

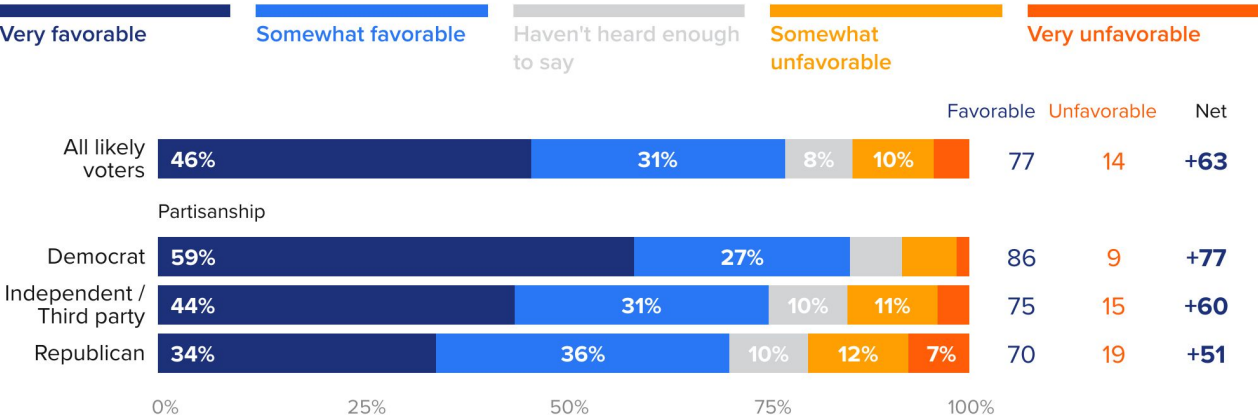


# Voter Attitudes Toward Residential Solar

**Environmental Polling Consortium**  
**Quarterly Briefing - December 2024**

# Voters Across Partisanship Have Strongly Favorable Views of Solar Energy

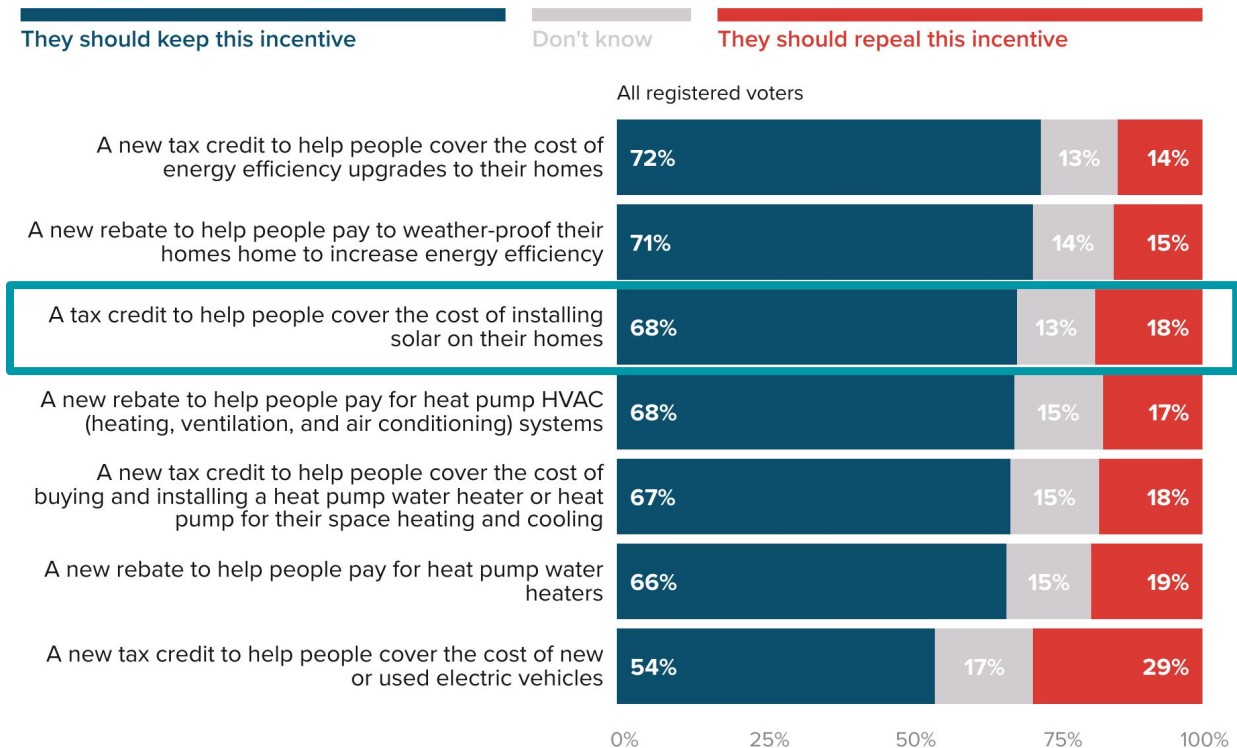
Do you have a favorable or unfavorable opinion of solar energy?



