



# Women & Electricity: What Women Know and Want to Know

WIPP E3 Webinar  
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# Women's Views on Energy

## Energy Resources...

*"You can't talk about our economy or foreign policy without talking about energy." \**

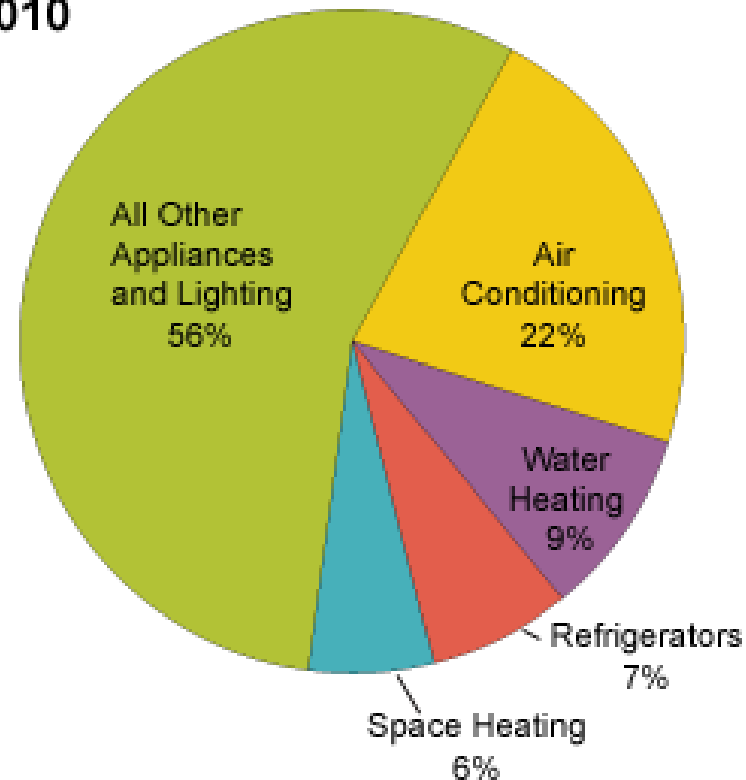
– Hillary Clinton

Oct. 2011

*Regarding newly formed  
U.S. Bureau of Energy Resources*

\* Source: The Wall Street Journal

### How Electricity Is Used in Homes, 2010

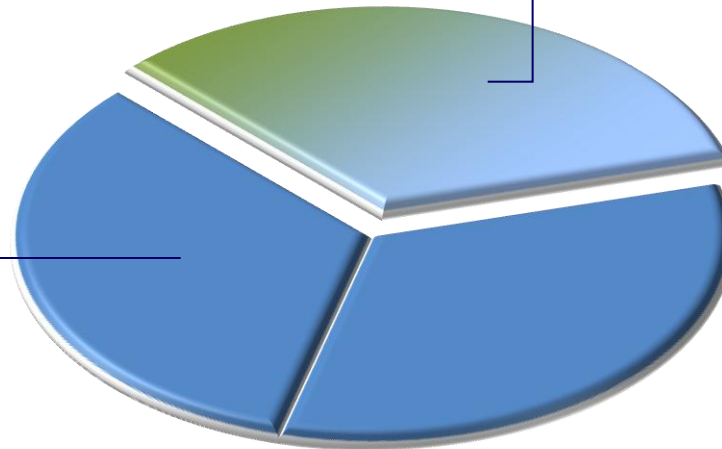


Source: U.S. Energy Information Administration, *Annual Energy Outlook 2011*, Table 4, Reference Case. Projections based on the Residential Energy Consumption Survey 2005.

