

The State of New Hampshire Energy Consumers Survey

RESEARCH REPORT

**Prepared for The State of New Hampshire Department of
Energy**

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ACKNOWLEDGEMENTS

Market Decisions Research would like to thank the State of New Hampshire Department of Energy for the opportunity to work with them on this project.



SUMMARY OF FINDINGS AND RECOMMENDATIONS

Residential Survey

Areas of Strength	
Understanding of Energy Efficiency	<p>New Hampshire residents possess a nuanced understanding of the term “energy efficiency”, with nearly half (45%) defining it as using less energy to meet daily needs while minimizing waste. This suggests a comprehensive grasp beyond mere cost considerations. Moreover, most residents (66%) ascribe high personal importance to energy efficiency, indicating a widespread consciousness of its broader impact on residents' lives.</p> <p>There is an opportunity for New Hampshire DOE to leverage this comprehensive understanding by developing and focusing public awareness campaigns on the broader and multifaceted benefits of energy efficiency beyond cost savings. Highlighting environmental impacts and improved quality of life can contribute to a more nuanced perspective and increased adoption of energy efficient standards, products and services.</p>
Environmental Awareness and Willingness to Act	<p>Despite limited awareness of alternative energy options in the state (68% not aware), solar energy enjoys significant recognition (75%). In addition, most residents (57%) expressed a willingness to pay higher upfront costs for long-term energy savings, while almost half (47%) strongly believe their households can take actions to use energy more efficiently. These findings showcase a commendable commitment to environmental sustainability among New Hampshire residents.</p>

Areas of Strength

Positive Attitudes and Behavioral Actions

Notable behavioral patterns, such as using energy-efficient lighting (83%) and turning off lights when leaving a room (77%), illustrate a proactive approach towards energy conservation. Furthermore, residents' belief in the positive environmental impact of their energy-efficient efforts – *with over one-third (38%) indicating they strongly agree that their efforts to be energy efficient will have a positive impact on the environment* – further solidifies a sense of personal responsibility.

New Hampshire DOE should reinforce and celebrate positive energy-efficient behaviors through community initiatives and recognition programs. Such initiatives would encourage residents to share their practices, fostering a sense of collective responsibility and community engagement.

Financial Impact of Energy Efficiency

A considerable number of New Hampshire residents (76%) believe financial incentives would be effective in promoting energy-saving activities, while nine-in-ten (86%) report that potential cost savings on energy bills are a very important factor when considering energy efficiency improvements. This economic perspective aligns energy conservation with financial prudence, potentially driving widespread adoption.

New Hampshire DOE has an opportunity to develop and implement financial education initiatives to empower residents with a deeper understanding of the long-term economic benefits of energy efficiency.

Areas to Explore	
Program Awareness and Participation Challenges	<p>Despite a strong emphasis on energy efficiency, a considerable percentage of residents are unfamiliar with important state programs. Bridging this awareness gap is crucial for program effectiveness.</p> <p>Minimal to no awareness of energy efficiency programs like NHSaves among residents (almost 60% of residents are either unfamiliar or have never heard of NHSaves) – particularly among residents in Southwestern New Hampshire and Hillsborough County and those residents who are either renters, low-to-middle-income, or between the ages of 18 and 34 – signals a potential disconnect between current communication initiatives and the communication realities and preferences of certain subpopulations in the state.</p> <p>New Hampshire DOE should devote additional resources to investigating this disconnect by engaging with representatives of these subpopulations and based on their input, tailoring communication efforts to better align with the realities and preferences of these subpopulations.</p>
Barriers to Energy Efficiency Initiatives	<p>Financial constraints emerge as a substantial barrier for a majority, indicating a need for targeted solutions, especially considering income-based disparities. The upfront investment often required for energy efficiency adoption can be prohibitively expensive, especially among low-income households, with 80% of residents saying that high upfront costs are a barrier currently preventing them from improving energy efficiency in their home. Tailoring financial assistance programs to address income-based disparities can ensure increased accessibility for low-income residents.</p> <p>Moreover, mistrust in government programs (31%) and concerns about product or service trustworthiness (59%) present intricate challenges that demand a deeper investigation for effective mitigation strategies.</p>

Areas to Explore	
Policy Awareness and Public Satisfaction	<p>Limited awareness (59%) of state energy efficiency policies coupled with mixed satisfaction levels (51% neither satisfied nor dissatisfied) points to an opportunity for enhanced communication and public engagement.</p> <p>The desire for increased financial incentives (59%) suggests a potential misalignment between current policies and public expectations, warranting a thorough policy review.</p> <p>These findings support the need for comprehensive public awareness campaigns to inform residents about existing energy efficiency policies.</p>
Accessing Information	<p>While a majority (83%) did not face challenges accessing energy efficiency resources, the reported struggles in knowing where to begin (33%) and navigating information (8%) necessitate user-centric improvements in information dissemination.</p> <p>New Hampshire DOE should strive to make their website more user-friendly and informative. There is an opportunity to develop centralized resources for residents to access information easily, accompanied by user-friendly guides and tutorials, addressing challenges related to information access.</p>
Trust and Effectiveness of Information Sources	<p>While residents exhibit a strong preference for online information (81%), the perceived ineffectiveness of state government websites (38% somewhat ineffective) underscores the need for enhancements in online communication strategies.</p> <p>The high trust in state government websites (52%) paradoxically contrasts with a significant proportion perceiving them as somewhat ineffective, signaling a potential need for transparency and improved communication.</p> <p>The DOE should collaborate with trusted community sources to disseminate information, building credibility and trust, addressing challenges related to trust in information sources.</p>

Organizations Survey

Areas of Strength	
Awareness and Concern	Nearly all organizations in New Hampshire reported that energy efficiency is important to their organization. Organizations in New Hampshire have also shown an increase in concern for energy issues over the past year, with 55% demonstrating a proactive approach towards addressing energy-related challenges. Furthermore, more than two-thirds (70%) of organizations agreed that their organization has a responsibility to reduce energy usage. These findings suggest a commitment from organizations throughout the state to stay ahead of evolving environmental concerns.
Environmental Responsibility	Nearly 40% of organizations strongly agreed that their efforts to be energy efficient and conserve energy would have a positive impact on the environment, reflecting a robust environmental consciousness. In addition, two-thirds (68%) foresee a growth in their organization's investment in energy efficiency over the next five years, signifying a sustained commitment to eco-friendly practices. This sense of environmental responsibility within organizations in New Hampshire showcases a collective dedication to sustainable practices and reducing ecological footprints.
Energy-Efficient Measures	<p>Around half of the respondent organizations monitor their organization's energy consumption once per month and most think financial incentives or lower upfront costs would be a good incentive for their own organization to be more energy efficient.</p> <p>Moreover, a noteworthy percentage of organizations have translated their commitment into action by implementing practical energy-efficient measures. Specifically, 44% utilize smart or programmable thermostats, and 38% actively address building leaks or worn-out weather stripping. Furthermore, many organizations have reported embracing energy-efficient solutions, and 64% would consider partnering with others in the future to collectively invest in energy efficiency projects, indicating a tangible commitment to operational sustainability.</p>

Areas to Explore	
Program Awareness and Engagement	<p>Despite notable strengths, there exist substantial gaps in awareness about key energy efficiency programs. For instance, 42% of organizations are unfamiliar with the energy efficiency revolving loan fund, and 45% lack awareness of the energy efficiency community block grant program. Moreover, around half felt a neutral level of satisfaction with the current energy efficiency initiatives offered by the state of New Hampshire. Bridging these awareness gaps presents an opportunity for organizations to leverage available resources for enhanced energy efficiency.</p>
Financial Barriers	<p>While organizations express a willingness to invest in energy efficiency, 72% perceive high upfront costs as a significant barrier. This underscores the importance of exploring innovative financial models to alleviate initial investment concerns. Simultaneously, addressing the challenge of limited access to incentives, as reported by 66% of organizations, is crucial for enhancing financial support structures.</p>
Communication and Education	<p>While nearly half of organizations (49%) feel adequately informed about energy efficiency, a significant minority (21%) perceives a lack of easy, accessible, centralized information. Addressing this gap is essential to ensuring that organizations have the information they need to make informed decisions. Additionally, the expressed interest (47%) in learning more about energy efficiency programs signals an opportunity for targeted educational campaigns to bridge knowledge gaps.</p>
Government and External Support	<p>Perceptions of the State of New Hampshire's effectiveness in providing information about energy efficiency programs are mixed, with 22% finding it ineffective. Addressing this perception is crucial for enhancing trust and engagement. Furthermore, the recommendation for the state to increase financial incentives (50%) underscores a desire for strengthened external support, suggesting potential areas for policy enhancements to bolster energy efficiency initiatives.</p>

METHODOLOGY

Research Objectives

The 2023 State of New Hampshire Department of Energy Consumers Survey had two distinct research objectives. The first included conducting a multi-mode residential survey combining an address-based and online panel sample to achieve a total of 1,100 completed surveys. The sample was stratified by income level with quotas set by key demographic characteristics to ensure participation by a diverse group of consumers across the state. The second objective included conducting a multi-mode organizational survey using a combination of email, mail, and phone to complete a minimum of 400 surveys with businesses in New Hampshire. Sample was stratified by business type (small business, municipality, or non-profit) to ensure participation by a wide range of businesses.

Survey Instrument Methodology - Residential Survey

The target population for the baseline residential survey included residential consumers of energy within New Hampshire above the age of 18. MDR utilized a dual-frame sample design with geographic stratification and demographic quotas to achieve a representative sample. This design relied on two different sample sources: an address-based sample (ABS) and an online panel sample. This sampling approach produces a probability sample that is representative of the target population with close to 100% coverage. The result was a representative sample with more precise estimates than can be achieved through either mode alone.

Sample

Address-Based Sample (ABS)

Address-based sample (ABS) is a probability-based sampling methodology that produces a random selection of households. It is more cost effective and representative than telephone surveying alone. The ABS component provides a core probability sample with near universal coverage of the target population. Using the ABS, MDR achieved a large statewide sample that was representative of the population by key demographic groups and regions.

MDR randomly drew ABS sample of New Hampshire households from their sampling partner, Marketing Systems Group (MSG), a leading global provider of sampling solutions for the survey research industry. MSG's ABS sample is based on the United States Postal Service (USPS) Computerized Delivery Sequency file and includes over 158 million U.S. addresses for all known residential and business addresses and PO boxes. MSG also appended key demographic information about the household to the sample such as age, income, education, and race/ethnicity of the household which allowed for targeted oversampling and survey stratification.

Voxco Audience Online Panel Sample

MDR used an online panel through Voxco® Audience to supplement the ABS sample. This approach offers several advantages. By adding the panel component, MDR increased the total number of surveys and

preciseness of final estimates at minimal cost while enhancing the ability to oversample important geodemographic subsets of the population, such as racial/ethnically diverse communities.

Push-To-Web Data Collection Approach

A push-to-web data collection approach encourages households who received a letter in the mail to complete the survey online. MDR's approach to push-to-web surveys is based on the "Tailored Design Method for Mail and Internet" as described by Dillman et. al (2014), which recommends multiple contact methods, clear and consistent visual design stimuli, and evidence of sponsorship.¹ This strategy achieves superior response rates and will engage a larger proportion of the ABS sampled population compared to both traditional mail and phone surveys.

Design of Residential Survey Mailing Materials

MDR printed and mailed invitation letters to randomly sampled household addresses. MDR worked with the Department and the EESE Outreach and Education committee to develop all communication materials including an initial one-page push-to-web invitation letter and a reminder post-card. The letter itself was carefully written on the Department's letterhead to enhance its authenticity. Mailing materials contained information about the survey and the sponsor, contact information for assistance, how to verify the survey, a QR code and URL link to access the survey, and a unique ID passcode for access and tracking purposes. The letter contained instructions on how to access the online survey and included MDR's toll-free number to contact the project manager for more assistance. The Department received proofs of all communication materials and approved these documents prior to data collection. MDR managed the printing and mailing of all survey materials with our print vendor, Printmail of Maine. The following steps outline the methods of the residential survey mailings:

- Initial invitation letter mailed to sampled households
- Reminder postcard mailed approximately seven to 10 days after initial letter to non-respondents
- Paper surveys mailed to consumers who do not have access to the internet, upon request

Quotas were set up online to ensure that respondent characteristics matched those of the population in terms of key demographic categories, such as age, gender, household type, and region of the state. The Voxco Audience online panel was to be fielded in the latter half of the ABS fielding. This allowed more observation of initial responses to the survey, analysis of trends by key demographics, and targeting of the panel survey using quotas and eligibility criteria to obtain adequate response from all key groups.

Residential Survey Incentives

Household residents who qualified for and completed the survey receive a \$10 incentive as a thank you for their time and effort. Incentives were provided in the form of an electronic gift card through the online incentive program Tremendous™.

¹ Dillman, D. A., Smyth, J. D., & Christian, L. M. (2014). *Internet, phone, mail, and mixed-mode surveys: The tailored design method*. John Wiley & Sons.

Survey Instrument Methodology – Organizations Survey

Organizations Survey Sampling

MDR developed a sampling methodology using a probability-based sample of employers in New Hampshire. The probability sample was selected at random from among all businesses with employees in the state. A variety of New Hampshire organizations, comprised of small businesses of less than 150 employees, non-profit entities, and municipalities were included in this study. The Organizations Survey screening criteria involved identifying businesses and organizations with their main office or headquarters located in New Hampshire. MDR worked with MSG to develop the sampling frame and drew the sample from their database. Using this list, MSG wrote a custom program to create a sampling frame of all firms meeting the sampling criteria and classify each by industry and number of employees in New Hampshire. The sample included the employer's name, employer size, industry type, employer location, and contact information.

Organizations Survey Data Collection Approach

For the organizations survey, MDR conducted a multi-mode email/push-to-web/phone strategy to recruit employers to participate, utilizing a similar ABS mailing approach as the consumer survey, with the addition of email and telephone calling to better reach those who were working remotely. Below is a breakdown of the approach:

- An initial **email invitation** sent to all records with an email address. The email explained the purpose of the survey, the importance of participation, provided assurance of confidentiality, and contact information of the project manager to answer any questions. It included a link that took respondents directly to the survey. At least three additional email reminders were sent to non-respondents over the data collection period.
- A **push-to-web invitation letter** was sent to all sampled organizations (including those with an email address) after the initial email. The letter contained the same information as the email, with instructions for completing the survey online (including a unique ID number to access the survey), a QR code for easy access to the survey, and a toll-free number to ask any questions or to complete the survey by telephone.
- One week after the initial mailing, MDR began **telephone follow-ups** and **reminder calls** to all non-respondents. The purpose of the calls was to verify receipt of the letter and confirm the appropriate contact at the company and correct email address. The respondents were given the opportunity to complete the survey over the phone at this time if desired.
- Up to five call attempts were made to each organization. Telephone follow-ups continued until the end of data collection.
- Additional **email invitations** and follow-ups were sent to new contacts/emails collected as part of the telephone follow-ups.

Organizations Survey Incentives

Organizations that passed quality checks, completed the survey, and could accept compensation for their time were offered a \$10 gift card incentive or charitable donation in their name via Tremendous™.

Data Collection Protocols

Residential Survey

The data collection process for the Residential Survey involved a combination of non-probability panel (online) and Address-Based Sample (ABS) data collection methods (push-to-web). For the online panel sample, invitations were sent through Voxco Audience to reach a diverse group of respondents. For the ABS sample, the sample was divided into two sample replicates. Each replicate was sent the following:

- A survey invitation letter.
- A reminder post-card, one week after the initial letter.
- A \$10 gift card incentive for complete surveys.

Organizations Survey

The Organizations Survey included a multi-mode data collection approach based on the type of contact information that is available for the organization. The following steps describe the process for organizations survey data collection:

- MDR reviewed the sample file to identify the availability of contact information.
- MDR first contacted sampled organizations by telephone to identify the appropriate contact person at the organization and to obtain contact information.
- If during this call, an email was obtained, an email link was sent to the identified respondent. An email was also sent to those sample records with an available email.
- An invitation letter was sent to reinforce the importance of their input.
- A reminder postcard was sent to those not responding to the initial email and letter.
- An email reminder email was sent to those not responding.
- Finally, telephone follow-ups were conducted to encourage survey completion and address any questions or concerns.
- A final email reminder was sent to ensure maximum participation.
- Those who completed the survey were provided with a \$10 incentive.

The final survey invitation letters, postcards, and emails utilized for recruitment can be found within the Appendix of this report.

Data Collection and Management

MDR's multi-mode data collection methodology emphasizes efficiency while allowing respondents to answer the survey in a way that is most convenient for them. The specific data collection approaches utilized for consumer and organizations surveys are described in more detail above. As data collection progressed, MDR identified any low responding groups. Each week during data collection, MDR pulled the data and examined the survey completes to determine the current number of completes across each sampling strata.

Voxco CATI and Online Data Collection Software

MDR uses online and CATI data collection software from industry-leader Voxco. The software provides dynamic, multimode data collection (telephone, online and data entry of paper surveys). Voxco is a single, integrated platform designed to optimize multi-mode studies. It increases respondent engagement by combining phone, online, and offline survey channels. This allowed MDR to seamlessly conduct online surveys with telephone follow-ups, maximizing survey response while minimizing interview costs. Voxco online can easily handle sophisticated logic, advanced skip patterns, and multi-media files. It also provides multi-language capability and automatic device detection for mobile-friendly survey design. The software allowed MDR to send out email invitations and reminders through the platform. The software also provided access to real-time survey data to get an early read of trends which was shared weekly to EESE.

Quality Control and Assurance

Quality Assurance Plan for Data Collection

MDR implemented a quality assurance plan to monitor data collection and provided weekly status report updates to the Department. The project manager was responsible for monitoring data quality and communicating with the Department about progress and any issues that arose during survey implementation. Voxco provided a summary of completed surveys by mode and date of completion. Using this information, MDR created a weekly data collection status report. In addition to reporting completes, ineligible, and refusals, the report included a summary of demographic breakdowns.

Data Security

MDR is committed to providing the highest level of security for sensitive and personal data and absolute confidentiality for all individuals. MDR respects the privacy of individuals, protects them from abuse and harm, and has put numerous safeguards in place to protect the confidentiality of any data collected from individuals. This includes strict protocols in terms of how we protect and share data with clients and others. MDR partners with a managed IT and cybersecurity services firm to review and update our policies annually to ensure we follow current best practices and the most up to date National Institute for Standards and Technology (NIST) Cyber Security Framework (CSF).

Data Quality Checks & Data Cleaning

Any survey process can result in erroneous reporting or recording of data. To ensure the accuracy of the data, MDR conducted data consistency checks during data collection and data processing. The first stage of this process involved checking all data to ensure that responses were consistent. This process involved ensuring respondents were asked appropriate questions based upon earlier responses to variables, skip patterns were followed based upon appropriate responses to earlier items, and respondents provided consistent answers to questions on related concepts.

Initial steps of data consistency checks were programmed into Voxco to identify and prevent errors during data collection. MDR developed a data quality check program that was used throughout data collection to identify other data quality issues, including data inconsistency and extreme values.

Upon completion of data collection, MDR exported the raw data from Voxco into SPSS, where it was cleaned and verified. A final dataset was created that included variable and value labels for all variables within the data set along with a category for missing values. This data set was used to create the final data set which includes relevant sample and computed variables, weights, and imputed variables.

Coding Verbatim Comments

MDR exported responses to all open-ended questions which were then coded and categorized by research staff. Specific thematic tags were applied to any open-ended responses to allow for quantitative analysis. MDR also provided a complete, de-identified compendium of all verbatim responses to open-ended questions for use by the Department and EESE.

Data weighting

Based on the analytical and reporting needs of the Department, MDR calculated analytical weights and included these weights in the final data set. The specific weights needed were determined based on the Department needs and detailed in the analytical plan.

MDR calculated an initial base weight that is the inverse of the probability of selection for the resident or organization, a non-response weighting adjustment, and a post-stratification adjustment by demographics for consumers (such as gender, age, and income) or organization characteristics for businesses (such as region and size) to normalize the sample to the population in New Hampshire. This allowed data to be generalized to all residential consumers and organizations with two or more employees in New Hampshire. The data was weighted to reflect the sampling design and to normalize the data to the target population of the two surveys. More specific information on weighting can be found in the analytical plan that was provided to the Department in a separate document.

Final Data Set & Data Dictionary

MDR has provided the final data sets for each of the two surveys in SPSS and Excel formats. MDR compiled a data dictionary for each. The data dictionary contains the complete details on all the variables contained within the dataset including:

- The variable identifier
- The variable name (variable label)
- The type of variable (survey question, ID variables, variables computed from survey questions, sample variable, weighting variable)
- The population to which the variable applies.
- Missing values
- The values for categories associated with the variable.

Data Compendium

MDR provided a comprehensive data compendium consisting of the analysis of survey questions and computed variables including tabulations broken out by key resident characteristics. This included a design that consists of tables with point estimates, population counts, and upper and lower confidence intervals. The

comprehensive data compendium was completed in Microsoft Excel and included a table of contents to access results.

MDR broke out the survey results for the residential survey by the following variables and included them as tabs in the data compendium:

- Age
- Income
- Home ownership
- Geographic location

MDR broke out the survey results for the organizational survey by the following variables and included them as tabs in the data compendium:

- Geographic location
- Size (for business & organization only)

Number of Completes

In total, 1,691 surveys were obtained during this data collection. 1,209 were from the residential survey and 482 were from the organizations survey.

The table below shows the number of completed surveys and sampling errors for the residential survey:

	Frequency	Percent	Sampling Error
Push-to-web sample	700	58%	±3.7%
Panel Sample	509	42%	±4.3%
Total	1,209	100%	±2.8%

The table below shows the number of completed surveys and sampling errors for the organizations survey:

	Frequency	Percent	Sampling Error
Push-to-web sample	313	65%	±5.5%
Telephone	97	20%	±10.0%
Panel Sample	72	15%	±11.6%
Total	482	100%	±4.5%



DETAILED FINDINGS: RESIDENTIAL SURVEY



EE010 - What does the term energy efficiency mean to you?

**Answers from each resident for this question may have contained content that was applicable to multiple categories. As a result, the total percentage may not sum to 100%.*

(n = 1,161)

	Overall
Less energy to meet needs with minimal waste	45%
Cheap or affordable energy/ Cost effective	28%
Reducing energy consumption/ Mindful usage	20%
Less resource-intensive appliances and devices	11%
Environmentally friendly/ Clean energy	6%
Well-insulated home	5%
Other	4%

Summary

Almost half (45%) of residents said that energy efficiency means using less to meet needs while also minimizing waste. More than one quarter (28%) said the term means cheap or cost-effective energy to them.

EE02 - How important is energy efficiency to you personally?

(n = 1,192)

	Very Important	Somewhat Important	Somewhat Unimportant	Not At All Important
Overall	66%	32%	1%	1%
Age Categories				
18-34 years old	62%	38%	1%	-
35-44 years old	72%	25%	2%	1%
45-54 years old	55%	45%	<1%	<1%
55-64 years old	65%	32%	1%	3%
65+ years old	77%	23%	<1%	<1%
Annual Household Income				
Under \$25,000	71%	27%	<1%	2%
\$25,000 to \$49,999	60%	35%	5%	-
\$50,000 to \$74,999	65%	35%	-	-
\$75,000 to \$99,999	74%	25%	<1%	1%
\$100,000 to \$149,999	64%	36%	-	-
\$150,000 or more	62%	37%	-	1%
Type of Residence				
Own	67%	32%	1%	1%
Rent	66%	33%	1%	<1%
Other	83%	16%	1%	-
Reduced Expenses to Pay Energy Bills				
None	66%	33%	<1%	1%
1 or 2 months	53%	46%	<1%	-
3 to 6 months	69%	31%	<1%	-
Over 6 months	78%	11%	5%	6%

Summary

Overall, most residents (66%) said that energy efficiency is personally very important. Very few reported energy efficiency as not at all important to them (1%).

EE03 - Would you say your concern over energy issues has increased, decreased, or remained the same over the past year?

(n = 1,176)

Summary

Nearly two-thirds (66%) said that their concern over energy issues has increased while 32% said it remained the same.

	Increased	Remained the Same	Decreased
Overall	66%	32%	1%
Age Categories			
18-34 years old	72%	28%	<1%
35-44 years old	73%	26%	2%
45-54 years old	58%	42%	<1%
55-64 years old	65%	33%	3%
65+ years old	63%	36%	1%
Annual Household Income			
Under \$25,000	66%	33%	1%
\$25,000 to \$49,999	75%	25%	<1%
\$50,000 to \$74,999	73%	26%	1%
\$75,000 to \$99,999	75%	24%	1%
\$100,000 to \$149,999	68%	31%	<1%
\$150,000 or more	52%	47%	1%
Type of Residence			
Own	64%	34%	1%
Rent	73%	27%	<1%
Other	60%	39%	1%
Reduced Expenses to Pay Energy Bills			
None	62%	38%	1%
1 or 2 months	86%	14%	-
3 to 6 months	78%	21%	1%
Over 6 months	84%	9%	6%

EE04 - How strongly do you agree with the following statement?: There are things you and others in your household can do, or steps you can take, to use energy more efficiently.

(n = 1,195)

Summary

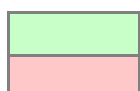
Almost half (47%) of residents strongly agreed that there are things their household can do to use energy more efficiently.

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
Overall	47%	38%	8%	4%	3%
Age Categories					
18-34 years old	51%	33%	9%	4%	2%
35-44 years old	41%	44%	7%	5%	3%
45-54 years old	50%	39%	7%	3%	1%
55-64 years old	39%	41%	9%	7%	4%
65+ years old	52%	34%	8%	3%	2%
Annual Household Income					
Under \$25,000	42%	34%	15%	7%	2%
\$25,000 to \$49,999	53%	30%	7%	3%	7%
\$50,000 to \$74,999	47%	34%	14%	3%	3%
\$75,000 to \$99,999	48%	43%	7%	3%	-
\$100,000 to \$149,999	48%	43%	6%	2%	<1%
\$150,000 or more	46%	38%	7%	8%	1%
Type of Residence					
Own	46%	39%	8%	5%	2%
Rent	52%	33%	9%	2%	4%
Other	52%	47%	2%	-	-
Reduced Expenses to Pay Energy Bills					
None	46%	39%	8%	4%	2%
1 or 2 months	51%	37%	7%	3%	2%
3 to 6 months	51%	35%	6%	3%	4%
Over 6 months	52%	29%	2%	9%	8%

EE05 - Are you aware of any environmentally friendly energy options available in your area?

(n = 963)

	Yes	No
Overall	32%	68%
Age Categories		
18-34 years old	23%	77%
35-44 years old	28%	72%
45-54 years old	33%	67%
55-64 years old	36%	64%
65+ years old	45%	55%
Annual Household Income		
Under \$25,000	15%	85%
\$25,000 to \$49,999	17%	83%
\$50,000 to \$74,999	22%	78%
\$75,000 to \$99,999	35%	65%
\$100,000 to \$149,999	32%	68%
\$150,000 or more	53%	47%
Type of Residence		
Own	38%	62%
Rent	15%	85%
Other	55%	45%
Reduced Expenses to Pay Energy Bills		
None	37%	63%
1 or 2 months	30%	70%
3 to 6 months	17%	83%
Over 6 months	13%	87%



Significantly higher than the overall percentage (at 95% confidence)

Significantly lower than the overall percentage (at 95% confidence)

Summary

More than two-thirds (68%) said that they are not aware of environmentally friendly energy options in their area. Respondents with annual income under \$25,000 were significantly more likely to be unaware of the options in their area (85%) compared to those making \$150,000 or more annually (47%).

EE050 - Are you aware of any environmentally friendly energy options available in your area?

Options specified by those who responded 'Yes' to EE05.

**Answers from each respondent for this question may have contained content that was applicable to multiple categories. As a result, the total percentage may not sum to 100%.*

(n = 318)

	Overall
Solar	75%
Provider that lets me choose sustainable energy supplier	7%
Electric (from renewable source)	5%
Geothermal	5%
Wind	4%
Heat pumps (non-geothermal)	4%
Rebate program (e.g., NHSaves)	4%
Propane	1%
Natural gas	1%

Summary

Of those who reported that they are aware of options, the majority reported that they are aware of environmentally friendly energy options in their area in the form of solar energy. Other top responses include a provider that allows them to choose a sustainable supplier (7%) and electric from a renewable source (5%).

EE06_A1 - How familiar are you with the following energy efficiency programs and incentives in New Hampshire?: New Hampshire SAVES programs - utility sponsored energy efficiency programs.

(n = 1,171)

	Very Familiar	Somewhat Familiar	Unfamiliar	Never Heard of It
Overall	9%	31%	33%	26%
Age Categories				
18-34 years old	7%	25%	29%	39%
35-44 years old	8%	25%	36%	32%
45-54 years old	11%	37%	32%	20%
55-64 years old	12%	38%	32%	18%
65+ years old	10%	34%	38%	18%
Annual Household Income				
Under \$25,000	8%	22%	42%	28%
\$25,000 to \$49,999	3%	26%	34%	37%
\$50,000 to \$74,999	9%	28%	34%	30%
\$75,000 to \$99,999	13%	37%	32%	19%
\$100,000 to \$149,999	6%	33%	32%	29%
\$150,000 or more	14%	37%	28%	21%
Type of Residence				
Own	11%	34%	34%	21%
Rent	4%	23%	31%	42%
Other	4%	23%	48%	26%
Reduced Expenses to Pay Energy Bills				
None	11%	34%	33%	23%
1 or 2 months	2%	29%	44%	26%
3 to 6 months	8%	23%	26%	43%
Over 6 months	5%	28%	24%	43%
Region				
Northern New Hampshire (Grafton & Coos Counties)	8%	30%	37%	25%
Central New Hampshire and Lakes Region (Belknap, Carroll & Merrimack Counties)	12%	31%	42%	16%
Southwestern New Hampshire (Cheshire & Sullivan Counties)	3%	38%	21%	39%
Hillsborough County	10%	29%	30%	31%
Seacoast (Strafford and Rockingham Counties)	8%	34%	34%	24%

Summary

One-third (33%) of residents are unfamiliar with the New Hampshire SAVES program. Another 31% are only somewhat familiar with the program.

Compared to other regions, a greater proportion of residents residing in Southwestern New Hampshire (39%) and Hillsborough County (31%) report that they have never heard of the program.

EE06_A1 - How familiar are you with the following energy efficiency programs and incentives in New Hampshire?: New Hampshire SAVES programs - utility sponsored energy efficiency programs.

SELECT DEMOS BY REGION

NH RENTERS (BY REGION) Total n=240	Very Familiar	Somewhat Familiar	Unfamiliar	Never Heard of It
Hillsborough County (n=94)	5%	19%	28%	48%
Seacoast (Strafford and Rockingham Counties) (n=63)	3%	26%	28%	44%
Southwestern New Hampshire (Cheshire & Sullivan Counties) (n=26)	2%	36%	20%	42%
Northern New Hampshire (Grafton & Coos Counties) (n=15)	<1%	22%	54%	24%
Central New Hampshire and Lakes Region (Belknap, Carroll & Merrimack Counties) (n=42)	6%	24%	47%	24%

NH RESIDENTS AGES 18-34 (BY REGION) Total n=175	Very Familiar	Somewhat Familiar	Unfamiliar	Never Heard of It
Hillsborough County (n=60)	7%	18%	25%	50%
Southwestern New Hampshire (Cheshire & Sullivan Counties) (n=20)	1%	41%	12%	46%
Northern New Hampshire (Grafton & Coos Counties) (n=18)	11%	14%	41%	35%
Seacoast (Strafford and Rockingham Counties) (n=49)	2%	38%	28%	32%
Central New Hampshire and Lakes Region (Belknap, Carroll & Merrimack Counties) (n=28)	16%	18%	55%	12%

Summary

Compared to other regions of the state, a greater proportion of New Hampshire renters residing in Hillsborough County report that they have never heard of the NHSaves program (48%), with the Seacoast and Southwestern regions closely following (at 44% and 42% respectively).

Similarly, compared to other regions, a greater proportion of residents between the ages of 18 and 34 residing in Hillsborough County report that they have never heard of the program (50%).

EE06_A1 - How familiar are you with the following energy efficiency programs and incentives in New Hampshire?: New Hampshire SAVES programs - utility sponsored energy efficiency programs.

