

# 2023 CONSUMER ENERGY CONSERVATION SURVEY RESULTS

Virginia Energy Sense, a statewide consumer education and outreach program, conducted an online quantitative survey of 1,203 Virginians in October 2023. The survey measured the public’s perspectives about energy conservation, gauging interest in energy-saving steps and renewable energy incentives and assessing the impact of rising energy costs.



## FINDINGS SUMMARY

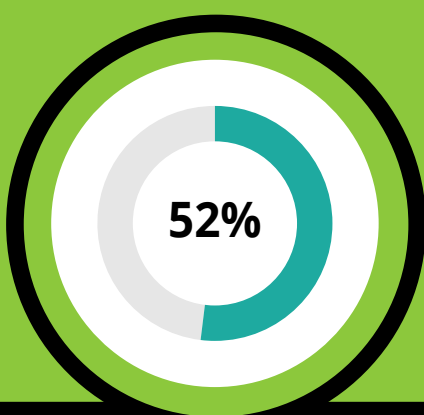
- **Impact of inflation:** For the second year in a row, about 3 in 4 Virginia electricity consumers say their electric bill has increased in the last year, with most of those consumers reporting an increase of 10%–25%.
- **Willingness to take action:** Consumers want to take steps to cut their electric bills, with most willing to spend **\$100 or more** on improvements that save money in the long term.
- **Stronger financial motivation:** Because of recent inflation, money-saving is an even stronger motivator than in the past. **80%** now say that saving money on their electric bills is a “very important” reason to save energy, up from 75% in 2022.



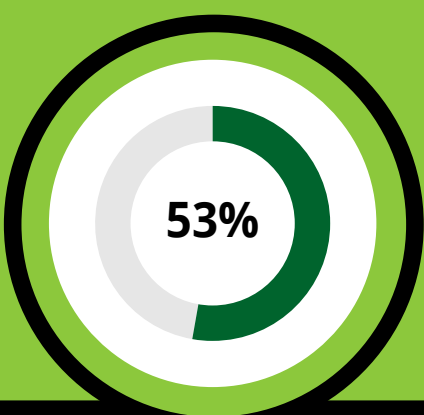
### Implications

In inflationary times, the best ways to drive energy conservation are citing “everyday” examples of saving money — such as buying LED lightbulbs, changing air filters, caulking, sealing cracks, and adjusting the water heater — and providing information about subsidies, credits, and rebates.

## CONSUMER CHARACTERISTICS



More than half of the state’s electricity consumers (52%) live in one- or two-person households.



More than half of Virginians surveyed (53%) use Dominion Energy as their provider. Another 14% use Appalachian Power. The other dozen utility companies in Virginia collectively serve the remaining 33% of customers.

## KEY TAKEAWAYS

As shown in surveys conducted since 2021, Virginians want to learn more and are already taking steps to be more energy-efficient.



Almost 8 out of 10 electricity consumers (77%) are interested in learning more about steps they could take to reduce electricity use.

Turning off lights and installing LED lightbulbs are the most common energy-saving actions consumers are already taking.

**50%**

turn off lights when they leave the room.

**39%**

have installed LED lightbulbs.

**36%**

have switched to more energy-efficient lightbulbs.

**36%**

set the thermostat higher in summer and/or lower in winter.

Saving money is still a key motivator for Virginians.



**80%** of consumers say saving money on their electric bill is a very important reason to save energy. **74%** say saving money over the long run is a very important reason, and **63%** say the same about it being the easiest way to cut rising household costs.



**57%** of consumers indicate benefits to the environment as a very important reason to save energy.

Most consumers are willing to spend at least \$100 upfront to save money on electricity over time.



**21%** are willing to spend less than \$100.



**41%** are willing to spend \$100–\$500.



**16%** are willing to spend more than \$500.

In the short term, consumers are less likely to take certain steps — possibly because they view them as too expensive or not worth the effort.

**61%** are somewhat or very unlikely to pay to get a professional home energy audit in the next few months.



**39%** are somewhat or very unlikely to replace old appliances with new, more energy-efficient appliances in the next few months.



**34%** are somewhat or very unlikely to install a programmable thermostat to control heating or cooling by time of day in the next few months.



Although awareness of incentives for renewable energy is limited, some consumers want to learn more.



**72%** of consumers are not familiar with the Inflation Reduction Act’s incentives for household renewable energy use, but half (51%) would be interested in learning more about them.



**44%** are interested in learning specifically about solar power and incentives for installing solar panels.



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