# Listening Events with Women

## Primary

Females, aged 25-60 with children, professionals, strong environmentalists, post-grads, community leaders, high-income earners and residents of Westchester, Rockland County, Manhattan



## Secondary

Females from Orange/Putnam, government and energy industry constituents, internal Entergy audiences

- **Expand awareness of clean-air solutions**
- **Assess perceptions, dispel myths**
- **Use sessions to begin dialogue, sustainable support for viable energy solutions**

\* Source: The Huntington Group

# Key Findings



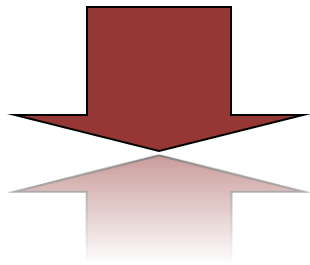
- **Women are real decision makers on electricity use in America**
- **Women business owners are leading the way on clean energy**
- **Women are committed to keeping America running on clean energy, but lack information**

\* Source: Greenberg Quinlan Rosner

# Energy Issues Through a Gender Lens

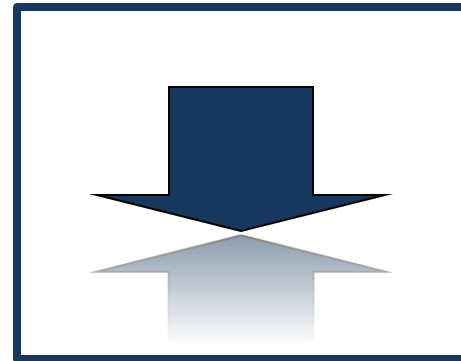
**Women View the World Through a Holistic, *Multidimensional* Lens\*...**

**Women's brains  
"connect the dots"**



**Information Integrators**

**Men's brains  
"compartmentalize"**



**Information Eliminators**

# Energy Issues Through a Gender Lens

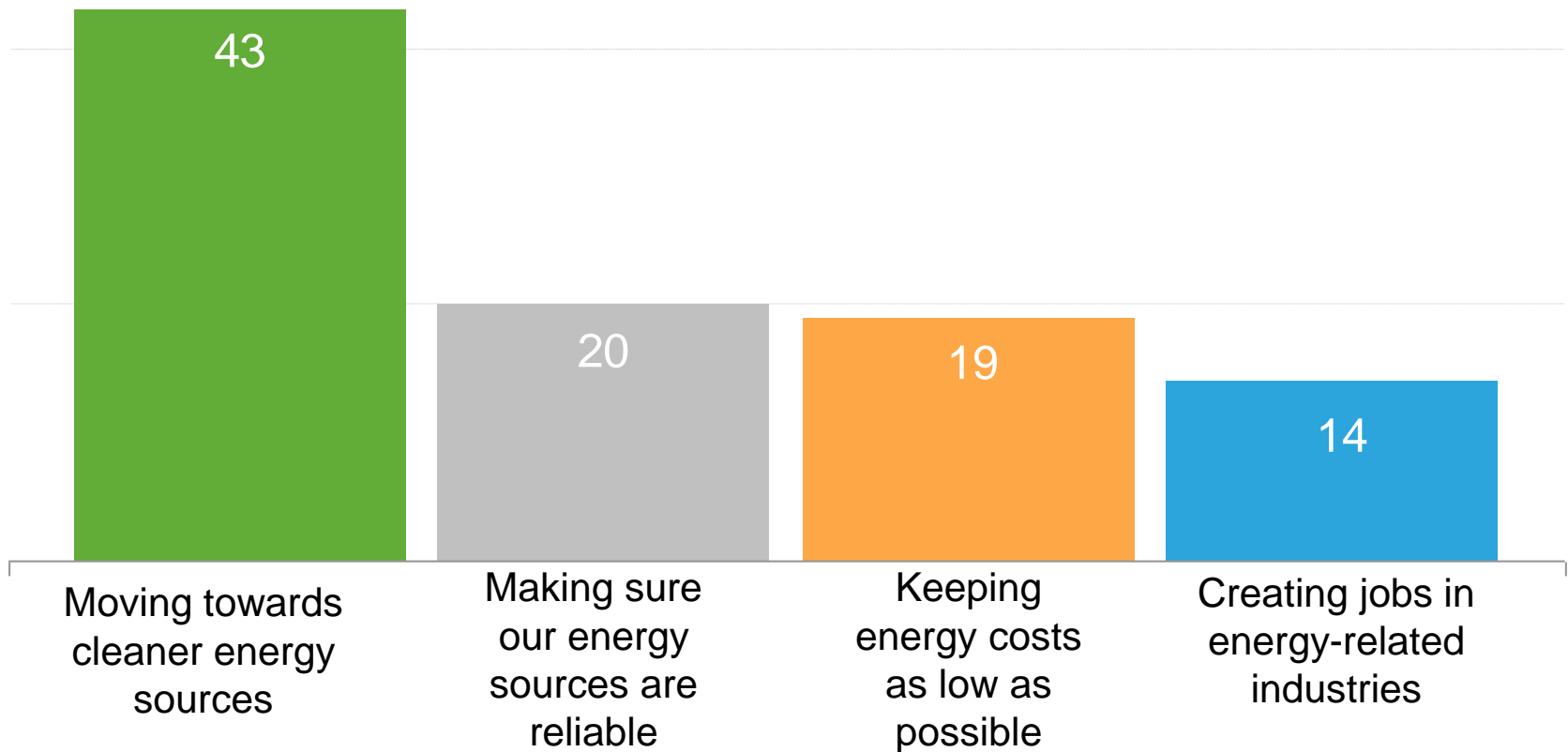
## **Women Have a More *Global* or *Interconnected* World View of Energy**

