



Public Beliefs, Behaviors & Preferences about Energy

A Maryland Statewide Survey | Fall 2014

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Executive Summary

In 2008, the state of Maryland adopted some of the most aggressive targets in the nation for reducing energy use – a 15% cut in per capita energy consumption and peak demand by 2015. Additionally, 40 percent of the reductions that the state is making in its climate change-causing gases will be in the ways that Maryland uses and produces energy.¹ The state is pursuing a number of strategies to achieve these goals, including financially incentivizing energy efficiency improvements for Marylanders at home and at work, promoting the development of solar and offshore wind energy in the state, and mandating 20% of electricity in the state be generated from renewables by 2022.

While the majority of energy used in the state is by commercial businesses and industry, residential use still accounts for more than 40%.² Marylanders pay on average \$129 a month for electricity, compared to \$107 nationally.³ Over the course of a year, these bills for electricity alone can add up to more than \$1,500, and much higher for many households. Through Maryland's EmPOWER program, the state works with utilities to offer rebates for energy efficiency improvements to reduce household – and commercial and industrial – energy use and drive Marylanders' electricity costs down.⁴ Marylanders can also exercise choice in the types of energy that they use. In each region of the state, residents can choose between electricity suppliers with varying contract lengths and fees, and options for purchasing differing percentages of renewable energy – some as high as 100%.⁵

Last spring, George Mason University partnered with the Maryland Department of Health and Mental Hygiene on the first survey of climate change, energy and public health in the state. The survey included questions on Marylanders' understanding of the sources of electrical energy used in the state, energy efficiency and conservation behaviors, and policy preferences. In 2014, we repeated some of the questions and added new ones, including a number on energy audits and renewable energy. This report is one of four that will be released from the 2014 survey; other reports highlight attitudes, behaviors and policy preferences on public health and climate change, climate adaptation and sea level rise, and climate change generally.

¹ Maryland Energy Administration. (2013). *Year in Review 2013*. Annapolis, MD: MEA. Available at http://energy.maryland.gov/documents/MEA_YearInReview_2013_FINAL_PrintPagination_11x17.pdf

² Maryland Energy Administration. (2013). *Maryland's Greenhouse Gas Reduction Plan: EmPOWER Maryland and the Regional Greenhouse Gas Initiative*. Annapolis, MD: MEA. Available at <http://energy.maryland.gov/documents/EmPOWERMDandtheRegionalGreenhouseGasInitiative.pdf>

³ U.S. Energy Information Administration. (2013). *Electric sales, revenue, and average price [2012 data]*. Washington, DC: U.S. Dept. of Energy. Available at http://www.eia.gov/electricity/sales_revenue_price/

⁴ These include lighting and appliance rebates for homeowners, and home energy assessments and 50% rebates for energy improvements like insulation and air sealing. See more about the EmPOWER program at <http://energy.maryland.gov/facts/empower.html>

⁵ See Maryland Office of People's Counsel electricity price comparison by service area at <http://www.opc.state.md.us/consumercorner/RetailSuppliers.aspx>

Key findings from this report include:

Marylanders want the state to use more renewable energy.

- A large majority of Marylanders say that they would like the state to use more renewable fuel sources to generate electricity. The sources of renewable electricity most favored by Marylanders for further development are solar (78%), and offshore and land-based wind (each 69%).
- Support for increased use of renewable fuels for electricity generation rose between 2013 and 2014, especially for solar (9 percentage points) and wind (offshore, 10 percentage points; land-based, 7 percentage points).

Half of Maryland's residents say the state should use less coal.

- Coal is the fuel source that Marylanders would most like to be used less for electrical energy generation (somewhat less/much less, 50%), after petroleum (52%). (Coal is one of the predominant sources of electrical power in the state, whereas the petroleum is not widely used for electrical generation.)

A majority of Maryland's residents want to buy renewable electricity.

- A majority in the state (54%) would be willing to pay more each month – ranging from \$1 more, to over \$30 more – to purchase 100% renewable energy from wind or solar. More than a quarter of Marylanders – 28% – would be willing to pay \$11 a month or more, on top of their current energy bill, for this service.

Majorities support requiring a percentage of electrical energy to come from renewables.

- As was the case in 2013, there is strong support for the current state mandate that, by 2022, 20% of the electricity in the state must be generated from renewables (somewhat/strongly support, 2013, 75%; 2014, 73%); this support is consistently high across the state (Western, 66%; Central, 74%; Southern, 74%; Eastern, 69%). A majority in the state also supports increasing the renewable energy mandate to 40% by 2025; 65% either somewhat or strongly support this expanded requirement for suppliers.

Desire for more natural gas use is split by whether it is “fracked” in Maryland.

- In 2013, while 41% of residents preferred using more natural gas for electrical generation over the next several years, only 33% preferred to use more natural gas if extracted by hydraulic fracturing in Maryland. The gap between these two preferences became even larger this year with almost half – 49% – saying they would like to see more natural gas used, but only 28% saying the same if it comes from “fracking” within the state – a 20 percentage point difference. (No natural gas is currently being extracted in Maryland

using hydraulic fracturing. These questions are posed in the context of the next several years.)

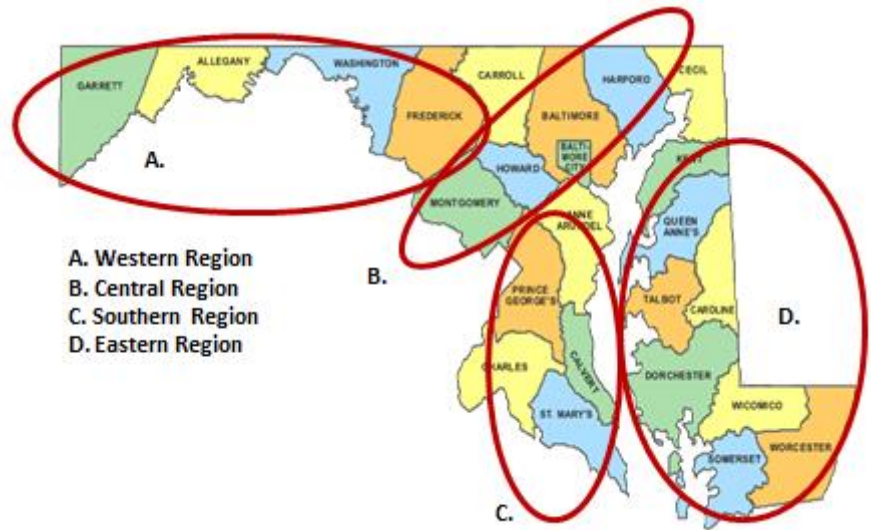
State residents demonstrate strong support for rebates for energy efficiency purchases, but less enthusiasm for energy audits

- Expanding rebates to help people purchase energy-efficient lighting and appliances is one of Maryland's most popular climate and energy policies, with 82% support.
- Few residents say that they have had an energy audit in the last five years (15%) and even fewer (10%) say that they would be willing to pay \$100 for an energy audit in the upcoming year.
- Approximately 1 out of 4 people cited cost concerns – cost of energy efficient retrofits (28%), and cost of the audit (27%) – and approximately 1 in 5 people cited other barriers including not knowing what an energy audit is (18%), not knowing how to get an energy audit (17%), and not trusting energy audit contractors (17%).

Study methodology

The survey was mailed to 6,401 households in the state of Maryland, randomly selected from within each of four regions of the state. (See Figure 1) We sampled at the regional level to ensure the final data was generalizable to these distinctly different geographic and cultural areas of the state, as well as to the state as a whole, weighting the data at both the state and regional levels in accordance with U.S. Census population distributions. Households that responded to the survey in 2013 were not re-contacted in 2014. The survey was fielded from March 17 to June 10, 2014 with a response rate of 35%. The unweighted sample margin of error is +/- 2 percentage points at the 95% confidence interval for the state and less than +/- 5 percentage points for each region. (See study methodology, p. 17). This report includes survey data from 2013 as a basis for comparison; statistical comparisons between years were assessed for significance. Survey reports from 2013 can be found at climatemaryland.org and include a description of the sample and methodology. Both were consistent across years.

Figure 1 | *Four regions of the state were sampled in the survey*



Western Region – Allegany, Frederick, Garrett and Washington counties; **Central Region** – Baltimore, Carroll, Cecil, Harford, Howard, Montgomery counties and Baltimore City; **Southern Region** – Anne Arundel, Calvert, Charles, Prince George's and St. Mary's counties; **Eastern Region** – Caroline, Dorchester, Kent, Queen Anne's, Somerset, Talbot, Wicomico and Worcester counties.

1. Marylanders want the state to use more renewable energy for electricity and less coal

Most of Maryland's electricity is generated by coal-fired plants (44%) and nuclear power (40%) with smaller percentages fueled by natural gas (8%), hydroelectric (4%), wind (0.9%), petroleum (0.5%), wood and other biomass (1.5%), and other sources (0.9%).⁶ Space heating is the single largest driver of energy usage for most households, 45%.⁷ The next largest category of household energy usage is home water heating (18%). Marylanders heat their homes a variety of ways – using natural gas, electricity, fuel oil, liquefied petroleum gas, or even renewable energy sources such as geothermal and solar – but most use either natural gas or electricity.⁸ We focus in the survey on electricity use because even Marylanders who rely on sources other than electricity for heating, use electricity for lighting, electronics, space cooling, and appliances. Additionally, Marylanders can relatively easily make changes in the types of energy that they purchase from their energy supplier by calling their provider and selecting a plan that fits their preferences, such as for wind or solar, whereas natural gas and other means of household heating can be more difficult to change as they require a retrofit of the home's system.

