



## TOPLINE & METHODOLOGY

### Three in four concerned their gas/electric utility bill will increase this year

Most billpayers feel utility costs will continue to increase, despite potential action from elected officials

**Washington, D.C., March 18, 2026**—A new PowerLines poll, conducted by Ipsos, finds that over two-thirds Americans that have an electric or gas utility bill say their bill has increased compared to a year ago. Even more, three in four, are concerned that these bills will increase this year.

The poll also finds that a majority of Americans admit they do not fully understand what drives the costs from their local utilities. Moreover, most *disagree* that their state government does a good job at protecting their interests when it comes to regulating local electrical or gas utilities and feel costs will continue to increase despite potential action from elected officials.

#### Detailed findings:

1. Concerns over continued increases to electricity and gas bills are widespread, as most Americans with a utility bill say their costs have increased compared to a year ago.

- Overall, 77% are concerned that their bills will increase this year.
- Those living in the Northeast (83%), Black (81%), and Hispanic bill payers (85%) are more concerned than their counterparts about increasing electricity and gas bills.
- A bare majority (52%) of all Americans say that increasing electricity and gas bills are a bad sign for the economy, while 45% believe they are neither a good nor bad sign for the economy. Just 1% say increasing bills are a good economic sign.
- When it comes to their utility bills, bill payers are most frustrated by price changes from month to month, and a lack of choice in their utility provider (39% each).

2. Most bill payers say they do not fully understand what drives the costs they are charged by local electric or gas utilities.

- Just 38% of Americans and bill payers agree that they understand what drives the costs they are charged, compared to 58% who disagree. Americans age 18-34 (62%), 35-49 (60%), 50-64 (58%) are more likely to disagree compared to those ages 65+ (51%).
- When asked what type of electricity or gas utility company services their home, 30% of bill payers don't know or do not have a guess. Younger bill payers (under 35) are less aware compared to other age groups.
- Three in ten (29%) bill payers say the most frustrating thing about their utility bills is the lack of transparency about costs.
- Just over half of Americans trust in non-profits that advocates for consumers (53%) to explain their utility bills, more so than their utility company (43%).





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3. While Americans want elected officials to do more to reduce utility costs, most feel costs will continue to increase no matter what their elected officials do.

- Three-quarters (76%) of Americans want their government officials to provide stronger oversight of utility companies. Just 29% feel their state does a good job protecting consumer interests when regulating local utilities, a decrease from 2025 (38%)
- A majority of Americans would support an elected official or political candidate who promises to lower their utility bill (79%) or seeks to change the entire system by which the utility companies are regulated (74%).
- However, nearly two in three Americans (64%) agree that utility bills will increase, no matter what their elected officials do.





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## PowerLines/Ipsos Utility Bills Survey

Conducted by Ipsos using KnowledgePanel®  
**A survey of the American general population (ages 18+)**  
 Interview dates: March 14<sup>th</sup>- 16<sup>th</sup>, 2026  
 Number of interviews: 2,045  
 Number of bill payer interviews: 1,912

Margin of error: +/- 2.2 percentage points at the 95% confidence level for all respondents  
 Margin of error: +/- 2.3 percentage points at the 95% confidence level for utility rate payer respondents

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: \* = less than 0.5%, - = no respondents, N/A = not applicable

### Annotated Questionnaire

Q1. Who is responsible for paying the electricity and gas utility bills each month in your household?

	Total (N=2,045)	Utility Rate Payers (N=1,912)
Myself (alone)	39%	42%
Myself and another household member	35%	37%
Another member of the household	19%	21%
I don't pay utilities	4%	-
Don't know	2%	-
Skipped	1%	-

Trending	Total 3/14-3/16, 2026 (N=2,045)	Total 4/28- 30,2025 (N=2,036)	Utility rate payer 3/14- 3/16, 2026 (N=1,912)	Utility rate payer 4/28- 30,2025 (N=1,944)
Myself (alone)	39%	42%	42%	44%
Myself and another household member	35%	32%	37%	33%
Another member of the household	19%	22%	21%	23%
I don't pay utilities	4%	4%	-	-
Don't know	2%	1%	-	-
Skipped	1%	*	-	-





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Q2\_Sum1. How familiar are you, if at all, with the following... Summary - Familiar

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
Your local electricity and/or gas utilities	72%	74%
The state or local regulatory agency that oversees your local electricity and/or gas utilities	42%	43%
How your utility companies make money	49%	51%

Trending	<b>Total 3/14-3/16, 2026 (N=2,045)</b>	<b>Total 4/28- 30,2025 (N=2,036)</b>	<b>Utility rate payer 3/14- 3/16, 2026 (N=1,912)</b>	<b>Utility rate payer 4/28- 30,2025 (N=1,944)</b>
Your local electricity and/or gas utilities*	72%	69%	74%	70%
The state or local regulatory agency that oversees your local electricity and/or gas utilities	42%	39%	43%	40%
How your utility companies make money	49%	N/A	51%	N/A

