



# MADISON COUNTY ENERGY AND EMPOWERMENT SURVEY

Summer/Fall 2008


Conducted by Berea  
College student  
Beth Bissmeyer in  
partnership with  
Kentuckians for the  
Commonwealth  
(KFTC)

# What the survey attempted:



- To gauge the extent to which Madison County residents, specifically middle and low-income families, are being impacted by rising energy costs.
- To gauge the level of knowledge Madison County residents have about energy and conservation.

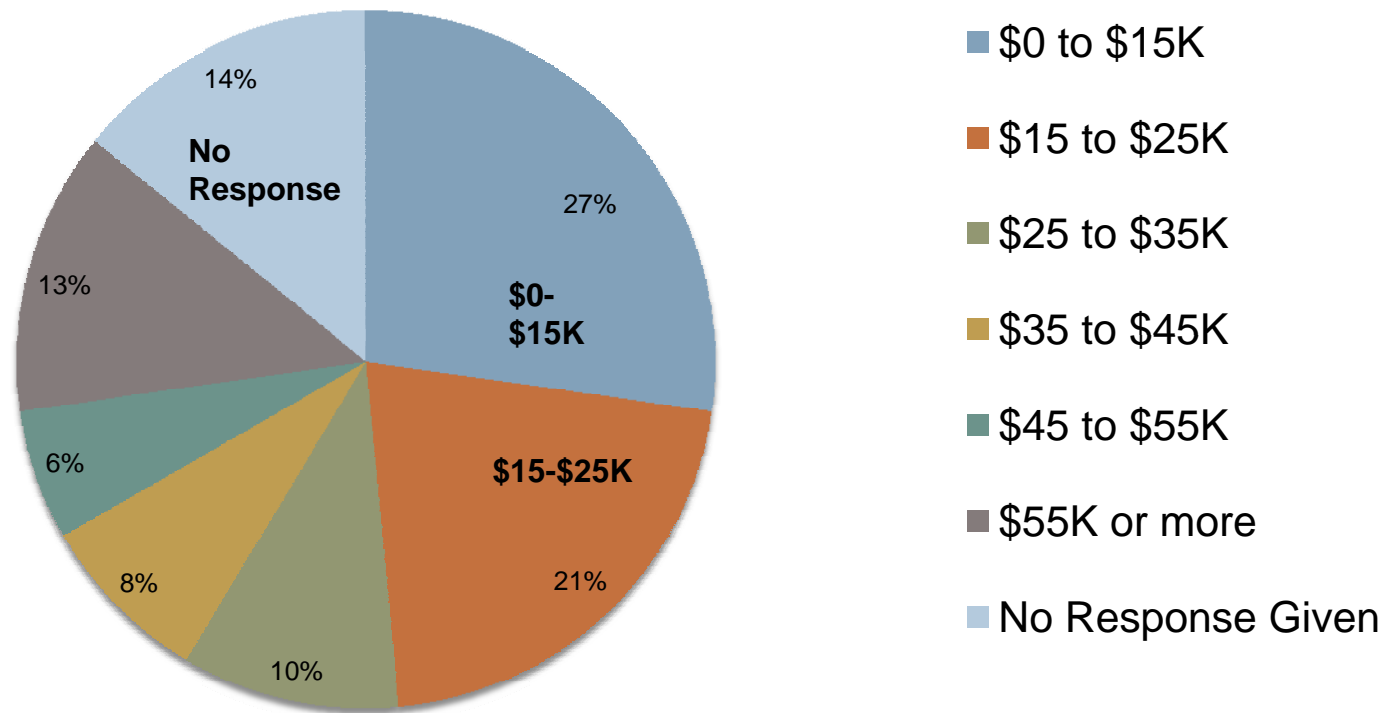
# Where the survey was conducted:



- Kroger Shopping Center in Richmond
- Sav-A-Lot store in Berea
- Wal-Mart store in Berea
- Walking door-to-door in several Berea neighborhoods.

