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2004/2005 Statewide Residential Retrofit Single-Family Energy Efficiency Rebate Evaluation

CPUC-ID#:1115-04

Final, Appendices Only

Prepared for California's Investor-Owned Utilities:

The California Public Utilities Commission
San Francisco, California

Pacific Gas & Electric Company
San Francisco, California

San Diego Gas & Electric Company
San Diego, California

Southern California Edison
Rosemead, California

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Table of Contents

Appendices

Appendix A: Bibliography
Appendix B: Sample Design Memo
Appendix C: Survey Instruments
Appendix D: Survey Sample Disposition Table
Appendix E: KEMA Interim Memos
Appendix F: Onsite Lighting Survey Methodology
Appendix G: Detailed Methodology and Results for Non-Lighting Impact Assessment Activities
Appendix G2: Free-Ridership Tables
Appendix G3: HEER Impact Tables
Appendix H: Survey Tables
Appendix H2: Participant Population Survey Tables
Appendix H3: Programmable Thermostat Survey Tables
Appendix H4: Refrigerator Survey Tables
Appendix I: Refrigerators Assessment

Appendix A

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Appendix B

Sample Design Memo

November 21, 2006

To: Single Family Rebate Program Evaluation Team
From: Amy Buege, John Cavalli and Sara Rosenbrock; Itron
Cc: Tami Rasmussen and Jenna Canseco; KEMA
Re: Sample Design for the 2004-05 Single Family Rebate Evaluation (Participant and General Population)

As part of the 2004-2005 Single Family Rebate evaluation, telephone survey and on-site data will be collected to meet the following evaluation objectives:

- **Verification Telephone Surveys and On-Site Audits** in support of the verification of program performance, estimation of ex post energy and demand savings, and net-to-gross analysis tasks.

- **Customer Behavior Survey** in support of the customer behavior analysis and process evaluation.

There will be six primary data collection surveys to support these evaluation objectives that will result in the surveying of nearly 5,000 customers statewide. These data collection surveys will include:

- **Four Participant Surveys:**
  - A 770-point Non-lighting Participant base telephone survey
  - A 500-point Lighting purchaser telephone survey
  - A 1,400-point Non-lighting Participant supplemental telephone survey
  - A 315-point On-site survey, of which 215 will be drawn from the 770-point Non-Lighting Participant telephone survey and the additional 100 coming from the 500-point Lighting purchaser telephone survey

- **Two Non-Participant Surveys:**
  - A 500-point Lighting non-purchaser telephone survey
  - A 1,500-point Non-lighting supplemental telephone survey

Participant Surveys

Table B-1 below presents the recommended sample designs for each of the four participant surveys; the non-lighting participant base telephone survey, the lighting purchaser telephone survey, the non-lighting participant supplemental telephone survey and the on-site survey. Please note that the lighting purchaser survey is shown as a row under the Base Telephone Surveys, as there is no detailed measure segmentation. A detailed explanation of each of these sample designs follows.

Table B-1: Sample Design for Participant Surveys

Participant Sample Design	Base Telephone Surveys					Supplemental Telephone Surveys					On-site Surveys				
Measure	**State wide**	**PG&E**	**SCE**	**SCG**	**SDG&E**	**State wide**	**PG&E**	**SCE**	**SCG**	**SDG&E**	**State wide**	**PG&E**	**SCE**	**SCG**	**SDG&E**
Central Air Conditioner	**50**	20	20	0	10	**200**	80	80	0	40	**25**	10	10	0	5
Central Heat Pump	**50**	20	20	0	10	**0**	0	0	0	0	**0**	0	0	0	0
Clothes Washer	**50**	20	0	20	10	**200**	80	0	80	40	**25**	10	0	10	5
Dishwasher	**50**	20	0	20	10	**0**	0	0	0	0	**10**	4	0	4	2
Evaporative Cooler	**50**	10	40	0	0	**0**	0	0	0	0	**10**	2	8	0	0
Furnance	**50**	20	0	20	10	**0**	0	0	0	0	**10**	4	0	4	2
Insulation (sqft)	**50**	20	0	20	10	**200**	80	0	80	40	**25**	10	0	10	5
Pool Pump	**50**	20	20	0	10	**300**	130	130	0	40	**50**	20	20	0	10
Pool Pump POS	**50**	-	50	-	-										
Prog Thermostat	**50**	20	10	10	10	**300**	130	65	65	40	**25***	10	10	0	5
Programmable Thermostat POS	**20+**	-	20	-	-										
Room Air Conditioner	**50**	20	20	0	10	**0**	0	0	0	0	**0**	0	0	0	0
Water Heater	**50**	20	0	20	10	**0**	0	0	0	0	**0**	0	0	0	0
Whole House Fan	**50**	20	20	0	10	**0**	0	0	0	0	**10**	4	4	0	2
Windows (sqft)	**50**	25	10	0	15	**200**	100	40	0	60	**25**	12	5	0	8
Refrigerator	**50**	0	0	0	50	**0**	0	0	0	0	**0**	0	0	0	0
Total Non-Lighting	**770**	**255**	**230**	**110**	**175**	**1,400**	**600**	**315**	**225**	**260**	**215**	**86**	**57**	**28**	**44**
Lighting - CFL Purchasers	**500**	200	100	100	100	**0**	**-**	**-**	**-**	**-**	**100**	40	20	20	20
Total Survey	**1,270**	**255**	**230**	**110**	**175**	**1,400**	**600**	**315**	**225**	**260**	**315**	**126**	**77**	**48**	**64**

Non-lighting Base Telephone Surveys

For the non-lighting verification task, we will conduct a telephone survey of 700 customers who received a mail-in rebate through the program. In addition to their verification function, these surveys will be used to assess customer satisfaction and sources of program awareness for the Customer Behavior Analysis and Process Evaluation components of the study. It will also be the basis for developing a self-report estimate of free ridership. The sample for this survey will be selected randomly from the utility tracking databases to verify the rebated equipment installed matches the program tracking system. We will survey 50 customers in each of 14 different equipment bins. This sample distribution will allow us to present meaningful results for each of the technologies.

In 2004 and 2005, the program offered instant rebates for do-it-yourself customers that bought measures such as Programmable Thermostats, Room Air Conditioners and Pool Pumps at retailers, such as Home Depot, Lowes or Leslie's Pool Supply, thereby eliminating the application process for these purchasers. Because of the downstream nature of these

rebates, referred to as Point-Of-Sale (POS) rebates, there exists limited customer tracking data. As shown in Table B-2 below, SCE was able to collect customer contact data on approximately 700 Programmable Thermostat purchasers and 760 Pool Pumps[1]. From these leads 70 POS points have been incorporated into our sample design to capture information on these known POS participants (50 for Pool Pumps, 20 for Programmable Thermostats). There is a smaller sample for the Programmable Thermostats because we expect to identify as many as 100 self-report POS Programmable Thermostat participants during the remaining participant and non-participant surveys. We are not including any POS Room Air Conditioners (RAC) points because, despite the fact that statewide POS rebates make up 38% of PGC funded RAC rebates, customer data exists for only 19 of the RAC POS participants.

Table B-2: Point-Of-Sale Rebate Participants and Availability of Customer Data for POS measures

Point-Of-Sale Measures	PG&E			SCE				SCG			SDG&E			Statewide % POS
	Total Units	POS Units	% POS	Total Units	POS Units	% POS	w/ Cust Data	Total Units	POS Units	% POS	Total Units	POS Units	% POS	
Clothes Washer	85,474	2	0%	0	0	0%	0	49,640	0	0%	13,319	0	0%	0%
Dishwasher	51,063	2	0%	0	0	0%	0	30,312	0	0%	9,994	0	0%	0%
Pool Pump	4,094	0	0%	5,558	809	15%	760	0	0	0%	480	0	0%	8%
Prog Thermostat	44,500	20,199	45%	25,363	5,746	23%	678	30,965	24,538	79%	4,355	3,313	76%	51%
Room Air Conditioner	983	0	0%	2,431	1,519	62%	19	0	0	0%	597	0	0%	38%

Table B-3 below summarizes the detailed sample design for the non-lighting participant telephone survey. The exhibit includes the number of measures installed for each of the four utilities, as well as the distribution of the measures across all of the utilities. The final 2004-2005 tracking databases were used to proportionately allocate the participant phone surveys and verification on-sites across the various measures and utilities. The Part Survey "Raw" column represents the number of completes that would be assigned to each utility for a given measure based on a statewide total of 50 completes and the utility measure distribution. Upon reviewing this "Raw" distribution, we decided to use a 20-20-10 allocation of the sample points (20 points for PG&E, 20 for SCE or SCG and 10 for SDG&E). Such an allocation allows for measures with relatively low participation to be slightly over-sampled, thus obtaining minimum sample sizes of 10 points for each utility, allowing for analysis to be done at the IOU level if necessary. For the Evaporative Cooler measure, the 20-20-10 allocation was adjusted to 10 completes for PG&E and 40 completes for SCE since SCE made up 89% of the participation for this measure. Windows were also adjusted to a 25-10-15 due to the larger program participation in PG&E and SDG&E service territories. The recommended adjusted completes are provided in the Part Survey "Adj" (adjusted) column.

[1] SCE was able to capture customer data for some POS rebate participants through a Starbucks giftcard incentive, for Programmable Thermostat and Room ACs, and through records kept by a key retailer for Pool Pumps.

As mentioned previously, because customer data is only available for SCE POS rebates, the 50 POS Pool Pump and 20 POS Programmable Thermostat surveys will all be from SCE territory. The estimated 100 self-report POS Programmable Thermostats purchasers that we expect to identify and completed surveys with over the course of the nearly 5,000 customer surveys will come from all IOUs. The estimated completes per utility for these 100 surveys are provided below based on overall distribution of surveys across the four IOUs.

Table B-3: Sample Design for Non-Lighting Participant Telephone Survey by Utility

Technology and Rebate Method	PG&E				SCE				SCG				SDG&E				STATEWIDE		
	Units	% of Pgm	Part Survey Raw	Part Survey Adj	Units	% of Pgm	Part Survey Raw	Part Survey Adj	Units	% of Pgm	Part Survey Raw	Part Survey Adj	Units	% of Pgm	Part Survey Raw	Part Survey Adj	Units	Part Survey Raw	Part Survey Adj
Mail-In Rebates																			
Central Air Conditioner	7,536	55%	28	20	5,111	38%	19	20	0	0%	0	0	932	7%	3	10	13,579	50	50
Central Heat Pump	385	51%	25	20	279	37%	18	20	0	0%	0	0	92	12%	6	10	756	50	50
Clothes Washer	85,472	58%	29	20	0	0%	0	0	49,640	33%	17	20	13,319	9%	4	10	148,431	50	50
Dishwasher	51,061	56%	28	20	0	0%	0	0	30,312	33%	17	20	9,994	11%	5	10	91,367	50	50
Evaporative Cooler	139	10%	5	10	1,219	89%	45	40	0	0%	0	0	8	1%	0	0	1,366	50	50
Furnance	12,735	72%	36	20	0	0%	0	0	4,417	25%	13	20	515	3%	1	10	17,667	50	50
Insulation (sqft)	11,460,699	47%	23	20	8,692	0%	0	0	12,109,812	50%	25	20	868,008	4%	2	10	24,447,211	50	50
Pool Pump	4,094	44%	22	20	4,749	51%	25	20	0	0%	0	0	480	5%	3	10	9,323	50	50
Programmable Thermostat	24,301	47%	24	20	19,617	38%	19	10	6,427	13%	6	10	1,042	2%	1	10	51,387	50	50
Room Air Conditioner	983	39%	20	20	912	37%	18	20	0	0%	0	0	597	24%	12	10	2,492	50	50
Water Heater	7,480	54%	27	20	75	1%	0	0	6,024	43%	22	20	308	2%	1	10	13,887	50	50
Whole House Fan	1,080	20%	10	20	2,937	54%	27	20	0	0%	0	0	1,380	26%	13	10	5,397	50	50
Windows (sqft)	3,697,723	70%	35	25	408,721	8%	4	10	0	0%	0	0	1,180,251	22%	11	15	5,286,695	50	50
Refrigerator	-	-	-	-	-	-	-	-	-	-	-	-	-	-	50	50	-	50	50
POS Rebates (customer data)																			
Pool Pump	-	-	-	-	-	-	50	50	-	-	-	-	-	-	0	0	-	50	50
Programmable Thermostat	-	-	-	-	-	-	20	20	-	-	-	-	-	-	0	0	-	20	20
POS Rebates* (self-reported)																			
Programmable Thermostat	-	-	35	35	-	-	25	25			20	20			20	20		100	100
Non-Lighting Phone Surveys	**-**	**-**	**347**	**290**	**-**	**-**	**271**	**255**	**-**	**-**	**119**	**130**	**-**	**-**	**134**	**195**	**-**	**870**	**870**

* Estimated

Lighting Purchaser Telephone Surveys

For lighting measures, we plan on conducting 1,000 general population surveys in order to identify CFL purchasers[2] and non-purchasers (500 of each). Because the lighting program is delivered upstream and thus the utilities do not collect customer specific data, we will randomly call customers from each of the four utilities and rely on self-reports of CFL purchase activity to identify the CFL purchasers. The proposed sample design for these 500 points is to complete 200 surveys with PG&E customers and 100 surveys with customers from each of the other three utilities. This plan will yield approximately 200 points in the SCE service territory since a large portion SCG customers are also SCE customers.

<u>Non-lighting Supplemental Telephone Surveys</u>

The participant non-lighting supplemental telephone survey is being completed to support the billing and discrete choice analysis activities which are planned for a subset of the overall

[2] CFL purchasers will be those who have bought CFLs since 2004. We will focus the self-report impact section of the survey on the most recently purchased CFL. We will ensure that at least half of the most recently purchased CFLs were bought in 2004 or 2005 (versus 2006). CFL non-purchasers will include consumers who have bought CFLs, but not since 2004.

program measures. These activities will result in the calculation of net and gross program impacts. These surveys are composed of batteries of questions aimed at determining the influence of the rebate programs on the purchases of these measures. There will be a total of 1,400 participant and 1,500 non-participant supplemental surveys completed. The 1,400 participant supplemental surveys will focus on six of the 14 non-lighting measures. Four of these measures will have 200 supplemental surveys each, and the other two measures will each have 300 supplement surveys completed. The sample design for the participant supplemental survey was selected in a manner similar to the verification survey but with an 80-80-40 split for those measures with having 200 extra completes and a 130-130-40 split for the Pool Pumps and Programmable Thermostats measures which each have an additional 300 completes. These splits ensure a minimum of 50 SDG&E completes across the verification and supplemental surveys for all of the key measures, again allowing analysis at the IOU level if necessary. Again the distribution for the Windows measure was altered slightly to reflect program participation.

On-site Survey

From the population of 770 non-lighting base telephone surveys described above, 215 will be selected for on-site surveys to verify the installed non-lighting equipment matches the program tracking system and is indeed program qualifying. The on-sites will primarily focus on the high priority measures that were large contributors to the programs overall energy savings accomplishments.

The far right columns in Table B-3 above present the sample design for the 215 nested non-lighting on-site points and the 100 CFL purchaser on-site points. As proposed in the Research Plan, we recommend conducting 25 on-sites for each of the high priority measures and 10 on-sites for the medium and medium-low priority technology types. No on-sites will be completed for measures with low participation, such as heat pumps and whole house fans. For pool pumps, 50 verification on-sites will be conducted in coordination with the measurement on-sites, and 100 on-sites will be conducted for the CFL lighting purchasers, to support the ex post impact analysis described in the research plan for these two measures. The recommended sampling plan for the on-sites is a 10-10-5 (10 PG&E, 10 SCE/SCG, and 5 SDG&E) split for higher priority measures, and a 4-4-2 (4 PG&E, 4 SCE/SCG, and 2 SDG&E) split for lower priority measures (essentially proportional to the survey samples from which the on-site sample will be recruited). A few modifications were made to this for measures where the verification sample, from which these on-sites are selected, does not support the proposed distribution. The Programmable Thermostat on-sites will be selected from only the mail-in rebate applications and the POS rebates with customer data (excluding self-reports). Programmable Thermostats will be slightly under-represented in the overall on-site sample because they are relatively easy to verify over the phone and CFL purchaser on-sites will be over-represented since they are also needed to collect inputs to gross savings

calculations, including location (as an input to hours of use), pre and post wattage and installation and storage rates. The CFL on-sites will also support the customer behavior analyses, exploring potential for and barriers to future CFL installations and issues around wattage/ lumen equivalents.

Non-Participant Surveys

Table B-4 presents the detailed sample designs for the two non-participant surveys. As mentioned previously 500 of the 1,000 general population surveys will be completed with self-reported CFL non-purchasers. The proposed sample design for these 500 CFL non-purchasers is the same as for the CFL purchasers; 200 PG&E customers and 100 customers from each of the other utilities (SCE, SCG and SDG&E). The 1,500 supplemental non-participant surveys will be used to support the billing analysis and the calculation of net and gross program impacts for a subset of the program measures. The 1,500 completes will be stratified across customers from each of the four utilities in the following manner; 700 with PG&E customers, 500 each with SCE and SCG customers (many of which will overlap giving us nearly twice that amount in this region), and 300 with SDG&E customers.

Table B-4: Sample Design for Non-Participant Telephone Surveys

Non-Participant Sample Design	State wide	PG&E	SCE	SCG	SDG&E
General Non-Participant - CFL Non-Purchasers	**500**	200	100	100	100
Supplemental Non-Participant	**1,500**	500	400	400	200
Total	**2,000**	700	500	500	300

Because we will be conducting both electric and gas billing analyses, the combined SCE and SCG territories are over-sampled relative to PG&E. We are uncertain if we will be able to merge SCG accounts to SCE tracking data (and vice versa) in order to get both gas and electric data for these customers. Therefore, we will ensure having a minimum of 500 gas and 500 electric data points in the SCE/SCG region to support the billing analyses.

For each of the surveys described above we plan on providing sufficient samples to analyze the hard-to-reach customer segments. We will not directly set quotas for HTR segments, but we will ensure representativeness by tracking rural location, building type, income levels, homeownership and language. We will monitor survey completes to ensure adequate sample for each of these segments, allowing for HTR customer segment analyses. To capture the incidence of non-English speakers, we will include demographic questions that collect the primary language spoken in the home.

Appendix C

Survey Instruments

C.1 General Population Survey

0_a INTRODUCTION

0_a_1 Hello, this is <INTERVIEWER NAME> calling on behalf of <Utility> from Itron, Inc. WE ARE NOT SELLING ANYTHING. We're conducting a study among California households to better understand how residential customers like you think about and manage their energy consumption.
May I speak with <CONTACT>…or the person in your household that is most knowledgeable about your household's energy consumption? -<UTILITY> is authorized by the California Public Utilities Commission to conduct this very important study.

[IF PROGRAM CONTACT NOT AVAILABLE]
Who would be the best person in your household to talk with about your households' energy consumption?

[IF NEEDED] The four investor-owned utilities in California are cooperating on this important study, authorized by the California Public Utilities Commission. Your input is very important to the utilities and to the Commission.

If Utility Contact Information is Requested, Please use the following:

SDG&E - 1-800-411-SDGE (SDG&E Call Center)
SCG - 1-800-427-2200 (SCG Call Center)
(If call centers can't deal with customer concerns
we can contact Rob Rubin: 1-858-654-1244)
Edison - Shahana Samiullah - 626-302-8293
PG&E - Rafael Friedman - 415-972-5799
Beatrice Mayo - 415-973-5269

0_c SCREENER FOR ALL

0_bc_1_ Our records show that you live at [ADDRESS] in [CITY]. Is this correct?

1	Yes	0_c_1
2	No	CORRECT
88	Refused	T&T
99	Don't Know	T&T

CORRECT_ May I have the correct address?

77	Enter Address – If Street Address is similar continue	0_c_1
88	Refused	T&T
99	Don't Know	T&T

0_c_1_ Now, about your home, What type of home do you live in?

1	Single Family Detached	0_c_1b
2	Townhome / Single Family Attached (4 or fewer units)	T&T
3	Single Family Attached (5 or more units) / Condo / Apartment	T&T
4	Mobile Home	0_c_1b
88	Refused	0_c_1b
99	Don't Know	0_c_1b

0_c_1b Do you Rent or Own your home?

1	Own	0_b_1
2	Rent	0_c_1c
88	Refused	0_b_1
99	Don't Know	0_b_1

0_c_1c Do you pay your own electric bill?

1	Yes	0_b_1
2	No	T&T
88	Refused	T&T
99	Don't Know	T&T

0_d CFL AWARENESS

Read: Next I would like to talk about Compact fluorescent **bulbs or CFLS:**

0_d_1_[BASE] Have you ever heard of compact fluorescent light bulbs or CFLs?

1	Yes	0_d_3
2	No	0_d_2
88	Refused	0_d_2
99	Don't Know	0_d_2

0_d_2_[BASE] Compact fluorescent light bulbs, or CFLs, are small fluorescent bulbs that fit in regular light bulb sockets. CFLs look different than standard bulbs. They are often made out of thin tubes of glass bent into loops or a spiral shape. Have you ever heard of them?

1	Yes	0_d_3
2	No (CFL SECTOR_E = 1)	0_e_1
88	Refused (CFL SECTOR_E = 1)	0_e_1
99	Don't Know (CFL SECTOR_E = 1)	0_e_1

If 0_d_1 = 1 or 0_d_2 =1 then *CFL_AWARE = 1*; else *CFL_AWARE = 0*;
If 0_d_2 in (2,88,99) then *CFL_SECTOR_E = 1; ELSE CFL_SECTOR_E = 2;*
If CFL_AWARE = 1 then ASK 0_d_3;

0_d_3_ When did you first become aware of CFLs? Would you say it was…

1	in the last two years,	0_d_4
2	more than 2 years ago but since the energy crisis in 2001, or	0_d_4
3	During the Energy Crisis	0_d_4
4	More than 5 years ago (before the energy crisis)?	0_d_4
88	Refused	0_d_4
99	Don't Know	0_d_4

0_d_4_ Can you recall how you first became aware of CFLs? [DO NOT READ ANSWERS]

1	Noticed them in store/saw in-store display/point of purchase material	0_d_5
2	Television	0_d_5
3	Internet	0_d_5
4	Newspaper	0_d_5
5	Magazines	0_d_5
6	Radio	0_d_5
7	Word of mouth (friends, family, neighbor, colleague)	0_d_5
8	Sales person	0_d_5
9	Consumer Reports	0_d_5
10	ENERGY STAR® Program website	0_d_5
11	Utility (bill insert or mailing)	0_d_5
12	Announcement by governor or other government official	0_d_5
13	Received CFL for free in the mail	0_d_5
14	Received CFL coupon in the mail	0_d_5
15	FLEX YOUR POWER	0_d_5

77	Other (Specify)	0_d_5
88	Refused	0_d_5
99	Don't Know	0_d_5

0_d_5 Have you ever purchased any CFLs?

1	Yes	0_d_6
2	No (CFL SECTOR_D = 1)	0_e_1/T&T
88	Refused (CFL SECTOR_D = 1)	0_e_1/T&T
99	Don't Know (CFL SECTOR_D = 1)	0_e_1/T&T

If 0_d_5 = 1 then *CFL_PURCH = 1*; else *CFL_PURCH = 0*;
If 0_d_5 in (2,88,99) then *CFL_SECTOR_D = 1; Else CFL_SECTOR_D = 2;*
If CFL_PURCH = 1;

0_d_6 Have you purchase any CFLs since January of 2004? If Yes – Ask Which Years?

1	2004 (CFL SECTOR = B)	0_d_8
2	2005 (CFL SECTOR = B)	0_d_8
3	2006	0_d_8/T&T
4	2007	0_d_8/T&T
66	Did Not Purchase in 2004, 2005, 2006, 2007	0_d_8/T&T
88	Refused	0_d_8/T&T
99	Don't Know - Try to get them to remember	0_d_7/T&T

0_d_7 Would you say your most recent CFL purchase was in the past three years or more than 3 years ago?

1	Within the past three years	0_d_8
2	More than three years ago	0_d_8
88	Refused	0_d_8
99	Don't Know	0_d_8

If 0_d_6 = 1 or 2 then *CFL_PART = 1*; else *CFL_PART = 0*;
If 0_d_6 = 1 or 2 then *CFL_SECTOR_B = 1; Else CFL_SECTOR_B = 2;*

CFL_YEAR= '';
If 0_d_6 in (3,4) and 0_d_6 = 2 then CFL_YEAR = 'In 2005';
If 0_d_6 in (3,4) and 0_d_6 = 1 and 0_d_6 ne 2 then CFL_YEAR = 'In 2004';

If 0_d_5 = 1 and 0_d_6 not in (1,2) then *CFL_SECTOR_C = 1; Else CFL_SECTOR_C = 2;*
If CFL_SECTOR_B =1 and CFL_SECTOR_C=1 then CFL_SECTOR_C =2;

0_d_8 On approximately how many separate occasions have you purchased CFLs?

1	Once,	0_d_9
2	Two or three times, or	0_d_9
3	More than three times?	0_d_9
88	Refused	0_d_9
99	Don't Know	0_d_9

0_d_10 When was your **first** CFL purchase? (Okay to prompt if needed)

1	In the past year (2006-2007),	0_e_1
2	In 2005,	0_e_1
3	In 2004,	0_e_1
4	Between 2001 and 2003,	0_e_1
5	Prior to 2001	0_e_1
88	Refused	0_e_1
99	Don't Know	0_e_1

3_b CFL PURCHASES

Read for All; Next I would like to talk about compact fluorescent bulbs, or CFLs.

If CFL_PURCH = 1;
If CFL YEAR ne '' then Display: "For the purposes of this study we would like you to focus on the most recent CFL purchase you made PRIOR TO 2006. So in your case this would be the last CFL purchase you made (CFL_YEAR) "

3_b_5 Thinking about your most recent CFL purchase (CFL_YEAR), approximately how many bulbs did you buy? If a package contained more than one bulb, please count each one separately.

#	Enter Number	3_b_6
88	Refused	3_b_6
99	Don't Know	3_b_6

3_b_6 Where did you make this purchase?

1	Home improvement/hardware store (Home Depot, True Value, Lowe)	3_b_7
2	Big Box retailer (such as Target, K-Mart, Wal-Mart, Sears)	3_b_7
3	Costco	3_b_7
4	Supermarket, food store (Safeway, Albertson's, CalaFoods	3_b_7
5	Drug store (Long's, Rite Aid, Walgreen's)	3_b_7
6	Lighting supply store, lighting showroom	3_b_7
7	Mail Order Catalog	3_b_7
8	Over the Internet	3_b_7
9	Home Energy Show	3_b_7
77	Other (specify)	3_b_7
88	Refused	3_b_7
99	Don't Know	3_b_7

3_b_7 For this purchase, why did you choose CFLs instead of regular light bulbs?

1	Reduce electricity bill	3_b_8
2	Save/conserve energy	3_b_8
3	Extra cost for compact fluorescent bulb was minimal	3_b_8
4	Energy savings worth the extra up-front cost, acceptable payback	3_b_8
5	Cost savings worth the extra up-front cost, acceptable payback	3_b_8
6	It is the "right thing to do" (environmental/conservation benefits)	3_b_8
7	Product works better/is higher quality	3_b_8
8	Like to have new, high-tech products	3_b_8
9	Salesperson convinced me it was the best choice	3_b_8
10	To redeem a coupon	3_b_8
11	Friends/family suggested I purchase compact fluorescent bulbs	3_b_8
12	To try them out	3_b_8
77	Other (specify)	3_b_8
88	Refused	3_b_8
99	Don't Know	3_b_8

3_b_8 Was there a special promotion or sale on CFLs at the store when you purchased these CFL(s)?

1	Yes	3_b_9
2	No	3_b_11
88	Refused	3_b_11
99	Don't Know	3_b_11

3_b_9 How likely were you to have purchased this/these bulb(s) if you didn't get the discount?

1	Very likely	3_b_10
2	Somewhat likely	3_b_10
3	Not very likely	3_b_10
4	Very unlikely	3_b_10
88	Refused	3_b_10
99	Don't Know	3_b_10

3_b_10 Did the discount encourage you to buy more CFLs than if there had not been a discount?

1	Yes	3_b_11
2	No	3_b_11
88	Refused	3_b_11
99	Don't Know	3_b_11

3_b_11 How much did you pay PER BULB for the CFLs you purchased most recently (CFL_YEAR)?
IF 3_b_8 = 1, 8, or 9, READ: Please tell me the promotion or sale price that you paid PER BULB for the CFLs you purchased most recently (CFL_YEAR). If you used a rebate or coupon, tell me the price of the bulb after the rebate or coupon.

$	Enter Dollars	3_b_11a
88	Refused	3_b_12
99	Don't Know	3_b_12

3_b_11a Would you still have purchased the CFLs if each bulb cost $2 more?

1	Yes	3_b_12
2	No	3_b_12
88	Refused	3_b_12
99	Don't Know	3_b_12

3_b_12 Do you recall seeing any CFL displays, information, or signs when you purchased your bulbs?

1	Yes	3_b_14
2	No	3_c_1
88	Refused	3_c_1
99	Don't Know	3_c_1

3_b_14 How influential were these materials on your decision to purchase the CFLs?

1	Very Influential	3_c_1
2	Somewhat Influential	3_c_1
3	Not At All Influential	3_c_1
88	Refused	3_c_1
99	Don't Know	3_c_1

3_c CFL INSTALLATION RATES (RES & NON-RES)

If CFL_PURCH = 1;
3_c_1 Do you currently have ANY CFLs installed in your home? (These bulbs could have been purchased at any time)

1	Yes	3_c_2
2	No	3_d_0a
88	Refused	3_d_0a
99	Don't Know	3_d_0a

3_c_2 How many CFLs are installed?

#	Enter Number	3_c_3
88	Refused	3_c_3
99	Don't Know	3_c_3

3_c_3 Of the CFLs you purchased most recently (CFL_YEAR), how many did you install in your home?

#	Enter Number	3_c_4
88	Refused	3_c_4
99	Don't Know	3_c_4

3_c_4 Did you install any of these bulbs in a business location (other than a home office)?

1	Yes	3_c_5
2	No	3_d_0a
88	Refused	3_d_0a
99	Don't Know	3_d_0a

3_c_5 How many?

#	Enter Number	3_c_6
88	Refused	3_c_6
99	Don't Know	3_c_6

3_c_6 What type of business? Would you say…

1	Office, [**Interviewer: confirm not a home office]**	3_d_0a
2	Grocery or convenience store	3_d_0a
3	Other type of retail store	3_d_0a
4	Restaurant or bar	3_d_0a
5	Health care	3_d_0a
6	Hotel or motel	3_d_0a
7	Warehouse	3_d_0a
77	Other (specify)	3_d_0a
88	Refused	3_d_0a
99	Don't Know	3_d_0a

3_d STORAGE

If CFL_PURCH = 1 FOR ALL BATTERY;

3_d_0a Are you storing any CFLs to be installed at a later date?

1	Yes	3_d_0b
2	No	3_e_1
88	Refused	3_e_1
99	Don't Know	3_e_1

3_d_0b How many CFLs are you storing?

#	Enter Number	3_d_1
88	Refused	3_d_1
99	Don't Know	3_d_1

3_d_1 Thinking about the CFLs you purchased most recently (CFL_YEAR), are you storing any of them to be installed at a later date?

1	Yes	3_d_2
2	No	3_d_6
88	Refused	3_d_6
99	Don't Know	3_d_6

3_d_2 How many of the CFLs you bought most recently (CFL_YEAR) did you store to install later?

#	Enter Number	3_d_3
88	Refused	3_d_3
99	Don't Know	3_d_3

IF 3_c_3 + 3_c_5 + 3_d_2 < 3_b_5, ASK 3_d_3 – ELSE SKIP TO 3_d_4

3_d_3 What did you do with the other CFLs you purchased during your most recent purchase (CFL_YEAR)?

1	*They burned out*	3_d_5
2	*Used them in a vacation home*	3_d_5
3	*Gave them away*	3_d_5
4	*Misplaced them*	3_d_5
77	Other (specify)	3_d_5
88	Refused	3_d_5
99	Don't Know	3_d_5

3_d_5 Why are you storing CFLs?

1	So I have them on hand if a bulb burns out	3_d_6
2	Purchased more CFLs than I needed	3_d_6
3	Bought them on sale	3_d_6
4	Can't use them in certain rooms	3_d_6
5	Can't use them in certain applications (e.g., with dimmer switches)	3_d_6
77	Other (specify)	3_d_6
88	Refused	3_d_6
99	Don't Know	3_d_6

3_d_6 Are you storing any incandescent bulbs?

1	Yes	3_e_1
2	No	3_e_1
88	Refused	3_e_1
99	Don't Know	3_e_1

3_e CFL REMOVAL

If CFL_PURCH = 1;

1. **3_e_1** Have you had any CFLs that you installed but then removed and did not use elsewhere?

1	Yes	3_e_3
2	No	3_f_1
88	Refused	3_f_1
99	Don't Know	3_f_1

3_e_3 How many CFLs did you remove?

#	Enter Number	3_e_3a
88	Refused	3_e_3a
99	Don't Know	3_e_3a

3_e_3a What was the main reason for taking the bulb(s) out?

1	It burned out	3_e_3b
2	You didn't like the color	3_e_3b
3	It took too long to start up	3_e_3b
4	It wasn't bright enough	3_e_3b
5	You didn't like the way it looked	3_e_3b
6	It didn't fit	3_e_3b
77	Other (specify)	3_e_3b
88	Refused	3_e_3b
99	Don't Know	3_e_3b

3_e_3b Were there any other reasons?

1	It burned out	3_e_4
2	You didn't like the color	3_e_4
3	It took too long to start up	3_e_4
4	It wasn't bright enough	3_e_4
5	You didn't like the way it looked	3_e_4
6	It didn't fit	3_e_4
77	Other (specify)	3_e_4
88	Refused	3_e_4
99	Don't Know	3_e_4

3_e_4 What type of bulb did use to replace the CFL[s] you removed?

1	Incandescent	3_f_1
2	CFL	3_f_1
3	Both	3_f_1
77	Other (specify)	3_f_1
88	Refused	3_f_1
99	Don't Know	3_f_1

3_f SATISFACTION

If CFL_PURCH = 1;

3_f_1 Using a scale of 1 to 10, where 1 means you are *not at all satisfied* and 10 means you are *extremely satisfied*. How satisfied are you with the CFL bulbs you purchased most recently (CFL_YEAR)?

Not at all									Extremely	Never Installed	DK	Refused
1	2	3	4	5	6	7	8	9	10	66	88	99

If 3_f_1 ne 66;
3_f_2 And how would you rate these CFLs in terms of …. (Used variable ODD EVEN2)
[ROTATE. Ask 3 items from 3_f_2a – 3_f_2f per respondent. For 2nd and 3rd item in rotation]

3_f_2a_[BC] [MPER3_S2a] The color of the light they provide?
3_f_2b_[BC] [MPER3_S2b] The brightness of the light they provide?
3_f_2c_[BC] [MPER3_S2c] The amount of time they take to light up?
3_f_2d_[BC] [MPER3_S2d] The way they fit into light fixtures?
3_f_2e_[BC] [MPER3_S2e] The way they look in light fixtures?
3_f_2f_[BC] [MPER3_S2f] How long they last before burning out?

IF 3_f_2b < 5 ASK:
3_f_2b1 Are they too bright, or not bright enough?

1	Too bright	3_f_3
2	Not bright enough	3_f_3
88	Refused	3_f_3
99	Don't Know	3_f_3

3_f_3 In general, what are the best features of CFLs?_____

1	Lasts longer before burning out	3_f_4
2	Saves money / reduces electricity bill	3_f_4
3	Saves/conserves energy/electricity	3_f_4
4	Resource conservation benefits / better for environment / "green"	3_f_4
5	It works better/ is higher quality	3_f_4
77	Other (specify)	3_f_4
88	Refused	3_f_4
99	Don't Know	3_f_4

IF 3_c_1 = 1 THEN CONTINUE. ELSE, SKIP TO 3_g_1

3_f_4 When the CFL[s] now installed burns out, how likely are you to replace it/them with another CFL? Use a scale of 1 to 10, where 1 means you are "not at all likely" and 10 means you are "extremely likely."

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

IF 3_f_4 < 6 THEN ASK:

3_f_5 Why do you say that? _____

77	Other (specify)	3_g_1
88	Refused	3_g_1
99	Don't Know	3_g_1

3_g EXPANDING CFL SATURATION

If CFL_AWARE = 1;

3_g_1 When one of the **incandescent bulbs** you now have installed burns out, would you say…

1	Will definitely replace it with a CFL	3_h_1
2	Will possibly replace it with a CFL	3_g_2a
3	Will definitely not replace it with a CFL	3_g_2a
4	**DO NOT READ:** No incandescent bulbs installed in home	3_h_1
88	Refused	3_g_1
99	Don't Know	3_g_1

If 3_g_1 in (2,3);

Would your decision to replace a burned-out incandescent with a CFL depend on…

3_g_2a_[BC] [MPER3_E2a] the room in which the bulb would be located?

3_g_2b_[BC] [MPER3_E2b] how often you would use the bulb?

3_g_2c_[BC] [MPER3_E2c] the price of CFLs?

3_g_2d_[BC] [MPER3_E2d] whether you have incandescent bulbs in storage?

If 3_d_0a = 1;

3_g_2e_[BC] [MPER3_E2e] whether you have CFLs in storage?

1	Yes	3_g_2f
2	No	3_g_2f
88	Refused	3_g_2f
99	Don't Know	3_g_2f

End If 3_d_0a = 1;

3_g_2f Is there anything else that might affect your decision to replace a particular burned-out incandescent bulb with a CFL?

77	Other (specify)	3_g_3a
88	Refused	3_g_3a
99	Don't Know	3_g_3a

3_g_3a What is the main factor preventing you from installing [more] CFLs in your home?

1	Waiting for installed bulbs to burn out	3_g_3b
2	Storing incandescent bulbs	3_g_3b
3	Storing CFLs	3_g_3b
4	Operating hours -- don't use the other bulbs/lamps enough	3_g_3b
5	CFLs are too expensive/cost too much	3_g_3b
6	Need dimmable bulbs / can't get dimmable CFLs / can't use CFLs with dimmer switches	3_g_3b
7	Need 3-way bulbs / can't get 3-way CFLs / can't use CFLs in my 3-way fixtures / when I use regular CFLs in my 3-way fixtures they don't work	3_g_3b
8	Don't like the way CFLs look in fixtures	3_g_3b
9	Don't like the way CFLs fit in fixtures	3_g_3b
10	CFLs aren't bright enough	3_g_3b
11	CFL light color isn't what I want/isn't right	3_g_3b
12	CFLs take too long to light up	3_g_3b
13	All fixtures already have CFLs	3_g_3b
77	Other (specify)	3_g_3b
88	Refused	3_h_1
99	Don't Know	3_h_1

3_g_3b Anything else?

1	Waiting for installed bulbs to burn out	3_h_1
2	Storing incandescent bulbs	3_h_1
3	Storing CFLs	3_h_1
4	Operating hours -- don't use the other bulbs/lamps enough	3_h_1
5	CFLs are too expensive/cost too much	3_h_1
6	Need dimmable bulbs / can't get dimmable CFLs / can't use CFLs with dimmer switches	3_h_1
7	Need 3-way bulbs / can't get 3-way CFLs / can't use CFLs in my 3-way fixtures / when I use regular CFLs in my 3-way fixtures they don't work	3_h_1
8	Don't like the way CFLs look in fixtures	3_h_1
9	Don't like the way CFLs fit in fixtures	3_h_1
10	CFLs aren't bright enough	3_h_1
11	CFL light color isn't what I want/isn't right	3_h_1
12	CFLs take too long to light up	3_h_1
13	All fixtures already have CFLs	3_h_1
77	Other (specify)	3_h_1
88	Refused	3_h_1
99	Don't Know	3_h_1

3_h WILLINGNESS TO PURCHASE (WTP) & BARRIERS

IF CFL_AWARE = 0 then READ: I'm going to describe compact fluorescent bulbs or CFLs to you so I can ask you a few more questions about whether or not you would consider buying them in the near future.

CFLs use two-thirds less energy than a standard bulb, and last up to 10 times as long. Some styles of CFLs are available for $2 or less – and they are about the same size and color as a standard bulb and can be installed in almost any fixture. They can be purchased at the same places you purchase standard bulbs, including some drug and grocery stores. CFLs save about $30 in electricity costs over the life of the bulb. By using less energy, CFLs also help the environment.

3_h_1 How likely are you to purchase any CFLs in the next year? Please use a scale of 1 to 10 where 1 means you are "Not at all likely" and 10 means you are "extremely likely."

Not at all likely									Extremely Likely	(Don't know)	(Refused)
1	2	3	4	5	6	7	8	9	10	99	88

IF 3_h_1>6 [LIKELY PURCHASERS] AND 0_d_5 =1 [PURCHASER] SKIP TO 4_a_0

If 3_h_1 in (1,2,3,4,5);

3_h_2a Why are you unlikely to purchase CFLs in the next year? [ACCEPT ONLY ONE RESPONSE.]

1	Waiting for bulbs installed to burn out	3_h_2b
2	Storing incandescent bulbs	3_h_2b
3	Have enough CFLs in Storage	3_h_2b
4	Operating hours -- don't use the other bulbs/lamps enough	3_h_2b
5	CFLs are too expensive/cost too much	3_h_2b
6	Need dimmable bulbs / can't get dimmable CFLs / can't use CFLs with dimmer switches	3_h_2b
7	Need 3-way bulbs / can't get 3-way CFLs / can't use CFLs in my 3-way fixtures / when I use regular CFLs in my 3-way fixtures they don't work	3_h_2b
8	Don't like the way CFLs look in fixtures	3_h_2b
9	Don't like the way CFLs fit in fixtures	3_h_2b
10	CFLs aren't bright enough	3_h_2b
11	CFL light color isn't what I want/isn't right	3_h_2b
12	CFLs take too long to light up	3_h_2b
77	Other [SPECIFY]	3_h_2b
88	Refused	3_h_2b
99	Don't know	3_h_2b

3_h_2b Any other reasons? [ACCEPT MULTIPLE RESPONSES.]

1	Waiting for bulbs installed to burn out	3_h_3
2	Storing incandescent bulbs	3_h_3
3	Have enough CFLs in Storage	3_h_3
4	Operating hours -- don't use the other bulbs/lamps enough	3_h_3
5	CFLs are too expensive/cost too much	3_h_3
6	Need dimmable bulbs / can't get dimmable CFLs / can't use CFLs with dimmer switches	3_h_3
7	Need 3-way bulbs / can't get 3-way CFLs / can't use CFLs in my 3-way fixtures / when I use regular CFLs in my 3-way fixtures they don't work	3_h_3
8	Don't like the way CFLs look in fixtures	3_h_3
9	Don't like the way CFLs fit in fixtures	3_h_3
10	CFLs aren't bright enough	3_h_3
11	CFL light color isn't what I want/isn't right	3_h_3
12	CFLs take too long to light up	3_h_3
66	All Fixtures already have CFLs	3_h_3
67	No Other Reasons	3_h_3
77	Other [SPECIFY]	3_h_3
88	Refused	3_h_3
99	Don't know	3_h_3

END If 3_h_1 in (1,2,3,4,5);

If NEEDED: (If 3_f_4 not in (9,10) and 3_h_2a ne 3 then Read and Ask;)

IF CFL_AWARE =1 [AWARE, HAVE NOT BEEN READ CFL DESCRIPTION] READ:
Before I ask the next question, I want to tell you a few things about CFLs that you may not be aware of.
[IF RESPONDENT INTERRUPTS DESCRIPTION TO SAY THEY ALREADY KNOW THIS INFORMATION, READ: "Please bear with me for just a moment – we need to make sure everyone hears the same description."]

CFLs use two-thirds less energy than a standard bulb, and last up to 10 times as long. Some styles of CFLs are available for $2 or less – and they are about the same size and color as a standard bulb and can be installed in almost any fixture. They can be purchased at the same places you purchase standard bulbs, including some drug and grocery stores. CFLs save about $30 in electricity costs over the life of the bulb. By using less energy, CFLs also help the environment.

3_h_3 Now that you've heard my description, please tell me how likely you'd be to purchase CFLs in the next year using the same 1 to 10 scale as before (where 1 means you are "Not at all likely" and 10 means you are "Extremely likely").

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

IF 3_h_3 in (6,7,8,9,10) [NOW LIKELY PURCHASHERS] THEN ASK 3_h_4a and 3_h_4b;

3_h_4a What changed your mind to make you say you're now likely to buy CFLs in the next year? **Prompt, if needed**: What new information did I tell you about CFLs that changed your mind? [RECORD VERBATIM]

1	CFLs last longer	3_h_4b
2	Use less energy	3_h_4b
3	Cheaper than I originally thought	3_h_4b
4	Size and color same as standard bulb	3_h_4b
5	Fit in most fixtures	3_h_4b
6	Can be purchased same places as standard bulbs	3_h_4b
7	Save on electricity cost	3_h_4b
8	Helps environment	3_h_4b
9	Nothing at all	3_h_4b
77	Other [SPECIFY]	3_h_4b
88	Refused	3_h_4b
99	Don't know	3_h_4b

3_h_4b Anything else? [RECORD VERBATIM]

77	Other [SPECIFY]	3_h_5a
88	Refused	3_h_5a
99	Don't know	3_h_5a

End IF 3_h_3 in (6,7,8,9,10);
End If 3_h_1 in (1,2,3,4,5);

IF {3_h_3 in (1-5, 88,99) [STILL UNLIKELY PURCH] AND (0_d_5 ne 1 [NON PURCHASER] OR (0_d_5 = 1 [PURCHASER] and 3_f_1 < 6 (UNSATISFIED))} OR 3_h_1 in (1-5,88,99) and CFL_AWARE ne 1}Then Switch = 1; Else Switch = 2;

If Switch = 1;
3_h_5a What, if anything, would motivate you to purchase CFLs in the next year? [ACCEPT ONLY ONE RESPONSE.]

1	They need to be cheaper	3_h_5b
2	I would need to be convinced of their energy savings potential	3_h_5b
3	I would need to see them in the stores where I buy light bulbs	3_h_5b
4	They need to make them in different sizes to fit in my fixtures	3_h_5b
5	They need to have the features I'm looking for (e.g., dimmable, 3-way)	3_h_5b
6	They need to make them look attractive in my fixtures	3_h_5b
7	I still need more information about CFLs	3_h_5b
8	Improved quality of the light	3_h_5b
9	I still prefer incandescent/standard bulbs	3_h_5b
10	Nothing at all	3_h_5_1
77	Other [SPECIFY]	3_h_5b
88	Refused	3_h_5_1
99	Don't know	3_h_5_1

3_h_5b Any thing else? [DO NOT READ. ACCEPT MULTIPLE RESPONSES.]

1	They need to be cheaper	
2	I would need to be convinced of their energy savings potential	
3	I would need to see them in the stores where I buy light bulbs	
4	They need to make them in different sizes to fit in my fixtures	
5	They need to have the features I'm looking for (e.g., dimmable, 3-way)	
6	They need to make them look attractive in my fixtures	
7	I still need more information about CFLs	
8	Improved quality of the light	
9	I still prefer incandescent/standard bulbs	
10	Nothing at all	
77	Other [SPECIFY]	
88	Refused	
99	Don't know	

If 3_h_5a = 1 or 3_h_5b = 1 then Ask 3_h_5_1;

3_h_5_1 Probe – how much per bulb would you pay?

$$	Dollar Amount	
88	Refused	
99	Don't know	

If 3_h_5a = 3 or 3_h_5b =3 then Ask 3_h_5_3;

3_h_5_3 Probe – Where do you buy light bulbs?

1	Grocery store	
2	Drug store	
3	Home Centers such as Home Depot or Lowe's	
4	Large general merchandise chains such as Wal-Mart or Costco	
5	Local hardware stores, including ACE or TrueValue	
77	Other [SPECIFY]	
88	Refused	
99	Don't know	

If 3_h_5a = 7 or 3_h_5b = 7 then Ask 3_h_5_4;

3_h_5_4 PROBE: What type of information would you be looking for?

77	Other [SPECIFY]	

If 3_h_5a = 8 or 3_h_5b =8 then Ask 3_h_5_5;

3_h_5_5 PROBE: What don't you like about the quality of the light?

77	Other [SPECIFY]	

If 3_h_5a = 9 or 3_h_5b =9 then Ask 3_h_5_6;

3_h_5_6 PROBE: What do you prefer about incandescent/standard bulbs?

77	Other [SPECIFY]	4_d_22

End Switch = 2;

4_d_22 Have you heard of compact fluorescent light fixtures or Energy Star Light Fixtures? (Most regular light fixtures use bulbs that screw in, but compact fluorescent fixtures use special pin-based CFLs that plug in. Pin-based bulbs don't have a screw base like other light bulbs. Compact fluorescent fixtures are also called Energy Star light fixtures.)

1	Yes	4_d_23
2	No	4_b_1
88	Refused	4_b_1
99	Don't know	4_b_1

If 4_d_22 = 1 then Ask 4_d_23;

4_d_23 Did you purchase any of these fixtures in 2004 or 2005?

1	Yes	4_b_1
2	No	4_b_1
88	Refused	4_b_1
99	Don't know	4_b_1

1.

1_a ENERGY EFFICIENCY AWARENESS

1_a_1 Now let's talk about your knowledge of ways to save energy. Using a scale of 1 to 10, where 1 means you are "not at all knowledgeable" and 10 means you are "extremely knowledgeable," how would you rate your knowledge of ways you could save energy in your home?

Not At All *Extremely*

Knowledgeable Knowledgeable DK

1 2 3 4 5 6 7 8 9 10 88

1_b GENERAL EE PROGRAM AWARENESS AND PARTICIPATION

1_b_1 Had you ever seen or heard of ENERGY STAR prior to this survey?

1	Yes	1_b_2
2	No	1_b_3
88	Refused	1_b_3
99	Don't know	1_b_3

1_b_3 Have you heard of the Home Energy Efficiency Rebates program offered by [Utility], which provides cash incentives for installing energy efficiency upgrades in your home?

1	Yes	1_b_4
2	No	1_b_4
88	Refused	1_b_4
99	Don't Know	1_b_4

IF 1_b_3 = 1 then *PGM_AWARE = 1*; Else *PGM_AWARE = 2*;

1_b_4 Have you heard about any other programs offered by [Utility], such as other rebate program, home energy audits, or other programs for homeowners?

1	Rebates	1_b_5
2	Product give-away/turn-in event (CFLs, torchieres)	1_b_5
3	2nd refrigerator turn-in/recycling	1_b_5
4	Energy efficient mortgages	1_b_5
5	Energy survey or audit	1_b_5
6	Flex Your Power	1_b_5
7	10/20 Program	1_b_5
8	20/20 Program	1_b_5
9	Low Income Assistance program	1_b_5
10	Medical Equipment Discount	1_b_5
11	AC Cycling	1_b_5
66	Haven't Heard of Any	1_b_5
77	Other [SPECIFY]	1_b_5
88	Refused	1_b_5
99	Don't know	1_b_5

ASK IF 1_b_3=1 or 1_b_4 = 1 then ASK 1_b_5;

1_b_5 Have you participated in one of [Utility]'s Rebate programs since January 2004?

1	Yes	1_b_8
2	No	1_b_8
3	Tried but rebate money had run out	1_b_6
88	Refused	1_b_8
99	Don't Know	1_b_8

1_b_8 Have you participated in any [Utility] programs other than the rebate program since January 2004? [If yes, specify program type]

1	Rebate(s)	1_b_9
2	Product give-away/turn-in event (CFLs, torchieres)	1_b_9
3	2nd refrigerator turn-in/recycling	1_b_9
4	Energy efficient mortgages	1_b_9
5	Energy survey or audit	1_b_9
6	Flex Your Power	1_b_9
7	10/20 Program	1_b_9
8	20/20 Program	1_b_9
9	Low Income Assistance program	1_b_9
10	Medical Equipment Discount	1_b_9
11	AC Cycling	1_b_9
66	Haven't participated in any.	1_b_9
77	Other [SPECIFY]	1_b_9
88	Refused	1_b_9
99	Don't know	1_b_9

If 1_b_4 ne 6 and 1_b_8 ne 6 then Ask 1_b_9;

1_b_9 Have you ever seen or heard of the FLEX YOUR POWER campaign?

1	Yes	1_b_12
2	No	1_b_13
88	Refused	1_b_13
99	Don't know	1_b_13

If 1_b_9 =1 or 1_b_4 = 6 or 1_b_8 = 6 then Ask 1_b_12;

1_b_12 Did you take any actions as a result of your exposure to FLEX YOUR POWER?

1	Yes	1_b_13
2	No	1_b_13
88	Refused	1_b_13
99	Don't know	1_b_13

End If;

1_b_13 Earlier you said you had heard of the 20/20 campaign. Is this correct? {Have you ever heard of the 20/20 campaign? [If a household lowers their summer electricity consumption by 20 percent compared to the previous summer, the 20/20 campaign provides a 20 percent rebate on their electric bill.]}

1	Yes	1_b_15
2	No	1_b_15
88	Refused	1_b_15
99	Don't know	1_b_15

1_b_15 Earlier you said you had heard of the 10 20 campaign. Is this correct? {Have you ever heard of the 10/20 campaign? [If a household lowers their winter natural gas consumption by 10 percent compared to the previous winter, the 10/20 campaign provided a 20 percent rebate on their gas bill.]}

1	Yes	1_b_16
2	No	1_b_17
88	Refused	1_b_17
99	Don't know	1_b_17

If 1_b_13 = 1 or 1_b_15 = 1 then Ask 1_b_16;

1_b_16 How did you learn about the 20/20 and/or 10/20 campaigns?

1	Home energy audit	1_b_17
2	Contractor	1_b_17
3	Utility representative	1_b_17
4	Utility brochure in mail	1_b_17
5	Utility Bill insert	1_b_17
6	Word-of-mouth from friend	1_b_17
7	Television	1_b_17
8	Radio	1_b_17
9	Newspaper	1_b_17
10	Magazine or trade journal	1_b_17
11	Manufacturer information	1_b_17

77	Other [SPECIFY]	1_b_17
88	Refused	1_b_17
99	Don't know	1_b_17

If 1_b_13 = 1 or 1_b_15 = 1 then ASK 1_b_17;

1_b_17 Did you attempt to reduce your energy consumption to get the bill credits associated with either the 10/20 or 20/20 campaign?

1	Yes – 10/20 campaign	1_c_1
2	Yes – 20/20 Campaign	1_c_1
3	Yes – Both Campaigns	1_c_1
4	Neither campaign	1_c_1
88	Refused	1_c_1
99	Don't know	1_c_1

1_c ENERGY EFFICIENCY BEHAVIORS

Read for ALL: I'd like to ask you about general actions that you may have taken to reduce your energy use. Consider all actions, not just those in response to the programs we just discussed.

1_c_1 Other than installing new appliances or equipment, do you regularly take any actions to conserve energy?

1	Yes	1_c_2
2	No	1_d_1
88	Refused	1_d_1
99	Don't know	1_d_1

1_c_2 What actions have you taken? [To Conserve Energy]

1	Use appliances during off-peak periods/ in the evening / after 6pm or 7pm	1_d_1
2	Use CFLs	1_d_1
3	Turn off any lights that are not being used	1_d_1
4	Turn down AC (decrease AC usage)	1_d_1
5	Turn down the heat (decrease Heater usage)	1_d_1
6	Use dimmer switches to lower lights	1_d_1
7	Set computer to low power stand-by mode	1_d_1
8	Purchase Energy Star electronics/appliances	1_d_1
9	Dress appropriately for warmer/cooler temperatures	1_d_1
10	Unplug spare Refrigerator or Freezer	1_d_1
11	Remove spare Refrigerator or Freezer	1_d_1
12	Clean Refrigerator Coils	1_d_1
13	Raise Refrigerator or Freezer Temperature Set-point	1_d_1
14	Replace/Clean Heating/cooling system filters more frequently	1_d_1
15	Lower Water Heater Temperature Set-point	1_d_1
16	Line Dry Clothes	1_d_1
17	Do more cold water clothes washes	1_d_1
18	Air Dry Dishes	1_d_1
19	Run Swimming pool sweeper/filter less hours	1_d_1
20	Lower Swimming pool temperature set-point	1_d_1

21	Schedule energy-using processes during off-peak periods	1_d_1
22	Turn off appliances when not in use	1_d_1
77	Other (SPECIFY)	1_d_1
88	Refused	1_d_1
99	Don't know	1_d_1

1_d ENERGY EFFICIENCY ATTITUDES

Read "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 AND RANDOMIZE– SELECT ONLY **TWO OF THE FOUR** PER CUSTOMER]
Use Odd_even variable to decide which two questions to ask.

1_d_1_[BASE] My life is too busy to worry about making energy related improvements in my home.
1_d_2_[BASE] It is possible to save energy without sacrificing comfort by being energy efficient.
1_d_3_[BASE] It is worth it to me for my household to use less energy in order to help preserve the environment
1_d_4_[BASE] When considering purchasing appliances or other equipment, I typically consider both the price and the operating costs, not just the price.

0_e POS P-STAT SCREENER

If MEAS_PT ne 1: Read "Next I would like to ask you a few questions about the thermostat you may have in your home"**;**

0_e_1 Have you purchased and installed a new thermostat for your home since January 2004?

1	Yes	0_e_1b
2	No	1_a_1
88	Refused	1_a_1
99	Don't know	1_a_1

0_e_1b In what year did you install the new thermostat?

1	2007	0_e_1c
2	2006	0_e_1c
3	2005	0_e_1c
4	2004	0_e_1c
88	Refused	0_e_1c
99	Don't know	0_e_1c

0_e_1c And in what month? (if they can't give you the month, see if they could give you the season.)

1	January	0_e_2
2	Feb	0_e_2
3	March	0_e_2
4	April	0_e_2
5	May	0_e_2
6	June	0_e_2
7	July	0_e_2
8	August	0_e_2
9	September	0_e_2
10	October	0_e_2
11	November	0_e_2
12	December	0_e_2
13	Winter	0_e_2
14	Spring	0_e_2
15	Summer	0_e_2
16	Fall	0_e_2
88	Refused	0_e_2
99	Don't know	0_e_2

0_e_2 Is this new thermostat a Manual or Programmable Thermostat? [IF NEEDED: Programmable thermostats sense the room temperature and regulate the temperature according to a schedule established by the user.]

1	Programmable	0_e_2b
2	Manual	0_e_3
88	Refused	0_e_2b
99	Don't know	0_e_2b

IF 0_e_2 = 2 then *PSTAT_MAN = 1; Else PSTAT_MAN = 2;*
IF 0_e_2 = 1 then *PSTAT_PGM = 1; Else PSTAT_PGM = 2;*
IF0_e_2 = 1,88,99 then Ask 0_e_2b;

0_e_2b Was **the** Programmable Thermostat an **ENERGY STAR**?

1	Yes	0_e_4
2	No	0_e_3
88	Refused	0_e_4
99	Don't know	0_e_4

IF 0_e_2b = (1, 88, 99) and 0_e_1b in (3-99) then ASK 0_e_4;
0_e_4 Did you receive an "instant rebate" or use an in-store coupon when you purchased your new Programmable Thermostat? These instant rebates or coupons would have been displayed on or near the product you purchased and the discount would have been applied to your purchase price that day.

1	Yes	0_e_7
2	No	0_e_4sale
88	Refused	0_e_4sale
99	Don't Know	0_e_4sale

0_e_4sale Do you remember if this new Programmable Thermostat was on sale?

1	Yes – On Sale	0_e_7
2	No – Not on Sale	0_e_3
88	Refused	0_e_3
99	Don't Know	0_e_3

IF 0_e_1b in (3-99) and (0_e_2 in (2) or 0_e_2b in (2) or 0_e_4 in (2-99)) then ASK 0_e_3;
0_e_3 Were you aware that you could have qualified for a rebate from [UTILITY] had you purchased an Energy Star Programmable Thermostat?

1	Yes – Aware	0_e_7
2	No – Unaware	1_a_1
88	Refused	1_a_1
99	Don't Know	1_a_1

IF 0_e_2b = 1 and [0_e_4 in (2-99) or 0_e_1b in (1,2)] then *PSTAT_ES = 1; ELSE PSTAT_ES = 2;*

IF 0_e_4 = 1 THEN *POS_PART = 1;* Else *POS_PART = 2;*
IF 0_e_4sale = 1 THEN *SALE_PART = 1;* Else *SALE_PART = 2;*

If 0_e_1b in (1,2) and PSTAT_ES = 1 then ASK 0_e_4b;
0_e_4b Did you receive a rebate or use an in-store coupon when you purchased your new Programmable Thermostat?

1	Yes – Rebate	0_e_7
2	Yes- In Store Coupon	0_e_7
3	No	0_e_7
88	Refused	0_e_7
99	Don't Know	0_e_7

IF POS_PART = 1 then *PT_PART = 1*; Else *PT_PART = 2;*

IF [0_e_3 = 1 or POS_PART = 1] then ASK 0_e_7;
0_e_7 How did you first find out about the instant rebate?

1	In-Store Display	0_e_9
2	Salesperson	0_e_9
3	Noticed on Receipt	0_e_9
4	Saw or heard an advertisement	0_e_9
5	Word of mouth (from a friend or family member)	0_e_9
6	Contractor	0_e_9
77	Other [SPECIFY]	0_e_9
88	Refused	0_e_9
99	Don't Know	0_e_9

End If 0_e_3 = 1 or POS_PART =1;

IF POS_PART=1 or ((0_e_3=1 or SALE_PART=1) and (PSTAT_PGM=1 or PSTAT_ES=1) then ASK 0_e_9;

0_e_9_[ALL]
If SALE_PART = 1 then Ask: How influential was the sale price on your decision to purchase the programmable thermostat model you chose? Would you say it was …
Else Ask: How influential was the instant rebate on your decision to purchase the programmable thermostat model you chose? Would you say it was …

1	Very	1_a_1
2	Somewhat OR	1_a_1
3	Not At All Influential	1_a_1
88	Refused	1_a_1
99	Don't Know	1_a_1

2_a NON-LIGHTING PARTICIPANT SATISFACTION

If POS_PART = 1 or SALE_PART = 1 then Read Statement below and Ask 2_a_2 and 2_a_5: We'd like to get a sense of your satisfaction with two financial aspects of purchasing your Programmable Thermostat. Please use a 1 to 10 scale, where 1 means EXTREMELY DISSATISFIED and 10 means EXTREMELY SATISFIED.

2_a_2_[A] **If SALE_PART = 1 then Ask:** Please rate your satisfaction with the **discounted sale price**
Else Ask: Please rate your satisfaction with the **rebate amount**

2_a_5_[A] [SFR_SAT11] And the Satisfaction with the **savings on your utility bill** resulting from installing the new Programmable Thermostat

2_e POS and SECONDARY MEASURE PROG THERMOSTAT BATTERY

Ask this battery If PSTAT_PGM =1 or PSTAT_MAN =1 or PSTAT_ES =1 or POS_PART = 1 or SALE_PART = 1;
Read "I'd like to ask you a few questions about the new thermostat you purchased"

2_e_1 Did you purchase your Thermostat at a retail store or through a contractor?

1	Retail Store	0_e_8
2	Contractor	2_e_8
77	Other Specify	2_e_12
88	Refused	2_e_12
99	Don't Know	2_e_12

0_e_8 Where did you purchase your Thermostat? [DO NOT READ]

1	Home Depot	0_e_9
2	Lowes	0_e_9
3	Costco	0_e_9
4	Other Home improvement or hardware store	0_e_9
5	Big Box retailer (such as Target, K-Mart, Wal-Mart, Sears)	0_e_9
6	Supermarket, food store (Albertson's, Cala Foods)	0_e_9
7	Drug store (Long's, Rite Aid, Walgreen's)	0_e_9
8	Lighting supply store, lighting showroom	0_e_9
9	Contractor	0_e_9
77	Other [SPECIFY]	0_e_9
88	Refused	0_e_9
99	Don't Know	0_e_9

2_e_2 Do you recall seeing any [Utility] literature or displays that provided information about the energy efficiency of the Thermostat you purchased?

1	Yes	2_e_5
2	No	2_e_5
88	Refused	2_e_5
99	Don't know	2_e_5

If 0_e_7 ne (2) then ASK 2_e_5;
2_e_5 When shopping for your thermostat, did you talk with a salesperson?

1	Yes	2_e_6
2	No	2_e_12
88	Refused	2_e_12
99	Don't know	2_e_12

If 2_e_5 =1 and 0_e_7 ne 2 then Ask 2_e_6;

2_e_6 If SALE_PART Ask: Did the salesperson tell you that the Programmable Thermostat was on sale? **Else Ask:** [SFR_A25] Did the salesperson tell you about the rebate program?

1	Yes	2_e_7
2	No	2_e_7
88	Refused	2_e_7
99	Don't know	2_e_7

If 2_e_5 = 1 or 0_e_7 = 2 then ASK 2_e_7;

2_e_7 Did the salesperson tell you about the energy efficiency benefits of your thermostat?

1	Yes	2_e_12
2	No	2_e_12
88	Refused	2_e_12
99	Don't know	2_e_12

End IF 2_e_5 = 1;

IF 2_e_1 = 2 then ask 2_e_8 to 2_e_10;

2_e_8 Did your contractor tell you about the energy efficiency benefits of your programmable thermostat?

1	Yes	2_e_8b
2	No	2_e_8b
88	Refused	2_e_8b
99	Don't know	2_e_8b

2_e_8b Using a scale of 1 to 10, where 1 means EXTREMELY DISSATISFIED and 10 means EXTREMELY SATISFIED, how satisfied are you with this contractor?

#	Rating from 1 (Extremely Dissatisfied) to 10 (Extremely Satisfied) (11=N/A)	2_e_9
88	Refused	2_e_9
99	Don't Know	2_e_9

2_e_9 Did your contractor tell you of the **Home Energy Efficiency Rebate** program?

1	Yes	2_e_10
2	No	2_e_10
88	Refused	2_e_10
99	DK	2_e_10

2_e_10 Did your contractor recommend purchasing an Energy Star Programmable thermostat rather than a manual or non-Energy Star Programmable Thermostat?

1	Yes	2_e_12
2	No	2_e_12
88	Refused	2_e_12
99	DK	2_e_12

2_e_12 How old was the thermostat that was replaced?

#	Number of years	2_e_14
77	Didn't have old unit	2_f_6
88	Refused	2_e_13
99	Don't Know	2_e_13

2_e_13 Was it ...

1	< 5 years old	2_e_14
2	5-10 years old	2_e_14
3	10-15 years old	2_e_14
4	15-20 years old	2_e_14
5	> 20 years old	2_e_14
88	Refused	2_e_14
99	Don't Know	2_e_14

2_e_14 Was your old thermostat in working order when it was replaced?

1	Yes	2_f_6
2	No	2_f_6
88	Refused	2_f_6
99	Don't Know	2_f_6

2_f PROG THERMOSTAT BATTERY FOR ALL

If PSTAT_PGM=1 or PSTAT_MAN=1 or PSTAT_ES=1 or POS_PART = 1 or SALE_PART = 1 then ask 2_f_6 and 2_f_7;

2_f_6 Did you purchase an air conditioner, heat pump or furnace when you bought your thermostat?

1	Yes – AC	2_f_7
2	Yes – Furnace	2_f_7
3	Yes – Heat Pump	2_f_7
4	No	2_f_7
88	Refused	2_f_7
99	Don't know	2_f_7

If 2_e_12 ne 77 then Ask 2_f_7;
2_f_7 Was your previous thermostat a [READ CATEGORIES]

1	Manual Thermostat	2_f_8
2	Programmable Thermostat – but not Energy Star	2_f_8
3	Programmable Thermostat, not sure if Energy Star	2_f_8
4	Energy Star Programmable Thermostat	2_f_8
5	Didn't have a programmable thermostat	2_f_8
88	Refused	2_f_8
99	Don't Know	2_f_8

If (PSTAT_PGM = 1 or PSTAT_ES =1 or POS_PART = 1 or SALE_PART = 1) then Ask

2_f_8 I'd like to get an idea of how you are using your new thermostat to control the temperature of your home. First, do you usually adjust the temperature settings on your new thermostat manually or do you program it to adjust automatically at different times of the day?

1	Adjusted Manually	2_f_9a
2	Programmed	2_f_9a
88	Refused	2_f_9a
99	Don't know	2_f_9a

2_f_9a-e In general, there may be many benefits from using a programmable thermostat to automatically control the temperature.

a. Would you say that using a programmable thermostat makes your home:

1	**More comfortable** than using a regular thermostat	2_f_9b
2	**Just as comfortable,** or	2_f_9b
3	**Less comfortable** than using a regular thermostat	2_f_9b
99	Don't know	2_f_9b

b. Would you say that using a programmable thermostat:

1	Is **more convenient** than using a regular thermostat	2_f_9c
2	Not any more or less **convenient, or**	2_f_9c
3	Less **convenient** than using a regular thermostat	2_f_9c
99	Don't know	2_f_9c

c. Would you say that using a programmable thermostat has led you to use your heater and/or air conditioner:

1	**More hours** than using a regular thermostat	2_f_9d
2	**About the same number of hours, or**	2_f_9d
3	**Less hours than** using a regular thermostat	2_f_9d
99	Don't know	2_f_9d

d. How often do you override the settings you have pre-programmed?

1	Never	2_f_10
2	Occasionally (every few weeks)	2_f_9e
3	Frequently (at least once a week)	2_f_9e
4	All the time (Multiple times a week)	2_f_9e
5	Only use manually	2_f_9e
77	Other	2_f_9e
88	Refused	2_f_10
99	Don't know	2_f_10

e. Do you typically override the setting to increase or decrease the usage of your heating and/or cooling equipment?

1	Increase (turn on)	2_f_10
2	Decrease (turn off)	2_f_10
88	Refused	2_f_10
99	Don't know	2_f_10

End If;
If POS_PART = 1 or SALE_PART = 1 then ask 2_f_10 to 2_f_13;

2_f_10 If SALE_PART Ask: Did you become aware of the fact that the thermostat was on sale **before or after** you decided to purchase your new thermostat?
Else Ask: Did you become aware of the rebate **before or after** you decided to purchase your new thermostat?

1	Before	2_f_11
2	After	2_f_11
3	Same time	2_f_11
88	Refused	2_f_11
99	Don't know	2_f_11

2_f_11 If SALE_PART Ask: Which of the following four statements best describes the actions you would have taken had the thermostat NOT been on sale:
Else Ask: Which of the following four statements best describes the **actions you would have taken had the rebate NOT existed:**

1	We would **NOT** have purchased a thermostat at all	2_f_14
2	We would have purchased the same Energy Star Programmable Thermostat	2_f_12
3	We would have purchased a Non-Energy Star Programmable Thermostat	2_f_14
4	We would have purchased a regular manual Thermostat	2_f_14
88	Refused	2_f_14
99	Don't know	2_f_14

2_f_12 If SALE_PART Ask: If the thermostat had not been on Sale, would you have purchased this Energy Star programmable thermostat…
Else Ask: If the rebate was not available, would you have purchased this Energy Star programmable thermostat…

1	At the same time	2_f_14
2	Within a year	2_f_14
3	More than a year later	2_f_13
88	Refused	2_f_14
99	Don't know	2_f_14

2_f_13 If SALE_PART Ask: How many months or years would you have waited before buying the programmable thermostat if it had not been on sale?
Else Ask: How many months or years would you have waited before buying the programmable thermostat if the rebate had not existed?

1	Enter as complete answer	2_f_14
88	Refused	2_f_14
99	Don't know	2_f_14

END IF;

If PSTAT_PGM=1 or PSTAT_MAN=1 or PSTAT_ES=1 or POS_PART = 1 or SALE_PART = 1 then ask 2_f_14 to 2_f_20;
Display "We would like to get a sense of what influenced you to purchase your new thermostat?"

If PGM_AWARE = 1 then Ask 2_f_14;

2_f_14 How influential was the Home Energy Efficiency Rebate **Program** in your decision. Would you say it was Very, Somewhat, or Not At All Influential?

If 2_e_1 = 2
2_f_16 How influential was the C**ontractor** in your decision. Would you say it was Very, Somewhat, or Not At All Influential?

If 2_e_5 = 1 or 0_e_7 = 2;
2_f_17 How influential was the **Salesperson** in your decision. Would you say it was Very, Somewhat, or Not At All Influential?

If -2_e_2 = 1
2_f_18 How influential was the Home **Advertising material** in your decision. Would you say it was Very, Somewhat, or Not At All Influential?

If 1_b_9 = 1 or 1_b_8 = 6 or 1_b_4 = 6
2_f_19 How influential was the **FLEX YOUR POWER advertising campaign** in your decision. Would you say it was Very, Somewhat, or Not At All Influential?

If 1_b_13 = 1 or 1_b_15 = 1
2_f_20 How influential was the **20/20 or 10/20 advertising campaign** in your decision. Would you say it was Very, Somewhat, or Not At All Influential?

2_f_21 On a scale of 1 to 10, where 1 means not all at satisfied and 10 means extremely satisfied, how satisfied are you with the performance of the new Thermostat you purchased?

4_b GENERAL EQUIPMENT PURCHASES

Read: I'd like to ask you a few questions about recent equipment purchases for which you **did not** receive a rebate.

4_b_1 Have you purchased any new heating, cooling or water heating equipment or major household appliance purchases since January 2004 for which you did not receive a rebate?

1	Yes	4_b_2
2	No	4_b_3
88	Refused	4_b_3
99	Don't know	4_b_3

4_b_2 What did you purchase?

1	Refrigerator	4_b_2a
2	**Clothes washer (DC Meas1)**	4_b_2a
3	Clothes Dryer	4_b_2a
4	Dishwasher	4_b_2a
5	Room air conditioner	4_b_2a
6	**Central air conditioner (BILL/DC Meas2)**	4_b_2a
7	Furnace/central heating	4_b_2a
8	Water heater	4_b_2a
9	Heat Pump	4_b_2a
10	Evaporative cooler/swamp cooler	4_b_2a
11	Whole house fan	4_b_2a
12	Stove/Range/Oven Cooktop	4_b_2a
13	Microwave Oven	4_b_2a
77	OTHER (specify)	4_b_2a
88	Refused	4_b_2a
99	Don't know	4_b_2a

If 4_b_2 = 3 then Ask 4_b_2a;

4_b_2a Is the clothes dryer Gas or Electric?

1	Gas	4_b_2b
2	Electric	4_b_2b
88	Refused	4_b_2b
99	Don't know	4_b_2b

If 4_b_2 = 7 then Ask 4_b_2b;

4_b_2b Is the heating system Gas or Electric?

1	Gas	4_b_2c
2	Electric	4_b_2c
88	Refused	4_b_2c
99	Don't know	4_b_2c

If 4_b_2 = 8 then Ask 4_b_2c;

4_b_2c Is the Water Heater Gas or Electric?

1	Gas	4_b_3
2	Electric	4_b_3
88	Refused	4_b_3
99	Don't know	4_b_3

4_b_3 Other than major appliances and heating and cooling equipment, have you installed anything else in your home that would assist you in saving energy such as dual pane windows, a high efficiency pool pump, or insulation since January 2004?

1	Yes	4_b_4
2	No	4_b_5
88	Refused	4_b_5
99	*Don't know*	4_b_5

4_b_4 What did you do?

1	**Insulation – wall, ceiling or attic (BILL/DC Meas4)**	4_b_5
2	**Pool pump motor (BILL)**	4_b_5
3	**Windows – Dual Pane or High Efficiency**	4_b_5
4	**Programmable thermostat (BILL/DC Meas3)**	4_b_5
5	Fluorescent Indoor Fixture	4_b_5
6	Fluorescent Outdoor Fixture	4_b_5
7	CFL Bulb	4_b_5
8	CFL fixture	4_b_5
9	Motion sensor	4_b_5
10	Dimmer Switch	4_b_5
11	Weatherstripping/Caulking/Weatherization	4_b_5
12	Water Heater/Pipe Wrapping/Insulation	4_b_5
13	Low Flow Showerheads	4_b_5
14	Faucet Aerators	4_b_5
15	Duct Sealing/Repair (NOT CLEANING)	4_b_5
16	Pool Cover	4_b_5
77	Other [SPECIFY]	4_b_5
88	Refused	4_b_5
99	Don't know	4_b_5

Check to make sure they didn't report something we already discussed today
If 4_b_4C04 = 1 or POS_PART = 1 then 4_b_4C04 = 0;

FOR ALL MEASURES REPORTED IN 4_b_2 and for measures 1-3 reported in 4_b_4 GO THROUGH QUESTIONS 4_b_5_ZZ through 4_b_11_ZZ (ZZ represents the reported measure)

4_b_5_ZZ In what year did you install the new [ZZ]?

1	2004	4_b_6_ZZ
2	2005	4_b_6_ZZ
3	2006	4_b_6_ZZ
4	2007	4_b_6_ZZ
88	Refused	4_b_7_ZZ
99	Don't know	4_b_7_ZZ

4_b_6_ZZ And what month? (if they are not sure of month see if they can give you the season)

1	January	4_b_7_ZZ
2	Feb	4_b_7_ZZ
3	March	4_b_7_ZZ
4	April	4_b_7_ZZ
5	May	4_b_7_ZZ
6	June	4_b_7_ZZ
7	July	4_b_7_ZZ
8	August	4_b_7_ZZ
9	September	4_b_7_ZZ
10	October	4_b_7_ZZ
11	November	4_b_7_ZZ
12	December	4_b_7_ZZ
13	Winter	4_b_7_ZZ
14	Spring	4_b_7_ZZ
15	Summer	4_b_7_ZZ
16	Fall	4_b_7_ZZ
88	Refused	4_b_7_ZZ
99	Don't know	4_b_7_ZZ

If PGM_AWARE = 1 then ASK 4_b_7_ZZ and 4_b_8_ZZ;

4_b_7_ZZ Were you aware of the Home Energy Efficiency Rebates program **before or after** you decided to purchase the new [ZZ]?

1	Before	4_b_8_ZZ
2	After	4_b_9_ZZ
88	Refused	4_b_9_ZZ
99	Don't know	4_b_9_ZZ

4_b_8_ZZ How influential was the program in your decision to purchase the new [ZZ].

1	Very Influential	4_b_9_ZZ
2	Somewhat Influential	4_b_9_ZZ
3	Not At All Influential	4_b_9_ZZ
88	Refused	4_b_9_ZZ
99	Don't Know	4_b_9_ZZ

If 4_b_4 not equal 1 and 4_b_2 not equal to 10 or 11 then ASK 4_b_9_ZZ and 4_b_10_ZZ;

4_b_9_ZZ Was the new [ZZ] that you purchased more energy efficient than standard models available at the time of your purchase?

1	Yes	4_b_10_ZZ
2	No	4_b_11_ZZ
88	Refused	4_b_11_ZZ
99	Don't Know	4_b_11_ZZ

4_b_10_ZZ How do you know your new [ZZ] is energy efficient? (Allow Multiples)

Major Appliance [4_b_2 = 1, 2, 3, 4, 5]
1 Energy Guide
2 Energy Star label
3 Utility recommendation
4 Utility rebate
5 Other manufacturer/retailer product information
6 Salesperson
7 Contractor
8 Other

Central Air Conditioning [4_b_2 = 6]
1 SEER / Seasonal Energy Efficiency Rating
2 Utility recommendation
3 Utility rebate
4 Other manufacturer/retailer product information
5 Salesperson
6 Contractor
7 Other

Heating [4_b_2 = 7]
1 AFUE
2 Energy Star
3 Utility recommendation
4 Utility rebate
5 Other manufacturer/retailer product information
6 Salesperson
7 Contractor
8 Other

Heat Pump [4_b_2 = 9]
1 SEER/ Seasonal Energy Efficiency Rating
2 HSPF / Heating Seasonal Performance Factor
3 Utility recommendation
4 Utility rebate
5 Other manufacturer/retailer product information
6 Salesperson
7 Contractor
8 Other

Water heating [4_b_2 = 8]
1 Energy Factor
2 Utility recommendation
3 Utility rebate
4 Other manufacturer/retailer product information
5 Salesperson
6 Contractor
7 Other

Pool Pump [4_b_4 = 2]
1 Reduced Horsepower Motor
2 Two Speed Model
3 Utility recommendation
4 Utility rebate
5 Other manufacturer/retailer product information

6 Salesperson
7 Contractor
8 Other

Windows [4_b_4 = 3]
1 U-Factor/Solar Heat Gain Coefficient/Low E
2 Utility recommendation
3 Utility rebate
4 Other manufacturer/retailer product information
5 Salesperson
6 Contractor
7 Other

4_b_11_ZZ Did you receive a rebate from [utility] on your new [ZZ]?

1	Yes	4_c_2_ZZ
2	No	4_c_2_ZZ
3	Applied but did not receive	4_c_2_ZZ
88	Refused	4_c_2_ZZ
99	Don't Know	4_c_2_ZZ

4_c NON-PART DISCRETE CHOICE QUESTIONS - CW, AC, IN

GO THROUGH THESE QUESTIONS UP TO 3 TIMES IF 4_b_2 =2 (CW), 6(AC) or 4_b_4= 1 (IN);
Read: "The next couple of questions are about the [ZZ] you purchased"

4_c_2_ZZ Did you purchase your [ZZ] at a retail store or through a contractor?

1	Retailer	4_c_4_ZZ
2	Contractor	4_c_10_ZZ
77	Other Specify	4_c_15_ZZ
88	Refused	4_c_15_ZZ
99	Don't Know	4_c_15_ZZ

4_c_4_ZZ Do you recall seeing any [Utility] literature or displays that provided information about the energy efficiency of the [ZZ] you purchased?

1	Yes	4_c_7_ZZ
2	No	4_c_7_ZZ
88	Refused	4_c_7_ZZ
99	Don't know	4_c_7_ZZ

4_c_7_ZZ did you speak with a salesperson when you were shopping for [ZZ]?

1	Yes	4_c_8_ZZ
2	No	4_c_10_ZZ
88	Refused	4_c_10_ZZ
99	Don't know	4_c_10_ZZ

4_c_8_ZZ Did the salesperson tell you about the rebate program?

1	Yes	4_c_9_ZZ
2	No	4_c_9_ZZ

88	Refused	4_c_9_ZZ
99	Don't know	4_c_9_ZZ

4_c_9_ZZ Did the salesperson inform you of the benefits of high efficiency [ZZ]?
If ZZ = IN then Ask: Did the salesperson inform you of the benefits of insulating your home?

1	Yes	4_c_10_ZZ
2	No	4_c_10_ZZ
88	Refused	4_c_10_ZZ
99	Don't know	4_c_10_ZZ

If 4_c_2_ZZ = 2 then Ask 4_c_10_ZZ to 4_c_14_ZZ;
4_c_10_ZZ Did your contractor inform you of the benefits of high efficiency [ZZ]?
If ZZ = IN then Ask: Did the contractor inform you of the benefits of insulating your home?

1	Yes	4_c_13_ZZ
2	No	4_c_13_ZZ
88	Refused	4_c_13_ZZ
99	DK	4_c_13_ZZ

4_c_13_ZZ Did your contractor inform you of the **Home Energy Efficiency Rebate** program?

1	Yes	4_c_14_ZZ
2	No	4_c_14_ZZ
88	Refused	4_c_14_ZZ
99	DK	4_c_14_ZZ

4_c_14_ZZ Did your contractor recommend purchasing a high efficiency [ZZ] rather than a standard efficiency unit?
If ZZ = IN then ask: Did your contractor recommend installing Insulation?

1	Yes	4_c_14c
2	No	4_c_14c
88	Refused	4_c_14c
99	Don't Know	4_c_14c

If ZZ = IN then ask 4_c_14c_ZZ;
4_c_14c_IN Did you have insulation in your home prior to this recent installation?

1	Yes	4_c_15
2	In some areas but not in area insulated	4_c_15
3	No	4_c_15
88	Refused	4_c_15
99	Don't Know	4_c_15

4_c_15_ZZ [If ZZ not equal IN then ask] How old was the [ZZ] that was replaced?

#	Number of years	4_c_17
77	Didn't have old unit	4_c_17
88	Refused	4_c_16
99	Don't Know	4_c_16

4_c_16_ZZ Was it ...

1	< 5 years old	4_c_17
2	5-10 years old	4_c_17
3	10-15 years old	4_c_17
4	15-20 years old	4_c_17
5	> 20 years old	4_c_17
88	Refused	4_c_17
99	Don't Know	4_c_17

IF 4_c_15_ZZ ne 77 and ZZ in (AC,CW) then ask 4_c_17_ZZ;
4_c_17_ZZ Was your old [ZZ] in working order when it was replaced?

1	Yes	4_c_19
2	No	4_c_18
88	Refused	4_c_19
99	Don't Know	4_c_19

IF 4_c_17 = 2 then ask 4_c_18_ZZ;
4_c_18_ZZ Could your old [ZZ] have been fixed, or was it beyond repair?

1	Could have been fixed	4_c_19
2	Beyond repair	4_c_19
3	Cheaper to replace	4_c_19
88	Refused	4_c_19
99	Don't Know	4_c_19

IF ZZ = AC and then ASK 4_c_19_AC;
4_c_19_AC What type of unit was your old air conditioner system? Was it…

1	Central Air Conditioning system	4_c_20
2	Central Heat Pump	4_c_20
3	Window or wall unit or room air conditioner	4_c_20
4	None or fans only	4_c_20
88	Refused	4_c_20
99	Don't Know	4_c_20

IF ZZ=AC and 4_c_15_CW not equal 77 then ASK 4_c_20_CW and 4_c_21_CW;
4_c_20_CW Was your old clothes washer an Energy Star unit?

1	Yes	4_c_21
2	No	4_c_21
88	Refused	4_c_21
99	Don't Know	4_c_21

4_c_21_CW Was it a front or top loading machine?

1	Front	4_c_22
2	Top	4_c_22
88	Refused	4_c_22
99	Don't Know	4_c_22

We'd like to get a sense of **what influenced you to purchase the new** [ZZ]. How influential was the _____ in your decision to purchase the [ZZ]? Would you say it was Very, Somewhat, or Not At All Influential?

If 4_b_11_ZZ = 1	**4_c_23_ZZ_[ALL]{DC}**	**Rebate**
If 4_c_2_ZZ = 2	**4_c_24_ZZ_[ALL]{DC}**	**Contractor**
If 4_c_7_ZZ = 1	**4_c_25_ZZ_[ALL]{DC}**	**Salesperson**
If 4_c_4_ZZ = 1	**4_c_26_ZZ_[ALL]{DC}**	**Advertising material**
If 1_b_9 = 1 or 1_b_4 = 6	**4_c_27_ZZ_[ALL] {FR/DC}**	**FLEX YOUR POWER advertising campaign**
If 1_b_13 = 1 or 1_b_15 = 1	**4_c_28_ZZ_[ALL] {FR/DC}**	**20/20 or 10/20 advertising campaign**

4_d DEMOGRAPHICS - APPLIANCES AND EQUIPMENT

If 4_b_2 not in (6, 9, 10) then ASK 4_d_2 through 4_d_6;
4_d_2 What type of air conditioning system do you have in your home?

1	Central air conditioning	4_d_3
2	Evaporative cooler	4_d_3
3	Heat Pump	4_d_3
4	Room/wall unit- air conditioning	4_d_3
5	None	4_d_7
88	Refused	4_d_3
99	Don't know	4_d_3

4_d_3 How old is your existing air conditioning system? (the one you use the most)

#	Number of years	4_d_5
77	Didn't have old unit	4_d_5
88	Refused	4_d_4
99	Don't Know	4_d_4

4_d_4 Is it ...

1	< 5 years old	4_d_5
2	5-10 years old	4_d_5
3	10-15 years old	4_d_5
4	15-20 years old	4_d_5
5	> 20 years old	4_d_5
88	Refused	4_d_5
99	Don't Know	4_d_5

4_d_5 Is your existing air conditioning system in working order?

1	Yes	4_d_7
2	No	4_d_6
88	Refused	4_d_7
99	Don't Know	4_d_7

IF 4_d_5 = 2 then ask 4_d_6;
4_d_6 Could it be fixed, or is it beyond repair?

1	Could be fixed	4_d_7
2	Beyond repair	4_d_7
3	Cheaper (Easier) to replace	4_d_7
88	Refused	4_d_7
99	Don't Know	4_d_7

If 4_b_2 not = 7 or 9 then ASK 4_d_7;
4_d_7 What type of heating do you have in your home? (primary source of heat)

1	Gas Furnace	4_d_8
2	Electric Heating	4_d_8
3	Electric Strip Heat	4_d_8
4	No Heating	4_d_8
5	Wood Burning Fireplace/Wood Stove	4_d_8
6	Heat Pump	4_d_8
77	Other Specify	4_d_8
88	Refused	4_d_8
99	Don't Know	4_d_8

If 4_b_4 not = 1 then ASK 4_d_8;
4_d_8 Is your home insulated?

1	Yes	4_d_9
2	No	4_d_10
88	Refused	4_d_10
99	Don't know	4_d_10

4_d_9 Which of the following areas are insulated?

1	Ceiling /Attic	4_d_9b
2	Walls	4_d_9b
3	Floor	4_d_9b
4	Ducts	4_d_9b
5	Between Floors	4_d_9b
88	Refused	4_d_9b
99	Don't know	4_d_9b

4_d_9b Do you feel that your current level of insulation is adequate?

1	Yes	4_d_10
2	No	4_d_10
77	Other	4_d_10
88	Refused	4_d_10
99	Don't know	4_d_10

If 4_b_2 not = 2 then ASK 4_d_10;
4_d_10 Do you have a washing machine in your home?

1	Yes	4_d_11
2	No	4_d_15
88	Refused	4_d_15
99	Don't know	4_d_15

4_d_11 How old is your washing machine?

#	Number of years	4_d_15
77	Didn't have old unit	4_d_15
88	Refused	4_d_12
99	Don't Know	4_d_12

4_d_12 Is it ...

1	< 5 years old	4_d_15
2	5-10 years old	4_d_15
3	10-15 years old	4_d_15
4	15-20 years old	4_d_15
5	> 20 years old	4_d_15
88	Refused	4_d_15
99	Don't Know	4_d_15

4_d_13 Is your existing washing machine in working order?

1	Yes	4_d_15
2	No	4_d_14
88	Refused	4_d_15
99	Don't Know	4_d_15

IF 4_d_13 = 2 then ask 4_d_14;
4_d_14 Could it be fixed, or is it beyond repair?

1	Could be fixed	4_d_15
2	Beyond repair	4_d_15
3	Cheaper (easier) to replace	4_d_15
88	Refused	4_d_15
99	Don't Know	4_d_15

If POS_PART ne 1 and SALE_PART = 1 PSTAT_PGM ne 1 and PSTAT_MAN ne 1 and PSTAT_ES ne 1 and 4_b_4 not = 4 then ASK 4_d_15 to 4_d_17;
4_d_15 How old is your existing thermostat?

#	Number of years	4_d_15
77	Didn't have old unit	4_d_16
88	Refused	4_d_16
99	Don't Know	4_d_16

4_d_16 Is it ...

1	< 5 years old	4_d_17
2	5-10 years old	4_d_17
3	10-15 years old	4_d_17
4	15-20 years old	4_d_17
5	> 20 years old	4_d_17
88	Refused	4_d_17
99	Don't Know	4_d_17

If 4_d_15 ne 77 then ask 4_d_17;
4_d_17 Is your current thermostat a [READ CATEGORIES]

1	Manual Thermostat	4_d_18
2	Programmable Thermostat	4_d_18
3	Energy Star Programmable Thermostat	4_d_18
4	Programmable Thermostat (unsure if Energy Star) – Do Not Read	4_d_18
88	Refused	4_d_18
99	Don't Know	4_d_18

If 4_b_4 not = 2 then ASK 4_d_18;
4_d_21 Do you have a swimming pool in your home?

1	Yes	4_d_22
2	No	4_d_22
88	Refused	4_d_22
99	Don't Know	4_d_22

4_a DEMOGRAPHICS - GENERAL

Read to ALL: "We are almost finished. Next I have just a few questions about your household to make sure we're getting a representative sample of California residents."

4_a_1 In what year was your home built?

####	Year	4_a_2
88	Refused	4_a_1a
99	Don't Know	4_a_2

4_a_1a Was it built …. [READ RANGE]?

1	in the last ten years (i.e., since 1997)?	4_a_2
2	in the early 90's?	4_a_2
3	in the 80's?	4_a_2
4	in the 70's?	4_a_2
5	in the 50's or 60's?	4_a_2
6	before the 50's?	4_a_2
88	Refused	4_a_2
99	Don't Know	4_a_2

4_a_2 About how large is your home in terms of total square feet?

####	Square feet	4_a_3
88	Refused	4_a_2a
99	Don't Know	4_a_3

4_a_2a Is it …. [READ RANGE]?

1	less than 500 square feet	4_a_3
2	500-999 square feet	4_a_3
3	1,000 to 1,499 square feet	4_a_3
4	1,500-1,999 square feet	4_a_3
5	2,000-2,499 square feet	4_a_3
6	2,500-2,999 square feet	4_a_3
7	3,000 or more square feet	4_a_3
88	Refused	4_a_3
99	Don't Know	4_a_3

4_a_3 Did you do any remodeling, renovation or additions since January 2004?

1	Yes	4_a_3a
2	No	4_a_4
88	Refused	4_a_4
99	Don't know	4_a_4

4_a_3a In what year?

1	2007	4_a_3b
2	2006	4_a_3b
3	2005	4_a_3b
4	2004	4_a_3b
88	Refused	4_a_3c
99	Don't know	4_a_3c

4_a_3b And what month? (if they are not sure of month see if they can give you the season)

1	January	4_a_3c
2	Feb	4_a_3c
3	March	4_a_3c
4	April	4_a_3c
5	May	4_a_3c
6	June	4_a_3c
7	July	4_a_3c
8	August	4_a_3c
9	September	4_a_3c
10	October	4_a_3c
11	November	4_a_3c
12	December	4_a_3c
13	Winter	4_a_3c
14	Spring	4_a_3c
15	Summer	4_a_3c
16	Fall	4_a_3c
88	Refused	4_a_3c
99	Don't know	4_a_3c

4_a_3c Did this increase or decrease your home's square footage?

1	Increased	4_a_4
2	Decreased	4_a_4
3	No change	4_a_4
88	Refused	4_a_4
99	Don't Know	4_a_4

4_a_4 How many people of the following age groups live in your home year-round?

#	Less than 18 years old	4_a_5
#	18-59	4_a_5
#	60 or older	4_a_5
88	Refused	4_a_5
99	Don't Know	4_a_5

4_a_5 Has the number of people in your household changed since January of 2004?

1	Yes, Increased	4_a_5inc
2	Yes, Decreased	4_a_5dec
3	No change	4_a_6a
88	Refused	4_a_6a
99	Don't Know	4_a_6a

4_a_5inc By how many has your household increased?

#	SPECIFY BY HOW MANY	4_a_6a
88	Refused	4_a_6a
99	Don't Know	4_a_6a

4_a_5dec By how many has your household decreased?

#	SPECIFY BY HOW MANY	4_a_6a
88	Refused	4_a_6a
99	Don't Know	4_a_6a

If 4_a_5 in {1,2} then ask 4_a_6a and 4_a_6b;

4_a_6a In what year did the number of people in your household change? (Record year of most recent change)

1	2007	4_a_6b
2	2006	4_a_6b
3	2005	4_a_6b
4	2004	4_a_6b
88	Refused	4_a_7
99	Don't know	4_a_7

4_a_6b And what month? (if they are not sure of month see if they can give you the season)

1	January	4_a_7
2	Feb	4_a_7
3	March	4_a_7
4	April	4_a_7
5	May	4_a_7
6	June	4_a_7
7	July	4_a_7
8	August	4_a_7
9	September	4_a_7
10	October	4_a_7
11	November	4_a_7
12	December	4_a_7
13	Winter	4_a_7
14	Spring	4_a_7
15	Summer	4_a_7
16	Fall	4_a_7
88	Refused	4_a_7
99	Don't know	4_a_7

4_a_7 What is the highest level of education you have completed?

1	Some high school	4_a_8
2	High school graduate	4_a_8
3	Trade or technical school	4_a_8
4	Some college	4_a_8
5	College graduate	4_a_8
6	Some graduate school	4_a_8
7	Graduate degree	4_a_8
77	Other	4_a_8
88	Refused	4_a_8
99	Don't know	4_a_8

4_a_8 Which of the following best represents your annual household income from all sources in 2005, before taxes? *[READ]*

1	Less than $20,000 per year	4_a_9
2	$20,000-49,9999	4_a_9
3	$50,000-74,999	4_a_9
4	$75,000-99,999	4_a_9
5	$100,000 or more	4_a_9
77	Other	4_a_9
88	Refused	4_a_9
99	Don't know	4_a_9

4_a_9 How would you describe your racial or ethnic background? [READ LIST]

1	Hispanic	4_a_10
2	African American	4_a_10
3	Caucasian	4_a_10
4	Asian American	4_a_10
5	Native American	4_a_10
6	Pacific Islander	4_a_10
7	Interracial	4_a_10
8	Hispanic	4_a_10
77	Other (specify)	4_a_10
88	Refused	4_a_10
99	Don't know	4_a_10

4_a_10 What is the primary language spoken in your home?

1	English	4_a_10
2	Spanish	4_a_10
3	Mandarin	4_a_10
4	Cantonese	4_a_10
5	Tagalog	4_a_10
6	Korean	4_a_10
7	Vietnamese	4_a_10
8	Russian	4_a_10
9	Japanese	4_a_10
77	Other (specify)	4_a_10
88	Refused	4_a_10
99	Don't know	4_a_10

5_a On-Site Recruiting

IF CFL_PURCH = 1 and CFL_SECTOR_B = 1;

5_a_1_[BASE] We would like to offer you $50 to participate in the on-site component of this evaluation we are completing for [Utility]? We are NOT interested in selling you anything.

This visit to your home would occur in January or February 2007. During this time a trained auditor would look at your household lighting and ask you a few questions. The on-site visit would take about 30 minutes.

IF THEY ARE INTERESTED, say: Great! Someone will give you a call back to determine when we can schedule an appointment with one of our auditors in your area.

5_b Mailer Recruiting

IF 4_b_2 = 6 and MEAS_AC = 0;

5_b_1 [Utility] is really interested in the type of air conditioners customers like you are installing. This information is extremely valuable in designing better energy conservation programs. We would like to send you a very brief, one page survey to gather model number and other information about your new cooling system. Because this information is so critical,[Utility] will give you $50 dollars for mailing back the completed survey. We could either mail or fax this to you. Which would you prefer?

1	Mail	5_b_2
2	Fax	5_b_7
3	Neither	GOODBYE
88	Refused	GOODBYE
99	Don't know	GOODBYE

If 5_b_1 = 2;

5_b_7 May I please have your fax number?

1	Enter Fax Number	Skip to End
88	Refused	GOODBYE
99	Don't know	GOODBYE

5_b_2 Can I have your name as it should appear on the envelop?

1	Enter Name	5_b_3
88	Refused	GOODBYE
99	Don't know	GOODBYE

5_b_4 May I please have the street address would you like us to mail your survey?

1	Enter Street Address	5_b_5
88	Refused	GOODBYE
99	Don't know	GOODBYE

5_b_5 May I please have the city?

1	Enter City	5_b_6
88	Refused	GOODBYE
99	Don't know	GOODBYE

5_b_6 May I have the zip code for that Address?

1	Enter Zip	Skip to End
88	Refused	GOODBYE
99	Don't know	GOODBYE

READ - Thank you for taking the time to complete this important survey! Have a great day/night!

INPUT VARIABLES	**Values**	**Description**
MEAS_AC	0,1	1 if central AC purchased through pgm
Year	2004,2005	Year of Participation
UTILITY	PG&E, SDG&E, SCG, SCE	Utility corresponding to Measure 1
PROGRAM CONTACT		Contact Name
BILL_ANAL	0,1	1 if a Billing Analysis Measure (AC, IN, PT, PP, WI)
DC_ANAL	0,1	1 if a Discrete Choice Measure (CW, AC, IN, PT)
Onsite_Cluster	0,1	1 if part is in an onsite cluster cities
Onsite_Cluster	#	On-site cluster city number
Phone		Customer Phone Number
SURVEY CALCULATED VARIABLES		
CFL_AWARE	0,1	1 if aware of CFLs
CFL_PURCH	0,1	1 if ever purchased CFL
CFL_PART	0,1	1 if purchased CFL in 2004/2005
CFL_SECTOR	B-E	CFL Sector(awareness & purch status)
POS_PART	0,1	1 if rebate was POS in 04-05 (PT)
PGM_AWARE	0,1	1 if NP is Aware of Rebate Program
PSTAT_MAN	0,1	1 if purchased manual stat in 04-05
PSTAT_PGM	0,1	1 if purchased pgm stat in 04-05
PSTAT_ES	0,1	1 if purchased non-rebated ES P-stat in 04-05
PT_PART	0,1	1 if a PT part in 04/05 (star/pos/mail)

C.2 Participant Survey

0_a INTRODUCTION

0_a_1 Hello, this is <INTERVIEWER NAME> calling on behalf of <Utility> from Itron, Inc. WE ARE NOT SELLING ANYTHING. According to our records, your household participated in <UTILITY>'s Home Energy Efficiency Rebates Program or received an INSTANT REBATE. May I speak with <CONTACT>…or the person in your household that is most knowledgeable about your household's participation in <UTILITY>'s Rebate Program. <UTILITY> is authorized by the California Public Utilities Commission to conduct this very important study.

If CONTACT is Landlord output USERBOX = 26
If CONTACT is Contractor output USERBOX = 24

[IF PROGRAM CONTACT NOT AVAILABLE]
Who would be the best person in your household to speak to about your participation in <UTILITY>'s Home Energy Efficiency Rebates Program?
INTRO3: Hello, this is <INTERVIEWER> calling on behalf of <UTILITY>. We are not selling anything. According to our records, your household participated in <UTILITY>'s Home Energy Efficiency Rebates Program. I was told that you are the person most knowledgeable about your household's participation in <UTILITY>'s Home Energy Efficiency Rebates Program. Is this correct? <UTILITY> is authorized by the California Public Utilities Commission to conduct this very important study.

[IF NEEDED] The four investor-owned utilities in California are cooperating on this important study, authorized by the California Public Utilities Commission. Your input is very important to the utilities and to the Commission.

If Utility Contact Information is Requested, Please use the following:

SDG&E - 1-800-411-SDGE (SDG&E Call Center)
SCG - 1-800-427-2200 (SCG Call Center)
(If call centers can't deal with customer concerns
we can contact Rob Rubin: 1-858-654-1244)
Edison - Shahana Samiullah 626-302-8293
PG&E - Rafael Friedman - 415-972-5799
Beatrice Mayo - 415-973-5269

0_c SCREENER FOR ALL

ASK THIS BATTERY OF ALL SURVEYED CUSTOMERS

0_bc_1 Our records show that you live at [ADDRESS] in [CITY]. Is this correct?

1	Yes	0_c_1
2	No	CORRECT
88	Refused	T&T
99	Don't Know	T&T

CORRECT May I have the correct address?

77	Enter Address – If Street Address is similar continue	0_bc_3
88	Refused	T&T
99	Don't Know	T&T

0_bc_3 Was the [MEAS_DES1] purchased for the home at this address?

1	Yes	0_c_1
2	No	T&T
88	Refused	T&T
99	Don't Know	T&T

0_c_1 Now, about your home, What type of home do you live in?

1	Single Family Detached	0_c_1b
2	Townhome / Single Family Attached (4 or fewer units)	0_c_1b
3	Single Family Attached (5 or more units) / Condo / Apartment	0_c_1b
4	Mobile Home	0_c_1b
88	Refused	0_c_1b
99	Don't Know	0_c_1b

0_c_1b Do you Rent or Own your home?

1	Own	0_b_1
2	Rent	0_b_1
88	Refused	0_b_1
99	Don't Know	0_b_1

0_b SCREENER FOR NON-LIGHTING PARTICIPANT VERIFICATION

Read: "We would like to start by asking you a few questions about your participation in the [Utility] rebate program"

If [(MEAS1 not in PT, PP) or (MEAS1=PT and STAR_POS =0) or (MEAS1 = PP and Leslie_POS = 0)] then ASK 0_b_2 to 0_b_7;

0_b_2 Our records show in [PGM YEAR] your household received a rebate for purchasing a [MEAS_DES1] through the Home Energy Efficiency Rebates Program. Is this correct?

1	Yes	0_b_3
2	NO, did NOT participate/ receive rebate	T&T
77	Other (specify)	T&T
88	Refused	T&T
99	Don't know	T&T

0_b_3 Is it still installed? [MEAS_DES1]

1	Yes – still installed	0_b_5
2	No – WAS installed but REMOVED	0_b_4
3	NO – NEVER INSTALLED	0_b_4
88	Refused	0_b_5
99	Don't Know	0_b_5

0_b_4 Why was the [MEAS_DES1] removed or never installed? [RECORD VERBATIM]

77	Other (specify)	0_b_5

If MEAS2 = PT and STAR_POS = 0 then ASK 0_b_5;

0_b_5 Our records show that you also received a rebate for an Energy Star Programmable Thermostat through the Home Energy Efficiency Rebates Program. Is this correct?

1	Yes	0_b_6
2	NO, did NOT participate/ receive rebate	0_bc_1
77	Other (specify)	0_bc_1
88	Refused	0_bc_1
99	Don't know	0_bc_1

0_b_6 Is it still installed? [Programmable Thermostat]

1	Yes – still installed	0_bc_1
2	No – WAS installed but REMOVED	0_b_7
3	NO – NEVER INSTALLED	0_b_7
88	Refused	0_b_8
99	Don't Know	0_b_8

0_b_7 Why was the Programmable Thermostat removed/Never installed?

77	Other (specify)	0_bc_1

If 0_b_2 not equal 1 then T&T;
If STAR_POS = 1 then ASK 0_b_8 to 0_b_10;

0_b_8 Our records show that you used an instant rebate coupon at the store when you purchased a Programmable Thermostat. Is this correct?

1	Yes	0_b_9
2	NO, did NOT participate/ receive rebate	0_bc_1
77	Other (specify)	0_bc_1
88	Refused	0_bc_1
99	Don't know	0_bc_1

If 0_b_2 ne 1 and 0_b_8 in (2-99) then T&T;

0_b_9 Is this Programmable Thermostat still installed?

1	Yes – still installed	0_bc_1
2	No – WAS installed but REMOVED	0_b_10
3	NO – NEVER INSTALLED	0_b_10
88	Refused	0_bc_1
99	Don't Know	0_bc_1

0_b_10 Why was the Programmable Thermostat removed/never installed?

77	Other (specify)	0_bc_1

If Leslie_POS = 1 then ASK 0_b_11 to 0_b_13;

0_b_11 Our records show that you received an instant rebate for purchasing a Pool Pump through [Utility]'S Rebate Program. Is that correct?

1	Yes	0_b_12
2	NO, did NOT participate/ receive rebate	T&T
77	Other (specify)	T&T
88	Refused	T&T
99	Don't know	T&T

0_b_12 Is this Pool Pump still installed?

1	Yes – still installed	0_e_1
2	No – WAS installed but REMOVED	0_b_13
3	NO – NEVER INSTALLED	0_b_13
88	Refused	0_e_1
99	Don't Know	0_e_1

0_b_13 Why was the Pool Pump REMOVED/NEVER INSTALLED?

77	Other (specify)	0_bc_1

0_e POS P-STAT SCREENER

Ask Battery if (MEAS1 ne PT and MEAS2 ne PT and MEAS_PT ne 1) OR STAR_POS = 1;

If STAR_POS ne 1 then Read "Next I would like to ask you a few questions about the thermostat you may have in your home"**;**

If STAR_POS = 1 then Read "Next I would like to ask you about the programmable thermostat you purchased"**;**

If STAR_POS = 0;

0_e_1 Have you purchased a new thermostat for your home since January 2004?

1	Yes	0_e_1b
2	No	1_a_1
88	Refused	1_a_1
99	Don't know	1_a_1

0_e_1b In what year did you install the new thermostat?

1	2007	0_e_1c
2	2006	0_e_1c
3	2005	0_e_1c
4	2004	0_e_1c
88	Refused	0_e_1c
99	Don't know	0_e_1c

0_e_1c And in what month? (if they can't give you the month, "And in what season?")

1	January	0_e_2
2	Feb	0_e_2
3	March	0_e_2
4	April	0_e_2
5	May	0_e_2
6	June	0_e_2
7	July	0_e_2
8	August	0_e_2
9	September	0_e_2
10	October	0_e_2
11	November	0_e_2
12	December	0_e_2
13	Winter	0_e_2
14	Spring	0_e_2
15	Summer	0_e_2
16	Fall	0_e_2
88	Refused	0_e_2
99	Don't know	0_e_2

0_e_2 Was this new thermostat a Manual or Programmable Thermostat? [IF NEEDED: Programmable thermostats sense the room temperature and regulate the temperature according to a schedule established by the user.]

1	Programmable	0_e_2b
2	Manual	0_e_3
88	Refused	0_e_2b
99	Don't know	0_e_2b

IF 0_e_2 = 2 then *PSTAT_MAN = 1; Else PSTAT_MAN = 2;*
IF 0_e_2 = 1 then *PSTAT_PGM = 1; Else PSTAT_PGM = 2;*
IF0_e_2 = 1,88,99 then Ask 0_e_2b;

0_e_2b Was **the** Programmable Thermostat an ENERGY STAR?

1	Yes	0_e_4
2	No	0_e_3
88	Refused	0_e_4
99	Don't know	0_e_4

IF 0_e_2b = (1, 88, 99) and 0_e_1b in (3-99) then ASK 0_e_4;

0_e_4 Did you receive an "instant rebate" or use an in-store coupon when you purchased your new Programmable Thermostat? These instant rebates or coupons would have been displayed on or near the product you purchased and the discount would have been applied to your purchase price that day.

1	Yes	0_e_7
2	No	0_e_3
88	Refused	0_e_3
99	Don't Know	0_e_3

IF 0_e_1b in (3-99) and (0_e_2 in (2) or 0_e_2b in (2) or 0_e_4 in (2-99)) then ASK 0_e_3;

0_e_3 Were you aware that you could have qualified for a rebate from [UTILITY] had you purchased an Energy Star Programmable Thermostat?

1	Yes – Aware	0_e_7
2	No – Unaware	1_a_1
88	Refused	1_a_1
99	Don't Know	1_a_1

IF 0_e_2b = 1 and [0_e_4 in (2-99) or 0_e_1b in (1,2)] then *PSTAT_ES = 1; ELSE PSTAT_ES = 2;*

IF 0_e_4 = 1 THEN *POS_PART = 1;* Else *POS_PART = 2;*

If 0_e_1b in (1,2) and PSTAT_ES = 1 then ASK 0_e_4b;

0_e_4b Did you receive a rebate when you purchased your new Programmable Thermostat?

1	Yes	0_e_7
2	No	0_e_7
88	Refused	0_e_7
99	Don't Know	0_e_7

IF POS_PART = 1 or STAR_POS=1 or MEAS1='PT' or (MEAS2='PT' and 0_b_5 =1) then *PT_PART = 1*; Else *PT_PART = 2;*

End if STAR_POS = 0;

IF [0_e_3 = 1 or POS_PART = 1 or STAR_POS = 1] then ASK 0_e_7;

0_e_7 How did you find out about the instant rebate?

1	In-Store Display	0_e_8
2	Salesperson	0_e_8
3	Noticed on Receipt	0_e_8
4	Saw or heard an advertisement	0_e_8
5	Word of mouth (from a friend or family member)	0_e_8
6	Contractor	0_e_8
77	Other [SPECIFY]	0_e_8

88	Refused	0_e_8
99	Don't Know	0_e_8

End If 0_e_3 = 1 or POS_PART = 1 or STAR_POS = 1;

IF POS_PART = 1 or PSTAT_ES = 1 then Ask 0_e_8;

0_e_8 Where did you purchase your Programmable Thermostat? [DO NOT READ]

1	Home Depot	0_e_9
2	Lowes	0_e_9
3	Costco	0_e_9
4	Other Home improvement or hardware store	0_e_9
5	Big Box retailer (such as Target, K-Mart, Wal-Mart, Sears)	0_e_9
6	Supermarket, food store (Albertson's, Cala Foods)	0_e_9
7	Drug store (Long's, Rite Aid, Walgreen's)	0_e_9
8	Lighting supply store, lighting showroom	0_e_9
77	Other [SPECIFY]	0_e_9
88	Refused	0_e_9
99	Don't Know	0_e_9

1.

IF POS_PART = 1 or STAR_POS = 1 or (0_e_3 = 1 and (PSTAT_PGM = 1 or PSTAT_ES = 1) then ASK 0_e_9;

0_e_9 How influential was the instant rebate on your decision to purchase the programmable thermostat model you chose? Would you say it was …

1	Very	1_a_1
2	Somewhat OR	1_a_1
3	Not At All Influential	1_a_1
88	Refused	1_a_1
99	Don't Know	1_a_1

1.

1_a ENERGY EFFICIENCY AWARENESS

1_a_1 Now let's talk about your knowledge of ways to save energy. Using a scale of 1 to 10, where 1 means you are "not at all knowledgeable" and 10 means you are "extremely knowledgeable," how would you rate your knowledge of ways you could save energy in your home?

Not At All *Extremely*

Knowledgeable Knowledgeable DK

1 2 3 4 5 6 7 8 9 10 88

1_b GENERAL EE PROGRAM AWARENESS AND PARTICIPATION

Read for All: "Next I would like to ask you a few questions about several Energy Efficiency programs"**;**

1_b_1 Had you ever seen or heard of ENERGY STAR prior to this survey?

1	Yes	1_b_2
2	No	1_b_3
88	Refused	1_b_3
99	Don't know	1_b_3

1_b_2 What does Energy Star mean to you? [DO NOT READ. CHECK ALL THAT APPLY]

1	Saves energy/uses less energy	1_b_3
2	Less harmful to the environment, less pollution	1_b_3
3	Costs less to operate, saves money on electric bill	1_b_3
4	Rebate available if you purchase Energy Star appliance	1_b_3
5	It's a government standard for energy efficient equipment	1_b_3
77	Other [SPECIFY]	1_b_3
88	Refused	1_b_3
99	Don't know	1_b_3

If (MEAS1 = PT and STAR_POS = 1) or Leslie POS = 1 then ASK 1_b_3;

1_b_3 Have you heard of the Home Energy Efficiency Rebates program offered by [Utility], which provides cash incentives for installing energy efficiency upgrades in your home?

1	Yes	1_b_4
2	No	1_b_4
88	Refused	1_b_4
99	Don't Know	1_b_4

IF 1_b_3 = 1 then *PGM_AWARE = 1*; Else *PGM_AWARE = 2*;

If 1_b_5 = 1 then ASK 1_b_6;

1_b_6 Which of the following had the greatest impact on your decision to participate in the Home Energy Efficiency rebates program? Would you say it was…

1	A contractor,	1_b_7
2	A retail salesperson,	1_b_7
3	Program marketing materials such as a bill insert,	1_b_7
4	Program information on the internet,	1_b_7
5	The program rebate, or	1_b_7
77	Something else? [SPECIFY]	1_b_7
88	Refused	1_b_7
99	Don't know	1_b_7

1_b_7 Other than rebate programs, have you heard of any other programs offered by [your utility]? Any others?

1	Rebates	1_b_8
2	Product give-away/turn-in event (CFLs, torchieres)	1_b_8
3	2nd refrigerator turn-in/recycling	1_b_8
4	Energy efficient mortgages	1_b_8
5	Energy survey or audit [SPECIFY]: delivered a) on-site b) mail c) telephone d) Internet	1_b_8
6	Flex Your Power	1_b_8
7	10/20 Program	1_b_8
8	20/20 Program	1_b_8
9	Low Income Assistance program	1_b_8
10	Medical Equipment Discount	1_b_8
11	AC Cycling	1_b_8
66	Haven't Heard of Any	1_b_8
77	Other [SPECIFY]	1_b_8
88	Refused	1_b_9
99	Don't know	1_b_9

If 1_b_7 in {2-5,7-10,77} then ASK 1_b_8;

1_b_8 Have you participated in any [Utility] programs other than the rebate program since January 2004? [If yes, specify program type]

1	Rebate(s)	1_b_9
2	Product give-away/turn-in event (CFLs, torchieres)	1_b_9
3	2nd refrigerator turn-in/recycling	1_b_9
4	Energy efficient mortgages	1_b_9
5	Energy survey or audit [SPECIFY]: delivered a) on-site b) mail c) telephone d) Internet	1_b_8a
6	Flex Your Power	1_b_9
7	10/20 Program	1_b_9
8	20/20 Program	1_b_9
9	Low Income Assistance program	1_b_9
10	Medical Equipment Discount	1_b_9
11	AC Cycling	1_b_9
66	Haven't participated in any.	1_b_10
77	Other [SPECIFY]	1_b_9
88	Refused	1_b_9
99	Don't know	1_b_9

If 1_b_8 = 5 then Ask 1_b_8a;
1_b_8a You mentioned you have participated in [Utilities] Energy Surveys or Audits? Was this performed….

1	In Your home	1_b_8
2	By Mail	1_b_8
3	By Telephone	1_b_8
4	On-line (Internet)	1_b_8
66	None of these	1_b_8
77	Other [SPECIFY]	1_b_8
88	Refused	1_b_9
99	Don't know	1_b_9

1_b_9 Have you ever seen or heard of the FLEX YOUR POWER campaign?

1	Yes	1_b_10
2	No	1_b_13
88	Refused	1_b_13
99	Don't know	1_b_13

If 1_b_9 =1 or 1_b_7 = 6 or 1_b_8 = 6 then Ask 1_b_10 and 1_b_12;
1_b_10 How did you learn about it? [FLEX YOUR POWER campaign?]

1	Home energy audit	1_b_12
2	Contractor	1_b_12
3	Utility representative	1_b_12
4	Utility brochure in mail	1_b_12
5	Utility Bill insert	1_b_12
6	Word-of-mouth from friend	1_b_12
7	Television	1_b_12
8	Radio	1_b_12
9	Newspaper	1_b_12
10	Magazine or trade journal	1_b_12
11	Manufacturer information	1_b_12
12	Billboard/Posters	1_b_12
77	Other [SPECIFY]	1_b_12
88	Refused	1_b_12
99	Don't know	1_b_12

1_b_12 Did you take any actions as a result of your exposure to FLEX YOUR POWER?

1	Yes	1_b_13
2	No	1_b_13
88	Refused	1_b_13
99	Don't know	1_b_13

End If;

If 1_b_7 = 8 or 1_b_8 = 8 then Ask 1_b_13;

1_b_13 Earlier you said you had heard of the 20/20 campaign. Is this correct? / Have you ever heard of the 20/20 campaign? [If a household lowers their summer electricity consumption by 20 percent compared to the previous summer, the 20/20 campaign provides a 20 percent rebate on their electric bill.]T

1	Yes	1_b_15
2	No	1_b_15
88	Refused	1_b_15
99	Don't know	1_b_15

If 1_b_7 = 7 or 1_b_8 = 7 then Ask 1_b_15;

1_b_15 Earlier you said you had heard of the 10 20 campaign. Is this correct? / Have you ever heard of the 10/20 campaign? [If a household lowers their winter natural gas consumption by 10 percent compared to the previous winter, the 10/20 campaign provided a 20 percent rebate on their gas bill.]

1	Yes	1_b_16
2	No	1_b_17
88	Refused	1_b_17
99	Don't know	1_b_17

If 1_b_13 = 1 or 1_b_15 = 1 then Ask 1_b_16;

1_b_16 How did you learn about the 20/20 and/or 10/20 campaigns?

1	Home energy audit	1_b_17
2	Contractor	1_b_17
3	Utility representative	1_b_17
4	Utility brochure in mail	1_b_17
5	Utility Bill insert	1_b_17
6	Word-of-mouth from friend	1_b_17
7	Television	1_b_17
8	Radio	1_b_17
9	Newspaper	1_b_17
10	Magazine or trade journal	1_b_17
11	Manufacturer information	1_b_17
77	Other [SPECIFY]	1_b_17
88	Refused	1_b_17
99	Don't know	1_b_17

If 1_b_13 = 1 or 1_b_15 = 1 then ASK 1_b_17;

1_b_17 Did you attempt to reduce your energy consumption to get the bill credits associated with either the 10/20 or 20/20 campaign?

1	Yes – 10/20 campaign	1_c_1
2	Yes – 20/20 Campaign	1_c_1
3	Yes – Both Campaigns	1_c_1
4	Neither campaign	1_c_1
88	Refused	1_c_1
99	Don't know	1_c_1

1_c ENERGY EFFICIENCY BEHAVIORS

Read for ALL: I'd like to ask you about general actions that you may have taken to reduce your energy use. Consider all actions , not just those in response to the programs we just discussed.

1_c_1 Other than installing new appliances or equipment, do you regularly take any actions to conserve energy?

1	Yes	1_c_2
2	No	1_d_1
88	Refused	1_d_1
99	Don't know	1_d_1

If 1_c_1 = 1 then ASK 1_c_2;

1_c_2 What actions have you taken? [To Conserve Energy]

1	Use appliances during off-peak periods/ in the evening / after 6pm or 7pm	1_d_1
2	Use CFLs	1_d_1
3	Turn off any lights that are not being used	1_d_1
4	Turn down AC (decrease AC usage)	1_d_1
5	Turn down the heat (decrease Heater usage)	1_d_1
6	Use dimmer switches to lower lights	1_d_1
7	Set computer to low power stand-by mode	1_d_1
8	Purchase Energy Star electronics/appliances	1_d_1
9	Dress appropriately for warmer/cooler temperatures	1_d_1
10	Unplug spare Refrigerator or Freezer	1_d_1
11	Remove spare Refrigerator or Freezer	1_d_1
12	Clean Refrigerator Coils	1_d_1
13	Raise Refrigerator or Freezer Temperature Set-point	1_d_1
14	Replace/Clean Heating/cooling system filters more frequently	1_d_1
15	Lower Water Heater Temperature Set-point	1_d_1
16	Line Dry Clothes	1_d_1
17	Do more cold water clothes washes	1_d_1
18	Air Dry Dishes	1_d_1
19	Run Swimming pool sweeper/filter less hours	1_d_1
20	Lower Swimming pool temperature set-point	1_d_1
21	Schedule energy-using processes during off-peak periods	1_d_1
77	Other (SPECIFY)	1_d_1
88	Refused	1_d_1
99	Don't know	1_d_1

1_d ENERGY EFFICIENCY ATTITUDES

Read "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 AND RANDOMIZE– SELECT ONLY **TWO OF THE FOUR** PER CUSTOMER]
Use Odd_even variable to decide which two questions to ask.

1_d_1 My life is too busy to worry about making energy related improvements in my home.
1_d_2 It is possible to save energy without sacrificing comfort by being energy efficient.
1_d_3 It is worth it to me for my household to use less energy in order to help preserve the environment
1_d_4 When considering purchasing appliances or other equipment, I typically consider both the price and the operating costs, not just the price.

2_a NON-LIGHTING PARTICIPANT SATISFACTION

If Leslie_POS=0 and [(MEAS1= 'PT' and STAR_POS = 0) or (MEAS1 ne 'PT')] then Read Statement below and Ask 2_a_1 to 2_a_6:
We'd like to ask some more specific questions about the rebate program. We'd like to get a sense of your satisfaction with the program. Please use a 1 to 10 scale, where 1 means EXTREMELY DISSATISFIED and 10 means EXTREMELY SATISFIED.

If Leslie_POS = 1 then Read Statement below and Ask 2_a_2 and 2_a_5 ONLY:
We'd like to get a sense of your satisfaction with two financial aspects of purchasing your pool pump. Please use a 1 to 10 scale, where 1 means EXTREMELY DISSATISFIED and 10 means EXTREMELY SATISFIED.

If MEAS1 = 'PT' and STAR_POS = 1 then Read Statement below and Ask 2_a_2 and 2_a_5 ONLY:
We'd like to get a sense of your satisfaction with two financial aspects of purchasing your Programmable Thermostat. Please use a 1 to 10 scale, where 1 means EXTREMELY DISSATISFIED and 10 means EXTREMELY SATISFIED.

2_a_2_[A] [SFR_SAT8] Please rate your satisfaction with the <UTILITY> **rebate amount**
2_a_1_[A] [SFR_SAT7] Please rate your overall satisfaction with the **rebate program**
2_a_3_[A] [SFR_SAT9] How would you rate your satisfaction with the **application process**
2_a_4_[A] [SFR_SAT10] And the Satisfaction with the **turnaround time** in receiving your rebate
2_a_5_[A] [SFR_SAT11] And the Satisfaction with the **savings on your utility bill** resulting from installing thenew [MEAS_DES1]
2_a_6_[A] [SFR_SAT12] Satisfaction with [UTILITY] as it relates to your overall program experience

If (Meas1 in {CW,DW,AC,EC,HP,RA,FA,IN,PP,PT,WI,RE}) then ASK 2_a_8;
2_a_8 Are the savings on your monthly ELECTRIC bill higher, lower or about the same as you expected?

1	Higher	2_a_9
2	Lower	2_a_9
3	Same	2_a_9
4	Too soon to tell	2_a_9
77	Other [SPECIFY]	2_a_9
88	Refused	2_a_9
99	Don't Know	2_a_9

If (Meas1 in {GF, IN, PT, WH, WI, CW}) then ASK 2_a_9;

2_a_9 Are the savings on your monthly GAS bill higher, lower or about the same as you expected?

1	Higher	2_b_1
2	Lower	2_b_1
3	Same	2_b_1
4	Too soon to tell	2_b_1
5	Don't have gas service	2_b_1
77	Other [SPECIFY]	2_b_1
88	Refused	2_b_1
99	Don't Know	2_b_1

2_b SINGLE FAMILY REBATE PROGRAM PARTICIPATION

If [(MEAS1= 'PT' and STAR_POS = 0) or (MEAS1 ne 'PT')] then Ask 2_b Battery;

2_b_1 How did you first learn about the Home Energy Efficiency Rebate Program [instant rebate]?

1	Home energy audit	2_b_2
2	Contractor	2_b_2
3	Utility rep	2_b_2
4	Utility brochure in mail	2_b_2
5	Bill insert	2_b_2
6	Word-of-mouth from friend	2_b_2
7	Television, radio, newspaper ad	2_b_2
8	Magazine or trade journal	2_b_2
9	Participation in previous years	2_b_2
10	Manufacturer information/suggestion	2_b_2
11	Salesperson	2_b_2
12	In Store Display	2_b_2
77	Other [SPECIFY]	2_b_2
88	Refused	2_b_2
99	Don't know	2_b_2

2_b_2 What would you say were the main messages of the advertising information for the Home Energy Efficiency Rebate Program you may have seen?

1	Save Energy	2_b_3
2	Save Money	2_b_3
3	Reduce your energy bill	2_b_3
4	Cash rebates	2_b_3
5	Helping business customers make smart choices	2_b_3
6	Save energy / conservation	2_b_3
7	Tips on conserving energy	2_b_3
8	Buy EE appliances	2_b_3
9	Appliance Rebates	2_b_3
10	Do not recall seeing any advertising or information materials	2_b_3
77	Other [SPECIFY]	2_b_3
88	Refused	2_b_3
99	Don't know	2_b_3

If Leslie_POS ne 1 Ask 2_b_3 to 2_b_5b;

2_b_3 Where did you get your rebate application?

1	Retailer	2_b_4
2	Utility	2_b_4
3	Contractor	2_b_4
4	Internet	2_b_4
77	Other [SPECIFY]	2_b_4
88	Refused	2_b_4
99	Don't know	2_b_4

IF 2_b_3 ne 4 then Ask 2_b_4;
2_b_4 Do you have Internet access at home?

1	Yes	2_b_5
2	No	2_c_3
88	Refused	2_c_3
99	Don't know	2_c_3

2_b_5 Are you aware that rebate applications are available online?

1	Yes	2_b_5b
2	No	2_c_3
88	Refused	2_c_3
99	Don't know	2_c_3

2_b_5b Have you downloaded a rebate application off your utility's website?

1	Yes	2_c_3
2	No	2_c_3
88	Refused	2_c_3
99	Don't know	2_c_3

End If Leslie_POS ne 1 Ask 2_b_3 to 2_b_5b;
End If [(MEAS1= 'PT' and STAR_POS = 0) or (MEAS1 ne 'PT')] then Ask 2_b Battery;

2_c GENERAL NON-LIGHTING BATTERY

Read for All: We'd like to ask a few more questions about the [MEAS_DES1] you purchased.

If MEAS1 ne 'PT' then ASK 2_c_3 to 2_c_14;

2_c_3 Did you purchase your [MEAS_DES1] at a retail store or through a contractor?

1	Retailer	2_c_4
2	Contractor	2_c_10b
77	Other Specify	2_d_2
88	Refused	2_d_2
99	Don't Know	2_d_2

If 2_c_3 = 1 then Ask 2_c_4;
2_c_4 Do you recall seeing any [Utility] literature or displays that provided information about the energy efficiency of the [MEAS_DES1] you purchased?

1	Yes	2_c_5
2	No	2_c_7
88	Refused	2_c_7
99	Don't know	2_c_7

If 2_c_4 = 1 then Ask 2_c_5;
2_c_5 What would you say were the main messages of those materials?

77	Record Verbatim	2_c_7
88	Refused	2_c_7
99	Don't know	2_c_7

If 0_e_7 not equal to 2 and 2_b_1 not equal 11 and 2_c_3 = 1 then ASK 2_c_7;
2_c_7 When shopping for your equipment, did you talk with a salesperson?

1	Yes	2_c_8
2	No	2_d_2
88	Refused	2_d_2
99	Don't know	2_d_2

IF 2_c_7 = 1 and 2_b_1 not equal 11 and 0_e_7 not equal 2 then ASK 2_c_8;
2_c_8 Did the salesperson tell you about the rebate program?

1	Yes	2_c_9
2	No	2_c_9
88	Refused	2_c_9
99	Don't know	2_c_9

End IF 2_c_7 = 1 and 2_b_1 not equal 11 and 0_e_7 not equal 2;

IF 2_c_7 = 1 or 2_b_1 = 11 or 0_e_7 = 2 then ASK 2_c_9;

2_c_9 Did the salesperson tell you about the energy efficiency benefits of your [MEAS_DES1]?

1	Yes	2_d_2
2	No	2_d_2
88	Refused	2_d_2
99	Don't know	2_d_2

End IF 2_c_7 =1;

IF 2_c_3 = 2 then ask 2_c_10b to 2_c_14;

2_c_10b Did your contractor tell you about the energy efficiency benefits of your [MEAS_DES1]?

1	Yes	2_c_11
2	No	2_c_11
88	Refused	2_c_11
99	Don't know	2_c_11

2_c_11A Using a scale of 1 to 10, where 1 means EXTREMELY DISSATISFIED and 10 means EXTREMELY SATISFIED, how satisfied are you with this contractor?

#	Rating from 1 (Extremely Dissatisfied) to 10 (Extremely Satisfied) (11=N/A)	2_c_13
88	Refused	2_c_13
99	Don't Know	2_c_13

If 2_b_1 not equal to 2 then ASK 2_c_13;

2_c_13 Did your contractor tell you about the **Home Energy Efficiency Rebate** program?

1	Yes	2_c_14
2	No	2_c_14
88	Refused	2_c_14
99	DK	2_c_14

End If;

2_c_14

If MEAS1 not in (IN, WI) then ask: [FPL_HNET5] Did your contractor recommend purchasing a high efficiency [MEAS_DES1] rather than a standard efficiency [MEAS_DES1]?

If MEAS1 = WI then ask: Did your contractor recommend purchasing high efficiency windows rather than standard efficiency windows?

If MEAS1 = IN then ask: Did your contractor recommend installing Insulation?

1	Yes	2_d_2
2	No	2_d_2
88	Refused	2_d_2
99	DK	2_d_2

2_d MEASURE-SPECIFIC BATTERY

If MEAS1 ne 'PT' then Ask this battery;

If MEAS1 in (AC, CW);

2_d_2 How old was the [MEAS_DES1] that was replaced? [IN YEARS]

#	Number of years	2_d_4
77	Didn't have old unit	2_d_CW1
88	Refused	2_d_2b
99	Don't Know	2_d_2b

If 2_d_2 in (88,99) then ask 2_d_2b;

2_d_2b Was it ...

1	< 5 years old	2_d_3
2	5-10 years old	2_d_3
3	11-15 years old	2_d_3
4	16-20 years old	2_d_3
5	> 20 years old	2_d_3
88	Refused	2_d_3
99	Don't Know	2_d_3

END If MEAS1 in (AC, CW);

If MEAS1 =IN then ask 2_d_3;

2_d_3 Did you have insulation in your home prior to this recent installation?

1	Yes	2_d_CW1
2	In some areas but not in area insulated	2_d_CW1
3	No	2_d_CW1
88	Refused	2_d_CW1
99	Don't Know	2_d_CW1

End If MEAS1 =IN;

IF MEAS1 not in (WI, IN) then ask 2_d_4;

2_d_4 Was your old [MEAS_DES1] in working order when it was replaced?

1	Yes	2_d_6
2	No	2_d_5
3	Didn't Have Old Unit	2_d_6
88	Refused	2_d_6
99	Don't Know	2_d_6

IF 2_d_4 = 2 then ask 2_d_5;

2_d_5 Could your old [MEAS_DES1] have been fixed, or was it beyond repair?

1	Could have been fixed	2_d_6
2	Beyond repair	2_d_6
3	Cheaper (easier) to replace	2_d_6
88	Refused	2_d_6
99	Don't Know	2_d_6

CLOTHES WASHER SPECIFIC BATTERY

IF MEAS1 = CW Ask ASK 2_d_CW1 to 2_d_CW11;

If 2_d_2 not equal 77 then ASK 2_d_CW1 and 2_d_CW2;

2_d_CW1 Was your old clothes washer an **Energy Star** unit?

1	Yes	2_d_CW2
2	No	2_d_CW2
88	Refused	2_d_CW2
99	Don't Know	2_d_CW2

2_d_CW2 Was your old clothes washer a front or top loading machine?

1	Front	2_d_CW3
2	Top	2_d_CW3
88	Refused	2_d_CW3
99	Don't Know	2_d_CW3

End If;

2_d_CW3 We would like to get an idea of how many loads of wash you do each week. We will break this into HOT WATER loads, WARM WATER load and COLD water loads..

__H	Hot water wash loads per week (specify number)	2_d_CW4
__W	Warm water wash loads per week (specify number)	2_d_CW4
3__C	Cold water wash loads per week	2_d_CW4
88	Refused	2_d_CW4
99	Don't Know	2_d_CW4

CLOTHES DRYER BATTERY TO SUPPORT CW BATTERY

2_d_CW4 Do you have a clothes dryer?

1	Yes	2_d_CW5
2	No	2_d_CW7
88	Refused	2_d_CW7
99	Don't Know	2_d_CW7

2_d_CW5 What type of fuel does your clothes dryer use?

1	Electric	2_d_CW6
2	Natural Gas	2_d_CW6
3	Propane / Other	2_d_CW6
88	Refused	2_d_CW6
99	Don't Know	2_d_CW6

2_d_CW6 How often do you use your dryer versus HANG DRYING your clothes? Do you…

1	Always use dryer	2_d_CW7
2	Use dryer more than 50% of the time	2_d_CW7
3	Use dryer less than 50% of the time	2_d_CW7
4	Half and Half	2_d_CW7
5	Never use the dryer	2_d_CW7
88	Refused	2_d_CW7
99	Don't Know	2_d_CW7

WATER HEATER BATTERY TO SUPPORT CW BATTERY

2_d_CW7 What type of water heater do you have? Is it a …
If Needed: Storage – The storage water heater works by heating water and storing it in an insulated tank.
Point-of-use - Point-of-use water heaters are also known as tankless heaters because they have no (or only a tiny) storage tank. They use gas or electricity and can be installed near demand points, such as under a kitchen sink.

1	Traditional Storage Tank	2_d_CW8
2	Tankless / On-demand	2_d_CW8
3	Solar Water Heater	2_d_CW8
88	Refused	2_d_CW8
99	Don't Know	2_d_CW8

2_d_CW8 What type of fuel does your water heater use?

1	Electricity	2_d_CW9
2	Natural Gas	2_d_CW9
3	Propane	2_d_CW9
88	Refused	2_d_CW9
99	Don't Know	2_d_CW9

If 2_d_CW7 = 1 then ASK 2_d_CW9;
2_d_CW9 What size is your water heater? (If they don't know prompt for average, above average, below average)

1	Small (20-39 gallons) / Below Average Size	2_d_CW10
2	Medium (40-59 gallons) / Average Size	2_d_CW10
3	Large (60-80 gallons) / Above Average Size	2_d_CW10
77	Other	2_d_CW10
88	Refused	2_d_CW10
99	Don't Know	2_d_CW10

2_d_CW10 What temperature do you have your hot water heater set for? (If they don't know prompt for average, above average, below average)

1	Low (100-120°F) / Below Average	2_d_CW11
2	Medium (125-140°F) / Average	2_d_CW11
3	High (145-160°F) / Above Average	2_d_CW11
77	Other	2_d_CW11
88	Refused	2_d_CW11
99	Don't Know	2_d_CW11

2_d_CW11 How old is your water heater? Is it?

1	Less than 1 year old	2_d_6
2	Between 1 and 5 years old	2_d_6
3	Between 5 and 10 years old	2_d_6
4	Greater than 10 years old	2_d_6
88	Refused	2_d_6
99	Don't Know	2_d_6

CENTRAL AC SPECIFIC BATTERY

IF MEAS1 = AC and if 2_d_2 not equal 77 then ASK 2_d_AC1;

2_d_AC1 What type of unit was your old air conditioning system? Was it…[READ]

1	Central Air Conditioning system	2_d_PP1
2	Central Heat Pump	2_d_PP1
3	Window or wall unit or room air conditioner	2_d_PP1
4	None or fans only	2_d_PP1
88	Refused	2_d_PP1
99	Don't Know	2_d_PP1

POOL PUMP SPECIFIC BATTERY

IF MEAS1 = PP then ASK 2_d_PP1 to 2_d_PP15;

2_d_PP1 What hours do you typically run your new pool pump during the summer months?

##:##	START TIME_____ [INDICATE A.M. OR P.M.]	2_d_PP2
##:##	STOPTIME_____ [INDICATE A.M. OR P.M.]	2_d_PP2
66	Don't use	2_d_PP2
88	Refused	2_d_PP2
99	Don't Know	2_d_PP2

2_d_PP2 What hours do you typically run your new pool pump during the non-summer months?

##:##	START TIME_____ [INDICATE A.M. OR P.M.]	2_d_PP3
##:##	STOPTIME_____ [INDICATE A.M. OR P.M.]	2_d_PP3
66	Only Use pump during the summer months	2_d_PP3
88	Refused	2_d_PP3
99	Don't Know	2_d_PP3

If 2_d_2 not equal 77;

2_d_PP3 Are you running your new pool pump more, less or the same as your old pool pump?

1	More	2_d_PP4
2	Less	2_d_PP4
3	Same	2_d_PP11
88	Refused	2_d_PP11
99	Don't know	2_d_PP11

2_d_PP4 What hours did you typically run your old pool pump during the summer months?

##:##	START TIME_____ [INDICATE A.M. OR P.M.]	2_d_PP5
##:##	STOPTIME_____ [INDICATE A.M. OR P.M.]	2_d_PP5
66	Don't use	2_d_PP5
88	Refused	2_d_PP5
99	Don't Know	2_d_PP5

2_d_PP5 What hours did you typically run your old pool pump during the non-summer months?

##:##	START TIME_____ [INDICATE A.M. OR P.M.]	2_d_PP7
##:##	STOPTIME_____ [INDICATE A.M. OR P.M.]	2_d_PP7
66	Only Use pump during the summer months	2_d_PP7
88	Refused	2_d_PP7
99	Don't Know	2_d_PP7

2_d_PP7 Why do you run your new pool pump differently than your old one? [Why did you change the hours?]

77	Specify	2_d_PP11b
88	Refused	2_d_PP11b
99	Don't know	2_d_PP11b

End If;

2_d_PP11b Do you have a manual or automatic (robot-style) pool sweep?

1	Manual	2_d_PP12
2	Automatic (robot-style)	2_d_PP12
3	No pool sweep	2_d_PP12
88	Refused	2_d_PP12
99	Don't Know	2_d_PP12

2_d_PP12 Do you have a two-speed pool pump installed?

1	Yes	2_d_PP14
2	No	2_d_PP13
88	Refused	2_d_PP13
99	Don't Know	2_d_PP13

If 2_d_PP12 ne 1 then Ask 2_d_PP13;

2_d_PP13 Had you ever heard of a two-speed pool pump before this survey?

1	Yes	2_d_PP14
2	No	2_d_6
88	Refused	2_d_6
99	Don't know	2_d_6

If 2_d_PP13 = 1 or 2_d_pp12 = 1 then Ask 2_d_PP14;

2_d_PP14 What are the benefits of a two-speed pump?

77	Other [SPECIFY]	2_d_PP15

IF 2_d_PP12 in 2-99 and 2_d_PP13 =1 then ASK 2_d_PP15;

2_d_PP15 Why did you purchase a single-speed pool pump instead of a two-speed pump?

1	Single-speed pump is less expensive	2_d_6
2	Don't know enough about two-speed pool pumps	2_d_6
3	Could not obtain a two-speed pump (from contractor)	2_d_6
4	Could not find a contractor to install a two-speed pump	2_d_6
5	Contractor advised against two-speed pool pump [Follow up: Why? __]	2_d_6
77	Other [SPECIFY: ____]	2_d_6
88	Refused	2_d_6
99	Don't Know	2_d_6

Q2_d_PP15WHY

What was the reason the contractor advised you not to purchase a 2-speed pool pump?

77	Other [SPECIFY]	2_d_PP15

WINDOW SPECIFIC BATTERY

IF MEAS1=WI and 2_d_2 not equal 77 then ASK 2_d_WI1;

2_d_WI1 Were your previous windows single pane or dual pane windows?

1	Single pane	2_d_WI2
2	Dual pane	2_d_WI2
3	Both	2_d_WI2
4	No Previous Windows	2_d_WI2
77	Other [SPECIFY]: _____	2_d_WI2
88	Refused	2_d_WI2
99	Don't Know	2_d_WI2

GENERAL MEASURE BATTERY

IF MEAS1 not equal (PT) then ASK 2_d_6;

2_d_6 Did you become aware of the rebate **before or after** you decided to purchase the new [MEAS_DES1](s)?

1	Before	2_d_7
2	After	2_d_7
3	Same time	2_d_7
88	Refused	2_d_7
99	Don't know	2_d_7

IF MEAS1 not in (IN, PT) then ask 2_d_7 through 2_d_9a

2_d_7 Which of the following three statements best describes the **actions you would have taken had the rebate NOT existed:**

1	We would not have bought (a) new [MEAS_DES1]	2_d_10
2	We would have bought (a) standard efficiency [MEAS_DES1]	2_d_10
3	We would have bought (an) **energy efficient** [MEAS_DES1]	2_d_8
88	Refused	2_d_10
99	Don't know	2_d_10

IF 2_d_7 = 3 then Ask 2_d_8; ELSE SKIP to 2_d_10;
2_d_8 If the rebate had not existed, would you have bought the SAME [MEAS_DES1] that you purchased through the program, or would you have selected (a) less expensive and less efficient [MEAS_DES1], although still energy efficient?

1	We would have bought the same [MEAS_DES1] as we did through the program	2_d_9
2	We would have bought (a) less expensive/less efficient [MEAS_DES1]	2_d_9
88	Refused	2_d_9
99	Don't know	2_d_9

2_d_9 If the rebate was not available, would you have bought the energy efficient [MEAS_DES1]

1	At the same time	2_d_10
2	Within a year	2_d_10
3	More than a year later	2_d_9a
88	Refused	2_d_10
99	Don't know	2_d_10

IF 2_d_9 = 3 then ask 2_d_9a;
2_d_9a How many months or years would you have waited before buying (an) energy efficient [MEAS_DES1] if the rebate had not existed?

1	Type as complete answer, not just a number. IE 6 ½ years or 2-3 months. Don't just type in a number.	2_d_10
88	Refused	2_d_10
99	Don't know	2_d_10

INSULATION SPECIFIC BATTERY

IF MEAS1 =IN then ASK 2_d_IN4
2_d_IN4 Which of the following THREE statements best describes the **actions you would have taken had the rebate NOT existed:**

1	We would not have installed insulation	2_d_IN7
2	We would have installed insulation anyway, but at a later date	2_d_IN5
3	We would have installed insulation anyway, and at the same time	2_d_IN6
88	Refused	2_d_IN6
99	Don't know	2_d_IN6

2_d_IN5 If the rebate was not available, when would you have installed insulation?

1	Within a year	2_d_IN6
2	More than a year	2_d_IN5a
88	Refused	2_d_IN6
99	Don't know	2_d_IN6

2_d_IN5a How many months or years would you have waited before installing insulation if the rebate had not existed?

1	Type as complete answer, not just a number. IE 6 ½ years or 2-3 months. Don't just type in a number.	2_d_IN6
88	Refused	2_d_IN6
99	Don't know	2_d_IN6

ASK IF &NUM_INS =2 AND 2_d_IN4 NOT EQUAL 1
2_d_IN6 Our records indicate that you installed insulation in your ATTIC and WALL. If the program did not exist would you have installed insulation in all of these areas, or just some of these areas?

1	I would have installed insulation in ALL of these areas	2_d_IN7
2	I would have installed insulation in ATTIC area	2_d_IN7
3	I would have installed insulation in WALL area	2_d_IN7
77	Other	2_d_IN7
88	Refused	2_d_IN7
99	Don't know	2_d_IN7

2_d_10 How influential was the Home Energy Efficiency Rebate **Program** in your decision to purchase your new [MEAS_DES1]. Would you say it was Very, Somewhat, or Not At All Influential?

2_d_11 How influential was the__.Would you say it was Very, Somewhat, or Not At All Influential?

If MEAS1 ne PT or (MEAS1 = PT & STAR_POS = 0)	**2_d_11_[AF] {FR/DC}**	**How influential was the REBATE? Would you say it was…**
If 2_c_3=2	**2_d_12_[AF] {FR/DC}**	How influential was…the C**ontractor? Would you say they were…**
If 2_c_7 = 1 or 2_b_1 = 11	**2_d_13_[AF] {FR/DC}**	**How influential was…Salesperson? Would you say they were…**
If 2_c_4 = 1 or 2_b_2 in (1-9,77)	**2_d_14_[AF] {FR/DC}**	**How influential was the ….Advertising material? Would you say…..**
If 1_b_9 = 1 or 1_b_7 = 6 or 1_b_8 = 6	**2_d_15_[AF] {FR/DC}**	**How influential was…FLEX YOUR POWER advertising campaign? Would you say….**
If 1_b_13 = 1 or 1_b_15 = 1	**2_d_16_[AF] {FR/DC}**	**How influential was …. The 20/20 or 10/20 advertising campaign? Would you say ….**

2_d_17 Using a scale of 1 to 10, where 1 is NOT AT ALL SATISFIED, and 10 is EXTREMELY SATISFIED, how satisfied are you with the [meas_des1] you purchased and [its/their] performance?

END IF MEAS1 NE PT;

2_e POS and SECONDARY MEASURE PROG THERMOSTAT BATTERY

Ask this battery If MEAS1 = PT or (MEAS2='PT' and 0_b_5 = 1 or 0_b_8 = 1) or PSTAT_PGM =1 or PSTAT_MAN =1 or PSTAT_ES =1 or POS_PART = 1;
Read "I'd like to ask you a few questions about the new thermostat you purchased"

If STAR_POS ne 1 then ASK 2_e_1;

2_e_1 Did you purchase your Thermostat at a retail store or through a contractor?

1	Retail Store	2_e_2
2	Contractor	2_e_1b
77	Other Specify	2_e_12
88	Refused	2_e_12
99	Don't Know	2_e_12

If 2_e_1 =2 and 2_c_3 = 2 then Ask 2_e_1b;
2_e_1b Was this the same contractor that installed your [MEAS_DES1]?

1	Yes	2_e_8
2	No	2_e_8
88	Refused	2_e_8
99	Don't Know	2_e_8

End If;

If 2_e_1 = 1 or STAR_POS = 1;
2_e_2 Do you recall seeing any [Utility] literature or displays that provided information about the energy efficiency of the Thermostat you purchased?

1	Yes	2_e_4
2	No	2_e_5
88	Refused	2_e_5
99	Don't know	2_e_5

2_e_4 What would you say were the main messages of those materials?

77	RECORD VERBATIM	2_e_5
88	Refused	2_e_5
99	Don't know	2_e_5

If 0_e_7 ne (2) and 2_b_1 ne 11 then ASK 2_e_5;
2_e_5 When shopping for your thermostat, did you talk with a salesperson?

1	Yes	2_e_6
2	No	2_e_12
88	Refused	2_e_12
99	Don't know	2_e_12

If 2_e_5 =1 and 2_b_1 ne 11 and 0_e_7 ne 2 then Ask 2_e_6;

2_e_6 Did the salesperson tell you about the rebate program?

1	Yes	2_e_7
2	No	2_e_7
88	Refused	2_e_7
99	Don't know	2_e_7

If 2_e_5 = 1 or 2_b_1 = 11 or 0_e_7 = 2 then ASK 2_e_7;

2_e_7 Did the salesperson tell you about the energy efficiency benefits of your thermostat?

1	Yes	2_e_12
2	No	2_e_12
88	Refused	2_e_12
99	Don't know	2_e_12

End IF 2_e_5 = 1;

IF 2_e_1 = 2 then ask 2_e_8 to 2_e_10;

2_e_8 Did your contractor tell you about the energy efficiency benefits of your programmable thermostat?

1	Yes	2_e_8b
2	No	2_e_8b
88	Refused	2_e_8b
99	Don't know	2_e_8b

If 2_e_1b ne 1 then ask 2_e_8b and 2_e_9;

2_e_8b Using a scale of 1 to 10, where 1 means EXTREMELY DISSATISFIED and 10 means EXTREMELY SATISFIED, how satisfied are you with this contractor?

#	Rating from 1 (Extremely Dissatisfied) to 10 (Extremely Satisfied) (11=N/A)	2_e_9
88	Refused	2_e_9
99	Don't Know	2_e_9

2_e_9 Did your contractor tell you of the **Home Energy Efficiency Rebate** program?

1	Yes	2_e_10
2	No	2_e_10
88	Refused	2_e_10
99	DK	2_e_10

End If;

2_e_10 Did your contractor recommend purchasing an Energy Star Programmable thermostat rather than a manual or non-Energy Star Programmable Thermostat?

1	Yes	2_e_12
2	No	2_e_12
88	Refused	2_e_12
99	DK	2_e_12

End If;

2_e_12 How old was the thermostat that was replaced?

#	Number of years	2_e_14
77	Didn't have old unit	2_f_6
88	Refused	2_e_13
99	Don't Know	2_e_13

2_e_13 Was it ...

1	< 5 years old	2_e_14
2	5-10 years old	2_e_14
3	10-15 years old	2_e_14
4	15-20 years old	2_e_14
5	> 20 years old	2_e_14
88	Refused	2_e_14
99	Don't Know	2_e_14

2_e_14 Was your old thermostat in working order when it was replaced?

1	Yes	2_f_6
2	No	2_f_6
88	Refused	2_f_6
99	Don't Know	2_f_6

2_f PROG THERMOSTAT BATTERY FOR ALL

If MEAS1=PT or (MEAS2=PT and 0_5_b = 1 or 0_b_8 = 1) or PSTAT_PGM=1 or PSTAT_MAN=1 or PSTAT_ES=1 or POS_PART = 1 then ask 2_f_6 and 2_f_7;

If MEAS1 not equal to (AC,GF,HP) then Ask 2_f_6;

2_f_6 Did you purchase an air conditioner, heat pump or furnace when you bought your thermostat?

1	Yes – AC	2_f_7
2	Yes – Furnace	2_f_7
3	Yes – Heat Pump	2_f_7
4	No	2_f_7
88	Refused	2_f_7
99	Don't know	2_f_7

If 2_e_12 ne 77 then Ask 2_f_7;
2_f_7 Was your previous thermostat a [READ CATEGORIES]

1	Manual Thermostat	2_f_8
2	Programmable Thermostat – but not Energy Star	2_f_8
3	Programmable Thermostat, not sure if Energy Star	2_f_8
4	Energy Star Programmable Thermostat	2_f_8
5	Didn't have a programmable thermostat	2_f_8
88	Refused	2_f_8
99	Don't Know	2_f_8

If (MEAS1=PT or (MEAS2=PT and 0_5_b = 1 or 0_b_8 = 1) or PSTAT_PGM = 1 or PSTAT_ES =1 or POS_PART = 1) and (0_b_6 not in (2,3) and 0_b_9 not in (2,3)) then Ask 2_f_8;
2_f_8 I'd like to get an idea of how you are using your new thermostat to control the temperature of your home. First, do you usually adjust the temperature settings on your new thermostat manually or do you program it to adjust automatically at different times of the day?

1	Adjusted Manually	2_f_9a
2	Programmed	2_f_9a
88	Refused	2_f_9a
99	Don't know	2_f_9a

2_f_9a-e In general, there may be many benefits from using a programmable thermostat to automatically control the temperature.

f. Would you say that using a programmable thermostat makes your home:

1	**More comfortable** than using a regular thermostat	2_f_9b
2	**Just as comfortable,** or	2_f_9b
3	**Less comfortable** than using a regular thermostat	2_f_9b
99	Don't know	2_f_9b

g. Would you say that using a programmable thermostat:

1	Is **more convenient** than using a regular thermostat	2_f_9c
2	Not any more or less **convenient, or**	2_f_9c
3	Less **convenient** than using a regular thermostat	2_f_9c
99	Don't know	2_f_9c

h. Would you say that using a programmable thermostat has led you to use your heater and/or air conditioner:

1	**More hours** than using a regular thermostat	2_f_9d
2	**About the same number of hours, or**	2_f_9d
3	**Less hours than** using a regular thermostat	2_f_9d
99	Don't know	2_f_9d

i. How often do you override the settings you have pre-programmed?

1	Never	2_f_10
2	Occasionally (every few weeks)	2_f_9e
3	Frequently (at least once a week)	2_f_9e
4	All the time (Multiple times a week)	2_f_9e

5	Only use manually	2_f_9e
77	Other	2_f_9e
88	Refused	2_f_10
99	Don't know	2_f_10

j. Do you typically override the setting to increase or decrease the usage of your heating and/or cooling equipment?

1	Increase (turn on)	2_f_10
2	Decrease (turn off)	2_f_10
88	Refused	2_f_10
99	Don't know	2_f_10

End If;
If MEAS1=PT or (MEAS2=PT and 0_5_b = 1 or 0_b_8 = 1) or POS_PART = 1 then ask 2_f_10;

2_f_10 Did you become aware of the rebate **before or after** you decided to purchase your new thermostat?

1	Before	2_f_11
2	After	2_f_11
3	Same time	2_f_11
88	Refused	2_f_11
99	Don't know	2_f_11

2_f_11 Which of the following four statements best describes the **actions you would have taken had the rebate NOT existed:**

1	We would **NOT** have purchased a thermostat at all	2_f_14
2	We would have purchased the same Energy Star Programmable Thermostat	2_f_12
3	We would have purchased a Non-Energy Star Programmable Thermostat	2_f_12
4	We would have purchased a regular manual Thermostat	2_f_12
88	Refused	2_f_12
99	Don't know	2_f_12

2_f_12 If the rebate was not available, would you have purchased this Energy Star programmable thermostat…

1	At the same time	2_f_14
2	Within a year	2_f_14
3	More than a year later	2_f_13
88	Refused	2_f_14
99	Don't know	2_f_14

2_f_13 How many months or years would you have waited before buying the programmable thermostat if the rebate had not existed?

1	Enter as complete answer	2_f_14
88	Refused	2_f_14
99	Don't know	2_f_14

END IF;

If MEAS1=PT or (MEAS2=PT and (0_b_5 = 1 or 0_b_8 = 1)) or PSTAT_PGM=1 or PSTAT_MAN=1 or PSTAT_ES=1 or POS_PART = 1 then ask 2_f_14 to 2_f_20;

2_f_14 How influential was the Home Energy Efficiency Rebate **Program** in your decision. Would you say it was Very, Somewhat, or Not At All Influential?

2_f_15 How influential was the__.Would you say it was Very, Somewhat, or Not At All Influential?

If MEAS1or MEAS2 =PT and (STAR_POS = 0 and POS_PART = 2) (0_e_9)	**2_f_15_[AF] {FR}{DC}**	**Rebate**
If 2_c_3 = 2 or 2_e_1 = 2	**2_f_16_[AF] {DC}**	**Contractor**
If 2_c_7 = 1 or 2_e_5 = 1 or 0_e_7 = 2;	**2_f_17_[AF] {DC}**	**Salesperson**
If 2_c_4 = 1 or 2_e_2 = 1 or 2_b_2 in 1-9,77	**2_f_18_[AF] {DC}**	**Advertising material**
If 1_b_9 = 1 or 1_b_7 = 6 or 1_b_8 = 6	**2_f_19_[AF] {FR/DC}**	**FLEX YOUR POWER advertising campaign**
If 1_b_13 = 1 or 1_b_15 = 1	**2_f_20_[AF] {FR/DC}**	**20/20 or 10/20 advertising campaign**

2_f_21 On a scale of 1 to 10, where 1 means not all at satisfied and 10 means extremely satisfied, how satisfied are you with the new Thermostat you purchased and its performance?

0_d CFL AWARENESS

Read: Next I would like to talk about Compact fluorescent **bulbs or CFLS:**

0_d_1 Have you ever heard of compact fluorescent light bulbs or CFLs?

1	Yes	0_d_3
2	No	0_d_2
88	Refused	0_d_2
99	Don't Know	0_d_2

0_d_2 Compact fluorescent light bulbs, or CFLs, are small fluorescent bulbs that fit in regular light bulb sockets. CFLs look different than standard bulbs. They are often made out of thin tubes of glass bent into loops or a spiral shape. Have you ever heard of them?

1	Yes	0_d_3
2	No (CFL SECTOR = E)	0_e_1
88	Refused (CFL SECTOR = E)	0_e_1
99	Don't Know (CFL SECTOR = E)	0_e_1

If 0_d_1 = 1 or 0_d_2 =1 then *CFL_AWARE = 1*; else *CFL_AWARE = 0*;

If CFL_AWARE = 1 then ASK 0_d_3;

0_d_3 When did you first become aware of CFLs? Would you say it was…

1	in the last two years,	0_d_4
2	more than 2 years ago but since the energy crisis in 2001, or	0_d_4
3	During the Energy Crisis	0_d_4
4	More than 5 years ago (before the energy crisis)?	0_d_4
88	Refused	0_d_4
99	Don't Know	0_d_4

If CFL_AWARE =1 then ASK 0_d_5; else go to 0_e_1;
0_d_5 Have you ever purchased any CFLs?

1	Yes	0_d_6
2	No (CFL SECTOR = D)	0_e_1
88	Refused (CFL SECTOR = D)	0_e_1
99	Don't Know (CFL SECTOR = D)	0_e_1

If 0_d_5 = 1 then *CFL_PURCH = 1*; else *CFL_PURCH = 0*;
0_d_6 Did you purchase any CFLs in 2004, 2005 or 2006? [Accept multiples]

1	2004 (CFL SECTOR = B)	0_d_8
2	2005 (CFL SECTOR = B)	0_d_8
3	2006	0_d_8
66	Did Not Purchase in 2004, 2005, 2006	0_d_8
88	Refused	0_d_8
99	Don't Know - Try to get them to remember	0_d_8

If 0_d_6 = 1 or 2 then *CFL_PART = 1*; else *CFL_PART = 0*;

If CFL_PURCH = 1 then ask 0_d_10;
0_d_10 When was your **first** CFL purchase? (Okay to prompt if needed)

1	In the past year (2006-2007),	0_e_1
2	In 2005,	0_e_1
3	In 2004,	0_e_1
4	Between 2001 and 2004,	0_e_1
5	Prior to 2001	0_e_1
88	Refused	0_e_1
99	Don't Know	0_e_1

3_c CFL INSTALLATION RATES (RES & NON-RES)

If CFL_PURCH = 1;

3_c_1 Do you currently have any CFLs installed in your home?

1	Yes	3_d_0a
2	No	3_d_0a
88	Refused	3_d_0a
99	Don't Know	3_d_0a

3_d STORAGE

If CFL_PURCH = 1;

3_d_0a Are you storing any CFLs for use as spares or to be installed at a later date?

1	Yes	3_d_0b
2	No	3_e_1
88	Refused	3_e_1
99	Don't Know	3_e_1

3_f SATISFACTION

If CFL_PURCH = 1;

3_f_1 Using a scale of 1 to 10, where 1 means you are "not at all satisfied" and 10 means you are "extremely satisfied." How satisfied are you with (**if CFL_PART = 1**: the CFLs you purchased in 2004 and 2005 / **Else:** your most recent CFL purchase)?

Not at all									Extremely	(DK)	(Refused)
1	2	3	4	5	6	7	8	9	10	88	99

3_g EXPANDING CFL SATURATION

If CFL_AWARE = 1;

3_g_1 When one of the incandescent bulbs you now have installed burns out, would you say you… [READ LIST]

1	Will definitely replace it with a CFL	3_g_3a
2	Will possibly replace it with a CFL	3_g_2a
3	Will definitely <u>not</u> replace it with a CFL	3_g_2a
4	**DO NOT READ:** No incandescent bulbs installed in home	3_h_1
88	Refused	3_h_1
99	Don't Know	3_h_1

3_g_3a What is the main factor preventing you from installing [more] CFLs in your home?

