

GSG
GLOBAL STRATEGY GROUP



SEIA Solar Energy Messaging Texas Survey



Methodology

Voters

Global Strategy Group and North Star Opinion Research conducted a phone, text-to-web, and online survey of **800 registered Texas voters** between August 26 and September 3, 2024.

Swing Groups

We have two swing groups, defined as:

- Reliability Swing: always somewhat agree that solar would make electricity more reliable, sometimes agree or disagree, or always don't know
- Regulation Swing: always somewhat agree that there is too much red tape for solar projects, sometimes agree or disagree, 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:

- 40% Democrat or independent who leans D
- 12% straight independent
- 48% Republican or independent who leans R
 - 28% More a supporter of Trump
 - 19% More a supporter of the GOP

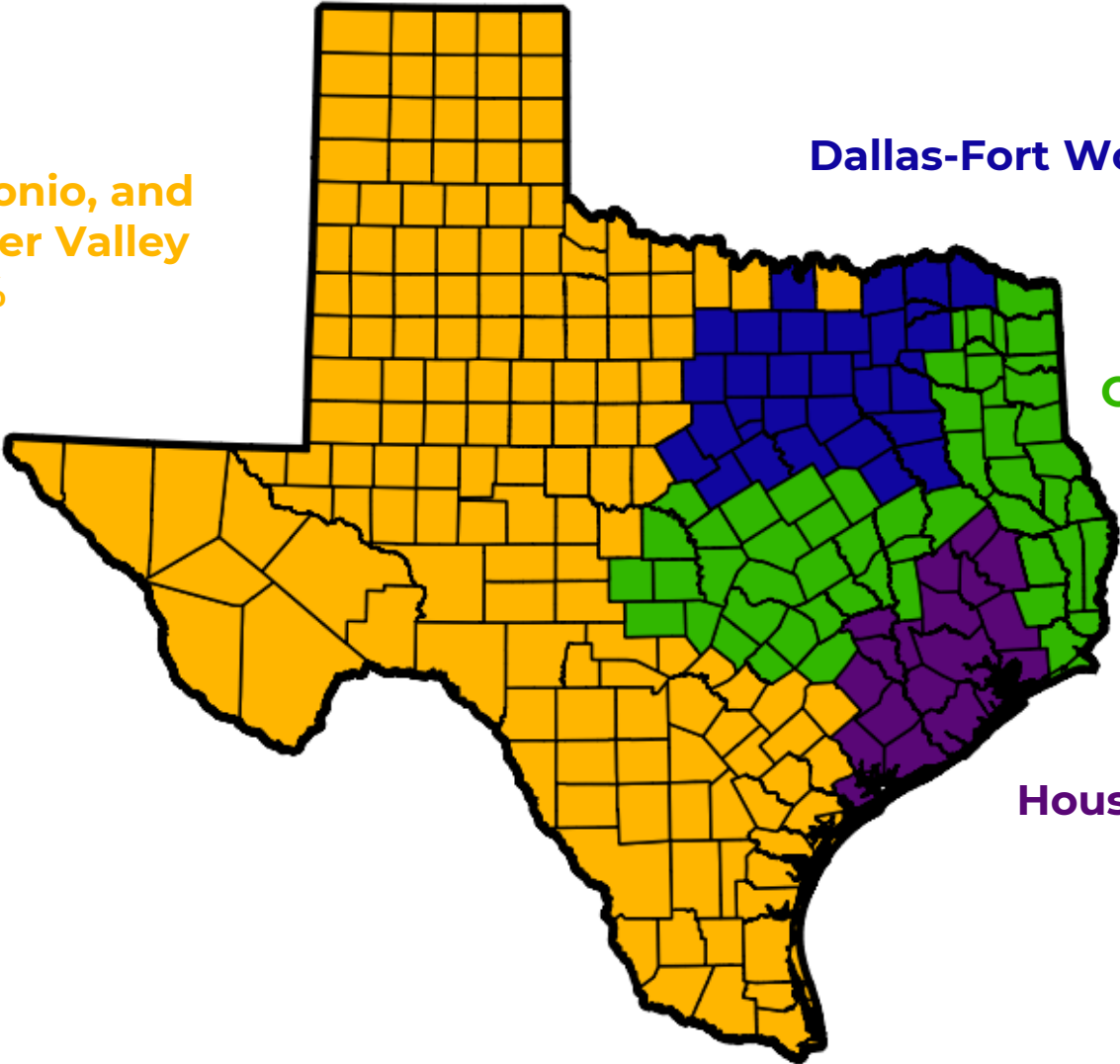
Regional Map

Panhandle, San Antonio, and
Other Western/Lower Valley
DMAs – 28%

Dallas-Fort Worth DMA – 29%

Austin, Waco, and
Other Eastern DMAs – 19%

Houston DMA – 25%



Key Findings

Solar is popular in Texas.

