

AWARENESS OF ENERGIZE CONNECTICUT AND OTHER ENERGY EFFICIENCY RESOURCES AND BRANDS

October 2013



About the Survey

- The purpose of the survey was to measure change in awareness of and interest in the various energy efficiency brands in Connecticut since 2012. The 2013 study is a follow up survey to a baseline survey conducted in August, 2012.
- The follow up survey was conducted from September 9-29, 2013 with 400 Connecticut residents 18 years of age or older.
- The baseline and follow up surveys employed the same methodologies. Both utilized dual frame random digit dial samples. For both studies, the data were weighted by phone type to account for overlap of landline and cell phone samples, and to match the sample phone type to that of the population.
 - Baseline: n=263 landline respondents and n=137 cell phone
 - Follow Up: n=284 landline respondents and n=116 cell phone).
- Both surveys have a margin of error of plus or minus 5%, with a 95% confidence interval.



Key Findings

- Awareness of and interest in energy efficiency and renewable programs has changed little since August 2012 when a baseline survey was conducted
 - Approximately half of Connecticut residents are aware of energy efficiency programs and one-fifth to one-quarter are aware of renewables programs (changes between 2012 and 2013 are small and not statistically significant)
 - Of those who are aware of renewables program, more are “very familiar” compared to 2012
- As in 2012, more Connecticut residents are aware of programs that target improved energy efficiency of their homes than of renewable programs
- Residents are equally interested in learning more about both types of programs
- When asked to describe the help provided by energy efficiency programs, more residents mention energy audits in 2013 than in 2012 and fewer mentioned home weatherization.



Key Findings (2)

- Compared to 2012, more residents mentioned rebates, financing and tax incentives in 2013 when asked to describe the help provided for people wanting to make use of renewable energy sources. Rebates were mentioned more frequently than either financing or tax credits. (Due to small sample sizes, these differences were not statistically significant).
- Those who are aware of the programs have difficulty naming the organizations offering the programs – only half can do so. Among those who can, most say it is their utility.
- Self-reported participation in energy efficiency and renewables programs remains the same in 2013.
 - Approximately one in five report participating in these programs both years.
- Slightly over half of Connecticut residents are “somewhat” or “very” interested in learning more about energy efficiency or renewables programs. This is unchanged from 2012.
 - Reasons for being interested in these programs are also unchanged from 2012. Saving money is a leading reason for both programs though helping the environment is mentioned more frequently when talking about renewables.



Key Findings (3)

- Information seeking behavior has not changed since 2012.
 - Approximately one-third of residents in both years have ever attempted to find information on how to save energy or renewables.
 - General internet searches remain the leading source of information both in terms of where people have gone for energy efficiency information and where they would go for *trustworthy* information in the future.
 - 5% of respondents mentioned they had gone to CTEnergyinfo.com in 2013. None mentioned the website in 2012.
- Connecticut residents are no more likely to have read or heard about energy efficiency or renewables in 2013 than they were in 2012 in the past month
 - 16% in both years
- Connecticut residents are not more aware of how to save energy or renewable energy today than they were three months ago.
 - Three quarters say they are not more aware
 - This is the same result as 2012

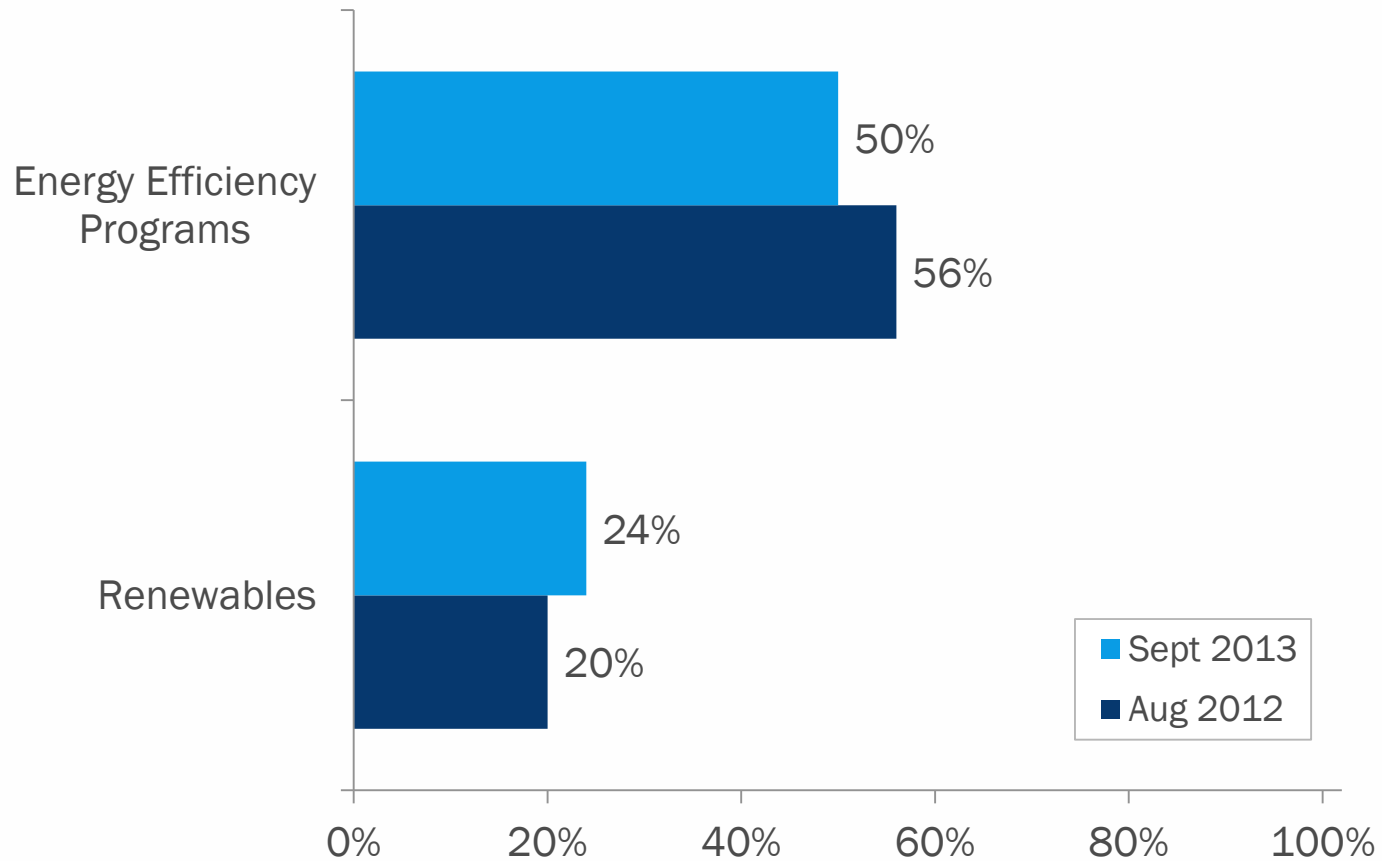


Key Findings (4)

- Familiarity with the different organizations and agencies that provide energy efficiency assistance is low. Likewise, few have visited the websites associated with these groups or called the Wise Use number.
- Awareness of “Energize Connecticut” remains low but is significantly higher than in 2012. In 2013, 8% report being “very” or “somewhat” familiar compared to 4% in 2012.
- There are few group differences in awareness of and interest in energy efficiency and renewable programs. Those that exist are as we might expect:
 - Better educated residents, middle aged to older adults, home owners, and past participants are more aware of programs
 - Previous participants and middle aged adults are most interested in programs
 - Better educated and middle aged Connecticut residents are more likely to have participated in programs and sought out information on energy efficiency

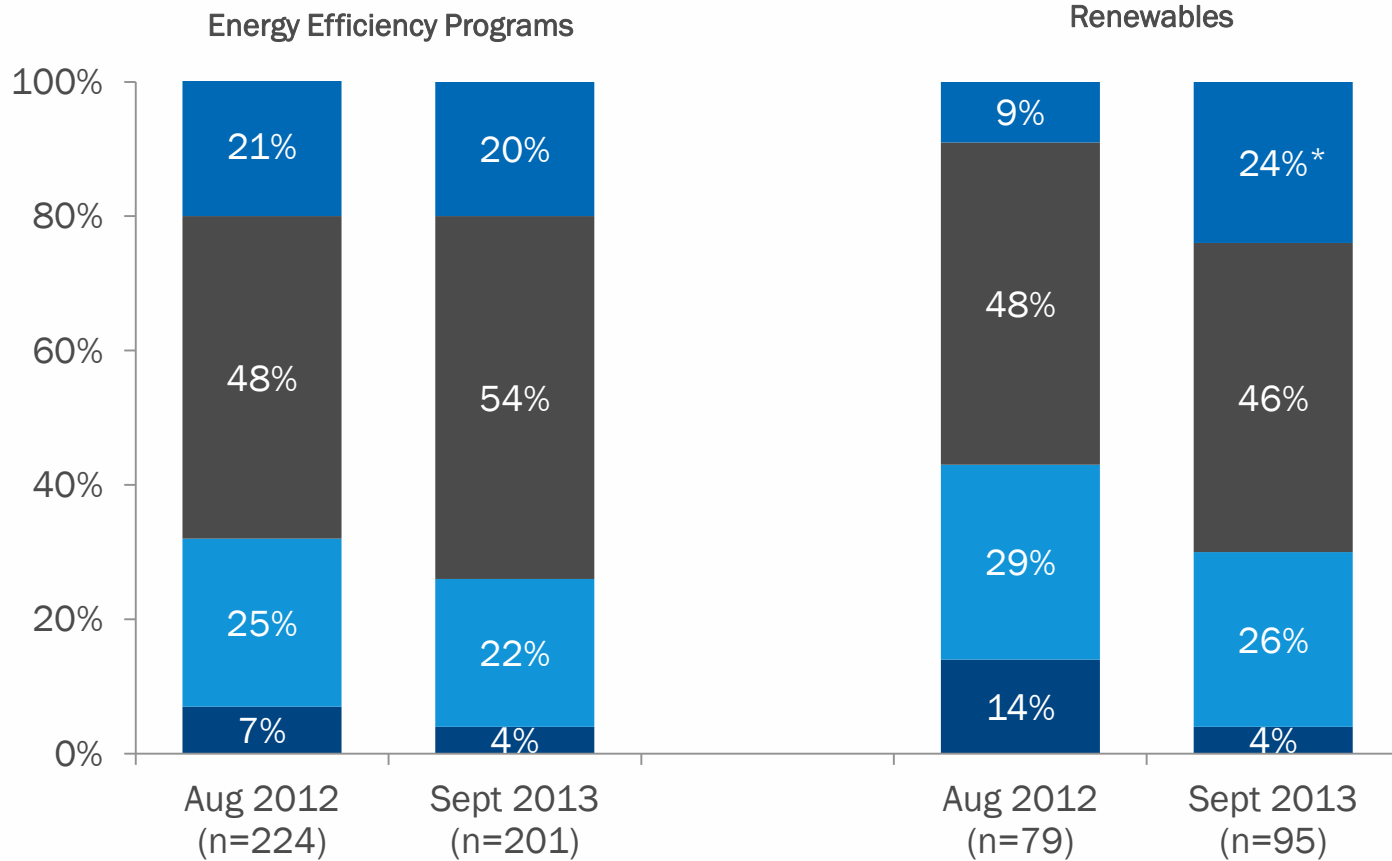


Are you aware of any programs in Connecticut that help people (save energy by making their homes more energy efficient/make use of renewable energy sources to meet their home energy needs)?