Solar and wind are the most favored renewable sources for development

In 2014, as in 2013, a large majority of Marylanders say that they would like the state to use more renewable fuel sources to generate electricity. The sources of renewable electricity most favored by Marylanders for further development are solar (78%), followed by offshore and land-based wind (each 69%, see Figure 2). The percentages of Marylanders who would like to see increases in renewable fuels used for electricity generation rose between 2013 and 2014, especially for solar (9 percentage points) and wind (offshore, 10 percentage points; land-based, 7 percentage points). (See Figure 3) There are few geographic differences between perceptions of solar- and wind-based power. The Southern and Eastern regions are most supportive of increased solar power (somewhat more/much more, 81% and 80% respectively), followed by the Western and Central regions (72% and 76%). Land-based and offshore wind power are supported about equally with little variance between regions (somewhat more/much more, land-based/offshore, Western 64%/64%; Central, 69%/68%; Southern, 71%/71%; Eastern, 70%/73%). (See Table 1, Appendices, p. 22)

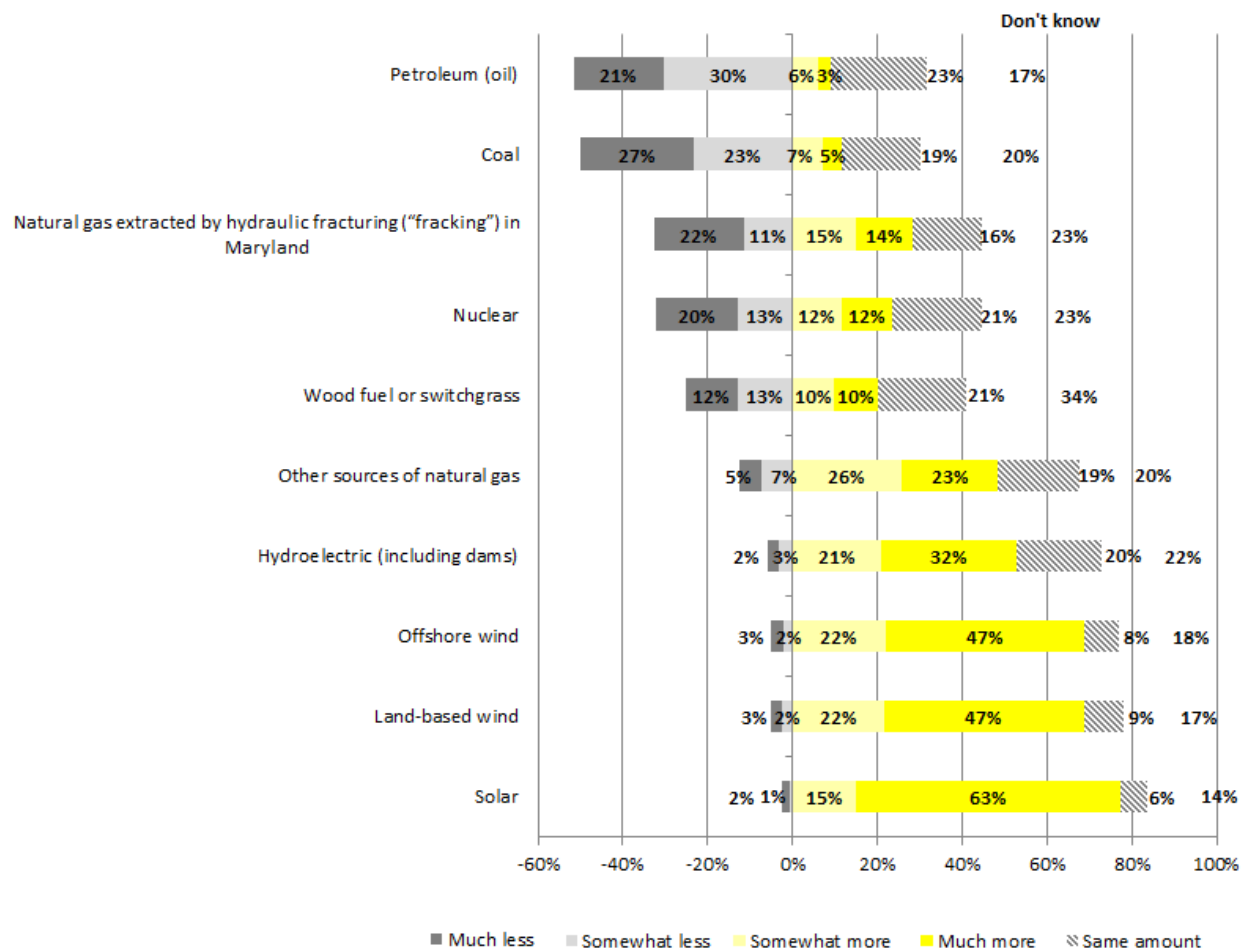
⁶ Maryland StateStat. (nd). *2013 electricity generation by source in Maryland*. Annapolis, MD: StateStat. Available at <https://data.maryland.gov/goals/renewable-energy>

⁷ U.S. Dept. of Energy. (2011). *Residential sector: Buildings energy data book*. Washington, DC: Building Technologies Program, U.S. Dept. of Energy. Available at <http://buildingsdatabook.eren.doe.gov/ChapterIntro2.aspx>

⁸ Of survey respondents, 40% of households say that they use electricity, while 38% say that they use natural gas. Smaller percentages report using heating oil (9%), propane (6%), geothermal (0.4%), and solar (0.1%).

Figure 2 | Marylanders most favor solar, and least favor oil and coal

The next questions address the energy choices we make as a state and in our own homes. Over the next several years, do you think Maryland should use less, more, or about the same amount of each of these sources of electrical energy?



Unweighted base, n=2,035

Desire for more gas use is split by whether it is "fracked" in Maryland

In the survey we asked respondents both about their preferences for use over the next several years of natural gas obtained through hydraulic fracturing in Maryland, and other sources of natural gas. (No natural gas is currently extracted in Maryland through hydraulic fracturing.) In 2013, while 41% of residents preferred using more natural gas generally to fuel electricity generation, only 33% preferred to use more natural gas if extracted in-state by "fracking." The gap between these two preferences became even larger this year with almost half – 49% – saying they would like to see more natural gas used, but only 28% saying the same if it comes from hydraulic fracturing within the state – a 20 percentage point difference. (See Figure 2) The difference was consistent across the state (Western, 18 percentage points; Central, 20

Figure 3 | Marylanders say they want more solar, wind and hydroelectric energy

The next questions address the energy choices we make as a state and in our own homes. Over the next several years, do you think Maryland should use less, more, or about the same amount of each of these sources of electrical energy?

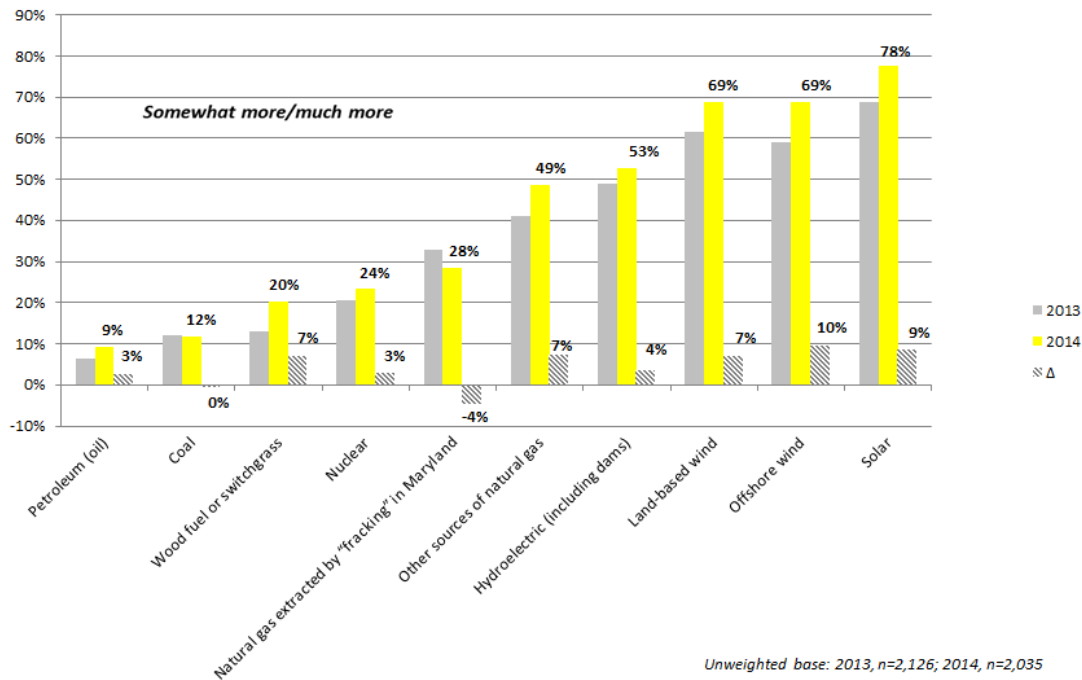
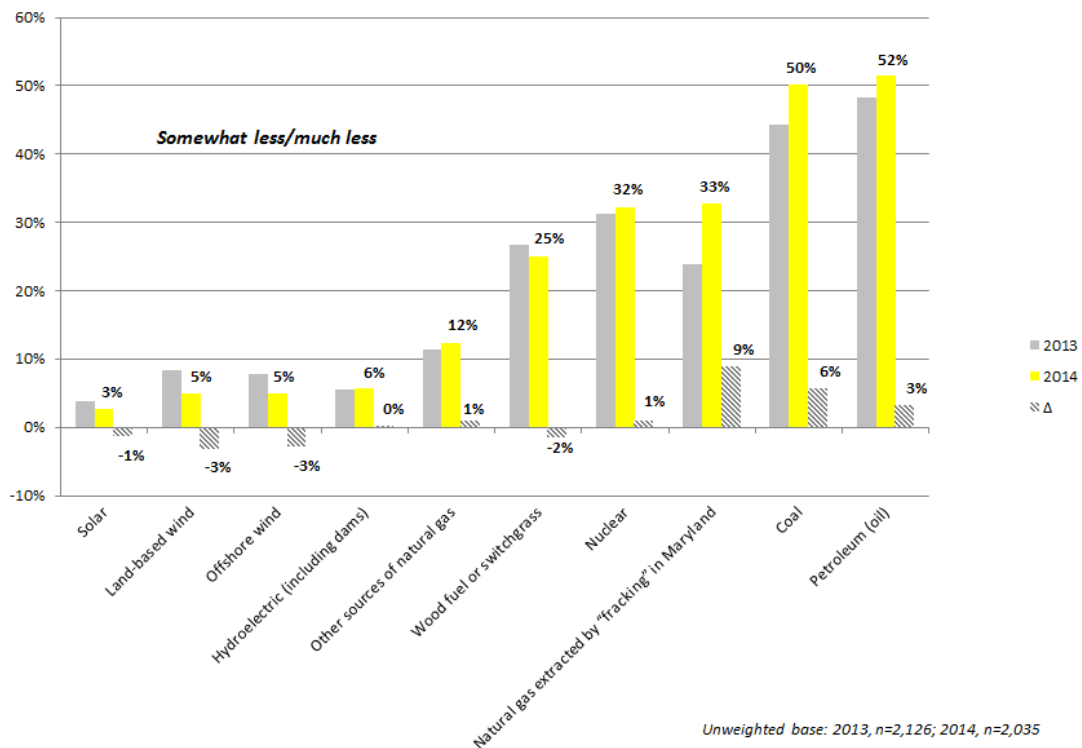