Consistent with earlier findings from DFP and other outlets, recent polling from October 2024 reveals an overwhelming majority of voters have a **favorable opinion of solar energy, including strong majorities across party lines.**

# Voters Support Incentives to Lower the Costs of Installing Rooftop Solar Panels

Do you think Congress should **keep** or **repeal** each of the following incentives?



Furthermore, despite threats to solar tax credits included in the Inflation Reduction Act, such policies remain widely popular.

In polling from October 2024, **nearly seven in ten voters** think Congress should **keep the tax credit** to cover the cost of installing solar on their homes, rather than repealing it.

Sept. 27-Oct. 9, 2024 survey of 2,701 U.S. registered voters with the Environmental Polling Consortium on the first wave of the Climate Community Poll. This question was asked of 1,357 RVs as part of an A/B test.



# Voter Attitudes Toward Residential Solar

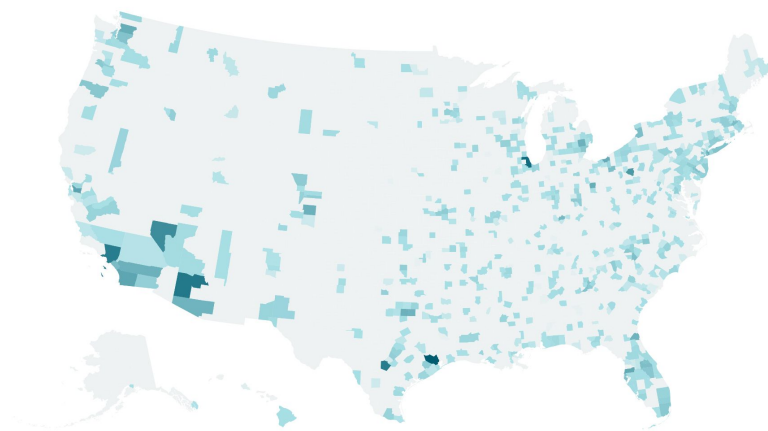
# Methodology

From November 15 to 18, 2024, Data for Progress conducted a survey of **1,229 U.S. likely voters** nationally using web panel respondents. The sample was weighted to be representative of likely voters by age, gender, education, race, geography, and 2020 recalled vote.

The survey was conducted in English. The margin of error associated with the sample size is  $\pm 3$  percentage points. Results for subgroups of the sample are subject to increased margins of error. Partisanship reflected in tabulations is based on self-identified party affiliation, not partisan registration.

For more information please visit [dataforprogress.org/our-methodology](https://dataforprogress.org/our-methodology).

## Respondents by County



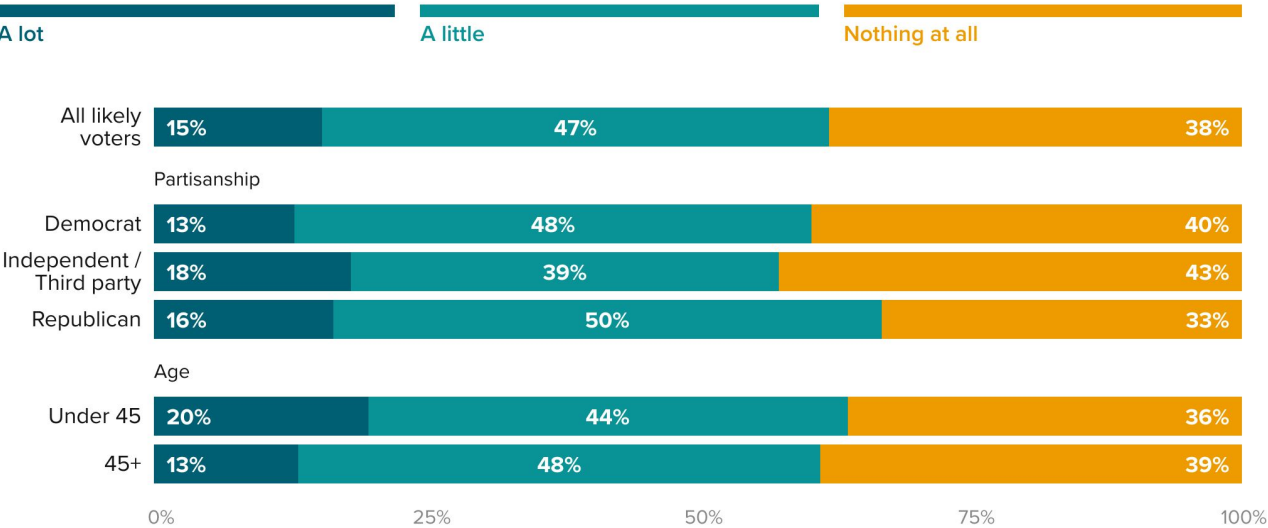
53% **Female** | 47% **Male**    13% **Latino** | 71% **White** | 11% **Black**    35% **College** | 65% **Non-College**

33% **Under 45** | 67% **Over 45**

40% **Democrat** | 24% **Independent** | 36% **Republican**

# A Majority of Voters Report Having Heard at Least a Little About Rooftop Solar in Their Community

How much have you seen or heard about rooftop solar in your community?

