

YouGov/ EnergyTag Survey Results

Sample Size: 1292 adults in the US
Fieldwork: 3rd - 4th September 2026

Weighted Sample
Unweighted Sample

	Vote in 2024		Gender		Age			Age 2				Race				Education			
Total	Kamala Harris	Donald Trump	Male	Female	18-34	35-54	55+	18-24	25-49	50-64	65+	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad
1292	403	402	623	669	337	424	531	137	536	344	275	816	162	201	114	505	358	274	155
1292	449	403	585	707	321	418	553	128	515	386	263	849	182	142	119	476	399	262	155
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about Artificial Intelligence (AI) data centers and how they are powered, how concerned would you be, if at all, if more of each of the following types of power plants were built to power data centers?

Power plants using non-renewable energy sources (e.g., coal, natural gas, etc.)

Very concerned	42	63	28	41	44	39	37	48	42	37	43	51	43	38	41	46	37	41	52	45
Fairly concerned	23	21	22	23	23	28	24	19	29	24	24	16	21	27	28	24	22	23	22	27
TOTAL CONCERNED	65	84	50	64	67	67	61	67	71	61	67	67	64	65	69	70	59	64	74	72
Not very concerned	14	7	21	16	13	17	17	11	13	19	12	10	16	14	14	6	14	17	12	15
Not at all concerned	10	3	21	14	6	6	10	12	4	9	9	13	12	7	5	7	12	9	7	10
TOTAL NOT CONCERNED	24	10	42	30	19	23	27	23	17	28	21	23	28	21	19	13	26	26	19	25
Don't know	10	6	8	7	14	9	12	10	11	10	11	10	8	14	12	16	16	10	6	2

Power plants using renewable energy sources (e.g., solar, wind power, etc.)

Very concerned	21	22	20	22	19	22	18	21	25	19	20	21	19	20	30	16	22	21	17	21
Fairly concerned	20	23	22	19	21	20	18	22	22	18	20	24	20	23	15	27	17	20	24	23
TOTAL CONCERNED	41	45	42	41	40	42	36	43	47	37	40	45	39	43	45	43	39	41	41	44
Not very concerned	28	28	27	27	28	27	31	25	26	30	27	25	29	27	26	20	24	29	30	32
Not at all concerned	20	20	22	26	15	20	19	21	14	21	20	20	22	16	15	23	19	19	22	22
TOTAL NOT CONCERNED	48	48	49	53	43	47	50	46	40	51	47	45	51	43	41	43	43	48	52	54
Don't know	12	7	9	7	16	11	14	11	12	12	12	10	10	14	15	14	17	12	7	2

You previously said you would be concerned if more power plants using non-renewable energy sources were built to power data centers. Which, if any, of the following best describes your reasons for being concerned? Please select up to two options.

[To those who said they are concerned about using non-renewable energy sources. N=866]

Impact on household electricity bills	43	42	50	43	43	34	41	51	31	39	46	53	44	42	44	37	44	44	40	48
Environmental/carbon impact	43	52	31	44	42	54	40	38	61	43	40	37	45	38	35	49	40	42	50	42
High levels of water consumption	42	48	36	38	45	35	39	48	35	36	47	50	43	32	43	40	37	45	42	46
Air pollution	27	28	24	31	24	39	33	17	39	36	23	12	25	27	35	28	29	24	31	23
Power shortages	24	18	33	23	25	19	27	24	14	26	22	26	24	28	20	25	21	26	22	27
Other	3	3	2	3	3	2	2	4	0	3	3	5	3	4	0	6	2	5	4	0
Don't know	3	2	3	3	3	3	3	3	3	3	2	3	2	5	3	1	5	2	1	0

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Sample Size: 1292 adults in the US
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		Region				Ideology						Ideology 2		
	Total	Northeast	Midwest	South	West	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure	Liberal (total)	Moderate	Conservative (total)
Weighted Sample	1292	223	269	491	309	115	209	373	256	128	142	324	373	384
Unweighted Sample	1292	250	249	510	283	123	230	374	247	130	120	353	374	377
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about Artificial Intelligence (AI) data centers and how they are powered, how concerned would you be, if at all, if more of each of the following types of power plants were built to power data centers?

