

**GSG**  
GLOBAL STRATEGY GROUP



# SEIA Solar Energy Messaging California Survey





# Methodology

## Voters

Global Strategy Group and North Star Opinion Research conducted a phone, text-to-web, and online (matched to the voter file) survey of **800 registered California voters** between August 19 and August 26, 2024.

## Swing Group

The swing group is defined as: always somewhat agree that California policymakers should be doing more to encourage the use of solar, sometimes agree or disagree but not always, or always don't know

## Margin of error

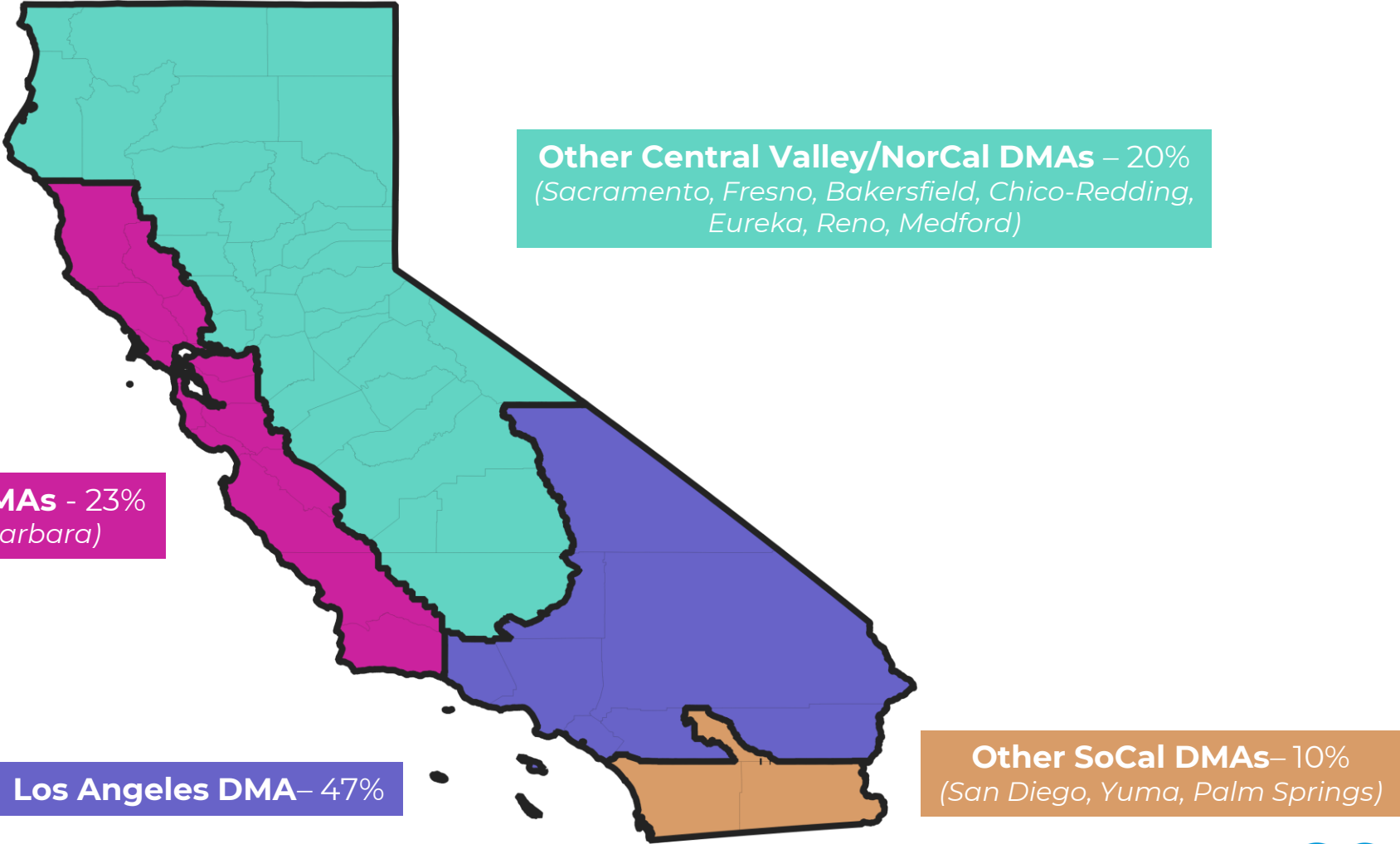
The margin of error at the 95% confidence level is +/- 3.5%.