1	Waiting for installed bulbs to burn out	3_g_3b
2	Storing incandescent bulbs	3_g_3b
3	Storing CFLs	3_g_3b
4	Operating hours -- don't use the other bulbs/lamps enough	3_g_3b
5	CFLs are too expensive/cost too much	3_g_3b
6	Need dimmable bulbs / can't get dimmable CFLs / can't use CFLs with dimmer switches	3_g_3b
7	Need 3-way bulbs / can't get 3-way CFLs / can't use CFLs in my 3-way fixtures / when I use regular CFLs in my 3-way fixtures they don't work	3_g_3b
8	Don't like the way CFLs look in fixtures	3_g_3b
9	Don't like the way CFLs fit in fixtures	3_g_3b
10	CFLs aren't bright enough	3_g_3b
11	CFL light color isn't what I want/isn't right	3_g_3b
12	CFLs take too long to light up	3_g_3b
13	All fixtures already have CFLs	3_g_3b
77	Other (specify)	3_g_3b
88	Refused	3_h_1
99	Don't Know	3_h_1

3_g_3b Anything else?

1	Waiting for installed bulbs to burn out	3_h_1
2	Storing incandescent bulbs	3_h_1
3	Storing CFLs	3_h_1
4	Operating hours -- don't use the other bulbs/lamps enough	3_h_1
5	CFLs are too expensive/cost too much	3_h_1
6	Need dimmable bulbs / can't get dimmable CFLs / can't use CFLs with dimmer switches	3_h_1
7	Need 3-way bulbs / can't get 3-way CFLs / can't use CFLs in my 3-way fixtures / when I use regular CFLs in my 3-way fixtures they don't work	3_h_1
8	Don't like the way CFLs look in fixtures	3_h_1
9	Don't like the way CFLs fit in fixtures	3_h_1
10	CFLs aren't bright enough	3_h_1
11	CFL light color isn't what I want/isn't right	3_h_1
12	CFLs take too long to light up	3_h_1
13	All fixtures already have CFLs	3_h_1
77	Other (specify)	3_h_1
88	Refused	3_h_1
99	Don't Know	3_h_1

3_h WILLINGNESS TO PURCHASE (WTP) & BARRIERS

IF CFL_AWARE = 0 then READ: I'm going to describe compact fluorescent bulbs or CFLs to you so I can ask you a few more questions about whether or not you would consider buying them in the near future.

CFLs use two-thirds less energy than a standard bulb, and last up to 10 times as long. Some styles of CFLs are available for $2 or less – and they are about the same size and color as a standard bulb and can be installed in almost any fixture where you would put a standard bulb. They can be purchased at the same places you purchase standard bulbs, including some drug and grocery stores. CFLs save about $30 in electricity costs over the life of the bulb. By using less energy, CFLs also help the environment.

3_h_1 Please use a scale of 1 to 5 where 1 means you are "Not at all likely" and 10 means you are "extremely likely." How likely are you to purchase any CFLs in the next year?

Not at all likely				Very Likely	(Don't know)	(Refused)
1	2	3	4	5	8	9

4_d_22 Have you heard of compact fluorescent light fixtures or Energy Star Light Fixtures? (Most regular light fixtures use bulbs that screw in, but compact fluorescent fixtures use special pin-based CFLs that plug in. Pin-based bulbs don't have a screw base like other light bulbs. Compact fluorescent fixtures are also called Energy Star light fixtures.)

1	Yes	4_d_23
2	No	4_b_1
88	Refused	4_b_1
99	Don't know	4_b_1

If 4_d_22 = 1 then Ask 4_d_23;
4_d_23 Did you purchase any of these fixtures in 2004 or 2005?

1	Yes	4_b_1
2	No	4_b_1
88	Refused	4_b_1
99	Don't know	4_b_1

4_b GENERAL EQUIPMENT PURCHASES

Read: I'd like to ask you a few questions about recent equipment purchases for which you **did not** receive a rebate.

4_b_1 Have you purchased any new heating, cooling or water heating equipment or major household appliance purchases since January 2004 for which you did not receive a rebate?

1	Yes	4_b_2
2	No	4_b_3
88	Refused	4_b_3
99	Don't know	4_b_3

4_b_2 What did you purchase?

1	Refrigerator	4_b_2a
2	**Clothes washer (DC Meas1)**	4_b_2a
3	Clothes Dryer	4_b_2a
4	Dishwasher	4_b_2a
5	Room air conditioner	4_b_2a
6	**Central air conditioner (BILL/DC Meas2)**	4_b_2a
7	Furnace/central heating	4_b_2a
8	Water heater	4_b_2a
9	Heat Pump	4_b_2a
10	Evaporative cooler/swamp cooler	4_b_2a
11	Whole house fan	4_b_2a
12	Stove/Range/Oven Cooktop	4_b_2a
13	Microwave Oven	4_b_2a
77	OTHER (specify)	4_b_2a
88	Refused	4_b_2a
99	Don't know	4_b_2a

If 4_b_2 = 3 then Ask 4_b_2a;

4_b_2a Is the clothes dryer Gas or Electric?

1	Gas	4_b_2b
2	Electric	4_b_2b
88	Refused	4_b_2b
99	Don't know	4_b_2b

If 4_b_2 = 7 then Ask 4_b_2b;

4_b_2b Is the heating system Gas or Electric?

1	Gas	4_b_2c
2	Electric	4_b_2c
88	Refused	4_b_2c
99	Don't know	4_b_2c

If 4_b_2 = 8 then Ask 4_b_2c;

4_b_2c Is the Water Heater Gas or Electric?

1	Gas	4_b_3
2	Electric	4_b_3
88	Refused	4_b_3
99	Don't know	4_b_3

4_b_3 Other than major appliances and heating and cooling equipment, have you installed anything else in your home that would assist you in saving energy such as dual pane windows, a high efficiency pool pump, or insulation since January 2004?

1	Yes	4_b_4
2	No	4_b_5
88	Refused	4_b_5
99	*Don't know*	4_b_5

4_b_4 What did you do?

1	**Insulation – wall, ceiling or attic (BILL/DC Meas4)**	4_b_5
2	**Pool pump motor (BILL)**	4_b_5
3	**Windows – Dual Pane or High Efficiency**	4_b_5
4	**Programmable thermostat (BILL/DC Meas3)**	4_b_5
5	Fluorescent Indoor Fixture	4_b_5
6	Fluorescent Outdoor Fixture	4_b_5
7	CFL Bulb	4_b_5
8	CFL fixture	4_b_5
9	Motion sensor	4_b_5
10	Dimmer Switch	4_b_5
11	Weatherstripping/Caulking/Weatherization	4_b_5
12	Water Heater/Pipe Wrapping/Insulation	4_b_5
13	Low Flow Showerheads	4_b_5
14	Faucet Aerators	4_b_5
15	Duct Sealing/Repair (NOT CLEANING)	4_b_5
16	Pool Cover	4_b_5
77	Other [SPECIFY]	4_b_5
88	Refused	4_b_5
99	Don't know	4_b_5

Check to make sure they didn't report something we already discussed today (MEAS1)

If 4_b_2C01 = 1 and MEAS1 = 'RE' then 4_b_2C01 = 0;

If 4_b_2C02 = 1 and MEAS1 = 'CW' then 4_b_2C02 = 0;

……

If 4_b_4C04 = 1 and MEAS1 = 'PT' or MEAS2 = 'PT or POS_PART = 1 then 4_b_4C04 = 0;

FOR ALL MEASURES REPORTED IN 4_b_2 and for measures 1-3 reported in 4_b_4 GO THROUGH QUESTIONS 4_b_5_ZZ through 4_b_11_ZZ (ZZ represents the reported measure)

4_b_5_ZZ In what year did you install the new [ZZ]?

1	2004	4_b_6_ZZ
2	2005	4_b_6_ZZ
3	2006	4_b_6_ZZ
4	2007	4_b_6_ZZ
88	Refused	4_b_7_ZZ
99	Don't know	4_b_7_ZZ

4_b_6_ZZ And what month? (if they are not sure of month see if they can give you the season)

1	January	4_b_7ZZ
2	Feb	4_b_7ZZ
3	March	4_b_7ZZ
4	April	4_b_7ZZ
5	May	4_b_7ZZ
6	June	4_b_7ZZ
7	July	4_b_7ZZ
8	August	4_b_7ZZ
9	September	4_b_7ZZ
10	October	4_b_7ZZ
11	November	4_b_7ZZ
12	December	4_b_7ZZ
13	Winter	4_b_7ZZ
14	Spring	4_b_7ZZ
15	Summer	4_b_7ZZ
16	Fall	4_b_7ZZ
88	Refused	4_b_7ZZ
99	Don't know	4_b_7ZZ

If PGM_AWARE = 1 then ASK 4_b_7_ZZ and 4_b_8_ZZ;

4_b_7_ZZ Were you aware of the Home Energy Efficiency Rebates program **before or after** you decided to purchase the new [ZZ]?

1	Before	4_b_8_ZZ
2	After	4_b_9_ZZ
88	Refused	4_b_9_ZZ
99	Don't know	4_b_9_ZZ

4_b_8_ZZ How influential was the program in your decision to purchase the new [ZZ]. Would you say it was…

1	Very Influential	4_b_9_ZZ
2	Somewhat Influential	4_b_9_ZZ
3	Not At All Influential	4_b_9_ZZ
88	Refused	4_b_9_ZZ
99	Don't Know	4_b_9_ZZ

If 4_b_4 not equal 1 and 4_b_2 not equal to 10 or 11 then ASK 4_b_9_ZZ and 4_b_10_ZZ;

4_b_9_ZZ Was the new [ZZ] that you purchased more energy efficient than standard models available at the time of your purchase?

1	Yes	4_b_10ZZ
2	No	4_b_11ZZ
88	Refused	4_b_11ZZ
99	Don't Know	4_b_11ZZ

4_b_10_ZZ How do you know your new [ZZ] is energy efficient? (Allow Multiples)

Major Appliance [4_b_2 = 1, 2, 3, 4, 5]
9 Energy Guide
10 Energy Star label
11 Utility recommendation
12 Utility rebate
13 Other manufacturer/retailer product information
14 Salesperson
15 Contractor
16 Other

Central Air Conditioning [4_b_2 = 6]
8 SEER / Seasonal Energy Efficiency Rating
9 Utility recommendation
10 Utility rebate
11 Other manufacturer/retailer product information
12 Salesperson
13 Contractor
14 Other

Heating [4_b_2 = 7]
9 AFUE
10 Energy Star
11 Utility recommendation
12 Utility rebate
13 Other manufacturer/retailer product information
14 Salesperson
15 Contractor
16 Other

Heat Pump [4_b_2 = 9]
9 SEER/ Seasonal Energy Efficiency Rating
10 HSPF / Heating Seasonal Performance Factor
11 Utility recommendation
12 Utility rebate
13 Other manufacturer/retailer product information
14 Salesperson
15 Contractor
16 Other

Water heating [4_b_2 = 8]
8 Energy Factor
9 Utility recommendation
10 Utility rebate
11 Other manufacturer/retailer product information

12 Salesperson
13 Contractor
14 Other

Pool Pump [4_b_4 = 2]
9 Reduced Horsepower Motor
10 Two Speed Model
11 Utility recommendation
12 Utility rebate
13 Other manufacturer/retailer product information
14 Salesperson
15 Contractor
16 Other

Windows [4_b_4 = 3]
8 U-Factor/Solar Heat Gain Coefficient/Low E
9 Utility recommendation
10 Utility rebate
11 Other manufacturer/retailer product information
12 Salesperson
13 Contractor
14 Other

4_b_11_ZZ Did you receive a rebate from [utility] on your new [ZZ]?

1	Yes	4_c_2ZZ
2	No	4_c_2ZZ
3	Applied but did not receive	4_c_2ZZ
88	Refused	4_c_2ZZ
99	Don't Know	4_c_2ZZ

4_c NON-PART DISCRETE CHOICE QUESTIONS - CW, AC, IN

GO THROUGH THESE QUESTIONS UP TO 3 TIMES IF 4_b_2 =2 (CW), 6(AC) or 4_b_4= 1 (IN);
Read: "The next couple of questions are about the [ZZ] you purchased"

4_c_2_ZZ Did you purchase your [ZZ] at a retail store or through a contractor?

1	Retailer	4_c_4_ZZ
2	Contractor	4_c_10_ZZ
77	Other Specify	4_c_15_ZZ
88	Refused	4_c_15_ZZ
99	Don't Know	4_c_15_ZZ

4_c_4_ZZ Do you recall seeing any [Utility] literature or displays that provided information about the energy efficiency of the [ZZ] you purchased?

1	Yes	4_c_7ZZ
2	No	4_c_7ZZ
88	Refused	4_c_7ZZ
99	Don't know	4_c_7ZZ

4_c_7_ZZ did you speak with a salesperson when you were shopping for [ZZ]?

1	Yes	4_c_8_ZZ
2	No	4_c_10_ZZ
88	Refused	4_c_10_ZZ
99	Don't know	4_c_10_ZZ

4_c_8_ZZ Did the salesperson tell you about the rebate program?

1	Yes	4_c_9ZZ
2	No	4_c_9ZZ
88	Refused	4_c_9ZZ
99	Don't know	4_c_9ZZ

4_c_9_ZZ Did the salesperson inform you of the benefits of high efficiency [ZZ]?
If ZZ = IN then Ask: Did the salesperson inform you of the benefits of insulating your home?

1	Yes	4_c_10_ZZ
2	No	4_c_10_ZZ
88	Refused	4_c_10_ZZ
99	Don't know	4_c_10_ZZ

If 4_c_2_ZZ = 2 then Ask 4_c_10_ZZ to 4_c_14_ZZ;
4_c_10_ZZ Did your contractor inform you of the benefits of high efficiency [ZZ]?
If ZZ = IN then Ask: Did the contractor inform you of the benefits of insulating your home?

1	Yes	4_c_13_ZZ
2	No	4_c_13_ZZ
88	Refused	4_c_13_ZZ
99	DK	4_c_13_ZZ

4_c_13_ZZ Did your contractor inform you of the **Home Energy Efficiency Rebate** program?

1	Yes	4_c_14_ZZ
2	No	4_c_14_ZZ
88	Refused	4_c_14_ZZ
99	DK	4_c_14_ZZ

4_c_14_ZZ If ZZ not equal IN then ask: Did your contractor recommend purchasing a high efficiency [ZZ] rather than a standard efficiency unit? **If ZZ = IN then ask:** Did your contractor recommend installing Insulation?

1	Yes	4_c_14c
2	No	4_c_14c
88	Refused	4_c_14c
99	Don't Know	4_c_14c

If ZZ = IN then ask 4_c_14c_ZZ;
4_c_14c_IN Did you have insulation in your home prior to this recent installation?

1	Yes	4_c_15
2	In some areas but not in area insulated	4_c_15
3	No	4_c_15
88	Refused	4_c_15
99	Don't Know	4_c_15

If ZZ not equal IN then ask
4_c_15_ZZ How old was the [ZZ] that was replaced?

#	Number of years	4_c_17
77	Didn't have old unit	4_c_17
88	Refused	4_c_16
99	Don't Know	4_c_16

4_c_16_ZZ Was it ...

1	< 5 years old	4_c_17
2	5-10 years old	4_c_17
3	10-15 years old	4_c_17
4	15-20 years old	4_c_17
5	> 20 years old	4_c_17
88	Refused	4_c_17
99	Don't Know	4_c_17

IF 4_c_15_ZZ ne 77 and ZZ in (AC,CW) then ask 4_c_17_ZZ;
4_c_17_ZZ Was your old [ZZ] in working order when it was replaced?

1	Yes	4_c_19
2	No	4_c_18
88	Refused	4_c_19
99	Don't Know	4_c_19

IF 4_c_17 = 2 then ask 4_c_18_ZZ;
4_c_18_ZZ Could your old [ZZ] have been fixed, or was it beyond repair?

1	Could have been fixed	4_c_19
2	Beyond repair	4_c_19
3	Cheaper to replace	4_c_19
88	Refused	4_c_19
99	Don't Know	4_c_19

IF ZZ = AC and then ASK 4_c_19_AC;
4_c_19_AC What type of unit was your old air conditioner system? Was it…

1	Central Air Conditioning system	4_c_20
2	Central Heat Pump	4_c_20
3	Window or wall unit or room air conditioner	4_c_20
4	None or fans only	4_c_20
88	Refused	4_c_20
99	Don't Know	4_c_20

IF ZZ=AC and 4_c_15_CW not equal 77 then ASK 4_c_20_CW and 4_c_21_CW;
4_c_20_CW Was your old clothes washer an Energy Star unit?

1	Yes	4_c_21
2	No	4_c_21
88	Refused	4_c_21
99	Don't Know	4_c_21

4_c_21_CW Was it a front or top loading machine?

1	Front	4_c_22
2	Top	4_c_22
88	Refused	4_c_22
99	Don't Know	4_c_22

We'd like to get a sense of **what influenced you to purchase the new** [ZZ]. How influential was the _____ in your decision to purchase the [ZZ]? Would you say it was Very, Somewhat, or Not At All Influential?

If 4_b_11_ZZ = 1	**4_c_23_ZZ_[ALL]{DC}**	**Rebate**
If 4_c_2_ZZ = 2	**4_c_24_ZZ_[ALL]{DC}**	**Contractor**
If 4_c_7_ZZ = 1	**4_c_25_ZZ_[ALL]{DC}**	**Salesperson**
If 4_c_4_ZZ = 1	**4_c_26_ZZ_[ALL]{DC}**	**Advertising material**
If 1_b_9 = 1 or 1_b_7 = 6 or 1_b_8 = 6	**4_c_27_ZZ_[ALL] {FR/DC}**	**FLEX YOUR POWER advertising campaign**
If 1_b_13 = 1 or 1_b_15 = 1	**4_c_28_ZZ_[ALL] {FR/DC}**	**20/20 or 10/20 advertising campaign**

4_d DEMOGRAPHICS - APPLIANCES AND EQUIPMENT

If MEAS1 not equal 'AC, HP or EC' and 4_b_2 not in (6, 9, 10) then ASK 4_d_2 through 4_d_6;

4_d_2 If MEAS1 = 'RA' or 4_b_2 = 5 then Ask: Besides the Room Air Conditioner we have discussed, what type of air conditioning system do you have in your home?
Else: What type of air conditioning system do you have in your home?

1	Central air conditioning	4_d_3
2	Evaporative cooler	4_d_3
3	Heat Pump	4_d_3
4	Room/wall unit- air conditioning	4_d_3
5	None	4_d_7
88	Refused	4_d_3
99	Don't know	4_d_3

4_d_3 How old is your existing air conditioning system? (the one you use the most)

#	Number of years	4_d_5
77	Didn't have old unit	4_d_5
88	Refused	4_d_4
99	Don't Know	4_d_4

4_d_4 Is it ...

1	< 5 years old	4_d_5
2	5-10 years old	4_d_5
3	10-15 years old	4_d_5
4	15-20 years old	4_d_5
5	> 20 years old	4_d_5
88	Refused	4_d_5
99	Don't Know	4_d_5

4_d_5 Is your existing air conditioning system in working order?

1	Yes	4_d_7
2	No	4_d_6
88	Refused	4_d_7
99	Don't Know	4_d_7

IF 4_d_5 = 2 then ask 4_d_6;
4_d_6 Could it be fixed, or is it beyond repair?

1	Could be fixed	4_d_7
2	Beyond repair	4_d_7
3	Cheaper (Easier) to replace	4_d_7
88	Refused	4_d_7
99	Don't Know	4_d_7

If MEAS1 not equal 'GF', 'HP' and 4_b_2 not = 7 or 9 then ASK 4_d_7;
4_d_7 What type of heating do you have in your home? (primary source of heat)

1	Gas Furnace	4_d_8
2	Electric Heating	4_d_8
3	Electric Strip Heat	4_d_8
4	No Heating	4_d_8
5	Wood Burning Fireplace/Wood Stove	4_d_8
6	Heat Pump	4_d_8
77	Other Specify	4_d_8
88	Refused	4_d_8
99	Don't Know	4_d_8

If MEAS1 not equal 'IN' and 4_b_4 not = 1 then ASK 4_d_8;
4_d_8 Is your home insulated?

1	Yes	4_d_9
2	No	4_d_10
88	Refused	4_d_10
99	Don't know	4_d_10

4_d_9 Which of the following areas are insulated?

1	Ceiling	4_d_9b
2	Walls	4_d_9b
3	Floor	4_d_9b
4	Ducts	4_d_9b
5	Between Floors	4_d_9b
88	Refused	4_d_9b
99	Don't know	4_d_9b

4_d_9b Do you feel that your current level of insulation is adequate?

1	Yes	4_d_10
2	No	4_d_10
77	Other	4_d_10
88	Refused	4_d_10
99	Don't know	4_d_10

If MEAS1 not equal 'CW' and 4_b_2 not = 2 then ASK 4_d_10;
4_d_10 Do you have a washing machine in your home?

1	Yes	4_d_11
2	No	4_d_15
88	Refused	4_d_15
99	Don't know	4_d_15

4_d_11 How old is your washing machine?

#	Number of years	4_d_15
77	Didn't have old unit	4_d_15
88	Refused	4_d_12
99	Don't Know	4_d_12

4_d_12 Is it ...

1	< 5 years old	4_d_15
2	5-10 years old	4_d_15
3	10-15 years old	4_d_15
4	15-20 years old	4_d_15
5	> 20 years old	4_d_15
88	Refused	4_d_15
99	Don't Know	4_d_15

4_d_13 Is your existing washing machine in working order?

1	Yes	4_d_15
2	No	4_d_14
88	Refused	4_d_15
99	Don't Know	4_d_15

IF 4_d_13 = 2 then ask 4_d_14;
4_d_14 Could it be fixed, or is it beyond repair?

1	Could be fixed	4_d_15
2	Beyond repair	4_d_15
3	Cheaper (easier) to replace	4_d_15
88	Refused	4_d_15
99	Don't Know	4_d_15

If MEAS1 not equal 'PT' and MEAS2 not equal 'PT' and POS_PART ne 1 and PSTAT_PGM ne 1 and PSTAT_MAN ne 1 and PSTAT_ES ne 1 and (MEAS2 = PT and 0_b_5 ne 1 and 0_b_8 ne 1) and 4_b_4 not = 4 then ASK 4_d_15 to 4_d_17;

4_d_15 How old is your existing thermostat?

#	Number of years	4_d_15
77	Didn't have old unit	4_d_16
88	Refused	4_d_16
99	Don't Know	4_d_16

4_d_16 Is it ...

1	< 5 years old	4_d_17
2	5-10 years old	4_d_17
3	10-15 years old	4_d_17
4	15-20 years old	4_d_17
5	> 20 years old	4_d_17
88	Refused	4_d_17
99	Don't Know	4_d_17

If 4_d_ 5 ne 77 then ask 4_d_17;
4_d_17 Is your current thermostat a [READ CATEGORIES]

1	Manual Thermostat	4_d_18
2	Programmable Thermostat	4_d_18
3	Energy Star Programmable Thermostat	4_d_18
4	Programmable Thermostat (unsure if Energy Star) – Do Not Read	4_d_18
88	Refused	4_d_18
99	Don't Know	4_d_18

If MEAS1 not equal 'PP' and 4_b_4 not = 2 then ASK 4_d_18;
4_d_21 Do you have a swimming pool in your home?

1	Yes	4_d_22
2	No	4_d_22
88	Refused	4_d_22
99	Don't Know	4_d_22

4_a DEMOGRAPHICS - GENERAL

Read to ALL: "We are almost finished. Next I have just a few questions about your household to make sure we're getting a representative sample of California residents."

4_a_1 In what year was your home built?

####	Year	4_a_2
88	Refused	4_a_1a
99	Don't Know	4_a_1a

4_a_1a Was it built …. [READ RANGE]?

1	in the last ten years (i.e., since 1997)?	4_a_2
2	in the early 90's?	4_a_2
3	in the 80's?	4_a_2
4	in the 70's?	4_a_2
5	in the 50's or 60's?	4_a_2
6	before the 50's?	4_a_2
88	Refused	4_a_2
99	Don't Know	4_a_2

4_a_2 About how large is your home in terms of total square feet?

####	Square feet	4_a_3
88	Refused	4_a_2a
99	Don't Know	4_a_3

4_a_2a Is it …. [READ RANGE]?

1	less than 500 square feet	4_a_3
2	500-999 square feet	4_a_3
3	1,000 to 1,499 square feet	4_a_3
4	1,500-1,999 square feet	4_a_3
5	2,000-2,499 square feet	4_a_3
6	2,500-2,999 square feet	4_a_3
7	3,000 or more square feet	4_a_3
88	Refused	4_a_3
99	Don't Know	4_a_3

4_a_3 Did you do any remodeling, renovation or additions since January 2004?

1	Yes	4_a_3a
2	No	4_a_4
88	Refused	4_a_4
99	Don't know	4_a_4

If 4_a_3 = 1 and (MEAS1 in (AC, IN, PP, PT, WI) or MEAS2 = PT or POS_PART = 1) then ask 4_a_3a and 4_a_3b;

4_a_3a In what year?

1	2004	4_a_3b
2	2005	4_a_3b
3	2006	4_a_3b
4	2007	4_a_3b
88	Refused	4_a_3c
99	Don't know	4_a_3c

4_a_3b And what month? (if they are not sure of month see if they can give you the season)

1	January	4_a_3c
2	Feb	4_a_3c
3	March	4_a_3c
4	April	4_a_3c
5	May	4_a_3c
6	June	4_a_3c
7	July	4_a_3c
8	August	4_a_3c
9	September	4_a_3c
10	October	4_a_3c
11	November	4_a_3c
12	December	4_a_3c

13	Winter	4_a_3c
14	Spring	4_a_3c
15	Summer	4_a_3c
16	Fall	4_a_3c
88	Refused	4_a_3c
99	Don't know	4_a_3c

End If;

If 4_a_3 = 1 then ask 4_a_3c;

4_a_3c Did this increase or decrease your home's square footage?

1	Increased	4_a_4
2	Decreased	4_a_4
3	No change	4_a_4
88	Refused	4_a_4
99	Don't Know	4_a_4

4_a_4 How many people of the following age groups live in your home year-round?

#	Less than 18 years old	4_a_5
#	18-59	4_a_5
#	60 or older	4_a_5
88	Refused	4_a_5
99	Don't Know	4_a_5

4_a_5 Has the number of people in your household changed since January of 2004?

1	Yes, Increased	4_a_5inc
2	Yes, Decreased	4_a_5dec
3	No change	4_a_6a
88	Refused	4_a_6a
99	Don't Know	4_a_6a

4_a_5inc By how many has your household increased?

#	SPECIFY BY HOW MANY	4_a_6a
88	Refused	4_a_6a
99	Don't Know	4_a_6a

4_a_5dec By how many has your household decreased?

#	SPECIFY BY HOW MANY	4_a_6a
88	Refused	4_a_6a
99	Don't Know	4_a_6a

If 4_a_5 in {1,2} and (MEAS1 in (AC, IN, PP, PT, WI) or MEAS2 = PT or POS_PART = 1) then ask 4_a_6a and 4_a_6b;

4_a_6a In what year did the number of people in your household change? (Record year of most recent change)

1	2004	4_a_6b
2	2005	4_a_6b
3	2006	4_a_6b
4	2007	4_a_6b
88	Refused	4_a_7
99	Don't know	4_a_7

4_a_6b And what month? (if they are not sure of month see if they can give you the season)

1	January	4_a_7
2	Feb	4_a_7
3	March	4_a_7
4	April	4_a_7
5	May	4_a_7
6	June	4_a_7
7	July	4_a_7
8	August	4_a_7
9	September	4_a_7
10	October	4_a_7
11	November	4_a_7
12	December	4_a_7
13	Winter	4_a_7
14	Spring	4_a_7
15	Summer	4_a_7
16	Fall	4_a_7
88	Refused	4_a_7
99	Don't know	4_a_7

4_a_7 What is the highest level of education you have completed?

1	Some high school	4_a_8
2	High school graduate	4_a_8
3	Trade or technical school	4_a_8
4	Some college	4_a_8
5	College graduate	4_a_8
6	Some graduate school	4_a_8
7	Graduate degree	4_a_8
77	Other	4_a_8
88	Refused	4_a_8
99	Don't know	4_a_8

4_a_8 Which of the following best represents your annual household income from all sources in 2005, before taxes? *[READ]*

1	Less than $20,000 per year	4_a_9
2	$20,000-49,9999	4_a_9
3	$50,000-74,999	4_a_9
4	$75,000-99,999	4_a_9
5	$100,000 or more	4_a_9
77	Other	4_a_9
88	Refused	4_a_9
99	Don't know	4_a_9

4_a_9 How would you describe your racial or ethnic background? [READ LIST]

1	Hispanic	4_a_10
2	African American	4_a_10
3	Caucasian	4_a_10
4	Asian American	4_a_10
5	Native American	4_a_10
6	Pacific Islander	4_a_10
7	Interracial	4_a_10
8	Hispanic	4_a_10
77	Other (specify)	4_a_10
88	Refused	4_a_10
99	Don't know	4_a_10

4_a_10 What is the primary language spoken in your home?

1	English	4_a_10
2	Spanish	4_a_10
3	Mandarin	4_a_10
4	Cantonese	4_a_10
5	Tagalog	4_a_10
6	Korean	4_a_10
7	Vietnamese	4_a_10
8	Russian	4_a_10
9	Japanese	4_a_10
77	Other (specify)	4_a_10
88	Refused	4_a_10
99	Don't know	4_a_10

5_a On-Site Recruiting

IF BASE =1 and (NL_PART=1 or (CFL_PURCH=1 and NL_PART = 0)) and OnSite_Cluster=1;

5_a_1 I have one last thing would your household be willing to participate in the on-site verification component of this evaluation we are completing for [Utility]? This visit to your home would occur in January or February 2007 and would be strictly for the verification of [meas_des1]; we are NOT interested in selling you anything.

Read: "The on-site visit would be completed by a trained auditor and take roughly 15 to 20 minutes or less." During this time the auditor would look at the newly installed [meas_des1] and ask you a few questions about the purchase.

IF THEY ARE INTERESTED, say: Great! Someone will give you a call back to determine when we can schedule an appointment with one of our auditors in your area.

5_b Mailer Recruiting

IF 4_b_2 = 6 and MEAS_AC = 0 and MEAS1 ne AC;

5_b_1 [Utility] is really interested in the type of air conditioners customers like you are installing. This information is extremely valuable in designing better energy conservation programs. We would like to send you a very brief, one page survey to gather model number and other information about your new cooling system. Because this information is so critical, [Utility] will give you $50 dollars for mailing back the completed survey. We could either mail or fax this to you. Which would you prefer?

1	Mail	5_b_2
2	Fax	5_b_7
3	Neither	GOODBYE
88	Refused	GOODBYE
99	Don't know	GOODBYE

If 5_b_1 = 2;

5_b_7 May I please have your fax number?

1	Enter Fax Number	Skip to End
88	Refused	GOODBYE
99	Don't know	GOODBYE

5_b_2 Can I have your name as it should appear on the envelop?

1	Enter Name	5_b_3
88	Refused	GOODBYE
99	Don't know	GOODBYE

5_b_4 May I please have the street address would you like us to mail your survey?

1	Enter Street Address	5_b_5
88	Refused	GOODBYE
99	Don't know	GOODBYE

5_b_5 May I please have the city?

1	Enter City	5_b_6
88	Refused	GOODBYE
99	Don't know	GOODBYE

5_b_6 May I have the zip code for that Address?

1	Enter Zip	Skip to End
88	Refused	GOODBYE
99	Don't know	GOODBYE

READ - Thank you for taking the time to complete this important survey! Have a great day/night!

Appendix D

Survey Sample Disposition Table

This appendix provides the final disposition of all sample pulled for the telephone surveys for this evaluation.

Table D-1: Survey Sample Disposition

Sample Disposition	Participant Survey	Lighting Survey	General Population Survey
Sample Loaded	30,665	19,393	14,505
COMPLETES	2,207	1,000	1,511
Incomplete (unfinshed surveys)	39	16	7
Appts still active	211	345	90
Busy	87	172	103
No Answer	145	500	296
Answering Machine	1,038	2,231	1,738
Fresh Sample	1,964	1,333	863
Quota Full	21,516	6,245	5,092
Max Attempt	495	659	651
Language Barrier	180	749	566
Wrong Address	247	327	205
Refusal	802	778	1,071
Hang up	54	379	153
Non Participant	32		
DRNA	89	168	108
Disability	68	96	65
Fax	222	609	275
Duplicate	3	2	11
No Rebate/Coupon	282		
Business	297	442	246
Contractor	2	1	1
Landlord	18	24	1
Disconnected	667	1,596	1,088
NOT SFD		1,310	364
Haven't Heard of CFL		48	
Haven't Purch cfl		189	
Hadn't Purch 2004-05		164	
Don't pay Utility/Renter		10	

Appendix E

KEMA Interim Memos

memo

To:	Craig Tyler, PG&E Shahana Samiullah, SCE Rob Rubin, Sempra Lori Megdal (on behalf of the CPUC) Peter Lai, CPUC	Date:	October 2, 2007
From:	Jenna Canseco and Tami Rasmussen, KEMA		
Subject:	2004-2005 Single Family Rebate Program Evaluation – Interim Results		

This memorandum provides an overview of high-level preliminary results from three major data collection efforts in support of our evaluation of the 2004-2005 California Statewide Single Family Rebate Program. These efforts include the following:

- Consumer Surveys, including general population surveys (with compact fluorescent lamp [CFL] purchasers and non-purchasers) and interviews with Non-Lighting Participants (consumers who received rebates for non-lighting measures). The goal of the general population surveys was to assess gross impacts and explore compact fluorescent lamp (CFL) purchaser behavior.
- Participating Supply-Side Market Actors, including lighting market actors (lighting manufacturers, retailers, and small retailers) and non-lighting market actors (HVAC contractors, appliance dealers, and pool contractors/retailers). The goal of these surveys was to investigate sales and product trends within these markets as well as to develop estimates of free-ridership and the lighting net-to-gross ratio.
- Onsite Surveys, including surveys with consumers who purchased CFLs in 2004 and/or 2005 and Non-Lighting Participants. The purpose of the CFL purchaser onsite surveys was to gather more detailed information from telephone survey respondents about CFL usage and satisfaction. The purposes of the non-lighting participant onsite surveys to verify equipment installation and key characteristics (e.g., efficiency) of the equipment installed. Additionally, for pool pumps and programmable thermostats,

data on temperature settings (and for pool pumps, operating hours) were also collected.

Table 1 provides an overview of these research efforts by utility service territory.

Table 1: Research Efforts by Utility Service Territory[1]

Research Effort	Utility				Total
	SCE	PG&E	SCG	SDG&E	
Consumer Interviews					
Non-lighting participant	235	270	112	179	796
CFL purchaser	147	291	132	155	725
CFL non-purchaser	53	109	68	45	275
Consumer Interviews Total	***435***	***670***	***312***	***379***	***1,796***
Onsite Surveys					
CFL Purchasers	40	40	-	20	100
Non-lighting participants	57	86	28	44	215
Onsite Surveys Total	***97***	***126***	***28***	***64***	***315***
Participating Supply-Side					
Lighting manufacturers	14				14
Lighting retailers	7				7
Lighting retailers (small)	15				15
HVAC contractors	32				32
Appliance dealers	26				26
Pool contractors and retailers	25				25
Market Actors Total	***119***				***119***

[1] Targets were not set for Participating Supply-Side Market Actors by utility service territory since many of them (e.g., lighting manufacturers) work across more than one service territory.

memo

To:	Craig Tyler, PG&E Shahana Samiullah, SCE Rob Rubin, Sempra Lori Megdal (on behalf of the CPUC) Peter Lai, CPUC	Date:	October 2, 2007
From:	Jenna Canseco and Tami Rasmussen, KEMA		
Subject:	Consumer Survey – Interim Results		

1. Overview of Memorandum

This memo provides early high-level results for the Lighting Purchaser (general population) surveys and Non-Lighting Participant surveys that were conducted in support of our evaluation of the 2004-2005 California Statewide Single Family Rebate Program.

2. General Population Survey

2.1 Sample Design and Disposition of Results

The goal of the general population surveys was to assess gross impacts and explore compact fluorescent lamp (CFL) purchaser behavior. The survey was conducted in January, 2007 with a representative sample of residential customers to continue to track CFL awareness, attitudes, and behavior over time. Because the lighting program is delivered upstream and customer-specific data is not collected at the point of sale, we randomly called residential customers from each of the four utilities and relied on self-reports of CFL purchase activity to identify CFL purchasers and non-purchasers. Furthermore, within the CFL purchaser category, we identified "Program Purchasers" by collecting self-report data on CFL purchases in 2004 and 2005. The sample design for the 1000-point survey was to complete 400 surveys with PG&E customers and 200 surveys with customers from each of the other three utilities.

After we completed approximately two-thirds of the surveys, it became apparent that we would have to start suppressing potential responses to ensure an adequate sample of program purchasers (i.e., consumers who bought CFLs in 2004 or 2005). We thus began terminating interviews with non-purchasers and CFL purchasers who did not buy CFLs in 2004 or 2005 (i.e., prior purchasers). At the same stage, we also began terminating interviews with respondents who did not live in single-family or mobile homes. We did so to ensure that the distribution of respondents by housing type would be similar to the distribution in the Non-Lighting Purchaser Surveys to enable valid comparison of results between the two surveys.

Prior to suppressing any respondents we calculated the proportion of purchasers versus non-purchasers by year and housing type (single-family detached or other) within each utility service area. These calculations yielded the actual distribution of the population by these criteria. After completing the remaining surveys, we post-weighted results for our analyses to reflect the actual ("pre-suppression") distribution of purchasers and non-purchasers by purchase year and housing type. Table 1 shows the distribution of the 1,000 completed surveys by utility and Purchaser/Non-Purchaser category.

Table 1: Distribution of Completed Lighting Purchaser Surveys by Purchaser/Non-Purchaser and Utility

Utility	Purchaser	Non-Purchaser	Total Surveys	
			n	%
SCE	147	53	200	20%
PG&E	291	109	400	40%
SCG	132	68	200	20%
SDG&E	155	45	200	20%
Total	**725**	**275**	**1,000**	**100%**
% of Total	**73%**	**28%**		

2.2 Interim Results

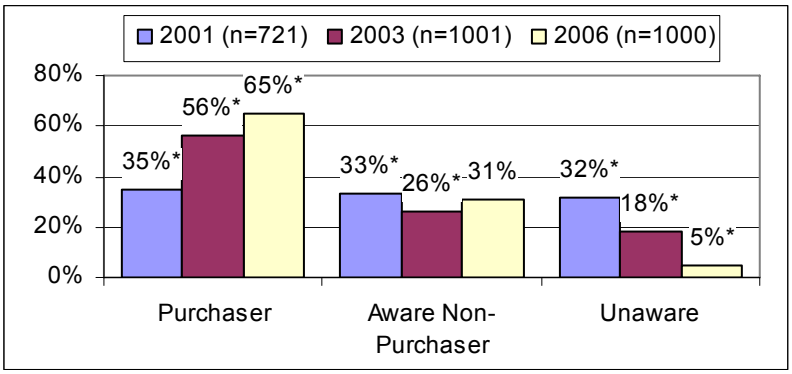
2.2.1 *CFL Awareness and Purchases*

Figure 1 shows changes in CFL awareness and purchase rates over time for California consumers. "Purchasers" are consumers who have bought one or more CFLs at any time. "Aware Non-Purchasers" are consumers who are aware of CFLs, but have never purchased them, and "Unaware" are consumers who are not aware of CFLs, even when prompted with a description.[2] The rate of CFL awareness has increased dramatically over the past few years, reaching 95 percent in 2006 (a statistically significant change from 2003).[3] Changes in Unaware proportions from 2001 to 2003 and from 2003 to 2006 are also statistically significant. The percentage of CFL purchasers has also increased substantially to 65 percent in 2006. The changes in the purchase rate from 2001 to 2003 and from 2003 to 2006 are statistically significant.

[2] Respondents who were initially unaware of CFLs were prompted with the following description and question: "Compact fluorescent light bulbs, or CFLs, are small fluorescent bulbs that fit in regular light bulb sockets. CFLs look different than standard bulbs. They are often made out of thin tubes of glass bent into loops or a spiral shape. Have you ever heard of them?"

[3] Statistical significance is reported at the 90 percent level of confidence unless otherwise stated.

Figure 1: CFL Awareness and Purchaser Categories 2001, 2003, and 2006



* Differences between years are statistically significant at the 90% level of confidence.

2003 and 2001 source: KEMA-XENERGY and Quantum Consulting, 2003. "Evaluation of the 2002 Statewide Crosscutting Residential Lighting Program." Prepared for San Diego Gas and Electric Company, Pacific Gas and Electric Company, and Southern California Edison. October 13, 2003.

2.2.2 *Consumer Satisfaction with CFLs*

For survey respondents who were aware of CFLs, we asked, "Using a scale of 1 to 10, where 1 means you are "not at all satisfied" and 10 means you are "extremely satisfied," how satisfied are you with the CFL bulbs you purchased most recently?" Table 2 shows that the average satisfaction rating was moderately high: 7.7 out of 10. Respondents were then asked to rate their satisfaction with three specific CFL attributes (randomly selected for each respondent from a group of 6 total attributes) on the same scale. Table 2 also shows that respondents are most satisfied with the length of bulb life for CFLs (8.5 rating) and least satisfied with the way they look in light fixtures (6.7 rating).

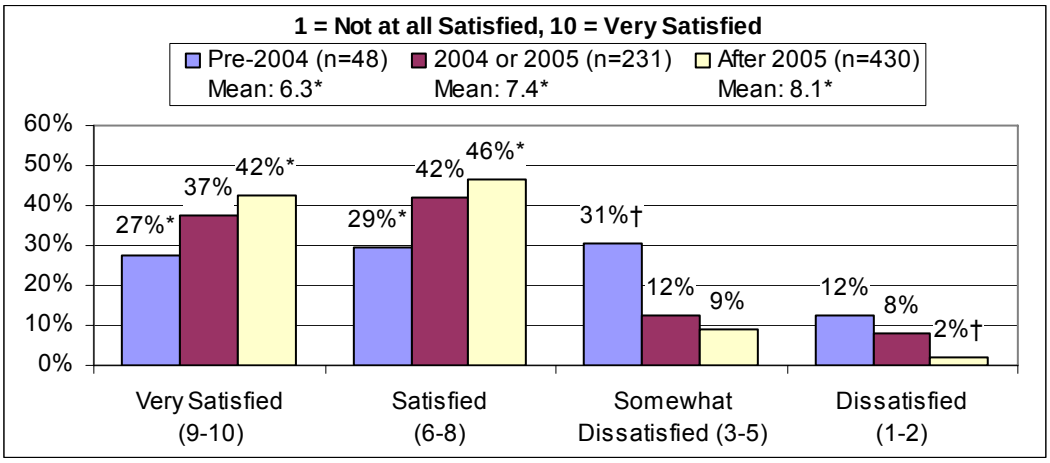
Table 2: Satisfaction with CFLs and Their Attributes

CFL Attributes	Satisfaction	
	Mean Rating	n
Overall satisfaction with CFLs	**7.7**	**739**
Length of life	8.5	357
The way they fit into light fixtures	7.7	386
Brightness	7.6	377
Amount of time to light up	7.6	347
Color of light	7.4	395
The way they look in light fixtures	6.7	366

Satisfaction is higher among purchasers who have bought CFLs more recently than among those who have not purchased CFLs during the past few years. This is not surprising due a general increase in CFL quality and decrease in price (especially among twister-style bulbs, which are the most common). Figure 2 shows differences in CFL satisfaction by date of most recent purchase on the

same scale of 1 to 10 as above (1 meaning "Not at all satisfied" and 10 meaning "very satisfied"). As shown, the differences in mean satisfaction ratings among consumers who have purchased CFLs most recently (since 2005) are statistically significantly higher than among 2004-2005 purchasers (Program purchasers) or prior purchasers.

Figure 2: General Satisfaction with CFLs by Date of Most Recent CFL Purchase, 2006



* Differences are statistically significant at the 90 percent level of confidence.

† Differences from other Purchaser Groups within satisfaction category are statistically significant at the 90 percent confidence level.

3. Non-Lighting Participant Survey

3.1 Sample Design and Disposition of Results

"Non-Lighting Participants" are defined as recipients of 2004/05 program incentives for non-lighting measures. The Non-Lighting Participant Survey assesses customer satisfaction and sources of program awareness for the Customer Behavior Analysis and Process Evaluation components of the study, and to verify that the equipment installed matches the program tracking system. We randomly selected the sample for this survey from the utility tracking databases and attempted to survey 50 customers in each of 14 different equipment bins, allowing us sufficient sample to present meaningful results for each of the technologies.

A small subset of retailers who offered instant (point-of-sale [POS]) rebates for do-it-yourself customers collected customer tracking data, and from these SCE was able to collect customer contact data on approximately 700 Programmable Thermostat purchasers and 760 Pool Pump purchasers. From these leads we incorporated 50 Pool Pump and 20 Programmable Thermostat POS sample points into our sample to capture information on these known POS participants.[4] We ultimately completed 796 surveys with Non-Lighting Participants. Table 3

[4] We designated a smaller sample for the Programmable Thermostats than for Pool Pumps because we expect to identify as many as 100 self-report POS Programmable Thermostat participants through the evaluation's other surveys of participants and non-participants. In the base General Population and Non-Lighting

below shows the survey disposition by measure and utility. Results were post-weighted to reflect the distribution of the Non-Lighting Participant population by utility and measure type.

Table 3: Distribution of Completed Non-Lighting Participant Surveys by Measure and Utility

Measure	Utility				Total Surveys	
	SCE	PG&E	SCG	SDG&E	n	%
Attic Insulation	-	16	19	9	44	6%
Central Air Conditioner	20	20	-	10	50	6%
Central Heat Pump	21	24	-	10	55	7%
Clothes Washer	-	20	20	11	51	6%
Dishwasher	-	22	20	10	52	7%
Evaporative Cooler	40	11	-	-	51	6%
Furnace	-	20	20	10	50	6%
Point-of-Sale Pool Pump	50	-	-	-	50	6%
Point-of-Sale Programmable Thermostat	21	-	-	-	21	3%
Programmable Thermostat	10	22	10	11	53	7%
Refrigerator	-	-	-	50	50	6%
Room Air Conditioner	20	20	-	10	50	6%
Single Speed Pool Pump	20	22	-	9	51	6%
Two Speed Pool Pump	2	-	-	1	3	0%
Wall Insulation	-	4	2	1	7	1%
Water Heater	-	22	21	10	53	7%
Whole House Fan	21	22	-	10	53	7%
Windows	10	25	-	17	52	7%
Total Completed Surveys	**235**	**270**	**112**	**179**	**796**	100%
% of Total	30%	34%	14%	22%	100%	

3.2 Interim Results

3.2.1 *Program Satisfaction*

Overall satisfaction with the rebate program among Non-Lighting Participants is fairly high (average of 8.2 on a 10 point scale where 1 means "not at all satisfied" and 10 means "very

Purchaser surveys, approximately 25 Programmable Thermostat POS purchasers were identified in addition to those shown in the Table. The supplemental surveys (currently in the field) will identify additional POS purchasers.

satisfied"). Participant satisfaction is also fairly high with the rebate amount and with the utility, but somewhat lower for other program attributes (Table 4).

Table 4: Non-Lighting Participant Satisfaction with 2004/2005 Program and Program Elements

Program Elements	Mean Rating
Overall satisfaction with rebate program	8.2
Rebate amount	8.0
Utility	8.0
Application process	7.8
Turnaround time in receiving rebate	7.6
Savings on utility bill	6.9
Number of Responses	**796**

3.2.2 *Influences on Non-Lighting Participant Measure Purchase Decisions*

The survey asked Non-Lighting participants to indicate whether a list of sources (e.g., contractor, salesperson, advertising materials) were "very, somewhat, or not at all influential" on their decisions to purchase rebated measures.

Table 5 displays the proportion of respondents who reported that the sources were "very" or "somewhat" influential on their purchase decisions. More than any other source, Non-Lighting Participants indicated that contractors had at least some influence on their purchase decisions. More than 3 out of 5 Non-Lighting Participants indicated that their contractor, the Program, the Rebate, or advertising materials had at least some influence on their purchase decision. Participants report that the 10/20 and 20/20 campaigns had less influence than the other sources of influence.

Table 5: Sources of Influence on Participant Decision to Purchase Rebated Measures

Source of Influence	Participants Reporting "Very" or "Somewhat" Influential	
	%	n
Contractor	74%*	284
Advertising material	67%	543
Rebate	63%	722
Program	62%	722
Salesperson	62%	337
Flex Your Power program	54%	414
20/20 or 10/20 advertising campaign	44%*	214

* Difference from other sources of influence is statistically significant at the 90 percent level of confidence.

To:	Craig Tyler, PG&E Shahana Samiullah, SCE Rob Rubin, Sempra Lori Megdal (on behalf of the CPUC) Peter Lai, CPUC	Date:	October 2, 2007
From:	Christopher Dyson, Peter Lemoine, and Tami Rasmussen, KEMA		
Subject:	Participating Supply-Side Market Actor Interviews – Interim Results		

1. Overview of Memorandum

This memorandum contains preliminary and high-level findings from our interviews with supply-side market actors who participated in the 2004-2005 Single Family Rebate program. The memorandum contains summaries of:

- Data collection efforts to date;
- Preliminary net-to-gross findings;
- Satisfaction with program processes; and
- Recommendations for program improvements.

Our draft report will contain final results on these topics as well as other information collected from the supply-side market actors such as market trends, standard practices, and reactions to changes in state and federal equipment standards.

2. Data Collection Summary

The following tables show the number of interviews completed to date with participating supply-side market actors. We were able to complete interviews with 13 of the 15 lighting manufacturers who accounted for the largest volume of manufacturer buydown rebates during the 2004-2005 period. Although we have had less success with the participating large lighting retailers, we were able to complete interviews with the top two retailers in terms of the number of rebated CFL products sold. For the participating non-lighting market actors we were able to reach eight of our nine targets for number of completed interviews by market actor category and service territory.[5]

[5] The one missed target was for HVAC contractors in the SCE/SCG territory. Our original target had been 15 completes, but due to a small sample frame (16 contractors) we were only able to complete interviews with seven of these.

Table 1: Interviews Completed with Lighting Market Actors

Market Actor Category	# of Completed Interviews
Participating lighting manufacturers	14
Participating large lighting retailers	7
Participating small lighting retailers[6]	15

Table 2: Interviews Completed with Non-Lighting Market Actors

Market Actor Category	# of Completed Interviews
Participating HVAC contractors	32
Participating appliance dealers	26
Participating pool contractors/retailers	25

3. Preliminary Net-to-Gross Findings

3.1 Lighting Free-Ridership

This memorandum shows our preliminary free-ridership (1 minus net-to-gross) estimates for low-wattage (< 30 Watt) CFLs rebated by the lighting manufacturer buydown component of the 2004-2005 Single-Family Rebate program.[7] We chose to focus on low-wattage CFL bulbs because they account for a large majority of the program's CFL rebate dollars during this time period, as Table 3 shows. Low-wattage CFL bulbs accounted for 87 percent of the 2004-2005 program CFL rebate dollars and 96 percent of the rebated CFL products. For the draft report we will also provide net-to-gross estimates for specialty CFL bulbs, CFL fixtures, and CFL lamps/torchieres.

[6] Three of these completes included some marginal data, and were not included in the analysis for this memo. Valid data from these completes may be included in the analysis for the draft report. However, we will continue to survey retailers in this category to gain additional data.

[7] Previous memoranda have described these net-to-gross questions in more detail, but in essence these questions asked the manufacturers or retailers to estimate what their sales of the rebated product would have been if the program rebates had not been available. Respondents were reminded of the time frame and rebate amounts. For the lighting manufacturer and retailer surveys a confirmation question was asked to insure that we understood their sales reduction estimates. Separate free-ridership questions were asked for each CFL product category and respondents were asked to provide different estimates of sales reductions for each major retailer category.

Table 3: Manufacturer Buydown Rebate Spending by CFL Product Category, PY 2004-2005

Utility	Low-Wattage CFL bulbs	Specialty CFL bulbs*	CFL fixtures	Torchieres/ lamps	Total
PG&E	$ 13,365,619	$ 36,969	$ 1,807,130	$ 125,170	**$ 15,391,322**
SCE	$ 9,187,057	$ 86,496	$ 1,631,805	$ 9,150	**$ 11,068,859**
SDG&E	$ 3,161,732	$ 412	$ 37,680	$ -	**$ 3,203,592**
Total	**$ 25,714,408**	**$ 123,877**	**$ 3,476,615**	**$ 134,320**	**$ 29,663,773**

Note: *Specialty CFL bulbs include higher-wattage (>= 30 Watts) bulbs, reflectors, and dimmers.

We calculated free-ridership rates (Table 4) for six different lighting retailer categories: general merchandise/big box, large home improvement, grocery, drug, 99 cents/$1 discount, and small hardware. These categories were identified as useful disaggregations based on interviews with program staff and other lighting market experts. There was also a small group of miscellaneous participants that included lighting stores, electronic stores, and non-retailers that are not represented in this table. These miscellaneous participants only accounted for about 1 percent of rebated low-wattage CFL bulbs.

Our manufacturer free-ridership estimates came from manufacturers that received a large majority (67-93%) of the manufacturer buydown low-wattage CFL rebates. However, our coverage on the retail side was much less robust. For this reason our total free-ridership estimate only used the manufacturer sales-weighted estimate unless the retailer estimate was reasonably robust in terms of the number of respondents and/or the percentage of rebated products sold. Therefore for the general merchandise/big box and grocery store categories we used an average of the manufacture and retailer free-ridership estimates, but for the other retailer categories we only used the manufacturer estimates.

We think relying primarily on the manufacturer estimates is reasonable for other reasons beyond the practical consideration of the percentage of rebates covered by the completed surveys. Table 4 shows that half the time the retailer free-ridership estimates are higher than the manufacturer estimates and half the time they are lower. Therefore we do not believe that relying primarily on the manufacturer estimates will bias these estimates in any particular direction. Since the manufacturers have been most actively involved in the program's rebate reservation process, we also believe that they have a more thorough understanding of the sales effect of the rebates. Finally, although we attempted to reach respondents familiar with their lighting sales trends, the fact remains that lighting is only a minor product for many retailers (e.g., grocery stores).

Table 4: Free-Ridership Rates for Low-Wattage CFL Bulbs Receiving Manufacturer Buydown Rebates by Retailer Category

Retail Category	# of Low-Wattage CFL Bulbs Sold Through Manufacturer Buydowns, 2004-2005[8]	Manufacturer Free-Ridership Estimates	Retailer Free-Ridership Estimates
General Merchandise/ Big Box	952,694	Unweighted average: 50-75% Sales-weighted average: 50-75% (n = 1, 73% of rebates)[9]	Unweighted average: 80% Sales-weighted average: 80% (n = 1, 67% of rebates)
Large Home Improvement	601,674	Unweighted average: 63% Sales-weighted average: 61% (n = 3, 72% of rebates)	Unweighted average: 85% Sales-weighted average: 85% (n = 1, % of rebates unknown[10])
Grocery	3,551,160	Unweighted average: 20% Sales-weighted average: 21% (n = 8, 67% of rebates)	Unweighted average: 10% Sales-weighted average: 5% (n = 7, 37% of rebates)
Drug	343,420	Unweighted average: 35% Sales-weighted average: 40% (n = 3, 84% of rebates)	Unweighted average: 5% Sales-weighted average: 5% (n = 1, <1 % of rebates)
Cents/ $1 Discount Stores	855,402	Unweighted average: 6% Sales-weighted average: 4% (n = 5, 93% of rebates)	No retailer interviews completed
Local Hardware	181,700	Unweighted average: 40% Sales-weighted average: 61% (n = 3, 70% of rebates)	Unweighted average: 41% (n = 5, % of rebates unknown)
Sales-Weighted Total Free-ridership Rate		**28%**	

[8] Only includes bulbs rebated by SCE and SDG&E. Equivalent data from PG&E are not yet available.

[9] N = # of respondents providing free-ridership estimates. % of rebates = % of 2004-2005 SCE and SDG&E manufacturer buydown rebates for that retailer category that were received by manufacturers or sold through retailers who provided the free-ridership estimates in the table.

[10] % of rebates unknown = all or most of the retailers had the majority of their sales in the PG&E service territory (PG&E retailers' rebated sales information is not yet available).

The table above shows that the overall free-ridership rate for the low-wattage CFL manufacturer buydown rebates is 28 percent. This is mainly because respondents reported very low free-ridership rates for grocery and 99 cents/$1 discount stores and together these two retailer categories accounted for about two-thirds of the rebates. Respondents noted that low price thresholds made it nearly impossible for the discount stores to sell the CFL bulbs without the manufacturer buydowns. Free-ridership rates were highest among the general merchandise/big box and large home improvement retailer categories. This results from a number of factors including the longer period that such retailers have promoted CFL bulbs and the higher bulb price points to which large home improvement store shoppers are accustomed.

In general there was little variance between the free-ridership estimates provided by manufacturers or retailers for any of the retailer categories. The one exception was the local hardware category in which the estimates ranged widely (20-80%) for both manufacturers and retailers.

3.2 Lighting Spillover

3.2.1 *SFR Program Spillover*

Both lighting manufacturers and large lighting retailers were asked about possible spillover effects of their participation in the SFR program. Such spillover effects would be increased sales of CFL products due to program influence but not directly due to the receipt of program rebates. The manufacturers and retailers were asked directly about two types of possible spillover resulting from the SFR program rebates – matching discounts and lag discounts. They were then asked an open-ended question as to what effects, if any, they thought that the program might have on CFL bulbs not rebated through the program.

- *Matching rebates* - Lighting manufacturers and large lighting retailers were asked whether they provide any of their own discounts for program-rebated CFL products in addition to the program rebates. By further reducing the price point, such additional discounts would lead to more program-rebated CFL products being sold than with the program rebate alone. Eight of the 14 lighting manufacturers and 1 of the 7 large lighting retailers said that they did offer additional price reductions of their own. The main purpose of these additional discounts was to further narrow the price gap between CFLs and incandescent bulbs. A number of the manufacturers said that they offered these additional price discount to some retailers but not others. For example they would offer these additional discounts to types of retailers – such as discount, drug, or grocery stores – where consumers were expecting a lower price point. However, they would not offer these same discounts to big box or large home improvement stores.
- *Lag rebates* – Because the program rebates were not always available -- due to program interruptions or a retailer's allocation of rebated product running out – lighting manufacturers and large lighting retailers were asked what would happen to the CFL product price point when the rebate went away. All 14 of the manufacturers and 4 of the large lighting retailers said that when the program rebates went away the

bulb prices would go up. However, four of the manufacturers said that they would take actions to mitigate the impact of this disappearing rebate. Two of the manufacturers said that they would not allow their bulbs to return to the full pre-rebate prices, but would provide some carryover discount of their own – especially for bulbs sold in retailer categories with low price points. Two other manufacturers said that if rebate funding suddenly went away, they would allow their retailers to sell the remaining bulbs that had been ordered under the program at the rebate price point, even if they (the manufacturers) had to subsidize the cost.

- *Other spillover effects*
    - *Participant spillover* – Four of the lighting manufacturers noted that if people have a positive experience with the program-rebated CFL bulb, they may continue to purchase CFL bulbs even at non-rebated price points.
    - *Discounts for non-program lighting products* - One lighting manufacturer reported that the program rebates had forced him to offer discounts on his non-program lighting products. He cited the example of a 24W Energy Star-rated bulb that's he is selling through the program. If he wants to sell the same or similar product to one of his lighting distributors he has to offer a similar discount as that given by the program. Because if he doesn't, "they can buy from a 99 cent store at very low price, much lower than my price to them." He said that he has given these additional discounts not only for non-program CFL products, but also for incandescent and halogen lamps. "I hate to do this because it can reduce our margins," he said, "but sometimes I have to."
    - *Spillover from increased foot traffic and product visibility:* One manufacturer thought that the increased foot traffic generated by the program rebates "helped the sell rate of the products that were carried on the shelf and weren't being promoted." "Any time you get an extra consumer into the stores," she said, "you have an opportunity for a sale." She also thought that the more prominent positioning of the program-rebated products would also encourage sales of the non-rebated products.
    - *Negative spillover:* A number of manufacturers noted that when the program offers rebates, the non-rebated products don't sell as well as they used to. "If they could buy the bulb for $1.99 and all the others are $5.99 or $6.99," explained one manufacturer, "they might not want to buy those and want everything for $1.99."

3.2.2 *Generic California CFL Program Market Effects*

Because California programs have been offering rebates on CFL bulbs for a number of years, we were interested in getting the perspective of lighting manufacturers and large lighting retailers on the market effects of these programs. More specifically, we were interested in how these long-term rebates have affected the prices, quality, and familiarity/acceptability of all CFL bulbs, whether these received program rebates or not. Table 5 summarizes the responses of the lighting manufacturers. It shows that at least half of the lighting manufacturers thought that the California CFL rebate programs were "very important" in decreasing the price point, increasing the quality, and increasing the customer familiarity/acceptability of all CFL bulbs.

Table 5: Lighting Manufacturer Assessments of the Market Effects of Long-Term California CFL Programs

Market Effect	Summary of question	Importance of Influence of Long-Term California CFL Programs				
		Very important	Somewhat important	Slightly important	Not very important	Not important at all
Long-term price effects	Importance of long-term California CFL rebate programs on decreases in all CFL bulb prices, including non-rebated bulbs?	50%	21%	7%	14%	7%
Long-term quality effects	Importance of long-term California CFL rebate programs on increases in CFL bulb quality , including non-rebated bulbs?	64%	14%	7%	7%	7%
Long-term customer familiarity/acceptability effects	Importance of long-term California CFL rebate programs on increases in customer familiarity and acceptability concerning CFL products?	57%	14%	14%	0%	14%

3.3 Non-Lighting Free-Ridership

Table 6 shows the free-ridership estimates for non-lighting energy efficiency equipment rebated by the program. These free-ridership estimates are much higher than those for the low-wattage CFLs. These non-lighting free-ridership rates are somewhat surprising when one considers the California data for the market penetration of energy-efficient equipment. For example a 2006 Itron study estimated that Energy Star products accounted for only 20 percent of central air conditioning sales and 23 percent of gas furnace sales at the end of 2005.[11]

However, factors to consider, beyond the normal methodological considerations (social desirability bias, etc.) for self-report-based free-ridership estimates, include:

- The free-ridership estimates were provided by participating contractors. It is reasonable to assume that such participating contractors would be more likely to install higher efficiency equipment than the average contractor (measured by the Itron market share study), even if no rebates were available.
- Even though the respondents were asked to estimate the effect of taking away on the rebates on their 2005 sales of energy-efficient equipment, it is likely that some respondents based their estimates on their present experiences (most were interviewed in late 2006). Increasing federal and state minimum equipment standards have likely increased market penetration of these energy-efficient products compared to the end of 2005. For example, the January 2006 increase in minimum federal efficiency standards for central air conditioners (CACs) not only increased the market penetration of efficient CACs in 2006 but also likely reduced their natural market penetration in 2005. This is because the pending January 2006 federal standard may have caused HVAC distributors to discount their less efficient products in 2005.

[11] *California Residential Efficiency Market Share Tracking, HVAC 2005*, prepared for Southern California Edison by Itron Inc, August 1, 2006.

However, these caveats aside, all of these estimates (with the exception of the multi-speed pool pump estimate) are based on reasonably robust sample sizes. In addition, these free-ridership estimates are consistent in the sense that free-ridership levels go down as the energy efficiency of the rebated equipment goes up.

Table 6: Free-ridership Rates for Non-Lighting Energy-Efficient Equipment Rebated by the SFR Program

Rebated Equipment Type	Sales-Weighted[12] Average Free-Ridership Rate	Sample Size[13]
HVAC Equipment		
Tier III Central Air Conditioner	56%	19
Tier II Central Air Conditioner	54%	21
Energy Star Central Air Conditioner	64%	20
Energy Star Furnace	68%	25
Appliances		
Tier I or Tier II Clothes Washers	77%	19
Energy Star Dishwashers	93%	19
Pool Pumps		
Energy-Efficient 1-Speed Pool Pumps	67%	22
Multi-Speed Pool Pumps	17%	3

4. Satisfaction with Program Processes

All of the supply-side market actors were asked to rate their satisfaction with program marketing efforts, program staff, and with the program as a whole using a five-point scale where a rating of 5 indicated they were "very satisfied" and 1 indicated they were very dissatisfied.

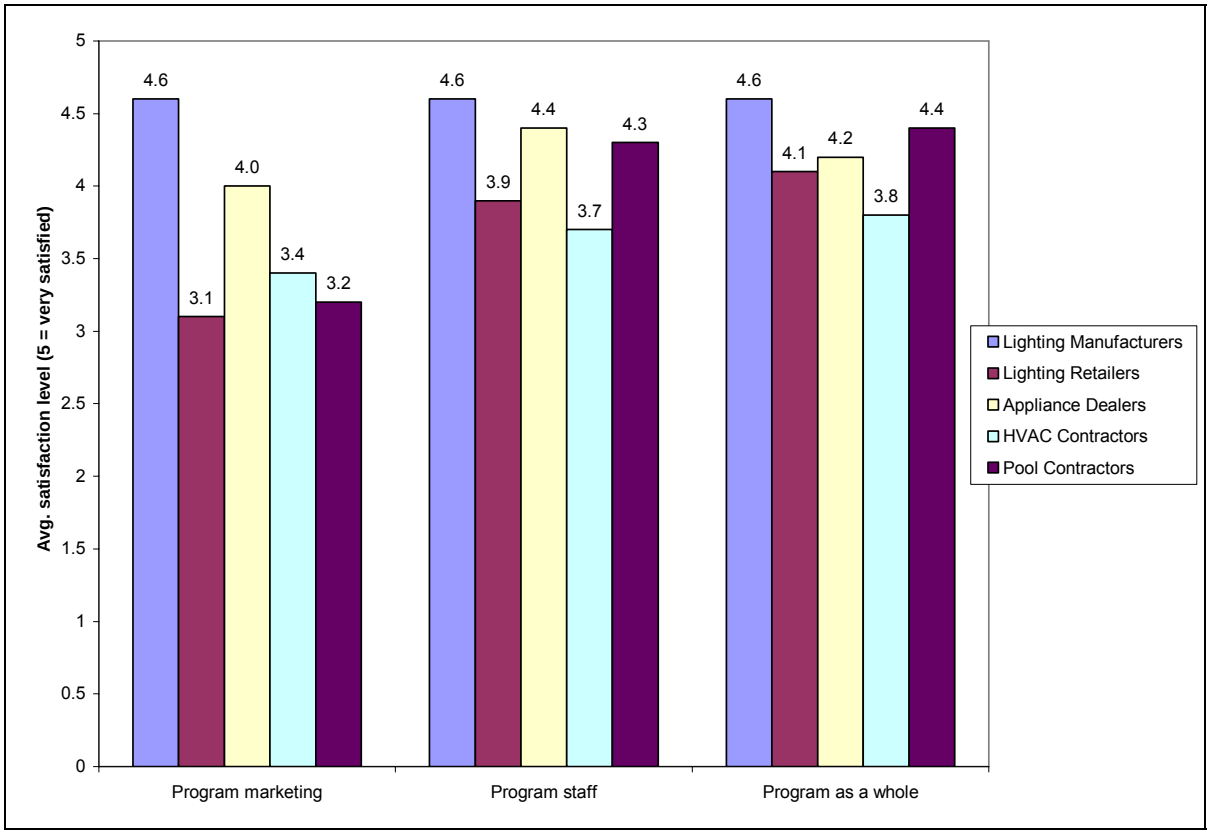
Figure 1 shows that these market actors were generally satisfied with the program as a whole, but some groups had concerns about program staff and program marketing efforts. The lighting retailers, appliance dealers, and pool contractors were less than satisfied (ratings < 4) with program marketing efforts. In fact nearly half (15/32) of the survey HVAC contractors were dissatisfied (≤ 3) with program marketing. Inadequate effort was the most-cited reason for dissatisfaction. HVAC and pool contractors did not see enough evidence of marketing being done. "Marketing efforts are not strong enough or extensive enough," one pool contractor complained. As a result, they claimed that there was a low level of customer

[12] All weights are based on estimated annual equipment sales/installations except for clothes washers and dishwashers which are based on the appliance dealer's # of employees.

[13] Sample size is the number of respondents who were able to provide not only free-ridership estimates but also estimates of annual sales/installations that would allow sales-weighted estimates. For the multi-speed pool pump estimate the sample size is the number of pool contractors who were actually selling/installing multi-speed pool pumps in 2005 and who had provided estimates of annual pool pump sales/installations.

awareness about the program and its rebates. “Rebates are not in the news enough," another contractor said.

Figure 1: Program Satisfaction Ratings



Note: The number of completed surveys for these satisfaction ratings were: lighting manufacturers (14), lighting retailers (10-16), appliance dealers (17-24), HVAC contractors (32), and pool contractors (24-25).

Eight of the 32 surveyed HVAC contractors were dissatisfied with program staff. Their reasons included inadequate or uneven technical competence, staff being difficult to locate or non-responsive, and dissatisfaction with application approval process. One contractor said that dealing with program staff about rejected rebate applications was “like pulling teeth” and often the mistakes were the fault of the program staff. Another contractor said that the rebate forms were not good at accommodating packaged CACs and the staff was not very helpful in advising him how to handle this. “Some utility employees are outstanding and others are very poor,” one contractor commented. “It’s ‘pot luck’ who you get.”

While all supply-side market actors were asked for their satisfaction with marketing efforts, program staff, and the program as a whole; subsets of these market actors were asked to rate their satisfaction with other program processes:

- *Program websites:* Average satisfaction ratings for program websites were pool contractors 4.4, HVAC contractors 4.0, and appliance dealers 4.1.

- *Manufacturer buydown rebate process:* Lighting manufacturers gave average satisfaction ratings of 4.7 for the program enrollment process, 4.0 for the rebate reservation process, 4.3 for bulb rebate levels, and 4.3 for coordination with retailers regarding point-of-purchase marketing materials.
- *Rebate forms*: The average satisfaction rating of HVAC contractors for the rebate forms was 4.1. Of the 20 contractors who recalled that the 2005 forms required them to look up SEER or EER ratings, only five said that this was difficult.
- *Keeping track of program changes*: Lighting retailers, appliance dealers, and HVAC contractors were asked how easy/difficult it was to keep up with program changes, using a scale of one to five, where 5 equaled "very easy" and 1 equaled "very difficult." The average ratings were: HVAC contractors: 3.4, lighting retailers: 3.2, and appliance dealers 3.8. These mediocre ratings were due to contractors/retailers being unaware of program changes or rebate offerings. The HVAC contractors tracked program changes mostly (18 of 32 respondents) via utility mailings while the lighting retailers mostly relied on their product suppliers for information about program changes, and most appliance dealers relied on the program website, or communication with their utility representative. A number of HVAC contractors claimed that they used to get "packets" of program information from the utilities but no longer receive these.

The supply-side market actors provided numerous recommendations for program improvements. For example, the 32 HVAC contractor respondents provided 28 different suggestions for program improvements. Some of the more common recommendations for program improvements include:

- *Lighting manufacturers*
    - *Make reporting requirements less onerous:* A number of manufacturers thought that the existing requirements for documenting product placement and submitting proofs of sales were excessive and compared California's requirements unfavorably to similar programs in other states. "To present sales proofs is a whole another level with California than it is anywhere else," said one manufacturer. "You would think you can just give them a sales report but no, you have multiple templates to manually fill out and it's just cumbersome." "It's a horrible administrative paperwork burden," said another manufacturer. "Just absolutely ridiculous." Requirements he identified as being excessive included requirements that shippers provide physical proof of delivery for every shipment, that multiple photographs be provided for every product display in every store, and that stickers must be placed on every product and every carton.
    - *Provide more advanced notice of rebate allocations:* Manufacturers said that they would prefer more lead time in knowing how many CFL products they need to supply so that they do not over- or under-produce. All the manufacturers have their production plants in China and most do not have domestic inventories of bulbs. One manufacturer estimated that it takes around 60 days to get an order of CFL products from China, and yet the program typically only gives them 30 to 45 days of advanced notice.

Manufacturers also said that a more consistent program launch date would make it easier to time and coordinate promotions with retailers.

- *More uniformity and better coordination of program requirements:* Manufacturers claimed that it was often difficult dealing with program requirements or retailer allocations that were not uniform across the different service territories. One manufacturer pointed out that the utilities use different time periods for their rebate allocations. He also noted that the utilities differ in their bulb preferences with some preferring higher power factors, some preferring higher lumens, etc. Another manufacturer noted that some large retailers had to deal with multiple manufacturers depending on which service territories in which their stores were located.
- *Better incentives for specialty bulbs:* A number of manufacturers thought that rebate levels should be raised for specialty bulbs (reflectors, dimmables, high-heat bulbs etc.).

- *Lighting Retailers*
  - *Make allocations more consistent and timely; give retailers more control:* Many retailers said that the allocations of rebated CFLs products usually do not arrive when they're supposed to and often the amount of allocated product is more or less than expected. This unpredictability can lead to allocation strategies that can make the problem even worse. For example, one small retailer was told by his manufacturer that he should "over order" the amount of product he would actually need because he probably wouldn't get everything he ordered. So the retailer submitted a higher order number – 10,000 bulbs. However, the manufacturer raised the allocation to 16,000 bulbs, figuring that only a portion of these would actually be allocated. Yet it turned out that all 16,000 bulbs were allocated and now the retailer has nowhere to store them all. One of the program's largest retailers said that it didn't make sense that his stores are selling large volumes of CFLs through the program and yet they have little or no say in how allocations are determined.
  - *Better marketing strategies:* Retailers recommended more television and newspaper advertising, greater use of cooperative ads that feature both manufacturers and retailers, more creative point-of-purchase displays, and greater us of manufacturing representatives as an arm of the program marketing efforts.
  - *Better program communications with participating retailers:* A number of retailers thought that program communications could be a lot better, especially with smaller retailers and those in rural or ethnic communities. For example, a couple of the small retailers said that they had only recently learned that specialty CFL were eligible for rebates.
- *HVAC contractors:*
  - *Improve communications about program changes:* Suggestions for improving communications included creation of a rebate email list notification, more frequent program rollout meetings with contractors, and more frequent personal contact/calls from utility representatives.

  - *Improve program marketing efforts:* As noted, HVAC contractors were dissatisfied with the extent of current program marketing efforts. However, they had few suggestions on where this marketing should be done except that it should target both suppliers and consumers.
- *Pool contractors*
  - *Raise rebate levels:* Almost a third of the pool contractors thought that current rebate levels were inadequate.
  - *Improve program marketing efforts:* Like the HVAC contractors, the pool contractors were dissatisfied with the extent of current marketing efforts, but did not have specific suggestions on where this marketing should be done, except that it should target pool owners.
- *Appliance Dealers*
  - *Improve communication about program changes:* Several appliance dealers said utilities need to be more proactive in contacting them about program changes. These dealers believe they should not have to take the initiative to learn about what's going on with the program year to year and that it's hard to stay on top of the list of equipment that's eligible for rebates.

To:	Craig Tyler, PG&E Shahana Samiullah, SCE Rob Rubin, Sempra Lori Megdal (on behalf of the CPUC) Peter Lai, CPUC	Date:	October 2, 2007
From:	Daisy Allen, Dale Tutaj, and Tami Rasmussen, KEMA		
Subject:	Onsite Surveys – Interim Results		

1. Overview of Memorandum

This memo provides early high-level results for the Lighting Onsite Surveys and the Non-Lighting Participant Onsite Surveys that were conducted in support of our evaluation of the 2004-2005 California Statewide Single Family Rebate Program.

2. Lighting Onsite Surveys

KEMA conducted 100 onsite lighting surveys to gather more detailed information from telephone survey respondents about CFL usage and satisfaction. Areas of the survey addressing these and other project objectives are presented in Table 1.

Table 1: Summary of Project Objectives by On-Site Component

Onsite Survey Objective	Phone Survey	Selected Rooms & Inventory Battery	Interior CFL Battery	Exterior CFL Battery	CFL Storage Inventory & Battery
CFL Purchase	●	●	●	●	●
CFL Installation Rates: Residential	●	●	●	●	
Non-Residential	●				
CFL Storage	●				●
CFL Removal	●				
CFL Satisfaction – general	●				
CFL satisfaction – specific lamps/rooms/fixtures		●	●	●	
Expanding CFL Saturation – general	●				
Expanding CFL Saturation – specific rooms/fixtures		●			
Willingness to Purchase (WTP) & Barriers to Purchase	●				
Barriers to Installation – general					●
Barriers to Installation – specific lamps/rooms/fixtures		●	●	●	●
Delta watts		●	●		
Exterior CFL Usage				●	

3. Sample Design

Participants were customers who bought CFLs during 2004-2005 (based on self-reports). Upon completion of the telephone survey, these customers were invited to participate in a 30-45 minute on-site lighting inventory and survey, for which they would receive a $50 incentive. Using a population-weighted sampling technique, zip codes were randomly selected from which we would call back CFL purchasers who had agreed to participate in the on-site survey to confirm survey dates and times.

We conducted 100 total surveys in PG&E, SCE, and SDG&E service territories. As described in our previous memo concerning survey design and sampling technique, 40 surveys were conducted in each of the PG&E and SCE territories, and the remaining 20 were conducted in SDG&E territory. Four KEMA auditors conducted the surveys.

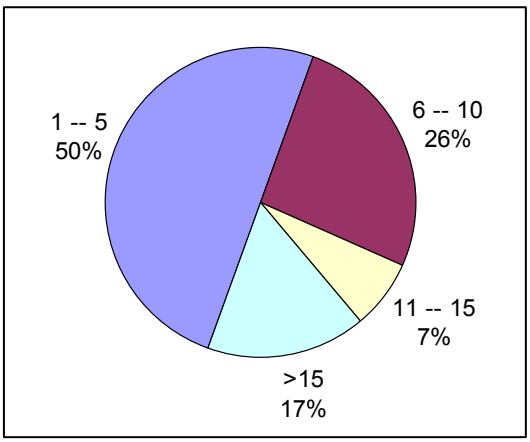
This memorandum presents preliminary lighting onsite survey results for the first 42 surveys conducted.

4. Interim Results

CFL Saturation

The average household in this study had 11.6 CFL bulbs installed in 8.3 fixtures. However, this average was driven up by households with large numbers of CFLs; median number of CFL bulbs installed was 7.5 (5.5 fixtures). Figure 1 displays the distribution of number of CFLs installed. Based on a home with 15 total fixtures, we see that at least 17% of households are approaching full CFL fixture saturation. We also see that half of households had five or fewer CFL fixtures.

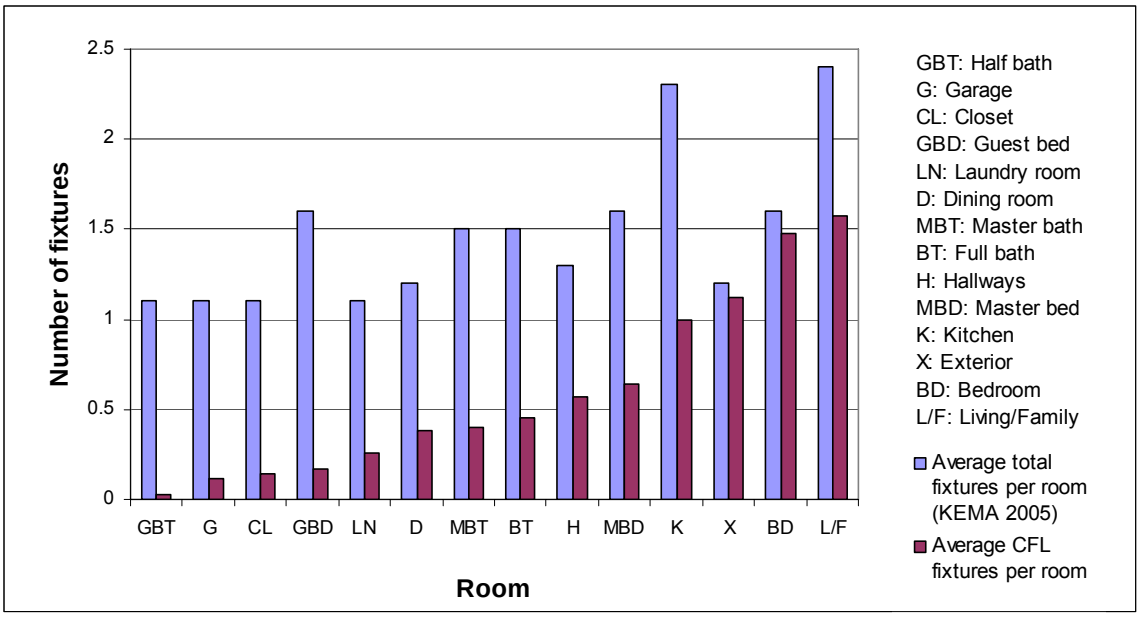
Figure 1: Number of Fixtures with CFLs per Household



n = 42 households.

Number of CFLs installed varied by room type. Figure 2 displays the average number of CFLs installed per room. We found that households who have installed CFLs are most likely to have CFLs installed in fixtures in their kitchen, exterior spaces, bedrooms other than the master bedroom, and living/family room. These households are least likely to have CFLs installed in half baths, garages, closets, and guest bedrooms. For comparison, we also show the average total number of lighting fixtures per room, as found in the 2004 California CFL Metering Study (KEMA 2005) [14].

Figure 2: Average Number of Fixtures with CFLs Per Room



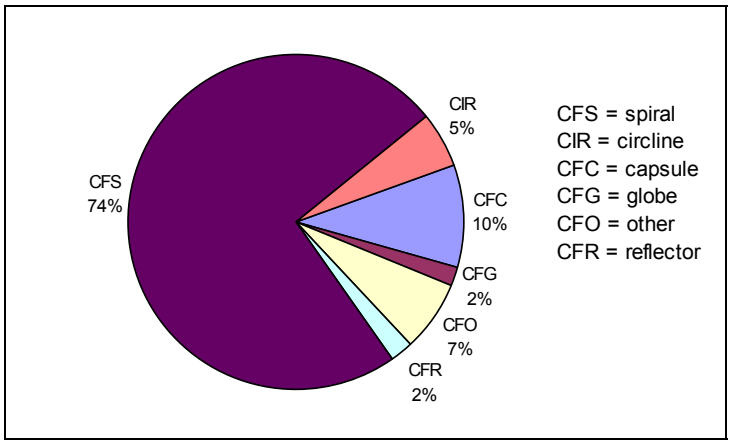
n = 42 households.

[14] The 2004 California CFL Metering Study covered both single and multifamily dwellings, so absolute numbers of total fixtures are smaller than what was observed in the current single family study. However, the 2004 figures are still useful to show the relative difference in CFL saturation across room types. It is also important to keep in mind that this CFL saturation comparison is representative only of California single family homes with at least one installed CFL.

CFL Type

The overwhelming majority of CFL bulbs installed are spiral style, but we do find that one quarter of all CFL bulbs installed are non-spiral. This is somewhat surprising, since these types of CFLs are less likely to be available in stores, and also tend to cost more than spiral CFLs (as found in KEMA's 2006 Market Progress Evaluation Report for the NEEA Energy Star Consumer Products Program).

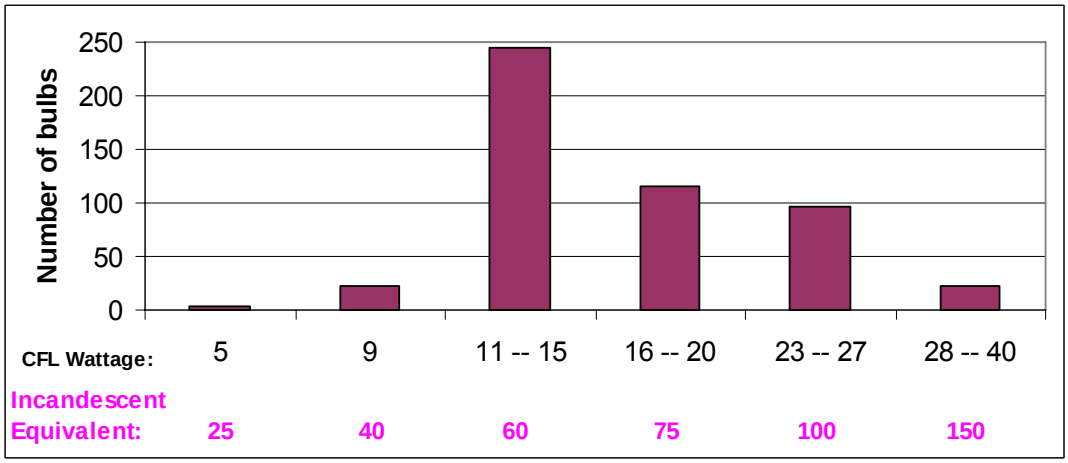
Figure 3: Type of CFLs Installed



n = 42 households.

Average CFL wattage is 17.4. In figure 4, we see that the majority of installed CFL lamps were 60-watt equivalents. This partially reflects the fact that 60-watt equivalents are more likely to be installed in fixtures with multiple lamps than are 75-watt or 100-watt equivalent CFLs.

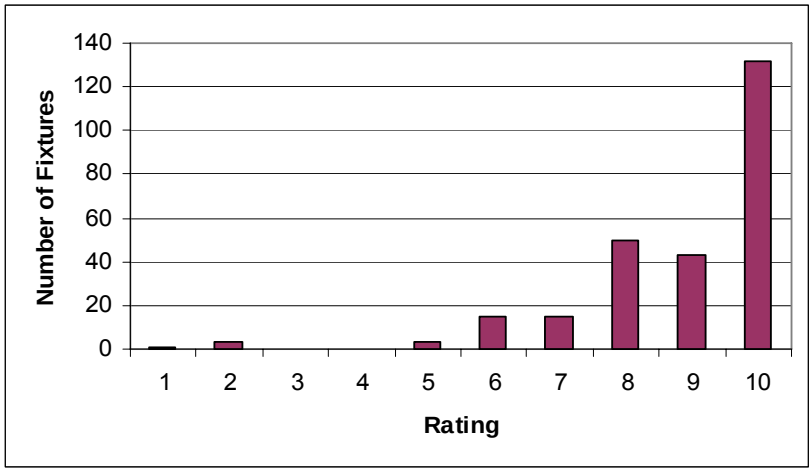
Figure 4: CFL Wattage Distribution



n = 42 households.

Median satisfaction with installed CFLs was high (9/10). Figure 5 displays CFL rating across all CFL fixtures.

Figure 5: Satisfaction with CFLs by Fixture Type (on a 1 to 10 scale with 1 being not at all satisfied and 10 being very satisfied)



n = 42 households.

However, satisfaction varied by room type (Table 2). We found that homeowners tend to be less satisfied with CFL performance in dining rooms and laundry rooms, while they are most satisfied with CFL performance in garages, bedrooms and bathrooms.

Table 2: CFL Satisfaction by Room Type

Room	Average Satisfaction Rating	Number of Fixtures
Closet	10.0	1
Guest bedroom	9.8	6
Garage	9.4	5
Master bathroom	9.3	12
Bedroom	9.1	46
Master bedroom	9.1	19
Bathroom (full)	9.0	16
Guest (half) bath	9.0	1
Hallways	8.9	18
Living/Family room	8.8	51
Kitchen	8.6	41
Exterior spaces	8.6	21
Dining room	8.5	15
Laundry room	8.4	10
Total Fixtures		**262**

We suspect that differing satisfaction levels across room type might be correlated with activities associated with those rooms – specifically, homeowners might complain about lamp brightness in lamps used for reading, and might complain about color or appearance of CFLs in rooms used for entertaining (living rooms, dining rooms).

Table 3 displays all given reasons for dissatisfaction with CFL performance, ordered by frequency of occurrence. We do not yet have enough data to robustly analyze these reasons for dissatisfaction by room. However, as a preliminary result, we do find that for bedrooms (master, secondary, and guest), the most frequently given reason for dissatisfaction with CFLs is that the bulbs are "too dim," which is the #2 reason for dissatisfaction with CFLs overall. This supports the idea that homeowners have different brightness expectations for bedroom bulbs because these bulbs are used for reading.

Table 3: Reasons for Dissatisfaction with CFL Performance

Reason for Dissatisfaction	% of Dissatisfied Homeowners Citing This Reason	% Citing This Reason For *Bedroom* Fixtures
Needs to reach full brightness faster	43%	33%
Too dim	27%	35%
Flicker	12%	12%
Color of light	9%	6%
Burned out fast	4%	8%
Fit in fixture	4%	4%
Appearance	3%	0%
Too bright	1%	2%
Should dim better	< 1%	0%
Total Fixtures	**207**	**49**

As for our other suspicion (that homeowners will complain more about appearance and light color in rooms used for entertaining), we do not yet find any difference in reasons for dissatisfaction in these particular rooms. It may be that light color and appearance expectations for these rooms is, in fact, often different, and may lead homeowners to choose fixtures with decorator bulbs and/or dimming capabilities for these rooms. Consequently, color and appearance expectations may be more likely to stop homeowners from installing CFLs in those fixtures to begin with. Thus, it makes sense that those homeowners who choose to install CFLs in their dining or living rooms would not have special color or appearance expectations for lamps in rooms used to entertain. We will pursue this point in our analysis and will include results in the draft report.

Barriers to Increasing CFL Saturation

We examined barriers to CFL saturation in two sections of the survey. First, in our "storage inventory," we particularly asked participants with CFLs in storage why those bulbs were not installed. We also got at this issue in the "selected room inventory and battery," when we asked why homeowners were not planning to replace incandescent bulbs with CFLs. In the

case of specialty fixtures such as fixtures with dimming capability, or decorative chandelier bulbs, we followed up by asking whether participants were aware that specialty CFLs existed; if they were not aware of these CFL bulb types, we asked if they would now consider replacing their specialty bulbs with CFLs.

Storage

Of 42 homeowners analyzed for this memo, 39 had bulbs (of any kind) in storage; of these households, 30 had at least one compact fluorescent in storage. Table 4 displays reasons given by households for why they had not yet installed their CFL(s). Most households were simply "waiting for a bulb to burn out." In fact, 17 households gave this as their *only* reason for having the CFL(s) in storage. This indicates that the majority of households replace incandescent bulbs with CFLs only when the incandescent bulbs burn out, meaning that households are not compelled by the energy and monetary savings associated with replacing incandescent bulbs, even if they are still working. This may not be a real barrier, however, because the majority of interior installed CFL bulbs (4.7:1) have replaced working incandescent bulbs. Perhaps the real barrier here is laziness or forgetfulness: a household buys a pack of bulbs, replaces a certain number of lamps, and then puts the rest of the bulbs in storage. We will look further into this point as more surveys are data-entered.

We also see that a sizable percentage of households hold CFLs in storage for aesthetic or functional reasons (i.e., the CFLs in storage are not suitable for the remaining applications due to aesthetics/functionality), or because they feel that they have already installed CFLs in every applicable fixture in their home. However, while some households mentioned only CFL saturation as their reason for having CFLs in storage, no households mentioned only aesthetic or functional reasons, indicating that these may be secondary reasons for most households.

Table 4; Reasons for Storing CFLs

Category	Reason CFL is not installed	Number of Households Mentioning this Reason	% of Total Households
Waste-conscious	Waiting for bulb to burn out	24	83%
	I have incandescent bulbs I need to use up	2	
Saturated	Waiting specifically for CFL to burn out (can also be an aesthetic reason)	5	30%
	Not applicable in remaining non-CFL locations	2	
	Doesn't fit in remaining fixtures	1	
	Operating hours - don't use remaining fixtures enough	1	
Functional Problems	Flicker	2	13%
	Too dim	2	
Aesthetics	Light color not right	2	13%
	Appearance	2	
Other	I like to keep some in storage	1	7%
	No particular reason	1	
Number of Households			**30**

Reasons for Choosing Not to Install CFLs

When asked why they had not installed CFLs in current incandescent fixtures, the most common reasons given once again fell under the category of waste-consciousness (see Table 5). Again, a large percentage of households also chose not to install CFLs for functional and aesthetic reasons. Of the 19 households who neglected to install CFLs in specialty fixtures, 16 were unaware that specialty CFLs existed. When asked whether they would consider CFLs in these specialty fixtures in the future, all but one household now planned to install CFLs in at least one specialty fixture. This is a very encouraging result; however, these decisions will depend largely on the price and availability of these specialty CFLs.

Table 5: Reasons for Choosing Not to Install CFLs

Category	Reason for not installing CFL	Number of Households Mentioning this Reason	% of Total Households
Waste-Conscious	This is what I had on hand	16	63%
	I have incandescents I need to use up	7	
	Waiting until bulb burns out	2	
Saturated	Operating hours - don't use fixture enough	3	13%
	Thought CFL wouldn't fit	1	
	This fixture is turned on/off a lot	1	
Functional Problems	Previous CFLs haven't lasted as long as expected	3	45%
	CFLs take too long to light up	3	
	CFLs are too bright	1	
	CFLs aren't bright enough	3	
	Fixture is dimmable	5	
	Fixture is 3-way	2	
Aesthetics	CFLs don't have right appearance	6	53%
	Fixture is small base/decorative	8	
	Fixture is reflector	1	
	Fixture is globe shape	1	
	Don't like CFL color	1	
	Don't like the way CFLs fit	3	
Other	I did not choose the bulb installed here	6	16%
Number of Households			**38**

Two Types of CFL Users

We find that barriers to further CFL satisfaction run along two lines: either participants feel that they have installed all CFLs they can and are not aware of other types of CFLs available; or, participants have installed all the CFLs they are willing to, and would not be satisfied with CFLs in their remaining fixtures for reasons such as appearance and brightness. Essentially, we find that there are two types of CFL customers, "discriminating" and "undiscriminating." There are clearly different barriers to further CFL saturation and satisfaction associated with these two groups; it is important to understand these group characteristics and barriers in order to effectively market to each group. We will explore these consumer segments further in the draft report.

5. Non-Lighting Participant Onsite Surveys

The purposes of the non-lighting participant onsite surveys to verify equipment installation and key characteristics (e.g., efficiency) of the equipment installed. Additionally, for pool pumps and programmable thermostats, data on temperature settings (and for pool pumps, operating hours) were also collected.

6. Sample Design

"Non-Lighting Participants" are defined as recipients of 2004/05 program incentives for non-lighting measures. During these interviews, respondents were invited to participate in a brief on-site survey. Using a population-weighted sampling technique, zip codes were randomly selected from which we would call back survey participants who had agreed to participate in the on-site survey to confirm survey dates and times.

We conducted a total of 215 onsite surveys with Non-Lighting Participant in PG&E, SCE, SCG, and SDG&E service territories. As described in a previous memo concerning survey design and sampling technique, we allocated the total number of completed surveys by utility and measure type (see Tables 6 and 7 below). Four KEMA auditors conducted the surveys between January and March, 2007.

Table 6: Non-Lighting Participant On-site Survey Targets by Utility

Utility	Completed Surveys	
	n	%
PG&E	86	40%
SCE	57	27%
SCG	28	13%
SDG&E	44	20%
Total	**215**	**100%**

Table 7: Non-Lighting Participant On-site Survey Targets by Measure

Measure	Completed Surveys	
	n	%
Central Air Conditioner	25	12%
Clothes Washer	25	12%
Dishwasher	10	5%
Evaporative Cooler	10	5%
Furnace	10	5%
Insulation	25	12%
Pool Pump	50	23%
Programmable Thermostat	25	12%
Whole House Fan	10	5%
Windows	25	12%
Total	**215**	**100%**

7. Preliminary Results

Verification

Approximately 100 percent of equipment was found to be installed. We collected data on rebated equipment efficiency that will be given to Itron for analysis to confirm rebate qualification. Results of Itron's analysis will be included in the draft report.

Pool Pumps

Pool pumps rebated during the 2004/2005 program had two specific requirements for rebate eligibility: reduced pumping hours and pumping during off-peak periods (before noon or after 6:00 pm). There are two exemptions to these rules: one allowing on-peak pumping times (for solar-heated pools) and the other eliminating reduced run time (for pumps that already ran for less than 4 hours per day).

Data have been entered into electronic format for approximately half of the pool pump sites. Preliminary results suggest the following:

- Approximately 80 percent of pool pumps are operating during off-peak hours. Seventeen percent are operating during peak hours *without* the appropriate exemptions (indicating that these pumps are operating in violation of the rebate's pumping agreement).
- Nearly 80 percent of pool pump timers are set to the correct time (in other words, times that correlate to the correct time of day). The remaining pool pumps are set to operate during specific times of the day but are actually operating at different times of the day that may be in violation of the off-peak pumping time agreement.

Appendix F

Onsite Lighting Survey Methodology

This appendix provides an overview of the methodology used in fielding the Onsite Lighting Surveys that were conducted in support of this Study.

F.1 Overview

Evaluators conducted an Onsite Lighting Survey to gather detailed information from telephone survey respondents regarding consumer behavior with regard to compact fluorescent lamps (CFLs) including CFL usage and satisfaction. The onsite surveys also provided the basis for the assessment of gross Program impacts for lighting measures.

F.2 Sample Design

The evaluators identified Onsite Lighting Survey participants during the course of the General Population Telephone Survey (n=1,000) which was administered in late 2006 through early 2007 to electric IOU customers. Consumers were asked whether they bought CFLs and, if so, whether they bought any in 2004 or 2005. Upon completion of the telephone survey, respondents who had purchased CFLs in 2004 or 2005 were invited to participate in a 30 to 45 minute onsite lighting inventory and survey. Four KEMA auditors facilitated these onsite surveys and each participant received a $50 payment for their involvement.

Using a population-weighted sampling technique, zip codes were randomly selected from which we would call back CFL purchasers who had agreed to participate in the onsite survey. Specific targets for completed surveys were set for each IOU service territory (Table F-1) and the evaluators randomly selected zip codes from which to call CFL purchasers who had agreed to participate in the onsite survey. One hundred total surveys were conducted in PG&E, SCE, and SDG&E territories as shown in Table F-1.

Table F-1: Targeted and Completed Lighting Onsite Surveys by IOU Service Territory

IOU	Targeted Completes	Completed Surveys
PG&E	40	40
SCE	40	40
SDG&E	20	20
Total	**100**	**100**

While at each home, auditors collected data on all fixtures containing CFLs and a sample of fixtures containing non-CFLs. Table F-2 below shows the total number of bulbs inventoried at the 100 onsites.

Table F-2: Number of Bulbs Inventoried During Lighting Onsite Visits

Location	CFLs		Non-CFLs	Total bulbs
	CFLs (room-specific Battery)	CFLs (additional inventory)		
Bedroom	35	220	51	306
Bathroom	16	193	72	281
Dining room	56	9	258	323
Hallway/stairway	44	45	46	135
Kitchen	67	49	309	425
Living/family room	124	68	164	356
Laundry/utility room	7	13	41	61
Other room	1	35	8	44
Exterior	-	131	554	685
Storage	-	380	1103	1483
Total Bulbs	**350**	**763**	**1503**	**2616**

F.3 Sample Expansion Weights

In order to analyze and present results that are representative of the population of electric-IOU 2004/2005 CFL purchasers, we developed and applied household weights. In order to analyze and present results on non-CFL fixtures, we developed and applied fixture weights. All data were collected at the fixture level (for both CFL and non-CFL-containing fixtures) and when discussing bulbs, we applied a bulb weight equal to the number of bulbs in each fixture.

F.3.1 Household Weights

The evaluators assigned a "household weight" to each household that participated in the Lighting Onsite Survey. Within each service territory, the proportion of total households (N%) was divided by the proportion of completed onsite surveys (n%) to yield the household weights as shown in Table F-3.

Table F-3: Onsite Lighting Survey Household Weights

IOU	Percent of Completed Onsite Surveys n%	Percent of Total Electric IOU Households N%	Household Weight (N% / n%)
PG&E	0.400	0.464	1.160714
SCE	0.400	0.357	0.892857
SDG&E	0.200	0.178	0.892857

* Data source: Utility customer information system records.

F.3.2 Non-CFL Fixture Weights

The evaluators assigned a "fixture weight" to each sampled lighting fixture containing a non-CFL observed in households during the Lighting Onsite Survey.[1] To calculate non-CFL fixture weights, the evaluators obtained the expected proportional allocation of indoor fixtures by room type and non-CFL fixture type from the 2005 California Statewide Residential Lighting and Appliance Efficiency Saturation Study (N%).[2] The evaluators divided these proportions by the number of fixtures observed within Lighting Onsite Survey households (n%) to yield fixture weights within each IOU service territory. Table F-4 shows the expected (N%) and actual (n%) proportions of fixtures across all three service territories for incandescent fixtures, Table F-5 for halogen fixtures, and Table F-6 for (non-CFL) fluorescent fixtures.[3] Fixture weights enabled the evaluators to discuss results at the fixture level.

[1] Note that some lighting fixtures include multiple lamps (e.g., chandeliers).

[2] RLW Analytics, 2005. 2005 California Statewide Residential Lighting and Appliance Efficiency Saturation Study.

[3] Fixture weights were not necessary for CF fixtures because auditors obtained a census of this fixture type within each household.

Table F-4: Expected and Actual Proportions of Incandescent Fixtures

Room Type	Incandescent Fixtures	
	Expected Proportion (N%)*	Proportion in Onsite Survey Sample (n%)†
Non-master bedroom	0.219	0.033
Bathroom	0.157	0.072
Living/family room	0.152	0.283
Master Bedroom	0.115	0.046
Hallway/stairway	0.111	0.059
Kitchen	0.084	0.227
Dining room	0.063	0.230
Closet	0.032	-
Laundry/utility room	0.031	0.043
Garage	0.029	0.007
Other room types	0.010	-
Total	**1.000**	**1.000**

* Data source: RLW Analytics, 2005.
† Data source: Lighting Onsite Survey, 2006.

Table F-5: Expected and Actual Proportions of Halogen Fixtures

Room Type	Halogen Fixtures	
	Expected Proportion (N%)*	Proportion in Onsite Survey Sample (n%)†
Living/family room	0.280	0.182
Non-master bedroom	0.159	-
Master bedroom	0.146	-
Bathroom	0.085	-
Dining room	0.085	-
Kitchen	0.085	0.727
Hallway/stairway	0.049	0.091
Closet	0.024	-
Laundry/utility room	0.024	-
Other room type	0.061	-
Total	**1.000**	**1.000**

* Data source: RLW Analytics, 2005.
† Data source: Lighting Onsite Survey, 2006.

Table F-6: Expected and Actual Proportions (Non-CFL) Fluorescent Fixtures

Room Type	Fluorescent Fixtures	
	Expected Proportion (N%)*	Proportion in Onsite Survey Sample (n%)†
Kitchen	0.370	0.679
Garage	0.199	0.038
Bathroom	0.116	0.094
Non-master bedroom	0.083	-
Living/family room	0.077	0.019
Laundry/utility room	0.055	0.113
Master bedroom	0.039	-
Hallway/stairway	0.028	0.019
Closet	0.011	-
Dining room	0.011	0.038
Other room type	0.011	-
Total	**1.000**	**1.000**

* Data source: RLW Analytics, 2005.
† Data source: Lighting Onsite Survey, 2006.

F.3.3 Bulb Weights

Data were collected at the fixture level. Some fixtures in the Lighting Onsite Survey household (such as chandeliers) had more than one lamp installed. Bulb weights were applied when results were desired at the bulb (versus fixture) level, and were equal to the number of bulbs in the sampled fixture.

F.4 Survey Design

The onsite lighting survey included four sections:

- Selected Rooms Inventory and Battery;
- Interior CFL Inventory;
- Exterior Lamp Inventory; and
- Lamp Storage Inventory and Battery.

Table F-7 provides an overview of the topics covered in each battery (as well as in telephone survey batteries). The complete Lighting Onsite Survey instrument can be found in Appendix C.

Table F-7: Summary of Onsite Survey Topics by Battery

Topics	Phone	Onsite Survey			
	All Survey Batteries	Selected Rooms Inventory & Battery	Interior CFL Inventory	Exterior Lamp Inventory & Battery	Lamp Storage Inventory & Battery
Purchase Rate	*	*	*	*	*
Installation Rate					
Residential	*	*	*	*	
Non-Residential	*				
Storage	*				*
Removal	*				
Satisfaction					
General	*				
Specific rooms/lamps/fixtures		*	*	*	
Willingness to purchase CFLs	*				
Barriers to purchasing CFLs	*				
Barriers to CFL installation					
General					*
Specific rooms/lamps/fixtures		*	*	*	*
Delta Watts		*	*		
Exterior CFL usage				*	

F.4.1 Selected Rooms Inventory and Battery

The room-specific battery was designed to collect detailed information about the choice of CFLs versus non-CFLs for particular rooms; all fixtures were inventoried in this section. For CFLs, this battery established whether bulbs were retrofits or replace-on-burnout, why customers chose a CFL, what type of bulb was replaced, the change in Wattage between the bulb removed and the bulb installed ("delta watts"), satisfaction level, reasons for dissatisfaction, and likelihood to replace with another CFL on burnout. For non-CFLs, this battery established why customers have not installed CFLs in those fixtures, likelihood to replace with a CFL on burnout, and factors impacting that decision.

In most homes, it would not have been feasible to conduct this detailed battery in every room, so we set quotas for the most important rooms with respect to lighting to ensure sufficient sample by room type. At each site, auditors inventoried all fixtures in one primary and one secondary room. Kitchens, living rooms, family rooms and dining rooms represent the public area of a house. According to the 2005 California CFL Metering Study[4] and a

[4] KEMA. 2005. "CFL Metering Study: Final Report." Prepared for California's Investor-Owned Utilities.

1996 Tacoma Public Utilities residential lighting study[5], these rooms contain approximately one-third of all household fixtures but use about 50 percent of all household energy. Our primary room was chosen from these rooms on a rotating basis.

Our secondary room was drawn from bedrooms, bathrooms, hallways and laundry/utility rooms. Bedrooms and bathrooms represent about 22 percent of household lighting energy, and laundry/utility room represent another 10 percent, and the remaining room types comprise 11 percent, spread over attics, garages, basements, and other rooms.

F.4.2 Interior CFL Inventory

In addition to the CFLs inventoried in the room-specific battery, all other interior CFLs were also inventoried to obtain a complete picture of CFL penetration for the home, distribution of CFLs by room, delta watts, CFL satisfaction, and fixture features that may constitute barriers to CFL installation (e.g. dimmers and 3-way switches).[6] Location and lamp characteristics were used to establish average hours of usage (using the California CFL Metering study). Also collected were previous lamp type and previous lamp wattage.

F.4.3 Exterior Lamp Inventory and Battery

Since exterior lighting usage has not been extensively studied, we inventoried all exterior fixtures, CFL and non-CFL. The battery established wattage and lamp type, previous lamp type and wattage (for CFLs), control type, and hours of use. Auditors also queried participants as to whether their usage varied by season. This inventory collected data on lamp and fixture types and control types.

F.4.4 Lamp Storage Inventory and Battery

The evaluators conducted a complete inventory of stored lamps at each site to obtain information about rate of storage for CFLs purchased during 2004 or 2005, whether CFL storage behavior differs from storage patterns for other lamp types, and why CFLs in storage have not been installed. During the inventory, the auditor asked about vintage of stored lamps, and for CFLs, the reason the lamp was not currently installed.

[5] Tribwell, L. and D. Lerman, 2006. "Baseline Residential Lighting Energy Use Study: Final Report." Tacoma Public Utilities (Tacoma, WA). Funded by Bonneville Power Administration Resource Power Supply Expansion Project. May 29, 1996.

[6] Since this battery was considerably more limited than the room-specific battery, when we discuss findings related to interior CFLs, our sample size will sometimes be all interior CFLs (~1000 bulbs) and sometimes only CFLs inventoried in the room-specific battery (~400 bulbs).

Appendix G

Detailed Methodology and Results for Non-Lighting Impact Assessment Activities

This chapter presents the detailed methodology used for the net and gross non-lighting impact assessment activities conducted for the 2004/2005 California Home Energy Efficiency Rebate (HEER) Program. This section is broken down by the methods used for the gross savings analysis, which included a billing analyses and calibrated engineering models, and the net savings analysis, which included self-report net-to-gross (NTG) analyses and discrete choice models. These discussions cover the details of analyses completed within each of these assessment areas, including the data cleaning and censoring necessary to support each of these analyses, an explanation of the methodology employed, and the final analysis results. This Appendix accompanies Chapter 9, which provides a high-level summary of the impact analysis findings.

G.1 Overview of Methodology

As mentioned above there were four primary net and gross impact assessment methods employed for this evaluation: billing analysis, engineering models, self-report NTG analysis, and discrete choice modeling. Because of the number of measures eligible under the 2004/2005 HEER Program, it was not feasible to conduct a complete savings analysis for each measure. Table G-1 below shows the analysis methods undertaken for each of the 2004/2005 rebated measures. This analysis plan was developed based on a number of factors, primarily the current Program accomplishment and the estimated future active potential for each measure. The methods in this table were proposed and approved in a research plan submitted to the CPUC in September 2006.

Table G-1: Verification, Gross, and Net Savings Methods for 2004/2005 HEER Measures

Measure Type	*Technology Type*	*Gross Savings Methods*		*Net Savings Methods*	
		Billing Analysis	*Engineering Model*	*Self-Report*	*Discrete Choice*
Clothes Washer	Clothes Washer		X	X	X
Dishwasher	Dishwasher			X	
HVAC	Central AC		X	X	X
	Evaporative Cooler			X	
	Gas Furnace			X	
	Heat Pump			X	
	Room AC			X	
	Whole House Fan			X	
Insulation	Insulation	X		X	X
Pool Pumps	Single and Two Speed	X	X	X	
Programmable Thermostat	Programmable Thermostat	X		X	X
Water Heater	Gas			X	
Windows	Windows	X		X	

G.1.1 Data Sources

The non-lighting impact assessment activities conducted rely on data from four primary sources: utility billing data, Program tracking data, participant and non-participant telephone survey data, and weather data provided by each of the IOUs.

Participant tracking system data for the HEER Programs were provided by each of the IOUs involved in this evaluation (PG&E, SCE, SDG&E and SCG) in support of this evaluation. Data were provided for program years 2004 and 2005. The tracking system contains dates of participation, Program measure descriptions, quantity installed, incentive amounts, estimated gross kWh, kW and Therm savings per unit, and the net-to-gross ratios currently applied for each measure to calculate the net kWh, kW, and Therm savings. The tracking database is linked to the utility billing databases via customer account numbers.

Utility monthly billing data was also provided by each of the California IOUs. This billing data included customer account numbers, addresses, kWh and Therm usage, and bill read dates. Billing data was provided for all 2004/2005 HEER participants and a sample of 40,000 non-participants at each utility and spanned the period from January 2003 through late 2006. The tracking database and the billing database were linked through customer account numbers.

Telephone survey data collection was a key component of this evaluation and resulted in completed surveys with 2,207 participants and 2,511 non-participants that supported the impact analysis activities. These surveys captured information on Program awareness; influence of various factors such as contractors, salespeople, and Program marketing

materials, on a customer's decision to purchase a particular measure (inside or outside of the program); an individual's predisposition to take steps to conserve energy; and information on the residence, including size, appliance holdings, occupant demographics, and recent changes to the residence made outside the program.

Weather data files were provided to the Itron team by PG&E, SCE, and SDG&E. Since weather data was not received from SCG it was necessary to apply the weather data from SCE and SDG&E by zip code to customers in the SCG service territory. Daily heating and cooling degree days (HDD and CDD) were calculated based on the hourly temperature data from January 2003 through October 2006. A HDD was calculated as the average daily heating degree hour. A heating degree hour is the maximum between zero and the number of degrees by which each hour's recorded temperature is below 65 degrees Fahrenheit. For instance, if the recorded temperature for an hour was 50 degrees, then the heating degree hour would equate to 15 for that particular hour. If the recorded temperature for an hour was 70 degrees, then the heating degree hour would be equal to zero. CDD were calculated in a similar manner, except the cooling degree hour was equal to the number of degrees that an hour's recorded temperature was above 70 degrees Fahrenheit. HDD and CDD were chosen to represent weather patterns, as these have the most direct relationship with energy needs and consumption. Cumulative HDD over a billing period are proportional to space heating demand over that period. Similarly, CDD are proportional to cooling needs, for those with air conditioning.

G.2 Gross Savings Approaches

The objective of the ex post gross savings analyses was to develop measure-level estimates of gross energy and demand savings for measures installed by the Program. The purpose of conducting ex post analysis is to develop more precise and more accurate (i.e., less biased) estimates of individual measure savings, overall Program savings, and future potential savings. The analysis approaches used to estimate ex post energy and demand savings include billing analyses (used to estimate energy savings only), and the calibration of existing DEER and/or other engineering models. The section below describes in detail the methodology employed for each of these gross savings approaches. Each of these approaches resulted in per unit ex post gross energy (gas and electric) and demand savings estimates and a realization rate on the current ex ante estimate.

G.2.1 Billing Analysis

For the high priority measures that had sufficient savings, we conducted billing analyses to determine the energy savings resulting from the installation of Program measures. Statistical regression techniques were used to model energy use with actual customer billing data. The models are specified using billing data, weather data and other independent variables that explain changes in customers' energy usage. The latter variables include information

gathered during the participant and non-participant telephone surveys, as well as engineering estimates of energy impact from the Program tracking database.

The results of the billing regression analysis are ratios, termed "realization rates," of the energy savings detected by the billing model to the impact estimates found in the tracking data. These realization rates are the fraction of engineering estimates actually "observed" or "detected" in the statistical analysis of the billing data.

Billing analyses were conducted for the following measures: windows, insulation (ceiling and wall), pool pumps, and programmable thermostats.

Methodology

The billing analysis presented here uses a basic statistical regression approach to model the differences in customers' energy usage between pre- and post-installation periods with actual customer billing data. The models are specified using billing data, tracking data, weather data and other explanatory variables gathered during the telephone surveys, as described above. In general, post-installation consumption is modeled as a function of pre-installation consumption, changes in the weather, other changes in the home, and the installation of Program measures. Both pre- and post-installation consumption data comprise 12 valid months of usage (either kWh or Therms).

Each of the billing models discussed below predicts annual energy (either kWh or Therms) usage as a function of relevant independent variables, including pre-installation energy usage. Each of the models includes both non-participants and participants. The non-participants serve as a control group for participant usage patterns, essentially representing usage patterns in the absence of Program measures. The general model specification of each billing model is shown below.

$$\text{Energy}_{post,i} = \beta_1 \text{Energy}_{pre,i} + \Sigma_N \beta_N x_i + e_i$$

Where,

$\text{Energy}_{post,i}$ = Energy consumed by customer i over the 12 month period after studied Program measure installations have occurred

$\text{Energy}_{pre,i}$ = Energy consumed over a 12 month period before studied Program measure installations have occurred

β_N = Vector of independent variable coefficients

x_i = Vector of independent variables associated with customer i

e_i = Error term for customer i

Pool Pump Model Specification and Results

The vector of independent variables included in the pool pump billing model are defined in Table G-2 below. Cooling degree days and heating degree days are included to absorb variations in energy consumption due to changes in the weather. Cooling degree days are interacted with a flag indicating the presence of air conditioning equipment, and heating degree days are interacted with a flag indicating the presence of electric heating equipment. 'NON_PGM_INSTLL' represents the installation of new electric equipment in the home between the pre- and post-periods that was not rebated through the program. PRG_SAVE represents the gross savings estimates of measures other than pool pump that were installed through the program. The final variable, 'ADD_NEW_AC' indicates that a new air conditioner was installed at the premise where none existed before. This variable is interacted with square footage of the home to allow the expected increase in energy consumption with increased size of the home. Installation of a pool pump is indicated by a flag for Program participants. The coefficients on this variable will represent average kWh savings per year associated with the installation of an efficient pool pump.

Table G-2: Independent Variables Used in Pool Pump Billing Model

Dependent Variable	Description
E_PRE	Total kWh Consumption for 2003
POOL_PUMP	A flag indicating installation of a pool pump
CH_CDD	Post period cooling degree days minus pre-period cooling degree days, interacted with a flag indicating air conditioning equipment
CH_HDD	Post period cooling degree days minus pre-period cooling degree days, interacted with a flag indicating electric heating equipment
NON_PGM_INSTLL	Flag for self-reported Installation of energy saving equipment outside the program interacted with pre-period usage
PRG_SAVE	Gross savings estimates for other measures installed through the program.
ADD_NEW_AC	Flag indicating the installation of an air conditioner where none existed before, interacted with square feet of the home

Pool Pump Model Data Censoring

As shown in Table G-3 below, there were 379 pool pump participants that were surveyed and had valid annual pre-period and post-period bills. The pre-period consists of calendar year 2003 and the post-period is the 12 month period ending September 30, 2006. There are a large number of people reporting renovation or remodeling during our studied period and the billing analysis is more successful with these customers removed. Sixty-seven participants and 567 non-participants were removed for this reason. Customers with more than a 40 percent change in usage between the pre- and the post-period were also found to confound the modeling and so were removed. Customers without complete survey data had to be removed from the analysis dataset. Participants that made other changes to their home, including the addition of Program or non-program measures, were removed from the analysis dataset in order to better isolate the effects of installing an efficient pool pump. Finally, it

was found that impacts are more difficult to detect among participants with relatively low pre-period usage. More specifically, removing participants with pre-period usage in the bottom 10 percent of pool pump participants improved the model fit and the significance of the pool pump coefficient. This 10 percent cutoff is 6,961 kWh per year. The same cutoff is applied to the non-participants to create a more compatible control group. Ultimately, there were 123 participants and 808 non-participants included the final pool pump billing model.

Table G-3: Summary of Data Censoring and Attrition, Pool Pump Billing Model

Data Censoring Summary	Participants	Nonparticipants
Surveyed with usable billing data	379	2,258
20/20 Program Participants	0	45
Remodeling	67	567
Large fluctuations in usage	16	137
Incomplete survey data	37	34
Participants making significant changes to the home	108	0
Low annual usage	28	667
Total Used in Model	123	808

Pool Pump Billing Model Results

Table G-4: Summary of Results, Pool Pump Billing Model below summarized the results of the pool pump model. With the exceptions of the change in heating degree days (CH_HDD) and the addition of a new air conditioner (ADD_NEW_AC), the independent variables are significant at the 90 percent level. The pool pump coefficient estimate is also significant at the 99 percent confidence level, and indicates an average savings of 602 kWh per year. This value is 67 percent of the updated engineering estimates of savings presented below in section G.2.2 (899 kWh per year).

Table G-4: Summary of Results, Pool Pump Billing Model

Dependent Variable	Parameter Estimate	Standard Error	T-Value	T-Statistic	95% Confidence Interval	
					Lower Bound	Upper Bound
E_PRE	1.05	0.002	455.97	<.0001	1.06	1.05
POOL_PUMP	602.46	168.260	-3.58	0.0004	879.25	325.67
CH_CDD	1.36	0.708	1.93	0.055	2.53	0.20
CH_HDD	0.10	0.998	0.10	0.920	1.74	-1.54
NON_PGM_INSTLL	-0.12	0.049	-2.51	0.0122	-0.04	-0.20
PRG_SAVE	-0.31	0.168	-1.85	0.0648	-0.03	-0.59
ADD_NEW_AC	0.17	0.130	1.30	0.1941	0.38	-0.04

Source	Degrees of Freedom	Sum of Squares	Mean Square	F-Value	F-Statistic
Model	7	804,164,500,000	114,880,600,000.00	34,405.00	<.0001
Error	924	3,085,284,108	3,339,052.00		
Uncorrected Total	931	807,249,800,000			

Root Mean Square Error	1827
Dependent Mean	11986
Coefficient of Variation	15.25
R-Square	0.996
Adjusted R-Square	0.996

Insulation Gas Model Specification and Results

The vectors of independent variables included in the insulation gas model[1] are defined in Table G-5 below. The installation of insulation through the Program is represented by a flag, interacted with pre-period gas usage. This representation provides a relatively consistent relationship to realized impacts, and removes the confounding effects of utilizing varying engineering algorithms across the IOUs.

Heating degree days are included to absorb variations in energy consumption due to changes in the weather. The installation of Program measures other than insulation is controlled for with the variable 'PGM_GAS_SAVE'. This variable takes on the value of the combined ex-ante gross savings estimates from all other Program installations except insulation. As discussed below, nonparticipants that installed Program measures were removed from the analysis dataset, so this variable capturing the effect of Program changes applies to insulation

[1] The draft report modeled windows and insulation impacts together in a combined value. However, subsequent to the draft report substantial additional windows participants were added to the model, as valid installation dates were uncovered. These additional windows participants available for the model produced greater distinction in the behavior of the windows and insulation coefficients. Thus, separate models are used to estimate the impacts of these measures.

participants only. 'SR_THM_SAVE' represents the installation of new gas equipment in the home between the pre- and post-periods that was not rebated through the Program. The final variable, 'INC_PERSON' indicates that there was an increase in the number of people residing in the home during the analysis period[2].

Table G-5: Independent Variables Used in Insulation Gas Billing Model

Dependent Variable	Description
G_PRE	Total Gas Consumption for 2003
ATTWALL_PRE	A flag indicating installation of insulation, interacted with pre-period gas usage
CH_HDD	Post period heating degree days minus pre-period heating degree days
PGM_GAS_SAVE	Gross savings estimates for other measaures installed through the program
SR_THM_SAVE	Flag for self-reported Installation of energy saving equipment outside the program
INC_PERSON	Increased number of people living full time in the home

Insulation Gas Billing Model Data Censoring

As shown in Table G-6 below, there were 180 surveyed insulation participants that had gas heat, complete annual pre-period and post-period bills, and valid Program installation dates. Forty-seven participants were removed from the analysis dataset because they installed insulation during the post-period. The pre-period consists of calendar year 2003 and the post period is the 12 month period ending September 30, 2006. Two participants were removed because they were attempting to achieve the 20/20 rebate during the analysis period, and 39 were removed due to home remodeling. Customers with more than a 40 percent change in usage between the pre- and the post-period were also found to confound the modeling and so were removed. Only two participants were removed for this reason. Customers self-reporting changes to their home during the post-period were removed from the analysis, because these changes may have unexpected and unmeasurable effects on billing analysis results. Finally, four participants with low gas usage, defined as the bottom 5 percent of the distribution of pre-period bills, were removed to improve the model fit.

Non-participants were removed from the analysis dataset for similar reasons, as shown in the table below. The greatest numbers were removed due to remodeling (446) and Program installations (393). Another 195 were removed because they reported making changes to their home during the post-period that would effect their gas consumption. Ultimately there were 67 participants and 764 non-participants in the final insulation gas billing model.

[2] A variable representing a decrease in the number of people residing in the home was tried in the model, but found to have an unexpected sign and not to be statistically significant.

Table G-6: Summary of Data Censoring and Attrition, Insulation and Windows Gas Billing Model

Data Censoring Summary	Participants	Nonparticipants
Surveyed customers with gas usage data for pre and post period and valid insulation installation date	180	1,970
Insulation installation during post period	47	0
20/20 Program participants	2	38
Remodeling	39	446
Large fluctuations in usage	2	67
Installations through the program	0	393
Changes to the home during post period	19	195
Low gas usage in pre or post period	4	67
Total Used in Model	67	764

Insulation Gas Billing Model Results

The insulation gas billing model coefficient estimates are presented in Table G-7 below. With the exception of 'SR_THM_SAVE' the coefficients are significant at the 90 percent confidence level. The estimated coefficients on the pre-period usage and the insulation variable are significant at the 99 percent confidence level. The r-squared statistic for the model is 0.975.

The estimated coefficient for pre-period usage of 94 percent indicates a general decline in gas usage between the pre- and post-periods among both participants and non-participants. This could be a result of socioeconomic trends, or it could be that some of the effects of weather differences are being absorbed by this value. Those that reported some changes to the gas appliances in their home had, on average, a small increase in their annual usage.

The insulation gas billing model detected a decrease in gas usage resulting from Program-rebated insulation equal to 10 percent of the customer's pre-period annual bill. This corresponds to an average savings of 55 Therms for the 67 participants included in the model. The 2004 California Statewide Residential Appliance Saturation Study[3] reports the statewide UEC for primary heaters to be 242 Therms per year. Thus, a savings of 55 Therms per year represents a savings of 23 percent. Keep in mind that the Program standards allow for some insulation to be present at the time the Program insulation is installed. No more than R-11 can be present, and a minimum of R-30 must be installed. Over half of insulation participants surveyed (55%) indicate the Program insulation was installed where there was already some existing insulation.

[3] KEMA-Xenergy, Inc. California Statewide Residential Appliance Saturation Study. Prepared for the California Energy Commission. June 2004.

The average ex-ante savings of the 67 participants included in the model is 118 Therms, which yields an overall realization rate of 47 percent. However, we note that the engineering models utilized across the utilities are not similar. The average ex-ante Therm savings per square-foot of installed insulation is 2.4 times higher for SCG customers than non-SCG customers (0.097 versus 0.041 Therms). For this reason, we break out the results and realization rate for SCG customers. Among customers included in the model, 44 are non-SCG customers and 23 are SCG customers. The non-SCG customers have a mean detected savings of 59 Therms per year, and a mean ex ante savings of 82 Therms per year, resulting in a realization rate of 72 percent. SCG customers have a mean savings detected in the model of 49 therms per year and an average ex ante savings value of 188 Therms per year, yielding a realization rate of 26 percent.

Table G-7: Summary of Results, Insulation Gas Billing Model

Dependent Variable	Parameter Estimate	Standard Error	T-Value	T-Statistic	95% Confidence Interval	
					Lower Bound	Upper Bound
G_PRE	0.94	0.006	145.24	<.0001	0.93	0.95
ATTWALL_PRE	-0.10	0.019	-5.19	<.0001	-0.13	-0.07
CH_HDD	0.05	0.015	3.01	0.0027	0.02	0.07
PGM_GAS_SAVE	-0.52	0.198	-2.55	0.0110	-0.84	-0.19
SR_THM_SAVE	8.92	9.150	0.98	0.3300	-6.13	23.97
INC_PERSON	23.68	13.090	1.81	0.0708	2.15	45.21

Source	Degrees of Freedom	Sum of Squares	Mean Square	F-Value	F-Statistic
Model	6	262,334,040	43,722,340.00	5,457.09	<.0001
Error	825	6,609,921	8,012.03		
Uncorrected Total	831	268,943,960			

Root Mean Square Error	90
Dependent Mean	530
Coefficient of Variation	16.88
R-Square	0.975
Adjusted R-Square	0.975

Insulation Gas Impacts Tracking System Adjustment

The insulation gas billing model is run only for those participants that had gas heat. However, the tracking system assigns a positive Therm savings value to every insulation participant, regardless of appliance holdings. Therefore, an adjustment needed to be applied to account for the portion of insulation customers that are assigned Therm savings, but have no gas heat. The same method is used to apply therm savings to windows participants, i.e. all

windows participants are also assigned a positive therm savings value. There is no compelling reason to believe that the distribution of gas heat is systematically different among insulation participants versus windows participants. Thus, to improve the precision of the estimate, we combine windows and insulation participant in calculating this tracking system adjustment.

The survey data and tracking data indicate that 91 percent of Therm savings claimed for windows and insulation measures are associated with a home that has gas heat. The remaining 9 percent essentially have a realization rate of zero. Thus, a "tracking system adjustment" of 0.91 is applied to the realization rates resulting from the billing model discussed above.

Insulation Gas Billing Model Summary and Conclusions

Table G-8 below summarizes the insulation gas billing model results and recommendations. The first two rows display the mean value of ex-post and ex-ante gross savings estimates for insulation for SCG and non-SCG customers. The ratio of these figures is shown in row 3, "Billing Model Realization Rate". The tracking system adjustment discussed above is applied to the billing model realization rates, yielding the final recommended adjustments.

Table G-8: Insulation Gas Billing Analysis Findings Summary

Insulation Gas Billing Analysis Findings Summary	Non-SCG	SCG
Mean Ex-Ante Therm Savings (customers included in billing model)	82.40	188.57
Mean Therm Savings Value Resulting from Model	59.05	48.78
Billing Model Realization Rate	0.72	0.26
Tracking System Adjustment (based on all surveyed customers)	0.91	0.91
Final Recommended Adjustment	0.65	0.23

Windows Gas Model Specification and Results

The approach used in the windows gas model is analogous to the insulation gas model approach described above. The vectors of independent variables included in the windows gas model[4] are defined in Table G-9 below. The installation of windows through the Program is represented by a flag interacted with pre-period gas usage. This representation provides a relatively consistent relationship to realized impacts, and removes the confounding effects of utilizing varying engineering algorithms across the IOUs.

[4] As mentioned above the draft report modeled windows and insulation impacts together in a combined value. However, subsequent to the draft report additional analysis was completed resulting in separate models being created to estimate the impacts of these measures.

Heating degree days are included to absorb variations in energy consumption due to changes in the weather. The installation of Program measures other than windows is controlled for with the variable 'PGM_GAS_SAVE'. This variable takes on the value of the combined ex-ante gross savings estimates from all other Program installations except windows. As discussed below, nonparticipants that had installed Program measures are removed from the analysis dataset, so 'PGM_GAS_SAVE' variable capturing the effect of Program changes applies to windows participants only. 'SR_THM_SAVE' represents the installation of new gas equipment in the home between the pre- and post-periods that was not rebated through the Program. The final variable, 'INC_PERSON' indicates that there was an increase in the number of people residing in the home during the analysis period.

Table G-9: Independent Variables Used in Window Gas Billing Model

Dependent Variable	Description
G_PRE	Total Gas Consumption for 2003
WIN_PRE	A flag indicating installation of windows interacted with pre-period gas usage
CH_HDD	Post period heating degree days minus pre-period heating degree days
PGM_GAS_SAVE	Gross savings estimates for other measaures installed through the program
SR_THM_SAVE	Flag for self-reported Installation of energy saving equipment outside the program
INC_PERSON	Increased number of people living full time in the home

Windows Gas Billing Model Data Censoring

As shown in Table G-10 below, there were 117 surveyed windows participants that had gas heat, complete annual pre-period and post-period bills, and valid Program installation dates. Forty-three participants were removed from the analysis dataset because they installed windows during the post-period. The pre-period consists of calendar year 2003 and the post period is the 12 month period ending September 30, 2006. Four participants were removed because they were attempting to achieve the 20/20 rebate during the analysis period, and 20 were removed due to home remodeling. Customers with more than a 40 percent change in usage between the pre- and the post-period were also found to confound the modeling and so were removed. Only two participants were removed for this reason. Customers self-reporting changes to their home during the post-period were removed from the analysis, because these changes may have unexpected and unmeasurable effects on billing analysis results. Finally, two participants with low gas usage, defined as the bottom 5 percent of the distribution of pre-period bills, were removed to improve the model fit.

Non-participants were removed from the analysis dataset for similar reasons, as shown in the table below. The greatest numbers were removed due to remodeling (462) and Program installations (420). Another 189 were removed because they reported making changes to their home during the post-period that would effect their gas consumption. Ultimately there were 40 participants and 791 non-participants in the final windows gas billing model.

Table G-10: Summary of Data Censoring and Attrition Windows Gas Billing Model

Data Censoring Summary	Participants	Nonparticipants
Surveyed customers with gas usage data for pre and post period and valid windows installation date	117	2,033
Windows installation during post period	43	0
20/20 Program participants	4	37
Remodeling	20	462
Large fluctuations in usage	2	66
Installations through the program	0	420
Changes to the home during post period	6	189
Low gas usage in pre or post period	2	68
Total Used in Model	40	791

Windows Gas Billing Model Results

The windows gas billing model coefficient estimates are presented in Table G-11 below. With the exception of 'SR_THM_SAVE' the coefficients are significant at the 90 percent confidence level. The estimated coefficients on the windows variable are significant at the 99 percent confidence level. The r-squared statistic for the model is 0.975.

The windows gas billing model detected a decrease in gas usage resulting from Program-rebated windows equal to 6 percent of the customer's pre-period annual bill. This corresponds to an average savings of 34 Therms for the 40 participants included in the model. The average ex-ante savings of the participants included in the model is 58 Therms, which yields an overall realization rate of 58 percent.

Table G-11: Summary of Results Windows Gas Billing Model

Dependent Variable	Parameter Estimate	Standard Error	T-Value	T-Statistic	95% Confidence Interval	
					Lower Bound	Upper Bound
G_PRE	0.94	0.006	143.80	<.0001	0.92	0.95
WIN_PRE	-0.06	0.023	-2.45	0.0145	-0.094	-0.018
CH_HDD	0.05	0.015	3.06	0.0023	0.022	0.072
PGM_GAS_SAVE	-0.24	0.072	-3.33	0.0009	-0.36	-0.12
SR_THM_SAVE	8.52	9.270	0.92	0.3579	-6.73	23.77
INC_PERSON	23.58	13.250	1.78	0.0756	1.79	45.38

Source	Degrees of Freedom	Sum of Squares	Mean Square	F-Value	F-Statistic
Model	6	262,171,323	43,695,220.00	5,322.68	<.0001
Error	825	6,772,638	8,209.26		
Uncorrected Total	831	268,943,960			

Root Mean Square Error	91
Dependent Mean	530
Coefficient of Variation	17.09
R-Square	0.975
Adjusted R-Square	0.975

Window Gas Impacts Tracking System Adjustment

The windows gas billing model is run only for those participants that had gas heat. However, the tracking system assigns a positive Therm savings value to every window participant, regardless of appliance holdings. Therefore, an adjustment needed to be applied to account for the portion of window customers that are assigned Therm savings, but have no gas heat. The same method is used to apply therm savings to insulation participants, i.e. all insulation participants are also assigned a positive therm savings value. There is no compelling reason to believe that the distribution of gas heat is systematically different among insulation participants versus windows participants. Thus, to improve the precision of the estimate, we combine windows and insulation participant in calculating this tracking system adjustment.

The survey data and tracking data indicate that 91 percent of Therm savings claimed for windows and insulation measures are associated with a home that has gas heat. The remaining 9 percent essentially have a realization rate of zero. Thus, a “tracking system adjustment” of 0.91 is applied to the realization rates resulting from the billing model discussed above.

Windows Gas Billing Model Summary and Conclusions

Table G-12 below summarizes the windows gas billing model results and recommendations. The first two rows display the mean value of ex-post and ex-ante gross savings estimates for windows. The ratio of these figures is shown in row 3, "Billing Model Realization Rate". The tracking system adjustment discussed above is applied to the billing model realization rates, yielding the final recommended adjustments.

Table G-12: Windows Gas Billing Analysis Findings Summary

Windows Gas Billing Analysis Findings Summary	
Mean Ex-Ante Therm Savings (customers included in billing model)	58.00
Mean Therm Savings Value Resulting from Model	33.75
Billing Model Realization Rate	0.58
Tracking System Adjustment (based on all surveyed customers)	0.91
Final Recommended Adjustment	0.53

Insulation Electric Model Specification and Results

The vectors of independent variables included in the insulation electric billing model[5] are defined in Table G-13 below. The variable "ATTWALL" is equal to the ex ante gross savings from Program–rebated insulation installations. The coefficient on this independent variable represents the percent of ex ante savings detected in the bills. As in all the billing models presented here, pre-period usage is one of the independent variables. In addition, changes between the pre- and post-period cooling degree days and heating degree days are included to absorb variations in energy consumption due to changes in the weather. Both cooling and heating degree days are interacted with the square feet of conditioned space and the presence of electric cooling/heating equipment. Those that self-reported replacing their AC equipment are controlled for using an indicator variable interacted with pre-period usage. This variable is named 'SR_AC_PRE'. Interacting with pre-period usage allows the model to vary predicted savings by the intensity of pre-period usage. Those that installed an air conditioner in their home where none existed before are controlled for with a flag interacted with square feet of the home. This variable is called 'ADD_AC_SQFT'. Variables are also included in the model indicating that the number of people living full time in the home increased or decreased during the analysis period. These are called 'INC_PERSON' and 'DEC_PERSON'. Other measure installations through the Program are controlled for by including a variable (PGM_SAVE_KWH) equal to the ex ante gross savings estimates of other installed measures besides insulation. Finally, the variable SR_KWH indicates other

[5] As mentioned above the for the gas models, the draft report modeled windows and insulation impacts together in a combined value. However, subsequent to the draft report additional analysis was completed resulting in separate electric models being created to estimate the impacts of these measures.

changes have occurred in the home, such as the purchase of a new dishwasher or electric clothes dryer.

Table G-13: Independent Variables Used in Insulation Electric Billing Model

Dependent Variable	Description
E_PRE	Total kWh Consumption for 2003
ATTWALL	Ex-ante gross savings estimates associated with the installation of insulation through the program
SR_AC_PRE	Self reported installation of new air conditioner, interacted with pre-period kWh usage
ADD_AC_SQFT	Self reported installation of new air conditioner where none existed before, interacted with square feet of the home
DEC_PERSON	Decrease in number of people living full time in the home
INC_PERSON	Increase in number of people living full time in the home
CH_CDD	Post period cooling degree days minus pre-period cooling degree days, interacted with a flag indicating air conditioning equipment and square feet of conditioned space
CH_HDD	Post period heating degree days minus pre-period heating degree days, interacted with a flag indicating electric heating equipment and square feet of conditioned space
PGM_KWH_SAVE	Gross savings estimates for other measures installed through the program
SR_KWH	Self reported changes to the home that would impact kWh usage

Insulation Electric Billing Model Data Censoring

As shown in Table G-14 below, there were 131 insulation participants that had complete annual pre-period and post-period bills, and valid program installation dates[6]. The pre-period consists of calendar year 2003 and the post-period is the 12 month period ending September 30, 2006. Thirty-five participants were removed from the analysis dataset because they installed insulation during the post-period. Two participants were removed because they were attempting to achieve the 20/20 rebate during the analysis period, and 25 were removed due to home remodeling. Customers with more than a 40 percent change in usage between the pre- and the post-period were also found to confound the modeling and so were removed. Nine participants were removed for this reason. Thirteen participants self-reported other significant changes to their home and so were removed from the analysis.

Non-participants were removed from the analysis dataset for similar reasons, as shown in the table below. The greatest numbers were removed due to remodeling (598) and changes to the home implemented during the post-period or the installation of a pool pump (591). Ultimately there were 47 participants and 1,133 non-participants in the final insulation electric billing model.

[6] Please note that this model specification does not screen out participants with no air conditioning or electric heat. Thus, the ex-post savings estimates resulting from this model may be applied to *all* participants and no "tracking system adjustment" needs to be made as was required for the windows and insulation gas billing model results.

Table G-14: Summary of Data Censoring and Attrition, Insulation Electric Billing Model

Data Censoring Summary	Participants	Nonparticipants
Surveyed customers with kWh data for pre and post period and valid insulation installation date	131	2,506
Insulation installation during post period	35	0
20/20 Program participants	2	41
Remodeling	25	598
Large fluctuations in usage	9	143
Other significant changes to the home, or changes implemented during post period	13	591
Total Used in Model	47	1,133

Insulation Electric Billing Model Results

The insulation electric billing model coefficient estimates are presented in Table G-15 below. The estimated coefficients on the pre-period usage and the insulation variable are significant at the 95 percent confidence level. The r-squared statistic for the model is 0.997.

The average ex-ante kWh savings per square-foot of installed insulation is 3.5 times higher for SCG customers than non-SCG customers (0.362 versus 0.099 kWh). For this reason, we break out the results and realization rate for SCG customers. It is also important to note that all customers included in the model are non-SCG customers since SCG customer did not have kWh data. The insulation electric billing model detected a decrease in electric usage resulting from Program-rebated insulation installations equal to 201 percent of ex ante gross estimates for non-SCG customers. To calculate the realization rate for SCG customers we multiplied the savings for the SCG customers by used the ratio of the ex ante gross estimates (0.099/0.36) and the resulting savings is 55 percent of the ex ante gross estimates for SCG customers. The impact of a reduced number of people residing in the home is significant and large, at 447 kWh per year. The effect of installing electric appliances (SR_KWH) is very modest and not significant, likely due to some variation in the types of installations occurring.

Table G-15: Summary of Results Insulation Electric Billing Model

Dependent Variable	Parameter Estimate	Standard Error	T-Value	T-Statistic	95% Confidence Interval	
					Lower Bound	Upper Bound
E_PRE	1.06	0.002	582.93	<.0001	1.05	1.06
ATTWALL	-2.01	0.949	-2.12	0.0343	-3.571	-0.449
SR_AC_PRE	-0.07	0.015	-4.45	<.0001	-0.092	-0.042
ADD_AC_SQFT	0.22	0.095	2.34	0.0195	0.066	0.380
DEC_PERSON	-447.06	119.290	-3.75	0.0002	-643.290	-250.826
INC_PERSON	308.46	185.170	1.67	0.0960	3.85	613.06
CH_CDD (per 1000 sqft)	0.19	0.242	0.77	0.4423	-0.212	0.584
CH_HDD (per 1000 sqft)	0.27	0.377	0.71	0.4788	-0.353	0.886
PGM_KWH_SAVE	-0.21	0.109	-1.93	0.0544	-0.39	-0.03
SR_KWH	-17.01	85.796	-0.20	0.8429	-158.14	124.13

Source	Degrees of Freedom	Sum of Squares	Mean Square	F-Value	F-Statistic
Model	10	780,198,300,000	78,019,832,294	37,732.50	<.0001
Error	1,170	2,419,216,994	2,067,707		
Uncorrected Total	1,180	782,617,500,000			

Root Mean Square Error	1,438
Dependent Mean	9,093
Coefficient of Variation	15.81
R-Square	1.00
Adjusted R-Square	1.00

Insulation Electric Billing Model Summary and Conclusions

Table G-16 below summarizes the insulation electric billing model results and recommendations for SCG and non-SCG customers. The final ex post kWh savings per square-foot is estimated to be 0.20. The average installed square feet of insulation through the Program is 1,200, corresponding to an annual savings of 240 kWh. Assuming a fairly typical consumption of 500 kWh per ton of cooling capacity, annual air conditioner consumption would be 1,750 kWh. Thus, a savings of 240 kWh corresponds to roughly 14 percent of typical annual air conditioner consumption. DEER estimates of savings from insulation range from 24 to 58 percent of the HVAC end use consumption, depending upon the climate and vintage of the home[7]. Results here are expected to be lower due to the inclusion of customers without air conditioners or electric heat in the model as well as a significant portion of insulation participants reporting pre-existing levels of insulation[8].

[7] These figures assume the insulation levels increase from R-0 to R-30.

[8] Program standards allow up to R-11 at the time of installation. Sixty-six percent of insulation participants included in the model report having pre-existing insulation.

Table G-16: Insulation Electric Billing Analysis Findings Summary

Insulation Electric Billing Analysis Findings Summary	Value
Billing Model Realization Rate - Based on Non-SCG customers	2.01
Ex-Ante kWh per Square Foot - Non-SCG	0.10
Ex-Ante kWh per Square Foot - SCG	0.36
Recommended Adjustment - Non-SCG	2.01
Recommended Adjustment -SCG	0.55
Ex-post kWh per square foot - all IOUs	0.20

Windows Electric Model Specification and Results

The vectors of independent variables included in the windows electric billing model[9] are defined in Table G-17 below. The variable "WINDOW" is equal to the ex ante gross savings from Program–rebated windows installations. The coefficient on this independent variable represents the percent of ex ante savings detected in the bills. As in all the billing models presented here, pre-period usage is one of the independent variables. In addition, changes between the pre- and post-period cooling degree days and heating degree days are included to absorb variations in energy consumption due to changes in the weather. Both cooling and heating degree days are interacted with the square feet of conditioned space and the presence of electric cooling/heating equipment.

Those that self-reported replacing their AC equipment are controlled for using an indicator variable interacted with pre-period usage. This variable is named 'SR_AC_PRE'. Interacting with pre-period usage allows the model to vary predicted savings by the intensity of pre-period usage. Those that installed an air conditioner in their home where none existed before are controlled for with a flag interacted with square feet of the home. This variable is called 'ADD_AC_SQFT'. Variables are also included in the model indicating that the number of people living full time in the home increased or decreased during the analysis period. These are called 'INC_PERSON' and 'DEC_PERSON'. Other measure installations through the Program are controlled for by including a variable (PGM_SAVE_KWH) equal to the ex ante gross savings estimates of other installed measures besides window. Finally, the variable SR_KWH indicates other changes have occurred in the home, such as the purchase of a new dishwasher or electric clothes dryer.

[9] As mentioned above the for the insulation electric model, the draft report modeled windows and insulation impacts together in a combined value. However, subsequent to the draft report additional analysis was completed resulting in separate electric models being created to estimate the impacts of these measures.

Table G-17: Independent Variables Used in Windows Electric Billing Model

Dependent Variable	Description
E_PRE	Total kWh Consumption for 2003
WINDOW	Ex-ante gross savings estimates associated with the installation of windows
SR_AC_PRE	Self reported installation of new air conditioner, interacted with pre-period kWh usage
ADD_AC_SQFT	Self reported installation of new air conditioner where none existed before, interacted with square feet of the home
DEC_PERSON	Decrease in number of people living full time in the home
INC_PERSON	Increase in number of people living full time in the home
CH_CDD	Post period cooling degree days minus pre-period cooling degree days, interacted with a flag indicating air conditioning equipment and square feet of conditioned space
CH_HDD	Post period heating degree days minus pre-period heating degree days, interacted with a flag indicating electric heating equipment and square feet of conditioned space
PGM_KWH_SAVE	Gross savings estimates for other measures installed through the program
SR_KWH	Self reported changes to the home that would impact kWh usage

Windows Electric Billing Model Data Censoring

As shown in Table G-18 below, there were 264 windows participants that had complete annual pre-period and post-period bills, and valid program installation dates[10]. The pre-period consists of calendar year 2003 and the post-period is the 12 month period ending September 30, 2006. Fifty-one participants were removed from the analysis dataset because they installed windows during the post-period. Six participants were removed because they were attempting to achieve the 20/20 rebate during the analysis period, and 62 were removed due to home remodeling. Customers with more than a 40 percent change in usage between the pre- and the post-period were also found to confound the modeling and so were removed. Eight participants were removed for this reason. Forty-one participants self-reported other significant changes to their home and so were removed from the analysis.

Non-participants were removed from the analysis dataset for similar reasons, as shown in the table below. The greatest numbers were removed due to remodeling (598) and changes to the home implemented during the post-period or the installation of a pool pump (591). Ultimately there were 96 participants and 1,309 non-participants in the final windows electric billing model.

[10] Please note that this model specification does not screen out participants with no air conditioning or electric heat. Thus, the ex-post savings estimates resulting from this model may be applied to *all* participants and no "tracking system adjustment" needs to be made as was required for the windows and insulation gas billing model results.

Table G-18: Summary of Data Censoring and Attrition Windows Electric Billing Model

Data Censoring Summary	Participants	Nonparticipants
Surveyed customers with kWh data for pre and post period and valid insulation installation date	264	2,373
Insulation installation during post period	51	0
20/20 Program participants	6	38
Remodeling	62	550
Large fluctuations in usage	8	142
Other significant changes to the home, or changes implemented during post period	41	334
Total Used in Model	96	1,309

Windows Electric Billing Model Results

The window electric billing model coefficient estimates are presented in Table G-19 below. The estimated coefficient on the windows variable has a t-statistic of 0.45, which is significant only at the 55 percent confidence level. Many specifications were tried to improve the significance of this coefficient, including removing customers with no electric heat or air conditioning. With these customers removed from the model, the realization rate is estimated to be 7 percent, and the t-value is just -0.09 – almost completely insignificant.

A possible explanation for the low level of statistical significance relates to the size of the expected impacts relative to overall energy usage. Half of the windows participants have an expected ex-ante electricity savings from windows installations equal to less than 2.5 percent of their bill. Changes of this small a magnitude can be masked or obscured by other, unreported changes in the home. However, a model run with participants whose ex-ante savings was between 3.5 and 7 percent of their pre-period bill results in a lower significance level than the selected model. With this alternative specification the realization rate is estimated to be 63 percent, and the t-value is -0.62.

Table G-19: Summary of Results Windows Electric Billing Model

Dependent Variable	Parameter Estimate	Standard Error	T-Value	T-Statistic	95% Confidence Interval	
					Lower Bound	Upper Bound
E_PRE	1.06	0.002	577.79	<.0001	1.05	1.06
WINDOW	-0.51	0.676	-0.75	0.4539	-1.619	0.606
SR_AC_PRE	-0.07	0.014	-4.67	<.0001	-0.088	-0.042
ADD_AC_SQFT	0.16	0.093	1.69	0.0907	0.004	0.311
DEC_PERSON	-548.50	112.341	-4.88	<.0001	-733.304	-363.702
INC_PERSON	108.88	190.669	0.57	0.5681	-204.77	422.53
CH_CDD (per 1000 sqft)	0.39	0.226	1.71	0.0879	0.014	0.756
PGM_KWH_SAVE	-0.18	0.068	-2.64	0.0084	-0.29	-0.07
SR_KWH	17.44	82.245	0.21	0.8321	-117.85	152.73

Source	Degrees of Freedom	Sum of Squares	Mean Square	F-Value	F-Statistic
Model	9	815,273,500,000	90,585,946,456	41,672.80	<.0001
Error	1,396	3,034,544,016	2,173,742		
Uncorrected Total	1,405	818,308,100,000			

Root Mean Square Error	1,474
Dependent Mean	9,568
Coefficient of Variation	15.41
R-Square	1.00
Adjusted R-Square	1.00

Windows Electric Billing Model Summary and Conclusions

Table G-20 below summarizes the windows electric billing model results and recommendations. The final ex post kWh savings per square-foot is estimated to be 0.51.

Table G-20: Windows Electric Billing Analysis Findings Summary

Windows Electric Billing Analysis Findings Summary	Value
Billing Model Realization Rate	0.51
Ex-Ante kWh per Square Foot	1.00
Recommended Adjustment	0.51
Ex-post kWh per square foot - all IOUs	0.51

Programmable Thermostat Gas Model Specification and Results

The vector of independent variables included in the programmable thermostat gas model is defined in Table G-21 below. Five variables are included in the model. The change in heating degree days between the post-period and the pre-period is included to control for changes in

weather between the two periods. 'PGM_GAS_SAVE' represents the Therm savings of measures other than programmable thermostats. The variable 'PSTAT' indicates the installation of an ENERGY STAR programmable thermostat, either with a point-of-sale rebate or with an application. PSTAT takes on a value equal to pre-period usage for programmable thermostat participants. The final variable, 'OTHER_CHANGE' indicates other changes made in the home that would affect gas usage, such as a new gas water heater, stove or furnace. 'OTHER_CHANGE' takes on a value equal to pre-period gas usage for those that made a change and is zero otherwise.

Table G-21: Independent Variables Used in Programmable Thermostat Gas Billing Model

Dependent Variable	Description
G_PRE	Total kWh Consumption for 2003
PGM_GAS_SAVE	Gross savings estimates for other measures installed through the program
PSTAT	Flag indicating the installation of programmable thermostat, interacted with pre-period usage
OTHER_CHANGE	Flag indicating other changes made to the home effecting gas usage, interacted with pre-period usage
CH_HDD	Post period heating degree days minus pre-period heating degree days

Programmable Thermostat Gas Billing Model Data Censoring

As shown in Table G-22 below, there were 452 surveyed programmable thermostat participants with complete pre- and post-period usage. One hundred and forty-one of these participants installed the thermostat during the post-period or had a missing or invalid installation date. Customers participating in the 20/20 rebate program were excluded from the model; these include six participants and 33 non-participants. There were a large number of people who reported renovating or remodeling during our studied period and the billing analysis is more successful with these customers removed. One hundred and three participants and 364 non-participants were removed for this reason. Unlike the other billing models presented above which use a cutoff of 40 percent, customers with more than a 35 percent change in usage between the pre- and the post-period were removed from this analysis dataset. Twenty-four participants and 76 non-participants were removed for this reason. Ultimately, there were 178 participants and 1,149 non-participants in the final programmable thermostat billing model.

Table G-22: Summary of Data Censoring and Attrition, Programmable Thermostat Gas Billing Model

Data Censoring Summary	Participants*	Nonparticipants
Surveyed customers with gas usage data for pre and post period	452	1,622
Installed thermostat during post period	141	
20/20 Program participants	6	33
Remodeling	103	364
Large fluctuations in usage	24	76
Total Used in Model	178	1,149

Programmable Thermostat Gas Billing Model Results

The programmable thermostat gas billing model coefficient estimates are presented in Table G-23 below. Many specifications were attempted for this model, utilizing information about how the customer uses the thermostat and what type of thermostat was removed. However, only a small portion of the participants removed a manual thermostat and use the programmable thermostat as it is intended to be used. The percent of people that removed a manual thermostat and reported never overriding the thermostat settings was roughly 12 percent of participants. This is supported by the findings from the contractor interviews presented in Chapter 7 (Figure 7-6) which showed that more than 50 percent of contractors reported overriding the ENERGY STAR pre-programmed programmable thermostats settings “Always” or “Very Often”. Statistically significant results could not be detected among these subgroups, nor could the effects be parceled out across composite variables designed to capture degree of expected savings. We deduce from these data and analysis of the bills that savings associated with the installation of programmable thermostats is small and difficult to detect.

With the exception of the ‘OTHER_CHANGE’ variable, the independent variables in the model are significant at the 95 percent confidence level. The estimated coefficient on the programmable thermostat variable (PSTAT) indicates a savings of two percent of annual gas usage and has an associated T-statistic of 0.097. A two percent savings gas bill savings represents an average of 10 Therms per year among the customers included in the bill analysis. The mean ex ante gross savings estimates associated with these thermostat installations is 87 Therms. The ratio of the mean savings detected in the bill model to the mean ex ante savings yields a realization rate of 12 percent.

Table G-23: Summary of Results, Programmable Thermostat Gas Billing Model

Dependent Variable	Parameter Estimate	Standard Error	T-Value	T-Statistic	95% Confidence Interval	
					Lower Bound	Upper Bound
G_PRE	0.95	0.006	154.23	<.0001	0.96	0.94
PGM_GAS_SAVE	-0.16	0.057	-2.86	0.0051	-0.070	-0.258
PSTAT	-0.02	0.012	-1.66	0.0974	0.000	-0.038
OTHER_CHANGE	-0.01	0.009	-1.51	0.1303	0.001	-0.027
CH_HDD	0.03	0.012	2.92	0.0036	0.05	0.64

Source	Degrees of Freedom	Sum of Squares	Mean Square	F-Value	F-Statistic
Model	5	399,644,316	79,928,863.00	11,588.40	<.0001
Error	1,322	9,118,285	6,897.34		
Uncorrected Total	1,327	408,762,601			

Root Mean Square Error	83
Dependent Mean	508
Coefficient of Variation	16.35
R-Square	0.978
Adjusted R-Square	0.978

Programmable Thermostat Gas Impact Tracking System Adjustment

The programmable thermostat gas billing model is run only for those participants that had gas heat. However, the tracking system assigns a positive Therm savings value to every thermostat participant, regardless of appliance holdings. Therefore, an adjustment needed to be applied to account for the portion of thermostat customers that are assigned Therm savings, but have no gas heat. The survey and tracking data indicate that 83 percent of Therm savings claimed for programmable thermostats is associated with homes that have gas heat. The remaining 12 percent essentially have a realization rate of zero. Thus, a "tracking system adjustment" of 0.82 is applied to the realization rates resulting from the billing model discussed above, and the final recommended adjustment to ex ante Therm savings estimates for programmable thermostats is 10 percent.

Programmable Thermostat Electric Model Specification and Results

The vector of independent variables included in the programmable thermostat electric model is defined in Table G-24 below. Eight variables are included in the model. The change in cooling and heating degree days between the post-period and the pre-period is included to control for changes in weather. The weather variables are interacted with flags indicating electric heating or cooling equipment. 'PGM_KWH_SAVE' represents the kWh savings of measures other than programmable thermostats. The variable 'PSTAT' indicates the installation of an ENERGY STAR programmable thermostat, either with a point-of-sale

rebate or with an application. PSTAT takes on a value equal to pre-period usage for programmable thermostat participants. 'INC_PERSON' and 'DEC_PERSON' indicate changes in the number of people living full time in the home. Customers that self-report replacing their AC equipment are controlled for with an indicator variable 'SR_AC_PRE' that takes on a value equal to pre-period usage in order to allow the model to vary predicted savings by the intensity of pre-period usage.

Table G-24: Independent Variables Used in Programmable Thermostat Electric Billing Model

Dependent Variable	Description
E_PRE	Total kWh Consumption for 2003
PSTAT	Flag indicating the installation of programmable thermostat, interacted with pre-period usage
PGM_KWH_SAVE	Gross savings estimates for other measures installed through the program
SR_AC_PRE	Self reported installation of new air conditioner, interacted with pre-period kWh usage
INC_PERSON	Increase in number of people living full time in the home
DEC_PERSON	Decrease in number of people living full time in the home
CH_CDD	Post period cooling degree days minus pre-period cooling degree days, interacted with a flag indicating air conditioning equipment
CH_HDD	Post period cooling degree days minus pre-period cooling degree days, interacted with a flag indicating electric heating equipment

Programmable Thermostat Electric Billing Model Data Censoring

As shown in Table G-25 below, there were 585 surveyed programmable thermostat participants that had either air conditioning or electric heat, and had complete pre- and post-period kWh usage data. Seventy-four of these installed during the post-period or had an invalid installation date. Customers participating in the 20/20 rebate program were excluded from the model; these include eight participants and 30 non-participants. As discussed previously, there were a large number of people reporting renovating or remodeling during our studied period and the billing analysis was more successful with these customers removed. One hundred and sixty-seven participants and 362 non-participants were removed for this reason. Customers whose kWh usage data changed by more than 40 percent between the pre- and post-periods were removed from the analysis dataset; this amounted to 28 participant and 75 non-participants. Programmable thermostat participants that also installed other Program measures were excluded to improve the precision of the model. Non-participants that installed pool pumps were also excluded to improve model fit. All customers that made changes to their home during the post-period are excluded from the model, including 67 participants and 87 non-participants. Ultimately, there were 164 participants and 915 non-participants in the final programmable thermostat electric billing model.

Table G-25: Summary of Data Censoring and Attrition, Programmable Thermostat Electric Billing Model

Data Censoring Summary	Participants	Nonparticipants
Surveyed customers with kWh usage data for pre and post period	572	1,707
Installed thermostat during post period or has missing install date	74	0
20/20 Program participants	8	30
Remodeling	167	362
Large fluctuations in usage	28	75
Participant installations through the program	64	0
Nonparticipant program installations (pool pump only)	0	238
Self reported changes to the home during the post period	67	87
Total Used in Model	164	915

Programmable Thermostat Electric Billing Model Results

The programmable thermostat electric billing model coefficient estimates are presented in Table G-26 below. Similar to the programmable thermostat gas billing model, many specifications were attempted incorporating information about how a customer uses the thermostat and what type of thermostat was removed. However, as mentioned above, only a small portion of the participants removed a manual thermostat and use the programmable thermostat as it is intended to be used. Statistically significant results could not be detected among these subgroups, nor could the effects be parceled out across composite variables designed to capture degree of expected savings. We deduce from these data and analysis of the bills that savings associated with the installation of programmable thermostats is small and difficult to detect.

The estimated coefficient on the programmable thermostat variable (PSTAT) indicates a savings of two percent of annual kWh usage and has an associated T-statistic of 0.0827. A two percent kWh bill savings represents an average of 166 kWh per year among the customers included in the bill analysis. The mean ex ante gross savings estimates associated with these thermostat installations is 325 kWh. The ratio of the mean savings detected in the bill model to the mean ex ante savings yields a realization rate of 51 percent.

Table G-26: Summary of Results, Programmable Thermostat Electric Billing Model

Dependent Variable	Parameter Estimate	Standard Error	T-Value	T-Statistic	95% Confidence Interval	
					Lower Bound	Upper Bound
E_PRE	1.03	0.002	658.69	<.0001	1.04	1.03
PSTAT	-0.02	0.011	-1.74	0.0827	-0.001	-0.038
PGM_KWH_SAVE	-0.29	0.152	-1.89	0.0593	-0.037	-0.537
SR_AC_PRE	-0.06	0.014	-4.22	<.0001	-0.04	0.64
INC_PERSON	290.58	156.100	1.86	0.0630	547.36	33.79
DEC_PERSON	-351.88	110.068	-3.20	0.0014	-170.82	-532.94
CH_CDD	0.19	0.347	0.56	0.5763	0.77	-0.38
CH_HDD	0.68	0.598	1.13	0.2586	1.66	-0.31

Source	Degrees of Freedom	Sum of Squares	Mean Square	F-Value	F-Statistic
Model	8	766,681,100,000	95,835,137,700.00	60,842.30	<.0001
Error	1,071	1,686,975,102	1,575,140.00		
Uncorrected Total	1,079	768,368,100,000			

Root Mean Square Error	1255
Dependent Mean	8915
Coefficient of Variation	14.08
R-Square	0.998
Adjusted R-Square	0.998

Programmable Thermostat kWh Impact Tracking System Adjustment

The programmable thermostat electric billing model is run only for those participants that had electric heat or air conditioning. However, the tracking system assigns a positive kWh savings value to every thermostat participant, regardless of appliance holdings. Therefore, an adjustment needed to be applied to account for the portion of thermostat customers that were assigned kWh savings, but have neither electric heat nor air conditioning. The survey and tracking data indicate that 91 percent of kWh savings claimed for programmable thermostats are associated with homes that have electric heat or air conditioning. The remaining nine percent have a realization rate of zero. Thus, a “tracking system adjustment” of 0.91 is applied to the realization rates resulting from the billing model discussed above, and the final recommended adjustment to ex ante kWh savings estimates for programmable thermostats is 46 percent.