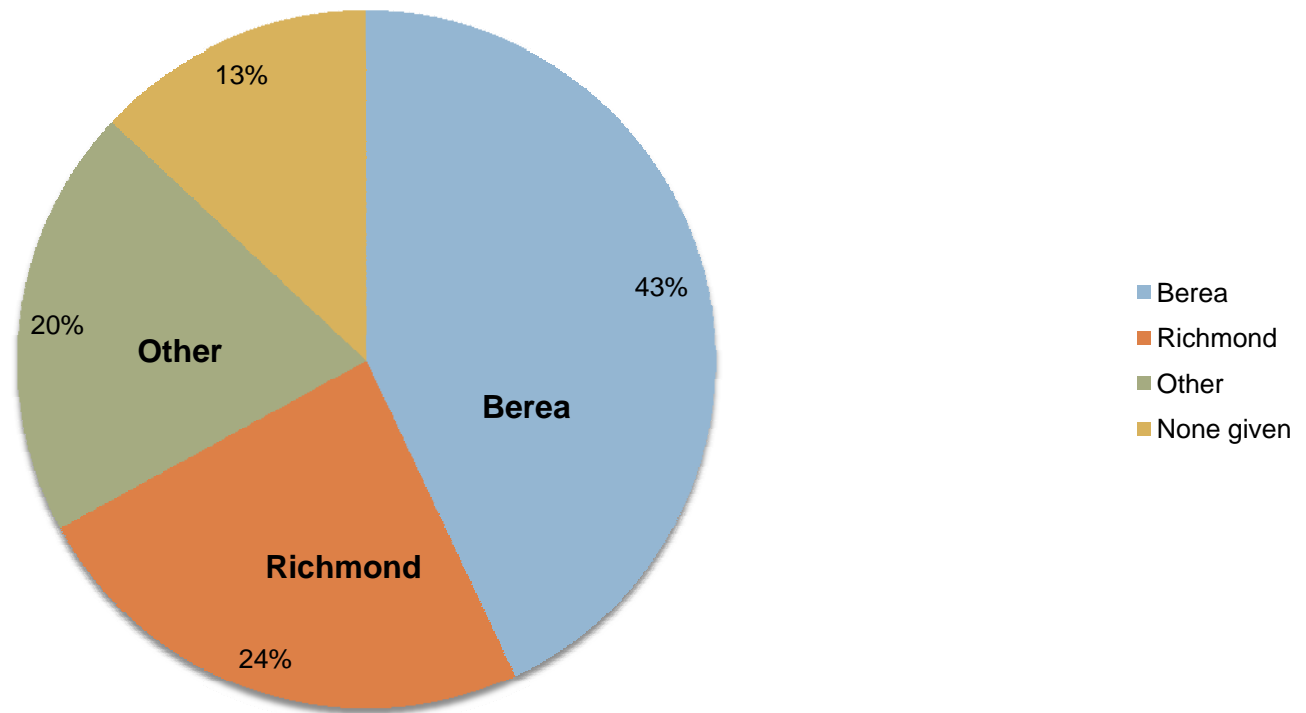
# Demographic Breakdown

Annual Household Income



# Demographic Breakdown

Where Participants Live



# Findings:



- 94% of those surveyed said they were being impacted by rising energy costs.
- Most participants did not know how their electricity was generated.
- 94% of those surveyed said they are taking small measures to conserve energy -- but lack the resources to reduce larger sources of energy in their home.

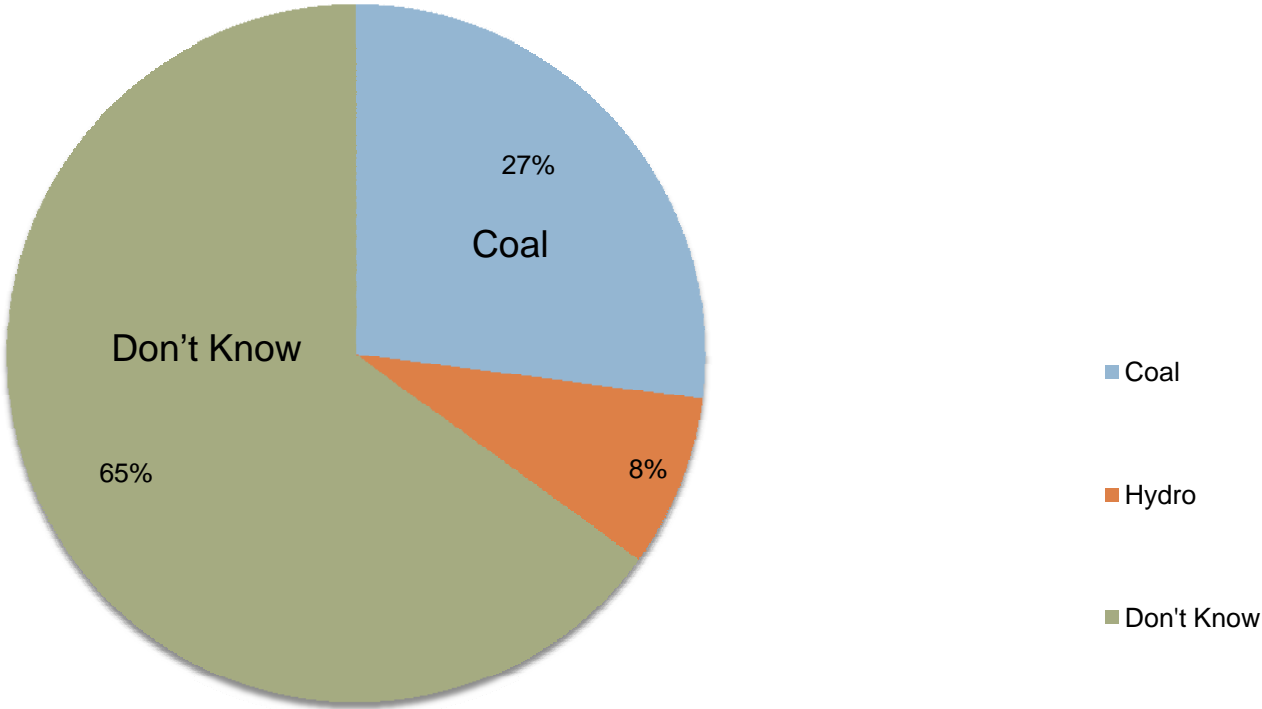
# Impact from energy costs:



- “I’ve cut down on food and drugs. I have to make a choice.”
- “It takes away from other things, like food and stuff.”
- “If it keeps going up, we just won’t be able to afford it.”
  - “I feel like I am being ripped off.”

# Folks don't identify coal as main energy source.

Responses to "Where does our electricity come from?"



# Efforts to Conserve

- 94% of respondents said they have taken steps to cut back on energy costs.
- 75% of those who said they haven't taken steps to conserve were renters (only 41% of the sample size were renters).



# Efforts to Conserve



- 10% of renters had talked to their landlords about energy efficiency.
- The most popular conservation effort among respondents was reducing the use of heating or cooling in their home.
- 13% of survey respondents had replaced their windows.
- The number one energy efficiency barrier participants gave was money.

# Recommendations:



- 84% of survey participants said they would like to receive additional information about low-cost energy efficiency options – more is needed in this area.
- More direct assistance is needed to serve the needs of the low-income community who could gain the most from energy efficiency.
- More policy is needed to protect the needs of tenants living in energy inefficient housing.

# For more information contact:

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