## Partisanship

In addition to asking party identification, we asked self-identified Republicans if they considered themselves more a supporter of Donald Trump or the Republican Party. The sample breaks down as follows:

- 55% Democrat or independent who leans D
- 13% straight independent
- 32% Republican or independent who leans R
  - 17% More a supporter of Trump
  - 14% More a supporter of the GOP

# Regional Map



# Key Findings

**Solar is, easily, the most popular source of electricity in California.**

**Voters believe in the benefits of solar – both on the economy and on the ability to improve the reliability of the grid.**

**As such, voters believe that California policymakers should be doing more to encourage solar.**

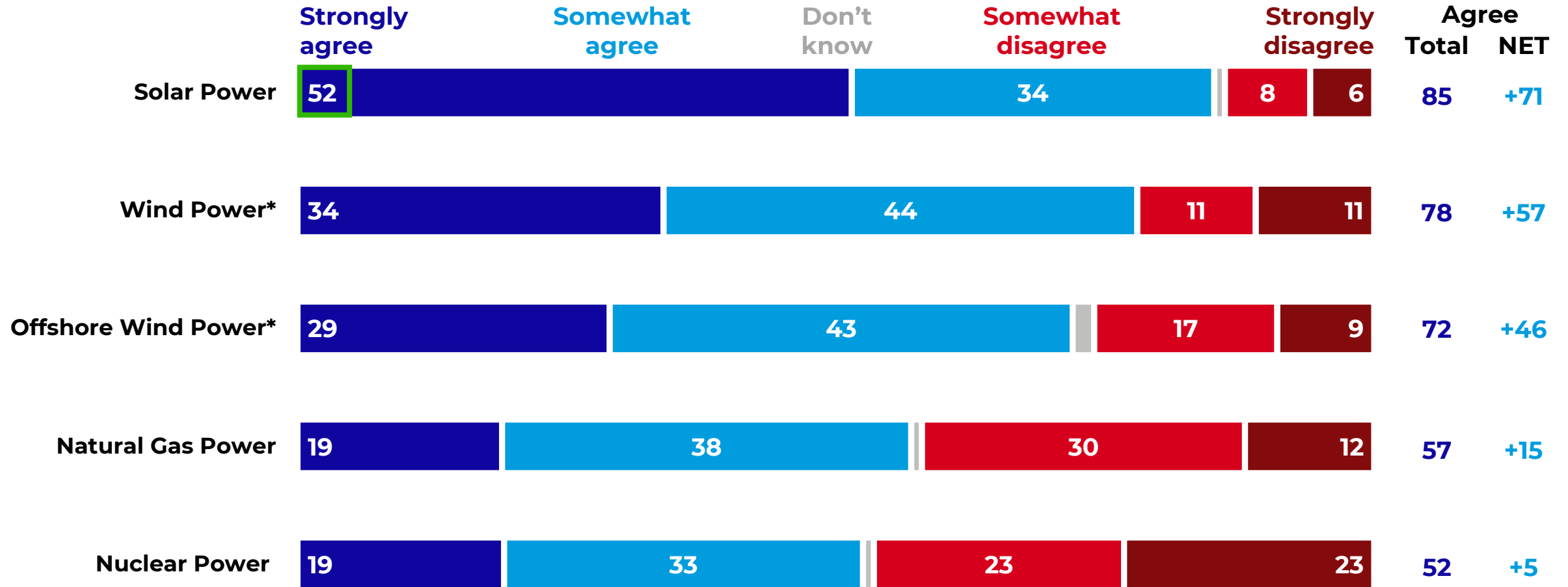
**California voters support the construction of utility-scale solar farms near their own community, on farmland, and, especially, in the desert.**

