



# ELECTRIFICATION:

THE STATE OF CONSUMER DEMAND  
& AWARENESS ENTERING 2023

Peter Troast, Founder & CEO

February 8, 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

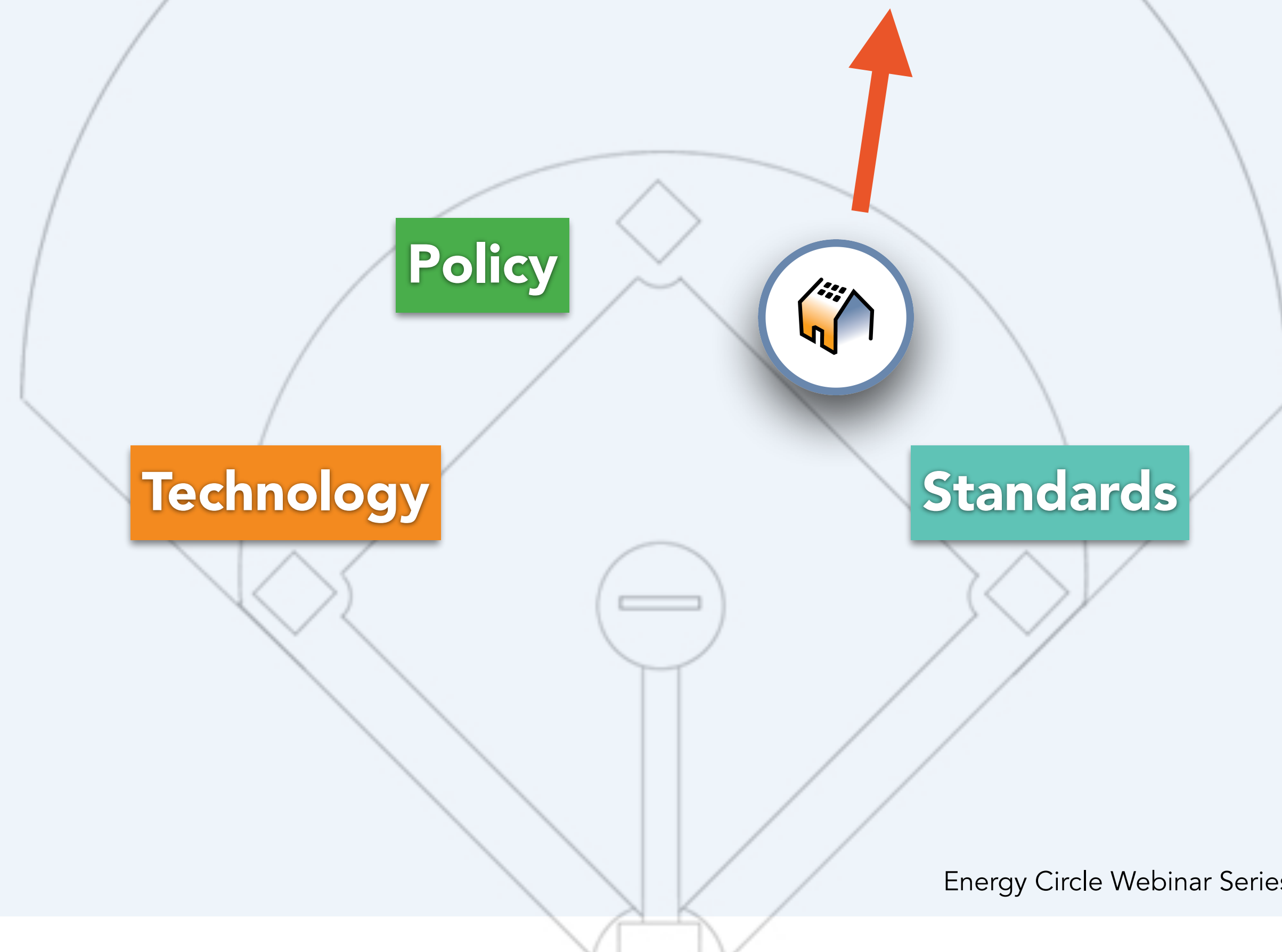
*Who's Buying Electrification Retrofits Based on Personal Values?*



# Playing Our Position

## ENERGY CIRCLE'S ROLE:

- how electrification translates to contracting work?
- where and from whom is the emerging demand?
- how can contractors/installers take advantage?



## 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

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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 [Subscribe](#) [Sign in](#)

Climate Environment Weather Climate Solutions Climate Lab Green Living

## 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

A photograph showing a person in a workshop or garage, working on a ceiling structure, possibly installing a heat pump.

The Washington Post [Subscribe](#) [Sign in](#)

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

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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

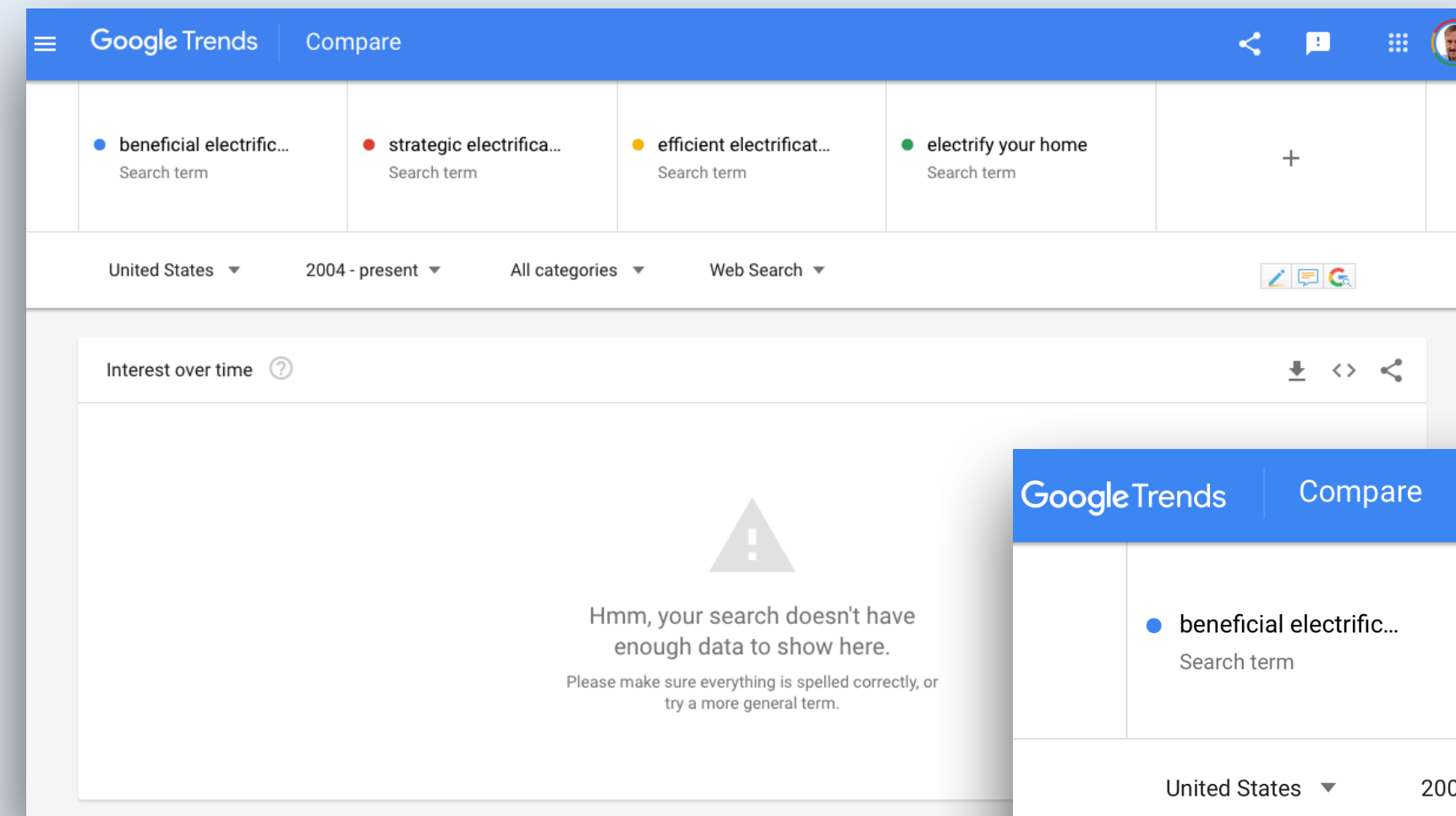
- Beneficial Electrification
- Strategic Electrification
- Efficient Electrification
- De-Carbonization
- Home Electrification
- Electrify Everything