And voters largely agree that policymakers should be doing more to encourage the use of solar.

Voters believe in the benefits of solar – both economic benefits and on improving the reliability and resiliency of the grid.

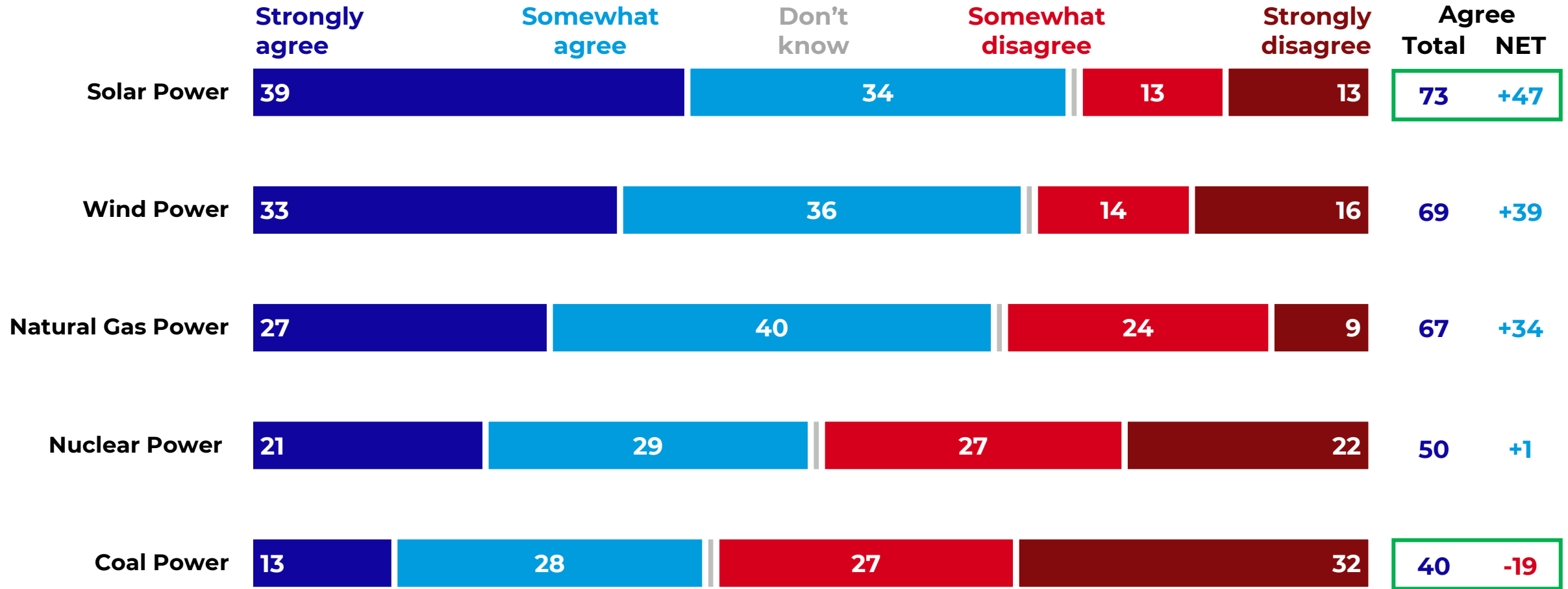
Voters overwhelmingly agree that farmers and property owners should have the right to lease their land for solar projects.

As a result, voters oppose stricter permitting requirements for solar.

There is strong support for the clean energy incentives in the IRA.

