Neighborhood Sweep Summary Report:

Five Sweeps Combined

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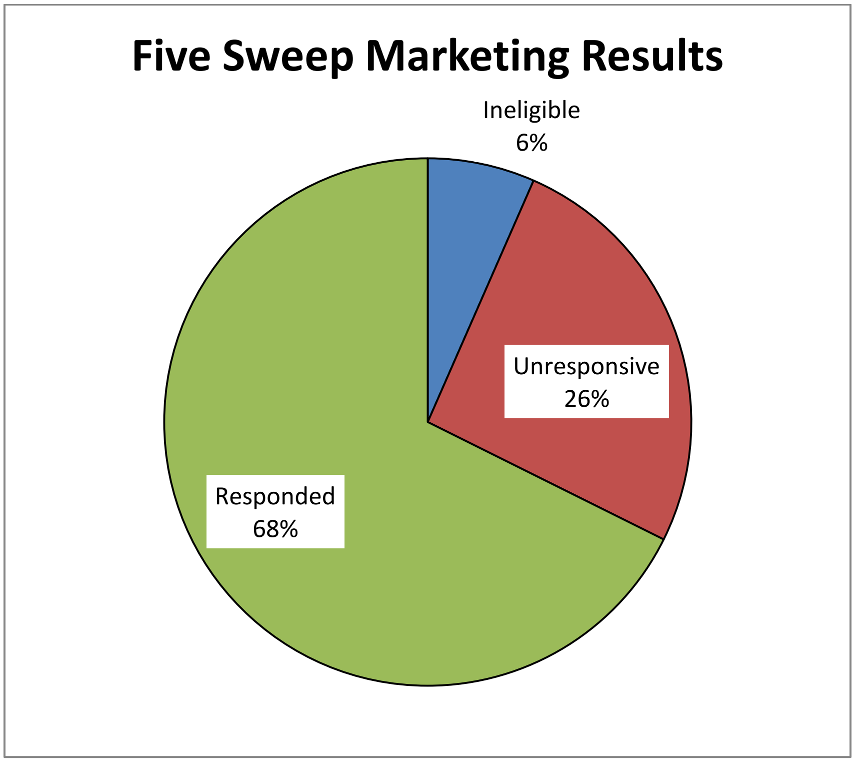
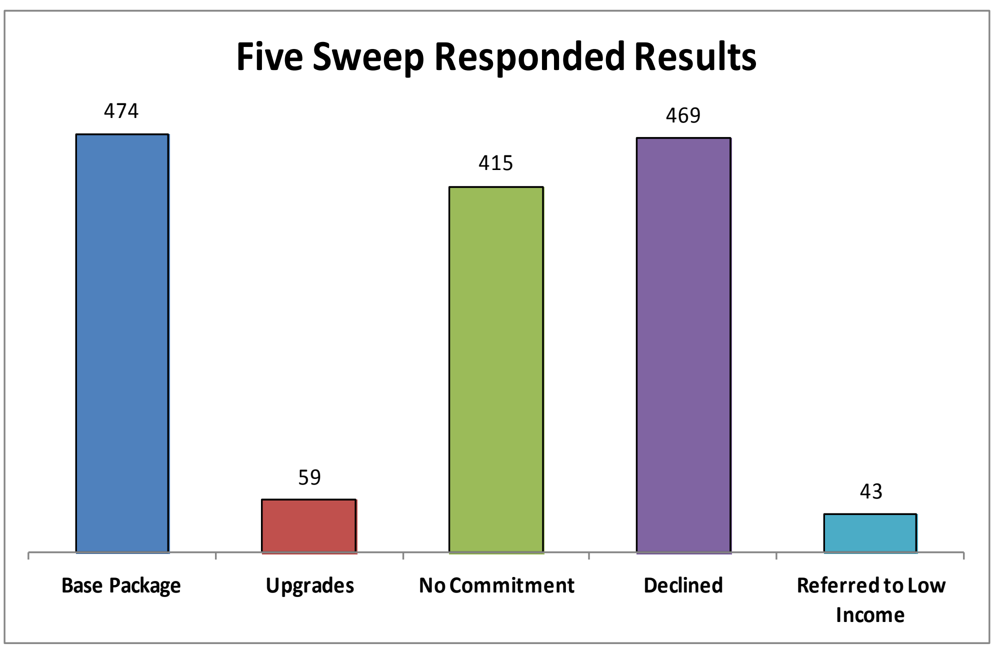
EXECUTIVE SUMMARY

THE SWEEP

There were 2158 households:

Marketing and outreach tactics were targeted to 100% of homeowners in sweep neighborhood which yielded the results shown below. (All sweep results are shown in detail in Table 1.)





Of 1460 households that responded to outreach, 3% were referred to the low income program, 33% received the base package, and 4% chose to add recommended upgrades. 32% declined and 28% never came to a firm decision.

