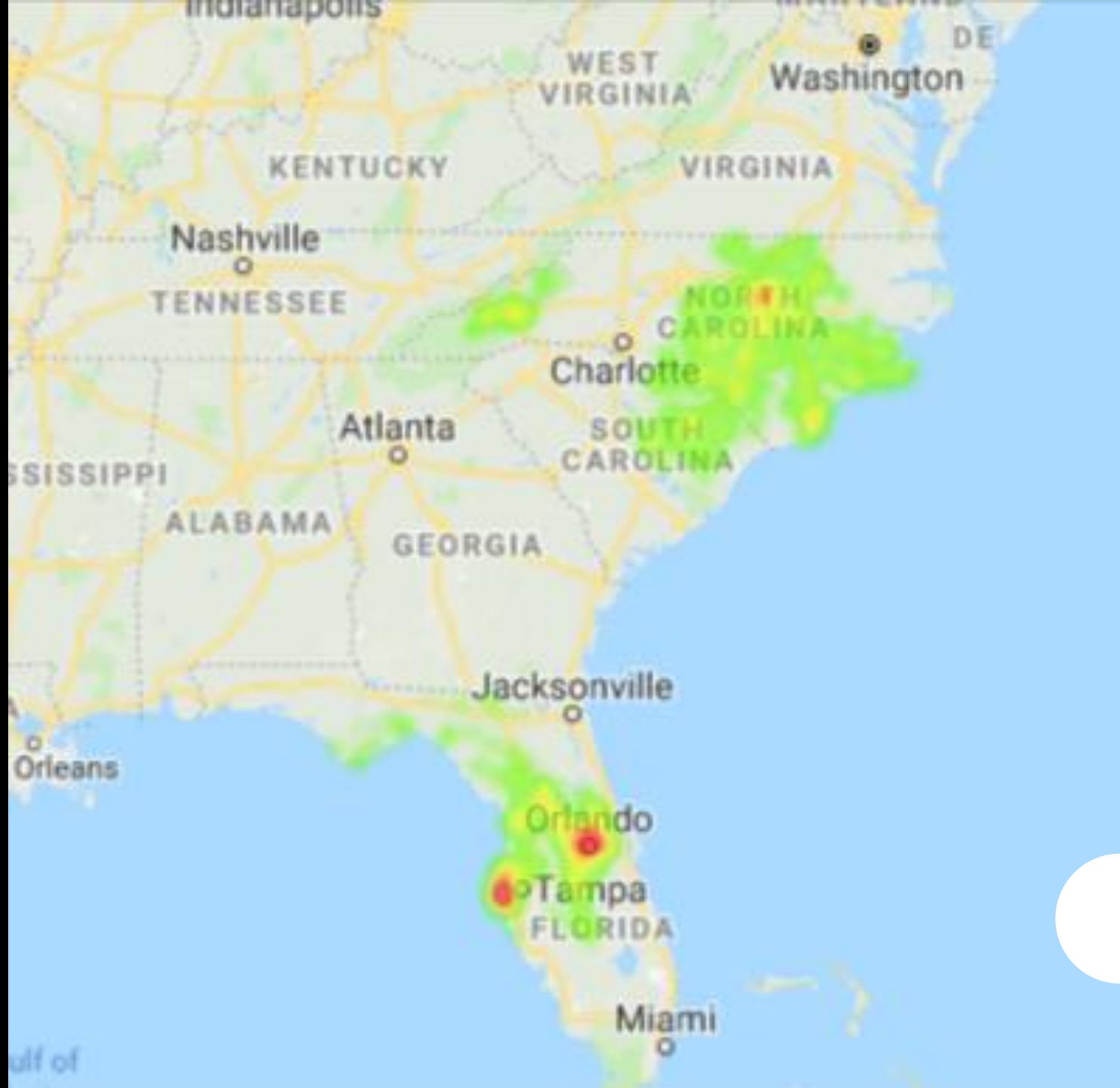
Figure 1


Indianapolis
WEST VIRGINIA
Washington
DE
KENTUCKY
VIRGINIA
Nashville
TENNESSEE
NORTH CAROLINA
Charlotte
Atlanta
SOUTH CAROLINA
SSISSIPPI
ALABAMA
GEORGIA
Jacksonville
Orleans
Orlando
Tampa
FLORIDA
Miami
ulf of