Figure 4 | Many say they want less coal and petroleum to generate their electricity

The next questions address the energy choices we make as a state and in our own homes. Over the next several years, do you think Maryland should use less, more, or about the same amount of each of these sources of electrical energy?



percentage points; Southern, 21 percentage points; Eastern, 19 percentage points). (See Table 1, Appendices, p. 22)

The fuels used for electricity remain confusing to many, but oil and coal are less preferred

Statewide, the fuel that Marylanders say they would like to see less of to generate electricity is petroleum (52%), followed by coal (50%; see Figure 4). In the central, more urbanized region of the state, residents are more likely to prefer less use of coal (somewhat less/much less, 54%) than residents elsewhere in the state (Western, 38%; Southern, 45%; Eastern, 47%). (See Table 1, Appendices, p. 22)

As mentioned previously, oil is not one of the primary sources of fuel for electricity generation, accounting for only 0.5% of electricity generated in 2013 in Maryland.⁹ In 2013, we asked Marylanders how much of the state's electricity was generated by different fuel sources, and found that almost half or more said that they just did not know (48-59%).¹⁰ The belief that petroleum was a large fuel source for electrical energy generation was the most predominant misconception. In 2013, the largest sources of electrical energy were believed to come from petroleum (23%), natural gas (22%), and coal (16%). The fact that Marylanders again in 2014 say they want much less petroleum used to generate power in the state suggests that this misconception remains.

A majority support hydroelectric, Maryland's largest single source of renewable energy

Hydroelectric power is the largest single source of renewable electrical energy currently generated in Maryland – 4% of electrical power in 2013. Almost all of the state's hydroelectricity comes from the Conowingo dam on the Susquehanna River; another seven small hydroelectric plants also provide power.¹¹ More than half of Marylanders say they would like to see more of the state's electric power come from hydroelectric. (See Figure 3) At 53%, this represents an increase of 4 percentage points from 2013. This support remains fairly consistent across the state's regions, with a slight dip in support in the Eastern region (Western, 54%; Central, 54%; Southern, 53%; Eastern, 46%). (See Table 1, Appendices, p. 22) The state is not currently projecting any increases from hydroelectric power.¹²

⁹ Maryland StateStat. (nd). *2013 electricity generation by source in Maryland*. Annapolis, MD: StateStat. Available at <https://data.maryland.gov/goals/renewable-energy>

¹⁰ Akerlof, K., & Maibach, E. W. (2013). *Climate change & energy – Public attitudes, behaviors and policy support: A survey of Maryland residents, summer 2013*. Fairfax, VA: Center for Climate Change Communication, George Mason University. Available at climatemaryland.org.

¹¹ U.S. Energy Information Administration. (2013). *Profile analysis, Maryland*. Washington, DC: U.S. Dept. of Energy. Available at <http://www.eia.gov/state/analysis.cfm?sid=MD>

¹² Maryland StateStat. (nd). *In state renewable capacity: 20% goal*. Annapolis, MD: StateStat. Available at <https://data.maryland.gov/goals/renewable-energy>

Perceptions of nuclear power are fairly consistent across the state

Last year we found that few residents understand how much nuclear power contributes to the state's generation of electricity. More than half – 59% – said that they did not know, and only 8% correctly assessed that the state gets a “large amount” of power from this source.¹³ Almost a third of Marylanders would like to see less electrical energy generated by nuclear power (somewhat less/much less, 32%) while nearly one quarter (24%) would prefer to see more use of nuclear. About the same percentages – just less than a quarter – say that the amount of nuclear power generation should stay the same (21%), or that they don't know (23%). (See Figure 2) Perceptions of nuclear power are fairly consistent across the state, although in the Southern region, where the Calvert Cliffs Nuclear Power Plant resides, anti-nuclear sentiment is lower than in other areas of the state. Just over a quarter of residents in the Southern region prefer somewhat less or much less nuclear power over the next several years is (Southern, 27%; Western, 39%; Central, 33%; and Eastern, 40%). (See Table 1, Appendices, p. 22)

A third of residents don't have an opinion on renewable biomass for electrical generation

Both in 2013 and 2014, a sizeable quantity of Marylanders said that they do not know whether they would prefer more or less electrical energy to come from wood fuel or switch grass, both of which are forms of renewable biomass. However, fewer were unsure this year than previously (don't know, 2013, 34%; 2014, 34%). Statewide, a quarter say less energy should come from these sources (25%). One in 5 people say they would like to see more of these sources of energy used for electricity generation, an increase of 7 percentage points from 2013, and another 21% say that the amount should remain the same as it is currently. (See Figure 3) Support for these forms of biomass varies little across the state's regions. (See Table 1, Appendices, p. 22)

¹³ Ibid.

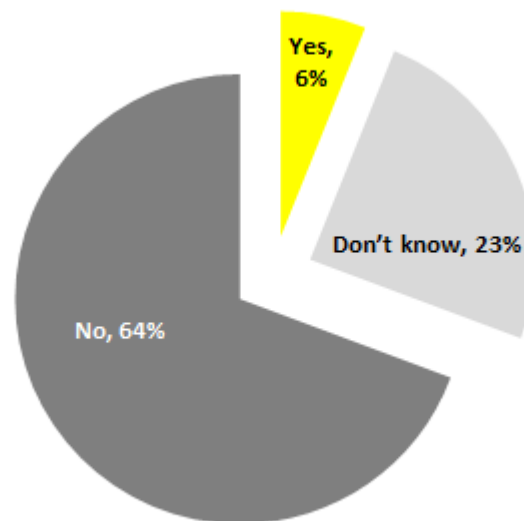
2. A majority of residents want to buy renewable electricity

Few Marylanders (6%) say that they are currently participating in a program with their electricity suppliers to purchase renewable wind or solar energy (see Figure 5). The majority of Marylanders (54%), however, say that they would be interested in participating in such a program, even if it means more money on their energy bill every month (see Figure 6). People in the Central and Southern portions of the state are more likely than people in the Western and Eastern parts of the state to express a willingness to participate. (See Table 3, Appendices, p. 27)

These residents indicate they would be willing to pay between \$1 to over \$30 more a month to purchase renewable energy from wind or solar; more than a quarter of Marylanders – 28% – would be willing to pay \$11 a month or more on top of their current energy bill for this service.

Figure 5 | *Most residents are not currently participating in clean energy programs*

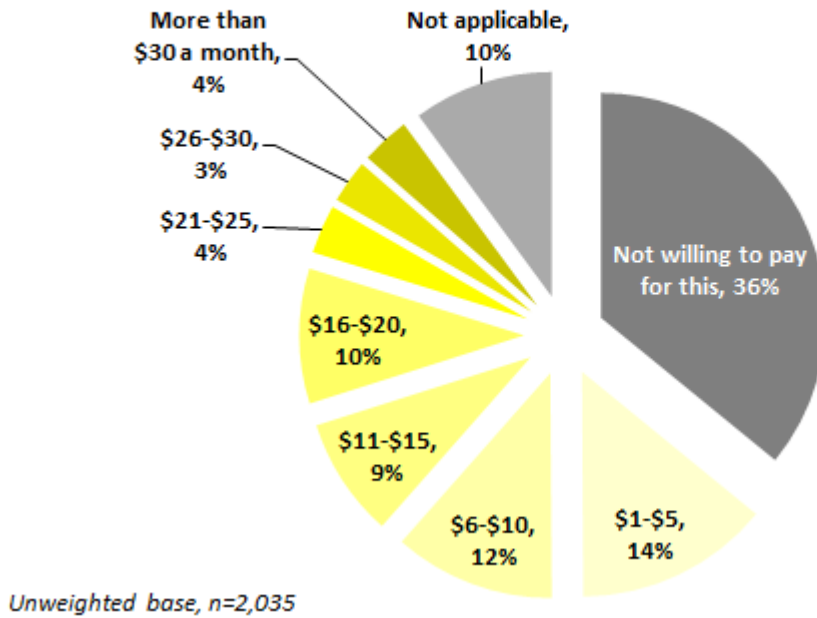
Are you currently participating in a program with your electricity supplier to purchase renewable or “clean” electricity from wind or solar from them? (Check ONE)



Unweighted base, n=2,035

Figure 6 | *A majority would like to pay more each month to participate in renewable programs*

