

## Whole House Retrofit Survey

**SAMPLING: Stratified sample across statewide climate zones and areas  
(suggest 100 min per zone)**

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### Introduction

Thank you for participating in this survey. Your opinions are very important and will help guide energy policies in your area. Most people will complete the survey in 15 minutes or less. Your responses will remain confidential.

### Screening

S1. Often people who work for businesses related to products and services that we study can bring insights to our work. Are you, or have you ever been, or is any member of your immediate family engaged in any of these businesses?

Advertising or public relations.....	1	TERM
Banking.....	2	OK
Building or architecture.....	3	OK
Construction / home improvement / contractor.....	4	OK
Environmental agency or government organization.....	5	TERM
City or County government.....	6	OK
Healthcare.....	7	OK
High technology.....	8	OK
Home improvement store / hardware store.....	9	OK
Marketing or market research.....	10	TERM
News companies (newspaper, TV, or radio station).....	11	TERM
Utilities such as electrical or gas power companies.....	12	TERM
None of these.....	13	OK

S2. Do you own or rent your home (or place you live)?

Own.....	1	OK
Rent.....	2	OK
Don't know or not sure.....	9	TERM

S2A. If answer "rent" in S2, ask, do you rent...

- a unit in a multi-family building
- a private detached home
- other (please specify)

S3. When it comes to making decisions in your household, which of the following would you say you would be directly involved with ... (Select all that apply).

Buying a car.....	1
Refinancing your mortgage.....	2

Deciding on home improvements .....	3	NEED
Managing retirement savings.....	4	
None of these.....	5	TERM
Don't know or not sure.....	9	TERM

S4. Which of the following utility companies provides your electric and / or natural gas service? (Select all that apply).

Alameda Municipal Utility District.....	1	
Anaheim Municipal Utility District.....	2	
Healdsburg Municipal Utility District.....	3	
Los Angeles Department of Water and Power .....	4	
<b>Pacific Gas and Electric Company (PG&amp;E).....</b>	<b>5</b>	<b>MUST HAVE</b>
Palo Alto Municipal Utility District.....	6	
Pasadena Municipal Utility District.....	7	
Riverside Municipal Utility District.....	8	
<b>Southern California Edison (SCE).....</b>	<b>9</b>	<b>MUST HAVE</b>
<b>Southern California Gas Company.....</b>	<b>10</b>	<b>MUST HAVE</b>
Sacramento Municipal Utility District (SMUD).....	11	
<b>San Diego Gas &amp; Electric Company (SDG&amp;E).....</b>	<b>12</b>	<b>MUST HAVE</b>
Santa Clara Municipal Utility District .....	13	
Other .....	14	
Don't know or not sure.....	99	TERM

S5. Does (insert utility name selected above) provide you with...

Electric service only .....	1
Gas service only.....	2
Both electric and gas Service .....	3
Don't know or not sure.....	9

S6. Please enter your zip code. If you know your zip code plus the four digits that follow it, please enter the zip code + 4. [REQUIRE ZIP5, BUT ACCEPT ZIP5+4

\_\_\_\_\_ - \_\_\_\_\_

## **Section 1 (HM): Questions to understand the customers' home improvement behaviors**

In the next section, we are going to ask you questions about your home and home improvement activities.

HM1. If you could change anything about your home, what would it be? Select all that apply.

- Interior painting
- Replace flooring
- Replace kitchen appliances
- Replace kitchen cabinets and countertops
- Remodel a bathroom
- Add a room or increase the square footage
- Replace or install a patio, patio cover, or deck
- Replace Roof
- Making my home more energy efficient
- Other
- None, I am not interested in improving my home

HM1a. (INSERT selected measures from HM1) Please select the top three measures that you would like improve in your home. Select top three.

- Interior painting
- Replace flooring
- Replace kitchen appliances
- Replace kitchen cabinets and countertops
- Remodel a bathroom
- Add a room or increase the square footage
- Replace or install a patio, patio cover, or deck
- Replace Roof
- Making my home more energy efficient
- Other
- None, I am not interested in improving my home

HM2. If you could make any improvements to your home to make it more energy efficient, or use less energy, what would it be? Please name as many things as you can think of and be as specific as possible.

