



SOUTHERN CALIFORNIA  
**EDISON**

An *EDISON INTERNATIONAL*<sup>SM</sup> Company

**Residential Retail Lighting**  
Market Transformation Baseline Study

Codebook

*July 1998*

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## Data Table Notes

The data contained in this codebook represent the 515 complete responses received for the Southern California Edison Residential Retail Lighting Survey. These respondents were generated from a Random Digit Dialer sample of residential households in Southern California.

This codebook serves as documentation of the basic variables for the complete file of survey respondents. As such, its intended audience is programmers and analysts who will have "hands-on" contact with these data. The codebook displays raw frequency distributions for all questionnaire items and identifies the particular variable names that are assigned in the delivered SAS data files. The codebook also presents the complete question text aligned next to its corresponding frequency distribution. This has been done so that the analyst can fully understand the context of a questionnaire item when looking at its response distribution.

The data themselves are delivered and documented in the publication, Southern California Edison's Residential Retail Lighting Market Transformation Study. The telephone survey script used for this survey can be found in the Appendix of this volume.

RESIDENCE CHARACTERISTICS

Have I reached you at home? Is this your...		Residence or Business			Cumulative	Cumulative
		Q001	Frequency	Percent	Frequency	Percent
1	Residence	Residence	511	99.2	511	99.2
3	Business or other organization?	Business	3	0.6	514	99.8
5	Won't Say	Won't Say	1	0.2	515	100.0

What Utility company supplies electricity to your residence?		Utility Company			Cumulative	Cumulative
		Q002	Frequency	Percent	Frequency	Percent
1	SCE	SCE	365	70.9	365	70.9
2	Los Angeles DWP	Los Angeles DWP	69	13.4	434	84.3
3	SDG&E	SDG&E	4	0.8	438	85.0
4	PG&E	PG&E	24	4.7	462	89.7
5	Pasadena DWP	Pasadena DWP	8	1.6	470	91.3
6	Burbank DWP	Burbank DWP	1	0.2	471	91.5
7	Anaheim DWP	Anaheim DWP	2	0.4	473	91.8
8	Other	Other	9	1.7	482	93.6
9	Don't Know	Don't Know	33	6.4	515	100.0

Is your residence a...		Type of Residence			Cumulative	Cumulative
		Q003	Frequency	Percent	Frequency	Percent
1	Single family	Single family	349	67.8	349	67.8
2	Apartment/Condo	Apartment/Condo	141	27.4	490	95.1
3	Mobile Home	Mobile Home	23	4.5	513	99.6
5	Other	Other	2	0.4	515	100.0

Do you own or rent this residence?		Own or Rent			Cumulative	Cumulative
		Q004	Frequency	Percent	Frequency	Percent
1	Own or buying	Own or buying	334	64.9	334	64.9
2	Rent	Rent	179	34.8	513	99.6
5	Other	Other	2	0.4	515	100.0

Do you pay the electric bill or does your landlord pay it?		Who pays electric bill				
		Q005	Frequency	Percent	Cumul ati ve Frequency	Cumul ati ve Percent
.	No answer	No answer	334	64.9	334	64.9
1	I/We pay it	I/We pay it	153	29.7	487	94.6
3	Landlord pays	Landlord pays	27	5.2	514	99.8
5	Don't know	Don't know	1	0.2	515	100.0

BUYING HABITS

Can you think of the last time anyone in your household purchased lighting supplies?		Who made last lighting purchase				
		Q010	Frequency	Percent	Cumul ati ve Frequency	Cumul ati ve Percent
0	No,Can't think	No, Can't think	141	27.4	141	27.4
1	Respondent	Respondent	308	59.8	449	87.2
2	Spouse	Spouse	41	8.0	490	95.1
3	Other family member	Family member	15	2.9	505	98.1
4	Household member (non-relative)	Household member	0	0.0	505	98.1
5	Yes,Can't think	Yes, Can't think	10	1.9	515	100.0

What did (you/they) buy - bulbs, lamps or lighting fixtures?		Type of lighting purchased				
		Q011	Frequency	Percent	Cumul ati ve Frequency	Cumul ati ve Percent
.	No answer	No answer	141	27.4	141	27.4
1	Incandescent	Incandescent	288	55.9	429	83.3
2	Fluorescent	Fluorescent	18	3.5	447	86.8
3	Light fixtures	Light fixtures	15	2.9	462	89.7
4	Lamps	Lamps	36	7.0	498	96.7
5	Energy efficient	Energy efficient	8	1.6	506	98.3
8	Other specialty	Other specialty	1	0.2	507	98.4
9	Can't remember	Can't remember	8	1.6	515	100.0

Can you recall where was this purchase was made?		Recall where purchase was made				
		Q012	Frequency	Percent	Cumul ati ve Frequency	Cumul ati ve Percent
.	No answer	No answer	141	27.4	141	27.4
1	Grocery stores	Grocery stores	119	23.1	260	50.5
2	Drug stores	Drug stores	8	1.6	268	52.0
3	Local hardware	Local hardware	19	3.7	287	55.7
4	Discount dept.	Discount dept.	62	12.0	349	67.8
5	Home/Bldg supply	Home/Bl dg suppl y	107	20.8	456	88.5
6	Large discount or club store	Large di scount	11	2.1	467	90.7
7	Specialty	Speci al ty	12	2.3	479	93.0
8	Other	Other	12	2.3	491	95.3
9	Don't know	Don't know	24	4.7	515	100.0

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

Shop for incandescent bulbs

		Q013	Frequency	Percent	Cumul ati ve Frequency	Cumul ati ve Percent
1	Grocery stores	Grocery stores	231	44.9	231	44.9
2	Drug stores	Drug stores	17	3.3	248	48.2
3	Local hardware	Local hardware	23	4.5	271	52.6
4	Discount dept.	Di scount dept.	91	17.7	362	70.3
5	Home/Bldg supply	Home/BI dg suppl y	105	20.4	467	90.7
6	Large discount or club store	Large di scount	18	3.5	485	94.2
7	Specialty	Speci al ty	3	0.6	488	94.8
8	Other	Other	9	1.7	497	96.5
9	Don't know	Don' t know	18	3.5	515	100.0

Which member of your family would probably shop for regular light bulbs?

Member who shops for light bulbs

		Q014	Frequency	Percent	Cumul ati ve Frequency	Cumul ati ve Percent
1	Respondent	Respondent	411	79.8	411	79.8
2	Spouse	Spouse	68	13.2	479	93.0
3	Other family member	Fami ly member	29	5.6	508	98.6
4	Household member (non-relative)	Househol d member	1	0.2	509	98.8
5	Don't know	Don' t know	6	1.2	515	100.0

Where would someone in your household shop for specialized lighting?

