



MEMORANDUM

TO: TUSK (Tell Utilities Solar won't be Killed)
FROM: GLEN BOLGER/JIM HOBART
RE: ARIZONA STATEWIDE SURVEY KEY FINDINGS
DATE: MARCH 22, 2013

Methodology

Public Opinion Strategies conducted a survey of 400 likely voters in Arizona, with an oversample of 327 likely Republican primary voters. Twenty percent (20%) of interviews were conducted via cell phone. The survey was conducted March 20-21, 2013, and has a margin of error of plus or minus 4.9%. The oversample of GOP primary voters has a margin of error of plus or minus 5.42%

Key Findings

1. ***Arizona voters, including Republicans, are strong proponents of the use of solar power in the state.***

When asked which of many sources of energy they would MOST want to encourage the use of in Arizona, more than half (52%) of voters say solar power, making it far and away their top choice. Eleven percent (11%) would most want to encourage nuclear power, 10% would most want to encourage natural gas, 9% energy efficient efforts, 6% wind power, 4% coal, and 2% oil.

Among just Republican primary voters, solar power again easily tops the list, with 40% of Republican primary voters saying they most want to encourage the use of solar power, followed by natural gas at 19%, nuclear at 14%, energy efficient efforts at 6%, oil at 5%, wind power at 5%, and coal at 4%.

2. Messages in support of the solar power industry receive strong and broad-based support.

We tested several messages in support of solar power in Arizona and voters strongly agreed with these statements.

Message	% Total Agree	% Total GOP Agree
All five members of the Arizona Corporation Commission are Republicans. They oversee Arizona's utilities. During their campaigns they advocated for a balanced energy approach which included solar power. They should honor those commitments now that they have been elected.	91%	82%
Solar energy is finally succeeding in Arizona because solar customers are allowed to sell the extra energy their solar panels generate back to the utility company. In other words, if we are forced to buy power from Arizona Public Service for a certain price, Arizona Public Service should have to buy excess power created by solar panels for that same price. This is a good policy that exists in forty-three other states, and it should not be ended by the Arizona Corporation Commission.	88%	76%
A strong independent solar power market is good for Arizona.	85%	75%
When it comes to providing electricity, we should have more choices and competition rather than just have to use the power from the utility monopoly. Solar power is an important part of that.	84%	76%
A growing solar power market in Arizona will help keep rates down for consumers.	70%	53%

3. A significant majority of Arizona voters say solar power companies are better for the environment than utility companies.

Fully 63% of voters in Arizona say that solar power companies are better for the environment than utility companies, while just 21% say utility companies are better. Twelve percent (12%) of voter say they do not know.

Among Republican primary voters, half (49%) say solar power companies are better for the environment, while 31% say utility companies.

4. Arizona voters also say solar power companies are more likely to save taxpayers money than utility companies.

One half (52%) of Arizona voters say solar power companies are more likely to save taxpayers money, which is close to double the 28% who say utility companies are more likely to save taxpayers money. Seventeen percent (17%) are unsure which type of energy company would save taxpayers money.

5. *Voting to end the solar power program in Arizona would be political malpractice for Arizona elected officials.*

Fully 75% of voters say they would be less likely to vote for a candidate who voted to end the solar power program in Arizona, with a majority (52%) saying they would be much less likely to vote for that candidate.

A Republican elected official who voted to end the solar power program would also be putting him or herself at risk in a primary, as 60% of Republican primary voters said they would be less likely to vote for a candidate who voted to end the program.

The Bottom Line

Solar power is extremely popular the Valley of the Sun and throughout Arizona, and voters across party lines would encourage the use of solar power in the state ahead of any other energy sources. Voters believe that solar power companies are better for the environment than utility companies, and also that solar power companies are more likely to save taxpayers money than utility companies. From a political standpoint, voting to end the solar power program is a complete non-starter, as voters are much less likely to support a candidate who votes to end the program.