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Interviews: 1,206 likely voters, including  
762 swing voters  
Dates: September 4-9, 2012

<b>[109]</b>	All Voters	Swing Voters
Male	48	47
Female	52	53

**FINAL**

Study #10681a  
SEIA Survey  
September 2012

***Please note: all results are shown as percentages unless otherwise stated.***

1a. Does anyone in this household work for a market research firm, an advertising agency, a newspaper, a television station, or a radio station?

No .....	100	<b>CONTINUE</b>	<b>[117]</b>
Yes.....	-	<b>TERMINATE</b>	
Not sure .....	-		

1b. Are you currently registered to vote in the state in which you live?

Registered .....	100	<b>CONTINUE</b>	<b>[118]</b>
Not registered.....	-	<b>TERMINATE</b>	
Not sure .....	-		

1c. What are the chances that you will vote in this November's elections for U.S. Congress and other offices?

	All Voters	Swing Voters		
Certain to vote.....	89	84	<b>CONTINUE</b>	<b>[119]</b>
Probably will vote.....	11	16		
Chances are 50-50.....	-	-		
Will not vote .....	-	-	<b>TERMINATE</b>	
Not sure.....	-	-		

2. And specifically when it comes to voting, which one of the following best describes your point of view between the two political parties?

	All Voters	Swing Voters		
Strong Democrat—I vote for the Democrats in nearly all elections.....	24	-	<b>TERMINATE</b>	<b>[121]</b>
Leaning Democrat—I vote for Democrats a little more often than for Republicans .....	18	31		
Independent—I divide my votes pretty evenly between Democrats and Republicans.....	23	42	<b>CONTINUE</b>	
Leaning Republican—I vote for Republicans a little more often than for Democrats.....	15	27		
Strong Republican—I vote for the Republicans in nearly all elections...	20	-	<b>TERMINATE</b>	

3. Below is a list of issues that some people say they care about and are paying attention to in thinking about the upcoming election for president and other federal and state offices. Putting aside the issue of jobs and the economy, which has received a lot of attention, please indicate how important each issue below is to you personally when you think about the November election for president and other federal and state offices.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE OF ALL VOTERS WHO SAY ONE OF THE TWO OR THREE MOST IMPORTANT ISSUES

	One Of The Two Or Three Most Important Issues	A Very Important Issue	A Somewhat Important Issue	Not That Important An Issue	Not An Important Issue At All	
<b>Government spending</b>						[131]
All voters.....	61	29	9	1	-	
Swing voters.....	62	30	7	1	-	
<b>Medicare reform</b>						[129]
All voters.....	40	41	14	4	1	
Swing voters.....	37	42	16	3	2	
<b>Education</b>						[127]
All voters.....	37	43	16	3	1	
Swing voters.....	33	45	19	2	1	
<b>Energy</b>						[128]
All voters.....	27	47	23	3	-	
Swing voters.....	23	48	26	2	1	
<b>The environment</b>						[130]
All voters.....	17	38	32	10	3	
Swing voters.....	17	37	36	8	2	

4. Below you will see various sources of energy that are used to generate electricity in the United States. Please indicate whether your feelings toward each one are very favorable, somewhat favorable, neutral, somewhat unfavorable, or very unfavorable.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE OF ALL VOTERS WHO SAY VERY FAVORABLE

	Total FAV	Total UNFAV	Very Favorable	Somewhat Favorable	Neutral	Somewhat Unfavorable	Very Unfavorable	
<b>Solar energy</b>								[135]
All voters.....	85	4	60	25	11	2	2	
Swing voters.....	87	3	60	27	10	2	1	
<b>Wind power</b>								[134]
All voters.....	82	5	54	28	13	3	2	
Swing voters.....	83	4	55	28	13	4	-	
<b>Hydropower</b>								[138]
All voters.....	76	1	42	34	23	1	-	
Swing voters.....	77	2	43	34	21	2	-	
<b>Natural gas</b>								[136]
All voters.....	71	5	35	36	24	4	1	
Swing voters.....	69	5	30	39	26	4	1	