**Voters have little faith in utilities to act in their best interest.**

**And they overwhelmingly reject utilities' argument that solar is the cause of electricity price increases.**

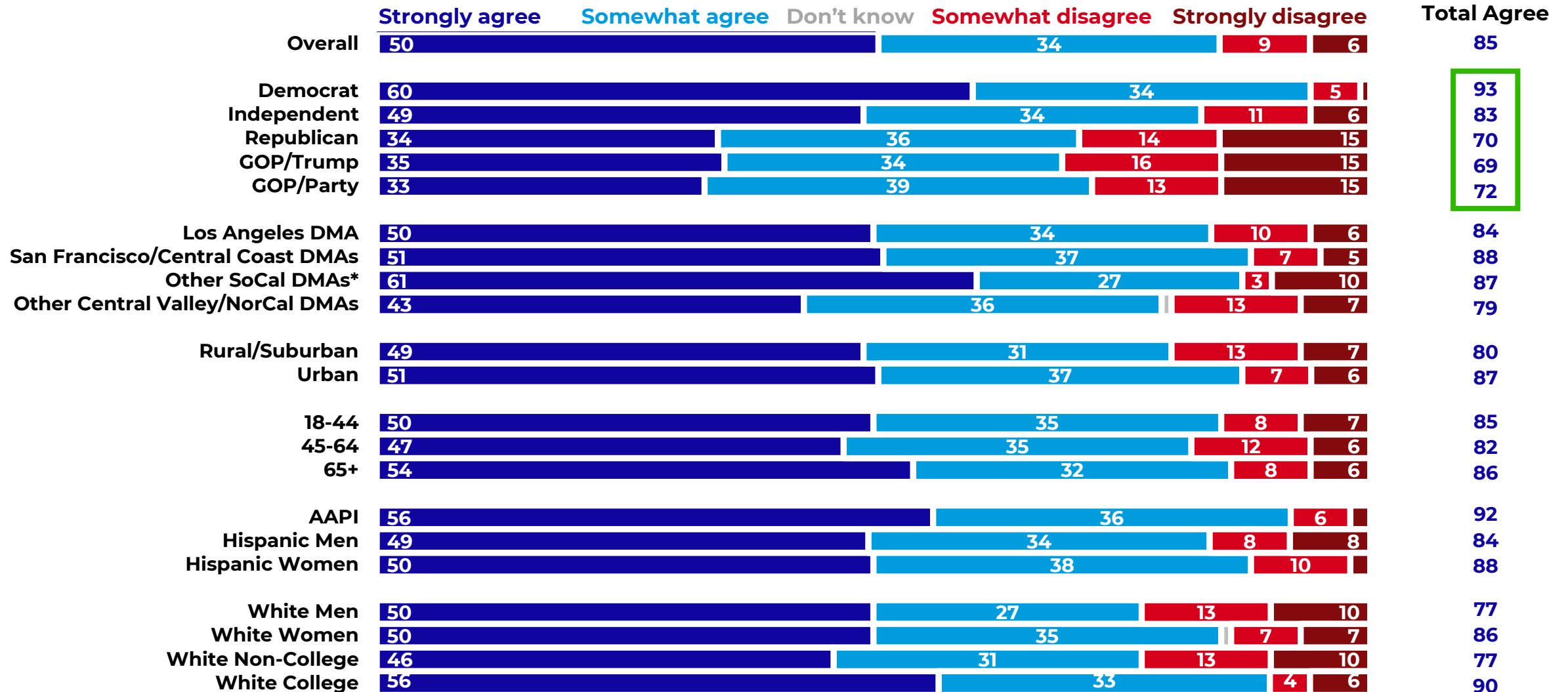
# Solar is the most popular source of electricity in California

My electric utility should get more of its electricity from...



# Voters across the political spectrum agree policymakers should be doing more to encourage solar

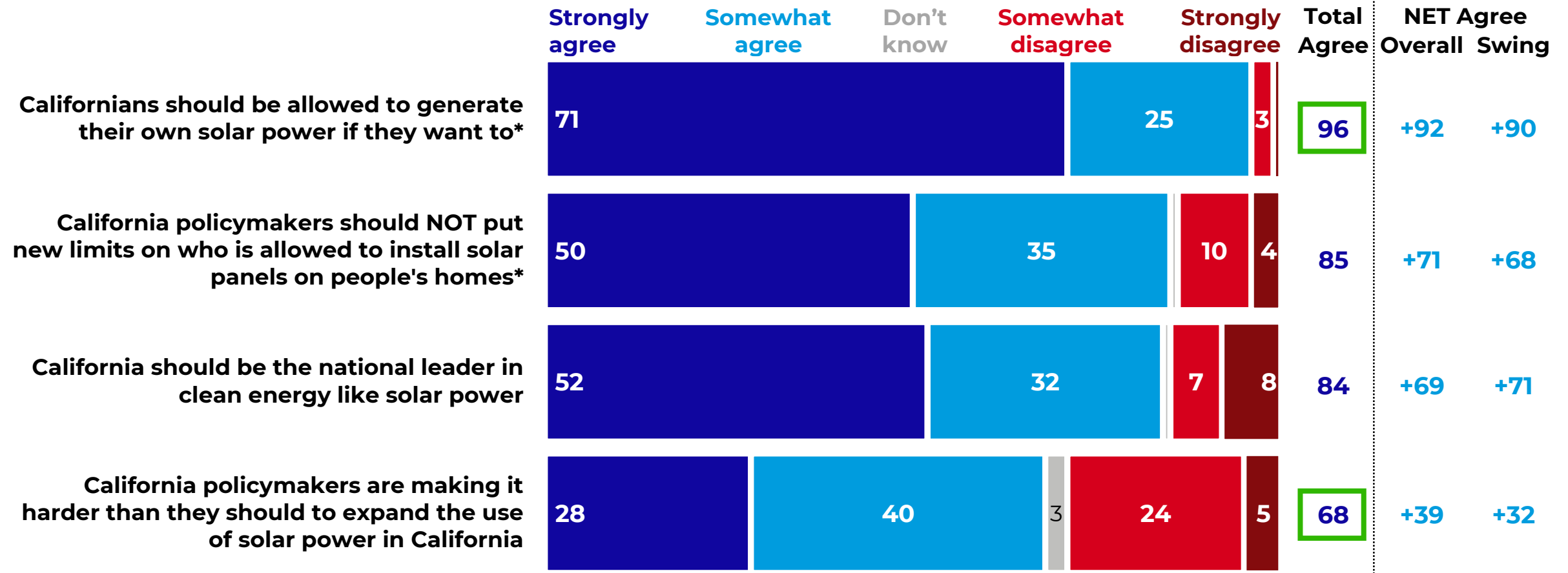
California policymakers should be doing more to encourage the use of solar power