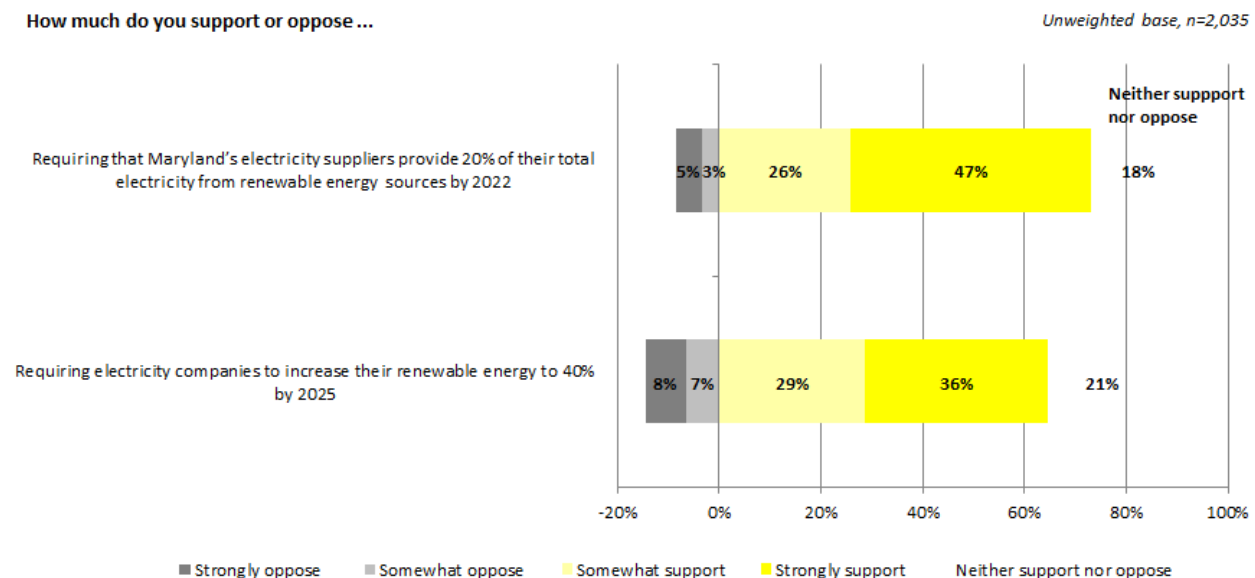
How much more would you be willing to pay each month on your electricity bill to purchase 100% of your electricity from renewable sources like wind and solar? (Check ONE)



3. Majorities support requiring suppliers to provide a percentage of electrical energy from renewables

Maryland has mandated that 20% of electricity in the state be generated from renewables by 2022 as a part of the Renewable Portfolio Standard.¹⁴ Additionally, some organizations in the state are encouraging that the mandate be updated to 40% by 2025. We asked Marylanders about their support for both. Majorities of Marylanders support both 20% of electricity in the state be generated from renewables by 2022 (somewhat/strongly support, 73%), and the more ambitious renewables standard of 40% by 2025 (65%, see Figure 7). Approximately half or more of residents in all four regions of the state support this revised target (Western, 52%; Central, 66%; Southern, 71%; Eastern, 49%). (See Table 4, Appendices, p. 27)

Figure 7 | Majorities support renewable energy mandates for electricity suppliers of 20% or 40%



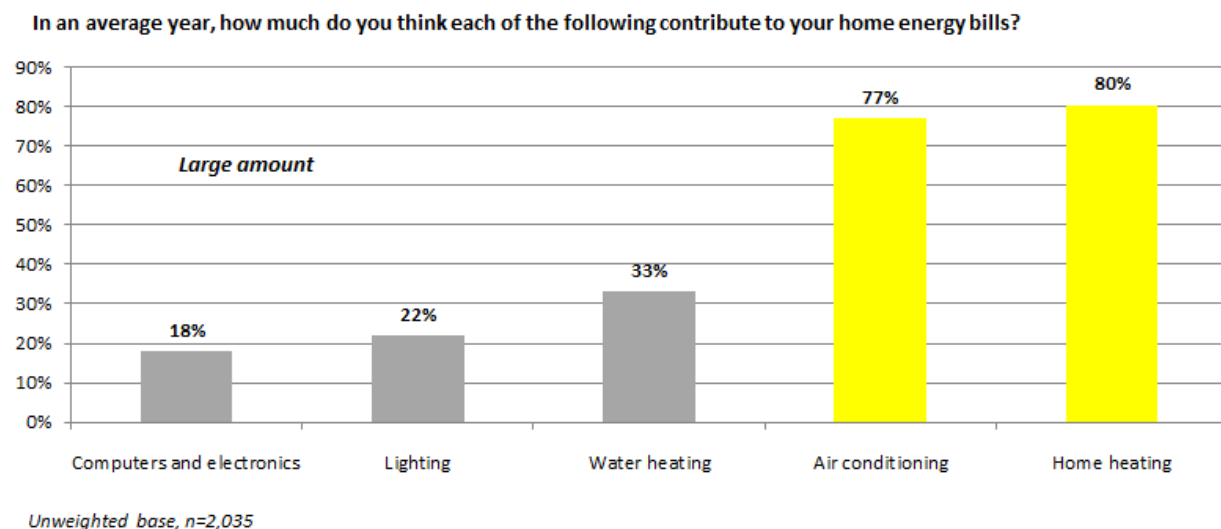
¹⁴ Maryland Energy Administration. (2013). *Year in Review 2013*. Annapolis, MD: MEA. Available at http://energy.maryland.gov/documents/MEA_YearInReview_2013_FINAL_PrintPagination_11x17.pdf

4. Marylanders understand the impact of space heating on energy bills, but not water heating

For Marylanders to make informed decisions about their home energy use, it is helpful if they understand what aspects of their home use the most energy and contribute the most to their energy bills each month. On average, nationally, space heating accounts for the most energy use (45%), followed by water heating (18%), and space cooling (9%).¹⁵ We asked Marylanders what aspects of their home energy use they thought contributed the most to their energy bills, and found that the majority understand the large role that home heating and air conditioning play (a large amount, home heating, 80%; air conditioning, 77%), but fewer perceive heating water as also having a sizeable impact on their bills (33%) even though it accounts for twice as much energy used as air conditioning. (See Figure 8) This pattern of responses remains the same for all regions of the state. (See Table 5, Appendices, p. 28)

Marylanders are more likely to understand that computers and other electronics, and lighting, account for less energy use in their homes. Yet approximately 1 in 5 Marylanders still say that they think computers and electronics, and lighting, contribute a large amount to their energy bills (18% and 22%, respectively), even as on average nationally they account for 5% and 6% of energy use.¹⁶ (See Figure 8)

Figure 8 | Most understand that heating and air conditioning are a large cause of higher bills



¹⁵ U.S. Dept. of Energy. (2011). *Residential sector: Buildings energy data book*. Washington, DC: Building Technologies Program, Energy Efficiency & Renewable Energy, U.S. Dept. of Energy. Available at <http://buildingsdatabook.eren.doe.gov/ChapterIntro2.aspx>

¹⁶ Ibid.

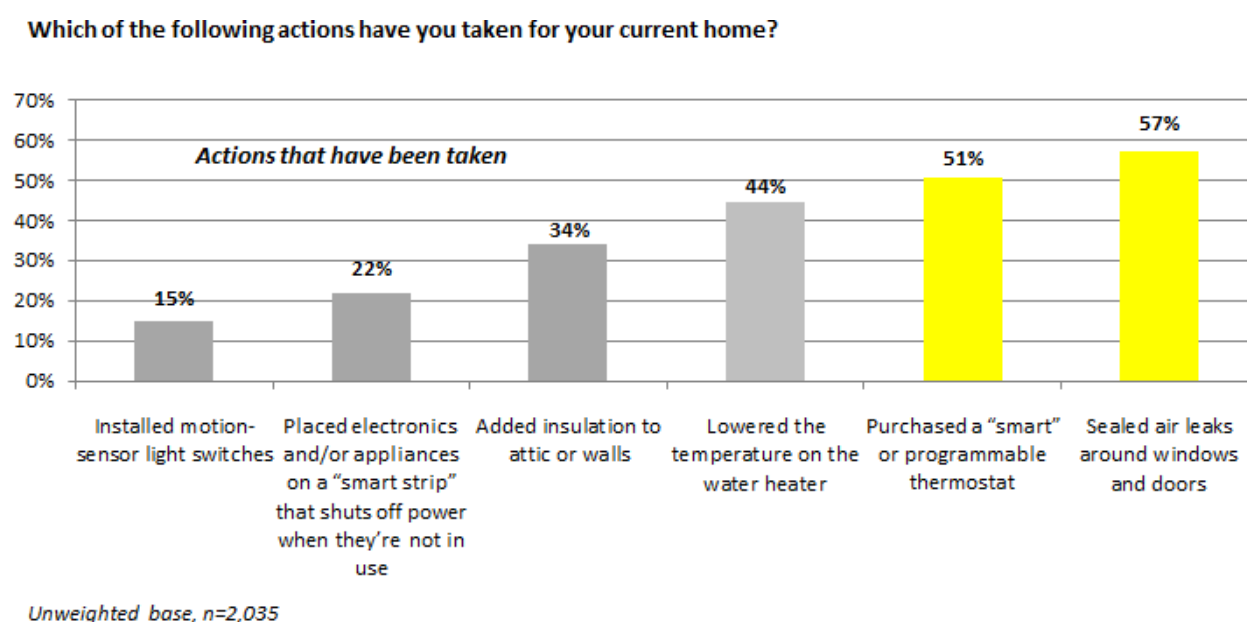
5. Most Marylanders have taken energy conservation actions

In conserving electricity, about half or more Marylanders say that they or prior residents have taken actions that reduce their home's heat loss and conserve energy used to heat the air and water in their home. More than half of households report that either they or a prior owner have sealed air leaks (57%), or purchased a programmable thermostat (51%). Almost half say they have lowered the temperature on their water heater (44%), and about a third say they have added insulation to their attic and walls (34%). (See Figure 9)

Less frequently installed in Marylanders' homes are automatic switches that turn lights on or off based on motion sensors, or "smart strips" that diminish phantom energy use by appliances that are off, but still plugged in (15% and 22% of households, respectively). While lighting and electronics account for smaller percentages of home energy use than space and water heating, automated switches for lighting and electronics can reduce the need for people to remember to turn lights off when they leave a room, or unplug appliances and electronics after use.

