

Window Replacement Insights for Utilities

How Utilities Can Support Customer Education and Awareness Around High-Efficiency Windows

Why This Research Matters

The Wise Window Hub surveyed more than 1,000 Minnesota homeowners to better understand what motivates window replacement decisions, what barriers homeowners face, and how they perceive high-efficiency window technologies such as triple-pane windows.

The findings reveal a significant opportunity for utilities to help customers make more informed decisions about window upgrades. While many homeowners recognize comfort and energy-saving benefits, cost concerns and limited awareness continue to slow adoption of higher-performance window products.

Key Finding #1: Comfort and Energy Savings Drive Interest

When homeowners think about replacing windows, their top priorities are:

1. Improved indoor comfort
2. Lower energy bills
3. Upfront project cost
4. Installation quality

These factors were substantially more influential than aesthetics, resale value, or environmental considerations.

Key Finding #2: Cost Remains the Largest Barrier

Among homeowners considering window replacement and those not considering it, cost was the primary reason for delaying action. At the same time, homeowners who completed window replacement projects reported very high satisfaction: 84% agreed that the investment was worth the money spent. There is an opportunity to bridge the gap between perceived cost and realized value.

Key Finding #3: Homeowners Are Interested in Triple-Pane Windows

Awareness of triple-pane windows is growing, with nearly two-thirds of Minnesota homeowners reporting familiarity with the technology. The study also found:

- 58% of homeowners would pay more for triple-pane windows.
- 45% would pay \$200 or more per window.
- 25% would pay \$300 or more per window.

Key Finding #4: Incentives Influence Decisions

Financial incentives can meaningfully increase homeowner interest in higher-efficiency windows. When asked about paying an additional \$300 for a triple-pane window:

- 66% said a \$100-per-window rebate would make them more likely to upgrade.
- 45% said financing options would increase their likelihood of purchasing.
- The research suggests that incentive visibility may be just as important as incentive availability.
- The Wise Window Hub is [partnering with manufacturers](#) to offer cost-optimized entry-level products. Combining these efforts together closes the cost gap for homeowners to upgrade their windows.

Key Finding #5: Homeowners Need Trusted Information Sources

Homeowners use multiple information channels when researching window replacement, including: online searches, Window manufacturers, Friends and family, Retailers, and Contractors. Notably, lower-income households were more likely to rely on retailers and utilities for information than higher-income households.

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Key Finding #6: Customer Awareness Remains a Market Challenge

More than 60% of homeowners who were offered triple-pane windows ultimately selected them. Despite this, awareness remains a market barrier; 76% of homeowners reported they were never offered the option or could not recall discussing it during the sales process. Increasing awareness before customers engage with contractors may help drive demand for high-efficiency products. Educated customers are more likely to ask about high-efficiency options during the purchasing process.

Choosing higher-performing products matters to both homeowners and utilities: windows installed today are likely to still be in service in 2060 (potentially as much as 2 HVAC replacement cycles). Proactive education and sales enablement will prevent lower performing and code minimum products from negatively impacting utility bill affordability, and peak power demands for decades.

Potential opportunities include:

- Educational campaigns highlighting triple-pane benefits
- Customer stories and testimonials
- Bill inserts and digital communications
- Online learning resources and decision guides
- Contractor and retailer partnership initiatives



Recommendations for Utility Programs

Focus Messaging on Comfort and Savings

Lead with homeowner priorities rather than technical specifications.

Increase Consumer Awareness of Triple-Pane Windows



Help customers understand available high-efficiency options before they begin shopping.

Reduce Cost Barriers

Promote rebates, financing, and other tools that make upgrades more attainable: Rebates close the cost-premium gap, which is near an inflection point

Equip Customers with Decision-Making Resources

Provide simple, trustworthy information that helps homeowners evaluate window options confidently.

Support Market-Wide Education Efforts

Collaborate with manufacturers, retailers, and contractors to create consistent messaging around comfort, efficiency, and savings.

Bottom Line

Minnesota homeowners are interested in more comfortable, energy efficient homes, but many need help understanding their options and overcoming upfront cost concerns.

Utilities have a unique opportunity to increase awareness, build customer confidence, and accelerate adoption of high-efficiency window technologies through trusted education, strategic incentives, and customer-focused messaging that emphasizes comfort, efficiency, and savings.

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