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HM3. Which of the following, if any, does your home have? (Select all that apply).

- a. Gas water heater
- b. Electric water heater
- c. Gas central heating
- d. Electric central heating
- e. Central air conditioning (AC)
- f. Double or triple paned windows
- g. Hot tub (do not count a community pool)
- h. Solar water heating
- i. Solar panels
- j. Swimming pool (do not count a community pool or a portable pool)
- k. Whole house fan

- l. Reflective (e.g. white or metal) roof
- m. Attic insulation
- n. None of these

For the following questions, the term energy efficiency is used to reference anything you have done to your home to replace high energy using items with lower energy using items (for instance, purchasing an Energy Star appliance) or to reduce the amount of energy your home uses (for instance, adding insulation or sealing air leaks into your home).

HM4. For the statements about home improvement below, please indicate whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree with the statement. [ROTATE]

- a. I would like to make my home more energy efficient but it's too expensive
- b. I'm not sure what improvements would be best to make my home more energy efficient
- c. In general, home improvements that would make my home more energy efficient would pay for themselves by reducing my energy bills and increasing the value of my home
- e. Energy Efficient Home improvements are worth paying for if they help my household conserve energy and reduce bills
- f. Energy Efficient Home improvements are worth paying for if they help my household conserve energy and improve the environment
- g. Energy Efficient Home improvements are worth paying for if they increase the comfort in my home
- h. Energy Efficient Home improvements are worth paying for if they increase the air quality in my home
- j. When I consider purchasing a home, knowing that it is energy efficient is important to me

HM5a. Which of the following home improvements have been done in your home that you know about within the past 10 years? This could mean that the improvements were done while you lived there or before you moved in. (Select all that apply)

- a. replaced a major appliance
- b. replaced your air conditioner
- c. replaced your furnace
- d. replaced your water heater
- e. air leak sealing
- f. duct sealing
- g. attic insulation
- h. hot water insulation
- i. wall insulation
- j. floor insulation
- k. cool roof
- l. replaced windows with dual or triple pane
- m. install solar panels
- n. installed a programmable thermostat
- o. installed energy saving lighting systems (above and beyond changing to CFL light bulbs, such as fixtures, etc)
- p. installed low flow shower heads
- q. Installed a whole house or attic fan

Other (please specify)  
None of the above

HM5b. [Include items selected from previous question and ask...] When was this improvement done to your home? (Within the Last Year, 1 to 2 years ago, 3 to 5 Years Ago, 5-7 Years Ago, 7-10 years ago, 10+ years ago, Don't Know)

HM6. Do you have any plans to install energy saving improvements in your home within the next 1 to 2 years?

Yes.....	1
No .....	2
Not sure.....	9

[ASK HM7 IF HM6=NO OR DK]

HM7 Do you have any plans to install energy saving improvements in your home in the next 3-5 years?

Yes.....	1
No .....	2
Not sure.....	9

HM8. Thinking about the next time you improve your home, how likely are you to consider each of the following? (Extremely likely, Somewhat Likely, Not at all Likely)

[SAME LIST AS HM5a]

- r. replacing a major appliance
- s. replacing your air conditioner
- t. replacing your furnace
- u. replacing your water heater
- v. air leak sealing
- w. duct sealing
- x. attic insulation
- y. hot water insulation
- z. wall insulation
- aa. floor insulation
- bb. cool roof.
- cc. replacing windows with dual or triple pane
- dd. installing solar panels
- ee. installing a programmable thermostat
- ff. installing energy saving lighting systems (above and beyond changing to CFL light bulbs, such as fixtures, etc)
- gg. installing a low flow shower heads
- hh. Installing a whole house or attic fan

Other - \_\_\_\_\_

None of the above

What time of year would you be most likely to improve your home with the energy efficient improvements below? (include all the measures they selected in HM8)

- Spring

- Summer
- Fall
- Winter

At what point in your life are you most likely to make energy saving home improvements? Select top three. (Could select less than 3)

- when you move into a new home
- when you get married
- when you have a child
- when one of your children move out
- when you are ready to sell your home
- when you change jobs
- when you gain employment
- when your neighbors make energy saving improvements to their homes and they recommend it to you
- when you learn about financing options available to improve the energy efficiency of your home

HM12. [IF 1 OR MORE IN HM8] Which of the following reasons do you consider when making a home energy improvement decision? Select all that apply.