SELECT DEMOS BY REGION (Cont'd)

NH RESIDENTS < \$25,000 (BY REGION) Total n=110	Very Familiar	Somewhat Familiar	Unfamiliar	Never Heard of It
Southwestern New Hampshire (Cheshire & Sullivan Counties) (n=18)	9%	9%	34%	48%
Seacoast (Strafford and Rockingham Counties) (n=25)	6%	17%	29%	48%
Central New Hampshire and Lakes Region (Belknap, Carroll & Merrimack Counties) (n=25)	11%	37%	25%	27%
Hillsborough County (n=33)	8%	21%	53%	19%
Northern New Hampshire (Grafton & Coos Counties) (n=9)	<1%	35%	50%	15%

NH RESIDENTS \$25,000 to \$49,999 (BY REGION) Total n=181	Very Familiar	Somewhat Familiar	Unfamiliar	Never Heard of It
Northern New Hampshire (Grafton & Coos Counties) (n=20)	3%	23%	33%	41%
Hillsborough County (n=53)	1%	26%	32%	41%
Central New Hampshire and Lakes Region (Belknap, Carroll & Merrimack Counties) (n=35)	6%	29%	29%	37%
Seacoast (Strafford and Rockingham Counties) (n=55)	4%	22%	45%	30%
Southwestern New Hampshire (Cheshire & Sullivan Counties) (n=18)	<1%	39%	40%	21%

Summary

Compared to other regions of the state, a greater proportion of New Hampshire residents with household incomes below \$25,000 residing in Southwestern New Hampshire and the Seacoast region report that they have never heard of the NHSaves program (both 48%) – although a greater proportion of residents with household incomes below \$25,000 residing in Hillsborough County report that they are unfamiliar with the program (53%) compared to other regions.

Additionally, compared to other regions, a greater proportion of residents with household incomes between \$25,000 to \$49,999 residing in Hillsborough County and Northern New Hampshire (both 41%) report that they have never heard of the program.

EE06_A2 - How familiar are you with the following energy efficiency programs and incentives in New Hampshire?: Weatherization Assistance Programs

(n = 1,131)

Summary

More than one-third (39%) of residents are unfamiliar with the Weatherization Assistance Programs in New Hampshire. Another 30% have never heard of the programs.

	Very Familiar	Somewhat Familiar	Unfamiliar	Never Heard of It
Overall	7%	24%	39%	30%
Age Categories				
18-34 years old	3%	12%	35%	49%
35-44 years old	9%	21%	39%	31%
45-54 years old	4%	26%	51%	19%
55-64 years old	11%	22%	40%	28%
65+ years old	10%	40%	36%	14%
Annual Household Income				
Under \$25,000	19%	28%	39%	13%
\$25,000 to \$49,999	5%	38%	28%	30%
\$50,000 to \$74,999	4%	27%	40%	29%
\$75,000 to \$99,999	8%	30%	45%	18%
\$100,000 to \$149,999	4%	17%	34%	44%
\$150,000 or more	10%	23%	41%	26%
Type of Residence				
Own	8%	23%	43%	26%
Rent	5%	26%	28%	42%
Other	2%	40%	30%	28%
Reduced Expenses to Pay Energy Bills				
None	7%	23%	40%	29%
1 or 2 months	4%	26%	40%	30%
3 to 6 months	5%	18%	40%	38%
Over 6 months	8%	35%	22%	35%

EE06_A3 - How familiar are you with the following energy efficiency programs and incentives in New Hampshire?: Home efficiency rebates program - Incoming federal funding for future state Programs and incentives

(n = 1,139)

Summary

Most residents (40%) are unfamiliar with the home efficiency rebates program in New Hampshire. Almost one quarter (23%) have never heard of the program.

	Very Familiar	Somewhat Familiar	Unfamiliar	Never Heard of It
Overall	9%	29%	40%	23%
Age Categories				
18-34 years old	6%	24%	42%	28%
35-44 years old	8%	31%	32%	30%
45-54 years old	9%	37%	43%	10%
55-64 years old	12%	21%	46%	21%
65+ years old	9%	33%	37%	20%
Annual Household Income				
Under \$25,000	10%	19%	38%	33%
\$25,000 to \$49,999	3%	21%	48%	28%
\$50,000 to \$74,999	4%	15%	56%	25%
\$75,000 to \$99,999	4%	27%	47%	22%
\$100,000 to \$149,999	4%	39%	32%	25%
\$150,000 or more	22%	34%	32%	12%
Type of Residence				
Own	9%	31%	41%	19%
Rent	8%	18%	39%	36%
Other	1%	45%	35%	19%
Reduced Expenses to Pay Energy Bills				
None	10%	29%	39%	21%
1 or 2 months	2%	22%	55%	20%
3 to 6 months	3%	31%	43%	24%
Over 6 months	10%	13%	37%	40%

EE06_A4 - How familiar are you with the following energy efficiency programs and incentives in New Hampshire?: Renewable energy efficiency federal tax credits

(n = 1,137)

Summary

Most residents (42%) are unfamiliar with renewable energy efficiency federal tax credits in New Hampshire. However, just less than one-third (29%) are somewhat familiar with the tax credits.

	Very Familiar	Somewhat Familiar	Unfamiliar	Never Heard of It
Overall	10%	29%	42%	18%
Age Categories				
18-34 years old	8%	20%	41%	30%
35-44 years old	12%	28%	35%	25%
45-54 years old	9%	32%	52%	7%
55-64 years old	11%	28%	48%	13%
65+ years old	12%	42%	35%	11%
Annual Household Income				
Under \$25,000	10%	21%	43%	25%
\$25,000 to \$49,999	3%	24%	41%	31%
\$50,000 to \$74,999	7%	22%	49%	23%
\$75,000 to \$99,999	4%	31%	54%	11%
\$100,000 to \$149,999	10%	33%	37%	21%
\$150,000 or more	18%	41%	35%	6%
Type of Residence				
Own	11%	33%	43%	13%
Rent	9%	16%	41%	35%
Other	6%	43%	28%	23%
Reduced Expenses to Pay Energy Bills				
None	12%	33%	40%	15%
1 or 2 months	7%	32%	47%	15%
3 to 6 months	5%	14%	49%	32%
Over 6 months	10%	20%	37%	33%

EEVAL01_A1 - How strongly do you agree or disagree with the following statement?: Energy efficiency and conservation just isn't that important to me.

(n = 1,188)

Summary

More than half (55%) of residents strongly disagree that energy efficiency and conservation are not that important to them. Only 4% strongly agreed with this statement.

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
Overall	4%	8%	9%	23%	55%
Age Categories					
18-34 years old	4%	19%	10%	23%	44%
35-44 years old	7%	3%	6%	18%	67%
45-54 years old	1%	3%	18%	30%	49%
55-64 years old	4%	6%	9%	28%	54%
65+ years old	4%	6%	4%	20%	66%
Annual Household Income					
Under \$25,000	13%	14%	15%	25%	33%
\$25,000 to \$49,999	6%	8%	16%	19%	51%
\$50,000 to \$74,999	2%	9%	10%	30%	48%
\$75,000 to \$99,999	2%	3%	6%	24%	65%
\$100,000 to \$149,999	2%	10%	4%	28%	56%
\$150,000 or more	2%	9%	7%	24%	57%
Type of Residence					
Own	3%	5%	7%	25%	60%
Rent	5%	19%	14%	21%	41%
Other	2%	3%	7%	12%	76%
Reduced Expenses to Pay Energy Bills					
None	3%	6%	6%	25%	60%
1 or 2 months	4%	13%	11%	28%	44%
3 to 6 months	5%	24%	12%	18%	42%
Over 6 months	5%	5%	17%	26%	47%

EEVAL01_A2 - How strongly do you agree or disagree with the following statement?: I'm too busy to be concerned with my energy usage.

(n = 1,176)

Summary

Half (50%) of residents strongly disagreed that they are too busy to be concerned with their energy usage. Only 1% strongly agreed with this statement.

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
Overall	1%	7%	14%	26%	50%
Age Categories					
18-34 years old	3%	12%	23%	30%	32%
35-44 years old	3%	7%	11%	36%	43%
45-54 years old	<1%	11%	20%	25%	44%
55-64 years old	<1%	4%	13%	20%	63%
65+ years old	<1%	3%	5%	22%	71%
Annual Household Income					
Under \$25,000	4%	12%	16%	20%	48%
\$25,000 to \$49,999	1%	10%	10%	30%	48%
\$50,000 to \$74,999	1%	9%	9%	32%	49%
\$75,000 to \$99,999	1%	8%	13%	22%	57%
\$100,000 to \$149,999	2%	6%	12%	34%	47%
\$150,000 or more	-	6%	22%	21%	51%
Type of Residence					
Own	1%	7%	11%	27%	54%
Rent	2%	9%	24%	25%	40%
Other	1%	10%	9%	31%	48%
Reduced Expenses to Pay Energy Bills					
None	<1%	6%	14%	27%	53%
1 or 2 months	10%	9%	6%	31%	44%
3 to 6 months	-	11%	26%	15%	48%
Over 6 months	5%	5%	4%	29%	56%

EEVAL01_A3 - How strongly do you agree or disagree with the following statement?: It would be too much of an inconvenience to my lifestyle to reduce my energy usage.

(n = 1,156)

Summary

Just under half (43%) of residents strongly disagreed that it would be too much of an inconvenience to their lifestyle to reduce their energy usage. Only 2% strongly agreed with this statement.

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
Overall	2%	8%	16%	31%	43%
Age Categories					
18-34 years old	3%	14%	18%	33%	33%
35-44 years old	3%	4%	25%	32%	36%
45-54 years old	<1%	10%	13%	43%	34%
55-64 years old	1%	6%	19%	24%	50%
65+ years old	3%	4%	9%	25%	59%
Annual Household Income					
Under \$25,000	8%	4%	19%	24%	46%
\$25,000 to \$49,999	2%	10%	17%	23%	48%
\$50,000 to \$74,999	3%	8%	9%	41%	38%
\$75,000 to \$99,999	4%	2%	15%	33%	45%
\$100,000 to \$149,999	<1%	8%	19%	30%	43%
\$150,000 or more	-	12%	12%	38%	37%
Type of Residence					
Own	1%	8%	13%	33%	44%
Rent	4%	8%	25%	24%	39%
Other	-	2%	13%	37%	48%
Reduced Expenses to Pay Energy Bills					
None	1%	8%	14%	32%	45%
1 or 2 months	-	18%	6%	42%	35%
3 to 6 months	1%	3%	32%	27%	37%
Over 6 months	10%	3%	8%	27%	51%

EEVAL01_A4 - How strongly do you agree or disagree with the following statement?: When home, I take actions to be energy efficient and conserve energy.

(n = 1,178)

Summary

Most residents somewhat agreed (46%) or strongly agreed (40%) that they take actions to be energy efficient and conserve energy at home.

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
Overall	40%	46%	8%	3%	3%
Age Categories					
18-34 years old	33%	45%	11%	7%	3%
35-44 years old	42%	49%	4%	4%	1%
45-54 years old	34%	51%	14%	1%	<1%
55-64 years old	43%	48%	5%	3%	2%
65+ years old	47%	40%	4%	1%	8%
Annual Household Income					
Under \$25,000	33%	49%	6%	10%	1%
\$25,000 to \$49,999	36%	44%	15%	<1%	4%
\$50,000 to \$74,999	39%	54%	4%	1%	2%
\$75,000 to \$99,999	44%	45%	7%	1%	2%
\$100,000 to \$149,999	38%	48%	4%	7%	2%
\$150,000 or more	33%	51%	9%	1%	6%
Type of Residence					
Own	40%	49%	6%	2%	3%
Rent	37%	37%	12%	9%	5%
Other	33%	49%	10%	2%	7%
Reduced Expenses to Pay Energy Bills					
None	41%	49%	5%	2%	4%
1 or 2 months	23%	69%	3%	5%	0%
3 to 6 months	36%	41%	11%	12%	0%
Over 6 months	53%	37%	7%	2%	1%

EEVAL01_A5 - How strongly do you agree or disagree with the following statement?: There is very little I can do personally to be energy efficient and conserve energy in my home.

(n = 1,165)

Summary

Over one-third (36%) of residents strongly disagreed that there is very little they can do personally to be energy efficient and conserve energy in their homes. Another 35% somewhat disagreed with this statement.

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
Overall	3%	11%	15%	35%	36%
Age Categories					
18-34 years old	5%	9%	23%	41%	23%
35-44 years old	4%	16%	12%	34%	34%
45-54 years old	1%	10%	18%	34%	38%
55-64 years old	5%	12%	12%	31%	39%
65+ years old	1%	10%	9%	32%	48%
Annual Household Income					
Under \$25,000	9%	17%	14%	34%	26%
\$25,000 to \$49,999	7%	12%	18%	34%	29%
\$50,000 to \$74,999	3%	12%	15%	34%	36%
\$75,000 to \$99,999	5%	9%	16%	30%	39%
\$100,000 to \$149,999	2%	5%	15%	42%	36%
\$150,000 or more	2%	15%	13%	35%	36%
Type of Residence					
Own	2%	12%	12%	37%	38%
Rent	6%	9%	27%	26%	31%
Other	5%	6%	8%	47%	33%
Reduced Expenses to Pay Energy Bills					
None	3%	9%	11%	36%	41%
1 or 2 months	4%	9%	22%	43%	23%
3 to 6 months	3%	15%	29%	28%	25%
Over 6 months	9%	19%	16%	25%	32%

EEVAL01_A6 - How strongly do you agree or disagree with the following statement?: My efforts to be energy efficient and conserve energy will have a positive impact on the environment.

(n = 1,145)

Summary

More than one-third (38%) of residents strongly agree that their efforts to be energy efficient will have a positive impact on the environment. Only 3% strongly disagreed.

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
Overall	38%	35%	19%	4%	3%
Age Categories					
18-34 years old	38%	29%	22%	7%	3%
35-44 years old	43%	32%	16%	6%	3%
45-54 years old	36%	35%	24%	4%	1%
55-64 years old	34%	40%	17%	3%	6%
65+ years old	39%	39%	16%	2%	4%
Annual Household Income					
Under \$25,000	38%	34%	16%	5%	6%
\$25,000 to \$49,999	31%	36%	22%	6%	7%
\$50,000 to \$74,999	32%	30%	31%	4%	4%
\$75,000 to \$99,999	42%	30%	23%	2%	3%
\$100,000 to \$149,999	36%	50%	9%	4%	2%
\$150,000 or more	40%	34%	18%	7%	2%
Type of Residence					
Own	36%	40%	17%	4%	3%
Rent	39%	22%	27%	7%	5%
Other	53%	18%	11%	14%	3%
Reduced Expenses to Pay Energy Bills					
None	39%	38%	16%	4%	3%
1 or 2 months	31%	48%	16%	4%	<1%
3 to 6 months	40%	28%	25%	7%	-
Over 6 months	34%	10%	35%	7%	15%

EEVAL01_A7 - How strongly do you agree or disagree with the following statement?: I am not willing to be energy efficient or conserve energy at home if that comes at any cost to my comfort.

(n = 1,157)

Summary

One-third (33%) of residents strongly disagreed that they are not willing to be energy efficient at home if it comes at any cost to their comfort. Another one-third (33%) only somewhat disagree.

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
Overall	4%	14%	16%	33%	33%
Age Categories					
18-34 years old	3%	17%	17%	32%	31%
35-44 years old	8%	13%	9%	41%	29%
45-54 years old	2%	16%	23%	29%	30%
55-64 years old	6%	13%	19%	37%	26%
65+ years old	2%	11%	10%	30%	48%
Annual Household Income					
Under \$25,000	15%	5%	16%	41%	23%
\$25,000 to \$49,999	1%	9%	29%	29%	32%
\$50,000 to \$74,999	2%	15%	12%	36%	35%
\$75,000 to \$99,999	3%	14%	15%	29%	39%
\$100,000 to \$149,999	1%	11%	13%	37%	37%
\$150,000 or more	6%	23%	11%	26%	34%
Type of Residence					
Own	3%	15%	15%	33%	34%
Rent	5%	13%	19%	34%	29%
Other	1%	3%	14%	41%	42%
Reduced Expenses to Pay Energy Bills					
None	2%	15%	15%	34%	33%
1 or 2 months	3%	5%	13%	46%	33%
3 to 6 months	8%	6%	15%	29%	42%
Over 6 months	8%	14%	19%	21%	38%

EEVAL01_A8 - How strongly do you agree or disagree with the following statement?: Energy conservation and efficiency are very common topics of conversation among my family and friends.

(n = 1,151)

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
Overall	10%	23%	29%	21%	17%
Age Categories					
18-34 years old	5%	12%	37%	24%	22%
35-44 years old	12%	25%	28%	18%	17%
45-54 years old	13%	27%	24%	22%	14%
55-64 years old	5%	31%	27%	19%	18%
65+ years old	14%	27%	26%	22%	11%
Annual Household Income					
Under \$25,000	10%	24%	25%	16%	25%
\$25,000 to \$49,999	4%	24%	38%	17%	17%
\$50,000 to \$74,999	7%	13%	34%	26%	20%
\$75,000 to \$99,999	9%	24%	39%	16%	13%
\$100,000 to \$149,999	7%	25%	26%	19%	23%
\$150,000 or more	13%	27%	22%	21%	16%
Type of Residence					
Own	11%	27%	27%	21%	14%
Rent	3%	13%	35%	22%	28%
Other	18%	28%	14%	30%	10%
Reduced Expenses to Pay Energy Bills					
None	8%	25%	29%	23%	16%
1 or 2 months	10%	19%	27%	20%	24%
3 to 6 months	11%	22%	30%	8%	30%
Over 6 months	16%	13%	28%	24%	18%

Summary

Just under one-third (29%) of residents neither agree nor disagree that energy efficiency are very common topics of conversation among their family and friends. 23% somewhat agree while 21% somewhat disagree with this statement.

EEVAL01_A9 - How strongly do you agree or disagree with the following statement?: I have a moral obligation to reduce my energy usage.

(n = 1,152)

Summary

More than one-third (34%) of residents somewhat agree that they have a moral obligation to reduce their energy usage.

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
Overall	23%	34%	24%	11%	8%
Age Categories					
18-34 years old	27%	31%	18%	12%	12%
35-44 years old	22%	44%	17%	11%	5%
45-54 years old	17%	36%	29%	16%	2%
55-64 years old	19%	30%	34%	7%	9%
65+ years old	28%	32%	21%	12%	8%
Annual Household Income					
Under \$25,000	28%	36%	17%	14%	5%
\$25,000 to \$49,999	16%	33%	31%	12%	7%
\$50,000 to \$74,999	22%	38%	19%	13%	7%
\$75,000 to \$99,999	31%	32%	23%	7%	8%
\$100,000 to \$149,999	19%	40%	23%	15%	3%
\$150,000 or more	26%	29%	23%	12%	8%
Type of Residence					
Own	23%	35%	25%	11%	6%
Rent	22%	30%	19%	13%	15%
Other	23%	58%	16%	2%	-
Reduced Expenses to Pay Energy Bills					
None	23%	34%	23%	12%	8%
1 or 2 months	17%	38%	24%	17%	4%
3 to 6 months	18%	50%	21%	9%	3%
Over 6 months	28%	23%	29%	3%	17%

EEVAL01_A10 - How strongly do you agree or disagree with the following statement?: Reducing my energy consumption will have a strong, positive impact on my personal finances.

(n = 1,155)

Summary

Slightly less than half (42%) of residents somewhat agree that reducing their energy consumption will have a strong, positive impact on their personal finances. Another 31% strongly agreed with this statement.

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
Overall	31%	42%	15%	7%	5%
Age Categories					
18-34 years old	32%	39%	11%	8%	10%
35-44 years old	39%	45%	11%	4%	-
45-54 years old	31%	41%	20%	6%	1%
55-64 years old	25%	41%	19%	10%	5%
65+ years old	29%	43%	17%	7%	3%
Annual Household Income					
Under \$25,000	53%	24%	16%	5%	1%
\$25,000 to \$49,999	29%	39%	20%	6%	6%
\$50,000 to \$74,999	33%	50%	11%	5%	1%
\$75,000 to \$99,999	37%	42%	16%	2%	2%
\$100,000 to \$149,999	27%	52%	13%	7%	1%
\$150,000 or more	25%	38%	17%	12%	9%
Type of Residence					
Own	29%	44%	17%	7%	3%
Rent	37%	34%	11%	8%	10%
Other	28%	51%	21%	1%	-
Reduced Expenses to Pay Energy Bills					
None	26%	44%	16%	8%	6%
1 or 2 months	36%	46%	13%	4%	1%
3 to 6 months	47%	39%	10%	4%	<1%
Over 6 months	46%	33%	7%	12%	1%

EEVAL01_A11 - How strongly do you agree or disagree with the following statement?: I feel morally obliged to be energy efficient and conserve energy.

(n = 1,163)

Summary

Over one-third (39%) of residents somewhat agreed that they feel morally obliged to be energy efficient and conserve energy. Only 7% strongly disagreed with this statement.

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
Overall	23%	39%	25%	6%	7%
Age Categories					
18-34 years old	26%	33%	22%	7%	11%
35-44 years old	21%	49%	23%	3%	4%
45-54 years old	13%	46%	30%	9%	2%
55-64 years old	19%	33%	34%	4%	10%
65+ years old	31%	38%	20%	6%	5%
Annual Household Income					
Under \$25,000	33%	36%	18%	9%	5%
\$25,000 to \$49,999	20%	40%	28%	8%	4%
\$50,000 to \$74,999	23%	45%	23%	5%	4%
\$75,000 to \$99,999	32%	32%	28%	4%	4%
\$100,000 to \$149,999	16%	48%	30%	3%	3%
\$150,000 or more	25%	37%	21%	8%	10%
Type of Residence					
Own	23%	40%	26%	6%	5%
Rent	23%	31%	24%	8%	13%
Other	44%	41%	13%	1%	-
Reduced Expenses to Pay Energy Bills					
None	23%	40%	24%	6%	8%
1 or 2 months	23%	49%	22%	2%	4%
3 to 6 months	22%	45%	25%	5%	4%
Over 6 months	26%	24%	34%	4%	13%

EEVAL01_A12 - How strongly do you agree or disagree with the following statement?: I would feel guilty if I did not take actions to be energy efficient and conserve energy.

(n = 1,164)

Summary

Almost one-third (32%) of residents somewhat agreed that they would feel guilty if they did not take actions to be energy efficient and conserve energy. Only 6% strongly disagreed with this statement.

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
Overall	23%	32%	29%	10%	6%
Age Categories					
18-34 years old	30%	27%	25%	13%	5%
35-44 years old	17%	37%	32%	6%	7%
45-54 years old	15%	37%	34%	12%	2%
55-64 years old	19%	31%	31%	10%	10%
65+ years old	27%	33%	25%	7%	7%
Annual Household Income					
Under \$25,000	31%	33%	20%	11%	5%
\$25,000 to \$49,999	18%	40%	31%	7%	4%
\$50,000 to \$74,999	21%	35%	31%	8%	5%
\$75,000 to \$99,999	24%	31%	31%	4%	10%
\$100,000 to \$149,999	15%	33%	35%	14%	3%
\$150,000 or more	26%	33%	22%	11%	9%
Type of Residence					
Own	21%	33%	30%	9%	6%
Rent	26%	27%	26%	13%	8%
Other	33%	37%	29%	-	1%
Reduced Expenses to Pay Energy Bills					
None	22%	35%	28%	9%	7%
1 or 2 months	21%	33%	41%	5%	1%
3 to 6 months	21%	38%	21%	19%	2%
Over 6 months	24%	11%	47%	10%	9%

EEVAL01_A13 - How strongly do you agree or disagree with the following statement?: I would feel proud to be energy efficient and conserve energy.

(n = 1,161)

Summary

Over one-third (38%) of residents strongly agreed that they would feel proud to be energy efficient and conserve energy. Another 36% somewhat agreed with this statement.

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
Overall	38%	36%	23%	2%	1%
Age Categories					
18-34 years old	44%	33%	19%	4%	<1%
35-44 years old	44%	34%	21%	<1%	1%
45-54 years old	33%	37%	29%	2%	<1%
55-64 years old	31%	40%	24%	3%	3%
65+ years old	37%	38%	22%	2%	1%
Annual Household Income					
Under \$25,000	47%	29%	18%	5%	2%
\$25,000 to \$49,999	36%	38%	24%	1%	1%
\$50,000 to \$74,999	34%	42%	20%	1%	3%
\$75,000 to \$99,999	41%	30%	26%	1%	2%
\$100,000 to \$149,999	34%	47%	18%	1%	<1%
\$150,000 or more	40%	34%	23%	3%	1%
Type of Residence					
Own	36%	39%	22%	2%	1%
Rent	42%	28%	26%	3%	1%
Other	67%	24%	8%	1%	1%
Reduced Expenses to Pay Energy Bills					
None	38%	38%	21%	2%	1%
1 or 2 months	38%	44%	16%	1%	<1%
3 to 6 months	42%	39%	17%	1%	<1%
Over 6 months	39%	21%	32%	5%	2%

EEVAL01_A14 - How strongly do you agree or disagree with the following statement?: I like to encourage people to save energy.

(n = 1,164)

Summary

Slightly less than one-third (31%) of residents felt neutral about encouraging people to save energy. However, another 21% somewhat agreed with this statement.

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
Overall	28%	31%	31%	6%	4%
Age Categories					
18-34 years old	35%	20%	28%	9%	8%
35-44 years old	29%	33%	32%	6%	<1%
45-54 years old	24%	33%	36%	4%	3%
55-64 years old	21%	32%	34%	10%	3%
65+ years old	29%	39%	28%	2%	2%
Annual Household Income					
Under \$25,000	32%	37%	24%	6%	1%
\$25,000 to \$49,999	28%	33%	32%	6%	1%
\$50,000 to \$74,999	26%	26%	40%	5%	3%
\$75,000 to \$99,999	31%	32%	31%	2%	4%
\$100,000 to \$149,999	22%	33%	36%	8%	1%
\$150,000 or more	31%	31%	21%	9%	9%
Type of Residence					
Own	26%	34%	32%	6%	3%
Rent	34%	18%	31%	9%	7%
Other	48%	28%	14%	9%	1%
Reduced Expenses to Pay Energy Bills					
None	29%	32%	30%	5%	4%
1 or 2 months	24%	31%	39%	5%	1%
3 to 6 months	31%	36%	20%	12%	1%
Over 6 months	18%	11%	53%	13%	5%

EEVAL02 - How concerned are you about the environmental impact of energy consumption?

(n = 1,179)

Summary

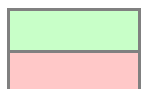
Just under half (45%) of residents are somewhat concerned about the environmental impact of energy consumption. Another 39% are very concerned, while 3% are not concerned at all.

	Very Concerned	Somewhat Concerned	Neither	Somewhat Not Concerned	Not Concerned At All
Overall	39%	45%	9%	4%	3%
Age Categories					
18-34 years old	44%	37%	13%	5%	1%
35-44 years old	32%	60%	4%	1%	3%
45-54 years old	31%	55%	11%	3%	<1%
55-64 years old	32%	44%	11%	7%	6%
65+ years old	50%	39%	7%	2%	3%
Annual Household Income					
Under \$25,000	40%	51%	6%	<1%	3%
\$25,000 to \$49,999	36%	51%	9%	3%	1%
\$50,000 to \$74,999	32%	50%	11%	3%	3%
\$75,000 to \$99,999	46%	40%	9%	2%	3%
\$100,000 to \$149,999	40%	49%	9%	1%	1%
\$150,000 or more	39%	41%	10%	8%	2%
Type of Residence					
Own	37%	48%	9%	3%	3%
Rent	46%	36%	10%	7%	2%
Other	56%	37%	4%	1%	1%
Reduced Expenses to Pay Energy Bills					
None	41%	46%	7%	4%	2%
1 or 2 months	31%	50%	14%	1%	4%
3 to 6 months	45%	48%	4%	2%	1%
Over 6 months	30%	36%	20%	2%	12%

EEVAL03 - Are you willing to pay a higher price upfront for energy-efficient products or services that will lead to long term savings?

(n = 1,009)

	Yes	No	It Depends
Overall	49%	24%	27%
Age Categories			
18-34 years old	39%	38%	22%
35-44 years old	51%	15%	34%
45-54 years old	52%	26%	23%
55-64 years old	45%	24%	31%
65+ years old	60%	15%	24%
Annual Household Income			
Under \$25,000	33%	57%	11%
\$25,000 to \$49,999	39%	28%	32%
\$50,000 to \$74,999	44%	26%	30%
\$75,000 to \$99,999	47%	15%	37%
\$100,000 to \$149,999	54%	22%	24%
\$150,000 or more	58%	18%	24%
Type of Residence			
Own	52%	18%	31%
Rent	39%	46%	15%
Other	83%	5%	12%
Reduced Expenses to Pay Energy Bills			
None	57%	15%	28%
1 or 2 months	26%	38%	35%
3 to 6 months	23%	54%	24%
Over 6 months	16%	49%	34%



Significantly higher than the overall percentage (at 95% confidence)

Significantly lower than the overall percentage (at 95% confidence)

Summary

Slightly less than half (49%) of residents are willing to pay a higher price upfront for energy-efficient products or services that will lead to long term savings.

Residents with an annual household income less than \$25,000 were significantly more likely (57%) to answer No to this question than overall (24%).

EEVAL030 - Are you willing to pay a higher price upfront for energy-efficient products or services that will lead to long term savings?

Top reasons specified by those who responded 'It Depends' to EEVAL03.

**Answers from each respondent for this question may have contained content that was applicable to multiple categories. As a result, the total percentage may not sum to 100%.*

(n = 249)

	Overall
Depends on how much	57%
Depends on return-on-investment (ROI)	27%
Depends on the specific product or service	6%
Depends on the quality of the product or service	5%
Only if it has the intended environmental impact	4%
Need more information	3%
I rent or don't own home	2%

Summary

Of those who reported that whether or not they are willing to pay a higher price upfront depends on other factors, more than half (57%) said they are willing to pay a higher price upfront for energy efficiency that leads to long term savings, but it depends on how much it will cost. Another 27% said that it

EEVAL040 - What do you think would be a good incentive to people to be more active in saving energy?

**Answers from each respondent for this question may have contained content that was applicable to multiple categories. As a result, the total percentage may not sum to 100%.*

(n = 1,027)

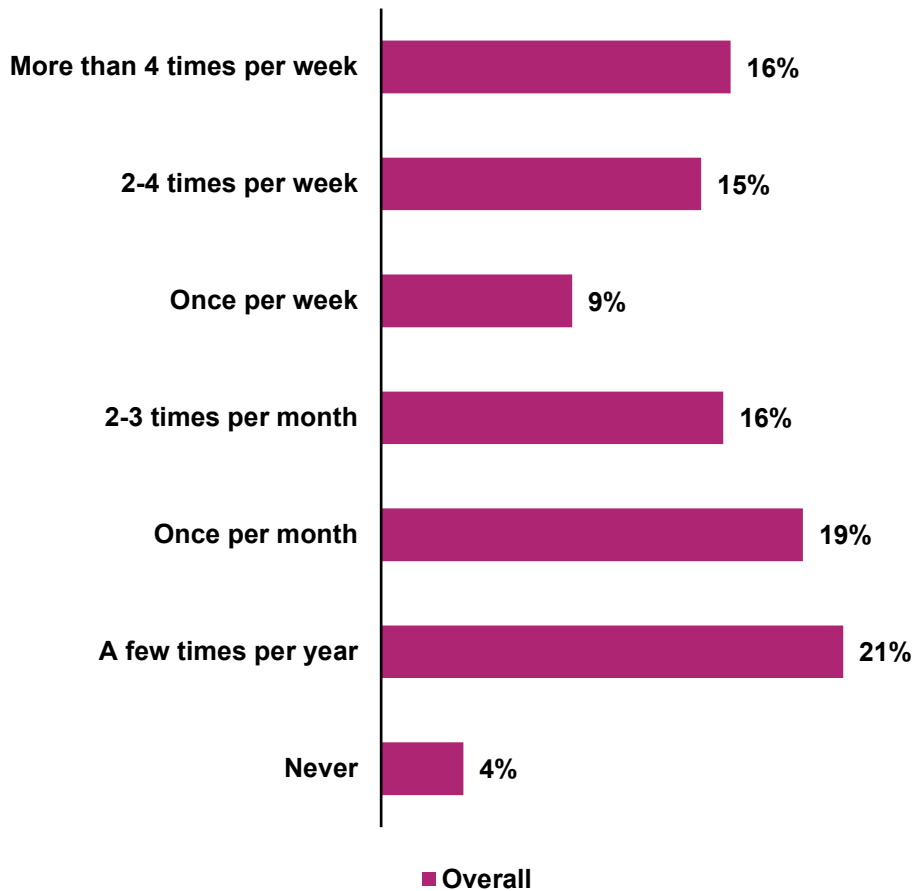
	Overall
Financial incentive (additional tax credits, rebates, etc)	76%
Increase awareness, especially about financial or environmental impact	7%
Make rates lower for efficient alternatives	7%
Better programs	3%
Make the process easier	2%
Raise prices so people conserve more energy or pursue upgrades	1%

Summary

More than three-quarters (76%) of New Hampshire residents said that financial incentives would be good incentives for people to be more active in saving energy. Other top responses included increased awareness (7%) and lower rates for efficient alternatives (7%).