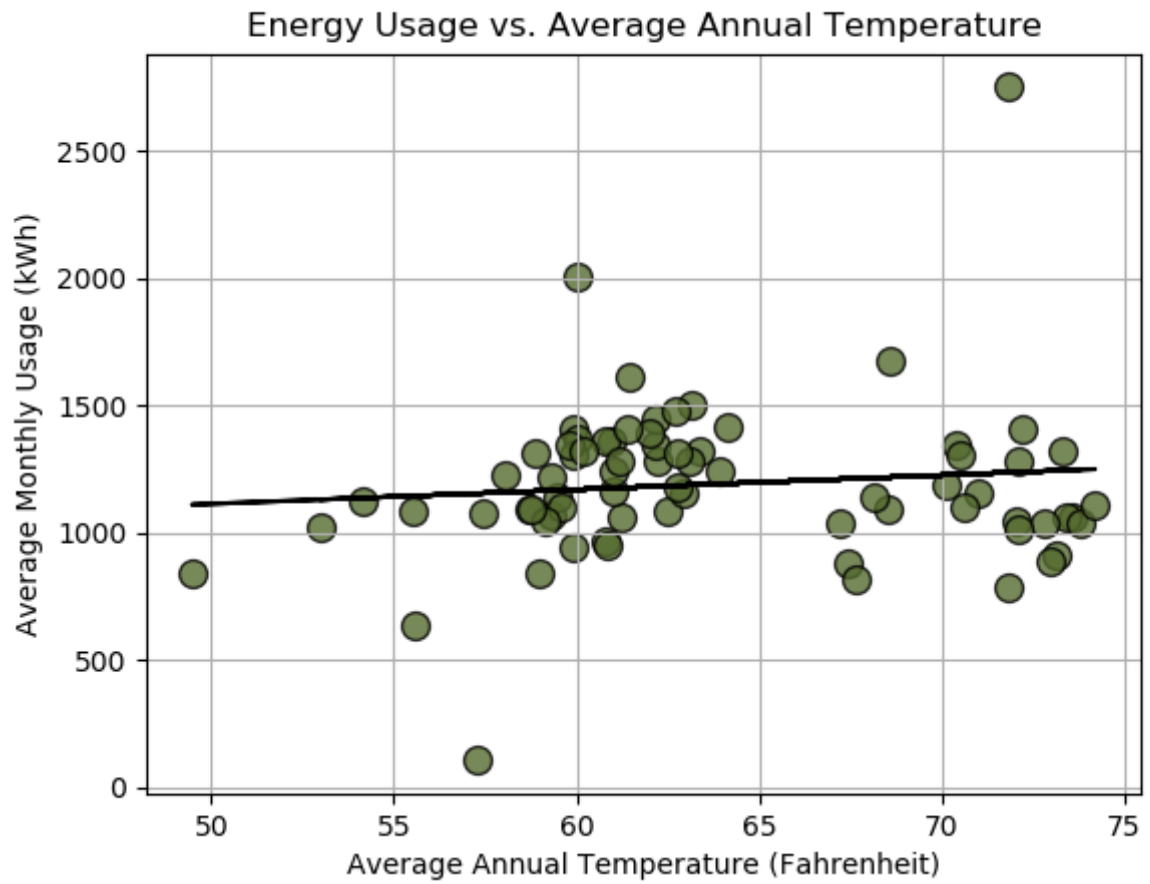
