



Energize Thurston Home Energy & Electrification Survey

Thurston Climate Mitigation Collaborative
November 2024



About the Energize Thurston Home Energy & Electrification Survey

In fall 2024, Energize Thurston implemented a home energy & electrification survey to seek input from Thurston County homeowners on knowledge and receptivity to home energy improvements and associated incentive programs, with a particular focus on energy efficiency and electrification.

This document summarizes the survey mechanism and results.



Energize Thurston Home Energy & Electrification Survey Mechanism

166 respondents utilized a Google Form survey mechanism. The following slides capture the survey mechanism

Section 1 of 5

Thurston Home Energy & Electrification Survey

Thurston County and the cities of Lacey, Olympia, Tumwater and Tenino are partnering to develop a regional incentive program for home energy efficiency and electrification. This program will aim to provide discounted installations of efficient heat pumps and/or other electric home appliances. You can help by sharing a little bit about your home's energy use and your views of electric appliances. **We would like to hear from you if you are a homeowner anywhere in Thurston County.**

This survey should take less than 10 minutes.

Your responses will be treated anonymously and used for informational purposes only.

Thank you for helping us with this important survey! If you have questions or comments, please contact rebecca.harvey@co.thurston.wa.us or djones@ci.olympia.wa.us.

Do you own a home in Thurston County?

- Yes
- No

What is the ZIP Code of your primary residence? Please select your 5-digit ZIP Code. Residences outside of Thurston County are not eligible.

- 98348
- 98501
- 98502
- 98503
- 98504
- 98505
- 98506
- 98507
- 98508
- 98509
- 98511
- 98512
- 98513
- 98516
- 98530
- 98531
- 98540
- 98556

19. 98576
20. 98579
21. 98589
22. 98599
23. Other, within Thurston County

What is your age?

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 or older

After section 1 Continue to next section

Section 2 of 5

Main Survey 1

Description (optional)

Is your home all electric, meaning no use of gas or fuel oil?

- Yes, 100% electric
- Partially electric
- No electric
- Not sure



Energize Thurston Home Energy & Electrification Survey Mechanism

How would you rate your knowledge of home energy use and efficiency?

	1	2	3	4	5	
No Knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Expert Knowledge

For the following appliances, indicate what you currently have in your home and if it runs on gas/oil or electric? *

	Gas/oil appliance	Electric appliance	Neither/do not own
Kitchen stove/oven	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clothes dryer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HVAC (e.g. furnace, boiler...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water heater	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Which of the following most closely reflects your opinion of electric-powered homes and appliances?

- Very Favorable
- Somewhat Favorable
- Neutral
- Somewhat Unfavorable
- Very Unfavorable

How likely are you to switch to all electric appliances in the future?

1. Very Likely
2. Somewhat Likely
3. Neither Likely Nor Unlikely
4. Somewhat Unlikely
5. Very Unlikely

The next time you need to upgrade the following appliances, indicate whether you are more likely to choose a gas/oil appliance or an electric appliance? *

	Gas/oil appliance	Electric appliance	Neither/do not own
Kitchen stove/oven	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clothes dryer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HVAC (e.g. furnace, boiler...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water heater	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate how strongly you agree or disagree with each statement about the potential benefits of electric appliances.

Complete the sentence: "Electric appliances..."

	Strongly Disagr...	Somewhat dis...	Neither Agree ...	Somewhat Agr...	Strongly Agree
are the most c...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
can reduce my ...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
can improve air...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
are an environ...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
can improve th...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
increase the va...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
are a practical, ...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
come with ince...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
tend to perfor...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Energize Thurston Home Energy & Electrification Survey Mechanism

On a scale of 1 to 3, where 1 indicates 'Not a barrier at all' and 3 indicates 'Significant barrier,' please rate the following factors based on how much they would affect your decision to switch to or upgrade electric appliances.

Not a Barrier At All (1) Somewhat of a Barrier (2) Significant Barrier (3)

Upfront cost of new app...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Differences in how elect...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Concern that my utility b...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Concern about power o...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Difficulty in finding a co...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of trustworthy info...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Have you participated in any of the following federal or local incentive programs for home energy efficiency or building electrification?

- Federal tax credits
- Puget Sound Energy (PSE) Rebate Program
- PSE Home Electrification Assessments
- City of Lacey Energy Efficiency Rebate Matching Program
- Energize Olympia (heat pump group purchase)
- Solarize Thurston (solar group purchase)
- I haven't participated in any

If you were to participate in a discount program for electric appliances, which method would you prefer to select an installer?

- Program organizers select thoroughly vetted installers by evaluating price and qualifications through a c...
- Flexibility to choose your own installer from a qualified network.
- Unsure/No preference

How do you prefer to get information about upgrading or installing appliances in your home? Select all that apply.

- Trusted contractor/professionals
- Web browsing
- Online forums or message boards
- Home improvement shows/ videos
- Manufacturer websites
- Retailer websites
- Social media
- Emails/ newsletters I subscribe to
- Cooking events or demos
- Talking with family/friends
- Visiting a store and talking with a rep
- Local or state government agencies
- Other...

What method(s) would you use to receive support when learning about and implementing home energy upgrades? Select all that apply.

- Phone
- Text
- Email
- Video Call
- Online Step-by-Step Guide
- Educational Workshops (In-Person)
- Educational Workshops (Online)
- Educational Workshops (Self-Guided)

After section 2 Continue to next section

Section 3 of 5

Demographics

Description (optional)

How many people in your household, including yourself?

Short answer text



Energize Thurston Home Energy & Electrification Survey Mechanism

What type of housing do you currently reside in?

1. Single-family house
2. Apartment or condominium
3. Townhouse
4. Mobile home
5. Other

What is your ethnicity or race?

- White
- Black or African American
- Hispanic or Latino
- Asian or Pacific Islander
- Native American or Alaska Native
- Other...

What is your approximate household income?

1. Under \$25,000
2. \$25,000 - \$49,999
3. \$50,000 - \$74,999
4. \$75,000 - \$99,999
5. \$100,000 - \$149,999
6. \$150,000 or more

Additional Comments

Long answer text

After section 3 Go to section 4 (Thank you! Please ...t your responses.)

Section 4 of 5

Thank you! Please click below to submit your responses.

Description (optional)

After section 4 Submit form

Section 5 of 5

Thank you, this survey is only for individuals ages 18 and older who own a home in Thurston County.

