



*How can*

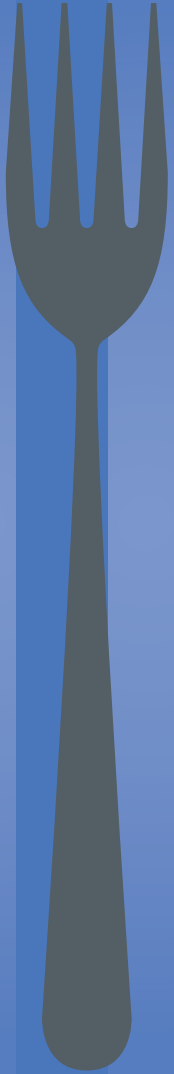
**utilities**

**better serve up**

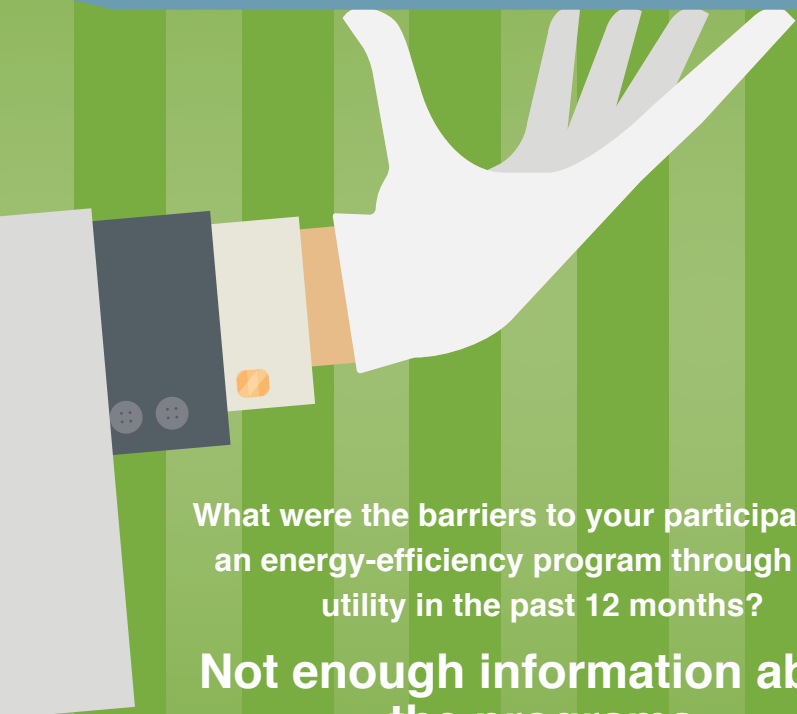
**ENERGY-EFFICIENCY  
PROGRAMS**

*to*

**small restaurant  
owners?**



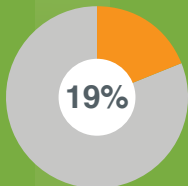
# Other than limited budget, what's preventing restaurants from participating in energy-efficiency programs?



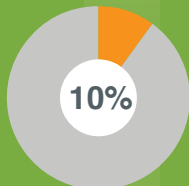
What were the barriers to your participating in an energy-efficiency program through your utility in the past 12 months?

**Not enough information about the programs**

Restaurants



All sectors



*Carry out*



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

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

*Carry out*



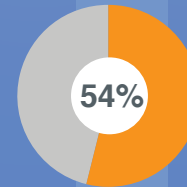
Restaurants **trust their utility and colleagues** to keep them educated about programs.



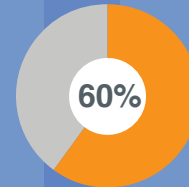
What are businesses' most-trusted resources for energy-efficiency advice?

## Utility

Restaurants

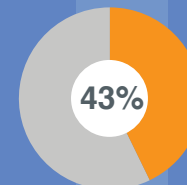


All sectors

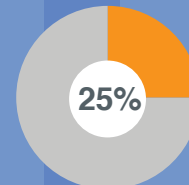


## Colleagues at similar businesses

Restaurants



All sectors

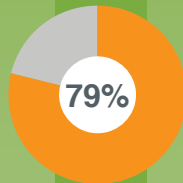


# Who should utilities talk to about energy efficiency at restaurants?

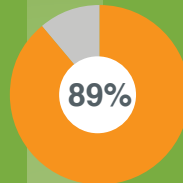
Is energy management a part of your job responsibilities?

**Yes**

Restaurants



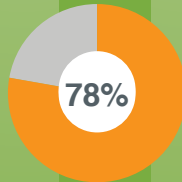
All sectors



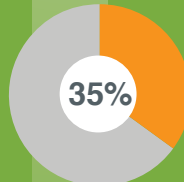
Which of the following best describes your primary role or professional responsibility?

**Business owner**

Restaurants



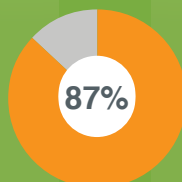
All sectors



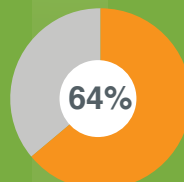
Is your business responsible for paying its utility bills?

**Yes, and I am in charge of paying the utility bills.**

Restaurants



All sectors



*Carry out*

**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*



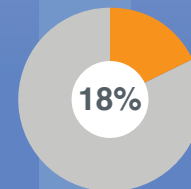
Restaurant owners care about reduced maintenance, financial incentives, and return on investment, but they also want to **enhance the customer experience.**



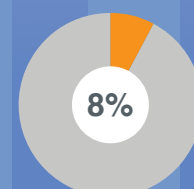
What would be the top reasons why your business would participate in an energy-efficiency project through your utility?

**Enhance the customer experience\***

Restaurants



All sectors



\*Fourth for restaurant owners; seventh for all sectors

# DID YOU KNOW?

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

Source: <http://www.restaurant.org/News-Research/Research/Facts-at-a-Glance>



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



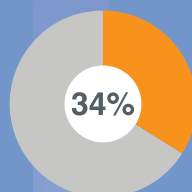
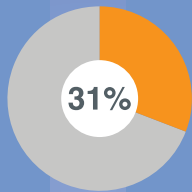
*Carry out*

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.

## Utility website

Small restaurants

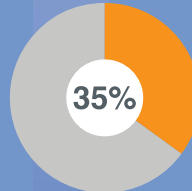
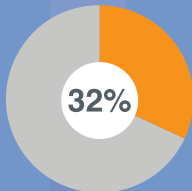
All small biz sectors



## Email

Small restaurants

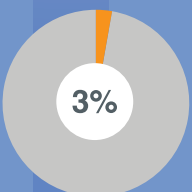
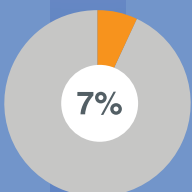
All small biz sectors

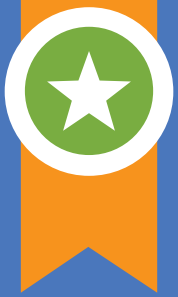


## In person

Small restaurants

All small biz sectors





# 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



*Restaurants are cool spaces that are perfect for hosting events!*



Get involved with local industry and small business associations







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](http://www.esource.com), email [esource@esource.com](mailto:esource@esource.com), or call **1-800-ESOURCE**.



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