

**PHASE I BASELINE ASSESSMENT FOR
THE STATEWIDE RESIDENTIAL
LIGHTING AND APPLIANCE
PROGRAM**

**FINAL REPORT
VOLUME II:
TECHNICAL APPENDICES A-H**

Prepared for

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APPENDIX A CUSTOMER SURVEY	A-1
APPENDIX B CUSTOMER SURVEY DATA	B-1
APPENDIX C MYSTERY SHOPPER PROTOCOLS	C-1
APPENDIX D MYSTERY SHOPPER RESULTS	D-1
D.1 Appliances.....	D-2
D.1.1 Overview.....	D-2
D.1.2 Point-of-Purchase Materials.....	D-2
D.1.3 Product Exposure, Price and Rebates.....	D-4
D.1.4 Salesperson Knowledge.....	D-7
D.2 Lighting.....	D-9
D.2.1 Overview.....	D-9
D.2.2 Point-of-Purchase Materials.....	D-9
D.2.3 Product Exposure and Share of Sales Floor/Shelf Space.....	D-11
D.2.4 Salesperson Knowledge.....	D-12
APPENDIX E STORE MANAGER QUESTIONNAIRE	E-1
APPENDIX F STORE MANAGER DATA	F-1
APPENDIX G RANDOM DIGIT DIALING METHODS	G-1
G.1 The Starting Point—Construction of a comprehensive Database Based on Five-digit Working Blocks.....	G-1
G.2 Working Block Information Is Crossed-Checked Against Bellcore Files and Updated as New Data Becomes Available.....	G-1
G.3 Counts for the number of Actual Telephones Within Each Working Block Add Flexibility and Allow For Exclusion of “Empty” Working Blocks To Improve Efficiency.....	G-1
G.4 Working Block counts Also Allow For Proportional Weighting.....	G-2
G.5 Working Blocks Are Assigned to Geographic Areas In Two Distinct Manners.....	G-2
G.5.1 Advantages of “Home” ZIP Code Assignment.....	G-3
G.5.2 Advantages of “Unbiased” or “Proportional” ZIP Code Assignment.....	G-3

G.6 Both Pure/EPSEM and Efficient/Weighted Sample Types Can Be Generated G-3

G.7 Preparing the Actual Sample G-4

G.8 To Improve Calling Efficiency, Business Numbers are Screened Out G-5

G.9 Households Which Object to Receiving Unsolicited Telephone Calls are Identified and “Marked” G-5

G.10 Numbers Are Protected From Re-Use..... G-5

G.11 Geographic Stratification Improves Representativeness..... G-5

G.12 Quality Control Checks G-5

APPENDIX H REFERENCES

H-1

LIST OF TABLES

Table D-1 Point-of-Purchase Materials D-3

Table D-2 Product Exposure D-5

Table D-3 Appliance Price D-5

Table D-4 Appliance Rebate (#1)..... D-6

Table D-5 Appliance Rebate Provider and Type (#1) D-6

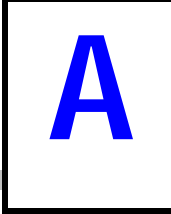
Table D-6 Appliance Rebate (#2)..... D-6

Table D-7 Appliance Rebate Provider and Type (#2) D-6

Table D-8 Salesperson Knowledge ¹ D-7

Table D-9 Point-of-Purchase Materials D-10

Table D-10 Salesperson Knowledge ¹ D-13



CUSTOMER SURVEY

NOTE

- 1) A code of system missing (.) means the question was not applicable.
- 2) Response categories with an asterisk are coded responses to open-end questions or codes added during coding.
- 3) -8 indicates respondent does not know and -9 indicates other missing data (e.g., refused).

RESPNUM Unique respondent number (XENERGY) _____

ZIP: _____

Hello, my name is _____ from the Quantum Consulting. We're conducting a study among households on appliance and home lighting preferences.

IF FURTHER CONVINCING ON SPONSORSHIP IS NEEDED, IN CALIFORNIA ADD:

“The study is being conducted on behalf of the California Public Utilities Commission.”

AND, IF STILL NECESSARY: “and several electric and gas utilities” or “your electric utility.”

May I please speak to the person in your household who makes appliance purchase decisions in your household?

REASSURE: I want to assure you that this is not a sales call and that the information that you provide will be kept strictly confidential. (Use CPUC sponsorship again if necessary.) This will only take about 15 minutes of your time.

[CONTINUE OR ARRANGE FOR CALLBACK]

SCREENING QUESTIONS

S1AC0 In the past two years, have you purchased any of the following new appliances for your _____ (READ LIST/ROTATE. WHEN FIRST APPLIANCE EQUALS “YES” SKIP TO FIRST LIGHTING)

S1AC01. Refrigerator **S1AC01.** Where did you buy it? _____

S1AC02. Dishwasher **S1AC02.** Where did you buy it? _____

S1AC03. Clothes Washer **S1AC03.** Where did you buy it? _____

S1AC04. Room Air Conditioner **S1AC04.** Where did you buy it? _____

S1AC05. Gas Water Heater **S1AC05.** Where did you buy it? _____

In the past two years, have you purchased any of the following new lighting products for your household? (READ LIST/ROTATE. WHEN FIRST LIGHTING EQUALS “YES” GO TO NEXT INSTRUCTIONS)

S1BC01. A Hard-Wired Lighting Fixture. (READ: A hard-wired fixture is an installed lighting fixture that does not plug into an outlet.)

S1B1. And how many hard-wired fixtures did you purchase over the past two years? ____ **Number** -99 **Don't Know**

S1BB1. Where did you buy them?

S1BC02. Light Bulb

S1B2. And, approximately how many light bulbs did you purchase over the past two years? ____ **Number** -99 **Don't Know**

S1BB2. Where did you buy them?

S1BC03. A Torchiere. (READ: A torchiere is a tall floor lamp with the light directed up toward the ceiling.)

S1B3. And how many torchieres did you purchase over the past two years? ____ **Number** -99 **Don't Know**

S1BB3. Where did you buy them?

SB1B3. How many torchieres do you currently have in your home?

STORE CODES

- 1 Hardware store
- 2 Department store (e.g., Sears)
- 3 Discount retail store (Walmart, Target, Costco)
- 4 Home improvement (e.g., Home Depot, HomeBase)
- 5 Appliance, electronics (e.g., Circuit City, Fry's)
- 6 Grocery store
- 7 Drug store
- 9 Lighting store
- 77 Other (Please specify: _____)

99 Don't Know [THANK AND TERMINATE]

88 Refused [THANK AND TERMINATE]

S4B What is the name of your gas utility company? _____

INSTRUCTIONS:

IF PURCHASED A REFRIGERATOR, OR A DISHWASHER, OR A CLOTHESWASHER, OR A ROOM AIR CONDITIONER, OR A GAS WATER HEATER AND ONE LIGHT BULB, OR A LIGHT FIXTURE, OR A TORCHIERE, PROCEED. OTHERWISE, THANK AND TERMINATE.

NOTE: COMPLETE ONLY TWO MODULES BY TAKING THE LIGHTING TECHNOLOGY MENTIONED AND THE APPLIANCE MENTIONED IN THE FOLOWING ORDER OF PRIORITY:

LIGHTING

1. TORCHIERE
2. HARD-WIRED FIXTURE
3. LIGHT BULB

APPLIANCES

1. ROOM AIRE CONDITIONERS
2. DISHWASEHR
3. CLOTHES WASHER
4. GAS WATER HEATER
5. REFRIGERATOR

WHEN THE QUOTA FOR A GIVEN TECHNOLOGY IS MET, IT CAN BE DROPPED FROM THE SURVEY.

NOTE: S2 IS SIMPLY TO CONTINUE TO DISGUISE SURVEY OBJECTIVE

S2 When purchasing appliances, what brand, if any, do you prefer?

- 1 General Electric
- 2 Whirlpool
- 3 Amana
- 4 Frigidaire
- 5 Other
- 6 None in particular
- 88 Refused
- 99 Don't know

S3 Do you or someone else in your household pay a utility company directly for your electricity, or is it included in your rent?

1	Pay electric bill directly
2	Included in rent
[THANK AND TERMINATE]	
99	Don't know
[THANK AND TERMINATE]	

S4 What is the name of your electric utility company?

1		PG&E
2	SDG&E	
3	SCE	
5		Other
[THANK AND TERMINATE]		
99	Don't know	[THANK AND TERMINATE]

INSTRUCTIONS:

**IF PURCHASED A REFRIGERATOR GO TO QA1; ELSE
 IF PURCHASED A DISHWASHER GO TO QA1; ELSE
 IF PURCHASED A CLOTHES WASHER GO TO QA1; ELSE
 IF PURCHASED A ROOM AIR CONDITIONER GO TO QA1; ELSE
 IF PURCHASED A GAS WATER HEATER GO TO QA1; ELSE
 IF PURCHASED A LIGHT FIXTURE GO TO QL1; ELSE
 IF PURCHASED A LIGHT BULB GO TO QL1; ELSE
 IF PURCHASED A TORCHIERE/FLOOR LAMP GO TO QL1;**

Appliance

QA1 In general, what were the most important factors you considered when shopping for the **APPLIANCE** you mentioned purchasing during the past two years? (DO NOT READ)

For QA1_1 to QA1_5:

- 0 = Not Mentioned
- 1 = Mentioned
- 99 = Don't Know

- QA1_1** Brand
- QA1_2** Features and appearance (e.g., through the door ice, humidity controls, color, etc.)
- QA1_3** Purchase price
- QA1_4** Energy efficiency
- QA1_5** Annual operating cost for electricity
- QA1_6** Quality
- QA1_77** Other: _____
- QA1_88** Refused
- QA1_99** Don't Know

QA2 I'm going to read a short list of factors and I want you to tell me how important each was to you when you were shopping for your **APPLIANCE**. On a scale of 1 to 10, where 1 is "not at all important" and 10 is "extremely important," how important was ... when choosing between different **APPLIANCE** models? [ROTATE LIST]

For QA2_1 to QA2_5

Not at all											Extremely	Don't	
Important											Important	Know	Refused
1	2	3	4	5	6	7	8	9	10	99	88		

- QA2_1** Brand
- QA2_2** Features and appearance
- QA2_3** Purchase price
- QA2_4** Energy efficiency
- QA2_5** Annual operating cost for electricity

Q3 INTENTIONALLY BLANK

Q4 When you were shopping for your **APPLIANCE**, did you notice any **APPLIANCE** advertising or information materials displayed in the store?

- 1 Yes [CONTINUE]
 2 No [SKIP TO Q8]
 99 Don't know [SKIP TO Q8]

88 Refused

[SKIP TO Q8]

Q5 What type of advertising or information materials did you notice? (DO NOT READ) (CHECK ALL THAT APPLY)

- Q5_1** Banner [CONTINUE]
Q5_2 Poster [CONTINUE]
Q5_3 Flyer [CONTINUE]
Q5_77 Other (Please Specify: _____) [CONTINUE]
Q5_99 Don't know [SKIP TO Q8]

Q5_88 Refused

[SKIP TO Q8]

Q6 Did you understand the basic message of the advertising/information materials?

- 1 Yes [CONTINUE]
 2 No [SKIP TO Q8]
 99 Don't know [SKIP TO Q8]

88 Refused

[SKIP TO Q8]

Q7 What would you say were the main messages of the advertising/information materials?

For Q7_1 to Q7_4

- 1 Reducing energy bills
- 2 Energy efficiency is good for the environment
- 3 Energy Star Program
- 4 Understanding energy efficiency in general
- 5 Understanding the Energy Guide label
- 6 Operating costs over the life of the equipment
- 7 Energy savings over the life of the equipment
- 8 Availability of utility rebate

- 9 Availability of store rebate
- 10 Availability of manufacturer rebate
- 11 Appropriate size of the equipment
- 99 Don't know
- 88 Refused
- 77 Other: _____

- Q71** First mention
- Q72** Second mention
- Q73** Third mention
- Q74** Fourth mention

Q7A When shopping for your **APPLIANCE**, did you talk with a sales person?

- 1 Yes [CONTINUE]
- 2 No [SKIP TO Q11]
- 99 Don't know [SKIP TO Q11]
- 88 Refused [SKIP TO Q11]

Q8A When shopping for your **APPLIANCE**, did *you* ask the sales person about energy efficiency?

- 1 Yes [SKIP TO Q8c]
- 2 No [CONTINUE]
- 99 Don't know [CONTINUE]
- 88 Refused [CONTINUE]

Q8B When shopping for your **APPLIANCE**, did the *sales person* mention energy efficiency to you?

- 1 Yes [CONTINUE]
- 2 No [SKIP TO Q11]
- 99 Don't know [SKIP TO Q11]
- 88 Refused [SKIP TO Q11]

INSTRUCTIONS R_A: IF YES ON Q8Q OR Q8B THEN ASK Q8C; ELSE SKIP TO Q11

Q8C On a scale of 1 to 10, where 1 is "Very Little" and 10 is "A Great Deal," how much did the sales person, who sold you your **APPLIANCE**, emphasize energy efficiency?

Very

A Great Don't

Little											Deal	Know	Refused
	1	2	3	4	5	6	7	8	9	10		99	88

Q9. In general, what did the sales person say about energy efficiency?

Q10 On a scale of 1 to 10, where a 1 is “Not at all confident” and a 10 is “Very confident”, how *confident* were you that the information about energy efficiency provided by the sales person was accurate?

Not At All												Very	Know	Refused
Confident												Confident		
	1	2	3	4	5	6	7	8	9	10		88	99	

QA11 And do you consider the **APPLIANCE** you recently purchased to be more energy efficient than other **APPLIANCES** you *could have* purchased?

- 1 Yes [CONTINUE]
- 2 No [SKIP TO Q18]
- 99 Don't know [SKIP TO INSTRUCTIONS Q_D]

88 Refused [SKIP TO INSTRUCTIONS Q_D]

Did Purchase an Energy Efficient APPLIANCE**QA12** How did you know it was energy efficient? [DO NOT READ]

For QA121 to Q1A24:

- 1 Point of purchase materials
- 2 Friends or family
- 3 Advertising on television, on the internet, in newspapers, in magazines
- 4 Sales person
- 5 Consumer reports
- 6 Department of Energy label (also known as “Energy Guide” label)
- 7 Energy Star Label
- 77 Other (please Describe:_____)

99 Don't know

88 Refused

QA121 First mention**QA122** Second mention**QA123** Third mention**QA124** Fourth mention**Q13** Why did you purchase an energy efficient **APPLIANCE**? [DO NOT READ]

For Q131 to Q134

- 1 Extra cost for more efficient unit was minimal
- 2 Higher efficiency came along with unit I wanted anyway for other reasons (i.e., Had no choice, high efficiency unit was the only option for model I preferred for other reasons)
- 3 Energy savings worth the extra up-front cost, acceptable payback
- 4 Cost savings worth the extra up-front cost, acceptable payback
- 5 It is the “right thing to do” (environmental/resource conservation benefits)
- 6 Other benefits make purchase worthwhile (specify other benefits in # 12 below)
- 7 Product works better/is higher quality
- 8 I like to have new, high-tech **APPLIANCE**s
- 9 Salesperson convinced me it was the best choice
- 10 To get a rebate
- 11 Friends/family suggested I purchase high-efficiency unit
- 77 Other (specify)_____
- 99 Don't know

- Q131 First mention
- Q132 Second mention
- Q133 Third mention
- R134 Fourth mention

INSTRUCTIONS R_B: IF RESPONDENT MENTIONS ENERGY STAR IN Q12 THEN SKIP TO Q15; OTHERWISE CONTINUE

Q14 Was there an Energy Star label on the **APPLIANCE** you purchased?

- 1 Yes [CONTINUE]
- 2 No [SKIP TO Q18B]
- 99 Don't know [SKIP TO Q18B]
- 88 Refused [SKIP TO Q18B]

Q15 On a scale of 1 to 10, where 1 is "Very Influential" and 10 is "Not At All Influential", how influential was the Energy Star label in your decision to purchase the high efficiency **APPLIANCE**?

Not at all		Very	Don't
<u>Influential</u>	_____	<u>Influential</u>	<u>Know</u> <u>Refused</u>
1 2 3 4 5 6 7 8	9 10	99	88

Q16 Of the *all* the **APPLIANCE**s that you looked at, approximately what percent of them had the Energy Star label?

_____ Percent with Energy Star Label

Q17 INTENTIONALLY BLANK

INSTRUCTIONS R_C: SKIP TO Q48

Didn't Purchase an Energy Efficient APPLIANCE

Q18 And what were the main reasons that you did not purchase an energy efficient appliance?

For Q181 to Q184

- 1 Costs too much to purchase
- 2 Won't save enough energy to make it worthwhile
- 3 Can't find the *type/style/size* I want with high efficiency features
- 4 Can't find the *brand* I want with high efficiency features
- 5 Don't like to try new high-tech **APPLIANCE**s until they have been on the market for awhile
- 6 Moving/selling my home, thus won't accrue operating savings
- 7 Don't know the product well enough to decide
- 8 Would have to compare costs/brands
- 9 Other priorities more important,
- 10 Standard product works better/is higher quality
- 11 Uncertain that savings will occur
- 12 Didn't have enough information to make an informed decision
- 13 Didn't trust salesperson or sales pitch promoting high efficiency unit
- 14 Did not think about energy efficiency when choosing
- 15 Was not aware that there was such a thing as an *energy efficient* unit
- 77 Other:_____
- 99 Don't know

- Q181** First mention
Q182 Second mention
Q183 Third mention
Q184 Fourth mention

INSTRUCTIONS: GO TO INSTRUCTIONS R_D

Q48 What were the main difficulties, if any, you encountered in purchasing an energy efficient **APPLIANCE**?

For Q481 to Q484

- 1 I was concerned that the energy efficient unit was more expensive than the standard unit
- 2 I was concerned that the energy efficient unit would not save enough energy to make it worthwhile
- 3 It was hard to find the *type/style/size* I want with high efficiency features

- 4 It was hard to find the *brand* I wanted with high efficiency features
- 5 I was concerned because I normally don't like to try new high-tech **APPLIANCE**s until they have been on the market for awhile
- 6 I was concerned that I didn't know the product well enough to decide
- 7 I had to spend a lot of time comparing costs/brands
- 8 I was worried that the energy efficient unit would not work as well as the standard unit
- 9 There were other competing priorities
- 10 I was uncertain that the savings would occur
- 11 I was worried that I did not have enough information to make an informed decision
- 12 I was not fully confident that I could trust the sales person or the sales pitch promoting the high efficiency unit
- 13 Other priorities more important
- 14 Encountered no difficulties

- Q481** First mention
Q482 Second mention
Q483 Third mention
Q484 Fourth mention

INSTRUCTIONS R_D: IF Q11 NE 1 THEN ASK Q19; ELSE
 IF Q11 = 1 THEN ASK Q22

Q19 Were you aware that there are differences in energy efficiency among **APPLIANCE**?

- 1 Yes [CONTINUE]
 2 No [SKIP TO Q22]
 99 Don't know [SKIP TO Q22]

88 Refused

[SKIP TO Q22]

Q20 And how did you find out about energy efficient **APPLIANCE**? (DO NOT READ)

For Q201 to Q204:

- 1 In-store point of purchase materials
- 2 Friends or family
- 3 Advertising on television, on the Internet, in newspapers, in magazines
- 4 Sales person
- 5 Consumer reports
- 6 Department of Energy label
- 7 Energy Star Label
- 99 Don't know
- 88 Refused

Q201 First mention

Q202 Second mention

Q203 Third mention

Q204 Fourth mention

IF MENTION ENERGY STAR ASK Q20a; ELSE SKIP TO Q22

Q20A Of the all the **APPLIANCE**s that you looked at, approximately what percent of them had the Energy Star label?

_____ Percent with Energy Star Label

A.1.1 INSTRUCTIONS R_E: SKIP TO Q22

Q21 INTENTIONALLY BLANK

Q22 Did you receive a rebate to assist in purchasing your **APPLIANCE**?

- | | |
|---------------|---------------|
| 1 Yes | [CONTINUE] |
| 2 No | [SKIP TO Q29] |
| 99 Don't know | [SKIP TO Q29] |

88 Refused

[SKIP TO Q294]

Q23 From whom did you receive a rebate? (ACCEPT MULTIPLES)

Q23_1 Local electric/gas utility

Q43_1	What was the approximate amount? _____	99 Don't Know	88 Refused
Q23_2	The retail store where the APPLIANCE was purchased		
Q43_2	What was the approximate amount? _____	99 Don't Know	88 Refused
Q23_3	Manufacturer		
Q43_3	What was the approximate amount? _____	99 Don't Know	88 Refused
Q23_77	Other (Please specify): _____		
Q43_4	What was the approximate amount? _____	99 Don't Know	88 Refused

Q29 Approximately, how much more, if any, would you say a high efficiency **APPLIANCE** costs in comparison to a standard efficiency **APPLIANCE** with the same features and attributes? (ACCEPT ANSWERS IN DOLLARS OR PERCENT)

Q29 1_____: Answer in Dollars

Q29p 2_____: Answer in percent

Q30 And how much money do you think a high efficiency **APPLIANCE** saves on energy costs in one year compared to a standard efficiency **APPLIANCE**? (ACCEPT ANSWERS IN DOLLARS OR PERCENT)

Q30 1_____: Answer in Dollars

Q30p 2_____: Answer in percent

Lighting Technology

QL1 I'm going to read a short list of features and I want you to tell me how important each is to you when selecting among different **LIGHTING TECHNOLOGY**. On a scale of 1 to 10, where 1 is "not at all important" and 10 is "extremely important," how important would ... be when choosing between different lighting technologies? *[ROTATE LIST]*

For QL1_1 to QL1_6

Not at all Important											Extremely Important	Don't Know	Refused
1	2	3	4	5	6	7	8	9	10	99	88		

QL1_1 Brand

QL1_2 Features and appearance

QL1_3 Purchase price

QL1_4 Energy efficiency

QL1_7 Safety (Not CFB)

QL1_8 Quality of light (Not CFB)

QL1_6 Reliability

QL1_9 Operating Cost (CFB only)

QL1_10 Bulb life (CFB only)

QL1_11 Color of light (CFB only)

QL2A **LIGHTING TECHNOLOGY** can typically use one of two types of lamps: a halogen lamp; or a compact fluorescent bulb. Are you familiar with **LIGHTING TECHNOLOGY**?

1 Yes:

2 No

99 Don't Know

IF QL2a NE 1 ("Yes"), EXPLAIN: A compact fluorescent bulb is similar in size to a standard incandescent bulb. It screws in or plugs in at only one end. Compact fluorescent bulbs look different than standard incandescent bulbs. They are often made out of thin tubes of glass bent into loops.

QL2B Before we talked today, had you ever heard of energy efficient **LIGHTING TECHNOLOGY** that use compact fluorescent bulbs instead of the standard halogen bulbs?

1 Yes

2 No.

99 Don't Know

Q3 LEFT INTENTIONALLY BLANK

Q4 When you were shopping for your **LIGHTING TECHNOLOGY**, was there any **LIGHTING TECHNOLOGY** advertising displayed in the store?

- 1 Yes [CONTINUE]
 2 No [SKIP TO QL11_1]
 99 Don't know [SKIP TO QL11_1]

88 Refused [SKIP TO QL11_1]

Q5 What form did the advertising take? (DO NOT READ) (CHECK ALL THAT APPLY)

- Q5_1** Banner [CONTINUE]
Q5_2 Poster [CONTINUE]
Q5_3 Flyer [CONTINUE]
Q5_4 Other (Please Specify: _____) [CONTINUE]
Q5_99 Don't know [SKIP TO QL11_1]

Q5_88 Refused [SKIP TO QL11_1]

Q6 Did you understand the basic message of the advertising?

- 1 Yes [CONTINUE]
 2 No [SKIP TO QL11_1]
 99 Don't know [SKIP TO QL11_1]

88 Refused [SKIP TO QL11_1]

Q7 What was the basic message(s) of the advertising?

For Q7_1 to Q7_4

- 1 Reducing energy bills
- 2 Energy efficiency is good for the environment
- 3 Energy Star Program
- 4 Understanding energy efficiency in general
- 5 Understanding the Energy Guide label
- 6 Operating costs over the life of the equipment
- 7 Energy savings over the life of the equipment
- 8 Availability of utility rebate
- 9 Availability of store rebate
- 9 Availability of store rebate
- 10 Availability of manufacturer rebate
- 11 Appropriate size of the equipment
- 99 Don't know
- 88 Refused

Q71 First mention

Q72 Second mention

Q73 Third mention

Q74 Fourth mention

Q7A When shopping for your **LIGHTING TECHNOLOGY**, did you talk with a sales person?

- | | |
|---------------|------------------|
| 1 Yes | [CONTINUE] |
| 2 No | [SKIP TO QL11_1] |
| 99 Don't know | [SKIP TO QL11_1] |
| 88 Refused | [SKIP TO QL11_1] |

Q8A When shopping for your **LIGHTING TECHNOLOGY**, did *you* ask the sales person about energy efficiency?

- | | |
|---------------|---------------|
| 1 Yes | [SKIP TO Q8C] |
| 2 No | [CONTINUE] |
| 99 Don't know | [CONTINUE] |
| 88 Refused | [CONTINUE] |

Q8B When shopping for your **LIGHTING TECHNOLOGY**, did the *sales person* mention energy efficiency to you?

- | | |
|-------|------------------|
| 1 Yes | [CONTINUE] |
| 2 No | [SKIP TO QL11_1] |

- 99 Don't know [SKIP TO QL11_1]
- 88 Refused [SKIP TO QL11_1]

INSTRUCTIONS T_A: IF YES ON Q8A OR Q8B THEN ASK Q8C; ELSE SKIP TO QL11_1

Q8C On a scale of 1 to 10, where 1 is “Very Little” and 10 is “A Great Deal,” how much did the sales person, who sold you your **LIGHTING TECHNOLOGY**, emphasize energy efficiency?

Very Little					A Great Deal					Don't Know	Refused
1	2	3	4	5	6	7	8	9	10	99	88

Q9. In general, what did the sales person say about energy efficiency?

Q10 On a scale of 1 to 10, where a 1 is “Not at all confident” and a 10 is “Very confident”, how *confident* were you that the information about energy efficiency provided by the sales person was accurate?

Not At All Confident					Confident					Very Know	Refused
1	2	3	4	5	6	7	8	9	10	99	88

QL11_1 Based on the definition of compact fluorescent bulbs we went over earlier, do any of the **LIGHTING TECHNOLOGY** you purchased in the past two years use compact fluorescent bulbs?

- 1 Yes **QL11_2 How many? _____ Number**
- 2 No [SKIP TO QL18]
- 99 Don't know [SKIP TO INSTRUCTIONS Q_D]

88 Refused [SKIP TO INSTRUCTIONS Q_D]

Did Purchase Compact Fluorescent LIGHTING TECHNOLOGY

QL12 How did you become aware of compact fluorescent **LIGHTING TECHNOLOGY**? [DO NOT READ]

For QL121 TO QL124

- 1 Point of purchase materials
- 2 Friends or family
- 3 Advertising on television, on the internet, in newspapers, in magazines
- 4 Sales person
- 5 Consumer reports
- 6 Department of Energy label
- 7 Energy Star Label
- 99 Don't know
- 88 Refused

QL121 First mention

QL122 Second mention

QL123 Third mention

QL124 Fourth mention

Q13 Why did you purchase a compact fluorescent **LIGHTING TECHNOLOGY**?

For Q131 to Q134

- 1 Extra cost for compact fluorescent bulb was minimal
- 3 Energy savings worth the extra up-front cost, acceptable payback
- 4 Cost savings worth the extra up-front cost, acceptable payback
- 5 It is the "right thing to do" (environmental/resource conservation benefits)
- 6 Other benefits make purchase worthwhile (specify other benefits in # 11 below)
- 7 Product works better/is higher quality
- 8 I like to have new, high-tech products
- 9 Salesperson convinced me it was the best choice
- 10 To get a rebate
- 11 Friends/family suggested I purchase compact fluorescent
- 12 Other (specify)_____
- 99 Don't know

QL131 First mention

QL132 Second mention

QL133 Third mention

QL134 Fourth mention

INSTRUCTIONS T_B: IF RESPONDENT MENTIONS ENERGY STAR LABEL IN Q12 THEN SKIP TO Q15; OTHERWISE CONTINUE

- Q14** Was there an Energy Star label on the **LIGHTING TECHNOLOGY** you purchased?
- 1 Yes [CONTINUE]
 - 2 No [SKIP TO Q48]
 - 99 Don't know [SKIP TO Q48]
 - 88 Refused [SKIP TO Q48]

- Q15** On a scale of 1 to 10, where 1 is “very influential” and 10 is “Not At All Influential”, how influential was the Energy Star label in your decision to purchase the compact fluorescent **LIGHTING TECHNOLOGY**?

	Not at all									Very	Don't	
<u>Influential</u>										<u>Influential</u>	<u>Know</u>	<u>Refused</u>
1	2	3	4	5	6	7	8	9	10	99	88	

- Q16** Of the all the **LIGHTING TECHNOLOGY** that you looked at, approximately what percent of them had the Energy Star label?

_____ Percent with Energy Star Label

Q17 INTENTIONALLY BLANK

INSTRUCTIONS Q_C: SKIP TO QL18B

Didn't Purchase Compact Fluorescent LIGHTING TECHNOLOGY

- Q18** Why didn't you purchase a compact fluorescent **LIGHTING TECHNOLOGY**?

For Q181 to Q184

- 1 Costs too much to purchase
- 2 Won't save enough energy to make it worthwhile
- 3 Can't find the *type/style/size* I want in compact fluorescent bulbs
- 4 Can't find the *brand* I want in compact fluorescent bulbs
- 5 Don't like to try new high-tech products until they have been on the market for awhile
- 6 Moving/selling my home, thus won't accrue operating savings
- 7 Don't know the product well enough to decide
- 8 Would have to compare costs/brands
- 9 Other priorities more important,
- 10 Standard product works better/is higher quality
- 11 Uncertain that savings will occur
- 12 Didn't have enough information to make an informed decision
- 13 Didn't trust salesperson or sales pitch promoting **LIGHTING TECHNOLOGY** that use only compact fluorescent bulbs
- 14 Did not think about energy efficiency when choosing
- 15 Was not aware that there was such a thing as a **LIGHTING TECHNOLOGY** that only accepted compact fluorescent bulbs
- 77 Not asked
- 99 Don't know

- Q181** First mention
Q182 Second mention
Q183 Third mention
Q184 Fourth mention

INSTRUCTIONS: GO TO INSTRUCTIONS Q_D

- Q48** What were the main difficulties, if any, you encountered in purchasing a compact fluorescent **LIGHTING TECHNOLOGY**?

For Q481 to Q484

- 1 I was concerned that the energy efficient unit was more expensive than the standard unit
- 2 I was concerned that the energy efficient unit would not save enough energy to make it worthwhile
- 3 It was hard to find the *type/style/size* I want with high efficiency features
- 4 It was hard to find the *brand* I wanted with high efficiency features
- 5 I was concerned because I normally don't like to try new high-tech appliances until they have been on the market for awhile
- 6 I was concerned that I didn't know the product well enough to decide
- 7 I had to spend a lot of time comparing costs/brands

- 8 I was worried that the energy efficient unit would not work as well as the standard unit
- 9 There were other competing priorities
- 10 I was uncertain that the savings would occur
- 11 I was worried that I did not have enough information to make an informed decision
- 12 I was not fully confident that I could trust the sales person or the sales pitch promoting **LIGHTING TECHNOLOGY** that use only compact fluorescent bulbs
- 13 Other priorities more important
- 14 Encountered no difficulties

- Q481** First mention
Q482 Second mention
Q483 Third mention
Q484 Fourth mention

INSTRUCTIONS T_D: IF QL11_1 NE 1 AND QL2B = 1 THEN ASK QL20; ELSE
 IF QL11_1 NE 1 AND (QL2B = 2 or QL2B=98) THEN ASK
 Q22;ELSE
 IF QL11_1 = 1 THEN ASK Q22

Q19 INTENTIONALLY BLANK

Q20 How did you find out about compact fluorescent **LIGHTING TECHNOLOGY**?

- 1 Point of purchase materials
- 2 Friends or family
- 3 Advertising on television, on the internet, in newspapers, in magazines
- 4 Sales person
- 5 Consumer reports
- 6 Department of Energy label
- 7 Energy Star
- 8 Don't know
- 9 Refused

IF MENTION ENERGY STAR AKS Q20A; ELSE SKIP TO Q22

Q20A Of the all the **LIGHTING TECHNOLOGY** that you looked at, approximately what percent of them had the Energy Star label?

_____ Percent with Energy Star Label

A.1.2

A.1.3 INSTRUCTIONS T_E: SKIP TO Q22

Q21 INTENTIONALLY BLANK

Q22 Did you receive a rebate to assist in purchasing your **LIGHTING TECHNOLOGY**?

- 1 Yes [CONTINUE]
 2 No [SKIP TO Q24]
 99 Don't know [SKIP TO Q24]

88 Refused

[SKIP TO Q24]

Q23 From whom did you receive a rebate?

1. Local electric/gas utility
 a. What was the approximate amount? _____ 99 Don't Know 88
 Refused
2. The retail store where the **LIGHTING TECHNOLOGY** was purchased
 b. What was the approximate amount? _____ 99 Don't Know 88
 Refused
3. Manufacturer
 c. What was the approximate amount? _____ 99 Don't Know 88
 Refused
4. Please specify _____
 d. What was the approximate amount? _____ 99 Don't Know 88
 Refused
- 99 Don't know
 88 Refused

Q29 Approximately, how much more does a compact fluorescent **LIGHTING TECHNOLOGY** cost in comparison to a standard **LIGHTING TECHNOLOGY** that uses a halogen bulb? (ACCEPT ANSWERS IN DOLLARS OR PERCENT)

Q29 1_____: Answer in Dollars

Q29p 2_____: Answer in percent

Q30 How much money do you think someone who purchased a compact fluorescent **LIGHTING TECHNOLOGY** saves on energy costs in one year compared to someone who purchased a standard **LIGHTING TECHNOLOGY** that uses a halogen bulb?
(ACCEPT ANSWERS IN DOLLARS OR PERCENT)

Q30 1 ____: Answer in Dollars

Q30p 2 ____: Answer in percent

QL31 How much longer do you think a high efficiency compact fluorescent light bulb lasts compared to a standard halogen bulb? Provide your answer either in time or percentage.

____: Answer

99 Don't know

88 Refused

Future Purchase of Efficient Equipment

FU1 If you were shopping for any major appliance today, how likely do you think you would be to purchase the high efficiency version? Would you be... *[READ LIST]*

- 1 Very likely
- 2 Somewhat likely
- 3 Somewhat unlikely
- 4 Very unlikely
- 7 Not asked
- 99 Don't know
- 88 Refused

FU2 [ASK ONLY IF FU1=1 OR 2] Why do you say that?

For FU2_1 to FU2_4

- 1 Extra cost for was minimal
- 3 Energy savings worth the extra up-front cost, acceptable payback
- 4 Cost savings worth the extra up-front cost, acceptable payback
- 5 It is the "right thing to do" (environmental/resource conservation benefits)
- 6 Other benefits make purchase worthwhile (specify other benefits in # 11 below)
- 7 Product works better/is higher quality
- 8 I like to have new, high-tech products
- 9 Salesperson convinced me it was the best choice
- 10 To get a rebate
- 11 Friends/family suggested I purchase energy efficient equipment
- 77 Other (specify)_____
- 99 Don't know

- FU2_1** First mention
- FU2_2** Second mention
- FU2_3** Third mention
- FU2_4** Fourth mention

FU3 [ASK ONLY IF FU2=3 OR 4] Why do you say that?

For FU3_1 to FU3_4

- 1 Costs too much to purchase
- 2 Won't save enough energy to make it worthwhile
- 3 Can't find the *type/style/size* I want
- 4 Can't find the *brand* I want
- 5 Don't like to try new high-tech products until they have been on the market for awhile
- 6 Moving/selling my home, thus won't accrue operating savings
- 7 Don't know the product well enough to decide
- 8 Would have to compare costs/brands
- 9 Other priorities more important,
- 10 Standard product works better/is higher quality
- 11 Uncertain that savings will occur
- 12 Didn't have enough information to make an informed decision
- 13 Didn't trust salesperson or sales pitch
- 14 Did not think about energy efficiency when choosing
- 77 Not asked
- 99 Don't know

- FU3_1** First mention
FU3_2 Second mention
FU3_3 Third mention
FU3_4 Fourth mention

FU4 If you were shopping for any lighting equipment today, how likely do you think you would be to purchase the high efficiency version? Would you be... [READ LIST]

- 1 Very likely
- 2 Somewhat likely
- 3 Somewhat unlikely
- 4 Very unlikely
- 7 Not asked
- 99 Don't know
- 88 Refused

FU5 [ASK ONLY IF FU4=1 OR 2] Why do you say that?

For FU5_1 to FU5_4

- 1 Extra cost for was minimal
- 3 Energy savings worth the extra up-front cost, acceptable payback
- 4 Cost savings worth the extra up-front cost, acceptable payback
- 5 It is the “right thing to do” (environmental/resource conservation benefits)
- 6 Other benefits make purchase worthwhile (specify other benefits in # 11 below)
- 7 Product works better/is higher quality
- 8 I like to have new, high-tech products
- 9 Salesperson convinced me it was the best choice
- 10 To get a rebate
- 11 Friends/family suggested I purchase energy efficient equipment
- 77 Other (specify) _____
- 99 Don't know

FU5_1 First mention**FU5_2** Second mention**FU5_3** Third mention**FU5_4** Fourth mention**FU6** [ASK ONLY IF FU4=3 OR 4] Why do you say that?

For FU6_1 to FU6_4

- 1 Costs too much to purchase
- 2 Won't save enough energy to make it worthwhile
- 3 Can't find the *type/style/size* I want
- 4 Can't find the *brand* I want
- 5 Don't like to try new high-tech products until they have been on the market for awhile
- 6 Moving/selling my home, thus won't accrue operating savings
- 7 Don't know the product well enough to decide
- 8 Would have to compare costs/brands
- 9 Other priorities more important,
- 10 Standard product works better/is higher quality
- 11 Uncertain that savings will occur
- 12 Didn't have enough information to make an informed decision
- 13 Didn't trust salesperson or sales pitch
- 14 Did not think about energy efficiency when choosing
- 77 Not asked
- 99 Don't know

- FU6_1 First mention
- FU6_2 Second mention
- FU6_3 Third mention
- FU6_4 Fourth mention

Miscellaneous

M1 Since purchasing your [INSERT THE TWO PIECES OF EQUIPMENT] have you told your friends and neighbors about it?

- 1 Yes
- 2 No
- 99 Don't know
- 88 Refused

M2 Have you heard of the World of Efficiency Program?

- 1 Yes [CONTINUE]
- 2 No [SKIP TO A1]
- 99 Don't know [SKIP TO A1]
- 88 Refused [SKIP TO A1]

M3 What is the World of Efficiency Program?

Attitudes

A3 People have different opinions about energy-efficiency and the availability of natural resources such as energy. Using a 10-point scale, with 1 meaning you “strongly disagree” and 10 meaning you “strongly agree”, please tell me how much you disagree or agree with each of the following statements: [ROTATE STATEMENTS. REPEAT SCALE AFTER READING 3rd AND 8th STATEMENT]

		<i>Don't</i>										<i>Strongly</i>	<i>Strongly</i>
		<u>Disagree</u>					<u>Agree</u>					<u>Know</u>	
A3_1	I am not very concerned about the amount of energy used in my home.	1	2	3	4	5	6	7	8	9	10	99	
A3_2	The household consumer is such a small part of the whole energy consumption picture that it really doesn't matter how a family uses energy.	1	2	3	4	5	6	7	8	9	10	99	
A3_3	My life is too busy to worry about making energy related improvements in my home.	1	2	3	4	5	6	7	8	9	10	99	
A3_4	Scarce energy supplies will be a major problem in the future.	1	2	3	4	5	6	7	8	9	10	99	
A3_5	Everyone should make a real effort to conserve energy even if they don't have to worry about the cost.	1	2	3	4	5	6	7	8	9	10	99	
A3_6	Instead of building new power plants, customers should use less electricity.	1	2	3	4	5	6	7	8	9	10	99	
A3_7	It is possible to save energy without sacrificing comfort by being energy efficient.	1	2	3	4	5	6	7	8	9	10	99	
A3_8	It is worth it to me for my household to use less energy in order to help preserve the environment	1	2	3	4	5	6	7	8	9	10	-99	

Demographics

Before we finish, I have just a few more questions about your household to make sure we're getting a representative sample of California residents.

DE1 What type of home do you live in?

- | | | | | |
|---|----------------------------------|------------|------------|---------------|
| 1 | Single-family | | | |
| | D1a Attached or detached? | 1 Attached | 2 Detached | 99 Don't know |
| 2 | Apartment | | | |
| | D1b Five or more units? | 1 Yes | 2 No | 99 Don't know |
| 3 | Mobile home | | | |
| 4 | Other | | | |
| | | | | 99 Don't know |

DE2 Do you own your home or rent?

- | | | | |
|----|------------|---|-----|
| | | 1 | Own |
| 2 | Rent | | |
| 99 | Don't know | | |

DE3 When was your home built?

- _____ (year)
- 99 Don't know
- 88 Refused

D3A (IF DON'T KNOW) Was it built [READ RANGE]?

- 1 in the last five years (i.e., since 1993)?
- 2 between 1989 and 1992?
- 3 between 1979 and 1988?
- 4 between 1960 and 1978?
- 5 between 1940 and 1959?
- 6 before 1940?
- 99 Don't know
- 88 Refused

DE4 About how large is your home?

- square feet
- 99 Don't know
- 88 Refused

DE4A (IF DON'T KNOW) Is it [READ RANGE]?

- 1 less than 500 square feet
- 2 500-999 square feet
- 3 1,000 to 1,499 square feet
- 4 1,500-1,999 square feet
- 5 2,000-2,499 square feet
- 6 2,500-2,999 square feet
- 7 3,000 or more square feet
- 99 Don't know
- 88 Refused

DE5 How many people live in your home year-round of the following age groups?

For D5a – D5d:

- 99 Don't know
- 88 Refused

- DE5A** Less than 18 years old
- DE5B** 19-34
- DE5C** 35-59
- DE5D** 60 or older

DE6 Which of the following describes your educational background?

- 1 Some high school
- 2 High school graduate
- 3 Trade or technical school
- 4 Some college
- 5 College graduate
- 6 Some graduate school
- 7 Graduate degree
- 8 Don't know

-9 Refused

D7 Which of the following best represents your annual household income (*from all sources in 1998, before taxes*)?

- 1 Less than \$20,000 per year
- 2 \$20,000-49,999
- 3 \$50,000-74,999
- 4 \$75,000-99,999
- 5 \$100,000 or more
- 8 Don't know
- 9 Refused

D8 What is your racial or ethnic background? [*READ RESPONSES*]

- 1 Hispanic
- 2 African American
- 3 Caucasian
- 4 Asian American
- 5 Native American
- 6 Interracial
- 7 Other [SPECIFY]
- 99 Don't know
- 88 Refused
- 77 Not asked

Verification of Appliance Efficiency**IF PURCHASED A REFRIGERATOR ASK AE1**

AE1 Does your new refrigerator have. . .

- 1 A side-by-side refrigerator and freezer
2. A freezer compartment above the refrigerator
3. A refrigerator compartment above the freezer
- 8 Don't know
- 9 Refused

AE2 For this study, we are interested in knowing the make and model number of the refrigerator you purchased? Would you please go to your refrigerator and find the make and model number for me?

IF AE1 = 1 READ:

You will probably find the model number near the top of the refrigerator section either on the ceiling or high on the right or left side walls. If not, it could be in on the back wall or on the inside of the door.

IF AE1 = 2 READ:

You will probably find the model number near the top of the refrigerator section. Usually, it is high on the left side wall. If not, it could be on the inside of the door.

IF AE1 = 3 READ:

The manufacturer usually puts the number somewhere in the upper part of the refrigerator section. When the refrigerator is above the freezer, however, sometimes they put the number in the freezer compartment. If not, it could be on the inside of the door.

ENTER MAKE AND MODEL #: _____

IF REFUSED, TYPE IN "REFUSED"

IF PURCHASED A CLOTHES WASHER, ASK AE3:

AE3. Is your clothes washer front loading?