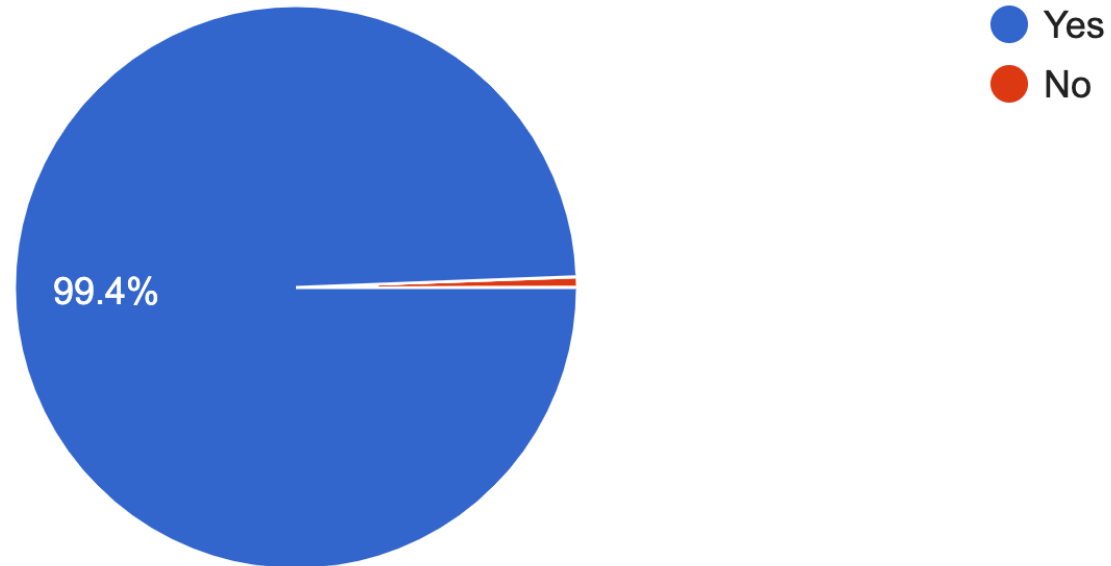
Description (optional)



Energize Thurston Home Energy & Electrification Survey Results

Do you own a home in Thurston County?

166 responses

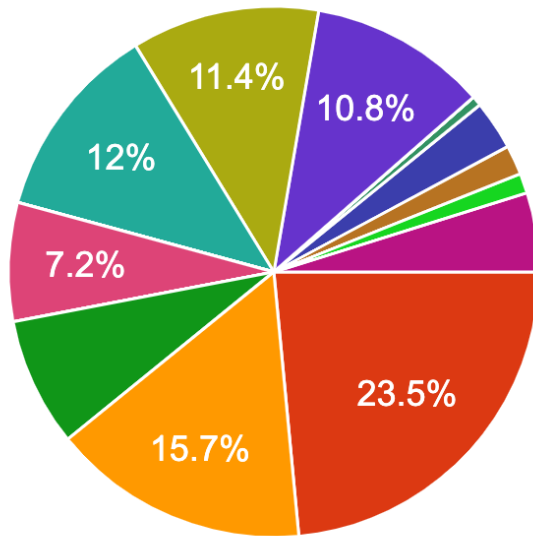




Energize Thurston Home Energy & Electrification Survey Results

What is the ZIP Code of your primary residence? Please select your 5-digit ZIP Code. Residences outside of Thurston County are not eligible.

166 responses



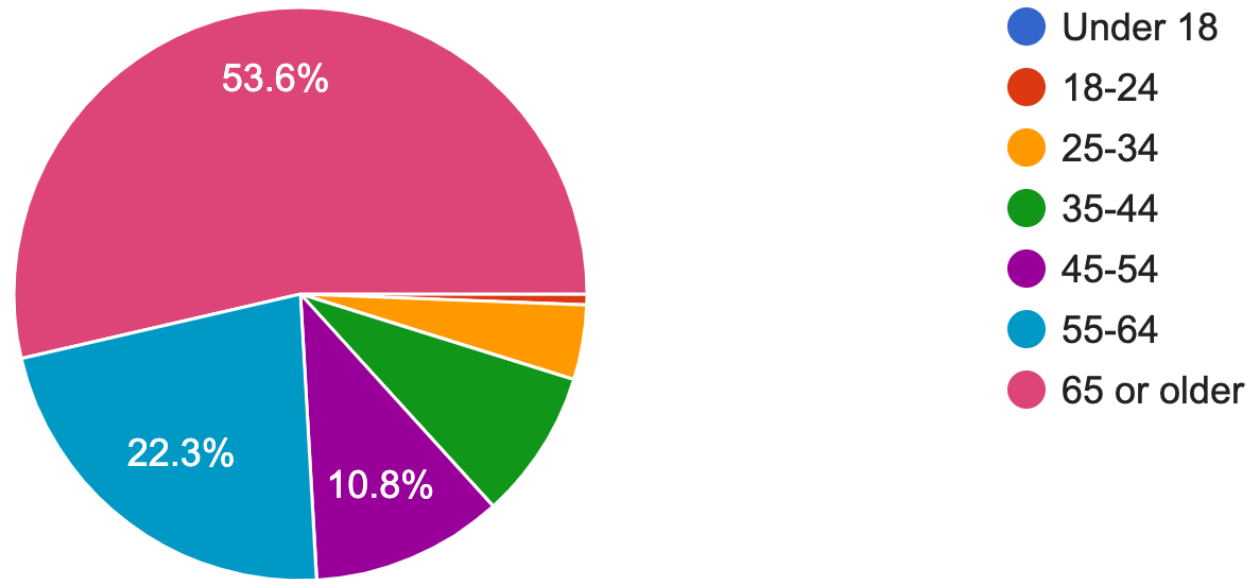
- | | | |
|---------|---------|---------------------------------|
| ● 98348 | ● 98508 | ● 98540 |
| ● 98501 | ● 98509 | ● 98556 |
| ● 98502 | ● 98511 | ● 98576 |
| ● 98503 | ● 98512 | ● 98579 |
| ● 98504 | ● 98513 | ● 98589 |
| ● 98505 | ● 98516 | ● 98599 |
| ● 98506 | ● 98530 | ● Other, within Thurston County |
| ● 98507 | ● 98531 | |
| ▲ 1/3 ▼ | ▲ 2/3 ▼ | |



Energize Thurston Home Energy & Electrification Survey Results

What is your age?