(Ask if aware of programs)
 How familiar are you with these programs?

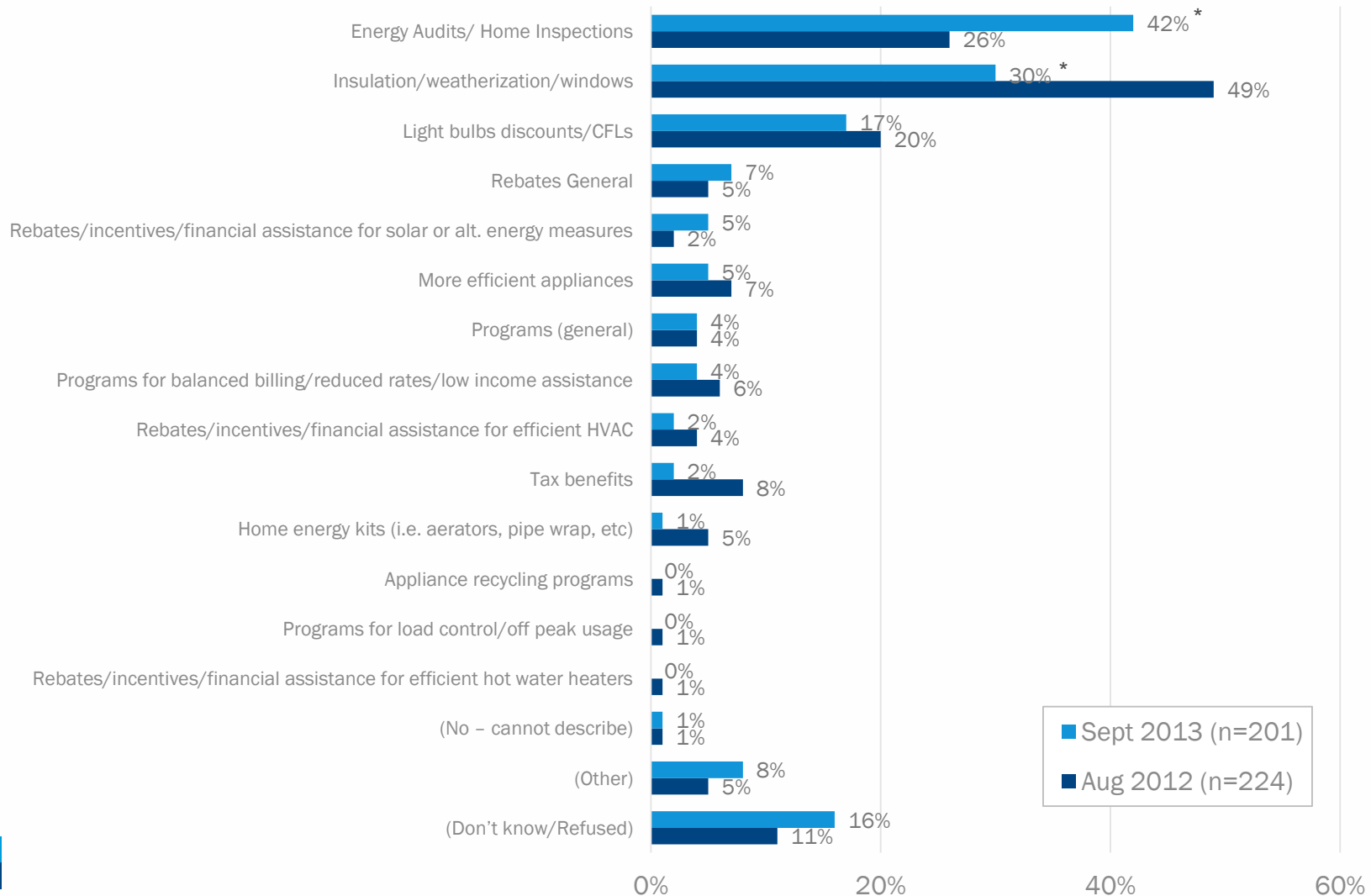
■ Not at all familiar ■ Not too familiar ■ Somewhat familiar ■ Very familiar



* Statistically different from 2012 at .05 level

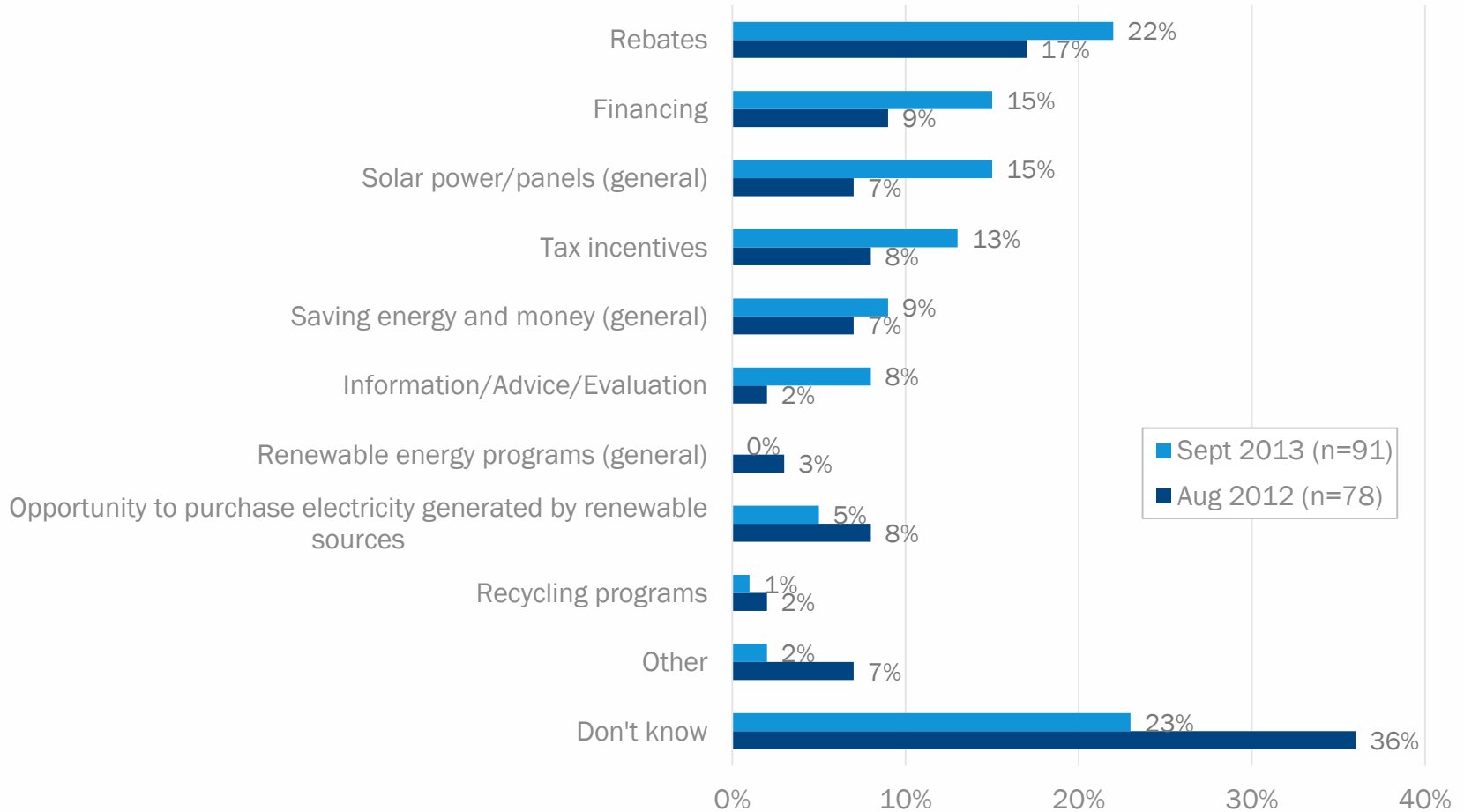
(Ask if aware of programs) Can you describe the type of help these programs offer to people who want to save energy by making their homes more energy efficient?