Power plants using non-renewable energy sources (e.g., coal, natural gas, etc.)

Very concerned	42	38	45	40	47	73	63	43	29	27	28	67	43	28
Fairly concerned	23	24	19	27	20	17	21	27	29	11	21	20	27	23
TOTAL CONCERNED	65	62	64	67	67	90	84	70	58	38	49	87	70	51
Not very concerned	14	19	15	12	15	7	10	15	20	14	15	9	15	18
Not at all concerned	10	11	10	10	8	2	1	5	14	40	6	2	5	23
TOTAL NOT CONCERNED	24	30	25	22	23	9	11	20	34	54	21	11	20	41
Don't know	10	8	11	12	9	1	5	11	9	8	30	3	11	8

Power plants using renewable energy sources (e.g., solar, wind power, etc.)

Very concerned	21	19	21	20	22	24	23	19	20	28	16	23	19	22
Fairly concerned	20	21	18	22	19	18	21	24	21	11	16	20	24	18
TOTAL CONCERNED	41	40	39	42	41	42	44	43	41	39	32	43	43	40
Not very concerned	28	27	28	27	28	34	29	27	28	22	20	31	27	26
Not at all concerned	20	22	21	18	20	21	21	18	22	31	12	21	18	25
TOTAL NOT CONCERNED	48	49	49	45	48	55	50	45	50	53	32	52	45	51
Don't know	12	10	11	13	10	3	5	12	9	8	35	5	12	8

You previously said you would be concerned if more power plants using non-renewable energy sources were built to power data centers. Which, if any, of the following best describes your reasons for being concerned? Please select up to two options.

[To those who said they are concerned about using non-renewable energy sources. N=866]

Impact on household electricity bills	43	40	54	44	36	34	40	44	54	48	40	38	44	52
Environmental/carbon impact	43	42	39	45	44	59	55	38	37	19	34	56	38	33
High levels of water consumption	42	41	37	38	52	52	47	47	30	42	32	49	47	33
Air pollution	27	31	25	26	30	32	29	23	23	24	36	30	23	24
Power shortages	24	19	29	26	19	14	20	26	27	39	22	18	26	30
Other	3	4	2	3	4	3	2	3	4	6	3	2	3	5
Don't know	3	5	3	2	1	1	0	3	4	3	8	1	3	4

Sample Size: 1292 adults in the US
Fieldwork: 3rd - 4th September 2026

Weighted Sample		Vote in 2024		Gender		Age			Age 2				Race				Education			
	Total	Kamala Harris	Donald Trump	Male	Female	18-34	35-54	55+	18-24	25-49	50-64	65+	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Gr
	1292	403	402	623	669	337	424	531	137	536	344	275	816	162	201	114	505	358	274	155
	1292	449	403	585	707	321	418	553	128	515	386	263	849	182	142	119	476	399	262	155
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Unweighted Sample																				

Thinking about Artificial Intelligence (AI) data centers and how they are powered, to what extent would you support or oppose each of the following being built in your county?

AI data centers powered by renewable energy

Strongly support	13	10	16	19	9	18	15	9	14	17	11	9	12	12	16	19	15	11	12	15
Tend to support	21	21	24	25	16	22	19	21	20	20	22	19	20	22	21	19	18	19	23	25
TOTAL SUPPORT	34	31	40	44	25	40	34	30	34	37	33	28	32	34	37	38	33	30	35	40
Neither support nor oppose	24	21	23	24	24	24	25	23	23	26	22	24	23	27	31	14	25	26	19	26
Tend to oppose	12	17	10	10	13	11	12	12	12	11	11	13	14	8	4	10	9	11	17	14
Strongly oppose	20	23	20	15	23	16	17	24	20	16	21	25	20	15	17	24	18	21	22	17
TOTAL OPPOSE	32	40	30	25	36	27	29	36	32	27	32	38	34	23	21	34	27	32	39	31
Don't know	11	9	7	7	15	9	12	11	11	10	13	10	9	16	12	14	15	12	6	3

