



An *EDISON INTERNATIONAL*SM Company

Residential Retail Lighting
Market Transformation Baseline Study
File Delivery Documentation

July 1998

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File Delivery Notes

This document was designed to accompany the delivery of a SAS dataset for the responses to Southern California Edison's Residential Retail Lighting. The audience for this document is intended to be the programmers or analysts who will have hands-on contact with the data.

The first section, pages 1-6, presents the computer output from a SAS Contents Procedure to document the contents of the SAS dataset. A description of the delivery media, on page iv, presents the characteristics of the delivery media containing the SAS data base.

The final sections of this document present listings of SAS language code. We have included a complete set of variable name labels, formats required to generate value labels, and a format statement to link formats with particular variables. These are presented here, as well as on an enclosed PC diskette.

Delivery Media Information

The response data file (BASELINE.XPT) and SAS code (FORMAT.SAS, LABEL.SAS, VALUE.SAS) are included on a 3.5" DOS diskette. The file BASELINE.XPT is a SAS XPORT (transport) file containing the SAS dataset BASELINE.

The following is an example SAS program which copies the dataset from the SAS XPORT file to a PC SAS library:

```
LIBNAME TRANS XPORT "A:\BASELINE.XPT";  
LIBNAME PCSASLIB "C:\PCSASLIB";  
  
PROC COPY IN=TRANS OUT=PCSASLIB;  
RUN;  
  
PROC CONTENTS DATA=PCSASLIB NODS;  
RUN;
```

SASFILE Proc Contents

CONTENTS PROCEDURE

Data Set Name:	WORK.BASELINE	Observations:	515
Member Type:	DATA	Variables:	143
Engine:	V612	Indexes:	0
Created:	16:43 Thursday, July 30, 1998	Observation Length:	576
Last Modified:	16:43 Thursday, July 30, 1998	Deleted Observations:	0

-----Alphabetic List of Variables and Attributes-----

#	Variable	Type	Len	Pos	Label
1	Q001	Num	4	0	Residence or Business
2	Q002	Num	4	4	Utility Company
3	Q003	Num	4	8	Type of Residence
4	Q004	Num	4	12	Own or Rent
5	Q005	Num	4	16	Who pays electric bill
6	Q010	Num	4	20	Who made last lighting purchase
7	Q011	Num	4	24	Type of lighting purchased
8	Q012	Num	4	28	Recall where purchase was made
9	Q013	Num	4	32	Shop for incandescent bulbs
10	Q014	Num	4	36	Member who shops for light bulbs
11	Q015	Num	4	40	Shop for specialized lighting
12	Q016	Num	4	44	Member of family who shop for lighting
31	Q020	Num	4	120	Fluorescent Lighting Installed
32	Q023	Num	4	124	Purchased Fluorescent Lighting
33	Q024	Num	4	128	Fluorescent Lighting does a good job
34	Q025	Num	4	132	Lighting preferred over Fluorescents
35	Q030	Num	4	136	Have Halogen Lighting
36	Q033	Num	4	140	Purchased Halogen Lights
37	Q034	Num	4	144	Halogen lighting does a good job
38	Q035	Num	4	148	Lighting preferred over halogen
39	Q040	Num	4	152	Have Skylights
40	Q042	Num	4	156	Purchased skylights
41	Q043	Num	4	160	Skylights help save electricity
42	Q050	Num	4	164	Have motion detectors, timers, etc.
43	Q053	Num	4	168	Purchased lighting controls
44	Q060	Num	4	172	Have compact fluorescent bulbs
66	Q066	Num	4	260	Household members do not like CFBs
79	Q073	Num	4	312	Reason for purchasing first CFB
96	Q077	Num	4	380	Discussed CFBs with a friend, etc.
112	Q085	Num	4	444	Likely to purchase CFBs in the future
113	Q090	Num	4	448	Ask for help when purchasing
114	Q091	Num	4	452	Read store display when shopping
120	Q103	Num	4	476	Cost of a kilowatt hour
121	Q105	Num	4	480	Percent of electric bill for lighting
122	Q107	Num	4	484	Cost of 4 ft fluorescent tube
123	Q108	Num	4	488	Incandescent bulb 4-pack costs
124	Q109	Num	4	492	Cost of CFL
125	Q110	Num	4	496	Amount of electricity to run CFL
126	Q111	Num	4	500	Compare life of CFB and incandescent
127	Q118	Num	4	504	Number of adults 18+
128	Q119	Num	4	508	Age of your head of household
129	Q120	Num	4	512	Number of adults employed

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130	Q121	Num	4	516	Number of adults retired
131	Q122	Num	4	520	Year the home was built
132	Q123	Num	4	524	Tenure
133	Q124	Num	4	528	Original occupant
134	Q125	Num	4	532	Approximate square footage
135	Q126	Num	4	536	Number of bedrooms
136	Q127	Num	4	540	Language other than English
137	Q128	Num	4	544	Does your home have air conditioning?
138	Q129	Num	4	548	Highest level of education
139	Q132	Num	4	552	Income above or below \$50,000
140	Q133	Num	4	556	Income above or below \$100,000
141	Q134	Num	4	560	Income above or below \$25,000
142	Q135	Num	4	564	Gender
13	Q017A	Num	4	48	Method for installing wired-in lights
14	Q017B	Num	4	52	Would you be likely to
15	Q018A	Num	4	56	Radio/TV or home show
16	Q018B	Num	4	60	Newspaper advertising
17	Q018C	Num	4	64	Other print or magazine
18	Q018D	Num	4	68	Store flyer or catalog
19	Q018E	Num	4	72	Point of purchase
20	Q018F	Num	4	76	Bill insert from utility
21	Q018G	Num	4	80	Another person
22	Q018H	Num	4	84	Other
23	Q019A	Num	4	88	Radio/TV or home show
24	Q019B	Num	4	92	Newspaper advertising
25	Q019C	Num	4	96	Other print or magazine
26	Q019D	Num	4	100	Store flyer or catalog
27	Q019E	Num	4	104	Point of purchase display
28	Q019F	Num	4	108	Bill insert from utility
29	Q019G	Num	4	112	Another person
30	Q019H	Num	4	116	Other
45	Q061A	Num	4	176	CFBs located outside
46	Q061B	Num	4	180	CFBs located living room
47	Q061C	Num	4	184	CFBs located office/den
48	Q061D	Num	4	188	CFBs located dining/breakfast room
49	Q061E	Num	4	192	CFBs located kitchen
50	Q061F	Num	4	196	CFBs located bedroom
51	Q061G	Num	4	200	CFBs located bathroom
52	Q061H	Num	4	204	CFBs located garage/basement
53	Q061I	Num	4	208	CFBs located hallways
54	Q061J	Num	4	212	CFBs located other place
55	Q062A	Num	4	216	Table or Desk lamps
56	Q062B	Num	4	220	Floor lamps
57	Q062C	Num	4	224	Ceiling fixture
58	Q062D	Num	4	228	Wall fixture
59	Q062J	Num	4	232	Other fixture
60	Q063A	Num	4	236	Purchased compact fluorescent bulbs
61	Q063B	Num	4	240	Number of CFBs installed
62	Q063C	Num	4	244	Length of time CFBs in use
63	Q063D	Num	4	248	Received free CLBs from Electric Co.
64	Q065A	Num	4	252	CFBs do a good job of providing light
65	Q065B	Num	4	256	Lighting preferred over CFBs
67	Q067A	Num	4	264	Bulb(s) not bright enough
68	Q067B	Num	4	268	Bulb(s) not attractive
69	Q067C	Num	4	272	Bulb is not right for the setting
70	Q067D	Num	4	276	Bulb flickers
71	Q067E	Num	4	280	Do not fit the light fixtures
72	Q067F	Num	4	284	Too expensive
73	Q067G	Num	4	288	Makes an annoying noise