(Multiple responses accepted)



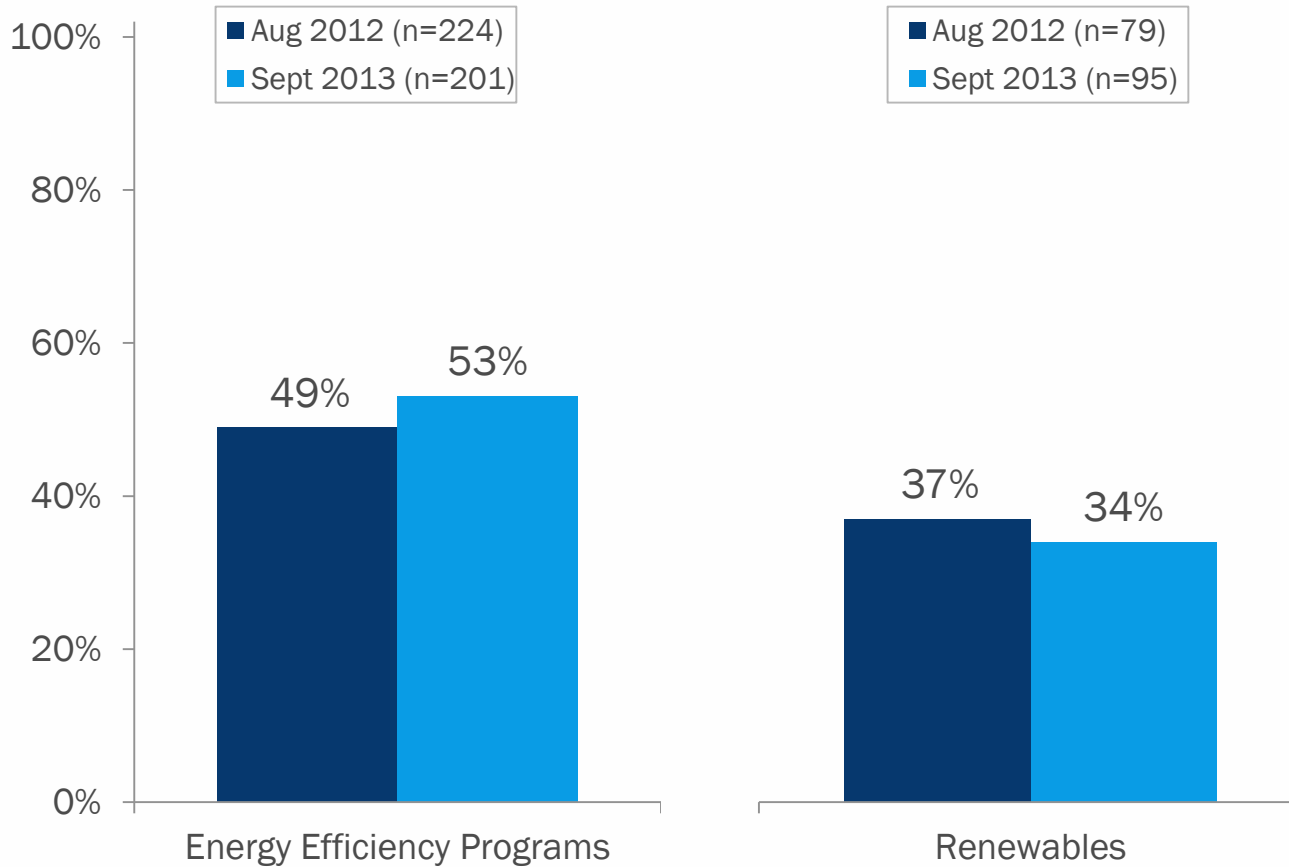
(Ask if aware of programs) Can you describe the type of help these programs offer to people who want to make use of renewable energy sources?

(Multiple responses accepted)



(Ask if *aware* of programs)

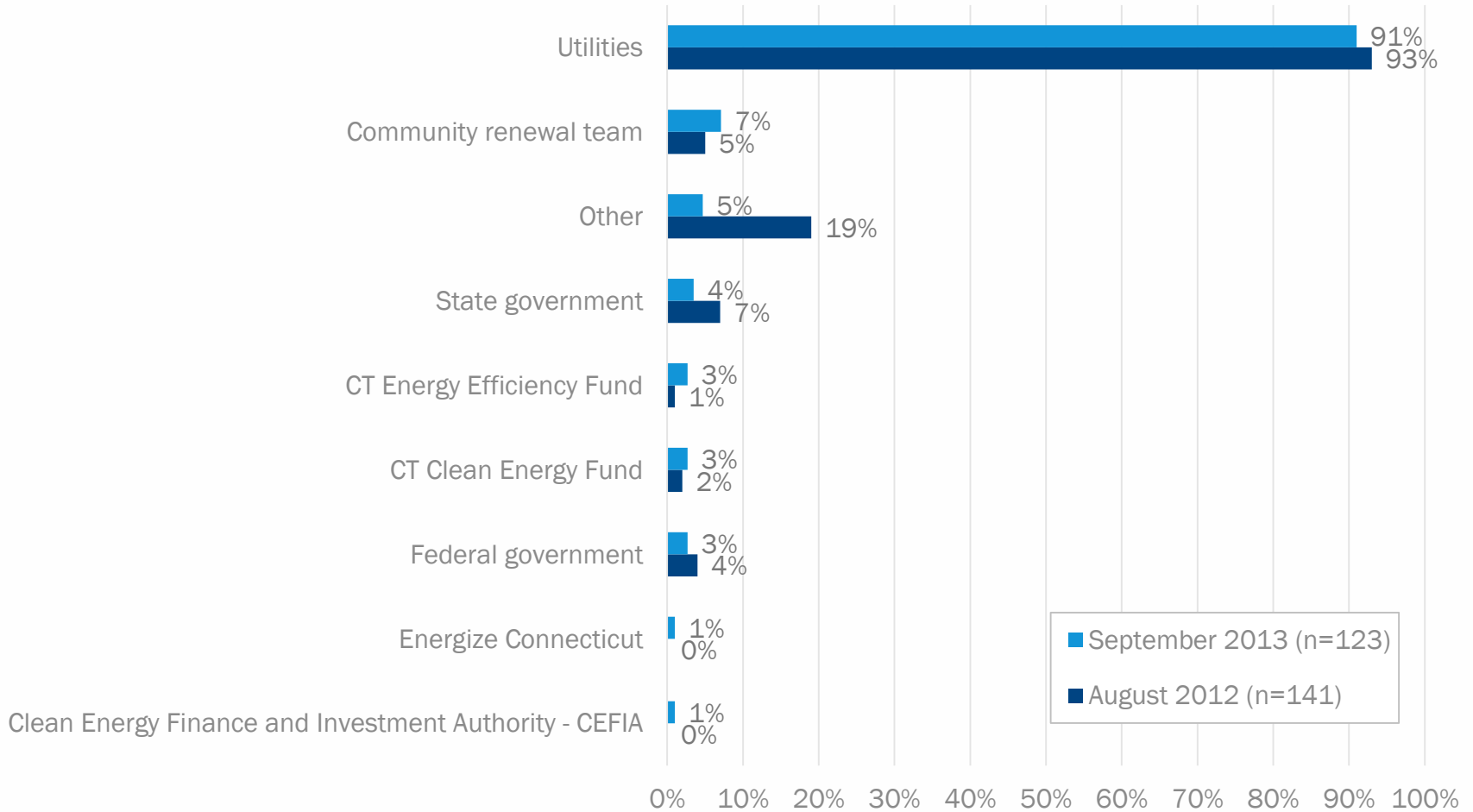
Can you name organizations that might offer programs to help people (save energy by making their homes more energy efficient/make use of renewable energy sources)?



(Results shown for those who can name organizations)

Can you name organizations that might offer programs to help people save energy by making their homes more energy efficient?

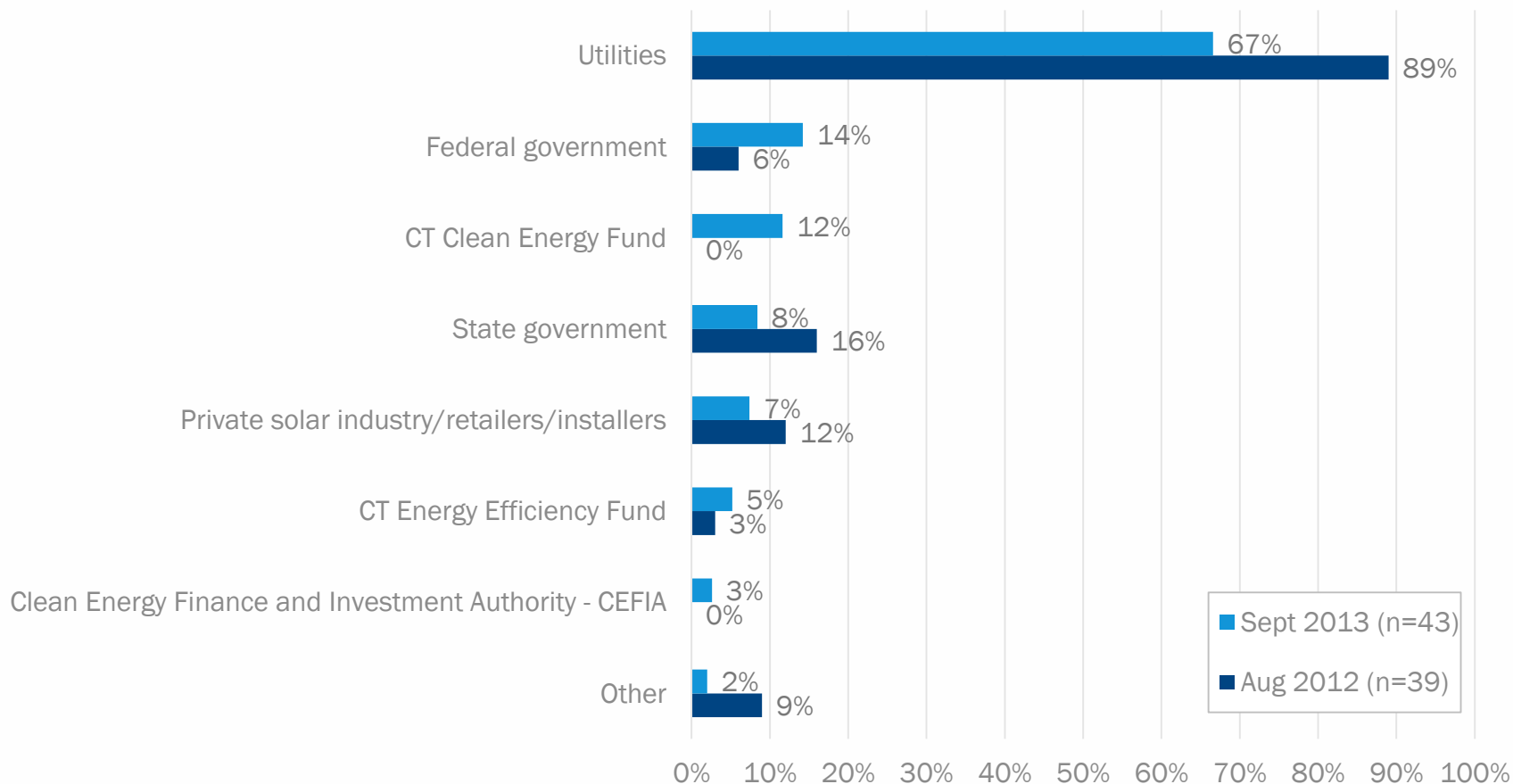
(Multiple responses accepted)