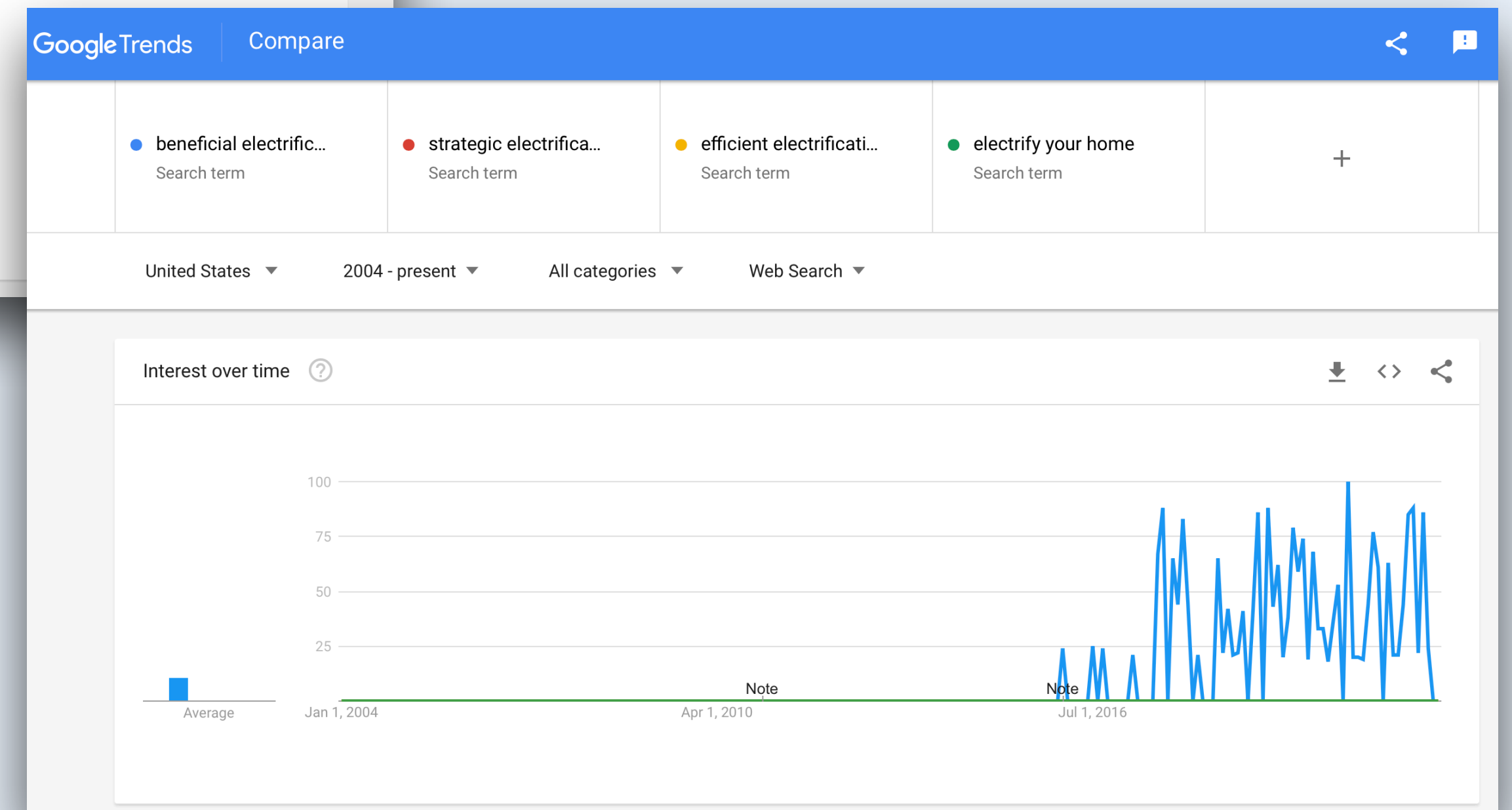


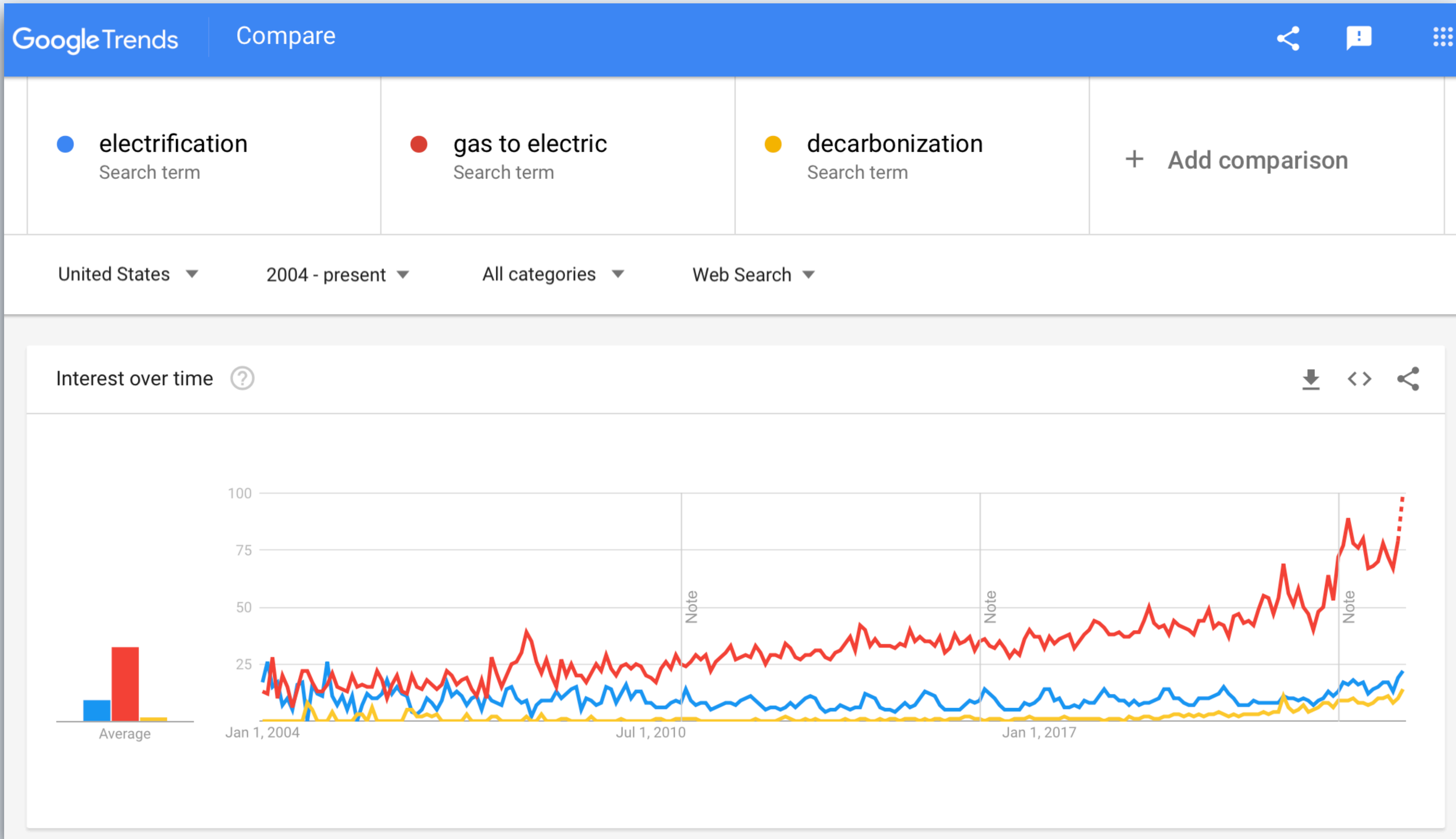
Even Google  
Says...Hmmm

2019



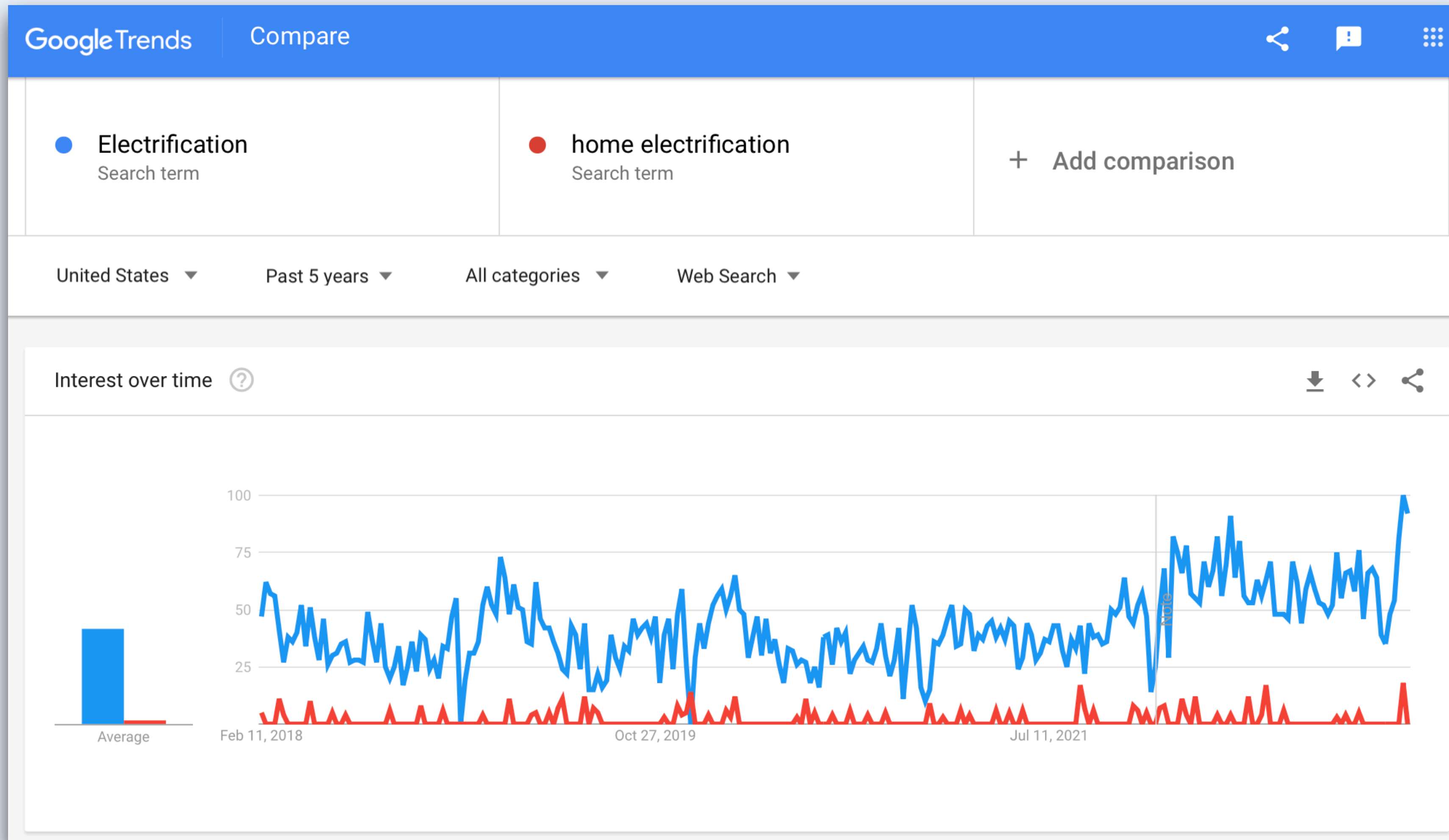
2023





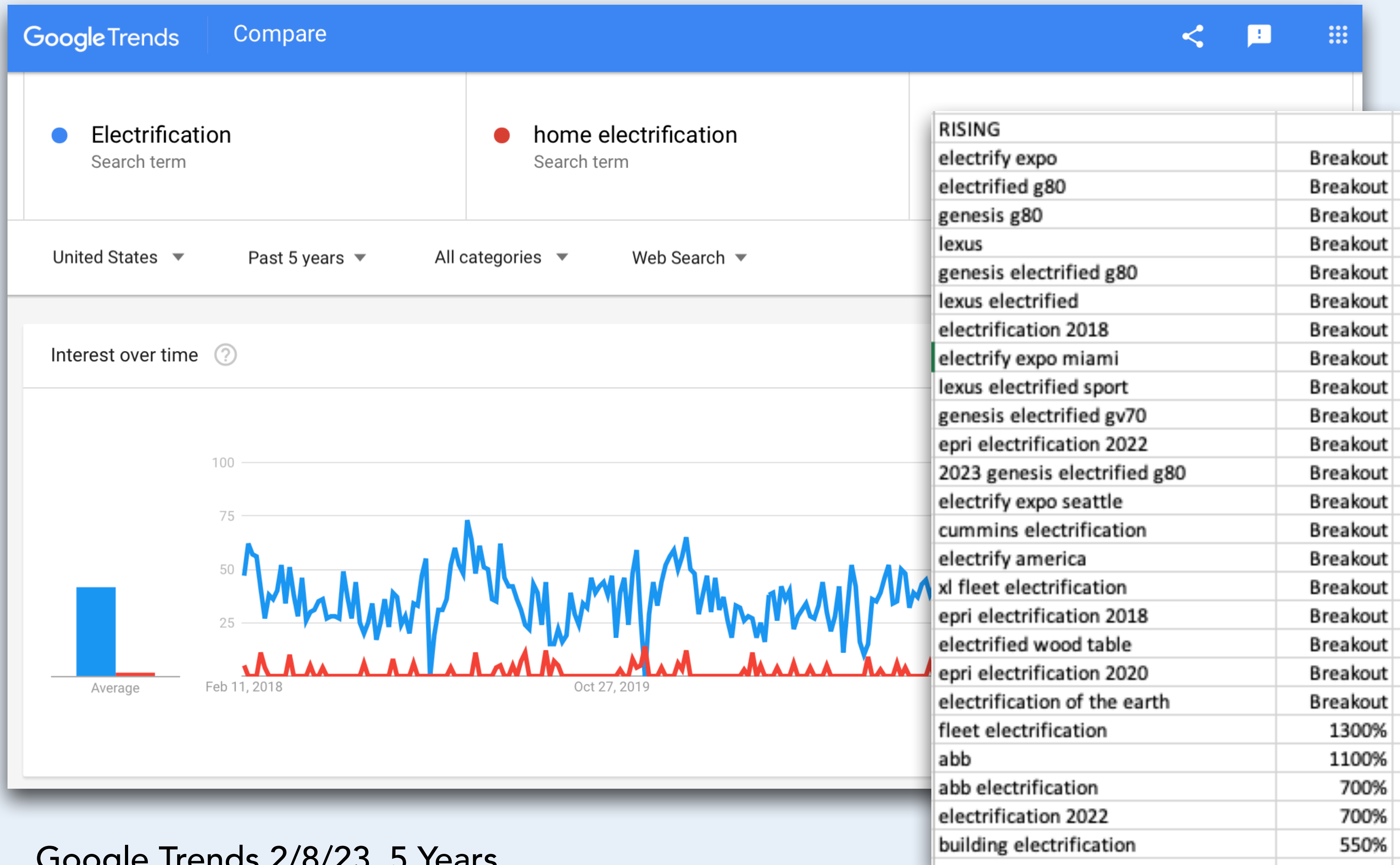
Google Trends 2/8/23, 19 Years





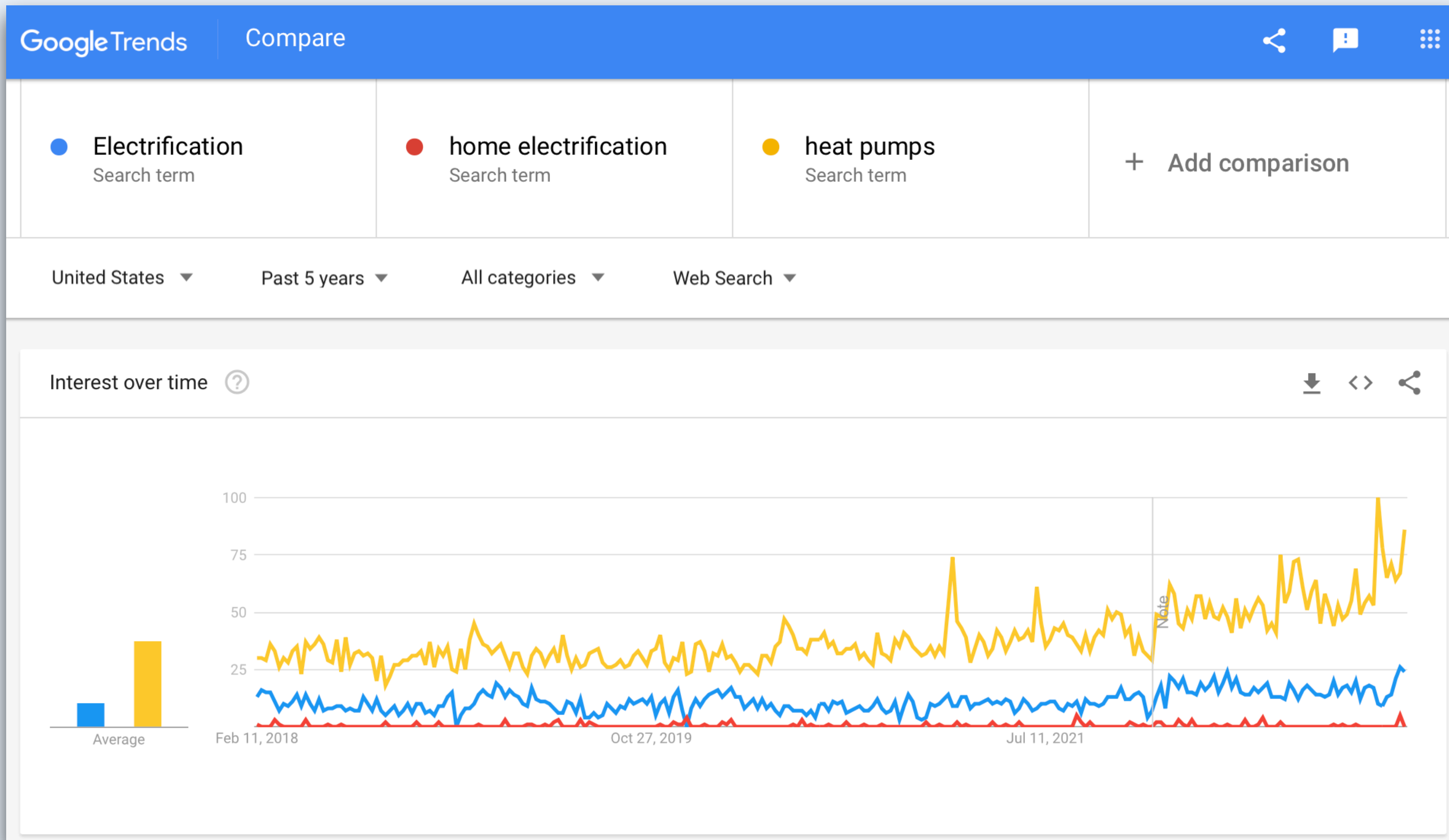
Google Trends 2/8/23, 5 Years





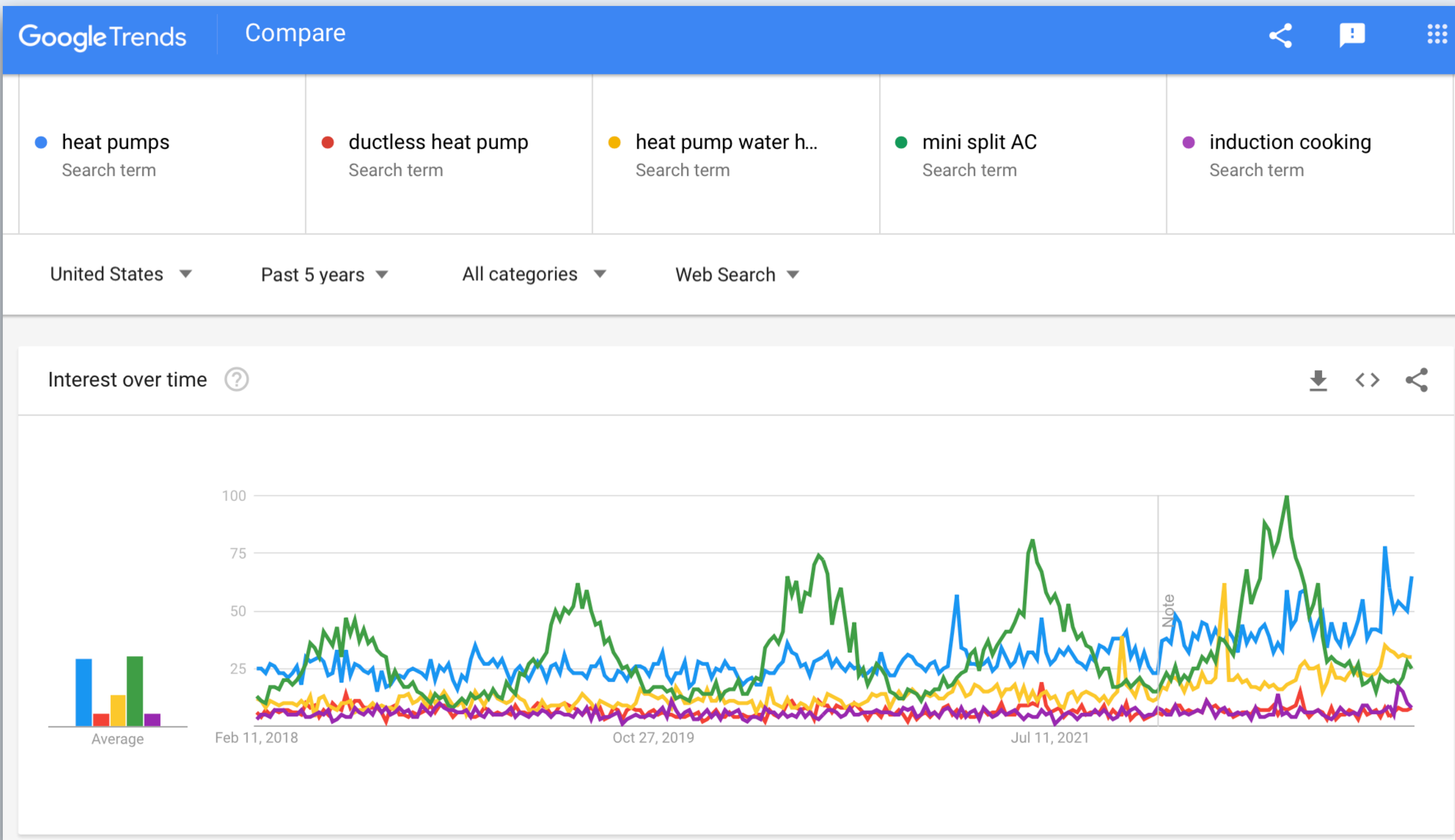
Google Trends 2/8/23, 5 Years





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			Questions			Related Keywords		
Keywords	Volume	KD %	Keywords	Volume	KD %	Keywords	Volume	KD %
<b>4</b> Total volume: <b>140</b>			<b>n/a</b>			<b>418</b> Total volume: <b>23.4K</b>		
electrify my home	140	42 ●	We have no data to show.			electrify your home	30	32 ●
electrify my heart home and away	0	n/a ●				electrify home	260	47 ●
electrify my home australia	0	n/a ●				home electrification	110	47 ●
washington electrifying my home	0	n/a ●				electrify my	30	36 ●
