

White Mountain Region, Arizona Polling Memo



DATE: Tuesday, August 4, 2026
TO: Interested Parties
FROM: Chris Lane, Senior Partner & Pollster, Cygnal
RE: Survey Findings: Proposed Large-Scale Wind & Solar Development in the White Mountain Region

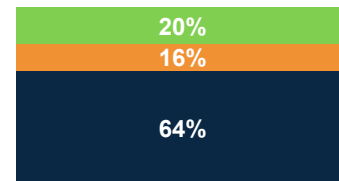
Executive Summary

Large-scale wind and solar development is now the defining political issue in the White Mountains, outranking even the cost of living. Voters oppose the Lava Run and Black Ridge projects 4:1, and the arguments made on the projects' behalf don't help: after hearing both sides, opposition grows and support doesn't budge. Voters, across every demographic and political divide, are united by their opposition. Nearly nine in ten want both projects paused until an independent review of the community impacts is done.

Opposition Is Broad and Growing

Voters oppose the proposed projects 4 to 1, and after weighing arguments on both sides, opposition rises to 76% while support holds flat. It runs the same across Show Low, Lakeside/Pinetop, Snowflake/Taylor, and the surrounding areas, and across age, gender, and party.

■ Oppose ■ Support ■ Undecided



Lava Run & Black Ridge Projects

The Region's Defining Issue

When asked for their top priorities, voters described 'large-scale wind and solar farm development' as their number one most important issue, even ahead of even the cost of living. Voters are not only strongly opposed, but very informed on the matter, with 72% have already seen, read, or heard about the projects.

Concern Runs Deep and Wide

Every impact tested drew concern from more than three-quarters of voters. Doubts about decommissioning funding lead at 87%, followed closely by how the projects were permitted (86%) and wildfire risk from transmission and battery storage (85%). Threats to community character (81%) and property values (79%) round out the list.

Concern	Concerned / Uncomfortable
Adequacy of decommissioning funding	87%
How projects were permitted and approved	86%
Wildfire risk from transmission & battery	85%
Change to community character & identity	81%
Reduced nearby property values	79%
Turbine visibility across the landscape	76%

Voters Demand a Pause

The more voters learn, the more firmly they oppose, and the case for the projects is one they profoundly reject. Opposition is not confined to any one town, age group, or party; it is a region wide rejection.

An overwhelming 87% of voters support pausing the projects.

***Methodology:** This probabilistic survey was conducted July 28-29, 2026, with 300 likely general election voters. It has a margin of error of $\pm 5.63\%$. Likely general election voters were interviewed via SMS text-to-web and online panel. This survey was weighted to a likely general election voters audience.*