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Prepared for:
Efficiency Vermont | Vermont Gas

Prepared by:
The Center for Research & Public Policy, Inc.

VERMONT STATEWIDE WEATHERIZATION RESEARCH

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Introduction

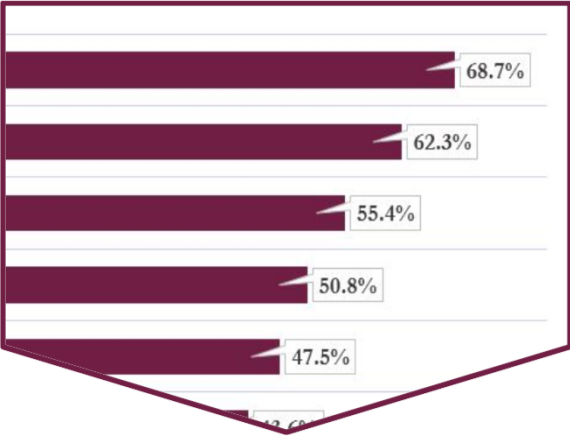
The Center for Research & Public Policy (CRPP) is a national research and public policy think tank working within six distinct disciplines: Market, Social, and Public Policy Research as well as Public Opinion, Political and Direct Democracy Research.

The Center for Research & Public Policy is pleased to present the results to a Vermont statewide survey on weatherization for Efficiency Vermont and Vermont Gas.

The survey was designed to collect input from Vermont residents on their experience with and perceptions of weatherization.

The survey included the following areas for investigation:

- **Views on comfort in personal home;**
- **Awareness of weatherization;**
- **Weatherization experience;**
- **Motivations and barriers to participation in home weatherization;**
- **Prioritizing weatherization;**
- **Funding preferences; and,**
- **Demographics.**



Methodology

Using a quantitative research design, an online survey was completed among **682** adult Vermont residents.

Survey design input was provided during a project initiation meeting and subsequent sessions with CRPP which included Efficiency Vermont and Vermont Gas survey team members.

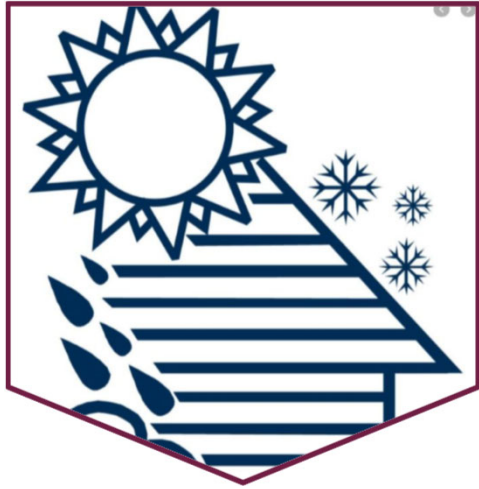
Survey design at CRPP is a careful, deliberative process to ensure fair, objective and balanced surveys. Staff members, with years of survey design experience, edit out any bias.

All facets of the study were completed by CRPP's senior staff and researchers. These aspects include: survey design, sample plan design, pretest, computer programming, fielding, coding, editing, verification, validation and logic checks, computer analysis, analysis, and report writing.

Each qualified online panel member within Vermont had an equal chance for participating in the study. Statistical random error, however, can never be eliminated but may be significantly reduced by increasing sample size.

CRPP programmed the online survey instrument. This was followed by a pre-test and soft launch prior to full and random broadcast of the survey to qualified panel members.

Statistically, a sample of 682 completed surveys has an associated margin for error of +/- 3.75% at a 95% confidence level.

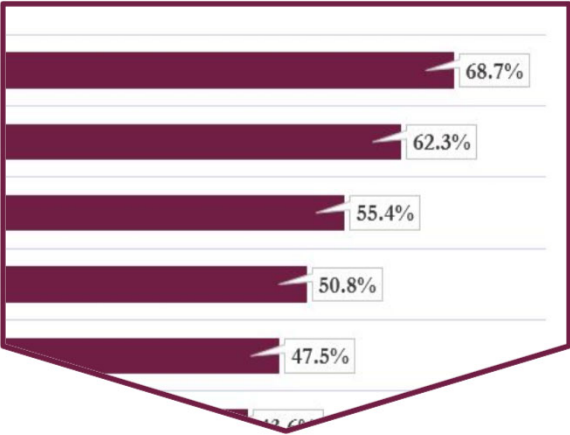


KEY FINDINGS

- **Approach to their homes**
 - They describe their homes as safe, comfortable spaces for family.
 - Their homes are less comfortable in the summer than in the winter
 - When they have money for home improvements, weatherization is not always their first choice

- **How Vermonters think of weatherization**
 - They believe it is important
 - They understand what kinds of projects are associated with weatherization
 - They do not consistently rank the impact of different project types accurately (weatherizing windows was rated as the most impactful, but air sealing tends to be more impactful)
 - Many do not have an accurate understanding of the degree to which their home is weatherized. Most (56%) believe their home is mostly or fully weatherized. The Vermont DPS estimates that only 11% of Vermont homes are fully weatherized.