\* Denotes small sample size; results are directional

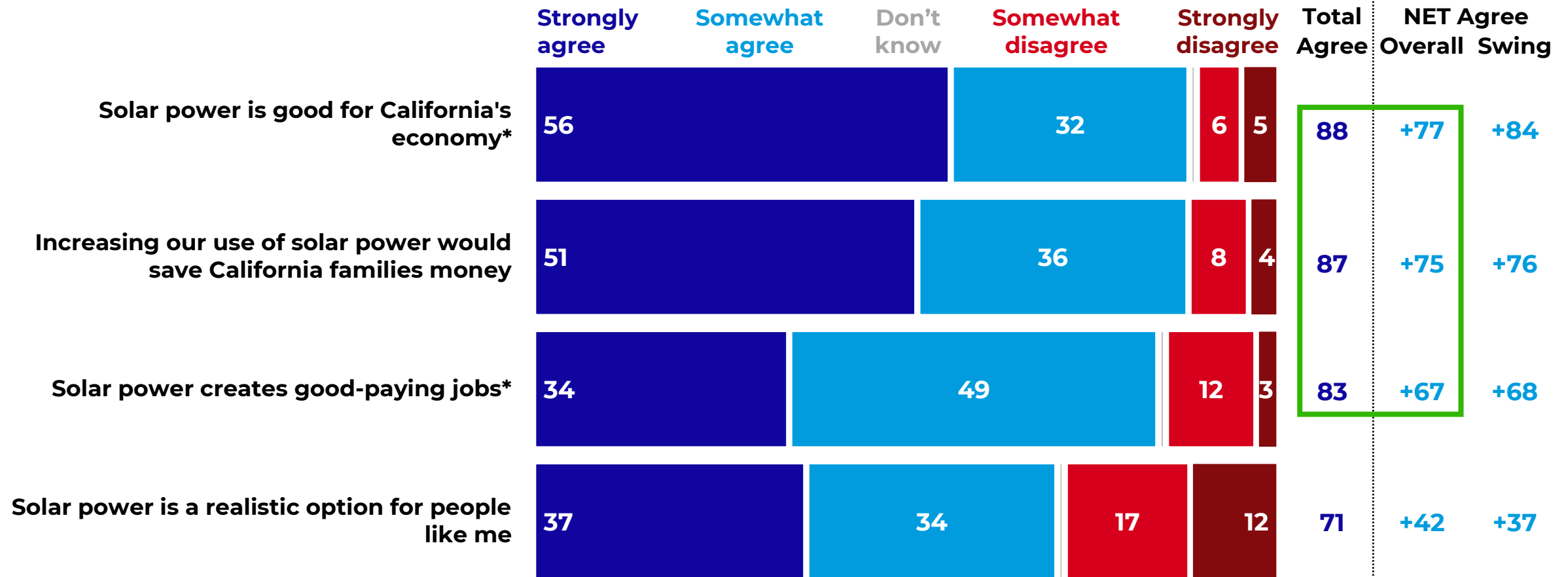
# Voters overwhelmingly believe that Californians should be able to generate own solar power. Two-thirds believe policymakers are making it too hard to expand solar

## Solar Statements – Policy Actions



# Voters agree that solar is good for the economy. A smaller, but sizeable, majority believes it is a realistic option for them