(Results shown for those who can name organizations)

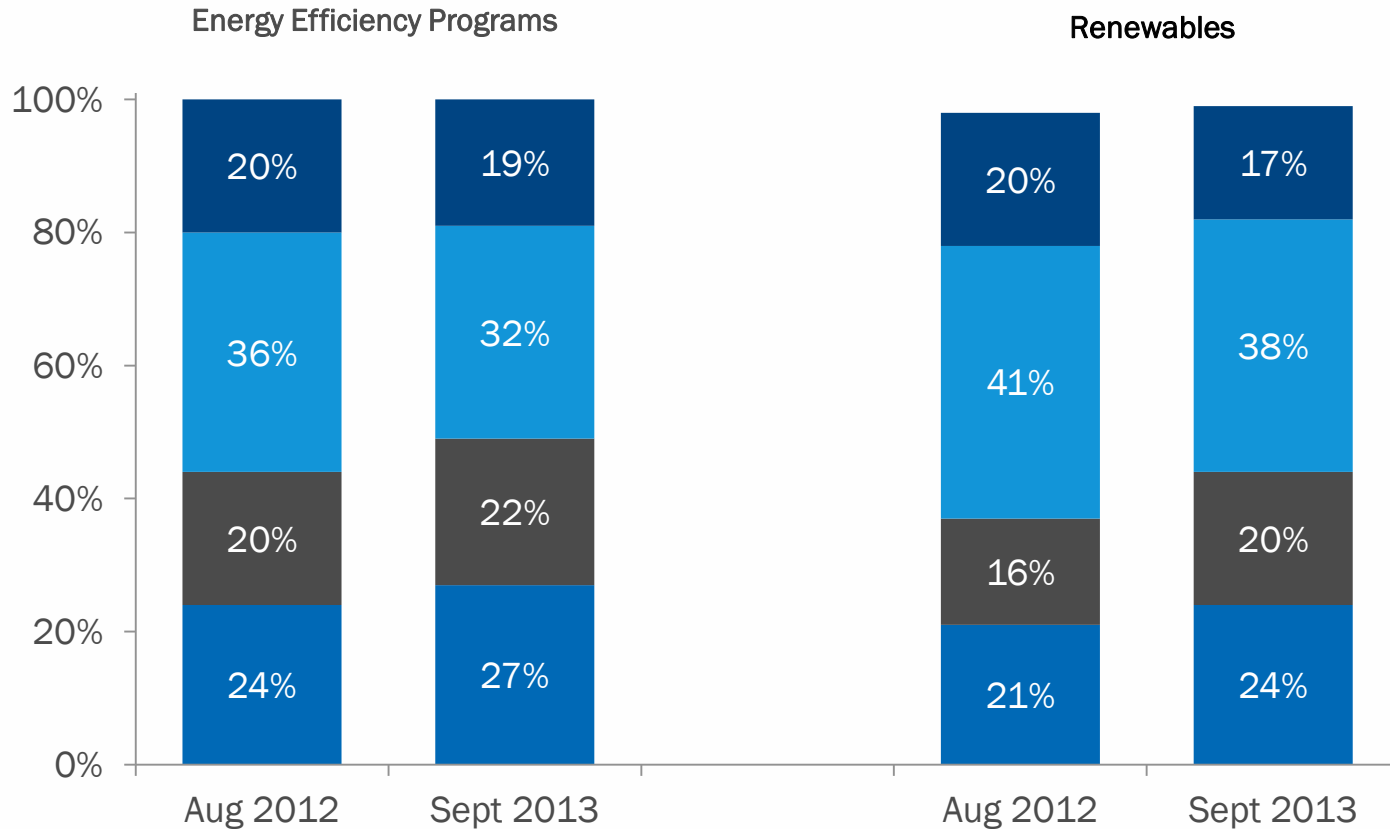
Can you name organizations that might offer programs to help people make use of renewable energy sources?

(Multiple responses accepted)



How interested are you in learning more about programs that could help you (save energy by making your home more energy efficient/make use of renewable energy sources)?

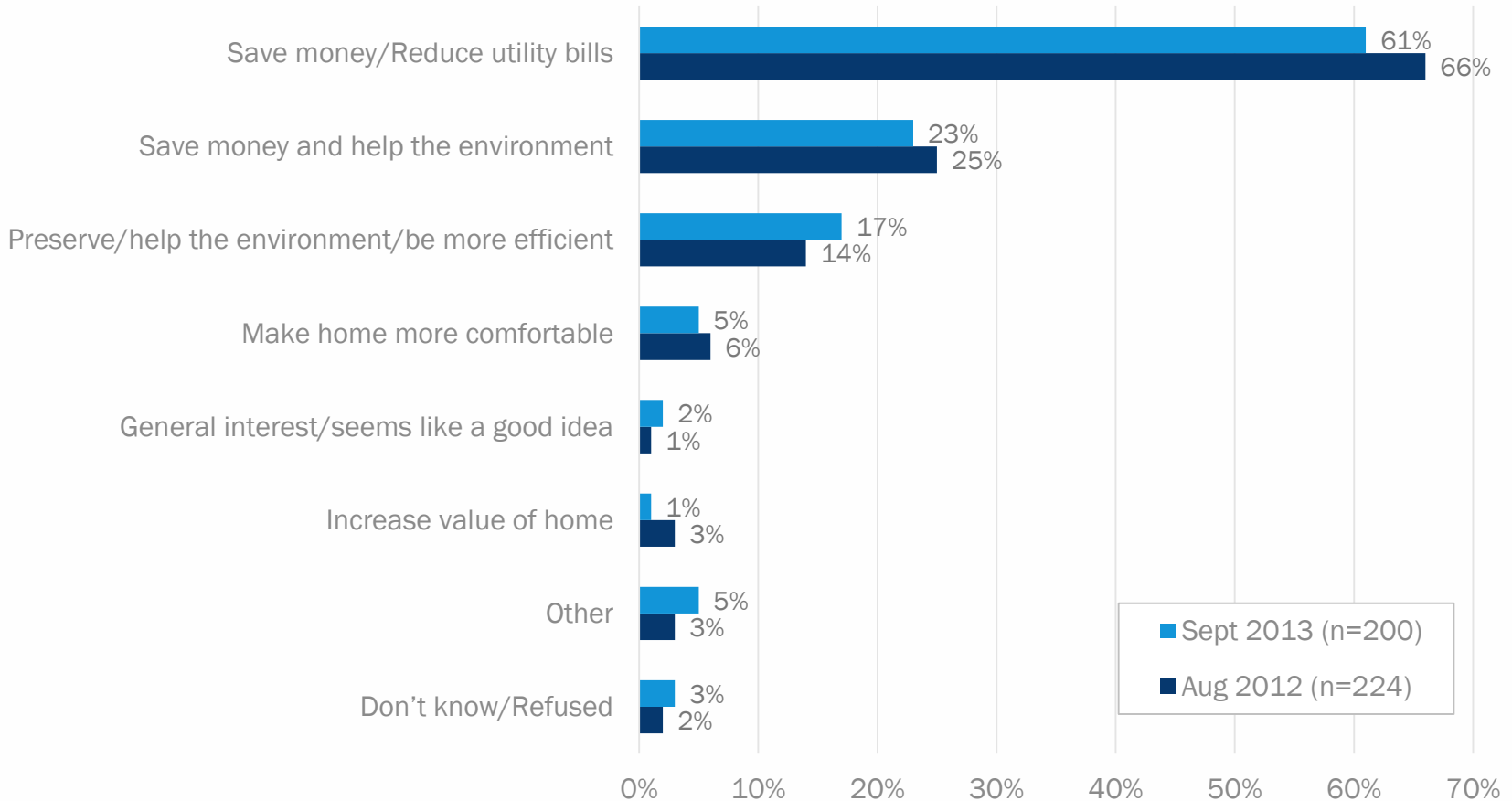
■ Not at all interested ■ Not too interested ■ Somewhat interested ■ Very interested



(Ask if very/somewhat interested)

Why would you say YOU are interested in making your home more efficient?

