How can utilities better serve up energy-efficiency programs to small restaurant owners?
Other than limited budget, what’s preventing restaurants from participating in energy-efficiency programs?

Restaurants identify a lack of information about energy-efficiency programs as a barrier to participation nearly twice as often as other sectors do.

What were the barriers to your participating in an energy-efficiency program through your utility in the past 12 months?

- Not enough information about the programs

<table>
<thead>
<tr>
<th></th>
<th>Restaurants</th>
<th>All sectors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not info</td>
<td>19%</td>
<td>10%</td>
</tr>
</tbody>
</table>

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If we want to boost restaurants’ awareness of utility programs, who should deliver the message?

**Carry out**

Restaurants trust their utility and colleagues to keep them educated about programs.

### What are businesses’ most-trusted resources for energy-efficiency advice?

<table>
<thead>
<tr>
<th>Resource</th>
<th>Restaurants</th>
<th>All sectors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Utility</td>
<td>54%</td>
<td>60%</td>
</tr>
<tr>
<td>Colleagues at similar businesses</td>
<td>43%</td>
<td>25%</td>
</tr>
</tbody>
</table>

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Who should utilities talk to about energy efficiency at restaurants?

Is energy management a part of your job responsibilities?
- Yes
  - Restaurants: 79%
  - All sectors: 89%

Which of the following best describes your primary role or professional responsibility?
- Business owner
  - Restaurants: 78%
  - All sectors: 35%

Is your business responsible for paying its utility bills?
- Yes, and I am in charge of paying the utility bills.
  - Restaurants: 87%
  - All sectors: 64%

Restaurant owners do it all. They’re paying the bills and making energy decisions.
What would motivate restaurant owners to make energy-efficient upgrades?

*Carry out*

Restaurant owners care about reduced maintenance, financial incentives, and return on investment, but they also want to enhance the customer experience.

What would be the top reasons why your business would participate in an energy-efficiency project through your utility?

Enhance the customer experience*

<table>
<thead>
<tr>
<th>Restaurants</th>
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</tr>
</thead>
<tbody>
<tr>
<td>18%</td>
<td>8%</td>
</tr>
</tbody>
</table>

*Fourth for restaurant owners; seventh for all sectors

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Of the 1 million restaurants in the US, 90 percent have fewer than 50 employees. Most restaurants classify themselves as small businesses.

What are small restaurant owners’ preferred channels for learning about utility programs and services?

- **Utility website**: 31% for small restaurants vs. 34% for all small biz sectors.
- **Email**: 32% for small restaurants vs. 35% for all small biz sectors.
- **In person**: 7% for small restaurants vs. 3% for all small biz sectors.

**Carry out**
The utility website and email are small restaurants’ preferred communication channels. But these businesses are also more likely to be open to an in-person visit than other businesses are.
What can utilities do to increase restaurants’ participation in energy-efficiency programs?

- Incorporate restaurant owner and customer testimonials in your marketing and outreach strategy
- Promote word-of-mouth marketing through referral incentives
- Sponsor a “Battle of the Buildings” or similar event to encourage competition and best-practices sharing
- Showcase upgraded facilities
- Get involved with local industry and small business associations

*Restaurants are cool spaces that are perfect for hosting events!*
For 30 years, E Source has been providing market research, data, and consulting services to more than 300 utilities and their partners. This guidance helps our customers advance their efficiency programs, enhance customer relationships, and use energy more efficiently.

Data was taken from the E Source Business Customer Insights Center, which provides utility companies with information about the energy management needs and attitudes of specific business consumer sectors. Understanding organizations’ interests in and decision-making processes for energy-efficiency program participation can help utilities better market their programs and energy-savings opportunities to these customers. Utilities can use the dashboard to see how specific business sectors compare to all sectors included in the study, as well as filter those comparisons by small, midsize, or large businesses.

For more information, visit www.esource.com, email esource@esource.com, or call 1-800-ESOURCE.