

# Understanding what Idahoans think about Energy Codes



PRESENTER

Sharon Grant, Eco Edge

September 23, 2014

2013 Idaho Homeowner  
Energy Code Survey



# THANK YOU

## The Team



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# SIGNIFICANT FINDINGS

- Top drivers for supporting energy codes include lower monthly costs and a belief that they have a right to a new home purchase that meets energy standards.
- Idahoans agree that the State should adopt a state energy code consistent with national standards. However, less than half say that they trust the State to adopt the right energy codes.
- A payback period of 7 years is acceptable.

# LEARNING OBJECTIVES

- 1 Analyze the process to get funding and conduct market research.
- 2 Identify the most significant barriers related to energy code adoption and implementation.
- 3 Discover why various audiences value energy codes or not.
- 4 Translate survey results to create marketing messages for advancing energy codes.

# TODAY'S AGENDA



- **Background**
- **Survey Goals**
- **Methodology**
- **Results**
- **Lessons Learned**
- **Marketing**

# BACKGROUND

- Boise State University in collaboration with Northwest Research Group and Eco Edge with oversight from the Office of Energy Resources surveyed Idaho homeowners and renters intending to purchase a home.
- Funding was provided by Bonneville Power Administration.
- This 2013 study expanded on a market assessment conducted in 2012, also funded by Bonneville Power Administration, to survey architects, building officials, city and county elected officials, and a limited survey of homeowners in the Treasure Valley.
  - This limited homeowner survey (conducted via email) formed the basis for a broader, more scientific study.

# BACKGROUND – COLLABORATIVE

The Idaho Energy Code Collaborative facilitates energy code implementation through education, outreach and technical assistance and prepares for new energy codes by vetting changes and providing an open forum for stakeholders to voice concerns and reach consensus.

# BACKGROUND – 2012 Research

- Email surveys to elected officials, building officials and architects.
- Most significant barrier?

	Education and training	Perceived higher cost to comply	State enforcement resources	Local jurisdiction capacity to enforce
Elected Officials	29%	49%	3%	19%
Building Officials	38%	50%	2%	11%
Architects	44%	39%	6%	11%

- How much are homeowners willing to finance?

	\$2,500 – 5,000	\$1,000 – 2,500	\$500 – 1,000	Less than \$500
Homeowners	43%	36%	11%	9%