PHONE SURVEY OUTCOMES

80% of the acceptors had telephone numbers. The acceptor response rate to interview attempts was 54%; there were 247 acceptor interviews completed. (Table 1)

52% of the decliner households had telephone numbers. The response rate for this subgroup was 25%, for a total of 145 completed interviews with respondents who had declined the program. (Table 1)

QUESTIONNAIRE RESULTS (Marked differences between acceptors and decliners are <u>underlined</u>)

Looking at the characteristics and occupancy of acceptors' and decliners' homes, (Figure 1),

- <u>TENANCY: As in previous sweeps, acceptors generally have occupied the home for a shorter period of time than decliners. This is a reflection of the overall finding that acceptors tend to be younger than decliners.</u>
- 28% of acceptors and 19% of decliners said they plan to leave the house in the next five years
- Very few of the homes were less than 30 years old. Acceptors homes were evenly split between middle-aged (31-74 years old) and older than 75. Decliners were about twice as likely to live in middle-aged homes than in homes over 75 years of age
- More than 80% of respondents report that their home has had some previous energy efficiency measure installed, with no discernible difference between acceptors and decliners in this variable

The demographic profiles (Figure 2) reveal the following tendencies:

- <u>Acceptors are younger than decliners;</u> i.e, homeowner age is a major factor in determining which houses are entered into the program; the age factor is also related to
    - tenancy [younger homeowners by definition will be less likely to have extended tenancy],
    - plans for moving [older homeowners are less mobile] and
    - employment status [decliners are twice as likely to be retired]
    - the likelihood that a child is in the home [more likely for acceptors]
- Acceptors are somewhat better educated than decliners, but the difference is not significant; 94% of acceptors and 86% of decliners have some college or post-graduate education
- Statistics on race, income, and the owner’s marital status were the same for both groups

Table 3 presents the proportion of reasons for participation mentioned by acceptors

- Almost half the respondents mentioned the expectation energy savings from increased efficiency; affordability was mentioned by about a quarter, followed by "improve audit figures" and "to be green/save environment". If we combine "improve audit figures" with "energy savings" we have a total of 64% of homeowners listing that as a reason that they chose to participate in the program

Table 4 presents the reasons for declining the offer

- The top two reasons are essentially a mirror image of the reasons for participating; most mentioned was that the home is already efficient, followed by the complaint that the program costs too much or isn't worth the investment

Figure 5 shows the sources of information recalled by respondents

- The brochure was mentioned by more the greatest proportion of all respondents, more frequently than any other source
- Acceptors mentioned each of the sources more than decliners

Figure 6 presents data on the respondents' perception of the validity of information they received

- Acceptors were more than twice as likely than decliners to cite the information as very believable; only a few respondents saw it as not very believable (but decliners outnumbered acceptors in this category by about 3:1)

Figure 7 presents respondents' opinion of the clarity of information in the brochures

- More than 80% of all respondents thought the brochures were very or somewhat clear; there were no differences between acceptors and decliners as to their judgment of clarity of information – unlike believability

Figure 7b shows the number of times various reasons were given for not believing the information

- With only 50 respondents [33 acceptors] citing reasons, there is no way to distinguish between the acceptors and decliners, but it is worth noting that 47 of the 50 responses were a variation of a single theme: the value of the project was exaggerated

Figure 8 summarizes the respondents impressions of what transpired when they met with the contractor

- All of the activities were covered by at least 81% of the contractors, with the notable exception of discussing financing options

Figure 9 summarizes the impressions acceptors had of the contractors

- Acceptors had very favorable impressions of the contractors and said they had little or no difficulty understanding the explanations offered by the contractors

Figure 10 shows which upgrades were recommended by the contractors and how many were accepted by the homeowners

- Three quarters of homeowners who had received the recommendation to upgrade the insulation in their roof report that they intend to have it done
- Insulating roofs and walls were the most frequently recommended
- The overall acceptance rate of suggested upgrades was 59%

Almost half of the acceptors had met with a canvasser, and almost all of their impressions (96%) were very, or somewhat, favorable. (Figure 11).

Figure 12 shows the rating of importance of seven different factors in the decision to participate

- The offer of the home energy audit was the most important reason cited; neighborhood participation was least important

Figure 13 displays the distribution of satisfaction respondents among the 85% of acceptors who have had enough time to render an opinion

- Acceptors are generally quite satisfied with their participation in the program thus far

RESULTS

The data in Table 1 was compiled by OSR staff from the last contact reports forwarded from the field. **Actual sweep results may differ.**

TABLE 1				
	FIVE SWEEPS COMBINED	**Base Number**	**Phone Provided**	**Inter-viewed**
Total Households		**2158**	**1112**	**392**
A	Ineligible - foreclosed, unoccupied or WAP work previously done	142		
B	No response to outreach	556	110	
C	Responded to outreach but didn't commit	415	334	59
D	Declined—responded with a "No"'	469	243	86
E	Accepted	474	395	247
F	Accepted with Additional upgrades	59	30	
G	Referred to low income program	43		
	Total eligible homes	2016	1112	
	Contact Rate ((c+d+e+f)/(b+c+d+e+f)	72%		
	Decliner Rate (d/(c+d+e+f))	33%	52%	25%
	Acceptor Rate ((e+f)/(c+d+e+f))	27%	80%	58%
	Upgrade Rate ((f)/(e+f))	11%	7%	

