



**Based in
Salt Lake
City**

**Board of
Directors
in D.C.**

**47-year
track
record**

**Directors from APPA,
APGA, EEI, SEPA, NEI,
AABE, AGA, IBEW, other
industry organizations**



**Energy
Literacy**

NEF Programs

In-class presentations

- Energy Efficiency
- Energy Safety
- Electric Vehicles (rEV)

Professional development workshops

Student competitions

Materials distribution

Survey Objectives



Take a national snapshot – high school seniors

Create comprehensive and balanced approach

Verify need, identify gaps

Raise profile of energy literacy



Target Participants

1,564 participants - National

Why high school seniors?

**K-12
experience**

**New
voters**

**Energy
customers**

**Higher
education/
workforce**



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

Survey Results



Compared to 2017 Survey of 2,005 High School Seniors

Knowledge:
Down 6.4%

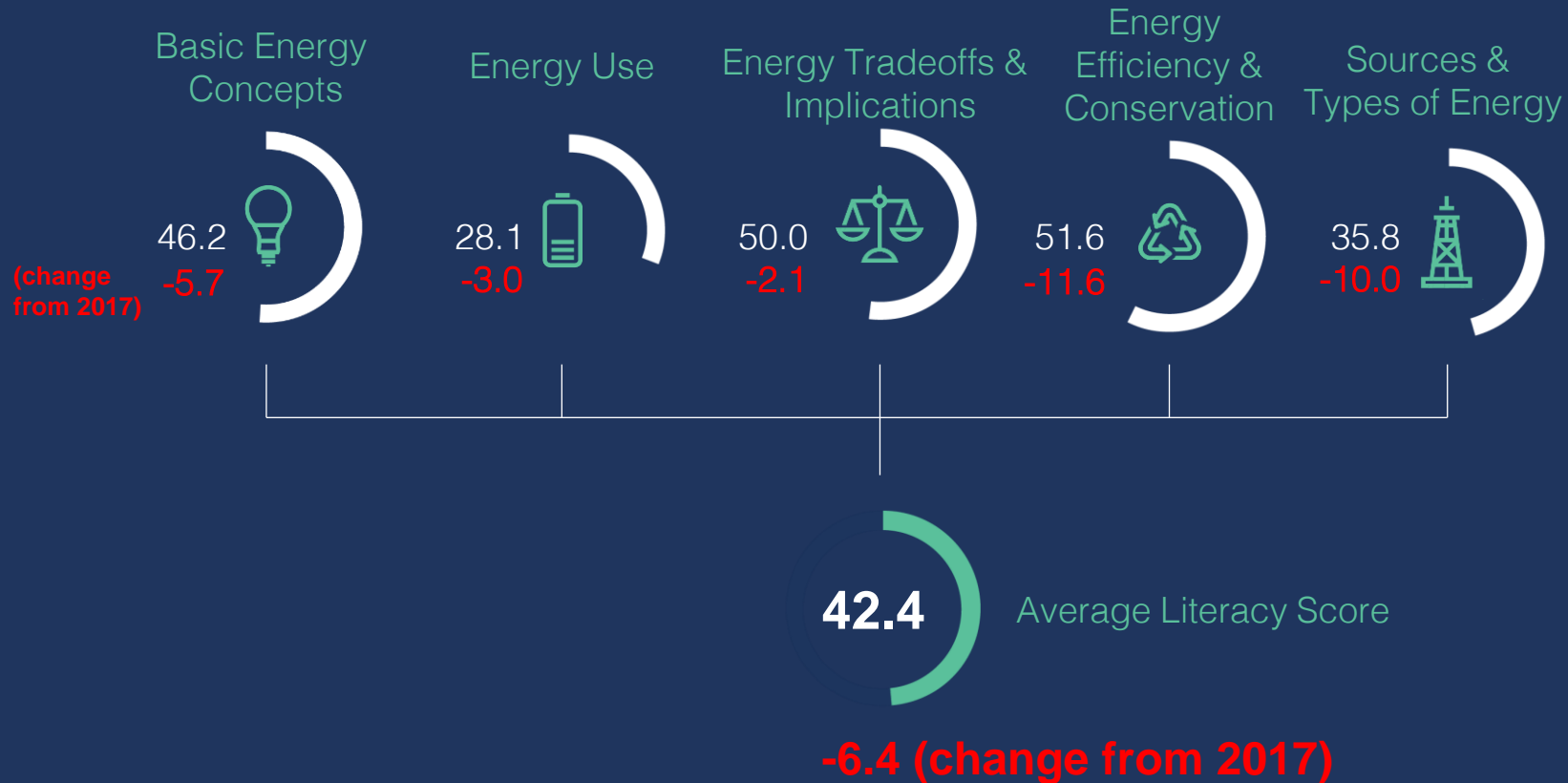
Attitudes:
*Down as much
as 14.6%*

Behaviors:
*Down
between 2%
and 7%*

Sources of
information:
*Move to social
media*

Knowledge Decline in Energy Literacy (2022 vs 2017)

Students' understanding of a broad array of energy concepts



Now it's time to play
“Are You Smarter Than a
High School Senior?”

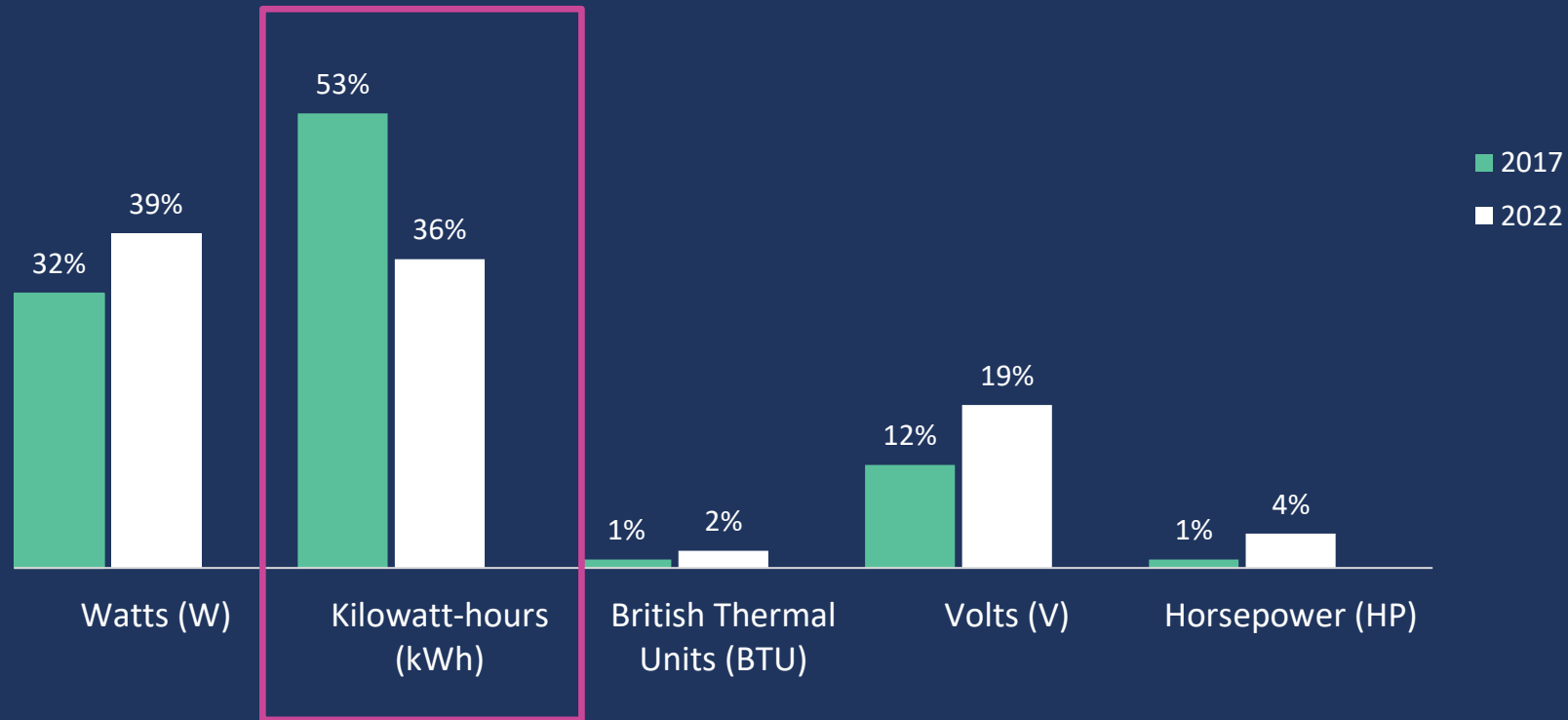
Question:

Electricity bills charge consumers by the ____, the unit of measure for an amount of electricity.

- Watts (W)
- Kilowatt-hours(kWh)
- British Thermal Units (BTU)
- Volts (V)
- Horsepower (HP)

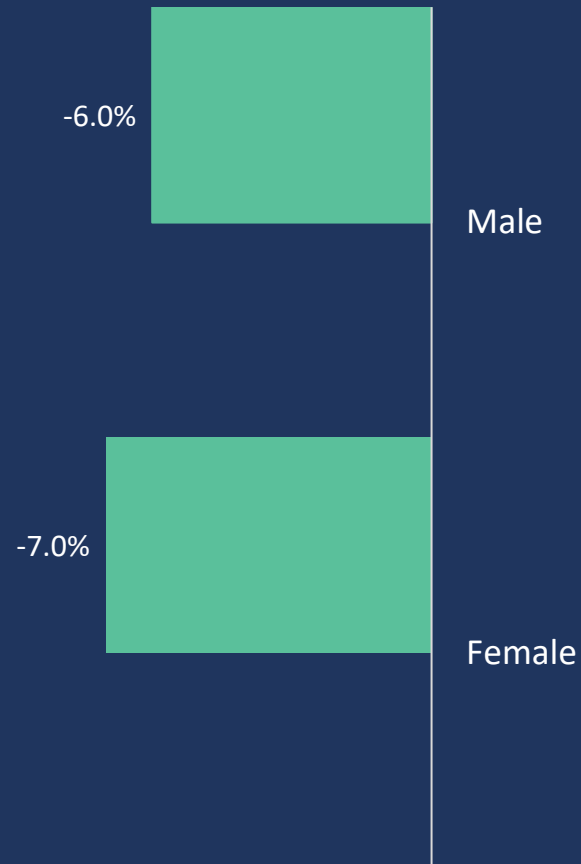
Question:

Electricity bills charge consumers by the ____, the unit of measure for an amount of electricity