- |  |   |
|--|---|
| Improve the physical comfort of my home .....      | 1 |
| Reduce my contribution to greenhouse gas emissions |   |
| Improve the environment.....                       | 2 |
| Reduce my utility bills .....                      | 3 |
| Update my home's appearance or curb appeal .....   | 4 |
| Replace something that is old before it fails..... | 6 |
| Improve the selling value of my home.....          | 7 |
| Improve the air quality of my home                 |   |
| Other reason: _____ .....                          | 8 |
| None of these .....                                | 9 |

HM13. [Insert list of selected items in HM12] Please rank these reasons based on their importance to you.

[ASK ALL]

HM14. Which of the following is the main reason why you would not make energy saving improvements to your home? Which are additional reasons for you? (#1 reason and all other reasons will be 2 separate columns

- a. Cost of the upgrades is too high .....
- b. Don't believe the energy savings payback is enough.....
- c. Not sure what improvements to make.....
- d. Don't have the time for it.....
- e. Energy bills are not very large now .....
- f. Requires approval of Homeowners Association (HOA) or coop board
- g. Don't plan to stay in the home long enough.....
- h. No energy efficiency improvements are needed or my home is already efficient

- j. Financing for major improvements is difficult to get.....
- k. Concerned about the economy or job, so waiting for a better time
- m. Would rather invest my money elsewhere .....
- Because I rent my home
- Don't know how to find qualified and reputable contractors to do the work
- Too much paperwork to qualify for a rebate
- Time invested is not worth the energy or financial savings
- The cost of energy is not that high for me to make improvements to my home
- There are other ways that I choose to reduce my energy usage or live green that are easier and more effective

Other (please specify)

Which of the following would motivate you to make energy saving improvements to your home? Select all that apply and then select the #1 motivator.

- If financing were available for such improvements
- If incentives were offered for such improvements
- knowing that I would see not only energy savings, but also improvement of the comfort in my home
- if a trusted organization (like a utility or government entity) told me which improvements to make to maximize the energy efficiency of my home
- if I knew I would be working with a trusted contractor
- if I knew the process for participating in such a program would be seamless, easy and fast
- if my friends, family or neighbors upgraded their homes and recommended it to me
- if I knew it would make a difference for my community
- if I knew how much money I would save in the long term

[ASK HM15 IF HM7 = YES – INTEND TO IMPROVE WITHIN THE NEXT 3-5 YEARS]

HM15a. How much are you willing to spend in total on all of the energy saving improvements you are considering for your next home improvement project? What would be the minimum? What would be the maximum?

Minimum \_\_\_\_\_ Maximum \_\_\_\_\_

[ASK HM15b IF HM6 = YES – INTEND TO IMPROVE IN NEXT 1-2 YEARS]

HM15b. How much are you willing to spend in total on all of the energy saving improvements that you are considering for the next 1 to 2 years? What would be the minimum? What would be the maximum?

Minimum \_\_\_\_\_ Maximum \_\_\_\_\_

HM17. For the energy saving home improvements we discussed in the previous question, which payment options would you consider using?

Please allocate 100 points between the following home improvement payment methods based on your likelihood of using each method the next time you make energy home improvements. Do not give any points to methods you would not consider using. Indicate the method(s) you would be most likely to use by giving them more points.

Personal Funds (cash, check, or credit card you pay in full each month)	1
Credit Card (carry a balance) .....	2
Home Equity Line of Credit.....	3
Refinance 1 <sup>st</sup> or 2 <sup>nd</sup> Mortgage.....	4
Retailer or contractor financing program.....	6
Government-based energy efficiency financing program .....	7
Utility financing program	

HM18. [IF HM17=7] Which of the following programs would consider using?