Shop for specialized lighting

		Q015	Frequency	Percent	Cumul ati ve Frequency	Cumul ati ve Percent
1	Grocery stores	Grocery stores	17	3.3	17	3.3
2	Drug stores	Drug stores	3	0.6	20	3.9
3	Local hardware	Local hardware	29	5.6	49	9.5
4	Discount dept.	Di scount dept.	58	11.3	107	20.8
5	Home/Bldg supply	Home/BI dg suppl y	297	57.7	404	78.4
6	Large discount or club store	Large di scount	12	2.3	416	80.8
7	Specialty	Speci al ty	53	10.3	469	91.1
8	Other	Other	2	0.4	471	91.5
9	Don't know	Don' t know	44	8.5	515	100.0

Which member of your family would probably shop for specialized lighting equipment?

Member of family who shop for lighting

		Q016	Frequency	Percent	Cumul ati ve Frequency	Cumul ati ve Percent
1	Respondent	Respondent	391	75.9	391	75.9
2	Spouse	Spouse	73	14.2	464	90.1
3	Other family member	Fami ly member	29	5.6	493	95.7
4	Household member (non-relative)	Househol d member	1	0.2	494	95.9
5	Don't know	Don' t know	21	4.1	515	100.0

If you wanted a new wired-in lighting fixture, would you...		Method for installing wired-in lights				
		Q017A	Frequency	Percent	Cumul ative Frequency	Cumul ative Percent
1	Install by self	Install by self	216	41.9	216	41.9
2	Have friend or relative install it	Have a friend	141	27.4	357	69.3
3	Have electric contractor install it	Have contractor	138	26.8	495	96.1
5	Don't know	Don't know	20	3.9	515	100.0

Would you be likely to...		Would you be likely to				
		Q017B	Frequency	Percent	Cumul ative Frequency	Cumul ative Percent
.	No answer	No answer	377	73.2	377	73.2
1	Shop first	Shop first	88	17.1	465	90.3
2	Call contract for help in selection	Call contractor	39	7.6	504	97.9
5	Don't know	Don't know	11	2.1	515	100.0

LIGHTING ADVERTISEMENTS

Where can you remember seeing lighting ads were seen?

Radio/TV or home show		Radio/TV or home show				
		Q018A	Frequency	Percent	Cumul ative Frequency	Cumul ative Percent
.	No answer	No answer	328	63.7	328	63.7
1	Yes	Yes	187	36.3	515	100.0

Newspaper advertising		Newspaper advertising				
		Q018B	Frequency	Percent	Cumul ative Frequency	Cumul ative Percent
.	No answer	No answer	358	69.5	358	69.5
1	Yes	Yes	157	30.5	515	100.0

Other print or magazine		Other print or magazine				
		Q018C	Frequency	Percent	Cumul ative Frequency	Cumul ative Percent
.	No answer	No answer	469	91.1	469	91.1
1	Yes	Yes	46	8.9	515	100.0

Store flyer or catalog		Store flyer or catalog		Cumul ati ve	Cumul ati ve	
		Q018D	Frequency	Percent	Frequency	Percent
.	No answer	No answer	407	79.0	407	79.0
1	Yes	Yes	108	21.0	515	100.0

Point of purchase		Point of purchase		Cumul ati ve	Cumul ati ve	
		Q018E	Frequency	Percent	Frequency	Percent
.	No answer	No answer	476	92.4	476	92.4
1	Yes	Yes	39	7.6	515	100.0

Bill insert from utility		Bill insert from utility		Cumul ati ve	Cumul ati ve	
		Q018F	Frequency	Percent	Frequency	Percent
.	No answer	No answer	503	97.7	503	97.7
1	Yes	Yes	12	2.3	515	100.0

Another person		Another person		Cumul ati ve	Cumul ati ve	
		Q018G	Frequency	Percent	Frequency	Percent
.	No answer	No answer	512	99.4	512	99.4
1	Yes	Yes	3	0.6	515	100.0

Other		Other		Cumul ati ve	Cumul ati ve	
		Q018H	Frequency	Percent	Frequency	Percent
.	No answer	No answer	509	98.8	509	98.8
1	Yes	Yes	6	1.2	515	100.0

ENERGY SAVING MESSAGE

Where can you remember seeing, reading or hearing messages about energy savings (conservation) for lighting?

Radio/TV or home show		Radio/TV or home show				
		Q019A	Frequency	Percent	Cumulative Frequency	Cumulative Percent
.	No answer	No answer	328	63.7	328	63.7
1	Yes	Yes	187	36.3	515	100.0

Newspaper advertising		Newspaper advertising				
		Q019B	Frequency	Percent	Cumulative Frequency	Cumulative Percent
.	No answer	No answer	457	88.7	457	88.7
1	Yes	Yes	58	11.3	515	100.0

Other print or magazine		Other print or magazine				
		Q019C	Frequency	Percent	Cumulative Frequency	Cumulative Percent
.	No answer	No answer	500	97.1	500	97.1
1	Yes	Yes	15	2.9	515	100.0

Store flyer or catalog		Store flyer or catalog				
		Q019D	Frequency	Percent	Cumulative Frequency	Cumulative Percent
.	No answer	No answer	475	92.2	475	92.2
1	Yes	Yes	40	7.8	515	100.0

Point of purchase display		Point of purchase display				
		Q019E	Frequency	Percent	Cumulative Frequency	Cumulative Percent
.	No answer	No answer	493	95.7	493	95.7
1	Yes	Yes	22	4.3	515	100.0

Bill insert from utility		Bill insert from utility				
		Q019F	Frequency	Percent	Cumulative Frequency	Cumulative Percent
.	No answer	No answer	342	66.4	342	66.4
1	Yes	Yes	173	33.6	515	100.0



Another person		Another person				
		Q019G	Frequency	Percent	Cumul ative Frequency	Cumul ative Percent
.	No answer	No answer	513	99.6	513	99.6
1	Yes	Yes	2	0.4	515	100.0

Other		Other				
		Q019H	Frequency	Percent	Cumul ative Frequency	Cumul ative Percent
.	No answer	No answer	509	98.8	509	98.8
1	Yes	Yes	6	1.2	515	100.0

FLUORESCENT LIGHTING

Do you have any FLUORESCENT LIGHTING installed at your residence?		Fluorescent Lighting Installed				
		Q020	Frequency	Percent	Cumul ative Frequency	Cumul ative Percent
1	Yes	Yes	347	67.4	347	67.4
3	No	No	167	32.4	514	99.8
5	Don't know	Don't know	1	0.2	515	100.0

Did you purchase this FLUORESCENT LIGHTING or were they in your residence when you moved in? Did you purchase ...		Purchased Fluorescent Lighting				
		Q023	Frequency	Percent	Cumul ative Frequency	Cumul ative Percent
.	No answer	No answer	168	32.6	168	32.6
1	All of them	All of them	127	24.7	295	57.3
2	Some of them	Some of them	45	8.7	340	66.0
3	They were already there when I moved in	None of them	175	34.0	515	100.0
5	Don't know	Don't know	0	0.0	515	100.0