- 1 Yes
- 2 No
- 8 Don't know

AE4. For this study, we are interested in knowing the make and model number of your clothes washer. Would you please go to your clothes washer and find the make and model number for me?

ENTER MAKE AND MODEL #: _____

IF REFUSED, TYPE IN "REFUSED"

IF PURCHASED A ROOM AIR CONDITIONER, A DISHWASHER, OR GAS WATER HEATER, ASK AE5

AE5 For this study, we are interested in knowing the make and model number of your [INSERT DISHWASHER, ROOM AIR CONDITIONER, OR GAS WATER HEATER]. Would you please go to your [INSERT DISHWASHER, ROOM AIR CONDITIONER, OR GAS WATER HEATER PURCHASED] and find the make and model number for me?

ENTER MAKE AND MODEL #: _____

IF REFUSED, TYPE IN "REFUSED"

THANK YOU FOR YOUR COOPERATION

QA1_ : Important Purchase Considerations For Refrigerator

Response	PG&E	SCE	SDG&E	All California	Out of State
Brand	5%	10%	11%	7%	10%
Features and appearance	59%	74%	74%	67%	59%
Purchase price	23%	22%	25%	23%	28%
Energy efficiency	23%	18%	14%	20%	16%
Annual operating cost for electricity	2%	<1%	1%	1%	0%
Quality	13%	8%	7%	10%	11%
Other	1%	0%	7%	1%	5%
Refused	3%	1%	0%	2%	0%
Don't know	6%	3%	1%	4%	3%
# Respondents	83	80	91	254	79

QA1_ : Important Purchase Considerations For Dishwasher

Response	PG&E	SCE	SDG&E	All California	Out of State
Brand	2%	8%	16%	6%	10%
Features and appearance	58%	49%	55%	54%	42%
Purchase price	21%	24%	29%	23%	19%
Energy efficiency	22%	7%	11%	14%	13%
Annual operating cost for electricity	1%	0%	4%	1%	0%
Quality	24%	25%	23%	24%	16%
Other	2%	13%	5%	7%	2%
Refused	2%	<1%	0%	1%	0%
Don't know	8%	5%	0%	6%	11%
# Respondents	68	62	56	186	62

QA1_ : Important Purchase Considerations For Clothes Washer

Response	PG&E	SCE	SDG&E	All California	Out of State
Brand	7%	17%	8%	11%	13%
Features and appearance	46%	49%	53%	48%	50%
Purchase price	20%	11%	26%	17%	25%
Energy efficiency	16%	15%	8%	15%	10%
Annual operating cost for electricity	1%	1%	1%	1%	0%
Quality	13%	26%	18%	19%	15%
Other	6%	3%	13%	6%	1%
Refused	2%	<1%	0%	1%	0%
Don't know	5%	1%	3%	3%	9%
<i># Respondents</i>	93	92	77	262	80

QA1_ : Important Purchase Considerations For Air Conditioner

Response	PG&E	SCE	SDG&E	All California	Out of State
Brand	0%	0%	0%	0%	10%
Features and appearance	34%	44%	50%	40%	33%
Purchase price	19%	38%	50%	30%	23%
Energy efficiency	28%	15%	11%	21%	30%
Annual operating cost for electricity	0%	13%	6%	6%	3%
Quality	19%	34%	22%	26%	18%
Other	16%	1%	0%	8%	5%
Don't know	3%	0%	6%	2%	3%
<i># Respondents</i>	21	27	18	66	40

QA1_ : Important Purchase Considerations For Gas Water Heater

Response	PG&E	SCE	SDG&E	All California	Out of State
Brand	0%	10%	3%	4%	4%
Features and appearance	29%	38%	22%	32%	39%
Purchase price	15%	18%	34%	18%	29%
Energy efficiency	20%	39%	9%	27%	32%
Annual operating cost for electricity	0%	0%	3%	<1%	4%
Quality	22%	6%	25%	15%	4%
Other	22%	21%	25%	22%	18%
Refused	0%	5%	0%	2%	0%
Don't know	15%	4%	3%	9%	4%
<i># Respondents</i>	36	36	32	104	28

QA2_1: Importance Of Brand For Refrigerator

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	21%	12%	14%	17%	10%
2 Not so important	10%	6%	11%	8%	10%
3 Somewhat important	20%	19%	28%	20%	30%
4 important	28%	36%	22%	31%	28%
5 Extremely important	18%	23%	23%	21%	20%
Refuse	3%	1%	0%	2%	0%
Don't know	0%	2%	1%	1%	1%
<i># Respondents</i>	79	79	90	248	79

QA2_1: Importance Of Brand For Dishwasher

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	23%	10%	23%	18%	15%
2 Not so important	11%	8%	16%	10%	8%
3 Somewhat important	11%	24%	18%	17%	11%
4 important	27%	29%	29%	28%	31%
5 Extremely important	26%	25%	14%	24%	35%
Refuse	0%	3%	0%	1%	0%
Don't know	2%	0%	0%	1%	0%
<i># Respondents</i>	68	62	56	186	62

QA2_1: Importance Of Brand For Clothes Washer

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	21%	4%	9%	13%	9%
2 Not so important	4%	4%	9%	5%	9%
3 Somewhat important	23%	24%	20%	23%	27%
4 important	18%	26%	21%	22%	22%
5 Extremely important	29%	38%	39%	34%	32%
Refuse	3%	1%	0%	2%	1%
Don't know	2%	3%	1%	2%	1%
<i># Respondents</i>	89	89	76	254	79

QA2_1: Importance Of Brand For Air Conditioner

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	28%	43%	28%	34%	30%
2 Not so important	13%	6%	11%	10%	10%
3 Somewhat important	22%	38%	39%	30%	13%
4 important	22%	9%	17%	16%	20%
5 Extremely important	16%	4%	6%	10%	25%
Don't know	0%	0%	0%	0%	3%
<i># Respondents</i>	<i>21</i>	<i>27</i>	<i>18</i>	<i>66</i>	<i>40</i>

QA2_1: Importance Of Brand For Gas Water Heater

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	30%	35%	31%	32%	27%
2 Not so important	4%	27%	19%	15%	27%
3 Somewhat important	24%	3%	34%	16%	23%
4 important	19%	16%	9%	17%	12%
5 Extremely important	21%	12%	6%	15%	12%
Refuse	0%	5%	0%	2%	0%
Don't know	2%	3%	0%	2%	0%
<i># Respondents</i>	<i>34</i>	<i>36</i>	<i>32</i>	<i>102</i>	<i>26</i>

QA2_2: Importance Of Features And Appearance For Refrigerator

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	6%	1%	7%	4%	0%
2 Not so important	7%	5%	2%	6%	3%
3 Somewhat important	26%	8%	12%	17%	16%
4 important	16%	41%	40%	29%	38%
5 Extremely important	43%	41%	39%	42%	42%
Refuse	3%	1%	0%	2%	0%
Don't know	0%	2%	0%	1%	1%
<i># Respondents</i>	<i>79</i>	<i>79</i>	<i>90</i>	<i>248</i>	<i>79</i>

QA2_2: Importance Of Features And Appearance For Dishwasher

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	5%	7%	4%	6%	13%
2 Not so important	9%	7%	13%	8%	0%
3 Somewhat important	14%	6%	13%	11%	19%
4 important	37%	53%	38%	44%	31%
5 Extremely important	33%	23%	34%	29%	37%
Refuse	0%	3%	0%	1%	0%
Don't know	3%	0%	0%	2%	0%
<i># Respondents</i>	<i>68</i>	<i>62</i>	<i>56</i>	<i>186</i>	<i>62</i>

QA2_2: Importance Of Features And Appearance For Clothes Washer

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	11%	5%	4%	8%	13%
2 Not so important	2%	1%	5%	2%	6%
3 Somewhat important	32%	20%	30%	27%	28%
4 important	31%	44%	33%	37%	28%
5 Extremely important	19%	27%	26%	23%	23%
Refuse	3%	1%	0%	2%	1%
Don't know	2%	2%	1%	2%	1%
<i># Respondents</i>	<i>89</i>	<i>89</i>	<i>76</i>	<i>254</i>	<i>79</i>

QA2_2: Importance Of Features And Appearance For Air Conditioner

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	13%	15%	33%	16%	25%
2 Not so important	9%	2%	0%	6%	3%
3 Somewhat important	31%	16%	28%	25%	28%
4 important	28%	35%	28%	31%	20%
5 Extremely important	19%	30%	11%	23%	25%
<i># Respondents</i>	<i>21</i>	<i>27</i>	<i>18</i>	<i>66</i>	<i>40</i>

QA2_2: Importance Of Features And Appearance For Gas Water Heater

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	36%	44%	47%	41%	42%
2 Not so important	7%	3%	9%	6%	27%
3 Somewhat important	23%	23%	13%	22%	23%
4 important	11%	5%	13%	9%	4%
5 Extremely important	17%	18%	19%	18%	4%
Refuse	0%	5%	0%	2%	0%
Don't know	6%	2%	0%	3%	0%
<i># Respondents</i>	<i>34</i>	<i>36</i>	<i>32</i>	<i>102</i>	<i>26</i>

QA2_3: Importance Of Purchase Price For Refrigerator

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	2%	3%	6%	3%	4%
2 Not so important	5%	3%	1%	4%	3%
3 Somewhat important	11%	16%	8%	13%	16%
4 important	27%	26%	37%	28%	32%
5 Extremely important	51%	52%	48%	51%	46%
Refuse	3%	1%	0%	2%	0%
Don't know	0%	0%	1%	<1%	0%
<i># Respondents</i>	<i>79</i>	<i>79</i>	<i>90</i>	<i>248</i>	<i>79</i>

QA2_3: Importance Of Purchase Price For Dishwasher

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	10%	4%	4%	7%	5%
2 Not so important	12%	5%	4%	8%	2%
3 Somewhat important	21%	27%	21%	24%	19%
4 important	25%	33%	34%	29%	18%
5 Extremely important	29%	29%	38%	30%	56%
Refuse	0%	3%	0%	1%	0%
Don't know	2%	0%	0%	1%	0%
<i># Respondents</i>	<i>68</i>	<i>62</i>	<i>56</i>	<i>186</i>	<i>62</i>

QA2_3: Importance Of Purchase Price For Clothes Washer

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	8%	7%	4%	7%	8%
2 Not so important	10%	<1%	5%	6%	3%
3 Somewhat important	18%	15%	16%	16%	22%
4 important	24%	34%	21%	28%	19%
5 Extremely important	33%	44%	54%	39%	46%
Refuse	3%	1%	0%	2%	1%
Don't know	4%	0%	0%	2%	3%
<i># Respondents</i>	<i>89</i>	<i>89</i>	<i>76</i>	<i>254</i>	<i>79</i>

QA2_3: Importance Of Purchase Price For Air Conditioner

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	0%	8%	11%	4%	5%
2 Not so important	6%	1%	0%	4%	0%
3 Somewhat important	9%	1%	17%	7%	23%
4 important	19%	16%	22%	18%	20%
5 Extremely important	66%	73%	50%	67%	53%
<i># Respondents</i>	<i>21</i>	<i>27</i>	<i>18</i>	<i>66</i>	<i>40</i>

QA2_3: Importance Of Purchase Price For Gas Water Heater

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	4%	11%	6%	7%	8%
2 Not so important	2%	7%	6%	4%	4%
3 Somewhat important	17%	27%	16%	21%	15%
4 important	34%	12%	28%	24%	31%
5 Extremely important	42%	32%	44%	38%	42%
Refuse	0%	10%	0%	4%	0%
Don't know	2%	2%	0%	2%	0%
<i># Respondents</i>	<i>34</i>	<i>36</i>	<i>32</i>	<i>102</i>	<i>26</i>

QA2_4: Importance Of Energy Efficiency For Refrigerator

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	7%	11%	8%	8%	6%
2 Not so important	5%	5%	1%	5%	5%
3 Somewhat important	13%	15%	18%	14%	25%
4 important	31%	34%	34%	32%	27%
5 Extremely important	41%	35%	38%	38%	34%
Refuse	3%	1%	0%	2%	0%
Don't know	0%	0%	1%	<1%	3%
# Respondents	79	79	90	248	79

QA2_4: Importance Of Energy Efficiency For Dishwasher

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	10%	7%	13%	9%	15%
2 Not so important	3%	17%	9%	10%	3%
3 Somewhat important	30%	15%	34%	24%	13%
4 important	31%	39%	27%	34%	35%
5 Extremely important	23%	22%	18%	22%	34%
Don't know	2%	0%	0%	1%	0%
# Respondents	68	62	56	186	62

QA2_4: Importance Of Energy Efficiency For Clothes Washer

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	11%	9%	11%	10%	18%
2 Not so important	4%	11%	7%	8%	8%
3 Somewhat important	26%	26%	11%	24%	15%
4 important	24%	24%	37%	25%	30%
5 Extremely important	27%	27%	36%	28%	27%
Refuse	3%	1%	0%	2%	1%
Don't know	4%	2%	0%	3%	1%
# Respondents	89	89	76	254	79

QA2_4: Importance Of Energy Efficiency For Air Conditioner

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	0%	0%	11%	1%	3%
2 Not so important	9%	6%	6%	8%	3%
3 Somewhat important	0%	15%	22%	9%	8%
4 important	19%	10%	17%	15%	28%
5 Extremely important	72%	68%	39%	67%	60%
Don't know	0%	0%	6%	1%	0%
<i># Respondents</i>	21	27	18	66	40

QA2_4: Importance Of Energy Efficiency For Gas Water Heater

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	0%	7%	13%	4%	8%
2 Not so important	2%	5%	0%	3%	12%
3 Somewhat important	11%	6%	9%	9%	4%
4 important	38%	27%	31%	32%	35%
5 Extremely important	40%	49%	41%	44%	42%
Refuse	2%	5%	0%	3%	0%
Don't know	8%	2%	6%	5%	0%
<i># Respondents</i>	34	36	32	102	26

QA2_5: Importance Of Annual Operating Cost For Refrigerator

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	11%	15%	9%	13%	11%
2 Not so important	4%	9%	3%	6%	5%
3 Somewhat important	10%	18%	22%	15%	30%
4 important	22%	25%	35%	24%	23%
5 Extremely important	28%	28%	28%	28%	29%
Refuse	20%	1%	0%	10%	0%
Don't know	4%	3%	3%	3%	1%
<i># Respondents</i>	76	79	65	220	79

QA2_5: Importance Of Annual Operating Cost For Dishwasher

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	11%	21%	29%	17%	24%
2 Not so important	7%	13%	7%	10%	2%
3 Somewhat important	26%	16%	24%	21%	19%
4 important	15%	35%	17%	24%	31%
5 Extremely important	16%	14%	22%	16%	19%
Refuse	23%	0%	0%	11%	0%
Don't know	2%	<1%	0%	1%	5%
<i># Respondents</i>	<i>64</i>	<i>62</i>	<i>41</i>	<i>167</i>	<i>62</i>

QA2_5: Importance Of Annual Operating Cost For Clothes Washer

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	12%	15%	8%	13%	18%
2 Not so important	7%	13%	6%	10%	9%
3 Somewhat important	19%	17%	24%	18%	13%
4 important	21%	21%	30%	22%	32%
5 Extremely important	23%	31%	32%	27%	25%
Refuse	18%	1%	0%	9%	1%
Don't know	0%	3%	0%	1%	3%
<i># Respondents</i>	<i>86</i>	<i>89</i>	<i>50</i>	<i>225</i>	<i>79</i>

QA2_5: Importance Of Annual Operating Cost For Air Conditioner

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	7%	8%	8%	7%	13%
2 Not so important	10%	6%	0%	8%	3%
3 Somewhat important	13%	16%	42%	17%	20%
4 important	17%	30%	17%	23%	30%
5 Extremely important	47%	39%	25%	42%	33%
Refuse	7%	0%	0%	3%	0%
Don't know	0%	0%	8%	1%	3%
<i># Respondents</i>	<i>19</i>	<i>27</i>	<i>12</i>	<i>58</i>	<i>40</i>

QA2_5: Importance Of Annual Operating Cost For Gas Water Heater

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	8%	8%	20%	8%	12%
2 Not so important	0%	5%	0%	2%	8%
3 Somewhat important	15%	17%	15%	16%	8%
4 important	30%	28%	20%	29%	23%
5 Extremely important	30%	35%	40%	33%	50%
Refuse	9%	5%	0%	7%	0%
Don't know	8%	3%	5%	5%	0%
<i># Respondents</i>	<i>34</i>	<i>36</i>	<i>20</i>	<i>90</i>	<i>26</i>

QL1_1: Importance Of Brand For Hard-Wired Fixture

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	50%	53%	29%	49%	31%
2 Not so important	3%	13%	24%	9%	17%
3 Somewhat important	26%	18%	29%	23%	29%
4 important	14%	12%	8%	13%	16%
5 Extremely important	5%	3%	11%	5%	6%
Refuse	1%	<1%	0%	1%	1%
<i># Respondents</i>	<i>62</i>	<i>77</i>	<i>63</i>	<i>202</i>	<i>77</i>

QL1_1: Importance Of Brand For Fluorescent Lamp

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	31%	32%	38%	32%	31%
2 Not so important	8%	14%	11%	11%	9%
3 Somewhat important	13%	28%	27%	21%	31%
4 important	19%	11%	15%	15%	21%
5 Extremely important	10%	13%	9%	11%	7%
Refuse	18%	2%	0%	10%	1%
<i># Respondents</i>	<i>95</i>	<i>125</i>	<i>105</i>	<i>325</i>	<i>129</i>

QL1_1: Importance Of Brand For Torchiere

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	35%	29%	37%	32%	35%
2 Not so important	12%	27%	13%	18%	13%
3 Somewhat important	22%	24%	24%	23%	28%
4 important	11%	15%	15%	13%	22%
5 Extremely important	15%	3%	10%	9%	2%
Refuse	6%	1%	0%	4%	0%
Don't know	0%	0%	1%	<1%	0%
<i># Respondents</i>	<i>72</i>	<i>56</i>	<i>79</i>	<i>207</i>	<i>46</i>

QL1_2: Importance Of Features For Hard-Wired Fixture

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	13%	8%	8%	10%	9%
2 Not so important	3%	7%	0%	4%	8%
3 Somewhat important	21%	21%	27%	22%	25%
4 important	32%	43%	48%	38%	34%
5 Extremely important	30%	21%	17%	25%	22%
Refuse	1%	<1%	0%	1%	1%
Don't know	0%	<1%	0%	<1%	1%
<i># Respondents</i>	<i>62</i>	<i>77</i>	<i>63</i>	<i>202</i>	<i>77</i>

QL1_2: Importance Of Features For Fluorescent Lamp

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	15%	21%	17%	18%	22%
2 Not so important	6%	9%	10%	8%	10%
3 Somewhat important	25%	23%	25%	24%	26%
4 important	19%	25%	26%	22%	26%
5 Extremely important	15%	20%	23%	18%	13%
Refuse	18%	2%	0%	10%	1%
Don't know	2%	<1%	0%	1%	2%
<i># Respondents</i>	<i>95</i>	<i>125</i>	<i>105</i>	<i>325</i>	<i>129</i>

QL1_2: Importance Of Features For Torchiera

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	5%	2%	6%	4%	2%
2 Not so important	3%	1%	3%	2%	9%
3 Somewhat important	36%	23%	24%	30%	35%
4 important	36%	56%	29%	44%	30%
5 Extremely important	16%	17%	38%	19%	24%
Refuse	5%	1%	0%	3%	0%
<i># Respondents</i>	<i>72</i>	<i>56</i>	<i>79</i>	<i>207</i>	<i>46</i>

QL1_3: Importance Of Purchase Price For Hard-Wired Fixture

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	3%	6%	2%	4%	3%
2 Not so important	4%	4%	2%	4%	1%
3 Somewhat important	25%	12%	21%	19%	23%
4 important	45%	42%	54%	45%	31%
5 Extremely important	21%	36%	22%	27%	40%
Refuse	1%	<1%	0%	1%	1%
<i># Respondents</i>	<i>62</i>	<i>77</i>	<i>63</i>	<i>202</i>	<i>77</i>

QL1_3: Importance Of Purchase Price For Fluorescent Lamp

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	5%	11%	10%	8%	5%
2 Not so important	8%	2%	3%	5%	2%
3 Somewhat important	14%	20%	24%	17%	18%
4 important	21%	26%	29%	24%	33%
5 Extremely important	34%	39%	35%	36%	41%
Refuse	18%	2%	0%	10%	1%
Don't know	0%	0%	0%	0%	1%
<i># Respondents</i>	<i>95</i>	<i>125</i>	<i>105</i>	<i>325</i>	<i>129</i>

QL1_3: Importance Of Purchase Price For Torchiere

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	5%	1%	4%	3%	2%
2 Not so important	3%	1%	4%	2%	0%
3 Somewhat important	19%	19%	14%	19%	22%
4 important	29%	29%	29%	29%	30%
5 Extremely important	38%	49%	49%	44%	46%
Refuse	5%	1%	0%	3%	0%
Don't know	2%	0%	0%	1%	0%
<i># Respondents</i>	<i>72</i>	<i>56</i>	<i>79</i>	<i>207</i>	<i>46</i>

QL1_4: Importance Of Energy Efficiency For Hard-Wired Fixture

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	18%	15%	13%	16%	14%
2 Not so important	8%	6%	3%	7%	8%
3 Somewhat important	22%	28%	30%	26%	14%
4 important	22%	19%	32%	22%	26%
5 Extremely important	22%	32%	22%	26%	34%
Refuse	3%	<1%	0%	2%	1%
Don't know	4%	0%	0%	2%	3%
<i># Respondents</i>	<i>62</i>	<i>77</i>	<i>63</i>	<i>202</i>	<i>77</i>

QL1_4: Importance Of Energy Efficiency For Fluorescent Lamp

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	3%	13%	8%	7%	7%
2 Not so important	8%	3%	1%	5%	6%
3 Somewhat important	17%	20%	20%	18%	21%
4 important	24%	20%	29%	23%	26%
5 Extremely important	27%	42%	43%	35%	36%
Refuse	18%	2%	0%	10%	1%
Don't know	3%	1%	0%	2%	4%
<i># Respondents</i>	<i>95</i>	<i>125</i>	<i>105</i>	<i>325</i>	<i>129</i>

QL1_4: Importance Of Energy Efficiency For Torchiere

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	5%	6%	14%	7%	7%
2 Not so important	6%	18%	10%	11%	0%
3 Somewhat important	21%	38%	14%	27%	26%
4 important	27%	15%	27%	22%	24%
5 Extremely important	34%	22%	34%	29%	41%
Refuse	5%	1%	0%	3%	0%
Don't know	2%	0%	1%	1%	2%
<i># Respondents</i>	<i>72</i>	<i>56</i>	<i>79</i>	<i>207</i>	<i>46</i>

QL1_5: Importance Of Appearance For Hard-Wired Fixture

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	2%	3%	0%	2%	0%
2 Not so important	0%	1%	2%	<1%	4%
3 Somewhat important	8%	8%	8%	8%	9%
4 important	11%	29%	30%	20%	29%
5 Extremely important	78%	59%	60%	68%	57%
Refuse	1%	<1%	0%	1%	1%
<i># Respondents</i>	<i>62</i>	<i>77</i>	<i>63</i>	<i>202</i>	<i>77</i>

QL1_5: Importance Of Appearance For Fluorescent Lamp

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	22%	28%	34%	26%	30%
2 Not so important	6%	13%	9%	9%	10%
3 Somewhat important	18%	19%	23%	19%	22%
4 important	22%	16%	13%	18%	19%
5 Extremely important	12%	23%	20%	18%	17%
Refuse	18%	2%	0%	10%	1%
Don't know	1%	<1%	1%	1%	2%
<i># Respondents</i>	<i>95</i>	<i>125</i>	<i>105</i>	<i>325</i>	<i>129</i>

QL1_5: Importance Of Appearance For Torchiere

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	5%	1%	3%	3%	4%
2 Not so important	2%	1%	0%	1%	4%
3 Somewhat important	15%	6%	13%	11%	7%
4 important	35%	42%	29%	37%	35%
5 Extremely important	38%	50%	56%	45%	48%
Refuse	5%	1%	0%	3%	0%
Don't know	0%	0%	0%	0%	2%
<i># Respondents</i>	<i>72</i>	<i>56</i>	<i>79</i>	<i>207</i>	<i>46</i>

QL1_6: Importance Of Reliability For Hard-Wired Fixture

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	3%	4%	5%	4%	1%
2 Not so important	6%	3%	3%	5%	1%
3 Somewhat important	6%	11%	14%	9%	9%
4 important	29%	31%	32%	30%	35%
5 Extremely important	54%	48%	44%	51%	52%
Refuse	1%	<1%	0%	1%	1%
Don't know	0%	3%	2%	1%	0%
<i># Respondents</i>	<i>62</i>	<i>77</i>	<i>63</i>	<i>202</i>	<i>77</i>

QL1_6: Importance Of Reliability For Fluorescent Lamp

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	4%	5%	5%	4%	5%
2 Not so important	0%	4%	3%	2%	2%
3 Somewhat important	13%	11%	14%	13%	16%
4 important	23%	24%	28%	24%	24%
5 Extremely important	40%	53%	50%	46%	51%
Refuse	18%	2%	0%	10%	1%
Don't know	1%	<1%	1%	1%	1%
<i># Respondents</i>	<i>95</i>	<i>125</i>	<i>105</i>	<i>325</i>	<i>129</i>

QL1_6: Importance Of Reliability For Torchiere

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	3%	1%	3%	2%	0%
2 Not so important	2%	0%	4%	1%	4%
3 Somewhat important	12%	19%	8%	15%	4%
4 important	23%	35%	29%	29%	17%
5 Extremely important	48%	44%	54%	46%	74%
Refuse	12%	1%	0%	6%	0%
Don't know	1%	0%	1%	1%	0%
<i># Respondents</i>	68	56	72	196	46

QL1_7: For Hard-Wired Fixture

Response						
Importance of safety						
1 Not at all important	1%	2%	4%	3%	3%	1%
2 Not so important	0%	1%	<1%	3%	1%	0%
3 Somewhat important	8%	17%	8%	11%	12%	8%
4 important	17%	15%	18%	22%	17%	17%
5 Extremely important	73%	62%	69%	60%	65%	73%
Refuse	1%	3%	<1%	0%	2%	1%
Don't know	0%	0%	<1%	0%	<1%	0%
<i># Respondents</i>	77	62	77	63	202	77

QL1_7: Importance Of Safety For Torchiere

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	4%	0%	3%	2%	4%
2 Not so important	4%	0%	4%	2%	2%
3 Somewhat important	7%	12%	5%	9%	4%
4 important	14%	26%	16%	19%	13%
5 Extremely important	67%	61%	72%	65%	76%
Refuse	5%	1%	0%	3%	0%
<i># Respondents</i>	72	56	79	207	46

QL1_8: Importance Of Quality Of Light For Hard-Wired Fixture

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	1%	3%	3%	2%	1%
2 Not so important	2%	3%	5%	3%	3%
3 Somewhat important	14%	6%	19%	11%	12%
4 important	21%	29%	19%	24%	29%
5 Extremely important	55%	58%	51%	56%	55%
Refuse	4%	<1%	2%	2%	1%
Don't know	2%	0%	2%	1%	0%
<i># Respondents</i>	<i>61</i>	<i>77</i>	<i>59</i>	<i>197</i>	<i>77</i>

QL1_8: Importance Of Quality Of Light For Torchiere

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	0%	1%	2%	1%	0%
2 Not so important	2%	0%	0%	1%	2%
3 Somewhat important	8%	15%	15%	12%	4%
4 important	33%	36%	26%	34%	28%
5 Extremely important	42%	43%	58%	44%	65%
Refuse	14%	1%	0%	7%	0%
Don't know	0%	3%	0%	1%	0%
<i># Respondents</i>	<i>66</i>	<i>56</i>	<i>66</i>	<i>188</i>	<i>46</i>

QL1_9: Importance Of Operating Cost For Fluorescent Lamp

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	9%	12%	10%	11%	9%
2 Not so important	8%	2%	4%	5%	8%
3 Somewhat important	17%	25%	23%	21%	24%
4 important	21%	16%	27%	20%	26%
5 Extremely important	26%	43%	33%	34%	29%
Refuse	18%	2%	0%	10%	1%
Don't know	1%	0%	3%	1%	3%
<i># Respondents</i>	<i>95</i>	<i>125</i>	<i>105</i>	<i>325</i>	<i>129</i>

QL1_10: Importance Of Bulb Life For Fluorescent Lamp

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	1%	7%	4%	4%	6%
2 Not so important	6%	3%	4%	5%	3%
3 Somewhat important	13%	19%	17%	16%	16%
4 important	19%	26%	35%	24%	30%
5 Extremely important	42%	43%	39%	42%	42%
Refuse	18%	2%	0%	10%	1%
Don't know	1%	0%	1%	<1%	2%
# Respondents	95	125	105	325	129

QL1_11: Importance Of Color Of Light For Fluorescent Lamp

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all important	8%	17%	20%	13%	19%
2 Not so important	10%	6%	5%	8%	8%
3 Somewhat important	15%	25%	10%	19%	26%
4 important	16%	20%	30%	19%	24%
5 Extremely important	32%	29%	35%	31%	21%
Refuse	18%	2%	0%	10%	1%
Don't know	1%	1%	1%	1%	2%
# Respondents	95	125	105	325	129

QL2_1: Familiar With Technology For Hard-Wired Fixture

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	75%	75%	71%	75%	62%
No	22%	24%	29%	24%	36%
Refuse	1%	<1%	0%	1%	0%
Don't know	2%	0%	0%	1%	1%
# Respondents	62	77	63	202	77

QL2_1: Familiar With Technology For Fluorescent Lamp

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	48%	66%	69%	58%	57%
No	33%	32%	30%	33%	40%
Refuse	18%	2%	0%	10%	1%
Don't know	0%	0%	1%	<1%	2%
# Respondents	95	125	105	325	129

QL2_1: Familiar With Technology For Torchiere

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	48%	32%	44%	41%	41%
No	46%	67%	54%	56%	57%
Refuse	5%	1%	0%	3%	0%
Don't know	1%	0%	1%	1%	2%
# Respondents	72	56	79	207	46

QL2_2: Heard About Eff. Tech. Before Today For Hard-Wired Fixture

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	54%	60%	46%	55%	39%
No	45%	40%	54%	44%	60%
Refuse	1%	<1%	0%	1%	0%
Don't know	0%	0%	0%	0%	1%
# Respondents	62	77	63	202	77

QL2_2: Heard About Eff. Tech. Before Today For Torchiere

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	32%	13%	32%	24%	17%
No	62%	86%	68%	73%	78%
Refuse	5%	1%	0%	3%	0%
Don't know	2%	0%	0%	1%	4%
# Respondents	72	56	79	207	46

Q4: Notice Display Material For Refrigerator

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	50%	52%	51%	51%	47%
No	43%	46%	48%	45%	48%
Refuse	3%	1%	0%	2%	0%
Don't know	4%	1%	1%	2%	5%
# Respondents	79	79	90	248	79

Q4: Notice Display Material For Dishwasher

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	53%	51%	38%	51%	39%
No	42%	45%	57%	45%	58%
Don't know	5%	4%	5%	4%	3%
# Respondents	68	62	56	186	62

Q4: Notice Display Material For Clothes Washer

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	42%	47%	58%	46%	46%
No	44%	52%	39%	47%	49%
Refuse	3%	1%	0%	2%	1%
Don't know	11%	0%	3%	6%	4%
# Respondents	89	89	76	254	79

Q4: Notice Display Material For Air Conditioner

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	56%	49%	22%	50%	43%
No	44%	43%	78%	47%	55%
Don't know	0%	8%	0%	3%	3%
# Respondents	21	27	18	66	40

Q4: Notice Display Material For Gas Water Heater

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	41%	34%	16%	35%	23%
No	49%	50%	78%	52%	77%
Refuse	4%	5%	3%	4%	0%
Don't know	6%	12%	3%	8%	0%
# Respondents	34	36	32	102	26

Q4: Notice Display Material For Hard-Wired Fixture

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	39%	25%	29%	32%	22%
No	57%	72%	67%	64%	66%
Refuse	1%	<1%	0%	1%	0%
Don't know	3%	3%	5%	3%	12%
# Respondents	62	77	63	202	77

Q4: Notice Display Material For Fluorescent Lamp

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	12%	23%	23%	18%	19%
No	66%	75%	72%	71%	80%
Refuse	18%	2%	0%	10%	1%
Don't know	3%	0%	5%	2%	1%
# Respondents	95	125	105	325	129

Q4: Notice Display Material For Torchiere

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	15%	13%	18%	15%	15%
No	78%	81%	76%	79%	80%
Refuse	5%	1%	0%	3%	0%
Don't know	2%	4%	6%	3%	4%
# Respondents	72	56	79	207	46

Q5_: Type Of Display Material Noticed For Refrigerator

Response	PG&E	SCE	SDG&E	All California	Out of State
Banner	8%	5%	11%	7%	5%
Poster	14%	29%	37%	23%	22%
Flyer	27%	31%	11%	27%	22%
Other	42%	43%	41%	42%	54%
Don't know	8%	1%	7%	5%	5%
# Respondents	43	39	46	128	37

Q5_: Type Of Display Material Noticed For Dishwasher

Response	PG&E	SCE	SDG&E	All California	Out of State
Banner	6%	9%	5%	7%	17%
Poster	28%	34%	24%	30%	38%
Flyer	28%	36%	19%	30%	25%
Other	45%	30%	52%	39%	33%
Don't know	3%	0%	0%	2%	4%
# Respondents	36	31	21	88	24

Q5_ : Type Of Display Material Noticed For Clothes Washer

Response	PG&E	SCE	SDG&E	All California	Out of State
Banner	12%	22%	20%	17%	17%
Poster	24%	38%	20%	30%	39%
Flyer	28%	9%	11%	17%	33%
Other	36%	31%	45%	35%	31%
Don't know	1%	10%	2%	5%	6%
<i># Respondents</i>	<i>41</i>	<i>44</i>	<i>44</i>	<i>129</i>	<i>36</i>

Q5_ : Type Of Display Material Noticed For Air Conditioner

Response	PG&E	SCE	SDG&E	All California	Out of State
Banner	22%	3%	0%	13%	0%
Poster	33%	13%	50%	26%	29%
Flyer	22%	31%	0%	25%	18%
Other	33%	41%	50%	37%	47%
Don't know	0%	13%	0%	5%	18%
<i># Respondents</i>	<i>11</i>	<i>11</i>	<i>4</i>	<i>26</i>	<i>17</i>

Q5_ : Type Of Display Material Noticed For Gas Water Heater

Response	PG&E	SCE	SDG&E	All California	Out of State
Banner	25%	0%	40%	16%	17%
Poster	8%	29%	20%	17%	0%
Flyer	13%	34%	20%	21%	33%
Other	42%	20%	20%	32%	33%
Don't know	13%	17%	0%	14%	17%
<i># Respondents</i>	<i>14</i>	<i>11</i>	<i>5</i>	<i>30</i>	<i>6</i>

Q5_ : Type Of Display Material Noticed For Hard-Wired Fixture

Response	PG&E	SCE	SDG&E	All California	Out of State
Banner	31%	35%	6%	30%	12%
Poster	16%	13%	28%	16%	18%
Flyer	29%	12%	17%	22%	18%
Other	26%	28%	44%	28%	41%
Don't know	8%	12%	6%	9%	18%
<i># Respondents</i>	<i>24</i>	<i>20</i>	<i>18</i>	<i>62</i>	<i>17</i>

Q5_ : Type Of Display Material Noticed For Fluorescent Lamp

Response	PG&E	SCE	SDG&E	All California	Out of State
Banner	6%	8%	8%	8%	20%
Poster	36%	33%	17%	32%	20%
Flyer	12%	23%	4%	17%	8%
Other	35%	20%	50%	29%	36%
Refused	0%	1%	0%	1%	0%
Don't know	11%	15%	21%	14%	16%
# Respondents	11	26	24	61	25

Q5_ : Type Of Display Material Noticed For Torchiere

Response	PG&E	SCE	SDG&E	All California	Out of State
Banner	29%	0%	21%	17%	14%
Poster	12%	33%	64%	26%	57%
Flyer	24%	33%	21%	27%	0%
Other	47%	33%	7%	37%	43%
# Respondents	10	9	14	33	7

Q6: Understand Display Material For Refrigerator

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	94%	99%	100%	97%	94%
No	6%	1%	0%	3%	3%
Don't know	0%	0%	0%	0%	3%
# Respondents	37	38	43	118	35

Q6: Understand Display Material For Dishwasher

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	100%	99%	90%	99%	83%
No	0%	1%	0%	<1%	9%
Don't know	0%	0%	10%	1%	9%
# Respondents	34	31	21	86	23

Q6: Understand Display Material For Clothes Washer

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	92%	93%	98%	93%	94%
No	6%	1%	0%	3%	6%
Refuse	0%	0%	2%	<1%	0%
Don't know	1%	6%	0%	3%	0%
# Respondents	39	39	43	121	35

Q6: Understand Display Material For Air Conditioner

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	83%	97%	100%	89%	93%
No	17%	3%	0%	11%	7%
# Respondents	11	10	4	25	14

Q6: Understand Display Material For Gas Water Heater

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	95%	97%	100%	96%	80%
No	5%	3%	0%	4%	20%
# Respondents	12	11	5	28	5

Q6: Understand Display Material For Hard-Wired Fixture

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	100%	86%	100%	96%	93%
No	0%	14%	0%	4%	0%
Don't know	0%	0%	0%	0%	7%
# Respondents	22	19	17	58	15

Q6: Understand Display Material For Fluorescent Lamp

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	81%	87%	90%	86%	81%
No	19%	3%	10%	9%	19%
Don't know	0%	10%	0%	5%	0%
# Respondents	10	22	21	53	21

Q6: Understand Display Material For Torchiere

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	88%	100%	100%	94%	100%
No	12%	0%	0%	6%	0%
# Respondents	10	9	14	33	7

Q7_: Display Material Message For Refrigerator

Response	PG&E	SCE	SDG&E	All California	Out of State
Reduce energy bills	6%	18%	11%	12%	9%
Energy efficiency is good for environment	2%	19%	11%	11%	13%
Energy star program	4%	0%	2%	2%	0%
Understanding energy efficiency	23%	1%	14%	12%	3%
Understanding energy guide label	0%	1%	2%	1%	0%
Operating costs over life of equipment	8%	4%	9%	6%	6%
Energy savings over life of equipment	12%	1%	5%	6%	3%
Availability of utility rebate	2%	5%	2%	3%	3%
Availability of store rebate	0%	1%	5%	1%	0%
Availability of manufacturer rebate	0%	4%	2%	2%	0%
Appropriate size of the equipment	12%	18%	2%	14%	9%
Other	69%	59%	57%	63%	63%
Refused	0%	4%	0%	2%	0%
Don't know	6%	9%	9%	8%	9%
# Respondents	36	37	44	117	32

Q7_ : Display Material Message For Dishwasher

Response	PG&E	SCE	SDG&E	All California	Out of State
Reduce energy bills	0%	14%	6%	6%	6%
Energy efficiency is good for environment	17%	1%	0%	9%	6%
Energy star program	2%	7%	0%	4%	6%
Understanding energy efficiency	9%	8%	0%	8%	6%
Understanding energy guide label	4%	0%	0%	2%	6%
Operating costs over life of equipment	8%	6%	11%	7%	11%
Energy savings over life of equipment	9%	7%	6%	8%	0%
Availability of manufacturer rebate	2%	6%	6%	4%	0%
Appropriate size of the equipment	4%	1%	11%	3%	0%
Other	70%	67%	72%	69%	67%
Refused	4%	0%	0%	2%	0%
Don't know	8%	7%	6%	7%	11%
<i># Respondents</i>	<i>34</i>	<i>30</i>	<i>18</i>	<i>82</i>	<i>18</i>

Q7_ : Display Material Message For Clothes Washer

Response	PG&E	SCE	SDG&E	All California	Out of State
Reduce energy bills	10%	8%	7%	9%	10%
Energy efficiency is good for environment	11%	2%	12%	8%	13%
Energy star program	0%	1%	2%	1%	3%
Understanding energy efficiency	15%	9%	5%	11%	3%
Understanding energy guide label	5%	0%	0%	2%	3%
Operating costs over life of equipment	10%	13%	2%	10%	3%
Energy savings over life of equipment	0%	2%	10%	2%	0%
Availability of utility rebate	2%	1%	0%	1%	0%
Availability of store rebate	0%	1%	0%	<1%	3%
Availability of manufacturer rebate	0%	0%	2%	<1%	0%
Appropriate size of the equipment	7%	2%	7%	5%	17%
Other	61%	55%	67%	59%	57%
Don't know	11%	15%	10%	12%	3%
<i># Respondents</i>	<i>36</i>	<i>39</i>	<i>42</i>	<i>117</i>	<i>30</i>

Q7_ : Display Material Message For Air Conditioner

Response	PG&E	SCE	SDG&E	All California	Out of State
Reduce energy bills	13%	0%	0%	7%	46%
Energy efficiency is good for environment	33%	15%	0%	24%	23%
Understanding energy efficiency	33%	0%	0%	18%	15%
Understanding energy guide label	7%	0%	0%	4%	0%
Operating costs over life of equipment	33%	0%	25%	19%	8%
Energy savings over life of equipment	13%	0%	0%	7%	0%
Appropriate size of the equipment	0%	30%	0%	13%	0%
Other	53%	85%	75%	67%	38%
Don't know	0%	0%	0%	0%	8%
<i># Respondents</i>	9	9	4	22	13

Q7_ : Display Material Message For Gas Water Heater

Response	PG&E	SCE	SDG&E	All California	Out of State
Reduce energy bills	9%	3%	0%	6%	50%
Energy efficiency is good for environment	13%	18%	0%	14%	25%
Energy star program	9%	0%	0%	5%	0%
Understanding energy efficiency	13%	15%	0%	13%	25%
Operating costs over life of equipment	9%	0%	0%	5%	0%
Energy savings over life of equipment	17%	15%	0%	16%	0%
Availability of manufacturer rebate	0%	15%	0%	6%	0%
Appropriate size of the equipment	22%	0%	20%	13%	0%
Other	30%	80%	80%	52%	50%
Don't know	9%	0%	0%	5%	0%
<i># Respondents</i>	13	10	5	28	4

Q7_ : Display Material Message For Hard-Wired Fixture

Response	PG&E	SCE	SDG&E	All California	Out of State
Reduce energy bills	20%	14%	35%	19%	14%
Energy efficiency is good for environment	11%	51%	18%	23%	7%
Understanding energy efficiency	0%	2%	12%	2%	0%
Operating costs over life of equipment	8%	36%	0%	16%	21%
Energy savings over life of equipment	3%	24%	12%	10%	7%
Availability of manufacturer rebate	5%	0%	0%	3%	0%
Appropriate size of the equipment	5%	0%	0%	3%	14%
Other	55%	57%	53%	56%	57%
Refused	0%	12%	0%	4%	0%
Don't know	11%	12%	6%	11%	7%
<i># Respondents</i>	<i>22</i>	<i>16</i>	<i>17</i>	<i>55</i>	<i>14</i>

Q7_ : Display Material Message For Fluorescent Lamp

Response	PG&E	SCE	SDG&E	All California	Out of State
Reduce energy bills	7%	0%	11%	4%	6%
Energy efficiency is good for environment	16%	10%	11%	12%	18%
Energy star program	0%	8%	0%	4%	0%
Understanding energy efficiency	7%	0%	11%	4%	12%
Operating costs over life of equipment	0%	2%	5%	2%	24%
Energy savings over life of equipment	7%	0%	11%	4%	0%
Appropriate size of the equipment	0%	10%	5%	6%	6%
Other	70%	62%	68%	66%	35%
Don't know	0%	16%	5%	9%	0%
<i># Respondents</i>	<i>8</i>	<i>17</i>	<i>19</i>	<i>44</i>	<i>17</i>