- financing through the federal government
- financing through the state government
- financing through your local government (city or county)

**Section 2: Energy Efficiency Incentives and Rebates**

ER1. To assist customers in making energy saving improvements, your local utility offers incentives and rebates to its residential customers who install qualifying energy efficient appliances or make qualifying energy saving improvements. Have you heard about you local utility or government-sponsored energy efficiency rebates and incentives before?  
[PROGAMMER: ALLOW FOR UP TO TWO UTILITIES, E.G. SCE or SCG]

Yes.....	1
No .....	2
Don't know or not sure.....	9

ER2. [IF ER1=YES] Have you ever applied for and received a rebate from your local utility or local government for a qualifying appliance or improvement?

Yes.....	1
No .....	2
Don't know or not sure.....	9

ER3a. [IF ER2=YES] How many rebates have you received from [INSERT UTILITY COMPANY] before?

_____ (RECORD NUMBER FROM 1 TO 97)	
Don't know or not sure.....	99

ER4a. Have you ever applied for and completed a home energy assessment, audit or survey from your local utility for your home?

Yes.....	1
No .....	2
Don't know or not sure.....	9

Was the home energy audit done?

- in – person



- online
- via mail
- Other (please specify)

ER4b. [IF ER4a=YES] When was the last time you received a home energy assessment / audit?

With the last year.....	1
1 to 2 years ago.....	2
3 to 5 years ago.....	3
6 to 10 years ago.....	4
More than 10 years ago.....	5
Don't know or not sure.....	9

ER5. Your local utility is now considering a new program that would assist homeowners who want to complete a “whole house” energy saving upgrade. Have you heard of “whole house” energy saving upgrades before?

Yes.....	1
No .....	2
Don't know or not sure.....	9

ER6. The new “whole house” program is intended for homeowners who want to make their homes more energy efficient. Improvements in the “whole house” program include: (1) air sealing, (2) attic and wall insulation, (3) high efficiency HVAC (heating, ventilating and air conditioning) equipment, (4) duct sealing, (5) hot water system insulation, (6) energy efficient lighting, and (7) high efficiency variable speed pool pumps (for homes with pools). Some homes (typically newer) might need improvements in just one or two areas, while other homes (typically older) might need improvements in all areas. The “whole house” approach bundles together the improvements that are needed, so they are completed at the same time.

The “whole house” approach can be more cost effective in the long term for homeowners compared to making improvements one at a time. For example, sealing and insulating a home can mean that a smaller (and less expensive) HVAC system can be used. However, since the homeowner will make multiple improvements simultaneously, the upfront cost may be higher than improving one item at a time.

The first step of the “whole house” program is for the homeowner to complete an energy survey of their home to assess their home’s level of energy efficiency. Based on this survey, the local utility would give the homeowner recommendations about what to improve. Once a plan of improvements is made, the homeowner would receive bids from licensed contractors (recommended by the utility) and hire a contractor to complete the work.

Based on this description of the “whole house” program, how interested are you in a program like this. Please rate you interest on a 10-point scale where 10 means you are definitely interested, a 5 means you are indifferent or unsure, and a 1 means you are definitely not interested.

10 Definitely Interested.....	10
9.....	9

8.....	8
7.....	7
6.....	6
5 Indifferent or Unsure.....	5
4.....	4
3.....	3
2.....	2
1 Definitely Not Interested .....	1
Don't know or can't answer.....	11

ER7a. What do you like best about this “whole house” program? Please be as specific as possible.

\_\_\_\_\_ (Open end)

ER7b. What don't you like about this “whole house” program? Please be as specific as possible.

\_\_\_\_\_ (Open end)

ER8. Based on what was described about this new Whole House program, what questions would you want answered to determine whether or not you would consider this for your home? Please be as specific as possible.

\_\_\_\_\_ (Open end)

ER10. Whether or not you believe that your home could benefit from a “whole house” program, which of the following aspects of a “whole house” program would you have concerns about? Please indicate whether each is a major concern, minor concern, or no concern at all regarding this new program.