AI data centers powered by non-renewable energy

Strongly support	6	3	9	8	3	7	8	3	10	7	3	4	5	7	10	3	7	4	4	7
Tend to support	10	4	16	12	7	14	9	8	11	12	8	7	9	11	11	8	8	10	10	13
TOTAL SUPPORT	16	7	25	20	10	21	17	11	21	19	11	11	14	18	21	11	15	14	14	20
Neither support nor oppose	21	12	26	20	21	22	24	17	19	24	19	17	19	29	27	10	24	21	14	20
Tend to oppose	14	13	16	16	12	15	14	14	11	16	14	13	15	12	11	17	14	12	19	15
Strongly oppose	39	61	26	36	42	33	34	48	39	31	43	51	43	28	30	47	32	41	49	42
TOTAL OPPOSE	53	74	42	52	54	48	48	62	50	47	57	64	58	40	41	64	46	53	68	57
Don't know	10	7	7	7	14	9	12	10	11	10	13	9	9	13	12	14	15	12	4	3

Assuming a data center was going to be built in your county, would you be more or less supportive if it was powered entirely by renewable energy?

Much more supportive	14	13	15	18	11	17	15	12	11	18	13	11	13	12	19	15	15	13	15	14
Somewhat more supportive	23	28	21	24	22	22	24	23	25	21	23	25	25	16	20	23	17	22	29	36
TOTAL SUPPORTIVE	37	41	36	42	33	39	39	35	36	39	36	36	38	28	39	38	32	35	44	50
No difference – I am and still would be supportive	12	6	18	15	9	17	11	10	21	13	8	11	12	17	13	6	12	14	10	13
No difference – I am and still would be opposed	26	32	24	23	30	26	25	28	26	25	27	28	29	23	19	26	25	26	32	19
Somewhat more opposed	3	4	2	3	3	2	3	3	2	3	2	4	3	5	3	1	3	2	3	3
Much more opposed	7	6	8	7	7	4	4	10	4	4	11	7	6	6	7	11	7	8	4	8
TOTAL OPPOSED	10	10	10	10	10	6	7	13	6	7	13	11	9	11	10	12	10	10	7	11
Don't know	15	10	11	11	19	11	18	15	10	16	16	14	12	21	19	19	21	15	7	8

Generally speaking, do you think data centers in your county are likely to increase, decrease, or have no real effect on household electricity bills in your surrounding area?

Likely to increase a lot	36	50	28	36	35	32	32	41	33	30	44	38	38	29	27	44	29	37	42	43
Likely to increase a little	25	23	30	27	23	31	24	23	27	29	20	24	25	27	29	18	23	25	29	25
TOTAL INCREASE	61	73	58	63	58	63	56	64	60	59	64	62	63	56	56	62	52	62	71	68
Likely to decrease a little	4	3	5	4	4	7	3	2	6	5	3	2	4	4	5	4	4	4	3	5
Likely to decrease a lot	3	1	2	3	2	4	2	2	7	2	2	2	2	5	3	1	4	2	2	1
TOTAL DECREASE	7	4	7	7	6	11	5	4	13	7	5	4	6	9	8	5	8	6	5	6
No real effect	9	6	13	11	7	5	11	9	5	10	6	12	9	9	9	8	10	10	8	5
Don't know	24	18	21	18	29	21	27	23	21	24	25	22	22	26	28	26	30	22	16	21

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Weighted Sample		Region				Ideology						Ideology 2		
	Total	Northeast	Midwest	South	West	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure	Liberal (total)	Moderate	Conservative (total)
	1292	223	269	491	309	115	209	373	256	128	142	324	373	384
	1292	250	249	510	283	123	230	374	247	130	120	353	374	377
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Unweighted Sample														

Thinking about Artificial Intelligence (AI) data centers and how they are powered, to what extent would you support or oppose each of the following being built in your county?

