

WHAT  
*do your*  
residential customers  
*think about*  
electrification?

Insights from the E Source 2024 Residential Electrification Survey

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# E Source Residential Electrification Survey



In April 2024, E Source conducted the 2024 Residential Electrification Survey to learn more about:



Customer perceptions of electrification technologies



Their readiness for these products



The kind of equipment they currently have in their homes

Survey methodology

Sample size:  
10,092 respondents

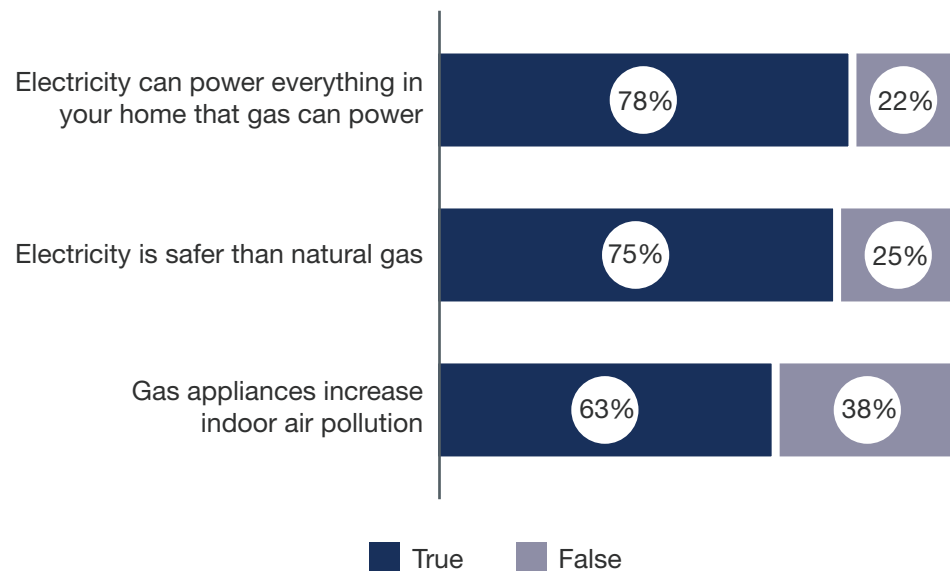
90% in the US

10% in Canada

Homeowners only

# Customers' perceptions about electricity and natural gas are changing

How much do customers agree with these qualities of electricity and gas?



Respondents agree that gas appliances increase indoor air pollution: 51% said so in 2021 and 63% agreed in 2024.

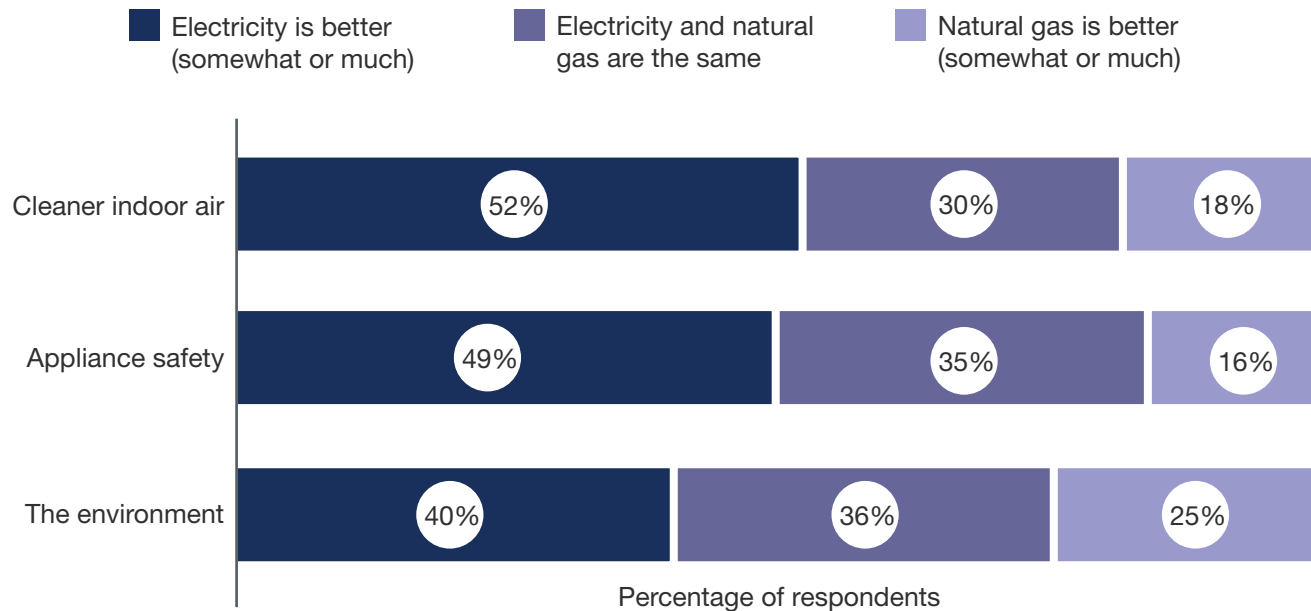
Most respondents also believe electricity is safer than natural gas overall (75%) and that electricity can power everything in the home that natural gas can (78%).