- a. Conducting the energy audit of your home
- b. Finding the right contractor that is qualified and reputable.
- c. Keeping the improvements within your budget or so they are affordable to you
- d. Getting a large enough rebate compared to the total cost
- e. Getting financing to pay for the improvements
- f. Achieving enough energy savings to justify the cost of the improvements
- g. Working through your local utility
- h. Working through your local government
- i. High upfront costs
- j. The utility recommends which improvements you should make
- k. The contractor recommends which improvements you should make
- l. In order to qualify for the incentive, you must make all the improvements that are recommended either by the utility or by the contractor

Major concern .....	3
Minor concern.....	2
Not a concern at all.....	1
Not sure.....	9

### **Section 3: Choice Tasks (conjoint)**

CT1. Conjoint choice tasks to test or assess:

- 2) Type of program
  - a. Menu of options (a la carte, the customer chooses which measures to include)
  - b. Bundle of options (the customer selects a package proven to optimize the energy efficiency of the customer's home)
- 3) "Levels" of program
  - a. Single - (includes a single measure like replacing a major appliance, air conditioner, furnace or water heater)
  - b. Basic - (includes a package that includes all of the following: replacing a major appliance, air conditioner, furnace or water heater AND air leak sealing, duct sealing, attic insulation, and hot water insulation)
  - c. Advanced - (includes replacing a major appliance, air conditioner, furnace OR water heater AND improving air leak sealing, duct sealing, attic insulation, and hot water insulation AND improving wall insulation, floor insulation, or cool roof.
- 4) Cost and incentive amounts for the bundles
  - a. Total cost of \$2500 with an incentive of \$250 (10%)
  - b. Total cost of \$2500 with an incentive of \$500 (20%)
  - c. Total cost of \$5K with an incentive of \$500 (10%)
  - d. Total cost of \$5K with an incentive of \$1000 (20%)
  - e. Total cost of \$10 K with an incentive of \$1,000 (10%)
  - f. Total cost of \$10 K with an incentive of \$2500 (25%)
  - g. Total cost of \$20 K with an incentive of \$2,000 (10%)
  - h. Total cost of \$20 K with an incentive of \$3000 (15%)
- 5) Survey or assessment options
  - a. In-person assessment at \$100
  - b. In-person assessment at \$200
  - c. In-person assessment at \$300
  - d. Self-serve remote (e.g., telephone assisted) assessment free of charge
  - e. Self-serve online assessment free of charge
- 6) Sponsorship
  - a. Sponsored by your local utility
  - b. Sponsored by your local County
  - c. Sponsored by the State of California
  - d. Sponsored by local city
  - e. Sponsored by the federal government
  - f.
- 7) Benefits
  - a. Improve the physical comfort of your home
  - b. Saves money on utility bill
  - c. Saves energy
  - d. Good for the environment
  - e. Increase value of my home

f. Better indoor air quality

CT2. [SHOW OPTION 1] If you were offered this specific “whole house” program, please rate your interest in participating on a 10-point scale where 10 means you are definitely interested, a 5 means you are indifferent or unsure, and a 1 means you are definitely not interested.

10 Definitely Interested.....	10
9.....	9
8.....	8
7.....	7
6.....	6
5 Indifferent or Unsure.....	5
4.....	4
3.....	3
2.....	2
1 Definitely Not Interested .....	1
Don't know or can't answer.....	11

CT3. [SHOW OPTION 2] If you were offered this specific “whole house” program, please rate your interest in participating on a 10-point scale where 10 means you are definitely interested, a 5 means you are indifferent or unsure, and a 1 means you are definitely not interested.

10 Definitely Interested.....	10
9.....	9
8.....	8
7.....	7
6.....	6
5 Indifferent or Unsure.....	5
4.....	4
3.....	3
2.....	2
1 Definitely Not Interested .....	1
Don't know or can't answer.....	11

**Section 4: Final Choice Details**

FC1. What is the total cost of the home improvements that you have in mind for your home with a “whole house” program like this?

\$\_\_\_\_\_

FC2. What types of improvements do you think you would make using this new “whole house” program? We realize that you are probably not an expert at this so please use your best judgment based on what you think your home needs.