Q.4 (cont'd)	<b>Total FAV</b>	<b>Total UNFAV</b>	Very Favorable	Somewhat Favorable	Neutral	Somewhat Unfavorable	Very Unfavorable	
<b>Geothermal energy</b>								<b>[139]</b>
All voters .....	<b>62</b>	<b>3</b>	32	30	35	2	1	
Swing voters .....	<b>63</b>	<b>3</b>	36	27	34	2	1	
<b>Nuclear power</b>								<b>[133]</b>
All voters .....	<b>43</b>	<b>24</b>	18	25	33	16	8	
Swing voters .....	<b>40</b>	<b>26</b>	15	25	34	18	8	
<b>Oil</b>								<b>[137]</b>
All voters .....	<b>42</b>	<b>28</b>	16	26	30	22	6	
Swing voters .....	<b>38</b>	<b>29</b>	12	26	33	23	6	
<b>Coal</b>								<b>[132]</b>
All voters .....	<b>32</b>	<b>34</b>	12	20	34	24	10	
Swing voters .....	<b>29</b>	<b>35</b>	8	21	36	25	10	

5a. If you were in charge of U.S. energy policy and could choose to provide financial support to one of the following energy sources during your term in office, which would you choose? \*

*THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE OF ALL VOTERS*

	All Voters	Swing Voters	
Solar power .....	40	42	<b>[140]</b>
Wind power .....	17	17	
Natural gas .....	13	13	
Nuclear power .....	10	8	
Coal .....	4	2	
None, I don't think the government should provide financial support to energy sources.....	16	18	

\* Asked of one-half the respondents (FORM A).

5b. Which, if any, of the following forms of energy do you think the federal government should support or encourage through tax subsidies and other financial incentives? \*\*

*THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE OF ALL VOTERS*

	All Voters	Swing Voters	
Solar power .....	64	67	<b>[141]</b>
Wind power .....	57	60	>
Hydropower .....	38	39	
Geothermal energy.....	32	34	
Natural gas .....	26	23	
Nuclear power .....	16	15	
Oil .....	13	9	
Coal .....	8	4	
Federal government should <u>not</u> provide tax subsidies or financial incentives to any .....	20	20	

\*\* Asked of one-half the respondents (FORM B).

6. Focusing specifically on just one of these energy sources--**solar energy**--what do you think of as the most positive aspects of solar energy? What benefits or advantages do you associate with solar energy? **[142-148]**

	<u>All Voters</u>	<u>Swing Voters</u>
From the sun, abundant, never ending, plenty of sun	28%	30%
Clean, safe, natural	19	20
Green, good for the environment, doesn't pollute, harm the environment	16	19
Saves money, economical, cost efficient	15	12
Renewable energy	10	10
Free, free energy source	9	9
Available to all, accessible, sustainable	5	5
Don't know; no response	6%	6%

What concerns or criticisms do you have of solar energy? What drawbacks or limitations do you associate with solar energy? **[181-186]**

	<u>All Voters</u>	<u>Swing Voters</u>
Costly, expensive, not affordable, a huge investment	36%	38%
Needs the sun/depends on the sun, sun not out 24 hours, concerns about clouds/rain	12	13
Not enough energy produced, concerns about ability to produce enough power to meet demands	6	7
Not reliable, inefficient, not dependable	6	5
Not proven yet, more R&D, technology needs to be better	3	3
Concerns about storage, energy needs to be stored	3	5
Take a lot of space, too bulky	4	3
Don't know; no response	9%	8%

7. How important do you think it is for the United States to develop and use solar power?

	<u>All Voters</u>	<u>Swing Voters</u>	
Very important .....	58	59	<b>[149]</b>
Somewhat important.....	34	34	
Not that important .....	7	6	
Not important at all.....	1	1	
<b>Total Important</b>	<b>92</b>	<b>93</b>	
<b>Total Not Important</b>	<b>8</b>	<b>7</b>	