Does FLUORESCENT LIGHTING do a good job of providing the kind of light you need in these locations?		Fluorescent Lighting does a good job				
		Q024	Frequency	Percent	Cumul ative Frequency	Cumul ative Percent
.	No answer	No answer	168	32.6	168	32.6
1	Yes	Yes	328	63.7	496	96.3
3	No	No	18	3.5	514	99.8
5	Don't know	Don't know	1	0.2	515	100.0

What type of lighting would you prefer in its place?		Lighting preferred over Fluorescents				
		Q025	Frequency	Percent	Cumul ative Frequency	Cumul ative Percent
.	No answer	No answer	497	96.5	497	96.5
1	Regular (incandescent) light bulbs	Regul ar	9	1.7	506	98.3
2	Modern Fluorescent lighting	Fl uorescent	1	0.2	507	98.4
3	Halogen lights	Hal ogen l ights	4	0.8	511	99.2
4	CFB	CFB	0	0.0	511	99.2
8	Other	Other	0	0.0	511	99.2
9	Don't know	Don' t know	4	0.8	515	100.0

**HALOGEN LIGHTING**

Do you have any HALOGEN LIGHTING in your residence?		Have Hal ogen Li ghting				
		Q030	Frequency	Percent	Cumul ative Frequency	Cumul ative Percent
1	Yes	Yes	188	36.5	188	36.5
3	No	No	327	63.5	515	100.0
5	Don't know	Don' t know	0	0.0	515	100.0

Did you purchase these HALOGEN LIGHTS or were they in your residence when you moved in? Did you purchase ...		Purchased Hal ogen Li ghts				
		Q033	Frequency	Percent	Cumul ative Frequency	Cumul ative Percent
.	No answer	No answer	327	63.5	327	63.5
1	All of them	All of them	153	29.7	480	93.2
2	Some of them	Some of them	2	0.4	482	93.6
3	They were already there when I moved in	None of them	33	6.4	515	100.0
5	Don't know	Don' t know	0	0.0	515	100.0

Does halogen lighting do a good job of providing the kind of light you need in these locations?		Hal ogen l ighting does a good job				
		Q034	Frequency	Percent	Cumul ative Frequency	Cumul ative Percent
.	No answer	No answer	327	63.5	327	63.5
1	Yes	Yes	176	34.2	503	97.7
3	No	No	10	1.9	513	99.6
5	Don't know	Don' t know	2	0.4	515	100.0

What type of lighting would you prefer in its place?		Lighting preferred over halogen				
		Q035	Frequency	Percent	Cumul ati ve Frequency	Cumul ati ve Percent
.	No answer	No answer	505	98.1	505	98.1
1	Regular (incandescent) light bulbs	Regul ar	5	1.0	510	99.0
2	Modern Fluorescent lighting	Fl uorescent	2	0.4	512	99.4
3	Other Halogen	Other Halogen	1	0.2	513	99.6
4	CFB	CFB	1	0.2	514	99.8
8	Other	Other	0	0.0	514	99.8
9	Don't know	Don' t know	1	0.2	515	100.0

SKYLIGHTS

Do you have Skylights in your residence?		Have Skylights				
		Q040	Frequency	Percent	Cumul ati ve Frequency	Cumul ati ve Percent
1	Yes	Yes	70	13.6	70	13.6
3	No	No	445	86.4	515	100.0
5	Don't know	Don' t know	0	0.0	515	100.0

Did you purchase these SKYLIGHTS or were they there in your residence) when you moved in? Did you purchase ...		Purchased skylights				
		Q042	Frequency	Percent	Cumul ati ve Frequency	Cumul ati ve Percent
.	No answer	No answer	445	86.4	445	86.4
1	All of them	All of them	32	6.2	477	92.6
2	Some of them	Some of them	1	0.2	478	92.8
3	They were already there when I moved in	None of them	36	7.0	514	99.8
5	Don't know	Don' t know	1	0.2	515	100.0

Do you think that these SKYLIGHTS help you save by allowing you to use daylight rather than more electricity?		Skylights help save electricity				
		Q043	Frequency	Percent	Cumul ati ve Frequency	Cumul ati ve Percent
.	No answer	No answer	445	86.4	445	86.4
1	Yes	Yes	59	11.5	504	97.9
3	No	No	8	1.6	512	99.4
5	Don't know	Don' t know	3	0.6	515	100.0

**LIGHTING CONTROLS**

Do you have any motion detectors, timers, occupancy or photo sensors in use at your residence?		Have motion detectors, timers, etc.				
		Q050	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	Yes	Yes	209	40.6	209	40.6
3	No	No	300	58.3	509	98.8
5	Don't know	Don't know	6	1.2	515	100.0

Did you purchase these Lighting Controls or were they in your residence when you moved in? Did you purchase ...		Purchased lighting controls				
		Q053	Frequency	Percent	Cumulative Frequency	Cumulative Percent
.	No answer	No answer	306	59.4	306	59.4
1	All of them	All of them	169	32.8	475	92.2
2	Some of them	Some of them	0	0.0	475	92.2
3	They were already there when I moved in	None of them	19	3.7	494	95.9
5	Don't know	Don't know	21	4.1	515	100.0

**COMPACT FLUORESCENT LAMPS**

Do you have any compact fluorescent bulbs in your residence?		Have compact fluorescent bulbs				
		Q060	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	Yes	Yes	77	15.0	77	15.0
3	No	No	110	21.4	187	36.3
5	Don't know	Don't know	328	63.7	515	100.0

Where compact fluorescent bulbs are located:

CFBs located outside		CFBs located outside				
		Q061A	Frequency	Percent	Cumulative Frequency	Cumulative Percent
.	No answer	No answer	490	95.1	490	95.1
1	Outside	Outside	25	4.9	515	100.0

CFBs located living room		CFBs located living room				
		Q061B	Frequency	Percent	Cumulative Frequency	Cumulative Percent
.	No answer	No answer	480	93.2	480	93.2
1	Living room	Living room	35	6.8	515	100.0

CFBs located office/den		CFBs located office/den				
		Q061C	Frequency	Percent	Cumul ative Frequency	Cumul ative Percent
.	No answer	No answer	502	97.5	502	97.5
1	Office/den	Offi ce/den	13	2.5	515	100.0

CFBs located dining/breakfast room		CFBs located dining/breakfast room				
		Q061D	Frequency	Percent	Cumul ative Frequency	Cumul ative Percent
.	No answer	No answer	506	98.3	506	98.3
1	Dining room	Di ning room	9	1.7	515	100.0

CFBs located kitchen		CFBs located ki tchen				
		Q061E	Frequency	Percent	Cumul ative Frequency	Cumul ative Percent
.	No answer	No answer	507	98.4	507	98.4
1	Kitchen	Ki tchen	8	1.6	515	100.0

CFBs located bedroom		CFBs located bedroom				
		Q061F	Frequency	Percent	Cumul ative Frequency	Cumul ative Percent
.	No answer	No answer	485	94.2	485	94.2
1	Bedroom	Bedroom	30	5.8	515	100.0

