What do your residential customers think about electrification?

Insights from the 2024 Residential Electrification Survey
By Liza Minor, Paige Martin Cox
October 29, 2024

What do your residential customers think about electrification?

To help utilities engage with customers and understand the market for electrification technologies, E Source designed a survey to gather information on this topic from residential customers. We focus primarily on three technologies: heat pump water heaters, heat pumps for home heating and cooling, and induction cooktops.

Ask us how to access our insights or to field this study in your service territory

If you'd like access to the survey insights, or if you'd like us to field the survey in your service territory, please fill out this form.

We fielded the E Source 2024 Residential Electrification Survey in April 2024 with just over 10,000 respondents from the US and Canada. We recruited participants using a purchased sample of US and Canadian residential households from a global online market research firm. We only sampled respondents who own their home. We set quotas for age, gender, income, and geographic location. And we applied postfieldwork weighting on the sample to reflect population norms.

Insights from the 2024 Residential Electrification Survey

See some of the highlights from the 2024 survey. Are customers ready to switch from natural gas to electricity for some appliances? Do they have positive or negative perceptions of either fuel? We explore these issues and more.

Download the report (PDF)

Downloadesource-2024-electrification-survey-results.pdf

© 2008 - 2026 E Source Companies LLC. All rights reserved.
Distribution outside subscribing organizations limited by license.