

Objectives

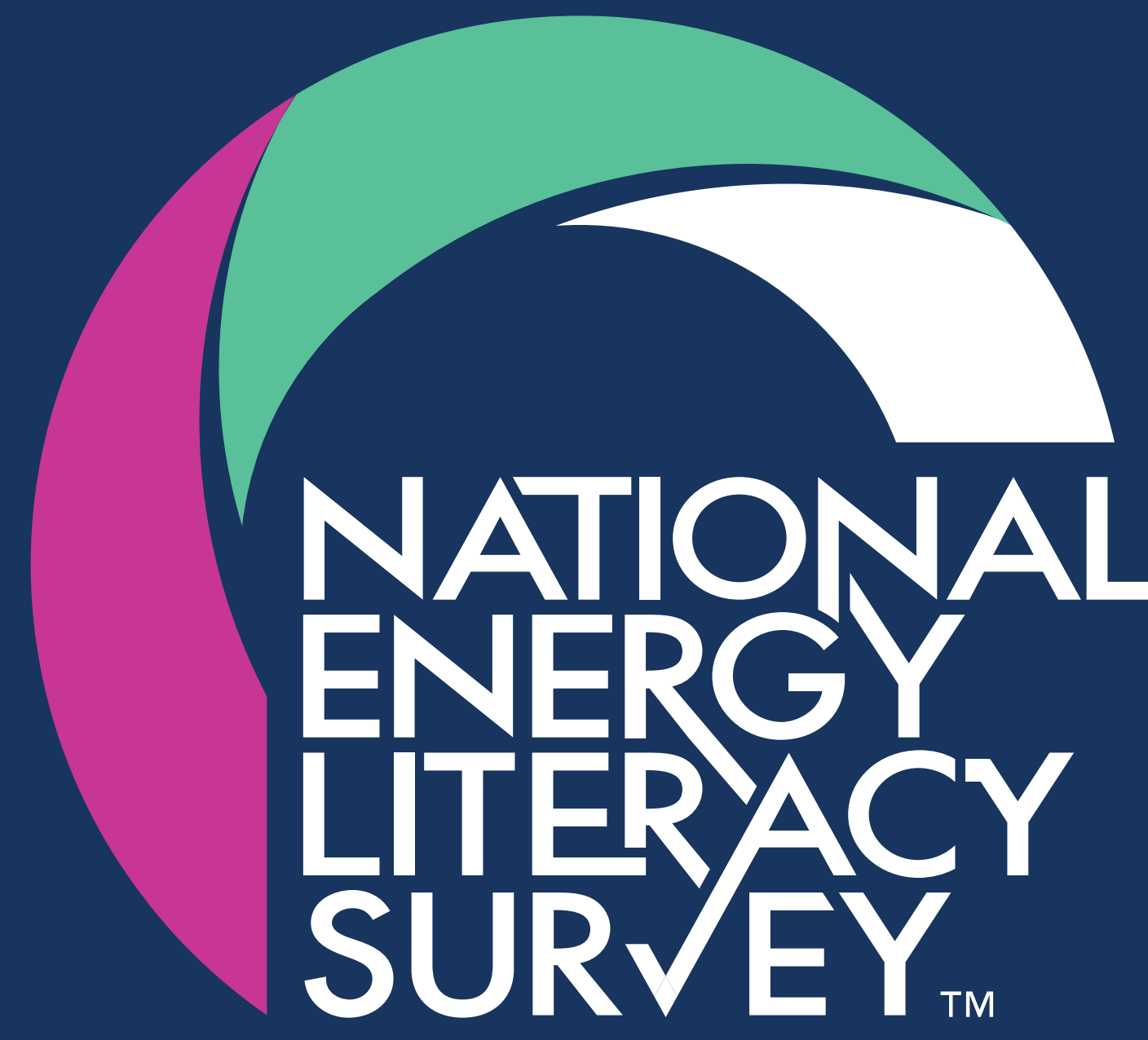
Take a national snapshot – high school seniors

Discover correlations – knowledge, attitudes and behaviors

Create comprehensive, balanced approach

Raise profile of energy literacy

Identify gaps in energy knowledge



Persona Development

- Agent of Change**
Strongly believe they can do something to conserve energy, and most likely do so.
27%
- Smart Coaster**
Realize they can do something about energy, but don't act.
28%
- Diamond in the Rough**
Engaged and practical on energy issues, they have a voice but are not well informed.
28%
- Indifferent Onlooker**
Not well informed or engaged.
18%