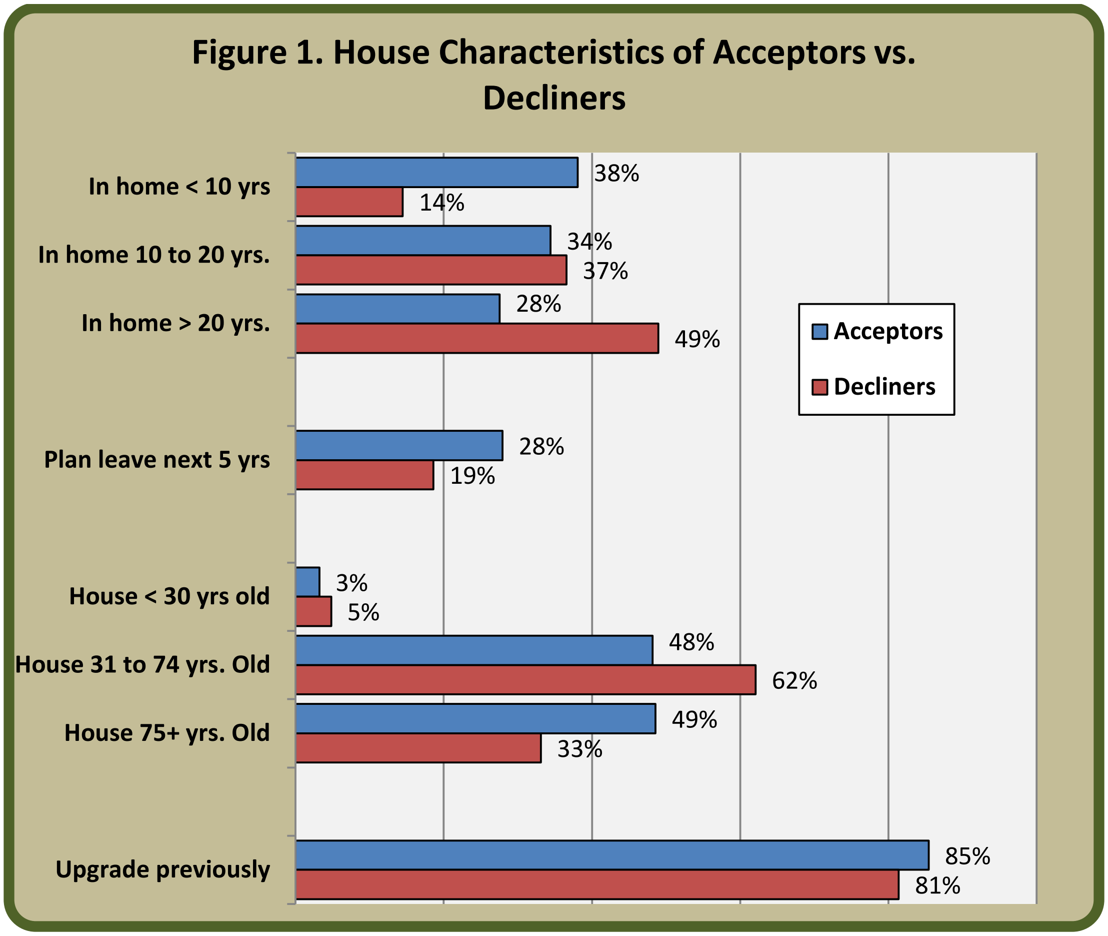


Figure 1. House Characteristics of Acceptors vs. Decliners
In home < 10 yrs
38%
14%
In home 10 to 20 yrs.
34%
37%
In home > 20 yrs.
28%
49%
Plan leave next 5 yrs
28%
19%
House < 30 yrs old
3%
5%
House 31 to 74 yrs. Old
48%
62%
House 75+ yrs. Old
49%
33%
Upgrade previously
85%
81%
Acceptors
Decliners