AI data centers powered by renewable energy

Strongly support	13	15	11	12	16	9	16	12	14	24	5	14	12	17
Tend to support	21	22	18	23	18	15	24	21	26	15	11	21	21	22
TOTAL SUPPORT	34	37	29	35	34	24	40	33	40	39	16	35	33	39
Neither support nor oppose	24	22	25	23	26	21	19	27	21	22	33	20	27	21
Tend to oppose	12	12	13	11	11	17	16	11	11	13	3	16	11	12
Strongly oppose	20	18	23	18	21	34	18	19	19	17	20	24	19	19
TOTAL OPPOSE	32	30	36	29	32	51	34	30	30	30	23	40	30	31
Don't know	11	12	11	12	7	3	7	11	9	9	28	5	11	9

AI data centers powered by non-renewable energy

Strongly support	6	7	3	6	7	8	4	5	5	17	0	6	5	9
Tend to support	10	11	7	10	10	6	5	9	15	16	2	5	9	15
TOTAL SUPPORT	16	18	10	16	17	14	9	14	20	33	2	11	14	24
Neither support nor oppose	21	19	20	22	20	8	11	22	25	25	30	10	22	25
Tend to oppose	14	15	14	15	13	8	21	13	19	10	8	16	13	16
Strongly oppose	39	37	44	35	44	68	54	40	30	23	30	59	40	27
TOTAL OPPOSE	53	52	58	50	57	76	75	53	49	33	38	75	53	43
Don't know	10	10	12	12	7	1	5	11	6	9	29	4	11	7

Assuming a data center was going to be built in your county, would you be more or less supportive if it was powered entirely by renewable energy?

Much more supportive	14	13	16	14	16	16	17	14	14	15	7	17	14	14
Somewhat more supportive	23	26	16	24	25	28	29	26	26	9	8	29	26	21
TOTAL SUPPORTIVE	37	39	32	38	41	44	46	40	40	24	15	46	40	35
No difference – I am and still would be supportive	12	15	14	10	12	3	9	13	14	24	7	7	13	17
No difference – I am and still would be opposed	26	25	29	26	25	37	29	27	25	25	19	32	27	25
Somewhat more opposed	3	2	1	4	3	3	2	4	2	3	4	2	4	2
Much more opposed	7	4	9	7	7	7	5	5	6	10	13	5	5	7
TOTAL OPPOSED	10	6	10	11	10	10	7	9	8	13	17	7	9	9
Don't know	15	15	15	15	14	7	8	12	12	15	41	8	12	13

Generally speaking, do you think data centers in your county are likely to increase, decrease, or have no real effect on household electricity bills in your surrounding area?

Likely to increase a lot	36	37	40	33	35	67	41	35	28	32	20	50	35	29
Likely to increase a little	25	24	24	27	25	17	30	27	31	22	16	25	27	28
TOTAL INCREASE	61	61	64	60	60	84	71	62	59	54	36	75	62	57
Likely to decrease a little	4	4	3	5	5	1	3	5	5	2	4	2	5	4
Likely to decrease a lot	3	4	3	2	2	0	1	3	4	3	4	1	3	3
TOTAL DECREASE	7	8	6	7	7	1	4	8	9	5	8	3	8	7
No real effect	9	8	8	9	9	6	5	10	9	17	8	5	10	12
Don't know	24	23	22	25	24	9	20	21	23	24	49	16	21	23

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	1292	403	402	623	669	337	424	531	137	536	344	275	816	162	201	114	505	358	274	155	
	Unweighted Sample	1292	449	403	585	707	321	418	553	128	515	386	263	849	182	142	119	476	399	262	155
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What impact, if any, do you think data centers powered by renewable energy (e.g., solar, wind, etc.) compared to non-renewable energy sources (e.g., coal, natural gas, etc.) have on household electricity bills in your surrounding area?
Data centers powered by renewable energy would make household electricity bills in my surrounding area?