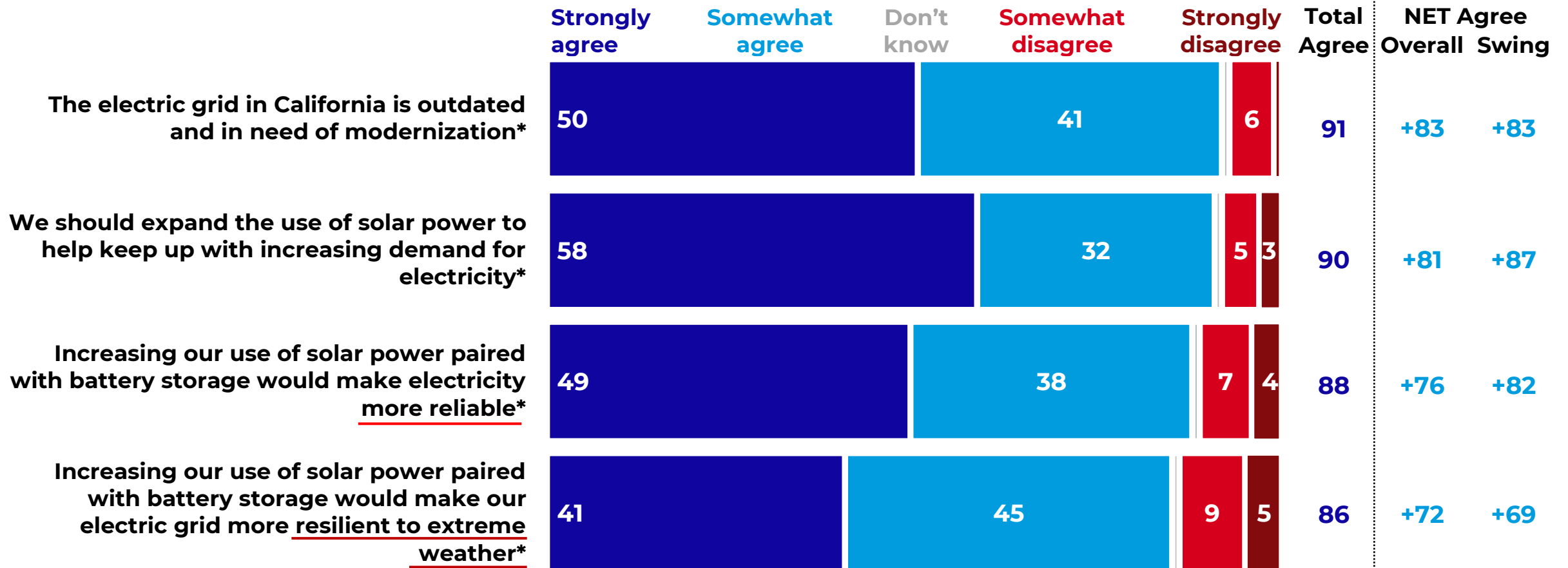
## Solar Statements – Economy





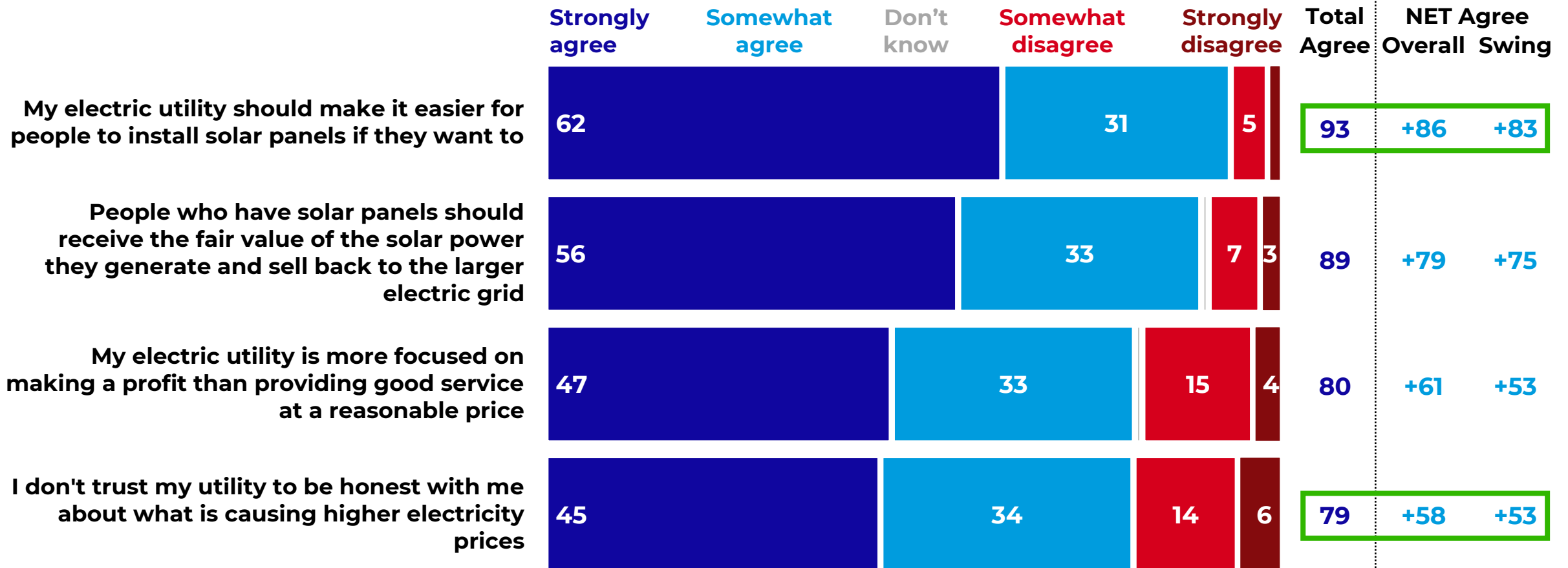
# Voters believe solar will help reliability and keeping up with demand. Widespread agreement that the grid is outdated

## Solar Statements – Electricity



# Voters believe it should be easier to install solar panels, have little faith in utilities to act in consumers' best interest.