166 responses

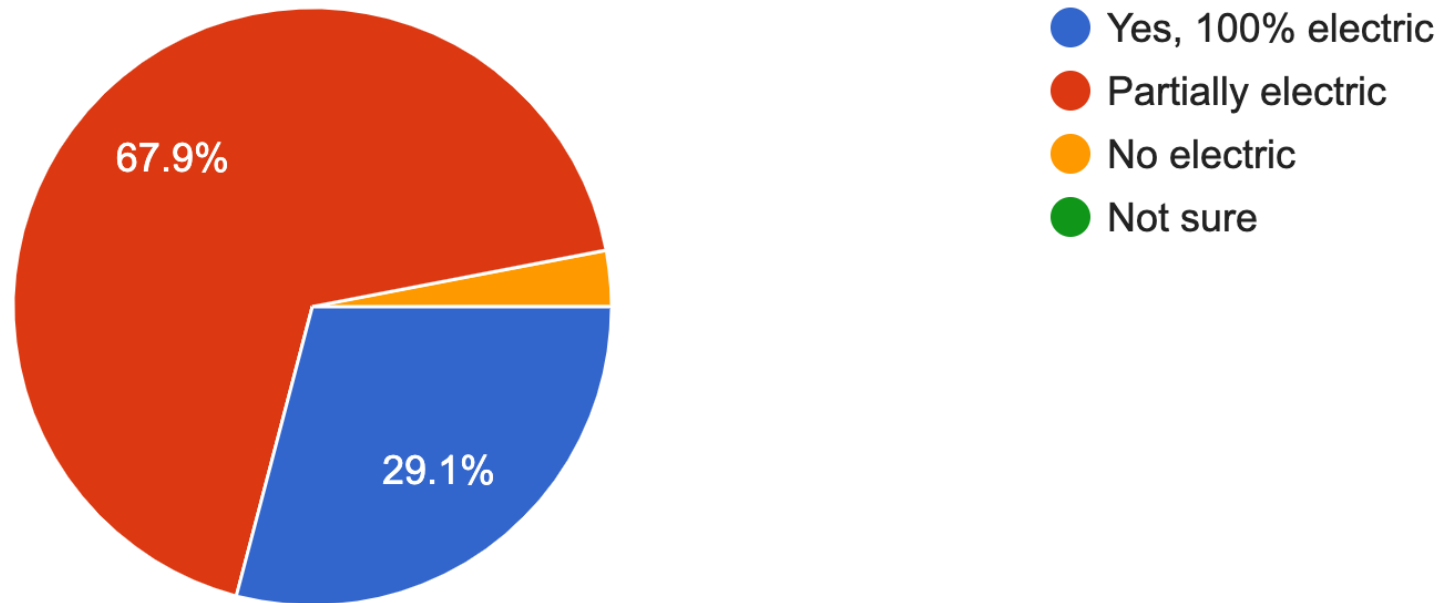




Energize Thurston Home Energy & Electrification Survey Results

Is your home all electric, meaning no use of gas or fuel oil?

165 responses

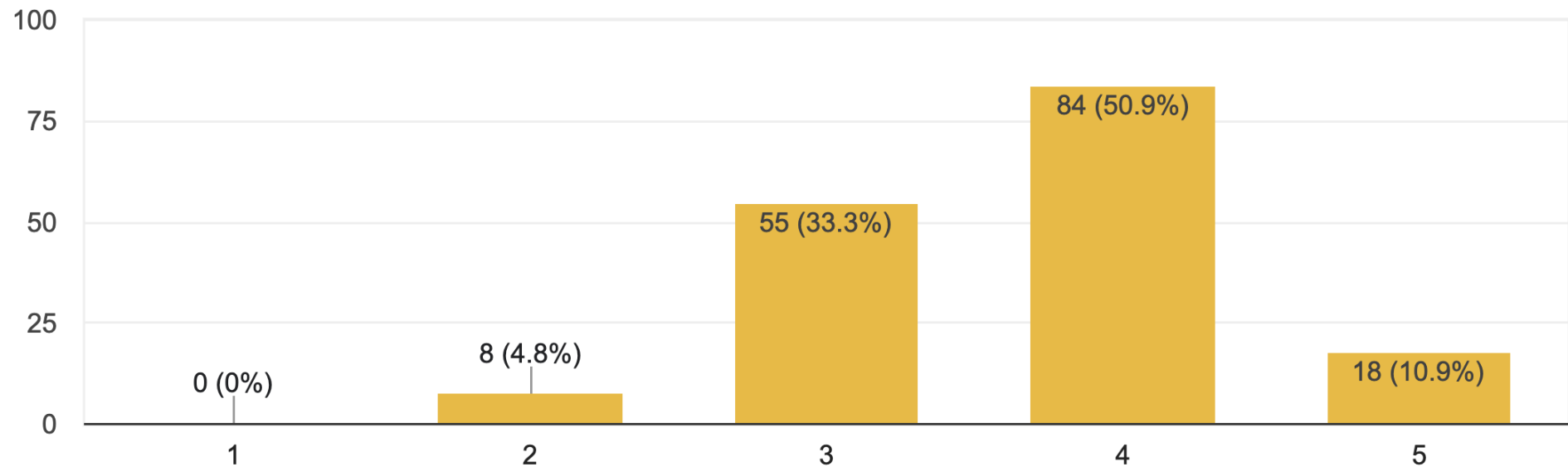




Energize Thurston Home Energy & Electrification Survey Results

How would you rate your knowledge of home energy use and efficiency?

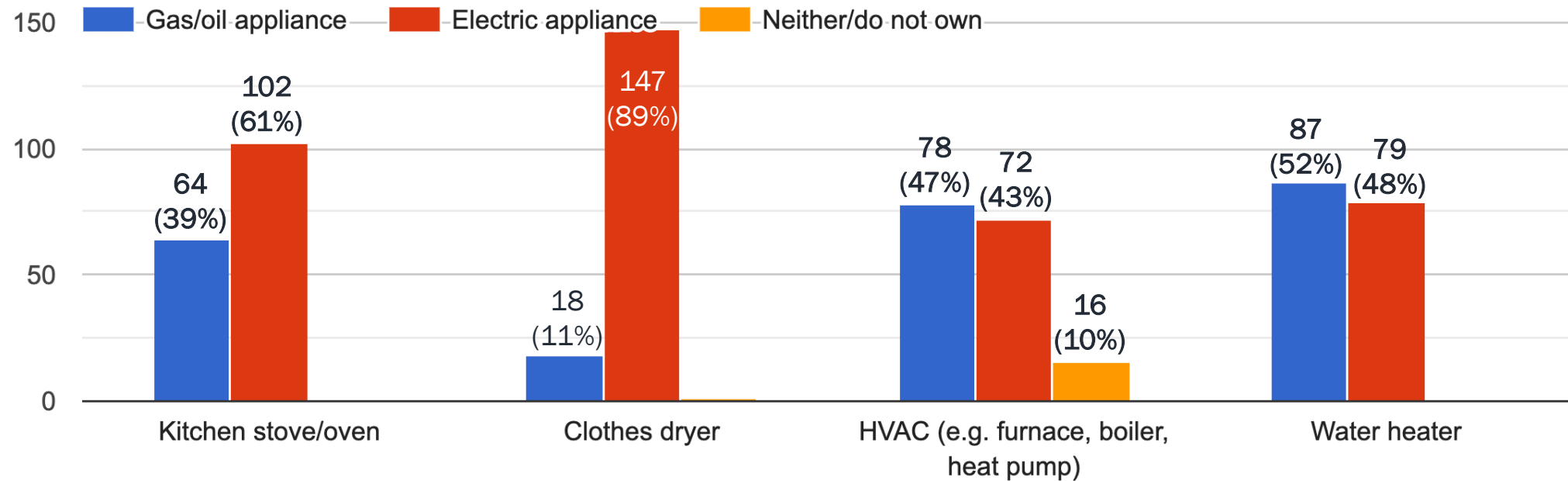
165 responses





Energize Thurston Home Energy & Electrification Survey Results

For the following appliances, indicate what you currently have in your home and if it runs on gas/oil or electric?

