



Voters' Perceptions Of Solar Energy And The Solar Industry

Key findings from online survey among voters nationwide
Conducted September 2012
for



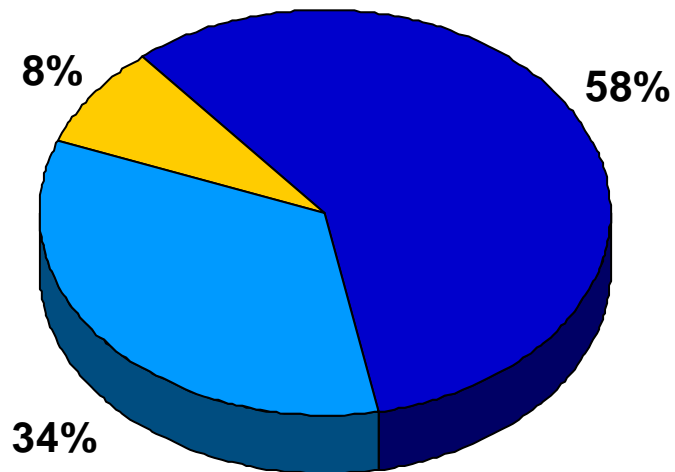
Research Methodology

- ◆ Online survey among 1,206 likely voters nationwide, including an oversample of 200 swing voters (for a total of 762 swing voters)
- ◆ Interviews conducted September 4 – 9, 2012
- ◆ Margins of error
 - ± 2.8 percentage points among all voters
 - ± 3.6 percentage points among all swing voters

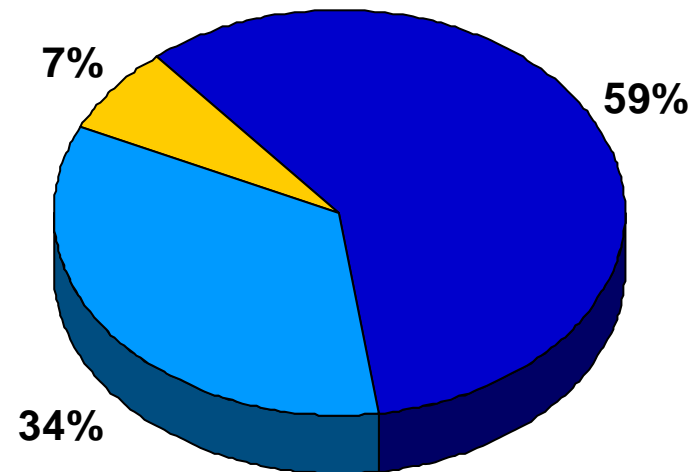
How important is it for the United States to develop and use solar power?