- g. replacing a major appliance with an energy efficient appliance (ie Energy Star)
- h. replacing your air conditioner
- i. replacing your furnace
- j. replacing your water heater
- k. air leak sealing
- l. duct sealing
- m. attic insulation
- n. hot water insulation
- o. wall insulation
- p. floor insulation
- q. cool roof
- r. replacing windows with dual or triple pane
- s. install solar panels
- t. install a programmable thermostat
- u. install energy saving lighting systems (above and beyond changing to CFL light bulbs, such as fixtures, etc)
- v. install low flow shower heads
- w. Installed a whole house or attic fan

Whatever the contractor or utility assessor recommends  
None of the above

FC4a. This new “whole house” program includes an assessment of your home to identify energy improvement projects. Which of the following would you choose to conduct this assessment? (Select all that apply).[NOTE MIGHT WANT TO UPDATE THIS LIST]

Pre-qualified contractor who could do the work .....	1
PG&E .....	2
Your local city or county government.....	3
A government association such as the Association of Bay Area Governments (ABAG).....	4
Third party assessment specialist.....	5
Other _____.....	6
Not sure .....	9

FC4b. Which one of these would you most prefer?  
USE ITEMS SELECTED IN FC4a

FC5. One possible condition of qualifying for the “whole house” rebate is that a trained energy efficiency professional would determine what improvements your home needs based on

a detailed energy survey or assessment, and you would be required to make the recommended changes to get the rebate. Which of the following best describes your opinion about this?

- You would accept their recommendations because you don't really know what energy efficiency improvements your home needs 1
- You already have some idea what energy efficiency improvements you want for your home, but would take the professionals advice because they probably would know what is best for your home 2
- You would take the professional's advice to get the rebate even if you disagreed with their recommended improvements ..... 3
- You probably would not participate in this "whole house" rebate program if the professional's recommendations were different from your own ideas about energy efficiency improvements for your home..... 4
- Not sure..... 9

FC6. How do you think the installation of energy improvement projects would affect your home's value?

- Decrease homes value ..... 1
- No affect..... 2
- Increase homes value but not as much as the cost of the improvements 3
- Increase homes value about the same amount as the cost of the improvements 4
- Increase homes value more than the cost of the improvements ..... 5
- Not sure..... 9

FC7. a. There are different ways that people learn about this "whole house" energy efficiency improvement program. If you were planning to upgrade your home with insulation, weatherization, solar, etc., which of the following sources of information would be most useful to you in making your decision?

b. Which would be most useful? Which would be 2nd most useful?

- Brochures and application forms at retailers or from contractors .... 1
- TV ads..... 2
- Radio ads ..... 3
- Direct mail ..... 4
- Internet websites ..... 5
- Internet ads ..... 6
- Internet searches (e.g., using Google)..... 7
- Online communities ..... Email 8
- Mobile / text ads ..... 9
- Word-of-mouth ..... 10
- Salespeople at home improvement retailers (like Home Depot or Lowes)11
- Contact by a contractor you currently know ..... 12
- None of these ..... 99

FC8. a. Which of the following providers of information would be most useful as a trustworthy source?

b. Which would be most useful? Which would be 2nd most useful?

Your local government (city or county).....	1
Your local utility .....	2
The State government Community Based Organization	
Retailers like Home Depot, Lowe's, Sears, etc. ....	3
Home Improvement Contractors.....	4
Energy efficiency Assessment Specialists .....	5
Neighbor / Family / Friend	
None of these .....	99

FC9. Have you worked with a contractor before who conducted any type of assessment of your home that included evaluation of your home and recommendations about energy efficiency?

Yes.....	1
No .....	2

FC10. [IF FC9=YES] How did you learn about this contractor?

Found from the phone book or online listing .....	1
Saw or heard an ad (such as in the newspaper or on the radio) .....	2
Received a flyer at your home .....	3
Referred from someone you know.....	4
Referred from a retailer like Home Depot or Lowe's. ....	5
Your local utility	
Internet / online search (general sites like google)	
Internet / online search (consumer sites like YELP)	
Local or State government agencySome other way (_____).....	6
Don't know or don't recall .....	9

FC12. [IF FC9=YES] On a scale of one to five, with one being extremely dissatisfied and 5 being extremely satisfied, how satisfied were you with the service of the contractor you used in the past?

Extremely satisfied .....	5
Somewhat satisfied .....	4
Neither satisfied nor dissatisfied .....	3
Somewhat dissatisfied.....	2
Extremely dissatisfied.....	1
Don't know or not sure.....	9

FC13. [IF FC9=YES] How much did you pay this contractor to assess your home?