KNOWLEDGE

Measure students' understanding of a broad array of energy concepts



ATTITUDES

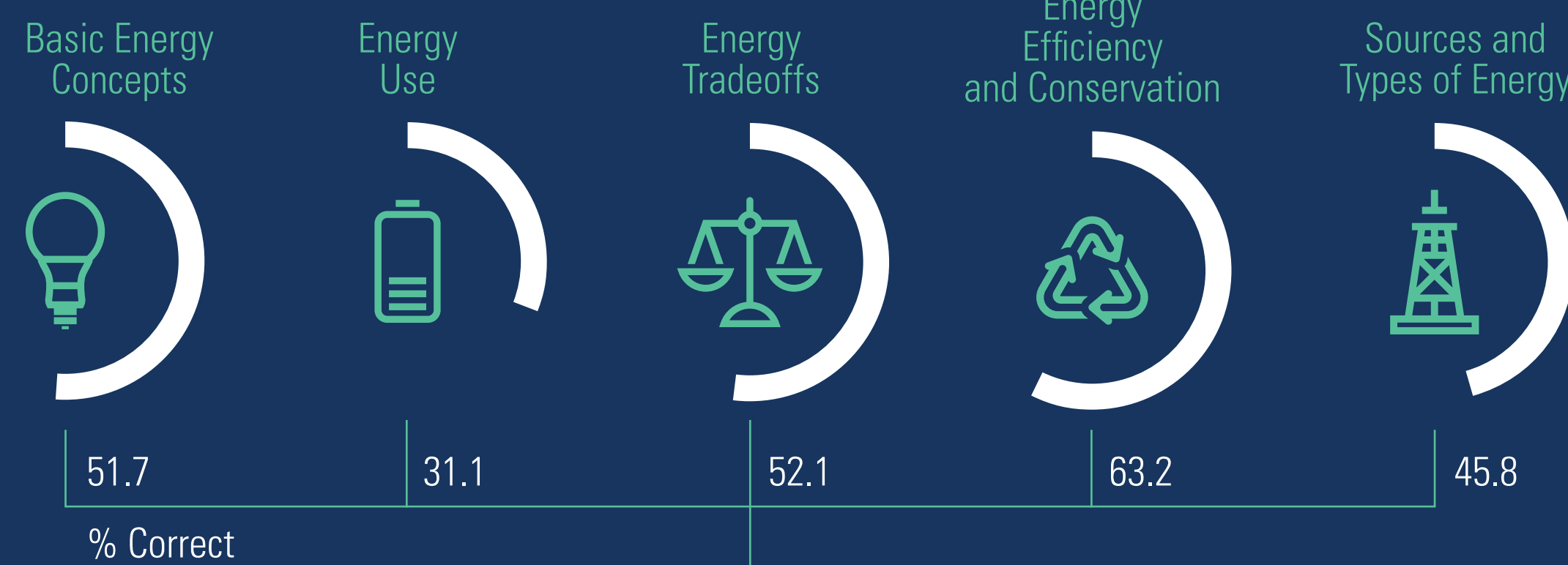
Identify common attitudes and perceptions toward energy