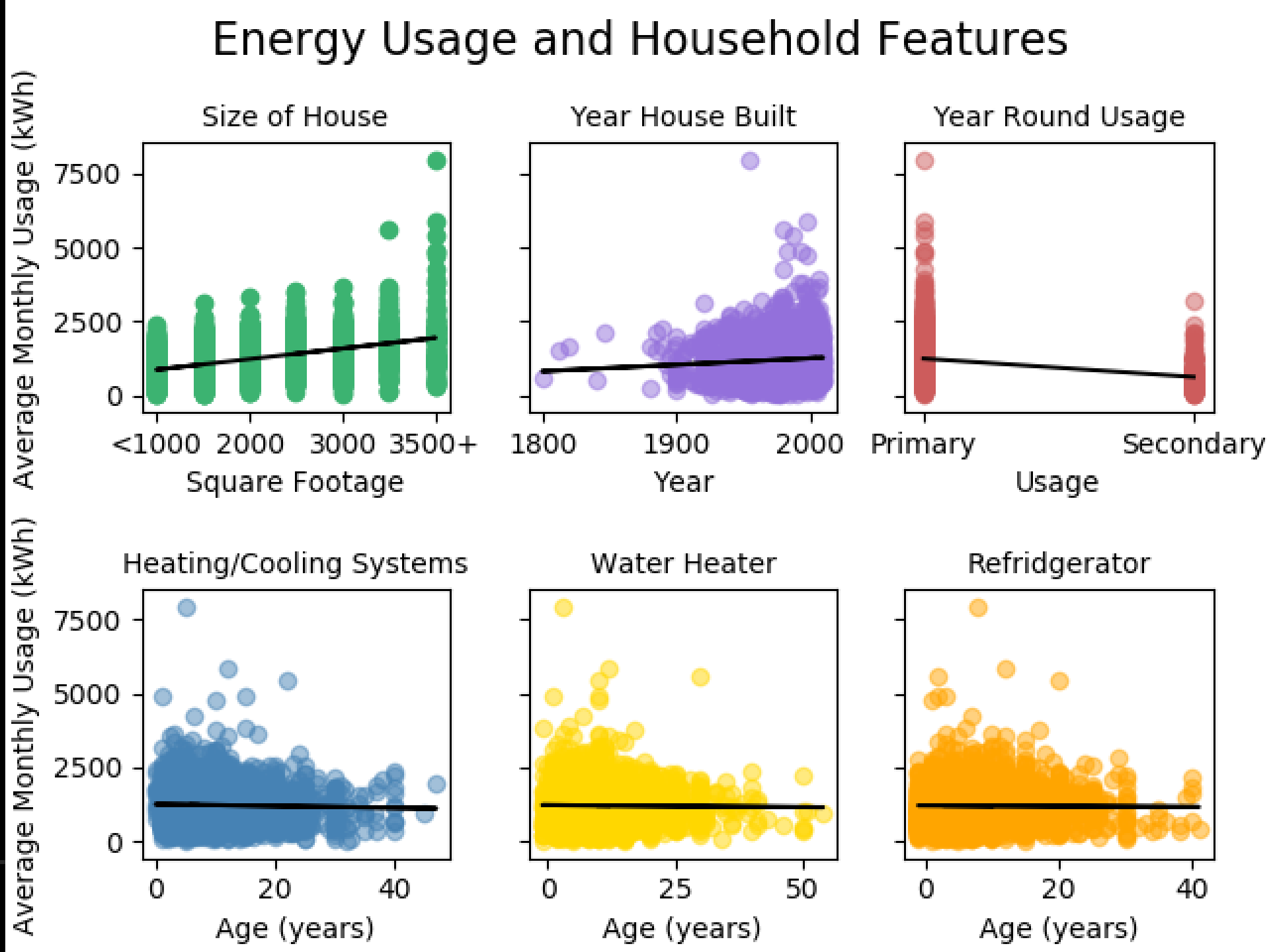

