

Does Political Affiliation Shape Energy-Related Actions or Perceptions?



Democrats



Republicans



Independents

Demand-Side Management Program or Service Participation

Participated in at least one program or service in the prior year



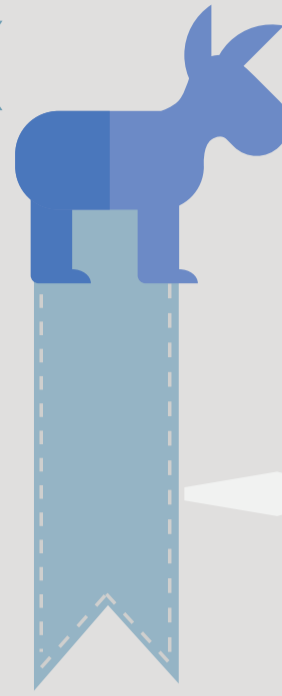
31%



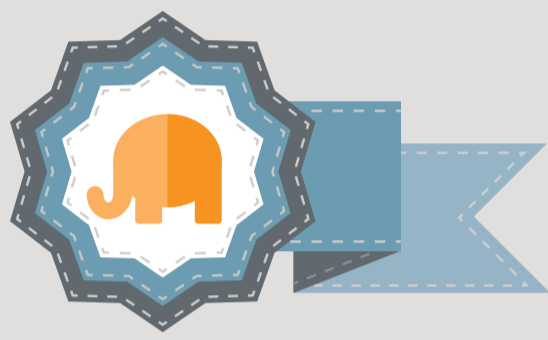
28%



24%



Democrats are more likely to **agree** that more power supply should come from renewable energy sources.



Republicans are significantly more likely to rate their energy provider as “excellent” and recommend their energy provider to a family member, friend, or coworker.

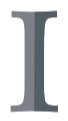
Opinions Around Solar Energy



Solar power will be an important source of electricity in the US in the future.



53%



43%



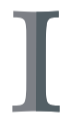
35%



I have a positive impression of solar power.



50%



41%



33%



My energy provider supports the use of solar energy by its customers.



25%



19%



18%

Note: Percentages represent respondents who provided a rating of 9 or 10 using a 10-point scale where 10 means strongly agree.



Independents are **less likely** than Democrats or Republicans to **agree** that their energy provider:

Is customer-focused

Is an energy expert

Offers programs and information to help manage energy consumption



Is innovative

Offers programs and services that are relevant

Engagement with Emerging Technology

Which groups are most likely to...

Report being “somewhat” or “very” familiar

Have purchased technology



Home energy management (HEM)



Solar panels / photovoltaic (PV)



We're all on the same page!



Hybrid vehicles



All-electric vehicles



The data are drawn from The Nielsen Company's Energy Behavior Track 2016. The annual online survey is conducted in partnership with E Source, and gathers information from approximately 32,000 residential customers in the US on a variety of energy-related topics. Customers responded to the survey in summer 2016.

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