



# ELECTRIFICATION:

THE STATE OF CONSUMER DEMAND  
& AWARENESS ENTERING 2023

NEIF's Go Greener Academy

Peter Troast, Founder & CEO

March 17, 2023



# Greetings from the 100% Electric Energy Circle Office





## What We'll Discuss

- 1 CURRENT STATE OF ELECTRIFICATION AWARENESS
- 2 REGIONAL DIFFERENCES ARE IMPORTANT
- 3 IDENTIFYING AND TARGETING ELECTRIFICATION BUYERS

*Who's Buying Electrification Retrofits Based on Personal Values?*



## Retrofitting to Electric = Good Jobs & Results

- Gas/Oil Heating —> Heat Pumps
- Gas/Oil Water —> Heat Pump Water Heaters
- Traditional AC —> Heat Pump AC
- Solar
- EV Car Charging
- Storage
- Electrical Upgrades
- Appliances





# CURRENT STATE OF HOME ELECTRIFICATION AWARENESS



# This Guide Can Help You Save Money and Fight Climate Change

The new climate and tax law can bring big savings for anyone looking to buy an electric car or make their home more energy efficient.



By Nadja Popovich and Elena Shao



SCIENTIFIC  
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RENEWABLE ENERGY

## We Need to Make ‘Electrifying Everything’ Easier

Incentives and remodeling need to be more straightforward and equitable if we expect people to convert their homes away from fossil fuels

By The Editors on July 1, 2022



The Washington Post  
Democracy Dies in Darkness

Climate Environment Weather Climate Solutions Climate Lab Green Living

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## Heat pumps are defying Maine’s winters and oil industry pushback

Fossil fuel industry groups say the technology isn’t ideal for the state’s climate. Mainers aren’t buying it.

By Anna Phillips  
February 7, 2023 at 6:00 a.m. EST



The Washington Post  
Democracy Dies in Darkness

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THE CLIMATE 202

## Why we need to ‘electrify everything’ according to Saul Griffith

Analysis by [Maxine Joselow](#)  
with research by [Vanessa Montalbano](#)  
March 17, 2022 at 8:09 a.m. EDT

Comment 2 Gift Article Share

Good morning and welcome to The Climate 202! Did you know that a [pro-fossil-fuel ride](#) voiced by [Ellen DeGeneres](#) and [Bill Nye](#) was at [Disney World](#) until a few years ago?

[A Washington Post investigation](#) found that a highway under construction in Brazil could vastly increase deforestation of the Amazon, pushing it past the tipping point. More on that below. But first:

### Why we need to ‘electrify everything,’ according to this ‘genius’ inventor

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## A Whole Lot of Wonk Talk

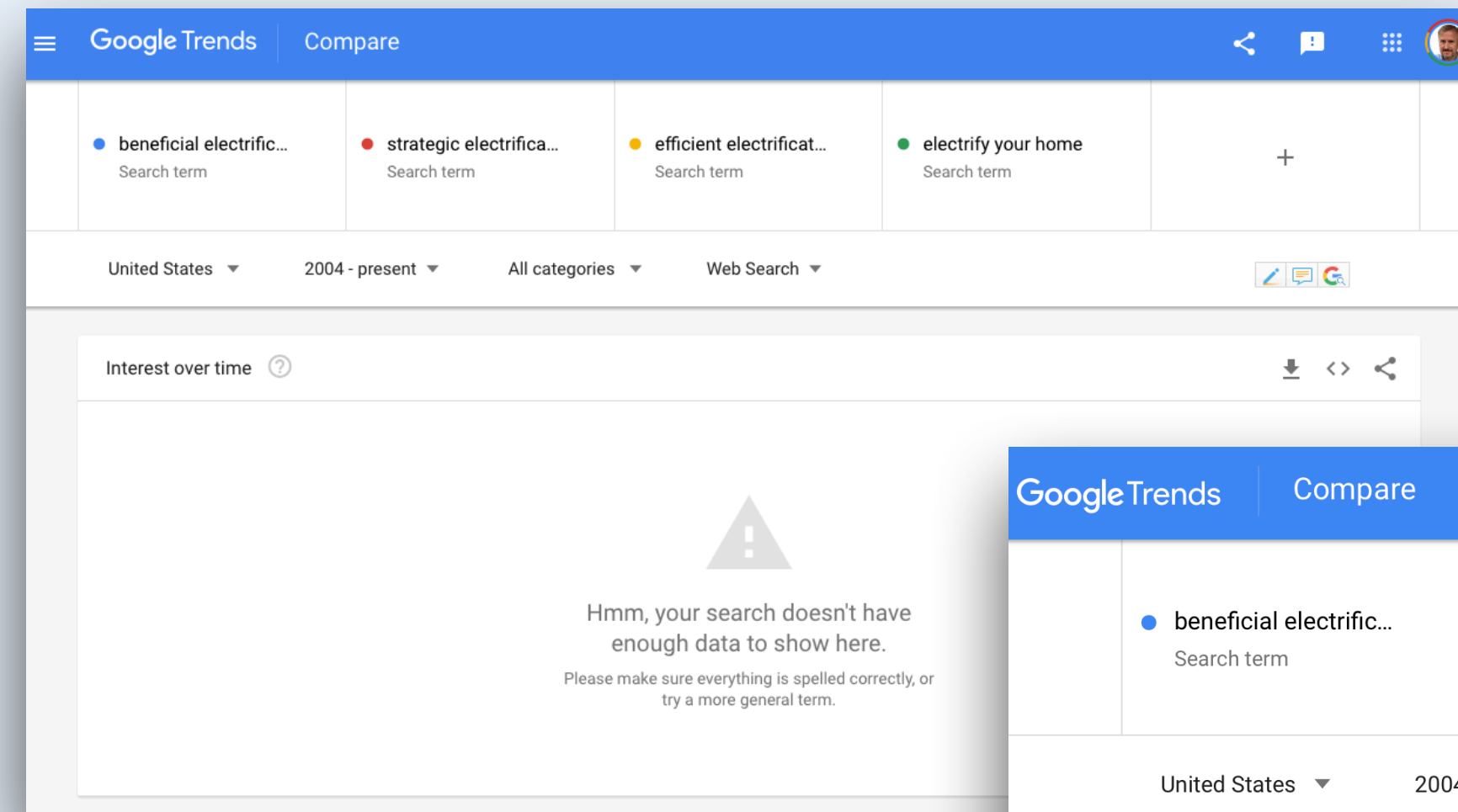
- Beneficial Electrification
- Strategic Electrification
- Efficient Electrification
- De-Carbonization
- Home Electrification
- Electrify Everything



