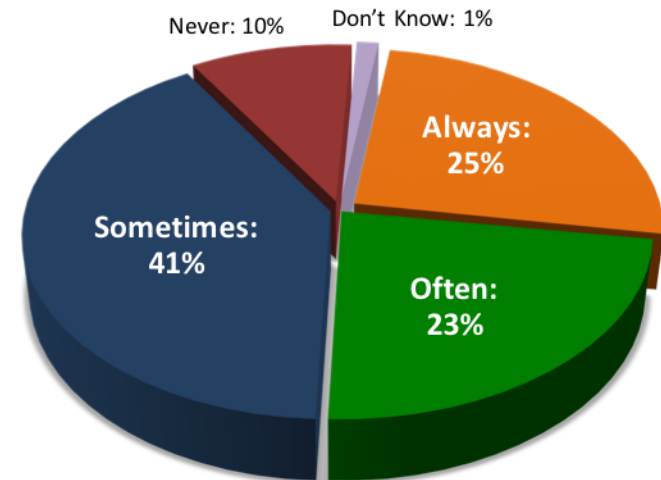


Energy efficiency views in western North Carolina

300 residents in western North Carolina served by one of four rural electric co-ops -- Surry-Yadkin, French Broad, Blue Ridge and Energy United -- or by Duke Energy answered an online survey conducted by Appalachian Voices via Facebook from April 25 to May 9, 2016.

- **89%** say they at least sometimes have difficulty affording their monthly electric bill, with 25% saying it's always difficult and 23% saying it's often difficult.
- **60%** say they have only invested a little or haven't invested at all in home improvements to reduce energy waste, such as air sealing, insulation, or energy efficient appliances or heating/cooling systems.
- **69%** say the main barrier to making upgrades to save on energy use are up-front costs. 36% say that taking on debt would also be a big concern.
- **80%** are open to learning more about a type of program in which the co-op or utility would pay the up-front costs for home energy efficiency improvements that are then repaid using a portion of the savings that result.
- **84%** say that reducing their electricity bills is a very important priority for them, and nearly 75% say they want to be more energy efficient. About 33% say generating some of their own electricity through solar or wind is important for them.

Is affording your monthly electric bill ever difficult for you?



What are your biggest challenges to making home improvements to save on your energy bills?