© E Source (2024 Residential Electrification Survey). **Base:** All respondents (n = 10,092). **Question S2\_2:** Please indicate whether you believe the following statements are true or false. **Notes:** Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data. Percentages may not add to 100 due to rounding.

# Electricity is seen as better in some ways

Respondents tend to think that electricity is a cleaner, safer fuel source for the health of people and the environment.

## Opinions of electricity versus natural gas



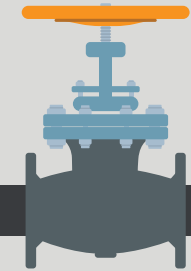
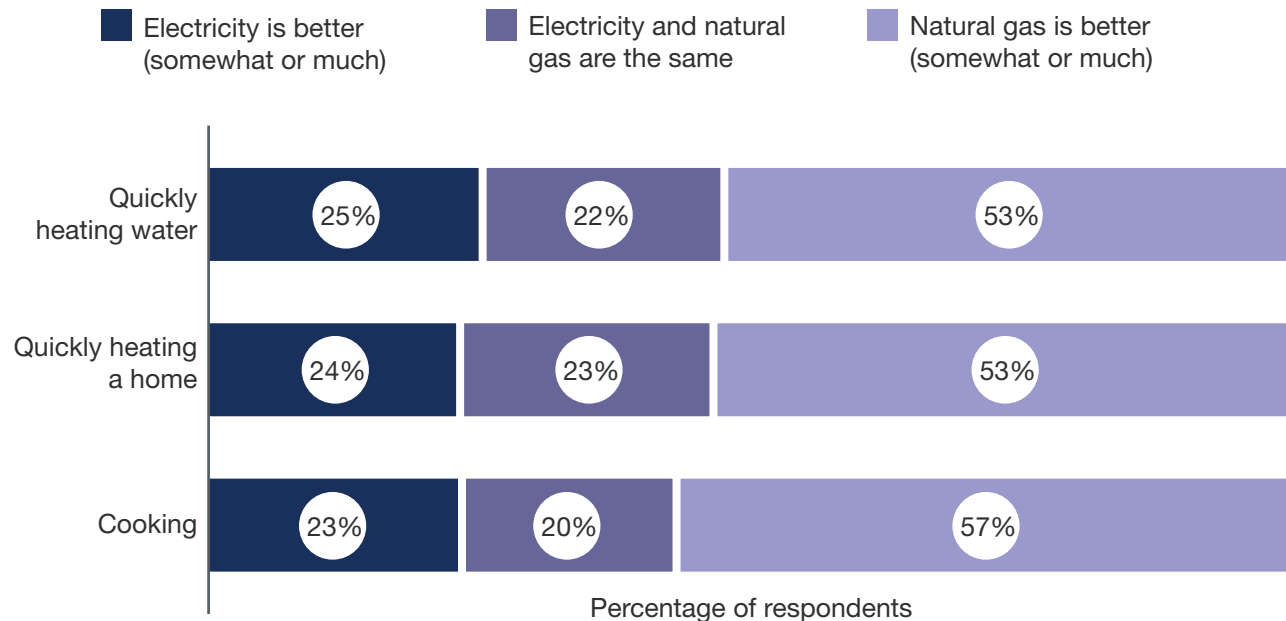
Natural gas bans around the US may be one of the reasons why these opinions are changing.