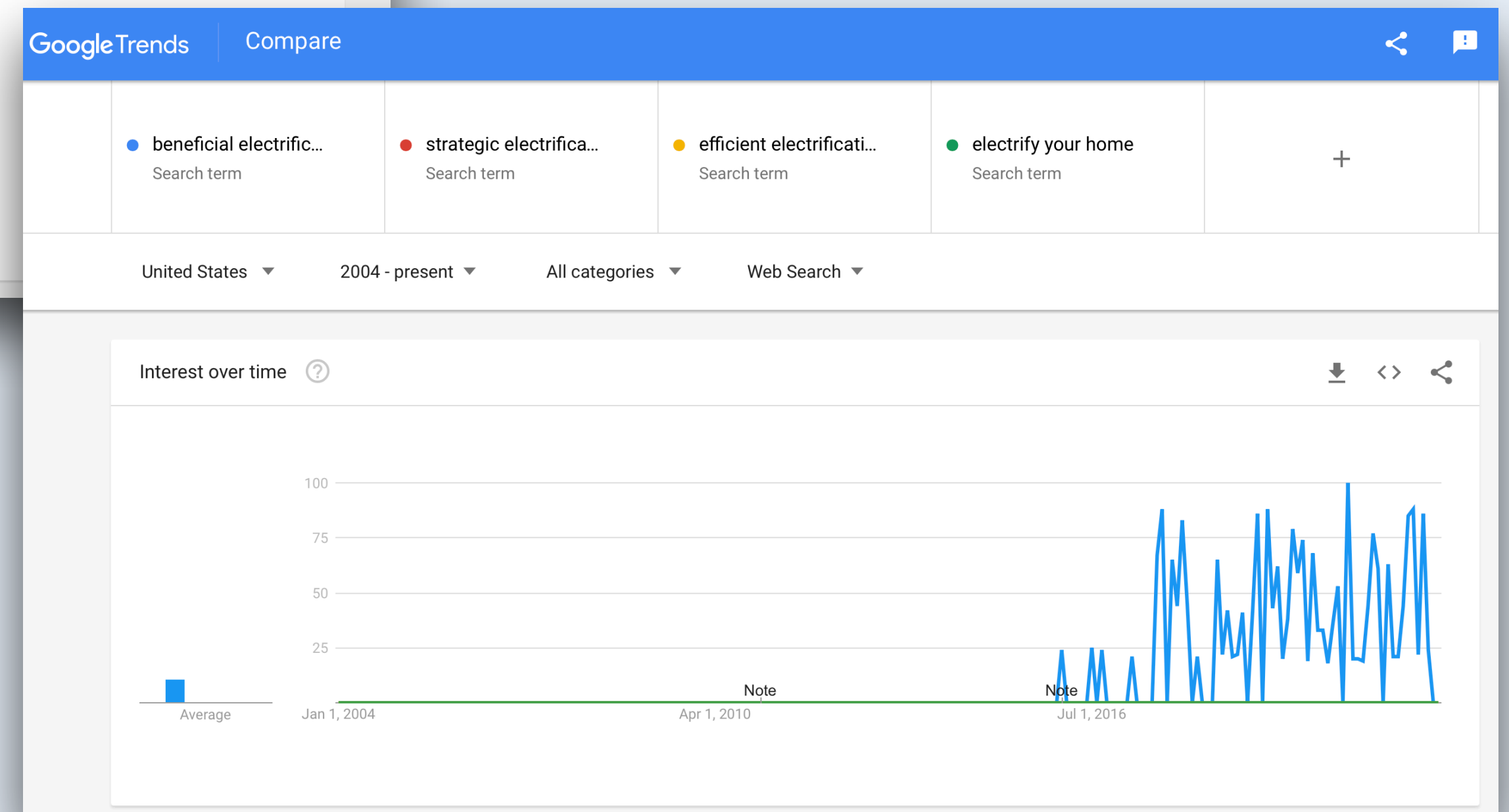


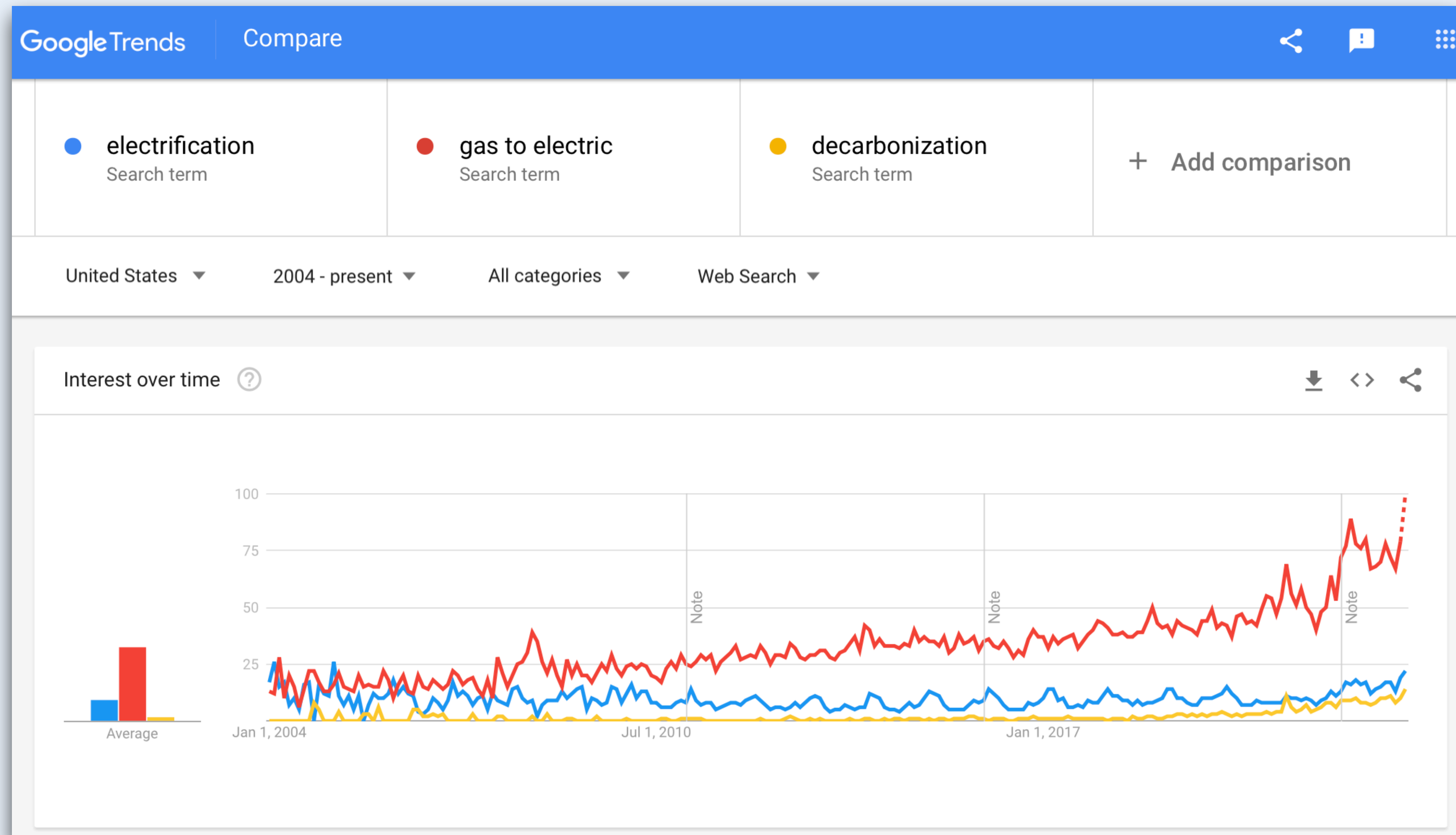
Even Google  
Says...Hmmm

2019



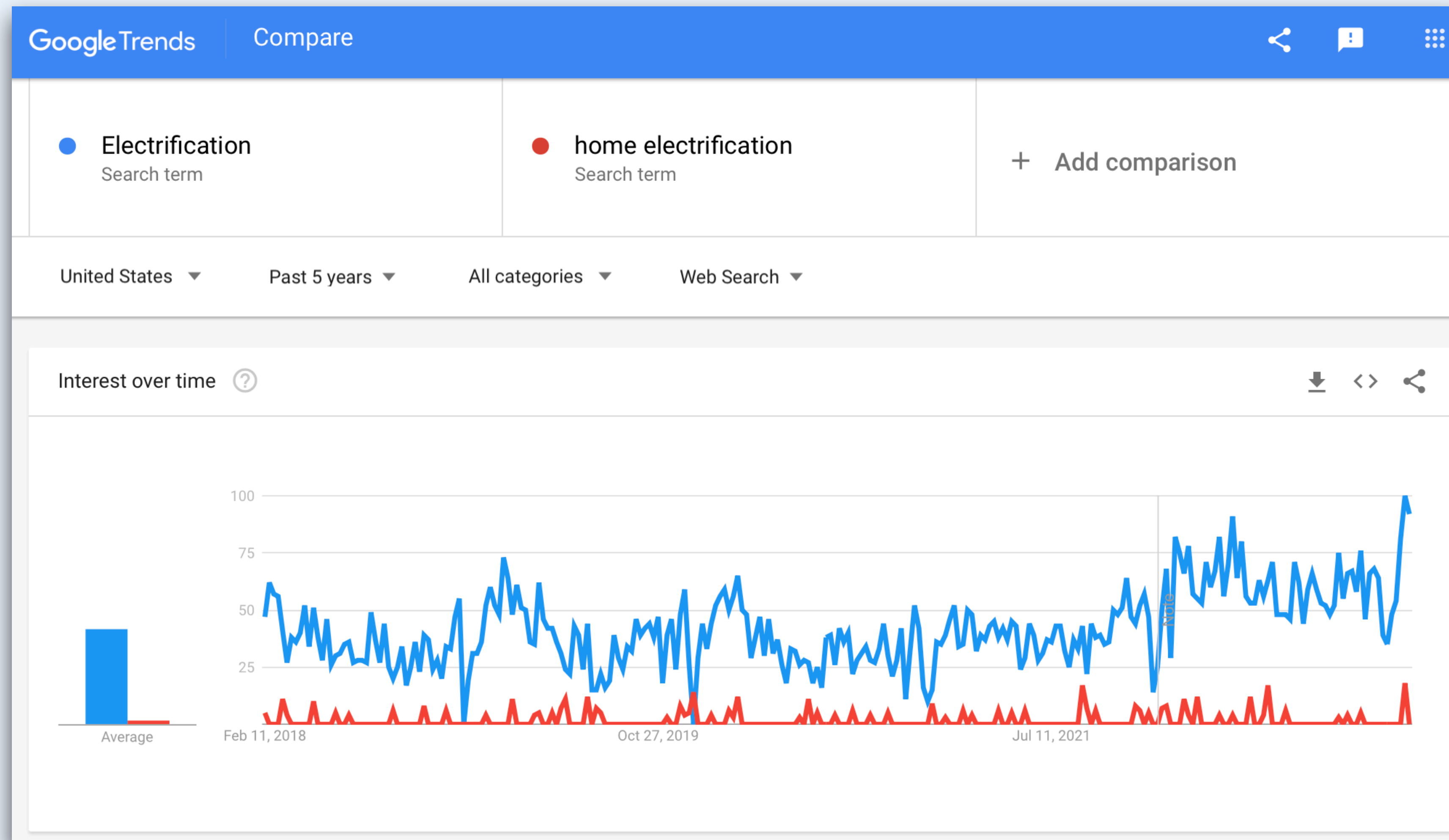
2023





Google Trends 2/8/23, 19 Years

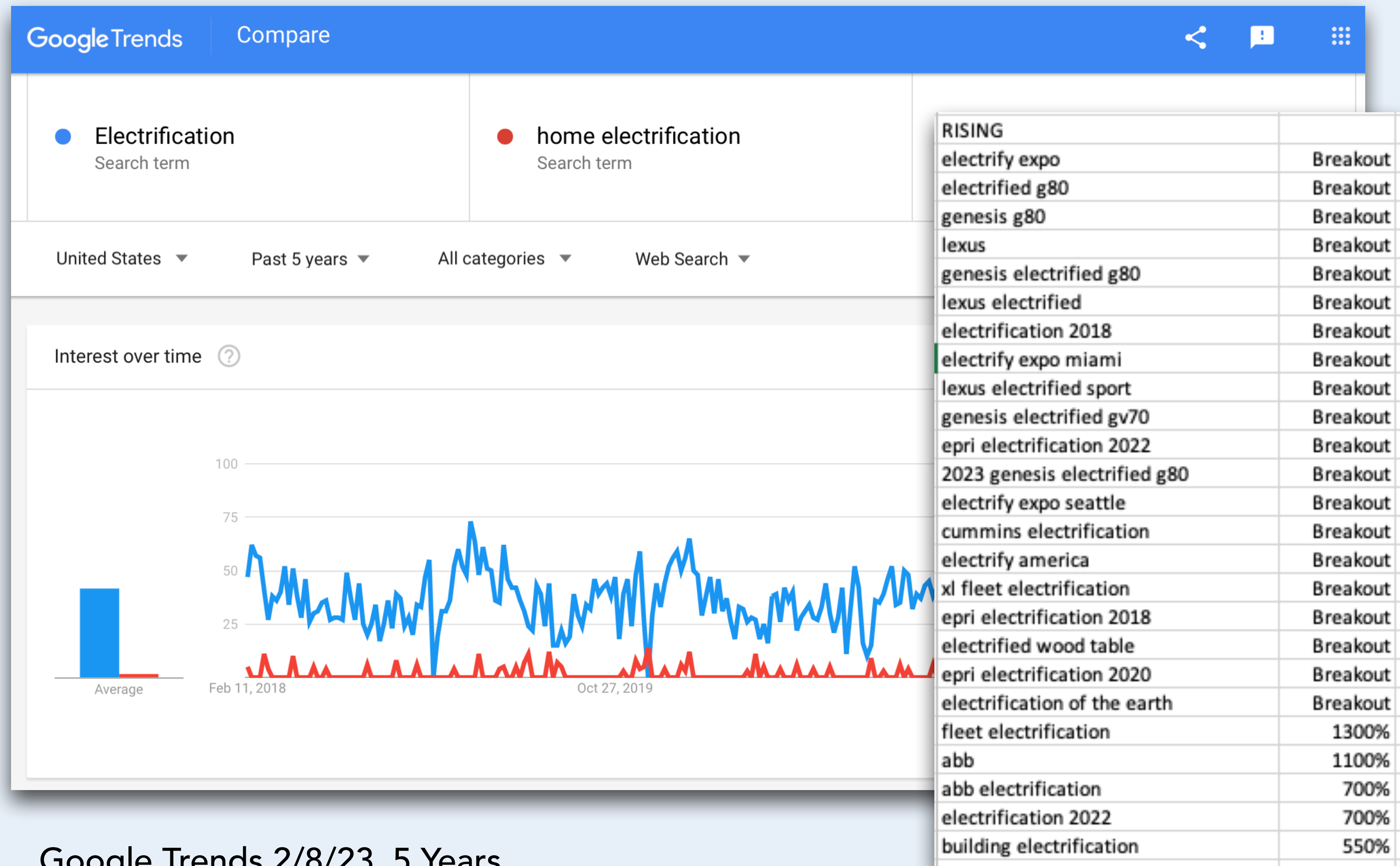




Google Trends 2/8/23, 5 Years

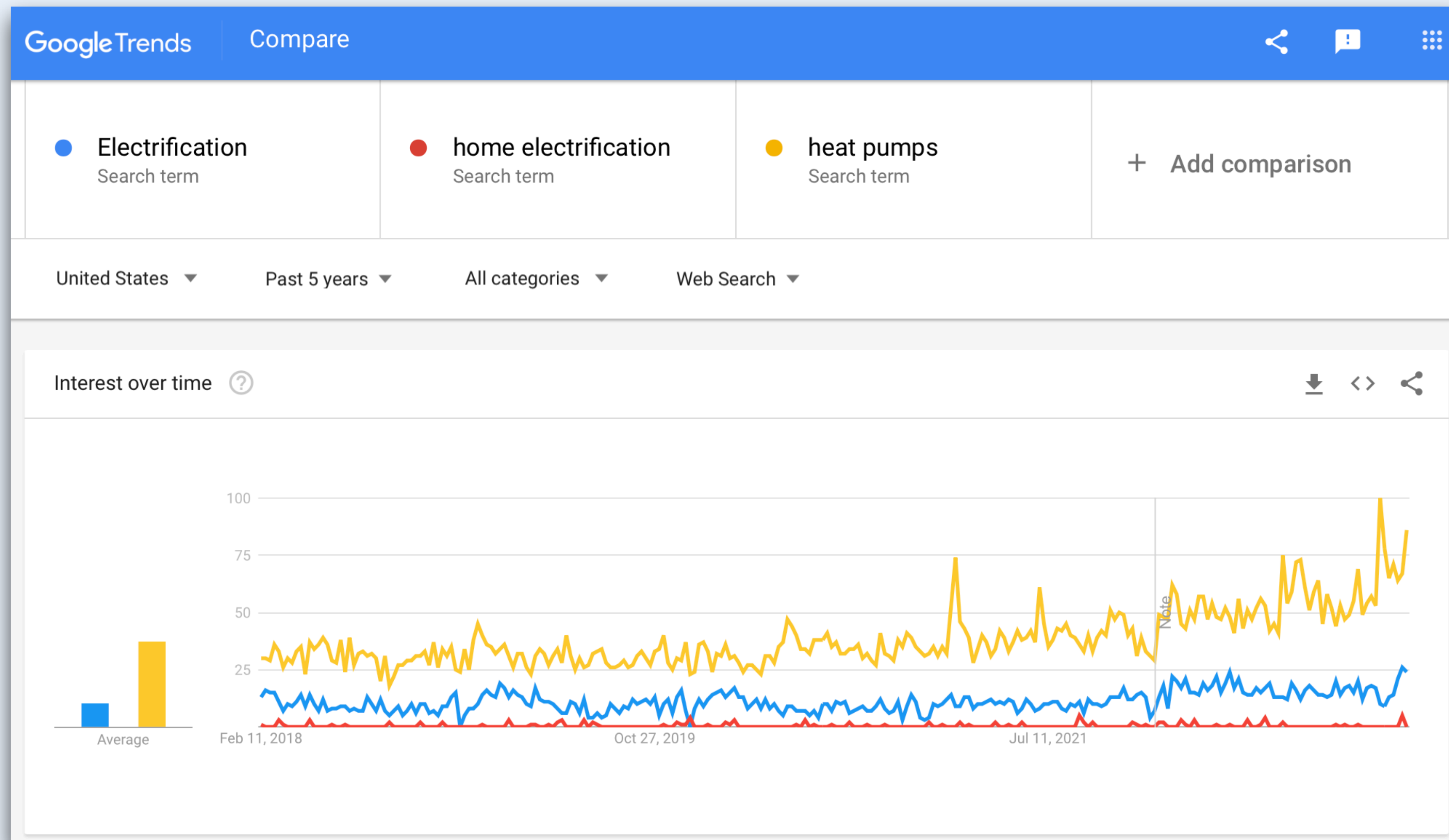






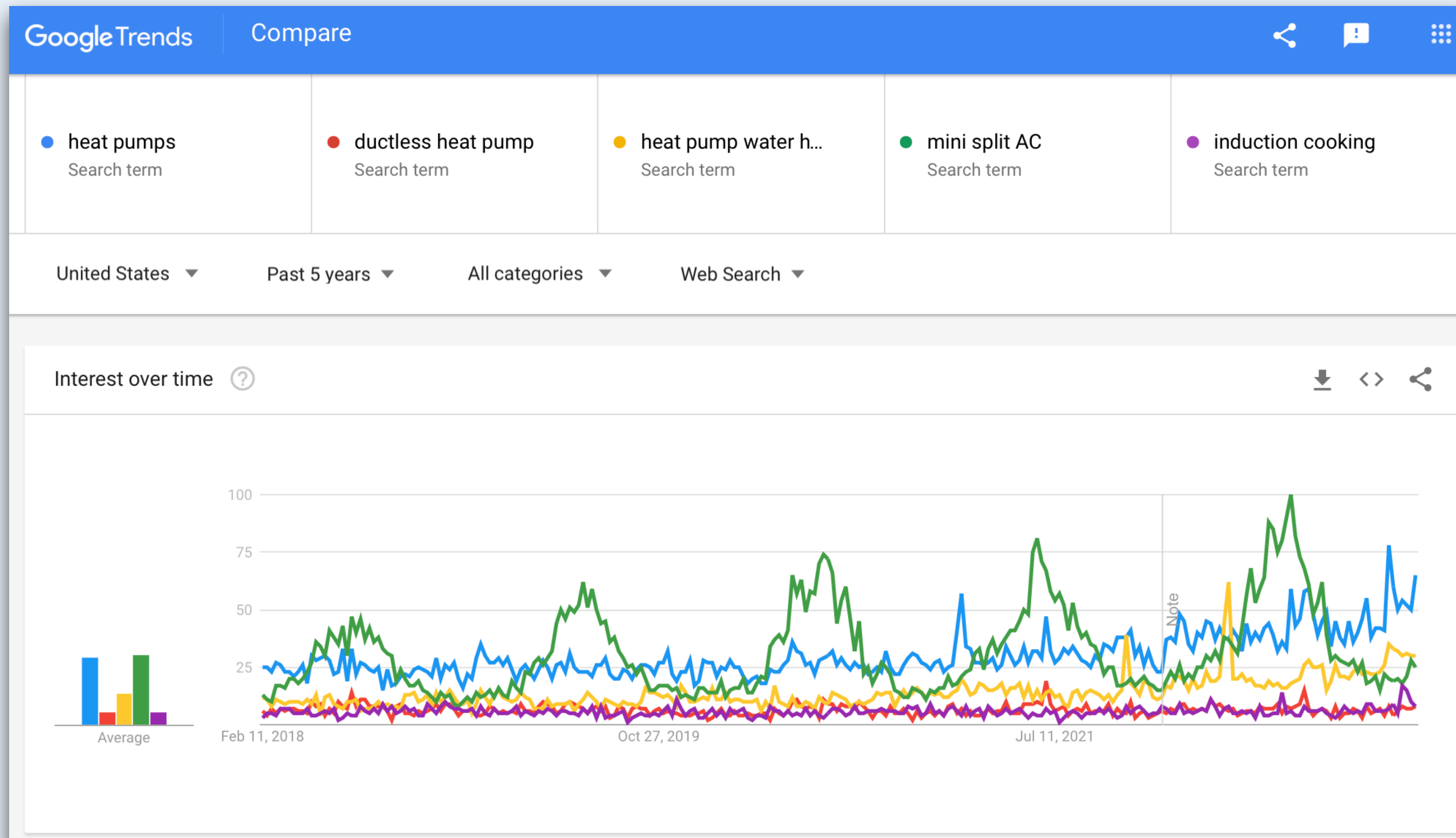
Google Trends 2/8/23, 5 Years





Google Trends 2/8/23, 5 Years





Google Trends 2/8/23, 5 Years





# Electrification

Keyword Variations

7.2K Total volume: 35.9K

Keywords	Volume	KD %
electrification	2.9K	69
caltrain electrification	1.3K	38
electrification metals etf	1.3K	35
rural electrification administration	1.0K	69
rural electrification act	880	69

View all 7,184 keywords

Questions

259 Total volume: 1.3K

Keywords	Volume	KD %
what is electrification	260	30
what does electrification mean	90	39
what is the rural electrification administration	90	64