EEACT01 - How often do you think about your energy consumption?

(n = 1,123)



Summary

Most residents (21%) think about their energy consumption a few times per year. Additionally, 19% think about it once a month, and only 4% never think about their energy consumption.

EEACT02 - Do you turn off the lights when you leave a room?

(n = 1,202)

Summary

Most New Hampshire residents (87%) turn off the lights when they leave a room. Only 1% said they do not turn off the lights.

	Yes	No	Sometimes
Overall	87%	1%	12%
Age Categories			
18-34 years old	80%	<1%	20%
35-44 years old	90%	2%	8%
45-54 years old	86%	<1%	14%
55-64 years old	91%	<1%	9%
65+ years old	91%	<1%	9%
Annual Household Income			
Under \$25,000	97%	<1%	3%
\$25,000 to \$49,999	92%	<1%	7%
\$50,000 to \$74,999	89%	-	11%
\$75,000 to \$99,999	89%	<1%	11%
\$100,000 to \$149,999	87%	1%	12%
\$150,000 or more	76%	1%	23%
Type of Residence			
Own	87%	1%	12%
Rent	86%	<1%	13%
Other	77%	1%	22%
Reduced Expenses to Pay Energy Bills			
None	86%	1%	13%
1 or 2 months	88%	-	12%
3 to 6 months	89%	-	11%
Over 6 months	97%	1%	2%

EEACT03 - Have you taken any of the following actions to increase energy efficiency in your home? Select all that apply.

**Multiple answers were accepted from each respondent for this question. As a result, the total percentage may not sum to 100%.*

(n = 1,173)

	Overall
Using energy-efficient lighting, LED bulbs	83%
Purchased energy-efficient appliances (ENERGY STAR®)	66%
Sealing air leaks or replace worn out weather stripping	50%
Use Smart or programmable thermostats	40%
Adding insulation	36%
Installed energy-efficient heating and cooling systems	31%
Installed energy-efficient water heating	28%
Upgrading windows (ENERGY STAR®)	27%
Other	8%

Summary

Most New Hampshire residents (83%) have used energy-efficient lighting to increase efficiency in their homes. Other top responses include purchasing energy-efficient appliances (66%) and sealing leaks or replacing worn out weather stripping (50%).

EEACT03C110 - Have you taken any of the following actions to increase energy efficiency in your home?

Top actions specified by those who responded 'Other' to EEACT03.

**Answers from each respondent for this question may have contained content that was applicable to multiple categories. As a result, the total percentage may not sum to 100%.*

(n = 81)

	Overall
Installed or installing solar panels	37%
I don't own my home, can't make impactful improvements	12%
Home improvements (e.g., new roof)	11%
Changed habits or maintained good habits	11%
Use wood stove	5%
Installed energy-efficient heating and/or cooling systems	4%
Whole home built to be energy efficient	4%
Purchased energy-efficient appliances (ENERGY STAR®)	1%

Summary

Of those residents who reported that they took other actions besides the actions specified in EEACT03, over one-third (37%) have installed or will install solar panels to increase energy efficiency in their homes. Other top responses include being unable to make impactful improvements due to not owning their home (12%) and changing or maintaining good habits (11%).

EEACT04_A1 - Have you ever participated in any of the following energy efficiency rebates and incentives or programs?: New Hampshire SAVES programs - utility sponsored energy efficiency programs

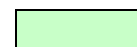
(n = 1,068)

	Yes	No
Overall	23%	77%
Age Categories		
18-34 years old	10%	90%
35-44 years old	19%	81%
45-54 years old	35%	65%
55-64 years old	28%	72%
65+ years old	29%	71%
Annual Household Income		
Under \$25,000	15%	85%
\$25,000 to \$49,999	11%	89%
\$50,000 to \$74,999	21%	79%
\$75,000 to \$99,999	28%	72%
\$100,000 to \$149,999	20%	80%
\$150,000 or more	30%	70%
Type of Residence		
Own	28%	72%
Rent	10%	90%
Other	3%	97%
Reduced Expenses to Pay Energy Bills		
None	25%	75%
1 or 2 months	13%	87%
3 to 6 months	18%	82%
Over 6 months	9%	91%
Region		
Northern New Hampshire (Grafton & Coos Counties)	21%	79%
Central New Hampshire and Lakes Region (Belknap, Carroll & Merrimack Counties)	27%	73%
Southwestern New Hampshire (Cheshire & Sullivan Counties)	8%	92%
Hillsborough County	23%	77%
Seacoast (Strafford and Rockingham Counties)	27%	73%

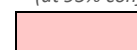
Summary

Most residents (77%) have not ever participated in the New Hampshire SAVES programs. Those between the ages of 18-34 years old were significantly more likely (90%) to never have participated in these programs.

Compared to other regions, a notably greater proportion of residents residing in Southwestern New Hampshire (92%) report that they have never participated in the program.



Significantly higher
than the overall percentage
(at 95% confidence)



Significantly lower
than the overall percentage
(at 95% confidence)

EEACT04_A1 - Have you ever participated in any of the following energy efficiency rebates and incentives or programs?: New Hampshire SAVES programs - utility sponsored energy efficiency programs. SELECT DEMOS BY REGION

NH RESIDENTS AGES 18-34 (BY REGION) Total n=156	Yes	No
Southwestern New Hampshire (Cheshire & Sullivan Counties) (n=18)	1%	99%
Seacoast (Strafford and Rockingham Counties) (n=42)	7%	93%
Central New Hampshire and Lakes Region (Belknap, Carroll & Merrimack Counties) (n=27)	12%	88%
Hillsborough County (n=52)	12%	88%
Northern New Hampshire (Grafton & Coos Counties) (n=17)	16%	84%

NH RESIDENTS \$25,000 to \$49,999 (BY REGION) Total n=165	Yes	No
Hillsborough County (n=49)	6%	94%
Southwestern New Hampshire (Cheshire & Sullivan Counties) (n=15)	8%	92%
Northern New Hampshire (Grafton & Coos Counties) (n=20)	12%	88%
Central New Hampshire and Lakes Region (Belknap, Carroll & Merrimack Counties) (n=32)	15%	85%
Seacoast (Strafford and Rockingham Counties) (n=49)	19%	81%

Summary

Compared to other regions, a greater proportion of residents between the ages of 18 and 34 residing in Southwestern New Hampshire report that they have never participated in the NHSaves program, with almost all reporting that they have not participated (99%), which is closely followed by the Seacoast region (93%).

The overwhelming majority of residents who have a household income between \$25,000 to \$49,999 and who reside in Hillsborough County report that they have not participated in the program (94%), which is closely followed by Southwestern New Hampshire (92%).

EFACT04_A1 - Have you ever participated in any of the following energy efficiency rebates and incentives or programs?: New Hampshire SAVES programs - utility sponsored energy efficiency programs. SELECT DEMOS BY REGION

NH RESIDENTS REDUCED SPENDING TO PAY ENERGY BILLS > 6 MONTHS (BY REGION) Total n=81	Yes	No
Northern New Hampshire (Grafton & Coos Counties) (n=4)	0%	100%
Southwestern New Hampshire (Cheshire & Sullivan Counties) (n=12)	3%	97%
Seacoast (Strafford and Rockingham Counties) (n=19)	5%	95%
Hillsborough County (n=26)	18%	82%
Central New Hampshire and Lakes Region (Belknap, Carroll & Merrimack Counties) (n=20)	19%	81%

Summary

No residents who have reduced their spending to pay their energy bills for more than 6 months and who reside in Northern New Hampshire report that they have participated in the NHSaves program.

Similarly, almost all residents who have reduced their spending to pay their energy bills for more than 6 months and who reside in Southwestern New Hampshire or the Seacoast region report that they have not participated in the program (at 97% and 95% respectively).

EFACT04_A2 - Have you ever participated in any of the following energy efficiency rebates and incentives or programs?: Weatherization Assistance Program

(n = 1,125)

Summary

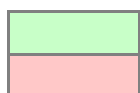
Almost all New Hampshire residents (94%) have not participated in the Weatherization Assistance Program.

	Yes	No
Overall	6%	94%
Age Categories		
18-34 years old	3%	97%
35-44 years old	8%	92%
45-54 years old	3%	97%
55-64 years old	5%	95%
65+ years old	9%	91%
Annual Household Income		
Under \$25,000	18%	82%
\$25,000 to \$49,999	7%	93%
\$50,000 to \$74,999	7%	93%
\$75,000 to \$99,999	8%	92%
\$100,000 to \$149,999	2%	98%
\$150,000 or more	5%	95%
Type of Residence		
Own	5%	95%
Rent	6%	94%
Other	6%	94%
Reduced Expenses to Pay Energy Bills		
None	4%	96%
1 or 2 months	8%	92%
3 to 6 months	6%	94%
Over 6 months	8%	92%

EEACT04_A3 - Have you ever participated in any of the following energy efficiency rebates and incentives or programs?: Renewable energy efficiency federal tax credits

(n = 1,106)

	Yes	No
Overall	14%	86%
Age Categories		
18-34 years old	7%	93%
35-44 years old	15%	85%
45-54 years old	14%	86%
55-64 years old	15%	85%
65+ years old	19%	81%
Annual Household Income		
Under \$25,000	6%	94%
\$25,000 to \$49,999	5%	95%
\$50,000 to \$74,999	10%	90%
\$75,000 to \$99,999	12%	88%
\$100,000 to \$149,999	17%	83%
\$150,000 or more	20%	80%
Type of Residence		
Own	17%	83%
Rent	3%	97%
Other	13%	87%
Reduced Expenses to Pay Energy Bills		
None	15%	85%
1 or 2 months	10%	90%
3 to 6 months	6%	94%
Over 6 months	4%	96%



Significantly higher than the overall percentage (at 95% confidence)

Significantly lower than the overall percentage (at 95% confidence)

Summary

Most residents (86%) have not participated in the renewable energy efficiency federal tax credits. Residents in households with less than \$25,000 in annual income were significantly more likely (95%) to have not participated in this program compared to the overall.

EEACT050 - Where did you find out about these rebates and incentives or programs?

Asked of residents who answered 'Yes' to EEACT04_A1, EEACT04_A2, or EEACT04_A3.

*Answers from each resident for this question may have contained content that was applicable to multiple categories. As a result, the total percentage may not sum to 100%.

(n = 323)

Summary

Just under one-third (29%) of residents found out about these programs online. Other top responses include via energy provider (19%) or through a business (13%).

	Overall
Online, via email	29%
Energy provider	19%
Through a business, point of sale	13%
Company or contractor who installed heating/cooling system or other devices	10%
Social network	9%
Advertisements (online or via mail)	7%
TV, news	4%
Energy assistance organization or program	3%
New Hampshire Community Action Partnership (CAP)	2%
When filing taxes	2%
Government entity	1%

EEACT060 - What factors influenced your decision to make your home more energy efficient?

Asked of residents who answered 'Yes' to EEACT04_A1, EEACT04_A2, or EEACT04_A3, or those who selected an action listed in EEACT03.

**Answers from each resident for this question may have contained content that was applicable to multiple categories. As a result, the total percentage may not sum to 100%.*

(n = 1,033)

	Overall
Saving money	78%
Wanting to reduce overall environmental impact	14%
Wanting to maintain a comfortable home	6%
Climate change	4%
Needed to purchase new appliances or update home	3%
Not my choice	2%
Cold weather	2%
Moral obligation	1%
Ease of access, convenience	1%
New, modern home	1%

Summary

Of those respondents who reported that they took action to make their homes more energy efficient, more than three quarters (78%) said that saving money is a factor that influenced their decision to make their home more energy efficient. Other top responses included wanting to reduce overall environmental impact (14%) and wanting to maintain a

EEACT070 - Why haven't you taken action to improve your home's energy efficiency?

Asked of residents who did not answer 'Yes' to EEACT04_A1, EEACT04_A2, or EEACT04_A3, or those who did not select an action listed in EEACT03.

*Answers from each resident for this question may have contained content that was applicable to multiple categories. As a result, the total percentage may not sum to 100%.

(n = 83)

	Overall
I don't own my home or live in condo	31%
Lack of knowledge	20%
Too expensive	13%
I don't care	11%
Lack of time	7%
No specific reason	7%
Never considered it before	2%
Not eligible for programs	1%

Summary

Of those residents who reported not taking action, about one-third (31%) have not taken action to improve their home's energy efficiency because they do not own their home or live in a condo. Other top responses include a lack of knowledge (20%) and too expensive (13%).

EEBEN010 - Thinking for a moment about energy efficiency, what do you believe to be the major benefits?

**Answers from each resident for this question may have contained content that was applicable to multiple categories. As a result, the total percentage may not sum to 100%.*

(n = 1,102)

	Overall
Cost savings	73%
Fewer negative externalities related to the environment	45%
More robust, reliable energy grid	3%
Less waste	2%
A more comfortable home	1%
Other	4%

Summary

Nearly three quarters (73%) of residents believe the major benefit of energy efficiency to be cost savings. The next top response (45%) was fewer negative externalities related to the environment.

EEBEN02_A1 - How important are the following factors to you when making decisions about increasing energy efficiency in your home?: Potential cost savings on energy bills.

(n = 1,190)

Summary

Almost all New Hampshire residents (83%) reported that potential cost savings on energy bills are a very important factor when making decisions about increasing energy efficiency in their homes.

	Very Important	Somewhat Important	Somewhat Unimportant	Not At All Important
Overall	83%	16%	1%	1%
Age Categories				
18-34 years old	84%	14%	1%	<1%
35-44 years old	91%	8%	<1%	-
45-54 years old	89%	9%	<1%	1%
55-64 years old	75%	24%	<1%	1%
65+ years old	77%	21%	1%	1%
Annual Household Income				
Under \$25,000	74%	22%	1%	3%
\$25,000 to \$49,999	85%	10%	4%	-
\$50,000 to \$74,999	89%	10%	1%	-
\$75,000 to \$99,999	81%	18%	-	<1%
\$100,000 to \$149,999	87%	12%	-	<1%
\$150,000 or more	83%	15%	<1%	2%
Type of Residence				
Own	83%	16%	<1%	1%
Rent	80%	18%	2%	1%
Other	87%	13%	-	-
Reduced Expenses to Pay Energy Bills				
None	81%	18%	<1%	1%
1 or 2 months	87%	10%	2%	1%
3 to 6 months	90%	8%	<1%	1%
Over 6 months	92%	4%	4%	-

EEBEN02_A2 - How important are the following factors to you when making decisions about increasing energy efficiency in your home?: Environmental impact.

(n = 1,152)

Summary

Exactly half of New Hampshire residents (50%) said that the environmental impact is a very important factor when making decisions about increasing energy efficiency in their homes.

	Very Important	Somewhat Important	Somewhat Unimportant	Not At All Important
Overall	50%	43%	4%	4%
Age Categories				
18-34 years old	58%	35%	3%	4%
35-44 years old	49%	46%	4%	1%
45-54 years old	39%	54%	6%	1%
55-64 years old	44%	45%	3%	9%
65+ years old	53%	38%	5%	4%
Annual Household Income				
Under \$25,000	53%	41%	3%	3%
\$25,000 to \$49,999	51%	44%	4%	1%
\$50,000 to \$74,999	48%	46%	3%	3%
\$75,000 to \$99,999	58%	36%	4%	3%
\$100,000 to \$149,999	48%	48%	2%	2%
\$150,000 or more	44%	44%	6%	7%
Type of Residence				
Own	48%	44%	5%	4%
Rent	51%	41%	2%	5%
Other	85%	13%	1%	1%
Reduced Expenses to Pay Energy Bills				
None	51%	42%	3%	4%
1 or 2 months	42%	52%	3%	3%
3 to 6 months	42%	56%	1%	2%
Over 6 months	54%	26%	8%	12%

EEBEN02_A3 - How important are the following factors to you when making decisions about increasing energy efficiency in your home?: Available financial incentives or rebates for energy-efficient investments.

(n = 1,138)

	Very Important	Somewhat Important	Somewhat Unimportant	Not At All Important
Overall	55%	37%	5%	3%
Age Categories				
18-34 years old	54%	39%	5%	2%
35-44 years old	70%	26%	4%	-
45-54 years old	55%	37%	7%	<1%
55-64 years old	50%	40%	4%	6%
65+ years old	53%	37%	4%	6%
Annual Household Income				
Under \$25,000	54%	36%	10%	1%
\$25,000 to \$49,999	45%	40%	11%	4%
\$50,000 to \$74,999	51%	44%	4%	1%
\$75,000 to \$99,999	59%	35%	6%	1%
\$100,000 to \$149,999	58%	34%	4%	3%
\$150,000 or more	62%	30%	4%	3%
Type of Residence				
Own	59%	34%	4%	3%
Rent	45%	44%	7%	3%
Other	43%	54%	3%	-
Reduced Expenses to Pay Energy Bills				
None	54%	38%	5%	3%
1 or 2 months	62%	30%	5%	4%
3 to 6 months	52%	46%	2%	<1%
Over 6 months	55%	27%	8%	10%

Summary

Just over half of New Hampshire residents (55%) said that financial incentives or rebates are very important factors when making decisions about increasing energy efficiency in their homes.

EEBEN02_A4 - How important are the following factors to you when making decisions about increasing energy efficiency in your home?: Upfront costs and the affordability of energy-efficient technologies.

(n = 1,157)

Summary

Just under two-thirds of residents (62%) said that upfront costs and affordability are very important factors when making decisions about increasing energy efficiency in their homes.

	Very Important	Somewhat Important	Somewhat Unimportant	Not At All Important
Overall	62%	32%	4%	2%
Age Categories				
18-34 years old	56%	36%	6%	3%
35-44 years old	73%	21%	6%	<1%
45-54 years old	66%	32%	1%	2%
55-64 years old	64%	30%	4%	2%
65+ years old	58%	37%	3%	3%
Annual Household Income				
Under \$25,000	59%	29%	8%	3%
\$25,000 to \$49,999	64%	31%	4%	1%
\$50,000 to \$74,999	63%	29%	3%	5%
\$75,000 to \$99,999	72%	27%	<1%	<1%
\$100,000 to \$149,999	58%	35%	6%	1%
\$150,000 or more	62%	34%	2%	3%
Type of Residence				
Own	64%	32%	3%	1%
Rent	56%	33%	8%	4%
Other	52%	45%	1%	1%
Reduced Expenses to Pay Energy Bills				
None	59%	37%	2%	2%
1 or 2 months	73%	22%	5%	1%
3 to 6 months	58%	28%	14%	-
Over 6 months	69%	15%	8%	9%

EEBEN02_A5 - How important are the following factors to you when making decisions about increasing energy efficiency in your home?: Long-term durability and reliability of energy-efficient products.

(n = 1,166)

	Very Important	Somewhat Important	Somewhat Unimportant	Not At All Important
Overall	77%	19%	3%	1%
Age Categories				
18-34 years old	79%	13%	8%	<1%
35-44 years old	87%	13%	1%	-
45-54 years old	77%	21%	<1%	1%
55-64 years old	70%	25%	2%	3%
65+ years old	74%	23%	2%	1%
Annual Household Income				
Under \$25,000	68%	28%	3%	<1%
\$25,000 to \$49,999	74%	25%	1%	-
\$50,000 to \$74,999	76%	18%	5%	1%
\$75,000 to \$99,999	80%	19%	<1%	<1%
\$100,000 to \$149,999	81%	12%	7%	-
\$150,000 or more	76%	21%	1%	1%
Type of Residence				
Own	79%	19%	1%	1%
Rent	68%	21%	10%	1%
Other	93%	6%	-	1%
Reduced Expenses to Pay Energy Bills				
None	80%	19%	1%	1%
1 or 2 months	83%	14%	1%	1%
3 to 6 months	60%	27%	13%	1%
Over 6 months	74%	12%	8%	6%

Summary

More than three quarters of residents (77%) said that long-term durability and reliability are very important factors when making decisions about increasing energy efficiency in their homes.

EEBEN02_A6 - How important are the following factors to you when making decisions about increasing energy efficiency in your home?: Energy efficiency ratings and certifications (e.g., ENERGY STAR).

(n = 1,139)

Summary

Half of residents (50%) said that energy efficiency ratings and certifications are very important factors when making decisions about increasing energy efficiency in their homes.

	Very Important	Somewhat Important	Somewhat Unimportant	Not At All Important
Overall	50%	41%	7%	3%
Age Categories				
18-34 years old	41%	39%	13%	7%
35-44 years old	50%	38%	11%	1%
45-54 years old	45%	51%	4%	<1%
55-64 years old	54%	38%	3%	5%
65+ years old	57%	39%	2%	1%
Annual Household Income				
Under \$25,000	59%	36%	5%	<1%
\$25,000 to \$49,999	50%	37%	9%	5%
\$50,000 to \$74,999	49%	44%	4%	3%
\$75,000 to \$99,999	65%	32%	3%	1%
\$100,000 to \$149,999	46%	40%	14%	<1%
\$150,000 or more	35%	54%	3%	8%
Type of Residence				
Own	49%	43%	5%	2%
Rent	49%	33%	12%	7%
Other	52%	35%	8%	5%
Reduced Expenses to Pay Energy Bills				
None	48%	43%	6%	3%
1 or 2 months	42%	49%	9%	<1%
3 to 6 months	50%	34%	15%	1%
Over 6 months	56%	29%	6%	10%

EEBEN02_A7 - How important are the following factors to you when making decisions about increasing energy efficiency in your home?: Recommendations or testimonials from trusted sources or peers.

(n = 1,130)

	Very Important	Somewhat Important	Somewhat Unimportant	Not At All Important
Overall	43%	42%	11%	5%
Age Categories				
18-34 years old	46%	39%	12%	3%
35-44 years old	48%	39%	11%	1%
45-54 years old	48%	42%	7%	3%
55-64 years old	36%	44%	13%	7%
65+ years old	37%	45%	11%	7%
Annual Household Income				
Under \$25,000	52%	34%	9%	5%
\$25,000 to \$49,999	36%	44%	17%	4%
\$50,000 to \$74,999	37%	44%	17%	2%
\$75,000 to \$99,999	45%	42%	7%	6%
\$100,000 to \$149,999	43%	44%	8%	5%
\$150,000 or more	46%	40%	9%	4%
Type of Residence				
Own	43%	43%	10%	4%
Rent	42%	35%	17%	7%
Other	37%	61%	1%	1%
Reduced Expenses to Pay Energy Bills				
None	42%	42%	11%	4%
1 or 2 months	51%	28%	18%	2%
3 to 6 months	39%	47%	9%	5%
Over 6 months	34%	42%	12%	12%

Summary

Just under half (43%) of residents said recommendations or testimonials from trusted sources are very important factors when making decisions about increasing energy efficiency in their homes.

EEBAR010 - What are the biggest barriers to improving energy efficiency in your home?

**Answers from each resident for this question may have contained content that was applicable to multiple categories. As a result, the total percentage may not sum to 100%.*

(n = 1,115)

	Overall
Lack of money, worry about ROI	61%
I don't own my home or live in a condo or trailer	13%
Home too old	5%
Lack of time	4%
Lack of buy-in from family or other co-residents	3%
Lack of knowledge	3%
Availability	2%
Breaking habits	2%
I don't care, too much effort	1%

Summary

Slightly less than two-thirds (61%) of residents said a lack of money or worry about return-on-investment is the biggest barrier to improving energy efficiency in their homes.

EEBAR02_A1 - Are any of these barriers currently preventing you from improving energy efficiency in your home?: The high upfront costs.

(n = 1,088)

	Yes	No
Overall	80%	20%
Age Categories		
18-34 years old	85%	15%
35-44 years old	88%	12%
45-54 years old	79%	21%
55-64 years old	74%	26%
65+ years old	73%	27%
Annual Household Income		
Under \$25,000	88%	12%
\$25,000 to \$49,999	83%	17%
\$50,000 to \$74,999	88%	12%
\$75,000 to \$99,999	84%	16%
\$100,000 to \$149,999	81%	19%
\$150,000 or more	67%	33%
Type of Residence		
Own	81%	19%
Rent	76%	24%
Other	91%	9%
Reduced Expenses to Pay Energy Bills		
None	75%	25%
1 or 2 months	92%	8%
3 to 6 months	89%	11%
Over 6 months	88%	12%

Summary

Most residents (80%) said high upfront costs are currently preventing them from improving energy efficiency in their homes.

EEBAR02_A2 - Are any of these barriers currently preventing you from improving energy efficiency in your home?: I lack awareness about available energy-efficient options.

(n = 1,021)

Summary

Just over half (51%) of New Hampshire residents said a lack of awareness about available energy-efficient options is a barrier currently preventing them from improving energy efficiency in their homes.

	Yes	No
Overall	51%	49%
Age Categories		
18-34 years old	64%	36%
35-44 years old	55%	45%
45-54 years old	49%	51%
55-64 years old	46%	54%
65+ years old	38%	62%
Annual Household Income		
Under \$25,000	69%	31%
\$25,000 to \$49,999	57%	43%
\$50,000 to \$74,999	51%	49%
\$75,000 to \$99,999	48%	52%
\$100,000 to \$149,999	54%	46%
\$150,000 or more	44%	56%
Type of Residence		
Own	48%	52%
Rent	57%	43%
Other	70%	30%
Reduced Expenses to Pay Energy Bills		
None	45%	55%
1 or 2 months	70%	30%
3 to 6 months	69%	31%
Over 6 months	56%	44%

EEBAR02_A3 - Are any of these barriers currently preventing you from improving energy efficiency in your home?: I am uncertain about the return on investment.

(n = 1,033)

Summary

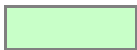

Just under two-thirds of New Hampshire residents (63%) said uncertainty about the return on investment is a barrier currently preventing them from improving energy efficiency in their homes.

	Yes	No
Overall	63%	37%
Age Categories		
18-34 years old	71%	29%
35-44 years old	63%	37%
45-54 years old	69%	31%
55-64 years old	59%	41%
65+ years old	50%	50%
Annual Household Income		
Under \$25,000	71%	29%
\$25,000 to \$49,999	63%	37%
\$50,000 to \$74,999	60%	40%
\$75,000 to \$99,999	64%	36%
\$100,000 to \$149,999	61%	39%
\$150,000 or more	63%	37%
Type of Residence		
Own	63%	37%
Rent	62%	38%
Other	64%	36%
Reduced Expenses to Pay Energy Bills		
None	58%	42%
1 or 2 months	75%	25%
3 to 6 months	81%	19%
Over 6 months	60%	40%

EEBAR02_A4 - Are any of these barriers currently preventing you from improving energy efficiency in your home?: I have limited access to financing or incentives.

(n = 1,027)

	Yes	No
Overall	62%	38%
Age Categories		
18-34 years old	78%	22%
35-44 years old	68%	32%
45-54 years old	60%	40%
55-64 years old	55%	45%
65+ years old	48%	52%
Annual Household Income		
Under \$25,000	92%	8%
\$25,000 to \$49,999	82%	18%
\$50,000 to \$74,999	73%	27%
\$75,000 to \$99,999	71%	29%
\$100,000 to \$149,999	68%	32%
\$150,000 or more	29%	71%
Type of Residence		
Own	57%	43%
Rent	76%	24%
Other	82%	18%
Reduced Expenses to Pay Energy Bills		
None	53%	47%
1 or 2 months	84%	16%
3 to 6 months	91%	9%
Over 6 months	87%	13%

 Significantly higher than the overall percentage (at 95% confidence)
 Significantly lower than the overall percentage (at 95% confidence)

Summary

Slightly less than two-thirds of residents (62%) said that their limited access to financing or incentives is a barrier currently preventing them from improving energy efficiency in their homes.

New Hampshire residents 65+ years old were less likely (52%) to report this as preventing them from improving efficiency in their homes as compared to the overall (38%).

EEBAR02_A5 - Are any of these barriers currently preventing you from improving energy efficiency in your home?: Trustworthiness or concerns about products or services.

(n = 1,024)

Summary

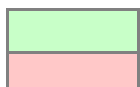
Just over half (59%) of residents said trustworthiness or concerns about products or services is a barrier currently preventing them from improving energy efficiency in their homes.

	Yes	No
Overall	59%	41%
Age Categories		
18-34 years old	62%	38%
35-44 years old	57%	43%
45-54 years old	66%	34%
55-64 years old	59%	41%
65+ years old	53%	47%
Annual Household Income		
Under \$25,000	63%	37%
\$25,000 to \$49,999	62%	38%
\$50,000 to \$74,999	53%	47%
\$75,000 to \$99,999	54%	46%
\$100,000 to \$149,999	54%	46%
\$150,000 or more	62%	38%
Type of Residence		
Own	62%	38%
Rent	50%	50%
Other	70%	30%
Reduced Expenses to Pay Energy Bills		
None	57%	43%
1 or 2 months	65%	35%
3 to 6 months	55%	45%
Over 6 months	67%	33%

EEBAR02_A6 - Are any of these barriers currently preventing you from improving energy efficiency in your home?: A lack of knowledge about energy efficiency.

(n = 1,049)

	Yes	No
Overall	36%	64%
Age Categories		
18-34 years old	44%	56%
35-44 years old	32%	68%
45-54 years old	40%	60%
55-64 years old	35%	65%
65+ years old	26%	74%
Annual Household Income		
Under \$25,000	60%	40%
\$25,000 to \$49,999	42%	58%
\$50,000 to \$74,999	29%	71%
\$75,000 to \$99,999	31%	69%
\$100,000 to \$149,999	37%	63%
\$150,000 or more	26%	74%
Type of Residence		
Own	33%	67%
Rent	41%	59%
Other	65%	35%
Reduced Expenses to Pay Energy Bills		
None	29%	71%
1 or 2 months	55%	45%
3 to 6 months	56%	44%
Over 6 months	33%	67%



Significantly higher than the overall percentage (at 95% confidence)

Significantly lower than the overall percentage (at 95% confidence)

Summary

Just over one-third of residents (36%) said that a lack of knowledge about energy efficiency is a barrier currently preventing them from improving energy efficiency in their homes.

Residents with an annual household income under \$25,000 were significantly more likely to report a lack of knowledge about energy efficiency as a current barrier.

EEBAR02_A7 - Are any of these barriers currently preventing you from improving energy efficiency in your home?: A lack of reliable information about energy efficiency.

(n = 1,059)

Summary

Just over half of residents (52%) said that a lack of reliable information about energy efficiency is not a barrier currently preventing them from improving energy efficiency in their homes.

	Yes	No
Overall	48%	52%
Age Categories		
18-34 years old	58%	42%
35-44 years old	46%	54%
45-54 years old	50%	50%
55-64 years old	42%	58%
65+ years old	40%	60%
Annual Household Income		
Under \$25,000	67%	33%
\$25,000 to \$49,999	52%	48%
\$50,000 to \$74,999	35%	65%
\$75,000 to \$99,999	48%	52%
\$100,000 to \$149,999	52%	48%
\$150,000 or more	37%	63%
Type of Residence		
Own	45%	55%
Rent	55%	45%
Other	67%	33%
Reduced Expenses to Pay Energy Bills		
None	42%	58%
1 or 2 months	60%	40%
3 to 6 months	68%	32%
Over 6 months	49%	51%

EEBAR02_A8 - Are any of these barriers currently preventing you from improving energy efficiency in your home?: The lack of skilled labor or contractors for installation.

(n = 951)

Summary

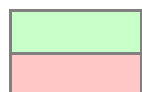
Slightly more than half of New Hampshire residents (51%) said that the lack of skilled labor is a barrier currently preventing them from improving energy efficiency in their homes.

