



## Utah Rooftop Solar Public Opinion Survey

*November 30, 2016*

## *Objectives and Methodology*

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### Research Objectives:

Dan Jones & Associates was commissioned by the Utah Solar Energy Association to survey public opinion in Utah regarding solar energy and other energy issues facing the state.

### Methodology:

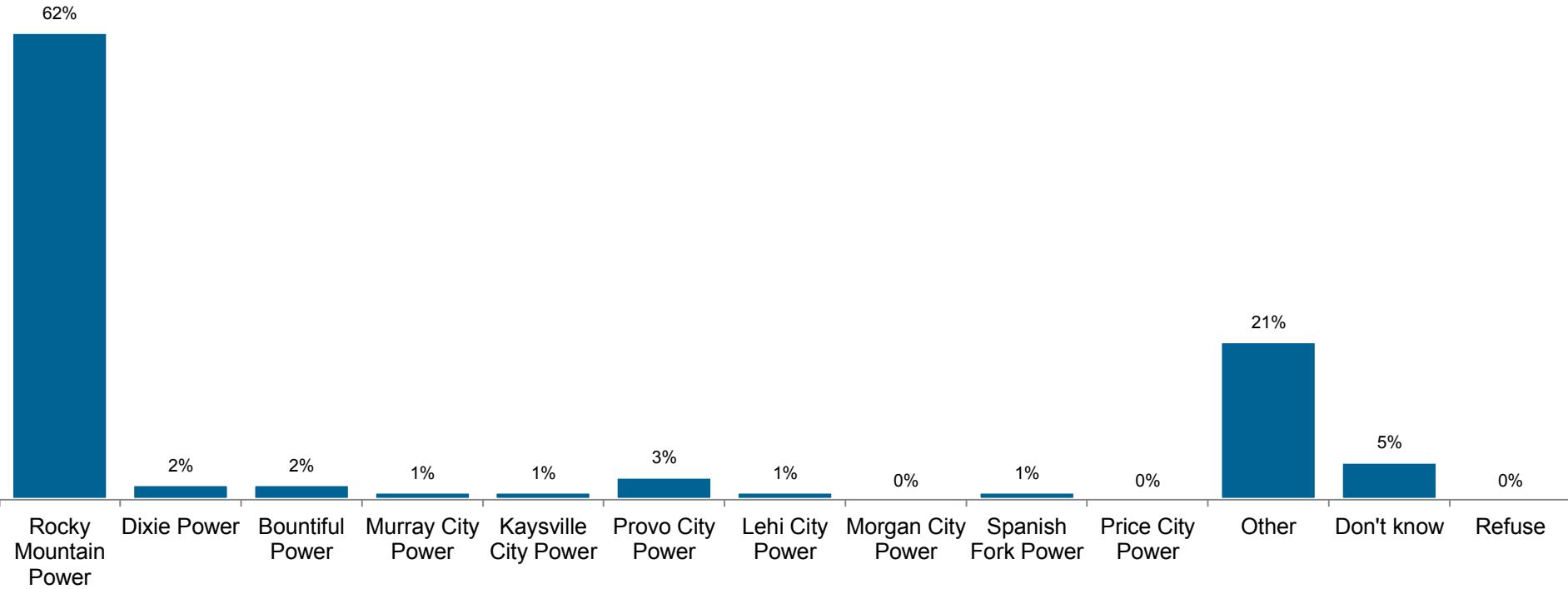
Dan Jones & Associates conducted a study of 834 registered voters throughout Utah from November 21<sup>st</sup> – November 29<sup>th</sup>, 2016.

A blended sample methodology was employed with a split of landline, cellphone, and internet-based surveys.

The state-wide margin of error is +/-3.39 percent.

**Rocky Mountain Power provides electricity to over 60 percent of respondents, while others receive electricity from municipal providers.**