- **How Vermonters approach weatherization projects**
 - They prefer to pay for them upfront rather than use financing.
 - They start them in response to a problem (discomfort in the home, equipment needing replacement, high energy bill).
 - They look to Efficiency Vermont, Vermont Gas Systems, and Burlington Electric for information when planning weatherization projects (in addition to friends/family and Internet searches).

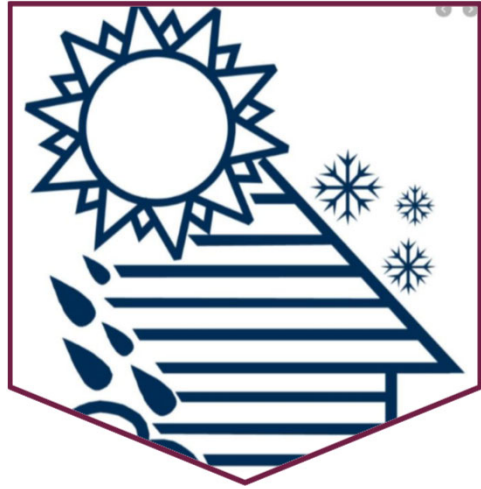


Summary of Findings

Reporting on:

COMPOSITE	COMPOSITE	RURAL	REMOTE
N =	682	323	223

For the purposes of the survey, wherever “your home” or “your house” were mentioned, respondents were asked to think about the place they currently live in whether they rent or own.



ON VALUED HOME ATTRIBUTES AND COMFORT



In an open-ended format question, respondents were asked to describe ways in which their home is important to them.

Sample verbatim responses:

- **My home is my place. It is where I spend quality time with my family and also can just relax. It is very important to just be yourself and enjoy the time you have.**
- **Been here almost 50 years and not leaving now.**
- **Cozy and safe**
- **I own it & raised my family here. Now my children and grandchildren can come and enjoy spending time here with me.**
- **It is the one place you can go to feel safe**
- **Shelter, memories**
- **It's where my wife and I are creating our memories.**
- **keep me out of the weather, place to cook and sleep, a place to make my own**
- **Security**
- **Stable housing**

When asked to rate how comfortable respondents felt when home on an average day in the winter, almost three-quarters of respondents, 73.8%, felt comfortable.

Alternatively, on an average day when home in the summer, just over two-thirds of respondents, 68.3%, felt comfortable.

COMFORTABLE IN HOME?	COMPOSITE PERCENT (7-10 RATING)	RURAL PERCENT (7-10 RATING)	REMOTE PERCENT (7-10 RATING)
Comfortable in home in the winter	73.8	74.0	77.1
Comfortable in home in the summer	68.3	67.8	69.1

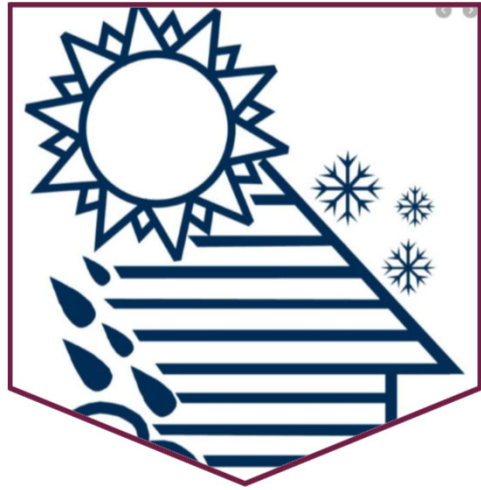
Respondents were asked to describe why they chose the rating they did for both winter and summer in an open-ended format.

Sample winter verbatim responses:

- We keep the temperature at 62 and it is always warm and cozy
- Inside temperature fluctuates, a pellet stove is used inside this home and temperature varies slightly from room to room
- There is only one blower, and it is in the main living room. It is hard for warm air to go to other rooms.
- We occasionally have drafts, and keep the temperature lower (60 degrees), in general.
- Because I am very comfortable in my home even in the cold.