8. How important do you think it is for the federal government to support U.S. solar manufacturing right now?

	<u>All Voters</u>	<u>Swing Voters</u>	
Very important .....	43	41	<b>[150]</b>
Somewhat important.....	38	40	
Not that important .....	12	13	
Not important at all.....	7	6	
<b>Total Important</b>	<b>81</b>	<b>81</b>	
<b>Total Not Important</b>	<b>19</b>	<b>19</b>	

9. From what you know, how important is solar power as a source of energy in the United States today?

	<u>All Voters</u>	<u>Swing Voters</u>	
Very important .....	28	25	[151]
Somewhat important.....	37	38	
Not that important .....	30	33	
Not important at all.....	5	4	
<hr style="border-top: 1px dashed black;"/>			
<b>Total Important</b>	<b>65</b>	<b>63</b>	
<b>Total Not Important</b>	<b>35</b>	<b>37</b>	

10. Thinking ahead 10 years, do you think that as a source of energy for generating electricity solar power will be **(READ ITEM)?**

	<u>All Voters</u>	<u>Swing Voters</u>	
Much more important than it is now .....	47	47	[152]
Somewhat more important than it is now .....	46	47	
Somewhat less important than it is now.....	5	5	
Much less important than it is now .....	2	1	
<hr style="border-top: 1px dashed black;"/>			
<b>Total More Important</b>	<b>93</b>	<b>94</b>	
<b>Total Less Important</b>	<b>7</b>	<b>6</b>	

11a. From what you know, is the federal government currently **(READ ITEM)?**

	<u>All Voters</u>	<u>Swing Voters</u>	
Too involved in promoting solar power.....	16	13	[153]
Not involved enough in promoting solar power .....	69	71	
Striking the right balance.....	15	16	

11b. Do you think the federal government should **(READ ITEM)?**

	<u>All Voters</u>	<u>Swing Voters</u>	
Do more to promote solar power.....	70	72	[154]
Do less to promote solar power.....	14	12	
Continue its current policies on solar power .....	16	16	

12. Please check the answer that comes closest to your feelings about whether the federal government should or should not provide tax credits and financial incentives to encourage the development and use of solar energy.

	<u>All Voters</u>	<u>Swing Voters</u>	
Definitely should provide tax credits and financial incentives.....	35	34	[155]
Probably should provide tax credits and financial incentives .....	43	45	
Probably should NOT provide tax credits and financial incentives .....	13	14	
Definitely should NOT provide tax credits and financial incentives .....	9	7	
<hr style="border-top: 1px dashed black;"/>			
<b>Total Should Provide Tax Credits</b>	<b>78</b>	<b>79</b>	
<b>Total Should NOT Provide Tax Credits</b>	<b>22</b>	<b>21</b>	

13a. Please indicate how the things you've seen or heard in the past few months have made you feel about government support, such as tax credits and financial incentives, for solar power.

	All Voters	Swing Voters		
What I've seen and heard has made me MORE likely to favor government support for solar power .....	18	16	<b>CONTINUE</b>	[156]
What I've seen and heard has made me LESS likely to favor government support for solar power .....	13	11	<b>Skip to Q.13c</b>	
What I've seen and heard has given me MIXED FEELINGS about government support for solar power .....	20	22	<b>CONTINUE</b>	
What I've seen and heard has made NO DIFFERENCE in my view of government support for solar power .....	14	13	<b>Skip to Q.14a</b>	
I have not heard anything recently about solar power .....	35	38		

(ASK ONLY OF RESPONDENTS WHO SAY "MORE LIKELY" OR "MIXED FEELINGS" in Q.13a.)

13b. What specifically have you seen or heard recently that has made you more likely to favor government support for solar power? What news or information has made you feel that government support for solar power is a good idea? [157-163]

	All Voters	Swing Voters
Reduce our dependency on foreign oil, gas getting too expensive	7%	9%
Government must continue to be involved, to help, fund solar research, solar systems	9	7
Affordable, reduces electric bills, lessen costs to typical family	7	6
Good for the earth, good for the environment	6	7
Renewable, endless supply	5	7
Incentives, tax credits, rebates	5	4
Don't know; no response	30%	31%

(ASK ONLY OF RESPONDENTS WHO SAY "LESS LIKELY" OR "MIXED FEELINGS" in Q.13a.)