CFBs located bathroom		CFBs located bathroom				
		Q061G	Frequency	Percent	Cumul ative Frequency	Cumul ative Percent
.	No answer	No answer	504	97.9	504	97.9
1	Bathroom	Bathroom	11	2.1	515	100.0

CFBs located garage/basement		CFBs located garage/basement				
		Q061H	Frequency	Percent	Cumul ative Frequency	Cumul ative Percent
.	No answer	No answer	502	97.5	502	97.5
1	Garage	Garage	13	2.5	515	100.0

CFBs located hallways or closets		CFBs located hallways				
		Q061I	Frequency	Percent	Cumulative Frequency	Cumulative Percent
.	No answer	No answer	509	98.8	509	98.8
1	hallways	hallways	6	1.2	515	100.0

CFBs located other place		CFBs located other place				
		Q061J	Frequency	Percent	Cumulative Frequency	Cumulative Percent
.	No answer	No answer	511	99.2	511	99.2
1	Other place	Other place	4	0.8	515	100.0

Fixtures where CFBs are found  
Plug-in lamps...

Table or Desk lamps		Table or Desk lamps				
		Q062A	Frequency	Percent	Cumulative Frequency	Cumulative Percent
.	No answer	No answer	464	90.1	464	90.1
1	Desk	Desk	51	9.9	515	100.0

Floor lamps		Floor lamps				
		Q062B	Frequency	Percent	Cumulative Frequency	Cumulative Percent
.	No answer	No answer	500	97.1	500	97.1
1	Floor lamp	Floor lamp	15	2.9	515	100.0

Wired-in fixtures on...

Ceiling fixture		Ceiling fixture				
		Q062C	Frequency	Percent	Cumulative Frequency	Cumulative Percent
.	No answer	No answer	478	92.8	478	92.8
1	Ceiling	Ceiling	37	7.2	515	100.0

Wall fixture		Wall fixture				
		Q062D	Frequency	Percent	Cumulative Frequency	Cumulative Percent
.	No answer	No answer	501	97.3	501	97.3
1	Wall	Wall	14	2.7	515	100.0

Other fixture		Other fixture				
		Q062J	Frequency	Percent	Cumul ati ve Frequency	Cumul ati ve Percent
.	No answer	No answer	514	99.8	514	99.8
1	Other	Other	1	0.2	515	100.0

Did you purchase these compact fluorescent bulbs or were they in your residence when you moved in? Did you purchase and install...		Purchased compact fluorescent bulbs				
		Q063A	Frequency	Percent	Cumul ati ve Frequency	Cumul ati ve Percent
.	No answer	No answer	438	85.0	438	85.0
1	All of them	All of them	66	12.8	504	97.9
2	Some of them	Some of them	1	0.2	505	98.1
3	They were already there when I moved in	None of them	9	1.7	514	99.8
5	Don't know	Don' t know	1	0.2	515	100.0

How many compact fluorescent light bulbs do you currently have installed either inside or outside your home?		Number of CFBs installed				
		Q063B	Frequency	Percent	Cumul ati ve Frequency	Cumul ati ve Percent
.	No answer	No answer	438	85.0	438	85.0
0	None	None	3	0.6	441	85.6
1	1	1	11	2.1	452	87.8
2-4	2 - 4	2 - 4	32	6.2	484	94.0
5-6	5 - 6	5 - 6	9	1.7	493	95.7
7-9	7 - 9	7 - 9	5	1.0	498	96.7
10-50	10 - 50	10 - 50	9	1.7	507	98.4
88	50+	50+	0	0.0	507	98.4
99	Don't know	Don' t know	8	1.6	515	100.0

Have any of these been in use for over...		Length of time CFBs in use				
		Q063C	Frequency	Percent	Cumul ati ve Frequency	Cumul ati ve Percent
.	No answer	No answer	438	85.0	438	85.0
1	One year	One year	18	3.5	456	88.5
2	Two years	Two years	16	3.1	472	91.7
3	Three years	Three years	13	2.5	485	94.2
4	Four years	Four years	5	1.0	490	95.1
5	Five years	Fi ve years	15	2.9	505	98.1
9	Don't know	Don' t know	10	1.9	515	100.0

Have you or anyone in your household ever received a free compact fluorescent from your electric utility?		Received free CLBs from Electric Co.			Cumulative Frequency	Cumulative Percent
		Q063D	Frequency	Percent		
.	No answer	No answer	438	85.0	438	85.0
1	Yes	Yes	8	1.6	446	86.6
3	No	No	69	13.4	515	100.0
5	Don't know	Don't know	0	0.0	515	100.0

Do these compact fluorescents do a good job of providing the kind of light you need?		CFBs do a good job of providing light			Cumulative Frequency	Cumulative Percent
		Q065A	Frequency	Percent		
.	No answer	No answer	438	85.0	438	85.0
1	Yes	Yes	62	12.0	500	97.1
3	No	No	12	2.3	512	99.4
5	Don't know	Don't know	3	0.6	515	100.0

What type of lighting would you prefer in their place?		Lighting preferred over CFBs			Cumulative Frequency	Cumulative Percent
		Q065B	Frequency	Percent		
.	No answer	No answer	503	97.7	503	97.7
1	Regular (incandescent) light bulbs	Regular	11	2.1	514	99.8
2	Modern Fluorescent lighting	Fluorescent	1	0.2	515	100.0
3	Other Halogen	Other Halogen	0	0.0	515	100.0
4	Different CFB	Different CFB	0	0.0	515	100.0
8	Other	Other	0	0.0	515	100.0
9	Don't know	Don't know	0	0.0	515	100.0

Do you or any members of your household dislike these compact fluorescent bulbs for any reason?		Household members do not like CFBs			Cumulative Frequency	Cumulative Percent
		Q066	Frequency	Percent		
.	No answer	No answer	438	85.0	438	85.0
1	Yes	Yes	19	3.7	457	88.7
3	No	No	55	10.7	512	99.4
5	Don't know	Don't know	3	0.6	515	100.0



Reason any family member objects to CFBs

Bulb(s) not bright enough

Bulb(s) not bright enough

		Q067A	Frequency	Percent	Cumulative Frequency	Cumulative Percent
.	No answer	No answer	501	97.3	501	97.3
1	Yes	Yes	14	2.7	515	100.0

Bulb(s) not attractive

Bulb(s) not attractive

		Q067B	Frequency	Percent	Cumulative Frequency	Cumulative Percent
.	No answer	No answer	514	99.8	514	99.8
1	Yes	Yes	1	0.2	515	100.0

Bulb is not right for the setting

Bulb is not right for the setting

		Q067C	Frequency	Percent	Cumulative Frequency	Cumulative Percent
.	No answer	No answer	514	99.8	514	99.8
1	Yes	Yes	1	0.2	515	100.0

Bulb flickers

Bulb flickers

		Q067D	Frequency	Percent	Cumulative Frequency	Cumulative Percent
.	No answer	No answer	514	99.8	514	99.8
1	Yes	Yes	1	0.2	515	100.0