Sample summer verbatim responses:

- Our house is well insulated, so it doesn't get too hot, we also have ac everywhere.
- I try to keep it just comfortable enough yet not wasting resources & money.
- Because the Sun comes through the windows and it makes it very hot in here even with air conditioner on
- The air conditioner in my house is broken. It only gives hot air
- Have not lived here in summer yet
- 2 AC units in the windows work fairly well.



ON AWARENESS OF WEATHERIZATION

In an open-ended format, respondents were asked to define “weatherization” in their own words.

Sample verbatim responses:

- Weatherization is modifications made to your home to help with energy efficiency. The idea is to lower your energy costs.
- Weatherization is the way to insulate and put insulated windows in to improve your living conditions
- insulation of home
- Ability for a house to withhold heat or cool air depending on the season. Maintain a climate indoors separate from the outdoor climate
- Weatherization is the process of weatherproofing a building
- I don't know what that is, sorry!
- Protects buildings from sun, wind and rain
- Weatherization involves finding air leaks and sealing them to keep heat inside during colder months
- They put plastic up in the windows and doors
- Making upgrades to your home or doing maintenance to ensure your home stays safe, pipes don't freeze, and keeping your heat inside
- Weatherization is when you put weather stripping along the inside of you windows to stop the cold air and wind from coming through. You check your insulation and you heat tapes to make sure they are working corectley so you pipes don't freeze.

Just over two-thirds of respondents, 68.5%, indicated they were very aware about the process of weatherizing a home and all the areas of a home that may benefit.

AWARENESS OF WEATHERIZATION	COMPOSITE PERCENT (7-10 RATING)	RURAL PERCENT (7-10 RATING)	REMOTE PERCENT (7-10 RATING)
Awareness of weatherization?	68.5	68.1	69.1



Respondents looking for information about weatherization indicated they were most likely to look to:

SOURCES WHEN SEEKING INFORMATION	COMPOSITE PERCENT	RURAL PERCENT	REMOTE PERCENT
My energy efficiency utility (Efficiency Vermont, Vermont Gas, or Burlington Electric Department)	47.7	52.3	56.5
Family / friend / neighbor	37.4	36.2	35.9
Internet search / browsing related websites	36.5	45.2	50.2
Weatherization program representatives	36.2	39.0	39.9
My electric utility or fuel dealer	22.9	25.7	26.0
My fuel provider	17.6	20.1	19.7
Employer / co-worker / at work	15.5	12.1	10.8
Town department / local government	12.0	12.4	10.8
Social Media	11.9	10.2	9.0
Bloggers / trusted influencers	11.7	8.0	8.1
A retailer / building supplier/hardware store	11.6	13.6	15.2
News stations / newspapers /articles	11.1	10.8	7.2
State or local social agency	11.1	10.5	11.7
Front Porch Forum or other community forums	8.7	7.4	8.5
A BPI-Certified Contractors	7.9	8.0	7.6
Church or place of worship	4.0	2.5	2.2
Non-certified Contractors	3.4	2.8	1.8
Don't know / unsure [Exclusive]	2.8	2.5	1.8
No one [Exclusive]	2.1	1.9	1.3
Other	1.9	2.5	3.6

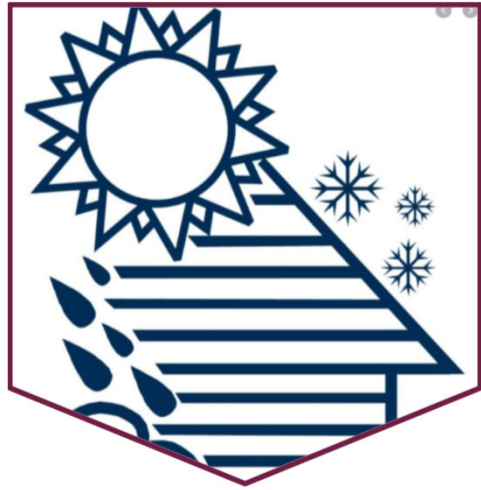


All respondents were asked what weatherization project they believed would create the *most impact* on an average home.

Those with actual greatest impact on energy savings are highlighted in yellow.