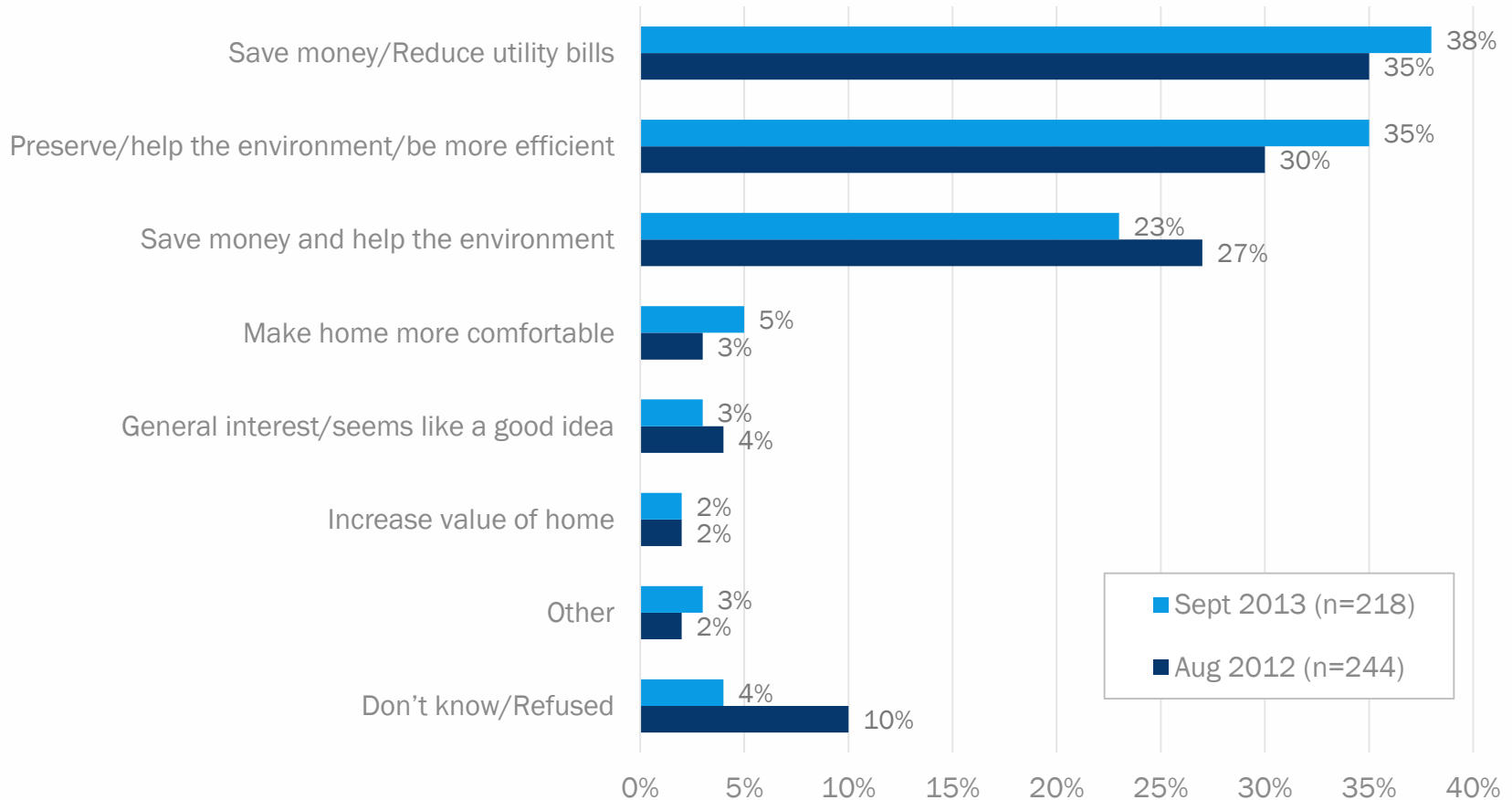
(Multiple responses accepted)



(Ask if very/somewhat interested)

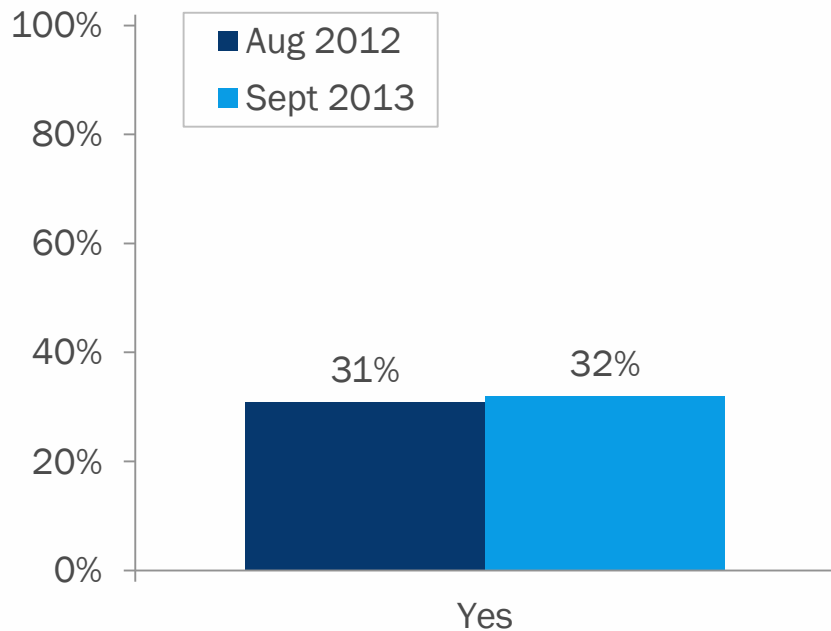
Why would you say YOU are interested in using renewable energy?

(Multiple responses accepted)

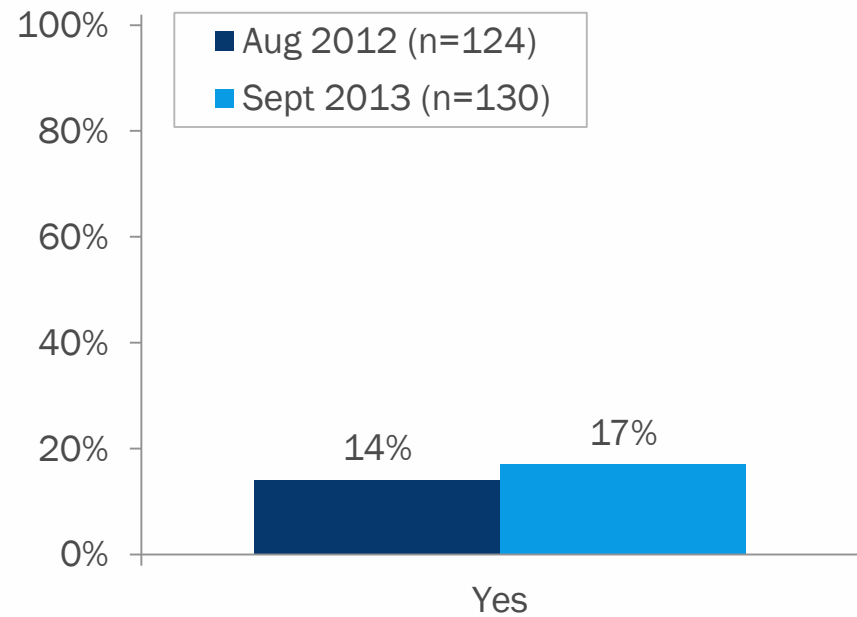


Resources to help you save energy in your home and make use of renewable energy

Have you ever attempted to find out what resources are available to help you save energy in your home or make use of renewable energy?



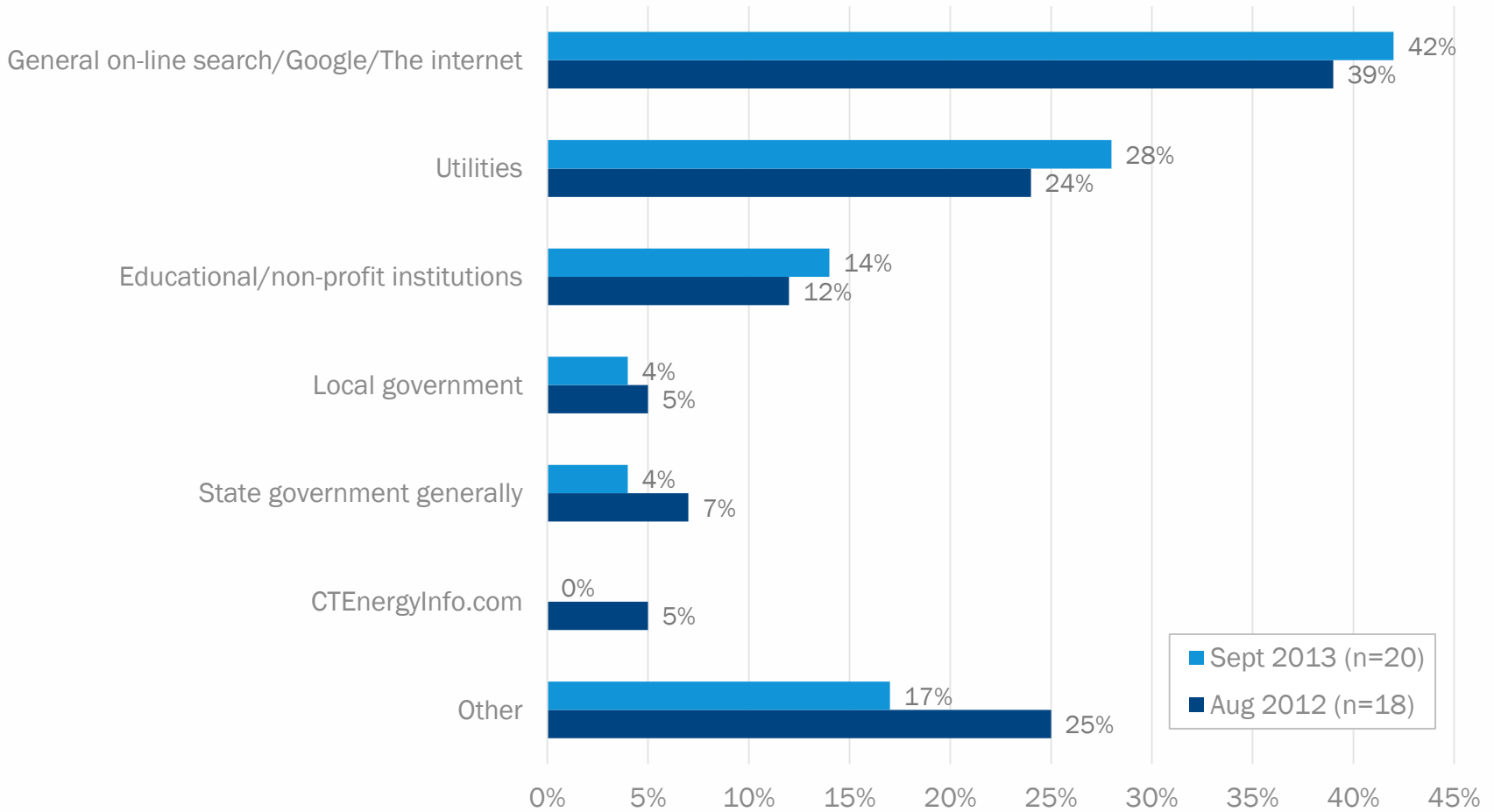
(If yes) Have you looked for this type of information in the past month?