# SURVEY GOALS

1

Determine *if* Idahoans value energy efficiency

2

Establish a *priority* of value

3

Determine if Idaho homeowners value *statewide standards* for energy efficiency

4

Determine how much Idaho homeowners are *willing to pay* for energy efficiency

# METHODOLOGY

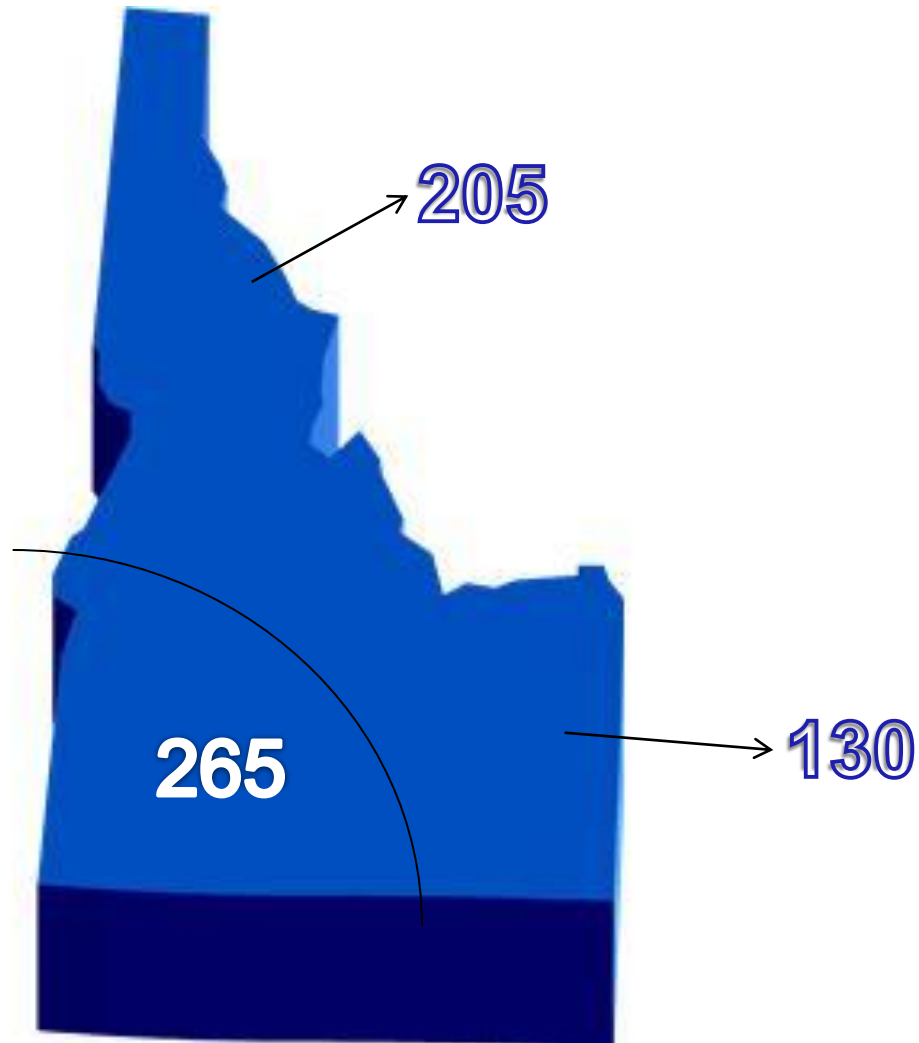
**600** Random Digit Dial surveys

**13** minutes each

**30%** wireless

Homeowners and renters, over age 18.

# METHODOLOGY

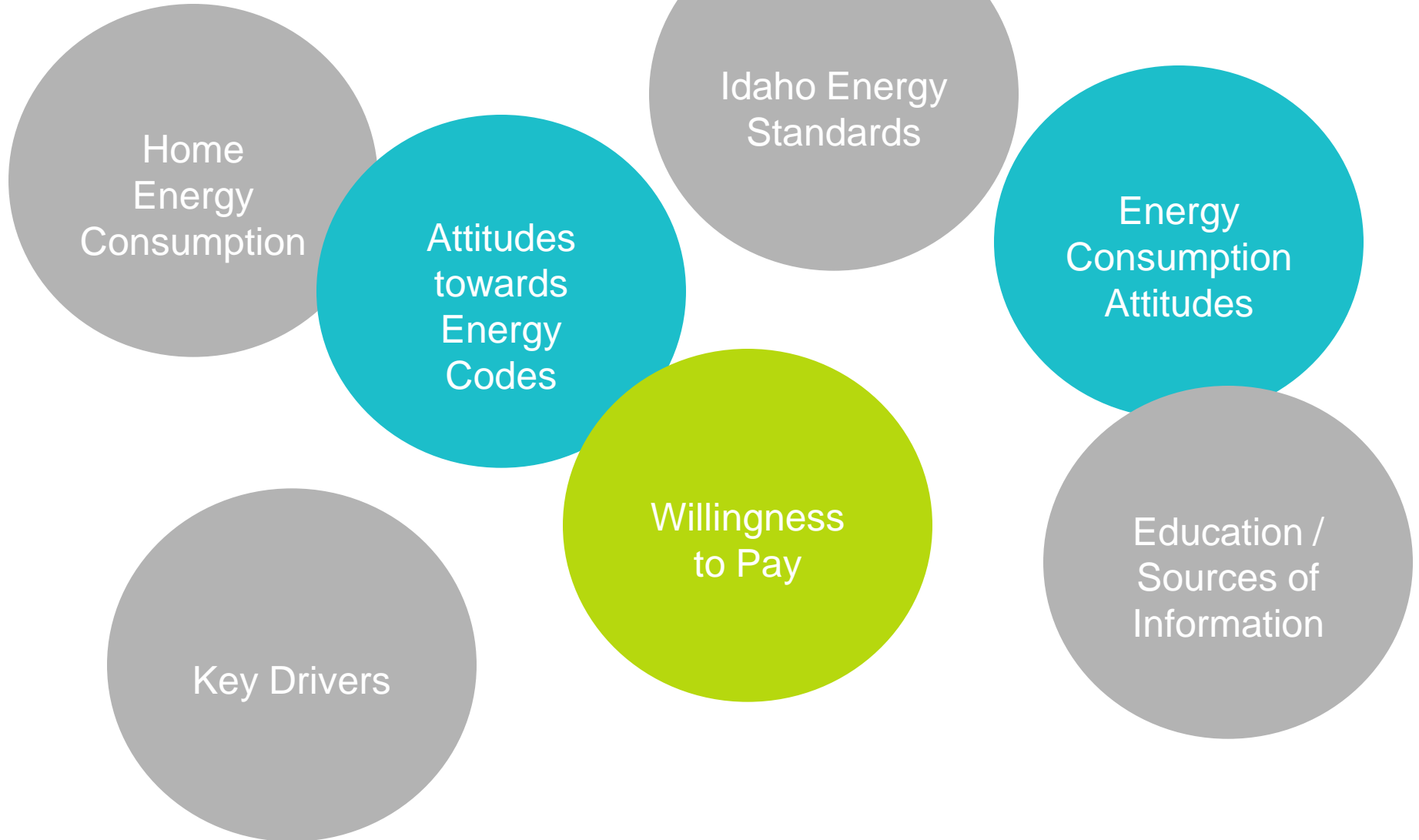


# METHODOLOGY

- Pre-tested  $n=30$  respondents
- ISO 20252:2012 Market Research Standards
- December 12-December 22, 2013
- Demographics monitored