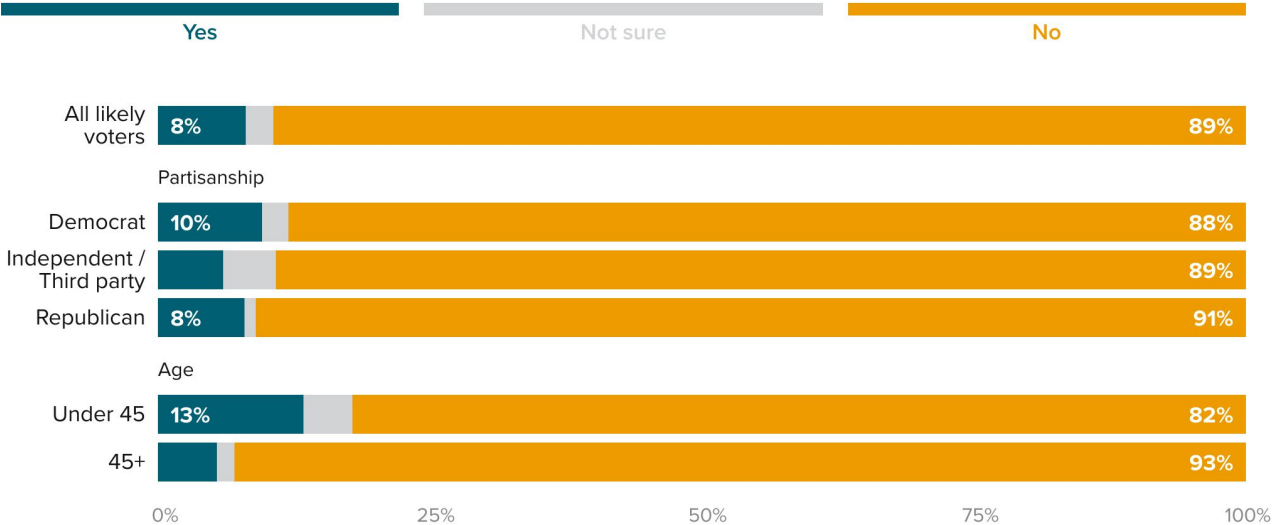


Across **all demographics**, a majority of voters have heard at least a little about rooftop solar in their community.

However, more than **one-third** of voters have heard nothing at all about solar in their community.

# Less Than One in Ten Voters Report Having Rooftop Solar

Do you have installed solar panels for your home or rental?

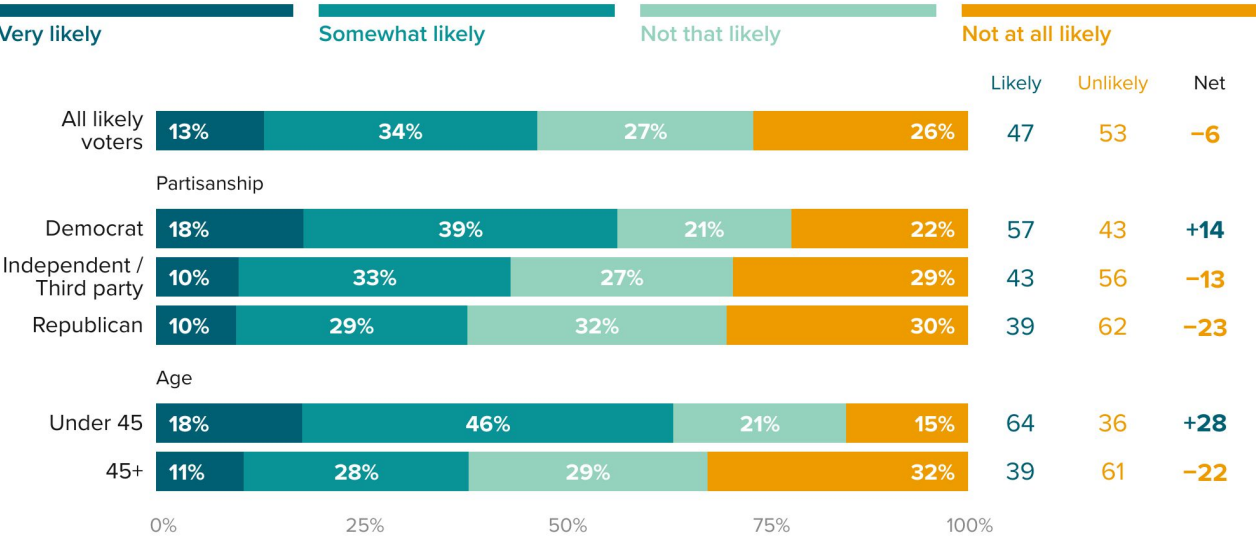


Only 8% of respondents report having solar panels already installed on their homes.

