

DATA FOR PROGRESS

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 ± 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.

NB: subgroups with a n-size less than 50 (<50) are not shown on these cross-tabs. We choose not to display N<50 subgroups because the sample is too small to have statistical significance. We did, however, take samples of these subgroups for representational and weighting purposes to accurately reflect the electorate makeup. Some values may not add up to 100 due to rounding.

N=1,229 unless otherwise specified.

[1] Which of the following best describes your current housing status?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Own	Rent
Own	55	48	53	65	55	55	39	63	50	65	35	64	41	100	0
Rent	40	49	42	30	39	42	53	34	45	32	63	32	56	0	100
Other housing arrangement	4	3	6	4	5	3	7	3	5	3	3	4	3	0	0
Weighted N	1,229	489	295	445	656	573	412	817	794	435	131	878	165	680	496

[2] How much is your average monthly electric bill?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Own	Rent
Less than \$100	23	24	25	19	23	22	18	25	22	23	19	23	22	19	29
Between \$100 and \$150	28	27	27	31	24	33	29	28	28	28	30	29	28	29	28
Between \$150 and \$200	24	25	23	24	28	20	28	22	25	23	31	24	25	28	20
More than \$200	16	14	14	19	16	16	14	17	15	18	8	16	18	20	11
I don't pay for my own utilities	6	7	5	5	6	6	6	5	6	5	10	5	5	1	10
Don't know	3	3	5	3	4	3	5	3	4	2	2	3	3	3	2
Weighted N	1,229	489	295	445	656	573	412	817	794	435	131	878	165	680	496

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

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Own	Rent
A lot	15	13	18	16	13	18	20	13	14	18	14	15	15	18	14
A little	47	48	39	50	46	48	44	48	46	48	43	48	40	49	44
Nothing at all	38	40	43	33	41	34	36	39	40	35	44	37	45	33	42
Weighted N	1,229	489	295	445	656	573	412	817	794	435	131	878	165	680	496

[4] How familiar are you with the term "virtual power plant," if at all? (N=637)

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Own	Rent
Very familiar	3	4	2	4	4	3	9	1	3	4	8	2	5	3	4
Somewhat familiar	13	12	14	14	14	11	20	10	14	11	12	12	20	13	12
Only a little familiar	21	23	23	18	20	22	27	19	21	22	18	20	24	19	24
Not at all familiar	63	60	62	65	62	63	45	71	62	64	62	66	51	64	61
Weighted N	637	259	145	233	340	297	205	432	412	225	68	455	80	337	273

[5] How familiar are you with the term "distributed power plant," if at all? (N=592)

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Own	Rent
Very familiar	4	6	<0.5	4	2	6	10	1	4	3	10	3	3	5	2
Somewhat familiar	13	12	13	15	10	17	21	9	13	15	19	12	15	12	16
Only a little familiar	23	28	16	22	21	25	28	20	22	24	20	22	17	22	23
Not at all familiar	60	55	71	58	67	52	41	70	61	58	51	63	66	61	60
Weighted N	592	229	153	210	316	276	209	383	382	210	63	423	87	342	226

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

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Own	Rent
Yes	8	10	6	8	8	8	13	5	7	10	7	8	13	10	6
No	89	88	89	91	89	90	82	93	90	89	89	90	82	89	91
Not sure	3	2	5	1	3	2	4	2	3	1	3	2	5	1	3
Weighted N	1,229	489	295	445	656	573	412	817	794	435	131	878	165	680	496

[7] Pairing a battery storage system with solar panels allows households to store excess electricity, rather than it being wasted. This stored electricity can be used when the sun is not shining, can provide electricity during a power outage, and in some places, can be used to provide power to the rest of the grid.

How do you think residential solar plus battery storage on your rental or home would impact the frequency of blackouts and outages you experience, if at all?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Own	Rent
Improve reliability (e.g., fewer blackouts and outages)	63	69	58	58	58	68	68	60	59	69	67	61	66	61	66
Decrease reliability (e.g., more frequent blackouts and outages)	5	4	4	6	6	4	6	4	5	4	5	5	7	5	5
No impact	22	18	24	26	22	22	18	24	24	19	17	24	19	24	21
Don't know	10	9	14	10	14	6	8	12	11	8	10	11	8	11	8
Weighted N	1,229	489	295	445	656	573	412	817	794	435	131	878	165	680	496