**+/- 4%** variance **95%** confidence level

# RESULTS

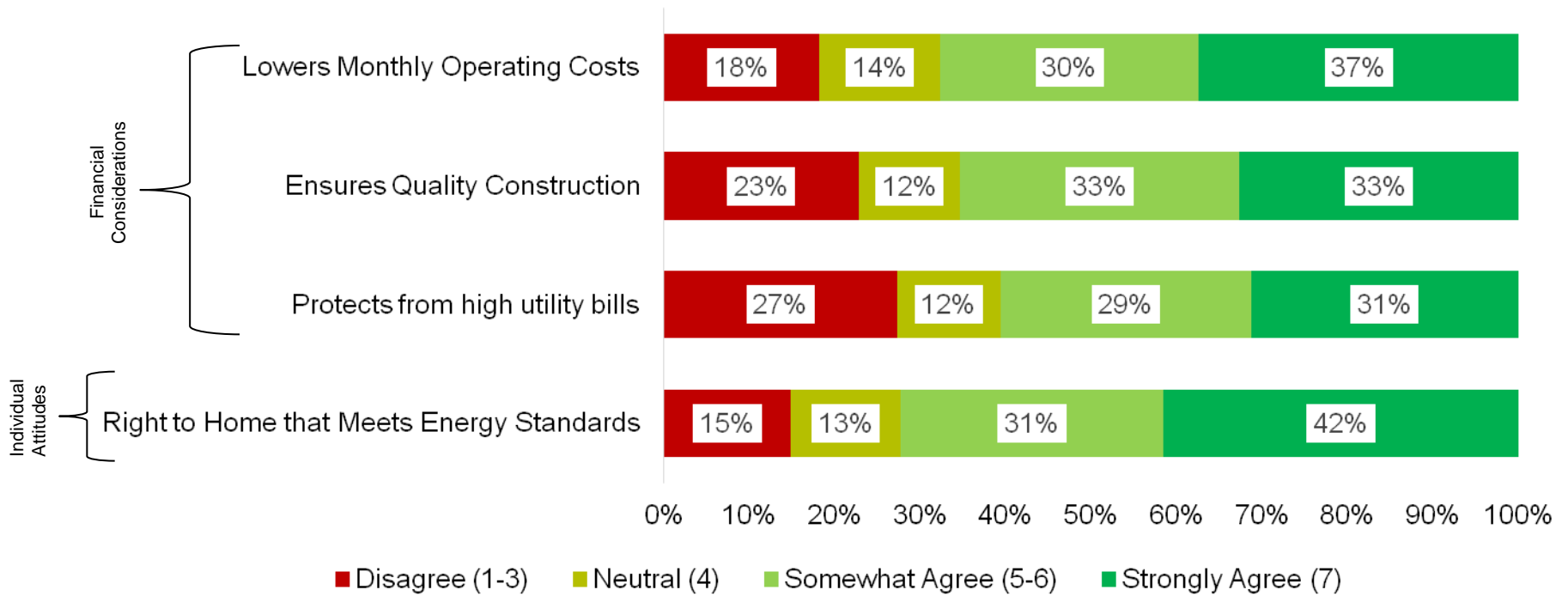




65% favor  
energy codes

# Key Drivers

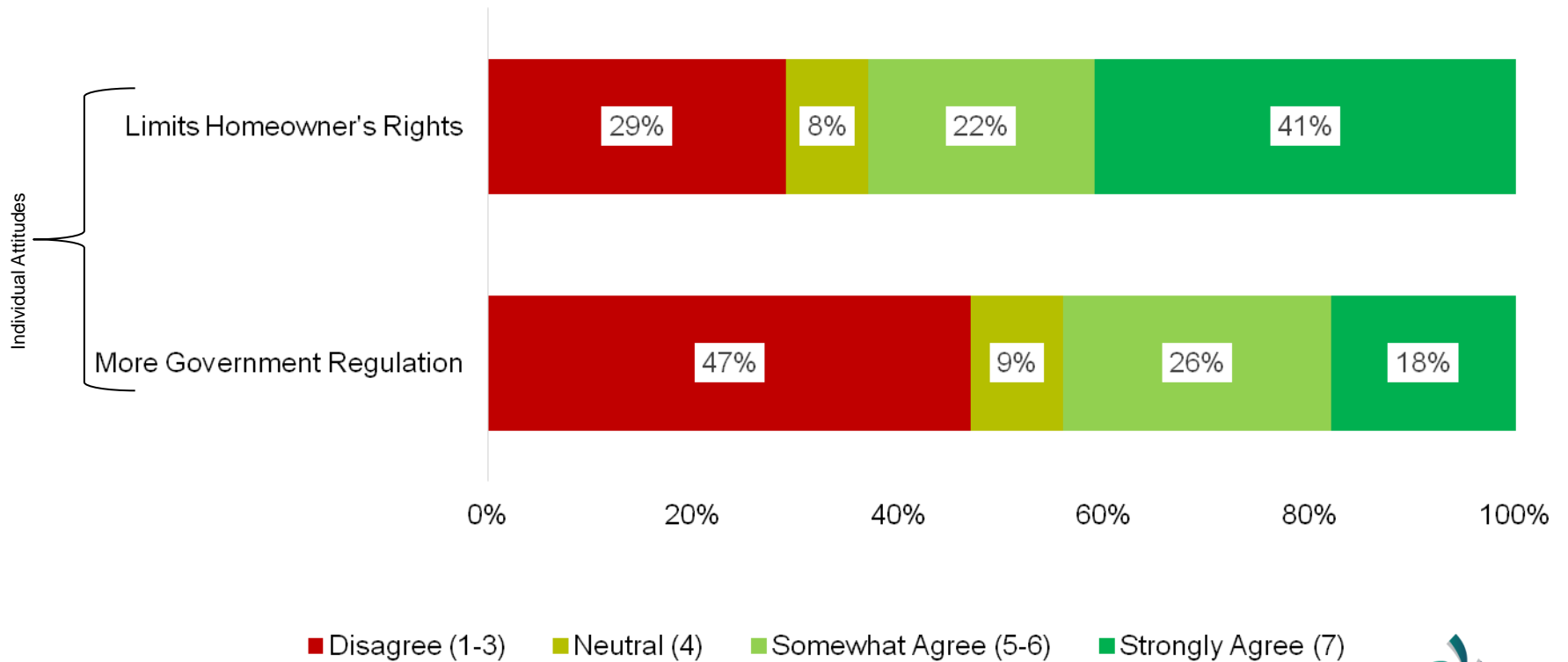
## What Drives Agreement with Energy Codes?