\*In March 2025, statement was worded as "your local power and/or gas utilities"

Q2\_1. How familiar are you, if at all, with the following... Your local electricity and/or gas utilities

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
Very familiar	26%	27%
Somewhat familiar	45%	47%
Not very familiar	18%	18%
Not at all familiar	9%	7%
Skipped	1%	0%
<b>Familiar (Net)</b>	<b>72%</b>	<b>74%</b>
<b>Not familiar (Net)</b>	<b>27%</b>	<b>25%</b>





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Q2\_1. How familiar are you, if at all, with the following... Your local electricity and/or gas utilities\*  
(continued)

Trending	Total 3/14-3/16, 2026 (N=2,045)	Total 4/28- 30,2025 (N=2,036)	Utility rate payer 3/14- 3/16, 2026 (N=1,912)	Utility rate payer 4/28- 30,2025 (N=1,944)
Very familiar	26%	26%	27%	26%
Somewhat familiar	45%	43%	47%	44%
Not very familiar	18%	19%	18%	19%
Not at all familiar	9%	11%	7%	10%
Skipped	1%	1%	0%	1%
<i>Familiar (Net)</i>	<i>72%</i>	<i>69%</i>	<i>74%</i>	<i>70%</i>
<i>Not familiar (Net)</i>	<i>27%</i>	<i>31%</i>	<i>25%</i>	<i>29%</i>

\*In March 2025, statement was worded as "your local power and/or gas utilities"

Q2\_2. How familiar are you, if at all, with the following... The state or local regulatory agency that oversees your local electricity and/or gas utilities

	Total (N=2,045)	Utility Rate Payers (N=1,912)
Very familiar	11%	11%
Somewhat familiar	31%	32%
Not very familiar	37%	38%
Not at all familiar	20%	19%
Skipped	1%	0%
<i>Familiar (Net)</i>	<i>42%</i>	<i>43%</i>
<i>Not familiar (Net)</i>	<i>57%</i>	<i>57%</i>

Trending	Total 3/14-3/16, 2026 (N=2,045)	Total 4/28- 30,2025 (N=2,036)	Utility rate payer 3/14- 3/16, 2026 (N=1,912)	Utility rate payer 4/28- 30,2025 (N=1,944)
Very familiar	11%	10%	11%	10%
Somewhat familiar	31%	30%	32%	31%
Not very familiar	37%	37%	38%	37%
Not at all familiar	20%	23%	19%	22%
Skipped	1%	1%	0%	*
<i>Familiar (Net)</i>	<i>42%</i>	<i>39%</i>	<i>43%</i>	<i>40%</i>
<i>Not familiar (Net)</i>	<i>57%</i>	<i>60%</i>	<i>57%</i>	<i>59%</i>





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Q2\_3. How familiar are you, if at all, with the following... How your utility companies make money

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
Very familiar	13%	14%
Somewhat familiar	36%	37%
Not very familiar	32%	33%
Not at all familiar	17%	16%
Skipped	1%	1%
<i>Familiar (Net)</i>	<i>49%</i>	<i>51%</i>
<i>Not familiar (Net)</i>	<i>50%</i>	<i>49%</i>

Q2\_4. How familiar are you, if at all, with the following... How your electricity and gas bills are determined

	<b>Utility Rate Payers (N=1,912)</b>
Very familiar	19%
Somewhat familiar	46%
Not very familiar	25%
Not at all familiar	9%
Skipped	0%
<i>Familiar (Net)</i>	<i>65%</i>
<i>Not familiar (Net)</i>	<i>35%</i>

Q3. To the best of your knowledge, is the electricity or gas utility company that services your home...

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
Private or investor-owned	28%	30%
Public or municipal	31%	32%
A Co-operative	13%	14%
Don't know	30%	28%
Skipped	1%	0%

Trending	<b>Total 3/14-3/16, 2026 (N=2,045)</b>	<b>Total 4/28- 30,2025 (N=2,036)</b>	<b>Utility rate payer 3/14- 3/16, 2026 (N=1,912)</b>	<b>Utility rate payer 4/28- 30,2025 (N=1,944)</b>
Private or investor-owned	28%	29%	30%	30%
Public or municipal	31%	30%	32%	31%
A Co-operative	13%	11%	14%	11%
Don't know	30%	33%	28%	31%
Skipped	1%	1%	0%	*





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Q4. Compared to a year ago, how has your electricity and/or gas utility bills changed, if at all?