Energy Usage vs. Average Annual Temperature
Average Monthly Usage (kWh)
2500
2000
1500
1000
500
0
50
55
60
65
70
75
Average Annual Temperature (Fahrenheit)

Figure 2

Figure 3


Energy Usage and Household Features
Size of House
Year House Built
Year Round Usage
Average Monthly Usage (kWh)
7500
5000
2500
0
<1000
2000
3000
3500+
Square Footage
1800
1900
2000
Year
Primary
Secondary
Usage
Heating/Cooling Systems
Water Heater
Refridgerator
Average Monthly Usage (kWh)
0
20
40
Age (years)
0
25
50
Age (years)
0
20
40
Age (years)

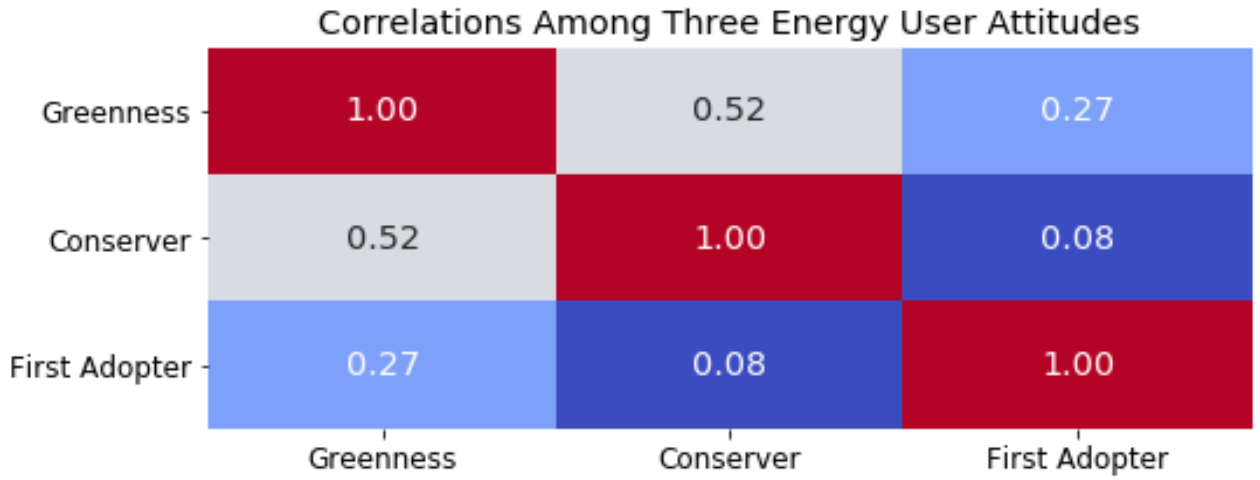


Figure 4

Relationships among attitude scales

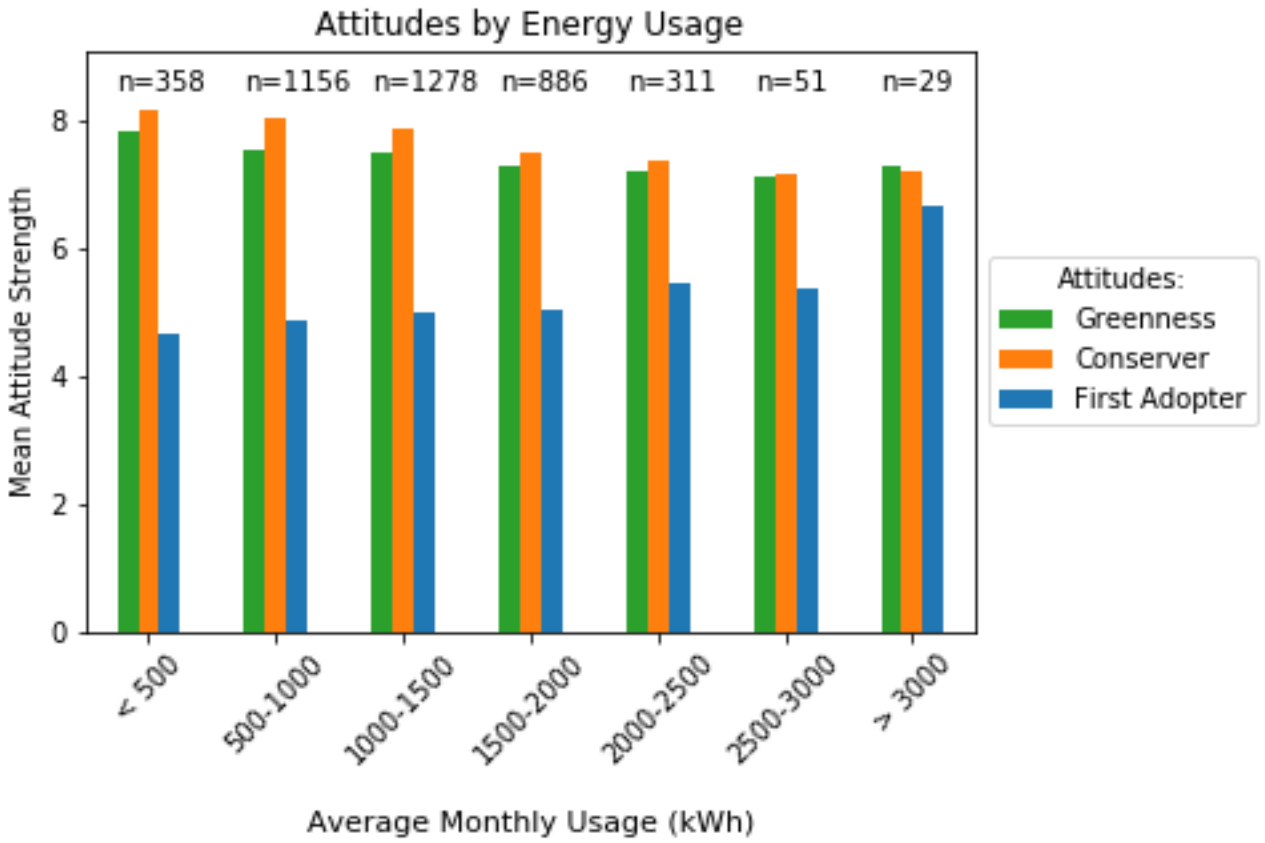
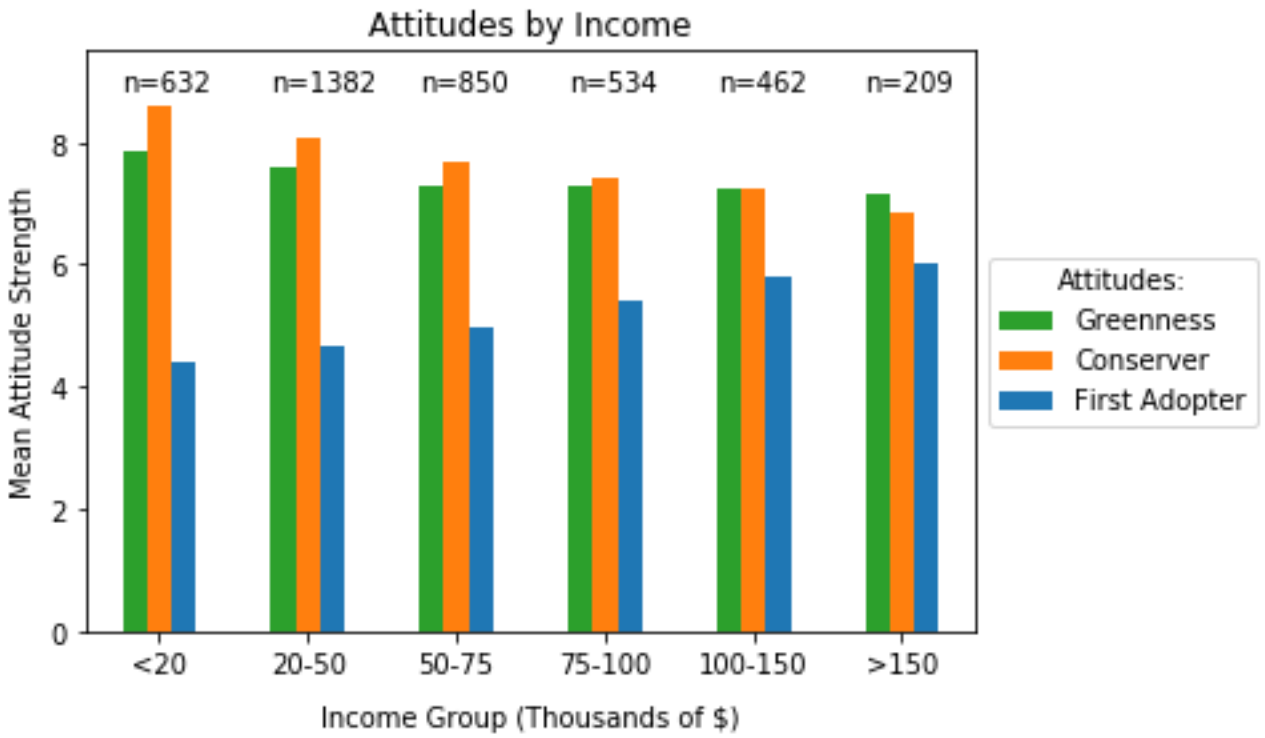

