Greater Sudbury Hydro du Grand Sudbury

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Customer Satisfaction Survey
2025 Report

December 2025

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METHODOLOGY & LOGISTICS

Overview

Greater Sudbury Hydro (GSH) commissioned Oraclepoll to conduct a telephone satisfaction survey of its customers. The purpose of this survey process was to obtain customer input across a range of indicators related to customer satisfaction.

This report represents the findings from the current December 2025 customer satisfaction survey of Greater Sudbury Hydro (GSH) customers. Baseline survey data was first benchmarked by Oraclepoll in December 2013 and then tracked in each subsequent December up to this current 2025 period. In this survey wave, there is a N=500 residential customer sample segment and a N=100 business component.

Within this report there are the findings from the December 2025 survey of GSH residential and business customers. Where applicable and possible the results are compared to the previous survey waves as several questions were removed and others reworded.

This report includes an Executive Summary for each of the residential and business components.

Study Sample

Greater Sudbury Hydro provided Oraclepoll with a database of their residential and business customers to be interviewed. Numbers were randomly selected and a total of N=600 customers in total were polled by telephone.

SAMPLE BREAKDOWN	
Residential	N=500
Business	N=100
TOTAL	***N=600***

Respondents were screened to ensure that they were 18 years of age or older and were one of the persons either at the business or residence that was responsible for making decisions related to their electricity usage, including bill payments.

Survey Method

The survey was conducted using computer-assisted techniques of telephone interviewing (CATI) and random number selection. Bi-lingual interviewers were employed, and surveys were conducted in English and French.

Initial calls for the residential component were made between the hours of 5 p.m. and 9 p.m. Subsequent call backs of no-answers and busy numbers were made on a (staggered) daily rotating basis up to 5 times (from 10 a.m. to 9 p.m.) until contact was made. In addition, telephone interview appointments were attempted with those respondents unable to complete the survey at the time of contact. At least one attempt was made to contact respondents on a weekend.

Calls to business customers were first made from 8:30 a.m. to 5:30 p.m. weekdays. There was at least one follow up call after 5:30 p.m. and one on a weekend. In addition, telephone appointments were accepted and made as per the respondent's time preference.

A total of 20% of all interviews were monitored and the management of Oraclepoll Research Limited supervised 100%.

Logistics

Interviews were completed between the days of November 29th to December 20th, 2025.

