

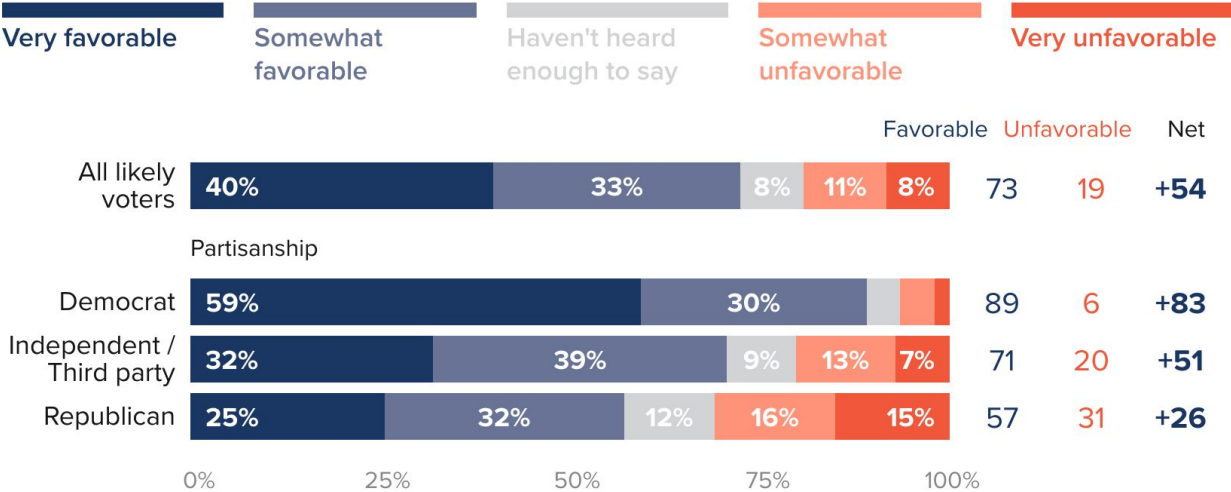


Voter Perspectives on Energy Efficiency

Environmental Polling Consortium
Quarterly Briefing - March 2025

Voters Across Partisanship Have Strongly Favorable Views of Energy Efficiency

Do you have a favorable or unfavorable opinion of each of the following?
 – Renewable energy and energy efficiency programs



In January 2025, DFP found an overwhelming majority of voters have a **favorable opinion of renewable energy and energy efficiency programs**, including majorities across party lines.

January 31–February 2, 2025 survey of 1,294 U.S. likely voters





Voter Awareness of Energy Efficiency

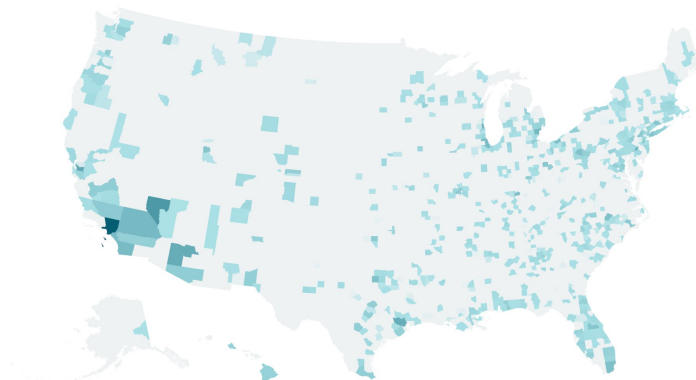
Methodology

From March 8 to 10, 2025, Data for Progress conducted a [survey](#) of **1,169 U.S. likely voters** nationally using web panel respondents. The sample was weighted to be representative of likely voters by age, gender, education, race, geography, and recalled presidential vote.

The survey was conducted in English. The margin of error associated with the sample size is ± 3 percentage points. Results for subgroups of the sample are subject to increased margins of error. Partisanship reflected in tabulations is based on self-identified party affiliation, not partisan registration.

For more information please visit dataforprogress.org/our-methodology.