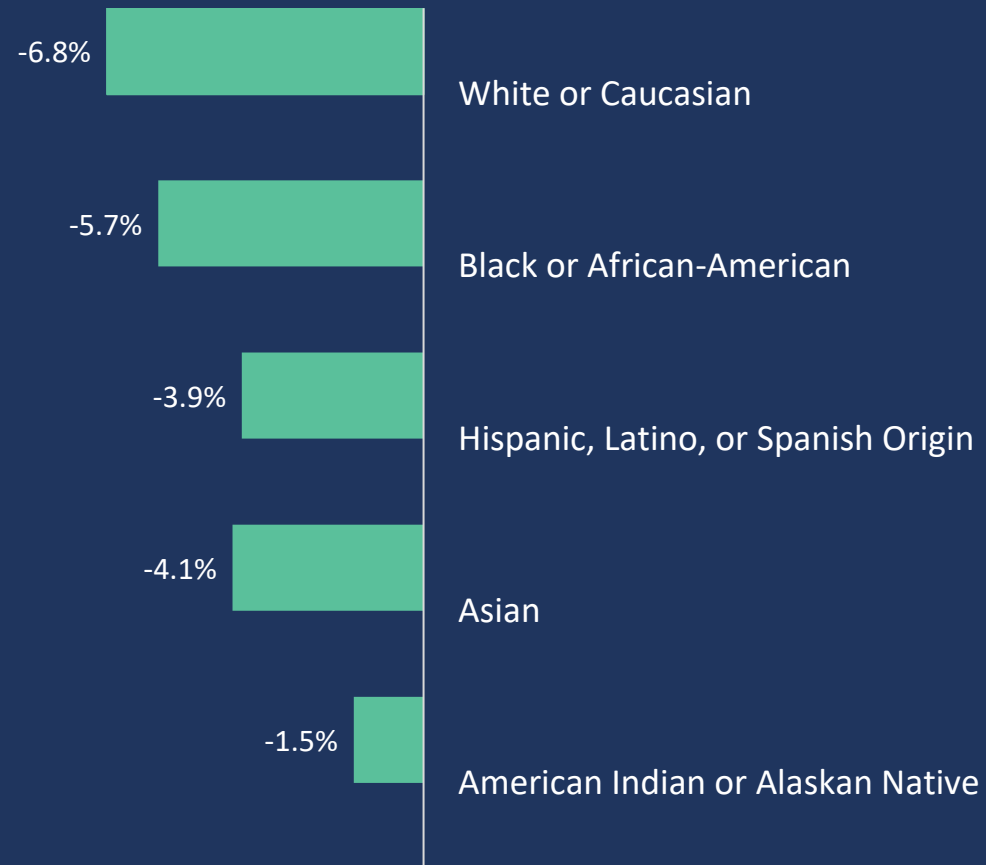
Knowledge Percent Decline by Gender

Compared to 2017 Survey Results



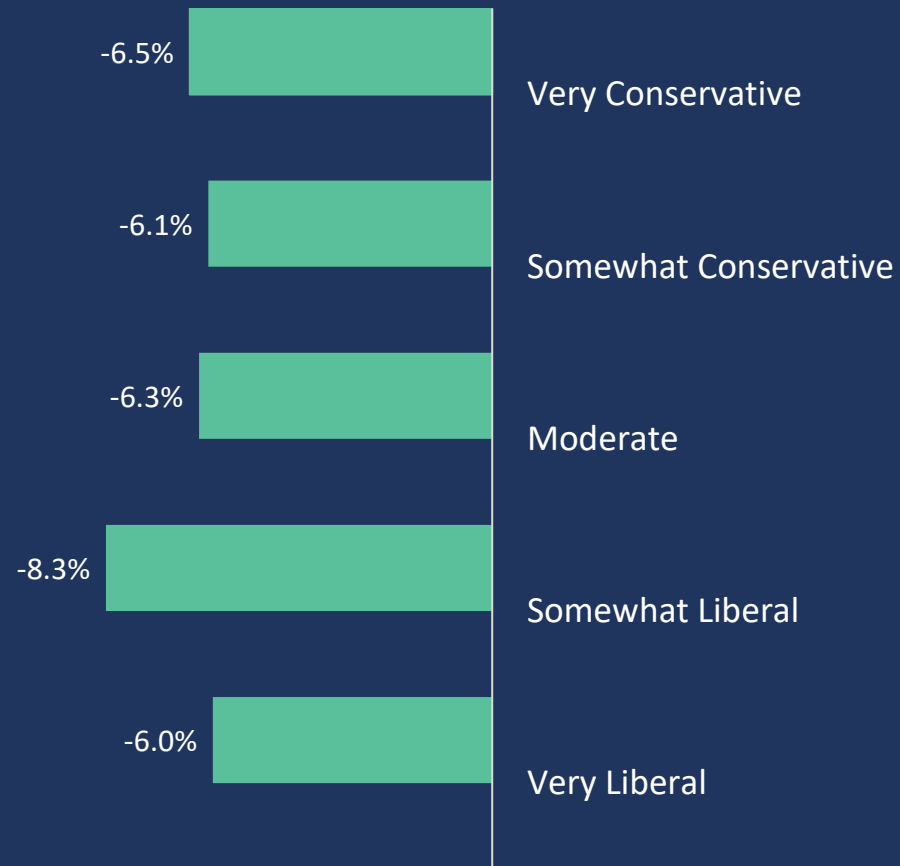