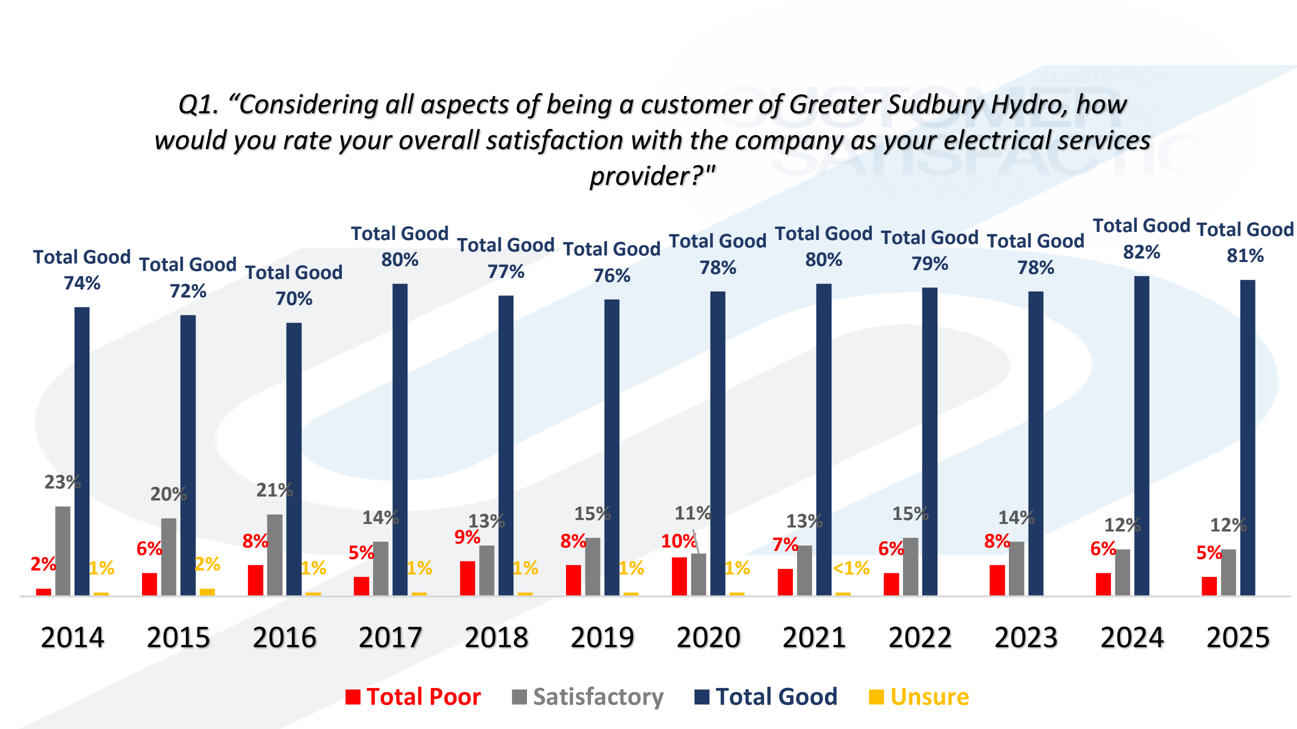
Confidence

The margin of error for the N=500-person residential survey is $\pm$ 4.4 %, $\frac{19}{20}$ times and $\pm$ 9.8%, $\frac{19}{20}$ times for the sample of N=100 businesses.

EXECUTIVE SUMMARY – RESIDENTIAL

Satisfaction

Residential customers were first asked an overall satisfaction question. The following graph compares the December 2025 results with the previous surveys. Results below combine the total poor (very poor & poor) and total good (good & very good) findings.



Satisfaction scores in terms of good and very good responses have remained consistent with the previous poll.

Rating Performance

Respondents were then asked to rate the performance of Greater Sudbury Hydro across four indicators using a five-point scale (1-very poor to 5-very good). The table below combines the positive responses of good and very good while tracking the results over time.

"Using a scale from one very poor to five very good, please rate the performance of Greater Sudbury Hydro in each of the following areas."

PERFORMANCE AREAS – TOTAL GOOD RESPONSES	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	**2025**
Q2. The reliability of electricity supply	92%	90%	88%	89%	82%	85%	88%	86%	87%	86%	89%	92%
Q3. Prompt responses to electricity outages when they occur	82%	81%	84%	86%	80%	78%	80%	82%	79%	81%	86%	87%
Q4. Effectively scheduling planned electricity outages	54%	66%	64%	70%	68%	65%	63%	67%	63%	66%	73%	85%
Q5. Effectively communicating with customers about planned electricity interruptions	56%	68%	66%	63%	61%	60%	54%	60%	57%	62%	66%	69%

Reliability remains the strongest indicator, with consistently high satisfaction, while outage response has improved steadily after mid-period dips.

Planned outage scheduling shows dramatic long-term gains, and communication, while improving, remains the area with the most room for growth.

Rates Versus Outages

A trade-off question was once again asked that related to the cost customers are willing to pay for electricity system maintenance in relation to the security of service delivery or keeping the lights on.

Q6. "I am going to ask your opinion on the issue of balancing the price you pay for maintenance and renewal of your local electricity infrastructure with the security of your electricity service delivery or "keeping the lights on". Please respond on a scale from one having the lowest rates possible with regular outages to five having the highest rates possible with no outages – 3 would be a balance between rates and outages."

RATES VERSUS OUTAGES TRADE OFF	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	**2025**
1-lowest rates – regular outages	4%	4%	3%	2%	1%	2%	4%	5%	6%	6%	7%	6%
2-low rates – occasional outages	3%	8%	7%	5%	6%	10%	11%	12%	15%	12%	14%	10%
3-neutral – a balance between rates and outages	55%	47%	54%	59%	61%	58%	62%	65%	67%	69%	66%	69%
4-high rates – only a few outages	13%	11%	12%	11%	13%	12%	8%	7%	5%	6%	6%	7%
5-highest rates – no outages	5%	6%	5%	8%	7%	4%	6%	5%	3%	2%	2%	1%
Don't know	21%	24%	19%	15%	12%	14%	9%	6%	4%	5%	3%	6%

There is a preference for a balanced approach by an almost seven in ten majority, while support for high-rate options is low and the preference for low-rate choices is modest.

Payment Options & Online Management

Customers were asked about their preferred method of paying their utility bill. One response was accepted.

Q7. "What is your preferred method of paying your bill?"

	2019	2020	2021	2022	2023	2024	**2025**
Online/telephone banking through financial institution	64%	67%	64%	66%	60%	57%	55%
Automatic withdrawal from bank account (bill amount)	22%	21%	19%	17%	20%	19%	15%
Automatic withdrawal from bank account (equal monthly payment)	9%	10%	13%	13%	18%	23%	27%
Credit card (through third party)	NA	NA	2%	1%	1%	1%	2%
Payment in person	NA	NA	NA	<1%	1%	1%	1%

Online banking remains the preferred method of paying bills, followed by equal monthly payments and then automatic withdrawal.

All respondents were asked the next two questions about the self serve options they would like to see added to the Greater Sudbury Hydro online portal.