Q7_ : Display Material Message For Torchiere

Response	PG&E	SCE	SDG&E	All California	Out of State
Reduce energy bills	0%	4%	21%	4%	14%
Energy efficiency is good for environment	0%	0%	29%	4%	14%
Understanding energy efficiency	7%	0%	0%	3%	14%
Understanding energy guide label	0%	0%	7%	1%	0%
Energy savings over life of equipment	7%	0%	0%	3%	14%
Appropriate size of the equipment	7%	0%	0%	3%	0%
Other	80%	96%	71%	85%	86%
Don't know	14%	25%	0%	16%	0%
<i># Respondents</i>	9	9	14	32	7

Q7A: Talk To Sales Person For Refrigerator

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	90%	86%	84%	88%	89%
No	5%	12%	16%	9%	10%
Refuse	3%	1%	0%	2%	1%
Don't know	2%	<1%	0%	1%	0%
<i># Respondents</i>	79	79	90	248	79

Q7A: Talk To Sales Person For Dishwasher

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	83%	88%	84%	85%	87%
No	8%	11%	16%	10%	13%
Refuse	5%	0%	0%	3%	0%
Don't know	4%	<1%	0%	2%	0%
<i># Respondents</i>	68	62	56	186	62

Q7A: Talk To Sales Person For Clothes Washer

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	81%	83%	87%	82%	86%
No	12%	14%	13%	13%	10%
Refuse	3%	1%	0%	2%	1%
Don't know	4%	2%	0%	3%	3%
<i># Respondents</i>	89	89	76	254	79

Q7A: Talk To Sales Person For Air Conditioner

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	53%	70%	50%	60%	58%
No	38%	30%	50%	36%	40%
Refuse	6%	0%	0%	3%	0%
Don't know	3%	0%	0%	2%	3%
# Respondents	21	27	18	66	40

Q7A: Talk To Sales Person For Gas Water Heater

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	40%	47%	53%	44%	35%
No	59%	46%	47%	52%	62%
Refuse	0%	5%	0%	2%	0%
Don't know	2%	2%	0%	2%	4%
# Respondents	34	36	32	102	26

Q7A: Talk To Sales Person For Hard-Wired Fixture

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	39%	30%	34%	34%	32%
No	56%	70%	64%	63%	66%
Refuse	5%	<1%	0%	3%	0%
Don't know	0%	0%	2%	<1%	1%
# Respondents	61	77	59	197	77

Q7A: Talk To Sales Person For Fluorescent Lamp

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	4%	6%	5%	5%	9%
No	75%	92%	94%	84%	89%
Refuse	21%	2%	0%	11%	1%
Don't know	1%	0%	1%	<1%	2%
# Respondents	94	125	95	314	129

Q7A: Talk To Sales Person For Torchiera

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	12%	25%	14%	18%	13%
No	79%	74%	84%	77%	85%
Refuse	10%	1%	0%	5%	0%
Don't know	0%	0%	3%	<1%	2%
# Respondents	68	56	74	198	46

Q8a: Did You Ask About Energy Efficiency For Refrigerator

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	41%	36%	42%	39%	32%
No	58%	64%	55%	60%	66%
Don't know	2%	0%	3%	1%	1%
# Respondents	71	67	76	214	71

Q8a: Did You Ask About Energy Efficiency For Dishwasher

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	28%	32%	36%	31%	33%
No	68%	64%	62%	66%	65%
Don't know	4%	4%	2%	4%	2%
# Respondents	56	54	47	157	54

Q8a: Did You Ask About Energy Efficiency For Clothes Washer

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	44%	41%	39%	42%	29%
No	56%	56%	58%	56%	68%
Refuse	1%	0%	0%	<1%	0%
Don't know	0%	3%	3%	2%	3%
# Respondents	72	68	66	206	68

Q8a: Did You Ask About Energy Efficiency For Air Conditioner

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	65%	82%	33%	70%	65%
No	35%	16%	56%	28%	30%
Don't know	0%	2%	11%	2%	4%
# Respondents	10	19	9	38	23

Q8a: Did You Ask About Energy Efficiency For Gas Water Heater

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	66%	74%	59%	69%	44%
No	34%	26%	41%	31%	56%
# Respondents	13	17	17	47	9

Q8a: Did You Ask About Energy Efficiency For Hard-Wired Fixture

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	17%	28%	4%	20%	24%
No	83%	72%	96%	80%	76%
# Respondents	24	22	24	70	25

Q8a: Did You Ask About Energy Efficiency For Fluorescent Lamp

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	0%	0%	13%	3%	27%
No	80%	76%	87%	80%	73%
Don't know	20%	24%	0%	17%	0%
# Respondents	6	5	15	26	11

Q8a: Did You Ask About Energy Efficiency For Torchiere

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	17%	0%	33%	11%	17%
No	75%	100%	67%	86%	83%
Don't know	8%	0%	0%	4%	0%
# Respondents	16	10	15	41	6

Q8b: Did Sales Person Mention Energy Eff. For Refrigerator

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	55%	41%	45%	48%	50%
No	29%	53%	34%	40%	33%
Don't know	15%	6%	20%	12%	17%
# Respondents	39	40	44	123	48

Q8b: Did Sales Person Mention Energy Eff. For Dishwasher

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	44%	51%	50%	48%	31%
No	42%	38%	37%	40%	50%
Don't know	14%	11%	13%	13%	19%
# Respondents	41	34	30	105	36

Q8b: Did Sales Person Mention Energy Eff. For Clothes Washer

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	45%	52%	50%	49%	40%
No	36%	25%	38%	31%	44%
Refuse	0%	0%	0%	0%	2%
Don't know	20%	23%	13%	20%	15%
# Respondents	39	40	40	119	48

Q8b: Did Sales Person Mention Energy Eff. For Air Conditioner

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	66%	30%	33%	49%	38%
No	34%	0%	33%	24%	38%
Don't know	0%	70%	33%	27%	25%
# Respondents	4	6	6	16	8

Q8b: Did Sales Person Mention Energy Eff. For Gas Water Heater

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	71%	46%	14%	52%	0%
No	15%	54%	86%	41%	80%
Don't know	15%	0%	0%	7%	20%
# Respondents	5	5	7	17	5

Q8b: Did Sales Person Mention Energy Eff. For Hard-Wired Fixture

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	23%	15%	17%	20%	16%
No	72%	81%	74%	75%	63%
Don't know	6%	4%	9%	5%	21%
# Respondents	21	17	23	61	19

Q8b: Did Sales Person Mention Energy Eff. For Fluorescent Lamp

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	30%	0%	0%	14%	0%
No	50%	76%	92%	66%	100%
Don't know	20%	24%	8%	19%	0%
# Respondents	6	5	13	24	8

Q8b: Did Sales Person Mention Energy Eff. For Torchiere

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	24%	53%	10%	38%	20%
No	62%	29%	90%	47%	60%
Don't know	14%	18%	0%	15%	20%
# Respondents	14	10	10	34	5

Q8C: Did Sales Person Emphasize Energy Eff. For Refrigerator

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Very little	5%	2%	10%	4%	6%
2 some	64%	69%	56%	65%	64%
3 A great deal	28%	24%	33%	27%	30%
Refuse	4%	0%	0%	2%	0%
Don't know	0%	5%	2%	2%	0%
# Respondents	53	46	52	151	47

Q8C: Did Sales Person Emphasize Energy Eff. For Dishwasher

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Very little	12%	3%	9%	8%	3%
2 some	58%	84%	66%	71%	45%
3 A great deal	18%	8%	19%	13%	48%
Refuse	7%	0%	0%	3%	0%
Don't know	5%	5%	6%	5%	3%
# Respondents	32	36	32	100	29

Q8C: Did Sales Person Emphasize Energy Eff. For Clothes Washer

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Very little	2%	9%	4%	5%	0%
2 some	61%	66%	76%	65%	82%
3 A great deal	31%	24%	17%	26%	15%
Refuse	6%	0%	0%	3%	0%
Don't know	0%	1%	2%	1%	3%
# Respondents	52	48	46	146	39

Q8C: Did Sales Person Emphasize Energy Eff. For Air Conditioner

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Very little	13%	0%	0%	6%	0%
2 some	20%	54%	60%	39%	44%
3 A great deal	67%	46%	40%	55%	56%
# Respondents	8	16	5	29	18

Q8C: Did Sales Person Emphasize Energy Eff. For Gas Water Heater

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Very little	16%	0%	0%	7%	0%
2 some	21%	45%	55%	35%	75%
3 A great deal	53%	43%	45%	48%	25%
Don't know	10%	12%	0%	10%	0%
# Respondents	11	14	11	36	4

Q8C: Did Sales Person Emphasize Energy Eff. For Hard-Wired Fixture

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Very little	18%	0%	0%	9%	33%
2 some	28%	7%	80%	22%	56%
3 A great deal	54%	93%	20%	69%	11%
# Respondents	6	8	5	19	9

Q8C: Did Sales Person Emphasize Energy Eff. For Fluorescent Lamp

Response	PG&E	SDG&E	All California	Out of State
2 some	0%	50%	8%	67%
3 A great deal	100%	50%	92%	33%
# Respondents	2	2	4	3

Q8C: Did Sales Person Emphasize Energy Eff. For Torchiere

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Very little	0%	25%	0%	16%	0%
2 some	40%	75%	67%	65%	50%
3 A great deal	60%	0%	33%	19%	50%
# Respondents	3	4	6	13	2

Q9_ : What Sales Person Said About Energy Eff. For Refrigerator

Response	PG&E	SCE	SDG&E	All California	Out of State
Said that it would save money	31%	39%	28%	34%	26%
Discussed comparative information	36%	17%	37%	29%	34%
Discussed environmental benefits	3%	0%	0%	1%	0%
Available rebate	1%	4%	0%	2%	0%
Other	1%	5%	2%	3%	2%
Refused	3%	2%	2%	2%	0%
Don't know	17%	22%	28%	20%	34%
# Respondents	52	47	46	145	47

Q9_ : What Sales Person Said About Energy Eff. For Dishwasher

Response	PG&E	SCE	SDG&E	All California	Out of State
Said that it would save money	38%	38%	43%	38%	31%
Discussed comparative information	26%	19%	13%	21%	41%
Discussed environmental benefits	9%	17%	7%	13%	3%
Available rebate	0%	5%	0%	2%	0%
Other	2%	6%	3%	4%	7%
Refused	2%	0%	3%	1%	3%
Don't know	22%	16%	27%	20%	14%
# Respondents	33	36	30	99	29

Q9_ : What Sales Person Said About Energy Eff. For Clothes Washer

Response	PG&E	SCE	SDG&E	All California	Out of State
Said that it would save money	37%	41%	23%	37%	26%
Discussed comparative information	28%	19%	13%	23%	36%
Discussed environmental benefits	8%	15%	13%	11%	3%
Available rebate	1%	4%	3%	2%	0%
Other	6%	12%	13%	9%	0%
Refused	3%	0%	0%	2%	0%
Don't know	22%	19%	33%	21%	33%
# Respondents	52	49	40	141	39

Q9_ : What Sales Person Said About Energy Eff. For Air Conditioner

Response	PG&E	SCE	SDG&E	All California	Out of State
Said that it would save money	33%	46%	75%	42%	39%
Discussed comparative information	13%	25%	0%	19%	33%
Discussed environmental benefits	13%	10%	0%	11%	0%
Other	13%	4%	0%	8%	0%
Don't know	0%	15%	25%	8%	28%
# Respondents	8	16	4	28	18

Q9_ : What Sales Person Said About Energy Eff. For Gas Water Heater

Response	PG&E	SCE	SDG&E	All California	Out of State
Said that it would save money	55%	29%	44%	42%	25%
Discussed comparative information	10%	19%	0%	13%	25%
Discussed environmental benefits	10%	0%	0%	5%	0%
Other	5%	0%	0%	2%	0%
Don't know	30%	53%	33%	40%	50%
# Respondents	12	14	9	35	4

Q9_ : What Sales Person Said About Energy Eff. For Hard-Wired Fixture

Response	PG&E	SCE	SDG&E	All California
Said that it would save money	54%	72%	20%	59%
Discussed comparative information	0%	25%	0%	11%
Discussed environmental benefits	18%	0%	0%	9%
Other	46%	25%	40%	36%
Refused	0%	0%	20%	1%
Don't know	0%	0%	20%	1%
# Respondents	6	8	5	19

Q9_ : What Sales Person Said About Energy Eff. For Fluorescent Lamp

Response	PG&E	SDG&E	All California	Out of State
Said that it would save money	68%	100%	73%	33%
Other	32%	0%	27%	0%
Don't know	0%	0%	0%	33%
<i># Respondents</i>	2	2	4	3

Q9_ : What Sales Person Said About Energy Eff. For Torchiere

Response	PG&E	SCE	SDG&E	All California	Out of State
Said that it would save money	0%	50%	17%	34%	50%
Discussed comparative information	0%	0%	17%	2%	0%
Don't know	60%	0%	33%	19%	0%
<i># Respondents</i>	3	4	6	13	2

Q10: Confidence In Energy Eff. Info Accuracy For Refrigerator

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all confident	4%	1%	4%	3%	4%
2 Not so confident	4%	5%	0%	4%	2%
3 Some what confident	14%	22%	19%	17%	21%
4 Mostly confident	24%	32%	35%	28%	36%
5 Very confident	52%	36%	37%	45%	36%
Refuse	0%	4%	2%	2%	0%
Don't know	2%	0%	4%	2%	0%
<i># Respondents</i>	53	46	52	151	47

Q10: Confidence In Energy Eff. Info Accuracy For Dishwasher

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all confident	8%	3%	9%	6%	3%
2 Not so confident	6%	5%	3%	5%	3%
3 Some what confident	11%	26%	19%	19%	10%
4 Mostly confident	27%	35%	47%	33%	31%
5 Very confident	38%	31%	22%	33%	48%
Don't know	9%	0%	0%	4%	3%
<i># Respondents</i>	33	36	32	101	29

Q10: Confidence In Energy Eff. Info Accuracy For Clothes Washer

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all confident	1%	6%	2%	3%	5%
2 Not so confident	7%	8%	9%	7%	3%
3 Some what confident	11%	15%	28%	15%	15%
4 Mostly confident	46%	33%	22%	38%	44%
5 Very confident	31%	38%	39%	35%	33%
Don't know	5%	0%	0%	2%	0%
# Respondents	52	48	46	146	39

Q10: Confidence In Energy Eff. Info Accuracy For Air Conditioner

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all confident	13%	0%	0%	6%	0%
2 Not so confident	0%	2%	0%	1%	0%
3 Some what confident	0%	13%	0%	6%	22%
4 Mostly confident	27%	35%	20%	31%	39%
5 Very confident	60%	50%	80%	56%	39%
# Respondents	8	16	5	29	18

Q10: Confidence In Energy Eff. Info Accuracy For Gas Water Heater

Response	PG&E	SCE	SDG&E	All California	Out of State
2 Not so confident	10%	0%	0%	5%	0%
3 Some what confident	21%	2%	18%	12%	25%
4 Mostly confident	10%	47%	55%	31%	0%
5 Very confident	48%	50%	27%	47%	75%
Don't know	10%	0%	0%	5%	0%
# Respondents	11	14	11	36	4

Q10: Confidence In Energy Eff. Info Accuracy For Hard-Wired Fixture

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all confident	15%	0%	20%	10%	22%
3 Some what confident	0%	25%	20%	11%	44%
4 Mostly confident	15%	7%	40%	14%	0%
5 Very confident	69%	68%	20%	66%	33%
# Respondents	7	8	5	20	9

Q10: Confidence In Energy Eff. Info Accuracy For Fluorescent Lamp

Response	PG&E	SDG&E	All California	Out of State
1 Not at all confident	0%	0%	0%	33%
3 Some what confident	0%	0%	0%	33%
4 Mostly confident	100%	100%	100%	0%
5 Very confident	0%	0%	0%	33%
# Respondents	2	2	4	3

Q10: Confidence In Energy Eff. Info Accuracy For Torchiere

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all confident	0%	25%	0%	14%	0%
2 Not so confident	0%	25%	0%	14%	0%
3 Some what confident	25%	25%	50%	27%	0%
4 Mostly confident	75%	25%	33%	44%	50%
5 Very confident	0%	0%	17%	1%	50%
# Respondents	5	4	6	15	2

QA11: Consider Your Purchase Energy Eff. For Refrigerator

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	60%	61%	52%	59%	51%
No	21%	28%	23%	24%	18%
Refuse	3%	1%	0%	2%	3%
Don't know	16%	10%	24%	14%	29%
# Respondents	79	79	90	248	79

QA11: Consider Your Purchase Energy Eff. For Dishwasher

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	44%	50%	61%	48%	66%
No	29%	21%	29%	26%	18%
Refuse	0%	3%	0%	1%	0%
Don't know	28%	25%	11%	25%	16%
# Respondents	68	62	56	186	62

QA11: Consider Your Purchase Energy Eff. For Clothes Washer

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	35%	45%	49%	40%	48%
No	31%	29%	17%	29%	23%
Refuse	4%	1%	0%	2%	3%
Don't know	30%	25%	34%	28%	27%
# Respondents	89	89	76	254	79

QA11: Consider Your Purchase Energy Eff. For Air Conditioner

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	72%	48%	44%	59%	63%
No	6%	23%	39%	16%	18%
Refuse	0%	0%	0%	0%	5%
Don't know	22%	29%	17%	24%	15%
# Respondents	21	27	18	66	40

QA11: Consider Your Purchase Energy Eff. For Gas Water Heater

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	62%	57%	50%	59%	50%
No	22%	19%	31%	22%	27%
Refuse	0%	5%	0%	2%	0%
Don't know	15%	19%	19%	17%	23%
# Respondents	34	36	32	102	26

QL11_1: Did You Purchase Energy Eff. Product For Hard-Wired Fixture

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	28%	29%	40%	30%	27%
No	66%	67%	59%	66%	65%
Refuse	1%	<1%	0%	1%	0%
Don't know	4%	3%	2%	4%	8%
# Respondents	62	77	63	202	77

QL11_1: Did You Purchase Energy Eff. Product For Fluorescent Lamp

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	16%	18%	21%	17%	14%
No	66%	80%	78%	73%	84%
Refuse	18%	2%	0%	10%	1%
Don't know	0%	1%	1%	<1%	1%
<i># Respondents</i>	<i>95</i>	<i>125</i>	<i>105</i>	<i>325</i>	<i>129</i>

QL11_1: Did You Purchase Energy Eff. Product For Torchiere

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	16%	17%	15%	17%	7%
No	73%	82%	80%	77%	93%
Refuse	5%	1%	0%	3%	0%
Don't know	6%	0%	5%	4%	0%
<i># Respondents</i>	<i>72</i>	<i>56</i>	<i>79</i>	<i>207</i>	<i>46</i>

Q14: Was There An Energy Star Label For Refrigerator

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	61%	63%	64%	62%	71%
No	17%	12%	15%	15%	12%
Don't know	22%	25%	21%	23%	17%
<i># Respondents</i>	<i>50</i>	<i>42</i>	<i>47</i>	<i>139</i>	<i>41</i>

QA12_ : How Do You Know It Was Energy Eff. For Refrigerator

Response	PG&E	SCE	SDG&E	All California	Out of State
Point of purchase materials	24%	29%	42%	28%	33%
Friends or family	4%	4%	0%	4%	3%
Advertising on television on the intern	0%	8%	6%	4%	13%
Sales person	12%	19%	10%	15%	10%
Consumer reports	4%	7%	8%	5%	8%
Department of Energy Guide Label	13%	4%	8%	9%	13%
Energy star label	23%	18%	19%	20%	20%
Other	31%	6%	29%	20%	18%
Refused	0%	0%	2%	<1%	0%
Don't know	11%	24%	2%	15%	8%
<i># Respondents</i>	<i>51</i>	<i>41</i>	<i>48</i>	<i>140</i>	<i>40</i>

QA12_ : How Do You Know It Was Energy Eff. For Dishwasher

Response	PG&E	SCE	SDG&E	All California	Out of State
Point of purchase materials	29%	43%	35%	36%	32%
Advertising on television on the intern	16%	2%	3%	8%	12%
Sales person	16%	20%	15%	18%	27%
Consumer reports	18%	7%	18%	13%	5%
Department of Energy Guide Label	5%	13%	12%	10%	24%
Energy star label	19%	25%	12%	21%	10%
Other	16%	9%	32%	15%	7%
Don't know	10%	2%	6%	6%	12%
<i># Respondents</i>	<i>30</i>	<i>34</i>	<i>34</i>	<i>98</i>	<i>41</i>

Q12A_ : How Do You Know It Was Energy Eff. For Clothes Washer

Response	PG&E	SCE	SDG&E	All California	Out of State
Point of purchase materials	25%	27%	14%	25%	11%
Friends or family	13%	6%	3%	8%	5%
Advertising on television on the intern	13%	6%	14%	10%	11%
Sales person	26%	18%	19%	22%	13%
Consumer reports	3%	10%	5%	7%	5%
Department of Energy Guide Label	9%	12%	5%	10%	11%
Energy star label	12%	18%	24%	16%	21%
Other	34%	30%	24%	31%	37%
Don't know	6%	1%	14%	5%	16%
<i># Respondents</i>	<i>35</i>	<i>42</i>	<i>37</i>	<i>114</i>	<i>38</i>

Q12A_ : How Do You Know It Was Energy Eff. For Air Conditioner

Response	PG&E	SCE	SDG&E	All California	Out of State
Point of purchase materials	39%	61%	63%	48%	36%
Friends or family	4%	0%	0%	3%	12%
Advertising on television on the intern	13%	13%	0%	12%	4%
Sales person	9%	32%	0%	16%	12%
Consumer reports	13%	16%	0%	13%	8%
Department of Energy Guide Label	4%	16%	0%	8%	20%
Energy star label	9%	3%	25%	8%	4%
Other	26%	8%	0%	18%	20%
Don't know	0%	0%	13%	1%	16%
<i># Respondents</i>	<i>14</i>	<i>14</i>	<i>8</i>	<i>36</i>	<i>25</i>

Q12A_ : How Do You Know It Was Energy Eff. For Gas Water Heater

Response	PG&E	SCE	SDG&E	All California	Out of State
Point of purchase materials	32%	44%	38%	38%	15%
Friends or family	12%	0%	6%	7%	0%
Advertising on television on the intern	0%	2%	6%	1%	15%
Sales person	18%	22%	13%	19%	15%
Consumer reports	12%	10%	6%	11%	15%
Department of Energy Guide Label	0%	2%	0%	1%	23%
Energy star label	32%	34%	25%	32%	23%
Other	12%	20%	25%	16%	8%
Don't know	3%	2%	0%	2%	0%
<i># Respondents</i>	22	19	16	57	13

QL12_ : How Did You Become Aware of Energy Eff. For Hard-Wired Fixture

Response	PG&E	SCE	SDG&E	All California	Out of State
Point of purchase materials	30%	36%	44%	34%	29%
Friends or family	4%	5%	12%	6%	0%
Advertising on television on the intern	11%	4%	8%	8%	14%
Sales person	15%	28%	4%	19%	14%
Consumer reports	0%	17%	8%	8%	5%
Department of Energy Guide Label	7%	10%	8%	8%	14%
Energy star label	11%	18%	4%	13%	19%
Other	41%	28%	28%	34%	14%
Don't know	4%	1%	4%	3%	5%
<i># Respondents</i>	18	26	25	69	21

QL12_ : How Did You Become Aware of Energy Eff. For Fluorescent Lamp

Response	PG&E	SCE	SDG&E	All California	Out of State
Point of purchase materials	59%	19%	18%	36%	22%
Friends or family	9%	36%	18%	22%	22%
Advertising on television on the intern	9%	25%	27%	18%	28%
Sales person	4%	1%	0%	3%	0%
Consumer reports	4%	9%	5%	7%	0%
Department of Energy Guide Label	0%	0%	0%	0%	6%
Other	14%	11%	41%	16%	17%
Don't know	9%	0%	5%	5%	17%
<i># Respondents</i>	16	20	22	58	18

QL12_ : How Did You Become Aware of Energy Eff. For Torchiere

Response	PG&E	SCE	SDG&E	All California	Out of State
Point of purchase materials	39%	3%	8%	21%	0%
Friends or family	22%	0%	50%	15%	0%
Advertising on television on the intern	17%	23%	17%	19%	33%
Sales person	11%	3%	0%	7%	33%
Consumer reports	22%	3%	0%	12%	0%
Energy star label	0%	0%	8%	1%	0%
Other	0%	68%	8%	30%	33%
<i># Respondents</i>	<i>13</i>	<i>11</i>	<i>12</i>	<i>36</i>	<i>3</i>

Q13_ : Why Did You Purchase Eff. Product For Refrigerator

Response	PG&E	SCE	SDG&E	All California	Out of State
Extra cost for efficient unit minimal	19%	12%	13%	15%	5%
Unit wanted has higher efficiency	12%	22%	15%	16%	15%
Energy savings worth the extra cost	28%	27%	46%	29%	38%
Cost savings worth the extra cost	29%	23%	15%	25%	33%
It is the right thing to do	30%	9%	26%	20%	15%
Other benefits make purchase worthwhile	1%	0%	0%	1%	0%
Product works better/is higher quality	4%	1%	2%	2%	10%
Friends/family suggested I purchase high E unit	0%	4%	0%	2%	3%
Other	3%	4%	0%	3%	3%
Refused	0%	0%	2%	<1%	0%
Don't know	7%	5%	2%	6%	10%
<i># Respondents</i>	<i>50</i>	<i>43</i>	<i>46</i>	<i>139</i>	<i>40</i>

Q13_ : Why Did You Purchase Eff. Product For Dishwasher

Response	PG&E	SCE	SDG&E	All California	Out of State
Extra cost for efficient unit minimal	12%	1%	12%	7%	5%
Unit wanted has higher efficiency	15%	26%	21%	20%	5%
Energy savings worth the extra cost	50%	26%	29%	37%	49%
Cost savings worth the extra cost	9%	24%	29%	18%	31%
It is the right thing to do	19%	19%	18%	19%	13%
Other benefits make purchase worthwhile	0%	0%	3%	<1%	3%
Product works better/is higher quality	2%	3%	18%	4%	10%
Salesperson convinced me it was the best	0%	6%	0%	3%	0%
Friends/family suggested I purchase high E unit	0%	2%	0%	1%	0%
Other	0%	1%	0%	<1%	0%
Refused	10%	0%	3%	5%	0%
Don't know	7%	0%	9%	4%	5%
<i># Respondents</i>	30	34	34	98	39

Q13_ : Why Did You Purchase Eff. Product For Clothes Washer

Response	PG&E	SCE	SDG&E	All California	Out of State
Extra cost for efficient unit minimal	18%	6%	6%	11%	8%
Unit wanted has higher efficiency	12%	13%	17%	13%	14%
Energy savings worth the extra cost	49%	35%	29%	40%	17%
Cost savings worth the extra cost	20%	43%	40%	33%	33%
It is the right thing to do	9%	10%	11%	10%	14%
Other benefits make purchase worthwhile	0%	1%	0%	<1%	0%
Product works better/is higher quality	2%	7%	0%	4%	8%
I like to have new, high-tech appliances	0%	1%	0%	<1%	6%
To get a rebate	0%	0%	0%	0%	3%
Friends/family suggested I purchase high E unit	0%	1%	0%	1%	3%
Other	11%	5%	0%	7%	3%
Don't know	11%	5%	6%	7%	6%
<i># Respondents</i>	34	40	35	109	36

Q13_ : Why Did You Purchase Eff. Product For Air Conditioner

Response	PG&E	SCE	SDG&E	All California	Out of State
Extra cost for efficient unit minimal	9%	16%	0%	10%	4%
Unit wanted has higher efficiency	4%	18%	38%	12%	0%
Energy savings worth the extra cost	52%	58%	50%	54%	42%
Cost savings worth the extra cost	17%	8%	25%	15%	38%
It is the right thing to do	26%	13%	0%	20%	0%
Other benefits make purchase worthwhile	13%	0%	0%	8%	4%
Product works better/is higher quality	0%	0%	0%	0%	13%
Salesperson convinced me it was the best	0%	0%	0%	0%	4%
Friends/family suggested I purchase high E unit	13%	0%	0%	8%	4%
Other	0%	3%	0%	1%	4%
Don't know	0%	0%	13%	1%	8%
<i># Respondents</i>	14	14	8	36	24

Q13_ : Why Did You Purchase Eff. Product For Gas Water Heater

Response	PG&E	SCE	SDG&E	All California	Out of State
Extra cost for efficient unit minimal	0%	2%	13%	2%	15%
Unit wanted has higher efficiency	9%	17%	31%	14%	8%
Energy savings worth the extra cost	38%	28%	25%	33%	62%
Cost savings worth the extra cost	29%	44%	25%	35%	15%
It is the right thing to do	24%	12%	6%	17%	8%
Product works better/is higher quality	9%	9%	6%	8%	8%
Friends/family suggested I purchase high E unit	0%	9%	0%	3%	8%
Other	3%	0%	6%	2%	8%
Don't know	3%	0%	0%	2%	0%
<i># Respondents</i>	22	19	16	57	13

Q13_ : Why Did You Purchase Eff. Product For Hard-Wired Fixture

Response	PG&E	SCE	SDG&E	All California	Out of State
Extra cost for efficient unit minimal	7%	10%	17%	10%	10%
Unit wanted has higher efficiency	18%	3%	21%	12%	5%
Energy savings worth the extra cost	26%	73%	25%	45%	19%
Cost savings worth the extra cost	18%	21%	13%	19%	43%
It is the right thing to do	18%	1%	17%	11%	5%
Other benefits make purchase worthwhile	8%	10%	0%	8%	5%
Product works better/is higher quality	26%	4%	8%	15%	5%
I like to have new, high-tech appliances	15%	0%	0%	7%	10%
Salesperson convinced me it was the best	0%	1%	0%	1%	0%
Friends/family suggested I purchase high E unit	0%	1%	0%	1%	0%
Other	7%	9%	21%	10%	0%
Don't know	4%	10%	8%	7%	14%
<i># Respondents</i>	<i>18</i>	<i>26</i>	<i>24</i>	<i>68</i>	<i>21</i>

Q13_ : Why Did You Purchase Eff. Product For Fluorescent Lamp

Response	PG&E	SCE	SDG&E	All California	Out of State
Energy savings worth the extra cost	44%	17%	23%	30%	41%
Cost savings worth the extra cost	13%	16%	0%	13%	12%
It is the right thing to do	0%	9%	5%	5%	6%
Other benefits make purchase worthwhile	35%	37%	9%	33%	0%
Product works better/is higher quality	13%	19%	41%	19%	29%
I like to have new, high-tech appliances	9%	0%	5%	5%	6%
Salesperson convinced me it was the best	4%	1%	0%	3%	0%
Friends/family suggested I purchase high E unit	0%	0%	5%	1%	0%
Other	0%	25%	23%	14%	6%
Don't know	0%	8%	5%	4%	12%
<i># Respondents</i>	<i>17</i>	<i>20</i>	<i>22</i>	<i>59</i>	<i>17</i>

Q13_ : Why Did You Purchase Eff. Product For Torchiere

Response	PG&E	SCE	SDG&E	All California	Out of State
Extra cost for efficient unit minimal	11%	19%	17%	15%	33%
Energy savings worth the extra cost	22%	3%	8%	13%	0%
Cost savings worth the extra cost	0%	0%	8%	1%	0%
It is the right thing to do	11%	0%	8%	6%	0%
Other benefits make purchase worthwhile	17%	29%	25%	23%	0%
Product works better/is higher quality	28%	45%	25%	35%	33%
I like to have new, high-tech appliances	0%	23%	0%	10%	0%
Friends/family suggested I purchase high E unit	0%	0%	17%	2%	0%
Other	22%	3%	0%	12%	33%
Don't know	0%	0%	8%	1%	33%
<i># Respondents</i>	<i>13</i>	<i>11</i>	<i>12</i>	<i>36</i>	<i>3</i>

Q14: Was There An Energy Star Label For Dishwasher

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	66%	64%	65%	65%	56%
No	16%	8%	3%	11%	20%
Don't know	18%	28%	32%	24%	24%
<i># Respondents</i>	<i>30</i>	<i>34</i>	<i>34</i>	<i>98</i>	<i>41</i>

Q14: Was There An Energy Star Label For Clothes Washer

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	75%	63%	65%	68%	58%
No	9%	7%	19%	9%	16%
Refuse	0%	0%	0%	0%	3%
Don't know	16%	30%	16%	22%	24%
<i># Respondents</i>	<i>35</i>	<i>41</i>	<i>37</i>	<i>113</i>	<i>38</i>

Q14: Was There An Energy Star Label For Air Conditioner

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	69%	66%	63%	68%	52%
No	17%	3%	25%	13%	28%
Refuse	0%	0%	0%	0%	4%
Don't know	13%	32%	13%	19%	16%
# Respondents	14	14	8	36	25

Q14: Was There An Energy Star Label For Gas Water Heater

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	67%	78%	69%	72%	77%
No	9%	12%	19%	11%	8%
Don't know	24%	10%	13%	17%	15%
# Respondents	21	19	16	56	13

Q14: Was There An Energy Star Label For Hard-Wired Fixture

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	34%	54%	36%	42%	29%
No	33%	30%	20%	30%	14%
Don't know	33%	17%	44%	28%	57%
# Respondents	18	26	25	69	21

Q14: Was There An Energy Star Label For Fluorescent Lamp

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	31%	28%	55%	32%	39%
No	35%	11%	23%	23%	33%
Don't know	35%	61%	23%	45%	28%
# Respondents	17	20	22	59	18

Q14: Was There An Energy Star Label For Torchiere

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	17%	16%	33%	18%	67%
No	33%	39%	17%	34%	33%
Don't know	50%	45%	50%	48%	0%
# Respondents	13	11	12	36	3

Q15: Influence Of Energy Star Label For Refrigerator

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all influential	0%	19%	3%	9%	7%
2 Not so influential	0%	6%	3%	3%	4%
3 Somewhat influential	15%	15%	24%	16%	18%
4 influential	43%	40%	41%	42%	39%
5 Extremely influential	41%	21%	28%	30%	32%
<i># Respondents</i>	30	27	29	86	28

Q15: Influence Of Energy Star Label For Dishwasher

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all influential	15%	2%	9%	8%	9%
2 Not so influential	12%	11%	14%	12%	9%
3 Somewhat influential	27%	48%	23%	36%	18%
4 influential	40%	22%	32%	31%	55%
5 Extremely influential	6%	17%	23%	13%	9%
<i># Respondents</i>	20	23	22	65	22

Q15: Influence Of Energy Star Label For Clothes Washer

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all influential	14%	6%	8%	10%	9%
2 Not so influential	14%	18%	4%	15%	9%
3 Somewhat influential	16%	33%	17%	23%	27%
4 influential	11%	28%	46%	22%	32%
5 Extremely influential	38%	15%	25%	27%	23%
Don't know	7%	0%	0%	3%	0%
<i># Respondents</i>	27	29	24	80	22

Q15: Influence Of Energy Star Label For Air Conditioner

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all influential	50%	4%	0%	32%	15%
3 Somewhat influential	0%	4%	50%	4%	8%
4 influential	37%	52%	50%	43%	31%
5 Extremely influential	13%	40%	0%	21%	38%
Don't know	0%	0%	0%	0%	8%
<i># Respondents</i>	9	9	4	22	13

Q15: Influence Of Energy Star Label For Gas Water Heater

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all influential	24%	2%	0%	12%	0%
2 Not so influential	0%	0%	0%	0%	10%
3 Somewhat influential	0%	24%	18%	13%	10%
4 influential	24%	24%	27%	24%	20%
5 Extremely influential	52%	50%	45%	51%	60%
Don't know	0%	0%	9%	1%	0%
<i># Respondents</i>	13	14	11	38	10

Q15: Influence Of Energy Star Label For Hard-Wired Fixture

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all influential	56%	3%	0%	22%	0%
2 Not so influential	0%	3%	11%	3%	0%
3 Somewhat influential	33%	0%	44%	17%	33%
4 influential	11%	71%	44%	46%	17%
5 Extremely influential	0%	21%	0%	11%	50%
Don't know	0%	3%	0%	1%	0%
<i># Respondents</i>	7	13	9	29	6

Q15: Influence Of Energy Star Label For Fluorescent Lamp

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all influential	43%	0%	8%	20%	0%
2 Not so influential	0%	0%	8%	2%	14%
3 Somewhat influential	0%	16%	33%	13%	43%
4 influential	14%	28%	33%	23%	43%
5 Extremely influential	43%	56%	17%	42%	0%
<i># Respondents</i>	5	6	12	23	7

Q15: Influence Of Energy Star Label For Torchiere

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Not at all influential	0%	40%	25%	20%	0%
3 Somewhat influential	34%	20%	50%	31%	0%
4 influential	0%	0%	0%	0%	50%
5 Extremely influential	66%	40%	25%	49%	50%
<i># Respondents</i>	2	5	4	11	2

Q19: Aware Of Energy Eff. Differences For Refrigerator

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	71%	55%	74%	65%	72%
No	16%	42%	26%	28%	23%
Refuse	8%	3%	0%	5%	3%
Don't know	4%	0%	0%	2%	3%
# Respondents	30	37	43	110	39

Q18_ : Reason You Did Not Purchase Eff. Product For Refrigerator

Response	PG&E	SCE	SDG&E	All California	Out of State
Costs too much to purchase	48%	27%	23%	35%	31%
Wont save enough energy	0%	10%	0%	5%	0%
Cant find the type/style/size I want	16%	24%	54%	23%	15%
Cant find the brand I want	0%	4%	8%	2%	0%
Don't like to try new high-tech appliances	0%	0%	15%	1%	0%
Moving/selling my home	0%	0%	8%	1%	0%
Don't know enough about product	0%	10%	0%	5%	0%
Would have to compare costs/brands	16%	2%	0%	7%	0%
Other priorities more important	21%	2%	0%	9%	31%
Didn't have enough information	0%	2%	0%	1%	0%
Did not think about energy efficiency	0%	0%	8%	1%	0%
Refused	0%	10%	0%	5%	0%
Don't know	0%	10%	15%	6%	23%
# Respondents	13	19	13	45	13

Q18_ : Reason You Did Not Purchase Eff. Product For Dishwasher

Response	PG&E	SCE	SDG&E	All California	Out of State
Costs too much to purchase	13%	36%	43%	25%	25%
Wont save enough energy	0%	0%	7%	1%	0%
Cant find the type/style/size I want	19%	17%	7%	17%	8%
Cant find the brand I want	0%	17%	14%	8%	0%
Moving/selling my home	0%	0%	7%	1%	0%
Don't know enough about product	0%	5%	7%	3%	8%
Would have to compare costs/brands	0%	0%	7%	1%	0%
Other priorities more important	36%	17%	0%	25%	8%
Standard product is better	10%	0%	7%	6%	0%
Didn't have enough information	0%	17%	0%	6%	8%
Did not think about energy efficiency	23%	19%	7%	20%	8%
Other	0%	3%	0%	1%	8%
Refused	10%	0%	0%	5%	0%
Don't know	13%	3%	14%	10%	17%
<i># Respondents</i>	<i>13</i>	<i>11</i>	<i>14</i>	<i>38</i>	<i>12</i>

Q18_ : Reason You Did Not Purchase Eff. Product For Clothes Washer

Response	PG&E	SCE	SDG&E	All California	Out of State
Costs too much to purchase	42%	44%	0%	40%	53%
Wont save enough energy	0%	0%	0%	0%	6%
Cant find the type/style/size I want	7%	13%	0%	9%	6%
Cant find the brand I want	0%	0%	9%	1%	6%
Don't know enough about product	7%	2%	0%	5%	6%
Other priorities more important	15%	0%	9%	9%	0%
Uncertain that savings will occur	0%	0%	0%	0%	6%
Didn't have enough information	2%	0%	0%	1%	0%
Did not think about energy efficiency	7%	13%	36%	11%	18%
Other	4%	0%	0%	2%	6%
Refused	0%	0%	9%	1%	0%
Don't know	9%	30%	36%	18%	12%
<i># Respondents</i>	<i>24</i>	<i>14</i>	<i>11</i>	<i>49</i>	<i>17</i>

Q18_ : Reason You Did Not Purchase Eff. Product For Air Conditioner

Response	PG&E	SCE	SDG&E	All California	Out of State
Costs too much to purchase	0%	46%	33%	32%	20%
Wont save enough energy	0%	8%	0%	4%	20%
Cant find the type/style/size I want	0%	77%	0%	40%	0%
Other priorities more important	0%	0%	17%	4%	0%
Did not think about energy efficiency	0%	0%	17%	4%	0%
Other	0%	0%	0%	0%	20%
Don't know	0%	8%	33%	12%	40%
<i># Respondents</i>	<i>1</i>	<i>5</i>	<i>6</i>	<i>12</i>	<i>5</i>

Q18_ : Reason You Did Not Purchase Eff. Product For Gas Water Heater

Response	PG&E	SCE	SDG&E	All California	Out of State
Costs too much to purchase	33%	50%	0%	28%	17%
Wont save enough energy	0%	0%	14%	4%	0%
Moving/selling my home	0%	0%	0%	0%	17%
Don't know enough about product	0%	0%	14%	4%	0%
Other priorities more important	67%	0%	29%	46%	33%
Did not think about energy efficiency	0%	0%	14%	4%	0%
Don't know	0%	75%	14%	16%	50%
<i># Respondents</i>	<i>3</i>	<i>4</i>	<i>7</i>	<i>14</i>	<i>6</i>

Q18_ : Reason You Did Not Purchase Eff. Product For Hard-Wired Fixture

Response	PG&E	SCE	SDG&E	All California	Out of State
Costs too much to purchase	4%	9%	14%	7%	13%
Wont save enough energy	5%	4%	3%	5%	2%
Cant find the type/style/size I want	23%	19%	28%	22%	13%
Don't like to try new high-tech appliances	4%	0%	0%	2%	0%
Moving/selling my home	0%	4%	0%	2%	0%
Don't know enough about product	9%	9%	6%	9%	11%
Other priorities more important	9%	29%	14%	19%	28%
Standard product is better	18%	1%	8%	9%	2%
Uncertain that savings will occur	0%	0%	3%	<1%	2%
Didn't have enough information	2%	1%	0%	1%	0%
Did not think about energy efficiency	14%	8%	8%	11%	15%
Other	2%	0%	3%	1%	4%
Refused	0%	4%	0%	2%	0%
Don't know	11%	16%	14%	13%	4%
<i># Respondents</i>	36	47	36	119	47

Q18_ : Reason You Did Not Purchase Eff. Product For Fluorescent Lamp

Response	PG&E	SCE	SDG&E	All California	Out of State
Costs too much to purchase	17%	17%	38%	19%	27%
Wont save enough energy	0%	2%	3%	1%	1%
Cant find the type/style/size I want	21%	6%	8%	13%	5%
Cant find the brand I want	0%	2%	0%	1%	1%
Don't like to try new high-tech appliances	1%	2%	0%	1%	1%
Don't know enough about product	8%	17%	8%	12%	21%
Other priorities more important	7%	3%	11%	6%	2%
Standard product is better	2%	7%	4%	4%	6%
Uncertain that savings will occur	3%	0%	0%	1%	1%
Didn't have enough information	3%	6%	1%	4%	3%
Did not think about energy efficiency	11%	5%	10%	9%	13%
Other	0%	0%	0%	0%	5%
Refused	0%	2%	0%	1%	0%
Don't know	13%	11%	14%	12%	7%
<i># Respondents</i>	63	93	79	235	104

Q18_ : Reason You Did Not Purchase Eff. Product For Torchiere

Response	PG&E	SCE	SDG&E	All California	Out of State
Costs too much to purchase	10%	14%	15%	12%	12%
Wont save enough energy	3%	0%	0%	1%	2%
Cant find the type/style/size I want	14%	19%	10%	15%	10%
Cant find the brand I want	3%	0%	2%	1%	2%
Don't know enough about product	13%	21%	10%	16%	15%
Other priorities more important	4%	1%	3%	3%	2%
Standard product is better	5%	0%	2%	3%	5%
Uncertain that savings will occur	0%	4%	0%	2%	0%
Didn't have enough information	1%	19%	0%	9%	0%
Did not think about energy efficiency	1%	19%	13%	10%	12%
Other	4%	0%	2%	2%	0%
Don't know	4%	4%	3%	4%	10%
<i># Respondents</i>	<i>50</i>	<i>40</i>	<i>61</i>	<i>151</i>	<i>41</i>