The more rural Eastern and Western regions of the state (64% and 61%, respectively) are more likely than the Southern and Central regions (53% and 57% respectively) to say that they have sealed their homes' air leaks, or that it was done by a prior owner. Yet the Central and Southern regions are more likely to have programmable thermostats than the Western and Eastern regions (Central, 55%; Southern, 50%; Western, 47%; Eastern, 39%). (See Table 8, Appendices, p. 30)

Figure 9 | "Smart strips" and motion-sensing light switches are not often used by households



6. Residents demonstrate high support for energy efficiency rebates, but less enthusiasm for energy audits

Households can save between 5 to 30 percent on their energy bills by taking steps recommended during a home energy audit to save energy.¹⁷ As a component of the EmPOWER program with state utilities, Marylanders are eligible for \$100 home energy audits, or even free audits for those with low household income. They are also eligible for rebates for home and business energy efficiency upgrades. Expanding rebates to help people purchase energy-efficient lighting and appliances is one of Maryland's most popular climate and energy policies, with 82% support. This support has been relatively consistent across 2013 and 2014. (See Table 9, Appendices, p. 32)

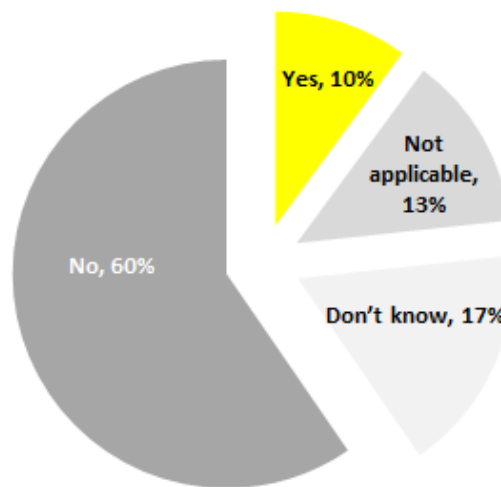
We asked state residents a series of questions about home energy audits, including whether or not they had had a recent audit, and whether they would be interested in having one conducted in their home. Few residents say that they have had an energy audit in the last five years (15%) and even fewer say that they would like to have an audit done in the upcoming year (10%). (See Table 10, Appendices, p. 33 and Figure 10)

Approximately 1 out of 4 people cited cost concerns – cost of energy efficient retrofits (28%), and cost of the audit (27%) – and approximately 1 in 5 people cited other barriers including not knowing what an energy audit is (18%), not knowing how to get an energy audit (17%), and not trusting energy audit contractors (17%). (See Figure 11) The Eastern and Western regions of the state are least likely to say they have had an energy audit recently (75% and 63%, respectively; Central, 59%; Southern, 55%)), and are also least likely to say they would be willing to pay for one (67% and 76%, respectively; Central, 55%; Southern, 60%). (See Tables 10-11, Appendices, p. 33)

¹⁷ U.S. Dept. of Energy. (2013). *Home Energy Saver 101 Infographic: Home Energy Audits*. Energy.gov, U.S. Dept. of Energy: Washington, DC. Available at <http://energy.gov/articles/energy-saver-101-infographic-home-energy-audits>

Figure 10 | *Most are not willing to pay \$100 for a home energy audit this year*

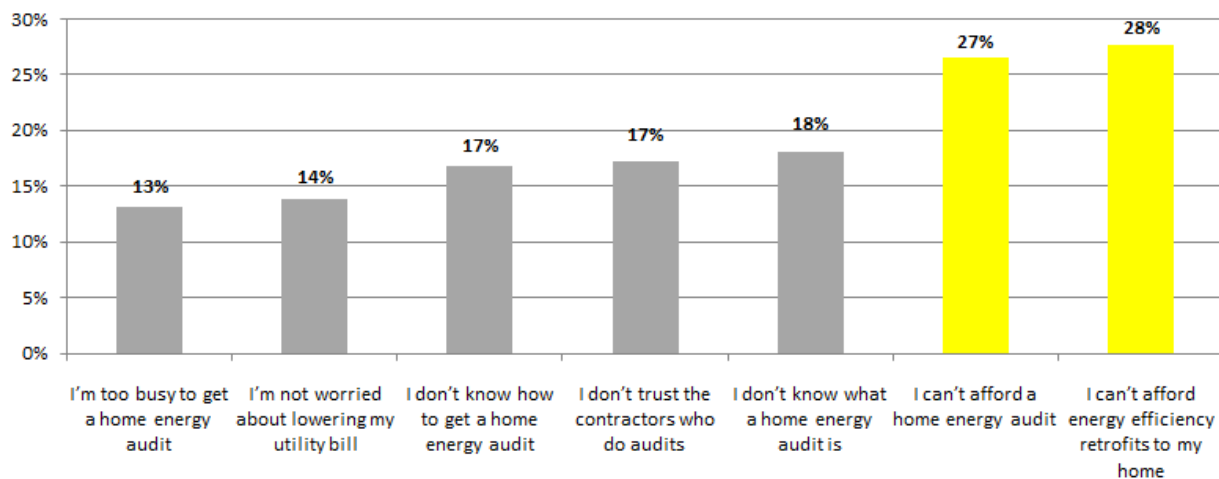
Would you be willing to pay \$100 for a home energy audit this year? (Check ONE)



Unweighted base, n=2,035

Figure 11 | *Many Marylanders say that energy audit and retrofit costs are prohibitive*

Which of the statements below are true for you? (Please check ALL THAT APPLY)



Unweighted base, n=2,035

7. Study methodology

This study was conducted by George Mason University's Center for Climate Change Communication in partnership with the Maryland Department of Health and Mental Hygiene to explore Marylanders' views on public health, energy and the environment. The survey instrument was developed at George Mason University, partially based on questions used in the Climate Change in the American Mind national surveys run by the Yale Project on Climate Change Communication (<http://environment.yale.edu/climate-communication/>) and George Mason's Center for Climate Change Communication (<http://climatechangecommunication.org/>). The mail survey consisted of 50 questions, and took approximately 20 minutes to complete.

For reporting purposes, the data has been broken into four separate documents on Marylanders' attitudes, behaviors and policy preferences regarding public health and climate change, climate adaptation and sea-level rise, energy, and climate change generally.

The unweighted sample margin of error is +/- 2 percentage points at the 95% confidence interval for the state and less than +/- 5 percentage points for each region. (See Table 1)

Sampling design; fielding

The survey was mailed to 6,401 households in the state of Maryland, randomly selected from within each of four regions of the state from Survey Sampling International household address databases, based primarily on U.S. Postal Service delivery route information. We sampled at the regional level to ensure the final data was generalizable to these distinctly different geographic and cultural areas of the state, as well as the state as a whole. The sample size for the Central region of the state was higher relative to the other three regions because it accounts for more than half of the state's population (see Table 1). Households that responded to the survey in 2013 were not re-contacted in 2014.

The survey was fielded from March 17 to June 10, 2014. Each household was sent up to four mailings: an announcement letter introducing the survey (March 17), a copy of the survey with a \$2 bill as a thank you (March 24), a reminder postcard (April 7), and a follow-up survey (April 22). (As a point of comparison, the 2013 survey was fielded from March 28 to June 4. Methodology for the 2013 survey is available within those reports at climatemaryland.org.) In order to achieve randomization of respondents within each household, we requested that the person with the most recent birthday complete the survey. Households that completed and returned the survey were taken off of subsequent mailing lists.

Weighting

The data tables report percentages for the state and each region. State data were weighted for regional representation, gender, age, and education level based on 3-year American Community Survey data from the U.S. Census Bureau, following the same procedure as in 2013. Each region's data were also weighted for the same demographic variables. Base unweighted sample sizes for each question are reported in addition to the weighted percentages.

Respondents who did not provide regional, gender, age or education level data were dropped from the data set. This lowered the number of respondents by 201 cases. (The overall response rate for the study before those cases were dropped was 38%.) Please see the demographics section of the appendix for more information on the characteristics of the survey sample pre- and post-weighting.

Institutional Review Board

The study was reviewed by Institutional Review Boards for both George Mason University (Protocol #8508) and Maryland Department of Health and Mental Hygiene (Protocol #13-04).

Table 1 | *Regional samples, response rates and margin of error*

Region	Counties	Initial sample	Refusals	Undeliverable addresses	Number of respondents*	Response rate	Margin of error
Western	Allegany, Frederick, Garrett, Washington	1,467	14	107	495	36%	+/- 4.40 % points
Central	Baltimore, Carroll, Cecil, Harford, Howard, Montgomery, Baltimore City	2,000	16	130	629	33%	+/- 3.91 % points
Southern	Anne Arundel, Calvert, Charles, Prince George's, St. Mary's	1,467	11	85	435	31%	+/- 4.70 % points
Eastern	Caroline, Dorchester, Kent, Queen Anne's, Somerset, Talbot, Wicomico, Worcester	1,467	18	190	476	37%	+/- 4.49 % points
State	All counties	6,401	70	512	2,035	35%	+/- 2.2 % points

Appendices

- Data tables
- Sample demographics

The following tables provide data at the state and regional level for each of the questions included in this survey report. “Unweighted n” refers to the number of people who responded to each question. The samples were weighted to better approximate U.S. Census data on state population distributions. More information can be found in the study methodology section. The counties included in each region are listed below.

Region	Counties
Western	Allegany, Frederick, Garrett and Washington counties
Central	Baltimore, Carroll, Cecil, Harford, Howard, Montgomery counties and Baltimore City
Southern	Anne Arundel, Calvert, Charles, Prince George's and St. Mary's counties
Eastern	Caroline, Dorchester, Kent, Queen Anne's, Somerset, Talbot, Wicomico and Worcester counties
State	All counties

Data tables | Electrical energy fuel preferences

Table 1 | Residents' preferred sources of electrical energy

The next questions address the energy choices we make as a state and in our own homes. Over the next several years, do you think Maryland should use less, more, or about the same amount of each of these sources of electrical energy?

