

## Summary of Energy Related NASIS Questions

The University of Nebraska Bureau of Sociological Research conducts the Nebraska Annual Social Indicators Survey each fall. NASIS is a telephone survey of a representative sample of 1,800 Nebraskans. The Nebraska Energy Office included a series of questions in the fall 1992 NASIS to determine Nebraskans' opinions on:

- How soon an energy efficient home must pay for itself and how much extra Nebraskans would be willing to pay for an energy efficient home.
- Nebraskans' view on assessing a surcharge on utility bills to pay for energy research and energy efficiency and conservation projects and the amount of surcharge that would be acceptable.

When asked if they would be willing to pay more for an energy efficient home, provided the extra cost was recovered from reduced energy costs within 7 years, 90.1% replied that they would be. An additional 1.6% of the respondents indicated a willingness to pay more when the cost recovery period was shortened to 5 years. The remaining 8.3% were unwilling to pay more for an energy efficient home (see chart 1).

Of those willing to pay more for an energy efficient home, 81.8% indicated a willingness to pay \$4,000 or more, 2.0% would pay an additional \$2,000-3,999, 3.6% would pay an additional \$1,000-1,999, 3.3% would pay less than \$1,000 additional, and 9.2% were unwilling to pay any extra (see chart 2). Note that the percentage unwilling to pay additional for an energy efficient home will vary; because as the questioning becomes more specific, more respondents indicate an unwillingness to respond or give a "don't know" response.

Chart 1

**Willingness To Pay More  
For An Energy Efficient Home**

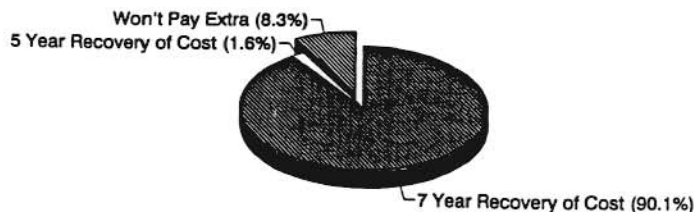
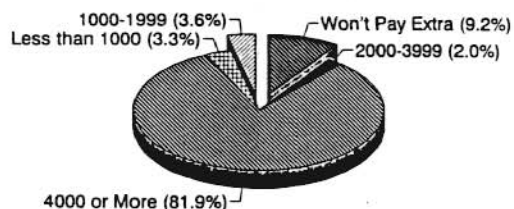


Chart 2

**Amount Willing To Pay Extra  
For An Energy Efficient Home**



In a further look, those unwilling to pay vary from 2.1% in the 25-44 age group to 38.0% in the over 75 group. This is probably quite natural as those in the older age groups are less likely to live long enough to realize the potential benefits of a more energy efficient home (see chart 3).

Similarly, as income increases a smaller percentage indicated that they were unwilling to pay more for an energy efficient home (see chart 4).

Chart 3

Percent Not Willing to Pay More For An Energy Efficient Home By Age

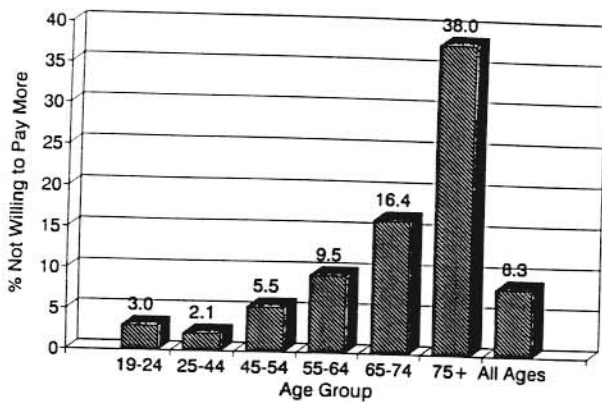
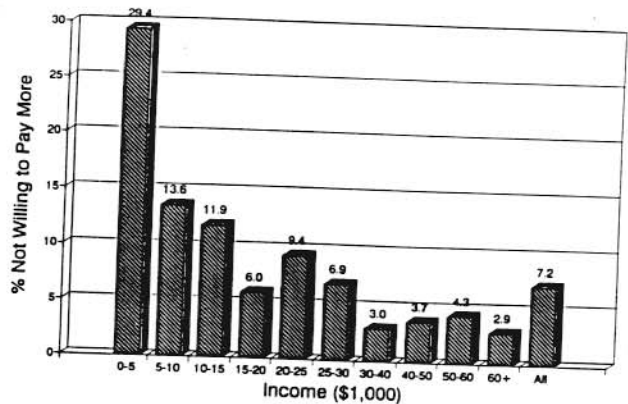


Chart 4

Percent Not Willing to Pay More For An Energy Efficient Home By Income



Among those unwilling to pay more for an energy efficient home, there was no statistical difference as to heating fuel used (see chart 5).