Do not fit the light fixtures

Do not fit the light fixtures

		Q067E	Frequency	Percent	Cumulative Frequency	Cumulative Percent
.	No answer	No answer	514	99.8	514	99.8
1	Yes	Yes	1	0.2	515	100.0

Too expensive

Too expensive

		Q067F	Frequency	Percent	Cumulative Frequency	Cumulative Percent
.	No answer	No answer	513	99.6	513	99.6
1	Yes	Yes	2	0.4	515	100.0

Makes an annoying noise		Makes an annoying noise				
		Q067G	Frequency	Percent	Cumul ati ve Frequency	Cumul ati ve Percent
.	No answer	No answer	515	100.0	515	100.0
1	Yes	Yes	0	0.0	515	100.0

Not instant on or dimmable		Not instant on or dimmable				
		Q067H	Frequency	Percent	Cumul ati ve Frequency	Cumul ati ve Percent
.	No answer	No answer	510	99.0	510	99.0
1	Yes	Yes	5	1.0	515	100.0

Other		Other				
		Q067I	Frequency	Percent	Cumul ati ve Frequency	Cumul ati ve Percent
.	No answer	No answer	513	99.6	513	99.6
1	Yes	Yes	2	0.4	515	100.0

Do you remember talking with a salesperson when you made your most recent CFL purchase?		Remember talking with a salesman				
		Q072A	Frequency	Percent	Cumul ati ve Frequency	Cumul ati ve Percent
.	No answer	No answer	438	85.0	438	85.0
1	Yes	Yes	10	1.9	448	87.0
3	No	No	63	12.2	511	99.2
5	Don't know	Don't know	4	0.8	515	100.0

Did the salesperson encourage you to buy high efficiency lighting equipment?		Encouraged to buy efficient lighting				
		Q072B	Frequency	Percent	Cumul ati ve Frequency	Cumul ati ve Percent
.	No answer	No answer	505	98.1	505	98.1
1	Yes	Yes	7	1.4	512	99.4
3	No	No	3	0.6	515	100.0
5	Don't know	Don't know	0	0.0	515	100.0

How much influence would you say the salesperson had on your decision to purchase compact fluorescent bulbs? Did they have...

Amount of influence of salesperson

		Q072C	Frequency	Percent	Cumul ative Frequency	Cumul ative Percent
.	No answer	No answer	505	98.1	505	98.1
1	No influence	No influence	1	0.2	506	98.3
2	Very little	Very little	2	0.4	508	98.6
3	Some influence	Some influence	4	0.8	512	99.4
4	A great deal	A great deal	1	0.2	513	99.6
9	Don't know	Don't know	2	0.4	515	100.0

Can you remember the reason you purchased your first compact fluorescent bulb? Would you say the most important reason was..

Reason for purchasing first CFB

		Q073	Frequency	Percent	Cumul ative Frequency	Cumul ative Percent
.	No answer	No answer	438	85.0	438	85.0
1	Rebate or discount made purchase attractive	Rebate/di scount	5	1.0	443	86.0
2	Save electricity	Save electricity	45	8.7	488	94.8
3	Change bulb less	Change bulb less	6	1.2	494	95.9
4	Other	Other	4	0.8	498	96.7
8	Don't know	Don't know	7	1.4	505	98.1
9	Does not apply	Does not apply	10	1.9	515	100.0

Place where CFBs were seen in use

Where can you remember seeing compact fluorescent bulbs in use?

Family members home

Family members home

		Q074A	Frequency	Percent	Cumul ative Frequency	Cumul ative Percent
.	No answer	No answer	497	96.5	497	96.5
1	Yes	Yes	18	3.5	515	100.0

Someone else's home

Someone else's home

		Q074B	Frequency	Percent	Cumul ative Frequency	Cumul ative Percent
.	No answer	No answer	508	98.6	508	98.6
1	Yes	Yes	7	1.4	515	100.0

Place where you work

Place where you work

		Q074C	Frequency	Percent	Cumul ative Frequency	Cumul ative Percent
.	No answer	No answer	505	98.1	505	98.1
1	Yes	Yes	10	1.9	515	100.0

Store or office		Store or office		Cumul ati ve	Cumul ati ve	
		Q074D	Frequency	Percent	Frequency	Percent
.	No answer	No answer	512	99.4	512	99.4
1	Yes	Yes	3	0.6	515	100.0

Church, school, public building		Church, school, public building		Cumul ati ve	Cumul ati ve	
		Q074E	Frequency	Percent	Frequency	Percent
.	No answer	No answer	514	99.8	514	99.8
1	Yes	Yes	1	0.2	515	100.0

Store that sells lighting products		Store that sells lighting products		Cumul ati ve	Cumul ati ve	
		Q074F	Frequency	Percent	Frequency	Percent
.	No answer	No answer	508	98.6	508	98.6
1	Yes	Yes	7	1.4	515	100.0

Other place		Other place		Cumul ati ve	Cumul ati ve	
		Q074G	Frequency	Percent	Frequency	Percent
.	No answer	No answer	513	99.6	513	99.6
1	Yes	Yes	2	0.4	515	100.0

Don't know		Don't know		Cumul ati ve	Cumul ati ve	
		Q074H	Frequency	Percent	Frequency	Percent
.	No answer	No answer	488	94.8	488	94.8
1	Yes	Yes	27	5.2	515	100.0

Where can you remember seeing any advertising or technical information about

Radio/TV or home show		Radio/TV or home show			Cumul ative	Cumul ative
		Q076A	Frequency	Percent	Frequency	Percent
.	No answer	No answer	507	98.4	507	98.4
1	Yes	Yes	8	1.6	515	100.0

Newspaper advertising		Newspaper advertising			Cumul ative	Cumul ative
		Q076B	Frequency	Percent	Frequency	Percent
.	No answer	No answer	505	98.1	505	98.1
1	Yes	Yes	10	1.9	515	100.0

Other print or magazines		Other print or magazines			Cumul ative	Cumul ative
		Q076C	Frequency	Percent	Frequency	Percent
.	No answer	No answer	510	99.0	510	99.0
1	Yes	Yes	5	1.0	515	100.0

Store flyer or catalog		Store flyer or catalog			Cumul ative	Cumul ative
		Q076D	Frequency	Percent	Frequency	Percent
.	No answer	No answer	494	95.9	494	95.9
1	Yes	Yes	21	4.1	515	100.0

Point of purchase display		Point of purchase display			Cumul ative	Cumul ative
		Q076E	Frequency	Percent	Frequency	Percent
.	No answer	No answer	506	98.3	506	98.3
1	Yes	Yes	9	1.7	515	100.0

Bill insert or other utility mailing		Bill insert or other utility mailing			Cumul ative	Cumul ative
		Q076F	Frequency	Percent	Frequency	Percent
.	No answer	No answer	515	100.0	515	100.0
1	Yes	Yes	0	0.0	515	100.0