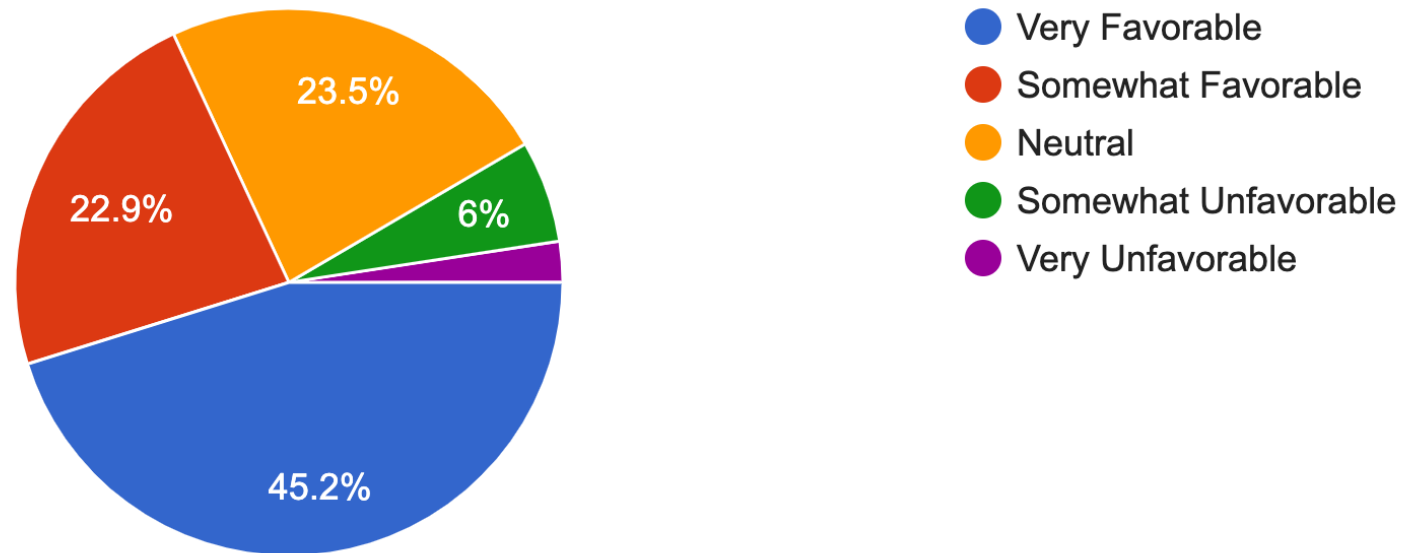




Energize Thurston Home Energy & Electrification Survey Results

Which of the following most closely reflects your opinion of electric-powered homes and appliances?

166 responses

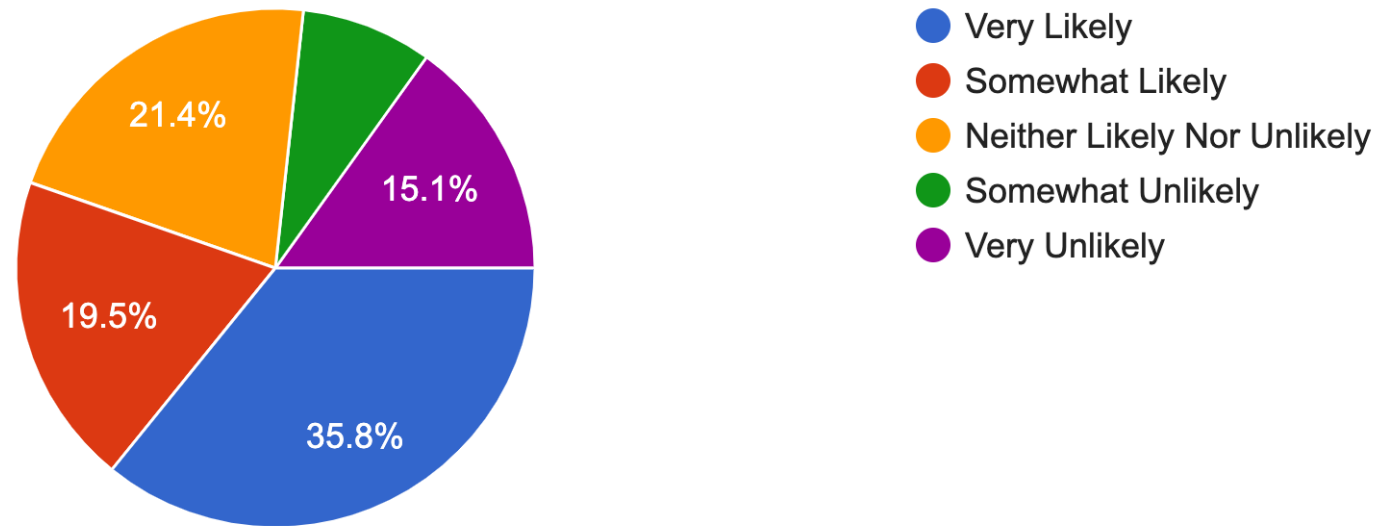




Energize Thurston Home Energy & Electrification Survey Results

How likely are you to switch to all electric appliances in the future?