Final Statistically Adjusted Engineering Billing Analysis Results Summary

Table G-27 below summarizes the finding of the billing analyses described in this section. Realization rates range from a low of 0.10 for the Therm savings from programmable thermostats to a high of 2.01 for the kWh savings from insulation

Table G-27: Billing Analysis Results and Recommended Adjustments to Ex-Ante Gross Savings

Technology Type	Billing Analysis Result		Recommended Adjustment	
	kWh	Therm	kWh	Therm
Insulation - SCG	0.55	0.26	0.55	0.23
Insulation - Non SCG	2.01	0.72	2.01	0.65
Windows	0.51	0.58	0.51	0.53
Efficient Pool Pump	0.67	n/a	0.67	n/a
Programmable Thermostat*	0.51	0.12	0.46	0.10

G.2.2 Calibrated Engineering Models

For some measures, instead of calculating an entirely new ex post estimate, we updated or calibrated the current DEER values or other engineering models. A value in DEER may be based on an engineering model that is a function of a number of parameters. For some of the measures, the DEER team has provided us with a number of key parameters that drive the DEER results and are in need of updating. In these instances we attempted to estimate these parameters using primary and secondary data sources to provide a more accurate and precise overall estimate of the measures' savings.

Clothes Washer Model Specification and Results

Energy use savings from the retrofit of clothes washers under the HEER Program depends on the baseline selected and a number of other factors including the size of the clothes washer, the type (gas or electric) of water heater and clothes dryer, the water heater energy factor, the number of loads a household washes per week, and the Modified Energy Factor (MEF) associated with the newly installed clothes washer. Since the MEF was used for this analysis, the percentage of time clothes are dried in a gas or electric dryer versus being hung out to dry was also required. The MEF is preferred for this analysis since it also takes into account the reduced energy required for drying due to the lower residual moisture content (RMC) of high-efficiency clothes washers.

The data and assumptions used to estimate each of the factors listed above for this update are provided below.

Clothes Washer Volume

The average size of a clothes washer installed through the 2004/2005 HEER Program was estimated based on the average washer size of a subset of the participants from the PG&E utility tracking database. This sample of participants contained 57,173 of the 85,479 (67%) clothes washers installed in PG&E service territory as part of the 2004/2005 HEER Program and represented 47 of the most frequently installed clothes washers models across all

manufacturers. Washer capacity lookups were done on this sample by matching the make and model numbers included in PG&E's tracking database with the washer size (in cubic feet) provided in the ENERGY STAR list of qualified washers. The sample was selected from PG&E tracking data, as tracking data was most complete for PG&E, and PG&E installations account for nearly 60 percent of the overall 2004/2005 HEER Clothes Washer Program. Nearly 90 percent of the manufacturer's names were missing from the Sempra tracking database, making lookups very difficult.

The average estimated volume of 2004/2005 HEER installed clothes washer based on this analysis was 3.11 cubic feet. This estimated volume was used in both the baseline and high-efficiency models.

Combination of Electric and Gas Water Heating and Drying

The four possible combinations of fuel source for water heating and clothes drying (electric/electric, electric/gas, gas/electric, and gas/gas) was estimated for 2004/2005 HEER clothes washer participant population based on 254 telephone surveys conducted with a sample of these participants. A total of 221 of these 254 were certain of the energy source used in their household for water heating and clothes drying and this distribution was applied to the entire participant population.

Table G-28: Water Heater and Clothes Dryer Energy Source Distribution Input

Energy Source		n	Percent
Water Heater	Clothes Dryer		
Electric	Electric	4	2%
Electric	Gas	0	0%
Gas	Electric	57	26%
Gas	Gas	160	72%

Water Heater Energy Factor

The water heaters and clothes dryers are associated with energy factors reflecting their efficiencies. Both the baseline and high-efficiency clothes washer models incorporated in this analysis reflect a value for the energy factor for each water heater type. The values used were 0.6 for gas water heaters and 0.88 for electric water heaters[11]. No instantaneous water heaters – electric or gas – were incorporated as reliable data is not available. These values are consistent with the DEER 2004/2005 update (which raised the minimum gas EF for water heaters to 0.60 as a result of California appliance code changes effective January 2004).

[11] Values for energy factors are from the report Incorporating Water Heater Replacement into the Weatherization Assistance Program: Information Toolkit. Office of Energy Efficiency and Renewable Energy. U.S. Department of Energy. May 2003.

The energy factors used to represent the efficiency levels of the clothes dryers for this analysis were 0.92 for gas clothes dryers and 1.00 for electric clothes dryers. These estimates are taken from the last update from Efficiency Vermont[12] and were utilized in both the baseline and high-efficiency models.

Table G-29: Water Heater and Clothes Dryer Efficiency Assumptions

Efficiency Assumptions	
Electric Water Heater EF	0.88
Gas Water Heater EF	0.60
Electric Clothes Dryer EF	1.00
Gas Clothes Dryer EF	0.92

Number of Loads per Week

The number of clothes washer loads per week and thus cycles per year were estimated based on data collected taken from the clothes washer participant telephone surveys. Participants who were uncertain of the frequency of their clothes washer usage were excluded (38% of those surveyed). The average number of loads per week across all water temperature settings was estimated to be 7.46. This estimate was applied to the entire participant population. The number of weeks per year was assumed to be 52 and there was no discount applied for non-use during certain periods such as vacations or holidays. This resulted in an estimate of 387.9 cycles completed per year. This estimate was used for both the baseline and high-efficiency models.

Table G-30: Average Clothes Washer Loads per Week, by Water Temperature

Water Temperature	Mean Washes
Hot	1.42
Warm	2.89
Cold	3.23
Total	**7.46**

Modified Energy Factor (MEF)

The MEF used for this analysis in the baseline is 1.04. On January 1, 2007, the NAECA federal standard minimum MEF changed from 1.04 to 1.26 for top loading and front loading clothes washers, however since this is an evaluation of a 2004/2005 program the MEF from these prior years was used. The units for of the MEF are volume (cf) x cycles / kWh.

The average Modified Energy Factor (MEF) installed through the 2004/2005 HEER Program was estimated based upon MEF lookups on the same sample of PG&E Program installations

[12] *Measure Savings Algorithms and Cost Assumptions: Technical Reference Manual, Efficiency Vermont, January 2003.*

used to estimate the average size of Program installed clothes washer (described above). The MEF of each unit was also retrieved from the list of ENERGY STAR Qualified Clothes Washers retrieved from the ENERGY STAR website[13] on April 10, 2007 and the weighted average based upon the 57,173 participant lookups was estimated to be 1.97. Note that the average MEF of all available ENERGY STAR models included in the Qualifying List is 2.06.

This estimated MEF of 1.97 was not particularly sensitive to size, as shown in the table below. The majority of ENERGY STAR clothes washers from the participant sample were weighted towards the large machines. This validates the use of an average MEF for all machines.

Table G-31: Sensitivity of MEF to Clothes Washer Volume

	Clothes Washer Volume		
	< 2.1 cf	**>= 2.1, <3.01 cf**	**>=3.01 cf**
MEF	1.79	1.93	2.01
HEER Estimated Distribution	1%	47%	52%

The equation for the modified energy factor is:

$$MEF = \frac{C}{M_E + E_T + D_E}$$

Where:

C = Capacity
M_e= Weighted per cycle machine energy consumption
E_t = Weighted per cycle hot water energy consumption
D_e= Weighted per cycle dryer energy consumption
(According to current federal standards)

As mentioned above, since the MEF was used for this analysis, the percentage of time clothes are dried in a gas or electric dryer (versus being lined dried without the use of an electric or gas dryer) was a required model input. Using the telephone survey data, we estimated that participants used their gas or electric dryer 87 percent of the time.

[13] http://www.energystar.gov

Table G-32: Dryer Usage Estimates

Survey Reported Use of Dryer	n	Percent	Use Factor	Weighted Use
Always	160	63%	100%	63%
More than half of the time	63	25%	75%	18.75%
Half of the time	20	8%	50%	4%
Less than half of the time	7	3%	25%	0.75%
Never	3	1%	0%	0%
Don't Know	1	0%	0%	0%
	254			**87.5%**

Allocation of Energy Use

The allocation of energy use for water heating, clothes drying, and motor use was divided following the 2004-2005 DEER standards. These standards were taken from an Efficiency Vermont document entitled *"Measure Savings Algorithms and Cost Assumptions: Technical Reference Manual", January 2003*. This document separates the energy use and savings into these components such that 71.5 percent of energy use is for water heating, 28.1 percent is for clothes drying and 0.4 percent is for clothes washer motor energy savings

Table G-33: Allocation of Energy Use Assumptions

Energy Use Model Assumptions	
% Water Heat	71.5%
% Clothes Dryer	28.1%
% Clothes Washer Motor	0.4%

Calculation of Gross Clothes Washer Impacts

Estimated gross savings were segmented by type of fuel type used for hot water and for clothes drying. The engineering model assumes high energy factors for both gas hot water heaters and electric hot water heaters, and assumes a new modified energy factor consistent with Federal Energy Standards as of 2005. The estimation also includes an adjustment for the amount of time the dryer is used. A demand factor of 0.219 watts/kWh was used for the demand estimation, consistent with the Residential Single Family Rebate Program PY 2004/2005 workpapers[14]. Note that the value of 0.417 watts/kWh is used in the 2007 DEER update.

The energy savings is the difference between the consumption of the baseline units and the high-efficiency ENERGY STAR units, calculated as follows:

Annual Energy Use = (Volume*Cycles)/MEF*$Usage_i/EF_i$ * $DryerUse_i$

[14] Although this number was used in both the PG&E and SDG&E workpapers it was only applied in the case of PG&E. SDG&E kWh to kW savings was on average 0.0000038 watts/kWh.

Where:

Volume = Average Capacity of Clothes Washer (in cubic/feet),
Cycles = Average Number of Washer Cycles Completed per year,
MEF = Modified Energy Factor,
$Usage_i$ = Usage Allocation for energy source *i* (water heater, dryer or motor),
EF_i = Efficiency level for energy source *i*, and
$DryerUse_i$ = Dryer Usage Factor, 87.5% when energy source = dryer, 0 otherwise.

Using this formula, if the participant had a 3.11 cf capacity washer, an electric water heater with an EF of 0.88, an electric dryer with an EF of 0.92, washed 7.46 loads/week, and a washer MEF of 1.97, the total electric energy savings would be 366 kWh/yr. Since MEF is expressed in kWh, the gas savings are derived from the kWh savings, using 3,413 btu/kWh and 100,000 btu / therm.

Table G-34 below provides the ex post gross energy savings estimates for clothes washers based on this engineering analysis. As this exhibit shows, the engineering analysis realized 102 percent of the ex ante kWh savings, 175 percent of the kW savings and 65 percent of the Therm savings.

Table G-34: Estimated Ex Post Gross Energy Savings for Clothes Washers[15]

Energy Source		Survey	Participant	kWh Savings		kW Savings		Therm Savings	
Water Heater	Clothes Dryer	Distribution	Distribution	Per Unit	Total	Per Unit	Total	Per Unit	Total
Electric	Electric	2%	2,687	581	1,560,996	0.127	342	0	0
Electric	Gas	0%	0	447	0	0.000	0	5	0
Gas	Electric	26%	38,285	136	5,209,398	0.030	1,141	22	852,717
Gas	Gas	72%	107,466	2	235,407	0.000	52	27	2,927,334
Total		**100%**	**148,438**	**47**	**7,005,801**	**0.010**	**1,534**	**25**	**3,780,051**
Ex Ante Gross Savings Estimates		**-**	**-**	**46**	**6,863,520**	**0.006**	**876**	**39**	**5,859,879**
Gross Realization Rates		**-**	**-**	**102%**		**175%**		**65%**	

Central Air Conditioning Model Specification and Results

The approach used to estimate air conditioner (AC) retrofit impacts is presented in this section[16]. The impact calculations applied are based on AC usage estimates from DEER, code-based baseline equipment efficiency, characteristics of the participant population, and characteristics of the equipment installed through the Program. This section begins with a presentation of the general impact equation applied to estimate both annual energy and

[15] The kWh and kW gross RR are different since the engineering model assumed a demand factor of 0.000219 for both PG&E and SDG&E (as reported in the workpapers) although in practice a much lower demand factor was applied for SDG&E.

[16] The approach and impact estimation presented in this section excludes any heat pump or room air conditioner participation. The impacts associated with those measures are addressed separately in this evaluation.

summer peak demand impacts, followed by a discussion of the intermediate data sources that were analyzed to derive ex-post impact estimates.

General Impact Equation

The general form of the equation applied to estimate AC unit impacts is:

$$IMPACT = (USE_B - USE_N) \times CAP_N$$

Where:

USE_B = DEER-based AC usage per-ton for baseline system efficiency, by climate zone and home vintage

USE_N = DEER-based AC usage per-ton for new (program) system efficiency, by climate zone and home vintage

CAP_N = Capacity of new (program) system in cooling tons

A discussion of each of the data sources that contributed to the general calculation is included next.

DEER-Based AC Usage per Ton

DEER AC prototype models were recently calibrated using CEC home characteristics by vintage and climate zone, as well as unit energy consumption estimates. Calibration data sources used by the DEER team are based recent results from the CEC's Residential Appliance Saturation Survey. While the resulting DEER-based usage estimates, derived using eQUEST, are generally considered to be the best available source for air conditioners, inspection of the impact shapes as a function of SEER rating demonstrated that some outliers exist in the DEER model results. Discussions with the DEER simulation team led to the conclusion that mean market-based performance curves for the AC equipment were leading to the outlier results, especially with respect to DEER results for 16 SEER or greater equipment. The DEER team is planning to update those results using more robust performance data sources.

For the purposes of this evaluation is was decided to develop DEER-based usage response curves using DEER estimates for the "baseline" efficiency level, in conjunction with DEER estimates for the 15 SEER case. A linear relationship was established using those two anchor points, as a function of the inverse of SEER (that is, 1/SEER). Assuming the same underlying performance curves, it is well established that usage is linear with respect to the inverse of SEER. These usage response curves were developed for each of 4 DEER home vintages and each of 16 CEC climate zones. An example table of results is presented in Table G-35, showing DEER per-ton usage estimates as a function of SEER. For each participating AC unit in the Program, home vintage was estimated using meter reset date from the utilities CIS systems.

Table G-35: AC Usage per Ton Using DEER Pre-1978 Home Vintage Estimates and Interpolation

	Annual Energy Usage by Climate Zone (kWh/ton)															
SEER	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
8.5	200	570	228	538	251	304	506	678	764	897	819	706	1,124	810	1,402	471
9.7	179	503	201	473	221	266	443	594	671	790	725	623	995	716	1,239	417
10	174	488	195	459	214	258	430	576	651	768	705	605	967	696	1,204	405
12.15	147	407	162	379	177	212	354	474	538	638	590	504	810	582	1,006	339
12.24	147	404	161	376	176	210	351	471	534	634	587	501	805	578	999	337
13.04	139	381	151	354	165	197	330	442	502	597	554	472	761	545	943	318
13.13	138	378	150	352	164	195	327	439	499	593	551	469	756	542	937	316
13.3	137	374	148	347	162	193	323	433	493	586	545	464	747	536	926	312
13.33	137	373	148	346	161	193	322	432	492	585	543	463	746	535	924	312
13.35	136	373	148	346	161	192	322	432	491	584	543	462	745	534	923	311
13.89	132	359	142	333	155	185	309	415	472	563	524	445	719	515	890	300
13.97	131	357	142	331	154	184	308	413	470	560	521	443	715	512	886	299
14.02	131	356	141	330	154	183	306	411	468	558	520	441	713	511	883	298
14.2	130	352	139	326	152	180	303	406	462	551	514	436	705	505	873	294
14.53	127	345	136	319	148	176	296	397	452	540	504	427	691	495	855	288
15	124	335	132	309	144	171	286	384	438	524	490	415	672	481	831	280

Besides the DEER "baseline and 15 SEER points shown in this table, it should be noted that the other selected SEER points represent the program Title 24 baseline condition and/or mean new Program equipment SEER ratings that were derived by equipment efficiency and type, using a range of SEER and capacity sources. The usage estimates shown in Table G-35 were derived for each SEER point using linear interpolation and extrapolation from the DEER "baseline" and 15 SEER inputs. Equipment efficiency and type sources and analyses are described in greater depth in the sections that follow below.

Participation by Equipment Efficiency and Type

In addition to segmenting participation by home vintage and climate zone, the analysis design also calls for the segmentation of participants by equipment efficiency and type. On the IOU rebate application forms participation and rebate levels are segmented by equipment efficiency and type. Equipment efficiency is tracked on the rebate application form using Consortium for Energy Efficiency TIER (1, 2 or 3) criteria and the designation of split system or package system. For split systems, the TIER 1 units must be 13 SEER or greater, the TIER 2 units must be 14 SEER or greater, and the TIER 3 units must be 15 SEER or greater. For package systems they must be 12, 13, and 14 SEER for TIER 1, 2, and 3, respectively. AC unit based participation is presented in Table G-36 by utility, TIER, package or split system type, and climate zone. While impact estimates were also generated by home vintage that level of detail is not shown.

Table G-36: Number of AC's Installed by Utility, Equipment Type and Climate Zone

		Number of AC's Installed by Climate Zone																	
Utility	Tier	Type	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	TOTAL
PG&E	I	SS - SEER 13		87	25	256							174	695	173	1			1,410
		PS - SEER 12		6		10							195	247	859				1,321
	II	SS - SEER 14	1	154	22	365							243	1,218	220	3			2,228
		PS - SEER 13		2		10							245	439	1,410	1		1	2,112
	III	SS - SEER 15		33		61							58	274	48				474
		PS - SEER 14		1		4							35	45	76				161
SCE	I	SS - SEER 13						76		236	334	330			145	81	179	8	1,392
		PS - SEER 12						58		181	256	253			111	62	137	6	1,066
	II	SS - SEER 14						95		397	482	550			80	74	43	8	1,728
		PS - SEER 13						54		224	272	310			45	42	24	4	975
SDG&E	I	SS - SEER 13						18	325	32		351				8	1		735
		PS - SEER 12																	0
	II	SS - SEER 14						4	78	5		109				1			197
		PS - SEER 13																	0
TOTAL			1	283	47	707		305	403	1,075	1,343	1,903	951	2,918	3,167	272	384	27	13,799

It should be noted that while the application forms collect the AC type and TIER and the utilities consistently include TIER information in the tracking systems, it was found that SDG&E does not explicitly track split vs. packaged system in their electronic tracking database. The impact calculations would be best served by comprehensive tracking of all AC unit types, SEER ratings and capacity ratings, and so this is a recommendation for improved Program tracking going forward – electronically track SEER, capacity, ARI reference number, AC type, AC TIER, and indoor and outdoor unit make and model data. Due to the fact that these data were not consistently available, various sampling methods were applied by the evaluation team to derive mean SEER ratings and mean capacity ratings by efficiency TIER and AC equipment type. Unit sampling methods and results are discussed next.

AC Unit Sampling to Derive Mean SEER and Capacity by AC Type

The tracking systems that were delivered to the evaluation team by each of the utilities did not initially include any variables for AC unit SEER rating and cooling capacity rating.

- PG&E's database included the make and model number of outdoor condenser units, allowing for lookup of specific capacity and efficiency of packaged units, and approximate capacity and efficiency of split-system units[17]. A sample design was developed by TIER, AC type and climate zone, allocating 1,000 points to derive mean SEER by cell – no significant differences were found by climate zone, and so results were derived by TIER and AC type. In addition to the 1,000 points, another 1,685 points were allocated to AC capacity lookups, as it was initially hypothesized that capacity might vary significantly by climate zone; however, it was found that there were significant differences by AC type (split vs. package), but not by climate zone.

[17] For split system units, lookup of the SEER rating and cooling capacity requires the availability of both the outdoor condensing unit and indoor coil unit make and model. Since only the outdoor unit make and model was available, the SEER and capacity ratings were obtained by using the highest sales volume tested outdoor/indoor combination as a proxy.

- Upon notification, SCE was able to provide an electronic description field containing SEER, capacity, ARI reference number and other useful unit information. A sample design was developed by TIER, AC type and climate zone, allocating 560 points to derive mean SEER and cooling capacity by cell. Based on findings from PG&E it was decided that a single sample would be sufficient for both lookup needs – significant mean SEER results were derived by TIER and AC type, and significant cooling capacity results were derived by AC type.
- Upon notification, SDG&E was able to provide hard copy applications containing SEER, capacity, ARI reference number and other useful unit information. A sample design was developed by TIER and climate zone, allocating 100 points to derive mean SEER and cooling capacity by cell. Mean SEER results were derived by TIER and AC type, and cooling capacity results were derived by AC type. It should be noted that all units sampled were split systems.

The resulting mean SEER ratings are presented in Table G-37. It is notable that some of the PG&E applications processed in 2004 were for equipment that qualified under the 2003 Program at a lower SEER rating requirement. For this reason, some mean PG&E SEER values are less than the Program qualifying threshold SEER level.

Table G-37: Mean AC SEER by Utility and TIER

Utility	Tier	Type	Average SEER
PG&E	I	SS - SEER 13	13.04
		PS - SEER 12	12.15
	II	SS - SEER 14	13.89
		PS - SEER 13	13.35
	III	SS - SEER 15	14.53
		PS - SEER 14	13.97
SCE	I	SS - SEER 13	13.33
		PS - SEER 12	12.24
	II	SS - SEER 14	14.20
		PS - SEER 13	13.30
SDG&E	I	SS - SEER 13	13.13
		PS - SEER 12	NA
	II	SS - SEER 14	14.02
		PS - SEER 13	NA

The resulting mean cooling capacity ratings are presented in Table G-38.

Table G-38: Mean AC Cooling Capacity by Utility and System Type

Utility	Type	Tons
PG&E	SS	3.29
	PS	3.52
SCE	SS	3.68
	PS	3.51
SDG&E	SS	3.66
	PS	NA

Baseline AC Unit SEER Ratings

Impact estimates for split system AC's are derived using the Title 24 baseline of 10 SEER, while package system AC's use the applicable 9.7 SEER baseline.

Air Conditioner Impact Results

Table G-39 below provides the ex post gross energy and demand impacts estimates for air conditioners based on the analysis approach described above. As this table shows, the engineering analysis realized 112 percent of the ex ante kWh impact for SDG&E, 120 percent for SCE and 136 percent for PG&E. Realization rates on demand impacts ranged from 0.80 for SCE to 1.10 for PG&E and 1.38 for SDG&E.

Table G-39: Estimated Ex Post Gross Impacts for Air Conditioners

Utility	AC Units Installed	Annual Energy Impact (kWh)	Summer Peak Demand Impact (kW)	Average Per-Unit Impact (kWh)	Average Per-Unit Impact (kW)
PG&E Ex-Post	7,706	3,658,050	5,250	475	0.68
PG&E Ex-Ante		2,687,197	4,782		
PG&E Realization Rate		**1.36**	**1.10**		
SCE Ex-Post	5,161	2,937,649	3,673	569	0.71
SCE Ex-Ante		2,449,525	4,607		
SCE Realization Rate		**1.20**	**0.80**		
SDG&E Ex-Post	932	378,983	647	407	0.69
SDG&E Ex-Ante		337,845	469		
SDG&E Realization Rate		**1.12**	**1.38**		

Pool Pumps

The gross ex post savings analysis for pool pumps focused on single speed pool pumps since they made up 92 percent of the overall rebated pool pumps. Additionally, onsite audits were only completed in a small number of homes where two speed pool pumps were installed, and thus there was not an adequate sample of data for this analysis. The gross ex post savings analysis for single speed pool pumps follows a basic engineering calculation approach. The baseline equipment energy and peak demand was calculated and compared to the rebated equipment operation. The savings calculation inputs are summarized in Table G-40 below.

Table G-40: Pool Pump Savings Calculation Inputs

	Values	Sample size, n
Prior Motor Power (hp)	1.49	27
Rebated Motor Power (hp)	0.95	45
Rebated Motor Runtime (hrs/day)	3.89	40
Rebated Motor Peak Runtime (hrs/day)	1.24	40
Prior Motor Runtime (hrs/day)	4.68	39
Prior Motor Peak Runtime (hrs/day)	2.99	39

The pool pump data for this analysis came from onsite equipment observation and participant self-report during telephone and onsite surveys. Some of the values were difficult to obtain mostly due to respondents' inability to recall prior information. So while 48 sites were visited, each of these parameters has an independent sample size. The runtime of the rebated pool pumps was determined for most sites based on reviewing the timer settings. In cases where this was not possible, we relied upon respondent self-report. The telephone survey with Program participants collected information on the runtime of the prior pool pump that was installed. The telephone self-reported prior runtime was calibrated using the ratio of the known runtime of the rebated pumps (collected during the onsite survey) to the telephone self-reported runtime of the rebated hours. This was done in an attempt to correct for the bias that was identified between self-reported runtime hours and the measured runtime hours (which were assumed to be fairly consistent for the rebated and prior pool pumps). The majority of the onsite surveyed respondents (60%) were able to provide the horsepower of the prior pool pump that was installed. The prior horsepower for the remaining sites was estimated using the average change in horsepower calculated from sites where prior horsepower was known, and then assigned to the unknowns based upon the size of the newly rebated pump.

Table G-41 summarizes the average energy consumption and peak demand of the previously installed pool pumps, the newly rebated units, and the resulting engineering estimated gross energy savings. Table G-42 provides the ex ante versus the engineering estimated gross savings estimates, as well as the resulting engineering gross savings realization rates. These rates were used as ex ante estimates of savings in our billing analysis to come up with final ex post energy savings estimates.

Table G-41: Comparison of Prior Pool Pump to Rebated Pool Pump Savings Estimates

Prior Pump Annual Energy Consumption (kWh/unit)	1,905 kWh/unit
Rebated Pump Annual Energy Consumption (kWh/unit)	1,006 kWh/unit
Engineering Estimated Gross Unit Energy Savings (kWh/unit)	899 kWh/unit
Prior Peak Demand (kW/unit)	0.48 kW/unit
Rebated Pump Annual Peak Demand (kW/unit)	0.13 kW/unit
Engineering Estimated Gross Unit Peak Demand Reduction (kW/unit)	0.35 kW/unit

These Estimates were calculated as follows:

- Prior kWh = (prior power, hp)*(0.746 kW/hp)*(pre runtime, hrs/day)*(365 days/yr)
- Rebated kWh = (rebated power, hp)*(0.746 kW/hp)*(rebated runtime, hrs/day)*(365 days/yr)
- kWh savings = (prior kWh) – (rebated kWh)
- Prior peak demand = (pre power, hp)*(0.746 kW/hp)*(prior peak runtime, hrs/day)/(7 total peak hours/day)
- Rebated peak demand = (rebated power, hp)*(0.746 kW/hp)*(rebated peak runtime, hrs/day)/(7 total peak hours/day)
- Peak reduction = (prior peak) – (rebated peak)

Table G-42: Ex Ante versus Engineering Estimates of Gross Pool Pump Savings

	Annual Energy Savings (kWh/unit)	**Peak Demand Savings (kW/unit)**
Ex Ante Gross Savings	1,305	1.07
Engineering Estimated Gross Savings	899	0.35
Engineering Gross Savings Realization Rate	**69 percent**	**33 percent**

Savings for this measure resulted from runtime reduction and reduced power. The largest discrepancy between ex ante and ex post savings is with peak demand reduction. The ex ante peak reduction of 1.07 kW/unit is high compared to the average prior power collected onsite (1.11 kW). The peak demand was calculated by the kWh during peak period, divided by the peak period (noon-7 PM). Even if all of the baseline pool pumps were running throughout peak period, it would be difficult to achieve such a demand reduction given the size of the baseline pumps.

Ex Post Gross Savings Adjustment Factors

Based on the gross savings analyses described above (billing analysis and engineering analysis) and the on-site measure verification completed for this evaluation (results are presented in Section 9.3.3), gross savings adjustment factors were created for each of the 14 measures to calculate ex post gross savings estimates. These adjustment factors for each measure and energy source (kWh, kW, and Therms) are included in Table G-43 below. Multiplying the ex ante gross savings estimates by these adjustments factors results in the ex post gross energy savings estimates. Appendix G3 contains a series of tables that go step by step through the calculations made to go from the ex ante gross impact estimates to the ex post net impact estimates and realization rates.

Table G-43: Gross Savings Adjustments by Measure

		Gross Savings Adjustment		
Utility	Technology	kWh	kW	Therms
PG&E	Air Conditioners	1.36	1.10	1.00
	Heat Pumps	1.00	1.00	1.00
	Room AC	1.00	1.00	1.00
	Insulation	2.01	2.01	0.65
	Clothes Washer - Energy Star	1.02	1.75	0.65
	Dishwasher - Energy Star	1.00	1.00	1.00
	Furnace - Gas	0.92	0.92	0.92
	Pool Pumps	0.46	0.33	0.67
	Programmable Thermostats	0.46	0.46	0.10
	Water Heater	1.00	1.00	1.00
	Whole House Evaporative Cooler	1.00	1.00	1.00
	Whole House Fan	1.00	1.00	1.00
	Windows	0.51	0.51	0.53
SCE	Air Conditioners	1.36	1.10	1.00
	Heat Pumps	1.00	1.00	1.00
	Room AC	1.00	1.00	1.00
	Insulation	2.01	2.01	0.65
	Pool Pumps	0.46	0.33	0.67
	Programmable Thermostats	0.46	0.46	0.10
	Water Heater	1.00	1.00	1.00
	Whole House Evaporative Cooler	1.00	1.00	1.00
	Whole House Fan	1.00	1.00	1.00
	Windows	0.51	0.51	0.53
SCG	Insulation	0.55	0.50	0.23
	Clothes Washer - Energy Star	1.02	1.75	0.65
	Dishwasher - Energy Star	1.00	1.00	1.00
	Furnace - Gas	0.92	0.92	0.92
	Programmable Thermostats	0.46	0.45	0.10
	Water Heater	1.00	1.00	1.00
SDG&E	Air Conditioners	1.36	1.10	1.00
	Heat Pumps	1.00	1.00	1.00
	Room AC	1.00	1.00	1.00
	Insulation	0.55	0.50	0.23
	Clothes Washer - Energy Star	1.02	1.75	0.65
	Dishwasher - Energy Star	1.00	1.00	1.00
	Furnace - Gas	0.92	0.92	0.92
	Pool Pumps	0.67	0.64	0.67
	Programmable Thermostats	0.46	0.45	0.10
	Water Heater	1.00	1.00	1.00
	Whole House Evaporative Cooler	1.00	1.00	1.00
	Whole House Fan	1.00	1.00	1.00
	Windows	0.51	0.51	0.53

Ex Post Gross Program Impacts

Table G-44 below contains the evaluation estimated ex post gross Program impacts for the 2004/2005 HEER component of the SFEER Program for each IOU as well as statewide. The statewide ex post gross kWh estimate was 54,217 MWh, which was approximately 71 percent of the ex ante gross kWh estimate (76,556 MWh). The statewide ex post gross kW and Therm estimates are also provided in this table and were approximately 68 and 46 percent of the ex ante gross estimates, respectively.

Table G-44: Ex Post Gross Savings Estimates

		Ex Post Gross Energy Savings		
Utility	Technology	kWh	kW	Therms
PG&E*	Air Conditioners	4,715,119	6,740	0
	Heat Pumps	343,870	311	0
	Room AC	126,365	196	0
	Insulation	3,376,877	5,228	420,010
	Clothes Washer - Energy Star	4,234,338	1,590	2,310,640
	Dishwasher - Energy Star	2,762,968	455	850,144
	Furnace - Gas	0	0	660,661
	Pool Pumps	2,223,942	2,461	0
	Programmable Thermostats	5,230,155	8,038	311,104
	Water Heater	57,615	9	121,394
	Whole House Evaporative Cooler	193,487	299	0
	Whole House Fan	547,851	849	0
	Windows	2,492,064	3,863	522,549
	TOTAL	26,304,650	30,038	5,196,502
SCE	Air Conditioners	3,331,353	5,068	-
	Heat Pumps	169,677	200	-
	Room AC	279,685	324	-
	Insulation	565	1	-
	Pool Pumps	3,578,801	1,265	-
	Programmable Thermostats	3,360,307	1,405	-
	Water Heater	12,825	-	-
	Whole House Evaporative Cooler	2,286,145	1,947	-
	Whole House Fan	1,150,842	1,784	-
	Windows	258,967	264	-
	TOTAL	14,429,168	12,257	-
SCG	Insulation	2,706,528	2,456	303,970
	Clothes Washer - Energy Star	2,335,074	15	1,265,976
	Dishwasher - Energy Star	1,576,224	-	484,992
	Furnace - Gas	-	-	132,526
	Programmable Thermostats	2,404,370	-	285,807
	Water Heater	-	-	78,312
	TOTAL	9,022,196	2,471	2,551,584
SDG&E	Air Conditioners	459,469	516	-
	Heat Pumps	55,603	40	-
	Room AC	75,819	59	-
	Insulation	16,991	12	13,058
	Clothes Washer - Energy Star	631,307	4	345,767
	Dishwasher - Energy Star	519,688	85	159,904
	Furnace - Gas	-	-	10,934
	Pool Pumps	581,728	33	-
	Programmable Thermostats	686,731	73	30,050
	Water Heater	3,402	1	3,934
	Whole House Evaporative Cooler	3,762	7	-
	Whole House Fan	585,120	462	-
	Windows	841,462	886	-
	TOTAL	4,461,081	2,179	563,646
STATEWIDE	Air Conditioners	8,505,941	12,324	-
	Heat Pumps	569,150	551	-
	Room AC	481,869	579	-
	Insulation	6,100,961	7,696	737,038
	Clothes Washer - Energy Star	7,200,719	1,609	3,922,383
	Dishwasher - Energy Star	4,858,880	540	1,495,040
	Furnace - Gas	-	-	804,121
	Pool Pumps	6,384,471	3,759	-
	Programmable Thermostats	11,681,564	9,517	626,961
	Water Heater	73,842	9	203,640
	Whole House Evaporative Cooler	2,483,393	2,252	-
	Whole House Fan	2,283,813	3,095	-
	Windows	3,592,492	5,013	522,549
	TOTAL	54,217,096	46,945	8,311,733

G.3 Net Savings Approaches

The primary objective of the net savings analyses for the non-lighting measures is to determine the Program's net effect on customers' electric and gas usage. This requires estimating what would have happened in the absence of the Program. This estimation hinges on estimating the level of free-ridership that exists for each measure. Participant and non-participant spillover effects were also estimated but were not used to calculate net-to-gross (NTG) ratios because the California IOUs cannot currently claim spillover savings as part of their net Program impacts. The analysis approaches used to estimate ex post net energy and demand savings for the non-lighting measures included a self-report analysis and discrete choice modeling. Both of these approaches resulted in the estimation of a NTG ratio that, when applied to the gross Program savings estimates, calculated the ex post net Program impacts.

As shown in the beginning of this section, in Table G-1, we conducted a self-report net savings analysis, obtaining at a minimum an estimate of free-ridership, for each of the HEER non-lighting measures. Additionally, we conducted a discrete choice analysis for four of the non-lighting measures: insulation, clothes washers, central air conditioning, and programmable thermostats. The section below describes in detail the methodology employed for each of these net savings approaches and the resulting net savings estimates.

G.3.1 Self-Report Net-to-Gross Analysis

The self-report net-to-gross analyses were conducted using data collected during the participant and non-participant surveys to estimate free-ridership and spillover for each measure. The following section presents the methodology, scoring algorithms, and final results of the self-report free-ridership and spillover analysis for HEER Program participant and non-participant populations.

Free-Ridership Methodology

The calculation of free-ridership is a multi-step process that considers a variety of ways in which the Program may influence a customer to adopt an energy-efficient measure. For this analysis we analyzed free-ridership from four separate perspectives, using the following criteria:

1. Did the *Program* influence the customer to make a purchase?
2. Did the *Program* influence the customer to accelerate a purchase?
3. Did the *Program* influence the customer to make a more efficient purchase than they otherwise would have?
4. Did the *incentive* influence the customer's decision to purchase a Program qualifying measure?

We differentiated the Program from the incentive, because the Program can influence a customer in more ways than a financial incentive can, such as providing additional information a customer may use to make a decision, or increasing awareness and knowledge of energy-efficient options.

Each Program participant is assigned a free-ridership probability score for each of the four criteria presented above. Each probability score is based on the response the customer gave to a specific survey question. The product of these individual question probability scores forms the total probability that the participant is a free-rider, and the mean of these scores across all Program participants represents the overall Program free-ridership result.

Free-Ridership Scoring Algorithms

As mentioned above the first of the four free-ridership criteria was aimed at determining the probability that a participant would have purchased the same measure in the absence of the Program. The question supporting this criterion and the associated free-rider (FR) scores are:

CRITERIA 1: Which of the following statements best describes the actions you would have taken had the rebate NOT existed:	**FR Score Assigned**
Response 1 - We would not have bought the new measure	0
Response 2 - We would have bought a Standard Efficiency measure	0
Response 3 - We would have bought an Energy Efficient measure	1
Response 4 - Refused / Don't know	0.5

Participants who indicated they would not have bought the new measure or would have installed standard efficiency equipment were assigned a free-ridership score of zero indicating they were not free-riders and thus the entire impact associated with their participation should be attributed to the Program. Participants who claimed they would have bought the same energy-efficient measure were given a free-ridership score of one, since there is no reason to believe they would have taken a different action in the absence of the Program. Those that were unsure or didn't answer the question were given a score of 0.5. The distribution of this free-ridership criterion by measure is presented below in Table G-45. As this table shows, across all measures approximately 5 percent of participants reported they would not have bought the new measure without the Program, 7 percent reported they would have bought a standard efficiency measure and 85 percent reported they would have purchased the same energy-efficient measure that they did through the Program. Room AC purchasers reported the highest probability of not purchasing a new room AC without the Program (14%) and dishwasher purchasers reported the highest probability of buying the same unit in the absence of the Program (96%).

Table G-45: Actions Participants would have taken in the Absence of the HEER Program

Which of the following statements best describes the actions you would have taken had the rebate NOT existed:					
Measure	*1*	*2*	*3*	*4*	*Total*
Air Conditioning	5	22	216	10	253
	2%	9%	85%	4%	100%
Clothes Washer	6	15	227	6	254
	2%	6%	89%	2%	100%
Dishwasher	0	1	50	1	52
	0%	2%	96%	2%	100%
Evaporative Cooler	5	4	42	0	51
	10%	8%	82%	0%	100%
Whole House Fan	6	5	40	2	53
	11%	9%	75%	4%	100%
Gas Furnace	2	1	46	1	50
	4%	2%	92%	2%	100%
Heat Pump	3	4	46	2	55
	5%	7%	84%	4%	100%
Insulation	8	0	203	4	215
	4%	0%	94%	2%	100%
Prog Thermostat	35	43	454	24	556
	6%	8%	82%	4%	100%
Pool Pump	27	42	313	22	404
	7%	10%	77%	5%	100%
Room AC	7	4	38	1	50
	14%	8%	76%	2%	100%
Refridgerator	3	3	44	0	50
	6%	6%	88%	0%	100%
Water Heater	0	7	45	1	53
	0%	13%	85%	2%	100%
Windows	6	12	231	5	254
	2%	5%	91%	2%	100%
All Measures	113	163	1,995	79	2,350
	5%	7%	85%	3%	100%

The second free-ridership criterion was focused on determining the probability that participants, who claimed they would have purchased the same measure in the absence of the Program, would have made this purchase at the same time had the Program not existed. The question supporting this criterion and the associated free-rider (FR) scores are:

CRITERIA 2: If the rebate was not available would you have bought the Energy Efficient measure…	**FR Score Assigned**
Response 1 - At the same time	1
Response 2 - Within a year	0.5
Response 3 - More than a year later	0
Response 4 - Refused / Don't know	0.5

Participants who stated they would have purchased the same measure at the same time were assigned a free-ridership score of one since this purchase would have occurred in the absence of the Program, and thus the participant was considered a free-rider. Participants who stated they would have delayed their purchase somewhat but would have still purchased it within a year were assigned a score of 0.5, representing partial free-ridership. Participants who indicated they would have waited more than a year before making the purchase without the Program were assigned a free-ridership score of zero, indicating they were not free-riders, and thus their participation should be attributed to the Program. Participants who claim they were unsure of when they would have made the purchase, or those who refused to answer the question were given a free-ridership score of 0.5. The distribution of this second free-ridership criterion by measure is presented below in Table G-46. This table indicates that across all measures 86 percent of participants reported they would have purchased the same measure at the same time in the absence of the Program, 9 percent would have made the purchase within a year and 3 percent would have waited more than a year. Water heater purchasers reported the highest probability of making the same purchase as the same time in the absence of the Program (93%) and insulation installers were the most likely to state that they would have waited more than a year to install the new insulation if the Program had not existed (6%).

Table G-46: Timing of Measure Purchases in the Absence of the Program

If the rebate was not available would you have bought the Energy Efficient measure….					
Measure	*1*	*2*	*3*	*4*	*Total*
Air Conditioning	187	21	4	4	216
	87%	10%	2%	2%	100%
Clothes Washer	205	19	3	0	227
	90%	8%	1%	0%	100%
Dishwasher	45	5	0	0	50
	90%	10%	0%	0%	100%
Evaporative Cooler	33	6	0	3	42
	79%	14%	0%	7%	100%
Whole House Fan	27	11	1	1	40
	68%	28%	3%	3%	100%
Gas Furnace	39	6	0	1	46
	85%	13%	0%	2%	100%
Heat Pump	42	2	0	2	46
	91%	4%	0%	4%	100%
Insulation	203	38	17	4	262
	77%	15%	6%	2%	100%
Prog Thermostat	416	21	7	10	454
	92%	5%	2%	2%	100%
Pool Pump	259	31	11	12	313
	83%	10%	4%	4%	100%
Room AC	30	4	2	2	38
	79%	11%	5%	5%	100%
Refridgerator	33	8	1	2	44
	75%	18%	2%	5%	100%
Water Heater	42	2	1	0	45
	93%	4%	2%	0%	100%
Windows	199	17	6	9	231
	86%	7%	3%	4%	100%
All Measures	1,760	191	53	50	2,054
	86%	9%	3%	2%	100%

The third free-ridership criterion seeks to more accurately determine whether the efficiency level of the measure purchased by participants who claimed they would have purchased an energy-efficient unit would have changed had the Program not existed. The question supporting this criterion and the associated free-rider (FR) scores are:

CRITERIA 3: If the rebate had not existed would you have bought the same measure that you purchased through the program or would you have selected a less expensive and less efficient unit, although still energy efficient?	**FR Score Assigned**
Response 1 - We would have bought the same unit as we did through the program	1
Response 2 - We would have bought a less expensive/less efficient unit	0.5
Response 3 - Refused / Don't know	0.5

Participants who stated they would have purchased the same exact measure were assigned a free-ridership score of one since the purchase would not have been any less efficient in the

absence of the Program, and thus the participant by this criteria is a free-rider. Participants who reported they would have purchased a less expensive or less efficient unit (although still efficient) and those who claimed they were unsure of what efficiency level they would have purchased were given a free-ridership score of 0.5. The distribution of this third free-ridership criterion by measure is presented below in Table G-47. This table indicates that across all measures 86 percent of participants reported they would have purchased the same unit in the absence of the Program, 9 percent would have purchased a slightly less expensive or less efficient unit, although still energy efficient, and 3 percent were unsure or refused to state what they would have purchased. Whole house fan and window purchasers reported the highest probability of purchasing a unit as efficient as what they purchased through the Program in the absence of the Program (93%) and refrigerator purchasers reported the highest probability of purchasing a less efficient unit if the Program had not existed (16%).

Table G-47: Efficiency Level of Purchase in the Absence of the Program

If the rebate had not existed would you have bought the same unit or a less expensive/efficient unit?				
Measure	*1*	*2*	*3*	*Total*
Air Conditioning	196	13	7	216
	91%	6%	3%	100%
Clothes Washer	185	32	10	227
	81%	14%	4%	100%
Dishwasher	44	4	2	50
	88%	8%	4%	100%
Evaporative Cooler	37	4	1	42
	88%	10%	2%	100%
Whole House Fan	37	3	0	40
	93%	8%	0%	100%
Gas Furnace	40	6	0	46
	87%	13%	0%	100%
Heat Pump	37	7	2	46
	80%	15%	4%	100%
Prog Thermostat	454	43	24	521
	87%	8%	5%	100%
Pool Pump	246	35	32	313
	79%	11%	10%	100%
Room AC	31	6	1	38
	82%	16%	3%	100%
Refridgerator	33	7	4	44
	75%	16%	9%	100%
Water Heater	39	4	2	45
	87%	9%	4%	100%
Windows	215	12	4	231
	93%	5%	2%	100%
All Measures	1,594	176	89	1,859
	86%	9%	5%	100%

The fourth and final free-ridership criterion was aimed at determining the probability that the respondent was not influenced[18] by the cash incentive in making the decision to purchase a Program qualifying measure. The question supporting this criterion and the associated free-rider (FR) scores assigned were:

CRITERIA 4: How Influential was the Rebate in your decision to purchase your new measure?	**FR Score Assigned**
Response 1- Very Influential	0
Response 2 - Somewhat Influential	0.5
Response 3 - Not at all Influential	1
Response 4 - Refused / Don't know	0.5

Participants who stated the rebate was "Very" influential were assigned a free-ridership score of zero, representing the lack of free-ridership for these participants. Participants who reported that the rebate was "Somewhat" influential were given a free-ridership score of 0.5 and those reporting it was "Not at All" influential were given a score of one, indicating by this criteria they were considered a free-rider. The distribution of this fourth free-ridership criterion by measure is presented below in Table G-48. This table indicates that across all measures 32 percent of participants reported the rebate was "Very" influential, 37 percent indicated it was "Somewhat" influential, and 29 percent reported it was "Not at All" influential. The rebate was reported to be most influential for insulation participants with 64 percent reporting it was "Very" influential. Dishwasher purchasers were the least affected by the rebate with 44 percent reporting it was "Not at All" influential, 42 percent reporting it was "Somewhat" influential and only 13 percent reporting it was "Very" influential.

[18] The probability of *not* being influenced, rather than being influenced, by the cash incentive is estimated so that all three probabilities have the same relationship with the likelihood of free ridership

Table G-48: Influence of the Rebate on a Participant's Decision to Purchase Measure

How Influential was the Rebate in your decision to purchase your new measure?					
Measure	*1*	*2*	*3*	*4*	*Total*
Air Conditioning	58	105	87	3	253
	23%	42%	34%	1%	100%
Clothes Washer	67	117	63	7	254
	26%	46%	25%	3%	100%
Dishwasher	7	22	23	0	52
	13%	42%	44%	0%	100%
Evaporative Cooler	21	20	10	0	51
	41%	39%	20%	0%	100%
Whole House Fan	21	20	11	1	53
	40%	38%	21%	2%	100%
Gas Furnace	7	27	15	1	50
	14%	54%	30%	2%	100%
Heat Pump	14	22	17	2	55
	25%	40%	31%	4%	100%
Insulation	203	38	73	5	319
	64%	12%	23%	2%	100%
Prog Thermostat	135	216	188	13	552
	24%	39%	34%	2%	100%
Pool Pump	160	146	88	10	404
	40%	36%	22%	2%	100%
Room AC	23	18	8	1	50
	46%	36%	16%	2%	100%
Refridgerator	14	19	16	1	50
	28%	38%	32%	2%	100%
Water Heater	16	20	16	1	53
	30%	38%	30%	2%	100%
Windows	44	109	100	1	254
	17%	43%	39%	0%	100%
All Measures	790	899	715	46	2,450
	32%	37%	29%	2%	100%

Free-Ridership Results

The self-report estimates of free-ridership were derived for each of the non-lighting measures included in the HEER evaluation based upon the survey responses provided by 2,433 Program participants. The product of these four probabilities results in an overall probability of free-ridership. As an example consider the following customers' survey responses in reference to their new dishwasher:

1. Criteria 1 – "We would have bought an energy-efficient dishwasher" indicating the customer would still have bought an energy-efficient dishwasher in the absence of the Program and thus receives a FR score of 1.

2. Criteria 2 – "Within a year" indicating the customer would have delayed their dishwasher purchase for awhile, but would have still made the purchase within the next year. This receives a FR score of 0.5.
3. Criteria 3 – "We would have bought the same dishwasher as we did through the Program". This receives a FR score of 1.
4. Criteria 4 – "Somewhat Influential" indicating the customer reported the cash incentive was somewhat influential on their decision to purchase the new Program qualifying dishwasher. This receives a FR score of 0.5.

For this example the overall free-ridership score is calculated as the sum of these four FR scores (1 x 0.5 x 1 x 0.5) and thus the customer overall probability of making this same dishwasher purchase in the absence of the Program is 25 percent.

Table G-49 below presents the self-report free-ridership table created for Program qualifying dishwashers that were installed through the Program. As this table shows, the overall free-ridership score for dishwashers is 59 percent. This high level of free-ridership is driven by the 21 participants who indicated they would have purchased the same energy-efficient dishwasher at the same time and were not at all influenced by the Program. Similar tables are created for each of the remaining measures and included in Appendix F2.

Table G-49: Self-Report Free-Ridership Scores across Surveyed Dishwasher Participants

What Would Have Been Purchased in the Absence of the Program?			How Influential Was the Cash Incentive? (Q2D11)	Frequency	Free Ridership Score
What Type of Equipment? (Q2D7)	When? (Q2D9)	How Efficient? (Q2D8)			
Standard Efficiency	NA / missing	NA / missing	Somewhat Influential	1	0%
Energy Efficient	Same Time	Same Unit	Very Influential	3	0%
Energy Efficient	Same Time	Same Unit	Somewhat Influential	16	50%
Energy Efficient	Same Time	Same Unit	Not at all Influential	21	100%
Energy Efficient	Same Time	Less Efficient	Very Influential	2	0%
Energy Efficient	Same Time	Less Efficient	Somewhat Influential	1	25%
Energy Efficient	Same Time	Don't Know	Very Influential	2	0%
Energy Efficient	Within a Year	Same Unit	Somewhat Influential	2	25%
Energy Efficient	Within a Year	Same Unit	Not at all Influential	2	50%
Energy Efficient	Within a Year	Less Efficient	Somewhat Influential	1	13%
Don't Know	NA / missing	NA / missing	Somewhat Influential	1	6%
TOTAL Free Ridership Score for Dishwashers				**52**	**59%**

Table G-50 below presents the self-reported estimates of free-ridership by measure group, delivery channel (Point-of-Sale (POS) vs. Non-POS for pool pumps and programmable thermostats), and Tier Level (for central air conditioners only). For programmable thermostats the results were also broken down based on whether the measure was installed at the same time a rebated furnace, central AC, or heat pump was installed (Solo versus Dual install). As one might expect the level of free-ridership is higher for those participants who installed the programmable thermostat at the same as one of these heating or cooling

measures. The overall free-ridership score is calculated by weighting the measure level free-ridership by the energy savings (a joint kWh and Therm energy weight was created-reference weight[19]) associated with the measure installed. As this table shows, the overall HEER free-ridership rate was 44 percent, resulting in an overall net-to-gross ratio of 56 percent. The measure with the lowest level of free-ridership based on the self-report scoring method was whole house fans with 29 percent free-ridership, followed by room ACs and pool pumps which each had 31 percent free-ridership. The highest level of free-ridership was found for dishwashers which had 59 percent free-ridership and thus a net-to-gross ratio of 41 percent.

Table G-50: Self-Report Free-Ridership Scores and Resulting NTG ratios for HEER Non-Lighting Measures

Measure	N	Free Ridership	NTG Ratio
Central Air Conditioner	253	48%	52%
ES and Tier 1	116	55%	45%
Tier 2	133	44%	56%
Tier 3	4	50%	50%
Central Heat Pump	55	45%	55%
Clothes Washer	254	43%	57%
Dishwasher	52	59%	41%
Evaporative Cooler	51	34%	66%
Gas Furnace	50	49%	52%
Insulation	253	47%	53%
Pool Pump	404	31%	69%
Pool Pump	354	31%	69%
Pool Pump POS	50	28%	72%
Programmable Thermostat	601	46%	54%
Solo Install	354	43%	57%
Dual Install	141	57%	43%
P-Stat POS	106	42%	58%
Room Air Conditioner	50	31%	69%
Water Heater	53	42%	58%
Whole House Fan	53	29%	71%
Windows	254	53%	47%
Overall Energy Weighted	**2,383**	**44%**	**56%**

An important thing to note with regards to these NTG ratios is that they are primarily driven by the level of rebate influence participants reported since most participants indicated they would have purchased the same unit at the same time in the absence of the program. Table G-45 above showed that across all measures approximately 85 percent of participants reported they would have purchased the same energy-efficient measure that they did through

[19] This joint energy weight was calculated as kWh savings + 29.3*Therm savings (source http://www.interconnector.com/onlineservices/converter.html)

the program, Table G-46 showed that approximately 86 percent of these purchases would have occurred at the same, and so the only real differentiation between self-report scores came from the influence participants attributed to the rebate (Table G-48: 32 percent reported the rebate was "Very" influential, 37 percent indicated it was "Somewhat" influential, and 29 percent reported it was "Not at All" influential).

Under the self-report free-ridership scoring algorithm participants reporting the rebate was "Very" influential received a FR score of 0 (indicating they were 0 percent free-ridership), those who said it was "Somewhat" influential received a FR score of 0.5 (indicating a 50 percent free-ridership) and those who said it was "Not at All" influential received a FR score of 1 (indicating 100 percent free-ridership.) Sensitivity testing was done on this criterion and we found that if we decreased the FR scores assigned for each level of influence by 10 percent (so the scores became 0, 0.4 and 0.8) the total level of free-ridership across all measures dropped by 20 percent from 44 percent to 35 percent.

Using the original scores 0, .5 and 1 we looked at the average free-ridership by influence level. There were a total of 67 clothes washer participants who responded the rebate was "Very" influential and their average FR level was 0 percent. There were 117 who responded the rebate was "Somewhat" influential and their average FR level was 40 percent and there were 63 who responded the rebate was "Not at all" influential and their average FR level was 96 percent.

Participant and Non-Participant Spillover

This section describes the methods used to calculate estimates of participant and non-participant spillover for each of the HEER Program measures. "Spillover" includes all adoptions of energy saving measures that result from the Program, but are not done through the Program. It is reasonable to expect that the Program, by providing experience and knowledge of energy-efficient measures, motivates customers to install Program qualifying measures *outside* the Program. Currently IOUs in California cannot include participant or non-participant spillover in estimates of net savings claims; however because they represent an additional social benefit from the HEER Program we have calculated estimates of both participant and non-participant spillover. The results appear in the section below.

Participant Spillover Methodology

The participant spillover rate is simply the percentage of the participant population that was identified as having been influenced by the HEER Program to install high-efficiency equipment without the Program rebate. Multiplying the participant population by the respective spillover rate provides an estimate of the total number of participants influenced by the Program to install non-rebated high-efficiency equipment.

The participant survey fielded in support of this evaluation gathered information on equipment installations and measure adoptions made outside the Program from 2004 until the end of 2006 to support this analysis. Information collected included:

a) The efficiency of equipment or measures installed which were not rebated by the Program,

b) The degree of self-reported influence of the Program on the decision to purchase the equipment, and

c) Whether the customer received any rebates whatsoever for the installation or purchase of the high efficiency equipment or measure (to confirm the measure was not rebated).

A participant's additional measure adoption was considered a spillover adoption if the following three conditions were met:

a) The measure is program-qualifying.

b) The degree of self-reported influence of the Program on the purchase of the Program-qualifying measure was sufficient to reasonably conclude that the adoption would not have occurred in the absence of the Program.

c) The customer did not receive any rebates whatsoever for the measure adoption.

A set of four criteria based on survey questions were used to conclusively determine if measure adoptions made by participants outside of the Program satisfied all of the spillover conditions presented above. The four criteria and the possible response categories are presented below:

CRITERIA 1: Have you purchased a new measure since January 2004 for which you did not receive a rebate?
Response 1 - Yes
Response 2 - No
Response 3 - Don't Know

CRITERIA 2: Was your new measure energy efficient?
Response 1 - Yes
Response 2 - No
Response 3 - Don't Know

CRITERIA 3: How influential was the SFR program in your decision to purchase the new measure? Was it…
Response 1 - Very Influential
Response 2 - Somewhat Influential
Response 3 - Not at All Influential
Response 4 - Don't Know

CRITERIA 4: Did you receive a rebate on your new measure?
Response 1 - Yes
Response 2 - No
Response 3 - Don't Know

In order for a participant to be considered a spillover adoption the customer must have respond to Criteria 1 that they did indeed purchase the new measure since January of 2004. They must also have responded to Criteria 2 that this new equipment was energy efficient. An open-ended question was posed after the question that supports Criteria 2 to determine the criteria a customer used to determine if their newly installed equipment was indeed energy efficient. The responses to this open-ended question were manually reviewed by measure and only those that accurately supported the claim that the new unit was energy efficient were accepted. For example, customers who reported that they knew their new unit was energy efficient because of reasons such as the ENERGY STAR® label, SEER rating, or two speed motor were retained, however customers who claimed they knew it was energy efficient solely based upon reasons such as “word of mouth” or “personal research” were not counted as a confirmed energy efficient adoptions. Additionally, only participants reporting that the HEER Program was “Very Influential” (Criteria 3) and indicating that they did not receive a rebate for their purchase (Criteria 4) were considered to be spillover adoptions. Other responses to any one of these four criteria were considered insufficient to conclude that the adoption was a result of HEER Program influence, and thus the adoption was not considered a spillover adoption.

Once the qualifying spillover adoptions had been identified for each of the Program measures, the participant spillover rate for each measure was calculated by dividing the number of spillover adoptions by the number of surveyed participants. This is equal to the participant spillover rate. This spillover rate was then applied to the ‘appropriate’ population of participating customers to calculate the extrapolated participant population spillover adoptions. Because it is less likely that an air conditioner participant would adopt an additional air conditioner outside of the Program, we defined the ‘appropriate’ participant population for a given measure as the total participant population less the participants in the measure for which spillover is being calculated. For this evaluation we included both the participants in the Public Good Charge (PGC) and Procurement funded rebate programs since we believe that participants would have been unable to distinguish one program from the other. The total population of participants across these two IOU rebate programs was calculated to be 590,729. The final step in calculating the measure specific participant spillover rate was to divide the extrapolated participant population spillover adoptions by total number of 2004/2005 HEER Program participants (again based upon both PGC and Procurement funded programs), which yields an estimate of participant spillover expressed as a percent of Program savings. These results are based on surveys completed with 2,207 HEER Program participants.

Participant Spillover Results

Participant spillover results by measure are summarized in Table G-51 below. This table provides both the total number of energy-efficient adoptions identified in the survey, in addition to those determined to be spillover adoptions. Thus for central ACs, although 106 energy-efficient ACs were found to be installed within the participant population outside of the Program, only 13 of those were classified as spillover adoptions. Results ranged from a high of 6 percent for the central air conditioning to a low of 0 percent for heat pumps, evaporative coolers, room air conditioners and whole house fans where no spillover adoptions were identified. From this table you can see that although the spillover rate as calculated from the survey for central ACs and clothes washers are relatively similar (0.59% versus 0.68%), the final participant spillover rate was more than two-thirds smaller for clothes washers (6.2% versus 1.9%) due to the large participant population for the clothes washer measure.

Table G-51: Results of the Participant Spillover Analysis by Measure

Participant Spillover Criteria	Central AC	Heat Pump	Clothes Washer	Dish-washer	Evap Cooler	Gas Furnace	Insulation	Pool Pump	P-Stat	Room AC	Water Heater	Whole House Fan	Windows
Surveyed Participants with EE Adoptions	106	2	125	55	0	18	176	10	244	1	45	0	94
Surveyed Participants with Spillover Adoptions	13	0	15	4	0	1	7	1	5	0	2	0	8
Spillover Rate	0.59%	0.00%	0.68%	0.18%	0.00%	0.05%	0.32%	0.05%	0.23%	0.00%	0.09%	0.00%	0.36%
Participant Population (Excluding Measure)*	539,496	589,444	436,201	493,212	588,497	572,732	554,451	574,733	517,415	579,051	576,917	584,232	478,395
Population Extrapolated Spillover Adoptions	3,178	0	2,965	894	0	260	1,759	260	1,172	0	523	0	1,734
Total 2004/2005 HEER Participants*	50,902	954	154,197	97,186	1,901	17,666	35,947	15,665	72,983	11,347	13,481	6,166	112,003
Final Participant Spillover Rate	**6.2%**	**0.0%**	**1.9%**	**0.9%**	**0.0%**	**1.5%**	**4.9%**	**1.7%**	**1.6%**	**0.0%**	**3.9%**	**0.0%**	**1.5%**

* Including Procurement Measures

When reviewing these results it is important to keep in mind that there is some question regarding whether the Program adoptions and the participant spillover adoptions are entirely comparable. For instance, for the insulation and window measure we did not collect data on the number of square feet installed from Participants who installed these measures outside of the Program. From our participant tracking data we know that the average insulation installation was roughly 1,272 ft^2 and the average window installation was 187 ft^2, but if the installations outside of the Program were on average smaller than these installations than the spillover rate would theoretically be lower. For a few of the other measures similar uncertainty exists, such as whether the distribution of pool pump motor speed (single versus 2-speed) or central AC Tier level (I, II or III) is similar for those installed inside and outside the Program. These results should be interpreted with this uncertainty in mind.

Non-Participant Spillover Methodology

Non-participant spillover was calculated in the much the same manner as participant spillover, with a few exceptions. The non-participant survey included the same survey

questions as the participant survey; however, an additional criterion was used to determine spillover adoptions for non-participants. This criterion ensured the customer was aware of the HEER Program prior to making the program-qualifying purchase. Another difference between the calculation of the participant and non-participant spillover is that while all reported spillover adoptions in the participant population were counted regardless of when they occurred in the last three years, only 2 years of non-participant adoptions were counted (the surveyed non-participant adoptions were multiplied by two-thirds so the Program is only taking credit for two years of adoptions rather than three). It is feasible that adoptions occurring in 2006 could be a result of the 2006 HEER Program; because there is no way to distinguish between the program years, credit was taken only for two program years.

Similar to the calculation of the spillover for participants, once the population of spillover adoptions in 2004 and 2005 had been determined, the spillover rate was calculated by dividing the number of non-participant spillover adoptions by the number of surveyed non-participating customers. This rate was then applied to the appropriate population of non-participating customers to estimate the number of spillover adoptions occurring in the population.

These results are based on surveys completed with 2,206 HEER Program non-participants who resided in single family detached (SFD) homes

Non-Participant Spillover Results

Non-Participant spillover results by measure are summarized in Table G-52 below. This table provides both the total number of energy-efficient (EE) adoptions identified in the survey, in addition to those determined to be spillover adoptions (adoptions were considered spillover adoptions if the customer indicated the HEER Program was “Very Influential” in their decision to install the new measure). The non-participant spillover rate was calculated by dividing the 2004/2005 spillover adoptions by the number of customers surveyed (2,206). In order to extrapolate this rate to the entire SFD population, the non-participant spillover rate was multiplied by the estimated statewide SFD population minus the statewide HEER participant population (this was estimated to be 7,380,730). The resulting estimate of the number of spillover adoptions occurring statewide was then divided by the total number of 2004/2005 HEER participants within the specific measure to get a final measure-normalized non-participant spillover rate.

Non-Participant spillover results ranged from a high of 59 percent for the room air conditioners to a low of 0 percent for heat pumps, evaporative coolers, and whole house fans where no spillover adoptions were identified. This wide variation in results is correlated with the number of spillover adoptions identified in the survey and the total number of Program participants for a particular measure. For room ACs, although only three spillover adoptions

were identified in the survey, this translated to 6,692 adoptions across the population, which was 59 percent of the total number of installed room ACs within the Program.

Table G-52: Results of the Non-Participant Spillover Analysis by Measure

Non-Participant Spillover Criteria	Central AC	Heat Pump	Clothes Washer	Dish-washer	Evap Cooler	Gas Furnace	Insulation	Pool Pump	P-Stat	Room AC	Water Heater	Whole House Fan	Windows
Surveyed Non-Participants with EE Adoptions	90	0	123	49	0	9	181	13	206	6	31	0	80
Surveyed Non-Participants with Spillover Adoptions	6	0	8	2	0	2	4	2	2	3	1	0	4
Surveyed Non-Participant Spillover Adoptions in 2004/2005	4.0	0.0	5.3	1.3	0.0	1.3	2.7	1.3	1.3	2.0	0.7	0.0	2.7
Non-Participant Spillover Rate	0.18%	0.00%	0.24%	0.06%	0.00%	0.06%	0.12%	0.06%	0.06%	0.09%	0.03%	0.00%	0.12%
Population Extrapolated 2004/2005 Spillover Adoptions	13,383	0	17,844	4,461	0	4,461	8,922	4,461	4,461	6,692	2,231	0	8,922
Total 2004/2005 HEER Participants*	50,902	954	154,197	97,186	1,901	17,666	35,947	15,665	72,983	11,347	13,481	6,166	112,003
Final Non-Participant Spillover Rate	**26%**	**0%**	**12%**	**5%**	**0%**	**25%**	**25%**	**28%**	**6%**	**59%**	**17%**	**0%**	**8%**

* Including Procurement Measures

An important thing to keep in mind when reviewing the non-participant spillover results is that although more than 2,500 telephone surveys were conducted with customers who did not participate in the HEER Program, this sample represents only a small fraction of a percent of the total non-participant population. For the non-participant spillover analysis the population analyzed was limited to only Single-Family Detached (SFD) home-owners (thus excluding renters). This left a surveyed population of roughly 2,200 customers and an overall statewide customer population of close to 7.5 million. This results in every non-participant surveyed representing approximately 3,400 non-participating customers statewide, and thus one spillover adoption identified in the survey represents approximately 3,400 spillover adoptions in the overall population. For some measures, such as heat pumps and evaporative coolers there were not even 3,400 measures installed through the Program. Because of this issue it is recommended that these results be used to evaluate whether there is evidence of spillover for each of the HEER measures, as opposed to focusing on the final estimated non-participant spillover rate.

G.3.2 Discrete Choice Analysis

A second approach used to assess net Program impacts was a discrete choice analysis, which relies on large samples of telephone survey data, and which was used for measures that are commonly installed outside of the Program and are homogenous in nature. As shown in Table G-1 above, this approach is appropriate for a few of the residential measures eligible under the HEER Program: insulation, central air conditioning, clothes washers and programmable thermostats. For these measures, discrete choice analysis was used in addition to the self-report methods described above.

Discrete Choice Methodology

Discrete choice models combine customers' responses about their equipment choices and purchase decision process with information on their personal demographics, Program awareness, and influential factors to estimate the probability that alternative equipment options will be chosen. It provides a method for estimating the importance of various equipment and Program factors on the equipment choice decision. The results of this analysis are used to estimate a net-to-gross ratio, as well as spillover and free-ridership rates, associated with each of the measures evaluated. This section contains a detailed description of the discrete choice models used for each of the four measures evaluated.

A two-stage discrete choice model is based on the premise that the probability of purchasing equipment option A can be expressed as the product of two separate probabilities: the probability that a purchase is made, multiplied by the probability that equipment option A is chosen given that a purchase has been made. This can be written as:

$$Prob(Purchase \,\&\, Equipment\ A) = Prob(Purchase) \times Prob(Equipment\ A \mid Purchase)$$

A two-stage model was used for three of the four measures evaluated to simulate the decision to purchase energy-efficient equipment; the exception was for insulation where it was unnecessary to model the second stage since it is assumed that all insulation installations are by definition energy efficient, and thus a one-stage model was used.

The two-stage model adopted for clothes washers, central air conditioners, and programmable thermostats estimates both of the right hand side probabilities separately. The first stage of the model estimates the probability that a customer makes an equipment purchase and is referred to as the **purchase probability**. The second stage of the model estimates the type of equipment chosen, given that the decision to purchase has already been made. This is referred to as the **equipment choice probability**. The product of the purchase probability and the equipment choice probability is the **total probability,** and reflects the probability that any one equipment option is purchased. Once estimated, the model is used to determine the probability of purchasing high-efficiency equipment in the absence of the Program. This is simulated by setting both the rebate and Program awareness variables to zero in both stages of the model.

The purchase decision is specified as a logit model with a dependent variable having a value of either zero or one. Customers are given a value of one if they made an equipment purchase either in or outside the Program and a zero if they did not purchase any equipment. The purchase decision model specification is defined as:

$$PURCHASE = \alpha_i + \beta' X_i + \varepsilon_i$$

Where α_i is a constant, β represents a vector of variable coefficients, and X_i represents a vector of explanatory variables for customer *i* such as information on their homes' characteristics (square footage, age, changes such as remodeling), the age and condition of their current/previous equipment, the customer's predisposition to energy efficiency, and various Program awareness variables that capture the effect Program has had on them. The error term ε_i is assumed to be distributed logistic, consistent with the logit model specification. Table G-53 below contains a listing of all the variables tested in the purchase model specification and their definitions.

Table G-53: Purchase Model Variable Definitions

Explanatory Variables (X_i)	Stage 1 Model	Variable Definition
Intercept	All	Constant
aware_sfr3	All	Equal to 1 if customer is aware of SFR program, zero otherwise
predisp	All	Equal to 1 if customer reported a predisposition to take high efficiency actions, zero otherwise.
exist_in	IN	Equal to 1 if customer had insulation in their home previously, zero otherwise
exist_ac	AC	Equal to 1 if customer had central AC in their home previously, zero otherwise
exist_cw	CW	Equal to 1 if customer had a clothes washer in their home previously, zero otherwise
old_cw2	All	Equal to 1 if customer did NOT have a clothes washer prior to this purchase, zero otherwise
exist_pt_man	PT	Equal to 1 if customer has or had a manual theromostat prior to this purchase, zero otherwise
hh_inc	All	Equal to 1 if customer reported an increase in household inhabitants since January 2004, zero otherwise
hi_inc	All	Equal to 1 if customer reported HH income greater than $75,000 a year, zero otherwise
remodel	All	Equal to 1 if home was remodel since January 2004 and zero otherwise.
sqft_inc	All	Equal to 1 if customers' home renovation increased square-footage of home, and zero otherwise.
new_home	All	Equal to 1 if customer moved into home on or after January 1 2004, zero otherwise
agenew	CW, PT, AC	Equal to 1 if age of prior unit is 5 years of age or less, zero otherwise
ageold	CW, PT, AC	Equal to 1 if age of prior unit is 15 years of age or greater, zero otherwise
broken_cw	CW	Equal to 1 if prior CW unit was broken, zero otherwise
broken_cw_nofix	CW	Equal to 1 if prior CW unit was broken and could not be fixed, zero otherwise
broken_ac	AC	Equal to 1 if prior AC unit was broken, zero otherwise
broken_ac_nofix	AC	Equal to 1 if prior AC unit was broken and could not be fixed, zero otherwise
new_system	PT	Equal to 1 if customer has installed a new AC or Furnace since January 2004, zero otherwise

The second stage of the model is similar to the first except that it is devoted to estimating the probability that a specific equipment option is chosen given that the decision to purchase equipment has already been made. This second stage of the model is specified as a conditional logit, and is used to estimate the equipment choice decision. The equipment choice model specification is:

$$EQUIPMENT\ CHOICE = \alpha_i + \beta' X_i + \varepsilon_i$$

Where α_i again is a constant β represents a vector of variable coefficients, and X_i continues to represent a vector of explanatory variables for customer *i*. However, in the second stage of the model the explanatory variables also include influence variables, such as the influence of the program, a contractor, or Program marketing materials, and variables representing how the customer was informed of the program, in addition to the variables included in stage one of the model. The error term ε_i is again assumed to be distributed logistic, consistent with the

logit model specification. Once estimated, the model is used to determine the probability of purchasing high-efficiency equipment in the absence of the program. This is simulated by setting all rebate and Program awareness variables to zero in both stages of the model. Table G-54 below contains a listing of all the variables tested in the equipment choice models and their definitions.

Table G-54: Equipment Choice Model Variable Definitions

Explanatory Variables (X_i)	Stage 2 Model	Variable Definitions
Intercept	All	Constant
salesperson	All	Equal to 1 if the customer spoke to a salesperson prior to purchase, zero otherwise
sales_inform	All	Equal to 1 if the salesperson informed customer of HEER rebate program, zero otherwise
sales_ee	All	Equal to 1 if the salesperson informed customer of benefits of high efficiency equipment, zero otherwise
contractor	All	Equal to 1 if the purchase was made through a contractor, zero otherwise
contr_inform	All	Equal to 1 if the contractor informed customer of HEER rebate program, zero otherwise
contr_ee	All	Equal to 1 if the contractor informed customer of benefits of high efficiency equipment, zero otherwise
contr_rec_high	All	Equal to 1 if the contractor recommended purchasing high efficiency unit, zero otherwise
inf_pgmx	All	Equal to 3 if the rebate program is "Highly Influential", equal to 2 if it is "Somewhat Influential" and equal to 1 if it is "Not At All Influential"
inf_pgm1	All	Equal to 1 if the rebate program is "Highly Influential", zero otherwise
inf_pgm2	All	Equal to 1 if the rebate program is "Somewhat Influential", zero otherwise
inf_rebx	All	Equal to 3 if the rebate is "Highly Influential", equal to 2 if it is "Somewhat Influential" and equal to 1 if it is "Not At All Influential"
inf_salesx	All	Equal to 3 if the salesperson is "Highly Influential", equal to 2 if it is "Somewhat Influential" and equal to 1 if it is "Not At All Influential"
inf_salesy	All	Equal to 1 if the sales person informed the customer about the rebate program and was reported to be "Highly Influential", zero otherwise
inf_conx	All	Equal to 3 if the contractor is "Highly Influential", equal to 2 if it is "Somewhat Influential" and equal to 1 if it is "Not At All Influential"
inf_cony	All	Equal to 1 if the contractor informed the customer about the rebate program and was reported to be "Highly Influential", zero otherwise
predisp	All	Equal to 1 if customer reported a predisposition making them more likely to take high efficiency actions, zero otherwise.
ee_know2	All	Equal to 1 if customer reported being highly knowledgeable about ways to save energy, zero otherwise.
old_ac	AC	Equal to 1 if age of prior AC unit is 15 years of age or greater, zero otherwise
old_cw	CW	Equal to 1 if age of prior CW unit is 15 years of age or greater, zero otherwise
new_system2	PT	Equal to 1 if customer has installed a new AC or Furnace at the same time, zero otherwise
hi_inc	All	Equal to 1 if customer reported HH income greater than $75,000 a year, zero otherwise

The final net-to-gross ratio for each of the measures evaluated was calculated using the total probability of purchasing high-efficiency equipment (that is the product of the purchase and equipment choice probabilities) both with and without the existence of the program. It is calculated as the difference between the estimated probabilities, with and without the Program, divided by the estimated probability with the Program. Segmenting the final results by population (participants versus non-participants) allows for the calculation free-ridership rates and spillover.

The model specification, probability of purchasing high-efficiency equipment with and without the program, and the resulting net-to-gross ratios will be presented next for each of the measures.

Data Sources for the Clothes Washers Discrete Choice Model

The sample used for the clothes washer discrete choice model analysis came from data collected during the participant and non-participant surveys. The data was cleaned such that it only included customers who were homeowners and resided in single-family detached homes. Additionally customers who did not report they had purchased a clothes washer since January of 2004 but then later stated their clothes washer was less than three years old were also removed since we did were missing some key data elements on the purchases these customers made.

Stage 1 -- Purchase Model Specification for Clothes Washers

As mentioned above the purchase decision was specified as a logit model with a dependent variable having a value of either zero or one. Customers are given a value of one if they purchased a clothes washer either inside or outside the Program and a zero if they did not purchase a clothes washer. The model was specified in such a way such that it was modeling the probability that a new clothes washer was purchased.

The sample used to estimate the purchase model contained information on 3,793 customers. Of these, 1,119 customers made a clothes washer purchase in the last three years and the remaining 2,674 customers had not made a clothes washer purchase in this time period. Of those that did make a clothes washer purchase, 238 customers did so within the HEER Program. An additional 265 customers purchased a high-efficiency clothes washer outside the program. Finally, 616 customers reported purchasing a standard efficiency clothes washer. Customers were flagged to identify all those who had installed a new clothes washer (either inside or outside of the program) since January of 2004 and the efficiency level of this purchase was recorded (as a 0,1 representing either high-efficiency (1) or standard-efficiency (0)).

The purchase model was run numerous times testing different combinations of the variables included in Table G-53 above. The variables included in the final stage one clothes washer purchase model are provided below in Table G-55.

Table G-55: Clothes Washer Purchase Model Variable Definitions

Explanatory Variables (X_i)	Variable Definition
Intercept	Constant
aware_sfr3	Equal to 1 if customer is aware of SFR program, zero otherwise
old_cw2	Equal to 1 if customer did NOT have a CW prior to this purchase, zero otherwise
predisp	Equal to 1 if customer reported a predisposition making them more likely to take high efficiency actions, zero otherwise.
hi_inc	Equal to 1 if customer reported HH income greater than $75,000 a year, zero otherwise
new_home	Equal to 1 if customer moved into home on or after January 1 2004, zero otherwise
agenew	Equal to 1 if age of prior CW unit is 5 years of age or less, zero otherwise
ageold	Equal to 1 if age of prior CW unit is 15 years of age or greater, zero otherwise
broken_cw	Equal to 1 if prior CW unit was broken, zero otherwise

There was only one variable in this model that captured the effect of the HEER Program on the decision to make a purchase, aware_sfr3. The aware_sfr3 variable was defined as follows: customers who had made a clothes washer purchase within the Program were assigned a value of one, those who made the purchase outside of the Program were assigned a value of one if they indicated they were aware of the rebate Program before or at the time of their purchase, and customers who did not make a clothes washer purchase were assigned a value of one only if they reported being aware of the general HEER Program and indicated they had learned of the Program via a channel that would have most likely alerted them to the clothes washer rebate Program specifically (such as a utility brochure, bill insert, TV or radio advertisement or the internet). All others were assigned an awareness value of zero.

Using this definition of Program awareness, 100 percent of Program participants were aware of the Program and 32 percent of those that purchased a new clothes washer outside of the Program were aware. Breaking down the population of customers who purchased the new clothes washer outside of the Program, 46 percent of those who purchased an energy-efficient unit were aware compared with only 27 percent of those who purchased a standard efficiency unit. Of those that did not make a new clothes washer purchase, 13 percent were aware of the Program. Across the entire sample, 23 percent of the customers were coded as being aware of the Program.

The final parameter estimation results from the clothes washer purchase model are given below in Table G-56. A likelihood ratio test yields a test statistic of over 1,433 with 8 degrees of freedom, which is well above the critical value at any of the conventional levels of significance. In addition, Table G-57 shows that the estimated probability of making a purchase is high for those customers who made purchases both inside and outside the Program, which conforms to *a priori* expectations. These factors suggest that the purchase model does have significant explanatory power.

Table G-56: Purchase Model Parameter Estimation Results for Clothes Washers

Parameter	Estimate	Standard Error	Chi-Squared	Significance
Intercept	-2.11	0.23	82.06	<.0001
aware_sfr3	1.84	0.10	359.84	<.0001
old_cw2	0.72	0.27	7.16	0.01
predisp	0.26	0.23	1.23	0.27
hi_inc	0.30	0.09	10.55	0.00
new_home	0.81	0.19	18.51	<.0001
agenew	-1.02	0.13	56.99	<.0001
ageold	0.48	0.12	15.12	0.00
broken_cw	4.90	0.33	222.47	<.0001

The coefficient estimates for the clothes washer purchase model shown above in Table G-56 generally conform to expectations. As one might expect, having a broken clothes washer had the strongest positive effect on the decision to purchase a new clothes washer. The variable with the second most positive effect on purchasing a new clothes washer was the Program awareness variable. The coefficient estimate for agenew, the variable indicating the previous clothes washer (or the current clothes washer if it was not replaced) was less than five years old, is negative, in contrast to ageold (prior unit was 15 years or older) which was positive. This is also expected since those that have relatively new machines are less likely to replace the unit as compared to those who have older units. Having a predisposition to energy efficiency has a moderate positive effect on purchasing a new clothes washer. Not surprisingly, customers who moved into a new home since January of 2004 and those with higher incomes were also more likely to make new clothes washer purchases.

The estimated model parameters are used to calculate the probability of making a clothes washer purchase. With the logit model, the probability of purchasing is given by:

$$PURCHASE = exp\ (Q)\ /\ 1 + exp\ (Q)$$

$$where\ Q = \alpha + \beta' X$$

The estimated probabilities for making a new clothes washer purchase both with and without the Program for different customer groups are given in Table G-57 below. As expected, clothes washer Program participants have a high probability of making an equipment purchase with an estimated purchase probability of 0.70. Conversely, those that did not make any purchases have a low estimated probability of purchasing high-efficiency equipment at 0.19.

The probability of making a clothes washer purchase in absence of the Program is calculated by removing the effect of the Program awareness from the purchase decision model. This is done by setting aware_sfr3 equal to zero. The probability of making a clothes washer purchase is then recalculated using the logistic density function given above. All other variable values remain the same, as they are not expected to change in absence of the program.

The new probabilities of a clothes washer purchase in the absence of the Program are also presented in Table G-57. In the absence of the Program, the probability of participants purchasing a new clothes washer drops from 0.70 to 0.42, suggesting that the Program has a measurable effect on participants' likelihood of making a purchase. As we would expect, the effect of the Program on non-participants' purchase probability is more minor. Among those purchasing a new clothes washer outside the program, removing the Program effect decreases the purchase probability from 0.52 to 0.45.

Table G-57: Estimated Purchase Probabilities for Clothes Washers

Customer Segment	Purchase EE Inside or Outside Pgm	N	Probability of Purchasing a Clothes Washer	
			With Program	Without Program
Participant	Inside	238	0.70	0.42
	Outside	374	0.51	0.41
Non-Participant	Outside	507	0.52	0.45
	No Purchase	2674	0.19	0.14

Stage 2 – Equipment Choice Model Specification for Clothes Washers

The second stage of the model is devoted to estimating the probability that a high-efficiency clothes washer is chosen given that the decision to purchase a clothes washer has already been made. This second stage of the model is specified as a conditional logit with a dependent variable having a value of either zero or one. Customers are given a value of one if they purchased a high-efficiency clothes washer either inside or outside the Program and a zero if they purchased a standard-efficiency unit. The model was specified in such a way such that it was modeling the probability that a high-efficiency unit is selected.

The sample used to estimate the equipment model contained information on 1,119 customers. Of these, 503 customers made a high-efficiency clothes washer purchase in the last three years and the remaining 616 customers made a standard-efficiency purchase in this time period.

The equipment choice model was run numerous times testing different combinations of the variables included in Table G-54 above. The variables included in the final stage two clothes washer equipment selection model are provided below in Table G-58.

Table G-58: Clothes Washer Equipment Choice Model Variable Definitions

Explanatory Variables (X_i)	Variable Definition
Intercept	Constant
inf_pgmx	Equal to 3 if the rebate program is "Highly Influential", equal to 2 if it is "Somewhat Influential" and equal to 1 if it is "Not At All Influential"
inf_rebx	Equal to 3 if the rebate is "Highly Influential", equal to 2 if it is "Somewhat Influential" and equal to 1 if it is "Not At All Influential"
inf_salesy	Equal to 1 if the sales person informed the customer about the rebate program and was reported to be "Highly Influential", zero otherwise
predisp	Equal to 1 if customer reported a predisposition making them more likely to take high efficiency actions, zero otherwise.
ee_know2	Equal to 1 if customer reported being highly knowledgeable about ways to save energy, zero otherwise.
hi_inc	Equal to 1 if customer reported HH income greater than $75,000 a year, zero otherwise

There were three variables in this model that captured the effect of the HEER Program on the decision to purchase a high-efficiency clothes washer; inf_pgmx, inf_rebx and inf_salesy. The inf_pgmx and inf_rebx variables were both linear variables taking a value of 3, 2, 1 or 0 based on the level of influence the customer reported that the rebate Program or cash incentive had on their decision to make a high-efficiency purchase (where 3 was “Highly Influential”, 2 was “Somewhat Influential”, 1 was “Not At All Influential” and 0 was assigned if the customer was unaware of the Program or answered “refused” or “don’t know” to the question). The inf_salesy variable was defined in a similar manner, but was additionally set equal to 0 for all customers who reported the salesperson had not informed them of the HEER Program. Table G-59 below presents the distribution of the influence of these Program features across the clothes washer purchase groups (high-efficiency inside versus outside the Program and standard-efficiency purchases).

Table G-59: Influence of Various Program Features across Clothes Washer Purchasers

Clothes Washer Purchase Group	% of Customers Reporting High or Moderate Influence		
	HEER Program	Cash Incentive	Salesperson
High Efficiency Purchases though the program	71%	72%	43%
High Efficiency Purchases outside the program	27%	11%	6%
Standard Efficiency Purchases	15%	6%	5%

As the table above shows there is a significant difference in the influence attributed to these Program features between the three clothes washer purchase groups. The largest difference was found for the influence of the cash incentive; this is expected since those who purchased

outside of the Program or who purchased standard-efficiency equipment did not receive the cash incentive and thus were much less like to be influenced by it.

The final parameter estimation results from the clothes washer equipment choice model are given below in Table G-60.

Table G-60: Equipment Choice Model Parameter Estimation Results for Clothes Washers

Parameter	Estimate	Standard Error	Chi-Squared	Significance
Intercept	-1.88	0.39	23.60	<.0001
inf_pgmx	0.24	0.09	6.72	0.01
inf_rebx	0.78	0.10	59.70	<.0001
inf_salesy	0.45	0.12	15.02	0.00
predisp	0.48	0.38	1.57	0.21
ee_know2	1.39	0.27	27.02	<.0001
hi_inc	0.53	0.14	14.00	0.00

The coefficient estimates for the clothes washer equipment choice model shown above in Table G-60 generally conform to expectations. As one might expect, a customers' personal characteristics such as being predisposed to take energy-efficient actions, having a high degree of knowledge about ways to save energy, and having a high income all have strong positive effects on the decision to purchase high-efficiency equipment. All of the Program variables also had a positive effect on purchasing a high-efficiency unit. As Table G-60 above shows, the coefficient on the influence of the rebate was the highest of all three of the Program variables. This supports the distributions shown in Table G-59 which illustrated that the impact of the rebate had the most differentiation across purchaser groups.

Similar to the purchase model, the estimated model parameters were used to calculate the probability of making a high-efficiency clothes washer purchase. The probability of purchasing high-efficiency equipment is given by:

$$HIGH\ EFFICIENCY = exp\ (Q) / 1 + exp\ (Q)$$

$$where\ Q = \alpha + \beta' X$$

As was done with the purchase probability, the equipment choice probability is calculated both with and without the program. To simulate the absence of the program, the three Program influence variables, program, rebate, and salesperson, are set equal to zero. The probability of making a high-efficiency clothes washer purchase is then recalculated using

the logistic density function given above. All other variable values remain the same, as they are not expected to change in absence of the program.

The estimated probabilities for purchasing a high-efficiency clothes washer both with and in the absence of the Program for different purchaser groups are given in Table G-61 below. As expected, the model predicts that clothes washer Program participants have a high probability of purchasing a high-efficiency unit within the Program with an estimated purchase probability of 0.80. In the absence of the Program, the probability of participants making this purchase drops from 0.80 to 0.30, suggesting that the Program has a measurable effect on participants' likelihood of making a high-efficiency purchase. Customers who participated in at least one of the HEER Programs and purchased a new clothes washer had a high-efficiency purchase probability of 0.40 with the program. Customers who did not participate in any of the HEER Programs but purchased a new clothes washer had a high-efficiency purchase probability of 0.32. This difference between the last two groups hints that some spillover has occurred. The probability of these two groups of customers purchasing a high-efficiency washer in the absence of the Program was calculated to be 0.27 and 0.24 respectively.

Table G-61: Estimated Equipment Choice Probabilities for Clothes Washers

Customer Segment	Purchase EE Inside or Outside Pgm	N	Probability of Purchasing a High Efficiency Clothes Washer	
			With Program	Without Program
Participant	Inside	238	0.80	0.30
	Outside	374	0.40	0.27
Non-Participant	Outside	507	0.32	0.24

<u>Discrete Choice Model Results for Clothes Washers</u>

Once both the purchase probability and the equipment choice probability have been estimated, the two probabilities are multiplied together to determine the total probability that a purchase is made and that the high-efficiency equipment is selected. Once these probabilities are calculated it is possible to calculate a participant free-ridership, participant and non-participant spillover, and the resulting net-to-gross (NTG) ratios for each customer segment and self-reported Program influence level based on these values. Participant free-ridership was calculated from these probabilities by dividing the probability of making the purchase without the Program by the probability of making the purchase with the Program ($Prob_w/Prob_{wo}$). Participant and non-participant spillover can be calculated by taking the difference between the probabilities of making the purchase with the Program and without the Program and dividing it by the probability of making the purchase with the Program ($[Prob_w-Prob_{wo}]/Prob_{wo}$) for customers who reported the Program to be highly influential. Since the IOUs cannot claim savings from spillover adoptions, the resulting NTG ratios

based on the discrete choice analysis are equal to one minus the FR estimate. Table G-62 below presents the final overall probabilities of purchasing a high-efficiency clothes washer based on the two-stage discrete choice model for each customer group. The resulting NTG ratio, weighted by estimated per unit energy savings, across the 58 participants who reported being highly influenced by the Program was 86 percent. For the 180 participants who reported not being highly influenced by the Program the final weighted NTG ratio was equal to 79 percent. The participant and non-participant spillover rates were equal to 72 and 44 percent, respectively.

Table G-62: Final Two-Stage Estimated Probabilities for Purchasing a High-Efficiency Clothes Washer

Customer Segment	Purchase EE Inside or Outside Pgm	Program Highly Influential	N	Probability of Purchasing a High Efficiency Clothes Washer		NTG
				With Program	Without Program	
Participant	Inside	Yes	58	0.63	0.10	86%
		No	180	0.54	0.13	79%
	Outside	Yes	12	0.30	0.09	72%
		No	313	0.17	0.11	28%
Non-Participant	Outside	Yes	6	0.44	0.27	44%
		No	439	0.15	0.11	19%

The overall NTG ratio for clothes washer participants was estimated to be 81 percent. A comparison between this estimate and the estimate from the self-report NTG analysis is included in Section G.3.3 below.

Data Sources for the Central Air Conditioning Discrete Choice Model

The sample used for the central air conditioning discrete choice model analysis came from data collected during the participant and non-participant surveys. Additional data was collected from a set of AC mailers that were sent out to surveyed customers who reported installing an air conditioner outside of the HEER program. The objective of these mailers was to collect the make and model numbers for the units installed outside of the Program so that SEER and capacity lookups could be done to determine whether or not the units were program-qualifying. Only units whose efficiency level could be confirmed from the AC mailer lookups were used in the second stage of the air conditioning discrete choice model.

The data was cleaned so that it only included customers who were homeowners and resided in single-family detached homes. Additionally customers who installed either an evaporative cooler or a heat pump since January of 2004 either inside or outside of the Program were also removed since those with an alternative means of cooling are less likely to purchase an air conditioning system.

Stage 1 -- Purchase Model Specification for Central Air Conditioning

As mentioned above for clothes washers, the purchase decision was specified as a logit model with a dependent variable having a value of either zero or one. Customers were assigned a value of one if they purchased an air conditioner either inside or outside the Program since January 2004 and a zero if they have not made such a purchase. The model was specified so that it modeled the probability of a new central air conditioning being purchased.

The sample used to estimate the purchase model contained information on 3,859 customers. Of these, 876 customers made an air conditioning purchase in the last three years and the remaining 2,983 customers had not purchased a new unit during this time period. Of those that did make an air conditioning purchase, 244 customers did so within the HEER Program. An additional 92 of the new AC purchasers claimed to have purchased a high-efficiency unit, however mailers sent to 23 of these customer could confirm only 19 of them (83%). Mailers were sent to 78 new AC purchasers who claimed they did not purchase a high-efficiency unit; however our mailer lookups verified that 56 of these were actually high-efficiency units (63%). This indicated the customers outside of the Program had a hard time determining if their units were high-efficiency (and thus program-qualifying); therefore, for our stage two equipment choice model we only included customers for whom we could confirm the efficiency level of their air conditioning unit.

The purchase model was run numerous times testing different combinations of the variables included in Table G-53 above. The variables included in the final stage one central air conditioner purchase model are provided below in Table G-63.

Table G-63: Central AC Purchase Model Variable Definitions

Explanatory Variables (X_i)	Variable Definition
Intercept	Constant
aware_sfr3	Equal to 1 if customer is aware of SFR program, zero otherwise
remodel	Equal to 1 if home was remodel since January 2004 and zero otherwise.
agenew	Equal to 1 if age of prior AC unit is 5 years of age or less, zero otherwise
ageold	Equal to 1 if age of prior AC unit is 15 years of age or greater, zero otherwise
broken_ac	Equal to 1 if prior AC unit was broken, zero otherwise

Similar to the clothes washer model there was only one variable in this model that captured the effect of the HEER Program on the decision to make a purchase, aware_sfr3. The aware_sfr3 variable was defined in the same manner as it was for clothes washers, customers who had made a AC purchase within the Program were assigned a value of one, those who made the purchase outside of the Program were assigned a value of one if they indicated they were aware of the rebate Program before or at the time of their purchase, and customers who

did not make an AC purchase were assigned a value of one only if they reported being aware of the general HEER Program and indicated they had learned of the Program via a channel that would have most likely alerted them to the AC rebate Program specifically (such as a utility brochure, bill insert, TV or radio advertisement or the internet). All others were assigned an awareness value of zero.

Using this definition of Program awareness, 100 percent of Program participants were aware of the Program, while only 18 percent of those that purchased their new air conditioner outside of the Program were aware (versus 32% for clothes washer purchasers). Breaking down the population of customers who purchased the new air conditioner outside of the program, 16 percent of those who purchased an energy-efficient unit were aware compared with 12 percent of those who purchased a standard efficiency unit (based on the units whose efficiency was confirmed via the mailers). Of those that did not make a new air conditioner purchase, 11 percent were aware of the Program. Across the entire sample, 18 percent of the customers were coded as being aware of the Program.

The final parameter estimation results from the AC purchase model are given below in Table G-64. A likelihood ratio test yields a test statistic of over 962 with 5 degrees of freedom, which was statistically significant. In addition, Table G-64 shows that the estimated probability of making a purchase is high for those customers who made purchases both inside and outside the program, which conforms to *a priori* expectations. These factors suggest that the purchase model does have significant explanatory power.

Table G-64: Purchase Model Parameter Estimation Results for Central Air Conditioning

Parameter	Estimate	Standard Error	Chi-Squared	Significance
Intercept	-2.13	0.07	965.87	<.0001
aware_sfr3	1.78	0.10	317.37	<.0001
remodel	0.46	0.10	21.79	<.0001
agenew	-1.64	0.30	30.78	<.0001
ageold	0.80	0.10	64.38	<.0001
broken_ac	4.02	0.31	165.32	<.0001

The coefficient estimates for the AC purchase model shown above in Table G-64 were very similar to those from the first stage of the clothes washer model. Having a broken air conditioner had the strongest positive effect on the decision to purchase a new air conditioner; the Program awareness variable (aware_sfr3) had the next most positive effect. Again, the coefficient estimate for agenew, the variable indicating the previous air conditioner (or the current unit if it was not replaced) was less than five years old, is negative, in contrast to ageold (prior unit was 15 years or older) which was positive. This is

also expected since those that have relatively new air conditioner are less likely to replace the unit as compared to those who have older units. Not surprisingly, customers who had done some home remodeling since January of 2004 were also more likely to install a new air conditioner.

The formula used to estimate the probability of purchasing is a new AC unit was the same as shown above for clothes washers. The estimated probabilities for purchasing a new air conditioner, both with and without the Program for different customer groups, are given in Table G-65 below. The probability of making an air conditioner purchase in absence of the Program is again calculated by zeroing out the Program awareness, aware_sfr3, and then recalculating the logistic density function. The values of all other stage one variables remain the same, as they are not expected to change in absence of the program.

As one would expect, air conditioning Program participants have a high probability of making an equipment purchase with an estimated probability of 0.62. In the absence of the Program this probability drops to 0.30. Those that did not make a new AC purchase have a low estimated purchase probability with (0.16) and without (0.13) the program. Those that purchased new air conditioners outside of the Program have minimal differences between their probabilities of purchasing this equipment with versus without the Program, suggesting that the Program had a marginal effect on their likelihood of making a purchase.

Table G-65: Estimated Purchase Probabilities for Central Air Conditioners

Customer Segment	Purchase EE Inside or Outside Pgm	N	Probability of Purchasing an Air Conditioner	
			With Program	Without Program
Participant	Inside	244	0.62	0.30
	Outside	366	0.35	0.31
Non-Participant	Outside	266	0.42	0.34
	No Purchase	2983	0.16	0.13

Stage 2 – Equipment Choice Model Specification for Central Air Conditioners

The second stage of the model is devoted to estimating the probability that a high-efficiency air conditioner is chosen given that the decision to purchase an air conditioner has already been made. This second stage of the model is specified as a conditional logit with a dependent variable having a value of either zero or one. Customers are given a value of one if they purchased a high-efficiency air conditioner either inside or outside the Program and a zero if they purchased a standard-efficiency unit. The model was specified in such a way such that it was modeling the probability that a high-efficiency unit is selected.

The sample used to estimate the equipment model contained information on 345 customers. Of these, 319 customers made a high-efficiency air conditioner purchase in the last three years and the remaining 26 customers made a standard-efficiency purchase in this time period. As was mentioned above, this sample was drastically reduced from the population of customers who reported purchasing an air conditioner during the survey since the majority of those surveyed were not able to accurately determine the efficiency of their new unit. As a result, only customers who returned a valid AC mailer including the make and model number of the new AC unit, which allowed for the verification of the efficiency level, were included in the model.

The variables included in the final stage two air conditioner equipment selection model are provided below in Table G-66. There were only four variables included in the model in addition to the intercept.

Table G-66: Air Conditioner Equipment Choice Model Variable Definitions

Explanatory Variables (X_i)	Variable Definition
Intercept	Constant
inf_pgmx	Equal to 3 if the rebate program is "Highly Influential", equal to 2 if it is "Somewhat Influential" and equal to 1 if it is "Not At All Influential"
inf_cony	Equal to 1 if the contractor informed the customer about the rebate program and was reported to be "Highly Influential", zero otherwise
predisp	Equal to 1 if customer reported a predisposition making them more likely to take high efficiency actions, zero otherwise.
old_ac	Equal to 1 if age of prior AC unit is 15 years of age or greater, zero otherwise

There were two variables in the equipment choice model that captured the effect of the HEER Program on the decision to purchase a high-efficiency air conditioner; inf_pgmx and inf_cony. Both of these variables were linear variables taking a value of 3, 2, 1 or 0 based on the level of influence the customer reported that the rebate Program or contractor had on their decision to make a high-efficiency purchase (where 3 was “Highly Influential”, 2 was “Somewhat Influential”, 1 was “Not At All Influential” and 0 was assigned if the customer was unaware of the Program or answered “refused” or “don’t know” to the question). Additionally, the inf_cony variable incorporated whether or not they had been informed of the HEER Program by their contractor; those who had not were set equal to zero. Table G-67 below presents the distribution of the influence of the Program and the contractor across the air conditioner purchase groups (high-efficiency inside versus outside the Program and standard-efficiency purchases).

Table G-67: Influence of Various Program Features across Air Conditioner Purchasers

Air Conditioner Purchase Group	% of Customers Reporting High or Moderate Influence	
	HEER Program	Contractor
High Efficiency Purchases though the program	63%	64%
High Efficiency Purchases outside the program	40%	33%
Standard Efficiency Purchases	23%	23%

The table above shows the relationship between the purchase group a customer falls into and the influence they attributed to the Program and their contractor. It is interesting to note that the Program and the contractor had similar influence ratings, indicating that neither influence far outweighed the other.

The final parameter estimation results for the air conditioner equipment choice model are given below in Table G-68.

Table G-68: Equipment Choice Model Parameter Estimation Results for Air Conditioners

Parameter	Estimate	Standard Error	Chi-Squared	Significance
Intercept	-0.45	0.95	0.23	0.63
inf_pgmx	0.91	0.33	7.68	0.01
inf_cony	0.25	0.18	1.81	0.18
predisp	0.73	0.82	0.79	0.38
old_ac	1.15	0.43	6.94	0.01

The coefficient estimates for the air conditioner equipment choice model shown above in Table G-68 conform to what one might expect. The influences of the Program and the contractor, as well as a customer's predisposition to energy-efficient actions, have positive effects on the decision to purchase high-efficiency equipment. Having an old air conditioner also has a positive effect, which indicates that customers replacing an older unit are more likely to install a high-efficiency unit than those who installing air conditioning for the first time. Overall, 66 percent of customers who installed a new unit were replacing a prior unit. Breaking this down by efficiency level, 68 percent of those installing high-efficiency had a prior unit compared with 42 percent who installed a standard-efficiency unit.

The estimated model parameters were used to calculate the probability of making a high-efficiency air conditioner purchase, and the equipment choice probabilities are calculated both with and without the program. The absence of the Program was simulated by zeroing out the Program and contractor influence variables. The probability of making a high-

efficiency air conditioner purchase was then recalculated using the logistic density function with all other variable values remaining the same.

The estimated probabilities for purchasing a high-efficiency air conditioner both with and in the absence of the Program for different purchaser groups are given in Table G-69 below. This table shows the model predicts a high probability of installing high-efficiency air conditioners in each of the customer segments. This is driven by the fact that 74 percent of the units that were included in the model and installed outside of the Program were high-efficiency units.

Table G-69: Estimated Equipment Choice Probabilities for Air Conditioners

Customer Segment	Purchase EE Inside or Outside Pgm	N	Probability of Purchasing a High Efficiency Air Conditioner	
			With Program	Without Program
Participant	Inside	244	0.94	0.73
	Outside	81	0.91	0.71
Non-Participant	Outside	20	0.83	0.71

Discrete Choice Model Results for Air Conditioners

Similar to the clothes washer model above, once both the purchase probability and the equipment choice probability have been estimated, the two probabilities are multiplied together to determine the total probability that a purchase is made and that the high-efficiency equipment is selected. From these probabilities participant free-ridership, participant and non-participant spillover, and the resulting net-to-gross (NTG) ratios for each customer segment are calculated. Again participant free-ridership was calculated from these probabilities by dividing the probability of making the purchase without the Program by the probability of making the purchase with the Program ($Prob_w/Prob_{wo}$). Participant and non-participant spillover were calculated by taking the difference between the probabilities of making the purchase with the Program and without the Program and dividing it by the probability of making the purchase with the Program ($[Prob_w-Prob_{wo}]/Prob_{wo}$) for customers who reported the Program to be highly influential. Because the IOUs cannot claim savings from spillover adoptions, the resulting NTG ratios based on the discrete choice analysis are equal to one minus the FR estimate. Table G-70 below presents the final overall probabilities of purchasing a high-efficiency air conditioner based on the two-stage discrete choice model for each customer group. The resulting NTG ratio, weighted by estimated per unit energy savings, across the 52 participants who reported being highly influenced by the Program was 71 percent. For the 192 participants who reported not being highly influenced by the Program the final weighted NTG ratio was equal to 65 percent. The participant and non-participant spillover rates were equal to 31 and 72 percent, respectively, but based on a very small n's.

Table G-70: Final Two-Stage Estimated Probabilities for Purchasing a High-Efficiency Air Conditioner

Customer Segment	Purchase EE Inside or Outside Pgm	Program Highly Influential	N	Probability of Purchasing a High Efficiency Air Conditioner		NTG
				With Program	Without Program	
Participant	Inside	Yes	52	0.57	0.19	71%
		No	192	0.59	0.25	65%
	Outside	Yes	11	0.32	0.23	31%
		No	70	0.34	0.26	25%
Non-Participant	Outside	Yes	1	0.60	0.17	72%
		No	19	0.36	0.24	29%

The overall NTG ratio for air conditioner participants was estimated to be 67 percent. A comparison between this estimate and the estimate from the self-report NTG analysis is included in Section G.3.3 below.

Data Sources for the Insulation Discrete Choice Model

The sample used for the insulation discrete choice model analysis came from data collected during the participant and non-participant surveys. The data was cleaned such that it only included customers who were homeowners and resided in single-family detached homes. Additionally, customers lived in homes built after 1980 (around the time codes changed requiring homes to install a minimum level of insulation) and those who lived in homes that they considered adequately insulated were removed because the decision being modeled is the probability of purchasing insulation assuming your home could use more insulation.

Because installing insulation by definition is an energy-efficient action, the Insulation discrete choice model consists of just one stage – the purchase model – since it is really unnecessary to model the choice of insulation installed.

Stage 1 -- Purchase Model Specification for Insulation

The purchase decision was specified as a logit model with a dependent variable having a value of either zero or one. Customers were given a value of one if they installed insulation either inside or outside the Program since January of 2004 and a zero if they have not installed insulation in that time period. The model was specified so that it modeled the probability that new insulation was installed.

The sample used to estimate the purchase model contained information on 1,629 customers. Of these, 599 had installed insulation in their homes in the last three years and the remaining 1,030 customers had not installed any insulation in that time period. Of those that did install insulation, 246 customers did so within the HEER Program and an additional 353 customers

did so outside the program. Customers were flagged to identify all those who had installed insulation (either inside or outside of the Program) since January of 2004.

The variables included in the final stage one insulation purchase model are provided below in Table G-71.

Table G-71: Insulation Purchase Model Variable Definitions

Explanatory Variables (X_i)	Variable Definition
Intercept	Constant
aware_sfr3	Equal to 1 if customer is aware of SFR program, zero otherwise
exist_in	Equal to 1 if customer had insulation in their home previously, zero otherwise
predisp	Equal to 1 if customer reported a predisposition making them more likely to take high efficiency actions, zero otherwise.
hi_inc	Equal to 1 if customer reported HH income greater than $75,000 a year, zero otherwise
sqft_inc	Equal to 1 if customers' home renovation increased square-footage of home, and zero otherwise.
remodel	Equal to 1 if home was remodel since January 2004 and zero otherwise.

Again for the insulation purchase model there was only one variable included in the model to capture the effect of the HEER Program on the decision to make a purchase, the Program awareness variable. This variable, aware_sfr3, was defined in the same manner as it was for the clothes washer and air conditioning models. Using this definition of Program awareness, 100 percent of Program participants were aware of the Program, 29 percent of those that installed insulation outside of the Program were aware, and 13 percent of those who had not installed insulation were aware of the Program. Across the entire sample, 30 percent of the customers were coded as being aware of the Program.

The final parameter estimation results for the insulation purchase model are given below in Table G-72. A likelihood ratio test yields a test statistic of over 580 with 6 degrees of freedom, which was statistically significant.

Table G-72: Purchase Model Parameter Estimation Results for Insulation

Parameter	Estimate	Standard Error	Chi-Squared	Significance
Intercept	-3.79	0.43	77.57	<.0001
aware_sfr3	2.40	0.14	305.03	<.0001
exist_in	1.23	0.17	51.54	<.0001
predisp	0.93	0.39	5.60	0.02
hi_inc	0.39	0.13	9.17	0.00
sqft_inc	1.16	0.26	20.82	<.0001
remodel	0.91	0.14	39.82	<.0001

The coefficient estimates for the insulation purchase model are shown above in Table G-72. The variable with the most positive effect on installing insulation was the Program awareness variable with a coefficient estimate of 2.4. As one might expect, increasing the square footage of ones home and/or remodeling also increases the probability that a customer will add insulation to the home. Other variables that had a positive effect on installing insulation included homes where existing insulation existed, customers who were predisposed to take energy conservation actions, and those that had higher incomes. Each of these indicators is reasonable and intuitive.

The estimated model parameters are used to calculate the probability of installing insulation in the same fashion as was done for clothes washers and air conditioners. The estimated probabilities for installing insulation both with and without the Program for different customer groups are given in Table G-73 below. As expected, insulation Program participants have a high probability of making an equipment purchase with an estimated purchase probability of 0.7. Conversely, those that did not install any insulation have a low estimated probability of 0.25.

The probabilities of installing insulation in absence of the Program are calculated by removing the effect of Program awareness from the purchase decision model. This is done by setting aware_sfr3 equal to zero while all other variable remain the same. The probabilities of installing insulation are then recalculated. The probabilities of installation in the absence of the Program are also presented in Table G-73. In the absence of the Program, the probability of participants installing insulation drops from 0.7 to 0.23, suggesting that the Program had a strong effect on participants' likelihood of installation. As expected, the effect of the Program on non-participants' purchase probability is much smaller. Among those installing insulation outside the program, removing the Program effect decreases the purchase probability from 0.48 to 0.36 for those who participated in another of the HEER rebate programs and from 0.44 to 0.32 for those who did not participate in any of the other 2004/2005 HEER programs.

Table G-73: Estimated Purchase Probabilities for Insulation

Customer Segment	Purchase Inside or Outside Pgm	N	Probability of Purchasing Insulation	
			With Program	Without Program
Participant	Inside	243	0.70	0.23
	Outside	157	0.48	0.36
Non-Participant	Outside	166	0.44	0.32
	No Purchase	1030	0.25	0.18

Discrete Choice Model Results for Insulation

As mentioned above, the discrete choice model for insulation consisted of a one-stage model predicting the insulation purchase probability. Using these probabilities it is possible to calculate estimates of participant free-ridership, participant and non-participant spillover, and net-to-gross ratios for each customer segment and self-reported Program influence level. These estimates are calculated in the same manner as those calculated for clothes washers and air conditioning systems. Table G-74 below presents the final overall probabilities of purchasing insulation based on the single-stage discrete choice model for each customer group. The resulting NTG ratio, weighted by estimated per unit energy savings, across the 58 participants who reported being highly influenced by the Program was 72 percent. For the 185 participants who reported not being highly influenced by the Program the final weighted NTG ratio was equal to 69 percent. The participant and non-participant spillover rates were equal to 55 and 62 percent, respectively.

Table G-74: Final Two-Stage Estimated Probabilities for Installing Insulation

Customer Segment	Installation Inside or Outside Pgm	Program Highly Influential	N	Probability of Installing Insulation		NTG
				With Program	Without Program	
Participant	Inside	Yes	58	0.69	0.21	72%
		No	185	0.71	0.24	69%
	Outside	Yes	5	0.74	0.33	55%
		No	152	0.47	0.36	15%
Non-Participant	Outside	Yes	3	0.83	0.31	62%
		No	163	0.43	0.32	14%

The overall NTG ratio for insulation participants was estimated to be 70 percent. A comparison between this estimate and the estimate from the self-report NTG analysis is included in Section G.3.3 below.

Data Sources for the Programmable Thermostat Discrete Choice Model

The sample used for the programmable thermostats discrete choice model analysis came from data collected during the participant and non-participant surveys. The data was cleaned such that it only included customers who were homeowners and resided in single-family detached homes. Customers who reported making a thermostat purchase in the past few years but who were unsure which year it occurred and those who did not have an existing thermostat or a heating or cooling system that would require a thermostat (such as central air conditioning, a heat pump, a gas furnace, etc.) were also removed from the sample.

Stage 1 -- Purchase Model Specification for Thermostats

As mentioned above the purchase decision was specified as a logit model with a dependent variable having a value of either zero or one. Customers are given a value of one if they

purchased a new thermostat either inside or outside the Program since January 2004 and a zero if they had not purchased a new thermostat. The model was specified in such a way such that it was modeling the probability that a new thermostat was purchased.

The sample used to estimate the purchase model contained information on 4,074 customers. Of these, 1,546 customers made a thermostat purchase in the last three years and the remaining 2,538 customers had not made a thermostat purchase in this time period. Of those that purchased a new thermostat, 567 were ENERGY STAR® (ES) programmable units purchased through the HEER Program. An additional 449 customers purchased an ENERGY STAR programmable thermostat outside the Program and 530 purchased a non-ENERGY STAR thermostat. Customers were flagged to identify all those who had installed new thermostats (either inside or outside of the program) since January of 2004 and the type of thermostat purchased (ENERGY STAR programmable, programmable, or manual).

The variables included in the final stage one programmable thermostat purchase model are provided below in Table G-75.

Table G-75: Thermostat Purchase Model Variable Definitions

Explanatory Variables (X_i)	Variable Definition
Intercept	Constant
aware_sfr3	Equal to 1 if customer is aware of SFR program, zero otherwise
agenew	Equal to 1 if age of prior PT unit is 5 years of age or less, zero otherwise
new_system	Equal to 1 if customer has installed a new AC or Furnace since January 2004, zero otherwise
hi_inc	Equal to 1 if customer reported HH income greater than $75,000 a year, zero otherwise
exist_pt_man	Equal to 1 if customer has or had a manual theromostat prior to this purchase, zero otherwise

Similar to the other models described above there was only one variable in this model that captured the effect of the HEER Program on the decision to purchase a new thermostat, aware_sfr3. The aware_sfr3 variable was set equal to one for all customers who purchased a programmable thermostat and received a Program rebate, those who purchased a new thermostat outside of the Program were assigned a value of one if they indicated they were aware of the rebate Program before or at the time of their purchase, and customers who did not make a thermostat purchase were assigned a value of one only if they reported being aware of the HEER Program and indicated they learned of the Program via a channel that would have most likely have alerted them to the programmable thermostat component of the Program (such as a utility brochure, bill insert, TV or radio advertisement or the internet). The awareness variable for all others was set to zero.

Using this definition of Program awareness, 100 percent of Program participants were aware of the Program and 27 percent of those that purchased a thermostat outside of the Program were aware. Breaking down this population of customers who purchased a thermostat outside

of the Program by the type of thermostat purchased reveals that 33 percent of those who purchased an ENERGY STAR programmable thermostat were aware compared with 25 percent of those who purchased a non-ENERGY STAR programmable thermostat and 18 percent of those who purchased a manual thermostat. Of those that did not purchase a new thermostat, 12 percent were aware of the Program. Across the entire sample, 28 percent of the customers were coded as being aware of the Program.

The final parameter estimation results for the thermostat purchase model are given below in Table G-76. A likelihood ratio test yields a test statistic of over 2,232 with 5 degrees of freedom, which is well above the critical value at any of the conventional levels of significance.

Table G-76: Purchase Model Parameter Estimation Results for Thermostats

Parameter	Estimate	Standard Error	Chi-Squared	Significance
Intercept	-2.79	0.10	768.12	<.0001
aware_sfr3	1.85	0.10	320.62	<.0001
agenew	-0.76	0.16	23.94	<.0001
new_system	2.97	0.10	879.52	<.0001
hi_inc	0.34	0.09	13.60	0.00
exist_pt_man	1.30	0.10	181.49	<.0001

The coefficient estimates for the thermostat purchase model shown above in Table G-76. Installing a new heating or cooling system had the strongest positive effect on the decision to purchase a new thermostat, which is not surprising since 70 percent of those who installed a new thermostat, inside or outside the program, installed it at the same time as installing a new gas furnace, heat pump, evaporative cooler, or central air conditioning system. The variable with the second most positive effect on purchasing a new thermostat was the Program awareness variable, having a coefficient of 1.85. Customers who had manual thermostats and those with higher than average incomes were also more likely to replace them. The variable agenew, which indicates the previous thermostat (or the current thermostat if it was not replaced) was less than five years old, is the only parameter having a negative coefficient. This is expected since those who have relatively new thermostats are less likely to replace them.

The estimated model parameters are used to calculate the probability of purchasing a new thermostat. The estimated probabilities for purchasing a new thermostat both within and outside of the Program are displayed by customer groups in Table G-77 below. Similar to the models for other measures described above, the probability of purchasing a new thermostat in absence of the Program is calculated by setting aware_sfr3 equal to zero, thus removing the effect of the Program awareness from the purchase decision model.

The stage one model shows that customers who purchased a programmable thermostat had a very high estimated probability of making an equipment purchase within the HEER Program (0.87), which drops to 0.63 in the absence of the program. Conversely, those that did not make any thermostat purchases have very low estimated probabilities in and outside of the program, 0.19 and 0.16 respectively. It makes sense that customers who purchased a new thermostat and also participated in another HEER Program were more likely to install a new thermostat (0.7) than those who did not participate in another HEER Program (0.47) since those that participated in another HEER Program were more likely to have installed a new heating or cooling system at the same time (only they did not receive a rebate for the thermostat purchase).

Table G-77: Estimated Purchase Probabilities for a New Thermostat

Customer Segment	Purchase EE Inside or Outside Pgm	N	Probability of Purchasing a Thermostat	
			With Program	Without Program
Participant	Inside	567	0.87	0.63
	Outside	477	0.70	0.58
Non-Participant	Outside	502	0.47	0.46
	No Purchase	2528	0.19	0.16

Stage 2 – Equipment Choice Model Specification for Programmable Thermostats

The second stage of the model is devoted to estimating the probability that an ENERGY STAR programmable thermostat is chosen given that the decision to purchase a thermostat has already been made. This second stage is different for thermostats than it was for the previous measures described above, because unlike clothes washers and air conditioning where the second stage modeled whether the equipment purchase was standard or high-efficiency, thermostats have three levels efficiency choices that need to be modeled. As a result three separate stage two models were run, the first modeling the selection of an ENERGY STAR programmable thermostat, the second modeling the selection of a non-ENERGY STAR programmable thermostat, and the third modeling the selection of a standard efficiency thermostat. The final stage-two result for each customer is then derived by dividing the probability of purchasing an ENERGY STAR programmable thermostat by the sum of the probabilities associated with all three equipment choices (thereby normalizing the result).

Each second stage model was specified as conditional logit models with dependent variables having a value of either zero or one. For the first efficiency selection model, customers were assigned a value of one if they purchased an ENERGY STAR programmable thermostat either inside or outside the Program and a zero otherwise. In the second efficiency selection

model, customers were assigned a value of one if they purchased a non-ENERGY STAR programmable thermostat and a zero otherwise, and for the third efficiency selection model, customers were assigned a value of one if they purchased a manual thermostat and a zero otherwise.

The sample used to estimate all three of the equipment selection models contained information on 1,546 customers. Of these, 530 customers purchased an ENERGY STAR programmable thermostat (model 1), 373 customers purchased a non-ENERGY STAR programmable thermostat (model 2) and the remaining 157 customers purchased a manual thermostat (model 3).

The variables selected for three equipment choice models are provided in Table G-78, Table G-79, and Table G-80 below.

Table G-78: Programmable Thermostat Equipment Choice Model Variable Definitions for ENERGY STAR Programmable Thermostats

Explanatory Variables (X_i)	Variable Definition
Intercept	Constant
inf_pgm1	Equal to 1 if the rebate program is "Highly Influential", zero otherwise
inf_pgm2	Equal to 1 if the rebate program is "Somewhat Influential", zero otherwise
new_system2	Equal to 1 if customer has installed a new AC or Furnace at the same time, zero otherwise
hi_inc	Equal to 1 if customer reported HH income greater than $75,000 a year, zero otherwise
contr_infm_high	Equal to 1 if the contractor informed the customer of the rebate program and recommended purchasing an ES Programmable thermostat, zero otherwise

Table G-79: Programmable Thermostat Equipment Choice Model Variable Definitions for non-ENERGY STAR Programmable Thermostats

Explanatory Variables (X_i)	Variable Definition
Intercept	Constant
exist_pt_pgm	Equal to 1 if customer has or had a programmable theromostat prior to this purchase, zero otherwise
inf_pgm1	Equal to 1 if the rebate program is "Highly Influential", zero otherwise
inf_pgm2	Equal to 1 if the rebate program is "Somewhat Influential", zero otherwise
contr_infm_high	Equal to 1 if the contractor informed the customer of the rebate program and recommended purchasing an ES Programmable thermostat, zero otherwise

Table G-80: Programmable Thermostat Equipment Choice Model Variable Definitions for Manual Thermostats

Explanatory Variables (X_i)	Variable Definition
Intercept	Constant
exist_pt_man	Equal to 1 if customer has or had a manual prior to this purchase, zero otherwise
inf_pgm1	Equal to 1 if the rebate program is "Highly Influential", zero otherwise
inf_pgm2	Equal to 1 if the rebate program is "Somewhat Influential", zero otherwise
new_system2	Equal to 1 if customer has installed a new AC or Furnace at the same time, zero otherwise
hi_inc	Equal to 1 if customer reported HH income greater than $75,000 a year, zero otherwise
contr_infm_high	Equal to 1 if the contractor informed the customer of the rebate program and recommended purchasing an ES Programmable thermostat, zero otherwise

There were three variables in each of these models that captured the effect of the HEER Program on the decision to purchase a thermostat; inf_pgm1, inf_pgm2 and contr_infm_high. The influence of the Program variables were set up differently for this model with two dummy variables, inf_pgm1 and inf_pgm2, representing highly and somewhat influential, respectively. Changing the way these variables were created removed the requirement for the relationship between the “highly” and “somewhat influential” to be linear (as they had to be in previous models), and “not at all influential” and “refused” or “don’t know” were grouped together as the default response. The other Program variable, contr_infm_high, was set equal to one only if the contractor told the customer about the HEER Program and also recommended purchasing an ENERGY STAR programmable thermostat.

The final parameter estimation results for each of the three equipment choice models are given below in Table G-81, Table G-82, and Table G-83.

Table G-81: Equipment Choice Model Parameter Estimation Results for ENERGY STAR Programmable Thermostats

Parameter	Estimate	Standard Error	Chi-Squared	Significance
Intercept	-0.51	0.11	21.60	<.0001
inf_pgm1	2.40	0.30	64.04	<.0001
inf_pgm2	1.26	0.18	50.13	<.0001
new_system2	0.55	0.12	19.73	<.0001
hi_inc	0.60	0.12	24.26	<.0001
contr_infm_high	1.26	0.20	40.01	<.0001

Table G-82: Equipment Choice Model Parameter Estimation Results for non-ENERGY STAR Programmable Thermostats

Parameter	Estimate	Standard Error	Chi-Squared	Significance
Intercept	-0.74	0.08	85.01	<.0001
exist_pt_pgm	0.29	0.13	4.79	0.03
inf_pgm1	-1.98	0.33	35.22	<.0001
inf_pgm2	-1.13	0.20	32.18	<.0001
contr_infm_high	-1.12	0.21	28.52	<.0001

Table G-83: Equipment Choice Model Parameter Estimation Results for Manual Thermostats

Parameter	Estimate	Standard Error	Chi-Squared	Significance
Intercept	-1.35	0.20	44.96	<.0001
exist_pt_man	0.74	0.20	12.97	0.000
inf_pgm1	-2.35	0.60	15.62	<.0001
inf_pgm2	-0.93	0.31	9.12	0.003
new_system2	-0.95	0.19	25.81	<.0001
hi_inc	-1.42	0.22	41.07	<.0001
contr_infm_high	-1.26	0.41	9.56	0.002

The coefficient estimates for the thermostat equipment choice models shown in the tables above change drastically depending on what equipment efficiency level is being modeled. As one would expect, the results for the ENERGY STAR programmable thermostat in Table G-81 show positive relationships between installing an ENERGY STAR programmable thermostat and the influence of the HEER Program, installing a new heating or cooling system, having a high income, and the contractor informing the customer of the Program and recommending an ENERGY STAR programmable thermostat. However, Table G-82 and Table G-83 show the opposite side of the coin for a number of variables such that the more influential a customer reported the HEER Program to be, the less likely they were to install a non-ENERGY STAR programmable or manual thermostat. The only variables having positive coefficients in either of these lesser efficiency thermostat models are the variables representing the customers' previous thermostat efficiency level (i.e. customer with manual thermostats are more likely to get another manual thermostat and customers with programmable thermostats are more likely to get another programmable thermostat).

For each of the models the estimated model parameters were used to calculate the probability of purchasing a thermostat of the modeled efficiency level with and without the Program. To simulate the absence of the Program, the three Program influence variables were set equal to zero. The estimated probabilities for purchasing each of the types of thermostats are given in

Table G-84, Table G-85, and Table G-86 below. Table G-84 shows that the model accurately predicts customers who bought ENERGY STAR programmable thermostats and who received HEER Program rebates have a high probability of purchasing an ENERGY STAR programmable thermostat within the Program (0.78) and a lower probability without the Program (0.54). Table G-85 and Table G-86 show this same population of customers has a very low probability of purchasing a non-ENERGY STAR programmable thermostat with the Program (0.17) and a slightly higher probability without the Program (0.35). They also have low probabilities of purchasing a manual thermostat with and without the Program (0.5 and 0.12, respectively). This relationship between the inside and outside the Program probabilities for these two lower efficiency levels is to be expected since with the Program these customers are more likely to purchase an ENERGY STAR unit, and thus less likely to purchase a non-ENERGY STAR or manual unit.

Table G-84: Estimated Equipment Choice Probabilities for ENERGY STAR Programmable Thermostats

Customer Segment	Purchase EE Inside or Outside Pgm	N	Probability of Purchasing a ES Programmable Thermostat	
			With Program	Without Program
Participant	Inside	567	0.78	0.54
	Outside	477	0.63	0.53
Non-Participant	Outside	502	0.54	0.50

Table G-85: Estimated Equipment Choice Probabilities for non-ENERGY STAR Programmable Thermostats

Customer Segment	Purchase Inside or Outside Pgm	N	Probability of Purchasing a non-ES Programmable Thermostat	
			With Program	Without Program
Participant	Inside	567	0.17	0.34
	Outside	477	0.26	0.34
Non-Participant	Outside	502	0.31	0.34

Table G-86: Estimated Equipment Choice Probabilities for Manual Thermostats

Customer Segment	Purchase EE Inside or Outside Pgm	N	Probability of Purchasing a Manual Programmable Thermostat	
			With Program	Without Program
Participant	Inside	567	0.05	0.12
	Outside	477	0.11	0.14
Non-Participant	Outside	502	0.15	0.16

As mentioned previously, after each of the individual efficiency level models have been run the final stage-two result for each customer is derived by dividing the probability associated with purchasing an ENERGY STAR programmable thermostat by the sum probabilities

associated with all three equipment choices (thereby normalizing the result). The results of the stage-two equipment choice model are presented in Table G-87 below.

Table G-87: Estimated Equipment Choice Probabilities for ENERGY STAR Programmable Thermostats

Customer Segment	Purchase EE Inside or Outside Pgm	N	Probability of Purchasing a ES Programmable Thermostat	
			With Program	Without Program
Participant	Inside	567	0.78	0.54
	Outside	477	0.63	0.52
Non-Participant	Outside	502	0.54	0.50

Discrete Choice Model Results for Programmable Thermostats

After the purchase probabilities and the equipment choice probabilities have been estimated, the two probabilities are multiplied together to determine the total probability that a thermostat purchase is made and that an ENERGY STAR programmable thermostat is selected. Once these probabilities are calculated it is possible to calculate estimates of participant free-ridership, participant and non-participant spillover, and net-to-gross ratios for each customer segment and self-reported Program influence level. These estimates are calculated in the same manner as those calculated for clothes washers, air conditioners, and insulation. Table G-88 below presents the final overall probabilities of purchasing an ENERGY STAR programmable thermostat for each customer group and self-reported influence level. The resulting NTG ratio, weighted by estimated per unit energy savings, across the 140 participants who reported being highly influenced by the Program was 63 percent. For the 427 participants who reported not being highly influenced by the Program the final weighted NTG ratio was equal to 45 percent. The participant and non-participant spillover rates were equal to 44 and 55 percent, respectively.

Table G-88: Final Two-Stage Estimated Probabilities for Purchasing an ENERGY STAR® Programmable Thermostat

Customer Segment	Purchase EE Inside or Outside Pgm	Program Highly Influential	N	Probability of Purchasing a ES Programmable Thermostat		NTG
				With Program	Without Program	
Participant	Inside	Yes	140	0.79	0.32	63%
		No	427	0.64	0.36	45%
	Outside	Yes	22	0.85	0.48	44%
		No	455	0.44	0.31	28%
Non-Participant	Outside	Yes	15	0.47	0.22	55%
		No	487	0.27	0.24	7%

The results in Table G-88 above for participants who installed ENERGY STAR programmable thermostats and received HEER Program rebates include all program-

qualifying regardless of the delivery channel (mail-in application versus point-of-sale rebates). Table G-89 breaks down this group of customers who installed within the Program by their influence level and their delivery channel. This table shows that while participants who received mail-in rebates and reported the Program to be highly influential had higher estimated probabilities of purchasing a program-qualifying thermostat than those who received POS rebates (0.80 vs. 0.61), the NTG estimates for the POS participants were higher than for those who got mail-in rebates (72% vs. 62%) which directionally indicates that the POS channel rebate was responsible for a higher degree of Program purchases. This finding is directionally similar to the results from the self-report net-to-gross analysis.

Table G-89: Final Two-Stage Estimated Probabilities for Purchasing an ENERGY STAR® Programmable Thermostat by Delivery Channel

Customer Segment	Program Highly Influential	Delivery Channel	N	Probability of Purchasing a ES Programmable Thermostat		NTG
				With Program	Without Program	
Participant	Yes	POS	22	0.61	0.21	72%
		Application	118	0.80	0.33	62%
	No	POS	76	0.60	0.34	46%
		Application	351	0.64	0.36	45%

The overall NTG ratio for ENERGY STAR programmable thermostat participants was estimated to be 49 percent. A comparison between this estimate and the estimate from the self-report NTG analysis is included in the section below.

G.3.3 Final Net-to-Gross Results

This section summarizes the final NTG ratios that were used to calculate net Program impacts for this evaluation. It compares the results of the self-report NTG analysis with the results of the discrete choice analysis for the four measures on which both methods were calculated.

Self-Report versus Discrete Choice NTG Estimates

Table G-90 below shows the NTG ratio estimates resulting from both of the net impact analyses performed as a part of this evaluation. As this table shows the estimates of NTG ratios resulting from the discrete choice analysis were between 28 and 42 percent higher for the air conditioning, clothes washer, and insulation, and about 10 percent lower for programmable thermostats. In these cases where there were differences between the results from discrete choice analysis and those from the self-report method, we opted to use the discrete choice method results since we feel they are more robust and reliable.

Table G-90: Difference in NTG Estimates for the Self-Report versus Discrete Choice Methods

Measure	Self-Report		Discrete Choice				Difference	% Difference
	n	NTG Ratio	n	NTG Ratio	NTG High	NTG Other		
Central Air Conditioner	253	**52%**	244	**67%**	71%	65%	**-15%**	**28%**
Clothes Washer	254	**57%**	238	**81%**	86%	79%	**-24%**	**42%**
Insulation	253	**53%**	243	**70%**	72%	69%	**-17%**	**32%**
Programmable Thermostat	601	**54%**	567	**49%**	63%	45%	**5%**	**-9%**
P-Stat Mail-in	*495*	***53%***	*469*	***49%***	*62%*	*45%*	***4%***	***-8%***
P-Stat POS	*106*	***58%***	*98*	***50%***	*72%*	*46%*	***8%***	***-14%***

A primary reason we believe that the discrete choice analysis resulted in estimates of higher NTG ratios for central air conditioning and clothes washers is that these two discrete choice models looked at multiple forms of Program influence (Program, salesperson, contractor, and rebate) compared with the self-report algorithm which relied solely on self-reports of the influence of the rebate. The incorporation of these multiple forms of Program influence (all of which had fairly large positive coefficients) result in a larger overall Program effect. All of the models included a Program awareness variable in the first stage of the model which consistently had the first or second highest model coefficient associated with it, indicating that for all measures there was a strong correlation between the Program awareness and the purchase of a new measure.

There is also a general theory that results of self-report NTG analysis are somewhat biased low. A meta-analysis of evaluation studies filed with the CPUC between 1994 and 1998 was completed as part of an evaluation of the Standard Performance Contracting Program[20]. This analysis was aimed at determining if NTG ratios resulting from self-report analysis were systematically biased high or low (as compared with results from discrete choice or regression analysis methods). The meta-analysis resulted in a greater confidence in the NTG ratio estimates from billing analysis and discrete choice analysis due to "their use of comparison groups combined with sophisticated statistical analyses" and an overall finding that self-report methods are generally biased downward. The study recommended an upward adjustment of to self-report NTG ratios to account for this bias.

The discrete choice analysis for ENERGY STAR programmable thermostats resulted in a slightly lower estimated NTG ratio than the self-report method. This difference is quite small and could be justified as noise in either of the models.

[20] XENERGY, 2001. Improving the Standard Performance Contracting Program: An Examination of the Historical Evidence and Directions for the Future: Final Report. Prepared for Southern California Edison. November 29, 2001.

Final Net-to-Gross Ratios

Based on the net savings analyses described above (self-report free-ridership and discrete choice analysis) NTG ratios were created for each of the 14 measures to calculate ex post net savings estimates. For the measures in which distinct NTG ratios were estimated using both discrete choice and self-report analysis methods, the NTG ratios utilized for the final evaluation results were based upon the discrete choice modeling results since they are thought to be more reliable.

The NTG ratios for each measure are included in Table G-91 below. Multiplying the ex post gross impact estimates by these NTG ratios results in the ex post net savings estimates. Appendix G3 contains a series of tables that walk though all of the steps and assumptions used to estimate the ex post net impact estimates and realization rates starting from the ex ante gross impact estimates.

Table G-91: Net-to-Gross Ratios by Measure

HEER Measure	NTG Ratio
Air Conditioners	67%
Heat Pumps	55%
Room AC	69%
Insulation	70%
Clothes Washer - Energy Star	81%
Dishwasher - Energy Star	41%
Furnace - Gas	52%
Pool Pumps	69%
Programmable Thermostats	49%
Water Heater	58%
Whole House Evaporative Cooler	66%
Whole House Fan	71%
Windows	47%

Ex Post Net Program Impacts

Table G-92 below contains the evaluation estimated ex post net Program impacts for the 2004/2005 HEER component of the SFEER Program.

As Table G-92 below provides the ex post net savings estimates resulting from the net and gross impact analysis. The statewide ex post net kWh estimate was 33,536 MWh, the ex post net kW estimate was 29.2 MW, and the ex post net Therm estimate was 5,381,840 Therms.

Table G-93 provides the final realization rates on the ex ante net savings estimates based on the evaluation ex post net savings estimates. As this table shows the overall net realization rate for electric energy usage on a statewide basis was estimated to be 52 percent. Similar net

realization rates for electric demand (kW) and gas Therm savings were approximately 51 and 37 percent of the ex ante net estimates, respectively.

Table G-92: Ex Post Net Savings Estimates

		Ex Post Net Energy Savings		
Utility	Technology	kWh	kW	Therms
PG&E*	Air Conditioners	3,159,130	4,516	-
	Heat Pumps	190,691	173	-
	Room AC	87,034	135	-
	Insulation	2,363,814	3,660	294,007
	Clothes Washer - Energy Star	3,429,814	1,288	1,871,619
	Dishwasher - Energy Star	1,119,135	184	344,349
	Furnace - Gas	-	-	340,240
	Pool Pumps	1,538,937	1,703	-
	Programmable Thermostats	2,562,776	3,939	152,441
	Water Heater	33,631	5	70,861
	Whole House Evaporative Cooler	128,517	198	-
	Whole House Fan	386,984	600	-
	Windows	1,158,957	1,796	243,016
	TOTAL	16,159,420	18,196	3,316,533
SCE	Air Conditioners	2,232,007	3,395	-
	Heat Pumps	94,094	111	-
	Room AC	192,633	223	-
	Insulation	395	0	-
	Pool Pumps	2,476,482	876	-
	Programmable Thermostats	1,646,550	689	-
	Water Heater	7,486	-	-
	Whole House Evaporative Cooler	1,518,493	1,293	-
	Whole House Fan	812,918	1,260	-
	Windows	120,435	123	-
	TOTAL	9,101,494	7,970	-
SCG	Insulation	1,894,570	1,719	212,779
	Clothes Washer - Energy Star	1,891,410	12	1,025,441
	Dishwasher - Energy Star	638,447	-	196,445
	Furnace - Gas	-	-	68,251
	Programmable Thermostats	1,178,141	-	140,045
	Water Heater	-	-	45,713
	TOTAL	5,602,567	1,731	1,688,674
SDG&E	Air Conditioners	307,844	346	-
	Heat Pumps	30,834	22	-
	Room AC	52,220	41	-
	Insulation	11,894	9	9,141
	Clothes Washer - Energy Star	511,358	3	280,071
	Dishwasher - Energy Star	210,499	34	64,769
	Furnace - Gas	-	-	5,631
	Pool Pumps	402,548	23	-
	Programmable Thermostats	336,498	36	14,724
	Water Heater	1,986	0	2,296
	Whole House Evaporative Cooler	2,499	4	-
	Whole House Fan	413,310	327	-
	Windows	391,329	412	-
	TOTAL	2,672,820	1,257	376,632
STATEWIDE	Air Conditioners	5,698,981	8,257	-
	Heat Pumps	315,620	306	-
	Room AC	331,888	399	-
	Insulation	4,270,672	5,387	515,927
	Clothes Washer - Energy Star	5,832,582	1,304	3,177,131
	Dishwasher - Energy Star	1,968,080	219	605,563
	Furnace - Gas	-	-	414,122
	Pool Pumps	4,417,967	2,601	-
	Programmable Thermostats	5,723,966	4,663	307,211
	Water Heater	43,104	6	118,870
	Whole House Evaporative Cooler	1,649,509	1,496	-
	Whole House Fan	1,613,212	2,186	-
	Windows	1,670,721	2,331	243,016
	TOTAL	33,536,301	29,155	5,381,840

Table G-93: Net Realization Rates

		Net Realization Rates		
Utility	Technology	kWh	kW	Therms
PG&E	Air Conditioners	1.14	0.92	-
	Heat Pumps	0.69	0.69	-
	Room AC	0.86	0.86	-
	Insulation	1.76	1.76	0.57
	Clothes Washer - Energy Star	1.03	1.77	0.66
	Dishwasher - Energy Star	0.51	0.51	0.51
	Furnace - Gas	-	-	0.59
	Pool Pumps	0.40	0.29	-
	Programmable Thermostats	0.28	0.28	0.06
	Water Heater	0.73	0.73	0.73
	Whole House Evaporative Cooler	0.83	0.83	-
	Whole House Fan	0.88	0.88	-
	Windows	0.30	0.30	0.31
	TOTAL	0.59	0.51	0.42
SCE	Air Conditioners	1.02	0.83	-
	Heat Pumps	0.62	0.62	-
	Room AC	0.77	0.77	-
	Insulation	1.58	1.58	-
	Pool Pumps	0.40	0.26	-
	Programmable Thermostats	0.25	0.25	-
	Water Heater	0.66	na	-
	Whole House Evaporative Cooler	0.75	0.75	-
	Whole House Fan	0.79	0.79	-
	Windows	0.27	0.27	-
	TOTAL	0.48	0.55	-
SCG	Insulation	0.43	0.39	0.18
	Clothes Washer - Energy Star	1.03	1.77	0.66
	Dishwasher - Energy Star	0.51	na	0.51
	Furnace - Gas	-	-	0.53
	Programmable Thermostats	0.25	na	0.06
	Water Heater	-	-	0.66
	TOTAL	0.46	0.40	0.29
SDG&E	Air Conditioners	1.02	0.83	-
	Heat Pumps	0.62	0.62	-
	Room AC	0.86	0.86	-
	Insulation	0.43	0.39	0.18
	Clothes Washer - Energy Star	1.03	1.77	0.66
	Dishwasher - Energy Star	0.51	0.51	0.51
	Furnace - Gas	-	-	0.53
	Pool Pumps	0.52	0.50	-
	Programmable Thermostats	0.25	0.25	0.06
	Water Heater	0.66	0.66	0.66
	Whole House Evaporative Cooler	0.75	0.75	-
	Whole House Fan	0.79	0.79	-
	Windows	0.27	0.27	-
	TOTAL	0.49	0.46	0.43
STATEWIDE	Air Conditioners	1.08	0.88	-
	Heat Pumps	0.66	0.66	-
	Room AC	0.81	0.81	-
	Insulation	0.74	0.83	0.30
	Clothes Washer - Energy Star	1.03	1.77	0.66
	Dishwasher - Energy Star	0.51	0.51	0.51
	Furnace - Gas	-	-	0.58
	Pool Pumps	0.41	0.28	-
	Programmable Thermostats	0.27	0.28	0.06
	Water Heater	0.71	0.72	0.70
	Whole House Evaporative Cooler	0.75	0.76	-
	Whole House Fan	0.81	0.82	-
	Windows	0.29	0.29	0.31
	TOTAL	0.52	0.51	0.37

Appendix G2

Free-Ridership Tables

G2.1 Free Ridership Summary Table

Measure	N	Free Ridership	NTG Ratio
Central Air Conditioner	253	48%	52%
ES and Tier 1	116	55%	45%
Tier 2	133	44%	56%
Tier 3	4	50%	50%
Central Heat Pump	55	45%	55%
Clothes Washer	254	43%	57%
Dishwasher	52	59%	41%
Evaporative Cooler	51	34%	66%
Gas Furnace	50	49%	52%
Insulation	253	47%	53%
Pool Pump	404	31%	69%
Pool Pump	354	31%	69%
Pool Pump POS	50	28%	72%
Programmable Thermostat	601	46%	54%
P-Stat Meas 1	354	43%	57%
P-Stat Meas 2	141	57%	43%
P-Stat POS	106	42%	58%
Room Air Conditioner	50	31%	69%
Water Heater	53	42%	58%
Whole House Fan	53	29%	71%
Windows	254	53%	47%
Refrigerator	50	41%	59%
Overall Energy Weighted	**2,433**	**44%**	**56%**

G2.2 Free Ridership Detailed Tables

Table G2-1: Central Air Conditioner Free Ridership

What Would Have Been Purchased in the Absence of the Program?			How Influential Was the Cash Incentive? (Q2D11)	Frequency	Free Ridership Score
What Type of Equipment? (Q2D7)	When? (Q2D9)	How Efficient? (Q2D8)			
None	N/A / missing	N/A / missing	Very Influential	3	0%
None	N/A / missing	N/A / missing	Somewhat Influential	2	0%
Standard Efficiency	N/A / missing	N/A / missing	Very Influential	11	0%
Standard Efficiency	N/A / missing	N/A / missing	Somewhat Influential	7	0%
Standard Efficiency	N/A / missing	N/A / missing	Not at all Influential	4	0%
Energy Efficient	Same Time	Same Unit	Very Influential	22	0%
Energy Efficient	Same Time	Same Unit	Somewhat Influential	75	50%
Energy Efficient	Same Time	Same Unit	Not at all Influential	75	100%
Energy Efficient	Same Time	Same Unit	Don't Know	1	50%
Energy Efficient	Same Time	Less Efficient	Very Influential	5	0%
Energy Efficient	Same Time	Less Efficient	Somewhat Influential	3	25%
Energy Efficient	Same Time	Don't Know	Somewhat Influential	5	25%
Energy Efficient	Same Time	Don't Know	Not at all Influential	1	50%
Energy Efficient	Within a Year	Same Unit	Very Influential	8	0%
Energy Efficient	Within a Year	Same Unit	Somewhat Influential	7	25%
Energy Efficient	Within a Year	Same Unit	Not at all Influential	3	50%
Energy Efficient	Within a Year	Less Efficient	Very Influential	2	0%
Energy Efficient	Within a Year	Less Efficient	Somewhat Influential	1	13%
Energy Efficient	> 1 Yr Later	Same Unit	Very Influential	1	0%
Energy Efficient	> 1 Yr Later	Same Unit	Somewhat Influential	1	0%
Energy Efficient	> 1 Yr Later	Less Efficient	Very Influential	2	0%
Energy Efficient	Don't Know	Same Unit	Somewhat Influential	1	25%
Energy Efficient	Don't Know	Same Unit	Not at all Influential	1	50%
Energy Efficient	Don't Know	Same Unit	Don't Know	1	25%
Energy Efficient	Don't Know	Don't Know	Not at all Influential	1	25%
Don't Know	N/A / missing	N/A / missing	Very Influential	4	0%
Don't Know	N/A / missing	N/A / missing	Somewhat Influential	3	6%
Don't Know	N/A / missing	N/A / missing	Not at all Influential	2	13%
Don't Know	N/A / missing	N/A / missing	Don't Know	1	6%
TOTAL Free Ridership Score for Central Air Conditioning				**253**	**48%**

Table G2-2: Central Air Conditioner Free Ridership: ES and Tier I

What Would Have Been Purchased in the Absence of the Program?			How Influential Was the Cash Incentive? (Q2D11)	Frequency	Free Ridership Score
What Type of Equipment? (Q2D7)	When? (Q2D9)	How Efficient? (Q2D8)			
None	N/A / missing	N/A / missing	Very Influential	1	0%
Standard Efficiency	N/A / missing	N/A / missing	Very Influential	6	0%
Standard Efficiency	N/A / missing	N/A / missing	Somewhat Influential	3	0%
Standard Efficiency	N/A / missing	N/A / missing	Not at all Influential	2	0%
Energy Efficient	Same Time	Same Unit	Very Influential	9	50%
Energy Efficient	Same Time	Same Unit	Somewhat Influential	36	100%
Energy Efficient	Same Time	Same Unit	Not at all Influential	38	50%
Energy Efficient	Same Time	Same Unit	Don't Know	1	25%
Energy Efficient	Same Time	Less Efficient	Very Influential	1	25%
Energy Efficient	Same Time	Less Efficient	Somewhat Influential	2	25%
Energy Efficient	Same Time	Don't Know	Somewhat Influential	2	13%
Energy Efficient	Within a Year	Same Unit	Very Influential	2	25%
Energy Efficient	Within a Year	Same Unit	Somewhat Influential	3	13%
Energy Efficient	Within a Year	Same Unit	Not at all Influential	3	0%
Energy Efficient	Within a Year	Less Efficient	Somewhat Influential	1	0%
Energy Efficient	> 1 Yr Later	Less Efficient	Very Influential	1	0%
Energy Efficient	Don't Know	Same Unit	Don't Know	1	0%
Don't Know	N/A / missing	N/A / missing	Very Influential	1	50%
Don't Know	N/A / missing	N/A / missing	Somewhat Influential	2	100%
Don't Know	N/A / missing	N/A / missing	Not at all Influential	1	0%
TOTAL Free Ridership Score for Central Air Conditioning - ES and Tier I				**116**	**55%**

Table G2-3: Central Air Conditioner Free Ridership: Tier II

What Would Have Been Purchased in the Absence of the Program?			How Influential Was the Cash Incentive? (Q2D11)	Frequency	Free Ridership Score
What Type of Equipment? (Q2D7)	When? (Q2D9)	How Efficient? (Q2D8)			
None	N/A / missing	N/A / missing	Very Influential	2	0%
None	N/A / missing	N/A / missing	Somewhat Influential	1	0%
Standard Efficiency	N/A / missing	N/A / missing	Very Influential	5	0%
Standard Efficiency	N/A / missing	N/A / missing	Somewhat Influential	4	0%
Standard Efficiency	N/A / missing	N/A / missing	Not at all Influential	2	0%
Energy Efficient	Same Time	Same Unit	Very Influential	13	0%
Energy Efficient	Same Time	Same Unit	Somewhat Influential	37	50%
Energy Efficient	Same Time	Same Unit	Not at all Influential	36	100%
Energy Efficient	Same Time	Less Efficient	Very Influential	4	0%
Energy Efficient	Same Time	Less Efficient	Somewhat Influential	1	25%
Energy Efficient	Same Time	Don't Know	Somewhat Influential	3	25%
Energy Efficient	Same Time	Don't Know	Not at all Influential	1	50%
Energy Efficient	Within a Year	Same Unit	Very Influential	6	0%
Energy Efficient	Within a Year	Same Unit	Somewhat Influential	4	25%
Energy Efficient	Within a Year	Less Efficient	Very Influential	2	0%
Energy Efficient	> 1 Yr Later	Same Unit	Very Influential	1	0%
Energy Efficient	> 1 Yr Later	Same Unit	Somewhat Influential	1	0%
Energy Efficient	> 1 Yr Later	Less Efficient	Very Influential	1	0%
Energy Efficient	Don't Know	Same Unit	Somewhat Influential	1	25%
Energy Efficient	Don't Know	Same Unit	Not at all Influential	1	50%
Energy Efficient	Don't Know	Don't Know	Not at all Influential	1	25%
Don't Know	N/A / missing	N/A / missing	Very Influential	3	0%
Don't Know	N/A / missing	N/A / missing	Somewhat Influential	1	6%
Don't Know	N/A / missing	N/A / missing	Not at all Influential	1	13%
Don't Know	N/A / missing	N/A / missing	Don't Know	1	6%
TOTAL Free Ridership Score for Central Air Conditioning - Tier II				**133**	**44%**

Table G2-4: Central Air Conditioner Free Ridership: Tier III

What Would Have Been Purchased in the Absence of the Program?			How Influential Was the Cash Incentive? (Q2D11)	Frequency	Free Ridership Score
What Type of Equipment? (Q2D7)	When? (Q2D9)	How Efficient? (Q2D8)			
None	N/A / missing	N/A / missing	Somewhat Influential	1	0%
Energy Efficient	Same Time	Same Unit	Somewhat Influential	2	50%
Energy Efficient	Same Time	Same Unit	Not at all Influential	1	100%
TOTAL Free Ridership Score for Central Air Conditioning - Tier III				**4**	**50%**

Table G2-5: Central Heat Pump Free Ridership

What Would Have Been Purchased in the Absence of the Program?			How Influential Was the Cash Incentive? (Q2D11)	Frequency	Free Ridership Score
What Type of Equipment? (Q2D7)	When? (Q2D9)	How Efficient? (Q2D8)			
None	NA / missing	NA / missing	Very Influential	2	0%
None	NA / missing	NA / missing	Somewhat Influential	1	0%
Standard Efficiency	NA / missing	NA / missing	Very Influential	1	0%
Standard Efficiency	NA / missing	NA / missing	Somewhat Influential	3	0%
Energy Efficient	Same Time	Same Unit	Very Influential	5	0%
Energy Efficient	Same Time	Same Unit	Somewhat Influential	13	50%
Energy Efficient	Same Time	Same Unit	Not at all Influential	16	100%
Energy Efficient	Same Time	Same Unit	Don't Know	1	50%
Energy Efficient	Same Time	Less Efficient	Very Influential	3	0%
Energy Efficient	Same Time	Less Efficient	Somewhat Influential	3	25%
Energy Efficient	Same Time	Don't Know	Not at all Influential	1	50%
Energy Efficient	Within a Year	Same Unit	Very Influential	1	0%
Energy Efficient	Within a Year	Less Efficient	Very Influential	1	0%
Energy Efficient	Don't Know	Same Unit	Very Influential	1	0%
Energy Efficient	Don't Know	Don't Know	Don't Know	1	13%
Don't Know	NA / missing	NA / missing	Somewhat Influential	2	6%
TOTAL Free Ridership Score for Heat Pumps				**55**	**45%**

Table G2-6: Clothes Washer Free Ridership

What Would Have Been Purchased in the Absence of the Program?			How Influential Was the Cash Incentive? (Q2D11)	Frequency	Free Ridership Score
What Type of Equipment? (Q2D7)	When? (Q2D9)	How Efficient? (Q2D8)			
None	N/A / missing	N/A / missing	Very Influential	5	0%
None	N/A / missing	N/A / missing	Somewhat Influential	1	0%
Standard Efficiency	N/A / missing	N/A / missing	Very Influential	10	0%
Standard Efficiency	N/A / missing	N/A / missing	Somewhat Influential	5	0%
Energy Efficient	Same Time	Same Unit	Very Influential	31	0%
Energy Efficient	Same Time	Same Unit	Somewhat Influential	79	50%
Energy Efficient	Same Time	Same Unit	Not at all Influential	58	100%
Energy Efficient	Same Time	Same Unit	Don't Know	3	50%
Energy Efficient	Same Time	Less Efficient	Very Influential	11	0%
Energy Efficient	Same Time	Less Efficient	Somewhat Influential	12	25%
Energy Efficient	Same Time	Less Efficient	Not at all Influential	1	50%
Energy Efficient	Same Time	Don't Know	Very Influential	1	0%
Energy Efficient	Same Time	Don't Know	Somewhat Influential	7	25%
Energy Efficient	Same Time	Don't Know	Not at all Influential	2	50%
Energy Efficient	Within a Year	Same Unit	Very Influential	4	0%
Energy Efficient	Within a Year	Same Unit	Somewhat Influential	5	25%
Energy Efficient	Within a Year	Same Unit	Not at all Influential	2	50%
Energy Efficient	Within a Year	Same Unit	Don't Know	1	25%
Energy Efficient	Within a Year	Less Efficient	Very Influential	2	0%
Energy Efficient	Within a Year	Less Efficient	Somewhat Influential	5	13%
Energy Efficient	> 1 Yr Later	Same Unit	Very Influential	1	0%
Energy Efficient	> 1 Yr Later	Same Unit	Somewhat Influential	1	0%
Energy Efficient	> 1 Yr Later	Less Efficient	Very Influential	1	0%
Don't Know	N/A / missing	N/A / missing	Very Influential	1	0%
Don't Know	N/A / missing	N/A / missing	Somewhat Influential	2	6%
Don't Know	N/A / missing	N/A / missing	Don't Know	3	6%
TOTAL Free Ridership Score for Clothes Washers				**254**	**43%**

Table G2-7: Dishwasher Free Ridership

What Would Have Been Purchased in the Absence of the Program?			How Influential Was the Cash Incentive? (Q2D11)	Frequency	Free Ridership Score
What Type of Equipment? (Q2D7)	When? (Q2D9)	How Efficient? (Q2D8)			
Standard Efficiency	NA / missing	NA / missing	Somewhat Influential	1	0%
Energy Efficient	Same Time	Same Unit	Very Influential	3	0%
Energy Efficient	Same Time	Same Unit	Somewhat Influential	16	50%
Energy Efficient	Same Time	Same Unit	Not at all Influential	21	100%
Energy Efficient	Same Time	Less Efficient	Very Influential	2	0%
Energy Efficient	Same Time	Less Efficient	Somewhat Influential	1	25%
Energy Efficient	Same Time	Don't Know	Very Influential	2	0%
Energy Efficient	Within a Year	Same Unit	Somewhat Influential	2	25%
Energy Efficient	Within a Year	Same Unit	Not at all Influential	2	50%
Energy Efficient	Within a Year	Less Efficient	Somewhat Influential	1	13%
Don't Know	NA / missing	NA / missing	Somewhat Influential	1	6%
TOTAL Free Ridership Score for Dishwashers				**52**	**59%**

Table G2-8: Evaporative Cooler Free Ridership

What Would Have Been Purchased in the Absence of the Program?			How Influential Was the Cash Incentive? (Q2D11)	Frequency	Free Ridership Score
What Type of Equipment? (Q2D7)	When? (Q2D9)	How Efficient? (Q2D8)			
None	NA / missing	NA / missing	Very Influential	5	0%
Standard Efficiency	NA / missing	NA / missing	Very Influential	3	0%
Standard Efficiency	NA / missing	NA / missing	Not at all Influential	1	0%
Energy Efficient	Same Time	Same Unit	Very Influential	8	0%
Energy Efficient	Same Time	Same Unit	Somewhat Influential	13	50%
Energy Efficient	Same Time	Same Unit	Not at all Influential	9	100%
Energy Efficient	Same Time	Less Efficient	Very Influential	1	0%
Energy Efficient	Same Time	Less Efficient	Somewhat Influential	1	25%
Energy Efficient	Same Time	Don't Know	Somewhat Influential	1	25%
Energy Efficient	Within a Year	Same Unit	Very Influential	1	0%
Energy Efficient	Within a Year	Same Unit	Somewhat Influential	4	25%
Energy Efficient	Within a Year	Less Efficient	Somewhat Influential	1	13%
Energy Efficient	Don't Know	Same Unit	Very Influential	2	0%
Energy Efficient	Don't Know	Less Efficient	Very Influential	1	0%
TOTAL Free Ridership Score for Evaporative Coolers				**51**	**34%**

Table G2-9: Gas Furnace Free Ridership

What Would Have Been Purchased in the Absence of the Program?			How Influential Was the Cash Incentive? (Q2D11)	Frequency	Free Ridership Score
What Type of Equipment? (Q2D7)	When? (Q2D9)	How Efficient? (Q2D8)			
None	NA / missing	NA / missing	Somewhat Influential	1	0%
None	NA / missing	NA / missing	Not at all Influential	1	0%
Standard Efficiency	NA / missing	NA / missing	Somewhat Influential	1	0%
Energy Efficient	Same Time	Same Unit	Very Influential	2	0%
Energy Efficient	Same Time	Same Unit	Somewhat Influential	20	50%
Energy Efficient	Same Time	Same Unit	Not at all Influential	12	100%
Energy Efficient	Same Time	Same Unit	Don't Know	1	50%
Energy Efficient	Same Time	Less Efficient	Very Influential	2	0%
Energy Efficient	Same Time	Less Efficient	Somewhat Influential	2	25%
Energy Efficient	Within a Year	Same Unit	Very Influential	2	0%
Energy Efficient	Within a Year	Same Unit	Somewhat Influential	2	25%
Energy Efficient	Within a Year	Same Unit	Not at all Influential	1	50%
Energy Efficient	Within a Year	Less Efficient	Somewhat Influential	1	13%
Energy Efficient	Don't Know	Less Efficient	Very Influential	1	0%
Don't Know	NA / missing	NA / missing	Not at all Influential	1	13%
TOTAL Free Ridership Score for Gas Furnances				**50**	**49%**

Table G2-10: Insulation Free Ridership

What Would Have Been Purchased in the Absence of the Program?			How Influential Was the Cash Incentive? (Q2D11)	Frequency	Free Ridership Score
Is the Insulation Still Installed? (Q2DIN4)	When? (Q2D9)	Where? (Q2IN6)			
No	N/A / missing	N/A / missing	Very Influential	5	0%
No	N/A / missing	N/A / missing	Somewhat Influential	3	0%
Yes	Within a Year	N/A / missing	Very Influential	7	0%
Yes	Within a Year	N/A / missing	Somewhat Influential	7	25%
Yes	Within a Year	All Areas	Very Influential	1	0%
Yes	Within a Year	All Areas	Somewhat Influential	2	25%
Yes	Within a Year	Attic Only	Somewhat Influential	1	13%
Yes	Within a Year	Walls Only	Very Influential	2	0%
Yes	Within a Year	Don't Know	Somewhat Influential	1	13%
Yes	> 1 Yr Later	N/A / missing	Very Influential	6	0%
Yes	> 1 Yr Later	N/A / missing	Somewhat Influential	3	0%
Yes	> 1 Yr Later	N/A / missing	Don't Know	1	0%
Yes	> 1 Yr Later	All Areas	Very Influential	1	0%
Yes	> 1 Yr Later	All Areas	Somewhat Influential	3	0%
Yes	> 1 Yr Later	Attic Only	Somewhat Influential	2	0%
Yes	Don't Know	All Areas	Very Influential	1	0%
Yes	Same Time	N/A / missing	Very Influential	27	0%
Yes	Same Time	N/A / missing	Somewhat Influential	62	50%
Yes	Same Time	N/A / missing	Not at all Influential	50	100%
Yes	Same Time	N/A / missing	Don't Know	1	50%
Yes	Same Time	All Areas	Very Influential	13	0%
Yes	Same Time	All Areas	Somewhat Influential	24	50%
Yes	Same Time	All Areas	Not at all Influential	20	100%
Yes	Same Time	All Areas	Don't Know	1	50%
Yes	Same Time	Attic Only	Somewhat Influential	1	25%
Yes	Same Time	Attic Only	Not at all Influential	1	50%
Yes	Same Time	Walls Only	Not at all Influential	1	50%
Yes	Same Time	Other	Very Influential	1	0%
Yes	Same Time	Don't Know	Don't Know	1	25%
Don't Know	N/A / missing	N/A / missing	Very Influential	1	0%
Don't Know	N/A / missing	N/A / missing	Somewhat Influential	1	13%
Don't Know	N/A / missing	N/A / missing	Not at all Influential	1	25%
Don't Know	N/A / missing	N/A / missing	Don't Know	1	13%
TOTAL Free Ridership Score for Insulation				**253**	**47%**

