

Copyright 2024 SEIA - California Solar Messaging Survey August 19 - 26, 2024 44188 802 California Registered Voters Margin of Error: +/- 3.5%

S1. Are you at least 18 years old and registered to vote at [ADDRESS ON FILE]?	VOL:	Yes No(Don't know/Refused)	
S2 . As you may know, there will be an election for President, Congress, and other state offices in November. How likely are you to vote in the election for President and other state offices? Will you definitely vote, probably vote, are the chances 50-50, probably not vote, or definitely not vote?	VOL:	Definitely Probably Chance 50-50 Probably not Definitely not (Don't know/Refused)	1 2
P1. When it comes to politics, do you generally think of yourself as a strong Democrat, not very strong Democrat, strong Republican, not very strong Republican, an independent, or some other political party? [IF INDEPENDENT/OTHER] Do you think of yourself as closer to the Democratic Party or the Republican Party?	VOL:	Strong Democrat Weak Democrat Independent / Closer to the Democrats. Independent. Independent / Closer to the Republicans Weak Republican Strong Republican (Don't know/Refused) DEMOCRAT (NET) INDEPENDENT (NET) REPUBLICAN (NET) DEMOCRAT W/ LEANERS (NET) REPUBLICAN W/ LEANERS (NET)	33% 14 8 13 7 8 17 * 47% 28 25 55% 32
Q1. [IF REPUBLICAN/LEAN REPUBLICAN] Do you consider yourself more a supporter of	VOL:	Donald Trump The Republican Party (Don't know/Refused)	54% 44 1
PARTY ID SUMMARY TABLE.		Democrats (w/ leaners)	55% 13 17 14
P2. How important is politics to your personal identity?	VOL:	Very important	32% 39 19 9 - 71% 29

B1. I am going to read you a series of statements. After each one, please tell me if you agree or disagree with that statement. **[IF CHOICE]** And do you strongly agree/disagree or just somewhat?

	AGREE		DISAGREE				NET
	Strongly	Somewhat	Somewhat	<u>Strongly</u>	(DK/Ref.)	AGREE	DISAGREE
My electric utility should get more of its electricity from solar power	52%	34	8	6	1	85%	14
[SPLIT A] My electric utility should get more of its electricity from wind power	34%	44	11	11	*	78%	21
• [SPLIT B] My electric utility should get more of its electricity from offshore wind power	29%	43	17	9	2	72%	26
My electric utility should get more of its electricity from natural gas power	19%	38	30	12	1	57%	42
My electric utility should get more of its electricity from nuclear power	19%	33	23	23	1	52%	47

	AGREE		DISAGREE		N		NET	
	Strongly	Somewhat	Somewhat	Strongly	(DK/Ref.)	<u>AGREE</u>	DISAGREE	
My electric utility should make it easier for people to install solar panels if they want to	62%	31	5	2	*	93%	7	
 People who have solar panels should receive the fair value of the solar power they generate and sell back to the larger electric grid 	56%	33	7	3	1	89%	10	
My electric utility is more focused on making a profit than providing good service at a reasonable price	47%	33	15	4	1	80%	19	
I don't trust my utility to be honest with me about what is causing higher electricity prices	45%	34	14	6	*	79%	21	

B2. I am going to read you another series of statements. Again, for each one, please tell me if you agree or disagree with that statement. **[IF CHOICE]** And do you strongly agree/disagree or just somewhat?

	AC	GREE	DISAGREE			NET	
	Strongly	<u>Somewhat</u>	<u>Somewhat</u>	Strongly	(DK/Ref.)	AGREE	DISAGREE
• [SPLIT A] Californians should be allowed to generate their own solar power if they want to	71%	25	3	1	*	96%	4
[SPLIT B] The electric grid in California is outdated and in need of modernization	50%	41	6	1	1	91%	8
[SPLIT A] We should expand the use of solar power to help keep up with increasing demand for electricity	58%	32	5	3	1	90%	9
[SPLIT A] Solar power is good for California's economy	56%	32	6	5	1	88%	11
[SPLIT A] Increasing our use of solar power paired with battery storage would make electricity more reliable	49%	38	7	4	1	88%	12
Increasing our use of solar power would save California families money	51%	36	8	4	*	87%	12
• [SPLIT B] Increasing our use of solar power paired with battery storage would make our electric grid more resilient to extreme weather	41%	45	9	5	1	86%	14
[SPLIT B] California policymakers should NOT put new limits on who is allowed to install solar panels on people's homes	50%	35	10	4	1	85%	14
California policymakers should be doing more to encourage the use of solar power	50%	34	9	6	*	85%	15
When more people get solar panels on their home, everyone benefits	48%	36	10	5	1	84%	15
California should be the national leader in clean energy like solar power	52%	32	7	8	1	84%	15
• [SPLIT B] Solar power creates good-paying jobs	34%	49	12	3	1	83%	16
Solar power is a realistic option for people like me	37%	34	17	12	1	71%	29
California policymakers are making it harder than they should to expand the use of solar power in California	28%	40	24	5	3	68%	29

NET

B3. As you may know, utility-scale solar farms are large solar energy projects that are placed on land and have enough solar panels to power communities and big businesses. Knowing that, I'm going to read you a series of statements. Please tell me if you agree or disagree with each one. [IF CHOICE] And do you strongly agree/disagree or just somewhat?

