



Multi-Client Study

Midwest Energy Survey – a tracking study of public attitudes about climate change & energy use

For more information
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Climate change has become a strategic issue for utilities and energy efficiency programs. Understanding public perceptions of climate change is critical for public education and messaging, design of energy efficiency programs, regulatory and rate proceedings, public policy development, and overall organizational strategy.

The Energy Center of Wisconsin is pleased to offer one of the most comprehensive tracking studies available on public perceptions of the climate change and energy connection. We initiated the study in 2007 with a survey of 3,284 Midwestern households and expanded to a national reach in 2008. Charter sponsors received detailed reports of their customers & stakeholder's perceptions, as well as strategic analysis of opportunities and barriers to using the climate change issue in motivating public action, designing effective programs for energy efficiency and renewables, and generating positive public relations. High-level results are available to the public at www.ecw.org/climate-opinion.

Obtain detailed results about your customers and stakeholders and help us keep this study going for a better-informed response to climate change! We will repeat this study in early 2009.

Sponsors will get the following benefits:

- influence on the final survey design;
- oversamples of your customer group or target audience;
- detailed report of your customers' perceptions with comparisons to individual states in the region, the Midwest, and the nation;
- assessment of strategic opportunities and challenges for your programs and organizational communications;
- recognition as a sponsor in public releases of high-level results;
- contribution to research that supports sustainable approaches to America's challenges.

We anticipate survey modules on the following topics (subject to sponsor interest):

- belief and levels of concern about climate change;
- depth of knowledge about causes and solutions to climate change;
- preferred solution leaders and policy options;
- personal motivation to take action and knowledge of steps individuals can take;
- self-reported energy efficiency measures taken;
- information sources for energy-saving information;
- public expectations of energy organizations and the public sector;
- interest in green pricing and willingness to pay a premium;
- reactions to climate-oriented messaging for utilities and energy efficiency programs;
- openness to alternative rate structures for electricity.

Cost

Sponsorship cost for 2009 begins at \$25,000 and includes an oversample of a single customer or stakeholder group. Additional oversamples and segmentation of separate customer groups is available at an additional cost.