A slightly higher percentage of young voters (13%) report having installed rooftop solar.

# Almost Half of Voters Say They Are Likely to Install Residential Solar in the Next Five Years

In the next five years, how likely or unlikely would you be to install solar panels on your home, or ask your landlord to do so?



Nearly half of voters say they are likely to install solar panels on their home or rental in the next five years.

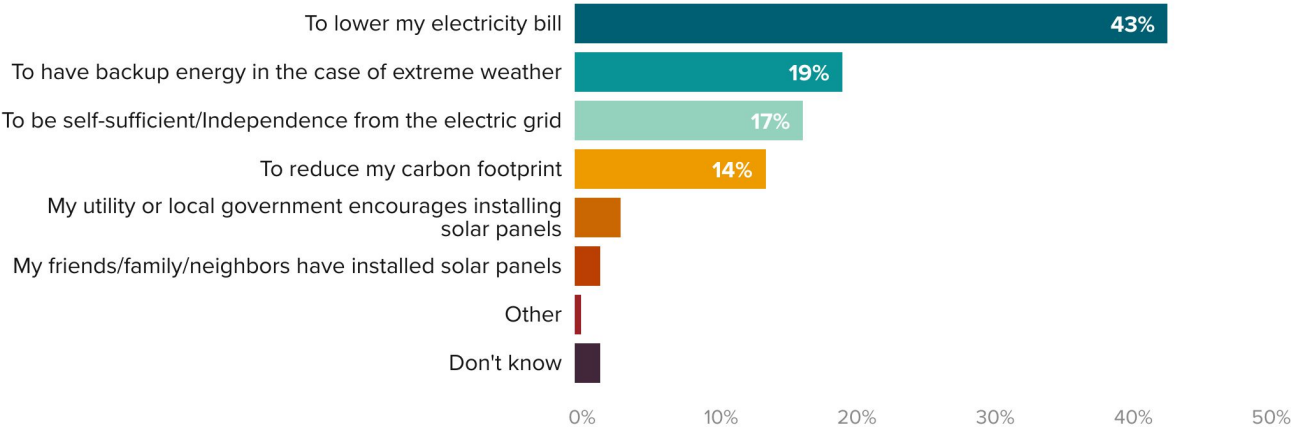
A strong majority of young voters (64%) and 57% of Democrats say they are likely to install solar panels in the next five years.



# Voters Say Lowering Their Electricity Bill Is the Primary Reason They Would Consider Installing Solar Panels

This question was shown to respondents who indicated they were somewhat likely or very likely to install solar panels.

From the following list, which is the **primary** reason you would consider installing solar panels on your home?



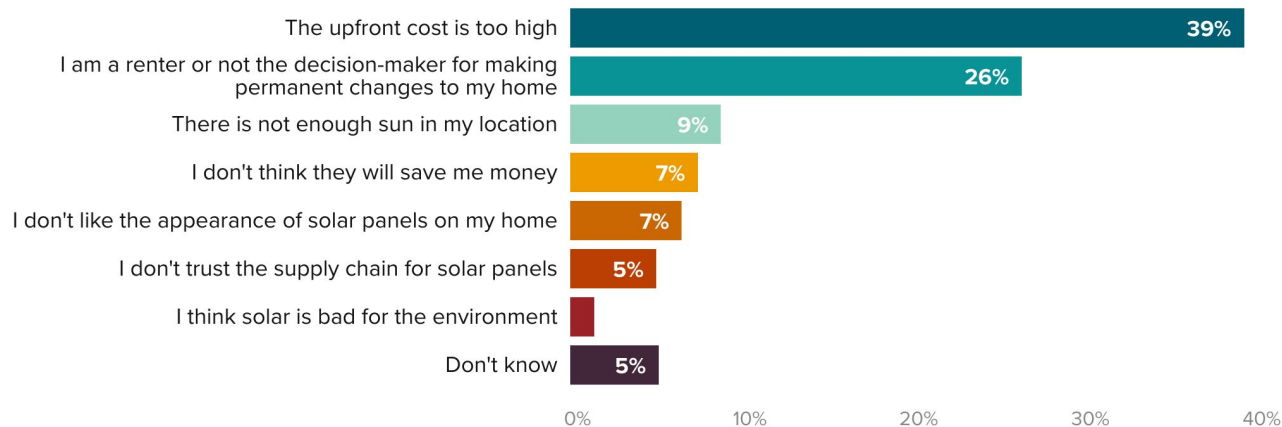
Among voters who would consider installing solar panels, their primary reason is to **lower their electricity bill**.