Figure 2. Demographic Profile of Acceptors vs. Decliners

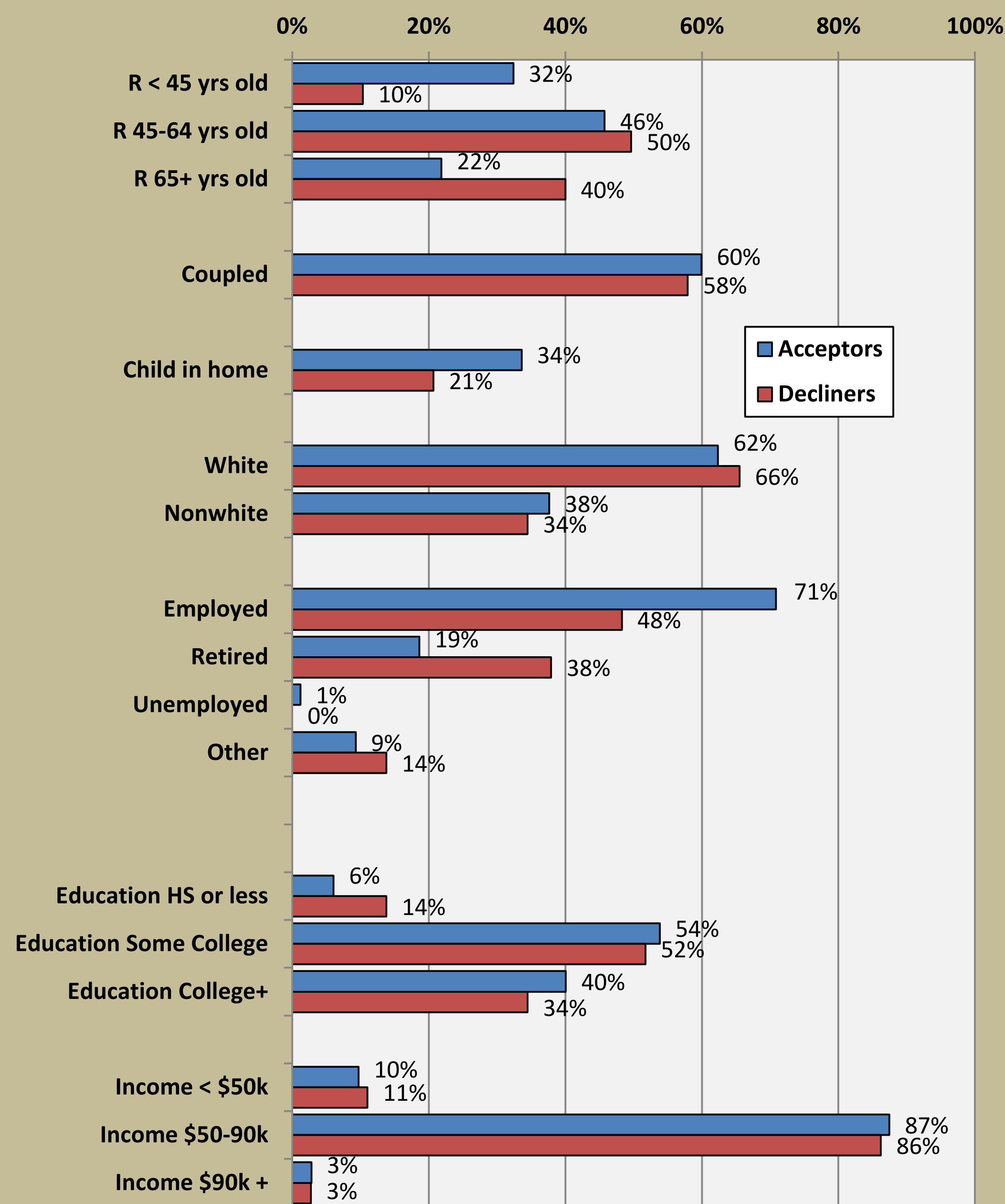


Figure 3. Reasons to Participate (Multiple Response)