Table G2-11: Pool Pump Free Ridership

What Would Have Been Purchased in the Absence of the Program?			How Influential Was the Cash Incentive? (Q2D11)	Frequency	Free Ridership Score
What Type of Equipment? (Q2D7)	When? (Q2D9)	How Efficient? (Q2D8)			
None	N/A / missing	N/A / missing	Very Influential	22	0%
None	N/A / missing	N/A / missing	Somewhat Influential	3	0%
None	N/A / missing	N/A / missing	Not at all Influential	2	0%
Standard Efficiency	N/A / missing	N/A / missing	Very Influential	24	0%
Standard Efficiency	N/A / missing	N/A / missing	Somewhat Influential	12	0%
Standard Efficiency	N/A / missing	N/A / missing	Not at all Influential	6	0%
Energy Efficient	Same Time	Same Unit	Very Influential	56	0%
Energy Efficient	Same Time	Same Unit	Somewhat Influential	88	50%
Energy Efficient	Same Time	Same Unit	Not at all Influential	62	100%
Energy Efficient	Same Time	Same Unit	Don't Know	3	50%
Energy Efficient	Same Time	Less Efficient	Very Influential	15	0%
Energy Efficient	Same Time	Less Efficient	Somewhat Influential	7	25%
Energy Efficient	Same Time	Less Efficient	Not at all Influential	4	50%
Energy Efficient	Same Time	Don't Know	Very Influential	8	0%
Energy Efficient	Same Time	Don't Know	Somewhat Influential	7	25%
Energy Efficient	Same Time	Don't Know	Not at all Influential	6	50%
Energy Efficient	Same Time	Don't Know	Don't Know	3	25%
Energy Efficient	Within a Year	Same Unit	Very Influential	9	0%
Energy Efficient	Within a Year	Same Unit	Somewhat Influential	13	25%
Energy Efficient	Within a Year	Same Unit	Not at all Influential	3	50%
Energy Efficient	Within a Year	Less Efficient	Very Influential	2	0%
Energy Efficient	Within a Year	Don't Know	Very Influential	1	0%
Energy Efficient	Within a Year	Don't Know	Somewhat Influential	2	13%
Energy Efficient	Within a Year	Don't Know	Don't Know	1	13%
Energy Efficient	> 1 Yr Later	Same Unit	Very Influential	3	0%
Energy Efficient	> 1 Yr Later	Same Unit	Somewhat Influential	2	0%
Energy Efficient	> 1 Yr Later	Less Efficient	Very Influential	4	0%
Energy Efficient	> 1 Yr Later	Less Efficient	Somewhat Influential	1	0%
Energy Efficient	> 1 Yr Later	Don't Know	Very Influential	1	0%
Energy Efficient	Don't Know	Same Unit	Very Influential	4	0%
Energy Efficient	Don't Know	Same Unit	Somewhat Influential	2	25%
Energy Efficient	Don't Know	Same Unit	Not at all Influential	1	50%
Energy Efficient	Don't Know	Less Efficient	Very Influential	1	0%
Energy Efficient	Don't Know	Less Efficient	Somewhat Influential	1	13%
Energy Efficient	Don't Know	Don't Know	Somewhat Influential	2	13%
Energy Efficient	Don't Know	Don't Know	Not at all Influential	1	25%
Don't Know	N/A / missing	N/A / missing	Very Influential	10	0%
Don't Know	N/A / missing	N/A / missing	Somewhat Influential	6	6%
Don't Know	N/A / missing	N/A / missing	Not at all Influential	3	13%
Don't Know	N/A / missing	N/A / missing	Don't Know	3	6%
TOTAL Free Ridership Score for Pool Pumps				**404**	**31%**

Table G2-12: Pool Pump Free Ridership: Non-Point-of-Sale

What Would Have Been Purchased in the Absence of the Program?			How Influential Was the Cash Incentive? (Q2D11)	Frequency	Free Ridership Score
What Type of Equipment? (Q2D7)	When? (Q2D9)	How Efficient? (Q2D8)			
None	N/A / missing	N/A / missing	Very Influential	18	0%
None	N/A / missing	N/A / missing	Somewhat Influential	2	0%
None	N/A / missing	N/A / missing	Not at all Influential	2	0%
Standard Efficiency	N/A / missing	N/A / missing	Very Influential	22	0%
Standard Efficiency	N/A / missing	N/A / missing	Somewhat Influential	10	0%
Standard Efficiency	N/A / missing	N/A / missing	Not at all Influential	3	0%
Energy Efficient	Same Time	Same Unit	Very Influential	50	0%
Energy Efficient	Same Time	Same Unit	Somewhat Influential	76	50%
Energy Efficient	Same Time	Same Unit	Not at all Influential	56	100%
Energy Efficient	Same Time	Same Unit	Don't Know	3	50%
Energy Efficient	Same Time	Less Efficient	Very Influential	12	0%
Energy Efficient	Same Time	Less Efficient	Somewhat Influential	6	25%
Energy Efficient	Same Time	Less Efficient	Not at all Influential	2	50%
Energy Efficient	Same Time	Don't Know	Very Influential	7	0%
Energy Efficient	Same Time	Don't Know	Somewhat Influential	7	25%
Energy Efficient	Same Time	Don't Know	Not at all Influential	5	50%
Energy Efficient	Same Time	Don't Know	Don't Know	2	25%
Energy Efficient	Within a Year	Same Unit	Very Influential	9	0%
Energy Efficient	Within a Year	Same Unit	Somewhat Influential	13	25%
Energy Efficient	Within a Year	Same Unit	Not at all Influential	3	50%
Energy Efficient	Within a Year	Less Efficient	Very Influential	2	0%
Energy Efficient	Within a Year	Don't Know	Very Influential	1	0%
Energy Efficient	Within a Year	Don't Know	Somewhat Influential	2	13%
Energy Efficient	Within a Year	Don't Know	Don't Know	1	13%
Energy Efficient	> 1 Yr Later	Same Unit	Very Influential	3	0%
Energy Efficient	> 1 Yr Later	Same Unit	Somewhat Influential	1	0%
Energy Efficient	> 1 Yr Later	Less Efficient	Very Influential	3	0%
Energy Efficient	> 1 Yr Later	Less Efficient	Somewhat Influential	1	0%
Energy Efficient	> 1 Yr Later	Don't Know	Very Influential	1	0%
Energy Efficient	Don't Know	Same Unit	Very Influential	4	0%
Energy Efficient	Don't Know	Same Unit	Somewhat Influential	2	25%
Energy Efficient	Don't Know	Same Unit	Not at all Influential	1	50%
Energy Efficient	Don't Know	Less Efficient	Very Influential	1	0%
Energy Efficient	Don't Know	Less Efficient	Somewhat Influential	1	13%
Energy Efficient	Don't Know	Don't Know	Somewhat Influential	2	13%
Energy Efficient	Don't Know	Don't Know	Not at all Influential	1	25%
Don't Know	N/A / missing	N/A / missing	Very Influential	8	0%
Don't Know	N/A / missing	N/A / missing	Somewhat Influential	6	6%
Don't Know	N/A / missing	N/A / missing	Not at all Influential	2	13%
Don't Know	N/A / missing	N/A / missing	Don't Know	3	6%
TOTAL Free Ridership Score for Pool Pumps - No POS				**354**	**31%**

Table G2-13: Pool Pump Free Ridership: Point-of-Sale

What Would Have Been Purchased in the Absence of the Program?			How Influential Was the Cash Incentive? (Q2D11)	Frequency	Free Ridership Score
What Type of Equipment? (Q2D7)	When? (Q2D9)	How Efficient? (Q2D8)			
None	N/A / missing	N/A / missing	Very Influential	4	0%
None	N/A / missing	N/A / missing	Somewhat Influential	1	0%
Standard Efficiency	N/A / missing	N/A / missing	Very Influential	2	0%
Standard Efficiency	N/A / missing	N/A / missing	Somewhat Influential	2	0%
Standard Efficiency	N/A / missing	N/A / missing	Not at all Influential	3	0%
Energy Efficient	Same Time	Same Unit	Very Influential	6	0%
Energy Efficient	Same Time	Same Unit	Somewhat Influential	12	50%
Energy Efficient	Same Time	Same Unit	Not at all Influential	6	100%
Energy Efficient	Same Time	Less Efficient	Very Influential	3	0%
Energy Efficient	Same Time	Less Efficient	Somewhat Influential	1	25%
Energy Efficient	Same Time	Less Efficient	Not at all Influential	2	50%
Energy Efficient	Same Time	Don't Know	Very Influential	1	0%
Energy Efficient	Same Time	Don't Know	Not at all Influential	1	50%
Energy Efficient	Same Time	Don't Know	Don't Know	1	25%
Energy Efficient	> 1 Yr Later	Same Unit	Somewhat Influential	1	0%
Energy Efficient	> 1 Yr Later	Less Efficient	Very Influential	1	0%
Don't Know	N/A / missing	N/A / missing	Very Influential	2	0%
Don't Know	N/A / missing	N/A / missing	Not at all Influential	1	13%
TOTAL Free Ridership Score for Pool Pumps - POS				**50**	**28%**

Table G2-14: Programmable Thermostat Free Ridership

What Would Have Been Purchased in the Absence of the Program?			How Influential Was the Cash Incentive? (Q2F15)	Frequency	Free Ridership Score
What Type of Equipment? (Q2F11)	When? (Q2F12)	How Efficient? (Q2F11)			
None	N/A / missing	missing	Very Influential	23	0%
None	N/A / missing	missing	Somewhat Influential	8	0%
None	N/A / missing	missing	Not at all Influential	7	0%
Manual	N/A / missing	missing	Very Influential	8	0%
Manual	N/A / missing	missing	Somewhat Influential	13	0%
Manual	N/A / missing	missing	Not at all Influential	4	0%
Programmable	N/A / missing	Non-Energy Star	Very Influential	12	0%
Programmable	N/A / missing	Non-Energy Star	Somewhat Influential	7	13%
Programmable	N/A / missing	Non-Energy Star	Not at all Influential	3	25%
Programmable	N/A / missing	Non-Energy Star	Don't Know	1	13%
Programmable	Same Time	Energy Star	Don't Know	4	50%
Programmable	Same Time	Energy Star	Very Influential	84	0%
Programmable	Same Time	Energy Star	Somewhat Influential	183	50%
Programmable	Same Time	Energy Star	Not at all Influential	171	100%
Programmable	Same Time	Energy Star	Don't Know	8	50%
Programmable	Within a Year	Energy Star	Very Influential	11	0%
Programmable	Within a Year	Energy Star	Somewhat Influential	9	25%
Programmable	Within a Year	Energy Star	Not at all Influential	2	50%
Programmable	> 1 Yr Later	Energy Star	Very Influential	5	0%
Programmable	> 1 Yr Later	Energy Star	Somewhat Influential	1	0%
Programmable	> 1 Yr Later	Energy Star	Not at all Influential	1	0%
Programmable	Don't Know	Energy Star	Very Influential	3	0%
Programmable	Don't Know	Energy Star	Somewhat Influential	2	25%
Programmable	Don't Know	Energy Star	Not at all Influential	5	50%
Don't Know	N/A / missing	Don't Know	Very Influential	6	0%
Don't Know	N/A / missing	Don't Know	Somewhat Influential	7	6%
Don't Know	N/A / missing	Don't Know	Not at all Influential	9	13%
Don't Know	N/A / missing	Don't Know	Don't Know	4	6%
TOTAL Free Ridership Score for Programmable Thermostats				**601**	**46%**

Table G2-15: Programmable Thermostat Free Ridership: Measure 1

What Would Have Been Purchased in the Absence of the Program?			How Influential Was the Cash Incentive? (Q2F15)	Frequency	Free Ridership Score
What Type of Equipment? (Q2F11)	When? (Q2F12)	How Efficient? (Q2F11)			
None	N/A / missing	missing	Very Influential	17	0%
None	N/A / missing	missing	Somewhat Influential	3	0%
None	N/A / missing	missing	Not at all Influential	6	0%
Manual	N/A / missing	missing	Very Influential	4	0%
Manual	N/A / missing	missing	Somewhat Influential	6	0%
Manual	N/A / missing	missing	Not at all Influential	3	0%
Programmable	N/A / missing	Non-Energy Star	Very Influential	6	0%
Programmable	N/A / missing	Non-Energy Star	Somewhat Influential	5	13%
Programmable	N/A / missing	Non-Energy Star	Not at all Influential	2	25%
Programmable	N/A / missing	Non-Energy Star	Don't Know	1	13%
Programmable	Same Time	Energy Star	Very Influential	49	0%
Programmable	Same Time	Energy Star	Somewhat Influential	103	50%
Programmable	Same Time	Energy Star	Not at all Influential	92	100%
Programmable	Same Time	Energy Star	Don't Know	4	50%
Programmable	Within a Year	Energy Star	Very Influential	10	0%
Programmable	Within a Year	Energy Star	Somewhat Influential	6	25%
Programmable	Within a Year	Energy Star	Not at all Influential	2	50%
Programmable	> 1 Yr Later	Energy Star	Very Influential	4	0%
Programmable	> 1 Yr Later	Energy Star	Somewhat Influential	1	0%
Programmable	> 1 Yr Later	Energy Star	Not at all Influential	1	0%
Programmable	Don't Know	Energy Star	Very Influential	2	0%
Programmable	Don't Know	Energy Star	Somewhat Influential	1	25%
Programmable	Don't Know	Energy Star	Not at all Influential	5	50%
Don't Know	N/A / missing	Don't Know	Very Influential	4	0%
Don't Know	N/A / missing	Don't Know	Somewhat Influential	6	6%
Don't Know	N/A / missing	Don't Know	Not at all Influential	7	13%
Don't Know	N/A / missing	Don't Know	Don't Know	4	6%
TOTAL Free Ridership Score for Programmable Thermostats - Primary Measure				**354**	**43%**

Table G2-16: Programmable Thermostat Free Ridership: Measure 2

What Would Have Been Purchased in the Absence of the Program?			How Influential Was the Cash Incentive? (Q2F15)	Frequency	Free Ridership Score
What Type of Equipment? (Q2F11)	When? (Q2F12)	How Efficient? (Q2F11)			
None	N/A / missing	missing	Very Influential	2	0%
None	N/A / missing	missing	Somewhat Influential	2	0%
Manual	N/A / missing	missing	Very Influential	4	0%
Manual	N/A / missing	missing	Somewhat Influential	7	0%
Manual	N/A / missing	missing	Not at all Influential	1	0%
Programmable	N/A / missing	Non-Energy Star	Very Influential	1	0%
Programmable	Same Time	Energy Star	Very Influential	14	0%
Programmable	Same Time	Energy Star	Somewhat Influential	52	50%
Programmable	Same Time	Energy Star	Not at all Influential	53	100%
Programmable	Same Time	Energy Star	Don't Know	2	50%
Programmable	> 1 Yr Later	Energy Star	Very Influential	1	0%
Programmable	Don't Know	Energy Star	Somewhat Influential	1	25%
Don't Know	N/A / missing	Don't Know	Very Influential	1	0%
TOTAL Free Ridership Score for Programmable Thermostats - Secondary Measure				**141**	**57%**

Table G2-17: Programmable Thermostat Free Ridership: Point-of-Sale

What Would Have Been Purchased in the Absence of the Program?			How Influential Was the Cash Incentive? (Q2F15)	Frequency	Free Ridership Score
What Type of Equipment? (Q2F11)	When? (Q2F12)	How Efficient? (Q2F11)			
None	N/A / missing	missing	Very Influential	4	0%
None	N/A / missing	missing	Somewhat Influential	3	0%
None	N/A / missing	missing	Not at all Influential	1	0%
Programmable	N/A / missing	Non-Energy Star	Very Influential	5	0%
Programmable	N/A / missing	Non-Energy Star	Somewhat Influential	2	13%
Programmable	N/A / missing	Non-Energy Star	Not at all Influential	1	25%
Programmable	Same Time	Energy Star	Don't Know	4	50%
Programmable	Same Time	Energy Star	Very Influential	21	0%
Programmable	Same Time	Energy Star	Somewhat Influential	28	50%
Programmable	Same Time	Energy Star	Not at all Influential	26	100%
Programmable	Same Time	Energy Star	Don't Know	2	50%
Programmable	Within a Year	Energy Star	Very Influential	1	0%
Programmable	Within a Year	Energy Star	Somewhat Influential	3	25%
Programmable	Don't Know	Energy Star	Very Influential	1	0%
Don't Know	N/A / missing	Don't Know	Very Influential	1	0%
Don't Know	N/A / missing	Don't Know	Somewhat Influential	1	6%
Don't Know	N/A / missing	Don't Know	Not at all Influential	2	13%
TOTAL Free Ridership Score for Programmable Thermostats - Point of Sale				**106**	**42%**

Table G2-18: Room Air Conditioner Free Ridership

What Would Have Been Purchased in the Absence of the Program?			How Influential Was the Cash Incentive? (Q2D11)	Frequency	Free Ridership Score
What Type of Equipment? (Q2D7)	When? (Q2D9)	How Efficient? (Q2D8)			
None	NA / missing	NA / missing	Very Influential	7	0%
Standard Efficiency	NA / missing	NA / missing	Very Influential	3	0%
Standard Efficiency	NA / missing	NA / missing	Somewhat Influential	1	0%
Energy Efficient	Same Time	Same Unit	Very Influential	4	0%
Energy Efficient	Same Time	Same Unit	Somewhat Influential	15	50%
Energy Efficient	Same Time	Same Unit	Not at all Influential	7	100%
Energy Efficient	Same Time	Less Efficient	Very Influential	3	0%
Energy Efficient	Same Time	Don't Know	Very Influential	1	0%
Energy Efficient	Within a Year	Same Unit	Somewhat Influential	1	25%
Energy Efficient	Within a Year	Less Efficient	Very Influential	3	0%
Energy Efficient	> 1 Yr Later	Same Unit	Very Influential	2	0%
Energy Efficient	Don't Know	Same Unit	Not at all Influential	1	50%
Energy Efficient	Don't Know	Same Unit	Don't Know	1	25%
Don't Know	NA / missing	NA / missing	Somewhat Influential	1	6%
TOTAL Free Ridership Score for Room Air Conditioners				**50**	**31%**

Table G2-19: Water Heater Free Ridership

What Would Have Been Purchased in the Absence of the Program?			How Influential Was the Cash Incentive? (Q2D11)	Frequency	Free Ridership Score
What Type of Equipment? (Q2D7)	When? (Q2D9)	How Efficient? (Q2D8)			
Standard Efficiency	NA / missing	NA / missing	Very Influential	3	0%
Standard Efficiency	NA / missing	NA / missing	Somewhat Influential	3	0%
Standard Efficiency	NA / missing	NA / missing	Not at all Influential	1	0%
Energy Efficient	Same Time	Same Unit	Very Influential	10	0%
Energy Efficient	Same Time	Same Unit	Somewhat Influential	13	50%
Energy Efficient	Same Time	Same Unit	Not at all Influential	14	100%
Energy Efficient	Same Time	Less Efficient	Very Influential	1	0%
Energy Efficient	Same Time	Less Efficient	Somewhat Influential	2	25%
Energy Efficient	Same Time	Don't Know	Very Influential	1	0%
Energy Efficient	Same Time	Don't Know	Not at all Influential	1	50%
Energy Efficient	Within a Year	Same Unit	Somewhat Influential	2	25%
Energy Efficient	> 1 Yr Later	Less Efficient	Very Influential	1	0%
Don't Know	NA / missing	NA / missing	Don't Know	1	6%
TOTAL Free Ridership Score for Water Heaters				**53**	**42%**

Table G2-20: Whole House Fan Free Ridership

What Would Have Been Purchased in the Absence of the Program?			How Influential Was the Cash Incentive? (Q2D11)	Frequency	Free Ridership Score
What Type of Equipment? (Q2D7)	When? (Q2D9)	How Efficient? (Q2D8)			
None	NA / missing	NA / missing	Very Influential	5	0%
None	NA / missing	NA / missing	Somewhat Influential	1	0%
Standard Efficiency	NA / missing	NA / missing	Very Influential	2	0%
Standard Efficiency	NA / missing	NA / missing	Somewhat Influential	2	0%
Standard Efficiency	NA / missing	NA / missing	Not at all Influential	1	0%
Energy Efficient	Same Time	Same Unit	Very Influential	5	0%
Energy Efficient	Same Time	Same Unit	Somewhat Influential	12	50%
Energy Efficient	Same Time	Same Unit	Not at all Influential	7	100%
Energy Efficient	Same Time	Same Unit	Don't Know	1	50%
Energy Efficient	Same Time	Less Efficient	Very Influential	2	0%
Energy Efficient	Within a Year	Same Unit	Very Influential	6	0%
Energy Efficient	Within a Year	Same Unit	Somewhat Influential	3	25%
Energy Efficient	Within a Year	Same Unit	Not at all Influential	1	50%
Energy Efficient	Within a Year	Less Efficient	Somewhat Influential	1	13%
Energy Efficient	> 1 Yr Later	Same Unit	Very Influential	1	0%
Energy Efficient	Don't Know	Same Unit	Not at all Influential	1	50%
Don't Know	NA / missing	NA / missing	Somewhat Influential	1	6%
Don't Know	NA / missing	NA / missing	Not at all Influential	1	13%
TOTAL Free Ridership Score for Whole House Fans				**53**	**29%**

Table G2-21: Windows Free Ridership

What Would Have Been Purchased in the Absence of the Program?			How Influential Was the Cash Incentive? (Q2D11)	Frequency	Free Ridership Score
What Type of Equipment? (Q2D7)	When? (Q2D9)	How Efficient? (Q2D8)			
None	N/A / missing	N/A / missing	Very Influential	5	0%
None	N/A / missing	N/A / missing	Not at all Influential	1	0%
Standard Efficiency	N/A / missing	N/A / missing	Very Influential	4	0%
Standard Efficiency	N/A / missing	N/A / missing	Somewhat Influential	7	0%
Standard Efficiency	N/A / missing	N/A / missing	Not at all Influential	1	0%
Energy Efficient	Same Time	Same Unit	Very Influential	25	0%
Energy Efficient	Same Time	Same Unit	Somewhat Influential	78	50%
Energy Efficient	Same Time	Same Unit	Not at all Influential	87	100%
Energy Efficient	Same Time	Same Unit	Don't Know	1	50%
Energy Efficient	Same Time	Less Efficient	Somewhat Influential	4	25%
Energy Efficient	Same Time	Less Efficient	Not at all Influential	2	50%
Energy Efficient	Same Time	Don't Know	Very Influential	1	0%
Energy Efficient	Same Time	Don't Know	Somewhat Influential	1	25%
Energy Efficient	Within a Year	Same Unit	Very Influential	3	0%
Energy Efficient	Within a Year	Same Unit	Somewhat Influential	10	25%
Energy Efficient	Within a Year	Same Unit	Not at all Influential	3	50%
Energy Efficient	Within a Year	Less Efficient	Very Influential	2	0%
Energy Efficient	> 1 Yr Later	Same Unit	Somewhat Influential	2	0%
Energy Efficient	> 1 Yr Later	Less Efficient	Very Influential	2	0%
Energy Efficient	> 1 Yr Later	Less Efficient	Somewhat Influential	1	0%
Energy Efficient	Don't Know	Same Unit	Somewhat Influential	2	25%
Energy Efficient	Don't Know	Same Unit	Not at all Influential	4	50%
Energy Efficient	Don't Know	Less Efficient	Very Influential	1	0%
Energy Efficient	Don't Know	Don't Know	Somewhat Influential	2	13%
Don't Know	N/A / missing	N/A / missing	Very Influential	1	0%
Don't Know	N/A / missing	N/A / missing	Somewhat Influential	2	6%
Don't Know	N/A / missing	N/A / missing	Not at all Influential	2	13%
TOTAL Free Ridership Score for Windows				**254**	**53%**

Appendix G3

HEER Impact Tables

This section contains the final estimated program savings for the non-lighting measures included in the SFEER evaluation (HEER Program). The tables presented in this section include all of the steps used to move from ex ante gross savings estimates to ex post net savings estimates and net realization rates. These tables include:

- **Table G3-1: 2004-2005 HEER Ex Ante Gross Savings Estimates** – The data in this table was calculated by multiplying the ex ante net savings estimates (Table G3-2) by the ex ante measure-level NTG adjustments used by each of the IOUs in their 2004-2005 filings.
- **Table G3-2: 2004-2005 HEER Ex Ante Net Savings Estimates** – The ex ante net savings estimates displayed in this table were taken from the final utility reported Program savings estimates.[1]
- **Table G3-3: 2004-2005 HEER Engineering Adjustments** – Engineering analyses were completed for Central Air Conditioners, Clothes Washers and Pool Pumps. The final recommended kWh, kW and Therm adjustments based on these analyses are provided in this table.
- **Table G3-4: 2004-2005 HEER Billing Analysis Adjustments** – Billing analysis was completed for four measures: Windows, Ceiling and Wall Insulation, Pool Pumps and Programmable Thermostats. The final recommended kWh, kW and Therm adjustments based on these analyses are provided in this table.
- **Table G3-5: 2004-2005 HEER Onsite Audit Adjustments** – 267 onsite audits were completed across 14 HEER measures to verify the rebated measure had been installed at the residence and was indeed program qualifying (26 of the onsite were for refrigerators and the results are included in Appendix I). The results of these onsite audits were used to adjust the ex ante gross savings estimates (where appropriate). The onsite adjustments were not used to adjust kWh or Therm savings estimates for measures in which a billing analysis was also completed

[1] The reports received varied by utility. PG&E results are from the Residential Summary Database, SCE results are from the Annual Energy Efficiency Reports (May 2005/May 2006), and SDG&E and SCG results are from the December 2005 Statewide Residential Single Family Rebate Workbooks.

since we believe the billing analysis results are more robust and capture the same effects that the onsites audits capture.

- **Table G3-6: 2004-2005 HEER Gross Adjustments** – This table combines the gross adjustment results from the three gross savings methods used for this evaluation: engineering analysis, billing analysis and onsite verification (the results for each of these are displayed in the previous three tables). The final gross adjustment factors provided in this table were used to calculate the ex post gross savings estimates provided in Table G3-7. These adjustments can also be thought of as the ex post gross realization rates.
- **Table G3-7: 2004-2005 HEER Ex Post Gross Savings Estimates** – The ex post gross savings estimates provided in this table are calculated by multiplying the ex ante gross savings estimates from Table G3-7 by the Gross Adjustment factors included in Table G3-6.
- **Table G3-8: 2004-2005 HEER Net-to-Gross Adjustments** – The NTG adjustments included in this table are based on the results of the self-report free-ridership analysis and the discrete choice modeling. In cases where both types of analysis were completed we used the results of the discrete choice modeling for we feel they are more robust and reliable.
- **Table G3-9: 2004-2005 HEER Ex Post Net Savings Estimates** – The ex post net savings estimates presented in this table were calculated by multiplying the ex post gross saving estimates (Table G3-7) by the NTG Adjustments (Table G3-8).
- **Table G3-10: 2004-2005 HEER Ex Post Net Realization Rates** – This table presents the final ex post net realization rates for the 2004/2005 HEER Program. These RR are calculated by dividing the ex post net savings estimates (G3-9) by the ex ante net savings estimates (Table G3-2).

Table G3-1: 2004-2005 HEER Ex Ante Gross Savings Estimates

		Gross Energy Savings		
Utility	Technology	kWh	kW	Therms
PG&E	Air Conditioners	3,466,999	6,127	-
	Heat Pumps	343,870	311	-
	Room AC	126,365	196	-
	Insulation	1,680,038	2,601	646,169
	Clothes Washer - Energy Star	4,151,312	908	3,554,831
	Dishwasher - Energy Star	2,762,968	455	850,144
	Furnace - Gas	-	-	715,716
	Pool Pumps	4,810,603	7,456	-
	Programmable Thermostats	11,369,902	17,475	3,111,043
	Water Heater	57,615	9	121,394
	Whole House Evaporative Cooler	193,487	299	-
	Whole House Fan	547,851	849	-
	Windows	4,886,400	7,574	985,942
	TOTAL	34,397,409	44,261	9,985,239
SCE	Air Conditioners	2,449,525	4,607	-
	Heat Pumps	169,677	200	-
	Room AC	279,685	324	-
	Insulation	281	0	-
	Clothes Washer - Energy Star	-	-	-
	Dishwasher - Energy Star	-	-	-
	Furnace - Gas	-	-	-
	Pool Pumps	7,741,296	3,834	-
	Programmable Thermostats	7,305,016	3,055	-
	Water Heater	12,825	-	-
	Whole House Evaporative Cooler	2,286,145	1,947	-
	Whole House Fan	1,150,842	1,784	-
	Windows	507,778	517	-
	TOTAL	21,903,070	16,268	-
SCG	Insulation	4,920,960	4,897	1,321,610
	Clothes Washer - Energy Star	2,289,288	9	1,947,656
	Dishwasher - Energy Star	1,576,224	-	484,992
	Furnace - Gas	-	-	143,570
	Programmable Thermostats	5,226,892	-	2,858,070
	Water Heater	-	-	78,312
	TOTAL	14,013,364	4,905	6,834,210
SDG&E	Air Conditioners	337,845	469	-
	Heat Pumps	55,603	40	-
	Room AC	75,819	59	-
	Insulation	30,893	24	56,775
	Clothes Washer - Energy Star	618,928	2	531,949
	Dishwasher - Energy Star	519,688	85	159,904
	Furnace - Gas	-	-	11,845
	Pool Pumps	868,251	51	-
	Programmable Thermostats	1,492,894	164	300,495
	Water Heater	3,402	1	3,934
	Whole House Evaporative Cooler	3,762	7	-
	Whole House Fan	585,120	462	-
	Windows	1,649,925	1,738	-
	TOTAL	6,242,129	3,103	1,064,902
STATEWIDE	Air Conditioners	6,254,369	11,204	-
	Heat Pumps	569,150	551	-
	Room AC	481,869	579	-
	Insulation	6,632,172	7,522	2,024,554
	Clothes Washer - Energy Star	7,059,528	920	6,034,436
	Dishwasher - Energy Star	4,858,880	540	1,495,040
	Furnace - Gas	-	-	871,131
	Pool Pumps	13,420,150	11,342	-
	Programmable Thermostats	25,394,704	20,694	6,269,608
	Water Heater	73,842	9	203,640
	Whole House Evaporative Cooler	2,483,393	2,252	-
	Whole House Fan	2,283,813	3,095	-
	Windows	7,044,103	9,829	985,942
	TOTAL	76,555,973	68,537	17,884,351

Table G3-2: 2004-2005 HEER Ex Ante Net Savings Estimates

		Net Energy Savings		
Utility	Technology	kWh	kW	Therms
PG&E*	Air Conditioners	2,773,599	4,902	-
	Heat Pumps	275,096	249	-
	Room AC	101,092	157	-
	Insulation	1,344,030	2,081	516,935
	Clothes Washer - Energy Star	3,321,050	727	2,843,865
	Dishwasher - Energy Star	2,210,374	364	680,115
	Furnace - Gas	-	-	572,573
	Pool Pumps	3,848,482	5,965	-
	Programmable Thermostats	9,095,922	13,980	2,488,835
	Water Heater	46,092	7	97,115
	Whole House Evaporative Cooler	154,790	239	-
	Whole House Fan	438,281	679	-
	Windows	3,909,120	6,059	788,754
	TOTAL	27,517,928	35,408	7,988,191
SCE	Air Conditioners	2,180,077	4,100	-
	Heat Pumps	151,013	178	-
	Room AC	248,920	289	-
	Insulation	250	0	-
	Pool Pumps	6,193,037	3,413	-
	Programmable Thermostats	6,501,464	2,719	-
	Water Heater	11,414	-	-
	Whole House Evaporative Cooler	2,034,669	1,733	-
	Whole House Fan	1,024,249	1,588	-
	Windows	451,923	460	-
	TOTAL	18,797,016	14,479	-
SCG	Insulation	4,379,655	4,358	1,176,233
	Clothes Washer - Energy Star	1,831,430	7	1,558,125
	Dishwasher - Energy Star	1,260,979	-	387,994
	Furnace - Gas	-	-	127,777
	Programmable Thermostats	4,651,934	-	2,543,682
	Water Heater	-	-	69,698
	TOTAL	12,123,998	4,365	5,863,508
SDG&E	Air Conditioners	300,682	418	-
	Heat Pumps	49,487	36	-
	Room AC	60,655	47	-
	Insulation	27,495	22	50,530
	Clothes Washer - Energy Star	495,142	2	425,559
	Dishwasher - Energy Star	415,750	68	127,923
	Furnace - Gas	-	-	10,542
	Pool Pumps	772,743	45	-
	Programmable Thermostats	1,328,676	146	267,441
	Water Heater	3,028	1	3,501
	Whole House Evaporative Cooler	3,348	6	-
	Whole House Fan	520,757	411	-
	Windows	1,468,433	1,547	-
	TOTAL	5,446,196	2,748	885,496
STATEWIDE	Air Conditioners	5,254,358	9,420	-
	Heat Pumps	475,595	462	-
	Room AC	410,667	493	-
	Insulation	5,751,430	6,461	1,743,698
	Clothes Washer - Energy Star	5,647,622	736	4,827,549
	Dishwasher - Energy Star	3,887,104	432	1,196,032
	Furnace - Gas	-	-	710,892
	Pool Pumps	10,814,262	9,423	-
	Programmable Thermostats	21,577,995	16,845	5,299,957
	Water Heater	60,534	8	170,314
	Whole House Evaporative Cooler	2,192,806	1,978	-
	Whole House Fan	1,983,287	2,678	-
	Windows	5,829,475	8,066	788,754
	TOTAL	63,885,137	57,001	14,737,196

Table G3-3: 2004-2005 HEER Engineering Adjustments

		Engineering Adjustments		
Utility	Technology	kWh	kW	Therms
PG&E	Air Conditioners	1.36	1.10	1.00
	Heat Pumps	-	-	-
	Room AC	-	-	-
	Insulation	-	-	-
	Clothes Washer - Energy Star	1.02	1.75	0.65
	Dishwasher - Energy Star	-	-	-
	Furnace - Gas	-	-	-
	Pool Pumps	0.69	0.33	-
	Programmable Thermostats	-	-	-
	Water Heater	-	-	-
	Whole House Evaporative Cooler	-	-	-
	Whole House Fan	-	-	-
	Windows	-	-	-
SCE	Air Conditioners	1.20	0.80	1.00
	Heat Pumps	-	-	-
	Room AC	-	-	-
	Insulation	-	-	-
	Pool Pumps	0.69	0.33	-
	Programmable Thermostats	-	-	-
	Water Heater	-	-	-
	Whole House Evaporative Cooler	-	-	-
	Whole House Fan	-	-	-
	Windows	-	-	-
SCG	Insulation	-	-	-
	Clothes Washer - Energy Star	1.02	1.75	0.65
	Dishwasher - Energy Star	-	-	-
	Furnace - Gas	-	-	-
	Programmable Thermostats	-	-	-
	Water Heater	-	-	-
SDG&E	Air Conditioners	1.12	1.38	1.00
	Heat Pumps	-	-	-
	Room AC	-	-	-
	Insulation	-	-	-
	Clothes Washer - Energy Star	1.02	1.75	0.65
	Dishwasher - Energy Star	-	-	-
	Furnace - Gas	-	-	-
	Pool Pumps	0.69	0.33	-
	Programmable Thermostats	-	-	-
	Water Heater	-	-	-
	Whole House Evaporative Cooler	-	-	-
	Whole House Fan	-	-	-
	Windows	-	-	-

Table G3-4: 2004-2005 HEER Billing Analysis Adjustments

		Billing Analysis Adjustments		
Utility	Technology	kWh	kW	Therms
PG&E	Air Conditioners	-	-	-
	Heat Pumps	-	-	-
	Room AC	-	-	-
	Insulation	2.01	2.01	0.65
	Clothes Washer - Energy Star	-	-	-
	Dishwasher - Energy Star	-	-	-
	Furnace - Gas	-	-	-
	Pool Pumps	0.67	0.67	0.67
	Programmable Thermostats	0.46	0.46	0.10
	Water Heater	-	-	-
	Whole House Evaporative Cooler	-	-	-
	Whole House Fan	-	-	-
	Windows	0.51	0.51	0.53
SCE	Air Conditioners	-	-	-
	Heat Pumps	-	-	-
	Room AC	-	-	-
	Insulation	2.01	2.01	0.65
	Pool Pumps	0.67	0.67	0.67
	Programmable Thermostats	0.46	0.46	0.10
	Water Heater	-	-	-
	Whole House Evaporative Cooler	-	-	-
	Whole House Fan	-	-	-
	Windows	0.51	0.51	0.53
SCG	Insulation	0.55	0.55	0.23
	Clothes Washer - Energy Star	-	-	-
	Dishwasher - Energy Star	-	-	-
	Furnace - Gas	-	-	-
	Programmable Thermostats	0.46	0.46	0.10
	Water Heater	-	-	-
SDG&E	Air Conditioners	-	-	-
	Heat Pumps	-	-	-
	Room AC	-	-	-
	Insulation	2.01	2.01	0.65
	Clothes Washer - Energy Star	-	-	-
	Dishwasher - Energy Star	-	-	-
	Furnace - Gas	-	-	-
	Pool Pumps	0.67	0.67	0.67
	Programmable Thermostats	0.46	0.46	0.10
	Water Heater	-	-	-
	Whole House Evaporative Cooler	-	-	-
	Whole House Fan	-	-	-
	Windows	0.51	0.51	0.53

Table G3-5: 2004-2005 HEER Onsite Audit Adjustments

		Onsite Audit Adjustment		
Utility	Technology	kWh	kW	Therms
PG&E	Air Conditioners	100%	100%	100%
	Heat Pumps	100%	100%	100%
	Room AC	100%	100%	100%
	Insulation	100%	91%	100%
	Clothes Washer - Energy Star	100%	100%	100%
	Dishwasher - Energy Star	100%	100%	100%
	Furnace - Gas	92%	92%	92%
	Pool Pumps	100%	96%	100%
	Programmable Thermostats	100%	97%	100%
	Water Heater	100%	100%	100%
	Whole House Evaporative Cooler	100%	100%	100%
	Whole House Fan	100%	100%	100%
	Windows	100%	100%	100%
SCE	Air Conditioners	100%	100%	100%
	Heat Pumps	100%	100%	100%
	Room AC	100%	100%	100%
	Insulation	100%	91%	100%
	Pool Pumps	100%	96%	100%
	Programmable Thermostats	100%	97%	100%
	Water Heater	100%	100%	100%
	Whole House Evaporative Cooler	100%	100%	100%
	Whole House Fan	100%	100%	100%
	Windows	100%	100%	100%
SCG	Insulation	100%	91%	100%
	Clothes Washer - Energy Star	100%	100%	100%
	Dishwasher - Energy Star	100%	100%	100%
	Furnace - Gas	92%	92%	92%
	Programmable Thermostats	100%	97%	100%
	Water Heater	100%	100%	100%
SDG&E	Air Conditioners	100%	100%	100%
	Heat Pumps	100%	100%	100%
	Room AC	100%	100%	100%
	Insulation	100%	91%	100%
	Clothes Washer - Energy Star	100%	100%	100%
	Dishwasher - Energy Star	100%	100%	100%
	Furnace - Gas	92%	92%	92%
	Pool Pumps	100%	96%	100%
	Programmable Thermostats	100%	97%	100%
	Water Heater	100%	100%	100%
	Whole House Evaporative Cooler	100%	100%	100%
	Whole House Fan	100%	100%	100%
	Windows	100%	100%	100%

Table G3-6: 2004-2005 HEER Gross Adjustments

		Gross Savings Adjustment		
Utility	Technology	kWh	kW	Therms
PG&E	Air Conditioners	1.36	1.10	1.00
	Heat Pumps	1.00	1.00	1.00
	Room AC	1.00	1.00	1.00
	Insulation	2.01	2.01	0.65
	Clothes Washer - Energy Star	1.02	1.75	0.65
	Dishwasher - Energy Star	1.00	1.00	1.00
	Furnace - Gas	0.92	0.92	0.92
	Pool Pumps	0.46	0.33	0.67
	Programmable Thermostats	0.46	0.46	0.10
	Water Heater	1.00	1.00	1.00
	Whole House Evaporative Cooler	1.00	1.00	1.00
	Whole House Fan	1.00	1.00	1.00
	Windows	0.51	0.51	0.53
SCE	Air Conditioners	1.36	1.10	1.00
	Heat Pumps	1.00	1.00	1.00
	Room AC	1.00	1.00	1.00
	Insulation	2.01	2.01	0.65
	Pool Pumps	0.46	0.33	0.67
	Programmable Thermostats	0.46	0.46	0.10
	Water Heater	1.00	1.00	1.00
	Whole House Evaporative Cooler	1.00	1.00	1.00
	Whole House Fan	1.00	1.00	1.00
	Windows	0.51	0.51	0.53
SCG	Insulation	0.55	0.50	0.23
	Clothes Washer - Energy Star	1.02	1.75	0.65
	Dishwasher - Energy Star	1.00	1.00	1.00
	Furnace - Gas	0.92	0.92	0.92
	Programmable Thermostats	0.46	0.45	0.10
	Water Heater	1.00	1.00	1.00
SDG&E	Air Conditioners	1.36	1.10	1.00
	Heat Pumps	1.00	1.00	1.00
	Room AC	1.00	1.00	1.00
	Insulation	0.55	0.50	0.23
	Clothes Washer - Energy Star	1.02	1.75	0.65
	Dishwasher - Energy Star	1.00	1.00	1.00
	Furnace - Gas	0.92	0.92	0.92
	Pool Pumps	0.67	0.64	0.67
	Programmable Thermostats	0.46	0.45	0.10
	Water Heater	1.00	1.00	1.00
	Whole House Evaporative Cooler	1.00	1.00	1.00
	Whole House Fan	1.00	1.00	1.00
	Windows	0.51	0.51	0.53

Table G3-7: 2004-2005 HEER Ex Post Gross Savings Estimates

		Ex Post Gross Energy Savings		
Utility	Technology	kWh	kW	Therms
PG&E*	Air Conditioners	4,715,119	6,740	0
	Heat Pumps	343,870	311	0
	Room AC	126,365	196	0
	Insulation	3,376,877	5,228	420,010
	Clothes Washer - Energy Star	4,234,338	1,590	2,310,640
	Dishwasher - Energy Star	2,762,968	455	850,144
	Furnace - Gas	0	0	660,661
	Pool Pumps	2,223,942	2,461	0
	Programmable Thermostats	5,230,155	8,038	311,104
	Water Heater	57,615	9	121,394
	Whole House Evaporative Cooler	193,487	299	0
	Whole House Fan	547,851	849	0
	Windows	2,492,064	3,863	522,549
	TOTAL	26,304,650	30,038	5,196,502
SCE	Air Conditioners	3,331,353	5,068	-
	Heat Pumps	169,677	200	-
	Room AC	279,685	324	-
	Insulation	565	1	-
	Pool Pumps	3,578,801	1,265	-
	Programmable Thermostats	3,360,307	1,405	-
	Water Heater	12,825	-	-
	Whole House Evaporative Cooler	2,286,145	1,947	-
	Whole House Fan	1,150,842	1,784	-
	Windows	258,967	264	-
	TOTAL	14,429,168	12,257	-
SCG	Insulation	2,706,528	2,456	303,970
	Clothes Washer - Energy Star	2,335,074	15	1,265,976
	Dishwasher - Energy Star	1,576,224	-	484,992
	Furnace - Gas	-	-	132,526
	Programmable Thermostats	2,404,370	-	285,807
	Water Heater	-	-	78,312
	TOTAL	9,022,196	2,471	2,551,584
SDG&E	Air Conditioners	459,469	516	-
	Heat Pumps	55,603	40	-
	Room AC	75,819	59	-
	Insulation	16,991	12	13,058
	Clothes Washer - Energy Star	631,307	4	345,767
	Dishwasher - Energy Star	519,688	85	159,904
	Furnace - Gas	-	-	10,934
	Pool Pumps	581,728	33	-
	Programmable Thermostats	686,731	73	30,050
	Water Heater	3,402	1	3,934
	Whole House Evaporative Cooler	3,762	7	-
	Whole House Fan	585,120	462	-
	Windows	841,462	886	-
	TOTAL	4,461,081	2,179	563,646
STATEWIDE	Air Conditioners	8,505,941	12,324	-
	Heat Pumps	569,150	551	-
	Room AC	481,869	579	-
	Insulation	6,100,961	7,696	737,038
	Clothes Washer - Energy Star	7,200,719	1,609	3,922,383
	Dishwasher - Energy Star	4,858,880	540	1,495,040
	Furnace - Gas	-	-	804,121
	Pool Pumps	6,384,471	3,759	-
	Programmable Thermostats	11,681,564	9,517	626,961
	Water Heater	73,842	9	203,640
	Whole House Evaporative Cooler	2,483,393	2,252	-
	Whole House Fan	2,283,813	3,095	-
	Windows	3,592,492	5,013	522,549
	TOTAL	54,217,096	46,945	8,311,733

Table G3-8: 2004-2005 HEER Net-to-Gross Adjustments

		NTG Adjustment		
Utility	Technology	kWh	kW	Therms
PG&E	Air Conditioners	67%	67%	67%
	Heat Pumps	55%	55%	55%
	Room AC	69%	69%	69%
	Insulation	70%	70%	70%
	Clothes Washer - Energy Star	81%	81%	81%
	Dishwasher - Energy Star	41%	41%	41%
	Furnace - Gas	52%	52%	52%
	Pool Pumps	69%	69%	69%
	Programmable Thermostats	49%	49%	49%
	Water Heater	58%	58%	58%
	Whole House Evaporative Cooler	66%	66%	66%
	Whole House Fan	71%	71%	71%
	Windows	47%	47%	47%
SCE	Air Conditioners	67%	67%	67%
	Heat Pumps	55%	55%	55%
	Room AC	69%	69%	69%
	Insulation	70%	70%	70%
	Pool Pumps	69%	69%	69%
	Programmable Thermostats	49%	49%	49%
	Water Heater	58%	58%	58%
	Whole House Evaporative Cooler	66%	66%	66%
	Whole House Fan	71%	71%	71%
	Windows	47%	47%	47%
SCG	Insulation	70%	70%	70%
	Clothes Washer - Energy Star	81%	81%	81%
	Dishwasher - Energy Star	41%	41%	41%
	Furnace - Gas	52%	52%	52%
	Programmable Thermostats	49%	49%	49%
	Water Heater	58%	58%	58%
SDG&E	Air Conditioners	67%	67%	67%
	Heat Pumps	55%	55%	55%
	Room AC	69%	69%	69%
	Insulation	70%	70%	70%
	Clothes Washer - Energy Star	81%	81%	81%
	Dishwasher - Energy Star	41%	41%	41%
	Furnace - Gas	52%	52%	52%
	Pool Pumps	69%	69%	69%
	Programmable Thermostats	49%	49%	49%
	Water Heater	58%	58%	58%
	Whole House Evaporative Cooler	66%	66%	66%
	Whole House Fan	71%	71%	71%
	Windows	47%	47%	47%

Table G3-9: 2004-2005 HEER Ex Post Net Savings Estimates

		Ex Post Net Energy Savings		
Utility	Technology	kWh	kW	Therms
PG&E*	Air Conditioners	3,159,130	4,516	-
	Heat Pumps	190,691	173	-
	Room AC	87,034	135	-
	Insulation	2,363,814	3,660	294,007
	Clothes Washer - Energy Star	3,429,814	1,288	1,871,619
	Dishwasher - Energy Star	1,119,135	184	344,349
	Furnace - Gas	-	-	340,240
	Pool Pumps	1,538,937	1,703	-
	Programmable Thermostats	2,562,776	3,939	152,441
	Water Heater	33,631	5	70,861
	Whole House Evaporative Cooler	128,517	198	-
	Whole House Fan	386,984	600	-
	Windows	1,158,957	1,796	243,016
	TOTAL	16,159,420	18,196	3,316,533
SCE	Air Conditioners	2,232,007	3,395	-
	Heat Pumps	94,094	111	-
	Room AC	192,633	223	-
	Insulation	395	0	-
	Pool Pumps	2,476,482	876	-
	Programmable Thermostats	1,646,550	689	-
	Water Heater	7,486	-	-
	Whole House Evaporative Cooler	1,518,493	1,293	-
	Whole House Fan	812,918	1,260	-
	Windows	120,435	123	-
	TOTAL	9,101,494	7,970	-
SCG	Insulation	1,894,570	1,719	212,779
	Clothes Washer - Energy Star	1,891,410	12	1,025,441
	Dishwasher - Energy Star	638,447	-	196,445
	Furnace - Gas	-	-	68,251
	Programmable Thermostats	1,178,141	-	140,045
	Water Heater	-	-	45,713
	TOTAL	5,602,567	1,731	1,688,674
SDG&E	Air Conditioners	307,844	346	-
	Heat Pumps	30,834	22	-
	Room AC	52,220	41	-
	Insulation	11,894	9	9,141
	Clothes Washer - Energy Star	511,358	3	280,071
	Dishwasher - Energy Star	210,499	34	64,769
	Furnace - Gas	-	-	5,631
	Pool Pumps	402,548	23	-
	Programmable Thermostats	336,498	36	14,724
	Water Heater	1,986	0	2,296
	Whole House Evaporative Cooler	2,499	4	-
	Whole House Fan	413,310	327	-
	Windows	391,329	412	-
	TOTAL	2,672,820	1,257	376,632
STATEWIDE	Air Conditioners	5,698,981	8,257	-
	Heat Pumps	315,620	306	-
	Room AC	331,888	399	-
	Insulation	4,270,672	5,387	515,927
	Clothes Washer - Energy Star	5,832,582	1,304	3,177,131
	Dishwasher - Energy Star	1,968,080	219	605,563
	Furnace - Gas	-	-	414,122
	Pool Pumps	4,417,967	2,601	-
	Programmable Thermostats	5,723,966	4,663	307,211
	Water Heater	43,104	6	118,870
	Whole House Evaporative Cooler	1,649,509	1,496	-
	Whole House Fan	1,613,212	2,186	-
	Windows	1,670,721	2,331	243,016
	TOTAL	33,536,301	29,155	5,381,840

Table G3-10: 2004-2005 HEER Net Realization Rates

		Net Realization Rates		
Utility	Technology	kWh	kW	Therms
PG&E	Air Conditioners	1.14	0.92	-
	Heat Pumps	0.69	0.69	-
	Room AC	0.86	0.86	-
	Insulation	1.76	1.76	0.57
	Clothes Washer - Energy Star	1.03	1.77	0.66
	Dishwasher - Energy Star	0.51	0.51	0.51
	Furnace - Gas	-	-	0.59
	Pool Pumps	0.40	0.29	-
	Programmable Thermostats	0.28	0.28	0.06
	Water Heater	0.73	0.73	0.73
	Whole House Evaporative Cooler	0.83	0.83	-
	Whole House Fan	0.88	0.88	-
	Windows	0.30	0.30	0.31
	TOTAL	0.59	0.51	0.42
SCE	Air Conditioners	1.02	0.83	-
	Heat Pumps	0.62	0.62	-
	Room AC	0.77	0.77	-
	Insulation	1.58	1.58	-
	Pool Pumps	0.40	0.26	-
	Programmable Thermostats	0.25	0.25	-
	Water Heater	0.66	na	-
	Whole House Evaporative Cooler	0.75	0.75	-
	Whole House Fan	0.79	0.79	-
	Windows	0.27	0.27	-
	TOTAL	0.48	0.55	-
SCG	Insulation	0.43	0.39	0.18
	Clothes Washer - Energy Star	1.03	1.77	0.66
	Dishwasher - Energy Star	0.51	na	0.51
	Furnace - Gas	-	-	0.53
	Programmable Thermostats	0.25	na	0.06
	Water Heater	-	-	0.66
	TOTAL	0.46	0.40	0.29
SDG&E	Air Conditioners	1.02	0.83	-
	Heat Pumps	0.62	0.62	-
	Room AC	0.86	0.86	-
	Insulation	0.43	0.39	0.18
	Clothes Washer - Energy Star	1.03	1.77	0.66
	Dishwasher - Energy Star	0.51	0.51	0.51
	Furnace - Gas	-	-	0.53
	Pool Pumps	0.52	0.50	-
	Programmable Thermostats	0.25	0.25	0.06
	Water Heater	0.66	0.66	0.66
	Whole House Evaporative Cooler	0.75	0.75	-
	Whole House Fan	0.79	0.79	-
	Windows	0.27	0.27	-
	TOTAL	0.49	0.46	0.43
STATEWIDE	Air Conditioners	1.08	0.88	-
	Heat Pumps	0.66	0.66	-
	Room AC	0.81	0.81	-
	Insulation	0.74	0.83	0.30
	Clothes Washer - Energy Star	1.03	1.77	0.66
	Dishwasher - Energy Star	0.51	0.51	0.51
	Furnace - Gas	-	-	0.58
	Pool Pumps	0.41	0.28	-
	Programmable Thermostats	0.27	0.28	0.06
	Water Heater	0.71	0.72	0.70
	Whole House Evaporative Cooler	0.75	0.76	-
	Whole House Fan	0.81	0.82	-
	Windows	0.29	0.29	0.31
	TOTAL	0.52	0.51	0.37

Appendix H

Survey Tables

General Population Survey Tables

0C. SCREENER FOR ALL

Q0C1. What type of home do you live in?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Single Family Detached	90%	83%	97%	89%	85%	91%	92%	92%	89%	90%	92%	86%	91%	30%	96%	96%	0%	79%	66%	64%	75%	79%	82%
CONDO/APT/TOWNHOME -4 units or LESS	4%	5%	3%	4%	6%	3%	3%	2%	5%	4%	2%	5%	4%	23%	2%	4%	0%	9%	10%	11%	8%	9%	9%
CONDO/APT/TOWNHOME -5 units or MORE	6%	11%	0%	5%	8%	6%	4%	4%	6%	6%	5%	9%	4%	45%	1%	0%	88%	10%	22%	22%	15%	10%	9%
Mobile Home	1%	1%	0%	1%	0%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%	12%	2%	1%	0%	2%	2%	1%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%
N	2511	1283	1228	902	400	609	600	662	1849	2338	130	692	1819	193	2316	2393	116	756	209	35	52	573	103

Q0C1B. Do you Rent or Own your home?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Own	90%	82%	100%	90%	88%	94%	90%	91%	90%	90%	90%	81%	94%	0%	100%	94%	30%	82%	66%	55%	83%	80%	84%
Rent	10%	18%	0%	10%	12%	6%	10%	9%	10%	10%	10%	19%	6%	100%	0%	6%	70%	18%	34%	45%	17%	19%	16%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N	2511	1283	1228	902	400	609	600	662	1849	2338	130	692	1819	193	2316	2393	116	756	209	35	52	573	103

Q0C1C. Do you pay your own electric bill?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Pay their own utility	100%	100%	0%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	0%	100%	100%	100%	100%	100%	100%	100%	100%
N	193	193	0	75	38	30	50	47	146	181	10	105	88	193	0	115	77	106	73	14	8	79	16

0D. CFL AWARENESS

Q0D1. Have you ever heard of compact fluorescent light bulbs or CFLs?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	74%	70%	80%	77%	75%	69%	69%	69%	75%	74%	64%	68%	76%	69%	75%	74%	69%	83%	65%	0%	80%	82%	86%
NO	21%	25%	16%	19%	21%	25%	25%	26%	20%	21%	29%	26%	19%	26%	20%	20%	27%	14%	29%	80%	16%	14%	11%
DON'T KNOW	5%	5%	5%	4%	4%	6%	6%	5%	5%	5%	7%	6%	5%	6%	5%	5%	4%	3%	6%	20%	4%	3%	3%
N	1000	583	417	400	200	200	200	260	740	932	51	289	711	193	805	882	116	756	209	35	52	573	103

Q0D2. Have you ever heard of CFLs?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	83%	82%	85%	87%	77%	82%	81%	83%	83%	85%	57%	77%	86%	74%	86%	84%	79%	100%	100%	0%	100%	100%	100%
NO	15%	17%	12%	11%	21%	16%	17%	15%	15%	14%	37%	22%	11%	24%	12%	14%	18%	0%	0%	89%	0%	0%	0%
DON'T KNOW	2%	1%	3%	2%	3%	2%	2%	2%	2%	2%	7%	1%	2%	2%	2%	2%	3%	0%	0%	11%	0%	0%	0%
N	238	164	74	85	42	54	57	73	165	214	16	90	148	59	179	203	34	129	74	35	10	99	15

Q0D3. When did you first become aware of CFLs?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
In the last two years (2005 or 2006)	38%	40%	35%	33%	37%	44%	42%	39%	37%	37%	48%	42%	36%	42%	36%	37%	42%	31%	52%	0%	8%	29%	47%
More than 2 years ago but since the ener	19%	20%	19%	20%	18%	17%	22%	22%	19%	20%	15%	20%	19%	17%	20%	20%	18%	21%	17%	0%	20%	23%	16%
During the Energy Crisis OR	7%	8%	6%	10%	7%	5%	4%	9%	6%	7%	9%	9%	6%	8%	7%	7%	7%	8%	6%	0%	10%	8%	5%
More than 5 years ago (before the energy	29%	26%	34%	33%	30%	23%	26%	25%	31%	30%	26%	23%	32%	25%	31%	31%	21%	36%	16%	0%	59%	35%	24%
DON'T KNOW	6%	7%	6%	3%	8%	11%	7%	4%	7%	6%	3%	6%	6%	7%	6%	5%	13%	5%	9%	0%	2%	4%	9%
N	965	558	407	392	192	191	190	250	715	904	45	272	693	179	784	855	109	756	209	0	52	573	103

Q0D4. Can you recall how you first became aware of CFLs?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
In Store display/point of sale materials	30%	29%	32%	32%	26%	32%	26%	32%	29%	30%	22%	25%	32%	20%	32%	30%	26%	33%	19%	.	27%	34%	29%
Television	14%	15%	12%	14%	12%	13%	15%	17%	12%	14%	13%	16%	13%	12%	14%	14%	9%	14%	11%	.	10%	15%	13%
Internet	0%	1%	0%	0%	1%	1%	0%	0%	0%	0%	2%	1%	0%	1%	0%	0%	1%	0%	0%	.	0%	1%	0%
Newspaper	6%	6%	7%	7%	4%	8%	6%	7%	6%	6%	0%	6%	7%	3%	7%	6%	7%	7%	4%	.	10%	7%	4%
Magazines	5%	4%	6%	6%	3%	6%	3%	4%	5%	5%	0%	3%	5%	3%	5%	5%	3%	6%	1%	.	4%	6%	4%
Radio	1%	1%	1%	2%	0%	0%	1%	2%	1%	1%	0%	1%	1%	2%	1%	1%	1%	1%	1%	.	0%	1%	2%
Word of mouth(Friends/Family/Neighbor/Co	22%	22%	21%	20%	23%	19%	27%	18%	23%	21%	31%	27%	20%	30%	20%	22%	24%	19%	33%	.	17%	18%	23%
Sales person	1%	1%	0%	1%	1%	1%	0%	2%	0%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	.	0%	0%	2%
Consumer reports	1%	1%	1%	1%	0%	1%	0%	1%	0%	0%	2%	0%	1%	1%	1%	1%	1%	1%	1%	.	2%	1%	0%
Energy Star Program website	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	0%	0%	0%
Utility bill insert/mailing	7%	8%	6%	7%	10%	6%	6%	7%	7%	7%	13%	9%	6%	10%	7%	7%	12%	7%	8%	.	12%	7%	6%
Governor or other governmental announcem	1%	1%	1%	1%	0%	0%	2%	0%	1%	1%	0%	1%	1%	2%	0%	1%	2%	1%	0%	.	0%	1%	2%
Received FREE CFL in the mail	3%	3%	2%	2%	4%	2%	5%	3%	3%	3%	9%	6%	2%	6%	2%	3%	4%	2%	4%	.	0%	2%	4%
Received FREE COUPON for CFL in the mail	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	.	0%	0%	0%
Flex your power	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	0%	0%	0%
Already in home	1%	1%	1%	1%	2%	0%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	0%	1%	1%	.	0%	1%	2%
Contractor	1%	1%	1%	0%	2%	2%	0%	0%	1%	1%	2%	1%	1%	1%	1%	1%	0%	1%	1%	.	0%	1%	2%
Landlord	0%	1%	0%	1%	1%	0%	1%	1%	0%	0%	0%	1%	0%	1%	0%	1%	0%	1%	0%	.	0%	0%	2%
Personal research	0%	1%	0%	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	1%	.	0%	0%	0%
Through my job	2%	2%	2%	1%	2%	4%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	.	2%	2%	2%
Already installed in new home	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	.	0%	1%	0%
School	0%	1%	0%	0%	0%	1%	1%	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	1%	.	0%	0%	0%
Other Record	2%	2%	1%	2%	1%	1%	2%	2%	1%	1%	2%	2%	1%	2%	1%	2%	1%	1%	2%	.	2%	1%	4%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	0%	0%	0%
DON'T KNOW	18%	16%	20%	18%	21%	16%	16%	15%	19%	19%	4%	12%	20%	18%	18%	18%	21%	18%	18%	.	29%	16%	18%
N	965	558	407	392	192	191	190	250	715	904	45	272	693	179	784	855	109	756	209	0	52	573	103

Q0D5. Have you ever purchased any CFLs?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	68%	63%	75%	68%	72%	66%	66%	66%	68%	67%	82%	61%	70%	51%	73%	71%	51%	100%	0%	0%	100%	100%	100%
NO	31%	36%	23%	30%	26%	32%	34%	34%	30%	31%	18%	38%	28%	46%	26%	28%	44%	0%	95%	0%	0%	0%	0%
DON'T KNOW	2%	1%	2%	2%	2%	2%	0%	0%	2%	2%	0%	1%	2%	3%	1%	1%	4%	0%	5%	0%	0%	0%	0%
N	965	558	407	392	192	191	190	250	715	904	45	272	693	179	784	855	109	756	209	0	52	573	103

Q0D6. Have you purchase any CFLs since january of 2004?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
2004	46%	48%	44%	48%	47%	43%	45%	45%	46%	45%	58%	49%	45%	43%	47%	46%	51%	46%	.	.	0%	61%	0%
2005	63%	61%	66%	59%	69%	69%	59%	59%	65%	64%	55%	63%	63%	61%	63%	64%	52%	63%	.	.	0%	83%	0%
2006	56%	56%	56%	54%	56%	57%	60%	56%	56%	56%	50%	57%	56%	57%	56%	57%	52%	56%	.	.	0%	58%	89%
2007	8%	9%	8%	8%	8%	9%	8%	9%	8%	8%	10%	8%	8%	7%	8%	8%	5%	8%	.	.	0%	8%	16%
DID NOT PURCHASE in 2004,2005,2006 & 20	7%	7%	6%	9%	3%	7%	4%	9%	6%	7%	0%	7%	7%	8%	6%	6%	13%	7%	.	.	94%	0%	0%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	.	0%	0%	0%
DON'T KNOW	4%	4%	4%	5%	4%	1%	6%	4%	4%	4%	5%	3%	5%	3%	4%	4%	5%	4%	.	.	6%	0%	0%
N	756%	411%	345%	305%	161%	149%	141%	192%	564%	704%	40%	198%	558%	106%	648%	694%	61%	756%	0%	0%	52%	573%	103%

Q0D7. Would you say your most recent CFL purchase was in the past three years (2004 or later) or more than 3 years ago?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Within the last 3 years	89%	96%	81%	93%	83%	100%	81%	100%	85%	87%	100%	87%	89%	100%	88%	88%	100%	89%	0%	0%	0%	0%	0%
More than three years ago	9%	0%	19%	7%	17%	0%	10%	0%	12%	10%	0%	0%	11%	0%	10%	10%	0%	9%	0%	0%	100%	0%	0%
DON'T KNOW	2%	4%	0%	0%	0%	0%	10%	0%	3%	2%	0%	13%	0%	0%	2%	2%	0%	2%	0%	0%	0%	0%	0%
N	31	16	15	14	6	2	9	7	24	27	2	5	26	3	28	28	3	31	0	0	3	0	0

Q0D8. On approximately how many separate occasions have you purchased CFLs?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Once	21%	24%	17%	22%	19%	19%	22%	26%	19%	21%	16%	26%	19%	27%	20%	20%	27%	21%	0%	0%	47%	11%	35%
2 or 3 times OR	41%	40%	41%	38%	46%	41%	41%	38%	41%	40%	49%	42%	40%	39%	41%	41%	38%	41%	0%	0%	38%	40%	44%
More than 3 times?	37%	35%	40%	39%	35%	36%	37%	36%	38%	37%	34%	30%	40%	32%	38%	38%	35%	37%	0%	0%	13%	47%	20%
DON'T KNOW	1%	1%	2%	1%	0%	3%	0%	0%	2%	1%	0%	2%	1%	2%	1%	1%	0%	1%	0%	0%	2%	1%	1%
N	756	411	345	305	161	149	141	192	564	704	40	198	558	106	648	694	61	756	0	0	52	573	103

Q0D10. When was your first CFL purchase?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
In the past year (2007 or 2006)	14%	15%	13%	16%	13%	11%	13%	16%	13%	14%	18%	16%	13%	16%	13%	14%	13%	14%	0%	0%	0%	0%	65%
2005	15%	16%	15%	12%	17%	20%	17%	15%	15%	16%	8%	18%	14%	19%	14%	15%	16%	15%	0%	0%	2%	23%	3%
2004	21%	24%	16%	16%	22%	20%	32%	19%	21%	20%	30%	24%	20%	30%	19%	20%	30%	21%	0%	0%	0%	31%	5%
between 2001 and 2003	25%	23%	27%	30%	24%	23%	15%	25%	24%	25%	29%	20%	26%	19%	26%	26%	14%	25%	0%	0%	51%	24%	13%
prior to 2001	15%	13%	18%	17%	13%	16%	12%	15%	15%	15%	11%	13%	16%	7%	17%	15%	15%	15%	0%	0%	33%	14%	5%
DON'T KNOW	11%	10%	12%	10%	11%	11%	11%	9%	11%	11%	5%	8%	12%	9%	11%	10%	12%	11%	0%	0%	14%	8%	8%
N	756	411	345	305	161	149	141	192	564	704	40	198	558	106	648	694	61	756	0	0	52	573	103

3B. CFL PURCHASES

Q3B5. Approximately how many bulbs did you buy?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
1	8%	6%	9%	7%	6%	9%	9%	6%	8%	8%	2%	9%	7%	1%	9%	8%	1%	8%	0%	0%	11%	6%	9%
2	16%	16%	17%	15%	21%	18%	14%	17%	16%	17%	5%	15%	17%	24%	15%	15%	25%	16%	0%	0%	28%	14%	14%
3	9%	10%	8%	8%	15%	9%	8%	11%	9%	9%	3%	10%	9%	13%	9%	9%	10%	9%	0%	0%	5%	11%	8%
4	23%	21%	26%	26%	25%	21%	20%	24%	23%	25%	11%	20%	25%	21%	24%	23%	25%	23%	0%	0%	18%	23%	26%
5	2%	3%	2%	2%	3%	3%	2%	2%	2%	2%	10%	4%	2%	3%	2%	2%	4%	2%	0%	0%	0%	3%	1%
6	15%	15%	16%	15%	10%	11%	24%	14%	16%	15%	17%	16%	15%	13%	15%	15%	11%	15%	0%	0%	8%	18%	11%
7	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	2%	1%	0%	0%	1%	1%	0%	1%	0%	0%	0%	1%	1%
8	7%	8%	7%	6%	8%	10%	8%	8%	7%	7%	17%	6%	8%	7%	8%	7%	8%	7%	0%	0%	6%	7%	11%
9	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
10	3%	3%	2%	4%	0%	2%	3%	3%	3%	2%	13%	1%	3%	2%	3%	3%	1%	3%	0%	0%	5%	3%	2%
12	4%	4%	3%	6%	2%	4%	1%	5%	3%	3%	9%	6%	3%	3%	4%	4%	1%	4%	0%	0%	4%	3%	4%
15	1%	2%	0%	2%	0%	1%	0%	1%	1%	1%	4%	2%	1%	3%	1%	1%	2%	1%	0%	0%	0%	1%	2%
16	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	1%
18	0%	0%	1%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%
20	1%	1%	1%	0%	3%	1%	0%	0%	1%	1%	1%	1%	1%	0%	1%	1%	2%	1%	0%	0%	0%	1%	2%
24	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
25	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
30	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
40	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	2%	0%	0%
50	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
65	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	7%	8%	6%	8%	4%	5%	10%	6%	7%	8%	1%	8%	7%	8%	7%	7%	8%	7%	0%	0%	11%	7%	3%
Mean	5.5	5.8	5.1	5.8	5.5	5.4	5.0	5.9	5.4	5.4	7.8	5.2	5.6	5.2	5.5	5.5	4.9	5.5	.	.	5.2	5.4	6.4
N	756	411	345	305	161	149	141	192	564	704	40	198	558	106	648	694	61	756	0	0	52	573	103

Q3B6. Where did you make this purchase?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Home improvement/hardware store (Home De	52%	47%	59%	47%	57%	56%	55%	50%	53%	53%	45%	46%	55%	37%	55%	54%	34%	52%	.	.	52%	54%	44%
BIG BOX retailer (KMart,Target,WalMart,S	11%	12%	9%	9%	12%	15%	9%	12%	10%	11%	8%	15%	9%	18%	10%	10%	20%	11%	.	.	10%	10%	17%
COSTCO	17%	15%	20%	23%	16%	12%	13%	15%	18%	17%	23%	15%	18%	8%	19%	18%	5%	17%	.	.	8%	20%	9%
Food store Supermarket (Safeway,Albertso	5%	8%	2%	5%	4%	3%	8%	7%	4%	5%	3%	7%	5%	10%	4%	5%	11%	5%	.	.	4%	4%	12%
Drug store (Longs,Rite Aid, Walgreens)	4%	5%	2%	6%	2%	1%	4%	6%	3%	3%	10%	7%	2%	8%	3%	3%	7%	4%	.	.	6%	3%	4%
Lighting Supply Store/lighting showroom	2%	2%	1%	2%	2%	1%	1%	2%	2%	2%	3%	1%	2%	5%	1%	2%	5%	2%	.	.	2%	1%	4%
Mail Order Catalog	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	3%	1%	0%	0%	0%	0%	0%	0%	.	.	0%	0%	0%
Over the Internet	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	.	.	0%	0%	0%
Home Energy Show	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	.	0%	0%	0%
Small retailer	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	0%	1%	1%	0%	2%	1%	2%	1%	.	.	0%	1%	2%
Record Verbatim	1%	1%	1%	0%	1%	3%	0%	0%	1%	1%	0%	0%	1%	1%	1%	1%	3%	1%	.	.	2%	1%	2%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	.	0%	0%	0%
DON'T KNOW	7%	9%	4%	6%	5%	8%	9%	8%	7%	7%	8%	8%	7%	13%	6%	6%	13%	7%	.	.	17%	5%	8%
N	756	411	345	305	161	149	141	192	564	704	40	198	558	106	648	694	61	756	0	0	52	573	103

Q3B7. For this purchase, why did you choose CFLs instead of regular light bulbs?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Reduce Electricity bill	19%	18%	21%	17%	17%	26%	21%	18%	20%	19%	20%	18%	20%	22%	19%	19%	21%	19%	.	.	17%	19%	23%
Save/Conserve energy	66%	63%	69%	66%	66%	62%	69%	64%	66%	65%	75%	62%	67%	59%	67%	66%	59%	66%	.	.	60%	68%	59%
Extra cost for compact fluorescent bulb	2%	1%	2%	1%	3%	1%	1%	1%	2%	2%	0%	1%	2%	3%	1%	1%	2%	2%	.	.	0%	2%	0%
Energy savings worth extra up-front cost	3%	3%	3%	4%	3%	2%	1%	4%	3%	3%	0%	3%	3%	3%	3%	3%	5%	3%	.	.	2%	3%	4%
Cost savings worth extra up-front cost,a	3%	3%	2%	4%	3%	3%	0%	3%	2%	3%	3%	3%	3%	3%	3%	3%	2%	3%	.	.	0%	2%	5%
It's the right thing to do	3%	4%	3%	4%	1%	3%	5%	2%	4%	4%	0%	3%	4%	7%	3%	3%	5%	3%	.	.	4%	3%	4%
Product works better/higher quality	5%	5%	6%	4%	6%	5%	7%	4%	5%	5%	5%	6%	5%	4%	5%	5%	5%	5%	.	.	0%	6%	5%
Like to have new, high-tech products	0%	0%	1%	0%	1%	1%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	0%	.	.	2%	0%	0%
Salesperson convinced me it was best choice	1%	1%	0%	1%	1%	0%	0%	1%	1%	0%	3%	1%	1%	1%	1%	1%	0%	1%	.	.	0%	1%	0%
To redeem a coupon	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	.	0%	0%	0%
Friend/family suggest I purchase CFL	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	5%	2%	1%	3%	1%	1%	2%	1%	.	.	4%	1%	1%
To try them out	7%	7%	7%	6%	8%	8%	7%	6%	7%	7%	5%	6%	7%	4%	8%	7%	8%	7%	.	.	19%	5%	13%
CFLs last longer	22%	23%	21%	20%	20%	27%	23%	23%	22%	23%	3%	27%	20%	32%	20%	22%	26%	22%	.	.	19%	23%	16%
Building code/city required	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%	1%	1%	0%	0%	0%	0%	.	.	0%	1%	0%
Sale / Reduced Cost	3%	4%	1%	3%	2%	4%	3%	3%	3%	3%	3%	5%	2%	5%	3%	2%	8%	3%	.	.	2%	3%	5%
To replace bulbs already installed in fixture	2%	1%	3%	2%	3%	1%	1%	1%	2%	2%	3%	1%	2%	2%	2%	2%	0%	2%	.	.	0%	2%	4%
Other - Specify	1%	2%	1%	2%	2%	1%	1%	2%	1%	1%	3%	2%	1%	2%	1%	1%	0%	1%	.	.	2%	1%	1%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	.	0%	0%	0%
DON'T KNOW	1%	2%	1%	2%	1%	1%	0%	1%	1%	1%	0%	1%	1%	3%	1%	1%	3%	1%	.	.	4%	1%	2%
N	756	411	345	305	161	149	141	192	564	704	40	198	558	106	648	694	61	756	0	0	52	573	103

Q3B8. Was there a special promotion or sale on CFLs at the store when you purchased these CFL(s)?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	23%	27%	17%	28%	18%	21%	17%	28%	21%	22%	36%	31%	20%	27%	22%	21%	33%	23%	0%	0%	10%	24%	31%
NO	63%	60%	68%	58%	67%	66%	70%	60%	64%	63%	53%	56%	66%	60%	64%	65%	52%	63%	0%	0%	64%	66%	52%
REFUSED	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	2%	0%	0%
DON'T KNOW	14%	13%	15%	14%	15%	12%	13%	12%	14%	14%	11%	13%	14%	11%	14%	14%	15%	14%	0%	0%	24%	10%	16%
N	756	411	345	305	161	149	141	192	564	704	40	198	558	106	648	694	61	756	0	0	52	573	103

Q3B9. How likely were you to have purchased [this bulb/these bulbs] if you didn't get the discount?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Very Likely	34%	29%	44%	32%	50%	32%	31%	23%	39%	32%	58%	29%	37%	38%	33%	31%	49%	34%	0%	0%	40%	34%	35%
Somewhat likely	35%	38%	30%	41%	39%	28%	23%	41%	33%	38%	9%	39%	33%	32%	37%	37%	26%	35%	0%	0%	20%	37%	34%
Not very likely OR	18%	19%	17%	14%	2%	36%	27%	20%	18%	19%	10%	18%	18%	24%	16%	18%	22%	18%	0%	0%	20%	17%	23%
Very unlikely	10%	11%	7%	11%	7%	5%	15%	16%	6%	11%	0%	8%	11%	6%	11%	11%	3%	10%	0%	0%	19%	9%	7%
DON'T KNOW	2%	3%	1%	3%	2%	0%	4%	0%	3%	0%	23%	5%	1%	0%	3%	3%	0%	2%	0%	0%	0%	3%	2%
N	168	107	61	85	30	28	25	48	120	152	16	60	108	26	141	147	21	168	0	0	5	131	30

Q3B10. Did the discount encourage you to buy more CFLs than if there had not been a discount?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	76%	70%	89%	80%	61%	71%	85%	66%	81%	76%	76%	70%	80%	70%	78%	78%	67%	76%	0%	0%	40%	81%	76%
NO	18%	22%	11%	13%	36%	29%	8%	22%	16%	18%	24%	24%	15%	30%	15%	16%	28%	18%	0%	0%	40%	18%	17%
DON'T KNOW	5%	8%	0%	7%	2%	0%	8%	12%	2%	6%	0%	7%	5%	0%	7%	5%	6%	5%	0%	0%	19%	1%	7%
N	168	107	61	85	30	28	25	48	120	152	16	60	108	26	141	147	21	168	0	0	5	131	30

Q3B11 . How much did you pay PER BULB for the CFLs you purchased most recently (CFL_YEAR)?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Under $1.00	4%	6%	1%	5%	3%	3%	3%	4%	4%	4%	9%	4%	4%	7%	4%	4%	6%	4%	0%	0%	2%	4%	7%
$1.00 to $1.99	6%	6%	6%	9%	2%	6%	5%	7%	6%	6%	7%	8%	5%	4%	6%	6%	4%	6%	0%	0%	1%	7%	8%
$2.00 to $2.99	5%	6%	4%	6%	5%	3%	5%	8%	4%	5%	7%	5%	5%	7%	4%	5%	5%	5%	0%	0%	0%	5%	8%
$3.00 to $3.99	2%	2%	3%	2%	2%	1%	4%	1%	3%	2%	2%	2%	3%	2%	2%	2%	2%	2%	0%	0%	2%	2%	3%
$4.00 to $4.99	2%	2%	2%	1%	1%	5%	2%	2%	2%	2%	4%	4%	2%	2%	2%	2%	2%	2%	0%	0%	0%	2%	3%
$5.00 to $5.99	3%	4%	3%	3%	4%	4%	2%	3%	4%	3%	4%	2%	4%	2%	4%	3%	4%	3%	0%	0%	2%	3%	5%
More than $6.00	4%	3%	5%	2%	5%	7%	3%	2%	5%	4%	5%	4%	4%	5%	4%	4%	6%	4%	0%	0%	2%	4%	4%
Refused	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Don't know	73%	72%	74%	70%	78%	71%	75%	72%	73%	73%	62%	70%	74%	72%	73%	73%	72%	73%	0%	0%	91%	72%	62%
Mean	$3.38	$2.76	$4.15	$3.27	$3.71	$3.69	$2.95	$2.70	$3.63	$3.47	$2.35	$2.80	$3.63	$3.16	$3.43	$3.34	$3.84	$3.38	.	.	$3.40	$3.18	$4.17
N	756	411	345	305	161	149	141	192	564	704	40	198	558	106	648	694	61	756	0	0	52	573	103

Q3B11A. Would you still have purchased the CFLs if each bulb cost $2 more?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	46%	49%	41%	40%	49%	51%	51%	46%	46%	44%	73%	49%	44%	40%	47%	47%	38%	46%	0%	0%	31%	48%	43%
NO	44%	39%	50%	48%	47%	35%	42%	41%	45%	46%	13%	38%	46%	48%	42%	43%	51%	44%	0%	0%	59%	40%	47%
DON'T KNOW	11%	11%	9%	13%	4%	13%	8%	13%	10%	11%	14%	13%	10%	12%	10%	11%	11%	11%	0%	0%	10%	12%	9%
N	283	155	128	120	49	58	56	76	207	261	17	81	202	38	243	261	21	283	0	0	11	219	46

Q3B12. Do you recall seeing any CFL displays, information, or signs when you purchased your bulbs?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	31%	32%	30%	33%	35%	30%	26%	33%	31%	31%	38%	34%	30%	22%	33%	32%	28%	31%	0%	0%	26%	33%	30%
NO	60%	58%	62%	60%	54%	62%	61%	55%	61%	60%	44%	56%	61%	71%	57%	59%	66%	60%	0%	0%	61%	58%	63%
DON'T KNOW	9%	10%	8%	7%	11%	9%	13%	13%	8%	9%	19%	10%	9%	7%	10%	10%	5%	9%	0%	0%	14%	8%	7%
N	756	411	345	305	161	149	141	192	564	704	40	198	558	106	648	694	61	756	0	0	52	573	103

Q3B14. How influential were these materials on your decision to purchase the CFLs?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Very	35%	43%	25%	37%	31%	30%	43%	43%	32%	35%	43%	43%	32%	41%	35%	34%	47%	35%	0%	0%	16%	33%	55%
Somewhat or	38%	33%	44%	35%	39%	43%	35%	35%	38%	37%	34%	34%	39%	38%	38%	38%	33%	38%	0%	0%	65%	39%	18%
Not at all influential	26%	24%	29%	25%	30%	27%	22%	22%	28%	26%	23%	22%	28%	21%	26%	27%	20%	26%	0%	0%	19%	27%	27%
DON'T KNOW	1%	1%	3%	3%	0%	0%	0%	0%	2%	1%	0%	1%	1%	0%	2%	2%	0%	1%	0%	0%	0%	1%	0%
N	248	140	108	103	61	45	39	63	185	229	15	72	176	25	222	231	17	248	0	0	13	199	29

3C. CFL INSTALLATION RATES (RES & NON-RES)

Q3C1. Do you currently have ANY CFLs installed in your home?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	89%	89%	89%	90%	84%	89%	90%	88%	89%	89%	93%	90%	88%	88%	89%	88%	91%	89%	0%	0%	59%	93%	91%
NO	11%	11%	10%	10%	16%	9%	10%	12%	11%	11%	7%	10%	11%	12%	11%	11%	9%	11%	0%	0%	41%	6%	8%
DON'T KNOW	0%	0%	1%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
N	756	411	345	305	161	149	141	192	564	704	40	198	558	106	648	694	61	756	0	0	52	573	103

Q3C2. How many CFLs are installed?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
1	7%	8%	6%	6%	6%	10%	6%	7%	7%	7%	2%	9%	6%	9%	6%	7%	4%	7%	0%	0%	23%	5%	8%
2	14%	15%	12%	13%	16%	13%	16%	18%	13%	14%	6%	13%	14%	23%	12%	12%	30%	14%	0%	0%	10%	14%	15%
3	11%	11%	10%	10%	15%	7%	10%	8%	12%	11%	8%	10%	11%	15%	10%	11%	11%	11%	0%	0%	17%	10%	9%
4	13%	13%	13%	14%	8%	11%	15%	17%	11%	14%	5%	16%	12%	12%	13%	13%	12%	13%	0%	0%	17%	11%	15%
5	6%	6%	5%	6%	5%	6%	5%	6%	6%	5%	20%	6%	6%	4%	6%	6%	2%	6%	0%	0%	0%	7%	5%
6	11%	10%	11%	8%	12%	12%	14%	10%	11%	11%	8%	10%	11%	11%	11%	10%	13%	11%	0%	0%	9%	11%	9%
7	3%	2%	3%	3%	3%	2%	3%	3%	3%	3%	0%	3%	3%	1%	3%	3%	0%	3%	0%	0%	3%	3%	2%
8	7%	6%	7%	8%	6%	4%	7%	5%	7%	7%	5%	7%	7%	4%	7%	7%	3%	7%	0%	0%	4%	7%	8%
9	2%	2%	3%	1%	2%	2%	4%	2%	2%	2%	0%	3%	2%	2%	2%	2%	1%	2%	0%	0%	5%	2%	2%
10	9%	8%	11%	9%	15%	6%	8%	6%	10%	8%	16%	6%	10%	6%	10%	9%	9%	9%	0%	0%	3%	10%	8%
11	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
12	5%	5%	5%	5%	4%	10%	3%	4%	6%	4%	9%	4%	6%	4%	6%	5%	7%	5%	0%	0%	3%	6%	4%
13	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%	0%	1%	2%
14	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
15	2%	2%	3%	3%	0%	3%	1%	3%	2%	2%	0%	1%	3%	2%	2%	2%	3%	2%	0%	0%	0%	3%	0%
16	0%	0%	1%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
17	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
18	1%	1%	1%	1%	0%	1%	1%	2%	0%	1%	7%	2%	0%	3%	0%	1%	0%	1%	0%	0%	0%	0%	3%
19	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
20	3%	3%	3%	3%	2%	2%	6%	1%	4%	3%	7%	3%	3%	4%	3%	3%	4%	3%	0%	0%	2%	4%	2%
More than 20	4%	4%	3%	6%	2%	4%	1%	5%	4%	4%	7%	3%	4%	1%	5%	4%	1%	4%	0%	0%	0%	5%	4%
Don't know	1%	2%	1%	1%	1%	2%	1%	0%	2%	1%	0%	3%	1%	0%	2%	2%	0%	1%	0%	0%	3%	1%	1%
Mean	7.6	7.5	7.7	8.2	7.4	7.8	6.5	7.4	7.7	7.5	9.6	7.2	7.7	5.9	7.9	7.8	6.0	7.6	.	.	4.7	8.0	6.8
N	685	372	313	280	141	136	128	174	511	637	37	182	503	94	589	628	56	685	0	0	31	537	93

Q3C3. Of the CFLs you purchased most recently (CFL_YEAR), how many did you install in your home?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
0	4%	4%	4%	5%	1%	2%	5%	4%	4%	4%	3%	4%	4%	5%	4%	4%	2%	4%	0%	0%	2%	4%	5%
1	13%	15%	12%	13%	16%	16%	10%	12%	14%	14%	10%	16%	12%	11%	14%	13%	17%	13%	0%	0%	24%	10%	16%
2	20%	18%	23%	20%	26%	23%	13%	21%	20%	21%	7%	17%	22%	27%	19%	19%	28%	20%	0%	0%	21%	19%	20%
3	11%	10%	12%	9%	13%	11%	13%	11%	11%	11%	6%	13%	10%	14%	10%	11%	11%	11%	0%	0%	13%	11%	11%
4	18%	17%	19%	20%	15%	14%	22%	20%	17%	18%	20%	17%	19%	16%	19%	18%	18%	18%	0%	0%	11%	19%	19%
5	4%	6%	2%	6%	1%	5%	3%	7%	4%	4%	13%	6%	4%	4%	4%	5%	2%	4%	0%	0%	7%	4%	4%
6	12%	11%	13%	13%	10%	10%	14%	12%	12%	12%	8%	10%	12%	8%	12%	12%	7%	12%	0%	0%	7%	14%	10%
7	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	0%	2%	1%	0%	1%	1%	0%	1%	0%	0%	3%	1%	1%
8	4%	4%	4%	2%	4%	7%	6%	3%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	0%	0%	6%	5%	2%
9	1%	1%	0%	2%	0%	0%	1%	2%	0%	1%	5%	2%	0%	2%	1%	1%	0%	1%	0%	0%	3%	1%	1%
10	3%	3%	3%	3%	3%	4%	2%	2%	4%	3%	9%	1%	4%	1%	4%	3%	2%	3%	0%	0%	0%	3%	6%
More than 10	2%	3%	2%	2%	3%	2%	2%	1%	3%	2%	7%	2%	2%	2%	2%	2%	2%	2%	0%	0%	0%	3%	3%
Don't know	5%	5%	5%	4%	6%	4%	8%	3%	6%	5%	6%	6%	5%	5%	5%	5%	5%	5%	0%	0%	3%	7%	2%
Mean	4.1	4.2	4.0	4.1	4.4	3.8	4.2	4.1	4.1	4.0	5.4	4.0	4.2	3.7	4.2	4.2	3.4	4.1	.	.	3.3	4.3	3.9
N	685	372	313	280	141	136	128	174	511	637	37	182	503	94	589	628	56	685	0	0	31	537	93

Q3C4. Did you install any of these bulbs in a business location (other than a home office)?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	3%	3%	2%	1%	5%	2%	4%	4%	2%	3%	0%	2%	3%	4%	2%	2%	4%	3%	0%	0%	0%	5%	0%
NO	97%	97%	97%	99%	94%	98%	96%	96%	98%	97%	100%	98%	97%	96%	98%	97%	96%	97%	0%	0%	100%	95%	100%
DON'T KNOW	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N	286	161	125	129	47	63	47	77	209	260	21	74	212	44	241	258	28	286	0	0	21	198	56

Q3C5. How many?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
1	19%	15%	25%	33%	0%	50%	0%	23%	16%	19%	0%	0%	23%	0%	33%	24%	0%	19%	0%	0%	0%	19%	0%
3	7%	0%	18%	0%	25%	0%	0%	0%	11%	7%	0%	0%	8%	0%	12%	9%	0%	7%	0%	0%	0%	7%	0%
4	9%	15%	0%	33%	0%	0%	0%	23%	0%	9%	0%	50%	0%	0%	16%	12%	0%	9%	0%	0%	0%	9%	0%
6	21%	34%	0%	0%	75%	0%	0%	0%	35%	21%	0%	0%	25%	69%	0%	0%	100%	21%	0%	0%	0%	21%	0%
12	9%	15%	0%	33%	0%	0%	0%	23%	0%	9%	0%	50%	0%	31%	0%	12%	0%	9%	0%	0%	0%	9%	0%
24	13%	20%	0%	0%	0%	0%	50%	31%	0%	13%	0%	0%	16%	0%	22%	16%	0%	13%	0%	0%	0%	13%	0%
30	10%	0%	25%	0%	0%	50%	0%	0%	16%	10%	0%	0%	12%	0%	17%	12%	0%	10%	0%	0%	0%	10%	0%
45	13%	0%	33%	0%	0%	0%	50%	0%	21%	13%	0%	0%	16%	0%	0%	16%	0%	13%	0%	0%	0%	13%	0%
Mean	14.0	9.4	19.8	5.7	4.5	15.5	34.5	10.3	17.0	14.0	.	8.0	15.7	9.0	10.5	15.0	6.0	14.0	.	.	.	14.0	.
N	9	5	4	3	2	2	2	4	5	9	0	2	7	2	6	8	1	9	0	0	0	9	0

Q3C6. What type of business? Would you say…	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Office-CONFIRM that it wasn't a home of	19%	15%	25%	33%	0%	50%	0%	23%	16%	19%	0%	0%	23%	0%	33%	24%	0%	19%	0%	0%	0%	19%	0%
Other type of retail store	9%	15%	0%	33%	0%	0%	0%	23%	0%	9%	0%	50%	0%	0%	16%	12%	0%	9%	0%	0%	0%	9%	0%
Apartment complex	55%	54%	58%	0%	75%	50%	100%	31%	72%	55%	0%	0%	68%	69%	39%	44%	100%	55%	0%	0%	0%	55%	0%
Other type of business	16%	15%	18%	33%	25%	0%	0%	23%	11%	16%	0%	50%	8%	31%	12%	20%	0%	16%	0%	0%	0%	16%	0%
N	9	5	4	3	2	2	2	4	5	9	0	2	7	2	6	8	1	9	0	0	0	9	0

3D. STORAGE

Q3D0A. Are you storing any CFLs to be installed at a later date?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	59%	59%	59%	60%	57%	58%	56%	54%	60%	58%	69%	56%	60%	52%	60%	58%	60%	59%	0%	0%	28%	65%	60%
NO	39%	40%	38%	37%	41%	37%	41%	43%	37%	39%	31%	44%	37%	45%	37%	39%	40%	39%	0%	0%	68%	33%	36%
DON'T KNOW	3%	2%	4%	2%	2%	5%	3%	3%	3%	3%	0%	0%	4%	2%	3%	3%	0%	3%	0%	0%	4%	2%	4%
N	756	411	345	305	161	149	141	192	564	704	40	198	558	106	648	694	61	756	0	0	52	573	103

Q3D0B. How many CFLs are you storing?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
1	14%	14%	14%	11%	14%	21%	13%	15%	13%	14%	7%	14%	14%	16%	13%	13%	17%	14%	0%	0%	22%	12%	13%
2	27%	28%	25%	28%	30%	25%	24%	29%	26%	28%	13%	29%	26%	36%	25%	26%	31%	27%	0%	0%	21%	27%	28%
3	15%	15%	14%	12%	16%	11%	23%	14%	15%	14%	23%	19%	13%	13%	15%	15%	11%	15%	0%	0%	11%	16%	15%
4	17%	16%	19%	21%	14%	13%	14%	18%	17%	17%	20%	15%	18%	11%	18%	17%	20%	17%	0%	0%	26%	15%	15%
5	6%	7%	5%	6%	5%	5%	8%	6%	6%	5%	21%	6%	6%	6%	6%	6%	4%	6%	0%	0%	0%	7%	7%
6	6%	6%	6%	5%	6%	5%	8%	5%	6%	6%	3%	3%	7%	6%	6%	5%	10%	6%	0%	0%	4%	7%	4%
7	2%	3%	1%	3%	5%	1%	0%	0%	3%	2%	3%	3%	2%	3%	2%	2%	3%	2%	0%	0%	0%	1%	7%
8	3%	0%	6%	1%	4%	6%	1%	0%	3%	3%	0%	0%	3%	0%	3%	3%	0%	3%	0%	0%	0%	3%	2%
9	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
10	4%	3%	4%	6%	1%	4%	0%	5%	3%	4%	0%	4%	3%	4%	4%	4%	0%	4%	0%	0%	0%	3%	5%
More than 10	6%	7%	4%	5%	6%	9%	5%	7%	5%	6%	9%	6%	6%	3%	6%	7%	0%	6%	0%	0%	15%	6%	5%
Don't know	2%	1%	2%	1%	1%	0%	4%	1%	2%	2%	2%	0%	2%	2%	1%	1%	3%	2%	0%	0%	0%	2%	0%
Mean	4.3	4.2	4.4	4.3	4.1	4.4	4.2	4.1	4.3	4.3	4.5	4.2	4.3	3.5	4.3	4.4	3.0	4.3	.	.	4.6	4.3	4.5
N	460	251	209	193	96	91	80	110	350	423	28	116	344	55	403	421	38	460	0	0	15	373	60

Q3D1. Thinking about the CFLs you purchased most recently, are you storing any of the CFLs to be installed at a later date?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	70%	72%	68%	72%	69%	73%	63%	68%	71%	70%	77%	70%	70%	80%	69%	70%	75%	70%	0%	0%	92%	58%	97%
NO	26%	26%	27%	24%	26%	24%	35%	29%	26%	27%	23%	28%	26%	18%	28%	27%	22%	26%	0%	0%	8%	37%	3%
DON'T KNOW	3%	2%	5%	3%	6%	3%	2%	3%	4%	3%	0%	1%	4%	2%	4%	3%	3%	3%	0%	0%	0%	5%	0%
N	460	251	209	193	96	91	80	110	350	423	28	116	344	55	403	421	38	460	0	0	15	373	60

Q3D2. How many of the CFLs you bought most recently (CFL_YEAR) did you store to install later?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
1	18%	18%	17%	15%	17%	21%	23%	16%	19%	18%	17%	18%	18%	19%	18%	17%	25%	18%	0%	0%	32%	17%	16%
2	30%	28%	33%	31%	36%	25%	28%	34%	29%	32%	8%	33%	29%	41%	28%	29%	41%	30%	0%	0%	23%	31%	31%
3	13%	14%	11%	10%	15%	7%	26%	13%	13%	12%	20%	17%	11%	13%	13%	13%	9%	13%	0%	0%	12%	15%	12%
4	14%	12%	16%	16%	9%	14%	13%	14%	14%	13%	25%	9%	15%	5%	16%	15%	6%	14%	0%	0%	12%	13%	9%
5	5%	6%	3%	6%	3%	7%	2%	4%	5%	4%	20%	4%	5%	3%	5%	6%	0%	5%	0%	0%	0%	5%	7%
6	3%	2%	5%	2%	6%	4%	6%	1%	4%	4%	3%	2%	4%	3%	4%	3%	4%	3%	0%	0%	4%	4%	4%
7	3%	4%	1%	4%	6%	0%	0%	0%	4%	3%	4%	4%	3%	0%	4%	2%	8%	3%	0%	0%	0%	1%	5%
8	1%	1%	2%	1%	0%	4%	0%	1%	1%	1%	4%	0%	2%	0%	2%	1%	0%	1%	0%	0%	0%	1%	2%
9	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
10	2%	2%	3%	4%	0%	3%	0%	5%	1%	2%	0%	2%	2%	3%	2%	3%	0%	2%	0%	0%	0%	1%	6%
More than 10	5%	5%	4%	4%	5%	9%	2%	3%	5%	5%	0%	4%	5%	7%	4%	6%	0%	5%	0%	0%	16%	4%	5%
Don't know	5%	6%	4%	8%	2%	5%	2%	8%	4%	5%	0%	5%	5%	5%	5%	5%	6%	5%	0%	0%	0%	7%	4%
Mean	3.8	3.7	4.0	3.9	3.5	4.1	3.6	3.3	4.0	3.9	3.7	3.5	3.9	3.8	3.6	4.0	2.6	3.8	.	.	4.4	3.7	4.5
N	303	166	137	127	62	63	51	68	235	278	19	76	227	45	257	274	29	303	0	0	14	219	58

Q3D3. What did you do with the other CFLs you purchased during your most recent purchase (CFL_YEAR)?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
They burned out	24%	23%	26%	24%	22%	11%	33%	17%	26%	22%	40%	17%	26%	9%	28%	27%	11%	24%	.	.	25%	24%	14%
Used them in a vacation home	4%	6%	0%	5%	11%	0%	0%	0%	5%	4%	0%	0%	5%	18%	0%	2%	11%	4%	.	.	0%	5%	0%
Gave them away	19%	26%	9%	19%	11%	33%	13%	17%	19%	16%	40%	33%	14%	18%	19%	13%	44%	19%	.	.	13%	16%	43%
Misplaced them	7%	3%	13%	10%	0%	11%	7%	8%	7%	8%	0%	0%	10%	9%	7%	9%	0%	7%	.	.	13%	8%	0%
Broken	6%	6%	4%	0%	11%	11%	7%	0%	7%	6%	0%	0%	7%	18%	2%	4%	11%	6%	.	.	13%	3%	14%
Installed, in use	7%	10%	4%	10%	0%	11%	7%	17%	5%	8%	0%	8%	7%	9%	7%	4%	22%	7%	.	.	0%	8%	14%
Storage	15%	13%	17%	19%	11%	22%	7%	25%	12%	14%	20%	8%	17%	0%	19%	16%	11%	15%	.	.	13%	16%	14%
Previous residence	4%	6%	0%	5%	0%	0%	7%	8%	2%	4%	0%	8%	2%	18%	0%	4%	0%	4%	.	.	0%	5%	0%
Other - RECORD	2%	0%	4%	0%	11%	0%	0%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%	2%	.	.	0%	3%	0%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	.	0%	0%	0%
DON'T KNOW	15%	10%	22%	10%	22%	11%	20%	8%	17%	16%	0%	25%	12%	0%	19%	18%	0%	15%	.	.	25%	13%	14%
N	54	31	23	21	9	9	15	12	42	49	5	12	42	11	43	45	9	54	0	0	8	38	7

Q3D5. Why are you storing CFLs?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
So I have them on hand if a bulb burns out	74%	72%	77%	74%	69%	76%	81%	70%	76%	75%	71%	75%	74%	78%	74%	74%	76%	74%	.	.	60%	76%	68%
Purchased more CFLs than I needed	19%	21%	17%	22%	24%	14%	14%	24%	18%	19%	29%	19%	20%	24%	19%	20%	16%	19%	.	.	27%	19%	23%
Bought them on sale	6%	6%	6%	8%	5%	3%	6%	6%	6%	5%	18%	5%	6%	5%	6%	6%	8%	6%	.	.	7%	6%	5%
Can't use them in certain rooms	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	0%	2%	1%	0%	2%	1%	0%	1%	.	.	7%	1%	0%
Can't use them in certain applications	3%	2%	3%	2%	4%	1%	5%	1%	3%	3%	4%	3%	3%	2%	3%	3%	5%	3%	.	.	0%	3%	2%
Did not fit the fixtures	1%	2%	1%	1%	0%	1%	3%	1%	1%	1%	0%	2%	1%	4%	1%	1%	0%	1%	.	.	7%	1%	0%
Did not like them	3%	2%	4%	4%	3%	4%	0%	2%	4%	4%	0%	1%	4%	0%	4%	3%	8%	3%	.	.	0%	4%	2%
Plan/Likely to install	3%	5%	1%	2%	3%	3%	4%	6%	2%	3%	4%	3%	3%	0%	3%	3%	5%	3%	.	.	0%	2%	12%
OTHER REASON	2%	2%	1%	2%	1%	2%	3%	2%	2%	2%	0%	4%	1%	2%	2%	2%	3%	2%	.	.	0%	2%	2%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	.	0%	0%	0%
DON'T KNOW	2%	2%	1%	2%	2%	2%	0%	3%	1%	1%	4%	0%	2%	0%	2%	2%	0%	2%	.	.	7%	1%	2%
N	460	251	209	193	96	91	80	110	350	423	28	116	344	55	403	421	38	460	0	0	15	373	60

Q3D6. Are you storing any incandescent bulbs?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	75%	70%	81%	73%	71%	74%	81%	75%	74%	75%	63%	68%	77%	52%	79%	76%	66%	75%	0%	0%	77%	77%	64%
NO	24%	29%	18%	25%	29%	26%	18%	21%	25%	24%	30%	28%	23%	45%	20%	23%	34%	24%	0%	0%	23%	23%	31%
DON'T KNOW	1%	1%	0%	2%	0%	0%	1%	3%	0%	1%	6%	3%	0%	2%	1%	1%	0%	1%	0%	0%	0%	0%	5%
N	460	251	209	193	96	91	80	110	350	423	28	116	344	55	403	421	38	460	0	0	15	373	60

3E. CFL REMOVAL

Q3E1. Have you had any CFLs that you installed but then removed and did not use elsewhere?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	15%	12%	20%	14%	21%	16%	13%	14%	16%	16%	12%	12%	17%	7%	17%	16%	9%	15%	0%	0%	17%	17%	11%
NO	83%	87%	78%	85%	75%	82%	86%	86%	82%	83%	88%	87%	82%	91%	81%	82%	89%	83%	0%	0%	81%	81%	89%
DON'T KNOW	2%	1%	2%	1%	3%	2%	1%	0%	2%	1%	0%	1%	2%	2%	1%	1%	2%	2%	0%	0%	2%	1%	0%
N	756	411	345	305	161	149	141	192	564	704	40	198	558	106	648	694	61	756	0	0	52	573	103

Q3E3. How many CFLs did you remove?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
1	39%	35%	41%	33%	50%	44%	30%	29%	42%	38%	58%	46%	37%	18%	40%	40%	23%	39%	0%	0%	12%	40%	41%
2	30%	35%	26%	36%	22%	28%	30%	35%	28%	29%	42%	28%	31%	44%	29%	30%	30%	30%	0%	0%	57%	31%	10%
3	11%	14%	9%	9%	9%	14%	15%	12%	11%	11%	0%	12%	11%	17%	10%	10%	24%	11%	0%	0%	0%	10%	29%
4	12%	10%	14%	11%	6%	10%	25%	12%	12%	12%	0%	14%	11%	21%	11%	11%	23%	12%	0%	0%	30%	11%	0%
5	2%	3%	1%	5%	0%	0%	0%	6%	1%	2%	0%	0%	3%	0%	2%	2%	0%	2%	0%	0%	0%	1%	10%
6	2%	0%	3%	0%	4%	3%	0%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%	2%	0%	0%	0%	2%	0%
8	1%	3%	0%	4%	0%	0%	0%	6%	0%	2%	0%	0%	2%	0%	2%	2%	0%	1%	0%	0%	0%	0%	10%
Don't know	4%	0%	6%	3%	10%	0%	0%	0%	5%	4%	0%	0%	4%	0%	4%	4%	0%	4%	0%	0%	0%	5%	0%
Mean	2.2	2.1	2.2	2.2	2.1	2.1	2.4	2.4	2.1	2.2	1.6	1.9	2.2	2.4	2.1	2.1	2.4	2.2	.	.	2.6	2.1	2.6
N	125	51	74	47	34	24	20	26	99	120	5	26	99	8	117	120	5	125	0	0	9	103	11

Q3E3A. What was the main reason for taking the bulb(s) out?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
It burned out	14%	21%	9%	9%	15%	14%	25%	15%	14%	12%	58%	26%	11%	36%	12%	15%	0%	14%	0%	0%	0%	15%	15%
Didn't like the color	10%	5%	15%	9%	7%	17%	10%	3%	13%	11%	0%	7%	11%	8%	10%	11%	0%	10%	0%	0%	22%	9%	10%
Too long to start up	6%	9%	2%	7%	0%	10%	5%	9%	5%	5%	16%	6%	5%	11%	5%	6%	0%	6%	0%	0%	0%	6%	10%
Not bright enough	31%	29%	32%	40%	31%	21%	20%	33%	30%	32%	11%	25%	32%	0%	33%	33%	0%	31%	0%	0%	30%	31%	27%
Didn't like the way it looked	3%	5%	2%	2%	8%	0%	5%	3%	3%	3%	0%	0%	4%	18%	2%	2%	21%	3%	0%	0%	0%	5%	0%
Didn't fit	13%	6%	18%	5%	17%	21%	15%	8%	14%	12%	16%	7%	14%	0%	14%	13%	9%	13%	0%	0%	12%	14%	9%
Cant use them in certain applications	8%	12%	5%	13%	4%	8%	5%	15%	6%	9%	0%	10%	8%	0%	9%	5%	47%	8%	0%	0%	0%	7%	21%
Broke/damaged	3%	1%	3%	4%	2%	3%	0%	3%	3%	3%	0%	0%	3%	0%	3%	3%	0%	3%	0%	0%	12%	2%	0%
Radio interference	3%	5%	1%	5%	0%	3%	0%	6%	2%	3%	0%	3%	3%	0%	3%	3%	0%	3%	0%	0%	12%	2%	0%
Too bright	1%	0%	2%	0%	2%	0%	5%	0%	2%	1%	0%	0%	2%	0%	1%	1%	0%	1%	0%	0%	0%	2%	0%
Other reason -Specify	8%	6%	10%	7%	13%	3%	10%	6%	9%	9%	0%	14%	7%	21%	7%	7%	23%	8%	0%	0%	12%	8%	9%
DON'T KNOW	0%	1%	0%	0%	2%	0%	0%	0%	1%	0%	0%	2%	0%	6%	0%	0%	0%	0%	0%	0%	0%	1%	0%
N	125	51	74	47	34	24	20	26	99	120	5	26	99	8	117	120	5	125	0	0	9	103	11

Q3E3B. Were there any other reasons?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
It burned out	16%	22%	12%	11%	18%	13%	30%	19%	15%	15%	40%	24%	14%	43%	15%	17%	0%	16%	.	.	0%	16%	27%
Didn't like the color	16%	16%	16%	13%	12%	21%	25%	15%	16%	17%	0%	16%	16%	14%	16%	17%	0%	16%	.	.	22%	17%	9%
Too long to start up	7%	12%	4%	9%	3%	13%	5%	12%	6%	7%	20%	8%	7%	14%	7%	8%	0%	7%	.	.	11%	7%	9%
Not bright enough	36%	34%	38%	51%	36%	21%	20%	35%	37%	37%	20%	32%	37%	0%	39%	38%	0%	36%	.	.	44%	35%	36%
Didn't like the way it looked	3%	4%	3%	2%	6%	0%	5%	4%	3%	3%	0%	0%	4%	14%	3%	3%	20%	3%	.	.	0%	4%	0%
Didn't fit	23%	22%	23%	19%	24%	25%	25%	23%	22%	22%	40%	20%	23%	14%	23%	22%	40%	23%	.	.	11%	23%	36%
3-way lighting	2%	2%	1%	2%	0%	4%	0%	0%	2%	2%	0%	4%	1%	0%	2%	2%	0%	2%	.	.	11%	1%	0%
Cant use them in certain applications	7%	8%	7%	11%	6%	4%	5%	12%	6%	8%	0%	8%	7%	0%	8%	6%	40%	7%	.	.	0%	7%	18%
Broke/damaged	2%	2%	3%	2%	3%	4%	0%	4%	2%	3%	0%	0%	3%	0%	3%	3%	0%	2%	.	.	11%	2%	0%
Radio interference	2%	4%	1%	4%	0%	4%	0%	4%	2%	3%	0%	4%	2%	0%	3%	3%	0%	2%	.	.	11%	2%	0%
Too bright	2%	0%	3%	0%	3%	0%	5%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%	2%	.	.	0%	2%	0%
NO OTHER REASON	73%	68%	77%	68%	76%	88%	65%	69%	74%	73%	80%	72%	74%	86%	73%	73%	80%	73%	.	.	67%	77%	45%
Other reason -Specify	8%	6%	9%	9%	9%	4%	10%	8%	8%	8%	0%	8%	8%	14%	8%	8%	20%	8%	.	.	11%	7%	18%
Other reason - SPECIFY	7%	8%	5%	9%	0%	8%	10%	8%	6%	7%	0%	8%	6%	0%	7%	7%	0%	7%	.	.	11%	6%	9%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	.	0%	0%	0%
DON'T KNOW	2%	4%	1%	0%	9%	0%	0%	0%	3%	3%	0%	8%	1%	13%	2%	3%	0%	2%	.	.	0%	2%	9%
N	124	50	74	47	33	24	20	26	98	119	5	25	99	7	117	119	5	124	0	0	9	102	11

Q3E4. What type of bulb did use to replace the CFL[s] you removed?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Incandescent	80%	73%	86%	86%	68%	75%	90%	80%	80%	81%	62%	77%	81%	43%	83%	82%	56%	80%	0%	0%	88%	80%	82%
CFLs	13%	17%	10%	7%	19%	25%	5%	14%	13%	12%	38%	15%	13%	33%	12%	14%	0%	13%	0%	0%	12%	12%	10%
Halogen	3%	3%	3%	2%	6%	0%	5%	0%	4%	3%	0%	0%	4%	18%	2%	2%	21%	3%	0%	0%	0%	4%	0%
OTHER if necessary	3%	6%	1%	6%	5%	0%	0%	6%	3%	4%	0%	6%	3%	0%	4%	2%	23%	3%	0%	0%	0%	3%	9%
DON'T KNOW	0%	1%	0%	0%	2%	0%	0%	0%	1%	0%	0%	2%	0%	6%	0%	0%	0%	0%	0%	0%	0%	1%	0%
N	125	51	74	47	34	24	20	26	99	120	5	26	99	8	117	120	5	125	0	0	9	103	11

3F. SATISFACTION

Q3F1 . How satisfied are you with the CFL bulbs you purchased most recently (CFL_YEAR)?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
1 NOT AT ALL SATISFIED	4%	4%	3%	5%	3%	3%	3%	6%	3%	4%	0%	2%	4%	2%	4%	4%	4%	4%	0%	0%	12%	3%	1%
2	1%	1%	1%	1%	0%	1%	2%	2%	1%	1%	0%	1%	1%	1%	1%	1%	0%	1%	0%	0%	0%	1%	2%
3	1%	1%	3%	0%	2%	3%	1%	0%	2%	1%	0%	0%	2%	0%	2%	1%	1%	1%	0%	0%	4%	1%	1%
4	2%	2%	3%	2%	2%	3%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	0%	0%	4%	2%	1%
5	10%	10%	10%	9%	11%	12%	8%	11%	9%	10%	5%	7%	11%	8%	10%	10%	6%	10%	0%	0%	25%	7%	7%
6	5%	5%	6%	5%	8%	5%	6%	5%	6%	6%	5%	4%	6%	4%	6%	6%	2%	5%	0%	0%	4%	6%	5%
7	12%	10%	14%	13%	10%	10%	13%	10%	12%	12%	12%	7%	13%	8%	12%	12%	8%	12%	0%	0%	9%	12%	11%
8	24%	24%	24%	23%	24%	27%	23%	19%	26%	24%	20%	24%	24%	27%	23%	24%	27%	24%	0%	0%	13%	25%	28%
9	12%	13%	9%	10%	13%	10%	14%	14%	11%	12%	10%	16%	10%	17%	10%	11%	14%	12%	0%	0%	14%	12%	10%
10 EXTREMELY SATISFIED	26%	28%	25%	27%	27%	25%	26%	27%	26%	25%	39%	32%	24%	30%	26%	25%	34%	26%	0%	0%	12%	29%	28%
Have not installed any of them	2%	2%	2%	3%	1%	0%	2%	2%	2%	2%	2%	3%	1%	0%	2%	2%	0%	2%	0%	0%	0%	1%	5%
DON'T KNOW	1%	1%	0%	2%	0%	1%	0%	3%	0%	1%	4%	1%	1%	1%	1%	1%	2%	1%	0%	0%	2%	0%	2%
Mean	7.7	7.8	7.5	7.7	7.7	7.6	7.7	7.7	7.7	7.6	8.2	8.1	7.5	8.1	7.6	7.6	8.2	7.7	.	.	6.3	7.8	7.9
N	756	411	345	305	161	149	141	192	564	704	40	198	558	106	648	694	61	756	0	0	52	573	103

Q3F2A. And how would you rate these CFLs in terms of … The color of the light they provide?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
1 NOT AT ALL SATISFIED	3%	3%	4%	3%	0%	4%	5%	3%	3%	3%	0%	2%	4%	3%	3%	4%	0%	3%	0%	0%	10%	2%	2%
2	1%	2%	0%	2%	0%	2%	0%	1%	1%	1%	0%	2%	1%	2%	1%	1%	0%	1%	0%	0%	0%	1%	0%
3	3%	1%	6%	3%	3%	4%	4%	1%	4%	4%	0%	2%	4%	1%	4%	4%	0%	3%	0%	0%	4%	3%	6%
4	3%	2%	5%	6%	0%	2%	1%	3%	3%	3%	0%	0%	4%	2%	3%	3%	3%	3%	0%	0%	10%	3%	2%
5	10%	9%	12%	9%	14%	10%	9%	11%	10%	10%	10%	7%	12%	7%	11%	10%	11%	10%	0%	0%	9%	10%	8%
6	5%	4%	8%	5%	5%	5%	7%	5%	6%	6%	0%	2%	7%	6%	5%	5%	7%	5%	0%	0%	12%	5%	4%
7	13%	12%	14%	13%	10%	8%	18%	7%	14%	11%	24%	8%	15%	13%	12%	13%	10%	13%	0%	0%	0%	15%	6%
8	25%	27%	21%	25%	30%	26%	18%	30%	23%	25%	26%	32%	22%	29%	24%	25%	22%	25%	0%	0%	15%	26%	27%
9	12%	13%	11%	15%	9%	12%	9%	14%	11%	12%	22%	14%	12%	8%	13%	13%	4%	12%	0%	0%	5%	11%	20%
10 EXTREMELY SATISFIED	22%	25%	17%	18%	24%	24%	25%	23%	21%	21%	18%	29%	19%	25%	21%	19%	38%	22%	0%	0%	29%	22%	18%
DON'T KNOW	2%	2%	2%	0%	5%	3%	3%	0%	3%	2%	0%	4%	1%	2%	2%	2%	4%	2%	0%	0%	7%	1%	5%
Mean	7.4	7.7	7.1	7.3	7.7	7.4	7.4	7.7	7.4	7.4	8.2	8.0	7.2	7.6	7.4	7.4	8.1	7.4	.	.	6.9	7.5	7.6
N	395	231	164	154	81	85	75	99	296	361	25	110	285	63	331	358	36	395	0	0	23	309	46

Q3F2B. And how would you rate these CFLs in terms of … The brightness of the light they provide?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
1 NOT AT ALL SATISFIED	1%	2%	1%	2%	1%	0%	2%	3%	1%	1%	0%	1%	1%	0%	2%	1%	4%	1%	0%	0%	3%	1%	0%
2	1%	1%	0%	1%	0%	0%	0%	1%	1%	1%	0%	2%	0%	0%	1%	1%	0%	1%	0%	0%	0%	0%	0%
3	3%	2%	3%	1%	4%	4%	3%	2%	3%	3%	0%	3%	2%	1%	3%	3%	0%	3%	0%	0%	9%	2%	1%
4	4%	4%	5%	5%	2%	4%	6%	4%	4%	5%	0%	2%	5%	4%	4%	4%	4%	4%	0%	0%	11%	3%	2%
5	11%	11%	11%	10%	10%	10%	14%	13%	10%	11%	6%	11%	11%	10%	11%	10%	14%	11%	0%	0%	14%	9%	11%
6	6%	4%	9%	6%	8%	4%	6%	4%	7%	6%	4%	3%	7%	4%	7%	6%	5%	6%	0%	0%	2%	9%	4%
7	16%	15%	17%	16%	18%	17%	14%	16%	16%	16%	17%	10%	18%	22%	14%	18%	4%	16%	0%	0%	14%	18%	12%
8	24%	26%	22%	25%	21%	25%	27%	22%	25%	24%	22%	28%	23%	26%	24%	23%	31%	24%	0%	0%	19%	24%	29%
9	10%	10%	10%	10%	7%	15%	6%	11%	10%	10%	12%	9%	10%	6%	11%	10%	7%	10%	0%	0%	10%	10%	8%
10 EXTREMELY SATISFIED	23%	25%	22%	23%	29%	18%	24%	25%	23%	23%	39%	31%	21%	25%	23%	22%	33%	23%	0%	0%	16%	23%	33%
REFUSED	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Mean	7.5	7.6	7.4	7.5	7.6	7.6	7.5	7.6	7.5	7.5	8.3	7.8	7.4	7.8	7.5	7.5	7.9	7.5	.	.	6.7	7.5	8.1
N	377	202	175	160	82	75	60	90	287	353	20	97	280	62	314	346	31	377	0	0	30	286	46

Q3F2C. And how would you rate these CFLs in terms of … The amount of time they take to light up?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
1 NOT AT ALL SATISFIED	2%	1%	3%	2%	1%	1%	3%	2%	2%	2%	0%	0%	2%	0%	2%	2%	0%	2%	0%	0%	3%	2%	0%
2	1%	0%	2%	1%	2%	1%	1%	1%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%	0%	2%	0%
3	4%	4%	4%	5%	2%	6%	3%	5%	4%	4%	7%	5%	4%	3%	5%	5%	0%	4%	0%	0%	5%	4%	6%
4	3%	3%	2%	4%	1%	4%	1%	7%	2%	3%	5%	3%	3%	0%	4%	3%	0%	3%	0%	0%	5%	3%	3%
5	12%	9%	16%	15%	9%	12%	10%	10%	13%	13%	0%	3%	16%	14%	12%	12%	12%	12%	0%	0%	10%	14%	9%
6	3%	4%	2%	3%	3%	2%	4%	4%	3%	3%	0%	2%	3%	2%	3%	3%	4%	3%	0%	0%	8%	3%	0%
7	10%	7%	13%	11%	8%	12%	8%	4%	12%	9%	20%	6%	11%	6%	11%	11%	0%	10%	0%	0%	10%	8%	15%
8	22%	24%	20%	21%	23%	20%	27%	26%	21%	22%	25%	22%	22%	27%	21%	20%	34%	22%	0%	0%	17%	23%	22%
9	10%	12%	7%	12%	7%	4%	12%	16%	8%	10%	5%	14%	8%	13%	9%	10%	12%	10%	0%	0%	10%	11%	9%
10 EXTREMELY SATISFIED	27%	31%	22%	27%	30%	30%	20%	25%	27%	26%	35%	42%	21%	32%	25%	26%	31%	27%	0%	0%	29%	25%	31%
DON'T KNOW	6%	5%	8%	1%	14%	8%	11%	2%	8%	6%	4%	4%	7%	3%	7%	6%	7%	6%	0%	0%	4%	6%	6%
Mean	7.5	7.9	7.0	7.3	7.7	7.5	7.5	7.5	7.5	7.4	7.9	8.5	7.1	8.2	7.4	7.4	8.6	7.5	.	.	7.3	7.4	7.9
N	347	184	163	137	71	67	72	84	263	328	16	90	257	46	301	316	31	347	0	0	22	275	39

Q3F2D. And how would you rate these CFLs in terms of … The way they fit into light fixtures?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
1 NOT AT ALL SATISFIED	3%	3%	2%	1%	3%	5%	3%	2%	3%	3%	3%	3%	3%	7%	2%	2%	7%	3%	0%	0%	4%	4%	0%
2	2%	1%	4%	2%	5%	2%	1%	1%	3%	2%	0%	1%	3%	0%	3%	3%	0%	2%	0%	0%	0%	2%	4%
3	4%	4%	3%	5%	4%	1%	2%	3%	4%	3%	9%	3%	4%	3%	4%	4%	0%	4%	0%	0%	8%	4%	2%
4	3%	3%	3%	3%	2%	3%	3%	3%	3%	3%	0%	3%	3%	3%	3%	2%	10%	3%	0%	0%	4%	2%	3%
5	11%	10%	12%	11%	11%	11%	11%	10%	11%	11%	10%	13%	10%	15%	10%	11%	9%	11%	0%	0%	12%	8%	19%
6	7%	6%	9%	8%	18%	2%	2%	7%	7%	8%	3%	8%	7%	7%	7%	7%	13%	7%	0%	0%	11%	7%	4%
7	7%	8%	7%	8%	6%	4%	10%	5%	8%	7%	13%	5%	8%	8%	7%	7%	9%	7%	0%	0%	0%	10%	5%
8	14%	14%	14%	14%	21%	6%	16%	15%	14%	14%	13%	14%	14%	14%	14%	14%	17%	14%	0%	0%	4%	15%	17%
9	10%	12%	9%	9%	7%	20%	7%	14%	9%	11%	4%	9%	11%	6%	12%	11%	11%	10%	0%	0%	20%	12%	4%
10 EXTREMELY SATISFIED	37%	38%	34%	37%	22%	43%	40%	39%	36%	36%	45%	38%	36%	35%	37%	37%	24%	37%	0%	0%	38%	34%	39%
REFUSED	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	2%	1%	2%	1%	2%	0%	3%	1%	2%	2%	0%	2%	2%	2%	2%	2%	0%	2%	0%	0%	0%	1%	3%
Mean	7.7	7.8	7.6	7.7	7.3	7.9	7.9	8.0	7.6	7.7	7.3	7.7	7.7	7.5	7.7	7.7	7.0	7.7	.	.	7.7	7.7	7.7
N	386	210	176	158	79	74	75	102	284	358	22	101	285	54	330	362	23	386	0	0	27	289	58

Q3F2E. And how would you rate these CFLs in terms of … The way they look in light fixtures?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
1 NOT AT ALL SATISFIED	4%	4%	4%	4%	5%	2%	3%	3%	4%	4%	6%	4%	4%	3%	4%	3%	6%	4%	0%	0%	4%	4%	2%
2	3%	3%	2%	3%	2%	4%	0%	6%	1%	3%	0%	0%	3%	0%	3%	3%	0%	3%	0%	0%	4%	3%	2%
3	9%	9%	9%	12%	8%	10%	3%	10%	9%	9%	9%	8%	10%	6%	10%	9%	11%	9%	0%	0%	16%	6%	10%
4	4%	5%	3%	6%	4%	0%	3%	8%	2%	4%	9%	0%	5%	0%	5%	5%	0%	4%	0%	0%	7%	3%	4%
5	15%	14%	15%	15%	14%	15%	15%	14%	15%	14%	24%	12%	15%	16%	14%	16%	6%	15%	0%	0%	12%	16%	12%
6	7%	8%	7%	5%	16%	9%	3%	4%	9%	7%	12%	6%	8%	7%	7%	6%	13%	7%	0%	0%	4%	7%	8%
7	11%	9%	12%	7%	4%	13%	24%	9%	11%	11%	4%	13%	10%	11%	10%	10%	12%	11%	0%	0%	0%	12%	13%
8	16%	15%	17%	16%	15%	19%	12%	14%	17%	16%	8%	12%	17%	24%	14%	15%	18%	16%	0%	0%	12%	15%	21%
9	6%	6%	5%	5%	6%	8%	6%	6%	6%	6%	3%	8%	5%	1%	7%	6%	3%	6%	0%	0%	8%	6%	4%
10 EXTREMELY SATISFIED	21%	23%	18%	23%	19%	12%	26%	24%	19%	20%	26%	34%	16%	29%	19%	20%	24%	21%	0%	0%	26%	21%	19%
REFUSED	1%	0%	1%	0%	0%	2%	0%	1%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%	0%	0%	2%
DON'T KNOW	5%	3%	8%	3%	9%	6%	7%	3%	6%	5%	0%	4%	6%	3%	6%	5%	6%	5%	0%	0%	6%	6%	2%
Mean	6.6	6.7	6.5	6.5	6.4	6.5	7.3	6.5	6.7	6.6	6.1	7.5	6.3	7.3	6.5	6.5	7.1	6.6	.	.	6.5	6.6	6.8
N	366	198	168	147	84	72	63	100	266	339	19	86	280	49	316	328	37	366	0	0	26	275	50

Q3F2F. And how would you rate these CFLs in terms of … How long they last before burning out?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
1 NOT AT ALL SATISFIED	2%	1%	4%	2%	1%	3%	3%	1%	3%	2%	0%	1%	2%	2%	2%	2%	0%	2%	0%	0%	4%	1%	3%
2	1%	2%	1%	2%	1%	2%	0%	2%	1%	1%	0%	1%	2%	0%	2%	2%	0%	1%	0%	0%	4%	1%	0%
3	2%	2%	1%	3%	1%	0%	1%	3%	1%	1%	6%	2%	1%	3%	1%	1%	4%	2%	0%	0%	0%	2%	2%
4	1%	2%	0%	1%	0%	4%	0%	3%	0%	1%	0%	2%	1%	3%	1%	1%	4%	1%	0%	0%	4%	1%	0%
5	3%	3%	2%	3%	2%	3%	1%	1%	3%	2%	6%	2%	3%	3%	2%	2%	4%	3%	0%	0%	0%	4%	0%
6	2%	2%	3%	3%	0%	2%	3%	3%	2%	2%	0%	2%	2%	0%	3%	3%	0%	2%	0%	0%	4%	2%	3%
7	4%	4%	5%	4%	2%	8%	3%	3%	5%	4%	14%	4%	5%	1%	5%	5%	0%	4%	0%	0%	11%	3%	2%
8	13%	13%	13%	17%	9%	10%	12%	16%	12%	13%	10%	13%	13%	13%	12%	14%	4%	13%	0%	0%	9%	16%	10%
9	11%	7%	15%	8%	12%	15%	12%	7%	13%	11%	12%	7%	12%	6%	12%	12%	3%	11%	0%	0%	8%	15%	2%
10 EXTREMELY SATISFIED	36%	38%	34%	34%	46%	31%	38%	33%	37%	37%	23%	46%	33%	44%	35%	34%	52%	36%	0%	0%	21%	42%	27%
REFUSED	0%	1%	0%	1%	0%	0%	0%	2%	0%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	0%	4%	0%	0%
DON'T KNOW	24%	26%	21%	23%	27%	21%	27%	25%	24%	23%	28%	19%	26%	25%	24%	24%	28%	24%	0%	0%	33%	13%	50%
Mean	8.5	8.6	8.4	8.2	8.8	8.4	8.6	8.3	8.5	8.5	7.9	8.7	8.4	8.7	8.4	8.4	9.0	8.5	.	.	7.6	8.6	8.2
N	357	182	175	133	82	74	68	92	265	336	14	85	272	48	308	327	30	357	0	0	29	265	52

Q3F2B1. And how would you rate these CFLs in terms of … Are they too bright, or not bright enough?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Too bright	3%	5%	0%	0%	0%	0%	15%	0%	4%	3%	0%	14%	0%	0%	3%	3%	0%	3%	0%	0%	0%	6%	0%
Not bright enough	97%	95%	100%	100%	100%	100%	85%	100%	96%	97%	0%	86%	100%	100%	97%	97%	100%	97%	0%	0%	100%	94%	100%
N	31	16	15	14	5	6	6	7	24	31	0	7	24	3	28	29	2	31	0	0	7	20	2

Q3F3. In general, what are the best features of CFLs?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Lasts longer before burning out	35%	34%	37%	36%	35%	31%	36%	38%	34%	37%	8%	34%	36%	43%	34%	35%	33%	35%	.	.	17%	37%	32%
Saves money/reduces electricity bill	29%	27%	32%	32%	27%	32%	24%	30%	29%	29%	35%	26%	30%	23%	30%	30%	18%	29%	.	.	31%	29%	30%
Saves/conserves energy/electricity	53%	49%	57%	53%	65%	46%	45%	46%	55%	53%	58%	41%	57%	49%	53%	53%	54%	53%	.	.	56%	54%	49%
Better for environment/GREEN/conservatio	3%	3%	4%	3%	1%	5%	4%	2%	4%	3%	0%	3%	3%	3%	3%	3%	3%	3%	.	.	2%	3%	4%
Works better/higher quality	13%	16%	10%	11%	12%	17%	17%	15%	13%	13%	20%	18%	12%	11%	14%	13%	11%	13%	.	.	6%	14%	14%
Less heat	4%	3%	5%	3%	6%	4%	2%	3%	4%	4%	5%	3%	4%	3%	4%	4%	2%	4%	.	.	4%	4%	2%
Better color	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%	1%	2%	1%	.	.	0%	1%	3%
Easy to install	0%	1%	0%	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	2%	0%	0%	0%	0%	.	.	0%	0%	1%
Look/design	1%	2%	1%	0%	2%	1%	3%	0%	2%	1%	5%	3%	1%	2%	1%	1%	2%	1%	.	.	0%	1%	2%
Other -RECORD	3%	3%	4%	4%	2%	5%	3%	4%	3%	4%	0%	3%	4%	3%	4%	3%	5%	3%	.	.	4%	4%	2%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	.	0%	0%	0%
DON'T KNOW	6%	6%	6%	5%	5%	6%	9%	6%	6%	6%	8%	8%	5%	6%	6%	6%	3%	6%	.	.	12%	4%	10%
N	756	411	345	305	161	149	141	192	564	704	40	198	558	106	648	694	61	756	0	0	52	573	103

Q3F4. When the CFL[s] now installed burns out, how likely are you to replace it/them with another CFL?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
1 NOT AT ALL LIKELY	3%	3%	2%	2%	1%	6%	4%	4%	3%	3%	2%	2%	3%	2%	3%	3%	1%	3%	0%	0%	0%	3%	4%
2	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	0%	2%	1%	1%	1%	1%	0%	1%	0%	0%	3%	1%	1%
3	1%	0%	1%	1%	0%	1%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%	3%	1%	0%
4	1%	1%	1%	1%	0%	0%	0%	1%	1%	1%	1%	0%	1%	0%	1%	1%	0%	1%	0%	0%	3%	0%	1%
5	4%	6%	2%	5%	2%	3%	5%	8%	3%	4%	7%	5%	4%	6%	4%	4%	4%	4%	0%	0%	7%	4%	3%
6	2%	1%	4%	1%	3%	4%	3%	1%	3%	2%	0%	2%	2%	2%	2%	2%	2%	2%	0%	0%	4%	2%	1%
7	4%	4%	5%	1%	9%	4%	8%	3%	5%	4%	3%	3%	5%	8%	4%	4%	8%	4%	0%	0%	0%	4%	5%
8	8%	7%	10%	9%	10%	6%	6%	6%	9%	8%	5%	7%	9%	4%	9%	8%	6%	8%	0%	0%	0%	9%	10%
9	9%	10%	8%	10%	10%	13%	1%	9%	9%	8%	16%	9%	9%	5%	10%	9%	7%	9%	0%	0%	14%	7%	10%
10 EXTREMELY LIKELY	65%	65%	64%	65%	61%	62%	68%	65%	64%	65%	59%	67%	64%	69%	64%	64%	70%	65%	0%	0%	66%	67%	58%
DON'T KNOW	2%	3%	1%	3%	2%	2%	2%	4%	2%	2%	6%	4%	2%	1%	3%	2%	2%	2%	0%	0%	0%	1%	7%
Mean	8.9	8.8	8.9	8.9	8.9	8.7	8.8	8.8	8.9	8.8	8.8	8.9	8.8	8.8	8.9	8.8	9.2	8.9	.	.	8.7	8.9	8.7
N	685	372	313	280	141	136	128	174	511	637	37	182	503	94	589	628	56	685	0	0	31	537	93

Q3F5. Why do you say that?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Not sure	3%	2%	4%	0%	10%	8%	0%	0%	5%	3%	0%	6%	2%	0%	4%	3%	0%	3%	.	.	0%	4%	0%
Dont have any	2%	2%	0%	0%	0%	8%	0%	0%	2%	2%	0%	6%	0%	10%	0%	2%	0%	2%	.	.	0%	2%	0%
High Cost	9%	12%	4%	14%	0%	8%	8%	14%	7%	10%	0%	17%	6%	20%	7%	10%	0%	9%	.	.	0%	8%	22%
Poor Quality (Brightness)	38%	37%	42%	41%	40%	54%	15%	29%	43%	37%	60%	28%	43%	30%	40%	39%	33%	38%	.	.	40%	39%	44%
Color	8%	7%	8%	7%	0%	15%	8%	5%	9%	8%	0%	17%	4%	10%	7%	8%	0%	8%	.	.	20%	6%	11%
Shape/Design	8%	2%	17%	10%	10%	8%	0%	5%	9%	8%	0%	0%	11%	0%	9%	8%	0%	8%	.	.	20%	6%	11%
Depends on price/If they are on sale	6%	7%	4%	7%	10%	0%	8%	10%	5%	7%	0%	6%	6%	10%	5%	6%	0%	6%	.	.	20%	6%	0%
Delay in start-up	8%	2%	17%	7%	30%	0%	0%	5%	9%	8%	0%	0%	11%	0%	9%	8%	0%	8%	.	.	20%	8%	0%
Dont last	14%	15%	13%	10%	0%	23%	23%	14%	14%	15%	0%	17%	13%	0%	16%	15%	0%	14%	.	.	0%	16%	11%
Cant use them in certain applications	3%	2%	4%	0%	10%	8%	0%	0%	5%	3%	0%	0%	4%	10%	2%	3%	0%	3%	.	.	0%	4%	0%
Dont believe they save energy/Need proof	5%	5%	4%	7%	10%	0%	0%	5%	5%	3%	20%	0%	6%	0%	5%	3%	33%	5%	.	.	0%	4%	0%
RECORD	14%	10%	21%	21%	10%	0%	15%	14%	14%	15%	0%	6%	17%	0%	16%	15%	0%	14%	.	.	20%	12%	22%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	.	0%	0%	0%
DON'T KNOW	6%	10%	0%	3%	0%	0%	23%	10%	5%	5%	20%	17%	2%	40%	0%	5%	33%	6%	.	.	0%	6%	0%
N	65	41	24	29	10	13	13	21	44	60	5	18	47	10	55	62	3	65	0	0	5	49	9

3G. EXPANDING CFL SATURATION

Q3G1. When one of the incandescent bulbs you now have installed burns out, would you say you… [READ LIST]	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
You will DEFINITELY replace it with a CF	27%	29%	23%	27%	23%	29%	27%	29%	26%	26%	43%	35%	23%	32%	25%	26%	29%	33%	14%	0%	21%	34%	38%
You will POSSIBLY replace it with a CFL	48%	46%	53%	48%	53%	46%	49%	44%	50%	49%	28%	44%	50%	45%	49%	49%	47%	45%	56%	0%	42%	42%	51%
You will definitely NOT replace it with	17%	16%	19%	19%	16%	17%	15%	20%	16%	18%	9%	13%	19%	13%	19%	18%	15%	16%	20%	0%	34%	17%	6%
DO NOT READ..No incandescent bulbs insta	4%	4%	3%	4%	4%	3%	4%	2%	4%	3%	17%	4%	4%	4%	4%	4%	3%	5%	1%	0%	0%	6%	4%
DON'T KNOW	4%	5%	2%	2%	3%	5%	5%	4%	3%	4%	4%	5%	3%	5%	3%	3%	6%	1%	9%	0%	3%	1%	1%
N	965	558	407	392	192	191	190	250	715	904	45	272	693	179	784	855	109	756	209	0	52	573	103

Q3G2A. Would your decision to replace a burned-out incandescent with a CFL depend on…the room in which the bulb would be located?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	61%	60%	62%	63%	61%	59%	56%	64%	59%	60%	75%	60%	61%	56%	62%	61%	61%	64%	54%	0%	47%	65%	72%
NO	36%	37%	35%	33%	38%	37%	42%	31%	38%	37%	21%	37%	36%	40%	35%	37%	34%	34%	41%	0%	50%	33%	28%
DON'T KNOW	3%	3%	3%	4%	0%	3%	2%	5%	2%	3%	4%	3%	3%	4%	3%	2%	6%	2%	4%	0%	3%	2%	0%
N	614	329	285	255	124	116	119	154	460	592	16	148	466	100	513	548	65	455	159	0	39	338	58

Q3G2B. Would your decision to replace a burned-out incandescent with a CFL depend on…how often you would use the bulb?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	39%	41%	36%	43%	38%	36%	32%	47%	36%	38%	57%	41%	38%	43%	38%	39%	40%	36%	42%	0%	33%	41%	26%
NO	58%	55%	63%	53%	59%	62%	66%	50%	61%	59%	22%	55%	59%	55%	59%	58%	59%	61%	55%	0%	67%	55%	72%
DON'T KNOW	3%	4%	1%	4%	3%	2%	1%	3%	3%	3%	21%	4%	3%	3%	3%	3%	2%	3%	3%	0%	0%	4%	2%
N	614	329	285	255	124	116	119	154	460	592	16	148	466	100	513	548	65	455	159	0	39	338	58

Q3G2C. Would your decision to replace a burned-out incandescent with a CFL depend on…the price of CFLs?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	45%	51%	37%	46%	37%	51%	46%	53%	42%	45%	63%	59%	41%	58%	42%	45%	48%	36%	60%	0%	41%	34%	43%
NO	53%	47%	61%	51%	61%	48%	53%	45%	56%	53%	32%	39%	58%	40%	56%	53%	52%	62%	37%	0%	59%	64%	57%
DON'T KNOW	2%	2%	2%	3%	2%	1%	1%	2%	2%	2%	6%	2%	2%	2%	2%	2%	0%	1%	3%	0%	0%	2%	0%
N	614	329	285	255	124	116	119	154	460	592	16	148	466	100	513	548	65	455	159	0	39	338	58

Q3G2D. Would your decision to replace a burned-out incandescent with a CFL depend on…whether you have incandescent bulbs in storage?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	53%	53%	52%	55%	60%	48%	48%	51%	54%	52%	63%	60%	51%	58%	52%	52%	60%	48%	61%	0%	45%	46%	53%
NO	45%	44%	46%	44%	38%	50%	47%	47%	44%	45%	28%	37%	47%	41%	46%	46%	38%	50%	35%	0%	55%	53%	46%
DON'T KNOW	2%	2%	2%	1%	3%	2%	5%	2%	2%	2%	10%	4%	2%	1%	3%	2%	2%	1%	4%	0%	0%	2%	2%
N	614	329	285	255	124	116	119	154	460	592	16	148	466	100	513	548	65	455	159	0	39	338	58

Q3G2E. Would your decision to replace a burned-out incandescent with a CFL depend on…whether you have CFLs in storage?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	52%	53%	51%	56%	55%	44%	48%	57%	51%	52%	50%	54%	52%	58%	51%	52%	55%	52%	0%	0%	37%	50%	51%
NO	45%	44%	46%	40%	42%	54%	50%	37%	47%	45%	50%	46%	45%	40%	46%	45%	45%	45%	0%	0%	63%	48%	42%
DON'T KNOW	3%	3%	2%	4%	2%	2%	2%	6%	2%	3%	0%	0%	3%	2%	3%	3%	0%	3%	0%	0%	0%	2%	7%
N	274	133	141	115	60	50	49	59	215	260	10	53	221	25	248	253	20	274	0	0	12	222	30

Q3G2F. Is there anything else that might affect your decision to replace a particular burned-out incandescent bulb with a CFL?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
3-way lighting	2%	2%	3%	3%	2%	1%	1%	2%	2%	2%	4%	3%	2%	2%	2%	2%	2%	2%	3%	0%	0%	2%	2%
Quality (Brightness)	10%	8%	12%	9%	9%	11%	12%	9%	10%	10%	0%	8%	10%	8%	10%	10%	9%	11%	9%	0%	9%	11%	9%
Looks/design	3%	3%	3%	4%	3%	1%	3%	3%	3%	3%	0%	4%	3%	2%	3%	3%	5%	3%	3%	0%	0%	4%	5%
Availability	1%	1%	1%	0%	1%	4%	0%	0%	1%	1%	0%	1%	1%	1%	1%	1%	3%	0%	3%	0%	0%	0%	0%
Alternatives	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%
Feel like doing the right thing	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Light up time	0%	0%	1%	0%	0%	2%	0%	0%	1%	0%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%	0%	1%	0%
Could use them in certain applications	3%	2%	3%	3%	3%	2%	2%	2%	3%	3%	0%	0%	3%	2%	3%	3%	1%	4%	0%	0%	3%	5%	2%
Last longer	1%	1%	2%	1%	0%	3%	0%	0%	1%	1%	0%	0%	1%	2%	1%	1%	0%	2%	0%	0%	0%	1%	2%
Less noisy	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	2%
Color	1%	1%	1%	2%	1%	0%	0%	2%	1%	1%	0%	1%	1%	1%	1%	1%	2%	1%	2%	0%	0%	1%	2%
Fit lamp/fixture	13%	11%	15%	12%	22%	7%	12%	11%	13%	13%	15%	8%	14%	7%	14%	12%	13%	18%	4%	0%	15%	19%	14%
Less heat	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Lower price	1%	1%	1%	1%	1%	3%	0%	2%	1%	1%	4%	2%	1%	3%	1%	2%	0%	2%	1%	0%	3%	1%	4%
Free sample/Coupons	1%	1%	0%	0%	0%	1%	2%	1%	0%	1%	0%	1%	1%	0%	1%	1%	0%	0%	1%	0%	0%	0%	1%
Develop new habits	1%	1%	1%	1%	0%	3%	0%	1%	1%	1%	0%	0%	1%	1%	1%	1%	0%	0%	2%	0%	0%	0%	0%
Education/Information about CFLs	1%	2%	1%	1%	2%	3%	1%	2%	1%	1%	0%	0%	2%	3%	1%	1%	3%	1%	2%	0%	0%	1%	0%
Nothing Else	55%	59%	51%	56%	50%	54%	61%	57%	55%	55%	74%	66%	52%	66%	53%	56%	54%	51%	63%	0%	59%	48%	57%
RECORD	4%	4%	3%	4%	4%	3%	4%	6%	3%	4%	3%	2%	4%	0%	5%	4%	3%	4%	4%	0%	5%	3%	1%
DON'T KNOW	2%	2%	2%	2%	0%	3%	2%	2%	2%	2%	0%	2%	2%	1%	2%	2%	3%	1%	4%	0%	3%	1%	0%
N	614	329	285	255	124	116	119	154	460	592	16	148	466	100	513	548	65	455	159	0	39	338	58

Q3G3A. What is the main factor, if anything, preventing you from installing CFLs in your home?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Waiting for installed bulbs to burn out	8%	8%	10%	5%	8%	12%	12%	6%	9%	8%	9%	6%	9%	8%	9%	9%	7%	7%	10%	0%	5%	8%	7%
Storing incandescent bulbs	2%	2%	3%	2%	3%	2%	3%	0%	3%	2%	0%	3%	2%	4%	2%	2%	3%	1%	5%	0%	0%	1%	2%
Storing CFLs	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%
Operating hours-don't use other bulbs	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
CFLs too expensive/cost too much	14%	16%	10%	14%	11%	15%	14%	17%	13%	13%	31%	18%	12%	20%	12%	13%	20%	12%	17%	0%	13%	10%	20%
Need DIMMABLE bulbs	3%	2%	4%	3%	2%	2%	3%	1%	4%	3%	0%	0%	4%	2%	3%	3%	3%	4%	1%	0%	3%	5%	4%
Need 3-WAY bulbs	3%	4%	1%	4%	3%	0%	2%	4%	2%	3%	6%	5%	2%	1%	3%	2%	5%	2%	3%	0%	0%	3%	2%
Don't like the look of CFLs	4%	4%	5%	5%	4%	5%	4%	5%	4%	5%	0%	2%	5%	2%	5%	5%	3%	5%	3%	0%	4%	5%	7%
Don't like the way CFLs FIT in fixtures	15%	14%	16%	14%	23%	12%	12%	13%	16%	15%	29%	12%	16%	10%	16%	15%	12%	19%	7%	0%	10%	21%	21%
Not BRIGHT enough	14%	11%	19%	17%	8%	15%	12%	16%	14%	15%	0%	11%	15%	5%	17%	16%	7%	17%	9%	0%	26%	17%	10%
Don't like the COLOR	5%	3%	7%	4%	4%	4%	8%	3%	5%	5%	4%	3%	5%	6%	5%	5%	3%	6%	4%	0%	7%	6%	3%
CFLs take too LONG to light up	1%	0%	3%	1%	2%	2%	0%	1%	2%	1%	0%	0%	2%	0%	2%	2%	0%	2%	1%	0%	0%	3%	0%
CFLs are not easily available	1%	2%	1%	1%	3%	2%	1%	1%	2%	1%	0%	3%	1%	2%	1%	1%	3%	1%	2%	0%	0%	0%	2%
Education/Information/Awareness	7%	9%	4%	8%	6%	6%	8%	11%	6%	7%	0%	10%	6%	11%	6%	7%	6%	2%	16%	0%	3%	1%	2%
Dont last long	1%	1%	1%	1%	2%	1%	1%	0%	1%	1%	3%	1%	1%	2%	1%	1%	0%	2%	0%	0%	0%	2%	2%
Dislike quality of light (too bright/harsh)	2%	1%	3%	3%	1%	0%	2%	2%	2%	2%	13%	0%	2%	2%	2%	2%	0%	2%	1%	0%	3%	2%	4%
Dont work with timers/motion sensors/security	0%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	1%	1%	0%	1%	0%	0%	0%	1%	2%
Habit of buying traditional bulbs	1%	2%	0%	1%	1%	3%	0%	3%	1%	1%	0%	2%	1%	3%	1%	1%	1%	0%	3%	0%	0%	0%	0%
Havent gotten to it / too lazy	2%	2%	3%	3%	2%	4%	1%	3%	2%	2%	0%	2%	2%	4%	2%	2%	2%	1%	4%	0%	3%	1%	4%
No other reason	0%	1%	0%	0%	1%	1%	1%	0%	1%	0%	0%	1%	0%	1%	0%	1%	0%	1%	0%	0%	0%	1%	1%
All fixtures already have CFLs	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	0%	2%	2%	2%	2%	2%	1%	3%	1%	0%	0%	4%	0%
RECORD OTHER REASON	5%	6%	3%	5%	4%	5%	4%	6%	4%	5%	0%	7%	4%	7%	4%	4%	10%	5%	5%	0%	16%	3%	2%
REFUSED	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%
DON'T KNOW	7%	7%	6%	6%	8%	6%	9%	4%	8%	7%	6%	11%	6%	6%	7%	6%	13%	6%	8%	0%	4%	6%	7%
N	614	329	285	255	124	116	119	154	460	592	16	148	466	100	513	548	65	455	159	0	39	338	58

Q3G3B. Anything else?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Waiting for installed bulbs to burn out	9%	9%	8%	6%	9%	11%	14%	7%	10%	9%	7%	9%	9%	12%	8%	9%	9%	8%	12%	.	5%	7%	9%
Storing incandescent bulbs	4%	2%	5%	2%	4%	5%	6%	1%	5%	4%	0%	4%	3%	4%	3%	4%	4%	2%	9%	.	0%	2%	2%
Storing CFLs	1%	1%	1%	0%	3%	0%	0%	1%	1%	1%	0%	1%	1%	0%	1%	1%	0%	1%	0%	.	3%	1%	0%
Operating hours-don't use other bulbs/l	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	.	0%	0%	0%
CFLs too expensive/cost too much	16%	21%	12%	18%	13%	16%	16%	23%	14%	16%	33%	24%	14%	24%	15%	16%	23%	14%	22%	.	14%	13%	26%
Need DIMMABLE bulbs	5%	3%	7%	6%	4%	5%	5%	3%	6%	5%	0%	2%	6%	3%	5%	5%	4%	6%	1%	.	5%	6%	4%
Need 3-WAY bulbs	4%	6%	3%	5%	4%	2%	7%	6%	4%	4%	7%	7%	4%	2%	5%	4%	9%	5%	4%	.	0%	6%	2%
Don't like the look of CFLs	10%	8%	13%	12%	10%	8%	10%	12%	10%	11%	0%	4%	12%	3%	12%	11%	4%	11%	9%	.	5%	11%	15%
Don't like the way CFLs FIT in fixtures	23%	22%	25%	22%	31%	17%	22%	20%	24%	23%	27%	20%	24%	15%	25%	23%	23%	28%	10%	.	16%	29%	29%
Not BRIGHT enough	22%	15%	30%	25%	19%	19%	21%	18%	24%	23%	0%	16%	24%	8%	25%	23%	11%	26%	12%	.	32%	26%	17%
Don't like the COLOR	10%	8%	13%	11%	5%	10%	14%	8%	11%	11%	7%	6%	12%	10%	11%	11%	4%	12%	5%	.	14%	13%	7%
CFLs take too LONG to light up	5%	3%	7%	5%	7%	6%	2%	6%	5%	5%	0%	2%	6%	2%	6%	6%	0%	6%	2%	.	3%	7%	2%
CFLs are not easily available	2%	2%	1%	1%	2%	3%	1%	1%	2%	2%	0%	3%	1%	2%	2%	1%	5%	1%	3%	.	3%	1%	2%
Dont last long	3%	3%	3%	3%	3%	2%	4%	2%	3%	2%	7%	2%	3%	2%	3%	3%	0%	4%	0%	.	0%	4%	6%
Education/Information/Awareness	6%	8%	4%	6%	6%	6%	8%	9%	5%	6%	0%	9%	6%	11%	6%	6%	7%	2%	19%	.	3%	2%	2%
Havent gotten to it / too lazy	2%	2%	2%	3%	2%	3%	1%	2%	2%	2%	0%	2%	2%	4%	2%	2%	2%	1%	5%	.	3%	1%	4%
No other reason	1%	1%	0%	0%	2%	2%	1%	1%	1%	1%	0%	2%	1%	1%	1%	1%	0%	1%	0%	.	0%	1%	2%
Dont save enough energy	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	.	0%	0%	0%
Environmental concerns - contain mercury	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	.	0%	0%	0%
Dont work with timers/motion sensors/security	1%	0%	1%	1%	0%	1%	0%	1%	1%	1%	0%	1%	1%	0%	1%	1%	0%	1%	0%	.	0%	1%	2%
Habit of buying traditional bulbs	1%	2%	0%	1%	1%	3%	0%	2%	1%	1%	0%	2%	1%	3%	1%	1%	4%	0%	4%	.	0%	0%	0%
Dislike quality of light (too bright/harsh)	3%	2%	4%	3%	4%	1%	4%	2%	3%	3%	13%	2%	3%	2%	3%	3%	2%	3%	3%	.	3%	3%	4%
All fixtures already have CFLs	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	0%	0%	0%
RECORD OTHER REASON	4%	5%	3%	5%	4%	5%	4%	6%	4%	5%	0%	7%	4%	6%	4%	4%	11%	4%	5%	.	16%	4%	2%
RECORD OTHER REASON	10%	9%	10%	8%	10%	12%	10%	5%	11%	10%	0%	11%	9%	4%	11%	9%	14%	9%	11%	.	5%	9%	11%
REFUSED	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	.	0%	0%	0%
DON'T KNOW	7%	8%	6%	6%	9%	5%	9%	5%	8%	7%	6%	12%	6%	6%	7%	6%	16%	6%	10%	.	5%	6%	7%
N	566	298	268	236	114	109	107	143	423	546	15	130	436	93	473	510	56	419	147	0	37	311	54

3H. WILLINGNESS TO PURCHASE (WTP) & BARRIERS

Q3H1. How likely are you to purchase any CFLs in the next year?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
1 NOT AT ALL LIKELY	13%	13%	12%	13%	13%	13%	11%	14%	12%	13%	7%	10%	14%	9%	14%	13%	10%	12%	15%	3%	22%	10%	10%
2	2%	1%	2%	2%	2%	1%	0%	2%	1%	2%	1%	0%	2%	0%	2%	1%	2%	2%	1%	3%	4%	2%	0%
3	3%	4%	3%	4%	4%	4%	2%	4%	3%	3%	3%	4%	3%	5%	3%	3%	7%	2%	7%	0%	4%	2%	1%
4	2%	2%	2%	2%	2%	1%	3%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	3%	0%	0%	1%	3%
5	12%	11%	13%	15%	10%	8%	12%	13%	12%	12%	9%	11%	13%	10%	13%	12%	13%	10%	15%	12%	9%	8%	15%
6	8%	7%	11%	6%	17%	7%	8%	5%	10%	9%	2%	6%	9%	11%	7%	9%	7%	6%	13%	9%	3%	7%	3%
7	9%	8%	9%	6%	10%	10%	11%	8%	9%	9%	9%	9%	9%	9%	9%	9%	8%	7%	11%	9%	4%	6%	8%
8	10%	10%	9%	9%	7%	13%	9%	9%	10%	10%	8%	9%	10%	11%	9%	9%	13%	9%	10%	13%	10%	10%	7%
9	5%	6%	3%	6%	4%	6%	2%	7%	4%	5%	10%	6%	4%	3%	5%	5%	3%	6%	2%	5%	10%	6%	5%
10 EXTREMELY LIKELY	32%	32%	32%	33%	26%	31%	34%	31%	32%	32%	44%	36%	30%	33%	31%	32%	28%	40%	16%	28%	21%	44%	43%
REFUSED	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	5%	6%	4%	4%	6%	5%	7%	5%	5%	5%	5%	8%	4%	7%	5%	5%	6%	4%	6%	18%	13%	3%	4%
Mean	7.0	7.0	6.9	6.9	6.7	7.2	7.1	7.0	7.0	7.0	7.7	7.4	6.8	7.2	6.9	7.0	6.7	7.3	5.8	7.6	6.0	7.5	7.4
N	1000	583	417	400	200	200	200	260	740	932	51	289	711	193	805	882	116	756	209	35	52	573	103

Q3H2A. Why are you unlikely to purchase CFLs in the next year?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Waiting for installed bulbs to burn out	16%	13%	22%	15%	14%	20%	19%	11%	19%	15%	41%	15%	17%	10%	18%	18%	11%	22%	10%	0%	16%	18%	30%
Storing incandescent bulbs	5%	4%	8%	4%	13%	7%	1%	2%	7%	5%	0%	4%	6%	4%	6%	6%	5%	5%	7%	0%	0%	7%	3%
Storing CFLs (have enough in storage)	15%	15%	14%	16%	18%	11%	12%	13%	16%	14%	24%	13%	16%	13%	15%	15%	12%	22%	6%	0%	13%	26%	17%
Operating hours-don't use other bulbs	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
CFLs too expensive/cost too much	10%	13%	6%	13%	5%	5%	13%	16%	8%	11%	0%	19%	7%	17%	9%	9%	15%	7%	15%	11%	10%	6%	9%
Need DIMMABLE bulbs	1%	2%	0%	2%	1%	0%	0%	3%	0%	1%	0%	0%	1%	0%	1%	1%	3%	2%	0%	0%	5%	0%	0%
Need 3-WAY bulbs	0%	1%	0%	0%	0%	0%	2%	0%	1%	0%	0%	2%	0%	0%	1%	1%	0%	0%	1%	0%	0%	0%	0%
Don't like the look of CFLs	3%	2%	4%	1%	4%	5%	4%	1%	4%	3%	0%	2%	3%	2%	3%	2%	5%	2%	3%	0%	5%	3%	0%
Don't like the way CFLs FIT in fixtures	5%	6%	3%	4%	8%	5%	2%	4%	5%	5%	6%	4%	5%	10%	3%	3%	10%	4%	6%	0%	0%	6%	4%
Not BRIGHT enough	12%	11%	12%	12%	6%	20%	6%	13%	11%	12%	0%	12%	12%	0%	15%	13%	4%	15%	8%	0%	26%	12%	15%
Don't like the COLOR	5%	5%	6%	3%	6%	11%	4%	3%	6%	5%	6%	4%	5%	9%	4%	4%	8%	5%	6%	0%	4%	4%	7%
CFLs take too LONG to light up	2%	1%	3%	2%	1%	2%	0%	2%	1%	2%	0%	2%	1%	0%	2%	2%	0%	1%	2%	0%	0%	2%	0%
Dislike quality of light (too bright/harsh)	1%	1%	1%	0%	4%	0%	1%	0%	1%	1%	4%	2%	1%	0%	1%	1%	0%	1%	1%	0%	0%	1%	0%
Dont save enough energy	1%	0%	2%	0%	0%	3%	1%	0%	1%	1%	0%	0%	1%	1%	1%	1%	0%	1%	1%	0%	0%	2%	0%
Education/Information/Awareness	8%	10%	4%	8%	0%	6%	16%	16%	5%	8%	0%	7%	8%	9%	8%	7%	10%	0%	17%	30%	0%	0%	0%
Dont last long	2%	2%	1%	2%	0%	1%	3%	2%	1%	2%	0%	2%	2%	2%	1%	2%	0%	2%	1%	0%	0%	3%	2%
No reason	1%	1%	0%	1%	3%	0%	0%	0%	1%	1%	0%	2%	1%	4%	0%	1%	2%	0%	2%	0%	0%	0%	0%
Habit of buying traditional bulbs	1%	0%	4%	1%	5%	0%	0%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%	2%	1%	0%	4%	1%	4%
Inertia	1%	1%	0%	0%	0%	0%	5%	0%	1%	1%	0%	2%	1%	2%	1%	1%	2%	0%	2%	0%	0%	0%	0%
Availability	1%	1%	0%	1%	3%	0%	0%	2%	1%	1%	0%	2%	1%	2%	1%	0%	3%	1%	0%	16%	0%	0%	0%
All fixtures already have CFLs	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
RECORD OTHER REASON	6%	7%	4%	6%	7%	3%	6%	9%	4%	6%	4%	5%	6%	10%	5%	5%	8%	7%	2%	16%	16%	7%	6%
DON'T KNOW	5%	4%	6%	6%	2%	3%	4%	5%	5%	4%	15%	4%	5%	5%	5%	6%	0%	2%	7%	27%	0%	2%	4%
N	290	169	121	132	55	49	54	80	210	272	11	70	220	49	241	249	41	197	86	7	20	135	30

Q3H2B. Any other reasons?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Waiting for installed bulbs to burn out	21%	19%	23%	19%	19%	25%	23%	18%	22%	19%	40%	22%	20%	15%	22%	21%	18%	25%	12%	0%	15%	22%	33%
Storing incandescent bulbs	6%	4%	10%	5%	11%	8%	4%	1%	8%	6%	0%	4%	7%	4%	7%	7%	5%	6%	7%	25%	0%	6%	7%
Storing CFLs (have enough in storage)	24%	23%	25%	24%	30%	21%	19%	18%	26%	23%	30%	19%	25%	17%	25%	24%	23%	31%	6%	0%	20%	35%	23%
Operating hours-don't use other bulbs	0%	0%	1%	1%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%
CFLs too expensive/cost too much	12%	15%	8%	16%	7%	6%	13%	19%	9%	13%	10%	22%	9%	22%	10%	11%	18%	9%	18%	50%	10%	8%	13%
Need dimmable bulbs	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	0%	1%	2%	0%	2%	2%	3%	2%	1%	0%	10%	1%	0%
Need 3-WAY bulbs	1%	1%	2%	1%	0%	4%	2%	1%	2%	2%	0%	3%	1%	0%	2%	2%	0%	1%	2%	0%	10%	0%	0%
Don't like the look of CFLs	6%	6%	8%	6%	4%	10%	8%	4%	7%	7%	0%	7%	6%	7%	6%	7%	5%	6%	7%	0%	5%	7%	3%
Don't like the way CFLs fit in fixtures	9%	11%	6%	9%	13%	8%	6%	10%	8%	9%	10%	10%	9%	17%	7%	8%	15%	8%	11%	0%	10%	8%	7%
Not BRIGHT enough	15%	13%	17%	17%	11%	21%	9%	16%	15%	16%	0%	15%	15%	2%	17%	17%	5%	17%	11%	0%	30%	16%	17%
Don't like the color	9%	9%	9%	10%	7%	15%	6%	10%	9%	9%	10%	10%	9%	13%	9%	10%	8%	9%	11%	0%	10%	8%	13%
CFLs take too long to light up	3%	1%	5%	2%	6%	4%	0%	1%	3%	3%	0%	1%	3%	0%	3%	3%	0%	3%	2%	0%	0%	4%	0%
Dislike quality of light (too bright/harsh)	2%	2%	3%	2%	4%	0%	4%	0%	3%	2%	10%	3%	2%	0%	3%	3%	0%	2%	4%	0%	0%	2%	3%
Dont last long	3%	4%	3%	3%	2%	2%	6%	4%	3%	3%	0%	4%	3%	2%	3%	4%	0%	4%	1%	0%	0%	5%	7%
Environmantal concerns	0%	0%	1%	0%	0%	0%	2%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Availability	1%	2%	0%	2%	2%	0%	0%	3%	1%	1%	0%	1%	1%	2%	1%	1%	2%	1%	0%	20%	0%	1%	0%
Dont save enough energy	1%	1%	2%	1%	0%	2%	2%	0%	2%	1%	0%	0%	1%	2%	1%	1%	0%	1%	1%	0%	0%	2%	0%
Education/Information/Awareness	6%	9%	3%	6%	0%	4%	13%	13%	3%	6%	0%	6%	6%	9%	6%	5%	10%	0%	18%	50%	0%	0%	0%
Habit of buying traditional bulbs	1%	0%	3%	2%	4%	0%	0%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%	2%	1%	0%	5%	1%	3%
Inertia	1%	1%	0%	0%	0%	0%	4%	0%	1%	1%	0%	1%	1%	2%	0%	0%	3%	0%	2%	0%	0%	0%	0%
All fixtures already have CFLs	0%	1%	0%	0%	2%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	3%	1%	0%	0%	0%	1%	0%
NO OTHER REASON	71%	73%	69%	71%	72%	69%	74%	70%	72%	71%	80%	65%	73%	76%	70%	70%	78%	70%	76%	50%	70%	71%	67%
RECORD OTHER REASON	6%	7%	5%	6%	9%	2%	8%	8%	5%	6%	10%	4%	7%	11%	5%	6%	8%	7%	2%	25%	15%	7%	7%
RECORD OTHER REASON	5%	5%	6%	6%	6%	2%	8%	4%	6%	5%	10%	6%	5%	0%	6%	6%	3%	5%	7%	0%	5%	5%	7%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	5%	3%	7%	6%	2%	4%	4%	4%	5%	4%	9%	3%	5%	4%	5%	5%	0%	2%	8%	33%	0%	2%	3%
N	281	164	117	126	54	48	53	77	204	265	10	68	213	46	235	241	40	194	83	4	20	132	30