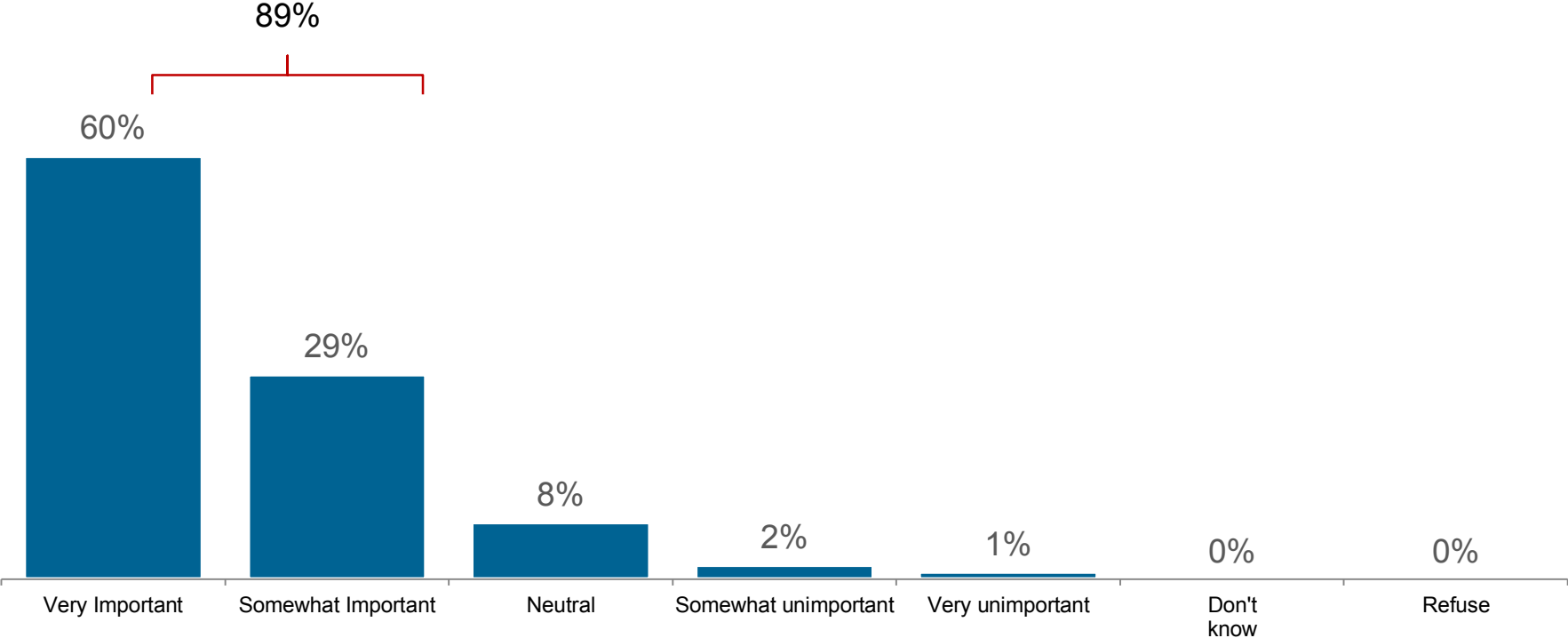
**Electricity Provider**



**Question:** What is the name of the electricity utility provider at your home? n=834

**Utahns are concerned about air quality, with nearly nine out of ten believing it to be an important issue.**

**Importance of air quality in Utah**

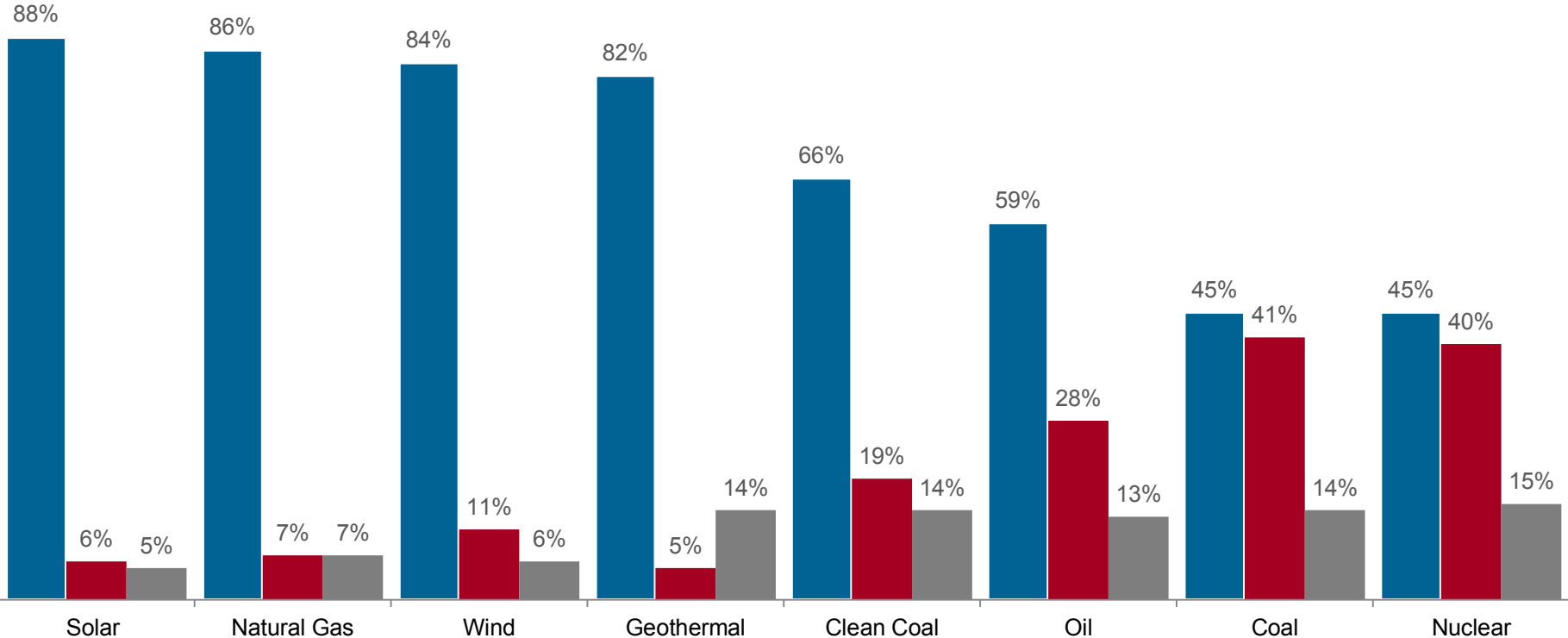


**Question:** In your opinion, how important is the issue of air quality in Utah? n=834

# Utahns support developing solar energy in Utah more than any other energy source.

## Developing more of the following energy in Utah

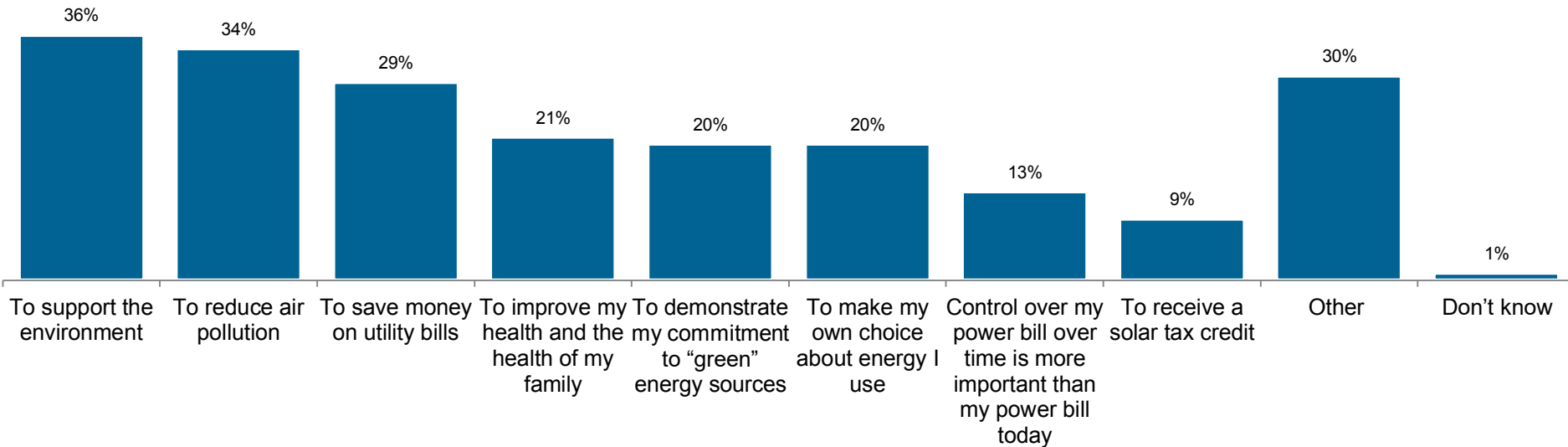
Favor Oppose Don't know



Question: Do you favor or oppose developing more of the following sources of energy in Utah? n=834

**Supporting the environment and reducing air pollution are the top reasons for favoring solar development, while saving money is popular as well.**

## Reasons for favoring solar energy development



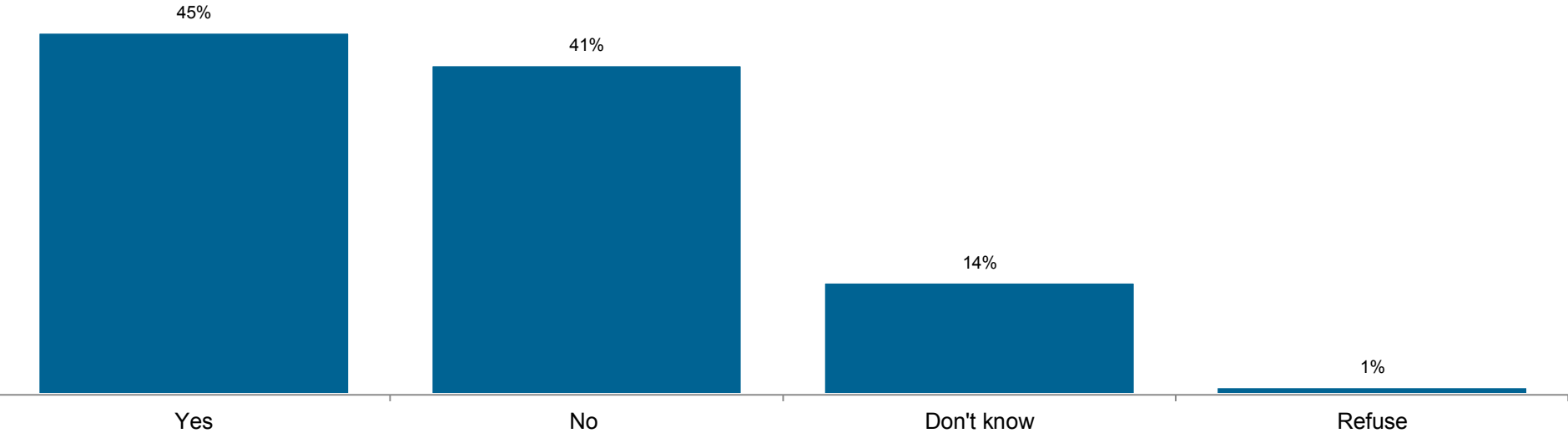
**Question** (Asked for those who favored solar development on prior question):

On the previous question you indicated that you favor the development of Solar in Utah. Why do you support the development of Solar energy? n=738

*Approximately half of respondents indicated that Solar is a factor when considering a candidate for public office.*

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### Solar energy as a factor when supporting candidates for office

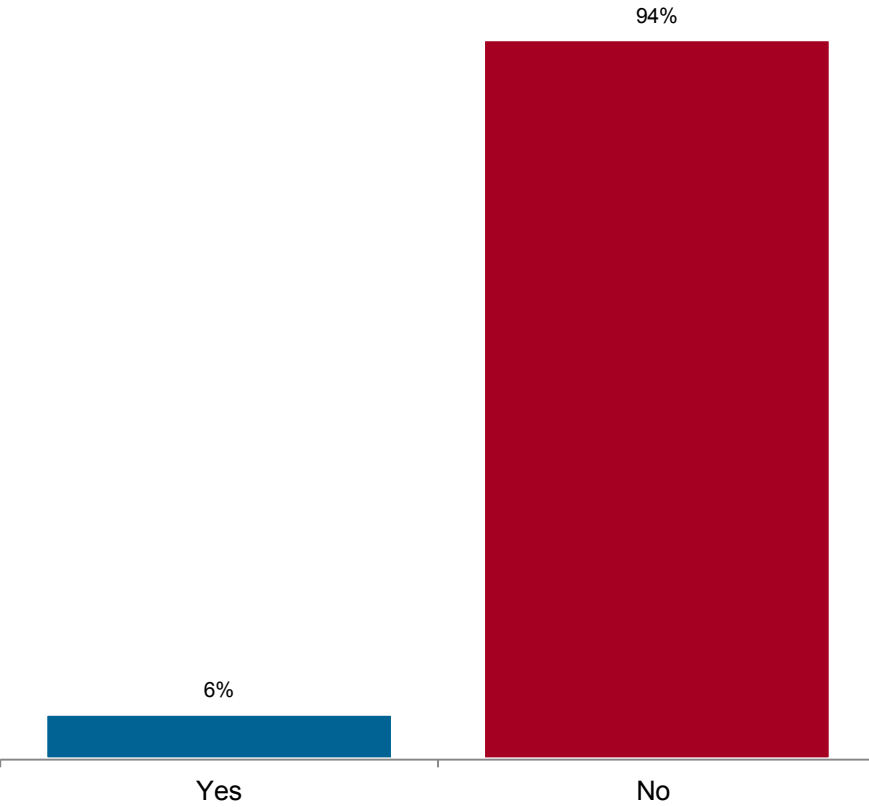


**Question:** If a candidate is running for public office, would their position on solar energy be a factor in your decision to vote for them? n=834

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***Few respondents indicated having a solar system on their home, but close to half are considering installing one in the future.***