Additional reasons include having **backup energy** during an extreme weather event and maintaining **independence from the electric grid**, while **reducing their carbon footprint** is only the fourth most common reason.

# Among Voters Who Are Not Considering Home Solar, High Upfront Installation Costs Are the Primary Reason

This question was shown to respondents who indicated they were not that likely or not at all likely to install solar panels.

From the following list, which is the **primary** reason you would **not** consider installing solar panels on your home?

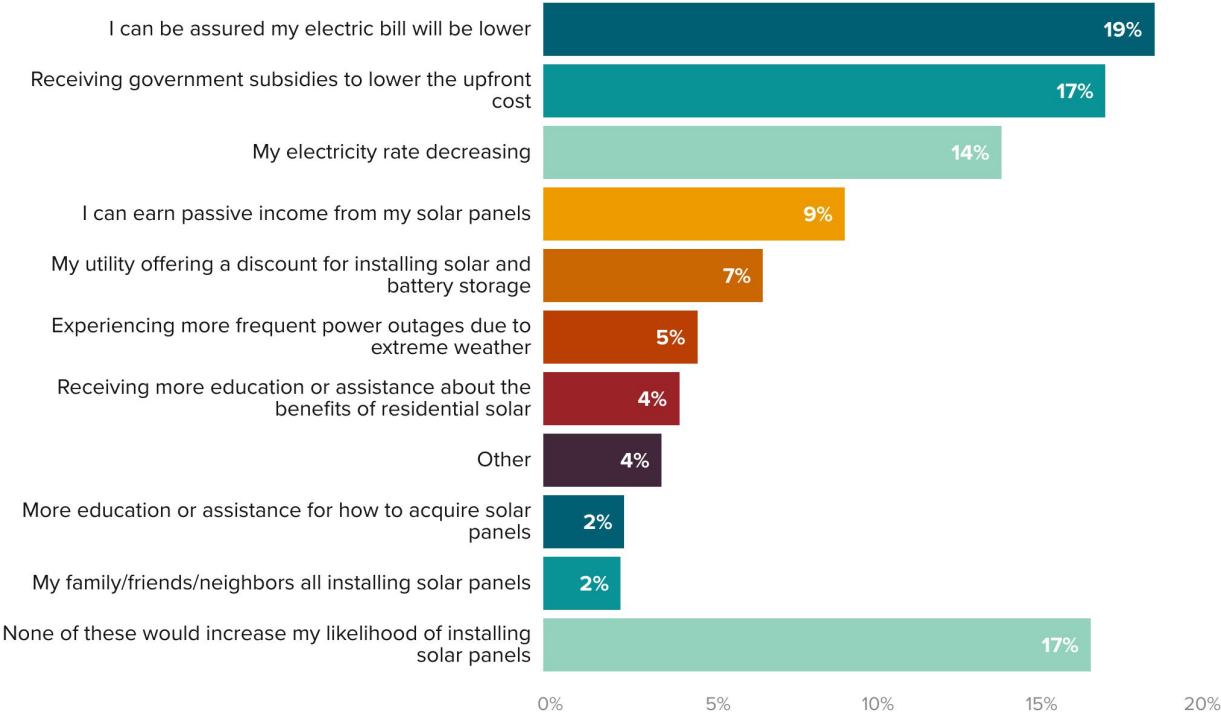


Among voters who are **not** considering a solar installation, the primary reason is the **high upfront cost** of the system.

Among **renters**, the primary reason is **their lack of decision-making authority** to make permanent changes to their home, with 63% listing this as the main factor. This is also the second most reported reason overall.

# Lower Energy Bills and Subsidies to Reduce the Upfront Cost Would Make Voters More Likely to Consider Installing Home Solar

Which of the following factors would **most** increase your likelihood of installing solar panels, if any?



Across **all demographics**, cost-related factors would most increase voters' likelihood of installing solar panels, including being **assured of lower electric bills**, receiving **subsidies to reduce the upfront cost of installation**, seeing their **personal electricity rate decrease**, and having the potential to earn **passive income**.