Q3H3. Please tell me how likely you'd be to purchase CFLs in the next year.	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
1 NOT AT ALL LIKELY	26%	25%	29%	21%	25%	42%	26%	23%	28%	27%	19%	23%	27%	25%	27%	27%	24%	30%	21%	0%	51%	29%	17%
2	3%	3%	5%	5%	1%	2%	1%	4%	3%	4%	0%	1%	4%	0%	4%	4%	1%	3%	5%	0%	0%	5%	0%
3	7%	9%	5%	10%	6%	4%	4%	12%	5%	8%	0%	9%	7%	14%	6%	6%	14%	6%	9%	0%	10%	7%	3%
4	6%	5%	7%	3%	7%	6%	9%	4%	6%	6%	5%	3%	6%	5%	6%	6%	3%	6%	5%	0%	11%	5%	9%
5	22%	21%	23%	21%	22%	18%	27%	23%	21%	21%	54%	23%	22%	8%	25%	25%	6%	27%	15%	0%	18%	24%	32%
6	2%	3%	1%	2%	1%	3%	0%	5%	1%	2%	0%	7%	0%	0%	2%	2%	0%	1%	2%	0%	0%	1%	4%
7	6%	7%	5%	6%	13%	3%	5%	4%	7%	6%	0%	7%	6%	15%	4%	4%	16%	4%	9%	0%	0%	6%	4%
8	13%	16%	8%	14%	8%	7%	19%	14%	12%	12%	17%	17%	11%	22%	11%	11%	21%	6%	22%	0%	0%	7%	7%
9	4%	4%	4%	5%	5%	3%	1%	2%	5%	4%	0%	6%	4%	4%	4%	4%	3%	3%	6%	0%	0%	4%	0%
10 EXTREMELY LIKELY	8%	6%	10%	10%	5%	6%	7%	8%	8%	8%	0%	5%	9%	5%	9%	8%	6%	9%	6%	0%	5%	8%	21%
REFUSED	0%	1%	0%	0%	3%	0%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	3%	1%	0%	0%	0%	0%	3%
DON'T KNOW	2%	1%	3%	0%	4%	7%	0%	0%	3%	1%	5%	0%	3%	3%	2%	2%	3%	3%	0%	0%	5%	5%	0%
Mean	4.67	4.77	4.52	4.94	4.71	3.76	4.75	4.75	4.64	4.65	3.89	5.01	4.56	4.98	4.61	4.62	5.00	4.43	5.19	.	2.84	4.45	5.48
N	283	164	119	128	54	48	53	77	206	266	10	67	216	45	238	245	38	197	86	0	20	135	30

Q3H4A. What changed your mind to make you say you're now likely to buy CFLs in the next year?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
CFLs last longer	13%	10%	17%	8%	18%	26%	15%	9%	14%	10%	0%	4%	16%	11%	13%	13%	12%	9%	15%	0%	0%	5%	0%
Use less energy	14%	12%	19%	14%	12%	0%	27%	4%	18%	14%	0%	12%	15%	15%	14%	13%	17%	13%	15%	0%	0%	11%	20%
Cheaper than I originally thought	23%	29%	12%	23%	21%	24%	27%	38%	17%	23%	100%	33%	19%	34%	20%	22%	26%	17%	28%	0%	0%	24%	11%
Size and color same as standard bulb	2%	2%	1%	3%	3%	0%	0%	0%	3%	2%	0%	0%	3%	0%	3%	1%	6%	5%	0%	0%	100%	2%	0%
Fit in most fixtures	5%	7%	2%	6%	9%	0%	5%	5%	5%	6%	0%	0%	8%	6%	5%	3%	12%	5%	5%	0%	0%	9%	0%
Save on electricity cost	11%	9%	15%	16%	9%	0%	5%	15%	10%	12%	0%	5%	14%	6%	13%	15%	0%	9%	13%	0%	0%	3%	21%
Helps environment	5%	4%	7%	3%	9%	0%	12%	0%	7%	5%	0%	9%	3%	5%	5%	5%	6%	5%	5%	0%	0%	3%	11%
Nothing at all	4%	3%	6%	5%	3%	0%	4%	7%	3%	4%	0%	5%	4%	0%	6%	5%	0%	6%	3%	0%	0%	7%	6%
Education/Information/Awareness	6%	9%	0%	8%	0%	13%	0%	7%	5%	6%	0%	14%	2%	11%	4%	4%	13%	3%	8%	0%	0%	5%	0%
We called	2%	2%	0%	0%	0%	13%	0%	0%	2%	2%	0%	0%	2%	6%	0%	2%	0%	0%	3%	0%	0%	0%	0%
Faster start-up time	1%	0%	2%	0%	0%	5%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	2%	0%	0%	0%	3%	0%
RECORD VERBATIM	9%	6%	15%	11%	9%	13%	0%	4%	11%	10%	0%	9%	9%	6%	10%	10%	7%	14%	5%	0%	0%	18%	11%
REFUSED	1%	2%	0%	3%	0%	0%	0%	5%	0%	2%	0%	0%	2%	0%	2%	2%	0%	3%	0%	0%	0%	0%	11%
DON'T KNOW	4%	4%	2%	3%	6%	5%	5%	5%	3%	4%	0%	8%	2%	2%	5%	5%	0%	9%	0%	0%	0%	10%	11%
N	88	56	32	45	17	10	16	25	63	83	1	27	61	20	68	71	17	49	39	0	1	36	10

Q3H5A. What, if anything, would motivate you to purchase CFLs in the next year?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
They need to be cheaper	9%	10%	7%	13%	7%	9%	2%	12%	8%	9%	0%	17%	6%	10%	9%	8%	13%	8%	10%	7%	17%	1%	6%
Need to be convinced of energy savings	6%	3%	9%	3%	5%	10%	7%	3%	7%	5%	0%	8%	5%	9%	5%	6%	6%	7%	2%	15%	9%	2%	11%
Need them to be in stores where I normal	5%	6%	2%	7%	11%	0%	0%	9%	3%	5%	0%	4%	5%	14%	2%	4%	7%	2%	6%	9%	0%	4%	0%
Need different sizes to fit my fixtures	4%	5%	1%	5%	6%	2%	0%	7%	2%	4%	0%	0%	5%	4%	3%	2%	13%	4%	4%	0%	0%	8%	0%
Need more features-dimmable/3-way	3%	3%	4%	4%	0%	0%	6%	3%	3%	3%	0%	4%	3%	0%	4%	3%	6%	3%	4%	0%	0%	3%	0%
Need to make them more attractive	1%	1%	2%	2%	0%	2%	0%	1%	1%	1%	0%	0%	2%	0%	2%	2%	0%	1%	2%	0%	0%	2%	0%
Need more information before I am convinced	6%	6%	6%	7%	5%	0%	11%	9%	5%	5%	21%	3%	7%	0%	7%	6%	7%	0%	6%	30%	0%	0%	0%
Improve the quality of light	20%	20%	20%	24%	26%	12%	14%	21%	20%	21%	8%	15%	22%	8%	23%	22%	9%	36%	10%	0%	31%	42%	31%
Prefer incandescent/standard bulbs	3%	4%	2%	4%	0%	5%	2%	6%	2%	4%	0%	2%	4%	0%	4%	4%	0%	3%	4%	0%	9%	3%	0%
Longer life	2%	3%	1%	3%	0%	0%	5%	4%	2%	2%	0%	2%	2%	0%	3%	3%	0%	5%	0%	0%	0%	9%	6%
Rebate/free samples	3%	1%	4%	2%	0%	0%	8%	3%	3%	3%	0%	0%	3%	0%	3%	3%	0%	2%	4%	0%	0%	0%	10%
Less heat	1%	0%	2%	2%	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	2%	0%	0%	9%	0%	0%
Faster start	2%	0%	4%	2%	2%	2%	0%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%	2%	2%	0%	0%	3%	0%
This call	2%	3%	0%	0%	6%	0%	4%	3%	1%	2%	0%	4%	1%	4%	1%	1%	6%	0%	4%	0%	0%	0%	0%
Finish the bulbs (incadescent) on hand	5%	5%	5%	6%	0%	7%	3%	6%	4%	5%	0%	0%	7%	10%	4%	6%	0%	3%	6%	7%	0%	2%	10%
Nothing at all	17%	17%	18%	7%	23%	34%	21%	7%	22%	18%	12%	29%	14%	18%	17%	17%	20%	15%	24%	0%	9%	16%	25%
Other - RECORD	9%	9%	9%	6%	7%	11%	12%	8%	9%	9%	0%	6%	9%	14%	7%	8%	13%	6%	10%	16%	17%	3%	0%
DON'T KNOW	3%	3%	2%	2%	2%	5%	3%	0%	4%	1%	58%	7%	2%	9%	2%	3%	0%	1%	2%	16%	0%	1%	0%
N	134	76	58	55	24	25	30	40	94	126	6	31	103	22	112	118	16	71	50	13	12	44	11

Q3H5B. Any thing else?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
They need to be cheaper	15%	18%	11%	17%	10%	24%	9%	22%	11%	15%	0%	23%	13%	13%	15%	15%	17%	15%	16%	10%	18%	14%	13%
Need to be convinced of energy savings	8%	7%	11%	8%	5%	12%	9%	6%	10%	8%	0%	14%	7%	13%	8%	7%	17%	10%	3%	20%	9%	3%	13%
Need them to be in stores where I normal	5%	6%	2%	6%	10%	0%	0%	8%	3%	5%	0%	5%	5%	19%	2%	4%	8%	2%	8%	9%	0%	3%	0%
Need different sizes to fit my fixtures	9%	11%	6%	13%	10%	6%	4%	14%	7%	10%	0%	5%	10%	7%	10%	8%	17%	13%	5%	0%	9%	14%	13%
Need more features-dimmable/3-way	5%	5%	4%	4%	0%	0%	13%	3%	6%	5%	0%	9%	3%	0%	5%	4%	8%	5%	5%	0%	9%	3%	0%
Need to make them more attractive	6%	8%	2%	4%	5%	12%	4%	6%	6%	6%	0%	5%	6%	13%	4%	4%	17%	8%	3%	0%	0%	11%	0%
Need more information before I am convinced	7%	7%	6%	6%	5%	0%	13%	8%	6%	5%	50%	5%	7%	0%	8%	6%	8%	0%	8%	40%	0%	0%	0%
Improve the quality of light	36%	38%	34%	42%	45%	29%	22%	39%	35%	37%	50%	32%	37%	20%	39%	38%	25%	53%	18%	0%	55%	54%	50%
Prefer incandescent/standard bulbs	7%	10%	2%	10%	0%	6%	4%	11%	4%	7%	0%	14%	5%	0%	8%	6%	8%	7%	8%	0%	9%	3%	0%
Nothing at all	1%	0%	2%	0%	0%	6%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	2%	0%	0%	0%	3%	0%
Coupons/sample/pay money	6%	5%	6%	6%	0%	0%	13%	8%	4%	6%	0%	0%	7%	0%	6%	6%	0%	2%	13%	0%	0%	0%	13%
Flicker	1%	2%	0%	2%	0%	0%	0%	3%	0%	1%	0%	5%	0%	0%	1%	1%	0%	0%	3%	0%	0%	0%	0%
Last longer	6%	7%	4%	6%	0%	0%	13%	8%	4%	6%	0%	5%	6%	0%	6%	6%	0%	8%	0%	10%	0%	11%	13%
Looks	2%	2%	2%	4%	0%	0%	0%	3%	1%	2%	0%	0%	2%	0%	2%	2%	0%	0%	5%	0%	0%	0%	0%
Reliable	2%	0%	4%	4%	0%	0%	0%	0%	3%	2%	0%	0%	2%	0%	2%	2%	0%	3%	0%	0%	0%	3%	13%
Available	1%	2%	0%	0%	5%	0%	0%	0%	1%	1%	0%	5%	0%	7%	0%	0%	8%	0%	3%	0%	0%	0%	0%
Less heat	1%	0%	2%	2%	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	2%	0%	0%	9%	0%	0%
Faster start	3%	0%	6%	2%	5%	6%	0%	0%	4%	3%	0%	0%	3%	0%	3%	3%	0%	3%	3%	0%	0%	5%	0%
This call	2%	3%	0%	0%	5%	0%	4%	3%	1%	2%	0%	5%	1%	7%	1%	1%	8%	0%	5%	0%	0%	0%	0%
Finish the bulbs (incadescent) on hand	6%	5%	6%	6%	0%	12%	4%	6%	6%	6%	0%	0%	7%	13%	4%	6%	0%	3%	8%	10%	0%	3%	13%
Nothing MORE	70%	67%	74%	65%	75%	71%	78%	61%	75%	69%	100%	73%	70%	73%	70%	71%	67%	67%	74%	80%	73%	70%	63%
Other - RECORD	10%	10%	11%	6%	10%	18%	13%	8%	11%	11%	0%	9%	10%	20%	9%	9%	17%	7%	13%	20%	18%	5%	0%
Other - RECORD	13%	11%	15%	19%	10%	6%	9%	17%	11%	14%	0%	9%	14%	7%	14%	13%	17%	7%	21%	20%	0%	8%	13%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	5%	5%	4%	2%	10%	6%	4%	0%	7%	2%	60%	8%	3%	12%	3%	5%	0%	3%	3%	17%	0%	5%	0%
N	108	61	47	48	20	17	23	36	72	104	2	22	86	15	93	96	12	60	38	10	11	37	8

Q3H5A_1. How much per bulb would you pay?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
0.75	8%	11%	0%	14%	0%	0%	0%	15%	0%	8%	0%	24%	0%	50%	0%	0%	50%	0%	17%	0%	0%	0%	0%
1	42%	27%	80%	41%	74%	56%	0%	36%	49%	42%	0%	0%	64%	0%	50%	41%	50%	22%	67%	0%	46%	17%	0%
2	8%	11%	0%	14%	0%	0%	0%	15%	0%	8%	0%	24%	0%	50%	0%	10%	0%	0%	17%	0%	0%	0%	0%
Don't know	42%	50%	20%	32%	26%	44%	100%	34%	51%	42%	0%	52%	36%	0%	50%	50%	0%	78%	0%	100%	54%	83%	100%
N	16	11	5	8	2	4	2	8	8	16	0	5	11	2	14	14	2	9	6	1	2	5	1

Q3H5A_7. What type of information would you be looking for?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Advertise	31%	27%	37%	34%	0%	0%	37%	34%	28%	41%	0%	0%	35%	0%	31%	17%	100%	0%	31%	31%	0%	0%	0%
Quality	16%	26%	0%	33%	0%	0%	0%	33%	0%	21%	0%	0%	18%	0%	16%	19%	0%	0%	35%	0%	0%	0%	0%
Savings	12%	20%	0%	0%	0%	0%	32%	0%	24%	0%	100%	100%	0%	0%	12%	15%	0%	0%	0%	23%	0%	0%	0%
Will ask at store	12%	0%	32%	0%	0%	0%	32%	0%	24%	0%	0%	0%	14%	0%	12%	15%	0%	0%	0%	23%	0%	0%	0%
RECORD	12%	0%	31%	0%	100%	0%	0%	0%	24%	16%	0%	0%	14%	0%	12%	15%	0%	0%	0%	23%	0%	0%	0%
DON'T KNOW	16%	26%	0%	33%	0%	0%	0%	33%	0%	21%	0%	0%	18%	0%	16%	19%	0%	0%	35%	0%	0%	0%	0%
N	7	4	3	3	1	0	3	3	4	5	1	1	6	0	7	6	1	0	3	4	0	0	0

Q3H5A_8. What don't you like about the quality of the light?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Color	13%	0%	29%	7%	52%	0%	0%	0%	24%	13%	0%	0%	15%	0%	15%	14%	0%	18%	0%	0%	46%	5%	25%
Too bright/harsh/sharp	7%	9%	6%	0%	0%	36%	38%	0%	13%	7%	0%	0%	8%	51%	3%	8%	0%	10%	0%	0%	0%	24%	0%
Not bright enough	75%	91%	56%	93%	24%	64%	62%	100%	55%	75%	0%	100%	72%	49%	78%	74%	100%	72%	85%	0%	54%	71%	75%
Cold	4%	0%	9%	0%	24%	0%	0%	0%	8%	4%	0%	0%	5%	0%	5%	4%	0%	0%	15%	0%	0%	0%	0%
N	30	15	15	17	7	4	2	12	18	30	0	4	26	2	28	29	1	24	6	0	4	14	4

Q3H5A_9. What do you prefer about incandescent/standard bulbs?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Color	20%	20%	0%	20%	0%	0%	0%	25%	0%	20%	0%	51%	0%	0%	20%	25%	0%	0%	50%	0%	0%	0%	0%
Quality of light	20%	20%	0%	20%	0%	0%	0%	25%	0%	20%	0%	0%	34%	0%	20%	25%	0%	0%	50%	0%	0%	0%	0%
Looks	20%	20%	0%	20%	0%	0%	0%	0%	100%	20%	0%	49%	0%	0%	20%	25%	0%	33%	0%	0%	0%	0%	0%
REFUSED	39%	39%	0%	39%	0%	0%	0%	49%	0%	39%	0%	0%	66%	0%	39%	25%	100%	67%	0%	0%	100%	0%	0%
N	5	5	0	5	0	0	0	4	1	5	0	2	3	0	5	4	1	3	2	0	1	0	0

Q4D22. Have you heard of compact fluorescent light fixtures or Energy Star Light Fixtures?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	29%	27%	33%	29%	32%	28%	26%	27%	30%	29%	26%	24%	31%	27%	29%	30%	26%	34%	22%	11%	39%	33%	31%
NO	70%	72%	67%	69%	66%	70%	74%	71%	69%	70%	69%	74%	68%	71%	70%	69%	73%	65%	78%	86%	58%	66%	68%
DON'T KNOW	1%	2%	0%	1%	1%	2%	1%	2%	1%	1%	5%	2%	1%	2%	1%	1%	2%	1%	1%	3%	2%	1%	1%
N	1000	583	417	400	200	200	200	260	740	932	51	289	711	193	805	882	116	756	209	35	52	573	103

Q4D23. Did you purchase any of these fixtures in 2004 or 2005?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	20%	15%	27%	24%	17%	14%	20%	18%	21%	20%	23%	10%	23%	5%	24%	21%	12%	20%	22%	0%	10%	25%	10%
NO	78%	84%	71%	73%	82%	84%	80%	82%	77%	78%	77%	89%	75%	95%	74%	77%	85%	79%	74%	100%	90%	73%	90%
DON'T KNOW	2%	1%	3%	3%	1%	2%	0%	0%	3%	2%	0%	1%	2%	0%	2%	2%	4%	1%	5%	0%	0%	2%	0%
N	302	154	148	115	71	63	53	69	233	285	14	70	232	56	245	273	29	252	46	4	20	190	32

1A. ENERGY EFFICIENCY AWARENESS

Q1A1. How would you rate your knowledge of ways you could save energy in your home?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
1 NOT AT ALL KNOWLEDGEABLE	2%	2%	3%	2%	3%	3%	2%	2%	3%	3%	1%	3%	2%	3%	2%	3%	2%	1%	5%	5%	0%	1%	0%
2	1%	2%	0%	1%	1%	2%	1%	1%	2%	1%	0%	1%	2%	4%	1%	1%	5%	1%	3%	0%	2%	1%	0%
3	2%	2%	2%	2%	1%	2%	3%	3%	2%	2%	4%	3%	2%	1%	2%	2%	3%	2%	1%	13%	0%	1%	3%
4	5%	4%	5%	4%	4%	7%	5%	3%	5%	5%	3%	5%	4%	7%	4%	4%	6%	4%	6%	10%	4%	3%	4%
5	17%	19%	13%	15%	19%	20%	16%	16%	17%	16%	26%	20%	15%	18%	17%	17%	16%	15%	20%	22%	20%	13%	17%
6	11%	11%	10%	9%	12%	12%	11%	12%	10%	11%	5%	9%	11%	10%	11%	11%	10%	11%	11%	6%	11%	12%	9%
7	18%	16%	20%	17%	15%	18%	22%	17%	18%	18%	9%	16%	19%	18%	18%	18%	19%	20%	16%	3%	17%	20%	20%
8	21%	20%	24%	23%	22%	19%	19%	24%	20%	22%	10%	21%	21%	16%	23%	23%	15%	22%	18%	26%	18%	24%	22%
9	10%	8%	11%	10%	11%	7%	10%	8%	10%	9%	21%	5%	11%	6%	11%	10%	8%	11%	7%	5%	6%	11%	12%
10 EXTREMELY KNOWLEDGEABLE	12%	13%	10%	15%	11%	9%	11%	14%	11%	12%	18%	15%	11%	16%	11%	11%	17%	13%	11%	9%	20%	13%	11%
REFUSED	0%	0%	1%	0%	0%	1%	1%	1%	0%	1%	0%	0%	1%	0%	1%	1%	0%	0%	1%	3%	0%	0%	0%
DON'T KNOW	1%	0%	1%	1%	1%	1%	0%	1%	1%	0%	3%	1%	0%	1%	0%	1%	0%	0%	1%	0%	2%	0%	1%
Mean	7.0	6.9	7.1	7.2	7.1	6.6	7.0	7.1	7.0	7.0	7.2	6.8	7.1	6.8	7.0	7.0	6.7	7.2	6.5	6.0	7.1	7.2	7.1
N	1000	583	417	400	200	200	200	260	740	932	51	289	711	193	805	882	116	756	209	35	52	573	103

1B. GENERAL EE PROGRAM AWARENESS AND PARTICIPATION

Q1B1. Had you ever seen or heard of ENERGY STAR prior to this survey?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	64%	59%	71%	74%	54%	57%	57%	65%	63%	64%	54%	54%	68%	53%	67%	67%	50%	69%	56%	36%	65%	73%	65%
NO	35%	39%	28%	25%	45%	42%	39%	33%	35%	34%	46%	43%	31%	45%	31%	32%	48%	29%	42%	64%	35%	25%	33%
DON'T KNOW	2%	2%	1%	1%	1%	1%	4%	2%	1%	2%	0%	3%	1%	2%	2%	2%	2%	1%	2%	0%	0%	2%	1%
N	1000	583	417	400	200	200	200	260	740	932	51	289	711	193	805	882	116	756	209	35	52	573	103

Q1B3. Have you heard of the Home Energy Efficiency Rebates program offered by [Utility]?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	74%	73%	76%	81%	72%	72%	63%	77%	73%	75%	55%	69%	76%	65%	75%	75%	67%	80%	68%	60%	83%	81%	78%
NO	25%	26%	23%	19%	26%	26%	34%	22%	26%	23%	43%	29%	23%	34%	23%	24%	33%	19%	31%	40%	15%	18%	21%
DON'T KNOW	1%	1%	2%	0%	2%	2%	2%	1%	2%	1%	2%	1%	1%	1%	1%	1%	0%	1%	0%	0%	2%	1%	1%
N	2511	1283	1228	902	400	609	600	662	1849	2338	130	692	1819	193	2316	2393	116	756	209	35	52	573	103

Q1B4. Have you heard about any other programs offered by [Utility], such as other rebate program, home energy audits, or other programs for homeowners?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Rebates	18%	17%	20%	22%	24%	15%	13%	17%	19%	19%	12%	16%	19%	8%	19%	18%	15%	26%	18%	17%	19%	28%	19%
Product give-away/turn-in event (CFLs, T	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%	3%	1%	1%	0%	1%	1%	1%	2%	1%	0%	0%	2%	1%
2nd Refrigerator turn-in recycling	4%	4%	4%	2%	8%	6%	3%	3%	5%	4%	8%	5%	4%	3%	4%	4%	5%	5%	4%	3%	2%	5%	7%
Energy efficient mortgages	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%
Energy Survey or audit	8%	7%	9%	10%	10%	6%	4%	9%	7%	8%	1%	4%	9%	6%	8%	8%	7%	13%	6%	0%	13%	13%	15%
Flex Your Power	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%	0%	1%	0%	0%	0%	0%
10/20 campaign	2%	2%	2%	5%	1%	1%	0%	3%	2%	2%	0%	2%	2%	2%	2%	2%	1%	3%	1%	0%	2%	3%	1%
20/20 campaign	2%	2%	1%	4%	1%	1%	1%	4%	1%	2%	0%	2%	2%	3%	2%	2%	3%	3%	3%	0%	2%	2%	3%
Low Income assistance program	5%	6%	3%	6%	4%	4%	3%	7%	4%	4%	9%	8%	3%	6%	4%	4%	7%	4%	5%	0%	4%	4%	4%
Medical Equipment Discount	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%	1%	0%	0%	1%	0%	2%	0%	0%
AC Cycling/On Call program	5%	3%	7%	1%	7%	14%	2%	4%	6%	5%	2%	3%	6%	2%	6%	5%	2%	5%	3%	0%	2%	6%	2%
Insulation/Weatherization	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	3%	0%	2%	0%
Solar power	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	0%	1%	1%	1%	1%	3%	1%	1%	3%	0%	1%	0%
Balanced payment program	1%	1%	1%	1%	0%	2%	0%	1%	1%	1%	0%	0%	1%	0%	1%	1%	1%	1%	0%	3%	0%	1%	1%
Appliance recycling	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Program for senior citizens	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Time of use program	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%
Haven't heard of any	56%	57%	54%	51%	50%	55%	68%	53%	57%	55%	69%	59%	55%	71%	55%	55%	62%	45%	61%	63%	58%	42%	52%
RECORD - SPECIFY	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	0%	2%	1%	1%	1%	1%	0%	2%	1%	0%	0%	2%	1%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	2%	3%	4%	5%	4%	4%	3%	5%	2%	9%	8%	5%	3%
N	2511	1283	1228	902	400	609	600	662	1849	2338	130	692	1819	193	2316	2393	116	756	209	35	52	573	103

Q1B5. Have you participated in one of [Utility]'s Rebate programs since January 2004?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Yes	18%	16%	20%	19%	20%	19%	12%	16%	19%	18%	16%	16%	19%	9%	19%	18%	12%	22%	21%	11%	22%	25%	19%
No	77%	78%	75%	76%	73%	77%	82%	78%	76%	77%	79%	78%	76%	85%	76%	77%	78%	72%	77%	89%	73%	69%	77%
Tried but rebate money had run out	2%	2%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%	2%	2%	1%	2%	1%	1%	0%	3%	2%	0%
DON'T KNOW	4%	4%	4%	4%	5%	3%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	8%	5%	2%	0%	3%	4%	5%
N	1901	952	949	756	300	452	393	521	1380	1797	75	495	1406	127	1773	1822	78	622	142	20	41	482	80

Q1B6. Which of the following had the greatest impact on your decision to participate in the Home Energy Efficiency rebates program? Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
A contractor	9%	14%	5%	9%	9%	9%	12%	13%	8%	9%	15%	19%	6%	0%	9%	9%	0%	0%	0%	0%	0%	0%	0%
A retail salesperson	12%	8%	16%	12%	12%	9%	23%	12%	12%	13%	0%	8%	14%	0%	12%	12%	0%	0%	0%	0%	0%	0%	0%
Program marketing materials	19%	20%	18%	18%	27%	15%	19%	21%	19%	20%	0%	21%	19%	0%	19%	19%	0%	0%	0%	0%	0%	0%	0%
Program information on the internet	2%	3%	2%	4%	0%	2%	0%	5%	1%	2%	0%	0%	3%	0%	2%	2%	0%	0%	0%	0%	0%	0%	0%
The program rebate	37%	30%	44%	32%	45%	44%	31%	25%	42%	37%	55%	28%	41%	0%	37%	37%	0%	0%	0%	0%	0%	0%	0%
Cared/was aware/wanted to save energy	5%	8%	3%	5%	3%	7%	8%	6%	5%	6%	0%	10%	4%	0%	5%	5%	0%	0%	0%	0%	0%	0%	0%
Wanted to save money	2%	2%	1%	3%	0%	2%	0%	1%	2%	2%	0%	4%	1%	0%	2%	2%	0%	0%	0%	0%	0%	0%	0%
Word of mouth (Friend/Family/Neighbor)	2%	2%	3%	3%	0%	6%	0%	4%	2%	3%	0%	1%	3%	0%	2%	2%	0%	0%	0%	0%	0%	0%	0%
Manufacturers info	1%	1%	0%	1%	0%	0%	0%	2%	0%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%
Needed to replace old equipment/bought new	2%	1%	3%	4%	0%	2%	0%	2%	2%	2%	0%	0%	3%	0%	2%	2%	0%	0%	0%	0%	0%	0%	0%
Newspaper/TV	2%	1%	2%	1%	3%	2%	0%	0%	2%	2%	0%	2%	1%	0%	2%	2%	0%	0%	0%	0%	0%	0%	0%
Other	2%	4%	0%	3%	0%	2%	0%	2%	1%	1%	15%	2%	1%	0%	2%	2%	0%	0%	0%	0%	0%	0%	0%
Don't know	4%	5%	3%	6%	0%	0%	8%	5%	4%	4%	15%	5%	4%	0%	4%	4%	0%	0%	0%	0%	0%	0%	0%
N	191	84	107	78	33	54	26	45	146	180	6	51	140	0	191	191	0	0	0	0	0	0	0

Q1B8. Have you participated in any [Utility] programs other than the rebate program since January 2004?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Rebates	1%	0%	1%	0%	1%	1%	0%	0%	1%	1%	0%	0%	1%	1%	0%	0%	1%	1%	1%	0%	0%	0%	2%
Product give-away/turn-in event	1%	1%	1%	1%	2%	0%	0%	1%	1%	1%	0%	1%	1%	2%	0%	1%	1%	1%	1%	0%	0%	1%	0%
2nd Refrigerator turn-in recycling	2%	1%	2%	1%	3%	3%	1%	1%	2%	2%	0%	2%	2%	1%	2%	2%	2%	2%	1%	0%	0%	2%	2%
Energy efficient mortgages	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Energy Survey or audit	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	0%	0%	1%	1%
Flex Your Power	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
10/20 campaign	1%	1%	1%	2%	0%	0%	0%	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%	1%	0%	0%	0%	1%	0%
20/20 campaign	1%	1%	1%	2%	0%	0%	0%	2%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	2%	0%	0%	1%	2%
Low Income assistance program CARE	3%	4%	2%	3%	3%	4%	3%	4%	3%	3%	7%	7%	2%	5%	3%	3%	3%	2%	2%	3%	2%	2%	4%
Medical Equipment Discount	1%	1%	1%	1%	1%	2%	0%	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%	0%	1%	0%	0%	1%	0%
AC Cycling/On Call Program	3%	2%	4%	0%	2%	8%	2%	3%	3%	3%	3%	2%	3%	1%	3%	3%	0%	3%	2%	3%	2%	3%	0%
Level pay plan	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	3%	0%	0%	1%
Solar program	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Weatherization	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Appliance recylcing	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Time of use program	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Haven't PARTICIPATED IN ANY	85%	85%	85%	85%	84%	79%	92%	83%	85%	85%	89%	84%	85%	87%	85%	84%	90%	85%	89%	91%	92%	84%	87%
RECORD - SPECIFY	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%	1%	1%	0%	2%	1%	1%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	2%	2%	3%	3%	3%	3%	1%	2%	3%	2%	1%	2%	3%	1%	3%	2%	3%	2%	1%	0%	2%	2%	1%
N	1597	857	740	621	284	376	316	436	1161	1500	73	443	1154	193	1402	1479	116	756	209	35	52	573	103

Q1B9. Have you ever seen or heard of the FLEX YOUR POWER campaign?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	52%	49%	56%	54%	53%	50%	50%	49%	53%	53%	39%	45%	55%	53%	52%	52%	56%	60%	49%	33%	52%	60%	63%
NO	46%	49%	42%	44%	44%	48%	49%	49%	44%	45%	60%	52%	43%	44%	46%	46%	41%	38%	48%	67%	40%	39%	36%
DON'T KNOW	2%	2%	2%	2%	3%	2%	1%	2%	2%	2%	1%	3%	2%	3%	2%	2%	4%	2%	2%	0%	8%	1%	1%
N	2495	1274	1221	900	398	603	594	658	1837	2322	130	686	1809	192	2301	2377	116	753	208	35	52	570	103

Q1B12. Did you take any actions as a result of your exposure to FLEX YOUR POWER?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	38%	38%	38%	39%	33%	41%	37%	38%	38%	37%	58%	40%	37%	34%	38%	38%	37%	33%	29%	18%	35%	35%	32%
NO	59%	58%	60%	57%	65%	57%	60%	58%	59%	60%	39%	56%	60%	62%	59%	59%	61%	64%	68%	75%	65%	62%	65%
DON'T KNOW	3%	3%	3%	4%	2%	2%	3%	4%	3%	3%	3%	4%	3%	4%	3%	3%	2%	3%	3%	7%	0%	4%	4%
N	1319	627	692	489	217	314	299	324	995	1248	52	322	997	110	1208	1257	61	450	104	11	27	344	63

Q1B13. Earlier you said you had heard of the 20/20 campaign. Is this correct? [Have you ever heard of the 20/20 campaign?]	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	24%	27%	21%	39%	14%	14%	12%	36%	20%	25%	17%	24%	25%	22%	25%	25%	20%	26%	24%	21%	28%	28%	25%
NO	74%	72%	78%	60%	84%	85%	87%	63%	79%	74%	83%	75%	74%	77%	74%	74%	78%	72%	76%	79%	70%	71%	73%
DON'T KNOW	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	2%	2%	0%	0%	2%	1%	2%
N	2511	1283	1228	902	400	609	600	662	1849	2338	130	692	1819	193	2316	2393	116	756	209	35	52	573	103

Q1B15. Earlier you said you had heard of the 10 20 campaign. Is this correct? [Have you ever heard of the 10/20 campaign?]	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	15%	18%	12%	28%	6%	6%	6%	24%	11%	16%	7%	14%	15%	12%	15%	16%	9%	17%	11%	8%	13%	18%	15%
NO	84%	81%	87%	71%	93%	94%	94%	74%	88%	83%	93%	85%	83%	88%	83%	83%	90%	83%	89%	92%	87%	81%	85%
DON'T KNOW	1%	1%	1%	2%	1%	1%	0%	2%	1%	1%	0%	1%	1%	0%	1%	1%	1%	1%	0%	0%	0%	1%	0%
N	2511	1283	1228	902	400	609	600	662	1849	2338	130	692	1819	193	2316	2393	116	756	209	35	52	573	103

Q1B16. How did you learn about the 20/20 and/or 10/20 campaigns?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Home energy audit	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Contractor	0%	1%	0%	0%	0%	0%	4%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Utility Representative	1%	1%	1%	1%	0%	0%	4%	1%	1%	1%	11%	3%	1%	2%	1%	1%	4%	1%	0%	0%	0%	1%	4%
Utility Brochure in mail	9%	9%	9%	9%	11%	12%	4%	11%	7%	9%	0%	12%	8%	4%	10%	9%	9%	9%	10%	0%	0%	8%	22%
Utility Bill Insert	61%	61%	62%	64%	53%	54%	63%	60%	62%	63%	33%	60%	62%	63%	61%	60%	74%	62%	56%	71%	80%	64%	35%
Word of mouth friend	5%	5%	5%	4%	3%	12%	4%	6%	4%	4%	0%	4%	5%	4%	5%	4%	9%	4%	6%	0%	7%	3%	12%
Television	14%	16%	10%	14%	19%	8%	15%	17%	12%	14%	22%	19%	12%	17%	13%	15%	4%	13%	15%	29%	0%	15%	12%
Radio	17%	17%	16%	20%	11%	0%	15%	19%	15%	16%	33%	12%	19%	17%	17%	18%	4%	16%	19%	14%	0%	15%	31%
Newspaper	4%	4%	5%	4%	3%	4%	7%	6%	3%	4%	0%	3%	5%	4%	4%	5%	0%	4%	6%	0%	7%	4%	0%
Magazine/trade journal	0%	0%	1%	0%	0%	0%	4%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Manufacturer info	0%	0%	1%	0%	3%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Internet	2%	2%	1%	1%	3%	4%	4%	0%	3%	2%	11%	1%	2%	7%	1%	2%	4%	2%	2%	0%	0%	2%	0%
Other -Specify	1%	1%	2%	1%	0%	4%	0%	1%	1%	1%	0%	1%	1%	2%	1%	1%	4%	0%	4%	0%	0%	1%	0%
REFUSED	0%	0%	1%	0%	0%	4%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	4%
DON'T KNOW	3%	4%	3%	2%	6%	8%	7%	3%	3%	3%	0%	4%	3%	2%	3%	4%	0%	3%	4%	14%	7%	3%	0%
N	281	173	108	192	36	26	27	106	175	270	9	77	204	46	235	258	23	226	48	7	15	180	26

Q1B17. Did you attempt to reduce your energy consumption to get the bill credits associated with either the 10/20 or 20/20 campaign?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Yes 10/20 campaign	7%	7%	7%	10%	1%	2%	0%	8%	6%	7%	5%	4%	8%	7%	7%	7%	5%	7%	4%	0%	0%	9%	8%
Yes 20/20 campaign	22%	22%	22%	20%	33%	22%	28%	21%	23%	21%	44%	27%	20%	26%	22%	22%	32%	24%	40%	22%	20%	27%	11%
Yes Both Campaigns	20%	20%	21%	24%	6%	14%	15%	21%	20%	21%	13%	18%	21%	12%	21%	21%	5%	17%	15%	0%	7%	21%	10%
Neither campaign	49%	50%	48%	45%	59%	58%	58%	48%	50%	49%	38%	47%	50%	52%	49%	49%	53%	51%	41%	78%	73%	42%	66%
DON'T KNOW	2%	2%	2%	2%	2%	3%	0%	2%	2%	2%	0%	3%	1%	3%	1%	1%	5%	1%	0%	0%	0%	1%	4%
N	637	368	269	402	63	99	73	256	381	608	22	163	474	46	591	614	23	226	48	7	15	180	26

1C. ENERGY EFFICIENCY BEHAVIORS

Q1C1. Other than installing new appliances or equipment, do you regularly take any actions to conserve energy?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	94%	94%	95%	96%	93%	93%	95%	96%	94%	95%	92%	94%	95%	89%	95%	95%	90%	97%	91%	72%	94%	97%	99%
NO	5%	5%	5%	4%	7%	7%	5%	4%	6%	5%	8%	6%	5%	11%	5%	5%	9%	3%	9%	28%	6%	3%	1%
DON'T KNOW	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	0%
N	2511	1283	1228	902	400	609	600	662	1849	2338	130	692	1819	193	2316	2393	116	756	209	35	52	573	103

Q1C2. What actions have you taken? [To Conserve Energy]	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Use appliances off-peak/in the evenings/	15%	14%	16%	16%	14%	15%	14%	14%	15%	15%	26%	14%	15%	12%	16%	16%	8%	14%	16%	15%	12%	14%	17%
Use CFLs	16%	13%	21%	15%	18%	17%	16%	15%	17%	16%	17%	11%	18%	11%	17%	17%	9%	20%	4%	4%	12%	21%	20%
Turn off lights not being used	70%	71%	70%	67%	75%	75%	68%	70%	71%	70%	77%	72%	70%	76%	69%	70%	74%	70%	73%	69%	69%	69%	74%
Turn down AC (decrease AC usage)	21%	20%	23%	20%	19%	24%	23%	25%	20%	21%	15%	13%	24%	13%	23%	22%	16%	22%	21%	4%	20%	22%	20%
Turn down HEAT (decrease Heat usage)	49%	46%	54%	59%	48%	32%	46%	53%	48%	50%	26%	40%	53%	42%	51%	50%	42%	51%	46%	27%	45%	51%	51%
Use dimmer switches to lower lights	2%	1%	3%	1%	1%	3%	3%	1%	2%	2%	0%	1%	2%	1%	2%	2%	1%	2%	2%	0%	2%	1%	2%
Set computer to low power stand-by mode	2%	1%	3%	2%	3%	3%	0%	2%	2%	2%	2%	1%	3%	1%	3%	2%	2%	2%	2%	0%	4%	2%	3%
Purchase ENERGY STAR electronics/applian	9%	8%	10%	9%	10%	10%	6%	10%	8%	9%	4%	8%	9%	4%	10%	9%	2%	10%	3%	0%	10%	11%	9%
Dress appropriately for warmer/cooler te	8%	7%	9%	8%	9%	8%	8%	5%	9%	8%	4%	7%	8%	8%	8%	7%	11%	8%	7%	4%	6%	8%	12%
UNPLUG spare Refrigerator or Freezer	0%	0%	0%	0%	1%	1%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%
REMOVE spare Refrigerator or Freezer	1%	0%	1%	1%	1%	1%	0%	0%	1%	1%	0%	0%	1%	1%	1%	1%	0%	1%	1%	0%	2%	1%	0%
Clean Refrigerator Coils	0%	1%	0%	1%	0%	0%	0%	1%	0%	1%	0%	1%	0%	1%	0%	0%	1%	0%	1%	0%	0%	1%	0%
Raise fridge/freezer temperature	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Replace/Clean (heating/cooling) system filter	3%	2%	3%	4%	1%	3%	1%	3%	2%	3%	0%	2%	3%	2%	3%	3%	2%	3%	1%	0%	2%	3%	4%
Lower water heater temperature set-point	3%	2%	4%	4%	3%	4%	2%	5%	3%	3%	2%	2%	4%	1%	4%	3%	1%	3%	4%	0%	0%	3%	5%
Line Dry Clothes	3%	4%	2%	4%	3%	2%	2%	3%	3%	2%	13%	3%	3%	4%	3%	3%	2%	3%	3%	4%	0%	3%	1%
Do more COLD Water clothes washes	3%	4%	2%	4%	5%	2%	2%	5%	3%	3%	2%	5%	2%	3%	3%	3%	1%	3%	5%	4%	0%	3%	4%
Air Dry Dishes	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	2%	4%	0%	1%	1%
Run swimming pool sweeper/filter less	2%	1%	2%	1%	3%	2%	2%	1%	2%	2%	0%	1%	2%	0%	2%	2%	0%	2%	1%	0%	0%	2%	1%
Lower pool temperature set-point	1%	0%	1%	0%	1%	1%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%	4%	1%	0%
Schedule processes off-peak	2%	1%	2%	2%	1%	2%	2%	1%	2%	2%	0%	0%	2%	0%	2%	2%	1%	2%	1%	4%	2%	1%	4%
Turn off appliances when not in use	20%	22%	19%	15%	24%	28%	22%	15%	22%	20%	26%	22%	20%	27%	19%	20%	28%	20%	21%	19%	14%	21%	23%
Weatherstripping/Insulation/dual pane windows	8%	7%	10%	9%	10%	6%	9%	9%	8%	9%	4%	8%	9%	5%	9%	9%	6%	9%	6%	4%	10%	10%	4%
Use wood heat	1%	2%	1%	3%	0%	1%	0%	4%	1%	2%	0%	2%	1%	0%	2%	1%	1%	1%	2%	0%	2%	1%	1%
Use ceiling fans	2%	2%	3%	2%	2%	3%	2%	2%	2%	2%	0%	2%	2%	1%	2%	2%	1%	2%	3%	0%	6%	2%	1%
Use small heaters	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	0%	1%	1%	1%	1%	2%	0%	2%	0%	0%	0%	1%
Close/open drapes,blinds,shutters,windows,door	8%	8%	8%	8%	7%	6%	11%	8%	8%	8%	4%	10%	7%	8%	8%	8%	9%	8%	9%	8%	2%	9%	4%
Do laundary/dishes/cooking less frequently	4%	4%	3%	4%	4%	3%	4%	4%	4%	4%	6%	3%	4%	3%	4%	4%	4%	4%	3%	8%	6%	3%	5%
Install /use Programmable Thermostat	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	1%	0%	2%	1%	0%
Wrap Water Heater	1%	1%	1%	1%	0%	1%	0%	2%	0%	1%	0%	0%	1%	0%	1%	1%	1%	1%	0%	0%	6%	1%	0%
Use less water	2%	2%	2%	2%	3%	3%	2%	2%	2%	2%	4%	2%	3%	2%	2%	2%	3%	2%	4%	0%	0%	2%	4%
Solar: Lighting or Hot water heating	2%	1%	2%	2%	2%	1%	2%	2%	1%	2%	0%	1%	2%	1%	2%	2%	1%	2%	0%	0%	4%	2%	3%
Use Fireplace	2%	3%	2%	2%	4%	2%	3%	2%	2%	3%	0%	2%	3%	2%	2%	3%	1%	2%	4%	0%	4%	2%	0%
Avoid use of appliances	2%	3%	1%	3%	2%	1%	1%	2%	2%	2%	6%	2%	2%	4%	1%	1%	6%	2%	3%	0%	2%	2%	1%
RECORD	5%	5%	4%	4%	7%	3%	5%	4%	5%	5%	0%	6%	4%	5%	4%	5%	4%	5%	2%	0%	4%	6%	5%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	1%	1%	1%	0%	2%	1%	0%	0%	1%	1%	0%	1%	0%	0%	1%	1%	1%	1%	0%	4%	2%	0%	1%
N	949	549	400	388	188	184	189	249	700	885	47	268	681	173	774	842	105	734	189	26	49	557	102

1D. ENERGY EFFICIENCY ATTITUDES

Q1D1. My life is too busy to worry about making energy related improvements in my home.	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
1 STRONGLY DISAGREE	50%	49%	52%	49%	48%	51%	52%	40%	53%	51%	43%	52%	49%	46%	52%	49%	55%	54%	45%	25%	65%	53%	55%
2	12%	11%	15%	14%	16%	12%	7%	12%	12%	12%	12%	10%	13%	9%	13%	12%	11%	13%	10%	14%	9%	14%	10%
3	10%	12%	7%	13%	6%	9%	8%	15%	8%	10%	8%	11%	9%	11%	9%	11%	4%	9%	12%	6%	0%	9%	10%
4	3%	4%	3%	5%	1%	4%	3%	6%	3%	3%	6%	4%	3%	1%	4%	4%	0%	4%	4%	0%	0%	3%	9%
5	10%	10%	10%	10%	11%	6%	12%	8%	10%	10%	2%	10%	10%	14%	8%	9%	13%	9%	11%	23%	5%	10%	7%
6	2%	1%	4%	1%	2%	5%	2%	1%	3%	2%	0%	2%	2%	1%	3%	3%	0%	1%	5%	0%	5%	1%	0%
7	2%	2%	0%	1%	1%	3%	1%	2%	1%	2%	0%	1%	2%	5%	0%	1%	4%	2%	1%	8%	0%	2%	2%
8	3%	2%	4%	2%	2%	0%	6%	3%	3%	2%	2%	0%	4%	3%	2%	2%	2%	3%	2%	0%	5%	4%	0%
9	2%	2%	2%	1%	4%	3%	2%	2%	2%	2%	6%	2%	2%	2%	2%	2%	4%	0%	3%	25%	0%	0%	0%
10 STRONGLY AGREE	4%	5%	3%	1%	7%	6%	5%	4%	4%	4%	14%	3%	4%	5%	4%	4%	2%	3%	5%	0%	5%	4%	3%
REFUSED	1%	1%	0%	2%	0%	0%	0%	2%	0%	1%	0%	1%	0%	0%	1%	1%	0%	0%	1%	0%	5%	0%	0%
DON'T KNOW	2%	2%	1%	2%	2%	0%	2%	4%	1%	1%	8%	4%	1%	5%	1%	1%	4%	2%	2%	0%	0%	0%	5%
Mean	2.7	2.8	2.5	2.3	2.9	2.7	3.0	2.8	2.6	2.6	3.5	2.6	2.7	3.1	2.6	2.7	2.7	2.5	3.1	4.6	2.4	2.5	2.5
N	491	283	208	185	99	102	105	116	375	467	20	145	346	103	387	439	51	365	111	15	20	287	45

Q1D2. It is possible to save energy without sacrificing comfort by being energy efficient.	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
1 STRONGLY DISAGREE	3%	5%	1%	4%	2%	2%	4%	5%	3%	4%	0%	6%	2%	6%	3%	3%	5%	2%	6%	0%	0%	2%	2%
2	1%	2%	1%	1%	2%	3%	1%	1%	2%	1%	5%	2%	1%	4%	1%	1%	4%	1%	3%	4%	0%	1%	0%
3	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	0%	1%	2%	2%	2%	2%	2%	2%	2%	0%	0%	2%	2%
4	2%	1%	2%	2%	2%	1%	2%	3%	1%	2%	3%	0%	2%	0%	2%	2%	0%	2%	1%	4%	0%	1%	4%
5	6%	6%	6%	5%	10%	5%	7%	7%	6%	6%	9%	8%	5%	4%	7%	6%	6%	7%	4%	4%	9%	6%	10%
6	4%	1%	7%	4%	5%	4%	2%	0%	5%	4%	0%	2%	4%	0%	5%	4%	2%	3%	5%	6%	0%	3%	2%
7	8%	8%	7%	8%	10%	6%	8%	6%	8%	8%	2%	9%	8%	15%	6%	7%	14%	6%	10%	16%	5%	7%	8%
8	20%	20%	19%	19%	12%	26%	19%	19%	20%	19%	20%	20%	19%	14%	21%	21%	13%	21%	16%	27%	35%	20%	14%
9	12%	10%	15%	11%	13%	11%	14%	11%	12%	12%	19%	6%	14%	10%	12%	12%	12%	11%	13%	9%	9%	11%	14%
10 STRONGLY AGREE	43%	45%	40%	46%	42%	40%	41%	46%	42%	43%	40%	47%	41%	47%	42%	43%	43%	45%	40%	29%	42%	47%	44%
DON'T KNOW	0%	1%	0%	0%	0%	0%	2%	1%	0%	0%	4%	1%	0%	0%	1%	1%	0%	0%	1%	0%	0%	0%	0%
Mean	8.2	8.2	8.3	8.2	8.2	8.2	8.2	8.2	8.2	8.2	8.3	8.1	8.3	8.1	8.2	8.2	8.0	8.3	7.9	7.8	8.5	8.3	8.3
N	506	291	215	193	100	108	105	128	378	469	27	137	369	97	408	441	64	383	103	20	26	288	58

Q1D3. It is worth it to me for my household to use less energy in order to help preserve the environment	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
1 STRONGLY DISAGREE	2%	1%	2%	1%	3%	4%	0%	1%	2%	2%	0%	1%	2%	1%	2%	2%	1%	1%	2%	0%	0%	1%	2%
2	1%	0%	2%	1%	2%	1%	0%	1%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	2%	0%	0%	1%	0%
3	1%	0%	1%	0%	2%	0%	1%	0%	1%	1%	0%	1%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	2%
4	1%	0%	1%	0%	0%	2%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%	4%	1%	0%
5	8%	8%	8%	9%	6%	9%	3%	9%	7%	8%	2%	8%	7%	11%	7%	8%	4%	6%	11%	7%	4%	5%	8%
6	2%	2%	2%	3%	1%	3%	0%	3%	2%	2%	6%	3%	2%	1%	2%	2%	2%	2%	1%	13%	11%	1%	0%
7	6%	4%	9%	5%	9%	4%	7%	5%	6%	6%	2%	4%	7%	4%	6%	6%	5%	5%	9%	5%	7%	6%	3%
8	12%	11%	13%	12%	14%	11%	11%	11%	12%	12%	2%	11%	12%	11%	12%	12%	13%	12%	11%	11%	16%	12%	9%
9	9%	8%	10%	10%	11%	8%	6%	12%	8%	10%	2%	6%	10%	7%	9%	8%	12%	10%	5%	17%	7%	9%	13%
10 STRONGLY AGREE	59%	64%	51%	58%	53%	57%	70%	56%	60%	57%	86%	64%	57%	64%	58%	58%	64%	61%	56%	47%	52%	64%	63%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	1%	0%	1%	1%	1%	2%	0%	1%	1%	1%	0%	1%	1%	0%	1%	1%	0%	0%	2%	0%	0%	0%	0%
Mean	8.8	8.9	8.5	8.8	8.5	8.5	9.2	8.8	8.7	8.7	9.4	8.9	8.7	8.9	8.7	8.7	9.0	8.8	8.5	8.7	8.6	8.9	8.9
N	492	290	202	208	99	96	89	130	362	453	27	143	349	90	402	430	62	370	104	18	29	272	54

Q1D4. When considering purchasing appliances or other equipment, I typically consider both the price and the operating costs, not just the price.	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
1 STRONGLY DISAGREE	2%	2%	3%	2%	7%	0%	1%	2%	2%	2%	0%	3%	2%	4%	2%	2%	2%	1%	3%	7%	4%	1%	0%
2	1%	1%	0%	0%	2%	0%	2%	1%	0%	1%	0%	1%	1%	2%	0%	0%	2%	1%	0%	0%	0%	1%	2%
3	1%	1%	1%	1%	0%	4%	0%	1%	1%	1%	0%	1%	1%	3%	1%	1%	4%	1%	2%	0%	0%	1%	0%
4	1%	0%	1%	1%	0%	1%	1%	1%	1%	0%	2%	0%	1%	0%	1%	1%	0%	1%	0%	0%	4%	1%	0%
5	8%	8%	7%	6%	5%	12%	11%	5%	9%	7%	15%	10%	7%	11%	7%	7%	12%	5%	12%	13%	2%	4%	15%
6	2%	1%	3%	2%	2%	4%	1%	1%	2%	2%	5%	3%	2%	2%	2%	2%	4%	2%	1%	6%	2%	2%	4%
7	6%	6%	4%	4%	14%	6%	2%	6%	5%	6%	4%	6%	5%	10%	4%	5%	9%	5%	7%	5%	4%	5%	9%
8	14%	11%	17%	13%	13%	11%	17%	11%	15%	13%	17%	12%	15%	13%	14%	14%	10%	14%	13%	17%	7%	14%	13%
9	11%	11%	9%	11%	9%	13%	9%	10%	11%	11%	2%	14%	9%	9%	11%	11%	10%	10%	14%	5%	19%	9%	7%
10 STRONGLY AGREE	54%	54%	54%	60%	46%	47%	55%	59%	52%	54%	50%	49%	56%	43%	57%	56%	43%	58%	46%	46%	49%	63%	51%
REFUSED	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	4%	0%	0%
DON'T KNOW	2%	2%	1%	1%	2%	3%	2%	2%	2%	2%	5%	3%	1%	3%	2%	1%	5%	2%	2%	0%	7%	1%	0%
Mean	8.8	8.7	8.8	9.0	8.5	8.6	8.7	8.9	8.7	8.8	8.4	8.5	8.8	8.1	8.9	8.8	8.1	8.9	8.3	8.1	8.6	9.0	8.4
N	511	302	209	214	102	94	101	146	365	475	28	153	358	96	413	454	55	394	100	17	29	299	49

0E. POS P-STAT SCREENER

Q0E1. Have you purchased and installed a new thermostat for your home since January 2004?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	29%	26%	33%	28%	23%	34%	31%	32%	28%	30%	17%	26%	30%	3%	32%	31%	6%	23%	13%	7%	23%	22%	26%
NO	70%	73%	67%	71%	77%	66%	68%	68%	71%	70%	82%	73%	70%	95%	68%	69%	93%	75%	86%	88%	77%	76%	74%
DON'T KNOW	1%	1%	0%	0%	0%	1%	1%	0%	1%	1%	1%	1%	0%	2%	0%	1%	1%	1%	1%	4%	0%	2%	0%
N	2392	1224	1168	856	385	579	572	628	1764	2225	126	660	1732	193	2197	2274	116	756	209	35	52	573	103

Q6D15. How old is your existing thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Less than 5 years old	39%	38%	40%	40%	33%	42%	39%	39%	39%	39%	21%	39%	39%	0%	39%	39%	0%	0%	0%	0%	0%	0%	0%
5 to 10 years old	19%	19%	18%	20%	18%	14%	20%	21%	18%	19%	14%	15%	20%	0%	19%	19%	0%	0%	0%	0%	0%	0%	0%
10 to 15 years old	6%	5%	7%	7%	7%	5%	6%	7%	6%	7%	4%	4%	7%	0%	6%	6%	0%	0%	0%	0%	0%	0%	0%
15 to 20 years old	6%	6%	6%	6%	4%	8%	5%	6%	6%	6%	6%	6%	6%	0%	6%	6%	0%	0%	0%	0%	0%	0%	0%
More than 20 years old	23%	24%	23%	21%	28%	22%	24%	20%	25%	23%	40%	27%	22%	0%	23%	23%	0%	0%	0%	0%	0%	0%	0%
Did not have old unit	4%	4%	4%	3%	7%	5%	3%	4%	4%	4%	6%	5%	4%	0%	4%	4%	0%	0%	0%	0%	0%	0%	0%
Don't know	3%	3%	3%	2%	4%	3%	4%	3%	3%	3%	9%	4%	3%	0%	3%	3%	0%	0%	0%	0%	0%	0%	0%
N	1511	700	811	502	200	409	400	402	1109	1406	79	403	1108	0	1511	1511	0	0	0	0	0	0	0

Q0E1B. In what year did you install the new thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
2007	6%	6%	6%	5%	6%	8%	7%	5%	7%	6%	10%	8%	5%	0%	6%	6%	0%	3%	0%	0%	0%	5%	0%
2006	31%	33%	29%	27%	32%	36%	32%	32%	30%	31%	28%	35%	30%	44%	31%	31%	29%	38%	33%	29%	52%	37%	37%
2005	26%	25%	26%	27%	15%	26%	29%	26%	26%	26%	33%	23%	27%	42%	26%	25%	48%	30%	18%	43%	20%	27%	40%
2004	21%	20%	22%	23%	31%	17%	16%	21%	21%	21%	20%	18%	22%	7%	21%	21%	23%	28%	44%	28%	29%	29%	23%
Haven't installed it yet	10%	10%	10%	9%	14%	7%	12%	10%	10%	10%	0%	12%	9%	7%	10%	10%	0%	1%	0%	0%	0%	1%	0%
Did not install, was here when I moved in	3%	3%	3%	5%	0%	2%	1%	4%	2%	3%	6%	1%	3%	0%	3%	3%	0%	0%	0%	0%	0%	0%	0%
REFUSED	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%
DON'T KNOW	3%	3%	4%	3%	2%	5%	2%	3%	4%	3%	4%	3%	3%	0%	3%	3%	0%	0%	0%	0%	0%	1%	0%
N	723	332	391	248	92	202	181	199	524	685	24	185	538	9	713	715	8	186	27	3	12	140	28

Q0E1C. And in what month/season?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
January	15%	17%	13%	19%	10%	12%	14%	18%	14%	15%	10%	17%	14%	48%	15%	15%	18%	9%	21%	0%	0%	14%	4%
February	4%	5%	3%	5%	3%	4%	5%	5%	4%	4%	11%	7%	4%	8%	4%	4%	0%	6%	4%	0%	13%	3%	8%
March	3%	3%	3%	2%	0%	6%	3%	4%	3%	3%	0%	3%	3%	0%	3%	3%	0%	4%	3%	0%	0%	5%	4%
April	8%	6%	9%	8%	6%	10%	6%	7%	8%	8%	5%	6%	9%	7%	8%	8%	0%	9%	0%	0%	9%	9%	11%
May	3%	3%	2%	2%	4%	3%	2%	4%	2%	3%	0%	1%	3%	0%	3%	3%	0%	4%	4%	0%	9%	5%	0%
June	4%	3%	4%	3%	2%	5%	5%	2%	5%	4%	5%	3%	4%	0%	4%	4%	0%	6%	0%	0%	10%	5%	8%
July	20%	21%	18%	23%	18%	19%	17%	22%	19%	20%	16%	22%	19%	17%	20%	20%	18%	28%	20%	0%	45%	21%	35%
August	3%	2%	3%	4%	4%	0%	3%	2%	3%	3%	0%	2%	3%	0%	3%	3%	0%	2%	8%	0%	10%	1%	0%
September	3%	2%	3%	2%	6%	3%	2%	2%	3%	3%	0%	2%	3%	0%	3%	3%	6%	4%	0%	0%	4%	7%	0%
October	13%	12%	14%	12%	21%	11%	12%	11%	14%	13%	17%	12%	13%	13%	13%	12%	48%	17%	11%	0%	0%	15%	19%
November	3%	3%	2%	3%	2%	3%	3%	3%	3%	3%	8%	1%	3%	0%	3%	3%	0%	3%	4%	0%	0%	3%	4%
December	4%	4%	4%	3%	6%	2%	5%	5%	3%	3%	5%	3%	4%	0%	4%	4%	0%	4%	4%	0%	0%	5%	4%
REFUSED	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%
DON'T KNOW	19%	17%	20%	15%	16%	23%	21%	12%	21%	18%	25%	20%	18%	7%	19%	19%	11%	4%	16%	100%	0%	7%	2%
N	614	283	331	208	78	175	153	167	447	581	22	156	458	9	604	606	8	186	27	3	12	140	28

Q6D17. Is your current thermostat a [READ CATEGORIES]	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Manual Thermostat	47%	46%	47%	39%	57%	50%	52%	37%	51%	46%	70%	56%	43%	0%	47%	47%	0%	0%	0%	0%	0%	0%	0%
A programmable Thermostat or	26%	26%	25%	28%	22%	28%	21%	30%	24%	27%	14%	21%	27%	0%	26%	26%	0%	0%	0%	0%	0%	0%	0%
AN ENERGY STAR Programmable Thermostat ?	12%	12%	12%	15%	7%	10%	10%	14%	10%	12%	4%	10%	12%	0%	12%	12%	0%	0%	0%	0%	0%	0%	0%
Programmable Thermostat (unspecified)	14%	14%	14%	16%	12%	9%	15%	18%	12%	14%	3%	11%	15%	0%	14%	14%	0%	0%	0%	0%	0%	0%	0%
Don't know	2%	2%	2%	2%	3%	2%	1%	1%	2%	2%	8%	2%	2%	0%	2%	2%	0%	0%	0%	0%	0%	0%	0%
N	1051	495	556	365	148	257	281	284	767	974	60	275	776	0	1051	1051	0	0	0	0	0	0	0

Q0E2. Is this new thermostat a Manual or Programmable Thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Programmable	79%	72%	85%	76%	78%	78%	87%	73%	82%	79%	76%	67%	83%	64%	79%	79%	59%	81%	69%	100%	68%	86%	68%
Manual	21%	26%	15%	24%	22%	22%	12%	26%	18%	20%	19%	31%	17%	36%	20%	20%	41%	19%	31%	0%	32%	14%	32%
DON'T KNOW	1%	1%	0%	0%	0%	1%	1%	1%	0%	1%	5%	2%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%
N	614	283	331	208	78	175	153	167	447	581	22	156	458	9	604	606	8	186	27	3	12	140	28

Q0E2B. Was the Programmable Thermostat an ENERGY STAR?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	53%	49%	57%	55%	52%	55%	50%	48%	56%	52%	72%	50%	54%	32%	54%	53%	60%	48%	54%	29%	48%	47%	57%
NO	16%	21%	12%	20%	13%	11%	18%	23%	14%	16%	16%	16%	16%	13%	16%	16%	31%	14%	15%	0%	0%	17%	9%
DON'T KNOW	30%	30%	31%	26%	35%	34%	32%	30%	31%	31%	12%	34%	29%	55%	30%	31%	9%	38%	31%	71%	52%	36%	34%
N	497	213	284	161	63	138	135	127	370	471	18	111	386	6	490	492	5	155	19	3	8	121	20

Q0E4. Did you receive an "instant rebate" or use an in-store coupon when you purchased your new Programmable Thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	15%	17%	14%	19%	13%	11%	12%	18%	14%	16%	10%	16%	15%	0%	15%	15%	0%	13%	11%	0%	29%	15%	0%
NO	67%	68%	66%	63%	70%	70%	71%	65%	68%	67%	77%	63%	68%	100%	66%	66%	100%	75%	81%	100%	71%	74%	86%
DON'T KNOW	18%	16%	20%	19%	17%	19%	16%	17%	18%	18%	13%	21%	17%	0%	18%	18%	0%	12%	7%	0%	0%	11%	14%
N	234	90	144	87	30	61	56	54	180	220	8	48	186	4	230	231	3	83	10	2	6	64	10

Q0E4SALE. Do you remember if this new Programmable Thermostat was on sale?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Yes it was on sale	5%	6%	5%	8%	5%	6%	0%	1%	7%	5%	14%	3%	6%	0%	6%	5%	51%	8%	13%	0%	0%	13%	0%
No, not on sale	59%	62%	57%	60%	57%	55%	62%	61%	59%	60%	54%	54%	60%	69%	59%	59%	49%	60%	61%	0%	54%	56%	56%
DON'T KNOW	36%	32%	38%	31%	39%	39%	38%	38%	35%	35%	32%	43%	34%	31%	36%	36%	0%	32%	27%	100%	46%	31%	44%
N	200	75	125	71	26	54	49	44	156	187	7	40	160	4	196	197	3	72	9	2	4	55	10

Q0E3. Were you aware that you could have qualified for a rebate from [UTILITY] had you purchased an Energy Star Programmable Thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	14%	14%	13%	14%	18%	16%	10%	13%	14%	14%	8%	18%	13%	24%	14%	13%	42%	16%	20%	0%	27%	16%	11%
NO	78%	79%	76%	77%	77%	79%	78%	79%	77%	78%	82%	76%	78%	76%	78%	78%	58%	78%	68%	100%	54%	81%	79%
REFUSED	1%	1%	0%	1%	0%	0%	0%	2%	0%	1%	0%	0%	1%	0%	1%	1%	0%	0%	7%	0%	0%	0%	0%
DON'T KNOW	8%	5%	10%	8%	5%	5%	12%	7%	8%	7%	10%	7%	8%	0%	8%	8%	0%	6%	5%	0%	19%	3%	10%
N	305	136	169	114	38	78	75	83	222	284	12	67	238	5	300	300	5	97	17	2	4	71	18

Q0E4B. Did you receive a rebate or use an in-store coupon when you purchased your new Programmable Thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	19%	21%	18%	24%	23%	10%	22%	26%	17%	18%	34%	21%	18%	0%	19%	19%	0%	23%	19%	0%	0%	10%	46%
NO	69%	67%	71%	62%	70%	71%	76%	57%	74%	70%	53%	66%	70%	100%	69%	69%	0%	63%	29%	100%	100%	85%	22%
DON'T KNOW	12%	12%	11%	14%	7%	19%	2%	17%	10%	12%	13%	12%	11%	0%	12%	12%	0%	14%	52%	0%	0%	5%	32%
N	114	44	70	25	16	39	34	25	89	107	6	26	88	1	112	114	0	24	4	1	1	18	5

Q0E7. How did you first find out about the instant rebate?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
In-Store Display	13%	15%	11%	10%	25%	11%	14%	18%	11%	13%	0%	15%	12%	0%	13%	13%	0%	3%	0%	0%	0%	4%	0%
Salesperson	19%	19%	18%	24%	20%	14%	7%	22%	17%	19%	45%	14%	21%	0%	19%	20%	0%	9%	75%	0%	0%	14%	0%
Saw or heard an advertisement	16%	17%	14%	7%	20%	18%	36%	11%	18%	15%	55%	15%	16%	100%	15%	15%	39%	32%	0%	0%	40%	40%	0%
Word of Mouth (friend/family/co-worker)	8%	12%	4%	11%	0%	3%	9%	11%	6%	8%	0%	0%	10%	0%	8%	6%	61%	8%	25%	0%	0%	12%	0%
Contractor	29%	27%	30%	34%	0%	43%	19%	27%	30%	30%	0%	43%	24%	0%	29%	30%	0%	41%	0%	0%	60%	30%	100%
Bill insert	4%	6%	3%	3%	20%	0%	0%	5%	4%	5%	0%	6%	4%	0%	4%	5%	0%	0%	0%	0%	0%	0%	0%
RECORD OTHER	2%	0%	4%	0%	0%	5%	7%	0%	3%	2%	0%	0%	3%	0%	2%	2%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	9%	3%	15%	10%	15%	5%	7%	5%	11%	8%	0%	6%	10%	0%	9%	10%	0%	7%	0%	0%	0%	0%	0%
N	75	36	39	32	10	19	14	22	53	72	2	21	54	1	74	73	2	26	4	0	3	20	2

Q0E9. How influential was the sale price [instant rebate] on your decision to purchase the programmable thermostat model you chose?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Very	29%	38%	22%	45%	32%	3%	14%	37%	27%	29%	29%	31%	29%	0%	30%	28%	61%	31%	75%	0%	57%	33%	0%
Somewhat or	30%	20%	38%	21%	45%	43%	24%	20%	33%	30%	35%	21%	33%	0%	30%	31%	0%	32%	25%	0%	43%	29%	50%
Not at all influential	39%	42%	36%	34%	9%	54%	62%	43%	37%	39%	35%	48%	35%	100%	38%	39%	39%	31%	0%	0%	0%	38%	50%
DON'T KNOW	2%	0%	4%	0%	14%	0%	0%	0%	3%	2%	0%	0%	3%	0%	2%	2%	0%	6%	0%	0%	0%	0%	0%
N	79	36	43	34	12	20	13	20	59	76	3	22	57	1	78	77	2	32	4	0	3	26	2

2A. NON-LIGHTING PARTICIPANT SATISFACTION

Q2A2. Please rate your satisfaction with the discounted sale price [rebate amount]	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
3	4%	9%	0%	6%	0%	0%	0%	15%	0%	0%	100%	23%	0%	0%	4%	4%	0%	5%	0%	0%	0%	6%	0%
4	4%	0%	7%	0%	0%	100%	0%	0%	5%	4%	0%	0%	5%	0%	4%	4%	0%	5%	0%	0%	0%	6%	0%
5	14%	20%	9%	6%	0%	0%	44%	20%	12%	15%	0%	23%	13%	0%	14%	16%	0%	18%	0%	0%	0%	22%	0%
6	17%	0%	32%	27%	0%	0%	0%	0%	24%	18%	0%	0%	21%	0%	17%	19%	0%	21%	0%	0%	66%	12%	0%
7	3%	0%	5%	0%	33%	0%	0%	0%	4%	3%	0%	0%	3%	0%	3%	3%	0%	3%	0%	0%	0%	4%	0%
8	13%	9%	17%	12%	67%	0%	0%	15%	13%	14%	0%	23%	11%	0%	13%	15%	0%	17%	0%	0%	0%	20%	0%
9	13%	30%	0%	21%	0%	0%	0%	15%	13%	14%	0%	0%	16%	0%	13%	4%	100%	5%	50%	0%	0%	6%	0%
10 EXTREMLEY SATISFIED	13%	11%	14%	12%	0%	0%	21%	0%	17%	13%	0%	30%	9%	0%	13%	14%	0%	16%	0%	0%	34%	12%	0%
DON'T KNOW	18%	21%	15%	15%	0%	0%	35%	36%	11%	19%	0%	0%	21%	0%	18%	20%	0%	10%	50%	0%	0%	13%	0%
Mean	7.1	7.0	7.1	7.3	7.7	4.0	6.7	6.3	7.3	7.3	3.0	6.5	7.2	.	7.1	6.9	9.0	6.9	9.0	.	8.0	6.8	.
N	20	8	12	12	3	1	4	5	15	19	1	4	16	0	20	19	1	18	2	0	2	16	0

Q2A5. Please rate your satisfaction with the savings on your utility bill resulting from installing the new Programmable Thermostat	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
5	20%	9%	29%	18%	0%	0%	35%	15%	22%	17%	100%	23%	19%	0%	20%	22%	0%	25%	0%	0%	0%	30%	0%
6	27%	30%	24%	42%	0%	0%	0%	15%	31%	28%	0%	23%	28%	0%	27%	19%	100%	21%	50%	0%	66%	12%	0%
8	15%	12%	17%	6%	67%	0%	22%	20%	13%	15%	0%	0%	18%	0%	15%	16%	0%	18%	0%	0%	0%	22%	0%
9	9%	9%	9%	6%	0%	0%	22%	15%	7%	10%	0%	0%	11%	0%	9%	10%	0%	11%	0%	0%	0%	14%	0%
10 EXTREMLEY SATISFIED	22%	41%	7%	21%	0%	100%	21%	36%	18%	23%	0%	53%	16%	0%	22%	25%	0%	16%	50%	0%	34%	12%	0%
DON'T KNOW	7%	0%	12%	6%	33%	0%	0%	0%	9%	7%	0%	0%	8%	0%	7%	7%	0%	8%	0%	0%	0%	10%	0%
Mean	7.4	8.0	7.0	6.9	8.0	10.0	8.0	7.6	7.4	7.6	5.0	7.8	7.4	.	7.4	7.5	6.0	7.4	8.0	.	8.0	7.3	.
N	20	8	12	12	3	1	4	5	15	19	1	4	16	0	20	19	1	18	2	0	2	16	0

2E. POS AND SECONDARY MEASURE PROG THERMOSTAT BATTERY

Q2E1. Did you purchase your Thermostat at a retail store or through a contractor?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Retail store	36%	38%	35%	35%	42%	38%	34%	37%	36%	36%	45%	38%	36%	19%	37%	36%	41%	41%	41%	40%	21%	45%	43%
Contractor	59%	57%	61%	59%	57%	58%	62%	58%	60%	60%	44%	59%	60%	52%	59%	59%	59%	53%	59%	60%	79%	50%	45%
Came with house	1%	0%	1%	1%	0%	1%	1%	0%	1%	1%	0%	1%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%
Through utility/energy service	1%	1%	0%	2%	0%	0%	0%	1%	0%	0%	7%	1%	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%
Other -specify	1%	1%	1%	1%	0%	2%	1%	1%	1%	1%	0%	0%	1%	11%	1%	1%	0%	1%	0%	0%	0%	1%	0%
DON'T KNOW	2%	3%	2%	3%	1%	2%	2%	3%	2%	2%	5%	1%	3%	19%	2%	2%	0%	5%	0%	0%	0%	4%	12%
N	599	274	325	201	76	170	152	162	437	567	21	149	450	8	590	591	8	178	24	2	11	137	25

Q0E8. Where did you purchase your Thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Home Depot	58%	53%	63%	42%	74%	69%	60%	47%	63%	57%	67%	59%	58%	21%	59%	59%	43%	54%	38%	100%	50%	57%	44%
Lowes	11%	13%	9%	10%	8%	15%	11%	13%	11%	12%	0%	10%	12%	22%	11%	10%	43%	9%	31%	0%	0%	11%	4%
Costco	1%	1%	2%	3%	0%	0%	0%	0%	2%	1%	0%	2%	1%	0%	1%	1%	0%	1%	0%	0%	0%	2%	0%
Other Home Improvement/Hardware store	16%	18%	15%	33%	0%	12%	3%	20%	14%	17%	10%	22%	14%	0%	16%	16%	13%	19%	23%	0%	50%	11%	34%
Big Box-Target/KMart/WalMart/Sears	2%	2%	2%	1%	2%	0%	6%	2%	2%	1%	23%	2%	2%	0%	2%	2%	0%	2%	0%	0%	0%	3%	0%
Contractor	0%	1%	0%	0%	0%	0%	2%	2%	0%	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	2%	0%
RECORD OTHER	2%	2%	2%	0%	0%	1%	8%	3%	2%	2%	0%	2%	2%	22%	2%	2%	0%	2%	0%	0%	0%	3%	0%
DON'T KNOW	9%	10%	8%	10%	15%	1%	9%	14%	7%	9%	0%	2%	11%	35%	8%	9%	0%	13%	8%	0%	0%	12%	18%
N	163	71	92	50	29	48	36	39	124	152	8	35	128	5	158	160	3	86	10	1	2	70	13

Q2E2. Do you recall seeing any [Utility] literature or displays that provided information about the energy efficiency of the Thermostat you purchased?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	11%	12%	9%	10%	9%	11%	12%	13%	10%	10%	11%	10%	11%	0%	11%	10%	43%	5%	23%	0%	0%	8%	0%
NO	74%	75%	73%	77%	69%	67%	79%	77%	72%	75%	66%	71%	75%	55%	74%	74%	57%	81%	65%	100%	50%	78%	95%
DON'T KNOW	15%	13%	18%	12%	22%	22%	9%	10%	18%	15%	24%	19%	14%	45%	15%	16%	0%	14%	12%	0%	50%	15%	5%
N	222	104	118	72	34	65	51	61	161	207	9	57	165	2	220	219	3	76	10	1	2	63	10

Q2E5. When shopping for your thermostat, did you talk with a salesperson?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	23%	25%	21%	24%	18%	22%	24%	19%	25%	23%	30%	26%	22%	0%	23%	23%	43%	13%	35%	0%	0%	15%	9%
NO	68%	68%	69%	69%	73%	62%	72%	74%	66%	68%	70%	64%	70%	100%	68%	69%	57%	81%	65%	100%	100%	76%	91%
DON'T KNOW	9%	8%	10%	7%	8%	15%	4%	7%	9%	9%	0%	10%	8%	0%	9%	9%	0%	6%	0%	0%	0%	9%	0%
N	222	104	118	72	34	65	51	61	161	207	9	57	165	2	220	219	3	76	10	1	2	63	10

Q2E6. Did the salesperson tell you that the Programmable Thermostat was on sale [rebate program]?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	34%	40%	26%	48%	54%	15%	16%	45%	30%	32%	29%	43%	30%	0%	34%	31%	100%	19%	67%	0%	0%	22%	0%
NO	62%	60%	65%	46%	46%	78%	84%	55%	64%	63%	71%	57%	64%	0%	62%	64%	0%	81%	33%	0%	0%	78%	100%
DON'T KNOW	4%	0%	9%	6%	0%	7%	0%	0%	6%	5%	0%	0%	6%	0%	4%	4%	0%	0%	0%	0%	0%	0%	0%
N	49	24	25	17	6	14	12	11	38	45	3	14	35	0	49	48	1	10	3	0	0	9	1

Q2E7. Did the salesperson tell you about the energy efficiency benefits of your thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	48%	43%	53%	51%	61%	32%	51%	57%	45%	46%	65%	22%	57%	0%	48%	46%	100%	55%	80%	0%	0%	66%	0%
NO	47%	54%	39%	44%	39%	54%	49%	43%	48%	48%	35%	72%	37%	0%	47%	48%	0%	45%	20%	0%	0%	34%	100%
DON'T KNOW	5%	3%	8%	5%	0%	14%	0%	0%	7%	6%	0%	6%	5%	0%	5%	6%	0%	0%	0%	0%	0%	0%	0%
N	54	25	29	20	7	15	12	12	42	50	3	14	40	0	54	53	1	11	5	0	0	10	1

Q2E8. Did your contractor tell you about the energy efficiency benefits of your programmable thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	41%	42%	40%	46%	33%	35%	41%	44%	39%	40%	62%	36%	42%	33%	41%	40%	50%	41%	45%	0%	52%	43%	21%
NO	46%	42%	49%	44%	47%	48%	45%	41%	48%	46%	29%	47%	45%	67%	45%	46%	40%	49%	38%	100%	35%	48%	64%
REFUSED	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	2%	0%
DON'T KNOW	13%	16%	11%	10%	20%	17%	13%	16%	12%	13%	9%	17%	12%	0%	14%	13%	9%	10%	17%	0%	13%	8%	16%
N	351	157	194	119	41	97	94	93	258	336	10	87	264	3	347	346	5	92	14	1	9	67	12

Q2E8B. How satisfied are you with this contractor?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
1 EXTREMELY DISSATISFIED	3%	1%	5%	5%	0%	4%	0%	2%	4%	3%	0%	3%	3%	0%	3%	3%	0%	2%	7%	0%	0%	3%	0%
4	2%	1%	3%	1%	9%	0%	0%	2%	2%	2%	0%	0%	2%	0%	2%	2%	0%	2%	0%	0%	0%	1%	9%
5	5%	4%	6%	5%	20%	0%	0%	4%	6%	5%	17%	0%	6%	13%	5%	5%	0%	6%	0%	0%	13%	4%	10%
6	4%	3%	5%	3%	9%	0%	4%	4%	4%	4%	0%	0%	5%	0%	4%	4%	0%	3%	7%	0%	0%	2%	0%
7	2%	4%	0%	0%	10%	0%	4%	0%	4%	2%	0%	11%	0%	0%	2%	2%	0%	1%	7%	0%	0%	2%	0%
8	17%	15%	20%	12%	16%	13%	32%	14%	19%	16%	24%	17%	17%	0%	17%	18%	0%	16%	21%	0%	11%	23%	6%
9	14%	12%	16%	18%	7%	22%	4%	13%	14%	14%	0%	15%	13%	46%	13%	13%	27%	12%	22%	0%	14%	9%	11%
10 EXTREMELY SATISFIED	54%	60%	45%	57%	28%	61%	57%	63%	47%	54%	60%	55%	53%	40%	55%	52%	73%	58%	36%	100%	63%	55%	65%
Mean	8.7	8.9	8.5	8.7	7.6	9.2	9.0	8.9	8.6	8.7	8.3	8.8	8.7	8.0	8.7	8.6	9.8	8.8	8.2	10.0	9.1	8.7	8.8
N	107	59	48	46	17	19	25	39	68	100	4	23	84	3	103	102	5	92	14	1	9	67	12

Q2E9. Did your contractor tell you of the Home Energy Efficiency Rebate program?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	26%	29%	23%	34%	14%	19%	24%	35%	22%	26%	11%	27%	25%	33%	26%	26%	20%	40%	36%	0%	72%	27%	48%
NO	60%	55%	64%	53%	62%	69%	62%	50%	64%	59%	89%	57%	61%	67%	60%	60%	50%	47%	58%	100%	22%	56%	41%
DON'T KNOW	14%	16%	13%	13%	24%	11%	14%	16%	14%	15%	0%	16%	14%	0%	14%	14%	31%	13%	6%	0%	6%	17%	11%
N	351	157	194	119	41	97	94	93	258	336	10	87	264	3	347	346	5	92	14	1	9	67	12

Q2E10. Did your contractor recommend purchasing an Energy Star Programmable thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	28%	29%	28%	32%	21%	24%	30%	30%	28%	28%	44%	29%	28%	33%	28%	28%	29%	30%	43%	0%	42%	28%	27%
NO	52%	51%	53%	49%	61%	55%	51%	47%	55%	53%	45%	55%	51%	67%	52%	53%	31%	47%	44%	100%	26%	54%	46%
DON'T KNOW	19%	20%	19%	19%	18%	21%	19%	24%	17%	19%	11%	16%	21%	0%	20%	19%	40%	23%	13%	0%	32%	19%	27%
N	351	157	194	119	41	97	94	93	258	336	10	87	264	3	347	346	5	92	14	1	9	67	12

Q2E12. How old was the thermostat that was replaced?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Less than 5 years old	10%	11%	10%	9%	7%	14%	11%	10%	10%	10%	13%	14%	9%	10%	10%	10%	0%	12%	16%	0%	7%	11%	19%
5 to 10 years old	17%	20%	15%	19%	9%	15%	21%	23%	15%	17%	31%	20%	17%	26%	17%	17%	18%	15%	16%	100%	0%	15%	21%
10 to 15 years old	17%	16%	18%	13%	20%	21%	19%	16%	17%	17%	17%	12%	19%	19%	17%	17%	0%	18%	20%	0%	11%	20%	9%
15 to 20 years old	20%	20%	20%	24%	20%	19%	12%	20%	20%	20%	4%	17%	21%	28%	20%	19%	77%	22%	31%	0%	29%	20%	30%
More than 20 years old	25%	22%	28%	25%	32%	24%	24%	19%	28%	26%	24%	24%	26%	17%	25%	26%	6%	27%	9%	0%	42%	28%	16%
Did not have old unit	6%	7%	5%	6%	7%	6%	6%	6%	6%	6%	6%	9%	5%	0%	6%	6%	0%	4%	7%	0%	0%	4%	0%
DON'T KNOW	4%	4%	4%	5%	5%	1%	6%	5%	4%	4%	5%	4%	4%	0%	4%	4%	0%	3%	0%	0%	11%	2%	5%
N	599	274	325	201	76	170	152	162	437	567	21	149	450	8	590	591	8	178	24	2	11	137	25

Q2E14. Was your old thermostat in working order when it was replaced?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	75%	71%	78%	71%	71%	82%	75%	70%	77%	75%	78%	71%	76%	55%	75%	75%	59%	73%	67%	60%	89%	78%	45%
NO	23%	26%	20%	26%	27%	16%	24%	26%	22%	23%	17%	26%	22%	45%	23%	23%	18%	24%	33%	40%	11%	21%	45%
DON'T KNOW	2%	4%	1%	3%	3%	2%	1%	4%	2%	2%	5%	2%	2%	0%	2%	2%	24%	3%	0%	0%	0%	1%	10%
N	564	256	308	189	71	161	143	152	412	534	20	137	427	8	555	556	8	172	22	2	11	132	25

2F. PROG THERMOSTAT BATTERY FOR ALL

Q2F6. Did you purchase an air conditioner, heat pump or furnace when you bought your thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Yes- AC	36%	35%	36%	35%	28%	36%	40%	37%	35%	35%	43%	34%	36%	13%	36%	36%	38%	35%	38%	50%	55%	35%	28%
YES- Furnace	32%	29%	35%	31%	34%	29%	35%	27%	34%	33%	19%	30%	33%	13%	32%	32%	25%	38%	25%	0%	73%	36%	32%
YES- Heat Pump	4%	4%	3%	4%	4%	5%	2%	4%	3%	4%	0%	6%	3%	0%	4%	4%	0%	1%	4%	0%	9%	0%	0%
NONE	48%	50%	46%	48%	55%	47%	45%	51%	47%	48%	38%	49%	47%	75%	48%	48%	63%	51%	58%	50%	9%	53%	56%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	5%	1%	1%	0%	1%	1%	0%	1%	0%	0%	9%	0%	0%
N	599	274	325	201	76	170	152	162	437	567	21	149	450	8	590	591	8	178	24	2	11	137	25

Q2F7. Was your previous thermostat a [READ CATEGORIES]	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Manual Thermostat	65%	66%	63%	63%	69%	64%	66%	69%	63%	65%	60%	68%	64%	64%	65%	64%	73%	65%	48%	60%	71%	63%	64%
Programmable Thermostat-but not Energy Star	14%	12%	17%	13%	10%	16%	18%	10%	16%	14%	14%	15%	14%	4%	15%	15%	0%	9%	10%	12%	0%	11%	11%
Programmable Thermostat-not sure if Estar	10%	9%	10%	11%	8%	8%	10%	11%	9%	10%	10%	5%	11%	0%	10%	10%	0%	14%	16%	10%	17%	11%	20%
Energy Star Programmable Thermostat	3%	3%	3%	2%	4%	5%	3%	3%	3%	3%	3%	2%	3%	7%	3%	3%	8%	3%	4%	0%	0%	6%	0%
Didn't have a Programmable Thermostat	0%	1%	0%	1%	1%	0%	0%	1%	0%	0%	2%	1%	0%	0%	0%	0%	0%	1%	2%	0%	0%	1%	0%
REFUSED	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	7%	9%	6%	9%	7%	7%	3%	6%	8%	7%	11%	8%	7%	25%	6%	7%	19%	8%	20%	18%	13%	8%	5%
N	660	313	347	245	86	186	143	183	477	624	25	162	498	31	628	633	27	225	57	10	18	169	31

Q2F8. Do you usually adjust the temperature settings on your new thermostat manually or do you program it to adjust automatically at different times of the day?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Adjust Manually	38%	42%	34%	40%	47%	31%	36%	45%	35%	38%	28%	37%	38%	68%	37%	38%	50%	41%	47%	28%	80%	35%	42%
Programmed	61%	56%	65%	57%	53%	69%	64%	53%	64%	61%	72%	63%	60%	32%	61%	61%	20%	59%	41%	72%	20%	64%	58%
REFUSED	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	31%	0%	6%	0%	0%	0%	0%
DON'T KNOW	1%	1%	1%	3%	0%	0%	1%	2%	1%	1%	0%	0%	2%	0%	1%	1%	0%	1%	6%	0%	0%	1%	0%
N	494	210	284	160	63	137	134	125	369	468	18	108	386	6	487	489	5	155	19	3	8	121	20

Q2F9A. Would you say that using a programmable thermostat makes your home:	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
More comfortable than a regular thermostat	49%	46%	51%	46%	48%	52%	50%	45%	50%	48%	67%	51%	48%	34%	49%	49%	40%	48%	40%	100%	34%	52%	39%
Just as comfortable	37%	38%	37%	40%	35%	39%	33%	37%	37%	38%	21%	41%	36%	34%	37%	37%	20%	40%	43%	0%	57%	36%	47%
Less comfortable than a regular thermostat	5%	4%	5%	4%	9%	4%	4%	5%	5%	5%	0%	2%	5%	0%	5%	4%	40%	6%	5%	0%	0%	8%	7%
DON'T KNOW	9%	11%	8%	10%	8%	5%	12%	13%	8%	9%	12%	6%	10%	32%	9%	9%	0%	6%	12%	0%	10%	4%	6%
N	494	210	284	160	63	137	134	125	369	468	18	108	386	6	487	489	5	155	19	3	8	121	20

Q2F9B. Would you say that using a programmable thermostat:	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
More convenient than a regular thermostat	65%	66%	65%	66%	63%	66%	65%	64%	66%	65%	79%	71%	64%	68%	65%	65%	60%	67%	61%	100%	71%	73%	62%
Not any more or less convenient	23%	21%	24%	22%	22%	24%	24%	23%	23%	24%	4%	20%	24%	0%	23%	23%	31%	21%	23%	0%	15%	20%	25%
Less convenient than a regular thermostat	5%	6%	5%	4%	11%	7%	1%	6%	5%	5%	11%	5%	5%	0%	5%	5%	9%	4%	6%	0%	14%	5%	0%
REFUSED	0%	0%	1%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
DON'T KNOW	6%	8%	5%	8%	2%	3%	9%	8%	5%	6%	6%	4%	7%	32%	6%	6%	0%	6%	10%	0%	0%	3%	13%
N	494	210	284	160	63	137	134	125	369	468	18	108	386	6	487	489	5	155	19	3	8	121	20

Q2F9C. Would you say that using a programmable thermostat has led you to use your heater and/or air conditioner:	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
More hours than using a regular thermost	8%	5%	10%	7%	7%	10%	7%	6%	8%	8%	10%	7%	8%	32%	7%	8%	9%	8%	19%	0%	10%	9%	9%
About the same number of hours OR	30%	27%	32%	25%	35%	30%	35%	26%	31%	31%	15%	29%	30%	45%	30%	30%	60%	30%	33%	0%	57%	28%	30%
Less hours than using a regular thermost	51%	55%	48%	54%	51%	50%	46%	54%	50%	50%	62%	56%	50%	24%	51%	51%	31%	54%	38%	57%	34%	56%	54%
DON'T KNOW	11%	13%	10%	14%	7%	9%	12%	14%	10%	11%	12%	9%	12%	0%	11%	12%	0%	7%	10%	43%	0%	8%	6%
N	494	210	284	160	63	137	134	125	369	468	18	108	386	6	487	489	5	155	19	3	8	121	20

Q2F9D. How often do you override the settings you have pre-programmed?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Never	16%	21%	12%	15%	7%	15%	21%	20%	14%	15%	42%	23%	14%	13%	16%	15%	31%	13%	18%	29%	6%	14%	17%
Occasionally (every few weeks)	37%	37%	38%	34%	45%	45%	31%	32%	39%	38%	23%	44%	35%	74%	37%	37%	29%	35%	29%	43%	14%	36%	35%
Frequently (at least once a week)	11%	9%	13%	15%	8%	9%	8%	10%	11%	11%	11%	7%	12%	0%	11%	11%	0%	11%	12%	0%	0%	16%	7%
All the time (multiple times a week)	9%	6%	12%	11%	7%	9%	7%	8%	9%	9%	0%	4%	10%	0%	9%	9%	0%	15%	10%	0%	14%	16%	13%
ONLY USE MANUALLY	24%	24%	24%	23%	31%	19%	27%	27%	23%	24%	19%	19%	25%	13%	24%	24%	40%	24%	28%	28%	66%	17%	22%
RECORD OTHER	1%	0%	1%	0%	0%	0%	2%	0%	1%	1%	0%	1%	1%	0%	1%	1%	0%	1%	4%	0%	0%	1%	0%
DON'T KNOW	3%	3%	2%	2%	2%	2%	4%	3%	2%	2%	6%	3%	3%	0%	3%	3%	0%	1%	0%	0%	0%	0%	6%
N	495	210	285	160	63	137	135	125	370	469	18	108	387	6	488	490	5	155	20	3	8	121	20

Q2F9E. Do you typically override the setting to increase or decrease the usage of your heating and/or cooling equipment?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Increase	60%	54%	64%	56%	82%	58%	57%	55%	62%	60%	53%	58%	61%	28%	61%	60%	68%	56%	77%	100%	0%	53%	86%
Decrease	24%	23%	25%	25%	14%	27%	23%	22%	24%	24%	30%	19%	25%	72%	23%	24%	0%	26%	23%	0%	0%	30%	14%
REFUSED	1%	1%	0%	1%	0%	0%	0%	2%	0%	1%	0%	0%	1%	0%	1%	1%	0%	2%	0%	0%	50%	0%	0%
DON'T KNOW	16%	22%	11%	17%	4%	15%	21%	21%	14%	16%	17%	23%	14%	0%	16%	15%	32%	16%	0%	0%	50%	17%	0%
N	291	113	178	100	40	86	65	65	226	281	6	59	232	4	286	289	2	101	10	1	2	85	10

Q2F10. Did you become aware of the fact that the thermostat was on sale [rebate] before or after you decided to purchase your new thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
BEFORE	28%	39%	19%	36%	43%	7%	12%	35%	25%	27%	45%	67%	18%	0%	28%	29%	0%	30%	0%	0%	28%	30%	0%
AFTER	33%	28%	38%	29%	12%	42%	54%	25%	36%	34%	0%	10%	39%	0%	33%	30%	100%	38%	50%	0%	72%	30%	0%
AT TIME OF PURCHASE	31%	25%	36%	27%	45%	31%	34%	33%	30%	32%	0%	23%	33%	0%	31%	32%	0%	27%	50%	0%	0%	33%	0%
DON'T KNOW	8%	9%	8%	8%	0%	21%	0%	8%	8%	7%	55%	0%	10%	0%	8%	9%	0%	5%	0%	0%	0%	6%	0%
N	46	19	27	23	6	10	7	11	35	44	2	9	37	0	46	45	1	18	2	0	2	16	0

Q2F11. Which of the following four statements best describes the actions you would have taken had the thermostat NOT been on sale [the rebate not existed]:	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
We would NOT have purchased a thermostat	7%	4%	10%	13%	0%	0%	0%	0%	10%	7%	0%	8%	7%	0%	7%	8%	0%	23%	0%	0%	72%	13%	0%
We would have purchased the same Energy	78%	84%	73%	72%	79%	90%	85%	89%	74%	77%	100%	63%	81%	0%	78%	77%	100%	66%	100%	0%	28%	75%	0%
We would have purchased a NON-Energy Sta	11%	6%	14%	8%	21%	10%	15%	0%	14%	11%	0%	14%	10%	0%	11%	11%	0%	5%	0%	0%	0%	6%	0%
DON'T KNOW	4%	6%	3%	8%	0%	0%	0%	11%	2%	5%	0%	14%	2%	0%	4%	5%	0%	5%	0%	0%	0%	6%	0%
N	46	19	27	23	6	10	7	11	35	44	2	9	37	0	46	45	1	18	2	0	2	16	0

Q2F12. If the thermostat had not been on Sale [rebate was not available], would you have purchased this Energy Star programmable thermostat…	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
At the same time	96%	100%	93%	93%	100%	100%	100%	100%	95%	96%	100%	100%	96%	0%	96%	96%	100%	100%	100%	0%	100%	100%	0%
Within a year or	4%	0%	7%	7%	0%	0%	0%	0%	5%	4%	0%	0%	4%	0%	4%	4%	0%	0%	0%	0%	0%	0%	0%
N	36	16	20	16	5	9	6	10	26	34	2	6	30	0	36	35	1	13	2	0	1	12	0

Q2F14. How influential was the Home Energy Efficiency Rebate Program in your decision?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Very	8%	9%	7%	10%	8%	5%	5%	10%	7%	7%	19%	12%	6%	16%	8%	8%	0%	6%	8%	0%	24%	6%	0%
Somewhat or	12%	12%	13%	12%	19%	13%	7%	13%	12%	12%	7%	12%	13%	0%	12%	13%	0%	11%	18%	0%	11%	14%	0%
Not at all influential	75%	74%	77%	74%	70%	77%	82%	74%	76%	76%	57%	70%	77%	71%	75%	75%	100%	77%	70%	0%	54%	74%	100%
DON'T KNOW	5%	6%	3%	4%	4%	6%	6%	4%	5%	4%	18%	7%	4%	13%	4%	5%	0%	6%	4%	0%	12%	6%	0%
N	460	213	247	172	59	133	96	133	327	444	10	112	348	6	454	455	5	157	22	0	9	123	19

Q2F16. How influential was the Contractor	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Very	38%	37%	38%	40%	36%	36%	37%	39%	37%	38%	35%	39%	37%	33%	37%	38%	29%	40%	35%	0%	40%	37%	43%
Somewhat or	18%	17%	19%	12%	27%	20%	23%	16%	19%	18%	18%	15%	19%	0%	19%	18%	31%	25%	28%	0%	9%	30%	25%
Not at all influential	40%	42%	39%	43%	37%	41%	36%	41%	40%	40%	38%	45%	39%	67%	40%	40%	40%	33%	24%	100%	45%	33%	27%
DON'T KNOW	4%	4%	4%	5%	0%	3%	4%	4%	4%	4%	9%	1%	4%	0%	4%	4%	0%	2%	13%	0%	6%	0%	5%
N	351	157	194	119	41	97	94	93	258	336	10	87	264	3	347	346	5	92	14	1	9	67	12

Q2F17. How influential was the Salesperson	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Very	15%	22%	8%	30%	0%	7%	0%	17%	14%	15%	29%	18%	14%	0%	15%	12%	100%	17%	40%	0%	0%	21%	0%
Somewhat or	23%	11%	36%	27%	31%	16%	19%	13%	27%	25%	0%	17%	26%	0%	23%	24%	0%	45%	20%	0%	0%	53%	0%
Not at all influential	53%	61%	45%	36%	54%	63%	81%	58%	52%	54%	71%	65%	49%	0%	53%	55%	0%	38%	20%	0%	0%	26%	100%
DON'T KNOW	8%	6%	10%	7%	15%	14%	0%	12%	7%	7%	0%	0%	11%	0%	8%	9%	0%	0%	20%	0%	0%	0%	0%
N	54	25	29	20	7	15	12	12	42	50	3	14	40	0	54	53	1	11	5	0	0	10	1

Q2F18. How influential was the Advertising material	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Very	19%	26%	9%	29%	0%	14%	17%	10%	24%	17%	0%	13%	20%	0%	19%	12%	100%	23%	50%	0%	0%	23%	0%
Somewhat or	30%	28%	34%	51%	58%	0%	17%	41%	23%	29%	0%	22%	33%	0%	30%	33%	0%	41%	0%	0%	0%	41%	0%
Not at all influential	47%	40%	57%	20%	42%	71%	67%	49%	46%	50%	100%	48%	47%	0%	47%	51%	0%	37%	50%	0%	0%	37%	0%
DON'T KNOW	4%	7%	0%	0%	0%	14%	0%	0%	6%	4%	0%	16%	0%	0%	4%	4%	0%	0%	0%	0%	0%	0%	0%
N	24	12	12	7	4	7	6	8	16	21	1	6	18	0	24	23	1	5	2	0	0	5	0

Q2F19. How influential was the FLEX YOUR POWER advertising campaign	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Very	8%	12%	5%	13%	0%	5%	7%	17%	4%	7%	29%	11%	7%	0%	8%	8%	7%	8%	19%	0%	25%	11%	0%
Somewhat or	17%	20%	15%	21%	24%	14%	11%	16%	18%	18%	7%	25%	15%	21%	17%	17%	31%	18%	19%	0%	24%	23%	3%
Not at all influential	72%	67%	76%	65%	73%	78%	79%	65%	75%	73%	63%	61%	75%	79%	72%	72%	62%	72%	55%	100%	51%	63%	97%
DON'T KNOW	3%	1%	4%	2%	2%	4%	2%	2%	3%	2%	0%	3%	3%	0%	3%	3%	0%	2%	7%	0%	0%	3%	0%
N	322	128	194	108	43	92	79	74	248	305	11	68	254	7	314	316	6	109	12	1	5	82	19

Q2F20. How influential was the 20/20 or 10/20 advertising campaign	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Very	9%	8%	10%	10%	11%	0%	11%	7%	10%	9%	0%	7%	9%	0%	9%	9%	0%	13%	0%	0%	49%	10%	0%
Somewhat or	16%	14%	20%	18%	4%	17%	11%	16%	16%	16%	21%	15%	16%	25%	16%	16%	0%	15%	11%	0%	0%	18%	18%
Not at all influential	73%	76%	69%	71%	85%	79%	73%	74%	73%	73%	79%	78%	72%	75%	73%	73%	100%	73%	89%	0%	51%	72%	82%
DON'T KNOW	2%	2%	1%	1%	0%	4%	6%	3%	1%	2%	0%	0%	2%	0%	2%	2%	0%	0%	0%	0%	0%	0%	0%
N	157	87	70	95	15	29	18	68	89	152	4	38	119	2	155	155	2	55	9	0	4	43	6

Q2F21. How satisfied are you with the performance of the new Thermostat you purchased?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
1 NOT AT ALL SATISFIED	2%	1%	3%	1%	4%	6%	0%	0%	3%	2%	0%	4%	2%	0%	2%	2%	0%	2%	4%	0%	0%	1%	4%
3	3%	3%	2%	5%	2%	0%	0%	4%	1%	3%	0%	3%	2%	19%	2%	3%	0%	1%	7%	0%	0%	0%	4%
4	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
5	6%	5%	7%	6%	11%	2%	7%	4%	7%	6%	0%	4%	6%	0%	6%	6%	15%	8%	0%	0%	9%	4%	18%
6	2%	1%	2%	1%	5%	3%	0%	2%	2%	2%	0%	1%	2%	0%	2%	2%	0%	2%	0%	0%	0%	4%	0%
7	5%	3%	8%	4%	5%	11%	2%	3%	7%	5%	17%	4%	6%	6%	5%	6%	0%	7%	0%	0%	0%	8%	9%
8	17%	19%	16%	22%	11%	5%	24%	20%	16%	18%	0%	12%	19%	0%	18%	17%	24%	16%	22%	0%	19%	17%	13%
9	11%	8%	14%	10%	9%	16%	9%	8%	12%	11%	0%	9%	11%	19%	10%	10%	24%	11%	11%	0%	9%	12%	8%
10 EXTREMELY SATISFIED	54%	59%	48%	50%	54%	57%	58%	58%	52%	53%	83%	62%	51%	56%	54%	55%	38%	52%	56%	100%	63%	52%	44%
DON'T KNOW	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Mean	8.7	8.8	8.6	8.5	8.6	8.7	9.0	8.7	8.7	8.6	9.3	8.7	8.7	8.8	8.7	8.7	8.6	8.7	8.6	10.0	9.2	8.7	8.0
N	216	108	108	85	40	45	46	64	152	205	8	49	167	9	206	208	8	186	27	3	12	140	28

4B. GENERAL EQUIPMENT PURCHASES

Q4B1. Have you purchased any new heating, cooling or water heating equipment or major household appliance purchases since January 2004 for which you did not receive a rebate?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	34%	31%	37%	34%	32%	36%	32%	33%	34%	34%	25%	30%	35%	14%	36%	35%	20%	32%	26%	12%	22%	33%	37%
NO	63%	65%	60%	62%	63%	61%	66%	63%	63%	62%	74%	66%	62%	84%	61%	62%	79%	64%	72%	82%	76%	64%	59%
DON'T KNOW	4%	4%	3%	4%	5%	3%	2%	4%	3%	4%	1%	4%	3%	3%	4%	4%	1%	4%	3%	6%	2%	3%	4%
N	2511	1283	1228	902	400	609	600	662	1849	2338	130	692	1819	193	2316	2393	116	756	209	35	52	573	103

Q4B2. What did you purchase?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Refrigerator	18%	18%	18%	18%	21%	18%	15%	17%	18%	18%	13%	17%	18%	32%	17%	18%	28%	24%	23%	20%	17%	23%	23%
Clothes washer	46%	49%	44%	46%	42%	44%	51%	53%	44%	45%	65%	48%	46%	21%	47%	47%	12%	12%	23%	20%	8%	14%	3%
Clothes dryer	11%	13%	10%	14%	9%	8%	11%	16%	9%	11%	8%	9%	12%	18%	11%	11%	16%	10%	26%	0%	8%	13%	0%
Dishwasher	12%	12%	13%	16%	12%	10%	10%	13%	12%	13%	8%	10%	13%	7%	12%	12%	12%	18%	0%	0%	8%	19%	18%
ROOM Air conditioner	2%	2%	1%	2%	1%	2%	1%	1%	2%	1%	3%	2%	1%	7%	1%	2%	4%	3%	6%	0%	0%	2%	8%
CENTRAL Air Conditioner	23%	21%	25%	22%	13%	29%	25%	25%	23%	23%	18%	20%	24%	0%	24%	24%	0%	11%	17%	0%	17%	12%	8%
Furnace/central heating	8%	6%	9%	8%	7%	8%	8%	7%	8%	8%	3%	5%	9%	7%	8%	8%	4%	14%	19%	0%	25%	14%	13%
Water heater	26%	23%	29%	23%	28%	26%	28%	20%	28%	26%	22%	25%	26%	18%	26%	26%	28%	39%	25%	40%	50%	40%	38%
Heat Pump	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	2%	0%	0%	1%	0%
Evaporative cooler/swamp cooler	1%	1%	1%	0%	0%	2%	0%	0%	1%	1%	0%	1%	1%	4%	1%	1%	4%	1%	2%	0%	0%	1%	0%
Whole house fan	0%	1%	1%	0%	1%	0%	1%	0%	1%	1%	0%	0%	1%	0%	1%	0%	4%	2%	0%	0%	0%	2%	3%
Stove/Range/oven/cooktop	10%	10%	10%	11%	10%	9%	10%	11%	9%	10%	5%	9%	10%	0%	10%	10%	0%	17%	6%	40%	8%	17%	20%
Microwave oven	4%	4%	4%	4%	5%	4%	3%	5%	3%	4%	2%	4%	4%	0%	4%	4%	0%	5%	0%	20%	0%	6%	5%
Ceiling Fan	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	8%	1%	0%
Freezer	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	4%	1%	1%	0%	3%	2%	0%	0%	4%	0%
Microwave and convection oven	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%	1%	0%	0%	0%	1%	0%
Garbage disposal	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	2%	0%
Low flush toilet	0%	1%	0%	0%	1%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	2%	0%
Solar pool heater	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%	1%	0%	0%	0%	1%	3%
Space heater	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%	2%	0%	0%	1%	0%
Wall heater	0%	1%	0%	1%	1%	0%	0%	1%	0%	0%	2%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%
Windows	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Pool heater	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
RECORD OTHER APPLIANCE	1%	1%	2%	2%	2%	0%	2%	1%	2%	1%	0%	1%	2%	7%	1%	1%	4%	4%	6%	0%	8%	3%	5%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	4%	0%	0%	0%	0%	1%	0%
N	1221	592	629	433	177	320	291	333	888	1140	60	318	903	28	1191	1195	25	250	53	5	12	192	40

Q4B2A. Is the clothes dryer Gas or Electric?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
GAS	57%	44%	75%	34%	57%	90%	88%	35%	73%	56%	76%	50%	58%	46%	57%	56%	73%	67%	54%	0%	0%	74%	0%
ELECTRIC	41%	53%	23%	61%	43%	10%	12%	61%	25%	41%	24%	46%	39%	54%	40%	42%	27%	33%	46%	0%	100%	26%	0%
DON'T KNOW	3%	3%	2%	5%	0%	0%	0%	4%	2%	3%	0%	4%	2%	0%	3%	3%	0%	0%	0%	0%	0%	0%	0%
N	136	75	61	61	15	27	33	54	82	128	5	29	107	5	131	132	4	26	14	0	1	25	0

Q4B2B. Is the heating system Gas or Electric?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
GAS	94%	87%	98%	93%	91%	94%	96%	88%	96%	96%	56%	87%	95%	56%	95%	95%	0%	98%	80%	0%	100%	100%	90%
ELECTRIC	5%	13%	0%	7%	0%	6%	4%	12%	3%	3%	44%	13%	4%	44%	4%	4%	100%	2%	20%	0%	0%	0%	10%
DON'T KNOW	1%	0%	2%	0%	9%	0%	0%	0%	2%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%
N	94	36	58	35	12	24	23	21	73	91	2	16	78	2	91	93	1	34	10	0	3	26	5

Q4B2C. Is the Water Heater Gas or Electric?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
GAS	90%	86%	92%	87%	86%	90%	96%	84%	91%	90%	85%	86%	91%	100%	89%	90%	76%	88%	47%	100%	100%	85%	92%
ELECTRIC	9%	12%	6%	11%	14%	8%	3%	15%	7%	9%	15%	13%	7%	0%	9%	8%	24%	12%	38%	0%	0%	15%	8%
DON'T KNOW	2%	2%	2%	3%	0%	2%	1%	2%	2%	2%	0%	1%	2%	0%	2%	2%	0%	0%	15%	0%	0%	0%	0%
N	309	131	178	98	50	80	81	67	242	291	13	77	232	4	303	302	6	94	13	2	6	72	15

Q4B3. Other than major appliances and heating and cooling equipment, have you installed anything else in your home that would assist you in saving energy such as dual pane windows, a high efficiency pool pump, or insulation since January 2004?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	18%	15%	22%	17%	19%	20%	18%	15%	19%	18%	17%	16%	19%	1%	20%	19%	2%	18%	13%	10%	19%	17%	20%
NO	80%	84%	77%	81%	79%	79%	80%	83%	79%	80%	82%	83%	79%	99%	78%	79%	97%	81%	87%	85%	81%	81%	79%
DON'T KNOW	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	1%	1%	2%	1%	2%	2%	1%	2%	0%	5%	0%	2%	1%
N	2511	1283	1228	902	400	609	600	662	1849	2338	130	692	1819	193	2316	2393	116	756	209	35	52	573	103

Q4B4. What did you do?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Insulation (wall/Ceiling or attic)	36%	33%	39%	43%	36%	34%	29%	40%	36%	37%	24%	31%	38%	100%	36%	37%	0%	22%	21%	0%	9%	24%	19%
Pool Pump motor	5%	4%	6%	2%	7%	8%	6%	4%	6%	6%	0%	5%	5%	0%	5%	5%	0%	9%	0%	0%	0%	11%	5%
Windows (Dual pane or high efficiency)	69%	71%	67%	66%	71%	70%	71%	65%	70%	69%	80%	76%	67%	0%	69%	69%	100%	77%	82%	100%	82%	74%	86%
Programmable thermostat	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%
Fluorescent INDOOR fixture	0%	0%	0%	1%	0%	0%	1%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%
Fluorescent OUTDOOR fixture	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%
CFL Bulb	2%	1%	2%	2%	3%	2%	1%	1%	2%	2%	4%	1%	2%	0%	2%	2%	0%	1%	0%	0%	0%	2%	0%
CFL Fixture	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%
Motion sensor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Dimmer switch	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Weatherstripping/caulking/weatherization	2%	2%	1%	1%	0%	1%	4%	2%	2%	1%	8%	2%	2%	0%	2%	2%	0%	3%	4%	25%	0%	2%	10%
Water heater insulation/pipe wrapping	0%	1%	0%	1%	0%	0%	1%	2%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%
Low flow showerheads	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%
Faucet aerators	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%
Duct sealing/repairs(not cleaning)	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	5%
Pool cover	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	9%	0%	0%
Ceiling fans	3%	2%	3%	2%	0%	4%	5%	3%	3%	3%	4%	0%	4%	0%	3%	3%	0%	1%	7%	0%	0%	2%	0%
Solar energy	1%	1%	1%	2%	0%	1%	1%	3%	1%	1%	0%	1%	1%	0%	1%	1%	0%	1%	4%	0%	0%	1%	0%
Doors	2%	3%	2%	3%	4%	3%	0%	3%	2%	2%	4%	3%	2%	0%	2%	2%	0%	1%	0%	0%	0%	2%	0%
RECORD OTHER	2%	2%	2%	2%	4%	0%	3%	2%	2%	2%	4%	2%	2%	0%	2%	2%	0%	5%	4%	0%	0%	6%	5%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N	539	229	310	182	95	141	121	119	420	504	25	134	405	2	537	536	3	141	28	4	11	107	21

INSULATION RESCREEN

Q9D8B. Have you installed any insulation in your home in the last four years?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Yes	8%	7%	10%	9%	11%	8%	6%	7%	9%	8%	5%	8%	9%	0%	8%	8%	0%	0%	0%	0%	0%	0%	0%
No	91%	92%	90%	91%	88%	91%	94%	92%	90%	91%	94%	91%	91%	0%	91%	91%	0%	0%	0%	0%	0%	0%	0%
Don't know	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%
N	1267	601	666	446	156	340	325	366	901	1186	62	328	939	0	1267	1267	0	0	0	0	0	0	0

Q4B5ZZ_1. In what year did you install the new refrigerator?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
2007	5%	3%	6%	5%	3%	7%	5%	1%	6%	5%	0%	7%	4%	0%	5%	5%	0%	1%	0%	0%	0%	2%	0%
2006	39%	34%	45%	35%	59%	41%	29%	30%	43%	39%	37%	35%	41%	17%	40%	39%	48%	43%	50%	100%	100%	32%	66%
2005	31%	33%	29%	29%	18%	33%	46%	35%	29%	31%	23%	31%	31%	83%	29%	31%	27%	30%	27%	0%	0%	32%	34%
2004?	22%	26%	17%	27%	20%	17%	16%	29%	19%	21%	40%	26%	20%	0%	23%	22%	25%	25%	23%	0%	0%	32%	0%
WAS ALREADY IN HOME	1%	0%	2%	0%	0%	2%	2%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	2%	4%	1%	5%	0%	0%	2%	5%	1%	3%	0%	1%	3%	0%	3%	3%	0%	1%	0%	0%	0%	2%	0%
N	216	107	109	78	37	57	44	58	158	206	8	53	163	9	207	209	7	59	12	1	2	44	9

Q4B5ZZ_2. In what year did you install the new clothes washer?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
2007	7%	7%	6%	9%	3%	5%	8%	8%	6%	6%	10%	6%	7%	0%	7%	7%	0%	8%	0%	0%	0%	0%	100%
2006	28%	26%	29%	25%	38%	28%	26%	24%	30%	28%	36%	26%	28%	58%	27%	28%	42%	42%	66%	100%	100%	34%	0%
2005	23%	26%	20%	25%	20%	24%	23%	27%	22%	23%	26%	27%	22%	42%	23%	23%	58%	29%	18%	0%	0%	38%	0%
2004?	28%	27%	30%	28%	32%	24%	29%	27%	29%	29%	15%	27%	29%	0%	28%	28%	0%	21%	16%	0%	0%	28%	0%
WAS ALREADY IN HOME	8%	7%	9%	7%	1%	11%	9%	7%	8%	7%	14%	7%	8%	0%	8%	8%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	6%	7%	6%	6%	5%	8%	5%	7%	6%	7%	0%	7%	6%	0%	6%	6%	0%	0%	0%	0%	0%	0%	0%
N	565	287	278	201	75	142	147	176	389	515	39	154	411	6	559	562	3	29	12	1	1	26	1

Q4B5ZZ_3. In what year did you install the new clothes dryer?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
2007	10%	10%	8%	10%	7%	4%	15%	9%	10%	10%	0%	16%	8%	0%	10%	10%	0%	0%	0%	0%	0%	0%	0%
2006	45%	46%	43%	44%	55%	52%	37%	50%	41%	47%	16%	40%	47%	65%	44%	45%	47%	38%	85%	0%	0%	42%	0%
2005	26%	24%	28%	27%	15%	27%	27%	24%	27%	24%	40%	28%	25%	35%	25%	26%	27%	32%	15%	0%	100%	25%	0%
2004?	16%	16%	17%	18%	23%	14%	12%	15%	17%	16%	24%	13%	17%	0%	17%	16%	27%	30%	0%	0%	0%	33%	0%
WAS ALREADY IN HOME	1%	1%	2%	2%	0%	4%	0%	2%	1%	2%	0%	0%	2%	0%	2%	2%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	2%	2%	2%	0%	0%	0%	9%	0%	3%	1%	20%	3%	2%	0%	2%	2%	0%	0%	0%	0%	0%	0%	0%
N	136	75	61	61	15	27	33	54	82	128	5	29	107	5	131	132	4	26	14	0	1	25	0

Q4B5ZZ_4. In what year did you install the new dishwasher?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
2007	11%	10%	12%	11%	14%	13%	7%	12%	11%	11%	0%	7%	12%	0%	11%	11%	0%	3%	0%	0%	0%	5%	0%
2006	45%	50%	40%	50%	56%	41%	28%	50%	43%	46%	41%	37%	48%	0%	46%	44%	81%	56%	0%	0%	100%	43%	87%
2005	26%	26%	26%	23%	8%	35%	41%	23%	28%	26%	45%	39%	23%	61%	26%	26%	19%	16%	0%	0%	0%	14%	13%
2004?	15%	11%	20%	13%	22%	11%	20%	10%	18%	15%	15%	13%	16%	39%	15%	15%	0%	25%	0%	0%	0%	38%	0%
WAS ALREADY IN HOME	1%	2%	0%	2%	0%	0%	0%	3%	0%	1%	0%	4%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	1%	2%	1%	2%	0%	0%	4%	3%	1%	1%	0%	0%	2%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%
N	149	70	79	69	21	31	28	44	105	144	5	33	116	2	147	146	3	46	0	0	1	37	7

Q4B5ZZ_5. In what year did you install the new room AC?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
2007	4%	0%	9%	0%	0%	19%	0%	0%	5%	5%	0%	0%	6%	0%	5%	4%	0%	0%	0%	0%	0%	0%	0%
2006	56%	48%	67%	51%	100%	31%	76%	23%	67%	63%	0%	65%	53%	100%	49%	54%	100%	47%	68%	0%	0%	72%	35%
2005	14%	14%	14%	16%	0%	30%	0%	32%	8%	16%	0%	0%	20%	0%	17%	15%	0%	22%	32%	0%	0%	0%	33%
2004?	16%	21%	9%	16%	0%	19%	24%	32%	11%	13%	42%	14%	17%	0%	19%	17%	0%	22%	0%	0%	0%	0%	33%
WAS ALREADY IN HOME	6%	10%	0%	11%	0%	0%	0%	0%	8%	0%	58%	20%	0%	0%	7%	6%	0%	0%	0%	0%	0%	0%	0%
REFUSED	3%	6%	0%	7%	0%	0%	0%	14%	0%	4%	0%	0%	5%	0%	4%	4%	0%	9%	0%	0%	0%	28%	0%
N	19	10	9	8	2	5	4	4	15	17	2	6	13	2	17	18	1	7	3	0	0	4	3

Q4B5ZZ_6. In what year did you install the new air conditioner?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
2007	3%	3%	3%	3%	8%	1%	4%	2%	4%	3%	0%	5%	3%	0%	3%	3%	0%	0%	0%	0%	0%	0%	0%
2006	27%	29%	25%	17%	34%	34%	33%	29%	26%	27%	44%	30%	26%	0%	27%	27%	0%	33%	53%	0%	0%	33%	59%
2005	25%	21%	28%	20%	11%	30%	33%	20%	27%	25%	18%	27%	24%	0%	25%	25%	0%	28%	21%	0%	0%	31%	41%
2004?	24%	22%	25%	29%	30%	21%	15%	20%	26%	24%	18%	21%	25%	0%	24%	24%	0%	39%	25%	0%	100%	37%	0%
WAS ALREADY IN HOME	16%	18%	14%	26%	8%	10%	8%	23%	12%	15%	0%	14%	16%	0%	16%	16%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	5%	6%	5%	4%	8%	4%	7%	5%	5%	5%	20%	3%	6%	0%	5%	5%	0%	0%	0%	0%	0%	0%	0%
N	283	126	157	94	23	92	74	82	201	267	11	63	220	0	283	283	0	27	9	0	2	22	3

Q4B5ZZ_7. In what year did you install the new gas furnace?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
2007	6%	5%	7%	4%	9%	8%	5%	4%	7%	6%	0%	6%	6%	0%	6%	6%	0%	0%	11%	0%	0%	0%	0%
2006	41%	40%	42%	33%	23%	52%	58%	36%	43%	40%	44%	44%	41%	44%	41%	40%	100%	42%	45%	0%	59%	31%	58%
2005	26%	35%	20%	33%	14%	25%	18%	34%	23%	26%	56%	41%	23%	56%	25%	26%	0%	24%	22%	0%	0%	30%	24%
2004?	25%	17%	30%	27%	54%	15%	14%	21%	26%	26%	0%	10%	28%	0%	26%	25%	0%	34%	22%	0%	41%	39%	18%
WAS ALREADY IN HOME	1%	3%	0%	3%	0%	0%	0%	5%	0%	1%	0%	0%	2%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	1%	0%	2%	0%	0%	0%	5%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%
N	94	36	58	35	12	24	23	21	73	91	2	16	78	2	91	93	1	34	10	0	3	26	5

Q4B5ZZ_8. In what year did you install the new water heater?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
2007	10%	10%	11%	6%	9%	14%	15%	9%	11%	11%	5%	9%	11%	0%	11%	11%	0%	2%	15%	0%	0%	3%	0%
2006	44%	44%	44%	44%	49%	46%	38%	46%	43%	44%	39%	49%	42%	87%	43%	44%	64%	46%	53%	0%	16%	39%	71%
2005	25%	26%	24%	28%	30%	19%	23%	31%	23%	25%	19%	21%	26%	13%	25%	25%	10%	28%	25%	50%	46%	29%	20%
2004?	16%	16%	16%	19%	10%	16%	14%	10%	18%	15%	38%	17%	16%	0%	16%	16%	26%	22%	0%	0%	37%	26%	10%
WAS ALREADY IN HOME	1%	1%	1%	2%	0%	1%	0%	2%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%
REFUSED	1%	1%	1%	1%	0%	0%	2%	2%	1%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	2%	0%
DON'T KNOW	3%	3%	3%	1%	2%	3%	8%	0%	4%	3%	0%	5%	2%	0%	3%	3%	0%	1%	7%	50%	0%	1%	0%
N	309	131	178	98	50	80	81	67	242	291	13	77	232	4	303	302	6	94	13	2	6	72	15

Q4B5ZZ_9. In what year did you install the new heat pump?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
2006	64%	100%	45%	100%	0%	100%	33%	100%	45%	64%	0%	0%	64%	0%	64%	64%	0%	100%	100%	0%	0%	100%	0%
2005	18%	0%	28%	0%	0%	0%	33%	0%	28%	18%	0%	0%	18%	0%	18%	18%	0%	0%	0%	0%	0%	0%	0%
2004?	18%	0%	28%	0%	0%	0%	33%	0%	28%	18%	0%	0%	18%	0%	18%	18%	0%	0%	0%	0%	0%	0%	0%
N	5	1	4	1	0	1	3	1	4	5	0	0	5	0	5	5	0	1	1	0	0	1	0

Q4B5ZZ_10. In what year did you install the new evaporative cooler?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
2006	42%	61%	24%	0%	0%	42%	0%	0%	52%	42%	0%	100%	17%	100%	17%	17%	100%	100%	100%	0%	0%	100%	0%
2004?	39%	39%	38%	0%	0%	39%	0%	100%	24%	39%	0%	0%	55%	0%	55%	55%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	19%	0%	38%	0%	0%	19%	0%	0%	24%	19%	0%	0%	28%	0%	28%	28%	0%	0%	0%	0%	0%	0%	0%
N	5	2	3	0	0	5	0	1	4	5	0	1	4	1	4	4	1	1	1	0	0	1	0

Q4B5ZZ_11. In what year did you install the new whole house fan?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
2006	62%	74%	49%	0%	100%	0%	73%	100%	57%	62%	0%	0%	71%	0%	62%	48%	100%	66%	0%	0%	0%	100%	0%
2004?	25%	0%	51%	100%	0%	0%	0%	0%	28%	25%	0%	0%	29%	0%	25%	34%	0%	34%	0%	0%	0%	0%	100%
WAS ALREADY IN HOME	13%	26%	0%	0%	0%	0%	27%	0%	15%	13%	0%	100%	0%	0%	13%	18%	0%	0%	0%	0%	0%	0%	0%
N	6	3	3	1	1	0	4	1	5	6	0	1	5	0	6	5	1	4	0	0	0	3	1

Q4B5ZZ_12. In what year did you install the new insulation?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
2007	10%	14%	7%	11%	6%	13%	9%	15%	8%	10%	0%	14%	9%	0%	10%	10%	0%	0%	18%	0%	0%	0%	0%
2006	35%	35%	35%	39%	27%	38%	30%	42%	33%	37%	19%	30%	37%	100%	35%	35%	0%	57%	32%	0%	100%	36%	100%
2005	16%	10%	20%	9%	24%	17%	27%	10%	19%	16%	0%	11%	17%	0%	16%	16%	0%	13%	12%	0%	0%	19%	0%
2004?	24%	25%	24%	24%	33%	22%	17%	20%	26%	23%	68%	31%	22%	0%	24%	24%	0%	27%	37%	0%	0%	40%	0%
WAS ALREADY IN HOME	8%	7%	8%	7%	9%	6%	12%	7%	8%	8%	14%	2%	9%	0%	8%	8%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	6%	8%	5%	10%	0%	4%	6%	7%	6%	7%	0%	13%	5%	0%	6%	6%	0%	3%	0%	0%	0%	4%	0%
N	195	75	120	79	33	48	35	47	148	185	6	41	154	1	194	195	0	30	6	0	1	25	4

Q4B5ZZ_13. In what year did you install the new pool pump?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
2007	4%	10%	0%	0%	0%	0%	15%	0%	6%	4%	0%	21%	0%	0%	4%	4%	0%	0%	0%	0%	0%	0%	0%
2006	30%	40%	24%	0%	49%	50%	12%	12%	36%	30%	0%	66%	21%	0%	30%	30%	0%	29%	0%	0%	0%	36%	0%
2005	38%	30%	44%	54%	0%	50%	42%	53%	34%	38%	0%	13%	44%	0%	38%	38%	0%	37%	0%	0%	0%	47%	0%
2004?	27%	20%	33%	46%	51%	0%	30%	36%	25%	27%	0%	0%	35%	0%	27%	27%	0%	34%	0%	0%	0%	18%	100%
N	25	9	16	3	5	10	7	5	20	25	0	5	20	0	25	25	0	12	0	0	0	11	1

Q4B5ZZ_14. In what year did you install the new windows?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
2007	5%	5%	4%	3%	3%	7%	7%	5%	5%	5%	7%	6%	4%	0%	5%	5%	0%	0%	0%	0%	0%	0%	0%
2006	35%	32%	38%	37%	31%	35%	34%	37%	35%	35%	33%	30%	37%	0%	35%	35%	0%	43%	43%	0%	20%	34%	71%
2005	27%	24%	30%	21%	38%	27%	31%	21%	29%	27%	36%	25%	28%	0%	27%	28%	0%	30%	25%	0%	14%	37%	27%
2004?	27%	32%	22%	31%	23%	23%	25%	29%	26%	26%	24%	33%	24%	0%	27%	26%	100%	27%	32%	80%	66%	28%	3%
WAS ALREADY IN HOME	3%	3%	3%	5%	0%	4%	1%	6%	2%	3%	0%	2%	4%	0%	3%	3%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	3%	3%	3%	3%	5%	4%	2%	3%	3%	3%	0%	3%	3%	0%	3%	3%	0%	1%	0%	20%	0%	1%	0%
N	368	162	206	118	66	99	85	76	292	341	20	102	266	0	368	365	3	105	22	4	9	76	18

Q4B6ZZ_1. And what month did you install the new refrigerator?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
January	17%	9%	24%	14%	25%	16%	15%	10%	19%	17%	11%	9%	19%	0%	17%	17%	0%	10%	0%	0%	50%	5%	0%
February	4%	7%	2%	4%	3%	5%	8%	8%	3%	4%	14%	5%	4%	9%	4%	5%	0%	8%	0%	0%	0%	11%	6%
March	5%	6%	4%	6%	6%	6%	2%	6%	5%	5%	0%	12%	3%	0%	5%	5%	0%	8%	0%	0%	0%	12%	0%
April	7%	7%	6%	5%	3%	11%	9%	5%	7%	7%	0%	10%	6%	0%	7%	6%	21%	11%	7%	0%	0%	15%	0%
May	8%	8%	7%	8%	10%	4%	8%	7%	8%	8%	11%	4%	9%	14%	7%	7%	12%	6%	27%	0%	0%	0%	25%
June	3%	2%	3%	4%	0%	0%	7%	1%	3%	3%	9%	4%	3%	0%	3%	3%	0%	1%	0%	0%	0%	2%	0%
July	14%	15%	12%	18%	13%	11%	10%	16%	13%	13%	31%	15%	13%	25%	13%	14%	19%	15%	16%	100%	0%	22%	0%
August	4%	5%	3%	6%	5%	2%	0%	9%	2%	4%	0%	4%	4%	0%	4%	4%	0%	3%	10%	0%	0%	5%	0%
September	3%	3%	2%	2%	5%	2%	3%	0%	4%	3%	0%	2%	3%	0%	3%	2%	19%	7%	6%	0%	50%	0%	16%
October	13%	11%	14%	12%	9%	18%	12%	10%	14%	13%	0%	9%	14%	31%	12%	12%	29%	16%	15%	0%	0%	15%	29%
November	4%	6%	3%	0%	5%	5%	12%	4%	4%	3%	23%	5%	4%	14%	4%	4%	0%	5%	10%	0%	0%	2%	6%
December	7%	7%	7%	9%	8%	4%	5%	7%	7%	7%	0%	6%	7%	0%	7%	7%	0%	6%	0%	0%	0%	5%	12%
DON'T KNOW	13%	14%	12%	13%	10%	16%	9%	17%	11%	13%	0%	14%	12%	8%	13%	13%	0%	5%	10%	0%	0%	6%	6%
N	209	103	106	74	37	56	42	55	154	199	8	52	157	9	200	202	7	58	12	1	2	43	9

Q4B6ZZ_2. And what month did you install the new clothes washer?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
January	10%	9%	12%	11%	7%	10%	11%	9%	11%	10%	11%	13%	9%	0%	10%	10%	0%	18%	6%	0%	100%	4%	100%
February	4%	5%	3%	4%	1%	2%	8%	7%	3%	4%	4%	3%	5%	0%	4%	4%	0%	7%	0%	0%	0%	8%	0%
March	3%	3%	3%	4%	2%	2%	3%	5%	3%	4%	0%	1%	4%	0%	3%	3%	0%	12%	0%	0%	0%	15%	0%
April	9%	11%	8%	11%	13%	7%	6%	9%	9%	10%	3%	12%	8%	76%	8%	9%	83%	14%	44%	0%	0%	19%	0%
May	3%	3%	4%	4%	1%	1%	4%	3%	3%	3%	3%	4%	3%	0%	3%	3%	0%	2%	0%	0%	0%	3%	0%
June	4%	4%	4%	5%	2%	5%	2%	5%	4%	4%	9%	2%	5%	0%	4%	4%	0%	0%	18%	0%	0%	0%	0%
July	11%	11%	11%	13%	12%	10%	10%	10%	12%	11%	10%	15%	10%	0%	11%	11%	0%	7%	0%	0%	0%	8%	0%
August	2%	2%	2%	3%	3%	2%	1%	2%	2%	2%	6%	3%	2%	0%	2%	2%	0%	3%	0%	0%	0%	4%	0%
September	2%	2%	2%	1%	2%	2%	3%	2%	2%	2%	0%	3%	2%	8%	2%	2%	0%	6%	0%	0%	0%	8%	0%
October	7%	8%	6%	7%	4%	9%	8%	8%	6%	7%	9%	4%	8%	8%	7%	7%	0%	8%	25%	0%	0%	11%	0%
November	4%	4%	4%	5%	1%	6%	4%	4%	5%	4%	6%	5%	4%	8%	4%	4%	17%	12%	7%	0%	0%	15%	0%
December	4%	5%	4%	5%	6%	3%	4%	6%	4%	5%	2%	3%	5%	0%	5%	5%	0%	11%	0%	0%	0%	4%	0%
DON'T KNOW	34%	33%	36%	27%	44%	40%	37%	31%	36%	34%	37%	33%	35%	0%	35%	35%	0%	0%	0%	100%	0%	0%	0%
N	485	249	236	174	70	115	126	151	334	441	34	133	352	6	479	482	3	29	12	1	1	26	1

Q4B6ZZ_3. And what month did you install the new clothes dryer?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
January	12%	11%	14%	12%	0%	8%	25%	10%	14%	12%	25%	20%	10%	0%	13%	13%	0%	12%	5%	0%	100%	4%	0%
February	7%	9%	5%	6%	0%	4%	16%	10%	5%	7%	0%	6%	7%	0%	7%	7%	0%	8%	0%	0%	0%	8%	0%
March	6%	6%	6%	4%	18%	6%	3%	6%	6%	6%	0%	4%	6%	0%	6%	6%	0%	13%	0%	0%	0%	15%	0%
April	13%	13%	13%	17%	15%	10%	3%	9%	16%	13%	30%	19%	11%	81%	10%	11%	53%	16%	39%	0%	0%	18%	0%
May	4%	3%	4%	3%	7%	2%	3%	4%	3%	4%	0%	4%	3%	0%	4%	4%	0%	3%	0%	0%	0%	3%	0%
June	5%	2%	10%	7%	0%	4%	3%	3%	7%	5%	0%	0%	7%	0%	5%	5%	0%	0%	8%	0%	0%	0%	0%
July	10%	7%	13%	6%	26%	14%	7%	5%	13%	9%	0%	8%	10%	0%	10%	9%	20%	4%	14%	0%	0%	4%	0%
August	4%	6%	0%	7%	0%	0%	0%	8%	0%	4%	0%	6%	3%	0%	4%	4%	0%	4%	8%	0%	0%	4%	0%
September	3%	2%	4%	4%	0%	0%	3%	2%	3%	3%	0%	2%	3%	0%	3%	3%	0%	8%	0%	0%	0%	8%	0%
October	12%	13%	11%	14%	4%	18%	6%	16%	9%	13%	0%	6%	14%	11%	12%	13%	0%	11%	21%	0%	0%	12%	0%
November	5%	5%	5%	3%	0%	15%	7%	5%	6%	6%	0%	11%	4%	8%	5%	6%	0%	6%	6%	0%	0%	6%	0%
December	9%	11%	6%	8%	11%	8%	10%	12%	6%	8%	20%	3%	10%	0%	9%	9%	0%	7%	0%	0%	0%	7%	0%
DON'T KNOW	11%	13%	8%	8%	19%	12%	14%	10%	12%	11%	25%	10%	11%	0%	12%	10%	27%	9%	0%	0%	0%	10%	0%
N	131	72	59	60	15	26	30	53	78	124	4	28	103	5	126	127	4	26	14	0	1	25	0

Q4B6ZZ_4. And what month did you install the new dishwasher?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
January	16%	15%	17%	15%	14%	19%	19%	13%	18%	16%	22%	14%	17%	0%	17%	16%	35%	18%	0%	0%	100%	15%	13%
February	6%	6%	7%	6%	5%	9%	8%	5%	7%	7%	0%	5%	7%	0%	7%	7%	0%	6%	0%	0%	0%	2%	17%
March	4%	4%	4%	3%	5%	7%	4%	7%	3%	4%	0%	3%	5%	0%	4%	4%	0%	0%	0%	0%	0%	0%	0%
April	11%	9%	12%	13%	3%	10%	11%	14%	9%	11%	0%	9%	11%	0%	11%	11%	0%	14%	0%	0%	0%	14%	17%
May	2%	3%	2%	4%	0%	0%	4%	5%	1%	3%	0%	0%	3%	0%	3%	3%	0%	4%	0%	0%	0%	6%	0%
June	2%	2%	2%	1%	3%	3%	4%	0%	3%	2%	18%	3%	2%	0%	2%	2%	0%	3%	0%	0%	0%	5%	0%
July	11%	10%	13%	10%	20%	10%	10%	10%	12%	11%	37%	12%	11%	39%	11%	12%	0%	12%	0%	0%	0%	19%	0%
August	1%	2%	0%	0%	3%	2%	0%	1%	1%	1%	0%	2%	1%	0%	1%	1%	0%	3%	0%	0%	0%	5%	0%
September	6%	6%	5%	5%	9%	7%	4%	5%	6%	6%	0%	0%	7%	0%	6%	5%	46%	5%	0%	0%	0%	0%	18%
October	11%	9%	13%	16%	5%	7%	4%	11%	11%	11%	0%	7%	12%	0%	11%	11%	0%	12%	0%	0%	0%	12%	17%
November	6%	9%	3%	6%	5%	2%	12%	8%	5%	6%	0%	12%	4%	61%	5%	6%	0%	8%	0%	0%	0%	5%	7%
December	6%	11%	1%	8%	5%	5%	3%	7%	6%	6%	0%	15%	4%	0%	6%	6%	0%	7%	0%	0%	0%	6%	13%
DON'T KNOW	16%	14%	18%	13%	22%	20%	18%	13%	18%	16%	22%	18%	16%	0%	17%	16%	19%	8%	0%	0%	0%	12%	0%
N	146	68	78	67	21	31	27	42	104	141	5	32	114	2	144	143	3	46	0	0	1	37	7

Q4B6ZZ_5. And what month did you install the new room AC?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
March	11%	12%	9%	14%	0%	19%	0%	27%	6%	11%	0%	25%	6%	0%	13%	12%	0%	0%	0%	0%	0%	0%	0%
May	9%	17%	0%	19%	0%	0%	0%	37%	0%	9%	0%	0%	12%	0%	10%	9%	0%	24%	0%	0%	0%	0%	33%
June	16%	0%	32%	14%	75%	0%	0%	0%	20%	16%	0%	0%	21%	0%	18%	17%	0%	25%	0%	0%	0%	0%	35%
July	44%	53%	33%	53%	0%	42%	52%	37%	46%	46%	0%	39%	45%	100%	34%	40%	100%	42%	100%	0%	0%	68%	33%
August	5%	9%	0%	0%	0%	0%	24%	0%	6%	5%	0%	18%	0%	0%	5%	5%	0%	0%	0%	0%	0%	0%	0%
October	8%	0%	16%	0%	25%	0%	24%	0%	10%	8%	0%	0%	10%	0%	9%	8%	0%	8%	0%	0%	0%	32%	0%
DON'T KNOW	9%	9%	9%	0%	0%	39%	0%	0%	12%	5%	100%	18%	6%	0%	11%	10%	0%	0%	0%	0%	0%	0%	0%
N	17	8	9	6	2	5	4	3	14	16	1	5	12	2	15	16	1	6	3	0	0	3	3

Q4B6ZZ_6. And what month did you install the new air conditioner?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
January	7%	9%	6%	11%	5%	5%	5%	11%	6%	7%	0%	10%	6%	0%	7%	7%	0%	2%	13%	0%	0%	4%	0%
February	3%	2%	3%	2%	5%	2%	5%	1%	3%	3%	0%	2%	3%	0%	3%	3%	0%	8%	0%	0%	0%	12%	0%
March	4%	2%	5%	2%	0%	5%	8%	3%	4%	4%	0%	2%	4%	0%	4%	4%	0%	6%	0%	0%	0%	9%	0%
April	11%	6%	15%	13%	13%	12%	7%	6%	13%	11%	0%	5%	13%	0%	11%	11%	0%	21%	8%	0%	50%	10%	41%
May	5%	6%	4%	5%	13%	5%	2%	9%	3%	5%	0%	0%	6%	0%	5%	5%	0%	14%	10%	0%	50%	10%	0%
June	6%	5%	8%	2%	5%	8%	11%	2%	8%	7%	0%	6%	6%	0%	6%	6%	0%	9%	0%	0%	0%	13%	0%
July	25%	31%	19%	32%	20%	23%	17%	37%	19%	25%	11%	31%	23%	0%	25%	25%	0%	24%	38%	0%	0%	24%	41%
August	6%	7%	5%	6%	10%	2%	9%	9%	5%	6%	11%	9%	5%	0%	6%	6%	0%	3%	31%	0%	0%	5%	0%
September	3%	3%	2%	2%	3%	3%	4%	4%	2%	3%	0%	0%	3%	0%	3%	3%	0%	9%	0%	0%	0%	14%	0%
October	8%	8%	8%	6%	10%	9%	8%	5%	9%	7%	20%	9%	7%	0%	8%	8%	0%	3%	0%	0%	0%	0%	17%
November	2%	0%	3%	2%	0%	3%	2%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%	0%	0%	0%	0%	0%	0%
December	3%	2%	4%	5%	0%	1%	5%	4%	3%	3%	0%	0%	4%	0%	3%	3%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	19%	20%	17%	14%	15%	24%	19%	9%	23%	17%	57%	26%	16%	0%	19%	19%	0%	0%	0%	0%	0%	0%	0%
N	227	98	129	66	19	79	63	60	167	216	9	53	174	0	227	227	0	27	9	0	2	22	3

Q4B6ZZ_7. And what month did you install the new gas furnace?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
January	12%	13%	11%	14%	9%	19%	0%	17%	10%	12%	0%	6%	13%	56%	10%	12%	0%	4%	22%	0%	0%	7%	0%
February	6%	2%	8%	7%	0%	0%	13%	0%	8%	6%	0%	6%	6%	0%	6%	6%	0%	8%	0%	0%	17%	0%	24%
March	4%	0%	6%	3%	0%	7%	4%	0%	5%	4%	0%	0%	4%	0%	4%	4%	0%	4%	0%	0%	0%	7%	0%
April	9%	7%	11%	11%	0%	12%	9%	3%	11%	10%	0%	12%	9%	0%	9%	9%	0%	13%	0%	0%	0%	12%	24%
May	7%	6%	8%	2%	14%	15%	5%	9%	6%	7%	0%	0%	8%	0%	7%	7%	0%	15%	9%	0%	41%	7%	18%
June	4%	5%	3%	5%	0%	7%	0%	5%	3%	4%	0%	5%	3%	0%	4%	4%	0%	4%	0%	0%	0%	7%	0%
July	19%	28%	13%	28%	9%	4%	23%	30%	15%	19%	56%	35%	16%	0%	20%	19%	0%	27%	11%	0%	42%	25%	24%
August	6%	5%	6%	6%	5%	6%	5%	6%	6%	6%	0%	4%	6%	0%	6%	6%	0%	5%	20%	0%	0%	7%	0%
September	5%	6%	5%	2%	10%	7%	8%	6%	5%	5%	0%	9%	5%	0%	5%	5%	0%	14%	0%	0%	0%	22%	0%
October	16%	12%	19%	10%	36%	14%	18%	13%	17%	16%	44%	10%	17%	0%	17%	16%	0%	2%	20%	0%	0%	0%	10%
November	5%	7%	4%	6%	9%	4%	0%	11%	3%	5%	0%	0%	6%	0%	5%	5%	0%	3%	11%	0%	0%	4%	0%
December	3%	4%	2%	3%	0%	6%	0%	0%	4%	1%	0%	0%	3%	44%	1%	1%	100%	0%	9%	0%	0%	0%	0%
DON'T KNOW	5%	6%	5%	3%	9%	0%	15%	0%	7%	6%	0%	14%	4%	0%	6%	5%	0%	0%	0%	0%	0%	0%	0%
N	92	35	57	34	12	24	22	20	72	89	2	16	76	2	89	91	1	34	10	0	3	26	5

Q4B6ZZ_8. And what month did you install the new water heater?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
January	14%	16%	12%	12%	8%	17%	18%	17%	13%	14%	5%	18%	12%	0%	14%	14%	0%	5%	25%	0%	0%	9%	0%
February	3%	2%	4%	0%	2%	7%	4%	2%	3%	3%	0%	1%	3%	0%	3%	3%	0%	1%	0%	0%	0%	2%	0%
March	6%	6%	7%	4%	8%	8%	8%	5%	7%	7%	0%	6%	7%	0%	6%	6%	0%	4%	0%	0%	0%	7%	0%
April	10%	9%	11%	9%	9%	10%	12%	11%	10%	10%	13%	9%	11%	0%	10%	10%	0%	18%	16%	0%	0%	21%	21%
May	3%	3%	2%	2%	4%	3%	3%	3%	3%	3%	0%	2%	3%	13%	3%	3%	0%	1%	0%	0%	0%	1%	0%
June	2%	1%	2%	1%	1%	3%	1%	0%	2%	1%	7%	1%	2%	0%	2%	2%	0%	1%	0%	0%	0%	1%	0%
July	13%	14%	13%	14%	4%	12%	19%	14%	13%	12%	20%	16%	12%	65%	12%	12%	48%	21%	18%	100%	37%	17%	26%
August	3%	5%	2%	7%	0%	0%	3%	8%	2%	3%	0%	2%	4%	0%	3%	3%	0%	3%	0%	0%	0%	1%	8%
September	2%	1%	3%	3%	6%	0%	0%	0%	3%	2%	0%	1%	3%	0%	2%	2%	0%	6%	0%	0%	0%	7%	0%
October	10%	9%	10%	13%	10%	6%	7%	11%	10%	10%	6%	9%	10%	0%	10%	10%	10%	12%	6%	0%	16%	11%	16%
November	5%	5%	5%	3%	10%	8%	1%	3%	6%	4%	24%	7%	4%	0%	5%	5%	0%	6%	7%	0%	16%	7%	0%
December	6%	8%	5%	9%	10%	0%	4%	11%	4%	6%	0%	7%	6%	21%	6%	6%	16%	3%	18%	0%	0%	5%	0%
DON'T KNOW	23%	23%	24%	23%	25%	28%	19%	17%	26%	24%	24%	22%	24%	0%	24%	23%	26%	17%	9%	0%	30%	11%	28%
N	294	125	169	94	49	77	74	65	229	277	13	73	221	4	289	288	6	92	12	1	6	70	15

Q4B6ZZ_9. And what month did you install the new heat pump?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
January	18%	0%	28%	0%	0%	0%	33%	0%	28%	18%	0%	0%	18%	0%	18%	18%	0%	0%	0%	0%	0%	0%	0%
February	35%	100%	0%	100%	0%	0%	0%	100%	0%	35%	0%	0%	35%	0%	35%	35%	0%	0%	100%	0%	0%	0%	0%
April	18%	0%	28%	0%	0%	0%	33%	0%	28%	18%	0%	0%	18%	0%	18%	18%	0%	0%	0%	0%	0%	0%	0%
August	18%	0%	28%	0%	0%	0%	33%	0%	28%	18%	0%	0%	18%	0%	18%	18%	0%	0%	0%	0%	0%	0%	0%
September	11%	0%	17%	0%	0%	100%	0%	0%	17%	11%	0%	0%	11%	0%	11%	11%	0%	100%	0%	0%	0%	100%	0%
N	5	1	4	1	0	1	3	1	4	5	0	0	5	0	5	5	0	1	1	0	0	1	0

Q4B6ZZ_10. And what month did you install the new evaporative cooler?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
April	24%	39%	0%	0%	0%	24%	0%	100%	0%	24%	0%	0%	38%	0%	38%	38%	0%	0%	0%	0%	0%	0%	0%
May	15%	0%	39%	0%	0%	15%	0%	0%	20%	15%	0%	0%	24%	0%	24%	24%	0%	100%	0%	0%	0%	100%	0%
June	37%	61%	0%	0%	0%	37%	0%	0%	49%	37%	0%	100%	0%	100%	0%	0%	100%	0%	100%	0%	0%	0%	0%
July	24%	0%	61%	0%	0%	24%	0%	0%	32%	24%	0%	0%	38%	0%	38%	38%	0%	0%	0%	0%	0%	0%	0%
N	4	2	2	0	0	4	0	1	3	4	0	1	3	1	3	3	1	1	1	0	0	1	0

Q4B6ZZ_11. And what month did you install the new whole house fan?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
March	12%	0%	22%	0%	0%	0%	31%	0%	14%	12%	0%	0%	12%	0%	12%	18%	0%	15%	0%	0%	0%	22%	0%
April	15%	0%	27%	0%	0%	0%	38%	0%	17%	15%	0%	0%	15%	0%	15%	22%	0%	0%	0%	0%	0%	0%	0%
May	42%	29%	51%	100%	0%	0%	31%	100%	33%	42%	0%	0%	42%	0%	42%	60%	0%	49%	0%	0%	0%	22%	100%
September	31%	71%	0%	0%	100%	0%	0%	0%	35%	31%	0%	0%	31%	0%	31%	0%	100%	36%	0%	0%	0%	55%	0%
N	5	2	3	1	1	0	3	1	4	5	0	0	5	0	5	4	1	4	0	0	0	3	1

Q4B6ZZ_12. And what month did you install the new insulation?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
January	12%	15%	10%	11%	12%	15%	10%	16%	11%	12%	0%	15%	11%	0%	12%	12%	0%	8%	18%	0%	0%	12%	0%
February	4%	6%	3%	5%	5%	0%	7%	5%	4%	4%	0%	8%	3%	0%	4%	4%	0%	2%	0%	0%	0%	4%	0%
March	6%	8%	4%	6%	0%	7%	10%	9%	4%	6%	0%	13%	4%	0%	6%	6%	0%	3%	0%	0%	0%	5%	0%
April	9%	10%	9%	8%	9%	9%	10%	12%	8%	9%	0%	8%	9%	0%	9%	9%	0%	17%	19%	0%	0%	5%	50%
May	1%	4%	0%	3%	0%	0%	0%	5%	0%	1%	22%	3%	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%
June	1%	2%	0%	0%	0%	0%	5%	2%	0%	1%	0%	0%	1%	0%	1%	1%	0%	0%	12%	0%	0%	0%	0%
July	19%	21%	17%	20%	16%	13%	24%	24%	16%	19%	16%	6%	22%	0%	19%	19%	0%	15%	37%	0%	0%	12%	25%
August	3%	3%	3%	4%	0%	6%	0%	5%	3%	3%	0%	0%	4%	0%	3%	3%	0%	3%	14%	0%	0%	5%	0%
September	3%	2%	5%	3%	3%	5%	3%	3%	4%	4%	0%	3%	3%	0%	4%	3%	0%	3%	0%	0%	0%	4%	0%
October	13%	9%	16%	13%	18%	14%	6%	8%	15%	13%	19%	11%	14%	0%	13%	13%	0%	21%	0%	0%	0%	21%	25%
November	6%	3%	8%	2%	14%	7%	10%	0%	9%	7%	0%	7%	6%	0%	6%	6%	0%	12%	0%	0%	100%	8%	0%
December	3%	3%	3%	4%	0%	5%	3%	0%	5%	4%	0%	5%	3%	100%	3%	3%	0%	6%	0%	0%	0%	9%	0%
DON'T KNOW	19%	15%	22%	21%	21%	19%	10%	10%	22%	17%	44%	22%	18%	0%	19%	19%	0%	11%	0%	0%	0%	16%	0%
N	168	64	104	66	30	43	29	41	127	159	5	35	133	1	167	168	0	29	6	0	1	24	4

Q4B6ZZ_13. And what month did you install the new pool pump?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
january	9%	10%	9%	0%	24%	0%	15%	0%	12%	9%	0%	21%	6%	0%	9%	9%	0%	0%	0%	0%	0%	0%	0%
April	12%	0%	20%	0%	24%	8%	15%	0%	16%	12%	0%	0%	15%	0%	12%	12%	0%	7%	0%	0%	0%	8%	0%
june	11%	20%	5%	46%	0%	8%	0%	36%	3%	11%	0%	0%	14%	0%	11%	11%	0%	27%	0%	0%	0%	8%	100%
july	22%	36%	12%	54%	24%	21%	0%	41%	16%	22%	0%	25%	21%	0%	22%	22%	0%	15%	0%	0%	0%	19%	0%
August	7%	0%	12%	0%	13%	13%	0%	0%	9%	7%	0%	0%	9%	0%	7%	7%	0%	7%	0%	0%	0%	9%	0%
September	3%	7%	0%	0%	0%	8%	0%	12%	0%	3%	0%	13%	0%	0%	3%	3%	0%	7%	0%	0%	0%	8%	0%
October	10%	0%	16%	0%	0%	8%	25%	0%	13%	10%	0%	0%	12%	0%	10%	10%	0%	24%	0%	0%	0%	30%	0%
December	7%	17%	0%	0%	0%	21%	0%	12%	6%	7%	0%	21%	3%	0%	7%	7%	0%	7%	0%	0%	0%	8%	0%
DON'T KNOW	20%	10%	26%	0%	13%	13%	45%	0%	26%	20%	0%	21%	20%	0%	20%	20%	0%	7%	0%	0%	0%	9%	0%
N	25	9	16	3	5	10	7	5	20	25	0	5	20	0	25	25	0	12	0	0	0	11	1

Q4B6ZZ_14. And what month did you install the new windows?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
January	7%	9%	6%	6%	2%	11%	10%	10%	6%	8%	0%	11%	6%	0%	7%	7%	0%	4%	4%	0%	0%	7%	0%
February	2%	3%	2%	1%	1%	3%	4%	2%	2%	2%	7%	3%	2%	0%	2%	2%	0%	2%	0%	0%	0%	4%	0%
March	7%	7%	6%	8%	7%	2%	9%	9%	6%	7%	0%	8%	6%	0%	7%	7%	0%	1%	9%	0%	6%	0%	0%
April	21%	20%	21%	24%	23%	15%	18%	22%	20%	21%	24%	19%	21%	0%	21%	20%	43%	24%	20%	47%	14%	26%	28%
May	3%	3%	3%	3%	3%	4%	1%	2%	3%	3%	0%	3%	3%	0%	3%	3%	0%	4%	5%	0%	0%	5%	6%
June	4%	5%	4%	3%	4%	3%	7%	6%	4%	4%	9%	4%	4%	0%	4%	4%	0%	5%	12%	0%	0%	4%	9%
July	18%	16%	20%	19%	20%	16%	18%	17%	18%	17%	24%	15%	19%	0%	18%	18%	13%	19%	32%	0%	14%	21%	18%
August	3%	4%	2%	1%	3%	4%	4%	3%	3%	3%	4%	4%	2%	0%	3%	3%	0%	3%	8%	0%	0%	6%	0%
September	4%	3%	5%	1%	3%	8%	5%	1%	5%	4%	5%	2%	4%	0%	4%	4%	0%	6%	5%	26%	11%	4%	10%
October	10%	9%	10%	11%	14%	9%	5%	11%	9%	10%	6%	9%	10%	0%	10%	10%	0%	10%	5%	0%	0%	6%	19%
November	3%	4%	2%	2%	7%	1%	3%	2%	3%	3%	0%	4%	3%	0%	3%	2%	43%	7%	0%	0%	21%	7%	0%
December	2%	2%	2%	2%	0%	4%	2%	1%	3%	2%	12%	2%	2%	0%	2%	2%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	17%	17%	16%	18%	14%	19%	14%	13%	18%	17%	10%	15%	17%	0%	17%	17%	0%	14%	0%	26%	34%	10%	9%
N	345	152	193	109	63	91	82	70	275	318	20	97	248	0	345	342	3	104	22	3	9	75	18

Q4B7ZZ_1. Were you aware of the Home Energy Efficiency Rebates program before or after you decided to purchase the new refrigerator?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Before	39%	37%	42%	38%	45%	37%	39%	36%	41%	40%	0%	38%	40%	46%	39%	37%	82%	57%	43%	0%	50%	59%	48%
After	34%	34%	34%	30%	25%	47%	34%	34%	33%	34%	0%	32%	34%	43%	33%	35%	18%	28%	30%	0%	50%	24%	42%
At the same time	4%	6%	1%	5%	5%	0%	5%	8%	2%	3%	27%	0%	5%	0%	4%	4%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	23%	24%	23%	26%	25%	16%	22%	21%	24%	22%	73%	29%	22%	11%	24%	25%	0%	15%	27%	0%	0%	17%	10%
N	148	76	72	63	24	40	21	43	105	144	4	37	111	7	141	143	5	47	9	0	2	38	5

Q4B7ZZ_2. Were you aware of the Home Energy Efficiency Rebates program before or after you decided to purchase the new clothes washer?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Before	35%	36%	33%	40%	33%	27%	32%	35%	35%	34%	52%	34%	35%	33%	35%	35%	42%	48%	40%	0%	0%	53%	100%
After	31%	31%	31%	30%	32%	36%	26%	29%	32%	31%	17%	34%	30%	67%	30%	31%	42%	28%	43%	0%	100%	26%	0%
At the same time	9%	7%	11%	6%	12%	15%	8%	4%	12%	9%	5%	9%	9%	0%	9%	9%	0%	6%	7%	0%	0%	8%	0%
DON'T KNOW	25%	26%	25%	24%	23%	22%	33%	31%	22%	25%	26%	23%	26%	0%	26%	25%	17%	18%	9%	0%	0%	13%	0%
N	369	187	182	145	49	88	87	122	247	345	18	95	274	6	363	366	3	25	12	0	1	22	1

Q4B7ZZ_3. Were you aware of the Home Energy Efficiency Rebates program before or after you decided to purchase the new clothes dryer?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Before	35%	38%	30%	40%	25%	23%	34%	40%	31%	35%	33%	45%	32%	27%	35%	34%	53%	47%	42%	0%	0%	52%	0%
After	42%	35%	51%	42%	56%	32%	41%	38%	45%	41%	67%	27%	47%	46%	42%	45%	0%	37%	31%	0%	100%	30%	0%
At the same time	7%	6%	8%	0%	5%	24%	13%	3%	9%	6%	0%	3%	8%	0%	7%	6%	20%	7%	12%	0%	0%	7%	0%
REFUSED	1%	0%	1%	0%	5%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	3%	0%	0%	0%	4%	0%
DON'T KNOW	16%	21%	10%	18%	9%	22%	13%	19%	15%	17%	0%	25%	13%	27%	16%	16%	27%	6%	15%	0%	0%	7%	0%
N	106	57	49	50	12	20	24	40	66	101	3	25	81	5	101	102	4	23	14	0	1	22	0

Q4B7ZZ_4. Were you aware of the Home Energy Efficiency Rebates program before or after you decided to purchase the new dishwasher?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Before	39%	42%	37%	48%	27%	24%	37%	43%	38%	39%	41%	34%	41%	100%	39%	38%	100%	41%	0%	0%	0%	42%	47%
After	28%	30%	27%	26%	27%	43%	26%	26%	29%	29%	22%	42%	25%	0%	29%	29%	0%	38%	0%	0%	100%	27%	53%
At the same time	5%	4%	6%	5%	6%	6%	7%	6%	5%	6%	0%	0%	7%	0%	5%	5%	0%	5%	0%	0%	0%	7%	0%
DON'T KNOW	27%	24%	30%	22%	40%	26%	30%	25%	28%	26%	37%	24%	28%	0%	27%	28%	0%	16%	0%	0%	0%	24%	0%
N	106	47	59	53	20	17	16	29	77	101	5	23	83	1	105	104	2	39	0	0	1	32	6

Q4B7ZZ_5. Were you aware of the Home Energy Efficiency Rebates program before or after you decided to purchase the new room AC?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Before	42%	42%	43%	44%	25%	63%	26%	59%	37%	39%	100%	44%	42%	0%	51%	45%	0%	55%	0%	0%	0%	100%	33%
After	23%	28%	18%	21%	0%	37%	32%	0%	31%	25%	0%	24%	23%	61%	16%	25%	0%	0%	73%	0%	0%	0%	0%
At the same time	10%	0%	23%	0%	75%	0%	0%	0%	14%	11%	0%	0%	13%	0%	13%	11%	0%	23%	0%	0%	0%	0%	35%
DON'T KNOW	24%	30%	16%	35%	0%	0%	42%	41%	18%	25%	0%	32%	22%	39%	21%	18%	100%	22%	27%	0%	0%	0%	33%
N	15	8	7	6	2	4	3	3	12	14	1	4	11	2	13	14	1	7	3	0	0	4	3

Q4B7ZZ_6. Were you aware of the Home Energy Efficiency Rebates program before or after you decided to purchase the new air conditioner?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Before	38%	38%	38%	43%	42%	31%	35%	40%	37%	37%	48%	39%	37%	0%	38%	38%	0%	50%	27%	0%	100%	51%	0%
After	31%	26%	35%	25%	37%	35%	36%	23%	35%	32%	32%	28%	32%	0%	31%	31%	0%	26%	15%	0%	0%	27%	50%
At the same time	6%	5%	6%	7%	0%	6%	5%	8%	4%	6%	0%	0%	7%	0%	6%	6%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	25%	30%	21%	25%	21%	28%	24%	29%	24%	25%	19%	34%	23%	0%	25%	25%	0%	23%	58%	0%	0%	22%	50%
N	185	80	105	57	18	65	45	50	135	177	6	39	146	0	185	185	0	22	7	0	2	18	2