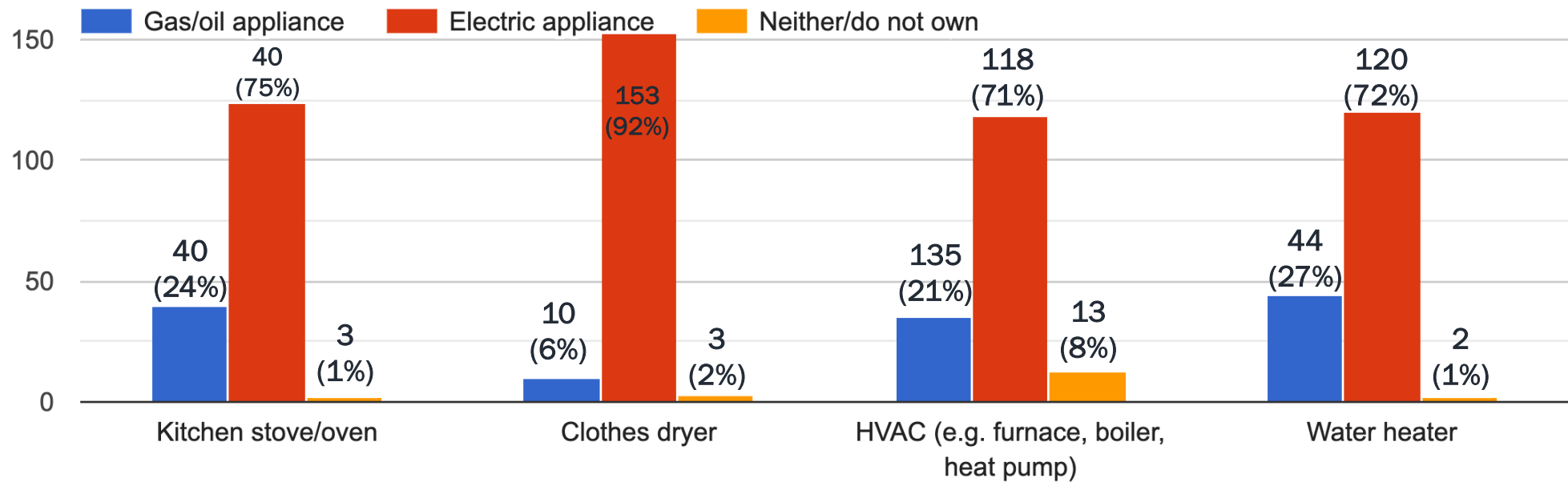
159 responses





Energize Thurston Home Energy & Electrification Survey Results

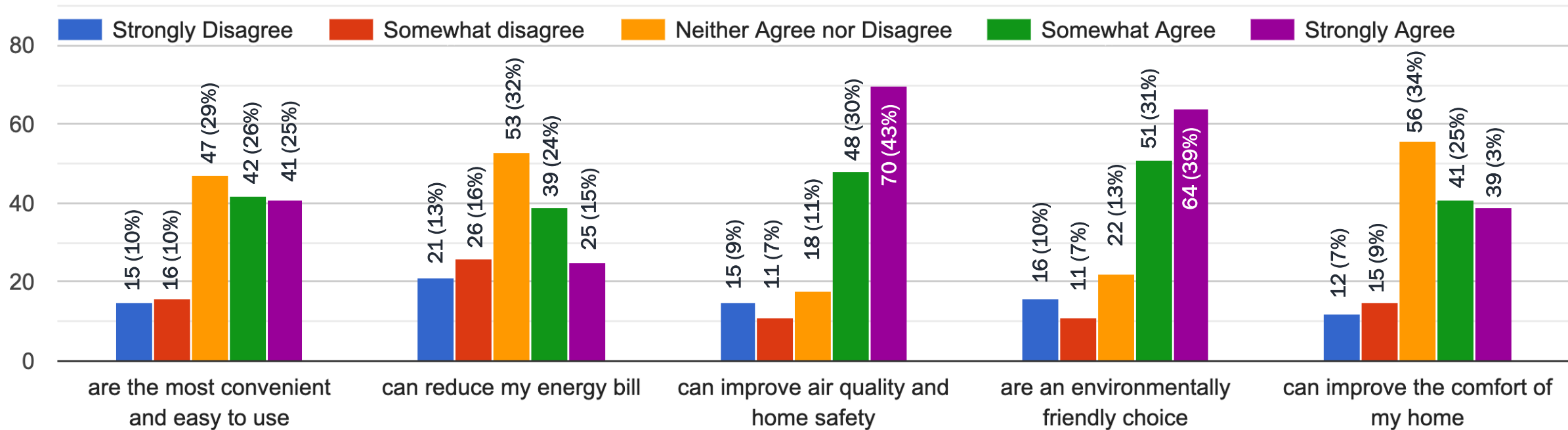
The next time you need to upgrade the following appliances, indicate whether you are more likely to choose a gas/oil appliance or an electric appliance?





Energize Thurston Home Energy & Electrification Survey Results

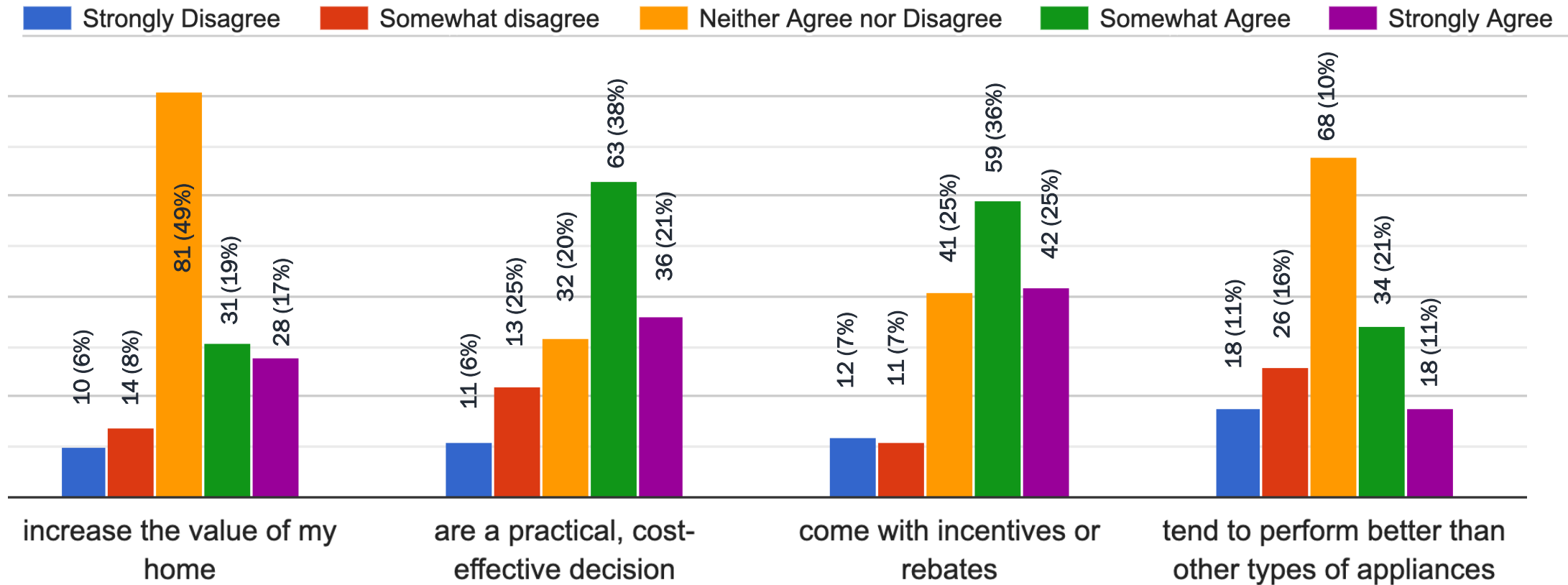
Please indicate how strongly you agree or disagree with each statement about the potential benefits of electric appliances (Part 1)





Energize Thurston Home Energy & Electrification Survey Results

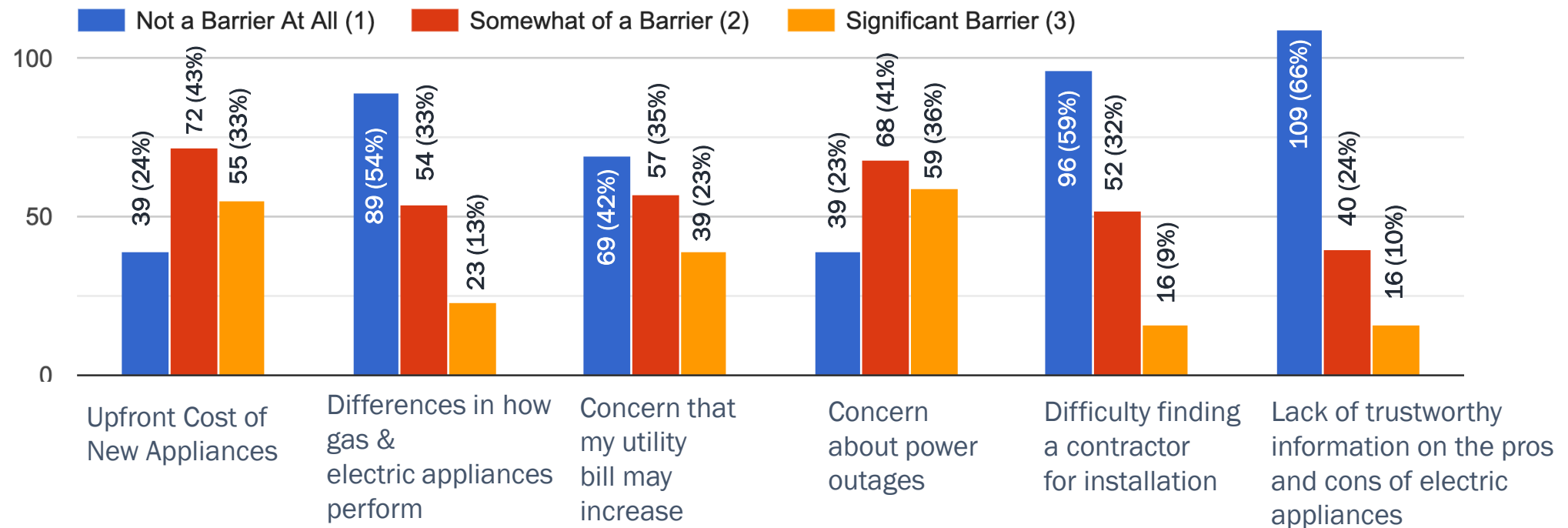
Please indicate how strongly you agree or disagree with each statement about the potential benefits of electric appliances (Part 2)





