

Insight Community - Clean Energy July 2022 Mixed Topic Initial Results

The Clean Energy Improvement Program was included in the July 2022 mixed topic survey for The Edmonton Insight Community. The survey asked members to explain their choice of interest in the CEIP. There were a total of 4,664 respondents (84 per cent being homeowners):

- 16 per cent are aware of the CEIP

65 per cent indicated an interest in participating in the CEIP, with 27 per cent indicating no interest in participating. Some underlying reasons include:

- Cost is seen as a factor and/or an obstacle. For example, some respondents expressed budget limitations, some are concerned about incurring more debt, some see this as a high-cost and low-return/reward investment.
- Respondents also mentioned a need for more information to determine their interest for participation. Some questions include - how this program works and what the process entails.
- For respondents who have expressed interest and support for this program, adding solar panels to their home is one upgrade that is mentioned.
- There are several other factors that influence interest in participation - some respondents own a newer home that is energy efficient, some have already completed home upgrades, and some either rent or live in a condo, which do not apply to this program.