Much cheaper than non-renewable energy would	10	10	9	11	10	14	11	7	14	13	8	7	9	17	14	10	11	10	9	12
A little cheaper than non-renewable energy would	17	21	14	17	18	28	16	12	35	19	12	11	17	12	23	15	16	17	21	15
TOTAL CHEAPER	27	31	23	28	28	42	27	19	49	32	20	18	26	29	37	25	27	27	30	27
A little more expensive than non-renewable energy would	12	11	15	15	10	13	13	12	11	14	11	12	11	17	12	12	10	13	15	16
Much more expensive than non-renewable energy would	10	10	10	12	9	7	8	13	5	9	13	12	10	9	14	10	11	9	10	11
TOTAL EXPENSIVE	22	21	25	27	19	20	21	25	16	23	24	24	21	26	26	22	21	22	25	27
There is no real difference	19	19	24	21	16	14	18	22	15	16	19	25	21	16	6	25	17	18	20	22
Don't know	31	28	29	24	38	23	34	34	20	30	36	33	32	29	31	27	35	33	26	24

When a technology company says a data center is going to be powered entirely by renewable electricity, which of the following best reflects your view?

Definitely believe it	7	6	9	10	5	13	7	3	7	11	4	4	6	7	12	8	8	4	10	5
Probably believe it	23	20	24	25	22	30	24	18	32	26	19	18	21	26	30	22	21	24	24	27
TOTAL BELIEVE IT	30	26	33	35	27	43	31	21	39	37	23	22	27	33	42	30	29	28	34	32
Probably don't believe it	29	34	31	30	28	25	24	36	27	23	35	34	33	25	20	24	28	28	33	28
Definitely don't believe it	22	25	23	22	23	16	22	27	18	20	25	27	25	14	17	25	18	27	23	24
TOTAL DON'T BELIEVE IT	51	59	54	52	51	41	46	63	45	43	60	61	58	39	37	49	46	55	56	52
Don't know	18	14	14	13	23	16	23	16	15	20	17	17	15	27	21	21	25	16	10	15

When a company advertises that its facilities or products are powered by '100% renewable electricity', which of the following statements comes closest to what you expect this means?

The company uses electricity generated from renewable sources (e.g., wind, solar, etc.) at the exact hours it operates (or uses previously stored clean energy from batteries)	30	33	27	32	28	38	31	24	38	33	26	24	29	36	27	35	26	27	38	35
The company purchases enough renewable energy credits over the course of a year to match its total annual power use, even if it uses fossil-fuel power during certain hours (e.g., at night)	27	30	33	30	24	31	23	28	31	26	28	26	29	19	22	30	19	28	36	34
Neither	11	10	12	12	11	8	13	12	9	10	14	11	10	13	16	8	14	12	7	7
Don't know	32	27	28	26	37	24	32	36	21	30	32	39	31	32	36	26	40	33	19	25

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	1292	250	249	510	283	123	230	374	247	130	120	353	374	377
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What impact, if any, do you think data centers powered by renewable energy (e.g., solar, wind, etc.) compared to non-renewable energy sources (e.g., coal, natural gas, etc.) have on household electricity bills in your surrounding area?
Data centers powered by renewable energy would make household electricity bills in my surrounding area?

