

Research-Supported Solar Messaging



The solar industry has added more than 150,000 jobs in the past 6 years. U.S. solar now employs more than 250,000 Americans, and these are good-paying jobs that can't be outsourced or automated. The national median wage for solar installers is \$21/hour, well above the national average.



Proof point: 76% of voters and 86% of opinion leaders found the jobs messaging convincing, with 49% saying that job growth was the most or second-most convincing argument.

Solar prices are at their lowest point ever in most segments. The price of solar power has fallen 80 percent in the last decade and economists say it will decline another 40 percent in the next few years.

According to Stanford researchers, moving to clean energy will end up saving the average family hundreds of dollars a year in energy and health care costs.



Proof point: For these two points, 77% of voters and 90% of opinion leaders found price messaging and household savings convincing.

By transitioning to clean energy, such as solar, we will sharply reduce the carbon, sulfur and mercury pollution that come from burning fossil fuels, which doctors and scientists say will save 60,000 American lives each year and dramatically reduce the rates of heart disease, asthma attacks, respiratory diseases and even cancer.



Proof point: 78% of voters were convinced by health messages, with half citing health as the most or second-most convincing argument for solar.

Solar power paired with battery storage could realistically replace a substantial portion of existing fossil fuel and nuclear power plants in the country, meeting both the nation's new and current electricity demand.



Proof point: 77% of voters and 85% of opinion leaders said storage can help solar cut reliance on fossil fuels.

Solar energy is good for America's economy. Over \$17 billion was invested in solar installations in 2017. Over the next 5 years, nearly \$80 billion will be invested in U.S. solar installations.



Proof point: 81% of voters were persuaded by economic messaging.

More talking points supported by the polling

- Solar energy is the most popular source of energy, with 76% of voters saying utilities should provide more solar to customers.
- The majority of voters across party lines say, all things being equal, they would vote against a politician who opposed solar power and they believe the government should be doing more to encourage widespread solar usage.
- More than 70 percent of registered voters support both net energy metering and a renewable portfolio standard of at least 50 percent renewable by 2030.
- 9 out of 10 of America's registered voters feel strongly that their power company should not be able to stop them from using solar energy.