

# Grand Vision Energy Network

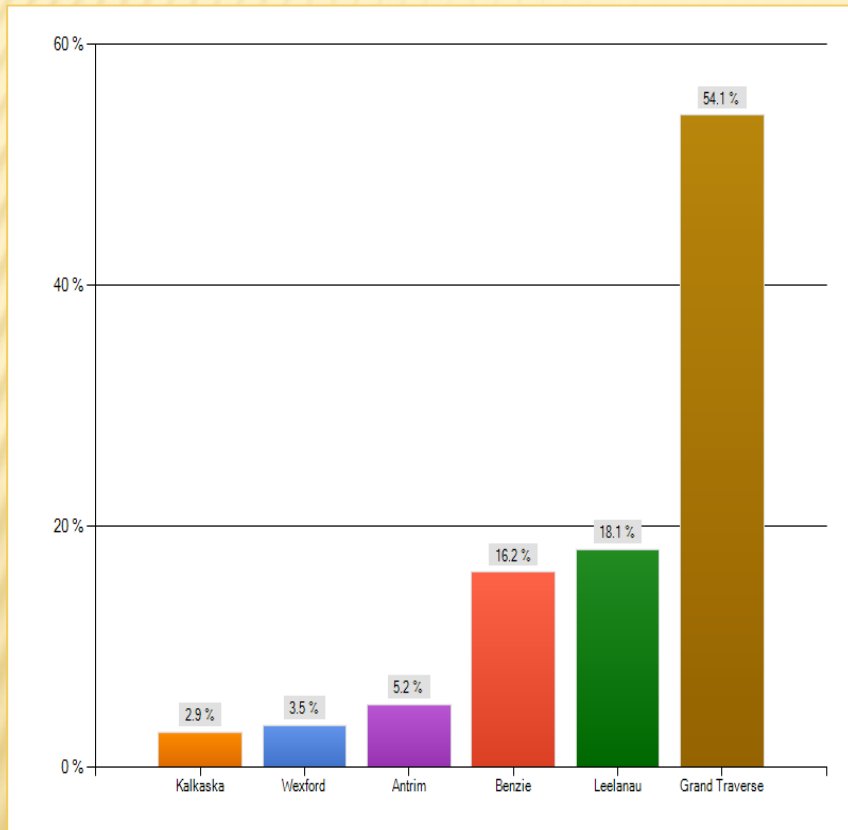
## Survey Results



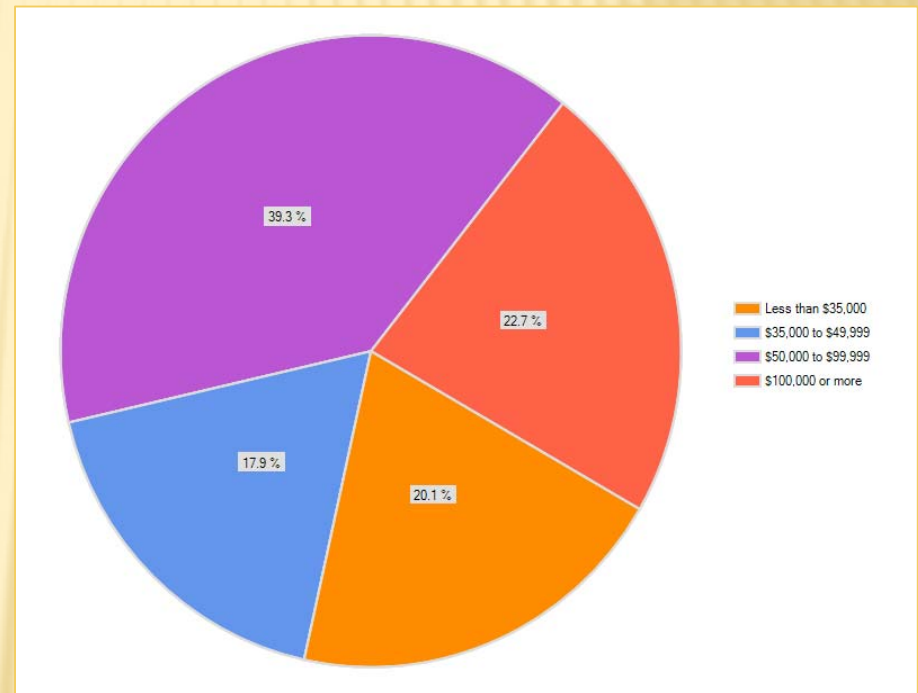
Julie Tarr, Northsky Nonprofit Network

January 1, 2013

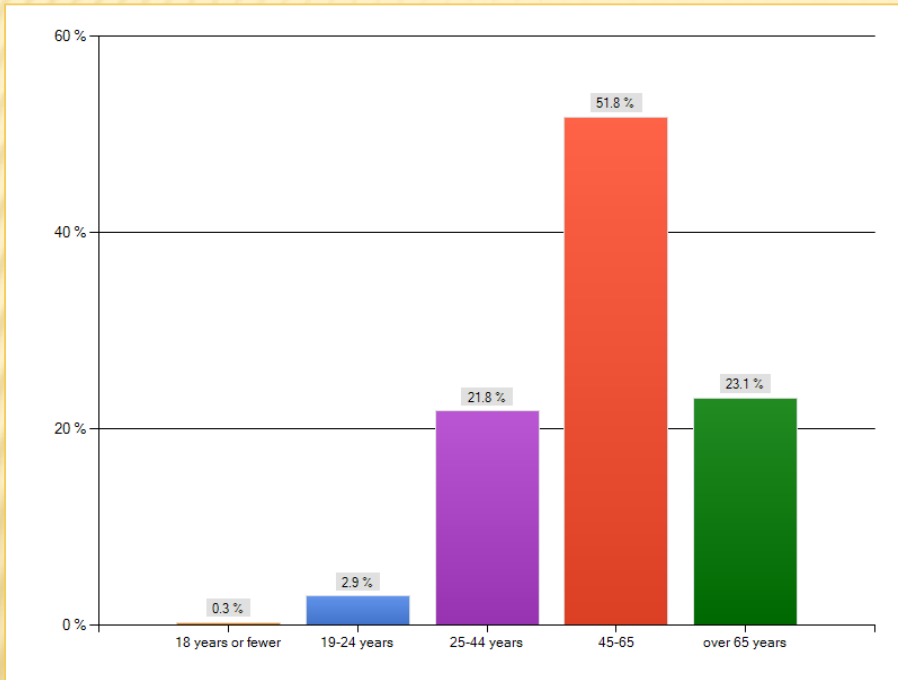
## COUNTY OF RESIDENCE



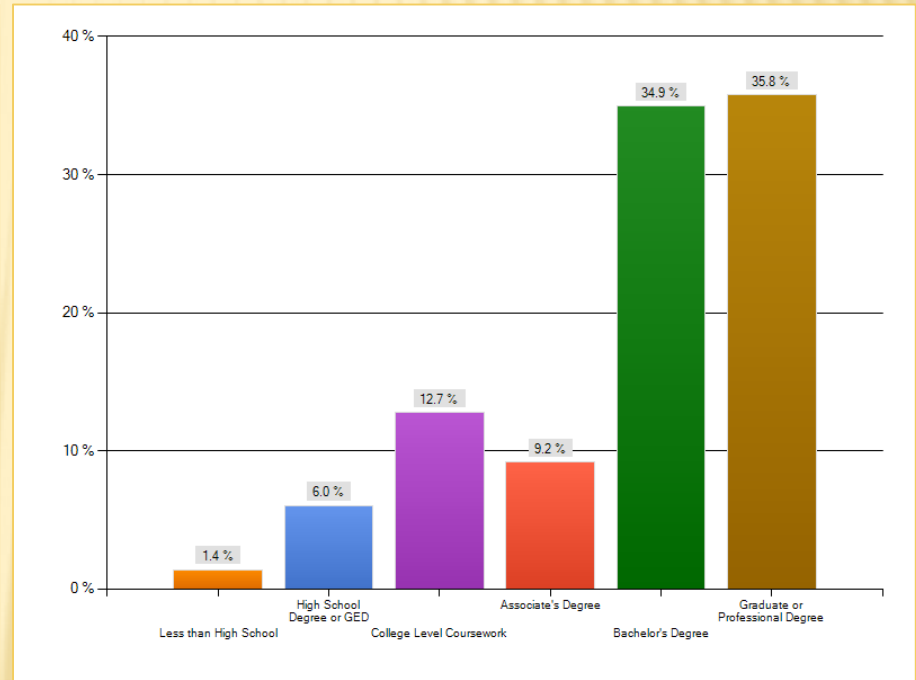
## HOUSEHOLD INCOME



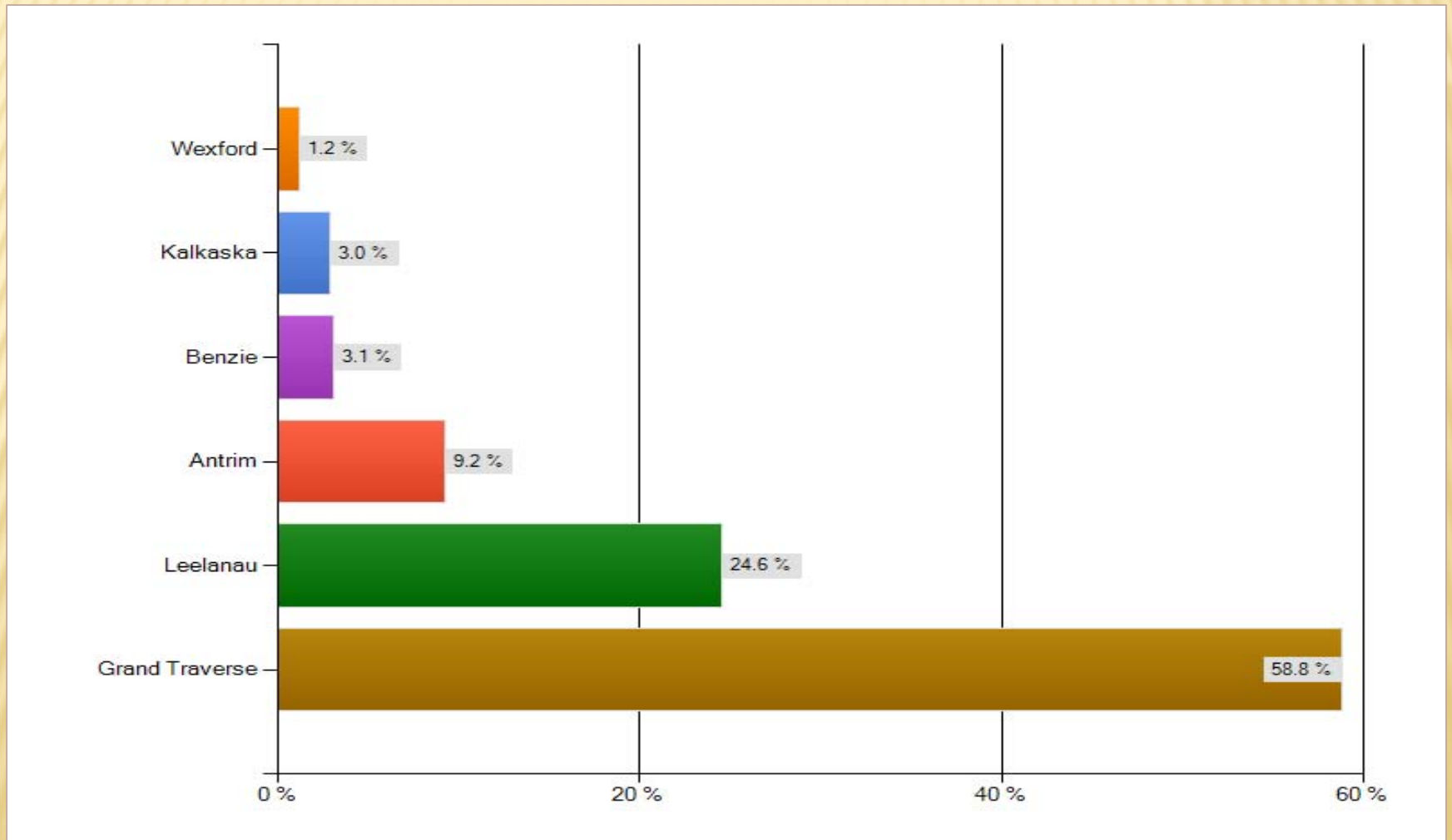
## AGE OF RESPONDENT



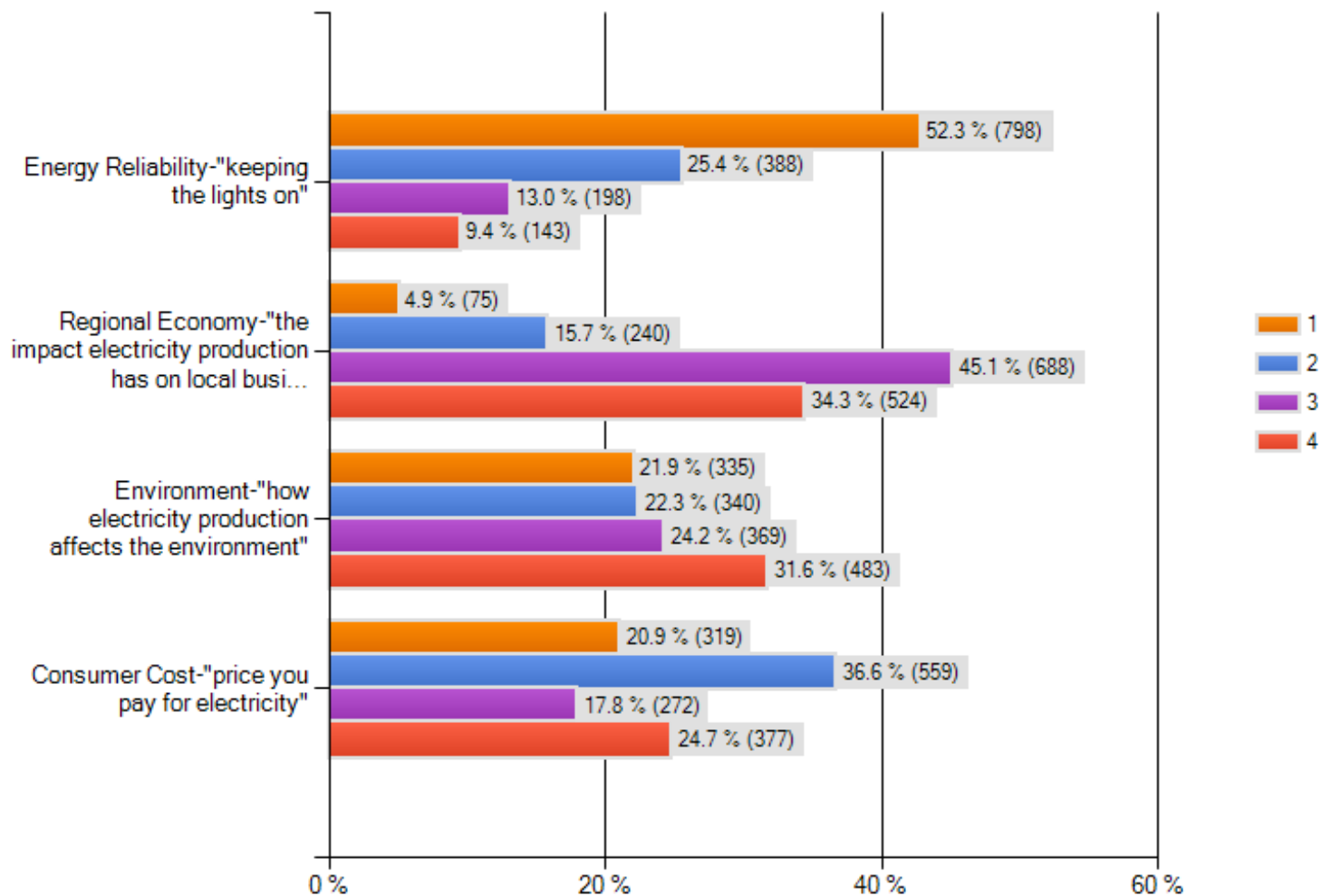
## EDUCATION LEVEL



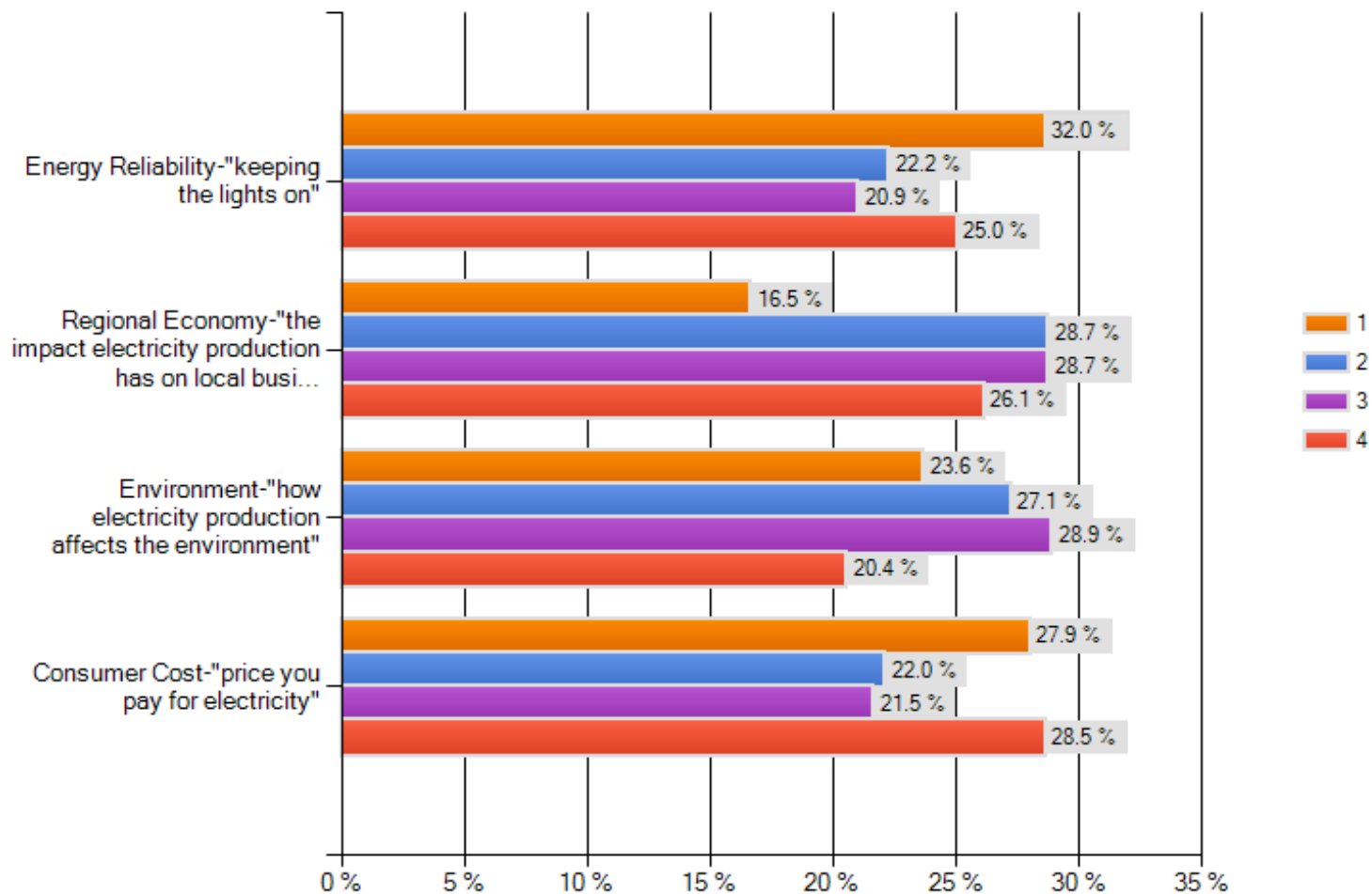
## HIGH SCHOOL RESPONDENT: COUNTY OF RESIDENCE



**When thinking about electricity for your home or business how important is each of the following four factors to you? Please rank them in order of importance with 1 being most important and 4 being least important.**



When thinking about electricity for your home or business how important is each of the following four factors to you? Please rank them in order of importance with 1 being most important and 4 being least important.





## Rating Average

Energy Reliability-"keeping the lights on"

1.79

Consumer Cost-"price you pay for electricity"

2.46

Environment-"how electricity production affects the environment"

2.65

Regional Economy-"the impact electricity production has on local businesses and jobs"

3.09

	Rating Average
Regional Economy-"the impact electricity production has on local businesses and jobs"	2.36
Consumer Cost-"price you pay for electricity"	2.49
Environment-"how electricity production affects the environment"	2.54
Energy Reliability-"keeping the lights on"	2.61

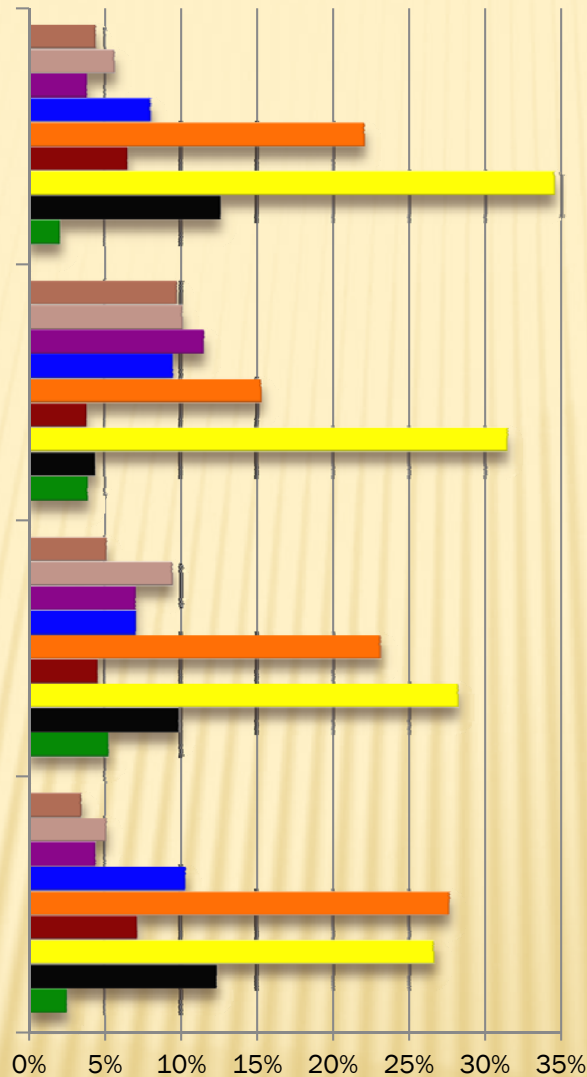


Regional Economy-"the impact electricity production has on local businesses and jobs"

Environment-"how electricity production affects the environment"