	<b>Utility Rate Payers (N=1,912)</b>
Increased	68%
Stayed the same	28%
Decreased	3%
Skipped	1%

Trending	<b>Utility Rate Payers 3/14-3/16, 2026 (N=1,912)</b>	<b>Utility Rate Payers 4/28- 30,2025 (N=1,944)</b>
Increased	68%	64%
Stayed the same	28%	32%
Decreased	3%	3%
Skipped	1%	1%

Q5. How concerned are you, if at all, about your electricity and/or gas bill utility bills increasing this year?

	<b>Utility Rate Payers (N=1,912)</b>
Very concerned	36%
Somewhat concerned	42%
Not very concerned	18%
Not at all concerned	4%
Skipped	1%
<i>Concerned (Net)</i>	<i>77%</i>
<i>Not Concerned (Net)</i>	<i>22%</i>

	<b>Utility Rate Payers 3/14-3/16, 2026 (N=1,912)</b>	<b>Utility Rate Payers 4/28- 30,2025 (N=1,944)</b>
Very concerned	36%	31%
Somewhat concerned	42%	43%
Not very concerned	18%	20%
Not at all concerned	4%	6%
Skipped	1%	1%
<i>Concerned (Net)</i>	<i>77%</i>	<i>73%</i>
<i>Not Concerned (Net)</i>	<i>22%</i>	<i>26%</i>





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Q6\_1. How easy or difficult is it for you to budget for the following each month? Rent or mortgage

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
Very difficult	8%	8%
Somewhat difficult	16%	16%
Somewhat easy	27%	27%
Very easy	28%	29%
Don't know/Not applicable	21%	20%
Skipped	1%	0%
<i>Difficult (Net)</i>	<i>23%</i>	<i>23%</i>
<i>Easy (Net)</i>	<i>55%</i>	<i>56%</i>

Q6\_2. How easy or difficult is it for you to budget for the following each month? Electric and/or gas utility bill

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
Very difficult	8%	8%
Somewhat difficult	21%	22%
Somewhat easy	35%	37%
Very easy	26%	27%
Don't know/Not applicable	9%	6%
Skipped	1%	0%
<i>Difficult (Net)</i>	<i>29%</i>	<i>30%</i>
<i>Easy (Net)</i>	<i>61%</i>	<i>64%</i>

Q6\_3. How easy or difficult is it for you to budget for the following each month? Groceries and food

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
Very difficult	9%	10%
Somewhat difficult	24%	24%
Somewhat easy	35%	36%
Very easy	26%	27%
Don't know/Not applicable	5%	3%
Skipped	1%	0%
<i>Difficult (Net)</i>	<i>33%</i>	<i>33%</i>
<i>Easy (Net)</i>	<i>61%</i>	<i>63%</i>



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Q6\_4. How easy or difficult is it for you to budget for the following each month? Transportation

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
Very difficult	5%	5%
Somewhat difficult	16%	17%
Somewhat easy	36%	37%
Very easy	35%	36%
Don't know/Not applicable	7%	5%
Skipped	1%	0%
<i>Difficult (Net)</i>	<i>22%</i>	<i>22%</i>
<i>Easy (Net)</i>	<i>70%</i>	<i>72%</i>

Q6\_5. How easy or difficult is it for you to budget for the following each month? Healthcare costs (e.g., insurance, co-pays, prescription costs)

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
Very difficult	10%	10%
Somewhat difficult	21%	22%
Somewhat easy	32%	33%
Very easy	26%	26%
Don't know/Not applicable	10%	9%
Skipped	1%	1%
<i>Difficult (Net)</i>	<i>30%</i>	<i>31%</i>
<i>Easy (Net)</i>	<i>58%</i>	<i>60%</i>

Q7. Do you think increasing electricity and gas utility bills for consumers like you is a sign that the economy is doing well, a sign that the economy is doing poorly, or neither?

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
Good sign	1%	1%
Neither good nor bad sign	45%	45%
Bad sign	52%	53%
Skipped	1%	1%



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Q7. Do you think increasing electricity and gas utility bills for consumers like you is a sign that the economy is doing well, a sign that the economy is doing poorly, or neither? (*continued*)

Trending	Total 3/14-3/16, 2026 (N=2,045)	Total 4/28-30,2025 (N=2,036)	Utility Rate Payers 3/14-3/16, 2026 (N=1,912)	Utility Rate Payers 4/28-30,2025 (N=1,944)
Good sign	1%	1%	1%	1%
Neither good nor bad sign	45%	50%	45%	50%
Bad sign	52%	47%	53%	48%
Skipped	1%	1%	1%	1%

Q8\_Sum1. To what extent do you agree or disagree with the following statements? Summary - Agree

	Utility Rate Payers (N=1,912)
My utility bill gives me the information I need to understand my electricity usage	64%
The quality and reliability of my utility services justify the bills I pay	44%
My utility company gives me choices and options, including a plan to help me save on my bill	41%
My utility company offers me the most affordable rates they can	27%
My utility company puts my interests as a consumer over their own interests	16%

