



Positive Perception of Term “All-Electric Home” Increases 12 Percentage Points in Recent Years, E Source Survey Finds

Residential electrification survey shows positive shift in perceptions of electrification technologies, though cost remains a barrier to fuel-switching.

By Adarsh Nalam

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BOULDER, CO (November 14, 2024)—E Source, a utilities-focused consulting, research, and data science company, has shared the results of its 2024 [Residential Electrification Survey](#), including a shift in consumer attitudes toward electrification technologies in residential settings. The independent study, first conducted in 2021, fielded in April 2024 with over 10,000 residential homeowner utility customers in the US and Canada.

Designed and administered by the E Source [Market Research](#) team, the survey offers findings around:

- **Consumer perceptions of electrification technologies:** Over three-quarters of respondents believe that electricity is a safer home and appliance fuel source than natural gas, an increase from 2021. Despite shifting perceptions, cost remains a barrier to fuel-switching.

- **Current ownership of electrification equipment:** More respondents say they own electric equipment in 2024 compared to 2021, with electric cooktops and smart thermostats reported as the most common electric appliances.
- **Readiness for adoption:** While many respondents said they were unlikely to switch fuel sources for most home equipment, 27% expressed interest in taking steps to electrify all their appliances.

In other notable findings, positive perception of the term “all-electric home” increased from 40% in 2021 to 51% in 2024. Additionally, over one-third of respondents would prefer homes with only electric appliances when choosing their next residence, with 63% stating that gas appliances contribute to indoor air pollution, an increase from 51% in 2021. However, despite the growing interest in electrification, cost remains the largest barrier to fuel-switching, with 76% of respondents believing that switching fuel sources of any kind in their home appliances would be costly.

Utilities today are navigating fast-paced technological advancements, transitioning to cleaner energy sources, managing tighter budgets, and looking to meet heightened customer expectations. A systematic and targeted approach to electrification is central to successfully addressing these challenges.

“Electrification holds tremendous potential along with risks. Utilities can realize that potential and mitigate the risks by understanding how to best engage their customers in the energy transition. With in-depth market research like our Residential Electrification Survey, utilities can understand perceptions of electrification to promote the value of new technologies based on customer needs, beliefs, and behaviors,” said [Filomena Gogel](#), President of Research and Advisory at E Source.

An overview of the insights is publicly available [in a downloadable eBook](#). Detailed findings are available in an industry report for members of the [Distributed Energy Resource \(DER\) Strategy Service](#) offered by E Source.

About E Source

E Source combines industry-leading research, data science, and consulting to help utilities make and implement better data-driven decisions that positively impact their customers, their bottom line, and our planet. Headquartered in Boulder, Colorado, E Source has teams across the US and Canada. Learn more at www.esource.com.

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