MOST IMPACT	COMPOSITE PERCENT	RURAL PERCENT	REMOTE PERCENT
Weatherize windows (without replacement)	20.2	19.8	20.6
Insulate / add more insulation to your attic	18.8	24.5	26.9
Don't know/ unsure	13.6	14.6	14.8
Air-seal leaks in your foundation wall (common problem area with stone foundations)	6.6	6.5	5.4
Build or buy an air-tight, well-insulated attic hatch	6.5	3.4	3.6
Air-seal and insulate the box sill and rim joists in your basement	6.2	3.7	3.1
Replace / install a new window	6.0	8.0	9.0
Build an air-tight, well-insulated bulkhead door in your basement	4.7	3.1	1.8
Weatherize exterior doors (without replacement)	4.7	3.7	3.1
Spot air-seal your attic	3.8	2.8	1.3
Insulate heat / hot water pipe	3.7	5.3	5.8
Replace / install a new exterior door	2.9	2.5	3.1
Air-seal HVAC ducts	1.3	1.2	0.9
Add Low-E or WindowDressers storm window	0.6	0.3	0.4
Other	0.4	0.6	0.0





ON WEATHERIZATION EXPERIENCE



Just over one-half of respondents, 55.9%, felt that their house was close to being fully weatherized.

WEATHERIZATION COMPLETE?	COMPOSITE PERCENT (7-10 RATING)	RURAL PERCENT (7-10 RATING)	REMOTE PERCENT (7-10 RATING)
Weatherization complete?	55.9	52.9	56.1



Top weatherization projects respondents felt needed to be completed at their own home for it to be well weatherized were:

PROJECTS NEEDED TO BE COMPLETED AT HOME	COMPOSITE PERCENT	RURAL PERCENT	REMOTE PERCENT
Weatherize windows (without replacement)	35.6	39.6	40.8
Weatherize exterior doors (without replacement)	30.1	34.4	34.1
Insulate / add more insulation to your attic	27.4	29.4	33.6
Air-seal leaks in your foundation wall (common problem area with stone foundations)	26.5	29.1	28.7
Replace / install a new window	24.6	30.3	31.4
Air-seal and insulate the box sill and rim joists in your basement	20.4	20.1	19.7
Replace / install a new exterior door	19.8	23.2	24.2
Build an air-tight, well-insulated bulkhead door in your basement	16.6	17.0	16.1
Insulate heat / hot water pipe	16.0	20.7	22.9
Spot air-seal your attic	14.4	16.1	13.5
Build or buy an air-tight, well-insulated attic hatch	12.2	9.6	9.9
Air-seal HVAC ducts	10.3	9.6	9.9
Add Low-E or WindowDressers storm window	10.0	10.5	9.0
Don't know / unsure [Exclusive]	8.9	8.0	6.7
None (it is already well weatherized) [Exclusive]	6.7	6.8	6.7
Other	1.5	2.2	2.2

Experience



The most frequently cited weatherization projects completed or are currently being completed at the respondents' house included:

PROJECTS COMPLETED OR CURRENTLY COMPLETING	COMPOSITE PERCENT	RURAL PERCENT	REMOTE PERCENT
Weatherize windows (without replacement)	24.2	22.9	24.7
None of the above [Exclusive]	20.8	27.9	28.3
Insulate / add more insulation to your attic	19.4	19.2	19.7
Weatherize exterior doors (without replacement)	18.9	16.1	17.0
Air-seal leaks in your foundation wall (common problem area with stone foundations)	17.9	15.2	16.1
Replace / install a new window	16.7	19.8	21.5
Air-seal and insulate the box sill and rim joists in your basement	16.1	13.9	13.5
Build an air-tight, well-insulated bulkhead door in your basement	15.4	13.0	11.2
Insulate heat/hot water pipe	14.5	15.2	16.1
Don't know / unsure [Exclusive]	13.3	13.3	15.2
Spot air-seal your attic	12.9	8.4	8.1
Replace / install a new exterior door	12.0	13.3	13.9
Build or buy an air-tight, well-insulated attic hatch	11.7	7.4	7.2
Add Low-E or WindowDressers storm window	8.5	7.4	4.9
Air-seal HVAC ducts	8.4	5.0	4.0
Other	0.7	1.2	1.8



Of respondents that had weatherization-related work completed, or were currently completing, at their home, over one-third (37.2%) indicated they completed the project themselves / with others in the household.