Knowledge Percent Decline by Ethnicity

Compared to 2017 Survey Results



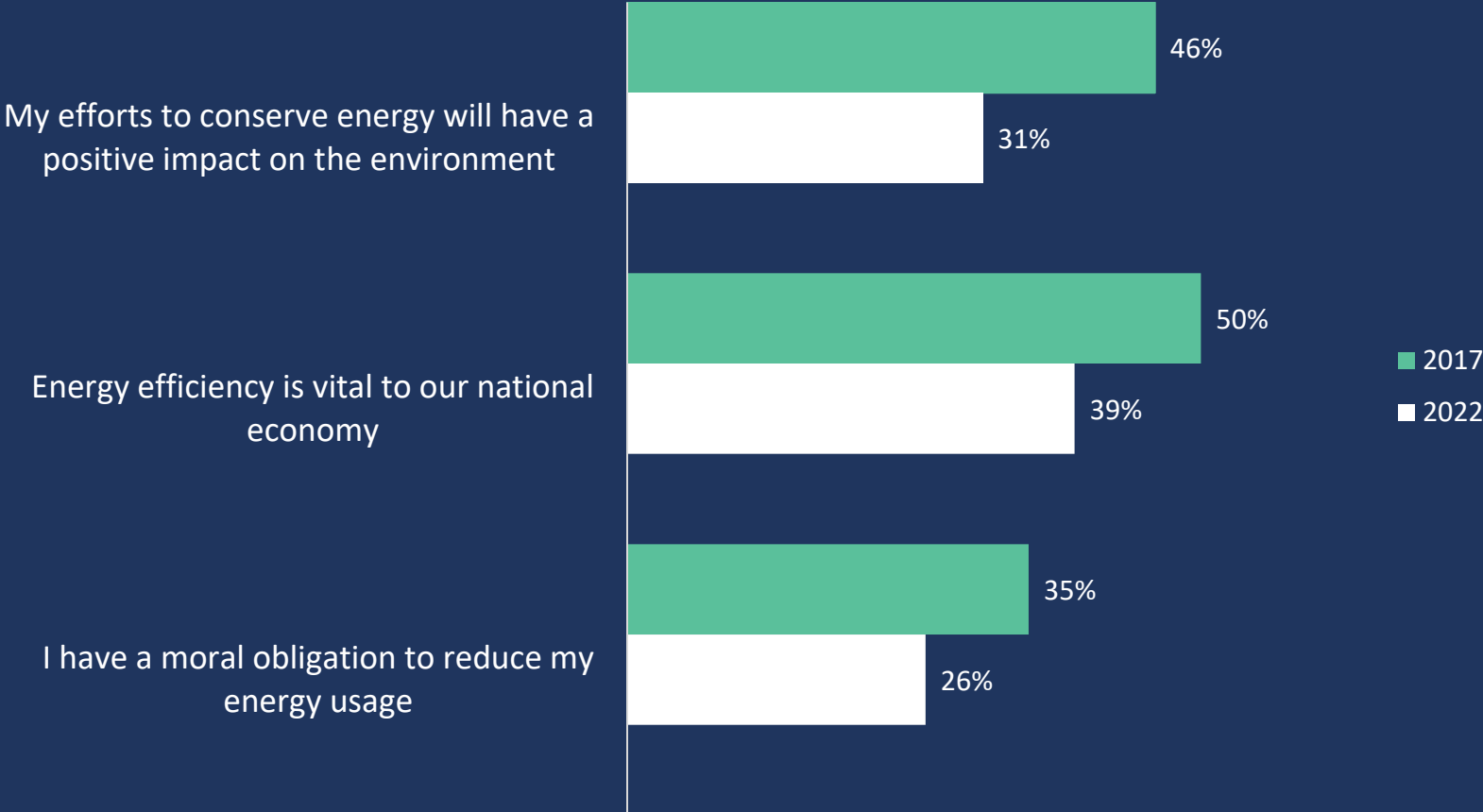
Knowledge Percent Decline by Political Preference