(Ask if looked for information in the past month)

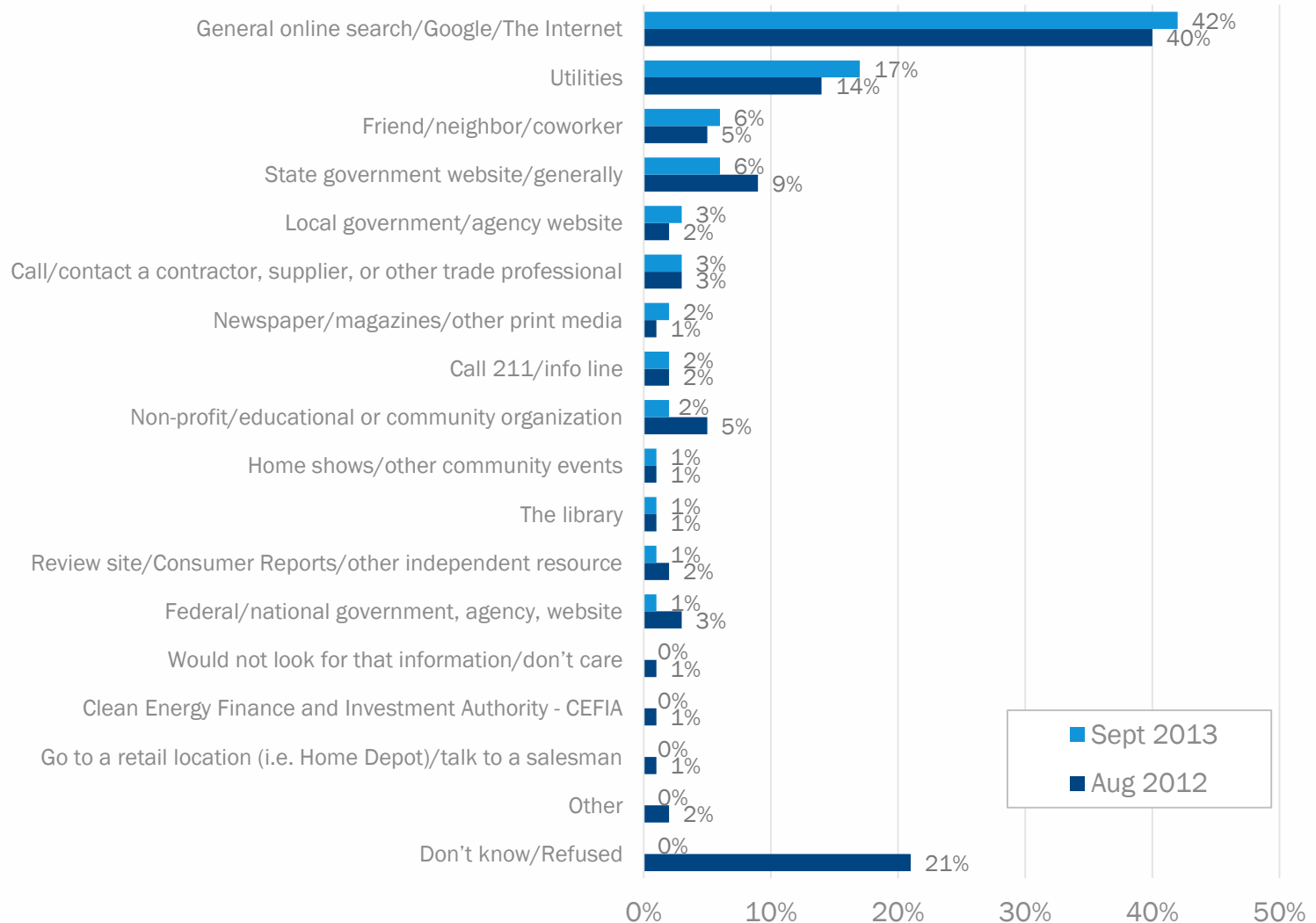
Where did you go for information?

(Multiple responses accepted)

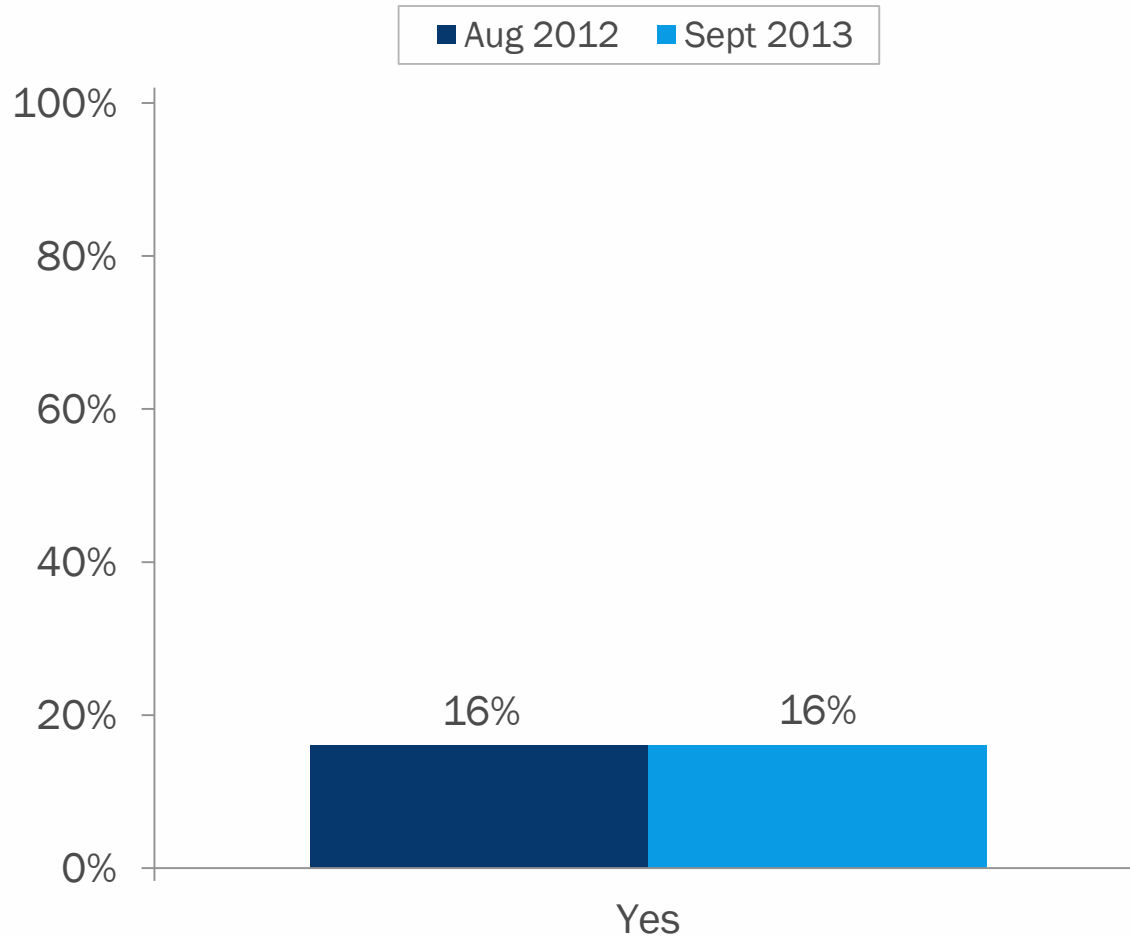


If you wanted to learn what resources are available to help you save energy in your home or make use of renewable energy, where would you go for TRUSTWORTHY information?

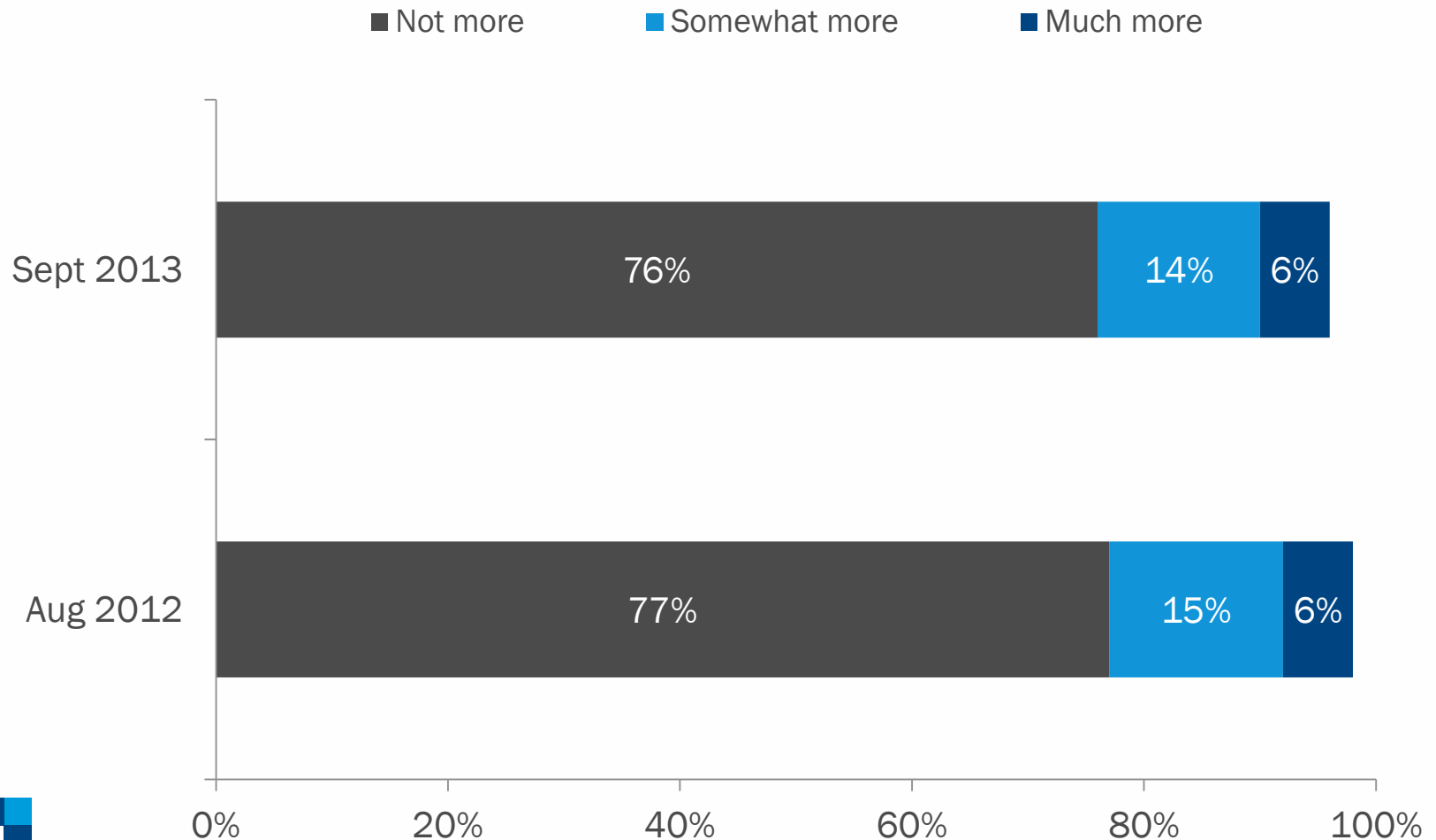
(Multiple responses accepted)