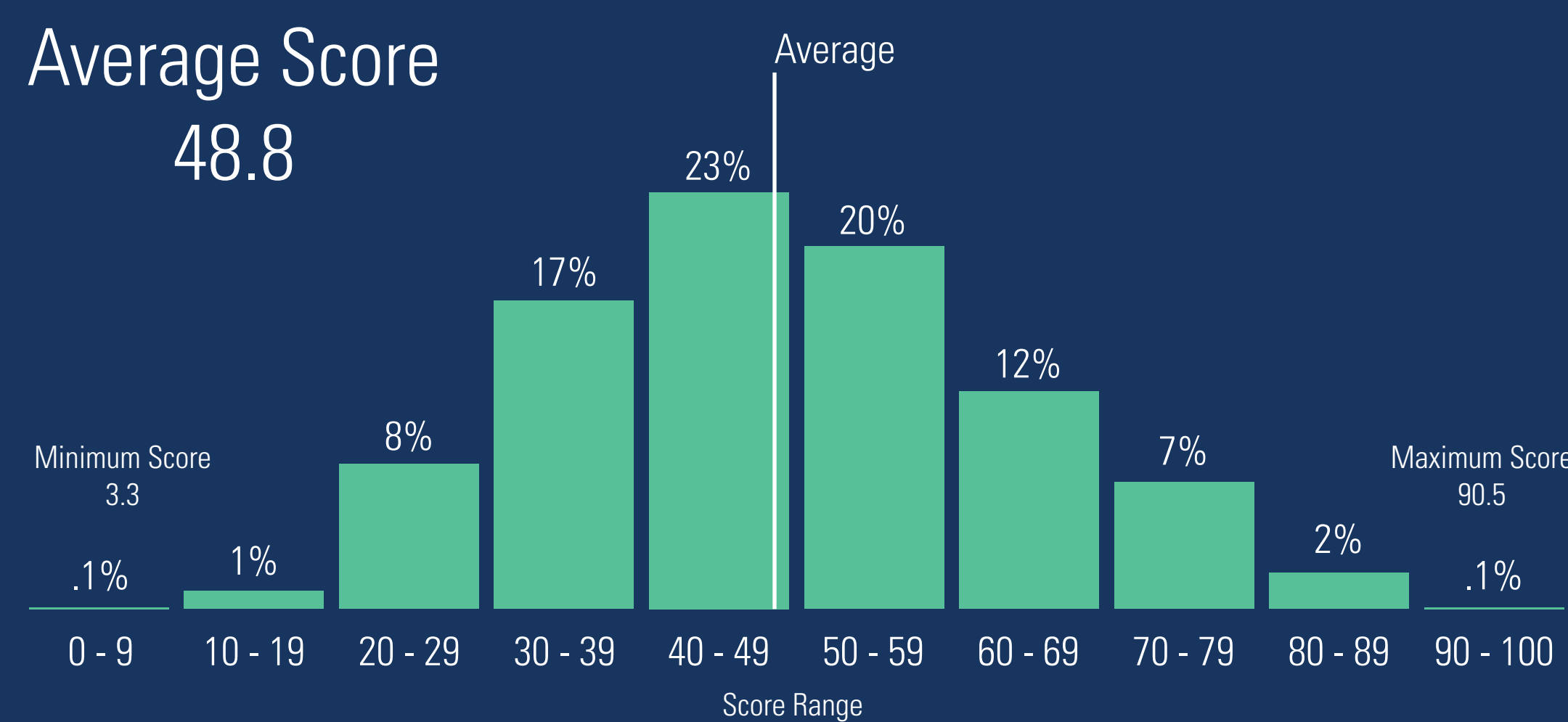
BEHAVIORS

Understand common actions