## Solar Statements – Utilities



# Voters, across the political spectrum, overwhelmingly reject utilities' argument that solar is the cause of price increases

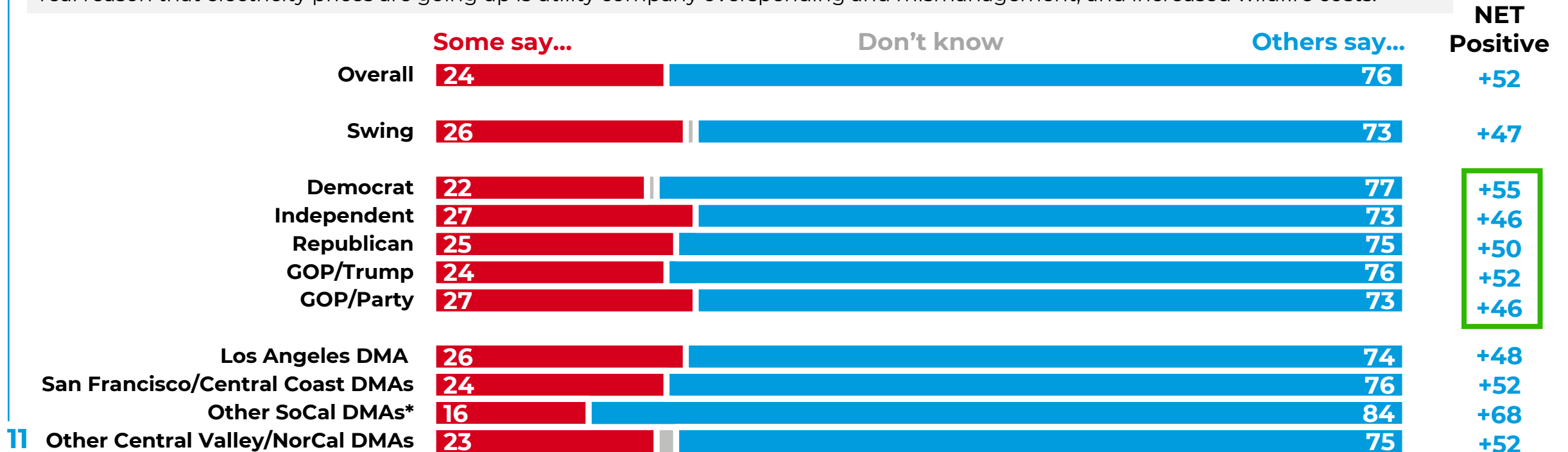
Now I'm going to read you two statements about recent increases in the price of electricity in CA. Please tell me which one you agree with more, even if neither is exactly right.

## Some people say...

Customers who don't have solar power 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...

