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Most Americans Support Transition to Renewable Energy, But Few Know About Government and Utility Targets

A new study from the nonprofit Smart Energy Consumer Collaborative aims to help energy industry engage consumers in the clean energy transition

ATLANTA – June 8, 2023 – Three-quarters (74 percent) of Americans believe it is important that the country achieves 80-percent renewable energy generation by 2030; however, only a fraction are aware of specific clean energy targets from their governments and electricity providers, according to a new report from the [Smart Energy Consumer Collaborative](#) (SECC).

According to the “Renewables: Engaging Consumers in the Clean Energy Transition” report, which is based on a nationwide survey of 2,000 Americans, only 12 percent of Americans are aware of renewable energy goals from either federal, state or municipal governments, while just six percent have heard of targets from their electricity provider, despite most Americans being served by a provider with a [clean energy goal](#).

However, when informed of the federal government’s target of 80-percent renewable energy generation by 2030, about half (48 percent) of consumers believe that it should be a high priority for their electricity provider to contribute to this goal. Another third (32 percent) believe that it should be a medium priority, with a final 20 percent believing it should be a low priority.

The survey also asked consumers whether they would pay more on their monthly electric bill if all their electricity came from renewable sources, and 44 percent of Americans stated that they would be willing to pay \$5 more each month. Forty percent responded that they would be willing to pay \$10 or more each month, while 12 percent of respondents said they would pay \$20 or more to receive electricity from entirely renewable sources.

“This study shows that there is broad consumer support for the shift to clean energy and that many consumers are eager to participate in this transition,” said SECC’s President & CEO Nathan Shannon. “However, there’s a lack of awareness of clean energy targets, and, in some cases, misinformation lingers around specific renewable energy sources. Governments and electricity providers alike have an excellent opportunity to help consumers better understand and engage with the clean energy transition.”

The “Renewables: Engaging Consumers in the Clean Energy Transition” report, which can be [downloaded here](#) by SECC members, also delves into consumers’ beliefs around hydropower, community solar, rooftop solar and wind energy and explores the types of messaging that would motivate consumers to support clean energy targets. The study concludes with recommendations for improving engagement with three of [SECC’s consumer segments](#).

On Thursday, June 15 at 1 p.m. (ET), SECC’s Deputy Director Jason McGrade will be leading a one-hour webinar on the report’s key findings alongside guest speakers from Maru/Matchbox, Cobb EMC and Opinion Dynamics. Registration is [currently open here](#).

To learn more about the Smart Energy Consumer Collaborative, visit www.smartenergycc.org or follow us on [LinkedIn](#). To request information on membership, please complete [this form](#).