Consumer Cost-"price you pay for electricity"

Energy Reliability-"keeping the lights on"



Solar Farm

Onshore Wind Farm

Offshore Wind Farm

Nuclear

Natural Gas

Home Generation

Efficiency/Conservation

Coal

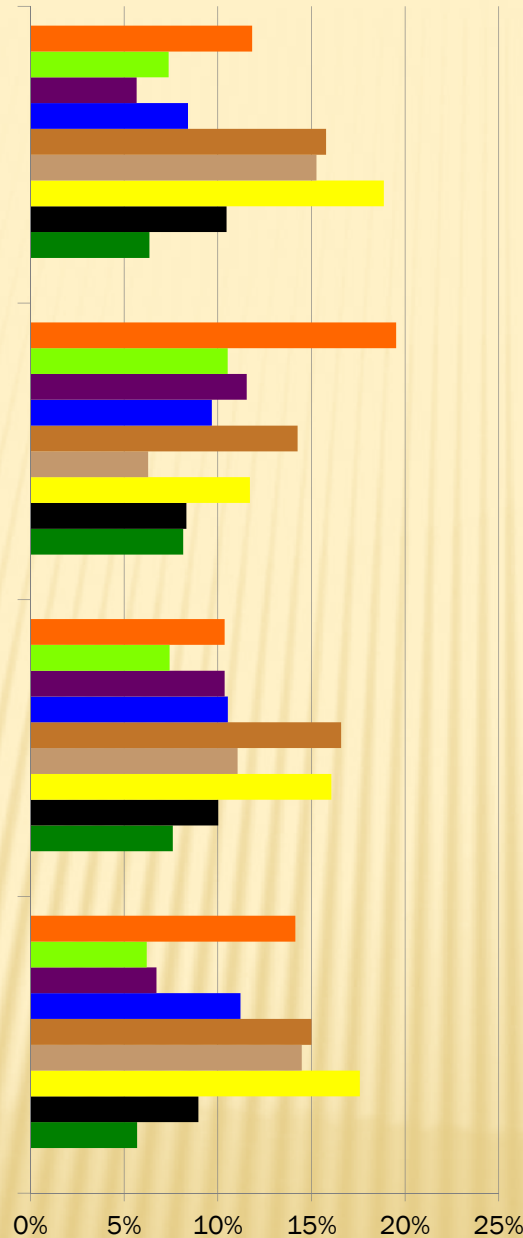
Biomass

Consumer Cost-"price you pay for electricity"

Environment-"how electricity production affects the environment"

Regional Economy-"the impact electricity production has on local businesses and jobs"

Energy Reliability-"keeping the lights on"



Solar Farm

Onshore Wind Farm

Offshore Wind Farm

Nuclear

Natural Gas

Home Generation

Efficiency/Conservation

Coal

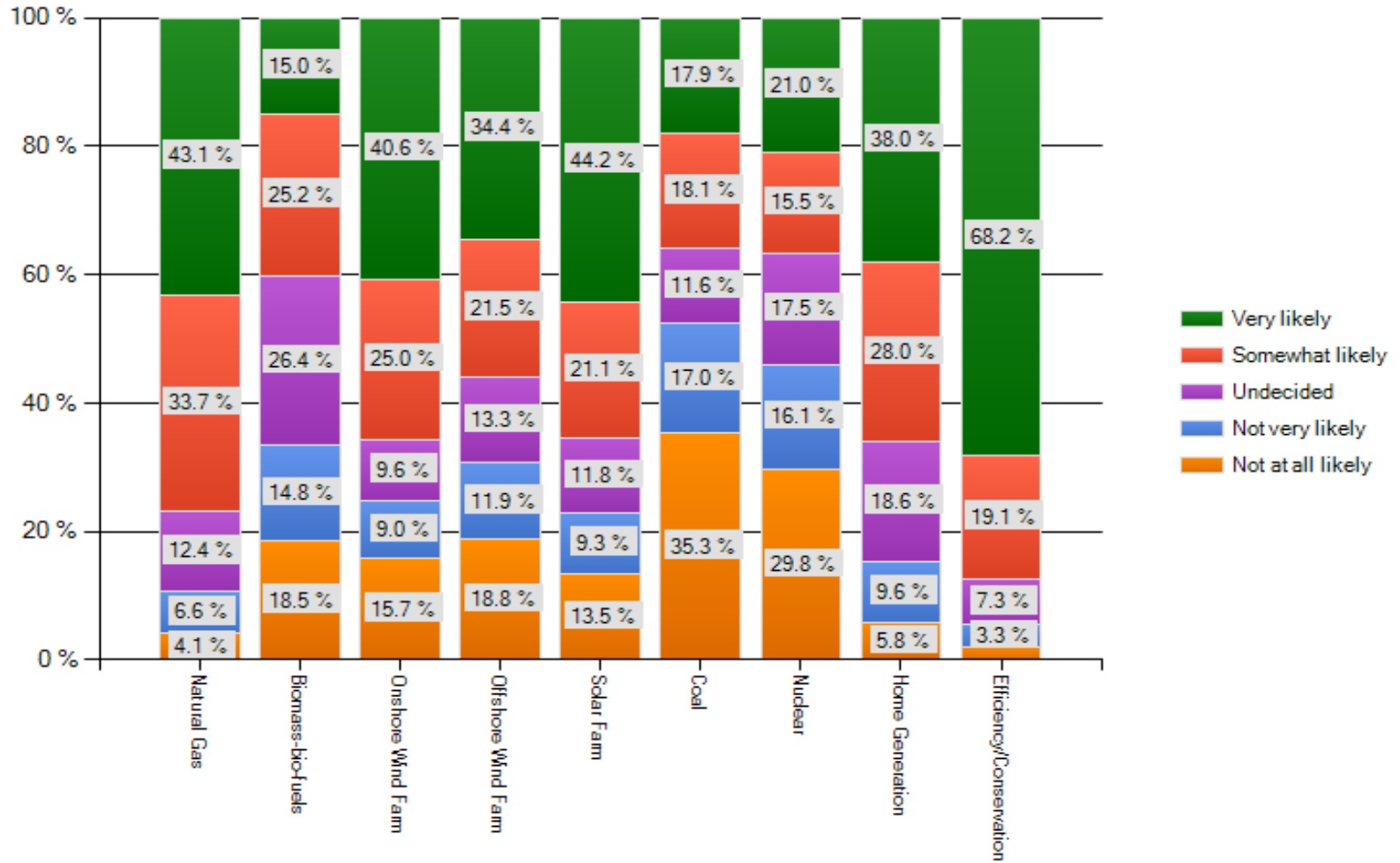
Biomass

	First Choice	Second Choice	Third Choice
Regional Economy-"the impact electricity production has on local businesses and jobs"	Efficiency/Conservation-34.6%	Natural Gas-24.2%	Onshore Wind-15.7%
Environment-"how electricity production affects the environment"	Efficiency/Conservation-31.5%	Onshore Wind-22.4%	Solar Farm-21.1%
Consumer Cost-"price you pay for electricity"	Efficiency/Conservation-28.3%	Natural Gas-20.8%	Onshore Wind-15.3%
Energy Reliability-"keeping the lights on"	Natural Gas-27.7%	Natural Gas-24%	Natural Gas-15%

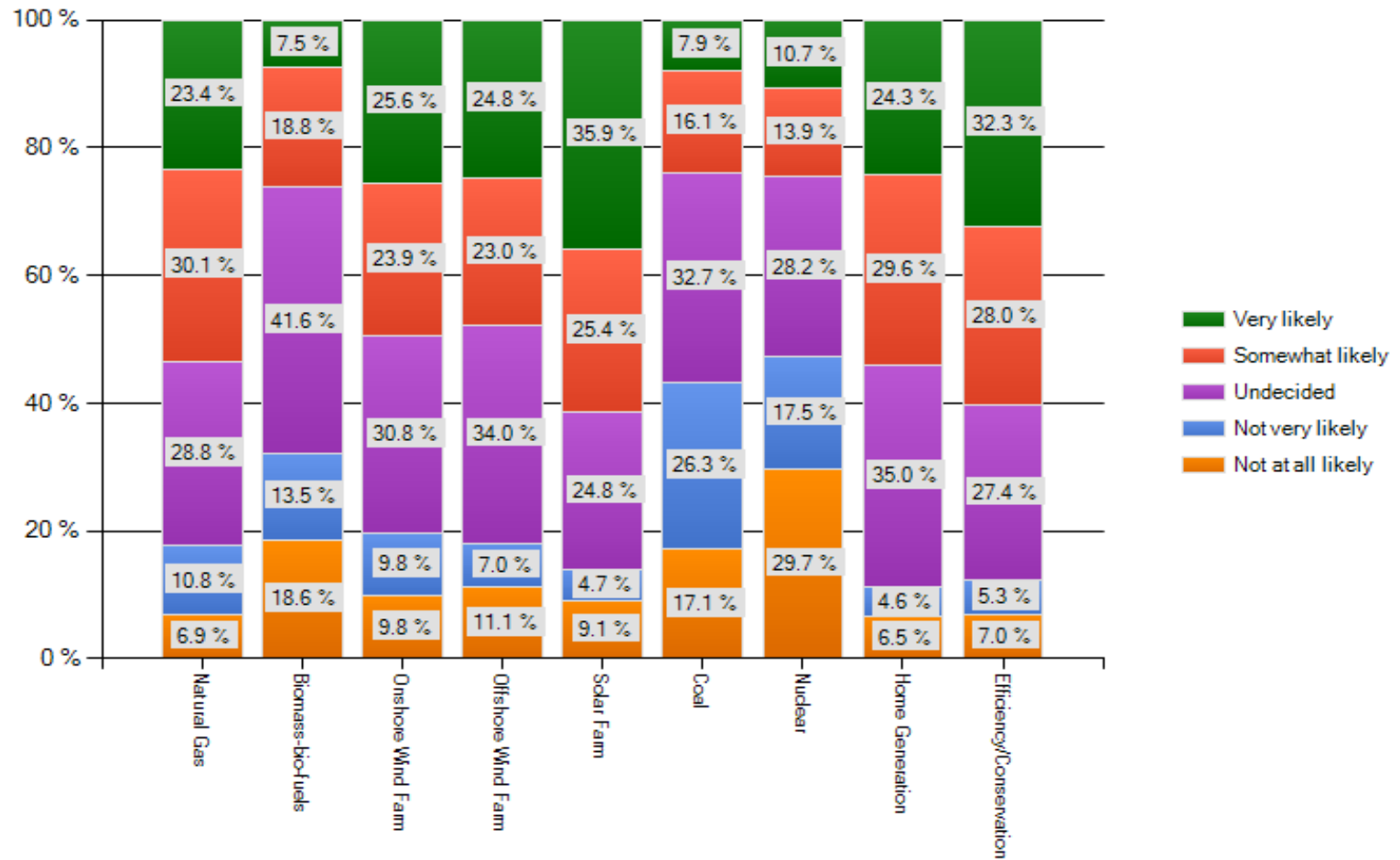
	First Choice	Second Choice	Third Choice
Regional Economy-"the impact electricity production has on local businesses and jobs"	Natural Gas 16.6%	Natural Gas 13.6%	Natural Gas 13.8%
Environment-"how electricity production affects the environment"	Solar Farm 19.5%	Onshore Wind 17.9%	Offshore Wind & Solar Farm 15.1%
Consumer Cost-"price you pay for electricity"	Efficiency/Conservation 18.9%	Natural Gas 17.5%	Solar Farm 14.1%
Energy Reliability-"keeping the lights on"	Energy Conservation 17.6%	Home Generation 16.2%	Natural Gas 13.1%



