



Trust, Partisanship, and the Adoption of Electrification Technologies through Financing Programs

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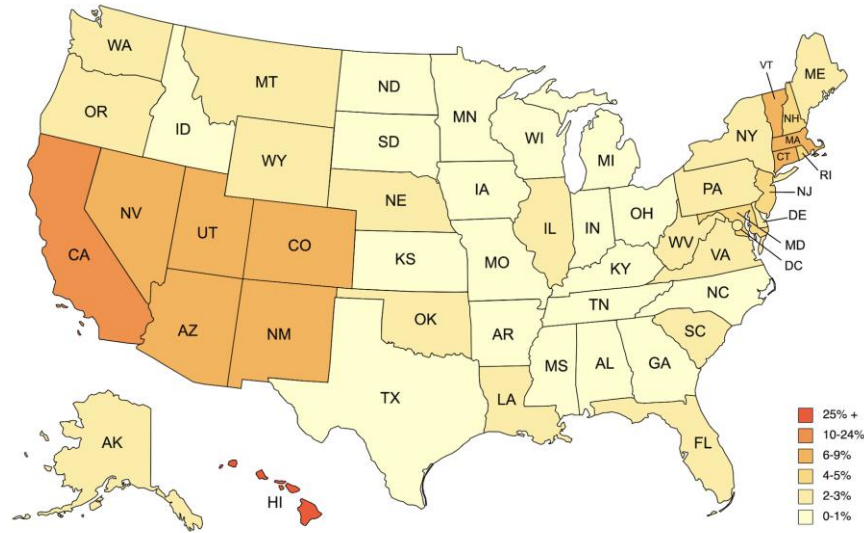
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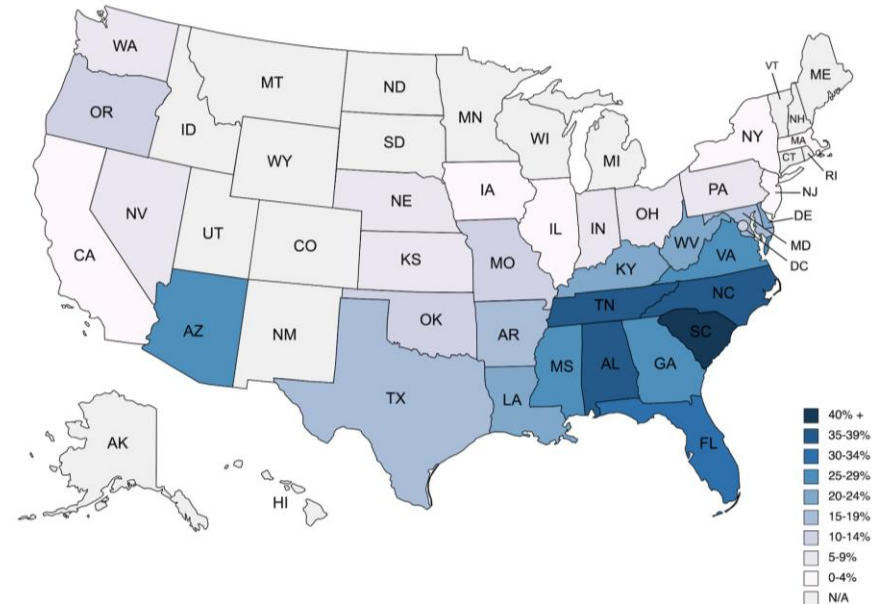
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Household Electrification in US

