



Memorandum: New Jersey Energy Survey Results

TO: Interested Parties
FROM: Natural Allies for a Clean Energy Future
RE: Survey Results
DATE: June 4, 2025

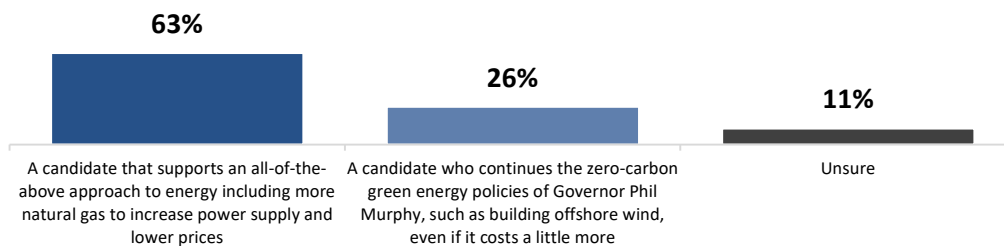
The following memorandum is based on a survey of 500 registered voters residing in the state of New Jersey. MAD Global Strategy, a bipartisan public strategy firm, conducted this text-to-web survey on May 14-18, as part of a larger 8-state regional survey (n=4,000) in the Northeastern United States on energy related issues. The margin of error for these specific results in New Jersey is +/- 4.38%. A demographic breakdown of the New Jersey sample is included with this memo.

Our survey findings show that New Jersey residents are very concerned with their financial well-being, and this correlates with their opinions on energy usage, policy, and resources:

- 82% of New Jerseyans are concerned with their current economic situation.
- 80% feel that their electric bills are too high.
- When it comes to energy consumption, the most important concerns to New Jersey residents are affordability (84%); reliability (66%); and climate change (40%) (combined first and second priorities)

Insight: In the current economic climate, climate change is not the top priority of New Jersey households. Affordability and reliability are.

- Against the backdrop of the gubernatorial election this year, New Jerseyans are more supportive of a political candidate who wants to include natural gas as an energy resource in order to increase power supply and reduce cost, as opposed to continuing Governor Murphy's zero-carbon policies:



- Additionally, only 50% of Democrats support the Governor's policy, and is unpopular among both swing voters and key parts of the Democratic coalition:

<i>Do you support...</i>	TOTAL	Dem Men	Unaff/ Ind	Working Class	Middle Class	Black	Hispanic	Approve Murphy	Disappr. Murphy
A candidate who continues the zero-carbon green energy policies of Governor Phil Murphy, such as building offshore wind, even if it costs a little more	26%	45%	18%	26%	28%	24%	19%	50%	4%
A candidate that supports an all-of-the-above approach to energy including more natural gas to increase power supply and lower prices	63%	48%	69%	63%	61%	60%	72%	36%	88%

- **An overwhelming majority of New Jersey voters do not believe the state should move away from natural gas;** they believe that businesses and consumers should be able to choose what works best for them. This includes large segments of Democratic constituencies, as the table below shows.

<i>Which comes closer to your own opinion...</i>	TOTAL	Dems	Seniors	Working Class	Middle Class	Black	Hispanic
We need to move away from natural gas and require electric-only buildings and homes.	16%	29%	10%	15%	19%	20%	12%
Residents, businesses, and consumers should be able to choose what works best for them	72%	49%	74%	70%	70%	69%	76%

- **Governor Murphy holds a 44% job approval rating currently,** while 45% of voters disapprove of his job. A majority (51%) of those who approve of the Governor believe that residents and businesses have the right to choose what's best. A strong majority (92%) of those who disapprove of the Governor's job agree.

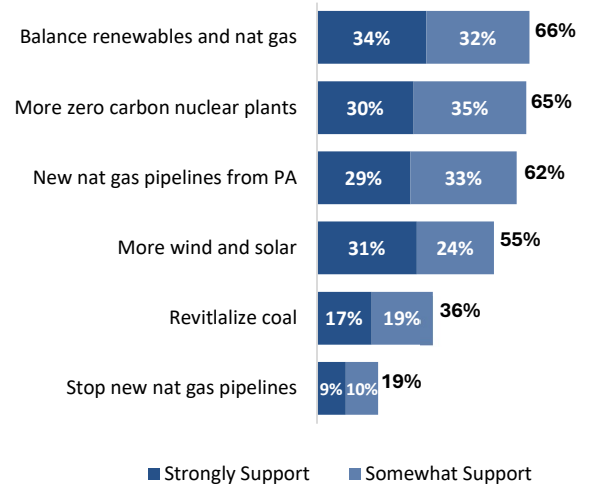
<i>Which comes closer to your own opinion...</i>	Approve Murphy	Disapprove Murphy
We need to move away from natural gas and require electric-only buildings and homes.	29%	4%
Residents, businesses, and consumers should be able to choose what works best for them	51%	92%