Q8. "What self-serve options would you like to see added to the Greater Sudbury Hydro online account portal?"

1-Setting up/Changing Pre-Authorized Payment Options	42%
2-Move in / Move out	18%
3-Update Account Profile Information	41%

Customers overwhelmingly want greater autonomy over billing and account management, with payment setup and profile updates being most named.

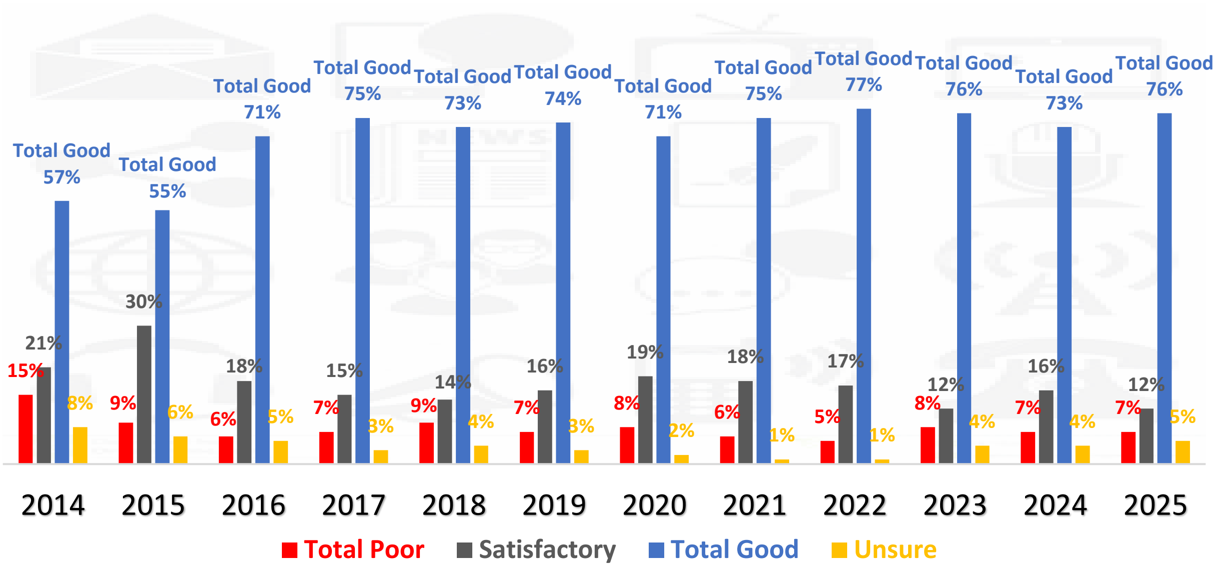
Q9. "In your opinion, what, if anything, is missing from the portal that you feel should be added?"

Unsure	35%
None	23%
Usage breakdown / consumption	21%
Program / account rebates	13%
Bill alerts / messages	3%
High usage notices	3%
Conservation tips / upgrades / behavioral changes	2%
Pay options	1%

Communication

Respondents were asked a series of indicators about communications, starting with a rating question about how GSH communicates with its customers.

Q10. "Greater Sudbury Hydro communicates to its customers through a variety of methods including bill inserts, direct mail, social media, traditional media, and its website. Please rate the performance of Greater Sudbury Hydro in communicating with its customers using a scale from one very poor to five very good."



Seventy-six percent provided a positive (good & very good) rating for communicating with customers, 3% higher than in 2024.

Contact

Customers were first asked if they have contacted Greater Sudbury Hydro in the past 12 months. Those that have had communication were then asked a follow-up question about the reason for their contact.

Q11. "Over the past 12 months, have you contacted Greater Sudbury Hydro / Greater Sudbury Utilities?"

The 30%, N=149 were asked Q12

Three in ten said they contacted Greater Sudbury Hydro over the past year. The 30% or N=149 were then asked a follow-up question about the reason for their contact.

Q12. "What were your reasons for contacting Greater Sudbury Hydro?"

Outage information	38%
Billing issues	36%
Open or close an account	19%
Energy savings tips / programs	7%

The main reasons for contacting Greater Sudbury Hydro related primarily to outages and issues related to billing.

In an open or unaided question, residential customers were asked how they would prefer to communicate with Greater Sudbury Hydro for customer service or billing issues.

Q13. "How would you prefer to contact Greater Sudbury Hydro for Customer Service or Billing related issues?"

Social Media	35%
Email	29%
Text	17%
Phone	11%
Website form	4%
Live chat	2%
Automated chat/ or virtual assistant	1%
Unsure	1%
Traditional mail	<1%

Social media, email and texts were most preferred, next followed by telephone.