© E Source (2024 Residential Electrification Survey). **Base:** All respondents (n = 10,092). **Question S2\_2:** Considering electricity and natural gas, please choose the energy source you believe is better for each of the following. **Notes:** Some response categories are grouped as noted in the legend. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data. Percentages may not add to 100 due to rounding.

# Gas is seen as better in other ways

Respondents think gas is a more effective fuel source for heating and cooking.

## Opinions of electricity versus natural gas



As the concept of an intentionally all-electric home is relatively new (and as gas bans are just arriving in local policy), it's notable that in 2024 about 22% of respondents agreed that they would support legislation banning or phasing out the use of natural gas. And another 26% were neutral. But 53% are still not in favor of such bans.

© E Source (2024 Residential Electrification Survey). **Base:** All respondents (n = 10,092). **Question S2\_2:** Considering electricity and natural gas, please choose the energy source you believe is better for each of the following. **Notes:** Some response categories are grouped as noted in the legend. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data. Percentages may not add to 100 due to rounding.

# Customers still like to use gas-powered equipment, but there's still an opportunity to electrify

About half of respondents said they have gas-powered water heaters and gas-powered heating equipment in their home.

And around 70% of respondents who said they have gas-powered water heaters or home heating equipment said that gas is their preferred fuel source for that equipment.

Of those who have:

gas water heaters

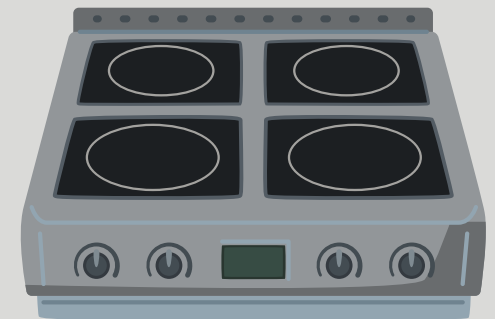


heating equipment

70%

72%

prefer gas



Some customers are still interested in electrifying. About 36% of customers said they would prefer a home with only electric appliances when choosing their next residence. And 27% said they're interested in taking steps to electrify all their appliances.

# Understand customer motivations and barriers to installing electrification technologies

Top considerations when choosing a new technology:



Cost



To reduce monthly utility bill



Reliability



Functionality

Top barriers when deciding whether to install a new technology:



Satisfied with current technology



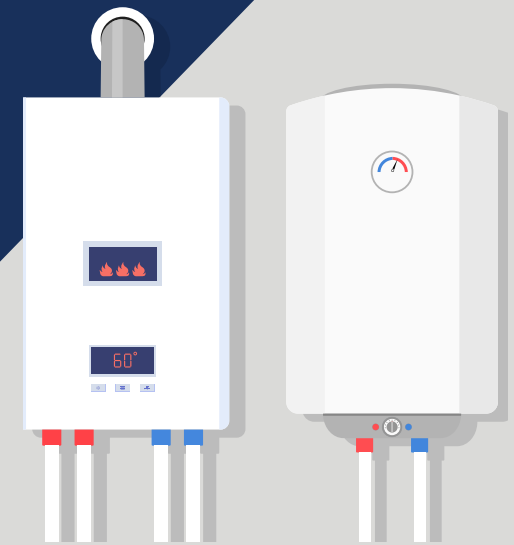
Concerned about expense



Need more information



Don't want to deal with hassle of changing



## 76%

agreed that switching the fuel source of appliances in their home would be costly

