

Objectives

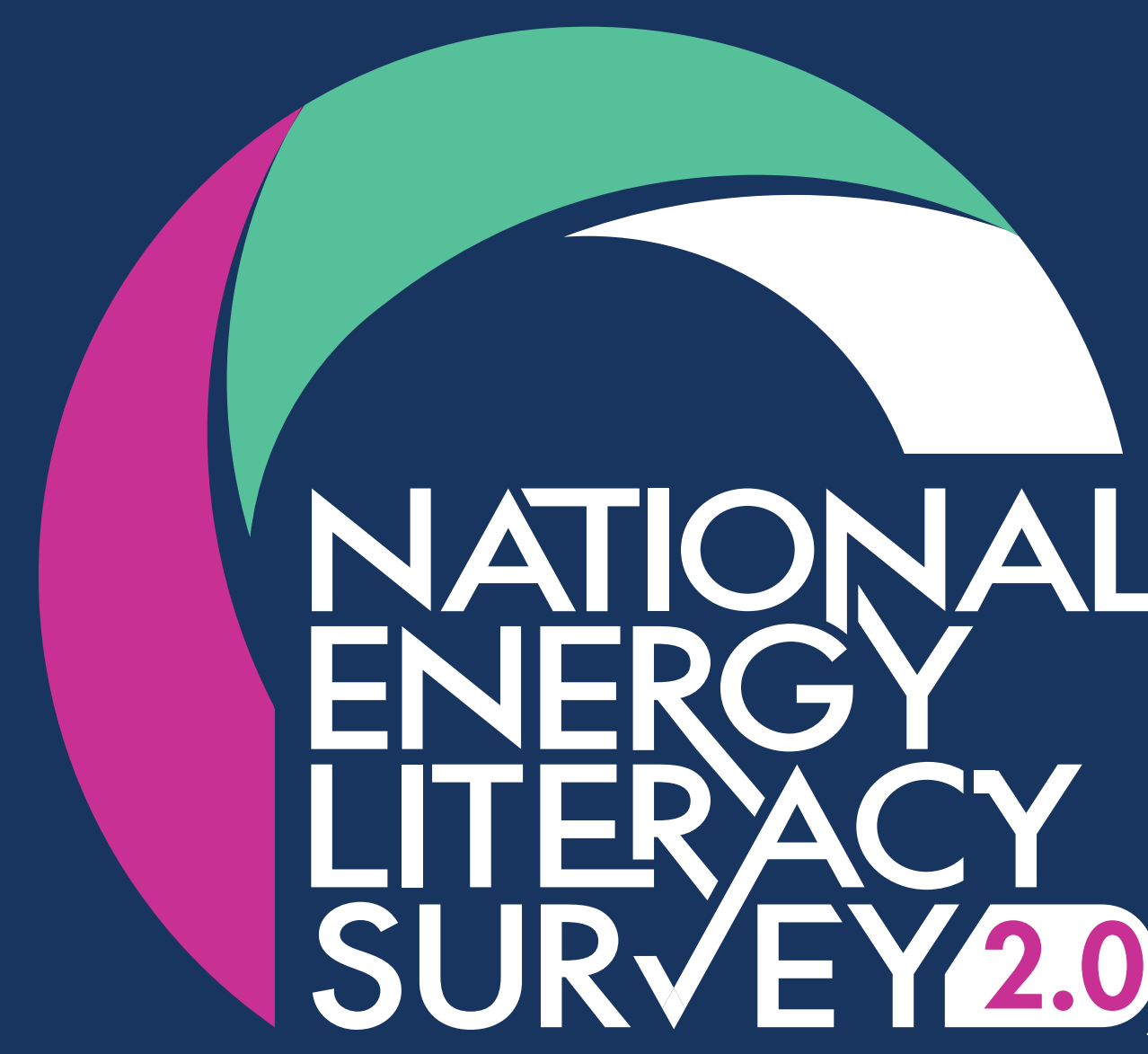
Measure progress from 1st Survey in 2017