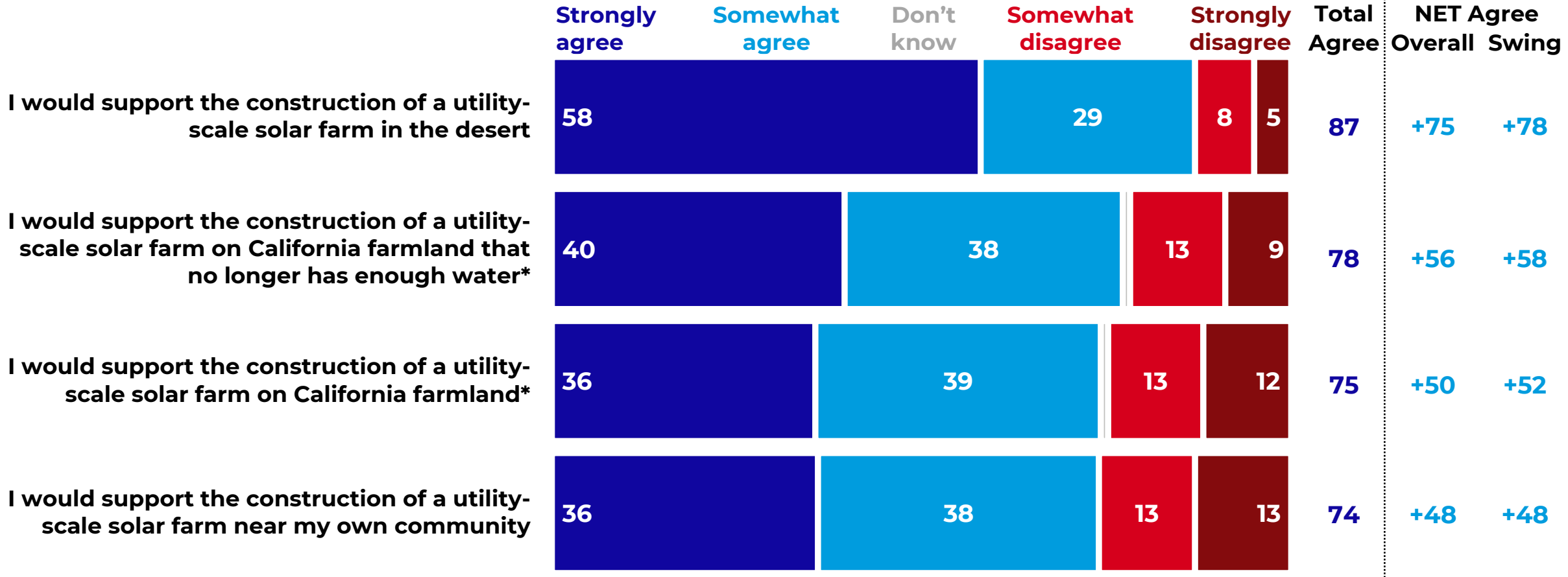
Utilities are blaming solar power, but their math doesn't add up. Increasing our use of solar power brings prices down for everyone. The real reason that electricity prices are going up is utility company overspending and mismanagement, and increased wildfire costs.



\* Denotes small sample size; results are directional

# Voters are broadly supportive of utility-scale solar farms at any location, especially the desert. Not much difference between farmland and “farmland that no longer has enough water”

Views on Utility Scale Solar Farms



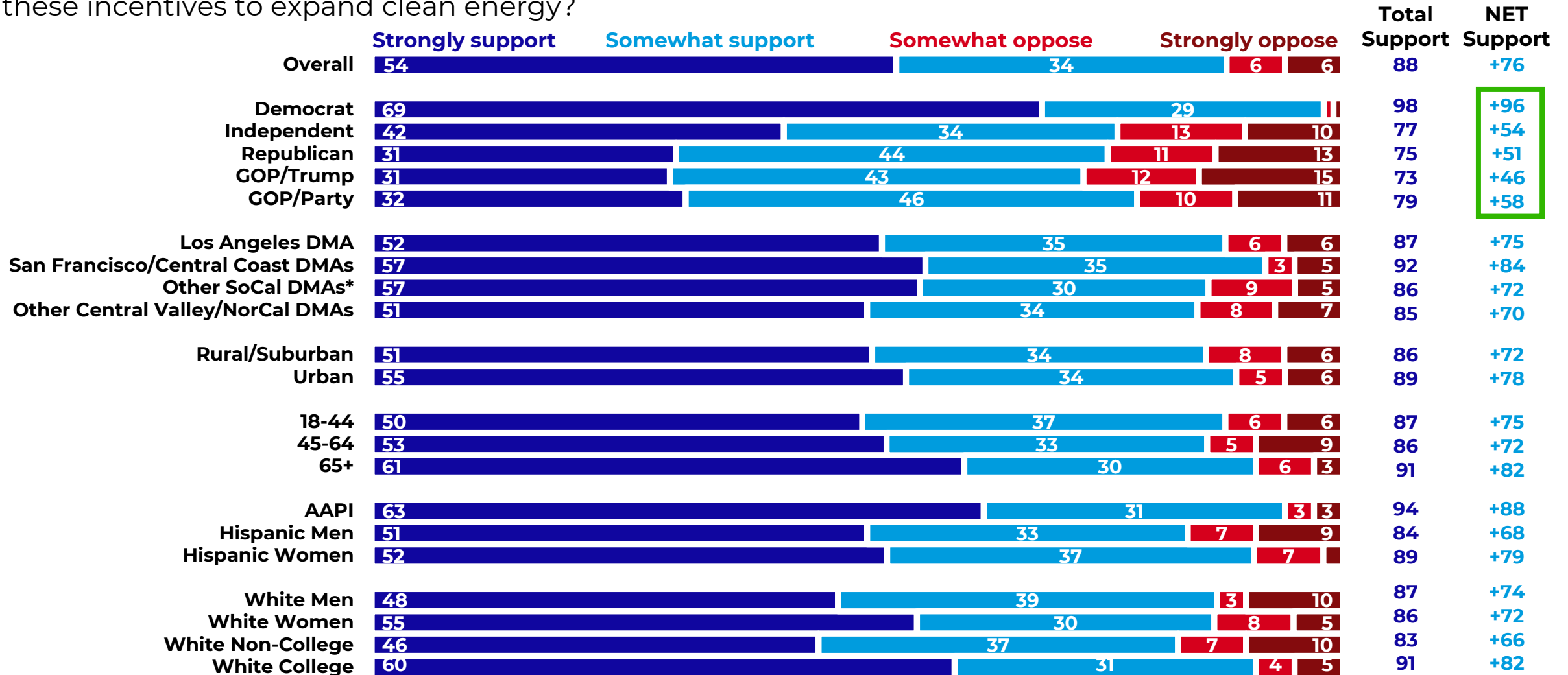
\* Question only asked of half of the sample