and behaviors taken as it relates to energy

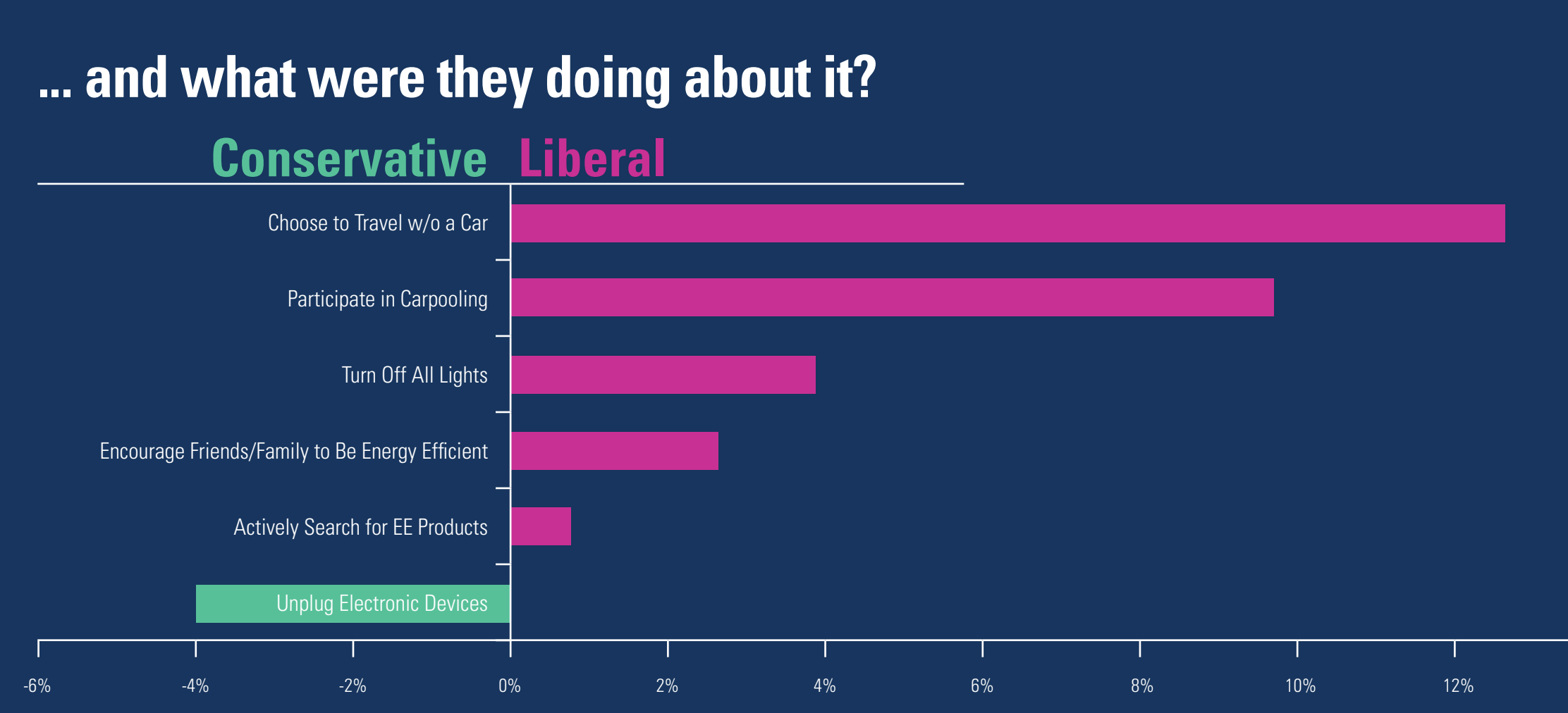