- When offered a list of various proposals to meet the supply-and-demand challenges for electricity in the Garden State, New Jersey residents support a balanced approach of building more renewables, but balancing that with more natural gas, which would serve to reduce carbon emissions but also – importantly – address affordability.

Percentage of New Jerseyans Who Support Each Proposal (With Full Message Key)

MESSAGE KEY

- Balance renewables and nat gas...** Building more renewables like wind and solar, but balance that with more natural gas as a foundation, to help reduce carbon emissions without sacrificing reliability and affordability.
- More zero carbon nuclear plants...** Constructing more zero-carbon nuclear power plants in your state, which might take up to 10 years or more to build.
- New nat gas pipelines from PA...** Building new underground pipelines to transport natural gas to your state from Pennsylvania, to be used for home heating and electricity, even if it is not zero-carbon.
- More wind and solar...** Building more wind and solar to provide zero-carbon energy, even though they are weather dependent and may not be available 24/7 to meet grid needs.
- Revitalize coal...** Revitalizing American coal to help stabilize our power grid with inexpensive and available energy, even if it emits more carbon emissions than other energy sources.
- Stop new nat gas pipelines...** Stopping the construction of new natural gas pipelines, even if it means consuming higher-emitting fuel oil to produce electricity or purchase natural gas shipments from foreign countries at a higher cost.



- When asked about a recent Progressive Policy Institute study on the cost of any energy transition upon low-income families, 67% wanted state elected officials to focus on policies that reduce cost burdens on low-income communities, compared to 11% who support advancing a zero-carbon future even if it means higher costs on those who can least afford it.

<i>A recent study of New England by a Democratic aligned think tank, the Progressive Policy Institute, found low-income communities were most at risk in an energy transition without natural gas due to higher prices. Thinking about your own state's elected officials, do you believe they should:</i>	TOTAL	Dems	Unaff/ Ind	Working Class	Middle Class	Black	Hispanic	Approve Murphy	Disappr. Murphy
Focus on policies that reduce cost burdens on low-income communities	67%	59%	69%	72%	62%	59%	76%	53%	79%
Advance zero-carbon future even if it means higher costs for those who can least afford it	11%	17%	11%	10%	12%	3%	11%	20%	4%

- Among New Jerseyans, voters are most positive on solar and natural gas, with nuclear and offshore wind more popular than not, though wind is more polarized among the political parties. Fuel oil and coal are unpopular.

<i>Now you will read a very short list of resources that may be used to generate heat, power, or electricity. Please indicate your feelings toward each individual resource...</i>	Positive	Negative
Solar	66%	13%
Natural gas	60%	11%
Nuclear	47%	23%
Offshore Wind	44%	35%
Fuel Oil	35%	37%
Coal	22%	52%

Other Findings

- Switching to electric heat pumps is a nonstarter - 71% percent of New Jerseyans do not plan on purchasing a heat pump. Among Democrats in New Jersey, 57% have no plans to purchase one. Among residents who approve of the Governor, 60% have no plan to purchase an electric heat pump.
- A majority (62%) say that their elected officials have done a fair or poor job on energy prices and reliability. Only 25% say they've done a good or excellent job. Among Unaffiliated New Jersey voters, 16% say that leaders have done a good or excellent job, while 69% say they've done a fair or poor job.

New Jersey Survey Key Demographics

Party

Republican	25%
Democrat	37%
Unaffiliated	38%

Media Market

New York	75%
Philadelphia	25%

Education

No College Degree	51%
College +	48%

Self ID'd Class

Working Class	31%
Middle Class	40%
Upper/Up Middle	25%

Gender

Men	47%
Women	53%

Age

18-45	37%
46-65	36%
66+	27%

Race/Ethnicity

White	62%
Black	9%
Latino	14%
All Other	15%

2024 Recalled Presidential Vote

Donald Trump	44%
Kamala Harris	50%