Q8\_1. To what extent do you agree or disagree with the following statements? My utility company offers me the most affordable rates they can

	Utility Rate Payers (N=1,912)
Strongly agree	5%
Somewhat agree	22%
Somewhat disagree	27%
Strongly disagree	24%
Don't know/Not applicable	20%
Skipped	1%
<b>Agree (Net)</b>	<b>27%</b>
<b>Disagree (Net)</b>	<b>52%</b>

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Q8\_2. To what extent do you agree or disagree with the following statements? My utility bill gives me the information I need to understand my electricity usage

	Utility Rate Payers (N=1,912)
Strongly agree	17%
Somewhat agree	46%
Somewhat disagree	17%
Strongly disagree	9%
Don't know/Not applicable	11%
Skipped	1%
<i>Agree (Net)</i>	<i>64%</i>
<i>Disagree (Net)</i>	<i>25%</i>

Q8\_3. To what extent do you agree or disagree with the following statements? My utility company gives me choices and options, including a plan to help me save on my bill

	Utility Rate Payers (N=1,912)
Strongly agree	9%
Somewhat agree	32%
Somewhat disagree	22%
Strongly disagree	17%
Don't know/Not applicable	19%
Skipped	1%
<i>Agree (Net)</i>	<i>41%</i>
<i>Disagree (Net)</i>	<i>39%</i>

Q8\_4. To what extent do you agree or disagree with the following statements? My utility company puts my interests as a consumer over their own interests

	Utility Rate Payers (N=1,912)
Strongly agree	4%
Somewhat agree	13%
Somewhat disagree	28%
Strongly disagree	38%
Don't know/Not applicable	18%
Skipped	1%
<i>Agree (Net)</i>	<i>16%</i>
<i>Disagree (Net)</i>	<i>66%</i>



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Q8\_5. To what extent do you agree or disagree with the following statements? The quality and reliability of my utility services justify the bills I pay

	<b>Utility Rate Payers (N=1,912)</b>
Strongly agree	9%
Somewhat agree	35%
Somewhat disagree	27%
Strongly disagree	17%
Don't know/Not applicable	12%
Skipped	1%
<i>Agree (Net)</i>	<i>44%</i>
<i>Disagree (Net)</i>	<i>44%</i>

Q9\_1. In the last year, have your utility bills positively or negatively impacted your opinion of the following people or groups? Your utility company

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
Positively	7%	7%
Negatively	38%	40%
No difference	53%	53%
Skipped	2%	1%

Q9\_2. In the last year, have your utility bills positively or negatively impacted your opinion of the following people or groups? Your local elected officials (e.g., mayor or city council)

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
Positively	6%	6%
Negatively	25%	25%
No difference	67%	68%
Skipped	2%	1%

Q9\_3. In the last year, have your utility bills positively or negatively impacted your opinion of the following people or groups? Your state elected officials (e.g., governor, state representative)

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
Positively	7%	7%
Negatively	34%	35%
No difference	58%	58%
Skipped	2%	1%





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Q9\_4. In the last year, have your utility bills positively or negatively impacted your opinion of the following people or groups? Your national elected officials (e.g., Member of Congress, U.S. Senator)

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
Positively	6%	5%
Negatively	33%	34%
No difference	59%	60%
Skipped	2%	1%

Q9\_5. In the last year, have your utility bills positively or negatively impacted your opinion of the following people or groups? U.S. President

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
Positively	9%	9%
Negatively	38%	39%
No difference	51%	51%
Skipped	2%	1%

Q10. In the past few months, how much have you seen, heard, or read about political candidates or elected officials in your area discussing utility costs as an issue?

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
A lot	9%	10%
A little	36%	37%
Nothing at all	53%	53%
Skipped	2%	1%

Q11. What, if anything, frustrates you most about your utility bills?

	<b>Utility Rate Payers (N=1,912)</b>
Price changes from month to month	39%
Lack of a choice in utility provider	39%
Lack of transparency about costs	29%
Confusing bill statements	14%
Other	6%
None of the above	27%
Skipped	1%





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Q12\_Sum1. How much trust do you have, if any, in the following entities to explain your utility bills?  
Summary - Top 2 Box

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
A non-profit that advocates for consumers	53%	54%
Your utility company	43%	44%
Your local elected officials (e.g., mayor or city council)	24%	24%
Your state elected officials (e.g., governor, state representative)	21%	21%
Your national elected officials (e.g., Member of Congress, U.S. Senator)	16%	15%

Q12\_1. How much trust do you have, if any, in the following entities to explain your utility bills? Your utility company

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
A great deal	8%	8%
A fair amount	35%	36%
Not very much	34%	35%
None at all	20%	20%
Skipped	2%	2%
<i>Top 2 Box (Net)</i>	<b>43%</b>	<b>44%</b>
<i>Bottom 2 Box (Net)</i>	<b>55%</b>	<b>55%</b>