## 59%

were concerned about how moving from natural gas to electric will impact their bills

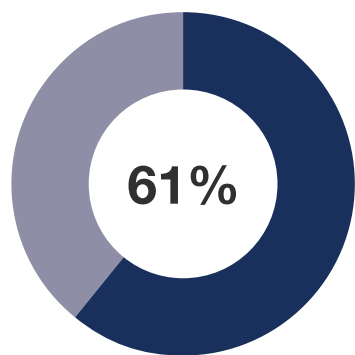
© E Source (2024 Residential Electrification Survey). **Base:** All respondents (n = 10,092). **Question S3\_14:** Please rate your agreement with the following statements. Switching the fuel source of appliances in my home would be costly. As more people move from natural gas to electricity, I'm concerned about how this will impact my utility bills. **Base:** Respondents who say they own each piece of equipment; n varies. **S2\_6:** What fuel source is currently used to power the following equipment in your primary residence? If you own more than one of the items listed below, please consider the primary one or the one you use most frequently when choosing the fuel source for each item.



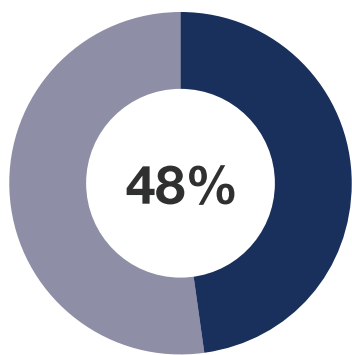
# Make it easy for customers to find and install electrification technologies

Around 30% of respondents said they expect to buy the three technologies we asked about whenever their existing equipment needs replacement.

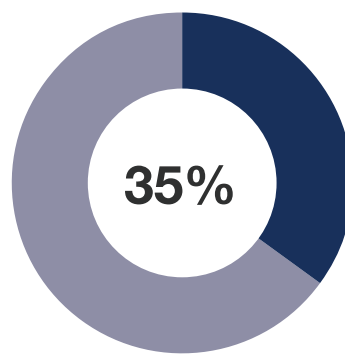
When replacing a broken appliance that's causing damage or hindering daily life, respondents most often chose these considerations as the most important:



Cost



Equipment reliability and quality



Speed of replacement

© E Source (2024 Residential Electrification Survey). **Base:** All respondents (n = 10,092). **Question S3\_13aNEW:** When an appliance breaks in your home and needs to be replaced because it's causing damage to your home or hindering your daily life, which of the following are most important in replacing the appliance? Choose up to three options. **S3\_11:** If you needed to buy or replace an appliance in your primary residence, where would you go to get information about that new appliance? Please choose all that apply. **Note:** Respondents were allowed to select more than one option.



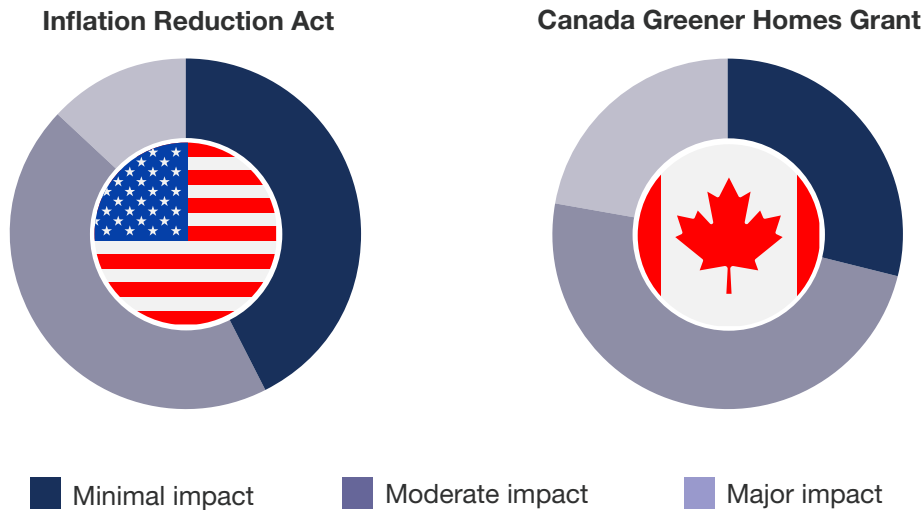
or



When asked where they look for information about new appliances, respondents' top sources were the internet (54%) or in stores (49%), like home improvement or local hardware stores.

