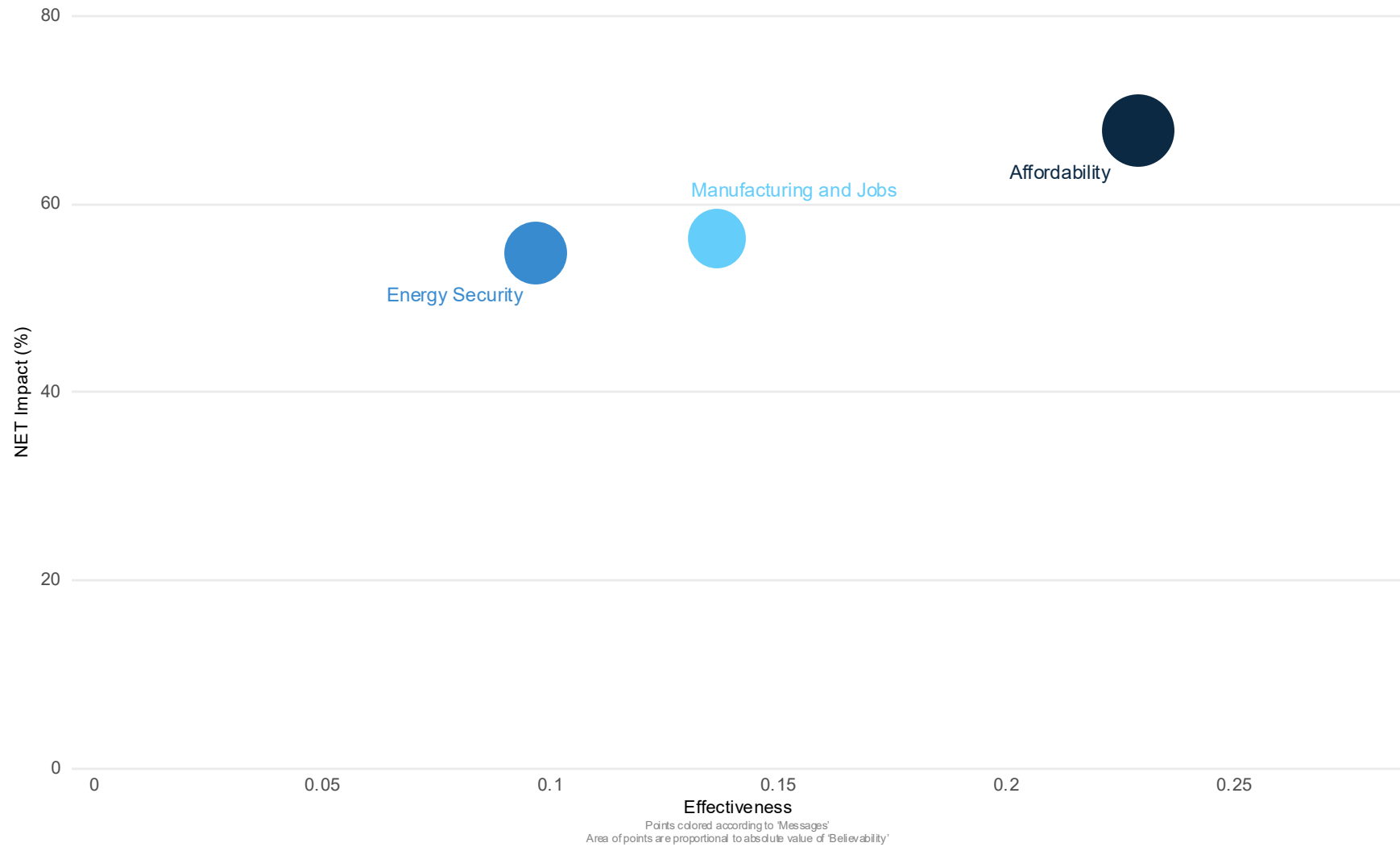
Pro-Grid Expansion Message Map: M No College



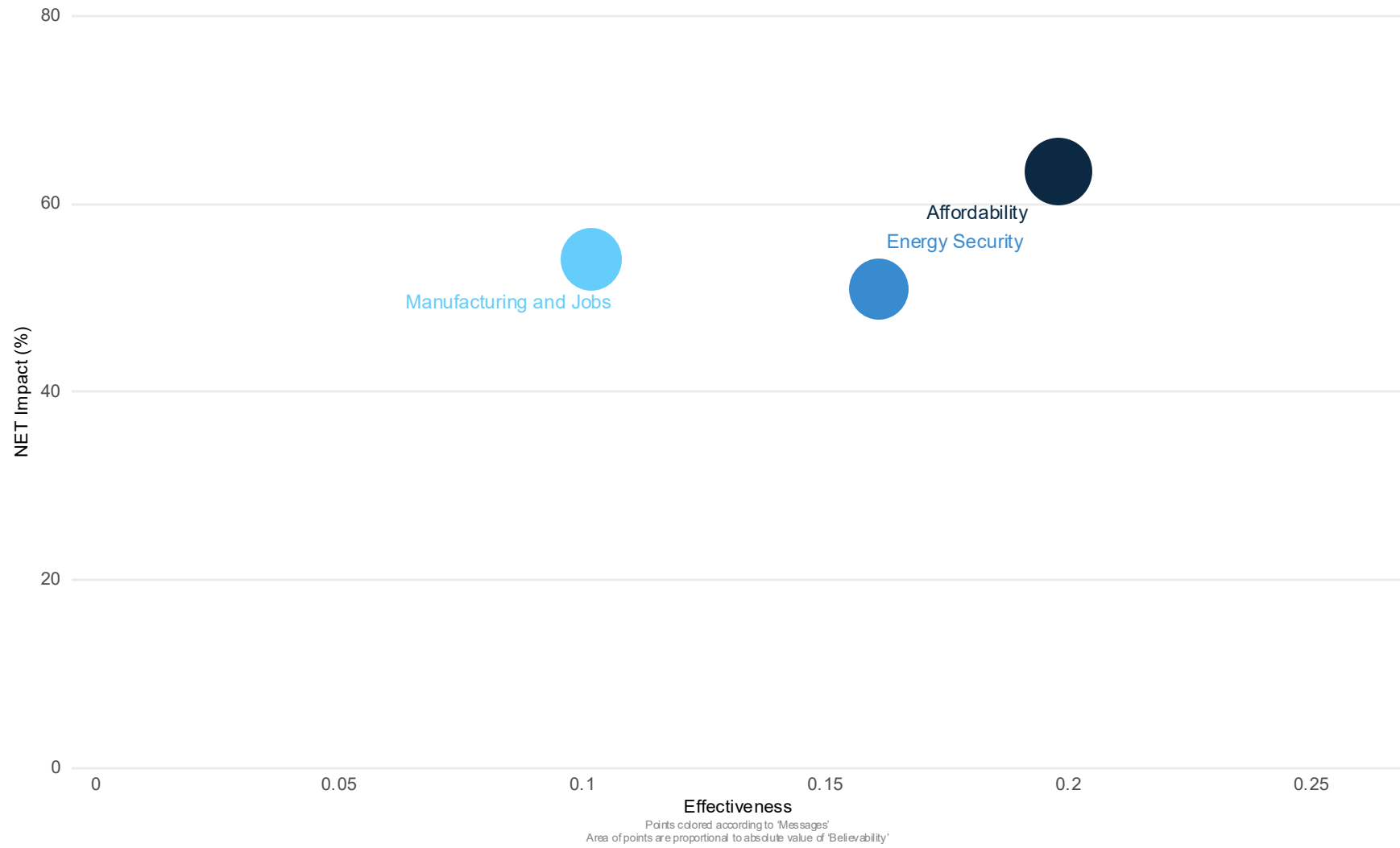
Pro-Grid Expansion Message Map: F No College



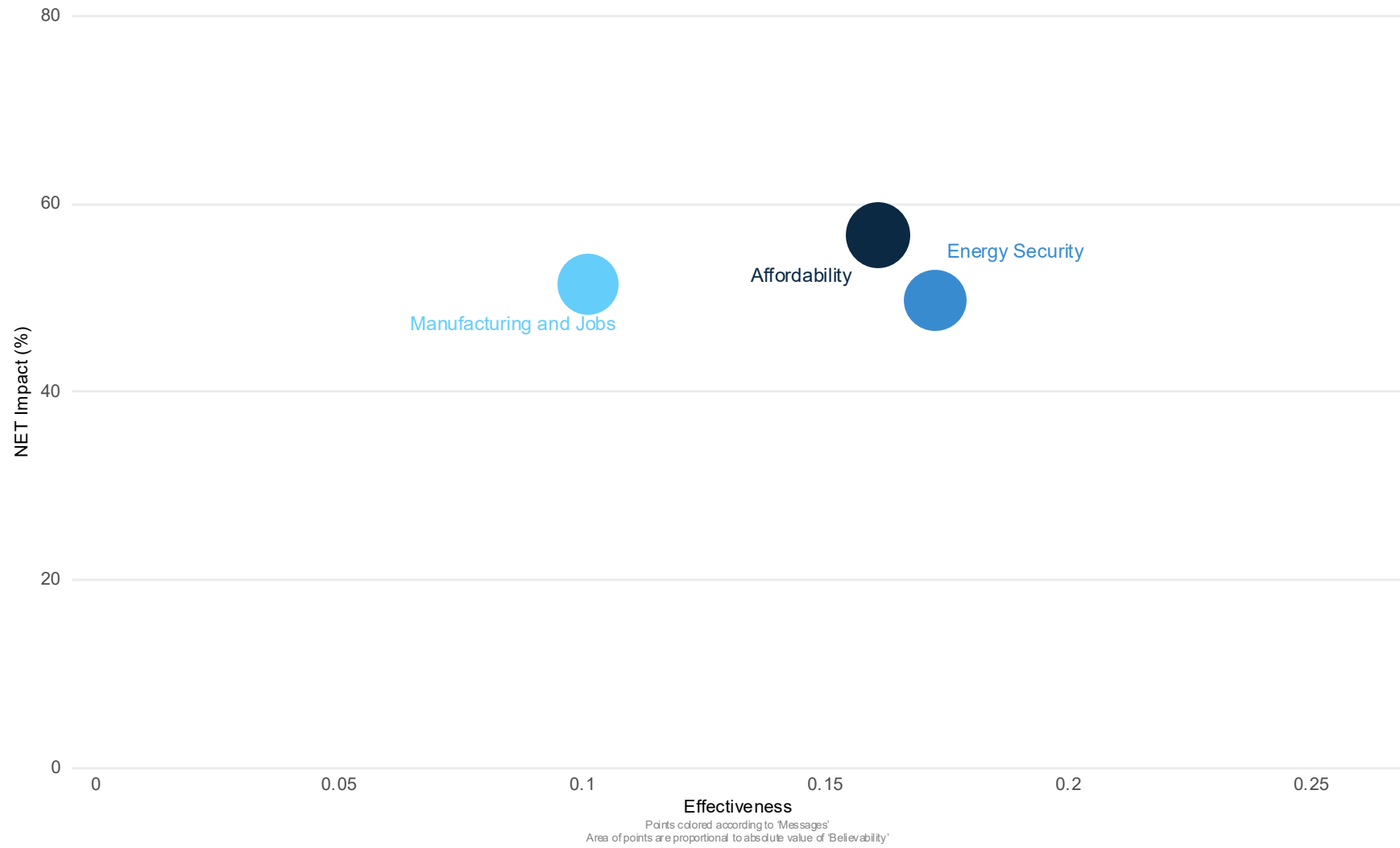
Pro-Grid Expansion Message Map: F College