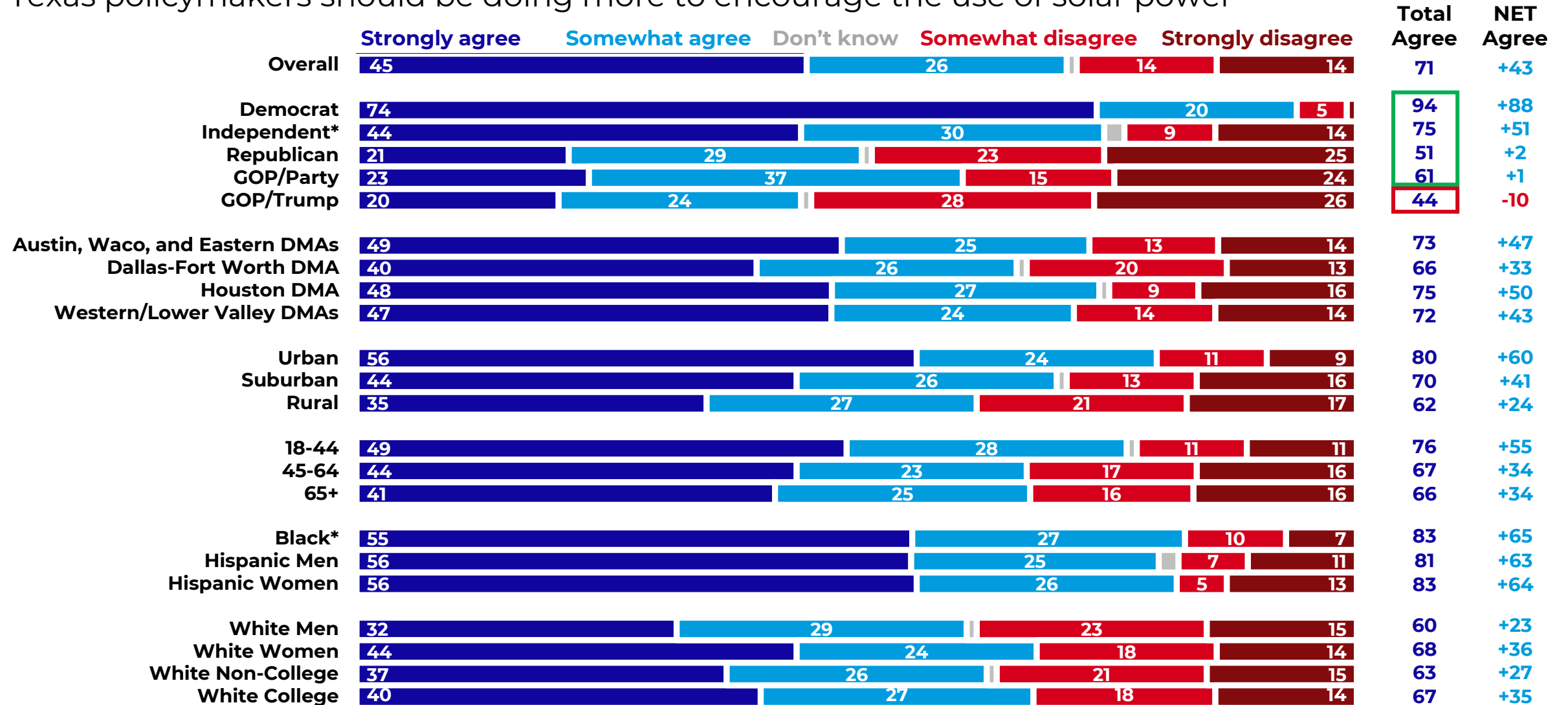
Solar is the most popular source of power; few voters are looking to coal

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



Voters largely agree policymakers should be doing more to encourage solar. Only Trump Republicans (modestly) disagree