Q4B7ZZ_7. Were you aware of the Home Energy Efficiency Rebates program before or after you decided to purchase the new gas furnace?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Before	37%	43%	34%	43%	34%	29%	35%	51%	32%	36%	100%	17%	40%	0%	37%	37%	0%	42%	42%	0%	100%	44%	20%
After	30%	22%	35%	30%	27%	37%	23%	15%	36%	31%	0%	35%	29%	0%	30%	30%	0%	30%	15%	0%	0%	23%	53%
At the same time	4%	0%	6%	2%	13%	5%	0%	0%	5%	4%	0%	0%	4%	0%	4%	4%	0%	3%	0%	0%	0%	5%	0%
DON'T KNOW	29%	35%	26%	24%	27%	29%	42%	35%	27%	29%	0%	48%	26%	0%	29%	29%	0%	25%	42%	0%	0%	28%	27%
N	69	24	45	28	7	20	14	16	53	68	1	9	60	0	69	69	0	26	7	0	1	21	4

Q4B7ZZ_8. Were you aware of the Home Energy Efficiency Rebates program before or after you decided to purchase the new water heater?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Before	34%	34%	34%	35%	34%	32%	33%	37%	32%	34%	10%	32%	34%	39%	34%	34%	37%	39%	23%	0%	75%	35%	36%
After	30%	22%	35%	24%	36%	37%	25%	21%	32%	30%	24%	23%	32%	0%	30%	29%	26%	19%	61%	0%	0%	26%	16%
At the same time	2%	2%	3%	2%	0%	3%	4%	3%	2%	2%	0%	0%	3%	0%	2%	2%	0%	2%	0%	0%	0%	0%	9%
DON'T KNOW	35%	42%	28%	39%	30%	28%	38%	39%	33%	33%	66%	45%	31%	61%	34%	35%	37%	39%	16%	100%	25%	39%	39%
N	236	97	139	79	45	66	46	52	184	223	9	54	182	2	233	230	5	77	10	1	6	57	13

Q4B7ZZ_9. Were you aware of the Home Energy Efficiency Rebates program before or after you decided to purchase the new heat pump?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Before	14%	0%	24%	0%	0%	100%	0%	0%	24%	14%	0%	0%	14%	0%	14%	14%	0%	100%	0%	0%	0%	100%	0%
After	65%	100%	38%	100%	0%	0%	50%	100%	38%	65%	0%	0%	65%	0%	65%	65%	0%	0%	100%	0%	0%	0%	0%
DON'T KNOW	22%	0%	38%	0%	0%	0%	50%	0%	38%	22%	0%	0%	22%	0%	22%	22%	0%	0%	0%	0%	0%	0%	0%
N	4	1	3	1	0	1	2	1	3	4	0	0	4	0	4	4	0	1	1	0	0	1	0

Q4B7ZZ_10. Were you aware of the Home Energy Efficiency Rebates program before or after you decided to purchase the new evaporative cooler?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
After	72%	0%	100%	0%	0%	72%	0%	0%	100%	72%	0%	0%	72%	0%	72%	72%	0%	100%	0%	0%	0%	100%	0%
DON'T KNOW	28%	100%	0%	0%	0%	28%	0%	100%	0%	28%	0%	0%	28%	0%	28%	28%	0%	0%	0%	0%	0%	0%	0%
N	4	1	3	0	0	4	0	1	3	4	0	0	4	0	4	4	0	1	0	0	0	1	0

Q4B7ZZ_11. Were you aware of the Home Energy Efficiency Rebates program before or after you decided to purchase the new whole house fan?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Before	15%	0%	30%	0%	0%	0%	50%	0%	17%	15%	0%	0%	15%	0%	15%	23%	0%	15%	0%	0%	0%	22%	0%
After	71%	71%	70%	100%	100%	0%	0%	0%	83%	71%	0%	0%	71%	0%	71%	54%	100%	71%	0%	0%	0%	55%	100%
DON'T KNOW	15%	29%	0%	0%	0%	0%	50%	100%	0%	15%	0%	0%	15%	0%	15%	23%	0%	15%	0%	0%	0%	22%	0%
N	4	2	2	1	1	0	2	1	3	4	0	0	4	0	4	3	1	4	0	0	0	3	1

Q4B7ZZ_12. Were you aware of the Home Energy Efficiency Rebates program before or after you decided to purchase the new insulation?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Before	29%	35%	25%	29%	20%	34%	34%	42%	24%	27%	100%	27%	29%	0%	29%	29%	0%	39%	0%	0%	100%	17%	75%
After	32%	28%	34%	29%	38%	32%	33%	20%	36%	33%	0%	37%	31%	100%	31%	32%	0%	23%	27%	0%	0%	35%	0%
At the same time	5%	4%	6%	5%	4%	6%	5%	3%	6%	5%	0%	9%	4%	0%	5%	5%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	34%	33%	35%	36%	38%	27%	29%	35%	34%	35%	0%	27%	35%	0%	34%	34%	0%	38%	73%	0%	0%	47%	25%
N	135	49	86	59	24	31	21	31	104	132	1	26	109	1	134	135	0	28	4	0	1	23	4

Q4B7ZZ_13. Were you aware of the Home Energy Efficiency Rebates program before or after you decided to purchase the new pool pump?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Before	43%	50%	36%	70%	56%	46%	0%	48%	41%	43%	0%	46%	41%	0%	43%	43%	0%	39%	0%	0%	0%	20%	100%
After	28%	30%	25%	30%	0%	46%	23%	36%	25%	28%	0%	34%	25%	0%	28%	28%	0%	35%	0%	0%	0%	46%	0%
At the same time	5%	0%	9%	0%	0%	0%	23%	0%	6%	5%	0%	0%	6%	0%	5%	5%	0%	10%	0%	0%	0%	13%	0%
DON'T KNOW	25%	20%	30%	0%	44%	9%	55%	16%	28%	25%	0%	21%	27%	0%	25%	25%	0%	16%	0%	0%	0%	21%	0%
N	19	8	11	2	4	9	4	4	15	19	0	5	14	0	19	19	0	10	0	0	0	9	1

Q4B7ZZ_14. Were you aware of the Home Energy Efficiency Rebates program before or after you decided to purchase the new windows?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Before	32%	34%	31%	31%	32%	32%	35%	33%	32%	32%	47%	29%	33%	0%	32%	32%	50%	41%	37%	58%	34%	45%	38%
After	33%	34%	33%	34%	40%	34%	25%	33%	33%	34%	43%	36%	32%	0%	33%	33%	50%	33%	30%	0%	49%	27%	40%
At the same time	3%	1%	4%	1%	1%	7%	4%	3%	3%	3%	0%	2%	3%	0%	3%	3%	0%	1%	0%	0%	0%	1%	0%
DON'T KNOW	32%	31%	33%	34%	27%	27%	36%	31%	32%	31%	10%	33%	31%	0%	32%	32%	0%	25%	33%	42%	17%	26%	22%
N	269	117	152	93	52	71	53	54	215	255	10	75	194	0	269	267	2	87	15	4	6	65	15

Q4B8ZZ_1. How influential was the program in your decision to purchase the new refrigerator. Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Very	5%	6%	3%	5%	7%	2%	4%	7%	4%	5%	0%	8%	4%	0%	5%	5%	0%	3%	0%	0%	0%	5%	0%
Somewhat or	15%	15%	16%	15%	17%	12%	20%	13%	17%	15%	27%	6%	18%	56%	14%	14%	41%	19%	24%	0%	0%	15%	25%
Not at all influential	78%	78%	78%	77%	76%	85%	72%	79%	78%	78%	73%	86%	76%	44%	80%	79%	59%	76%	76%	0%	100%	77%	75%
DON'T KNOW	2%	1%	3%	3%	0%	0%	5%	2%	2%	2%	0%	0%	2%	0%	2%	2%	0%	2%	0%	0%	0%	3%	0%
N	148	76	72	63	24	40	21	43	105	144	4	37	111	7	141	143	5	47	9	0	2	38	5

Q4B8ZZ_2. How influential was the program in your decision to purchase the new clothes washer. Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Very	12%	14%	9%	12%	13%	8%	12%	12%	11%	11%	12%	17%	10%	0%	12%	12%	0%	4%	0%	0%	0%	5%	0%
Somewhat or	15%	14%	16%	16%	13%	19%	10%	13%	16%	14%	35%	12%	16%	8%	15%	15%	0%	26%	25%	0%	0%	23%	100%
Not at all influential	71%	70%	72%	69%	72%	70%	75%	72%	70%	72%	46%	65%	73%	92%	70%	70%	100%	70%	75%	0%	100%	72%	0%
DON'T KNOW	3%	3%	3%	3%	2%	3%	2%	3%	3%	3%	7%	6%	2%	0%	3%	3%	0%	0%	0%	0%	0%	0%	0%
N	369	187	182	145	49	88	87	122	247	345	18	95	274	6	363	366	3	25	12	0	1	22	1

Q4B8ZZ_3. How influential was the program in your decision to purchase the new clothes dryer. Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Very	6%	11%	0%	4%	0%	13%	12%	11%	3%	5%	33%	14%	4%	0%	7%	6%	20%	4%	6%	0%	0%	5%	0%
Somewhat or	15%	18%	10%	15%	0%	21%	17%	23%	9%	14%	33%	16%	14%	0%	15%	15%	0%	7%	21%	0%	0%	8%	0%
Not at all influential	77%	69%	88%	78%	100%	66%	67%	66%	84%	78%	33%	64%	81%	73%	77%	78%	53%	88%	65%	0%	100%	87%	0%
DON'T KNOW	2%	3%	2%	3%	0%	0%	4%	0%	4%	2%	0%	7%	1%	27%	1%	1%	27%	0%	8%	0%	0%	0%	0%
N	106	57	49	50	12	20	24	40	66	101	3	25	81	5	101	102	4	23	14	0	1	22	0

Q4B8ZZ_4. How influential was the program in your decision to purchase the new dishwasher. Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Very	6%	11%	2%	6%	6%	0%	13%	11%	4%	5%	45%	14%	4%	0%	6%	6%	0%	0%	0%	0%	0%	0%	0%
Somewhat or	11%	5%	16%	14%	9%	10%	0%	8%	12%	11%	0%	5%	13%	0%	11%	11%	0%	10%	0%	0%	0%	15%	0%
Not at all influential	81%	82%	79%	77%	85%	84%	87%	79%	81%	82%	55%	80%	81%	100%	80%	80%	100%	85%	0%	0%	100%	78%	100%
DON'T KNOW	2%	1%	3%	3%	0%	6%	0%	2%	2%	2%	0%	0%	3%	0%	2%	2%	0%	5%	0%	0%	0%	7%	0%
N	106	47	59	53	20	17	16	29	77	101	5	23	83	1	105	104	2	39	0	0	1	32	6

Q4B8ZZ_5. How influential was the program in your decision to purchase the new room AC. Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Very	20%	27%	12%	20%	0%	48%	0%	41%	14%	16%	100%	24%	19%	0%	24%	22%	0%	22%	0%	0%	0%	0%	33%
Somewhat or	3%	0%	7%	0%	0%	15%	0%	0%	4%	3%	0%	0%	4%	0%	4%	3%	0%	7%	0%	0%	0%	21%	0%
Not at all influential	77%	73%	81%	80%	100%	37%	100%	59%	82%	81%	0%	76%	77%	100%	72%	75%	100%	71%	100%	0%	0%	79%	67%
N	15	8	7	6	2	4	3	3	12	14	1	4	11	2	13	14	1	7	3	0	0	4	3

Q4B8ZZ_6. How influential was the program in your decision to purchase the new air conditioner. Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Very	11%	10%	11%	14%	21%	3%	11%	9%	12%	11%	16%	17%	9%	0%	11%	11%	0%	0%	0%	0%	0%	0%	0%
Somewhat or	11%	15%	8%	21%	8%	6%	2%	23%	6%	12%	0%	5%	13%	0%	11%	11%	0%	19%	31%	0%	50%	16%	0%
Not at all influential	75%	72%	78%	63%	66%	88%	84%	67%	79%	75%	64%	75%	76%	0%	75%	75%	0%	81%	69%	0%	50%	84%	100%
DON'T KNOW	3%	3%	3%	2%	5%	3%	2%	2%	3%	2%	19%	3%	3%	0%	3%	3%	0%	0%	0%	0%	0%	0%	0%
N	185	80	105	57	18	65	45	50	135	177	6	39	146	0	185	185	0	22	7	0	2	18	2

Q4B8ZZ_7. How influential was the program in your decision to purchase the new gas furnace. Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Very	8%	3%	11%	6%	34%	0%	8%	4%	9%	8%	0%	0%	9%	0%	8%	8%	0%	11%	0%	0%	100%	5%	0%
Somewhat or	8%	13%	5%	13%	0%	3%	8%	14%	6%	8%	0%	19%	7%	0%	8%	8%	0%	6%	31%	0%	0%	9%	0%
Not at all influential	83%	84%	82%	81%	66%	97%	77%	82%	83%	82%	100%	81%	83%	0%	83%	83%	0%	84%	69%	0%	0%	86%	100%
DON'T KNOW	1%	0%	2%	0%	0%	0%	8%	0%	2%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%
N	69	24	45	28	7	20	14	16	53	68	1	9	60	0	69	69	0	26	7	0	1	21	4

Q4B8ZZ_8. How influential was the program in your decision to purchase the new water heater. Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Very	6%	6%	6%	5%	12%	5%	4%	4%	7%	6%	10%	8%	6%	0%	6%	6%	0%	6%	9%	0%	21%	6%	0%
Somewhat or	8%	10%	6%	9%	5%	8%	7%	10%	7%	7%	20%	11%	7%	0%	8%	8%	0%	8%	0%	0%	16%	11%	0%
Not at all influential	81%	78%	84%	80%	83%	79%	84%	79%	82%	82%	70%	74%	83%	39%	82%	81%	74%	76%	75%	100%	46%	79%	78%
DON'T KNOW	5%	6%	4%	5%	0%	8%	5%	7%	4%	5%	0%	7%	4%	61%	4%	4%	26%	10%	16%	0%	16%	4%	22%
N	236	97	139	79	45	66	46	52	184	223	9	54	182	2	233	230	5	77	10	1	6	57	13

Q4B8ZZ_9. How influential was the program in your decision to purchase the new heat pump. Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Not at all influential	100%	100%	100%	100%	0%	100%	100%	100%	100%	100%	0%	0%	100%	0%	100%	100%	0%	100%	100%	0%	0%	100%	0%
N	4	1	3	1	0	1	2	1	3	4	0	0	4	0	4	4	0	1	1	0	0	1	0

Q4B8ZZ_10. How influential was the program in your decision to purchase the new evaporative cooler. Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Not at all influential	100%	100%	100%	0%	0%	100%	0%	100%	100%	100%	0%	0%	100%	0%	100%	100%	0%	100%	0%	0%	0%	100%	0%
N	4	1	3	0	0	4	0	1	3	4	0	0	4	0	4	4	0	1	0	0	0	1	0

Q4B8ZZ_11. How influential was the program in your decision to purchase the new whole house fan. Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Not at all influential	100%	100%	100%	100%	100%	0%	100%	100%	100%	100%	0%	0%	100%	0%	100%	100%	100%	100%	0%	0%	0%	100%	100%
N	4	2	2	1	1	0	2	1	3	4	0	0	4	0	4	3	1	4	0	0	0	3	1

Q4B8ZZ_12. How influential was the program in your decision to purchase the new insulation. Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Very	4%	6%	2%	2%	9%	0%	10%	3%	4%	3%	100%	8%	3%	0%	4%	4%	0%	0%	0%	0%	0%	0%	0%
Somewhat or	13%	15%	12%	15%	12%	19%	0%	16%	12%	13%	0%	16%	12%	0%	13%	13%	0%	6%	27%	0%	0%	9%	0%
Not at all influential	80%	79%	80%	82%	73%	78%	85%	80%	80%	80%	0%	75%	81%	100%	80%	80%	0%	92%	73%	0%	100%	87%	100%
DON'T KNOW	3%	0%	5%	2%	7%	3%	5%	0%	5%	3%	0%	0%	4%	0%	3%	3%	0%	2%	0%	0%	0%	4%	0%
N	135	49	86	59	24	31	21	31	104	132	1	26	109	1	134	135	0	28	4	0	1	23	4

Q4B8ZZ_13. How influential was the program in your decision to purchase the new pool pump. Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Very	17%	12%	21%	0%	28%	14%	23%	0%	22%	17%	0%	21%	16%	0%	17%	17%	0%	10%	0%	0%	0%	13%	0%
Somewhat or	16%	10%	22%	30%	16%	9%	23%	21%	15%	16%	0%	0%	23%	0%	16%	16%	0%	36%	0%	0%	0%	47%	0%
Not at all influential	66%	78%	57%	70%	56%	77%	55%	79%	63%	66%	0%	79%	62%	0%	66%	66%	0%	54%	0%	0%	0%	40%	100%
N	19	8	11	2	4	9	4	4	15	19	0	5	14	0	19	19	0	10	0	0	0	9	1

Q4B8ZZ_14. How influential was the program in your decision to purchase the new windows. Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Very	8%	11%	6%	9%	7%	10%	5%	10%	8%	8%	18%	13%	7%	0%	8%	8%	50%	10%	0%	38%	17%	13%	0%
Somewhat or	11%	10%	11%	6%	14%	12%	17%	10%	11%	10%	20%	8%	11%	0%	11%	11%	0%	13%	5%	20%	17%	14%	9%
Not at all influential	78%	78%	79%	84%	75%	75%	72%	80%	77%	79%	63%	77%	79%	0%	78%	79%	50%	75%	95%	42%	66%	71%	91%
REFUSED	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	3%	1%	4%	1%	4%	2%	5%	0%	3%	2%	0%	2%	3%	0%	3%	3%	0%	3%	0%	0%	0%	2%	0%
N	269	117	152	93	52	71	53	54	215	255	10	75	194	0	269	267	2	87	15	4	6	65	15

Q4BZZ9_1. Was the new refrigerator that you purchased more energy efficient than standard models available at the time of your purchase?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	85%	85%	86%	88%	91%	78%	83%	86%	85%	85%	78%	83%	86%	83%	85%	85%	94%	78%	90%	0%	100%	74%	82%
NO	3%	3%	4%	3%	0%	5%	7%	3%	4%	4%	0%	5%	3%	9%	3%	4%	0%	5%	0%	0%	0%	9%	0%
DON'T KNOW	11%	12%	11%	9%	9%	18%	10%	11%	11%	11%	22%	13%	11%	9%	11%	12%	6%	16%	10%	100%	0%	17%	18%
N	216	107	109	78	37	57	44	58	158	206	8	53	163	9	207	209	7	59	12	1	2	44	9

Q4BZZ9_2. Was the new clothes washer that you purchased more energy efficient than standard models available at the time of your purchase?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	82%	83%	81%	84%	81%	82%	79%	82%	82%	82%	74%	82%	82%	49%	82%	82%	58%	86%	73%	0%	100%	92%	100%
NO	6%	7%	6%	7%	7%	5%	6%	7%	6%	6%	12%	8%	6%	0%	6%	6%	0%	0%	9%	0%	0%	0%	0%
DON'T KNOW	12%	11%	13%	9%	12%	13%	15%	11%	13%	12%	14%	10%	12%	51%	11%	12%	42%	14%	18%	100%	0%	8%	0%
N	520	268	252	186	74	126	134	163	357	476	34	144	376	6	514	517	3	29	12	1	1	26	1

Q4BZZ9_3. Was the new clothes dryer that you purchased more energy efficient than standard models available at the time of your purchase?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	81%	77%	87%	77%	77%	90%	88%	76%	85%	81%	84%	75%	83%	46%	83%	82%	73%	78%	69%	0%	0%	85%	0%
NO	4%	5%	2%	5%	7%	4%	0%	6%	2%	4%	0%	7%	3%	0%	4%	4%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	15%	17%	11%	18%	16%	6%	12%	18%	12%	15%	16%	18%	14%	54%	13%	14%	27%	22%	31%	0%	100%	15%	0%
N	136	75	61	61	15	27	33	54	82	128	5	29	107	5	131	132	4	26	14	0	1	25	0

Q4BZZ9_4. Was the new dishwasher that you purchased more energy efficient than standard models available at the time of your purchase?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	77%	75%	80%	77%	97%	70%	70%	74%	79%	77%	100%	69%	80%	39%	78%	77%	100%	81%	0%	0%	100%	81%	87%
NO	4%	6%	3%	6%	0%	3%	4%	6%	3%	4%	0%	6%	4%	0%	4%	4%	0%	2%	0%	0%	0%	3%	0%
DON'T KNOW	19%	20%	18%	17%	3%	27%	26%	20%	18%	19%	0%	25%	17%	61%	18%	19%	0%	17%	0%	0%	0%	16%	13%
N	149	70	79	69	21	31	28	44	105	144	5	33	116	2	147	146	3	46	0	0	1	37	7

Q4BZZ9_5. Was the new room AC that you purchased more energy efficient than standard models available at the time of your purchase?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	64%	65%	63%	49%	100%	51%	100%	77%	60%	66%	42%	60%	66%	39%	68%	62%	100%	100%	27%	0%	0%	100%	100%
NO	4%	0%	9%	0%	0%	19%	0%	0%	5%	5%	0%	0%	6%	0%	5%	4%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	32%	35%	28%	51%	0%	30%	0%	23%	35%	29%	58%	40%	29%	61%	27%	34%	0%	0%	73%	0%	0%	0%	0%
N	19	10	9	8	2	5	4	4	15	17	2	6	13	2	17	18	1	7	3	0	0	4	3

Q4BZZ9_6. Was the new air conditioner that you purchased more energy efficient than standard models available at the time of your purchase?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	72%	69%	75%	69%	74%	71%	77%	65%	75%	71%	91%	68%	73%	0%	72%	72%	0%	63%	44%	0%	100%	67%	17%
NO	6%	7%	5%	4%	0%	11%	3%	7%	5%	5%	0%	8%	5%	0%	6%	6%	0%	3%	13%	0%	0%	5%	0%
DON'T KNOW	23%	25%	21%	27%	26%	18%	21%	28%	20%	23%	9%	24%	22%	0%	23%	23%	0%	34%	44%	0%	0%	28%	83%
N	242	105	137	70	21	83	68	64	178	229	11	55	187	0	242	242	0	27	9	0	2	22	3

Q4BZZ9_7. Was the new gas furnace that you purchased more energy efficient than standard models available at the time of your purchase?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	73%	73%	73%	71%	72%	65%	87%	77%	72%	74%	100%	79%	72%	56%	74%	74%	0%	62%	72%	0%	58%	64%	58%
NO	5%	8%	3%	8%	0%	6%	0%	7%	4%	4%	0%	0%	6%	44%	4%	3%	100%	5%	20%	0%	0%	8%	0%
DON'T KNOW	22%	19%	24%	21%	28%	28%	13%	16%	24%	23%	0%	21%	22%	0%	23%	22%	0%	33%	9%	0%	42%	27%	42%
N	94	36	58	35	12	24	23	21	73	91	2	16	78	2	91	93	1	34	10	0	3	26	5

Q4BZZ9_8. Was the new water heater that you purchased more energy efficient than standard models available at the time of your purchase?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	67%	66%	69%	63%	73%	73%	65%	64%	68%	67%	86%	67%	67%	46%	68%	68%	60%	71%	28%	100%	67%	66%	80%
NO	7%	9%	5%	6%	6%	8%	8%	9%	6%	7%	0%	12%	5%	21%	7%	7%	16%	8%	6%	0%	33%	7%	0%
DON'T KNOW	26%	25%	26%	31%	21%	19%	27%	27%	25%	26%	14%	21%	27%	32%	25%	25%	24%	22%	66%	0%	0%	27%	20%
N	309	131	178	98	50	80	81	67	242	291	13	77	232	4	303	302	6	94	13	2	6	72	15

Q4BZZ9_9. Was the new heat pump that you purchased more energy efficient than standard models available at the time of your purchase?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	64%	100%	45%	100%	0%	100%	33%	100%	45%	64%	0%	0%	64%	0%	64%	64%	0%	100%	100%	0%	0%	100%	0%
DON'T KNOW	36%	0%	55%	0%	0%	0%	67%	0%	55%	36%	0%	0%	36%	0%	36%	36%	0%	0%	0%	0%	0%	0%	0%
N	5	1	4	1	0	1	3	1	4	5	0	0	5	0	5	5	0	1	1	0	0	1	0

Q4BZZ9_13. Was the new pool pump that you purchased more energy efficient than standard models available at the time of your purchase?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	82%	67%	91%	54%	51%	100%	100%	64%	87%	82%	0%	75%	83%	0%	82%	82%	0%	80%	0%	0%	0%	100%	0%
DON'T KNOW	18%	33%	9%	46%	49%	0%	0%	36%	13%	18%	0%	25%	17%	0%	18%	18%	0%	20%	0%	0%	0%	0%	100%
N	25	9	16	3	5	10	7	5	20	25	0	5	20	0	25	25	0	12	0	0	0	11	1

Q4BZZ9_14. Was the new windows that you purchased more energy efficient than standard models available at the time of your purchase?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	85%	86%	85%	83%	83%	89%	87%	87%	85%	85%	95%	85%	85%	0%	85%	85%	100%	78%	93%	59%	86%	88%	63%
NO	4%	5%	4%	4%	7%	2%	5%	4%	4%	4%	0%	4%	4%	0%	4%	4%	0%	4%	7%	0%	0%	1%	13%
DON'T KNOW	10%	9%	11%	13%	10%	9%	7%	9%	11%	10%	5%	11%	10%	0%	10%	11%	0%	18%	0%	41%	14%	11%	24%
N	368	162	206	118	66	99	85	76	292	341	20	102	266	0	368	365	3	105	22	4	9	76	18

Q4B10ZZ_1. How do you know your new refrigerator is energy efficient?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Energy Guide	18%	15%	21%	17%	21%	16%	19%	12%	20%	18%	17%	16%	18%	29%	17%	18%	17%	18%	36%	.	0%	13%	29%
Energy Star label	39%	35%	43%	44%	38%	32%	42%	37%	41%	40%	33%	35%	41%	14%	41%	39%	50%	48%	27%	.	100%	56%	14%
Utility recommendation	1%	1%	0%	0%	3%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	0%	17%	2%	0%	.	0%	0%	14%
Utility rebate	1%	0%	1%	0%	0%	0%	3%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	.	0%	0%	0%
Other mfg/retailer product info	28%	30%	26%	27%	32%	25%	28%	31%	27%	29%	0%	26%	29%	43%	27%	27%	50%	25%	36%	.	0%	25%	14%
Salesperson	19%	26%	13%	23%	15%	20%	17%	24%	18%	19%	33%	33%	15%	14%	20%	20%	17%	18%	18%	.	50%	13%	29%
Contractor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	0%	0%	0%
Product works better/reduced bill	1%	1%	1%	2%	0%	2%	0%	0%	2%	1%	17%	2%	1%	0%	1%	1%	0%	0%	0%	.	0%	0%	0%
Because its new	1%	1%	1%	2%	0%	2%	0%	2%	1%	1%	0%	0%	2%	0%	1%	1%	0%	0%	0%	.	0%	0%	0%
Other - record	2%	2%	1%	2%	0%	5%	0%	2%	2%	2%	0%	0%	2%	14%	1%	2%	0%	2%	0%	.	0%	3%	0%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	0%	0%	0%
DON'T KNOW	3%	5%	2%	0%	6%	5%	6%	4%	3%	3%	0%	5%	3%	0%	4%	3%	0%	7%	0%	.	0%	3%	29%
N	180	88	92	66	34	44	36	49	131	172	6	43	137	7	173	174	6	44	11	0	2	32	7

Q4B10ZZ_2. How do you know your new clothes washer is energy efficient?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Energy Guide	12%	12%	12%	13%	18%	12%	8%	13%	12%	12%	12%	8%	14%	0%	12%	12%	0%	8%	44%	.	0%	8%	0%
Energy Star label	34%	34%	35%	37%	28%	32%	36%	33%	35%	35%	28%	35%	34%	50%	34%	34%	50%	42%	22%	.	0%	42%	100%
Utility recommendation	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%	11%	.	0%	0%	0%
Utility rebate	1%	2%	1%	2%	3%	1%	0%	2%	1%	1%	4%	3%	1%	0%	1%	1%	0%	0%	0%	.	0%	0%	0%
Other mfg/retailer product info	28%	27%	28%	25%	28%	25%	34%	25%	29%	27%	32%	26%	28%	50%	27%	28%	50%	23%	11%	.	0%	25%	0%
Salesperson	21%	21%	20%	17%	23%	24%	21%	24%	19%	20%	24%	19%	21%	0%	21%	21%	0%	19%	33%	.	0%	21%	0%
Contractor	1%	0%	1%	1%	0%	1%	0%	1%	0%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	.	0%	0%	0%
Lower bill	2%	3%	1%	3%	3%	1%	0%	2%	2%	2%	4%	4%	1%	0%	2%	2%	0%	0%	0%	.	0%	0%	0%
Works better/more efficient	3%	3%	3%	3%	0%	4%	4%	3%	3%	3%	0%	3%	3%	0%	3%	3%	0%	8%	0%	.	0%	8%	0%
Word of mouth	1%	0%	1%	0%	0%	1%	1%	1%	0%	1%	0%	1%	0%	0%	1%	1%	0%	0%	0%	.	0%	0%	0%
Personal research	2%	1%	2%	3%	0%	1%	2%	2%	2%	2%	0%	2%	2%	0%	2%	2%	0%	4%	0%	.	0%	4%	0%
Because its new	1%	1%	0%	2%	0%	0%	0%	2%	0%	1%	0%	1%	1%	0%	1%	1%	0%	0%	0%	.	0%	0%	0%
Other - record	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	4%	0%	0%	0%	0%	0%	50%	4%	0%	.	0%	4%	0%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	0%	0%	0%
DON'T KNOW	6%	5%	6%	6%	7%	5%	6%	6%	6%	6%	4%	4%	7%	0%	6%	6%	0%	4%	0%	.	100%	0%	0%
N	427	223	204	158	60	104	105	135	292	393	25	119	308	4	423	425	2	26	9	0	1	24	1

Q4B10ZZ_3. How do you know your new clothes dryer is energy efficient?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Energy Guide	19%	20%	17%	17%	42%	13%	17%	17%	20%	20%	0%	17%	19%	67%	17%	18%	33%	29%	20%	.	.	29%	.
Energy Star label	36%	31%	43%	33%	42%	38%	38%	33%	38%	37%	25%	22%	40%	33%	36%	36%	67%	43%	40%	.	.	43%	.
Utility recommendation	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	.	0%	.
Utility rebate	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	.	0%	.
Other mfg/retailer product info	27%	32%	20%	31%	17%	17%	31%	31%	24%	26%	0%	35%	24%	33%	26%	27%	0%	29%	20%	.	.	29%	.
Salesperson	23%	29%	17%	25%	17%	21%	24%	33%	17%	24%	25%	30%	21%	0%	24%	23%	33%	19%	30%	.	.	19%	.
Contractor	1%	0%	2%	0%	0%	4%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	.	.	0%	.
Lower bill	1%	2%	0%	0%	0%	0%	3%	2%	0%	0%	25%	4%	0%	0%	1%	1%	0%	0%	0%	.	.	0%	.
Works better/more efficient	3%	2%	4%	2%	0%	4%	3%	2%	3%	3%	0%	0%	3%	0%	3%	3%	0%	5%	0%	.	.	5%	.
Word of mouth	1%	0%	2%	0%	0%	4%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	.	.	0%	.
Personal research	2%	0%	4%	2%	8%	0%	0%	0%	3%	2%	0%	0%	2%	0%	2%	2%	0%	5%	0%	.	.	5%	.
Because its new	4%	2%	6%	4%	0%	0%	7%	2%	4%	4%	0%	0%	4%	0%	4%	4%	0%	0%	0%	.	.	0%	.
Because it was expensive	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	.	0%	.
Other - record	2%	3%	0%	0%	0%	4%	3%	2%	1%	2%	0%	4%	1%	33%	1%	2%	0%	5%	10%	.	.	5%	.
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	.	0%	.
DON'T KNOW	4%	2%	7%	2%	8%	8%	3%	0%	7%	4%	25%	0%	6%	0%	5%	5%	0%	5%	0%	.	.	5%	.
N	113	59	54	48	12	24	29	42	71	106	4	23	90	3	110	110	3	21	10	0	0	21	0

Q4B10ZZ_4. How do you know your new dishwasher is energy efficient?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Energy Guide	18%	17%	19%	13%	10%	32%	25%	16%	19%	17%	40%	13%	20%	0%	18%	19%	0%	14%	.	.	0%	13%	17%
Energy Star label	44%	40%	46%	43%	55%	23%	55%	38%	46%	45%	20%	39%	45%	0%	44%	45%	0%	43%	.	.	0%	47%	33%
Utility recommendation	1%	0%	2%	2%	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	3%	.	.	0%	3%	0%
Utility rebate	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	.	0%	0%	0%
Other mfg/retailer product info	24%	17%	29%	21%	25%	32%	20%	16%	27%	24%	20%	17%	25%	0%	24%	23%	33%	27%	.	.	100%	27%	17%
Salesperson	8%	10%	6%	9%	15%	0%	5%	13%	6%	8%	0%	13%	7%	0%	8%	8%	0%	11%	.	.	0%	13%	0%
Contractor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	.	0%	0%	0%
Other - record	2%	4%	0%	2%	0%	5%	0%	3%	1%	2%	0%	4%	1%	100%	1%	1%	33%	5%	.	.	0%	3%	17%
REFUSED	1%	2%	0%	0%	5%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	0%	33%	3%	.	.	0%	0%	17%
DON'T KNOW	4%	4%	5%	6%	0%	9%	0%	6%	4%	5%	0%	0%	5%	0%	4%	5%	0%	8%	.	.	0%	10%	0%
N	115	52	63	53	20	22	20	32	83	110	5	23	92	1	114	112	3	37	0	0	1	30	6

Q4B10ZZ_5. How do you know your new room AC is energy efficient?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Energy Guide	15%	14%	17%	0%	50%	0%	25%	0%	20%	17%	0%	25%	11%	0%	17%	17%	0%	29%	0%	.	.	25%	33%
Energy Star label	46%	43%	50%	50%	50%	67%	25%	33%	50%	42%	100%	50%	44%	0%	50%	50%	0%	29%	0%	.	.	25%	33%
Utility recommendation	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	.	0%	0%
Utility rebate	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	.	0%	0%
Other mfg/retailer product info	31%	29%	33%	75%	0%	33%	0%	67%	20%	33%	0%	0%	44%	0%	33%	33%	0%	43%	0%	.	.	50%	33%
Salesperson	15%	0%	33%	25%	0%	0%	25%	0%	20%	17%	0%	0%	22%	0%	17%	17%	0%	0%	0%	.	.	0%	0%
Contractor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	.	0%	0%
Other - record	23%	43%	0%	50%	0%	0%	25%	67%	10%	25%	0%	25%	22%	100%	17%	17%	100%	29%	100%	.	.	25%	33%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	.	0%	0%
DON'T KNOW	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	.	0%	0%
N	13	7	6	4	2	3	4	3	10	12	1	4	9	1	12	12	1	7	1	0	0	4	3

Q4B10ZZ_6. How do you know your new air conditioner is energy efficient?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
SEER	14%	11%	16%	8%	0%	18%	17%	9%	15%	14%	10%	11%	15%	.	14%	14%	.	22%	0%	.	0%	27%	0%
Utility recommendation	1%	0%	2%	2%	7%	0%	0%	0%	2%	1%	0%	0%	1%	.	1%	1%	.	0%	0%	.	0%	0%	0%
Utility rebate	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	0%	0%	.	0%	0%	.	0%	0%	0%
Other mfg/retailer product info	32%	28%	36%	20%	47%	28%	44%	23%	36%	32%	50%	29%	33%	.	32%	32%	.	17%	0%	.	50%	13%	0%
Salesperson	11%	13%	10%	10%	27%	5%	15%	9%	12%	10%	30%	16%	10%	.	11%	11%	.	17%	25%	.	50%	7%	100%
Contractor	35%	33%	36%	43%	27%	40%	23%	36%	34%	36%	0%	37%	34%	.	35%	35%	.	44%	50%	.	0%	53%	0%
Energy Star label	1%	1%	1%	2%	7%	0%	0%	2%	1%	1%	0%	0%	1%	.	1%	1%	.	6%	25%	.	50%	0%	0%
Other - record	2%	3%	2%	2%	0%	3%	2%	2%	2%	2%	0%	3%	2%	.	2%	2%	.	11%	0%	.	0%	13%	0%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	0%	0%	.	0%	0%	.	0%	0%	0%
DON'T KNOW	6%	9%	3%	8%	0%	7%	4%	16%	2%	6%	0%	5%	6%	.	6%	6%	.	0%	0%	.	0%	0%	0%
N	176	75	101	49	15	60	52	44	132	165	10	38	138	0	176	176	0	18	4	0	2	15	1

Q4B10ZZ_7. How do you know your new gas furnace is energy efficient?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
AFUE	4%	4%	5%	0%	0%	6%	10%	0%	6%	3%	50%	0%	5%	0%	4%	4%	.	9%	0%	.	0%	12%	0%
ENERGY STAR	9%	0%	14%	4%	13%	12%	10%	0%	11%	9%	0%	0%	11%	0%	9%	9%	.	14%	0%	.	100%	6%	0%
Utility recommendation	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	0%	0%	.	0%	0%	0%
Utility rebate	1%	4%	0%	4%	0%	0%	0%	6%	0%	1%	0%	0%	2%	0%	1%	1%	.	0%	0%	.	0%	0%	0%
Other mfg/retailer product info	30%	19%	38%	33%	25%	41%	20%	19%	34%	31%	0%	15%	34%	0%	31%	30%	.	27%	29%	.	0%	35%	0%
Salesperson	19%	11%	24%	17%	38%	6%	25%	13%	21%	18%	50%	15%	20%	0%	19%	19%	.	9%	14%	.	0%	6%	33%
Contractor	33%	41%	29%	25%	25%	35%	45%	44%	30%	34%	0%	38%	32%	0%	33%	33%	.	36%	29%	.	0%	47%	0%
Other - record	7%	15%	2%	17%	13%	0%	0%	13%	6%	7%	0%	15%	5%	0%	7%	7%	.	18%	14%	.	0%	18%	33%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	0%	0%	.	0%	0%	0%
DON'T KNOW	4%	7%	2%	8%	0%	6%	0%	13%	2%	4%	0%	8%	4%	100%	3%	4%	.	5%	14%	.	0%	0%	33%
N	69	27	42	24	8	17	20	16	53	67	2	13	56	1	67	69	0	22	7	0	2	17	3

Q4B10ZZ_8. How do you know your new water heater is energy efficient?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Energy Factor	15%	14%	15%	18%	11%	17%	11%	11%	16%	15%	0%	18%	14%	0%	15%	15%	0%	11%	0%	50%	25%	10%	8%
Utility recommendation	1%	0%	2%	0%	3%	2%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%
Utility rebate	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other mfg/retailer product info	40%	38%	41%	34%	43%	41%	43%	43%	39%	39%	45%	33%	42%	0%	40%	40%	25%	34%	50%	50%	25%	35%	33%
Salesperson	12%	16%	9%	10%	16%	12%	11%	11%	12%	12%	18%	16%	11%	0%	12%	11%	50%	15%	0%	0%	25%	15%	17%
Contractor	13%	10%	15%	11%	14%	14%	15%	11%	14%	14%	0%	10%	14%	50%	13%	13%	25%	18%	25%	0%	75%	13%	25%
Word of mouth	1%	0%	1%	2%	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	2%	0%	0%	0%	0%	8%
Energy Star	7%	5%	9%	13%	5%	5%	4%	7%	7%	7%	18%	4%	8%	0%	7%	7%	0%	14%	25%	0%	25%	10%	25%
Tankless water heater	4%	6%	2%	6%	3%	2%	4%	7%	3%	4%	0%	8%	3%	0%	4%	4%	0%	8%	25%	0%	0%	10%	0%
Lower utility bill	2%	5%	1%	2%	3%	2%	4%	0%	3%	2%	18%	6%	1%	50%	2%	2%	0%	3%	0%	0%	0%	4%	0%
Energy guide	4%	6%	3%	3%	3%	5%	6%	5%	4%	4%	9%	4%	4%	0%	4%	4%	0%	3%	0%	0%	0%	2%	8%
Works better/more efficient	2%	1%	3%	3%	3%	3%	0%	2%	2%	3%	0%	2%	3%	0%	2%	2%	0%	2%	0%	0%	0%	0%	0%
Personal research	1%	0%	2%	0%	3%	2%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%
Came with house	1%	1%	0%	2%	0%	0%	0%	2%	0%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%
Other - record	1%	2%	0%	2%	0%	2%	0%	2%	1%	1%	0%	2%	1%	0%	1%	1%	0%	2%	0%	0%	0%	2%	0%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	7%	5%	9%	10%	3%	7%	8%	7%	7%	7%	0%	8%	7%	0%	7%	7%	0%	3%	0%	50%	0%	4%	0%
N	211	86	125	62	37	59	53	44	167	196	11	51	160	2	208	207	4	65	4	2	4	48	12

Q4B10ZZ_9. How do you know your new heat pump is energy efficient?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
SEER Seasonal Energy Efficiency Rating	0%	0%	0%	0%	.	0%	0%	0%	0%	0%	.	.	0%	.	0%	0%	.	0%	0%	.	.	0%	.
HSPF Heating Seasonal Performance Factor	0%	0%	0%	0%	.	0%	0%	0%	0%	0%	.	.	0%	.	0%	0%	.	0%	0%	.	.	0%	.
Utility recommendation	0%	0%	0%	0%	.	0%	0%	0%	0%	0%	.	.	0%	.	0%	0%	.	0%	0%	.	.	0%	.
Utility rebate	0%	0%	0%	0%	.	0%	0%	0%	0%	0%	.	.	0%	.	0%	0%	.	0%	0%	.	.	0%	.
Other mfg/retailer product info	33%	0%	50%	0%	.	100%	0%	0%	50%	33%	.	.	33%	.	33%	33%	.	100%	0%	.	.	100%	.
Salesperson	0%	0%	0%	0%	.	0%	0%	0%	0%	0%	.	.	0%	.	0%	0%	.	0%	0%	.	.	0%	.
Contractor	33%	0%	50%	0%	.	0%	100%	0%	50%	33%	.	.	33%	.	33%	33%	.	0%	0%	.	.	0%	.
Other - record	33%	100%	0%	100%	.	0%	0%	100%	0%	33%	.	.	33%	.	33%	33%	.	0%	100%	.	.	0%	.
REFUSED	0%	0%	0%	0%	.	0%	0%	0%	0%	0%	.	.	0%	.	0%	0%	.	0%	0%	.	.	0%	.
DON'T KNOW	0%	0%	0%	0%	.	0%	0%	0%	0%	0%	.	.	0%	.	0%	0%	.	0%	0%	.	.	0%	.
N	3	1	2	1	0	1	1	1	2	3	0	0	3	0	3	3	0	1	1	0	0	1	0

Q4B10ZZ_13. How do you know your new pool pump is energy efficient?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Reduced Horsepower Motor/Two speed model	5%	0%	7%	0%	0%	10%	0%	0%	6%	5%	.	0%	6%	.	5%	5%	.	9%	.	.	.	9%	.
Utility recommendation	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	0%	0%	.	0%	0%	.	0%	.	.	.	0%	.
Utility rebate	9%	0%	13%	0%	33%	10%	0%	0%	11%	9%	.	0%	11%	.	9%	9%	.	9%	.	.	.	9%	.
Other mfg/retailer product info	59%	57%	60%	50%	67%	50%	71%	25%	67%	59%	.	75%	56%	.	59%	59%	.	64%	.	.	.	64%	.
Salesperson	27%	43%	20%	50%	67%	30%	0%	75%	17%	27%	.	25%	28%	.	27%	27%	.	27%	.	.	.	27%	.
Contractor	14%	0%	20%	0%	0%	30%	0%	0%	17%	14%	.	0%	17%	.	14%	14%	.	18%	.	.	.	18%	.
Other - record	9%	0%	13%	0%	0%	0%	29%	0%	11%	9%	.	0%	11%	.	9%	9%	.	9%	.	.	.	9%	.
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	0%	0%	.	0%	0%	.	0%	.	.	.	0%	.
DON'T KNOW	5%	0%	7%	0%	33%	0%	0%	0%	6%	5%	.	0%	6%	.	5%	5%	.	9%	.	.	.	9%	.
N	22	7	15	2	3	10	7	4	18	22	0	4	18	0	22	22	0	11	0	0	0	11	0

Q4B10ZZ_14. How do you know your new windows is energy efficient?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
U-factor/Solar heat gain coefficient/LowÉ	26%	20%	30%	20%	32%	25%	29%	20%	27%	26%	11%	18%	29%	.	26%	26%	0%	38%	30%	0%	25%	41%	25%
Utility recommendation	0%	1%	0%	1%	0%	0%	0%	2%	0%	0%	0%	1%	0%	.	0%	0%	0%	1%	0%	0%	0%	1%	0%
Utility rebate	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other mfg/retailer product info	29%	29%	29%	29%	25%	33%	28%	28%	30%	29%	37%	26%	30%	.	29%	29%	0%	20%	20%	0%	13%	22%	17%
Salesperson	17%	20%	15%	15%	14%	20%	19%	17%	17%	17%	16%	23%	15%	.	17%	17%	33%	20%	20%	100%	13%	19%	33%
Contractor	9%	9%	9%	7%	13%	10%	7%	8%	9%	9%	16%	7%	10%	.	9%	9%	0%	7%	15%	0%	0%	4%	25%
Dual paned	10%	8%	12%	12%	9%	7%	12%	6%	11%	10%	16%	7%	11%	.	10%	10%	0%	13%	20%	0%	25%	10%	17%
Comfort/feel the difference	11%	15%	7%	16%	7%	9%	8%	18%	9%	12%	0%	16%	9%	.	11%	10%	67%	13%	10%	0%	38%	10%	8%
Energy Star	2%	1%	3%	3%	2%	1%	1%	2%	2%	2%	5%	1%	2%	.	2%	2%	0%	2%	5%	0%	0%	3%	0%
Lower bills	1%	1%	1%	0%	4%	1%	0%	0%	1%	1%	0%	1%	1%	.	1%	1%	0%	0%	0%	0%	0%	0%	0%
Personal research	3%	2%	3%	2%	5%	1%	4%	0%	4%	2%	5%	2%	3%	.	3%	3%	0%	3%	0%	0%	0%	4%	0%
Block out noise	2%	1%	2%	1%	5%	1%	0%	2%	2%	2%	0%	1%	2%	.	2%	2%	0%	0%	0%	0%	0%	0%	0%
Word of mouth	2%	1%	2%	0%	2%	1%	4%	2%	2%	2%	0%	2%	1%	.	2%	2%	0%	2%	0%	0%	0%	3%	0%
Works better/more efficient	2%	1%	2%	2%	2%	2%	0%	3%	1%	2%	0%	2%	1%	.	2%	2%	0%	2%	0%	0%	0%	3%	0%
Other - record	2%	2%	2%	1%	4%	2%	1%	2%	2%	2%	0%	2%	2%	.	2%	2%	0%	2%	5%	0%	0%	3%	0%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	2%	3%	2%	3%	2%	1%	3%	3%	2%	2%	11%	2%	2%	.	2%	2%	0%	2%	0%	0%	0%	3%	0%
N	319	140	179	99	56	89	75	65	254	295	19	88	231	0	319	316	3	88	20	2	8	68	12

Q4BZZ11_1. Did you receive a rebate from your utility on your new refrigerator?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	3%	2%	3%	0%	3%	9%	2%	0%	4%	3%	0%	0%	4%	32%	2%	2%	14%	3%	7%	0%	0%	4%	0%
NO	89%	92%	86%	92%	86%	84%	93%	94%	87%	89%	100%	93%	88%	68%	90%	89%	86%	89%	93%	100%	100%	92%	88%
APPLIED BUT DID NOT RECEIVE	4%	2%	6%	3%	8%	5%	2%	3%	5%	4%	0%	4%	4%	0%	4%	4%	0%	4%	0%	0%	0%	2%	0%
DON'T KNOW	4%	3%	4%	5%	3%	3%	2%	3%	4%	4%	0%	3%	4%	0%	4%	4%	0%	4%	0%	0%	0%	2%	12%
N	216	107	109	78	37	57	44	58	158	206	8	53	163	9	207	209	7	59	12	1	2	44	9

Q4BZZ11_2. Did you receive a rebate from your utility on your new clothes washer?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	12%	11%	14%	14%	12%	11%	11%	11%	13%	12%	13%	11%	13%	25%	12%	12%	42%	3%	9%	0%	0%	4%	0%
NO	75%	77%	73%	74%	74%	78%	76%	79%	73%	76%	69%	78%	74%	75%	75%	75%	58%	87%	91%	100%	100%	83%	100%
APPLIED BUT DID NOT RECEIVE	3%	3%	2%	2%	3%	2%	3%	3%	2%	2%	5%	1%	3%	0%	3%	3%	0%	7%	0%	0%	0%	8%	0%
DON'T KNOW	10%	9%	11%	9%	11%	9%	10%	7%	11%	10%	14%	9%	10%	0%	10%	10%	0%	3%	0%	0%	0%	4%	0%
N	520	268	252	186	74	126	134	163	357	476	34	144	376	6	514	517	3	29	12	1	1	26	1

Q4BZZ11_3. Did you receive a rebate from your utility on your new clothes dryer?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	2%	3%	0%	0%	0%	6%	3%	1%	2%	2%	0%	3%	1%	0%	2%	1%	20%	0%	6%	0%	0%	0%	0%
NO	93%	93%	94%	96%	100%	87%	88%	93%	94%	93%	100%	95%	93%	100%	93%	94%	80%	92%	94%	0%	100%	92%	0%
APPLIED BUT DID NOT RECEIVE	2%	3%	0%	3%	0%	4%	0%	5%	0%	2%	0%	2%	2%	0%	2%	2%	0%	4%	0%	0%	0%	4%	0%
DON'T KNOW	3%	1%	6%	1%	0%	4%	9%	1%	4%	3%	0%	0%	4%	0%	3%	3%	0%	4%	0%	0%	0%	4%	0%
N	136	75	61	61	15	27	33	54	82	128	5	29	107	5	131	132	4	26	14	0	1	25	0

Q4BZZ11_4. Did you receive a rebate from your utility on your new dishwasher?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	1%	0%	1%	0%	0%	0%	4%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%
NO	89%	91%	87%	88%	89%	97%	82%	91%	88%	89%	78%	93%	88%	100%	89%	89%	100%	94%	0%	0%	100%	91%	100%
APPLIED BUT DID NOT RECEIVE	6%	8%	4%	6%	5%	3%	7%	8%	5%	5%	22%	7%	5%	0%	6%	6%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	4%	1%	8%	5%	5%	0%	7%	2%	6%	5%	0%	0%	6%	0%	5%	5%	0%	6%	0%	0%	0%	9%	0%
N	149	70	79	69	21	31	28	44	105	144	5	33	116	2	147	146	3	46	0	0	1	37	7

Q4BZZ11_5. Did you receive a rebate from your utility on your new room AC?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	8%	0%	19%	0%	75%	0%	0%	0%	11%	9%	0%	0%	12%	0%	10%	9%	0%	23%	0%	0%	0%	0%	35%
NO	86%	90%	81%	89%	25%	100%	100%	100%	81%	91%	42%	80%	88%	100%	84%	85%	100%	77%	100%	0%	0%	100%	65%
DON'T KNOW	6%	10%	0%	11%	0%	0%	0%	0%	8%	0%	58%	20%	0%	0%	7%	6%	0%	0%	0%	0%	0%	0%	0%
N	19	10	9	8	2	5	4	4	15	17	2	6	13	2	17	18	1	7	3	0	0	4	3

Q4BZZ11_6. Did you receive a rebate from your utility on your new air conditioner?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	11%	10%	11%	12%	9%	7%	13%	10%	11%	11%	9%	10%	11%	0%	11%	11%	0%	0%	0%	0%	0%	0%	0%
NO	81%	84%	77%	82%	61%	82%	84%	88%	77%	82%	62%	85%	79%	0%	81%	81%	0%	84%	100%	0%	50%	87%	100%
APPLIED BUT DID NOT RECEIVE	2%	2%	2%	2%	12%	0%	1%	2%	2%	2%	9%	1%	2%	0%	2%	2%	0%	14%	0%	0%	50%	10%	0%
DON'T KNOW	7%	3%	10%	4%	19%	10%	1%	0%	10%	6%	20%	4%	8%	0%	7%	7%	0%	2%	0%	0%	0%	4%	0%
N	242	105	137	70	21	83	68	64	178	229	11	55	187	0	242	242	0	27	9	0	2	22	3

Q4BZZ11_7. Did you receive a rebate from your utility on your new gas furnace?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	1%	0%	1%	0%	0%	3%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	2%	0%	0%	0%	3%	0%
NO	95%	94%	96%	96%	86%	97%	95%	94%	96%	96%	44%	95%	95%	100%	95%	95%	100%	87%	100%	0%	59%	89%	100%
APPLIED BUT DID NOT RECEIVE	4%	6%	3%	4%	14%	0%	5%	6%	4%	3%	56%	5%	4%	0%	4%	4%	0%	11%	0%	0%	41%	8%	0%
N	94	36	58	35	12	24	23	21	73	91	2	16	78	2	91	93	1	34	10	0	3	26	5

Q4BZZ11_8. Did you receive a rebate from your utility on your new water heater?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	2%	0%	3%	1%	6%	1%	0%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%	3%	0%	0%	0%	1%	8%
NO	92%	93%	92%	91%	91%	96%	92%	95%	92%	93%	86%	90%	93%	67%	93%	93%	76%	90%	100%	100%	100%	90%	83%
APPLIED BUT DID NOT RECEIVE	2%	1%	2%	1%	2%	0%	4%	1%	2%	2%	0%	1%	2%	0%	2%	2%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	4%	6%	3%	7%	1%	2%	4%	4%	4%	4%	14%	9%	3%	33%	4%	4%	24%	8%	0%	0%	0%	9%	9%
N	309	131	178	98	50	80	81	67	242	291	13	77	232	4	303	302	6	94	13	2	6	72	15

Q4BZZ11_9. Did you receive a rebate from your utility on your new heat pump?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
NO	100%	100%	100%	100%	0%	100%	100%	100%	100%	100%	0%	0%	100%	0%	100%	100%	0%	100%	100%	0%	0%	100%	0%
N	5	1	4	1	0	1	3	1	4	5	0	0	5	0	5	5	0	1	1	0	0	1	0

Q4BZZ11_10. Did you receive a rebate from your utility on your new evaporative cooler?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	19%	0%	38%	0%	0%	19%	0%	0%	24%	19%	0%	0%	28%	0%	28%	28%	0%	0%	0%	0%	0%	0%	0%
NO	69%	100%	38%	0%	0%	69%	0%	100%	61%	69%	0%	100%	55%	100%	55%	55%	100%	0%	100%	0%	0%	0%	0%
APPLIED BUT DID NOT RECEIVE	12%	0%	24%	0%	0%	12%	0%	0%	15%	12%	0%	0%	17%	0%	17%	17%	0%	100%	0%	0%	0%	100%	0%
N	5	2	3	0	0	5	0	1	4	5	0	1	4	1	4	4	1	1	1	0	0	1	0

Q4BZZ11_11. Did you receive a rebate from your utility on your new whole house fan?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
NO	87%	100%	73%	100%	100%	0%	73%	100%	85%	87%	0%	100%	85%	0%	87%	82%	100%	100%	0%	0%	0%	100%	100%
DON'T KNOW	13%	0%	27%	0%	0%	0%	27%	0%	15%	13%	0%	0%	15%	0%	13%	18%	0%	0%	0%	0%	0%	0%	0%
N	6	3	3	1	1	0	4	1	5	6	0	1	5	0	6	5	1	4	0	0	0	3	1

Q4BZZ11_12. Did you receive a rebate from your utility on your new insulation?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	5%	4%	6%	3%	14%	0%	9%	2%	6%	6%	0%	8%	5%	0%	5%	5%	0%	5%	0%	0%	0%	8%	0%
NO	83%	81%	84%	87%	70%	87%	79%	83%	83%	84%	38%	81%	83%	100%	83%	83%	0%	83%	88%	0%	0%	84%	100%
APPLIED BUT DID NOT RECEIVE	3%	4%	3%	1%	8%	4%	3%	2%	4%	2%	30%	3%	3%	0%	3%	3%	0%	6%	0%	0%	100%	0%	0%
REFUSED	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	4%	0%
DON'T KNOW	8%	10%	7%	8%	8%	8%	10%	11%	7%	8%	32%	9%	8%	0%	8%	8%	0%	2%	12%	0%	0%	3%	0%
N	195	75	120	79	33	48	35	47	148	185	6	41	154	1	194	195	0	30	6	0	1	25	4

Q4BZZ11_13. Did you receive a rebate from your utility on your new pool pump?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	6%	0%	11%	0%	13%	0%	12%	0%	8%	6%	0%	0%	8%	0%	6%	6%	0%	16%	0%	0%	0%	20%	0%
NO	80%	100%	67%	100%	73%	92%	60%	100%	75%	80%	0%	100%	75%	0%	80%	80%	0%	62%	0%	0%	0%	52%	100%
APPLIED BUT DID NOT RECEIVE	10%	0%	18%	0%	0%	8%	27%	0%	14%	10%	0%	0%	13%	0%	10%	10%	0%	15%	0%	0%	0%	19%	0%
DON'T KNOW	3%	0%	5%	0%	13%	0%	0%	0%	4%	3%	0%	0%	4%	0%	3%	3%	0%	7%	0%	0%	0%	9%	0%
N	25	9	16	3	5	10	7	5	20	25	0	5	20	0	25	25	0	12	0	0	0	11	1

Q4BZZ11_14. Did you receive a rebate from your utility on your new windows?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	3%	2%	4%	4%	4%	2%	2%	3%	3%	3%	0%	1%	4%	0%	3%	3%	0%	4%	5%	0%	14%	4%	0%
NO	91%	92%	91%	90%	87%	96%	92%	90%	92%	91%	90%	96%	90%	0%	91%	92%	57%	90%	95%	62%	86%	92%	87%
APPLIED BUT DID NOT RECEIVE	3%	3%	2%	2%	3%	1%	4%	5%	2%	2%	5%	1%	3%	0%	3%	2%	43%	3%	0%	38%	0%	2%	6%
DON'T KNOW	3%	3%	3%	3%	5%	1%	2%	2%	3%	3%	5%	2%	3%	0%	3%	3%	0%	3%	0%	0%	0%	1%	6%
N	368	162	206	118	66	99	85	76	292	341	20	102	266	0	368	365	3	105	22	4	9	76	18

4C. NON-PART DISCRETE CHOICE QUESTIONS - CW, AC, IN

Q4C2CW. Did you purchase your clothes washer at a retail store or through a contractor?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Retail Store	94%	94%	93%	93%	97%	96%	91%	95%	93%	94%	94%	95%	93%	49%	94%	94%	58%	97%	82%	100%	100%	96%	100%
Contractor	2%	2%	2%	2%	1%	1%	4%	1%	2%	2%	0%	2%	2%	25%	2%	2%	42%	3%	9%	0%	0%	4%	0%
Gift	0%	0%	1%	0%	0%	1%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Bought used	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	4%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Came with house	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Friend/family	0%	1%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	1%	0%	1%	1%	1%	2%	0%	1%	1%	1%	0%	1%	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	2%	2%	2%	2%	0%	1%	4%	1%	2%	2%	3%	1%	2%	25%	2%	2%	0%	0%	9%	0%	0%	0%	0%
N	520	268	252	186	74	126	134	163	357	476	34	144	376	6	514	517	3	29	12	1	1	26	1

Q4C4CW. Do you recall seeing any [Utility] literature or displays that provided information about the energy efficiency of the clothes washer you purchased?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	27%	28%	27%	33%	24%	21%	24%	31%	25%	28%	16%	22%	29%	49%	27%	27%	0%	31%	30%	0%	0%	40%	0%
NO	54%	53%	54%	48%	61%	56%	57%	50%	56%	54%	58%	57%	53%	0%	54%	54%	29%	60%	50%	100%	100%	47%	100%
DON'T KNOW	19%	19%	19%	19%	15%	23%	19%	19%	19%	19%	25%	21%	18%	51%	19%	19%	71%	10%	20%	0%	0%	12%	0%
N	488	254	234	173	72	121	122	154	334	446	32	138	350	4	484	486	2	28	10	1	1	25	1

Q4C7CW. Did you speak with a salesperson when you were shopping for the clothes washer?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	76%	75%	77%	81%	75%	68%	75%	75%	77%	77%	62%	74%	77%	49%	76%	76%	29%	91%	77%	0%	100%	88%	100%
NO	21%	21%	20%	17%	18%	29%	21%	22%	20%	20%	34%	20%	21%	51%	20%	20%	71%	9%	23%	100%	0%	12%	0%
DON'T KNOW	3%	4%	3%	2%	7%	3%	3%	3%	3%	3%	4%	6%	2%	0%	3%	3%	0%	0%	0%	0%	0%	0%	0%
N	488	254	234	173	72	121	122	154	334	446	32	138	350	4	484	486	2	28	10	1	1	25	1

Q4C8CW. Did the salesperson tell you about the rebate program?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	28%	29%	28%	29%	33%	20%	31%	28%	29%	28%	34%	27%	29%	0%	29%	29%	0%	18%	49%	0%	0%	24%	0%
NO	52%	55%	47%	50%	53%	59%	48%	55%	50%	52%	48%	59%	49%	100%	51%	52%	100%	66%	29%	0%	100%	66%	100%
DON'T KNOW	20%	15%	25%	21%	13%	21%	21%	17%	21%	20%	18%	14%	22%	0%	20%	20%	0%	16%	22%	0%	0%	10%	0%
N	369	191	178	140	55	82	92	114	255	339	21	103	266	3	366	368	1	25	8	0	1	22	1

Q4C9CW. Did the salesperson inform you of the benefits of high efficiency clothes washer?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	50%	50%	50%	50%	58%	43%	50%	53%	48%	49%	57%	46%	52%	35%	50%	50%	100%	37%	46%	0%	0%	50%	0%
NO	35%	38%	30%	33%	28%	41%	36%	35%	35%	35%	34%	42%	32%	65%	34%	35%	0%	40%	43%	0%	100%	31%	100%
DON'T KNOW	16%	11%	20%	17%	14%	15%	14%	13%	17%	16%	9%	13%	17%	0%	16%	16%	0%	23%	11%	0%	0%	19%	0%
N	369	191	178	140	55	82	92	114	255	339	21	103	266	3	366	368	1	25	8	0	1	22	1

Q4C10CW. Did your contractor inform you of the benefits of high efficiency clothes washer?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	31%	50%	15%	0%	0%	0%	80%	67%	20%	31%	0%	50%	23%	0%	37%	37%	0%	0%	0%	0%	0%	0%	0%
NO	58%	50%	65%	75%	100%	100%	20%	33%	66%	58%	0%	50%	62%	100%	50%	50%	100%	100%	100%	0%	0%	100%	0%
DON'T KNOW	11%	0%	20%	25%	0%	0%	0%	0%	14%	11%	0%	0%	16%	0%	13%	13%	0%	0%	0%	0%	0%	0%	0%
N	11	5	6	4	1	1	5	3	8	11	0	3	8	1	10	10	1	1	1	0	0	1	0

Q4C13CW. Did your contractor inform you of the Home Energy Efficiency Rebate program?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	25%	17%	32%	0%	100%	0%	40%	33%	22%	25%	0%	0%	36%	0%	30%	30%	0%	0%	0%	0%	0%	0%	0%
NO	56%	67%	47%	75%	0%	100%	40%	33%	63%	56%	0%	75%	48%	100%	48%	48%	100%	100%	100%	0%	0%	100%	0%
DON'T KNOW	19%	17%	20%	25%	0%	0%	20%	33%	14%	19%	0%	25%	16%	0%	22%	22%	0%	0%	0%	0%	0%	0%	0%
N	11	5	6	4	1	1	5	3	8	11	0	3	8	1	10	10	1	1	1	0	0	1	0

Q4C14CW. Did your contractor recommend purchasing a high efficiency clothes washer rather than a standard efficiency unit?/ Did your contractor recommend installing Insulation?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	41%	50%	32%	0%	100%	0%	80%	67%	33%	41%	0%	50%	36%	0%	48%	48%	0%	0%	0%	0%	0%	0%	0%
NO	49%	50%	47%	75%	0%	100%	20%	33%	53%	49%	0%	50%	48%	100%	39%	39%	100%	100%	100%	0%	0%	100%	0%
DON'T KNOW	11%	0%	20%	25%	0%	0%	0%	0%	14%	11%	0%	0%	16%	0%	13%	13%	0%	0%	0%	0%	0%	0%	0%
N	11	5	6	4	1	1	5	3	8	11	0	3	8	1	10	10	1	1	1	0	0	1	0

Q4C15CW. How old was the clothes washer that was replaced?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Less than 5 years old	10%	10%	10%	9%	14%	11%	9%	8%	11%	9%	24%	13%	9%	8%	10%	10%	0%	9%	0%	0%	0%	11%	0%
5 to 10 years old	34%	31%	37%	30%	33%	41%	36%	30%	36%	34%	37%	34%	34%	0%	34%	34%	0%	31%	22%	100%	0%	30%	100%
10 to 15 years old	23%	23%	23%	25%	22%	21%	21%	27%	21%	24%	11%	21%	24%	8%	23%	23%	17%	33%	23%	0%	100%	23%	0%
15 to 20 years old	14%	15%	12%	16%	12%	8%	13%	18%	11%	15%	4%	13%	14%	8%	14%	14%	0%	12%	9%	0%	0%	16%	0%
More than 20 years old	8%	8%	9%	7%	13%	10%	7%	5%	10%	8%	6%	11%	8%	0%	9%	9%	0%	6%	9%	0%	0%	8%	0%
Did not have old unit	7%	9%	5%	9%	5%	5%	9%	9%	6%	7%	13%	6%	8%	51%	7%	7%	42%	6%	27%	0%	0%	8%	0%
DON'T KNOW	4%	3%	4%	3%	1%	4%	5%	4%	4%	3%	5%	2%	4%	25%	3%	3%	42%	3%	9%	0%	0%	4%	0%
N	520	268	252	186	74	126	134	163	357	476	34	144	376	6	514	517	3	29	12	1	1	26	1

Q4C17CW. Was your old clothes washer in working order when it was replaced?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	57%	55%	60%	56%	57%	55%	61%	55%	58%	57%	49%	50%	60%	51%	57%	57%	71%	43%	40%	0%	100%	47%	0%
NO	42%	45%	39%	44%	43%	45%	37%	45%	41%	43%	51%	50%	39%	49%	42%	42%	29%	57%	60%	100%	0%	53%	100%
DON'T KNOW	1%	0%	1%	0%	0%	0%	2%	0%	1%	0%	0%	0%	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%
N	483	245	238	171	70	120	122	148	335	443	30	137	346	4	479	481	2	27	9	1	1	24	1

Q4C18CW. Could your old clothes washer have been fixed, or was it beyond repair?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Could have been fixed	23%	24%	23%	26%	20%	19%	24%	28%	21%	24%	11%	23%	23%	0%	24%	24%	0%	12%	58%	0%	0%	17%	0%
Beyond Repair	44%	43%	45%	49%	32%	43%	43%	42%	45%	44%	39%	46%	42%	67%	44%	43%	100%	41%	21%	0%	0%	37%	100%
Cheaper (easier) to replace	28%	26%	30%	18%	44%	34%	31%	21%	32%	26%	50%	21%	32%	33%	28%	28%	0%	33%	21%	100%	0%	46%	0%
DON'T KNOW	5%	7%	2%	7%	3%	4%	2%	9%	3%	5%	0%	9%	3%	0%	5%	5%	0%	14%	0%	0%	0%	0%	0%
N	204	112	92	74	30	55	45	68	136	189	15	68	136	3	201	203	1	15	5	1	0	13	1

Q4C20CW. Was your old clothes washer an Energy Star unit?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	15%	14%	16%	17%	10%	15%	16%	14%	16%	15%	20%	16%	15%	0%	15%	15%	0%	7%	0%	100%	0%	9%	0%
NO	65%	64%	66%	63%	70%	67%	62%	62%	66%	65%	65%	63%	65%	49%	65%	65%	29%	75%	69%	0%	100%	67%	100%
REFUSED	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	20%	21%	18%	20%	20%	17%	22%	23%	18%	20%	15%	20%	20%	51%	20%	20%	71%	18%	31%	0%	0%	24%	0%
N	483	245	238	171	70	120	122	148	335	443	30	137	346	4	479	481	2	27	9	1	1	24	1

Q4C21CW. Was it a front or top loading machine?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Front Loading	6%	4%	7%	5%	10%	5%	4%	5%	6%	6%	6%	4%	6%	0%	6%	6%	0%	0%	10%	0%	0%	0%	0%
Top Loading	94%	96%	92%	95%	90%	95%	94%	95%	94%	94%	94%	96%	93%	100%	94%	94%	100%	100%	90%	100%	100%	100%	100%
DON'T KNOW	0%	0%	1%	0%	0%	0%	2%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N	483	245	238	171	70	120	122	148	335	443	30	137	346	4	479	481	2	27	9	1	1	24	1

Q4C23CW. How influential was the REBATE in your decision to purchase the clothes washer?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Very	24%	28%	21%	16%	44%	36%	20%	18%	28%	23%	29%	40%	19%	0%	25%	25%	0%	0%	0%	0%	0%	0%	0%
Somewhat or	34%	29%	38%	39%	22%	21%	40%	40%	31%	35%	29%	0%	45%	0%	35%	35%	0%	0%	0%	0%	0%	0%	0%
Not at all influential	40%	42%	38%	45%	22%	43%	39%	42%	39%	40%	42%	60%	34%	100%	39%	39%	100%	100%	100%	0%	0%	100%	0%
DON'T KNOW	2%	0%	3%	0%	11%	0%	0%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%	0%	0%	0%	0%	0%	0%
N	63	29	34	25	9	14	15	17	46	57	4	16	47	1	62	62	1	1	1	0	0	1	0

Q4C24CW. How influential was the CONTRACTOR in your decision to purchase the clothes washer?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Very	16%	33%	0%	0%	0%	0%	40%	67%	0%	16%	0%	25%	11%	0%	18%	18%	0%	0%	0%	0%	0%	0%	0%
Not at all influential	69%	50%	85%	100%	100%	0%	40%	33%	80%	69%	0%	50%	77%	100%	63%	63%	100%	100%	100%	0%	0%	100%	0%
DON'T KNOW	16%	17%	15%	0%	0%	100%	20%	0%	20%	16%	0%	25%	11%	0%	18%	18%	0%	0%	0%	0%	0%	0%	0%
N	11	5	6	4	1	1	5	3	8	11	0	3	8	1	10	10	1	1	1	0	0	1	0

Q4C25CW. How influential was the SALESPERSON in your decision to purchase the clothes washer?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Very	15%	16%	14%	10%	17%	17%	23%	13%	16%	14%	30%	21%	13%	0%	15%	15%	100%	11%	22%	0%	0%	15%	0%
Somewhat or	27%	28%	25%	32%	23%	28%	18%	34%	23%	27%	22%	22%	29%	35%	27%	27%	0%	21%	11%	0%	0%	28%	0%
Not at all influential	57%	55%	59%	58%	60%	53%	56%	54%	59%	58%	44%	56%	57%	65%	57%	57%	0%	68%	67%	0%	100%	57%	100%
DON'T KNOW	1%	1%	2%	0%	0%	2%	3%	0%	2%	1%	5%	1%	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%
N	369	191	178	140	55	82	92	114	255	339	21	103	266	3	366	368	1	25	8	0	1	22	1

Q4C26CW. How influential was the ADVERTISING MATERIAL in your decision to purchase the clothes washer?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Very	17%	18%	17%	21%	12%	8%	20%	16%	18%	16%	31%	21%	16%	0%	18%	17%	0%	44%	0%	0%	0%	44%	0%
Somewhat or	28%	32%	23%	30%	43%	22%	17%	33%	25%	28%	35%	25%	29%	67%	27%	28%	0%	39%	75%	0%	0%	39%	0%
Not at all influential	52%	48%	56%	48%	39%	70%	56%	49%	54%	54%	34%	47%	53%	33%	52%	52%	0%	17%	25%	0%	0%	17%	0%
DON'T KNOW	3%	3%	3%	2%	6%	0%	7%	2%	4%	3%	0%	7%	2%	0%	3%	3%	0%	0%	0%	0%	0%	0%	0%
N	130	69	61	58	17	26	29	48	82	121	5	31	99	3	127	130	0	10	3	0	0	10	0

Q4C27CW. How influential was the FLEX YOUR POWER AD CAMPAIGN in your decision to purchase the clothes washer?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Very	6%	7%	5%	6%	4%	4%	8%	5%	6%	5%	19%	6%	6%	0%	6%	6%	0%	15%	14%	0%	0%	17%	0%
Somewhat or	16%	18%	15%	21%	15%	10%	14%	19%	15%	16%	11%	18%	16%	0%	17%	16%	0%	23%	0%	0%	0%	26%	0%
Not at all influential	74%	70%	78%	71%	81%	81%	70%	72%	75%	76%	60%	73%	74%	100%	74%	74%	100%	63%	86%	0%	0%	57%	0%
DON'T KNOW	4%	5%	2%	2%	0%	5%	8%	4%	4%	3%	11%	3%	4%	0%	4%	4%	0%	0%	0%	0%	0%	0%	0%
N	284	127	157	104	42	66	72	82	202	260	17	59	225	4	280	283	1	20	6	0	0	19	0

Q4C28CW. How influential was the 20/20 OR 20/10 AD CAMPAIGN in your decision to purchase the clothes washer?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Very	9%	11%	7%	12%	5%	0%	6%	14%	6%	8%	27%	3%	11%	0%	9%	9%	0%	14%	0%	0%	0%	14%	0%
Somewhat or	15%	17%	12%	18%	13%	6%	11%	16%	14%	15%	27%	16%	15%	0%	15%	15%	0%	32%	33%	0%	0%	32%	0%
Not at all influential	75%	71%	80%	70%	83%	88%	83%	71%	79%	77%	46%	78%	74%	100%	75%	75%	100%	53%	67%	0%	0%	53%	0%
DON'T KNOW	1%	1%	0%	0%	0%	6%	0%	0%	1%	1%	0%	2%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%
N	122	70	52	74	13	17	18	54	68	117	4	32	90	1	121	121	1	6	3	0	0	6	0

Q4C2AC. Did you purchase your air conditioner at a retail store or through a contractor?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Retail store	10%	10%	10%	9%	9%	6%	16%	12%	9%	10%	18%	7%	11%	0%	10%	10%	0%	6%	13%	0%	0%	9%	0%
Contractor	85%	85%	85%	86%	91%	88%	76%	82%	86%	85%	82%	91%	83%	0%	85%	85%	0%	94%	87%	0%	100%	91%	100%
Came with house	1%	2%	0%	1%	0%	1%	0%	2%	1%	1%	0%	2%	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%
Senior citizens program	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other -specify	1%	1%	1%	1%	0%	1%	1%	2%	1%	1%	0%	0%	2%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	3%	2%	3%	1%	0%	4%	4%	3%	3%	3%	0%	0%	4%	0%	3%	3%	0%	0%	0%	0%	0%	0%	0%
N	242	105	137	70	21	83	68	64	178	229	11	55	187	0	242	242	0	27	9	0	2	22	3

Q4C4AC. Do you recall seeing any [Utility] literature or displays that provided information about the energy efficiency of the air conditioner you purchased?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	21%	11%	29%	16%	50%	22%	18%	15%	24%	23%	0%	32%	19%	0%	21%	21%	0%	0%	0%	0%	0%	0%	0%
NO	71%	89%	55%	84%	0%	78%	72%	85%	63%	69%	100%	68%	71%	0%	71%	71%	0%	100%	100%	0%	0%	100%	0%
DON'T KNOW	8%	0%	15%	0%	50%	0%	9%	0%	13%	9%	0%	0%	10%	0%	8%	8%	0%	0%	0%	0%	0%	0%	0%
N	24	11	13	6	2	5	11	8	16	22	2	4	20	0	24	24	0	2	1	0	0	2	0

Q4C7AC. Did you speak with a salesperson when you were shopping for air conditioner?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	64%	40%	85%	69%	100%	57%	55%	53%	70%	69%	0%	32%	71%	0%	64%	64%	0%	43%	100%	0%	0%	43%	0%
NO	36%	60%	15%	31%	0%	43%	45%	47%	30%	31%	100%	68%	29%	0%	36%	36%	0%	57%	0%	0%	0%	57%	0%
N	24	11	13	6	2	5	11	8	16	22	2	4	20	0	24	24	0	2	1	0	0	2	0

Q4C8AC. Did the salesperson tell you about the rebate program?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	30%	20%	34%	0%	50%	38%	50%	20%	34%	30%	0%	0%	33%	0%	30%	30%	0%	0%	0%	0%	0%	0%	0%
NO	49%	52%	47%	77%	0%	62%	33%	52%	47%	49%	0%	0%	53%	0%	49%	49%	0%	100%	100%	0%	0%	100%	0%
DON'T KNOW	21%	28%	18%	23%	50%	0%	17%	28%	18%	21%	0%	100%	14%	0%	21%	21%	0%	0%	0%	0%	0%	0%	0%
N	15	4	11	4	2	3	6	4	11	15	0	1	14	0	15	15	0	1	1	0	0	1	0

Q4C9AC. Did the salesperson inform you of the benefits of high efficiency air conditioner?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	79%	100%	70%	77%	50%	62%	100%	100%	70%	79%	0%	100%	77%	0%	79%	79%	0%	100%	100%	0%	0%	100%	0%
NO	14%	0%	20%	23%	0%	38%	0%	0%	20%	14%	0%	0%	15%	0%	14%	14%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	7%	0%	10%	0%	50%	0%	0%	0%	10%	7%	0%	0%	8%	0%	7%	7%	0%	0%	0%	0%	0%	0%	0%
N	15	4	11	4	2	3	6	4	11	15	0	1	14	0	15	15	0	1	1	0	0	1	0

Q4C10AC. Did your contractor inform you of the benefits of high efficiency air conditioner?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	64%	59%	68%	67%	59%	62%	63%	63%	64%	63%	67%	51%	68%	0%	64%	64%	0%	48%	52%	0%	0%	44%	100%
NO	30%	37%	25%	29%	36%	29%	32%	31%	30%	31%	33%	44%	26%	0%	30%	30%	0%	48%	39%	0%	100%	50%	0%
DON'T KNOW	6%	5%	6%	4%	5%	8%	5%	6%	5%	6%	0%	5%	6%	0%	6%	6%	0%	3%	10%	0%	0%	5%	0%
N	205	89	116	61	19	73	52	52	153	194	9	50	155	0	205	205	0	25	8	0	2	20	3

Q4C13AC. Did your contractor inform you of the Home Energy Efficiency Rebate program?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	30%	27%	32%	34%	31%	29%	23%	32%	29%	30%	25%	23%	32%	0%	30%	30%	0%	23%	11%	0%	50%	23%	0%
NO	63%	68%	59%	59%	69%	64%	67%	62%	64%	64%	64%	74%	60%	0%	63%	63%	0%	70%	79%	0%	50%	66%	100%
DON'T KNOW	7%	5%	8%	7%	0%	7%	10%	5%	8%	6%	11%	4%	8%	0%	7%	7%	0%	7%	10%	0%	0%	11%	0%
N	205	89	116	61	19	73	52	52	153	194	9	50	155	0	205	205	0	25	8	0	2	20	3

Q4C14AC. Did your contractor recommend purchasing a high efficiency air conditioner rather than a standard efficiency unit?/ Did your contractor recommend installing Insulation?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	61%	54%	66%	69%	64%	53%	56%	64%	59%	61%	44%	45%	66%	0%	61%	61%	0%	58%	55%	0%	100%	54%	41%
NO	29%	34%	26%	22%	20%	35%	37%	29%	29%	29%	31%	41%	25%	0%	29%	29%	0%	24%	35%	0%	0%	32%	17%
DON'T KNOW	10%	12%	8%	9%	15%	12%	6%	7%	11%	10%	25%	13%	9%	0%	10%	10%	0%	18%	10%	0%	0%	15%	41%
N	205	89	116	61	19	73	52	52	153	194	9	50	155	0	205	205	0	25	8	0	2	20	3

Q4C15AC. How old was the air conditioner that was replaced?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Less than 5 years old	2%	1%	2%	1%	5%	0%	3%	0%	2%	2%	0%	2%	2%	0%	2%	2%	0%	0%	0%	0%	0%	0%	0%
5 to 10 years old	8%	11%	6%	11%	0%	9%	8%	9%	8%	8%	18%	17%	6%	0%	8%	8%	0%	22%	21%	0%	0%	10%	83%
10 to 15 years old	12%	11%	14%	10%	9%	15%	14%	12%	13%	13%	9%	11%	13%	0%	12%	12%	0%	12%	0%	0%	0%	18%	0%
15 to 20 years old	14%	12%	16%	9%	30%	17%	11%	15%	13%	14%	9%	12%	15%	0%	14%	14%	0%	13%	21%	0%	50%	9%	0%
More than 20 years old	24%	28%	21%	28%	9%	24%	25%	31%	22%	25%	9%	23%	25%	0%	24%	24%	0%	28%	23%	0%	0%	41%	0%
Did not have old unit	35%	34%	37%	36%	47%	32%	34%	28%	38%	34%	45%	34%	36%	0%	35%	35%	0%	25%	35%	0%	50%	22%	17%
DON'T KNOW	4%	4%	4%	4%	0%	4%	6%	5%	4%	4%	9%	2%	5%	0%	4%	4%	0%	0%	0%	0%	0%	0%	0%
N	242	105	137	70	21	83	68	64	178	229	11	55	187	0	242	242	0	27	9	0	2	22	3

Q4C17AC. Was your old air conditioner in working order when it was replaced?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	53%	51%	54%	49%	61%	47%	62%	52%	53%	53%	33%	49%	54%	0%	53%	53%	0%	40%	35%	0%	0%	58%	0%
NO	43%	46%	41%	46%	39%	48%	36%	46%	42%	43%	50%	49%	42%	0%	43%	43%	0%	60%	65%	0%	100%	42%	100%
DON'T KNOW	4%	3%	5%	5%	0%	5%	2%	2%	5%	3%	17%	2%	4%	0%	4%	4%	0%	0%	0%	0%	0%	0%	0%
N	158	70	88	45	11	57	45	46	112	152	6	36	122	0	158	158	0	20	6	0	1	17	2

Q4C18AC. Could your old air conditioner have been fixed, or was it beyond repair?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Could have been fixed	25%	22%	27%	34%	22%	21%	14%	32%	21%	26%	0%	21%	26%	0%	25%	25%	0%	13%	50%	0%	0%	26%	0%
Beyond Repair	36%	41%	32%	38%	22%	38%	36%	36%	37%	36%	33%	51%	31%	0%	36%	36%	0%	49%	30%	0%	0%	30%	100%
Cheaper (easier) to replace	35%	31%	38%	20%	56%	41%	43%	24%	40%	33%	67%	21%	39%	0%	35%	35%	0%	31%	20%	0%	100%	30%	0%
RECORD OTHER	1%	2%	0%	3%	0%	0%	0%	3%	0%	1%	0%	0%	1%	0%	1%	1%	0%	7%	0%	0%	0%	15%	0%
DON'T KNOW	3%	4%	3%	5%	0%	0%	6%	5%	2%	3%	0%	7%	2%	0%	3%	3%	0%	0%	0%	0%	0%	0%	0%
N	67	31	36	20	4	27	16	20	47	64	3	17	50	0	67	67	0	10	4	0	1	7	2

Q4C19AC. What type of unit was your old air conditioner system? Was it…	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Central air conditioning system	89%	87%	90%	80%	100%	95%	87%	87%	89%	88%	100%	83%	90%	.	89%	89%	.	100%	67%	.	100%	100%	100%
Central Heat pump	4%	7%	1%	4%	0%	5%	2%	7%	3%	4%	0%	11%	2%	.	4%	4%	.	0%	17%	.	0%	0%	0%
Window or wall unit/room air conditioner	3%	3%	2%	2%	0%	0%	7%	2%	3%	3%	0%	6%	2%	.	3%	3%	.	0%	0%	.	0%	0%	0%
NONE or fans only	1%	0%	2%	2%	0%	0%	2%	0%	2%	1%	0%	0%	2%	.	1%	1%	.	0%	0%	.	0%	0%	0%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	0%	0%	.	0%	0%	.	0%	0%	0%
DON'T KNOW	6%	7%	5%	11%	0%	5%	2%	9%	5%	6%	0%	8%	5%	.	6%	6%	.	0%	17%	.	0%	0%	0%
N	158	70	88	45	11	57	45	46	112	152	6	36	122	0	158	158	0	20	6	0	1	17	2

Q4C23AC. How influential was the REBATE in your decision to purchase the air conditioner?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Very	21%	15%	26%	25%	50%	17%	11%	0%	29%	22%	0%	31%	18%	0%	21%	21%	0%	0%	0%	0%	0%	0%	0%
Somewhat or	26%	40%	14%	38%	50%	17%	11%	52%	16%	27%	0%	16%	29%	0%	26%	26%	0%	0%	0%	0%	0%	0%	0%
Not at all influential	50%	45%	54%	38%	0%	67%	67%	48%	50%	48%	100%	53%	49%	0%	50%	50%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	4%	0%	6%	0%	0%	0%	11%	0%	5%	4%	0%	0%	5%	0%	4%	4%	0%	0%	0%	0%	0%	0%	0%
N	25	11	14	8	2	6	9	6	19	24	1	6	19	0	25	25	0	0	0	0	0	0	0

Q4C24AC. How influential was the CONTRACTOR in your decision to purchase the air conditioner?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Very	36%	39%	33%	44%	15%	33%	34%	47%	31%	36%	33%	36%	36%	0%	36%	36%	0%	24%	45%	0%	0%	25%	41%
Somewhat or	20%	17%	23%	22%	15%	20%	19%	19%	21%	20%	13%	16%	22%	0%	20%	20%	0%	26%	11%	0%	0%	40%	0%
Not at all influential	42%	42%	41%	33%	69%	42%	41%	33%	45%	41%	53%	47%	40%	0%	42%	42%	0%	50%	44%	0%	100%	35%	59%
DON'T KNOW	3%	1%	4%	0%	0%	4%	6%	0%	4%	3%	0%	2%	3%	0%	3%	3%	0%	0%	0%	0%	0%	0%	0%
N	205	89	116	61	19	73	52	52	153	194	9	50	155	0	205	205	0	25	8	0	2	20	3

Q4C25AC. How influential was the SALESPERSON in your decision to purchase the air conditioner?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Very	27%	0%	38%	23%	50%	0%	33%	0%	38%	27%	0%	0%	29%	0%	27%	27%	0%	0%	0%	0%	0%	0%	0%
Somewhat or	34%	72%	18%	32%	50%	24%	33%	72%	18%	34%	0%	0%	37%	0%	34%	34%	0%	100%	100%	0%	0%	100%	0%
Not at all influential	39%	28%	44%	45%	0%	76%	33%	28%	44%	39%	0%	100%	34%	0%	39%	39%	0%	0%	0%	0%	0%	0%	0%
N	15	4	11	4	2	3	6	4	11	15	0	1	14	0	15	15	0	1	1	0	0	1	0

Q4C26AC. How influential was the ADVERTISING MATERIAL in your decision to purchase the air conditioner?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Very	22%	0%	29%	0%	100%	0%	0%	0%	29%	22%	0%	0%	29%	0%	22%	22%	0%	0%	0%	0%	0%	0%	0%
Somewhat or	18%	0%	24%	0%	0%	0%	50%	0%	24%	18%	0%	0%	24%	0%	18%	18%	0%	0%	0%	0%	0%	0%	0%
Not at all influential	61%	100%	48%	100%	0%	100%	50%	100%	48%	61%	0%	100%	48%	0%	61%	61%	0%	0%	0%	0%	0%	0%	0%
N	5	1	4	1	1	1	2	1	4	5	0	1	4	0	5	5	0	0	0	0	0	0	0

Q4C27AC. How influential was the FLEX YOUR POWER AD CAMPAIGN in your decision to purchase the air conditioner?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Very	7%	4%	8%	8%	17%	4%	6%	4%	8%	7%	0%	11%	6%	0%	7%	7%	0%	4%	0%	0%	0%	6%	0%
Somewhat or	13%	15%	12%	18%	8%	7%	14%	22%	10%	13%	0%	11%	13%	0%	13%	13%	0%	0%	0%	0%	0%	0%	0%
Not at all influential	77%	78%	76%	70%	75%	86%	77%	71%	79%	76%	100%	72%	78%	0%	77%	77%	0%	96%	100%	0%	100%	94%	100%
DON'T KNOW	3%	3%	4%	5%	0%	2%	3%	4%	3%	3%	0%	6%	3%	0%	3%	3%	0%	0%	0%	0%	0%	0%	0%
N	132	46	86	42	11	43	36	29	103	128	3	20	112	0	132	132	0	17	1	0	2	14	1

Q4C28AC. How influential was the 20/20 OR 20/10 AD CAMPAIGN in your decision to purchase the air conditioner?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Very	13%	6%	21%	13%	25%	7%	16%	8%	16%	14%	0%	15%	12%	0%	13%	13%	0%	0%	0%	0%	0%	0%	0%
Somewhat or	16%	22%	8%	21%	0%	13%	0%	25%	9%	17%	0%	15%	16%	0%	16%	16%	0%	0%	100%	0%	0%	0%	0%
Not at all influential	69%	69%	68%	66%	75%	73%	69%	67%	70%	68%	74%	65%	70%	0%	69%	69%	0%	100%	0%	0%	100%	100%	100%
DON'T KNOW	3%	3%	3%	0%	0%	7%	16%	0%	5%	2%	26%	6%	2%	0%	3%	3%	0%	0%	0%	0%	0%	0%	0%
N	58	32	26	32	4	15	7	24	34	53	4	14	44	0	58	58	0	11	1	0	1	8	2

Q4C2IN. Did you purchase your insulation at a retail store or through a contractor?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Retail store	41%	49%	36%	49%	33%	31%	42%	59%	35%	41%	38%	47%	40%	100%	41%	41%	0%	45%	37%	0%	0%	47%	50%
Contractor	49%	43%	54%	41%	58%	61%	48%	34%	55%	50%	43%	44%	50%	0%	49%	49%	0%	45%	51%	0%	100%	48%	25%
Utility installed	2%	1%	2%	1%	6%	0%	0%	0%	2%	2%	0%	3%	1%	0%	2%	2%	0%	0%	0%	0%	0%	0%	0%
Came with house	1%	0%	1%	1%	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%
Other -specify	2%	1%	2%	1%	3%	2%	3%	1%	2%	2%	0%	0%	2%	0%	2%	2%	0%	3%	0%	0%	0%	4%	0%
DON'T KNOW	6%	6%	5%	7%	0%	6%	7%	7%	5%	5%	19%	6%	6%	0%	6%	6%	0%	7%	12%	0%	0%	0%	25%
N	196	76	120	79	34	48	35	47	149	186	6	42	154	1	195	196	0	30	6	0	1	25	4

Q4C4IN. Do you recall seeing any [Utility] literature or displays that provided information about the energy efficiency of the insulation you purchased?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	13%	17%	10%	15%	0%	18%	14%	19%	10%	14%	0%	16%	12%	0%	13%	13%	0%	11%	0%	0%	0%	16%	0%
NO	69%	65%	73%	67%	79%	62%	73%	63%	72%	67%	100%	60%	72%	100%	69%	69%	0%	77%	49%	0%	0%	68%	100%
DON'T KNOW	18%	18%	18%	18%	21%	21%	14%	18%	18%	19%	0%	25%	16%	0%	18%	18%	0%	12%	51%	0%	0%	16%	0%
N	80	36	44	38	12	15	15	27	53	75	2	20	60	1	79	80	0	14	2	0	0	12	2

Q4C7IN. did you speak with a salesperson when you were shopping for insulation?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	19%	23%	17%	21%	25%	7%	20%	23%	17%	19%	50%	31%	16%	0%	20%	19%	0%	21%	51%	0%	0%	9%	50%
NO	72%	68%	75%	70%	61%	86%	73%	69%	74%	71%	50%	63%	75%	100%	72%	72%	0%	74%	49%	0%	0%	84%	50%
DON'T KNOW	9%	9%	8%	8%	14%	7%	7%	8%	9%	9%	0%	6%	9%	0%	9%	9%	0%	5%	0%	0%	0%	7%	0%
N	80	36	44	38	12	15	15	27	53	75	2	20	60	1	79	80	0	14	2	0	0	12	2

Q4C8IN. Did the salesperson tell you about the rebate program?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	19%	10%	30%	13%	0%	0%	67%	0%	34%	20%	0%	14%	21%	0%	19%	19%	0%	0%	0%	0%	0%	0%	0%
NO	45%	58%	28%	45%	37%	100%	33%	61%	31%	40%	100%	86%	19%	0%	45%	45%	0%	30%	0%	0%	0%	100%	0%
DON'T KNOW	37%	32%	43%	42%	63%	0%	0%	39%	35%	40%	0%	0%	59%	0%	37%	37%	0%	70%	100%	0%	0%	0%	100%
N	14	8	6	8	2	1	3	6	8	13	1	6	8	0	14	14	0	2	1	0	0	1	1

Q4C9IN. Did the salesperson inform you of the benefits of high efficiency insulation?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	43%	23%	68%	25%	63%	0%	100%	16%	65%	46%	0%	14%	60%	0%	43%	43%	0%	0%	100%	0%	0%	0%	0%
NO	47%	58%	32%	58%	37%	100%	0%	61%	35%	43%	100%	86%	23%	0%	47%	47%	0%	30%	0%	0%	0%	100%	0%
DON'T KNOW	10%	19%	0%	17%	0%	0%	0%	23%	0%	11%	0%	0%	17%	0%	10%	10%	0%	70%	0%	0%	0%	0%	100%
N	14	8	6	8	2	1	3	6	8	13	1	6	8	0	14	14	0	2	1	0	0	1	1

Q4C10IN. Did your contractor inform you of the benefits of high efficiency insulation?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	52%	63%	46%	54%	30%	60%	60%	66%	49%	52%	69%	62%	49%	0%	52%	52%	0%	43%	63%	0%	0%	40%	100%
NO	42%	29%	49%	38%	59%	36%	40%	28%	45%	42%	31%	28%	45%	0%	42%	42%	0%	51%	37%	0%	100%	51%	0%
DON'T KNOW	6%	9%	5%	8%	11%	3%	0%	7%	6%	7%	0%	10%	5%	0%	6%	6%	0%	6%	0%	0%	0%	9%	0%
N	98	34	64	33	19	29	17	16	82	94	3	19	79	0	98	98	0	14	3	0	1	12	1

Q4C13IN. Did your contractor inform you of the Home Energy Efficiency Rebate program?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	17%	20%	16%	11%	16%	24%	24%	17%	18%	17%	38%	22%	17%	0%	17%	17%	0%	6%	0%	0%	0%	9%	0%
NO	73%	77%	71%	79%	79%	62%	70%	83%	71%	75%	62%	74%	73%	0%	73%	73%	0%	94%	100%	0%	100%	91%	100%
DON'T KNOW	9%	3%	13%	10%	5%	14%	6%	0%	11%	8%	0%	5%	10%	0%	9%	9%	0%	0%	0%	0%	0%	0%	0%
N	98	34	64	33	19	29	17	16	82	94	3	19	79	0	98	98	0	14	3	0	1	12	1

Q4C14IN. Did your contractor recommend purchasing a high efficiency insulation rather than a standard efficiency unit? Did your contractor recommend installing Insulation?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	46%	39%	51%	48%	44%	46%	46%	30%	50%	47%	0%	49%	46%	0%	46%	46%	0%	56%	100%	0%	0%	57%	100%
NO	48%	58%	43%	46%	51%	47%	54%	63%	45%	47%	100%	51%	48%	0%	48%	48%	0%	44%	0%	0%	100%	43%	0%
DON'T KNOW	5%	3%	6%	6%	5%	7%	0%	7%	5%	6%	0%	0%	7%	0%	5%	5%	0%	0%	0%	0%	0%	0%	0%
N	98	34	64	33	19	29	17	16	82	94	3	19	79	0	98	98	0	14	3	0	1	12	1

Q4C14CIN. Did you have insulation in your home prior to this recent installation?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	76%	77%	75%	81%	76%	78%	57%	81%	74%	77%	32%	74%	77%	100%	76%	76%	0%	79%	74%	0%	100%	68%	100%
NO	19%	20%	19%	13%	21%	16%	40%	17%	20%	19%	49%	23%	18%	0%	19%	19%	0%	21%	26%	0%	0%	32%	0%
DON'T KNOW	5%	3%	6%	5%	3%	6%	3%	2%	6%	4%	19%	3%	5%	0%	5%	5%	0%	0%	0%	0%	0%	0%	0%
N	195	75	120	79	33	48	35	47	148	185	6	41	154	1	194	195	0	30	6	0	1	25	4

Q4C23IN. How influential was the REBATE in your decision to purchase the insulation?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Very	20%	66%	0%	39%	0%	0%	33%	100%	9%	20%	0%	66%	0%	0%	20%	20%	0%	0%	0%	0%	0%	0%	0%
Somewhat or	38%	34%	40%	61%	44%	0%	0%	0%	43%	38%	0%	34%	40%	0%	38%	38%	0%	55%	0%	0%	0%	55%	0%
Not at all influential	32%	0%	46%	0%	34%	0%	67%	0%	36%	32%	0%	0%	46%	0%	32%	32%	0%	45%	0%	0%	0%	45%	0%
DON'T KNOW	10%	0%	14%	0%	22%	0%	0%	0%	11%	10%	0%	0%	14%	0%	10%	10%	0%	0%	0%	0%	0%	0%	0%
N	11	3	8	3	5	0	3	1	10	11	0	3	8	0	11	11	0	2	0	0	0	2	0

Q4C24IN. How influential was the CONTRACTOR in your decision to purchase the insulation?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Very	19%	18%	20%	19%	11%	26%	18%	21%	19%	20%	0%	20%	19%	0%	19%	19%	0%	31%	28%	0%	0%	23%	100%
Somewhat or	21%	15%	24%	20%	22%	21%	22%	16%	22%	22%	0%	19%	22%	0%	21%	21%	0%	18%	72%	0%	0%	25%	0%
Not at all influential	55%	63%	51%	54%	61%	50%	60%	56%	55%	53%	100%	54%	56%	0%	55%	55%	0%	51%	0%	0%	100%	52%	0%
DON'T KNOW	4%	3%	5%	6%	5%	3%	0%	7%	4%	5%	0%	7%	4%	0%	4%	4%	0%	0%	0%	0%	0%	0%	0%
N	98	34	64	33	19	29	17	16	82	94	3	19	79	0	98	98	0	14	3	0	1	12	1

Q4C25IN. How influential was the SALESPERSON in your decision to purchase the insulation?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Very	5%	0%	12%	0%	0%	0%	33%	0%	10%	6%	0%	0%	9%	0%	5%	5%	0%	0%	0%	0%	0%	0%	0%
Somewhat or	15%	14%	17%	25%	0%	0%	0%	16%	14%	16%	0%	20%	12%	0%	15%	15%	0%	0%	0%	0%	0%	0%	0%
Not at all influential	79%	86%	70%	75%	100%	100%	67%	84%	76%	78%	100%	80%	79%	0%	79%	79%	0%	100%	100%	0%	0%	100%	100%
N	14	8	6	8	2	1	3	6	8	13	1	6	8	0	14	14	0	2	1	0	0	1	1

Q4C26IN. How influential was the ADVERTISING MATERIAL in your decision to purchase the insulation?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Somewhat or	18%	18%	18%	28%	0%	0%	0%	20%	15%	18%	0%	0%	25%	0%	18%	18%	0%	57%	0%	0%	0%	57%	0%
Not at all influential	71%	64%	82%	54%	0%	100%	100%	59%	85%	71%	0%	100%	59%	0%	71%	71%	0%	43%	0%	0%	0%	43%	0%
DON'T KNOW	11%	18%	0%	18%	0%	0%	0%	20%	0%	11%	0%	0%	16%	0%	11%	11%	0%	0%	0%	0%	0%	0%	0%
N	11	7	4	6	0	3	2	6	5	11	0	4	7	0	11	11	0	2	0	0	0	2	0

Q4C27IN. How influential was the FLEX YOUR POWER AD CAMPAIGN in your decision to purchase the insulation?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Very	4%	2%	5%	3%	0%	5%	10%	3%	4%	3%	0%	0%	5%	0%	4%	4%	0%	9%	0%	0%	0%	0%	25%
Somewhat or	16%	25%	11%	20%	3%	19%	14%	32%	11%	17%	0%	16%	16%	0%	16%	16%	0%	7%	0%	0%	0%	13%	0%
Not at all influential	76%	63%	83%	70%	97%	76%	70%	56%	82%	76%	63%	70%	77%	100%	76%	76%	0%	84%	100%	0%	100%	87%	75%
DON'T KNOW	4%	9%	1%	7%	0%	0%	5%	9%	3%	3%	37%	14%	2%	0%	4%	4%	0%	0%	0%	0%	0%	0%	0%
N	106	36	70	47	18	21	20	23	83	101	3	17	89	1	105	106	0	20	1	0	1	15	4

Q4C28IN. How influential was the 20/20 OR 20/10 AD CAMPAIGN in your decision to purchase the insulation?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Somewhat or	19%	33%	11%	21%	0%	17%	29%	38%	12%	21%	0%	10%	21%	0%	20%	19%	0%	10%	100%	0%	0%	20%	0%
Not at all influential	79%	61%	89%	77%	100%	83%	71%	62%	86%	79%	0%	74%	79%	100%	78%	79%	0%	90%	0%	0%	100%	80%	100%
DON'T KNOW	2%	6%	0%	3%	0%	0%	0%	0%	3%	0%	100%	16%	0%	0%	2%	2%	0%	0%	0%	0%	0%	0%	0%
N	53	19	34	41	3	6	3	14	39	50	1	7	46	1	52	53	0	14	1	0	1	10	3

4D. DEMOGRAPHICS - APPLIANCES AND EQUIPMENT

Q4D2. What type of air conditioning system do you have in your home?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Central air conditioning system	55%	56%	54%	53%	42%	62%	59%	68%	50%	55%	46%	49%	57%	35%	56%	56%	36%	55%	44%	54%	56%	56%	46%
Evaporative Cooler	4%	6%	2%	5%	0%	5%	2%	8%	2%	4%	3%	7%	2%	6%	3%	4%	4%	4%	4%	3%	2%	4%	10%
Heat pump	1%	2%	1%	2%	1%	2%	1%	3%	1%	1%	1%	2%	1%	1%	1%	1%	3%	1%	2%	0%	0%	2%	1%
Room/Wall unit	7%	8%	6%	6%	9%	6%	8%	5%	8%	7%	6%	9%	6%	20%	6%	7%	16%	8%	10%	11%	4%	8%	10%
NONE	33%	29%	38%	34%	48%	26%	29%	17%	39%	33%	44%	33%	33%	36%	33%	33%	39%	31%	40%	29%	36%	31%	33%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	3%	1%	1%	4%	1%	2%	3%	2%	1%	0%
N	2408	1238	1170	864	392	578	574	631	1777	2239	126	674	1734	192	2214	2291	115	727	198	35	50	549	100

Q4D3. How old is your existing primary air conditioning system?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Less than 5 years old	33%	33%	33%	32%	30%	37%	33%	32%	34%	33%	39%	35%	32%	34%	33%	34%	27%	36%	28%	42%	28%	38%	35%
5 to 10 years old	25%	23%	27%	24%	27%	24%	26%	24%	26%	25%	21%	22%	26%	17%	26%	25%	18%	25%	28%	14%	19%	30%	17%
10 to 15 years old	12%	13%	11%	14%	15%	9%	10%	15%	11%	12%	12%	11%	13%	13%	12%	12%	12%	13%	17%	8%	20%	11%	15%
15 to 20 years old	10%	10%	11%	10%	12%	11%	10%	10%	10%	10%	12%	9%	11%	8%	10%	10%	11%	13%	8%	7%	16%	10%	18%
More than 20 years old	14%	14%	14%	14%	11%	16%	14%	13%	14%	14%	11%	13%	14%	7%	15%	14%	9%	6%	10%	14%	10%	7%	6%
DON'T KNOW	5%	7%	3%	6%	4%	4%	7%	6%	5%	5%	6%	9%	4%	20%	4%	4%	22%	6%	8%	16%	7%	5%	9%
N	1608	881	727	571	205	427	405	524	1084	1505	71	453	1155	123	1483	1537	70	501	119	25	32	380	67

Q4D5. Is your existing air conditioning system in working order?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	97%	97%	98%	98%	97%	97%	98%	98%	97%	98%	94%	97%	98%	94%	98%	98%	94%	98%	96%	96%	96%	97%	99%
NO	2%	2%	1%	1%	3%	2%	2%	1%	2%	1%	6%	2%	2%	2%	2%	2%	0%	1%	3%	4%	0%	1%	1%
DON'T KNOW	1%	1%	1%	2%	1%	1%	0%	1%	1%	1%	0%	2%	1%	4%	1%	1%	6%	1%	1%	0%	4%	1%	0%
N	1601	875	726	569	205	423	404	523	1078	1499	70	448	1153	123	1476	1530	70	501	119	25	32	380	67

Q4D6. Could it be fixed, or is it beyond repair?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Could be fixed	26%	35%	8%	25%	53%	12%	21%	16%	30%	16%	79%	39%	19%	16%	27%	26%	0%	36%	30%	0%	0%	31%	50%
Beyond repair	27%	24%	33%	0%	47%	23%	34%	12%	34%	29%	21%	39%	22%	0%	32%	27%	0%	23%	0%	100%	0%	31%	0%
Cheaper (easier) to replace	24%	17%	39%	40%	0%	23%	34%	37%	19%	29%	0%	0%	36%	0%	29%	24%	0%	41%	19%	0%	0%	38%	50%
RECORD OTHER	3%	5%	0%	0%	0%	12%	0%	12%	0%	4%	0%	0%	5%	0%	4%	3%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	19%	18%	20%	35%	0%	30%	11%	23%	17%	23%	0%	21%	18%	84%	8%	19%	0%	0%	51%	0%	0%	0%	0%
N	27	16	11	4	6	8	9	7	20	23	4	7	20	3	24	27	0	8	4	1	0	6	2

Q4D7. What type of heating do you have in your home?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Gas furnace	82%	76%	90%	80%	78%	84%	90%	79%	84%	82%	81%	75%	85%	57%	85%	84%	57%	78%	71%	78%	86%	78%	72%
Electric heating	6%	8%	3%	6%	7%	5%	4%	6%	5%	6%	8%	9%	4%	11%	5%	5%	15%	5%	9%	2%	4%	5%	6%
Electric strip heat	1%	1%	0%	1%	1%	0%	0%	0%	1%	1%	1%	0%	1%	5%	0%	0%	6%	2%	1%	0%	0%	2%	4%
No heating	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	3%	2%	1%	2%	1%	1%	2%	1%	2%	0%	0%	1%	5%
Wood burning fireplace/wood stove	2%	3%	1%	3%	2%	2%	0%	4%	1%	2%	1%	2%	2%	0%	2%	2%	0%	3%	1%	2%	2%	1%	5%
Heat pump	2%	2%	1%	2%	1%	2%	1%	2%	1%	2%	2%	2%	1%	3%	1%	1%	4%	2%	3%	0%	0%	2%	1%
Gas floor or wall heater	1%	2%	1%	2%	2%	1%	1%	2%	1%	1%	1%	2%	1%	6%	1%	1%	5%	4%	1%	3%	2%	3%	4%
Radiator	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
Propane	1%	1%	1%	2%	1%	1%	0%	2%	1%	1%	0%	1%	1%	1%	1%	1%	2%	1%	2%	4%	0%	2%	1%
Butane	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%
Central heat-fuel unknown	1%	1%	0%	1%	1%	0%	0%	1%	1%	1%	1%	0%	1%	2%	0%	1%	1%	1%	2%	0%	0%	1%	0%
Electric space heaters	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	2%	0%	0%	2%	1%	1%	3%	2%	1%	0%
Diesel	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Gas fireplace	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Pellet stove	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Wall heat	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Oil heating	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
RECORD OTHER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	0%
DON'T KNOW	2%	3%	1%	2%	2%	3%	1%	2%	2%	2%	3%	4%	1%	8%	1%	2%	6%	2%	6%	8%	0%	2%	3%
N	2412	1246	1166	866	388	584	574	640	1772	2242	128	676	1736	191	2220	2295	115	721	198	35	49	546	98

Q4D8. Is your home insulated?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	78%	73%	86%	84%	74%	79%	69%	85%	75%	78%	72%	70%	82%	48%	88%	83%	52%	84%	67%	67%	77%	86%	81%
NO	10%	11%	8%	7%	12%	10%	14%	6%	11%	10%	11%	11%	9%	17%	7%	8%	20%	9%	12%	6%	10%	8%	11%
DON'T KNOW	12%	16%	6%	10%	15%	12%	17%	10%	14%	12%	17%	19%	9%	35%	5%	9%	28%	7%	21%	27%	14%	6%	8%
N	2419	1248	1171	861	384	590	584	640	1779	2250	127	674	1745	192	2225	2301	116	726	203	35	51	548	99

Q4D9. Which of the following areas are insulated?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Ceiling (attic)	91%	90%	92%	92%	89%	91%	91%	93%	90%	92%	82%	90%	91%	67%	92%	92%	72%	92%	85%	79%	92%	92%	90%
Walls	64%	64%	64%	70%	64%	62%	57%	72%	61%	65%	55%	57%	67%	63%	64%	64%	63%	74%	64%	50%	77%	75%	68%
Floor	15%	14%	15%	19%	14%	12%	10%	15%	15%	15%	13%	13%	15%	12%	15%	14%	22%	21%	18%	13%	23%	22%	16%
Ducts	34%	31%	37%	35%	31%	35%	33%	34%	34%	35%	24%	26%	37%	24%	34%	34%	30%	51%	35%	25%	56%	52%	44%
Between Floors	9%	9%	10%	10%	10%	9%	8%	10%	9%	10%	8%	7%	10%	13%	9%	9%	22%	13%	13%	8%	10%	14%	9%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	5%	6%	4%	5%	6%	4%	5%	4%	5%	4%	10%	5%	5%	21%	4%	4%	20%	6%	8%	17%	5%	5%	10%
N	2106	1056	1050	800	310	519	477	600	1506	1965	105	551	1555	98	2006	2045	60	623	136	24	39	480	80

Q4D9B. Do you feel that your current level of insulation is adequate?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	71%	73%	67%	72%	67%	72%	68%	78%	67%	71%	67%	74%	69%	67%	71%	71%	69%	69%	73%	73%	79%	68%	66%
NO	26%	23%	30%	25%	30%	25%	27%	20%	28%	26%	27%	23%	27%	28%	25%	26%	27%	28%	22%	20%	21%	28%	32%
DON'T KNOW	4%	4%	4%	3%	4%	3%	5%	2%	4%	3%	7%	3%	4%	5%	3%	4%	4%	3%	4%	8%	0%	3%	3%
N	2106	1056	1050	800	310	519	477	600	1506	1965	105	551	1555	98	2006	2045	60	623	136	24	39	480	80

Q4D10. Do you have a washing machine in your home?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	87%	80%	98%	89%	83%	87%	84%	92%	85%	87%	86%	77%	91%	54%	97%	94%	51%	91%	78%	88%	89%	93%	87%
NO	13%	21%	2%	11%	17%	13%	16%	8%	15%	13%	14%	23%	9%	46%	3%	6%	49%	9%	22%	12%	11%	7%	13%
N	2339	1194	1145	824	380	576	559	600	1739	2177	122	650	1689	187	2150	2224	113	727	197	34	51	547	102

Q4D11. How old is your washing machine?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Less than 5 years old	44%	48%	40%	44%	48%	41%	45%	48%	43%	43%	63%	47%	43%	69%	43%	44%	45%	54%	48%	39%	33%	59%	55%
5 to 10 years old	31%	29%	34%	32%	31%	31%	31%	29%	32%	32%	24%	28%	32%	21%	32%	31%	27%	30%	29%	35%	36%	29%	28%
10 to 15 years old	9%	8%	10%	9%	8%	10%	7%	9%	9%	9%	1%	7%	9%	2%	9%	9%	14%	9%	11%	8%	22%	7%	8%
15 to 20 years old	4%	4%	4%	4%	4%	4%	4%	3%	4%	4%	3%	4%	4%	2%	4%	4%	6%	3%	6%	5%	3%	2%	5%
More than 20 years old	10%	9%	11%	9%	8%	12%	11%	9%	10%	10%	6%	11%	9%	2%	11%	10%	4%	3%	5%	8%	5%	2%	4%
DON'T KNOW	2%	2%	1%	2%	1%	1%	2%	1%	2%	1%	3%	2%	1%	4%	1%	1%	4%	1%	1%	4%	3%	1%	0%
N	2224	1094	1130	786	355	551	532	581	1643	2073	113	590	1634	112	2110	2162	61	681	153	30	46	521	90

Q4D13. Is your existing washing machine in working order?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	99%	99%	100%	100%	100%	98%	100%	99%	100%	99%	100%	99%	100%	97%	100%	100%	96%	99%	99%	93%	98%	100%	100%
NO	1%	1%	0%	0%	0%	2%	0%	1%	0%	1%	0%	1%	0%	3%	0%	0%	4%	1%	1%	7%	2%	0%	0%
DON'T KNOW	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
N	2224	1094	1130	786	355	551	532	581	1643	2073	113	590	1634	112	2110	2162	61	681	153	30	46	521	90

Q4D14. Could it be fixed, or is it beyond repair?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Could be fixed	42%	44%	35%	0%	0%	69%	0%	30%	56%	42%	0%	41%	44%	52%	38%	27%	83%	60%	100%	35%	100%	30%	0%
Beyond repair	21%	9%	65%	19%	0%	12%	100%	0%	44%	21%	0%	13%	32%	0%	30%	28%	0%	23%	0%	0%	0%	40%	0%
Cheaper (easier) to replace	7%	9%	0%	0%	0%	12%	0%	14%	0%	7%	0%	13%	0%	0%	11%	10%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	30%	37%	0%	81%	0%	7%	0%	56%	0%	30%	0%	33%	24%	48%	21%	34%	17%	17%	0%	65%	0%	30%	0%
N	12	9	3	3	0	8	1	6	6	12	0	7	5	3	9	9	3	4	1	2	1	3	0

Q4D15. How old is your existing thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Less than 5 years old	37%	35%	40%	37%	30%	42%	38%	39%	37%	38%	28%	36%	38%	27%	39%	39%	20%	32%	27%	24%	26%	33%	36%
5 to 10 years old	22%	21%	23%	24%	20%	19%	24%	22%	22%	22%	21%	19%	23%	10%	23%	23%	13%	21%	22%	7%	12%	23%	14%
10 to 15 years old	10%	11%	10%	11%	11%	10%	10%	12%	10%	11%	12%	10%	11%	7%	11%	11%	9%	11%	11%	19%	16%	11%	8%
15 to 20 years old	8%	8%	9%	8%	7%	10%	7%	8%	8%	8%	8%	7%	8%	7%	8%	8%	9%	9%	7%	8%	13%	8%	12%
More than 20 years old	11%	9%	12%	10%	15%	8%	11%	8%	12%	11%	11%	11%	11%	6%	11%	11%	9%	10%	8%	16%	13%	10%	11%
Did not have unit	7%	9%	4%	6%	12%	6%	5%	6%	7%	6%	10%	11%	5%	21%	5%	6%	20%	10%	15%	3%	11%	8%	15%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	5%	7%	3%	5%	5%	6%	6%	5%	5%	5%	9%	7%	4%	22%	3%	4%	20%	7%	10%	22%	9%	7%	4%
N	2294	1174	1120	817	360	564	553	597	1697	2132	122	643	1651	184	2109	2184	108	570	181	32	40	433	75

Q4D17. Is your current thermostat a …	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Manual Thermostat	47%	49%	44%	43%	51%	49%	51%	43%	49%	46%	57%	56%	44%	59%	46%	46%	64%	44%	52%	56%	42%	42%	51%
A programmable Thermostat or	23%	21%	24%	25%	18%	26%	19%	24%	22%	23%	16%	18%	24%	14%	24%	24%	8%	18%	18%	11%	17%	19%	19%
AN ENERGY STAR Programmable Thermostat ?	11%	10%	12%	12%	9%	9%	11%	12%	10%	11%	9%	10%	11%	5%	12%	11%	4%	12%	8%	0%	6%	15%	8%
Programmable Thermostat (unspecified)	17%	16%	18%	19%	18%	13%	17%	19%	16%	18%	9%	13%	19%	13%	18%	17%	18%	23%	20%	21%	35%	21%	20%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
DON'T KNOW	3%	3%	2%	2%	4%	3%	3%	1%	3%	2%	9%	3%	2%	9%	2%	2%	5%	3%	3%	12%	0%	3%	2%
N	1760	909	851	654	285	401	420	463	1297	1634	96	476	1284	148	1611	1670	88	523	155	31	35	404	64

Q4D21. Do you have a swimming pool in your home?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	14%	13%	16%	13%	14%	17%	16%	16%	14%	15%	12%	10%	16%	4%	16%	15%	3%	14%	10%	10%	10%	15%	12%
NO	86%	87%	84%	87%	86%	83%	84%	84%	86%	85%	88%	90%	84%	96%	84%	85%	97%	86%	90%	90%	90%	85%	88%
DON'T KNOW	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N	2486	1274	1212	899	395	599	593	657	1829	2313	130	687	1799	193	2291	2368	116	744	209	35	52	562	102

Q4D_22. Have you heard of compact fluorescent light fixtures or Energy Star Light Fixtures?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Yes	60%	58%	61%	61%	60%	58%	57%	60%	59%	61%	40%	56%	61%	0%	60%	60%	0%	0%	0%	0%	0%	0%	0%
No	39%	40%	37%	37%	40%	40%	41%	38%	39%	38%	59%	43%	37%	0%	39%	39%	0%	0%	0%	0%	0%	0%	0%
Don't know	2%	2%	1%	2%	0%	1%	3%	2%	1%	2%	1%	1%	2%	0%	2%	2%	0%	0%	0%	0%	0%	0%	0%
N	1511	700	811	502	200	409	400	402	1109	1406	79	403	1108	0	1511	1511	0	0	0	0	0	0	0

Q4D_23. Did you purchase any of these fixtures in 2004 or 2005?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Yes	37%	41%	34%	42%	32%	38%	32%	41%	35%	36%	47%	40%	36%	0%	37%	37%	0%	0%	0%	0%	0%	0%	0%
No	57%	54%	61%	53%	62%	57%	64%	54%	59%	58%	49%	55%	58%	0%	57%	57%	0%	0%	0%	0%	0%	0%	0%
Don't know	5%	5%	6%	5%	7%	5%	4%	5%	5%	5%	4%	5%	5%	0%	5%	5%	0%	0%	0%	0%	0%	0%	0%
N	893	399	494	308	120	239	226	242	651	848	31	221	672	0	893	893	0	0	0	0	0	0	0

4A. DEMOGRAPHICS - GENERAL

Q4A1. In what year was your home built?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
The last 10 years (since 1997)	10%	8%	12%	11%	8%	9%	10%	7%	11%	10%	5%	9%	10%	6%	10%	10%	3%	10%	7%	5%	14%	11%	8%
1990 to 1996	27%	23%	32%	24%	24%	31%	31%	18%	31%	27%	26%	29%	26%	14%	28%	28%	11%	22%	14%	26%	13%	23%	27%
in the 80's	17%	16%	18%	17%	20%	15%	15%	16%	17%	17%	12%	15%	17%	17%	17%	16%	28%	21%	20%	0%	22%	21%	22%
in the 70's	15%	16%	15%	15%	20%	18%	11%	17%	15%	15%	19%	14%	16%	14%	16%	15%	18%	15%	19%	9%	16%	15%	17%
in the 50's or 60's or	14%	17%	12%	15%	12%	14%	15%	18%	13%	15%	15%	15%	14%	15%	14%	14%	15%	13%	17%	18%	21%	11%	8%
BEFORE 1950	14%	17%	10%	16%	12%	11%	15%	21%	11%	14%	18%	15%	14%	18%	14%	14%	14%	16%	16%	17%	10%	17%	14%
DON'T KNOW	3%	4%	1%	2%	4%	3%	3%	2%	3%	3%	4%	5%	2%	16%	1%	2%	11%	3%	6%	26%	4%	2%	4%
N	2511	1283	1228	902	400	609	600	662	1849	2338	130	692	1819	193	2316	2393	116	756	209	35	52	573	103

Q4A2. About how large is your home in terms of total square feet?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
less than 500 square feet	1%	2%	0%	1%	2%	1%	1%	1%	1%	1%	5%	2%	1%	9%	0%	1%	8%	2%	3%	4%	0%	2%	1%
500 to 999 square feet	5%	8%	2%	5%	7%	4%	5%	5%	6%	5%	7%	8%	4%	30%	3%	4%	32%	7%	17%	6%	11%	6%	8%
1000 to 1499 square feet	24%	28%	19%	26%	24%	22%	22%	27%	23%	24%	21%	31%	21%	27%	24%	24%	29%	24%	29%	22%	18%	23%	24%
1500 to 1999 square feet	28%	26%	29%	30%	23%	28%	26%	30%	27%	28%	21%	25%	29%	13%	29%	29%	12%	30%	15%	27%	37%	27%	33%
2000 to 2499 square feet	19%	15%	24%	18%	19%	20%	20%	18%	20%	20%	11%	11%	22%	3%	21%	20%	5%	18%	15%	12%	14%	21%	15%
2500 to 29999 square feet	8%	5%	11%	7%	10%	9%	8%	6%	9%	8%	6%	4%	9%	2%	9%	9%	0%	7%	5%	2%	4%	7%	7%
3000 or more square feet	8%	6%	10%	7%	10%	7%	8%	8%	8%	8%	12%	4%	9%	1%	9%	8%	0%	8%	7%	3%	9%	9%	4%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	7%	9%	4%	6%	5%	8%	9%	6%	7%	6%	17%	14%	4%	15%	6%	6%	13%	5%	9%	24%	6%	4%	8%
N	2511	1283	1228	902	400	609	600	662	1849	2338	130	692	1819	193	2316	2393	116	756	209	35	52	573	103

Q4A3. Did you do any remodeling, renovation or additions since January 2004?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
YES	21%	19%	23%	21%	20%	22%	19%	19%	21%	21%	23%	18%	22%	7%	22%	21%	15%	21%	15%	16%	14%	23%	23%
NO	79%	81%	77%	79%	79%	78%	80%	81%	78%	79%	77%	82%	78%	93%	78%	79%	85%	79%	85%	80%	86%	77%	77%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	4%	0%	0%	0%
N	2511	1283	1228	902	400	609	600	662	1849	2338	130	692	1819	193	2316	2393	116	756	209	35	52	573	103

Q4A3A. In what year?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
2007	12%	12%	13%	12%	11%	11%	16%	14%	12%	13%	4%	9%	13%	0%	12%	12%	0%	9%	0%	0%	0%	9%	0%
2006	38%	37%	39%	38%	34%	43%	35%	35%	39%	37%	49%	38%	38%	0%	38%	38%	0%	24%	0%	0%	0%	25%	0%
2005	26%	24%	27%	26%	24%	24%	28%	27%	25%	27%	12%	23%	27%	45%	26%	26%	100%	26%	0%	0%	0%	26%	0%
2004	21%	22%	20%	21%	25%	20%	19%	18%	22%	20%	25%	25%	20%	55%	21%	21%	0%	39%	0%	0%	100%	38%	0%
DON'T KNOW	3%	5%	1%	4%	5%	1%	1%	5%	2%	2%	10%	5%	2%	0%	3%	3%	0%	2%	0%	0%	0%	2%	0%
N	383	172	211	133	60	105	85	98	285	355	23	100	283	2	381	381	2	54	0	0	1	53	0

Q4A3B. And what month/season?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
January	15%	10%	18%	13%	16%	16%	14%	13%	15%	15%	9%	8%	17%	45%	14%	15%	0%	20%	0%	0%	0%	21%	0%
February	2%	2%	2%	2%	2%	0%	4%	2%	2%	2%	0%	3%	2%	0%	2%	2%	0%	0%	0%	0%	0%	0%	0%
March	8%	9%	6%	10%	4%	6%	8%	14%	5%	8%	0%	5%	8%	0%	8%	8%	0%	4%	0%	0%	0%	4%	0%
April	14%	17%	12%	13%	16%	18%	12%	17%	13%	14%	15%	17%	13%	0%	14%	14%	50%	12%	0%	0%	0%	13%	0%
May	4%	3%	4%	7%	0%	1%	4%	5%	3%	4%	0%	2%	4%	0%	4%	4%	0%	2%	0%	0%	0%	2%	0%
June	2%	3%	2%	2%	4%	4%	0%	4%	2%	2%	0%	4%	2%	55%	2%	2%	0%	8%	0%	0%	0%	8%	0%
July	19%	22%	16%	19%	20%	15%	21%	18%	19%	18%	30%	24%	17%	0%	19%	19%	0%	23%	0%	0%	100%	21%	0%
August	4%	3%	5%	6%	4%	2%	2%	2%	4%	4%	3%	4%	4%	0%	4%	4%	0%	5%	0%	0%	0%	5%	0%
September	3%	2%	4%	2%	2%	4%	4%	4%	3%	3%	0%	1%	4%	0%	3%	3%	0%	0%	0%	0%	0%	0%	0%
October	10%	8%	12%	11%	10%	9%	9%	5%	12%	10%	14%	11%	10%	0%	10%	10%	0%	13%	0%	0%	0%	13%	0%
November	3%	2%	5%	2%	8%	4%	3%	1%	5%	3%	0%	4%	3%	0%	3%	3%	0%	4%	0%	0%	0%	4%	0%
December	4%	4%	5%	2%	7%	6%	5%	4%	4%	4%	9%	2%	5%	0%	4%	4%	0%	5%	0%	0%	0%	5%	0%
DON'T KNOW	12%	14%	11%	10%	9%	16%	13%	13%	12%	12%	20%	15%	11%	0%	12%	12%	50%	5%	0%	0%	0%	5%	0%
N	373	164	209	128	57	104	84	93	280	347	21	95	278	2	371	371	2	53	0	0	1	52	0

Q4A3C. Did this increase or decrease your home's square footage?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Increased	16%	18%	15%	13%	19%	19%	19%	15%	17%	16%	20%	18%	16%	15%	16%	17%	14%	20%	14%	0%	0%	19%	28%
No Change	83%	82%	85%	87%	81%	81%	81%	85%	83%	84%	80%	81%	84%	81%	84%	83%	86%	79%	86%	100%	100%	80%	72%
DON'T KNOW	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	4%	0%	0%	0%	1%	0%	0%	0%	1%	0%
N	535	251	284	195	85	137	118	133	402	498	31	131	404	14	521	518	17	167	33	6	8	131	26

Q4A4A. How many people less than 18 years old live in your home year-round?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
0	69%	65%	73%	69%	73%	64%	70%	68%	69%	70%	39%	56%	74%	66%	69%	68%	76%	69%	68%	71%	88%	67%	60%
1	13%	14%	13%	15%	10%	15%	12%	14%	13%	13%	20%	15%	13%	15%	13%	13%	13%	13%	14%	6%	4%	12%	19%
2	12%	12%	11%	12%	11%	13%	9%	12%	11%	11%	21%	15%	10%	10%	12%	12%	7%	12%	12%	13%	7%	14%	14%
3	4%	5%	2%	3%	4%	5%	5%	3%	4%	3%	11%	8%	2%	4%	4%	4%	2%	4%	4%	0%	0%	5%	5%
4	1%	2%	1%	1%	1%	2%	2%	1%	2%	1%	4%	4%	1%	3%	1%	2%	0%	1%	2%	2%	0%	1%	2%
5	1%	1%	0%	1%	0%	1%	1%	1%	0%	0%	5%	2%	0%	1%	1%	1%	0%	1%	0%	6%	0%	1%	1%
6	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%
7	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%
22	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N	2511	1283	1228	902	400	609	600	662	1849	2338	130	692	1819	193	2316	2393	116	756	209	35	52	573	103

Q4A4B. How many people between 18 and 59 years old live in your home year-round?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
0	32%	30%	35%	34%	33%	30%	32%	35%	31%	33%	13%	27%	34%	17%	34%	33%	27%	30%	30%	41%	50%	27%	27%
1	18%	19%	16%	18%	18%	17%	17%	18%	17%	18%	8%	17%	18%	34%	16%	16%	37%	19%	23%	21%	21%	19%	20%
2	35%	35%	36%	35%	38%	36%	34%	35%	36%	35%	40%	35%	36%	41%	35%	36%	33%	38%	34%	24%	21%	40%	44%
3	10%	10%	9%	9%	9%	11%	11%	9%	10%	9%	23%	12%	9%	5%	10%	10%	1%	9%	9%	6%	9%	11%	6%
4	4%	4%	4%	3%	3%	6%	5%	2%	5%	3%	11%	6%	3%	2%	4%	4%	2%	3%	3%	6%	0%	3%	3%
5	1%	1%	1%	1%	0%	1%	1%	0%	1%	1%	3%	2%	0%	0%	1%	1%	0%	0%	0%	2%	0%	0%	1%
6	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
10	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
32	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N	2511	1283	1228	902	400	609	600	662	1849	2338	130	692	1819	193	2316	2393	116	756	209	35	52	573	103

Q4A4D. How many people 60 years old or older live in your home year-round?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
0	50%	51%	49%	52%	51%	50%	48%	50%	50%	50%	65%	49%	51%	74%	48%	49%	64%	55%	62%	51%	32%	58%	61%
1	26%	26%	25%	27%	23%	26%	25%	26%	25%	26%	17%	27%	25%	22%	26%	25%	29%	23%	24%	31%	33%	22%	21%
2	24%	22%	25%	22%	26%	24%	26%	24%	23%	24%	18%	24%	24%	4%	26%	25%	7%	22%	14%	18%	35%	19%	18%
3	1%	0%	1%	0%	1%	1%	1%	0%	1%	0%	1%	1%	0%	0%	1%	1%	0%	0%	0%	0%	1%	1%	0%
4	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
9	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N	2511	1283	1228	902	400	609	600	662	1849	2338	130	692	1819	193	2316	2393	116	756	209	35	52	573	103

Q4A5. Has the number of people in your household changed since January of 2004?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Yes-INCREASED	8%	9%	7%	9%	6%	8%	8%	8%	8%	8%	10%	12%	7%	11%	8%	8%	7%	9%	9%	10%	11%	8%	11%
YES-DECREASED	13%	11%	14%	13%	15%	12%	12%	13%	13%	13%	12%	10%	14%	9%	13%	13%	10%	14%	9%	12%	10%	15%	13%
NO CHANGE	78%	79%	78%	78%	78%	80%	79%	79%	78%	79%	77%	77%	79%	79%	78%	78%	84%	76%	83%	78%	79%	76%	76%
REFUSED	0%	0%	1%	0%	0%	1%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
DON'T KNOW	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
N	2511	1283	1228	902	400	609	600	662	1849	2338	130	692	1819	193	2316	2393	116	756	209	35	52	573	103

Q4A5INC. By how many has your household increased?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
1	73%	67%	83%	68%	76%	83%	74%	65%	76%	74%	54%	65%	79%	76%	73%	73%	78%	64%	79%	100%	60%	69%	57%
2	18%	22%	10%	22%	20%	7%	17%	29%	13%	17%	23%	21%	15%	14%	18%	17%	22%	19%	15%	0%	20%	20%	10%
3	4%	5%	4%	4%	4%	2%	8%	0%	6%	4%	13%	7%	3%	3%	5%	5%	0%	8%	0%	0%	20%	4%	11%
4	3%	4%	1%	3%	0%	5%	0%	3%	2%	2%	7%	4%	1%	2%	3%	3%	0%	5%	6%	0%	0%	3%	11%
5	2%	1%	2%	1%	0%	3%	2%	0%	2%	1%	4%	1%	2%	0%	2%	2%	0%	2%	0%	0%	0%	4%	0%
6	1%	1%	0%	2%	0%	0%	0%	3%	0%	1%	0%	2%	0%	6%	0%	1%	0%	3%	0%	0%	0%	0%	11%
N	206	122	84	83	26	48	49	51	155	191	13	84	122	24	182	197	9	66	19	4	5	49	10

Q4A5DEC. By how many has your household decreased?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
1	71%	68%	74%	67%	75%	78%	70%	68%	73%	73%	43%	68%	72%	59%	72%	71%	78%	72%	66%	50%	77%	74%	75%
2	18%	19%	18%	18%	20%	10%	23%	19%	18%	17%	37%	13%	20%	21%	18%	18%	11%	17%	34%	18%	0%	18%	16%
3	5%	5%	4%	7%	1%	4%	4%	5%	4%	4%	14%	6%	4%	11%	4%	5%	0%	2%	0%	32%	0%	3%	0%
4	3%	5%	2%	6%	1%	1%	3%	4%	3%	3%	6%	8%	2%	8%	3%	3%	11%	6%	0%	0%	23%	3%	0%
5	2%	2%	2%	1%	3%	4%	0%	3%	1%	2%	0%	2%	2%	2%	2%	2%	0%	2%	0%	0%	0%	1%	9%
6	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Refused	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%
Don't know	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N	327	151	176	117	66	72	72	85	242	307	16	73	254	18	309	316	11	111	18	4	5	89	14

Q4A6A. In what year did the number of people in your household change?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
2007	8%	8%	7%	8%	6%	6%	11%	9%	7%	8%	5%	9%	7%	0%	8%	8%	0%	6%	0%	0%	0%	7%	0%
2006	39%	42%	36%	38%	39%	43%	35%	39%	39%	38%	60%	44%	37%	35%	39%	39%	0%	30%	0%	0%	0%	30%	51%
2005	26%	25%	28%	25%	32%	24%	27%	28%	26%	27%	24%	20%	29%	30%	26%	26%	100%	36%	0%	0%	100%	36%	0%
2004	19%	15%	22%	21%	19%	15%	19%	19%	19%	20%	0%	17%	19%	35%	19%	19%	0%	24%	0%	0%	0%	23%	49%
REFUSED	2%	2%	2%	3%	0%	3%	1%	3%	2%	2%	0%	2%	2%	0%	2%	2%	0%	1%	0%	0%	0%	1%	0%
DON'T KNOW	6%	7%	5%	5%	4%	9%	7%	3%	7%	6%	12%	8%	5%	0%	6%	6%	0%	3%	0%	0%	0%	3%	0%
N	374	173	201	131	65	94	84	90	284	354	19	108	266	6	368	373	1	63	0	0	1	60	2

Q4A6B. And what month/season?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
January	11%	13%	9%	13%	10%	11%	7%	17%	8%	11%	7%	12%	10%	19%	11%	11%	0%	13%	0%	0%	0%	15%	0%
February	8%	10%	7%	10%	5%	5%	11%	9%	8%	8%	13%	12%	7%	0%	8%	8%	0%	4%	0%	0%	0%	5%	0%
March	7%	6%	7%	6%	5%	5%	11%	8%	6%	7%	0%	8%	6%	0%	7%	7%	0%	6%	0%	0%	0%	7%	0%
April	5%	5%	6%	7%	3%	8%	1%	5%	6%	5%	8%	5%	6%	0%	5%	5%	0%	7%	0%	0%	0%	4%	51%
May	5%	4%	6%	6%	4%	6%	3%	4%	5%	5%	3%	4%	5%	0%	5%	5%	0%	1%	0%	0%	0%	2%	0%
June	5%	4%	6%	4%	6%	7%	5%	4%	6%	6%	0%	4%	6%	0%	5%	5%	0%	6%	0%	0%	0%	7%	0%
July	8%	9%	7%	8%	10%	8%	8%	9%	8%	8%	13%	8%	8%	0%	8%	8%	0%	16%	0%	0%	100%	13%	0%
August	7%	8%	7%	5%	17%	6%	6%	8%	7%	8%	0%	10%	6%	15%	7%	7%	0%	10%	0%	0%	0%	7%	49%
September	8%	7%	9%	7%	9%	6%	10%	4%	9%	8%	7%	6%	9%	0%	8%	8%	0%	10%	0%	0%	0%	11%	0%
October	11%	11%	10%	13%	9%	10%	9%	12%	10%	11%	8%	11%	11%	35%	10%	11%	100%	13%	0%	0%	0%	15%	0%
November	5%	7%	4%	7%	3%	3%	5%	9%	4%	5%	8%	7%	4%	16%	5%	5%	0%	3%	0%	0%	0%	3%	0%
December	7%	7%	7%	5%	8%	8%	8%	8%	6%	7%	6%	4%	8%	15%	7%	7%	0%	8%	0%	0%	0%	9%	0%
REFUSED	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	13%	8%	16%	9%	12%	18%	16%	5%	15%	12%	28%	9%	14%	0%	13%	13%	0%	3%	0%	0%	0%	4%	0%
N	343	158	185	121	62	83	77	86	257	325	17	97	246	6	337	342	1	60	0	0	1	57	2

Q4A7. What is the highest level of education you have completed?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Some high school	4%	6%	1%	4%	2%	5%	4%	6%	3%	3%	16%	9%	2%	5%	4%	4%	3%	3%	3%	6%	5%	2%	5%
High school graduate	18%	21%	14%	16%	17%	18%	24%	20%	17%	18%	21%	27%	15%	23%	18%	18%	19%	15%	23%	37%	19%	14%	16%
Trade or technical school	2%	3%	1%	2%	1%	3%	2%	3%	2%	2%	2%	4%	1%	4%	2%	2%	3%	2%	1%	0%	2%	2%	2%
Some college	26%	28%	22%	28%	26%	25%	21%	30%	24%	26%	17%	32%	23%	25%	26%	26%	26%	27%	26%	23%	32%	26%	34%
College graduate	29%	26%	32%	29%	31%	29%	27%	27%	30%	29%	28%	20%	33%	27%	29%	29%	27%	32%	28%	25%	24%	35%	25%
Some graduate school OR	2%	2%	2%	3%	2%	3%	1%	2%	2%	3%	1%	1%	3%	4%	2%	2%	5%	3%	5%	4%	6%	3%	4%
Graduate degree	16%	11%	23%	16%	17%	15%	17%	11%	19%	17%	11%	6%	20%	10%	17%	16%	13%	16%	12%	2%	12%	17%	12%
REFUSED	2%	2%	3%	1%	3%	3%	3%	1%	3%	1%	4%	1%	3%	2%	2%	2%	3%	2%	2%	2%	0%	1%	2%
DON'T KNOW	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N	2511	1283	1228	902	400	609	600	662	1849	2338	130	692	1819	193	2316	2393	116	756	209	35	52	573	103

Q4A8. Which of the following best represents your annual household income from all sources in 2005, before taxes?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Less than $20,000 per year	8%	15%	0%	9%	6%	7%	9%	13%	6%	8%	9%	29%	0%	26%	6%	7%	23%	8%	15%	18%	11%	6%	11%
20 to less than $50,000	19%	31%	6%	20%	19%	16%	20%	22%	18%	19%	32%	49%	8%	34%	18%	18%	31%	18%	26%	41%	17%	20%	15%
50 to less than $75,000	21%	22%	19%	22%	19%	21%	18%	23%	20%	21%	25%	20%	21%	17%	21%	21%	16%	21%	17%	13%	16%	22%	22%
75 to less than $100,000 or	12%	9%	15%	11%	11%	14%	11%	10%	12%	12%	9%	2%	15%	5%	12%	12%	8%	13%	5%	2%	9%	14%	13%
More than $100,000	19%	11%	29%	20%	19%	20%	19%	16%	21%	20%	11%	0%	27%	8%	21%	20%	8%	22%	21%	9%	21%	22%	18%
REFUSED	18%	10%	28%	15%	23%	20%	20%	14%	20%	18%	8%	0%	25%	8%	19%	19%	12%	16%	13%	11%	22%	14%	16%
DON'T KNOW	3%	2%	4%	3%	2%	2%	4%	3%	3%	3%	6%	0%	4%	1%	3%	3%	2%	2%	2%	6%	2%	2%	3%
N	2511	1283	1228	902	400	609	600	662	1849	2338	130	692	1819	193	2316	2393	116	756	209	35	52	573	103

Q4A9. How would you describe your racial or ethnic background?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
Hispanic	12%	17%	7%	10%	12%	14%	16%	13%	12%	10%	60%	23%	8%	13%	12%	13%	8%	10%	13%	31%	6%	10%	11%
African American	4%	5%	3%	3%	3%	4%	6%	3%	4%	4%	0%	7%	3%	8%	3%	3%	10%	3%	7%	10%	2%	2%	5%
Caucasian	69%	64%	75%	73%	71%	65%	63%	73%	67%	73%	8%	58%	73%	63%	70%	69%	69%	72%	66%	51%	84%	69%	75%
Asian American	5%	5%	4%	5%	2%	5%	4%	2%	5%	3%	24%	5%	5%	4%	5%	5%	5%	5%	6%	6%	0%	7%	4%
Native American	0%	0%	1%	1%	0%	1%	0%	1%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%
Pacific Islander or	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	0%	1%	1%	0%	1%	1%	0%	1%	1%	0%	0%	1%	1%
Interracial	2%	2%	2%	2%	3%	2%	1%	1%	2%	2%	4%	2%	2%	5%	2%	2%	5%	2%	2%	0%	2%	3%	0%
American	1%	0%	1%	1%	1%	0%	0%	1%	0%	1%	0%	1%	1%	0%	1%	1%	0%	1%	0%	0%	2%	0%	0%
Asian	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Jewish	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
RECORD	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%
REFUSED	6%	3%	8%	4%	7%	5%	8%	4%	6%	5%	2%	2%	7%	4%	6%	6%	4%	5%	5%	2%	3%	4%	4%
DON'T KNOW	1%	1%	0%	1%	0%	1%	0%	1%	0%	0%	1%	1%	0%	2%	0%	1%	0%	1%	1%	0%	0%	1%	1%
N	2511	1283	1228	902	400	609	600	662	1849	2338	130	692	1819	193	2316	2393	116	756	209	35	52	573	103

Q4A10. What is the primary language spoken in your home?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/Mobile Home	CFL Purchaser	CFL Aware Non-Purch	Unaware	Before Program	During Program	After Program
English	93%	89%	98%	94%	94%	92%	92%	95%	92%	100%	0%	89%	95%	94%	93%	93%	93%	93%	96%	82%	100%	93%	94%
Spanish	3%	6%	0%	3%	3%	4%	4%	3%	4%	0%	68%	8%	2%	4%	3%	3%	2%	3%	1%	10%	0%	3%	3%
Mandarin	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	6%	0%	0%	0%	0%	0%	0%	1%	0%	2%	0%	0%	1%
Cantonese	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Tagalog	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Korean	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	0%
Vietnamese	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Japanese	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	4%	0%	0%	1%	0%	0%	1%	0%	0%	4%	0%	0%	0%
French	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
German	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Filipino	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Punjabi	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Chinese	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
RECORD	0%	1%	0%	0%	1%	1%	0%	0%	0%	0%	8%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	1%
REFUSED	1%	1%	2%	1%	1%	2%	2%	1%	1%	0%	0%	0%	2%	1%	1%	1%	2%	1%	1%	2%	0%	1%	0%
N	2511	1283	1228	902	400	609	600	662	1849	2338	130	692	1819	193	2316	2393	116	756	209	35	52	573	103

Appendix H2

Participant Population Survey Tables

0C SCREENER FOR ALL

Q0BC3. Was the [MEAS_DES1] purchased for the home at this address?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	100%	100%	100%	0%	0%	100%	100%	100%	100%	100%	0%	100%	100%	0%	100%	100%	0%	100%	100%	0%
N	7	2	5	0	0	6	1	1	6	7	0	1	6	0	7	7	0	3	2	0

Q0C1. Now, about your home, What type of home do you live in?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Single Family Detached	96%	95%	96%	97%	95%	94%	93%	98%	95%	95%	100%	96%	95%	90%	96%	97%	0%	96%	97%	95%
Townhome/Single Family Attached -4 units	3%	1%	4%	2%	3%	2%	4%	1%	3%	3%	0%	0%	3%	1%	3%	3%	0%	2%	1%	3%
Single Family Attached/Condo/Apartment-5	1%	3%	0%	0%	2%	2%	3%	0%	2%	1%	0%	1%	1%	9%	1%	0%	70%	1%	1%	1%
Mobile Home	1%	1%	0%	1%	0%	2%	0%	2%	0%	1%	0%	2%	0%	0%	1%	0%	30%	1%	1%	0%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N	2157	878	1279	873	392	552	340	549	1608	2056	56	398	1759	21	2129	2113	43	1339	457	306

Q0C1B. Do you Rent or Own your home?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Own	98%	97%	99%	98%	99%	98%	98%	100%	98%	99%	95%	98%	99%	0%	100%	98%	95%	99%	99%	98%
Rent	1%	3%	0%	1%	1%	2%	1%	0%	1%	1%	1%	2%	1%	100%	0%	1%	5%	1%	1%	1%
REFUSED	0%	0%	1%	1%	0%	0%	1%	0%	1%	0%	5%	0%	1%	0%	0%	0%	0%	0%	0%	1%
DON'T KNOW	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N	2157	878	1279	873	392	552	340	549	1608	2056	56	398	1759	21	2129	2113	43	1339	457	306

Q0C1C. Do you pay your own electric bill?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Yes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	0%	100%	0%	100%	100%	100%
N	17	12	5	9	1	3	4	1	16	15	2	3	14	10	0	17	0	10	2	5

0_B SCREENER FOR NON-LIGHTING PARTICIPANT VERIFICATION

Q0B2. Our records show in [PGM YEAR] your household received a rebate for purchasing a [MEAS_DES1] through the Home Energy Efficiency Rebates Program. Is this correct?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
N	1782	708	1074	720	341	456	265	436	1346	1702	46	328	1454	19	1758	1747	34	964	457	306

Q0B3. Is it still installed? [MEAS_DES1]	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Yes, Installed	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%
No, WAS installed but REMOVED	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
No, Was NEVER Installed	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N	1782	708	1074	720	341	456	265	436	1346	1702	46	328	1454	19	1758	1747	34	964	457	306

Q0B4. Why was the [MEAS_DES1] removed or never installed?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Failed	4%	16%	0%	50%	0%	0%	0%	28%	0%	4%	0%	0%	4%	0%	4%	4%	0%	15%	0%	0%
Did not work as expected/malfunctioned	6%	6%	6%	0%	39%	16%	0%	0%	7%	6%	0%	27%	5%	0%	6%	6%	0%	25%	0%	0%
Burned out	7%	31%	0%	50%	0%	16%	0%	28%	4%	7%	0%	73%	4%	0%	8%	7%	0%	29%	0%	0%
High repair rate	65%	0%	84%	0%	0%	0%	100%	0%	74%	65%	0%	0%	68%	0%	68%	65%	0%	0%	0%	100%
RECORD VERBATIM	19%	47%	10%	0%	61%	67%	0%	43%	15%	19%	0%	0%	19%	100%	14%	19%	0%	31%	100%	0%
N	11	6	5	2	3	5	1	3	8	11	0	2	9	1	10	11	0	8	2	1

Q0B5. Our records show that you received a rebate for an Energy Star Programmable Thermostat through the Home Energy Efficiency Rebates Program. Is that correct?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	99%	99%	99%	100%	100%	99%	97%	99%	99%	99%	100%	98%	99%	76%	99%	99%	100%	100%	97%	0%
NO	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%
DON'T KNOW	1%	0%	1%	0%	0%	1%	3%	0%	1%	1%	0%	1%	1%	24%	1%	1%	0%	0%	2%	0%
N	501	226	275	210	74	132	85	143	358	477	13	102	399	3	496	490	10	354	125	0

Q0B6. Is it still installed? [Programmable Thermostat]	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Yes, Installed	99%	98%	99%	99%	97%	98%	100%	97%	99%	98%	100%	99%	99%	100%	99%	98%	100%	98%	100%	0%
No, WAS installed but REMOVED	1%	2%	1%	1%	3%	2%	0%	3%	1%	2%	0%	1%	1%	0%	1%	2%	0%	2%	0%	0%
N	495	223	272	208	74	129	84	140	355	471	13	99	396	2	491	484	10	354	119	0

Q0B7. Why was the Programmable Thermostat removed/Never installed?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Failed	2%	0%	10%	0%	50%	0%	0%	0%	9%	2%	0%	0%	3%	0%	2%	2%	0%	2%	0%	0%
Did not work as expected/malfunctioned	56%	46%	90%	67%	0%	48%	0%	47%	82%	56%	0%	0%	70%	0%	56%	56%	0%	57%	0%	0%
Too complicated	21%	27%	0%	0%	0%	48%	0%	28%	0%	21%	0%	0%	26%	0%	21%	21%	0%	21%	0%	0%
RECORD VERBATIM	21%	27%	0%	33%	50%	3%	0%	25%	9%	21%	0%	100%	2%	0%	21%	21%	0%	20%	0%	0%
N	8	6	2	3	2	3	0	5	3	8	0	2	6	0	8	8	0	7	0	0

Q0B8. Our records show that you used an instant rebate coupon at the store when you purchased a Programmable Thermostat. Is this correct?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Yes	100%	100%	100%	0%	0%	100%	0%	100%	100%	100%	0%	100%	100%	100%	100%	100%	100%	100%	0%	0%
N	21	12	9	0	0	21	0	9	12	20	0	3	18	1	20	18	3	21	0	0

Q0B9. Is this Programmable Thermostat still installed?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Yes	100%	100%	100%	0%	0%	100%	0%	100%	100%	100%	0%	100%	100%	100%	100%	100%	100%	100%	0%	0%
N	21	12	9	0	0	21	0	9	12	20	0	3	18	1	20	18	3	21	0	0

0_E POS P-STAT SCREENER

Q0E1. Have you purchased a new thermostat for your home since January 2004?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	37%	35%	38%	31%	50%	58%	40%	32%	38%	37%	48%	42%	36%	46%	37%	37%	21%	41%	84%	33%
NO	63%	65%	62%	68%	50%	42%	60%	68%	61%	63%	52%	57%	64%	54%	63%	63%	79%	59%	15%	67%
DON'T KNOW	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%
N	1518	597	921	607	297	384	230	368	1150	1445	43	272	1246	17	1496	1489	29	888	319	278

Q0E1B. In what year did you install the new thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
2007	2%	2%	2%	0%	0%	2%	8%	1%	3%	3%	0%	6%	2%	0%	2%	2%	0%	2%	0%	3%
2006	20%	17%	21%	17%	17%	15%	28%	20%	20%	19%	23%	15%	20%	56%	19%	20%	0%	22%	7%	21%
2005	46%	45%	47%	53%	51%	42%	31%	49%	45%	46%	53%	33%	48%	18%	46%	46%	49%	39%	61%	46%
2004	20%	23%	18%	16%	25%	35%	23%	17%	21%	20%	14%	32%	18%	26%	20%	20%	51%	27%	28%	16%
Did not install, was here when I moved i	4%	7%	3%	7%	3%	1%	0%	9%	3%	4%	11%	11%	3%	0%	4%	4%	0%	2%	0%	6%
DON'T KNOW	8%	5%	9%	8%	5%	5%	10%	6%	9%	8%	0%	3%	9%	0%	8%	8%	0%	8%	4%	9%
N	600	235	365	235	117	157	91	157	443	575	16	100	500	5	594	594	6	319	172	89

Q0E1C. And in what month? (if they can't give you the month, see if they could give you the season.	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
January	15%	21%	12%	19%	5%	8%	12%	22%	13%	14%	19%	16%	14%	0%	15%	15%	0%	11%	13%	16%
February	5%	2%	6%	2%	15%	2%	5%	1%	5%	4%	8%	4%	5%	0%	5%	5%	0%	3%	1%	6%
March	6%	0%	9%	8%	3%	0%	5%	0%	8%	7%	0%	0%	7%	0%	7%	6%	0%	1%	1%	10%
April	15%	17%	14%	17%	16%	15%	12%	16%	15%	15%	12%	17%	15%	11%	15%	15%	5%	16%	15%	15%
May	3%	4%	2%	2%	7%	2%	3%	0%	4%	3%	0%	5%	3%	56%	2%	3%	49%	3%	2%	3%
June	5%	4%	6%	9%	1%	0%	1%	6%	5%	5%	25%	8%	5%	0%	6%	5%	0%	4%	0%	7%
July	15%	16%	15%	13%	19%	18%	17%	18%	14%	15%	16%	19%	15%	0%	15%	15%	0%	16%	21%	14%
August	1%	3%	1%	1%	2%	4%	1%	3%	1%	1%	1%	4%	1%	0%	1%	1%	0%	3%	3%	0%
September	3%	3%	2%	1%	3%	4%	4%	4%	2%	3%	0%	3%	2%	5%	2%	3%	0%	3%	3%	2%
October	14%	14%	13%	11%	6%	13%	22%	17%	13%	14%	14%	6%	15%	0%	13%	14%	0%	10%	14%	15%
November	3%	2%	4%	4%	3%	6%	1%	2%	3%	3%	2%	2%	3%	0%	3%	3%	0%	5%	6%	2%
December	2%	2%	2%	1%	4%	5%	3%	2%	2%	2%	0%	1%	2%	0%	2%	2%	0%	3%	5%	1%
DON'T KNOW	13%	12%	13%	11%	16%	23%	14%	9%	14%	14%	3%	15%	13%	28%	13%	13%	45%	23%	16%	9%
N	544	211	333	208	106	147	83	141	403	522	14	87	457	5	538	538	6	280	166	78

Q0E2. Was this new thermostat a Manual or Programmable Thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Programmable	92%	85%	95%	94%	90%	86%	91%	89%	93%	92%	78%	72%	94%	100%	92%	92%	95%	87%	88%	94%
Manual	8%	15%	5%	6%	10%	13%	9%	10%	7%	7%	22%	28%	5%	0%	8%	8%	5%	12%	12%	6%
DON'T KNOW	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
N	544	211	333	208	106	147	83	141	403	522	14	87	457	5	538	538	6	280	166	78

Q0E2B. Was the Programmable Thermostat an ENERGY STAR?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	67%	54%	73%	62%	67%	63%	77%	51%	72%	68%	62%	61%	68%	16%	68%	67%	92%	57%	67%	71%
NO	6%	7%	6%	5%	15%	9%	5%	3%	7%	6%	0%	10%	6%	56%	6%	6%	0%	12%	5%	4%
DON'T KNOW	26%	40%	21%	32%	18%	28%	18%	47%	21%	26%	38%	29%	26%	28%	27%	27%	8%	31%	28%	25%
N	481	180	301	185	93	127	76	122	359	464	12	70	411	5	475	476	5	245	147	71

Q0E4. Did you receive an "instant rebate" or use an in-store coupon when you purchased your new Programmable Thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	12%	6%	14%	5%	43%	8%	16%	9%	13%	12%	0%	2%	13%	0%	12%	12%	0%	16%	4%	12%
NO	75%	84%	71%	85%	39%	69%	66%	86%	72%	74%	94%	78%	75%	100%	75%	75%	88%	67%	65%	80%
DON'T KNOW	13%	10%	15%	10%	18%	22%	17%	5%	16%	13%	6%	20%	13%	0%	13%	13%	12%	17%	31%	7%
N	347	132	215	141	64	93	49	92	255	333	11	46	301	4	342	342	5	166	123	44

Q0E4SALE. Do you remember if this new Programmable Thermostat was on sale?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Yes	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%
No	63%	58%	66%	72%	62%	61%	52%	60%	64%	62%	74%	60%	64%	0%	63%	63%	57%	58%	53%	70%
Don't know	37%	42%	34%	27%	38%	39%	48%	39%	36%	38%	26%	39%	36%	100%	36%	36%	43%	41%	47%	30%
N	205	74	131	80	40	54	31	45	160	195	8	33	172	3	201	202	3	112	71	22

Q0E3. Were you aware that you could have qualified for a rebate from [UTILITY] had you purchased an Energy Star Programmable Thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	16%	12%	18%	16%	5%	20%	20%	7%	19%	16%	21%	14%	16%	11%	15%	16%	0%	15%	24%	14%
NO	76%	81%	74%	79%	86%	63%	69%	87%	73%	76%	76%	78%	76%	66%	77%	76%	89%	77%	60%	81%
DON'T KNOW	8%	7%	8%	6%	9%	17%	10%	6%	8%	8%	3%	9%	8%	23%	8%	8%	11%	8%	16%	6%
N	387	160	227	157	71	109	50	104	283	370	13	67	320	4	382	381	6	179	143	49

Q0E4B. Did you receive a rebate when you purchased your new Programmable Thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	13%	15%	13%	28%	0%	0%	8%	20%	13%	13%	0%	0%	14%	0%	13%	13%	0%	14%	0%	14%
NO	79%	69%	81%	70%	85%	81%	84%	74%	80%	79%	0%	69%	80%	0%	79%	79%	0%	70%	86%	81%
DON'T KNOW	7%	16%	6%	2%	15%	19%	8%	6%	7%	7%	0%	31%	6%	0%	7%	7%	0%	16%	14%	5%
N	57	20	37	17	10	14	16	13	44	57	0	11	46	0	57	57	0	32	9	15

Q0E7. How did you find out about the instant rebate?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
In-Store Display	35%	36%	35%	13%	38%	64%	42%	48%	32%	36%	0%	14%	37%	82%	35%	34%	100%	51%	0%	35%
Salesperson	11%	5%	14%	11%	37%	8%	0%	6%	13%	12%	0%	6%	12%	0%	12%	12%	0%	2%	36%	10%
Saw or heard an advertisement	9%	16%	7%	5%	4%	6%	20%	9%	9%	9%	9%	44%	6%	0%	9%	9%	0%	11%	2%	10%
Word of Mouth (friend/family/co-worker)	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Contractor	26%	18%	29%	50%	11%	10%	11%	23%	26%	27%	0%	14%	27%	0%	27%	26%	0%	18%	41%	27%
Bill Insert/Utility Mailing/Rep	1%	1%	1%	0%	2%	1%	2%	0%	1%	1%	0%	2%	1%	0%	1%	1%	0%	2%	3%	0%
Didn't know about rebate	1%	0%	1%	1%	0%	2%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	4%	0%
Internet/website	5%	18%	0%	2%	2%	0%	15%	5%	5%	2%	91%	19%	4%	0%	2%	5%	0%	4%	6%	5%
RECORD OTHER	9%	1%	11%	12%	6%	1%	11%	2%	10%	9%	0%	0%	9%	0%	9%	9%	0%	4%	2%	14%
DON'T KNOW	4%	5%	3%	5%	0%	8%	0%	7%	3%	4%	0%	2%	4%	18%	3%	4%	0%	7%	6%	0%
N	118	44	74	35	21	46	16	33	85	114	2	13	105	2	115	116	2	64	39	11

Q0E8. Where did you purchase your Programmable Thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Home Depot	22%	36%	18%	26%	12%	15%	21%	45%	18%	21%	41%	26%	22%	0%	22%	22%	0%	26%	8%	23%
Lowes	9%	4%	10%	3%	28%	7%	12%	5%	9%	9%	0%	2%	9%	0%	9%	9%	0%	5%	12%	9%
Other Home Improvement/Hardware store	6%	6%	6%	5%	5%	12%	7%	8%	6%	6%	0%	2%	6%	0%	6%	6%	10%	8%	6%	5%
Big Box-Target/KMart/WalMart/Sears	2%	0%	2%	0%	17%	0%	0%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%	0%	0%	3%
Contractor	44%	44%	44%	39%	30%	53%	54%	32%	46%	43%	51%	66%	42%	0%	43%	44%	57%	42%	54%	42%
HVAC supply store	6%	2%	7%	11%	0%	0%	0%	3%	6%	6%	0%	0%	6%	0%	6%	6%	0%	2%	9%	6%
Came with the house	1%	0%	2%	0%	4%	0%	3%	0%	2%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	2%
HVAC company/dealer/distributor	1%	1%	1%	1%	2%	6%	0%	2%	1%	1%	0%	2%	1%	0%	1%	1%	0%	3%	3%	0%
Utility	1%	0%	1%	1%	3%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	3%	0%	0%
RECORD OTHER	2%	1%	2%	3%	0%	1%	0%	0%	2%	2%	0%	2%	2%	70%	2%	2%	0%	2%	0%	2%
DON'T KNOW	8%	6%	8%	12%	0%	6%	4%	7%	8%	8%	7%	1%	8%	30%	8%	7%	34%	9%	8%	7%
N	292	108	184	105	55	79	53	75	217	280	9	42	250	2	289	289	3	146	88	47

Q0E9. How influential was the instant rebate on your decision to purchase the programmable thermostat model you chose? Would you say it was …	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	21%	40%	14%	2%	56%	31%	19%	36%	17%	21%	0%	40%	19%	82%	20%	21%	0%	28%	9%	19%
Somewhat or	28%	24%	30%	23%	38%	49%	11%	32%	27%	29%	0%	40%	27%	0%	29%	27%	100%	45%	16%	20%
Not at all influential	50%	36%	55%	73%	5%	19%	68%	30%	55%	49%	100%	16%	52%	18%	49%	51%	0%	24%	74%	61%
DON'T KNOW	1%	1%	2%	2%	1%	1%	2%	1%	2%	1%	0%	4%	1%	0%	1%	1%	0%	4%	1%	0%
N	111	41	70	34	21	42	14	32	79	107	2	11	100	2	108	109	2	61	36	10

