

Public Awareness and Perceptions of Battery Energy Storage Systems

Findings from a National Survey

Overview

GoodPower conducted a national survey of registered voters fielded by YouGov from July 08 to July 16, 2025 ($N = 1529$) with an oversample of respondents from California ($n = 315$) and Texas ($n = 318$), the top states for installed battery energy storage, to capture public knowledge and attitudes about battery energy storage systems (BESS). Respondents were asked fifteen questions related to BESS and four additional questions related to broader energy issues.

Generally, we find that people know very little about BESS but when people learn the basics about how BESS works they are likely to support building BESS in their communities. There is some worry about fire risks and lack of awareness about the environmental benefits of BESS. The findings show that there is not widespread opposition toward BESS and an opportunity to educate the public about BESS and shape attitudes.

Key Findings

PUBLIC PERCEPTIONS

- Awareness of BESS is very low and people know little about what the technology is.
 - ◆ 55% of respondents nationally said they know nothing at all about BESS while only 19% know a great deal or some about BESS.
- People think BESS will boost grid reliability and create economic development but are less certain about generating cost savings.
 - ◆ A large majority think BESS will improve grid reliability (85%) and spur local economic development (82%).
 - ◆ People were less likely to agree (72%) that BESS lowers energy costs, suggesting a need to further educate people about potential savings from expansion of BESS.
 - ◆ Democrats are more likely than Republicans to think BESS can lower prices (83% vs. 77%) and improve grid reliability (91% vs. 83%). Although a large majority of Republicans still think BESS has those benefits.
- While people have limited awareness of BESS, they are generally supportive once they learn basic information about what they do.
 - ◆ After people read about the basics of BESS, a majority (77%) support building BESS facilities in their community. This was true across education, income, and political party, although Democrats (85%) were more supportive than Republicans (69%).

- A large majority (70%) of voters support federal investments in the BESS industry, thus efforts to rollback programs and cut funding could be unpopular if people are made aware.
- Concerns about fire are salient but not an acute concern nationally. Concern was greater in California possibly due to large attention to the Moss Landing BESS fire.
 - ◆ People in CA were significantly more worried about BESS fire risks (66% very/somewhat worried compared to 57% nationally and 52% in TX).
 - ◆ Democrats were significantly less worried about fires than Republicans.
- Misinformation about BESS harming the environment is not widespread but the public is also not aware of its environmental benefits.
 - ◆ Similar numbers of respondents viewed BESS as environmentally friendly (30%) and bad for the environment (26%), while the largest group (44%) was unsure about the environmental impacts.
- There were few differences between national, California, and Texas respondents, except for heightened concern about fires in California and greater support in Texas for building BESS which may reflect a general pro-development attitude.

Contact research@goodpower.org with questions.