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74	Q067H	Num	4	292	Not instant on or dimmable
75	Q067I	Num	4	296	Other
76	Q072A	Num	4	300	Remember talking with a salesman
77	Q072B	Num	4	304	Encouraged to buy efficient lighting
78	Q072C	Num	4	308	Amount of influence of salesperson
80	Q074A	Num	4	316	Family members home
81	Q074B	Num	4	320	Someone else's home
82	Q074C	Num	4	324	Place where you work
83	Q074D	Num	4	328	Store or office
84	Q074E	Num	4	332	Church, school, public building
85	Q074F	Num	4	336	Store that sells lighting products
86	Q074G	Num	4	340	Other place
87	Q074H	Num	4	344	Don't know
88	Q076A	Num	4	348	Radio/TV or home show
89	Q076B	Num	4	352	Newspaper advertising
90	Q076C	Num	4	356	Other print or magazines
91	Q076D	Num	4	360	Store flyer or catalog
92	Q076E	Num	4	364	Point of purchase display
93	Q076F	Num	4	368	Bill insert or other utility mailing
94	Q076G	Num	4	372	Friend or relative
95	Q076H	Num	4	376	Other source
97	Q080A	Num	4	384	Save energy and money
98	Q080B	Num	4	388	More expensive than regular bulbs
99	Q080C	Num	4	392	Last longer
100	Q080D	Num	4	396	Give off bad light color or flicker
101	Q080E	Num	4	400	Hum
102	Q080F	Num	4	404	Interfere with electronics
103	Q080G	Num	4	408	Other reason
104	Q081A	Num	4	412	Family member's home
105	Q081B	Num	4	416	Someone else's home
106	Q081C	Num	4	420	Your workplace
107	Q081D	Num	4	424	Store or office visited
108	Q081E	Num	4	428	Church, school, public building
109	Q081F	Num	4	432	Store that sells lighting
110	Q081G	Num	4	436	Saw product at other location
111	Q081H	Num	4	440	Don't know
115	Q100A	Num	4	456	Cooking, dish & clothes washing
116	Q100B	Num	4	460	Refrigerator/Freezer
117	Q100C	Num	4	464	Heating and Air Conditioning
118	Q100D	Num	4	468	Electronics - TVs, Stereos, etc.
119	Q100E	Num	4	472	Lighting (inside and outside)
143	RESPID	Num	8	568	Response ID

CONTENTS PROCEDURE

-----Variables Ordered by Position-----

#	Variable	Type	Len	Pos	Label
1	Q001	Num	4	0	Residence or Business
2	Q002	Num	4	4	Utility Company
3	Q003	Num	4	8	Type of Residence
4	Q004	Num	4	12	Own or Rent
5	Q005	Num	4	16	Who pays electric bill
6	Q010	Num	4	20	Who made last lighting purchase
7	Q011	Num	4	24	Type of lighting purchased
8	Q012	Num	4	28	Recall where purchase was made
9	Q013	Num	4	32	Shop for incandescent bulbs
10	Q014	Num	4	36	Member who shops for light bulbs
11	Q015	Num	4	40	Shop for specialized lighting
12	Q016	Num	4	44	Member of family who shop for lighting
13	Q017A	Num	4	48	Method for installing wired-in lights
14	Q017B	Num	4	52	Would you be likely to
15	Q018A	Num	4	56	Radio/TV or home show
16	Q018B	Num	4	60	Newspaper advertising
17	Q018C	Num	4	64	Other print or magazine
18	Q018D	Num	4	68	Store flyer or catalog
19	Q018E	Num	4	72	Point of purchase
20	Q018F	Num	4	76	Bill insert from utility
21	Q018G	Num	4	80	Another person
22	Q018H	Num	4	84	Other
23	Q019A	Num	4	88	Radio/TV or home show
24	Q019B	Num	4	92	Newspaper advertising
25	Q019C	Num	4	96	Other print or magazine
26	Q019D	Num	4	100	Store flyer or catalog
27	Q019E	Num	4	104	Point of purchase display
28	Q019F	Num	4	108	Bill insert from utility
29	Q019G	Num	4	112	Another person
30	Q019H	Num	4	116	Other
31	Q020	Num	4	120	Fluorescent Lighting Installed
32	Q023	Num	4	124	Purchased Fluorescent Lighting
33	Q024	Num	4	128	Fluorescent Lighting does a good job
34	Q025	Num	4	132	Lighting preferred over Fluorescents
35	Q030	Num	4	136	Have Halogen Lighting
36	Q033	Num	4	140	Purchased Halogen Lights
37	Q034	Num	4	144	Halogen lighting does a good job
38	Q035	Num	4	148	Lighting preferred over halogen
39	Q040	Num	4	152	Have Skylights
40	Q042	Num	4	156	Purchased skylights
41	Q043	Num	4	160	Skylights help save electricity
42	Q050	Num	4	164	Have motion detectors, timers, etc.
43	Q053	Num	4	168	Purchased lighting controls
44	Q060	Num	4	172	Have compact fluorescent bulbs
45	Q061A	Num	4	176	CFBs located outside
46	Q061B	Num	4	180	CFBs located living room
47	Q061C	Num	4	184	CFBs located office/den
48	Q061D	Num	4	188	CFBs located dining/breakfast room
49	Q061E	Num	4	192	CFBs located kitchen
50	Q061F	Num	4	196	CFBs located bedroom
51	Q061G	Num	4	200	CFBs located bathroom
52	Q061H	Num	4	204	CFBs located garage/basement
53	Q061I	Num	4	208	CFBs located hallways

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54	Q061J	Num	4	212	CFBs located other place
55	Q062A	Num	4	216	Table or Desk lamps
56	Q062B	Num	4	220	Floor lamps
57	Q062C	Num	4	224	Ceiling fixture
58	Q062D	Num	4	228	Wall fixture
59	Q062J	Num	4	232	Other fixture
60	Q063A	Num	4	236	Purchased compact fluorescent bulbs
61	Q063B	Num	4	240	Number of CFBs installed
62	Q063C	Num	4	244	Length of time CFBs in use
63	Q063D	Num	4	248	Received free CLBs from Electric Co.
64	Q065A	Num	4	252	CFBs do a good job of providing light
65	Q065B	Num	4	256	Lighting preferred over CFBs
66	Q066	Num	4	260	Household members do not like CFBs
67	Q067A	Num	4	264	Bulb(s) not bright enough
68	Q067B	Num	4	268	Bulb(s) not attractive
69	Q067C	Num	4	272	Bulb is not right for the setting
70	Q067D	Num	4	276	Bulb flickers
71	Q067E	Num	4	280	Do not fit the light fixtures
72	Q067F	Num	4	284	Too expensive
73	Q067G	Num	4	288	Makes an annoying noise
74	Q067H	Num	4	292	Not instant on or dimmable
75	Q067I	Num	4	296	Other
76	Q072A	Num	4	300	Remember talking with a salesman
77	Q072B	Num	4	304	Encouraged to buy efficient lighting
78	Q072C	Num	4	308	Amount of influence of salesperson
79	Q073	Num	4	312	Reason for purchasing first CFB
80	Q074A	Num	4	316	Family members home
81	Q074B	Num	4	320	Someone else's home
82	Q074C	Num	4	324	Place where you work
83	Q074D	Num	4	328	Store or office
84	Q074E	Num	4	332	Church, school, public building
85	Q074F	Num	4	336	Store that sells lighting products
86	Q074G	Num	4	340	Other place
87	Q074H	Num	4	344	Don't know
88	Q076A	Num	4	348	Radio/TV or home show
89	Q076B	Num	4	352	Newspaper advertising
90	Q076C	Num	4	356	Other print or magazines
91	Q076D	Num	4	360	Store flyer or catalog
92	Q076E	Num	4	364	Point of purchase display
93	Q076F	Num	4	368	Bill insert or other utility mailing
94	Q076G	Num	4	372	Friend or relative
95	Q076H	Num	4	376	Other source
96	Q077	Num	4	380	Discussed CFBs with a friend, etc.
97	Q080A	Num	4	384	Save energy and money
98	Q080B	Num	4	388	More expensive than regular bulbs
99	Q080C	Num	4	392	Last longer
100	Q080D	Num	4	396	Give off bad light color or flicker
101	Q080E	Num	4	400	Hum
102	Q080F	Num	4	404	Interfere with electronics
103	Q080G	Num	4	408	Other reason
104	Q081A	Num	4	412	Family member's home
105	Q081B	Num	4	416	Someone else's home
106	Q081C	Num	4	420	Your workplace
107	Q081D	Num	4	424	Store or office visited
108	Q081E	Num	4	428	Church, school, public building
109	Q081F	Num	4	432	Store that sells lighting
110	Q081G	Num	4	436	Saw product at other location
111	Q081H	Num	4	440	Don't know
112	Q085	Num	4	444	Likely to purchase CFBs in the future