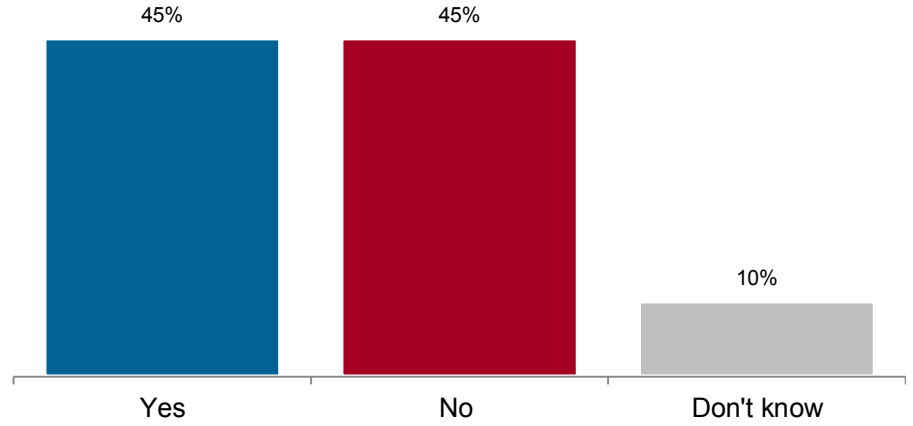
**Currently has solar system on home**



**Question:** Do you have a solar energy system on your home? *n=834*

**Considering a solar system in the future**

[If do not currently have solar system]

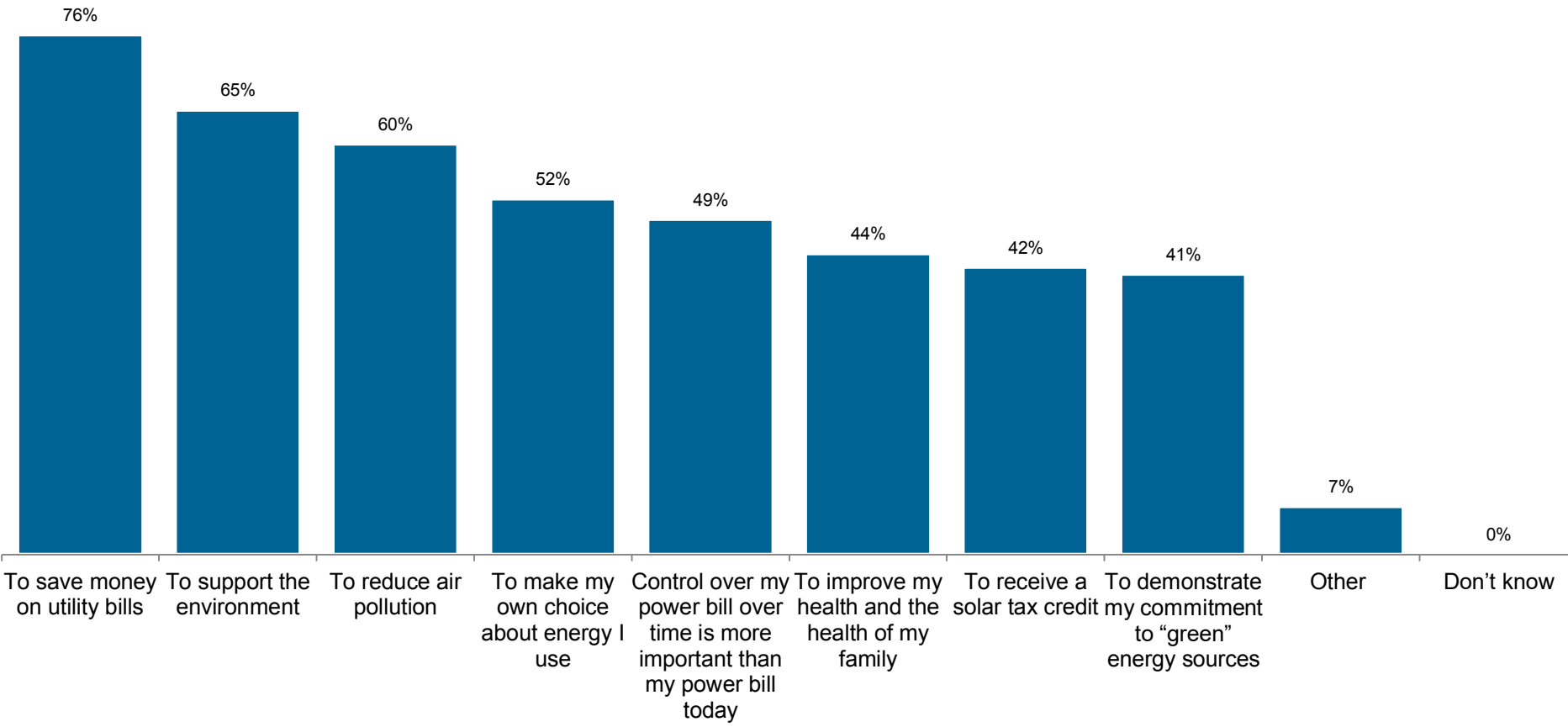


**Question:** Are you considering installing a solar system on your home in the future? [If "No" or "Don't know" on prior question] *n=782*



**Three quarters of those who either have or are considering solar installation cite saving money on utility bills as the top reason driving solar installation.**

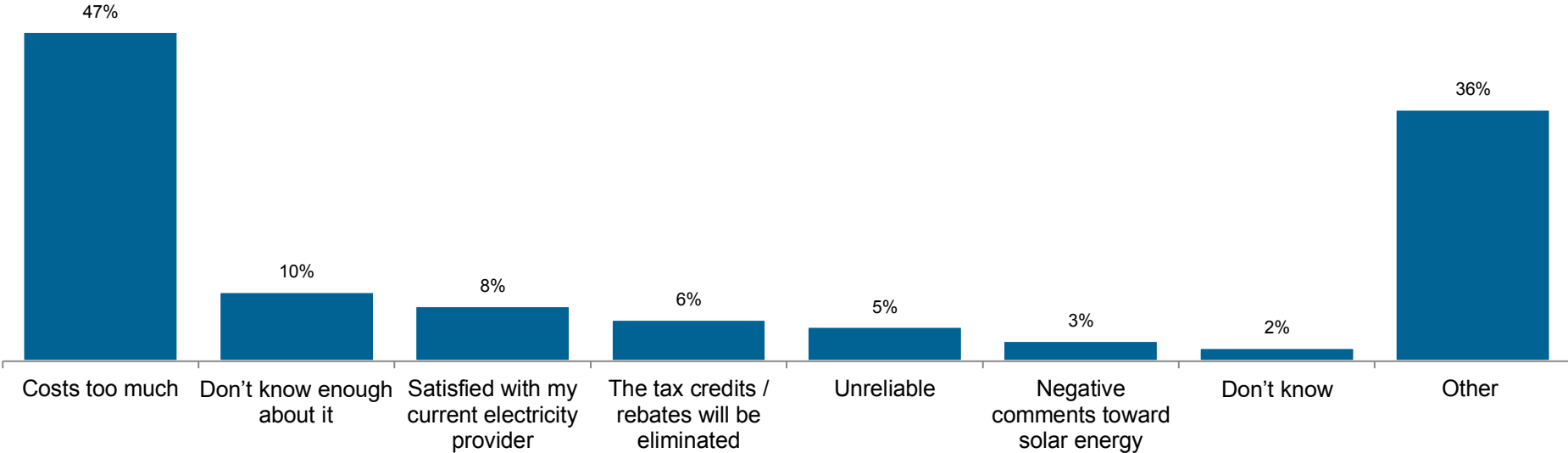
**Reasons driving solar installation or considering installation**



**Question:** Which of the following reasons have driven your decision to install or consider solar at your home? [If currently has solar system or is considering solar system in the future] n=403