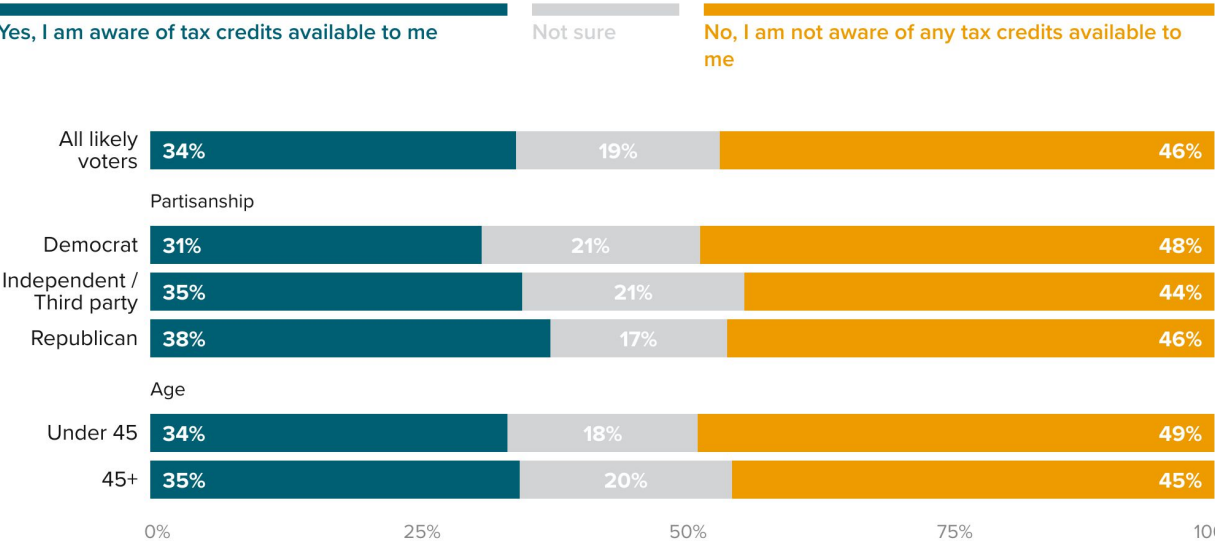
Around 17% of voters say no factor would increase their likelihood of installing solar.



# Sentiment Toward Policies to Incentivize Residential Solar Adoption

# Around One-Third of Voters Say They Are Aware of Tax Credits to Install Solar Panels

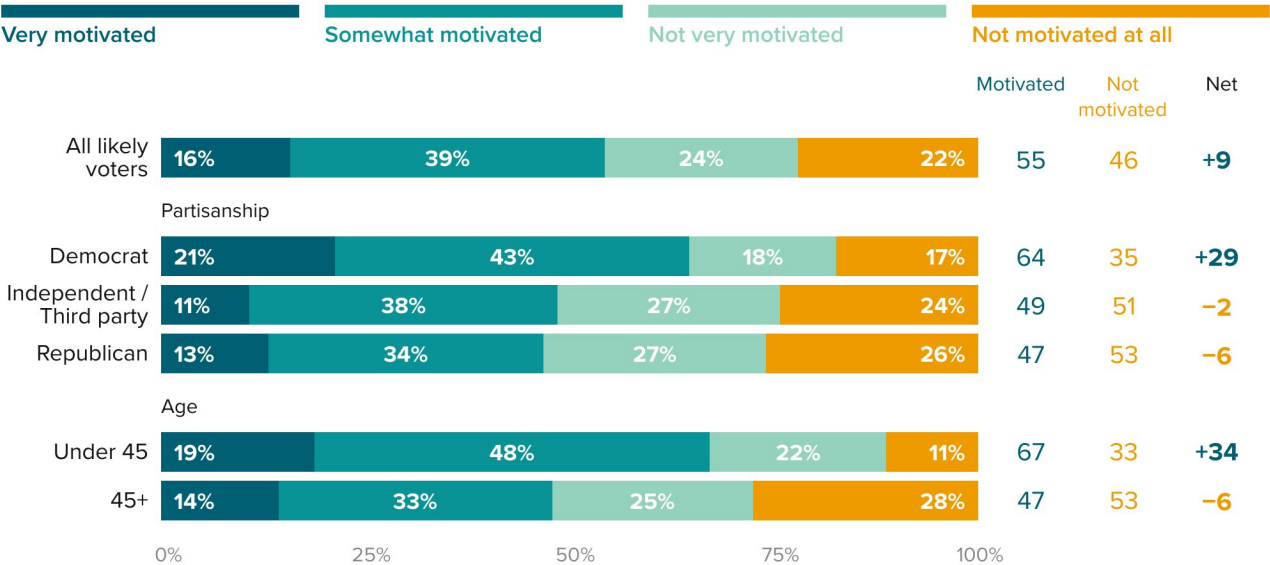
Are you aware of any tax credits for installing solar panels available to you in your state?



While incentives to reduce the upfront cost are widely available at the federal, state, and local levels, **only 34% of voters are aware of these incentives being available in their state.**

# A Majority of Voters Are at Least Somewhat Motivated to Use Available Tax Credits for Installing Rooftop Solar

How motivated, if at all, are you to take advantage of new tax incentives and rebates to install rooftop solar panels?



More than half of **all likely voters (55%)** say they are motivated to use available financial incentives to install rooftop solar panels.

Motivation to take advantage of incentives is higher among **Democrats (64%)** and **young voters (67%)**.

