



The News Journal



CREATING
the CLEAN
ENERGY
ECONOMY
IN DELAWARE, THE REGION
AND THE NATION

Ed Ratledge Director, Center for Applied Demography and Survey Research University of Delaware





UNIVERSITY *of* DELAWARE

The Labor Market for Delaware's Clean Energy Economy

December 13, 2010

presented by

Ed Ratledge & Dan Brown

Center for Applied Demography & Survey Research
University of Delaware



The Labor Market for Delaware's Clean Energy Economy

Outline of presentation

- Improving Energy Efficiency: The View from the Household Sector
- Overview of “Green Jobs” definitions
- What energy efficiency in Delaware's manufacturing sector would mean for Delaware employment
- Changing skills in the workforce and the implications for green jobs?
- Where we are headed



UNIVERSITY *of* DELAWARE

**Improving Energy Efficiency:
The View of Delaware's Household Sector
December 13, 2010
(Preliminary)**

presented by

Ed Ratledge

**Center for Applied Demography & Survey Research
University of Delaware**



The Sample

- Interviews conducted by telephone
- Sample selected by Random Digit Dialing
- Only owner-occupied households included
- Respondent must be at least 18 years of age
- Data collected on 610 households to date
- Final sample will be 1200



Profile of the Respondents

- 84.7% are occupying single family detached homes.
- Median income is \$52,000.
- The median age of a home is 25.
- Median years of education high school +2.
- 67% are married
- Average household size is 2.78



Energy Profile

- The energy source used for heating natural gas (42.7%), followed by electricity (28.1%), and oil (13.3%).
- Only 21.2% were using budget-billing.
- 80.4% are trying to reduce energy use and 50% have made improvements to do so in the last two years.
- 58% indicate they make an effort to purchase Energy Star rated appliances.



Energy Profile(cont.)

- 62.7% have a programmable thermostat.
- 65.2% actually set the thermostat to change during the day.
- 64% indicate saving money is their motivation.
- 12.9% are motivated by lowering greenhouse gases and 18.5% mention reducing dependence on foreign oil.



Energy Profile(cont.)

- 34.3% would be discouraged by upfront cost of installation.
- 12% express concern of a long payback period and an additional 12.7% are concerned about changes in lifestyle.
- 39.1% are concerned about risks associated with installation or savings not materializing.



Energy Profile(cont.)

- Just under 30% indicate they worry about their energy bills.
- 37% indicate they would be willing to replace a working appliance with a more energy efficient one.
- 43.4% are very likely to consider a home improvement to be more energy efficient.
- 57.2% expect to at least recover the full cost of any investment in two years or less.
- 18.6% are willing to wait up to five-years to recover the nominal cost of the investment.



Energy Profile(cont.)

- 22.1% of respondents were very interested in an energy audit while 48.9% were not interested.
- Given a cost of between \$200 and \$600 per audit, the interest level for those that were previously very interested decreased for 60.2% of them.
- 21% were very likely to consider installing solar panels.



Findings

- Homeowners in Delaware are interested in the general idea of energy efficiency.
- Their level of interest is dependent on cost, risk, and time horizon.
- It appears at this stage that homeowners are not overly proactive and will wait in general for normal replacement to address energy efficiency issues.