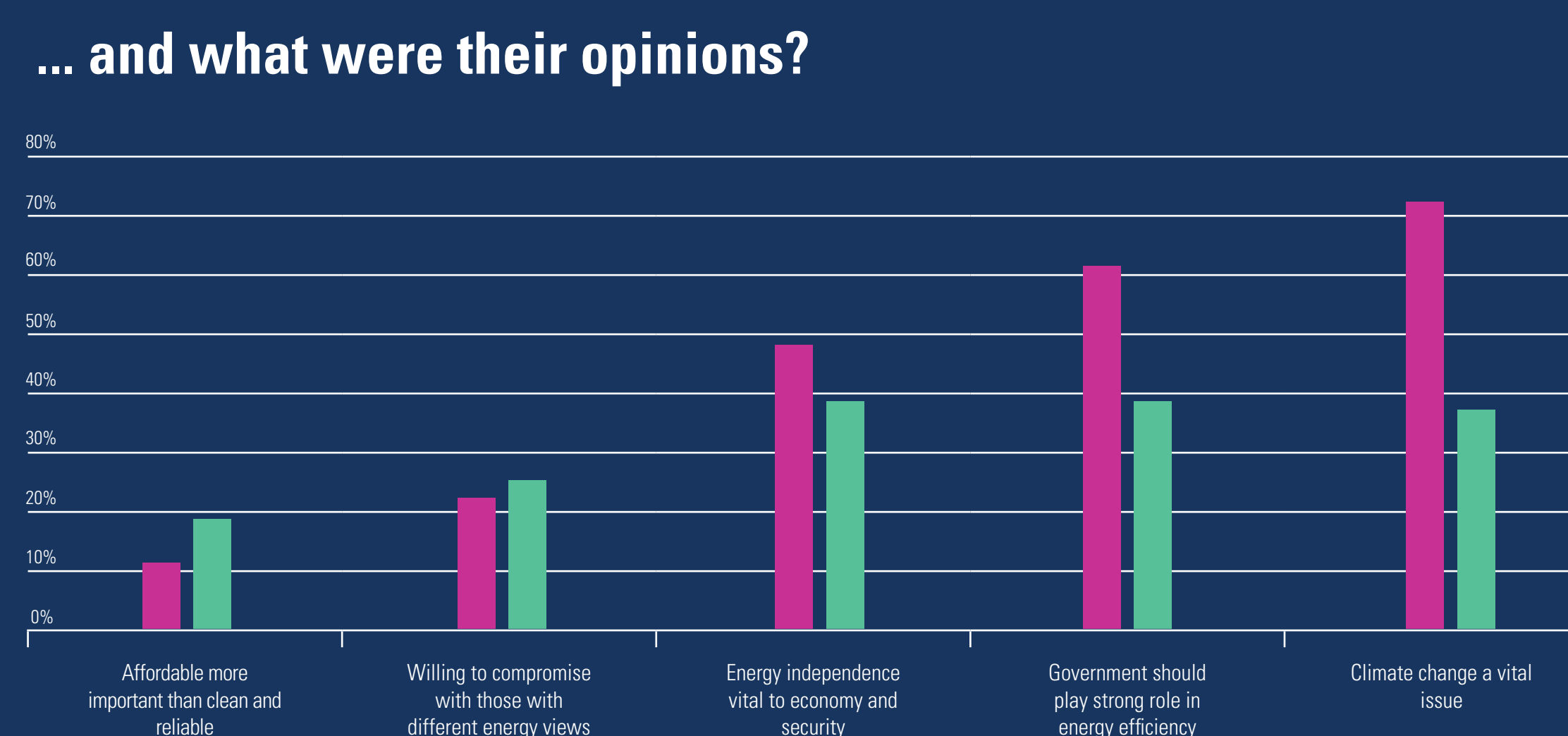
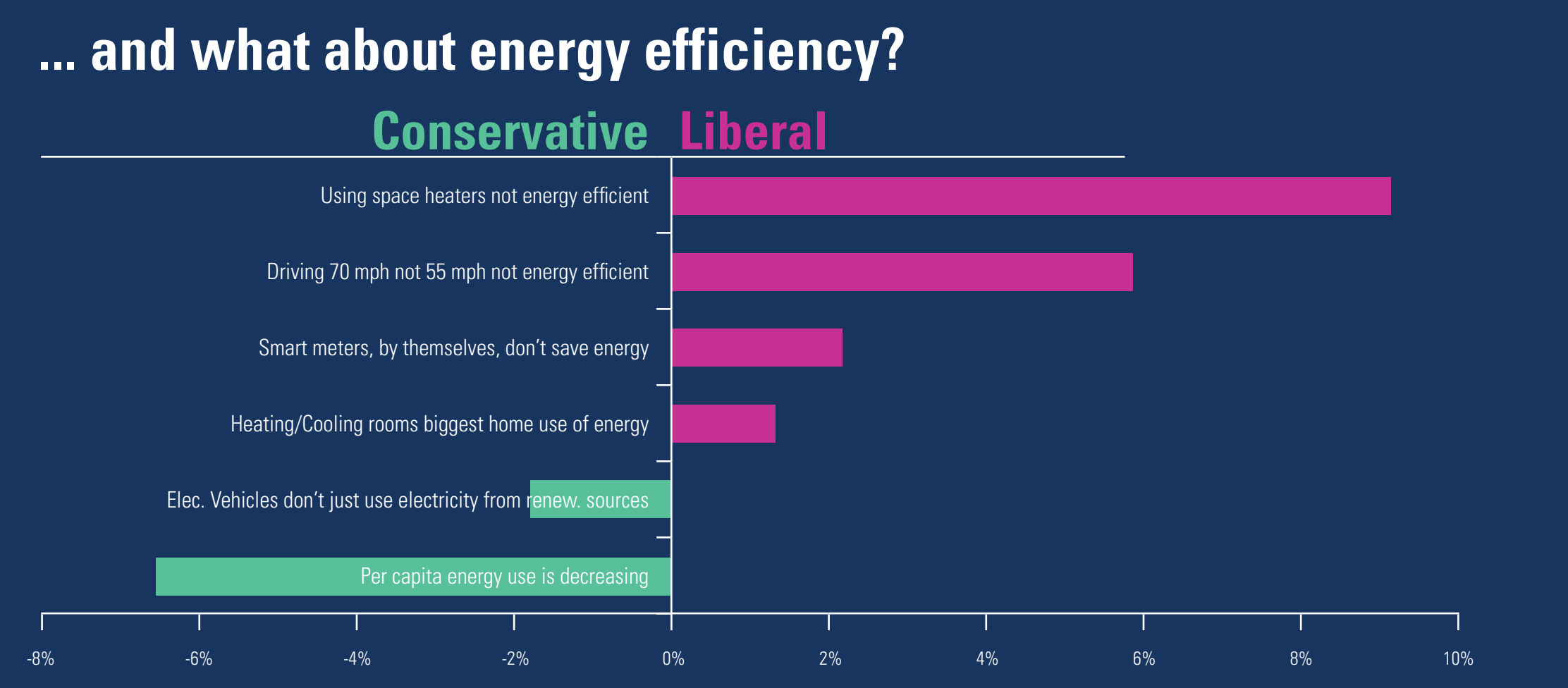