- **Women described their energy views within five contexts:**
  - Social
  - Economic
  - Technological
  - Political
  - Environmental
- **Women also expressed grave concern about current and future energy issues in their own lives and the world in which they live.**

\* Source: The Huntington Group

# Women's Priorities on Energy Issues

*Thinking specifically about energy policy, which of the following is the most important to you in this country's future energy policy?*



\* Source: Greenberg Quinlan Rosner

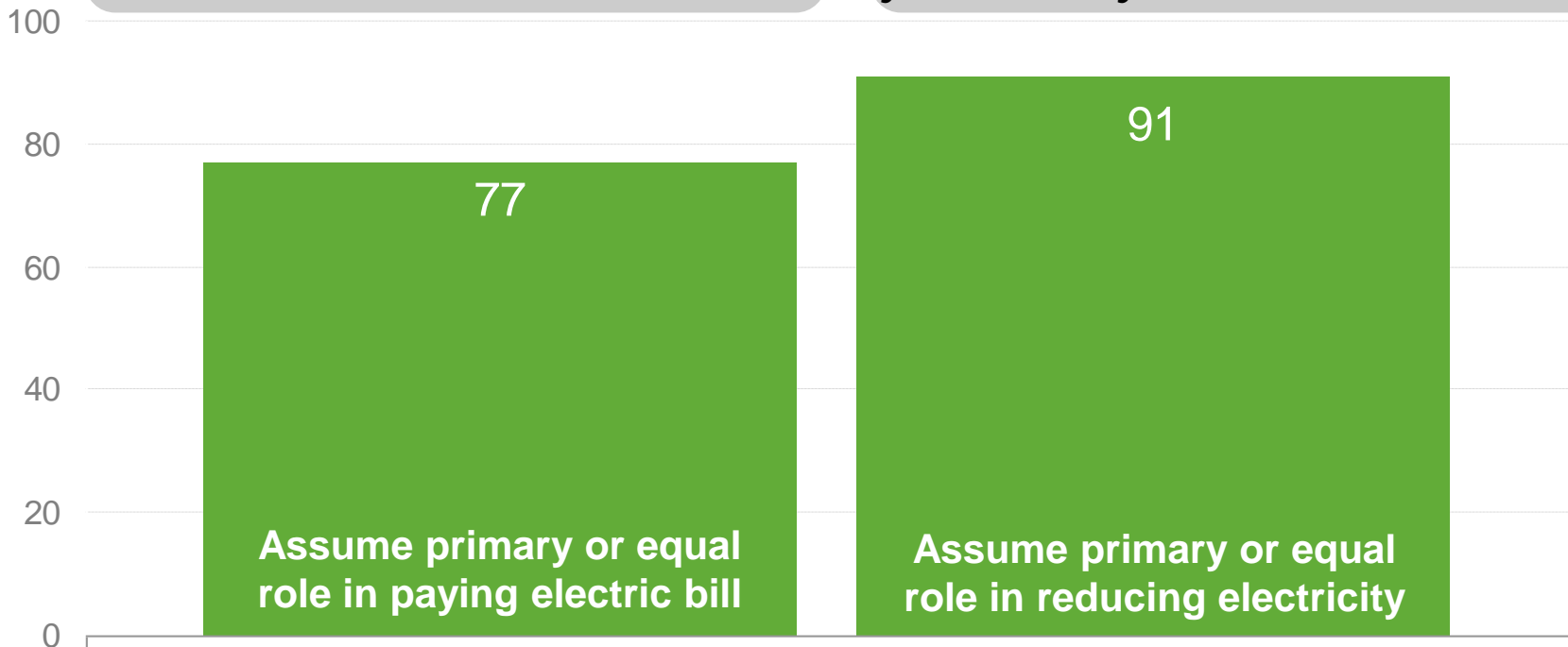
# Energy Issues Through a Gender Lens

## The Economic View

All of the Women Participants Cited Affordability of Energy as a Major Concern

*Who in your household assumes the most responsibility for **paying the electric bill**?*

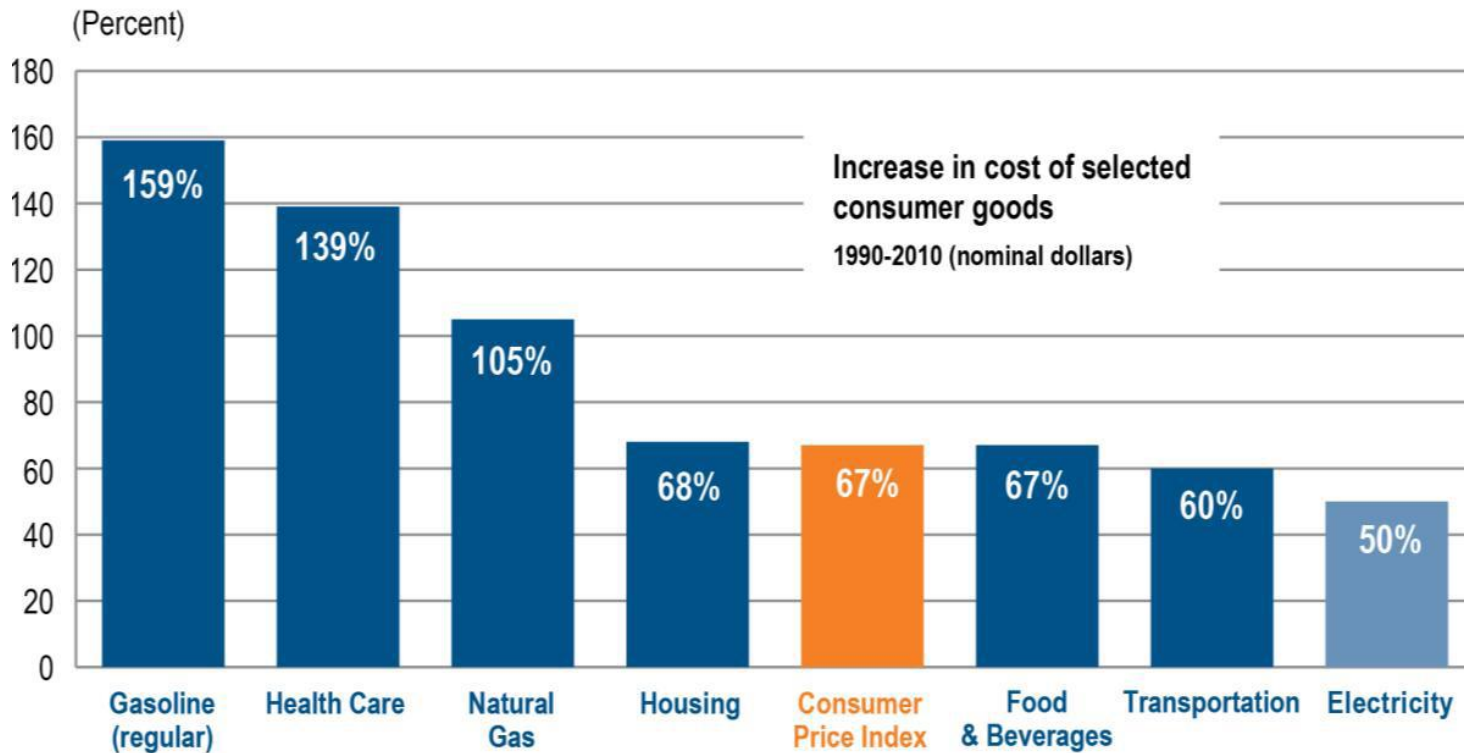
*Who in your household is most likely to **reduce the amount of electricity you use in your house**?*