1_A ENERGY EFFICIENCY AWARENESS

Q1A1. how would you rate your knowledge of ways you could save energy in your home?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
1 NOT AT ALL KNOWLEDGEABLE	2%	1%	2%	3%	0%	0%	0%	0%	2%	1%	0%	2%	2%	0%	2%	2%	0%	2%	1%	2%
2	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
3	1%	2%	0%	1%	0%	1%	2%	1%	1%	1%	0%	4%	0%	0%	1%	1%	4%	2%	0%	1%
4	1%	2%	1%	1%	1%	4%	1%	1%	2%	1%	0%	2%	1%	1%	1%	1%	10%	4%	1%	0%
5	12%	12%	11%	9%	14%	14%	15%	13%	11%	12%	4%	10%	12%	0%	12%	12%	2%	12%	11%	12%
6	9%	9%	9%	10%	2%	5%	11%	11%	9%	9%	1%	6%	10%	1%	10%	10%	1%	6%	9%	11%
7	19%	12%	25%	19%	20%	19%	19%	14%	21%	20%	4%	12%	21%	6%	19%	20%	4%	16%	18%	21%
8	24%	23%	25%	26%	27%	32%	18%	27%	23%	25%	2%	21%	25%	1%	25%	24%	25%	33%	32%	19%
9	19%	23%	16%	20%	12%	10%	22%	20%	19%	18%	77%	26%	18%	64%	18%	19%	24%	12%	16%	23%
10 EXTREMELY KNOWLEDGEABLE	12%	15%	10%	10%	24%	16%	12%	12%	12%	12%	12%	17%	11%	27%	12%	12%	31%	13%	10%	12%
DON'T KNOW	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%
Mean	7.5	7.6	7.4	7.4	7.9	7.5	7.5	7.6	7.4	7.5	8.8	7.7	7.4	9.1	7.4	7.5	8.1	7.3	7.6	7.5
N	746	351	395	270	129	235	112	224	522	722	12	153	593	11	735	716	30	334	254	103

1_B GENERAL EE PROGRAM AWARENESS AND PARTICIPATION

Q1B1. Had you ever seen or heard of ENERGY STAR prior to this survey?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Yes	86%	83%	88%	88%	87%	90%	80%	86%	86%	87%	90%	78%	87%	81%	86%	86%	73%	85%	88%	86%
No	13%	15%	12%	11%	12%	10%	20%	12%	14%	12%	10%	21%	12%	19%	13%	13%	22%	13%	10%	14%
DON'T KNOW	1%	2%	0%	1%	1%	0%	0%	2%	0%	1%	0%	1%	1%	0%	1%	1%	5%	2%	2%	0%
N	746	351	395	270	129	235	112	224	522	722	12	153	593	11	735	716	30	334	254	103

Q1B2. What does Energy Star mean to you?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Energy efficient/saves energy/uses less energy	90%	87%	93%	92%	94%	85%	87%	93%	89%	90%	100%	81%	92%	21%	91%	91%	61%	92%	90%	89%
Less harmful to the environment/less pollution	4%	4%	5%	5%	2%	5%	4%	4%	4%	4%	3%	2%	5%	0%	4%	4%	0%	4%	3%	5%
Costs less to operate/saves money on electric bill	17%	22%	13%	19%	16%	24%	8%	24%	13%	16%	64%	19%	16%	0%	17%	16%	38%	17%	15%	17%
Rebate available if you purchase Energy Star applianc	10%	9%	10%	11%	2%	7%	10%	7%	11%	10%	0%	13%	9%	79%	8%	10%	0%	9%	10%	10%
It's a government standard or rating system for energy	9%	12%	7%	8%	10%	14%	7%	11%	7%	9%	0%	11%	8%	0%	9%	9%	1%	8%	14%	8%
Associated with appliances	1%	1%	1%	1%	0%	1%	0%	0%	1%	1%	0%	1%	1%	0%	1%	1%	5%	2%	2%	0%
RECORD VERBATIM	2%	1%	3%	3%	0%	2%	2%	1%	3%	2%	0%	0%	3%	0%	2%	2%	0%	1%	0%	3%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	1%	2%	0%	0%	1%	0%	3%	0%	1%	1%	0%	5%	0%	0%	1%	1%	0%	0%	2%	1%
N	641	290	351	236	116	198	91	190	451	624	9	121	520	9	632	621	20	291	219	87

Q1B3. Have you heard of the Home Energy Efficiency Rebates program offered by [Utility]?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Yes	71%	74%	67%	0%	0%	71%	0%	90%	61%	70%	33%	69%	71%	100%	70%	71%	67%	71%	0%	0%
No	21%	19%	24%	0%	0%	21%	0%	10%	27%	21%	67%	9%	24%	0%	22%	20%	33%	21%	0%	0%
Don't know	8%	7%	9%	0%	0%	8%	0%	0%	13%	9%	0%	22%	5%	0%	9%	9%	0%	8%	0%	0%
N	71	28	43	0	0	71	0	13	58	67	3	14	57	1	70	68	3	71	0	0

Q1B6. Which of the following had the greatest impact on your decision to participate in the Home Energy Efficiency rebates program? Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
A contractor/service professional	12%	14%	11%	12%	9%	28%	9%	15%	11%	12%	6%	17%	11%	5%	12%	12%	11%	28%	32%	1%
A retail salesperson	21%	20%	22%	21%	16%	9%	26%	18%	22%	21%	22%	23%	21%	40%	21%	21%	46%	6%	10%	30%
Program marketing materials such as a bill insert	14%	12%	14%	13%	14%	15%	15%	12%	14%	14%	7%	10%	14%	30%	13%	14%	10%	16%	14%	13%
Program information on the internet	6%	6%	5%	5%	3%	8%	8%	2%	7%	5%	31%	7%	5%	8%	5%	6%	1%	6%	5%	5%
The program rebate	23%	26%	22%	23%	30%	26%	20%	31%	21%	23%	27%	20%	24%	10%	23%	23%	21%	23%	18%	24%
Word of mouth	1%	1%	1%	1%	1%	3%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	5%	3%	1%	0%
Magazine/newspaper advertisment	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	2%	0%
In-store display/rebate coupon	1%	0%	1%	0%	0%	1%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	1%	1%
The need to replace equipment	5%	4%	6%	6%	2%	3%	5%	5%	5%	5%	0%	2%	6%	0%	5%	5%	0%	5%	5%	5%
Informed by utility or utility employee	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Customer's own knowledge/own research	2%	2%	2%	2%	0%	2%	2%	2%	2%	2%	1%	1%	2%	0%	2%	2%	0%	1%	1%	2%
Self-motivated to save energy	3%	2%	4%	4%	5%	1%	2%	1%	4%	3%	0%	3%	3%	0%	3%	3%	2%	2%	3%	4%
TV advertisment	2%	1%	2%	3%	3%	0%	1%	1%	2%	2%	0%	2%	2%	0%	2%	2%	2%	1%	2%	3%
Budget/purchase cost savings/energy bill savings	1%	2%	1%	1%	1%	0%	2%	3%	1%	1%	0%	4%	1%	0%	1%	1%	0%	1%	2%	2%
Product information/packaging/Energy Star	1%	0%	2%	0%	1%	0%	3%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	1%
Prior knowledge/experience/participation	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Utility rep	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Liked the product itself	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Brand name	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
Home show	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Something else - SPECIFY	1%	0%	2%	2%	1%	1%	1%	0%	2%	1%	0%	0%	2%	0%	1%	1%	1%	1%	1%	2%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	6%	7%	5%	6%	11%	3%	5%	7%	5%	5%	2%	6%	5%	6%	6%	6%	0%	5%	2%	6%
N	2157	878	1279	873	392	552	340	549	1608	2056	56	398	1759	21	2129	2113	43	1339	457	306

Q1B7. Other than rebate programs, have you heard of any other programs offered by [your utility]?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Rebates	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Product give-away/turn-in event	2%	1%	2%	2%	4%	2%	0%	2%	2%	2%	0%	1%	2%	1%	2%	2%	3%	1%	2%	2%
2nd refrigerator turn-in recycling	4%	5%	4%	4%	6%	7%	3%	2%	5%	4%	24%	5%	4%	11%	4%	4%	6%	5%	3%	4%
Energy efficient mortgages	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Energy survey/audit	6%	4%	7%	7%	8%	3%	4%	6%	6%	6%	0%	2%	7%	0%	6%	6%	14%	5%	9%	6%
Flex Your Power	1%	0%	1%	1%	1%	2%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	2%	3%	0%
10/20 campagin	6%	5%	8%	11%	0%	1%	0%	6%	6%	6%	2%	5%	7%	0%	6%	6%	3%	4%	7%	7%
20/20 campaign	8%	7%	8%	14%	0%	1%	0%	10%	7%	8%	2%	3%	9%	0%	8%	8%	5%	6%	7%	9%
Low income assistance program/CARE program	7%	7%	7%	9%	7%	5%	4%	8%	6%	7%	1%	9%	7%	4%	7%	7%	9%	8%	7%	7%
Medical equipment discount	1%	1%	1%	2%	0%	0%	0%	1%	1%	1%	0%	2%	1%	0%	1%	1%	1%	1%	1%	1%
AC cycling	5%	6%	4%	1%	17%	24%	4%	3%	5%	5%	3%	8%	4%	5%	5%	4%	25%	8%	7%	3%
Bill averaging	1%	2%	1%	1%	0%	1%	2%	2%	1%	1%	0%	1%	1%	12%	1%	1%	0%	2%	1%	1%
Energy hog	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
FERA discount	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%
Solar program	1%	0%	2%	2%	1%	1%	0%	1%	2%	1%	0%	0%	2%	0%	1%	1%	0%	1%	1%	2%
Senior program	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
TOU meter	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Weatherization/weatherstripping	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	1%	2%	0%	0%	0%	0%	0%	0%	0%	0%
Window replacement	0%	1%	0%	0%	0%	2%	1%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Pool equipment	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Furnace checks/re-light	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Appliance program	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	1%	0%	1%	0%	1%	1%	0%	1%	0%	1%
Energy Star Program	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Energy conservation/Energy Efficiency program	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Energy Education/Awareness Programs	1%	1%	1%	1%	0%	0%	0%	1%	1%	1%	0%	2%	1%	0%	1%	1%	0%	0%	0%	1%
Haven't heard of any	56%	58%	54%	48%	53%	52%	73%	58%	55%	55%	60%	56%	55%	66%	55%	56%	26%	57%	51%	56%
RECORD - SPECIFY	3%	1%	4%	2%	4%	0%	5%	0%	4%	3%	1%	1%	3%	0%	3%	3%	0%	1%	3%	4%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
DON'T KNOW	6%	6%	5%	6%	2%	5%	7%	5%	6%	6%	6%	9%	5%	1%	6%	5%	16%	4%	9%	6%
N	2157	878	1279	873	392	552	340	549	1608	2056	56	398	1759	21	2129	2113	43	1339	457	306

Q1B8. Have you participated in any [Utility] programs other than the rebate program since january 2004?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Rebates	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Product give-away/turn-in event (CFLs, T	0%	0%	0%	0%	1%	2%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%	1%	0%
2nd Refrigerator turn-in recycling	2%	3%	1%	2%	3%	3%	0%	3%	1%	2%	0%	1%	2%	0%	2%	2%	0%	3%	1%	1%
Energy efficient mortgages	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Energy Survey or audit	2%	2%	2%	1%	13%	1%	0%	2%	2%	2%	0%	2%	2%	0%	2%	2%	0%	2%	2%	1%
Flex Your Power	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%
10/20 campagin	8%	9%	7%	11%	0%	0%	0%	12%	6%	8%	0%	2%	8%	7%	8%	8%	0%	5%	16%	8%
20/20 campaign	5%	3%	5%	6%	0%	0%	0%	4%	5%	5%	0%	1%	5%	0%	5%	5%	0%	4%	9%	4%
Low Income assistance program/CARE	2%	4%	1%	2%	3%	4%	0%	3%	2%	2%	0%	7%	1%	25%	2%	2%	21%	4%	3%	1%
Medical Equipment Discount	1%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	2%	0%	0%	1%	1%	0%	2%	0%	0%
AC cycling	3%	3%	3%	0%	5%	18%	8%	3%	3%	3%	1%	4%	3%	0%	3%	3%	0%	5%	6%	2%
Bill averaging	1%	2%	1%	1%	0%	2%	3%	1%	1%	1%	0%	1%	1%	38%	1%	1%	0%	2%	0%	1%
Energy hog	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
FERA discount	0%	1%	0%	0%	0%	2%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	8%	0%	1%	0%
Solar program	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Senior program	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
TOU meter	1%	2%	1%	1%	3%	2%	0%	3%	1%	1%	0%	1%	1%	0%	1%	1%	0%	2%	0%	1%
Weatherization/weatherstripping	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Window replacement	2%	0%	3%	2%	0%	0%	0%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%	0%	0%	3%
Pool equipment	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Furnace checks/re-light	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Appliance program	1%	0%	1%	0%	0%	0%	3%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	1%
Energy Star Program	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Energy conservation/Energy Efficiency program	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%
Energy Education/Awareness Programs	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Haven't PARTICIPATED IN ANY	75%	68%	79%	76%	69%	61%	83%	68%	77%	75%	32%	73%	75%	29%	75%	75%	71%	70%	68%	78%
RECORD - SPECIFY	1%	2%	0%	1%	0%	0%	0%	3%	0%	1%	0%	5%	0%	0%	1%	1%	0%	1%	0%	1%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	3%	6%	1%	3%	0%	5%	1%	1%	3%	1%	68%	2%	3%	0%	3%	2%	8%	3%	0%	3%
N	754	306	448	351	150	190	63	203	551	727	14	137	617	9	744	736	18	468	162	97

Q1B8A. You mentioned you have participated in [Utilities] Energy Surveys or Audits? Was this performed….	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
IN YOUR HOME	34%	26%	41%	28%	41%	9%	.	27%	40%	34%	.	87%	27%	.	34%	34%	.	37%	83%	0%
By MAIL	32%	2%	59%	2%	56%	53%	.	2%	57%	32%	.	0%	37%	.	32%	32%	.	4%	2%	100%
By TELEPHONE	0%	0%	0%	0%	0%	0%	.	0%	0%	0%	.	0%	0%	.	0%	0%	.	0%	0%	0%
ON LINE (INTERNET) or	32%	69%	0%	71%	0%	38%	.	71%	0%	32%	.	0%	37%	.	32%	32%	.	59%	7%	0%
via a different method-record	0%	0%	0%	0%	0%	0%	.	0%	0%	0%	.	0%	0%	.	0%	0%	.	0%	0%	0%
REFUSED	0%	0%	0%	0%	0%	0%	.	0%	0%	0%	.	0%	0%	.	0%	0%	.	0%	0%	0%
DON'T KNOW	2%	3%	0%	0%	3%	0%	.	0%	3%	2%	.	13%	0%	.	2%	2%	.	0%	9%	0%
N	17	9	8	5	8	4	0	8	9	17	0	2	15	0	17	17	0	6	6	1

Q1B9. Have you ever seen or heard of the FLEX YOUR POWER campaign?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	60%	59%	60%	64%	58%	60%	52%	61%	59%	61%	58%	54%	61%	45%	60%	60%	67%	54%	58%	63%
NO	38%	39%	37%	34%	40%	37%	44%	37%	38%	37%	39%	44%	36%	52%	37%	38%	33%	42%	39%	35%
DON'T KNOW	3%	2%	3%	2%	2%	3%	4%	2%	3%	3%	3%	1%	3%	3%	3%	3%	0%	4%	3%	2%
N	2156	878	1278	873	392	551	340	549	1607	2055	56	398	1758	21	2128	2112	43	1338	457	306

Q1B10. How did you learn about it? [FLEX YOUR POWER campaign?]	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Home energy audit	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Contractor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Utility representative	2%	0%	3%	2%	0%	3%	1%	1%	2%	2%	0%	1%	2%	4%	2%	2%	0%	2%	2%	2%
Utility brochure in mail	4%	6%	3%	3%	0%	10%	7%	6%	3%	5%	0%	4%	4%	0%	4%	4%	0%	6%	5%	3%
Utility bill insert	47%	48%	46%	52%	45%	42%	38%	46%	48%	48%	9%	46%	47%	87%	47%	47%	51%	43%	46%	49%
Word of mouth friend	1%	1%	2%	0%	11%	4%	0%	1%	2%	2%	0%	0%	2%	0%	2%	2%	0%	1%	2%	2%
Television	41%	41%	41%	40%	40%	33%	46%	48%	38%	41%	59%	37%	41%	7%	41%	41%	40%	38%	41%	42%
Radio	13%	11%	14%	14%	10%	10%	12%	10%	14%	9%	91%	20%	12%	0%	13%	13%	1%	17%	7%	12%
Newspaper	8%	13%	4%	9%	1%	3%	10%	15%	5%	6%	59%	20%	6%	0%	8%	8%	0%	6%	5%	9%
Magazine/trade journal/newsletter	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	3%	0%	0%
Manufacturer info	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Billboard/Posters	2%	1%	2%	1%	0%	6%	2%	2%	2%	2%	0%	2%	2%	0%	2%	2%	0%	6%	0%	0%
Utility website	1%	0%	2%	1%	1%	3%	1%	0%	2%	1%	0%	1%	1%	0%	1%	1%	1%	3%	6%	0%
Utility email	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Advertisment	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	5%	1%	0%	0%
Other -Specify	0%	1%	0%	1%	2%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	0%	1%	3%	0%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	12%	10%	14%	14%	17%	9%	8%	10%	14%	13%	0%	11%	13%	6%	12%	13%	2%	9%	8%	15%
N	433	193	240	155	78	138	62	126	307	426	4	72	361	5	428	419	14	190	153	62

Q1B12. Did you take any actions as a result of your exposure to FLEX YOUR POWER?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	36%	34%	36%	34%	40%	29%	41%	33%	37%	35%	75%	45%	34%	80%	35%	36%	11%	37%	25%	37%
NO	60%	60%	61%	61%	59%	67%	57%	61%	60%	61%	24%	51%	62%	20%	61%	60%	88%	59%	73%	59%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	4%	5%	3%	5%	1%	4%	3%	6%	3%	4%	1%	3%	4%	0%	4%	4%	0%	4%	2%	4%
N	1196	451	745	485	220	304	187	303	893	1157	24	181	1015	9	1183	1176	20	725	263	180

Q1B13. Earlier you said you had heard of the 20/20 campaign. Is this correct? / Have you ever heard of the 20/20 campaign?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	39%	41%	37%	55%	27%	23%	12%	43%	37%	38%	56%	41%	38%	53%	38%	39%	12%	37%	35%	40%
NO	60%	58%	61%	44%	69%	76%	85%	57%	61%	60%	44%	58%	60%	44%	60%	60%	87%	62%	64%	59%
DON'T KNOW	1%	0%	2%	0%	4%	1%	3%	0%	2%	1%	0%	0%	2%	2%	1%	1%	1%	1%	1%	2%
N	2157	878	1279	873	392	552	340	549	1608	2056	56	398	1759	21	2129	2113	43	1339	457	306

Q1B15. Earlier you said you had heard of the 10 20 campaign. Is this correct? / Have you ever heard of the 10/20 campaign?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	28%	30%	27%	46%	9%	8%	4%	33%	27%	28%	35%	23%	29%	48%	28%	29%	6%	25%	22%	31%
NO	69%	69%	69%	52%	87%	91%	94%	67%	70%	69%	65%	76%	68%	50%	70%	69%	93%	73%	75%	67%
DON'T KNOW	2%	1%	3%	2%	4%	2%	2%	0%	3%	2%	0%	1%	2%	2%	2%	2%	1%	2%	2%	2%
N	2157	878	1279	873	392	552	340	549	1608	2056	56	398	1759	21	2129	2113	43	1339	457	306

Q1B16. How did you learn about the 20/20 and 10/20 campaigns?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Home energy audit	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Contractor	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Utility representative	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Utility brochure in mail	13%	21%	7%	13%	37%	18%	2%	22%	10%	14%	0%	18%	13%	73%	12%	14%	2%	11%	15%	14%
Utility bill insert	75%	64%	83%	77%	17%	72%	93%	72%	76%	77%	33%	73%	75%	24%	76%	74%	98%	71%	71%	76%
Word of mouth friend	2%	1%	3%	0%	32%	5%	0%	1%	2%	2%	0%	1%	2%	0%	2%	2%	0%	1%	3%	2%
Television	13%	9%	16%	15%	3%	0%	0%	9%	15%	14%	0%	9%	14%	73%	12%	13%	9%	10%	17%	13%
Radio	18%	20%	15%	20%	2%	8%	0%	18%	17%	15%	67%	2%	21%	0%	18%	18%	0%	15%	14%	19%
Newspaper	6%	8%	5%	4%	2%	7%	44%	9%	5%	6%	5%	6%	6%	0%	6%	6%	0%	9%	10%	5%
Magazine/trade journal	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Manufacturer info	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Utility website/internet	1%	1%	0%	0%	0%	11%	0%	1%	1%	0%	5%	2%	0%	3%	1%	1%	0%	2%	2%	0%
Utility email	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Summer AC program participant	0%	1%	0%	0%	0%	7%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%
Other -Specify	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	4%	1%	7%	4%	12%	3%	7%	0%	6%	5%	0%	2%	5%	0%	5%	4%	0%	2%	2%	5%
N	227	120	107	139	30	50	8	82	145	221	5	50	177	5	222	220	7	91	84	31

Q1B17. Did you attempt to reduce your energy consumption to get the bill credits associated with either the 10/20 or 20/20 campaign?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Yes 10/20 campaign	10%	12%	9%	12%	0%	2%	0%	15%	8%	10%	14%	10%	10%	45%	9%	10%	0%	6%	17%	11%
Yes 20/20 campaign	18%	19%	18%	17%	22%	32%	25%	17%	19%	18%	13%	31%	16%	4%	19%	18%	13%	24%	31%	14%
Yes Both Campaigns	31%	32%	31%	36%	13%	13%	9%	36%	29%	33%	10%	25%	33%	40%	32%	32%	26%	32%	21%	33%
Neither campaign	39%	36%	40%	33%	65%	53%	66%	31%	42%	37%	63%	34%	39%	10%	39%	39%	61%	35%	30%	41%
DON'T KNOW	1%	1%	2%	2%	0%	1%	0%	1%	1%	1%	0%	1%	2%	0%	1%	1%	0%	3%	2%	1%
N	805	352	453	513	108	129	55	262	543	771	19	134	671	7	795	796	9	500	168	116

1_C ENERGY EFFICIENCY BEHAVIORS

Q1C1. Other than installing new appliances or equipment, do you regularly take any actions to conserve energy?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	95%	94%	96%	95%	91%	94%	96%	94%	95%	95%	98%	93%	95%	88%	95%	95%	93%	97%	93%	94%
NO	4%	5%	4%	5%	6%	6%	3%	6%	4%	4%	1%	5%	4%	12%	4%	4%	7%	3%	7%	5%
DON'T KNOW	1%	1%	1%	0%	3%	0%	2%	0%	1%	1%	1%	2%	0%	0%	1%	1%	0%	0%	0%	1%
N	2157	878	1279	873	392	552	340	549	1608	2056	56	398	1759	21	2129	2113	43	1339	457	306

Q1C2. What actions have you taken? [To Conserve Energy]	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Use appliances off-peak/in the evenings	14%	12%	15%	12%	17%	12%	17%	10%	15%	14%	1%	15%	13%	1%	14%	14%	8%	11%	21%	14%
Use CFLs	18%	20%	17%	14%	35%	25%	18%	19%	18%	16%	63%	24%	17%	19%	18%	18%	29%	22%	19%	16%
Turn off lights not being used/lights on timers	59%	64%	55%	66%	62%	59%	44%	60%	59%	59%	83%	62%	59%	71%	59%	59%	55%	53%	56%	63%
Turn down AC (decrease AC usage)	27%	28%	26%	20%	42%	41%	32%	25%	28%	28%	1%	32%	26%	66%	26%	27%	38%	25%	37%	26%
Turn down heat (decrease heat usage)	52%	56%	50%	52%	61%	55%	50%	52%	52%	53%	31%	59%	51%	92%	52%	52%	50%	55%	62%	49%
Use dimmer switches to lower lights	1%	1%	1%	0%	0%	2%	3%	2%	1%	1%	0%	0%	2%	0%	1%	1%	7%	2%	2%	1%
Set computer to low power stand-by mode	3%	1%	5%	5%	0%	1%	0%	1%	4%	3%	0%	0%	4%	0%	3%	3%	0%	2%	2%	4%
Purchase Energy Star electronics/appliances	7%	6%	8%	7%	1%	7%	10%	8%	7%	6%	50%	9%	7%	0%	7%	7%	7%	9%	7%	6%
Dress appropriately for temperatures	4%	5%	3%	3%	2%	10%	4%	3%	4%	4%	0%	6%	3%	0%	4%	4%	11%	7%	10%	1%
Unplug spare refrigerator or freezer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Remove spare refrigerator or freezer	0%	1%	0%	0%	0%	2%	0%	1%	0%	0%	7%	1%	0%	0%	0%	0%	0%	1%	2%	0%
Clean refrigerator coils	1%	0%	1%	1%	0%	0%	0%	1%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	2%	1%
Raise refrigerator/freezer temperature set-point	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%
Replace/clean (heating/cooling) system filters more	3%	2%	3%	4%	1%	4%	0%	2%	3%	3%	0%	2%	3%	0%	3%	3%	0%	4%	4%	2%
Lower water heater temperature set-point	5%	7%	3%	5%	10%	0%	6%	9%	3%	5%	0%	3%	6%	18%	5%	5%	16%	4%	9%	5%
Line dry clothes	2%	3%	1%	3%	0%	0%	0%	3%	1%	2%	0%	3%	1%	0%	2%	2%	0%	4%	2%	0%
Do more cold water clothes washes	3%	3%	3%	3%	12%	2%	2%	4%	3%	3%	0%	3%	3%	0%	3%	3%	3%	3%	2%	3%
Air dry dishes	1%	1%	0%	1%	0%	2%	0%	1%	0%	1%	0%	0%	1%	0%	1%	1%	0%	0%	6%	0%
Run swimming pool sweeper/filter less hours	1%	1%	1%	0%	2%	4%	0%	1%	1%	1%	0%	1%	1%	0%	1%	1%	0%	2%	2%	0%
Lower swimming pool temperature set-point	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Schedule processes during off-peak periods	3%	4%	2%	4%	4%	1%	2%	6%	2%	3%	0%	1%	4%	0%	3%	3%	0%	3%	6%	3%
Turn off appliances when not in use	5%	5%	5%	2%	7%	6%	10%	3%	6%	5%	8%	6%	5%	5%	5%	5%	0%	7%	5%	4%
Avoid purchase of additional appliances	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Replace windows	4%	2%	6%	5%	5%	5%	2%	2%	5%	4%	7%	2%	5%	0%	4%	4%	1%	5%	7%	3%
Hot water heater wrap	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%
Multiple/comprehensive	1%	3%	0%	2%	0%	2%	0%	4%	0%	1%	0%	0%	2%	0%	1%	1%	0%	1%	0%	2%
Wood heating	3%	5%	1%	4%	4%	1%	1%	8%	0%	2%	0%	2%	3%	0%	3%	3%	0%	2%	5%	2%
Weatherproofing shell/weatherstripping/insulation	7%	6%	7%	7%	4%	8%	5%	8%	6%	7%	0%	7%	7%	1%	7%	7%	0%	5%	7%	7%
Behavioral measures: close blinds, doors	8%	6%	9%	4%	17%	11%	11%	6%	9%	8%	0%	6%	8%	19%	8%	8%	16%	7%	8%	8%
Use ceiling fans/whole house fans/close vents	1%	0%	1%	0%	2%	3%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	3%	0%
Avoid use of appliances	7%	7%	7%	11%	1%	3%	0%	7%	7%	7%	0%	5%	7%	0%	7%	7%	0%	4%	4%	9%
Install/use programmable thermostat	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Solar: PVs or hot water heating	1%	2%	1%	2%	0%	0%	2%	3%	1%	2%	0%	2%	1%	0%	1%	1%	0%	1%	1%	2%
Use less water	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	2%	1%	0%	1%	1%	0%	3%	1%	0%
Full loading DW and CW	4%	4%	4%	2%	4%	2%	8%	4%	4%	4%	1%	2%	4%	0%	4%	4%	3%	4%	2%	4%
RECORD	6%	3%	9%	8%	7%	2%	3%	4%	7%	6%	0%	1%	7%	0%	6%	6%	0%	2%	3%	8%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	1%	0%	1%	0%	0%	1%	2%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	1%	1%
N	701	332	369	254	117	221	109	210	491	678	12	143	558	11	690	672	29	318	234	96

1_D ENERGY EFFICIENCY ATTITUDES

Q1D1. My life is too busy to worry about making energy related improvements in my home.	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
1 STRONGLY DISAGREE	58%	50%	63%	59%	49%	48%	64%	51%	61%	59%	24%	39%	62%	24%	59%	58%	76%	48%	57%	63%
2	8%	3%	10%	8%	9%	12%	5%	2%	10%	8%	0%	3%	8%	0%	8%	7%	19%	14%	12%	4%
3	9%	13%	6%	7%	24%	10%	6%	12%	8%	9%	1%	12%	8%	1%	9%	9%	2%	6%	8%	10%
4	10%	9%	11%	10%	2%	6%	15%	13%	9%	8%	75%	16%	9%	0%	10%	10%	0%	3%	10%	14%
5	6%	8%	5%	6%	5%	15%	4%	12%	4%	7%	0%	0%	8%	0%	7%	6%	2%	12%	5%	4%
6	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
7	2%	3%	1%	1%	1%	4%	3%	1%	2%	2%	0%	5%	1%	0%	2%	2%	1%	1%	4%	1%
8	1%	3%	0%	1%	0%	5%	0%	4%	0%	1%	0%	2%	1%	0%	1%	1%	0%	3%	4%	0%
9	2%	2%	1%	2%	3%	0%	0%	3%	1%	2%	0%	3%	1%	0%	2%	2%	0%	5%	0%	0%
10 STRONGLY AGREE	4%	9%	2%	6%	7%	0%	1%	3%	5%	5%	0%	20%	1%	75%	2%	5%	0%	5%	0%	5%
DON'T KNOW	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean	2.5	3.2	2.1	2.6	2.8	2.7	2.2	2.9	2.4	2.5	3.3	4.2	2.2	7.8	2.4	2.6	1.4	3.1	2.3	2.3
N	392	185	207	137	63	134	58	107	285	380	7	90	302	6	386	375	17	168	138	47

Q1D2. It is possible to save energy without sacrificing comfort by being energy efficient.	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
1 STRONGLY DISAGREE	2%	3%	2%	2%	0%	0%	5%	0%	3%	2%	0%	7%	1%	0%	2%	2%	0%	2%	4%	2%
2	1%	0%	3%	0%	0%	1%	4%	0%	2%	1%	0%	0%	2%	0%	1%	1%	0%	0%	0%	2%
3	1%	2%	0%	1%	5%	0%	0%	1%	1%	1%	0%	3%	0%	0%	1%	1%	0%	0%	3%	1%
4	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
5	7%	7%	6%	8%	1%	13%	3%	6%	7%	7%	0%	12%	5%	0%	7%	6%	11%	10%	7%	5%
6	4%	5%	3%	4%	1%	1%	6%	6%	3%	2%	59%	12%	2%	0%	4%	4%	0%	2%	1%	5%
7	13%	10%	16%	12%	15%	10%	14%	9%	15%	11%	33%	3%	15%	3%	13%	13%	2%	9%	12%	14%
8	22%	18%	25%	24%	14%	34%	16%	21%	22%	23%	1%	15%	23%	5%	22%	22%	4%	28%	21%	19%
9	13%	19%	8%	15%	23%	3%	10%	19%	10%	14%	5%	17%	13%	0%	14%	14%	0%	10%	14%	15%
10 STRONGLY AGREE	37%	36%	38%	34%	41%	36%	41%	37%	37%	37%	2%	30%	38%	92%	36%	36%	83%	39%	33%	37%
DON'T KNOW	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	3%	0%
Mean	8.2	8.2	8.1	8.2	8.6	8.1	8.0	8.5	8.0	8.2	6.6	7.5	8.3	9.8	8.2	8.2	9.3	8.3	7.9	8.2
N	374	191	183	146	69	105	54	125	249	363	7	81	293	5	369	359	15	158	135	55

Q1D3. It is worth it to me for my household to use less energy in order to help preserve the environment	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
1 STRONGLY DISAGREE	2%	4%	0%	1%	0%	1%	4%	1%	2%	2%	0%	8%	0%	0%	2%	2%	1%	1%	1%	2%
2	1%	0%	2%	0%	0%	0%	4%	0%	2%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	2%
3	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%
5	4%	5%	4%	5%	5%	8%	1%	4%	4%	4%	0%	2%	5%	79%	4%	4%	1%	6%	3%	4%
6	5%	8%	2%	6%	1%	0%	5%	11%	2%	5%	0%	0%	6%	0%	5%	5%	0%	6%	1%	5%
7	5%	6%	5%	3%	16%	15%	3%	7%	4%	5%	27%	3%	6%	0%	5%	5%	25%	8%	15%	3%
8	21%	19%	22%	21%	31%	26%	18%	23%	20%	22%	17%	22%	21%	0%	21%	21%	52%	17%	25%	22%
9	10%	7%	13%	12%	12%	7%	7%	8%	11%	10%	3%	5%	11%	0%	10%	10%	1%	12%	9%	10%
10 STRONGLY AGREE	49%	52%	47%	47%	35%	42%	58%	45%	51%	50%	53%	61%	46%	21%	49%	49%	20%	50%	41%	50%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
DON'T KNOW	2%	0%	4%	4%	0%	0%	0%	0%	3%	0%	0%	0%	3%	0%	2%	2%	0%	0%	0%	3%
Mean	8.6	8.5	8.7	8.7	8.5	8.4	8.5	8.5	8.7	8.6	8.8	8.6	8.6	6.1	8.6	8.6	8.0	8.6	8.5	8.6
N	356	165	191	131	62	107	56	108	248	344	7	74	282	6	350	345	11	156	121	58

Q1D4. When considering purchasing appliances or other equipment, I typically consider both the price and the operating costs, not just the price.	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
1 STRONGLY DISAGREE	1%	1%	1%	0%	0%	4%	0%	1%	1%	0%	0%	0%	1%	0%	1%	1%	0%	1%	2%	0%
2	3%	3%	2%	2%	0%	0%	5%	0%	3%	3%	0%	8%	2%	0%	3%	3%	0%	0%	0%	5%
3	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	4%	0%
4	2%	3%	0%	2%	0%	0%	1%	0%	2%	0%	82%	0%	2%	0%	2%	2%	0%	1%	0%	2%
5	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%
6	1%	0%	2%	1%	9%	0%	0%	0%	2%	1%	0%	0%	2%	0%	1%	1%	0%	2%	0%	1%
7	7%	4%	9%	6%	7%	6%	10%	2%	9%	7%	0%	4%	8%	11%	7%	7%	0%	6%	5%	8%
8	12%	11%	13%	13%	19%	23%	4%	15%	11%	13%	18%	7%	13%	2%	13%	12%	13%	16%	15%	9%
9	10%	9%	10%	8%	10%	18%	9%	10%	9%	10%	0%	9%	10%	0%	10%	9%	14%	9%	19%	8%
10 STRONGLY AGREE	64%	68%	62%	67%	55%	47%	69%	70%	62%	65%	0%	72%	63%	88%	64%	64%	72%	63%	54%	67%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean	9.0	9.0	9.0	9.1	8.9	8.7	9.0	9.3	8.9	9.1	4.7	9.0	9.0	9.6	9.0	9.0	9.5	9.1	8.8	9.0
N	370	161	209	126	64	124	56	108	262	357	3	61	309	5	365	353	17	186	114	46

2_A NON-LIGHTING PARTICIPANT SATISFACTION

Q2A2. Please rate your satisfaction with the <UTILITY> rebate amount	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
1 EXTREMELY DISSATISFIED	2%	3%	1%	2%	1%	0%	1%	4%	1%	2%	4%	1%	2%	0%	2%	2%	0%	2%	1%	2%
2	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%
3	1%	1%	1%	0%	3%	0%	1%	0%	1%	1%	0%	2%	0%	0%	1%	1%	0%	2%	0%	0%
4	2%	0%	3%	2%	0%	1%	1%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%	3%	2%	1%
5	10%	10%	10%	11%	12%	8%	8%	9%	11%	11%	1%	9%	10%	1%	10%	10%	14%	14%	13%	8%
6	4%	5%	3%	6%	1%	5%	0%	8%	2%	4%	0%	0%	5%	0%	4%	4%	0%	3%	8%	4%
7	9%	9%	9%	9%	11%	22%	7%	8%	10%	9%	9%	10%	9%	0%	9%	9%	9%	11%	16%	7%
8	24%	26%	23%	26%	18%	22%	21%	29%	22%	23%	57%	26%	23%	1%	24%	24%	28%	24%	16%	25%
9	8%	7%	9%	6%	18%	10%	9%	8%	8%	9%	0%	9%	8%	0%	8%	8%	15%	9%	7%	8%
10 EXTREMLEY SATISFIED	32%	32%	32%	30%	25%	27%	38%	25%	35%	31%	28%	38%	30%	98%	31%	32%	34%	29%	30%	33%
DON'T KNOW	9%	7%	10%	7%	10%	3%	14%	8%	9%	9%	0%	4%	10%	0%	9%	9%	0%	2%	6%	12%
Mean	8.0	7.9	8.1	7.9	7.9	7.9	8.5	7.7	8.2	8.0	8.1	8.3	8.0	9.9	8.0	8.0	8.3	7.7	7.7	8.2
N	675	323	352	270	129	164	112	211	464	655	9	139	536	10	665	648	27	263	254	103

Q2A1. Please rate your overall satisfaction with the rebate program	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
1 EXTREMELY DISSATISFIED	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	2%	0%	0%
2	1%	0%	2%	2%	1%	0%	0%	0%	2%	1%	0%	0%	2%	0%	1%	1%	1%	0%	1%	2%
3	1%	0%	2%	2%	0%	0%	0%	0%	2%	1%	0%	1%	1%	0%	1%	1%	0%	1%	0%	2%
4	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	0%	3%	1%	0%	1%	1%	0%	3%	3%	0%
5	6%	6%	6%	6%	10%	6%	5%	5%	7%	6%	0%	10%	5%	0%	6%	6%	0%	10%	8%	4%
6	6%	6%	6%	9%	4%	2%	1%	9%	5%	6%	0%	1%	7%	0%	6%	6%	0%	2%	4%	8%
7	10%	10%	9%	8%	8%	11%	13%	11%	9%	10%	0%	4%	11%	0%	10%	9%	23%	10%	10%	9%
8	24%	25%	23%	23%	27%	36%	23%	27%	23%	23%	63%	29%	23%	1%	24%	24%	28%	26%	23%	23%
9	11%	10%	11%	8%	17%	13%	14%	9%	12%	11%	31%	7%	12%	0%	11%	11%	14%	10%	12%	11%
10 EXTREMLEY SATISFIED	38%	39%	37%	37%	32%	31%	44%	37%	38%	38%	1%	45%	36%	99%	37%	38%	34%	35%	37%	39%
DON'T KNOW	1%	0%	2%	2%	0%	0%	0%	0%	2%	1%	4%	1%	2%	0%	1%	1%	0%	1%	1%	2%
Mean	8.2	8.4	8.1	8.0	8.2	8.4	8.6	8.3	8.2	8.2	8.3	8.5	8.2	10.0	8.2	8.2	8.5	8.1	8.2	8.3
N	675	323	352	270	129	164	112	211	464	655	9	139	536	10	665	648	27	263	254	103

Q2A3. How would you rate your satisfaction with the application process	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
1 EXTREMELY DISSATISFIED	2%	0%	3%	2%	0%	1%	2%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%	2%	1%	2%
2	1%	0%	2%	2%	0%	0%	1%	0%	2%	1%	0%	0%	2%	0%	1%	1%	0%	1%	0%	2%
3	1%	1%	1%	1%	0%	3%	0%	0%	2%	1%	0%	3%	1%	0%	1%	1%	0%	2%	0%	1%
4	2%	1%	2%	2%	0%	1%	1%	2%	1%	2%	0%	2%	1%	0%	2%	2%	0%	3%	2%	1%
5	10%	13%	9%	14%	2%	4%	7%	17%	8%	11%	4%	5%	12%	0%	11%	11%	4%	11%	19%	9%
6	6%	5%	7%	6%	6%	8%	6%	7%	5%	6%	0%	0%	7%	0%	6%	6%	1%	5%	6%	6%
7	15%	14%	16%	21%	11%	9%	6%	16%	15%	14%	51%	13%	15%	0%	15%	15%	14%	12%	4%	18%
8	19%	19%	19%	16%	18%	24%	27%	16%	20%	19%	7%	23%	18%	6%	19%	19%	27%	19%	22%	19%
9	12%	13%	11%	9%	23%	14%	13%	11%	12%	11%	33%	15%	11%	2%	12%	12%	0%	14%	14%	10%
10 EXTREMLEY SATISFIED	29%	30%	29%	26%	36%	27%	33%	29%	30%	29%	4%	33%	29%	93%	28%	29%	44%	29%	28%	30%
DON'T KNOW	3%	3%	2%	1%	3%	9%	5%	2%	3%	3%	0%	6%	2%	0%	3%	2%	10%	3%	3%	2%
Mean	7.8	8.0	7.7	7.5	8.6	8.0	8.2	7.8	7.8	7.8	7.8	8.3	7.7	9.9	7.8	7.8	8.6	7.8	7.8	7.8
N	675	323	352	270	129	164	112	211	464	655	9	139	536	10	665	648	27	263	254	103

Q2A4. And the Satisfaction with the turnaround time in receiving your rebate	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
1 EXTREMELY DISSATISFIED	3%	3%	3%	4%	2%	0%	1%	4%	3%	3%	0%	0%	4%	0%	3%	3%	0%	3%	0%	4%
2	1%	0%	1%	0%	1%	1%	2%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	2%	1%	0%
3	2%	2%	2%	1%	0%	0%	3%	0%	2%	2%	0%	4%	1%	0%	2%	2%	0%	2%	1%	2%
4	3%	4%	2%	4%	2%	3%	2%	5%	2%	3%	0%	1%	4%	0%	3%	3%	0%	2%	3%	3%
5	6%	7%	5%	6%	4%	10%	5%	9%	5%	6%	0%	8%	5%	0%	6%	6%	0%	10%	10%	4%
6	8%	7%	9%	5%	15%	2%	13%	7%	8%	8%	0%	5%	9%	0%	8%	8%	1%	3%	4%	11%
7	14%	9%	18%	20%	3%	6%	8%	10%	16%	13%	0%	7%	15%	1%	14%	14%	3%	10%	13%	16%
8	19%	23%	16%	20%	20%	23%	18%	25%	17%	18%	64%	23%	18%	0%	20%	19%	40%	22%	19%	18%
9	11%	9%	12%	7%	17%	15%	16%	8%	12%	11%	7%	8%	11%	7%	11%	11%	15%	15%	14%	9%
10 EXTREMLEY SATISFIED	25%	31%	20%	25%	27%	31%	22%	26%	24%	25%	28%	41%	21%	92%	24%	24%	36%	24%	28%	24%
DON'T KNOW	9%	4%	12%	8%	10%	8%	10%	6%	10%	9%	0%	2%	10%	0%	9%	9%	5%	6%	7%	11%
Mean	7.6	7.8	7.5	7.5	8.0	8.1	7.6	7.5	7.7	7.6	8.6	8.3	7.5	9.9	7.6	7.6	8.9	7.6	8.0	7.6
N	675	323	352	270	129	164	112	211	464	655	9	139	536	10	665	648	27	263	254	103

Q2A5. And the Satisfaction with the savings on your utility bill resulting from installing thenew [MEAS_DES1]	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
1 EXTREMELY DISSATISFIED	4%	3%	5%	5%	0%	3%	4%	3%	5%	4%	27%	0%	5%	0%	4%	4%	0%	4%	5%	4%
2	2%	0%	3%	3%	0%	1%	1%	1%	3%	2%	0%	0%	3%	0%	2%	2%	0%	1%	1%	3%
3	4%	2%	5%	6%	0%	3%	1%	1%	5%	4%	0%	4%	4%	0%	4%	4%	10%	2%	3%	5%
4	2%	3%	2%	3%	0%	1%	1%	4%	1%	2%	0%	4%	2%	0%	2%	2%	0%	2%	4%	2%
5	12%	12%	12%	11%	3%	15%	15%	14%	11%	12%	0%	6%	13%	8%	12%	12%	1%	13%	8%	12%
6	6%	3%	8%	3%	7%	6%	12%	3%	8%	6%	0%	3%	7%	1%	6%	6%	0%	5%	5%	7%
7	11%	11%	10%	13%	15%	4%	7%	15%	8%	10%	3%	3%	12%	1%	11%	11%	1%	7%	7%	13%
8	13%	12%	14%	14%	16%	13%	13%	15%	13%	13%	64%	13%	14%	5%	14%	13%	14%	13%	21%	12%
9	5%	6%	5%	4%	6%	7%	7%	6%	5%	6%	1%	7%	5%	0%	5%	5%	7%	8%	7%	4%
10 EXTREMLEY SATISFIED	18%	26%	12%	18%	29%	16%	14%	21%	17%	18%	4%	42%	13%	83%	17%	18%	20%	21%	25%	15%
DON'T KNOW	22%	19%	24%	19%	23%	32%	26%	18%	24%	22%	1%	19%	23%	1%	23%	22%	47%	23%	14%	23%
Mean	6.9	7.4	6.4	6.6	8.3	7.0	6.9	7.3	6.7	6.9	6.2	8.3	6.5	9.4	6.8	6.8	7.8	7.2	7.4	6.6
N	746	351	395	270	129	235	112	224	522	722	12	153	593	11	735	716	30	334	254	103

Q2A6. Satisfaction with [UTILITY] as it relates to your overall program experience	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
1 EXTREMELY DISSATISFIED	2%	1%	2%	2%	3%	1%	1%	1%	2%	2%	0%	2%	2%	0%	2%	2%	0%	1%	0%	2%
2	1%	1%	1%	1%	3%	1%	0%	1%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	1%	1%
3	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%
4	2%	2%	1%	3%	0%	1%	0%	1%	2%	1%	0%	4%	1%	0%	2%	2%	0%	1%	0%	2%
5	9%	7%	11%	11%	2%	2%	8%	8%	9%	9%	0%	6%	10%	0%	9%	9%	5%	8%	7%	10%
6	3%	3%	2%	2%	1%	10%	4%	2%	3%	3%	0%	0%	3%	0%	3%	2%	40%	4%	6%	2%
7	14%	11%	17%	14%	10%	14%	14%	11%	16%	15%	0%	9%	15%	1%	14%	14%	9%	12%	13%	15%
8	24%	24%	24%	24%	28%	25%	24%	26%	23%	23%	90%	21%	25%	1%	25%	25%	1%	27%	23%	23%
9	10%	9%	11%	10%	12%	13%	11%	12%	10%	11%	10%	8%	11%	0%	11%	10%	14%	17%	18%	7%
10 EXTREMLEY SATISFIED	34%	42%	27%	31%	39%	32%	38%	37%	32%	34%	0%	51%	30%	98%	33%	34%	31%	29%	29%	36%
DON'T KNOW	1%	0%	2%	2%	0%	0%	0%	0%	2%	1%	0%	0%	2%	0%	1%	1%	0%	0%	0%	2%
Mean	8.0	8.3	7.8	7.9	8.3	8.2	8.4	8.2	8.0	8.0	8.1	8.6	7.9	9.9	8.0	8.1	7.7	8.1	8.2	8.0
N	675	323	352	270	129	164	112	211	464	655	9	139	536	10	665	648	27	263	254	103

Q2A8. Are the savings on your monthly ELECTRIC bill higher, lower or about the same as you expected?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Higher	10%	8%	11%	9%	10%	12%	12%	9%	10%	7%	57%	12%	10%	0%	10%	10%	9%	13%	18%	8%
Lower	23%	20%	24%	26%	12%	22%	20%	13%	27%	24%	5%	30%	21%	68%	22%	22%	34%	21%	24%	23%
Same	49%	51%	47%	51%	47%	42%	49%	56%	46%	50%	38%	43%	50%	3%	50%	49%	39%	49%	37%	50%
Too soon to tell	2%	0%	4%	1%	7%	3%	3%	0%	3%	2%	0%	0%	3%	0%	2%	2%	0%	3%	2%	2%
Changed use pattern - don't know	1%	1%	0%	0%	3%	0%	0%	0%	1%	1%	0%	2%	0%	19%	0%	0%	17%	0%	4%	1%
Can't tell yet - bill averaging	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%
Bill went up - don't know why	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Bill went down - don't know why	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Don't know due to rate increase	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
RECORD VERBATIM	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
REFUSED	1%	1%	1%	1%	3%	0%	0%	1%	1%	1%	0%	2%	1%	0%	1%	1%	0%	0%	0%	1%
DON'T KNOW	14%	17%	11%	11%	18%	20%	16%	18%	12%	15%	1%	10%	15%	10%	14%	14%	1%	12%	13%	15%
N	643	311	332	228	109	235	71	201	442	622	12	135	508	10	633	616	27	281	204	103

Q2A9. Are the savings on your monthly GAS bill higher, lower or about the same as you expected?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Higher	11%	11%	10%	11%	6%	11%	12%	14%	9%	11%	0%	4%	12%	0%	11%	11%	0%	15%	18%	6%
Lower	24%	23%	25%	27%	18%	18%	22%	16%	28%	25%	14%	36%	22%	68%	23%	24%	15%	19%	32%	27%
Same	42%	41%	42%	41%	39%	44%	43%	44%	41%	41%	86%	42%	42%	4%	43%	42%	38%	45%	40%	40%
Too soon to tell	2%	1%	3%	1%	6%	9%	2%	0%	3%	2%	0%	0%	2%	9%	2%	2%	0%	4%	2%	1%
Don't have gas service	7%	9%	5%	9%	15%	0%	0%	13%	4%	7%	0%	4%	7%	0%	7%	7%	8%	7%	0%	7%
Don't know due to rate increase	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	15%	14%	15%	11%	17%	18%	21%	13%	15%	14%	0%	13%	15%	19%	15%	14%	39%	10%	7%	19%
N	331	137	194	129	69	41	92	85	246	318	4	62	269	4	327	320	11	230	50	51

2_B SINGLE FAMILY REBATE PROGRAM PARTICIPATION

Q2B1. How did you first learn about the Home Energy Efficiency Rebate Program[if POS: instant rebate]?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Home energy audit	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Contractor	12%	15%	9%	11%	10%	24%	10%	16%	9%	12%	8%	18%	10%	0%	12%	12%	6%	27%	32%	2%
Utility rep	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	1%	0%
Utility brochure in mail	6%	7%	4%	8%	1%	2%	2%	4%	6%	6%	0%	12%	4%	70%	4%	6%	0%	5%	8%	6%
Utility bill insert	26%	31%	23%	35%	11%	26%	13%	32%	24%	26%	57%	32%	25%	1%	27%	26%	49%	30%	26%	25%
Word of mouth-friend	10%	9%	10%	9%	15%	15%	8%	9%	10%	10%	7%	7%	10%	5%	10%	10%	5%	12%	9%	9%
TV/radio/newspaper ad	15%	20%	11%	22%	8%	12%	3%	23%	12%	15%	38%	10%	16%	0%	15%	15%	14%	19%	14%	14%
Magazine/trade journal	1%	1%	0%	1%	0%	0%	0%	2%	0%	1%	0%	0%	1%	0%	1%	1%	0%	0%	2%	1%
Previous participant	1%	2%	0%	2%	2%	0%	0%	3%	0%	1%	0%	1%	1%	0%	1%	1%	0%	4%	2%	0%
Manufacturer info	3%	2%	3%	3%	0%	1%	4%	3%	3%	3%	0%	2%	3%	0%	3%	3%	0%	2%	1%	4%
Salesperson	26%	22%	29%	18%	38%	15%	42%	23%	28%	27%	3%	16%	28%	1%	27%	26%	8%	9%	13%	36%
In store display	14%	7%	19%	9%	18%	34%	16%	9%	16%	12%	1%	3%	16%	10%	14%	14%	17%	12%	4%	16%
Internet	5%	6%	4%	3%	8%	8%	6%	5%	5%	5%	7%	9%	4%	21%	5%	5%	22%	5%	7%	4%
Product packaging	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	2%	0%	0%	0%	0%	0%	1%	0%	0%
Energy/home fairs/events	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Record other	1%	1%	0%	1%	0%	0%	0%	2%	0%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	1%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
DON'T KNOW	5%	1%	7%	4%	5%	8%	5%	1%	6%	5%	0%	2%	5%	0%	5%	5%	1%	4%	5%	4%
N	725	339	386	270	129	214	112	215	510	702	12	150	575	10	715	698	27	313	254	103

Q2B2. What would you say were the main messages of the advertising information for the Home Energy Efficiency Rebate Program you may have seen?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Save energy/efficiency	34%	36%	32%	38%	20%	25%	32%	36%	33%	34%	60%	41%	32%	90%	33%	34%	55%	31%	19%	38%
Save money	22%	23%	21%	27%	15%	24%	12%	25%	21%	21%	57%	26%	21%	1%	22%	22%	3%	23%	22%	21%
Reduce your energy bill	8%	6%	9%	7%	13%	9%	6%	7%	8%	7%	50%	11%	7%	0%	8%	8%	0%	11%	9%	6%
Cash rebates	25%	29%	22%	24%	27%	28%	25%	25%	25%	25%	28%	24%	25%	2%	25%	25%	31%	22%	32%	25%
Helping business customers make smart choices	1%	1%	1%	1%	3%	0%	0%	2%	1%	1%	0%	1%	1%	0%	1%	1%	0%	3%	0%	0%
Save energy/conservation	9%	10%	9%	13%	10%	10%	1%	12%	8%	10%	0%	3%	11%	20%	9%	9%	35%	9%	7%	10%
Tips on conserving energy	2%	1%	3%	3%	1%	3%	1%	2%	2%	2%	0%	0%	2%	0%	2%	2%	0%	5%	1%	1%
Buy EE Appliances	8%	7%	8%	7%	15%	6%	8%	8%	7%	8%	0%	4%	9%	6%	8%	8%	2%	7%	11%	8%
Appliance rebates	2%	4%	1%	2%	2%	4%	1%	5%	1%	2%	0%	1%	2%	0%	2%	2%	0%	2%	4%	2%
Didn't see advertising/info materials	17%	15%	19%	14%	14%	14%	25%	13%	19%	17%	2%	20%	16%	0%	17%	17%	6%	19%	17%	16%
Good for the environment/fewer power plants	3%	0%	5%	4%	1%	2%	1%	0%	4%	3%	0%	0%	4%	0%	3%	3%	0%	0%	3%	4%
Guide to find more information online	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%
Confusing message	1%	0%	1%	1%	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	1%
Use energy during off-peak hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Increase Home comfort	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%
RECORD OTHER	1%	1%	0%	1%	2%	1%	0%	1%	0%	1%	0%	1%	0%	0%	1%	1%	0%	1%	2%	0%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	14%	13%	14%	12%	15%	15%	18%	15%	13%	14%	11%	11%	15%	2%	14%	14%	22%	17%	14%	13%
N	725	339	386	270	129	214	112	215	510	702	12	150	575	10	715	698	27	313	254	103

Q2B3. Where did you get your rebate application?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Retailer	42%	42%	42%	38%	41%	58%	45%	47%	40%	42%	54%	28%	45%	94%	41%	42%	61%	25%	10%	55%
Utility	8%	10%	6%	8%	11%	3%	7%	8%	8%	8%	0%	18%	5%	1%	8%	8%	6%	11%	12%	5%
Contractor	14%	18%	10%	17%	10%	16%	8%	21%	11%	14%	12%	18%	13%	0%	14%	14%	2%	34%	37%	0%
Internet	28%	24%	32%	30%	25%	21%	28%	19%	32%	27%	30%	25%	29%	5%	29%	28%	32%	24%	33%	30%
Came from manufacturer/came with product	1%	1%	1%	2%	0%	0%	0%	1%	1%	1%	0%	2%	1%	0%	1%	1%	0%	1%	0%	1%
Other-Specify	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	7%	5%	9%	5%	14%	2%	12%	4%	9%	7%	4%	8%	7%	0%	7%	7%	0%	5%	7%	8%
N	746	351	395	270	129	235	112	224	522	722	12	153	593	11	735	716	30	334	254	103

Q2B4. Do you have Internet access at home?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	83%	70%	94%	79%	87%	89%	87%	75%	87%	83%	94%	63%	87%	25%	84%	83%	77%	76%	82%	86%
NO	17%	30%	6%	20%	13%	11%	13%	25%	13%	17%	6%	37%	12%	75%	16%	17%	23%	22%	18%	14%
DON'T KNOW	0%	0%	1%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
N	463	230	233	186	96	100	81	148	315	449	6	109	354	8	455	441	22	184	162	73

Q2B5. Are you aware that rebate applications are available online?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	50%	47%	52%	55%	58%	52%	36%	48%	51%	49%	91%	47%	50%	92%	49%	49%	82%	43%	43%	53%
NO	46%	51%	43%	41%	42%	48%	58%	50%	45%	47%	9%	52%	45%	8%	47%	47%	18%	55%	56%	42%
DON'T KNOW	4%	2%	5%	4%	0%	0%	6%	2%	5%	4%	0%	1%	4%	0%	4%	4%	0%	2%	1%	5%
N	375	170	205	141	83	86	65	114	261	364	5	72	303	6	369	359	16	147	130	63

Q2B5B. Have you downloaded a rebate application off your utility's website?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	21%	3%	31%	14%	31%	23%	34%	3%	28%	22%	0%	3%	24%	4%	21%	21%	0%	20%	18%	21%
NO	67%	86%	56%	80%	50%	52%	42%	91%	56%	65%	100%	79%	65%	96%	66%	66%	100%	59%	63%	69%
DON'T KNOW	13%	10%	14%	6%	19%	24%	25%	6%	16%	13%	0%	18%	12%	0%	13%	13%	0%	21%	18%	9%
N	169	69	100	67	43	35	24	43	126	165	3	32	137	3	166	163	6	66	59	31

2_C GENERAL NON-LIGHTING BATTERY

Q2C3. Did you purchase your [MEAS_DES1] at a retail store or through a contractor?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Retail store	77%	75%	79%	76%	75%	42%	87%	75%	78%	77%	84%	72%	78%	85%	77%	77%	90%	35%	22%	98%
Contractor	22%	24%	21%	24%	24%	55%	13%	25%	21%	22%	15%	28%	21%	13%	22%	22%	10%	63%	77%	2%
Manufacturer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Online retailer	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Home show	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Maintenance Person	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
RECORD OTHER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
DON'T KNOW	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	1%	0%	0%
N	1782	708	1074	720	341	456	265	436	1346	1702	46	328	1454	19	1758	1747	34	964	457	306

Q2C4. Do you recall seeing any [Utility] literature or displays that provided information about the energy efficiency of the [MEAS_DES1] you purchased?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	45%	42%	47%	41%	58%	34%	49%	36%	48%	45%	31%	59%	43%	50%	45%	44%	75%	36%	27%	47%
NO	41%	41%	41%	46%	17%	54%	39%	44%	40%	41%	62%	29%	43%	50%	41%	41%	14%	51%	62%	39%
DON'T KNOW	14%	17%	12%	14%	25%	13%	12%	20%	12%	14%	7%	12%	15%	0%	14%	14%	11%	14%	10%	14%
N	813	320	493	305	151	200	157	184	629	772	24	153	660	13	796	792	21	361	145	301

Q2C5. What would you say were the main messages of those materials?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Save energy (efficiency)	25%	12%	32%	16%	22%	17%	38%	13%	29%	26%	0%	7%	28%	46%	25%	26%	4%	16%	39%	26%
Save money	5%	9%	2%	0%	20%	8%	6%	13%	2%	5%	0%	25%	2%	0%	5%	5%	0%	4%	2%	5%
Reduce your energy bill	6%	0%	8%	9%	1%	3%	3%	0%	7%	6%	0%	0%	6%	0%	6%	6%	0%	2%	2%	6%
Cash rebates	10%	8%	10%	9%	0%	22%	11%	1%	12%	10%	0%	19%	8%	0%	10%	10%	0%	9%	16%	9%
Save energy/conservation	7%	5%	8%	0%	2%	18%	16%	0%	9%	7%	0%	3%	8%	0%	7%	6%	79%	8%	20%	7%
Buy EE appliances	6%	6%	6%	13%	0%	0%	0%	0%	8%	6%	0%	17%	5%	31%	6%	6%	3%	0%	4%	7%
Appliance rebates	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	4%	0%	0%
Good for the environment/fewer power plants	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Energy Star rating	7%	18%	1%	14%	1%	3%	1%	25%	1%	7%	0%	17%	5%	0%	7%	7%	0%	10%	4%	7%
Info on product operating costs	22%	39%	13%	35%	10%	8%	11%	47%	13%	22%	0%	8%	24%	0%	22%	22%	15%	19%	4%	22%
RECORD VERBATIM	5%	0%	7%	5%	0%	8%	6%	0%	6%	2%	0%	0%	5%	0%	5%	5%	0%	3%	0%	5%
REFUSED	1%	1%	2%	0%	9%	10%	0%	0%	2%	1%	0%	2%	1%	23%	1%	1%	0%	3%	11%	1%
DON'T KNOW	7%	1%	10%	0%	35%	5%	8%	0%	9%	7%	0%	3%	7%	0%	7%	7%	0%	20%	0%	6%
N	129	53	76	38	24	38	29	32	97	125	0	30	99	4	125	124	5	44	41	42

Q2C7. When shopping for your equipment, did you talk with a salesperson?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	83%	76%	87%	81%	89%	64%	88%	77%	85%	84%	69%	83%	83%	85%	83%	83%	98%	63%	58%	86%
NO	14%	19%	12%	16%	11%	31%	11%	20%	13%	14%	31%	9%	15%	15%	14%	15%	2%	34%	39%	12%
DON'T KNOW	2%	5%	1%	3%	0%	5%	1%	3%	2%	2%	0%	8%	1%	0%	2%	2%	0%	3%	3%	2%
N	691	272	419	280	127	153	131	159	532	655	20	132	559	11	676	675	16	308	117	262

Q2C8. Did the salesperson tell you about the rebate program?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	73%	72%	73%	73%	80%	67%	71%	74%	72%	72%	76%	67%	74%	65%	73%	73%	86%	63%	67%	74%
NO	16%	14%	18%	19%	5%	24%	14%	13%	17%	17%	1%	18%	16%	35%	16%	16%	14%	25%	17%	16%
DON'T KNOW	11%	14%	9%	8%	15%	9%	15%	12%	10%	11%	23%	15%	10%	0%	11%	11%	0%	12%	16%	11%
N	527	199	328	208	103	107	109	114	413	498	17	98	429	6	519	513	14	222	61	240

Q2C9. Did the salesperson tell you about the energy efficiency benefits of your [MEAS_DES1]?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	74%	76%	74%	75%	84%	72%	71%	74%	74%	74%	90%	83%	73%	97%	74%	74%	84%	74%	81%	74%
NO	18%	16%	20%	16%	10%	21%	25%	16%	19%	19%	10%	15%	19%	2%	19%	19%	10%	22%	15%	18%
DON'T KNOW	7%	8%	7%	9%	7%	6%	4%	10%	6%	7%	0%	2%	8%	2%	7%	7%	6%	5%	3%	8%
N	680	257	423	246	136	162	136	148	532	646	21	121	559	8	670	661	19	282	110	279

Q2C10B. Did your contractor tell you about the energy efficiency benefits of your [MEAS_DES1]?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	87%	85%	88%	87%	88%	90%	85%	87%	86%	87%	97%	87%	87%	46%	87%	87%	96%	85%	93%	67%
NO	11%	12%	10%	11%	9%	7%	13%	10%	11%	11%	3%	10%	11%	54%	11%	11%	2%	12%	5%	33%
DON'T KNOW	3%	3%	2%	2%	3%	3%	2%	3%	2%	3%	0%	3%	2%	0%	3%	3%	2%	3%	2%	0%
N	908	359	549	390	177	237	104	235	673	873	19	163	745	5	902	895	12	555	300	5

Q2C11A. How satisfied are you with this contractor?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
1 EXTREMELY DISSATISFIED	3%	5%	0%	4%	0%	1%	2%	7%	1%	3%	0%	11%	1%	0%	3%	3%	0%	3%	3%	0%
2	2%	2%	1%	3%	0%	0%	0%	3%	1%	2%	0%	0%	2%	0%	2%	2%	0%	2%	1%	0%
3	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
4	2%	0%	3%	2%	0%	0%	4%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%	1%	2%	0%
5	0%	0%	1%	1%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
6	1%	2%	1%	2%	0%	4%	0%	3%	1%	1%	0%	0%	2%	0%	1%	1%	0%	2%	1%	0%
7	5%	6%	4%	5%	3%	4%	5%	7%	4%	5%	22%	1%	6%	0%	5%	5%	0%	6%	4%	0%
8	17%	16%	18%	17%	28%	11%	13%	13%	19%	17%	35%	20%	16%	0%	17%	17%	14%	18%	17%	0%
9	17%	14%	21%	17%	8%	20%	25%	11%	21%	17%	43%	11%	19%	0%	17%	17%	60%	16%	21%	0%
10 EXTREMELY SATISFIED	53%	55%	51%	51%	60%	58%	50%	56%	51%	53%	0%	56%	52%	0%	53%	53%	26%	53%	51%	100%
Mean	8.8	8.6	8.9	8.6	9.2	9.1	8.9	8.5	9.0	8.8	8.2	8.4	8.9	.	8.8	8.8	9.1	8.7	8.8	10.0
N	282	145	137	117	53	74	38	103	179	276	3	57	225	0	282	272	10	109	124	1

Q2C13. Did your contractor tell you about the Home Energy Efficiency Rebate program?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	72%	73%	72%	71%	74%	79%	73%	74%	72%	72%	85%	74%	72%	46%	73%	72%	89%	69%	81%	46%
NO	19%	19%	19%	20%	19%	15%	18%	18%	20%	19%	9%	19%	19%	54%	19%	19%	9%	22%	13%	33%
DON'T KNOW	9%	8%	9%	9%	7%	5%	9%	8%	9%	9%	5%	7%	9%	0%	9%	9%	2%	9%	6%	21%
N	909	359	550	390	177	238	104	235	674	874	19	163	746	5	903	896	12	556	300	5

Q2C14. Did your contractor recommend purchasing a high efficiency [MEAS_DES1] rather than a standard efficiency [MEAS_DES1]?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	67%	67%	67%	66%	60%	69%	74%	69%	66%	67%	83%	68%	66%	46%	67%	67%	67%	65%	71%	54%
NO	26%	27%	25%	27%	31%	17%	22%	23%	27%	26%	17%	27%	25%	20%	26%	26%	28%	27%	21%	46%
DON'T KNOW	8%	7%	8%	7%	9%	15%	5%	8%	7%	8%	0%	5%	8%	34%	7%	8%	5%	8%	8%	0%
N	908	359	549	390	177	237	104	235	673	873	19	163	745	5	902	895	12	555	300	5

2_D MEASURE-SPECIFIC BATTERY

Q2D2. How old was the [MEAS_DES1] that was replaced? [IN YEARS]	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Less than 5 years old	8%	10%	6%	6%	7%	0%	11%	9%	7%	8%	0%	12%	7%	52%	7%	8%	0%	0%	0%	8%
5 to 10 years old	29%	29%	28%	27%	33%	6%	32%	28%	29%	29%	42%	31%	28%	0%	28%	28%	56%	0%	5%	31%
11 to 15 years old	27%	22%	29%	28%	20%	16%	27%	25%	27%	28%	1%	20%	28%	0%	27%	27%	0%	0%	14%	28%
16 to 20 years old	13%	9%	16%	13%	8%	17%	16%	11%	14%	13%	0%	8%	14%	0%	14%	13%	0%	0%	18%	13%
More than 20 years old	9%	12%	7%	10%	10%	34%	5%	13%	8%	9%	0%	12%	9%	3%	9%	9%	2%	0%	37%	7%
Did not have old unit	13%	16%	12%	15%	17%	26%	8%	12%	14%	12%	57%	17%	13%	45%	13%	13%	42%	0%	25%	12%
DON'T KNOW	2%	2%	1%	1%	4%	1%	2%	2%	1%	2%	0%	0%	2%	0%	1%	2%	0%	0%	1%	2%
N	507	192	315	200	102	102	103	126	381	483	15	90	417	6	498	500	6	0	253	254

Q2D3. Did you have insulation in your home prior to this recent installation?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Yes	58%	58%	58%	62%	48%	0%	55%	66%	57%	59%	33%	64%	57%	0%	59%	58%	0%	58%	0%	0%
In some areas but not in area insulated	17%	18%	17%	19%	19%	0%	16%	17%	18%	17%	33%	19%	17%	0%	18%	17%	0%	17%	0%	0%
No	22%	20%	23%	17%	31%	0%	27%	10%	24%	22%	33%	17%	23%	100%	22%	22%	0%	22%	0%	0%
DON'T KNOW	2%	4%	1%	2%	2%	0%	2%	7%	1%	2%	0%	0%	2%	0%	2%	2%	0%	2%	0%	0%
N	253	68	185	100	52	0	101	31	222	241	6	37	216	2	251	253	0	253	0	0

Q2D4. Was your old [MEAS_DES1] in working order when it was replaced?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Yes	62%	53%	68%	64%	60%	53%	62%	57%	64%	62%	77%	40%	66%	51%	62%	62%	72%	48%	66%	63%
No	33%	41%	28%	32%	32%	31%	35%	40%	30%	33%	22%	48%	30%	39%	33%	33%	25%	51%	20%	33%
Didn't have old .55.	4%	6%	2%	3%	8%	16%	2%	3%	4%	4%	1%	12%	2%	9%	3%	4%	3%	0%	14%	2%
DON'T KNOW	1%	0%	2%	2%	0%	1%	1%	0%	2%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	1%
N	1163	493	670	460	168	379	156	327	836	1121	22	214	949	12	1147	1138	24	457	375	276

Q2D5. Could your old [MEAS_DES1] have been fixed, or was it beyond repair?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Could have been fixed	18%	16%	20%	16%	37%	13%	19%	8%	23%	18%	46%	21%	18%	61%	17%	18%	0%	5%	30%	19%
Beyond Repair	36%	30%	41%	34%	45%	52%	36%	36%	36%	35%	49%	25%	39%	4%	37%	36%	13%	65%	51%	30%
Cheaper (easier) to replace	38%	44%	33%	43%	18%	26%	37%	45%	35%	39%	5%	51%	35%	36%	39%	38%	84%	25%	16%	42%
Too old/needed upgrade	1%	0%	2%	2%	0%	1%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	1%
Went for a more efficient one	1%	2%	0%	2%	0%	1%	0%	3%	0%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	1%
Replaced along with others	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	5%	7%	3%	4%	0%	7%	8%	9%	3%	5%	0%	3%	6%	0%	5%	5%	3%	3%	3%	6%
N	383	167	216	136	56	134	57	97	286	370	7	83	300	3	379	377	6	209	69	90

CLOTHES WASHER SPECIFIC BATTERY

Q2DCW1. Was your old clothes washer an Energy Star unit?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	16%	25%	11%	13%	18%	0%	19%	20%	14%	15%	44%	35%	13%	100%	14%	15%	64%	0%	0%	16%
NO	66%	58%	70%	67%	68%	0%	64%	60%	68%	67%	34%	48%	69%	0%	67%	66%	36%	0%	0%	66%
DON'T KNOW	18%	18%	19%	20%	14%	0%	17%	19%	18%	18%	22%	17%	19%	0%	18%	19%	0%	0%	0%	18%
N	224	67	157	85	44	0	95	41	183	214	5	29	195	2	219	222	2	0	0	224

Q2DCW2. Was your old clothes washer a front or top loading machine?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Front	5%	7%	5%	2%	9%	0%	9%	1%	7%	6%	0%	15%	4%	36%	5%	6%	0%	0%	0%	5%
Top	93%	91%	94%	96%	91%	0%	88%	99%	91%	93%	100%	80%	95%	0%	94%	93%	100%	0%	0%	93%
DON'T KNOW	1%	2%	1%	1%	0%	0%	2%	0%	2%	1%	0%	5%	1%	64%	0%	1%	0%	0%	0%	1%
N	224	67	157	85	44	0	95	41	183	214	5	29	195	2	219	222	2	0	0	224

Q2DCW3_H. We would like to get an idea of how many HOT WATER loads of wash you do each week	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
0	42%	39%	44%	45%	33%	0%	40%	42%	42%	43%	49%	26%	45%	0%	43%	42%	32%	0%	0%	42%
1	23%	27%	21%	22%	29%	0%	22%	29%	21%	23%	36%	22%	23%	35%	23%	23%	0%	0%	0%	23%
2	16%	18%	15%	17%	22%	0%	14%	17%	16%	17%	5%	26%	15%	0%	16%	16%	21%	0%	0%	16%
3	7%	6%	7%	6%	4%	0%	9%	6%	7%	7%	0%	13%	6%	45%	6%	6%	48%	0%	0%	7%
4	2%	2%	2%	1%	0%	0%	4%	0%	2%	2%	10%	3%	2%	0%	2%	2%	0%	0%	0%	2%
5	3%	1%	4%	2%	4%	0%	4%	0%	4%	3%	0%	3%	3%	0%	3%	3%	0%	0%	0%	3%
6	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
7	1%	0%	2%	2%	0%	0%	1%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%	0%	0%	1%
8	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	20%	0%	0%	0%	0%	0%	0%
10	1%	1%	0%	0%	2%	0%	1%	0%	1%	1%	0%	4%	0%	0%	1%	1%	0%	0%	0%	1%
13	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
25	0%	1%	0%	0%	2%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	4%	3%	5%	5%	4%	0%	3%	5%	4%	4%	0%	5%	4%	0%	4%	4%	0%	0%	0%	4%
Mean	1.3	1.3	1.3	1.1	1.8	.	1.6	1.1	1.4	1.3	0.9	1.8	1.2	3.3	1.3	1.3	1.8	.	.	1.3
N	254	81	173	100	51	0	103	46	208	237	11	35	219	4	247	249	5	0	0	254

Q2DCW3_W. We would like to get an idea of how many WARM WATER loads of wash you do each week	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
0	20%	24%	18%	17%	24%	0%	23%	20%	20%	20%	10%	22%	19%	0%	20%	19%	52%	0%	0%	20%
1	14%	17%	12%	17%	14%	0%	8%	21%	11%	14%	10%	8%	14%	0%	14%	14%	0%	0%	0%	14%
2	21%	17%	23%	23%	14%	0%	19%	19%	22%	20%	41%	13%	22%	35%	21%	21%	0%	0%	0%	21%
3	11%	10%	11%	9%	16%	0%	13%	12%	11%	11%	10%	17%	10%	0%	11%	10%	37%	0%	0%	11%
4	11%	9%	12%	13%	6%	0%	9%	6%	12%	11%	10%	12%	11%	0%	11%	11%	0%	0%	0%	11%
5	6%	6%	6%	4%	12%	0%	8%	6%	6%	6%	10%	9%	6%	0%	5%	6%	0%	0%	0%	6%
6	5%	5%	5%	4%	4%	0%	7%	5%	5%	5%	0%	3%	5%	20%	4%	5%	0%	0%	0%	5%
7	1%	2%	1%	2%	0%	0%	0%	3%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	1%
8	2%	2%	1%	1%	2%	0%	3%	1%	2%	2%	0%	4%	1%	11%	2%	2%	11%	0%	0%	2%
10	3%	1%	4%	4%	4%	0%	2%	1%	4%	3%	10%	3%	3%	0%	3%	3%	0%	0%	0%	3%
11	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
12	1%	1%	1%	0%	0%	0%	3%	1%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	1%
25	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	5%	5%	6%	6%	4%	0%	5%	5%	5%	4%	0%	9%	5%	35%	5%	6%	0%	0%	0%	5%
Mean	2.8	2.5	3.0	2.6	2.8	.	3.2	2.5	2.9	2.8	3.1	2.8	2.8	4.2	2.8	2.8	2.0	.	.	2.8
N	254	81	173	100	51	0	103	46	208	237	11	35	219	4	247	249	5	0	0	254

Q2DCW3_C. We would like to get an idea of how many COLD WATER loads of wash you do each week	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
0	17%	22%	14%	12%	20%	0%	25%	25%	15%	17%	24%	12%	18%	35%	17%	17%	0%	0%	0%	17%
1	21%	18%	22%	26%	16%	0%	13%	16%	22%	21%	24%	13%	22%	0%	21%	21%	11%	0%	0%	21%
2	18%	12%	20%	19%	20%	0%	15%	11%	20%	18%	5%	17%	18%	30%	17%	17%	68%	0%	0%	18%
3	11%	10%	12%	9%	18%	0%	13%	8%	12%	10%	36%	14%	11%	35%	11%	11%	0%	0%	0%	11%
4	8%	11%	6%	10%	4%	0%	5%	9%	7%	8%	10%	12%	7%	0%	8%	8%	0%	0%	0%	8%
5	8%	5%	9%	9%	2%	0%	7%	7%	8%	8%	0%	3%	8%	0%	8%	8%	0%	0%	0%	8%
6	2%	4%	1%	1%	2%	0%	4%	1%	2%	2%	0%	7%	1%	0%	2%	2%	21%	0%	0%	2%
7	2%	0%	2%	1%	4%	0%	2%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%	0%	0%	2%
8	3%	7%	1%	3%	4%	0%	3%	11%	1%	3%	0%	3%	3%	0%	3%	3%	0%	0%	0%	3%
9	1%	2%	0%	1%	0%	0%	0%	3%	0%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	1%
10	2%	1%	3%	1%	4%	0%	4%	0%	3%	2%	0%	3%	2%	0%	2%	2%	0%	0%	0%	2%
11	1%	2%	1%	2%	0%	0%	0%	3%	1%	1%	0%	5%	1%	0%	1%	1%	0%	0%	0%	1%
12	1%	1%	1%	1%	2%	0%	1%	0%	1%	1%	0%	3%	1%	0%	1%	1%	0%	0%	0%	1%
14	1%	2%	0%	1%	0%	0%	0%	3%	0%	1%	0%	5%	0%	0%	1%	1%	0%	0%	0%	1%
15	1%	0%	1%	0%	0%	0%	2%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	1%
20	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
21	1%	0%	1%	0%	2%	0%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	1%
25	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	4%	3%	5%	4%	4%	0%	5%	5%	4%	4%	0%	5%	4%	0%	4%	4%	0%	0%	0%	4%
Mean	3.2	3.1	3.2	2.9	3.2	.	3.5	3.3	3.1	3.2	1.8	4.1	3.0	1.7	3.2	3.2	2.7	.	.	3.2
N	254	81	173	100	51	0	103	46	208	237	11	35	219	4	247	249	5	0	0	254

CLOTHES DRYER BATTERY TO SUPPORT CW BATTERY

Q2DCW4. Do you have a clothes dryer?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	100%	100%	100%	100%	100%	0%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	0%	0%	100%
N	254	81	173	100	51	0	103	46	208	237	11	35	219	4	247	249	5	0	0	254

Q2DCW5. What type of fuel does your clothes dryer use?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Electric	33%	38%	31%	46%	18%	0%	16%	49%	29%	33%	17%	29%	34%	11%	33%	33%	48%	0%	0%	33%
Natural Gas	61%	54%	65%	48%	76%	0%	81%	43%	67%	61%	83%	68%	60%	89%	61%	62%	32%	0%	0%	61%
Propane/Other	0%	1%	0%	0%	4%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	5%	7%	4%	6%	2%	0%	4%	8%	4%	5%	0%	3%	5%	0%	5%	5%	21%	0%	0%	5%
N	254	81	173	100	51	0	103	46	208	237	11	35	219	4	247	249	5	0	0	254

Q2DCW6. How often do you use your dryer versus HANG DRYING your clothes? Do you…	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
ALWAYS use dryer	64%	63%	65%	65%	53%	0%	66%	60%	65%	65%	44%	62%	65%	55%	64%	64%	68%	0%	0%	64%
Use dryer MORE than 50 percent of the ti	23%	27%	21%	23%	39%	0%	19%	31%	21%	22%	37%	33%	22%	11%	24%	23%	11%	0%	0%	23%
Use dryer LESS than 50 perccent of the t	3%	3%	2%	2%	0%	0%	5%	5%	2%	3%	0%	0%	3%	0%	3%	3%	0%	0%	0%	3%
HALF and HALF	8%	6%	9%	9%	8%	0%	7%	3%	10%	8%	19%	5%	9%	35%	7%	8%	0%	0%	0%	8%
Never (Rarely) use the dryer	1%	0%	2%	1%	0%	0%	2%	0%	2%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	1%
DON'T KNOW	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	21%	0%	0%	0%
N	254	81	173	100	51	0	103	46	208	237	11	35	219	4	247	249	5	0	0	254

WATER HEATER BATTERY TO SUPPORT CW BATTERY

Q2DCW7. What type of water heater do you have? Is it a …	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Traditional Storage Tank	92%	93%	92%	91%	98%	0%	93%	92%	92%	92%	100%	91%	93%	100%	92%	93%	63%	0%	0%	92%
Tankless/On-Demand OR	5%	3%	6%	6%	2%	0%	4%	3%	6%	5%	0%	5%	5%	0%	5%	5%	0%	0%	0%	5%
DON'T KNOW	3%	3%	2%	3%	0%	0%	3%	5%	2%	3%	0%	5%	2%	0%	3%	2%	37%	0%	0%	3%
N	254	81	173	100	51	0	103	46	208	237	11	35	219	4	247	249	5	0	0	254

Q2DCW8. What type of fuel does your water heater use?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Electric	2%	3%	2%	3%	2%	0%	1%	5%	1%	2%	0%	0%	3%	0%	2%	2%	0%	0%	0%	2%
Natural Gas	88%	81%	92%	86%	86%	0%	93%	73%	93%	88%	100%	89%	88%	89%	89%	89%	52%	0%	0%	88%
Propane/Other	2%	5%	0%	2%	8%	0%	0%	8%	0%	2%	0%	0%	2%	0%	2%	2%	0%	0%	0%	2%
DON'T KNOW	7%	10%	6%	9%	4%	0%	6%	14%	5%	8%	0%	11%	7%	11%	7%	7%	48%	0%	0%	7%
N	254	81	173	100	51	0	103	46	208	237	11	35	219	4	247	249	5	0	0	254

Q2DCW9. What size is your water heater?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Small (20-39 gallons) BELOW average	6%	8%	5%	8%	2%	0%	4%	8%	5%	6%	0%	11%	5%	0%	6%	6%	0%	0%	0%	6%
Medium (40-59 gallons) AVERAGE size	67%	59%	70%	68%	68%	0%	64%	57%	69%	66%	70%	56%	68%	80%	66%	67%	68%	0%	0%	67%
Large (60-80 gallons) ABOVE average	19%	21%	18%	16%	26%	0%	21%	18%	19%	19%	20%	24%	18%	20%	19%	19%	32%	0%	0%	19%
100 gallons	1%	0%	1%	0%	0%	0%	2%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	1%
DON'T KNOW	8%	12%	6%	8%	4%	0%	9%	16%	6%	8%	10%	9%	8%	0%	8%	8%	0%	0%	0%	8%
N	237	77	160	91	50	0	96	43	194	220	11	33	204	4	230	233	4	0	0	237

Q2DCW10. What temperature do you have your hot water heater set for?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Low (100-120 degrees) BELOW Average	22%	19%	24%	22%	27%	0%	21%	19%	23%	23%	5%	23%	22%	11%	22%	22%	22%	0%	0%	22%
Medium (125-140 degrees) AVERAGE	52%	50%	53%	56%	47%	0%	46%	44%	54%	51%	66%	50%	52%	35%	52%	52%	21%	0%	0%	52%
High (145-160 degrees) ABOVE average	4%	7%	3%	4%	6%	0%	5%	11%	3%	5%	0%	0%	5%	0%	5%	5%	0%	0%	0%	4%
DON'T KNOW	22%	25%	20%	18%	20%	0%	28%	26%	20%	22%	29%	26%	21%	55%	21%	21%	57%	0%	0%	22%
N	254	81	173	100	51	0	103	46	208	237	11	35	219	4	247	249	5	0	0	254

Q2DCW11. How old is your water heater? Is it?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Less than 1 year old	8%	7%	8%	5%	6%	0%	13%	6%	8%	7%	10%	3%	8%	35%	7%	8%	0%	0%	0%	8%
Between 1 and 5 years old	46%	40%	49%	45%	55%	0%	46%	39%	48%	47%	56%	46%	46%	35%	46%	46%	52%	0%	0%	46%
Between 5 and 10 years old	29%	34%	26%	29%	24%	0%	29%	36%	26%	28%	34%	36%	27%	0%	29%	28%	37%	0%	0%	29%
Greater than 10 years old	15%	18%	13%	18%	12%	0%	11%	19%	14%	16%	0%	16%	15%	30%	14%	15%	11%	0%	0%	15%
DON'T KNOW	3%	0%	4%	3%	4%	0%	2%	0%	4%	2%	0%	0%	3%	0%	3%	3%	0%	0%	0%	3%
N	254	81	173	100	51	0	103	46	208	237	11	35	219	4	247	249	5	0	0	254

CENTRAL AC SPECIFIC BATTERY

Q2DAC1. What type of unit was your old air conditioning system? Was it…	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Central Air Conditioning system	94%	92%	98%	95%	93%	93%	.	91%	97%	94%	100%	88%	96%	0%	95%	94%	100%	.	94%	.
Central Heat Pump	7%	7%	6%	6%	7%	8%	.	9%	5%	7%	0%	3%	8%	0%	7%	7%	0%	.	7%	.
Window or Wall unit or Room air conditio	1%	1%	0%	0%	0%	1%	.	0%	1%	1%	0%	2%	0%	0%	1%	1%	0%	.	1%	.
None or fans only	0%	0%	0%	0%	0%	0%	.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	0%	.
REFUSED	0%	0%	0%	0%	0%	0%	.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	0%	.
DON'T KNOW	3%	4%	1%	2%	0%	3%	.	4%	1%	3%	0%	6%	2%	100%	2%	3%	0%	.	3%	.
N	171	82	89	82	14	75	0	67	104	168	1	34	137	1	170	169	1	0	171	0

POOL PUMP SPECIFIC BATTERY

Q2DPP1ON. What hours do you typically run your new pool pump during the summer months?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
0	1%	2%	1%	3%	0%	0%	0%	3%	1%	1%	0%	0%	2%	0%	1%	1%	0%	1%	0%	0%
2	3%	4%	3%	5%	6%	2%	0%	6%	3%	3%	0%	3%	3%	0%	3%	3%	0%	3%	0%	0%
3	2%	1%	3%	1%	0%	3%	0%	1%	2%	2%	0%	0%	3%	0%	2%	2%	0%	2%	0%	0%
4	4%	5%	3%	3%	6%	4%	0%	4%	4%	4%	0%	5%	3%	0%	4%	4%	0%	4%	0%	0%
5	5%	7%	4%	3%	6%	6%	0%	8%	4%	5%	0%	5%	5%	0%	5%	5%	0%	5%	0%	0%
6	18%	21%	17%	21%	22%	16%	0%	24%	17%	18%	9%	22%	17%	0%	18%	18%	100%	18%	0%	0%
7	11%	10%	12%	11%	12%	11%	0%	12%	11%	12%	0%	5%	13%	0%	11%	11%	0%	11%	0%	0%
8	16%	16%	15%	16%	6%	16%	0%	12%	17%	15%	26%	24%	14%	0%	16%	16%	0%	16%	0%	0%
9	8%	7%	9%	5%	8%	11%	0%	3%	10%	8%	9%	11%	8%	0%	8%	8%	0%	8%	0%	0%
10	11%	8%	13%	11%	10%	11%	0%	8%	12%	12%	0%	8%	12%	0%	11%	11%	0%	11%	0%	0%
11	3%	4%	2%	3%	0%	3%	0%	1%	3%	3%	9%	5%	2%	0%	3%	3%	0%	3%	0%	0%
12 NOON	2%	1%	2%	3%	2%	1%	0%	1%	2%	2%	9%	2%	2%	100%	2%	2%	0%	2%	0%	0%
1	1%	2%	0%	1%	2%	0%	0%	2%	0%	1%	0%	1%	1%	0%	1%	1%	0%	1%	0%	0%
3	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
4	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%
5	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%
11	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
12 MIDNIGHT	2%	4%	2%	3%	0%	2%	0%	3%	2%	3%	0%	3%	2%	0%	2%	2%	0%	2%	0%	0%
DON'T USE	1%	0%	2%	0%	0%	2%	0%	0%	2%	1%	0%	0%	2%	0%	1%	1%	0%	1%	0%	0%
REFUSED	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	11%	9%	11%	11%	16%	10%	0%	11%	11%	10%	18%	7%	12%	0%	11%	11%	0%	11%	0%	0%
N	404	151	253	152	50	202	0	93	311	384	12	73	331	1	402	403	1	404	0	0

Q2DPP1OFF. What hours do you typically run your new pool pump during the summer months?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
0	1%	1%	1%	1%	2%	0%	0%	1%	0%	1%	0%	2%	0%	0%	1%	1%	0%	1%	0%	0%
2	8%	9%	8%	10%	0%	8%	0%	9%	8%	9%	0%	8%	9%	0%	8%	8%	0%	8%	0%	0%
3	4%	5%	4%	2%	4%	6%	0%	2%	5%	4%	0%	6%	4%	0%	4%	4%	0%	4%	0%	0%
4	9%	10%	9%	11%	8%	8%	0%	8%	10%	9%	27%	12%	9%	0%	9%	9%	0%	9%	0%	0%
5	4%	4%	5%	5%	0%	4%	0%	6%	4%	5%	0%	0%	5%	0%	4%	5%	0%	4%	0%	0%
6	5%	5%	5%	5%	6%	4%	0%	4%	5%	5%	0%	7%	4%	0%	5%	5%	0%	5%	0%	0%
7	2%	1%	2%	1%	4%	1%	0%	2%	2%	2%	0%	1%	2%	0%	2%	2%	0%	2%	0%	0%
8	8%	8%	8%	9%	0%	8%	0%	9%	8%	8%	0%	6%	8%	0%	8%	8%	0%	8%	0%	0%
9	4%	4%	5%	3%	12%	4%	0%	4%	4%	4%	9%	4%	4%	0%	4%	4%	0%	4%	0%	0%
10	11%	13%	9%	15%	8%	7%	0%	15%	9%	10%	18%	16%	9%	0%	11%	11%	0%	11%	0%	0%
11	9%	9%	9%	7%	12%	10%	0%	13%	8%	9%	0%	6%	10%	0%	9%	9%	100%	9%	0%	0%
12 NOON	13%	13%	13%	11%	14%	15%	0%	10%	14%	13%	9%	14%	13%	0%	13%	13%	0%	13%	0%	0%
1	5%	4%	5%	3%	2%	6%	0%	2%	5%	5%	0%	7%	4%	0%	5%	5%	0%	5%	0%	0%
2	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
3	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%
4	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%
5	0%	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
6	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%
8	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
12 MIDNIGHT	4%	4%	4%	6%	0%	3%	0%	3%	4%	4%	0%	5%	4%	0%	4%	4%	0%	4%	0%	0%
DON'T USE	1%	0%	2%	0%	0%	2%	0%	0%	2%	1%	0%	0%	2%	0%	1%	1%	0%	1%	0%	0%
REFUSED	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	11%	10%	12%	11%	18%	11%	0%	12%	11%	11%	18%	7%	12%	0%	11%	11%	0%	11%	0%	0%
N	404	151	253	152	50	202	0	93	311	384	12	73	331	1	402	403	1	404	0	0

Q2DPP2ON. What hours do you typically run your new pool pump during the non-summer months?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
0	1%	2%	1%	3%	0%	0%	0%	3%	1%	1%	0%	0%	2%	0%	1%	1%	0%	1%	0%	0%
2	5%	6%	5%	7%	6%	3%	0%	7%	5%	5%	0%	3%	6%	0%	5%	5%	0%	5%	0%	0%
3	2%	1%	3%	1%	0%	3%	0%	1%	2%	2%	0%	0%	2%	0%	2%	2%	0%	2%	0%	0%
4	3%	3%	2%	3%	4%	2%	0%	4%	2%	3%	0%	3%	3%	0%	3%	3%	0%	3%	0%	0%
5	3%	4%	2%	1%	2%	4%	0%	5%	2%	3%	0%	2%	3%	0%	3%	3%	0%	3%	0%	0%
6	16%	20%	14%	18%	14%	15%	0%	22%	14%	16%	27%	19%	16%	0%	16%	16%	100%	16%	0%	0%
7	10%	8%	12%	11%	22%	9%	0%	9%	11%	11%	0%	7%	11%	0%	11%	11%	0%	10%	0%	0%
8	12%	12%	12%	9%	6%	15%	0%	9%	13%	12%	18%	16%	11%	0%	12%	12%	0%	12%	0%	0%
9	10%	12%	8%	10%	8%	9%	0%	8%	10%	10%	9%	16%	8%	0%	10%	10%	0%	10%	0%	0%
10	9%	6%	11%	7%	8%	10%	0%	3%	10%	9%	0%	9%	9%	0%	8%	9%	0%	9%	0%	0%
11	3%	1%	4%	2%	0%	4%	0%	0%	4%	3%	9%	0%	4%	0%	3%	3%	0%	3%	0%	0%
12 NOON	3%	2%	4%	2%	2%	4%	0%	1%	4%	3%	9%	3%	3%	100%	3%	3%	0%	3%	0%	0%
1	1%	1%	1%	2%	0%	1%	0%	2%	1%	1%	0%	2%	1%	0%	1%	1%	0%	1%	0%	0%
3	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
5	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%
12 MIDNIGHT	3%	4%	2%	5%	2%	1%	0%	6%	2%	3%	0%	2%	3%	0%	3%	3%	0%	3%	0%	0%
DON'T USE	6%	5%	6%	5%	12%	6%	0%	6%	6%	6%	3%	7%	6%	0%	6%	6%	0%	6%	0%	0%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	12%	12%	12%	14%	14%	11%	0%	13%	12%	12%	18%	11%	12%	0%	12%	12%	0%	12%	0%	0%
N	404	151	253	152	50	202	0	93	311	384	12	73	331	1	402	403	1	404	0	0

Q2DPP2OFF. What hours do you typically run your new pool pump during the non-summer months?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
0	1%	0%	1%	1%	2%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%
2	7%	3%	10%	7%	6%	7%	0%	3%	8%	7%	0%	0%	8%	0%	7%	7%	0%	7%	0%	0%
3	5%	5%	4%	5%	0%	4%	0%	3%	5%	4%	0%	0%	5%	0%	5%	5%	0%	5%	0%	0%
4	8%	8%	7%	7%	6%	8%	0%	8%	7%	7%	0%	8%	8%	0%	7%	8%	0%	8%	0%	0%
5	3%	5%	2%	4%	0%	3%	0%	6%	3%	4%	0%	0%	3%	0%	3%	3%	0%	3%	0%	0%
6	5%	6%	4%	5%	2%	4%	0%	6%	4%	5%	0%	8%	4%	0%	5%	5%	0%	5%	0%	0%
7	3%	4%	2%	4%	0%	0%	0%	6%	1%	3%	0%	0%	3%	0%	3%	3%	0%	3%	0%	0%
8	8%	8%	8%	7%	10%	8%	0%	9%	8%	8%	0%	5%	9%	0%	8%	8%	0%	8%	0%	0%
9	6%	5%	6%	7%	12%	4%	0%	4%	6%	5%	18%	4%	6%	0%	6%	6%	0%	6%	0%	0%
10	14%	15%	13%	16%	12%	12%	0%	17%	13%	13%	0%	20%	13%	0%	14%	14%	0%	14%	0%	0%
11	8%	11%	6%	7%	6%	9%	0%	10%	7%	9%	0%	11%	8%	0%	8%	8%	100%	8%	0%	0%
12 NOON	11%	8%	13%	5%	12%	15%	0%	4%	13%	11%	9%	12%	11%	0%	11%	11%	0%	11%	0%	0%
1	3%	1%	3%	3%	0%	3%	0%	0%	4%	3%	0%	3%	3%	0%	3%	3%	0%	3%	0%	0%
2	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%
3	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	18%	3%	0%	0%	0%	0%	0%	0%	0%	0%
4	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	9%	0%	0%	100%	0%	0%	0%	0%	0%	0%
5	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%
7	0%	0%	0%	0%	2%	1%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%
8	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%
10	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	18%	0%	0%	0%	0%	0%	0%	0%	0%	0%
12 MIDNIGHT	1%	2%	1%	1%	2%	1%	0%	3%	1%	2%	0%	2%	1%	0%	1%	1%	0%	1%	0%	0%
DON'T USE	6%	6%	6%	6%	12%	6%	0%	7%	6%	6%	3%	7%	6%	0%	6%	6%	0%	6%	0%	0%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	13%	13%	12%	14%	14%	11%	0%	14%	12%	12%	18%	11%	13%	0%	13%	13%	0%	13%	0%	0%
N	404	151	253	152	50	202	0	93	311	384	12	73	331	1	402	403	1	404	0	0

Q2DPP3. Are you running your new pool pump more, less or the same as your old pool pump?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
MORE	2%	2%	2%	1%	2%	3%	0%	3%	2%	2%	0%	2%	2%	0%	2%	2%	0%	2%	0%	0%
LESS	47%	45%	49%	53%	54%	42%	0%	43%	49%	48%	47%	50%	47%	100%	47%	47%	100%	47%	0%	0%
SAME	46%	47%	46%	41%	42%	51%	0%	46%	47%	46%	53%	42%	47%	0%	47%	47%	0%	46%	0%	0%
DON'T KNOW	4%	6%	3%	5%	2%	4%	0%	8%	3%	4%	0%	6%	4%	0%	4%	4%	0%	4%	0%	0%
N	401	150	251	150	50	201	0	92	309	382	12	73	328	1	399	400	1	401	0	0

Q2DPP4ON. What hours did you typically run your old pool pump during the summer months?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
0	2%	3%	1%	4%	0%	0%	0%	5%	1%	2%	0%	0%	2%	0%	2%	2%	0%	2%	0%	0%
2	4%	0%	5%	4%	7%	3%	0%	0%	5%	4%	0%	0%	4%	0%	4%	4%	0%	4%	0%	0%
4	2%	2%	2%	0%	4%	3%	0%	0%	2%	2%	0%	4%	1%	0%	2%	2%	0%	2%	0%	0%
5	5%	7%	5%	5%	7%	5%	0%	10%	4%	6%	0%	7%	5%	0%	5%	5%	0%	5%	0%	0%
6	16%	25%	11%	21%	14%	11%	0%	31%	11%	16%	19%	24%	14%	100%	15%	16%	0%	16%	0%	0%
7	8%	6%	10%	5%	4%	12%	0%	5%	9%	9%	0%	6%	9%	0%	9%	8%	0%	8%	0%	0%
8	17%	11%	20%	20%	4%	15%	0%	7%	20%	16%	37%	16%	17%	0%	16%	17%	0%	17%	0%	0%
9	10%	8%	10%	6%	14%	12%	0%	5%	11%	9%	19%	13%	9%	0%	10%	10%	0%	10%	0%	0%
10	12%	6%	15%	10%	11%	13%	0%	0%	14%	12%	0%	6%	13%	0%	12%	11%	100%	12%	0%	0%
11	0%	0%	1%	0%	7%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
12 NOON	3%	5%	2%	2%	11%	3%	0%	5%	3%	3%	0%	4%	3%	0%	3%	3%	0%	3%	0%	0%
1	2%	5%	0%	1%	0%	2%	0%	7%	0%	2%	0%	0%	2%	0%	2%	2%	0%	2%	0%	0%
2	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%
3	1%	2%	1%	1%	0%	1%	0%	2%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%
10	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
12 MIDNIGHT	1%	3%	0%	1%	0%	1%	0%	2%	1%	1%	0%	6%	0%	0%	1%	1%	0%	1%	0%	0%
DON'T USE	1%	0%	1%	0%	0%	1%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%
DON'T KNOW	17%	16%	18%	20%	18%	15%	0%	18%	17%	17%	25%	12%	19%	0%	18%	18%	0%	17%	0%	0%
N	200	72	128	81	28	91	0	43	157	192	6	39	161	1	198	199	1	200	0	0

Q2DPP4OFF. What hours did you typically run your old pool pump during the summer months?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
0	2%	2%	3%	2%	0%	2%	0%	2%	2%	2%	0%	0%	3%	0%	2%	2%	0%	2%	0%	0%
2	10%	7%	11%	11%	0%	9%	0%	7%	10%	9%	0%	0%	10%	0%	9%	10%	0%	10%	0%	0%
3	7%	6%	7%	0%	0%	9%	0%	0%	8%	7%	0%	6%	7%	0%	7%	7%	0%	7%	0%	0%
4	6%	5%	7%	5%	7%	8%	0%	2%	8%	6%	19%	9%	6%	0%	6%	6%	0%	6%	0%	0%
5	10%	12%	0%	12%	0%	0%	0%	10%	0%	10%	0%	0%	11%	0%	10%	10%	0%	10%	0%	0%
6	9%	8%	10%	10%	11%	0%	0%	7%	10%	9%	0%	6%	10%	0%	9%	9%	0%	9%	0%	0%
7	2%	2%	3%	2%	0%	2%	0%	2%	2%	2%	0%	0%	3%	0%	2%	2%	0%	2%	0%	0%
8	2%	4%	0%	0%	4%	2%	0%	3%	1%	2%	0%	4%	0%	0%	2%	2%	0%	2%	0%	0%
9	3%	3%	3%	2%	11%	2%	0%	2%	3%	3%	7%	0%	3%	0%	3%	3%	0%	3%	0%	0%
10	9%	14%	6%	14%	0%	5%	0%	19%	6%	9%	0%	18%	7%	0%	9%	9%	0%	9%	0%	0%
11	4%	3%	5%	2%	0%	5%	0%	5%	4%	4%	0%	6%	4%	0%	4%	4%	0%	4%	0%	0%
12 NOON	10%	13%	9%	7%	7%	13%	0%	14%	9%	11%	0%	13%	10%	0%	10%	10%	0%	10%	0%	0%
1	5%	5%	5%	2%	18%	5%	0%	2%	6%	4%	19%	4%	5%	0%	5%	5%	0%	5%	0%	0%
2	0%	0%	0%	0%	4%	0%	0%	0%	0%	0%	19%	7%	0%	100%	0%	0%	0%	0%	0%	0%
3	0%	0%	0%	5%	7%	0%	0%	5%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
4	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
5	0%	0%	10%	0%	11%	9%	0%	0%	11%	0%	0%	8%	0%	0%	0%	0%	100%	0%	0%	0%
6	0%	0%	0%	0%	0%	9%	0%	0%	0%	0%	19%	0%	0%	0%	0%	0%	0%	0%	0%	0%
7	0%	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
8	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
9	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
11	0%	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
12 MIDNIGHT	2%	2%	3%	2%	0%	2%	0%	0%	3%	2%	0%	3%	2%	0%	2%	2%	0%	2%	0%	0%
DON'T USE	1%	0%	1%	0%	0%	1%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%
DON'T KNOW	17%	17%	17%	20%	14%	15%	0%	18%	17%	17%	19%	15%	18%	0%	17%	17%	0%	17%	0%	0%
N	200	72	128	81	28	91	0	43	157	192	6	39	161	1	198	199	1	200	0	0

Q2DPP5ON. What hours did you typically run your old pool pump during the non-summer months?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
0	2%	3%	1%	4%	0%	0%	0%	5%	1%	2%	0%	0%	2%	0%	2%	2%	0%	2%	0%	0%
2	3%	0%	3%	2%	7%	2%	0%	0%	3%	3%	0%	0%	3%	0%	3%	3%	0%	3%	0%	0%
4	3%	2%	4%	0%	0%	7%	0%	0%	4%	3%	0%	3%	3%	0%	3%	3%	0%	3%	0%	0%
5	5%	5%	5%	4%	7%	5%	0%	8%	4%	5%	0%	4%	5%	0%	5%	5%	0%	5%	0%	0%
6	12%	20%	7%	15%	14%	9%	0%	24%	8%	11%	37%	21%	10%	100%	11%	12%	0%	12%	0%	0%
7	10%	7%	11%	7%	7%	12%	0%	5%	11%	10%	0%	7%	10%	0%	10%	10%	0%	10%	0%	0%
8	11%	10%	12%	16%	4%	8%	0%	7%	12%	11%	19%	13%	11%	0%	11%	11%	0%	11%	0%	0%
9	9%	8%	9%	6%	14%	11%	0%	5%	10%	9%	0%	13%	8%	0%	9%	9%	0%	9%	0%	0%
10	11%	6%	14%	10%	11%	12%	0%	0%	14%	11%	0%	9%	12%	0%	11%	11%	100%	11%	0%	0%
11	1%	0%	1%	0%	4%	1%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%
12 NOON	3%	3%	3%	1%	11%	3%	0%	2%	3%	3%	0%	3%	3%	0%	3%	3%	0%	3%	0%	0%
1	2%	3%	2%	2%	0%	2%	0%	5%	1%	2%	0%	0%	3%	0%	2%	2%	0%	2%	0%	0%
2	0%	2%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
3	1%	0%	1%	0%	0%	1%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%
4	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
12 MIDNIGHT	2%	3%	1%	4%	0%	0%	0%	5%	1%	2%	0%	0%	2%	0%	2%	2%	0%	2%	0%	0%
DON'T USE	6%	8%	4%	5%	4%	7%	0%	12%	4%	6%	0%	10%	5%	0%	6%	6%	0%	6%	0%	0%
DON'T KNOW	21%	21%	22%	23%	18%	20%	0%	20%	22%	20%	44%	18%	22%	0%	22%	21%	0%	21%	0%	0%
N	200	72	128	81	28	91	0	43	157	192	6	39	161	1	198	199	1	200	0	0

Q2DPP5OFF. What hours did you typically run your old pool pump during the non-summer months?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
0	2%	2%	2%	1%	0%	2%	0%	2%	1%	2%	0%	0%	2%	0%	2%	2%	0%	2%	0%	0%
2	12%	3%	17%	12%	0%	13%	0%	2%	15%	13%	0%	0%	14%	0%	12%	12%	0%	12%	0%	0%
3	5%	5%	5%	5%	7%	4%	0%	0%	6%	4%	19%	9%	4%	100%	4%	5%	0%	5%	0%	0%
4	5%	3%	6%	5%	14%	0%	0%	2%	5%	5%	0%	6%	4%	0%	5%	5%	0%	5%	0%	0%
5	5%	8%	0%	5%	0%	0%	0%	10%	0%	5%	0%	0%	6%	0%	4%	4%	0%	5%	0%	0%
6	5%	0%	6%	0%	7%	0%	0%	0%	5%	5%	0%	0%	5%	0%	5%	5%	0%	5%	0%	0%
7	2%	2%	2%	4%	0%	0%	0%	2%	1%	2%	0%	0%	2%	0%	2%	2%	0%	2%	0%	0%
8	4%	10%	1%	4%	4%	4%	0%	13%	1%	4%	0%	10%	3%	0%	4%	4%	0%	4%	0%	0%
9	4%	6%	3%	4%	7%	3%	0%	7%	3%	3%	26%	7%	3%	0%	4%	4%	0%	4%	0%	0%
10	10%	11%	9%	16%	0%	5%	0%	14%	9%	10%	0%	9%	10%	0%	10%	10%	0%	10%	0%	0%
11	6%	7%	6%	7%	11%	4%	0%	7%	6%	6%	0%	7%	6%	0%	6%	6%	0%	6%	0%	0%
12 NOON	9%	11%	9%	2%	21%	14%	0%	5%	11%	10%	0%	15%	8%	0%	9%	9%	0%	9%	0%	0%
1	5%	3%	6%	2%	4%	8%	0%	0%	7%	5%	19%	3%	6%	0%	5%	5%	0%	5%	0%	0%
2	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%
3	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
4	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
5	0%	0%	3%	0%	4%	4%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%
6	0%	3%	0%	2%	0%	7%	0%	2%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%
12 MIDNIGHT	1%	1%	1%	1%	4%	0%	0%	0%	1%	1%	0%	1%	1%	0%	1%	1%	0%	1%	0%	0%
DON'T USE	6%	8%	4%	5%	4%	7%	0%	12%	4%	6%	0%	10%	5%	0%	6%	6%	0%	6%	0%	0%
DON'T KNOW	21%	20%	22%	23%	14%	20%	0%	20%	21%	20%	37%	18%	22%	0%	21%	21%	0%	21%	0%	0%
N	200	72	128	81	28	91	0	43	157	192	6	39	161	1	198	199	1	200	0	0

Q2DPP7. Why do you run your new pool pump differently than your old one? [Why did you change the hours?]	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Conserves energy/more efficient operation	60%	60%	61%	62%	68%	58%	0%	59%	61%	62%	19%	72%	58%	0%	61%	61%	0%	60%	0%	0%
Cost savings/reduced energy bill/offset rate increases	4%	4%	4%	3%	7%	4%	0%	2%	4%	4%	7%	0%	5%	0%	4%	3%	100%	4%	0%	0%
Contractor recommended changes	6%	6%	7%	5%	7%	8%	0%	5%	7%	6%	19%	6%	7%	0%	7%	7%	0%	6%	0%	0%
Functions better, for cleaning, etc	8%	8%	8%	9%	0%	8%	0%	12%	6%	8%	19%	6%	8%	0%	8%	8%	0%	8%	0%	0%
Quieter operation	1%	0%	1%	1%	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%
To reduce peak usage	1%	3%	0%	3%	4%	0%	0%	2%	1%	1%	0%	3%	1%	0%	1%	1%	0%	1%	0%	0%
Required by rebate program	7%	5%	8%	6%	4%	8%	0%	5%	7%	7%	0%	3%	8%	0%	7%	7%	0%	7%	0%	0%
No change in pump operation schedule	2%	2%	2%	1%	0%	2%	0%	2%	1%	2%	0%	0%	2%	0%	2%	2%	0%	2%	0%	0%
Hooked to solar panel	2%	0%	3%	3%	0%	1%	0%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%	2%	0%	0%
Fixed new hours to run pump	1%	3%	0%	1%	0%	1%	0%	2%	1%	1%	19%	3%	1%	0%	1%	1%	0%	1%	0%	0%
RECORD VERBATIM	4%	5%	4%	3%	4%	5%	0%	5%	4%	4%	19%	3%	4%	100%	4%	4%	0%	4%	0%	0%
DON'T KNOW	4%	5%	4%	4%	7%	4%	0%	5%	4%	4%	0%	4%	4%	0%	4%	4%	0%	4%	0%	0%
N	198	71	127	79	28	91	0	43	155	190	6	38	160	1	196	197	1	198	0	0

Q2DPP11B. Do you have a manual or automatic (robot-style) pool sweep?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Manual	13%	15%	11%	7%	12%	17%	0%	9%	14%	12%	26%	19%	11%	0%	12%	13%	0%	13%	0%	0%
Automatic	70%	71%	69%	82%	68%	60%	0%	77%	67%	70%	62%	64%	71%	100%	70%	70%	0%	70%	0%	0%
No Pool Sweep	16%	11%	18%	8%	16%	21%	0%	8%	18%	16%	12%	15%	16%	0%	16%	15%	100%	16%	0%	0%
DON'T KNOW	2%	4%	2%	3%	4%	2%	0%	6%	1%	2%	0%	2%	3%	0%	2%	2%	0%	2%	0%	0%
N	404	151	253	152	50	202	0	93	311	384	12	73	331	1	402	403	1	404	0	0

Q2DPP12. Do you have a two-speed pool pump installed?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	15%	16%	15%	19%	14%	13%	0%	17%	15%	15%	18%	18%	15%	100%	15%	15%	100%	15%	0%	0%
NO	54%	54%	54%	49%	50%	58%	0%	54%	54%	55%	38%	56%	54%	0%	54%	54%	0%	54%	0%	0%
DON'T KNOW	31%	29%	31%	32%	36%	29%	0%	29%	31%	30%	44%	26%	32%	0%	30%	31%	0%	31%	0%	0%
N	404	151	253	152	50	202	0	93	311	384	12	73	331	1	402	403	1	404	0	0

Q2DPP13. Had you ever heard of a two-speed pool pump before this survey?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	38%	39%	37%	42%	50%	33%	0%	35%	38%	39%	33%	36%	38%	0%	38%	38%	0%	38%	0%	0%
NO	57%	56%	58%	47%	50%	65%	0%	56%	57%	58%	67%	64%	56%	0%	57%	57%	0%	57%	0%	0%
DON'T KNOW	5%	5%	5%	11%	0%	2%	0%	9%	4%	3%	0%	0%	6%	0%	5%	5%	0%	5%	0%	0%
N	90	32	58	19	8	63	0	16	74	86	3	17	73	0	90	90	0	90	0	0

Q2DPP14. What are the benefits of a two-speed pump? [RECORD VERBATIM]	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Reduces energy use/EE/saves electricity	33%	34%	32%	36%	33%	29%	0%	32%	33%	33%	0%	53%	29%	0%	33%	33%	0%	33%	0%	0%
Reduces operating costs/saves money	5%	4%	6%	0%	0%	10%	0%	0%	7%	5%	0%	12%	4%	0%	5%	5%	0%	5%	0%	0%
No benefits	6%	4%	9%	0%	0%	13%	0%	0%	9%	7%	0%	12%	6%	0%	6%	7%	0%	6%	0%	0%
Quieter operation	1%	0%	2%	0%	17%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%
RECORD VERBATIM	22%	30%	15%	27%	0%	19%	0%	40%	14%	22%	0%	12%	23%	0%	22%	22%	0%	22%	0%	0%
REFUSED	9%	7%	10%	9%	0%	10%	0%	5%	10%	9%	0%	0%	10%	0%	9%	7%	100%	9%	0%	0%
DON'T KNOW	25%	22%	27%	27%	50%	19%	0%	22%	26%	24%	100%	12%	27%	0%	25%	25%	0%	25%	0%	0%
N	48	18	30	11	6	31	0	10	38	47	1	7	41	0	48	47	1	48	0	0

Q2DPP15. Why did you purchase a single-speed pool pump instead of a two-speed pump?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Less expensive	8%	9%	7%	8%	15%	7%	.	6%	8%	7%	0%	15%	6%	.	8%	8%	.	8%	.	.
Don't know enough about 2-speed pumps	19%	19%	20%	13%	18%	25%	.	17%	20%	19%	13%	21%	19%	.	20%	19%	.	19%	.	.
Couldn't get a 2-speed from contractor	2%	1%	2%	1%	0%	2%	.	0%	2%	1%	14%	0%	2%	.	2%	2%	.	2%	.	.
Couldn't find contrator to install a 2-speed pool pump	0%	0%	0%	0%	0%	0%	.	0%	0%	0%	0%	0%	0%	.	0%	0%	.	0%	.	.
Contractor advised against 2-speed pump	9%	9%	9%	13%	0%	7%	.	11%	8%	9%	13%	5%	10%	.	9%	9%	.	9%	.	.
Operational requirements-to small to use 2-speed	3%	3%	3%	2%	3%	4%	.	1%	3%	3%	13%	5%	3%	.	3%	3%	.	3%	.	.
Savings/efficiency gains insufficient	0%	0%	0%	0%	0%	0%	.	0%	0%	0%	0%	0%	0%	.	0%	0%	.	0%	.	.
More efficient because of size/type of pool	8%	5%	10%	10%	3%	7%	.	8%	8%	8%	0%	0%	9%	.	8%	8%	.	8%	.	.
Utility informed/approved	1%	1%	1%	2%	0%	0%	.	0%	1%	1%	0%	2%	1%	.	1%	1%	.	1%	.	.
Recommended/advised by someone besides contracto	3%	5%	2%	4%	8%	2%	.	5%	3%	2%	19%	8%	2%	.	3%	3%	.	3%	.	.
Not offered	1%	1%	2%	1%	3%	2%	.	2%	1%	1%	0%	0%	2%	.	1%	1%	.	1%	.	.
RECORD VERBATIM	6%	8%	4%	8%	3%	4%	.	11%	4%	6%	0%	7%	5%	.	6%	6%	.	6%	.	.
REFUSED	0%	0%	0%	0%	0%	0%	.	0%	0%	0%	0%	0%	0%	.	0%	0%	.	0%	.	.
DON'T KNOW	43%	43%	43%	42%	49%	43%	.	44%	43%	45%	27%	40%	44%	.	43%	43%	.	43%	.	.
N	285	108	177	112	39	134	0	68	217	271	8	50	235	0	284	285	0	285	0	0

Q2DPP15WHY. What was the reason the contractor advised you not to purchase a 2-speed pool pump?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Savings/Efficiency gains insufficient	18%	0%	33%	0%	0%	40%	0%	0%	28%	18%	0%	0%	20%	0%	18%	18%	0%	18%	0%	0%
RECORD	9%	0%	17%	17%	0%	0%	0%	0%	14%	9%	0%	0%	10%	0%	9%	9%	0%	9%	0%	0%
DON'T KNOW	73%	100%	50%	83%	0%	60%	0%	100%	57%	73%	0%	100%	70%	0%	73%	73%	0%	73%	0%	0%
N	11	5	6	6	0	5	0	4	7	11	0	1	10	0	11	11	0	11	0	0

WINDOW SPECIFIC BATTERY

Q2DWI1. Were your previous windows single pane or dual pane windows?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Single Pane	90%	89%	91%	87%	96%	94%	0%	86%	92%	90%	96%	95%	89%	100%	90%	90%	81%	90%	0%	0%
Dual Pane	8%	7%	8%	10%	1%	4%	0%	8%	7%	8%	4%	3%	9%	0%	8%	7%	19%	8%	0%	0%
Both	2%	4%	1%	2%	1%	0%	0%	5%	0%	2%	0%	3%	2%	0%	2%	2%	0%	2%	0%	0%
RECORD OTHER VERBATIM	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	0%	0%	0%	0%	0%	2%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N	254	104	150	127	77	50	0	60	194	239	9	50	204	2	251	247	7	254	0	0

GENERAL MEASURE BATTERY

Q2D6. Did you become aware of the rebate before or after you decided to purchase the new [MEAS_DES1](s)?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Before	41%	42%	40%	44%	37%	43%	37%	44%	40%	41%	45%	39%	42%	62%	41%	41%	39%	47%	43%	39%
After	30%	31%	30%	28%	40%	26%	32%	29%	31%	31%	23%	32%	30%	3%	31%	30%	39%	30%	33%	30%
Same Time	25%	23%	25%	25%	20%	26%	26%	24%	25%	24%	28%	24%	25%	27%	25%	25%	6%	18%	21%	27%
DON'T KNOW	4%	3%	5%	4%	3%	5%	5%	3%	4%	4%	3%	5%	4%	9%	4%	4%	16%	6%	3%	4%
N	1782	708	1074	720	341	456	265	436	1346	1702	46	328	1454	19	1758	1747	34	964	457	306

Q2D7. Which of the following three statements best describes the actions you would have taken had the rebate NOT existed:	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
We would NOT have bought a new .55.	2%	1%	2%	2%	2%	6%	2%	1%	2%	2%	3%	2%	2%	1%	2%	2%	1%	3%	4%	1%
We would have bought a STANDARD EFFICIEN	5%	7%	4%	5%	6%	7%	4%	5%	5%	5%	3%	10%	4%	11%	5%	5%	9%	8%	6%	4%
We would have bought an ENERGY EFFICIENT	91%	89%	92%	91%	91%	83%	90%	92%	90%	91%	94%	84%	92%	87%	91%	91%	65%	86%	88%	92%
DON'T KNOW	2%	3%	2%	2%	1%	4%	4%	3%	2%	2%	0%	4%	2%	1%	2%	2%	25%	3%	2%	2%
N	1529	640	889	620	289	456	164	405	1124	1461	40	291	1238	17	1507	1494	34	711	457	306

Q2D8. If the rebate had not existed, would you have bought the SAME [MEAS_DES1] that you purchased through the program, or would you have selected (a) less expensive and less efficient [MEAS_DES1], although still energy efficient?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
We would have bought the same .55. as we	85%	84%	85%	83%	84%	86%	88%	83%	85%	85%	78%	88%	84%	61%	85%	85%	85%	89%	89%	83%
We would have bought a less expensive, l	11%	11%	12%	13%	10%	8%	10%	11%	11%	11%	16%	11%	11%	39%	11%	11%	15%	7%	10%	12%
DON'T KNOW	4%	5%	3%	4%	6%	5%	2%	6%	3%	3%	6%	1%	4%	0%	4%	4%	0%	4%	1%	4%
N	1294	527	767	521	252	376	145	337	957	1236	36	231	1063	13	1277	1269	24	589	382	277

Q2D9. If the rebate was not available, would you have bought the energy efficient [MEAS_DES1] …	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
At the same time	90%	91%	89%	90%	86%	85%	91%	91%	90%	90%	88%	89%	90%	64%	90%	90%	100%	88%	87%	90%
Within a year or	9%	8%	9%	8%	12%	10%	9%	8%	9%	9%	10%	8%	9%	2%	9%	9%	0%	6%	10%	9%
More than a year later	1%	1%	1%	1%	2%	3%	1%	0%	1%	1%	1%	2%	1%	34%	1%	1%	0%	2%	1%	1%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	1%	1%	1%	1%	0%	3%	0%	1%	1%	1%	0%	1%	1%	0%	1%	1%	0%	3%	2%	0%
N	1294	527	767	521	252	376	145	337	957	1236	36	231	1063	13	1277	1269	24	589	382	277

Q2D9A. How many months or years would you have waited before buying (an) energy efficient [MEAS_DES1] if the rebate had not existed?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
D	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
0.5	3%	0%	4%	0%	0%	13%	0%	0%	3%	3%	0%	0%	3%	0%	3%	3%	0%	7%	0%	0%
1	67%	38%	76%	66%	70%	16%	100%	0%	68%	72%	0%	0%	72%	100%	64%	67%	0%	44%	32%	100%
1.2	2%	0%	2%	11%	0%	0%	0%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%	4%	0%	0%
1.5	1%	0%	1%	0%	2%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%
2	19%	45%	11%	23%	29%	28%	0%	100%	18%	15%	77%	62%	17%	0%	21%	19%	0%	28%	52%	0%
2.5	3%	7%	2%	0%	0%	16%	0%	0%	3%	2%	23%	0%	3%	0%	3%	3%	0%	8%	0%	0%
3.5	2%	0%	2%	0%	0%	8%	0%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%	4%	0%	0%
4	2%	0%	2%	0%	0%	8%	0%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%	4%	0%	0%
5	2%	10%	0%	0%	0%	12%	0%	0%	2%	3%	0%	38%	0%	0%	3%	2%	0%	0%	16%	0%
N	28	9	19	7	10	10	1	2	26	26	2	4	24	2	26	28	0	18	7	3

INSULATION SPECIFIC BATTERY

Q2DIN4. Which of the following THREE statements best describes the actions you would have taken had the rebate NOT existed:	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
We would NOT have installed insulation	3%	2%	3%	2%	4%	0%	4%	0%	4%	3%	0%	4%	3%	0%	3%	3%	0%	3%	0%	0%
We would have installed insulation anywa	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
We would have installed insulation anywa	95%	95%	95%	96%	96%	0%	94%	97%	95%	95%	0%	96%	95%	0%	96%	95%	0%	95%	0%	0%
DON'T KNOW	2%	3%	1%	2%	0%	0%	2%	3%	2%	2%	0%	0%	2%	50%	1%	2%	0%	2%	0%	0%
N	253	68	185	100	52	0	101	31	222	241	0	37	216	1	251	253	0	253	0	0

Q2DIN5. If the rebate was not available, when would you have installed insulation?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Within a year	55%	55%	55%	56%	57%	0%	53%	60%	54%	55%	0%	50%	56%	0%	55%	55%	0%	55%	0%	0%
More than a year later	42%	45%	41%	44%	43%	0%	40%	40%	42%	42%	0%	50%	40%	0%	42%	42%	0%	42%	0%	0%
DON'T KNOW	3%	0%	4%	0%	0%	0%	7%	0%	4%	3%	0%	0%	4%	0%	3%	3%	0%	3%	0%	0%
N	38	11	27	16	7	0	15	5	33	38	0	8	30	0	38	38	0	38	0	0

Q2DIN5A. How many months or years would you have waited before installing insulation if the rebate had not existed?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
1	16%	4%	21%	29%	33%	0%	0%	0%	19%	16%	0%	5%	19%	0%	16%	16%	0%	16%	0%	0%
1.5	15%	24%	11%	29%	0%	0%	0%	50%	9%	15%	0%	0%	19%	0%	15%	15%	0%	15%	0%	0%
2	39%	24%	46%	0%	67%	0%	83%	0%	46%	39%	0%	31%	42%	0%	39%	39%	0%	39%	0%	0%
3	15%	24%	11%	14%	0%	0%	17%	0%	17%	15%	0%	32%	10%	0%	15%	15%	0%	15%	0%	0%
4	7%	24%	0%	14%	0%	0%	0%	50%	0%	7%	0%	32%	0%	0%	7%	7%	0%	7%	0%	0%
6	7%	0%	11%	14%	0%	0%	0%	0%	9%	7%	0%	0%	10%	0%	7%	7%	0%	7%	0%	0%
N	16	5	11	7	3	0	6	2	14	16	0	4	12	0	16	16	0	16	0	0

Q2DIN6. If the program did not exist would you have installed insulation in all of these areas, or just some of these areas?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
I would have installed insulation in ALL	85%	76%	89%	87%	90%	0%	83%	79%	87%	85%	100%	67%	88%	0%	85%	85%	0%	85%	0%	0%
I would have installed insulation in ATT	7%	9%	6%	10%	0%	0%	6%	14%	5%	7%	0%	11%	7%	0%	7%	7%	0%	7%	0%	0%
I would have installed insulation in WAL	4%	9%	2%	3%	0%	0%	6%	0%	5%	4%	0%	21%	2%	0%	4%	4%	0%	4%	0%	0%
RECORD VERBATIM	1%	0%	2%	0%	0%	0%	3%	0%	2%	1%	0%	0%	2%	0%	1%	1%	0%	1%	0%	0%
DON'T KNOW	2%	5%	0%	0%	10%	0%	3%	7%	0%	2%	0%	2%	2%	0%	2%	2%	0%	2%	0%	0%
N	77	24	53	31	10	0	36	14	63	76	1	12	65	0	77	77	0	77	0	0

Q2D10. How influential was the Home Energy Efficiency Rebate Program in your decision to purchase your new [MEAS_DES1].	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	24%	30%	20%	23%	30%	31%	22%	25%	24%	23%	43%	32%	23%	70%	23%	24%	36%	22%	24%	24%
Somewhat or	41%	38%	43%	41%	38%	39%	43%	43%	40%	41%	51%	32%	43%	21%	42%	42%	15%	43%	39%	41%
Not at all influential	34%	31%	36%	35%	31%	29%	34%	31%	35%	35%	6%	35%	34%	6%	34%	34%	33%	34%	36%	33%
DON'T KNOW	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	0%	2%	1%	3%	1%	1%	16%	1%	0%	1%
N	1782	708	1074	720	341	456	265	436	1346	1702	46	328	1454	19	1758	1747	34	964	457	306

Q2D11. How influential was the REBATE? Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	22%	27%	19%	21%	26%	32%	20%	24%	21%	21%	36%	30%	20%	76%	21%	21%	26%	25%	21%	21%
Somewhat or	44%	41%	47%	45%	42%	39%	45%	41%	46%	45%	49%	36%	46%	21%	45%	45%	16%	41%	47%	45%
Not at all influential	32%	31%	33%	32%	31%	28%	33%	34%	32%	33%	14%	32%	32%	0%	33%	32%	33%	32%	31%	32%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	2%	1%	2%	2%	0%	2%	2%	1%	2%	2%	1%	2%	2%	3%	2%	1%	24%	2%	1%	2%
N	1782	708	1074	720	341	456	265	436	1346	1702	46	328	1454	19	1758	1747	34	964	457	306

Q2D12. How influential was…the Contractor? Would you say they were…	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	38%	43%	35%	38%	27%	48%	39%	47%	35%	38%	53%	41%	37%	11%	38%	38%	42%	37%	42%	21%
Somewhat or	32%	28%	35%	28%	47%	34%	35%	20%	37%	32%	30%	37%	31%	34%	32%	32%	23%	32%	33%	25%
Not at all influential	27%	25%	29%	31%	23%	18%	21%	29%	26%	28%	6%	19%	29%	36%	27%	27%	35%	29%	21%	54%
REFUSED	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
DON'T KNOW	2%	4%	1%	2%	2%	1%	3%	4%	2%	2%	11%	3%	2%	19%	2%	2%	0%	2%	3%	0%
N	908	359	549	390	177	237	104	235	673	873	19	163	745	5	902	895	12	555	300	5

Q2D13. How influential was…Salesperson? Would you say they were…	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	19%	23%	17%	19%	21%	31%	19%	16%	20%	19%	21%	30%	18%	61%	19%	19%	47%	24%	29%	19%
Somewhat or	36%	40%	35%	34%	40%	33%	39%	45%	34%	37%	24%	33%	37%	2%	37%	37%	20%	38%	30%	37%
Not at all influential	44%	37%	48%	47%	39%	35%	41%	38%	46%	44%	47%	35%	45%	38%	44%	44%	33%	38%	40%	45%
DON'T KNOW	0%	1%	0%	0%	0%	2%	1%	0%	0%	0%	9%	2%	0%	0%	0%	0%	0%	0%	1%	0%
N	662	252	410	241	131	154	136	145	517	629	21	118	544	8	652	643	19	276	99	278

Q2D14. How influential was the ….Advertising material? Would you say…..	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	20%	31%	13%	20%	23%	27%	18%	28%	17%	19%	58%	35%	17%	75%	19%	20%	20%	26%	28%	18%
Somewhat or	41%	39%	42%	41%	52%	41%	37%	38%	41%	41%	14%	41%	41%	21%	41%	41%	20%	40%	38%	41%
Not at all influential	37%	29%	43%	38%	24%	29%	42%	33%	39%	38%	27%	24%	40%	1%	38%	37%	58%	31%	30%	39%
DON'T KNOW	2%	1%	3%	2%	1%	3%	3%	0%	2%	2%	0%	0%	2%	3%	2%	2%	1%	3%	5%	1%
N	714	310	404	259	148	183	124	185	529	688	15	147	567	11	701	692	22	270	200	204

Q2D15. How influential was…FLEX YOUR POWER advertising campaign? Would you say….	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	10%	8%	12%	11%	9%	13%	10%	6%	12%	10%	15%	13%	10%	11%	10%	11%	1%	11%	11%	10%
Somewhat or	37%	33%	39%	34%	50%	30%	38%	30%	39%	38%	6%	27%	38%	86%	36%	36%	60%	29%	30%	39%
Not at all influential	51%	59%	46%	52%	39%	55%	51%	64%	46%	50%	79%	59%	49%	3%	51%	51%	39%	57%	58%	48%
DON'T KNOW	2%	0%	3%	3%	2%	3%	1%	0%	3%	2%	0%	1%	2%	0%	2%	2%	0%	2%	1%	2%
N	989	366	623	410	195	242	142	246	743	957	20	151	838	7	979	972	17	519	262	180

Q2D16. How influential was …. The 20/20 or 10/20 advertising campaign? Would you say ….	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	13%	14%	12%	14%	9%	8%	4%	12%	13%	13%	5%	12%	13%	93%	12%	13%	10%	13%	11%	13%
Somewhat or	26%	21%	28%	27%	20%	30%	12%	24%	26%	27%	5%	21%	27%	5%	25%	25%	85%	27%	19%	26%
Not at all influential	61%	65%	59%	59%	70%	59%	82%	64%	60%	60%	90%	67%	60%	2%	63%	62%	5%	58%	69%	61%
DON'T KNOW	0%	0%	1%	0%	1%	3%	2%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	1%	1%	0%
N	659	280	379	423	95	107	34	205	454	632	16	115	544	6	650	652	7	354	168	116

Q2D17. how satisfied are you with the [meas_des1] you purchased and [its/their] performance?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
1 NOT AT ALL SATISFIED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
2	0%	0%	1%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
3	2%	0%	3%	2%	0%	1%	2%	0%	2%	2%	3%	0%	2%	0%	2%	2%	0%	0%	0%	2%
4	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
5	3%	3%	3%	2%	7%	1%	5%	5%	3%	4%	0%	1%	4%	0%	3%	3%	0%	6%	4%	3%
6	2%	0%	4%	3%	1%	1%	2%	0%	3%	2%	1%	0%	3%	0%	2%	2%	1%	2%	1%	3%
7	4%	3%	5%	4%	1%	9%	4%	2%	5%	3%	7%	4%	4%	0%	4%	4%	0%	5%	5%	4%
8	17%	12%	19%	15%	20%	15%	18%	12%	18%	17%	1%	10%	18%	3%	17%	16%	34%	20%	22%	15%
9	17%	12%	21%	17%	11%	14%	20%	12%	19%	17%	58%	21%	16%	0%	17%	17%	4%	13%	18%	18%
10 EXTREMELY SATISFIED	54%	67%	44%	56%	57%	58%	48%	69%	48%	55%	1%	64%	51%	97%	53%	54%	61%	53%	49%	54%
DON'T KNOW	1%	2%	0%	1%	0%	0%	0%	0%	1%	0%	29%	0%	1%	0%	1%	1%	0%	0%	0%	1%
Mean	8.9	9.3	8.7	9.0	8.8	9.1	8.8	9.3	8.8	9.0	8.6	9.4	8.9	9.9	8.9	8.9	9.2	8.9	9.0	9.0
N	672	317	355	248	118	204	102	199	473	651	11	139	533	10	662	646	26	260	254	103

2_E POS and SECONDARY MEASURE PROG THERMOSTAT BATTERY

Q2E1. Did you purchase your Thermostat at a retail store or through a contractor?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Retail store	30%	29%	30%	23%	49%	40%	31%	31%	29%	30%	31%	21%	31%	55%	30%	29%	47%	32%	13%	36%
Contractor	67%	67%	66%	74%	40%	58%	66%	67%	66%	66%	62%	75%	65%	25%	67%	67%	43%	65%	86%	58%
Contractor supply outlet	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Gift/provided at no cost	1%	1%	1%	1%	2%	0%	0%	1%	1%	1%	0%	1%	1%	0%	1%	1%	8%	1%	0%	1%
Came with the AC unit/furnace	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Came with house	1%	0%	1%	0%	5%	0%	1%	0%	1%	1%	6%	1%	1%	0%	1%	1%	0%	0%	0%	2%
Home show	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Utility	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Maintenance person	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
RECORD OTHER	1%	0%	2%	1%	2%	1%	1%	0%	2%	1%	0%	0%	2%	0%	1%	1%	0%	1%	0%	3%
DON'T KNOW	1%	1%	0%	1%	0%	1%	0%	1%	1%	1%	2%	1%	1%	20%	0%	1%	1%	1%	0%	0%
N	1051	439	612	410	180	295	166	284	767	1004	27	187	864	8	1040	1031	19	653	283	74

Q2E1B. Was this the same contractor that installed your [MEAS_DES1]?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	73%	80%	67%	76%	50%	86%	57%	77%	71%	73%	81%	85%	70%	100%	72%	72%	100%	12%	99%	0%
NO	27%	20%	33%	24%	50%	14%	43%	23%	29%	27%	19%	15%	30%	0%	28%	28%	0%	88%	1%	100%
N	355	152	203	148	57	114	36	103	252	345	5	65	290	2	353	349	5	105	214	2

Q2E2. Do you recall seeing any [Utility] literature or displays that provided information about the energy efficiency of the Thermostat you purchased?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	14%	17%	12%	10%	23%	27%	7%	16%	14%	14%	16%	22%	13%	0%	14%	14%	35%	23%	22%	5%
NO	67%	71%	65%	75%	74%	54%	57%	78%	63%	68%	42%	53%	69%	27%	68%	67%	65%	58%	76%	73%
DON'T KNOW	19%	12%	22%	15%	3%	19%	36%	6%	24%	18%	43%	25%	18%	73%	18%	19%	0%	18%	2%	21%
N	295	112	183	95	66	94	40	77	218	283	8	42	253	2	293	288	7	213	45	31

Q2E4. What would you say were the main messages of those materials?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Save energy (EE and conservation)	34%	20%	44%	100%	0%	25%	100%	34%	35%	28%	0%	50%	31%	0%	34%	38%	0%	35%	67%	0%
Save money/reduce your energy bill	34%	80%	1%	0%	0%	51%	0%	66%	23%	37%	0%	50%	30%	0%	34%	28%	100%	47%	3%	0%
Rebates	2%	0%	3%	0%	8%	1%	0%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%	2%	3%	0%
Thermostats are programmable	7%	0%	12%	0%	0%	11%	0%	0%	9%	8%	0%	0%	8%	0%	7%	8%	0%	5%	27%	0%
REFUSED	23%	0%	40%	0%	92%	13%	0%	0%	31%	25%	0%	0%	28%	0%	23%	25%	0%	12%	0%	100%
N	16	6	10	2	2	11	1	4	12	15	0	2	14	0	16	15	1	10	4	1

Q2E5. When shopping for your thermostat, did you talk with a salesperson?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	29%	24%	33%	28%	38%	23%	36%	20%	33%	30%	13%	41%	28%	0%	30%	29%	57%	27%	52%	27%
NO	66%	71%	62%	70%	56%	70%	54%	77%	61%	65%	87%	59%	66%	27%	66%	66%	43%	67%	45%	68%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
DON'T KNOW	5%	5%	5%	2%	6%	6%	10%	3%	6%	5%	0%	1%	5%	73%	4%	5%	0%	6%	1%	5%
N	295	112	183	95	66	94	40	77	218	283	8	42	253	2	293	288	7	213	45	31

Q2E6. Did the salesperson tell you about the rebate program?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	46%	68%	36%	39%	81%	76%	20%	77%	38%	45%	100%	54%	44%	0%	46%	45%	67%	67%	84%	17%
NO	30%	15%	36%	22%	15%	8%	67%	2%	36%	30%	0%	30%	29%	0%	30%	31%	0%	15%	16%	45%
DON'T KNOW	25%	17%	28%	39%	4%	16%	13%	21%	26%	25%	0%	16%	26%	0%	25%	25%	33%	18%	0%	38%
N	93	40	53	31	24	27	11	24	69	89	2	19	74	0	93	89	4	60	21	8

Q2E7. Did the salesperson tell you about the energy efficiency benefits of your thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	60%	52%	64%	64%	58%	55%	55%	60%	60%	60%	85%	45%	62%	0%	60%	61%	27%	56%	60%	63%
NO	33%	40%	29%	31%	29%	38%	34%	37%	31%	33%	15%	35%	32%	0%	33%	31%	73%	32%	39%	30%
DON'T KNOW	7%	7%	7%	5%	13%	7%	10%	3%	8%	7%	0%	20%	6%	0%	7%	7%	0%	12%	1%	8%
N	122	49	73	42	29	37	14	30	92	117	2	22	100	0	122	117	5	68	36	12

Q2E8. Did your contractor tell you about the energy efficiency benefits of your programmable thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	63%	73%	56%	61%	44%	81%	58%	73%	59%	62%	90%	75%	60%	100%	62%	63%	64%	70%	75%	41%
NO	27%	14%	36%	25%	45%	12%	39%	14%	32%	28%	10%	14%	30%	0%	28%	27%	32%	21%	12%	49%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	10%	13%	8%	14%	11%	7%	3%	13%	9%	10%	1%	11%	10%	0%	10%	10%	4%	8%	12%	10%
N	716	314	402	303	103	190	120	204	512	683	17	139	577	3	710	705	10	412	229	40

Q2E8B. how satisfied are you with this contractor?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
1 EXTREMELY DISSATISFIED	1%	1%	2%	0%	0%	1%	4%	0%	2%	1%	0%	1%	1%	0%	1%	1%	0%	2%	1%	0%
2	2%	3%	1%	3%	0%	0%	0%	3%	1%	0%	0%	0%	2%	0%	2%	2%	0%	3%	2%	0%
3	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
4	1%	0%	2%	0%	0%	0%	5%	0%	2%	1%	0%	0%	1%	0%	1%	1%	0%	2%	0%	0%
5	1%	1%	1%	0%	0%	0%	3%	0%	1%	1%	0%	1%	1%	0%	1%	1%	0%	2%	0%	0%
6	7%	3%	10%	3%	0%	10%	16%	3%	9%	7%	11%	3%	8%	0%	7%	7%	0%	7%	1%	11%
7	6%	4%	7%	5%	3%	8%	6%	4%	6%	6%	0%	1%	7%	0%	6%	6%	0%	9%	5%	0%
8	17%	11%	22%	21%	6%	12%	10%	10%	21%	18%	7%	15%	18%	0%	17%	17%	0%	9%	13%	36%
9	20%	21%	19%	21%	5%	29%	17%	25%	17%	16%	82%	29%	17%	0%	20%	20%	87%	18%	24%	19%
10 EXTREMELY SATISFIED	46%	56%	36%	46%	85%	39%	39%	55%	40%	49%	0%	51%	44%	0%	46%	46%	13%	48%	54%	34%
Mean	8.7	9.0	8.4	8.8	9.6	8.7	8.0	9.0	8.4	8.8	8.6	9.1	8.5	.	8.7	8.7	9.1	8.4	9.1	8.6
N	196	97	99	87	25	51	33	67	129	190	3	41	155	0	196	191	5	73	79	9

Q2E9. Did your contractor tell you of the Home Energy Efficiency Rebate program?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	59%	73%	50%	61%	38%	74%	48%	78%	52%	58%	88%	65%	58%	100%	59%	59%	65%	68%	82%	27%
NO	34%	22%	42%	31%	55%	20%	46%	17%	40%	35%	10%	29%	35%	0%	34%	34%	35%	24%	15%	65%
DON'T KNOW	7%	5%	8%	8%	7%	6%	5%	5%	8%	7%	3%	6%	7%	0%	7%	7%	0%	8%	4%	8%
N	716	314	402	303	103	190	120	204	512	683	17	139	577	3	710	705	10	412	229	40

Q2E10. Did your contractor recommend purchasing an Energy Star Programmable thermostat rather than a manual or non-Energy Star Programmable Thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	48%	53%	46%	43%	38%	65%	53%	53%	47%	49%	53%	49%	48%	15%	48%	49%	26%	53%	58%	33%
NO	31%	28%	34%	35%	50%	16%	30%	27%	33%	31%	47%	33%	31%	28%	32%	31%	50%	26%	22%	48%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	20%	20%	20%	22%	12%	19%	17%	20%	20%	20%	0%	18%	21%	57%	20%	20%	24%	21%	20%	19%
N	716	314	402	303	103	190	120	204	512	683	17	139	577	3	710	705	10	412	229	40

Q2E12. How old was the thermostat that was replaced?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Less than 5 years old	8%	5%	10%	8%	3%	8%	9%	6%	9%	8%	19%	6%	9%	50%	8%	8%	0%	7%	6%	10%
5 to 10 years old	16%	16%	17%	18%	13%	16%	14%	15%	17%	16%	27%	15%	17%	3%	17%	17%	0%	15%	12%	21%
10 to 15 years old	19%	17%	21%	18%	14%	19%	25%	19%	20%	20%	8%	13%	21%	0%	20%	19%	18%	19%	13%	23%
15 to 20 years old	19%	22%	17%	17%	32%	22%	17%	22%	18%	19%	28%	18%	19%	7%	19%	19%	12%	18%	23%	18%
More than 20 years old	29%	33%	27%	32%	24%	28%	25%	32%	28%	30%	5%	41%	27%	22%	29%	29%	46%	34%	42%	17%
Did not have old unit	6%	5%	7%	5%	13%	4%	8%	5%	7%	6%	9%	9%	6%	4%	6%	6%	23%	5%	3%	10%
DON'T KNOW	1%	1%	1%	1%	1%	2%	2%	1%	2%	1%	4%	0%	2%	14%	1%	1%	1%	2%	1%	1%
N	1058	444	614	416	180	296	166	289	769	1011	27	188	870	8	1047	1038	19	654	285	78

Q2E14. Was your old thermostat in working order when it was replaced?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	86%	90%	84%	88%	86%	86%	82%	92%	84%	86%	88%	86%	86%	100%	86%	86%	77%	87%	92%	83%
NO	13%	9%	16%	12%	14%	14%	17%	7%	16%	13%	12%	13%	14%	0%	14%	13%	23%	13%	8%	17%
DON'T KNOW	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
N	997	418	579	397	165	281	154	272	725	955	24	175	822	7	987	980	16	623	270	67

2_F PROG THERMOSTAT BATTERY FOR ALL

Q2F6. Did you purchase an air conditioner, heat pump or furnace when you bought your thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Yes- AC	41%	50%	36%	43%	17%	51%	40%	51%	38%	40%	61%	59%	39%	15%	41%	41%	38%	56%	21%	24%
YES- Furnace	38%	32%	42%	45%	14%	32%	37%	35%	39%	38%	49%	31%	39%	15%	38%	38%	19%	40%	26%	36%
YES- Heat Pump	3%	5%	2%	4%	4%	1%	3%	6%	2%	3%	2%	6%	3%	0%	3%	3%	0%	3%	2%	3%
NONE	43%	43%	43%	37%	73%	45%	44%	41%	44%	44%	39%	36%	44%	85%	43%	43%	62%	34%	69%	54%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	1%	0%	1%	1%	0%	0%	2%	0%	1%	1%	0%	1%	1%	0%	1%	1%	0%	1%	0%	1%
N	767	305	462	296	130	189	152	193	574	726	23	126	641	7	757	753	14	654	35	78

Q2F7. Was your previous thermostat a [READ CATEGORIES]	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Manual Thermostat	66%	70%	63%	62%	74%	71%	68%	65%	66%	66%	69%	78%	63%	100%	65%	66%	64%	70%	65%	61%
Programmable Thermostat-but not Energy S	19%	13%	23%	20%	17%	16%	21%	17%	20%	19%	23%	9%	21%	0%	19%	19%	12%	16%	19%	23%
Programmable Thermostat-not sure if Ener	10%	13%	8%	14%	5%	8%	3%	15%	8%	10%	4%	8%	10%	0%	10%	10%	12%	10%	12%	9%
Energy Star Programmable Thermostat	3%	2%	4%	3%	4%	2%	4%	2%	4%	3%	0%	1%	4%	0%	3%	3%	0%	2%	3%	5%
Didn't have a Programmable Thermostat	0%	1%	0%	0%	0%	0%	2%	0%	1%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	1%
DON'T KNOW	2%	1%	2%	1%	1%	3%	2%	1%	2%	1%	4%	1%	2%	0%	2%	1%	13%	2%	1%	1%
N	997	418	579	397	165	281	154	272	725	955	24	175	822	7	987	980	16	623	270	67

Q2F8. Do you usually adjust the temperature settings on your new thermostat manually or do you program it to adjust automatically at different times of the day?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Adjust Manually	34%	31%	37%	28%	38%	42%	39%	27%	37%	34%	35%	44%	33%	20%	34%	34%	40%	36%	30%	35%
Programmed	62%	68%	59%	71%	62%	57%	51%	72%	59%	63%	65%	56%	64%	80%	63%	63%	60%	63%	70%	56%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	3%	1%	4%	1%	0%	1%	10%	1%	4%	3%	0%	0%	3%	0%	3%	3%	0%	1%	0%	9%
N	959	393	566	365	167	268	159	254	705	918	24	165	794	8	948	941	17	605	258	58

Q2F9A. Would you say that using a programmable thermostat makes your home:	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
MORE Comfortable than using a regular th	60%	67%	55%	59%	57%	69%	55%	68%	57%	60%	58%	65%	59%	78%	60%	60%	49%	61%	62%	56%
JUST as comfortable OR	31%	24%	35%	31%	37%	23%	35%	22%	34%	31%	29%	27%	32%	0%	31%	31%	42%	28%	27%	39%
LESS comfortable than using a regular th	2%	3%	2%	2%	1%	4%	1%	3%	2%	2%	0%	2%	2%	14%	2%	2%	0%	3%	4%	0%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	7%	6%	8%	8%	5%	4%	9%	6%	7%	7%	13%	6%	7%	7%	7%	7%	9%	8%	7%	5%
N	959	393	566	365	167	268	159	254	705	918	24	165	794	8	948	941	17	605	258	58

Q2F9B. Would you say that using a programmable thermostat:	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
More convenient than using a regular the	75%	77%	74%	76%	79%	78%	70%	79%	74%	75%	90%	74%	75%	74%	75%	75%	70%	75%	78%	73%
Not any more or less convenient OR	15%	13%	16%	15%	19%	15%	15%	13%	16%	15%	5%	15%	15%	14%	15%	15%	21%	16%	12%	16%
Less convenient than using a regular the	5%	6%	5%	4%	2%	4%	11%	5%	6%	6%	0%	9%	5%	12%	5%	6%	0%	4%	5%	9%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	4%	3%	5%	5%	1%	3%	5%	4%	5%	4%	5%	2%	5%	0%	4%	4%	9%	5%	5%	3%
N	959	393	566	365	167	268	159	254	705	918	24	165	794	8	948	941	17	605	258	58

Q2F9C. Would you say that using a programmable thermostat has led you to use your heater and/or air conditioner:	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
More hours than using a regular thermost	7%	7%	6%	8%	4%	5%	7%	5%	7%	7%	4%	10%	6%	14%	7%	7%	0%	5%	11%	8%
About the same number of hours OR	32%	28%	33%	28%	35%	26%	41%	28%	33%	32%	31%	31%	32%	38%	31%	32%	10%	23%	32%	47%
Less hours than using a regular thermost	51%	57%	47%	55%	53%	59%	36%	59%	48%	51%	52%	51%	51%	40%	51%	50%	72%	60%	51%	34%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	11%	8%	13%	9%	7%	9%	16%	8%	12%	11%	13%	9%	11%	7%	11%	11%	18%	12%	6%	12%
N	959	393	566	365	167	268	159	254	705	918	24	165	794	8	948	941	17	605	258	58

Q2F9D. How often do you override the settings you have pre-programmed?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Never	10%	9%	11%	12%	13%	7%	9%	9%	11%	10%	11%	5%	11%	7%	10%	10%	1%	11%	12%	7%
Occasionally (every few weeks)	42%	47%	39%	43%	50%	43%	37%	49%	39%	42%	57%	38%	42%	44%	42%	42%	39%	42%	39%	44%
Frequently (at least once a week)	13%	17%	11%	14%	10%	12%	13%	17%	12%	13%	15%	13%	13%	42%	13%	13%	34%	14%	13%	11%
All the time (multiple times a week)	11%	8%	13%	10%	4%	11%	14%	9%	12%	11%	1%	11%	11%	0%	11%	11%	0%	10%	11%	13%
Only use manually	22%	17%	25%	19%	20%	25%	25%	15%	24%	22%	13%	27%	21%	7%	22%	22%	25%	21%	20%	24%
Weather dependant	1%	0%	1%	1%	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	3%	0%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	2%	2%	1%	1%	3%	2%	2%	1%	2%	2%	2%	5%	1%	0%	2%	2%	0%	2%	2%	1%
N	959	393	566	365	167	268	159	254	705	918	24	165	794	8	948	941	17	605	258	58

Q2F9E. Do you typically override the setting to increase or decrease the usage of your heating and/or cooling equipment?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Increase	55%	56%	54%	54%	80%	64%	42%	61%	53%	56%	54%	52%	56%	65%	55%	55%	66%	59%	64%	44%
Decrease	33%	30%	35%	32%	11%	24%	47%	26%	36%	33%	33%	33%	33%	21%	33%	33%	11%	26%	28%	48%
REFUSED	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	12%	13%	11%	13%	9%	12%	11%	13%	11%	12%	6%	14%	11%	14%	12%	12%	23%	15%	9%	9%
N	614	261	353	242	103	171	98	176	438	590	15	98	516	6	606	603	11	396	162	40

Q2F10. Did you become aware of the fact that the thermostat was on sale [there was a rebate] before or after you decided to purchase your new thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
BEFORE	37%	41%	33%	35%	38%	46%	25%	44%	33%	37%	38%	38%	37%	12%	37%	36%	70%	42%	25%	22%
AFTER	29%	23%	33%	32%	36%	20%	29%	21%	32%	29%	36%	29%	28%	0%	29%	29%	15%	26%	35%	40%
AT TIME OF PURCHASE	31%	31%	31%	28%	25%	30%	45%	30%	31%	31%	20%	29%	31%	88%	30%	31%	15%	29%	35%	38%
DON'T KNOW	4%	5%	3%	5%	2%	3%	2%	5%	3%	4%	6%	4%	4%	0%	4%	4%	0%	3%	6%	0%
N	556	246	310	221	87	158	90	160	396	531	13	104	452	3	551	542	13	400	127	5

Q2F11. Which of the following four statements best describes the actions you would have taken had the thermostat NOT been on sale [had not taken the rebate]:	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
We would NOT have purchased a thermostat	6%	6%	5%	5%	5%	8%	3%	7%	5%	5%	12%	5%	6%	0%	6%	5%	12%	7%	1%	0%
We would have purchased the same Energy	83%	80%	85%	86%	91%	74%	87%	80%	84%	83%	60%	83%	83%	56%	83%	83%	67%	78%	93%	100%
We would have purchased a NON-Energy Sta	4%	6%	3%	2%	0%	10%	2%	5%	4%	4%	14%	6%	4%	44%	4%	4%	0%	6%	0%	0%
We would have purchased a regular manual	4%	4%	4%	3%	2%	5%	4%	3%	4%	4%	8%	5%	3%	0%	4%	3%	21%	4%	5%	0%
DON'T KNOW	4%	4%	4%	5%	1%	3%	5%	5%	3%	4%	6%	2%	4%	0%	4%	4%	0%	5%	0%	0%
N	556	246	310	221	87	158	90	160	396	531	13	104	452	3	551	542	13	400	127	5

Q2F12. If the thermostat had not been on Sale [rebate was not available], would you have purchased this Energy Star programmable thermostat…	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
At the same time	92%	91%	93%	93%	97%	89%	93%	92%	93%	93%	100%	90%	93%	100%	92%	92%	100%	89%	99%	100%
Within a year or	4%	5%	4%	3%	2%	9%	3%	4%	4%	4%	0%	8%	3%	0%	4%	4%	0%	6%	1%	0%
More than a year later	1%	2%	1%	1%	0%	1%	3%	2%	1%	1%	0%	1%	1%	0%	1%	1%	0%	2%	0%	0%
DON'T KNOW	2%	1%	2%	3%	1%	1%	1%	2%	2%	2%	0%	1%	2%	0%	2%	2%	0%	3%	1%	0%
N	454	194	260	183	74	122	75	127	327	436	8	81	373	2	450	443	10	316	110	5

Q2F13. How many months or years would you have waited before buying the programmable thermostat if it had not been on sale [rebate had not existed]?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
D	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
1	11%	0%	33%	0%	0%	0%	50%	0%	33%	15%	0%	0%	11%	0%	11%	11%	0%	12%	0%	0%
2	26%	40%	0%	52%	0%	0%	0%	40%	0%	34%	0%	0%	26%	0%	26%	26%	0%	24%	0%	0%
2.5	23%	0%	67%	48%	0%	0%	0%	0%	67%	0%	0%	0%	23%	0%	23%	23%	0%	24%	0%	0%
3.5	28%	43%	0%	0%	0%	100%	0%	43%	0%	36%	0%	0%	28%	0%	28%	28%	0%	28%	0%	0%
6	11%	18%	0%	0%	0%	0%	50%	18%	0%	15%	0%	0%	11%	0%	11%	11%	0%	12%	0%	0%
N	7	5	2	3	0	1	3	4	3	6	0	1	6	0	7	7	0	6	0	0

Q2F14. How influential was the Home Energy Efficiency Rebate Program in your decision.	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	15%	17%	13%	11%	20%	28%	12%	15%	14%	15%	9%	21%	14%	36%	14%	14%	27%	24%	9%	7%
Somewhat or	19%	26%	15%	17%	19%	36%	11%	25%	17%	19%	14%	26%	18%	42%	19%	19%	15%	28%	30%	3%
Not at all influential	62%	54%	67%	66%	60%	34%	71%	56%	64%	61%	77%	51%	64%	15%	62%	62%	49%	45%	59%	82%
DON'T KNOW	5%	3%	6%	6%	1%	3%	5%	3%	5%	5%	0%	2%	5%	7%	5%	5%	9%	3%	1%	8%
N	1047	439	608	416	180	285	166	288	759	1001	26	186	861	8	1036	1028	18	643	285	78

Q2F15. How influential was the REBATE	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	24%	24%	23%	18%	45%	32%	19%	24%	24%	24%	24%	21%	24%	44%	24%	24%	24%	28%	8%	27%
Somewhat or	40%	44%	36%	41%	40%	43%	29%	43%	39%	40%	26%	51%	38%	12%	40%	40%	33%	38%	47%	40%
Not at all influential	34%	30%	38%	38%	15%	23%	50%	31%	35%	34%	51%	28%	35%	44%	34%	34%	42%	31%	45%	33%
DON'T KNOW	2%	2%	3%	3%	1%	2%	1%	2%	2%	2%	0%	0%	3%	0%	2%	2%	1%	3%	0%	0%
N	552	244	308	221	87	154	90	160	392	528	13	103	449	3	547	539	12	396	127	5

Q2F16. How influential was the CONTRACTOR	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	47%	45%	49%	46%	40%	47%	53%	49%	47%	47%	47%	38%	50%	72%	47%	48%	5%	46%	48%	49%
Somewhat or	22%	27%	19%	24%	16%	28%	15%	28%	20%	22%	38%	27%	21%	0%	22%	22%	42%	23%	31%	13%
Not at all influential	29%	26%	31%	28%	42%	24%	32%	21%	32%	29%	14%	34%	28%	0%	29%	29%	53%	28%	19%	39%
DON'T KNOW	1%	2%	1%	2%	2%	1%	0%	3%	1%	1%	0%	0%	1%	28%	1%	1%	0%	2%	1%	0%
N	739	325	414	314	105	199	121	213	526	705	18	141	598	3	733	728	10	424	239	40

Q2F17. How influential was the SALESPERSON	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	15%	14%	15%	5%	4%	34%	37%	12%	15%	15%	0%	17%	14%	0%	15%	14%	30%	23%	33%	11%
Somewhat or	19%	36%	12%	15%	47%	40%	15%	36%	13%	19%	0%	28%	18%	0%	19%	19%	35%	33%	23%	15%
Not at all influential	48%	44%	50%	59%	48%	25%	26%	45%	50%	47%	100%	39%	49%	100%	48%	49%	35%	41%	43%	51%
DON'T KNOW	18%	6%	24%	20%	1%	1%	22%	7%	22%	19%	0%	16%	18%	0%	18%	18%	0%	3%	1%	24%
N	127	51	76	50	27	34	16	32	95	122	2	26	101	1	126	124	3	68	32	21

Q2F18. How influential was the ADVERTISING MATERIAL	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	10%	11%	10%	7%	8%	19%	17%	9%	11%	10%	14%	16%	9%	0%	10%	10%	38%	18%	13%	5%
Somewhat or	28%	37%	23%	22%	70%	44%	26%	34%	26%	29%	6%	31%	28%	0%	28%	28%	48%	35%	29%	24%
Not at all influential	54%	39%	62%	64%	15%	37%	44%	40%	59%	53%	80%	53%	54%	100%	54%	54%	10%	44%	59%	57%
DON'T KNOW	8%	14%	5%	8%	7%	0%	13%	17%	4%	8%	0%	0%	9%	0%	8%	8%	4%	3%	0%	14%
N	262	121	141	108	44	77	33	87	175	253	5	43	219	1	261	256	6	124	85	23

Q2F19. How influential was the FLEX YOUR POWER AD CAMPAIGN	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	7%	12%	4%	5%	4%	16%	4%	11%	5%	7%	5%	8%	7%	60%	7%	7%	0%	12%	5%	2%
Somewhat or	23%	30%	20%	23%	38%	29%	13%	32%	20%	23%	48%	31%	23%	0%	24%	24%	5%	28%	23%	19%
Not at all influential	68%	58%	73%	70%	58%	55%	79%	56%	72%	69%	47%	61%	69%	40%	68%	68%	95%	59%	68%	78%
DON'T KNOW	2%	1%	2%	2%	0%	0%	4%	1%	2%	2%	0%	1%	2%	0%	2%	2%	0%	1%	4%	1%
N	593	219	374	223	102	172	96	156	437	578	11	75	518	3	588	586	7	363	164	43

Q2F20. How influential was the 20/20 OR 20/10 AD CAMPAIGN	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	5%	8%	3%	6%	2%	5%	1%	8%	3%	5%	0%	10%	4%	34%	5%	5%	0%	10%	4%	0%
Somewhat or	27%	29%	25%	25%	42%	32%	24%	28%	26%	25%	62%	44%	24%	0%	27%	27%	44%	30%	15%	28%
Not at all influential	67%	61%	71%	68%	55%	62%	73%	60%	70%	68%	38%	46%	70%	66%	67%	67%	52%	57%	80%	72%
DON'T KNOW	1%	2%	1%	1%	0%	1%	1%	3%	1%	1%	0%	0%	1%	0%	1%	1%	4%	3%	0%	0%
N	384	181	203	233	50	65	36	140	244	370	7	61	323	2	382	381	3	233	107	28