Much cheaper than non-renewable energy would	10	9	9	11	11	15	14	8	10	9	9	15	8	10
A little cheaper than non-renewable energy would	17	18	16	17	19	21	22	17	17	14	9	22	17	16
TOTAL CHEAPER	27	27	25	28	30	36	36	25	27	23	18	37	25	26
A little more expensive than non-renewable energy would	12	14	12	13	10	10	14	15	15	7	8	12	15	12
Much more expensive than non-renewable energy would	10	10	10	10	12	4	9	12	11	10	12	7	12	10
TOTAL EXPENSIVE	22	24	22	23	22	14	23	27	26	17	20	19	27	22
There is no real difference	19	20	18	19	18	26	12	19	16	27	19	17	19	20
Don't know	31	30	34	31	30	23	29	30	32	33	44	27	30	32

When a technology company says a data center is going to be powered entirely by renewable electricity, which of the following best reflects your view?

Definitely believe it	7	6	6	6	10	11	9	4	7	13	4	10	4	9
Probably believe it	23	25	17	25	24	15	27	23	29	17	16	22	23	25
TOTAL BELIEVE IT	30	31	23	31	34	26	36	27	36	30	20	32	27	34
Probably don't believe it	29	33	28	30	25	29	32	34	30	23	17	31	34	28
Definitely don't believe it	22	17	27	19	27	31	23	21	19	31	21	26	21	23
TOTAL DON'T BELIEVE IT	51	50	55	49	52	60	55	55	49	54	38	57	55	51
Don't know	18	18	22	19	14	14	10	17	15	16	40	12	17	16

When a company advertises that its facilities or products are powered by '100% renewable electricity', which of the following statements comes closest to what you expect this means?

The company uses electricity generated from renewable sources (e.g., wind, solar, etc.) at the exact hours it operates (or uses previously stored clean energy from batteries)	30	30	26	33	30	37	38	31	27	28	16	38	31	27
The company purchases enough renewable energy credits over the course of a year to match its total annual power use, even if it uses fossil-fuel power during certain hours (e.g., at night)	27	23	29	26	29	38	26	27	32	30	8	30	27	32
Neither	11	14	9	11	12	9	7	14	10	8	18	8	14	10
Don't know	32	33	36	30	30	16	28	28	30	34	58	24	28	31

Sample Size: 1292 adults in the US
Fieldwork: 3rd - 4th September 2026

Weighted Sample		Vote in 2024		Gender		Age			Age 2				Race				Education				
	Total	Kamala Harris	Donald Trump	Male	Female	18-34	35-54	55+	18-24	25-49	50-64	65+	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	
	1292	403	402	623	669	337	424	531	137	536	344	275	816	162	201	114	505	358	274	155	
	Unweighted Sample	1292	449	403	585	707	321	418	553	128	515	386	263	849	182	142	119	476	399	262	155
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Companies can buy clean energy credits from wind or solar farms in a different region or country from where they actually use electricity, even if there isn't physical infrastructure connecting the two regions — for example, a company in upstate New York could buy clean energy credits from a solar farm in southern California. Should this count as using clean energy, or should it only count if the clean energy comes from the same local energy grid the company uses?

Should count regardless of location	14	12	16	15	14	21	16	8	25	18	10	9	12	23	16	13	16	11	16	14
Should only count if the clean energy comes from the same local grid	43	47	44	50	36	41	39	46	44	39	46	45	47	26	33	48	34	46	48	52
Both	12	12	11	11	13	13	14	10	9	14	12	9	10	19	17	7	12	14	13	6
Don't know	31	29	28	24	38	24	31	35	21	30	32	37	30	32	33	32	38	29	23	28

When should a company count as a clean energy user?

Only when their clean energy supply matches the hours they actually use electricity	45	51	48	52	39	45	42	48	50	42	47	46	49	30	37	56	38	48	51	51
When their clean energy averages out over the year (i.e., daytime solar covering nighttime usage)	22	20	23	21	22	28	22	18	25	24	19	19	20	31	26	16	22	20	25	20
Something else	6	5	6	6	5	7	7	4	7	6	6	4	5	5	9	3	6	6	4	8
Don't know	27	24	24	20	34	21	29	30	19	27	28	31	26	34	29	25	34	26	20	21

[The following questions were displayed in a randomized order per respondent]

Suppose a company advertises that it runs on 100% renewable energy. An independent review reveals that during periods of low wind or solar generation, it uses non-renewable energy instead. The company offsets this by buying renewable energy credits generated at other times over the year — for example, from a solar plant in the summer during the day to cover its winter nighttime energy use.