Respondents by County

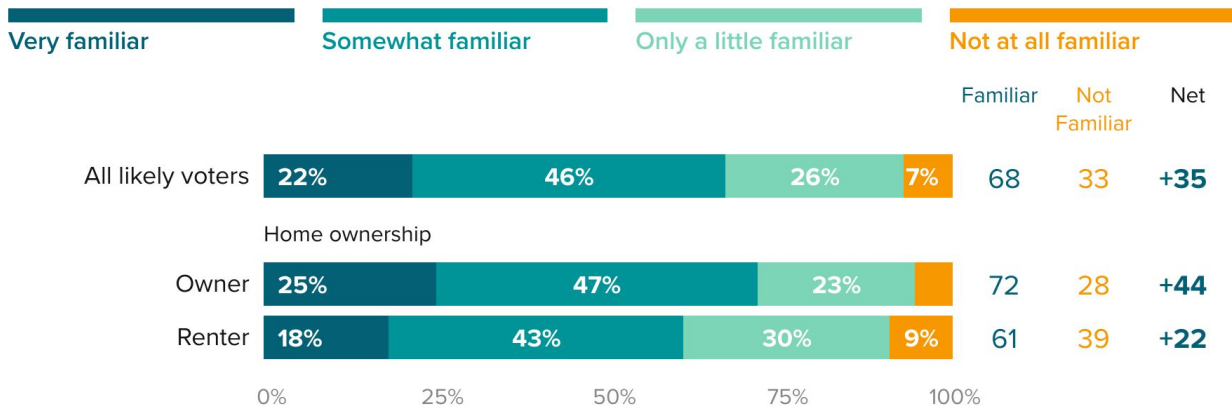


53% **Female** | 47% **Male** 8% **Latino** | 71% **White** | 11% **Black** 36% **College** | 64% **Non-College**

33% **Under 45** | 67% **Over 45** 40% **Democrat** | 23% **Independent** | 38% **Republican**

More Than Two-Thirds of Voters Are Familiar With Energy Efficiency

How familiar are you with the concept of energy efficiency, if at all?



Across **all demographics**, a majority of voters (68%) are **at least somewhat familiar** with the concept of energy efficiency.

However, around **two in five renters** are **not** familiar with the concept.

March 8–10, 2025 survey of 1,169 U.S. likely voters

DATA FOR PROGRESS

Among Voters Who Have Made Energy Efficiency Upgrades, Switching to LED Light Bulbs Is the Most Common Action

Have you taken any of the following steps to improve energy efficiency in your home in the past 3 years? Please select **all** that apply.

	Made this improvement		
	All likely voters	Owner	Renter
Switched to LED light bulbs	55%	61%	45%
Checked and sealed any air leaks around windows, doors, or air ducts	35%	39%	30%
Installed energy-efficient appliances (e.g., Energy Star-rated)	26%	34%	12%
Upgraded HVAC (i.e., heating and air conditioning)	20%	26%	8%
Installed a programmable smart thermostat	17%	23%	8%
Upgraded windows in my home	15%	20%	7%
Upgraded home insulation	15%	19%	7%
Installed low-flow faucets and showerheads	14%	17%	10%
Installed more efficient water heaters (e.g., tankless or heat pumps)	12%	16%	6%
Installed a reflective roof or cool roof coating	4%	5%	2%
I have not taken any steps to improve energy efficiency	20%	14%	30%

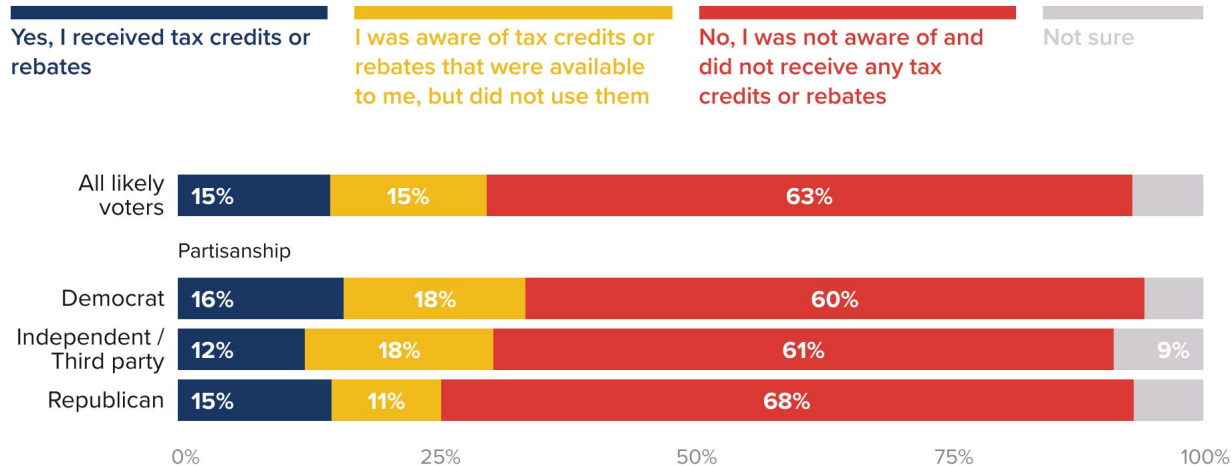
More than half of respondents report switching to LED light bulbs, and more than **one-third** have checked their windows, doors, and air ducts for leaks, and **one-quarter** have installed energy-efficient appliances.