Very important Somewhat important Not important

All voters

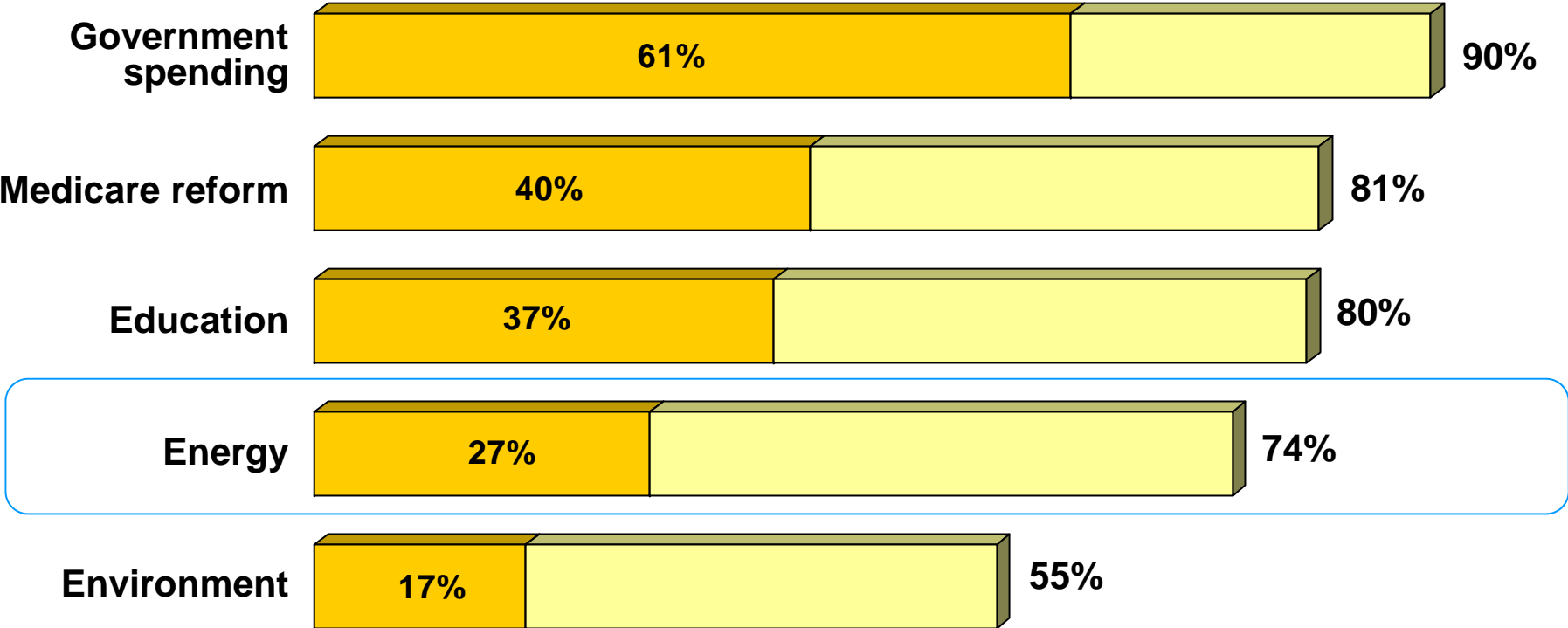


Swing voters



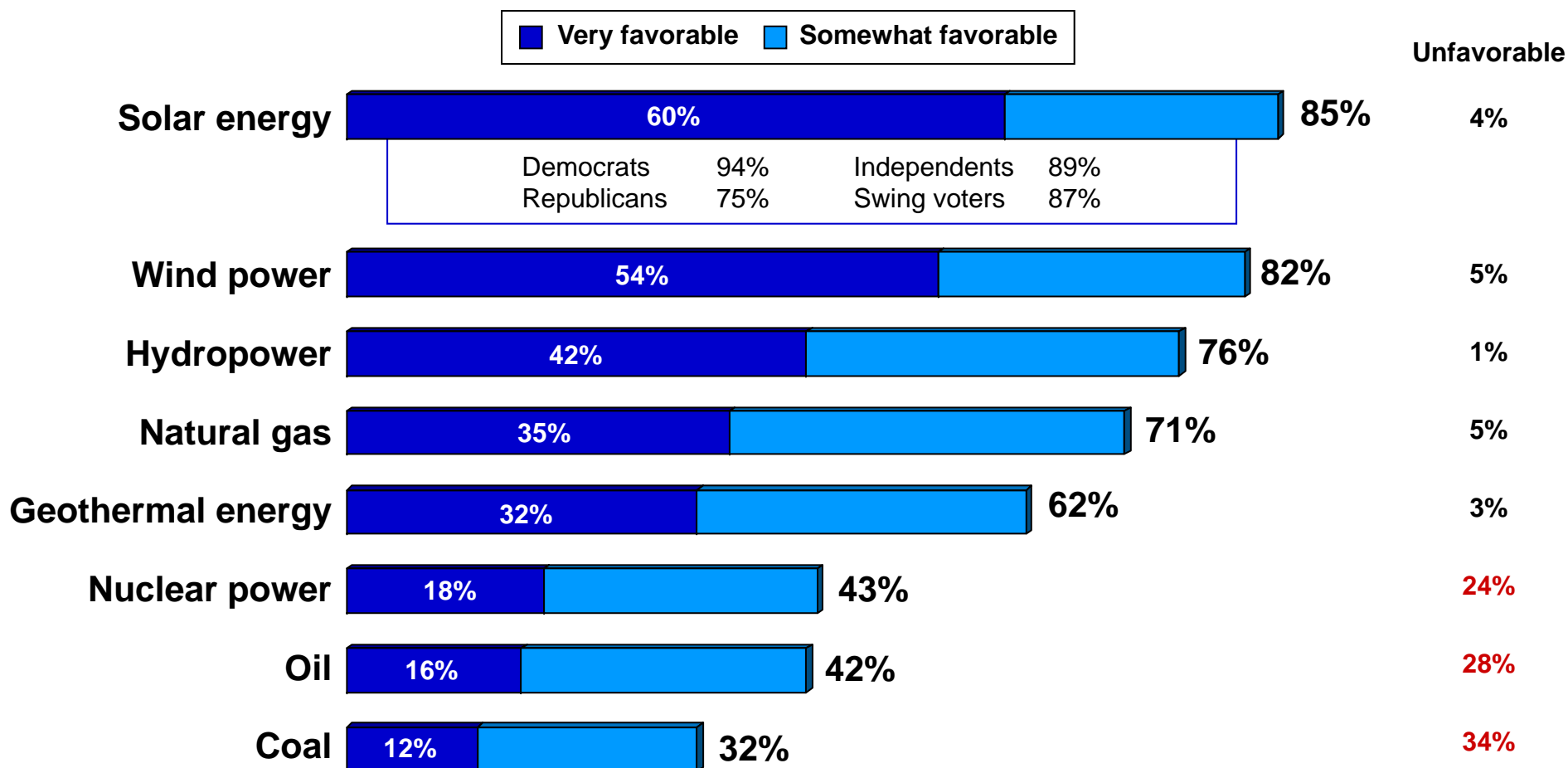
Energy is an important issue for voters heading into the November elections.