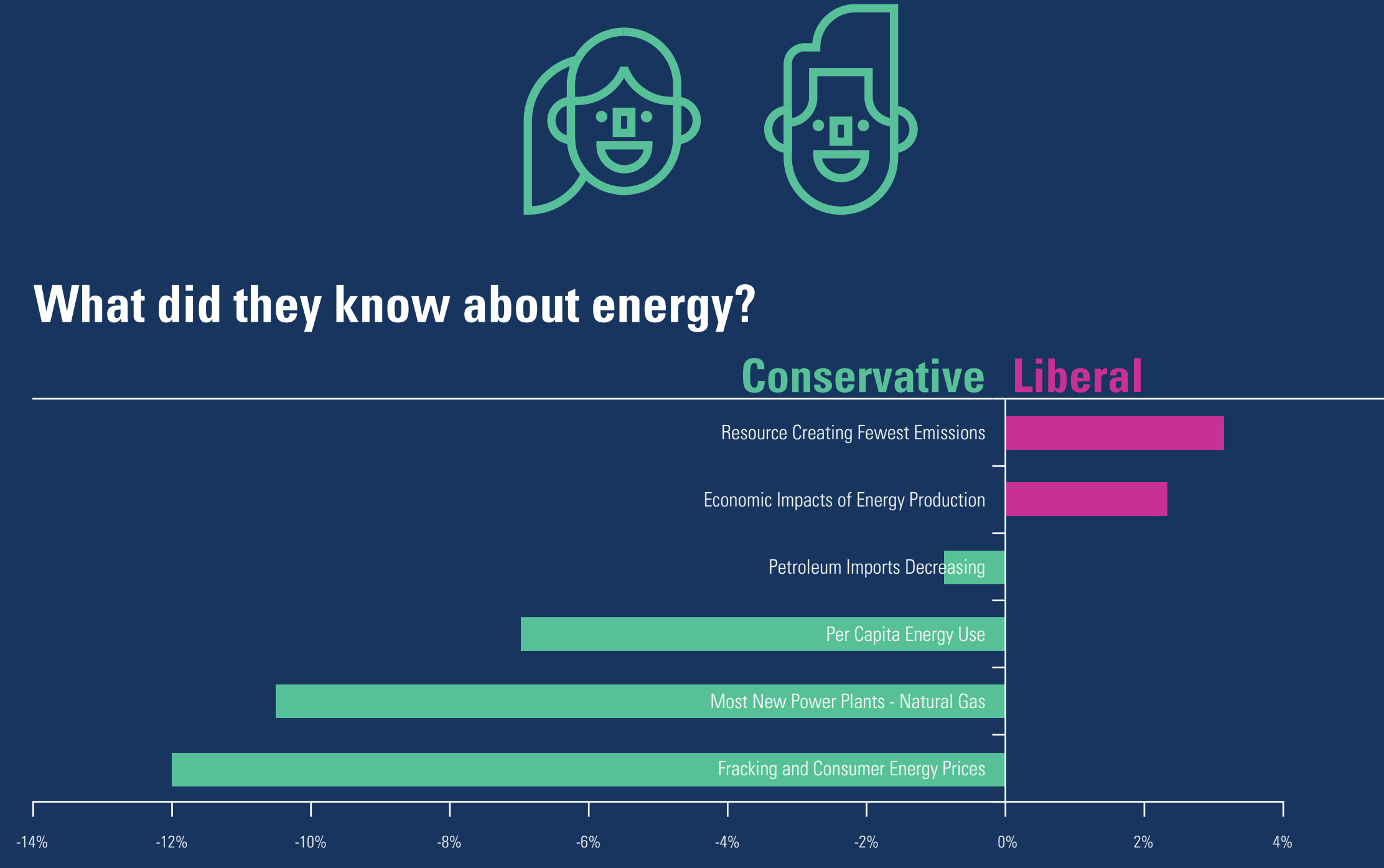
Average Scores