Q48_ : Difficulties Purchasing Eff. Product For Refrigerator

Response	PG&E	SCE	SDG&E	All California	Out of State
Concerned about added expense	1%	0%	4%	1%	5%
Concerned not enough energy would be saved	0%	6%	4%	2%	0%
It was hard to find the type/style/size	9%	11%	11%	10%	7%
It was hard to find the brand I wanted	0%	0%	0%	0%	2%
I didn't know product well enough	0%	2%	0%	1%	2%
Required time for comparative shopping	4%	1%	2%	3%	5%
There were other competing priorities	0%	0%	2%	<1%	0%
Uncertain savings would occur	0%	5%	0%	2%	0%
Did not trust sales person or pitch	3%	1%	0%	2%	0%
Other priorities more important	1%	5%	0%	2%	0%
Encountered no difficulties	60%	57%	68%	59%	68%
Other	5%	11%	4%	7%	7%
Refused	16%	3%	2%	10%	2%
Don't know	5%	7%	8%	6%	5%
<i># Respondents</i>	<i>49</i>	<i>35</i>	<i>53</i>	<i>137</i>	<i>41</i>

Q48_ : Difficulties Purchasing Eff. Product For Dishwasher

Response	PG&E	SCE	SDG&E	All California	Out of State
Concerned about added expense	5%	11%	9%	8%	0%
It was hard to find the type/style/size	5%	9%	13%	7%	3%
It was hard to find the brand I wanted	0%	1%	0%	<1%	0%
I don't try new high tech appliances	0%	0%	0%	0%	6%
I didn't know product well enough	0%	5%	0%	3%	6%
Required time for comparative shopping	2%	1%	0%	1%	0%
There were other competing priorities	0%	1%	0%	<1%	0%
Worried I did not have enough information	0%	0%	0%	0%	3%
Did not trust sales person or pitch	6%	1%	0%	3%	3%
Other priorities more important	2%	0%	0%	1%	0%
Encountered no difficulties	49%	63%	65%	57%	74%
Other	11%	0%	9%	6%	3%
Refused	15%	1%	4%	8%	0%
Don't know	15%	8%	4%	11%	3%
<i># Respondents</i>	35	35	23	93	34

Q48_ : Difficulties Purchasing Eff. Product For Clothes Washer

Response	PG&E	SCE	SDG&E	All California	Out of State
Concerned about added expense	6%	5%	5%	5%	10%
Concerned not enough energy would be saved	0%	5%	0%	2%	0%
It was hard to find the type/style/size	4%	5%	8%	5%	5%
It was hard to find the brand I wanted	3%	0%	0%	2%	0%
I don't try new high tech appliances	3%	0%	0%	2%	2%
I didn't know product well enough	3%	5%	0%	4%	0%
Required time for comparative shopping	1%	5%	0%	2%	2%
There were other competing priorities	1%	1%	0%	1%	0%
Uncertain savings would occur	0%	1%	3%	1%	0%
Worried I did not have enough information	1%	0%	3%	1%	0%
Did not trust sales person or pitch	0%	1%	3%	1%	0%
Other priorities more important	0%	0%	0%	0%	2%
Encountered no difficulties	61%	77%	74%	68%	64%
Other	4%	1%	3%	3%	12%
Refused	11%	2%	0%	7%	5%
Don't know	11%	8%	8%	10%	2%
# Respondents	50	50	38	138	42

Q48_ : Difficulties Purchasing Eff. Product For Air Conditioner

Response	PG&E	SCE	All California	Out of State
Concerned about added expense	0%	50%	39%	0%
It was hard to find the type/style/size	100%	50%	61%	0%
I don't try new high tech appliances	0%	50%	39%	0%
Encountered no difficulties	0%	0%	0%	100%
# Respondents	1	2	3	1

Q48_ : Difficulties Purchasing Eff. Product For Gas Water Heater

Response	PG&E	SCE	SDG&E	All California	Out of State
Concerned about added expense	0%	33%	0%	9%	0%
Encountered no difficulties	34%	67%	0%	40%	100%
Other	66%	33%	0%	52%	0%
Refused	0%	0%	100%	8%	0%
<i># Respondents</i>	<i>2</i>	<i>3</i>	<i>1</i>	<i>6</i>	<i>1</i>

Q48_ : Difficulties Purchasing Eff. Product For Hard-Wired Fixture

Response	PG&E	SCE	SDG&E	All California	Out of State
Concerned about added expense	4%	10%	9%	7%	5%
It was hard to find the type/style/size	8%	26%	4%	14%	0%
It was hard to find the brand I wanted	0%	0%	4%	1%	0%
I don't try new high tech appliances	0%	0%	4%	1%	0%
I didn't know product well enough	15%	0%	4%	8%	0%
Required time for comparative shopping	4%	3%	4%	4%	5%
I was worried it would not work as well	0%	2%	0%	1%	0%
Worried I did not have enough information	0%	2%	0%	1%	5%
Did not trust sales person or pitch	0%	2%	0%	1%	5%
Other priorities more important	0%	0%	0%	0%	5%
Encountered no difficulties	52%	58%	48%	54%	57%
Other	8%	20%	26%	15%	19%
Refused	11%	2%	0%	6%	0%
Don't know	0%	2%	4%	1%	5%
<i># Respondents</i>	<i>19</i>	<i>27</i>	<i>23</i>	<i>69</i>	<i>21</i>

Q48_ : Difficulties Purchasing Eff. Product For Fluorescent Lamp

Response	PG&E	SCE	SDG&E	All California	Out of State
Concerned about added expense	5%	0%	7%	4%	12%
It was hard to find the type/style/size	7%	2%	0%	5%	12%
I didn't know product well enough	0%	2%	0%	1%	0%
I was worried it would not work as well	5%	0%	0%	3%	0%
Uncertain savings would occur	0%	0%	7%	<1%	0%
Did not trust sales person or pitch	0%	0%	0%	0%	6%
Other priorities more important	0%	11%	0%	3%	0%
Encountered no difficulties	24%	44%	33%	29%	35%
Other	2%	25%	27%	9%	24%
Refused	58%	16%	20%	46%	12%
Don't know	5%	11%	7%	6%	0%
# Respondents	29	17	15	61	17

Q48_ : Difficulties Purchasing Eff. Product For Torchiere

Response	PG&E	SCE	SDG&E	All California	Out of State
Concerned about added expense	8%	0%	9%	6%	0%
Concerned not enough energy would be saved	0%	0%	9%	1%	0%
It was hard to find the type/style/size	0%	0%	0%	0%	50%
I don't try new high tech appliances	0%	0%	9%	1%	0%
I didn't know product well enough	0%	0%	18%	2%	0%
There were other competing priorities	8%	0%	0%	6%	0%
Encountered no difficulties	42%	63%	55%	47%	50%
Other	12%	9%	9%	11%	0%
Refused	31%	18%	0%	26%	0%
Don't know	8%	9%	18%	9%	0%
# Respondents	17	6	11	34	2

Q19: Aware Of Energy Eff. Differences For Dishwasher

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	76%	65%	55%	70%	67%
No	20%	29%	45%	25%	29%
Refuse	0%	0%	0%	0%	5%
Don't know	4%	6%	0%	5%	0%
# Respondents	38	28	22	88	21

Q19: Aware Of Energy Eff. Differences For Clothes Washer

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	58%	73%	59%	64%	66%
No	31%	22%	38%	28%	29%
Refuse	5%	1%	0%	3%	2%
Don't know	7%	4%	3%	6%	2%
# Respondents	54	48	39	141	41

Q19: Aware Of Energy Eff. Differences For Air Conditioner

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	67%	73%	90%	73%	80%
No	33%	27%	10%	27%	20%
# Respondents	7	13	10	30	15

Q19: Aware Of Energy Eff. Differences For Gas Water Heater

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	50%	69%	81%	62%	62%
No	35%	18%	13%	25%	38%
Refuse	0%	11%	6%	6%	0%
Don't know	15%	2%	0%	7%	0%
# Respondents	13	17	16	46	13

Q19: Aware Of Energy Eff. Differences For Hard-Wired Fixture

Response	PG&E	SCE	All California	Out of State
Yes	100%	88%	93%	100%
No	0%	12%	7%	0%
# Respondents	1	3	4	1

Q19: Aware Of Energy Eff. Differences For Fluorescent Lamp

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	71%	0%	67%	68%	60%
No	0%	100%	17%	7%	40%
Refuse	0%	0%	17%	3%	0%
Don't know	29%	0%	0%	22%	0%
<i># Respondents</i>	<i>4</i>	<i>1</i>	<i>6</i>	<i>11</i>	<i>5</i>

Q19: Aware Of Energy Eff. Differences For Torchiere

Response	PG&E	SCE	SDG&E	All California
Yes	100%	100%	100%	100%
<i># Respondents</i>	<i>1</i>	<i>1</i>	<i>1</i>	<i>3</i>

Q20_ : How You Learned About Eff. Product For Refrigerator

Response	PG&E	SCE	SDG&E	All California	Out of State
In-store point of purchase materials	12%	37%	19%	21%	21%
Friends or family	6%	0%	13%	5%	7%
Advertising on television, on the Intern	34%	29%	53%	35%	32%
Sales person	20%	2%	3%	11%	18%
Consumer reports	6%	2%	6%	4%	7%
Department of Energy label	3%	12%	3%	6%	4%
Energy Star label	23%	4%	6%	14%	7%
Previous experience	0%	8%	9%	4%	4%
Bill stuffer	14%	21%	6%	15%	0%
Refused	0%	10%	0%	4%	0%
Don't know	11%	10%	3%	10%	11%
<i># Respondents</i>	<i>21</i>	<i>21</i>	<i>32</i>	<i>74</i>	<i>28</i>

Q20_ : How You Learned About Eff. Product For Dishwasher

Response	PG&E	SCE	SDG&E	All California	Out of State
In-store point of purchase materials	13%	43%	42%	26%	29%
Friends or family	13%	0%	0%	7%	7%
Advertising on television, on the Intern	24%	13%	17%	19%	21%
Sales person	18%	19%	17%	18%	0%
Consumer reports	11%	13%	0%	11%	7%
Department of Energy label	2%	0%	0%	1%	0%
Energy Star label	22%	19%	8%	20%	21%
Previous experience	4%	5%	8%	4%	14%
Bill stuffer	11%	10%	0%	10%	0%
Other	2%	0%	0%	1%	0%
Don't know	16%	11%	17%	14%	7%
<i># Respondents</i>	28	18	12	58	14

Q20_ : How You Learned About Eff. Product For Clothes Washer

Response	PG&E	SCE	SDG&E	All California	Out of State
In-store point of purchase materials	30%	30%	13%	28%	30%
Friends or family	12%	2%	4%	7%	7%
Advertising on television, on the Intern	24%	24%	22%	24%	26%
Sales person	25%	7%	22%	17%	7%
Consumer reports	13%	14%	9%	13%	7%
Department of Energy label	0%	7%	0%	3%	7%
Energy Star label	0%	20%	4%	9%	11%
Previous experience	9%	8%	9%	8%	7%
Bill stuffer	12%	6%	13%	9%	4%
Other	5%	0%	4%	3%	0%
Refused	0%	0%	4%	<1%	0%
Don't know	2%	7%	9%	5%	7%
<i># Respondents</i>	31	34	23	88	27

Q20_ : How You Learned About Eff. Product For Air Conditioner

Response	PG&E	SCE	SDG&E	All California	Out of State
In-store point of purchase materials	0%	20%	22%	14%	25%
Friends or family	33%	40%	0%	31%	25%
Advertising on television, on the Intern	17%	40%	22%	30%	42%
Consumer reports	33%	0%	11%	12%	8%
Department of Energy label	17%	0%	0%	5%	0%
Energy Star label	0%	0%	11%	2%	8%
Bill stuffer	0%	20%	22%	14%	0%
Don't know	0%	3%	22%	5%	8%
<i># Respondents</i>	<i>5</i>	<i>10</i>	<i>9</i>	<i>24</i>	<i>12</i>

Q20_ : How You Learned About Eff. Product For Gas Water Heater

Response	PG&E	SCE	SDG&E	All California	Out of State
In-store point of purchase materials	18%	6%	31%	14%	50%
Friends or family	0%	22%	0%	11%	13%
Advertising on television, on the Intern	19%	19%	23%	20%	0%
Sales person	18%	16%	8%	16%	0%
Consumer reports	0%	3%	23%	5%	0%
Department of Energy label	0%	0%	8%	1%	13%
Energy Star label	18%	0%	0%	7%	0%
Previous experience	0%	49%	8%	24%	25%
Bill stuffer	18%	3%	8%	9%	0%
Other	0%	3%	23%	5%	0%
Don't know	27%	0%	0%	10%	0%
<i># Respondents</i>	<i>7</i>	<i>11</i>	<i>13</i>	<i>31</i>	<i>8</i>

Q20_ : How You Learned About Eff. Product For Hard-Wired Fixture

Response	PG&E	SCE	SDG&E	All California	Out of State
In-store point of purchase materials	18%	16%	36%	18%	21%
Friends or family	14%	2%	18%	9%	11%
Advertising on television, on the Intern	39%	66%	36%	52%	53%
Sales person	14%	15%	0%	14%	5%
Consumer reports	7%	0%	0%	3%	5%
Previous experience	22%	1%	0%	10%	16%
Bill stuffer	4%	1%	9%	3%	0%
Other	0%	0%	0%	0%	11%
Refused	0%	7%	0%	3%	0%
Don't know	4%	8%	9%	6%	11%
<i># Respondents</i>	<i>17</i>	<i>24</i>	<i>11</i>	<i>52</i>	<i>19</i>

Q20_ : How You Learned About Eff. Product For Fluorescent Lamp

Response	PG&E	SCE	SDG&E	All California	Out of State
In-store point of purchase materials	23%	25%	29%	25%	30%
Friends or family	19%	14%	22%	17%	14%
Advertising on television, on the Intern	27%	42%	33%	35%	46%
Sales person	0%	1%	2%	<1%	0%
Consumer reports	0%	0%	0%	0%	5%
Energy Star label	0%	0%	2%	<1%	0%
Previous experience	18%	15%	8%	15%	5%
Bill stuffer	4%	1%	12%	4%	7%
Other	0%	0%	0%	0%	7%
Refused	0%	0%	2%	<1%	0%
Don't know	10%	18%	4%	13%	9%
<i># Respondents</i>	<i>35</i>	<i>59</i>	<i>49</i>	<i>143</i>	<i>57</i>

Q20_ : How You Learned About Eff. Product For Torchiere

Response	PG&E	SCE	SDG&E	All California	Out of State
In-store point of purchase materials	20%	16%	33%	21%	14%
Friends or family	37%	8%	17%	29%	14%
Advertising on television, on the Intern	23%	61%	17%	29%	43%
Previous experience	10%	23%	17%	13%	29%
Bill stuffer	13%	0%	6%	10%	14%
Other	3%	0%	0%	2%	0%
Don't know	13%	0%	11%	11%	0%
<i># Respondents</i>	18	8	18	44	7

Q22: Did You Receive Rebate For Refrigerator

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	38%	26%	29%	32%	13%
No	58%	70%	64%	64%	85%
Refuse	3%	1%	0%	2%	1%
Don't know	1%	2%	7%	2%	1%
<i># Respondents</i>	79	79	90	248	79

Q22: Did You Receive Rebate For Dishwasher

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	17%	20%	20%	18%	13%
No	75%	79%	73%	77%	84%
Don't know	9%	1%	7%	5%	3%
<i># Respondents</i>	68	62	56	186	62

Q22: Did You Receive Rebate For Clothes Washer

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	28%	27%	25%	27%	18%
No	64%	66%	72%	66%	80%
Refuse	3%	1%	0%	2%	1%
Don't know	5%	6%	3%	5%	1%
<i># Respondents</i>	89	89	76	254	79

Q22: Did You Receive Rebate For Air Conditioner

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	22%	8%	6%	14%	15%
No	78%	86%	94%	83%	85%
Don't know	0%	6%	0%	3%	0%
# Respondents	21	27	18	66	40

Q22: Did You Receive Rebate For Gas Water Heater

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	13%	5%	9%	9%	0%
No	81%	84%	88%	83%	100%
Don't know	6%	12%	3%	8%	0%
# Respondents	34	36	32	102	26

Q22: Did You Receive Rebate For Hard-Wired Fixture

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	0%	1%	7%	1%	3%
No	98%	98%	92%	97%	95%
Refuse	1%	<1%	0%	1%	1%
Don't know	1%	1%	2%	1%	1%
# Respondents	62	77	60	199	77

Q22: Did You Receive Rebate For Fluorescent Lamp

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	0%	3%	1%	2%	1%
No	74%	91%	95%	83%	97%
Refuse	22%	2%	2%	12%	1%
Don't know	4%	3%	2%	3%	2%
# Respondents	94	125	96	315	129

Q22: Did You Receive Rebate For Torchiera

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	2%	1%	3%	1%	7%
No	91%	94%	96%	93%	93%
Refuse	6%	1%	0%	4%	0%
Don't know	1%	4%	1%	2%	0%
# Respondents	71	56	76	203	46

Q23_ : Source Of Rebate For Refrigerator

Response	PG&E	SCE	SDG&E	All California	Out of State
Rebate from local utility	26%	15%	19%	22%	10%
Rebate from retail store	46%	23%	38%	37%	10%
Rebate from manufacturer	39%	62%	46%	48%	60%
Refused	0%	0%	4%	<1%	0%
Don't know	4%	2%	0%	3%	20%
<i># Respondents</i>	30	24	26	80	10

Q23_ : Source Of Rebate For Dishwasher

Response	PG&E	SCE	SDG&E	All California	Out of State
Rebate from local utility	10%	21%	27%	17%	0%
Rebate from retail store	43%	23%	18%	31%	63%
Rebate from manufacturer	52%	44%	45%	48%	38%
Other	0%	0%	18%	2%	0%
Don't know	0%	15%	0%	7%	0%
<i># Respondents</i>	13	14	11	38	8

Q23_ : Source Of Rebate For Clothes Washer

Response	PG&E	SCE	SDG&E	All California	Out of State
Rebate from local utility	29%	28%	26%	28%	7%
Rebate from retail store	39%	21%	32%	31%	50%
Rebate from manufacturer	24%	52%	42%	37%	36%
Other	9%	0%	5%	5%	0%
Don't know	2%	0%	5%	1%	7%
<i># Respondents</i>	23	19	19	61	14

Q23_ : Source Of Rebate For Air Conditioner

Response	PG&E	SCE	SDG&E	All California	Out of State
Rebate from local utility	29%	0%	0%	21%	17%
Rebate from retail store	43%	0%	100%	36%	0%
Rebate from manufacturer	29%	100%	0%	43%	67%
Don't know	0%	0%	0%	0%	17%
<i># Respondents</i>	4	2	1	7	6

Q23_ : Source Of Rebate For Gas Water Heater

Response	PG&E	SCE	SDG&E	All California
Rebate from local utility	57%	100%	67%	68%
Don't know	43%	0%	33%	32%
# Respondents	4	1	3	8

Q23_ : Source Of Rebate For Hard-Wired Fixture

Response	SCE	SDG&E	All California
Rebate from local utility	0%	25%	16%
Rebate from retail store	50%	0%	17%
Rebate from manufacturer	50%	50%	50%
Refused	0%	25%	16%
# Respondents	2	4	6

Q23_ : Source Of Rebate For Fluorescent Lamp

Response	SCE	SDG&E	All California	Out of State
Rebate from retail store	42%	0%	39%	0%
Rebate from manufacturer	58%	100%	61%	100%
# Respondents	4	1	5	1

Q23_ : Source Of Rebate For Torchiere

Response	PG&E	SCE	SDG&E	All California	Out of State
Rebate from local utility	100%	0%	50%	73%	0%
Rebate from retail store	0%	0%	50%	9%	0%
Rebate from manufacturer	0%	100%	0%	17%	100%
# Respondents	1	1	2	4	3

Q29: Cost Above Standard Model All California

	Refrigerator	Clothes Washer	Dish Washer	Air Conditioner	Water Heater
Mean	152.63	129.1	114.38	106.05	83.11
Standard Dev.	141.78	122.37	140.99	100.08	77.3
Max	800	700	700	400	600
Min	0	0	0	0	0
# Respondents	149	178	128	41	50

Q29: Cost Above Standard Model Out of State

	Refrigerator	Clothes Washer	Dish Washer	Air Conditioner	Water Heater
Mean	103.43	92.89	101.81	119.04	66.5
Standard Dev.	98.06	108.53	141.77	131.07	49.9
Max	400	500	600	500	175
Min	0	0	0	0	0
# Respondents	44	45	36	26	16

Q29: Cost Above Standard Model All California

	Hard Wired	Fluorescent Lamp	Torchiere
Mean	18.32	9.33	13.98
Standard Dev.	30.9	11.08	14.27
Max	200	200	100
Min	0	0	0
# Respondents	106	192	81

Q29: Cost Above Standard Model Out of State

	Hard Wired	Fluorescent Lamp	Torchiere
Mean	23.77	8.03	15.29
Standard Dev.	33.73	9.49	14.64
Max	150	75	60
Min	0	0	0
# Respondents	39	70	17

Q29p : Percent Cost Above Standard Model All California

	Refrigerator	Clothes Washer	Dish Washer	Air Conditioner	Water Heater
Mean	23.2	36.57	23.04	18.49	40.54
Standard Dev.	25.99	43.72	18.83	8.33	38.67
Max	200	150	100	30	100
Min	5	1	5	5	7
# Respondents	27	27	18	8	8

Q29p: Percent Cost Above Standard Model Out of State

	Refrigerator	Clothes Washer	Dish Washer	Air Conditioner	Water Heater
Mean	13.18	18.86	25	30	28
Standard Dev.	13.65	6.26	13.89	22.73	31.11
Max	50	25	50	50	50
Min	0	7	10		6
# Respondents	11	7	8	4	2

Q29p: Percent Cost Above Standard Model All California

	Hard Wired	Fluorescent Lamp	Torchiere
Mean	28.57	49.68	35.48
Standard Dev.	22.05	37.72	67.73
Max	150	300	300
Min	0	10	0
# Respondents	44	34	40

Q29p: Percent Cost Above Standard Model Out of State

	Hard Wired	Fluorescent Lamp	Torchiere
Mean	43	72.11	19.3
Standard Dev.	27.45	92.59	15.4
Max	100	300	50
Min	10	2	0
# Respondents	12	19	10

Q30: Annual Energy Cost Savings All California

	Refrigerator	Clothes Washer	Dish Washer	Air Conditioner	Water Heater
Mean	102.79	104.3	59.07	117.75	127.23
Standard Dev.	98.66	136.45	76.84	147.6	162.78
Max	600	800	800	900	800
Min	0	0	0	5	0
# Respondents	170	166	122	43	61

Q30 :Annual Energy Cost Savings Out of State

	Refrigerator	Clothes Washer	Dish Washer	Air Conditioner	Water Heater
Mean	97.1	83.18	67	101.05	95.63
Standard Dev.	103.27	89.16	89.35	92.85	158.26
Max	600	450	500	400	675
Min	0	0	0	10	0
# Respondents	50	38	35	19	16

Q30: Annual Energy Cost Savings All California

	Hard Wired	Fluorescent Lamp	Torchiere
Mean	41.16	41.5	27.46
Standard Dev.	59.36	72.1	29.27
Max	400	500	200
Min	0	0	0
# Respondents	117	146	108

Q30:Annual Energy Cost Savings Out of State

	Hard Wired	Fluorescent Lamp	Torchiere
Mean	65.65	34.36	38.43
Standard Dev.	89.58	60.9	40.14
Max	400	400	150
Min	0	0	0
# Respondents	40	58	28

Q30p : Percent Annual Energy Cost Savings All California

	Refrigerator	Clothes Washer	Dish Washer	Air Conditioner	Water Heater
Mean	21.56	35.89	27.38	32.15	17.03
Standard Dev.	17.52	37.37	16.43	33.76	11.27
Max	90	250	80	95	50
Min	2	0	0	0	0
# Respondents	32	28	27	7	13

Q30p : Percent Annual Energy Cost Savings Out of State

	Refrigerator	Clothes Washer	Dish Washer	Air Conditioner	Water Heater
Mean	11.75	42.73	14.55	22.82	6
Standard Dev.	7.68	58.79	10.36	18.39	5.66
Max	20	200	40	60	10
Min	2	5	0	5	2
# Respondents	4	11	11	11	2

Q30p : Percent Annual Energy Cost Savings All California

	Hard Wired	Fluorescent Lamp	Torchiere
Mean	36.75	62.8	26.88
Standard Dev.	34.83	123.47	23.91
Max	200	600	70
Min	1	2	0
# Respondents	41	49	26

Q30p : Percent Annual Energy Cost Savings Out of State

	Hard Wired	Fluorescent Lamp	Torchiere
Mean	21.33	38.58	21.17
Standard Dev.	16.23	21.55	16.38
Max	50	80	50
Min	0	5	2
# Respondents	9	19	6

QL31:All California

	Hard Wired	Torchiere	Fluorescent Lamp
Mean	13.69	23.18	9.29
Standard Dev.	44.99	102.56	24.96
Max	500	800	500
Min	0	0	0
# Respondents	162	140	204

QL31:Out of State

	Hard Wired	Torchiere	Fluorescent Lamp
Mean	8.89	24.94	15.92
Standard Dev.	14.09	89.34	58.56
Max	70	500	500
Min	0	0	0
# Respondents	53	31	85

QL31p :All California

	Hard Wired	Torchiere	Fluorescent Lamp
Mean	26.41	27.26	33.88
Standard Dev.	20.2	18.67	35.8
Max	65	60	150
Min	0	5	0
# Respondents	16	12	22

QL31p :Out of State

	Hard Wired	Torchiere	Fluorescent Lamp
Mean	40	9	38.75
Standard Dev.	45.46	9.64	42.89
Max	100	20	100
Min	0	2	0
# Respondents	4	3	4

S1b1. And how many hard-wired fixtures d

S1B1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
0	1	2.1	1	2.1
1	12	25	13	27.1
2	7	14.6	20	41.7
3	11	22.9	31	64.6
4	4	8.3	35	72.9
5	1	2.1	36	75
6	2	4.2	38	79.2
7	2	4.2	40	83.3
10	1	2.1	41	85.4
12	2	4.2	43	89.6
15	1	2.1	44	91.7
20	2	4.2	46	95.8
30	1	2.1	47	97.9
200	1	2.1	48	100

S1b2. And, approximately how many light

S1B2	Frequency	Percent	Cumulative Frequency	Cumulative Percent
4	3	6.3	3	6.3
5	1	2.1	4	8.3
6	2	4.2	6	12.5
8	3	6.3	9	18.8
10	5	10.4	14	29.2
12	6	12.5	20	41.7
15	1	2.1	21	43.8
16	1	2.1	22	45.8
18	1	2.1	23	47.9
20	10	20.8	33	68.8
25	2	4.2	35	72.9
30	7	14.6	42	87.5
35	1	2.1	43	89.6
40	1	2.1	44	91.7
50	2	4.2	46	95.8
60	1	2.1	47	97.9
100	1	2.1	48	100

S1b3. And how many Torchieres did you purchase

S1B3	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	22	45.8	22	45.8
2	17	35.4	39	81.3
3	7	14.6	46	95.8
4	1	2.1	47	97.9
6	1	2.1	48	100

S1B3B. How many Torchieres do you currently have

S1B1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
0	1	2.1	1	2.1
1	12	25	13	27.1
2	7	14.6	20	41.7
3	11	22.9	31	64.6

S1a1: Where Did You Buy The Refrigerator? All California

Response	PG&E	SCE	SDG&E	All California	Out of State
Hardware store	3%	1%	4%	2%	8%
Discount retail store	15%	11%	4%	12%	10%
Grocery store	0%	0%	0%	0%	1%
Department store	34%	41%	56%	39%	38%
Lighting specialty store	0%	<1%	0%	<1%	1%
Appliance store	43%	35%	26%	38%	31%
60	0%	0%	3%	<1%	0%
Contractor	0%	0%	0%	0%	2%
Other (Please specify)	3%	12%	7%	7%	7%
Don't know	1%	1%	1%	1%	2%
<i># Respondents</i>	<i>101</i>	<i>108</i>	<i>105</i>	<i>314</i>	<i>98</i>

S1a2: Where Did You Buy The Dishwasher? All California

Response	PG&E	SCE	SDG&E	All California	Out of State
Hardware store	1%	<1%	9%	1%	9%
Discount retail store	6%	19%	13%	12%	5%
Department store	37%	30%	41%	35%	46%
Appliance store	46%	41%	29%	42%	31%
Other (Please specify)	3%	9%	9%	6%	8%
Refuse	5%	0%	0%	3%	0%
Don't know	2%	<1%	0%	1%	2%
<i># Respondents</i>	<i>69</i>	<i>63</i>	<i>56</i>	<i>188</i>	<i>65</i>

S1a3: Where Did You Buy The Clothes Washer? All California

Response	PG&E	SCE	SDG&E	All California	Out of State
Hardware store	1%	1%	0%	1%	5%
Discount retail store	10%	14%	8%	11%	6%
Department store	46%	48%	55%	47%	51%
Appliance store	34%	25%	30%	30%	30%
60	0%	0%	1%	<1%	1%
Other (Please specify)	6%	10%	6%	7%	8%
Refuse	2%	0%	0%	1%	0%
Don't know	2%	3%	0%	2%	0%
<i># Respondents</i>	<i>101</i>	<i>102</i>	<i>80</i>	<i>283</i>	<i>87</i>

S1a4: Where Did You Buy The Room Air Condition All California

Response	PG&E	SCE	SDG&E	All California	Out of State
Hardware store	23%	9%	28%	17%	33%
Discount retail store	31%	17%	11%	23%	8%
Department store	9%	36%	22%	23%	20%
Appliance store	24%	17%	11%	20%	23%
60	0%	0%	11%	1%	0%
Contractor	0%	7%	0%	3%	3%
Other (Please specify)	7%	0%	11%	4%	10%
Refuse	7%	0%	0%	3%	0%
Don't know	0%	14%	6%	7%	5%
<i># Respondents</i>	<i>21</i>	<i>28</i>	<i>18</i>	<i>67</i>	<i>40</i>

S1a5: All California

Response						
Where did you buy the Gas Water Heater?						
Hardware store	30%	29%	28%	40%	29%	30%
Discount retail store	0%	17%	6%	9%	12%	0%
Department store	9%	16%	32%	11%	22%	9%
Lighting specialty store	0%	3%	0%	0%	2%	0%
Appliance store	21%	11%	11%	6%	10%	21%
Contractor	24%	12%	17%	14%	14%	24%
Other (Please specify)	9%	5%	1%	11%	4%	9%
Don't know	6%	7%	5%	9%	7%	6%
<i># Respondents</i>	<i>33</i>	<i>44</i>	<i>44</i>	<i>35</i>	<i>123</i>	<i>33</i>

S1bb1: Where Did You Buy The Hardwired Lighting All California

Response	PG&E	SCE	SDG&E	All California	Out of State
Hardware store	37%	49%	56%	44%	54%
Discount retail store	13%	26%	13%	19%	17%
Grocery store	0%	0%	0%	0%	3%
Drug store	2%	0%	0%	1%	1%
Department store	6%	8%	13%	7%	10%
Lighting specialty store	18%	9%	12%	13%	4%
Appliance store	11%	<1%	4%	6%	4%
Contractor	5%	4%	0%	4%	3%
Other (Please specify)	5%	2%	2%	3%	2%
Refuse	2%	0%	0%	1%	0%
Don't know	0%	4%	0%	2%	2%
<i># Respondents</i>	<i>93</i>	<i>118</i>	<i>85</i>	<i>296</i>	<i>101</i>

S1bb2: Where Did You Buy The Light Bulb? All California

Response	PG&E	SCE	SDG&E	All California	Out of State
Hardware store	27%	20%	32%	24%	24%
Discount retail store	25%	36%	26%	30%	35%
Grocery store	23%	30%	26%	26%	29%
Drug store	8%	2%	3%	5%	2%
Department store	6%	7%	6%	6%	4%
Lighting specialty store	3%	0%	2%	1%	2%
Appliance store	2%	<1%	<1%	1%	1%
60	1%	<1%	2%	1%	0%
Other (Please specify)	2%	3%	1%	2%	<1%
Refuse	1%	0%	0%	<1%	0%
Don't know	4%	1%	2%	2%	2%
<i># Respondents</i>	<i>209</i>	<i>265</i>	<i>229</i>	<i>703</i>	<i>246</i>

S1bb3: Where Did You Buy The Torchiere? All California

Response	PG&E	SCE	SDG&E	All California	Out of State
Hardware store	31%	25%	34%	29%	17%
Discount retail store	24%	41%	35%	32%	41%
Grocery store	1%	0%	0%	<1%	2%
Drug store	4%	<1%	0%	2%	0%
Department store	14%	12%	12%	13%	25%
Lighting specialty store	8%	12%	12%	10%	5%
Appliance store	2%	<1%	4%	2%	0%
60	0%	0%	0%	0%	2%
Other (Please specify)	5%	4%	1%	4%	7%
Don't know	10%	6%	4%	8%	2%
<i># Respondents</i>	91	87	104	282	59

S2: What Brand Do You Prefer All California

Response	PG&E	SCE	SDG&E	All California	Out of State
General electric	13%	19%	9%	15%	14%
Whirlpool	9%	13%	13%	11%	11%
Amana	2%	1%	2%	2%	4%
Frigidaire	1%	2%	2%	2%	1%
Kenwood	3%	2%	3%	3%	3%
Other	17%	16%	13%	16%	16%
None in particular	43%	33%	46%	39%	37%
Kenmore	12%	12%	10%	12%	13%
Refuse	0%	1%	<1%	<1%	0%
Don't know	<1%	1%	2%	1%	1%
<i># Respondents</i>	324	352	329	1005	335

S3: Do You Or Someone Else In Your House All California

Response	PG&E	SCE	SDG&E	All California	Out of State
Pay electric bill directly	100%	100%	100%	100%	100%
<i># Respondents</i>	324	352	329	1005	335

S4b: What Is The Name Of Your GAS Company All California

Response	PG&E	SCE	SDG&E	All California
1	50%	89%	96%	89%
60	0%	1%	0%	1%
61	0%	1%	0%	1%
62	0%	1%	4%	1%
77	50%	3%	0%	3%
88	0%	1%	0%	1%
99	0%	3%	0%	3%
<i># Respondents</i>	2	302	24	328

FU1: Likely Purchasing High Eff. Appl. All California

Response	PG&E	SCE	SDG&E	All California	Out of State
Very likely	52%	48%	53%	50%	46%
Somewhat likely	38%	43%	37%	40%	42%
Somewhat unlikely	6%	3%	5%	5%	5%
Very unlikely	3%	4%	3%	4%	4%
Refuse	0%	0%	0%	0%	1%
Don't know	1%	2%	1%	2%	2%
<i># Respondents</i>	324	352	329	1005	335

FU2_ : Why Likely, Appliance All California

Response	PG&E	SCE	SDG&E	All California	Out of State
Extra cost was minimal	5%	3%	6%	4%	4%
Energy savings worth the extra cost	28%	31%	21%	29%	32%
Cost savings worth extra up-front cost	26%	21%	35%	25%	33%
It is the right thing to do	19%	17%	19%	18%	16%
Other benefits make purchase worthwhile	2%	1%	2%	2%	4%
Product works better/is higher quality	7%	6%	7%	7%	5%
I like to have new, high-tech products	1%	1%	1%	1%	2%
Salesperson convinced me it was the best	<1%	2%	1%	1%	0%
To get a rebate	0%	0%	<1%	<1%	0%
Other	1%	1%	1%	1%	2%
Refused	2%	1%	1%	1%	0%
Don't know	7%	5%	7%	6%	5%
<i># Respondents</i>	290	313	296	899	297

FU3_ : Why Not Likely, Appliance All California

Response	PG&E	SCE	SDG&E	All California	Out of State
Costs too much to purchase	26%	13%	40%	23%	13%
Wont save enough energy	7%	10%	10%	8%	0%
Cant find the type/style/size I want	5%	0%	0%	3%	6%
Cant find the brand I want	0%	0%	3%	<1%	0%
Don't like to try new high-tech product	2%	8%	3%	4%	0%
Don't know the product well enough	16%	2%	7%	10%	10%
Other priorities more important	20%	15%	10%	17%	13%
Standard product works better/higher quality	0%	1%	0%	<1%	13%
Uncertain that savings will occur	11%	11%	7%	10%	3%
Didn't have enough information	0%	10%	7%	4%	10%
Other	9%	1%	0%	5%	3%
Refused	5%	0%	0%	3%	0%
Don't know	5%	12%	0%	7%	13%
<i># Respondents</i>	31	30	30	91	31

FU4: Likely Purchasing High Eff. Lighting All California

Response	PG&E	SCE	SDG&E	All California	Out of State
Very likely	41%	35%	39%	38%	39%
Somewhat likely	39%	43%	42%	41%	43%
Somewhat unlikely	8%	11%	9%	9%	10%
Very unlikely	9%	7%	8%	8%	6%
Refuse	0%	0%	1%	<1%	1%
Don't know	3%	3%	2%	3%	2%
<i># Respondents</i>	<i>324</i>	<i>352</i>	<i>329</i>	<i>1005</i>	<i>335</i>

FU5_: Why Likely, Lighting All California

Response	PG&E	SCE	SDG&E	All California	Out of State
Extra cost was minimal	4%	5%	4%	4%	6%
Energy savings worth the extra cost	23%	26%	30%	25%	24%
Cost savings worth extra up-front cost	17%	23%	19%	20%	23%
It is the right thing to do	14%	14%	12%	14%	12%
Other benefits make purchase worthwhile	2%	2%	2%	2%	3%
Product works better/is higher quality	7%	5%	6%	6%	7%
I like to have new, high-tech products	1%	4%	2%	2%	<1%
Salesperson convinced me it was the best	1%	<1%	0%	<1%	0%
Other	12%	2%	2%	7%	3%
Refused	1%	0%	1%	1%	0%
Don't know	8%	7%	8%	8%	7%
<i># Respondents</i>	<i>258</i>	<i>268</i>	<i>266</i>	<i>792</i>	<i>275</i>

FU6_ : Why Not Likely, Lighting All California

Response	PG&E	SCE	SDG&E	All California	Out of State
Costs too much to purchase	20%	22%	27%	22%	21%
Wont save enough energy	10%	5%	4%	7%	13%
Cant find the type/style/size I want	1%	<1%	4%	1%	4%
Cant find the brand I want	3%	0%	2%	1%	0%
Don't like to try new high-tech product	0%	10%	0%	5%	6%
Moving/selling my home	1%	3%	0%	2%	0%
Don't know the product well enough	15%	<1%	2%	7%	9%
Would have to compare costs/brands	1%	0%	4%	1%	0%
Other priorities more important	7%	16%	11%	11%	11%
Standard product works better/higher quality	3%	<1%	5%	2%	2%
Uncertain that savings will occur	9%	3%	0%	5%	9%
Didn't have enough information	1%	4%	0%	2%	2%
Didn't trust salesperson or sales pitch	0%	3%	2%	2%	0%
Other	8%	17%	7%	12%	6%
Refused	3%	3%	2%	3%	0%
Don't know	5%	7%	7%	6%	6%
<i># Respondents</i>	<i>55</i>	<i>68</i>	<i>55</i>	<i>178</i>	<i>53</i>

M1: Since Purchase, Told Friends All California

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	42%	33%	36%	38%	40%
No	56%	65%	63%	61%	59%
Refuse	2%	0%	0%	1%	1%
Don't know	<1%	2%	<1%	1%	<1%
<i># Respondents</i>	<i>324</i>	<i>352</i>	<i>329</i>	<i>1005</i>	<i>335</i>

M2: Heard Of World Eff. Program All California

Response	PG&E	SCE	SDG&E	All California	Out of State
Yes	4%	4%	3%	4%	3%
No	94%	95%	96%	95%	96%
Refuse	2%	0%	0%	1%	1%
Don't know	1%	1%	1%	1%	1%
<i># Respondents</i>	<i>324</i>	<i>352</i>	<i>329</i>	<i>1005</i>	<i>335</i>

A3_1: Not Concerned About Energy Use In Home All California

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Strongly disagree	54%	56%	53%	55%	55%
2 disagree	12%	12%	12%	12%	10%
3 Neither agree or disagree	8%	9%	10%	9%	13%
4 agree	8%	11%	8%	9%	7%
5 strongly agree	12%	12%	13%	12%	13%
Refuse	5%	1%	3%	3%	1%
Don't know	1%	<1%	0%	<1%	1%
<i># Respondents</i>	314	352	318	984	335

A3_2: Home Energy Use Small, Does Not Matter All California

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Strongly disagree	59%	62%	61%	61%	62%
2 disagree	13%	15%	15%	14%	10%
3 Neither agree or disagree	11%	7%	8%	9%	11%
4 agree	7%	7%	6%	7%	9%
5 strongly agree	5%	8%	6%	6%	7%
Refuse	5%	1%	3%	3%	1%
Don't know	1%	<1%	<1%	<1%	<1%
<i># Respondents</i>	314	352	318	984	335

A3_3: Too Busy To Make Energy Improvements All California

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Strongly disagree	59%	50%	51%	54%	50%
2 disagree	13%	14%	16%	14%	15%
3 Neither agree or disagree	15%	23%	15%	19%	16%
4 agree	9%	7%	7%	8%	9%
5 strongly agree	4%	5%	10%	5%	9%
Refuse	0%	1%	1%	<1%	1%
Don't know	<1%	<1%	<1%	<1%	1%
<i># Respondents</i>	324	352	329	1005	335

A3_4: Scarce Energy Supply Major Problem All California

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Strongly disagree	13%	10%	12%	12%	9%
2 disagree	8%	7%	6%	7%	8%
3 Neither agree or disagree	17%	17%	21%	18%	22%
4 agree	21%	25%	23%	23%	20%
5 strongly agree	39%	37%	38%	38%	40%
Refuse	0%	0%	<1%	<1%	1%
Don't know	2%	3%	1%	3%	0%
<i># Respondents</i>	324	352	329	1005	335

A3_5: Conservation Important, Ignore Cost All California

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Strongly disagree	4%	4%	5%	4%	4%
2 disagree	6%	2%	2%	4%	3%
3 Neither agree or disagree	7%	9%	11%	8%	9%
4 agree	21%	29%	24%	25%	23%
5 strongly agree	62%	55%	57%	59%	60%
Refuse	0%	1%	<1%	<1%	1%
Don't know	<1%	0%	0%	<1%	<1%
<i># Respondents</i>	324	352	329	1005	335

A3_6: Conservation Not Power Plants All California

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Strongly disagree	10%	9%	12%	10%	10%
2 disagree	9%	7%	6%	8%	7%
3 Neither agree or disagree	22%	33%	29%	27%	24%
4 agree	22%	23%	22%	22%	21%
5 strongly agree	34%	25%	30%	30%	35%
Refuse	0%	1%	<1%	<1%	1%
Don't know	3%	3%	1%	3%	2%
<i># Respondents</i>	324	352	329	1005	335

A3_7: Conservation Does Not Cost Comfort All California

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Strongly disagree	5%	5%	3%	5%	5%
2 disagree	4%	2%	2%	3%	2%
3 Neither agree or disagree	7%	16%	14%	11%	13%
4 agree	27%	27%	27%	27%	27%
5 strongly agree	57%	49%	52%	53%	53%
Refuse	0%	1%	<1%	<1%	1%
Don't know	<1%	1%	1%	<1%	1%
<i># Respondents</i>	324	352	329	1005	335

A3_8: I Should Save Energy To Preserve Env. All California

Response	PG&E	SCE	SDG&E	All California	Out of State
1 Strongly disagree	5%	4%	5%	5%	2%
2 disagree	4%	3%	3%	3%	2%
3 Neither agree or disagree	14%	15%	13%	14%	16%
4 agree	27%	32%	27%	29%	27%
5 strongly agree	49%	46%	52%	48%	51%
Refuse	2%	1%	<1%	1%	1%
Don't know	0%	<1%	<1%	<1%	1%
<i># Respondents</i>	324	352	329	1005	335