Other than jobs and the economy, how important is this issue in your thinking about the November elections?



Solar energy is favorably viewed by nearly everyone, regardless of party or demographics.

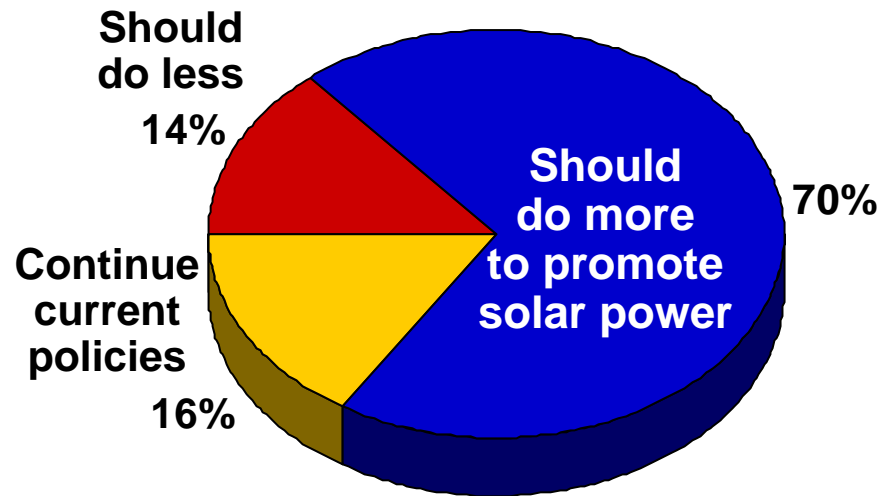
Feelings toward Sources of Energy for Generating Electricity in the U.S.



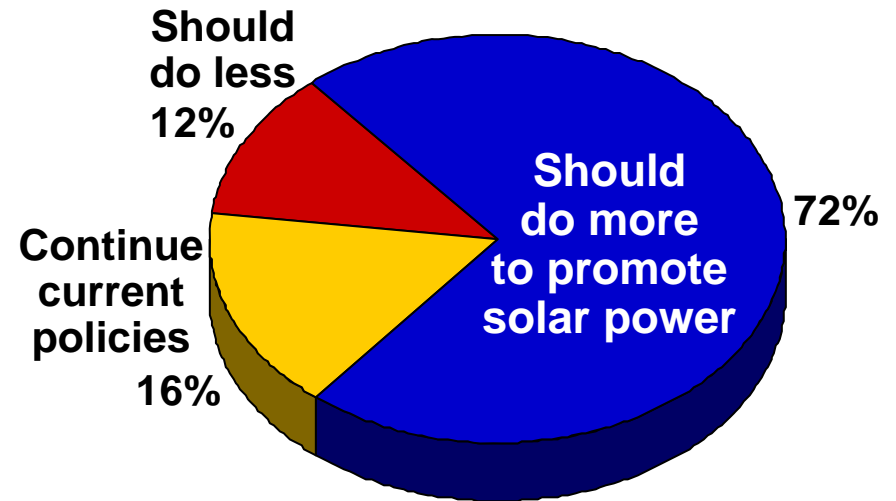
Strong majorities of voters say that government should be doing MORE to promote solar power.