Those who are currently buying a home or renting were much less likely to indicate an unwillingness to pay more for an energy efficient home than those who already own their home or those classified as other (see chart 6).

Chart 5

Percent Not Willing to Pay More Energy Efficient Home By Heating Fuel

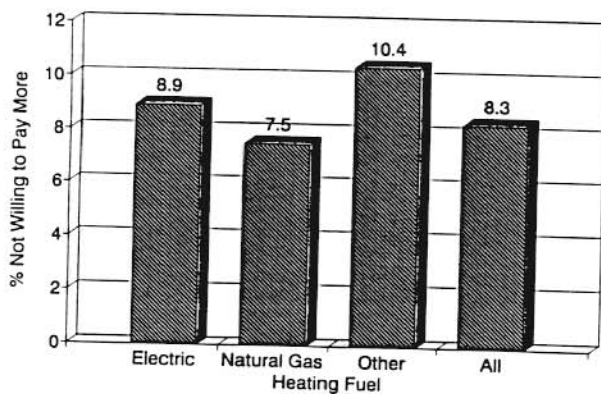
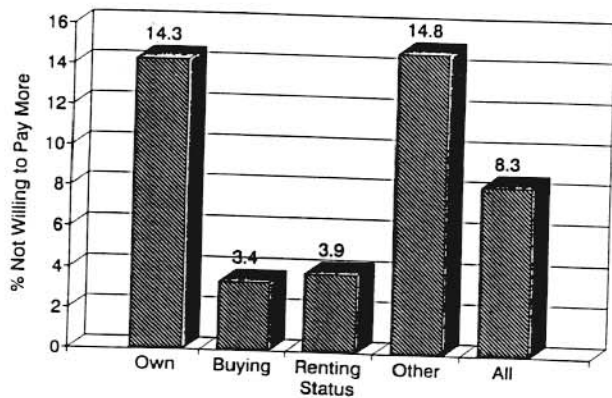


Chart 6

Percent Not Willing to Pay More For An Energy Efficient Home by Status



Survey respondents were also asked "What would you think of raising money to promote energy conservation and efficiency projects and energy-related research by adding a small amount of money to energy bills? Of those responding, 4.8% indicated that they strongly favored such a proposal, 52.4% were in favor, 36.9% were opposed, and 5.9% strongly opposed the proposal (see chart 7).

All respondents were then queried to determine how large a surcharge would be supported. Of those responding, 75.0% indicated support for a 1% surcharge, 3.8% for a 0.5% surcharge, 1.6% for a 0.2% surcharge, 1.1% for a 0.1% surcharge, and 18.5% would not support any surcharge (see chart 8).

Chart 7

Favor/Oppose Surcharge on Energy Bills  
For Energy Research and Energy Projects

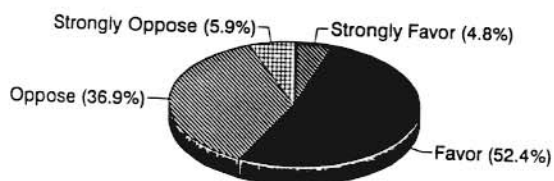
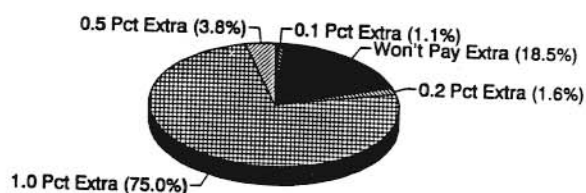


Chart 8

Percent Extra on Utility Bills  
Willing to Pay for Energy Projects



The results when looking at age, income, heating fuel, and ownership status follow the same basic patterns as those for the unwillingness to pay more for an energy efficient home. Willingness to pay a surcharge decreases as the age of the respondent increases (see chart 9).

Similarly, as income increases a smaller percentage indicated that they were unwilling to pay a surcharge on their energy bills (see chart 10).