↑ Base: Random selection respondents (weighted n=277-323 / unweighted n=300)  
 ↓ Arrows indicate statistically significant difference at 95% confidence level  
**Bolding** indicates statistically significant difference at 90% confidence level

# Key Drivers

## What Drives Disagreement with Energy Codes?



Base: All respondents (n=600)

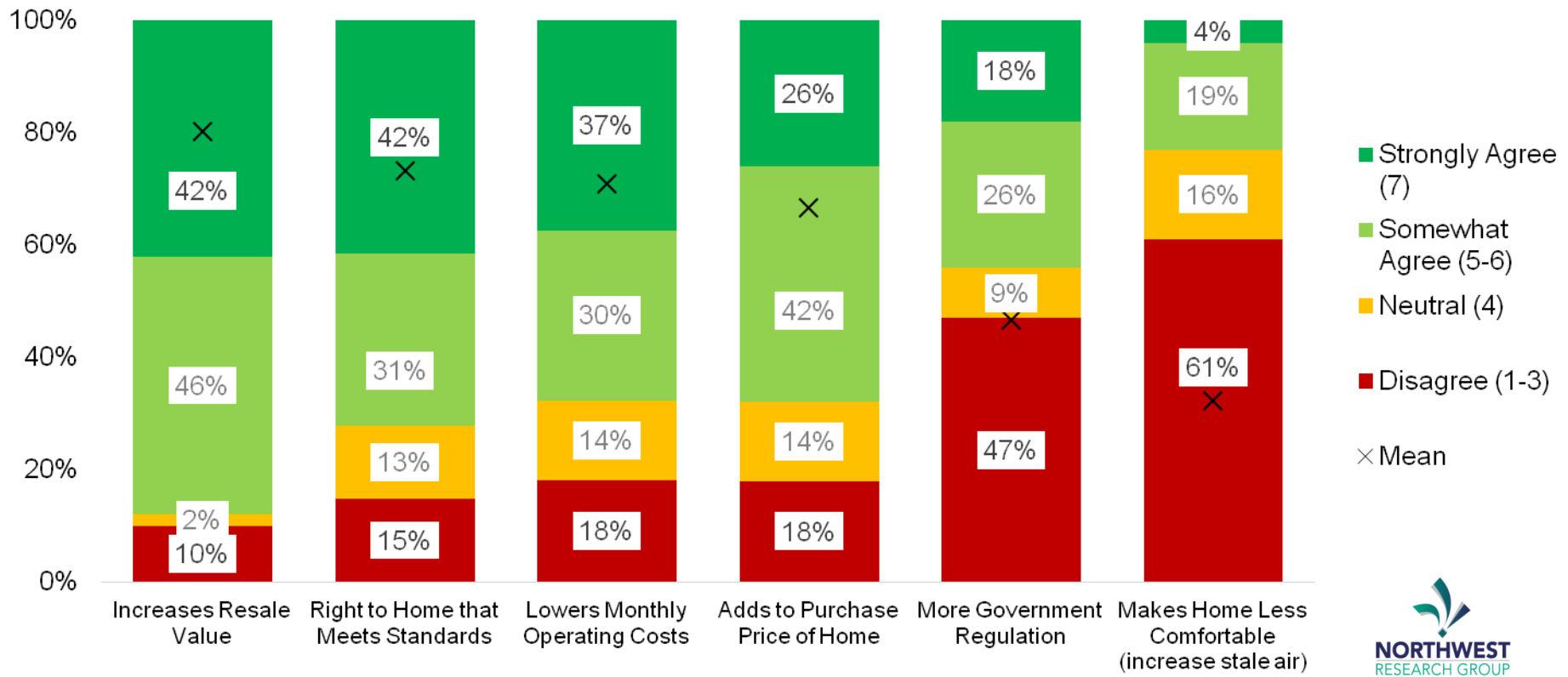
↑ Arrows indicate statistically significant difference at 95% confidence level  
 Bolding indicates statistically significant difference at 90% confidence level

↓ Northwest Research Group, February 2014



# Attitudes toward Energy Codes

Idahoans strongly agree that energy efficient homes have a higher resale value and also increase the purchase price of a home.