One-fifth of respondents have **not** taken any steps to improve energy efficiency in their homes, including 30% of renters.

Nearly Two-Thirds of Voters Are Unaware of Tax Credits or Rebates for Energy Efficiency Upgrades

[Shown to respondents who have made energy efficiency improvements]

To your knowledge, when you made the energy efficiency improvements you indicated in the previous question, did you receive any tax credits or rebates that lowered the cost of making those improvements?



March 8–10, 2025 survey of 937 U.S. likely voters

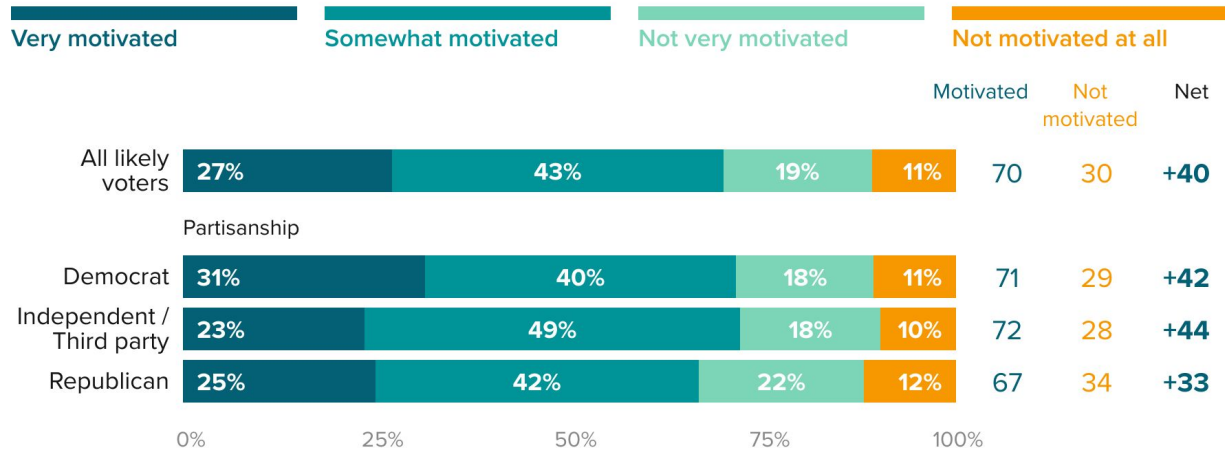
DATA FOR PROGRESS

Among respondents who have made energy efficiency improvements, **nearly two-thirds (63%)** say they were not aware of any tax credits or rebates available to them.

Only 15% of respondents report receiving a tax credit or rebate for their energy efficiency upgrades *in the last three years*.

A Strong Majority of Voters Reports Being Motivated to Use Tax Credits or Rebates for Energy Efficiency Improvements

How motivated, if at all, are you to take advantage of any new tax credits or rebates for energy efficiency upgrades?

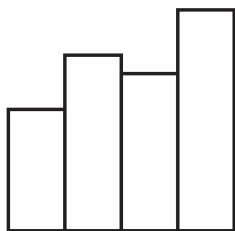


March 8–10, 2025 survey of 1,169 U.S. likely voters

DATA FOR PROGRESS

Despite finding that a majority of voters who made energy efficiency improvements were unaware of available incentives, **an overwhelming majority (70%)** of likely voters overall is motivated to use tax credits or rebates for energy efficiency upgrades.

Motivation is similarly high among **Independents (72%)** and **Republicans (67%)**.