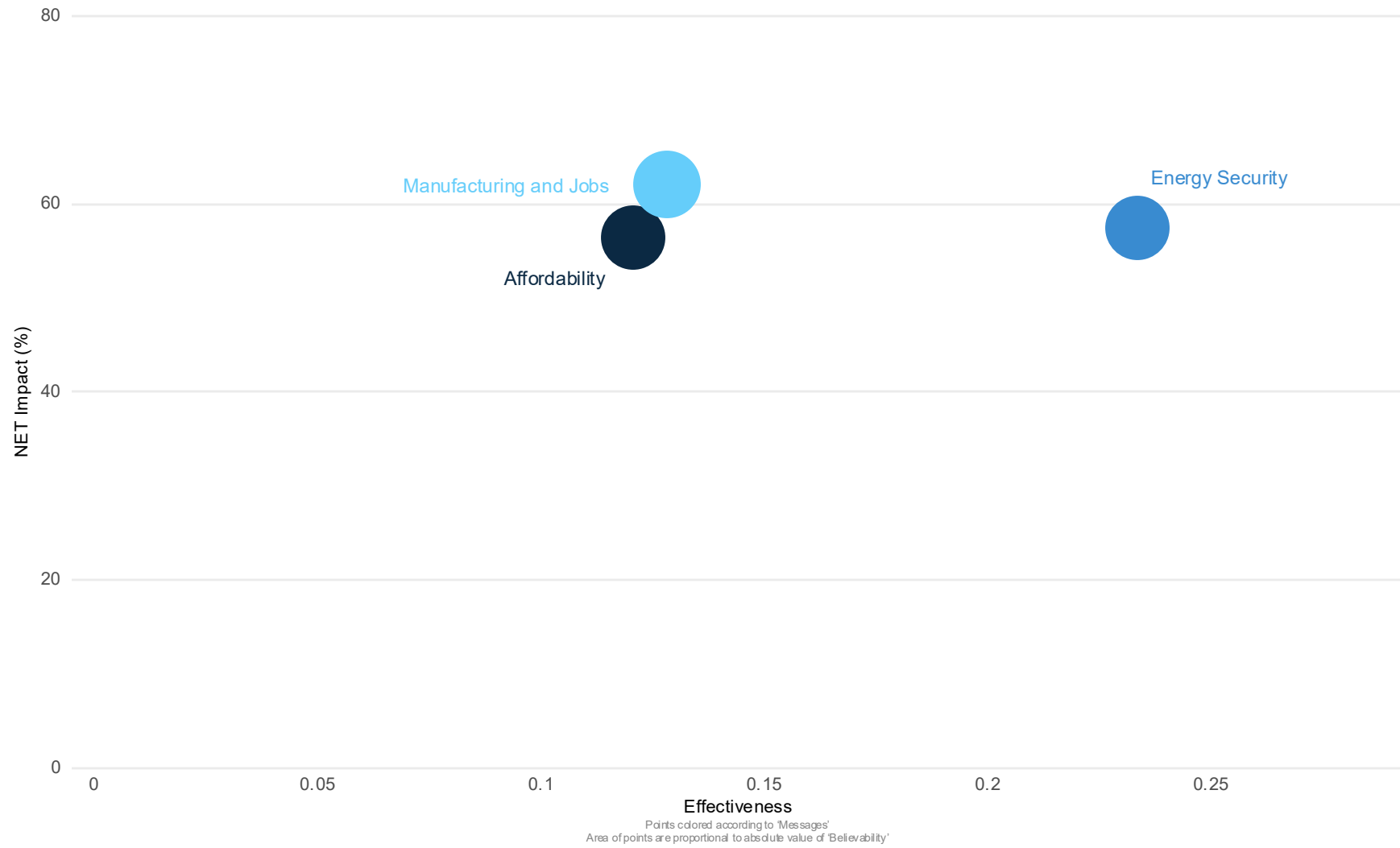
Pro-Grid Expansion Message Map: South



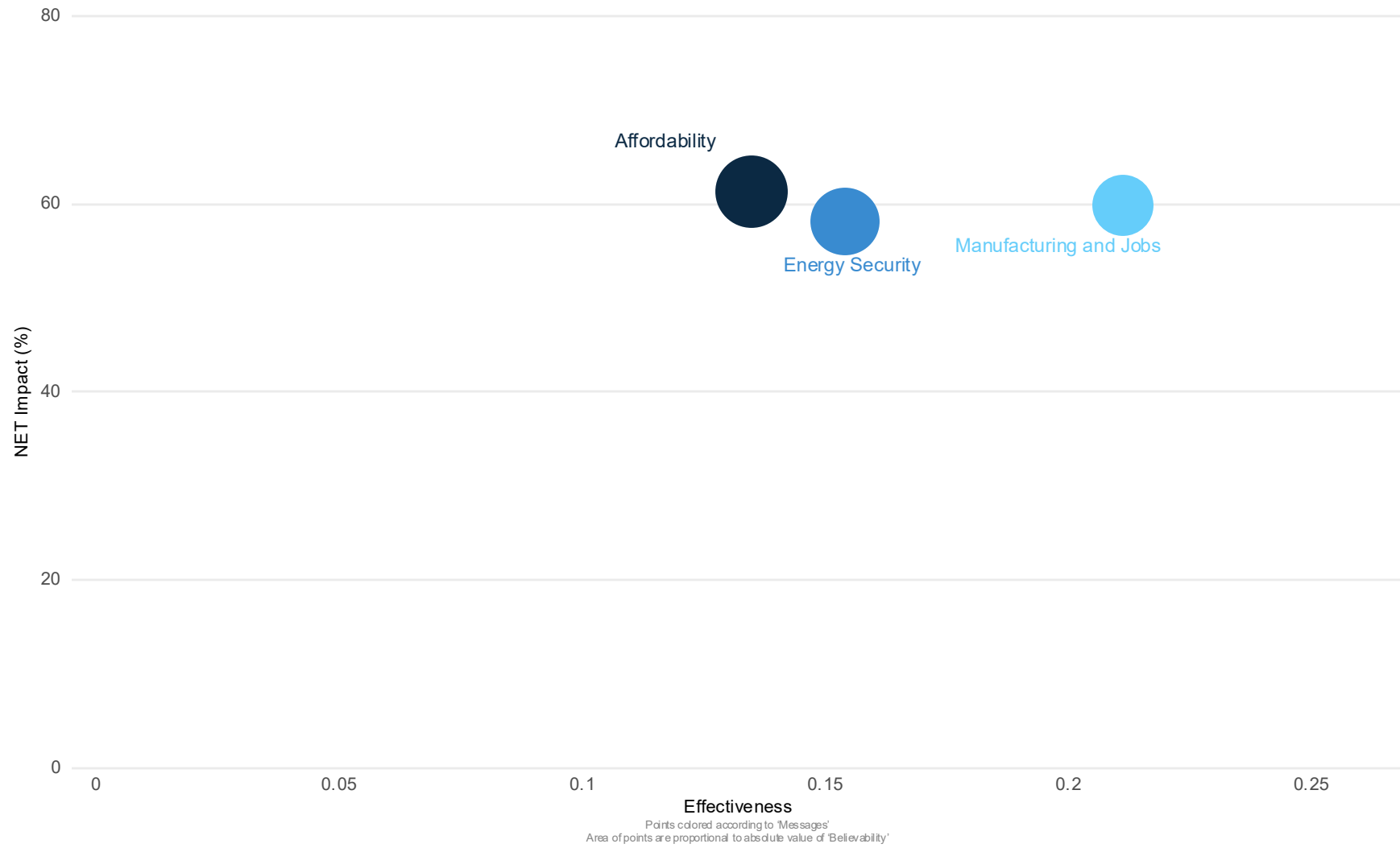
Pro-Grid Expansion Message Map: Midwest



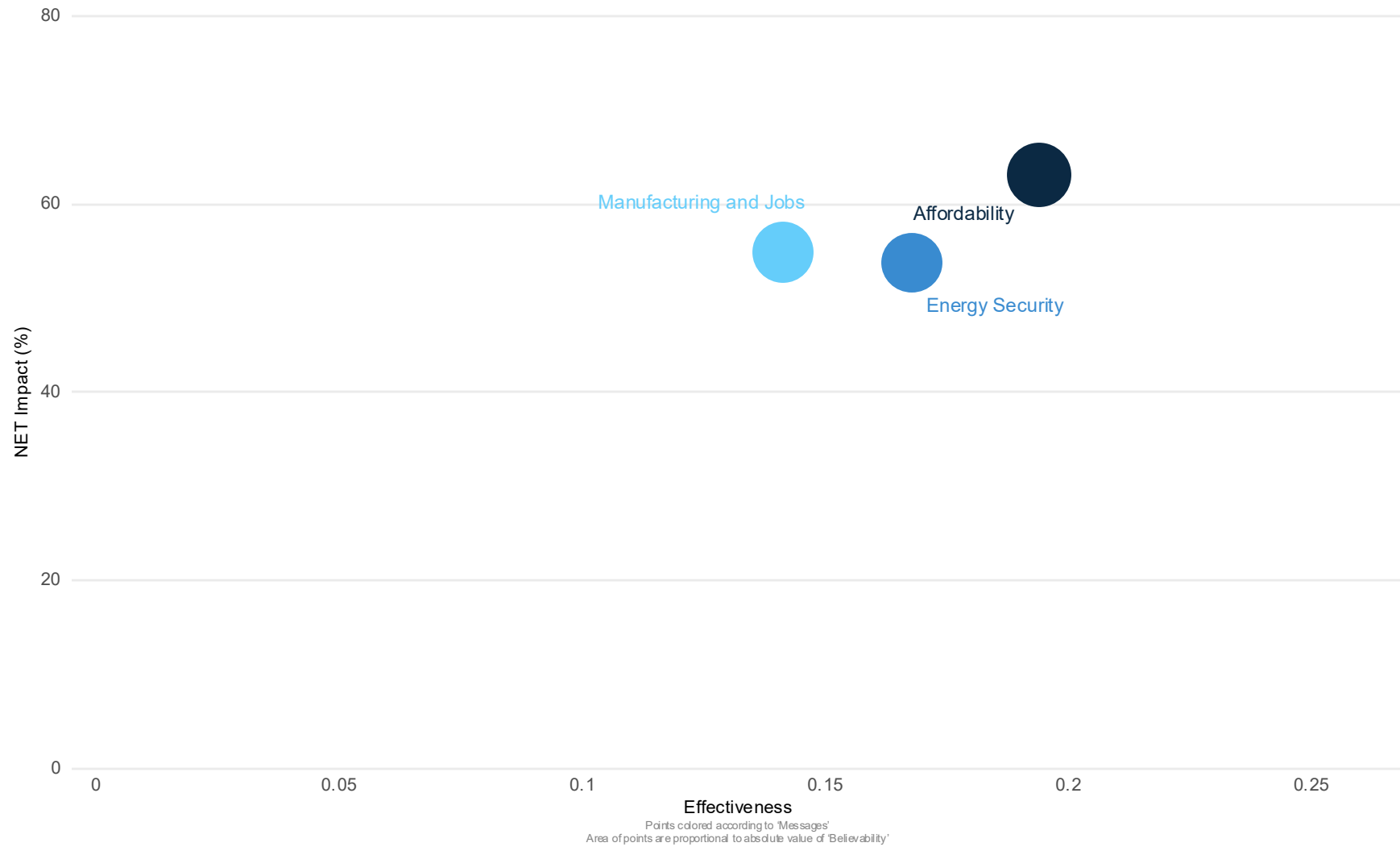
Pro-Grid Expansion Message Map: NorthEast



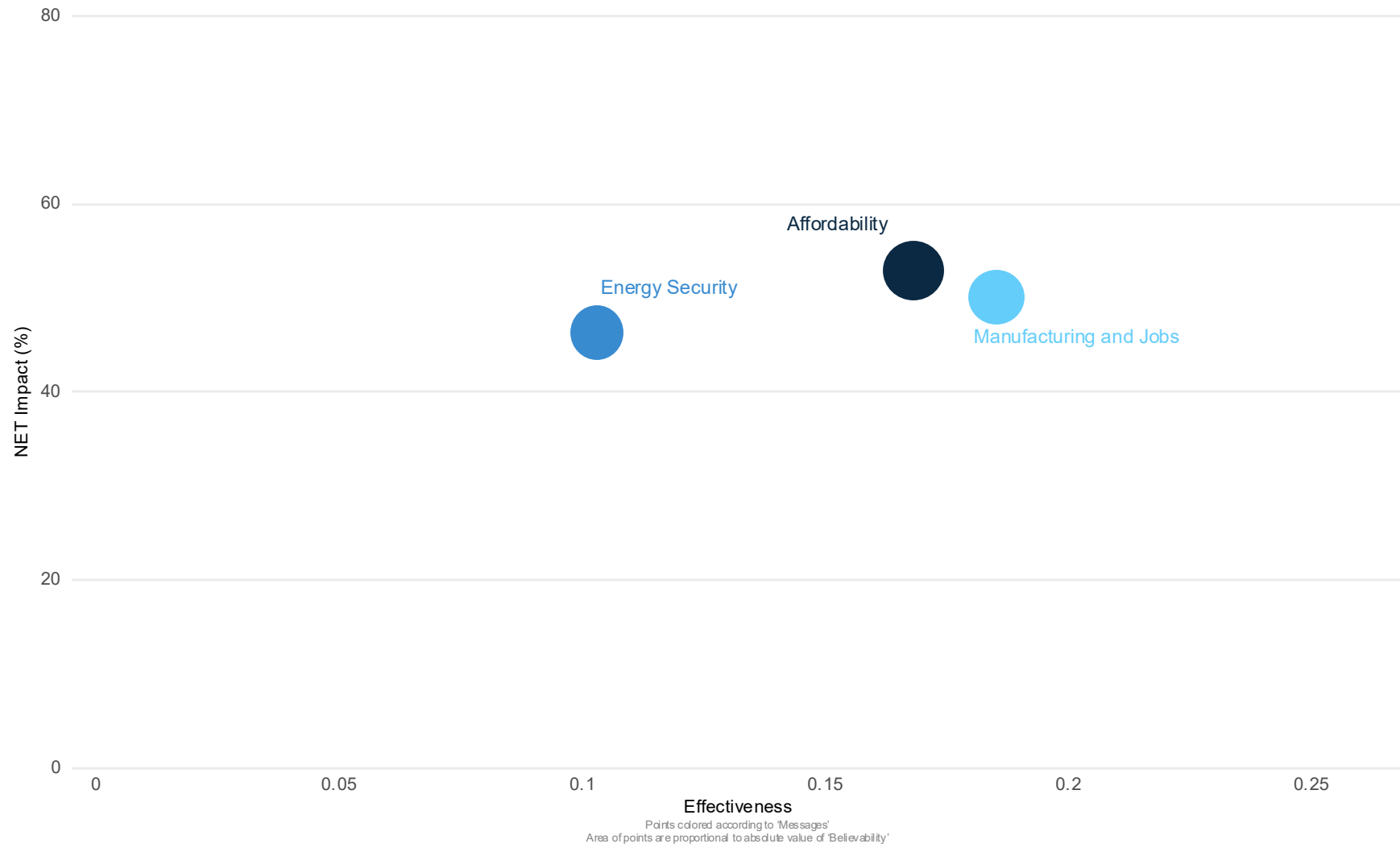
Pro-Grid Expansion Message Map: Southwest/FL