Rooftop Solar 3% Diffusion



Heat Pumps 13% Diffusion



Data for maps from U.S. EIA – 2020 RECS Survey Data



Household's Willingness to Electrify in Georgia

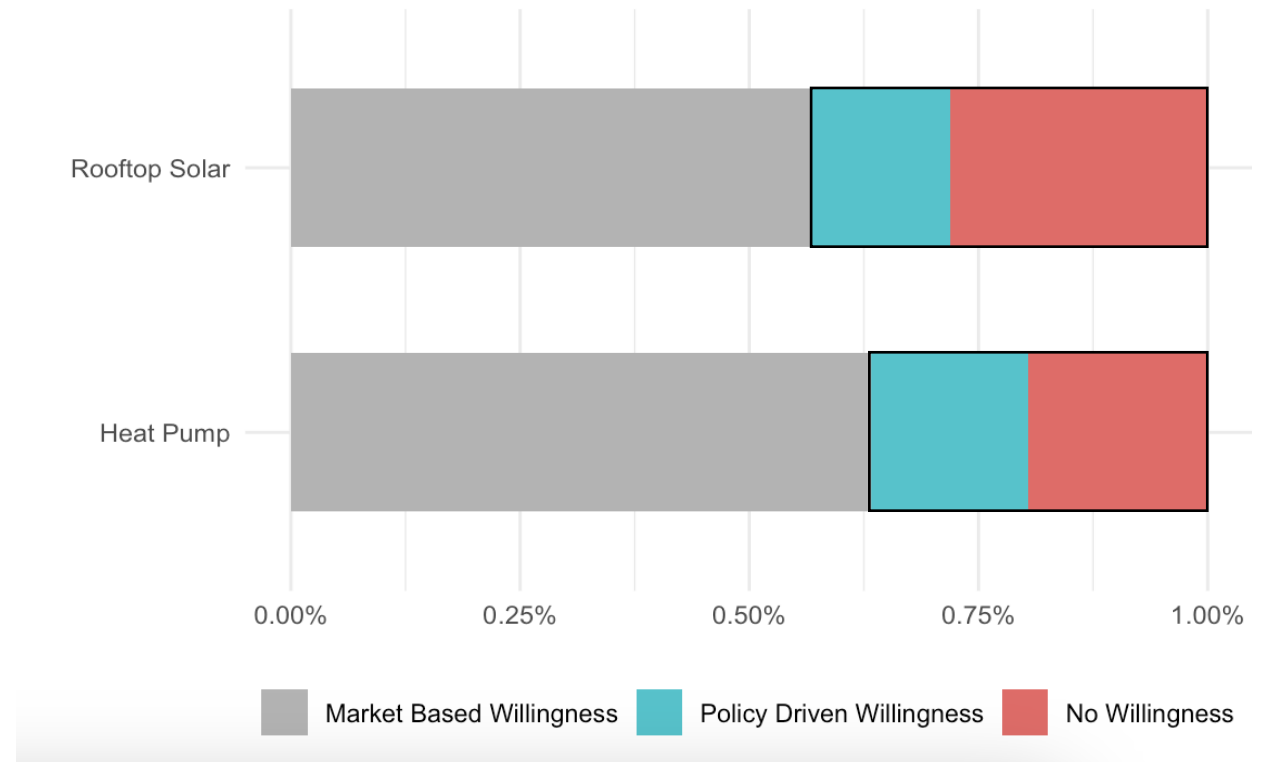
Households unwilling to adopt regardless of potential ROI

- 43% for Rooftop Solar
- 37% for Heat Pumps

Following policy support unwillingness drops by

- 36% for Rooftop Solar
- 45% for Heat Pumps

What influences policy driven willingness to adopt different electrification technology?



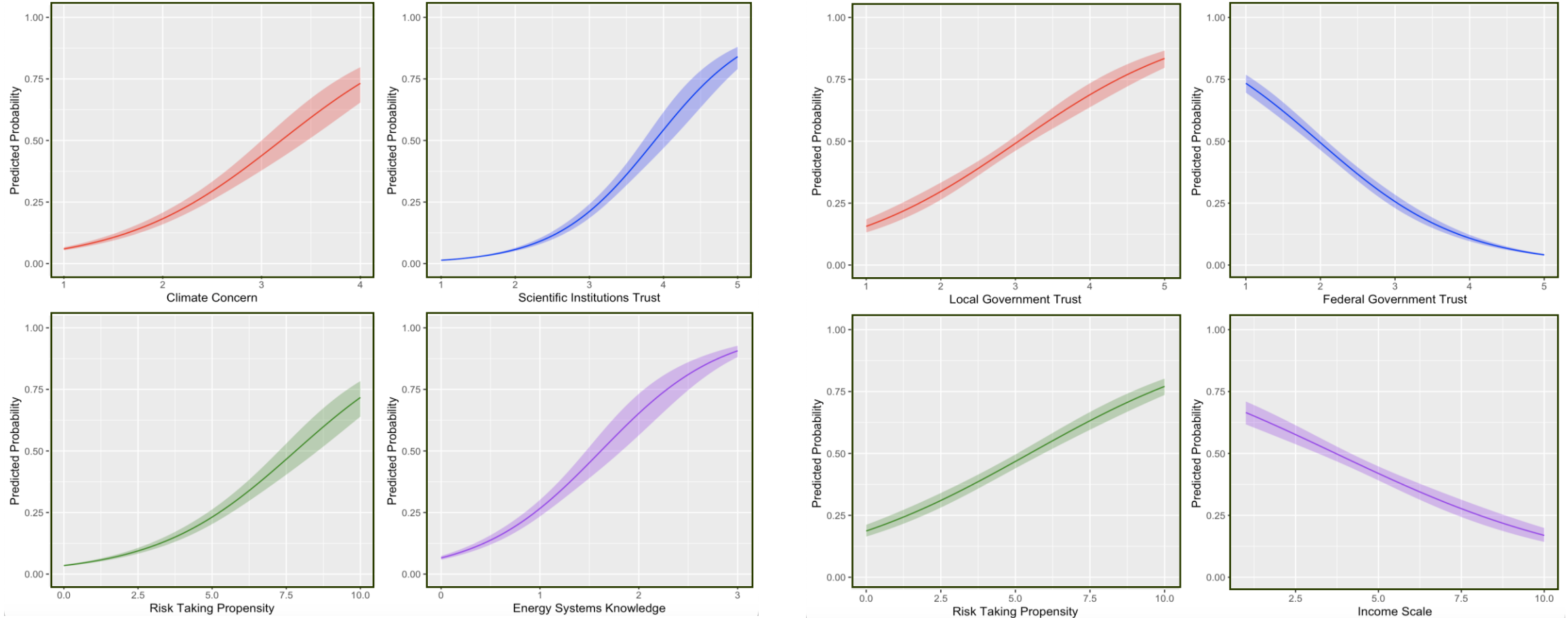
Data collected from original survey of 1,800 adults living in Georgia, USA, in 2021



