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Eight in 10 Michiganders Support Expanding Solar Energy

To: Interested Parties

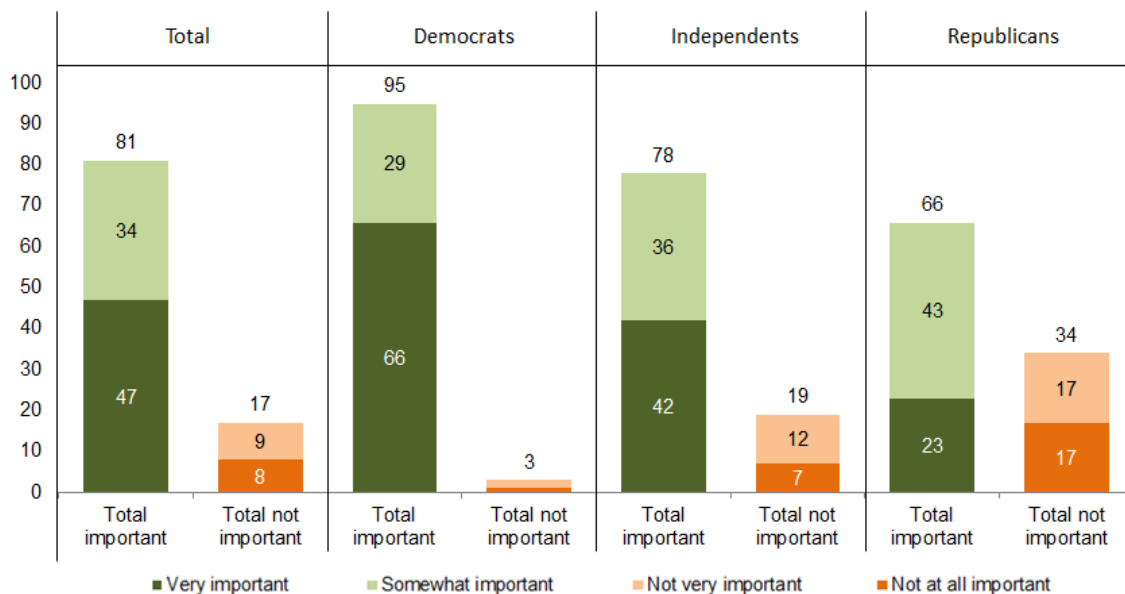
From: Greenberg Quinlan Rosner Research

A recent survey¹ of Michigan voters finds 81% say it is important to increase solar energy, with broad support across all key demographic audiences. The intensity of support is also notable, with nearly half of voters saying it is very important to them.

“Lawmakers are sometimes surprised when they hear that constituents want more solar in their state,” said Elizabeth Sena, Partner at GQR. “Our poll found that in Michigan, 2 in 3 Republican voters, 8 in 10 independent voters, and a whopping 95% of Democrats want more solar energy. Simply put, the vast majority of voters agree that it’s important for the Great Lakes State to increase its use of solar.”

Figure 1: Broad support for increasing solar energy

Right now, Michigan gets less than 1 percent of its electricity from solar power. How important is it for Michigan to increase its use of solar energy – is it very important, somewhat important, not very important, or not at all important?



¹ On behalf of Vote Solar, GQR conducted a survey among 500 registered voters Michigan from December 13-17, 2017 using live interviewers. Thirty-five percent of interviews were conducted on cell phones. The data are subject to a margin of error of +/- 4.4 percentage points at the 95 percent confidence interval. Margin of error is higher among subgroups.

Belief in the importance of increasing solar energy holds not only across party lines, but across ideological ones as well. Just under two-thirds of voters who identify as conservative say this is important—including 59% of conservative Republicans—and we see nearly unanimous support among voters who identify as liberal or moderate.

Women are especially supportive, with 87% saying increasing solar is important, while 74% of men agree. Independent voters are driving this gender gap, as 91% of independent women and a lesser but still solid 65% of independent men say it is important.

Support is strong in every region of the state, including those served by DTE Energy. In the Detroit area, 82% say increasing solar is important; that support grows to 86% among voters in Wayne County alone, and 88% in the Flint-Saginaw-Bay City area.