**Cost is the biggest barrier to Utahns who are not considering solar systems for their home.**

**Reasons for not considering solar system for home**

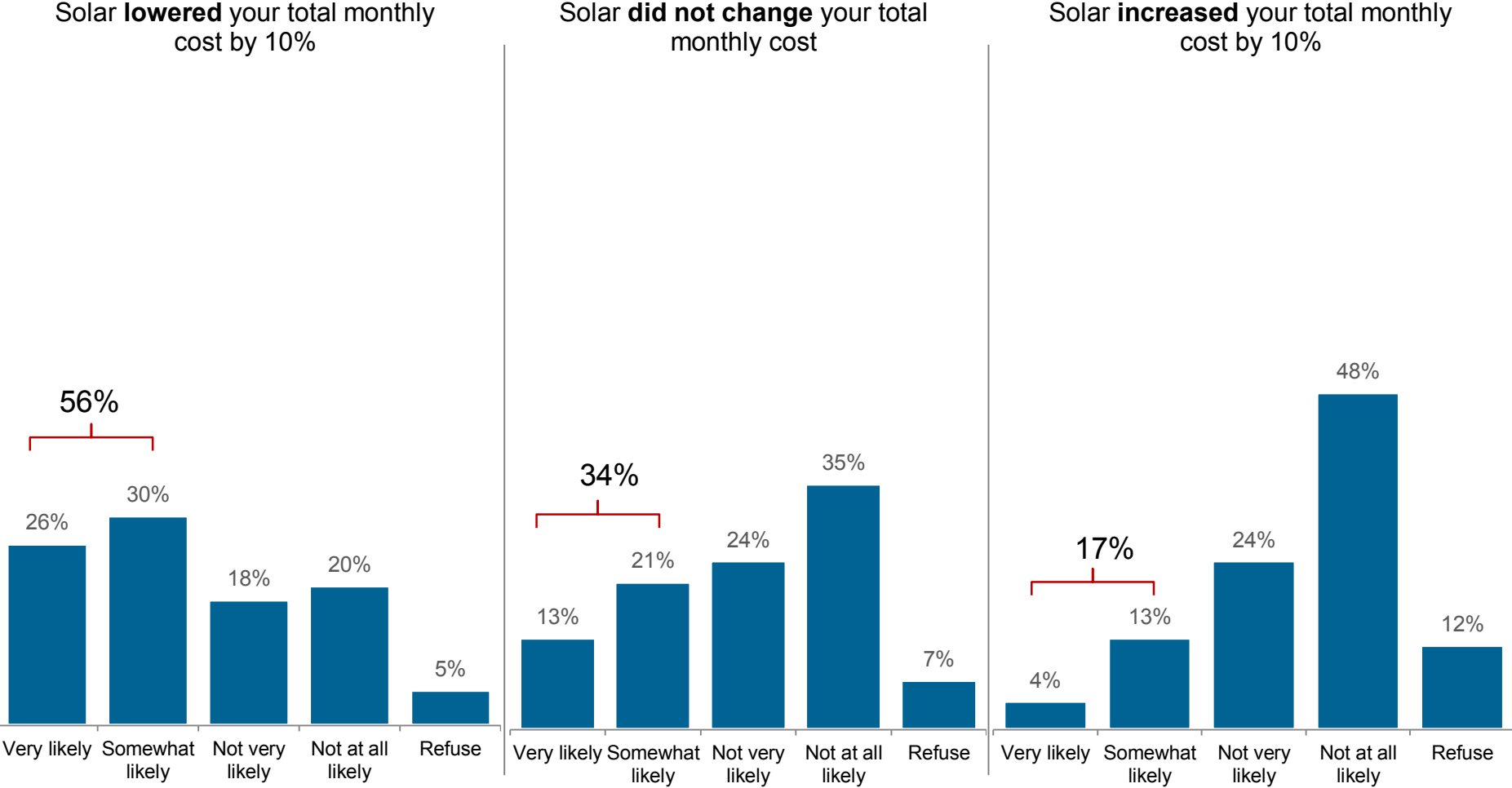


**Question:** Why are you not considering a solar energy system for your home? [Only asked if not considering a solar system on earlier consideration question]

n=429

**While 56 percent of respondents are likely to consider solar install if it lowered costs, only 17 percent are likely to consider install if monthly costs increase.**

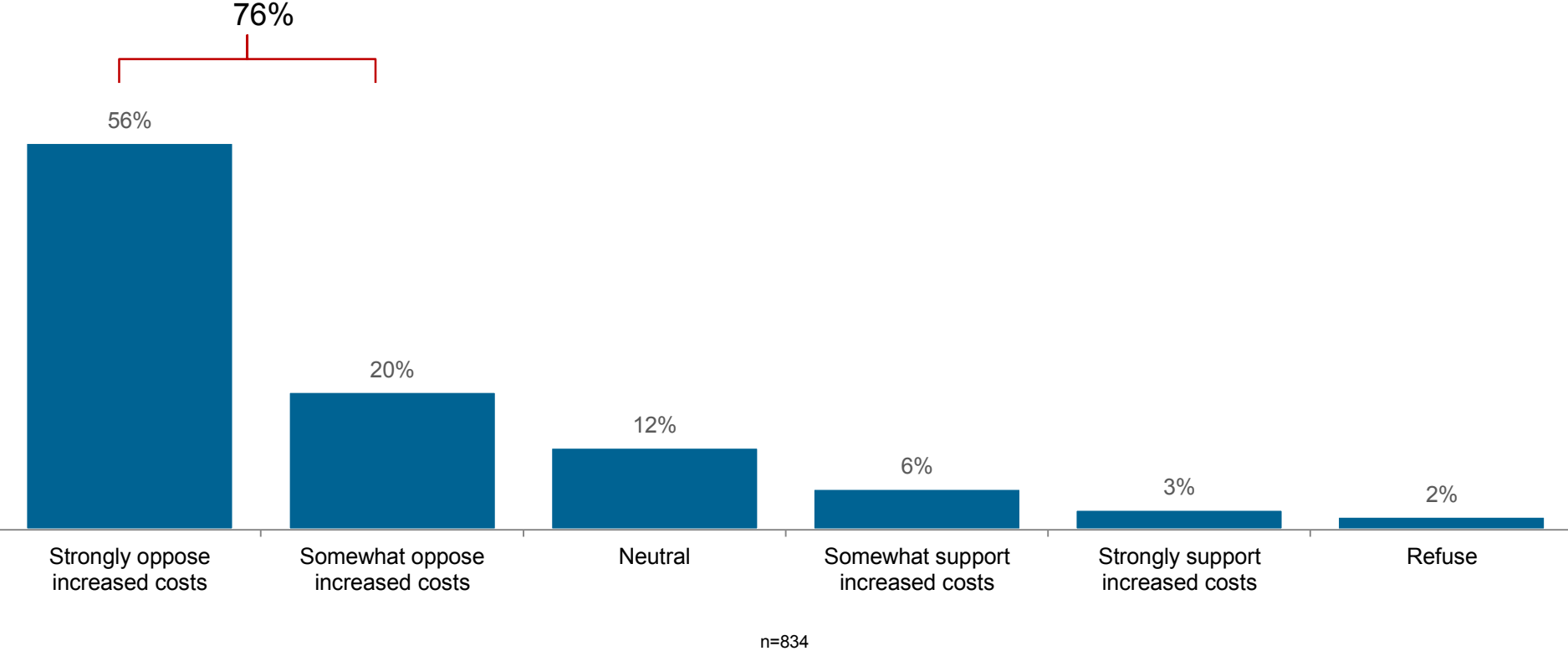
### Likelihood to consider installing solar system on residence if monthly electricity cost changed



**Question:** How likely would you be to consider installing a rooftop solar system on your residence if your monthly electricity cost changed by the following amounts? n=834

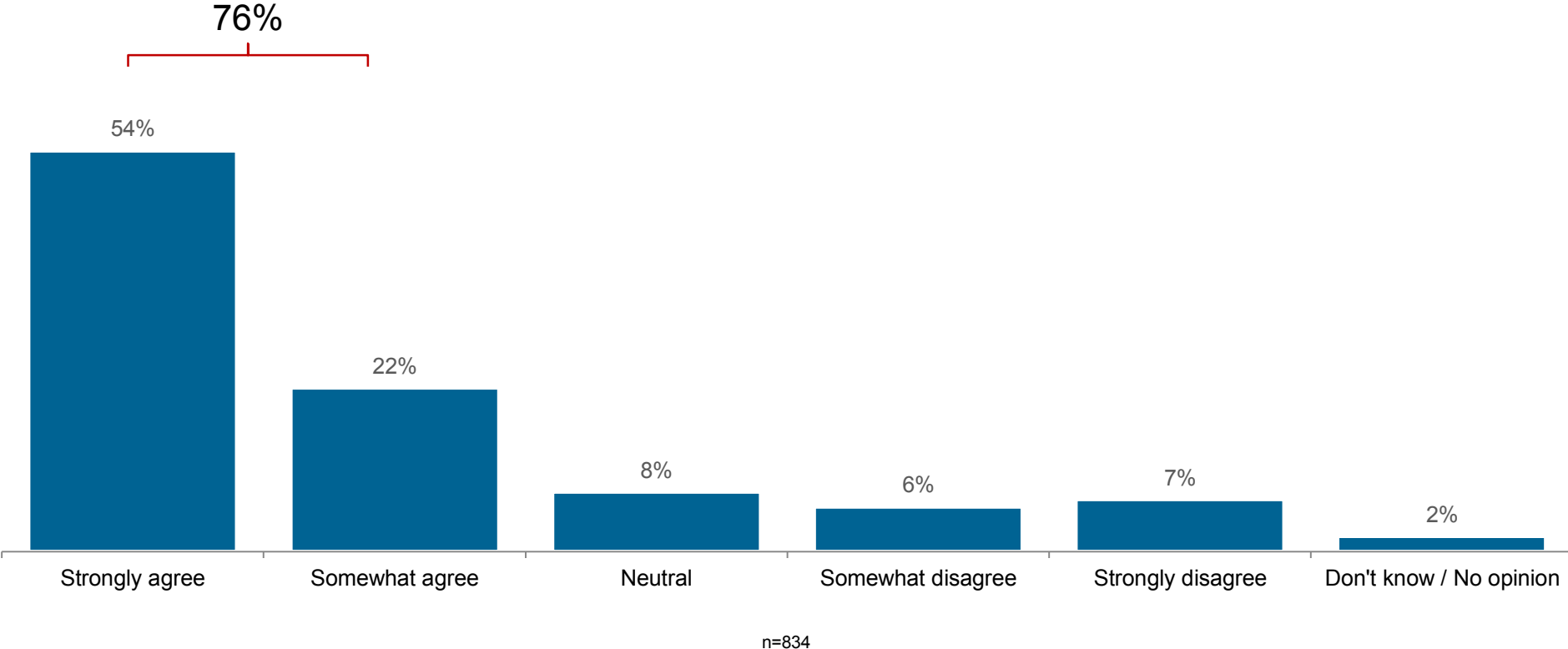
**Approximately three quarters of respondents oppose an increase in electricity costs for customers with solar.**