\* Source: Greenberg Quinlan Rosner

# Economics of Electricity

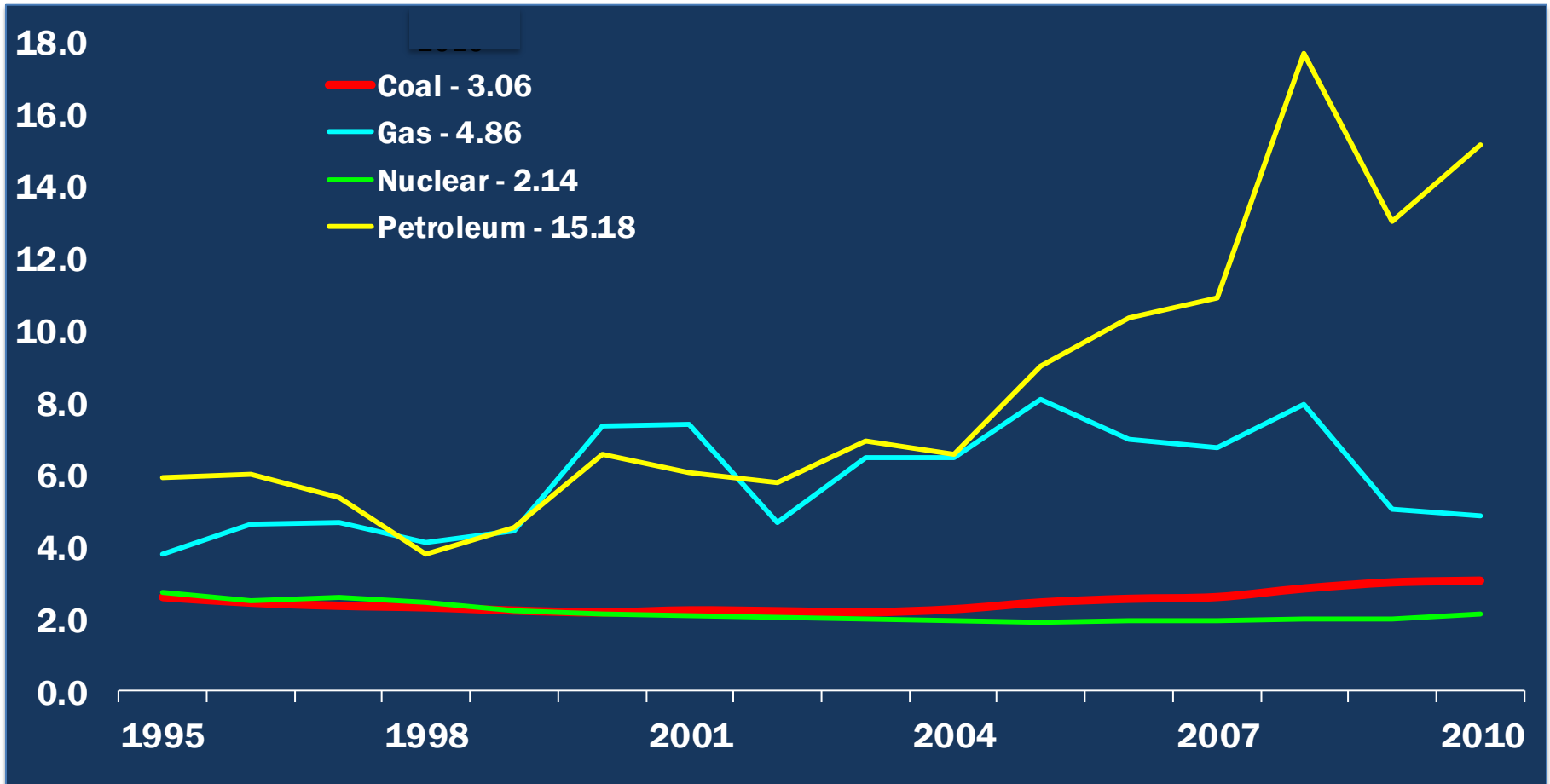
## Electricity Price Changes Compared To Other Consumer Products