Friend or relative		Friend or relative				
		Q076G	Frequency	Percent	Cumul ative Frequency	Cumul ative Percent
.	No answer	No answer	513	99.6	513	99.6
1	Yes	Yes	2	0.4	515	100.0

Other source		Other source				
		Q076H	Frequency	Percent	Cumul ative Frequency	Cumul ative Percent
.	No answer	No answer	515	100.0	515	100.0
1	Yes	Yes	0	0.0	515	100.0

Have you ever discussed compact fluorescent bulbs with a friend, family member or co-worker? Maybe someone was asking for advice?		Discussed CFBs with a friend, etc.				
		Q077	Frequency	Percent	Cumul ative Frequency	Cumul ative Percent
.	No answer	No answer	438	85.0	438	85.0
1	Yes	Yes	14	2.7	452	87.8
3	No	No	62	12.0	514	99.8
5	Don't know	Don' t know	1	0.2	515	100.0

For those respondents who don't have any compact fluorescent bulbs...  
 What can you tell me about compact fluorescent bulbs?  
 Heard CFBs...

Save energy and money		Save energy and money				
		Q080A	Frequency	Percent	Cumul ative Frequency	Cumul ative Percent
.	No answer	No answer	465	90.3	465	90.3
1	Yes	Yes	50	9.7	515	100.0

More expensive than regular bulbs		More expensive than regular bulbs				
		Q080B	Frequency	Percent	Cumul ative Frequency	Cumul ative Percent
.	No answer	No answer	503	97.7	503	97.7
1	Yes	Yes	12	2.3	515	100.0

Last longer		Last longer				
		Q080C	Frequency	Percent	Cumul ative Frequency	Cumul ative Percent
.	No answer	No answer	498	96.7	498	96.7
1	Yes	Yes	17	3.3	515	100.0

Give off bad light color or flicker		Give off bad light color or flicker				
		Q080D	Frequency	Percent	Cumul ative Frequency	Cumul ative Percent
.	No answer	No answer	512	99.4	512	99.4
1	Yes	Yes	3	0.6	515	100.0

Hum		Hum				
		Q080E	Frequency	Percent	Cumul ative Frequency	Cumul ative Percent
.	No answer	No answer	514	99.8	514	99.8
1	Yes	Yes	1	0.2	515	100.0

Interfere with electronics		Interfere with electronics				
		Q080F	Frequency	Percent	Cumul ative Frequency	Cumul ative Percent
.	No answer	No answer	514	99.8	514	99.8
1	Yes	Yes	1	0.2	515	100.0

Other reason		Other reason				
		Q080G	Frequency	Percent	Cumul ative Frequency	Cumul ative Percent
.	No answer	No answer	514	99.8	514	99.8
1	Yes	Yes	1	0.2	515	100.0

Saw CFBs at...

Where can you remember seeing compact fluorescent bulbs in use?  
Perhaps at...

Family member's home

Family member's home

		Q081A	Frequency	Percent	Cumulative Frequency	Cumulative Percent
.	No answer	No answer	503	97.7	503	97.7
1	Yes	Yes	12	2.3	515	100.0

Someone else's home

Someone else's home

		Q081B	Frequency	Percent	Cumulative Frequency	Cumulative Percent
.	No answer	No answer	506	98.3	506	98.3
1	Yes	Yes	9	1.7	515	100.0

Your workplace

Your workplace

		Q081C	Frequency	Percent	Cumulative Frequency	Cumulative Percent
.	No answer	No answer	503	97.7	503	97.7
1	Yes	Yes	12	2.3	515	100.0

Store or office visited

Store or office visited

		Q081D	Frequency	Percent	Cumulative Frequency	Cumulative Percent
.	No answer	No answer	506	98.3	506	98.3
1	Yes	Yes	9	1.7	515	100.0

Church, school, public building

Church, school, public building

		Q081E	Frequency	Percent	Cumulative Frequency	Cumulative Percent
.	No answer	No answer	514	99.8	514	99.8
1	Yes	Yes	1	0.2	515	100.0

Store that sells lighting

Store that sells lighting

		Q081F	Frequency	Percent	Cumulative Frequency	Cumulative Percent
.	No answer	No answer	509	98.8	509	98.8
1	Yes	Yes	6	1.2	515	100.0



Saw product at other location		Saw product at other location				
		Q081G	Frequency	Percent	Cumul ative Frequency	Cumul ative Percent
. No answer		No answer	511	99.2	511	99.2
1 Yes		Yes	4	0.8	515	100.0

Don't know		Don't know				
		Q081H	Frequency	Percent	Cumul ative Frequency	Cumul ative Percent
. No answer		No answer	474	92.0	474	92.0
1 Yes		Yes	41	8.0	515	100.0

Do you think you are likely to purchase compact fluorescent bulbs for your future lighting needs?		Likely to purchase CFBs in the future				
		Q085	Frequency	Percent	Cumul ative Frequency	Cumul ative Percent
. No answer		No answer	328	63.7	328	63.7
1 Yes		Yes	89	17.3	417	81.0
3 No		No	55	10.7	472	91.7
5 Don't know		Don't know	43	8.3	515	100.0

Influence on purchase		Ask for help when purchasing				
		Q090	Frequency	Percent	Cumul ative Frequency	Cumul ative Percent
1 Yes		Yes	261	50.7	261	50.7
3 No		No	249	48.3	510	99.0
5 Don't know		Don't know	5	1.0	515	100.0

When shopping for lighting products, would you likely stop at store displays and read the information they contain?		Read store display when shopping				
		Q091	Frequency	Percent	Cumul ative Frequency	Cumul ative Percent
1 Yes		Yes	408	79.2	408	79.2
3 No		No	102	19.8	510	99.0
5 Don't know		Don't know	5	1.0	515	100.0

The "test"

What would you say uses the most electricity in the average home in Southern  
Uses most electricity:

Cooking, dishwashing & clothes washing		Cooking, dish & clothes washing				
		Q100A	Frequency	Percent	Cumulative Frequency	Cumulative Percent
.	No answer	No answer	316	61.4	316	61.4
1	First	First	52	10.1	368	71.5
2	Second	Second	82	15.9	450	87.4
3	Third	Third	62	12.0	512	99.4
4	Fourth	Fourth	3	0.6	515	100.0
5	Fifth	Fifth	0	0.0	515	100.0

Refrigerator/Freezer		Refrigerator/Freezer				
		Q100B	Frequency	Percent	Cumulative Frequency	Cumulative Percent
.	No answer	No answer	195	37.9	195	37.9
1	First	First	146	28.3	341	66.2
2	Second	Second	119	23.1	460	89.3
3	Third	Third	54	10.5	514	99.8
4	Fourth	Fourth	0	0.0	514	99.8
5	Fifth	Fifth	1	0.2	515	100.0