Chart 9

Percent Extra on Utility Bills  
Unwilling to Pay Surcharge by Age

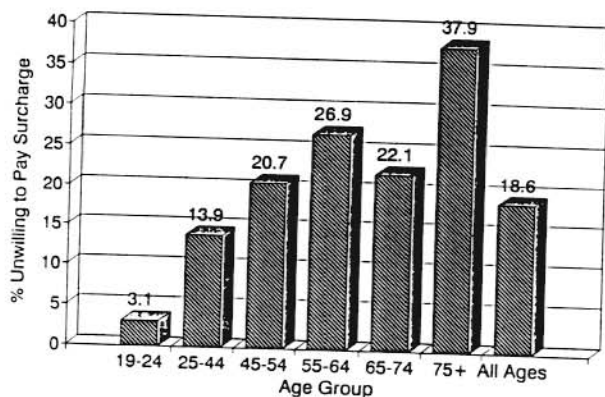
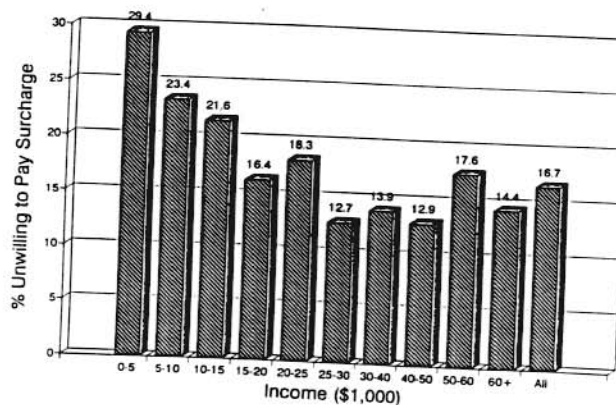


Chart 10

Percent Extra on Utility Bills  
Unwilling to Pay Surcharge by Income



Those indicating an unwillingness to pay a surcharge on energy bills varied depending upon heating fuel used, with 14.1% using electricity, 18.2% using natural gas, and 23.9% using other fuels such as propane and heating oil opposed to a surcharge (see chart 11).

Those renting their home (12.9%) and those currently buying their homes (15.3%) were less likely to be unwilling to pay a surcharge than those who already own their homes (23.3%). (See chart 12.)

Chart 11

Percent Extra on Utility Bills  
Unwilling to Pay Surcharge by Heat Fuel

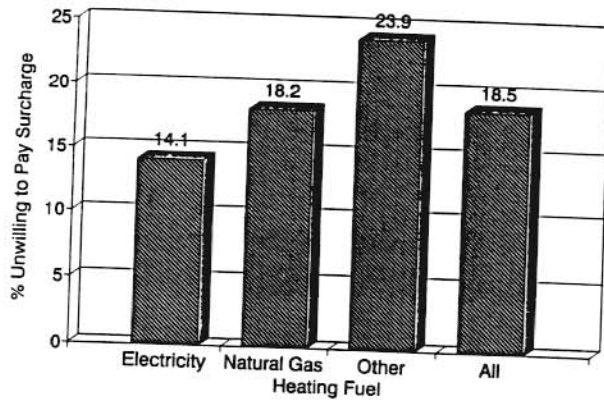
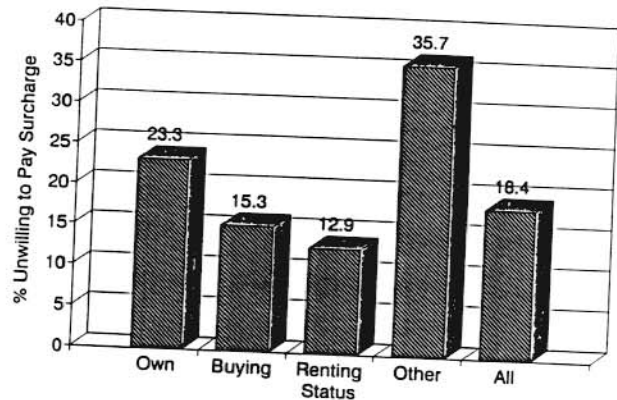


Chart 12

Percent Extra on Utility Bills  
Unwilling to Pay Surcharge by Status



Additional frequency counts are being requested from the Bureau of Sociological Research. Additional results and a final report will be available by March 31 from the Energy Office.

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"The data for the above analysis was collected by the University of Nebraska Bureau of Sociological Research as part of the Nebraska Annual Social Indicators Survey (NASIS), a telephone survey of a representative sample of 1,800 Nebraskans conducted in the fall of each year."