What impact, if any, would this have on your trust in this company?

Significantly decrease my trust in the company	22	26	24	24	19	20	13	29	21	16	24	30	25	17	12	24	17	24	21	31
Slightly decrease my trust in the company	19	21	17	22	17	23	19	18	27	19	17	19	21	15	15	22	16	20	24	20
TOTAL DECREASE	41	47	41	46	36	43	32	47	48	35	41	49	46	32	27	46	33	44	45	51
No impact on my trust in the company	25	23	31	27	23	20	29	25	19	25	28	24	25	30	19	25	26	24	24	25
Slightly increase my trust in the company	8	10	7	7	10	13	9	5	13	10	7	4	7	9	15	3	6	7	11	11
Significantly increase my trust in the company	3	2	4	3	2	4	3	1	3	4	1	2	2	2	3	5	2	2	4	1
TOTAL INCREASE	11	12	11	10	12	17	12	6	16	14	8	6	9	11	18	8	8	9	15	12
Don't know	24	18	17	17	29	20	27	23	16	26	24	21	20	27	35	21	32	22	16	12

Sample Size: 1292 adults in the US
Fieldwork: 3rd - 4th September 2026

		Region				Ideology						Ideology 2		
	Total	Northeast	Midwest	South	West	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure	Liberal (total)	Moderate	Conservative (total)
Weighted Sample	1292	223	269	491	309	115	209	373	256	128	142	324	373	384
Unweighted Sample	1292	250	249	510	283	123	230	374	247	130	120	353	374	377
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Companies can buy clean energy credits from wind or solar farms in a different region or country from where they actually use electricity, even if there isn't physical infrastructure connecting the two regions — for example, a company in upstate New York could buy clean energy credits from a solar farm in southern California. Should this count as using clean energy, or should it only count if the clean energy comes from the same local energy grid the company uses?

Should count regardless of location	14	15	12	15	15	12	13	13	16	18	11	12	13	16
Should only count if the clean energy comes from the same local grid	43	38	43	42	46	57	48	41	45	39	29	51	41	43
Both	12	15	8	14	11	7	11	16	11	12	11	10	16	11
Don't know	31	32	37	29	28	23	29	30	29	31	49	27	30	30

When should a company count as a clean energy user?

Only when their clean energy supply matches the hours they actually use electricity	45	40	43	45	50	61	47	45	47	47	22	52	45	47
When their clean energy averages out over the year (i.e., daytime solar covering nighttime usage)	22	24	20	21	24	19	24	25	22	13	21	22	25	19
Something else	6	8	5	5	5	5	4	5	9	7	5	4	5	8
Don't know	27	28	32	28	21	16	26	24	22	33	52	22	24	26

[The following questions were displayed in a randomized order per respondent]

Suppose a company advertises that it runs on 100% renewable energy. An independent review reveals that during periods of low wind or solar generation, it uses non-renewable energy instead. The company offsets this by buying renewable energy credits generated at other times over the year — for example, from a solar plant in the summer during the day to cover its winter nighttime energy use.

What impact, if any, would this have on your trust in this company?