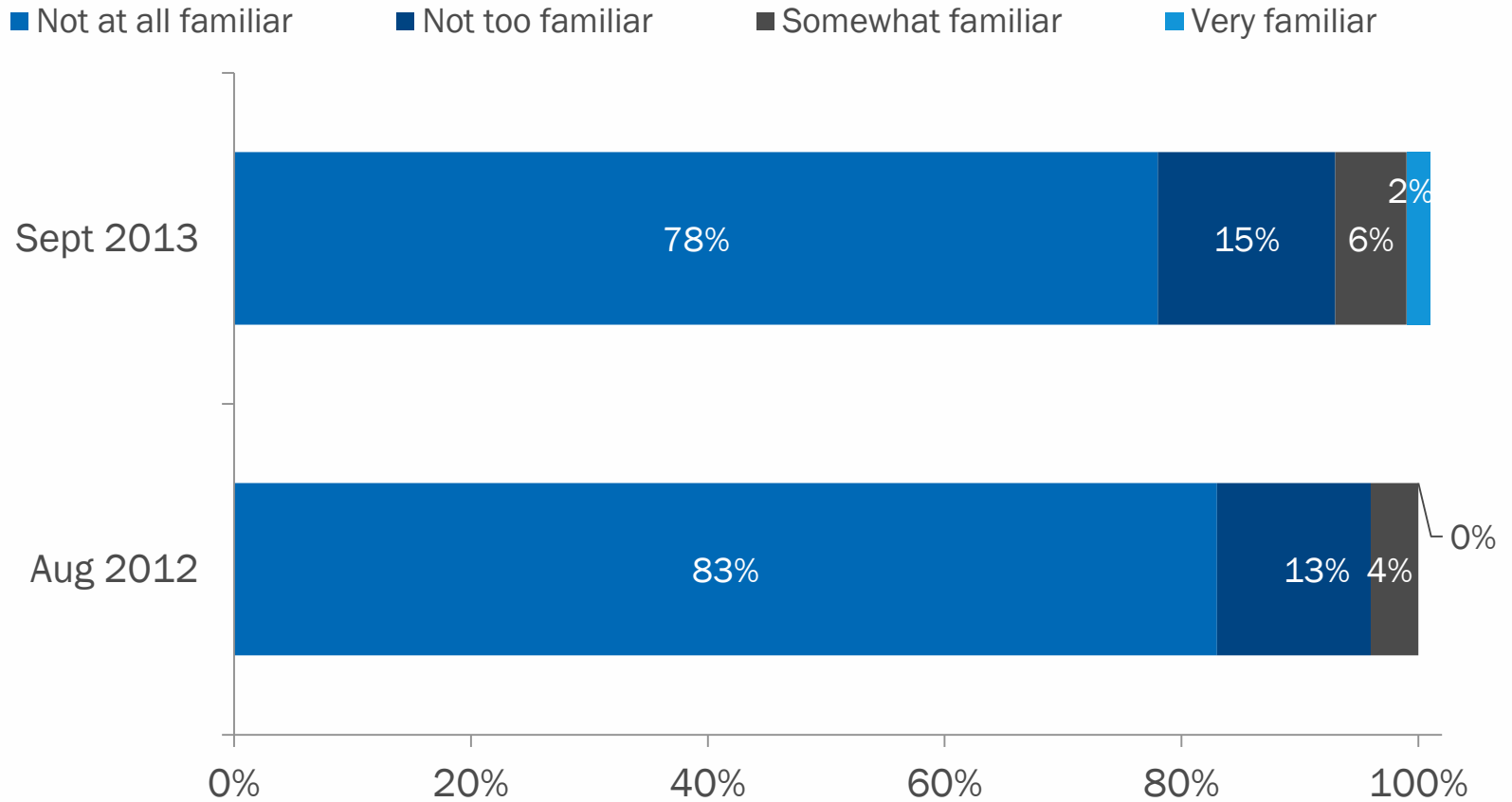
In the past month, have you read or heard anything about the resources that are available to help you save energy in your home or make use of renewable energy?



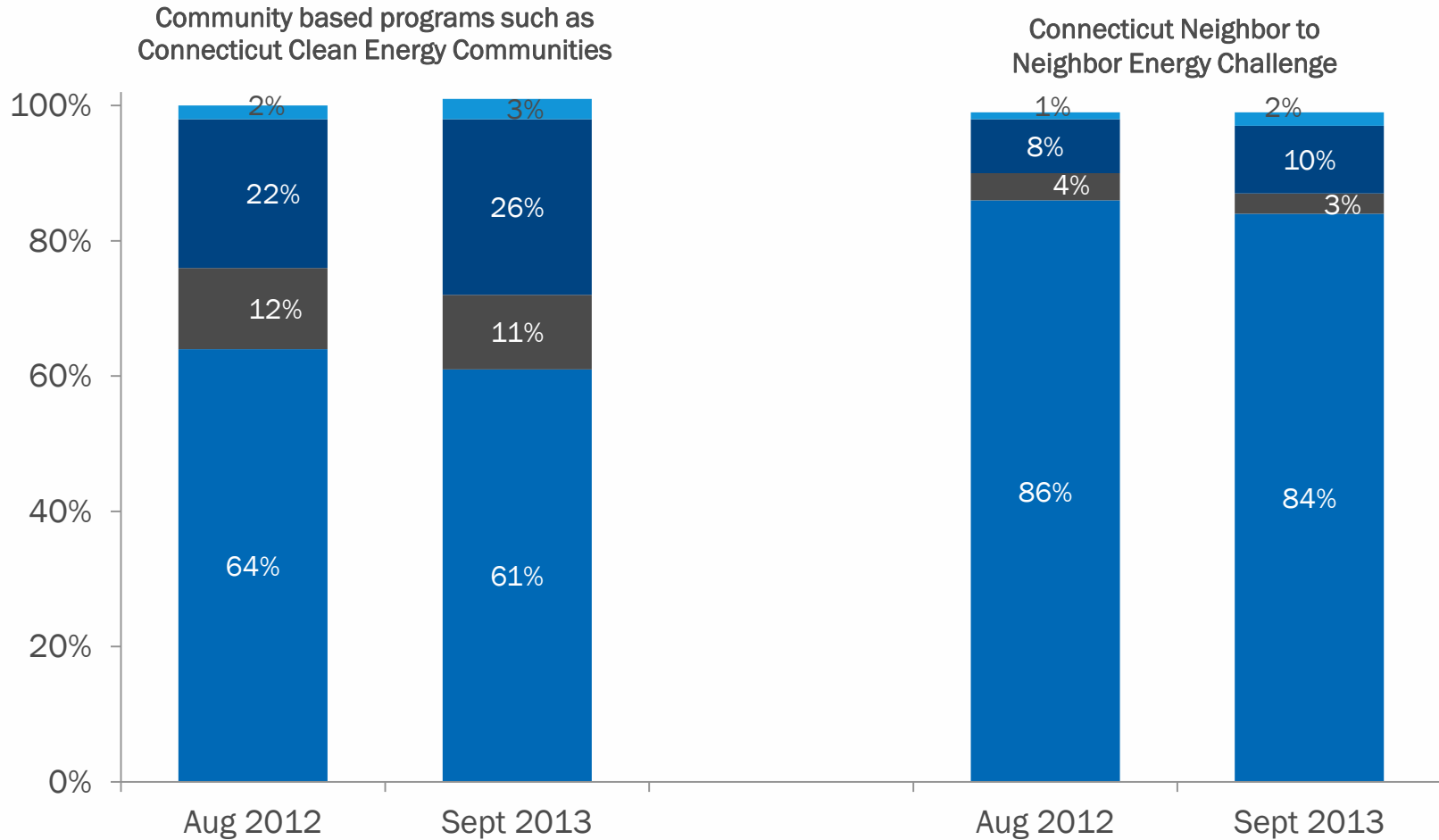
Compared to three months ago, are you more aware today about resources to save energy or use renewable energy, or not?
(If more aware) Would you say you are much more aware or somewhat more aware?