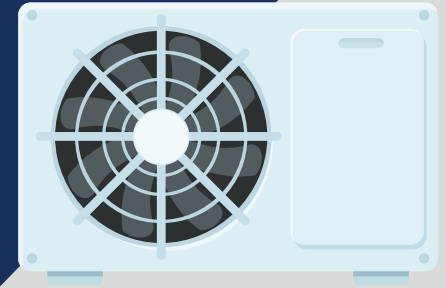
# Incentives could accelerate electrification

How much of an impact would these types of tax credits or deductions have on customers' decisions to implement an energy efficiency project?



Legislation like the US Inflation Reduction Act and the Canada Greener Homes Grant can drive more electrification through higher incentives.

# Customers are familiar with electrification technologies



Many respondents are familiar with electrification technologies.

About one-third of respondents are moderately or extremely familiar with:



Electric induction cooktops  
**38%**



Heat pumps for home heating and cooling  
**36%**



Heat pump water heaters  
**29%**

Adoption of electrification technologies in customers' homes is low but has increased over the past three years.

Those who already have these electrification technologies in their homes rate them positively. Respondents rate the three technologies highly in terms of:



Ease of use



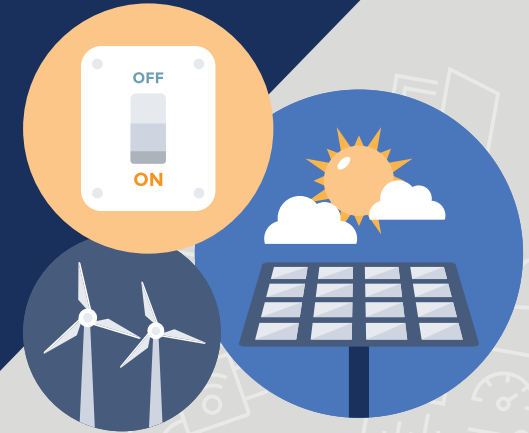
Safety



Reliability

© E Source (2024 Residential Electrification Survey). **Base:** All respondents (n = 10,092). **Question S2\_4bNEW:** How familiar are you with the following technologies and appliances? **Notes:** Respondents used a 5-point scale of not at all familiar (1) to extremely familiar (5). Percentages include the top two scale points (moderately or extremely familiar).

# Customers are familiar with some energy terms



Respondents are **most familiar** with terms like:

- Energy efficiency**
- Renewable energy**
- Clean energy**
- All-electric home**
- Green energy**



And they're **less familiar** with:

- Beneficial electrification**
- Fuel-switching**
- Demand response**
- Load management**



# Respondents have positive perceptions of energy terms they're familiar with



**Customers tend to have positive perceptions of terms they're more familiar with.**

Notably, respondents' positive perceptions and familiarity with “all-electric homes” increased from 2021 to 2024.



**Very few respondents had negative perceptions about energy or electrification terms.**

If they didn't have a positive perception, their opinion was most likely neutral or they didn't know enough to have an opinion.

# How to market and increase adoption of electrification technologies



**Educate.** Use marketing campaigns to increase customer familiarity with electrification terms, technologies, use cases, and benefits. Include terms that customers understand and like.



**Market.** Partner with stores and trade allies to market to customers where they're likely to look for information—internet searches and in stores.



**Target.** Target customers when they need to replace an old appliance.



**Gather feedback.** Use customer testimonials and demonstrations of these products in your promotional materials.



**Messaging.** Focus on customers' purchase motivators and talk about the safety, reliability, and functionality of electrification technologies.



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