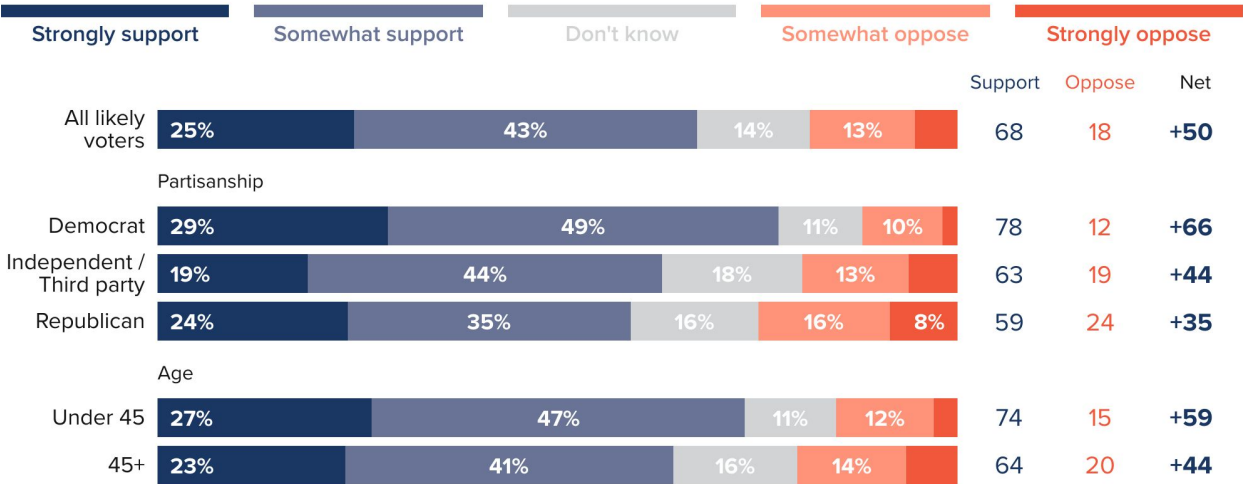
# After Reading a Description of Net Metering, a Majority of Voters Say They Support the Policy

Net metering is a type of policy that allows owners of residential solar systems to sell excess electricity they generate back to the grid. In some states, owners of residential rooftop solar receive credits to their electricity bill for excess electricity generation.

Supporters say that net metering helps keep electricity use steady, reducing strain on utilities to manage busy times when people use the most power.

Opponents claim net metering forces those without solar to subsidize the cost of the grid for residential solar owners.

Would you support or oppose net metering policies to allow greater compensation for solar owners?



An overwhelming, **bipartisan majority** of voters support **greater compensation for solar owners through net metering** after reading a description of the term and arguments for and against the policy.

Support for net metering is higher among **Democrats** and **young voters**.

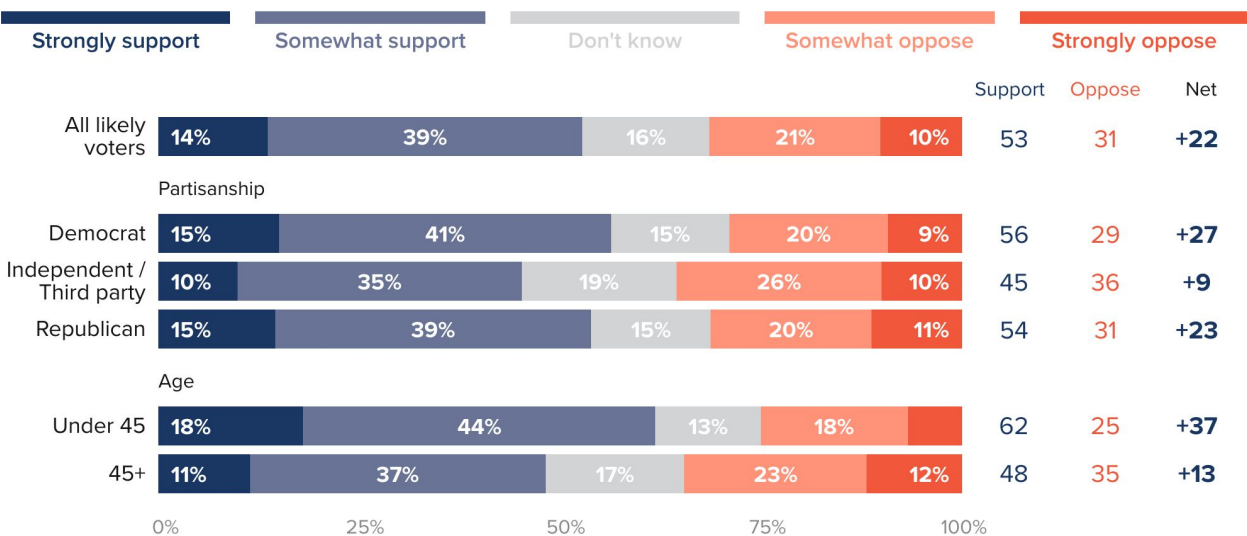
# A Narrow Majority of Voters Support Residential Fixed Charges

Residential fixed charges are minimum billing requirements that are charged to **all** users connected to the grid, including residential solar owners.