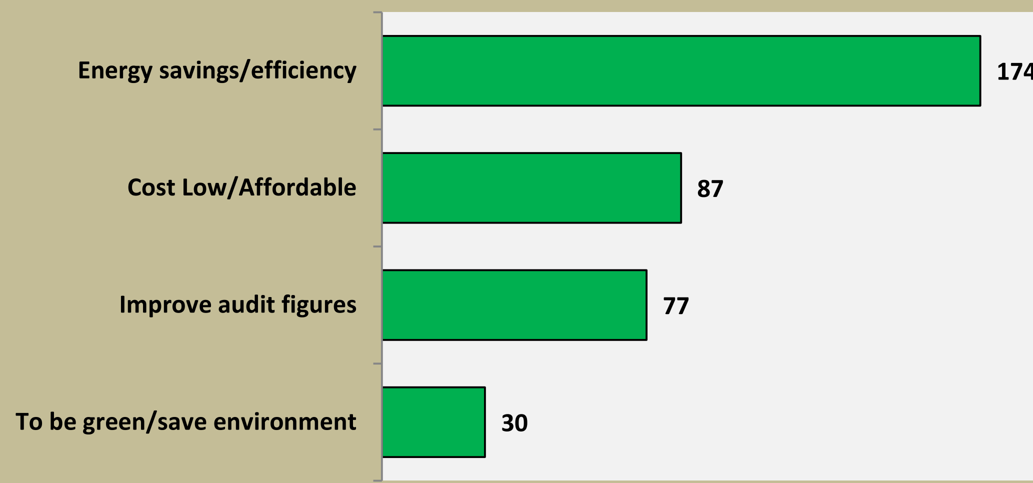


Figure 4. Most Important Reasons to Decline

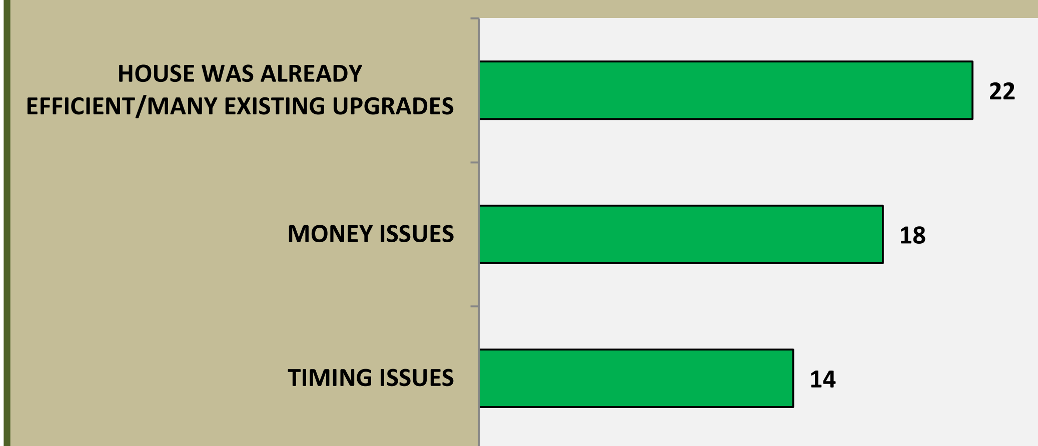


Figure 5. Sources from which Homeowner Received Information about BBFM

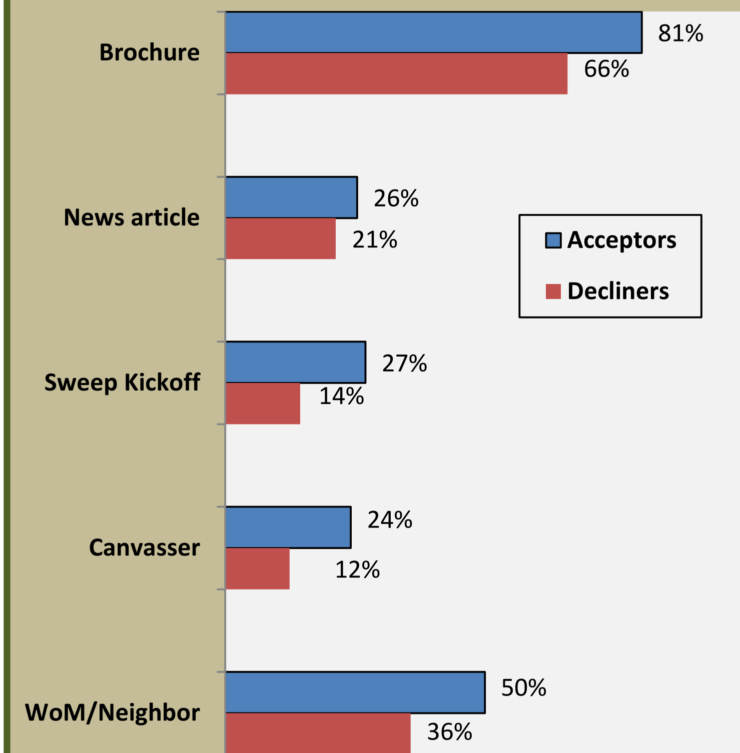
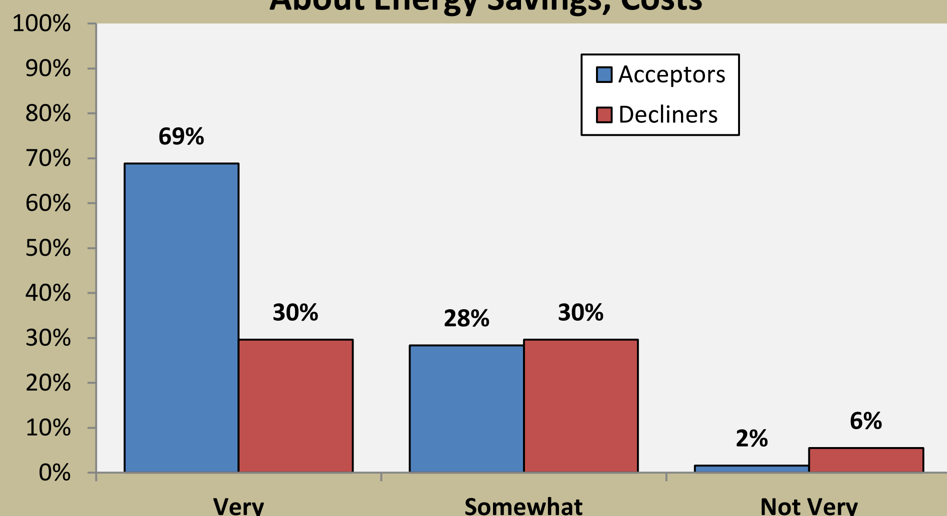


Figure 6. How Believable Was Information Received About Energy Savings, Costs



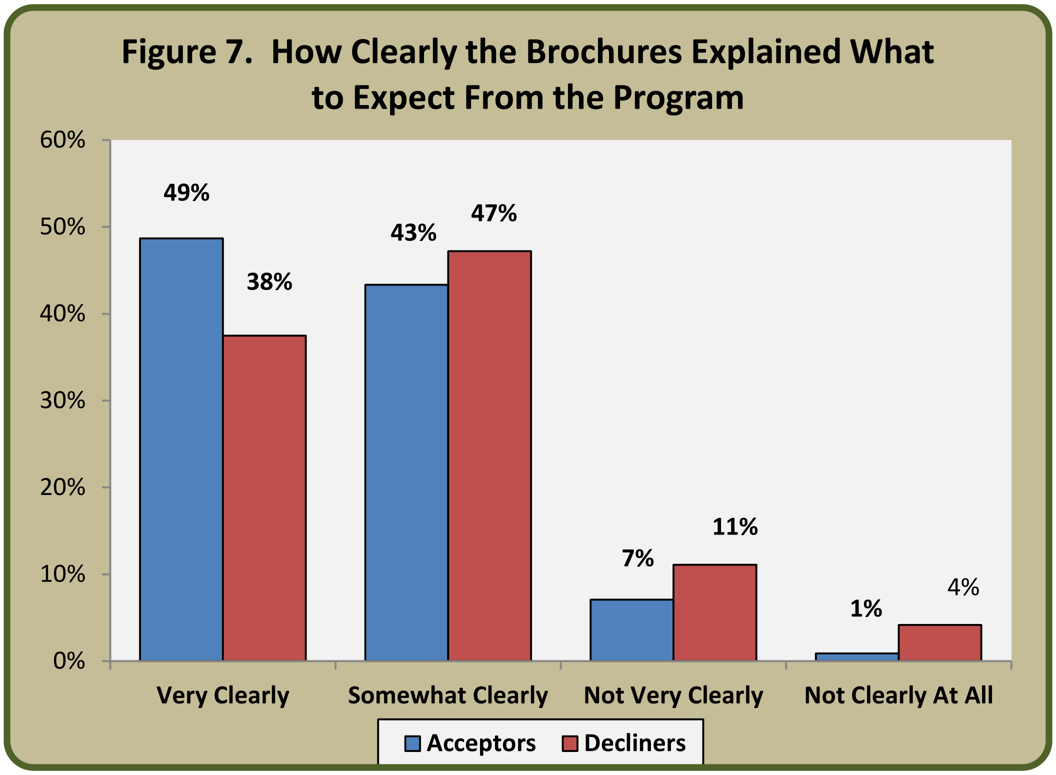


Figure 7. How Clearly the Brochures Explained What to Expect From the Program
60%
50%
40%
30%
20%
10%
0%
49%
38%
43%
47%
7%
11%
1%
4%
Very Clearly
Somewhat Clearly
Not Very Clearly
Not Clearly At All
Acceptors
Decliners