Attitudes by Energy Usage
n=358
n=1156
n=1278
n=886
n=311
n=51
n=29
Mean Attitude Strength
0
2
4
6
8
< 500
500-1000
1000-1500
1500-2000
2000-2500
2500-3000
> 3000
Average Monthly Usage (kWh)
Attitudes:
Greenness
Conserver
First Adopter

Figure 5

Figure 6


Attitudes by Income
n=632
n=1382
n=850
n=534
n=462
n=209
Mean Attitude Strength
0
2
4
6
8
<20
20-50
50-75
75-100
100-150
>150
Income Group (Thousands of $)
Attitudes:
Greenness
Conserver
First Adopter

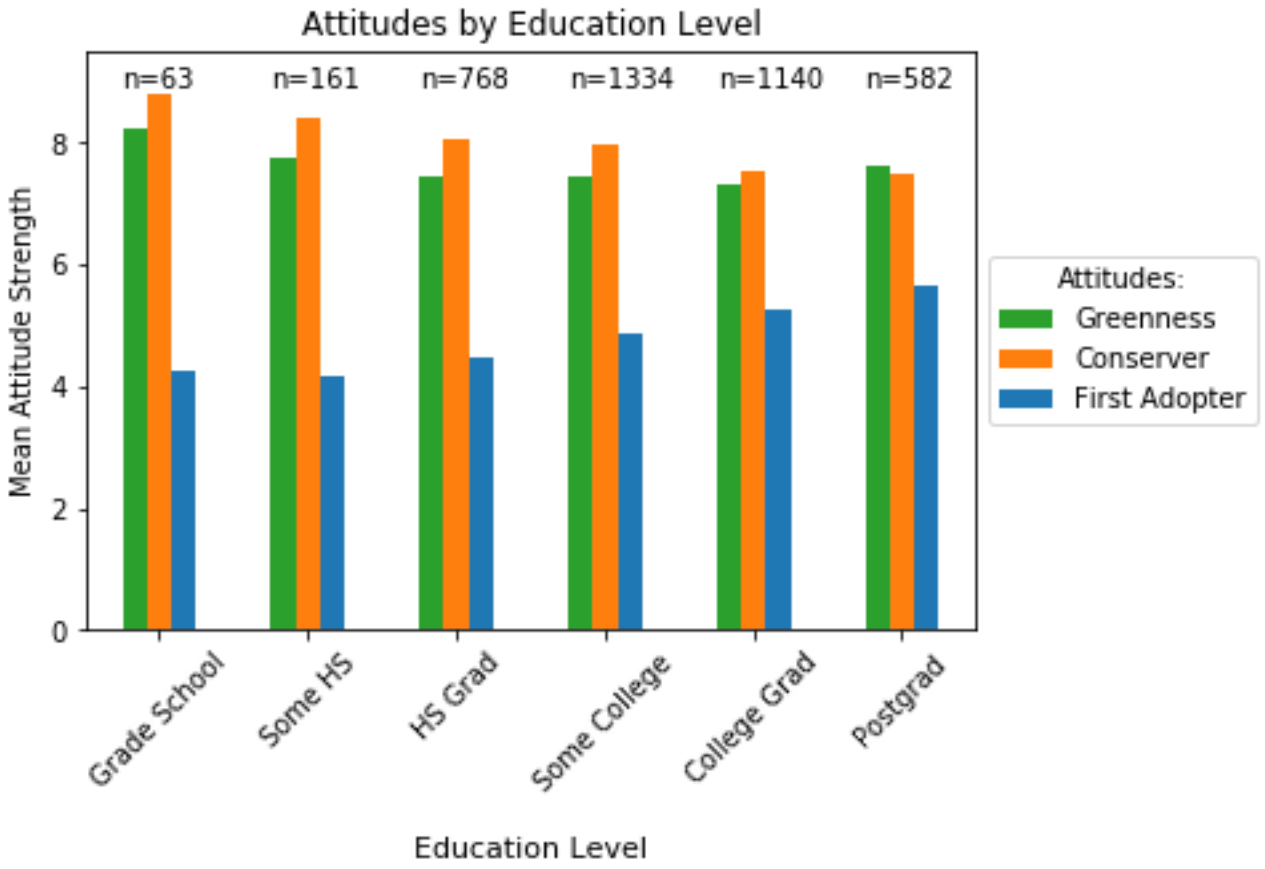