Base: Random selection respondents (weighted n=277-323 / unweighted n=300)

Arrows indicate statistically significant difference at 95% confidence level

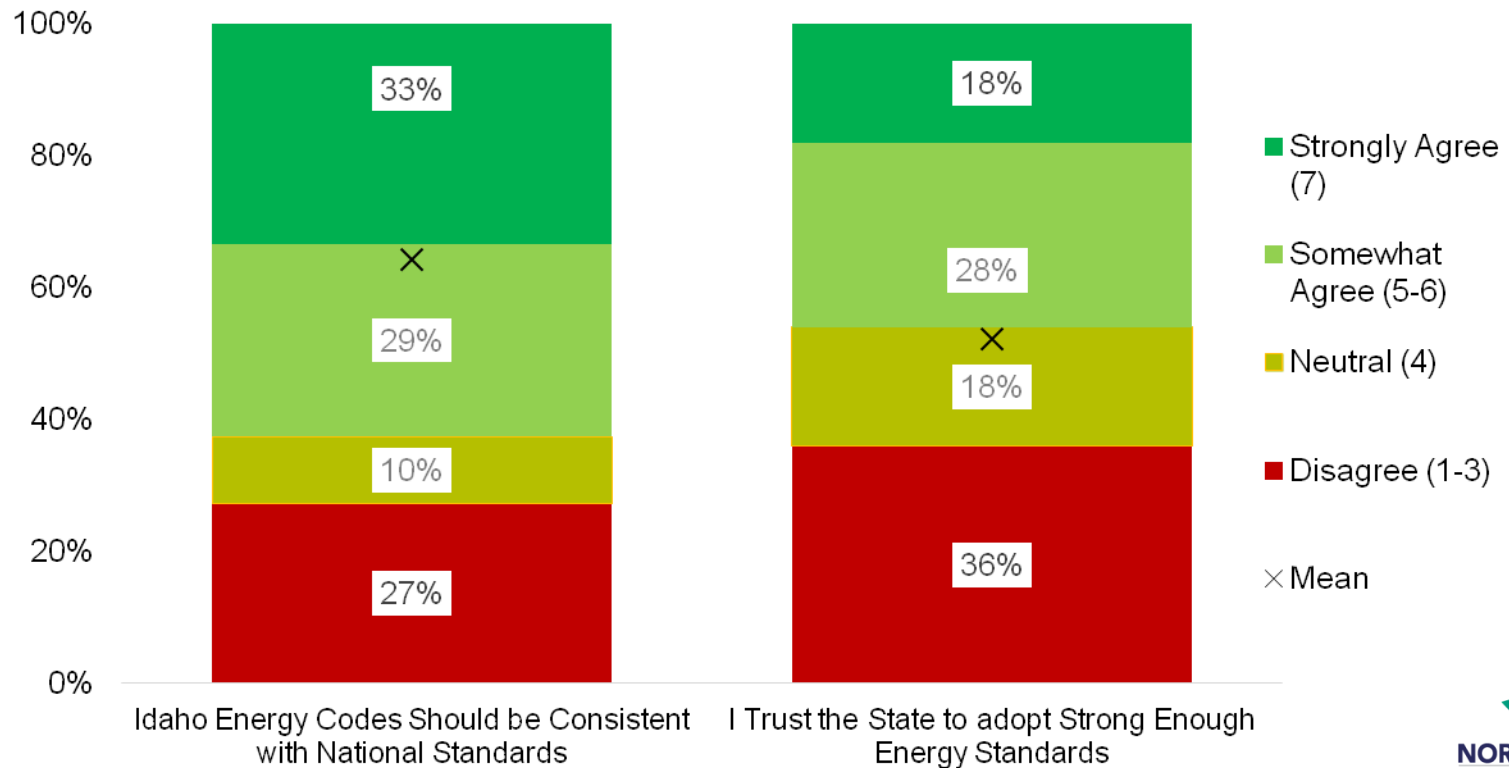
Bolding indicates statistically significant difference at 90% confidence level

Northwest Research Group, February 2014



# Idaho Energy Standards

Nearly 2 out of 3 Idahoans agree that the State should adopt a state energy code consistent with national standards; however, less than half say that they trust the State to adopt the right energy codes.