Nothing.....	1
< \$75 .....	2
\$75-\$100 .....	3
\$100-\$150 .....	4
\$151-\$200 .....	5
\$200-\$250 .....	6

\$251-\$300 .....	7
\$300-\$400 .....	8
\$400-\$500 .....	9
\$500 + .....	10
Don't know or don't recall .....	99

FC15. (IF FC9 is YES) What action did you take based on the evaluation?

Did not take any action .....	1
Implemented <25% of the recommendations.....	2
Implemented 25%-50% of the recommendations .....	3
Implemented 51%-75% of the recommendations .....	4
Implemented 75%-99% of the recommendations .....	5
Implemented 100% of the recommendations.....	6
Don't know or not sure.....	9

FC14. [IF FC9=YES] How likely would you be to request another evaluation of the energy efficiency of your home?

Extremely likely .....	1
Somewhat likely .....	2
Not very likely .....	3
Not at all likely .....	4
Don't know or not sure.....	9

FC16. [IF FC9=No] How would you find a contractor for making energy efficiency improvements to your home? Select the one you would be most likely to use.

From the phone book or online listing .....	1
From an ad (such as in the newspaper or on the radio) .....	2
Get a referral from someone you know.....	3
Get a referral from a retailer like Home Depot or Lowe's. ....	4
Use a contractor you have worked with before .....	5
my local utility website or referral	
California Energy Commission or another state or local government website or referral	
Internet / online search (general sites like google)	
Internet / online search (consumer sites like YELP)	
Some other way (_____) .....	6
Don't know or not sure.....	9





**Section 6: Demographics**

POSSIBLY INSERT SEGMENTATION QUESTIONS HERE.

The remaining questions help us ensure we include the opinions of all types of people.

D1. Are you ...

Male .....	1
Female .....	2

D2. In which age group are you?

18-24 .....	1
25-34 .....	2
35-44 .....	3
45-54 .....	4
55-64 .....	5
65-74 .....	6
75 or older .....	7
Prefer not to state .....	9

D3. What is the highest level of education you have completed?

Some high school or less.....	1
High school graduate.....	2
Some college.....	3
2-year or technical school graduate.....	4
College graduate .....	5
Masters or doctorate degree.....	6
Prefer not to state .....	9

D4a. In addition to yourself, who else lives in your home? (Select all that apply).

Spouse/Significant Other .....	1
Children .....	2
Parent(s) .....	3
Other relatives .....	4
Roommates .....	5
Prefer not to state .....	9

D4b. How many people in total live in your home including yourself?

_____	
Prefer not to state .....	99

D4c. [IF D4a=2] How many children under the age of 18 live in your home?

_____	
Prefer not to state .....	99

D5.	Which of the following best describes your ethnic background?	
	White or Caucasian .....	1
	Hispanic or Latino .....	2
	African-American .....	3
	Asian or Pacific Islander .....	4
	Native American .....	5
	Mixed background .....	6
	Some other background _____ .....	7
	Prefer not to state .....	9
D6.	What is your annual household income before taxes?	
	Less than \$15,000 .....	1
	\$15,000 to less than \$30,000 .....	2
	\$30,000 to less than \$50,000 .....	3
	\$50,000 to less than \$75,000 .....	4
	\$75,000 to less than \$100,000 .....	5
	\$100,000 to less than \$150,000.....	6
	\$150,000 to less than \$200,000.....	7
	\$200,000 or more .....	8
	Don't know .....	9
	Prefer not to state .....	10
D7.	What type of home do you live in?	
	Single family (detached) .....	1
	Duplex or triplex .....	2
	Townhouse (shared wall(s) with neighbor) .....	3
	Condominium (shared walls, neighbor above or below) .....	4
	Apartment.....	5
	Mobile home.....	6
	Other _____ .....	7
	Don't know .....	9
D8.	In what year was your home built? Your best estimate is okay.	
	_____	
	Don't know or Prefer not to state .....	9999
D9.	How many square feet is your home?	
	_____	
	Don't know or Prefer not to state .....	9999
D10.	[IF HOMEOWNER] What is the approximate value of your home?	
	Less than \$100,000 .....	1
	\$100,000 to less than \$200,000.....	2
	\$200,000 to less than \$300,000.....	3
	\$300,000 to less than \$500,000.....	4

\$500,000 to less than \$700,000.....	5
\$700,000 to less than \$1,000,000.....	6
\$1,000,000 to less than \$1,500,000.....	7
\$1,500,000 to less than \$2,000,000.....	8
\$2,000,000 or more .....	9
Don't know .....	10
Prefer not to state.....	11

D12a. How long have you lived in your current home?