**Question: Would you support or oppose an increase in electricity costs for customers with Solar on their homes?**



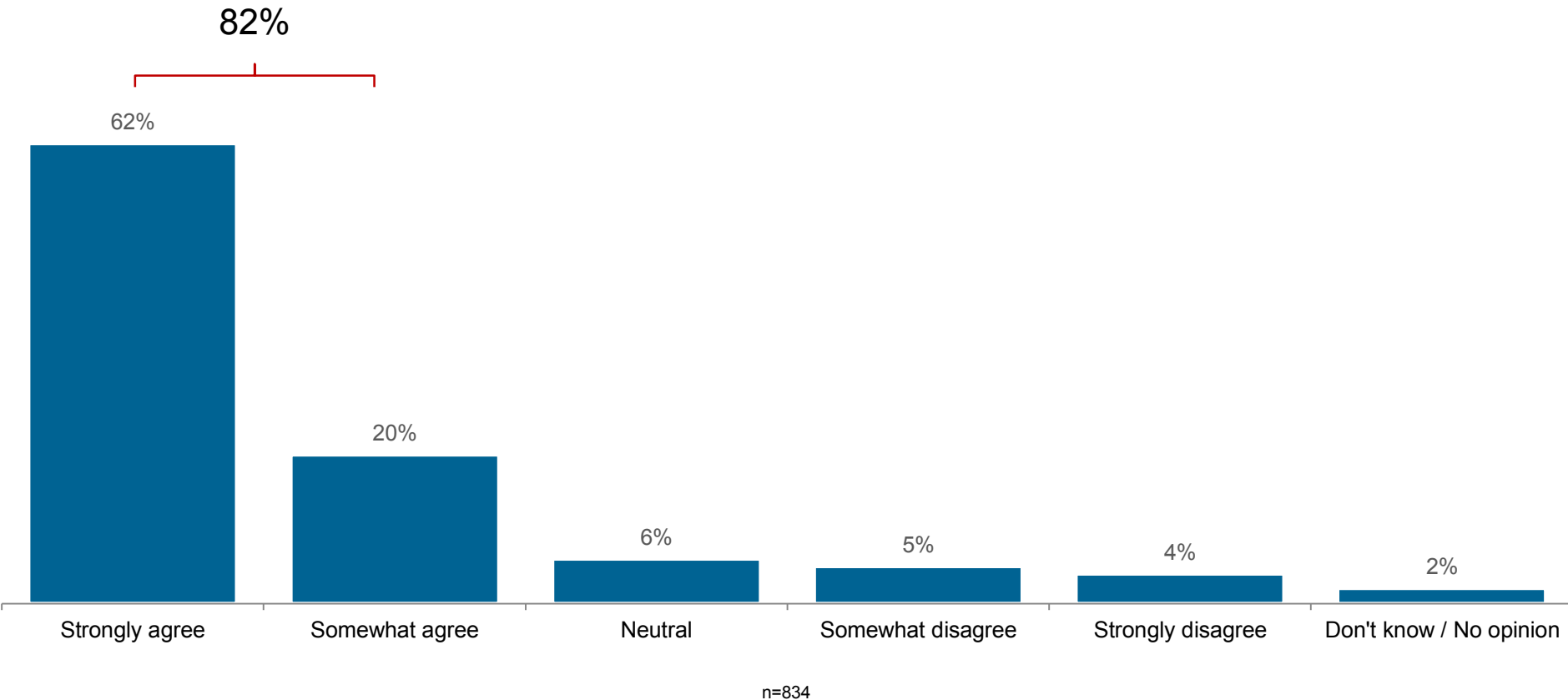
**Three quarters of respondents believe the Rocky Mountain Power proposal increase unfairly discriminates against customers.**

**Question: Do you agree or disagree with the following statement: The proposal to increase the cost for rooftop solar customers unfairly discriminates against customers who are trying to reduce their reliance on energy from Rocky Mountain Power.**



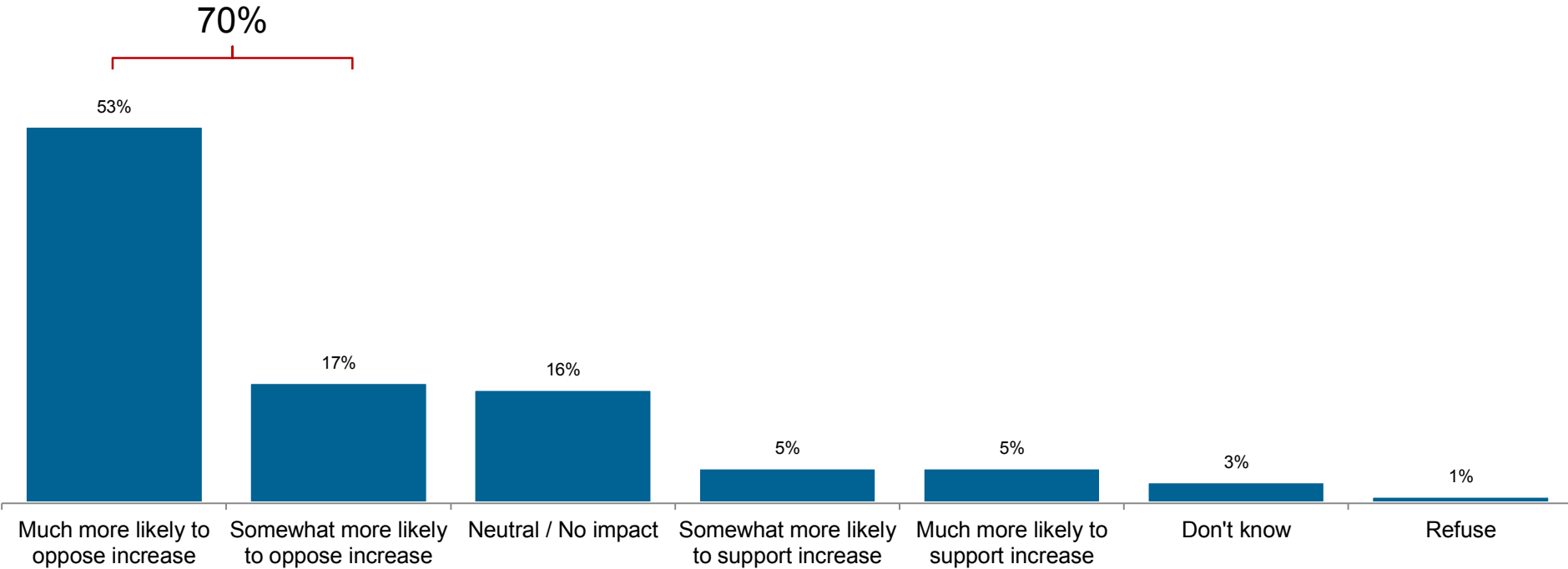
***More than 80 percent of respondents believe solar customers should have a right to reduce their electricity usage without paying additional fees.***

**Question: Do you agree or disagree with the following statement:  
Solar customers should have a right to reduce their electricity usage  
without having to pay additional fees when compared to those without  
solar.**



**Seventy percent of respondents are more likely to oppose the proposed increase when told that the increased fees will eliminate Utah’s rooftop solar industry.**

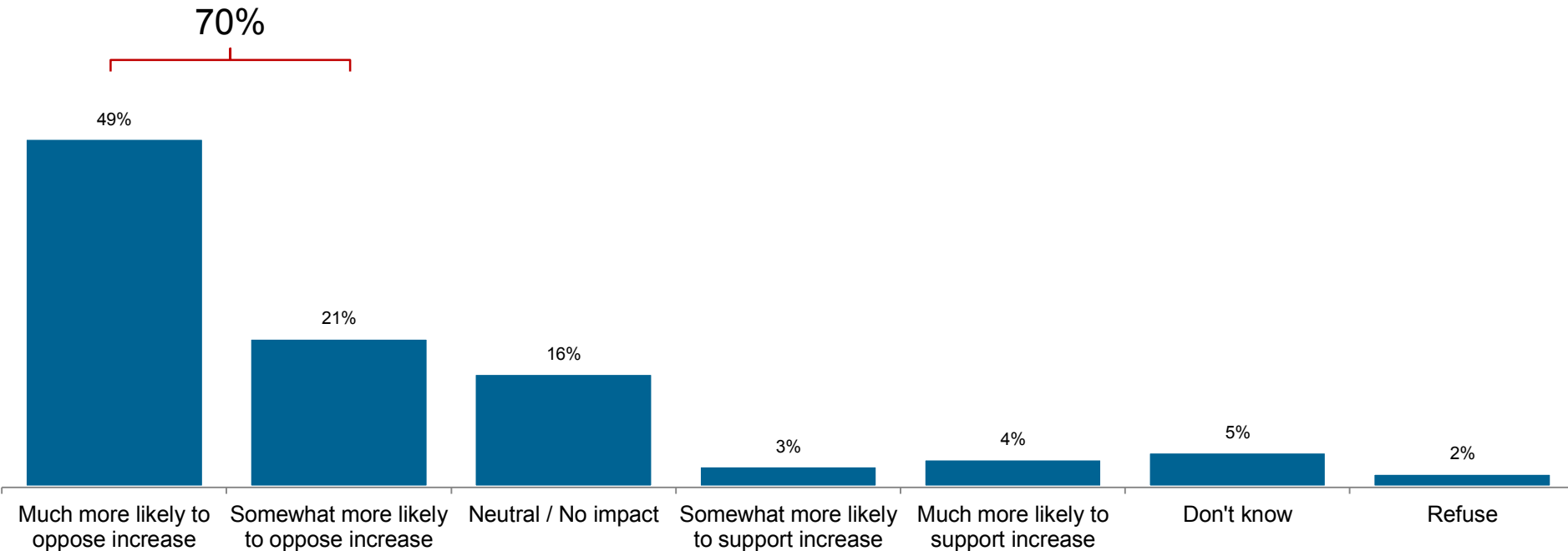
**Statement: “The increased fees will effectively eliminate the rooftop solar industry in Utah, one of Utah’s fastest growing industries.”**



**Question:** How do the following statements affect your likelihood to support or oppose increased costs for customers with Solar panels on their rooftop? Please answer on a scale of one to five, where one is much more likely to oppose the increase and five is much more likely to support the increase. n=834

# Forty-nine percent of Utahns are much more likely to oppose the proposed increase when they are informed of job losses in the state.