what did the rural electrification administration do	70	50
is the rural electrification administration still around today	30	62

View all 259 keywords

Related Keywords

253 Total volume: 54.8K

Keywords	Volume	KD %
electricfication	110	70
electification	50	61
eletrification	50	61
electrification examples	30	56
why is electrification important	30	51

View all 253 keywords

SEM Rush 2/6/23





“electrify my home”

Keyword Variations

4 Total volume: 140

Keywords	Volume	KD %
electrify my home	140	42
electrify my heart home and away	0	n/a
electrify my home australia	0	n/a
washington electrifying my home	0	n/a

View all 4 keywords

Questions

n/a

We have no data to show.

Related Keywords

418 Total volume: 23.4K

Keywords	Volume	KD %
electrify your home	30	32
electrify home	260	47
home electrification	110	47
electrify my	30	36
electrify heat	30	18

View all 418 keywords

“all electric home”

Keyword Variations

232 Total volume: 800

Keywords	Volume	KD %
all electric home	110	34
all electric homes	50	31
all electric home vs gas	30	41
generator for all electric home	30	64
all electric heating for homes	20	n/a

View all 232 keywords

Questions

56 Total volume: 150

Keywords	Volume	KD %
are all electric homes more expensive	20	n/a
are carbon monoxide detectors required in all electric homes	20	n/a
can carbon monoxide be in an all electric home	20	n/a
can you have carbon monoxide in an all electric home	20	n/a
do all electric homes need carbon monoxide detectors	20	n/a

View all 56 keywords

Related Keywords

94 Total volume: 12.3K

Keywords	Volume	KD %
all electric homes	50	31
all electric house	110	32
electric homes	50	39
electric home	170	46
electric for home	20	46

View all 94 keywords

“home electrification”

Keyword Variations

26 Total volume: 180

Keywords	Volume	KD %
home electrification	110	47
e-den home electrification	20	n/a
home electrification solutions	20	n/a
