

**FACT SHEET –  
SUNGEVITY'S SOLAR ELECTION CYCLE SURVEY**

- Americans support and see the financial benefits renewable energy could have on the U.S. economy and believe that solar energy should be a bigger part of the country's energy supply.
- Americans are interested in solar energy solutions and are looking for the most cost effective way to incorporate solar energy into their homes and daily lives.
- Further education about solar energy solutions including pricing and solar solutions available is needed – confusion and misconception continue to exist among Americans.

**Financial Benefits Are Top Motivator for Supporting Solar Energy**

- Nine in ten (89%) of U.S. adults agree that renewable energy sources, such as solar energy, should be a bigger part of America's energy supply in the future.
- Seventy-four percent (74%) agree that increased use of solar power will stimulate the economy by creating good-paying American jobs and will lower the average households energy costs.
- Seven in ten (72%) say that jobs created in the solar energy industry are better for our economy and our environment than jobs created in the coal, oil, gas and nuclear industries.
- Two-thirds of Americans agree that the solar energy industry is creating long term American jobs that won't be outsourced in the future, more so than the manufacturing industry.
- Eight in ten (79%) adults agree that biggest benefits that would encourage support for solar energy are financial in nature, such as reduced energy costs (60%), decreased dependence on the fluctuating cost of fossil fuels (26%), federal/state tax credits (21%) and increased home value (12%).
- Women (65%) are among those most likely to believe that reduced energy costs are one of the biggest benefits to solar energy.

**Government Should Embrace Solar Energy – State and Federal**

- Eighty percent (80%) of Americans expect their elected officials to support solar energy initiatives.
- A similar proportion, (81%) believe that regardless of who is in office, the White House and other official federal and state residences should be using solar energy.

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**Solar Energy and American Households**

- More than 75% would like to utilize renewable energy sources like solar energy to power their home.
- Many Americans are lacking information about solar energy, with 70% wishing they knew more about renewable energy sources and nearly half (48%) confused about solar energy options.
- Adults are apprehensive to use solar energy due to the perceived stress of dealing with installation, such as updating electrical systems and dealing with zoning laws (47%). Other reasons for not using solar energy include the belief it may not be available in their area (16%), it wouldn't generate enough energy (19%) or they may not live in a sunny location (12%).

***About the Solar Survey***

A national sample of 1,006 adults from Ipsos' U.S. online panel was interviewed online from September 13-17, 2012. A survey with an un-weighted probability sample of this size and a 100 percent response rate would have an estimated margin of error of +/- 3 percentage points 19 times out of 20.

**For more information on solar energy solutions, please visit [www.sungevity.com](http://www.sungevity.com).**

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