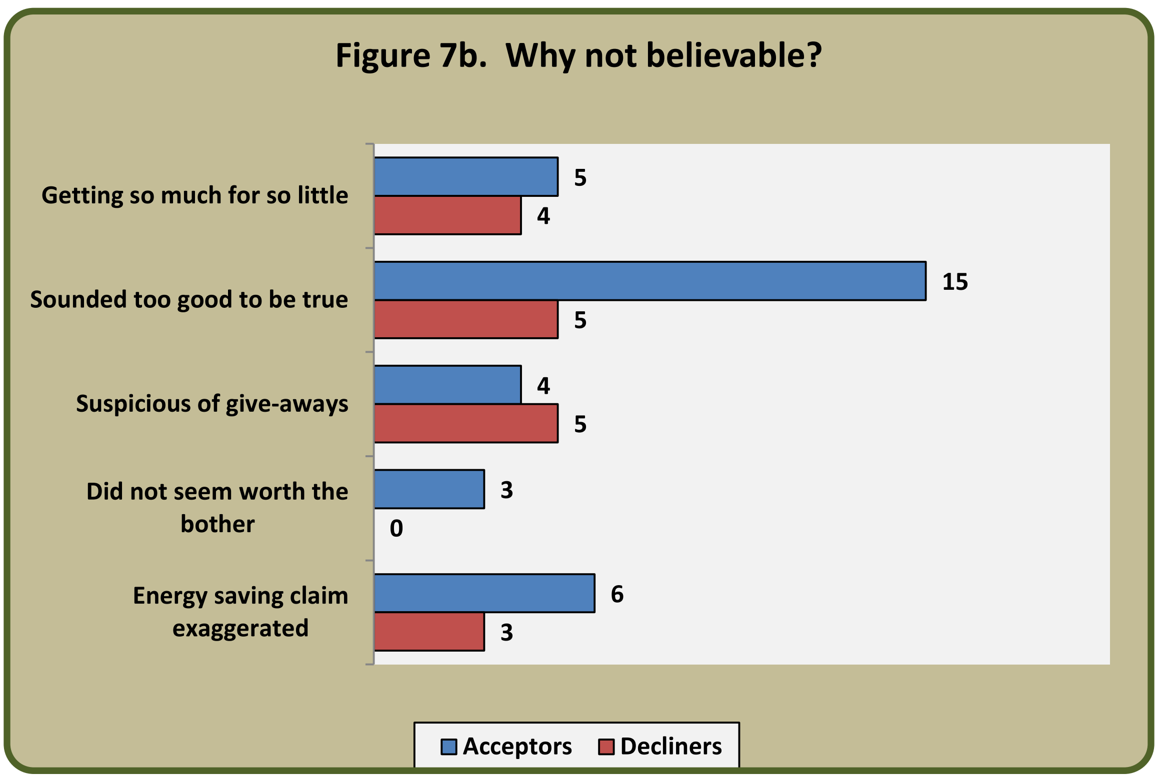


Figure 7b. Why not believable?
Getting so much for so little
5
4
Sounded too good to be true
15
5
Suspicious of give-aways
4
5
Did not seem worth the bother
3
0
Energy saving claim exaggerated
6
3
Acceptors
Decliners

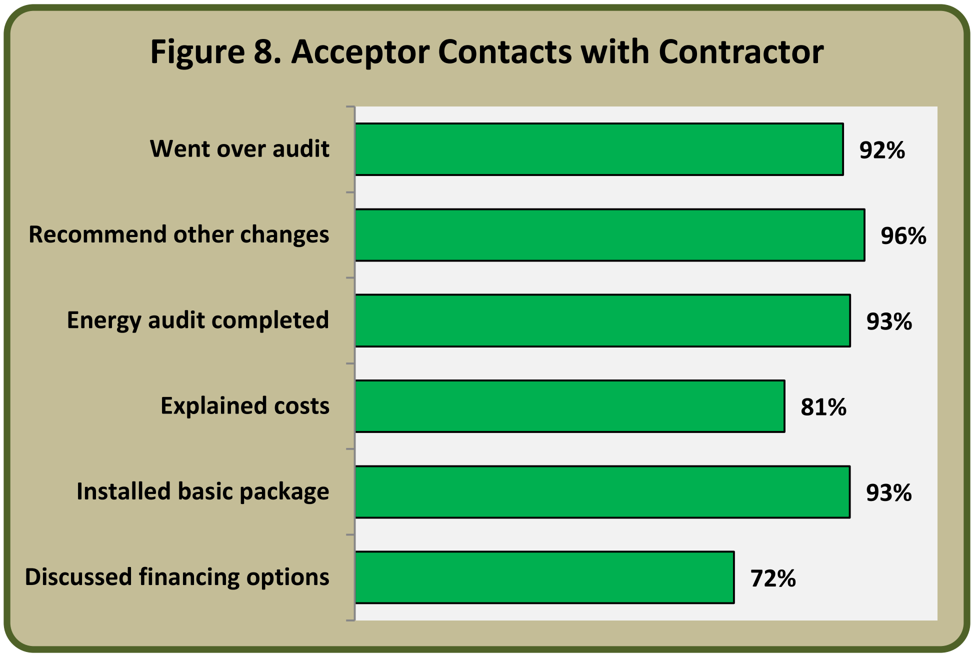


Figure 8. Acceptor Contacts with Contractor
Went over audit
92%
Recommend other changes
96%
Energy audit completed
93%
Explained costs
81%
Installed basic package
93%
Discussed financing options
72%