## How likely would you be to support the following energy options in your region?

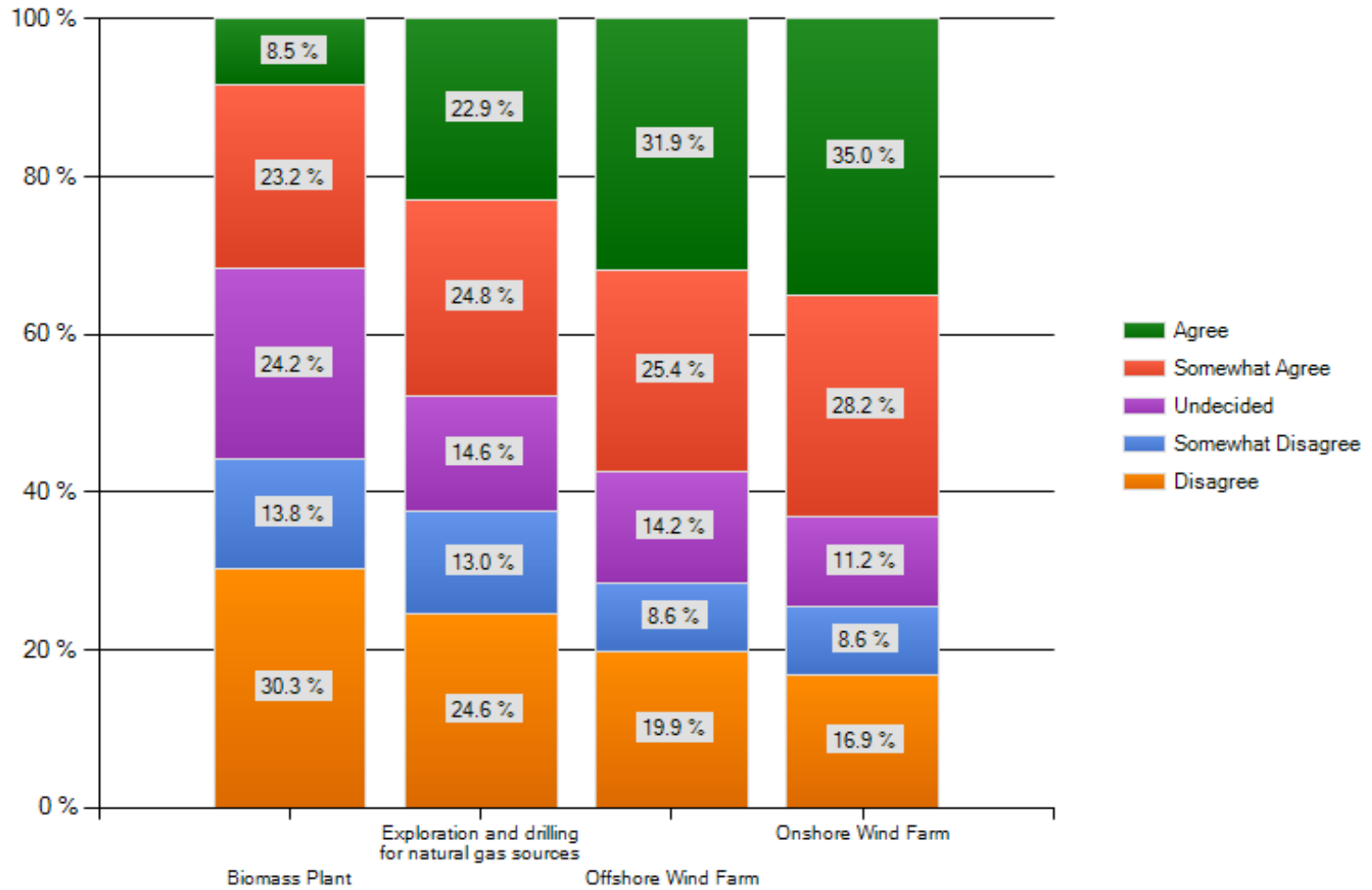


### How likely would you be to support the following energy options in your region?

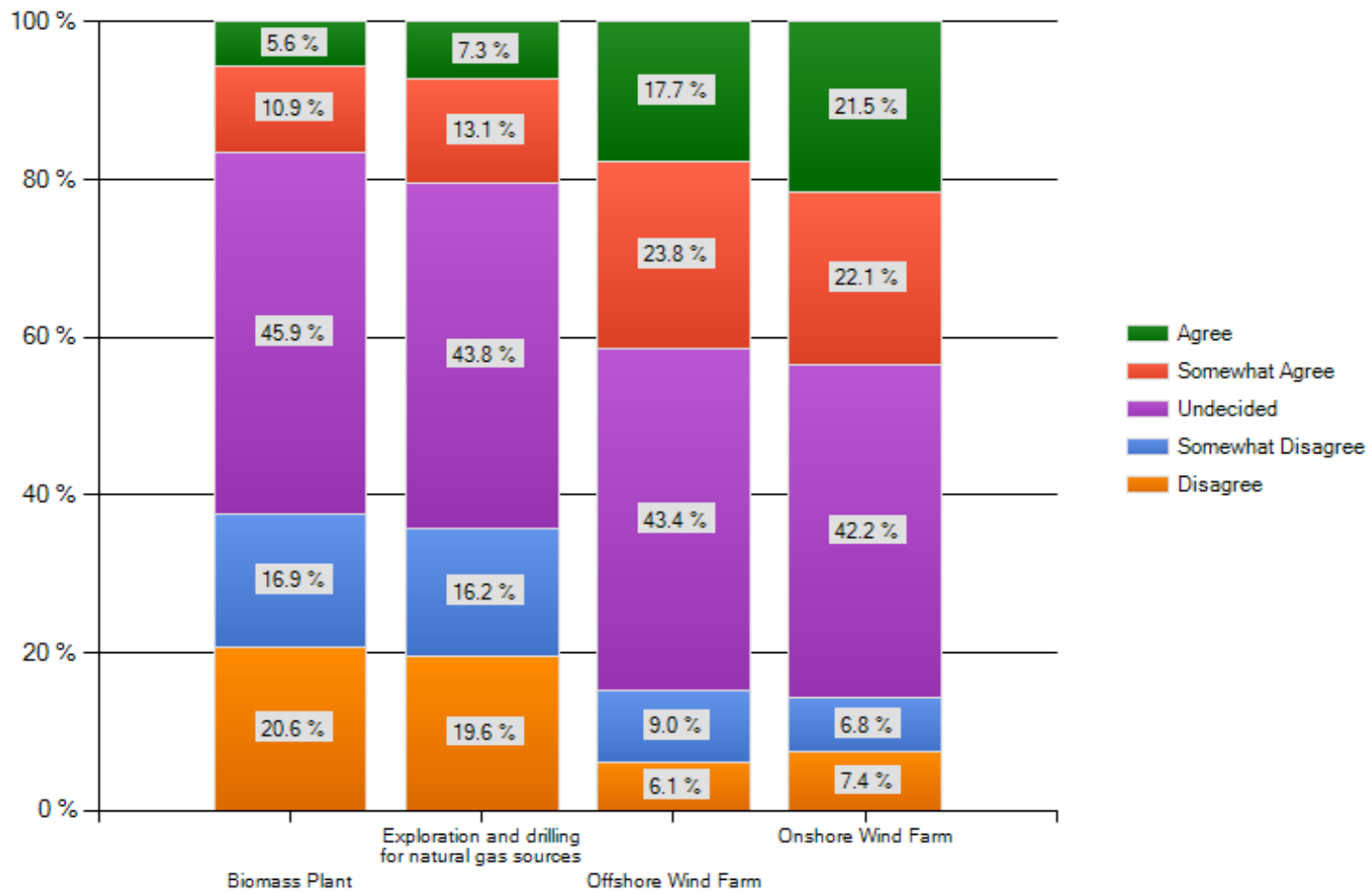




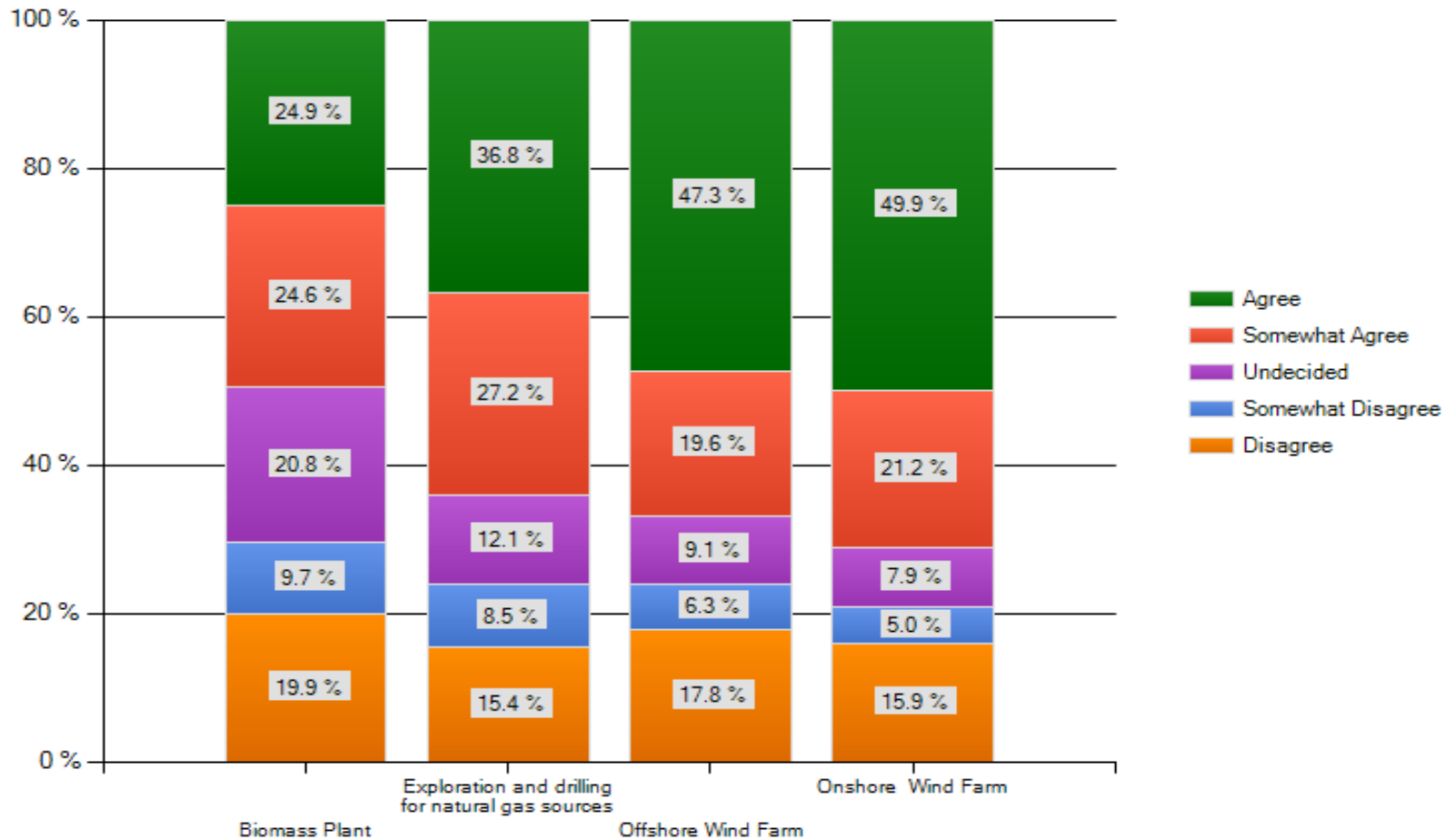
**I would support the following regional energy options, even if there may be an environmental impact.**



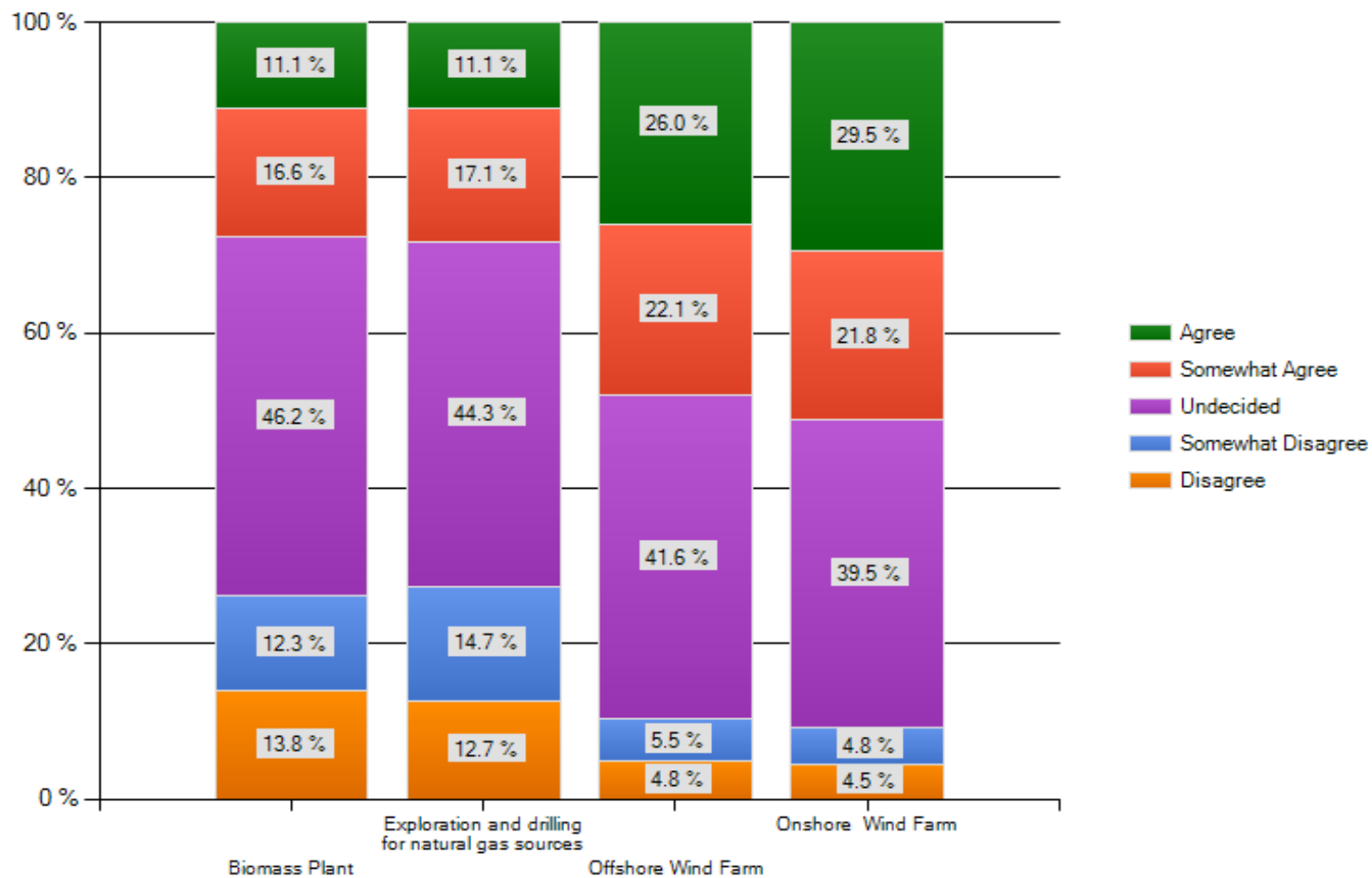
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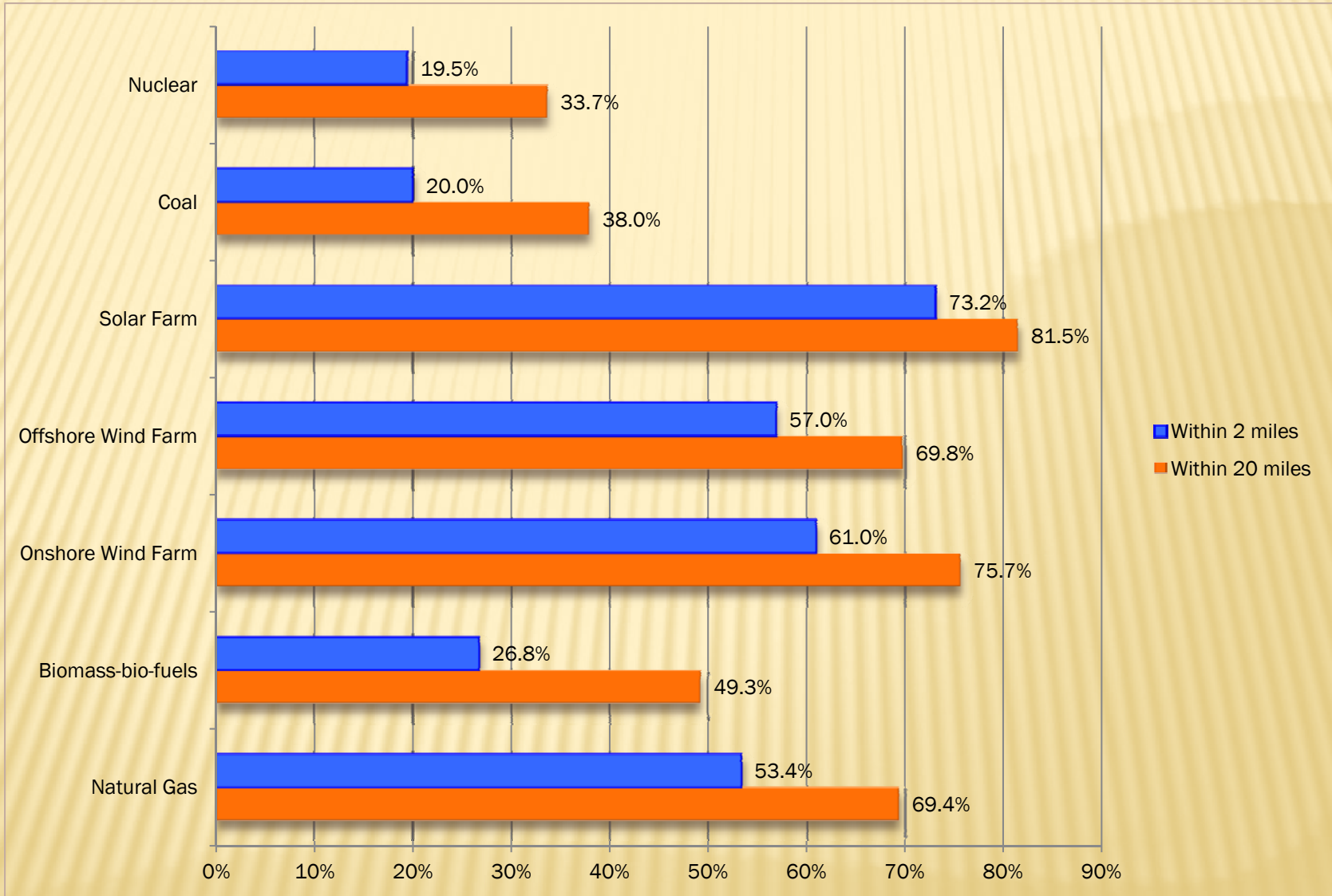