DE1: Type Of Home All California

Response	PG&E	SCE	SDG&E	All California	Out of State
Single-family Attached	21%	22%	15%	21%	22%
Single-family detached	60%	62%	60%	61%	56%
Apartment Less than 5 units	5%	3%	5%	4%	4%
Apartment 5 or more units	9%	6%	11%	8%	7%
Mobile home	2%	2%	1%	2%	7%
Other	2%	5%	8%	4%	4%
Refuse	<1%	1%	0%	<1%	1%
<i># Respondents</i>	324	352	329	1005	335

DE2: Own / Rent All California

Response	PG&E	SCE	SDG&E	All California	Out of State
Own	74%	75%	71%	74%	80%
Rent	26%	25%	28%	26%	19%
Refuse	<1%	1%	<1%	1%	1%
Don't know	0%	0%	<1%	<1%	<1%
# Respondents	324	352	329	1005	335

DE3A: Year Built All California

Response	PG&E	SCE	SDG&E	All California	Out of State
In the last five years (i.e., since 1993)	5%	6%	7%	6%	11%
Between 1989 and 1992?	5%	8%	7%	6%	7%
Between 1979 and 1988?	24%	21%	21%	22%	16%
Between 1960 and 1978?	28%	36%	33%	32%	27%
Between 1940 and 1959?	17%	12%	16%	15%	15%
Before 1940?	11%	5%	5%	8%	12%
Don't know	11%	12%	12%	11%	12%
# Respondents	324	352	329	1005	335

DE4A: Home Size All California

Response	PG&E	SCE	SDG&E	All California	Out of State
Less than 500 square feet	5%	3%	5%	4%	4%
500-999 square feet	14%	10%	13%	12%	16%
1,000 to 1,499 square feet	26%	22%	30%	25%	23%
1,500-1,999 square feet	22%	34%	23%	27%	20%
2,000-2,499 square feet	11%	13%	12%	12%	10%
2,500-2,999 square feet	5%	5%	5%	5%	4%
3,000 or more square feet	10%	9%	8%	9%	10%
Refuse	0%	0%	<1%	<1%	<1%
Don't know	6%	4%	5%	5%	11%
# Respondents	324	352	329	1005	335

De5a: De5a. Less Than 18 Years Old All California

Response	PG&E	SCE	SDG&E	All California	Out of State
0	49%	53%	58%	52%	55%
1	17%	15%	16%	16%	16%
2	22%	17%	16%	19%	17%
3	8%	7%	7%	7%	9%
4	1%	5%	3%	3%	2%
5	1%	1%	<1%	1%	0%
6	<1%	1%	<1%	<1%	0%
7	0%	<1%	0%	<1%	0%
8	<1%	<1%	0%	<1%	0%
88	1%	1%	<1%	1%	<1%
99	1%	0%	0%	<1%	<1%
<i># Respondents</i>	<i>324</i>	<i>352</i>	<i>329</i>	<i>1005</i>	<i>335</i>

De5b: De5b. 19-34 All California

Response	PG&E	SCE	SDG&E	All California	Out of State
0	54%	53%	54%	54%	60%
1	20%	20%	19%	20%	20%
2	19%	21%	21%	20%	17%
3	4%	4%	5%	4%	2%
4	1%	1%	<1%	1%	<1%
5	0%	0%	1%	<1%	0%
6	0%	1%	0%	<1%	0%
7	0%	0%	0%	0%	<1%
8	<1%	0%	0%	<1%	0%
10	0%	<1%	0%	<1%	0%
88	1%	1%	<1%	1%	<1%
99	<1%	0%	<1%	<1%	<1%
<i># Respondents</i>	<i>324</i>	<i>352</i>	<i>329</i>	<i>1005</i>	<i>335</i>

De5c: De5c. 35-59 All California

Response	PG&E	SCE	SDG&E	All California	Out of State
0	33%	36%	39%	35%	40%
1	20%	19%	22%	20%	22%
2	42%	42%	36%	41%	37%
3	3%	1%	2%	2%	1%
4	0%	1%	<1%	<1%	0%
7	0%	1%	0%	<1%	0%
37	<1%	0%	0%	<1%	0%
50	<1%	0%	0%	<1%	0%
88	1%	1%	0%	1%	<1%
99	<1%	0%	0%	<1%	<1%
<i># Respondents</i>	324	352	329	1005	335

De5d: De5d. 60 Or Older All California

Response	PG&E	SCE	SDG&E	All California	Out of State
0	75%	80%	73%	77%	73%
1	14%	7%	11%	11%	15%
2	8%	11%	15%	10%	12%
3	<1%	<1%	1%	<1%	0%
9	<1%	0%	0%	<1%	0%
59	0%	1%	0%	<1%	0%
88	2%	1%	<1%	1%	<1%
99	1%	0%	<1%	1%	0%
<i># Respondents</i>	324	352	329	1005	335

DE6: Education All California

Response	PG&E	SCE	SDG&E	All California	Out of State
Some high school	4%	5%	4%	4%	5%
High school graduate	12%	12%	11%	12%	20%
Trade or technical school	8%	6%	6%	7%	10%
Some college	26%	33%	33%	30%	24%
College graduate	26%	24%	27%	26%	23%
Some graduate school	8%	7%	5%	8%	5%
Graduate degree	15%	12%	14%	14%	11%
Refuse	<1%	1%	<1%	1%	1%
Don't know	0%	0%	<1%	<1%	1%
<i># Respondents</i>	324	352	329	1005	335

DE7: Income All California

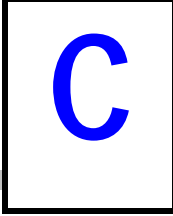
Response	PG&E	SCE	SDG&E	All California	Out of State
Less than \$20,000 per year	5%	7%	6%	6%	10%
\$20,000-49,999	30%	27%	33%	29%	37%
\$50,000-74,999	24%	28%	24%	26%	30%
\$75,000-99,999	15%	12%	14%	13%	9%
\$100,000 or more	17%	16%	14%	16%	5%
Refuse	7%	8%	6%	7%	6%
Don't know	2%	3%	3%	2%	3%
# Respondents	324	352	329	1005	335

DE8: Ethnic Background All California

Response	PG&E	SCE	SDG&E	All California	Out of State
Hispanic	8%	12%	11%	10%	3%
African American	5%	3%	5%	4%	7%
Caucasian	69%	63%	55%	65%	75%
Asian American	7%	4%	2%	5%	1%
Native American	1%	1%	2%	1%	3%
Interracial	3%	7%	4%	5%	4%
50	1%	1%	0%	1%	0%
63	0%	<1%	0%	<1%	0%
Refuse	5%	9%	21%	8%	5%
Don't know	<1%	0%	1%	<1%	2%
# Respondents	324	351	329	1004	334

AE1: Type of Refrigerator All California

Response	PG&E	SCE	SDG&E	All California	Out of State
A side-by-side refrigerator and freezer	38%	46%	47%	42%	35%
A freezer compartment above the refrigerator	45%	50%	43%	47%	58%
A refrigerator compartment above the freezer	9%	3%	8%	6%	6%
Refuse	6%	2%	1%	4%	1%
Don't know	2%	0%	1%	1%	0%
# Respondents	83	86	91	260	80



MYSTERY SHOPPER PROTOCOLS

Mystery Shopper Protocols: Appliances

This document contains the guidelines for completing evaluation along with the evaluation itself. The guidelines contain the sequence of activities to be carried out during the shop as well as scripts for engaging the sales people. The results of your shop are to be entered on the evaluation.

For appliance stores, you will be shopping for two of the following five appliances:

1. refrigerators,
2. dishwashers,
3. clothes washers,
4. room air conditioners, and
5. gas water heaters.

In your instructions from Customer's View, you will be told which two appliances you will be shopping for.

Please carefully read the guidelines before reviewing the questionnaire.

Guidelines

Energy Efficiency Point of Purchase Materials

Enter the store and go to the appliance section. Observe the point of purchase advertising. Note which appliances are advertised, the organizational sponsor (manufacturer, utility company, store, etc.), and the type of material (banner, flyer, poster, booklet, brochure, etc.). Note where the information is displayed, whether it is easy to see and read, and whether the display is attractive. Also, note whether "energy use" or "energy efficiency" is mentioned and, if so, what is said; whether the Energy Star label is displayed; whether a utility, store, or manufacturer rebate(s) is offered, and whether the rebate is for energy efficient equipment or not.

Shopping for Appliances

Next to each store name and address are listed the two appliances that you will be shopping for at that store. When approached by a sales person, explain that you are shopping for the two appliances. For example, say: "I'm shopping for a dishwasher and a room air conditioner and I'd like you to show me *three of each*." This means that you'll be looking at *three* dishwashers and *three* room air conditioners. If he/she offers to show you more than three models of a given appliance, say: "I only have time to see three."

For each appliance, the sales person will probably ask what features you are interested in. Below, we provide the following information for each of the appliances that you might be shopping for. You should *always* describe the appliances you are shopping for using these descriptions. If they ask you what your price range is, tell them that you are not sure, and you'd just like to examine the three models that they'd recommend.

Dishwasher

Ask for a white standard size dishwasher.

Gas Water Heater

Ask for a white 40-gallon gas water heater.

Clotheswasher

Ask for a white washer, standard size (i.e., not greater than 3 cubic feet).

Room Air Conditioner

Ask for a room air conditioner that is 8,000 to 9,000 BTUs.

Refrigerator

Ask for a white 22 cubic foot refrigerator with either a top or side freezer and no ice in the door. There can be an ice maker inside the freezer portion.

As the sales person shows you the three choices, note whether he/she mentions energy use, energy efficiency, rebates, lifecycle costs, etc. and what he/she says regarding energy use, energy efficiency, rebates, lifecycle costs, etc. Also, note whether the Energy Star label is on the appliance or on a card placed on the appliance.

If they *do not* mention energy use or energy efficiency:

Say: “Do all three of these use the same amount of electricity?” If they do not respond, say: “Are all three equally energy efficient?” Also, if the Energy Star label is on the appliance or on a card placed on the appliance and the sales person has not mentioned the Energy Star label, ask: “What does the Energy Star label mean?”

Or

If shopping for an appliance with the Energy Guide label on it, say: “Can you explain the Energy Guide label to me?”

If, after raising the energy efficiency issue, he/she offers to show you more than the three models he/she has already shown you, say: “I *really* only have time to see *two* more.”

As you inspect each of the models you are shown, please record accurately the manufacturer, model number, price without any rebates, and the amount of any rebate(s).

After you have inspected all the equipment shown to you by the sales person and the sales person still has not clearly stated his/her opinion of the higher efficiency models or shown you any of the higher efficiency models, ask: “Do you think it is worth it to buy a higher efficiency model?” Record his/her response.

Problem Situations

There are three problems that may arise during your shopping. The first is that the store may not stock the equipment you are supposed to be shopping for. The second is that you may not be able to get the attention of the sales person. The third is that the store manager may question you about your reason for being in the store.

Stocking Problems

In this study, we are interested in the following equipment:

1. refrigerators,
2. dishwashers,
3. clothes washers,
4. room air conditioners, and
5. gas water heaters.

You are being asked to shop for two appliances. However, it is possible that the store might not stock one of two the appliances that you are supposed to be shopping for. If this happens, replace the equipment they don't have with another that they do have. Use the following table to make your choices about which equipment to shop for in such a situation.

The two “X”s in each row mean that these are the two appliances that you are supposed to be shopping for. As you can see, all possible combinations are represented. For example, the first row has “X”s for refrigerator and dishwasher. So, if you were supposed to be shopping for a refrigerator and a dishwasher, but the store didn’t carry one of them, find the cell that has a one in it. In this case, there is a “1” in the room air conditioner cell, which means that this is your first choice for a replacement appliance to shop for. If they don’t have a room air conditioner, then go to the second choice, gas water heater, and if they don’t have a gas water heater, then go to the third choice, clothes washer. If the store doesn’t stock one of the two appliances that you are shopping for and does not stock any of the others, then shop only for the one appliance that the store does stock. This still counts as a shop.

Alternative Appliance Choice Table

Refrigerator	Dishwasher	Clothes Washer	Gas Water Heater	Room Air Conditioners
X	X	3	2	1
X	3	X	2	1
X	3	2	X	1
X	3	2	1	X
3	X	X	2	1
3	X	2	X	1
3	X	2	1	X
3	2	X	X	1
3	2	X	1	X
3	2	1	X	X

If the store does not carry any of the five appliances, then note this for the record and leave the store. This still counts as a shop.

Sales Person Attention

In some stores, you may encounter some difficulty in getting the sales person to spend the time showing you the equipment that you are shopping for. First, you should be persistent and patient. If you still are have trouble in getting their attention, you should go to the store manager and tell him or her that you need assistance.

Store Manager Questions

If the store manager or other store staff become suspicious and start asking questions about what you are doing in their store, simply tell them that you are comparison shopping. If they persist, try to continue the shop as best as you can. Please try to complete the shop. Note on the questionnaire that you encountered a problem with the store manager, how you handled it, at what point in your shop the problem occurred, and whether you were able to complete the shop.

Data Collection Form – Appliances

Name of Shopper/Shopper ID: _____

Store ID: _____

C.1 STORE NAME:

Store Address: _____

Date of Shop: _____

Time Entered Store: _____

Time Exited Store: _____

Equipment Shopping For:

- Refrigerators
- Dishwashers
- Clotheswashers
- Room Air Conditioners
- Gas Water Heaters

1. Were there any **energy-efficiency-related** point-of-purchase materials on display for the equipment that you were shopping for?

 Yes No

2. What kinds of energy-efficiency-related point-of-purchase materials were they? (CHECK ALL THAT APPLY)

- Banners
- Flyers/brochures
- Posters
- Videos
- Stickers
- Other (Please specify: _____)

3. Please check the types of *energy efficient* equipment that were mentioned in these materials and their organizational sponsor? (CHECK ALL THAT APPLY)

	PG&E	SCE	SDG&E	SoCal Gas	Energy Star	Manu- facturers	Other (Specify Below)
Energy Efficient Refrigerator							
Energy Efficient Dishwasher							
Energy Efficient Clotheswasher							
Energy Efficient Room Air Conditioner							
Energy Efficient Gas Water Heater							
Other (Please specify: _____ _____ _____)							

4. Please indicate the extent to which you agree with the following statements on a scale of 1 to 4, with a “1” meaning “strongly disagree” and a “4” meaning “strongly agree”.

- a. ____ The point-of-purchase materials were easy to see
- b. ____ The point-of-purchase materials were easy to understand
- c. ____ The point-of-purchase materials were nicely displayed

5. How many units did the sales person *initially* show you?
Number of Units: _____

6. Of the units that you were *initially* shown, how many were voluntarily described by the sales person as being “energy efficient”?
Number Described by Sales Person as Energy Efficient: _____
7. Of the units that you were *initially* shown, how many had the Energy Star label?
Number of Units Having the Energy Star Label: _____

INSTRUCTIONS: IF NUMBER OF UNITS DESCRIBED BY SALES PERSON AS BEING ENERGY EFFICIENT (IN QUESTION #6 ABOVE) EQUALS ZERO, THEN CONTINUE. OTHERWISE SKIP TO QUESTION #12.

8. After you explicitly asked the sales person about energy efficiency, how many of the units *initially shown* to you were *now* described by the sales person as being “energy efficient”?
Number Described by Sales Person as Energy Efficient: _____
9. After you explicitly asked the sales person about energy efficiency, did the sales person show you any *additional units*?
____ Yes [CONTINUE]
____ No [SKIP TO QUESTION 12]
10. Of the *additional units* that you were shown, how many were described by the sales person as being “energy efficient”?
Number Described by Sales Person as Energy Efficient: _____
11. Of the *additional units* that you were shown, how many had the Energy Star label?
Number of Units Having the Energy Star Label: _____
12. Please indicate the extent to which the sales person was knowledgeable about energy efficiency. Record your answer on a scale of 1 to 4, with a “1” meaning “Not at all knowledgeable” and a “4” meaning “Very knowledgeable”.

Answer: _____

13. Please indicate the extent to which the sales person mentioned energy efficiency as a *positive feature* in his/her sales pitch. Record your answer on a scale of 1 to 4, with a “1” meaning “Not at all” and a “4” meaning “A great deal”.

Answer: _____

14. Please indicate the extent to which the sales person appeared knowledgeable about the *Energy Star Program*. Record your answer on a scale of 1 to 4, with a “1” meaning “Not at all knowledgeable” and a “4” meaning “Very knowledgeable”.

Answer: _____

15. Please indicate the extent to which the sales person appeared knowledgeable about any *utility* rebate programs for energy efficient equipment. Record your answer on a scale of 1 to 4, with a “1” meaning “Not at all knowledgeable” and a “4” meaning “Very knowledgeable”.

Answer: _____

16. Please indicate the extent to which the sales person appeared knowledgeable about any *manufacturer* rebate programs for energy efficient equipment. Record your answer on a scale of 1 to 4, with a “1” meaning “Not at all knowledgeable” and a “4” meaning “Very knowledgeable”.

Answer: _____

Check here if a Manufacturer Rebate Program was not mentioned: _____

17. Please indicate the extent to which the sales person appeared knowledgeable about any *store* rebate programs for energy efficient equipment. Record your answer on a scale of 1 to 10, with a “1” meaning “Not at all knowledgeable” and a “4” meaning “Very knowledgeable”.

Answer: _____

Check here if a Store Rebate Program was not mentioned: _____

18. In discussing energy efficiency, which of the following did the sales person mention?

- ____ Annual operating costs
 ____ The point in time that the energy savings exceed the extra cost of the more energy efficient equipment (i.e., payback period)
 ____ Lifecycle costs (total operating costs over the life of the equipment)
 ____ Lifecycle savings (total energy cost savings, compared to less efficient units, over the life of the equipment)
 ____ Utility rebates
 ____ Manufacturer rebates
 ____ Store rebates
 ____ Lower utility bills
 ____ Reliability of the equipment
 ____ Anything else: _____

19. If you end up having to ask, record below the response of the sales person to the question: “Do you think it is worth it to buy a higher efficiency model?”

First Appliance

Equipment: _____

Unit #1 (of 5)

1. Manufacturer: _____
2. Model Number: _____
3. Price without rebate(s): _____

Rebate Available? Yes (Continue) No (Go to question #4)

First Rebate:

Amount: _____ Provider: _____

Indicate whether the rebate is a *mail-in* or *instant* rebate.

Mail-In Rebate Instant Rebate

Is rebate for energy efficient equipment? Yes No Can't Determine

Second Rebate:

Amount: _____ Provider: _____

Indicate whether the rebate is a mail-in or instant rebate.

Mail-In Rebate Instant Rebate

Is rebate for energy efficient equipment? Yes No Can't Determine

4. Did the sales person indicate that this unit was energy efficient at any point during your interaction (either aided or unaided by your questions)?

- 1 Yes
- 2 No

INSTRUCTIONS: IF QUESTION #4=1 AND YOU ARE SHOPPING FOR AN APPLIANCE, CONTINUE; OTHERWISE PROCEED TO NEXT UNIT

5. Which of the following did the sales person say make this unit energy efficient? (CHECK ALL THAT APPLY FOR THE APPLIANCE THAT YOU'RE SHOPPING FOR)

Check here if the sales person did not give a reason: _____

	Refrigerator	Dish-washer	Clothes-washer	Water Heater	Room Air Conditioner
More insulation					
Uses less water					
Controls that detect clean dishes					
Compressor					
Motor					
Other (Specify _____)					

Second Appliance

Equipment: _____

Unit #1 (of 5)

1. Manufacturer: _____
2. Model Number: _____
3. Price without rebate(s): _____

Rebate Available? Yes (Continue) No (Go to question #4)

First Rebate:

Amount: _____ Provider: _____

Indicate whether the rebate is a *mail-in* or *instant* rebate.

Mail-In Rebate Instant Rebate

Is rebate for energy efficient equipment? Yes No Can't Determine

Second Rebate:

Amount: _____ Provider: _____

Indicate whether the rebate is a mail-in or instant rebate.

Mail-In Rebate Instant Rebate

Is rebate for energy efficient equipment? Yes No Can't Determine

4. Did the sales person indicate that this unit was energy efficient at any point during your interaction (either aided or unaided by your questions)?

- 1 Yes
- 2 No

INSTRUCTIONS: IF QUESTION #4=1 AND YOU ARE SHOPPING FOR AN APPLIANCE, CONTINUE; OTHERWISE PROCEED TO NEXT UNIT

5. Which of the following did the sales person say make this unit energy efficient? (CHECK ALL THAT APPLY FOR THE APPLIANCE THAT YOU'RE SHOPPING FOR)

Check here if the sales person did not give a reason: _____

	Refrigerator	Dish-washer	Clothes-washer	Water Heater	Room Air Conditioner
More insulation					
Uses less water					
Controls that detect clean dishes					
Compressor					
Motor					
Other (Specify _____)					

Mystery Shopper Protocols: Lighting

This document contains the guidelines for completing evaluation along with the evaluation itself. The guidelines contain the sequence of activities to be carried out during the shop as well as scripts for engaging the sales people. The results of your shop are to be entered on the evaluation.

For lighting stores, you will be shopping for two of the following three pieces of lighting equipment:

1. floor lamp (also known as torchieres),
2. hard-wired lighting fixtures, and
3. light bulbs.

In your instructions from Customer's View, you will be told which two pieces of lighting equipment you will be shopping for.

Please carefully read the guidelines before reviewing the questionnaire.

Energy Efficiency Point of Purchase Materials

Enter the store and go to the lighting section. Observe the point of purchase advertising. Note which types of lighting equipment are advertised, the organizational sponsor (manufacturer, utility company, store, etc.), and the type of material (banner, flyer, poster, booklet, brochure, etc.). Note where the information is displayed, whether it is easy to see and read, and whether the display is attractive. Also, note whether "energy use" or "energy efficiency" is mentioned and, if so, what is said; whether the Energy Star label is displayed; whether a utility, store, or manufacturer rebate(s) is offered, and whether the rebate is for energy efficient equipment or not.

Shopping for Lighting

Next to each store name and address are listed the two lighting products that you will be shopping for at that store. When approached by a sales person, explain that you are shopping for the two lighting products. For example, say: "I'm shopping for a ceiling fixture (hardwired) for my bathroom and a floor lamp (also known as a torchiere) and I'd like you to show me *three* of *each*." This means that you'll be looking at *three* hardwired fixtures and *three* floor lamps (also known as torchieres). If he/she offers to show you more than three models of a given lighting product, say: "I only have time to see three."

For each lighting product, the sales person will probably ask what features you are interested in. Below, we provide the following information for each of the lighting products that you might be shopping for. You should *always* describe the lighting products you are shopping for using these descriptions. If they ask you what your price range is, tell them that you are not sure, and you'd just like to examine the three models that they'd recommend.

Floor Lamp (also known as a torchiere)

Ask for a basic (nothing fancy) white floor lamp that directs the light upward towards the ceiling.

Interior Hardwired Fixture

Ask for a basic (nothing fancy and no fan) hardwired ceiling fixture for your *bathroom*.

Light Bulb

Ask for a 100 watt screw-in light for a table lamp. (If they don't carry this wattage, ask for a 75 watt screw-in light. If they don't carry 75 watt bulbs either, ask for 60 watts.)

As the sales person shows you the three choices for a given lighting product, note whether he/she mentions "energy use", "energy efficiency", "rebates", "lifecycle costs", etc and what he/she says regarding energy use, energy efficiency, rebates, lifecycle costs, etc.. Also, note whether the Energy Star label is on the lighting product itself or on the packaging.

If they *do not* mention energy use or energy efficiency:

Say: "Do all three of these use the same amount of electricity?" If they do not respond, say: "Are all three equally energy efficient?" Also, if the Energy Star label is on the lighting product or on the packaging and the sales person has not mentioned the Energy Star label, ask: "What does the Energy Star label mean?"

If, after raising the energy efficiency issue, he/she offers to show you more than the three types of lighting products he/she has already shown you, say: "I *really* only have time to see *two* more."

After you have inspected all the equipment shown to you by the sales person and the sales person still has not clearly stated his/her opinion of the higher efficiency models or shown you any of the higher efficiency models, ask: "Do you think it is worth it to buy a higher efficiency model?" Record his/her response.

Problem Situations

There are three problems that may arise during your shopping. The first is that the store may not stock the equipment you are supposed to be shopping for. The second is that you may not be able to get the attention of the sales person. The third is that the store manager may question you about your reason for being in the store.

Stocking Problems

In this study, we are interested in the following lighting equipment:

1. floor lamps (also known as torchieres),
2. hard-wired fixtures, and
3. light bulbs.

You are being asked to shop for two pieces of lighting equipment. However, it is possible that the store might not stock one of the two pieces of lighting equipment that you are supposed to be shopping for. If this happens, replace the equipment they don't have with the third piece of lighting equipment that you were not originally shopping for. For example, if you were originally shopping for a floor lamp (also known as torchiere) and a hardwired bathroom ceiling fixture but the store did not carry a bathroom ceiling fixture, then you should shop for a light bulb.

If the store only stocks one piece of the three pieces of lighting equipment that you are shopping for, then shop only for that one piece of equipment. This still counts as a shop. If the store does not carry any of three pieces of lighting equipment that you are shopping for, then note this for the record and leave the store. This still counts as a shop.

Sales Person Attention

In some stores, you may encounter some difficulty in getting the sales person to spend the time showing you the equipment that you are shopping for. First, you should be persistent and patient. If you still have trouble in getting their attention, you should go to the store manager and tell him or her that you need assistance.

Store Manager Questions

If the store manager or other store staff become suspicious and start asking questions about what you are doing in their store, simply tell them that you are comparison shopping. If they persist, try to continue the shop as best as you can. Please try to complete the shop. Note on the questionnaire that you encountered a problem with the store manager, how you handled it, at what point in your shop the problem occurred, and whether you were able to complete the shop.

Data Collection Form: Lighting

Name of Shopper/Shopper ID: _____

Store ID: _____

C.2 STORE NAME:

Store Address: _____

Date of Shop: _____

Time Entered Store: _____

Time Exited Store: _____

Equipment Shopping For:

 Floor Lamps (Torchieres) Hardwired Lighting Fixtures (Indoor) Light Bulbs

1. Were there any **energy-efficiency-related** point-of-purchase materials on display for the equipment that you were shopping for?

 Yes [CONTINUE] No[SKIP TO QUESTION 5]

2. What kinds of energy-efficiency-related point-of-purchase materials were they? (CHECK ALL THAT APPLY)

 Banners Flyers/brochures Posters Videos Stickers Other (Please specify: _____)

3. Please check the types of *energy efficient* equipment that were mentioned in these materials and their organizational sponsor? (CHECK ALL THAT APPLY)

	PG&E	SCE	SDG&E	SoCal Gas	Energy Star	Manufacturer	Other (specify below)
Compact Fluorescent Floor Lamp (Torchiere)							
Compact Fluorescent Light Bulb							
Hard-wired Fluorescent Light Fixture							
Other (Specify _____)							

4. Please indicate the extent to which you agree with the following statements on a scale of 1 to 4, with a “1” meaning “strongly disagree” and a “4” meaning “strongly agree”.
- a. ____ The point-of-purchase materials were easy to see
 - b. ____ The point-of-purchase materials were easy to understand
 - c. ____ The point-of-purchase materials were nicely displayed
5. How many units did the sales person *initially* show you?
 Number of Units: _____
6. Of the units that you were *initially* shown, how many were voluntarily described by the sales person as being “energy efficient”?
 Number Described by Sales Person as Energy Efficient: _____
7. Of the units that you were *initially* shown, how many had the Energy Star label?
 Number Units Having the Energy Star Label: _____

INSTRUCTIONS: IF NUMBER OF UNITS DESCRIBED BY SALES PERSON AS BEING ENERGY EFFICIENT (IN QUESTION #6 ABOVE) EQUALS ZERO, THEN CONTINUE. OTHERWISE SKIP TO QUESTION #12.

8. After you explicitly asked the sales person about energy efficiency, how many of the units *initially shown* to you were *now* described by the sales person as being “energy efficient”?
Number Described by Sales Person as Energy Efficient: _____
9. After you explicitly asked the sales person about energy efficiency, did the sales person show you any *additional units*?
____ Yes [CONTINUE]
____ No [SKIP TO QUESTION 12]
10. Of the *additional units* that you were shown, how many were described by the sales person as being “energy efficient”?
Number Described by Sales Person as Energy Efficient: _____
11. Of the *additional units* that you were shown, how many had the Energy Star label?
Number Units Having the Energy Star Label: _____
12. Please indicate the extent to which the sales person was knowledgeable about energy efficiency. Record your answer on a scale of 1 to 4, with a “1” meaning “Not at all knowledgeable” and a “4” meaning “Very knowledgeable”.

Answer: _____
13. Please indicate the extent to which the sales person mentioned energy efficiency as a *positive feature* in his/her sales pitch. Record your answer on a scale of 1 to 4, with a “1” meaning “Not at all” and a “4” meaning “A great deal”.

Answer: _____
14. Please indicate the extent to which the sales person appeared knowledgeable about the *Energy Star Program*. Record your answer on a scale of 1 to 4, with a “1” meaning “Not at all knowledgeable” and a “4” meaning “Very knowledgeable”.

Answer: _____
15. Please indicate the extent to which the sales person appeared knowledgeable about any *utility* rebate programs for energy efficient equipment. Record your answer on a scale of 1 to 4, with a “1” meaning “Not at all knowledgeable” and a “4” meaning “Very knowledgeable”.

Answer: _____
16. Please indicate the extent to which the sales person appeared knowledgeable about any *manufacturer* rebate programs for energy efficient equipment. Record your answer on a scale of 1 to 4, with a “1” meaning “Not at all knowledgeable” and a “4” meaning “Very knowledgeable”.

Answer: _____
- Check here if a Manufacturer Rebate Program was not mentioned: _____

17. Please indicate the extent to which the sales person appeared knowledgeable about any *store* rebate programs for energy efficient equipment. Record your answer on a scale of 1 to 10, with a “1” meaning “Not at all knowledgeable” and a “4” meaning “Very knowledgeable”.

Answer: _____

Check here if a Store Rebate Program was not mentioned: _____

18. In discussing energy efficiency, which of the following did the sales person mention?

- _____ Annual operating costs
- _____ The point in time that the energy savings exceed the extra cost of the more energy efficient equipment (i.e., payback period)
- _____ Lifecycle costs (total operating costs over the life of the equipment)
- _____ Lifecycle savings (total energy cost savings, compared to less efficient units, over the life of the equipment)
- _____ Utility rebates
- _____ Manufacturer rebates
- _____ Store rebates
- _____ Lower utility bills
- _____ Reliability of the equipment
- _____ Anything else: _____

19. If you end up having to ask, record below the response of the sales person to the question: “Do you think it is worth it to buy a higher efficiency model?”

PLEASE ANSWER THE FOLLOWING QUESTIONS

INSTRUCTIONS: IF SHOPPING FOR FLOOR LAMPS (TORCHIERES), ANSWER THE FOLLOWING QUESTION: Approximately what percentage of the torchieres that were displayed in the store had the Energy Star label? [By “displayed”, we mean floor lamps that have been placed on the floor and are not in their packing boxes.] [COUNT THE NUMBER OF DIFFERENT FLOOR LAMP MODELS AND THEN COUNT THE NUMBER OF THESE THAT HAVE COMPACT FLUORESCENT BULBS IN THEM OR HAVE THE ENERGY STAR LABEL]

Total number of different models of floor lamps (torchieres) displayed: _____

Number of these floor lamps displayed that have a Compact Fluorescent Bulb or the Energy Star label: _____

INSTRUCTIONS: IF SHOPPING FOR HARD-WIRED FIXTURES, ANSWER THE FOLLOWING QUESTION: Approximately what percentage of the interior hard-wired fixtures (bathroom ceiling kind) that were displayed in the store had the Energy Star label? [By “displayed”, we mean hard-wired fixtures that have been placed on a display table or shelf, have been hung from the ceiling, or have been hung on a wall and are not in their packing boxes.] [COUNT THE NUMBER OF INTERIOR HARD-WIRED FIXTURES (BATHROOM CEILING KIND) AND THEN COUNT THE NUMBER OF THESE THAT USE ONLY COMPACT FLUORESCENT BULBS OR HAVE THE ENERGY STAR LABEL]

Total number of interior hard-wired fixtures displayed (These should be non-recessed, flush mounted, bathroom, ceiling fixtures): _____

Number of these hard-wired fixtures displayed that have a Compact Fluorescent Bulb or the Energy Star label: _____

INSTRUCTIONS: IF SHOPPING FOR LIGHT BULBS, ANSWER THE FOLLOWING TWO QUESTIONS:

ALL SCREW IN BULBS

Approximately how many feet of shelf space are devoted to screw-in bulbs? [COUNT THE NUMBER OF SHELVES WITH SCREW-IN BULBS, REGARDLESS OF HOW FULL THEY ARE, HOW DEEP THEY ARE OR HOW THEY ARE DISPLAYED. DETERMINE THE APPROXIMATE LENGTH OF EACH SHELF WITH SCREW-IN BULBS. THEN CALCULATE THE AVERAGE SHELF LENGTH.]

Number of shelves with screw-in bulbs : _____

Average length (in feet) of a shelf with screw-in bulbs: _____

To answer the above question, do the following. First, count the number of shelves in the store that contain screw-in light bulbs of *any* kind. Write in this number in the space provided. Next, determine, as best you can, the length in feet of each shelf. Finally, calculate the average length

in feet of a shelf that contains screw-in light bulbs of any kind and write this number in the space provided.

SCREW-IN COMPACT FLUORESCENT BULBS (CFBs)

Approximately how many feet of shelf space are devoted to screw-in compact fluorescent bulbs? [COUNT THE NUMBER OF SHELVES WITH CFBs, REGARDLESS OF HOW FULL THEY ARE, HOW DEEP THEY ARE OR HOW THEY ARE DISPLAYED. DETERMINE THE APPROXIMATE LENGTH OF EACH SHELF WITH CFBs. THEN CALCULATE THE AVERAGE SHELF LENGTH.]

Number of shelves with screw-in Compact Fluorescent Bulbs : _____

Average length (in feet) of a shelf with screw-in Compact Fluorescent Bulbs: _____

To answer the above question, do the following. First, count the number of shelves in the store that contain *only* screw-in compact fluorescent light bulbs. Write this number in the space provided. Next, determine, as best you can, the length in feet of each shelf. Finally, calculate the average length of a shelf that contains only screw-in compact fluorescent light bulbs and write this number in the space provided.

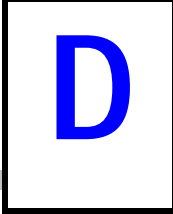
Glossary of Terms

Floor lamp or torchiere. A floor lamp that directs the light direct upward towards the ceiling. A floor lamp or torchiere can typically use one of three types of lamps: a standard incandescent lamp; a halogen lamp; or a compact fluorescent bulb.

Hard-wired fixture. A hard-wired lighting fixture is one that is directly connected to the wiring in the house. It does not plug into a wall outlet. It can typically use one of four types of lamps: a standard incandescent lamp; a halogen lamp; a fluorescent tube, usually two to eight feet long; or a compact fluorescent bulb.

Compact fluorescent bulb. A compact fluorescent bulb is similar in size to a standard incandescent bulb. It screws in *or* plugs in at only one end. Compact fluorescent bulbs look different than standard incandescent bulbs. They are often made out of thin tubes of glass bent into loops.

Screw-in compact fluorescent light bulb. A *screw-in* compact fluorescent bulb is a small screw-in fluorescent bulb that fits in a regular light bulb socket. Compact fluorescent bulbs look different than standard incandescent bulbs. They are often made out of thin tubes of glass bent into loops.



MYSTERY SHOPPER RESULTS

D.1 APPLIANCES

D.1.1 Overview

A total of 89 mystery shopper visits were completed to collect data on household appliances (i.e., refrigerators, dishwashers, clothes washers, room air conditioners and gas water heaters). The following kinds of information were collected during the visit:

- **Point-of-Purchase Materials** – What type of materials were visible during the visit? What entity was portrayed as the sponsor for these materials? Were the materials effective (easy to see, understand, etc.)?
- **Product Exposure and Share of Sales Floor** – How many units were shown (total v. energy efficient)? What percent of the total product had the Energy Star label?
- **Salesperson Knowledge** – How knowledgeable were salespeople about energy efficiency, the Energy Star Program, and various rebate programs?

The following is a summary of the mystery shopper results that pertain to lighting products.

D.1.2 Point-of-Purchase Materials

As the mystery shoppers entered the stores, they were instructed to observe the point-of-purchase (POP) advertising and note which types of appliances were advertised, the organizational sponsor (e.g., manufacturer, utility, retailer, etc.) and the type of materials used in the advertising (e.g., banner, flyer, poster, sticker, etc.). The shoppers also observed where the information was displayed, whether it was easy to see and read, and whether the display was attractive. Table D-1 presents a summary of the point-of-purchase observations.

**Table D-1
Point-of-Purchase Materials**

	RAC	CW	DW	WH	REF
POP Advertising					
observed	23%	75%	46%	37%	68%
by Service Area					
PG&E service area	0%	66%	35%	31%	54%
SCE/SC service area	32%	75%	64%	40%	74%
SDG&E service area	63%	92%	49%	60%	77%
by Business Type					
Chain	23%	74%	40%	37%	66%
Independent	21%	75%	81%	0%	72%
by Store Type					
Department Store	15%	44%	60%	5%	64%
Home improvement	40%	56%	11%	45%	0%
Appliances	22%	89%	60%	0%	77%
Type of POP Advertising					
Banners	0%	1%	2%	45%	0%
Flyers	26%	15%	8%	44%	19%
Posters	0%	36%	16%	12%	26%
Stickers	92%	85%	93%	46%	86%
Other	8%	9%	0%	3%	3%
POP Sponsors					
Utility	41%	63%	48%	14%	67%
ENERGY STAR [®]	17%	42%	20%	0%	41%
Manufacturer	42%	43%	49%	59%	32%
Other	0%	15%	9%	19%	1%
POP Effectiveness ¹					
Easy to see	51%	42%	38%	13%	35%
Easy to understand	44%	47%	40%	20%	38%
Nicely displayed	44%	36%	32%	3%	31%

¹ Results shown as percent strongly agreeing with statement (coded "4" on a four point scale, where "1" indicates strong disagreement and "4" indicates strong agreement).

D.1.3 Product Exposure, Price and Rebates

Mystery shoppers were instructed to look for two different appliances at each store they visited. When approached by a salesperson, the mystery shopper was to explain that he/she was shopping for these two appliances. Mystery shoppers were further instructed to look for three different models of each of the two appliance types. Inevitably, salespeople would ask mystery shoppers about the types of features they desired in each of the products. Depending on which two appliances the mystery shopper was looking for, he/she was directed to indicate interest in:

- A white, standard-sized dishwasher.
- A white 40-gallon gas water heater.
- A white, standard-sized (not greater than 3 cubic feet) clothes washer.
- A room air conditioner between 8,000-9,000 BTUs.
- A white, 22-cubic foot refrigerator with either top or side freezer and no ice through the door (ice maker inside freezer optional).

As the salesperson began showing the three selections per appliance, the mystery shopper was instructed to pay particular attention to whether the salesperson mentioned specific aspects of the product, such as “energy use,” “energy efficiency,” “rebates,” “lifecycle costs,” etc. and what, exactly, the salesperson chooses to say about such attributes. The mystery shopper was also noting whether the Energy Star label was on the appliance itself or its packaging.

If “energy use” or “energy efficiency” was not mentioned for any of the three appliance models, the mystery shopper was to ask “Do all three use the same amount of electricity?” or “Are all three equally energy efficient?” If the Energy Star label was on the label or packaging and the salesperson did not discuss it, the mystery shopper was instructed to ask “What does the Energy Star label mean?” In addition, if shopping for an appliance with an Energy Guide label on it, mystery shoppers were instructed to ask the salesperson “Can you explain the Energy Guide label to me?”

Finally, if after raising the energy efficiency issue, the salesperson offers to show more products, mystery shoppers were instructed to shop for a maximum of two additional appliance models. The maximum number of models shown to most mystery shoppers, therefore, was five (three initially shown plus two additional).

Table D-2 presents the results of this data collection process.

Table D-2
Product Exposure

	RAC	CW	DW	WH	REF
Units initially shown (average)	2.11	2.72	2.74	2.61	2.61
Energy efficient units (average)	0.39	0.72	0.44	0.51	0.77
Energy Star units (average)	0.08	0.60	0.35	0.35	0.49
Energy efficient units (average when prompted)	0.71	1.42	1.04	1.05	0.95
Percent shown additional units	0%	38%	24%	16%	29%
Energy efficient units (average of additional units shown)	na	1.50	1.42	1.67	0.95
Energy Star units (average of additional units shown)	na	1.18	0.19	0.00	0.51

Mystery shoppers were also instructed to collect data on appliance prices and rebates for each of the models they were shown by the salesperson (up to five). The following is a summary of the data collected by appliance type:

Table D-3
Appliance Price

	No Obs	N	Min	Max	Mean
Air Conditioner	39	38	\$ 149	\$ 650	\$ 381
Clothes Washer	109	105	\$ 140	\$ 1,649	\$ 559
Dishwasher	125	123	\$ 209	\$ 1,500	\$ 434
Gas Water Heater	89	87	\$ 140	\$ 529	\$ 215
Refrigerator	107	97	\$ 332	\$ 1,500	\$ 787

**Table D-4
Appliance Rebate (#1)**

	N	Min	Max	Mean
Air Conditioner	0	.	.	.
Clothes Washer	49	\$ 20	\$ 200	\$ 66
Dishwasher	45	\$ 20	\$ 200	\$ 50
Gas Water Heater	0	.	.	.
Refrigerator	27	\$ 20	\$ 250	\$ 81

**Table D-5
Appliance Rebate Provider and Type (#1)**

	Manufacturer			Utility			Retailer		
	All	Mail-in	Instant	All	Mail-in	Instant	All	Mail-in	Instant
Clothes Washer	48%	93%	7%	34%	89%	11%	18%	80%	20%
Dishwasher	17%	100%	0%	81%	97%	3%	2%	100%	0%
Refrigerator	28%	100%	0%	56%	89%	11%	16%	60%	40%

**Table D-6
Appliance Rebate (#2)**

	N	Min	Max	Mean
Air Conditioner	0	.	.	.
Clothes Washer	12	\$ 30	\$ 125	\$ 62
Dishwasher	6	\$ 30	\$ 100	\$ 52
Gas Water Heater	0	.	.	.
Refrigerator	6	\$ 50	\$ 100	\$ 79

**Table D-7
Appliance Rebate Provider and Type (#2)**

	Manufacturer			Utility			Retailer			Energy Star			Local Water Co.		
	All	Mail-in	Instant	All	Mail-in	Instant	All	Mail-in	Instant	All	Mail-in	Instant	All	Mail-in	Instant
Clothes Washer	42%	60%	40%	33%	100%	0%				8%	100%	0%	17%	100%	0%
Dishwasher	33%	100%	0%	17%	100%	0%	33%	50%	50%				17%	100%	0%
Refrigerator	43%	67%	33%	29%	100%	0%	29%	0%	100%						

D.1.4 Salesperson Knowledge

Mystery shoppers were instructed to evaluate the extent to which salespeople were knowledgeable about energy efficiency, the Energy Star Program, and various rebate programs. Table D-8 presents the results of this assessment.

Table D-8
Salesperson Knowledge ¹

	RAC	CW	DW	WH	REF
Knowledge of Energy Efficiency ¹	9%	31%	15%	10%	19%
Energy Efficiency Mentioned in Sales Pitch ²	18%	18%	7%	9%	15%
Knowledge of Energy Star Program ¹	6%	26%	9%	0%	18%
Knowledge of Utility Rebate Program ¹	6%	41%	18%	8%	31%
Knowledge of Manufacturer Rebate Program ³	35%	56%	39%	32%	63%
Knowledge of Retailer Rebate Program ³	77%	14%	18%	31%	22%
Salesperson Mentioned in Discussion of Energy Efficiency: ⁴					
Annual operating costs	32%	50%	31%	33%	54%
Payback period	8%	16%	5%	5%	14%
Lifecycle costs	6%	23%	7%	8%	18%
Lifecycle savings	6%	27%	12%	13%	20%
Utility rebates	8%	50%	25%	16%	39%
Lower utility bills	41%	56%	44%	32%	52%
Equipment reliability	39%	51%	28%	56%	27%

¹ Results shown as percent reporting salesperson as “very knowledgeable” (coded “4” on a four point scale, where “1” indicates “not at all knowledgeable” and “4” indicates “very knowledgeable”).