In another open or unaided question, residential customers were asked how they would prefer to communicate with Greater Sudbury Hydro about outages.

Q14. "How would you prefer that Greater Sudbury Hydro provides you with information regarding a planned outage?"

Email	54%
Text	15%
Phone	12%
Social Media	6%
Traditional mail	5%
Website form	3%
Automated chat/ or virtual assistant	3%
Live chat	2%

When it comes to contacting GSH, email is the preferred method by more than half.

The next open probe asked respondents about their preferred method to have GSH communicate with them about unplanned outages.

Q15. "How would you prefer Greater Sudbury Hydro provide you with information regarding an unplanned outage?"

Phone	29%
Email	27%
Text	22%
Social Media	17%
Website form	3%
Live chat	1%
Automated chat/ or virtual assistant	1%

Customers overwhelmingly want proactive, push-style notifications—phone, email, and text—rather than channels that require them to seek out information. In short, there are expectations for timely, reliable communication during service disruptions.

Greater Sudbury Hydro Website

The next series of questions were asked about the Greater Sudbury Hydro / Greater Sudbury Utilities website.

Q16. "Have you visited the Greater Sudbury Hydro or the Greater Sudbury Utilities website over the past 12 months?"

48% Yes

(+5%)

Forty-eight percent said they have visited the website(s) in the last year, up from 45% in 2024.

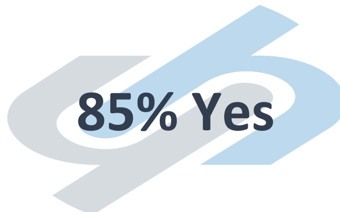
The n=239 (48%) of website visitors were then asked about the information they were looking for.

Q17. "What information did you look for?"

Account information	25%
Rates & Fees	47%
Corporate information	2%
Energy conservation	10%
Environment/Safety	5%
News or developments	6%
Distributed Energy Resource Connections (battery storage, solar panels, etc.)	2%
Electric Vehicle charging	3%

Next, the 48% or n=239 of website visitors were asked if they found the information on the website they were looking for.

Q18. "Did the website provide you with the information you were seeking?"



Eighty-five percent said yes or that they found the information, compared to 84% in 2024.

The 15% that answered they did not find the information they were looking for were asked Q19 as a follow-up.

Q19. "What information were you looking for?"

Updates on outages	28%
Detailed account information	22%
Rebate programs / savings	20%
Conservation / EVs / charging stations	16%
Details on rates / charges	8%
Time of use billing	5%
Careers / job availability	2%

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Billing

The following are two new questions related to e-billing.

Q20. "Are you on e-billing?"

48% Yes

Almost half or 48% said they use e-billing. The 52% (n=259) that do not, were then asked Q21 as a follow-up.

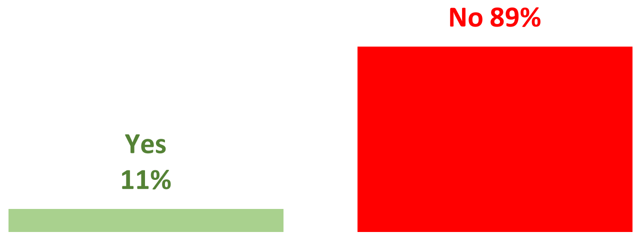
Q21. "What would motivate you to make the switch to e-billing?"

Cost savings	23%
Notify us on it / benefits	19%
Provide incentives	18%
Don't know	12%
It saves paper / good for environment	11%
Plan to / haven't done yet	8%
Make switch easy	5%
Nothing / prefer paper	5%

Electric Vehicles & Space Heating

All respondents were questioned if they currently own or lease an electric vehicle of which 11% said yes.

Q22. "Do you currently own or lease an electric vehicle (EV) or plug-in hybrid?"



The 11% of EV owners were questioned about their charging preferences.

Q23. "Where do you primarily charge your EV?"

Charging station	54%
Work	11%
Home	35%

Next, those that do not have an EV were asked when they plan to purchase an electric vehicle.

Q24. "If you're considering switching from a gas-powered vehicle to an electric one, when do you anticipate making the change?"

Over the next year (12 months)	4%
1-2 years	7%
3-4 years	11%
5 or more years	34%
Do not plan to purchase	10%
Unsure	34%

Results indicate slow but eventual EV adoption, with long-term planners and unsure respondents making up 68% of the population.

Customers were then asked about their primary heating source.

Q25. What is the primary heating source in your residence?

Natural gas	73%
Electric	23%
Oil	3%
Renewables/other	2%

Energy Self Generation & Storage

The final set of questions were related to energy self generation and storage.

Q26. "Do you currently have solar panels or other forms of self-generation?"

Yes: 5% (n=25)

The N=475 or 95% that do not have solar panels or other forms of self-generation were asked about the likelihood of installing them over the next 5+ years. As the table below illustrates, interest in the short term is very low.