**If I were assured of proper regulation and oversight that would help protect the environment, I would support the following regional energy options.**

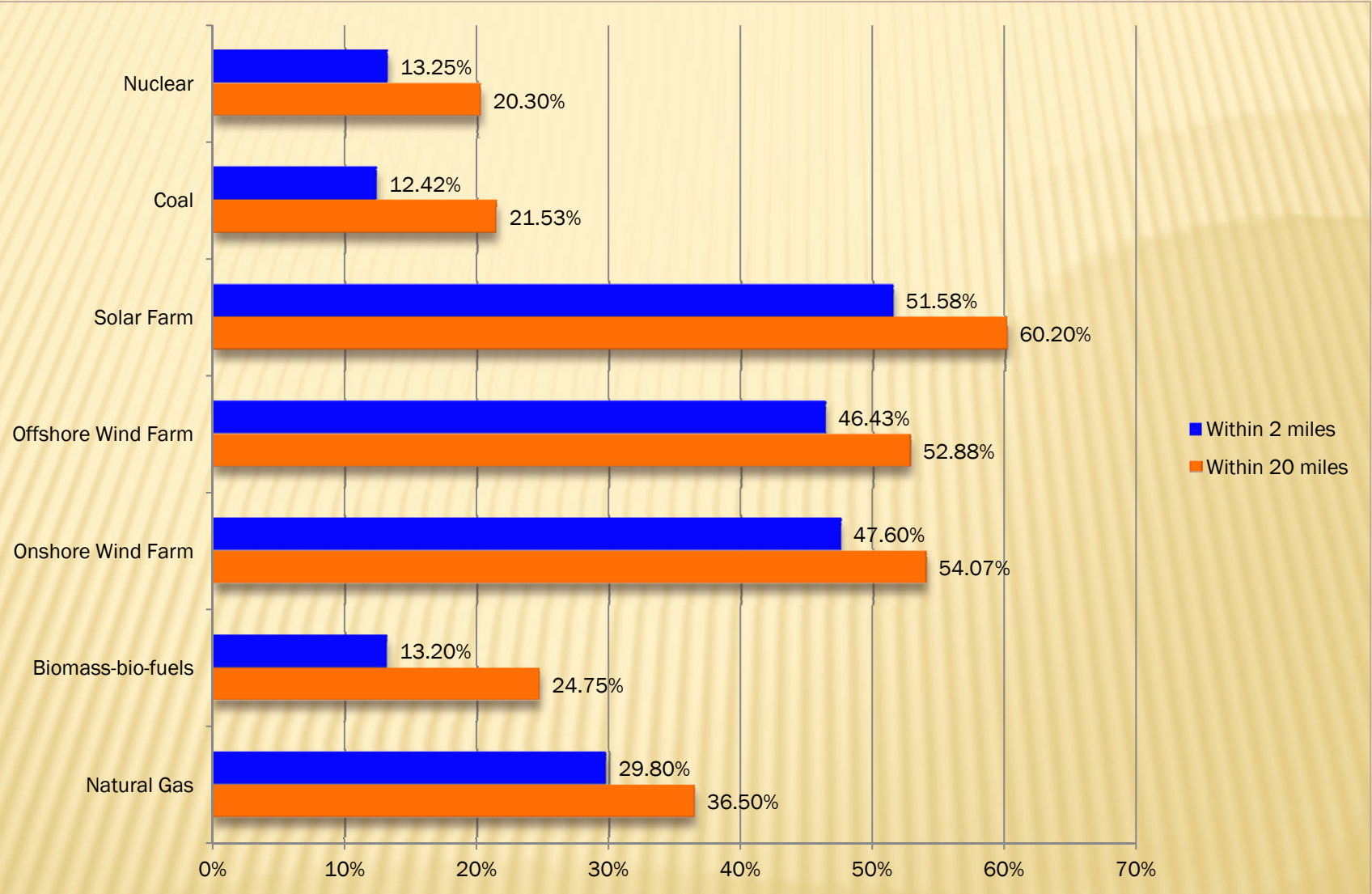


**If I was assured of proper regulation and oversight that would help protect the environment, I would support the following regional energy options.**



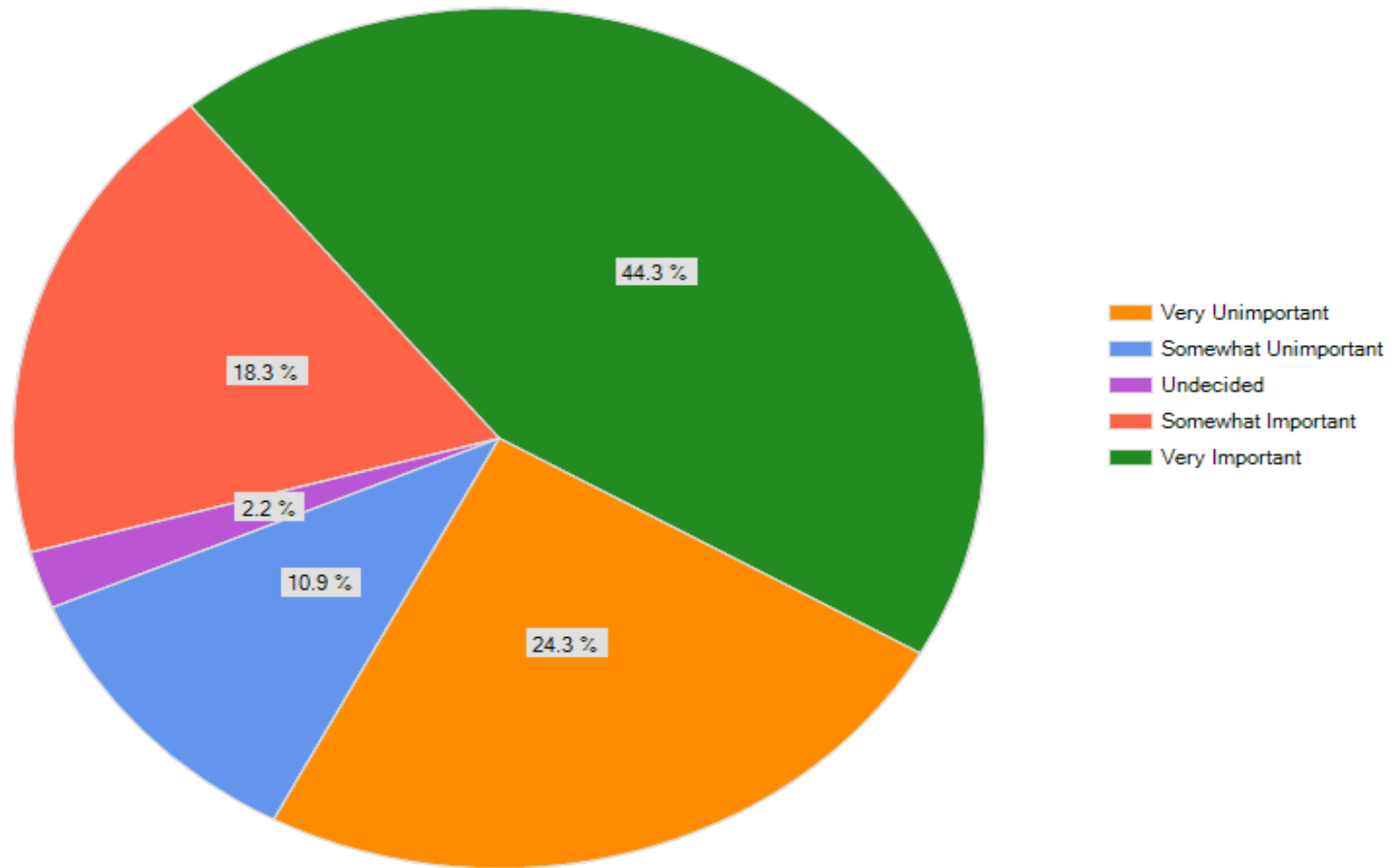




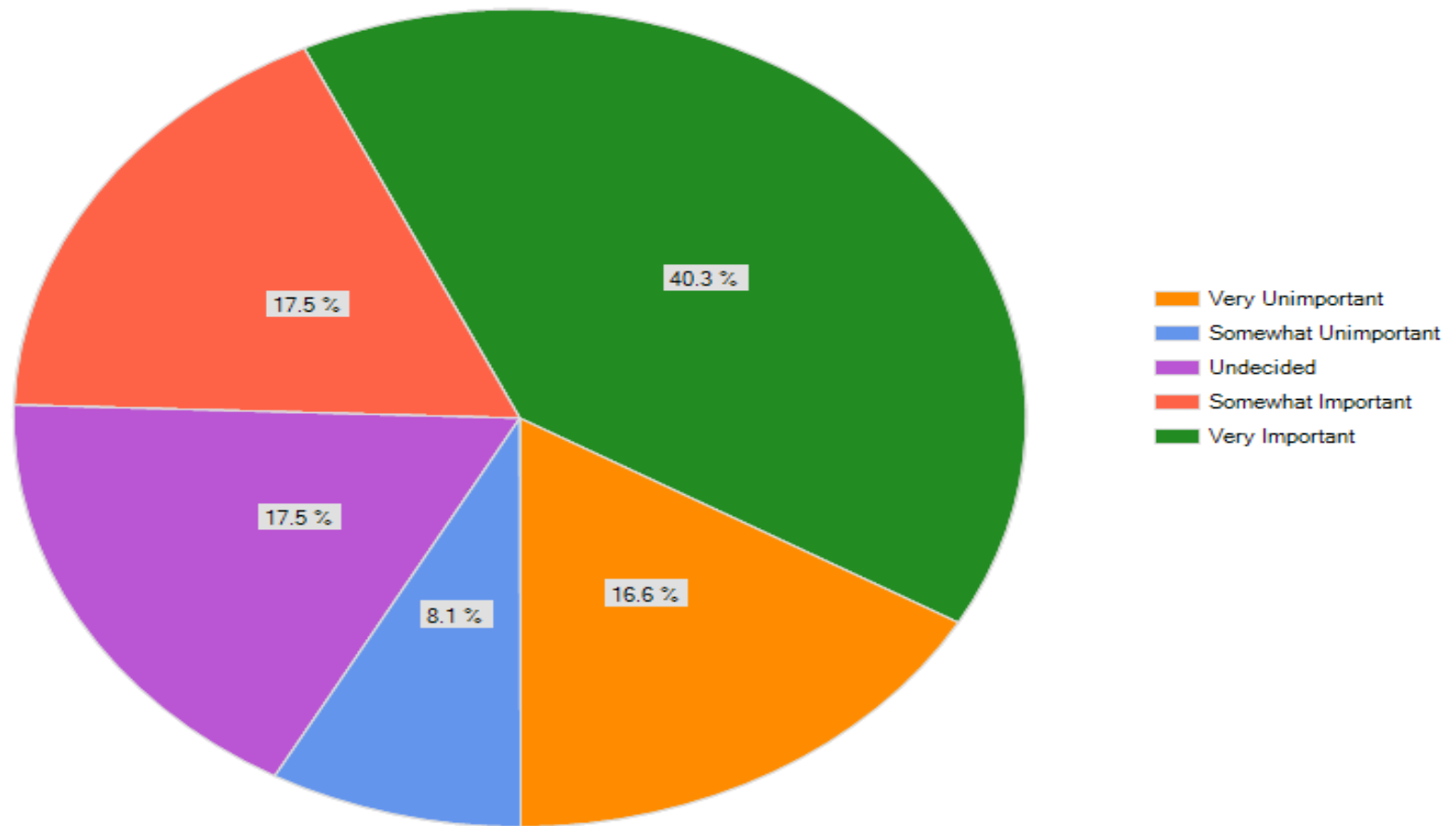




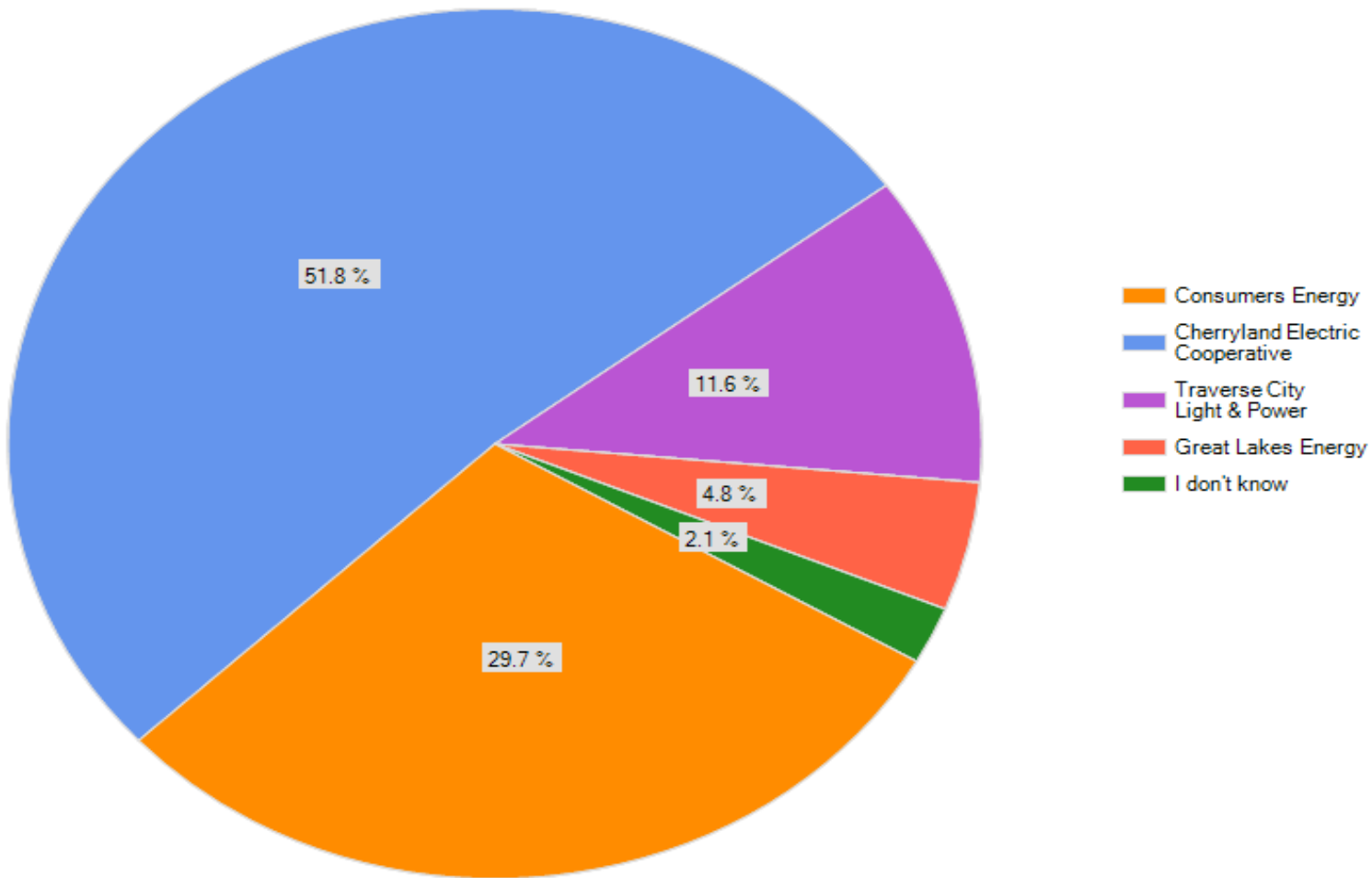
**How important is it to consider the environment when determining future regional energy supplies?**