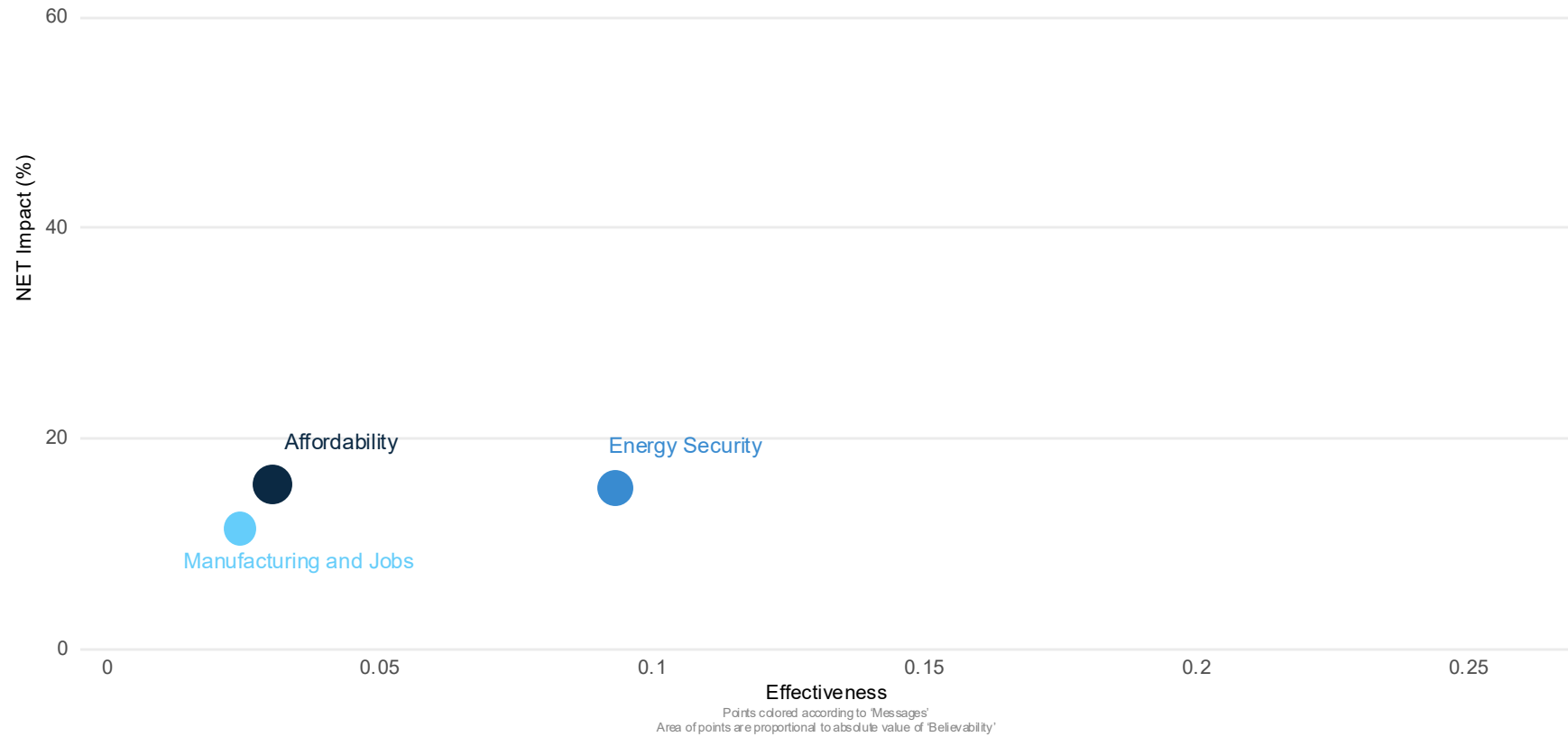
Pro-Grid Expansion Message Map: West



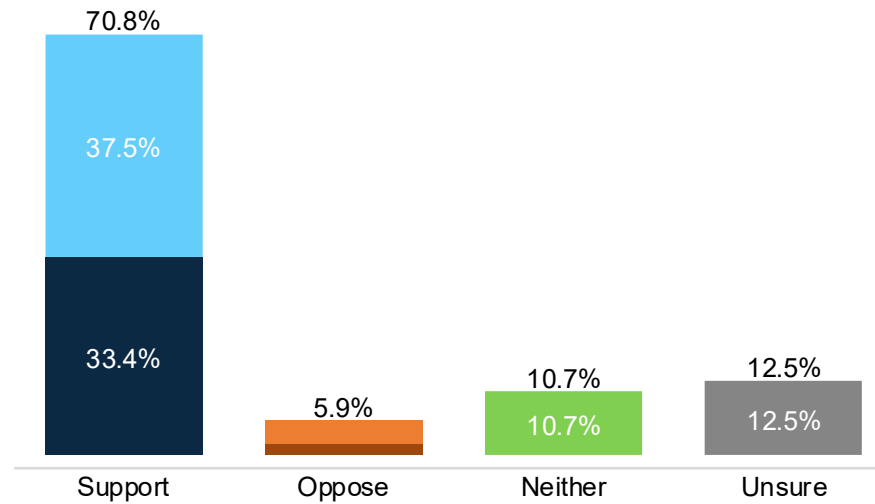
Pro-Grid Expansion Message Map: Swing Voters



Pro-Grid Expansion Message Map: Initial Undecideds on Grid Expansion Ballot



Informed Grid Expansion

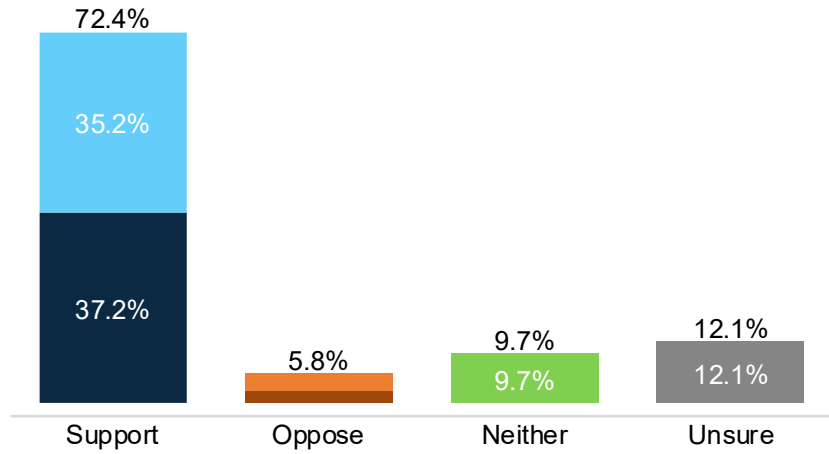


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Hispanic	Other Race	Rural	Small Town	Suburban	Urban	Grid Exp Undec	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Support Total	71%	70%	66%	73%	75%	80%	69%	63%	74%	72%	68%	74%	74%	70%	60%	65%	68%	74%	74%	19%	71%	73%	73%	62%	73%	72%
Oppose Total	6%	4%	7%	6%	7%	4%	9%	7%	4%	6%	8%	5%	5%	7%	6%	5%	8%	6%	5%	3%	7%	5%	5%	7%	8%	5%
Strongly support	33%	31%	28%	36%	40%	43%	33%	29%	30%	34%	31%	36%	36%	34%	31%	26%	31%	38%	36%	3%	33%	36%	35%	28%	32%	35%
Somewhat support	37%	39%	38%	37%	35%	37%	36%	34%	44%	38%	37%	38%	39%	35%	30%	39%	37%	37%	38%	16%	38%	37%	38%	34%	40%	37%
Neither support nor oppose	11%	11%	10%	15%	8%	10%	12%	11%	9%	11%	13%	9%	10%	11%	15%	16%	7%	11%	11%	10%	11%	10%	12%	15%	9%	10%
Somewhat oppose	4%	3%	5%	4%	4%	2%	6%	5%	2%	4%	5%	3%	3%	5%	3%	3%	7%	3%	2%	2%	5%	4%	4%	6%	5%	3%
Strongly oppose	2%	1%	2%	2%	3%	2%	3%	2%	1%	2%	3%	2%	2%	2%	3%	2%	1%	2%	3%	1%	2%	2%	1%	1%	2%	2%
Unsure	12%	15%	17%	6%	10%	5%	10%	19%	13%	11%	12%	12%	11%	12%	19%	14%	17%	9%	10%	68%	11%	11%	10%	16%	11%	13%

Do you support or oppose making investments in America's "electricity transmission grid" to improve reliability, reduce long-term costs, unlock economic growth in communities, and meet future power needs?

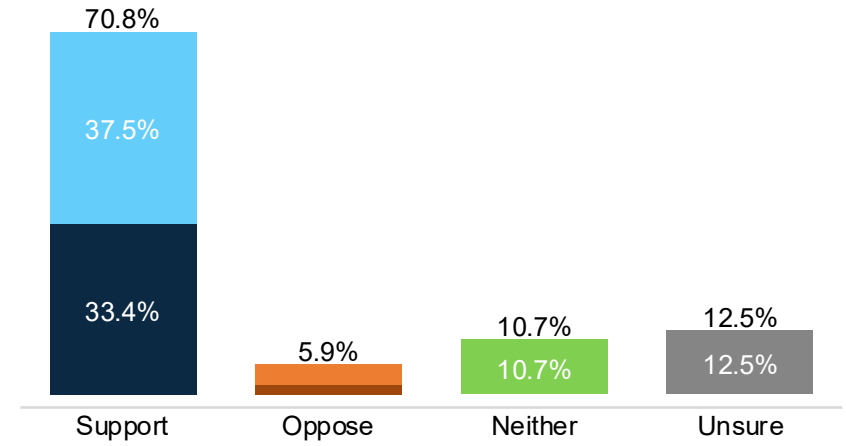
Percent Change: Initial to Informed Grid Expansion

Initial



Informed

Support -1 from Initial



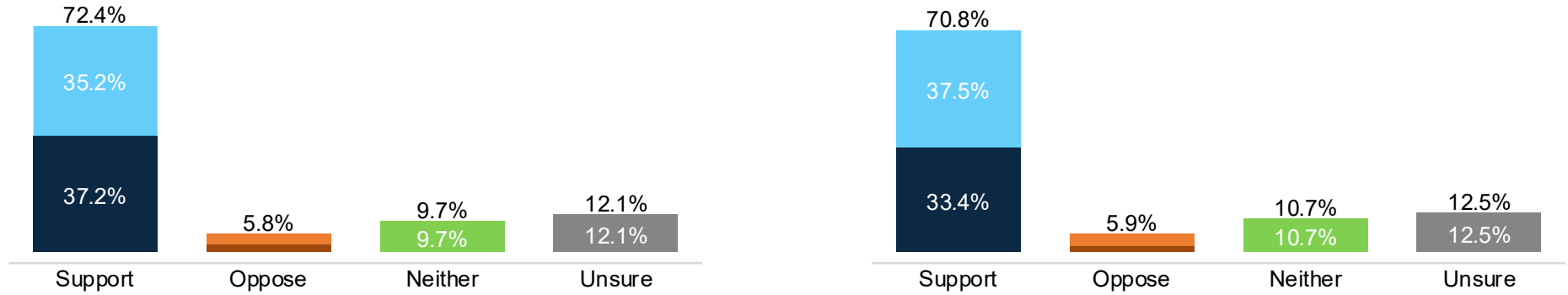
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Hispanic	Other Race	Rural	Small Town	Suburban	Urban	Grid Exp Undec	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Support Total	-2%	2%	-1%	-2%	-6%	-3%	-4%	0%	1%	-2%	-3%	0%	-1%	7%	-6%	-1%	0%	-4%	0%	19%	0%	-2%	1%	-4%	2%	-3%
Oppose Total	0%	-1%	1%	-1%	0%	-1%	0%	1%	-1%	1%	1%	-1%	0%	-2%	0%	-1%	1%	1%	-2%	3%	0%	0%	-2%	2%	0%	0%
Strongly support	-4%	0%	-3%	-6%	-8%	-9%	-4%	-1%	-1%	-4%	-6%	-2%	-4%	1%	-4%	-4%	-5%	-3%	-3%	3%	-5%	-3%	1%	-5%	-1%	-6%
Somewhat support	2%	2%	1%	3%	2%	6%	-1%	1%	3%	2%	4%	2%	3%	6%	-2%	4%	5%	-1%	3%	16%	5%	1%	0%	1%	3%	3%
Neither support nor oppose	1%	-3%	-1%	4%	5%	4%	4%	-4%	0%	1%	0%	2%	1%	-2%	5%	2%	-2%	2%	2%	10%	0%	3%	-1%	4%	-3%	2%
Somewhat oppose	0%	0%	1%	1%	1%	-1%	2%	2%	-1%	1%	1%	0%	0%	0%	0%	-1%	2%	1%	-2%	2%	0%	0%	0%	2%	0%	0%
Strongly oppose	0%	0%	1%	-1%	-1%	0%	-2%	0%	1%	0%	0%	0%	0%	-2%	0%	0%	-1%	0%	0%	1%	-1%	0%	-2%	-1%	0%	0%
Unsure	0%	1%	1%	-1%	1%	0%	0%	3%	-1%	0%	2%	-1%	1%	-3%	1%	0%	1%	1%	0%	-32%	1%	-1%	1%	-2%	1%	1%

Percent Change: Initial to Informed Grid Expansion

Initial

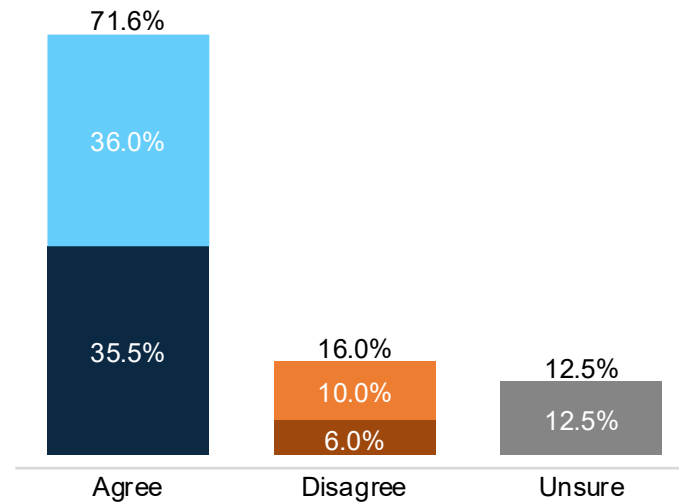
Informed

Support -1 from Initial



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Hispanic	Other Race	Rural	Small Town	Suburban	Urban	Grid Exp Undec	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Support Total	-2%	2%	-1%	-2%	-6%	-3%	-4%	0%	1%	-2%	-3%	0%	-1%	7%	-6%	-1%	0%	-4%	0%	19%	0%	-2%	1%	-4%	2%	-3%
Oppose Total	0%	-1%	1%	-1%	0%	-1%	0%	1%	-1%	1%	1%	-1%	0%	-2%	0%	-1%	1%	1%	-2%	3%	0%	0%	-2%	2%	0%	0%
Strongly support	-4%	0%	-3%	-6%	-8%	-9%	-4%	-1%	-1%	-4%	-6%	-2%	-4%	1%	-4%	-4%	-5%	-3%	-3%	3%	-5%	-3%	1%	-5%	-1%	-6%
Somewhat support	2%	2%	1%	3%	2%	6%	-1%	1%	3%	2%	4%	2%	3%	6%	-2%	4%	5%	-1%	3%	16%	5%	1%	0%	1%	3%	3%
Neither support nor oppose	1%	-3%	-1%	4%	5%	4%	4%	-4%	0%	1%	0%	2%	1%	-2%	5%	2%	-2%	2%	2%	10%	0%	3%	-1%	4%	-3%	2%
Somewhat oppose	0%	0%	1%	1%	1%	-1%	2%	2%	-1%	1%	1%	0%	0%	0%	0%	-1%	2%	1%	-2%	2%	0%	0%	0%	2%	0%	0%
Strongly oppose	0%	0%	1%	-1%	-1%	0%	-2%	0%	1%	0%	0%	0%	0%	-2%	0%	0%	-1%	0%	0%	1%	-1%	0%	-2%	-1%	0%	0%
Unsure	0%	1%	1%	-1%	1%	0%	0%	3%	-1%	0%	2%	-1%	1%	-3%	1%	0%	1%	1%	0%	-32%	1%	-1%	1%	-2%	1%	1%