electrification of homes	10	n/a
electrification of the home	10	n/a

View all 26 keywords

Questions

1 Total volume: 0

Keywords	Volume	KD %
what is home electrification	0	n/a

View all 1 keywords

Related Keywords

344 Total volume: 19.5K

Keywords	Volume	KD %
electrify your home	30	32
electrify home	260	47
electrify heat	30	18
electrify my home	140	42
electric for home	20	46

View all 344 keywords



heat pumps, mini  
splits, heat pump  
water heaters, solar

## 2022 vs 2021

Impr. <>	Clicks <>	CTR <>	Avg. CPC <>	Conversion: <>	Conv. rate <>	Cost <>
4,107,807 (+52.79%)	68,982 (+44.79%)	1.68% (-5.23%)	\$6.36 (-2.92%)	20,539.84 (+305.26%)	29.77% (+179.82%)	\$438,902.26 (+40.56%)

## Aug-Dec 2022 vs 2021 (after IRA passage)

Impr. <>	Clicks <>	CTR <>	Avg. CPC <>	Conversion: <>	Conv. rate <>	Cost <>
1,654,254 (+64.02%)	30,787 (+109.48%)	1.86% (+27.71%)	\$6.58 (-16.84%)	7,272.84 (+227.99%)	23.62% (+56.55%)	\$202,485.23 (+74.20%)