Policy Driven Willingness

Rooftop Solar

Heat Pumps



Data collected from original survey of 1,800 adults living in Georgia, USA, in 2021

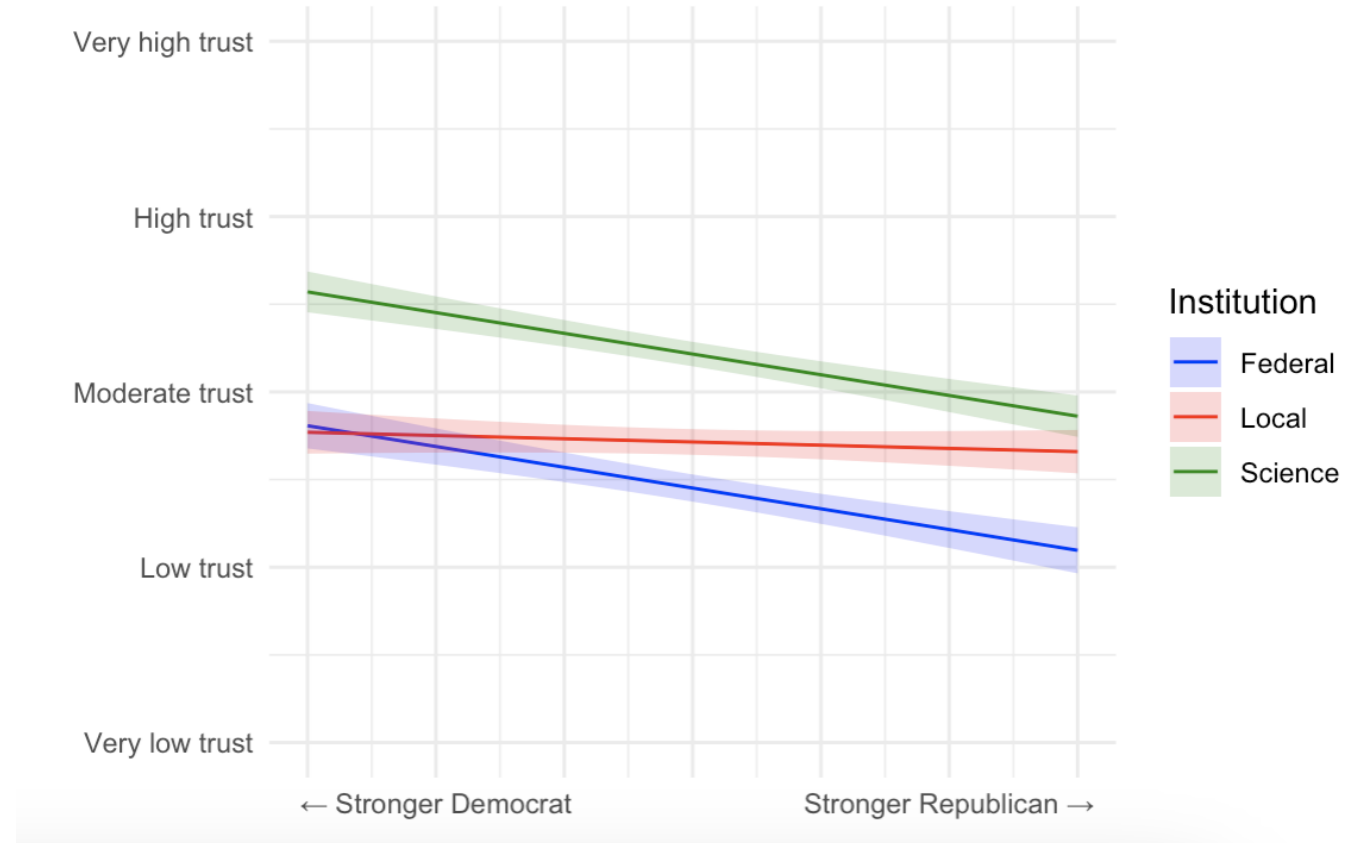


Trust and Partisanship

Republicans are more likely to trust local institutions over federal

Democrats more likely to place the most trust in scientific institutions

Federal trust highly dependent on current administration while local and scientific trust more stable

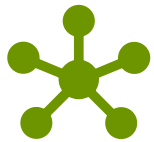


Technology Specific Approach to Policy

Implementation



Information



Interaction



Distribution





Thank You

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