		STATE	WESTERN	CENTRAL	SOUTHERN	EASTERN
Coal	Much less	27.0%	17.0%	32.0%	21.4%	20.3%
	Somewhat less	23.1%	21.0%	22.0%	23.7%	27.0%
	Same amount	18.5%	24.0%	19.8%	15.0%	22.2%
	Somewhat more	7.1%	12.0%	5.6%	8.5%	8.3%
	Much more	4.6%	12.3%	2.6%	5.1%	6.1%
	Don't know	19.8%	13.7%	17.9%	26.3%	16.0%
	Unweighted n	1992	487	615	425	465
Petroleum (oil)	Much less	21.2%	20.2%	22.1%	19.9%	15.5%
	Somewhat less	30.3%	27.9%	29.3%	34.1%	34.5%
	Same amount	22.5%	28.2%	21.8%	19.8%	27.8%
	Somewhat more	6.0%	5.6%	6.6%	5.5%	6.7%
	Much more	3.2%	4.9%	2.7%	3.3%	2.9%
	Don't know	16.8%	13.1%	17.6%	17.3%	12.5%
	Unweighted n	1976	482	609	423	462
Natural gas extracted by hydraulic fracturing ("fracking") in Maryland	Much less	21.5%	24.5%	23.3%	17.0%	19.1%
	Somewhat less	11.2%	11.3%	11.6%	9.9%	13.3%
	Same amount	16.2%	16.2%	16.3%	14.8%	17.8%
	Somewhat more	14.8%	17.8%	14.1%	15.0%	18.2%
	Much more	13.6%	13.8%	13.6%	14.3%	15.6%
	Don't know	22.6%	16.4%	21.0%	29.0%	16.0%
	Unweighted n	1996	483	620	425	468
Other sources of natural gas	Much less	5.0%	9.3%	5.7%	2.1%	3.1%
	Somewhat less	7.4%	6.9%	7.2%	7.6%	9.9%
	Same amount	19.2%	17.6%	20.6%	15.3%	18.8%
	Somewhat more	25.9%	28.0%	24.0%	27.9%	32.4%
	Much more	22.6%	21.5%	24.0%	22.2%	20.0%
	Don't know	19.9%	16.8%	18.5%	25.0%	15.8%
	Unweighted n	1975	476	609	425	465

Table 1 Continued>>

Table 1 Continued>>

		STATE	WESTERN	CENTRAL	SOUTHERN	EASTERN
Offshore wind	Much less	2.9%	2.7%	2.6%	2.8%	5.6%
	Somewhat less	2.1%	3.2%	2.1%	1.5%	2.9%
	Same amount	8.2%	13.8%	9.2%	4.8%	7.7%
	Somewhat more	21.9%	20.5%	22.2%	19.8%	22.5%
	Much more	46.8%	43.5%	45.8%	51.5%	50.4%
	Don't know	18.0%	16.3%	18.1%	19.5%	11.0%
	Unweighted n	1987	482	614	422	469
Land-based wind	Much less	2.5%	3.9%	2.4%	1.9%	4.4%
	Somewhat less	2.4%	3.4%	2.5%	1.8%	3.6%
	Same amount	9.3%	14.7%	9.4%	6.5%	10.8%
	Somewhat more	21.5%	16.9%	22.8%	19.5%	20.5%
	Much more	47.2%	46.6%	46.2%	51.2%	49.1%
	Don't know	17.1%	14.5%	16.7%	19.1%	11.5%
	Unweighted n	1987	483	610	425	469
Nuclear	Much less	19.6%	26.2%	18.4%	16.3%	26.8%
	Somewhat less	12.7%	12.7%	14.1%	10.9%	12.8%
	Same amount	21.2%	19.4%	22.1%	18.9%	17.7%
	Somewhat more	11.8%	10.1%	10.6%	14.6%	12.9%
	Much more	11.7%	11.8%	12.7%	12.6%	11.3%
	Don't know	23.1%	19.8%	22.2%	26.6%	18.6%
	Unweighted n	1975	479	606	424	466
Solar	Much less	1.8%	2.7%	1.8%	1.1%	2.9%
	Somewhat less	.8%	1.3%	.6%	.6%	1.3%
	Same amount	6.3%	10.8%	6.1%	4.3%	5.8%
	Somewhat more	14.8%	13.2%	14.7%	13.0%	20.2%
	Much more	62.7%	58.9%	61.4%	68.0%	59.8%
	Don't know	13.6%	13.1%	15.3%	13.0%	10.0%
	Unweighted n	1995	483	616	428	468
Hydroelectric (including dams)	Much less	2.4%	2.7%	1.8%	2.6%	5.3%
	Somewhat less	3.3%	4.3%	3.4%	2.4%	4.6%
	Same amount	20.0%	20.1%	19.7%	19.8%	24.7%
	Somewhat more	20.9%	23.7%	20.7%	19.9%	20.2%
	Much more	31.8%	30.7%	33.4%	32.7%	25.6%
	Don't know	21.6%	18.5%	21.0%	22.6%	19.6%
	Unweighted n	1980	483	611	425	461

Table 1 Continued>>

Table 1 Continued>>

		STATE	WESTERN	CENTRAL	SOUTHERN	EASTERN
Wood fuel or switchgrass	Much less	12.2%	9.7%	11.4%	14.8%	10.6%
	Somewhat less	12.9%	14.4%	12.1%	14.8%	12.3%
	Same amount	20.6%	26.5%	20.5%	16.8%	25.9%
	Somewhat more	9.8%	13.2%	10.2%	8.2%	12.0%
	Much more	10.4%	10.1%	11.0%	9.3%	11.5%
	Don't know	34.1%	26.1%	34.9%	36.0%	27.7%
	Unweighted n	1994	484	615	428	467

Over the next several years, do you think Maryland should use less, more, or about the same amount of each of these sources of electrical energy

		2013	2014	Δ
Coal	Much less	23.5%	27.0%	3.5%
	Somewhat less	20.8%	23.1%	2.2%
	Same amount	19.2%	18.5%	-0.7%
	Somewhat more	8.3%	7.1%	-1.1%
	Much more	3.8%	4.6%	0.8%
	Don't know	24.5%	19.8%	-4.7%
	Unweighted n	2098	1992	
Petroleum (oil)	Much less	22.9%	21.2%	-1.8%
	Somewhat less	25.3%	30.3%	5.0%
	Same amount	20.3%	22.5%	2.2%
	Somewhat more	3.8%	6.0%	2.1%
	Much more	2.7%	3.2%	0.6%
	Don't know	24.9%	16.8%	-8.1%
	Unweighted n	2086	1976	
Natural gas extracted by hydraulic fracturing ("fracking") in Maryland	Much less	14.2%	21.5%	7.3%
	Somewhat less	9.6%	11.2%	1.6%
	Same amount	16.3%	16.2%	-0.1%
	Somewhat more	18.4%	14.8%	-3.6%
	Much more	14.5%	13.6%	-0.8%
	Don't know	27.0%	22.6%	-4.4%
	Unweighted n	2092	1996	
Other sources of natural gas	Much less	4.4%	5.0%	0.6%
	Somewhat less	7.0%	7.4%	0.4%
	Same amount	18.8%	19.2%	0.4%
	Somewhat more	25.2%	25.9%	0.7%
	Much more	15.9%	22.6%	6.7%
	Don't know	28.7%	19.9%	-8.8%
	Unweighted n	2073	1975	
Offshore wind	Much less	5.8%	2.9%	-2.9%
	Somewhat less	2.0%	2.1%	0.1%
	Same amount	7.1%	8.2%	1.1%
	Somewhat more	26.1%	21.9%	-4.2%
	Much more	32.9%	46.8%	13.9%
	Don't know	26.0%	18.0%	-8.0%
	Unweighted n	2082	1987	
Land-based wind	Much less	5.9%	2.5%	-3.3%
	Somewhat less	2.4%	2.4%	0.0%
	Same amount	7.9%	9.3%	1.4%
	Somewhat more	25.6%	21.5%	-4.1%
	Much more	35.9%	47.2%	11.3%
	Don't know	22.4%	17.1%	-5.3%
	Unweighted n	2084	1987	
Continued>>				

<i>Continued>></i>		2013	2014	Δ
Nuclear	Much less	19.3%	19.6%	0.3%
	Somewhat less	12.0%	12.7%	0.7%
	Same amount	16.2%	21.2%	5.0%
	Somewhat more	11.1%	11.8%	0.7%
	Much more	9.5%	11.7%	2.2%
	Don't know	31.9%	23.1%	-8.8%
	Unweighted n	2054	1975	
Solar	Much less	2.7%	1.8%	-0.9%
	Somewhat less	1.2%	0.8%	-0.4%
	Same amount	7.3%	6.3%	-1.1%
	Somewhat more	21.8%	14.8%	-7.0%
	Much more	47.1%	62.7%	15.6%
	Don't know	19.9%	13.6%	-6.3%
	Unweighted n	2095	1995	
Hydroelectric (including dams)	Much less	3.0%	2.4%	-0.6%
	Somewhat less	2.6%	3.3%	0.7%
	Same amount	19.4%	20.0%	0.6%
	Somewhat more	20.8%	20.9%	0.1%
	Much more	28.1%	31.8%	3.7%
	Don't know	26.0%	21.6%	-4.5%
	Unweighted n	2088	1980	
Wood fuel or switchgrass	Much less	16.4%	12.2%	-4.2%
	Somewhat less	10.3%	12.9%	2.6%
	Same amount	18.2%	20.6%	2.5%
	Somewhat more	7.6%	9.8%	2.2%
	Much more	5.4%	10.4%	5.0%
	Don't know	42.2%	34.1%	-8.1%
	Unweighted n	2100	1994	

Data tables | Participation and interest in renewable energy programs

Table 2 | *Current participation in renewable energy programs*

Are you currently participating in a program with your electricity supplier to purchase renewable or “clean” electricity from wind or solar from them? (Check ONE)

	STATE	WESTERN	CENTRAL	SOUTHERN	EASTERN
Yes	5.6%	4.2%	6.2%	6.9%	3.6%
No	63.5%	69.4%	64.4%	58.5%	65.0%
Don’t know	22.5%	21.7%	20.5%	25.6%	24.6%
Not applicable	8.4%	4.8%	9.0%	9.1%	6.7%
Unweighted n	2015	492	623	428	472

Table 3 | *Willingness to pay for renewable energy*

How much more would you be willing to pay each month on your electricity bill to purchase 100% of your electricity from renewable sources like wind and solar? (Check ONE)

	STATE	WESTERN	CENTRAL	SOUTHERN	EASTERN
Not willing to pay for this	35.9%	48.8%	33.6%	33.8%	45.7%
\$1-\$5	14.0%	11.6%	12.3%	19.0%	9.8%
\$6-\$10	11.6%	13.1%	13.8%	8.0%	8.0%
\$11-\$15	8.6%	4.5%	8.5%	8.5%	10.7%
\$16-\$20	9.7%	5.3%	10.6%	9.3%	10.9%
\$21-\$25	3.5%	3.5%	3.8%	3.4%	2.4%
\$26-\$30	3.1%	2.3%	3.6%	2.4%	1.3%
More than \$30 a month	3.5%	3.8%	4.2%	2.5%	4.3%
Not applicable	10.1%	7.1%	9.6%	13.2%	6.8%
Unweighted n	2007	493	618	426	470

Table 4 | *Support for state renewable energy standards*

Maryland has begun implementing policies to promote new sources of energy and use energy more efficiently. How much do you support or oppose this policy?

