

## M E M O

DATE: MARCH 18, 2024  
FROM: BRIAN PHILLIPS  
TO: INTERESTED PARTIES  
RE: NUCLEAR POLICY POLLING

---

WPA Intelligence conducted a survey for the Texas Public Policy Foundation to assess the opinions of Texas likely voters toward nuclear energy. The poll was conducted March 2 – 6 and has a MoE of +/-3.5%.

### **A Majority Supports Nuclear Energy**

A slight majority of Texans (55%) support the use of nuclear energy as a part of Texas' electricity grid, while nearly a third (30%) do not. More than a third of Texans (36%) say they strongly support nuclear energy.

Conservatives and men are among the strongest supporters at 63% and 71% in favor, respectively. Liberals and women are among the biggest opponents at 41% and 36% against, respectively.

### **Voters Oppose Reactors Near Their Home**

Texans are more apprehensive about a nuclear reactor being built near their home. A majority (52%) say they would oppose the construction of a nuclear power plant in their county, with 39% strongly against. Just over 4 in 10 Texans (43%) would support a plant in their county.

The split between men and women is significant. Three out of five men (60%) say they would support a reactor in their county, while a third (36%) say they are opposed. Meanwhile, two-thirds (66%) of women are opposed with only 27% in support.

Even among those who support nuclear energy generally, there is a significant gender split. Four out of five men (80%) who support nuclear energy are ok with a reactor in their county, while only 56% of those women are supportive.

### **Message Testing**

The survey tested positive and negative messages about nuclear energy:

- Positive messaging: Nuclear power is always on no matter the weather, causes no climate-impacting emissions, generates huge amounts of reliable power, and creates good jobs and skills here in Texas. We should build as much of it as possible.
- Negative messaging: Nuclear power is dangerous, with the ever-present risk of reactor accidents and a steady flow of dangerous nuclear waste that needs to be disposed of. We should focus on building any other form of power before building any nuclear reactors.

Overall, most Texans (53%) say the negative message comes closer to their opinion, while 39% opt for the positive message. Men and women are split, again. A majority (55%) of men said the positive message was closer to their opinion, while more than two-thirds (69%) of women said the negative messaging was closer.

Across ethnicities, whites barely favored the positive messaging 46% to 45%. Hispanics favored the negative messaging 62% to 33%, as did Blacks 75% to 19%.