² Results shown as percent reporting salesperson mentioned energy efficiency in his/her sales pitch “a great deal” (coded “4” on a four point scale, where “1” indicates “not at all” and “4” indicates “a great deal”).

³ Percent calculated only if manufacturer/retailer rebate programs were mentioned by salesperson.

⁴ Results shown as percent of all mystery shops.

Finally, about two thirds of the salespeople were asked the direct question “Do you think it is worth it to buy energy efficient appliances?” About 5% of the salespeople reported that they “did not know” or did not have an opinion as to whether it would be worth it to buy energy efficient

appliances. Just over half (54%) offered a positive response, as in “Yes it would be worth it to purchase energy efficient lighting because...” Some examples of positive responses include:

- “It does save a lot on your utility bills to purchase energy efficient models.”
- “[Energy efficient models] are usually constructed better, last longer and provide better room comfort.”
- “I realize that a \$1,000 is a lot to spend on a washer but over the life of the machine, you will have more than recouped your money. This [Neptune clothes washer] is the greatest machine around.”
- “It will more than pay for the difference in cost in a short time and then last longer besides.”
- “Of course [it is worth it]. Especially with all the rebates being offered. This one costs more but you get \$225 in rebates.”

However, about 42% offered responses that were either negative or inaccurate, such as:

- “All models have about the same energy efficiency.”
- “Dishwashers & refrigerators just don't cost that much to run - energy doesn't really matter so much.”
- “No, they all pretty much cost the same to operate. Not much difference.”
- “Only if you want a better warranty. They're all the same except for the warranty.”
- “They are all about the same in the long run because you can end up spending more for the energy efficient model.”

“They are all equally efficient concerning electricity use but the higher priced models save on water consumption.”

D.2 LIGHTING

D.2.1 Overview

A total of 95 mystery shopper visits were completed to collect data on lighting products (i.e., torchieres, hard-wired lighting fixtures, and screw-in light bulbs). The following kinds of information were collected during the visit:

- **Point-of-Purchase Materials** – What type of materials were visible during the visit? What entity was portrayed as the sponsor for these materials? Were the materials effective (easy to see, understand, etc.)?
- **Product Exposure and Share of Sales Floor** – How many units were shown (total v. energy efficient)? What percent of the total product had the Energy Star label?
- **Salesperson Knowledge** – How knowledgeable were salespeople about energy efficiency, the Energy Star Program, and various rebate programs?

The following is a summary of the mystery shopper results that pertain to lighting products.

D.2.2 Point-of-Purchase Materials

As the mystery shoppers entered the stores, they were instructed to observe the point-of-purchase (POP) advertising and note which types of lighting products were advertised, the organizational sponsor (e.g., manufacturer, utility, retailer, etc.) and the type of materials used in the advertising (e.g., banner, flyer, poster, sticker, etc.). The shoppers also observed where the information was displayed, whether it was easy to see and read, and whether the display was attractive. Table D-9 presents a summary of the point-of-purchase observations.

**Table D-9
Point-of-Purchase Materials**

	Hard-wired Fixtures	Torchieres	Screw-in Bulbs
POP Advertising			
observed	27%	36%	22%
by Service Area			
PG&E service area	15%	20%	4%
SCE/SC service area	41%	53%	44%
SDG&E service area	24%	43%	16%
by Business Type			
Chain	29%	39%	30%
Independent	20%	16%	0%
by Store Type			
Hardware/Lumber	9%	8%	10%
Discount retail	0%	0%	0%
Home improvement	57%	64%	51%
Lighting	0%	14%	21%
Type of POP Advertising			
Banners	22%	40%	38%
Flyers	38%	14%	48%
Posters	19%	45%	36%
Stickers	28%	29%	42%
POP Sponsors			
Utility	3%	5%	2%
ENERGY STAR®	15%	14%	21%
Manufacturer	10%	21%	21%
Other	8%	3%	2%
POP Effectiveness ¹			
Easy to see	33%	49%	33%
Easy to understand	26%	28%	33%
Nicely displayed	18%	31%	31%

¹ Results shown as percent strongly agreeing with statement (coded "4" on a four point scale, where "1" indicates strong disagreement and "4" indicates strong agreement).

D.2.3 Product Exposure and Share of Sales Floor/Shelf Space

Mystery shoppers were instructed to look for two different lighting products at each store they visited. When approached by a salesperson, the mystery shopper was to explain that he/she was shopping for these two lighting products. Mystery shoppers were further instructed to look for three varieties of each of the two lighting products. Inevitably, salespeople would ask mystery shoppers about the types of features they desired in each of the products. Depending on which two products the mystery shopper was looking for, he/she was directed to indicate interest in:

- A basic floor lamp (nothing too fancy) that would direct light upward toward the ceiling
- A basic (no fan) hard-wired ceiling fixture for the bathroom
- A 100 watt screw-in light for a table lamp (75 or 60 watts also acceptable)

As the salesperson began showing the three selections per product, the mystery shopper was instructed to pay particular attention to whether the salesperson mentioned specific aspects of the product, such as “energy use,” “energy efficiency,” “rebates,” “lifecycle costs,” etc. and what, exactly, the salesperson chooses to say about such attributes. The mystery shopper was also noting whether the Energy Star label was on the lighting product itself or its packaging.

If “energy use” or “energy efficiency” was not mentioned for any of the three product varieties, the mystery shopper was to ask “Do all three use the same amount of electricity?” or “Are all three equally energy efficient?” In addition, if the Energy Star label was on the label or packaging and the salesperson did not discuss it, the mystery shopper was instructed to ask “What does the Energy Star label mean?”

If, after raising the energy efficiency issue, the salesperson offers to show more products, mystery shoppers were instructed to shop for a maximum of two additional lighting products.

- On average, each mystery shopper was shown: 4 fixtures, 3 torchieres and 3 lamps. Note that an average of three is expected given the shopping protocol instructed mystery shoppers to ask to be shown three varieties of each product type.
- Of the initial products shown, on average 0.51 fixtures, 0.52 torchieres, and 0.59 CFLs were voluntarily described by the salesperson as energy efficient.
 - Mystery shoppers explicitly asked salespeople about the energy efficiency of the initial products shown (if none were voluntarily described as energy efficient). On average, 0.27 fixtures, 0.70 torchieres, and 0.51 CFLs were described by the salesperson as energy efficient when prompted by the mystery shopper.
- Of the three initial products shown, on average 0.40 fixtures, 0.56 torchieres, and 0.19 CFLs were observed to have the Energy Star label on the product itself or its packaging.
- After prompting about energy efficiency, 18% of the mystery shoppers were shown additional lighting products. On average, mystery shoppers were shown an additional

2.14 fixtures, 0.89 torchieres, and 1.87 CFLs that were described by the salesperson as energy efficient. The average mystery shopper also observed Energy Star labels on an additional 0.66 fixtures, 0.23 torchieres, and 1.38 CFLs. (Note that mystery shoppers were instructed to see an additional two lighting products, if none of the three they were initially shown were voluntarily described as energy efficient.)

Mystery shoppers were also instructed to estimate the extent of floor stock or shelf space dedicated to Energy Star lighting products. The results of this data collection effort are summarized below:

- On average, mystery shoppers counted approximately 12 torchieres displayed at each retail store. Only one of these twelve fixtures, however (average 0.83) was found to have the Energy Star label or a compact fluorescent light bulb installed, or 7% of all torchieres on display.
- Mystery shoppers observed about 21 hard-wired fixtures per store on average. Two of these fixtures (average 1.86) were found to display the Energy Star label or compact fluorescent light bulb installed, or 9% of all hard-wired fixtures on display.
- On average, each store was found to dedicate approximately 91 linear feet of shelf space to screw-in bulbs. The approximate shelf space dedicated to screw-in CFLs was observed to be just under five linear feet, or about 5% of all shelf space.

D.2.4 Salesperson Knowledge

Mystery shoppers were instructed to evaluate the extent to which salespeople were knowledgeable about energy efficiency, the Energy Star Program, and various rebate programs. Table D-10 presents the results of this assessment.

Table D-10
Salesperson Knowledge ¹

	Hard-wired Fixtures	Torchieres	Screw-in Bulbs
Knowledge of Energy Efficiency ¹	14%	17%	8%
Energy Efficiency Mentioned in Sales Pitch ²	12%	10%	10%
Knowledge of Energy Star Program ¹	5%	5%	4%
Knowledge of Utility Rebate Program ¹	5%	10%	2%
Knowledge of Manufacturer Rebate Program ³	0%	24%	32%
Knowledge of Retailer Rebate Program ³	0%	24%	32%
Salesperson Mentioned in Discussion of Energy Efficiency: ⁴			
Annual operating costs	17%	17%	18%
Payback period	4%	3%	5%
Lifecycle costs	3%	10%	10%
Lifecycle savings	2%	9%	9%
Utility rebates	1%	6%	0%
Lower utility bills	37%	39%	22%
Equipment reliability	15%	14%	13%

¹ Results shown as percent reporting salesperson as “very knowledgeable” (coded “4” on a four point scale, where “1” indicates “not at all knowledgeable” and “4” indicates “very knowledgeable”).

² Results shown as percent reporting salesperson mentioned energy efficiency in his/her sales pitch “a great deal” (coded “4” on a four point scale, where “1” indicates “not at all” and “4” indicates “a great deal”).

³ Percent calculated only if manufacturer/retailer rebate programs were mentioned by salesperson.

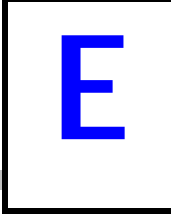
⁴ Results shown as percent of all mystery shops.

Finally, about two thirds of the salespeople were asked the direct question “Do you think it is worth it to buy energy efficient lighting?” About 10% of the salespeople offered responses that were somewhat indifferent, and another 10% reported that they “did not know” or did not have an opinion as to whether it would be worth it to buy energy efficient lighting. About half of the salespeople offered a positive response, as in “Yes it would be worth it to purchase energy efficient lighting because...” Some examples of positive responses include:

- “The salesperson said that energy efficient lighting costs about the same in the long run, after 5 years they're equal in price.”
- “The salesperson stated that you would save electricity cost on the energy star models but there were none available in the type of light I was looking for.”
- “The salesperson said that they are as bright as halogen, not as hot and it pays with the electricity savings.”
- “The salesperson said that he/she would buy florescent because is more energy efficient than incandescent.”

However, about 30% offered responses that were either negative or inaccurate, such as:

- “[the salesperson] indicated that the quality of light (visual aesthetics) from more energy efficient models was poor enough to rule out that type as a purchase option.”
- “[the salesperson] said only if I were buying lighting for an entire apartment building would I realize the savings.”
- “[the salesperson] told me ‘I wouldn't buy fluorescent, I would buy incandescent. I don't like fluorescent.’”
- “No, not really.” and “It doesn't really matter.”
- “They all use the same amount of energy.” and “They are all the same, it did not make a difference.”
- “When I asked this question the response was ‘What does energy efficient mean?’”



STORE MANAGER QUESTIONNAIRE

E.1 RETAILER SURVEY

NOTE

- (1) A code of system missing (.) means the question was not applicable.
- (2) Response categories with an asterisk are coded responses to open-end questions or codes added during coding.
- (3) -8 indicates respondent does not know and -9 indicates other missing data (e.g., refused).

RESPNUM Unique Identification Number (XENERGY): _____

A. SCREENER AND DECISION-MAKING

INSTRUCTIONS: IF A CALIFORNIA RETAILER, SAY:

Hello, my name is _____ from the Quantum Consulting. We're conducting study among RETAIL STORES regarding energy issues for several electric and gas utilities, as well as the California Public Utilities Commission.

INSTRUCTIONS: IF A NON-CALIFORNIA RETAILER, SAY:

Hello, my name is _____ from the Quantum Consulting. We're conducting study among RETAIL STORES regarding energy issues for several electric and gas utilities, as well as the California Public Utilities Commission.

May I please speak to the manager of this store?

If manager not available, schedule for callback.

A1. Does (do) your store(s) sells the following?

[FOR A1_1 TO A1_8]:

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

- A1_1 Refrigerators
- A1_2 Dishwashers
- A1_3 Clothes Washers
- A1_4 Room Air Conditioners
- A1_5 Hot Water Heaters
- A1_6 Hard Wired Lighting Fixtures (either indoor or outdoor)
- A1_7 Light Bulbs
- A1_8 Torchieres

A2 Are you part of a local, state or national chain?
[INTERVIEWER NOTE: “Local” chains are located primarily around a single metropolitan area, e.g., Bay Area or Los Angeles/Orange County. “State” chains cover Northern and Southern California. If they have branches outside the state, they are “National,” even if they do not have branches all over the United States.]

- 1 Yes, local chain
- 2 Yes, state chain
- 3 Yes, national chain
- 4 No
- 8 Don't know
- 9 Refused

A3 Which of the following categories best describes your store? [CHOOSE ONE]

- 1 Hardware store
- 2 Department store (e.g., Sears)
- 3 Discount retail store (Walmart, Target, Costco)
- 4 Home improvement store (e.g., Home Depot, HomeBase)
- 5 Appliance, electronics store (e.g., Circuit City, Fry's)
- 6 Grocery store
- 7 Drug store
- 8 ½ drug store, ½ grocery store
- 9 Lighting store
- 10 Other [SPECIFY]
- 8 Don't know
- 9 Refused

A4 How long have you worked for [RETAILER NAME]?

_____ Number of years employed by retailer

-8 Don't know

-9 Refused

A5 What is your title?

1 Store manager

2 Sales manager

3 Department manager

4 Owner or president

5 Salesperson

6 National store manager

7 Regional store manager

8 Cashier

9 Other [SPECIFY]

-8 Don't know

-9 Refused

INSTRUCTIONS:

IF A CALIFORNIA LIGHTING RETAIL STORE, CONTINUE; OTHERWISE GO TO B1

IF A CALIFORNIA APPLIANCE RETAIL STORE, CONTINUE; OTHERWISE GO TO C1

A6 Which California energy efficiency programs are you aware of that are focused on residential appliances and lighting?

FOR A6_1 TO A6_6

1=Mentioned

2=Not Mentioned

-8=Don't Know

-9=Refused

A6_1 PG&E-Sponsored Programs

A6_2 SCE-Sponsored Programs

- A6_3 SDG&E-Sponsored Programs
- A6_4 SoCal Gas--Sponsored Programs
- A6_5 California Residential Lighting and Appliance Program
- A6_6 Other [SPECIFY]
- 8 Don't know
- 9 Refused

A7 Have you been contacted by representatives of the California Residential Lighting and Appliance Program?

- 1 Yes [CONTINUE]
- 2 No [SKIP TO B1]
- 8 Don't know [SKIP TO B1]
- 9 Refused [SKIP TO B1]

A7a IF YES:
When were you contacted? _____

A8 How were you contacted? [CHECK ALL THAT APPLY]
FOR A8_1 TO A8_4

- 1=Mentioned
- 2=Not Mentioned
- 8=Don't Know
- 9=Refused

- A8_1 Telephone
- A8_2 Mail
- A8_3 In Person
- A8_4 E-Mail
- Other (Please Specify:_____)

A9 Can You Please describe this Program?

-8 Don't Know

A10 Has your store(s) decided to participate in the Program?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

INSTRUCTIONS:

IF A *LIGHTING* RETAIL STORE, GO TO B1

IF AN *APPLIANCE* RETAIL STORE, GO TO C1

B. LIGHTING TECHNOLOGIES

[IF (A1_6 = 1) or (A1_7 = 1) or (A1_8 = 1), (I.E., STORE SELLS HARD-WIRED LIGHTING FIXTURES, LIGHT BULBS OR TORCHIERES)]

B1 Are you familiar with the ordering, stocking, and sales of lighting products in this store and other issues such as the training of lighting sales personnel and the advertising and promotion of lighting products?

- 1 Respondent
- 2 Someone else in this store
[ASK FOR APPROPRIATE CONTACT (NAME AND PHONE)]
- 8 Don't know
- 9 Refused

Availability & Display

BA1 Approximately how many different models of [READ EACH LIGHTING EQUIPMENT SOLD FROM A1_6 TO A1_8] do you have on display?
 Approximately how many [READ FIRST PIECE OF LIGHTING EQUIPMENT SOLD FROM A1_6 TO A1_8] . . .

FOR BA1_1 TO BA1_3

- 7 Not Sold
- 8 Don't Know
- 9 Refused

BA1_1 _____
BA1_2 _____
BA1_3 _____

BA2 Are you aware of the ENERGY STAR Program?

- 1 Yes [CONTINUE]
- 2 No [SKIP TO BA4]
- 7 Not Sold [SKIP TO BA4]
- 8 Don't know [SKIP TO BA4]

BA3 On a 10-point scale, with a "1" meaning "Not at all effective" and a "10" meaning "Very effective", how effective do you think the ENERGY STAR Program has been in increasing the sales of energy efficient appliances?

- _____ Answer
- 8 Don't Know
- 9 Refused

BA4 Approximately, what percentage of the [READ EACH LIGHTING EQUIPMENT SOLD FROM A1_6 TO A1_8] on display are [READ EACH ENERGY EFFICIENT VERSION OF LIGHTING EQUIPMENT SOLD]?

FOR BA4_1 TO BA4_3

- 7 = Not Sold
- 8= Don't Know
- 9= Refused

BA4_1 Screw-in compact fluorescent light bulbs _____%

- BA4_2** Hard-wired compact fluorescent light fixtures _____%
- BA4_3** Compact fluorescent Torchieres _____%

BA5 Within the last 12 months, has your store(s) experienced shortages in *energy efficient* [READ FIRST ENERGY EFFICIENT LIGHTING PRODUCT SOLD]?
How about [READ NEXT ENERGY EFFICIENT LIGHTING PRODUCT SOLD]?

FOR BA5_1 to BA5_3

- 1 Yes
2 No
-7 Not Sold
-8 Don't know
-9 Refused

- BA5_1** Compact fluorescent light bulbs
BA5_2 Hard-wired compact fluorescent light fixtures
BA5_3 Compact fluorescent torchieres

Performance

BP1 What are your concerns, if any, about energy efficient lighting products?

For BP1_1 to BP1_4

- 6 They cost too much for customers to buy
7 They don't save enough energy to make it worthwhile
8 The types, sizes, and styles are limited
9 The brands are limited
10 Standard product works better/is higher quality
11 I am uncertain that savings will occur
12 The quality of the light is inferior
13 They won't work on a dimmer
99 Don't know

- BP1_1** First mention
BP1_2 Second mention
BP1_3 Third mention
BP1_4 Fourth mention

Quantity & Variety

BQ1 Compared to last year, what is the number of different models of *energy efficient* [READ ENERGY EFFICIENT LIGHTING EQUIPMENT SOLD] you have *on your*

display floor? Please provide your answer on a 5-point scale, with a “1” meaning “much less than last year” and a “5” meaning “much more than last year”. Let’s start with ...[READ FIRST ENERGY EFFICIENT LIGHTING PRODUCT SOLD]. How about . . . [READ NEXT ENERGY EFFICIENT LIGHTING PRODUCT SOLD]?

	1 Much less than last year	2 Some- what less than last year	3 Same as last year	4 Some- what more than last year	5 Much more than last year	-7 Didn't Sell Last Year	-8 Don't Know	-9
BQ1a. Hard-wired compact Fluorescent Fixtures								
BQ1b. Screw-in CFLs								
BQ1c. Compact Fluorescent Torchieres								

BQ2 Approximately, by what percent would you say your overall sales of *energy efficient* [READ ENERGY EFFICIENT LIGHTING PRODUCT SOLD], have changed over the past year? Let’s start with ... [READ FIRST ENERGY EFFICIENT LIGHTING PRODUCT SOLD]. How about . . . [READ NEXT ENERGY EFFICIENT LIGHTING PRODUCT SOLD]?

	Percent Change
BQ2a. Hard-Wired Compact Fluorescent Fixtures	
BQ2b. Screw-in CFLs	
BQ2c. Compact Fluorescent Torchieres	

Ordering

BO1 Once you have placed an order, what is the average lead time required to receive a standard efficiency [READ LIGHTING PRODUCTS SOLD FROM A1_6 TO A1_8] from the distributor/manufacturer? Let's start with ... [READ FIRST LIGHTING PRODUCT SOLD FROM A1_6 TO A1_8]. How about [READ NEXT LIGHTING PRODUCT SOLD FROM A1_6 TO A1_8] . . .

	1- 2 Days	1 Week	2 Weeks	3 Weeks	1 Month	More Than 1 Month	-7 Don't Sell	-8 Don't Know	-9
BO1a. Hard-Wired Fixtures									
BO1b. Incandescent Light Bulbs									
BO1c. Halogen/ Incandescent Torchieres									

BO2 Once you have placed an order, what is the average lead time required to receive an energy efficient [READ ENERGY EFFICIENT LIGHTING PRODUCTS SOLD] from the distributor/manufacturer? Let's start with ... [READ FIRST ENERGY EFFICIENT LIGHTING PRODUCT SOLD]. How about [READ NEXT ENERGY EFFICIENT LIGHTING PRODUCT SOLD] . . .

	1- 2 Days	1 Week	2 Weeks	3 Weeks	1 Month	More Than 1 Month	-7 Don' t Sell	-8 Don't Know	-9

BO2a. Hard-Wired Compact Fluorescent Fixtures									
BO2b. Screw-in CFLs									
BO2c. Compact Fluorescent Torchieres									

Training

I'd like to ask a few questions regarding the training of your sales staff.

BT1 Does your sales staff receive specialized product training?

- 1 Yes
- 2 No

BT2 Does your sales staff receive training on the benefits the customer receives from energy efficient lighting?

- 1 Yes [SKIP TO Q. BT4]
- 2 No [CONTINUE]

BT3 **WHAT ARE SOME OF THE REASONS THAT THEY DON'T RECEIVE TRAINING ON THE BENEFITS? [RECORD VERBATIM AND THEN SKIP TO Q. CG1]**

-
- 8 Don't know [SKIP TO Q. BG1]
 - 9 Refused [SKIP TO Q. BG1]

BT4 Who provides the training on energy efficient lighting products? [CHECK ALL THAT APPLY]

FOR BT4_1 TO BT4_7

- 1=Mentioned
- 2=Not Mentioned
- 8=Don't Know
- 9=Refused

- BT4_1 Department manager of supervisor
- BT4_2 Internal training staff
- BT4_3 Utility representative

- BT4_4 Energy Star representative
- BT4_5 California Residential Lighting and Appliance Program
- BT4_6 Manufacturer
- BT4_7 Other [SPECIFY]
- 8 Don't know
- 9 Refused

BT5 How often does this training provided by [READ FIRST SOURCE OF TRAINING] take place? How about [READ NEXT SOURCE OF TRAINING] . . .

FOR BT5_1 TO BT5_8

- 1 Monthly
- 2 Quarterly
- 3 Every 6 months
- 4 Once a year
- 5 As needed
- 6 When offered by a RL&A Program trainer
- 7 Just once (one-time training)
- 8 Not sure, it's a new training program

Source of Training	Answer	Don't Know -8	Refused -9
BT5_1. Department manager or supervisor			
BT5-2. Internal training staff			
BT5_3. Utility representative			
BT5_4. Energy Star representative			
BT5_5. CRL&A Program			
BT5_6. Other (Specify: _____)			

BT6 As a result of this training approximately how much more knowledgeable are the sales personnel in your store(s) about efficient lighting products? Please provide your answer on a ten-point scale, with a "1" meaning "No More Knowledgeable" and a "10" meaning "Much More Knowledgeable".

- _____ : Answer
- 8 = Don't Know
- 9 = Refused

BT7 As a result of this training, approximately how much more motivated are the sale personnel in your store(s) to sell energy efficient lighting products? Please provide your answer on a ten-point scale, with a “1” meaning “No More Motivated” and a “10” meaning “Much More Motivated”.

_____ Answer
 -8 = Don't know
 -9 = Refused

BT8 To what extent has the training increased sales of energy efficient lighting products in your store? Please provide your answer on a ten-point scale, with a “1” meaning “No Increase” and a “10” meaning “A Significant Increase.”

_____ Answer
 -8 = Don't know
 -9 = Refused

IF BT4_5 IS CHECKED (RECEIVE TRAINING FROM RL&A PROGRAM) ASK BT8; OTHERWISE GO TO BG1

BT9 In your opinion, what was the quality of the training you received from the California Residential Lighting and Appliance Program? Please provide your answer on a ten-point scale, with a “1” meaning “Very Poor” and a “10” meaning “Excellent”.

_____ : Answer
 -8 Don't Know
 -9 Refused

Sales Goals

BG1 Does *your store* have specific overall sales goals for *energy efficient* lighting products?

1 Yes

BG1a Can you please describe the goal? [RECORD VERBATIM]

2 No

-8 Don't know

-9 Refused

BG2 Does your sales staff have specific sales goals for *energy efficient* lighting products?
1 Yes

BG2a Can you please describe the goal? [RECORD VERBATIM]

- 2 No
- 8 Don't know
- 9 Refused

BG3 On a scale of 1 to 5, with a "1" meaning "never" and a "5" meaning "always", to what extent does your sales staff recommend energy efficient lighting products to customers?

- _____ Answer
- 8 Don't Know
- 9 Refused

BG4 What are some of the reasons why they don't routinely recommend efficient lighting products? [RECORD VERBATIM]

- 8 Don't know
- 9 Refused

Compensation

BC1 Aside from the normal profit margins, does your store receive any other extra compensation for the sale of *energy efficient* lighting products?

- 1 Yes

BC1a Can you please describe? [RECORD VERBATIM]

- 2 No
- 8 Don't know
- 9 Refused

BC2 Aside from the normal commissions, does your sales staff receive any other extra compensation for the sale of *energy efficient* lighting products?

- BC2a**
- 1 Yes
Can you please describe? [RECORD VERBATIM]
- 2 No
- 8 Don't know
- 9 Refused

Advertising and Promotion

Now I'd like to discuss the advertising and promotion for *energy efficient* lighting products.

BAP1 Does your store(s) do any media advertising of energy efficient lighting products?

- 1 = Yes [CONTINUE]
- 2 = No [SKIP TO BAP4]
- 8 = Don't Know [SKIP TO BAP4]
- 9 = Refused [SKIP TO BAP4]

BAP2 What types of media advertising are used for energy efficient lighting products?
[CHECK ALL THAT APPLY]

FOR BAP2_1-BAP2_7)

- 1=Mentioned
- 2=Not Mentioned
- 8=Don't Know
- 9=Refused

- BAP2_1 = Newspaper
- BAP2_2 = Radio
- BAP2_3 = TV
- BAP2_4 = Internet
- BAP2_5 = Press Releases
- BAP2_6 = Signs/Billboards
- Bap2_7 = Other (Please Specify: _____)

BAP3 To what extent do you think this media advertising has been effective in increasing the sales of energy efficient lighting products? Please provide your answer on a ten-point scale, with a "1" meaning "Not At All Effective" and a "10" meaning "Very Effective."

- _____ Answer
- 8 Don't know

-9 Refused

BAP4 Does your store(s) use any *in-store* advertising to promote sales of energy efficient lighting?

- 1 = Yes [CONTINUE]
- 2 = No [SKIP TO BAP8]
- 8 = Don't know [SKIP TO BAP8]
- 9 = Refused [SKIP TO BAP8]

BAP5 What types of in-store advertising/ promotions are used for energy efficient lighting products? [CHECK ALL THAT APPLY]

FOR BAP5_1 TO BAP_7

- 1=Mentioned
- 2=Not Mentioned
- 8=Don't Know
- 9=Refused

- BAP5_1** 1 Point of purchase rebate coupons
- BAP5_2** 2 Mail-in rebates
- BAP5_3** 3 CRL&A Program point-of-purchase signs/banners (large signs)
- BAP5_4** 4 CRL&A Program point-of-purchase signs (small signs)
- BAP5_5** 5 CRL&A Program point-of-purchase product literature
- BAP5_6** 6 Manufacturer's product literature
- BAP5_7** 7 ENERGY STAR label and literature
- BAP5_8** 10 Other [SPECIFY]

INSTRUCTIONS: IF MENTIONED ANY IN-STORE ADVERTISING/ PROMOTIONS CONTINUE; OTHERWISE SKIP TO Q. BAP8

BAP6 How often are [READ MEDIA MENTIONED IN BAP5] used? Let's start with [READ FIRST MEDIA MENTIONED] . . .

Media	Daily	Weekly	Monthly	Seasonally	Don't Know	Refused	Not Checked
Point of purchase rebate coupons							
Mail-in rebates							
CRL&A Program point-of-purchase signs/banners (large signs)							

CRL&A Program point-of-purchase signs (small signs)							
CRL&A Program point-of-purchase product literature							
Manufacturer's product literature							
Other (Please Specify							

BAP7 To what extent do you think the **in-store** advertising has been effective in increasing the sales of energy efficient lighting products? Please provide your answer on a ten-point scale, with a one meaning “No At All Effective’ and a 10 meaning “Very Effective.”

- _____ Answer
- 8 Don't know
- 9 Refused

BAP8 Are you aware of any manufacturer rebates or buy downs provided by California utilities for certain *energy efficient* lighting products?

- 1 Yes [CONTINUE]
- 2 No [SKIP TO BP1]
- 8 Don't know [SKIP TO BP1]
- 9 Refused [SKIP TO BP1]

BAP9 On a ten-point scale, with a “1” meaning “Not at all effective” and a “10” meaning “Very effective”, how effective have the lower prices due to these manufacturer rebates or buy downs been in increasing the demand for *energy efficient* lighting?

- _____ Answer
- 8 Don't know
- 9 Refused

Source

BS1 Approximately what percent of the [READ LIGHTING PRODUCTS SOLD FROM A1_6 TO A1_8] do you obtain directly from manufacturers, the manufacturer’s representative, independent distributors, or your own company’s distribution? Let’s start with ... [READ FIRST LIGHTING PRODUCT SOLD FROM A1_6 TO A1_8]. How about [READ NEXT LIGHTING PRODUCT SOLD FROM A1_6 TO A1_8] .
 ..

NOTE: Percents in each row should add to 100%

	Direct From Manufacturer	From Manufacturer Representative	Independent Distributor or	Your Own Company’s Distribution Center	-7 Don’t Sell	-8 Don’t Know	-9
BS1a. Hard-Wired Fixtures							
BS1b. Light Bulbs							
BS1c. Torchieres							

INSTRUCTIONS: [IF A2=1, 2 or 3 (I.E., LOCAL, STATE OR NATIONAL CHAIN) THEN CONTINUE; ELSE SKIP TO GEND]

Other Stores

INSTRUCTIONS: [IF A2=1, 2 or 3 (I.E., LOCAL, STATE OR NATIONAL CHAIN) THEN CONTINUE; ELSE SKIP TO GEND]

D1 In addition to this store, are there other stores that fall within your jurisdiction?

- 1 Yes [CONTINUE]
- 2 No [SKIP TO GEND]
- 8 Don’t know [SKIP TO GEND]

-9 Refused [SKIP TO GEND]

D2 Are these other stores at [READ LIST]

1 various sites in your **local area** [IF YES GO TO D2a; OTHERWISE GO TO 2]

D2a How many stores? _____

D2b Are you knowledgeable about lighting stocking and sales trends for these other stores?

- | | | |
|----|------------|----------------|
| 1 | Yes | [CONTINUE] |
| 2 | No | [SKIP TO GEND] |
| -8 | Don't know | [SKIP TO GEND] |
| -9 | Refused | [SKIP TO GEND] |

D2c Would your answers you've given in this interview been the same for these other stores?

- | | | |
|----|------------|----------------|
| 1 | Yes | [SKIP TO GEND] |
| 2 | No | [CONTINUE] |
| -8 | Don't know | [SKIP TO GEND] |
| -9 | Refused | [SKIP TO GEND] |

D2d What are some of the reasons that you answers would have been different?
[RECORD VERBATIM]

2 A number of stores at various sites in your **state** [IF YES GO TO D2E; OTHERWISE GO TO 3]

D2e How many stores? _____

D2f Are you knowledgeable about lighting stocking and sales trends for these other stores?

- | | | |
|----|------------|----------------|
| 1 | Yes | [CONTINUE] |
| 2 | No | [SKIP TO GEND] |
| -8 | Don't know | [SKIP TO GEND] |
| -9 | Refused | [SKIP TO GEND] |

D2g Would your answers you've given in this interview been the same for these other stores?

- | | | |
|----|------------|----------------|
| 1 | Yes | [SKIP TO GEND] |
| 2 | No | [CONTINUE] |
| -8 | Don't know | [SKIP TO GEND] |
| -9 | Refused | [SKIP TO GEND] |

D2h What are some of the reasons that your answers would have been different?
[RECORD VERBATIM]

3 A number of stores at various sites around the **country** [IF YES GO TO D2I;
OTHERWISE GO TO 4]

D2i How many stores? _____

D2j Are you knowledgeable about lighting stocking and sales trends for these other stores?

- | | | |
|----|------------|----------------|
| 1 | Yes | [CONTINUE] |
| 2 | No | [SKIP TO GEND] |
| -8 | Don't know | [SKIP TO GEND] |
| -9 | Refused | [SKIP TO GEND] |

D2k Would your answers you've given in this interview been the same for these other stores?

- | | | |
|----|------------|----------------|
| 1 | Yes | [SKIP TO GEND] |
| 2 | No | [CONTINUE] |
| -8 | Don't know | [SKIP TO GEND] |
| -9 | Refused | [SKIP TO GEND] |

D2l What are some of the reasons that your answers would have been different?
[RECORD VERBATIM]

4 Other [SPECIFY]

D2m How many stores? _____

D2n Are you knowledgeable about lighting stocking and sales trends for these other stores?

- | | | |
|----|------------|----------------|
| 1 | Yes | [CONTINUE] |
| 2 | No | [SKIP TO GEND] |
| -8 | Don't know | [SKIP TO GEND] |
| -9 | Refused | [SKIP TO GEND] |

D2o Would your answers you've given in this interview been the same for these other stores?

- | | | |
|----|------------|----------------|
| 1 | Yes | [SKIP TO GEND] |
| 2 | No | [CONTINUE] |
| -8 | Don't know | [SKIP TO GEND] |
| -9 | Refused | [SKIP TO GEND] |

D2p

What are some of the reasons that your answers would have been different?
[RECORD VERBATIM]

SKIP TO FTE

C. APPLIANCES

IF A1_1=1 OR A1_2 OR A1_3 OR A1_4=1 OR A1_5 =1 (STORE SELLS REFRIGERATORS, DISHWASHERS, CLOTHES WASHERS, GAS WATER HEATERS, OR ROOM AIR CONDITIONERS)

C1 Are you familiar with the ordering, stocking, and sales of appliances in this store and other issues such as the training of appliance sales personnel and the advertising and promotion of appliances?

- 1 Respondent
- 2 Someone else in this store
[ASK FOR APPROPRIATE CONTACT (NAME AND PHONE)]
- 8 Don't know
- 9 Refused

Availability and Display

CA1 Approximately how many different models of [READ EACH APPLIANCE SOLD FROM A1_1 TO A1_5] do you have on display? Approximately how many. (READ FIRST APPLIANCE SOLD FROM A1_1 TO A1_5] . . .

FOR CA1_1 to CA1_5

- 7 Not Sold
- 8 Don't know
- 9 Refused

CA1_1	Refrigerators	_____
CA1_2	Dishwashers	_____
CA1_3	Clothes Washers	_____
CA1_4	Gas Water Heater	_____
CA1_5	Room Air Conditioner	_____

CA2 Are you aware of the ENERGY STAR Program?

- 1 Yes [CONTINUE]
- 2 No [SKIP TO Q. CA4]
- 7 Not Sold [SKIP TO Q. CA4]
- 8 Don't know [SKIP TO Q. CA4]

CA3 On a ten-point scale, with a “1” meaning “Not at all effective” and a “10” meaning “Very effective”, how effective do you think the ENERGY STAR Program has been in increasing the sales of energy efficient appliances?

- _____ Answer
- 8 Don't Know
- 9 Refused

CA4 Energy efficient refrigerators, dishwashers, clothes washers, and room air conditioners may be identified by the ENERGY STAR label on the appliance. Energy efficient gas water heaters do not have the ENERGY STAR label but, rather, are identified as those that have an energy factor (EF) of 0.6 or above. Approximately, what percentage of the [READ EACH APPLIANCE SOLD FROM A1_1 TO A1_5] on display are energy efficient?

FOR CA4_1 to CA4_5

- 7 Not Sold
- 8 Don't know
- 9 Refused

CA4_1	Refrigerators	_____%
CA4_2	Dishwashers	_____%
CA4_3	Clothes Washers	_____%
CA4_4	Gas Water Heaters	_____%
CA4_5	Room Air Conditioners	_____%

CA5 Within the last 12 months, has your store(s) experienced shortages in *energy efficient* [READ FIRST ENERGY EFFICIENT APPLIANCES SOLD]? How about [READ NEXT ENERGY EFFICIENT APPLIANCES SOLD]?

[FOR CA5_1_to CA5_5]

- 1 Yes
- 2 No

-7 NOT SOLD

- 8 Don't know
- 9 Refused

CA5_1	Refrigerator
CA5_2	Dishwasher

- CA5_3 Clothes Washers
- CA5_4 Room Air Conditioners
- CA5_5 Gas Water Heaters

Performance

CP1 What are your concerns, if any, about energy efficient appliances?

For CP1_1 to CP1_4

- 1 They cost too much for customers to buy
- 2 They don't save enough energy to make it worthwhile
- 3 The types, sizes, and styles are limited
- 4 The brands are limited
- 5 Standard product works better/is higher quality
- 6 I am uncertain that savings will occur
- 99 Don't know

- CP1_1 First mention
- CP1_2 Second mention
- CP1_3 Third mention
- CP1_4 Fourth mention

Quantity & Variety

CQ1 Compared to last year, what is the number of different models of *energy efficient* [READ ENERGY EFFICIENT APPLIANCES SOLD] you have *on your display floor*? Please provide your answer on a five-point scale, with a 1 meaning "much less than last year" and a 5 meaning "much more than last year". Let's start with [READ FIRST ENERGY EFFICIENT APPLIANCE SOLD]. How about [READ NEXT ENERGY EFFICIENT APPLIANCE SOLD]?

	1 Much less than last year	2 Some-what less than last year	3 Same as last year	4 Some-what more than last year	5 Much more than last year	-7 Didn't Sell Last Year	-8 Don't Know	-9
CQ1A. Refrigerators								
CQ1B. Dishwasher								

CQ1C. Clotheswasher								
CQ1D. Gas water heater								
CQ1E. Room A/C								

CQ2 Approximately, by what percent would you say your overall sales of *energy efficient* [READ ENERGY EFFICIENT APPLIANCES SOLD]. Have changed over the past year? Let’s start with [READ FIRST ENERGY EFFICIENT APPLIANCE SOLD]. How about . . . [READ NEXT ENERGY EFFICIENT APPLIANCE SOLD]?

	Percent Change
CQ3A.Refrigerators	
CQ3B. Dishwasher	
CQ3C. Clotheswasher	
CQ3D. Gas water heater	
CQ3E. Room A/C	

Ordering

CO1 Once you have placed an order, what is the average lead time required to receive a *standard efficiency* [READ APPLIANCES SOLD FROM A1_1 TO A1_5] from the distributor/manufacturer? Lets start with [READ FIRST APPLIANCE SOLD FROM A1_1 TO A1_5]. How about . . . [READ NEXT APPLIANCE SOLD FROM A1_1 TO A1_5]?

	1-2 Days	1 Week	2 Weeks	3 Weeks	1 Month	More Than 1 Month	-8 Don't Know	-9
CO1A. Refrigerators								
CO1B. Dishwasher								
CO1C. Clotheswasher								
CO1D. Gas water heater								
CO1E. Room A/C								

CO2 Once you have placed an order, what is the average lead time required to receive an *energy efficient* [READ ENERGY EFFICIENT APPLIANCES SOLD] from the distributor/manufacturer? Lets start with [READ FIRST ENERGY EFFICIENT APPLIANCE SOLD]. How about . . . [READ NEXT ENERGY EFFICIENT APPLIANCE SOLD]?

	1- 2 Days	1 Week	2 Weeks	3 Weeks	1 Month	More Than 1 Month	-8 Don't Know	-9

CO2A. Refrigerators								
CO2B. Dishwasher								
CO2C. Clotheswasher								
CO2D. Gas water heater								
CO2E. Room A/C								

Training

I'd like to ask a few questions regarding the training of your sales staff.

CT1 Does your sales staff receive specialized product training?
 1 Yes
 2 No

CT2 Does your sales staff receive training on the benefits the customer receives from energy efficient appliances?
 1 Yes [SKIP TO Q. CT4]
 2 No [CONTINUE]

CT3 **WHAT ARE SOME OF THE REASONS WHY DON'T THEY RECEIVE TRAINING ON T BENEFITS? [RECORD VERBATIM AND THEN SKIP TO Q. CG1]**

-
- 8 Don't know [SKIP TO Q. CG1]
 - 9 Refused [SKIP TO Q. CG1]

]

CT4 Who provides the training on energy efficient appliances? [CHECK ALL THAT APPLY]

- FOR CT4_1 TO CT4_7
 1=Mentioned
 2=Not Mentioned
 -8=Don't Know
 -9=Refused

- CT4_1 Department manager of supervisor
- CT4_2 Internal training staff
- CT4_3 Utility representative
- CT4_4 Energy Star representative
- CT4_5 California Residential Lighting and Appliance Program
- CT4_6 Manufacturer
- CT4_7 Other [SPECIFY]
- 8 Don't know
- 9 Refused

CT5 How often does this training provided by [READ FIRST SOURCE OF TRAINING] take place? How about [READ NEXT SOURCE OF TRAINING] . . .

FOR CT5_1 TO CT5_6

- 1 Monthly
- 2 Quarterly
- 3 Every 6 months
- 4 Once a year
- 5 As needed
- 6 When offered by a RL&A Program trainer
- 7 Just once (one-time training)
- 8 Not sure, it's a new training program

Source of Training	Answer	Don't Know -8	Refused -9
CT5_1. Department manager or supervisor			
CT5-2. Internal training staff			
CT5_3. Utility representative			
CT5_4. Energy Star representative			
CT5_5. CRL&A Program			
CT5_6. Other (Specify: _____)			

CT6 As a result of this training, approximately how much more knowledgeable are the sales personnel in your store(s) about efficient appliances? Please provide your answer on a ten-point scale, with a "1" meaning "No More Knowledgeable" and a "10" meaning "Much More Knowledgeable".

_____ : Answer

-8 = Don't Know

-9 = Refused

CT7 As a result of this training, approximately how much more motivated are the sale personnel in your store(s) to sell efficient appliances? Please provide your answer on a ten-point scale, with a "1" meaning "No More Motivated" and a "10" meaning "Much More Motivated".

_____: Answer

-8 = Don't Know

-9 = Refused

CT8 To what extent has the training increased sales of energy efficient appliances in your store? Please provide your answer on a ten-point scale, with a "1" meaning "No Increase" and a "10" meaning "A Significant Increase."

_____: Answer

-8 = Don't Know

-9 = Refused

IF CT4_5 IS CHECKED ASK CT8. OTHERWISE SKIP TO CG1.

CT9 In your opinion, what was the quality of the training you received from the RL&A Program? Please provide your answer on a ten-point scale, with a "1" meaning "Very Poor" and a "10" meaning "Excellent".

_____: Answer

-8 Don't Know

-9 Refused

Sales Goals

CG1 Does *your store* have specific overall sales goals for *energy efficient* appliances?

1 Yes

CG1a Can you please describe the goal? [RECORD VERBATIM]

- 2 No
- 8 Don't know
- 9 Refused

CG2 Does your sales staff have specific sales goals for *energy efficient* appliances?

- 1 Yes

CG2a Can you please describe the goal? [RECORD VERBATIM]

- 2 No
- 8 Don't know
- 9 Refused

CG3 On a scale of 1 to 5, with a "1" meaning "never" and a "5" meaning "always", to what extent does your sales staff recommend energy efficient appliances to customers?

- _____ Answer
- 8 Don't Know
- 9 Refused

CG4 What are some of the reasons why they don't routinely recommend efficient appliances to customers? [RECORD VERBATIM]

- 8 Don't know
- 9 Refused

Compensation

CC1 Aside from the normal profit margins, does your store receive any other extra compensation for the sale of *energy efficient* appliances?

