

research in brief

Energy Conservation Information

Homeowners prefer to get energy conservation information in small doses through mass media. That was the finding of Allen B. Moore, who asked two groups of Georgia homeowners to specify how they'd like to receive such information. About 130 homeowners, selected at random from mail routes in 9 small, medium, and large cities were surveyed in 1978. About 85 north Georgia residents (TV viewers) responded to the same series of questions in 1980.

The order of preference for the 1978 group was: television tips, radio tips, television shows, newspaper series, and newspaper tips. The 1980 group selected the same 5 items, but in slightly different rank order: television tips, newspaper tips, radio tips, television shows, and newspaper series.

Hearings (workshops and seminars), personal contact (door-to-door campaigns), mail campaigns, telephone hotlines, and radio programs (5-30 minutes) were rated less effective.

Implications for Extension

High inflation rates, continued energy shortages, and the pressure for increased production with less financial support mandates Extension's use of mass media to deliver programs. Preferences are for information packaged in brief, clear, and concise formats. Homeowners in Georgia wanted information delivered at their convenience and in formats where they didn't have to devote much time to processing the information.

"Georgia Energy Survey Pilot Study on Energy Conservation."
Allen B. Moore. Athens: University of Georgia, Institute of Community and Area Development, 1978.

"Energy Conservation: Actions for Saving Money and Fuel."
Allen B. Moore. Addendum to Final Report, Title 1-A (HEA).
Athens: University of Georgia, Institute of Community and Area Development, 1980.

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