**Statement:** “The proposed increase would eliminate hundreds or thousands of jobs in Utah.”

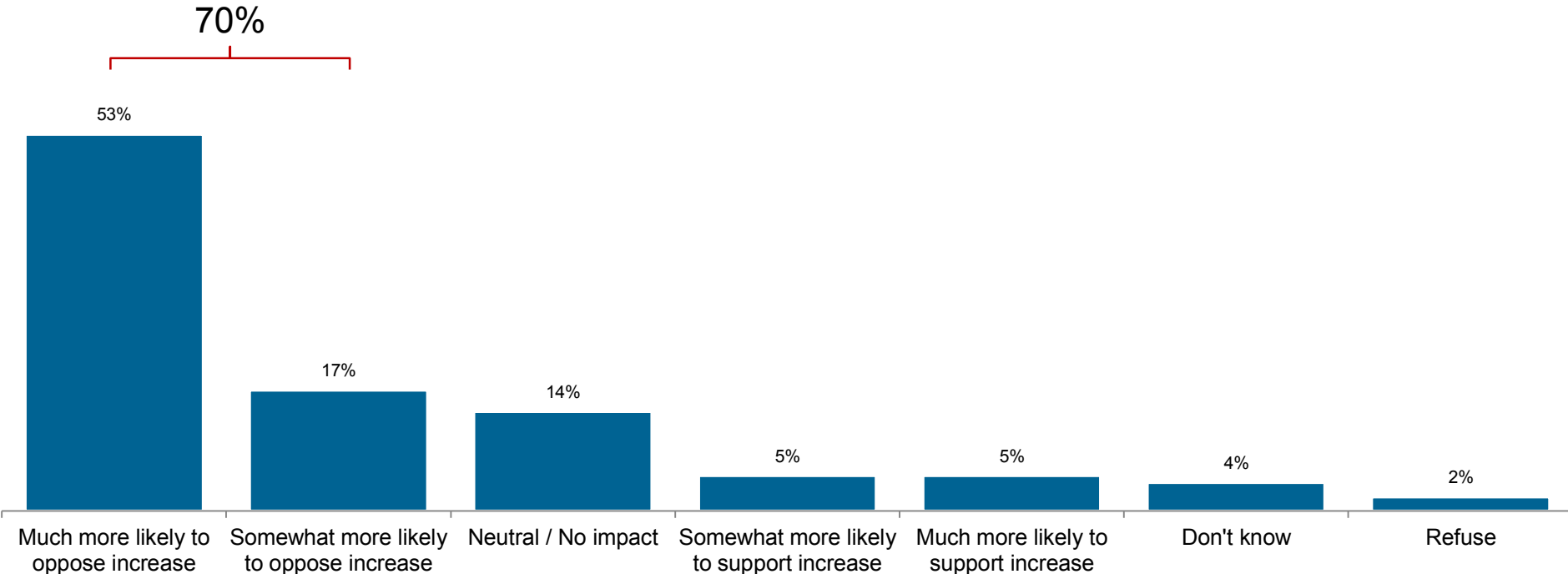


**Question:** How do the following statements affect your likelihood to support or oppose increased costs for customers with Solar panels on their rooftop? Please answer on a scale of one to five, where one is much more likely to oppose the increase and five is much more likely to support the increase. n=834



**Seventy percent of respondents are more likely to oppose the proposed increase when they know about the total added cost over the lifetime of the system.**

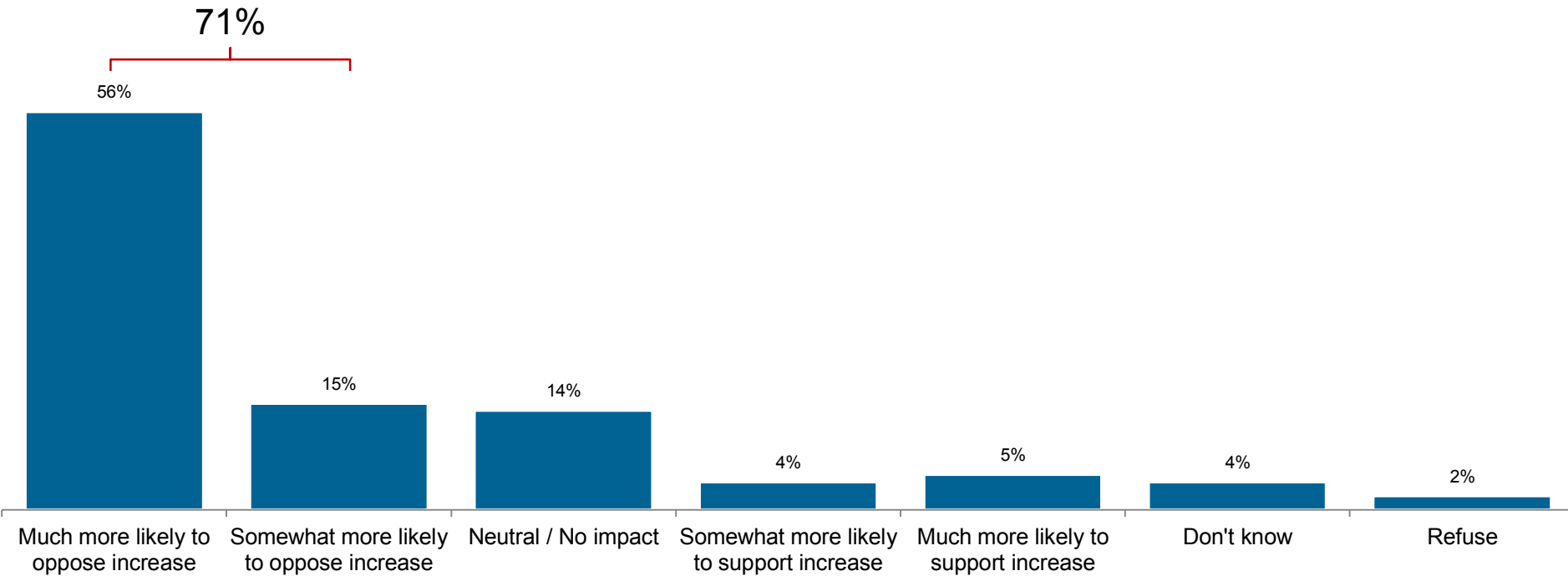
**Statement: “A typical solar customer would end up paying between \$25-\$30 more per month resulting in \$10,000-\$15,000 of added cost over the lifetime of the system.”**



**Question:** How do the following statements affect your likelihood to support or oppose increased costs for customers with Solar panels on their rooftop? Please answer on a scale of one to five, where one is much more likely to oppose the increase and five is much more likely to support the increase. n=834

***Fifty-six percent are much more likely to oppose when knowing the payback timeline for a solar system would increase from 13 to over 30 years.***