Energize Thurston Home Energy & Electrification Survey Results

On a scale of 1 to 3, where 1 indicates 'Not a barrier at all' and 3 indicates 'Significant barrier,' please rate the following factors based on how much they w...ion to switch to or upgrade electric appliances.

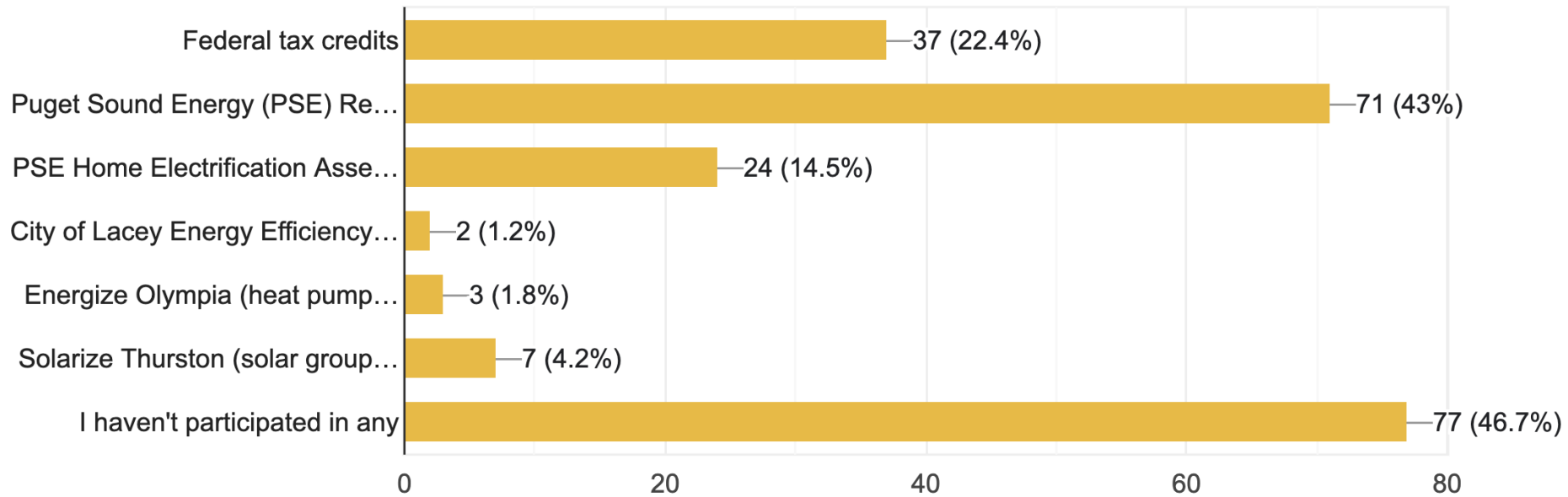




Energize Thurston Home Energy & Electrification Survey Results

Have you participated in any of the following federal or local incentive programs for home energy efficiency or building electrification?

165 responses

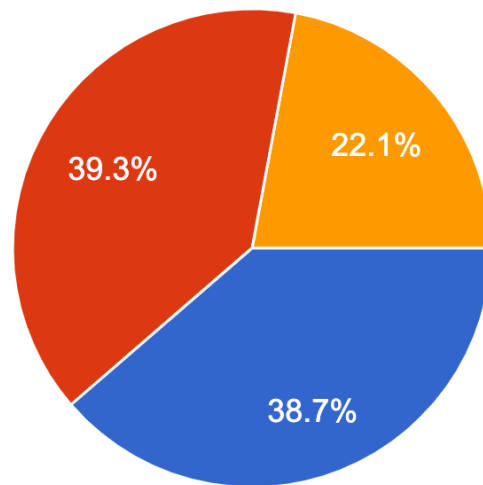




Energize Thurston Home Energy & Electrification Survey Results

If you were to participate in a discount program for electric appliances, which method would you prefer to select an installer?

163 responses



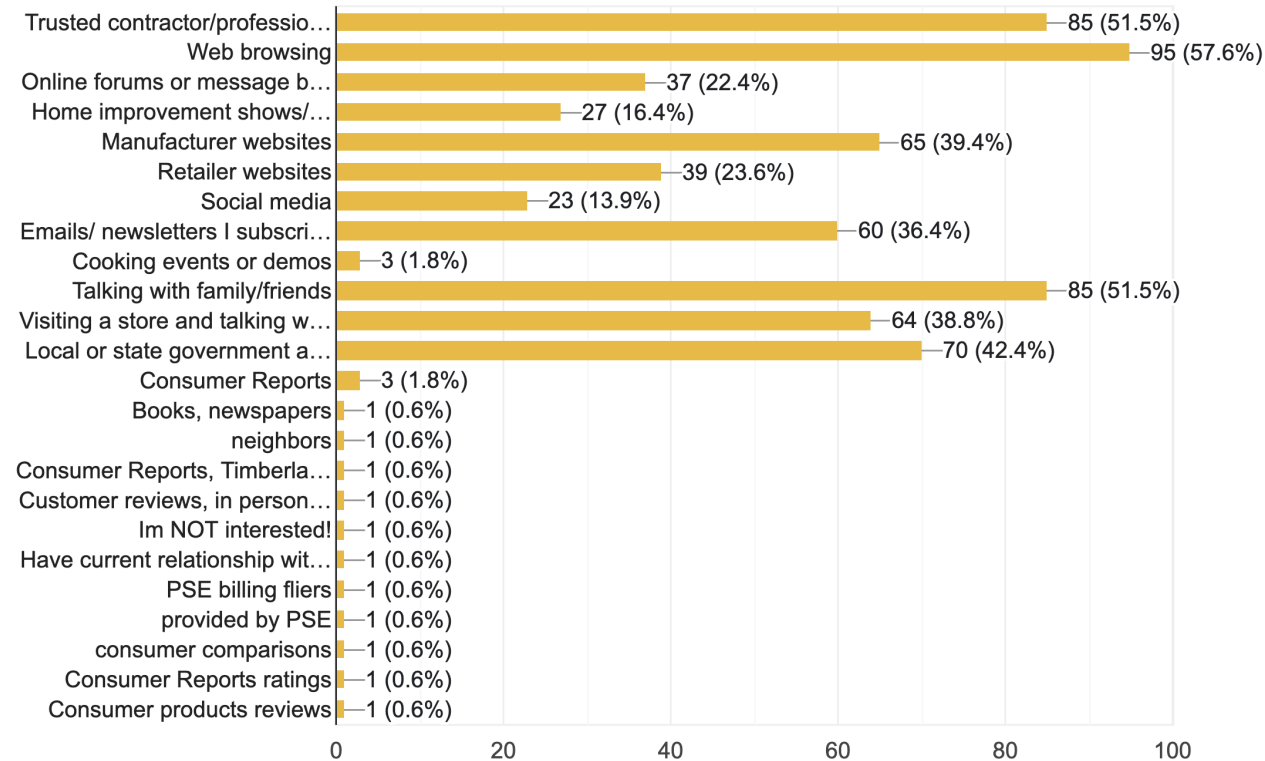
- Program organizers select thoroughly vetted installers by evaluating price and qualifications through a competitive bidding process.
- Flexibility to choose your own installer from a qualified network.
- Unsure/No preference