Q12\_2. How much trust do you have, if any, in the following entities to explain your utility bills? A non-profit that advocates for consumers

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
A great deal	11%	11%
A fair amount	42%	43%
Not very much	27%	27%
None at all	18%	17%
Skipped	3%	2%
<i>Top 2 Box (Net)</i>	<b>53%</b>	<b>54%</b>
<i>Bottom 2 Box (Net)</i>	<b>44%</b>	<b>44%</b>





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Q12\_3. How much trust do you have, if any, in the following entities to explain your utility bills? Your local elected officials (e.g., mayor or city council)

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
A great deal	3%	2%
A fair amount	21%	21%
Not very much	42%	43%
None at all	32%	32%
Skipped	2%	2%
<i>Top 2 Box (Net)</i>	<i>24%</i>	<i>24%</i>
<i>Bottom 2 Box (Net)</i>	<i>74%</i>	<i>75%</i>

Q12\_4. How much trust do you have, if any, in the following entities to explain your utility bills? Your state elected officials (e.g., governor, state representative)

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
A great deal	3%	3%
A fair amount	18%	18%
Not very much	42%	44%
None at all	34%	34%
Skipped	2%	2%
<i>Top 2 Box (Net)</i>	<i>21%</i>	<i>21%</i>
<i>Bottom 2 Box (Net)</i>	<i>76%</i>	<i>78%</i>

Q12\_5. How much trust do you have, if any, in the following entities to explain your utility bills? Your national elected officials (e.g., Member of Congress, U.S. Senator)

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
A great deal	2%	2%
A fair amount	14%	13%
Not very much	42%	44%
None at all	40%	40%
Skipped	2%	2%
<i>Top 2 Box (Net)</i>	<i>16%</i>	<i>15%</i>
<i>Bottom 2 Box (Net)</i>	<i>82%</i>	<i>83%</i>





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Q13. What are the primary platforms you rely on to get information about your utility bills, costs, and usage?

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
Your utility company's webpage, bill, or bill inserts	60%	63%
Social media platforms	11%	12%
Nonprofit or consumer organization materials (webpage, assistance program pamphlet)	9%	9%
Local news (broadcast, talk radio, local/state newspapers)	27%	28%
National news outlets (cable news, national newspapers)	14%	14%
Other	2%	2%
None of the above	20%	17%
Skipped	2%	1%

Q14. To the best of your knowledge, about how much did you pay for your electricity and/or gas utility bill last month?

	<b>Utility Rate Payers (N=1,912)</b>
Mean	\$210.07
Don't know	19%
Skipped	2%

	<b>Utility Rate Payers 3/14- 3/16, 2026 (N=1,912)</b>	<b>Utility Rate Payers 4/28- 30,2025 (N=1,944)</b>
Trending		
Mean	\$210.07	\$191.82
Don't know	19%	16%
Skipped	2%	2%

Q15. What is the name of the body that regulates your electricity and gas utility and sets your electricity and gas rates, if you know it? *Open-ended responses provided separately*

Q16. What, in your view, drives increases in electricity or gas utility bills? *Open-ended responses provided separately*





## TOPLINE & METHODOLOGY

Q17\_1. To what extent do you agree or disagree with the following statements? I believe my elected officials have the ability to lower my utility bills in the next year

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
Strongly agree	12%	13%
Somewhat agree	27%	28%
Somewhat disagree	25%	26%
Strongly disagree	14%	14%
Don't know	20%	19%
Skipped	2%	1%
<i>Agree (Net)</i>	<b>39%</b>	<b>40%</b>
<i>Disagree (Net)</i>	<b>39%</b>	<b>40%</b>

Q17\_2. To what extent do you agree or disagree with the following statements? I believe my elected officials have the ability to lower my utility bills, but it would take several years

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
Strongly agree	10%	10%
Somewhat agree	35%	36%
Somewhat disagree	21%	22%
Strongly disagree	11%	11%
Don't know	21%	20%
Skipped	2%	1%
<i>Agree (Net)</i>	<b>45%</b>	<b>46%</b>
<i>Disagree (Net)</i>	<b>32%</b>	<b>33%</b>

Q17\_3. To what extent do you agree or disagree with the following statements? I believe the best my elected officials can do in the next year is keep my utility bills at the rate they are currently

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
Strongly agree	9%	9%
Somewhat agree	33%	34%
Somewhat disagree	21%	22%
Strongly disagree	13%	14%
Don't know	22%	21%
Skipped	2%	1%
<i>Agree (Net)</i>	<b>41%</b>	<b>42%</b>
<i>Disagree (Net)</i>	<b>35%</b>	<b>36%</b>