[8] How do you think residential solar plus battery storage on your rental or home would affect your electricity bill, if at all?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Own	Rent
Increase electric rates	9	10	8	10	9	10	16	6	9	10	11	9	15	10	10
Decrease electric rates	65	68	62	63	62	67	62	66	63	67	59	66	61	65	66
No impact	15	12	19	17	16	15	12	17	15	15	19	16	13	17	14
Don't know	11	10	12	10	13	8	9	11	12	8	11	10	11	9	10
Weighted N	1,229	489	295	445	656	573	412	817	794	435	131	878	165	680	496

[9] 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?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Own	Rent
Very likely	13	18	10	10	12	15	18	11	13	13	19	11	21	13	13
Somewhat likely	34	39	33	29	34	34	46	28	33	34	38	29	45	30	38
Not that likely	27	21	27	32	25	28	21	29	24	31	22	30	17	31	21
Not at all likely	26	22	29	30	29	24	15	32	29	22	22	30	17	26	27
LIKELY (TOTAL)	47	57	43	39	46	49	64	39	46	47	57	40	66	43	51
UNLIKELY (TOTAL)	53	43	56	62	54	52	36	61	53	53	44	60	34	57	48
LIKELY (NET)	-6	+14	-13	-23	-8	-3	+28	-22	-7	-6	+13	-20	+32	-14	+3
Weighted N	1,229	489	295	445	656	573	412	817	794	435	131	878	165	680	496

[10] From the following list, which is the **primary** reason you would consider installing solar panels on your home? (N=578)

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Own	Rent
To lower my electricity bill	43	39	42	49	44	42	37	48	44	40	45	43	46	42	45
To reduce my carbon footprint	14	19	11	8	15	12	17	11	14	14	8	14	12	11	16
To be self-sufficient/ Independence from the electric grid	17	15	19	17	14	19	14	19	16	18	17	18	15	17	16
To have backup energy in the case of extreme weather	19	18	23	18	20	19	21	18	18	23	18	19	22	23	15
My friends/family/ neighbors have installed solar panels	2	2	1	2	2	2	3	1	2	1	2	2	1	2	2
My utility or local government encourages installing solar panels	3	4	2	3	2	5	5	2	3	4	10	2	1	5	2
Other	<0.5	1	0	0	1	0	1	0	1	0	0	0	0	0	1
Don't know	2	2	1	2	2	2	2	2	2	1	0	2	4	1	2
Weighted N	578	278	129	171	300	278	263	315	372	206	74	351	108	296	254

[11] From the following list, which is the **primary** reason you would **not** consider installing solar panels on your home?
(N=651)

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Own	Rent
There is not enough sun in my location	9	9	9	8	8	10	4	10	8	11	6	9	12	5
The upfront cost is too high	39	36	41	40	39	40	33	41	36	46	27	40	52	21
I don't think they will save me money	7	2	9	11	8	7	6	8	8	7	2	9	11	2
I don't like the appearance of solar panels on my home	7	5	4	9	6	7	12	5	7	6	8	6	9	4
I think solar is bad for the environment	1	1	1	2	1	1	4	1	1	2	3	1	2	<0.5
I don't trust the supply chain for solar panels	5	2	4	8	5	5	3	6	5	4	1	6	8	1
I am a renter or not the decision-maker for making permanent changes to my home	26	38	26	17	26	26	30	25	29	21	44	24	2	63
Don't know	5	6	5	5	7	3	9	4	7	2	8	5	5	4
Weighted N	651	211	166	274	356	295	149	502	422	229	57	527	384	242

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

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Own	Rent
Receiving government subsidies to lower the upfront cost	17	19	19	14	17	18	15	18	16	20	13	18	17	21	12
My utility offering a discount for installing solar and battery storage	7	5	7	8	5	8	8	6	5	10	4	7	7	9	5
More education or assistance for how to acquire solar panels	2	3	2	3	2	2	3	2	3	2	3	2	4	2	3
Receiving more education or assistance about the benefits of residential solar	4	3	4	5	4	4	5	4	5	3	7	4	3	4	4
I can be assured my electric bill will be lower	19	20	17	18	20	17	21	17	19	17	24	15	24	18	21
My electricity rate decreasing	14	15	13	14	13	15	16	13	14	14	19	14	10	12	17
Experiencing more frequent power outages due to extreme weather	5	6	5	4	5	4	6	4	4	5	4	4	7	5	5
I can earn passive income from my solar panels	9	9	10	9	8	10	12	8	9	10	7	10	9	10	7
My family/friends/neighbors all installing solar panels	2	3	1	3	2	3	4	2	3	2	2	2	7	2	3
Other	4	4	5	2	4	3	1	5	4	4	2	4	3	3	5
None of these would increase my likelihood of installing solar panels	17	13	17	21	19	14	10	20	20	12	16	19	9	15	18
Weighted N	1,229	489	295	445	656	573	412	817	794	435	131	878	165	680	496