<a href="#">View all 4 keywords</a>						electrify heat	30	18 ●
						<a href="#">View all 418 keywords</a>		

# "all electric home"

Keyword Variations			Questions			Related Keywords		
Keywords	Volume	KD %	Keywords	Volume	KD %	Keywords	Volume	KD %
<b>232</b> Total volume: <b>800</b>			<b>56</b> Total volume: <b>150</b>			<b>94</b> Total volume: <b>12.3K</b>		
all electric home	110	34 ●	are all electric homes more expensive	20	n/a ●	all electric homes	50	31 ●
all electric homes	50	31 ●	are carbon monoxide detectors required in all electric homes	20	n/a ●	all electric house	110	32 ●
all electric home vs gas	30	41 ●	can carbon monoxide be in an all electric home	20	n/a ●	electric homes	50	39 ●
generator for all electric home	30	64 ●	can you have carbon monoxide in an all electric home	20	n/a ●	electric home	170	46 ●
all electric heating for homes	20	n/a ●	do all electric homes need carbon monoxide detectors	20	n/a ●	electric for home	20	46 ●
<a href="#">View all 232 keywords</a>			<a href="#">View all 56 keywords</a>			<a href="#">View all 94 keywords</a>		

# "home electrification"

Keyword Variations			Questions			Related Keywords		
Keywords	Volume	KD %	Keywords	Volume	KD %	Keywords	Volume	KD %
<b>26</b> Total volume: <b>180</b>			<b>1</b> Total volume: <b>0</b>			<b>344</b> Total volume: <b>19.5K</b>		
home electrification	110	47 ●	what is home electrification	0	n/a ●	electrify your home	30	32 ●
e-den home electrification	20	n/a ●	<a href="#">View all 1 keywords</a>			electrify home	260	47 ●
home electrification solutions	20	n/a ●				electrify heat	30	18 ●
electrification of homes	10	n/a ●				electrify my home	140	42 ●
electrification of the home	10	n/a ●				electric for home	20	46 ●
<a href="#">View all 26 keywords</a>						<a href="#">View all 344 keywords</a>		





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%)