WHO COMPLETED/IS COMPLETING PROJECT	COMPOSITE PERCENT	RURAL PERCENT	REMOTE PERCENT
Completed project myself / others in household completed	37.2	38.4	40.5
Contractor of my own or my landlord's choosing	15.1	20.5	23.0
Friends / family that don't live with me	12.7	12.6	11.9
Landlord	12.0	10.0	8.7
Contractor of a weatherization program's choosing	10.5	8.4	10.3
Association Manager	7.6	4.7	3.2
Don't know / unsure	4.5	4.2	2.4
Other	0.4	1.1	0.0

Respondents that completed the projects themselves, with the help of friends/family or a contractor were asked what motivated them to begin or complete the most recent project at their current home.

MOTIVATIONS TO COMPLETE PAST PROJECT	COMPOSITE PERCENT	RURAL PERCENT	REMOTE PERCENT
Heating costs are too high /saving energy	32.2	40.1	46.3
Increasing your comfort at home (warmer in the winter / cooler in the summer)	31.0	47.4	56.5
Unable to control temperature adequately within the household, or in isolated parts of the house	25.7	28.3	26.9
Renovating a previously un-weatherized part of my home	21.8	25.7	22.2
Having to make a necessary replacement of existing home equipment or heating/cooling system	20.6	16.4	13.9
Purchasing an older home	20.4	24.3	25.0
Existence of mold	14.2	8.6	8.3
Pest intrusion	13.0	11.2	9.3
Building a new home	12.4	7.2	8.3
A contractor recommends weatherization improvements while performing other work on your home	10.9	7.2	7.4
Increasing home's value	10.3	13.8	13.9
Guaranteed energy cost savings	10.3	13.2	16.7
Concern for the environment	9.4	13.2	13.0
Improving the air quality in your home	8.6	9.9	10.2
The overall cost of upgrading a system at home is reduced	8.0	5.9	8.3
Too much humidity in the home	7.7	9.2	11.1
Paying off mortgage on a home	7.1	3.9	1.9
More monetary rebates / special offers available	6.8	7.2	9.3
Low or no interest loans are available	4.4	5.3	3.7
Noise / sound control	3.2	3.9	3.7
Someone other than me (e.g., landlord) chose this project	2.9	2.6	1.9
Financing paid as part of your utility bill	1.8	1.3	0.9
Other	1.8	2.0	0.9
Don't know / unsure [Exclusive]	1.5	2.0	0.9

Top reasons respondents might hire a contractor over completing a weatherization project themselves are:

REASONS TO HIRE A CONTRACTOR OVER DIY	COMPOSITE PERCENT	RURAL PERCENT	REMOTE PERCENT
A contractor would do higher-quality work than a DIY project	45.6	51.1	54.3
I don't always have all the tools I need	39.7	43.7	43.5
I don't have the time to complete projects myself	23.9	27.6	28.3
Costs are often more than anticipated in a DIY project	22.7	18.6	16.1
I don't always have the safety gear I should have	22.4	22.6	23.8
Hiring a contractor is a requirement to receive a rebate or financing	15.7	15.8	17.9
I am often interrupted and/or lose focus on DIY projects	15.4	12.1	12.6
Don't know / unsure [Exclusive]	13.3	14.2	13.5
Other	5.4	7.7	7.6

Other responses included: disabled, can't physically do the work, getting too old, not handy, don't have all of the knowledge or skills, I don't own a home, I rent, landlord is responsible and would not hire a contractor.



After providing respondents with a description of Building Performance Institute (BPI) Certification, respondents indicated the top reasons they might move towards a BPI-certified contractor over a non-certified contractor as:

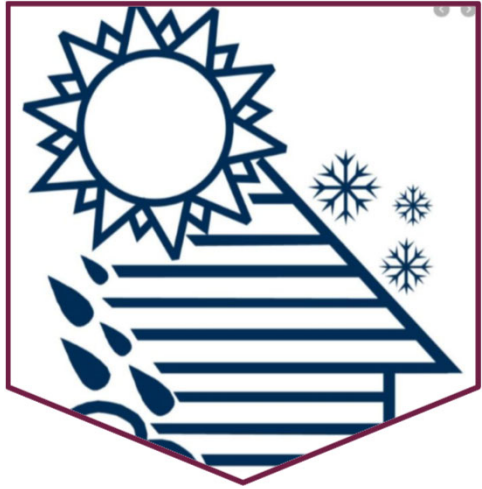
REASONS TO USE BPI-CERTIFIED CONTRACTOR OVER NON-CERTIFIED CONTRACTOR	COMPOSITE PERCENT	RURAL PERCENT	REMOTE PERCENT
A certified contractor is likely more experienced at this specialized weatherization work	44.3	53.3	54.7
Certification adds to my confidence in the work quality	43.3	42.7	44.4
A certified contractor may be aware of / help me navigate weatherization programs that are available to me	35.0	41.2	45.7
Some weatherization rebates require use of a certified contractor	31.1	39.9	42.2
Peace of mind that a certified contractor will handle my projects from start to finish	28.7	31.3	32.3
Certification adds to my trust in the financial aspects of the work	28.6	29.7	29.1
A certified contractor will look at the health and safety components of a weatherization project (ie: moisture, combustion issues)	25.8	29.1	30.5
A certified contractor is likely to get the supplies needed less expensively	20.2	20.4	21.5
I may be able to see more testimonials for a certified contractor	19.9	16.7	14.3
None of the above [Exclusive]	10.0	8.7	8.1
Other	0.1	0.3	0.4