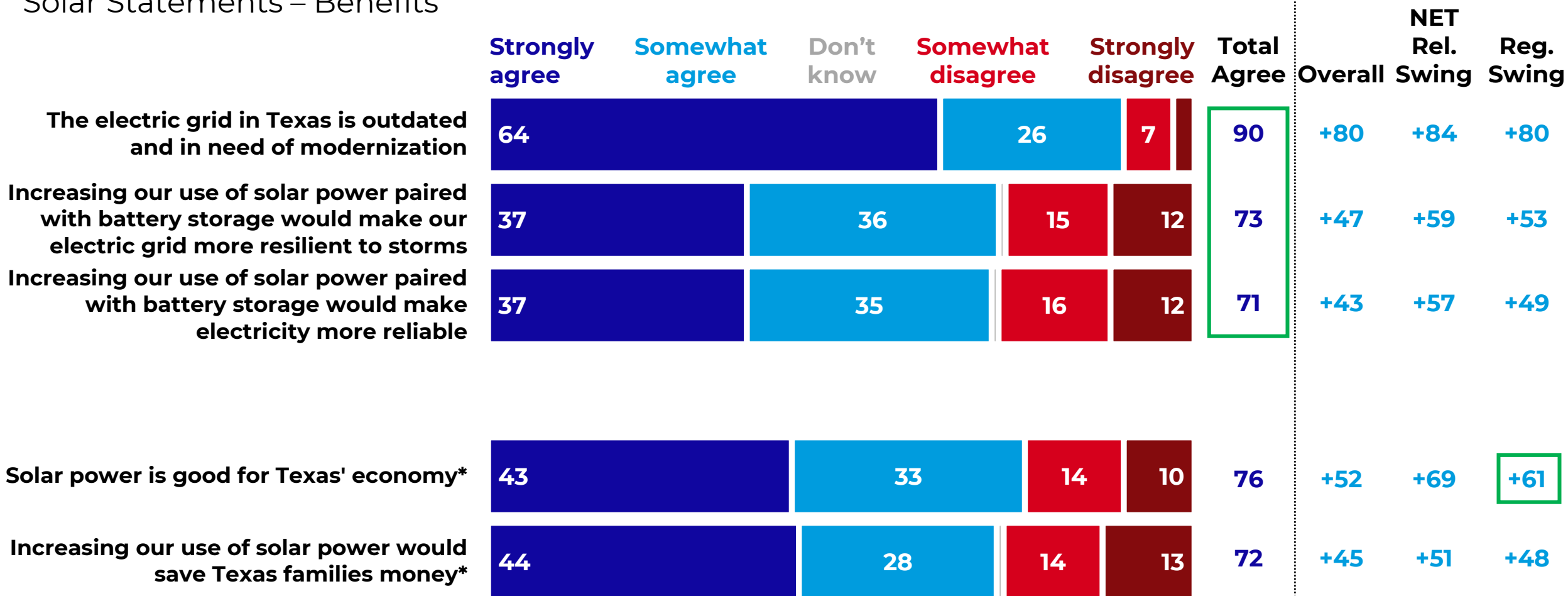
Texas policymakers should be doing more to encourage the use of solar power



* Small sample size; results directional

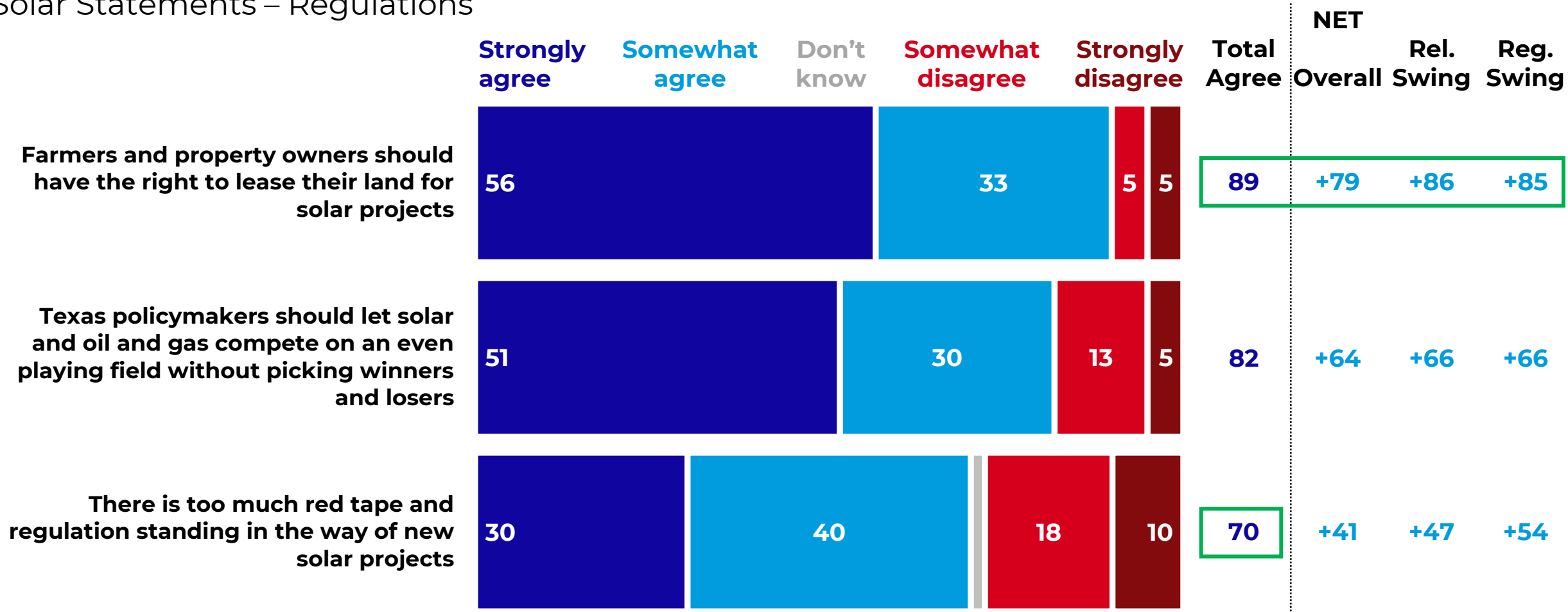
Voters believe solar will make the grid more resilient and reliable. Swing voters are even more likely to see economic benefits