	Yes	No
Overall	51%	49%
Age Categories		
18-34 years old	59%	41%
35-44 years old	64%	36%
45-54 years old	50%	50%
55-64 years old	47%	53%
65+ years old	38%	62%
Annual Household Income		
Under \$25,000	66%	34%
\$25,000 to \$49,999	41%	59%
\$50,000 to \$74,999	46%	54%
\$75,000 to \$99,999	46%	54%
\$100,000 to \$149,999	57%	43%
\$150,000 or more	53%	47%
Type of Residence		
Own	50%	50%
Rent	53%	47%
Other	67%	33%
Reduced Expenses to Pay Energy Bills		
None	50%	50%
1 or 2 months	68%	32%
3 to 6 months	66%	34%
Over 6 months	41%	59%

EEBAR02_A9 - Are any of these barriers currently preventing you from improving energy efficiency in your home?: I don't trust the government or utility programs.

(n = 936)

	Yes	No
Overall	31%	69%
Age Categories		
18-34 years old	41%	59%
35-44 years old	36%	64%
45-54 years old	25%	75%
55-64 years old	30%	70%
65+ years old	20%	80%
Annual Household Income		
Under \$25,000	45%	55%
\$25,000 to \$49,999	35%	65%
\$50,000 to \$74,999	35%	65%
\$75,000 to \$99,999	27%	73%
\$100,000 to \$149,999	28%	72%
\$150,000 or more	28%	72%
Type of Residence		
Own	27%	73%
Rent	46%	54%
Other	23%	77%
Reduced Expenses to Pay Energy Bills		
None	22%	78%
1 or 2 months	39%	61%
3 to 6 months	63%	37%
Over 6 months	58%	42%



Significantly higher than the overall percentage (at 95% confidence)

Significantly lower than the overall percentage (at 95% confidence)

Summary

Just under one-third (31%) of residents reported mistrust in the government or utility programs as a barrier currently preventing them from improving energy efficiency in their homes.

Residents with reduced expenses to pay energy bills for 3 to 6 months were significantly more likely (63%) to report this issue as a barrier.

EEBAR02_A10 - Are any of these barriers currently preventing you from improving energy efficiency in your home?: I'm not interested in changing my current energy systems.

(n = 935)

Summary

Most residents (81%) said being uninterested in changing their current energy systems is not a barrier currently preventing them from improving energy efficiency in their homes.

	Yes	No
Overall	19%	81%
Age Categories		
18-34 years old	27%	73%
35-44 years old	4%	96%
45-54 years old	12%	88%
55-64 years old	25%	75%
65+ years old	23%	77%
Annual Household Income		
Under \$25,000	34%	66%
\$25,000 to \$49,999	18%	82%
\$50,000 to \$74,999	17%	83%
\$75,000 to \$99,999	13%	87%
\$100,000 to \$149,999	14%	86%
\$150,000 or more	19%	81%
Type of Residence		
Own	18%	82%
Rent	25%	75%
Other	16%	84%
Reduced Expenses to Pay Energy Bills		
None	19%	81%
1 or 2 months	14%	86%
3 to 6 months	16%	84%
Over 6 months	24%	76%

EEBAR02_A11 - Are any of these barriers currently preventing you from improving energy efficiency in your home?: I don't see the benefits; my home efficiency is just fine.

(n = 943)

Summary

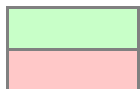
Many residents (82%) said that not recognizing the benefits is not a barrier currently preventing them from improving energy efficiency in their homes.

	Yes	No
Overall	18%	82%
Age Categories		
18-34 years old	25%	75%
35-44 years old	6%	94%
45-54 years old	11%	89%
55-64 years old	19%	81%
65+ years old	24%	76%
Annual Household Income		
Under \$25,000	23%	77%
\$25,000 to \$49,999	16%	84%
\$50,000 to \$74,999	16%	84%
\$75,000 to \$99,999	17%	83%
\$100,000 to \$149,999	13%	87%
\$150,000 or more	18%	82%
Type of Residence		
Own	18%	82%
Rent	19%	81%
Other	7%	93%
Reduced Expenses to Pay Energy Bills		
None	18%	82%
1 or 2 months	11%	89%
3 to 6 months	10%	90%
Over 6 months	21%	79%

EEBAR03 - Are financial constraints a significant hurdle to investing in energy efficiency for your home?

(n = 1,090)

	Yes	No
Overall	71%	29%
Age Categories		
18-34 years old	78%	22%
35-44 years old	80%	20%
45-54 years old	69%	31%
55-64 years old	68%	32%
65+ years old	60%	40%
Annual Household Income		
Under \$25,000	86%	14%
\$25,000 to \$49,999	83%	17%
\$50,000 to \$74,999	85%	15%
\$75,000 to \$99,999	84%	16%
\$100,000 to \$149,999	75%	25%
\$150,000 or more	40%	60%
Type of Residence		
Own	68%	32%
Rent	78%	22%
Other	91%	9%
Reduced Expenses to Pay Energy Bills		
None	63%	37%
1 or 2 months	93%	7%
3 to 6 months	93%	7%
Over 6 months	96%	4%



Significantly higher than the overall percentage (at 95% confidence)

Significantly lower than the overall percentage (at 95% confidence)

Summary

Over two-thirds of residents (71%) said that financial constraints are a significant hurdle to investing in energy efficiency for their homes.

Residents with household incomes of \$150,000 or more were significantly more likely to report financial constraints were not a hurdle (60%) as compared to overall (29%).

EEGOV1 - How familiar are you with the state's energy efficiency policies?

(n = 1,181)

	Very Familiar	Somewhat Familiar	Unfamiliar	Never Heard of It
Overall	2%	22%	59%	17%
Age Categories				
18-34 years old	2%	19%	58%	21%
35-44 years old	2%	22%	55%	20%
45-54 years old	<1%	22%	67%	11%
55-64 years old	3%	19%	58%	20%
65+ years old	3%	28%	59%	10%
Annual Household Income				
Under \$25,000	8%	29%	52%	11%
\$25,000 to \$49,999	2%	23%	57%	18%
\$50,000 to \$74,999	2%	13%	63%	23%
\$75,000 to \$99,999	2%	12%	73%	13%
\$100,000 to \$149,999	1%	22%	66%	11%
\$150,000 or more	3%	32%	49%	16%
Type of Residence				
Own	2%	23%	61%	14%
Rent	3%	19%	53%	25%
Other	-	38%	52%	10%
Reduced Expenses to Pay Energy Bills				
None	2%	24%	57%	17%
1 or 2 months	-	17%	69%	15%
3 to 6 months	2%	16%	72%	11%
Over 6 months	7%	20%	50%	24%

Summary

More than half of New Hampshire residents (59%) were unfamiliar with the state's energy efficiency policies. Only 2% were very familiar with the policies.

EEGOV2 - How satisfied are you with the current energy efficiency policies and incentives offered by the state?

(n = 741)

Summary

Slightly more than half of New Hampshire residents (51%) were neither satisfied nor dissatisfied with the current energy efficiency policies and incentives offered by the state.

	Very Satisfied	Somewhat Satisfied	Neither Satisfied nor Dissatisfied	Somewhat Dissatisfied	Very Dissatisfied
Overall	4%	19%	51%	14%	12%
Age Categories					
18-34 years old	9%	14%	41%	20%	16%
35-44 years old	4%	18%	45%	11%	21%
45-54 years old	3%	22%	56%	9%	10%
55-64 years old	2%	19%	61%	10%	8%
65+ years old	2%	22%	54%	15%	7%
Annual Household Income					
Under \$25,000	15%	27%	40%	4%	14%
\$25,000 to \$49,999	1%	21%	54%	11%	13%
\$50,000 to \$74,999	12%	19%	45%	10%	14%
\$75,000 to \$99,999	2%	16%	50%	21%	11%
\$100,000 to \$149,999	2%	18%	49%	11%	19%
\$150,000 or more	2%	21%	53%	15%	10%
Type of Residence					
Own	2%	20%	54%	14%	10%
Rent	11%	15%	40%	15%	20%
Other	8%	14%	57%	17%	4%
Reduced Expenses to Pay Energy Bills					
None	2%	20%	57%	13%	9%
1 or 2 months	1%	32%	37%	18%	11%
3 to 6 months	12%	10%	40%	13%	25%
Over 6 months	10%	6%	26%	29%	29%

EEGOV3 - What additional measures do you think the State of New Hampshire should take to promote energy efficiency? (Overall %)

	RANK 1 (n = 1,176)	RANK 2 (n = 1,160)	RANK 3 (n = 1,141)
Increase financial incentives for energy-efficient upgrades.	59%	14%	11%
Offer grants or subsidies for low-income households to adopt energy-efficient measures.	12%	13%	15%
Expand public awareness campaigns about energy-saving practices.	7%	20%	14%
Establish mandatory energy efficiency targets for industries and businesses.	5%	7%	9%
Introduce time-of-use pricing to incentivize energy conservation during peak periods.	5%	8%	13%
Implement stricter building codes.	3%	8%	5%
Implement stricter standards for energy efficiency.	2%	9%	9%
Create more funding opportunities for research and development of energy efficient technologies.	2%	7%	7%
Encourage public-private partnerships to promote energy efficiency initiatives.	2%	4%	8%
Provide education and training programs on energy-efficient practices for businesses and consumers.	2%	9%	11%

Summary

Just under two-thirds of residents (59%) said the best additional measure that New Hampshire should take to promote energy efficiency is to increase financial incentives for energy-efficient upgrades. The next top responses were to offer grants or subsidies for low-income households (12%) and to expand public awareness campaigns (7%).

EEINFO1 - How interested are you in learning more about energy efficiency programs?

(n = 1,116)

	Very Interested	Interested	Not Very Interested	Not At All Interested
Overall	31%	48%	15%	6%
Age Categories				
18-34 years old	30%	44%	12%	14%
35-44 years old	38%	55%	5%	1%
45-54 years old	36%	44%	17%	2%
55-64 years old	29%	48%	17%	6%
65+ years old	28%	50%	19%	3%
Annual Household Income				
Under \$25,000	34%	30%	32%	4%
\$25,000 to \$49,999	25%	51%	17%	8%
\$50,000 to \$74,999	24%	55%	16%	5%
\$75,000 to \$99,999	35%	55%	8%	1%
\$100,000 to \$149,999	34%	46%	12%	8%
\$150,000 or more	27%	53%	13%	6%
Type of Residence				
Own	33%	51%	14%	3%
Rent	24%	41%	17%	18%
Other	60%	32%	8%	1%
Reduced Expenses to Pay Energy Bills				
None	31%	50%	15%	4%
1 or 2 months	28%	49%	20%	4%
3 to 6 months	38%	39%	11%	13%
Over 6 months	33%	36%	10%	20%

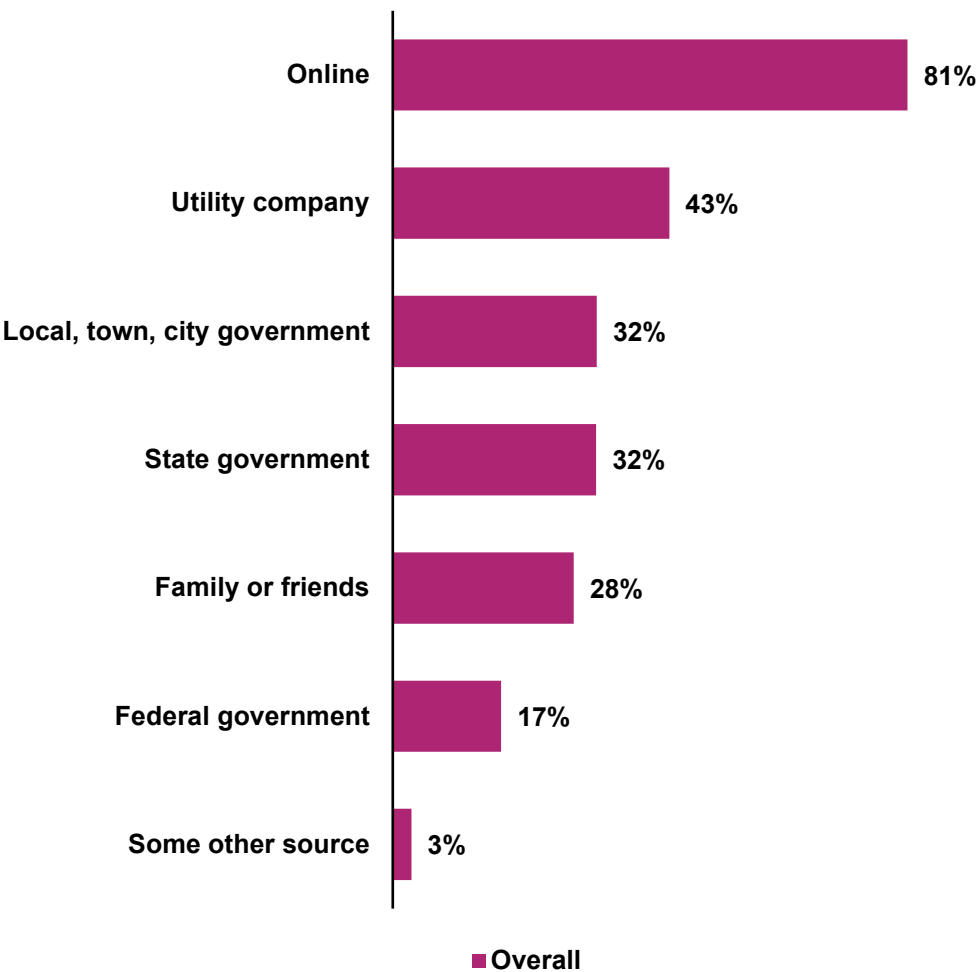
Summary

Almost half of New Hampshire residents (48%) are interested in learning more about energy efficiency programs. 31% are very interested in learning more.

EEINFO2 - Where do you prefer to get information about energy efficiency programs? Select all that apply.

**Multiple answers were accepted from each resident for this question. As a result, the total percentage may not sum to 100%.*

(n = 1,119)



Summary

Most New Hampshire residents (81%) prefer to get information about energy efficiency programs online. The next top responses include utility companies (43%), local government (32%) and state government (32%).

EEINFO3 - If you wanted to participate in an energy efficiency program, would you know where to go or who to call?

(n = 1,010)

Summary

More than two-thirds of residents (73%) said they would not know where to go or who to call if they wanted to participate in an energy efficiency program.

	Yes	No
Overall	27%	73%
Age Categories		
18-34 years old	20%	80%
35-44 years old	27%	73%
45-54 years old	35%	65%
55-64 years old	22%	78%
65+ years old	32%	68%
Annual Household Income		
Under \$25,000	34%	66%
\$25,000 to \$49,999	18%	82%
\$50,000 to \$74,999	19%	81%
\$75,000 to \$99,999	18%	82%
\$100,000 to \$149,999	29%	71%
\$150,000 or more	39%	61%
Type of Residence		
Own	27%	73%
Rent	24%	76%
Other	23%	77%
Reduced Expenses to Pay Energy Bills		
None	28%	72%
1 or 2 months	19%	81%
3 to 6 months	23%	77%
Over 6 months	17%	83%

EEINFO4 - Do you face any challenges in accessing energy efficiency resources and information?

(n = 819)

	Yes	No
Overall	17%	83%
Age Categories		
18-34 years old	16%	84%
35-44 years old	25%	75%
45-54 years old	6%	94%
55-64 years old	23%	77%
65+ years old	16%	84%
Annual Household Income		
Under \$25,000	23%	77%
\$25,000 to \$49,999	16%	84%
\$50,000 to \$74,999	27%	73%
\$75,000 to \$99,999	23%	77%
\$100,000 to \$149,999	22%	78%
\$150,000 or more	5%	95%
Type of Residence		
Own	15%	85%
Rent	23%	77%
Other	27%	73%
Reduced Expenses to Pay Energy Bills		
None	13%	87%
1 or 2 months	7%	93%
3 to 6 months	20%	80%
Over 6 months	57%	43%

Summary

Most New Hampshire residents (83%) did not face any challenges in accessing energy efficiency resources and information.

EEINFO40 - Do you face any challenges in accessing energy efficiency resources and information?

Top challenges specified by residents who answered 'Yes' to EEINFO4.

**Answers from each resident for this question may have contained content that was applicable to multiple categories. As a result, the total percentage may not sum to 100%.*

(n = 126)

	Overall
Struggle to know where to begin	33%
Cost	14%
Information that exists is hard to navigate, unhelpful	8%
Struggle to find trustworthy sources	7%
Resources not widely available where I live	6%
Renter or condo-owner status limits options	6%
Lack of time	6%
Computer illiteracy, don't have a computer	5%
Had no idea they existed	3%

Summary

Of those who faced challenges in accessing energy efficiency resources, one-third (33%) said they struggled to know where to begin. Another 14% said the cost was a challenge and 8% said the information that exists is hard to navigate or unhelpful.

EEINFO5 - Which sources do you trust the most when seeking information about energy efficiency?
Select all that apply.

**Multiple answers were accepted from each resident for this question. As a result, the total percentage may not sum to 100%.*

(n = 1,114)

	Overall
State Government Websites	52%
Utility Company Websites	42%
Recommendations from Friends or Family	38%
Federal Government Website	37%
News Articles or Publications	34%
Environmental Non-Profit Organizations	25%
Energy Efficiency Workshops, Webinars, or Seminars	24%
Energy Consultants or Experts	24%
Energy Efficiency Blogs or Websites	23%
Local Government Websites or Resources	23%
Energy Efficiency Videos or YouTube Channels	11%
Social Media Platforms (e.g., Facebook, Twitter, LinkedIn)	9%
Local Community Events	9%
Energy Efficiency Apps or Mobile Applications	9%

Summary

More than half of New Hampshire residents (52%) said they trust state government websites the most when seeking information about energy efficiency. Other top responses include utility company websites (42%) and recommendations from friends or family (38%).

EEINFO6 - Which way would you prefer to receive information about energy efficiency?

Select all that apply.

**Multiple answers were accepted from each resident for this question. As a result, the total percentage may not sum to 100%.*

(n = 1,127)

	Overall
State Government Websites	55%
Utility Company Websites	49%
Federal Government Website	36%
News Articles or Publications	32%
Recommendations from Friends or Family	29%
Environmental Non-Profit Organizations	20%
Local Government Websites or Resources	20%
Energy Efficiency Workshops, Webinars, or Seminars	20%
Energy Efficiency Blogs or Websites	19%
Energy Consultants or Experts	16%
Local Community Events	13%
Social Media Platforms (e.g., Facebook, Twitter, LinkedIn)	11%
Energy Efficiency Videos or YouTube Channels	11%
Energy Efficiency Apps or Mobile Applications	8%

Summary

Over half of residents (55%) said they would prefer to receive information about energy efficiency from state government websites. Other top responses include utility company websites (49%) and the federal government website (36%).

EEINFO7 - How effective is the State of New Hampshire in providing information about energy efficiency programs, rebates, incentives, or services?

(n = 853)

Summary

Over one-third of residents (38%) said the State of New Hampshire is somewhat ineffective in providing information about energy efficiency programs or services. However, another 35% said the State is somewhat effective.

	Very Effective	Somewhat Effective	Somewhat Ineffective	Very Ineffective
Overall	5%	35%	38%	22%
Age Categories				
18-34 years old	5%	29%	38%	29%
35-44 years old	7%	28%	45%	20%
45-54 years old	7%	43%	31%	19%
55-64 years old	3%	38%	38%	20%
65+ years old	3%	42%	37%	17%
Annual Household Income				
Under \$25,000	22%	33%	27%	18%
\$25,000 to \$49,999	1%	28%	40%	31%
\$50,000 to \$74,999	4%	37%	35%	23%
\$75,000 to \$99,999	3%	30%	43%	23%
\$100,000 to \$149,999	3%	31%	51%	15%
\$150,000 or more	1%	41%	32%	26%
Type of Residence				
Own	3%	37%	37%	22%
Rent	9%	31%	39%	21%
Other	7%	21%	45%	27%
Reduced Expenses to Pay Energy Bills				
None	3%	38%	42%	17%
1 or 2 months	3%	33%	29%	35%
3 to 6 months	11%	27%	38%	24%
Over 6 months	8%	20%	29%	44%



DETAILED FINDINGS: ORGANIZATIONS SURVEY



EE010 - What does the term energy efficiency mean to you?

**Answers from each organization for this question may have contained content that was applicable to multiple categories. As a result, the total percentage may not sum to 100%.*

(n = 444)

	Overall
Reducing energy consumption/ Mindful usage	39%
Less energy to meet needs with minimal waste	32%
Cheap or affordable energy/ Cost effective	19%
Less resource-intensive appliances and devices	11%
Environmentally friendly/ Clean energy	11%
Well-insulated building	2%
Other	10%

Summary

When asked what the term energy efficiency means to them, over one-third of organizations (39%) said it means reducing energy consumption or mindful usage. Another 32% said it means less energy to meet needs with minimal waste.

EE02 - How important is energy efficiency to your organization?

(n = 468)

	Very Important	Somewhat Important	Somewhat Unimportant	Not At All Important
Overall	50%	40%	8%	2%
Organization Type				
Business	46%	41%	11%	2%
Non-profit	56%	39%	3%	1%
Municipality	62%	34%	4%	-
Number of Employees				
1 to 4	48%	40%	9%	3%
5 to 9	50%	46%	5%	-
10 to 24	44%	48%	8%	1%
25 or more	68%	26%	6%	-
Operating Budget				
Less than \$50,000	55%	32%	13%	<1%
\$50,000 to \$99,999	46%	50%	3%	-
\$100,000 to \$499,999	50%	43%	7%	-
\$500,000 to \$999,999	45%	50%	5%	-
\$1,000,000 to \$1,999,999	43%	45%	11%	1%
\$2,000,000 to \$4,999,999	59%	38%	2%	-
\$5,000,000 to \$9,999,999	70%	26%	5%	-
\$10,000,000 or greater	52%	48%	-	-

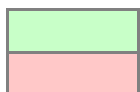
Summary

Half of organizations said energy efficiency is very important to them. Only 2% said it is not at all important.

EE03 - Would you say your concern for energy issues has increased, decreased, or remained the same over the past year?

(n = 461)

	Increased	Remained the Same	Decreased
Overall	55%	42%	3%
Organization Type			
Business	53%	42%	5%
Non-profit	57%	43%	<1%
Municipality	60%	40%	-
Number of Employees			
1 to 4	56%	42%	1%
5 to 9	56%	42%	2%
10 to 24	45%	50%	5%
25 or more	57%	34%	9%
Operating Budget			
Less than \$50,000	51%	45%	4%
\$50,000 to \$99,999	70%	30%	-
\$100,000 to \$499,999	56%	43%	1%
\$500,000 to \$999,999	48%	47%	5%
\$1,000,000 to \$1,999,999	50%	44%	6%
\$2,000,000 to \$4,999,999	65%	30%	5%
\$5,000,000 to \$9,999,999	62%	25%	13%
\$10,000,000 or greater	77%	10%	12%



Significantly higher than the overall percentage (at 95% confidence)

Significantly lower than the overall percentage (at 95% confidence)

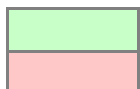
Summary

More than half of organizations (55%) said that their concern for energy issues was increased over the past year. Only 3% said their concern decreased.

EE04 - How strongly do you agree with the following statement?: There are things your organization can do, or steps your organization can take to use energy more efficiently.

(n = 463)

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
Overall	31%	39%	20%	7%	2%
Organization Type					
Business	28%	38%	22%	9%	3%
Non-profit	36%	40%	18%	4%	2%
Municipality	43%	46%	10%	1%	-
Number of Employees					
1 to 4	29%	35%	23%	10%	3%
5 to 9	34%	39%	20%	2%	4%
10 to 24	22%	57%	18%	2%	1%
25 or more	46%	40%	12%	1%	-
Operating Budget					
Less than \$50,000	30%	28%	25%	14%	3%
\$50,000 to \$99,999	35%	33%	25%	8%	-
\$100,000 to \$499,999	35%	44%	15%	6%	<1%
\$500,000 to \$999,999	32%	41%	13%	6%	8%
\$1,000,000 to \$1,999,999	31%	53%	11%	6%	-
\$2,000,000 to \$4,999,999	23%	61%	14%	2%	-
\$5,000,000 to \$9,999,999	57%	27%	11%	5%	-
\$10,000,000 or greater	45%	50%	6%	-	-



Significantly higher than the overall percentage (at 95% confidence)

Significantly lower than the overall percentage (at 95% confidence)

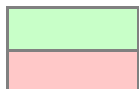
Summary

More than one-third of organizations (39%) somewhat agree that there are things they can do or steps to take to use energy more efficiently. Another 31% strongly agreed with this statement.

EE05A - How familiar are you with the following energy efficiency programs and incentives in New Hampshire?: Utility funded energy efficiency programs such as NHSaves

(n = 464)

	Very Familiar	Somewhat Familiar	Unfamiliar	Never Heard of It
Overall	16%	40%	26%	18%
Organization Type				
Business	19%	36%	27%	17%
Non-profit	12%	44%	25%	18%
Municipality	28%	49%	19%	3%
Number of Employees				
1 to 4	13%	40%	27%	21%
5 to 9	13%	38%	35%	13%
10 to 24	21%	37%	21%	21%
25 or more	36%	44%	14%	5%
Operating Budget				
Less than \$50,000	8%	31%	33%	28%
\$50,000 to \$99,999	27%	38%	21%	15%
\$100,000 to \$499,999	11%	41%	31%	17%
\$500,000 to \$999,999	7%	59%	17%	18%
\$1,000,000 to \$1,999,999	32%	29%	14%	25%
\$2,000,000 to \$4,999,999	25%	41%	23%	10%
\$5,000,000 to \$9,999,999	51%	44%	<1%	5%
\$10,000,000 or greater	46%	48%	7%	-



Significantly higher than the overall percentage (at 95% confidence)

Significantly lower than the overall percentage (at 95% confidence)

Summary

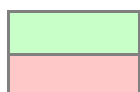
Just over one-quarter of organizations (26%) are unfamiliar with utility funded energy efficiency programs such as NHSaves. However, 40% are somewhat familiar with this program.

Organizations with \$5 to \$9.9 million in their operating budget were much more likely (51%) to be very familiar with this program as compared to overall (16%).

EE05B - How familiar are you with the following energy efficiency programs and incentives in New Hampshire?: Federal tax credits

(n = 451)

	Very Familiar	Somewhat Familiar	Unfamiliar	Never Heard of It
Overall	16%	40%	35%	10%
Organization Type				
Business	22%	39%	30%	9%
Non-profit	6%	42%	41%	10%
Municipality	16%	48%	31%	5%
Number of Employees				
1 to 4	12%	44%	32%	13%
5 to 9	16%	31%	45%	8%
10 to 24	21%	34%	41%	3%
25 or more	30%	49%	21%	<1%
Operating Budget				
Less than \$50,000	8%	32%	41%	18%
\$50,000 to \$99,999	18%	34%	43%	5%
\$100,000 to \$499,999	10%	48%	31%	10%
\$500,000 to \$999,999	22%	40%	32%	6%
\$1,000,000 to \$1,999,999	21%	35%	40%	4%
\$2,000,000 to \$4,999,999	39%	32%	23%	5%
\$5,000,000 to \$9,999,999	50%	39%	11%	-
\$10,000,000 or greater	47%	53%	<1%	-



Significantly higher than the overall percentage (at 95% confidence)

Significantly lower than the overall percentage (at 95% confidence)

Summary

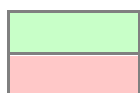
Less than half (40%) of organizations were somewhat familiar with federal tax credits.

Non-profit organizations were significantly less likely (6%) to be very familiar with this program as compared to overall (16%). Organizations with an operating budget over \$10 million were significantly more likely to be very familiar with federal tax credits.

EE05C - How familiar are you with the following energy efficiency programs and incentives in New Hampshire?: Energy efficiency revolving loan fund

(n = 385)

	Very Familiar	Somewhat Familiar	Unfamiliar	Never Heard of It
Overall	6%	15%	42%	37%
Organization Type				
Business	9%	19%	39%	33%
Non-profit	2%	9%	47%	43%
Municipality	-	-	-	-
Number of Employees				
1 to 4	1%	14%	40%	45%
5 to 9	10%	8%	58%	25%
10 to 24	12%	17%	36%	34%
25 or more	23%	25%	33%	18%
Operating Budget				
Less than \$50,000	-	10%	39%	51%
\$50,000 to \$99,999	3%	18%	35%	43%
\$100,000 to \$499,999	2%	11%	49%	38%
\$500,000 to \$999,999	10%	13%	43%	34%
\$1,000,000 to \$1,999,999	15%	19%	36%	29%
\$2,000,000 to \$4,999,999	15%	20%	47%	18%
\$5,000,000 to \$9,999,999	25%	16%	47%	12%
\$10,000,000 or greater	41%	39%	20%	-



Significantly higher than the overall percentage (at 95% confidence)

Significantly lower than the overall percentage (at 95% confidence)

Summary

Slightly less than half of organizations (42%) were unfamiliar with the energy efficiency revolving loan fund in New Hampshire. 37% had never heard of the program before.

Organizations with operating budgets greater than \$10 million were significantly more likely (41%) to be very familiar with the loan fund as compared to overall (6%).

EE05D - How familiar are you with the following energy efficiency programs and incentives in New Hampshire?: Energy efficiency community block grant program

(n = 64)

Summary

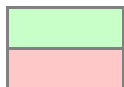
Just under half of organizations (45%) were unfamiliar with the energy efficiency community block grant program in New Hampshire. Another 38% were at least somewhat familiar with the program.

	Very Familiar	Somewhat Familiar	Unfamiliar	Never Heard of It
Overall	11%	38%	45%	6%
Organization Type				
Business	-	-	-	-
Non-profit	-	-	-	-
Municipality	11%	38%	45%	6%
Number of Employees				
1 to 4	-	-	75%	25%
5 to 9	-	43%	43%	14%
10 to 24	14%	64%	21%	-
25 or more	14%	30%	51%	5%
Operating Budget				
Less than \$50,000	-	-	100%	-
\$50,000 to \$99,999	-	-	67%	33%
\$100,000 to \$499,999	-	40%	60%	-
\$500,000 to \$999,999	13%	25%	63%	-
\$1,000,000 to \$1,999,999	7%	64%	29%	-
\$2,000,000 to \$4,999,999	-	43%	57%	-
\$5,000,000 to \$9,999,999	-	75%	25%	-
\$10,000,000 or greater	-	-	100%	-

EEVAL01A - How strongly do you agree with the following statements?: Energy efficiency and conservation just isn't that important to our organization.

(n = 455)

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
Overall	6%	12%	16%	21%	44%
Organization Type					
Business	7%	18%	17%	20%	38%
Non-profit	4%	5%	15%	22%	54%
Municipality	1%	7%	10%	21%	60%
Number of Employees					
1 to 4	9%	11%	16%	19%	45%
5 to 9	<1%	20%	11%	27%	42%
10 to 24	5%	8%	24%	21%	42%
25 or more	5%	14%	18%	21%	41%
Operating Budget					
Less than \$50,000	10%	14%	15%	18%	42%
\$50,000 to \$99,999	15%	7%	14%	16%	48%
\$100,000 to \$499,999	1%	6%	14%	27%	52%
\$500,000 to \$999,999	3%	22%	14%	21%	40%
\$1,000,000 to \$1,999,999	2%	10%	25%	23%	40%
\$2,000,000 to \$4,999,999	3%	20%	16%	13%	48%
\$5,000,000 to \$9,999,999	5%	8%	16%	35%	36%
\$10,000,000 or greater	13%	31%	18%	16%	23%



Significantly higher than the overall percentage (at 95% confidence)

Significantly lower than the overall percentage (at 95% confidence)

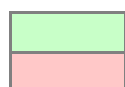
Summary

Just under half of organizations (44%) strongly disagreed that energy efficiency and conservation are just not that important to them. Only 6% strongly agreed with this statement.

EEVAL01B - How strongly do you agree with the following statements?: Our organization takes actions to be energy efficient and conserve energy.