## TOPLINE & METHODOLOGY

Q17\_4. To what extent do you agree or disagree with the following statements? I believe utility bills will continue to increase, no matter what my elected officials do

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
Strongly agree	24%	24%
Somewhat agree	41%	42%
Somewhat disagree	14%	14%
Strongly disagree	6%	6%
Don't know	14%	13%
Skipped	2%	1%
<i>Agree (Net)</i>	<i>64%</i>	<i>66%</i>
<i>Disagree (Net)</i>	<i>20%</i>	<i>20%</i>

Q18\_Sum1. How much would you support or oppose an elected official or political candidate who...?  
Summary - Support

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
Promises to lower your utility bill	79%	80%
Seeks to change the entire system by which utility companies are regulated	74%	76%
Pledges to freeze your utility rates	73%	74%
Focuses a lot on the problem of rising utility bills but does have a concrete solution	72%	74%
Focuses a lot on the problem of rising utility bills but does not have a concrete solution	33%	33%

Q18\_1. How much would you support or oppose an elected official or political candidate who...?  
Promises to lower your utility bill

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
Strongly support	22%	22%
Somewhat support	56%	57%
Somewhat oppose	12%	12%
Strongly oppose	5%	5%
Skipped	4%	3%
<i>Support (Net)</i>	<i>79%</i>	<i>80%</i>
<i>Oppose (Net)</i>	<i>17%</i>	<i>17%</i>



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Q18\_2. How much would you support or oppose an elected official or political candidate who...? Pledges to freeze your utility rates

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
Strongly support	17%	17%
Somewhat support	56%	57%
Somewhat oppose	16%	16%
Strongly oppose	7%	6%
Skipped	5%	4%
<i>Support (Net)</i>	<i>73%</i>	<i>74%</i>
<i>Oppose (Net)</i>	<i>23%</i>	<i>22%</i>

Q18\_3. How much would you support or oppose an elected official or political candidate who...? Seeks to change the entire system by which utility companies are regulated

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
Strongly support	22%	22%
Somewhat support	52%	53%
Somewhat oppose	16%	15%
Strongly oppose	6%	6%
Skipped	4%	3%
<i>Support (Net)</i>	<i>74%</i>	<i>76%</i>
<i>Oppose (Net)</i>	<i>22%</i>	<i>21%</i>

Q18\_4. How much would you support or oppose an elected official or political candidate who...? Focuses a lot on the problem of rising utility bills but does not have a concrete solution

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
Strongly support	4%	4%
Somewhat support	28%	28%
Somewhat oppose	43%	44%
Strongly oppose	20%	20%
Skipped	4%	3%
<i>Support (Net)</i>	<i>33%</i>	<i>33%</i>
<i>Oppose (Net)</i>	<i>64%</i>	<i>64%</i>





## TOPLINE & METHODOLOGY

Q18\_5. How much would you support or oppose an elected official or political candidate who...? Focuses a lot on the problem of rising utility bills but does have a concrete solution

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
Strongly support	25%	26%
Somewhat support	46%	47%
Somewhat oppose	16%	16%
Strongly oppose	8%	7%
Skipped	4%	3%
<i>Support (Net)</i>	<i>72%</i>	<i>74%</i>
<i>Oppose (Net)</i>	<i>24%</i>	<i>24%</i>

Q19\_Sum1. To what extent do you agree or disagree with the following statements? Summary - Agree

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
I feel like I am powerless to control how much I'm charged for electricity or gas services	80%	82%
I want my government officials to lower my utility bills	77%	79%
I want my government officials to provide stronger oversight of utility companies	76%	77%
I want my government officials to freeze my electric rates	63%	64%
Electrical and gas bills add to my financial stress	61%	62%
My electricity and gas utility bills are easy to understand	56%	57%
Changes to my utility bills have impacted my spending habits	52%	53%
Changes to my utility bills have made it more difficult for me to spend on non-essentials (e.g., entertainment and luxuries)	52%	53%
Changes to my utility bills have made it more difficult to afford basic necessities	46%	46%
I fully understand what drives the costs I'm charged by the local electric or gas utilities	38%	38%
My state government does a good job protecting my interests when it comes to regulating our local electricity or gas utilities	29%	29%





## TOPLINE & METHODOLOGY

Q19\_Sum1. To what extent do you agree or disagree with the following statements? Summary – Agree  
(continued)

Trending	Total 3/14-3/16, 2026 (N=2,045)	Total 4/28- 30,2025 (N=2,036)	Utility Rate Payers 3/14- 3/16, 2026 (N=1,912)	Utility Rate Payers 4/28- 30,2025 (N=1,944)
I feel like I am powerless to control how much I'm charged for electricity or gas services	80%	80%	82%	81%
Electrical and gas bills add to my financial stress	61%	62%	62%	63%
I fully understand what drives the costs I'm charged by the local electric or gas utilities	38%	42%	38%	43%
My state government does a good job protecting my interests when it comes to regulating our local electricity or gas utilities	29%	38%	29%	38%