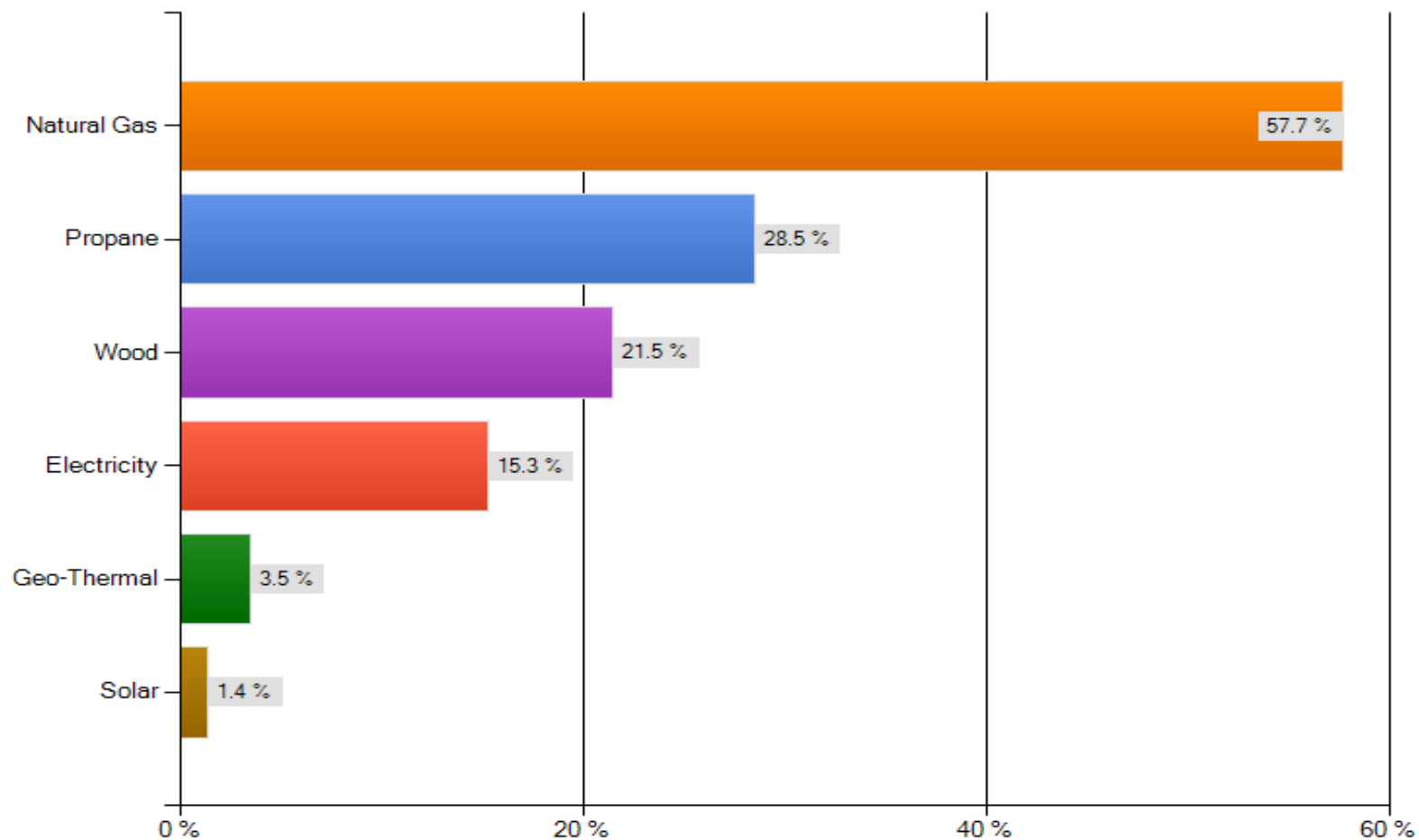
**How important is it to consider the environment when determining future regional energy supplies?**



### Which provider do you use for electricity at your residence in Northwest Michigan?

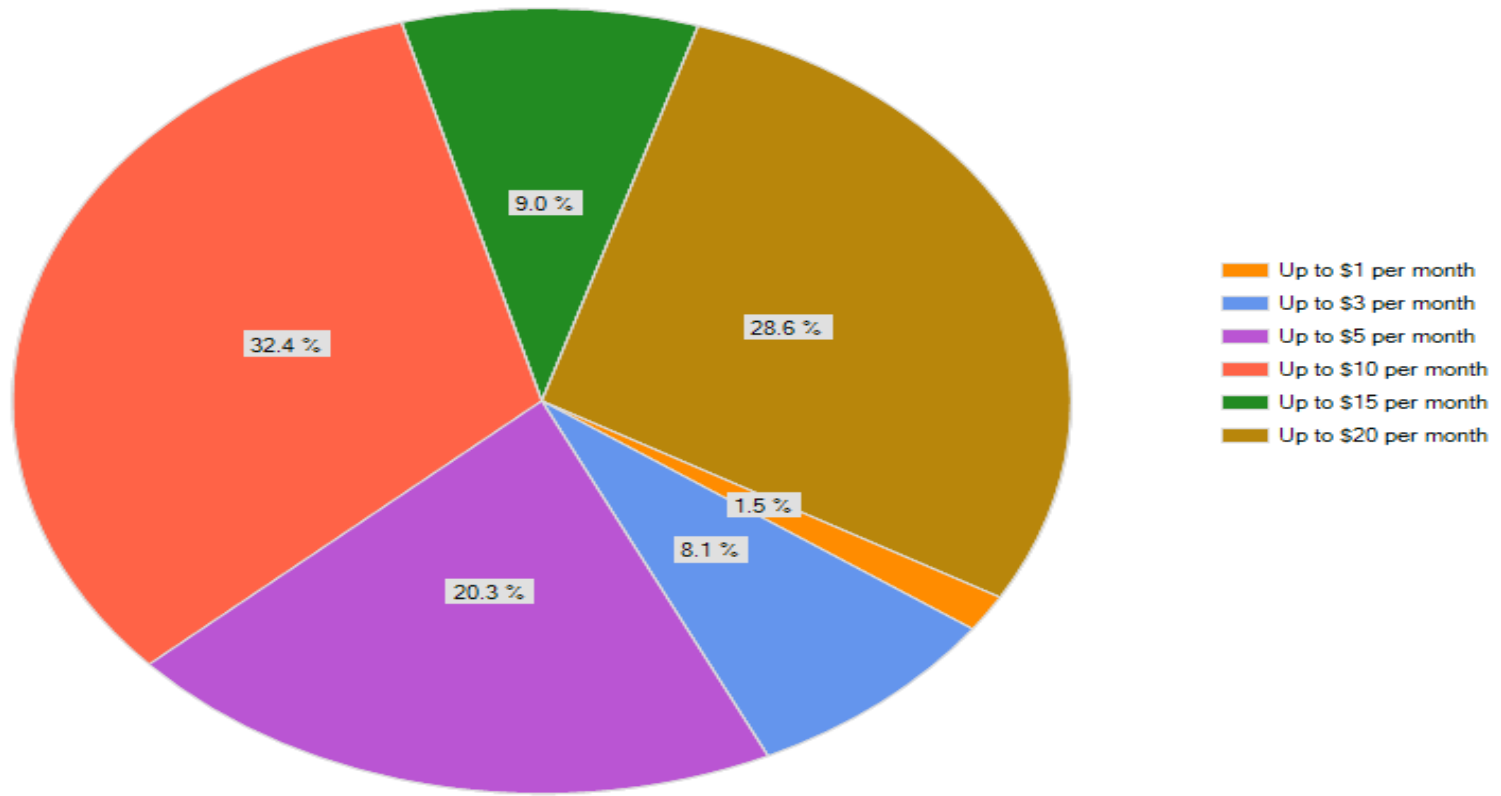


**By what means do you heat your residence in Northwest Michigan? (check all that apply)**

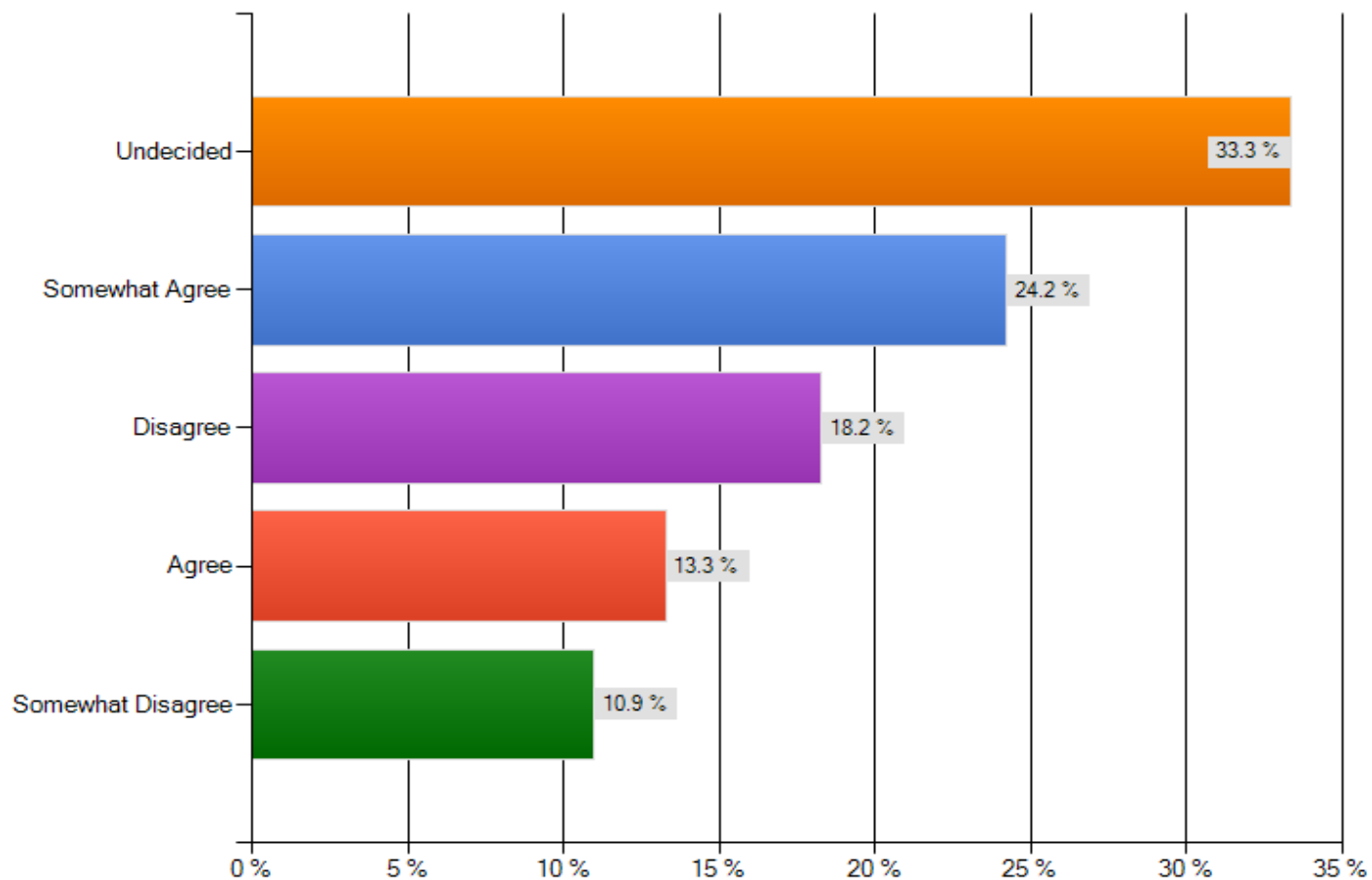


**60% said they somewhat agree or agree to pay more on their monthly electric bill if it meant more energy would come from renewable sources and less from fossil fuels**

**How much more would you be willing to pay per month on your electricity bill for renewable sources?**

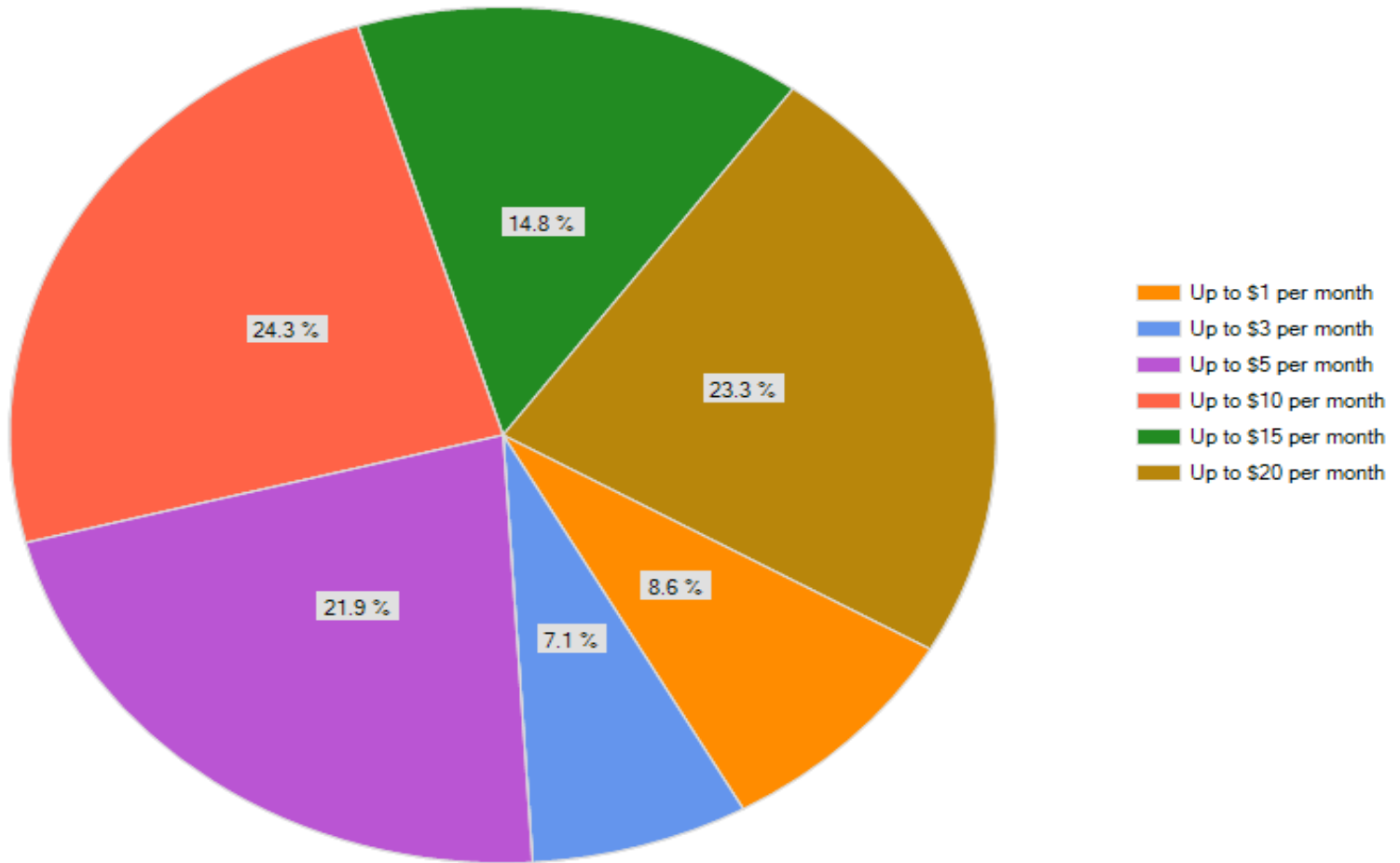


**I would be willing to pay more on my monthly electricity bill if it meant more energy would come from renewable sources and less from fossil fuels.**



