

**FOR IMMEDIATE RELEASE**

January 17, 2024

**Contact:** Matt Abele, Executive Director  
[mattabele@energync.org](mailto:mattabele@energync.org) | 704-658-6265

**Report - More Than 80% of North Carolina Clean Energy Adopters  
Experience Significant Reductions in Energy Bills**

*The data also reveal that while household incomes for clean energy adopters tend to be higher than the median NC household income, lower-income households are currently experiencing the greatest increase in adoption rates.*

**RALEIGH, N.C., January 16, 2024** — A report released today by the North Carolina Sustainable Energy Association (NCSEA) analyzes more than 4,000 survey responses from clean energy adopters across the state and reveals unique insights into clean energy ownership in North Carolina. The [Perception, Experience, And Adoption Of Residential Clean Energy in NC Report](#) details trends in residential clean energy experiences based off the *Sustainable Energy Survey* that NCSEA conducted in late 2022. Of note, the data show that over 80% of survey participants experienced a decrease in their monthly utility bills, and almost two-thirds of this group saw a decline in energy costs of over 30%.

The report indicates that over 66% of clean energy customers who responded to the survey expect to recover their investment within 15 years of installation. Respondents also indicated that federal tax credits, rebates, and incentives are the most important financial options when considering investing in clean energy. In terms of additional motivations, concern about electric bills and the environment topped the list of considerations for clean energy adopters.

Importantly, this iteration of the survey includes demographic questions to better understand North Carolina's population of clean energy adopters and identify the barriers to low-income communities and communities of color investing in clean energy. Demographic data show that in 2022, North Carolina's 20 wealthiest counties accounted for nearly 70% of residential solar systems. However, since 2015, households earning incomes between \$40,001-\$80,000 nearly doubled their percentage rate of solar adoption, while the adoption rate percentage for households earning more than \$160,000 declined by almost half. Relatedly, North Carolina's most economically-distressed counties more than doubled their share of solar adoption. Overall, these demographic trends highlight recent progress in expanding access to clean energy technologies, while also underscoring the need to continue advocating for equitable policies that enable all North Carolinians to choose clean, affordable energy options.

“This data collected from thousands of survey respondents have been invaluable in capturing new insights on what drives North Carolinians to adopt solar and other clean energy technologies,” said NCSEA Director of Data and Research Daniel Pate. “These results demonstrate that clean energy is not only an impactful means to reducing carbon emissions, but also a net gain for the bottom line of households across North Carolina. The data will be critical for informing strategies to pursue the key policies needed to achieve an inclusive 100% clean energy economy for the state.”

The [\*Perception, Experience, And Adoption of Residential Clean Energy in NC Report\*](#) is the result of NCSEA’s ongoing efforts to capture high-level clean energy customer trends to inform and empower all North Carolinians to adopt clean energy. Previously conducted in 2012 and 2017 as the *Consumer Adopter Survey*, this latest version of the survey captures customer data from 2022. To view the full report, see NCSEA’s Publications page [here](#).

###

#### **About the North Carolina Sustainable Energy Association**

The North Carolina Sustainable Energy Association (NCSEA) is a 501(c)(3) nonprofit organization that drives public policy and market development for clean energy. Our work enables clean energy jobs, economic opportunities, and affordable energy options for North Carolinians. Learn more about NCSEA, our mission, and vision at [www.energync.org](http://www.energync.org).