



POLLING MEMORANDUM

TO: INTERESTED PARTIES
FROM: WPA OPINION RESEARCH
SUBJECT: SOLAR ENERGY
DATE: APRIL 24, 2015

The following memo highlights the results from a recent WPA Research survey of 300 likely voters in Nevada conducted via live telephone on April 20-21, 2015.

Summary

The results of this survey show that likely voters in Nevada support solar energy. Likely voters in Nevada would be less likely (74%) to vote to re-elect their legislator or a statewide politician if he or she failed to raise the solar cap. Politicians who vote against raising the solar cap are jeopardizing their chances of re-election. Also, likely voters overall (70%) and across party lines support the net metering policy that allows homeowners, businesses, and schools to get retail rate credit for the extra energy their solar panels produce. Finally, likely voters in Nevada have a favorable impression of solar energy (84% favorable/9% unfavorable).

Nevadans Less Likely to Re-Elect Politicians Who Fail to Raise the Solar Cap

- **Three fourths (74%) of likely voters would be less likely to vote to re-elect their legislator or a statewide politician if he or she failed to raise the solar cap.**
 - More than two thirds (69%) of Republican likely voters would be less likely to vote to re-elect their legislator or a statewide politician.
 - Four in five (80%) Democratic likely voters would be less likely to vote to re-elect their legislator or a statewide politician.

“As you may know, Nevada is a national leader in solar job growth, with 5,900 solar jobs and 146% industry job growth in 2014. Without an increase in the solar cap, these job increases would be in jeopardy. If you knew that your legislator or a statewide politician failed to raise the solar cap in Nevada, would you be more or less likely to vote to re-elect that legislator or statewide politician?”

	Overall (100%)	Republican (34%)	Independent (25%)	Democrat (41%)
Total More Likely	12%	11%	13%	12%
Total Less Likely	74%	69%	72%	80%
DK/Refused	14%	19%	15%	9%

Solar Net Metering

- **Seven in ten (70%) likely voters support the net metering policy that allows homeowners, businesses, and schools to get retail rate credit for the extra energy their solar panels produce.**
 - The net metering policy has bi-partisan support (R:70%, I:69%, D:71%).

“As you may know, Nevada, along with 43 other states, has a policy called net metering that allows homeowners, businesses, and schools to get retail rate credit for the extra energy their solar panels produce. This extra solar energy goes onto the electricity grid for neighbors to use, and the utility re-sells the energy at the same retail rate. Based on what you know today, would you say that you support or oppose this policy?”

	Overall (100%)	Republican (34%)	Independent (25%)	Democrat (41%)
Total Support	70%	70%	69%	71%
Total Oppose	17%	18%	19%	14%
DK/Refused	13%	12%	12%	15%



Solar Energy

- **More than four in five (84%) likely voters have a favorable impression of solar energy.**
 - Three fourths (75%) of Republican likely voters and more than four in five independent (87%) and Democratic (91%) likely voters have a favorable impression of solar energy.

“Now I am going to read you a list of energy sources. After I read each one, please tell me if you have a favorable or unfavorable impression of that energy source. If I read you one you have never heard of, just tell me and we’ll move on to the next.”

	Overall (100%)	Republican (34%)	Independent (25%)	Democrat (41%)
Total Favorable	84%	75%	87%	91%
Total Unfavorable	9%	15%	8%	4%
Name ID	98%	97%	97%	98%

Methodology

On behalf of The Alliance for Solar Choice, Wilson Perkins Allen Opinion Research conducted a study of likely voters in Nevada. Respondents were screened to ensure that they were neither a member of the news media nor a public relations company. WPA selected a random sample of likely voters from the Nevada voter file using Registration Based Sampling (RBS). The sample for this survey was stratified based on gender, age, ethnicity, and geography. This methodology allows us to minimize post-survey “weighting” which can reduce the reliability of survey results.

Respondents were contacted by phone via a live telephone operator interview April 20th-21st, 2015. The study has a sample size of 300 likely voters with a margin of error of ±5.7% in 95 out of 100 cases.

About Wilson Perkins Allen Opinion Research

Since 1998, WPA Opinion Research has been a leading provider of political polling for campaigns from President to Governor and U.S. Senate to Mayor and City Council in all 50 states and several foreign countries. In the 2013-2014 election cycle, 83% of WPA clients won, compared to 62% of GOP candidates in those same states. WPA clients' win ratio has exceeded the standard by double digits for four straight political cycles.

WPA has been nationally recognized for providing cutting edge research to help our clients win. The American Association of Political Consultants (AAPC) awarded a “Pollie” to WPA for our Predictive Analytics and Adaptive Sampling techniques. The award highlighted these advanced methodologies which allowed us to buck national GOP polling trends and deliver industry-leading results.

In addition to our political and policy research, WPA has conducted market research for more than 110 fortune 500 corporations, donor research for more than 200 of the largest and most successful not-for-profit organizations around the country, and alumni research for dozens of colleges and universities.