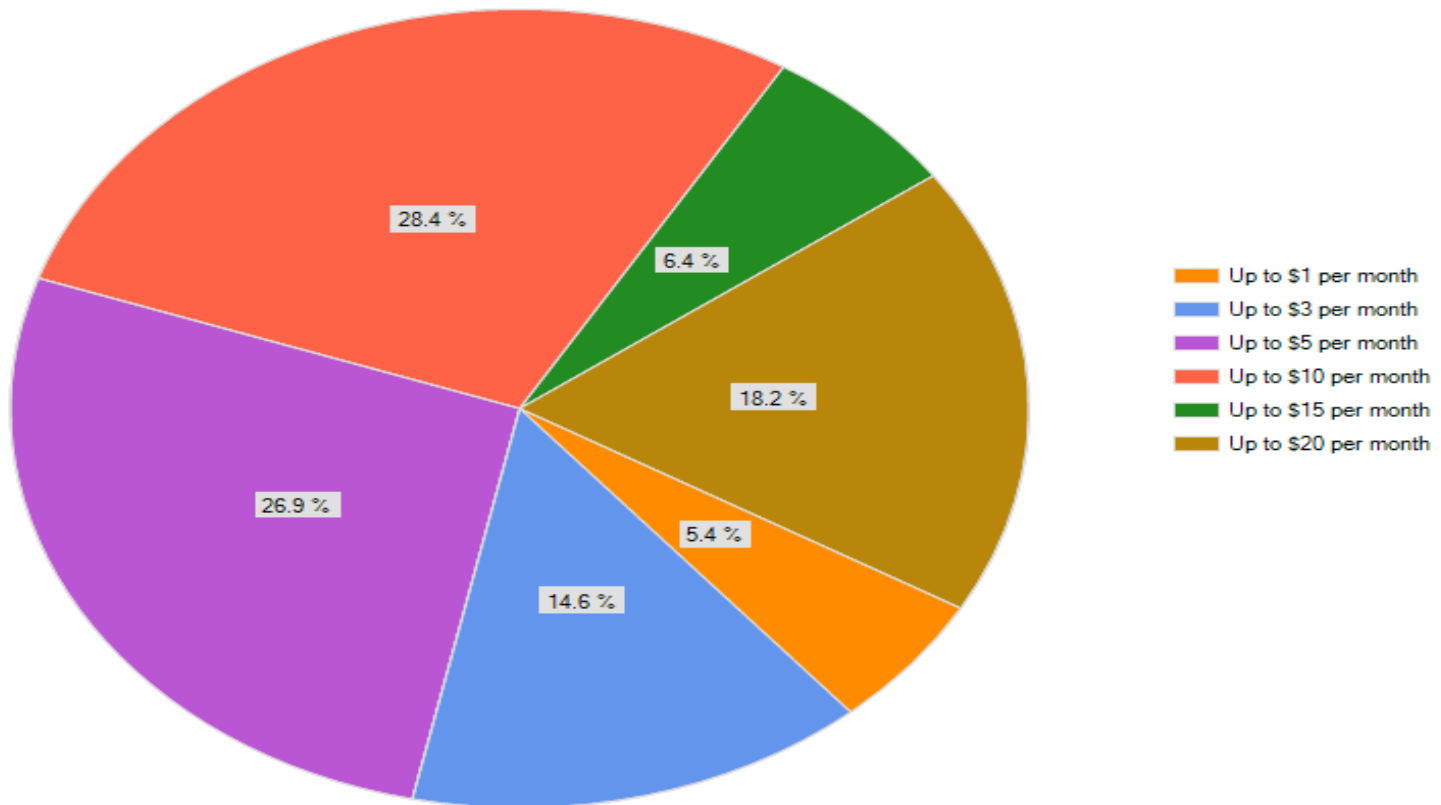


**How much more would you be willing to pay per month on your electricity bill for renewable sources?**

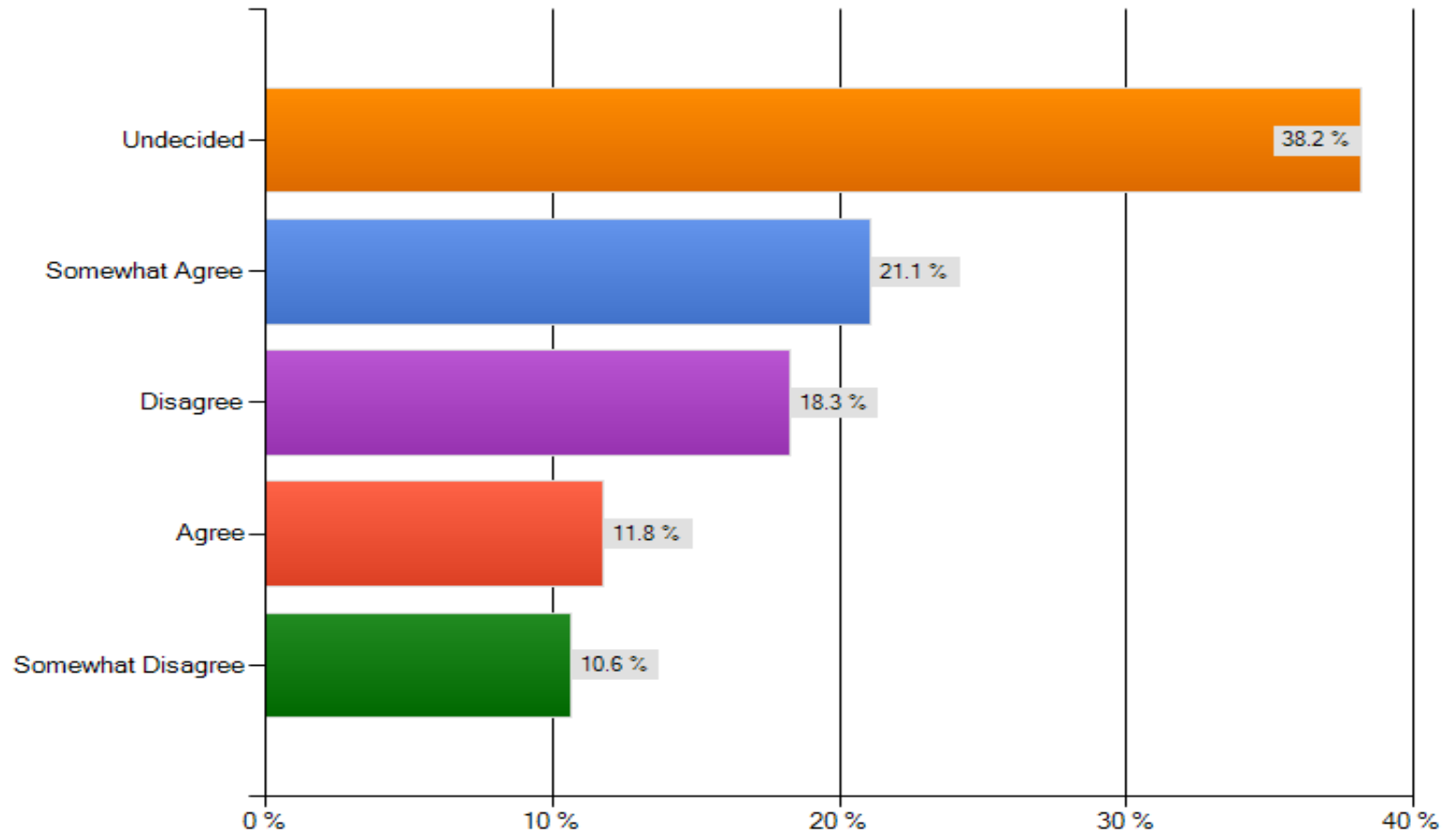


## 62% said they agree or somewhat agree with paying more on their utility bill if more conservation and efficiency programs are provided

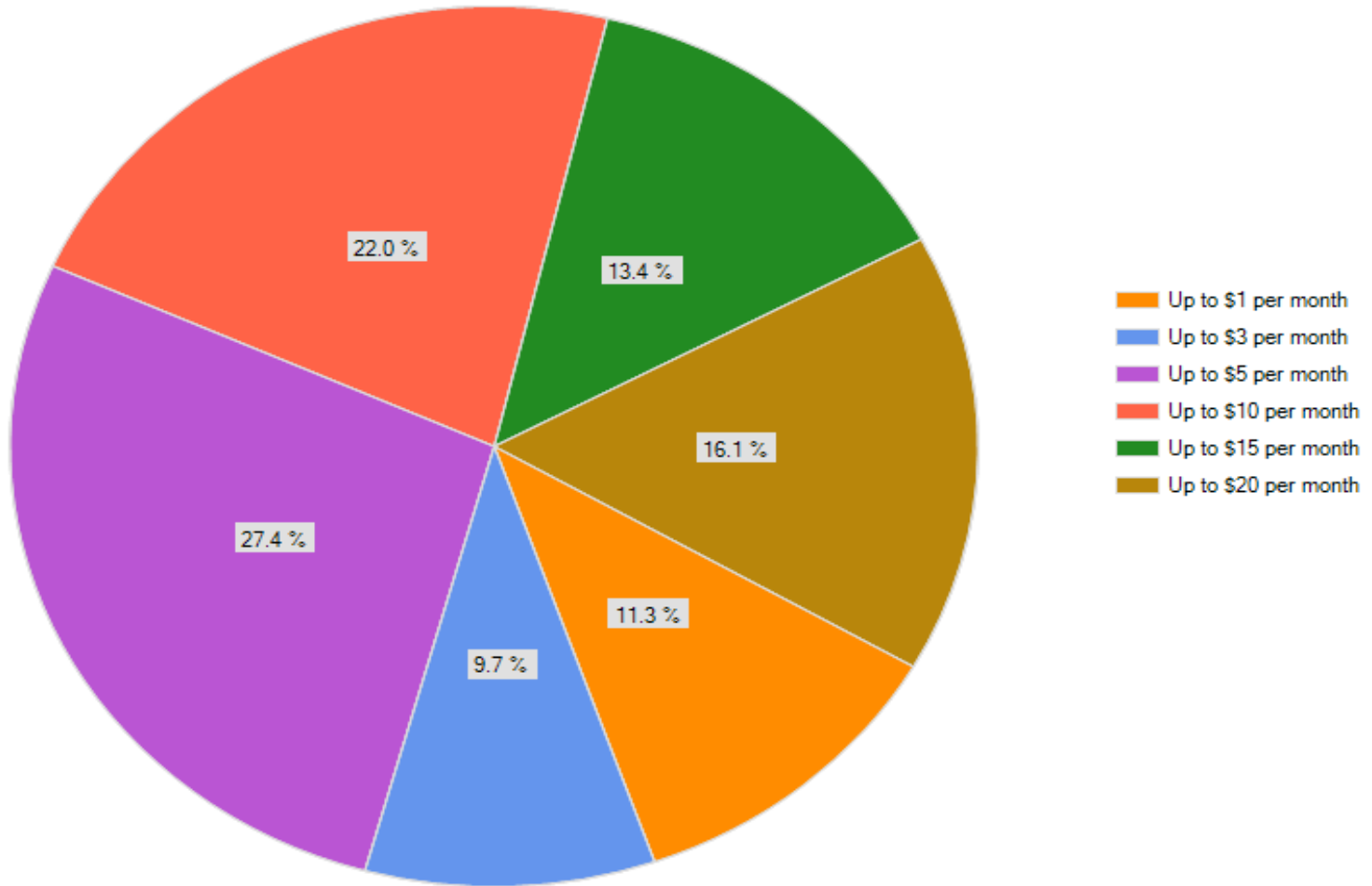
How much more would you be willing to pay per month on your utility bill for more conservation and efficiency programs?



**I would be willing to pay more on my monthly utility bill if it meant more conservation and efficiency programs were provided.**

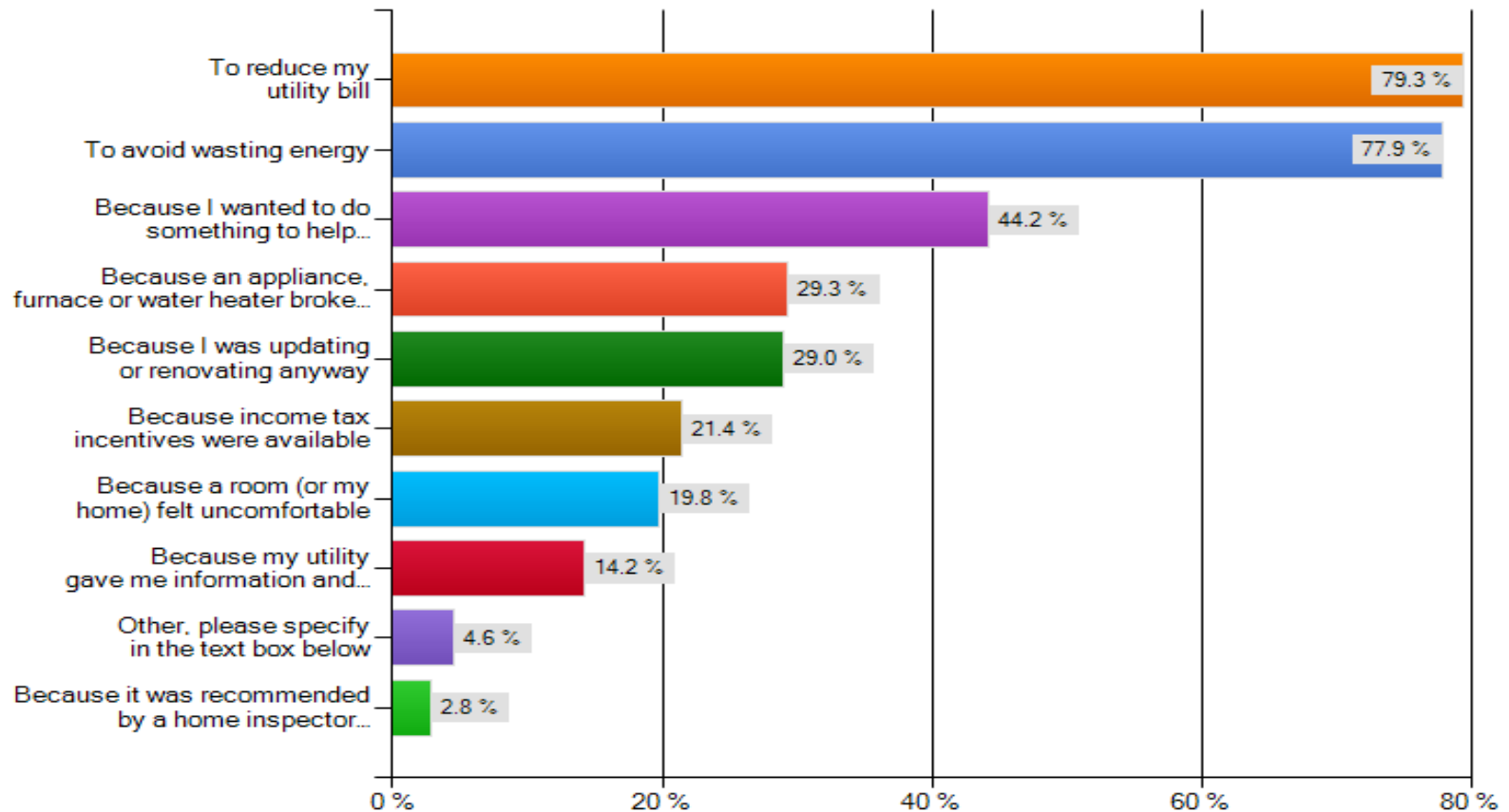


**How much more would you be willing to pay per month on your utility bill for more conservation and efficiency programs?**



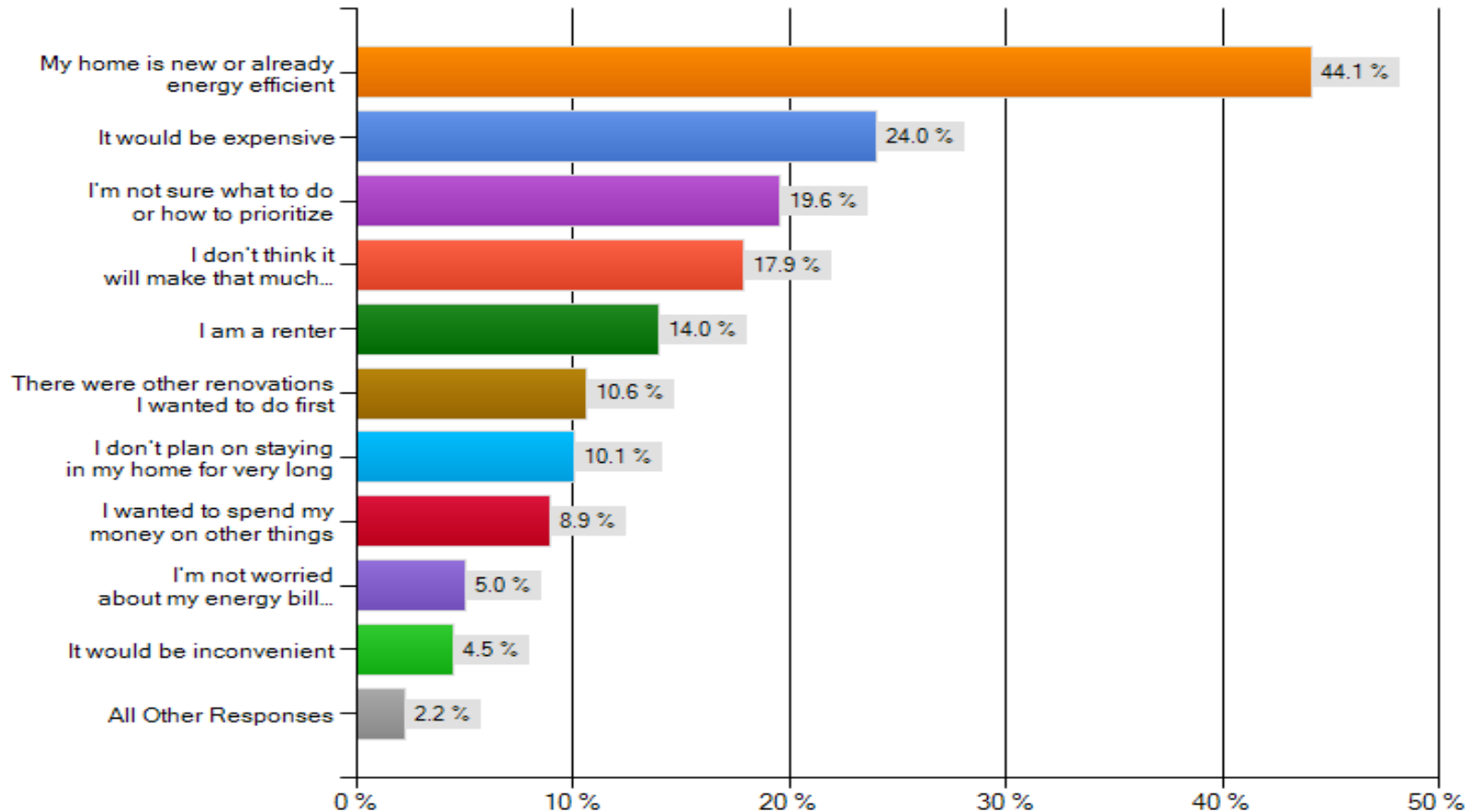
## 82% said they have taken steps over the last five years to make their primary residence in northwest Michigan more energy efficient

What were the main reasons you made energy-efficient improvements? (check all that apply)



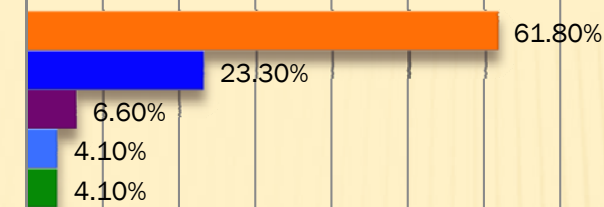
## 28% HAD NOT MADE ANY ENERGY EFFICIENT IMPROVEMENTS

**What are the main reasons you have not made any energy-efficient improvements?  
(check all that apply)**

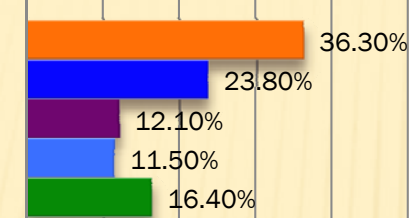




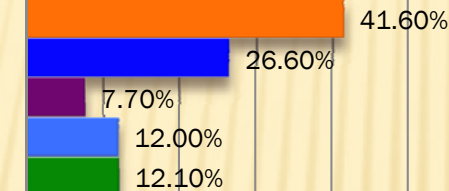
I would support providing incentives to encourage residential and commercial users to conserve energy.