Base: All respondents (n=600)

Arrows indicate statistically significant difference at 95% confidence level

Bolding indicates statistically significant difference at 90% confidence level

Northwest Research Group, February 2014

# Willingness to Pay

Idahoans appear to be willing to pay as much as \$10 per month in additional rent or mortgage costs to save \$16 per month on energy bills. Those living in Southwest Idaho are willing to pay more per month in rent or mortgage costs to save money on energy while those living in Northern Idaho are willing to pay less.

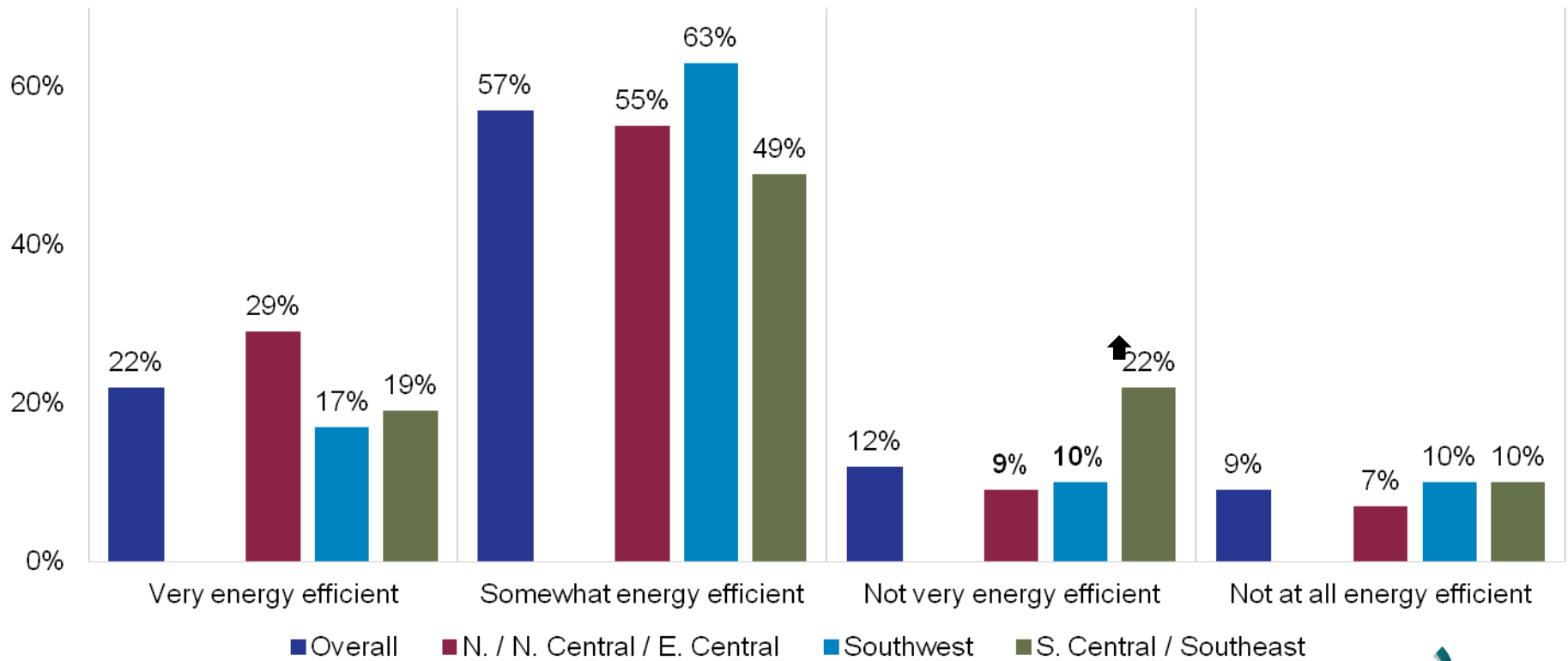
**\$10** payment to save **\$16** per month

Idahoans appear to be willing to accept a payback period of about 7 years to build a more energy-efficient home.

**7** year simple payback

# Home Energy Consumption

Nearly 4 out of 5 Idahoans feel their home is at least somewhat energy efficient.



Base: All respondents (n=600)