Q27. "Do you plan to install solar panels or other forms of self-generation over the next…"

Over the next year (12 months)	1%
1-2 years	1%
3-4 years	6%
5 or more years	18%
Do not	24%
Unsure	50%

Q28. "Are you considering generating, and potentially storing, some or all of your electricity needed for your residence?"

Yes: 15% (n=74)

The 15% or N=79 that are considering generating or storing electricity were asked in Q29 when they plan to do so, with most looking at a long window.

Q29. "When do you plan to generate or store electricity?"

Over the next year (12 months)	1%
1-2 years	9%
3-4 years	23%
5 or more years	40%
Unsure	27%

Then the 15% or N=74 that are considering generating or storing electricity were asked in an open-ended probe (Q30) about what is motivating them to generate and store electricity.

Q30. "What is motivating you to generate or plan to generate and store electricity?"

Lower utility bills	38%
Environment / climate action	24%
Long-term savings / payback on investment	15%
Having a secure energy source	12%
Unsure	7%
Impact on resale value	4%

In the final question, those that said in Q28 they are not considering generating or storing electricity or were unsure were asked about motivators.

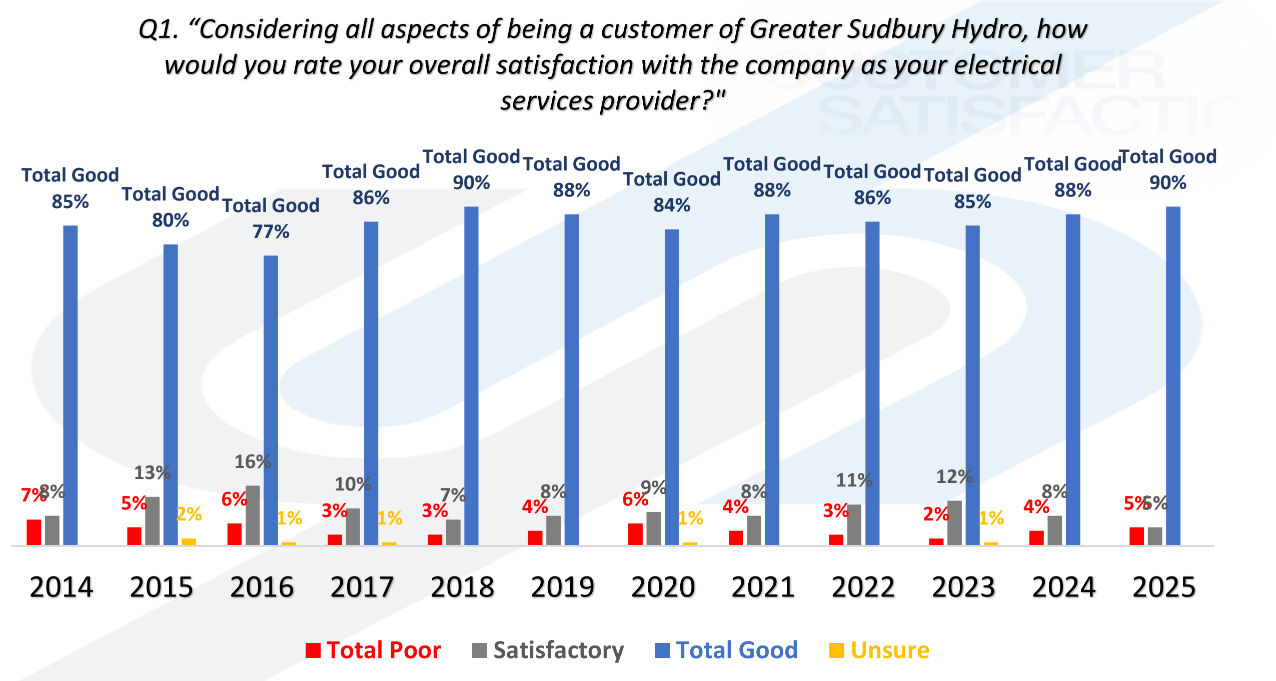
Q31. "What would motivate you to install an energy generation and or storage system for your residence?"

Cost	22%
Unsure	15%
Lower utility bills	11%
Environment / climate action	11%
Payback on investment	11%
Nothing	9%
Help with financing / incentives	9%
Need more information	8%
Reliability	4%

EXECUTIVE SUMMARY – BUSINESS

Satisfaction

Businesses were first asked an overall satisfaction question. The following graph compares the current 2025 results with the previous surveys. Results below combine the total poor (very poor & poor) and total good (good & very good) findings.



The overall satisfaction score as evidenced by the combined good and very good rating is higher at 90% (+2%).