Compared to 2017 Survey Results



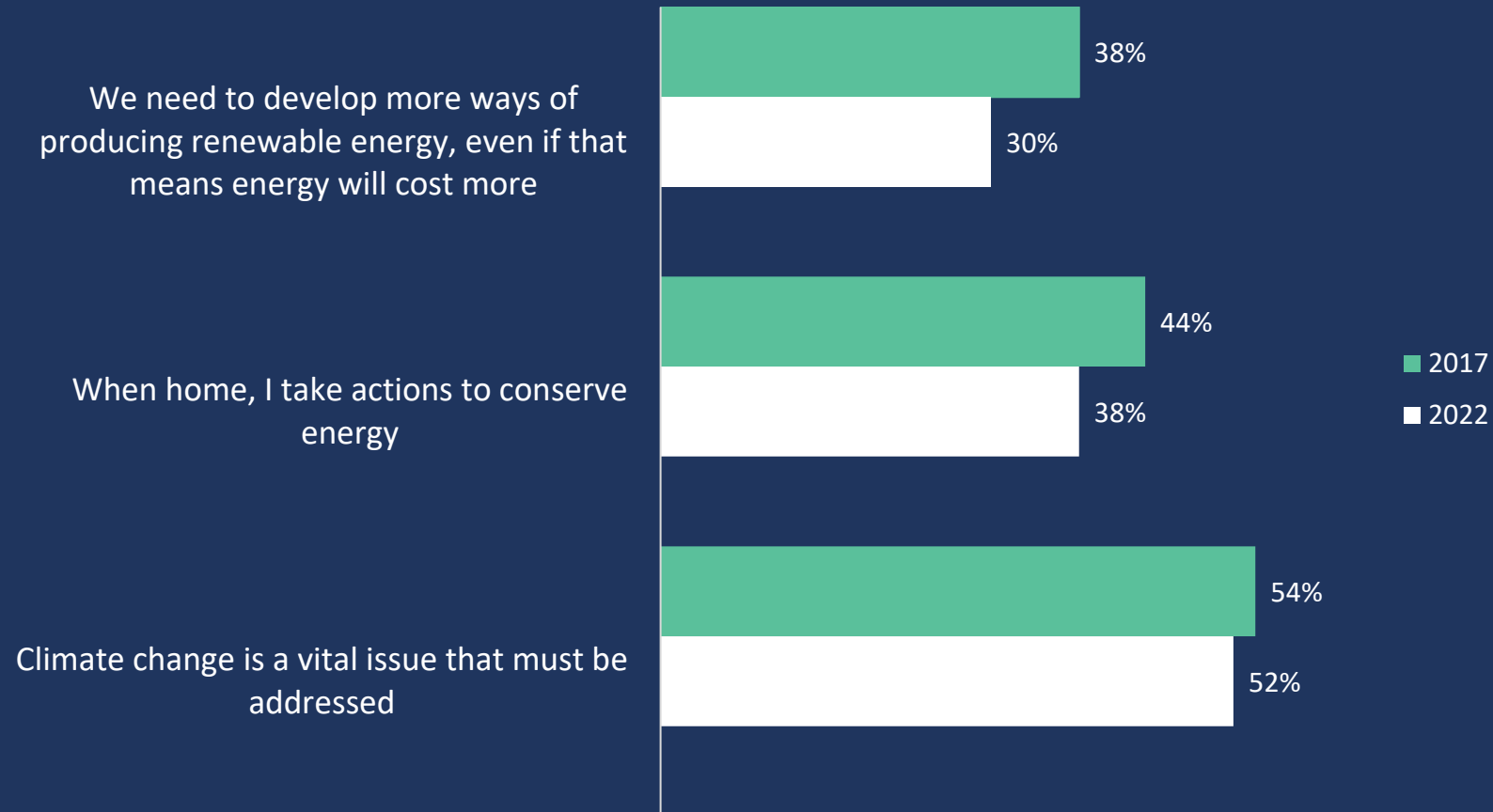
Student Attitudes Changed

Students responding with either a “7” or a “6” on a 7-point Likert scale, with “7” being strongly agree - 22 total attitudes regarding energy were measured