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113	Q090	Num	4	448	Ask for help when purchasing
114	Q091	Num	4	452	Read store display when shopping
115	Q100A	Num	4	456	Cooking, dish & clothes washing
116	Q100B	Num	4	460	Refrigerator/Freezer
117	Q100C	Num	4	464	Heating and Air Conditioning
118	Q100D	Num	4	468	Electronics - TVs, Stereos, etc.
119	Q100E	Num	4	472	Lighting (inside and outside)
120	Q103	Num	4	476	Cost of a kilowatt hour
121	Q105	Num	4	480	Percent of electric bill for lighting
122	Q107	Num	4	484	Cost of 4 ft fluorescent tube
123	Q108	Num	4	488	Incandescent bulb 4-pack costs
124	Q109	Num	4	492	Cost of CFL
125	Q110	Num	4	496	Amount of electricity to run CFL
126	Q111	Num	4	500	Compare life of CFB and incandescent
127	Q118	Num	4	504	Number of adults 18+
128	Q119	Num	4	508	Age of your head of household
129	Q120	Num	4	512	Number of adults employed
130	Q121	Num	4	516	Number of adults retired
131	Q122	Num	4	520	Year the home was built
132	Q123	Num	4	524	Tenure
133	Q124	Num	4	528	Original occupant
134	Q125	Num	4	532	Approximate square footage
135	Q126	Num	4	536	Number of bedrooms
136	Q127	Num	4	540	Language other than English
137	Q128	Num	4	544	Does your home have air conditioning?
138	Q129	Num	4	548	Highest level of education
139	Q132	Num	4	552	Income above or below \$50,000
140	Q133	Num	4	556	Income above or below \$100,000
141	Q134	Num	4	560	Income above or below \$25,000
142	Q135	Num	4	564	Gender
143	RESPID	Num	8	568	Response ID

Variable Labels

```
*****
*                               Label Statement                               *
*                               *                                           *
*                               Decision Sciences Research Associates         *
*****;
```

LABEL

```
Q001 = "Residence or Business"
Q002 = "Utility Company"
Q003 = "Type of Residence"
Q004 = "Own or Rent"
Q005 = "Who pays electric bill"
Q010 = "Who made last lighting purchase"
Q011 = "Type of lighting purchased"
Q012 = "Recall where purchase was made"
Q013 = "Shop for incandescent bulbs"
Q014 = "Member who shops for light bulbs"
Q015 = "Shop for specialized lighting"
Q016 = "Member of family who shop for lighting"
Q017A = "Method for installing wired-in lights"
Q017B = "Would you be likely to"
Q018A = "Radio/TV or home show"
Q018B = "Newspaper advertising"
Q018C = "Other print or magazine"
Q018D = "Store flyer or catalog"
Q018E = "Point of purchase"
Q018F = "Bill insert from utility"
Q018G = "Another person"
Q018H = "Other"
Q019A = "Radio/TV or home show"
Q019B = "Newspaper advertising"
Q019C = "Other print or magazine"
Q019D = "Store flyer or catalog"
Q019E = "Point of purchase display"
Q019F = "Bill insert from utility"
Q019G = "Another person"
Q019H = "Other"
Q020 = "Fluorescent Lighting Installed"
Q023 = "Purchased Fluorescent Lighting"
Q024 = "Fluorescent Lighting does a good job"
Q025 = "Lighting preferred over Fluorescents"
Q030 = "Have Halogen Lighting"
Q033 = "Purchased Halogen Lights"
Q034 = "Halogen lighting does a good job"
Q035 = "Lighting preferred over halogen"
Q040 = "Have Skylights"
Q042 = "Purchased skylights"
Q043 = "Skylights help save electricity"
Q050 = "Have motion detectors, timers, etc."
Q053 = "Purchased lighting controls"
Q060 = "Have compact fluorescent bulbs"
Q061A = "CFBs located outside"
Q061B = "CFBs located living room"
Q061C = "CFBs located office/den"
Q061D = "CFBs located dining/breakfast room"
```

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Q061E	= "CFBs located kitchen	"
Q061F	= "CFBs located bedroom	"
Q061G	= "CFBs located bathroom	"
Q061H	= "CFBs located garage/basement	"
Q061I	= "CFBs located hallways	"
Q061J	= "CFBs located other place	"
Q062A	= "Table or Desk lamps	"
Q062B	= "Floor lamps	"
Q062C	= "Ceiling fixture	"
Q062D	= "Wall fixture	"
Q062J	= "Other fixture	"
Q063A	= "Purchased compact fluorescent bulbs	"
Q063B	= "Number of CFBs installed	"
Q063C	= "Length of time CFBs in use	"
Q063D	= "Received free CLBs from Electric Co.	"
Q065A	= "CFBs do a good job of providing light	"
Q065B	= "Lighting preferred over CFBs	"
Q066	= "Household members do not like CFBs	"
Q067A	= "Bulb(s) not bright enough	"
Q067B	= "Bulb(s) not attractive	"
Q067C	= "Bulb is not right for the setting	"
Q067D	= "Bulb flickers	"
Q067E	= "Do not fit the light fixtures	"
Q067F	= "Too expensive	"
Q067G	= "Makes an annoying noise	"
Q067H	= "Not instant on or dimmable	"
Q067I	= "Other	"
Q072A	= "Remember talking with a salesman	"
Q072B	= "Encouraged to buy efficient lighting	"
Q072C	= "Amount of influence of salesperson	"
Q073	= "Reason for purchasing first CFB	"
Q074A	= "Family members home	"
Q074B	= "Someone else's home	"
Q074C	= "Place where you work	"
Q074D	= "Store or office	"
Q074E	= "Church, school, public building	"
Q074F	= "Store that sells lighting products	"
Q074G	= "Other place	"
Q074H	= "Don't know	"
Q076A	= "Radio/TV or home show	"
Q076B	= "Newspaper advertising	"
Q076C	= "Other print or magazines	"
Q076D	= "Store flyer or catalog	"
Q076E	= "Point of purchase display	"
Q076F	= "Bill insert or other utility mailing	"
Q076G	= "Friend or relative	"
Q076H	= "Other source	"
Q077	= "Discussed CFBs with a friend, etc.	"
Q080A	= "Save energy and money	"
Q080B	= "More expensive than regular bulbs	"
Q080C	= "Last longer	"
Q080D	= "Give off bad light color or flicker	"
Q080E	= "Hum	"
Q080F	= "Interfere with electronics	"
Q080G	= "Other reason	"
Q081A	= "Family member's home	"
Q081B	= "Someone else's home	"
Q081C	= "Your workplace	"
Q081D	= "Store or office visited	"

Q081E = "Church, school, public building" "
 Q081F = "Store that sells lighting" "
 Q081G = "Saw product at other location" "
 Q081H = "Don't know" "
 Q085 = "Likely to purchase CFLs in the future" "
 Q090 = "Ask for help when purchasing" "
 Q091 = "Read store display when shopping" "
 Q100A = "Cooking, dish & clothes washing" "
 Q100B = "Refrigerator/Freezer" "
 Q100C = "Heating and Air Conditioning" "
 Q100D = "Electronics - TVs, Stereos, etc." "
 Q100E = "Lighting (inside and outside)" "
 Q103 = "Cost of a kilowatt hour" "
 Q105 = "Percent of electric bill for lighting" "
 Q107 = "Cost of 4 ft fluorescent tube" "
 Q108 = "Incandescent bulb 4-pack costs" "
 Q109 = "Cost of CFL" "
 Q110 = "Amount of electricity to run CFL" "
 Q111 = "Compare life of CFL and incandescent" "
 Q118 = "Number of adults 18+" "
 Q119 = "Age of your head of household" "
 Q120 = "Number of adults employed" "
 Q121 = "Number of adults retired" "
 Q122 = "Year the home was built" "
 Q123 = "Tenure" "
 Q124 = "Original occupant" "
 Q125 = "Approximate square footage" "
 Q126 = "Number of bedrooms" "
 Q127 = "Language other than English" "
 Q128 = "Does your home have air conditioning?" "
 Q129 = "Highest level of education" "
 Q132 = "Income above or below \$50,000" "
 Q133 = "Income above or below \$100,000" "
 Q134 = "Income above or below \$25,000" "
 Q135 = "Gender" "
 ;