Solar Statements – Benefits



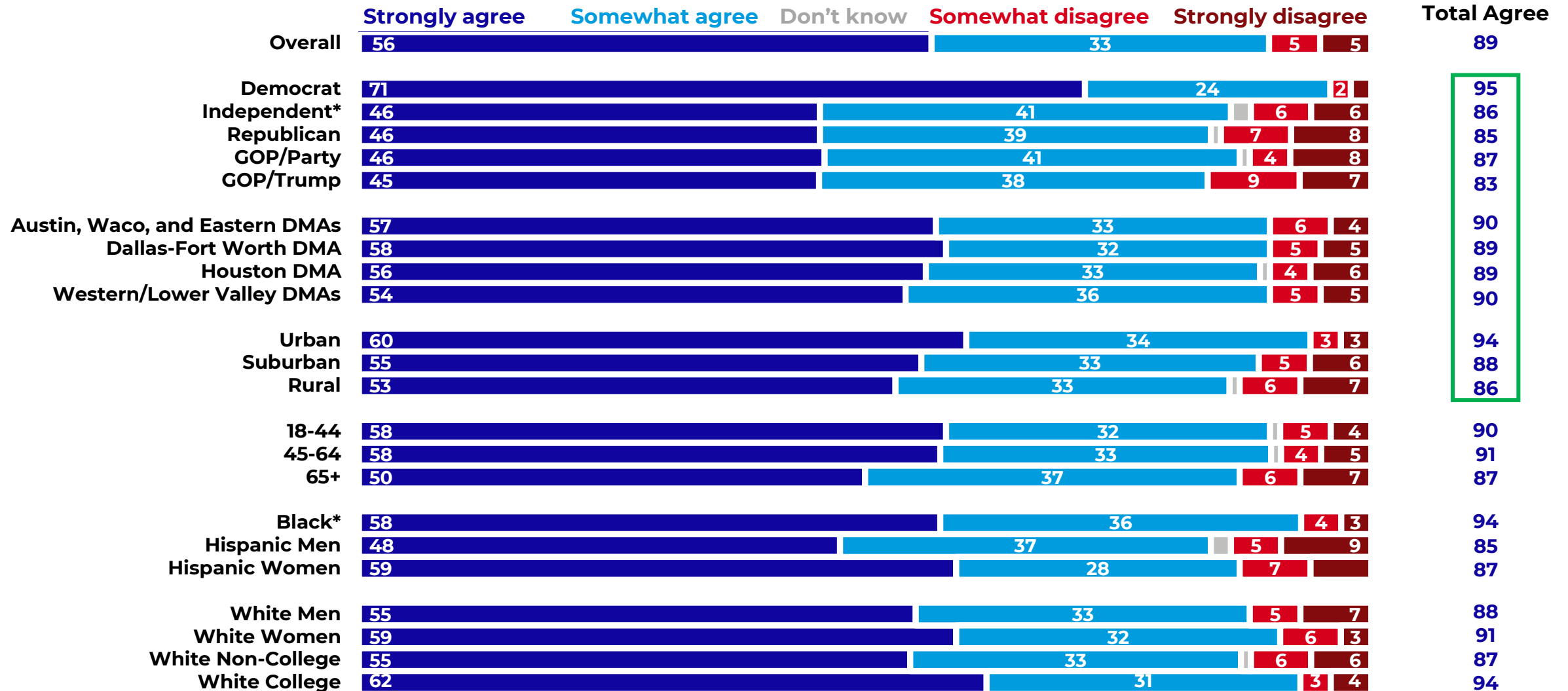
Voters largely agree property owners should have the right to lease their land. A large majority also agree there is too much red tape in the way of new solar projects