48.8



A TALE OF TWO TEENAGERS



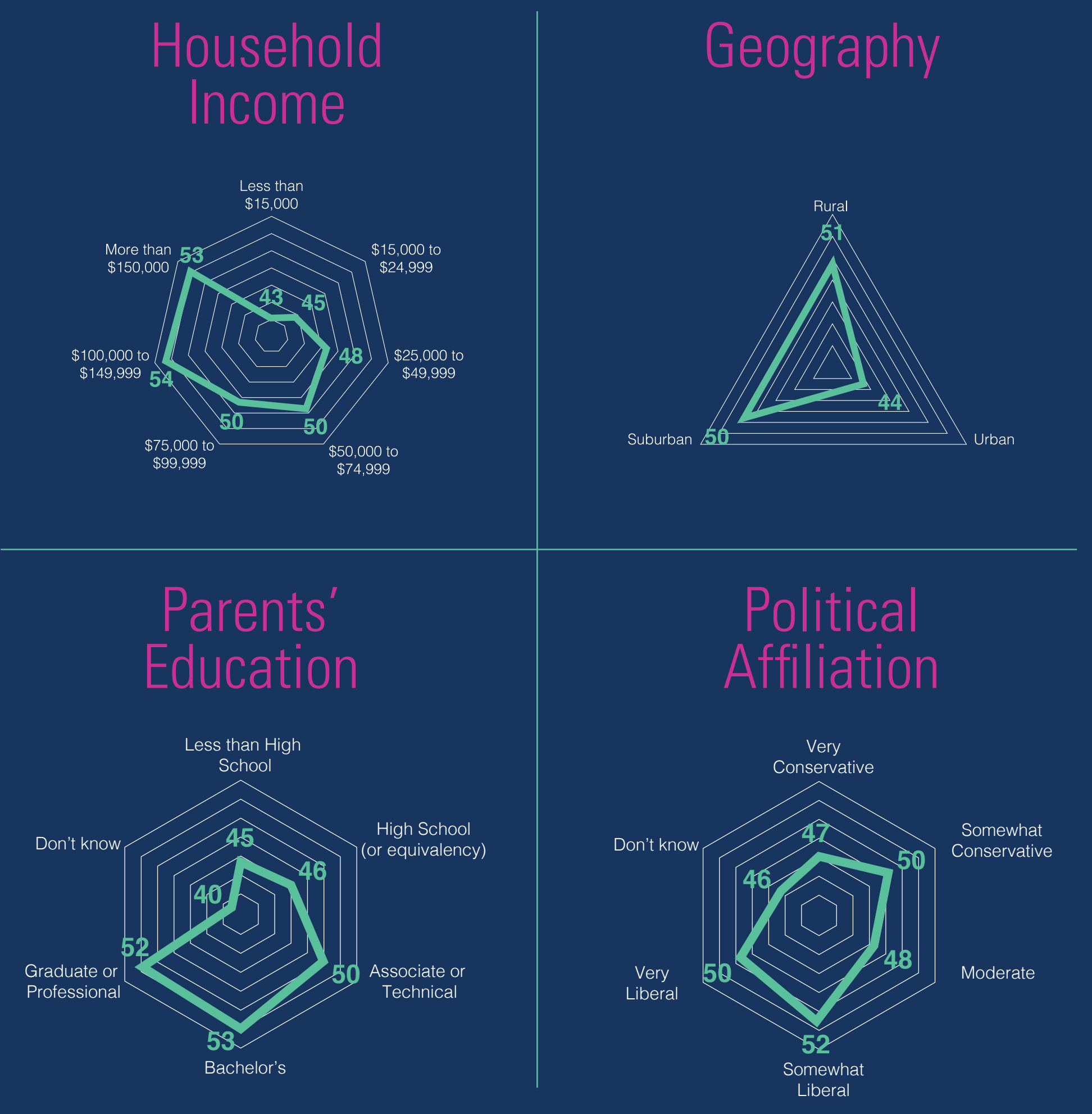
WHAT Needs to Be DONE

- Think!** Fill the Gaps
- Talk!** Engage the Students
- Take Action!** Motivate Behavior Change

2,005 Participants

WHY high school seniors?

- K-12 experience: what have they learned?
- New voters
- Energy customers
- Higher education/workforce entrants



Call to Action

- The energy story
- School to home
- Investment in community
- Affect *real* change