Take a national snapshot – high school seniors

Create comprehensive, balanced approach

Raise profile of energy literacy

Identify gaps in energy knowledge



Attitudes ... Knowledge ... Behaviors Declined Across the Board



KNOWLEDGE

Measure students' understanding of a broad array of energy concepts



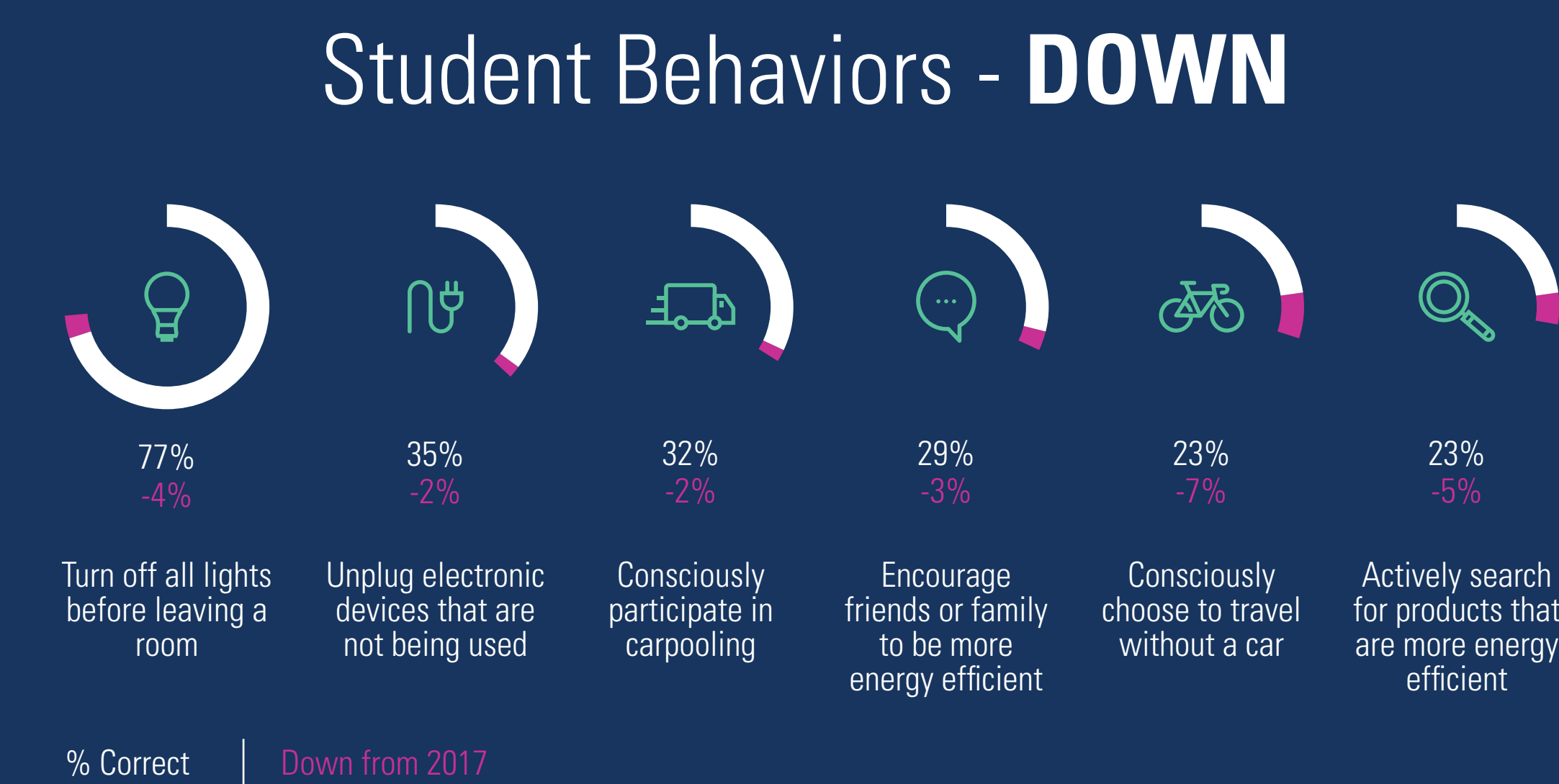
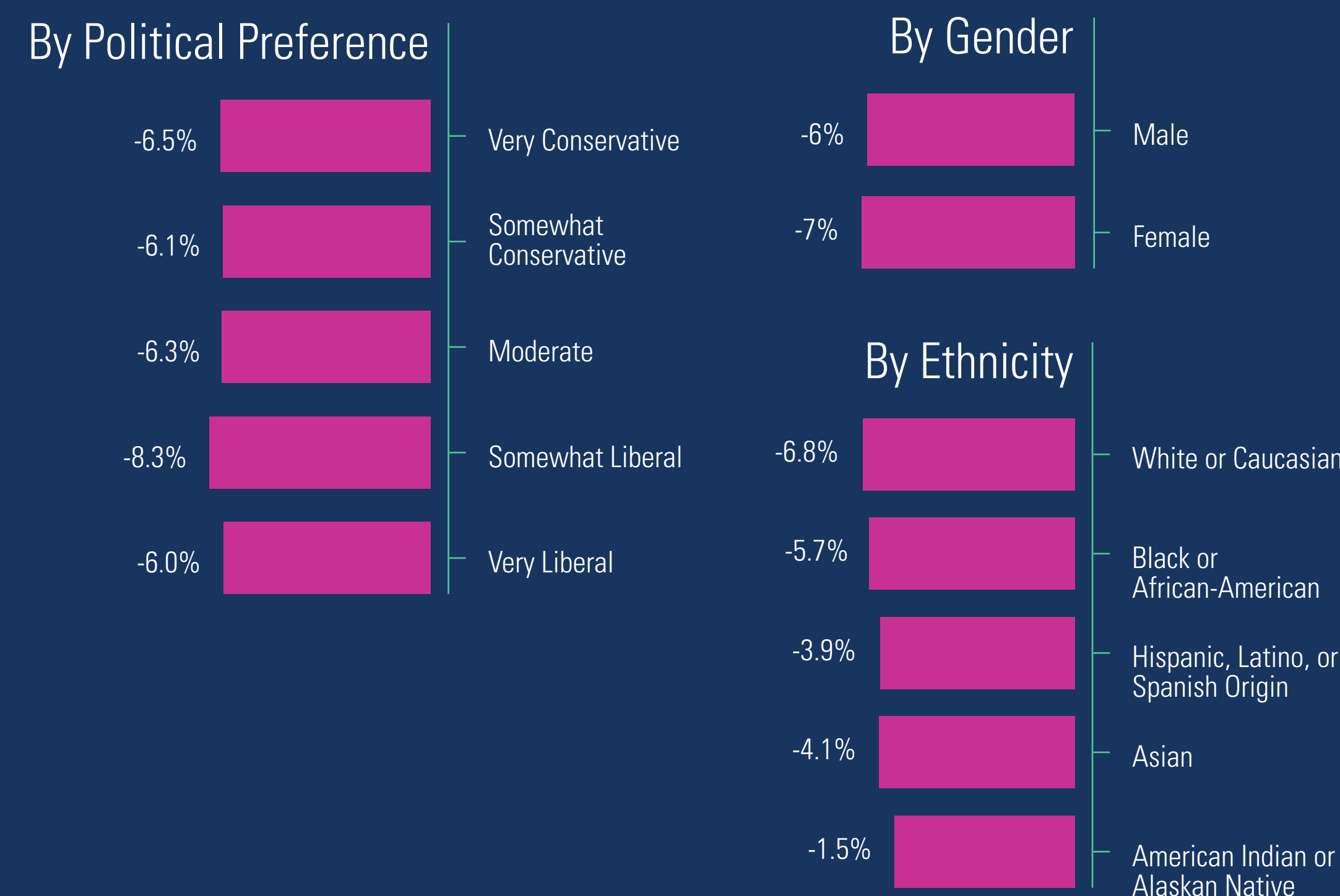
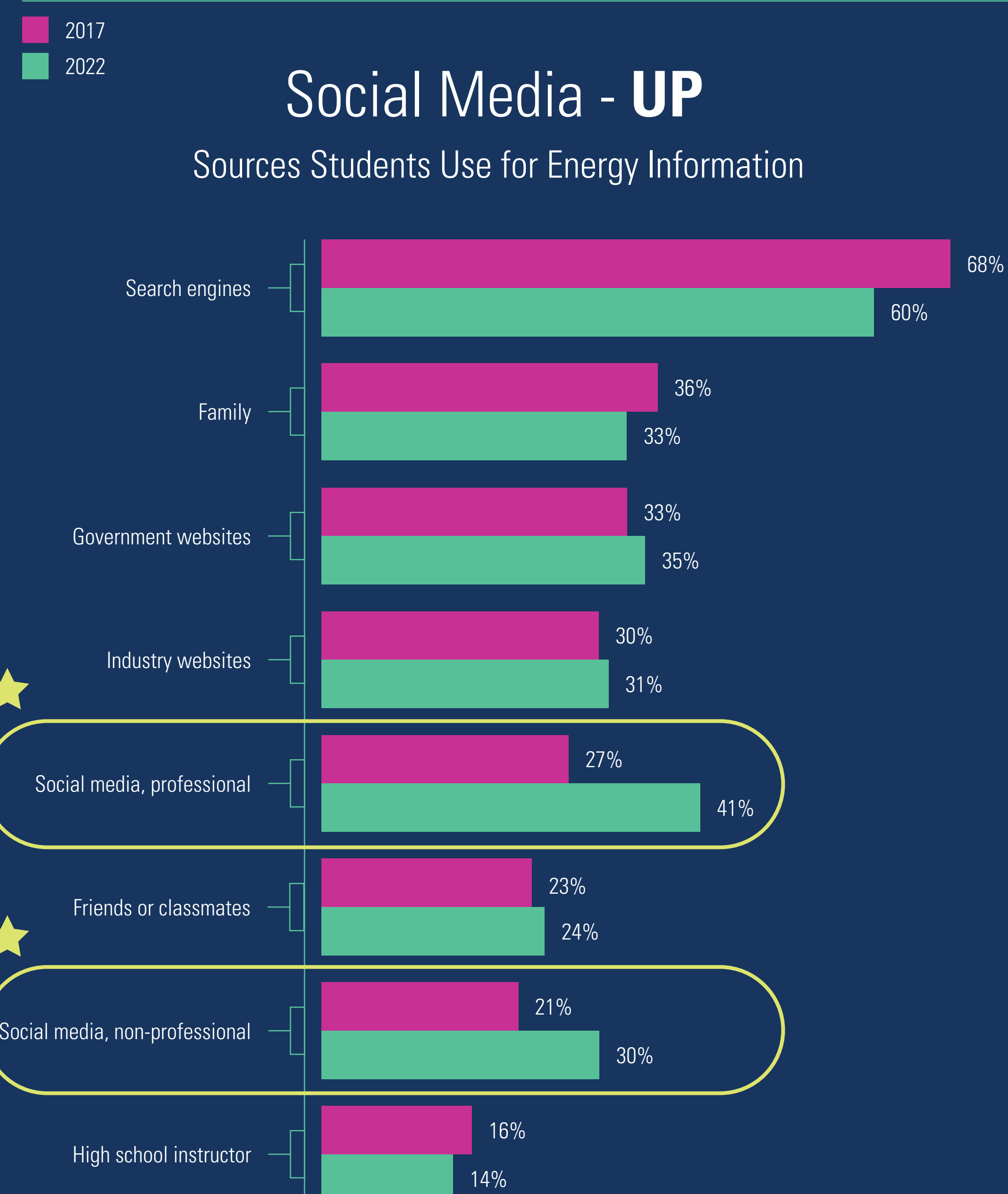
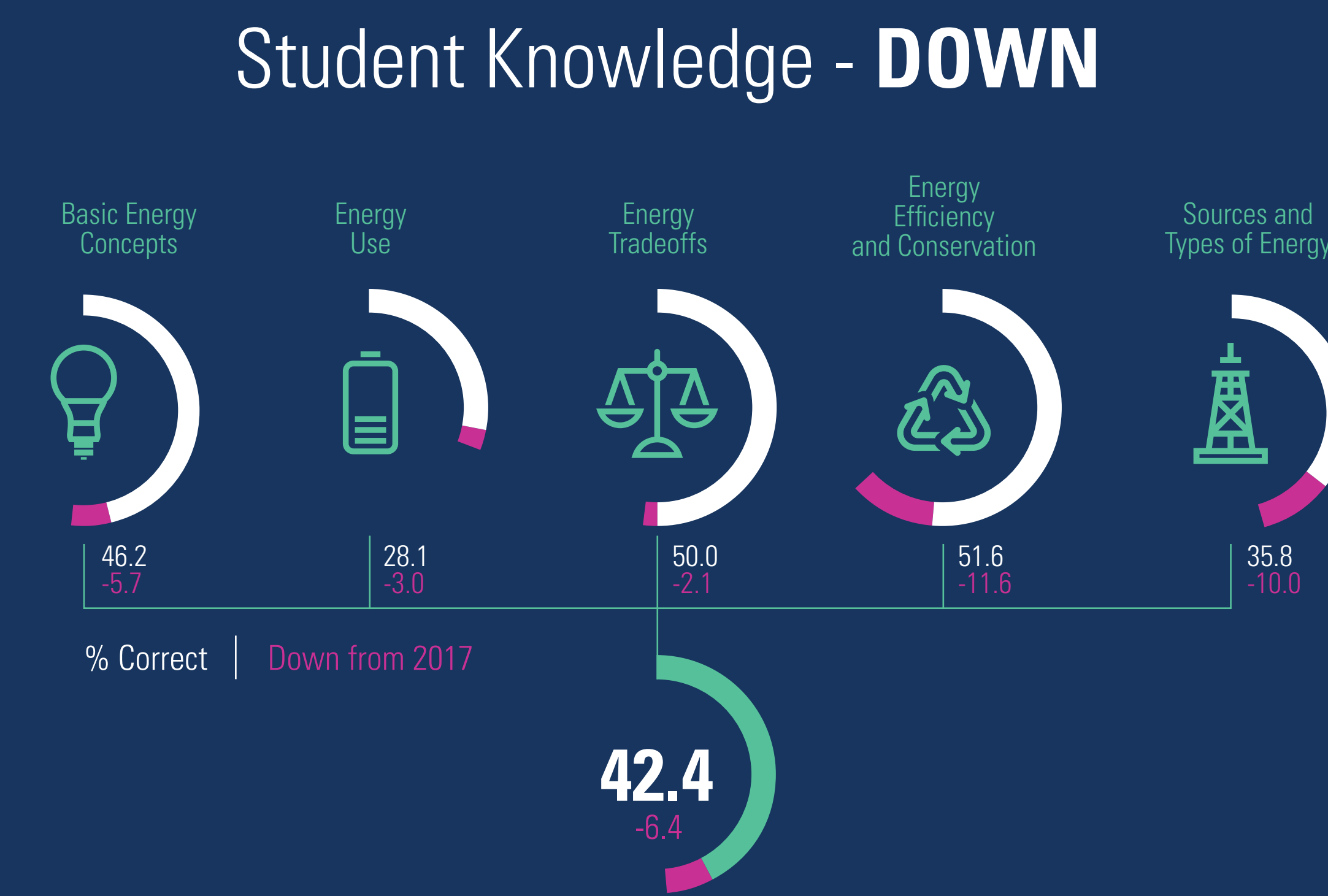
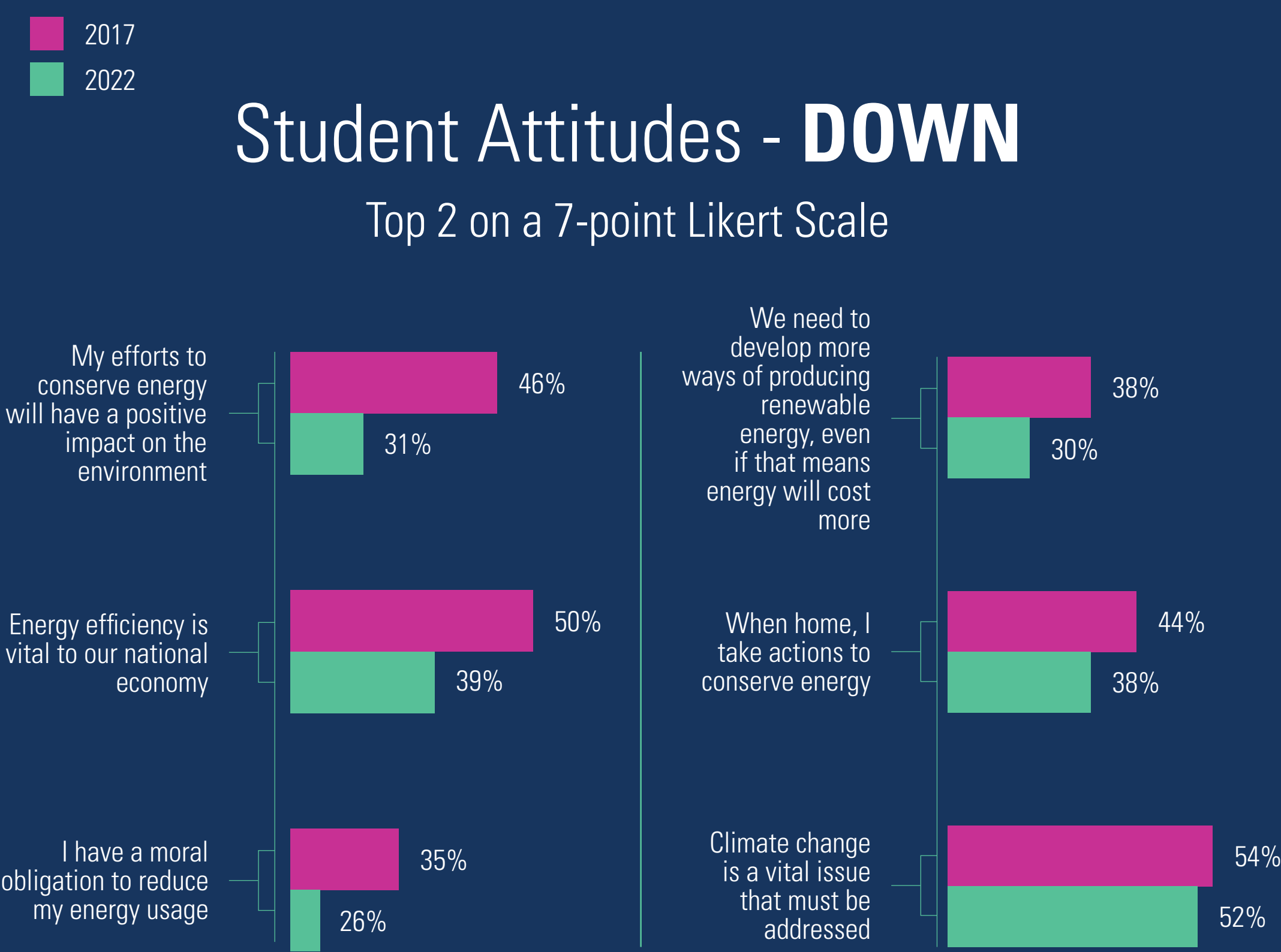
ATTITUDES

Identify common attitudes and perceptions toward energy



BEHAVIORS

Understand common actions and behaviors taken as it relates to energy



Persona Development

1 Agent of Change
Energy is a priority and is fairly engaged across multiple areas.

2022: 27%
2017: 29%

2 Big Talker
Agrees that energy is important, but is unwilling to change their behaviors.

2022: 32%
2017: 11%

3 Mindful Wanderer
Sees the importance of energy, particularly efficiency, but unsure what they can do.

2022: 24%
2017: 36%

4 Indifferent Onlooker
Disconnected on topics of energy, neutral on most points.

2022: 17%
2017: 24%

WHAT Needs to Be DONE

Think!
Fill the Gaps

Talk!
Engage the Students

Take Action!
Motivate Behavior Change

1,564 Participants

WHY high school seniors?

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

Call to Action

- Utilize technology more effectively
- Improve classroom energy education for HS students
- Take the message home
- Harness peer influence
- Connect with industry

