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Arizonans willing to pay for solar

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There's no surprise that Arizona residents back solar, but a study conducted in February and sent out this week shows they really like it -- and they don't mind paying for it in their electric bills.

The survey, conducted by Public Opinion Strategies and Fairbank, Maslin, Maullin, Metz & Associates, found that 71 percent of the respondents want utilities to invest in solar and renewables, compared with just 19 percent who want funding to go toward coal-burning plants and pollution controls.

The support came from every political group. Among Republicans, 56 percent supported renewables. Among Democrats, it was 84 percent; independents, 77 percent. And among those identifying themselves as tea party supporters, it was 56 percent.

Divided up by utility customers, the results were nearly the same, with 74 percent of [Arizona Public Service Co.](#)'s customers and 70 percent of [Salt River Project](#)'s customers supporting renewables.

The question always has been how much customers would pay on their utility bills to have that solar premium met. According to the survey, 91 percent were willing to pay more each month.

Within that group, 34 percent said they were willing to spend \$15 or more per month to get solar on the grid; 22 percent said \$10 a month would be good; and 14 percent said they'd spend \$5 a month.

Right now, customers at SRP and APS are paying about \$4 per month as a premium. According to these surveys, that amount could more than double and 56 percent of the state would still be OK with it.

The survey also found that the more money people make, the more they are willing to spend on solar.

The poll was conducted with 600 Arizona residents in early February. It has a margin of error of about 4 percent.

Read more: [Arizonans love solar, and they're willing to pay for it | Phoenix Business Journal](#)

