

FACTORS INFLUENCING HOMEOWNERS' DECISIONS TO SEEK RESIDENTIAL
ENERGY EFFICIENCY KNOWLEDGE

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ABSTRACT

Knowledge on energy efficiency methods has been available for decades. The question this study is seeking to answer is “what factors influence homeowners to seek out knowledge on energy efficiency?” This research replicates a 1979 survey by Clive Seligman in which homeowners responded to statements about energy consumption. The same questionnaire was administered to homeowners interested in further information about home energy by either attending an Energy Conservation workshop held by MU Extension throughout the central Missouri’s counties, or asked for further information on home energy at an Earth Day event. Factor analysis showed that Seligman’s four factors are still important to homeowners in 2007. Pattern analysis was then applied and five different types of individual were defined, according to their attitude towards energy conservation. These patterns were examined in the context of their demographic composition. The implications for future research and energy conservation campaigns are discussed.