Student Attitudes Changed

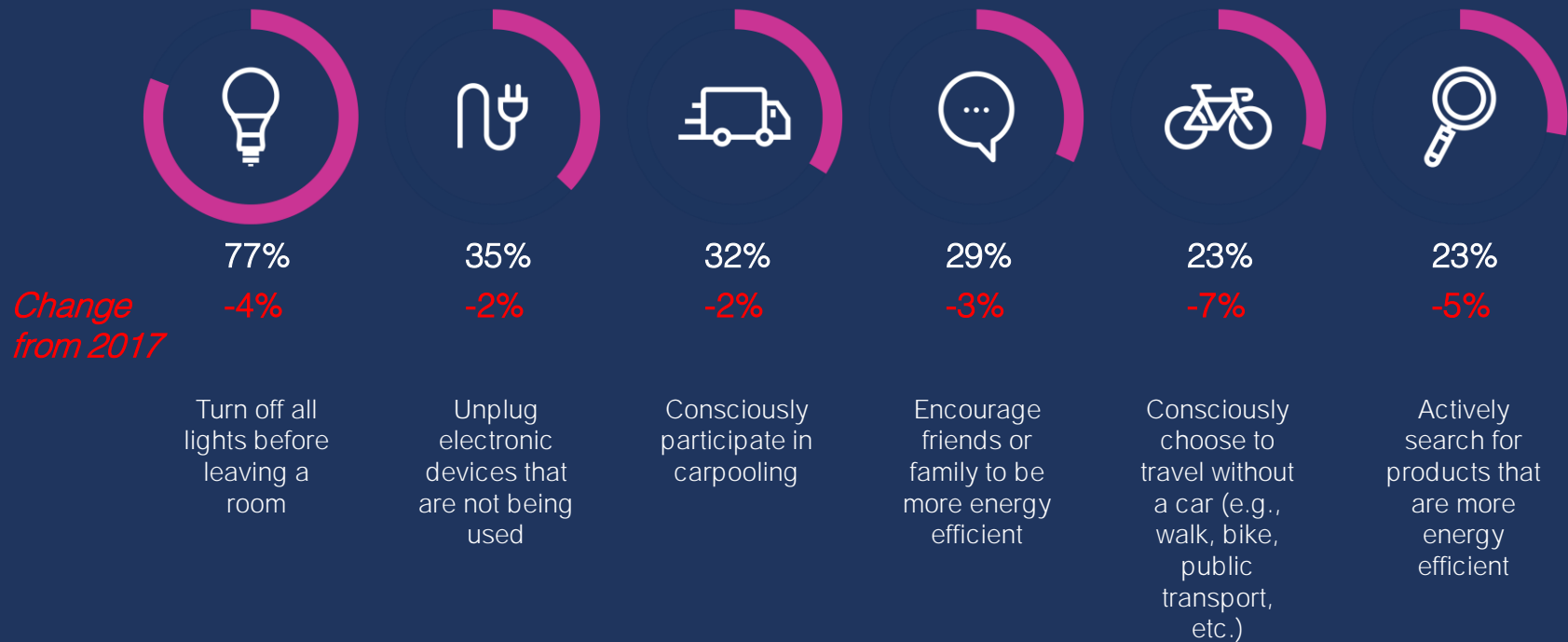
Students responding with either a “7” or a “6” on a 7-point Likert scale, with “7” being strongly agree 22 total attitudes regarding energy were measured