Experience



Alternatively, top reasons respondents might move towards a non-certified contractor over a BPI-certified contractor were:

REASONS TO USE NON-CERTIFIED CONTRACTOR OVER BPI-CERTIFIED CONTRACTOR	COMPOSITE PERCENT	RURAL PERCENT	REMOTE PERCENT
Familiarity, if I knew the contractor or had used them previously	50.6	55.4	61.4
Familiarity, if friends / family have used them	39.9	41.8	42.2
May be less expensive than a certified contractor	37.8	42.7	47.1
May be community member or local small business	31.2	32.2	32.7
Will use local resources for supplies I need for my weatherization project	19.2	22.6	23.8
None of the above [Exclusive]	14.1	12.7	10.3
Other	0.4	0.9	1.3



ON MOTIVATIONS

Three-fifths of respondents, 60.1%, indicated they would be likely to complete a weatherization project in the future.

LIKELINESS TO COMPLETE PROJECT IN FUTURE	COMPOSITE PERCENT (7-10 RATING)	RURAL PERCENT (7-10 RATING)	REMOTE PERCENT (7-10 RATING)
Likeliness to complete project in future	60.1	60.4	60.5



When asked for reasons the respondents might be motivated to complete a project sooner rather than later, top reasons included:

MOTIVATIONS TO COMPLETE PROJECT SOONER	COMPOSITE PERCENT	RURAL PERCENT	REMOTE PERCENT
Unable to control temperature adequately within the household, or in isolated parts of the house	29.8	30.0	29.6
Having to make a necessary replacement of existing home equipment or heating / cooling system	27.3	27.6	30.5
Heating costs are too high / saving energy	25.4	30.7	34.1
Increasing your comfort at home (warmer in the winter/cooler in the summer)	23.0	28.5	30.9
Renovating a previously un-weatherized part of my home	20.4	19.5	16.6
Existence of mold	20.1	19.5	21.5
Pest intrusion	17.2	15.8	17.0
Purchasing an older home	14.1	11.8	10.8
A contractor recommends weatherization improvements while performing other work on your home	13.9	14.9	12.6
Monetary rebates / special offers available	13.8	19.8	24.2
Guaranteed energy savings	13.0	18.0	18.8
Building a new home	12.8	9.6	9.9
Increases home's value	12.6	16.1	16.6
Too much humidity in the home	11.3	11.5	8.5
The overall cost of upgrading a system at home is reduced	11.3	12.1	12.1
Improving the air quality in your home	10.7	7.7	8.1
Concern for the environment / reducing my carbon footprint	9.4	7.7	8.5
Don't know / unsure [Exclusive]	7.8	6.5	4.5
Paying off mortgage on a home	7.6	6.5	4.9
No or low-interest loans are available	7.0	8.0	9.0
Able to pay for my project on my electric/fuel bill	5.4	8.0	9.4
Noise / sound control	4.4	3.4	3.6
Other	1.2	1.5	2.2

Motivations



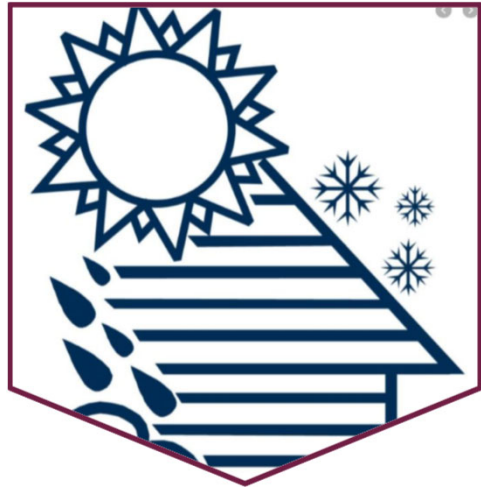


ON BARRIERS

Top reasons respondents felt they might not complete a weatherization project included:

