
MEMORANDUM

TO: INTERESTED PARTIES
FROM: MATT GAMMON, VICE PRESIDENT
SUBJECT: SOLAR ENERGY VOTER ATTITUDES
DATE: OCTOBER 20, 2015

The following memo highlights the key findings from a statewide survey in Nevada conducted on behalf of Sunrun. The survey found that voters are favorable towards solar power and rooftop solar in particular. Likely voters believe Governor Sandoval has been a good leader for Nevada, however, upon learning of some potentially questionable relationships and his position on rooftop solar, likely voters begin to question this leadership. The survey was conducted among n=302 likely voters and has a margin of error equal to $\pm 5.7\%$.

Solar in Nevada

Nearly nine out of ten likely voters (89%) have a favorable impression of solar energy in Nevada.

Total Favorable	89%
Total Unfavorable	8%

Key demographic groups that find solar favorable more often than any other groups include:

Demographic Group	Size	Solar Favorability
VH: 3 of 4	17%	96%
CD 3	28%	95%
Females 18-54	28%	92%
Independents	26%	92%

These key groups make up large portions of Nevada and could become pivotal components of passing key legislation related to Solar Energy. Specifically, individuals living in Congressional District 3 and those who have voted in three of the last four elections, have potential to influence legislation or elect legislators in favor of solar, due to their size and voting activity.

Governor Sandoval

A majority of likely voters believe that Governor Sandoval has been a strong leader for Nevada; however, once voters are aware of some of his associations, their impressions of him as a leader drop.

“Do you agree or disagree with the statement that Governor Sandoval has been a strong leader for Nevada?”

Total Agree	63%
Total Disagree	24%

Once likely voters are made aware that two of Governor Sandoval’s closest political advisors are lobbyists for NV Energy and that part of his constitutional requirements are to appoint regulators of NV Energy, voters’ opinion of his leadership decreases. Additionally, once voters find out that Governor Sandoval failed to take a leadership position and protect the 6,000 jobs that solar energy supports in Nevada, his favorable impressions become highly negative.

“Knowing this, would your opinion of his leadership skills increase, stay the same, or decrease?”

Total Increased	7%
Total Decreased	42%
Greatly increased	4%
Increased	3%
Stays the same	43%
Decreased	25%
Greatly decreased	17%
Demographic-Decreases	
Women 18-54	52%
Men 55+	46%
Independent	46%

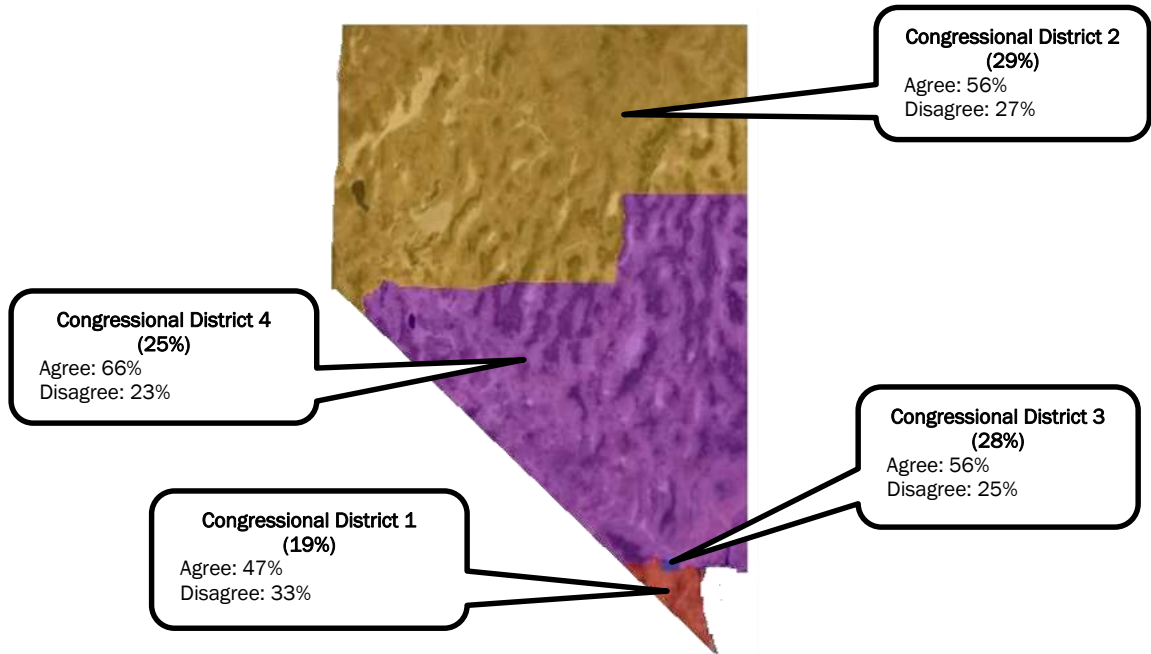
“If you knew that Gov. Sandoval had failed to...would you have a favorable or unfavorable opinion of his leadership skills.”