(n = 455)

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
Overall	38%	41%	14%	4%	2%
Organization Type					
Business	38%	41%	14%	4%	3%
Non-profit	37%	42%	16%	4%	1%
Municipality	48%	34%	9%	7%	1%
Number of Employees					
1 to 4	40%	38%	14%	4%	3%
5 to 9	33%	47%	16%	2%	2%
10 to 24	34%	48%	12%	4%	2%
25 or more	41%	37%	17%	5%	<1%
Operating Budget					
Less than \$50,000	38%	43%	12%	2%	5%
\$50,000 to \$99,999	35%	46%	3%	10%	6%
\$100,000 to \$499,999	40%	41%	14%	3%	2%
\$500,000 to \$999,999	34%	40%	15%	7%	4%
\$1,000,000 to \$1,999,999	37%	38%	20%	4%	1%
\$2,000,000 to \$4,999,999	46%	34%	18%	2%	-
\$5,000,000 to \$9,999,999	33%	55%	12%	<1%	-
\$10,000,000 or greater	59%	17%	17%	7%	-



Significantly higher than the overall percentage (at 95% confidence)

Significantly lower than the overall percentage (at 95% confidence)

Summary

More than two-fifths of organizations (41%) somewhat agreed they take actions to be energy efficient and conserve energy. Additionally, 38% strongly agreed and only 2% strongly disagreed with this statement.

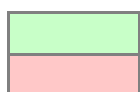
EEVAL01C - How strongly do you agree with the following statements?: There is very little our organization can do to be energy efficient and conserve energy.

(n = 455)

Summary

Over one-quarter of organizations (27%) strongly disagreed that there is very little their organization can do to be energy efficient and conserve energy.

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
Overall	10%	23%	17%	22%	27%
Organization Type					
Business	13%	27%	20%	17%	23%
Non-profit	7%	17%	14%	30%	33%
Municipality	-	15%	7%	31%	46%
Number of Employees					
1 to 4	10%	27%	13%	21%	29%
5 to 9	10%	19%	26%	22%	22%
10 to 24	12%	18%	22%	25%	22%
25 or more	12%	13%	18%	24%	33%
Operating Budget					
Less than \$50,000	10%	24%	19%	21%	26%
\$50,000 to \$99,999	16%	26%	10%	20%	28%
\$100,000 to \$499,999	7%	28%	14%	23%	28%
\$500,000 to \$999,999	6%	26%	18%	28%	22%
\$1,000,000 to \$1,999,999	14%	23%	13%	30%	19%
\$2,000,000 to \$4,999,999	15%	15%	24%	16%	29%
\$5,000,000 to \$9,999,999	11%	5%	5%	28%	51%
\$10,000,000 or greater	13%	9%	30%	10%	38%



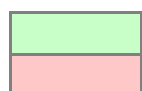
Significantly higher than the overall percentage (at 95% confidence)

Significantly lower than the overall percentage (at 95% confidence)

EEVAL01D - How strongly do you agree with the following statements?: Our organization's efforts to be energy efficient and conserve energy will have a positive impact on the environment.

(n = 451)

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
Overall	38%	35%	21%	4%	1%
Organization Type					
Business	33%	38%	25%	4%	1%
Non-profit	46%	31%	16%	4%	2%
Municipality	45%	36%	10%	4%	4%
Number of Employees					
1 to 4	39%	34%	22%	3%	2%
5 to 9	40%	26%	29%	6%	<1%
10 to 24	32%	43%	19%	5%	1%
25 or more	37%	46%	9%	7%	1%
Operating Budget					
Less than \$50,000	44%	33%	15%	5%	3%
\$50,000 to \$99,999	37%	46%	17%	-	-
\$100,000 to \$499,999	39%	36%	18%	5%	3%
\$500,000 to \$999,999	43%	30%	23%	4%	-
\$1,000,000 to \$1,999,999	40%	20%	31%	7%	1%
\$2,000,000 to \$4,999,999	41%	41%	14%	4%	-
\$5,000,000 to \$9,999,999	29%	60%	<1%	10%	-
\$10,000,000 or greater	37%	46%	10%	7%	-



Significantly higher than the overall percentage (at 95% confidence)

Significantly lower than the overall percentage (at 95% confidence)

Summary

More than one-third of organizations (38%) strongly agreed their efforts to be energy efficient and conserve energy will have a positive impact on the environment. Another 35% somewhat agreed with this statement.

EEVAL01E - How strongly do you agree with the following statements?: Energy conservation and efficiency are part of our organization's strategic planning.

(n = 447)

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
Overall	20%	26%	32%	14%	8%
Organization Type					
Business	20%	30%	31%	12%	6%
Non-profit	20%	20%	32%	16%	12%
Municipality	28%	33%	23%	9%	6%
Number of Employees					
1 to 4	20%	22%	34%	15%	9%
5 to 9	10%	37%	25%	18%	10%
10 to 24	23%	19%	40%	8%	10%
25 or more	34%	34%	22%	7%	3%
Operating Budget					
Less than \$50,000	24%	16%	36%	15%	9%
\$50,000 to \$99,999	23%	27%	32%	10%	8%
\$100,000 to \$499,999	17%	27%	33%	14%	9%
\$500,000 to \$999,999	18%	20%	37%	20%	5%
\$1,000,000 to \$1,999,999	21%	38%	15%	10%	16%
\$2,000,000 to \$4,999,999	28%	30%	23%	11%	9%
\$5,000,000 to \$9,999,999	28%	41%	21%	5%	5%
\$10,000,000 or greater	20%	40%	35%	6%	-

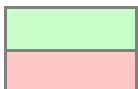
Summary

Just under one-third of organizations (32%) neither agreed nor disagreed that energy conservation and efficiency are a part of their strategic planning.

EEVAL01F - How strongly do you agree with the following statements?: Our organization has a responsibility to reduce energy usage.

(n = 455)

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
Overall	37%	33%	20%	7%	3%
Organization Type					
Business	32%	33%	22%	8%	5%
Non-profit	43%	33%	17%	6%	<1%
Municipality	43%	37%	13%	3%	3%
Number of Employees					
1 to 4	36%	32%	20%	9%	2%
5 to 9	37%	33%	19%	5%	6%
10 to 24	28%	44%	21%	6%	1%
25 or more	45%	28%	20%	4%	3%
Operating Budget					
Less than \$50,000	39%	33%	13%	10%	4%
\$50,000 to \$99,999	39%	31%	20%	5%	5%
\$100,000 to \$499,999	40%	31%	22%	6%	1%
\$500,000 to \$999,999	24%	34%	28%	10%	5%
\$1,000,000 to \$1,999,999	33%	38%	24%	1%	4%
\$2,000,000 to \$4,999,999	52%	30%	9%	4%	5%
\$5,000,000 to \$9,999,999	38%	51%	-	11%	<1%
\$10,000,000 or greater	27%	14%	28%	12%	19%



Significantly higher than the overall percentage (at 95% confidence)

Significantly lower than the overall percentage (at 95% confidence)

Summary

Over one-third of organizations (37%) strongly agreed that they have a responsibility to reduce energy usage. Another one-third (33%) somewhat agreed and only 3% strongly disagreed with this statement.

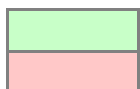
EEVAL01G - How strongly do you agree with the following statements?: Reducing our energy consumption will have a strong, positive impact on our organization's finances.

(n = 452)

Summary

Just over one-third of organizations (34%) somewhat agreed that reducing their energy consumption will have a strong, positive impact on their finances.

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
Overall	29%	34%	22%	7%	8%
Organization Type					
Business	28%	34%	24%	7%	6%
Non-profit	29%	34%	19%	7%	11%
Municipality	44%	41%	6%	5%	5%
Number of Employees					
1 to 4	27%	34%	23%	6%	10%
5 to 9	21%	39%	23%	9%	8%
10 to 24	28%	32%	26%	12%	2%
25 or more	45%	31%	17%	6%	1%
Operating Budget					
Less than \$50,000	27%	35%	20%	6%	12%
\$50,000 to \$99,999	48%	21%	23%	2%	6%
\$100,000 to \$499,999	25%	38%	22%	6%	9%
\$500,000 to \$999,999	25%	37%	28%	8%	2%
\$1,000,000 to \$1,999,999	30%	32%	12%	12%	13%
\$2,000,000 to \$4,999,999	37%	12%	41%	2%	9%
\$5,000,000 to \$9,999,999	20%	56%	10%	15%	-
\$10,000,000 or greater	36%	24%	16%	24%	-



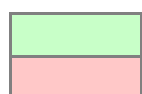
Significantly higher than the overall percentage (at 95% confidence)

Significantly lower than the overall percentage (at 95% confidence)

EEVAL01H - How strongly do you agree with the following statements?: Energy efficiency will increase the operating costs of my organization.

(n = 444)

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
Overall	13%	19%	25%	19%	24%
Organization Type					
Business	17%	22%	24%	16%	21%
Non-profit	8%	13%	27%	24%	28%
Municipality	6%	11%	22%	25%	36%
Number of Employees					
1 to 4	15%	20%	22%	19%	24%
5 to 9	11%	17%	25%	23%	23%
10 to 24	13%	18%	36%	18%	15%
25 or more	8%	19%	28%	13%	32%
Operating Budget					
Less than \$50,000	9%	11%	28%	24%	28%
\$50,000 to \$99,999	23%	14%	19%	15%	29%
\$100,000 to \$499,999	14%	13%	29%	18%	27%
\$500,000 to \$999,999	8%	37%	24%	20%	10%
\$1,000,000 to \$1,999,999	9%	15%	24%	20%	32%
\$2,000,000 to \$4,999,999	9%	29%	23%	17%	22%
\$5,000,000 to \$9,999,999	22%	19%	28%	<1%	31%
\$10,000,000 or greater	31%	11%	19%	23%	16%



Significantly higher than the overall percentage (at 95% confidence)

Significantly lower than the overall percentage (at 95% confidence)

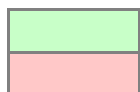
Summary

One quarter of organizations (25%) neither agreed nor disagreed that energy efficiency will increase their operating costs.

EEVAL02 - How concerned is your organization about the environmental impact of energy consumption?

(n = 452)

	Very Concerned	Somewhat Concerned	Neither	Somewhat Not Concerned	Not Concerned At All
Overall	34%	45%	11%	5%	5%
Organization Type					
Business	32%	45%	12%	5%	7%
Non-profit	37%	45%	11%	5%	2%
Municipality	28%	48%	13%	9%	2%
Number of Employees					
1 to 4	36%	45%	9%	4%	5%
5 to 9	25%	44%	18%	4%	8%
10 to 24	29%	52%	9%	7%	3%
25 or more	44%	37%	11%	8%	-
Operating Budget					
Less than \$50,000	39%	32%	12%	8%	10%
\$50,000 to \$99,999	42%	43%	5%	3%	6%
\$100,000 to \$499,999	37%	49%	9%	4%	1%
\$500,000 to \$999,999	28%	46%	19%	<1%	7%
\$1,000,000 to \$1,999,999	27%	46%	12%	12%	3%
\$2,000,000 to \$4,999,999	41%	33%	14%	6%	5%
\$5,000,000 to \$9,999,999	38%	51%	5%	7%	-
\$10,000,000 or greater	26%	29%	21%	5%	19%



Significantly higher than the overall percentage (at 95% confidence)

Significantly lower than the overall percentage (at 95% confidence)

Summary

Slightly less than half of organizations (45%) said they were somewhat concerned about the environmental impact of energy consumption.

EEVAL03 - Is your organization willing to pay a higher price upfront for energy-efficient products or services that will lead to long term savings?

(n = 330)

	Yes	No
Overall	72%	28%
Organization Type		
Business	69%	31%
Non-profit	77%	23%
Municipality	77%	23%
Number of Employees		
1 to 4	69%	31%
5 to 9	77%	23%
10 to 24	80%	20%
25 or more	75%	25%
Operating Budget		
Less than \$50,000	75%	25%
\$50,000 to \$99,999	67%	33%
\$100,000 to \$499,999	80%	20%
\$500,000 to \$999,999	66%	34%
\$1,000,000 to \$1,999,999	65%	35%
\$2,000,000 to \$4,999,999	73%	27%
\$5,000,000 to \$9,999,999	81%	19%
\$10,000,000 or greater	78%	22%

Summary

Just under three-quarters of organizations (72%) said that they are willing to pay a higher price upfront for energy-efficient products or services that will lead to long term savings.

EEVAL040 - What do you think would be a good incentive for your organization to be more energy efficient?

**Answers from each organization for this question may have contained content that was applicable to multiple categories. As a result, the total percentage may not sum to 100%.*

(n = 376)

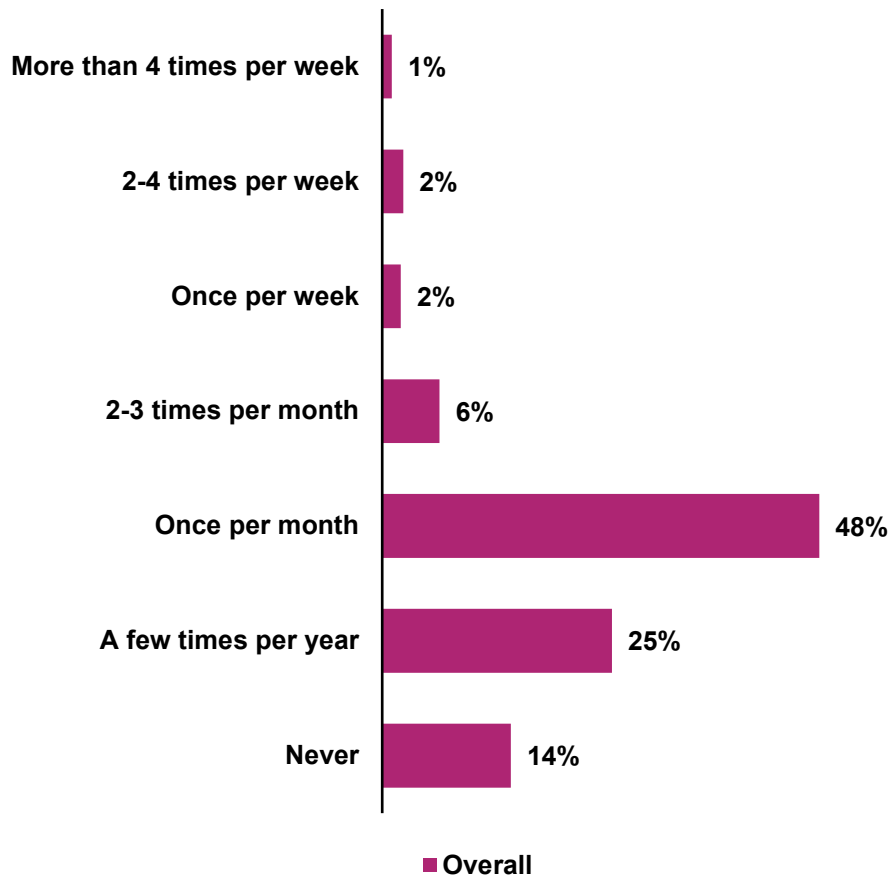
	Overall
Financial incentive (additional tax credits, rebates, etc.)	50%
Make rates/upfront costs lower for efficient alternatives	20%
Better programs	11%
Increase awareness, especially about financial or environmental impact	5%
Publicly recognize successes	3%
Make the process easier	2%

Summary

Half of organizations (50%) said a financial incentive, such as additional tax credits or rebates, would be a good incentive for them to be more energy efficient. The next top responses included making rates or upfront costs lower (20%) or to create better programs (11%).

EEACT01 - How often do you pay attention to or monitor your organization's energy consumption?

(n = 428)



Summary

Just under half of organizations (48%) said they pay attention to or monitor their energy consumption once per month. A quarter (25%) said they pay attention a few times per year.

EEACT020 - Are you aware of any energy-saving projects that have been completed by your organization?

**Answers from each organization for this question may have contained content that was applicable to multiple categories. As a result, the total percentage may not sum to 100%.*

(n = 396)

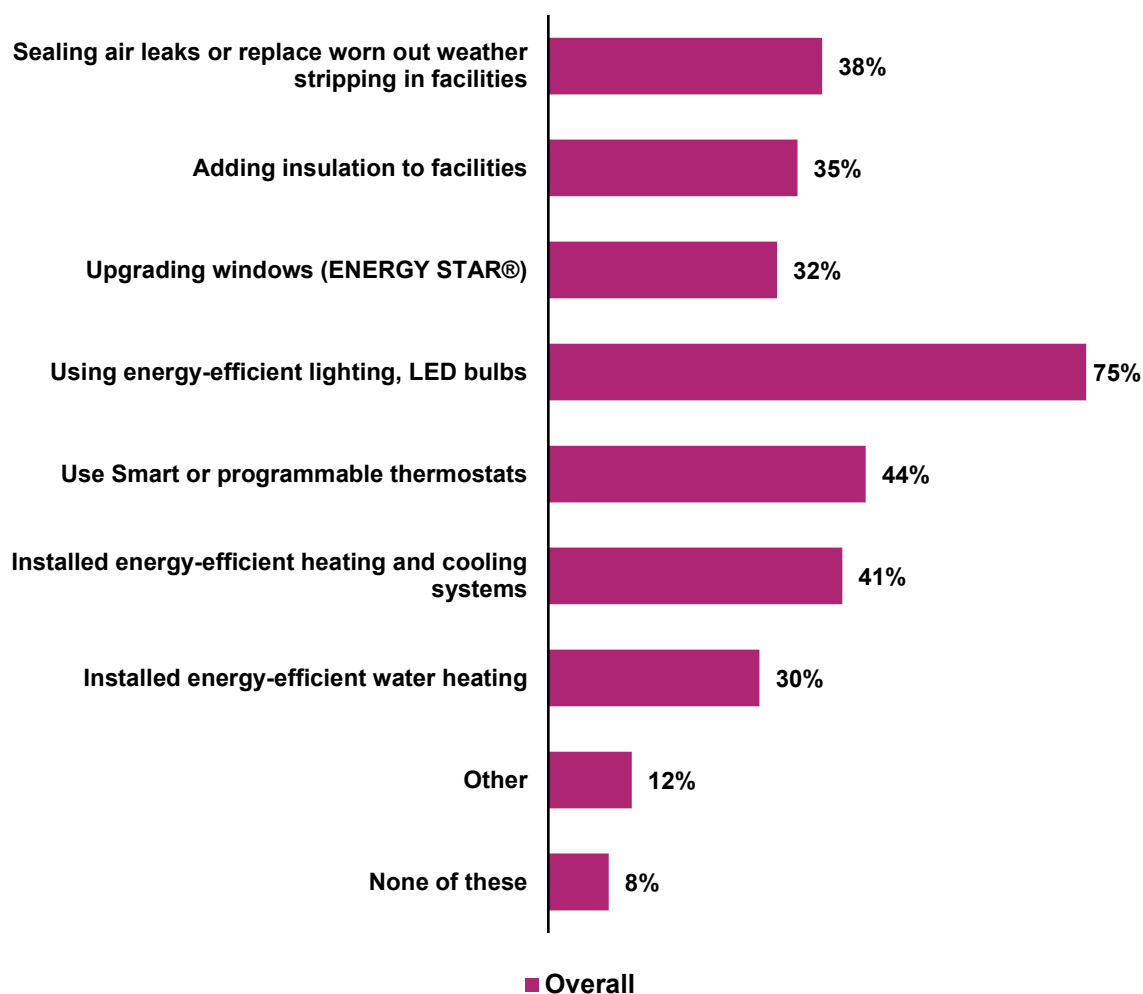
	Overall
I am aware, have plans for projects	31%
Installed or upgrading energy efficient devices, appliances	30%
Actively looking at ways to reduce energy consumption	9%
Installing, adding, reinstalling of insulation	8%
Switching, have switched to more energy efficient alternatives	3%

Summary

Less than one-third of organizations (31%) said they are aware of completed or future energy-saving projects. Another 30% said they are aware of installed or upgraded energy efficient devices.

EFACT03 - Has your organization taken any of the following actions to increase energy efficiency?

(n = 438)



Summary

Three quarters of organizations (75%) said they have taken to using LED bulbs or other energy-efficient lighting. Another 44% said that their organization uses smart or programmable thermostats and another 38% said they sealed leaks or replaced worn out weather stripping.

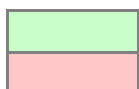
EEACT04A - Have you ever participated in any of the following energy efficiency rebates and incentives or programs?: Utility funded energy efficiency programs such as NHSaves

(n = 376)

Summary

Just under three-quarters of organizations (73%) said they have not ever participated in utility funded energy efficient programs such as NHSaves.

	Yes	No
Overall	27%	73%
Organization Type		
Business	31%	69%
Non-profit	21%	79%
Municipality	50%	50%
Number of Employees		
1 to 4	22%	78%
5 to 9	19%	81%
10 to 24	41%	59%
25 or more	53%	47%
Operating Budget		
Less than \$50,000	20%	80%
\$50,000 to \$99,999	25%	75%
\$100,000 to \$499,999	19%	81%
\$500,000 to \$999,999	32%	68%
\$1,000,000 to \$1,999,999	42%	58%
\$2,000,000 to \$4,999,999	41%	59%
\$5,000,000 to \$9,999,999	68%	32%
\$10,000,000 or greater	67%	33%



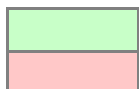
Significantly higher than the overall percentage (at 95% confidence)

Significantly lower than the overall percentage (at 95% confidence)

EEACT04B - Have you ever participated in any of the following energy efficiency rebates and incentives or programs?: Federal tax credits

(n = 370)

	Yes	No
Overall	17%	83%
Organization Type		
Business	24%	76%
Non-profit	6%	94%
Municipality	11%	89%
Number of Employees		
1 to 4	13%	87%
5 to 9	13%	87%
10 to 24	25%	75%
25 or more	38%	62%
Operating Budget		
Less than \$50,000	10%	90%
\$50,000 to \$99,999	14%	86%
\$100,000 to \$499,999	9%	91%
\$500,000 to \$999,999	35%	65%
\$1,000,000 to \$1,999,999	34%	66%
\$2,000,000 to \$4,999,999	26%	74%
\$5,000,000 to \$9,999,999	62%	38%
\$10,000,000 or greater	46%	54%



Significantly higher than the overall percentage (at 95% confidence)

Significantly lower than the overall percentage (at 95% confidence)

Summary

Most organizations (83%) said they have not ever participated in any federal tax credit program. Non-profit organizations were significantly more likely (94%) to not have participated in this program as compared to businesses (76%) and municipalities (89%).

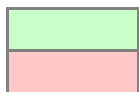
EEACT04C - Have you ever participated in any of the following energy efficiency rebates and incentives or programs?: Energy efficiency revolving loan fund

(n = 330)

Summary

Almost all organizations (93%) have not participated in an energy efficiency revolving loan fund. Organizations with 25 or more employees were significantly more likely (26%) to have participated in this program as compared to overall (7%).

	Yes	No
Overall	7%	93%
Organization Type		
Business	11%	89%
Non-profit	1%	99%
Municipality	-	-
Number of Employees		
1 to 4	2%	98%
5 to 9	10%	90%
10 to 24	14%	86%
25 or more	26%	74%
Operating Budget		
Less than \$50,000	-	100%
\$50,000 to \$99,999	6%	94%
\$100,000 to \$499,999	4%	96%
\$500,000 to \$999,999	11%	89%
\$1,000,000 to \$1,999,999	15%	85%
\$2,000,000 to \$4,999,999	29%	71%
\$5,000,000 to \$9,999,999	45%	55%
\$10,000,000 or greater	24%	76%



Significantly higher than the overall percentage (at 95% confidence)

Significantly lower than the overall percentage (at 95% confidence)

EEACT04D - Have you ever participated in any of the following energy efficiency rebates and incentives or programs?: Energy efficiency community block grant program

(n = 48)

Summary

More than four-fifths of organizations (83%) have not participated in an energy efficiency community block grant program.

	Yes	No
Overall	17%	83%
Organization Type		
Business	-	-
Non-profit	-	-
Municipality	17%	83%
Number of Employees		
1 to 4	-	100%
5 to 9	25%	75%
10 to 24	25%	75%
25 or more	11%	89%
Operating Budget		
Less than \$50,000	-	100%
\$50,000 to \$99,999	33%	67%
\$100,000 to \$499,999	-	100%
\$500,000 to \$999,999	14%	86%
\$1,000,000 to \$1,999,999	9%	91%
\$2,000,000 to \$4,999,999	-	100%
\$5,000,000 to \$9,999,999	33%	67%
\$10,000,000 or greater	-	100%

EEACT050 - What factors influence your decision to make your organization more energy efficient?

**Answers from each organization for this question may have contained content that was applicable to multiple categories. As a result, the total percentage may not sum to 100%.*

(n = 394)

	Overall
Cost, savings	65%
Wanting to reduce overall environmental impact	20%
Incentives, benefits	6%
Not my decision, I have no control	5%
Moral obligation	4%
Climate change	4%

Summary

Just under two thirds (65%) of organizations said costs and savings influence the decision to make their organization more energy efficient. The next top answer was wanting to reduce overall environmental impact (20%).

EEACT070 - What steps will your organization take to be more energy efficient in the future?

**Answers from each organization for this question may have contained content that was applicable to multiple categories. As a result, the total percentage may not sum to 100%.*

(n = 329)

	Overall
Pursue upgrades to improve energy efficiency (install heat pump, add insulation, etc.)	34%
Pursue alternative energy sources	16%
Nothing beyond what we're already doing, none	16%
Reduce consumption (by encouraging staff to change habits, actively monitoring energy usage, etc.)	14%
Look into energy-efficient technology and systems	13%

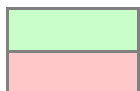
Summary

More than one-third of organizations (34%) said that they will take steps to be more energy efficient in the future by pursuing upgrades (such as installing heat pumps, adding insulation, etc.)

EEACT08 - Do you expect your organization's investment in energy efficiency to grow during the next five years?

(n = 331)

	Yes	No
Overall	68%	32%
Organization Type		
Business	63%	37%
Non-profit	75%	25%
Municipality	94%	6%
Number of Employees		
1 to 4	61%	39%
5 to 9	64%	36%
10 to 24	79%	21%
25 or more	89%	11%
Operating Budget		
Less than \$50,000	52%	48%
\$50,000 to \$99,999	75%	25%
\$100,000 to \$499,999	74%	26%
\$500,000 to \$999,999	63%	37%
\$1,000,000 to \$1,999,999	65%	35%
\$2,000,000 to \$4,999,999	71%	29%
\$5,000,000 to \$9,999,999	94%	6%
\$10,000,000 or greater	67%	33%



Significantly higher than the overall percentage (at 95% confidence)

Significantly lower than the overall percentage (at 95% confidence)

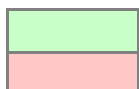
Summary

More than two-thirds of organizations (68%) said they expect their investment in energy efficiency to grow during the next five years. Municipality organizations were significantly more likely (94%) to expect their efficiency to grow as compared to businesses (63%) and non-profits (75%).

EEACT09 - How important are financial incentives to implementing energy efficiency policies for your organization?

(n = 436)

	Very Important	Somewhat Important	Somewhat Unimportant	Not At All Important
Overall	58%	27%	9%	5%
Organization Type				
Business	51%	32%	12%	5%
Non-profit	69%	20%	5%	6%
Municipality	79%	20%	2%	-
Number of Employees				
1 to 4	59%	25%	11%	5%
5 to 9	48%	33%	11%	8%
10 to 24	61%	32%	2%	5%
25 or more	72%	24%	3%	-
Operating Budget				
Less than \$50,000	59%	25%	11%	6%
\$50,000 to \$99,999	60%	15%	12%	13%
\$100,000 to \$499,999	60%	30%	6%	3%
\$500,000 to \$999,999	54%	29%	13%	5%
\$1,000,000 to \$1,999,999	62%	27%	5%	7%
\$2,000,000 to \$4,999,999	58%	23%	11%	9%
\$5,000,000 to \$9,999,999	59%	41%	-	-
\$10,000,000 or greater	83%	11%	6%	-



Significantly higher than the overall percentage (at 95% confidence)

Significantly lower than the overall percentage (at 95% confidence)

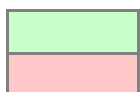
Summary

Over half of organizations (58%) said financial incentives are very important to implementing energy efficiency policies. Only 5% said they were not at all important.

EEACT10 - Would your organization consider partnering with others to collectively invest in energy efficiency projects?

(n = 327)

	Yes, we currently partner	Yes, we would consider partnering in the future	No
Overall	5%	64%	30%
Organization Type			
Business	7%	54%	39%
Non-profit	3%	79%	18%
Municipality	12%	83%	5%
Number of Employees			
1 to 4	2%	65%	33%
5 to 9	10%	55%	35%
10 to 24	8%	72%	20%
25 or more	13%	67%	20%
Operating Budget			
Less than \$50,000	<1%	71%	29%
\$50,000 to \$99,999	-	59%	41%
\$100,000 to \$499,999	4%	70%	26%
\$500,000 to \$999,999	9%	74%	17%
\$1,000,000 to \$1,999,999	20%	64%	17%
\$2,000,000 to \$4,999,999	9%	57%	34%
\$5,000,000 to \$9,999,999	9%	64%	27%
\$10,000,000 or greater	10%	39%	51%



Significantly higher than the overall percentage (at 95% confidence)

Significantly lower than the overall percentage (at 95% confidence)

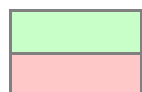
Summary

Just under two-thirds of organizations (64%) said they would consider partnering with others to collectively invest in energy efficiency projects. Organizations with operating budgets between \$1 and \$1.99 million were significantly more likely (20%) to currently be partnered for collective investment in energy efficiency as compared to overall (5%).

EEBEN02A - How important are the following factors to you when making decisions about increasing energy efficiency in your organization?: Potential cost savings on energy bills.

(n = 440)

	Very Important	Somewhat Important	Somewhat Unimportant	Not At All Important
Overall	70%	25%	3%	2%
Organization Type				
Business	67%	27%	3%	2%
Non-profit	75%	21%	3%	2%
Municipality	90%	10%	-	-
Number of Employees				
1 to 4	73%	22%	2%	2%
5 to 9	64%	23%	8%	5%
10 to 24	69%	29%	1%	1%
25 or more	67%	32%	1%	-
Operating Budget				
Less than \$50,000	69%	27%	2%	3%
\$50,000 to \$99,999	77%	21%	2%	-
\$100,000 to \$499,999	71%	23%	3%	3%
\$500,000 to \$999,999	68%	21%	6%	5%
\$1,000,000 to \$1,999,999	71%	24%	3%	2%
\$2,000,000 to \$4,999,999	61%	26%	10%	3%
\$5,000,000 to \$9,999,999	46%	54%	-	-
\$10,000,000 or greater	68%	32%	-	-



Significantly higher than the overall percentage (at 95% confidence)

Significantly lower than the overall percentage (at 95% confidence)

Summary

Just under three-quarters of organizations (70%) said potential cost savings on energy bills is a very important factor when making decisions about increasing energy efficiency in their organization.

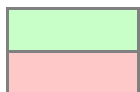
EEBEN02B - How important are the following factors to you when making decisions about increasing energy efficiency in your organization?: Return on investment (ROI) for energy efficiency upgrades.

(n = 430)

Summary

More than half of organizations (59%) said a return-on-investment (ROI) for energy efficiency upgrades is a very important factor when making decisions about increasing energy efficiency.

	Very Important	Somewhat Important	Somewhat Unimportant	Not At All Important
Overall	59%	30%	7%	4%
Organization Type				
Business	59%	28%	8%	4%
Non-profit	58%	33%	5%	4%
Municipality	79%	21%	-	-
Number of Employees				
1 to 4	56%	30%	9%	5%
5 to 9	59%	30%	6%	5%
10 to 24	65%	28%	4%	3%
25 or more	64%	29%	7%	-
Operating Budget				
Less than \$50,000	59%	27%	10%	4%
\$50,000 to \$99,999	48%	36%	11%	5%
\$100,000 to \$499,999	59%	28%	6%	7%
\$500,000 to \$999,999	69%	24%	2%	5%
\$1,000,000 to \$1,999,999	60%	35%	3%	2%
\$2,000,000 to \$4,999,999	60%	29%	7%	3%
\$5,000,000 to \$9,999,999	76%	18%	6%	-
\$10,000,000 or greater	74%	26%	-	-



Significantly higher than the overall percentage (at 95% confidence)

Significantly lower than the overall percentage (at 95% confidence)

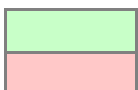
EEBEN02C - How important are the following factors to you when making decisions about increasing energy efficiency in your organization?: Payback period for the energy efficiency investment.