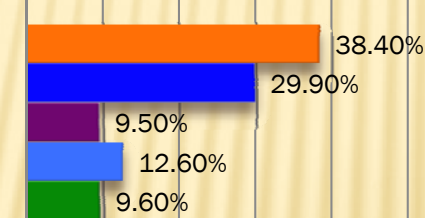
I think protection of the environment should be given priority, even if it may mean fewer options for energy generation are available.



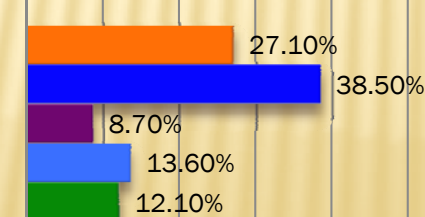
I think protection of the environment should be given priority, even if it may cost me more.



I think our region should invest in programs to promote more conservation by consumers (residential, business, commercial),...



I think future investments in energy should be focused on developing regional energy sources that also create jobs for the region even if it...



0% 10% 20% 30% 40% 50% 60% 70%



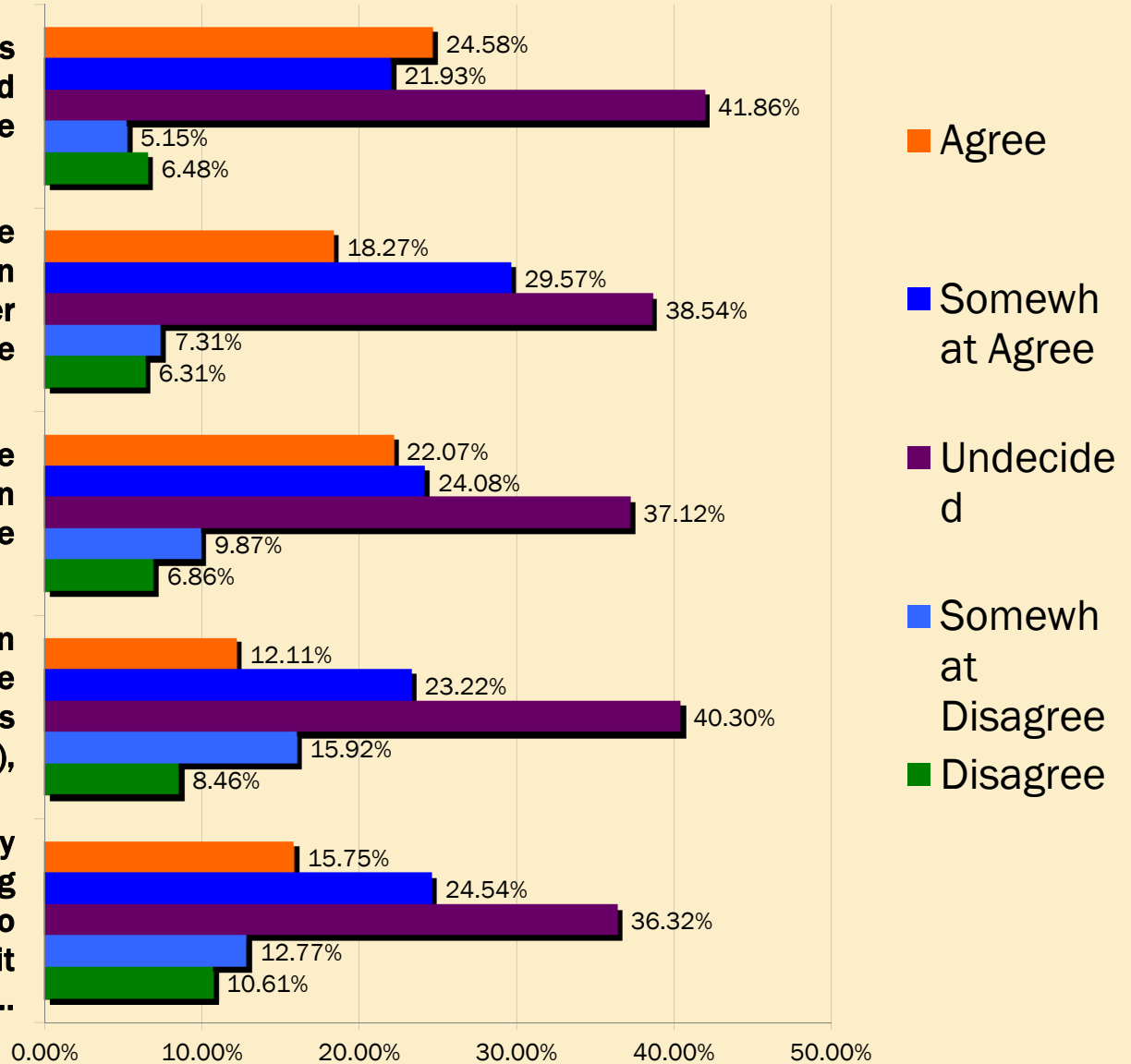
**I would support providing incentives to encourage residential and commercial users to conserve energy.**

**I think protection of the environment should be given priority, even if it may mean fewer options for energy generation are available.**

**I think protection of the environment should be given priority, even if it may cost me more.**

**I think our region should invest in programs to promote more conservation by consumers (residential, business, commercial), even if it may cost me more.**

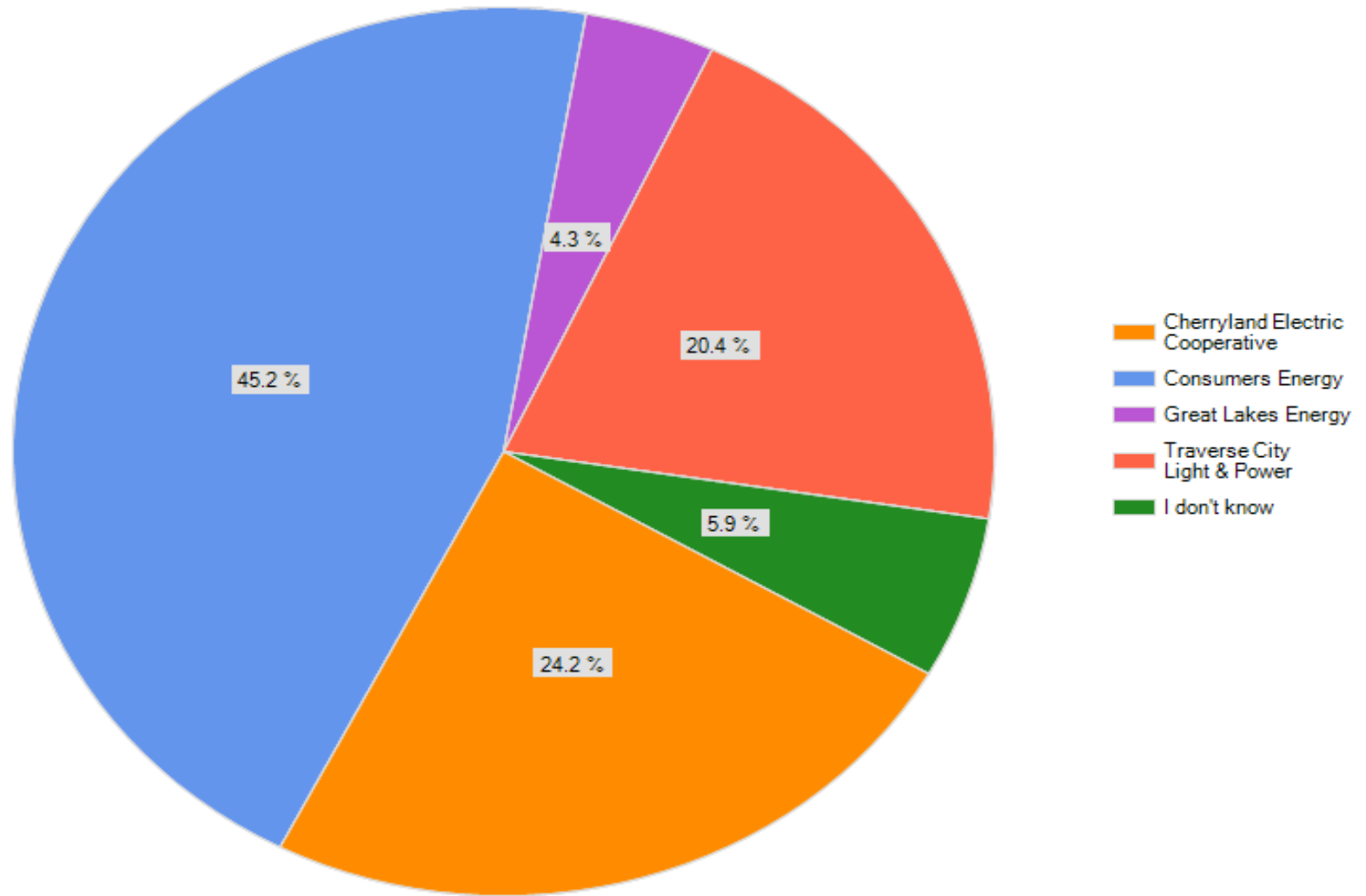
**I think future investments in energy should be focused on developing regional energy sources that also create jobs for the region even if it means the cost of energy may...**



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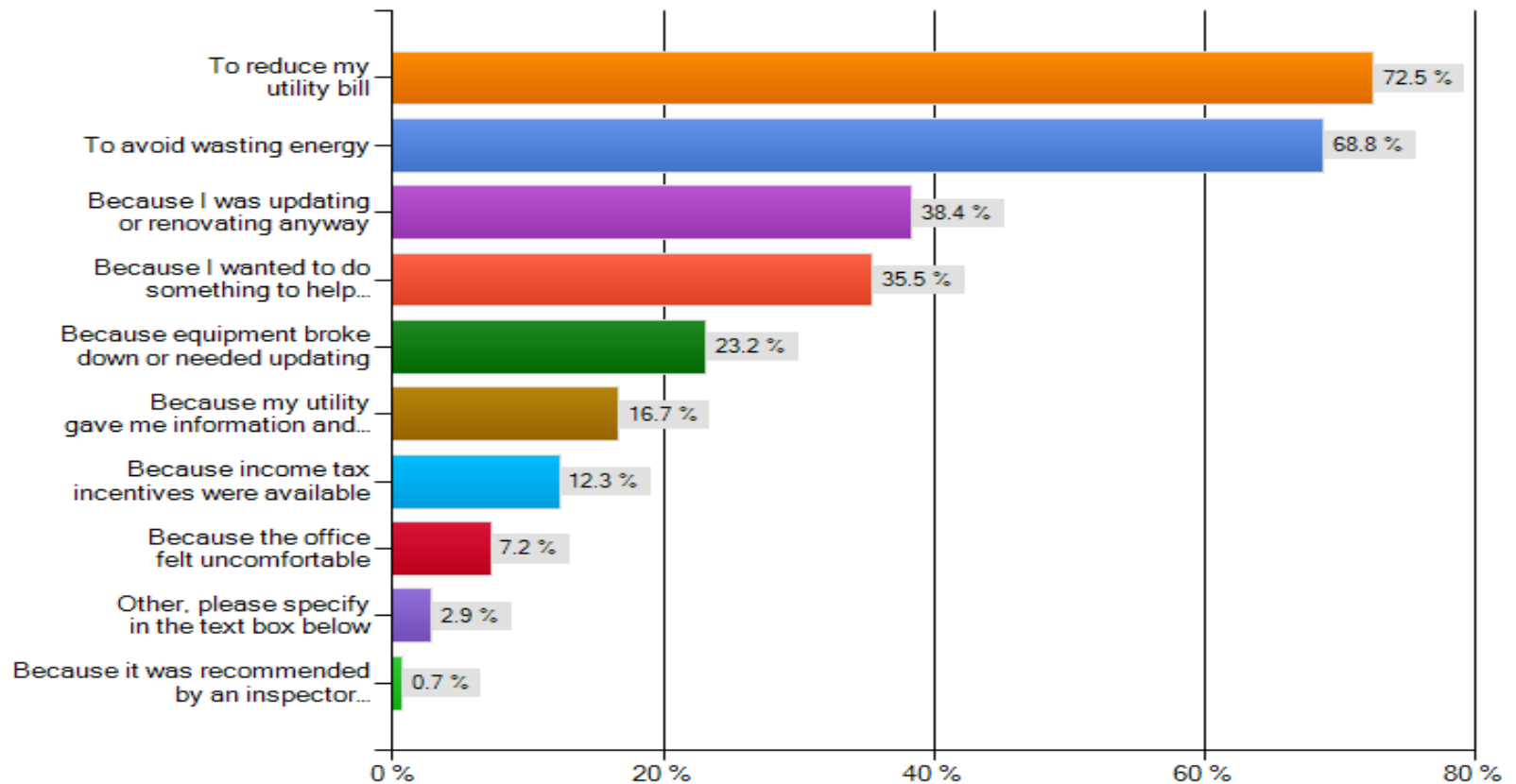
**Fourteen percent of respondents  
own a business in northwest  
Michigan**

### Which provider(s) do you use for electricity at your business?



# 71% of business owners have made energy-efficient improvements to their business in the last five years

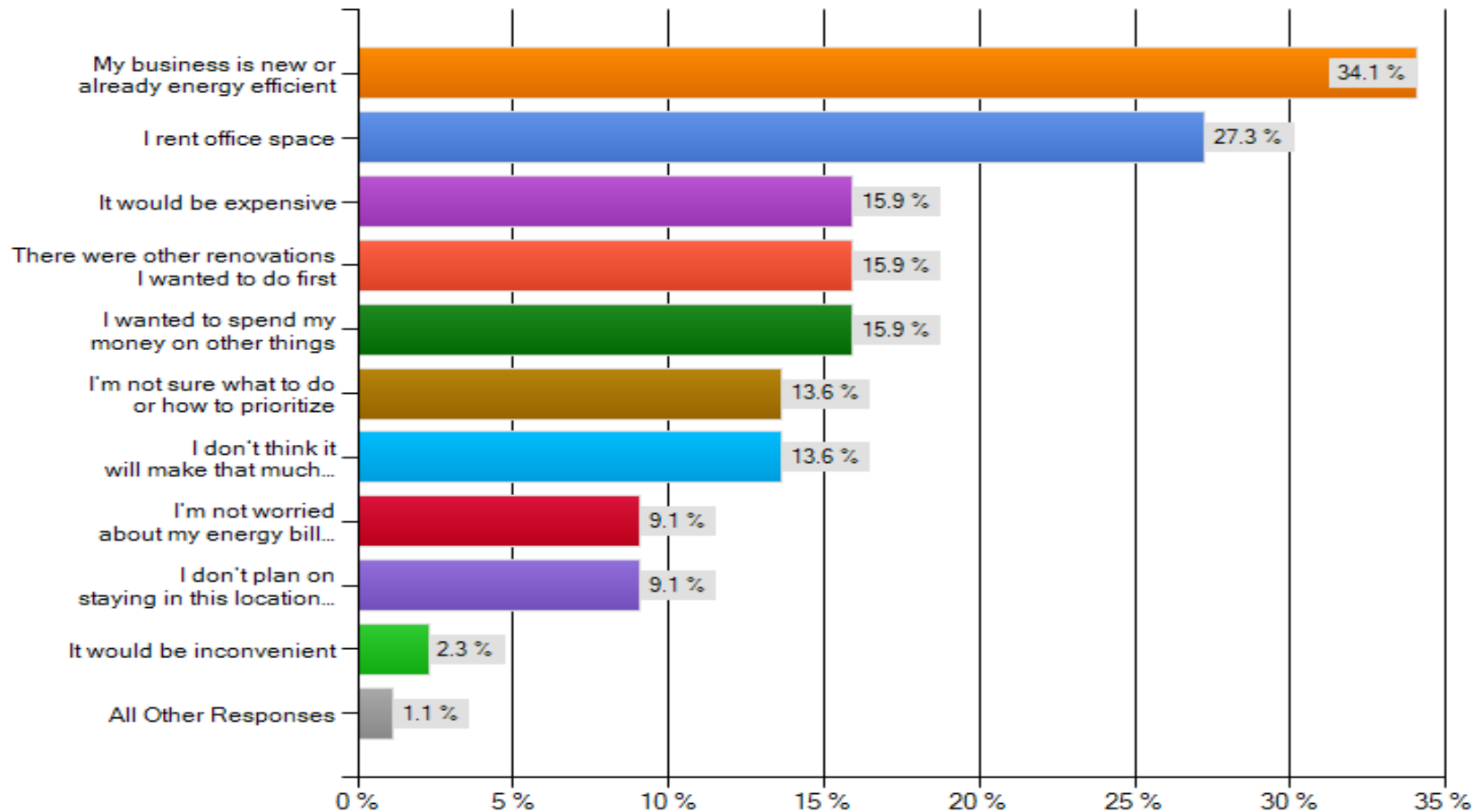
What were the main reasons you made energy-efficient improvements? (check all that apply)