Heating and Air Conditioning		Heating and Air Conditioning				
		Q100C	Frequency	Percent	Cumulative Frequency	Cumulative Percent
.	No answer	No answer	140	27.2	140	27.2
1	First	First	223	43.3	363	70.5
2	Second	Second	99	19.2	462	89.7
3	Third	Third	53	10.3	515	100.0
4	Fourth	Fourth	0	0.0	515	100.0
5	Fifth	Fifth	0	0.0	515	100.0

Electronics - TVs, Stereos, etc.		Electronics - TVs, Stereos, etc.				
		Q100D	Frequency	Percent	Cumulative Frequency	Cumulative Percent
.	No answer	No answer	242	47.0	242	47.0
1	First	First	68	13.2	310	60.2
2	Second	Second	115	22.3	425	82.5
3	Third	Third	88	17.1	513	99.6
4	Fourth	Fourth	1	0.2	514	99.8
5	Fifth	Fifth	1	0.2	515	100.0

Lighting (inside and outside)		Lighting (inside and outside)			Cumul ati ve	Cumul ati ve
		Q100E	Frequency	Percent	Frequency	Percent
.	No answer	No answer	313	60.8	313	60.8
1	First	First	20	3.9	333	64.7
2	Second	Second	51	9.9	384	74.6
3	Third	Thi rd	131	25.4	515	100.0
4	Fourth	Fourth	0	0.0	515	100.0
5	Fifth	Fi fth	0	0.0	515	100.0

On your electric bill, electricity is measured in kilowatt hours (kWh). Do you know about what a kilowatt hour costs at your residence?		Cost of a kilowatt hour			Cumul ati ve	Cumul ati ve
		Q103	Frequency	Percent	Frequency	Percent
1	5 cents	5 cents	11	2.1	11	2.1
2	10 cents	10 cents	66	12.8	77	15.0
3	15 cents	15 cents	47	9.1	124	24.1
4	20 cents or more	20 cents or more	12	2.3	136	26.4
5	Exact	Exact	10	1.9	146	28.3
9	Don't know	Don't know	369	71.7	515	100.0

How much of the average residential electric bill (in Southern California) goes for lighting?		Percent of electric bill for lighting			Cumul ati ve	Cumul ati ve
		Q105	Frequency	Percent	Frequency	Percent
1	5 percent	5 percent	20	3.9	20	3.9
2	10 percent	10 percent	67	13.0	87	16.9
3	20 percent	20 percent	111	21.6	198	38.4
4	30 percent	30 percent	119	23.1	317	61.6
5	50 percent or +	50 percent or +	32	6.2	349	67.8
9	Don't Know	Don't Know	166	32.2	515	100.0

How much do you think a four-foot fluorescent tube costs?		Cost of 4 ft fluorescent tube			Cumul ati ve	Cumul ati ve
		Q107	Frequency	Percent	Frequency	Percent
1	\$1.00	\$1.00	61	11.8	61	11.8
2	\$3.00	\$3.00	112	21.7	173	33.6
3	\$5.00	\$5.00	109	21.2	282	54.8
4	\$10.00 or more	\$10.00 or more	22	4.3	304	59.0
5	Exact	Exact	25	4.9	329	63.9
9	Don't know	Don't know	186	36.1	515	100.0

Cost of 60 or 100 watt incandescent

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

Incandescent bulb 4-pack costs

		Q108	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	\$1.00	\$1.00	35	6.8	35	6.8
2	\$1.50	\$1.50	104	20.2	139	27.0
3	\$2.00	\$2.00	166	32.2	305	59.2
4	\$4.00	\$4.00	80	15.5	385	74.8
5	Exact	Exact	34	6.6	419	81.4
9	Don't know	Don't know	96	18.6	515	100.0

How about compact fluorescent bulbs -- say one that produces about the same amount of light as 60 watt regular (incandescent) bulb?

Do you think that would be...

Cost of CFL

		Q109	Frequency	Percent	Cumulative Frequency	Cumulative Percent
.	No answer	No answer	328	63.7	328	63.7
1	\$2.00	\$2.00	12	2.3	340	66.0
2	\$5.00	\$5.00	26	5.0	366	71.1
3	\$10.00	\$10.00	44	8.5	410	79.6
4	\$20 or more	\$20 or more	10	1.9	420	81.6
5	Exact	Exact	9	1.7	429	83.3
9	Don't Know	Don't Know	86	16.7	515	100.0

Compare CFB with incandescent usage.

How much electricity does it take to run the CFL...

Amount of electricity to run CFL

		Q110	Frequency	Percent	Cumulative Frequency	Cumulative Percent
.	No answer	No answer	328	63.7	328	63.7
1	About the same	About the same	6	1.2	334	64.9
2	About half	About half	69	13.4	403	78.3
3	About one fourth	About one fourth	22	4.3	425	82.5
5	Less	Less	25	4.9	450	87.4
9	Don't Know	Don't Know	65	12.6	515	100.0

How much longer do you think CFLs last (than incandescent bulbs)?		Compare life of CFB and incandescent			Cumulative Frequency	Cumulative Percent
		Q111	Frequency	Percent		
.	No answer	No answer	328	63.7	328	63.7
1	Same	Same	3	0.6	331	64.3
2	Twice as long	Twice as long	65	12.6	396	76.9
3	Five times	Five times	39	7.6	435	84.5
4	Ten times	Ten times	10	1.9	445	86.4
5	More	More	12	2.3	457	88.7
9	Don't Know	Don't Know	58	11.3	515	100.0

HOUSEHOLD CHARACTERISTICS

How many adults (18+) live in your household?		Number of adults 18+			Cumulative Frequency	Cumulative Percent
		Q118	Frequency	Percent		
.	No answer	No answer	2	0.4	2	0.4
0	None	None	2	0.4	4	0.8
1	One	One	88	17.1	92	17.9
2	Two	Two	304	59.0	396	76.9
3	Three	Three	69	13.4	465	90.3
4	Four	Four	22	4.3	487	94.6
5	Five	Five	8	1.6	495	96.1
6	Six	Six	1	0.2	496	96.3
9	Won't say	Won't say	19	3.7	515	100.0

What is the age of your Head of Household?		Age of your head of household			Cumulative Frequency	Cumulative Percent
		Q119	Frequency	Percent		
1	Less than 24	Less than 24	5	1.0	5	1.0
2	24 - 30	24 - 30	32	6.2	37	7.2
3	30 - 40	30 - 40	90	17.5	127	24.7
4	40 - 50	40 - 50	137	26.6	264	51.3
5	50 - 60	50 - 60	98	19.0	362	70.3
6	60 - 70	60 - 70	69	13.4	431	83.7
7	70 and above	70 and above	55	10.7	486	94.4
9	Won't say	Won't say	29	5.6	515	100.0