Attitudes toward Federal Government's Policies on Solar Power

All voters



Swing voters

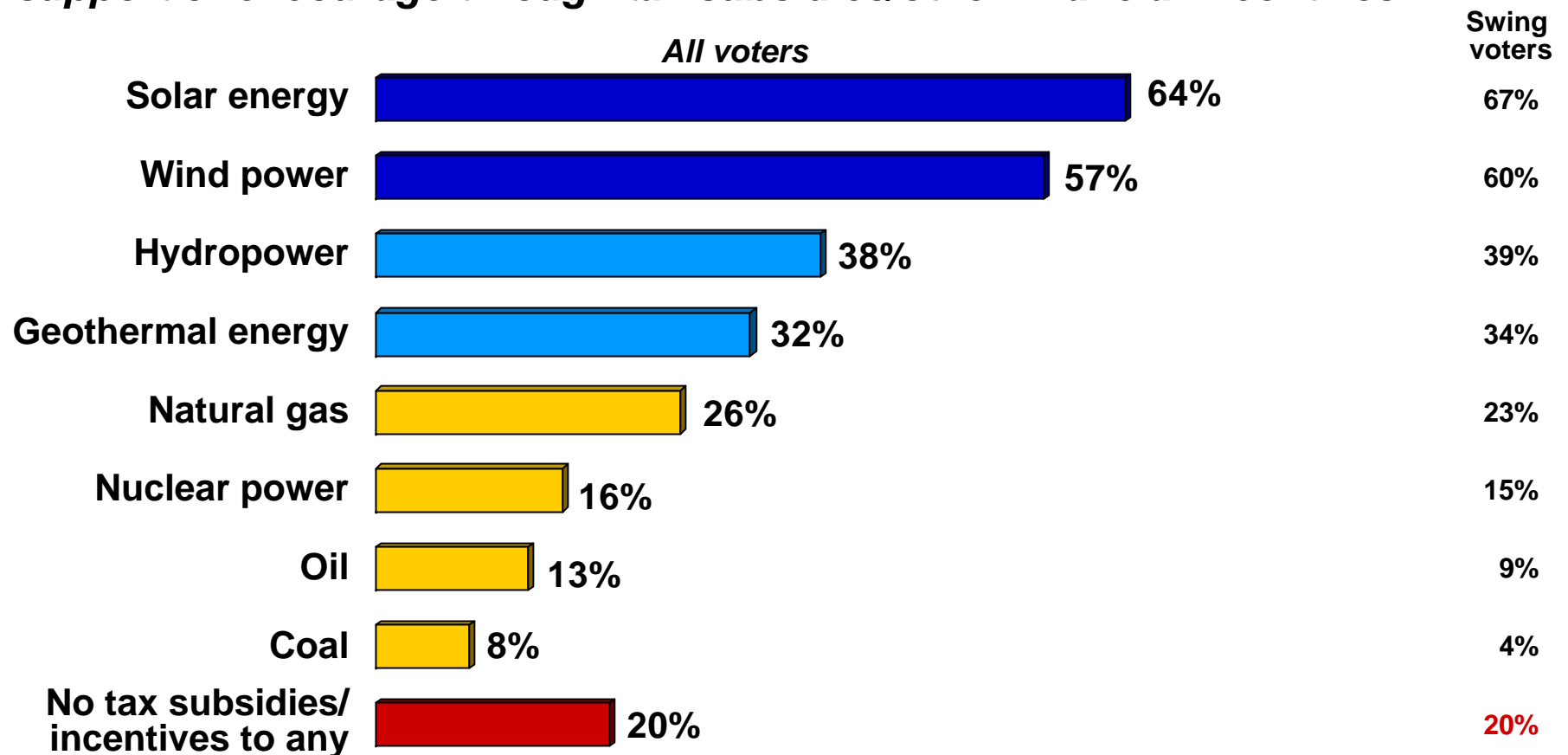


Should Do More

Democrats	83%
Independents	80%
Republicans	50%

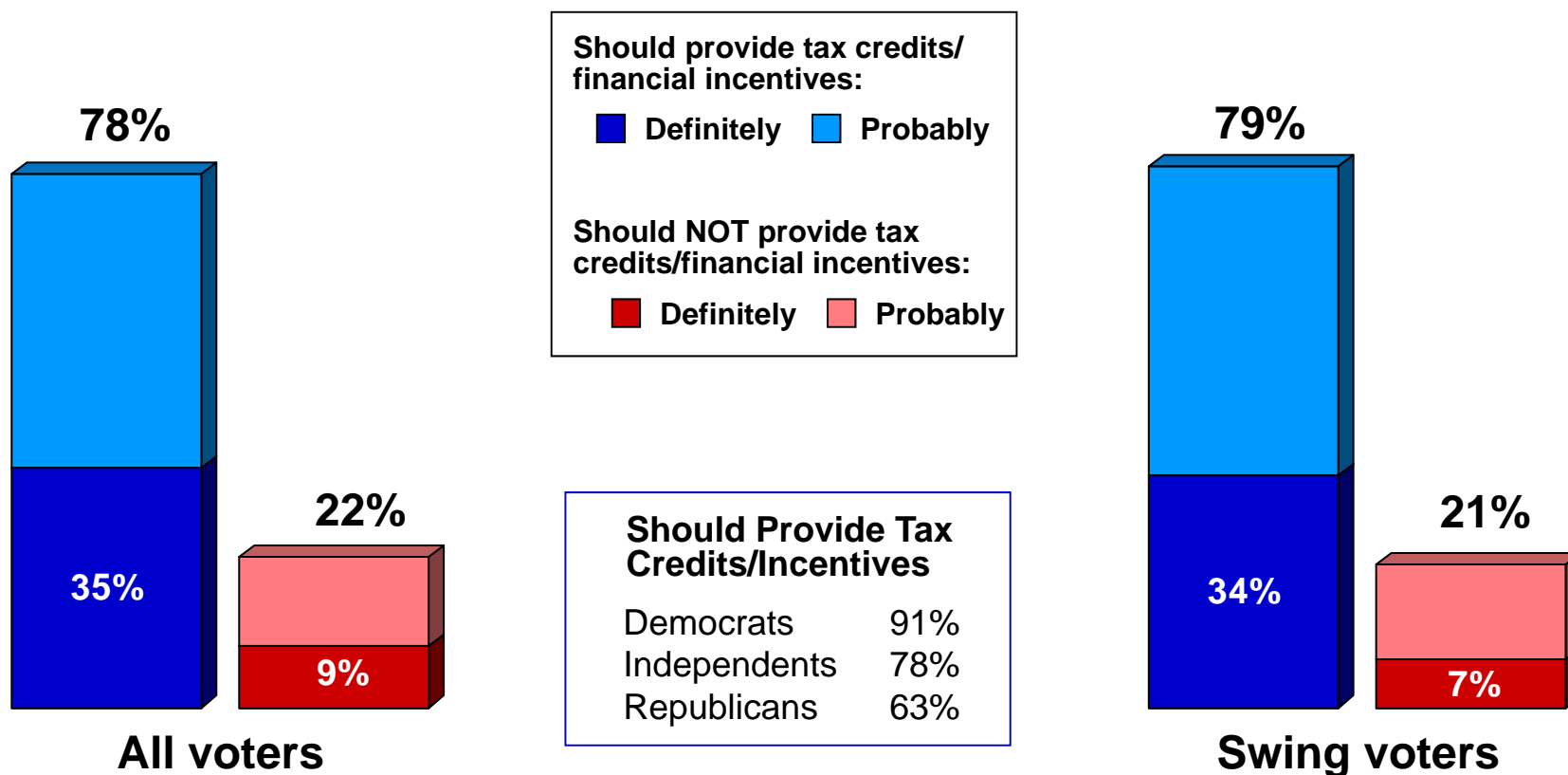
Solar is the energy source voters are most eager to see government support through financial incentives.

Which, if any, of these forms of energy should the federal government support or encourage through tax subsidies/other financial incentives?