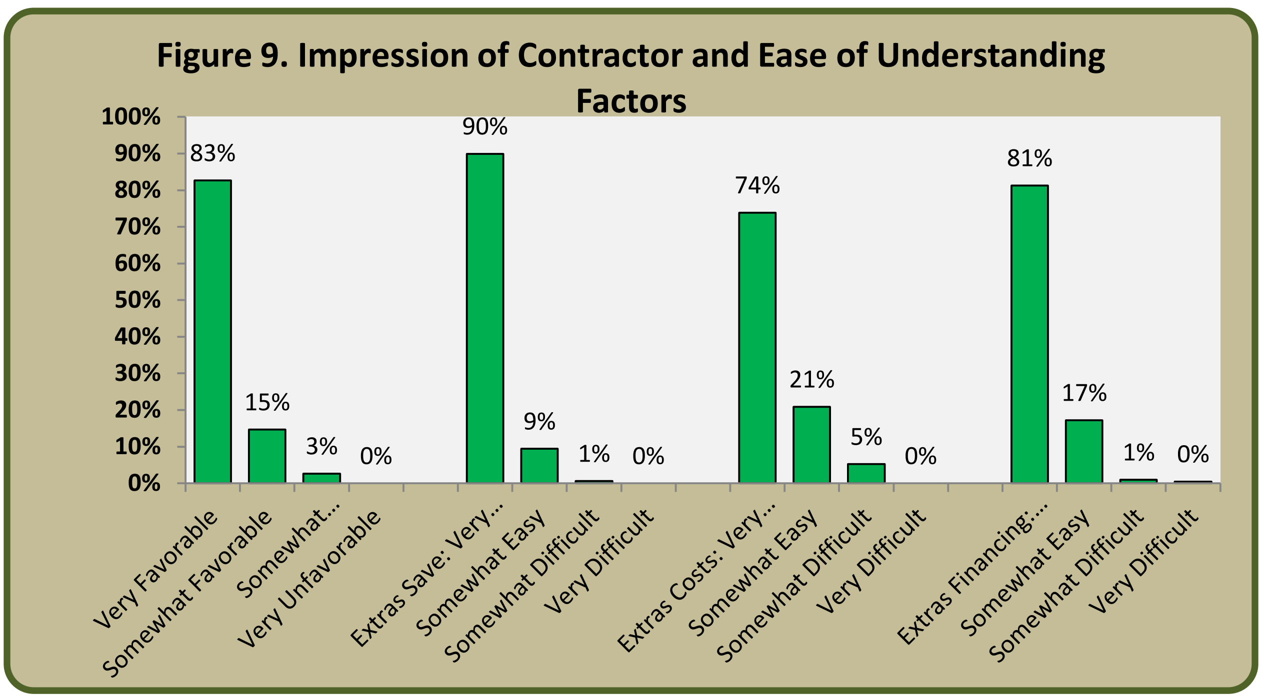


Figure 9. Impression of Contractor and Ease of Understanding Factors
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
83%
15%
3%
0%
90%
9%
1%
0%
74%
21%
5%
0%
81%
17%
1%
0%
Very Favorable
Somewhat Favorable
Somewhat...
Very Unfavorable
Extras Save: Very...
Somewhat Easy
Somewhat Difficult
Very Difficult
Extras Costs: Very...
Somewhat Easy
Somewhat Difficult
Very Difficult
Extras Financing:...
Somewhat Easy
Somewhat Difficult
Very Difficult