Significantly decrease my trust in the company	22	18	22	22	24	34	24	18	22	24	15	27	18	23
Slightly decrease my trust in the company	19	19	15	20	22	22	24	21	20	14	9	23	21	18
TOTAL DECREASE	41	37	37	42	46	56	48	39	42	38	24	50	39	41
No impact on my trust in the company	25	28	26	23	24	18	20	27	30	32	17	19	27	30
Slightly increase my trust in the company	8	9	4	9	9	7	10	13	8	5	1	9	13	7
Significantly increase my trust in the company	3	2	4	2	2	3	3	1	2	5	3	3	1	3
TOTAL INCREASE	11	11	8	11	11	10	13	14	10	10	4	12	14	10
Don't know	24	23	29	23	20	16	19	21	18	20	56	18	21	18

Sample Size: 1292 adults in the US
Fieldwork: 3rd - 4th September 2026

Weighted Sample Unweighted Sample		Vote in 2024		Gender		Age			Age 2				Race				Education			
	Total	Kamala Harris	Donald Trump	Male	Female	18-34	35-54	55+	18-24	25-49	50-64	65+	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad
	1292	403	402	623	669	337	424	531	137	536	344	275	816	162	201	114	505	358	274	155
	1292	449	403	585	707	321	418	553	128	515	386	263	849	182	142	119	476	399	262	155
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Suppose a company publishes its energy consumption by showing the hours that its power came from renewable sources and the hours it came from non-renewable sources – the company offsets its non-renewable energy use by buying renewable energy credits generated at other times over the year, for example, from a solar plant in the summer during the day to cover its winter nighttime energy use.
What impact, if any, would this have on your trust in this company?

Significantly decrease my trust in the company	13	13	14	13	13	12	11	15	14	11	13	16	14	11	10	14	10	15	13	17
Slightly decrease my trust in the company	15	15	15	19	11	19	12	15	24	14	11	17	18	10	9	14	13	14	18	20
TOTAL DECREASE	28	28	29	32	24	31	23	30	38	25	24	33	32	21	19	28	23	29	31	37
No impact on my trust in the company	30	31	37	32	28	22	34	33	18	30	34	32	31	36	21	30	26	33	32	31
Slightly increase my trust in the company	13	17	10	14	13	19	11	11	16	15	12	10	11	12	22	15	13	10	16	13
Significantly increase my trust in the company	3	4	4	3	4	7	3	1	6	5	2	1	3	3	5	3	4	3	4	4
TOTAL INCREASE	16	21	14	17	17	26	14	12	22	20	14	11	14	15	27	18	17	13	20	17
Don't know	25	21	20	19	31	21	29	25	23	25	28	24	23	27	32	24	34	24	17	13

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

Sample Size: 1292 adults in the US
Fieldwork: 3rd - 4th September 2026

Weighted Sample Unweighted Sample		Region				Ideology					Ideology 2			
	Total	Northeast	Midwest	South	West	Very liberal	Liberal	Moderate	Conservati ve	Very conservativ e	Not sure	Liberal (total)	Moderate	Conservati ve (total)
	1292	223	269	491	309	115	209	373	256	128	142	324	373	384
	1292	250	249	510	283	123	230	374	247	130	120	353	374	377
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Suppose a company publishes its energy consumption by showing the hours that its power came from renewable sources and the hours it came from non-renewable sources – the company offsets its non-renewable energy use by buying renewable energy credits generated at other times over the year, for example, from a solar plant in the summer during the day to cover its winter nighttime energy use.

What impact, if any, would this have on your trust in this company?

Significantly decrease my trust in the company	13	11	14	12	15	13	14	12	13	16	12	13	12	14
Slightly decrease my trust in the company	15	12	16	17	13	22	16	13	16	16	10	18	13	16
TOTAL DECREASE	28	23	30	29	28	35	30	25	29	32	22	31	25	30
No impact on my trust in the company	30	31	33	28	31	26	27	36	35	34	15	27	36	34
Slightly increase my trust in the company	13	17	6	14	15	16	17	14	13	9	8	17	14	11
Significantly increase my trust in the company	3	4	2	4	4	6	5	3	3	3	1	6	3	3
TOTAL INCREASE	16	21	8	18	19	22	22	17	16	12	9	23	17	14
Don't know	25	25	30	25	22	17	20	21	21	22	53	19	21	22

**Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*