

Americans' Attitudes toward Solar Energy

National Poll – Key Takeaways and Insights

Summary

GoodPower worked with NORC at the University of Chicago to understand American's views on solar energy, electricity prices, and concerns about how the war with Iran is impacting energy costs. The survey fielded March 19-23, 2026 with 1,376 U.S. residents, including an oversample of Republican voters. Overall we find that solar is the most popular form of energy in the U.S. even with majority support from Republicans. Americans are concerned about the war in Iran driving up energy costs and support domestic solar to bolster energy security and independence.

Key Insights

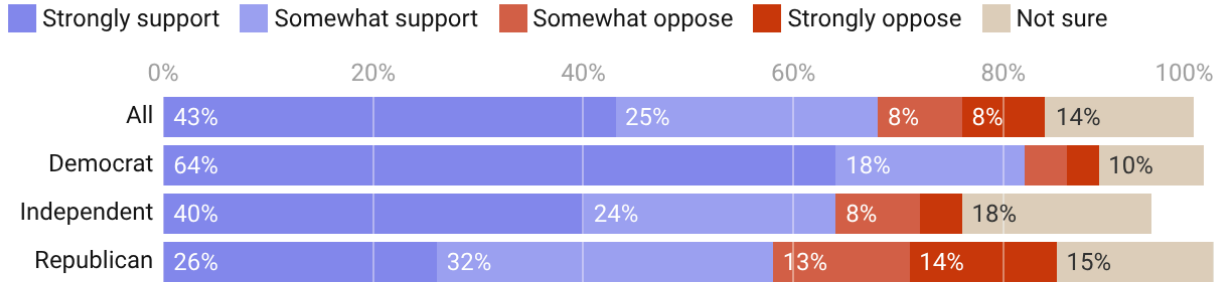
Solar energy is broadly popular. Republicans are generally supportive of solar especially if it lowers energy costs and creates jobs.

Solar is the most popular form of energy in the U.S. A slim majority of Republicans are also supportive of solar and can be persuaded to support it with economic arguments.

- When comparing all potential sources of energy, solar is the most broadly supported among the general U.S. population. Of U.S. adults, 59% want more emphasis on solar energy, 61% support utility-scale solar, and 68% support building solar in their community.
- Among Republicans, 49% support utility-scale solar in the U.S. and 58% support building solar in their community. These numbers are similar to a national poll conducted by Fabrizio, Lee & Associates commissioned by First Solar.
- Republicans still favor more emphasis on oil (61%) and gas (59%) than solar energy (42%). But they are more supportive of solar if it lowers electricity bills (69%), as well as if it creates jobs (52%) and uses domestically made components (47%).
- Young Republicans are somewhat more supportive of solar. They want the U.S. to place more emphasis on solar (53% compared to 42% of all Republicans) and are less likely to prioritize expanding oil and gas (35% compared to 58% of all Republicans).

Support for developing solar in their own community

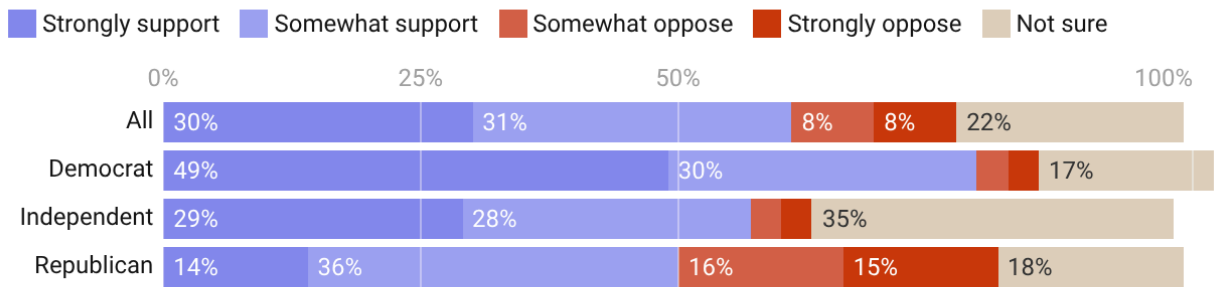
How much do you support the following energy projects being developed in your local community? Solar



National survey fielded March 19-23, 2026 (n=1,376)

Source: GoodPower & NORC AmeriSpeak

Support for utility-scale solar in the U.S.