REASONS MIGHT NOT COMPLETE PROJECT SOONER	COMPOSITE PERCENT	RURAL PERCENT	REMOTE PERCENT
More important things to pay for	33.9	40.2	43.5
Too expensive	29.2	37.8	44.4
It's not my decision / don't own my home	22.3	18.3	17.9
Cannot pay for costs up front and not interested in financing	21.7	25.4	29.6
More important house projects to do	21.1	22.9	22.0
Projects are too complicated / confusing	20.4	19.5	17.9
Projects are too inconvenient / take too long	17.4	16.1	15.2
Unaware of weatherization programs / state rebates or incentives	17.2	20.4	22.4
Don't know how to start	15.7	14.9	14.3
Benefits are not worth the cost	13.8	14.9	13.9
Energy costs / bills are not a concern	13.2	11.1	10.3
Energy savings aren't guaranteed	10.9	10.8	10.3
Don't see any monetary savings	10.3	9.3	8.5
Limited contractor availability / took too long to schedule	8.2	6.5	6.3
Lack expertise / time to do research	7.9	5.0	4.9
Need to receive/pay for an energy audit	6.5	6.5	7.2
My home is already fully weatherized / I don't think my home needs it	6.3	6.2	7.2
Don't Know / unsure [Exclusive]	6.2	7.1	6.3
Do not trust contractors / unhappy with available contractors	4.4	5.3	3.1
Poor result in the past	3.4	2.5	0.4
Other	1.9	2.2	2.7





ON WEATHERIZATION AS A PRIORITY

Compared to other home improvement projects, almost three-fifths of respondents, 57.9%, felt weatherization was a high priority.

PRIORITY	COMPOSITE PERCENT (7-10 RATING)	RURAL PERCENT (7-10 RATING)	REMOTE PERCENT (7-10 RATING)
Weatherization a priority	57.9	58.5	56.1

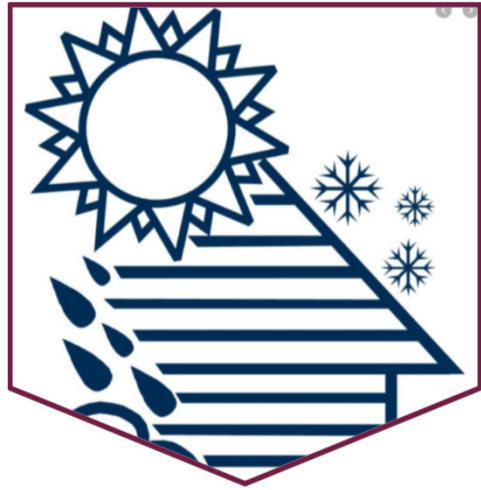
Respondents that provided a low priority rating or 1-3 were asked why weatherizing their home is not a high priority while respondents that provided a high priority rating of 8-10 were asked why weatherizing their home is a high priority.

Sample low priority (1-3) responses:

- Money needs to be spent elsewhere.
- It's just too much money
- My home is quite comfortable and I feel that I have adequate heat and does not require air conditioning in the summer.
- We have gotten along so far with the way it is
- Already done.
- I don't own it
- Of all the things that are a high priority, I am not able to make weatherization one of them.

Sample high priority (8-10) responses:

- our home is real old and is not insulated and we have huge oil heating bills every winter trying to keep warm and we are retired and on a fixed income.
- makes it warmer in the winter- easier. cooler in summer without having to do anything
- I see weatherization as a basic structural issue. A poorly insulated and leaky structure allows water and pests into areas that affect structural integrity of the house itself.
- To cut down on energy consumption.
- It's not something I should be thinking about
- It saves energy costs in a few ways and also increases the value of our home



ON FUNDING PREFERENCES

All respondents were asked how strongly would they consider different ways to fund any upcoming weatherization projects if they were responsible for the cost.

The following table holds the cumulative totals, in declining order, for those indicating they would *strongly* or *somewhat consider* the funding plan. Unsure respondents were removed from the data.

