

Annual Statewide Tracking Study



NYSERDA

As part of an annual statewide study, NYSERDA seeks the opinions of New Yorkers on topics related to climate actions and clean energy solutions. The findings presented below are from the second annual study conducted in 2023.

Did You Know?

1 More than 60% of New Yorkers support the State's transition to clean energy sources

Most New Yorkers have made it clear—they want a clean energy future for the State.

[See the State's Climate Act resource page](#)

62% EITHER STRONGLY OR SOMEWHAT SUPPORT

10% STRONGLY OR SOMEWHAT OPPOSE

2 Two-thirds support public investments toward making clean energy solutions more affordable for all

Most New Yorkers support the State using public funds to make clean energy solutions accessible and affordable to more New Yorkers.

[Learn how the State is ensuring clean energy access for all](#)

66% EITHER STRONGLY OR SOMEWHAT SUPPORT

9% OPPOSE

3 A majority of New Yorkers support large-scale renewable energy development—even close to home

Large-scale renewable energy projects will be a key component in the transformation toward clean energy sources.

[Learn how New York State is powering the future with large-scale renewables](#)

No matter the type of technology - land-based wind, offshore wind, large-scale solar, or large-scale battery storage...

MORE THAN HALF ARE AT LEAST SOMEWHAT IN FAVOR

of developing large-scale clean energy projects, not just in the State, but even in or near their communities

4 Half of New Yorkers want to use less fossil fuels at home, but require more guidance

NYSERDA is educating New Yorkers about the benefits of a future with less use of fossil fuels, along with practical ways for homeowners and renters to save energy and switch to clean technologies.

[Learn how you can bring clean energy transformation to your home](#)

50%

ARE VERY OR EXTREMELY INTERESTED IN LEARNING ABOUT WAYS THEY CAN USE LESS FOSSIL FUELS IN THEIR HOMES

47%

SOMEWHAT UNFAMILIAR WITH HOW THEY CAN USE LESS

20%

ARE NOT SURE WHICH FUELS ARE CONSIDERED FOSSIL FUELS

5 A quarter of drivers consider going electric

New Yorkers are ready to drive clean.

[Learn more about making the switch to EVs and available incentives with Charge NY](#)

Out of the respondents who drive...

26% ARE EITHER VERY OR EXTREMELY LIKELY

to consider leasing or purchasing an electric vehicle for their next vehicle

6 New York homeowners are primed for heat pumps

The heat pump market is heating up. NYSERDA and participating utilities are making homeowner's dreams a reality with NYS Clean Heat.

[Explore your heat pump options, find a contractor, and access rebates with NYS Clean Heat](#)

Out of the homeowner respondents...

30% ARE EITHER VERY OR EXTREMELY LIKELY

to consider a heat pump heating and cooling system when ready to replace their existing system

33%

WOULD CONSIDER A HEAT PUMP HOT WATER HEATER

7 There is an income gap in familiarity with clean energy solutions

NYSERDA recognizes that low- to moderate-income communities face larger energy burdens and is committed to making the benefits of clean energy accessible to all.

[Learn about income-eligible opportunities with NY Energy Advisor](#)

LOW-INCOME HOUSEHOLDS ARE LESS FAMILIAR

WITH WAYS TO USE LESS FOSSIL FUELS

AND LESS FAMILIAR WITH MANY CLEAN ENERGY TECHNOLOGIES
when compared to those with higher income

8 One in four of New Yorkers are aware of green jobs investments

Respondents under the age of 35 were less likely than older respondents to be aware of these investments, despite also being more likely to support the State's climate actions and being more likely to recognize New York as a leader in addressing climate change. Regardless of age, the State needs a clean energy workforce to meet its goals.

[Learn about new careers and fresh starts in clean energy](#)

26% HAVE SEEN, READ OR HEARD...

about the State investing in the creation of green jobs.

About the Research

The 30 minute quantitative survey was administered online by Market Probe International from November 10 - December 15, 2023. A representative sample of 2,886 New York State adults ages 18+ completed the survey.