Energy Circle Aggregated Google PPC

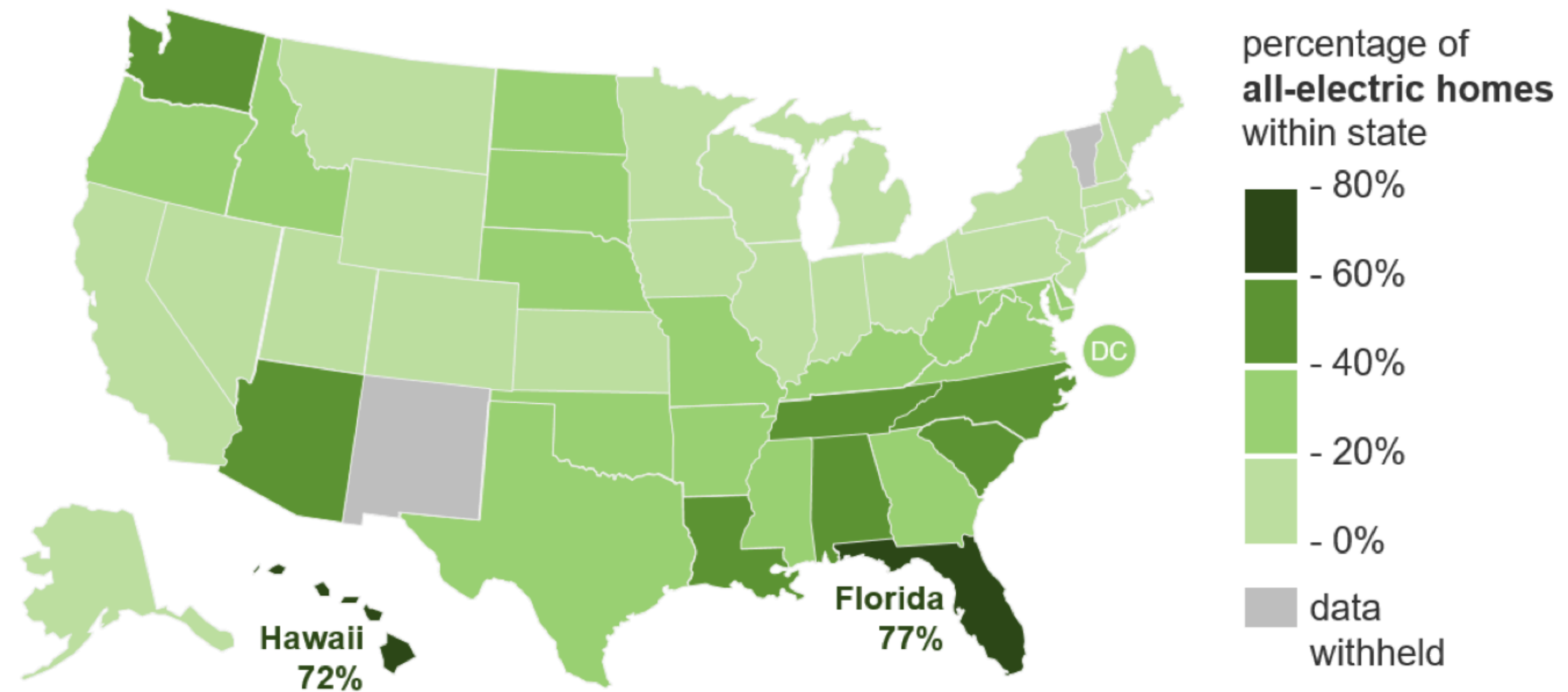




# REGIONALITY



## All-electric homes by state (2020)



Data source: U.S. Energy Information Administration, 2020 Residential Energy Consumption Survey



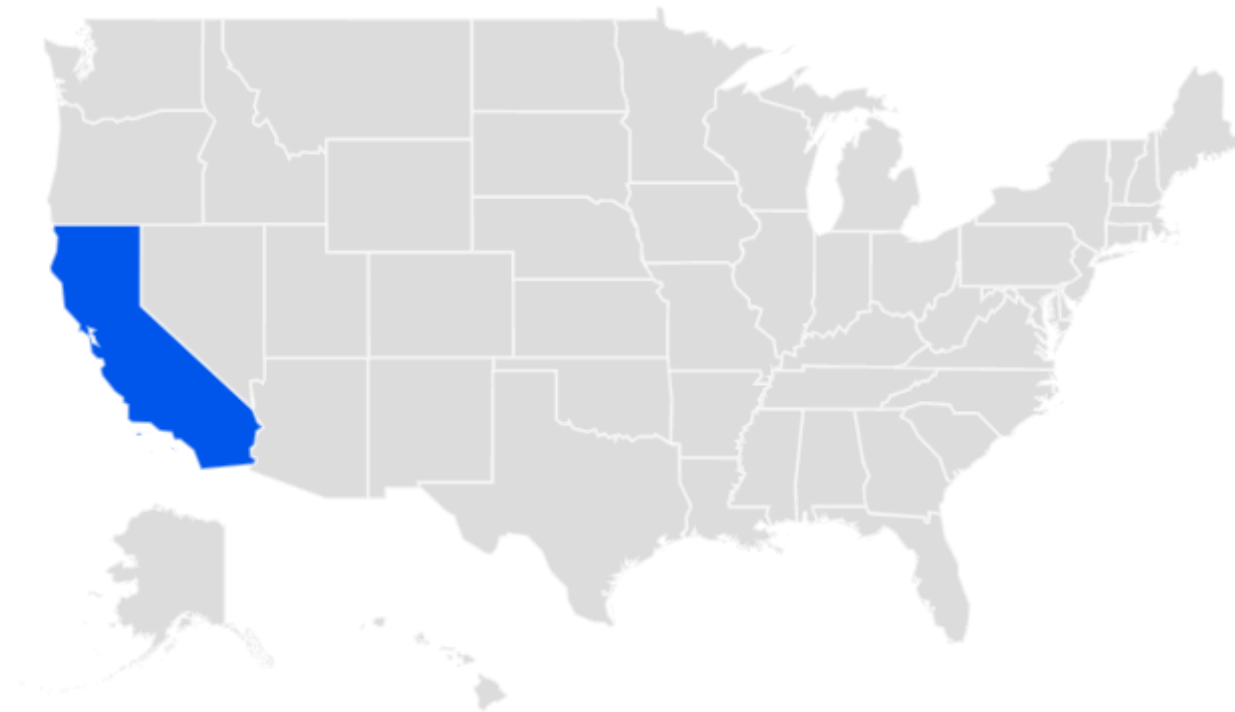
2020 Residential Energy Consumption Survey,  
September 2022



### home electrification

Interest by subregion ?

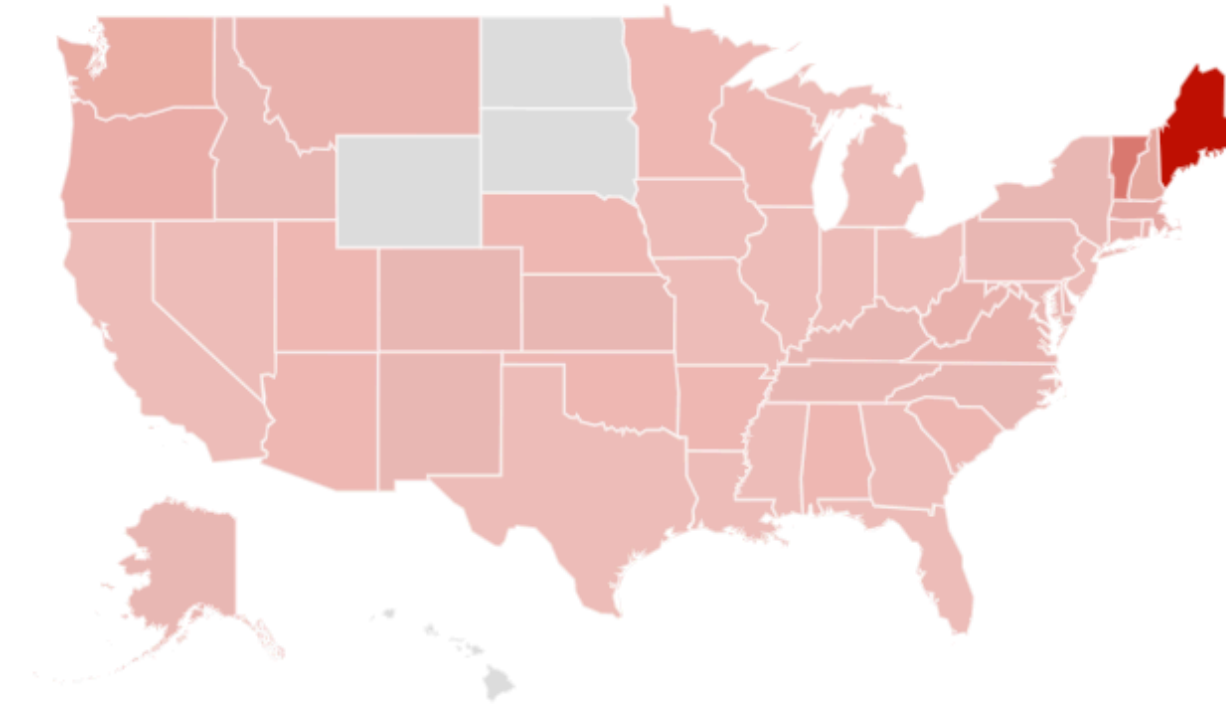
Subregion ▼



### heat pumps

Interest by subregion ?