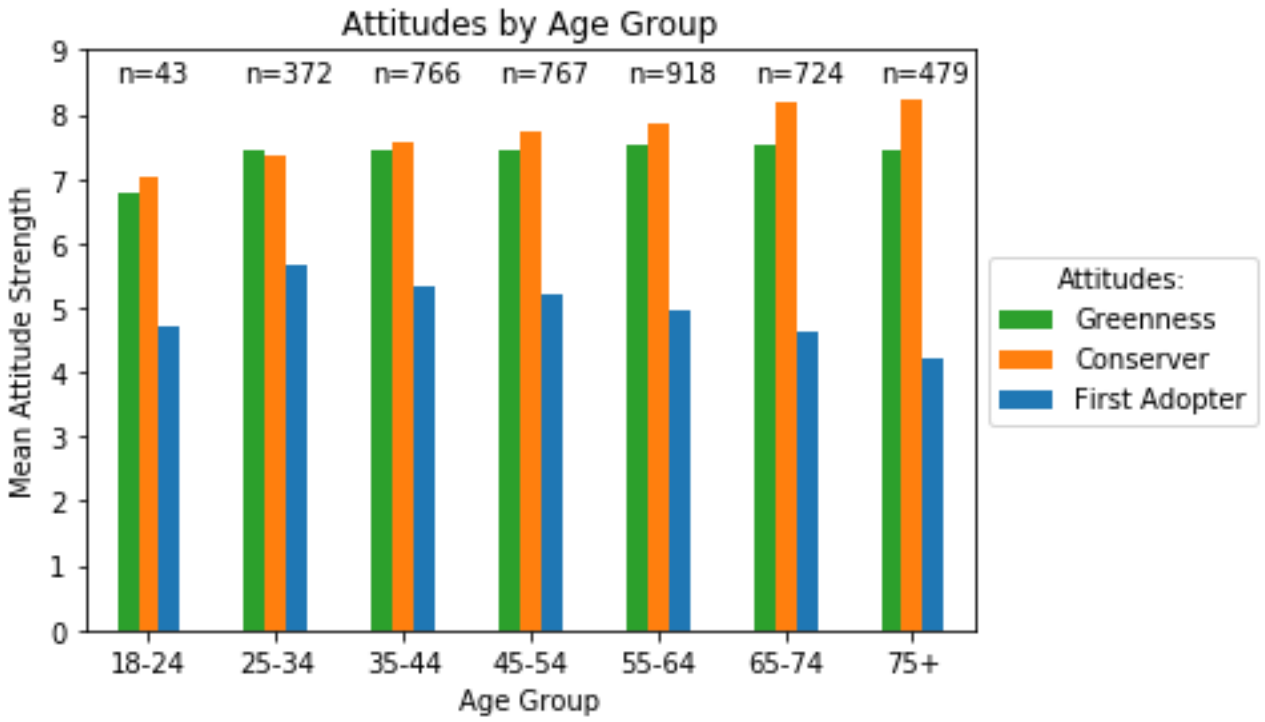

Attitudes by Education Level
n=63
n=161
n=768
n=1334
n=1140
n=582
Mean Attitude Strength
0
2
4
6
8
Grade School
Some HS
HS Grad
Some College
College Grad
Postgrad
Education Level
Attitudes:
Greenness
Conserver
First Adopter

Figure 7

Figure 8


Attitudes by Age Group
n=43
n=372
n=766
n=767
n=918
n=724
n=479
Mean Attitude Strength
0
1
2
3
4
5
6
7
8
9
18-24
25-34
35-44
45-54
55-64
65-74
75+
Age Group
Attitudes:
Greenness
Conserver
First Adopter