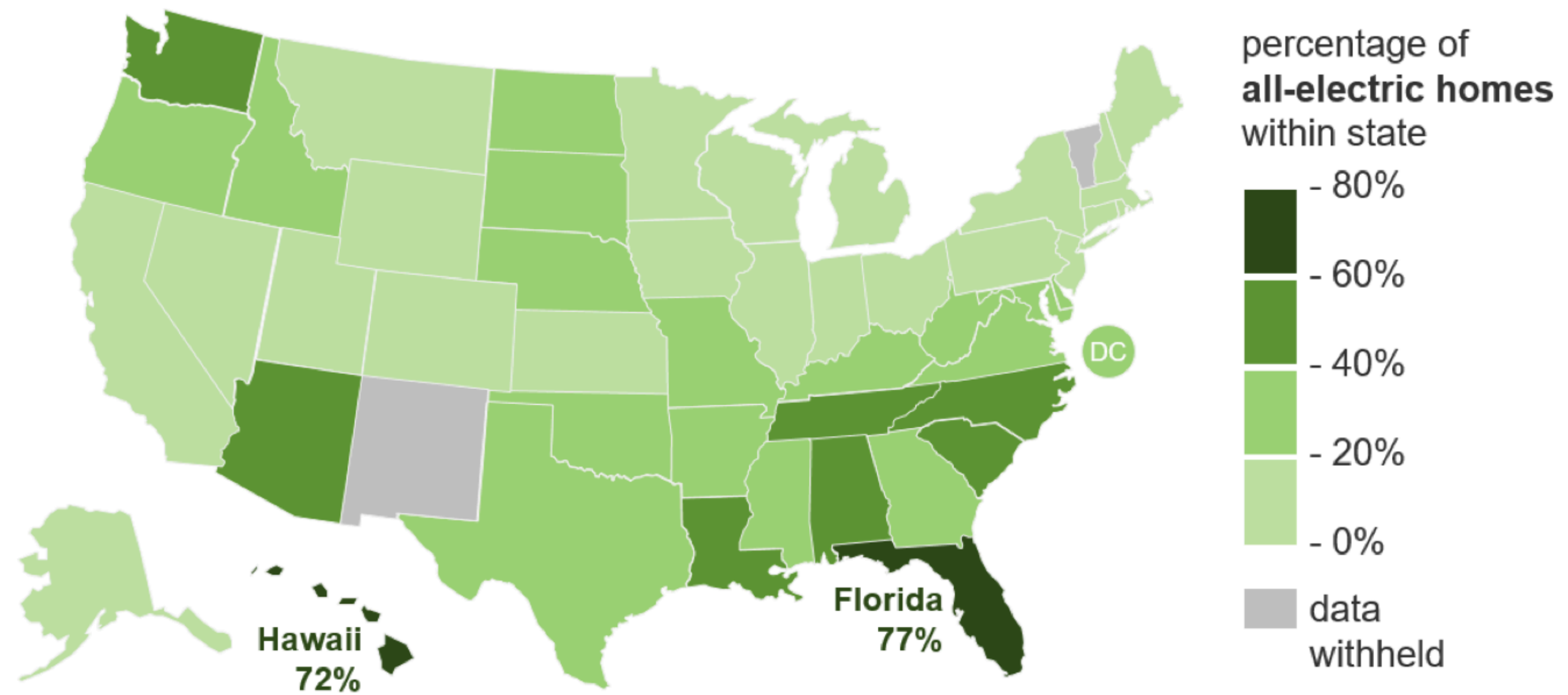
## Energy Circle Aggregated Google PPC



# REGIONALITY



### All-electric homes by state (2020)



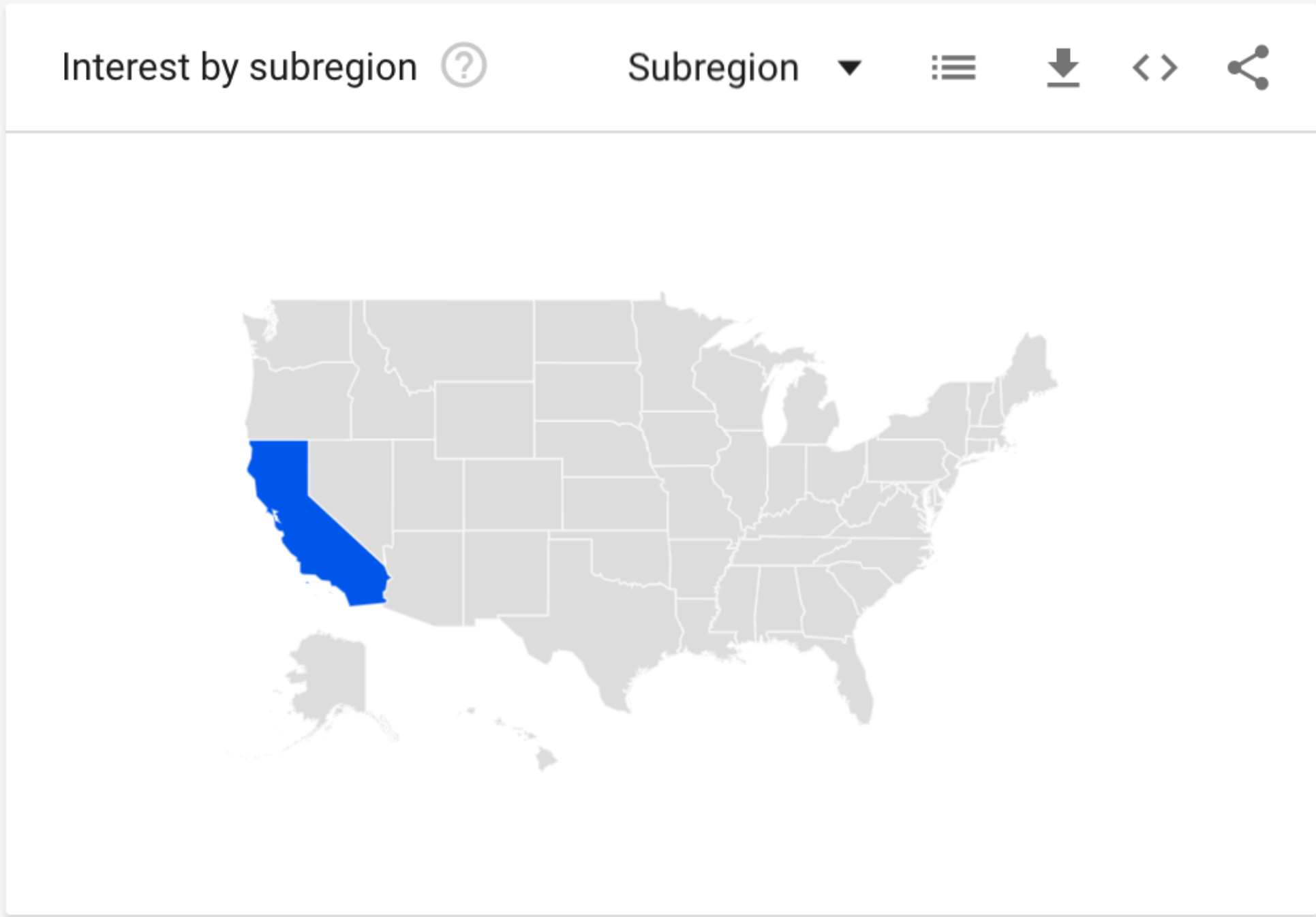
Data source: U.S. Energy Information Administration, 2020 Residential Energy Consumption Survey