How many of the adults in your household are employed on a full-time basis?		Number of adults employed				
		Q120	Frequency	Percent	Cumulative Frequency	Cumulative Percent
0	None	None	99	19.2	99	19.2
1	One	One	157	30.5	256	49.7
2	Two	Two	199	38.6	455	88.3
3	Three	Three	28	5.4	483	93.8
4	Four	Four	10	1.9	493	95.7
5	Five	Five	0	0.0	493	95.7
6	Six	Six	0	0.0	493	95.7
7	Seven	Seven	0	0.0	493	95.7
8	Eight	Eight	0	0.0	493	95.7
9	Won't say	Won't say	22	4.3	515	100.0

How many of the adults in your household are retired		Number of adults retired				
		Q121	Frequency	Percent	Cumulative Frequency	Cumulative Percent
0	None	None	368	71.5	368	71.5
1	One	One	61	11.8	429	83.3
2	Two	Two	60	11.7	489	95.0
3	Three	Three	0	0.0	489	95.0
4	Four	Four	1	0.2	490	95.1
5	Five	Five	0	0.0	490	95.1
6	Six	Six	0	0.0	490	95.1
7	Seven	Seven	0	0.0	490	95.1
8	Eight	Eight	0	0.0	490	95.1
9	Won't say	Won't say	25	4.9	515	100.0

In what year was your home built?		Year the home was built				
		Q122	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	Prior to 1950	Prior to 1950	59	11.5	59	11.5
2	1950 - 1975	1950 - 1975	157	30.5	216	41.9
3	1976 - 1990	1976 - 1990	95	18.4	311	60.4
4	Since 1990	Since 1990	25	4.9	336	65.2
9	Won't say	Won't say	179	34.8	515	100.0

How long have you lived there?		Tenure				
		Q123	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	Less than 1 year	Less than 1 year	57	11.1	57	11.1
2	2 - 5 years	2 - 5 years	146	28.3	203	39.4
3	5 - 10 years	5 - 10 years	110	21.4	313	60.8
4	Over 10 years	Over 10 years	185	35.9	498	96.7
9	Don't know	Don't know	17	3.3	515	100.0

Were you the first occupant or did some one else live there before you?		Original occupant				
		Q124	Frequency	Percent	Cumul ati ve Frequency	Cumul ati ve Percent
1	Respondent's family was the first occupant	Respondent	79	15.3	79	15.3
3	Someone else	Someone el se	419	81.4	498	96.7
9	Won't say	Won' t say	17	3.3	515	100.0

What is the approximate square footage of your home?		Approximate square footage				
		Q125	Frequency	Percent	Cumul ati ve Frequency	Cumul ati ve Percent
.	No answer	No answer	9	1.7	9	1.7
500-750	500 - 750	500 - 750	9	1.7	18	3.5
751-1000	751 - 1000	751 - 1000	33	6.4	51	9.9
1001-1500	1001 - 1500	1001 - 1500	85	16.5	136	26.4
1501-2000	1501 - 2000	1501 - 2000	103	20.0	239	46.4
2001-2500	2001 - 2500	2001 - 2500	35	6.8	274	53.2
2501-3000	2501 - 3000	2501 - 3000	14	2.7	288	55.9
3001-3500	3001 - 3500	3001 - 3500	8	1.6	296	57.5
3501-4000	3501 - 4000	3501 - 4000	3	0.6	299	58.1
4001-5000	4001 - 5000	4001 - 5000	3	0.6	302	58.6
5001-7500	5001 - 7500	5001 - 7500	1	0.2	303	58.8
9	Don't know	Don' t know	212	41.2	515	100.0

How many bedrooms does your home have?		Number of bedrooms				
		Q126	Frequency	Percent	Cumul ati ve Frequency	Cumul ati ve Percent
0	None	None	1	0.2	1	0.2
1	One	One	57	11.1	58	11.3
2	Two	Two	123	23.9	181	35.1
3	Three	Three	226	43.9	407	79.0
4	Four	Four	75	14.6	482	93.6
5	Five	Five	15	2.9	497	96.5
6	Six	Si x	2	0.4	499	96.9
7	Seven	Seven	0	0.0	499	96.9
8	Eight or more	Ei ght or more	0	0.0	499	96.9
9	Don't know	Don' t know	16	3.1	515	100.0

Do people in your household usually speak a language other than English?		Language other than English				
		Q127	Frequency	Percent	Cumul ati ve Frequency	Cumul ati ve Percent
1	English only	Engl i sh onl y	432	83.9	432	83.9
2	Spanish	Spani sh	67	13.0	499	96.9
3	Asian Languages	Asi an Languages	7	1.4	506	98.3
4	Other language	Other language	9	1.7	515	100.0

Does your home have air conditioning?		Does your home have air conditioning?			Cumul ative	Cumul ative
		Q128	Frequency	Percent	Frequency	Percent
1	Central A/C	Central A/C	273	53.0	273	53.0
2	Window/Wall A/C	Window/Wall A/C	93	18.1	366	71.1
3	No A/C	No A/C	149	28.9	515	100.0

What is the highest level of education completed by a member of your household?		Highest level of education			Cumul ative	Cumul ative
		Q129	Frequency	Percent	Frequency	Percent
1	Grammar school	Grammar school	2	0.4	2	0.4
2	Some high school	Some high school	13	2.5	15	2.9
3	High school graduate or equivalent	H. S. Graduate	95	18.4	110	21.4
4	Some college or technical school	Some college	168	32.6	278	54.0
5	College graduate	College graduate	149	28.9	427	82.9
6	Post-graduate	Post-graduate	54	10.5	481	93.4
9	No refused	No refused	34	6.6	515	100.0

Is household income above or below \$50,000 a year?		Income above or below \$50,000			Cumul ative	Cumul ative
		Q132	Frequency	Percent	Frequency	Percent
1	Above	Above	213	41.4	213	41.4
3	Below	Below	157	30.5	370	71.8
5	Don't know	Don't know	145	28.2	515	100.0

Is household income above or below \$100,000 a year?		Income above or below \$100,000			Cumul ative	Cumul ative
		Q133	Frequency	Percent	Frequency	Percent
.	No answer	No answer	301	58.4	301	58.4
1	Above	Above	58	11.3	359	69.7
3	Below	Below	152	29.5	511	99.2
5	Don't know	Don't know	4	0.8	515	100.0

Is it above or below \$25,000 a year?		Income above or below \$25,000			Cumul ative	Cumul ative
		Q134	Frequency	Percent	Frequency	Percent
.	No answer	No answer	358	69.5	358	69.5
1	Above	Above	98	19.0	456	88.5
3	Below	Below	51	9.9	507	98.4
5	Don't know	Don't know	8	1.6	515	100.0



Gender of respondent		Gender		Cumulative Frequency	Cumulative Percent	
		Q135	Frequency			Percent
1	Male	Male	218	42.3	218	42.3
3	Female	Female	295	57.3	513	99.6
5	Don't know	Don't know	2	0.4	515	100.0



# SCE Residential Retail Lighting Baseline Survey

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## 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

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## 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

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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

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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

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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

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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

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## 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

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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

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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

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- 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

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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

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## 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

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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

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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

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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

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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 ==>