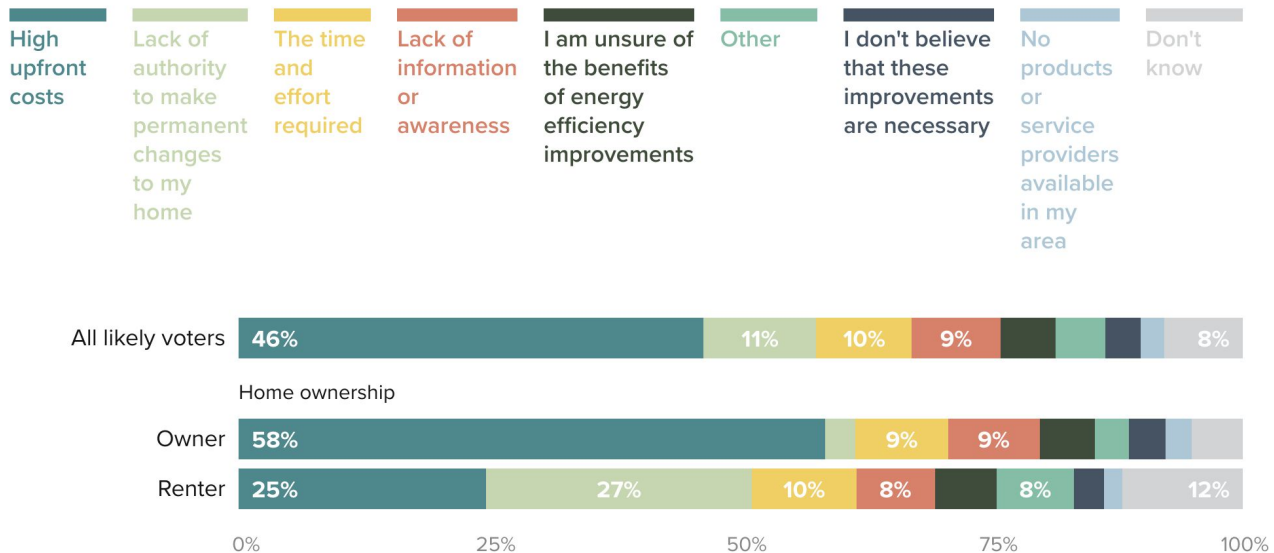


DATA FOR
PROGRESS

Voter Perceptions of Energy Efficiency

High Upfront Costs Are the Greatest Barrier to Making Energy Efficiency Improvements

Which of the following is the **greatest** barrier to making energy efficiency improvements in your home?



March 8–10, 2025 survey of 1,169 U.S. likely voters

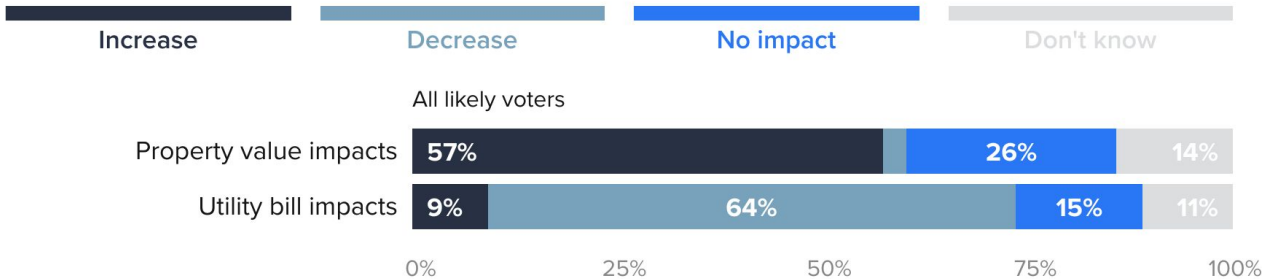
DATA FOR PROGRESS

Voters report the **primary barrier** to making energy efficiency improvements to their home is the **high upfront cost (46%)**.

Among **renters**, the most common barrier is **their lack of decision-making authority** to make permanent changes to their home, with 27% listing this as the main factor. This is also the second most reported reason overall.

A Majority of Voters Think Energy Efficiency Upgrades Will Increase Their Property Value, While Also Decreasing Their Utility Bills

How do you think installing energy-efficient appliances and making energy efficiency upgrades would affect **the cost of your utility bills / the property value of your home**, if at all?