Sources: U.S. Department of Labor, Bureau of Labor Statistics (BLS), and U.S. Department of Energy, Energy Information Administration (EIA).  
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# U.S. Electricity Production Costs

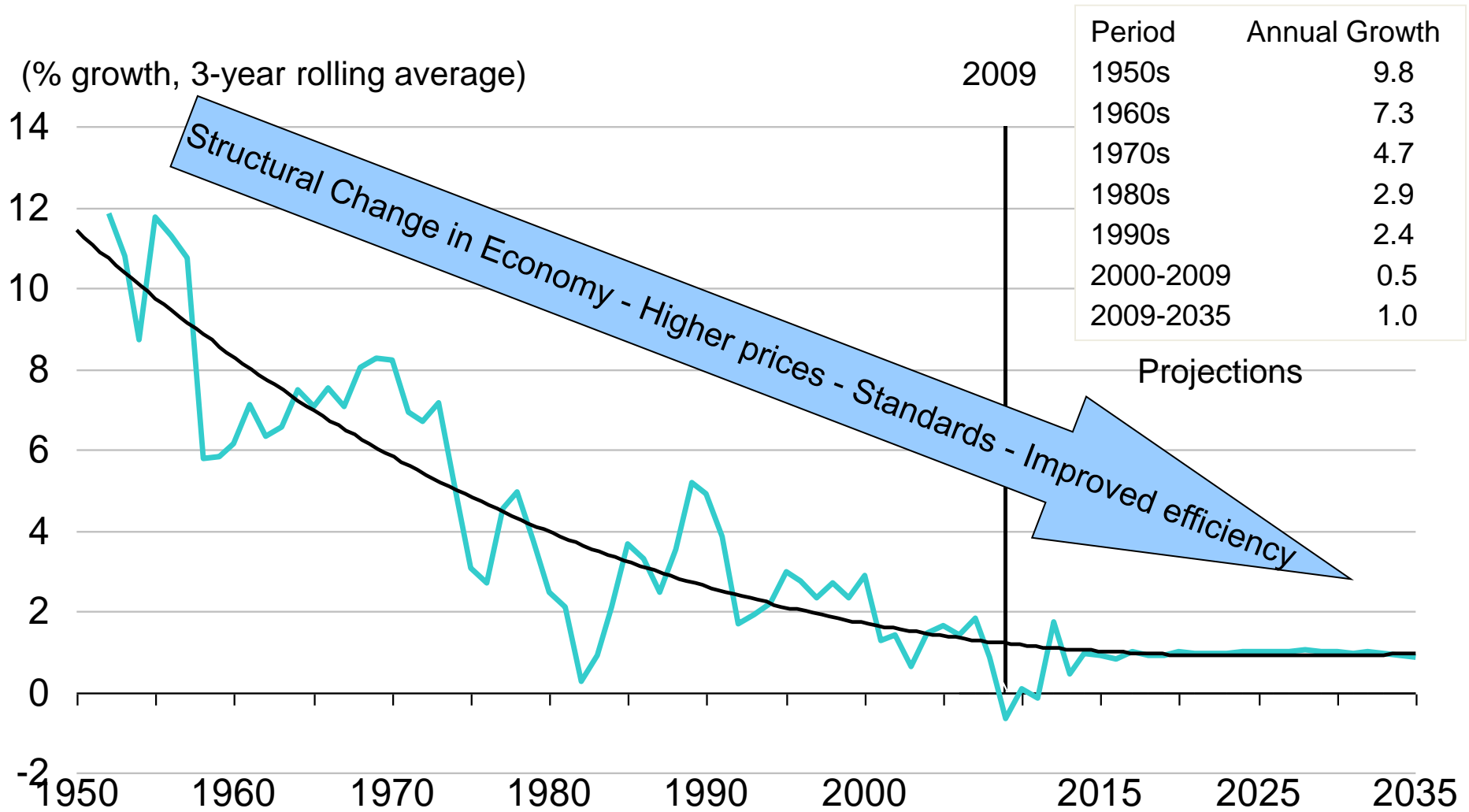
1995-2010, *In 2010 cents per kilowatt-hour*



Production Costs = Operations and Maintenance Costs + Fuel Costs. Production costs do not include indirect costs and are based on FERC Form 1 filings submitted by regulated utilities. Production costs are modeled for utilities that are not regulated.

