



To: Coalition for Community Solar Access (CCSA)

From: Jim Lee, President & CEO, Susquehanna Polling and Research, Inc.

Re: **POLL HIGHLIGHTS: Voters Support Option to Enroll in Community Solar Projects**

SURVEY RESEARCH OBJECTIVES, GOALS AND QUESTIONNAIRE DESIGN

CCSA commissioned Susquehanna Polling and Research to conduct a statewide telephone poll with registered/likely voters to assess opinions relative to expanded choice in electricity providers and energy sources for consumers. Central to this research is to both quantify and qualify voters' opinions on the topic of "community solar projects," including the extent to which public support exists for legislation pending in the Pennsylvania General Assembly to allow consumers the option to enroll in community solar projects in local communities.

The telephone poll, a representative sample of the state's voting electorate, was conducted August 26 – September 2, 2020 and includes interviews with 704 likely voters. The poll's margin of error for a sample size of 704 is +/- 3.7% at the 95% confidence level. The below conclusions represent three (3) survey questions posed to poll respondents. A more detailed description of the poll's methodology is included.

GENERAL OVERVIEW: VOTERS SUPPORT EXPANDED CONSUMER CHOICE, FAVOR OPTION TO ENROLL

Eight in ten (or 81%) of Pennsylvania voters support more choice in where and how they get their energy and electricity, including strong majorities of voters in all key demographic groups regardless of political ideology or persuasion or where in the Commonwealth they reside.

Seventy-seven (77) percent of Pennsylvania voters believe the legislature should pass a law giving consumers the option to enroll in community solar projects in their local communities. Support is bipartisan and widespread throughout the Commonwealth, and includes 68% of self-identified Republicans, 78% of Independents and 85% of Democrats. Support is also universally strong both in progressive areas of Keystone State, such as the Southeast collar counties surrounding Philadelphia (78% support) as well as traditionally conservative leaning areas like the rural/Republican "T" or Central counties in the Johnstown/Altoona media markets (82% support).

More than six in ten (or 61%) of Pennsylvania voters say they would consider enrolling in a community solar project in their community if [it] was available. This is powerful evidence that most consumers see tangible benefits of community solar and are willing to "put their money where their mouths are" by telling pollsters they would take action to consider enrolling.

METHODOLOGY, SAMPLE FRAME CONSTRUCTION AND DATA COLLECTION PROCEDURES

This poll was conducted by Susquehanna Polling and Research, Inc¹, on behalf of the Coalition for Community Solar Access (CCSA). Interviews were conducted August 26-September 2, 2020 with 704 registered voters in Pennsylvania. Survey respondents are randomly contacted using random selection procedures, and all telephone interviews are conducted using live telephone agents. The sample frame was compiled using random telephone sequence methods, and includes both landline and cellular households, purchased from a certified list vendor; all households are pre-screened to eliminate household telephone numbers on the federal Do Not Call registry in compliance with all applicable federal and state laws. Only known registered voters were contacted, compiled from a list of households with prior vote history in 1 of 4 or better general elections using G19, G18, G17 and/or G16 as the base universe. Voters who registered to vote after the 2019 general election are included and also eligible to participate.

Interviews are closely monitored to ensure a representative sample of the Pennsylvania electorate is achieved based on party registration, geography, gender, age and other demographics; results are sometimes statistically weighted to adjust for coverage bias or non-response error.

The margin of error for a sample size of 704 interviews is +/-3.7% at the 95% confidence level.

¹ Susquehanna Polling and Research, Inc. is a nationally recognized polling and focus group company and conducts polling for political, media and corporate clients mainly in PA, NY, IN, FL, NJ, MD, DE, SC, NC and other states. SP&R's polling has been featured on many national platforms, including the Rush Limbaugh Radio Show, FOX News Channel, The O'Reilly Factor, the Bill Maher Show and MSNBC. The internet news service **Sunshine State News** of Florida referred to SP&R as "*one of the most prominent pollsters in the country*" for its accurate polling in the 2010 Florida Gubernatorial Republican Primary election. The website www.realclearpolitics.com lists SP&R's publicly released polling in Pennsylvania as some of the most accurate polling in the 2016 Presidential election.