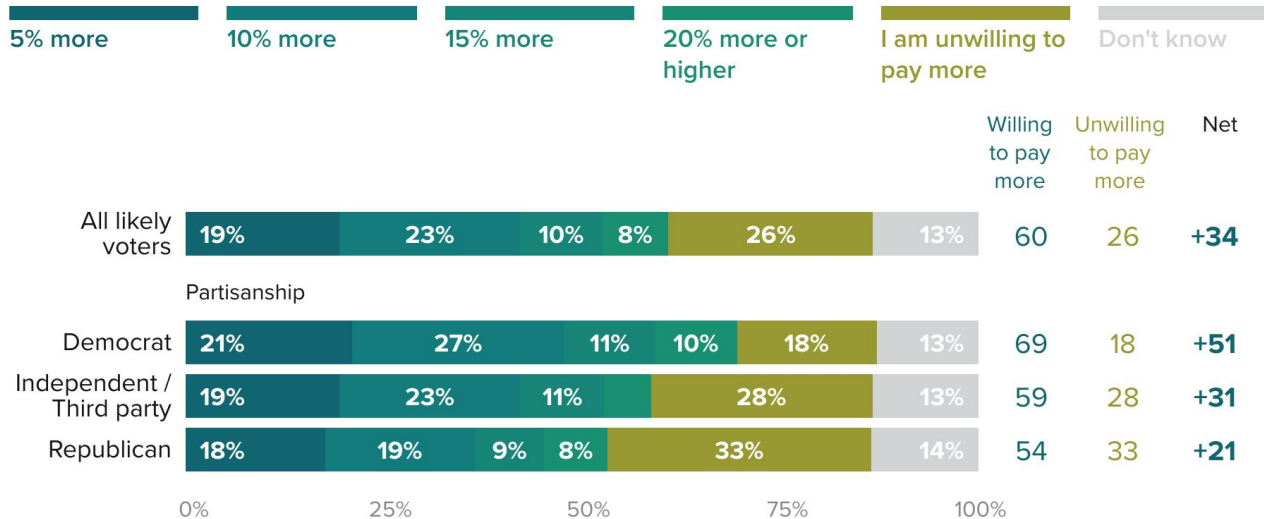
March 8–10, 2025 survey of 1,169 U.S. likely voters

DATA FOR PROGRESS

Voters are aware of the cost benefits of energy efficiency improvements, with **57%** expecting energy-efficient upgrades to **increase their property value** and nearly **two-thirds** of voters believing energy efficiency improvements will **lower their utility bill**.

A Majority of Voters Are Willing to Pay At Least 5% More for an Energy Efficient Appliance

How much **more** would you be willing to pay for an energy-efficient appliance, compared to a similar appliance that is not energy efficient?



Voters are willing to pay a premium for energy-efficient appliances, with **three in five voters willing to pay at least 5% more.**

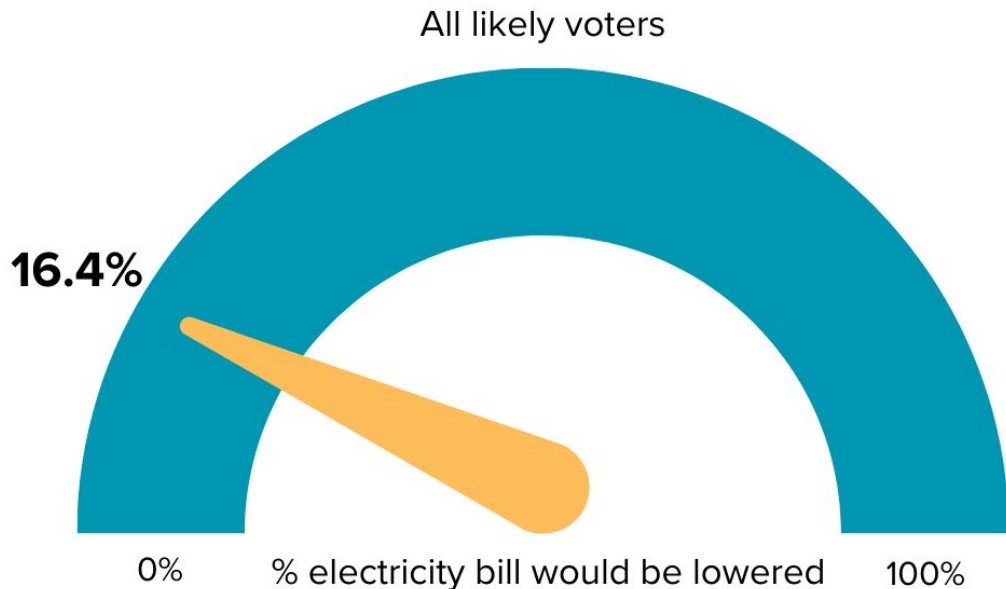
Overall, voters who would be willing to pay more would on average be willing to pay **10.6% more** for an energy-efficient appliance.