FUNDING STATEMENTS	COMPOSITE PERCENT	RURAL PERCENT	REMOTE PERCENT
Paid in full by myself / members of my household	72.4	72.4	72.9
Pay for my project monthly (if there is no interest / no impact to my overall cost)	67.7	72.8	78.6
Pay for my project monthly on an electricity / fuel bill	52.2	52.9	51.9
Loan from bank	33.4	26.2	22.9
Loan from family / friends	27.8	22.9	17.5



All respondents were asked, using their best guess, how much their monthly electricity and fuel bills would decrease if their home was fully weatherized.

(Outliers removed and adjusted)

ADJUSTED ESTIMATE DECREASE OF MONTHLY BILLS	COMPOSITE AVERAGE	RURAL AVERAGE	REMOTE AVERAGE
Decrease of monthly bills	\$154.98	\$134.13	\$123.70

All respondents were asked if they were to fully and comprehensively weatherize their home tomorrow, how much they would estimate it would cost.

COST TO WEATHERIZE	COMPOSITE AVERAGE	RURAL AVERAGE	REMOTE AVERAGE
Cost to weatherize	\$6,445.49	\$7,023.42	\$7,415.32



CROSSTABULATIONS



Crosstabulations included the following Demographics by ‘Core Questions’:

Q31: Gender

Q32: Age

Q33: Income

Q33x34: Less than \$100,000 Income by Household Size

Q36: Primary Heating Source

Q38: Estimated money spent on electricity

Q39: Estimated money spent on heating fuel

Q40: Own or rent home?

Q41: Years owned current home?

Q43: Suburban and Urban / Rural / Remote?

Q2: Comfortable in house in winter (7-10 rating)

Q2: Uncomfortable in house in winter (1-4 rating)

Q4: Comfortable in house in summer (7-10 rating)

Q4: Uncomfortable in house in summer (1-4 rating)

Q7: Aware of weatherization (7-10 rating)

Q10: Home is very weatherized (7-10 rating)

Q10: Home has way to go to be weatherized (1-4 rating)

Q13: Completed past projects by self or with friends/family (01 + 02)

Q13: Completed past projects with others (03 + 04 + 05 + 06 +08)

Q18: Very likely to complete project in future (7-10 rating)

Q18: Very unlikely to complete project in future (1-4 rating)

Q21: High priority to weatherize home (7-10 rating)

Q21: Lower priority to weatherize home (1-4 rating)

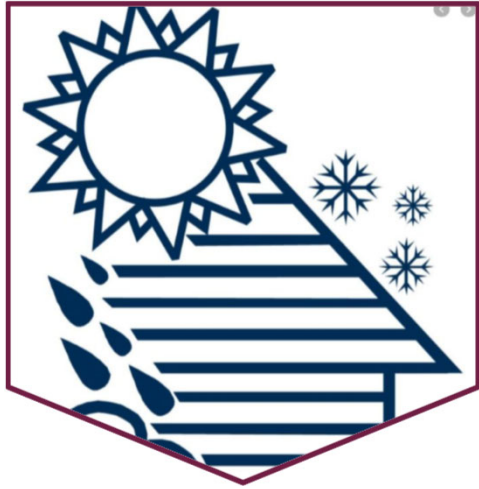
Q24: Paid in full by self/members of house (Very or somewhat strongly)

Q25: Pay for project monthly if no interest or impact on overall cost
(Very or somewhat strongly)

Q26: Pay with loan from friends / family (Very or somewhat strongly)

Q27: Pay with loan from bank (Very or somewhat strongly)

Q28: Pay monthly on electricity/fuel bill (Very or somewhat strongly)



KEY FINDINGS

- **Approach to their homes**
 - They describe their homes as safe, comfortable spaces for family.
 - Their homes are less comfortable in the summer than in the winter
 - When they have money for home improvements, weatherization is not always their first choice

- **How Vermonters think of weatherization**
 - They believe it is important
 - They understand what kinds of projects are associated with weatherization
 - They do not consistently rank the impact of different project types accurately (weatherizing windows was rated as the most impactful, but air sealing tends to be more impactful)
 - Many do not have an accurate understanding of the degree to which their home is weatherized. Most (56%) believe their home is mostly or fully weatherized. The Vermont DPS estimates that only 11% of Vermont homes are fully weatherized.

- **How Vermonters approach weatherization projects**
 - They prefer to pay for them upfront rather than use financing.
 - They start them in response to a problem (discomfort in the home, equipment needing replacement, high energy bill).
 - They look to Efficiency Vermont, Vermont Gas Systems, and Burlington Electric for information when planning weatherization projects (in addition to friends/family and Internet searches).

Thank you for the opportunity to present!



Any Questions?