13c. What specifically have you seen or heard recently that has made you less likely to favor government support for solar power? What news or information has made you feel that government support for solar power is a bad idea? [164-170]

	All Voters	Swing Voters
Companies going out of business after taking federal funds, government help	14%	14%
Solyndra	12	12
Not cost efficient, costs too high, too costly	8	8
Too much government waste, spending, wasteful spending	6	6
It is not a bad idea, other favorable comments about solar power/energy	4	3
Fraud, corruption	4	2
None, nothing	16	17
Don't know; no response	20%	20%

14a. Please read the statements below about solar power and indicate whether you think each statement is definitely true, probably true, probably false, or definitely false. Even if you're not sure about a particular statement, please provide your best impression.

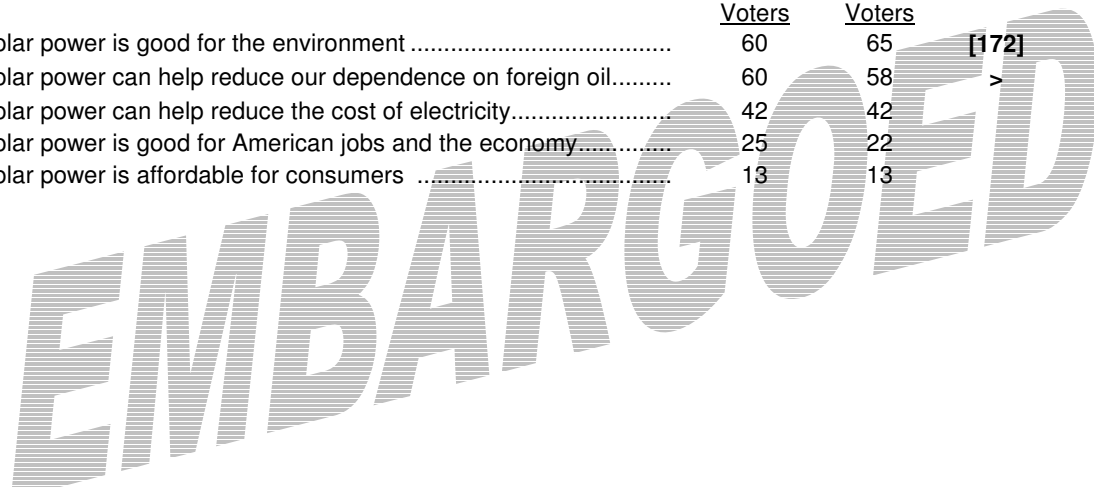
*THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE OF ALL VOTERS WHO SAY DEFINITELY TRUE*

	<u>Total True</u>	<u>Total False</u>	<u>Definitely True</u>	<u>Probably True</u>	<u>Probably False</u>	<u>Definitely False</u>	
<b>Solar power is good for the environment</b>							<b>[246]</b>
All voters.....	97	3	65	32	2	1	
Swing voters.....	98	2	66	32	2	-	
<b>Solar power can help reduce our dependence on foreign oil</b>							<b>[247]</b>
All voters.....	88	12	50	38	9	3	
Swing voters.....	89	11	51	38	10	1	
<b>Solar power can help reduce the cost of electricity</b>							<b>[248]</b>
All voters.....	87	13	45	42	10	3	
Swing voters.....	88	12	45	43	10	2	
<b>Solar power is good for American jobs and the economy</b>							<b>[250]</b>
All voters.....	86	14	33	53	11	3	
Swing voters.....	87	13	33	54	11	2	
<b>Solar power is affordable for consumers</b>							<b>[249]</b>
All voters.....	56	44	15	41	31	13	
Swing voters.....	53	47	14	39	35	12	

14b. Reading over this same list of statements again, please indicate which one or two you think are the most important benefits or best features of solar power.

*THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE OF ALL VOTERS*

	<u>All Voters</u>	<u>Swing Voters</u>	
Solar power is good for the environment.....	60	65	<b>[172]</b>
Solar power can help reduce our dependence on foreign oil.....	60	58	>
Solar power can help reduce the cost of electricity.....	42	42	
Solar power is good for American jobs and the economy.....	25	22	
Solar power is affordable for consumers.....	13	13	



15a. Now please read another list of statements below about solar power and indicate whether you think each statement is definitely true, probably true, probably false, or definitely false. Even if you are not sure about a particular statement, please provide your best impression.

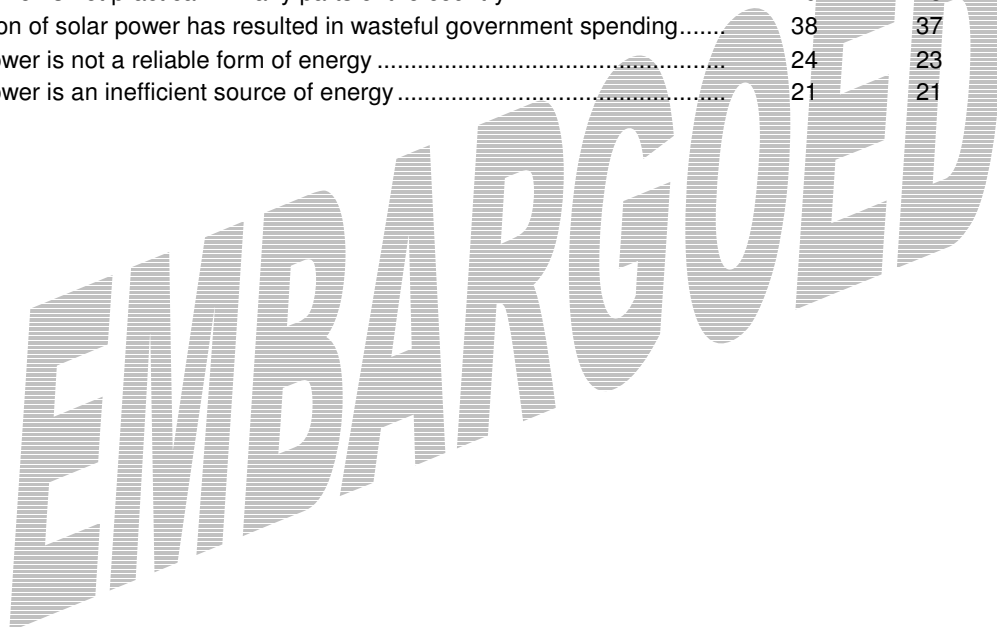
THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE OF ALL VOTERS WHO SAY DEFINITELY OR PROBABLY TRUE

	<u>Total True</u>	<u>Total False</u>	<u>Definitely True</u>	<u>Probably True</u>	<u>Probably False</u>	<u>Definitely False</u>	
<b>Solar power is too expensive for most consumers</b>							<b>[252]</b>
All voters.....	66	34	22	44	27	7	
Swing voters.....	70	30	21	49	24	6	
<b>Solar power is not practical in many parts of the country</b>							<b>[254]</b>
All voters.....	54	46	11	43	35	11	
Swing voters.....	54	46	10	44	36	10	
<b>Promotion of solar power has resulted in wasteful government spending</b>							<b>[251]</b>
All voters.....	42	58	17	25	41	17	
Swing voters.....	43	57	14	29	41	16	
<b>Solar power is an inefficient source of energy</b>							<b>[253]</b>
All voters.....	29	71	9	20	48	23	
Swing voters.....	30	70	8	22	49	21	
<b>Solar power is not a reliable form of energy</b>							<b>[255]</b>
All voters.....	27	73	7	20	50	23	
Swing voters.....	26	74	4	22	51	23	

15b. Reading over this same list of statements again, please indicate which one or two you think are the most important concerns or drawbacks of solar power. *Select up to two responses.*

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE OF ALL VOTERS

	<u>All Voters</u>	<u>Swing Voters</u>	
Solar power is too expensive for most consumers .....	68	71	<b>[174]</b>
Solar power is not practical in many parts of the country .....	49	48	>
Promotion of solar power has resulted in wasteful government spending.....	38	37	
Solar power is not a reliable form of energy .....	24	23	
Solar power is an inefficient source of energy .....	21	21	





**FACTUALS:** These last few questions are for statistical purposes only.

F1. From which ONE or TWO of the following sources do you get most of your news and current events information?

