

# 2013 Idaho Homeowner Survey on Energy Efficiency

*The following is a brief summary of the results of the survey prepared for the Bonneville Power Administration in April, 2014*

**First statewide survey in Idaho to assess homeowner values, priorities, willingness to pay and views on statewide standards for energy efficiency.**

**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 in December of 2013.

**Sample size of 600** using a dual frame methodology (RDD Landline 70% and RDD Cell Phone 30%) to gain a representative sample of Idaho residents regardless of phone coverage.

To ensure **geographic diversity**, surveys were divided into three geographic regions based on population:

- 205 from North/North Central/East Central,
- 265 from Southwest and
- 130 from South Central/Southeast.

Demographics were captured to ensure **equal representation** of all members of the community.

All work was performed in accordance with **ISO 20252:2012 Market Research Standards**.

**65%** support energy codes

The **goals** of the survey are to answer:

1. Do Idaho homeowners value energy efficiency?
2. Can we establish a priority of value?
3. What are homeowners willing to pay for energy efficiency?
4. Do homeowners value statewide standards for energy efficiency?

Results tell us that **two out of three Idahoans support energy codes**.

**Monthly operating costs are the top driver** for supporting energy codes. Another key driver is the belief that energy code standards ensure quality construction. Respondents also strongly agree that homeowners purchasing a new home should have a right to a home that meets national energy standards.

Those who disagree with the need for statewide energy codes do so because they feel that it limits homeowner's rights and, to a lesser extent, it adds to more government regulations.

Idahoans are **willing to pay \$10 per month** in additional rent or mortgage costs **to save \$16** per month on energy bills, and indicate that an **acceptable payback period is 7 to 8 years**.

Although the majority of Idahoans agree that Idaho energy codes should be **consistent with national standards**, less than half say that they trust the State of Idaho to adopt strong enough energy codes.

Surveys were conducted during December 2013, with findings published in early 2014.

Survey developed and conducted by David Eberle (BSU), Rebecca Elmore-Yalch (Northwest Research Group), Sharon Grant (Eco Edge) and Jennifer Pope and John Chatburn (Idaho Office of Energy Resources). The full report is on [www.idahoenergycode.com](http://www.idahoenergycode.com).