Format Values

```
*****
*                               Format Values                               *
*                               Decision Sciences Research Associates         *
*****;
```

```
PROC FORMAT;
```

```
VALUE Q001FM
```

```
  . = "No answer      "
  1 = "Residence     "
  3 = "Business       "
  5 = "Won't Say     "
  ;
```

```
VALUE Q002FM
```

```
  . = "No answer      "
  1 = "SCE            "
  2 = "Los Angeles DWP "
  3 = "SDG&E         "
  4 = "PG&E          "
  5 = "Pasadena DWP  "
  6 = "Burbank DWP   "
  7 = "Anaheim DWP   "
  8 = "Other          "
  9 = "Don't Know    "
  ;
```

```
VALUE Q003FM
```

```
  . = "No answer      "
  1 = "Single family  "
  2 = "Apartment/Condo "
  3 = "Mobile Home   "
  5 = "Other          "
  ;
```

```
VALUE Q004FM
```

```
  . = "No answer      "
  1 = "Own or buying  "
  2 = "Rent           "
  5 = "Other          "
  ;
```

```
VALUE Q005FM
```

```
  . = "No answer      "
  1 = "I/We pay it   "
  3 = "Landlord pays "
  5 = "Don't know    "
  ;
```

```
VALUE Q010FM
```

```
  . = "No answer      "
  0 = "No,Can't think "
  1 = "Respondent     "
  2 = "Spouse         "
  3 = "Family member  "
  4 = "Household member"
  5 = "Yes,Can't think "
  ;
```

```
VALUE Q011FM
. = "No answer      "
1 = "Incandescent  "
2 = "Fluorescent   "
3 = "Light fixtures"
4 = "Lamps         "
5 = "Energy efficient"
8 = "Other specialty"
9 = "Can't remember "
;

VALUE Q012FM
. = "No answer      "
1 = "Grocery stores "
2 = "Drug stores    "
3 = "Local hardware "
4 = "Discount dept. "
5 = "Home/Bldg supply"
6 = "Large discount "
7 = "Specialty      "
8 = "Other          "
9 = "Don't know     "
;

VALUE Q013FM
. = "No answer      "
1 = "Grocery stores "
2 = "Drug stores    "
3 = "Local hardware "
4 = "Discount dept. "
5 = "Home/Bldg supply"
6 = "Large discount "
7 = "Specialty      "
8 = "Other          "
9 = "Don't know     "
;

VALUE Q014FM
. = "No answer      "
1 = "Respondent     "
2 = "Spouse         "
3 = "Family member  "
4 = "Household member"
5 = "Don't know     "
;

VALUE Q015FM
. = "No answer      "
1 = "Grocery stores "
2 = "Drug stores    "
3 = "Local hardware "
4 = "Discount dept. "
5 = "Home/Bldg supply"
6 = "Large discount "
7 = "Specialty      "
8 = "Other          "
9 = "Don't know     "
;
```

```
VALUE Q016FM
. = "No answer      "
1 = "Respondent    "
2 = "Spouse        "
3 = "Family member "
4 = "Household member"
5 = "Don't know    "
;
VALUE Q017AFM
. = "No answer      "
1 = "Install by self"
2 = "Have a friend  "
3 = "Have contractor"
5 = "Don't know    "
;
VALUE Q017BFM
. = "No answer      "
1 = "Shop first     "
2 = "Call contractor"
5 = "Don't know    "
;
VALUE Q018AFM
. = "No answer      "
1 = "Yes            "
;
VALUE Q018BFM
. = "No answer      "
1 = "Yes            "
;
VALUE Q018CFM
. = "No answer      "
1 = "Yes            "
;
VALUE Q018DFM
. = "No answer      "
1 = "Yes            "
;
VALUE Q018EFM
. = "No answer      "
1 = "Yes            "
;
VALUE Q018FFM
. = "No answer      "
1 = "Yes            "
;
VALUE Q018GFM
. = "No answer      "
1 = "Yes            "
;
VALUE Q018HFM
. = "No answer      "
1 = "Yes            "
;
VALUE Q019AFM
. = "No answer      "
1 = "Yes            "
;
```



```

VALUE Q019BFM
  . = "No answer"
  1 = "Yes"
  ;
VALUE Q019CFM
  . = "No answer"
  1 = "Yes"
  ;
VALUE Q019DFM
  . = "No answer"
  1 = "Yes"
  ;
VALUE Q019EFM
  . = "No answer"
  1 = "Yes"
  ;
VALUE Q019FFM
  . = "No answer"
  1 = "Yes"
  ;
VALUE Q019GFM
  . = "No answer"
  1 = "Yes"
  ;
VALUE Q019HFM
  . = "No answer"
  1 = "Yes"
  ;
VALUE Q020FM
  . = "No answer"
  1 = "Yes"
  3 = "No"
  5 = "Don't know"
  ;
VALUE Q023FM
  . = "No answer"
  1 = "All of them"
  2 = "Some of them"
  3 = "None of them"
  5 = "Don't know"
  ;
VALUE Q024FM
  . = "No answer"
  1 = "Yes"
  3 = "No"
  5 = "Don't know"
  ;
VALUE Q025FM
  . = "No answer"
  1 = "Regular"
  2 = "Fluorescent"
  3 = "Halogen lights"
  4 = "CFB"
  8 = "Other"
  9 = "Don't know"
  ;

```

```
VALUE Q030FM
. = "No answer      "
1 = "Yes            "
3 = "No             "
5 = "Don't know    "
;
VALUE Q033FM
. = "No answer      "
1 = "All of them   "
2 = "Some of them  "
3 = "None of them  "
5 = "Don't know    "
;
VALUE Q034FM
. = "No answer      "
1 = "Yes            "
3 = "No             "
5 = "Don't know    "
;
VALUE Q035FM
. = "No answer      "
1 = "Regular        "
2 = "Fluorescent   "
3 = "Other Halogen "
4 = "CFB            "
8 = "Other          "
9 = "Don't know    "
;
VALUE Q040FM
. = "No answer      "
1 = "Yes            "
3 = "No             "
5 = "Don't know    "
;
VALUE Q042FM
. = "No answer      "
1 = "All of them   "
2 = "Some of them  "
3 = "None of them  "
5 = "Don't know    "
;
VALUE Q043FM
. = "No answer      "
1 = "Yes            "
3 = "No             "
5 = "Don't know    "
;
VALUE Q050FM
. = "No answer      "
1 = "Yes            "
3 = "No             "
5 = "Don't know    "
;
```

```
VALUE Q053FM
. = "No answer"
1 = "All of them"
2 = "Some of them"
3 = "None of them"
5 = "Don't know"
;
VALUE Q060FM
. = "No answer"
1 = "Yes"
3 = "No"
5 = "Don't know"
;
VALUE Q061AFM
. = "No answer"
1 = "Outside"
;
VALUE Q061BFM
. = "No answer"
1 = "Living room"
;
VALUE Q061CFM
. = "No answer"
1 = "Office/den"
;
VALUE Q061DFM
. = "No answer"
1 = "Dining room"
;
VALUE Q061EFM
. = "No answer"
1 = "Kitchen"
;
VALUE Q061FFM
. = "No answer"
1 = "Bedroom"
;
VALUE Q061GFM
. = "No answer"
1 = "Bathroom"
;
VALUE Q061HFM
. = "No answer"
1 = "Garage"
;
VALUE Q061IFM
. = "No answer"
1 = "hallways"
;
VALUE Q061JFM
. = "No answer"
1 = "Other place"
;
VALUE Q062AFM
. = "No answer"
1 = "Desk"
;
```

```

VALUE Q062BFM
  . = "No answer"
  1 = "Floor lamp"
  ;
VALUE Q062CFM
  . = "No answer"
  1 = "Ceiling"
  ;
VALUE Q062DFM
  . = "No answer"
  1 = "Wall"
  ;
VALUE Q062JFM
  . = "No answer"
  1 = "Other"
  ;
VALUE Q063AFM
  . = "No answer"
  1 = "All of them"
  2 = "Some of them"
  3 = "None of them"
  5 = "Don't know"
  ;
VALUE Q063BFM
  . = "No answer"
  0 = "None"
  1 = "1"
  2-4 = "2 - 4"
  5-6 = "5 - 6"
  7-9 = "7 - 9"
  10-50 = "10 - 50"
  88 = "50+"
  99 = "Don't know"
  ;
VALUE Q063CFM
  . = "No answer"
  1 = "One year"
  2 = "Two years"
  3 = "Three years"
  4 = "Four years"
  5 = "Five years"
  9 = "Don't know"
  ;
VALUE Q063DFM
  . = "No answer"
  1 = "Yes"
  3 = "No"
  5 = "Don't know"
  ;
VALUE Q065AFM
  . = "No answer"
  1 = "Yes"
  3 = "No"
  5 = "Don't know"
  ;

