

Survey: Consumers Willing to Let Energy Bills Go Up More Than 70 Percent Before They'll Make Energy-Efficient Home Improvements *Few Also Get Home Energy Audits, the 'Colonoscopy of Energy Efficiency'*

KNOXVILLE, TN -- Consumers are willing to watch their energy bills go up more than 70 percent, on average, before feeling forced to make energy-efficient home improvements, a new national survey has found.

The survey, the fifth annual Energy Pulse® survey conducted by Shelton Group, found that consumers would need to watch their energy bills go up an average of \$129 a month to make them undertake renovations.

“We call this phenomenon the ‘Apathy Gap,’ the price people are willing to pay to do nothing,” said Suzanne Shelton, whose firm conducted the study. “Here consumers are willing to waste more than \$1,500 a year, or more than \$4 a day, before they’ll take action.

“For that same amount, a homeowner could install insulation or purchase one or two new ENERGY STAR® appliances to start seeing immediate savings,” Shelton added.

The survey, which polled 504 Americans by telephone in September, also found consumers have good intentions – but not very good follow-through.

Surveys over the past five years, including this year, show consistently large discrepancies between intentions and actions, Shelton said. Every year, for example, around 20 percent or more consumers say they’re planning to get an energy audit, yet the percentage of U.S. homeowners who’ve actually gotten one has languished in the 10-15 percent range.

“That’s why we now refer to home energy audits as the ‘colonoscopy’ of energy efficiency,” Shelton said. “Everyone knows they should get one, but too few actually do.”

About Shelton Group

Shelton Group, founded in 1991 by Suzanne Shelton, is an advertising agency located in Knoxville, Tennessee, focused exclusively on motivating mainstream consumers to make sustainable choices. The agency conducts four proprietary consumer opinion studies annually – Eco Pulse, Energy Pulse®, Utility Pulse and Green Living Pulse.

Learn more at www.sheltongroupinc.com

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