	<u>All Voters</u>	<u>Swing Voters</u>	
Network news programs, such as those on ABC, CBS, or NBC .....	54	53	<b>[243]</b>
Cable news programs, such as those on MSNBC, FOX, or CNN .....	34	29	>
Word of mouth, such as talking with friends, family, or co-workers.....	8	10	
News Web sites on the Internet .....	41	45	
Radio .....	14	15	
Statewide or national newspapers .....	8	8	
Local newspapers.....	22	19	
Other.....	2	3	

F2. Thinking about your general approach to issues, do you consider yourself to be very conservative, somewhat conservative, middle of the road, somewhat liberal, or very liberal?

	<u>All Voters</u>	<u>Swing Voters</u>	
Very conservative .....	12	4	<b>[244]</b>
Somewhat conservative.....	29	30	
Middle of the road .....	33	47	
Somewhat liberal .....	19	17	
Very liberal.....	7	2	

F3. Finally, please indicate the income category that represents the yearly income of all the members of your family who were living at home last year.

	<u>All Voters</u>	<u>Swing Voters</u>	
Less than \$20,000 .....	8	9	<b>[245]</b>
Between \$20,000 and \$30,000.....	8	8	
Between \$30,000 and \$40,000.....	11	10	
Between \$40,000 and \$50,000.....	10	10	
Between \$50,000 and \$75,000.....	25	23	
Between \$75,000 and \$100,000.....	17	20	
More than \$100,000.....	21	20	

F4. Regardless of how you may be registered, which of the following best describes where you stand between the two political parties?

	<u>All Voters</u>	<u>Swing Voters</u>	
Mostly Democratic .....	29	10	<b>[120]</b>
Leaning Democratic.....	13	22	
Completely independent.....	21	39	
Leaning Republican.....	13	21	
Mostly Republican.....	24	8	
<hr style="border-top: 1px dashed black;"/>			
<b>Total Democratic</b>	<b>42</b>	<b>32</b>	
<b>Total Republican</b>	<b>37</b>	<b>29</b>	

F5. For statistical purposes only, please indicate how old you are.

	<u>All Voters</u>	<u>Swing Voters</u>	
18-24 .....	7	7	[122-123]
25-29 .....	8	10	
30-34 .....	11	11	
35-39 .....	7	9	
40-44 .....	9	10	
45-49 .....	11	12	
50-54 .....	7	5	
55-59 .....	11	10	
60-64 .....	11	10	
65-69 .....	10	9	
70-74 .....	5	5	
75 and over .....	3	2	

F6. Are you from a Hispanic background?

	<u>All Voters</u>	<u>Swing Voters</u>	
Yes, from Hispanic background .....	9	7	[124]
No, not from Hispanic background .....	91	93	

F7. And what is your race?

	<u>All Voters</u>	<u>Swing Voters</u>	
White .....	79	81	[125]
Black/African American .....	12	6	
Asian .....	2	6	
Other .....	7	7	

F8. What is the last grade that you completed in school?

	<u>All Voters</u>	<u>Swing Voters</u>	
Grade school .....	-	-	[126]
Some high school .....	1	1	
High school graduate .....	29	25	
Some college, no degree .....	20	20	
Vocational training/2-year college .....	11	12	
4-year college/Bachelor's degree .....	22	22	
Some postgraduate work, no degree .....	4	4	
2 or 3 years' postgraduate work/master's degree ...	10	14	
Doctoral/law degree .....	3	2	