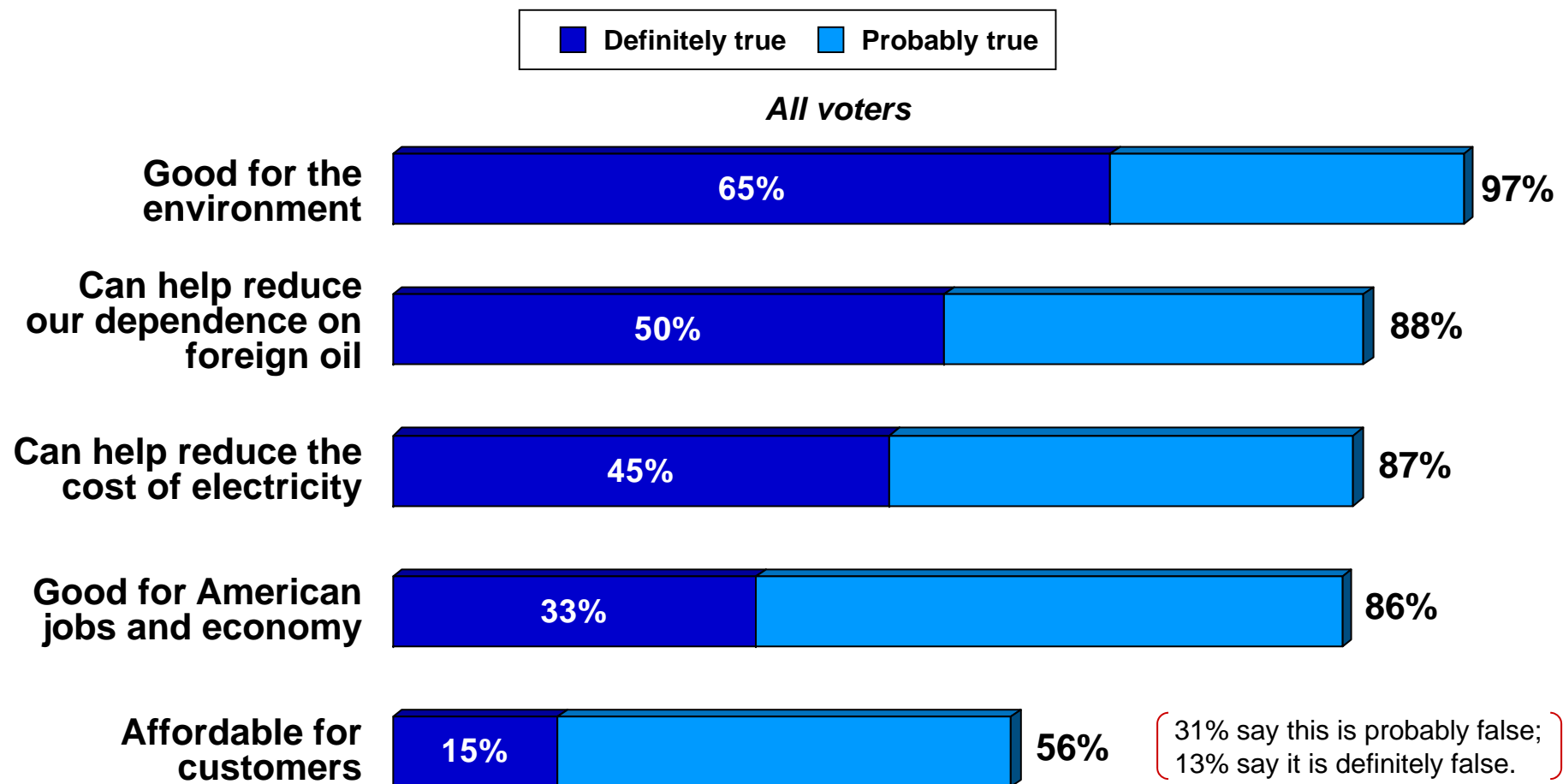
By nearly four to one, voters (including swings) want government to support solar energy through tax credits and financial incentives.

Support for Federal Government Providing Tax Credits/Financial Incentives to Encourage Development and Use of Solar Energy



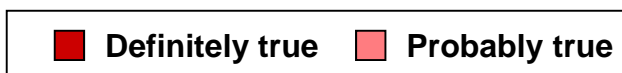
Voters see clear advantages to solar, including its environmental benefits and its contribution to reducing foreign dependence for energy.