```

```
VALUE Q065BFM
. = "No answer"
1 = "Regular"
2 = "Fluorescent"
3 = "Other Halogen"
4 = "Different CFB"
8 = "Other"
9 = "Don't know"
;
VALUE Q066FM
. = "No answer"
1 = "Yes"
3 = "No"
5 = "Don't know"
;
VALUE Q067AFM
. = "No answer"
1 = "Yes"
;
VALUE Q067BFM
. = "No answer"
1 = "Yes"
;
VALUE Q067CFM
. = "No answer"
1 = "Yes"
;
VALUE Q067DFM
. = "No answer"
1 = "Yes"
;
VALUE Q067EFM
. = "No answer"
1 = "Yes"
;
VALUE Q067FFM
. = "No answer"
1 = "Yes"
;
VALUE Q067GFM
. = "No answer"
1 = "Yes"
;
VALUE Q067HFM
. = "No answer"
1 = "Yes"
;
VALUE Q067IFM
. = "No answer"
1 = "Yes"
;
VALUE Q072AFM
. = "No answer"
1 = "Yes"
3 = "No"
5 = "Don't know"
;
```

```
VALUE Q072BFM
. = "No answer"
1 = "Yes"
3 = "No"
5 = "Don't know"
;
VALUE Q072CFM
. = "No answer"
1 = "No influence"
2 = "Very little"
3 = "Some influence"
4 = "A great deal"
9 = "Don't know"
;
VALUE Q073FM
. = "No answer"
1 = "Rebate/discount"
2 = "Save electricity"
3 = "Change bulb less"
4 = "Other"
8 = "Don't know"
9 = "Does not apply"
;
VALUE Q074AFM
. = "No answer"
1 = "Yes"
;
VALUE Q074BFM
. = "No answer"
1 = "Yes"
;
VALUE Q074CFM
. = "No answer"
1 = "Yes"
;
VALUE Q074DFM
. = "No answer"
1 = "Yes"
;
VALUE Q074EFM
. = "No answer"
1 = "Yes"
;
VALUE Q074FFM
. = "No answer"
1 = "Yes"
;
VALUE Q074GFM
. = "No answer"
1 = "Yes"
;
VALUE Q074HFM
. = "No answer"
1 = "Yes"
;
VALUE Q076AFM
. = "No answer"
1 = "Yes"
;
```

```
VALUE Q076BFM
. = "No answer"
1 = "Yes"
;
VALUE Q076CFM
. = "No answer"
1 = "Yes"
;
VALUE Q076DFM
. = "No answer"
1 = "Yes"
;
VALUE Q076EFM
. = "No answer"
1 = "Yes"
;
VALUE Q076FFM
. = "No answer"
1 = "Yes"
;
VALUE Q076GFM
. = "No answer"
1 = "Yes"
;
VALUE Q076HFM
. = "No answer"
1 = "Yes"
;
VALUE Q077FM
. = "No answer"
1 = "Yes"
3 = "No"
5 = "Don't know"
;
VALUE Q080AFM
. = "No answer"
1 = "Yes"
;
VALUE Q080BFM
. = "No answer"
1 = "Yes"
;
VALUE Q080CFM
. = "No answer"
1 = "Yes"
;
VALUE Q080DFM
. = "No answer"
1 = "Yes"
;
VALUE Q080EFM
. = "No answer"
1 = "Yes"
;
VALUE Q080FFM
. = "No answer"
1 = "Yes"
;
```

```

VALUE Q080GFM
  . = "No answer"
  1 = "Yes"
  ;
VALUE Q081AFM
  . = "No answer"
  1 = "Yes"
  ;
VALUE Q081BFM
  . = "No answer"
  1 = "Yes"
  ;
VALUE Q081CFM
  . = "No answer"
  1 = "Yes"
  ;
VALUE Q081DFM
  . = "No answer"
  1 = "Yes"
  ;
VALUE Q081EFM
  . = "No answer"
  1 = "Yes"
  ;
VALUE Q081FFM
  . = "No answer"
  1 = "Yes"
  ;
VALUE Q081GFM
  . = "No answer"
  1 = "Yes"
  ;
VALUE Q081HFM
  . = "No answer"
  1 = "Yes"
  ;
VALUE Q085FM
  . = "No answer"
  1 = "Yes"
  3 = "No"
  5 = "Don't know"
  ;
VALUE Q090FM
  . = "No answer"
  1 = "Yes"
  3 = "No"
  5 = "Don't know"
  ;
VALUE Q091FM
  . = "No answer"
  1 = "Yes"
  3 = "No"
  5 = "Don't know"
  ;

```



```
VALUE Q100AFM
. = "No answer"
1 = "First"
2 = "Second"
3 = "Third"
4 = "Fourth"
5 = "Fifth"
;

VALUE Q100BFM
. = "No answer"
1 = "First"
2 = "Second"
3 = "Third"
4 = "Fourth"
5 = "Fifth"
;

VALUE Q100CFM
. = "No answer"
1 = "First"
2 = "Second"
3 = "Third"
4 = "Fourth"
5 = "Fifth"
;

VALUE Q100DFM
. = "No answer"
1 = "First"
2 = "Second"
3 = "Third"
4 = "Fourth"
5 = "Fifth"
;

VALUE Q100EFM
. = "No answer"
1 = "First"
2 = "Second"
3 = "Third"
4 = "Fourth"
5 = "Fifth"
;

VALUE Q103FM
. = "No answer"
1 = "5 cents"
2 = "10 cents"
3 = "15 cents"
4 = "20 cents or more"
5 = "Exact"
9 = "Don't know"
;

VALUE Q105FM
. = "No answer"
1 = "5 percent"
2 = "10 percent"
3 = "20 percent"
4 = "30 percent"
5 = "50 percent or +"
9 = "Don't Know"
;
```

```

VALUE Q107FM
. = "No answer"
1 = "$1.00"
2 = "$3.00"
3 = "$5.00"
4 = "$10.00 or more"
5 = "Exact"
9 = "Don't know"
;
VALUE Q108FM
. = "No answer"
1 = "$1.00"
2 = "$1.50"
3 = "$2.00"
4 = "$4.00"
5 = "Exact"
9 = "Don't know"
;
VALUE Q109FM
. = "No answer"
1 = "$2.00"
2 = "$5.00"
3 = "$10.00"
4 = "$20 or more"
5 = "Exact"
9 = "Don't Know"
;
VALUE Q110FM
. = "No answer"
1 = "About the same"
2 = "About half"
3 = "About one fourth"
5 = "Less"
9 = "Don't Know"
;
VALUE Q111FM
. = "No answer"
1 = "Same"
2 = "Twice as long"
3 = "Five times"
4 = "Ten times"
5 = "More"
9 = "Don't Know"
;
VALUE Q118FM
. = "No answer"
0 = "None"
1 = "One"
2 = "Two"
3 = "Three"
4 = "Four"
5 = "Five"
6 = "Six"
9 = "Won't say"
;

```

```

VALUE Q119FM
. = "No answer"
1 = "Less than 24"
2 = "24 - 30"
3 = "30 - 40"
4 = "40 - 50"
5 = "50 - 60"
6 = "60 - 70"
7 = "70 and above"
9 = "Won't say"
;

VALUE Q120FM
. = "No answer"
0 = "None"
1 = "One"
2 = "Two"
3 = "Three"
4 = "Four"
5 = "Five"
6 = "Six"
7 = "Seven"
8 = "Eight"
9 = "Won't say"
;

VALUE Q121FM
. = "No answer"
0 = "None"
1 = "One"
2 = "Two"
3 = "Three"
4 = "Four"
5 = "Five"
6 = "Six"
7 = "Seven"
8 = "Eight"
9 = "Won't say"
;

VALUE Q122FM
. = "No answer"
1 = "Prior to 1950"
2 = "1950 - 1975"
3 = "1976 - 1990"
4 = "Since 1990"
9 = "Won't say"
;

VALUE Q123FM
. = "No answer"
1 = "Less than 1 year"
2 = "2 - 5 years"
3 = "5 - 10 years"
4 = "Over 10 years"
9 = "Don't know"
;

VALUE Q124FM
. = "No answer"
1 = "Respondent"
3 = "Someone else"
9 = "Won't say"
;

```

```

VALUE Q125FM
. = "No answer"
500-750 = "500 - 750"
751-1000 = "751 - 1000"
1001-1500 = "1001 - 1500"
1501-2000 = "1501 - 2000"
2001-2500 = "2001 - 2500"
2501-3000 = "2501 - 3000"
3001-3500 = "3001 - 3500"
3501-4000 = "3501 - 4000"
4001-5000 = "4001 - 5000"
5001-7500 = "5001 - 7500"
9 = "Don't know"
;
VALUE Q126FM
. = "No answer"
0 = "None"
1 = "One"
2 = "Two"
3 = "Three"
4 = "Four"
5 = "Five"
6 = "Six"
7 = "Seven"
8 = "Eight or more"
9 = "Don't know"
;
VALUE Q127FM
. = "No answer"
1 = "English only"
2 = "Spanish"
3 = "Asian Languages"
4 = "Other language"
;
VALUE Q128FM
. = "No answer"
1 = "Central A/C"
2 = "Window/Wall A/C"
3 = "No A/C"
;
VALUE Q129FM
. = "No answer"
1 = "Grammar school"
2 = "Some high school"
3 = "H.S. Graduate"
4 = "Some college"
5 = "College graduate"
6 = "Post-graduate"
9 = "No refused"
;
VALUE Q132FM
. = "No answer"
1 = "Above"
3 = "Below"
5 = "Don't know"
;

```

```
VALUE Q133FM  
  . = "No answer      "  
  1 = "Above         "  
  3 = "Below         "  
  5 = "Don't know    "  
  ;
```

```
VALUE Q134FM  
  . = "No answer      "  
  1 = "Above         "  
  3 = "Below         "  
  5 = "Don't know    "  
  ;
```

```
VALUE Q135FM  
  . = "No answer      "  
  1 = "Male          "  
  3 = "Female        "  
  5 = "Don't know    "  
  ;
```