Arrows indicate statistically significant difference at 95% confidence level

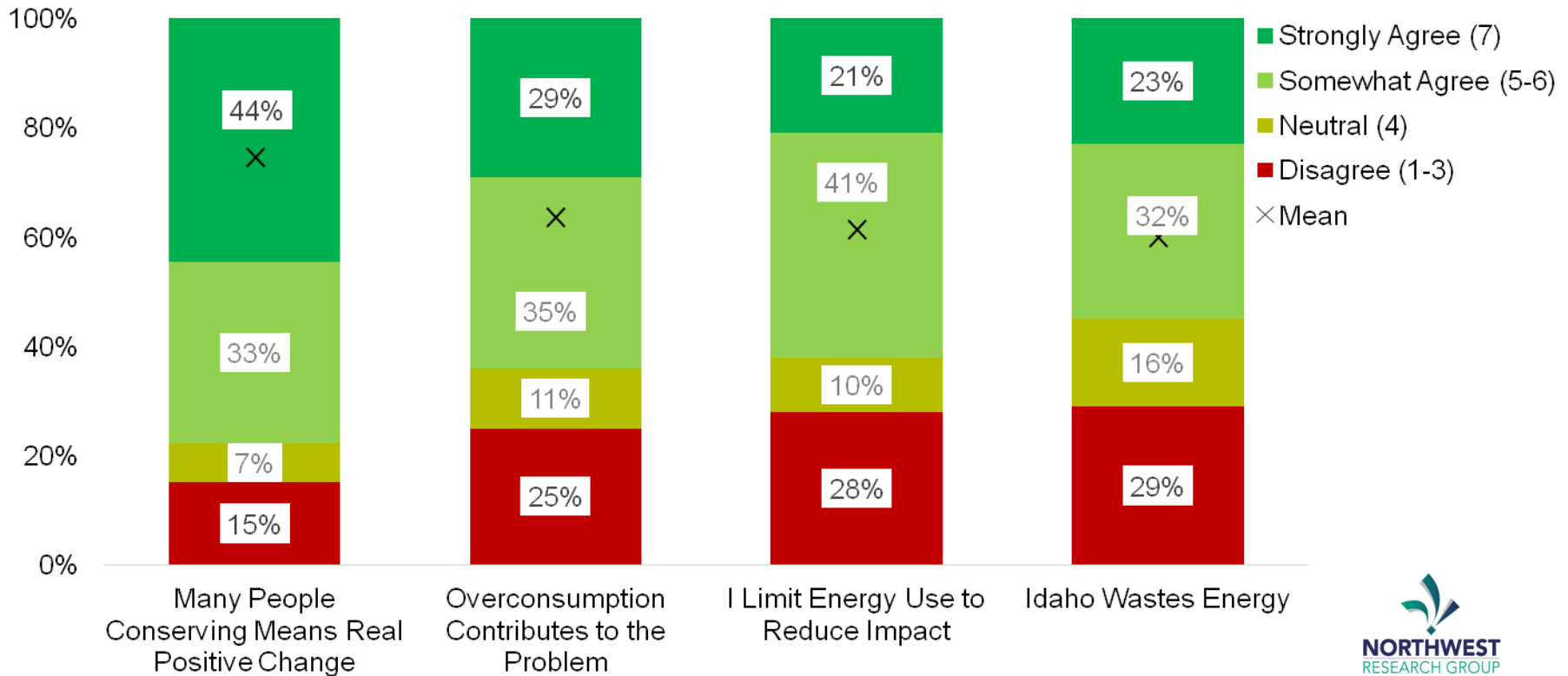
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Northwest Research Group, February 2014



# Energy Consumption Attitudes

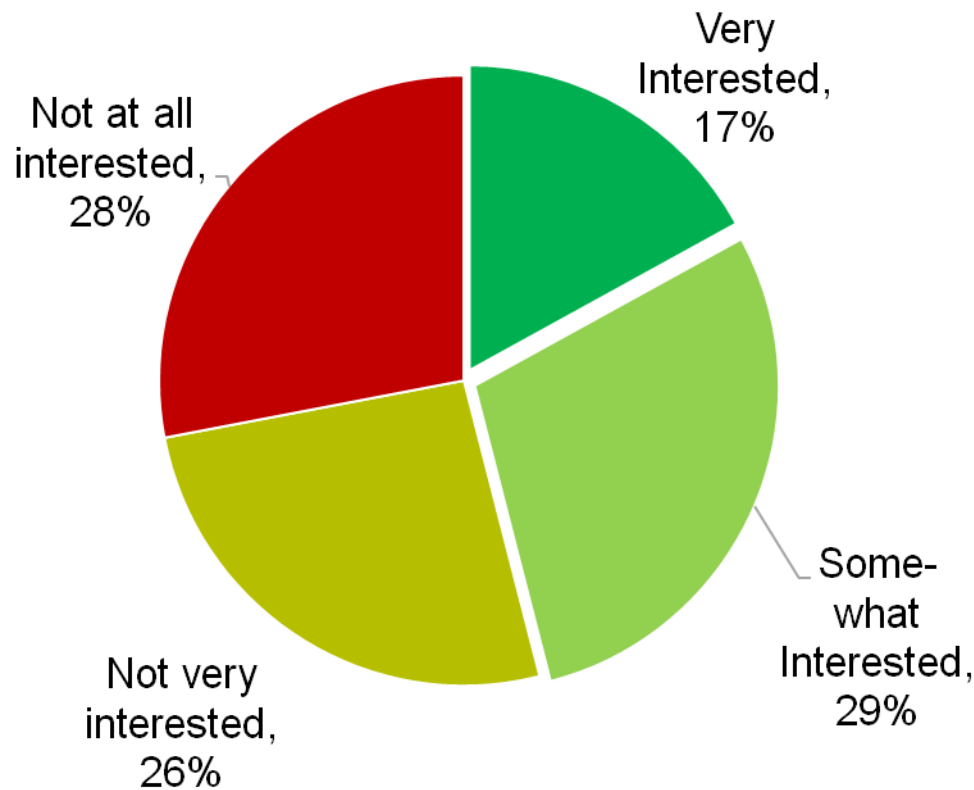
More than three quarters of respondents (77%) agree that they can make a real impact if everyone conserves energy.