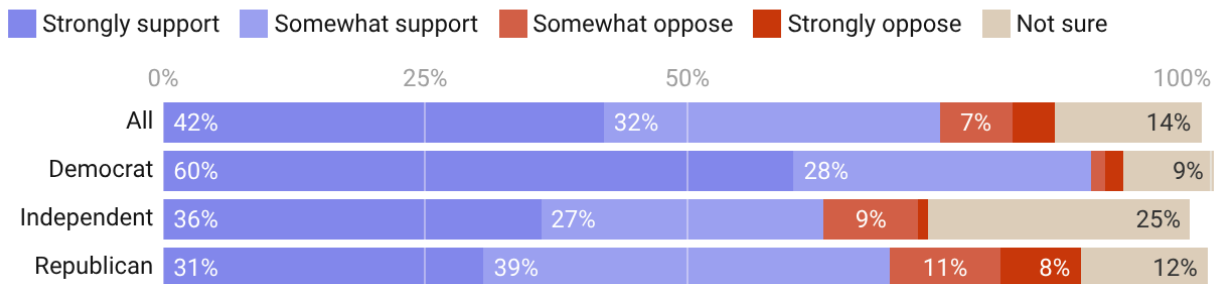


National survey fielded March 19-23, 2026 (n=1,376)

Source: GoodPower & NORC AmeriSpeak

Support for solar projects if they lower costs

If expanding solar energy helped lower your monthly electricity bill, would you support building more solar projects in your state?



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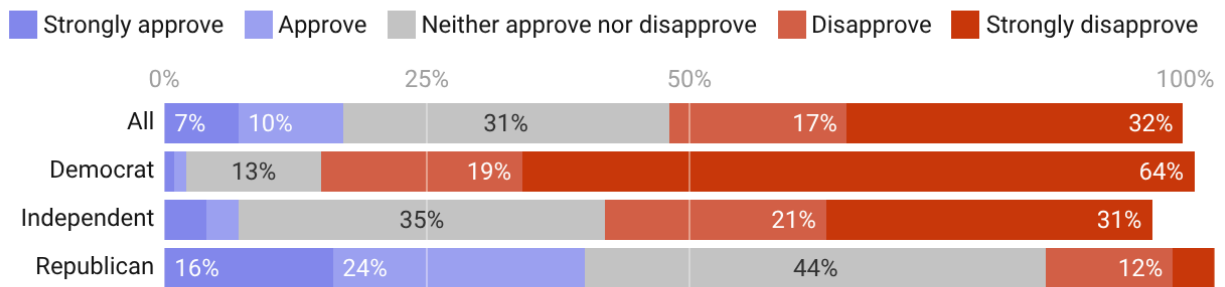
Source: GoodPower & NORC AmeriSpeak

Trump and Congressional Republicans’ limited response to rising energy costs and attacks on solar are unpopular.

Energy is a weak issue for the Republican party as they have low approval among their own voters and their base tends to have less trust in them on energy costs than among Democrats. Still many Americans do not trust either party to protect consumers from rising energy costs so there is an opportunity and need for Democrats to establish themselves as champions of energy affordability.

- Only 40% (21% net approval) of Republicans approve of how the Trump administration is handling rising energy costs and similarly only around 40% approve of how Congress is handling the issue. Young Republicans have even lower approval of the Trump administration (31% disapprove with 10% net approval).
- Only 56% of Republicans think their party will do the most to protect consumers from rising energy costs compared to 60% of Democrats who think their party will. Meanwhile, 40% of Republicans think neither party will protect consumers compared to 35% of Democrats who think neither party will.
- More people (46%) support efforts to end the federal “solar ban” with little opposition (20%) but many are still unsure (33%). Democrats had greater support for ending a “solar ban” (60%) than Republicans (41%), though more were unsure than opposed in both parties.

Approval of Trump handling rising energy costs



National survey fielded March 19-23, 2026 (n=1,376)
 Source: GoodPower & NORC AmeriSpeak

There is bipartisan concern that the war in Iran will increase energy costs and messaging about the war increased Republicans' support for solar as an opportunity to strengthen energy security.