# Energy Issues: Projecting Demand Growth

While projected electricity consumption grows by 30%, growth rate has slowed



Source: EIA, Annual Energy Outlook 2011

# Energy Issues Through a Gender Lens

## The Environmental View

Women are Environmentally Conscious, and *Active Conservationists*

Women reported making the following changes to conserve:

Small, painless changes		Changes requiring more commitment	
<ul style="list-style-type: none"><li>▪ Turning off light switches</li><li>▪ Adding dimmers to lights</li><li>▪ Turning off faucets</li><li>▪ Turning down the heat</li><li>▪ Unplugging appliances</li><li>▪ Not flushing every time</li></ul>	<ul style="list-style-type: none"><li>▪ Using fluo-compact lightbulbs</li><li>▪ Purchasing Energy Star™ appliances</li><li>▪ Using cloth instead of plastic bags</li></ul>	<ul style="list-style-type: none"><li>▪ Purchasing a car that provides better gas mileage</li><li>▪ Buying a hybrid</li><li>▪ Pooling car trips</li><li>▪ Walking more often</li></ul>	<ul style="list-style-type: none"><li>▪ Letting go of their car</li><li>▪ Properly insulating their house</li><li>▪ Adding solar panels to their house</li></ul>

\* Source: The Huntington Group

# Energy Issues Through a Gender Lens

## The Technological View

### Women Distrust Conventional Energy Sources

**Conversations were peppered with experiences of energy-related incidents, accidents and hazards:**

- Natural gas pipeline explosions
- Mining accidents
- Carbon monoxide poisoning
- Blackout in NE
- Electrical fire