Rating Performance

Businesses were then asked to rate the performance of Greater Sudbury Hydro across four indicators using a five-point scale (1-very poor to 5-very good). The table below combines the positive responses of good and very good while tracking the results over time.

"Using a scale from one very poor to five very good, please rate the performance of Greater Sudbury Hydro in each of the following areas."

PERFORMANCE AREAS – TOTAL GOOD RESPONSES	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	**2025**
Q2. The reliability of electricity supply	87%	89%	86%	92%	91%	93%	90%	92%	89%	87%	**91%**
Q3. Prompt responses to electricity outages when they occur	70%	72%	80%	82%	81%	86%	85%	87%	84%	88%	**87%**
Q4. Effectively scheduling planned electricity outages	55%	41%	58%	53%	55%	51%	54%	52%	56%	69%	**70%**
Q5. Effectively communicating with customers about planned electricity interruptions	50%	40%	49%	45%	46%	47%	51%	49%	54%	63%	**67%**

Highest scored once again was the reliability of power at 91%, and prompt response time to outages at 87%. They remain lower for effectively scheduling planned outages at 70% and for effectively communicating with customers about planned outages at 67%, but both areas saw gains compared to 2024.

Rates Versus Outages

A <u>trade-off question</u> was asked related to the cost customers are willing to pay for electricity system maintenance in relation to the security of service delivery or keeping the lights on.

Q6. "I am going to ask your opinion on the issue of balancing the price you pay for maintenance and renewal of your local electricity infrastructure with the security of your electricity service delivery or "keeping the lights on". Please respond on a scale from one having the lowest rates possible with regular outages to five having the highest rates possible with no outages – 3 would be a balance between rates and outages."

RATES VERSUS OUTAGES TRADE OFF	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	**2025**
1-lowest rates – regular outages	4%	3%	3%	1%	1%	1%	2%	3%	4%	2%	5%	**3%**
2-low rates – occasional outages	3%	5%	4%	2%	1%	1%	17%	11%	16%	14%	9%	**5%**
3-neutral – a balance between rates and outages	58%	65%	69%	79%	75%	82%	76%	83%	78%	77%	81%	**83%**
4-high rates – only a few outages	18%	14%	9%	7%	9%	8%	2%	1%	1%	1%	2%	**2%**
5-highest rates – no outages	3%	2%	1%	2%	3%	2%	1%	1%	1%	1%	3%	**3%**
Don't know	14%	11%	14%	9%	11%	6%	2%	1%	-	5%	-	**4%**

Most businesses or 83% still want a balance between rates and outages. There was a +2% increase to this score in relation to 2023.

Payment Options & Online Management

Businesses were asked about their preferred method of paying their utility bill. One response was accepted.

Q7. "What is your preferred method of paying your bill?"

	2019	2020	2021	2022	2023	2024	**2025**
Online/telephone banking through financial institution	66%	59%	65%	69%	68%	60%	**57%**
Automatic withdrawal from bank account (bill amount)	21%	19%	17%	15%	12%	19%	**17%**
Automatic withdrawal from bank account (equal monthly payment)	16%	15%	14%	11%	13%	19%	**23%**
Credit card (through third party)	NA	NA	1%	-	2%	1%	**2%**
Payment in person	NA	NA	NA	-	5%	1%	**1%**

People are still most likely to pay bills through online or telephone banking. However, automatic withdrawals are gaining traction, suggesting a shift toward more automated, set-and-forget payment habits.

Next businesses were questioned about the self serve options they would like to see added to the portal and then if anything is missing that they would like added.

Q8. "What self-serve options would you like to see added to the Greater Sudbury Hydro online portal?"

Setting up/Changing Pre-Authorized Payment Options	50%
Update Account Profile Information	31%
Move in / Move out	19%
Unsure	