March 8–10, 2025 survey of 1,169 U.S. likely voters

DATA FOR PROGRESS

On Average, Voters Believe Energy Efficient Appliances Could Reduce Their Electric Bill by 16.4%

If you had to guess, by what percent do you think you could lower your electric bill by installing energy-efficient appliances, like Energy Star-rated appliances, if at all?

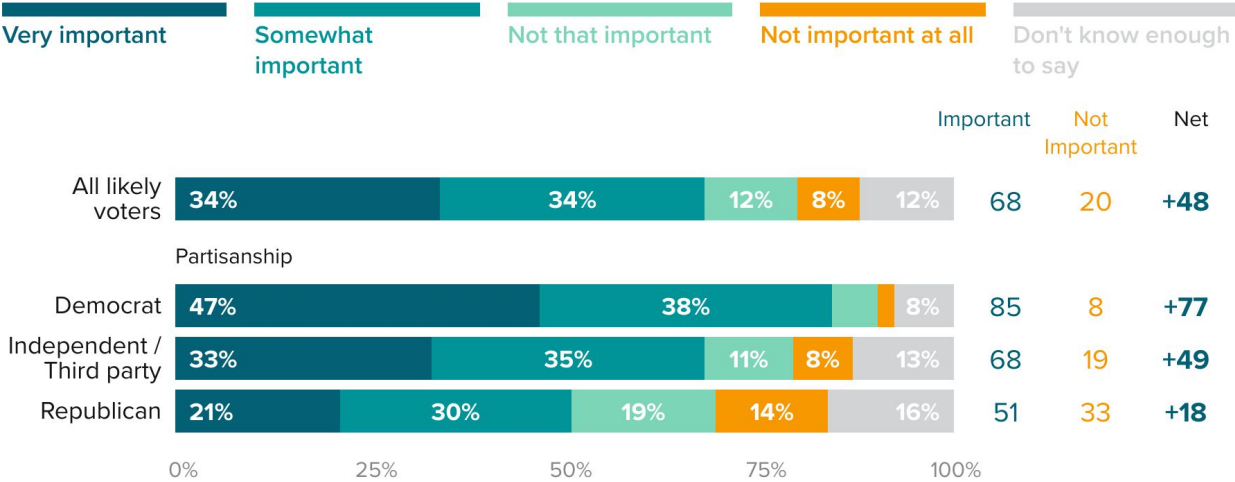


Across all demographics, the **average voter** thinks installing energy-efficient appliances would **lower their electric bill by 16.4%**.

The average expected efficiency improvements are 8% for air conditioners, 20% for washing machines, and 10% for refrigerators according to data compiled by Palmetto Solar.

A Bipartisan Majority of Voters Believe Energy Efficiency Is At Least Somewhat Important in Addressing Climate Change

How important do you think energy efficiency upgrades are in addressing climate change?



A **bipartisan majority** of voters, including 51% of Republicans and 68% of Independents, believe energy efficiency upgrades are at least **somewhat important in addressing climate change**.

March 8–10, 2025 survey of 1,169 U.S. likely voters

DATA FOR PROGRESS



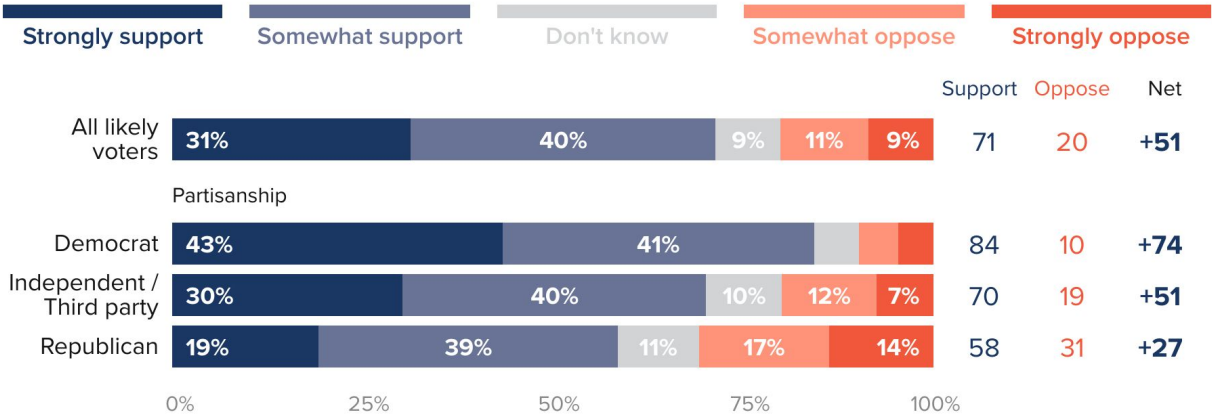
After Reading a Description of the IRA’s Energy Efficiency Incentives, an Overwhelming Majority of Voters (71%) Support Their Use