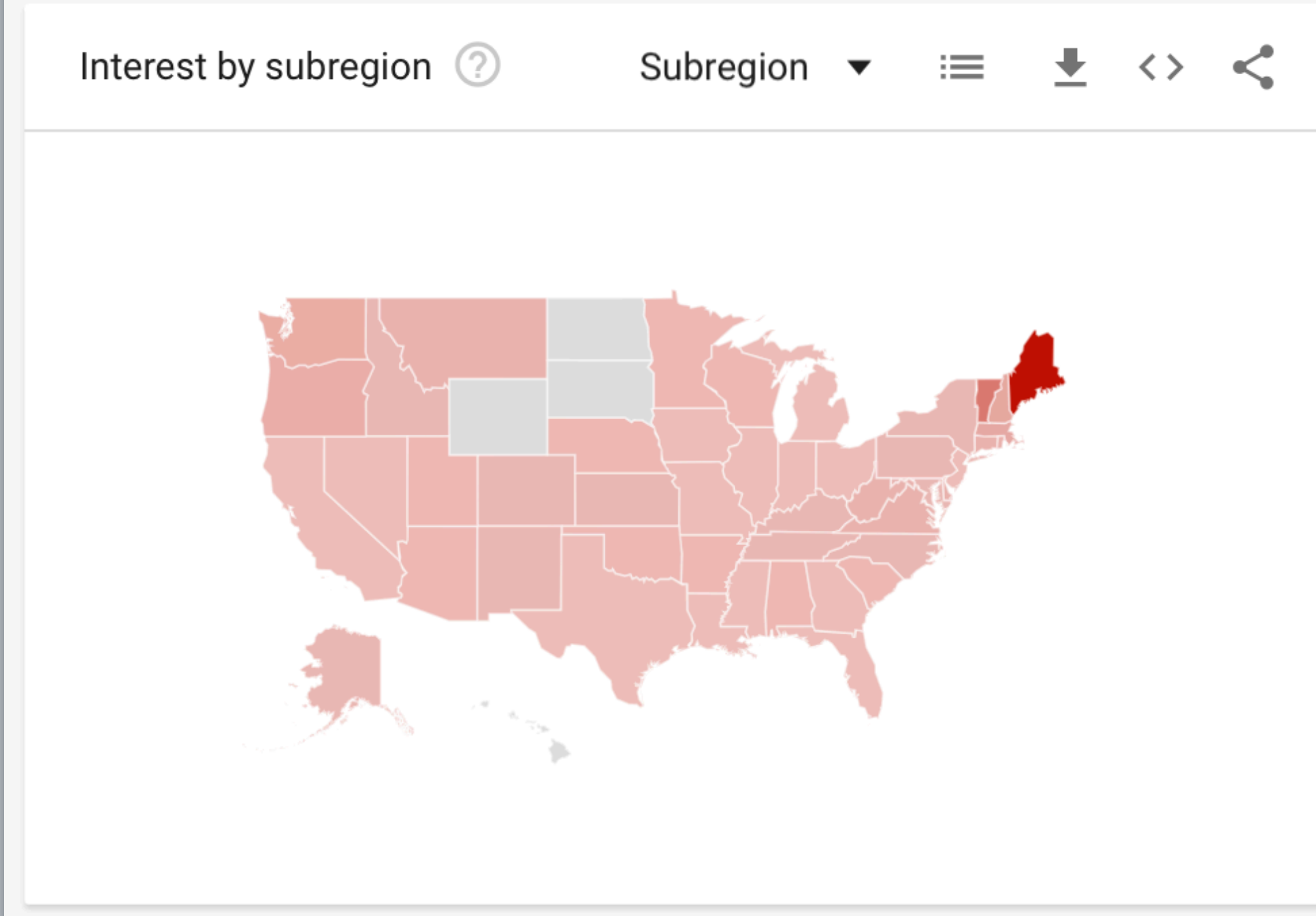
2020 Residential Energy Consumption Survey,  
September 2022