Solar Statements – Regulations



Voters across the partisan and geographic spectrums agree that property owners should have the right to lease their land for solar

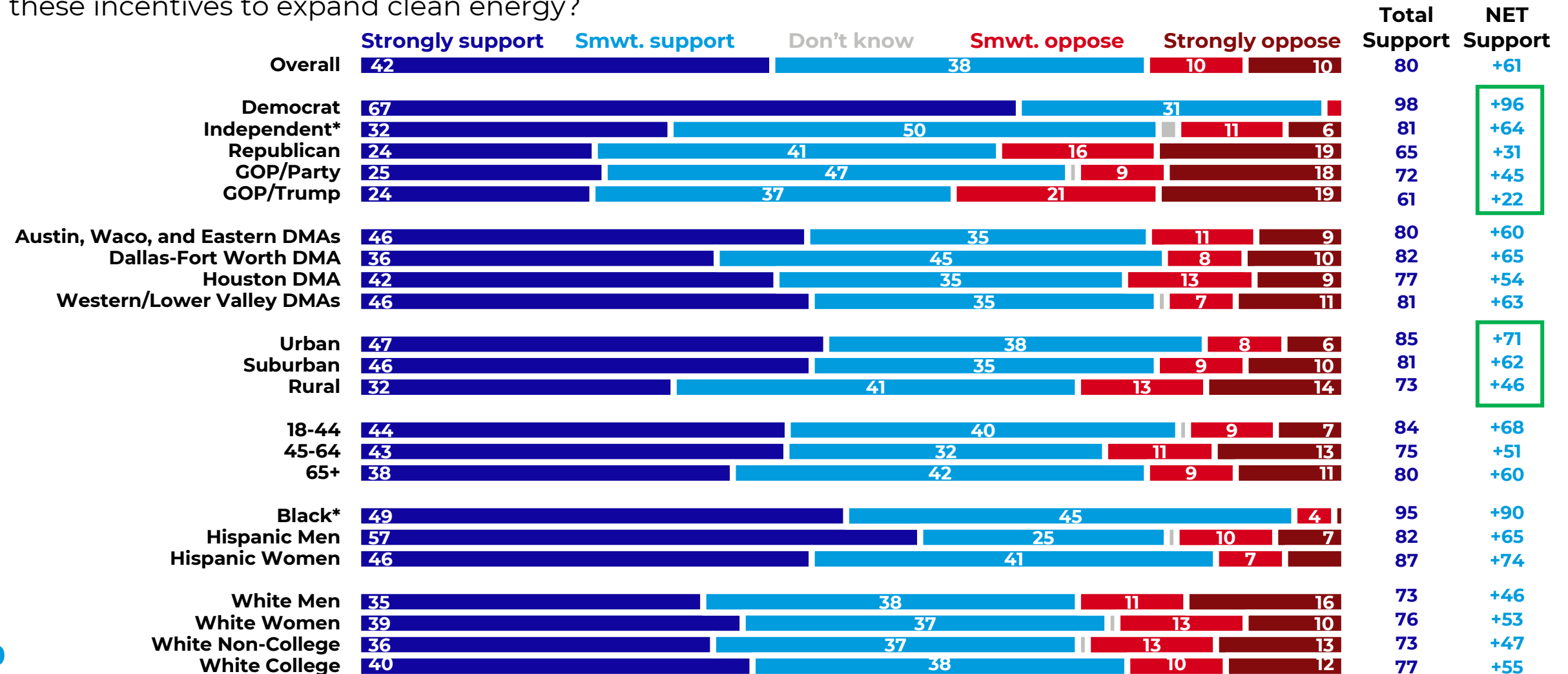
Farmers and property owners should have the right to lease their land for solar projects