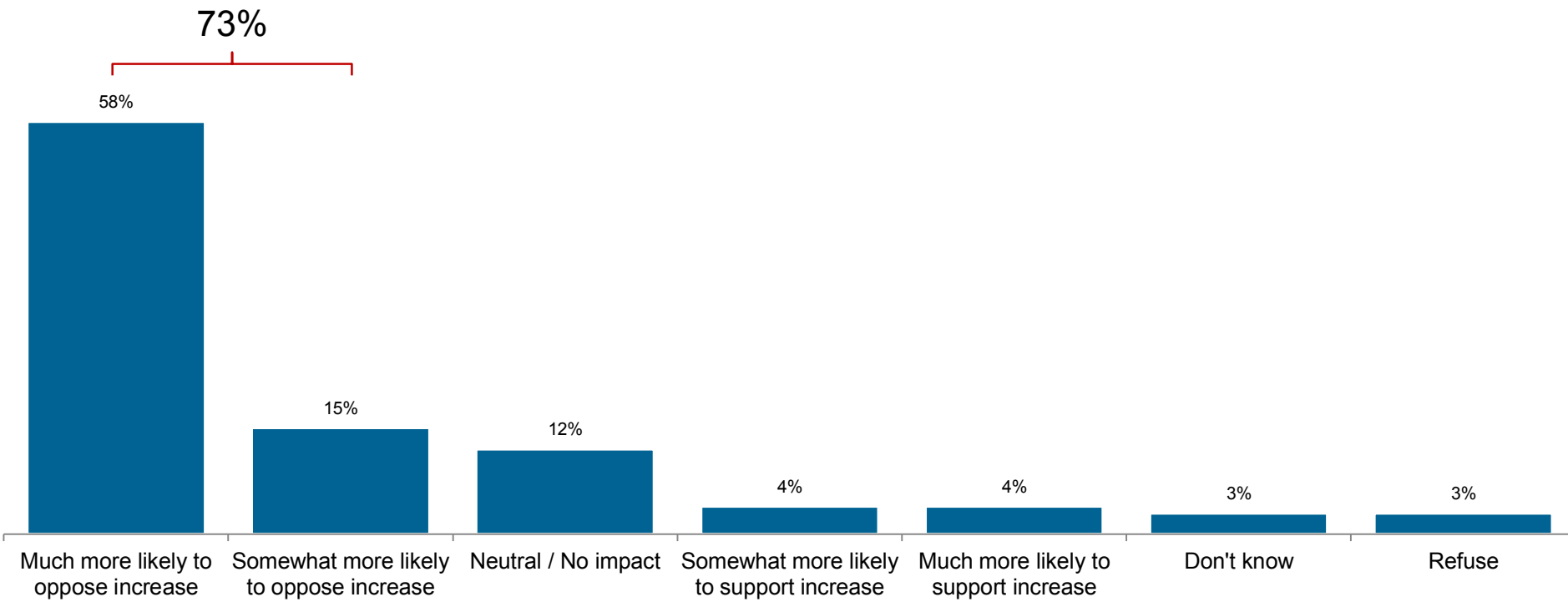
**Statement: “The typical payback timeline for a solar energy system would increase from up to 13 years to over 30 years.”**



**Question:** How do the following statements affect your likelihood to support or oppose increased costs for customers with Solar panels on their rooftop? Please answer on a scale of one to five, where one is much more likely to oppose the increase and five is much more likely to support the increase. n=834

**Seventy three percent of respondents are more likely to oppose the increase when made aware of Nevada’s experience with a similar proposal.**

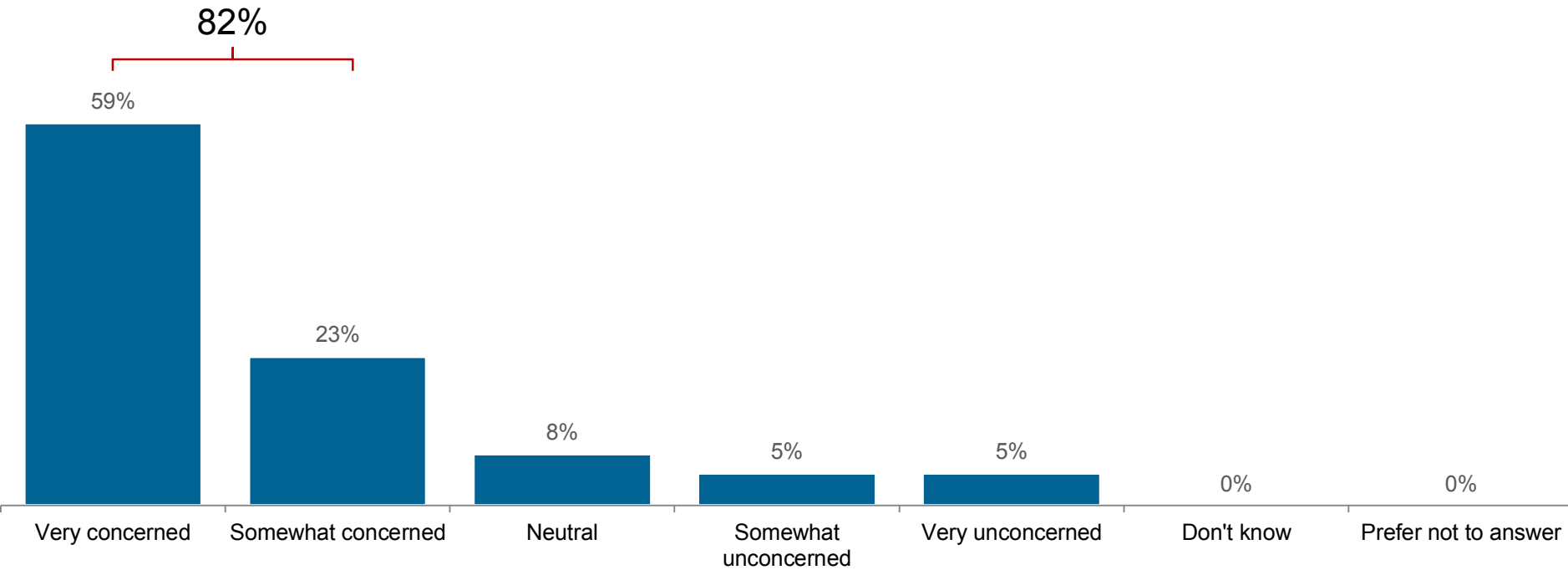
**Statement: “Nevada implemented a similar proposal resulting in:  
- 99% reduction in solar applications  
- Thousands of lost jobs.  
Utah may experience similar impacts if the proposed increase is implemented.”**



**Question:** How do the following statements affect your likelihood to support or oppose increased costs for customers with Solar panels on their rooftop? Please answer on a scale of one to five, where one is much more likely to oppose the increase and five is much more likely to support the increase. n=834

**Approximately 80 percent of respondents are concerned that the requested rate increase shows Rocky Mountain Power may be trying to limit competition.**

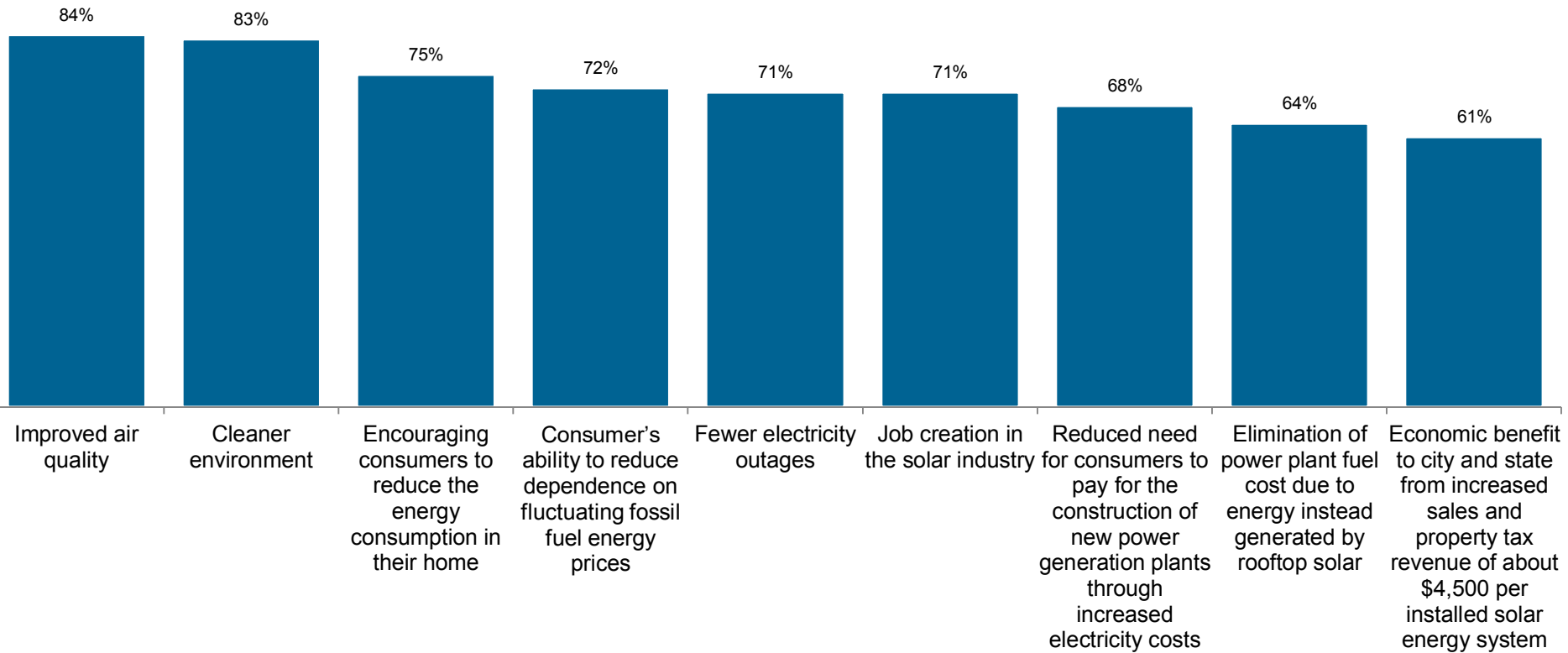
## Concern that RMP may be trying to limit competition