		STATE	WESTERN	CENTRAL	SOUTHERN	EASTERN
Requiring that Maryland’s electricity suppliers provide 20% of their total electricity from renewable energy sources by 2022 (such as solar, wind, biomass, landfill gas, and hydroelectric power)	Strongly oppose	5.2%	11.7%	3.1%	7.1%	3.5%
	Somewhat oppose	3.4%	8.3%	2.7%	3.2%	4.4%
	Neither support nor oppose	18.4%	13.7%	20.4%	15.5%	22.7%
	Somewhat support	25.7%	24.0%	25.9%	26.3%	27.8%
	Strongly support	47.3%	42.2%	48.0%	47.8%	41.5%
	Unweighted n	1905	461	593	404	447

		2013	2014	Δ
Requiring that Maryland's electricity suppliers provide 20% of their total electricity from renewable energy sources by 2022 (such as solar, wind, biomass, landfill gas, and hydroelectric power)	Strongly oppose	6.6%	5.2%	-1.4%
	Somewhat oppose	3.7%	3.4%	-0.3%
	Neither support nor oppose	15.0%	18.4%	3.4%
	Somewhat support	27.8%	25.7%	-2.1%
	Strongly support	46.8%	47.3%	0.5%
	Unweighted n	1973	1905	

Maryland currently gets most of its electricity from the burning of coal, oil and gas. The state's current plan is to require electricity companies to provide 20% of their electricity from renewable energy sources like wind and solar by 2022. How much do you support or oppose requiring electricity companies to increase their renewable energy to 40% by 2025 instead? (Check ONE)

	STATE	WESTERN	CENTRAL	SOUTHERN	EASTERN
Strongly oppose	7.7%	17.9%	5.3%	7.2%	11.4%
Somewhat oppose	6.6%	9.0%	6.8%	5.5%	10.9%
Neither support nor oppose	21.0%	21.6%	22.3%	16.3%	28.9%
Somewhat support	28.6%	21.4%	29.3%	30.0%	25.0%
Strongly support	36.1%	30.2%	36.4%	41.1%	23.9%
Unweighted n	2010	489	619	430	472

Data tables | Perceptions, actions and context about home energy use

Table 5 | *Perceptions of what uses the most home energy*

In an average year, how much do you think each of the following contribute to your home energy bills?		STATE	WESTERN	CENTRAL	SOUTHERN	EASTERN
Lighting	None	4.0%	1.7%	5.0%	2.4%	3.2%
	Small amount	34.2%	32.5%	35.8%	32.6%	39.7%
	Medium amount	36.7%	46.1%	35.1%	34.0%	41.2%
	Large amount	21.9%	15.7%	21.7%	27.3%	12.4%
	Don't know	3.2%	4.1%	2.4%	3.8%	3.5%
	Unweighted n	1990	488	612	421	469
Water heating	None	2.4%	1.8%	2.2%	2.4%	2.0%
	Small amount	16.6%	21.1%	16.0%	14.5%	23.0%
	Medium amount	44.4%	46.0%	45.3%	42.4%	44.5%
	Large amount	33.2%	30.1%	33.6%	37.7%	25.8%
	Don't know	3.3%	1.0%	2.9%	3.0%	4.6%
	Unweighted n	1999	488	617	426	468
Computers and electronics	None	3.2%	4.9%	2.9%	3.6%	2.9%
	Small amount	43.4%	47.3%	42.7%	42.5%	46.6%
	Medium amount	32.9%	36.8%	34.1%	30.5%	37.1%
	Large amount	18.1%	9.8%	18.4%	21.4%	8.0%
	Don't know	2.3%	1.1%	1.8%	1.9%	5.4%
	Unweighted n	1989	484	613	426	466
Home heating	None	2.3%	1.6%	2.1%	2.2%	5.4%
	Small amount	3.7%	8.0%	2.8%	2.8%	4.6%
	Medium amount	12.2%	14.5%	12.6%	9.8%	13.4%
	Large amount	80.4%	75.2%	81.5%	84.0%	74.4%
	Don't know	1.4%	.8%	1.1%	1.2%	2.2%
	Unweighted n	2011	488	622	431	470
Air conditioning	None	1.1%	3.6%	.8%	.6%	1.5%
	Small amount	4.2%	8.6%	3.9%	3.0%	5.0%
	Medium amount	16.4%	27.9%	17.4%	10.2%	23.7%
	Large amount	76.9%	57.5%	77.0%	85.1%	67.5%
	Don't know	1.4%	2.4%	.9%	1.2%	2.2%
	Unweighted n	2010	488	620	430	472

Table 6 | Home ownership or rental status

Do you rent or own your home? (Check ONE)						
	STATE	WESTERN	CENTRAL	SOUTHERN	EASTERN	
Rent	29.9%	22.7%	31.3%	29.8%	27.7%	
Own	67.7%	75.5%	66.8%	65.2%	69.3%	
Other	2.4%	1.8%	1.9%	5.1%	3.0%	
Unweighted n	2025	494	624	433	474	

Table 7 | Type of home heating system fuel source

What type of fuel or energy source is used by your home's heating system? (Check ONE)						
	STATE	WESTERN	CENTRAL	SOUTHERN	EASTERN	
Natural gas	38.0%	28.9%	41.1%	41.1%	10.6%	
Propane	5.9%	7.0%	6.1%	2.1%	18.8%	
Heating oil	9.2%	17.0%	6.5%	10.4%	17.0%	
Electricity	40.2%	40.0%	39.1%	40.1%	45.9%	
Geothermal	0.4%	.4%	.3%	.4%	1.3%	
Solar	0.1%	.3%	.2%	0.0%	.1%	
Other	1.4%	3.0%	1.4%	.4%	3.5%	
Don't know	4.8%	3.3%	5.3%	5.6%	2.8%	
Unweighted n	2028	494	626	433	475	

Table 8 | Household energy efficiency and conservation actions

Which of the following actions have you taken for your current home?						
		STATE	WESTERN	CENTRAL	SOUTHERN	EASTERN
Purchased a “smart” or programmable thermostat	Yes	43.0%	39.4%	46.9%	40.4%	30.7%
	No	36.2%	40.0%	32.9%	37.1%	51.9%
	Done by a prior owner	7.8%	7.3%	7.7%	9.4%	8.5%
	Not applicable	12.9%	13.3%	12.5%	13.1%	8.9%
	Unweighted n	1997	487	617	430	463
Sealed air leaks around windows and doors	Yes	52.2%	59.0%	52.3%	47.2%	55.0%
	No	31.5%	26.9%	31.4%	36.4%	28.7%
	Done by a prior owner	5.1%	2.4%	4.9%	6.1%	8.6%
	Not applicable	11.2%	11.7%	11.4%	10.3%	7.8%
	Unweighted n	2003	485	622	428	468
Added insulation to attic or walls	Yes	26.8%	32.8%	27.5%	23.9%	31.2%
	No	49.0%	47.3%	50.2%	48.6%	42.0%
	Done by a prior owner	7.2%	7.8%	6.0%	7.4%	16.2%
	Not applicable	17.0%	12.0%	16.2%	20.2%	10.5%
	Unweighted n	1993	490	613	427	463
Installed motion-sensor light switches	Yes	12.4%	13.6%	10.7%	14.7%	12.2%
	No	70.0%	71.6%	72.0%	67.6%	74.2%
	Done by a prior owner	2.5%	1.9%	2.8%	2.3%	.6%
	Not applicable	15.1%	12.9%	14.5%	15.3%	13.0%
	Unweighted n	1983	485	611	423	464
Lowered the temperature on the water heater	Yes	42.7%	43.2%	43.3%	41.5%	48.9%
	No	41.8%	47.8%	39.7%	43.5%	43.3%
	Done by a prior owner	1.7%	1.2%	2.0%	1.3%	1.5%
	Not applicable	13.8%	7.8%	15.0%	13.7%	6.3%
	Unweighted n	2007	492	621	427	467
Placed electronics and/or appliances on a “smart strip” that shuts off power when they’re not in use	Yes	20.8%	18.4%	22.1%	19.1%	18.0%
	No	67.7%	72.0%	65.9%	69.7%	70.3%
	Done by a prior owner	1.2%	.1%	1.8%	.6%	2.8%
	Not applicable	10.3%	9.5%	10.2%	10.5%	8.8%
	Unweighted n	1997	490	615	426	466

Data tables | Energy efficiency rebates

Table 9 | Support for expanding rebate programs

Maryland has begun implementing policies to promote new sources of energy and use energy more efficiently. How much do you support or oppose this policy?