- 1 Yes

CC1a Can you please describe? [RECORD VERBATIM]

- 2 No
- 8 Don't know
- 9 Refused

CC2 Aside from the normal commissions, does your sales staff receive any other extra compensation for the sale of *energy efficient* appliances?

- CC2a**
- 1 Yes
Can you please describe? [RECORD VERBATIM]
- 2 No
- 8 Don't know
- 9 Refused

Advertising and Promotion

Now I'd like to discuss the advertising and promotion for *energy efficient* appliances.

CAP1 Does your store(s) do any media advertising for *energy efficient* appliances?

- 1 = Yes [CONTINUE]
- 2 = No [SKIP TO CAP4]
- 8 = Don't Know [SKIP TO CAP4]
- 9 = Refused [SKIP TO CAP4]

CAP2 What types of media advertising are used for *energy efficient* appliances? [CHECK ALL THAT APPLY]

FOR CAP2_1-CAP2_7)

- 1=Mentioned
- 2=Not Mentioned
- 8=Don't Know
- 9=Refused

- CAP2_1 = Newspaper
- CAP2_2 = Radio
- CAP2_3 = TV
- CAP2_4 = Internet
- CAP2_5 = Press Releases
- CAP2_6 = Signs/Billboards
- CAP2_7 = Other (Please Specify: _____)

CAP3 To what extent do you think this media advertising has been effective in increasing the sales of *energy efficient* appliances? Please provide your answer on a ten-point scale, with a "1" meaning "Not At All Effective" and a "10" meaning "Very Effective."

- _____ Answer
- 8 Don't know

-9 Refused

CAP4 Does your store(s) use any in-store advertising to promote sales of energy efficient appliances?

- 1 = Yes [CONTINUE]
- 2 = No [SKIP TO CAP8]
- 8 = Don't know [SKIP TO CAP8]
- 9 = Refused [SKIP TO CAP8]

CAP5 What types of in-store advertising/ promotions are used for energy efficient appliances? [CHECK ALL THAT APPLY]

FOR CAP5_1 TO CAP_7

- 1=Mentioned
- 2=Not Mentioned
- 8=Don't Know
- 9=Refused

- CAP5_1** 1 Point of purchase rebate coupons
- CAP5_2** 2 Mail-in rebates
- CAP5_3** 3 CRL&A Program point-of-purchase signs/banners (large signs)
- CAP5_4** 4 CRL&A Program point-of-purchase signs (small signs)
- CAP5_5** 5 CRL&A Program point-of-purchase product literature
- CAP5_6** 6 Manufacturer's product literature
- CAP5_7** 7 Energy Star label and literature
- CAP5_8** 10 Other [SPECIFY]

INSTRUCTIONS: IF MENTIONED ANY IN-STORE ADVERTISING/ PROMOTIONS CONTINUE; OTHERWISE SKIP TO Q. CAP8

CAP6 How often are [READ MEDIA MENTIONED IN CAP5] used? Let's start with [READ FIRST MEDIA MENTIONED] . . .

Media	Daily	Weekly	Monthly	Seasonally	Don't Know	Refused	Not Checked
Point of purchase rebate coupons							
Mail-in rebates							
CRL&A Program point-of-purchase signs/banners (large signs)							

CRL&A Program point-of-purchase signs (small signs)							
CRL&A Program point-of-purchase product literature							
Manufacturer's product literature							
Other (Please Specify)							

CAP7 To what extent do you think this **in-store** advertising has been effective in increasing the sales of energy efficient appliances? Please provide your answer on a ten-point scale, with a "1" meaning "No At All Effective" and a "10" meaning "Very Effective."

_____ Answer
 -8 Don't know
 -9 Refused

CAP8 Are you aware of any incentives provided by California utilities to retail stores for selling certain *energy efficient* appliances?

1 Yes [CONTINUE]
 2 No [SKIP TO BP1]
 -8 Don't know [SKIP TO BP1]
 -9 Refused [SKIP TO BP1]

CAP9 On a ten-point scale, with a "1" meaning "Not at all effective" and a "10" meaning "Very effective", how effective have these store incentives been in increasing the demand for *energy efficient* appliances?

_____ Answer
 -8 Don't know
 -9 Refused

Source

CS1 Approximately what percent of the [READ APPLIANCES SOLD FROM A1_1 TO A1_5] do you obtain directly from manufacturers, the manufacturer’s representative, independent distributors, or your own company’s distribution? Let’s start with ... [READ FIRST APPLIANCE SOLD FROM A1_1 TO A1_5]. How about [READ NEXT APPLIANCE SOLD FROM A1_1 TO A1_5] . . .

NOTE: Percents in each row should add to 100%

	Direct From Manufacturer	From Manufacturer Representative	Independent Distributor or	Your Own Company’s Distribution Center	-7 Don’t Sell	-8 Don’t Know	-9
CS1a. Refrigerators							
CS1b. Dishwasher							
CS1c. Clotheswasher							
CS1d. Gas water heater							
CS1e. Room A/C							

Other Stores

INSTRUCTIONS: [IF A2=1, 2 or 3 (I.E., LOCAL, STATE OR NATIONAL CHAIN) THEN CONTINUE; ELSE SKIP TO GEND]

E1 In addition to this store, are there other stores that fall within your jurisdiction?

- 1 Yes [CONTINUE]
- 2 No [SKIP TO GEND]
- 8 Don’t know [SKIP TO GEND]

-9 Refused [SKIP TO GEND]

E2 Are these other stores at [READ LIST]

1 various sites in your **local area** [IF YES GO TO E2a; OTHERWISE GO TO 2]

E2a How many stores? _____

E2b Are you knowledgeable about lighting stocking and sales trends for these other stores?

1 Yes [CONTINUE]

2 No [SKIP TO GEND]

-8 Don't know [SKIP TO GEND]

-9 Refused [SKIP TO GEND]

E2c Would your answers you've given in this interview been the same for these other stores?

1 Yes [SKIP TO GEND]

2 No [CONTINUE]

-8 Don't know [SKIP TO GEND]

-9 Refused [SKIP TO GEND]

E2d What are some of the reasons that you answers would have been different?
[RECORD VERBATIM]

2 A number of stores at various sites in your **state** [IF YES GO TO E2E; OTHERWISE GO TO 3]

E2e How many stores? _____

E2f Are you knowledgeable about lighting stocking and sales trends for these other stores?

1 Yes [CONTINUE]

2 No [SKIP TO GEND]

-8 Don't know [SKIP TO GEND]

-9 Refused [SKIP TO GEND]

E2g Would your answers you've given in this interview been the same for these other stores?

1 Yes [SKIP TO GEND]

2 No [CONTINUE]

-8 Don't know [SKIP TO GEND]

-9 Refused [SKIP TO GEND]

E2h What are some of the reasons that your answers would have been different?
[RECORD VERBATIM]

3 A number of stores at various sites around the **country** [IF YES GO TO E2I;
OTHERWISE GO TO 4]

E2i How many stores? _____

E2j Are you knowledgeable about lighting stocking and sales trends for these other stores?

- | | | |
|----|------------|----------------|
| 1 | Yes | [CONTINUE] |
| 2 | No | [SKIP TO GEND] |
| -8 | Don't know | [SKIP TO GEND] |
| -9 | Refused | [SKIP TO GEND] |

E2k Would your answers you've given in this interview been the same for these other stores?

- | | | |
|----|------------|----------------|
| 1 | Yes | [SKIP TO GEND] |
| 2 | No | [CONTINUE] |
| -8 | Don't know | [SKIP TO GEND] |
| -9 | Refused | [SKIP TO GEND] |

E2l What are some of the reasons that your answers would have been different?
[RECORD VERBATIM]

4 Other [SPECIFY]

E2m How many stores? _____

E2n Are you knowledgeable about lighting stocking and sales trends for these other stores?

- | | | |
|----|------------|----------------|
| 1 | Yes | [CONTINUE] |
| 2 | No | [SKIP TO GEND] |
| -8 | Don't know | [SKIP TO GEND] |
| -9 | Refused | [SKIP TO GEND] |

E2o Would your answers you've given in this interview been the same for these other stores?

- | | | |
|----|------------|----------------|
| 1 | Yes | [SKIP TO GEND] |
| 2 | No | [CONTINUE] |
| -8 | Don't know | [SKIP TO GEND] |
| -9 | Refused | [SKIP TO GEND] |

E2p What are some of the reasons that your answers would have been different?
[RECORD VERBATIM]

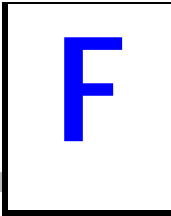
FTE Approximately, how many full-time-equivalent employees work in this store?

-8 Don't Know

-9 Refused

READ: THANK YOU FOR TAKING THE TIME TO PARTICIPATE IN THIS IMPORTANT SURVEY.

END



STORE MANAGER DATA

A1: Store Sells The Following Appliance

Response	All California	Out of State
Refrigerators	82%	93%
Dishwashers	95%	95%
Clothes washers	80%	90%
Room air conditioners	80%	93%
Hot water heaters	53%	66%
Hardwired lighting fixtures	39%	25%
Light bulbs	42%	47%
Torchieres	45%	36%
<i># Respondents</i>	57	64

A1: Store Sells The Following Lighting

Response	All California	Out of State
Refrigerators	22%	41%
Dishwashers	31%	45%
Clothes washers	24%	36%
Room air conditioners	57%	63%
Hot water heaters	87%	78%
Hardwired lighting fixtures	96%	95%
Light bulbs	99%	91%
Torchieres	93%	72%
<i># Respondents</i>	53	50

A2: Affiliation With Chain Appliance

Response	All California	Out of State
Yes, local chain	12%	2%
Yes, state chain	2%	0%
Yes, national chain	86%	93%
No	1%	5%
<i># Respondents</i>	57	64

A2: Affiliation With Chain Lighting

Response	All California	Out of State
Yes, local chain	11%	3%
Yes, national chain	82%	91%
No	8%	6%
<i># Respondents</i>	53	50

A3: Type Of Store Appliance

Response	All California	Out of State
Hardware store	0%	<1%
Department store	30%	51%
Discount retail store	0%	7%
Home improvement store	38%	14%
Appliance, electronics store	32%	21%
Grocery store	0%	<1%
77	0%	6%
<i># Respondents</i>	57	64

A3: Type Of Store Lighting

Response	All California	Out of State
Hardware store	37%	24%
Discount retail store	2%	0%
Home improvement store	59%	73%
Lighting store	2%	0%
77	0%	3%
<i># Respondents</i>	53	50

A4: Years Employed By Retailer Appliance

Response	All California	Out of State
1	14%	4%
2	26%	23%
3	12%	16%
4	8%	7%
5	3%	12%
6	7%	15%
7	5%	0%
8	0%	<1%
9	0%	<1%
10	9%	3%
12	3%	3%
13	0%	7%
14	2%	0%
16	1%	0%
17	0%	<1%
18	0%	<1%
19	3%	0%
20	2%	<1%
21	0%	<1%
23	0%	<1%
25	<1%	0%
30	0%	<1%
32	0%	3%
38	0%	<1%
40	0%	<1%
88	5%	0%
99	0%	5%
<i># Respondents</i>	<i>57</i>	<i>64</i>

A4: Years Employed By Retailer Lighting

Response	All California	Out of State
1	11%	6%
2	7%	12%
3	5%	7%
4	0%	13%
5	3%	14%
6	14%	7%
7	3%	8%
8	11%	0%
9	10%	3%
10	10%	7%
11	3%	2%
12	1%	5%
14	0%	2%
15	2%	0%
16	1%	0%
20	16%	2%
23	2%	4%
25	0%	4%
30	2%	3%
<i># Respondents</i>	53	50

A5: Your Title Appliance

Response	All California	Out of State
Store manager	39%	17%
Sales manager	14%	30%
Department manager	39%	33%
Owner or president	8%	17%
Other SPECIFY	0%	3%
<i># Respondents</i>	57	64

A5: Your Title Lighting

Response	All California	Out of State
Store manager	65%	35%
Sales manager	2%	16%
Department manager	22%	34%
Owner or president	10%	15%
<i># Respondents</i>	53	50

A7: Been Contacted By Rep Of CRLA Program Appliance

Response	All California
Yes	10%
No	86%
Don't know	3%
# Respondents	57

A6: Awareness Of Residential Programs Appliance

Response	All California
PG&E-sponsored programs	37%
SCE-sponsored programs	15%
SDG&E-sponsored programs	6%
SOCAL Gas--Sponsored Programs	2%
CA Residential Lighting and Appliance Program	4%
Other	25%
Refuse	3%
Don't know	25%
# Respondents	57

A6: Awareness Of Residential Programs Lighting

Response	
PG&E-sponsored programs	19%
SCE-sponsored programs	16%
SDG&E-sponsored programs	5%
SOCAL Gas--Sponsored Programs	3%
CA Residential Lighting and Appliance Program	7%
Other	20%
Refuse	2%
Don't know	30%
# Respondents	53

A7: Been Contacted By Rep Of CRLA Program Lighting

Response	All California
Yes	8%
No	90%
Don't know	2%
# Respondents	53

A8: How You Were Contacted Appliance

Response	All California
Telephone	33%
Mail	4%
In person	76%
<i># Respondents</i>	6

A8: How You Were Contacted Lighting

Response	All California
Mail	93%
In person	7%
<i># Respondents</i>	3

A10: Store Participated In CRLA Program Appliance

Response	All California
Yes	54%
No	46%
<i># Respondents</i>	6

A10: Store Participated In CRLA Program Lighting

Response	All California
Yes	63%
No	29%
Don't know	7%
<i># Respondents</i>	3

BA11: Hardwired Fixture Models On Display

Response	All California	Out of State
0	2%	0%
2	0%	3%
4	0%	3%
6	1%	3%
12	1%	0%
15	10%	5%
20	5%	0%
24	0%	2%
25	9%	2%
30	0%	2%
40	2%	0%
45	1%	0%
50	2%	2%
52	2%	0%
60	1%	0%
80	0%	2%
90	0%	2%
100	10%	4%
115	2%	0%
125	5%	3%
130	2%	0%
150	2%	2%
175	2%	0%
200	11%	13%
250	2%	2%
300	4%	5%
350	0%	5%
400	5%	8%
500	0%	5%
550	0%	3%
600	1%	2%
750	0%	2%
800	0%	5%
1000	8%	10%
2000	0%	2%
3000	0%	2%
99999	11%	0%
<i># Respondents</i>	49	48

BA12: Light Bulb Models On Display

Response	All California	Out of State
2	0%	2%
5	0%	2%
6	3%	0%
8	2%	0%
10	4%	0%
12	0%	6%
15	2%	0%
20	4%	0%
24	0%	2%
25	0%	6%
30	3%	0%
40	5%	8%
50	4%	5%
55	2%	0%
60	7%	2%
66	0%	2%
70	0%	2%
75	0%	2%
80	4%	4%
100	21%	14%
120	0%	5%
150	5%	2%
200	4%	5%
250	2%	2%
300	5%	2%
350	4%	0%
400	0%	2%
500	2%	2%
550	1%	0%
600	2%	2%
900	1%	0%
1000	0%	3%
1100	0%	2%
1500	0%	2%
2000	2%	2%
2500	0%	2%
3000	0%	2%
4000	0%	2%
8000	0%	2%
99999	12%	2%
<i># Respondents</i>	52	46

BA13: Torchiere Models On Display

Response	All California	Out of State
0	11%	0%
1	8%	2%
2	8%	25%
3	3%	7%
4	5%	3%
5	7%	7%
6	5%	5%
7	5%	0%
8	2%	0%
9	0%	3%
10	14%	10%
12	5%	6%
15	3%	4%
17	0%	2%
20	16%	7%
25	2%	7%
30	4%	2%
35	1%	3%
70	0%	2%
100	2%	0%
200	0%	3%
<i># Respondents</i>	46	38

BA2: Aware Of Energy Star Program

Response	All California	Out of State
Yes	48%	22%
No	50%	78%
Don't know	2%	0%
<i># Respondents</i>	53	50

BA3: Effectiveness Of Energy Star Program

Response	All California	Out of State
1 not at all effective	5%	0%
4	11%	10%
5	26%	14%
6	9%	24%
7	25%	24%
8	11%	21%
9	4%	0%
10 very effective	10%	7%
<i># Respondents</i>	28	13

BA41: Percent Of HW Fixtures Energy Efficient.

Response	All California	Out of State
0	14%	4%
1	7%	11%
2	5%	6%
3	3%	2%
5	5%	6%
7	0%	2%
8	1%	0%
10	22%	17%
13	0%	2%
15	15%	6%
20	9%	10%
25	0%	3%
30	6%	2%
50	0%	12%
75	1%	0%
80	0%	2%
85	0%	2%
90	0%	2%
100	0%	5%
88888	2%	0%
99999	11%	3%
<i># Respondents</i>	<i>49</i>	<i>48</i>

BA42: Percent Of Light Bulbs Energy Efficient.

Response	All California	Out of State
0	4%	6%
1	10%	4%
2	2%	4%
3	3%	6%
4	2%	0%
5	12%	14%
6	1%	2%
7	3%	0%
10	29%	21%
12	3%	0%
13	0%	2%
15	2%	11%
17	0%	2%
20	6%	6%
25	3%	0%
30	3%	2%
40	2%	2%
50	2%	8%
65	0%	2%
70	2%	6%
80	7%	0%
85	0%	2%
95	2%	0%
99999	2%	0%
<i># Respondents</i>	52	46

BA43: Percent Of Torchieres Energy Efficient.

Response	All California	Out of State
0	35%	51%
1	7%	2%
2	5%	4%
3	2%	0%
5	7%	4%
6	2%	0%
7	2%	0%
8	2%	0%
10	6%	6%
15	1%	2%
20	7%	2%
25	5%	5%
30	3%	0%
40	0%	2%
50	4%	10%
75	1%	0%
100	8%	10%
88888	5%	0%
<i># Respondents</i>	46	38

BA51: Shortages Of EE Hardwired Fixtures

Response	All California	Out of State
Yes	10%	6%
No	82%	94%
Refuse	2%	0%
Don't know	5%	0%
<i># Respondents</i>	45	46

BA52: Shortages Of CFLs

Response	All California	Out of State
Yes	9%	15%
No	89%	85%
Don't know	2%	0%
<i># Respondents</i>	50	44

BA53: Shortages Of EE Torchieres

Response	All California	Out of State
Yes	17%	11%
No	69%	89%
Refuse	7%	0%
Don't know	7%	0%
<i># Respondents</i>	<i>35</i>	<i>19</i>

BQ1A: Change In HW CFL Fixtures Displayed

Response	All California	Out of State
Much less than last year	3%	5%
Somewhat less than last year	1%	2%
Same as last year	41%	48%
Somewhat more than last year	42%	37%
Much more than last year?	7%	8%
Refuse	2%	0%
Don't know	4%	0%
<i># Respondents</i>	<i>45</i>	<i>46</i>

BQ1B: Change In Screw-In CFLs Displayed

Response	All California	Out of State
Somewhat less than last year	1%	3%
Same as last year	48%	45%
Somewhat more than last year	39%	38%
Much more than last year?	9%	13%
Don't know	3%	2%
<i># Respondents</i>	<i>50</i>	<i>44</i>

BQ1C: Change In CFL Torchieres Displayed

Response	All California	Out of State
Much less than last year	7%	4%
Somewhat less than last year	4%	0%
Same as last year	42%	29%
Somewhat more than last year	25%	38%
Much more than last year?	7%	19%
Didn't sell last year	8%	4%
Refuse	3%	0%
Don't know	5%	4%
<i># Respondents</i>	<i>35</i>	<i>19</i>

BQ2A: Change In Sales Of CFL HW Fixtures

Response	All California	Out of State
Much less than last year	0%	2%
Somewhat less than last year	6%	0%
Same as last year	22%	36%
Somewhat more than last year	41%	41%
Much more than last year?	9%	19%
Refuse	2%	2%
Don't know	19%	0%
<i># Respondents</i>	<i>45</i>	<i>46</i>

BQ2B: Change In Sales Of CFLs

Response	All California	Out of State
Much less than last year	1%	0%
Somewhat less than last year	14%	3%
Same as last year	14%	24%
Somewhat more than last year	44%	40%
Much more than last year?	13%	32%
Refuse	0%	2%
Don't know	14%	0%
<i># Respondents</i>	<i>50</i>	<i>44</i>

BQ2C: Change In Sales Of EE Torchieres

Response	All California	Out of State
Somewhat less than last year	7%	0%
Same as last year	41%	28%
Somewhat more than last year	29%	48%
Much more than last year?	10%	13%
Didn't sell last year	5%	11%
Refuse	3%	0%
Don't know	5%	0%
<i># Respondents</i>	35	19

Bo1a: Lead Time Ordering STD HW Fixtures

Response	All California	Out of State
1- 2 Days	26%	7%
1 week	34%	53%
2 weeks	31%	32%
3 weeks	0%	4%
More Than 1 Month	1%	0%
Refuse	2%	2%
Don't know	5%	2%
<i># Respondents</i>	49	48

Bo1B: Lead Time Ordering Light Bulbs

Response	All California	Out of State
1- 2 Days	37%	19%
1 week	40%	50%
2 weeks	17%	28%
3 weeks	1%	0%
Refuse	0%	2%
Don't know	6%	2%
<i># Respondents</i>	52	46

B01c: Lead Time Ordering STD Torchieres

Response	All California	Out of State
1- 2 Days	31%	8%
1 week	24%	45%
2 weeks	12%	30%
3 weeks	2%	5%
More Than 1 Month	1%	0%
Don't sell	20%	10%
Refuse	2%	2%
Don't know	8%	0%
<i># Respondents</i>	46	38

BO2A: Lead Time Ordering CFL HW Fixtures

Response	All California	Out of State
1- 2 Days	22%	14%
1 week	25%	44%
2 weeks	29%	29%
3 weeks	1%	9%
More Than 1 Month	2%	0%
Refuse	5%	2%
Don't know	14%	2%
<i># Respondents</i>	45	46

BO2B: Lead Time Ordering Screw-In CFLs

Response	All California	Out of State
1- 2 Days	33%	12%
1 week	30%	54%
2 weeks	25%	28%
3 weeks	0%	2%
Refuse	2%	2%
Don't know	10%	3%
<i># Respondents</i>	50	44

BO2C: Lead Time Ordering CFL Torchieres

Response	All California	Out of State
1 2 Days -	26%	4%
1 week	30%	52%
2 weeks	23%	30%
3 weeks	7%	4%
1 month	1%	0%
More Than 1 Month	0%	4%
Refuse	7%	0%
Don't know	6%	4%
<i># Respondents</i>	35	19

Bt1: Staff Receive Special Product Training

Response	All California	Out of State
Yes	64%	80%
No	36%	20%
<i># Respondents</i>	53	50

BT2: Training On Customer Benefit

Response	All California	Out of State
Yes	66%	77%
No	34%	23%
<i># Respondents</i>	53	50

BT51: Training Frequency By Dep. Manager

Response	All California	Out of State
Monthly	46%	69%
Quarterly	28%	11%
As needed	26%	19%
<i># Respondents</i>	10	16

BT52: Training Frequency By Internal Staff

Response	All California	Out of State
Monthly	34%	43%
Quarterly	21%	0%
As needed	45%	47%
Just once (one-time training)	0%	10%
<i># Respondents</i>	10	7

BT53: Training Frequency By Utility Rep

Response	All California
Once a year	100%
<i># Respondents</i>	1

BT56: Training Frequency By Manufacturer

Response	All California	Out of State
Monthly	16%	31%
Quarterly	28%	20%
Every 6 months	12%	24%
Once a year	32%	6%
As needed	12%	19%
<i># Respondents</i>	22	34

BT57: Training Frequency By Other

Response	All California	Out of State
Monthly	3%	0%
Quarterly	0%	57%
Every 6 months	44%	43%
Once a year	40%	0%
As needed	13%	0%
<i># Respondents</i>	5	2

Bt6: Are Sale People More Knowledgeable

Response	All California	Out of State
4	10%	3%
5	19%	16%
6	12%	14%
7	16%	9%
8	28%	40%
9	2%	9%
10 More knowledgeable	13%	9%
<i># Respondents</i>	34	40

Bt7: Are Sale People More Motivated

Response	All California	Out of State
1 No more motivated	10%	3%
3	3%	3%
4	11%	7%
5	7%	13%
6	22%	8%
7	17%	12%
8	17%	35%
9	3%	5%
10 More motivated	8%	16%
Don't know	2%	0%
<i># Respondents</i>	34	40

Bt8: Have EE Lighting Product Sales Increased

Response	All California	Out of State
1 No increase	10%	4%
3	3%	6%
4	16%	0%
5	13%	16%
6	6%	12%
7	23%	10%
8	8%	26%
9	1%	5%
10 Significant increase	4%	18%
Refuse	0%	2%
Don't know	15%	3%
<i># Respondents</i>	34	40

BG1: Store Sales Goals For EE Products

Response	All California	Out of State
Yes	17%	29%
No	79%	68%
Don't know	4%	2%
# Respondents	53	50

BG2: Staff Sales Goals For EE Products

Response	All California	Out of State
Yes	7%	14%
No	91%	86%
Don't know	2%	0%
# Respondents	53	50

Bg3: Staff Recommend EE Lighting Products

Response	All California	Out of State
1 never	6%	7%
2	1%	6%
3	5%	12%
4	11%	11%
5	17%	25%
6	18%	6%
7	15%	11%
8	9%	12%
9	9%	0%
10 always	4%	3%
Don't know	4%	7%
# Respondents	53	50

BC1: Store Extra Margin From EE Products

Response	All California	Out of State
Yes	3%	7%
No	68%	74%
Refuse	0%	7%
Don't know	29%	12%
# Respondents	53	50

BC2: Staff Extra Margin From EE Products

Response	All California	Out of State
No	88%	100%
Yes	12%	0%
# Respondents	110	114

BAP1: Use Media Ads For EE Lighting Products

Response	All California	Out of State
Yes	44%	51%
No	55%	48%
Refuse	1%	0%
Don't know	1%	2%
# Respondents	53	50

BAP2: Media Type For EE Lighting Product Ads Lighting

Response	All California	Out of State
Newspaper	61%	46%
Radio	5%	22%
Internet	0%	9%
Press releases	0%	9%
Signs/billboards	5%	8%
Other	44%	34%
# Respondents	23	27

BAP3: Media Ads Effective For EE Products

Response	All California	Out of State
3	5%	4%
4	5%	10%
5	38%	24%
6	17%	12%
7	14%	15%
8	10%	10%
9	5%	4%
10 very effective	6%	16%
Refuse	0%	4%
# Respondents	23	27

BAP4: In-Store Ads For EE Lighting Products

Response	All California	Out of State
Yes	50%	79%
No	50%	21%
# Respondents	53	50

BAP5: Point Of Purchase Rebate Coupons Lighting

Response	All California	Out of State
Point of purchase rebate coupons	12%	0%
Mail in rebates	6%	0%
CRLA Program POP banners/big signs	14%	11%
CRLA Program POP small signs	28%	0%
Manufacturer product literature	40%	29%
ENERGY STAR label and literature	15%	0%
Other	27%	68%
# Respondents	29	40

BAP61: Freq. Of In-Store Ads, POP Rebate Coupons

Response	All California
Daily	33%
Seasonally	67%
# Respondents	4

BAP62: Freq. Of In-Store Ads, Mail-In Rebates

Response	All California
Monthly	20%
Seasonally	80%
# Respondents	2

BAP63: Freq. Of In-Store Ads, Large Signs

Response	All California	Out of State
Daily	92%	63%
Weekly	0%	19%
Monthly	0%	19%
Seasonally	8%	0%
# Respondents	4	5

BAP64: Freq. Of In-Store Ads, CRLA Small Signs

Response	All California
Daily	100%
# Respondents	4

BAP66: Freq. Of In-Store Ads, Mfg. Literature

Response	All California	Out of State
Daily	51%	38%
Weekly	0%	31%
Monthly	31%	13%
Seasonally	17%	18%
# Respondents	12	10

BAP67: Freq. Of In-Store Ads, Other

Response	All California	Out of State
Daily	24%	52%
Weekly	15%	6%
Monthly	54%	15%
Seasonally	8%	27%
# Respondents	11	28

Bap7: Pop Effective Increase EE Product Sales

Response	All California	Out of State
1 not at all effective	3%	0%
2	0%	9%
3	0%	3%
4	4%	3%
5	11%	20%
6	14%	17%
7	39%	10%
8	25%	18%
9	0%	8%
10 very effective	4%	13%
# Respondents	29	40

BAP8: Aware Of Manufacturer Rebates

Response	All California	Out of State
Yes	36%	9%
No	64%	91%
<i># Respondents</i>	53	50

BAP9: Effectiveness Of Manufacturer Rebates

Response	All California	Out of State
1 not at all effective	0%	24%
4	30%	0%
6	6%	0%
7	21%	0%
8	8%	33%
9	7%	0%
10 very effective	22%	43%
Don't know	6%	0%
<i># Respondents</i>	20	4

BT4: Who Provides Training Lighting

Response	All California	Out of State
Department manager of supervisor	29%	36%
Internal training staff	20%	20%
Utility representative	1%	0%
Energy Star representative	0%	0%
California Residential Lighting and Appl	0%	0%
Manufacturer	50%	83%
Other	25%	5%
<i># Respondents</i>	34	40

Bs1a1: Percent HW Fixtures Direct From Mfg.

Response	All California	Out of State
0	28%	17%
1	0%	2%
3	0%	3%
5	4%	4%
10	11%	4%
15	0%	5%
20	2%	6%
25	1%	6%
30	2%	5%
35	1%	2%
40	2%	6%
50	7%	9%
60	1%	0%
65	0%	2%
80	2%	4%
90	3%	0%
100	19%	27%
888	2%	0%
999	15%	0%
<i># Respondents</i>	49	48

Bs1b1: Percent Light Bulbs Direct From Mfg.

Response	All California	Out of State
0	36%	21%
3	0%	3%
5	3%	0%
10	11%	2%
20	2%	0%
30	2%	2%
50	0%	3%
60	2%	0%
80	3%	4%
85	1%	0%
90	1%	3%
95	3%	2%
100	25%	58%
999	12%	0%
<i># Respondents</i>	52	46

Bs1c1: Percent Torchieres Direct From Mfg.

Response	All California	Out of State
0	38%	45%
5	7%	0%
10	2%	2%
20	2%	4%
25	2%	0%
30	2%	5%
35	1%	0%
50	2%	7%
70	1%	0%
75	2%	3%
80	2%	2%
99	2%	0%
100	21%	28%
777	2%	0%
888	2%	0%
999	11%	2%
<i># Respondents</i>	46	38

Bs1a2: Percent HW Fixtures From Mfg. Rep

Response	All California	Out of State
0	44%	61%
5	0%	3%
10	2%	2%
15	2%	2%
20	9%	3%
25	0%	2%
30	1%	0%
40	1%	2%
50	0%	6%
60	2%	0%
80	7%	0%
90	3%	0%
100	9%	13%
888	5%	2%
999	15%	2%
<i># Respondents</i>	49	48

Bs1b2: Percent Light Bulbs From Mfg. Rep

Response	All California	Out of State
0	55%	64%
5	0%	5%
10	11%	2%
20	1%	0%
25	0%	2%
50	9%	2%
75	1%	0%
80	2%	2%
90	3%	0%
100	7%	22%
888	3%	0%
999	10%	2%
<i># Respondents</i>	52	46

Bs1c2: Percent Torchieres From Mfg. Rep

Response	All California	Out of State
0	59%	70%
3	0%	2%
5	0%	4%
10	5%	3%
20	2%	0%
40	1%	0%
50	0%	2%
75	2%	3%
80	2%	0%
100	9%	10%
777	2%	0%
888	5%	3%
999	12%	2%
<i># Respondents</i>	46	38

Bs1a3: Percent HW Fixtures From Ind. Distr.

Response	All California	Out of State
0	49%	75%
10	14%	2%
15	2%	0%
20	9%	3%
25	3%	5%
30	0%	2%
40	1%	0%
50	4%	2%
80	2%	0%
95	0%	2%
99	2%	0%
100	2%	6%
888	5%	2%
999	6%	0%
<i># Respondents</i>	49	48

Bs1b3: Percent Light Bulbs From Ind. Distr.

Response	All California	Out of State
0	50%	75%
5	2%	0%
10	7%	3%
15	2%	0%
20	11%	0%
25	0%	2%
50	2%	2%
90	1%	0%
95	1%	2%
99	2%	0%
100	9%	11%
888	3%	2%
999	10%	2%
<i># Respondents</i>	52	46

Bs1c3: Percent Torchieres From Ind. Distr.

Response	All California	Out of State
0	68%	90%
5	4%	0%
10	2%	0%
20	2%	4%
30	1%	0%
50	0%	2%
80	2%	0%
99	2%	0%
100	0%	4%
777	2%	0%
888	5%	0%
999	10%	0%
<i># Respondents</i>	46	38

Bs1a4: Percent HW Fixtures From Own Distr.

Response	All California	Out of State
0	16%	17%
10	3%	0%
20	6%	2%
30	0%	5%
35	0%	4%
40	1%	2%
50	11%	18%
60	2%	5%
65	1%	0%
70	2%	4%
75	4%	5%
80	5%	13%
85	0%	2%
90	9%	5%
95	0%	4%
99	0%	2%
100	28%	14%
630	1%	0%
888	2%	0%
999	8%	0%
<i># Respondents</i>	49	48

Bs1b4: Percent Light Bulbs From Own Distr.

Response	All California	Out of State
0	13%	63%
4	0%	2%
5	4%	0%
10	4%	2%
15	1%	0%
20	6%	4%
25	3%	0%
30	8%	0%
35	0%	2%
40	1%	0%
50	0%	3%
60	2%	0%
70	2%	5%
75	4%	0%
80	4%	2%
90	4%	3%
100	29%	14%
888	4%	0%
999	10%	0%
<i># Respondents</i>	52	46

Bs1c4: Percent Torchieres From Own Distr.

Response	All California	Out of State
0	8%	23%
5	0%	2%
10	5%	0%
20	7%	2%
25	1%	3%
30	1%	0%
35	1%	3%
40	1%	0%
50	2%	7%
60	2%	3%
65	1%	0%
70	2%	3%
75	5%	0%
80	7%	8%
90	2%	4%
100	40%	40%
777	8%	0%
888	2%	0%
999	8%	0%
<i># Respondents</i>	46	38

CA2: Aware Of Energy Star Program

Response	All California	Out of State
Yes	74%	60%
No	26%	40%
<i># Respondents</i>	57	64

CA3: Effectiveness Of Energy Star Program

Response	All California	Out of State
1 not at all effective	2%	13%
2	0%	7%
3	0%	6%
4	9%	6%
5	14%	14%
6	10%	19%
7	16%	<1%
8	36%	23%
9	5%	11%
10 very effective	9%	<1%
Refuse	0%	1%
Don't know	0%	<1%
<i># Respondents</i>	43	34

CA41: Percent Of Refrigerators Energy Efficient.

Response	All California	Out of State
0	5%	5%
2	4%	0%
3	1%	0%
4	1%	0%
5	2%	0%
6	2%	0%
10	19%	12%
15	0%	4%
20	12%	8%
25	0%	4%
30	0%	4%
33	0%	3%
40	5%	4%
42	2%	0%
50	7%	8%
60	0%	5%
65	0%	<1%
70	1%	0%
75	2%	<1%
80	7%	4%
90	1%	4%
100	17%	27%
9998	2%	0%
9999	1%	0%
99999	9%	8%
<i># Respondents</i>	47	60

CA42: Percent Of Dishwashers Energy Efficient.

Response	All California	Out of State
0	3%	5%
1	2%	0%
2	2%	0%
5	2%	4%
8	2%	4%
10	14%	11%
15	0%	4%
16	1%	0%
20	1%	<1%
25	7%	8%
30	12%	<1%
48	2%	0%
50	6%	8%
60	4%	0%
65	2%	0%
66	2%	0%
75	0%	<1%
80	3%	12%
90	1%	4%
95	0%	7%
100	13%	26%
9999	2%	0%
99999	19%	7%
<i># Respondents</i>	<i>54</i>	<i>57</i>

CA43: Percent Of Clothes washers Energy Efficient.

Response	All California	Out of State
0	6%	5%
1	0%	4%
2	2%	0%
3	2%	4%
4	1%	0%
5	12%	<1%
6	2%	0%
7	0%	4%
8	0%	4%
10	17%	12%
12	6%	0%
15	1%	0%
20	4%	4%
25	3%	5%
30	2%	0%
33	2%	0%
40	0%	5%
50	1%	4%
75	4%	0%
80	5%	5%
90	3%	7%
95	0%	4%
100	7%	25%
9999	5%	0%
99999	17%	8%
<i># Respondents</i>	45	59

CA44: Percent Of Gas Water Heaters Energy Efficient

Response	All California	Out of State
0	18%	25%
10	5%	0%
20	0%	1%
25	0%	4%
30	0%	3%
50	8%	<1%
60	5%	<1%
80	3%	0%
90	2%	3%
95	0%	3%
100	17%	35%
9999	2%	0%
88888	0%	12%
99999	39%	12%
<i># Respondents</i>	45	59

CA45: Percent Of Room AC Energy Efficient

Response	All California	Out of State
0	12%	16%
2	0%	<1%
3	0%	<1%
5	0%	6%
10	8%	0%
25	0%	12%
33	0%	10%
50	16%	<1%
66	4%	0%
77	3%	0%
80	0%	6%
90	3%	0%
95	0%	5%
100	14%	40%
1000	2%	0%
88888	0%	5%
99999	38%	1%
<i># Respondents</i>	28	29

CA51: Shortages Of EE Refrigerators

Response	All California	Out of State
Yes	24%	10%
No	74%	86%
Don't know	3%	4%
<i># Respondents</i>	45	56

CA52: Shortages Of EE Dishwashers

Response	All California	Out of State
Yes	5%	9%
No	91%	87%
Don't know	4%	4%
<i># Respondents</i>	52	49

CA53: Shortages Of EE Clothes Washers

Response	All California	Out of State
Yes	10%	15%
No	79%	81%
Don't know	12%	4%
<i># Respondents</i>	41	55

CA54: Shortages Of EE Gas Water Heaters

Response	All California	Out of State
Yes	5%	1%
No	53%	63%
Refuse	2%	16%
Don't know	40%	20%
<i># Respondents</i>	37	43

CA55: Shortages Of EE Room AC

Response	All California	Out of State
Yes	0%	28%
No	63%	71%
Refuse	2%	0%
Don't know	36%	1%
<i># Respondents</i>	25	25

CQ1A: Change In EE Refrigerators Displayed

Response	All California	Out of State
Much less than last year	4%	<1%
Somewhat less than last year	14%	0%
Same as last year	33%	52%
Somewhat more than last year	22%	22%
Much more than last year?	9%	25%
Didn't sell last year	1%	0%
Refuse	3%	0%
Don't know	14%	1%
<i># Respondents</i>	45	56

CQ1B: Change In Dishwashers Displayed

Response	All California	Out of State
Much less than last year	4%	0%
Somewhat less than last year	7%	4%
Same as last year	56%	45%
Somewhat more than last year	12%	29%
Much more than last year?	3%	21%
Refuse	2%	0%
Don't know	16%	1%
<i># Respondents</i>	52	49

CQ1C: Change In Clothes Washers Displayed

Response	All California	Out of State
Much less than last year	2%	0%
Somewhat less than last year	6%	0%
Same as last year	34%	56%
Somewhat more than last year	22%	26%
Much more than last year?	5%	18%
Refuse	3%	0%
Don't know	27%	1%
<i># Respondents</i>	41	55

CQ1D: Change In Gas Water Heaters Displayed

Response	All California	Out of State
Much less than last year	0%	<1%
Same as last year	28%	44%
Somewhat more than last year	10%	6%
Much more than last year?	0%	16%
Didn't sell last year	13%	11%
Refuse	7%	12%
Don't know	43%	11%
<i># Respondents</i>	37	43

CQ1E: Change In Room AC Displayed

Response	All California	Out of State
Much less than last year	4%	0%
Somewhat less than last year	0%	<1%
Same as last year	34%	78%
Somewhat more than last year	9%	7%
Much more than last year?	4%	14%
Didn't sell last year	0%	1%
Refuse	4%	0%
Don't know	44%	<1%
<i># Respondents</i>	25	25

CQ2A: Change In Sales Of EE Refrigerators

Response	All California	Out of State
Much less than last year	6%	<1%
Somewhat less than last year	7%	5%
Same as last year	25%	23%
Somewhat more than last year	23%	46%
Much more than last year?	19%	17%
Didn't sell last year	1%	0%
Refuse	3%	0%
Don't know	16%	8%
<i># Respondents</i>	45	56

CQ2B: Change In Sales Of EE Dishwashers

Response	All California	Out of State
Much less than last year	4%	0%
Somewhat less than last year	3%	5%
Same as last year	37%	49%
Somewhat more than last year	27%	27%
Much more than last year?	9%	12%
Didn't sell last year	1%	0%
Refuse	2%	0%
Don't know	16%	8%
<i># Respondents</i>	<i>52</i>	<i>49</i>

CQ2C: Change In Sales Of EE Room AC

Response	All California	Out of State
Much less than last year	2%	0%
Somewhat less than last year	4%	9%
Same as last year	16%	27%
Somewhat more than last year	27%	46%
Much more than last year?	21%	14%
Refuse	3%	0%
Don't know	28%	5%
<i># Respondents</i>	<i>41</i>	<i>55</i>

CQ2D: Change In Sales Of EE Gas WH

Response	All California	Out of State
Same as last year	17%	33%
Somewhat more than last year	13%	18%
Much more than last year?	9%	6%
Didn't sell last year	16%	7%
Refuse	7%	16%
Don't know	38%	20%
<i># Respondents</i>	<i>37</i>	<i>43</i>

CQ2E: Compared To Last Year Are Your Overall Sales

Response	All California	Out of State
Much less than last year	9%	<1%
Somewhat less than last year	9%	8%
Same as last year	22%	38%
Somewhat more than last year	10%	27%
Much more than last year?	8%	14%
Didn't sell last year	0%	1%
Refuse	4%	0%
Don't know	37%	13%
<i># Respondents</i>	25	25

Co1a: Lead Time Ordering Std Refrigerators

Response	All California	Out of State
1- 2 days	32%	28%
1 week	34%	51%
2 weeks	14%	8%
3 weeks	3%	0%
1 month	2%	0%
More than one month	0%	<1%
Don't sell	1%	0%
Refuse	2%	4%
Don't know	11%	8%
<i># Respondents</i>	47	60

Co1b: Lead Time Ordering Std Dishwashers

Response	All California	Out of State
1- 2 days	25%	30%
1 week	37%	53%
2 weeks	18%	4%
3 weeks	4%	0%
1 month	3%	0%
More than one month	0%	<1%
Don't sell	1%	<1%
Refuse	2%	4%
Don't know	10%	8%
<i># Respondents</i>	54	57

Co1c: Lead Time Ordering Std Clothes Washers

Response	All California	Out of State
1- 2 days	33%	33%
1 week	33%	52%
2 weeks	10%	5%
3 weeks	3%	0%
1 month	2%	0%
More than one month	0%	<1%
Don't sell	1%	<1%
Refuse	3%	1%
Don't know	14%	8%
<i># Respondents</i>	<i>45</i>	<i>59</i>

Co1d: Lead Time Ordering Std Gas Water Heaters

Response	All California	Out of State
1- 2 days	22%	24%
1 week	22%	33%
2 weeks	2%	8%
3 weeks	6%	4%
1 month	3%	0%
More than one month	0%	1%
Don't sell	5%	17%
Refuse	0%	4%
Don't know	40%	9%
<i># Respondents</i>	<i>45</i>	<i>59</i>

Co1e: Lead Time Ordering Std Room AC

Response	All California	Out of State
1- 2 days	4%	11%
1 week	44%	67%
2 weeks	23%	17%
3 weeks	2%	0%
Don't sell	5%	0%
Refuse	0%	5%
Don't know	22%	0%
<i># Respondents</i>	<i>28</i>	<i>29</i>