Master CEN Narrative



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Hispanic	Other Race	Rural	Small Town	Suburban	Urban	Grid Exp Undec	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Agree Total	72%	68%	70%	71%	78%	80%	70%	67%	72%	73%	75%	71%	73%	73%	72%	69%	71%	74%	70%	28%	74%	72%	70%	69%	74%	71%
Disagree Total	16%	17%	13%	22%	13%	16%	18%	14%	15%	16%	14%	17%	17%	14%	8%	16%	12%	17%	21%	7%	15%	17%	20%	12%	14%	17%
Strongly agree	36%	30%	32%	36%	45%	44%	37%	29%	34%	37%	35%	35%	37%	27%	41%	30%	35%	40%	33%	8%	38%	35%	34%	32%	37%	36%
Somewhat agree	36%	37%	38%	35%	33%	35%	33%	38%	38%	35%	39%	36%	36%	46%	31%	39%	36%	34%	37%	20%	36%	37%	36%	38%	37%	35%
Somewhat disagree	10%	11%	8%	15%	7%	9%	12%	9%	9%	10%	9%	10%	11%	9%	4%	10%	7%	11%	12%	5%	9%	10%	15%	6%	10%	9%
Strongly disagree	6%	6%	5%	7%	6%	7%	6%	5%	6%	5%	6%	7%	6%	5%	4%	5%	5%	6%	9%	2%	5%	7%	5%	6%	4%	7%
Unsure	12%	15%	17%	7%	9%	4%	12%	19%	13%	12%	11%	12%	11%	13%	20%	16%	17%	9%	9%	65%	12%	11%	10%	19%	11%	12%

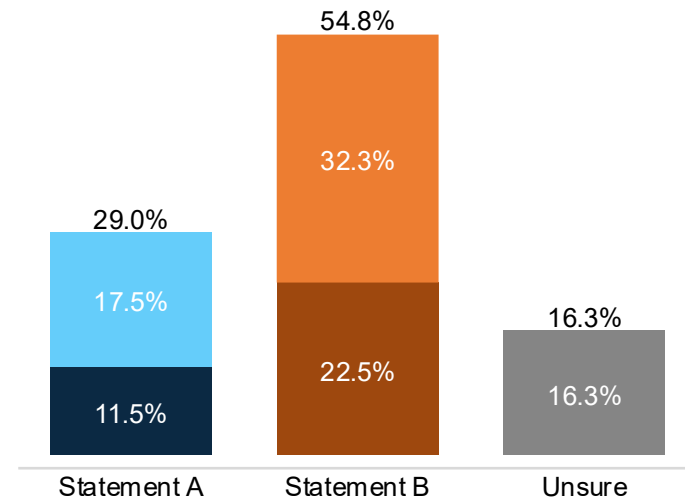
How much do you agree or disagree with the following statement: "The best energy policy for America uses every available energy source, for example nuclear, natural gas, solar, wind, etc., on a level playing field, modernizes the electricity grid to move power efficiently, and lets competition drive costs down for families and businesses."

Reliability vs. Affordability Tradeoff



Statement A: Prioritize keeping electricity bills as low as possible for families and businesses, even if it means accepting a higher risk of occasional outages or slower grid upgrades.

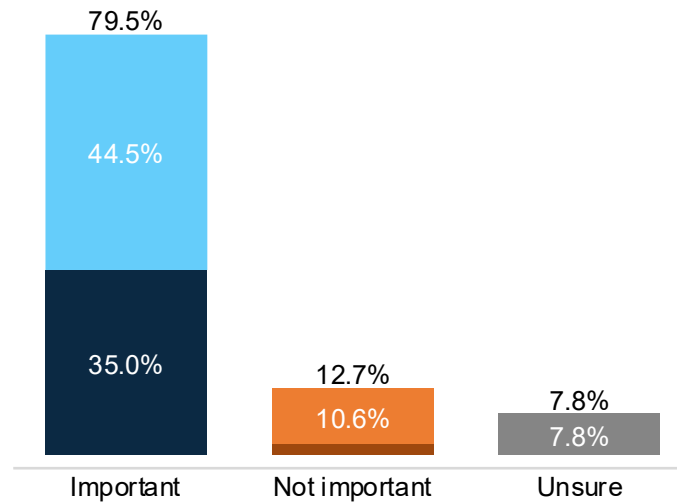
Statement B: Prioritize building a more reliable, blackout-proof grid, even if it means electricity bills stay higher in the short term to pay for those upgrades.



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Hispanic	Other Race	Rural	Small Town	Suburban	Urban	Grid Exp Undec	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Statement A	29%	29%	32%	29%	26%	25%	31%	35%	24%	26%	34%	30%	27%	35%	29%	34%	32%	26%	24%	21%	29%	30%	27%	34%	36%	25%
Statement B	55%	54%	46%	60%	60%	65%	55%	43%	59%	60%	51%	53%	58%	48%	49%	47%	51%	59%	60%	15%	56%	54%	60%	46%	49%	58%
Definitely Statement A	12%	10%	12%	11%	13%	13%	12%	14%	7%	12%	11%	11%	10%	11%	18%	13%	11%	12%	8%	8%	13%	11%	11%	12%	14%	10%
Probably Statement A	17%	19%	20%	18%	13%	12%	19%	21%	17%	14%	22%	19%	17%	24%	11%	21%	20%	14%	16%	13%	16%	19%	16%	21%	22%	15%
Probably Statement B	32%	37%	28%	36%	29%	33%	32%	27%	37%	34%	29%	33%	33%	31%	30%	30%	30%	34%	36%	9%	31%	33%	38%	23%	28%	35%
Definitely Statement B	22%	18%	18%	24%	31%	32%	23%	16%	22%	26%	22%	20%	25%	17%	19%	17%	21%	25%	24%	6%	26%	21%	22%	23%	21%	23%
Unsure	16%	17%	22%	11%	14%	10%	14%	22%	17%	14%	15%	17%	15%	18%	22%	18%	18%	14%	16%	64%	15%	16%	13%	20%	15%	17%

When it comes to America's electricity grid over the next ten years, which approach do you think is more important?

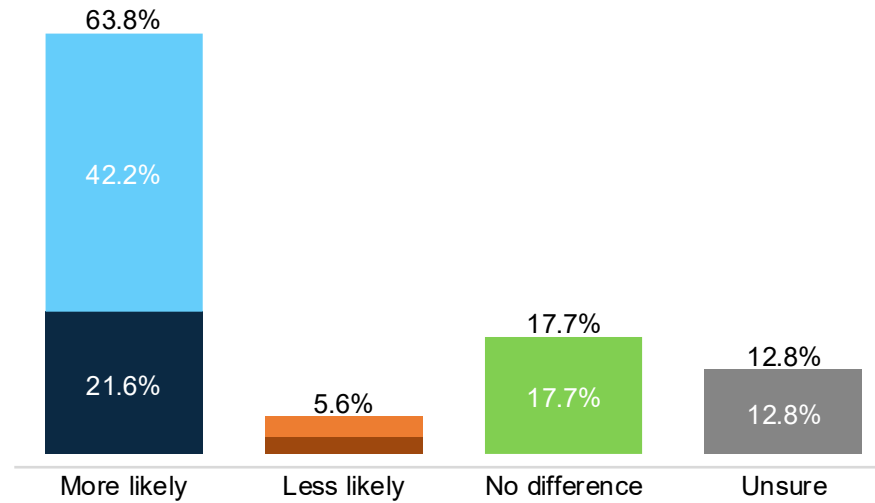
Electoral Salience



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Hispanic	Other Race	Rural	Small Town	Suburban	Urban	Grid Exp Undec	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Important Total	79%	78%	82%	74%	84%	78%	80%	80%	80%	81%	78%	81%	80%	83%	80%	85%	76%	81%	75%	48%	81%	81%	74%	78%	80%	81%
Not important Total	13%	12%	9%	19%	11%	17%	13%	7%	15%	13%	14%	12%	14%	8%	8%	9%	11%	13%	20%	8%	13%	12%	17%	9%	14%	12%
Very important	35%	30%	43%	28%	38%	34%	32%	42%	30%	34%	32%	38%	33%	39%	47%	38%	35%	34%	33%	24%	34%	39%	28%	36%	35%	36%
Somewhat important	44%	48%	39%	47%	45%	45%	47%	38%	50%	47%	45%	43%	47%	43%	33%	48%	41%	47%	42%	24%	46%	43%	46%	42%	45%	45%
Not very important	11%	10%	8%	16%	9%	14%	11%	6%	12%	11%	12%	10%	11%	7%	7%	7%	10%	11%	16%	7%	10%	11%	13%	7%	13%	10%
Not important at all	2%	2%	1%	4%	2%	3%	2%	1%	3%	2%	2%	2%	3%	0%	1%	2%	1%	3%	3%	2%	3%	2%	5%	2%	1%	2%
Unsure	8%	10%	9%	6%	5%	4%	7%	13%	6%	6%	8%	7%	6%	10%	12%	6%	13%	6%	6%	44%	7%	6%	8%	13%	6%	7%

How important is a candidate's position on energy affordability and electricity costs to your vote in federal elections this year?

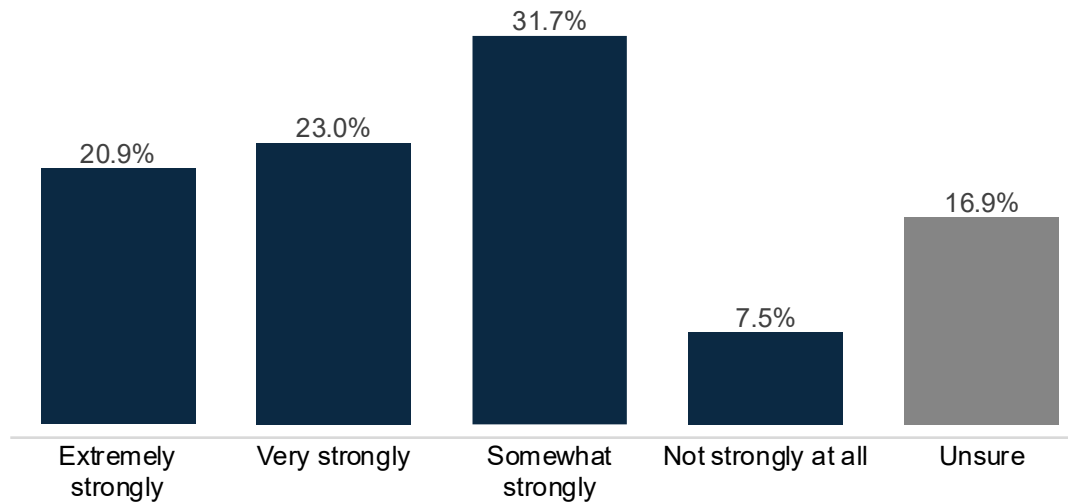
Candidate Impact



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Hispanic	Other Race	Rural	Small Town	Suburban	Urban	Grid Exp Undec	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
More likely Total	64%	59%	61%	62%	74%	73%	64%	56%	65%	65%	61%	67%	66%	65%	59%	60%	62%	69%	59%	23%	64%	68%	66%	62%	61%	65%
Less likely Total	6%	7%	6%	4%	6%	4%	6%	8%	4%	5%	6%	5%	5%	9%	5%	7%	5%	5%	6%	2%	6%	5%	5%	5%	7%	5%
Much more likely	22%	16%	22%	17%	31%	25%	24%	21%	16%	23%	18%	22%	22%	15%	30%	22%	24%	20%	21%	6%	23%	22%	20%	22%	19%	23%
Somewhat more likely	42%	43%	39%	44%	43%	48%	40%	35%	49%	42%	43%	44%	44%	50%	29%	38%	39%	48%	38%	17%	41%	46%	46%	39%	42%	42%
No difference	18%	20%	16%	24%	11%	17%	18%	18%	19%	19%	21%	15%	18%	13%	17%	20%	16%	15%	25%	14%	19%	16%	21%	18%	19%	17%
Somewhat less likely	3%	4%	3%	2%	3%	2%	4%	3%	3%	4%	1%	3%	3%	2%	3%	5%	3%	3%	2%	1%	4%	3%	2%	3%	3%	3%
Much less likely	3%	3%	3%	2%	2%	2%	2%	4%	2%	2%	5%	2%	2%	7%	3%	2%	2%	2%	4%	1%	2%	2%	4%	2%	4%	2%
Unsure	13%	14%	17%	10%	9%	6%	13%	18%	12%	11%	12%	14%	11%	13%	19%	13%	17%	11%	10%	60%	11%	12%	8%	15%	14%	13%

Would you be more or less likely to support a candidate for Congress who publicly supported modernizing America's electricity grid and expanding domestic energy production in order to lower long-term energy costs for families and businesses?

