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National Survey Reveals Americans Support Transition from Fossil Fuels to Electricity

Americans overwhelming support utility and government investments in electric vehicle charging stations and electric public transportation

ATLANTA – June 9, 2020 – According to the latest nationwide consumer survey from the [Smart Energy Consumer Collaborative](#) (SECC), many U.S. consumers express a willingness to transition from fossil fuels to electricity for transportation, heating, cooking and water heating.

As electricity generation in the U.S. becomes increasingly cleaner, electrification is gaining momentum among electric utilities and policymakers as a strategy to reduce carbon emissions and address climate change. SECC’s “Beneficial Electrification: The Voice of the Consumer” study reached a nationally representative sample of 1,200 Americans to gauge interest in switching to electricity, determine barriers that might exist and uncover underlying motivations for switching.

The study found considerable interest in switching to electricity for both residential use and for transportation. Over two-thirds (68 percent) of Americans believe it is important for their electric utilities to invest in electric vehicle charging stations, and 62 percent want government leaders to invest in electric public transportation. About one-third (31 percent) of Americans that currently own a gas-powered vehicle would make their next car purchase an electric or plug-in hybrid vehicle if the price was the same, and interest remains relatively stable with a 10-percent increase in price.

Inside the home, Americans are supportive of a transition to electric-powered heating, cooking, water heating and other applications:

- 68 percent are open to electric cooking.
- 62 percent are willing to switch to electric heating.
- 70 percent are open to electric water heating.

Over three-quarters (78 percent) of Americans are open to powering other home appliances – such as yard tools, sump pumps and generators – with electricity. For eco-conscious and tech-savvy Americans, interest is notably higher for all categories mentioned.

“Beneficial electrification represents one strategy by which utilities and government can reduce carbon emissions and mitigate the effects of climate change,” said SECC’s President & CEO Patty Durand. “This new study demonstrates that Americans are ready to pursue this path now.”

The “Beneficial Electrification: The Voice of the Consumer” study is available for download by SECC members [here](#) and to media on request. Join our [webinar](#) to hear key insights on Thursday, June 18 at 1 p.m. (ET).

To learn more about SECC, visit www.smartenergycc.org or follow [@seconsumer](#) on Twitter.