(n = 418)

Summary

Half of organizations (50%) said the payback period for the energy efficiency investment is a very important factor when making decisions about increasing energy efficiency.

	Very Important	Somewhat Important	Somewhat Unimportant	Not At All Important
Overall	50%	34%	10%	6%
Organization Type				
Business	49%	33%	12%	7%
Non-profit	51%	37%	6%	6%
Municipality	72%	27%	-	2%
Number of Employees				
1 to 4	49%	35%	9%	8%
5 to 9	48%	34%	10%	8%
10 to 24	57%	34%	5%	4%
25 or more	47%	34%	19%	-
Operating Budget				
Less than \$50,000	45%	43%	7%	5%
\$50,000 to \$99,999	51%	26%	17%	5%
\$100,000 to \$499,999	51%	36%	7%	7%
\$500,000 to \$999,999	53%	30%	6%	11%
\$1,000,000 to \$1,999,999	47%	31%	13%	9%
\$2,000,000 to \$4,999,999	52%	36%	8%	4%
\$5,000,000 to \$9,999,999	60%	19%	21%	-
\$10,000,000 or greater	49%	28%	23%	-



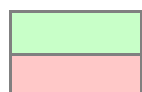
Significantly higher than the overall percentage (at 95% confidence)

Significantly lower than the overall percentage (at 95% confidence)

EEBEN02D - How important are the following factors to you when making decisions about increasing energy efficiency in your organization?: Environmental impact.

(n = 430)

	Very Important	Somewhat Important	Somewhat Unimportant	Not At All Important
Overall	49%	36%	9%	6%
Organization Type				
Business	46%	36%	9%	9%
Non-profit	54%	36%	7%	2%
Municipality	43%	48%	8%	2%
Number of Employees				
1 to 4	53%	35%	7%	5%
5 to 9	41%	37%	12%	10%
10 to 24	43%	40%	10%	7%
25 or more	51%	38%	8%	3%
Operating Budget				
Less than \$50,000	55%	27%	13%	5%
\$50,000 to \$99,999	51%	42%	3%	4%
\$100,000 to \$499,999	56%	30%	9%	5%
\$500,000 to \$999,999	42%	37%	14%	7%
\$1,000,000 to \$1,999,999	38%	41%	10%	11%
\$2,000,000 to \$4,999,999	38%	48%	8%	6%
\$5,000,000 to \$9,999,999	50%	44%	5%	-
\$10,000,000 or greater	11%	45%	12%	32%



Significantly higher than the overall percentage (at 95% confidence)

Significantly lower than the overall percentage (at 95% confidence)

Summary

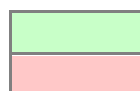
Just under half of organizations (49%) said that the environmental impact is a very important factor when making decisions about increasing energy efficiency. Another 36% said it was a somewhat important factor.

Organizations with operating budgets greater than \$10 million were significantly more likely to report environmental impact as a factor that is not at all important (32%) as compared to others (6%) when making decisions about increasing their energy efficiency.

EEBEN02E - How important are the following factors to you when making decisions about increasing energy efficiency in your organization?: Available financial incentives or rebates for energy-efficient investments.

(n = 432)

	Very Important	Somewhat Important	Somewhat Unimportant	Not At All Important
Overall	52%	38%	6%	3%
Organization Type				
Business	47%	42%	7%	3%
Non-profit	60%	33%	4%	3%
Municipality	74%	25%	2%	-
Number of Employees				
1 to 4	54%	37%	7%	2%
5 to 9	45%	43%	8%	5%
10 to 24	47%	42%	5%	6%
25 or more	63%	33%	1%	3%
Operating Budget				
Less than \$50,000	50%	37%	10%	3%
\$50,000 to \$99,999	61%	28%	9%	3%
\$100,000 to \$499,999	51%	41%	5%	3%
\$500,000 to \$999,999	59%	34%	2%	5%
\$1,000,000 to \$1,999,999	47%	47%	4%	2%
\$2,000,000 to \$4,999,999	39%	45%	8%	8%
\$5,000,000 to \$9,999,999	71%	22%	1%	6%
\$10,000,000 or greater	73%	22%	-	6%



Significantly higher than the overall percentage (at 95% confidence)

Significantly lower than the overall percentage (at 95% confidence)

Summary

Slightly more than half of organizations (52%) said available financial incentives for energy-efficient investments are very important factors when making decisions about increasing energy efficiency.

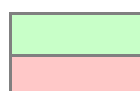
EEBEN02F - How important are the following factors to you when making decisions about increasing energy efficiency in your organization?: Upfront costs and the affordability of energy-efficient technologies.

(n = 432)

Summary

Almost two-thirds of organizations (62%) said upfront costs and the affordability of energy efficient technologies are very important factors when making decisions about increasing energy efficiency.

	Very Important	Somewhat Important	Somewhat Unimportant	Not At All Important
Overall	62%	31%	5%	2%
Organization Type				
Business	55%	34%	9%	2%
Non-profit	71%	27%	<1%	2%
Municipality	77%	21%	2%	-
Number of Employees				
1 to 4	65%	31%	3%	1%
5 to 9	60%	30%	5%	5%
10 to 24	60%	31%	6%	3%
25 or more	56%	26%	19%	-
Operating Budget				
Less than \$50,000	50%	47%	-	3%
\$50,000 to \$99,999	68%	29%	4%	-
\$100,000 to \$499,999	64%	31%	2%	2%
\$500,000 to \$999,999	54%	26%	15%	5%
\$1,000,000 to \$1,999,999	59%	26%	11%	4%
\$2,000,000 to \$4,999,999	75%	16%	9%	-
\$5,000,000 to \$9,999,999	51%	24%	14%	10%
\$10,000,000 or greater	78%	17%	5%	-



Significantly higher than the overall percentage (at 95% confidence)

Significantly lower than the overall percentage (at 95% confidence)

EEBEN02G - How important are the following factors to you when making decisions about increasing energy efficiency in your organization?: Long-term durability and reliability of energy-efficient products.

(n = 429)

Summary

The vast majority of organizations (91%) reported the long-term durability and reliability of products is an important decision-making factor.

	Very Important	Somewhat Important	Somewhat Unimportant	Not At All Important
Overall	66%	25%	6%	3%
Organization Type				
Business	65%	24%	8%	2%
Non-profit	68%	27%	2%	3%
Municipality	81%	19%	-	-
Number of Employees				
1 to 4	71%	22%	5%	2%
5 to 9	62%	28%	5%	5%
10 to 24	57%	32%	7%	4%
25 or more	62%	27%	9%	3%
Operating Budget				
Less than \$50,000	62%	31%	5%	3%
\$50,000 to \$99,999	63%	30%	5%	2%
\$100,000 to \$499,999	74%	20%	5%	2%
\$500,000 to \$999,999	58%	28%	2%	11%
\$1,000,000 to \$1,999,999	55%	35%	8%	2%
\$2,000,000 to \$4,999,999	59%	23%	17%	2%
\$5,000,000 to \$9,999,999	64%	22%	14%	-
\$10,000,000 or greater	62%	28%	-	11%

EEBEN02H - How important are the following factors to you when making decisions about increasing energy efficiency in your organization?: Energy efficiency ratings and certifications (e.g., ENERGY STAR).

(n = 428)

	Very Important	Somewhat Important	Somewhat Unimportant	Not At All Important
Overall	41%	43%	13%	3%
Organization Type				
Business	41%	40%	16%	2%
Non-profit	42%	46%	7%	5%
Municipality	43%	41%	15%	2%
Number of Employees				
1 to 4	43%	42%	11%	3%
5 to 9	45%	40%	12%	4%
10 to 24	39%	39%	15%	7%
25 or more	28%	53%	17%	2%
Operating Budget				
Less than \$50,000	49%	37%	8%	5%
\$50,000 to \$99,999	53%	43%	2%	2%
\$100,000 to \$499,999	34%	47%	16%	3%
\$500,000 to \$999,999	35%	44%	15%	6%
\$1,000,000 to \$1,999,999	35%	39%	23%	3%
\$2,000,000 to \$4,999,999	36%	46%	18%	-
\$5,000,000 to \$9,999,999	39%	54%	7%	-
\$10,000,000 or greater	13%	68%	12%	8%

Summary

Just over two-fifths of organizations (41%) said energy efficiency ratings and certifications are very important factors when making decisions about increasing energy efficiency. Another 43% agreed that this factor is at least somewhat important.

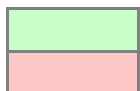
EEBEN02I - How important are the following factors to you when making decisions about increasing energy efficiency in your organization?: Recommendations or testimonials from trusted sources or peers.

(n = 429)

Summary

Slightly less than half of organizations (49%) said recommendations or testimonials from trusted sources is a somewhat important factor when making decisions about increasing energy efficiency in. Another 31% said this is a very important factor.

	Very Important	Somewhat Important	Somewhat Unimportant	Not At All Important
Overall	31%	49%	13%	7%
Organization Type				
Business	28%	50%	15%	7%
Non-profit	36%	48%	10%	5%
Municipality	33%	49%	10%	8%
Number of Employees				
1 to 4	29%	53%	12%	6%
5 to 9	37%	39%	14%	10%
10 to 24	34%	43%	15%	8%
25 or more	31%	51%	16%	2%
Operating Budget				
Less than \$50,000	29%	59%	6%	7%
\$50,000 to \$99,999	29%	49%	11%	11%
\$100,000 to \$499,999	35%	47%	15%	3%
\$500,000 to \$999,999	35%	36%	21%	8%
\$1,000,000 to \$1,999,999	29%	46%	15%	10%
\$2,000,000 to \$4,999,999	34%	40%	13%	13%
\$5,000,000 to \$9,999,999	31%	63%	6%	<1%
\$10,000,000 or greater	15%	71%	6%	8%



Significantly higher than the overall percentage (at 95% confidence)

Significantly lower than the overall percentage (at 95% confidence)

EEBEN02J - How important are the following factors to you when making decisions about increasing energy efficiency in your organization?: Compatibility with existing systems.

(n = 433)

	Very Important	Somewhat Important	Somewhat Unimportant	Not At All Important
Overall	51%	40%	5%	4%
Organization Type				
Business	50%	39%	7%	4%
Non-profit	53%	40%	3%	3%
Municipality	56%	39%	5%	-
Number of Employees				
1 to 4	56%	36%	4%	4%
5 to 9	45%	41%	9%	5%
10 to 24	48%	46%	4%	2%
25 or more	46%	45%	7%	2%
Operating Budget				
Less than \$50,000	46%	43%	6%	5%
\$50,000 to \$99,999	67%	29%	4%	-
\$100,000 to \$499,999	52%	39%	4%	5%
\$500,000 to \$999,999	58%	31%	7%	5%
\$1,000,000 to \$1,999,999	45%	44%	7%	4%
\$2,000,000 to \$4,999,999	38%	52%	10%	-
\$5,000,000 to \$9,999,999	25%	43%	19%	14%
\$10,000,000 or greater	62%	33%	5%	-

Summary

Slightly more than half of organizations (51%) said compatibility with existing systems is a very important factor when making decisions about increasing energy efficiency. Another 40% said this is an at least somewhat important factor.

EEBEN030 - What are the most important reasons for your organization to invest in energy efficiency?

**Answers from each organization for this question may have contained content that was applicable to multiple categories. As a result, the total percentage may not sum to 100%.*

(n = 420)

	Overall
Saving money	72%
Wanting to reduce overall environmental impact	35%
Reputation, being an industry leader	2%
Consumer/investor preferences	2%

Summary

Almost three-quarters of organizations (72%) said saving money is the most important reason to invest in energy efficiency. The next top response was wanting to reduce overall environmental impact (35%).

EEBAR010 - What are the biggest barriers to improving energy efficiency in your organization?

**Answers from each organization for this question may have contained content that was applicable to multiple categories. As a result, the total percentage may not sum to 100%.*

(n = 398)

	Overall
Lack of money, worry about ROI	66%
Space is rented	11%
Lack of knowledge	9%
Lack of time	5%
Breaking habits	2%
Availability	2%

Summary

Two-thirds of organizations (66%) said the biggest barriers to improving energy efficiency is a lack of money or worries about the return-on-investment (ROI).

EEBAR02A - Are any of these barriers currently preventing you from improving energy efficiency in your organization?: The high upfront costs.

(n = 402)

	Yes	No
Overall	72%	28%
Organization Type		
Business	66%	34%
Non-profit	81%	19%
Municipality	88%	13%
Number of Employees		
1 to 4	76%	24%
5 to 9	65%	35%
10 to 24	70%	30%
25 or more	66%	34%
Operating Budget		
Less than \$50,000	78%	22%
\$50,000 to \$99,999	70%	30%
\$100,000 to \$499,999	77%	23%
\$500,000 to \$999,999	72%	28%
\$1,000,000 to \$1,999,999	72%	28%
\$2,000,000 to \$4,999,999	52%	48%
\$5,000,000 to \$9,999,999	77%	23%
\$10,000,000 or greater	59%	41%

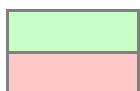
Summary

Almost three quarters of organizations (72%) said the high upfront costs are a barrier currently preventing them from improving energy efficiency.

EEBAR02B - Are any of these barriers currently preventing you from improving energy efficiency in your organization?: Financing or budgeting for energy efficiency.

(n = 380)

	Yes	No
Overall	64%	36%
Organization Type		
Business	57%	43%
Non-profit	74%	26%
Municipality	84%	16%
Number of Employees		
1 to 4	65%	35%
5 to 9	64%	36%
10 to 24	58%	42%
25 or more	66%	34%
Operating Budget		
Less than \$50,000	69%	31%
\$50,000 to \$99,999	60%	40%
\$100,000 to \$499,999	66%	34%
\$500,000 to \$999,999	75%	25%
\$1,000,000 to \$1,999,999	69%	31%
\$2,000,000 to \$4,999,999	60%	40%
\$5,000,000 to \$9,999,999	70%	30%
\$10,000,000 or greater	48%	52%



Significantly higher than the overall percentage (at 95% confidence)

Significantly lower than the overall percentage (at 95% confidence)

Summary

Nearly two-thirds of organizations (64%) said financing or budgeting for energy efficiency is a barrier currently preventing them from improving energy efficiency.

Municipality organizations were significantly more likely (84%) to report financing or budgeting as a preventative barrier.

EEBAR02C - Are any of these barriers currently preventing you from improving energy efficiency in your organization?: Potential disruptions during implementation.

(n = 363)

	Yes	No
Overall	36%	64%
Organization Type		
Business	38%	62%
Non-profit	33%	67%
Municipality	28%	72%
Number of Employees		
1 to 4	34%	66%
5 to 9	41%	59%
10 to 24	41%	59%
25 or more	35%	65%
Operating Budget		
Less than \$50,000	39%	61%
\$50,000 to \$99,999	22%	78%
\$100,000 to \$499,999	36%	64%
\$500,000 to \$999,999	47%	53%
\$1,000,000 to \$1,999,999	36%	64%
\$2,000,000 to \$4,999,999	33%	67%
\$5,000,000 to \$9,999,999	35%	65%
\$10,000,000 or greater	13%	87%

Summary

Just under two-thirds of organizations (64%) said potential disruptions during implementation is not a barrier currently preventing them from improving energy efficiency.

EEBAR02D - Are any of these barriers currently preventing you from improving energy efficiency in your organization?: Existing contractual obligations.

(n = 368)

Summary

Most organizations (83%) said existing contractual obligations is not a barrier preventing them from improving energy efficiency.

	Yes	No
Overall	17%	83%
Organization Type		
Business	17%	83%
Non-profit	18%	82%
Municipality	15%	85%
Number of Employees		
1 to 4	16%	84%
5 to 9	16%	84%
10 to 24	23%	77%
25 or more	26%	74%
Operating Budget		
Less than \$50,000	5%	95%
\$50,000 to \$99,999	18%	82%
\$100,000 to \$499,999	16%	84%
\$500,000 to \$999,999	14%	86%
\$1,000,000 to \$1,999,999	23%	77%
\$2,000,000 to \$4,999,999	21%	79%
\$5,000,000 to \$9,999,999	24%	76%
\$10,000,000 or greater	23%	77%

EEBAR02E - Are any of these barriers currently preventing you from improving energy efficiency in your organization?: Regulatory barriers or policies.

(n = 322)

	Yes	No
Overall	24%	76%
Organization Type		
Business	27%	73%
Non-profit	18%	82%
Municipality	34%	66%
Number of Employees		
1 to 4	20%	80%
5 to 9	19%	81%
10 to 24	41%	59%
25 or more	29%	71%
Operating Budget		
Less than \$50,000	13%	87%
\$50,000 to \$99,999	26%	74%
\$100,000 to \$499,999	18%	82%
\$500,000 to \$999,999	26%	74%
\$1,000,000 to \$1,999,999	26%	74%
\$2,000,000 to \$4,999,999	44%	56%
\$5,000,000 to \$9,999,999	37%	63%
\$10,000,000 or greater	25%	75%

Summary

Over three-quarters of organizations (76%) said regulatory barriers or policies is not a barrier currently preventing them from improving energy efficiency in their organization.

EEBAR02F - Are any of these barriers currently preventing you from improving energy efficiency in your organization?: A lack of awareness about available energy-efficient options.

(n = 366)

Summary

Just over half of organizations (59%) said a lack of awareness about available energy-efficient options is a barrier currently preventing them from improving energy efficiency.

	Yes	No
Overall	59%	41%
Organization Type		
Business	55%	45%
Non-profit	65%	35%
Municipality	45%	55%
Number of Employees		
1 to 4	60%	40%
5 to 9	60%	40%
10 to 24	70%	30%
25 or more	47%	53%
Operating Budget		
Less than \$50,000	69%	31%
\$50,000 to \$99,999	50%	50%
\$100,000 to \$499,999	63%	37%
\$500,000 to \$999,999	71%	29%
\$1,000,000 to \$1,999,999	63%	37%
\$2,000,000 to \$4,999,999	45%	55%
\$5,000,000 to \$9,999,999	66%	34%
\$10,000,000 or greater	31%	69%

EEBAR02G - Are any of these barriers currently preventing you from improving energy efficiency in your organization?: Uncertainty about the return on investment.

(n = 365)

	Yes	No
Overall	55%	45%
Organization Type		
Business	54%	46%
Non-profit	57%	43%
Municipality	67%	33%
Number of Employees		
1 to 4	58%	42%
5 to 9	47%	53%
10 to 24	65%	35%
25 or more	53%	47%
Operating Budget		
Less than \$50,000	59%	41%
\$50,000 to \$99,999	60%	40%
\$100,000 to \$499,999	50%	50%
\$500,000 to \$999,999	58%	42%
\$1,000,000 to \$1,999,999	71%	29%
\$2,000,000 to \$4,999,999	41%	59%
\$5,000,000 to \$9,999,999	72%	28%
\$10,000,000 or greater	40%	60%

Summary

Slightly more than one-half (55%) of organizations said uncertainty about the return on investment is a barrier currently preventing them from improving energy efficiency.

EEBAR02H - Are any of these barriers currently preventing you from improving energy efficiency in your organization?: Limited access to incentives.

(n = 334)

Summary

Just under two-thirds of organizations (66%) said limited access to incentives is a barrier currently preventing them from improving energy efficiency.

	Yes	No
Overall	66%	34%
Organization Type		
Business	62%	38%
Non-profit	72%	28%
Municipality	80%	20%
Number of Employees		
1 to 4	68%	32%
5 to 9	60%	40%
10 to 24	76%	24%
25 or more	57%	43%
Operating Budget		
Less than \$50,000	61%	39%
\$50,000 to \$99,999	69%	31%
\$100,000 to \$499,999	64%	36%
\$500,000 to \$999,999	81%	19%
\$1,000,000 to \$1,999,999	85%	15%
\$2,000,000 to \$4,999,999	58%	42%
\$5,000,000 to \$9,999,999	45%	55%
\$10,000,000 or greater	43%	57%

EEBAR02I - Are any of these barriers currently preventing you from improving energy efficiency in your organization?: The trustworthiness or concerns about products or services.

(n = 342)

	Yes	No
Overall	44%	56%
Organization Type		
Business	48%	52%
Non-profit	38%	62%
Municipality	46%	54%
Number of Employees		
1 to 4	41%	59%
5 to 9	51%	49%
10 to 24	50%	50%
25 or more	43%	57%
Operating Budget		
Less than \$50,000	48%	52%
\$50,000 to \$99,999	40%	60%
\$100,000 to \$499,999	36%	64%
\$500,000 to \$999,999	55%	45%
\$1,000,000 to \$1,999,999	56%	44%
\$2,000,000 to \$4,999,999	50%	50%
\$5,000,000 to \$9,999,999	40%	60%
\$10,000,000 or greater	36%	64%

Summary

Just over half of organizations (56%) said the trustworthiness or concerns about products or services is not a barrier currently preventing them from improving energy efficiency.

EEBAR02J - Are any of these barriers currently preventing you from improving energy efficiency in your organization?: A lack of reliable information about energy efficiency.

(n = 353)

	Yes	No
Overall	41%	59%
Organization Type		
Business	46%	54%
Non-profit	34%	66%
Municipality	40%	60%
Number of Employees		
1 to 4	38%	62%
5 to 9	51%	49%
10 to 24	46%	54%
25 or more	41%	59%
Operating Budget		
Less than \$50,000	47%	53%
\$50,000 to \$99,999	38%	62%
\$100,000 to \$499,999	34%	66%
\$500,000 to \$999,999	56%	44%
\$1,000,000 to \$1,999,999	52%	48%
\$2,000,000 to \$4,999,999	38%	62%
\$5,000,000 to \$9,999,999	45%	55%
\$10,000,000 or greater	20%	80%

Summary

Just under two-thirds (59%) of organizations said a lack of reliable information about energy efficiency is not a barrier currently preventing them from improving energy efficiency.

EEBAR02K - Are any of these barriers currently preventing you from improving energy efficiency in your organization?: The lack of skilled labor or contractors for installation.

(n = 342)

Summary

Slightly more than half of organizations (55%) said the lack of skilled labor is not a barrier preventing them from improving energy efficiency.

	Yes	No
Overall	45%	55%
Organization Type		
Business	46%	54%
Non-profit	45%	55%
Municipality	39%	61%
Number of Employees		
1 to 4	50%	50%
5 to 9	45%	55%
10 to 24	33%	67%
25 or more	33%	67%
Operating Budget		
Less than \$50,000	46%	54%
\$50,000 to \$99,999	55%	45%
\$100,000 to \$499,999	40%	60%
\$500,000 to \$999,999	62%	38%
\$1,000,000 to \$1,999,999	46%	54%
\$2,000,000 to \$4,999,999	45%	55%
\$5,000,000 to \$9,999,999	68%	32%
\$10,000,000 or greater	15%	85%

EEBAR02L - Are any of these barriers currently preventing you from improving energy efficiency in your organization?: I don't trust the government or utility programs.

(n = 354)

Summary

Most organizations (86%) said mistrust in the government is not a barrier currently preventing them from improving energy efficiency.

	Yes	No
Overall	14%	86%
Organization Type		
Business	20%	80%
Non-profit	6%	94%
Municipality	2%	98%
Number of Employees		
1 to 4	15%	85%
5 to 9	17%	83%
10 to 24	9%	91%
25 or more	18%	82%
Operating Budget		
Less than \$50,000	15%	85%
\$50,000 to \$99,999	3%	97%
\$100,000 to \$499,999	13%	87%
\$500,000 to \$999,999	20%	80%
\$1,000,000 to \$1,999,999	25%	75%
\$2,000,000 to \$4,999,999	16%	84%
\$5,000,000 to \$9,999,999	5%	95%
\$10,000,000 or greater	5%	95%

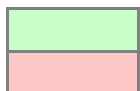
EEBAR02M - Are any of these barriers currently preventing you from improving energy efficiency in your organization?: I'm not interested in changing my current energy systems.

(n = 360)

Summary

More than four-fifths of organizations (84%) said being uninterested in changing their current system is not a barrier currently preventing them from improving energy efficiency.

	Yes	No
Overall	16%	84%
Organization Type		
Business	22%	78%
Non-profit	7%	93%
Municipality	4%	96%
Number of Employees		
1 to 4	14%	86%
5 to 9	19%	81%
10 to 24	20%	80%
25 or more	19%	81%
Operating Budget		
Less than \$50,000	19%	81%
\$50,000 to \$99,999	6%	94%
\$100,000 to \$499,999	9%	91%
\$500,000 to \$999,999	15%	85%
\$1,000,000 to \$1,999,999	28%	72%
\$2,000,000 to \$4,999,999	41%	59%
\$5,000,000 to \$9,999,999	27%	73%
\$10,000,000 or greater	5%	95%



Significantly higher than the overall percentage (at 95% confidence)

Significantly lower than the overall percentage (at 95% confidence)

EEBAR03 - Does your organization have any other perceived risks or uncertainties associated with energy efficiency investments?

(n = 327)

	Yes	No
Overall	6%	94%
Organization Type		
Business	3%	97%
Non-profit	11%	89%
Municipality	19%	81%
Number of Employees		
1 to 4	7%	93%
5 to 9	3%	97%
10 to 24	4%	96%
25 or more	4%	96%
Operating Budget		
Less than \$50,000	3%	97%
\$50,000 to \$99,999	5%	95%
\$100,000 to \$499,999	7%	93%
\$500,000 to \$999,999	6%	94%
\$1,000,000 to \$1,999,999	7%	93%
\$2,000,000 to \$4,999,999	7%	93%
\$5,000,000 to \$9,999,999	<1%	100%
\$10,000,000 or greater	-	100%

Summary

Almost all organizations (94%) said they do not have any other perceived risks or uncertainties associated with energy efficiency investments.

EEBAR030 - Does your organization have any other perceived risks or uncertainties associated with energy efficiency investments?

Asked of organizations who answered 'Yes' to EEBAR03.

**Answers from each organization for this question may have contained content that was applicable to multiple categories. As a result, the total percentage may not sum to 100%.*

(n = 22)

Summary

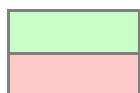
Of those who said their organization has other perceived risks or uncertainties associated with energy efficiency investments, about one-third (30%) said uncertainty of savings is a top concern.

	Overall
Uncertainty of savings	30%
Performance of energy efficient options unreliable	22%
Not in control of these decisions, we don't pay the bills	20%
Long payback period, have to wait for ROI	17%
Future need to invest more resources in up-to-date options	12%
Compatibility with existing systems	9%

EEGOV1 - How satisfied are you with the current energy efficiency incentives offered by the state?

(n = 333)

	Very Satisfied	Somewhat Satisfied	Neither Satisfied nor Dissatisfied	Very Dissatisfied
Overall	8%	28%	45%	16%
Organization Type				
Business	9%	27%	43%	17%
Non-profit	5%	30%	49%	15%
Municipality	2%	35%	47%	14%
Number of Employees				
1 to 4	7%	24%	48%	17%
5 to 9	8%	26%	46%	19%
10 to 24	9%	31%	42%	14%
25 or more	13%	45%	34%	8%
Operating Budget				
Less than \$50,000	11%	19%	54%	17%
\$50,000 to \$99,999	5%	19%	57%	19%
\$100,000 to \$499,999	3%	29%	40%	22%
\$500,000 to \$999,999	12%	33%	52%	2%
\$1,000,000 to \$1,999,999	10%	34%	41%	15%
\$2,000,000 to \$4,999,999	15%	36%	34%	12%
\$5,000,000 to \$9,999,999	10%	76%	8%	6%
\$10,000,000 or greater	15%	20%	19%	38%



Significantly higher than the overall percentage (at 95% confidence)

Significantly lower than the overall percentage (at 95% confidence)

Summary

Just under half of organizations (45%) were neither satisfied nor dissatisfied with the current energy efficiency incentives offered by the state.

EEGOV2 - What additional measures do you think the State of New Hampshire should take to promote energy efficiency? (Overall %)

	RANK 1 (n = 420)	RANK 2 (n = 414)	RANK 3 (n = 411)
Increase financial incentives for energy-efficient upgrades.	50%	16%	10%
Offer grants or subsidies to adopt energy-efficient measures.	20%	36%	14%
Expand public awareness campaigns about energy-saving practices.	9%	17%	23%
Implement stricter building codes.	7%	5%	5%
Implement stricter standards for energy efficiency.	4%	6%	7%
Provide education and training programs on energy-efficient practices for organizations.	4%	10%	15%
Create more funding opportunities for research and development of energy efficient technologies	4%	7%	10%
Create more funding opportunities for research and development of energy efficient technologies.	4%	4%	15%
Encourage public-private partnerships to promote energy efficiency initiatives.	2%	16%	10%

Summary

Half of organizations (50%) said the State of New Hampshire should promote energy efficiency by increasing financial incentives for energy-efficient upgrades. Another 20% suggest offering grants or subsidies to adopt more efficient measures.

EEINFO1 - How interested would you say your organization is in learning more about energy efficiency programs?

(n = 395)

Summary

Slightly less than half of organizations (47%) said they would be interested in learning more about energy efficiency programs.

	Very Interested	Interested	Not Very Interested	Not At All Interested
Overall	32%	47%	16%	5%
Organization Type				
Business	29%	46%	19%	5%
Non-profit	37%	48%	12%	4%
Municipality	31%	63%	7%	-
Number of Employees				
1 to 4	31%	43%	20%	5%
5 to 9	29%	53%	11%	7%
10 to 24	29%	53%	14%	4%
25 or more	45%	48%	7%	-
Operating Budget				
Less than \$50,000	25%	42%	27%	6%
\$50,000 to \$99,999	30%	33%	31%	6%
\$100,000 to \$499,999	34%	56%	10%	-
\$500,000 to \$999,999	38%	51%	5%	5%
\$1,000,000 to \$1,999,999	33%	45%	12%	10%
\$2,000,000 to \$4,999,999	37%	41%	16%	6%
\$5,000,000 to \$9,999,999	39%	55%	7%	-
\$10,000,000 or greater	42%	21%	17%	19%

EEINFO20 - Where do you prefer to get information about energy conservation or efficiency programs?

**Answers from each organization for this question may have contained content that was applicable to multiple categories. As a result, the total percentage may not sum to 100%.*

(n = 363)

	Overall
Email	29%
Online, social media	27%
Mail	23%
Government	10%
From companies that provide the services	7%
News outlet or other periodical	5%
Work	5%

Summary

Almost one-third of organizations (29%) said that they prefer to get information about energy conservation or efficiency programs via email. Other top responses included online or social media (27%) and standard mail (23%).

EEINFO3 - Do you feel that your organization has sufficient information about energy efficiency?

(n = 329)

	Yes	No
Overall	49%	51%
Organization Type		
Business	56%	44%
Non-profit	38%	62%
Municipality	49%	51%
Number of Employees		
1 to 4	48%	52%
5 to 9	40%	60%
10 to 24	48%	52%
25 or more	64%	36%
Operating Budget		
Less than \$50,000	52%	48%
\$50,000 to \$99,999	66%	34%
\$100,000 to \$499,999	33%	67%
\$500,000 to \$999,999	41%	59%
\$1,000,000 to \$1,999,999	55%	45%
\$2,000,000 to \$4,999,999	64%	36%
\$5,000,000 to \$9,999,999	61%	39%
\$10,000,000 or greater	72%	28%

Summary

Just under half of organizations (49%) feel they have sufficient information about energy efficiency.

EEINFO40 - What information is lacking from the Department of Energy and other third parties on energy efficiency?

**Answers from each organization for this question may have contained content that was applicable to multiple categories. As a result, the total percentage may not sum to 100%.*

(n = 215)

Summary

Just under one-quarter of organizations (21%) said easy, accessible, centralized information is lacking from the Department of Energy and other third parties on energy efficiency.

	Overall
Easily accessible, centralized information	21%
An overview of options	16%
Information about current or future incentives, loans, grants, other funding programs	14%
Guide for process, how to implement energy efficient solutions within various industries	13%
Best practices	6%
What the economic impact will be	5%

EEINFO5 - Do you face any challenges in accessing energy efficiency resources and information?