Supporters say that fixed minimum charges ensure solar owners contribute fairly to maintaining the grid infrastructure they still rely on, even if they use less electricity.

Opponents say that fixed minimum charges discourage homeowners from investing in solar by reducing potential utility bill savings, weakening incentives for solar adoption.

Would you support or oppose residential fixed charges on utility bills for residential solar customers?



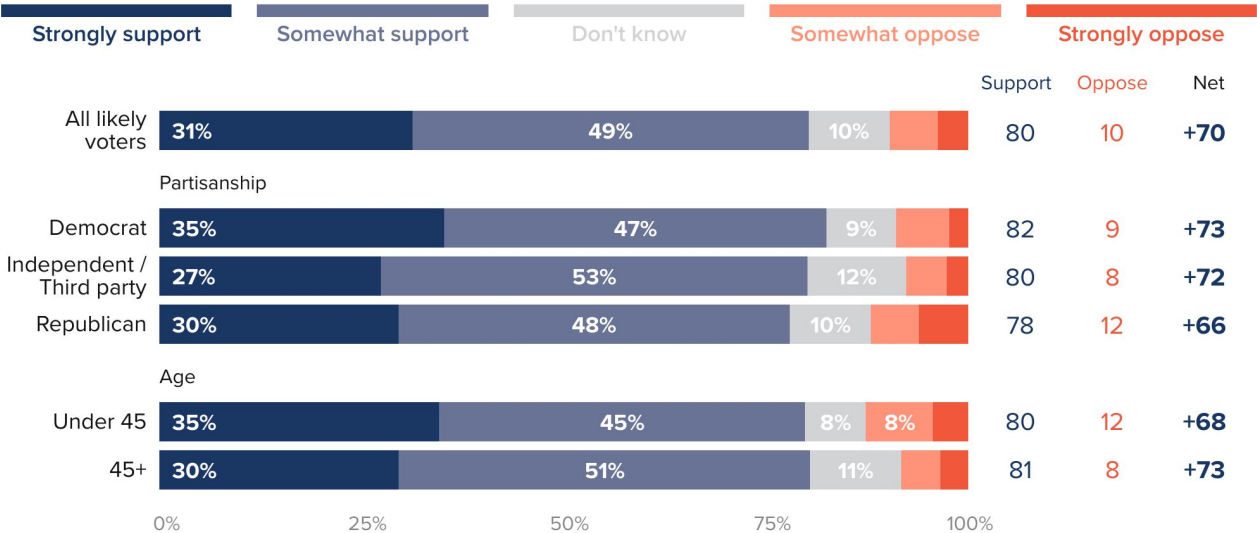
After reading a description of residential fixed charges and arguments for and against their imposition on solar owners, a **slim majority** of voters (53%) support a residential fixed charge on solar customers, with nearly **one-third** of respondents opposed to this additional charge.



# Voters Support Virtual Power Plants to Compensate Residential Solar Owners

A Virtual Power Plant is a group of many small energy sources, like solar panels and batteries on rooftops, that work together to supply electricity like a traditional power plant, but at a much smaller scale. They can meet electricity demand in a more affordable and eco-friendly way than power plants.

Based on what you know now, if you owned a solar plus battery storage system, would you support a program that would compensate you for making energy produced by your residential solar and battery storage system available for other energy users when needed?



Across **all demographics**, an overwhelming majority of respondents say they **support** a program that compensates solar owners to supply power to the grid, known as a virtual power plant.

However, the majority of voters (63%) are **not familiar** with the term “virtual power plant.”

# Key Findings

- Voters consistently report holding **strong favorable views of solar energy**; however, despite this positive sentiment, just under half of voters report being likely to consider rooftop solar installation, highlighting a key gap between sentiments to solar and action.
- **Younger voters and renters** have greater support for solar, highlighting the **potential for future solar adoption** as they become homeowners or encourage their landlord to adopt solar.
- These findings highlight the importance of **education to bridge the gap** between consumer interest and action on residential solar adoption.
  - Investments in education about the benefits of solar, including **reduced energy costs** – coupled with outreach to ensure voters are hearing about **targeted financial incentives to bring down the upfront costs of installation** – could help **remove financial barriers and accelerate solar deployment** and the transition to a more sustainable energy future.



# Voter Attitudes Toward Residential Solar

[Full Release Available Here](#)  
[Survey Crosstabs](#)



# DATA FOR **PROGRESS**

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For inquiries, please reach out to:

**Grace Adcox, [grace@dataforprogress.org](mailto:grace@dataforprogress.org)**

**Eva Brungard, [eva@dataforprogress.org](mailto:eva@dataforprogress.org)**

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