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

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Own	Rent
Yes, I am aware of tax credits available to me	34	31	35	38	29	41	34	35	32	38	32	35	32	38	31
No, I am not aware of any tax credits available to me	46	48	44	46	49	44	49	45	46	48	50	46	45	46	47
Not sure	19	21	21	17	22	16	18	20	22	14	18	19	24	15	22
Weighted N	1,229	489	295	445	656	573	412	817	794	435	131	878	165	680	496

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

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Own	Rent
Very motivated	16	21	11	13	15	17	19	14	16	16	19	13	24	15	17
Somewhat motivated	39	43	38	34	39	38	48	33	38	39	46	35	47	36	41
Not very motivated	24	18	27	27	23	24	22	25	23	24	19	27	14	27	19
Not motivated at all	22	17	24	26	23	21	11	28	22	22	16	25	14	22	22
MOTIVATED (TOTAL)	55	64	49	47	54	55	67	47	54	55	65	48	71	51	58
NOT MOTIVATED (TOTAL)	46	35	51	53	46	45	33	53	45	46	35	52	28	49	41
MOTIVATED (NET)	+9	+29	-2	-6	+8	+10	+34	-6	+9	+9	+30	-4	+43	+2	+17
Weighted N	1,229	489	295	445	656	573	412	817	794	435	131	878	165	680	496

[15] 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?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Own	Rent
Strongly support	25	29	19	24	20	30	27	23	25	24	22	25	31	23	28
Somewhat support	43	49	44	35	43	43	47	41	41	47	53	39	48	41	46
Somewhat oppose	13	10	13	16	14	12	12	14	14	12	14	14	11	14	12
Strongly oppose	5	2	6	8	6	5	3	6	6	5	2	6	2	8	2
Don't know	14	11	18	16	17	11	11	16	16	12	10	15	8	14	12
SUPPORT (TOTAL)	68	78	63	59	63	73	74	64	66	71	75	64	79	64	74
OPPOSE (TOTAL)	18	12	19	24	20	17	15	20	20	17	16	20	13	22	14
SUPPORT (NET)	+50	+66	+44	+35	+43	+56	+59	+44	+46	+54	+59	+44	+66	+42	+60
Weighted N	1,229	489	295	445	656	573	412	817	794	435	131	878	165	680	496

[16] 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?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Own	Rent
Strongly support	14	15	10	15	10	18	18	11	14	13	16	13	15	13	16
Somewhat support	39	41	35	39	39	39	44	37	39	39	39	37	48	39	41
Somewhat oppose	21	20	26	20	20	22	18	23	20	24	24	22	13	23	19
Strongly oppose	10	9	10	11	10	10	7	12	10	10	6	11	7	11	9
Don't know	16	15	19	15	20	11	13	17	17	13	14	16	17	14	15
SUPPORT (TOTAL)	53	56	45	54	49	57	62	48	53	52	55	50	63	52	57
OPPOSE (TOTAL)	31	29	36	31	30	32	25	35	30	34	30	33	20	34	28
SUPPORT (NET)	+22	+27	+9	+23	+19	+25	+37	+13	+23	+18	+25	+17	+43	+18	+29
Weighted N	1,229	489	295	445	656	573	412	817	794	435	131	878	165	680	496

[17] 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?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Own	Rent
Strongly support	31	35	27	30	28	35	35	30	32	30	29	30	36	29	34
Somewhat support	49	47	53	48	48	50	45	51	47	53	46	51	45	50	48
Somewhat oppose	6	7	5	6	7	5	8	5	6	5	8	6	6	5	7
Strongly oppose	4	2	3	6	4	4	4	3	4	4	6	3	4	5	2
Don't know	10	9	12	10	12	7	8	11	11	8	11	10	8	10	8
SUPPORT (TOTAL)	80	82	80	78	76	85	80	81	79	83	75	81	81	79	82
OPPOSE (TOTAL)	10	9	8	12	11	9	12	8	10	9	14	9	10	10	9
SUPPORT (NET)	+70	+73	+72	+66	+65	+76	+68	+73	+69	+74	+61	+72	+71	+69	+73
Weighted N	1,229	489	295	445	656	573	412	817	794	435	131	878	165	680	496