↑ Base: All respondents (n=600)  
 ↑ Arrows indicate statistically significant difference at 95% confidence level  
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# Education / Sources of Information

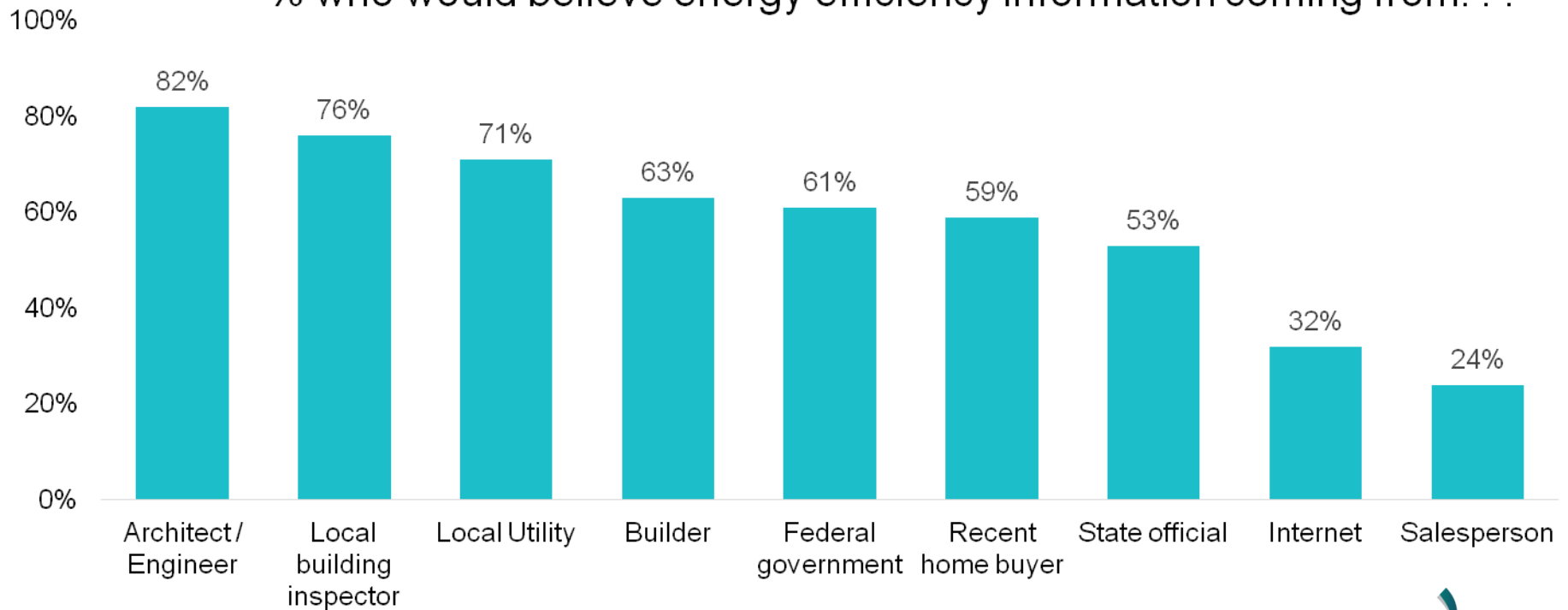
Just under half of the respondents are interested in learning how their homes compare to others.



# Education / Sources of Information

The most believable information sources would be local people such as an architect, a local building inspector, or their local utility.

% who would believe energy efficiency information coming from. . .



Base: All respondents (n=600)

Arrows indicate statistically significant difference at 95% confidence level

Bolding indicates statistically significant difference at 90% confidence level

Northwest Research Group, February 2014



# LESSONS LEARNED

- Idahoans perceive their homes as energy efficient but need education on what makes it energy efficient.
- Emphasize financials such as resale value and monthly savings.
- Don't step on rights; recognize them.
- Idahoans agree that Idaho should adopt a state energy code consistent with national standards.
- Communicate how much it will cost and how much it will save within a 7 year payback.



# MARKETING – NEXT STEPS

1. Focus marketing materials on the top three messages.
2. Provide homeowner education on what makes a home energy efficient.
3. Utilize direct mailings from the local power utility for conveying messages and direct homeowners to online resources such as [www.idahoenergycode.com](http://www.idahoenergycode.com).

# MARKETING – MESSAGING

1. Energy codes lower monthly operating costs and protect homeowners from high utility bills.
2. Energy codes ensure quality construction.
3. Homeowners purchasing a new home have a right to a home that meets national energy standards.

# QUESTIONS

Results and documents to be made available on [www.idahoenergycode.com](http://www.idahoenergycode.com).

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