Congress passed the Inflation Reduction Act (IRA) in 2022. The law invested billions of dollars in clean energy and energy efficiency, including through a tax credit that helps people cover 30% of the cost of energy efficiency upgrades to their home, up to \$3,200.

Supporters of the energy efficiency tax credit say it allows taxpayers to reduce their total home energy use, which can lower utility bills and benefit the environment.

Opponents of the energy efficiency tax credit say it creates wasteful spending by incentivizing taxpayers to take handouts from the federal government.

Do you support or oppose the use of energy efficiency tax credits?



After reading a description of the energy efficiency incentives included in the Inflation Reduction Act and arguments for and against them, a **strong majority of voters (71%) across partisanship support energy efficiency tax credits**, including a majority of Republicans (58%) and Independents (70%).

Voters Share the Strongest Support for Energy Efficiency as a Climate Solution Compared to Other Alternatives

Please say whether you support or oppose each of the following types of climate solutions being encouraged in the U.S. **in general**:

Survey respondents who selected: *Strongly support* or *Somewhat support*

	All likely voters	Democrat	Independent / Third party	Republican
Energy efficiency improvements (e.g., LED light bulbs, Energy Star appliances, new insulation and windows)	81%	83%	87%	77%
Large-scale tree planting	80%	82%	84%	76%
Active transportation (e.g., walking, biking)	79%	81%	82%	75%
Public transportation	78%	83%	80%	69%
Renewable energy investments (e.g., solar, wind, hydropower, geothermal)	71%	80%	75%	59%
Carbon dioxide removal (e.g., direct air capture)	56%	66%	52%	48%
Electric vehicles	53%	71%	54%	33%
Carbon capture and storage	48%	57%	47%	39%
Banning new fossil fuel infrastructure	41%	61%	38%	23%
Carbon pricing	36%	49%	33%	25%

More than four in five voters support encouraging energy efficiency improvements in the U.S. as a climate solution.

Energy efficiency improvements had **greater** support than renewable energy, electric vehicles, alternative transportation methods, and other solutions.

Key Findings

- A **bipartisan majority** of voters report **favorable views of energy efficiency**; however, beyond installing LED light bulbs, **few voters have made energy efficiency improvements** to their home in recent years.
 - **Renters are less familiar** with the concept of energy efficiency, and 30% have not taken any steps to improve energy efficiency in their homes.
- The combination of **high upfront costs** and a **lack of awareness** of the financial incentives to bring down this cost may make it more difficult for energy efficiency actions to be taken.
 - Despite the low awareness of incentives *among voters who made energy efficiency upgrades*, a **bipartisan majority of voters overall** is motivated to **take advantage of tax credits and rebates** available for energy efficiency upgrades.
- Findings suggest that **voters are aware of the financial benefits** associated with making energy efficiency improvements, including lowering their energy bills and increasing their property value.



Voter Perspectives on Energy Efficiency

[Full Release Available Here](#)
[Survey Crosstabs](#)



DATA FOR **PROGRESS**

Data for Progress is a progressive think tank and polling firm which arms movements with data-driven tools to fight for a more equitable future. DFP provides polling, data-based messaging, and policy generation for the progressive movement, and advises campaigns and candidates with the tools they need to win. DFP polling is regularly cited by *The New York Times*, *The Washington Post*, *MSNBC*, *CBS News*, and hundreds of other trusted news organizations.

For inquiries, please reach out to:

Grace Adcox, grace@dataforprogress.org

Eva Brungard, eva@dataforprogress.org

Sign up for the DFP climate team newsletter:

<https://dataforclimateprogress.substack.com/>