




SOLAR MESSAGING GUIDE


Effective messages and facts about solar energy supported by public opinion polling conducted in June 2022


Messages That Work


 The **price of solar power dropped by 70%** in the past decade, it is now **cheaper than coal and natural gas power** in most of the country, and it continues to decline. In fact, researchers say moving to renewable energy like solar will end up **saving the average family hundreds of dollars a year** in electricity and health care costs.


 **PROOF POINT** 76% of registered voters and 89% of opinion leaders found our messaging on costs convincing, with 35% saying it was the most convincing or second most convincing message.


 The solar industry already **employs more than 255,000 Americans**. These **family-supporting jobs pay well over the national average**, most don't need a college degree-and there is potential for a million more in the coming years. By using more solar power, we can create quality jobs opportunities for all Americans.


 **PROOF POINT** Learning about solar energy's jobs and economic benefits made an impact on 76% of registered voters, including nearly 3 in 4 center-right voters (74%), as cost of living concerns persist for many Americans.


 By using more clean energy like solar we will sharply **reduce sulfur, arsenic, and mercury pollution**. Doctors and scientists say that **moving to clean energy could save 50,000 American lives every year** and dramatically reduce the rates of heart disease, asthma attacks, respiratory diseases, and even cancer.

 **PROOF POINT** Our messaging on health was some of the most credible- with 88% of opinion leaders, 80% of registered voters, and 69% of center-right voters finding it convincing.

 For too long, **America has been dependent on dangerous, foreign energy**. The fuel for **solar energy is 100% made in America**, and it stays in America. It's time to move toward American solar energy so that we don't have to rely on Middle Eastern sheiks or dictators like Vladimir Putin.

 **PROOF POINT** Three-quarters (75%) of registered voters and 88% of opinion leaders agree energy independence is a convincing reason to encourage the use of solar power.

 **We have a basic responsibility to leave a better world for our kids**, but 99% of scientists, NASA, and the Department of Defense agree that climate change is a threat to their future-and we're already seeing its impact in the form of increasingly strange weather and more severe droughts, wildfires, and storms. **Using more clean energy like solar will sharply reduce the carbon pollution that is disrupting our climate**.

 **PROOF POINT** Climate messaging remains credible - 74% of registered voters, 86% of opinion leaders, and even 66% of center-right voters found it convincing.

Less Effective Messages

Instead of depending on utility company monopolies, solar power allows the average consumer to choose how and where they get their energy. That's why over 3 million American homes have chosen to install solar panels, allowing them to produce and store their own energy and giving them control over a critical part of their lives.

Large solar farms are designed to protect the land and wildlife through careful site selection, extensive studies, and collaboration with local communities. They can be sited with native vegetation, habitats, or other environmentally friendly seed mixes that prevent erosion and restore the land after years of heavy use.

Additional Polling Takeaways

Solar is the most popular source of energy. 77% of voters agree their electric utility should provide more solar to customers.

Three quarters of voters have a favorable view of the solar energy industry.

74% of voters agree the government should play a more active role in encouraging the use of solar power and 75% say they would support the construction of a solar farm in their own community.

70% of registered voters believe electric utilities should be required to get at least 50 percent of their electricity from renewable sources like solar and wind by the year 2030.

Three quarters of voters believe that solar power is good for America's economy and 60% now agree that solar power is affordable - up 6 points from 2018.

3 in 4 registered voters believe America shifting from fossil fuels to renewable energy like solar power is an inevitability - a when, not an if.