Legislative Urgency



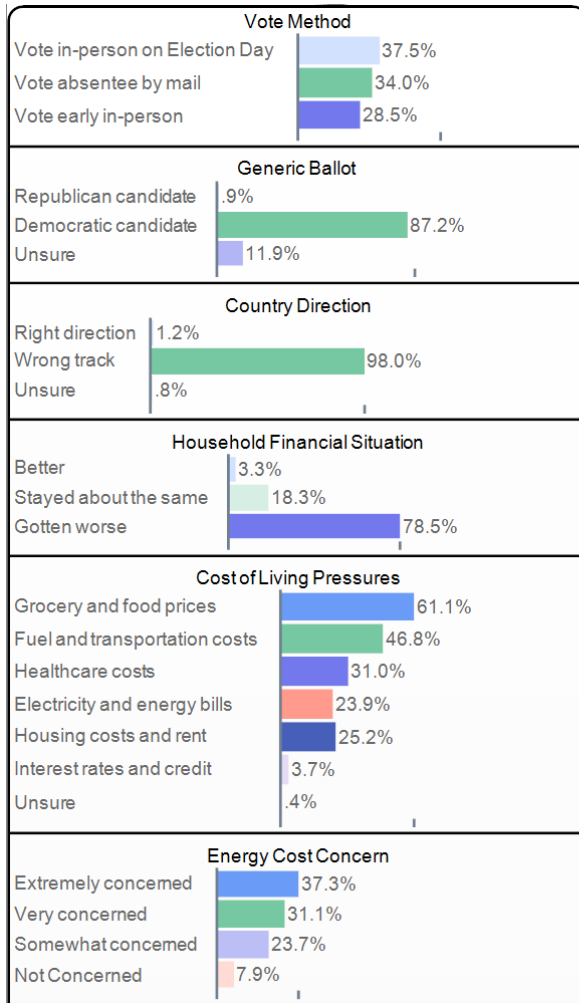
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Independent	Democrat	White	Hispanic	Other Race	Rural	Small Town	Suburban	Urban	Grid Exp Undec	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
Extremely strongly	21%	16%	17%	23%	30%	28%	25%	15%	18%	25%	19%	18%	21%	22%	25%	17%	20%	23%	23%	7%	26%	18%	21%	20%	21%	21%
Very strongly	23%	20%	24%	22%	26%	27%	21%	22%	22%	23%	18%	27%	24%	17%	24%	20%	22%	25%	25%	9%	21%	26%	29%	14%	19%	25%
Somewhat strongly	32%	33%	33%	33%	28%	29%	32%	31%	35%	33%	33%	31%	32%	36%	26%	36%	30%	32%	28%	15%	31%	32%	29%	36%	35%	30%
Not strongly at all	8%	7%	10%	8%	4%	6%	7%	9%	8%	5%	12%	7%	7%	9%	5%	9%	7%	8%	7%	6%	7%	8%	7%	11%	7%	7%
Unsure	17%	24%	17%	15%	11%	10%	15%	24%	16%	14%	18%	17%	15%	16%	21%	19%	21%	13%	17%	63%	15%	17%	14%	20%	18%	16%

If you learned that Congress could pass legislation to speed up energy permitting, expand domestic production, and modernize the grid, all of which could lower electricity costs within 10 years, how strongly would you want your representative to support it?

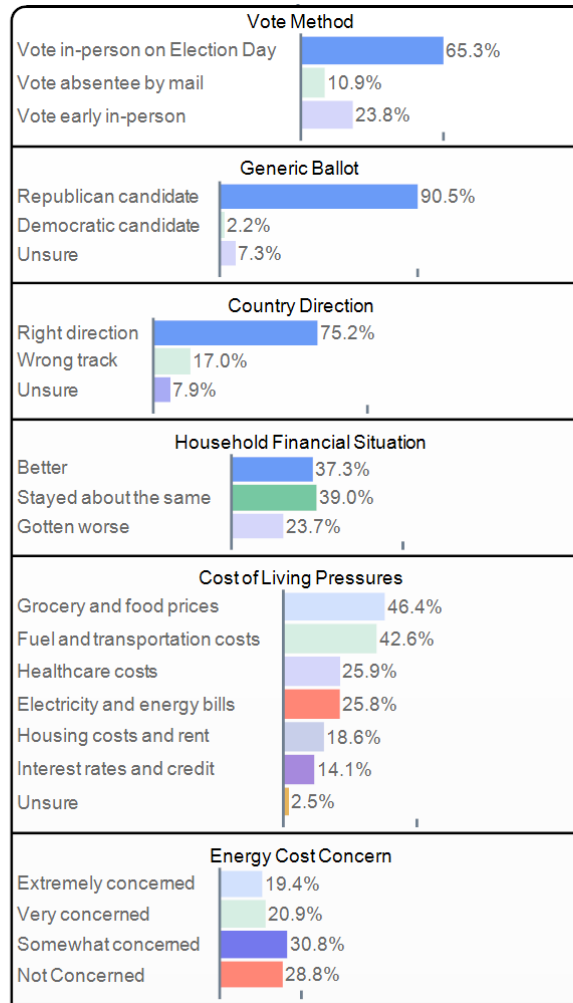
Segmentation Analysis:



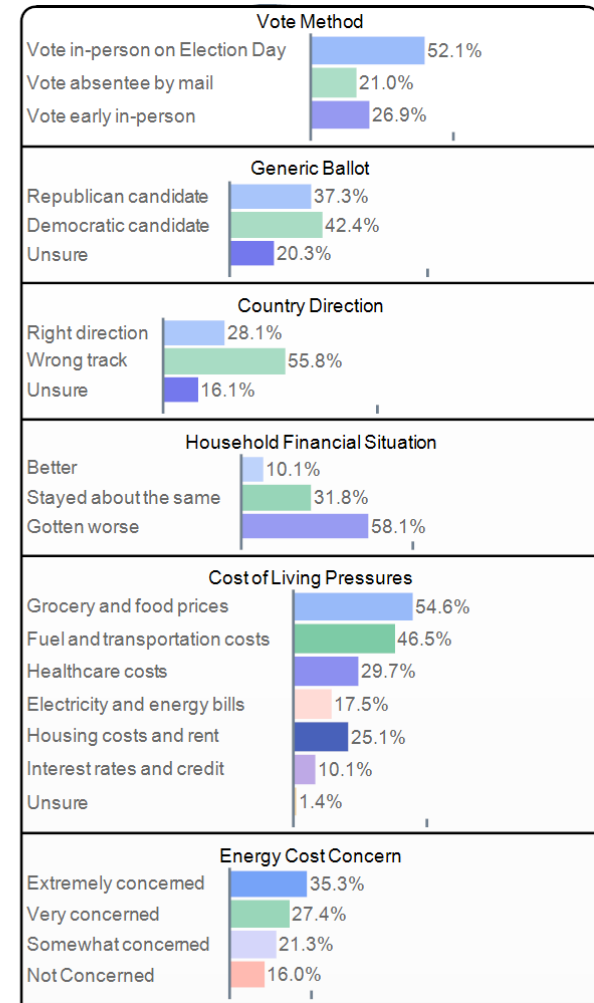
Dem Grid Expansion Support (47%)



GOP Grid Expansion Support (39%)



Grid Expansion Unsuers (14%)



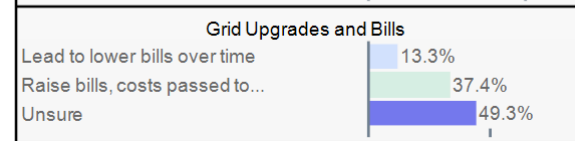
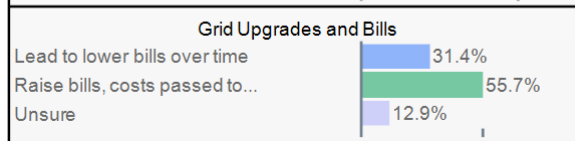
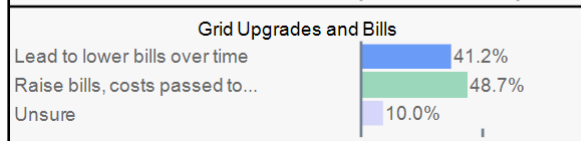
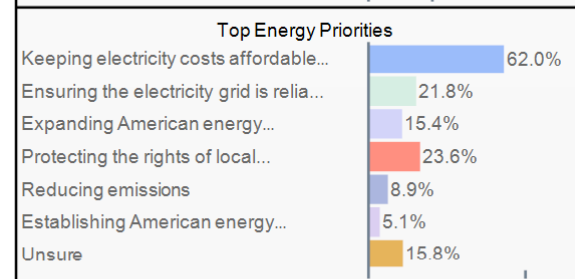
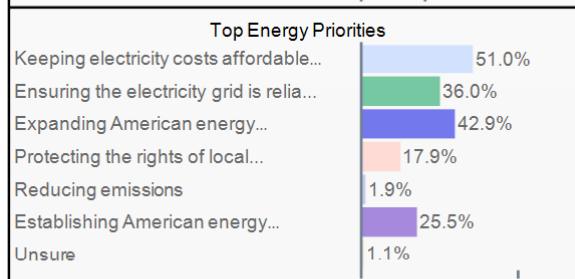
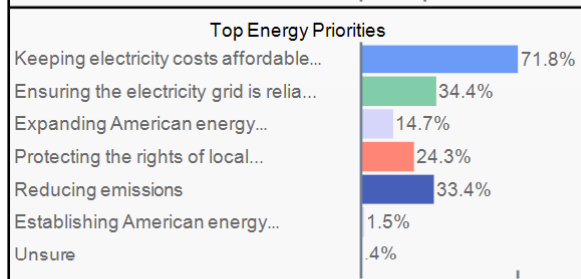
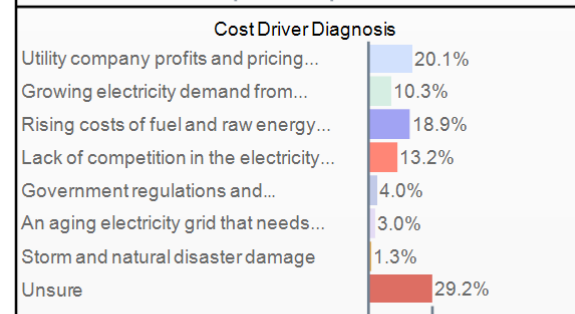
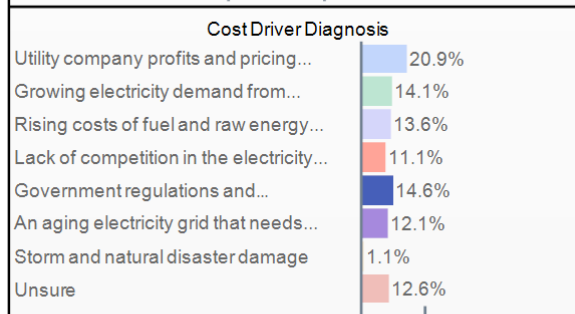
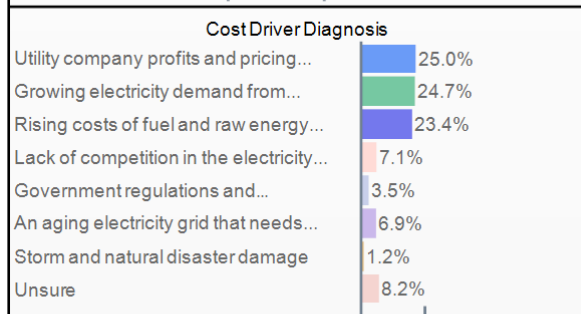
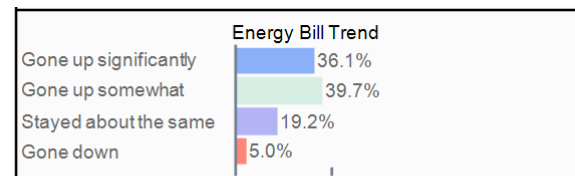
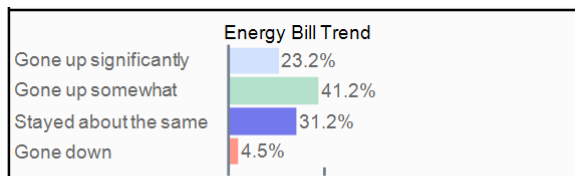
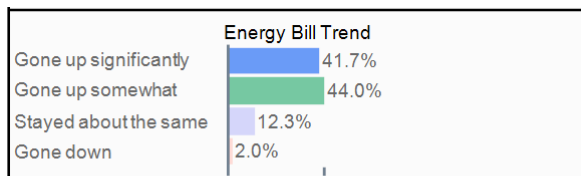
Segmentation Analysis:



Dem Grid Expansion Support (47%)

GOP Grid Expansion Support (39%)

Grid Expansion Unsuers (14%)