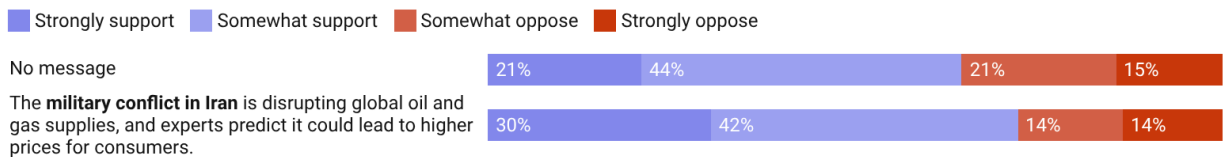
The war in Iran is contributing to American’s anxieties about high energy costs but also provides a compelling reason to bolster domestic solar in order to protect the country from unstable global markets. This is yet another way that the Trump administration is out of sync with the concerns of Americans.

- Americans are concerned about the war in Iran increasing energy costs – 42% of Americans are even “extremely concerned”. Democrats are very concerned (86%) along with a majority of Independents (55%) and a substantial number of Republicans (41%).

- Democrats have higher levels of concern overall, but Republicans are persuaded to support solar when highlighting the potential to stabilize energy markets and strengthen domestic energy in lieu of the conflict, highlighting a messaging opportunity.
- The majority of both Republicans (65%) and Democrats (91%) support the development of domestic solar to increase energy independence. Messaging about the war in Iran impacting oil supplies increased support for expansion of domestic solar energy, particularly among Republicans – Republican support increased to 72% when reading a message about the conflict disrupting oil and gas supply and increasing costs.

Republican support for development of domestic solar energy to strengthen energy security

Do you support the development of domestic solar energy to strengthen energy security and decrease dependence on global oil and gas markets?



Survey of U.S. adults fielded March 19-23, 2026 (n=527 Republican/Lean Republican)

Source: GoodPower & NORC AmeriSpeak

Method

GoodPower commissioned a survey with NORC at the University of Chicago via AmeriSpeak, a probability-based panel designed to be representative of the US household population. The survey fielded from March 19-23, 2026 and included 1,376 U.S. residents. The poll is weighted to be nationally representative, though oversampled voters who voted Republican in the 2024 election. There is a 4.00% MOE. More information on sampling for AmeriSpeak is available [here](#).

Appendix - Tables and Graphs

What do you think should be the top three priorities for U.S. energy policy? (select top 3)

Response	%
Lowering electricity bills	51%
Increasing energy independence	41%
Reducing air and water pollution	41%
Expanding renewable energy production	40%
Creating American jobs	37%
Expanding oil and gas production	33%
Increasing energy reliability by upgrading the grid	32%

Which of the following do you blame for rising energy costs? (select all that apply)

Response	%
The President	50%
Energy companies	50%
Utility companies	48%
U.S. Congress	42%
State and local governments	41%
Data centers	30%

Do you think the U.S. should place more emphasis, less emphasis, or about the same emphasis as it currently does on producing new forms of the following energy: More Emphasis

Response	%
Solar	59%
Wind	53%
Battery Energy Storage	47%
Gas	45%
Oil	42%
Nuclear	39%
Coal	27%

Do you think the U.S. should place more emphasis, less emphasis, or about the same emphasis as it currently does on producing new forms of the following energy: Less Emphasis

Response	%
Coal	43%
Oil	30%
Nuclear	28%
Wind	23%
Gas	23%
Battery Energy Storage	19%
Solar	17%

How much do you support the following energy projects being developed in your local community?

Solar

Response	%
Strongly Support/Somewhat Support (NET)	68%
Strongly support	43%
Somewhat support	25%
Somewhat Oppose/Strongly Oppose (NET)	16%
Somewhat oppose	8%
Strongly oppose	8%
Not sure	14%

How much do you support the following energy projects being developed in your local community? Strongly Support/Somewhat Support

Response	%
Solar	68%
Wind	61%
Gas	57%
Battery Energy Storage	54%
Oil	48%
Nuclear	43%

Coal	36%
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How much do you support the following energy projects being developed in your local community? Somewhat Oppose/Strongly Oppose

Response	%
Coal	42%
Nuclear	34%
Oil	32%
Gas	24%
Wind	22%
Battery Energy Storage	19%
Solar	16%

Do you support or oppose building utility-scale solar projects in the U.S.?