		STATE	WESTERN	CENTRAL	SOUTHERN	EASTERN
Expanding rebates to help people purchase energy-efficient lighting and appliances	Strongly oppose	2.8%	3.3%	3.1%	2.9%	2.2%
	Somewhat oppose	2.8%	5.1%	2.0%	3.4%	4.9%
	Neither support nor oppose	12.6%	18.1%	11.6%	12.5%	17.1%
	Somewhat support	29.4%	33.6%	31.4%	24.1%	31.6%
	Strongly support	52.4%	39.8%	51.9%	57.0%	44.2%
	Unweighted n	1951	469	604	417	461

		2013	2014	Δ
Expanding rebates to help people purchase energy-efficient lighting and appliances	Strongly oppose	3.6%	2.8%	-0.8%
	Somewhat oppose	4.1%	2.8%	-1.3%
	Neither support nor oppose	12.4%	12.6%	0.2%
	Somewhat support	23.6%	29.4%	5.9%
	Strongly support	56.3%	52.4%	-4.0%
	Unweighted n	2038	1951	

Data tables | Home energy audit participation and barriers

Table 10 | *Audits of households performed in the past 5 years*

Home energy audits are a way for homeowners to identify ways to make their homes more energy efficient, and save money on their energy bills. Have you had a home energy audit in the past five years? (Check ONE)

	STATE	WESTERN	CENTRAL	SOUTHERN	EASTERN
Yes	15.2%	17.8%	15.7%	16.2%	8.0%
No	59.1%	63.3%	58.6%	55.0%	74.7%
Don't know	16.1%	12.6%	16.5%	17.4%	11.6%
Not applicable	9.6%	6.3%	9.1%	11.4%	5.7%
Unweighted n	2026	495	625	433	473

Table 11 | *Willingness to pay \$100 for a home energy audit*

Would you be willing to pay \$100 for a home energy audit this year? (Check ONE)

	STATE	WESTERN	CENTRAL	SOUTHERN	EASTERN
Yes	10.1%	6.4%	10.9%	10.6%	10.2%
No	59.6%	76.1%	55.4%	60.1%	67.3%
Don't know	17.1%	10.6%	18.8%	16.6%	14.7%
Not applicable	13.2%	7.0%	14.9%	12.7%	7.9%
Unweighted n	2018	493	622	431	472

Table 12 | Barriers to obtaining a home energy audit

Which of the statements below are true for you? (Please check ALL THAT APPLY)		STATE	WESTERN	CENTRAL	SOUTHERN	EASTERN
I don't know what a home energy audit is	No	81.9%	85.6%	81.3%	83.0%	83.3%
	Yes	18.1%	14.4%	18.7%	17.0%	16.7%
	Unweighted n	2035	495	629	435	476
I don't know how to get a home energy audit	No	83.2%	89.6%	83.0%	82.8%	82.2%
	Yes	16.8%	10.4%	17.0%	17.2%	17.8%
	Unweighted n	2035	495	629	435	476
I'm too busy to get a home energy audit	No	86.9%	88.7%	88.6%	82.6%	91.8%
	Yes	13.1%	11.3%	11.4%	17.4%	8.2%
	Unweighted n	2035	495	629	435	476
I don't trust the contractors who do audits	No	82.8%	84.7%	81.1%	85.2%	84.6%
	Yes	17.2%	15.3%	18.9%	14.8%	15.4%
	Unweighted n	2035	495	629	435	476
I can't afford a home energy audit	No	73.5%	67.9%	75.6%	73.4%	72.6%
	Yes	26.5%	32.1%	24.4%	26.6%	27.4%
	Unweighted n	2035	495	629	435	476
I can't afford energy efficiency retrofits to my home	No	72.3%	64.5%	75.3%	70.9%	68.9%
	Yes	27.7%	35.5%	24.7%	29.1%	31.1%
	Unweighted n	2035	495	629	435	476
I'm not worried about lowering my utility bill	No	86.1%	87.4%	83.4%	90.9%	78.3%
	Yes	13.9%	12.6%	16.6%	9.1%	21.7%
	Unweighted n	2035	495	629	435	476
None of the above	No	70.2%	73.7%	69.4%	67.9%	77.6%
	Yes	29.8%	26.3%	30.6%	32.1%	22.4%
	Unweighted n	2035	495	629	435	476

Sample demographics

Region		
	STATE unweighted sample n	STATE weighted %
Western Region	495	8.4%
Central Region	629	55.4%
Southern Region	435	30.2%
Eastern Region	476	6.0%
Unweighted n	2035	

Gender						
	STATE unweighted sample n	STATE weighted %	WESTERN weighted %	CENTRAL weighted %	SOUTHERN weighted %	EASTERN weighted %
Male	799	48.0%	50.0%	48.0%	49.0%	49.0%
Female	1236	52.0%	50.0%	52.0%	51.0%	51.0%
Unweighted n	2035	2035	495	629	435	476

Age						
	STATE unweighted sample n	STATE weighted %	WESTERN weighted %	CENTRAL weighted %	SOUTHERN weighted %	EASTERN weighted %
18 to 24 years	42	13.0%	11.8%	12.0%	14.0%	14.0%
25 to 34 years	223	17.5%	15.6%	18.0%	18.0%	14.0%
35 to 44 years	295	17.5%	17.8%	17.0%	18.0%	15.0%
45 to 54 years	392	20.0%	20.6%	20.0%	20.0%	18.5%
55 to 64 years	487	16.0%	16.1%	16.0%	15.5%	17.0%
65 to 74 years	355	9.0%	9.7%	9.0%	9.0%	12.0%
75 to 84 years	179	5.0%	5.9%	5.0%	4.0%	7.0%
85 years and over	62	2.0%	2.4%	3.0%	1.5%	2.5%
Unweighted n	2035	2035	495	629	435	476

Number of people under 18 years of age currently living in the household

	STATE unweighted sample n	STATE weighted %	WESTERN weighted %	CENTRAL weighted %	SOUTHERN weighted %	EASTERN weighted %
0	1102	55.5%	49.8%	55.2%	57.4%	60.8%
1	300	19.4%	22.2%	20.0%	17.3%	21.9%
2	245	16.1%	19.7%	15.3%	17.3%	11.3%
3	85	6.7%	5.7%	7.3%	5.9%	3.4%
4	22	1.2%	2.1%	.6%	1.7%	2.1%
5	7	0.6%	.5%	1.0%	.1%	.4%
6	2	0.2%	0.0%	.2%	.2%	0.0%
7	2	0.2%	0.0%	.4%	0.0%	0.0%
9	2	0.0%	0.0%	.0%	0.0%	.2%
Unweighted n	1767	1767	422	552	386	407

Education

	STATE unweighted sample n	STATE weighted %	WESTERN weighted %	CENTRAL weighted %	SOUTHERN weighted %	EASTERN weighted %
Less than high school	43	11.0%	11.5%	11.0%	11.0%	13.0%
High school or GED	845	46.0%	53.5%	41.0%	41.0%	54.0%
Associate's degree	175	6.0%	8.0%	6.0%	6.0%	7.0%
Bachelor's degree	471	20.0%	16.0%	22.0%	22.0%	15.0%
Advanced degree beyond a bachelor's degree	501	17.0%	11.0%	20.0%	20.0%	11.0%
Unweighted n	2035	2035	495	629	435	476

Income

	STATE unweighted sample n	STATE weighted %	WESTERN weighted %	CENTRAL weighted %	SOUTHERN weighted %	EASTERN weighted %
Less than \$10,000	77	8.6%	5.2%	9.3%	8.7%	7.9%
\$10,000 — \$14,999	79	4.8%	8.4%	3.8%	5.3%	5.1%
\$15,000 — \$24,999	125	7.3%	8.8%	9.0%	3.0%	8.1%
\$25,000 — \$34,999	162	8.5%	7.8%	8.8%	7.9%	12.3%
\$35,000 — \$49,999	250	11.6%	15.1%	10.4%	11.4%	18.0%
\$50,000 — \$74,999	343	16.5%	18.1%	14.2%	17.8%	20.3%
\$75,000 — \$99,999	238	12.4%	10.3%	11.8%	14.8%	11.8%
\$100,000 — \$149,999	338	15.9%	18.6%	18.0%	13.6%	10.4%
\$150,000 or more	295	14.4%	7.7%	14.7%	17.6%	6.0%
Unweighted n	1907	1907	458	595	417	437

Political ideology						
	STATE unweighted sample n	STATE weighted %	WESTERN weighted %	CENTRAL weighted %	SOUTHERN weighted %	EASTERN weighted %
Very conservative	182	6.5%	10.8%	4.3%	8.1%	11.1%
Somewhat conservative	418	18.9%	21.9%	18.2%	18.0%	19.7%
Moderate, middle of the road	844	46.8%	46.8%	46.0%	48.2%	50.8%
Somewhat liberal	380	20.8%	13.1%	23.5%	19.8%	13.0%
Very liberal	168	7.1%	7.5%	8.0%	6.0%	5.3%
Unweighted n	1992	1992	485	612	428	467

Hispanic or Latino ethnicity						
	STATE unweighted sample n	STATE weighted %	WESTERN weighted %	CENTRAL weighted %	SOUTHERN weighted %	EASTERN weighted %
Hispanic or Latino	53	3.7%	1.4%	3.8%	3.8%	2.3%
Not Hispanic or Latino	1907	96.3%	98.6%	96.2%	96.2%	97.7%
Unweighted n	1960	1960	472	600	424	464

Race						
	STATE unweighted sample n	STATE weighted %	WESTERN weighted %	CENTRAL weighted %	SOUTHERN weighted %	EASTERN weighted %
White	1548	67.1%	91.0%	68.9%	55.7%	83.6%
Black or African American	303	21.0%	3.6%	19.4%	30.1%	9.5%
Asian	44	3.4%	.9%	4.7%	3.5%	0.0%
American Indian or Alaska Native	4	0.1%	0.0%	.1%	.1%	.3%
Native Hawaiian or other Pacific Islander	2	0.1%	0.0%	.2%	0.0%	0.0%
Other	44	2.8%	2.0%	1.7%	4.3%	.9%
Two or more races	57	5.5%	2.4%	4.9%	6.2%	5.7%
Unweighted n	2002	2002	487	614	428	473