Format Statement

```
*****  
*                               Format Statement                               *  
*                                                                           *  
*                               Decision Sciences Research Associates          *  
*****;
```

FORMAT

- Q001 Q001FM.
- Q002 Q002FM.
- Q003 Q003FM.
- Q004 Q004FM.
- Q005 Q005FM.
- Q010 Q010FM.
- Q011 Q011FM.
- Q012 Q012FM.
- Q013 Q013FM.
- Q014 Q014FM.
- Q015 Q015FM.
- Q016 Q016FM.
- Q017A Q017AFM.
- Q017B Q017BFM.
- Q018A Q018AFM.
- Q018B Q018BFM.
- Q018C Q018CFM.
- Q018D Q018DFM.
- Q018E Q018EFM.
- Q018F Q018FFM.
- Q018G Q018GFM.
- Q018H Q018HFM.
- Q019A Q019AFM.
- Q019B Q019BFM.
- Q019C Q019CFM.
- Q019D Q019DFM.
- Q019E Q019EFM.
- Q019F Q019FFM.
- Q019G Q019GFM.
- Q019H Q019HFM.
- Q020 Q020FM.
- Q023 Q023FM.
- Q024 Q024FM.
- Q025 Q025FM.
- Q030 Q030FM.
- Q033 Q033FM.
- Q034 Q034FM.
- Q035 Q035FM.
- Q040 Q040FM.
- Q042 Q042FM.
- Q043 Q043FM.
- Q050 Q050FM.
- Q053 Q053FM.
- Q060 Q060FM.
- Q061A Q061AFM.
- Q061B Q061BFM.
- Q061C Q061CFM.

Q061D	Q061DFM.
Q061E	Q061EFM.
Q061F	Q061FFM.
Q061G	Q061GFM.
Q061H	Q061HFM.
Q061I	Q061IFM.
Q061J	Q061JFM.
Q062A	Q062AFM.
Q062B	Q062BFM.
Q062C	Q062CFM.
Q062D	Q062DFM.
Q062J	Q062JFM.
Q063A	Q063AFM.
Q063B	Q063BFM.
Q063C	Q063CFM.
Q063D	Q063DFM.
Q065A	Q065AFM.
Q065B	Q065BFM.
Q066	Q066FM.
Q067A	Q067AFM.
Q067B	Q067BFM.
Q067C	Q067CFM.
Q067D	Q067DFM.
Q067E	Q067EFM.
Q067F	Q067FFM.
Q067G	Q067GFM.
Q067H	Q067HFM.
Q067I	Q067IFM.
Q072A	Q072AFM.
Q072B	Q072BFM.
Q072C	Q072CFM.
Q073	Q073FM.
Q074A	Q074AFM.
Q074B	Q074BFM.
Q074C	Q074CFM.
Q074D	Q074DFM.
Q074E	Q074EFM.
Q074F	Q074FFM.
Q074G	Q074GFM.
Q074H	Q074HFM.
Q076A	Q076AFM.
Q076B	Q076BFM.
Q076C	Q076CFM.
Q076D	Q076DFM.
Q076E	Q076EFM.
Q076F	Q076FFM.
Q076G	Q076GFM.
Q076H	Q076HFM.
Q077	Q077FM.
Q080A	Q080AFM.
Q080B	Q080BFM.
Q080C	Q080CFM.
Q080D	Q080DFM.
Q080E	Q080EFM.
Q080F	Q080FFM.
Q080G	Q080GFM.
Q081A	Q081AFM.
Q081B	Q081BFM.
Q081C	Q081CFM.

File Delivery Documentation

Residential Retail Lighting

Q081D	Q081DFM.
Q081E	Q081EFM.
Q081F	Q081FFM.
Q081G	Q081GFM.
Q081H	Q081HFM.
Q085	Q085FM.
Q090	Q090FM.
Q091	Q091FM.
Q100A	Q100AFM.
Q100B	Q100BFM.
Q100C	Q100CFM.
Q100D	Q100DFM.
Q100E	Q100EFM.
Q103	Q103FM.
Q105	Q105FM.
Q107	Q107FM.
Q108	Q108FM.
Q109	Q109FM.
Q110	Q110FM.
Q111	Q111FM.
Q118	Q118FM.
Q119	Q119FM.
Q120	Q120FM.
Q121	Q121FM.
Q122	Q122FM.
Q123	Q123FM.
Q124	Q124FM.
Q125	Q125FM.
Q126	Q126FM.
Q127	Q127FM.
Q128	Q128FM.
Q129	Q129FM.
Q132	Q132FM.
Q133	Q133FM.
Q134	Q134FM.
Q135	Q135FM.

;

SCE Residential Retail Lighting Baseline Survey

RESIDENCE CHARACTERISTICS

q001 Have I reached you at home? Is this...

- <1> Your residence or
- <3> A business or other organization?

<5> Won't say

Answer ==>

q002 What Utility Company supplies electricity to your residence?

- <1> Southern California Edison
- <2> Los Angeles DWP
- <3> San Diego Gas and Electric
- <4> Pacific Gas and Electric
- <5> Pasadena DWP
- <6> Burbank DWP
- <7> Anaheim DWP

<8> Other [specify]

<9> Don't know, won't say

Answer ==>

q003 Is your residence a...

- <1> Single family, detached house
- <2> Apartment or Condominium
- <3> Mobile Home

<5> Other, please specify

Answer ==>

q004 Do you own or rent this residence?

- <1> Own or buying [goto 010]
- <2> Rent

<5> Other, please specify

Answer ==>

q005 Do you pay the electric bill or does your landlord pay it?

- <1> I/We pay it
- <3> The Landlord does

<5> Don't know, won't say

Answer ==>

SCE Residential Retail Lighting Baseline Survey

BUYING HABITS

q010 Can you think of the last time anyone in your household purchased lighting supplies? (Such as light bulbs, lamps or other lighting fixtures)

No...

<0> I can't remember (the last time) buying lighting supplies
[goto 013]

Yes... Who would that be?

<1> I (the respondent) did the shopping
<2> My husband or wife
<3> Some other family member
<4> Another household member (non-relative)
<5> Can't remember exactly who

Answer ==>

q011 What did you/they buy bulbs, lamps or lighting fixtures?

<1> Regular (incandescent) light bulbs
<2> Fluorescent tubes
<3> Lighting fixtures (wire-in)
<4> Table or floor lamps
<5> Energy efficient lighting equipment
<8> Other specialty lighting
<9> Can't remember what

Answer ==>

q012 Can you recall where this purchase was made?

<1> Grocery Store
<2> Drug Store
<3> Local Hardware Store
<4> Discount Department Store
<5> Home/Building Supply Store
<6> Large Discount Store
<7> Specialty Store
<8> Other

<9> Don't know

Answer ==>

q013 When you need regular Incandescent Light Bulbs, where would someone in your household typically shop for them?

<1> Grocery Store
<2> Drug Store
<3> Local Hardware Store
<4> Discount Department Store
<5> Home/Building Supply Store
<6> Large Discount Store
<7> Specialty Store
<8> Other

<9> Don't know

Answer ==>

SCE Residential Retail Lighting Baseline Survey

q014 Which member of the family would probably shop for regular incandescent light bulbs?

- <1> Respondent
- <2> Spouse
- <3> Family member
- <4> Household member
- <5> Don't know

Answer ==>

q015 Where would someone in your household shop for specialized lighting products such as fluorescent or specialty bulbs, or fixtures?

- <1> Grocery Store
- <2> Drug Store
- <3> Local Hardware Store
- <4> Discount Department Store
- <5> Home/Building Supply Store
- <6> Large Discount Store
- <7> Specialty Store
- <8> Other
- <9> Don't know

Answer ==>

q016 Which member of your family would probably shop for specialized lighting equipment, fluorescent or specialty bulbs, or fixtures?

- <1> Respondent
- <2> Spouse
- <3> Family member
- <4> Household member
- <5> Don't know

Answer ==>

q017a If you wanted a new wired-in lighting fixture, would you...

- <1> Install it yourself or ...
- <2> Have a friend or relative install it
- <3> Have an electrical contractor install it [goto 017b]
- <5> Don't know, won't say

Answer ==> [goto 018]

q017b Would you be likely to...

- <1> Shop for the fixture first or...
- <2> Call the contractor first and ask for help picking the right fixtures
- <5> Don't know, won't say

Answer ==>

SCE Residential Retail Lighting Baseline Survey

q018 Where can you remember seeing any advertisements about lighting products for the home?
(Check all that apply)

(Wait to prompt...
Maybe on TV, Radio, Magazines, Newspapers, or Store circulars?)