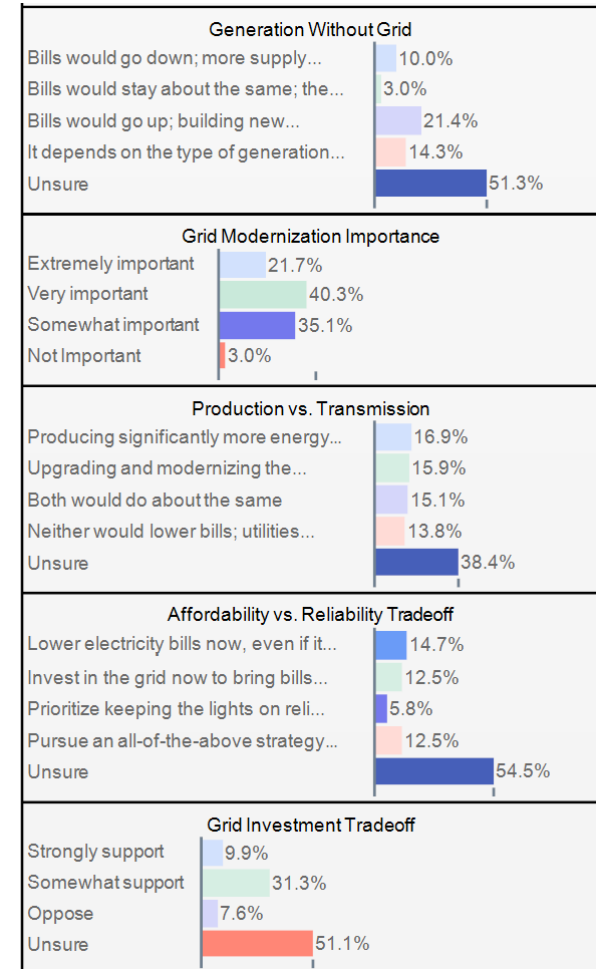
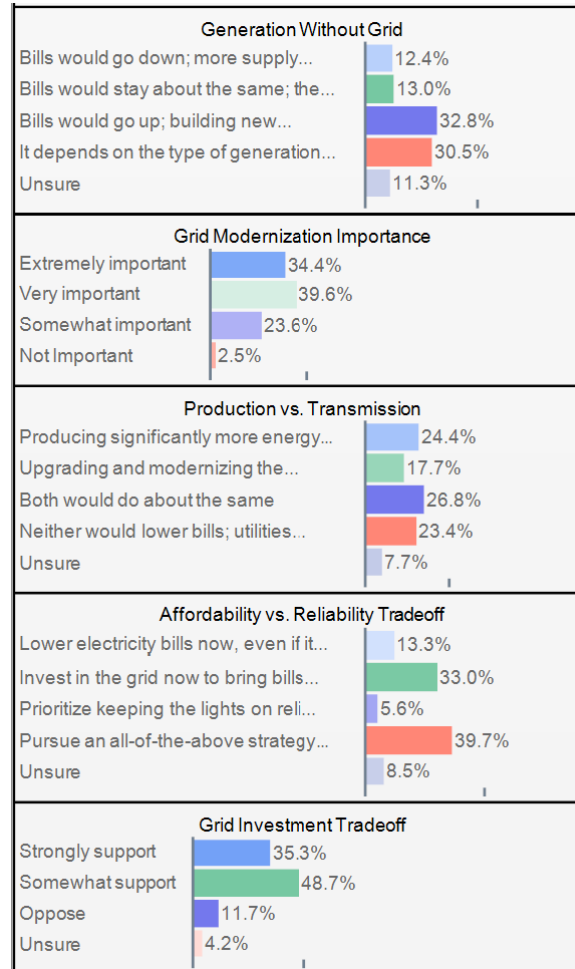
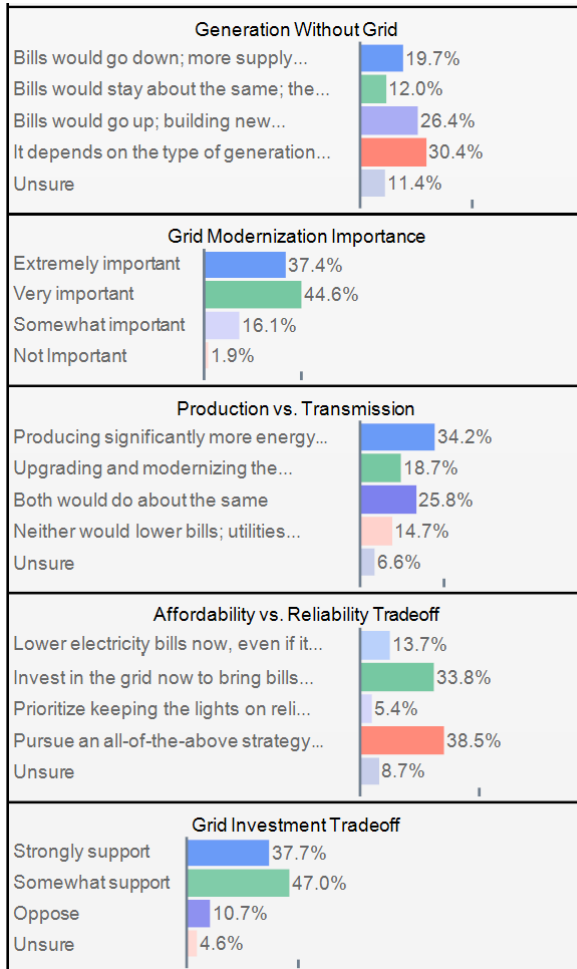
Segmentation Analysis:



Dem Grid Expansion Support (47%)

GOP Grid Expansion Support (39%)

Grid Expansion Unsuers (14%)



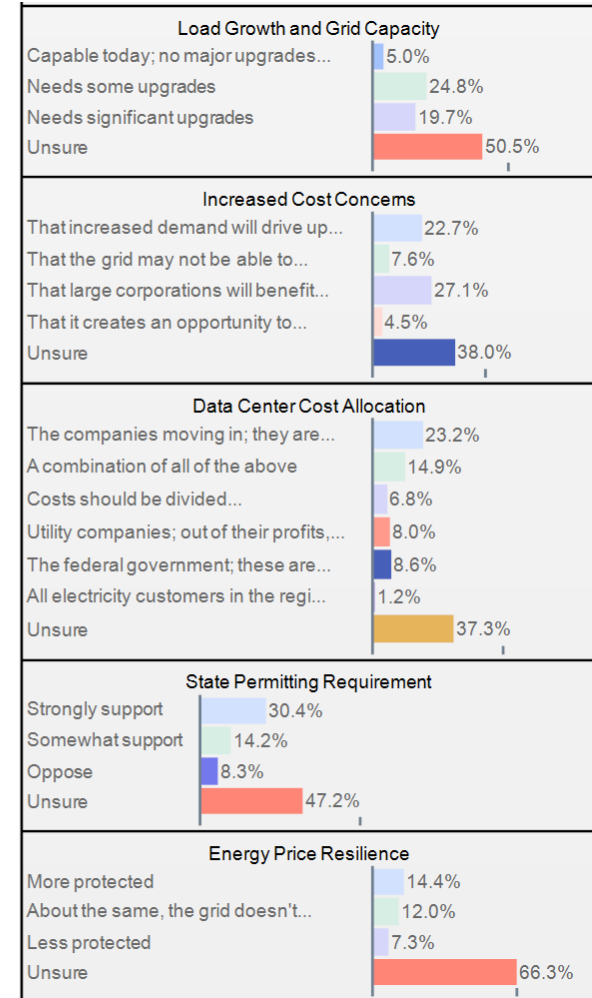
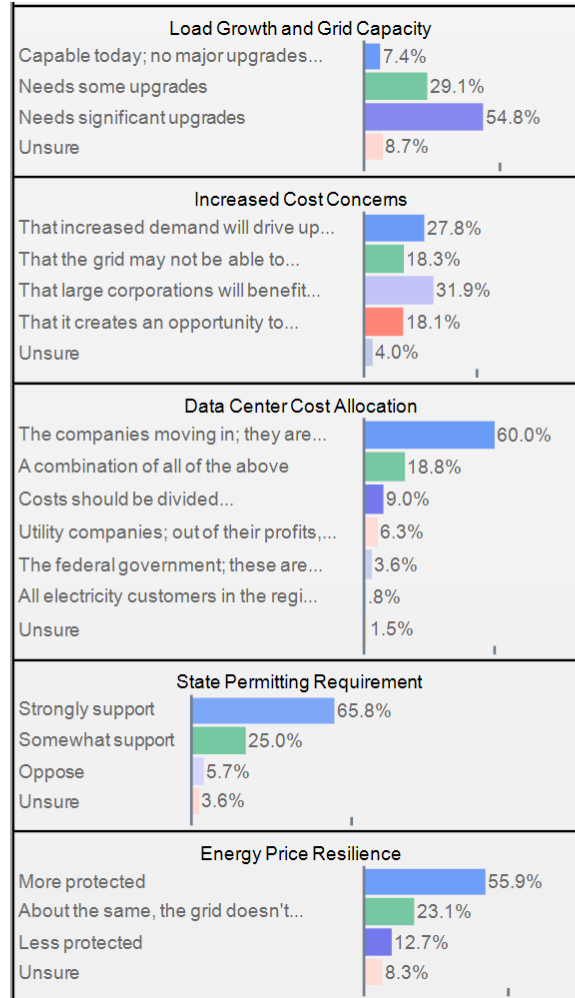
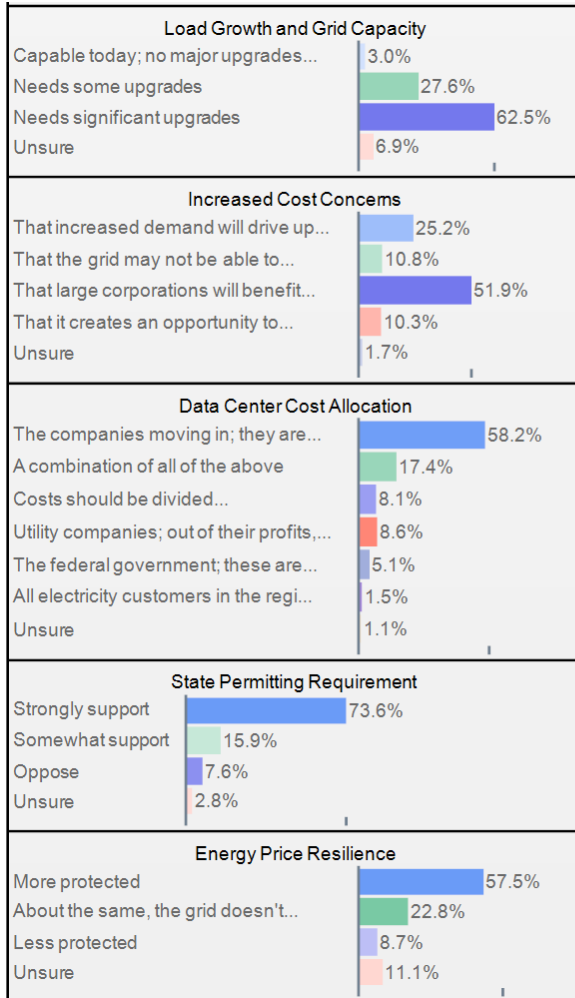
Segmentation Analysis:



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GOP Grid Expansion Support (39%)

Grid Expansion Unsuers (14%)



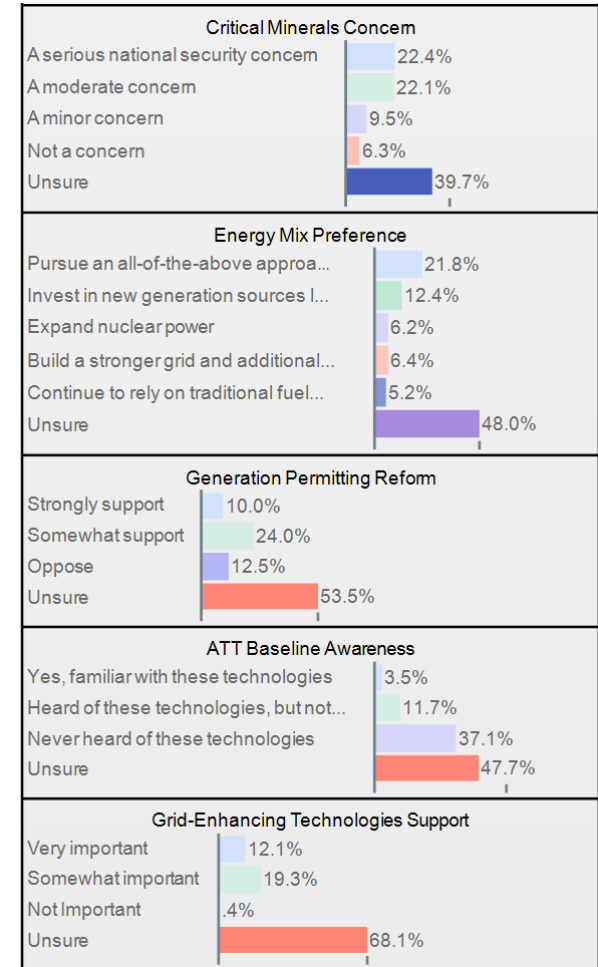
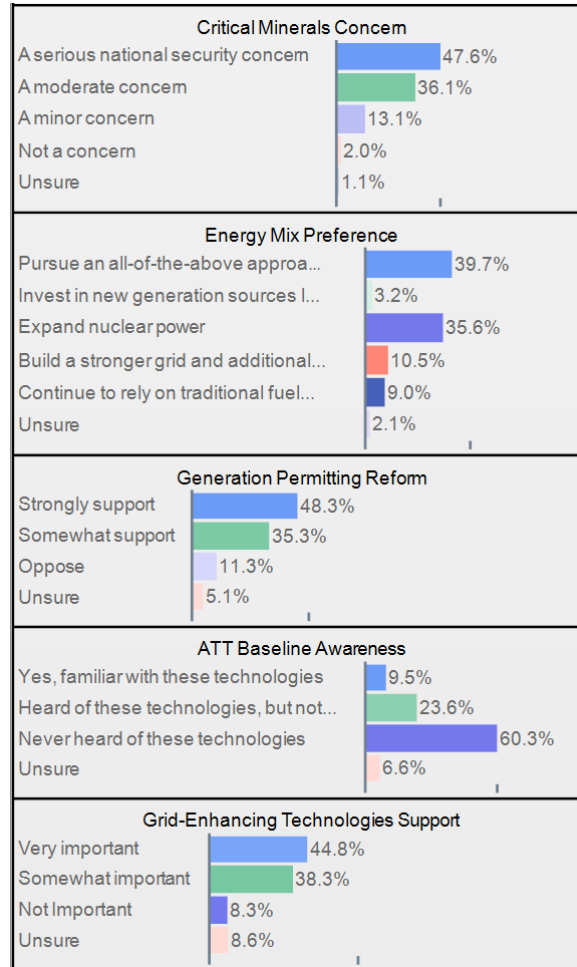
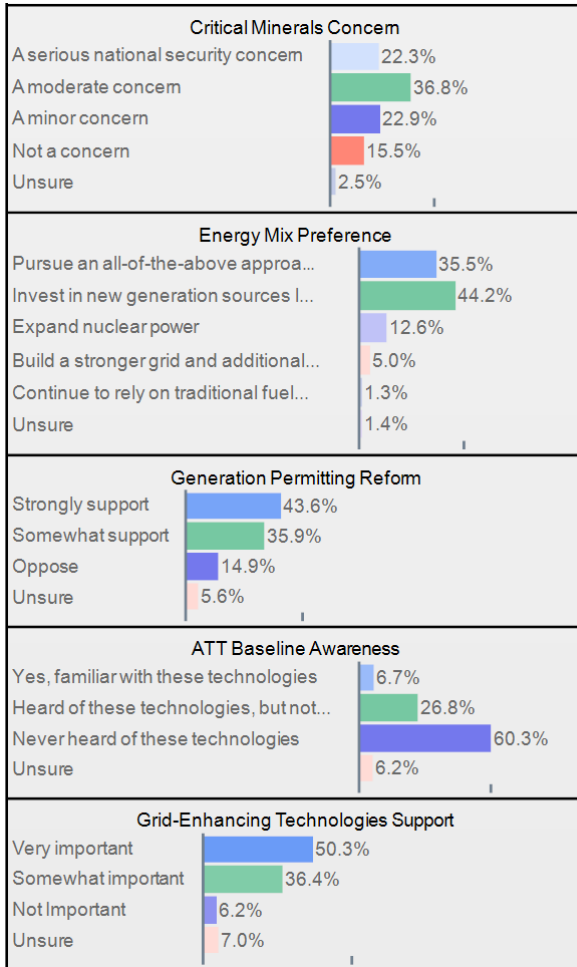
Segmentation Analysis:



Dem Grid Expansion Support (47%)

GOP Grid Expansion Support (39%)

Grid Expansion Unsuers (14%)



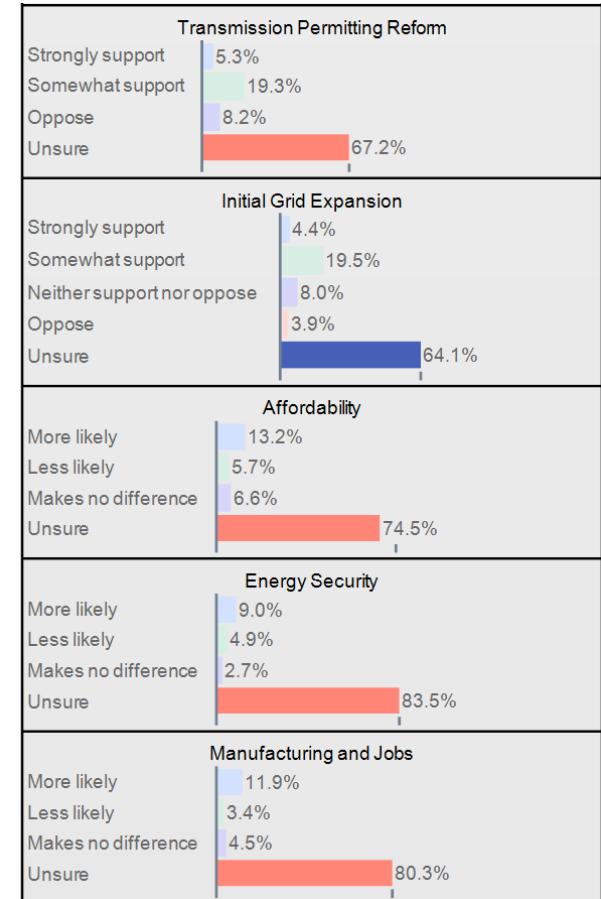
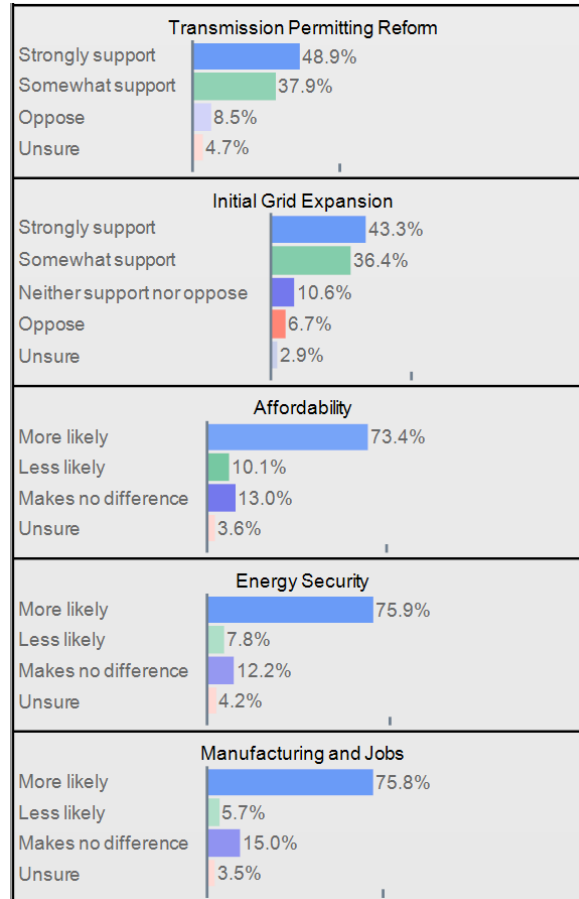
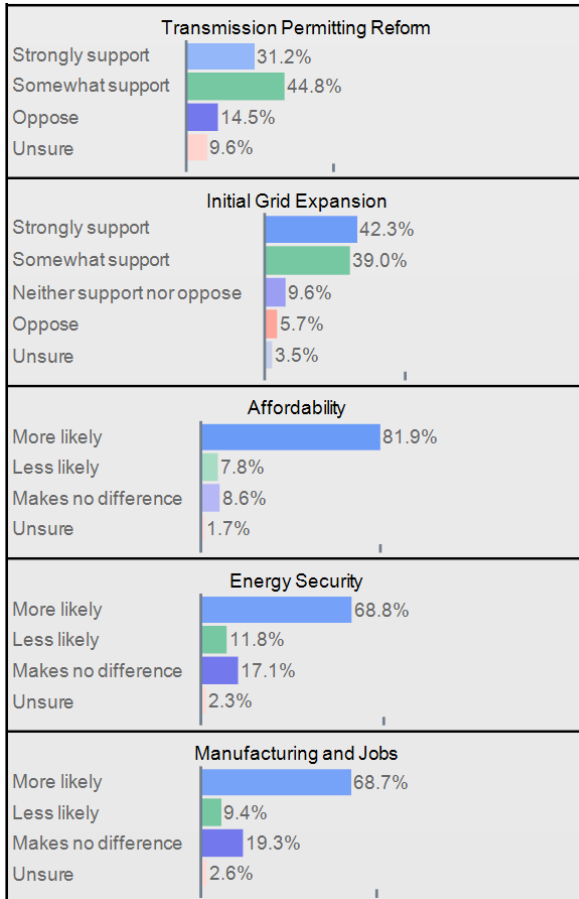
Segmentation Analysis:



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GOP Grid Expansion Support (39%)

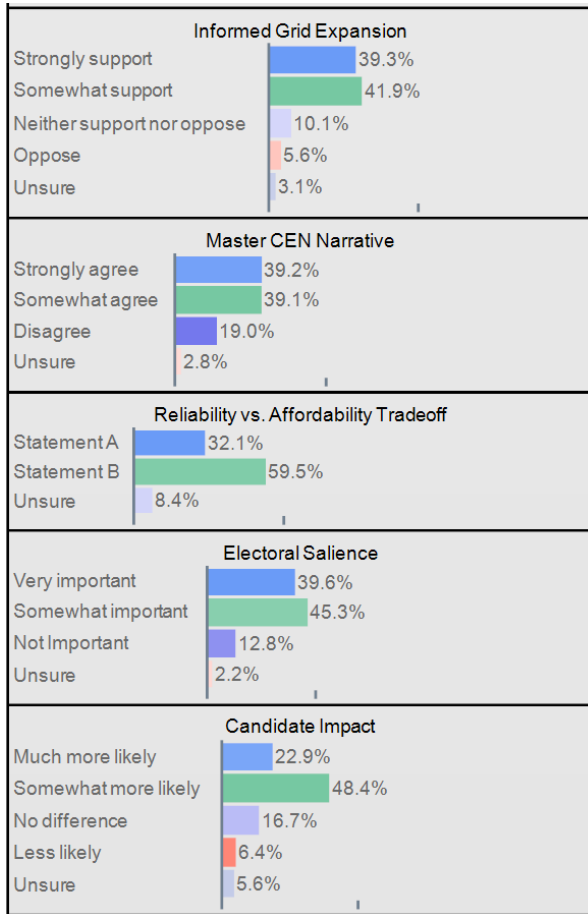
Grid Expansion Unsuers (14%)



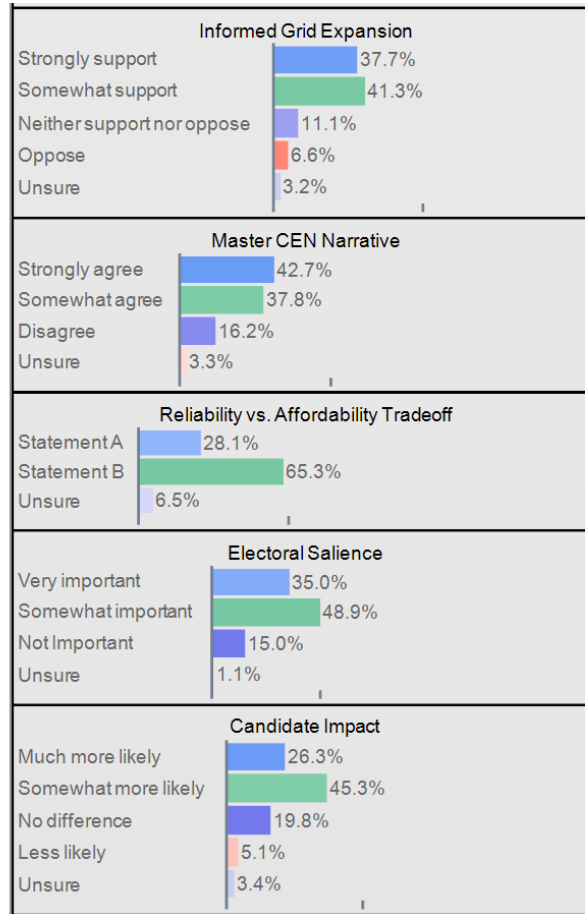
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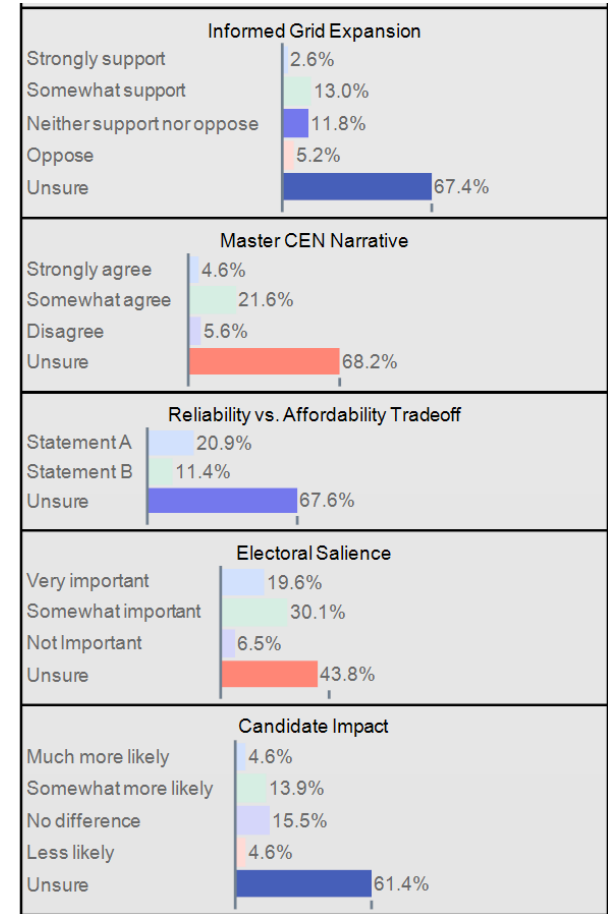
Dem Grid Expansion Support (47%)



GOP Grid Expansion Support (39%)