* Small sample size; results directional

Voters across the political spectrum support the energy incentives in the IRA, with varying intensity

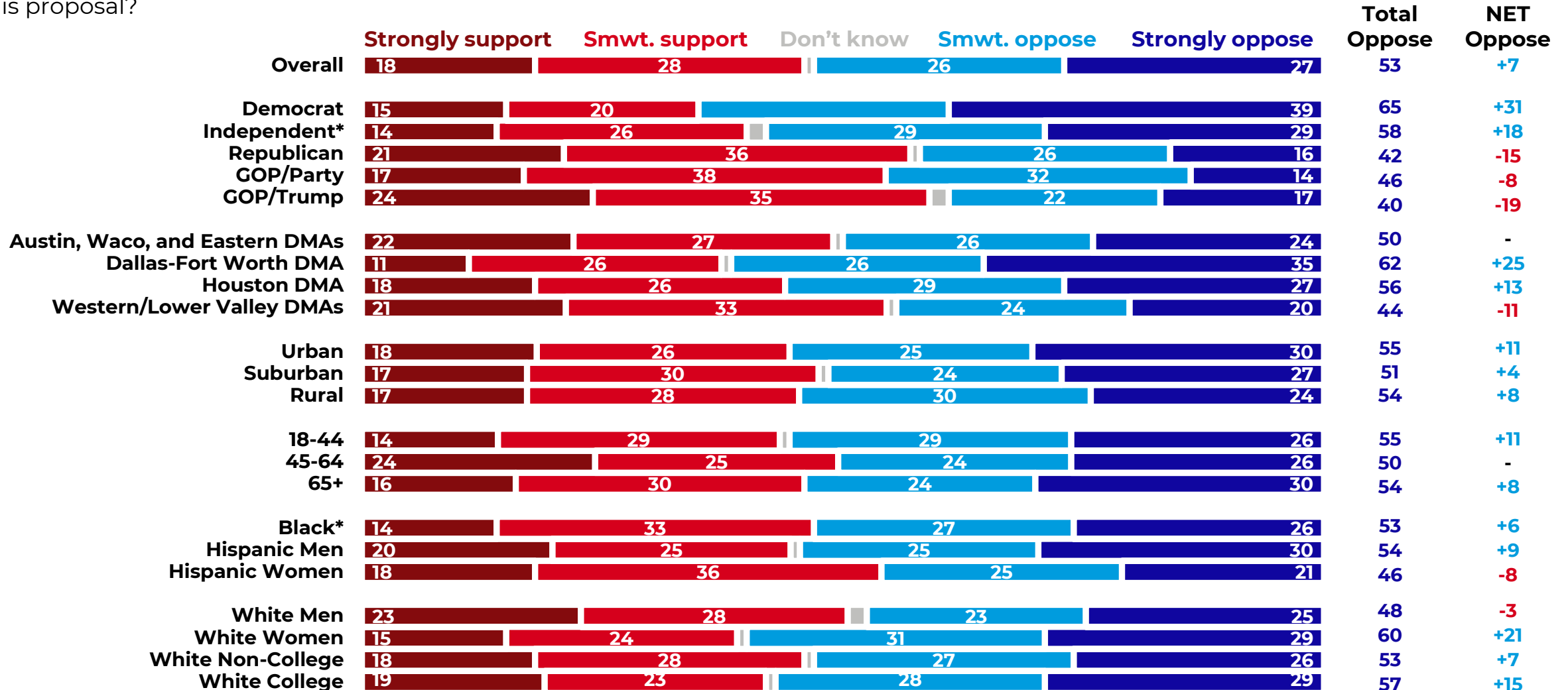
In 2022, Congress passed a law that created tax credits, rebates, and other incentives to encourage the use of more clean energy like solar in the United States. Just based on what you know, do you support or oppose these incentives to expand clean energy?



* Small sample size; results directional

Most oppose permitting requirements, though Republicans and voters in West are modestly if favor

Some members of the Texas State Legislature have put forward a proposal to create higher fees and stricter regulations and permitting requirements, including an expanded environmental impact study, on new and existing wind and solar project in Texas. These new regulations would only apply to wind and solar projects, not oil and gas projects. Just based on what you know, do you support or oppose this proposal?



* Small sample size; results directional

Thank You

New York

Washington, DC

Hartford

Chicago

Denver

Seattle