Response	%
Strongly Support/Somewhat Support (NET)	61%
Strongly support	30%
Somewhat support	31%
Somewhat Oppose/Strongly Oppose (NET)	16%
Somewhat oppose	8%
Strongly oppose	8%
Not sure	22%

If expanding solar energy helped lower your monthly electricity bill, would you support building more solar projects in your state?

Response	%
Strongly Support/Somewhat Support (NET)	74%
Strongly support	42%
Somewhat support	32%
Somewhat Oppose/Strongly Oppose (NET)	11%
Somewhat oppose	7%

Strongly oppose	4%
Not sure	14%

Some have described recent federal restrictions and delays on solar projects as a 'solar ban.' Do you support or oppose efforts to end the 'solar ban'?

Response	%
Strongly Support/Somewhat Support (NET)	46%
Strongly support ending it	27%
Somewhat support ending it	19%
Somewhat Oppose/Strongly Oppose (NET)	20%
Somewhat oppose ending it	11%
Strongly oppose ending it	9%
Not sure	33%

Would you be more or less likely to support construction of utility-scale solar projects if the solar panels and components were produced in the U.S.?

Response	%
Much More Likely/Somewhat More Likely (NET)	44%
Much more likely	18%
Somewhat more likely	26%
No difference	49%
Somewhat Less Likely/Much Less Likely (NET)	7%
Somewhat less likely	4%
Much less likely	3%

Would you be more or less likely to support construction of utility-scale solar projects if it increased the number of jobs in the U.S. energy sector?

Response	%
Much More Likely/Somewhat More Likely (NET)	55%
Much more likely	24%
Somewhat more likely	31%
No difference	38%

Somewhat Less Likely/Much Less Likely (NET)	5%
Somewhat less likely	3%
Much less likely	2%

Would you be more or less likely to vote for a political candidate who supports an energy agenda to develop all sources of energy including solar?

Response	%
Much More Likely/Somewhat More Likely (NET)	51%
Much more likely	21%
Somewhat more likely	30%
No difference	40%
Somewhat Less Likely/Much Less Likely (NET)	8%
Somewhat less likely	6%
Much less likely	2%

Do you approve or disapprove of how the Trump administration is addressing rising energy costs?

Response	%
Strongly Approve/Approve (NET)	18%
Strongly approve	7%
Approve	10%
Neither approve nor disapprove	31%
Disapprove/Strongly Disapprove (NET)	49%
Disapprove	17%
Strongly disapprove	32%

Do you approve or disapprove of how the U.S. Congress is addressing rising energy costs?

Response	%
Strongly Approve/Approve (NET)	8%
Strongly approve	2%
Approve	6%

Neither approve nor disapprove	34%
Disapprove/Strongly Disapprove (NET)	56%
Disapprove	24%
Strongly disapprove	32%

Which political party do you think will do the most to protect consumers from rising energy costs?

Response	%
Republican Party	24%
Democratic Party	25%
Neither or other political party	49%

How concerned are you that the conflict in Iran will increase the cost of energy for Americans?

Response	%
Extremely Concerned/Moderately Concerned (NET)	61%
Extremely concerned	42%
Moderately concerned	19%
Somewhat concerned	23%
Slightly Concerned/Not At All Concerned (NET)	15%
Slightly concerned	11%
Not at all concerned	5%

Graphs - A/B Message Tests

Do you believe the country needs to build more power solar energy to keep up with demand?

■ Strongly agree
 ■ Somewhat agree
 ■ Neither agree nor disagree
 ■ Somewhat disagree
 ■ Strongly disagree



National survey fielded March 19-23, 2026 (n=1,376)

Source: GoodPower & NORC AmeriSpeaks

Do you support or oppose efforts to clear bottlenecks in permitting new solar energy projects?

■ Strongly support
 ■ Somewhat support
 ■ Somewhat oppose
 ■ Strongly oppose



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Source: GoodPower & NORC AmeriSpeaks

Do you support the development of domestic solar energy to strengthen energy security and decrease dependence on global oil and gas markets?

■ Strongly support
 ■ Somewhat support
 ■ Somewhat oppose
 ■ Strongly oppose



Survey of U.S. adults fielded March 19-23, 2026 (n=1,376)

Chart: GoodPower • Source: NORC AmeriSpeak panel