Total Favorable	9%
Total Unfavorable	54%
Very favorable	5%
Somewhat favorable	4%
Makes no difference	32%
Somewhat unfavorable	21%
Very unfavorable	32%
Demographic-Unfavorables	
Women 55+	64%
Independents	64%
Men 18-54	57%
Hispanic	56%

“Governor Sandoval appointed all three of the sitting Public Utilities Commissioners... This commission will make a decision in December that will decide the future of the rooftop solar industry in Nevada. Do you agree or disagree with the statement that the commission’s decision reflects on Governor Sandoval’s leadership?”

Total Agree	57%
Total Disagree	27%
Strongly agree	31%
Somewhat agree	26%
Somewhat disagree	16%
Strongly disagree	10%

“Governor Sandoval appointed all three of the sitting Public Utilities Commissioners... This commission will make a decision in December that will decide the future of the rooftop solar industry in Nevada. Do you agree or disagree with the statement that the commission’s decision reflects on Governor Sandoval’s leadership?”



A majority of likely voters believe that the decision that the commission will make in December regarding rooftop solar in Nevada reflects on Governor Sandoval’s leadership and this trends across the state. Governor Sandoval’s leadership will be questioned by a large cross-section of voters if he continues questionable associations and fails to protect the 6,000 jobs in Nevada supported by solar energy.

Conclusion

Likely voters in Nevada find solar energy very favorable. Additionally, the outcome of December’s decision by the Public Utilities Commission strongly reflects on Governor Sandoval’s leadership. Likely voters will likely decrease their opinion of his leadership skills and find actions that he takes unfavorable if it costs Nevada jobs.

Methodology

Wilson Perkins Allen Opinion Research conducted research among likely voters in Nevada. WPA selected a random sample of likely voters from Nevada’s voter files using Registration Based Sampling (RBS). The sample for this survey was stratified based on geography, age, ethnicity, and gender. This methodology allows us to avoid post-survey “weighting” which can reduce the reliability of survey results. Respondents were contacted by phone via a live telephone operator interview October 6-7, 2015 (25% cell phone interviews). The study has a sample size of n=302 likely voters and a margin of error is equal to $\pm 5.7\%$ 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 Mayor and City Council to Governor and U.S. Senate in 47 states and several foreign countries. In 2009-2010 alone, WPA conducted polling in nearly 200 races for campaigns, caucuses and independent expenditures efforts.

In addition to our political and policy research, WPA Opinion Research provides donor research to Christian and other not-for-profits and alumni research to colleges and universities. More than 200 Christian and other not-for-profit organizations around the country and dozens of large and small colleges and universities have relied on WPA's data and analysis.

WPA's corporate research arm has provided market research to more than 100 of the Fortune 500 and to hundreds of small and medium businesses nationwide.