Student Behaviors Changed

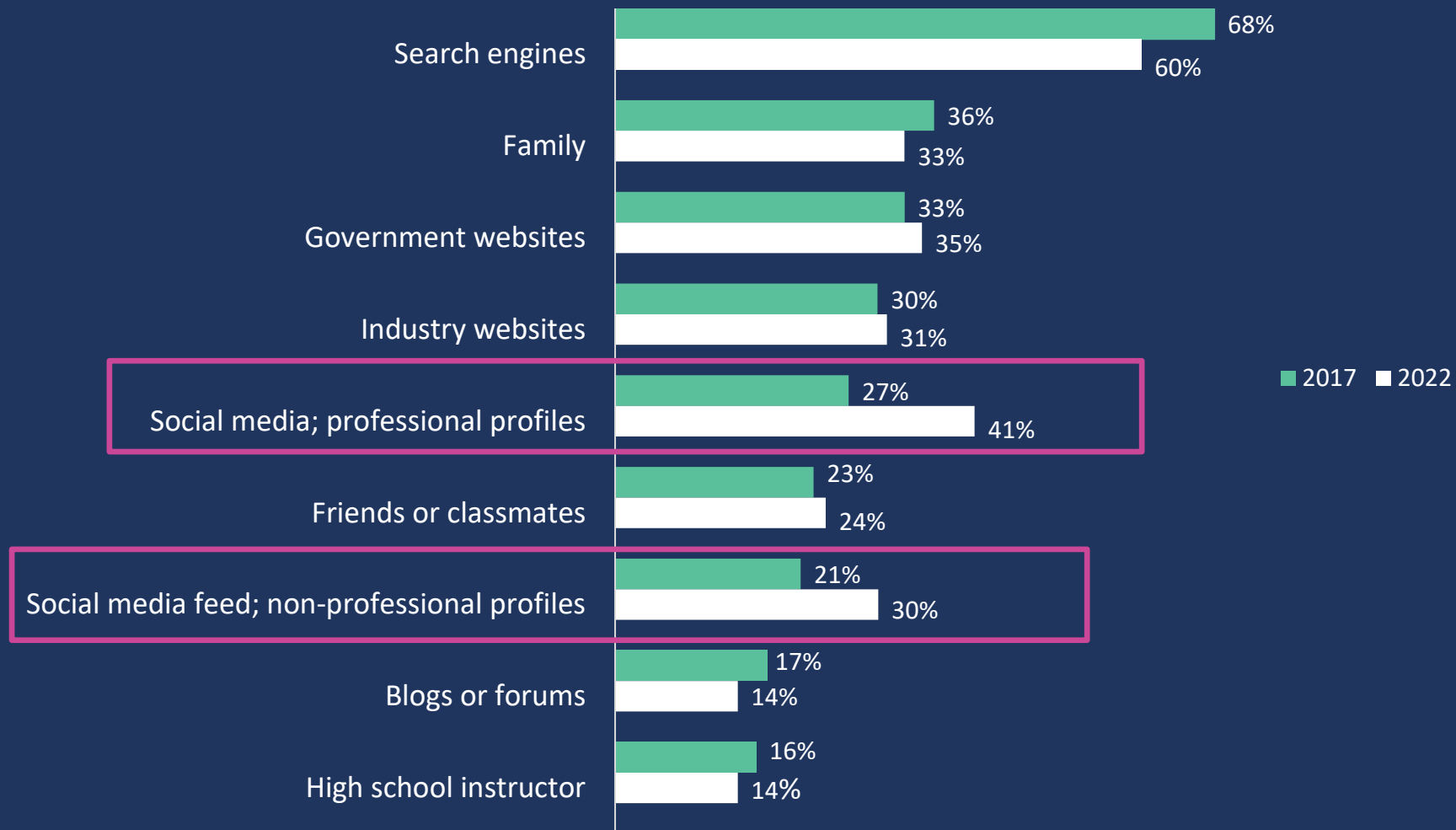
Common actions and behaviors taken as it relates to energy

Students Who Often or Always...



Sources Students Use for Energy Information

If you had a question about energy, where would you be most likely to turn for information?



Call To Action

Utilize technology more effectively

Connect with industry

Harness peer influence

Improve classroom energy education for HS students

Provide extra support for lower-scoring demographics

Take the message home

Thank You!

For more information:

Gary Swan
Senior Vice President
National Energy Foundation
gary@nef1.org