Subregion ▼



Google Trends 2/8/23, Last 12 Months

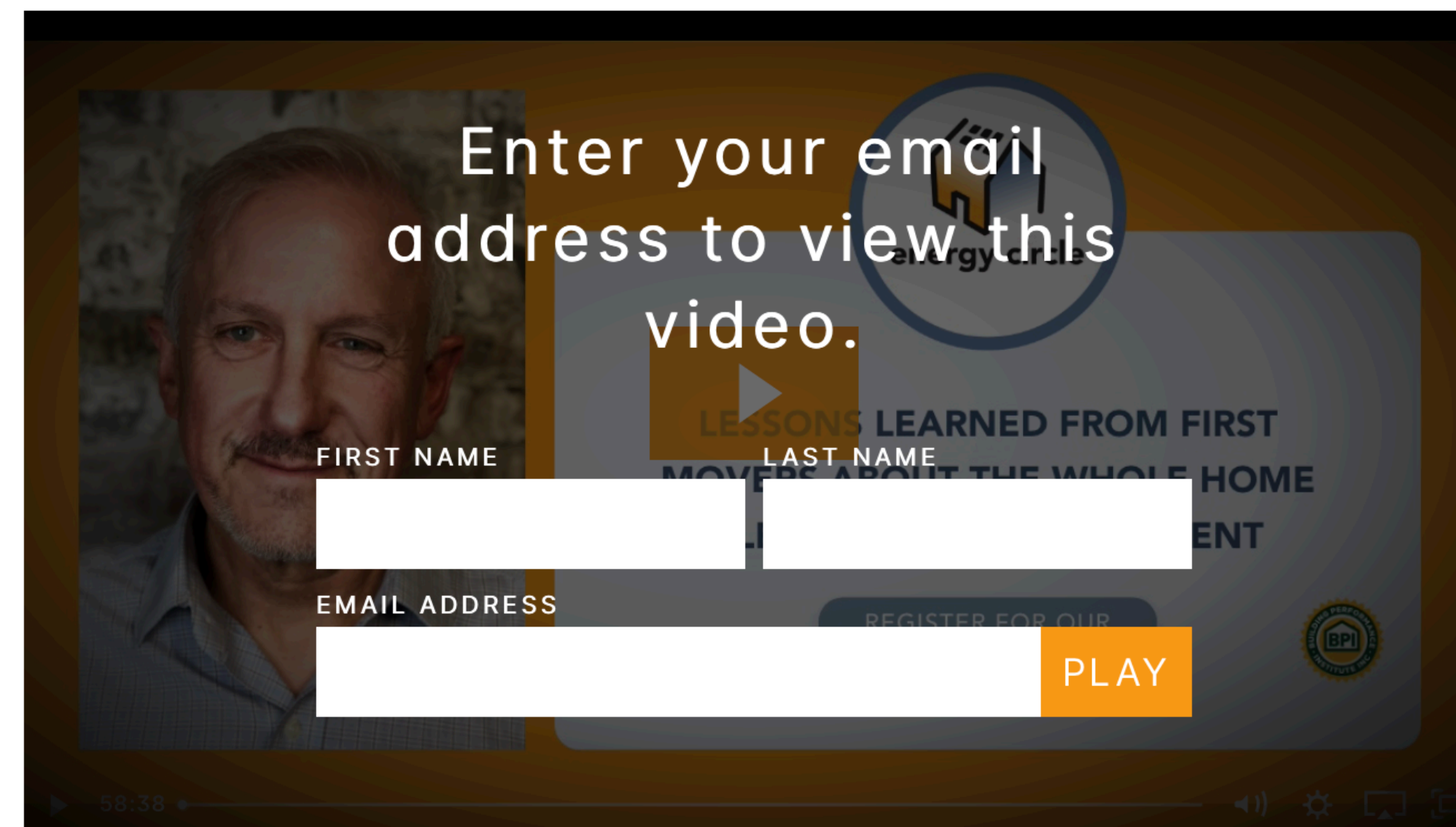




January 25  
Webinar

# Lessons Learned From First Movers About the Whole Home Electrification Movement

Lessons Learned From First Movers About the Whole Home Electrification Movement

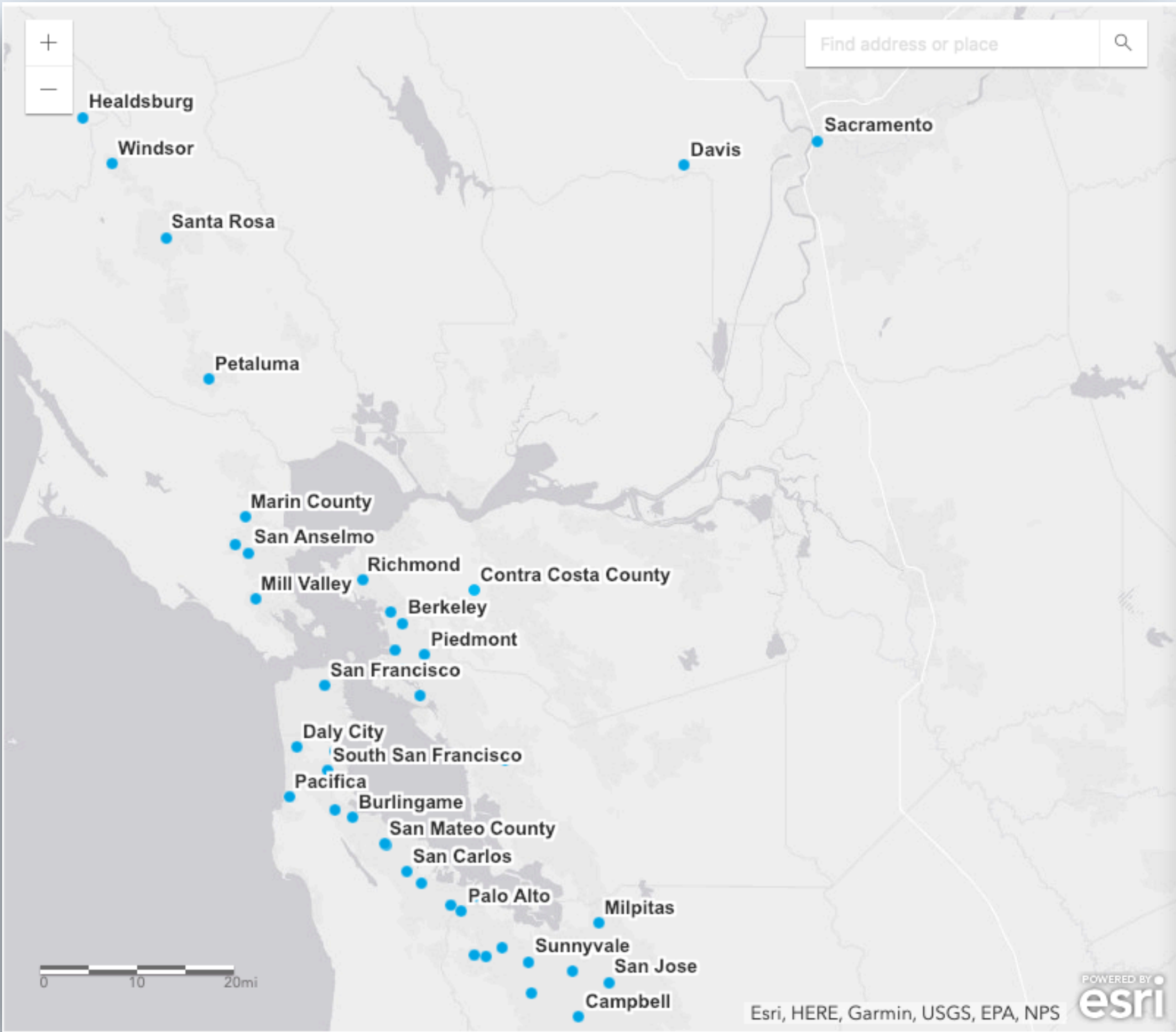


The electrification movement and whole home electrification remain popular topics in both the better building industry and



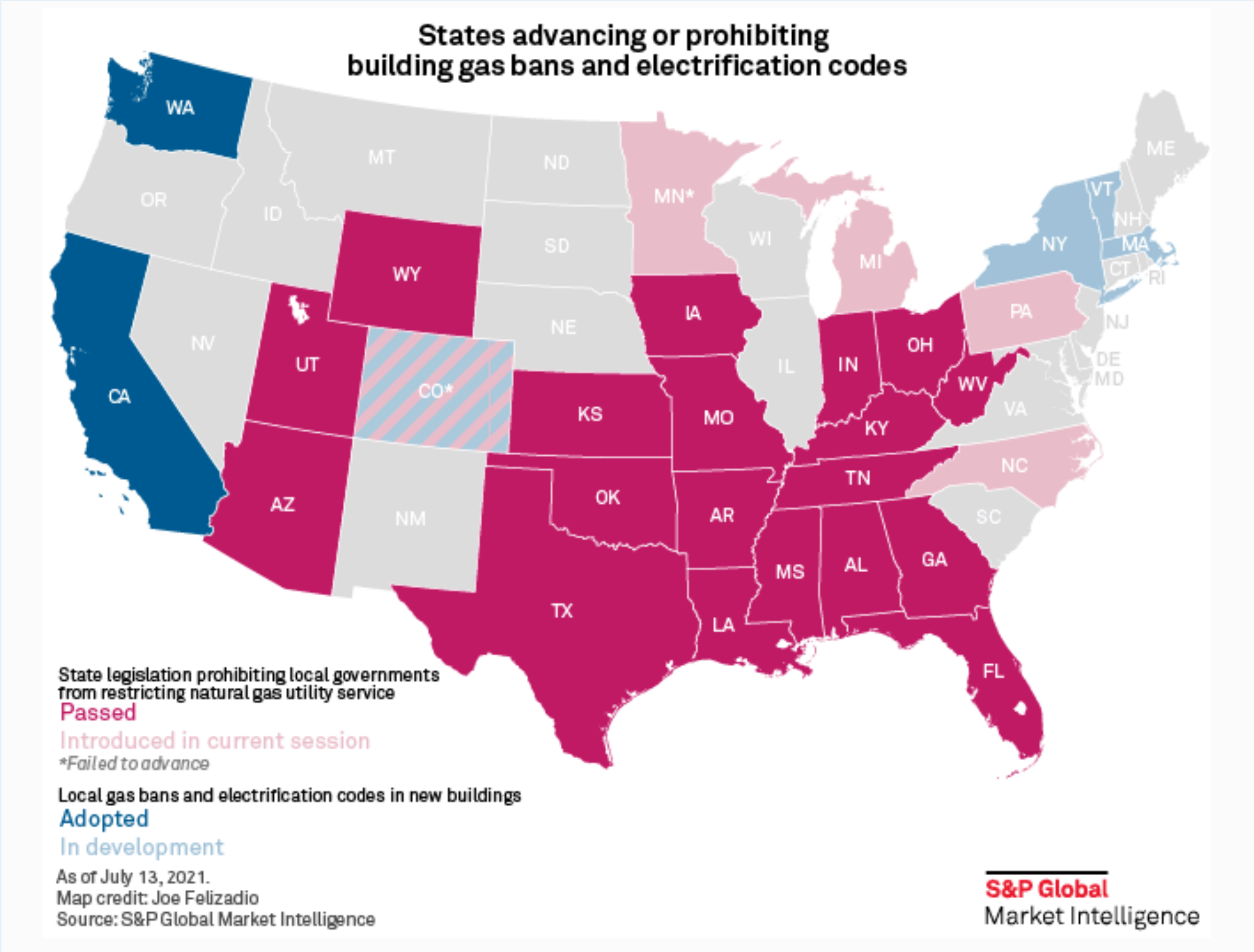


Some Cities  
are Banning  
New Gas  
Hookups





# Gas Bans, Bans on Gas Bans, Electrification



## Where We're Seeing Traction Today

### Locations with Aggressive Electrification Incentives

- CA, MA

### Aggressive Heat Pump & HPWH Locations/ Programs

- New England states

- Northwest

- Oil & Propane locations

### Very Select Climate Change-oriented Locations

- California, Massachusetts

- College Towns





Where to Put Your  
Focus

Right Now:

HEAT PUMPS

IRA

Secondarily:

HOME ELECTRIFICATION



# IDENTIFYING AND TARGETING ELECTRIFICATION BUYERS





## Bottom Line: A Unique Type of Homeowner





Super Simplified

Very Green

Highly Educated



## The Best Target Audiences

Homeowners with Solar

—Electric on their roof & minds

Homeowners Getting Solar (Bundled)

Electric Car Owners/Buyers

Climate Change Motivated


—Easily targeted

—Left leaning, highly educated (aka college towns)

Younger, New Homeowners



Strong Market +  
Bold Branding =  
Success



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*/əˌlektɹəfəˈkɑːʃ(ə)n/* Electrification is the process of transitioning a home to using all electric appliances and doing away with fossil-fuel based energy.  
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# QUESTIONS?

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