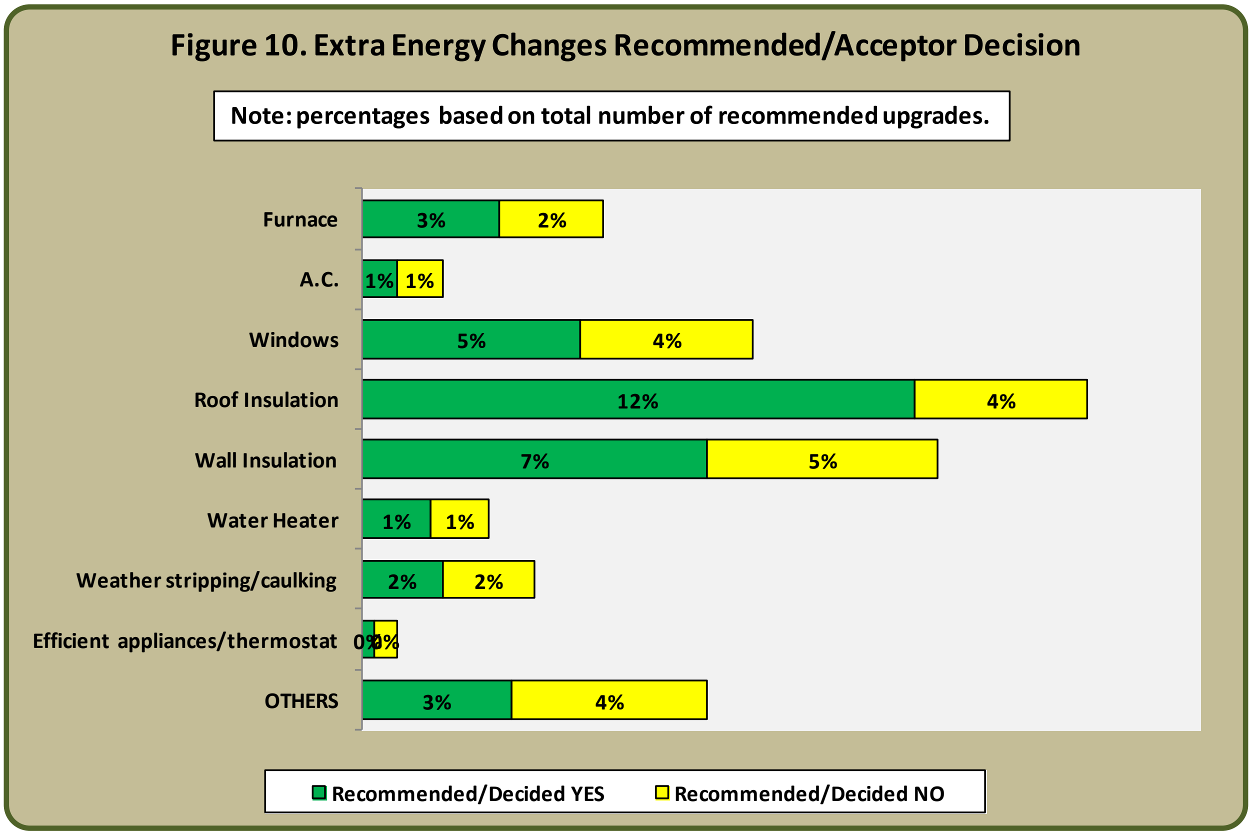


Figure 10. Extra Energy Changes Recommended/Acceptor Decision
Note: percentages based on total number of recommended upgrades.
Furnace
3%
2%
A.C.
1%
1%
Windows
5%
4%
Roof Insulation
12%
4%
Wall Insulation
7%
5%
Water Heater
1%
1%
Weather stripping/caulking
2%
2%
Efficient appliances/thermostat
OTHERS
3%
4%
Recommended/Decided YES
Recommended/Decided NO

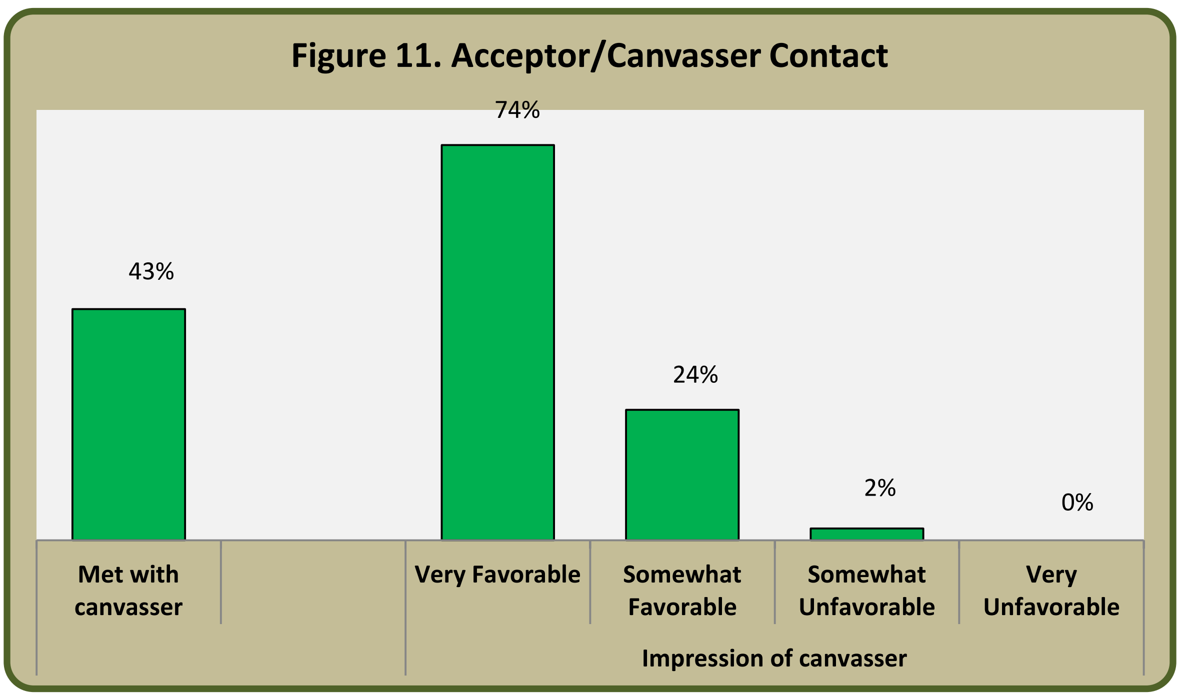


Figure 11. Acceptor/Canvasser Contact
43%
74%
24%
2%
0%
Met with canvasser
Very Favorable
Somewhat Favorable
Somewhat Unfavorable
Very Unfavorable
Impression of canvasser

Figure 12. Rating of Importance in decision to participate in BBFM (100% = Extremely Important)

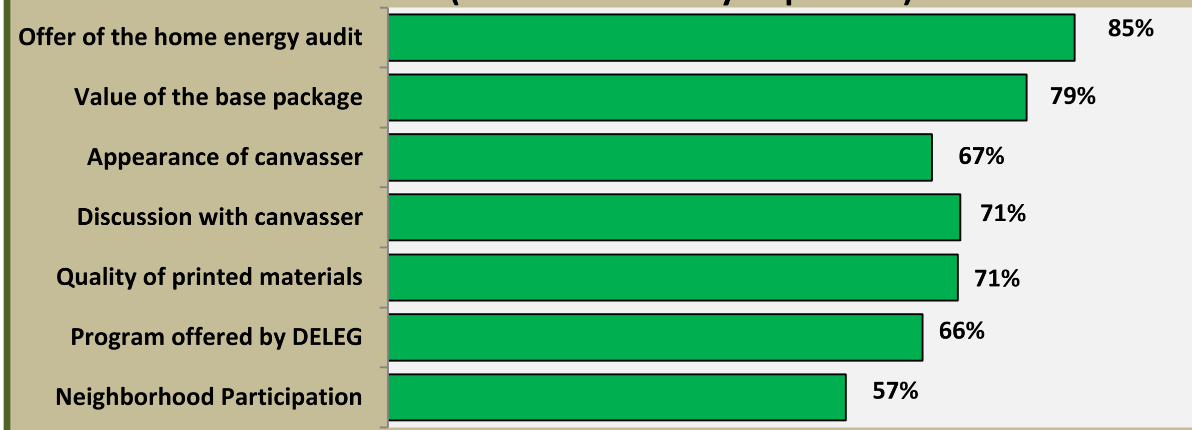


Figure 13. Satisfaction with the Program So Far