
THE TARRANCE GROUP

To: Bright Future Iowa
From: The Tarrance Group
Regarding: Polling Results
Date: February 8, 2022

Public opinion in Linn County and across Iowa lines up solidly behind renewable and solar energy. Results from a recently completed survey conducted across Iowa, with additional interviews conducted specifically in Linn County, show just how widespread that support is.

When asked if they had a favorable or unfavorable opinion of wind and solar companies operating in Iowa – 63% were favorable to wind companies and 58% favorable to solar companies. Only 15% had a negative view of solar companies. In Linn County specifically, 56% had favorable views, only 18% negative.

Looking just at solar energy:

- 87% say solar is clean
- 72% say solar is reliable
- 53% say solar is affordable

When asked if they would support new solar energy projects in Iowa, an overwhelming 68% of voters across the state said yes as did 66% of voters in Linn County. Less than one-quarter of the voters in Linn County oppose these projects. Support spans the political spectrum with 59% of independents supporting the projecting along with 62% of Republicans and 85% of Democratic voters.

When Linn County voters were asked specifically about support for projects in Linn County, 69% said they would support new projects in Linn County. After hearing details of the Linn County projects, voters statewide supported these projects by a 58% margin – 71% - 13%.

Support for solar energy projects appears to be driven by three key elements –

Respect for private property rights

- 67% of Iowa voters and 74% of Linn County voters agreed that “farmers should not be told by the government what to do with their land; they have the right to use their land how they choose: including to develop renewable energy projects”.
- 72% of Iowa voters and 72% of Linn County voters are more likely to support such projects when they learn that many farmers who lease a portion of their land to solar companies are provided with financial security which allows them to continue to farm the rest of their land and keep the land in their family.

Positive economic impacts for local communities

- By a better than 2:1 margin, voters across the state agree that the economic advantages including jobs and new tax revenue, rejecting arguments that these projects are not worth the costs.
- 69% of Iowa voters and 68% of Linn County voters are more likely to support such projects when they learn that solar projects help many rural communities fund schools, first responders, community centers and high-speed internet.

Recognition of solar energy’s positive impact on the environment and as part of efforts to combat climate change.

- 72% of voters across the state view climate change as a high or important priority
- 64% of Iowa voters and 65% of Linn County voters are more likely to support such projects when they learn that solar projects help lower carbon emissions in Iowa and that solar energy is far better for the environment than other traditional sources of energy. 45% of voters in Linn County are MUCH more likely to support when told of the positive environmental impact.

In conclusion support for renewables and solar energy is extremely high and that support is based on traditional Iowa values of respecting property rights, supporting rural communities, and protecting the environment.

A statewide survey was conducted in Iowa from Jan. 24th - Jan. 30th, 2022. The survey interviewed 500 registered voters with an additional oversample of 300 Linn County Residents (total Linn County sample 344). 63% of interviews were conducted online, 18% on land phones and 18% on cell phones. The margin of error is +/- 4.38% on the statewide sample, and +/- 5.28% on the Linn County Sample.