

VIRGINIA ENERGY SENSE HOME ENERGY CONSERVATION SURVEY

Virginia Energy Sense (VES), a program of the State Corporation Commission, conducted an online quantitative survey of 800 Virginians in September 2020 to track changes in public attitudes toward energy conservation and understand the performance of VES' ongoing initiatives in the state. The survey was conducted by the polling firm Penn Schoen Berland (PSB) using a representative sample of the entire state of Virginia, both geographically and demographically.

METHODOLOGY

ALL	Central VA	Hampton Roads	Northern VA	Shenandoah Valley	Southern/Southwest VA
800	128	128	316	94	134
+/- 3.46%	+/- 8.66%	+/- 8.66%	+/- 5.51%	+/- 10.11%	+/- 8.47%

KEY TAKEAWAYS

Energy Saving Behavior during the COVID-19 Pandemic

At least 92% of Virginians have already taken steps to be energy efficient prior to the pandemic



During the COVID-19 pandemic:



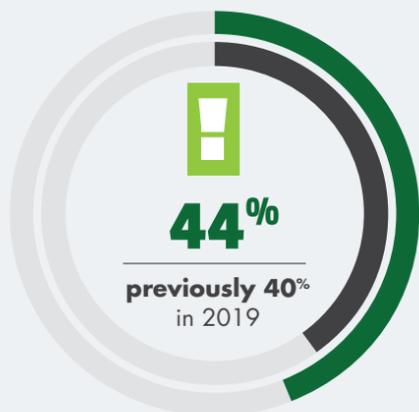
47% of respondents said they are using more energy at home compared to 6% who said they are using less energy



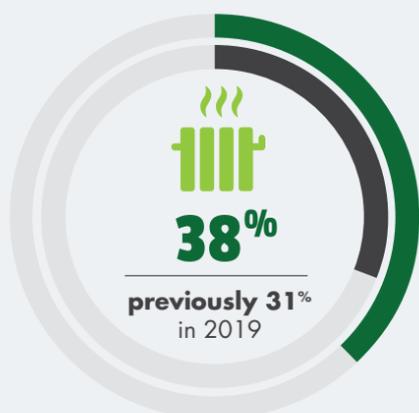
49% of respondents have become more conscious of their energy use compared to 48% who have remained the same

Virginians' Likelihood to be Energy Efficient

Overall, Virginians' likelihood to become more energy efficient decreased from **30% in 2019 to 25% in 2020**, but that is due in part to an increasing number of Virginians taking steps to be energy efficient



turned off the lights



adjusted heat or AC when not at home



switched to LEDs

Saving Energy is Key to Helping the Environment



of respondents noted cutting their home electricity usage is the most important way to reduce their environmental footprint

The Intersection of Being Energy Efficient and Comfortable



About 4 in 5 Virginians (81%) say it's possible to be energy efficient while also maintaining their current level of comfort in their home

Virginians Like DIY Energy Efficiency Upgrades



Over 50% of respondents were more likely to do simple, DIY home energy efficiency tips like adjusting the thermostat, switching to LEDs and turning off unused devices instead of expensive upgrades