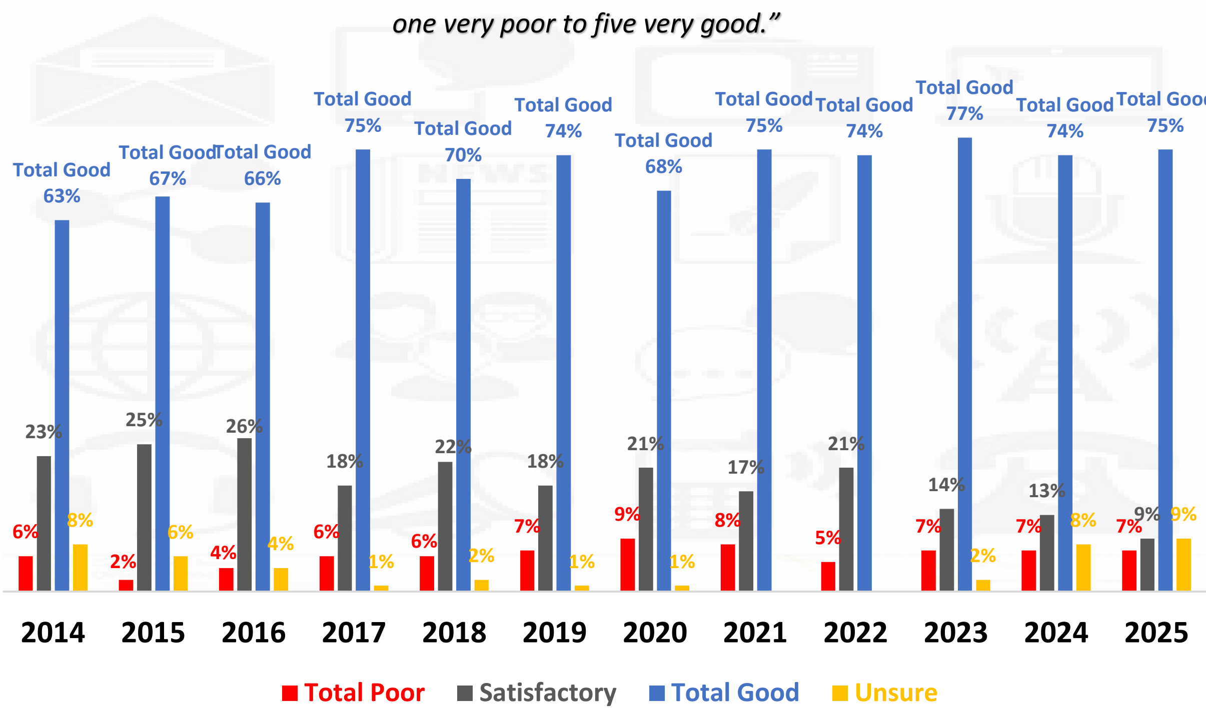
Q9. "In your opinion, what, if anything, is missing from the portal that you feel should be added?"

Unsure	22%
Usage breakdown / consumption / comparisons	16%
None	16%
Program / account rebates	13%
Conservation tips / upgrades / behavioral changes	12%
Pay options	9%
High usage notices	6%
Bill alerts / messages	6%

Communication

Respondents were asked to rate how GSH communicates with its business customers.

Q10. "Greater Sudbury Hydro communicates to its customers through a variety of methods including bill inserts, direct mail, social media, traditional media, and its website. Please rate the performance of Greater Sudbury Hydro in communicating with its customers using a scale from one very poor to five very good."



Seventy five percent of businesses rated communications as being good or very good up +1% from 2024.

Contact

The next set of probes were about recent contact with Greater Sudbury Hydro and communications with the utility. Businesses were first asked if they have contacted Greater Sudbury Hydro in the past 12 months.

Q11. "Over the past 12 months, have you contacted Greater Sudbury Hydro / Greater Sudbury Utilities?"

The 35%, n=35 were asked Q12

Thirty-five percent said they contacted Greater Sudbury Hydro over the past year (23% in 2024). The 35% or n=35 were then asked a follow-up question about the reason for their contact.

Q12. "What was the nature of your inquiry?"

Billing issues	46%
Outage information	31%
Open or close an account	14%
Energy savings / efficiency programs	8%

In an open or unaided question, business customers were asked how they would prefer to communicate with Greater Sudbury Hydro for customer service or billing issues.

Q13. "How would you prefer to contact Greater Sudbury Hydro for Customer Service or Billing related issues?"

Email	35%
Phone	32%
Text	24%
Website form	3%
Live chat	3%
Automated chat/ or virtual assistant	2%
3-Social Media	1%

Customers strongly favour direct, digital communication. Email leads, closely followed by phone, showing that people still value both written and voice-based interaction. Text messaging is also significant, indicating growing comfort with quick, mobile communication.

In another open or unaided question, business customers were asked how they would prefer to receive information related to planned outages.

Q14. "How would you prefer Greater Sudbury Hydro provide you with information regarding a planned outage?

Email	61%
Text	13%
Phone	7%
Website form	6%
Traditional mail	5%
Social Media	4%
Live chat	2%
Automated chat/ or virtual assistant	2%

Overall, people strongly prefer direct, digital, and asynchronous communication, with email dominating by a wide margin.

The next open probe asked respondents about their preferred method to have GSH contact them about unplanned outages..

Q15. "How would you prefer Greater Sudbury Hydro provide you with information regarding an unplanned outage?"

Email	28%
Social Media	27%
Phone	20%
Text	13%
Website (form)	12%

Customers want immediate, multi-channel communication during unplanned outages, with no single method dominating.

Greater Sudbury Hydro Website

A series of questions were asked about the Greater Sudbury Hydro / Greater Sudbury Utilities website.