Co2a: Lead Time Ordering EE Refrigerators

Response	All California	Out of State
1- 2 days	30%	30%
1 week	37%	49%
2 weeks	15%	13%
3 weeks	5%	0%
Don't sell	1%	0%
Refuse	3%	4%
Don't know	9%	4%
<i># Respondents</i>	45	56

Co2b: Lead Time Ordering EE Dishwashers

Response	All California	Out of State
1- 2 days	27%	25%
1 week	40%	62%
2 weeks	16%	5%
3 weeks	4%	0%
1 month	3%	0%
Don't sell	1%	0%
Refuse	2%	4%
Don't know	8%	4%
<i># Respondents</i>	52	49

Co2c: Lead Time Ordering EE Clotheswashers

Response	All California	Out of State
1- 2 days	32%	31%
1 week	35%	54%
2 weeks	12%	9%
3 weeks	3%	0%
Refuse	3%	1%
Don't know	15%	4%
<i># Respondents</i>	41	55

CO2D: Lead Time Ordering EE Gas Water Heaters

Response	All California	Out of State
1- 2 days	10%	7%
1 week	27%	48%
2 weeks	7%	5%
3 weeks	4%	0%
More than one month	3%	1%
Don't sell	12%	28%
Refuse	4%	6%
Don't know	34%	6%
<i># Respondents</i>	37	43

Co2e: Lead Time Ordering EE Room AC

Response	All California	Out of State
1- 2 days	16%	7%
1 week	20%	73%
2 weeks	7%	<1%
3 weeks	10%	14%
1 month	6%	0%
More than one month	0%	<1%
Don't sell	0%	1%
Refuse	0%	6%
Don't know	41%	0%
<i># Respondents</i>	25	25

Ct1: Staff Receive Special Product Training

Response	All California	Out of State
Yes	93%	86%
No	7%	14%
<i># Respondents</i>	57	64

CT2: Training On Customer Benefit

Response	All California	Out of State
Yes	82%	83%
No	18%	17%
<i># Respondents</i>	57	64

CT51: Training Frequency By Dep. Manager

Response	All California	Out of State
Monthly	35%	73%
Quarterly	0%	11%
Every 6 months	0%	14%
Once a year	15%	<1%
As needed	50%	2%
<i># Respondents</i>	7	14

CT52: Training Frequency By Internal Staff

Response	All California	Out of State
Monthly	51%	38%
Quarterly	15%	20%
Every 6 months	13%	0%
Once a year	0%	22%
As needed	17%	9%
Just once (one-time training)	5%	0%
Don't know	0%	11%
<i># Respondents</i>	20	12

CT53: Training Frequency By Utility Rep

Response	All California	Out of State
Quarterly	100%	0%
As needed	0%	100%
<i># Respondents</i>	3	2

CT54: Training Frequency By Energy Star Rep

Response	All California	Out of State
Quarterly	0%	100%
Every 6 months	100%	0%
<i># Respondents</i>	1	1

CT56: Training Frequency By Manufacturer

Response	All California	Out of State
Monthly	23%	25%
Quarterly	33%	37%
Every 6 months	14%	27%
Once a year	14%	11%
As needed	16%	<1%
<i># Respondents</i>	34	25

Ct57: Training Frequency by Other

Response	All California	Out of State
Monthly	24%	59%
Quarterly	19%	20%
Every 6 months	0%	1%
As needed	57%	0%
Don't know	0%	20%
<i># Respondents</i>	4	8

Ct6: Are Sale People More Knowledgeable

Response	All California	Out of State
1 No more knowledgeable	0%	<1%
2	0%	4%
3	0%	5%
4	8%	<1%
5	5%	1%
6	9%	9%
7	23%	13%
8	29%	32%
9	16%	8%
10 More knowledgeable	10%	22%
Don't know	0%	4%
<i># Respondents</i>	48	47

Ct7: Are Sale People More Motivated

Response	All California	Out of State
1 No more motivated	1%	1%
2	1%	5%
3	0%	<1%
4	0%	8%
5	7%	9%
6	14%	5%
7	23%	17%
8	27%	20%
9	10%	5%
10 More motivated	14%	25%
Don't know	2%	5%
<i># Respondents</i>	48	47

Ct8: Have EE Lighting Product Sales Increased

Response	All California	Out of State
1 No increase	3%	1%
2	2%	0%
3	9%	5%
4	2%	4%
5	14%	23%
6	3%	9%
7	22%	16%
8	25%	17%
9	7%	0%
10 Significant increase	12%	16%
Don't know	1%	9%
<i># Respondents</i>	48	47

Cg1: Store Sales Goals for EE Products

Response	All California	Out of State
Yes	19%	10%
No	81%	90%
Refuse	0%	<1%
<i># Respondents</i>	57	64

CG2: Staff Sales Goals For EE Products

Response	All California	Out of State
Yes	13%	7%
No	87%	93%
<i># Respondents</i>	57	64

Cg3: Staff Recommend EE Appliances

Response	All California	Out of State
1 never	8%	6%
2	0%	4%
3	0%	<1%
4	5%	8%
5	10%	16%
6	5%	4%
7	8%	21%
8	20%	14%
9	10%	7%
10 always	32%	19%
Don't know	2%	<1%
<i># Respondents</i>	57	64

CC1: Store Extra Margin From EE Products

Response	All California	Out of State
Yes	3%	3%
No	94%	96%
Don't know	3%	1%
<i># Respondents</i>	<i>57</i>	<i>64</i>

CAP1: Use Media Ads For EE Appliances

Response	All California	Out of State
Yes	37%	48%
No	55%	48%
Refuse	2%	0%
Don't know	6%	4%
<i># Respondents</i>	<i>57</i>	<i>64</i>

CAP2: Media Type For EE Appliances Ads Appliance

Response	All California	Out of State
Newspaper	83%	85%
Radio	37%	39%
Internet	0%	16%
Press releases	0%	8%
Signs/billboards	0%	8%
Other	22%	8%
<i># Respondents</i>	<i>22</i>	<i>23</i>

CAP3: Media Ads Effective For EE Products

Response	All California	Out of State
1 not at all effective	2%	1%
2	0%	1%
3	1%	16%
4	17%	<1%
5	18%	37%
6	23%	0%
7	9%	23%
8	7%	<1%
9	0%	7%
10 very effective	22%	9%
Don't know	0%	7%
# Respondents	22	23

CAP4: In-Store Ads For EE Appliances

Response	All California	Out of State
Yes	71%	60%
No	27%	40%
Refuse	2%	0%
# Respondents	57	64

CAP5: In-Store Ad Types For EE Appliances Appliance

Response	All California	Out of State
Point of purchase rebate coupons	26%	13%
Mail in rebates	29%	7%
CRLA Program POP banners/big signs	10%	19%
CRLA Program POP small signs	0%	17%
CRLA POP literature	0%	<1%
Manufacturer product literature	37%	18%
ENERGY STAR label and literature	38%	26%
Other	30%	37%
# Respondents	41	38

CAP61: Frequency Of In-Store Ads, POP Rebate Coupons

Response	All California	Out of State
Daily	44%	49%
Weekly	9%	51%
Monthly	24%	0%
Seasonally	11%	0%
Don't know	11%	0%
# Respondents	9	4

CAP62: Frequency Of In-Store Ads, Mail-In Rebates

Response	All California	Out of State
Daily	62%	0%
Weekly	0%	91%
Monthly	18%	9%
Seasonally	11%	0%
Don't know	10%	0%
# Respondents	11	2

CAP63: Frequency Of In-Store Ads, Large Signs

Response	All California	Out of State
Daily	76%	96%
Weekly	0%	1%
Seasonally	24%	3%
# Respondents	4	8

CAP64: Frequency Of In-Store Ads, CRLA Small Signs

Response	Out of State
Daily	100%
# Respondents	5

CAP65: Frequency Of In-Store Ads, CRLA Literature

Response	Out of State
Daily	100%
# Respondents	1

CAP66: Frequency Of In-Store Ads, Mfg. Literature

Response	All California	Out of State
Daily	77%	100%
Weekly	6%	0%
Monthly	6%	0%
Seasonally	10%	0%
# Respondents	16	7

CAP67: Frequency Of In-Store Ads, Other

Response	All California	Out of State
Daily	70%	56%
Weekly	16%	15%
Monthly	0%	15%
Seasonally	9%	15%
Don't know	4%	0%
# Respondents	14	13

Cap7: Pop Effective Increase EE Appliance Sale

Response	All California	Out of State
1 not at all effective	0%	6%
2	0%	7%
3	6%	6%
4	2%	7%
5	19%	19%
6	5%	18%
7	18%	11%
8	23%	13%
9	10%	<1%
10 very effective	17%	13%
Don't know	0%	<1%
<i># Respondents</i>	41	38

CAP8: Aware Of Manufacturer Rebates

Response	All California	Out of State
Yes	24%	0%
No	72%	0%
Refuse	2%	100%
Don't know	2%	0%
<i># Respondents</i>	57	1

CAP9: Effectiveness Of Manufacturer Rebates

Response	All California
1 not at all effective	2%
4	4%
5	16%
6	8%
8	60%
9	4%
10 very effective	7%
<i># Respondents</i>	12

CT4: Who Provides Training Appliance

Response	All California	Out of State
Department manager of supervisor	16%	34%
Internal training staff	45%	41%
Utility representative	7%	<1%
Energy Star representative	1%	<1%
Manufacturer	69%	48%
Other	9%	22%
# Respondents	48	47

Cs1a1: Percent Refrigerators Direct From Mfg

Response	All California	Out of State
0	35%	62%
1	5%	4%
2	0%	3%
10	0%	4%
15	<1%	4%
20	2%	0%
70	1%	0%
75	0%	<1%
80	0%	<1%
85	2%	0%
90	0%	<1%
100	49%	21%
777	1%	0%
999	5%	0%
# Respondents	47	60

Cs1b1: Percent Dishwashers Direct From Mfg

Response	All California	Out of State
0	35%	64%
1	2%	4%
10	2%	4%
12	0%	4%
15	<1%	0%
30	1%	0%
75	0%	<1%
85	2%	0%
90	0%	<1%
95	1%	0%
100	54%	23%
999	4%	0%
# Respondents	54	57

Cs1c1: Percent Clothes Washers Direct From Mfg

Response	All California	Out of State
0	38%	69%
1	2%	4%
2	0%	4%
10	0%	<1%
12	0%	4%
15	1%	0%
50	1%	0%
75	0%	<1%
80	0%	<1%
90	0%	<1%
95	3%	0%
100	44%	18%
777	1%	0%
999	10%	0%
<i># Respondents</i>	45	59

Cs1d1: Percent Gas Water Heaters Direct From Mfg

Response	All California	Out of State
0	29%	55%
1	2%	4%
15	1%	0%
50	1%	<1%
90	0%	<1%
100	41%	15%
777	0%	22%
888	3%	0%
999	23%	4%
<i># Respondents</i>	45	59

Cs1e1: Percent Room Ac Direct From Mfg

Response	All California	Out of State
0	26%	72%
1	0%	6%
75	0%	<1%
80	4%	0%
100	42%	22%
888	4%	0%
999	24%	0%
<i># Respondents</i>	28	29

Cs1a2: Percent Refrigerators From Mfg Rep

Response	All California	Out of State
0	27%	60%
25	0%	1%
100	30%	26%
777	2%	13%
888	5%	0%
999	35%	0%
# Respondents	23	10

Cs1b2: Percent Dishwashers From Mfg Rep

Response	All California	Out of State
0	36%	70%
1	0%	8%
25	0%	<1%
95	2%	0%
100	26%	15%
777	0%	7%
888	5%	0%
999	32%	0%
# Respondents	25	20

Cs1c2: Percent Clothes Washers From Mfg Rep

Response	All California	Out of State
0	34%	62%
25	0%	<1%
95	2%	0%
100	28%	29%
777	2%	9%
888	4%	0%
999	30%	0%
# Respondents	25	13

Cs1d2: Percent Gas Water Heaters From Mfg Rep

Response	All California	Out of State
0	31%	51%
100	28%	28%
777	2%	11%
888	4%	0%
999	34%	11%
# Respondents	25	13

Cs1e2: Percent Room Ac From Mfg Rep

Response	All California	Out of State
0	31%	71%
20	4%	0%
25	0%	<1%
100	24%	29%
777	10%	0%
888	4%	0%
999	26%	0%
<i># Respondents</i>	25	13

Cs1a3: Percent Refrigerators From Ind. Distr.

Response	All California	Out of State
0	90%	98%
5	0%	<1%
10	0%	<1%
20	0%	<1%
25	2%	<1%
98	2%	0%
100	1%	1%
777	1%	0%
888	2%	0%
999	2%	0%
<i># Respondents</i>	47	60

Cs1b3: Percent Dishwashers From Ind. Distr.

Response	All California	Out of State
0	86%	99%
5	1%	<1%
10	2%	<1%
15	2%	0%
20	2%	<1%
25	0%	<1%
35	1%	0%
100	0%	<1%
888	4%	0%
999	2%	0%
<i># Respondents</i>	54	57

Cs1d3: Percent Gas Water Heaters From Ind. Distributor

Response	All California	Out of State
0	85%	98%
2	2%	0%
5	1%	<1%
10	0%	<1%
15	2%	0%
20	0%	<1%
25	0%	<1%
80	0%	<1%
100	0%	1%
888	2%	0%
999	8%	0%
<i># Respondents</i>	45	59

Cs1e3: Percent Room Ac From Ind. Distr.

Response	All California	Out of State
0	73%	77%
5	0%	1%
10	0%	<1%
100	0%	1%
777	0%	22%
888	7%	0%
999	20%	0%
<i># Respondents</i>	45	59

Cs1a4: Percent Refrigerators From Own Distr.

Response	All California	Out of State
0	39%	15%
10	0%	4%
15	2%	0%
75	2%	0%
90	0%	4%
98	0%	3%
99	5%	4%
100	45%	70%
777	1%	0%
888	2%	0%
999	5%	0%
<i># Respondents</i>	47	60

Cs1b4: Percent Dishwashers From Own Distr.

Response	All California	Out of State
0	40%	17%
10	2%	3%
20	2%	0%
65	1%	0%
99	2%	4%
100	45%	76%
888	4%	0%
999	4%	0%
<i># Respondents</i>	<i>54</i>	<i>57</i>

Cs1c4: Percent Room AC From Own Distr.

Response	All California	Out of State
0	33%	12%
2	2%	0%
10	0%	4%
20	3%	0%
85	2%	0%
99	2%	4%
100	46%	80%
888	2%	0%
999	10%	0%
<i># Respondents</i>	<i>45</i>	<i>59</i>

CS1D4: Percent Of The Gas Water Heaters From Own Distr.

Response	All California	Out of State
0	25%	13%
30	3%	0%
99	2%	4%
100	41%	57%
777	0%	22%
888	7%	0%
999	23%	4%
<i># Respondents</i>	<i>45</i>	<i>59</i>

CS1E4: Percent Of The Room AC From Own Distr.

Response	All California	Out of State
0	33%	23%
20	4%	0%
99	0%	6%
100	28%	71%
888	10%	0%
999	25%	0%
# Respondents	28	29

D1: Other Stores Within Your Jurisdiction

Response	All California	Out of State
Yes	13%	25%
No	85%	73%
Don't know	2%	2%
# Respondents	105	90

D2a: How Many Stores Are At Various Site

Response	All California	Out of State
1	0%	11%
2	0%	11%
4	4%	5%
5	28%	15%
7	13%	5%
8	0%	5%
9	0%	11%
10	0%	21%
11	8%	0%
12	10%	0%
28	0%	11%
35	10%	0%
48	10%	0%
50	10%	0%
524	0%	6%
99999	8%	0%
# Respondents	12	17

D2b: Are You Knowledgeable About Stocking And Sales Practices

Response	All California	Out of State
Yes	68%	61%
No	32%	39%
# Respondents	12	17

D2c: Same Answers for Other Stores

Response	All California	Out of State
Yes	100%	90%
No	0%	10%
<i># Respondents</i>	7	10

D2e: How Many Stores In State

Response	All California	Out of State
4	0%	18%
5	0%	13%
6	0%	26%
10	0%	13%
12	0%	13%
99999	100%	18%
<i># Respondents</i>	2	6

D2F: Knowledge Of Other Stores In State

Response	All California	Out of State
Yes	54%	35%
No	0%	65%
Refuse	46%	0%
<i># Respondents</i>	2	6

D2G: Same Answers For Other Stores In State

Response	All California	Out of State
Yes	100%	100%
<i># Respondents</i>	1	2

D2i: How Many Stores In Country

Response	All California	Out of State
6	0%	4%
130	0%	18%
352	50%	0%
752	0%	18%
850	0%	24%
900	0%	36%
99999	50%	0%
<i># Respondents</i>	2	5

D2J: Knowledge Of Other Stores In Country

Response	All California	Out of State
Yes	50%	24%
No	50%	76%
# Respondents	2	5

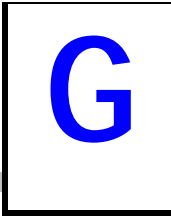
D2K: Same Answers For Other Stores In Country

Response	All California	Out of State
Yes	50%	46%
No	50%	54%
# Respondents	2	5

FTE: Number Of Employees At Store

Response	All California	Out of State
0	0%	<1%
1	0%	3%
2	5%	2%
3	1%	4%
4	2%	5%
5	6%	5%
6	2%	<1%
7	2%	2%
8	3%	3%
9	<1%	<1%
10	4%	3%
12	0%	1%
13	<1%	0%
14	0%	<1%
15	4%	2%
16	2%	0%
17	0%	1%
18	1%	0%
20	4%	1%
25	4%	0%
30	2%	4%
40	1%	4%
42	<1%	0%
45	<1%	2%
50	3%	2%
55	0%	4%
60	4%	4%
65	0%	2%
70	0%	1%
75	1%	1%

80	1%	0%
85	1%	0%
100	2%	9%
105	1%	0%
115	0%	1%
120	<1%	2%
125	2%	0%
130	1%	2%
140	1%	5%
148	1%	0%
150	6%	2%
160	0%	1%
170	1%	0%
175	2%	1%
180	3%	2%
183	<1%	1%
191	1%	0%
196	0%	1%
200	5%	3%
210	0%	2%
220	1%	0%
225	2%	1%
230	1%	1%
240	<1%	1%
999999	3%	2%
<i># Respondents</i>	<i>110</i>	<i>114</i>



RANDOM DIGIT DIALING METHODS

G.1 THE STARTING POINT—CONSTRUCTION OF A COMPREHENSIVE DATABASE BASED ON FIVE-DIGIT WORKING BLOCKS

For consumer RDD sampling, the process begins with construction of a comprehensive database of all telephone working blocks which actually contain residential telephones.

Pursuant to industry standards, working blocks are defined at the “hundreds” level—i.e., based on the area code and first five digits of a potential telephone number. (NPA-NXX-XX)

Telephone blocks or area code designations assigned exclusively for business use, car phones, military or governmental purposes, marine telecommunications, etc., are excluded.

G.2 WORKING BLOCK INFORMATION IS CROSSED-CHECKED AGAINST BELLCORE FILES AND UPDATED AS NEW DATA BECOMES AVAILABLE

STS starts with the largest and most respected commercially available frame, and adds in data from telephone companies, other sources, and cross-checks it all against technical information obtained from Bellcore, the national research governing body for telephone company systems and equipment standards.

These data are in constant flux and the process of maintaining an accurate database requires considerable ongoing effort. STS updates appropriate portions of the database monthly as new information becomes available.

G.3 COUNTS FOR THE NUMBER OF ACTUAL TELEPHONES WITHIN EACH WORKING BLOCK ADD FLEXIBILITY AND ALLOW FOR EXCLUSION OF “EMPTY” WORKING BLOCKS TO IMPROVE EFFICIENCY

In practice, not only is the existence of a residential working block confirmed, but it is also important to know the estimated number of residential telephones within each working block. The count of how many residential telephones actually exist allows for the possible exclusion of sparsely populated working blocks during the running of an individual sample according to what is called an “exclusion screening criterion.” The commonly accepted industry standard is to exclude a working block if there are less than three known working residential telephones out of the 100 possible numbers within that block.

Technical note: In reality, the exclusion screening criterion can be varied from “zero”—that is, no exclusion whatsoever—upward, depending on the sampling design specified by the client. While stepwise increases in the exclusion criteria up to 8% will show a gradual decline in the percentage of “disconnects” within a sample, testing demonstrates that increases beyond the 8% level will have little effect on the overall percentage of working numbers.

Knowing the estimated number of working telephones in each working block is the key to why RDD samples purchased from companies which specialize in sampling are more efficient than RDD samples generated within CATI systems, or “by hand” using three-digit exchange codes. Unless actual working blocks are used as input, a sample will be inefficient in terms of disconnects because many of the “hundreds level” working blocks within an exchange may be “empty” with regard to working residential telephones. Because STS samples are just 2¢ to 5¢ per number (depending on the discounts earned), it pays to only use professionally generated samples.

G.4 WORKING BLOCK COUNTS ALSO ALLOW FOR PROPORTIONAL WEIGHTING

The estimates of working residential telephones also allow for possible weighting of RDD numbers according to the density of known residential telephones within a working block. Samples of this type are often known as “proportional” or “weighted” samples. (Proportional samples are often sold under the names Type B, Super B, Random B, or “efficient” samples.) Many companies prefer this method because it has been shown to lower the disconnect rate somewhat, and does not outwardly seem to effect the types of households in the ending sample.

The primary feature of proportional samples is that the count of RDD numbers from the various working blocks one starts with, before dialing, is in exact proportion to population or households estimates.

G.5 WORKING BLOCKS ARE ASSIGNED TO GEOGRAPHIC AREAS IN TWO DISTINCT MANNERS

Once the preliminary content of the database has been finalized, the working blocks known to contain residential telephones are “assigned” to geographic areas on a ZIP code basis. Two methods are used—“home” ZIP code assignment, and “unbiased” or proportional assignment.

The first assigns all potential RDD numbers generated for that working block to the ZIP code where the working block is “homed”—that is, has more working residential telephones in that ZIP than anywhere else. Importantly, for samples constructed using the “home” Zip assignment method, the record coding for all RDD numbers in a given working block will be shown as assigned to the “home” ZIP code.

Technical note: Just because the record coding labels on RDD number as a certain ZIP code, it does not mean the household assigned to that number actually will be located within that ZIP.

When “home” ZIP code assignment is used, it simply means that the ZIP indicated by the record code is the one with the highest probability for that working block.

G.5.1 Advantages of “Home” ZIP Code Assignment

From a technical standpoint, there are both advantages and disadvantages to the research buyer if the sample is selected using the “home” Zip code assignment method:

For some research applications, there is an advantage in the “home” assignment technique, in that the households associated with “homed” RDD numbers for a given ZIP code have a higher probability of actually falling within that ZIP code. This may yield substantial interviewing cost benefits for those research projects in which calling to a more precise geographic location is considered to outweigh the strict statistical representativeness of the sampling frame.

However, the “home” ZIP code assignment method has a potentially severe disadvantage if the area covered by the sampling frame is relatively small. In specific, a sample for a single or small number of ZIP codes may not include RDD numbers for all working blocks which represent that given ZIP, because households associated with same working blocks may be “homed” in other nearby ZIP codes. To this point, it is a fairly common occurrence that a particular ZIP code may not have even a single working block “homed” there. Regardless of the number of working blocks “homed” in a ZIP, the sample is not truly representative if all of the proper working blocks are not covered.

G.5.2 Advantages of “Unbiased” or “Proportional” ZIP Code Assignment

The second method of geographic assignment is called “unbiased” or “proportional” assignment. Using this procedure, RDD numbers generated for a given working block will be assigned to all of the ZIP codes covered by that working block in proportion to the number of known working residential telephones in the ZIP code in question.

The unbiased assignment method is particularly useful for weighted (Type B) samples covering a small, or relatively small, geographic area because a working block does not have to be “homed” in the ZIP code to be represented in the sample. However, if the study design requires that the probability of being within a particular ZIP code must be maximized, the better statistical representativeness of unbiased assignment may be outweighed by the interviewing production rate efficiencies of having a “homed” sample.

G.6 BOTH PURE/EPSEM AND EFFICIENT/WEIGHTED SAMPLE TYPES CAN BE GENERATED

For a single stage sample (the kind ordered by most companies), generating the actual RDD phone number must wait until a decision has been made as to the sample type—a pure random sample or a weighted/proportional sample. (Pure random samples are also known as “unweighted,” EPSEM, or Type A samples. Weighted/proportional samples are frequently called Type B, Random B, Super B or “efficient” samples.)

For the record, both types of samples—pure/EPSEM/Type A or weighted/efficient/Type B—can be constructed using either the “home” ZIP code assignment or “unbiased/proportional” assignment methods.

Technical note: Regardless of the geographic area covered by the sampling frame, a pure/EPSEM/Type A sample is the most precise in terms of statistical representativeness. In this regard, one can never be methodologically criticized for specifying a pure random digit sample. However, interviewing costs for Type A samples tend to be somewhat more expensive in that Type A samples typically have a slightly higher disconnect rate. Furthermore, a number of published articles attempt to make a case that households in the ending samples are not significantly different between the two sample types. The supposition is that other types of biases in the interviewing process—for instance, the number of call backs used, time zone bias due to telephone bank calling patterns, procedures for selecting family members within a household, variations in refusal rates from one interviewer to another, etc.—have much more of an impact on the validity of the final research results than any minor sampling error potentially introduced by a Type B sample.

G.7 PREPARING THE ACTUAL SAMPLE

The actual procedure for constructing a Type A sample is dictated by the necessity to generate RDD numbers with equal and known probabilities. The process begins with the identification of all working blocks within the geographic sampling frame which meet the exclusion screening criterion. These are then sampled using a randomized procedure and stratified to ensure geographic representation. STS offers several selection methods for Type A (EPSEM) samples. Blocks can be picked purely at random, or using interval techniques.

The selection of working blocks and the decision of how many RDD numbers should be created for each is more complex for a “weighted/proportional” (Type B) sample. First, just as with a pure random sample, one must identify all working blocks which apply to the geographic area covered by the sample. However, rather than assigning an equal probability to the selection of a working block, the working blocks are “weighted” according to the estimated number of working residential telephones within each. Those working blocks which are “full,” or nearly full, are used to generate more RDD numbers than the working blocks which are “empty,” or nearly empty.

The exact number of RDD numbers to generate per working block is then calculated proportional to the estimated working residential telephones for a particular working block against the total estimated working telephones for the entire sampling frame.

Once the proper working blocks are identified - regardless if it is a Type A or Type B sample—creating the actual RDD number is merely a matter of attaching a two-digit random number to the end of an appropriate five-digit working block. Steps are taken to eliminate generation of the final telephone number in any sample for approximately one year (varies by area).*

**Technical note: The procedure of precluding the generation of a given RDD number for inclusion in another sample is known as “sampling without replacement.” Most sample buyers prefer this based on the theory that they simply do not want to dial a household which has been used for another survey within, perhaps, a full year. However, many governmental requests for proposals specify that the RDD sample must be conducted using “sampling with replacement.” STS can furnish you with BOTH types of samples.*

G.8 TO IMPROVE CALLING EFFICIENCY, BUSINESS NUMBERS ARE SCREENED OUT

Prior to inclusion in the sample, the RDD numbers are also checked against a list of approximately 15 million listed business telephone numbers. If the RDD number proves to be a business listing, a new number is generated from that working block and the procedure repeated an “unlimited” number of times. This step reduces the number of business telephone numbers in an RDD sample by about one-sixth.

G.9 HOUSEHOLDS WHICH OBJECT TO RECEIVING UNSOLICITED TELEPHONE CALLS ARE IDENTIFIED AND “MARKED”

STS screens random digit telephone numbers against the National Telephone Preference List of over 1 million households that do not wish to receive unsolicited telephone calls. These households will typically refuse any marketing researcher and may be hostile. Such numbers found can be deleted from the sample, or marked with the phrase “NO CALLS” so one may decide to dial them or not.

G.10 NUMBERS ARE PROTECTED FROM RE-USE

STS has a very sophisticated system for preventing re-use of numbers. SST keeps a master file of all numbers generated to ensure they are kept in “storage” for the proper period of time—i.e., for at least one year or until every number in that geographic area has been purchased.

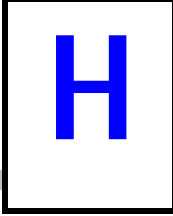
G.11 GEOGRAPHIC STRATIFICATION IMPROVES REPRESENTATIVENESS

Geographic stratification is performed automatically based on the most recent “updates” to the census data. STS always purchases the latest census “updates” so samples are based on the most recent information available.

G.12 QUALITY CONTROL CHECKS

Prior to output on computer media or paper, the sample is subjected to a number of rigorous quality control checks, including:

- Verification of geographic selection codes, sample type, exclusion screening criterion, and other key parameters against the intended specifications.
- Checking the sample composition against U.S. Census information or the most recent census “updates.”
- Comparing the client specifications against past samples ordered by the client to ensure the current project is within the range of typical working style.
- And, in the case of pre/post or parallel-study designs, ensuring there has not been an unintentional change in the sample design.



REFERENCES

This appendix provides a list of the sources reviewed by XENERGY in conducting this study. All of these sources are currently on file at XENERGY.

ID	Title	Type	Source	Author/Consultant	Date	Region
10	Impact Evaluation of PG&E's 1996 Residential New Construction Program	Evaluation	PG&E	XENERGY	01-Mar-98	PG&E
20	Impact Evaluation of Pacific Gas & Electric Company's 1996 Residential Appliance Efficiency Incentives Programs	Evaluation	PG&E	XENERGY	01-Mar-98	PG&E
30	Evaluation of Pacific Gas & Electric Company's 1995 Nonresidential Energy Efficiency Incentives Program for Commercial Sector Lighting Technologies	Evaluation	PG&E	Quantum Consulting	01-Mar-97	PG&E
40	Evaluation of PG&E's 1995 Non-Residential Energy Efficiency Incentives Program for Commercial Sector HVAC Technologies	Evaluation	PG&E	Quantum Consulting	01-Mar-97	PG&E
50	PG&E and SDG&E Commercial Lighting Market Effects Study	Market Effects	SDG&E/PG&E	XENERGY	07-Aug-98	California & Outside CA
60	Residential New Construction: Market Transformation Study	Market Effects	SCE/PG&E	Barakat & Chamberlain, Shel Feldman Mgmt., Hescong Mahone Group	18-Mar-97	California
70	Residential Market Effects Study: Refrigerators and Compact Fluorescent Lights	Market Effects	SDG&E/PG&E	Hagler Bailly	24-Apr-98	California
80	CTAC Market Effect Study	Market Effects	SCE	Hagler Bailly	24-Mar-98	SCE
90	Consumers' Attitudes Toward Energy Efficient Appliances in the Los Angeles Area	Market Effects	SCE	Brown & Whiting, Washington, DC		SCE
100	Evaluating the Market Effects of Southern California Edison's Commercial and Industrial Energy Efficiency Programs	Market Effects	SCE	Quantum Consulting	30-Mar-98	SCE
110	Home Energy Fitness Program Market Effects Evaluation	Market Effects	SCG	AAG & Associates	10-May-98	SCG
120	SCE Hydraulic Services Program Market Effects Study No. 3507 - Final Report	Market Effects	SCE	RLW Analytics & Economic Development Research Group	01-Feb-98	SCE
130	PG&E Statewide Multi-year Billing Analysis Study: Commercial Lighting Technologies	Market Effects	PG&E	Quantum Consulting	13-Jul-98	PG&E
140	Study of Market Effects on The Supermarket Industry	Market Effects	PG&E	Quantum Consulting	15-Jul-98	PG&E

ID	Title	Type	Source	Author/Consultant	Date	Region
150	Indirect costs and benefits (ICB) pilot study of SDG&E's Commercial Lighting Program Final Report Proj. No. 2092T	Market Effects	CADMAC	BCI, Shel Feldman Mgmt. Consulting, Macro Intl.	07-Apr-98	SDG&E
160	PG&E Energy Center - Market Effects Study	Market Effects	PG&E	TecMRKT Works	01-Dec-97	PG&E
170	Residential Market Effects Study	Market Effects	SCG/SDG&E	Regional Economic Research (RER)	30-Jun-98	Southern California
180	Commercial/Industrial Market Effects Baseline Study Results	Baseline	PG&E	Quantum Consulting	15-Jul-98	PG&E
190	Residential Lighting Market Transformation Study	Market Effects	SCE	Decision Sciences Research Associates	01-Sep-98	SCE
220	Industrial Retrofit Program Evaluation of Lighting Technologies	Evaluation	PG&E	Quantum Consulting	01-Feb-96	PG&E
230	Impact Evaluation of PG&E's 1996 Industrial Sector Energy Efficiency Incentives Programs: Lighting; HVAC; Process	Evaluation	PG&E	SBW Consulting	01-Mar-98	PG&E
240	Evaluation of PG&E's 1995 Non-Residential Energy Efficiency Incentives Program for Commercial Sector Refrigeration Technologies	Evaluation	PG&E	Quantum Consulting	01-Mar-97	PG&E
250	SCE CBEE Non-Residential New Construction Statewide Baseline Study (Proposal)	Evaluation	SCE, CBEE	RLW Analytics	15-Jun-98	California
260	Impact Evaluation of PG&E's 1996 Commercial Sector Energy Management Services Program	Evaluation	PG&E	Quantum Consulting	01-Mar-98	PG&E
270	First-Year Load Impacts of SCG's 1994 Energy Advantage Home Program	Evaluation	SCG	Regional Economic Research (RER)	24-Feb-97	SCG
280	Impact Evaluation of PG&E's 1995 Residential Direct Assistance and 1995 Residential Energy Management Services Programs	Evaluation	PG&E	XENERGY	28-Feb-97	PG&E
290	1994 Residential Weatherization Retrofit Incentives and Appliance Efficiency Incentives Programs Impact Evaluation	Evaluation	PG&E	XENERGY	28-Feb-97	PG&E
300	Efficiency Market Share Needs Assessment and Feasibility Scoping Study - Final Research Plan	Market Effects	PG&E	Regional Economic Research (RER)	04-Feb-97	California
310	Specific Conditions - Statewide Measure Performance Study - Phase 3A	Evaluation	CADMAC	Proctor Engineering Group		California

ID	Title	Type	Source	Author/Consultant	Date	Region
311	Specific Conditions - Statewide Measure Performance Study - Phase 3B	Evaluation	CADMAC	Proctor Engineering Group		California
312	Statewide Measure Performance Study - An Assessment of Relative Technical Degradation Rates - Final Report	Evaluation	CADMAC	Proctor Engineering Group	24-Apr-98	California
313	Statewide Measure Performance Study #2: An Assessment of Relative Technical Degradation Rates	Evaluation	CADMAC	Proctor Engineering Group	14-May-98	California
320	1996 Commercial Energy Efficiency Incentives Program - First Year Load Impact Evaluation	Evaluation	SDG&E	XENERGY, VIEWTech	01-Mar-98	SDG&E
330	1996 Residential Weatherization Retrofit Incentives	Evaluation	SDG&E	Patrick Kirkland	01-Mar-98	SDG&E
340	1996 Residential Appliance Efficiency Incentives Program: High Efficiency Lighting First Year Load Impact Evaluation	Evaluation	SDG&E	Hagler Bailly Consulting (NTG Analysis for CFLs only)	01-Mar-98	SDG&E
350	Impact Evaluation of the 1995 Residential Direct Assistance Program	Evaluation	SCE	XENERGY	19-Feb-97	SCE
360	Evaluation of the SCE 1996 DSM Bidding Program	Evaluation	SCE	Ridge & Associates/ KVDR	30-Apr-98	SCE
370	1996 Industrial Energy Efficiency Incentive Program Impact Study 541	Evaluation	SCE	Alternative Energy Systems Consulting	02-Mar-98	SCE
380	Realization Study of 1995 Power Savings Partners Program: Commercial Sector, Industrial Sector, Residential Sector	Evaluation	PG&E	PG&E with data from PSP Partners	01-Mar-97	PG&E
390	Impact Evaluation of Pacific Gas & Electric Company's 1996 Nonresidential New Construction Program	Evaluation	PG&E	RLW Analytics	01-Mar-98	PG&E
400	Evaluation of PG&E's 1996 Commercial Energy Efficiency Incentives Program: HVAC Technologies - Final Report - Study No. 351	Evaluation	PG&E	Quantum Consulting	01-Mar-98	PG&E
410	Evaluation of PG&E's 1996 Commercial EEI Program Lighting Technologies	Evaluation	PG&E	Quantum Consulting	01-Mar-98	PG&E
420	1996 Agricultural and Water Supply Customers Energy Efficiency Incentive Program First Year Load Impact Evaluation	Evaluation	SCE	HDR Engineering/ ASW Engineers	27-Feb-98	SCE

ID	Title	Type	Source	Author/Consultant	Date	Region
430	1995 In-Home Audit Program Evaluation	Evaluation	SCE	Regional Economic Research (RER)	12-Feb-97	SCE
440	Southern California Edison 1996 Non-Residential New Construction Evaluation (Final Report)	Evaluation	SCE	RLW Analytics	18-Feb-98	SCE
450	1996 Commercial Energy Management Hardware Rebate Program Impact Evaluation - Study 540	Evaluation	SCE	Regional Economic Research (RER)	27-Feb-98	SCE
460	Impact Evaluation of PG&E's 1996 Agricultural Programs - EEI Program: Pumping and Related End Use (354); Indoor Lighting End Use (385); Energy Management Services Program (360)	Evaluation	PG&E	Equipoise Consulting	01-Mar-98	PG&E
470	Summaries of California Utilities' Measurement and Evaluation Studies as Presented in the Database of Energy Efficient Resources (DEER)	Evaluation	CCIG/CEC	CEC	Ongoing	California
480	1996 Agricultural Energy Efficiency Incentives Program - First Year Load Impact Evaluation - Final Report	Evaluation	SDG&E	XENERGY	01-Feb-98	SDG&E
490	1996 Industrial Energy Efficiency Incentives Program - First Year Load Impact Evaluation - Final Report - Study ID No. 995	Evaluation	SDG&E	XENERGY	01-Feb-98	SDG&E
500	1995 Nonresidential New Construction Program - First-Year Load Impact Evaluation	Evaluation	SDG&E	Regional Economic Research (RER)	05-Mar-97	SDG&E
620	Commercial End Use Survey Questionnaire for PG&E	Saturation	PG&E	PG&E		PG&E
630	Commercial Saturation Survey	Saturation	SCE	SCE	01-May-97	SCE
640	Commercial End Use Survey Questionnaire	Saturation	SDG&E	SDG&E		SDG&E
650	1995 Residential Appliance Saturation Documentation	Saturation	SCE	XENERGY	30-Oct-96	SCE
660	Residential Energy Survey Report	Saturation	PG&E	PG&E		PG&E
670	Home Energy Survey for 1998	Saturation	SDG&E	SDG&E		SDG&E
690	Impact Evaluation of PG&E's 1996 Industrial Sector Energy Management Services Program	Evaluation	PG&E	SBW Consulting, KVDR	01-Mar-98	PG&E
710	Impact Evaluation of the Spare Refrigerator Recycling Program CEC Study #537	Evaluation	SCE	XENERGY	30-Apr-98	SCE

ID	Title	Type	Source	Author/Consultant	Date	Region
720	EIA/DOE Residential Energy Consumption Survey (RECS)	Government Source	EIA/DOE	DOE		California & Outside CA
730	EIA/DOE 1994 Manufacturing Energy Consumption Survey (MECS)	Government Source	EIA/DOE	DOE		California & Outside CA
740	EIA/DOE Commercial Buildings Energy Consumption Survey (CBECS)	Government Source	EIA/DOE	DOE		California & Outside CA
750	California Energy Efficiency Policy and Program Priorities	Other	CBEE	Robert Mowris & Associates	11-Sep-98	California
770	State of California DSM Resource Assessment Model Methodology (Final Report - Volumes 1 and 2)	DSM Potential	CEC	NEOS Corporation	15-Sep-95	California
780	Proposed QFER Database	Other	CEC	CEC	01-Sep-98	California
790	Impact Evaluation of PG&E's Agricultural Energy Efficiency Incentives Programs: Pumping and Related End Use; Indoor Lighting End Use	Evaluation	PG&E	Quantum Consulting	01-Mar-97	PG&E
800	1993 Residential Field Data Project	Evaluation	CEC/CADMAC	Berkeley Solar Group, Recom Technologies, Charles Miles, Mark Modera, Taber Chaitin Associates	30-Apr-95	California
810	Statewide Baseline Assessment of Non-Residential New Construction: Phase 1 Sample Selection	Baseline	CADMAC	Synergic Resources Corporation	23-Jun-95	California
830	Post Occupancy Residential Survey	Evaluation	CEC	NEOS Corporation	24-Feb-97	California
840	Comparison of Residential Building Standards Projects	Evaluation	CEC	NEOS Corporation	01-Mar-97	California
870	Evaluation of CBEE Residential Standard Performance Contract (Proposal)	Market Effects	CBEE	Wirtshafter Associates	12-Jul-98	California
880	1996 Nonresidential New Construction Program- First Year Load Impact Evaluation	Evaluation	SDG&E	Regional Economic Research (RER)	25-Feb-98	SDG&E
900	New England C&I Lighting Market Transformation and Baseline Study	Market Effects	NE Utilities	Easton Consultants	16-Apr-97	Outside California

ID	Title	Type	Source	Author/Consultant	Date	Region
910	Selecting Targets for New Market Transformation Initiatives in Northern California	Other	PG&E	ACEEE and XENERGY	01-Mar-98	Northern California
920	SCE Industrial Survey Final Report Volume 3: Technical Report	Saturation	SCE	Aspen Systems Corporation	20-Mar-98	SCE
930	United States Industrial Electric Motor Systems Market Opportunities Assessment	Baseline	ORNL	XENERGY	22-Aug-98	California & Outside CA
940	Database for Energy Efficient Resources Computer Software Program	Government Source	CEC	California Conservation Inventory Group	01-Dec-95	California
950	Super Efficient Refrigerator Program (SERP) Evaluation, Volume 2: Preliminary Impact and Market Transformation Assessment	Evaluation	EIA/DOE	Pacific Northwest National Laboratory - operated by BATTELLE	01-Aug-96	California & Outside CA
960	1998 Baseline Energy Outlook	Other	CEC	CEC	01-Aug-98	California
970	CEC Database of Book/Report/Magazine/Journal Items	Other	CEC	CEC	01-Sep-98	California & Outside CA
980	California Baseline Lighting Efficiency Technology Report	Baseline	CEC	Heschong Mahone Group	30-May-97	California
990	Coming Clean about Resource-Efficient Clothes Washers: An Initial WashWise Program and Market Progress Report	Market Effects	NEEA	Pacific Energy Associates	28-Jan-98	Outside California
1000	A Second WashWise Market Progress Evaluation Report	Market Effects	NEEA	Pacific Energy Associates	28-Jul-98	Outside California
1010	Energy Star Fixtures Program Baseline Data Analysis	Market Effects	NEEA	Pacific Consulting Services	13-May-98	Outside California
1020	The Super Good Cents Manufactured Housing Venture - Baseline Market Assessment and Market Characterization	Market Effects	NEEA	Pacific Energy Associates	14-Aug-98	Outside California
1050	Market Transformation: Residential Windows	Market Effects	PG&E	Opinion Dynamics Corp.	01-Jan-98	PG&E
1060	1996 Appliance Dealer/Contractor Survey	Evaluation	PG&E	ADF Research	01-Aug-96	PG&E
1070	1996 Compact Fluorescent Lighting Program - Wave 3 Audit Report	Market Effects	PG&E	Freeman, Sullivan and Co.	01-Jul-97	PG&E

ID	Title	Type	Source	Author/Consultant	Date	Region
1090	GeoExchange Awareness Survey - Phase I: Baseline Study	Market Effects	PG&E	Telephone Marketing Research	01-Dec-97	PG&E
1100	Daylighting: Baseline Design Practices; Market Transformation: Daylighting	Market Effects	PG&E	Opinion Dynamics Corp.; Catherine Cooper Marketing Research	11-Aug-98	PG&E
1210	Strategies to Promote Energy-Efficient Motor Systems in North America's OEM Markets	Evaluation	DOE	Easton Consultants	01-Nov-95	National
1220	Industrial Air Compressor Commissioning Baseline "Mini-Study"	Market Effects	PG&E	XENERGY	30-Mar-98	Northern California

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