

Bellwether Research &  
Consulting

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Memo To: Interested Parties  
From: Bellwether Research and Consulting  
Subject: Support for Solar Energy Projects in Indiana

There is deep and widespread support for solar energy projects in Indiana. Results from a recently completed survey conducted across Indiana show just how widespread that support is.

### **Hoosiers Firmly Support Solar Energy**

Solar energy has strong, bipartisan support in Indiana. Statewide, 7 in 10 Hoosiers hold a favorable view of solar energy. Democrats show a resoundingly positive view of solar energy with more than 8 in 10 expressing a favorable view. This support is shared across the political spectrum, with 2 out of 3 Republicans and Independents in the state holding the same view.

Hoosier voters see solar as being clean, reliable, and affordable. An overwhelming majority of Hoosiers view solar energy as clean (8 in 10). 2 out of every 3 Indiana voters view solar energy as reliable and solid majority view solar as affordable. Beyond solar's positive character traits, voters also view solar as having a positive effect on the people and places that surround it. 6 in 10 voters say solar farms have a positive impact on local communities through job creation and providing tax revenue for public goods.

### **Solar Energy and Farmers' Property Rights**

Across party lines there is overwhelming support for farmers' property rights. 81% of all voters say farmers ought to be able to decide how their land is used. Republicans, Independents, and Democrats all feel quite strongly that farmers, rather than local government, ought to be able to use their farmland as they see fit.

### **Solar Support is Strong Among Seniors and off the Charts with Young Voters in Indiana**

While it is not surprising that more than 80% of people under 34 have a favorable view of solar energy, we support spanning the age ranges; with two-thirds of voters over 65 holding a favorable view of solar energy.

### **The Bottom Line:**

There is strong, bipartisan support for solar energy in Indiana. In addition to holding favorable opinions of solar energy, most Hoosiers view solar as clean, reliable, and affordable. Solar energy is seen as benefiting local communities through tax revenue

and job creation. Furthermore, Hoosiers strongly support the idea that farmers ought to be able to use their land how they see fit, including leasing their land for solar energy, without incursion from the government.

*A total of 600 interviews were conducted among registered voters statewide in Indiana. Interviews were conducted February 21-26, 2022 with a margin of error of +/- 4.0%. The survey was conducted using a mixed-mode approach including cell phones, online, and traditional landline phone interview methods to create a balanced and representative collection of interviews. Stratified sampling methods, coupled with a listed sample method, were used to obtain the most representative reflection of statewide opinions.*