**Question:** Rocky Mountain Power is the sole monopoly provider of electricity for many people in Utah. They are proposing increases in rates for customers who install their own solar panels on their rooftops. Rooftop solar panels reduce the amount of electricity that is purchased from Rocky Mountain Power. Are you concerned that Rocky Mountain Power, by requesting increased rates on solar, may be trying to limit competition? n=834

***Respondents believe improved air quality and cleaner environment are the most important factors to be included in the analysis when considering solar rates.***

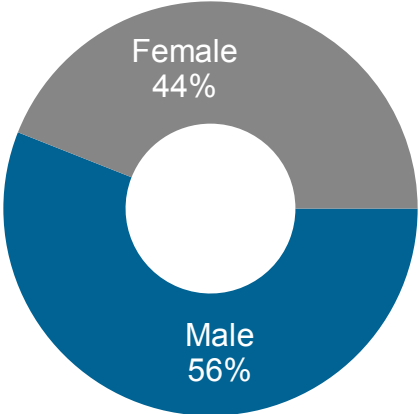
**Very or Somewhat Important to be Included in Solar and Electricity rate decisions**



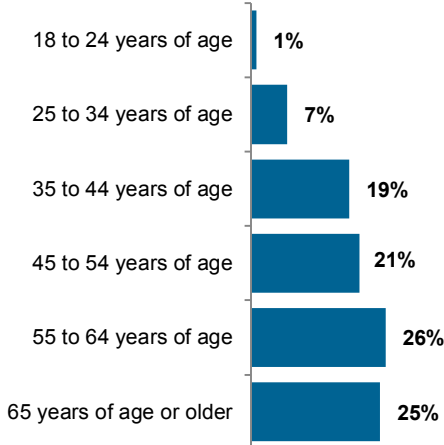
**Question:** Utah has a state agency that regulates public utilities and protects consumer interests. When this agency makes decisions related to solar and electricity rates for consumers, how important is it that they include the following potential benefits from solar in their analysis. Please answer on a scale of 1 to 5 where one is very important and five is very unimportant. n=834

# Demographics

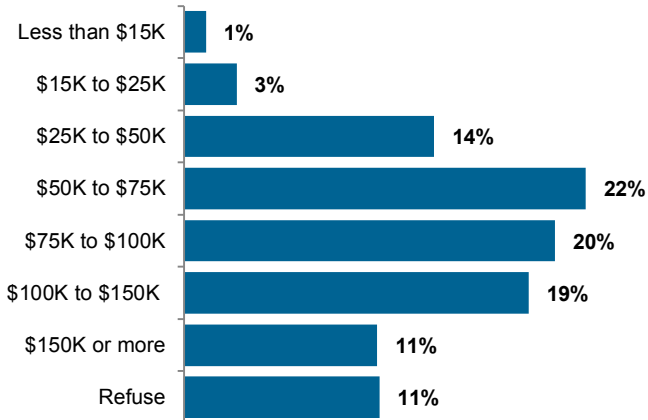
## GENDER



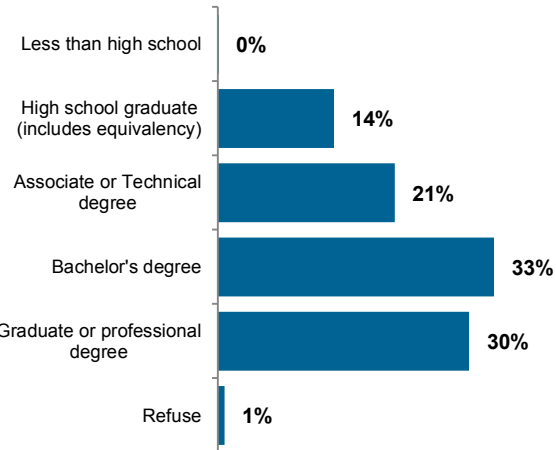
## AGE



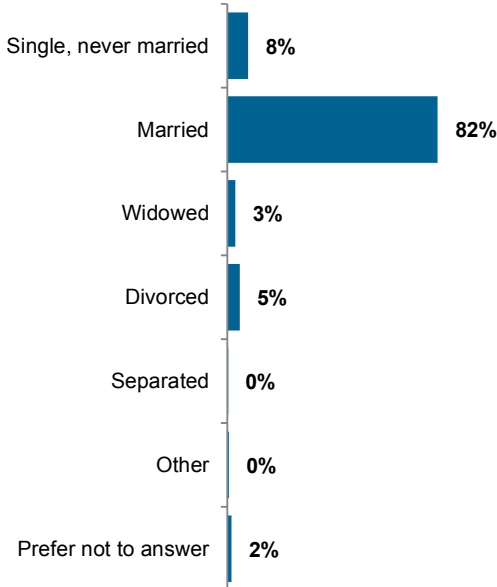
## INCOME



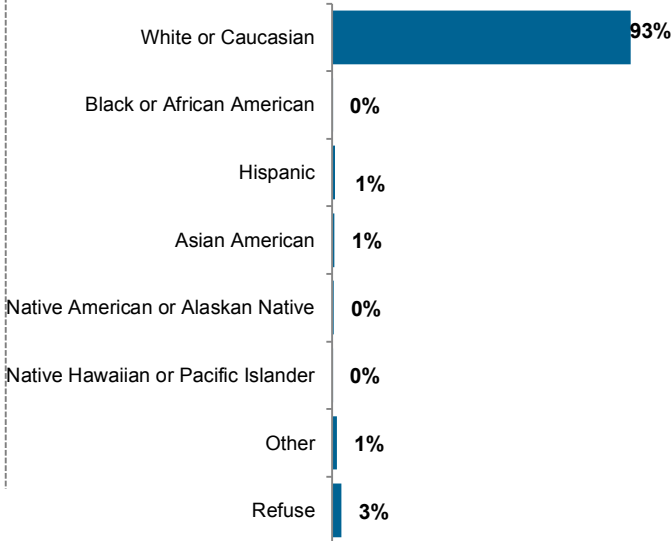
## EDUCATION



## MARITAL STATUS

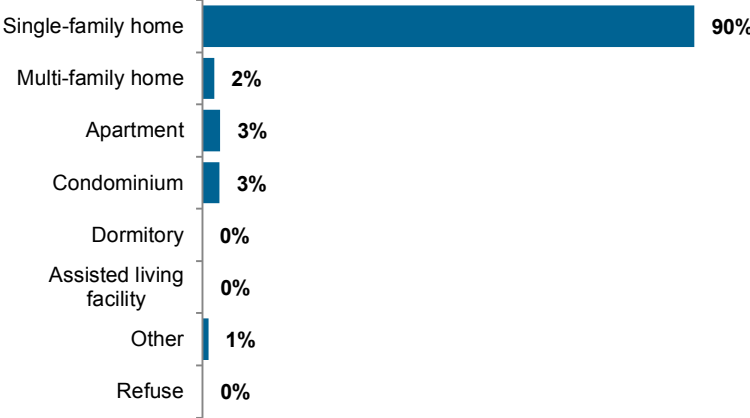


## ETHNICITY

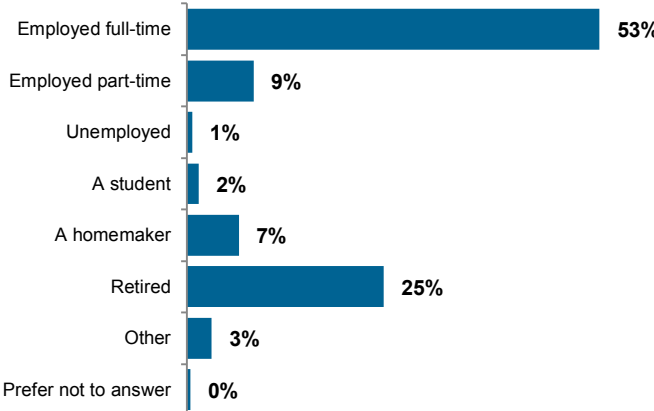


# Demographics

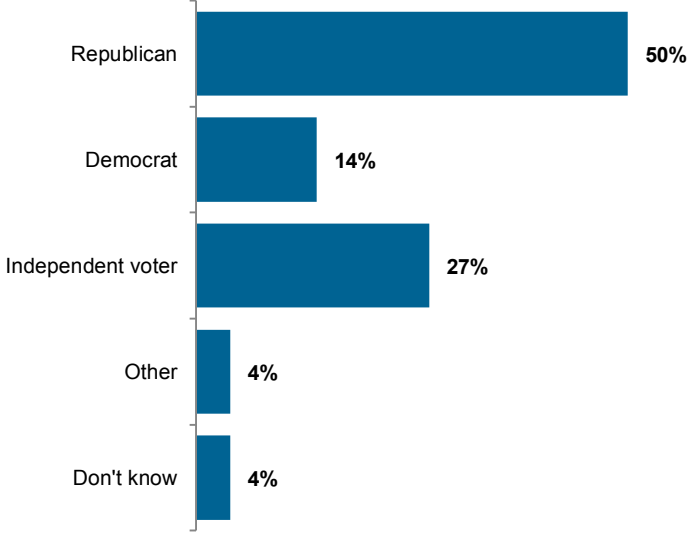
## RESIDENCE



## EMPLOYMENT



## POLITICAL AFFILIATION



## POLITICAL IDEOLOGY