**But they prefer not to solve one problem only to create another.**

- Impact on water
- Impact on land

\* Source: The Huntington Group

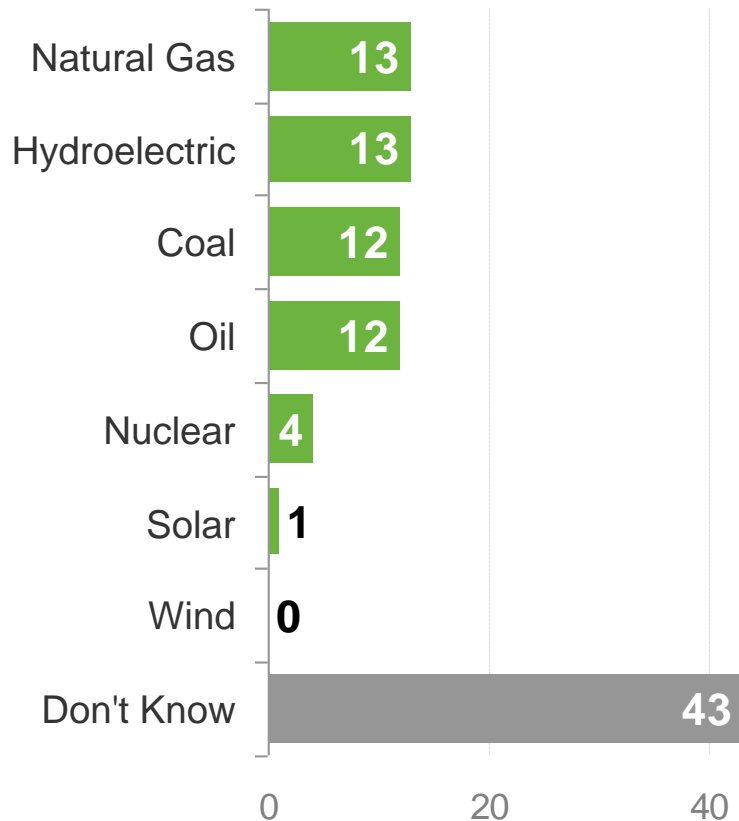
# Women's Views on Energy Sources

## Perceptions of Energy Sources

	Coal	Oil	Gas	Nuclear	Hydro	Wind	Solar
Availability and accessibility	Declining, increasingly difficult to access	Declining, increasingly difficult to access	Declining, but more accessible than coal or oil	Locally available and accessible	Don't know	Available, not easily harnessed	Available, not easily harnessed
Impact on the environment	High (carbon emissions, sludge)	High (carbon emissions, oil spills, invasive drilling)	Medium (Carbon emissions)	High (radiation/ waste seepage, emissions confused with radiation)	Don't know	None perceived	None perceived
Risk to people	High (lung cancer, respiratory ailments)	None perceived	Medium (explosion, CO <sup>2</sup> poisoning)	High (cancer, birth defects, death)	Don't know	None perceived	None perceived
Cost efficiency	Don't know	Very	Somewhat	Very	Don't know	Don't know	Somewhat (high cost of equipment)
Sustainability of energy source	Finite	Finite	Finite	Not finite	Don't know	Not finite	Not finite

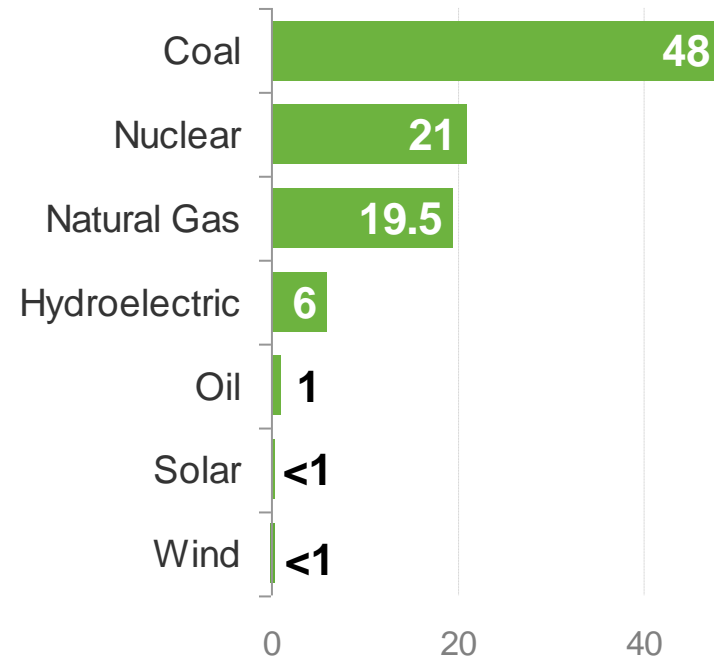
# U.S. Sources of Electricity

Which of these do you think is the **largest source of electricity** in the United States?



\* Source: Greenberg Quinlan Rosner

Actual U.S. generation statistics



\* Source: U.S. Dept of Energy

# If I Were President of a Power Company ...

## ***“I Would Reach Women Through...”***

Direct Interactions	Indirect Interactions
<ul style="list-style-type: none"><li>▪ Town hall meetings</li><li>▪ Forums</li><li>▪ Symposia</li><li>▪ Schools</li><li>▪ Open houses and plant tours</li><li>▪ A hot-line</li><li>▪ Women’s business and social networks; grassroots outreach</li></ul>	<ul style="list-style-type: none"><li>▪ A documentary (Like <i>An Inconvenient Truth</i>)</li><li>▪ Educational brochures</li><li>▪ Viral e-mail campaigns</li><li>▪ Websites</li><li>▪ Television (news programs)</li><li>▪ Lifestyle and news magazines</li><li>▪ E-newsletters</li></ul>

# How you can help clean up electricity



1. Find out how clean YOUR electricity is:  
[www.epa.gov/cleanenergy](http://www.epa.gov/cleanenergy)  
Select “Energy and You”
2. Conserve electricity in your home, business  
[www.energysavers.gov](http://www.energysavers.gov)  
[www.getenergyactive.org](http://www.getenergyactive.org)  
[www.energystar.gov](http://www.energystar.gov)
3. Participate in utility and municipal conservation, efficiency and clean energy programs
4. Continue to be involved in energy decisions  
<http://www.eia.gov/energyexplained/index.cfm>