

### Volume 307 October 9, 2012

More than 90% of voters believe solar energy is important for the United States, according to a new survey done for the Solar Energy Industries Association (SEIA). The annual survey also shows that majorities support federal subsidies and other policies for clean energy sources.

The survey, conducted by independent polling firm Hart Research Associates, showed for the fifth consecutive year that Americans maintain a very favorable view of solar energy and government efforts to encourage the industry's growth. Strong support cuts across the political divide, with Republicans only slightly less favorably inclined toward solar energy than Democrats and independents.

That strong support among all three groups extends to the thorny issue of government subsidies for not just solar, but other renewable technologies.

From Sept. 4 to 9, 2012, Hart Research undertook an online national survey of 1,206 registered voters on behalf of SEIA, including an oversample of swing voters (resulting in 762 swing voter interviews). The swing voter sample included only those respondents who did not indicate a strong or consistent partisan voting history. The margin of error for the full sample is  $\pm 2.8$  percentage points.

A nearly unanimous 92% of voters feel it is very important (58%) or somewhat important (34%) for the U.S. to develop and use solar power, including 93% of swing voters. Democrats and independents are nearly uniform in their agreement (98% and 95% important, respectively), and 84% of Republicans also agree.

"American voters have spoken loud and clear – they love solar and they want more of it. Republicans, independents, and Democrats are unified in calling on Congress to increase our use of solar energy in America," said Rhone Resch, president and CEO of SEIA.

Energy issues are deemed very important in the survey sample, ahead of the environment and only slightly behind government spending and Medicare reform.

Of poll respondents, 74% said that energy is one of the most important (27%) or very important (47%). issues as they think about the candidates for president and other federal and state offices this year. This exceeds environmental concerns, (55%) and trails government spending (90%) and Medicare reform (81%). That rating translates to strong support for tax credits and financial incentives. Respondents were given eight different forms of energy that the federal government should encourage (in addition to the option of saying none), 64% of voters, including 67% of swing voters, say that solar should be on that list (the next highest is wind power at 57%).

### Electricity Pricing – Oct 9, 2012

	On-Peak	Off-Peak
2012	\$0.03351	\$0.02479
2013	\$0.03925	\$0.02589
2014	\$0.04074	\$0.02690

### LMP Electric Price

Time Period	Average per Kwh
Oct, 2011	\$0.02968
Nov, 2011	\$0.02816
Dec, 2011	\$0.02971
Jan, 2012	\$0.03043
Feb, 2012	\$0.02963
Mar, 2012	\$0.02894
April, 2012	\$0.02659
May, 2012	\$0.02816
June, 2012	\$0.03089
July, 2012	\$0.04303
Aug, 2012	\$0.03112
Sep, 2012	\$0.03034
Oct 1-Oct 8	\$0.02871

### Extended Temperature Forecast:

#### Chicago Area

	Tue	Wed	Thu	Fri	Sat
High	65	51	62	55	70
Low	39	39	44	49	60

