

NEW JERSEY ENERGY ISSUE POLL

Overview

New Jersey voters who identify as moderate, somewhat conservative or somewhat liberal are in the dark about New Jersey's energy policies and the implications it has on their households. At the start of the poll, energy ranked as a second-tier issue for most swing voters, with just 7.3% calling it their "top issue" this election. But once voters were informed of the real-world costs of the state's policies—including a 20% utility rate hike, a \$1.4 trillion price tag for renewables, and the 2035 gas car ban—support dropped and concern spiked:

- The percentage ranking energy among their top 3 issues **jumped 18.6 points**, from 45.1% to 63.7%.
 - What's especially notable is the **spread**—that is, the difference between those ranking energy high versus low in priority. It moves from a slightly negative **-5.3%** to a strongly positive **+30.2%**, for a **net lift of 35.5 points**.
- Support for the 2035 mandate dropped by **10 full points**.
 - The spread on issue importance (top 3 issues) sees a **net lift of 23.4 points**.
- After learning about the implications of the policy, a majority (**52%**) said the rate increase made them less supportive of state energy policy.

The New Jersey Statewide Survey was conducted by Wick Insights using online panel interviews from May 24–28 among a sample of 600 likely 2025 voters who identify as moderate, somewhat conservative or somewhat liberal.

Polling Questions

When considering who to vote for in your state elections, how important is a candidate's stance on energy policy?

Overall: **IMPORTANT 85%**

Women: **IMPORTANT 83%**

Generally speaking, how concerned are you about energy costs?

Overall: **CONCERNED 85%**

Women: **CONCERNED 85%**

Generally speaking, how concerned are you about energy reliability?

Overall: **CONCERNED 80%**

Women: **CONCERNED 81%**

In February 2023, Governor Phil Murphy signed an executive order to mandate that renewables provide 100% of the state's electricity by 2035. Prior to this survey, were you aware of this?"

Overall: **NO 54%**

Women: **NO 61%**

Governor Murphy has signed several executive orders in regards to energy policy including to mandate that renewables provide 100% of the state's electricity by 2035. To what extent do you support or oppose this policy?

Overall: **SUPPORT 51%**

Women: **SUPPORT 46%**

Overall: **OPPOSE 20%**

Women: **OPPOSE 18%**

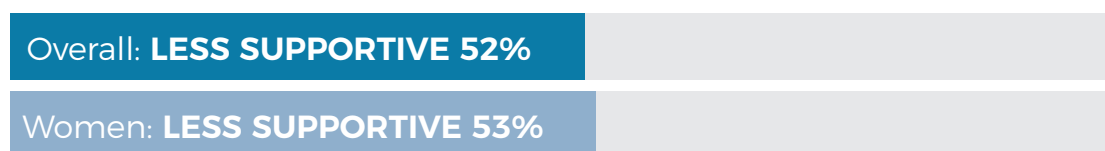
How much have you heard, if anything, about the expected 20% increase in New Jersey utility bills?



The state's transition to relying exclusively on renewable energy sources is expected to cost the state \$1.4 trillion? Prior to this survey, were you aware of this?"



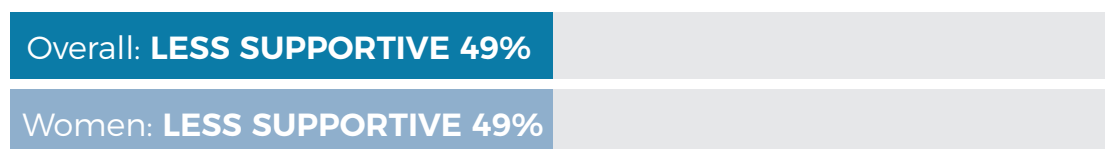
Does understanding that the average utility bill in NJ will be 20% more expensive make you more or less supportive of the state's energy policy?



New Jersey is moving toward banning the sale of new gas-powered cars by 2035, even though fewer than 3% of vehicles on the road today are electric. Prior to this survey, were you aware of this?



Does this information make you more or less supportive of the state's energy policy?



According to The New York Times, New Jersey now has climate policies that are more aggressive than California's. How concerned are you to hear this?



Source: Wick Insights - n600, May 24-28