## 29% of Business owners Had not made energy efficient improvements to their business in the last five years

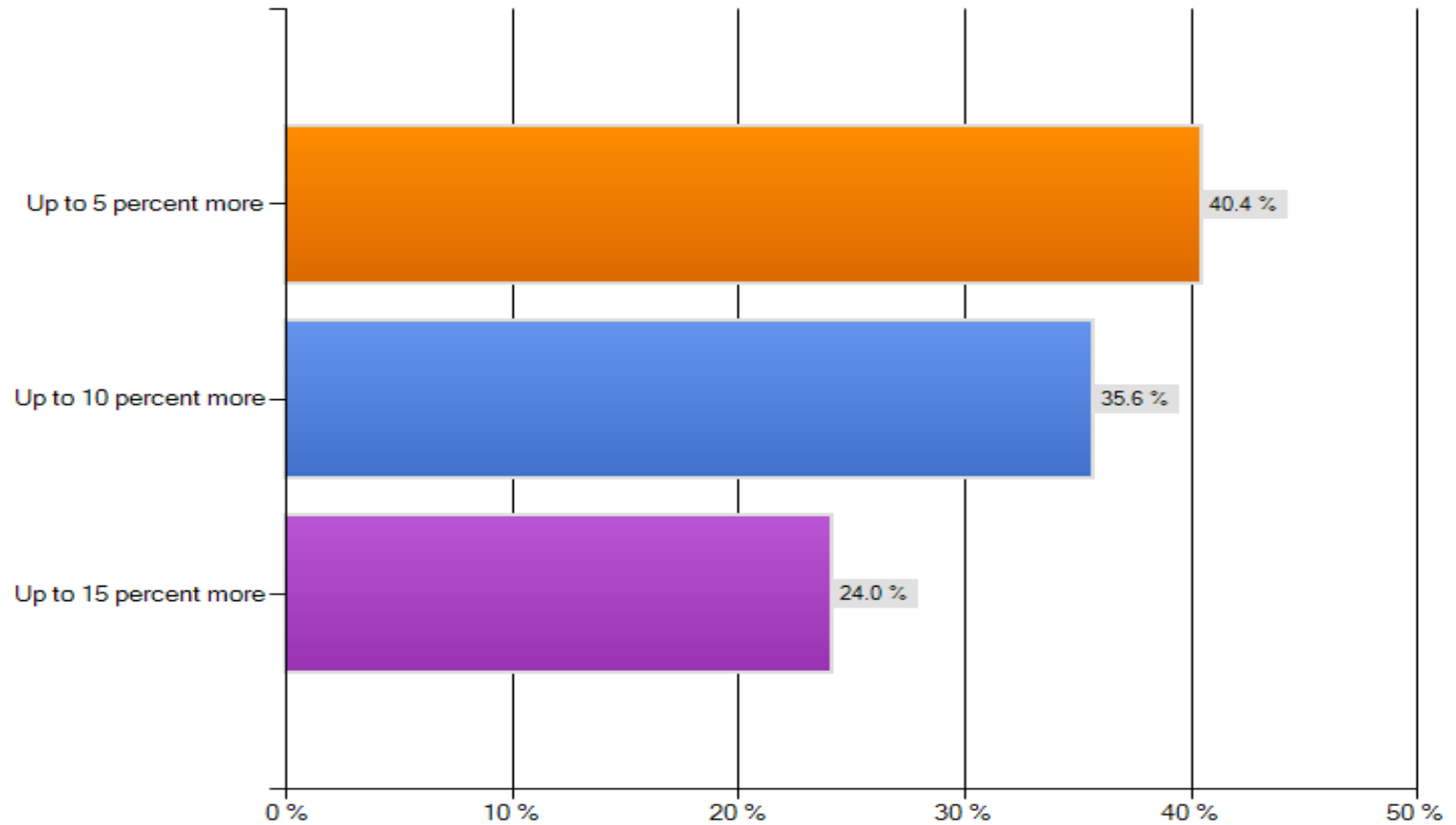
### What are the main reasons you have not made any energy-efficient improvements? (check all that apply)





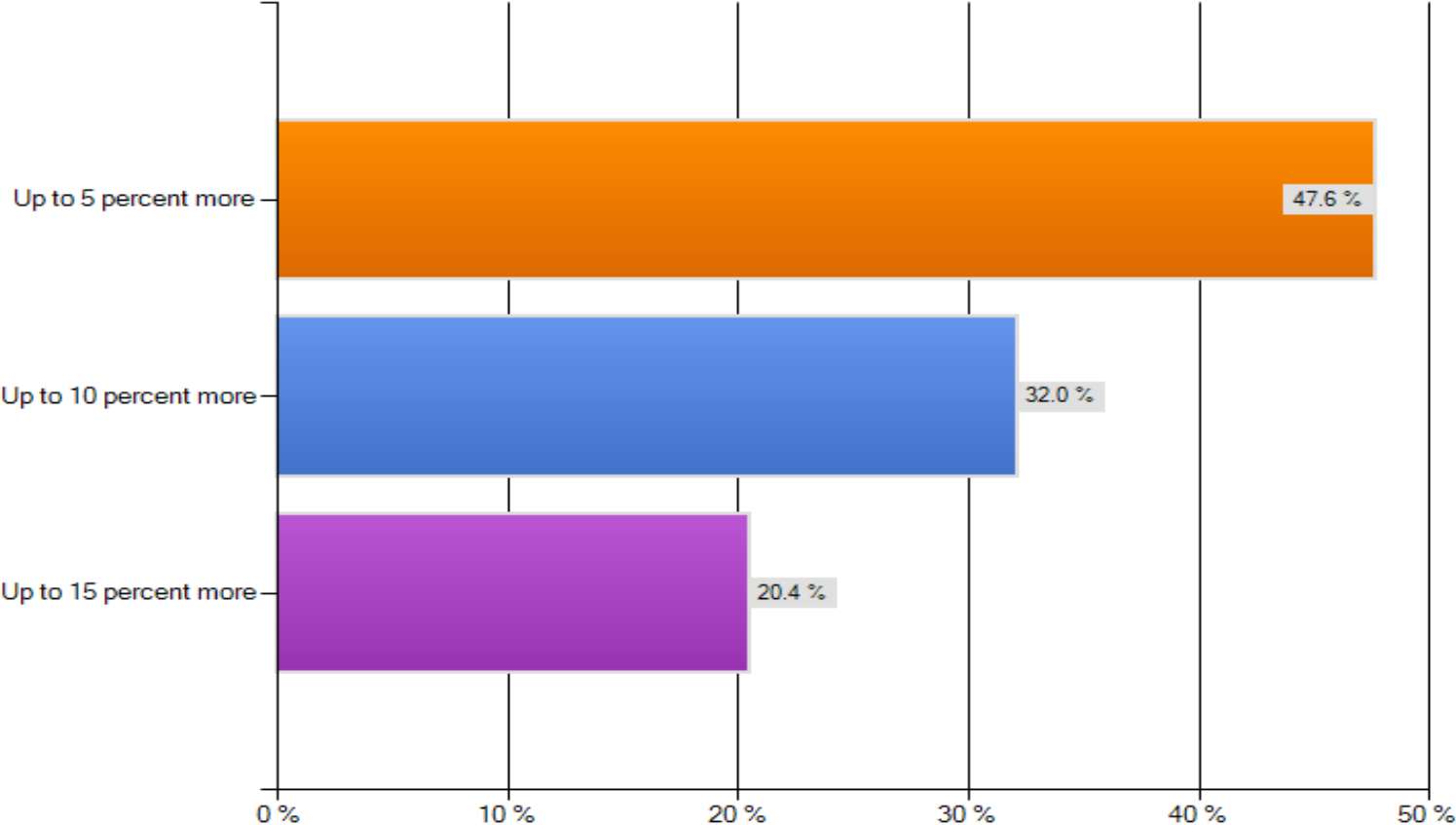
# 57% of Business owners agree or somewhat agree with paying more on their electricity bill if more energy would come from renewable sources and less from fossil fuels

How much more would you be willing to pay on the electricity bill for your business?



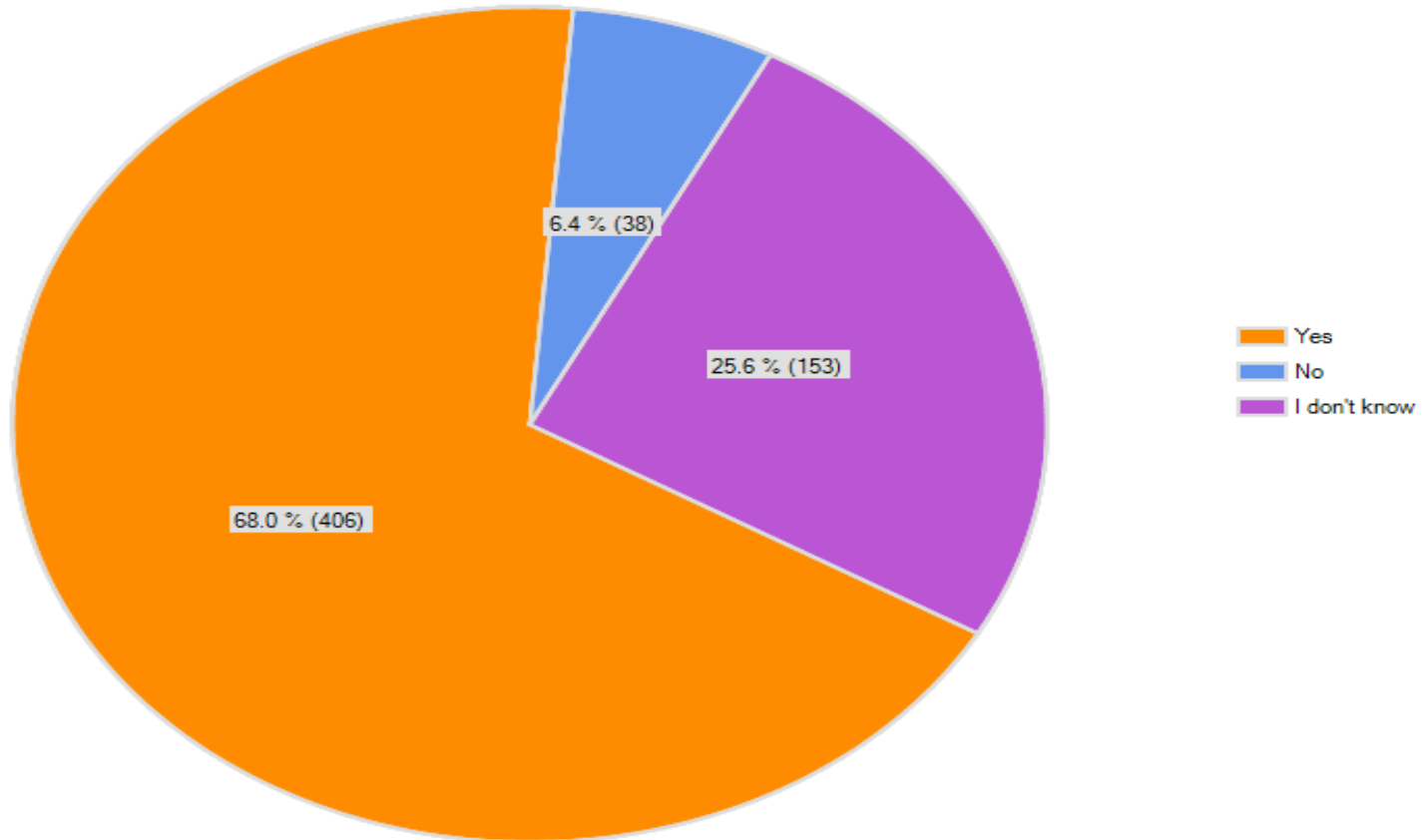
55% of business owners agree or somewhat agree with paying more on their utility bill if it meant more efficiency and conservation programs are provided

How much more would you be willing to pay on your business utility bill for efficiency and conservation programs?

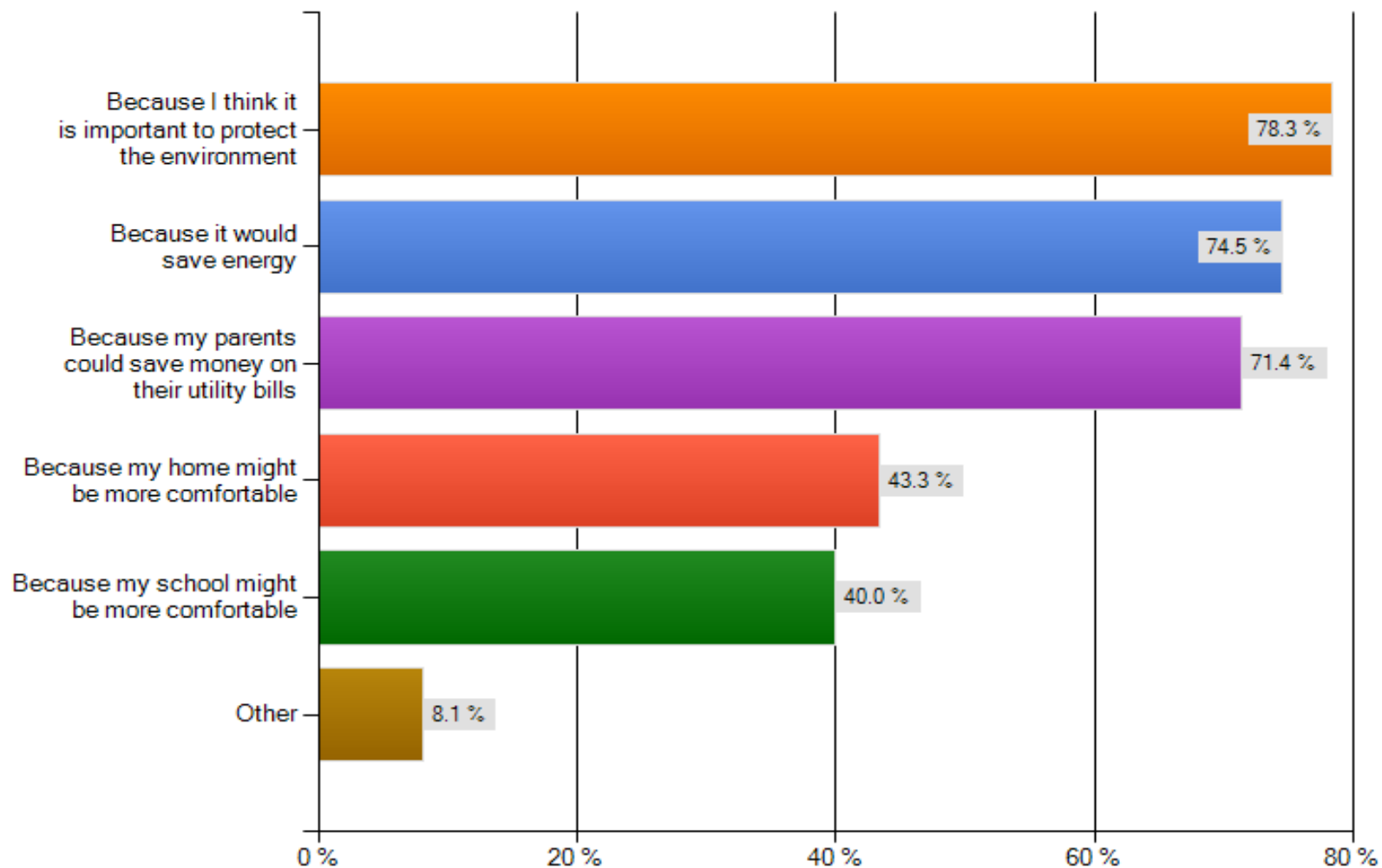


## High School Student's opinions on energy conservation and efficiency issues

Do you think that energy conservation and efficiency are important issues?



### Why are energy conservation and efficiency important issues for you? (check all that apply)



### Why are energy conservation and efficiency not important issues to you? (check all that apply)