Q16. "Have you visited the Greater Sudbury Hydro or the Greater Sudbury Utilities website over the past 12 months?"

56% Yes

Fifty-six percent said they have visited the website(s) in the last year (46% in 2024).

The 56% of website visitors were then asked about the information they were looking for.

Q17. "What information did you look for?"

Account information	25%
Rates & Fees	33%
Corporate info	3%
Environment / safety	9%
Energy conservation	11%
News or Developments	8%
Battery storage, solar panels, etc.)	8%
Electric Vehicle charging	3%

Most named was accessing information about rates and fees and, next by information about their accounts.

Next, the n=56 of visitors were asked if they found the information on the website they were looking for.

Q18. "Did the website provide you with the information you were seeking?"

88% Yes

Eighty-eight percent said yes or that they found the information they were looking for on the site (78% in 2024).

The n=4 that answered they did not find the information they were looking for in Q18, were asked Q19 as a follow-up

Q19. "What information were you looking for?"

Rebate programs / savings	n=1
Updates on outages	n=1
Details on rates / charges	n=1
Time of use billing	n=1

Billing

The following are two new questions related to e-billing.

Q20. "Are you on e-billing?"

More than half or 54% said they use e-billing. The 45% (n=45) that do not, were then asked Q21 as a follow-up.

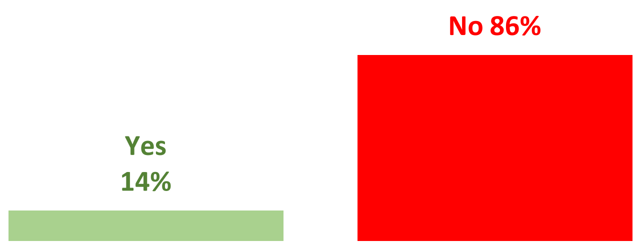
Q21. "What would motivate you to make the switch to e-billing?"

Cost savings	24%
Provide incentives	15%
Notify us on it / benefits	15%
Plan to / haven't done yet	13%
Don't know	11%
Nothing / prefer paper	9%
Saves paper use / good for environment	9%
Make switch easy	4%

Electric Vehicles & Space Heating

All respondents were questioned if they currently own or lease an electric vehicle of which 14% said yes.

Q22. "Does your business own or lease an electric vehicle (EV) or plug-in hybrid?"



The n=14 EV owners were questioned about their charging preferences.

Q23. "Where do people at your business you primarily charge EV's?"

Charging station	43%
Work	29%
Home	21%
Unsure	7%

Next, those that do not have an EV (n=86) were asked when they plan to purchase an electric vehicle.

Q24. "If you're considering switching from a gas-powered vehicle to an electric one, when do you anticipate making the change?"

Over the next year (12 months)	1%
1-2 years	7%
3-4 years	12%
5 or more years	41%
Do not plan to purchase	7%
Unsure	40%

They were then asked about their primary heating source.

Q25. What is the primary heating source in your business?

Natural gas	71%
Electric	29%

Energy Self Generation & Storage

The final set of questions were related to energy self generation and storage.

Q26. "Do you currently have solar panels or other forms of self-generation?"

Yes: 8% (n=8)

The n=92 or 92% that do not have solar panels or other forms of self-generation were asked about the likelihood of installing them over the next 5+ years. As the table below illustrates, near term interest in the 1–2-year window term is very low.

Q27. "Do you plan to install solar panels of other forms of self-generation over the next…?"

Over the next year (12 months)	1%
1-2 years	2%
3-4 years	16%
5 or more years	33%
Do not	5%
Unsure	42%

Q28. "Are you considering generating, and potentially storing, some or all of your electricity needed for your business?

Yes: 15% (n=15)

The n=15 that said they are considering generating, and potentially storing, some or all of your electricity, were then proved about when they plan to do so.

Q29. "When do you plan to generate or store electricity?"

Over the next year (12 months)	7%
1-2 years	7%
3-4 years	13%
5 or more years	40%
Unsure	33%

Then the n=15 that are considering generating or storing electricity in Q28 were asked in an open-ended probe (Q30) about what is motivating them to generate and store electricity.

Q30. "What is motivating you to generate or plan to generate and store electricity?"

Lower utility bills	33%
Safer for the environment	27%
Pay back on investment	20%
Impact on resale value	13%
Unsure	7%

In the final question, the n=85 that said in Q28 they are not considering generating or storing electricity or are unsure, were asked about potential motivators.

Q31. "What would motivate you to install an energy generation and or storage system for your business?"

Unsure	53%
Lower utility bills	20%
Nothing	14%
Need more information	4%
Help with finances / incentives	3%
Payback on investment	2%
Cost	1%
Help with environment	1%