# Voters across the political spectrum, including Trump Republicans, show strong support for clean energy incentives

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?



\* Denotes small sample size; results are directional

# Thank You

New York

Washington, DC

Hartford

Chicago

Denver

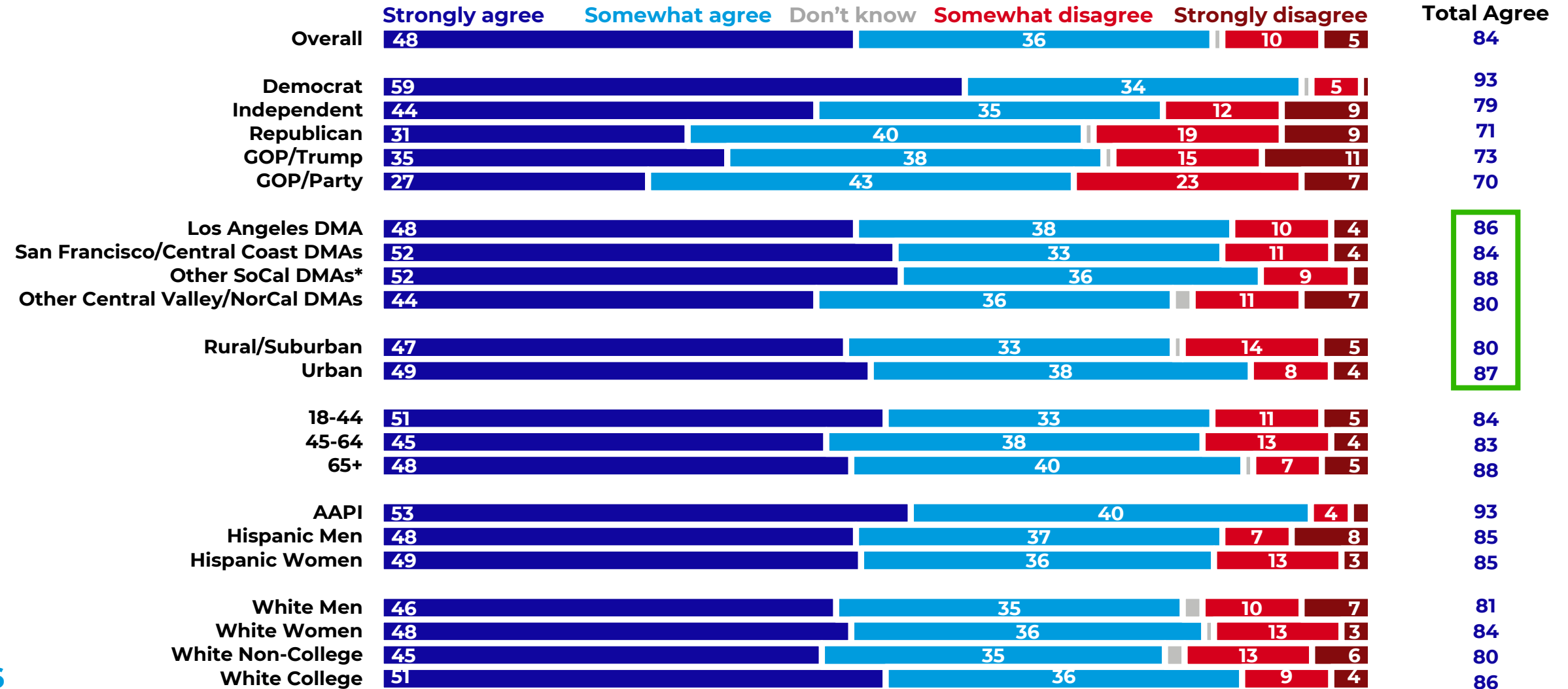
Seattle



# Appendix

# Voters across the state agree that everyone benefits when more people get solar panels on their homes

When more people get solar panels on their home, everyone benefits



\* Denotes small sample size; results are directional



# Voters overwhelming support all policies tested. Very intense support for schools/farms/biz getting the full value for their solar power and expanding programs to boost access to solar

## Views on Policy Proposals