(n = 291)

	Yes	No
Overall	23%	77%
Organization Type		
Business	19%	81%
Non-profit	31%	69%
Municipality	24%	76%
Number of Employees		
1 to 4	28%	72%
5 to 9	16%	84%
10 to 24	27%	73%
25 or more	13%	87%
Operating Budget		
Less than \$50,000	31%	69%
\$50,000 to \$99,999	18%	82%
\$100,000 to \$499,999	31%	69%
\$500,000 to \$999,999	25%	75%
\$1,000,000 to \$1,999,999	19%	81%
\$2,000,000 to \$4,999,999	10%	90%
\$5,000,000 to \$9,999,999	7%	93%
\$10,000,000 or greater	7%	93%

Summary

More than three-quarters of organizations (77%) do not face any challenges in accessing energy efficient resources and information.

EEINFO50 - Do you face any challenges in accessing energy efficiency resources and information?

Top challenges specified by organizations who answered 'Yes' to EEINFO5.

*Answers from each organization for this question may have contained content that was applicable to multiple categories. As a result, the total percentage may not sum to 100%.

(n = 59)

	Overall
Not sure where to look	29%
Lack of time, staff capacity	27%
Budgetary constraints	13%
Not sure what sources are reliable and/or up-to-date	8%
Resources difficult to navigate, information hidden/not accessible	6%
Energy providers are not communicative	4%

Summary

Of those organizations that said they faced challenges, almost one-third of organizations (29%) said they face challenges in accessing energy efficient resources and information because they do not know where to look. Other top responses included a lack of time or staff capacity (27%) and budgetary

EEINFO6 - Which sources do you trust the most when seeking information about energy efficiency?
Select all that apply.

**Multiple answers were accepted from each organization for this question. As a result, the total percentage may not sum to 100%.*

(n = 406)

	Overall
State Government Website	57%
Federal Government Website	43%
Utility Company Websites	42%
News Articles or Publications	38%
Energy Efficiency Workshops, Webinars, or Seminars	35%
Energy Consultants or Experts	34%
Environmental Non-Profit Organizations	32%
Local Government Websites or Resources	29%
Energy Efficiency Blogs or Websites	27%
Local Community Events	27%
Energy Efficiency Videos or YouTube Channels	13%
Energy Efficiency Apps or Mobile Applications	13%
Television or Radio Advertisements	12%
Social Media Platforms (e.g., Facebook, Twitter, LinkedIn)	10%

Summary

More than half of organizations (57%) said the source they trust the most when seeking information about energy efficiency is the State Government website. Other top responses included the Federal Government website (43%) and Utility Company websites (42%).

EEINFO7 - Which way would you prefer to receive information about energy efficiency?

Select all that apply.

**Multiple answers were accepted from each organization for this question. As a result, the total percentage may not sum to 100%.*

(n = 399)

Summary

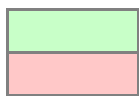
Half of organizations (50%) said they would prefer to receive information about energy efficiency from the State Government website.

	Overall
State Government Website	50%
Federal Government Website	42%
Utility Company Websites	41%
News Articles or Publications	32%
Energy Efficiency Workshops, Webinars, or Seminars	31%
Energy Consultants or Experts	28%
Local Community Events	24%
Environmental Non-Profit Organizations	22%
Local Government Websites or Resources	21%
Energy Efficiency Blogs or Websites	19%
Energy Efficiency Apps or Mobile Applications	17%
Social Media Platforms (e.g., Facebook, Twitter, LinkedIn)	13%
Energy Efficiency Videos or YouTube Channels	11%
Television or Radio Advertisements	8%

EEINFO8 - How effective is the State of New Hampshire in providing information about energy efficiency programs, rebates, incentives, or services?

(n = 323)

	Very Effective	Somewhat Effective	Somewhat Ineffective	Very Ineffective
Overall	8%	44%	34%	14%
Organization Type				
Business	11%	43%	33%	13%
Non-profit	2%	47%	37%	15%
Municipality	10%	58%	17%	15%
Number of Employees				
1 to 4	4%	41%	36%	19%
5 to 9	8%	42%	38%	13%
10 to 24	4%	53%	36%	8%
25 or more	30%	47%	20%	3%
Operating Budget				
Less than \$50,000	8%	38%	43%	11%
\$50,000 to \$99,999	3%	50%	34%	12%
\$100,000 to \$499,999	3%	40%	38%	20%
\$500,000 to \$999,999	3%	46%	37%	13%
\$1,000,000 to \$1,999,999	11%	44%	32%	13%
\$2,000,000 to \$4,999,999	23%	56%	15%	6%
\$5,000,000 to \$9,999,999	32%	45%	22%	1%
\$10,000,000 or greater	34%	38%	17%	11%



Significantly higher than the overall percentage (at 95% confidence)

Significantly lower than the overall percentage (at 95% confidence)

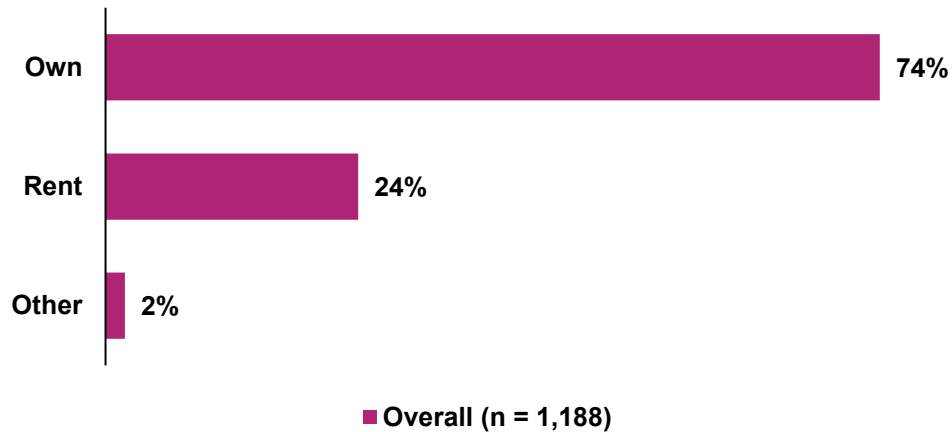
Summary

Nearly half of organizations (44%) said the State of New Hampshire is somewhat effective in providing information about energy efficiency programs, rebates, incentives, or services. 8% said they were very effective, and 14% said they were very ineffective.

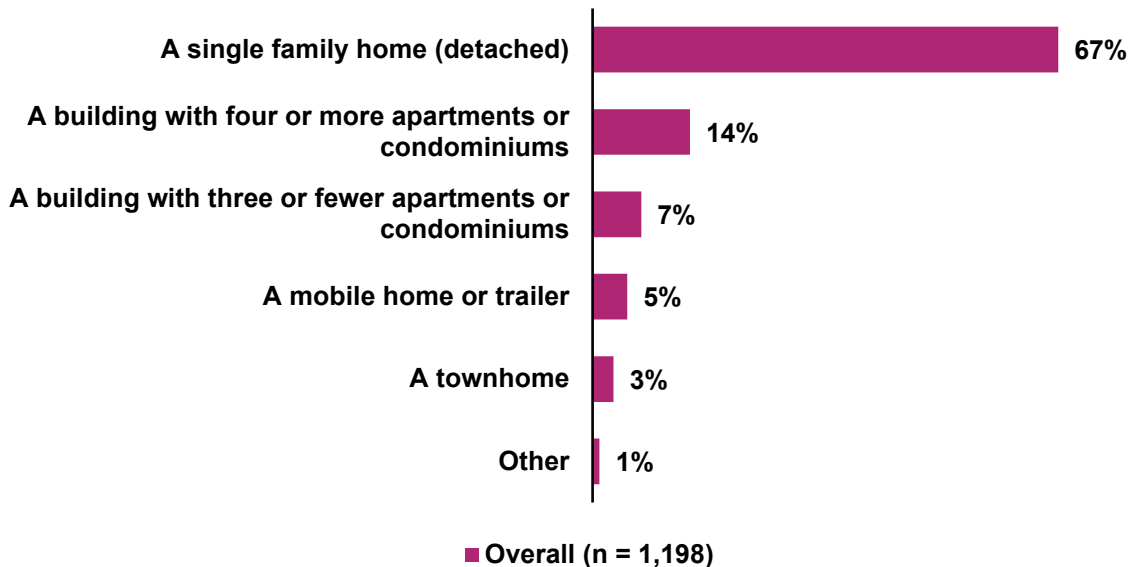
DEMOGRAPHICS: RESIDENTIAL SURVEY (unweighted)*

**This section has been amended to address an error made regarding the percentages presented in the charts and tables. Percentages for weighted data had been included instead of percentages for unweighted data. Additionally, the table of counties has been updated to include Rockingham and Stafford Counties, which had been omitted from the table in a previous version of this report.*

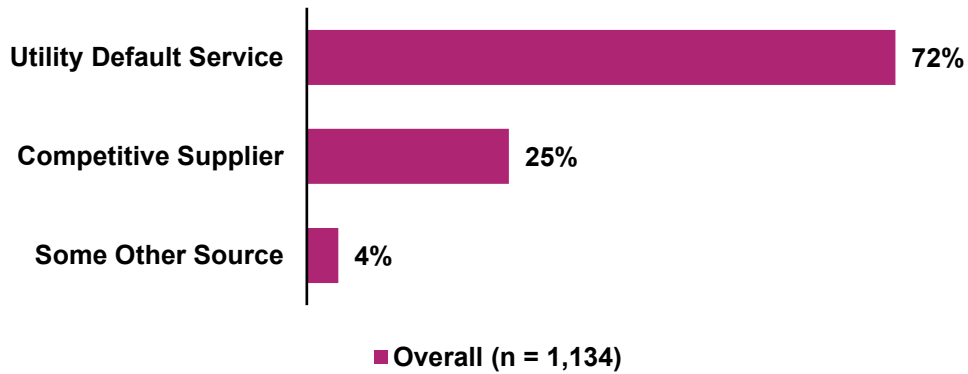
Do you currently own or rent your home?



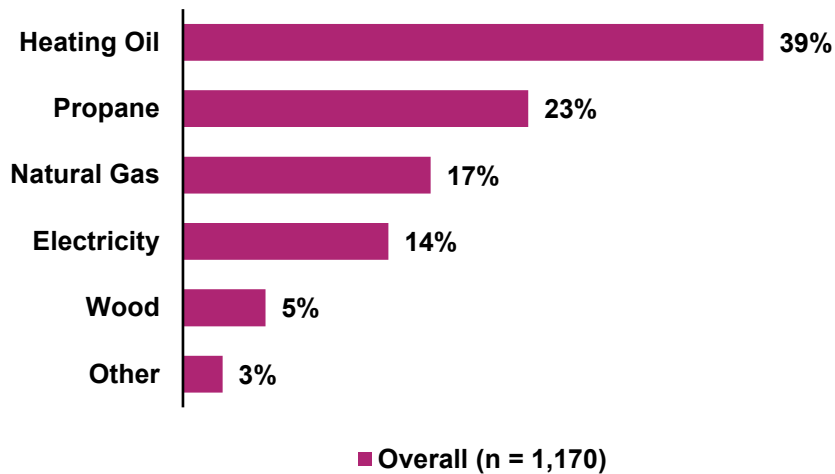
What type of place is your current residence?



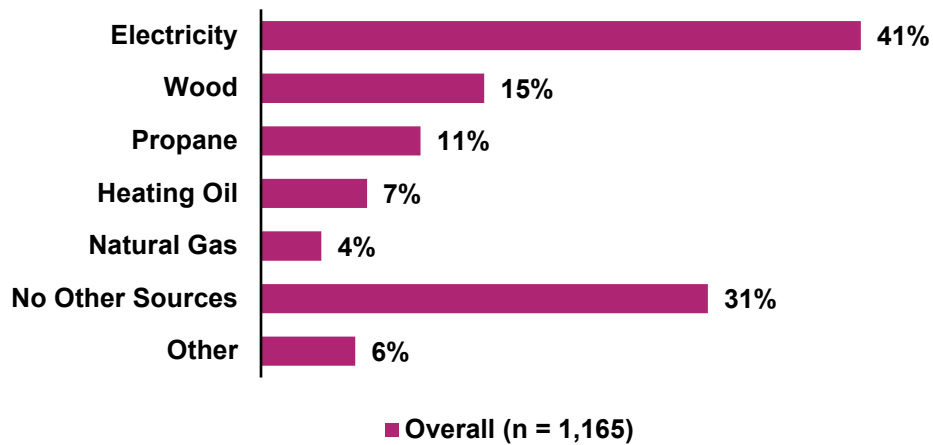
What is your current source for electricity?



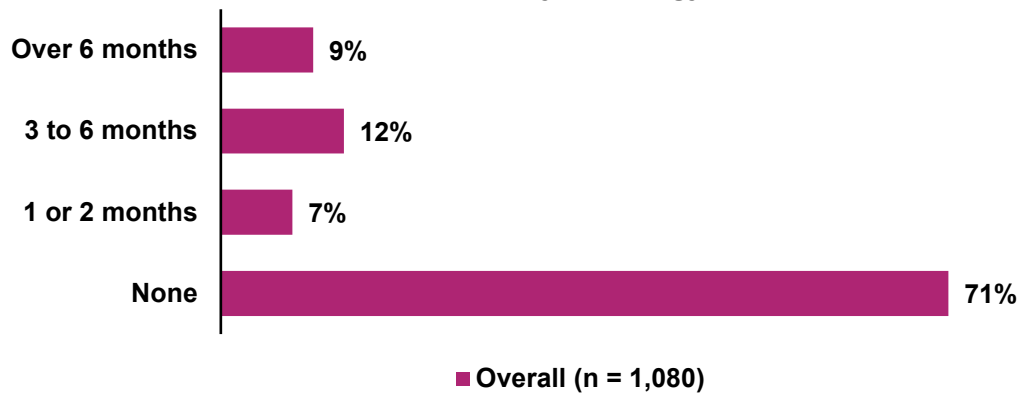
How do you primarily heat your home?



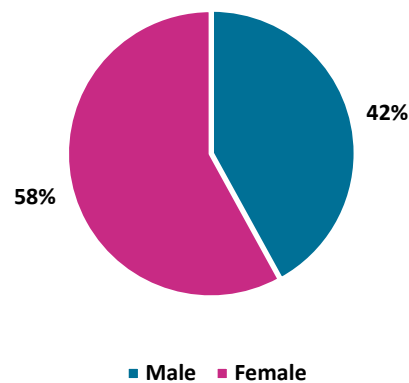
What other sources (if any) do you utilize to heat your home?



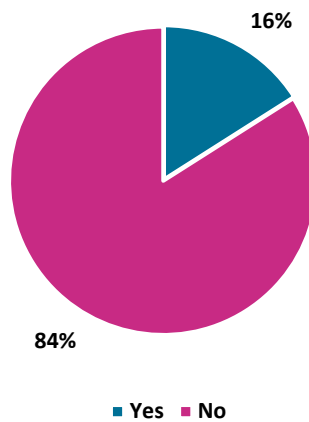
In the past year, how many months did your household reduce or forego expenses for basic household necessities, such as medicine or food, to pay an energy bill?



What is your gender? (n = 1,111)



Do you have a disability that affects your participation in daily activities, including outdoor recreation? (n = 1,051)



Age Categories	Overall (n = 1,209)
18-34 years old	17%
35-44 years old	15%
45-54 years old	14%
55-64 years old	22%
65+ years old	33%

Race Categories	Overall (n = 1,066)
American Indian, Alaska Native, or Native American	2%
Asian	3%
Black or African American	1%
Hispanic or Latino	3%
Native Hawaiian or Other Pacific Islander	<1%
White, Caucasian, or European American	95%
Other	1%

Employment Status	Overall (n = 1,099)
Full-time paid (35 or more hours per week)	47%
Part-time paid (Less than 35 hours per week)	7%
Volunteer, unpaid	1%
Unemployed, not currently working	8%
Retired	36%
In school	1%

Education Level	Overall (n = 1,099)
Bachelor's degree	28%
Master's, graduate, or professional degree (MD, DDS,	23%
High school graduate/GED	20%
Some college, not yet graduated	16%
Associate's degree	12%
Did not graduate high school	2%

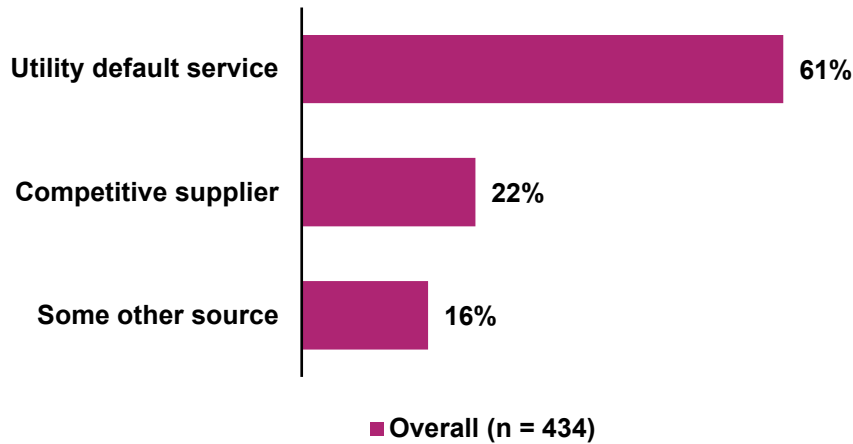
Household Income Level (2022)	Overall (n = 1,110)
Less than \$15,000	4%
\$15,000 to \$24,999	6%
\$25,000 to \$34,999	7%
\$35,000 to \$49,999	10%
\$50,000 to \$74,999	17%
\$75,000 to \$99,999	15%
\$100,000 to \$149,999	15%
More than \$150,000	13%
I don't know	1%
I prefer not to answer	11%

County	Overall (n = 1,124)
Hillsborough County	30%
Rockingham County	23%
Merrimack County	12%
Strafford County	10%
Belknap County	6%
Grafton County	6%
Cheshire County	6%
Carroll County	3%
Coos County	3%
Sullivan County	3%

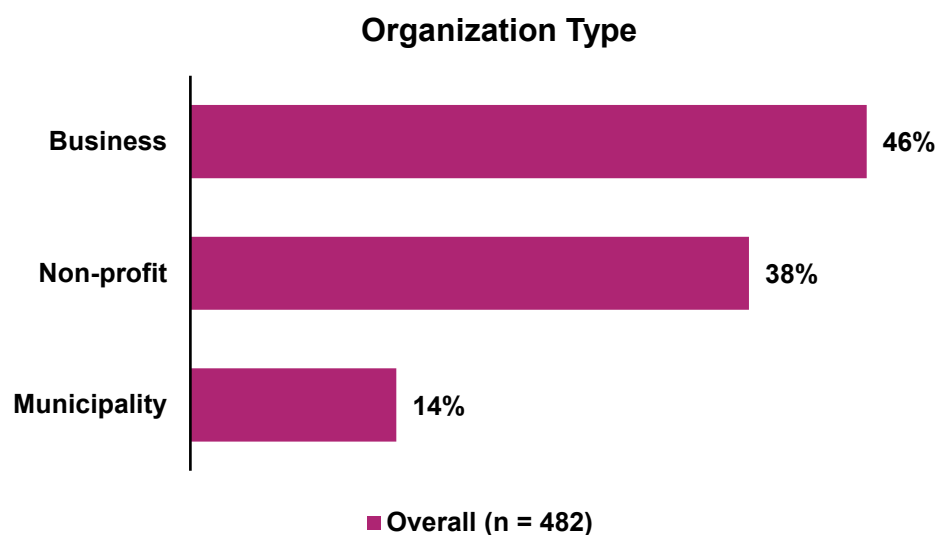
DEMOGRAPHICS: ORGANIZATION SURVEY*

**This section has been amended to address an error made regarding the percentages presented in the charts and tables. Percentages for weighted data had been included instead of percentages for unweighted data. Additionally, the table of counties has been updated to include Sullivan and Coos Counties, which had been omitted from the table in a previous version of this report.*

What is your current source for electricity?

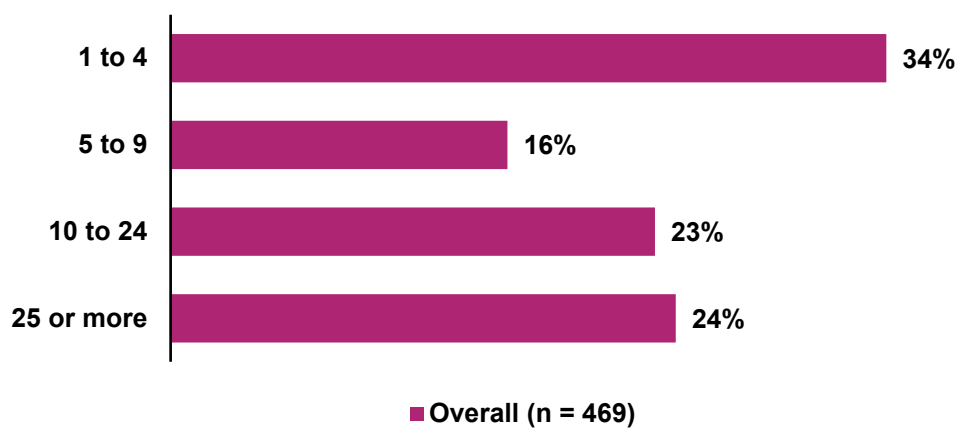


Operating Budget	Overall (n = 392)
Less than \$50,000	13%
\$50,000 to \$99,999	9%
\$100,000 to \$499,999	24%
\$500,000 to \$999,999	11%
\$1,000,000 to \$1,999,999	16%
\$2,000,000 to \$4,999,999	13%
\$5,000,000 to \$9,999,999	5%
\$10,000,000 or greater	5%



Sector	Overall (n = 340)
Services (Professional and Technical Services, Finance, Insurance, Real Estate, Healthcare, etc.)	73%
Retail and Wholesale Trade	10%
Construction, Manufacturing, and Mining	8%
Transportation, Communications, and Utilities	4%
Agriculture, Forestry, and Fishing	4%

How many employees work for your organization?



County	Overall (n = 403)
Hillsborough County	25%
Rockingham County	20%
Merrimack County	15%
Strafford County	8%
Grafton County	8%
Cheshire County	6%
Carroll County	4%
Belknap County	4%
Sullivan County	3%
Coos County	2%

Region	Overall (n = 403)
Seacoast (Strafford and Rockingham Counties)	27%
Hillsborough County	25%
Central New Hampshire and Lakes Region (Belknap, Carroll & Merrimack Counties)	23%
Northern New Hampshire (Grafton & Coos Counties)	10%
Southwestern New Hampshire (Cheshire & Sullivan Counties)	9%
Multi Regional	5%

APPENDIX A: RESIDENTIAL SURVEY INSTRUMENT

Survey Introduction

Thank you for agreeing to participate in the survey. The survey is sponsored by the New Hampshire Department of Energy to better understand the views of New Hampshire residents regarding energy efficiency. As you may know, the Department of Energy was created on July 1, 2021 by the NH legislature to promote and coordinate energy policies and programs in the state.

This survey asks about topics such as consumers' awareness and understanding of energy efficiency programs, techniques, incentives, and benefits.

Your participation is voluntary, and you can stop at any time. You can choose to not answer any question you do not want to answer. Your responses are confidential. We will not share individual responses; only summary results will be shared in reports. **Your email address will only be used to send you compensation for participating in this survey and will not be used for solicitations.**

If you have questions or comments about the survey, please contact the survey manager, Elisa Ungaro, at eungaro@marketdecisions.com.

Click on the button below to begin the survey!

Screening

STATE

In which state do you live?

ENTER STATE:

(screen out all but NH)

AGE

What is your age?

ENTER AGE:

(screen out those under 18)

Survey Questions

General Notes

This is the residential version of the survey. The business organization version is provided separately.

The term “SPECIFY” denotes questions where respondents will type in a response.

The categories “I don’t know” and “I prefer not to answer” are provided in cases where a respondent may not know the answer to a question or prefers not to answer the question.

Housing Characteristics

OWNRENT

Do you currently own or rent your home?

- 1 Own
- 2 Rent
- 3 Some other arrangement (SPECIFY)
- 8 I don’t know
- 9 I prefer not to answer

TYPERES

What type of place is your current residence?

- 1 A single family home (detached)
- 2 A townhome
- 3 A building with three or fewer apartments or condominiums
- 4 A building with four or more apartments or condominiums
- 5 A mobile home or trailer
- 6 A dorm or institutional housing
- 7 Other (SPECIFY)
- 8 I don’t know
- 9 I prefer not to answer

HEAT1

How do you primarily heat your home?

- 1 Electricity
- 2 Heating Oil
- 3 Natural gas
- 4 Propane
- 5 Wood
- 6 Other (SPECIFY)
- 8 I don't know
- 9 I prefer not to answer

HEAT2

What other sources (if any) do you utilize to heat your home?

Select all that apply:

- 1 Electricity
- 2 Heating Oil
- 3 Natural gas
- 4 Propane
- 5 Wood
- 6 No other sources
- 7 Other (SPECIFY)
- 8 I don't know
- 9 I prefer not to answer

ELEC

What is your current source for electricity?

- 1 Utility default service
- 2 Competitive supplier
- 7 Some other source (SPECIFY)
- 8 I don't know
- 9 I prefer not to answer

General Awareness and Knowledge of Energy Efficiency

These next questions are about energy efficiency.

EE01

What does the term energy efficiency mean to you?

SPECIFY:

EE02

How important is energy efficiency to you personally?

- 1 Very important

- 2 Somewhat important
- 3 Somewhat unimportant
- 4 Not at all important
- 8 I don't know
- 9 I prefer not to answer

EE03

Would you say your concern over energy issues has increased, decreased, or remained the same over the past year?

- 1 Increased
- 2 Remained the same
- 3 Decreased
- 8 I don't know
- 9 I prefer not to answer

EE04

How strongly do you agree with the following statement: There are things you and others in your household can do, or steps you can take, to use energy more efficiently.

- 1 Strongly agree
- 2 Somewhat agree
- 3 Neither agree nor disagree
- 4 Somewhat disagree
- 5 Strongly disagree
- 8 I don't know
- 9 I prefer not to answer

EE05

Are you aware of any environmentally friendly energy options available in your area?

- 1 Yes, please specify:
- 2 No
- 8 I don't know
- 9 I prefer not to answer

EE06

How familiar are you with the following energy efficiency programs and incentives in New Hampshire?

- New Hampshire SAVES programs - utility sponsored energy efficiency programs
- Weatherization Assistance Programs
- Home efficiency rebates program - Incoming federal funding for future state programs and incentives
- Renewable energy efficiency federal tax credits

Scale for each:

- 1 Very familiar
- 2 Somewhat familiar

- 3 Unfamiliar
- 4 Never heard of it
- 8 I don't know
- 9 I prefer not to answer

Values Associated with Energy Efficiency

EEVAL01

Many factors influence our decisions when it comes to using energy. How strongly do you agree or disagree with the following statements?

- Energy efficiency and conservation just isn't that important to me.
- I'm too busy to be concerned with my energy usage.
- It would be too much of an inconvenience to my lifestyle to reduce my energy usage.
- When home, I take actions to be energy efficient and conserve energy.
- There is very little I can do personally to be energy efficient and conserve energy in my home.
- My efforts to be energy efficient and conserve energy will have a positive impact on the environment.
- I am not willing to be energy efficient or conserve energy at home if that comes at any cost to my comfort.
- Energy conservation and efficiency are very common topics of conversation among my family and friends.
- I have a moral obligation to reduce my energy usage.
- Reducing my energy consumption will have a strong, positive impact on my personal finances.
- I feel morally obliged to be energy efficient and conserve energy.
- I would feel guilty if I did not take actions to be energy efficient and conserve energy.
- I would feel proud to be energy efficient and conserve energy.
- I like to encourage people to save energy.

Scale for each:

- 1 Strongly agree
- 2 Somewhat agree
- 3 Neither agree nor disagree
- 4 Somewhat disagree
- 5 Strongly disagree
- 8 I don't know
- 9 I prefer not to answer

EEVAL02

How concerned are you about the environmental impact of energy consumption?

- 1 Very concerned
- 2 Somewhat concerned
- 3 Neither
- 4 Somewhat not concerned
- 5 Not concerned at all
- 8 I don't know
- 9 I prefer not to answer

EEVAL03

Are you willing to pay a higher price upfront for energy-efficient products or services that will lead to long term savings?

- 1 Yes
- 2 No
- 3 It depends (SPECIFY)
- 8 I don't know
- 9 I prefer not to answer

EEVAL04

What do you think would be a good incentive to people to be more active in saving energy?

SPECIFY:

Actions Taken Regarding Energy Efficiency

These next questions ask about steps you may have taken to make your home more energy efficient.

EEACT01

How often do you think about your energy consumption?

- 1 Never
- 2 A few times per year
- 3 Once per month
- 4 2-3 times per month
- 5 Once per week
- 6 2-4 times per week
- 7 More than 4 times per week
- 8 I don't know
- 9 I prefer not to answer

EEACT02

Do you turn off lights when you leave a room?

- 1 Yes
- 2 No
- 3 Sometimes

- 8 I don't know
9 I prefer not to answer

EEACT03

Have you taken any of the following actions to increase energy efficiency in your home?

Select all that apply.

- 10 Sealing air leaks or replace worn out weather stripping
11 Adding insulation
12 Upgrading windows (ENERGY STAR®)
13 Using energy-efficient lighting, LED bulbs
14 Purchased energy-efficient appliances (ENERGY STAR®)
15 Use Smart or programmable thermostats
16 Had an energy audit
17 Installed energy-efficient heating and cooling systems
18 Installed energy-efficient water heating
19 Home energy monitoring
95 Other, please specify _____
97 None of these
98 I don't know
99 I prefer not to answer

EEACT04

Have you ever participated in any of the following energy efficiency rebates and incentives or programs?

- New Hampshire SAVES programs - utility sponsored energy efficiency programs
- Weatherization Assistance Program
- Renewable energy efficiency federal tax credits

- 1 Yes
2 No
8 I don't know
9 I prefer not to answer

ASK IF RESPONDENT ANSWERED YES TO EEACT04

EEACT05

Where did you find out about these rebates and incentives or programs?

SPECIFY:

ASK IF RESPONDENT TOOK ACTION TO INCREASE ENERGY EFFICIENCY (EEACT03) OR PARTICIPATED IN REBATE/INCENTIVE PROGRAM (EEACT04)

EEACT06

What factors influenced your decision to make your home more energy efficient?

SPECIFY:

ASK IF RESPONDENT DID NOT TAKE ACTION TO INCREASE ENERGY EFFICIENCY (EEACT03) OR DID NOT PARTICIPATE IN REBATE/INCENTIVE PROGRAM (EEACT04)

EEACT07

Why haven't you taken action to improve your home's energy efficiency?

SPECIFY:

Benefits to Energy Efficiency

EEBEN01

Thinking for a moment about energy efficiency, please tell me what you believe to be the major benefits?
[SPECIFY]

EEBEN02

How important are the following factors to you when making decisions about increasing energy efficiency in your home?

- Potential cost savings on energy bills.
- Environmental impact.
- Available financial incentives or rebates for energy-efficient investments.
- Upfront costs and the affordability of energy-efficient technologies.
- Long-term durability and reliability of energy-efficient products.
- Energy efficiency ratings and certifications (e.g., ENERGY STAR).
- Recommendations or testimonials from trusted sources or peers.

Scale for each:

- | | |
|---|------------------------|
| 1 | Very important |
| 2 | Somewhat important |
| 3 | Somewhat unimportant |
| 4 | Not at all important |
| 8 | I don't know |
| 9 | I prefer not to answer |

Barriers to Energy Efficiency

EEBAR01

What are the biggest barriers to improving energy efficiency in your home?
[SPECIFY]

EEBAR02

Are any of these barriers currently preventing you from improving energy efficiency in your home?

- The high upfront costs.
- I lack awareness about available energy-efficient options.
- I am uncertain about the return on investment.
- I have limited access to financing or incentives.

- Trustworthiness or concerns about products or services.
- A lack of knowledge about energy efficiency.
- A lack of reliable information about energy efficiency.
- The lack of skilled labor or contractors for installation.
- I don't trust the government or utility programs.
- I'm not interested in changing my current energy systems.
- I don't see the benefits; my home efficiency is just fine.

Scale for each:

- 1 Yes
- 2 No
- 8 I don't know
- 9 I prefer not to answer

EEBAR03

Are financial constraints a significant hurdle to investing in energy efficiency for your home?