Credibility of Positive Statements about Solar Power

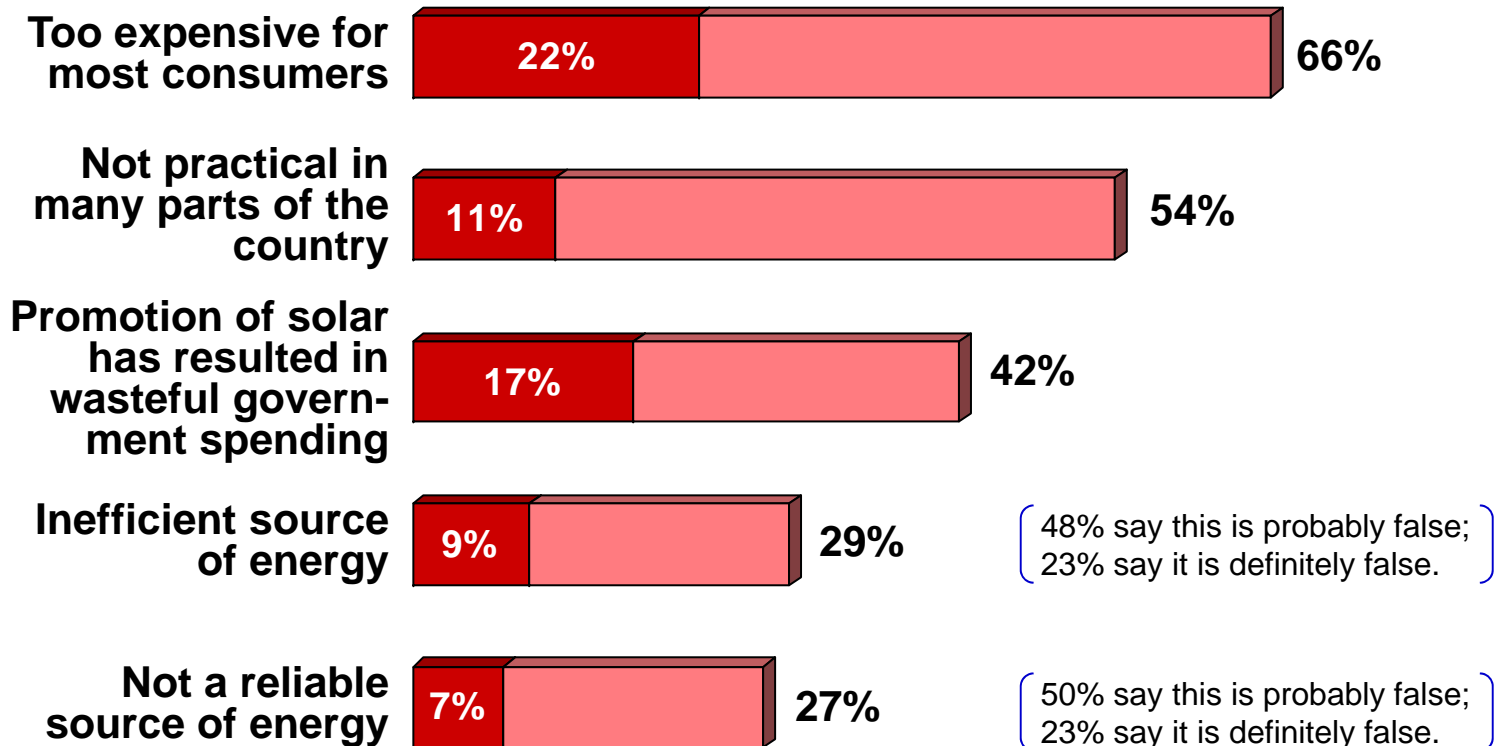


Affordability and practicality top the list of voters' concerns about solar.

Credibility of Negative Statements about Solar Power



All voters



Final Takeaways – I

- ◆ The message from the research is clear: **Voters across the political spectrum support solar and want the government to do more to encourage its continued development and use.**
 - Solar enjoys strong bipartisan support among all voters.
 - Voters believe the government should support solar energy, including through federal incentives.
- ◆ More than nine in ten voters feel it is important for the U.S. to develop and use solar power.
 - 98% of Democrats feel this way, as do 95% of independents, and 84% of Republicans.
 - 92% of all voters and 93% of swing voters agree.

Final Takeaways – II

- ◆ By nearly four to one, voters say the government should provide tax credits and financial incentives for solar energy.
 - This belief is shared by 79% of swing voters, 91% of Democrats, 78% of independents, and 63% of Republicans.
- ◆ High levels of public support for solar energy have held roughly constant over the past five years.
 - Support for solar has remained strong through changes in the White House and changes in the economy.
- ◆ Voters support solar because it is clean, abundant, and decreases our reliance on foreign sources of energy.



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