- <1> Radio or TV Commercial or Home Show
- <2> Newspaper advertising
- <3> Other print or magazines
- <4> Store "flyer or catalog" mailed to your home
- <5> Point of Purchase Display Materials]
- <6> Bill insert or other mailing from electric company
- <7> Another person (friend or relative)
- <8> Other, please specify

Answer ===>

q019 Where can you remember seeing, reading or hearing messages about energy savings (conservation) for lighting?
(Check all that apply)

(Wait to prompt...
Maybe on TV, Radio, Magazines, Newspapers, or Store circulars?)

- <1> Radio or TV Commercial or Home Show
- <2> Newspaper advertising
- <3> Other print or magazines
- <4> Store "flyer or catalog" mailed to your home
- <5> Point of Purchase Display Materials
- <6> Bill insert or other mailing from electric company
- <7> Another person (friend or relative)
- <8> Other, please specify

Answer ===>

FLUORESCENT LIGHTING

q020 Do you have any FLUORESCENT LIGHTING installed at your residence?

The tubes that snap into fixtures with "pins" on the ends,
not the type that screws-in.

- <1> Yes
- <3> No
- <5> Don't know, won't say

Answer ===>

q023 Did you purchase this FLUORESCENT LIGHTING or were they there (in your residence) when you moved in?
Did you purchase...

- <1> All of them
- <2> Some of them
- <3> None of them (they were already there when I moved in)
- <5> Don't know, won't say

Answer ===>

SCE Residential Retail Lighting Baseline Survey

q024 Does FLUORESCENT LIGHTING do a good job of providing the kind of light you need in these locations?

- <1> Yes
- <3> No, please explain [goto 025]
- <5> Don't know, won't say

Answer ==> [goto 030]

q025 What type of lighting would you prefer in its place?

- <1> Regular (incandescent) light bulbs
- <2> Modern or some other type of Fluorescent lighting
- <3> Halogen lights
- <4> Compact Fluorescent Bulbs
- <8> Other specialty lighting
- <9> Don't know

Answer ==>

HALOGEN LIGHTING

q030 Do you have any HALOGEN LIGHTING in your residence? (halogen bulbs are small, very bright and very hot)

- <1> Yes [goto 033]
- <3> No
- <5> Don't know, won't say

Answer ==> [goto 040]

q033 Did you purchase these HALOGEN LIGHTS or were they in your residence when you moved in?

Did you purchase ...

- <1> All of them
- <2> Some of them
- <3> None of them (they were already there when I moved in)
- <5> Don't know, won't say

Answer ==>

q034 Does HALOGEN LIGHTING do a good job of providing the kind of light you need in these locations?

- <1> Yes
- <3> No, please explain [goto 035]
- <5> Don't know

Answer ==> [goto 040]

SCE Residential Retail Lighting Baseline Survey

q035 What type of lighting would you prefer in it's place?

- <1> Regular (incandescent) light bulbs
- <2> Fluorescent lighting
- <3> Some other type of Halogen lights
- <4> Compact Fluorescent Bulbs

<8> Other specialty lighting [specify]

<9> Don't know

Answer ==>

SKYLIGHTS

q040 Do you have SKYLIGHTS in your residence?

(Explain that we're talking about skylight windows installed in ceilings or roofs)

<1> Yes [goto 042]

<3> No

<5> Don't know, won't say

Answer ==> [goto 050]

q042 Did you purchase these SKYLIGHTS or were they there (in your residence) when you moved in?

Did you purchase ...

<1> All of them

<2> Some of them

<3> None of them (they were already here when I moved in)

<5> Don't know, won't say

Answer ==>

q043 Do you think that these SKYLIGHTS help you save by allowing you to use daylight rather than more electricity?

<1> Yes, let's us keep some lights off

<3> No, not really

<5> Don't know, won't say

Answer ==>

SCE Residential Retail Lighting Baseline Survey

LIGHTING CONTROLS

q050 Now I'm going to ask about special ways
lights can be turned on and off, like
MOTION DETECTORS, OCCUPANCY SENSORS, TIMERS or PHOTO SENSORS.
Do you have any of these in use at your residence?
(Do not include any common-use facilities in apartments or condos)
<1> Yes [goto 053]
<3> No
<5> Don't know, won't say
Answer ===> [goto 060]

q053 Did you purchase these Lighting Controls or were they
in your residence when you moved in?
Did you purchase ...
<1> All of them
<3> Some of them
<5> None of them (they were all here, installed by someone else)
Answer ===>

COMPACT FLUORESCENT LAMPS

q060 (*** MAKE SURE RESPONDENT KNOWS WHAT CFLs ARE ***)
Do you have any COMPACT FLUORESCENT LAMPS (BULBS) in your residence?
Compact Fluorescent Bulbs "screw" into standard light sockets.
(CFLs are circular or U-shaped and are about 5 or so inches long)

Respondent knows CFLs...
<1> Yes [goto 061]
<3> No [goto 080]
<5> Don't know what they are [goto 090]
Answer ===>

q061 Where do you have COMPACT FLUORESCENTS in your residence?

(You may prompt for type of locations)

<1> Outside Locations
<2> Living Room / Family Room
<3> Office Den
<4> Dining / Breakfast Room
<5> Kitchen
<6> Bedroom
<7> Bathroom
<8> Garage Shop Basement
<9> Hallways Closets
<0> Other, please specify

Answer ===>

SCE Residential Retail Lighting Baseline Survey

q062 Are these COMPACT FLUORESCENTS found in...

(Prompt for types)

Plug-in lamps...

<1> Table or Desk lamps

<2> Floor Lamps

Wired-in fixtures on...

<3> Ceilings

<4> Walls

<5> Other, please specify

q063a Did you purchase these COMPACT FLUORESCENTS or were they there (in your residence) when you moved in?

Did you purchase and install...

<1> All of them

<2> Some of them

<3> None of them (they were already there when I moved in)

<5> Don't know, won't say

Answer ==>

q063b How many Compact Fluorescent light bulbs do you currently have installed either inside or outside your home?

<0> None

<1-50> One to fifty

<88> More than fifty

<99> Don't know

Answer ==>

q063c Have any of these been in use for over...

(Choose a single answer for the longest period)

<1> One year

<2> Two years

<3> Three years

<4> Four years

<5> Five years

<9> Don't know

Answer ==>

q063d Have you or anyone in your household ever received a free Compact Fluorescent from your electric utility?

<1> Yes

<3> No,

<5> Don't know

Answer ==>

SCE Residential Retail Lighting Baseline Survey

q065a Do these COMPACT FOUORESCENTS do a good job of providing the kind of light you need?

- <1> Yes
- <3> No, please explain [goto 065b]
- <5> Don't know

Answer ==> [goto 066]

q065b What type of lighting would you prefer in their place?

- <1> Regular (incandescent) light bulbs
- <2> Fluorescent lighting
- <3> Halogen lights
- <4> Some different type of Compact Fluorescent Bulbs
- <8> Other specialty lighting [specify]
- <9> Don't know

Answer ==>

q066 Do you or any members of your household dislike these COMPACT FLUORESCENTS for any reason?

- <1> Yes [goto 067]
- <3> No
- <5> Don't know

Answer ==>

q067 Why? What do they object to?

(Do not prompt for reason)Check all that apply

- <1> Bulb(s) not bright enough
- <2> Bulb(s) not attractive
- <3> Bulb is not right for the setting
- <4> Bulb flickers
- <5> Do not fit the light fixtures
- <6> Too expensive
- <7> Makes and annoying noise
- <8> Not "instant on" or dimmable
- <9> Other, specify

q072a Do you remember talking with a salesperson when you made your most recent CFL purchase?