home electrification



heat pumps



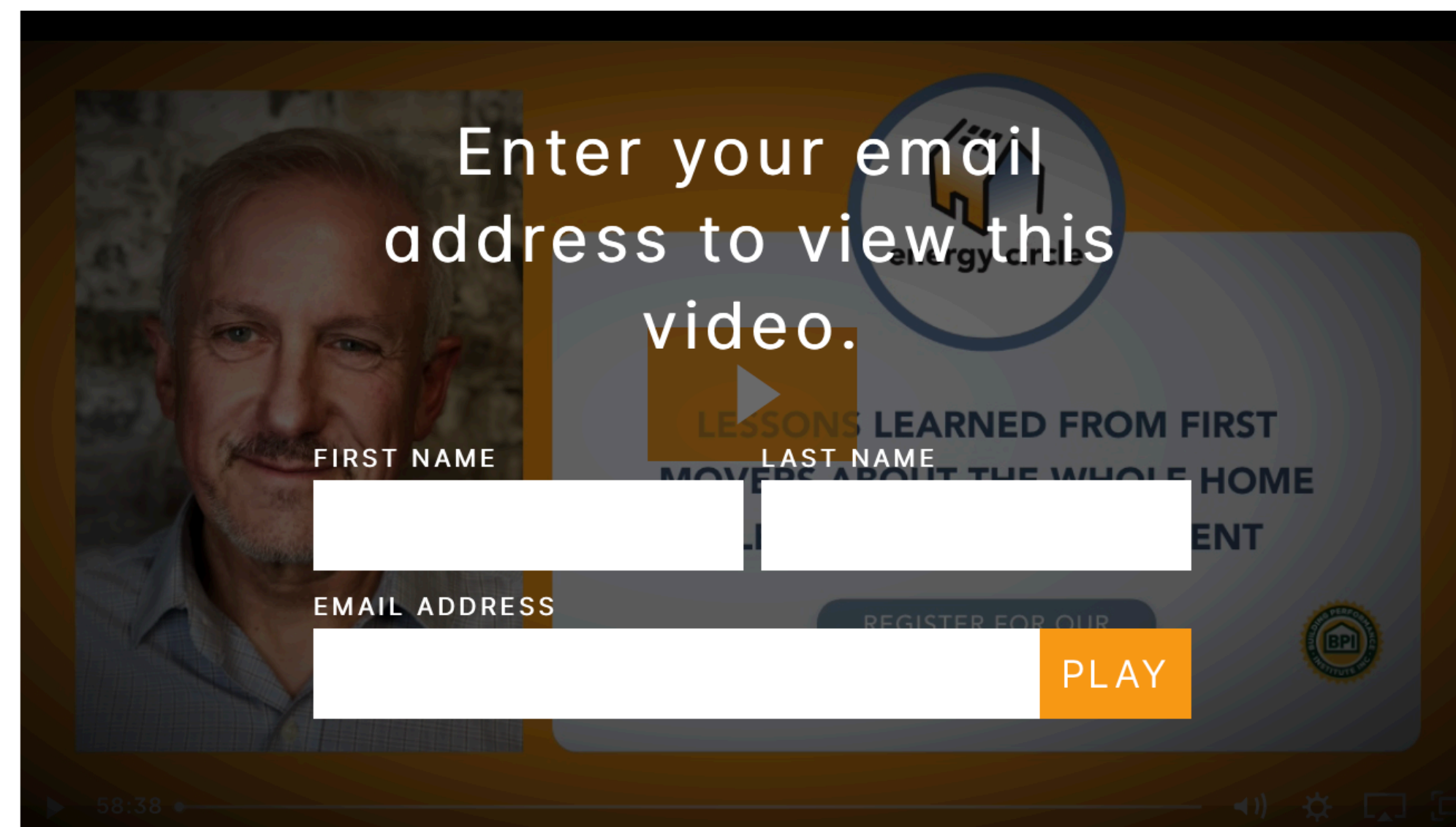
Google Trends 2/8/23, Last 12 Months



January 25  
Webinar

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

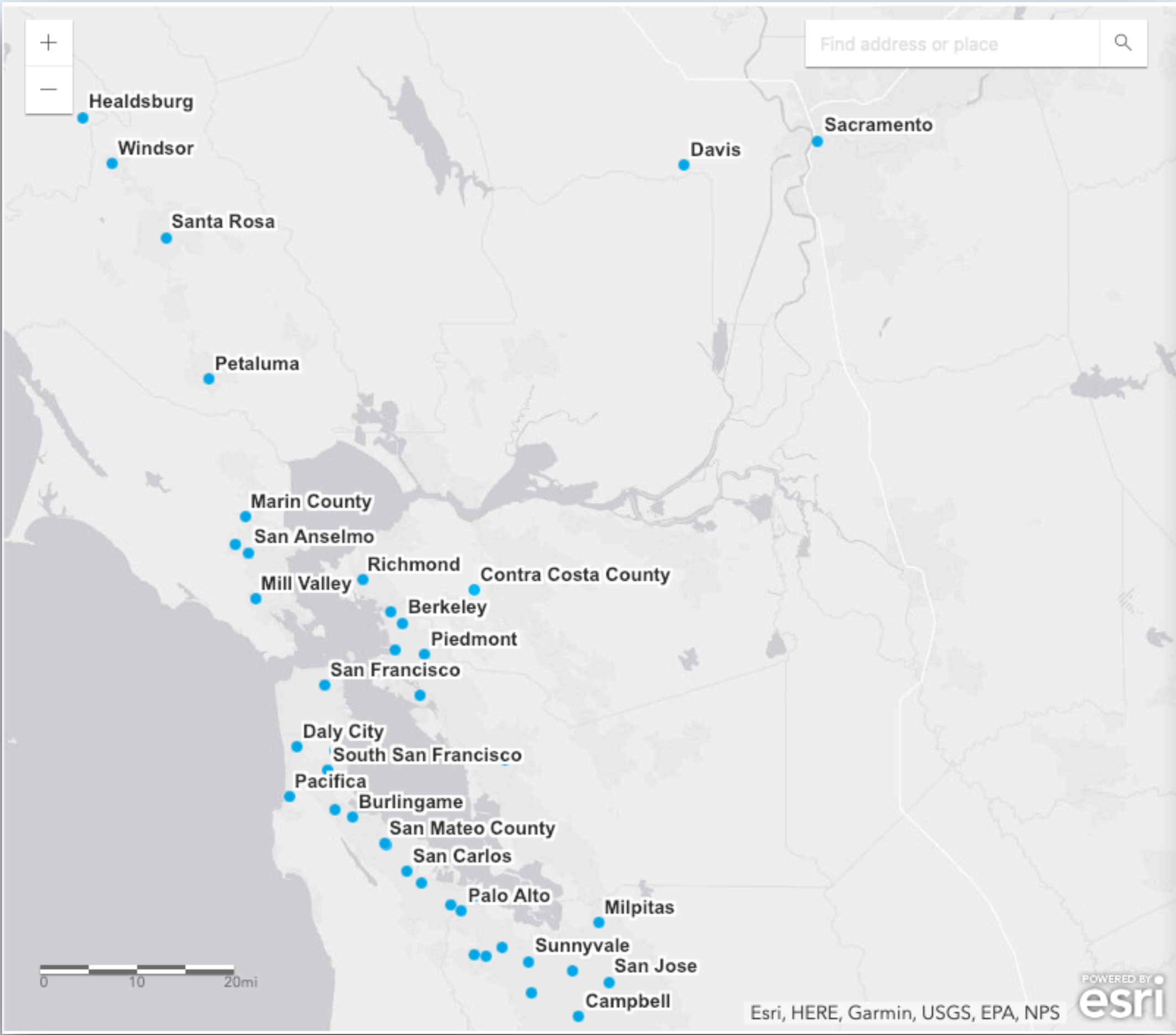
Lessons Learned From First Movers About the Whole Home Electrification Movement



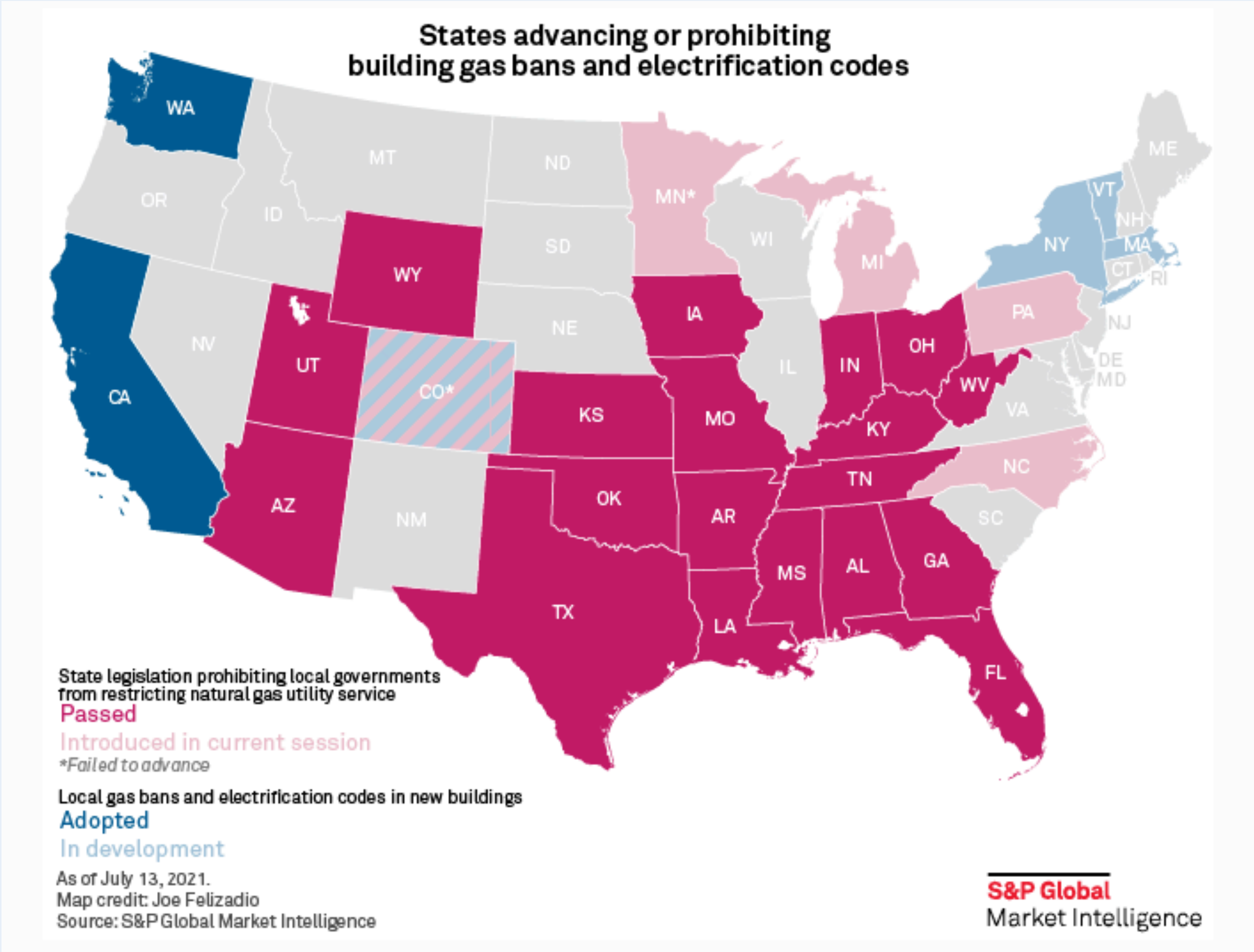
The electrification movement and whole home electrification remain popular topics in both the better building industry and



# 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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HOME ELECTRIFICATION SERVICES | BENEFITS OF ELECTRIFICATION | INSULATION SERVICES | OUR UNIQUE PROCESS | THE STORY OF OUR COMPANY

### E·LEC·TRI·FI·CA·TION

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

[LEARN MORE](#)

**GET STARTED ON THE PATH TO ELECTRIFICATION**  
With an expert by your side!

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[LET'S BEGIN](#)

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# QUESTIONS?

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peter@energycircle.com