Q19\_1. To what extent do you agree or disagree with the following statements? My state government does a good job protecting my interests when it comes to regulating our local electricity or gas utilities

	Total (N=2,045)	Utility Rate Payers (N=1,912)
Strongly agree	3%	3%
Somewhat agree	26%	26%
Somewhat disagree	41%	42%
Strongly disagree	25%	25%
Skipped	5%	4%
<i>Agree (Net)</i>	29%	29%
<i>Disagree (Net)</i>	66%	67%

Trending	Total 3/14-3/16, 2026 (N=2,045)	Total 4/28- 30,2025 (N=2,036)	Utility Rate Payers 3/14- 3/16, 2026 (N=1,912)	Utility Rate Payers 4/28- 30,2025 (N=1,944)
Strongly agree	3%	3%	3%	3%
Somewhat agree	26%	36%	26%	36%
Somewhat disagree	41%	37%	42%	37%
Strongly disagree	25%	22%	25%	22%
Skipped	5%	3%	4%	3%
<i>Agree (Net)</i>	29%	38%	29%	38%
<i>Disagree (Net)</i>	66%	59%	67%	59%





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Q19\_2. To what extent do you agree or disagree with the following statements? I feel like I am powerless to control how much I'm charged for electricity or gas services

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
Strongly agree	43%	45%
Somewhat agree	37%	37%
Somewhat disagree	12%	12%
Strongly disagree	4%	3%
Skipped	4%	3%
<i>Agree (Net)</i>	<i>80%</i>	<i>82%</i>
<i>Disagree (Net)</i>	<i>16%</i>	<i>15%</i>

Trending	<b>Total 3/14-3/16, 2026 (N=2,045)</b>	<b>Total 4/28- 30,2025 (N=2,036)</b>	<b>Utility Rate Payers 3/14- 3/16, 2026 (N=1,912)</b>	<b>Utility Rate Payers 4/28- 30,2025 (N=1,944)</b>
Strongly agree	43%	42%	45%	42%
Somewhat agree	37%	38%	37%	38%
Somewhat disagree	12%	14%	12%	14%
Strongly disagree	4%	4%	3%	4%
Skipped	4%	2%	3%	1%
<i>Agree (Net)</i>	<i>80%</i>	<i>80%</i>	<i>82%</i>	<i>81%</i>
<i>Disagree (Net)</i>	<i>16%</i>	<i>18%</i>	<i>15%</i>	<i>18%</i>

Q19\_3. To what extent do you agree or disagree with the following statements? Electrical and gas bills add to my financial stress

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
Strongly agree	23%	24%
Somewhat agree	38%	39%
Somewhat disagree	22%	22%
Strongly disagree	13%	13%
Skipped	4%	3%
<i>Agree (Net)</i>	<i>61%</i>	<i>62%</i>
<i>Disagree (Net)</i>	<i>35%</i>	<i>35%</i>





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Q19\_3. To what extent do you agree or disagree with the following statements? Electrical and gas bills add to my financial stress (*continued*)

Trending	Total 3/14-3/16, 2026 (N=2,045)	Total 4/28-30,2025 (N=2,036)	Utility Rate Payers 3/14-3/16, 2026 (N=1,912)	Utility Rate Payers 4/28-30,2025 (N=1,944)
Strongly agree	23%	23%	24%	23%
Somewhat agree	38%	40%	39%	40%
Somewhat disagree	22%	23%	22%	23%
Strongly disagree	13%	13%	13%	13%
Skipped	4%	2%	3%	2%
<i>Agree (Net)</i>	<i>61%</i>	<i>62%</i>	<i>62%</i>	<i>63%</i>
<i>Disagree (Net)</i>	<i>35%</i>	<i>35%</i>	<i>35%</i>	<i>36%</i>

Q19\_4. To what extent do you agree or disagree with the following statements? I fully understand what drives the costs I'm charged by the local electric or gas utilities

	Total (N=2,045)	Utility Rate Payers (N=1,912)
Strongly agree	7%	7%
Somewhat agree	31%	31%
Somewhat disagree	39%	40%
Strongly disagree	19%	19%
Skipped	4%	3%
<i>Agree (Net)</i>	<i>38%</i>	<i>38%</i>
<i>Disagree (Net)</i>	<i>58%</i>	<i>58%</i>