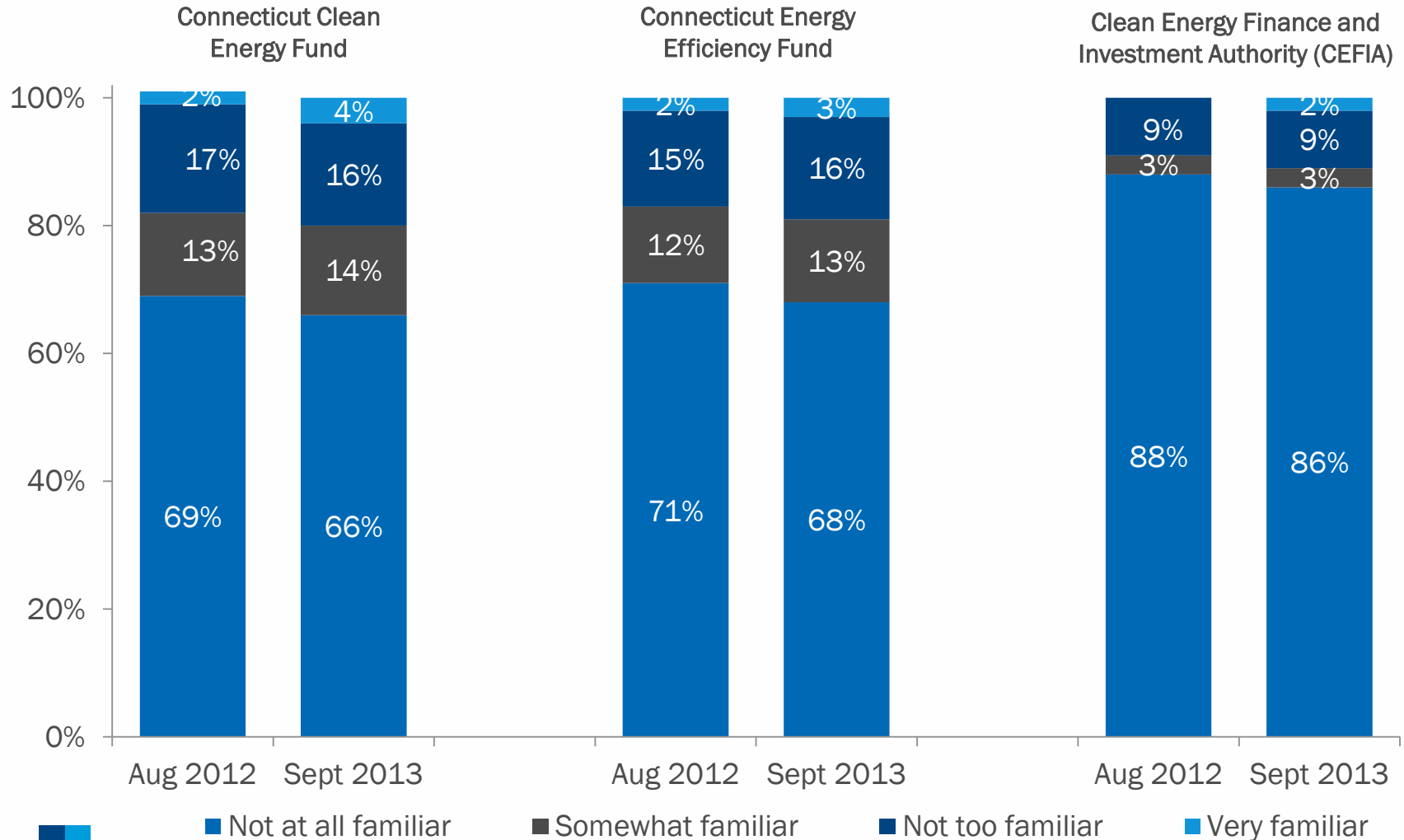
How familiar are you with Energize Connecticut?



How familiar are you with:

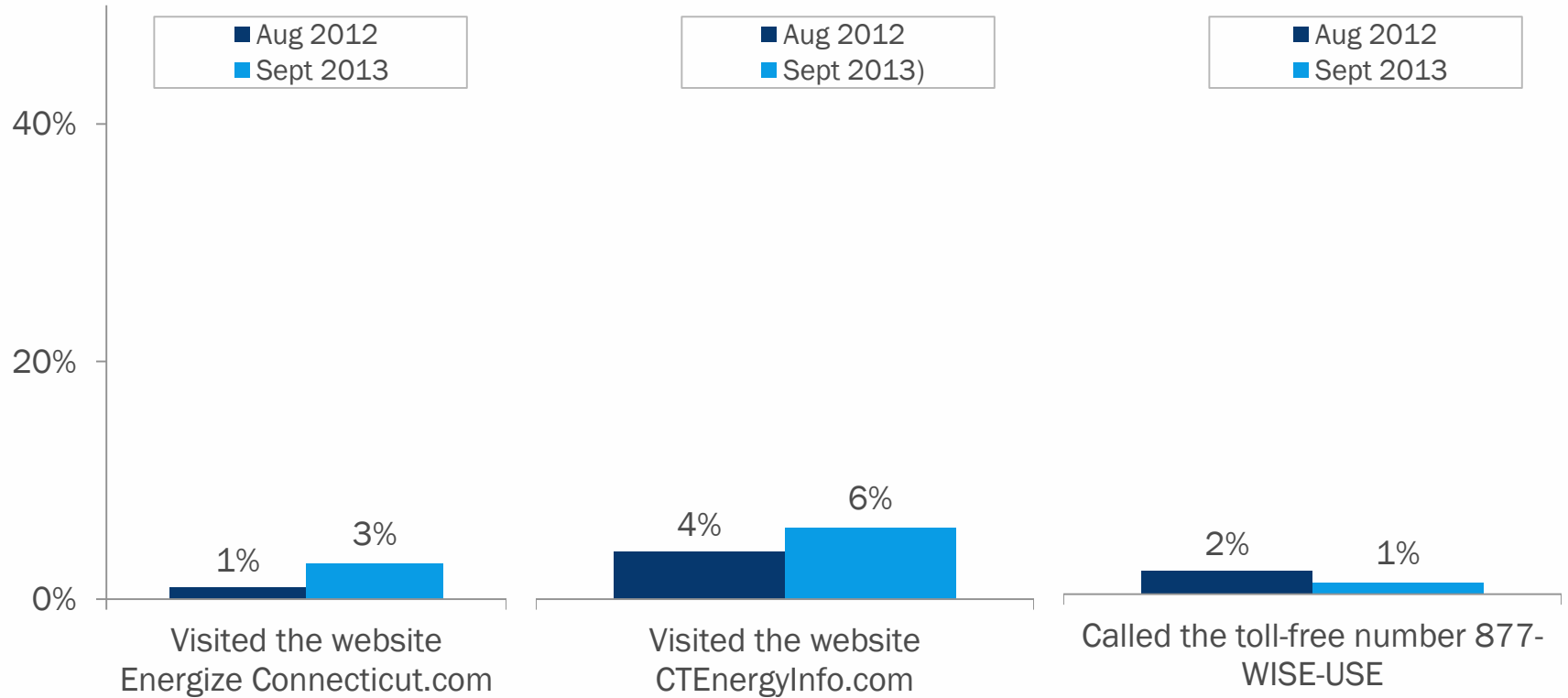


How familiar are you with:

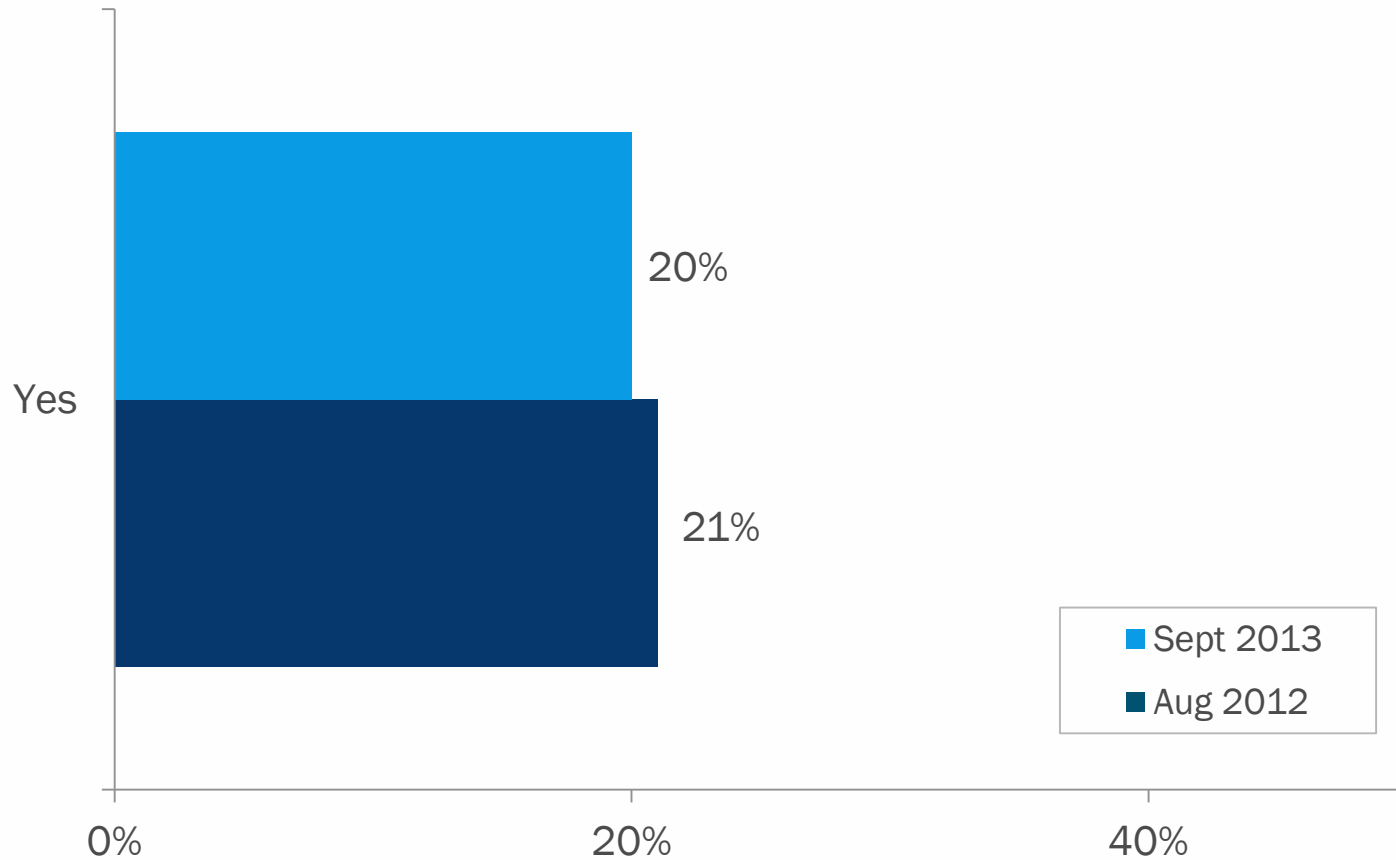


Have you ever...

(Based on all respondents, including those who are unaware)



Have you ever participated in a program to save energy at your home or one that helps you make use of renewable energy?



(Ask if participated in a program)

In which program did you participate?