Less than 1 year.....	1
1-3 years .....	2
4-6 years .....	3
7-10 years .....	4
11-15 years .....	5
16-20 years .....	6
21-30 years .....	7
31 or more years .....	8
Prefer not to state.....	9

D12b. How many more years do you intend to stay in your current home? Your best estimate is fine.

Less than 1 year.....	1
1-3 years .....	2
4-6 years .....	3
7-10 years .....	4
11-15 years .....	5
16-20 years .....	6
21-30 years .....	7
31 or more years .....	8
Don't know/Unsure .....	9

D13. How would you describe the overall energy efficiency of your home?

Excellent.....	1
Very good.....	2
Good .....	3
Fair.....	4
Poor .....	5
Very poor.....	6
Don't know .....	9999

D14. Approximately what is your average summer [INSERT UTILITY COMPANY] bill?

Don't know .....	9999
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D15. Approximately what is your average winter [INSERT UTILITY COMPANY] bill?

Don't know ..... 9999

D16a. In which of the following utility-sponsored programs have you participated before?  
(Select all that apply).

Appliance recycling.....	1
Balanced or level bill payment plan .....	2
California Solar Initiative or other solar rebate program .....	3
CARE .....	4
Carbon offset program (e.g., ClimateSmart) .....	5
CFL (compact fluorescent light) rebates or discounted bulbs .....	6
Cool Stations .....	7
Education and energy efficiency assistance at no cost (weatherization and new appliances) for income qualified customers .....	8
FERA.....	9
Home energy audit or survey.....	10
Rebates for energy efficient appliances, insulation, etc. ....	11
Summertime air conditioning cycling or shut off (e.g., SmartAC, Summer Discount Plan).....	12
Time of use (TOU) rate, or rate where you pay a different amount at different times of day .....	13
Others (.....) .....	14
Don't know .....	98
None of these .....	99

D17. [IF D16a=11 – Rebates] What utility-sponsored rebates have you participate in?

Lighting.....	1
Equipment and Appliances .....	2
General home improvement (ie duct sealing, insulation) .....	3
HVAC .....	4
Other (.....) .....	5
Don't know .....	9

D18a. [IF D16a=10 – Audit or Survey] Which of the following home energy surveys have you completed?

With a representative who came to your home .....	1
With a representative over the telephone .....	2
Self-guided over the Internet .....	3
Self-guided by mail .....	4
Other (.....) .....	5
Don't know .....	9

D18b. [IF D16a=10 – Audit or Survey] Have you used any of the recommendations from the energy survey o reduce your energy use?

Yes..... 1

No .....	2
Don't know .....	9

D18c. [IF D18b=1] Which recommendations have you used?

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D19. On a scale of 1 to 7 where 1 is “not at all interested” and 7 is “extremely interested,” please rate your interest in having someone come to your home FOR FREE to provide you with information about how you could save additional energy. [9=Don't know]

D20. Where do you shop for home improvement items? (Select all that apply).

Home Depot .....	1
Lowe's .....	2
Sears .....	3
Ace Hardware .....	4
TrueValue Hardware .....	5
OSH	
Other _____ .....	6
Other _____ .....	7
I don't shop for home improvement items .....	99

PC1. We just have two last questions for you. First, how much did you enjoy taking this survey?

I enjoyed it a lot .....	1
I enjoyed it a little .....	2
I felt neutral about it .....	3
I didn't enjoy it .....	4
I didn't enjoy it at all .....	5

PC2. Finally, please let us know what you thought about this survey and the topics discussed.

TEXT BOX FOR COMMENTS

Click the “Next” button to submit your answers and return to the panel website.