DISACDEE

ACDEE

	AGREE		DISAGREE		NEI		NEI	
	Strongly	Somewhat	Somewhat	Strongly	(DK/Ref.)	AGREE	DISAGREE	
I would support the construction of a utility- scale solar farm in the desert	58%	29	8	5	*	87%	12	
• [SPLIT B] I would support the construction of a utility-scale solar farm on California farmland that no longer has enough water	40%	38	13	9	1	78%	22	
• [SPLIT A] I would support the construction of a utility-scale solar farm on California farmland	36%	39	13	12	1	75%	25	
I would support the construction of a utility- scale solar farm near my own community	36%	38	13	13	*	74%	26	

B4. Now I'm going to read you a series of proposals California policymakers could consider, and I'd like to know whether you support or oppose each of them. Here's the first... [ITEM]. Do you support or oppose that proposal? [IF CHOICE] And do you strongly support/oppose it or just somewhat?

	SUF	PPORT	OPPO	SE	NET		
	Strongly	Somewhat	Somewhat	Strongly	(DK/Ref.)	SUPPORT	OPPOSE
 Allowing schools, farms, and businesses that have solar panels to sell the power they generate back to the grid for the full value of that electricity 	61%	32	4	3	*	93%	7
 Allowing community solar projects in which members of a community, including renters and those who cannot put solar on their rooftop, can choose to subscribe and get their electricity from a solar array in their community. 	49%	39	5	6	1	87%	12
Reforming the permitting system to create a uniform set of standards and streamline the process for approving utility-scale solar farms	43%	44	9	4	1	86%	12
Expanding programs to make it easier for low- income and disadvantaged communities to have access to solar power	58%	28	6	8	*	86%	13
Providing funding to create and expand incentives for consumers to purchase a battery storage system along with solar power	49%	38	6	7	1	86%	13

IRA. As you may know, in 2022, Congress passed a law that created tax credits, rebates, and other incentives to encourage the use of more clean energy like solar in the United States. Just based on what you know, do you support or oppose these incentives to expand clean energy? [IF **CHOICE]** And do you strongly support/oppose it or just somewhat?

Strongly Support	54%
Somewhat Support	34
Somewhat Oppose	6
Strongly Oppose	6
(Don't know/Refused)	*
SUPPORT (NET)OPPOSE (NET)	88% 12

cs1. Now I'm going to read you two statements about recent increases in the price of electricity in California. Please tell me which one you agree with more, even if neither is exactly right.

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panels are subsidizing those who do. Solar customers
don't pay their fair share of costs to maintain the
electric grid, causing rates to increase and making
California less affordable to live in.
Other people say Utilities are blaming solar power,
but their math doesn't add up. Increasing our use of
solar power brings prices down for everyone. The real
reason that electricity prices are going up is utility
company overspending and mismanagement, and
increased wildfire costs.
(Don't know/Refused)

Some people say... Customers who don't have solar

24%

VOL:

VOL:

For statistical purposes only			
D100. What is your gender?	VOL:	(A man)	47%
Diou. What is your gender:	VOL:	(A woman)	52
	VOL:	(Something else SPECIFY)	1
	VOL:	(Prefer not to say/Refused)	*
DAGE. Derived Age		18-29	18%
51.0 <u>1</u> .2000 . 9 0		30-44	26
		45-54	15
		55-64	16
		65+	25
	VOL:	(Refused)	-
D102. What is the last grade of school or level of education you		Did not complete high school	2%
completed?		Graduated high school	17
		Attended technical/vocational school	5
		Attended some college but no degree	27
		Graduated two-year college with Associate's degree	14
		Graduated four-year college with Bachelor's degree	23
		Obtained Master's, PhD, or other professional degree	40
	VOI .	(MD, DMD, etc.)	12
	VOL:	(Don't know/Refused)	
D105. When it comes to politics, do you generally think of yourself as:		Very liberal	17%
government of point of the form of the for		Somewhat liberal	21
		Moderate	34
		Somewhat conservative	17
		Very conservative	11
	VOL:	(Don't know/Refused)	*
		LIBERAL (NET)	38%
		CONSERVATIVE (NET)	28
PRACE. To oncure we have a representative cample, could you please tall		Black/African American	6%
DRACE. To ensure we have a representative sample, could you please tell		White/Caucasian	51
me your race? [IF NOT HISPANIC/LATINO] For statistical purposes only, are		Hispanic/Latino	27
you of Hispanic, Latino, or Spanish origin? [MULTI-RACIAL, OTHER AND		Asian/Asian American	14
REFUSED ASSIGNED BY RACE ON FILE]		Pacific Islander	*
		Native American/American Indian/Indigenous	1
		Middle Eastern/North African	*
		Other	-
	VOL:	(Don't know/Refused)	-
VH20. [IF OLD ENOUGH TO VOTE IN 2020] Thinking back, in the November		Voted for Democrat Joe Biden	56%
		Voted for Republican Donald Trump	30
2020 general election for President, did you vote for Democrat Joe Biden,		Voted for someone else	3
for Republican Donald Trump, for someone else, or did you not vote in		Did not vote	9
that election?	VOL:	(Refused)	*
		ALLOCATED BIDEN	57%
		ALLOCATED TRUMP	31
PARTY. Party Registration		Democrat	46%
		Independent/Other	29
		Republican	25
REGNUM. Region		Fresno/Bakersfield DMAs	6%
		Los Angeles DMA - Los Angeles County	26
		Los Angeles DMA - Rest	21
		Monterey/Santa Barbara DMAs	4
		Sacramento DMA	11
		San Diego/Palm Springs/Yuma DMAs	10
		San Francisco DMA	20
		Small Northern DMAs	2