Energize Thurston Home Energy & Electrification Survey Results

How do you prefer to get information about upgrading or installing appliances in your home? Select all that apply.

165 responses

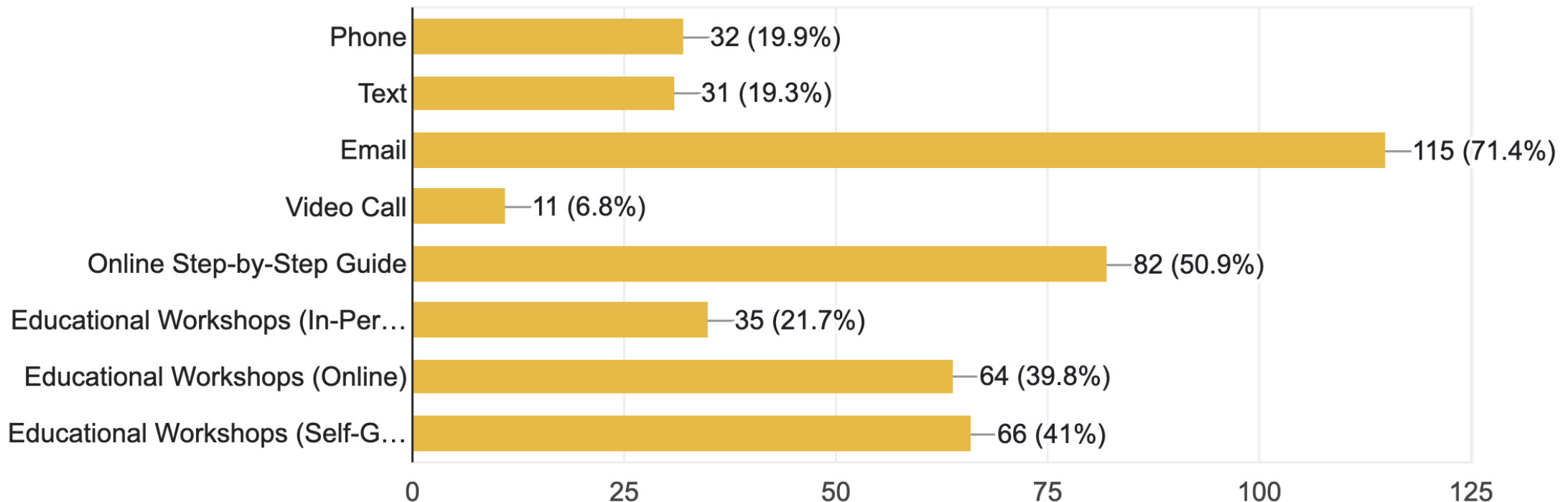




Energize Thurston Home Energy & Electrification Survey Results

What method(s) would you use to receive support when learning about and implementing home energy upgrades? Select all that apply.

161 responses

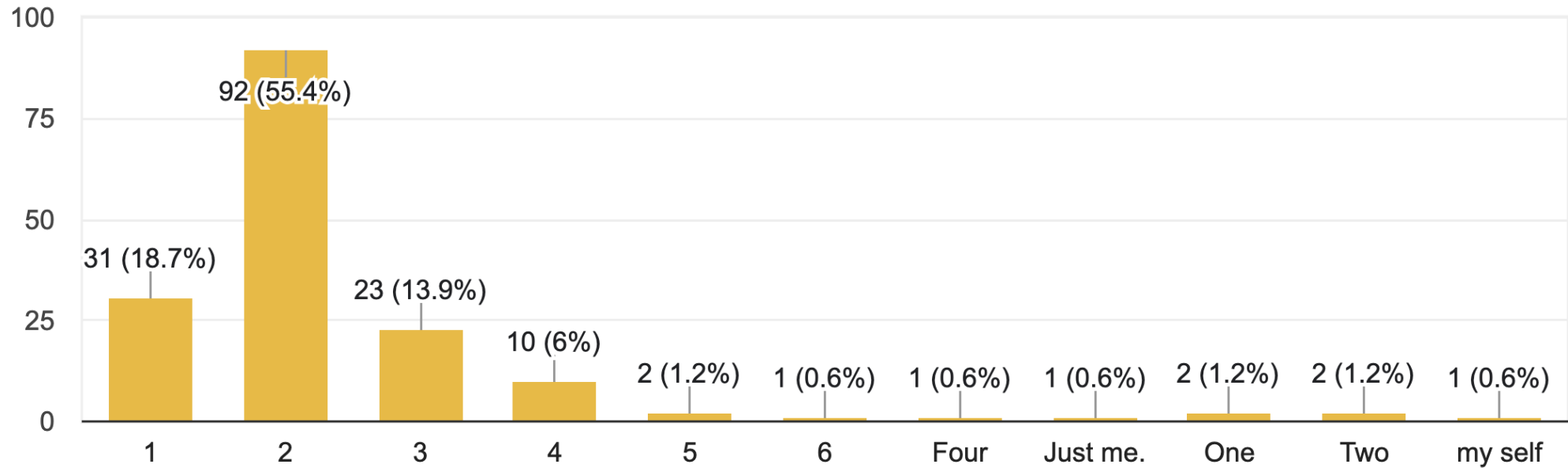




Energize Thurston Home Energy & Electrification Survey Results

How many people in your household, including yourself?