- <1> Yes [goto 072b]
- <3> No
- <5> Don't know, can't remember

Answer ==> [goto 073]

SCE Residential Retail Lighting Baseline Survey

- 072b Did the salesperson encourage you to buy a high efficiency lighting equipment?
<1> Yes
<3> No
<5> Don't know, can't remember
Answer ===>
- q072c How much influence would you say the salesperson had on your decision to purchase Compact Fluorescent Bulbs?
Did they have...(read list)
<1> No influence
<2> Very little influence
<3> Some influence
<4> A great deal of influence
<9> Don't know, can't remember
Answer ===>
- q073 Can you remember the reason you purchased your first Compact Fluorescent Bulb?
Would you say the most important reason was..
<1> a rebate or discount made purchase attractive
<2> to save electricity
<3> to change the bulb less often
<4> some other reason, please specify
<8> don't know, can't remember
<9> does not apply (have not purchased any)
Answer ===>
- q074 Can you remember seeing Compact Fluorescent Bulbs in use somewhere (other than at your residence) before you bought any?
Where would that have been? (Check all that apply)
<1> A family member's home
<2> Someone else's home
<3> The place where you work
<4> A store or an office you visited.
<5> A church, school or public building
<6> A store that sells lighting products
<7> Other, please specify
<9> Don't know, can't remember
Answer ===>
- q076 Where can you remember seeing any advertising or technical information about Compact Fluorescents specifically? (Check all that apply)
(Wait to prompt...
Maybe on TV, radio, Magazines, Newspapers, or Store circulars?)
<1> Radio or TV Commercial or Home Show
<2> Newspaper advertising
<3> Other print or magazines
<4> Store "flyer or catalog" mailed to your home
<5> Point of Purchase Display Materials
<6> Bill insert or other mailing from electric company
<7> Another person (friend or relative)
<8> Other, please specify
Answer ===>

SCE Residential Retail Lighting Baseline Survey

q077 Have you ever discussed Compact Fluorescent Bulbs with a friend, family member or co-worker? Maybe someone was asking for advice? Maybe telling them of your experience with compact fluorescents?

- <1> Yes
- <3> No
- <5> Don't know, can't remember

Answer ==> [goto 085]

For those respondents who don't have any Compact Fluorescent Bulbs...

q080 (If the interviewer is sure respondent knows what a Compact Fluorescent Bulb is, ask...)

What can you tell me about Compact Fluorescent Bulbs?
What have you heard?
(Record answers, do not prompt) (Check all that apply)

They...

- <1> Save energy and money
- <2> Are more expensive than regular light bulbs
- <3> Last longer
- <4> Give off bad light color or flicker
- <5> Hum
- <6> Interfere with electronics
- <7> Other, please explain

Answer ==>

q081 Where can you remember seeing Compact Fluorescents in use?
(Check all that apply)

Perhaps at...

- <1> A family member's home.
- <2> Someone else's home
- <3> Your workplace
- <4> A store or an office you visited
- <5> A church, school or public building
- <6> A store that sells lighting products
- <7> Other, please specify
- <9> Don't know, can't remember

Answer ==>

q085 Do you think you are likely to purchase Compact Fluorescent Bulbs for your future lighting needs?

- <1> Yes
- <3> No, please explain
- <5> Don't know, won't say

Answer ==>

SCE Residential Retail Lighting Baseline Survey

Influence on purchase

q090 When purchasing lighting products would you likely ask for help selecting the right type for your needs?

- <1> Yes
- <3> No
- <5> Don't know

Answer ==>

q091 When shopping for lighting products, would you likely stop at store displays and read the information they contain?

- <1> Yes
- <3> No
- <5> Don't know

Answer ==>

The "test"

q100 What would you say uses the most electricity in the average home in Southern California? Enter choice number for each in rank order

Do you think it would be... (Read list. Check all that apply)

- <1> Cooking, dishwashing & clothes washing
- <2> Refrigerator and freezers
- <3> Heating and air conditioning
- <4> Electronics - TVs, stereos, computers
- <5> Lighting (inside and out)

q103 On electric bill, electricity is measured in kilowatt hours (kWh). Do you know about what a kilowatt hour costs at your residence?

Do you think it is closest to...

- <1> 5 cents
- <2> 10 cents
- <3> 15 cents
- <4> 20 cents or more
- <5> Respondent provides an exact answer
- <9> Don't know, no guess provided

Answer ==>

q105 How much of the average residential electric bill (in Southern California) goes for lighting?

Would you say it is closest to...

- <1> 5 percent
- <2> 10 percent
- <3> 20 percent
- <4> 30 percent or
- <5> 50 percent or more.
- <9> Don't Know, no guess provided

Answer ==>

SCE Residential Retail Lighting Baseline Survey

q107 How much do you think a four-foot fluorescent tube costs?

Do you think that would be about...

<1> \$1

<2> \$3

<3> \$5 or

<4> \$10 or more

<5> Respondent provides an exact answer

<9> Don't Know, no guess provided

(Please give your best guess. Or if you don't know, imagine, if you went shopping for one, what would you expect to pay?)

Answer ==>

q108 How about a standard 60 or 100 watt incandescent light bulb? These often come in a 4-pack.

Do you think that a 4-pack of incandescent bulbs would be closest to...

<1> \$1.00

<2> \$1.50

<3> \$2.00

<4> \$4.00

<5> Respondent provides an exact answer [specify]

<9> Don't Know, no guess provided

(Please give your best guess. Or if you don't know, imagine, if you went shopping for one, what would you expect to pay?)

Answer ==>

q109 How about Compact Fluorescent Bulbs -- say one that produces about the same amount of light as a 60 watt regular (incandescent) bulb?

Do you think that would be...

<1> \$2

<2> \$5

<3> \$10

<4> \$20 or more?

<5> Respondent provides an exact answer [specify]

<9> Don't know, no guess provided

(Please give your best guess. Or if you don't know, imagine, if you went shopping for one, what would you expect to pay?)

Answer ==>

q110 Now, comparing Compact Fluorescent Bulbs to regular (Incandescent) light bulbs...

How much electricity does it take to run CFLs...

<1> About the same

<2> About half as much

<3> About a one fourth as much

<5> Or Less than that

<9> Don't Know, no guess provided

Answer ==>

SCE Residential Retail Lighting Baseline Survey

q111 How much longer do you think CFLs last (than incandescent bulbs)?

- <1> The same length of time
- <2> Twice as long
- <3> Five times as long
- <4> Ten times as long or more
- <5> More, but no idea of how long
- <9> Don't Know, no guess provided

Answer ===>

HOUSEHOLD CHARACTERISTICS

q118 Ok, that's the end of the questions about lighting.
Now, I just have a few more questions about your household.

(Again, all answers are confidential)

How many adults (18+) live in your household?

- <0> None
- <1-8> Adults
- <9> Won't Say

Answer ===>

q119 What is the age of your Head of Household?

- <1> Less than 24 years of age
- <2> 24 - 30
- <3> 30 - 40
- <4> 40 - 50
- <5> 50 - 60
- <6> 60 - 70
- <7> 70 and above
- <9> Won't say

Answer ===>

q120 How many of the adults in your household are employed on a full-time basis?

- <0> None
- <1-8> Adults
- <9> Won't say

Answer ===>

q121 How many of the adults in your household are retired (from previous employment)?

- <0> None
- <1-8> Adults
- <9> Won't say

Answer ===>

SCE Residential Retail Lighting Baseline Survey

q122 In what year was your home built?

- <1> Prior to 1950
- <2> 1950 - 1975
- <3> 1976 - 1990
- <4> Since 1990

- <9> Don't know, won't guess

Answer ==>

q123 How long have you lived there?

- <1> Less than 1 year
- <2> 2 - 5 years
- <3> 5 to 10 years
- <4> Over 10 years

- <9> Don't know, won't guess

Answer ==>

q124 Were you the first occupant or did someone else live there before you?

- <1> Respondent's family was the first occupant
- <3> Someone else lived there previously
- <9> Won't say

Answer ==>

q125 What is the approximate square footage of your home?

_____ (sq. ft.) (use "9" for don't know, no guess provided)

Answer ==>

q126 How many bedrooms does your home have?

- <0> None
- <1-7> One to seven bedrooms
- <8> Eight or more
- <9> Don't know, won't say

Answer ==>

q127 Do people in your household usually speak a language other than English?

No...

- <1> English only spoken in the home

Yes...

- <2> Spanish
- <3> Asian Language(s)
- <4> Other language [specify]

Answer ==>

SCE Residential Retail Lighting Baseline Survey

q128 Does your home have air conditioning?

Yes...

- <1> Central air-conditioning
- <2> Window or Wall air-conditioning units

No...

- <3> Does not have air-conditioning

Answer ==>

q129 What is the highest level of education completed by a member of your household?

(Prompt with level)

- <1> Grammar school
- <2> Some high school
- <3> High school graduate or equivalent
- <4> Some college or technical school
- <5> College graduate
- <6> Post-graduate study

- <9> No response/refused

Answer ==>

q132 For classification purposes, is your total household income above or below \$50,000 a year?

- <1> Above [goto 133]
- <3> Below [goto 134]
- <5> Don't know, won't say [goto 135]

Answer ==>

q133 Is it above or below \$100,000 a year?

(We would just like to classify the income of households in this rough way.)

- <1> Above
- <3> Below
- <5> Don't know, won't say

Answer ==> [goto 135]

q134 Is it above or below \$25,000 a year?

- <1> Above
- <3> Below
- <5> Don't know, won't say

Answer ==>

q135 Well, that's the last question I have today. Thank you, you've been very helpful.

Code Respondent's Gender (DON'T ASK)

- <1> Male
- <3> Female
- <5> Don't know, can't tell

Answer ==>