

# When it comes to green energy, in which category are you?

The Stevens *TechPulse* Report: Green Energy Perceptions and Usage shows the public has **four core perceptions** of green energy.



**Evangelists**

Skews: Male • Younger • Urban • Most Educated  
Very likely to seek out green energy technologies for personal use



**Promoters**

Skews: Female • Urban/Suburban • College Educated  
Somewhat likely to seek out green energy technologies for personal use



**Passives**

Skews: Female • Slightly Older • Suburban/Rural • Less Educated  
Neutral on seeking out green energy technologies for personal use



**Detractors**

Skews: Male • Older • Rural • Least Educated  
Unlikely to seek out green energy technologies for personal use

The Stevens/Morning Consult poll reveals different attitudes influence how much adults are willing to pay for green energy, who should shoulder the responsibility for its adoption and use, and the role universities and colleges play in preparing the next generation of green energy workers.

## The eternal question: Will you pay more for green energy?

**52%** say the long-term benefits of green energy outweigh the cost.

But only

**36%** say they're willing to pay more for green energy.

## How much more?

Adults overall are **receptive to a median increase of 10%** in their energy bill if it means consuming more green energy.

Although how much more varies by category:



Evangelists  
**19%**



Promoters  
**12%**



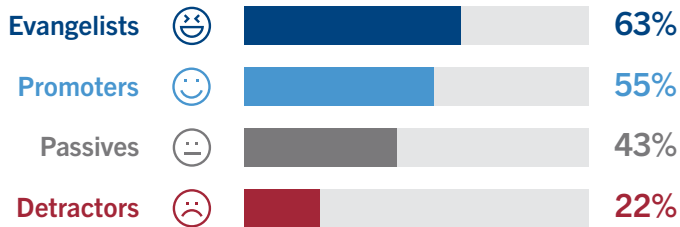
Passives  
**9%**



Detractors  
**1%**

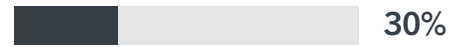
# Who is responsible for promoting the use of green energy in the future — individuals or government and companies?

Half of adults overall (48%) say that individuals and businesses should equally share the responsibility of adopting green energy. However, each category differs by how much:



However, answers varied by age overall:

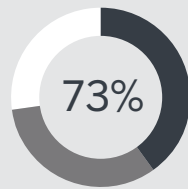
Adults age 18-34 believe governments and larger entities are primarily responsible for green energy adoption (30%).



Adults age 65+ believe individuals and governments are equally responsible for green energy adoption (60%).



## How important is it for colleges/universities to help prepare students for green careers?



Three-in-four adults (73%) say it's important for colleges/universities to help prepare students for green careers.

- 40% very important
- 33% somewhat important

Percentage of each category that says it's important:



[Learn more about this survey and Stevens TechPulse Report](#)

**Methodology:** This poll was conducted on behalf of Stevens Institute of Technology by Morning Consult between June 11-June 12, 2022 among a sample of 2,210 adults. The interviews were conducted online, and the data were weighted to approximate a target sample of adults based on gender, educational attainment, age, race, and region. Results from the full survey have a margin of error of +/- 2%.



**TechPulse Report**