166 responses

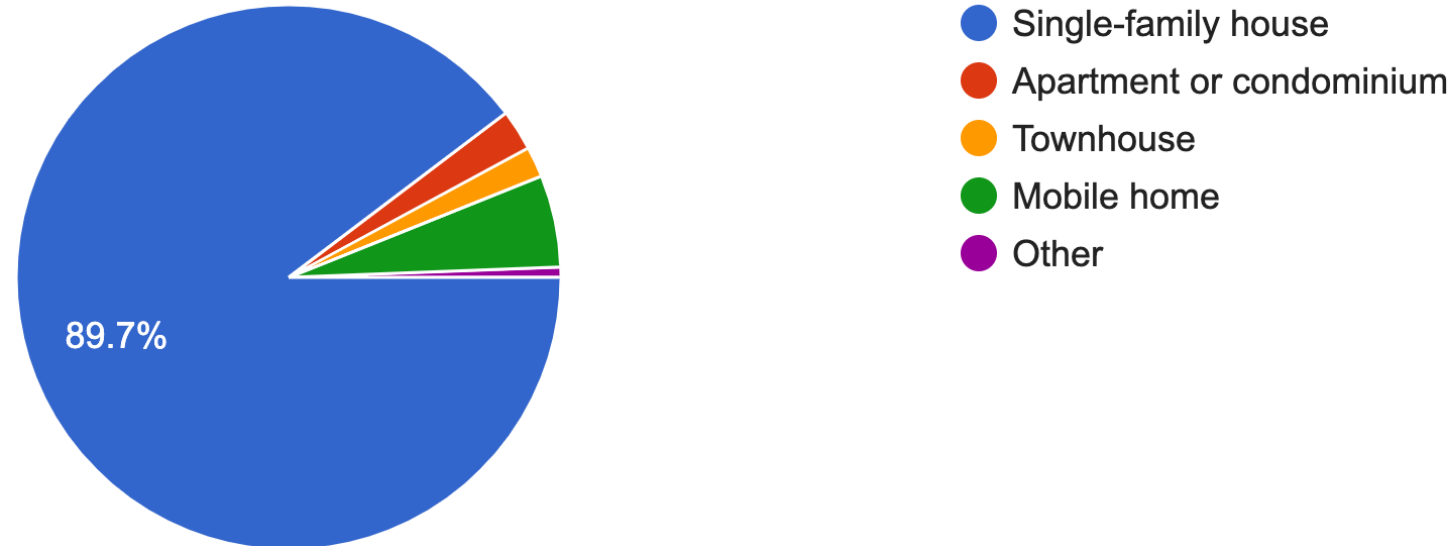




Energize Thurston Home Energy & Electrification Survey Results

What type of housing do you currently reside in?

165 responses

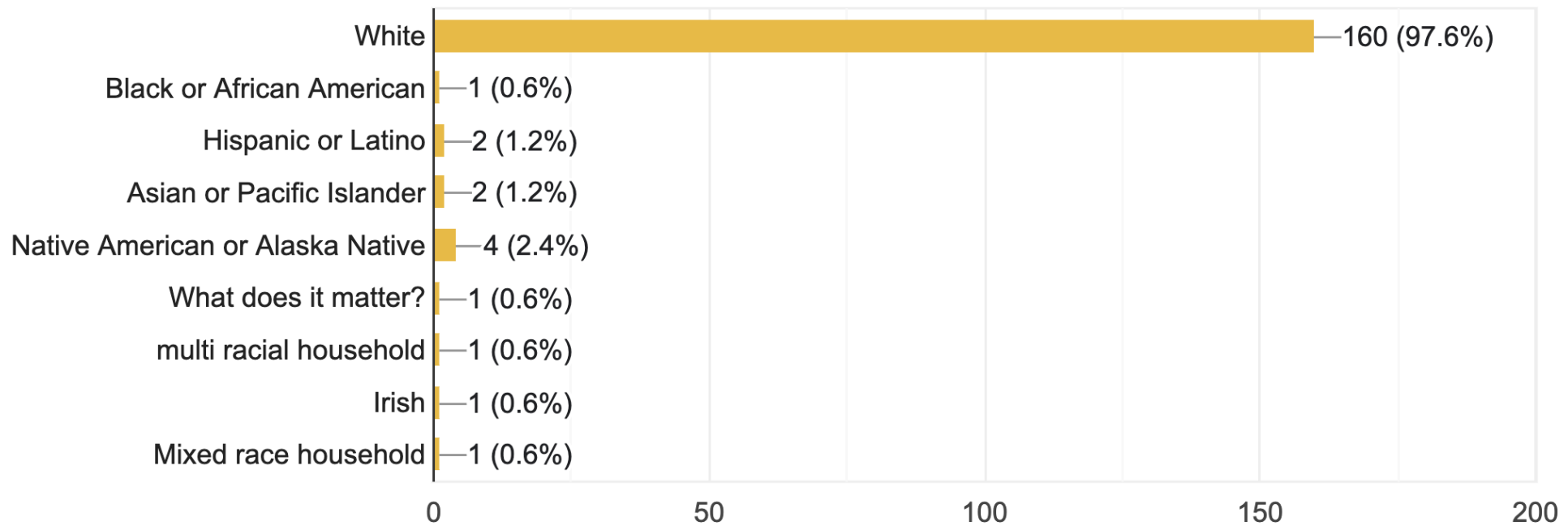




Energize Thurston Home Energy & Electrification Survey Results

What is your ethnicity or race?

164 responses

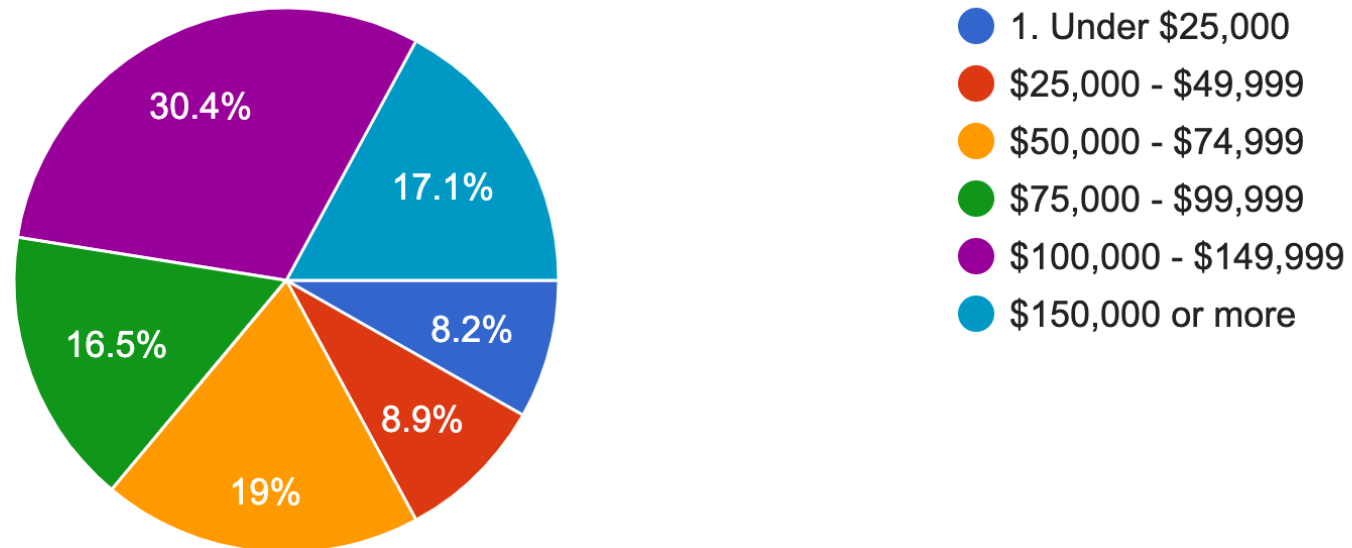




Energize Thurston Home Energy & Electrification Survey Results

What is your approximate household income?

158 responses



For More Information

Contact us:

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