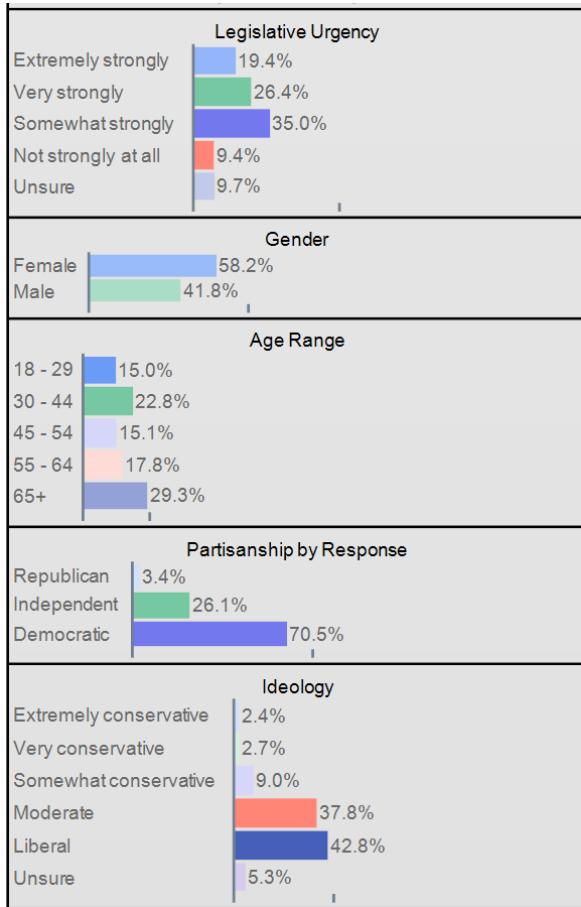
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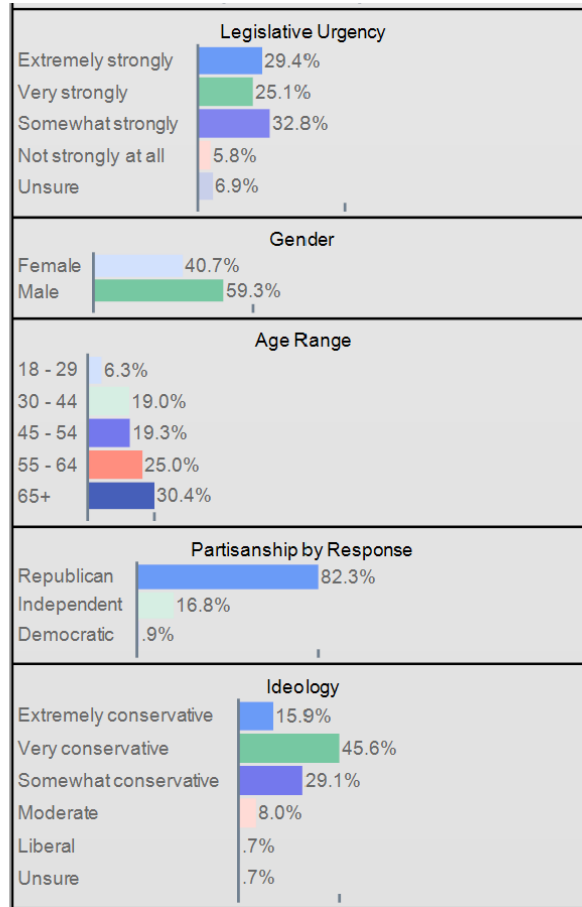
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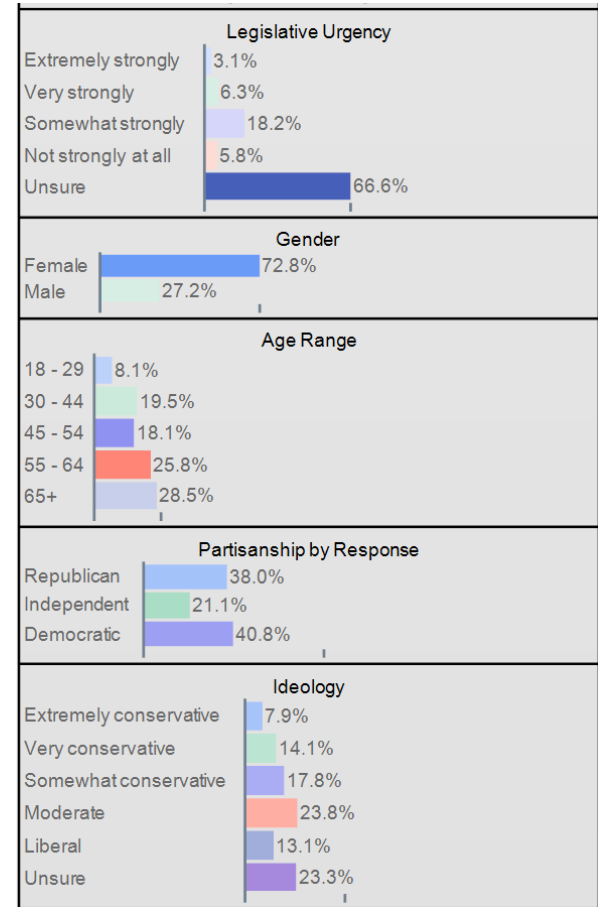
Dem Grid Expansion Support (47%)



GOP Grid Expansion Support (39%)



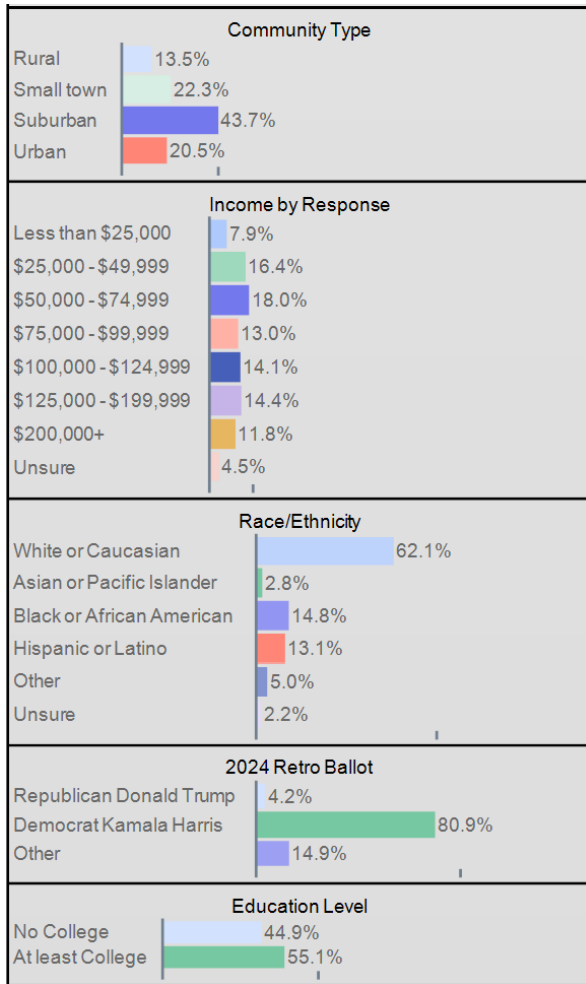
Grid Expansion Unsuers (14%)



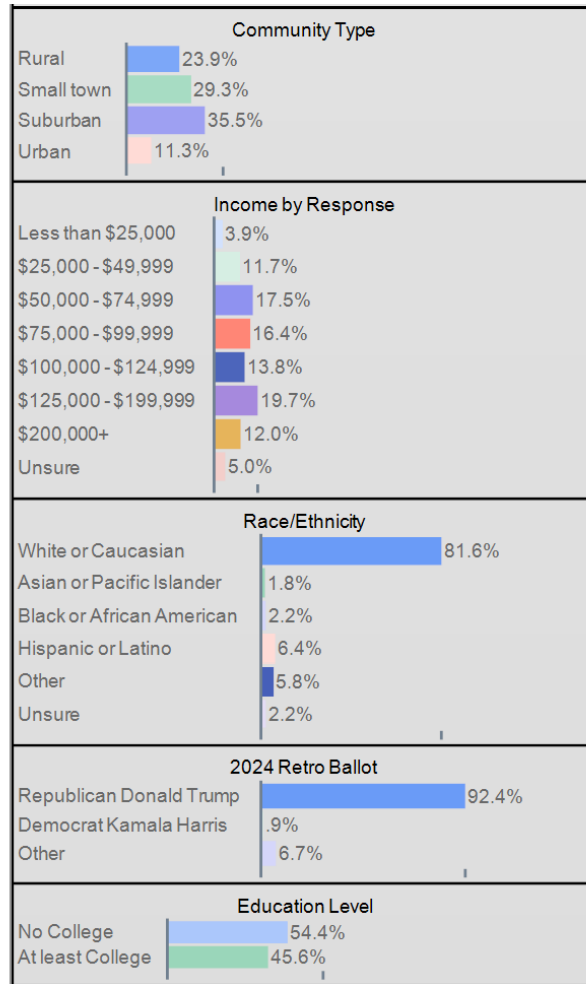
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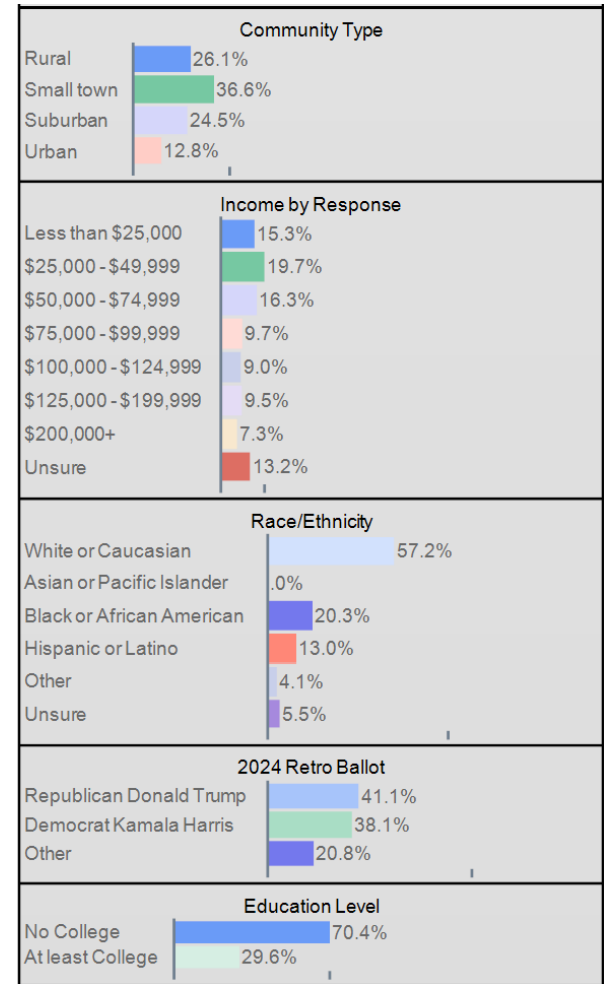
Dem Grid Expansion Support (47%)



GOP Grid Expansion Support (39%)



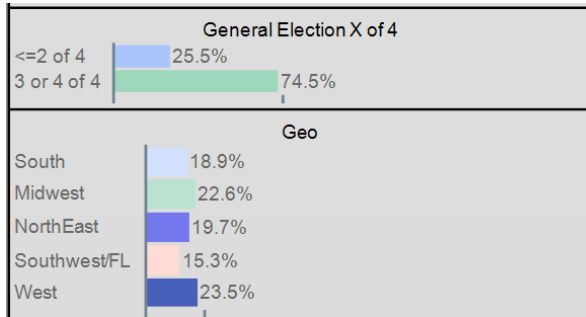
Grid Expansion Unsuers (14%)



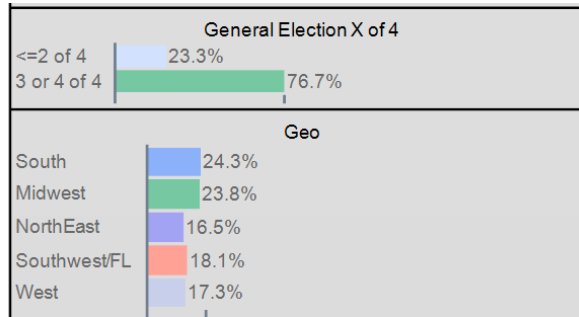
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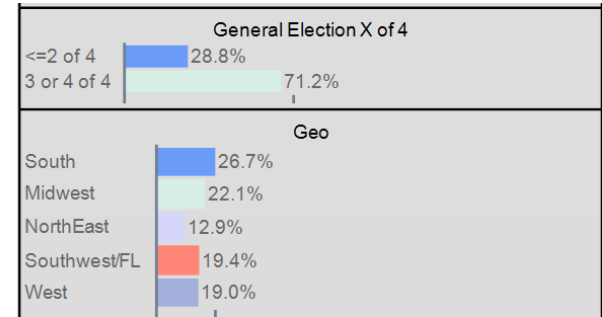
Dem Grid Expansion Support (47%)



GOP Grid Expansion Support (39%)



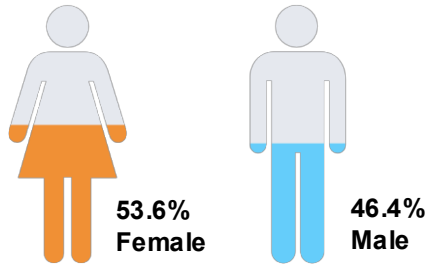
Grid Expansion Unsuers (14%)



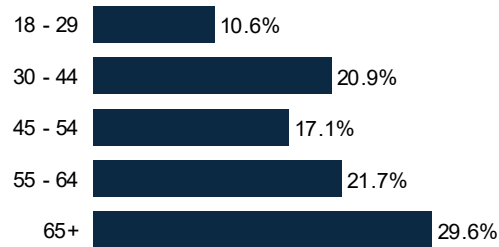
Demographics



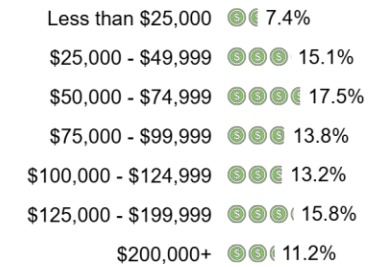
Sex



Age Range



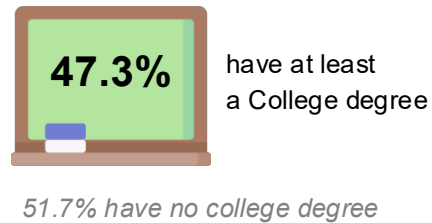
Household Income



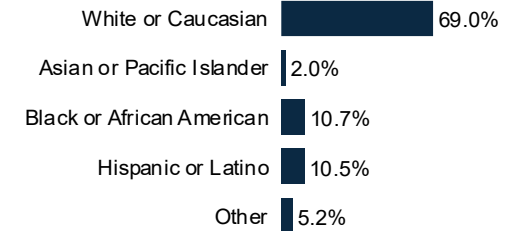
Geo



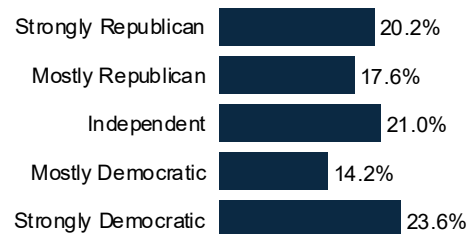
Education



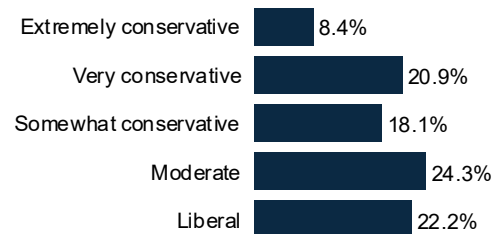
Race/Ethnicity



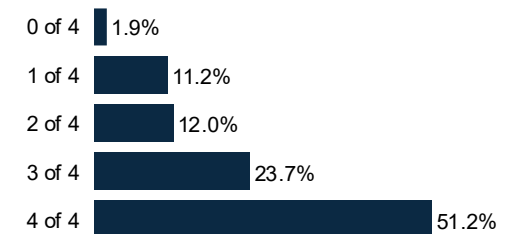
Partisanship



Ideology



General Election X of 4



Sample size: 1500