- 1 Yes
- 2 No
- 8 I don't know
- 9 I prefer not to answer

Government and Policy

Next, we will ask about the energy efficiency policies enacted in New Hampshire.

EEGOV1

How familiar are you with the state's energy efficiency policies?

- 1 Very familiar
- 2 Somewhat familiar
- 3 Unfamiliar
- 4 Never heard of it
- 8 I don't know
- 9 I prefer not to answer

EEGOV2

How satisfied are you with the current energy efficiency policies and incentives offered by the state?

- 1 Very satisfied
- 2 Somewhat satisfied
- 3 Neither satisfied nor dissatisfied
- 4 Somewhat dissatisfied
- 5 Very dissatisfied
- 8 I don't know
- 9 I prefer not to answer

EEGOV3

What additional measures do you think the State of New Hampshire should take to promote energy efficiency? Please rank your top 3, where 1 is the “most important”, 2 is the “second most important” and 3 is the “third most important.”

- 1 Increase financial incentives for energy-efficient upgrades.
- 2 Implement stricter building codes.
- 3 Implement stricter standards for energy efficiency.
- 4 Expand public awareness campaigns about energy-saving practices.
- 5 Establish mandatory energy efficiency targets for industries and businesses.
- 6 Create more funding opportunities for research and development of energy-efficient technologies.
- 7 Offer grants or subsidies for low-income households to adopt energy-efficient measures.
- 8 Encourage public-private partnerships to promote energy efficiency initiatives.
- 9 Provide education and training programs on energy-efficient practices for businesses and consumers.
- 10 Introduce time-of-use pricing to incentivize energy conservation during peak periods.

Information About Energy Efficiency

EEINFO1

How interested are you in learning more about energy efficiency programs?

- 1 Very interested
- 2 Interested
- 3 Not very interested
- 4 Not at all interested
- 8 I don't know
- 9 I prefer not to answer

EEINFO2

Where do you prefer to get information about energy efficiency programs? Select all that apply.

- 1 Online
- 2 Family or friends
- 3 Local, town, city government
- 4 State government
- 5 Federal government
- 6 Utility company
- 7 Some other source (please specify)
- 8 I don't know
- 9 I prefer not to answer

EEINFO3

If you wanted to participate in an energy efficiency program, would you know where to go or who to call?

- 1 Yes
- 2 No
- 8 I don't know
- 9 I prefer not to answer

EEINFO4

Do you face any challenges in accessing energy efficiency resources and information?

- 1 Yes, please specify
- 2 No
- 8 I don't know
- 9 I prefer not to answer

EEINFO5

Which sources do you trust the most when seeking information about energy efficiency? Select all that apply.

- 10 Utility Company Websites
- 11 State Government Websites
- 12 Federal Government Website
- 13 Energy Efficiency Blogs or Websites
- 14 Social Media Platforms (e.g., Facebook, Twitter, LinkedIn)
- 15 Energy Efficiency Workshops, Webinars, or Seminars
- 16 Energy Efficiency Apps or Mobile Applications
- 17 News Articles or Publications
- 18 Recommendations from Friends or Family
- 19 Local Community Events
- 20 Energy Efficiency Videos or YouTube Channels
- 21 Environmental Non-Profit Organizations
- 22 Energy Consultants or Experts
- 23 Local Government Websites or Resources
- 24 Television or Radio Advertisements
- 95 Some other Source (specify)
- 97 None of these
- 98 I don't know
- 99 I prefer not to answer

EEINFO6

Which way would you prefer to receive information about energy efficiency? Select all that apply.

- 10 Utility Company Websites
- 11 State Government Websites
- 12 Federal Government Website
- 13 Energy Efficiency Blogs or Websites
- 14 Social Media Platforms (e.g., Facebook, Twitter, LinkedIn)
- 15 Energy Efficiency Workshops, Webinars, or Seminars
- 16 Energy Efficiency Apps or Mobile Applications
- 17 News Articles or Publications
- 18 Recommendations from Friends or Family
- 19 Local Community Events
- 20 Energy Efficiency Videos or YouTube Channels
- 21 Environmental Non-Profit Organizations
- 22 Energy Consultants or Experts

- 23 Local Government Websites or Resources
- 24 Television or Radio Advertisements
- 95 Some other Source (specify)
- 97 None of these
- 98 I don't know
- 99 I prefer not to answer

EEINFO7

How effective is the State of New Hampshire in providing information about energy efficiency programs, rebates, incentives, or services.

- 1 Very effective
- 2 Somewhat effective
- 3 Somewhat ineffective
- 4 Very ineffective
- 8 I don't know
- 9 I prefer not to answer

Demographics

In this last section, we would like to know a bit more about you. All your responses are completely confidential, and only combined results will be reported.

GENDER

What is your gender?

- 1 Male
- 2 Female
- 3 I prefer to self-describe, please specify: _____
- 8 I don't know
- 9 I prefer not to answer

ZIPCODE

What is the zip code of your home address?

[ENTER ZIP CODE]

COUNTY

What New Hampshire County do you live in?

- [DISPLAY COUNTY DROP-DOWN LIST]

RACE

Which of the following groups would you say best represents your race? Select all that apply.

- 1 American Indian, Alaska Native, or Native American
- 2 Asian
- 3 Black or African American
- 4 Hispanic or Latino
- 5 Native Hawaiian or other Pacific Islander

- 6 White, Caucasian, or European American
- 7 Other, please specify:
- 8 I don't know
- 9 I prefer not to answer

EMP1

What is your current employment status?

- 1 Full-time paid (35 or more hours per week)
- 2 Part-time paid (Less than 35 hours per week)
- 3 Volunteer, unpaid
- 4 Unemployed, not currently working
- 5 Retired
- 6 In school
- 8 I don't know
- 9 I prefer not to answer

EDU

What is the highest degree or level of education you have completed?

- 1 Did not graduate high school
- 2 High school graduate/GED
- 3 Some college, not yet graduated
- 4 Associate's degree
- 5 Bachelor's degree
- 6 Master's, graduate, or professional degree (MD, DDS, JD, DVM)
- 8 I don't know
- 9 I prefer not to answer

INCOME

What was your combined household income before taxes in 2022?

- 10 Less than \$15,000
- 11 \$15,000 to \$24,999
- 12 \$25,000 to \$34,999
- 13 \$35,000 to \$49,999
- 14 \$50,000 to \$74,999
- 15 \$75,000 to \$99,999
- 16 \$100,000 to \$149,999
- 17 More than \$150,000
- 98 I don't know
- 99 I prefer not to answer

DISABLE

Do you have a disability that affects your participation in daily activities, including outdoor recreation?

- 1 Yes
- 2 No

- 8 I don't know
- 9 I prefer not to answer

BILL

And finally, in the past year, **how many months** did your household reduce or forego expenses for basic household necessities, such as medicine or food, to pay an energy bill?

ENTER NUMBER OF MONTHS:

THNX

Those are all the questions. Thank you again for your participation. Please provide an email address so we can provide your \$10 incentive.

ENTER EMAIL:

CLICK THE BUTTON TO SUBMIT YOUR RESPONSES

APPENDIX B: ORGANIZATIONS SURVEY

Survey Introduction

INTRO

Thank you for agreeing to participate in the survey. The survey is sponsored by the New Hampshire Department of Energy to better understand the views of New Hampshire small businesses of up to 150 employees, non-profit organizations, and municipalities regarding awareness and understanding of energy efficiency programs, techniques, incentives, and benefits.

As you may know, the Department of Energy was created on July 1, 2021 by the NH legislature to promote and coordinate energy policies and programs in the state.

Your participation is voluntary, and you can stop at any time. You can choose to not answer any question you do not want to answer. Your responses are confidential. We will not share individual responses; only summary results will be shared in reports. Organizations that participate in our survey will receive a \$10 incentive.

If you have questions or comments about the survey, please contact the survey manager, Elisa Ungaro, at eungaro@marketdecisions.com.

Click on the button below to begin the survey!

Screening

ASK BUSINESSES AND NON-PROFITS

SCRN

Does your [ORGTTYPE] have an office or other location in New Hampshire?

- 1 Yes
- 2 No (**TERMINATE SURVEY**)

SIZE

How many employees work for your [ORGTTYPE]??

- 1 1 to 4
- 2 5 to 9
- 3 10 to 24
- 4 25 to 49
- 5 50 to 99
- 6 100 to 149
- 7 More than 150 (**screen out businesses but not non-profits or municipalities**)
- 8 I don't know
- 9 I prefer not to answer

Survey Questions

General Notes

This is the organizational version of the survey. The residential version is provided separately.

The term "SPECIFY" denotes questions where respondents will type in a response.

The categories "I don't know" and "I prefer not to answer" are provided in cases where a respondent may not know the answer to a question or prefers not to answer the question.

The term [ORGTTYPE] is used to refer to the type of organization, a small business, non-profit, or municipality.

The type of organizations and type of business/non-profit will be included with the sample.

Characteristics

ASK BUSINESSES AND NON-PROFITS

LOC

How many physical locations do you have in New Hampshire?

ENTER NUMBER:

ASK BUSINESSES AND NON-PROFITS

ZIPCODE

What is the zip code of your (main) location?

ENTER 5-DIGIT ZIP CODE

ASK BUSINESSES AND NON-PROFITS

COUNTY

In which New Hampshire County is your [ORGTTYPE] located? (Select more than one if applicable.)

- 10 Belknap County
- 11 Carroll County
- 12 Cheshire County
- 13 Coos County
- 14 Grafton County
- 15 Hillsborough County
- 16 Merrimack County
- 17 Rockingham County
- 18 Strafford County
- 19 Sullivan County
- 97 NONE OF THESE (CATI)
- 98 I don't know
- 99 REF (CATI)

ELEC

What is your current source for electricity?

- 1 Utility default service
- 2 Competitive supplier
- 7 Some other source (SPECIFY)
- 8 I don't know
- 9 I prefer not to answer

General Awareness and Knowledge of Energy Efficiency

EE01

These next questions are about energy efficiency. What does the term energy efficiency mean to you?

SPECIFY:

EE02

How important is energy efficiency to your [ORGTTYPE]?

- 1 Very important
- 2 Somewhat important
- 3 Somewhat unimportant
- 4 Not at all important
- 8 I don't know
- 9 I prefer not to answer

EE03

Would you say your concern for energy issues has increased, decreased, or remained the same over the past year?

- 1 Increased
- 2 Remained the same
- 3 Decreased
- 8 I don't know
- 9 I prefer not to answer

EE04

How strongly do you agree with the following statement: There are things your [ORGTTYPE] can do, or steps your, [ORGTTYPE] can take to use energy more efficiently?

- 1 Strongly agree
- 2 Somewhat agree
- 3 Neither agree nor disagree
- 4 Somewhat disagree
- 5 Strongly disagree
- 8 I don't know
- 9 I prefer not to answer

EE05

How familiar are you with the following energy efficiency programs and incentives in New Hampshire?

- EE05A Utility funded energy efficiency programs such as NHSaves
- EE05B Federal tax credits
- EE05C Energy efficiency revolving loan fund (SHOW FOR BUSINESSES AND NONPROFITS ONLY)
- EE05D Energy efficiency community block grant program (SHOW FOR MUNICIPALITIES ONLY)

Scale for each:

- 1 Very familiar
- 2 Somewhat familiar
- 3 Unfamiliar
- 4 Never heard of it
- 8 I don't know
- 9 I prefer not to answer

Values Associated with Energy Efficiency**EEVAL01**

How strongly do you agree or disagree with the following statements:

- EEVAL01A Energy efficiency and conservation just isn't that important to our [ORGTTYPE].
- EEVAL01B Our [ORGTTYPE] takes actions to be energy efficient and conserve energy.
- EEVAL01C There is very little our [ORGTTYPE] can do to be energy efficient and conserve energy.

- EEVAL01D Our [ORGTYP]’s efforts to be energy efficient and conserve energy will have a positive impact on the environment.
- EEVAL01E Energy conservation and efficiency are part of our [ORGTYP]’s strategic planning.
- EEVAL01F Our [ORGTYP] has a responsibility to reduce energy usage.
- EEVAL01G Reducing our energy consumption will have a strong, positive impact on our [ORGTYP]’s finances.
- EEVAL01H Energy efficiency will increase the operating costs of my [ORGTYP].

Scale for each:

- 1 Strongly agree
- 2 Somewhat agree
- 3 Neither agree nor disagree
- 4 Somewhat disagree
- 5 Strongly disagree
- 8 I don’t know
- 9 I prefer not to answer

EEVAL02

How concerned is your [ORGTYP] about the environmental impact of energy consumption?

- 1 Very concerned
- 2 Somewhat concerned
- 3 Neither
- 4 Somewhat not concerned
- 5 Not concerned at all
- 8 I don’t know
- 9 I prefer not to answer

EEVAL03

Is your [ORGTYP] willing to pay a higher price upfront for energy-efficient products or services that will lead to long term savings?

- 1 Yes
- 2 No
- 8 I don’t know
- 9 I prefer not to answer

EEVAL04

What do you think would be a good incentive for your [ORGTYP] to be more energy efficient?

SPECIFY:

Actions Taken Regarding Energy Efficiency

These next questions ask about steps you may have taken to make your [ORGTYP] more energy efficient.

EEACT01

How often do you pay attention to or monitor your [ORGTYP]’s energy consumption?

- 1 Never
- 2 A few times per year
- 3 1-3 times per month
- 4 Once per week
- 5 2-4 times per week
- 6 More than 4 times per week
- 8 I don’t know
- 9 I prefer not to answer

EEACT02

Are you aware of any energy-saving projects that have been completed by your [ORGTYP]?

SPECIFY:

EEACT03

Has your [ORGTYP] taken any of the following actions to increase energy efficiency?

(Select all that apply)

- 10 Sealing air leaks or replace worn out weather stripping in facilities.
- 11 Adding insulation to facilities.
- 12 Upgrading windows (ENERGY STAR®)
- 13 Using energy-efficient lighting, LED bulbs.
- 14 Use Smart or programmable thermostats
- 15 Installed energy-efficient heating and cooling systems
- 16 Installed energy-efficient water heating
- 95 Other, please specify_____
- 97 None of these
- 98 I don’t know
- 99 I prefer not to answer

EEACT04

Have you ever participated in any of the following energy efficiency rebates and incentives or programs?

- EEACT04A Utility funded energy efficiency programs such as NHSaves
- EEACT04B Federal tax credits
- EEACT04C Energy efficiency revolving loan fund (SHOW FOR BUSINESSES AND NON PROFIT ONLY)
- EEACT04D Energy efficiency community block grant program (SHOW FOR MUNICIPALITIES ONLY)

- 1 Yes
- 2 No
- 8 I don’t know
- 9 I prefer not to answer

EEACT05

What factors influence your decision to make your [ORGTYP] more energy efficient?

SPECIFY:

EEACT07

What steps will your [ORGTYP] take to be more energy efficient in the future?

SPECIFY:

EEACT08

Do you expect your [ORGTYP]'s investment in energy efficiency to grow during the next five years?

- 1 Yes
- 2 No
- 8 I don't know
- 9 I prefer not to answer

EEACT09

How important are financial incentives to implementing energy efficiency policies for your [ORGTYP]?

- 1 Very important
- 2 Somewhat important
- 3 Somewhat unimportant
- 4 Not at all important
- 8 I don't know
- 9 I prefer not to answer

EEACT10

Would your [ORGTYP] consider partnering with others to collectively invest in energy efficiency projects?

- 1 Yes, we currently partner
- 2 Yes, we would consider partnering in the future
- 3 No
- 8 I don't know
- 9 I prefer not to answer

Benefits to Energy Efficiency**EEBEN03**

What are the most important reasons for your [ORGTYP] to invest in energy efficiency?

SPECIFY:

EEBEN02

How important are the following factors to you when making decisions about increasing energy efficiency in your [ORGTYP]?

VARIABLE LABELS EEBEN02A-EEBEN02J

- Potential cost savings on energy bills.

- Return on investment (ROI) for energy efficiency upgrades.
- Payback period for the energy efficiency investment.
- Environmental impact.
- Available financial incentives or rebates for energy-efficient investments.
- Upfront costs and the affordability of energy-efficient technologies.
- Long-term durability and reliability of energy-efficient products.
- Energy efficiency ratings and certifications (e.g., ENERGY STAR).
- Recommendations or testimonials from trusted sources or peers.
- Compatibility with existing systems.

Scale for each:

- | | |
|---|------------------------|
| 1 | Very important |
| 2 | Somewhat important |
| 3 | Somewhat unimportant |
| 4 | Not at all important |
| 8 | I don't know |
| 9 | I prefer not to answer |

Barriers to Energy Efficiency

EEBAR01

What are the biggest barriers to improving energy efficiency in your [ORGTYPE]?
SPECIFY:

EEBAR02

Are any of these barriers currently preventing you from improving energy efficiency in your [ORGTYPE]?
VARIABLE LABELS EEBAR02A-EEBAR02M

- The high upfront costs
- Financing or budgeting for energy efficiency
- Potential disruptions during implementation
- Existing contractual obligations
- Regulatory barriers or policies
- A lack of awareness about available energy-efficient options.
- Uncertainty about the return on investment
- Limited access to incentives
- The trustworthiness or concerns about products or services
- A lack of reliable information about energy efficiency
- The lack of skilled labor or contractors for installation
- I don't trust the government or utility programs.
- I'm not interested in changing my current energy systems.

Scale for each:

- | | |
|---|-----|
| 1 | Yes |
|---|-----|

- 2 No
- 8 I don't know
- 9 I prefer not to answer

EEBAR03

Does your [ORGTTYPE] have any other perceived risks or uncertainties associated with energy efficiency investments?

- 1 Yes, please specify
- 2 No
- 8 I don't know
- 9 I prefer not to answer

Government and Policy

Next, think about the energy efficiency incentives and policies enacted in New Hampshire.

EEGOV1

How satisfied are you with the current energy efficiency incentives offered by the state?

- 1 Very satisfied
- 2 Somewhat satisfied
- 3 Neither satisfied nor dissatisfied
- 4 Somewhat dissatisfied
- 5 Very dissatisfied
- 8 I don't know
- 9 I prefer not to answer

EEGOV2

What additional measures do you think the State of New Hampshire should take to promote energy efficiency? Please rank your top 3, where 1 is the "top most important", 2 is the "second most important" and 3 is the "third most important".

- A. Increase financial incentives for energy-efficient upgrades.
- B. Implement stricter building codes.
- C. Implement stricter standards for energy efficiency.
- D. Expand public awareness campaigns about energy-saving practices.
- E. Create more funding opportunities for research and development of energy-efficient technologies.
- F. Offer grants or subsidies to adopt energy-efficient measures.
- G. Encourage public-private partnerships to promote energy efficiency initiatives.
- H. Provide education and training programs on energy-efficient practices for organizations.

Information About Energy Efficiency

EEINFO1

How interested would you say your [ORGTYPE] is in learning more about energy efficiency programs?

- 1 Very interested
- 2 Interested
- 3 Not very interested
- 4 Not at all interested
- 8 I don't know
- 9 I prefer not to answer

EEINFO2

Where do you prefer to get information about energy conservation or efficiency programs?

SPECIFY:

EEINFO3

Do you feel that your [ORGTYPE] has sufficient information about energy efficiency?

IF NO ASK: What information on energy efficiency would your [ORGTYPE] like to have?"

- 1 Yes
- 2 No
- 8 I don't know
- 9 I prefer not to answer

ASK IF ONLY IF ANSWERED 2/NO TO EEINFO3

EEINFO4

What information is lacking from the Department of Energy and other third parties on energy efficiency?

SPECIFY

EEINFO5

Do you face any challenges in accessing energy efficiency resources and information?

- 1 Yes, please specify
- 2 No
- 8 I don't know
- 9 I prefer not to answer

EEINFO6

Which sources do you trust the most when seeking information about energy efficiency?

Select all that apply.

- 10 Utility Company Websites
- 11 Federal Government Website
- 12 State Government Website
- 13 Energy Efficiency Blogs or Websites
- 14 Social Media Platforms (e.g., Facebook, Twitter, LinkedIn)

- 15 Energy Efficiency Workshops, Webinars, or Seminars
- 16 Energy Efficiency Apps or Mobile Applications
- 17 News Articles or Publications
- 18 Local Community Events
- 19 Energy Efficiency Videos or YouTube Channels
- 20 Environmental Non-Profit Organizations
- 21 Energy Consultants or Experts
- 22 Local Government Websites or Resources
- 23 Television or Radio Advertisements
- 95 Some other Source (specify)
- 97 None of these
- 98 I don't know
- 99 I prefer not to answer

EEINFO7

Which way would you prefer to receive information about energy efficiency?

Select all that apply.

- 10 Utility Company Websites
- 11 Federal Government Website
- 12 State Government Website
- 13 Energy Efficiency Blogs or Websites
- 14 Social Media Platforms (e.g., Facebook, Twitter, LinkedIn)
- 15 Energy Efficiency Workshops, Webinars, or Seminars
- 16 Energy Efficiency Apps or Mobile Applications
- 17 News Articles or Publications
- 18 Local Community Events
- 19 Energy Efficiency Videos or YouTube Channels
- 20 Environmental Non-Profit Organizations
- 21 Energy Consultants or Experts
- 22 Local Government Websites or Resources
- 23 Television or Radio Advertisements
- 95 Some other Source (specify)
- 97 None of these
- 98 I don't know
- 99 I prefer not to answer

EEINFO8

How effective is the State of New Hampshire in providing information to about energy efficiency programs, rebates, incentives, or services?

- 1 Very effective
- 2 Somewhat effective
- 3 Somewhat ineffective
- 4 Very ineffective
- 8 I don't know
- 9 I prefer not to answer

Demographics

For this last question, we would like to know a bit more about your [ORGTYPE]. All your responses are completely confidential, and only combined results will be reported.

ASK IF ORGANIZATION IS A BUSINESS OR NON-PROFIT

BUDGET

How large is your [ORGTYPE] in terms of its operating budget?

- 10 Less than \$50,000
- 11 \$50,000 to \$99,999
- 12 \$100,000 to \$499,999
- 13 \$500,000 to \$999,999
- 14 \$1,000,000 to \$1,999,999
- 15 \$2,000,000 to \$4,999,999
- 16 \$5,000,000 to \$9,999,999
- 17 \$10,000,000 or greater

THNX

Those are all the questions. Thank you again for your participation. Please provide an email address so we can provide your \$10 incentive.

ENTER EMAIL:

CLICK THE BUTTON TO SUBMIT YOUR RESPONSES

APPENDIX C: RECRUITMENT MATERIALS

[Date]

Current Resident
[STREET ADDRESS]
[STREET ADDRESS 2]
[CITY], [ST] {ZIP}

Dear Current Resident,

Your household has been selected to participate in the 2023 New Hampshire Energy Consumers Survey!

Your household has been selected to participate in an important survey about energy in New Hampshire. The survey asks about topics such as consumers' awareness, access, and understanding of energy efficiency programs, incentives, and benefits.

<p>To take the survey, go to [Link] click “Take Survey” and enter your survey access code, which is: [PIN]</p> <p>Or scan this personalized QR code to open the survey. <i>Open the camera on your smartphone or tablet and hold it over the QR code.</i></p>	<p>[QR]</p>
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Participation is voluntary and can be stopped at any time. Responses are confidential and no one at the New Hampshire Department of Energy will be able to see individual responses. **Those who complete the survey will receive a \$10 gift card via email.**

The survey is sponsored by the State of New Hampshire Department of Energy through its consultant Market Decisions Research, an independent research firm located in Portland, Maine. If you have questions about the survey, please contact the project manager, Elisa Ungaro, at eungaro@marketdecisions.com or by phone at (800) 293-1538, ext. 1114.

Thank you in advance for your participation.

Sincerely,



Jared S. Chicoine
Commissioner, State of New Hampshire Department of Energy

September 22, 2023

[BNAME]
ATTN: [TITLE]
[ADDRESS]
[CITY], [ST] [ZIP]

Dear [CNAME] or current [TITLE],

Your organization has been selected to participate in the 2023 New Hampshire Energy Consumers Survey!

Your small business, municipality, or non-profit has been selected to participate in an important survey about energy in New Hampshire. The survey should be completed by an individual who has knowledge of your organization's energy practices and asks about consumers' awareness, access, and understanding of energy efficiency programs, incentives, and benefits.

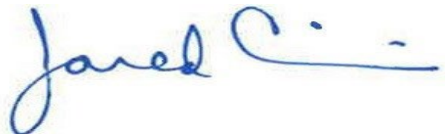
<p>To take the survey, go to marketdecisions.com/nhenergysurvey click "Take Survey" and enter your survey access code, which is: [PIN]</p> <p>Or scan this personalized QR code to open the survey. <i>Open the camera on your smartphone or tablet and hold it over the QR code.</i></p>	<p>[QR]</p>
--	-------------

Participation is voluntary and can be stopped at any time. Responses are confidential and no one at the New Hampshire Department of Energy will be able to see individual responses. **Organizations that complete the survey will receive a \$10 honorarium via email.**

The survey is sponsored by the New Hampshire Department of Energy through its consultant Market Decisions Research, an independent research firm located in Portland, Maine. If you have questions about the survey, please contact the project manager, Elisa Ungaro, at eungaro@marketdecisions.com or by phone at (800) 293-1538, ext. 1114.

Thank you in advance for your participation.

Sincerely,



Jared S. Chicoine
Commissioner, State of New Hampshire Department of Energy

DEPUTY COMMISSIONER
Christopher J. Ellms, Jr.



DEPARTMENT OF ENERGY

November 2, 2023

[BNAME]
ATTN: [TITLE]
[ADDRESS]
[CITY], [ST] [ZIP]

Dear [CNAME] or current [TITLE],

This is a reminder that your organization has been selected to participate in the 2023 New Hampshire Energy Consumers Survey!

A few weeks ago, your small business, municipality, or non-profit was sent a letter to participate in an important survey about energy in New Hampshire. The survey should be completed by an individual who has knowledge of your organization's energy practices and asks about consumers' awareness, access, and understanding of energy efficiency programs, incentives, and benefits.

To take the survey, go to marketdecisions.com/nhenergysurvey click "Take Survey" and enter your survey access code, which is: [PIN]

[QR]

Or scan this personalized QR code to open the survey.

Open the camera on your smartphone or tablet and hold it over the QR code.

Participation is voluntary and can be stopped at any time. Responses are confidential and no one at the New Hampshire Department of Energy will be able to see individual responses. **Organizations that complete the survey by November 15th will receive a \$10 honorarium via email. If you are not able to receive compensation, you can forgo this or make a charitable donation through our incentive provider.**

The survey is sponsored by the New Hampshire Department of Energy through its consultant Market Decisions Research, an independent research firm located in Portland, Maine. If you have questions about the survey, please contact the project manager, Elisa Ungaro, at eungaro@marketdecisions.com. Thank you in advance for your participation!

Sincerely,

A handwritten signature in blue ink, appearing to read "Jared Chicoine".

Jared S. Chicoine
Commissioner, State of New Hampshire Department of Energy

2023 New Hampshire Energy Consumers Survey

Dear Current Resident,

We recently mailed your household an invitation to complete the 2023 New Hampshire Energy Consumers Survey. If you completed the survey, thank you for your time and input! If not, this is a friendly reminder that your answers are important, and we would very much value your response.

To complete the survey, please go to **marketdecisions.com/nhenergy** and enter **[PIN]**, or scan this QR code with your mobile device: **[QR CODE]**

For more information, contact the project manager, Elisa Ungaro, by email at eungaro@marketdecisions.com or by phone at 1-800-293-1538 ext. 1114.

Sincerely,
The State of New Hampshire Department of Energy



2023 New Hampshire Energy Consumers Survey

c/o Market Decisions Research

P.O. Box 1240

Portland, ME 04104-1240

[NAME]
[ADDRESS1]
[ADDRESS2]
[CITY], [ST] [ZIP]

Phone Recruitment Email

From: New Hampshire Department of Energy

Subject: Invitation to Complete the 2023 New Hampshire Energy Consumers Survey

Dear <NAME>,

Thank you for your interest in the 2023 New Hampshire Energy Consumers Survey. Organizations selected for this survey are the primary voices and provide a baseline about energy efficiency knowledge, access, and needs for businesses in New Hampshire. Your help is greatly appreciated and will make the results more precise. **After completing the survey, you will receive \$10 as a thank-you.** You will be able to choose from several gift options, including the option to donate to charity.

To Take the Survey:

- Access the survey by clicking the following link: [**Take the 2023 New Hampshire Energy Consumers Survey**]
- Enter your passcode: [**\$PIN**]

Your answers will be kept confidential. The information you provide will not be presented or published in any way that would permit identification of you or your business. For further assistance contact the project manager, Elisa Ungaro at (800) 293-1538 ext. 1114 or at eungaro@marketdecisions.com.

Thank you,

The State of New Hampshire Department of Energy

Initial Email

From: New Hampshire Department of Energy

Subject: Complete the 2023 New Hampshire Energy Consumers Survey

Greetings [NAME],

Your organization has randomly been selected to participate in the 2023 New Hampshire Energy Consumers Survey. The New Hampshire Department of Energy is surveying small businesses, municipalities, and non-profits on their knowledge, access, and use of energy efficiency programs. Your responses will help policymakers improve the availability, coverage, and cost of energy efficiency programs and incentives across the state.

You will receive \$10 as a thank-you after completing the survey. You will be able to choose from several gift options, including the option to donate to charity.

To take the survey go to: <https://us1se.voxco.com/S2/8/NHDOEOrgs/> **and enter your unique access code:** [\$PIN]

Confidentiality and Privacy:

Your answers will be kept confidential. The information you provide will not be presented or published in any way that would permit identification of you or your organization.

Questions or Technical Issues:

This survey is being conducted on behalf of the New Hampshire Department of Energy, by Market Decisions Research, an independent research firm in Portland, Maine. If you have questions about the study, please contact the project manager, Elisa Ungaro at eungaro@marketdecisions.com.

Thank you,

The State of New Hampshire Department of Energy

Second Email

From: New Hampshire Department of Energy

Subject: Please Complete the 2023 New Hampshire Energy Consumers Survey

Greetings [NAME],

Recently we invited you to complete the New Hampshire Energy Consumers Survey. Your feedback is critical and will inform the business community and New Hampshire state policymakers about energy efficiency programs and incentives across the state. Organizations that complete the survey by [INSERT DEADLINE] will receive a \$10 incentive.

To take the survey go to: <https://us1se.voxco.com/S2/8/NHDOEOrgs/> **and enter your unique access code:** [\$PIN]

Your answers will be kept confidential. The information you provide will not be presented or published in any way that would permit identification of you or your organization. For further assistance contact the project manager, Elisa Ungaro at eungaro@marketdecisions.com.

Thank you,

[Insert appropriate signature OR State of New Hampshire Department of Energy]

Third Reminder

From: New Hampshire Department of Energy

Subject: Complete the New Hampshire Energy Consumers Survey

Greetings [NAME],

We are writing to you again because the New Hampshire Department of Energy is waiting to hear from you. Because we cannot survey all businesses, municipalities, and non-profits in New Hampshire, those selected to participate are the primary voices in this research. **You will receive a \$10 incentive for completing the survey by [INSERT DEADLINE].**

To take the survey go to: <https://us1se.voxco.com/S2/8/NHDOEOrgs/> **and enter your unique access code:** [\$PIN]

Your answers will be kept confidential. The information you provide will not be presented or published in any way that would permit identification of you or your organization. For further assistance contact the project manager, Elisa Ungaro at eungaro@marketdecisions.com.

Thank you,

The State of New Hampshire Department of Energy

Final Reminder

From: New Hampshire Department of Energy

Subject: Final Reminder to Complete the New Hampshire Energy Consumers Survey

Greetings [NAME],

This is our final reminder for you to complete the 2023 New Hampshire Energy Consumers Survey. **You will receive \$10 as a thank-you after completing the survey if you complete it by [DEADLINE].** Organizations selected for this survey are the primary voices and provide a baseline about energy efficiency knowledge, access, and needs for businesses in New Hampshire. Your help is greatly appreciated and will make the results more precise.

To take the survey go to: <https://us1se.voxco.com/S2/8/NHDOEOrgs/> **and enter your unique access code:** [\$PIN]

Your answers will be kept confidential. The information you provide will not be presented or published in any way that would permit identification of you or your business. For further assistance contact the project manager, Elisa Ungaro at eungaro@marketdecisions.com.