Trending	Total 3/14-3/16, 2026 (N=2,045)	Total 4/28-30,2025 (N=2,036)	Utility Rate Payers 3/14-3/16, 2026 (N=1,912)	Utility Rate Payers 4/28-30,2025 (N=1,944)
Strongly agree	7%	7%	7%	7%
Somewhat agree	31%	35%	31%	36%
Somewhat disagree	39%	37%	40%	37%
Strongly disagree	19%	19%	19%	19%
Skipped	4%	2%	3%	2%
<i>Agree (Net)</i>	<i>38%</i>	<i>42%</i>	<i>38%</i>	<i>43%</i>
<i>Disagree (Net)</i>	<i>58%</i>	<i>56%</i>	<i>58%</i>	<i>56%</i>





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Q19\_5. To what extent do you agree or disagree with the following statements? My electricity and gas utility bills are easy to understand

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
Strongly agree	11%	11%
Somewhat agree	46%	47%
Somewhat disagree	31%	31%
Strongly disagree	9%	9%
Skipped	4%	3%
<i>Agree (Net)</i>	<i>56%</i>	<i>57%</i>
<i>Disagree (Net)</i>	<i>40%</i>	<i>40%</i>

Q19\_6. To what extent do you agree or disagree with the following statements? Changes to my utility bills have impacted my spending habits

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
Strongly agree	18%	18%
Somewhat agree	34%	35%
Somewhat disagree	27%	27%
Strongly disagree	17%	16%
Skipped	4%	3%
<i>Agree (Net)</i>	<i>52%</i>	<i>53%</i>
<i>Disagree (Net)</i>	<i>44%</i>	<i>44%</i>

Q19\_7. To what extent do you agree or disagree with the following statements? Changes to my utility bills have made it more difficult to afford basic necessities

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
Strongly agree	14%	15%
Somewhat agree	32%	31%
Somewhat disagree	30%	31%
Strongly disagree	20%	20%
Skipped	4%	3%
<i>Agree (Net)</i>	<i>46%</i>	<i>46%</i>
<i>Disagree (Net)</i>	<i>50%</i>	<i>50%</i>





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Q19\_8. To what extent do you agree or disagree with the following statements? Changes to my utility bills have made it more difficult for me to spend on non-essentials (e.g., entertainment and luxuries)

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
Strongly agree	19%	19%
Somewhat agree	34%	34%
Somewhat disagree	26%	26%
Strongly disagree	17%	17%
Skipped	4%	3%
<i>Agree (Net)</i>	<i>52%</i>	<i>53%</i>
<i>Disagree (Net)</i>	<i>43%</i>	<i>43%</i>

Q19\_9. To what extent do you agree or disagree with the following statements? I want my government officials to provide stronger oversight of utility companies

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
Strongly agree	32%	33%
Somewhat agree	44%	44%
Somewhat disagree	15%	15%
Strongly disagree	5%	4%
Skipped	5%	4%
<i>Agree (Net)</i>	<i>76%</i>	<i>77%</i>
<i>Disagree (Net)</i>	<i>20%</i>	<i>19%</i>

Q19\_10. To what extent do you agree or disagree with the following statements? I want my government officials to freeze my electric rates

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
Strongly agree	18%	19%
Somewhat agree	45%	45%
Somewhat disagree	23%	23%
Strongly disagree	9%	8%
Skipped	5%	4%
<i>Agree (Net)</i>	<i>63%</i>	<i>64%</i>
<i>Disagree (Net)</i>	<i>32%</i>	<i>32%</i>



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Q19\_11. To what extent do you agree or disagree with the following statements? I want my government officials to lower my utility bills

	<b>Total (N=2,045)</b>	<b>Utility Rate Payers (N=1,912)</b>
Strongly agree	37%	38%
Somewhat agree	40%	41%
Somewhat disagree	13%	13%
Strongly disagree	5%	4%
Skipped	5%	4%
<i>Agree (Net)</i>	<i>77%</i>	<i>79%</i>
<i>Disagree (Net)</i>	<i>18%</i>	<i>17%</i>





## TOPLINE & METHODOLOGY

### About this Study

This PowerLines poll was conducted by Ipsos from March 14 to March 16, 2026, using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 2,045 adults age 18 or older. The sample includes 1,912 respondents who are partially or fully responsible for paying the electricity and gas utility bills in their household each month

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult U.S. population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the U.S. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The study was conducted in English. The data for the total sample were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. The demographic benchmarks came from the 2025 March Supplement of the Current Population Survey (CPS). Party ID benchmarks are from the 2025 National Public Opinion Reference Survey (NPORS).

- Gender (Male, Female) by Age (18–29, 30–44, 45-59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- Party Identification (Republican, Lean Republican, Independent/Not lean, Lean Democrat, Democrat)

The margin of sampling error is plus or minus 2.2 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.03. For Utility Rate Payers, the margin of sampling error is plus or minus 2.3 percentage points, and the design effect is 1.03.

The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.





## TOPLINE & METHODOLOGY

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## TOPLINE & METHODOLOGY

### About Ipsos

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“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices, and is eligible for the Deferred Settlement Service (SRD).

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