Q2F21. How satisfied are you with the new Thermostat you purchased and its performance?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
1 NOT AT ALL SATISFIED	1%	2%	0%	1%	1%	0%	1%	2%	0%	0%	0%	0%	1%	0%	1%	1%	0%	2%	0%	0%
2	3%	0%	5%	4%	0%	0%	0%	0%	4%	3%	0%	0%	3%	0%	3%	3%	0%	0%	0%	7%
4	1%	0%	1%	1%	1%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%
5	3%	2%	3%	3%	0%	3%	1%	0%	4%	3%	0%	5%	2%	0%	3%	3%	0%	6%	0%	0%
6	1%	0%	1%	0%	0%	5%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	2%	0%	0%
7	5%	4%	5%	6%	1%	4%	2%	4%	5%	5%	0%	4%	5%	0%	5%	5%	0%	4%	9%	4%
8	15%	6%	21%	15%	32%	15%	8%	6%	20%	15%	16%	4%	17%	0%	15%	15%	21%	8%	18%	21%
9	19%	16%	20%	21%	6%	17%	15%	17%	19%	19%	0%	19%	18%	0%	19%	19%	9%	21%	17%	16%
10 EXTREMELY SATISFIED	53%	69%	41%	47%	44%	57%	73%	70%	44%	52%	84%	67%	50%	100%	53%	52%	70%	56%	52%	50%
DON'T KNOW	1%	2%	1%	1%	15%	0%	0%	2%	1%	2%	0%	3%	1%	0%	1%	1%	0%	0%	4%	2%
Mean	8.9	9.3	8.5	8.6	8.9	9.1	9.5	9.4	8.6	8.9	9.7	9.4	8.8	10.0	8.9	8.8	9.5	8.9	9.1	8.7
N	310	148	162	124	43	101	42	104	206	301	5	54	256	2	308	299	11	136	109	24

0_D CFL AWARENESS

Q0D1. Have you ever heard of compact fluorescent light bulbs or CFLs?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	84%	90%	79%	85%	83%	90%	80%	90%	81%	85%	94%	91%	82%	100%	83%	84%	82%	89%	83%	81%
NO	14%	8%	20%	15%	10%	7%	18%	9%	17%	13%	6%	6%	16%	0%	15%	15%	10%	10%	15%	17%
DON'T KNOW	2%	2%	2%	0%	6%	3%	3%	1%	2%	2%	0%	3%	2%	0%	2%	2%	7%	2%	2%	2%
N	746	351	395	270	129	235	112	224	522	722	12	153	593	11	735	716	30	334	254	103

Q0D2. Have you ever heard of CFLs?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	81%	66%	86%	82%	96%	74%	77%	55%	87%	81%	15%	84%	81%	0%	81%	81%	95%	79%	52%	86%
NO	18%	33%	13%	18%	4%	18%	22%	45%	12%	19%	85%	12%	19%	0%	18%	18%	5%	21%	41%	14%
DON'T KNOW	1%	1%	1%	0%	0%	7%	1%	0%	1%	1%	0%	4%	0%	0%	1%	1%	0%	0%	7%	0%
N	103	48	55	35	20	29	19	28	75	94	3	24	79	0	103	97	6	47	33	19

Q0D3. When did you first become aware of CFLs? Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
In the last two years (2005 or 2006)	29%	25%	32%	26%	18%	42%	34%	21%	32%	28%	9%	30%	28%	71%	28%	29%	30%	34%	20%	28%
More than 2 years ago but since the ener	20%	22%	19%	21%	25%	15%	20%	26%	18%	21%	1%	18%	21%	20%	20%	20%	26%	16%	32%	21%
During the Energy Crisis OR	9%	10%	9%	11%	13%	9%	4%	11%	9%	10%	0%	8%	10%	1%	9%	9%	6%	9%	13%	9%
More than 5 years ago (before the energy	37%	40%	34%	37%	42%	30%	35%	39%	36%	36%	89%	41%	36%	8%	37%	37%	39%	35%	34%	38%
DON'T KNOW	5%	4%	6%	5%	2%	3%	6%	4%	5%	5%	1%	3%	5%	0%	5%	5%	0%	7%	2%	5%
N	714	335	379	259	124	224	107	212	502	693	10	146	568	11	703	686	28	323	239	100

Q0D5. Have you ever purchased any CFLs?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	82%	86%	78%	81%	91%	83%	78%	87%	79%	82%	94%	85%	81%	30%	82%	82%	77%	84%	84%	80%
NO	18%	13%	22%	19%	9%	17%	20%	12%	20%	17%	6%	15%	19%	70%	17%	18%	2%	16%	15%	19%
DON'T KNOW	1%	1%	0%	0%	0%	0%	2%	0%	1%	1%	0%	0%	1%	0%	1%	0%	20%	0%	1%	1%
N	714	335	379	259	124	224	107	212	502	693	10	146	568	11	703	686	28	323	239	100

Q0D6. Did you purchase any CFLs in 2004, 2005 or 2006?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
2004	59%	65%	53%	62%	56%	59%	51%	63%	56%	57%	99%	70%	56%	100%	58%	58%	79%	58%	59%	59%
2005	63%	65%	61%	62%	74%	68%	58%	70%	59%	64%	9%	60%	63%	100%	62%	62%	73%	61%	68%	63%
2006	54%	57%	52%	51%	61%	60%	58%	55%	54%	56%	9%	65%	52%	98%	54%	54%	57%	56%	60%	52%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	4%	3%	4%	2%	1%	7%	7%	4%	4%	4%	0%	2%	4%	0%	4%	4%	4%	5%	4%	3%
N	603	285	318	217	115	187	84	181	422	586	8	124	479	7	596	581	22	273	207	81

Q0D10. When was your first CFL purchase? (Okay to prompt if needed)	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
2007 or 2006	7%	5%	9%	3%	10%	2%	16%	3%	9%	7%	0%	7%	7%	0%	7%	7%	0%	7%	6%	7%
2005	13%	11%	15%	12%	12%	12%	16%	12%	13%	14%	0%	9%	14%	0%	13%	13%	7%	13%	14%	13%
2004	18%	20%	17%	19%	8%	21%	20%	22%	17%	17%	61%	24%	17%	2%	19%	19%	1%	21%	20%	17%
between 2001 and 2004	40%	43%	37%	46%	42%	39%	26%	46%	37%	40%	8%	41%	40%	7%	40%	40%	51%	40%	36%	41%
prior to 2001	13%	14%	11%	12%	19%	14%	12%	8%	15%	12%	31%	16%	12%	91%	12%	12%	37%	13%	17%	12%
DON'T KNOW	9%	7%	11%	8%	9%	13%	11%	7%	10%	10%	0%	3%	11%	0%	9%	9%	4%	7%	7%	11%
N	603	285	318	217	115	187	84	181	422	586	8	124	479	7	596	581	22	273	207	81

3_C CFL INSTALLATION RATES (RES & NON-RES)

Q3C1. Do you currently have any CFLs installed in your home?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	88%	90%	87%	86%	94%	92%	91%	88%	88%	88%	100%	94%	87%	100%	88%	88%	96%	92%	93%	86%
NO	12%	10%	13%	14%	6%	7%	9%	12%	11%	12%	0%	5%	13%	0%	12%	12%	4%	8%	7%	14%
DON'T KNOW	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N	603	285	318	217	115	187	84	181	422	586	8	124	479	7	596	581	22	273	207	81

3_D STORAGE

Q3D0A. Are you storing any CFLs for use as spares or to be installed at a later date?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	70%	73%	67%	69%	77%	69%	69%	72%	69%	69%	100%	83%	67%	100%	70%	70%	73%	75%	61%	68%
NO	29%	26%	30%	29%	19%	31%	29%	28%	29%	30%	0%	17%	31%	0%	29%	29%	27%	25%	39%	29%
DON'T KNOW	2%	0%	3%	1%	4%	0%	2%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%	0%	0%	3%
N	603	285	318	217	115	187	84	181	422	586	8	124	479	7	596	581	22	273	207	81

3_F SATISFACTION

Q3F1. How satisfied are you with your most recent CFL purchase?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
1 NOT AT ALL SATISFIED	8%	4%	12%	9%	2%	1%	12%	5%	10%	9%	0%	5%	9%	0%	8%	8%	0%	4%	1%	11%
2	2%	3%	2%	2%	0%	3%	3%	4%	2%	3%	0%	0%	3%	0%	3%	3%	0%	1%	1%	4%
3	2%	2%	2%	1%	0%	5%	3%	1%	2%	2%	0%	1%	2%	28%	2%	2%	0%	2%	3%	1%
4	3%	1%	4%	3%	4%	0%	1%	1%	3%	3%	0%	2%	3%	0%	3%	3%	1%	2%	2%	3%
5	11%	13%	10%	11%	10%	8%	14%	14%	10%	11%	30%	8%	12%	2%	11%	12%	0%	12%	21%	10%
6	7%	6%	9%	8%	2%	9%	8%	5%	9%	8%	3%	7%	8%	0%	8%	8%	0%	9%	6%	7%
7	9%	10%	8%	8%	16%	13%	7%	10%	9%	9%	7%	12%	8%	0%	9%	9%	11%	13%	9%	7%
8	17%	20%	15%	17%	22%	25%	13%	23%	15%	16%	56%	18%	17%	2%	17%	17%	6%	22%	21%	14%
9	10%	8%	11%	13%	1%	10%	7%	8%	11%	10%	0%	9%	10%	0%	10%	10%	15%	5%	6%	13%
10 EXTREMELY SATISFIED	28%	32%	25%	26%	40%	24%	29%	28%	28%	28%	3%	36%	26%	68%	28%	27%	67%	25%	27%	30%
REFUSED	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	2%	2%	2%	2%	4%	2%	1%	1%	2%	2%	0%	2%	2%	0%	2%	2%	0%	4%	2%	1%
Mean	7.1	7.6	6.8	7.1	8.0	7.5	6.7	7.3	7.1	7.1	7.0	7.8	7.0	7.9	7.1	7.1	9.4	7.3	7.4	7.0
N	603	285	318	217	115	187	84	181	422	586	8	124	479	7	596	581	22	273	207	81

3_G EXPANDING CFL SATURATION

Q3G1. When one of the incandescent bulbs you now have installed burns out, would you say you	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
You Will definitely replace it with a CF	31%	37%	27%	36%	41%	22%	21%	35%	30%	32%	30%	33%	31%	20%	32%	31%	49%	31%	27%	32%
You Will possibly replace it with a CFL	45%	44%	45%	37%	47%	59%	55%	45%	44%	43%	70%	50%	43%	7%	45%	45%	37%	50%	54%	40%
You will definitely NOT replace it with	19%	14%	23%	23%	8%	10%	16%	15%	20%	20%	0%	9%	21%	64%	18%	19%	13%	11%	11%	24%
DO NOT READ..No incandescent bulbs insta	4%	4%	4%	3%	3%	6%	7%	3%	5%	4%	0%	8%	3%	0%	4%	4%	0%	5%	4%	4%
DON'T KNOW	1%	1%	1%	1%	0%	3%	1%	2%	1%	1%	0%	0%	1%	8%	1%	1%	0%	3%	3%	0%
N	714	335	379	259	124	224	107	212	502	693	10	146	568	11	703	686	28	323	239	100

Q3G3A. What is the main factor preventing you from installing [more] CFLs in your home?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Waiting for installed bulbs to burn out	9%	8%	10%	10%	14%	12%	5%	9%	9%	8%	54%	12%	9%	1%	9%	9%	22%	10%	5%	10%
Storing incandescent bulbs	2%	3%	1%	2%	1%	2%	2%	4%	1%	2%	0%	1%	2%	0%	2%	2%	1%	1%	3%	2%
Storing CFLs	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	2%	0%
Operating hours-don't use enough	1%	0%	2%	2%	0%	0%	0%	0%	2%	1%	0%	0%	2%	0%	1%	1%	0%	0%	2%	2%
CFLs too expensive/cost too much	10%	7%	12%	8%	7%	15%	12%	7%	11%	10%	0%	8%	10%	0%	10%	10%	8%	10%	16%	9%
Need dimmable bulbs	5%	3%	6%	5%	9%	3%	3%	4%	5%	5%	0%	1%	5%	0%	5%	5%	8%	5%	2%	5%
Need 3-WAY bulbs	1%	0%	1%	0%	0%	4%	0%	1%	1%	1%	0%	0%	1%	0%	1%	0%	8%	1%	3%	0%
Don't like the look of CFLs	6%	2%	8%	6%	10%	6%	2%	3%	7%	6%	0%	3%	6%	0%	6%	6%	0%	5%	6%	6%
Don't like the way CFLs fit in fixtures/incompatible	12%	15%	9%	10%	14%	14%	13%	16%	10%	12%	9%	11%	12%	19%	12%	12%	18%	15%	15%	10%
Not bright enough	17%	16%	17%	21%	7%	13%	12%	20%	16%	16%	0%	14%	17%	0%	17%	17%	0%	12%	11%	20%
Don't like the color	6%	5%	6%	4%	6%	8%	9%	5%	6%	6%	0%	5%	6%	5%	6%	6%	8%	9%	6%	4%
CFLs take too long to light up	4%	3%	4%	3%	7%	0%	5%	1%	5%	4%	0%	7%	3%	1%	4%	4%	0%	1%	4%	5%
Limited availability of CFLs in store	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
CFLs burn out too quickly/fall short of estimated life	1%	2%	1%	1%	0%	6%	1%	2%	1%	1%	0%	2%	1%	8%	1%	1%	0%	4%	1%	0%
Incandescents are a habit	1%	0%	2%	0%	0%	2%	4%	0%	2%	1%	0%	0%	2%	0%	1%	1%	0%	0%	3%	2%
Savings are over-estimated	1%	0%	2%	0%	0%	1%	5%	0%	2%	1%	3%	0%	2%	0%	1%	1%	0%	0%	0%	2%
Don't know about/weren't aware of them	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	2%	0%
Haven't gotten to it/too lazy	1%	1%	0%	0%	0%	0%	2%	0%	1%	1%	1%	2%	0%	0%	1%	1%	0%	1%	0%	1%
They are too bright	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Interfere/incompatible with other end uses/controls	1%	0%	2%	1%	0%	0%	2%	0%	2%	1%	0%	0%	2%	0%	1%	1%	0%	0%	0%	2%
Annoying: flicker or make a buzzing noise	1%	0%	1%	1%	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	1%
Safety issues: explosion or fire	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
All fixtures already have CFLs	11%	18%	6%	11%	15%	6%	11%	16%	9%	11%	28%	18%	10%	1%	11%	11%	6%	9%	6%	13%
No other reason	4%	4%	4%	5%	1%	3%	3%	4%	4%	4%	0%	5%	4%	0%	4%	4%	0%	4%	5%	3%
RECORD OTHER REASON	2%	3%	1%	2%	0%	0%	2%	3%	1%	2%	0%	2%	2%	0%	2%	2%	0%	2%	2%	2%
DON'T KNOW	5%	7%	3%	5%	6%	3%	4%	4%	5%	5%	5%	8%	4%	66%	3%	4%	22%	7%	3%	4%
N	714	335	379	259	124	224	107	212	502	693	10	146	568	11	703	686	28	323	239	100

Q3G3B. Anything else?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Waiting for installed bulbs to burn out	1%	3%	0%	2%	0%	2%	0%	3%	1%	1%	0%	2%	1%	0%	1%	1%	0%	2%	0%	1%
Storing incandescent bulbs	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	1%	0%
Storing CFLs	1%	1%	0%	1%	0%	0%	1%	1%	0%	1%	0%	0%	1%	0%	1%	1%	0%	2%	0%	0%
Operating hours-don't use other bulbs/l	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	1%	0%	0%
CFLs too expensive/cost too much	5%	5%	4%	3%	10%	3%	6%	7%	4%	5%	0%	3%	5%	0%	5%	5%	0%	3%	1%	6%
Need DIMMABLE bulbs	2%	2%	3%	3%	1%	0%	2%	2%	3%	2%	0%	0%	3%	0%	2%	2%	0%	1%	9%	2%
Need 3-WAY bulbs	1%	2%	0%	1%	4%	2%	0%	2%	1%	1%	0%	2%	1%	13%	1%	1%	0%	2%	2%	1%
Don't like the look of CFLs	4%	3%	5%	4%	3%	5%	4%	2%	5%	4%	0%	5%	4%	0%	4%	4%	0%	3%	3%	5%
Don't like the way CFLs FIT in fixtures	5%	6%	4%	6%	4%	4%	2%	7%	4%	5%	0%	8%	4%	2%	5%	5%	0%	8%	2%	3%
Not BRIGHT enough	5%	3%	6%	5%	1%	2%	7%	1%	6%	5%	0%	7%	4%	2%	5%	5%	0%	4%	6%	5%
Don't like the COLOR	5%	1%	7%	6%	5%	2%	4%	1%	7%	5%	0%	2%	5%	0%	5%	5%	5%	4%	2%	6%
CFLs take too LONG to light up	1%	3%	1%	2%	1%	3%	1%	3%	1%	1%	0%	0%	2%	0%	1%	1%	0%	2%	1%	1%
Limited availability of CFLs in store	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
CFLs burn out too quickly/fall short of estimated life	2%	4%	0%	3%	2%	0%	1%	5%	0%	2%	0%	2%	2%	0%	2%	2%	0%	1%	1%	2%
Incandescents are a habit	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Savings are over-estimated	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know about/Weren't aware of them	1%	0%	1%	0%	0%	0%	2%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	1%
Haven't gotten to it/too lazy	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%
They are too bright	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	2%	0%
Interfere/incompatible with other end uses/controls	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Annoying: flicker or make a buzzing noise	2%	1%	2%	2%	1%	2%	0%	1%	2%	2%	0%	1%	2%	0%	2%	2%	0%	3%	0%	1%
Safety issues: explosion or fire	1%	0%	1%	0%	0%	0%	2%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	1%
All fixtures already have CFLs	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
NO OTHER REASON	70%	71%	69%	69%	70%	71%	73%	72%	69%	69%	100%	69%	70%	83%	70%	70%	84%	66%	73%	72%
RECORD OTHER REASON	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
RECORD OTHER REASON	8%	10%	6%	8%	5%	11%	6%	10%	7%	8%	0%	9%	7%	2%	8%	8%	11%	11%	6%	6%
REFUSED	1%	3%	0%	3%	0%	0%	0%	5%	0%	0%	80%	9%	0%	0%	1%	1%	0%	0%	0%	2%
DON'T KNOW	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%
N	600	274	326	222	94	193	91	177	423	584	8	123	477	7	593	579	21	272	204	83

3_H WILLINGNESS TO PURCHASE (WTP) & BARRIERS

Q3H1. How likely are you to purchase any CFLs in the next year?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
1 NOT AT ALL LIKELY	22%	24%	20%	25%	14%	15%	20%	24%	21%	23%	1%	23%	22%	64%	21%	22%	18%	17%	15%	25%
2	4%	2%	6%	5%	5%	3%	3%	2%	5%	4%	0%	0%	5%	0%	4%	4%	0%	3%	2%	5%
3	2%	2%	2%	2%	1%	2%	2%	3%	2%	2%	0%	1%	2%	0%	2%	2%	0%	2%	3%	2%
4	2%	2%	2%	2%	0%	2%	3%	3%	2%	2%	0%	0%	2%	0%	2%	2%	0%	2%	1%	2%
5	13%	13%	14%	17%	7%	14%	8%	15%	13%	13%	10%	12%	14%	2%	14%	14%	2%	13%	20%	13%
6	4%	2%	6%	3%	4%	3%	7%	1%	5%	4%	3%	2%	5%	0%	4%	4%	3%	2%	6%	5%
7	7%	7%	6%	5%	17%	9%	6%	7%	6%	6%	50%	15%	5%	4%	7%	7%	1%	4%	9%	7%
8	10%	10%	9%	8%	9%	15%	10%	10%	9%	10%	7%	10%	10%	0%	10%	9%	21%	13%	12%	8%
9	5%	6%	5%	4%	4%	7%	8%	3%	6%	6%	0%	9%	5%	0%	5%	5%	7%	8%	1%	5%
10 EXTREMELY LIKELY	29%	30%	28%	27%	38%	28%	29%	26%	30%	29%	28%	28%	29%	29%	29%	28%	46%	32%	29%	27%
DON'T KNOW	2%	3%	2%	2%	1%	1%	4%	5%	1%	2%	1%	1%	3%	0%	2%	2%	1%	4%	2%	2%
N	746	351	395	270	129	235	112	224	522	722	12	153	593	11	735	716	30	334	254	103

Q4D22. Have you heard of compact fluorescent light fixtures or Energy Star Light Fixtures?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	35%	40%	32%	35%	48%	39%	32%	36%	35%	35%	50%	53%	32%	79%	35%	35%	49%	42%	38%	32%
NO	63%	59%	66%	65%	52%	57%	65%	62%	63%	63%	50%	47%	66%	21%	64%	63%	51%	55%	62%	67%
DON'T KNOW	2%	1%	2%	1%	0%	4%	4%	1%	2%	2%	0%	0%	2%	0%	2%	2%	0%	2%	0%	2%
N	746	351	395	270	129	235	112	224	522	722	12	153	593	11	735	716	30	334	254	103

Q4D23. Did you purchase any of these fixtures in 2004 or 2005?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	27%	23%	32%	23%	26%	39%	32%	26%	28%	28%	1%	15%	32%	1%	28%	28%	17%	29%	19%	28%
NO	72%	77%	67%	76%	74%	61%	66%	74%	71%	71%	99%	84%	68%	99%	71%	72%	83%	70%	77%	72%
DON'T KNOW	1%	1%	1%	0%	0%	0%	2%	0%	1%	1%	0%	1%	1%	0%	1%	1%	0%	1%	4%	0%
N	305	145	160	115	59	88	43	89	216	295	2	65	240	6	299	289	16	143	100	36

4_B GENERAL EQUIPMENT PURCHASES

Q4B1. Have you purchased any new heating, cooling or water heating equipment or major household appliance purchases since January 2004 for which you did not receive a rebate?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	38%	32%	42%	40%	36%	38%	35%	36%	39%	39%	18%	33%	39%	29%	38%	38%	37%	40%	33%	39%
NO	57%	64%	52%	55%	56%	59%	59%	60%	56%	56%	81%	65%	55%	71%	57%	57%	63%	57%	64%	55%
DON'T KNOW	5%	4%	6%	4%	7%	3%	6%	4%	5%	5%	1%	2%	5%	0%	5%	5%	0%	3%	3%	6%
N	2157	878	1279	873	392	552	340	549	1608	2056	56	398	1759	21	2129	2113	43	1339	457	306

Q4B2. What did you purchase?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Refrigerator	17%	12%	20%	17%	29%	16%	14%	12%	19%	18%	7%	12%	18%	3%	17%	17%	21%	15%	18%	19%
Clothes washer	21%	22%	20%	19%	23%	39%	16%	20%	21%	20%	25%	25%	20%	28%	21%	21%	20%	41%	34%	4%
Clothes dryer	8%	13%	5%	9%	12%	9%	4%	15%	6%	8%	2%	18%	7%	41%	8%	8%	8%	9%	9%	7%
Dishwasher	11%	10%	12%	9%	13%	14%	14%	9%	11%	11%	0%	9%	11%	6%	11%	11%	13%	12%	21%	9%
Room air conditioner	1%	2%	0%	0%	2%	1%	2%	1%	1%	1%	0%	3%	1%	23%	1%	1%	0%	1%	2%	1%
Central air conditioner	34%	41%	30%	33%	22%	50%	33%	43%	31%	33%	72%	39%	33%	15%	34%	34%	20%	51%	6%	26%
Furnace/central heating	11%	3%	16%	14%	9%	6%	8%	3%	14%	11%	0%	3%	13%	0%	12%	11%	6%	8%	8%	14%
Water heater	26%	23%	27%	26%	20%	24%	27%	25%	26%	26%	20%	22%	26%	2%	26%	26%	14%	19%	40%	29%
Heat pump	1%	0%	1%	1%	1%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	1%
Evaporative cooler/swamp cooler	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Whole house fan	0%	0%	0%	0%	2%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Stove/Range/oven/cooktop	15%	11%	17%	12%	24%	12%	20%	9%	17%	15%	0%	15%	15%	13%	15%	15%	19%	11%	12%	18%
Microwave oven	6%	6%	7%	4%	9%	6%	12%	4%	7%	7%	0%	9%	6%	6%	7%	6%	14%	5%	4%	8%
Convection oven	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Electric space heater	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%	3%	0%	0%	1%	1%	1%	0%
Freezer	1%	2%	1%	1%	0%	0%	1%	2%	1%	1%	0%	4%	1%	0%	1%	1%	0%	1%	2%	1%
Garbage disposal	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Television/entertainment center	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%
Water heater (tankless)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Water softening equipment	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Trash compactor	1%	0%	1%	0%	1%	0%	2%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	1%
Bathroom (exhaust) fan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Air purifier	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	12%	0%	0%	0%	0%	0%	0%
Fireplace insert	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	1%
Wood stove or gas room heater	0%	1%	0%	1%	0%	0%	0%	2%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%
Lighting: lamps, fixtures	0%	0%	1%	1%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	1%
EE windows	1%	0%	2%	2%	0%	0%	0%	0%	2%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	2%
Ceiling fans	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Compressor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Condenser	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Pool pump	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Programmable thermostat	1%	0%	1%	2%	1%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	2%
RECORD OTHER APPLIANCE	1%	1%	1%	1%	3%	0%	0%	0%	1%	1%	1%	2%	1%	0%	1%	1%	0%	0%	0%	1%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	1%	1%	1%	0%	0%	0%	2%	0%	1%	1%	0%	2%	1%	0%	1%	1%	0%	1%	0%	1%
N	1184	468	716	496	205	294	189	300	884	1134	27	206	978	10	1170	1160	24	820	202	141

CLOTHES WASHER RESCREEN

Q4B2A. Is the clothes dryer Gas or Electric?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
GAS	48%	20%	87%	31%	80%	87%	85%	12%	84%	48%	100%	15%	62%	35%	49%	49%	0%	60%	54%	38%
ELECTRIC	51%	80%	12%	69%	20%	10%	15%	88%	15%	52%	0%	85%	37%	65%	51%	51%	100%	40%	43%	62%
DON'T KNOW	0%	0%	1%	0%	0%	3%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	4%	0%
N	112	54	58	47	23	28	14	41	71	108	3	24	88	3	109	111	1	75	23	9

Q4B2B. Is the heating system Gas or Electric?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
GAS	90%	99%	89%	89%	97%	100%	87%	100%	89%	89%	0%	100%	89%	0%	90%	90%	90%	99%	100%	85%
ELECTRIC	6%	1%	7%	6%	3%	0%	13%	0%	7%	7%	0%	0%	7%	0%	6%	6%	10%	1%	0%	9%
DON'T KNOW	4%	0%	4%	6%	0%	0%	0%	0%	4%	4%	0%	0%	4%	0%	4%	4%	0%	0%	0%	6%
N	92	17	75	39	22	14	17	10	82	90	0	7	85	0	92	90	2	66	10	16

Q4B2C. Is the Water Heater Gas or Electric?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
GAS	94%	92%	95%	91%	96%	95%	98%	93%	94%	94%	89%	90%	94%	0%	94%	94%	61%	92%	92%	96%
ELECTRIC	6%	7%	5%	8%	4%	3%	2%	7%	5%	6%	11%	7%	5%	100%	6%	6%	6%	7%	6%	4%
DON'T KNOW	1%	1%	0%	1%	0%	2%	0%	0%	1%	1%	0%	3%	0%	0%	1%	0%	33%	1%	2%	0%
N	270	101	169	110	46	76	38	63	207	262	5	44	226	1	269	263	7	174	75	16

Q4B3. Other than major appliances and heating and cooling equipment, have you installed anything else in your home that would assist you in saving energy such as dual pane windows, a high efficiency pool pump, or insulation since January 2004?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	25%	26%	25%	25%	20%	28%	25%	26%	25%	25%	33%	27%	25%	14%	25%	25%	12%	24%	29%	25%
NO	73%	73%	73%	73%	80%	70%	72%	74%	73%	73%	67%	71%	73%	85%	73%	73%	88%	74%	69%	73%
DON'T KNOW	2%	1%	3%	2%	0%	2%	2%	0%	3%	2%	0%	2%	2%	1%	2%	2%	0%	2%	2%	2%
N	2157	878	1279	873	392	552	340	549	1608	2056	56	398	1759	21	2129	2113	43	1339	457	306

Q4B4. What did you do?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Insulation (wall,ceiling or attic)	31%	25%	36%	27%	35%	31%	39%	27%	33%	31%	35%	23%	33%	22%	31%	31%	5%	36%	26%	29%
Pool pump	6%	7%	5%	5%	23%	10%	3%	9%	5%	7%	1%	4%	7%	0%	6%	6%	21%	9%	10%	4%
Windows (Dual pane or high efficiency)	67%	60%	72%	65%	54%	63%	77%	60%	70%	69%	20%	70%	66%	78%	67%	67%	91%	58%	71%	71%
Programmable thermostat	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Fluorescent indoor fixture	0%	1%	0%	0%	0%	3%	0%	0%	1%	1%	0%	1%	0%	0%	0%	0%	0%	1%	1%	0%
Fluorescent outdoor fixture	0%	0%	0%	0%	1%	2%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%
CFL bulb	2%	1%	3%	2%	3%	4%	0%	1%	2%	2%	1%	1%	2%	0%	2%	2%	0%	3%	2%	1%
CFL fixture	0%	0%	1%	0%	3%	0%	0%	0%	1%	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%
Motion sensor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Dimmer switch	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Weatherstripping/caulking/weatherization	5%	4%	5%	3%	3%	2%	10%	3%	5%	5%	0%	8%	4%	0%	5%	5%	3%	1%	8%	6%
Water heater insulation/pipe wrapping	1%	0%	2%	1%	0%	0%	0%	0%	1%	1%	1%	0%	1%	0%	1%	1%	0%	0%	0%	1%
Low flow showerheads	1%	0%	1%	1%	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	1%
Doors	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Duct sealing/repairs(not cleaning)	1%	0%	2%	0%	0%	0%	5%	0%	2%	2%	0%	0%	2%	0%	1%	1%	0%	0%	0%	2%
Ceiling fan	1%	1%	0%	1%	0%	2%	0%	0%	1%	1%	0%	2%	0%	0%	1%	1%	0%	2%	1%	0%
Whole house fan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Roof/radiant barrier	0%	0%	1%	1%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	1%	1%	0%
Dual pane/insulated doors	1%	2%	0%	1%	0%	1%	1%	3%	0%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	1%
Freezer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
New air ducts	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Attic fan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Solar heater for the pool	1%	1%	2%	2%	3%	0%	0%	0%	2%	1%	6%	1%	1%	0%	1%	1%	0%	1%	0%	2%
RECORD OTHER	9%	17%	4%	11%	2%	8%	8%	17%	6%	8%	55%	14%	8%	0%	9%	9%	0%	5%	7%	12%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	0%	0%	0%	0%	0%	2%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
N	598	247	351	247	89	162	100	166	432	575	14	108	490	3	593	590	7	364	132	83

INSULATION RESCREEN

Q9D8B. Have you installed any insulation in your home in the last four years?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Yes	9%	10%	9%	9%	9%	14%	8%	8%	10%	8%	34%	15%	8%	27%	9%	9%	0%	12%	15%	7%
No	90%	90%	90%	91%	91%	85%	90%	92%	90%	91%	66%	85%	91%	73%	90%	90%	100%	87%	85%	93%
Don't know	1%	0%	1%	0%	1%	1%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	1%	0%
N	1043	411	632	458	189	273	123	269	774	993	29	180	863	5	1032	1034	8	687	183	173

Q4B5ZZ_1. In what year did you install the new refrigerator?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
2007	4%	1%	5%	6%	0%	0%	3%	1%	5%	4%	0%	3%	4%	0%	4%	4%	0%	4%	3%	4%
2006	35%	48%	30%	33%	28%	37%	42%	54%	30%	34%	63%	28%	35%	0%	35%	35%	26%	39%	27%	33%
2005	33%	26%	35%	27%	66%	44%	20%	25%	34%	33%	37%	30%	33%	0%	33%	33%	2%	40%	49%	26%
2004?	27%	24%	28%	33%	6%	18%	27%	20%	29%	27%	0%	36%	26%	100%	27%	26%	73%	15%	21%	34%
WAS ALREADY IN HOME	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	2%	1%	2%	0%	0%	0%	9%	0%	2%	2%	0%	3%	2%	0%	0%	2%	0%	1%	0%	2%
N	185	72	113	82	34	46	23	48	137	183	2	32	153	1	183	181	4	118	34	28

Q4B5ZZ_2. In what year did you install the new clothes washer?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
2007	5%	6%	4%	5%	5%	4%	4%	8%	4%	5%	17%	4%	5%	0%	5%	5%	0%	5%	4%	0%
2006	32%	26%	35%	35%	25%	16%	45%	26%	34%	32%	18%	28%	32%	27%	32%	31%	70%	28%	37%	100%
2005	20%	27%	16%	19%	20%	24%	21%	27%	18%	21%	23%	26%	19%	73%	20%	21%	7%	21%	21%	0%
2004?	26%	25%	27%	26%	39%	30%	17%	20%	29%	25%	31%	33%	25%	0%	26%	27%	0%	28%	21%	0%
WAS ALREADY IN HOME	7%	8%	6%	6%	5%	10%	7%	9%	6%	7%	10%	7%	7%	0%	7%	7%	23%	7%	7%	0%
DON'T KNOW	10%	7%	12%	9%	6%	16%	6%	10%	10%	10%	0%	2%	12%	0%	10%	10%	0%	10%	12%	0%
N	445	176	269	187	88	117	53	114	331	418	12	81	364	3	442	440	5	355	84	1

Q4B5ZZ_3. In what year did you install the new clothes dryer?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
2007	5%	4%	6%	4%	1%	10%	6%	2%	7%	5%	0%	5%	4%	0%	5%	5%	0%	10%	6%	0%
2006	42%	47%	36%	51%	23%	20%	33%	51%	34%	43%	12%	72%	30%	14%	43%	43%	0%	42%	57%	40%
2005	33%	40%	23%	30%	48%	45%	20%	41%	25%	32%	88%	8%	43%	35%	32%	33%	0%	26%	25%	39%
2004?	20%	10%	33%	15%	28%	25%	36%	6%	34%	20%	0%	16%	22%	51%	19%	19%	100%	21%	12%	20%
WAS ALREADY IN HOME	1%	0%	1%	0%	0%	0%	6%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%
N	112	54	58	47	23	28	14	41	71	108	3	24	88	3	109	111	1	75	23	9

Q4B5ZZ_4. In what year did you install the new dishwasher?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
2007	8%	7%	8%	9%	0%	9%	8%	9%	7%	7%	0%	6%	8%	0%	8%	8%	0%	11%	8%	5%
2006	32%	30%	32%	32%	28%	35%	31%	29%	33%	32%	0%	42%	30%	0%	32%	32%	0%	41%	19%	27%
2005	37%	30%	40%	41%	54%	47%	19%	27%	40%	37%	0%	23%	39%	0%	37%	35%	100%	35%	44%	36%
2004?	19%	20%	19%	9%	18%	8%	42%	17%	20%	19%	0%	29%	18%	100%	19%	20%	0%	12%	29%	23%
DON'T KNOW	5%	13%	1%	10%	0%	1%	0%	18%	1%	5%	0%	0%	5%	0%	5%	5%	0%	2%	0%	9%
N	152	55	97	62	21	47	22	39	113	151	0	22	130	1	151	149	3	89	40	19

Q4B5ZZ_5. In what year did you install the new room AC?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
2006	61%	62%	59%	25%	84%	76%	63%	67%	59%	61%	0%	92%	42%	0%	73%	61%	0%	26%	51%	100%
2005	14%	4%	41%	33%	16%	24%	0%	0%	19%	14%	0%	8%	18%	0%	17%	14%	0%	16%	49%	0%
2004?	16%	22%	0%	0%	0%	0%	37%	0%	22%	16%	0%	0%	26%	100%	0%	16%	0%	38%	0%	0%
DON'T KNOW	9%	12%	0%	42%	0%	0%	0%	33%	0%	9%	0%	0%	14%	0%	11%	9%	0%	20%	0%	0%
N	13	8	5	5	3	3	2	5	8	13	0	5	8	1	12	13	0	6	5	2

Q4B5ZZ_6. In what year did you install the new air conditioner?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
2007	1%	1%	2%	1%	0%	1%	4%	1%	2%	2%	0%	1%	1%	0%	1%	1%	0%	1%	5%	2%
2006	13%	12%	14%	12%	31%	9%	16%	13%	13%	12%	33%	16%	13%	0%	13%	13%	0%	10%	37%	16%
2005	37%	41%	33%	36%	26%	54%	29%	42%	34%	37%	41%	27%	38%	0%	36%	36%	49%	42%	30%	30%
2004?	35%	35%	34%	36%	15%	35%	34%	32%	36%	35%	16%	42%	33%	100%	35%	34%	49%	41%	28%	26%
WAS ALREADY IN HOME	9%	6%	12%	11%	19%	1%	10%	7%	11%	10%	10%	11%	9%	0%	10%	10%	0%	3%	0%	19%
DON'T KNOW	5%	4%	5%	4%	9%	1%	8%	4%	5%	5%	0%	3%	5%	0%	5%	5%	3%	3%	0%	7%
N	425	178	247	185	56	95	89	124	301	402	12	73	352	1	421	420	5	372	11	42

Q4B5ZZ_7. In what year did you install the new gas furnace?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
2007	0%	1%	0%	0%	2%	6%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	7%	0%
2006	32%	38%	32%	34%	47%	67%	10%	33%	32%	33%	0%	26%	32%	0%	32%	32%	90%	41%	19%	30%
2005	29%	9%	31%	27%	44%	19%	36%	11%	31%	31%	0%	0%	30%	0%	29%	29%	0%	29%	66%	26%
2004?	30%	51%	28%	28%	6%	8%	54%	55%	28%	32%	0%	74%	29%	0%	30%	30%	0%	29%	9%	32%
DON'T KNOW	8%	1%	9%	11%	1%	0%	0%	0%	9%	4%	0%	0%	8%	0%	8%	8%	10%	0%	0%	12%
N	92	17	75	39	22	14	17	10	82	90	0	7	85	0	92	90	2	66	10	16

Q4B5ZZ_8. In what year did you install the new water heater?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
2007	2%	1%	3%	2%	9%	5%	1%	1%	3%	2%	13%	0%	2%	0%	2%	2%	0%	5%	3%	1%
2006	48%	37%	54%	49%	63%	31%	50%	42%	51%	49%	1%	13%	53%	0%	49%	49%	41%	43%	43%	52%
2005	30%	46%	22%	31%	18%	38%	25%	45%	24%	30%	7%	72%	24%	100%	30%	30%	20%	30%	24%	31%
2004?	16%	10%	19%	17%	10%	15%	16%	9%	18%	16%	11%	13%	16%	0%	16%	16%	0%	17%	29%	13%
WAS ALREADY IN HOME	1%	4%	0%	1%	0%	0%	4%	2%	1%	0%	68%	0%	2%	0%	0%	1%	0%	1%	1%	2%
DON'T KNOW	2%	2%	3%	0%	0%	12%	5%	1%	3%	2%	0%	2%	2%	0%	1%	2%	39%	4%	1%	2%
N	287	104	183	118	48	76	45	64	223	278	6	45	242	1	284	280	7	174	75	33

Q4B5ZZ_9. In what year did you install the new heat pump?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
2007	5%	0%	5%	0%	0%	100%	0%	0%	5%	5%	0%	0%	5%	0%	5%	5%	0%	30%	0%	0%
2006	87%	18%	95%	100%	18%	0%	0%	0%	95%	87%	0%	100%	86%	0%	87%	87%	0%	13%	0%	100%
2005	9%	82%	0%	0%	82%	0%	0%	100%	0%	9%	0%	0%	9%	0%	9%	9%	0%	58%	0%	0%
N	4	2	2	1	2	1	0	1	3	4	0	1	3	0	4	4	0	3	0	1

Q4B5ZZ_10. In what year did you install the new evaporative cooler?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
2005	100%	100%	0%	0%	100%	0%	0%	100%	0%	100%	0%	100%	0%	0%	100%	100%	0%	0%	100%	0%
N	1	1	0	0	1	0	0	1	0	1	0	1	0	0	1	1	0	0	1	0

Q4B5ZZ_11. In what year did you install the new whole house fan?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
2006	15%	64%	0%	100%	0%	68%	0%	64%	0%	15%	0%	0%	15%	0%	15%	15%	0%	73%	0%	0%
2005	81%	15%	100%	0%	94%	32%	0%	15%	100%	81%	0%	0%	81%	0%	81%	81%	0%	27%	0%	100%
2004?	5%	21%	0%	0%	6%	0%	0%	21%	0%	5%	0%	0%	5%	0%	5%	5%	0%	0%	100%	0%
N	6	4	2	1	3	2	0	4	2	6	0	0	6	0	6	6	0	3	1	1

Q4B5ZZ_12. In what year did you install the new insulation?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
2007	4%	0%	6%	6%	0%	8%	1%	0%	5%	4%	0%	1%	5%	0%	4%	4%	0%	4%	2%	5%
2006	31%	32%	31%	20%	29%	27%	50%	39%	29%	32%	21%	15%	34%	0%	32%	31%	100%	29%	26%	34%
2005	24%	20%	26%	22%	29%	26%	26%	15%	27%	24%	40%	18%	25%	0%	23%	24%	0%	23%	52%	20%
2004?	28%	33%	26%	38%	37%	23%	13%	36%	26%	28%	7%	40%	26%	100%	29%	28%	0%	27%	12%	32%
WAS ALREADY IN HOME	6%	13%	3%	4%	0%	9%	10%	6%	7%	5%	32%	22%	4%	0%	6%	6%	0%	8%	6%	5%
DON'T KNOW	6%	2%	8%	9%	4%	6%	1%	3%	7%	6%	0%	4%	6%	0%	6%	6%	0%	9%	3%	5%
N	201	76	125	84	35	51	31	52	149	189	8	36	165	1	198	200	1	124	43	29

Q4B5ZZ_13. In what year did you install the new pool pump?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
2007	5%	0%	9%	0%	15%	4%	0%	0%	8%	5%	0%	0%	5%	0%	5%	5%	0%	0%	4%	10%
2006	43%	17%	68%	38%	72%	21%	33%	14%	63%	43%	0%	25%	45%	0%	43%	44%	0%	43%	55%	38%
2005	12%	14%	11%	18%	1%	23%	0%	13%	11%	12%	0%	11%	12%	0%	12%	10%	100%	15%	31%	0%
2004?	20%	29%	12%	16%	11%	52%	11%	24%	18%	20%	100%	64%	15%	0%	20%	21%	0%	42%	10%	0%
WAS ALREADY IN HOME	7%	15%	0%	0%	0%	0%	56%	17%	0%	7%	0%	0%	8%	0%	7%	7%	0%	0%	0%	19%
DON'T KNOW	13%	26%	0%	28%	0%	0%	0%	31%	0%	13%	0%	0%	14%	0%	13%	13%	0%	0%	0%	33%
N	50	25	25	25	11	10	4	20	30	49	1	8	42	0	50	49	1	26	19	4

Q4B5ZZ_14. In what year did you install the new windows?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
2007	1%	1%	1%	1%	0%	4%	0%	1%	1%	1%	0%	0%	1%	0%	1%	1%	0%	4%	2%	0%
2006	33%	29%	35%	37%	25%	19%	32%	27%	35%	33%	3%	29%	34%	0%	33%	33%	0%	28%	39%	34%
2005	29%	26%	31%	28%	45%	37%	26%	27%	30%	28%	90%	11%	33%	100%	28%	29%	70%	31%	31%	28%
2004?	35%	40%	31%	33%	30%	36%	38%	43%	32%	35%	3%	53%	30%	0%	35%	35%	30%	33%	26%	37%
WAS ALREADY IN HOME	1%	0%	1%	1%	0%	1%	0%	0%	1%	1%	3%	0%	1%	0%	1%	1%	0%	2%	1%	0%
DON'T KNOW	2%	3%	1%	1%	0%	2%	3%	1%	2%	2%	0%	6%	1%	0%	2%	2%	0%	3%	1%	1%
N	368	141	227	142	49	102	75	90	278	357	7	63	305	2	365	363	4	220	82	58

Q4B6ZZ_1. And what month?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
January	7%	5%	7%	7%	3%	14%	3%	6%	7%	7%	0%	2%	7%	0%	7%	7%	4%	11%	6%	4%
February	6%	5%	7%	7%	0%	1%	11%	5%	7%	6%	0%	3%	7%	0%	6%	6%	0%	6%	3%	7%
March	6%	8%	6%	6%	4%	3%	12%	2%	7%	6%	0%	6%	6%	0%	6%	5%	68%	5%	10%	7%
April	10%	2%	12%	10%	21%	10%	1%	2%	11%	10%	0%	2%	10%	0%	10%	10%	0%	11%	12%	8%
May	2%	2%	2%	0%	1%	6%	8%	3%	2%	2%	0%	0%	2%	0%	2%	2%	2%	2%	2%	2%
June	2%	7%	0%	1%	6%	6%	0%	3%	2%	2%	0%	13%	1%	0%	2%	1%	26%	3%	0%	1%
July	25%	11%	30%	34%	28%	13%	0%	11%	29%	25%	0%	17%	26%	100%	25%	26%	0%	13%	22%	33%
August	1%	0%	1%	1%	0%	1%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	2%	0%	0%
September	12%	6%	13%	6%	18%	11%	27%	7%	13%	11%	37%	5%	12%	0%	12%	12%	0%	6%	3%	16%
October	10%	8%	10%	11%	7%	3%	11%	9%	10%	10%	0%	6%	10%	0%	10%	10%	0%	8%	29%	8%
November	6%	20%	1%	6%	1%	11%	8%	23%	2%	6%	63%	23%	4%	0%	6%	6%	0%	5%	8%	7%
December	4%	12%	1%	2%	2%	2%	13%	16%	1%	4%	0%	1%	4%	0%	4%	4%	0%	7%	2%	2%
DON'T KNOW	10%	14%	9%	10%	9%	20%	6%	13%	9%	10%	0%	21%	9%	0%	10%	10%	0%	21%	4%	4%
N	181	71	110	82	33	45	21	48	133	179	2	31	150	1	180	177	4	115	34	27

Q4B6ZZ_2. And what month?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
January	10%	8%	11%	10%	7%	14%	7%	10%	10%	9%	0%	6%	11%	0%	10%	10%	0%	11%	7%	0%
February	7%	7%	7%	7%	7%	8%	7%	6%	7%	6%	37%	8%	7%	0%	7%	7%	0%	7%	6%	0%
March	2%	3%	2%	3%	0%	0%	5%	4%	2%	3%	0%	2%	3%	0%	2%	2%	0%	3%	0%	0%
April	14%	14%	13%	18%	15%	10%	3%	16%	13%	14%	0%	13%	14%	27%	13%	14%	0%	12%	29%	0%
May	2%	1%	2%	0%	7%	3%	1%	1%	2%	2%	9%	0%	2%	0%	2%	2%	0%	2%	2%	0%
June	3%	3%	3%	4%	1%	2%	0%	2%	3%	3%	0%	5%	2%	0%	3%	2%	30%	3%	3%	0%
July	11%	12%	11%	14%	14%	6%	9%	13%	11%	12%	6%	12%	11%	0%	12%	11%	9%	11%	16%	0%
August	2%	2%	2%	2%	0%	4%	0%	3%	2%	2%	0%	0%	2%	0%	2%	2%	0%	2%	3%	0%
September	2%	2%	2%	3%	1%	1%	2%	2%	2%	2%	0%	2%	2%	0%	2%	2%	30%	2%	0%	0%
October	9%	10%	9%	10%	5%	8%	11%	9%	9%	10%	0%	8%	10%	52%	9%	9%	30%	10%	7%	0%
November	6%	6%	5%	7%	5%	4%	3%	8%	5%	6%	11%	9%	5%	0%	6%	6%	0%	6%	4%	0%
December	9%	6%	12%	6%	7%	2%	29%	6%	11%	9%	24%	6%	10%	0%	10%	10%	0%	5%	5%	100%
DON'T KNOW	23%	25%	21%	16%	31%	39%	23%	20%	24%	23%	13%	29%	21%	21%	23%	23%	0%	25%	16%	0%
N	368	147	221	158	80	87	43	92	276	347	9	72	296	3	365	364	4	293	69	1

Q4B6ZZ_3. And what month?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
January	9%	8%	9%	8%	9%	19%	0%	7%	10%	9%	0%	9%	8%	14%	8%	9%	0%	16%	22%	0%
February	6%	5%	8%	4%	14%	11%	12%	1%	12%	6%	0%	10%	5%	51%	5%	5%	100%	9%	10%	3%
March	17%	27%	2%	23%	1%	3%	12%	31%	3%	17%	0%	2%	23%	0%	17%	17%	0%	5%	4%	29%
April	10%	4%	17%	11%	10%	4%	6%	4%	15%	10%	0%	5%	12%	0%	10%	10%	0%	10%	2%	11%
May	1%	0%	1%	0%	5%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%
June	2%	1%	3%	2%	0%	4%	0%	1%	3%	2%	0%	1%	2%	0%	2%	2%	0%	3%	6%	0%
July	14%	4%	28%	15%	25%	6%	6%	4%	24%	14%	0%	3%	19%	0%	15%	14%	0%	10%	33%	14%
August	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	2%	0%
September	3%	2%	4%	1%	14%	0%	0%	2%	3%	3%	0%	0%	4%	0%	3%	3%	0%	2%	0%	3%
October	7%	5%	9%	3%	15%	10%	22%	4%	10%	7%	0%	5%	7%	35%	6%	7%	0%	11%	6%	3%
November	19%	30%	3%	27%	1%	4%	0%	35%	3%	19%	0%	55%	4%	0%	19%	19%	0%	9%	5%	29%
December	3%	4%	2%	3%	5%	5%	0%	4%	2%	3%	88%	4%	3%	0%	3%	3%	0%	8%	0%	0%
DON'T KNOW	11%	9%	14%	5%	1%	32%	41%	8%	14%	11%	12%	6%	13%	0%	11%	11%	0%	17%	10%	6%
N	111	54	57	47	23	28	13	41	70	107	3	24	87	3	108	110	1	74	23	9

Q4B6ZZ_4. And what month?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
January	16%	8%	19%	19%	5%	5%	20%	13%	17%	15%	0%	3%	18%	0%	16%	16%	0%	13%	11%	21%
February	7%	10%	6%	8%	0%	17%	3%	13%	5%	7%	0%	6%	7%	0%	7%	7%	0%	12%	11%	0%
March	14%	2%	20%	17%	5%	2%	20%	2%	17%	15%	0%	2%	16%	0%	15%	15%	0%	9%	13%	21%
April	10%	24%	5%	16%	3%	2%	9%	23%	7%	11%	0%	21%	9%	0%	11%	11%	0%	17%	6%	6%
May	6%	4%	6%	0%	32%	1%	8%	0%	7%	6%	0%	10%	5%	0%	6%	5%	59%	1%	2%	12%
June	1%	1%	0%	0%	4%	1%	0%	2%	0%	1%	0%	0%	1%	0%	1%	1%	0%	2%	0%	0%
July	7%	6%	7%	14%	0%	5%	0%	2%	8%	7%	0%	2%	7%	0%	7%	6%	41%	3%	9%	10%
August	2%	0%	3%	3%	0%	3%	0%	0%	3%	2%	0%	0%	2%	0%	2%	2%	0%	4%	1%	0%
September	5%	7%	4%	4%	13%	14%	0%	11%	4%	5%	0%	6%	5%	0%	5%	5%	0%	9%	1%	3%
October	12%	4%	15%	9%	34%	9%	9%	5%	13%	12%	0%	9%	12%	0%	12%	12%	0%	7%	25%	12%
November	6%	4%	7%	3%	1%	12%	8%	6%	6%	6%	0%	2%	6%	0%	6%	6%	0%	6%	7%	6%
December	2%	5%	1%	3%	1%	4%	1%	7%	1%	2%	0%	3%	2%	0%	2%	3%	0%	3%	7%	0%
DON'T KNOW	12%	24%	7%	3%	0%	25%	22%	15%	11%	12%	0%	36%	8%	100%	12%	12%	0%	14%	7%	11%
N	148	53	95	59	21	46	22	37	111	147	0	22	126	1	147	145	3	86	40	18

Q4B6ZZ_5. And what month?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
January	30%	42%	0%	0%	0%	0%	63%	0%	37%	30%	0%	72%	0%	0%	37%	30%	0%	0%	0%	65%
March	2%	0%	6%	13%	0%	0%	0%	0%	2%	2%	0%	0%	3%	0%	2%	2%	0%	4%	0%	0%
April	1%	0%	3%	0%	5%	0%	0%	0%	1%	1%	0%	0%	2%	0%	1%	1%	0%	3%	0%	0%
May	10%	8%	15%	22%	0%	38%	0%	28%	6%	10%	0%	13%	8%	0%	12%	10%	0%	0%	62%	0%
June	32%	46%	0%	0%	16%	62%	37%	58%	26%	32%	0%	8%	50%	100%	18%	32%	0%	77%	21%	0%
July	19%	4%	56%	21%	79%	0%	0%	14%	20%	19%	0%	7%	28%	0%	23%	19%	0%	0%	17%	35%
October	6%	0%	20%	44%	0%	0%	0%	0%	7%	6%	0%	0%	10%	0%	7%	6%	0%	15%	0%	0%
N	12	7	5	4	3	3	2	4	8	12	0	5	7	1	11	12	0	5	5	2

Q4B6ZZ_6. And what month?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
January	9%	8%	10%	9%	4%	7%	12%	8%	9%	9%	3%	5%	10%	0%	9%	9%	0%	7%	15%	13%
February	4%	6%	3%	4%	11%	2%	5%	6%	3%	4%	11%	5%	4%	0%	4%	4%	0%	2%	0%	8%
March	3%	2%	3%	2%	5%	0%	7%	3%	2%	3%	0%	0%	3%	0%	3%	3%	0%	3%	0%	2%
April	29%	32%	28%	36%	25%	24%	17%	30%	29%	31%	7%	23%	31%	100%	29%	30%	0%	20%	34%	45%
May	4%	4%	4%	3%	12%	7%	1%	4%	4%	4%	0%	2%	4%	0%	4%	4%	0%	6%	6%	0%
June	4%	5%	3%	4%	1%	5%	4%	5%	4%	3%	37%	13%	3%	0%	4%	4%	0%	4%	0%	4%
July	18%	18%	19%	17%	23%	20%	20%	19%	18%	18%	7%	24%	17%	0%	19%	18%	50%	22%	14%	13%
August	3%	3%	3%	2%	1%	5%	5%	3%	3%	3%	3%	4%	3%	0%	3%	3%	0%	4%	24%	0%
September	3%	3%	2%	1%	0%	9%	1%	4%	2%	3%	3%	2%	3%	0%	3%	3%	0%	4%	0%	0%
October	7%	9%	5%	7%	11%	6%	9%	9%	6%	7%	21%	8%	7%	0%	6%	7%	0%	8%	7%	6%
November	1%	1%	2%	2%	1%	0%	2%	2%	1%	1%	7%	4%	1%	0%	1%	1%	0%	2%	0%	0%
December	3%	2%	5%	4%	0%	0%	5%	2%	4%	4%	0%	2%	4%	0%	3%	3%	0%	3%	0%	4%
DON'T KNOW	11%	8%	14%	9%	7%	13%	14%	6%	14%	12%	1%	9%	12%	0%	11%	11%	50%	15%	0%	5%
N	380	164	216	163	47	89	81	115	265	359	11	66	314	1	376	376	4	340	11	29

Q4B6ZZ_7. And what month?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
January	20%	9%	21%	27%	8%	2%	6%	0%	22%	20%	0%	24%	20%	0%	20%	20%	0%	11%	11%	25%
February	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
March	4%	0%	4%	2%	1%	0%	13%	0%	4%	4%	0%	0%	4%	0%	4%	4%	0%	4%	0%	4%
April	21%	2%	23%	22%	21%	9%	20%	0%	23%	20%	0%	4%	21%	0%	21%	21%	0%	16%	8%	24%
May	3%	1%	3%	2%	9%	0%	2%	0%	3%	3%	0%	3%	3%	0%	3%	3%	0%	8%	0%	0%
June	12%	0%	13%	17%	2%	2%	0%	0%	13%	12%	0%	0%	13%	0%	12%	12%	0%	1%	2%	18%
July	12%	34%	9%	12%	3%	8%	15%	38%	9%	12%	0%	67%	9%	0%	12%	12%	0%	13%	18%	11%
August	2%	0%	2%	0%	0%	15%	5%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%	6%	0%	0%
September	1%	1%	1%	0%	8%	0%	0%	2%	1%	1%	0%	0%	1%	0%	1%	1%	0%	2%	0%	0%
October	10%	12%	10%	6%	19%	34%	15%	14%	10%	10%	0%	0%	11%	0%	10%	9%	100%	10%	61%	6%
November	2%	9%	1%	0%	0%	29%	0%	11%	1%	2%	0%	0%	2%	0%	2%	2%	0%	6%	0%	0%
December	9%	15%	8%	7%	25%	0%	9%	17%	8%	9%	0%	0%	9%	0%	9%	9%	0%	10%	0%	9%
DON'T KNOW	6%	17%	5%	4%	3%	0%	15%	18%	5%	6%	0%	3%	6%	0%	6%	6%	0%	11%	0%	4%
N	89	16	73	37	21	14	17	10	79	88	0	7	82	0	89	88	1	65	10	14

Q4B6ZZ_8. And what month?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
January	8%	4%	9%	10%	20%	2%	1%	3%	9%	7%	40%	6%	8%	0%	8%	8%	0%	9%	5%	8%
February	2%	2%	2%	1%	1%	7%	1%	2%	2%	2%	0%	0%	2%	0%	2%	2%	0%	5%	4%	0%
March	10%	16%	7%	8%	1%	3%	19%	19%	7%	10%	11%	1%	11%	100%	10%	10%	0%	3%	3%	15%
April	15%	13%	16%	15%	36%	16%	9%	12%	16%	15%	32%	11%	15%	0%	15%	14%	53%	13%	9%	16%
May	5%	15%	1%	8%	2%	3%	1%	18%	1%	5%	0%	1%	6%	0%	5%	5%	27%	1%	2%	8%
June	3%	6%	3%	3%	3%	4%	4%	1%	4%	4%	0%	12%	2%	0%	3%	3%	0%	2%	16%	2%
July	16%	7%	21%	15%	12%	10%	24%	7%	20%	16%	0%	4%	18%	0%	16%	16%	10%	18%	33%	12%
August	1%	2%	1%	1%	0%	3%	1%	1%	1%	1%	0%	1%	1%	0%	1%	1%	0%	3%	2%	0%
September	5%	16%	0%	8%	3%	1%	0%	18%	0%	5%	0%	41%	0%	0%	5%	5%	0%	1%	1%	8%
October	5%	3%	6%	5%	2%	14%	1%	3%	6%	5%	0%	3%	5%	0%	5%	5%	4%	9%	6%	3%
November	4%	1%	6%	2%	1%	2%	13%	2%	5%	4%	0%	1%	5%	0%	4%	4%	0%	4%	3%	5%
December	6%	6%	5%	4%	1%	7%	11%	7%	5%	6%	0%	1%	6%	0%	6%	6%	0%	6%	3%	6%
DON'T KNOW	20%	10%	24%	21%	18%	27%	15%	6%	25%	20%	16%	18%	20%	0%	20%	20%	5%	27%	13%	18%
N	278	99	179	116	48	72	42	61	217	270	5	44	234	1	277	272	6	169	73	31

Q4B6ZZ_9. And what month?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
March	5%	0%	5%	0%	0%	100%	0%	0%	5%	5%	0%	0%	5%	0%	5%	5%	0%	30%	0%	0%
May	2%	18%	0%	0%	18%	0%	0%	0%	2%	2%	0%	100%	0%	0%	2%	2%	0%	13%	0%	0%
July	85%	0%	95%	100%	0%	0%	0%	0%	93%	85%	0%	0%	86%	0%	85%	85%	0%	0%	0%	100%
August	9%	82%	0%	0%	82%	0%	0%	100%	0%	9%	0%	0%	9%	0%	9%	9%	0%	58%	0%	0%
N	4	2	2	1	2	1	0	1	3	4	0	1	3	0	4	4	0	3	0	1

Q4B6ZZ_10. And what month?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
July	100%	100%	0%	0%	100%	0%	0%	100%	0%	100%	0%	100%	0%	0%	100%	100%	0%	0%	100%	0%
N	1	1	0	0	1	0	0	1	0	1	0	1	0	0	1	1	0	0	1	0

Q4B6ZZ_11. And what month?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
April	3%	15%	0%	0%	0%	32%	0%	15%	0%	3%	0%	0%	3%	0%	3%	3%	0%	0%	0%	0%
May	5%	21%	0%	0%	6%	0%	0%	21%	0%	5%	0%	0%	5%	0%	5%	5%	0%	0%	100%	0%
October	15%	64%	0%	100%	0%	68%	0%	64%	0%	15%	0%	0%	15%	0%	15%	15%	0%	73%	0%	0%
November	5%	0%	7%	0%	7%	0%	0%	0%	7%	5%	0%	0%	5%	0%	5%	5%	0%	27%	0%	0%
December	72%	0%	93%	0%	88%	0%	0%	0%	93%	72%	0%	0%	72%	0%	72%	72%	0%	0%	0%	100%
N	6	4	2	1	3	2	0	4	2	6	0	0	6	0	6	6	0	3	1	1

Q4B6ZZ_12. And what month?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
January	14%	21%	11%	7%	21%	16%	22%	25%	11%	15%	3%	12%	14%	0%	14%	14%	0%	15%	4%	15%
February	6%	0%	9%	13%	0%	1%	0%	0%	8%	7%	0%	1%	7%	0%	7%	6%	0%	2%	0%	10%
March	7%	4%	8%	5%	14%	0%	10%	6%	7%	7%	0%	1%	8%	0%	7%	7%	0%	8%	3%	7%
April	19%	17%	20%	24%	14%	6%	18%	23%	18%	21%	3%	41%	17%	0%	20%	19%	0%	10%	16%	25%
May	1%	3%	1%	0%	14%	0%	0%	1%	2%	1%	0%	9%	0%	0%	1%	1%	0%	1%	2%	2%
June	5%	4%	5%	4%	0%	10%	7%	5%	5%	5%	9%	0%	5%	0%	5%	5%	0%	9%	4%	3%
July	25%	28%	23%	24%	8%	19%	32%	22%	25%	20%	70%	15%	26%	0%	24%	25%	100%	18%	34%	27%
August	2%	4%	0%	1%	0%	7%	1%	5%	0%	2%	0%	1%	2%	0%	2%	2%	0%	5%	0%	0%
September	3%	2%	4%	7%	1%	0%	0%	0%	5%	4%	0%	5%	3%	0%	3%	3%	0%	2%	1%	5%
October	5%	5%	6%	6%	12%	17%	0%	3%	6%	6%	0%	9%	5%	0%	6%	5%	0%	9%	17%	2%
November	3%	2%	4%	1%	1%	20%	2%	2%	4%	3%	0%	1%	4%	0%	3%	3%	0%	7%	9%	0%
December	2%	0%	2%	0%	10%	0%	2%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%	0%	8%	2%
DON'T KNOW	7%	8%	6%	9%	3%	4%	7%	9%	7%	7%	15%	6%	7%	100%	7%	7%	0%	16%	2%	3%
N	172	67	105	70	32	44	26	45	127	162	7	31	141	1	170	171	1	103	38	26

Q4B6ZZ_13. And what month?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
January	18%	0%	29%	0%	58%	0%	0%	0%	25%	19%	0%	0%	21%	0%	18%	19%	0%	0%	0%	79%
February	6%	0%	9%	0%	15%	4%	0%	0%	8%	6%	0%	0%	7%	0%	6%	6%	0%	0%	4%	21%
March	2%	4%	0%	4%	0%	0%	0%	6%	0%	2%	0%	0%	2%	0%	2%	2%	0%	0%	8%	0%
April	6%	9%	4%	2%	0%	16%	25%	12%	4%	6%	0%	0%	7%	0%	6%	6%	0%	9%	4%	0%
May	8%	2%	12%	1%	2%	16%	56%	3%	10%	8%	100%	4%	9%	0%	8%	9%	0%	8%	20%	0%
June	9%	5%	11%	14%	10%	0%	0%	0%	12%	9%	0%	13%	8%	0%	9%	9%	0%	13%	7%	0%
July	18%	36%	7%	15%	10%	40%	0%	30%	13%	18%	0%	60%	11%	0%	18%	15%	100%	21%	27%	0%
August	11%	17%	7%	26%	0%	0%	0%	23%	6%	11%	0%	2%	12%	0%	11%	11%	0%	16%	8%	0%
September	3%	8%	0%	7%	0%	0%	0%	0%	4%	3%	0%	22%	0%	0%	3%	3%	0%	5%	0%	0%
October	3%	6%	1%	6%	0%	4%	0%	8%	1%	3%	0%	0%	4%	0%	3%	3%	0%	0%	15%	0%
November	6%	0%	9%	7%	5%	0%	20%	0%	8%	6%	0%	0%	7%	0%	6%	6%	0%	11%	0%	0%
DON'T KNOW	11%	13%	10%	17%	0%	19%	0%	18%	8%	11%	0%	0%	13%	0%	11%	11%	0%	17%	7%	0%
N	48	23	25	24	11	10	3	18	30	47	1	8	40	0	48	47	1	26	19	2

Q4B6ZZ_14. And what month?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
January	5%	4%	6%	3%	0%	9%	10%	3%	6%	5%	0%	5%	5%	0%	5%	5%	28%	5%	11%	4%
February	5%	1%	8%	3%	6%	1%	10%	1%	7%	6%	0%	0%	7%	0%	5%	5%	0%	2%	4%	7%
March	4%	2%	4%	3%	7%	3%	3%	3%	4%	4%	0%	2%	4%	0%	4%	4%	0%	5%	1%	4%
April	21%	16%	23%	19%	11%	10%	29%	14%	23%	21%	22%	13%	22%	0%	21%	21%	0%	12%	22%	24%
May	8%	18%	3%	9%	14%	2%	9%	14%	6%	8%	9%	16%	7%	0%	8%	8%	41%	3%	3%	12%
June	3%	3%	3%	2%	1%	5%	5%	4%	3%	3%	0%	2%	4%	0%	3%	3%	0%	7%	6%	1%
July	25%	19%	28%	31%	15%	28%	13%	17%	27%	24%	65%	18%	26%	87%	24%	25%	30%	31%	35%	20%
August	3%	2%	3%	4%	1%	4%	0%	3%	3%	3%	0%	0%	3%	0%	3%	3%	0%	5%	4%	2%
September	4%	1%	6%	5%	0%	8%	2%	2%	5%	3%	0%	0%	5%	0%	4%	4%	0%	4%	0%	5%
October	9%	14%	7%	10%	20%	12%	5%	19%	6%	9%	0%	24%	6%	0%	9%	9%	0%	9%	6%	10%
November	3%	4%	2%	2%	14%	3%	1%	5%	2%	3%	0%	7%	2%	0%	3%	3%	0%	2%	3%	3%
December	3%	3%	4%	2%	9%	7%	4%	3%	3%	3%	3%	1%	4%	0%	3%	3%	0%	7%	2%	2%
DON'T KNOW	7%	13%	3%	7%	2%	7%	8%	12%	5%	7%	0%	12%	6%	13%	7%	7%	0%	8%	2%	7%
N	349	131	218	134	48	97	70	87	262	339	6	56	293	2	346	344	4	205	79	57

Q4B7ZZ_1. Were you aware of the Home Energy Efficiency Rebates program before or after you decided to purchase the new refrigerator?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Before	38%	42%	36%	39%	39%	38%	32%	46%	36%	38%	37%	48%	37%	0%	37%	38%	0%	31%	51%	40%
After	20%	25%	19%	18%	29%	30%	17%	24%	20%	21%	0%	29%	19%	0%	21%	21%	0%	29%	20%	16%
At the same time	3%	8%	1%	1%	3%	8%	7%	3%	3%	3%	0%	1%	3%	0%	3%	1%	98%	3%	8%	2%
DON'T KNOW	39%	25%	44%	42%	29%	25%	44%	27%	41%	39%	63%	22%	41%	100%	39%	40%	2%	37%	21%	42%
N	183	72	111	82	33	45	23	48	135	181	2	32	151	1	181	179	4	116	34	28

Q4B7ZZ_2. Were you aware of the Home Energy Efficiency Rebates program before or after you decided to purchase the new clothes washer?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Before	38%	35%	39%	42%	29%	17%	52%	37%	38%	39%	9%	36%	38%	48%	37%	38%	39%	33%	43%	100%
After	23%	23%	23%	23%	22%	25%	21%	26%	22%	23%	0%	23%	23%	52%	23%	23%	0%	24%	24%	0%
At the same time	9%	9%	10%	9%	11%	12%	6%	6%	11%	9%	24%	6%	10%	0%	10%	9%	30%	10%	12%	0%
REFUSED	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%	19%	0%	1%	0%	0%	0%	0%	1%	0%	0%
DON'T KNOW	30%	32%	28%	25%	38%	46%	21%	31%	29%	30%	48%	35%	29%	0%	30%	30%	30%	33%	21%	0%
N	408	160	248	175	83	102	48	104	304	385	9	74	334	3	405	404	4	324	78	1

Q4B7ZZ_3. Were you aware of the Home Energy Efficiency Rebates program before or after you decided to purchase the new clothes dryer?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Before	58%	72%	39%	68%	58%	28%	24%	74%	41%	58%	56%	71%	52%	65%	58%	57%	100%	36%	44%	80%
After	21%	13%	31%	18%	23%	22%	34%	11%	30%	21%	0%	13%	24%	35%	20%	21%	0%	27%	28%	14%
At the same time	4%	1%	9%	1%	3%	1%	32%	1%	8%	4%	0%	0%	6%	0%	4%	4%	0%	1%	11%	6%
DON'T KNOW	17%	15%	21%	13%	16%	49%	10%	14%	20%	17%	44%	16%	18%	0%	18%	18%	0%	37%	18%	0%
N	111	54	57	47	23	28	13	41	70	107	3	24	87	3	108	110	1	74	23	9

Q4B7ZZ_4. Were you aware of the Home Energy Efficiency Rebates program before or after you decided to purchase the new dishwasher?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Before	35%	32%	36%	57%	22%	36%	3%	43%	32%	34%	0%	23%	36%	100%	34%	35%	0%	41%	62%	21%
After	27%	33%	23%	18%	27%	30%	39%	28%	26%	27%	0%	40%	25%	0%	27%	26%	59%	22%	14%	35%
At the same time	3%	0%	4%	3%	2%	4%	1%	0%	4%	3%	0%	0%	3%	0%	3%	3%	7%	6%	3%	0%
DON'T KNOW	36%	35%	36%	22%	49%	31%	57%	29%	38%	36%	0%	37%	36%	0%	36%	36%	35%	31%	22%	45%
N	152	55	97	62	21	47	22	39	113	151	0	22	130	1	151	149	3	89	40	19

Q4B7ZZ_5. Were you aware of the Home Energy Efficiency Rebates program before or after you decided to purchase the new room AC?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Before	44%	40%	56%	0%	95%	62%	37%	39%	47%	44%	0%	8%	67%	100%	34%	44%	0%	62%	21%	35%
After	2%	3%	0%	0%	0%	14%	0%	9%	0%	2%	0%	6%	0%	0%	3%	2%	0%	0%	16%	0%
DON'T KNOW	53%	57%	44%	100%	5%	24%	63%	53%	53%	53%	0%	86%	33%	0%	64%	53%	0%	38%	63%	65%
N	13	8	5	5	3	3	2	5	8	13	0	5	8	1	12	13	0	6	5	2

Q4B7ZZ_6. Were you aware of the Home Energy Efficiency Rebates program before or after you decided to purchase the new air conditioner?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Before	40%	42%	39%	40%	47%	43%	38%	39%	41%	38%	86%	45%	40%	100%	40%	40%	71%	50%	67%	23%
After	19%	20%	19%	15%	20%	29%	21%	17%	20%	20%	0%	28%	17%	0%	19%	19%	3%	23%	17%	13%
At the same time	14%	20%	10%	15%	6%	22%	9%	22%	10%	14%	14%	18%	14%	0%	14%	14%	26%	17%	6%	10%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	26%	19%	32%	30%	27%	5%	32%	21%	29%	28%	0%	8%	29%	0%	27%	26%	0%	10%	10%	54%
N	400	171	229	172	51	91	86	119	281	379	11	69	331	1	396	395	5	356	11	33

Q4B7ZZ_7. Were you aware of the Home Energy Efficiency Rebates program before or after you decided to purchase the new gas furnace?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Before	37%	28%	38%	39%	39%	16%	35%	22%	38%	33%	0%	24%	37%	0%	37%	37%	0%	48%	26%	33%
After	20%	29%	19%	20%	8%	54%	12%	29%	19%	21%	0%	8%	20%	0%	20%	20%	10%	30%	7%	16%
At the same time	10%	33%	8%	6%	0%	15%	28%	38%	8%	11%	0%	66%	8%	0%	10%	10%	0%	10%	59%	7%
DON'T KNOW	33%	10%	36%	35%	53%	15%	25%	11%	35%	35%	0%	3%	35%	0%	33%	33%	90%	13%	8%	44%
N	91	16	75	39	22	13	17	10	81	89	0	6	85	0	91	89	2	65	10	16

Q4B7ZZ_8. Were you aware of the Home Energy Efficiency Rebates program before or after you decided to purchase the new water heater?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Before	33%	44%	28%	37%	18%	29%	29%	49%	27%	33%	0%	56%	30%	0%	33%	33%	23%	31%	41%	32%
After	27%	35%	23%	29%	5%	35%	23%	37%	23%	27%	0%	20%	28%	0%	26%	27%	0%	27%	26%	27%
At the same time	2%	2%	2%	1%	0%	3%	4%	1%	2%	2%	0%	3%	2%	0%	2%	2%	0%	2%	4%	2%
REFUSED	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%
DON'T KNOW	38%	19%	47%	33%	74%	34%	44%	13%	47%	38%	100%	21%	41%	100%	39%	38%	77%	40%	28%	40%
N	281	101	180	116	48	73	44	62	219	273	5	45	236	1	279	274	7	170	74	32

Q4B7ZZ_9. Were you aware of the Home Energy Efficiency Rebates program before or after you decided to purchase the new heat pump?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Before	89%	0%	100%	100%	0%	100%	0%	0%	98%	89%	0%	0%	91%	0%	89%	89%	0%	30%	0%	100%
DON'T KNOW	11%	100%	0%	0%	100%	0%	0%	100%	2%	11%	0%	100%	9%	0%	11%	11%	0%	70%	0%	0%
N	4	2	2	1	2	1	0	1	3	4	0	1	3	0	4	4	0	3	0	1

Q4B7ZZ_10. Were you aware of the Home Energy Efficiency Rebates program before or after you decided to purchase the new evaporative cooler?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
DON'T KNOW	100%	100%	0%	0%	100%	0%	0%	100%	0%	100%	0%	100%	0%	0%	100%	100%	0%	0%	100%	0%
N	1	1	0	0	1	0	0	1	0	1	0	1	0	0	1	1	0	0	1	0

Q4B7ZZ_11. Were you aware of the Home Energy Efficiency Rebates program before or after you decided to purchase the new whole house fan?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Before	21%	68%	7%	0%	12%	100%	0%	68%	7%	21%	0%	0%	21%	0%	21%	21%	0%	63%	100%	0%
After	72%	0%	93%	0%	88%	0%	0%	0%	93%	72%	0%	0%	72%	0%	72%	72%	0%	0%	0%	100%
DON'T KNOW	7%	32%	0%	100%	0%	0%	0%	32%	0%	7%	0%	0%	7%	0%	7%	7%	0%	37%	0%	0%
N	6	4	2	1	3	2	0	4	2	6	0	0	6	0	6	6	0	3	1	1

Q4B7ZZ_12. Were you aware of the Home Energy Efficiency Rebates program before or after you decided to purchase the new insulation?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Before	31%	16%	38%	40%	25%	29%	20%	18%	35%	31%	3%	16%	33%	0%	32%	31%	0%	38%	40%	26%
After	26%	44%	18%	23%	23%	33%	29%	54%	17%	28%	0%	45%	24%	0%	26%	26%	0%	27%	20%	26%
At the same time	3%	3%	2%	2%	2%	2%	4%	1%	3%	3%	7%	6%	2%	0%	3%	3%	0%	5%	11%	0%
REFUSED	1%	3%	0%	0%	10%	0%	0%	0%	1%	1%	0%	8%	0%	0%	1%	1%	0%	0%	0%	1%
DON'T KNOW	39%	34%	41%	35%	40%	36%	48%	26%	43%	38%	90%	25%	41%	100%	38%	39%	100%	30%	28%	47%
N	186	70	116	78	35	46	27	48	138	175	7	33	153	1	183	185	1	114	40	27

Q4B7ZZ_13. Were you aware of the Home Energy Efficiency Rebates program before or after you decided to purchase the new pool pump?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Before	38%	29%	46%	20%	77%	32%	25%	23%	47%	38%	100%	66%	35%	0%	38%	39%	0%	39%	20%	47%
After	22%	21%	23%	25%	15%	24%	20%	15%	25%	22%	0%	33%	20%	0%	22%	22%	0%	24%	33%	12%
At the same time	1%	0%	1%	0%	1%	2%	0%	0%	1%	1%	0%	1%	0%	0%	1%	1%	0%	1%	0%	0%
DON'T KNOW	39%	50%	31%	55%	7%	41%	56%	61%	27%	40%	0%	0%	44%	0%	39%	38%	100%	36%	47%	40%
N	49	24	25	25	11	10	3	19	30	48	1	8	41	0	49	48	1	26	19	3

Q4B7ZZ_14. Were you aware of the Home Energy Efficiency Rebates program before or after you decided to purchase the new windows?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Before	28%	29%	28%	38%	30%	19%	12%	30%	27%	28%	13%	41%	25%	13%	28%	28%	30%	30%	59%	22%
After	29%	30%	28%	29%	48%	27%	24%	36%	26%	28%	63%	16%	32%	0%	28%	29%	41%	27%	12%	32%
At the same time	4%	3%	5%	2%	0%	5%	10%	2%	5%	5%	0%	3%	5%	0%	4%	4%	0%	6%	0%	4%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	39%	38%	39%	31%	22%	47%	54%	31%	41%	40%	25%	41%	38%	87%	39%	39%	28%	36%	29%	42%
N	359	138	221	139	49	97	74	89	270	349	6	62	297	2	356	354	4	212	81	58

Q4B8ZZ_1. How influential was the program in your decision to purchase the new refrigerator. Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	5%	4%	5%	2%	23%	8%	0%	5%	5%	5%	0%	2%	5%	0%	5%	4%	26%	4%	4%	5%
Somewhat or	9%	20%	6%	8%	1%	14%	16%	22%	6%	9%	0%	31%	7%	0%	10%	10%	0%	11%	4%	9%
Not at all influential	71%	71%	71%	67%	68%	77%	82%	66%	72%	71%	100%	60%	72%	100%	71%	71%	74%	79%	86%	65%
REFUSED	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%
DON'T KNOW	15%	5%	18%	23%	6%	2%	1%	6%	17%	15%	0%	8%	15%	0%	15%	15%	0%	6%	3%	21%
N	183	72	111	82	33	45	23	48	135	181	2	32	151	1	181	179	4	116	34	28

Q4B8ZZ_2. How influential was the program in your decision to purchase the new clothes washer. Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	11%	14%	9%	13%	17%	8%	6%	8%	12%	11%	33%	21%	9%	21%	11%	11%	0%	12%	7%	0%
Somewhat or	13%	15%	11%	14%	16%	12%	9%	15%	12%	13%	11%	13%	13%	0%	13%	12%	39%	14%	10%	0%
Not at all influential	65%	62%	68%	63%	59%	62%	80%	66%	65%	65%	36%	58%	67%	79%	65%	65%	61%	61%	77%	100%
REFUSED	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%	19%	0%	1%	0%	0%	0%	0%	1%	0%	0%
DON'T KNOW	10%	9%	12%	9%	8%	18%	6%	11%	10%	11%	0%	8%	11%	0%	11%	11%	0%	12%	6%	0%
N	408	160	248	175	83	102	48	104	304	385	9	74	334	3	405	404	4	324	78	1

Q4B8ZZ_3. How influential was the program in your decision to purchase the new clothes dryer. Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	24%	27%	20%	32%	15%	4%	6%	30%	19%	24%	0%	53%	12%	14%	25%	25%	0%	4%	17%	44%
Somewhat or	6%	6%	7%	3%	19%	15%	6%	6%	7%	6%	0%	7%	6%	0%	7%	6%	0%	10%	6%	3%
Not at all influential	65%	60%	73%	60%	65%	79%	83%	56%	74%	65%	88%	32%	79%	86%	65%	65%	100%	78%	72%	53%
DON'T KNOW	4%	7%	0%	5%	1%	1%	5%	8%	0%	4%	12%	8%	3%	0%	4%	4%	0%	9%	6%	0%
N	111	54	57	47	23	28	13	41	70	107	3	24	87	3	108	110	1	74	23	9

Q4B8ZZ_4. How influential was the program in your decision to purchase the new dishwasher. Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	8%	7%	8%	15%	5%	2%	0%	10%	7%	8%	0%	3%	8%	100%	7%	8%	0%	8%	4%	9%
Somewhat or	9%	14%	7%	12%	28%	5%	1%	20%	6%	9%	0%	1%	10%	0%	9%	9%	0%	3%	11%	14%
Not at all influential	81%	71%	85%	71%	67%	94%	94%	60%	87%	80%	0%	93%	79%	0%	81%	80%	100%	84%	83%	77%
DON'T KNOW	3%	7%	0%	3%	0%	0%	5%	11%	0%	3%	0%	3%	2%	0%	3%	3%	0%	5%	3%	0%
N	152	55	97	62	21	47	22	39	113	151	0	22	130	1	151	149	3	89	40	19

Q4B8ZZ_5. How influential was the program in your decision to purchase the new room AC. Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Somewhat or	25%	14%	56%	0%	79%	62%	0%	39%	20%	25%	0%	0%	41%	0%	30%	25%	0%	24%	0%	35%
Not at all influential	74%	86%	41%	100%	16%	38%	100%	61%	79%	74%	0%	100%	58%	100%	69%	74%	0%	74%	100%	65%
DON'T KNOW	1%	0%	3%	0%	5%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	2%	0%	0%
N	13	8	5	5	3	3	2	5	8	13	0	5	8	1	12	13	0	6	5	2

Q4B8ZZ_6. How influential was the program in your decision to purchase the new air conditioner. Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	14%	13%	15%	13%	4%	21%	12%	12%	15%	13%	13%	15%	14%	100%	14%	14%	26%	18%	30%	6%
Somewhat or	23%	26%	21%	22%	35%	28%	20%	27%	21%	24%	18%	24%	23%	0%	23%	23%	22%	28%	33%	15%
Not at all influential	59%	56%	61%	61%	60%	48%	63%	55%	61%	60%	69%	60%	59%	0%	59%	59%	51%	51%	37%	73%
REFUSED	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	3%	4%	3%	4%	1%	2%	4%	5%	3%	3%	0%	1%	4%	0%	4%	3%	0%	2%	0%	6%
N	400	171	229	172	51	91	86	119	281	379	11	69	331	1	396	395	5	356	11	33

Q4B8ZZ_7. How influential was the program in your decision to purchase the new gas furnace. Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	7%	8%	7%	8%	0%	15%	4%	0%	8%	3%	0%	21%	6%	0%	7%	7%	0%	10%	0%	6%
Somewhat or	19%	34%	18%	21%	21%	9%	15%	40%	18%	21%	0%	66%	18%	0%	19%	20%	0%	5%	77%	21%
Not at all influential	69%	49%	71%	65%	79%	61%	81%	49%	70%	71%	0%	13%	71%	0%	69%	69%	10%	81%	23%	67%
DON'T KNOW	5%	9%	4%	6%	0%	15%	0%	11%	4%	5%	0%	0%	5%	0%	5%	4%	90%	3%	0%	6%
N	91	16	75	39	22	13	17	10	81	89	0	6	85	0	91	89	2	65	10	16

Q4B8ZZ_8. How influential was the program in your decision to purchase the new water heater. Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	4%	6%	3%	3%	0%	11%	5%	1%	5%	4%	0%	15%	3%	0%	4%	4%	0%	10%	1%	2%
Somewhat or	5%	4%	5%	2%	0%	2%	13%	2%	5%	5%	11%	6%	4%	100%	5%	5%	6%	4%	4%	5%
Not at all influential	87%	85%	88%	94%	62%	81%	78%	90%	86%	87%	77%	79%	88%	0%	87%	87%	55%	81%	92%	88%
DON'T KNOW	5%	5%	4%	1%	38%	6%	4%	6%	4%	4%	12%	0%	5%	0%	5%	4%	39%	4%	3%	5%
N	281	101	180	116	48	73	44	62	219	273	5	45	236	1	279	274	7	170	74	32

Q4B8ZZ_9. How influential was the program in your decision to purchase the new heat pump. Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Not at all influential	100%	100%	100%	100%	100%	100%	0%	100%	100%	100%	0%	100%	100%	0%	100%	100%	0%	100%	0%	100%
N	4	2	2	1	2	1	0	1	3	4	0	1	3	0	4	4	0	3	0	1

Q4B8ZZ_10. How influential was the program in your decision to purchase the new evaporative cooler. Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Not at all influential	100%	100%	0%	0%	100%	0%	0%	100%	0%	100%	0%	100%	0%	0%	100%	100%	0%	0%	100%	0%
N	1	1	0	0	1	0	0	1	0	1	0	1	0	0	1	1	0	0	1	0

Q4B8ZZ_11. How influential was the program in your decision to purchase the new whole house fan. Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	5%	0%	7%	0%	7%	0%	0%	0%	7%	5%	0%	0%	5%	0%	5%	5%	0%	27%	0%	0%
Somewhat or	11%	47%	0%	0%	0%	100%	0%	47%	0%	11%	0%	0%	11%	0%	11%	11%	0%	36%	0%	0%
Not at all influential	84%	53%	93%	100%	93%	0%	0%	53%	93%	84%	0%	0%	84%	0%	84%	84%	0%	37%	100%	100%
N	6	4	2	1	3	2	0	4	2	6	0	0	6	0	6	6	0	3	1	1

Q4B8ZZ_12. How influential was the program in your decision to purchase the new insulation. Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	7%	6%	8%	10%	2%	7%	4%	3%	8%	5%	3%	10%	7%	100%	7%	7%	0%	10%	13%	5%
Somewhat or	8%	7%	8%	6%	23%	9%	7%	3%	10%	7%	48%	2%	9%	0%	7%	8%	0%	13%	3%	6%
Not at all influential	80%	84%	78%	80%	68%	77%	84%	91%	77%	84%	50%	88%	79%	0%	82%	80%	0%	68%	83%	87%
DON'T KNOW	5%	3%	5%	3%	7%	7%	5%	2%	5%	4%	0%	1%	5%	0%	5%	4%	100%	8%	1%	3%
N	186	70	116	78	35	46	27	48	138	175	7	33	153	1	183	185	1	114	40	27

Q4B8ZZ_13. How influential was the program in your decision to purchase the new pool pump. Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	21%	1%	37%	9%	58%	2%	0%	1%	32%	20%	100%	4%	23%	0%	21%	21%	0%	10%	0%	47%
Somewhat or	8%	10%	6%	0%	5%	20%	44%	8%	8%	8%	0%	13%	7%	0%	8%	8%	0%	15%	4%	0%
Not at all influential	67%	87%	50%	89%	36%	78%	0%	88%	55%	67%	0%	83%	65%	0%	67%	66%	100%	75%	71%	53%
DON'T KNOW	5%	3%	7%	2%	1%	0%	56%	3%	6%	5%	0%	0%	5%	0%	5%	5%	0%	1%	25%	0%
N	49	24	25	25	11	10	3	19	30	48	1	8	41	0	49	48	1	26	19	3

Q4B8ZZ_14. How influential was the program in your decision to purchase the new windows. Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	8%	16%	4%	11%	1%	6%	6%	17%	6%	9%	9%	28%	4%	0%	9%	9%	0%	10%	11%	7%
Somewhat or	10%	10%	11%	13%	8%	8%	6%	9%	11%	10%	9%	13%	10%	0%	11%	11%	0%	11%	13%	10%
Not at all influential	73%	65%	79%	65%	84%	79%	85%	67%	75%	74%	82%	51%	79%	13%	74%	73%	100%	73%	69%	74%
DON'T KNOW	8%	9%	7%	11%	6%	7%	3%	6%	8%	8%	0%	8%	8%	87%	7%	8%	0%	5%	8%	9%
N	359	138	221	139	49	97	74	89	270	349	6	62	297	2	356	354	4	212	81	58

Q4BZZ9_1. Was the new refrigerator that you purchased more energy efficient than standard models available at the time of your purchase?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	80%	76%	82%	77%	84%	70%	93%	70%	83%	80%	100%	87%	80%	100%	80%	80%	100%	79%	91%	79%
NO	2%	3%	2%	2%	0%	10%	0%	4%	2%	2%	0%	0%	2%	0%	2%	2%	0%	6%	0%	0%
DON'T KNOW	18%	21%	17%	21%	16%	19%	7%	26%	16%	18%	0%	13%	18%	0%	18%	18%	0%	15%	9%	21%
N	185	72	113	82	34	46	23	48	137	183	2	32	153	1	183	181	4	118	34	28

Q4BZZ9_2. Was the new clothes washer that you purchased more energy efficient than standard models available at the time of your purchase?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	80%	77%	82%	76%	89%	81%	88%	79%	81%	82%	39%	75%	81%	100%	80%	80%	70%	80%	76%	100%
NO	6%	5%	6%	8%	7%	4%	2%	4%	7%	6%	11%	9%	5%	0%	6%	6%	0%	5%	18%	0%
REFUSED	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%	19%	0%	1%	0%	0%	0%	0%	1%	0%	0%
DON'T KNOW	13%	16%	11%	15%	3%	16%	10%	16%	12%	13%	31%	16%	13%	0%	14%	13%	30%	15%	6%	0%
N	409	160	249	175	83	103	48	104	305	386	9	74	335	3	406	405	4	325	78	1

Q4BZZ9_3. Was the new clothes dryer that you purchased more energy efficient than standard models available at the time of your purchase?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	92%	91%	94%	93%	99%	87%	90%	93%	92%	93%	56%	93%	92%	100%	92%	92%	100%	84%	94%	100%
NO	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	32%	0%	0%	0%	0%	0%	0%	1%	0%	0%
DON'T KNOW	7%	8%	6%	7%	1%	11%	10%	7%	8%	7%	12%	7%	7%	0%	7%	7%	0%	16%	6%	0%
N	112	54	58	47	23	28	14	41	71	108	3	24	88	3	109	111	1	75	23	9

Q4BZZ9_4. Was the new dishwasher that you purchased more energy efficient than standard models available at the time of your purchase?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	82%	75%	85%	91%	58%	80%	76%	86%	80%	82%	0%	54%	85%	100%	82%	83%	41%	85%	79%	79%
NO	5%	6%	4%	1%	17%	3%	8%	3%	6%	5%	0%	13%	4%	0%	5%	4%	59%	2%	6%	8%
DON'T KNOW	13%	18%	11%	8%	25%	17%	16%	11%	14%	13%	0%	34%	11%	0%	13%	14%	0%	13%	15%	13%
N	152	55	97	62	21	47	22	39	113	151	0	22	130	1	151	149	3	89	40	19

Q4BZZ9_5. Was the new room AC that you purchased more energy efficient than standard models available at the time of your purchase?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	59%	55%	71%	55%	79%	100%	37%	90%	48%	59%	0%	13%	88%	100%	51%	59%	0%	82%	61%	35%
NO	1%	0%	3%	0%	5%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	2%	0%	0%
DON'T KNOW	40%	45%	26%	45%	16%	0%	63%	10%	51%	40%	0%	87%	11%	0%	48%	40%	0%	16%	39%	65%
N	13	8	5	5	3	3	2	5	8	13	0	5	8	1	12	13	0	6	5	2

Q4BZZ9_6. Was the new air conditioner that you purchased more energy efficient than standard models available at the time of your purchase?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	78%	81%	75%	74%	66%	88%	82%	84%	75%	77%	90%	76%	78%	100%	78%	78%	49%	86%	91%	64%
NO	9%	7%	10%	13%	3%	4%	2%	7%	9%	9%	10%	6%	9%	0%	9%	9%	0%	3%	3%	18%
DON'T KNOW	13%	12%	14%	12%	31%	8%	17%	9%	16%	14%	0%	18%	13%	0%	13%	13%	51%	11%	6%	18%
N	401	172	229	172	51	92	86	119	282	380	11	70	331	1	397	396	5	357	11	33

Q4BZZ9_7. Was the new gas furnace that you purchased more energy efficient than standard models available at the time of your purchase?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	62%	85%	60%	60%	52%	83%	68%	89%	60%	60%	0%	87%	61%	0%	62%	62%	90%	80%	100%	52%
NO	12%	0%	13%	16%	1%	0%	2%	0%	13%	13%	0%	0%	12%	0%	12%	12%	0%	4%	0%	16%
DON'T KNOW	26%	15%	27%	24%	47%	17%	29%	11%	27%	27%	0%	13%	26%	0%	26%	26%	10%	16%	0%	32%
N	92	17	75	39	22	14	17	10	82	90	0	7	85	0	92	90	2	66	10	16

Q4BZZ9_8. Was the new water heater that you purchased more energy efficient than standard models available at the time of your purchase?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	65%	66%	65%	73%	81%	76%	39%	66%	65%	66%	11%	48%	68%	0%	66%	65%	54%	67%	86%	61%
NO	11%	18%	7%	9%	15%	4%	15%	21%	7%	11%	0%	42%	6%	0%	11%	11%	0%	7%	5%	13%
DON'T KNOW	24%	17%	28%	18%	3%	20%	46%	13%	28%	23%	89%	11%	26%	100%	24%	24%	46%	26%	9%	26%
N	287	104	183	118	48	76	45	64	223	278	6	45	242	1	284	280	7	174	75	33

Q4BZZ9_9. Was the new heat pump that you purchased more energy efficient than standard models available at the time of your purchase?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	100%	100%	100%	100%	100%	100%	0%	100%	100%	100%	0%	100%	100%	0%	100%	100%	0%	100%	0%	100%
N	4	2	2	1	2	1	0	1	3	4	0	1	3	0	4	4	0	3	0	1

Q4BZZ9_13. Was the new pool pump that you purchased more energy efficient than standard models available at the time of your purchase?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	80%	72%	87%	77%	90%	100%	44%	78%	81%	80%	100%	55%	83%	0%	80%	79%	100%	79%	79%	81%
NO	2%	0%	4%	2%	5%	0%	0%	0%	3%	2%	0%	0%	2%	0%	2%	2%	0%	3%	4%	0%
DON'T KNOW	18%	28%	9%	22%	5%	0%	56%	22%	16%	18%	0%	45%	15%	0%	18%	19%	0%	18%	17%	19%
N	50	25	25	25	11	10	4	20	30	49	1	8	42	0	50	49	1	26	19	4

Q4BZZ9_14. Was the new windows that you purchased more energy efficient than standard models available at the time of your purchase?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	84%	78%	87%	86%	87%	92%	76%	83%	84%	83%	100%	81%	84%	13%	84%	84%	30%	89%	97%	79%
NO	2%	2%	1%	2%	6%	0%	0%	1%	2%	2%	0%	2%	1%	0%	2%	1%	41%	4%	1%	1%
DON'T KNOW	15%	21%	11%	12%	6%	7%	23%	17%	14%	15%	0%	17%	14%	87%	14%	15%	28%	7%	2%	20%
N	368	141	227	142	49	102	75	90	278	357	7	63	305	2	365	363	4	220	82	58

Q4BZZ10_1. How do you know your new refrigerator is energy efficient?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Energy guide	21%	15%	23%	33%	4%	4%	11%	16%	22%	22%	0%	27%	21%	0%	22%	22%	0%	16%	34%	23%
Energy Star label	46%	51%	44%	42%	38%	78%	47%	63%	42%	46%	37%	45%	46%	0%	47%	46%	32%	51%	48%	42%
Utility recommendation	3%	0%	4%	6%	0%	0%	0%	0%	4%	3%	0%	0%	4%	0%	3%	3%	0%	0%	0%	5%
Utility rebate	3%	1%	4%	6%	0%	0%	0%	2%	4%	4%	0%	0%	4%	0%	4%	4%	0%	1%	0%	5%
Other mfg/retailer product info	17%	29%	14%	17%	19%	10%	19%	21%	17%	18%	0%	31%	16%	0%	16%	16%	68%	26%	3%	15%
Salesperson	13%	19%	11%	12%	10%	8%	17%	16%	12%	12%	63%	13%	13%	0%	13%	13%	4%	17%	13%	10%
Contractor	3%	0%	4%	6%	0%	0%	0%	0%	4%	3%	0%	0%	4%	0%	3%	3%	0%	0%	0%	5%
Performs better	2%	0%	3%	1%	0%	0%	8%	0%	3%	2%	0%	0%	3%	0%	2%	2%	0%	2%	0%	3%
Lower utility bill	1%	2%	0%	1%	0%	0%	0%	3%	0%	1%	0%	6%	0%	0%	1%	1%	0%	2%	0%	0%
Ranking	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Personal research	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%
Newer model	1%	0%	1%	0%	0%	2%	2%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	2%	0%
Other - record	7%	1%	9%	6%	28%	0%	0%	0%	8%	7%	0%	2%	8%	0%	7%	7%	0%	0%	2%	11%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	1%	2%	1%	1%	3%	2%	0%	0%	1%	1%	0%	5%	1%	100%	1%	1%	0%	2%	2%	0%
N	152	59	93	65	28	37	22	36	116	150	2	29	123	1	150	148	4	95	29	23

Q4BZZ10_2. How do you know your new clothes washer is energy efficient?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Energy guide/rating system	13%	16%	12%	13%	18%	19%	5%	16%	13%	14%	0%	18%	12%	0%	14%	14%	0%	15%	9%	0%
Energy Star label	43%	45%	42%	48%	45%	39%	33%	46%	42%	44%	38%	43%	43%	48%	43%	43%	56%	46%	46%	0%
Utility recommendation	1%	2%	0%	2%	0%	0%	0%	3%	0%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%
Utility rebate	1%	0%	2%	1%	0%	4%	0%	0%	2%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%
Other mfg/retailer product info	22%	22%	23%	21%	15%	12%	41%	26%	21%	23%	0%	18%	23%	0%	22%	22%	0%	18%	12%	100%
Salesperson	19%	18%	19%	16%	26%	20%	21%	15%	20%	18%	62%	16%	19%	52%	18%	19%	0%	19%	21%	0%
Contractor	1%	3%	0%	2%	0%	0%	0%	2%	1%	1%	0%	3%	1%	0%	1%	1%	0%	1%	0%	0%
Personal research	1%	2%	0%	1%	1%	0%	1%	2%	0%	1%	0%	2%	0%	0%	1%	1%	0%	1%	0%	0%
Uses less water/more efficient	7%	9%	7%	7%	6%	10%	7%	8%	7%	7%	0%	15%	6%	0%	8%	7%	44%	7%	11%	0%
Store display	1%	1%	1%	1%	0%	3%	0%	1%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	2%	0%
Advertisements	1%	0%	2%	0%	1%	3%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	1%	0%
Consumer reports	1%	0%	1%	0%	1%	3%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	1%	0%
Saves money/lower bill	2%	1%	2%	2%	3%	2%	0%	1%	2%	2%	0%	2%	1%	0%	2%	2%	0%	1%	4%	0%
Newer model	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Other - record	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	6%	5%	6%	6%	4%	7%	1%	7%	5%	6%	0%	2%	6%	0%	6%	6%	0%	6%	4%	0%
N	329	126	203	140	70	79	40	84	245	316	4	59	270	3	326	326	3	255	68	1

Q4BZZ10_3. How do you know your new clothes dryer is energy efficient?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Energy guide/rating system	27%	37%	13%	32%	22%	17%	6%	40%	14%	27%	0%	18%	31%	0%	28%	27%	0%	20%	22%	33%
Energy Star label	37%	22%	57%	29%	37%	58%	68%	22%	52%	37%	100%	15%	46%	14%	38%	38%	0%	57%	49%	20%
Utility recommendation	1%	0%	1%	0%	0%	0%	6%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	2%	0%	0%
Utility rebate	6%	0%	14%	9%	0%	0%	0%	0%	12%	6%	0%	0%	9%	0%	6%	6%	0%	0%	4%	11%
Other mfg/retailer product info	14%	14%	14%	10%	22%	29%	12%	12%	15%	14%	0%	11%	15%	0%	14%	14%	0%	27%	18%	3%
Salesperson	13%	14%	12%	7%	34%	20%	19%	5%	20%	13%	0%	18%	11%	86%	10%	11%	100%	20%	18%	7%
Contractor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other - record	1%	0%	1%	0%	5%	2%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	2%	0%	0%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	15%	27%	0%	23%	0%	0%	0%	31%	0%	16%	0%	52%	0%	0%	16%	16%	0%	0%	0%	29%
N	98	45	53	40	21	25	12	35	63	96	1	21	77	3	95	97	1	62	22	9

Q4BZZ10_4. How do you know your new dishwasher is energy efficient?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Energy guide	21%	27%	18%	22%	7%	18%	22%	32%	17%	21%	.	19%	21%	0%	21%	21%	0%	10%	44%	24%
Energy Star label	46%	30%	53%	48%	58%	48%	38%	32%	51%	47%	.	19%	49%	100%	46%	46%	100%	46%	40%	49%
Utility recommendation	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	0%	0%	0%	0%	0%	0%	0%	0%	0%
Utility rebate	5%	0%	7%	9%	0%	0%	0%	0%	6%	5%	.	0%	5%	0%	5%	5%	0%	0%	0%	11%
Other mfg/retailer product info	19%	19%	19%	19%	3%	26%	20%	24%	17%	19%	.	13%	20%	0%	19%	19%	0%	34%	12%	6%
Salesperson	14%	15%	14%	5%	24%	7%	33%	14%	14%	15%	.	13%	15%	0%	14%	15%	0%	14%	9%	16%
Contractor	5%	1%	7%	9%	0%	2%	0%	0%	7%	5%	.	4%	5%	0%	5%	5%	0%	0%	2%	11%
Lower utility bill	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	.	0%	0%	0%	0%	0%	16%	0%	1%	0%
Expensive	2%	0%	2%	0%	22%	0%	0%	0%	2%	2%	.	0%	2%	0%	2%	2%	0%	0%	0%	3%
Newer model	4%	13%	0%	0%	0%	8%	10%	4%	4%	4%	.	35%	1%	0%	4%	4%	0%	3%	0%	6%
Better/More Efficient	1%	0%	1%	0%	7%	0%	0%	0%	1%	1%	.	0%	1%	0%	1%	1%	0%	1%	0%	0%
Personal Research	2%	0%	3%	2%	0%	8%	0%	0%	3%	1%	.	0%	2%	0%	2%	2%	0%	4%	0%	0%
Word of Mouth	0%	0%	1%	1%	0%	0%	0%	0%	1%	0%	.	0%	1%	0%	0%	0%	0%	0%	3%	0%
Other - record	2%	6%	1%	4%	0%	2%	0%	7%	1%	2%	.	11%	1%	0%	2%	2%	0%	4%	2%	0%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	0%	1%	0%	0%	0%	2%	0%	0%	1%	0%	.	4%	0%	0%	0%	0%	0%	0%	2%	0%
N	119	42	77	51	11	39	18	31	88	118	0	14	105	1	118	117	2	73	29	14

Q4BZZ10_5. How do you know your new room AC is energy efficient?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Energy Guide	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	0%	0%	0%	0%	0%	.	0%	0%	0%
Energy Star label	53%	78%	0%	23%	0%	76%	100%	63%	46%	53%	.	100%	49%	100%	35%	53%	.	75%	54%	0%
Utility recommendation	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	0%	0%	0%	0%	0%	.	0%	0%	0%
Utility rebate	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	0%	0%	0%	0%	0%	.	0%	0%	0%
Other mfg/retailer product info	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	0%	0%	0%	0%	0%	.	0%	0%	0%
Salesperson	25%	0%	78%	0%	100%	0%	0%	0%	42%	25%	.	0%	27%	0%	35%	25%	.	0%	0%	100%
Contractor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	0%	0%	0%	0%	0%	.	0%	0%	0%
Other - record	15%	22%	0%	77%	0%	0%	0%	37%	0%	15%	.	0%	16%	0%	20%	15%	.	25%	0%	0%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	0%	0%	0%	0%	0%	.	0%	0%	0%
DON'T KNOW	7%	0%	22%	0%	0%	24%	0%	0%	12%	7%	.	0%	8%	0%	10%	7%	.	0%	46%	0%
N	7	5	2	2	1	3	1	4	3	7	0	2	5	1	6	7	0	3	3	1

Q4BZZ10_6. How do you know your new air conditioner is energy efficient?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
SEER	21%	24%	18%	22%	23%	23%	16%	26%	18%	22%	0%	21%	21%	0%	21%	21%	0%	20%	24%	23%
Utility recommendation	1%	1%	1%	1%	0%	2%	1%	1%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%
Utility rebate	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%
Other mfg/retailer product info	27%	26%	28%	31%	11%	16%	28%	30%	25%	27%	0%	9%	30%	0%	27%	27%	46%	22%	6%	38%
Salesperson	15%	19%	12%	21%	1%	9%	10%	21%	12%	16%	7%	10%	16%	0%	15%	15%	0%	11%	0%	25%
Contractor	42%	47%	39%	39%	62%	47%	43%	48%	39%	41%	61%	55%	40%	100%	42%	42%	100%	42%	64%	42%
Energy Star	3%	5%	2%	2%	5%	3%	5%	3%	3%	2%	23%	2%	3%	0%	2%	3%	0%	3%	5%	3%
Lower utility bill	0%	1%	0%	0%	0%	2%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Saves money/lower bill	3%	2%	3%	3%	0%	3%	3%	1%	4%	3%	0%	5%	3%	0%	3%	3%	0%	4%	0%	0%
Newer model	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Better/More Efficient	1%	2%	1%	1%	1%	3%	1%	1%	1%	1%	0%	3%	1%	0%	1%	1%	0%	2%	0%	0%
Personal Research	3%	2%	4%	3%	1%	4%	1%	1%	3%	2%	7%	1%	3%	0%	3%	3%	0%	4%	0%	0%
Consumer Report	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Word of Mouth	1%	0%	1%	1%	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%
Other - record	1%	0%	1%	0%	0%	0%	2%	0%	1%	1%	1%	0%	1%	0%	1%	1%	0%	1%	6%	0%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	2%	2%	2%	1%	2%	0%	4%	2%	2%	2%	0%	3%	2%	0%	2%	2%	0%	1%	0%	3%
N	337	144	193	143	38	81	75	103	234	320	9	55	282	1	334	335	2	306	9	22

Q4BZZ10_7. How do you know your new gas furnace is energy efficient?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
AFUE	6%	19%	4%	2%	12%	27%	11%	21%	4%	7%	.	0%	6%	.	6%	6%	0%	15%	7%	0%
ENERGY STAR	16%	38%	13%	15%	15%	22%	19%	43%	13%	18%	.	72%	14%	.	16%	17%	0%	20%	71%	6%
Utility recommendation	6%	0%	7%	9%	0%	0%	0%	0%	7%	7%	.	0%	7%	.	6%	6%	0%	0%	0%	11%
Utility rebate	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	0%	0%	.	0%	0%	0%	0%	0%	0%
Other mfg/retailer product info	19%	9%	20%	25%	4%	18%	3%	10%	20%	21%	.	0%	20%	.	19%	19%	0%	22%	59%	11%
Salesperson	10%	2%	11%	11%	0%	3%	11%	0%	11%	8%	.	4%	10%	.	10%	10%	0%	9%	3%	11%
Contractor	49%	42%	50%	52%	69%	66%	26%	37%	50%	46%	.	23%	50%	.	49%	48%	100%	38%	74%	53%
Lower utility bill	8%	0%	9%	9%	0%	0%	6%	0%	9%	8%	.	0%	8%	.	8%	8%	0%	3%	0%	11%
Other - record	3%	0%	4%	3%	0%	0%	6%	0%	4%	4%	.	0%	3%	.	3%	3%	0%	8%	4%	0%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	0%	0%	.	0%	0%	0%	0%	0%	0%
DON'T KNOW	5%	0%	6%	2%	2%	0%	19%	0%	5%	5%	.	0%	5%	.	5%	5%	0%	3%	0%	6%
N	68	11	57	32	12	12	12	9	59	66	0	3	65	0	68	67	1	49	10	9

Q4BZZ10_8. How do you know your new water heater is energy efficient?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Energy Factor	32%	33%	32%	34%	62%	19%	21%	35%	32%	33%	0%	26%	33%	.	33%	33%	6%	17%	32%	40%
Utility recommendation	1%	2%	0%	0%	0%	5%	0%	2%	0%	1%	0%	0%	1%	.	1%	1%	0%	2%	0%	0%
Utility rebate	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	0%	0%	0%	0%	0%	0%
Other mfg/retailer product info	27%	21%	30%	25%	23%	44%	24%	17%	30%	27%	100%	33%	26%	.	27%	26%	89%	37%	51%	15%
Salesperson	17%	5%	22%	19%	5%	16%	13%	2%	22%	17%	0%	15%	17%	.	16%	17%	0%	16%	8%	20%
Contractor	8%	7%	8%	9%	5%	9%	3%	7%	8%	8%	0%	16%	7%	.	8%	8%	0%	16%	20%	0%
Word of mouth	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	.	0%	0%	0%	0%	0%	0%
Energy Star	6%	5%	7%	6%	3%	12%	4%	3%	7%	6%	0%	13%	5%	.	6%	6%	0%	7%	8%	5%
Tankless water heater	4%	2%	5%	5%	7%	2%	2%	2%	5%	4%	0%	1%	5%	.	4%	4%	11%	5%	19%	0%
Lower utility bill	2%	4%	1%	2%	0%	6%	2%	5%	1%	2%	0%	0%	2%	.	2%	2%	0%	7%	2%	0%
Better/More Efficient	5%	2%	6%	1%	1%	4%	24%	2%	6%	5%	0%	2%	5%	.	5%	5%	0%	5%	3%	5%
Personal Research	2%	0%	3%	1%	0%	8%	0%	0%	2%	2%	0%	0%	2%	.	2%	2%	0%	4%	4%	0%
Consumer Report	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	0%	0%	0%	0%	0%	0%
Word of Mouth	3%	0%	4%	0%	10%	1%	10%	1%	3%	3%	0%	0%	3%	.	3%	3%	0%	0%	1%	4%
Tankless	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	0%	0%	0%	0%	0%	0%
Other - record	3%	0%	5%	5%	0%	0%	2%	0%	4%	3%	0%	0%	4%	.	3%	3%	0%	2%	0%	5%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	0%	0%	0%	0%	0%	0%
DON'T KNOW	11%	24%	4%	15%	0%	6%	2%	30%	4%	11%	0%	2%	12%	.	11%	11%	0%	3%	2%	17%
N	203	74	129	79	35	59	30	47	156	200	1	32	171	0	202	199	4	118	63	20

Q4BZZ10_9. How do you know your new heat pump is energy efficient?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
SEER Seasonal Energy Efficiency Rating	6%	18%	5%	0%	18%	100%	.	0%	7%	6%	.	100%	5%	.	6%	6%	.	42%	.	0%
HSPF Heating Seasonal Performance Factor	0%	0%	0%	0%	0%	0%	.	0%	0%	0%	.	0%	0%	.	0%	0%	.	0%	.	0%
Utility recommendation	0%	0%	0%	0%	0%	0%	.	0%	0%	0%	.	0%	0%	.	0%	0%	.	0%	.	0%
Utility rebate	0%	0%	0%	0%	0%	0%	.	0%	0%	0%	.	0%	0%	.	0%	0%	.	0%	.	0%
Other mfg/retailer product info	0%	0%	0%	0%	0%	0%	.	0%	0%	0%	.	0%	0%	.	0%	0%	.	0%	.	0%
Salesperson	0%	0%	0%	0%	0%	0%	.	0%	0%	0%	.	0%	0%	.	0%	0%	.	0%	.	0%
Contractor	9%	82%	0%	0%	82%	0%	.	100%	0%	9%	.	0%	9%	.	9%	9%	.	58%	.	0%
Lower utility bill	98%	0%	100%	100%	0%	.	.	.	98%	98%	.	0%	100%	.	98%	98%	.	0%	.	100%
Other - record	0%	0%	0%	0%	0%	0%	.	0%	0%	0%	.	0%	0%	.	0%	0%	.	0%	.	0%
REFUSED	0%	0%	0%	0%	0%	0%	.	0%	0%	0%	.	0%	0%	.	0%	0%	.	0%	.	0%
DON'T KNOW	0%	0%	0%	0%	0%	0%	.	0%	0%	0%	.	0%	0%	.	0%	0%	.	0%	.	0%
N	4	2	2	1	2	1	0	1	3	4	0	1	3	0	4	4	0	3	0	1

Q4BZZ10_13. How do you know your new pool pump is energy efficient?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Reduced Horsepower Motor/Two speed model	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	.	0%	0%	0%	0%	1%	0%
Utility recommendation	3%	8%	0%	0%	0%	16%	0%	8%	0%	3%	0%	0%	4%	.	3%	3%	0%	8%	0%	0%
Utility rebate	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	0%	0%	0%	0%	0%	0%
Other mfg/retailer product info	16%	10%	21%	21%	2%	24%	25%	11%	20%	16%	0%	3%	17%	.	16%	17%	0%	30%	20%	0%
Salesperson	31%	63%	6%	47%	1%	51%	0%	60%	11%	31%	0%	47%	30%	.	31%	29%	100%	31%	10%	40%
Contractor	21%	17%	24%	23%	16%	4%	75%	18%	23%	21%	0%	40%	20%	.	21%	22%	0%	25%	62%	0%
Other - record	28%	0%	50%	7%	85%	4%	0%	0%	47%	28%	0%	0%	30%	.	28%	29%	0%	6%	12%	60%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.	0%	0%	0%	0%	0%	0%
DON'T KNOW	2%	4%	0%	4%	0%	0%	0%	4%	0%	2%	0%	3%	1%	.	2%	2%	0%	0%	10%	0%
N	40	19	21	18	9	10	3	17	23	39	1	5	35	0	40	39	1	21	15	3

Q4BZZ10_14. How do you know your new windows are energy efficient?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
U-factor/Solar heat gain coefficient/LowE	27%	8%	37%	22%	25%	24%	38%	9%	33%	27%	0%	3%	32%	0%	27%	27%	0%	25%	26%	28%
Utility recommendation	1%	1%	0%	0%	0%	3%	0%	1%	0%	1%	0%	0%	1%	0%	1%	1%	0%	2%	0%	0%
Utility rebate	4%	11%	0%	7%	0%	0%	0%	16%	0%	4%	0%	21%	0%	0%	4%	4%	0%	0%	0%	6%
Other mfg/retailer product info	23%	20%	24%	30%	33%	15%	10%	19%	24%	23%	6%	28%	22%	0%	23%	23%	6%	19%	25%	24%
Salesperson	20%	19%	20%	16%	39%	19%	24%	19%	20%	21%	0%	14%	21%	0%	20%	20%	0%	16%	5%	25%
Contractor	20%	15%	22%	26%	5%	17%	13%	18%	21%	21%	3%	14%	21%	100%	20%	20%	0%	14%	30%	20%
Energy Star rating	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Double/triple paned	13%	22%	9%	16%	16%	9%	8%	18%	12%	14%	6%	21%	12%	0%	13%	13%	0%	10%	28%	11%
Energy Star label/or other rating	3%	5%	2%	1%	9%	5%	5%	3%	3%	2%	57%	2%	3%	0%	2%	3%	0%	3%	6%	2%
Lower utility bill	5%	4%	5%	2%	0%	2%	11%	4%	5%	5%	0%	5%	4%	0%	5%	5%	0%	6%	2%	4%
Feel the difference/house is warmer	4%	3%	5%	2%	1%	8%	8%	3%	5%	4%	9%	4%	4%	0%	4%	4%	0%	7%	4%	3%
Construction	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Consumer report	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%	18%	0%	1%	0%	0%	0%	0%	2%	0%	0%
Other - record	5%	7%	4%	4%	1%	19%	3%	10%	3%	4%	0%	6%	5%	0%	5%	5%	94%	10%	10%	1%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	3%	0%
N	329	124	205	123	47	94	65	81	248	318	7	55	274	1	327	326	2	198	76	47

Q4BZZ11_1. Did you receive a rebate from [utility] on your new refrigerator?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	3%	4%	3%	1%	0%	8%	7%	4%	2%	3%	0%	2%	3%	0%	1%	3%	0%	2%	7%	2%
NO	92%	95%	91%	93%	92%	88%	91%	95%	91%	92%	100%	96%	92%	100%	93%	92%	100%	93%	86%	92%
APPLIED BUT DID NOT RECEIVE	3%	1%	4%	4%	2%	3%	0%	1%	4%	3%	0%	2%	3%	0%	3%	3%	0%	1%	5%	4%
DON'T KNOW	2%	0%	3%	2%	6%	0%	1%	0%	3%	2%	0%	0%	2%	0%	2%	2%	0%	4%	2%	1%
N	185	72	113	82	34	46	23	48	137	183	2	32	153	1	183	181	4	118	34	28

Q4BZZ11_2. Did you receive a rebate from [utility] on your new clothes washer?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	16%	15%	16%	15%	24%	18%	11%	11%	17%	15%	30%	12%	17%	27%	16%	15%	39%	17%	10%	0%
NO	73%	80%	68%	73%	74%	66%	79%	82%	69%	74%	70%	85%	70%	73%	73%	73%	61%	71%	75%	100%
APPLIED BUT DID NOT RECEIVE	2%	1%	2%	2%	1%	2%	2%	1%	2%	2%	0%	2%	2%	0%	2%	2%	0%	2%	5%	0%
DON'T KNOW	10%	4%	14%	9%	2%	15%	9%	5%	12%	9%	0%	1%	12%	0%	10%	10%	0%	10%	10%	0%
N	409	160	249	175	83	103	48	104	305	386	9	74	335	3	406	405	4	325	78	1

Q4BZZ11_3. Did you receive a rebate from [utility] on your new clothes dryer?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	1%	2%	1%	0%	1%	10%	0%	2%	1%	1%	0%	0%	2%	0%	1%	1%	0%	3%	0%	0%
NO	93%	96%	90%	99%	98%	73%	72%	96%	91%	94%	100%	98%	91%	100%	93%	93%	100%	87%	91%	100%
APPLIED BUT DID NOT RECEIVE	2%	2%	2%	0%	1%	4%	10%	1%	2%	2%	0%	2%	2%	0%	2%	2%	0%	3%	6%	0%
DON'T KNOW	3%	0%	8%	0%	0%	13%	17%	0%	6%	3%	0%	0%	5%	0%	3%	3%	0%	7%	4%	0%
N	112	54	58	47	23	28	14	41	71	108	3	24	88	3	109	111	1	75	23	9

Q4BZZ11_4. Did you receive a rebate from [utility] on your new dishwasher?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	2%	0%	3%	2%	13%	2%	0%	0%	3%	2%	0%	0%	3%	0%	2%	2%	0%	2%	2%	3%
NO	89%	87%	90%	86%	87%	97%	91%	82%	91%	90%	0%	99%	88%	100%	89%	89%	100%	93%	97%	83%
APPLIED BUT DID NOT RECEIVE	4%	0%	5%	2%	0%	0%	9%	0%	5%	3%	0%	0%	4%	0%	4%	4%	0%	3%	2%	5%
DON'T KNOW	5%	13%	1%	10%	0%	1%	0%	18%	1%	5%	0%	1%	5%	0%	5%	5%	0%	2%	0%	9%
N	152	55	97	62	21	47	22	39	113	151	0	22	130	1	151	149	3	89	40	19

Q4BZZ11_5. Did you receive a rebate from [utility] on your new room AC?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	10%	14%	0%	0%	0%	62%	0%	39%	0%	10%	0%	0%	17%	0%	12%	10%	0%	24%	0%	0%
NO	75%	86%	44%	100%	21%	38%	100%	61%	80%	75%	0%	100%	59%	100%	70%	75%	0%	76%	100%	65%
APPLIED BUT DID NOT RECEIVE	15%	0%	56%	0%	79%	0%	0%	0%	20%	15%	0%	0%	24%	0%	18%	15%	0%	0%	0%	35%
N	13	8	5	5	3	3	2	5	8	13	0	5	8	1	12	13	0	6	5	2

Q4BZZ11_6. Did you receive a rebate from [utility] on your new air conditioner?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	36%	46%	29%	37%	19%	62%	19%	46%	31%	37%	28%	43%	35%	100%	36%	36%	71%	56%	24%	3%
NO	52%	45%	58%	50%	77%	26%	73%	45%	56%	52%	66%	49%	53%	0%	52%	53%	29%	33%	76%	83%
APPLIED BUT DID NOT RECEIVE	1%	1%	2%	1%	1%	4%	0%	2%	1%	2%	0%	0%	2%	0%	1%	1%	0%	2%	0%	0%
DON'T KNOW	10%	8%	12%	12%	3%	8%	8%	7%	11%	10%	7%	9%	10%	0%	10%	10%	0%	8%	0%	13%
N	401	172	229	172	51	92	86	119	282	380	11	70	331	1	397	396	5	357	11	33

Q4BZZ11_7. Did you receive a rebate from [utility] on your new gas furnace?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	6%	0%	7%	8%	1%	2%	0%	0%	7%	6%	0%	0%	6%	0%	6%	6%	0%	7%	0%	6%
NO	86%	89%	86%	84%	99%	83%	89%	88%	86%	87%	0%	100%	86%	0%	86%	87%	10%	80%	93%	88%
APPLIED BUT DID NOT RECEIVE	3%	0%	3%	1%	0%	0%	11%	0%	3%	1%	0%	0%	3%	0%	3%	3%	0%	10%	0%	0%
DON'T KNOW	5%	11%	5%	6%	0%	15%	0%	12%	5%	6%	0%	0%	5%	0%	5%	4%	90%	3%	7%	6%
N	92	17	75	39	22	14	17	10	82	90	0	7	85	0	92	90	2	66	10	16

Q4BZZ11_8. Did you receive a rebate from [utility] on your new water heater?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	1%	0%	1%	0%	0%	5%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	2%	1%	0%
NO	95%	93%	96%	97%	92%	88%	94%	98%	94%	96%	19%	93%	95%	100%	96%	95%	61%	87%	96%	98%
APPLIED BUT DID NOT RECEIVE	1%	1%	1%	1%	7%	1%	0%	0%	1%	1%	0%	2%	1%	0%	1%	1%	0%	4%	1%	0%
DON'T KNOW	3%	7%	1%	2%	0%	7%	5%	2%	3%	2%	81%	5%	3%	0%	2%	3%	39%	7%	2%	2%
N	287	104	183	118	48	76	45	64	223	278	6	45	242	1	284	280	7	174	75	33

Q4BZZ11_9. Did you receive a rebate from [utility] on your new heat pump?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	85%	0%	95%	100%	0%	0%	0%	0%	93%	85%	0%	0%	86%	0%	85%	85%	0%	0%	0%	100%
NO	15%	100%	5%	0%	100%	100%	0%	100%	7%	15%	0%	100%	14%	0%	15%	15%	0%	100%	0%	0%
N	4	2	2	1	2	1	0	1	3	4	0	1	3	0	4	4	0	3	0	1

Q4BZZ11_10. Did you receive a rebate from [utility] on your new evaporative cooler?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
NO	100%	100%	0%	0%	100%	0%	0%	100%	0%	100%	0%	100%	0%	0%	100%	100%	0%	0%	100%	0%
N	1	1	0	0	1	0	0	1	0	1	0	1	0	0	1	1	0	0	1	0

Q4BZZ11_11. Did you receive a rebate from [utility] on your new whole house fan?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	5%	21%	0%	0%	6%	0%	0%	21%	0%	5%	0%	0%	5%	0%	5%	5%	0%	0%	100%	0%
NO	95%	79%	100%	100%	94%	100%	0%	79%	100%	95%	0%	0%	95%	0%	95%	95%	0%	100%	0%	100%
N	6	4	2	1	3	2	0	4	2	6	0	0	6	0	6	6	0	3	1	1

Q4BZZ11_12. Did you receive a rebate from [utility] on your new insulation?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	8%	4%	9%	11%	5%	9%	3%	4%	9%	6%	0%	7%	8%	0%	8%	8%	0%	13%	6%	5%
NO	85%	91%	82%	78%	90%	84%	95%	91%	83%	87%	100%	88%	85%	100%	85%	85%	100%	77%	82%	91%
APPLIED BUT DID NOT RECEIVE	2%	2%	2%	2%	2%	0%	2%	2%	2%	2%	0%	0%	2%	0%	2%	2%	0%	3%	8%	0%
DON'T KNOW	5%	4%	6%	8%	3%	7%	1%	3%	6%	6%	0%	4%	6%	0%	5%	5%	0%	7%	4%	5%
N	201	76	125	84	35	51	31	52	149	189	8	36	165	1	198	200	1	124	43	29

Q4BZZ11_13. Did you receive a rebate from [utility] on your new pool pump?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	7%	0%	15%	10%	0%	2%	20%	0%	13%	7%	0%	0%	8%	0%	7%	8%	0%	17%	0%	0%
NO	92%	100%	85%	90%	99%	98%	80%	100%	87%	92%	100%	99%	91%	0%	92%	92%	100%	82%	100%	100%
DON'T KNOW	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%
N	50	25	25	25	11	10	4	20	30	49	1	8	42	0	50	49	1	26	19	4

Q4BZZ11_14. Did you receive a rebate from [utility] on your new windows?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	10%	12%	9%	14%	8%	4%	7%	17%	8%	11%	0%	22%	8%	13%	10%	10%	0%	5%	3%	14%
NO	82%	80%	84%	76%	91%	92%	90%	75%	85%	82%	100%	75%	84%	0%	83%	82%	98%	88%	95%	78%
APPLIED BUT DID NOT RECEIVE	4%	2%	6%	7%	1%	1%	1%	2%	5%	4%	0%	1%	5%	0%	4%	4%	2%	3%	1%	5%
DON'T KNOW	3%	6%	1%	4%	1%	3%	3%	6%	2%	3%	0%	2%	3%	87%	2%	3%	0%	5%	0%	3%
N	368	141	227	142	49	102	75	90	278	357	7	63	305	2	365	363	4	220	82	58

NON-PART DISCRETE CHOICE QUESTIONS - CW, AC, IN

Q4C2CW. Did you purchase your clothes washer at a retail store or through a contractor?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Retail store	97%	95%	98%	95%	98%	99%	99%	93%	98%	97%	100%	95%	97%	100%	97%	97%	100%	97%	95%	100%
Contractor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Gift/inheritance	1%	1%	0%	1%	0%	0%	0%	2%	0%	1%	0%	2%	0%	0%	1%	1%	0%	1%	2%	0%
From friend or 3rd party	1%	2%	0%	1%	0%	0%	1%	2%	0%	1%	0%	2%	0%	0%	1%	1%	0%	1%	2%	0%
RECORD OTHER	1%	1%	0%	1%	1%	0%	0%	2%	0%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%
DON'T KNOW	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	2%	0%
N	415	160	255	177	85	103	50	104	311	392	9	74	341	3	412	411	4	325	78	7

Q4C4CW. Do you recall seeing any [Utility] literature or displays that provided information about the energy efficiency of the clothes washer you purchased?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	31%	28%	33%	31%	41%	35%	25%	27%	33%	30%	77%	26%	32%	21%	32%	31%	39%	29%	45%	34%
NO	51%	53%	50%	54%	47%	48%	49%	54%	50%	52%	23%	61%	49%	27%	51%	51%	61%	52%	38%	56%
DON'T KNOW	17%	18%	17%	15%	12%	18%	26%	18%	17%	18%	0%	13%	18%	52%	17%	18%	0%	19%	17%	10%
N	398	153	245	168	81	100	49	98	300	375	9	71	327	3	395	394	4	312	74	7

Q4C7CW. did you speak with a salesperson when you were shopping for clothes washer?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	86%	85%	87%	86%	94%	82%	89%	86%	87%	86%	94%	76%	88%	79%	87%	87%	70%	84%	87%	100%
NO	12%	13%	10%	13%	5%	15%	8%	13%	11%	12%	6%	21%	10%	21%	11%	11%	30%	13%	12%	0%
DON'T KNOW	2%	1%	2%	1%	1%	3%	2%	1%	2%	2%	0%	3%	2%	0%	2%	2%	0%	2%	0%	0%
N	398	153	245	168	81	100	49	98	300	375	9	71	327	3	395	394	4	312	74	7

Q4C8CW. Did the salesperson tell you about the rebate program?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	36%	26%	41%	36%	46%	30%	36%	24%	40%	35%	50%	26%	37%	34%	36%	36%	44%	31%	48%	50%
NO	46%	54%	41%	40%	47%	52%	54%	55%	43%	46%	50%	59%	43%	66%	45%	45%	56%	49%	38%	32%
REFUSED	3%	0%	4%	5%	0%	0%	0%	0%	4%	3%	0%	0%	3%	0%	3%	3%	0%	0%	0%	18%
DON'T KNOW	16%	20%	14%	19%	7%	18%	10%	21%	14%	16%	0%	15%	16%	0%	16%	16%	0%	20%	13%	0%
N	334	128	206	141	73	79	41	83	251	313	8	54	280	2	332	331	3	260	63	7

Q4C9CW. Did the salesperson inform you of the benefits of high efficiency clothes washer?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	61%	56%	63%	62%	72%	67%	45%	55%	62%	61%	55%	56%	61%	100%	60%	61%	44%	61%	76%	44%
NO	28%	33%	25%	24%	19%	21%	50%	30%	27%	27%	45%	36%	27%	0%	28%	28%	56%	27%	23%	38%
REFUSED	3%	0%	4%	5%	0%	0%	0%	0%	4%	3%	0%	0%	3%	0%	3%	3%	0%	0%	0%	18%
DON'T KNOW	9%	12%	7%	9%	8%	13%	5%	15%	7%	9%	0%	9%	9%	0%	9%	9%	0%	12%	2%	0%
N	334	128	206	141	73	79	41	83	251	313	8	54	280	2	332	331	3	260	63	7

Q4C10CW. Did your contractor inform you of the benefits of high efficiency clothes washer?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	9%	0%	9%	0%	100%	0%	0%	0%	9%	9%	0%	0%	9%	0%	9%	9%	0%	9%	0%	0%
NO	91%	0%	91%	100%	0%	0%	0%	0%	91%	91%	0%	0%	91%	0%	91%	91%	0%	91%	0%	0%
N	2	0	2	1	1	0	0	0	2	2	0	0	2	0	2	2	0	2	0	0

Q4C10CW. Did your contractor inform you of the benefits of high efficiency clothes washer?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
NO	100%	0%	100%	100%	100%	0%	0%	0%	100%	100%	0%	0%	100%	0%	100%	100%	0%	100%	0%	0%
N	2	0	2	1	1	0	0	0	2	2	0	0	2	0	2	2	0	2	0	0

Q4C10CW. Did your contractor inform you of the benefits of high efficiency clothes washer?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
NO	100%	0%	100%	100%	100%	0%	0%	0%	100%	100%	0%	0%	100%	0%	100%	100%	0%	100%	0%	0%
N	2	0	2	1	1	0	0	0	2	2	0	0	2	0	2	2	0	2	0	0

Q4C14CIN.	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	77%	73%	79%	80%	82%	62%	76%	78%	77%	77%	56%	71%	78%	100%	78%	77%	100%	73%	66%	81%
NO	21%	26%	19%	18%	15%	37%	24%	20%	22%	21%	44%	25%	21%	0%	20%	21%	0%	23%	32%	19%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	2%	1%	2%	2%	3%	1%	1%	2%	1%	2%	0%	3%	1%	0%	2%	2%	0%	4%	2%	0%
N	201	76	125	84	35	51	31	52	149	189	8	36	165	1	198	200	1	124	43	29

Q4C15CW. How old was the clothes washer that was replaced?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Less than 5 years old	11%	14%	9%	9%	15%	17%	9%	13%	11%	11%	19%	21%	9%	0%	11%	11%	0%	13%	8%	0%
5 to 10 years old	29%	34%	25%	31%	30%	31%	20%	38%	26%	29%	15%	25%	29%	21%	29%	29%	39%	33%	30%	0%
10 to 15 years old	24%	31%	21%	24%	27%	24%	25%	28%	23%	24%	49%	26%	24%	79%	24%	25%	0%	25%	26%	16%
15 to 20 years old	17%	11%	21%	12%	15%	16%	37%	13%	19%	18%	6%	13%	18%	0%	17%	17%	30%	14%	10%	48%
More than 20 years old	9%	6%	11%	11%	3%	8%	7%	5%	10%	10%	0%	11%	9%	0%	9%	9%	30%	8%	23%	0%
Did not have old unit	6%	3%	8%	8%	7%	3%	3%	2%	7%	5%	11%	2%	7%	0%	6%	6%	0%	5%	1%	18%
REFUSED	2%	0%	4%	4%	0%	0%	0%	0%	3%	2%	0%	0%	3%	0%	2%	2%	0%	0%	0%	18%
DON'T KNOW	1%	1%	1%	1%	4%	2%	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%	3%	0%
N	415	160	255	177	85	103	50	104	311	392	9	74	341	3	412	411	4	325	78	7

Q4C17CW. Was your old clothes washer in working order when it was replaced?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	63%	67%	61%	59%	70%	71%	63%	70%	61%	64%	27%	63%	63%	52%	63%	63%	100%	64%	58%	65%
NO	33%	32%	34%	35%	27%	27%	37%	29%	35%	32%	73%	36%	32%	48%	33%	34%	0%	35%	40%	13%
REFUSED	2%	0%	4%	5%	0%	0%	0%	0%	3%	2%	0%	0%	3%	0%	2%	2%	0%	0%	0%	22%
DON'T KNOW	1%	1%	1%	1%	3%	1%	0%	1%	1%	1%	0%	1%	1%	0%	1%	1%	0%	1%	2%	0%
N	398	157	241	169	80	101	48	103	295	380	8	73	325	3	395	394	4	311	76	6

Q4C18CW. Could your old clothes washer have been fixed, or was it beyond repair?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Could have been fixed	24%	23%	25%	19%	20%	40%	28%	26%	24%	26%	0%	35%	22%	56%	24%	24%	0%	27%	18%	0%
Beyond Repair	32%	25%	36%	40%	57%	22%	8%	29%	32%	34%	0%	18%	35%	0%	32%	32%	0%	37%	13%	0%
Cheaper (easier) to replace	40%	43%	37%	33%	20%	38%	64%	33%	41%	37%	69%	31%	42%	0%	40%	40%	0%	33%	60%	100%
DON'T KNOW	5%	9%	2%	8%	3%	0%	0%	12%	3%	4%	31%	17%	2%	44%	4%	5%	0%	4%	9%	0%
N	135	54	81	55	27	31	22	29	106	125	6	31	104	2	133	135	0	110	23	1

Q4C20CW. Was your old clothes washer an Energy Star unit?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	9%	9%	8%	7%	18%	9%	6%	8%	9%	9%	0%	15%	7%	0%	9%	9%	0%	9%	12%	0%
NO	72%	69%	75%	69%	69%	73%	84%	64%	75%	73%	79%	68%	73%	79%	72%	72%	100%	72%	70%	78%
REFUSED	2%	0%	4%	5%	0%	0%	0%	0%	3%	2%	0%	0%	3%	0%	2%	2%	0%	0%	0%	22%
DON'T KNOW	17%	22%	14%	19%	13%	18%	9%	28%	13%	16%	21%	17%	17%	21%	17%	17%	0%	19%	19%	0%
N	398	157	241	169	80	101	48	103	295	380	8	73	325	3	395	394	4	311	76	6

Q4C21CW. Was it a front or top loading machine?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Front Loading	5%	3%	5%	5%	7%	5%	3%	1%	6%	5%	0%	5%	4%	0%	5%	4%	9%	5%	3%	0%
Top Loading	92%	96%	90%	90%	90%	93%	97%	98%	90%	92%	100%	95%	92%	100%	92%	92%	91%	93%	97%	78%
REFUSED	2%	0%	4%	5%	0%	0%	0%	0%	3%	2%	0%	0%	3%	0%	2%	2%	0%	0%	0%	22%
DON'T KNOW	1%	1%	1%	1%	3%	2%	0%	1%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%
N	398	157	241	169	80	101	48	103	295	380	8	73	325	3	395	394	4	311	76	6

Q4C23CW. How influential was the REBATE in your decision to purchase the clothes washer?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	30%	13%	41%	21%	60%	28%	42%	2%	37%	32%	0%	36%	29%	0%	31%	31%	0%	31%	16%	0%
Somewhat or	37%	42%	34%	43%	18%	38%	27%	33%	38%	34%	37%	32%	37%	0%	37%	34%	100%	36%	36%	0%
Not at all influential	32%	41%	26%	33%	22%	34%	30%	56%	26%	31%	63%	32%	31%	100%	30%	33%	0%	30%	48%	0%
DON'T KNOW	2%	4%	0%	3%	0%	0%	0%	9%	0%	2%	0%	0%	2%	0%	2%	2%	0%	2%	0%	0%
N	63	21	42	29	15	12	7	11	52	59	2	9	54	1	62	61	2	53	9	0

Q4C24CW. How influential was the CONTRACTOR in your decision to purchase the clothes washer?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Somewhat or	100%	0%	100%	100%	100%	0%	0%	0%	100%	100%	0%	0%	100%	0%	100%	100%	0%	100%	0%	0%
N	2	0	2	1	1	0	0	0	2	2	0	0	2	0	2	2	0	2	0	0

Q4C25CW. How influential was the SALESPERSON in your decision to purchase the clothes washer?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	11%	12%	10%	7%	17%	22%	8%	3%	13%	10%	31%	23%	9%	0%	11%	11%	0%	13%	7%	0%
Somewhat or	31%	17%	38%	29%	48%	26%	30%	18%	35%	32%	10%	19%	33%	0%	31%	31%	0%	28%	47%	32%
Not at all influential	50%	67%	40%	51%	29%	46%	60%	74%	42%	49%	59%	57%	48%	100%	49%	49%	100%	54%	45%	32%
REFUSED	3%	0%	4%	5%	0%	0%	0%	0%	4%	3%	0%	0%	3%	0%	3%	3%	0%	0%	0%	18%
DON'T KNOW	7%	4%	8%	8%	6%	7%	2%	5%	7%	7%	0%	0%	8%	0%	7%	7%	0%	5%	0%	18%
N	334	128	206	141	73	79	41	83	251	313	8	54	280	2	332	331	3	260	63	7

Q4C26CW. How influential was the ADVERTISING MATERIAL in your decision to purchase the clothes washer?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	19%	22%	17%	16%	25%	12%	34%	24%	17%	19%	0%	23%	18%	100%	18%	19%	0%	18%	12%	30%
Somewhat or	31%	28%	32%	22%	56%	46%	20%	23%	33%	31%	36%	17%	33%	0%	31%	30%	100%	37%	17%	16%
Not at all influential	39%	41%	38%	42%	19%	42%	41%	39%	39%	37%	64%	54%	37%	0%	39%	40%	0%	39%	71%	0%
REFUSED	7%	0%	11%	14%	0%	0%	0%	0%	9%	8%	0%	0%	9%	0%	7%	8%	0%	0%	0%	53%
DON'T KNOW	4%	9%	1%	6%	0%	0%	5%	14%	1%	4%	0%	6%	3%	0%	4%	4%	0%	5%	0%	0%
N	126	45	81	48	30	33	15	29	97	118	5	19	107	1	125	124	2	93	29	3

Q4C27CW. How influential was the FLEX YOUR POWER AD CAMPAIGN in your decision to purchase the clothes washer?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	5%	5%	5%	3%	5%	12%	0%	3%	6%	5%	0%	11%	4%	0%	5%	5%	0%	6%	7%	0%
Somewhat or	19%	29%	15%	17%	33%	21%	7%	31%	16%	19%	0%	20%	19%	29%	19%	19%	23%	21%	15%	10%
Not at all influential	65%	61%	66%	60%	62%	64%	89%	59%	66%	64%	100%	65%	65%	71%	65%	65%	77%	69%	76%	27%
REFUSED	4%	0%	6%	8%	0%	0%	0%	0%	5%	4%	0%	0%	4%	0%	4%	4%	0%	0%	0%	31%
DON'T KNOW	8%	6%	8%	12%	0%	3%	4%	8%	8%	8%	0%	4%	8%	0%	8%	8%	0%	4%	2%	31%
N	235	76	159	98	48	65	24	55	180	225	3	30	205	2	233	233	2	179	47	5

Q4C28CW. How influential was the 20/20 OR 20/10 AD CAMPAIGN in your decision to purchase the clothes washer?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	5%	6%	4%	5%	0%	13%	0%	4%	5%	5%	0%	7%	5%	0%	5%	5%	0%	6%	6%	0%
Somewhat or	12%	19%	7%	11%	25%	3%	26%	16%	10%	12%	100%	16%	11%	0%	12%	12%	0%	12%	11%	12%
Not at all influential	69%	71%	68%	68%	68%	79%	74%	75%	66%	69%	0%	76%	68%	100%	69%	69%	100%	78%	80%	12%
REFUSED	5%	0%	9%	7%	0%	0%	0%	0%	8%	5%	0%	0%	6%	0%	5%	5%	0%	0%	0%	38%
DON'T KNOW	9%	4%	12%	10%	8%	5%	0%	5%	11%	9%	0%	1%	10%	0%	9%	9%	0%	4%	3%	38%
N	162	72	90	110	19	25	8	59	103	155	1	26	136	1	161	161	1	120	34	4

Q4C2AC. Did you purchase your air conditoner at a retail store or through a contractor?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Retail store	8%	6%	10%	6%	11%	12%	10%	6%	10%	9%	4%	9%	8%	0%	8%	8%	0%	8%	6%	9%
Contractor	86%	90%	82%	85%	89%	87%	85%	90%	84%	85%	96%	89%	85%	100%	85%	86%	100%	91%	94%	77%
Maintenance person	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
From friend or 3rd party	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Came with house	2%	0%	4%	3%	0%	0%	4%	0%	3%	2%	0%	0%	3%	0%	2%	2%	0%	0%	0%	6%
RECORD OTHER	2%	0%	3%	3%	0%	1%	1%	0%	3%	2%	0%	0%	2%	0%	2%	2%	0%	0%	0%	4%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	2%	4%	0%	3%	0%	0%	0%	5%	0%	2%	0%	2%	2%	0%	2%	2%	0%	1%	0%	4%
N	400	171	229	171	51	92	86	118	282	379	11	70	330	1	396	395	5	356	11	33

Q4C4AC. Do you recall seeing any [Utility] literature or displays that provided information about the energy efficiency of the air conditoner you purchased?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	36%	47%	31%	28%	7%	52%	41%	53%	31%	36%	0%	57%	31%	0%	36%	36%	0%	46%	0%	23%
NO	60%	53%	63%	72%	93%	30%	59%	47%	63%	59%	100%	43%	64%	0%	60%	60%	0%	46%	100%	77%
DON'T KNOW	4%	0%	6%	0%	0%	19%	0%	0%	5%	4%	0%	0%	5%	0%	4%	4%	0%	8%	0%	0%
N	32	15	17	11	3	11	7	9	23	30	2	7	25	0	32	32	0	27	1	4

Q4C7AC. did you speak with a salesperson when you were shopping for air conditoner?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	68%	84%	61%	51%	7%	84%	94%	84%	64%	67%	100%	91%	63%	0%	68%	68%	0%	84%	100%	46%
NO	32%	16%	39%	49%	93%	16%	6%	16%	36%	33%	0%	9%	37%	0%	32%	32%	0%	16%	0%	54%
N	32	15	17	11	3	11	7	9	23	30	2	7	25	0	32	32	0	27	1	4

Q4C8AC. Did the salesperson tell you about the rebate program?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	75%	92%	65%	86%	100%	90%	55%	94%	69%	74%	100%	94%	69%	0%	75%	75%	0%	87%	0%	50%
NO	25%	8%	35%	14%	0%	10%	45%	6%	31%	26%	0%	6%	31%	0%	25%	25%	0%	13%	100%	50%
N	26	13	13	9	1	10	6	8	18	24	2	6	20	0	26	26	0	23	1	2

Q4C9AC. Did the salesperson inform you of the benefits of high efficiency air conditoner?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	91%	96%	88%	86%	100%	95%	93%	94%	90%	91%	100%	100%	88%	0%	91%	91%	0%	87%	100%	100%
NO	6%	4%	7%	14%	0%	5%	0%	6%	6%	6%	0%	0%	8%	0%	6%	6%	0%	9%	0%	0%
DON'T KNOW	3%	0%	4%	0%	0%	0%	7%	0%	4%	3%	0%	0%	4%	0%	3%	3%	0%	4%	0%	0%
N	26	13	13	9	1	10	6	8	18	24	2	6	20	0	26	26	0	23	1	2

Q4C10AC. Did your contractor inform you of the benefits of high efficiency air conditoner?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	79%	83%	76%	82%	65%	85%	71%	87%	75%	79%	86%	75%	80%	100%	79%	79%	71%	83%	91%	71%
NO	15%	12%	18%	12%	31%	10%	25%	8%	20%	16%	14%	21%	14%	0%	15%	15%	26%	13%	9%	21%
DON'T KNOW	5%	5%	6%	6%	4%	5%	4%	5%	6%	5%	0%	4%	6%	0%	5%	5%	3%	4%	0%	8%
N	355	151	204	153	48	78	76	105	250	336	9	61	294	1	351	350	5	320	10	25

Q4C13AC. Did your contractor inform you of the Home Energy Efficiency Rebate program?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	59%	71%	49%	61%	38%	76%	46%	75%	50%	58%	68%	62%	58%	100%	59%	59%	71%	71%	77%	36%
NO	32%	21%	42%	27%	48%	21%	50%	17%	40%	33%	14%	30%	33%	0%	32%	33%	3%	23%	17%	50%
DON'T KNOW	9%	8%	9%	12%	14%	3%	4%	7%	10%	8%	19%	8%	9%	0%	9%	9%	26%	6%	6%	14%
N	355	151	204	153	48	78	76	105	250	336	9	61	294	1	351	350	5	320	10	25

Q4C14AC. Did your contractor recommend purchasing a high efficiency air conditoner rather than a standard efficiency unit?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	75%	79%	71%	78%	58%	74%	72%	83%	71%	75%	100%	69%	76%	100%	75%	75%	49%	74%	91%	76%
NO	16%	16%	16%	13%	27%	16%	22%	13%	18%	17%	0%	26%	14%	0%	17%	16%	49%	17%	9%	15%
DON'T KNOW	9%	4%	12%	9%	15%	9%	6%	4%	11%	8%	0%	5%	9%	0%	8%	9%	3%	9%	0%	9%
N	355	151	204	153	48	78	76	105	250	336	9	61	294	1	351	350	5	320	10	25

Q4C15AC. How old was the air conditoner that was replaced?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Less than 5 years old	3%	2%	4%	2%	0%	2%	7%	2%	3%	3%	0%	2%	3%	0%	3%	3%	0%	2%	0%	4%
5 to 10 years old	6%	7%	5%	4%	11%	6%	9%	6%	5%	5%	11%	10%	5%	0%	6%	6%	0%	7%	0%	3%
10 to 15 years old	16%	18%	15%	19%	18%	16%	9%	22%	13%	16%	37%	17%	16%	0%	16%	16%	22%	15%	30%	18%
15 to 20 years old	15%	18%	12%	11%	6%	26%	19%	19%	13%	15%	3%	17%	15%	100%	15%	15%	49%	20%	15%	6%
More than 20 years old	26%	28%	24%	29%	23%	25%	18%	29%	24%	27%	13%	24%	26%	0%	26%	26%	0%	26%	15%	26%
Did not have old unit	32%	22%	39%	31%	42%	24%	38%	17%	39%	32%	35%	31%	32%	0%	31%	32%	26%	28%	41%	38%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	2%	4%	1%	4%	1%	1%	1%	5%	1%	3%	1%	0%	3%	0%	3%	2%	3%	2%	0%	4%
N	401	172	229	172	51	92	86	119	282	380	11	70	331	1	397	396	5	357	11	33

Q4C17AC. Was your old air conditoner in working order when it was replaced?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	63%	68%	58%	60%	63%	73%	62%	68%	60%	64%	32%	59%	64%	100%	63%	63%	96%	70%	78%	50%
NO	34%	28%	41%	35%	37%	27%	38%	27%	39%	33%	68%	41%	33%	0%	34%	35%	4%	29%	22%	44%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	2%	4%	1%	4%	0%	0%	0%	5%	1%	3%	0%	0%	3%	0%	2%	3%	0%	1%	0%	6%
N	270	130	140	123	26	68	53	98	172	257	7	46	224	1	268	266	4	244	7	19

Q4C18AC. Could your old air conditoner have been fixed, or was it beyond repair?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Could have been fixed	10%	14%	6%	10%	21%	22%	0%	14%	8%	11%	0%	7%	10%	0%	10%	10%	0%	17%	0%	0%
Beyond Repair	47%	62%	36%	41%	18%	66%	55%	57%	42%	46%	85%	84%	38%	0%	47%	47%	100%	61%	26%	29%
Cheaper (easier) to replace	42%	21%	56%	48%	61%	12%	43%	25%	50%	43%	0%	4%	51%	0%	41%	42%	0%	19%	74%	71%
RECORD OTHER	1%	3%	0%	2%	0%	0%	0%	3%	0%	0%	15%	6%	0%	0%	1%	1%	0%	2%	0%	0%
DON'T KNOW	1%	0%	1%	0%	0%	0%	2%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%
N	83	37	46	39	8	21	15	28	55	79	3	14	69	0	82	82	1	73	2	8

Q4C19AC. What type of unit was your old air conditioner system? Was it…	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Central air conditioning system	95%	94%	96%	93%	95%	100%	98%	93%	97%	96%	90%	98%	95%	100%	95%	95%	100%	96%	100%	94%
Central Heat pump	2%	2%	1%	1%	0%	0%	4%	3%	1%	2%	0%	0%	2%	0%	2%	2%	0%	2%	0%	0%
Window or wall unit/room air conditioner	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
NONE or fans only	0%	0%	0%	0%	5%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
REFUSED	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	3%	5%	1%	6%	0%	0%	0%	7%	1%	3%	10%	2%	4%	0%	4%	4%	0%	2%	0%	6%
N	270	130	140	123	26	68	53	98	172	257	7	46	224	1	268	266	4	244	7	19

Q4C23AC. How influential was the REBATE in your decision to purchase the air conditoner?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	21%	20%	24%	20%	4%	23%	27%	20%	22%	21%	12%	18%	22%	100%	21%	22%	0%	21%	100%	0%
Somewhat or	39%	39%	39%	35%	76%	39%	46%	36%	41%	37%	88%	38%	39%	0%	39%	39%	31%	37%	0%	100%
Not at all influential	39%	42%	36%	45%	20%	35%	27%	44%	35%	40%	0%	44%	38%	0%	39%	38%	69%	41%	0%	0%
DON'T KNOW	1%	0%	2%	0%	0%	3%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%
N	168	90	78	89	9	44	26	68	100	160	4	31	137	1	166	165	3	165	1	2

Q4C24AC. How influential was the CONTRACTOR in your decision to purchase the air conditoner?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	37%	40%	34%	31%	31%	42%	49%	42%	34%	36%	35%	33%	38%	100%	36%	37%	29%	40%	58%	31%
Somewhat or	25%	28%	23%	23%	26%	29%	26%	27%	24%	26%	15%	25%	25%	0%	25%	24%	71%	27%	9%	23%
Not at all influential	36%	31%	41%	43%	43%	29%	24%	31%	40%	36%	50%	39%	36%	0%	37%	37%	0%	32%	33%	46%
DON'T KNOW	1%	1%	1%	2%	0%	0%	1%	1%	2%	1%	0%	2%	1%	0%	1%	1%	0%	2%	0%	0%
N	355	151	204	153	48	78	76	105	250	336	9	61	294	1	351	350	5	320	10	25

Q4C25AC. How influential was the SALESPERSON in your decision to purchase the air conditoner?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	20%	40%	9%	26%	0%	42%	0%	44%	12%	20%	26%	33%	16%	0%	20%	20%	0%	29%	0%	0%
Somewhat or	22%	27%	19%	17%	0%	42%	12%	12%	25%	20%	74%	20%	22%	0%	22%	22%	0%	32%	0%	0%
Not at all influential	58%	33%	73%	57%	100%	16%	88%	43%	63%	60%	0%	47%	61%	0%	58%	58%	0%	39%	100%	100%
N	26	13	13	9	1	10	6	8	18	24	2	6	20	0	26	26	0	23	1	2

Q4C26AC. How influential was the ADVERTISING MATERIAL in your decision to purchase the air conditoner?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	16%	14%	17%	16%	0%	32%	0%	0%	23%	16%	0%	20%	14%	0%	16%	16%	0%	22%	0%	0%
Somewhat or	20%	27%	17%	26%	100%	32%	0%	35%	14%	20%	0%	0%	28%	0%	20%	20%	0%	28%	0%	0%
Not at all influential	64%	60%	66%	58%	0%	36%	100%	65%	63%	64%	0%	80%	57%	0%	64%	64%	0%	50%	0%	100%
N	12	6	6	5	1	4	2	4	8	12	0	4	8	0	12	12	0	11	0	1

Q4C27AC. How influential was the FLEX YOUR POWER AD CAMPAIGN in your decision to purchase the air conditoner?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	7%	9%	6%	6%	2%	9%	8%	11%	5%	7%	0%	4%	7%	0%	7%	7%	0%	6%	0%	9%
Somewhat or	21%	26%	16%	19%	30%	30%	17%	26%	17%	19%	62%	49%	17%	100%	21%	21%	0%	27%	49%	11%
Not at all influential	67%	59%	75%	69%	67%	62%	68%	56%	74%	69%	38%	47%	70%	0%	67%	67%	100%	65%	51%	72%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	5%	6%	4%	6%	1%	0%	7%	7%	3%	5%	0%	0%	5%	0%	5%	5%	0%	2%	0%	9%
N	234	89	145	90	33	58	53	64	170	227	6	31	203	1	231	233	1	206	9	19

Q4C28AC. How influential was the 20/20 OR 20/10 AD CAMPAIGN in your decision to purchase the air conditoner?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	9%	8%	10%	7%	0%	16%	18%	8%	10%	9%	0%	9%	9%	0%	9%	9%	0%	6%	0%	13%
Somewhat or	19%	33%	8%	20%	2%	35%	3%	34%	9%	17%	85%	49%	14%	0%	19%	19%	100%	26%	53%	8%
Not at all influential	68%	51%	82%	67%	98%	49%	79%	49%	80%	70%	15%	42%	72%	0%	68%	68%	0%	67%	47%	70%
DON'T KNOW	4%	7%	1%	5%	0%	0%	0%	8%	1%	4%	0%	0%	4%	0%	4%	4%	0%	1%	0%	8%
N	160	77	83	103	15	23	19	65	95	154	2	22	138	0	160	159	1	145	2	13

Q4C2IN. Did you purchase your insulation at a retail store or through a contractor?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Retail store	43%	46%	42%	29%	47%	39%	64%	49%	41%	45%	40%	35%	44%	0%	44%	43%	100%	36%	35%	49%
Contractor	48%	36%	54%	58%	39%	55%	35%	33%	53%	47%	44%	38%	50%	0%	48%	48%	0%	50%	60%	45%
Self installed	1%	2%	0%	0%	0%	5%	1%	2%	0%	1%	5%	0%	1%	0%	1%	1%	0%	2%	0%	0%
Utility	4%	11%	0%	7%	1%	0%	0%	12%	1%	3%	10%	23%	1%	0%	4%	4%	0%	3%	3%	5%
From friend or 3rd party	0%	1%	0%	1%	0%	0%	0%	2%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%
RECORD OTHER	1%	0%	1%	1%	0%	0%	0%	0%	1%	1%	0%	1%	1%	0%	1%	1%	0%	1%	0%	0%
DON'T KNOW	3%	3%	3%	4%	13%	1%	1%	2%	4%	3%	0%	3%	3%	100%	2%	3%	0%	6%	2%	1%
N	201	76	125	84	35	51	31	52	149	189	8	36	165	1	198	200	1	124	43	29

Q4C4IN. Do you recall seeing any [Utility] literature or displays that provided information about the energy efficiency of the insulation you purchased?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	6%	6%	6%	7%	3%	38%	0%	8%	6%	6%	0%	2%	7%	0%	6%	6%	0%	14%	29%	0%
NO	78%	84%	75%	69%	73%	40%	92%	79%	78%	77%	100%	98%	76%	0%	78%	78%	100%	72%	65%	83%
DON'T KNOW	16%	10%	19%	23%	24%	21%	8%	13%	16%	16%	0%	0%	18%	0%	16%	16%	0%	15%	6%	17%
N	82	38	44	32	15	21	14	26	56	78	3	16	66	0	82	81	1	47	20	13

Q4C7IN. did you speak with a salesperson when you were shopping for insulation?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	32%	38%	30%	7%	26%	4%	57%	41%	29%	34%	0%	27%	33%	0%	32%	33%	0%	8%	12%	46%
NO	63%	59%	65%	90%	53%	81%	42%	55%	66%	61%	96%	72%	62%	0%	63%	63%	100%	81%	88%	51%
DON'T KNOW	5%	4%	5%	3%	21%	16%	1%	4%	5%	5%	4%	2%	5%	0%	5%	5%	0%	10%	0%	3%
N	82	38	44	32	15	21	14	26	56	78	3	16	66	0	82	81	1	47	20	13

Q4C8IN. Did the salesperson tell you about the rebate program?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	1%	2%	1%	8%	8%	0%	0%	2%	1%	1%	0%	9%	0%	0%	1%	1%	0%	10%	13%	0%
NO	98%	98%	99%	92%	86%	100%	100%	98%	99%	98%	0%	91%	99%	0%	98%	98%	0%	85%	87%	100%
DON'T KNOW	0%	0%	1%	0%	6%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	5%	0%	0%
N	15	7	8	4	5	1	5	4	11	15	0	5	10	0	15	15	0	5	4	5

Q4C9IN. Did the salesperson inform you of the benefits of high efficiency insulation?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	15%	6%	21%	8%	20%	100%	14%	2%	21%	15%	0%	27%	13%	0%	15%	15%	0%	35%	64%	11%
NO	85%	94%	79%	92%	80%	0%	86%	98%	79%	85%	0%	73%	87%	0%	85%	85%	0%	65%	36%	89%
N	15	7	8	4	5	1	5	4	11	15	0	5	10	0	15	15	0	5	4	5

Q4C10IN. Did your contractor inform you of the benefits of high efficiency insulation?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	51%	82%	41%	47%	22%	45%	72%	74%	47%	53%	77%	76%	48%	0%	50%	51%	0%	54%	59%	48%
NO	42%	17%	50%	44%	76%	43%	28%	26%	45%	45%	23%	23%	44%	0%	43%	42%	0%	43%	37%	42%
DON'T KNOW	7%	0%	9%	9%	2%	12%	0%	0%	8%	2%	0%	1%	7%	0%	7%	7%	0%	3%	4%	10%
N	99	27	72	40	17	27	15	20	79	93	3	15	84	0	98	99	0	62	20	14

Q4C13IN. Did your contractor inform you of the Home Energy Efficiency Rebate program?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	18%	25%	16%	18%	3%	28%	16%	13%	19%	11%	73%	11%	19%	0%	15%	18%	0%	25%	4%	16%
NO	73%	67%	76%	70%	95%	67%	80%	81%	72%	79%	27%	70%	74%	0%	76%	73%	0%	66%	93%	74%
DON'T KNOW	9%	8%	9%	12%	2%	6%	4%	6%	9%	10%	0%	19%	7%	0%	9%	9%	0%	8%	4%	10%
N	99	27	72	40	17	27	15	20	79	93	3	15	84	0	98	99	0	62	20	14

Q4C14IN. Did your contractor recommend installing Insulation?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	53%	67%	49%	46%	24%	50%	80%	69%	50%	52%	27%	83%	50%	0%	55%	53%	0%	56%	66%	48%
NO	46%	31%	51%	54%	74%	48%	20%	29%	50%	47%	73%	16%	50%	0%	45%	46%	0%	44%	30%	52%
DON'T KNOW	0%	2%	0%	0%	2%	3%	0%	2%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	4%	0%
N	99	27	72	40	17	27	15	20	79	93	3	15	84	0	98	99	0	62	20	14

Q4C1Q4CIN. Did you have insulation in your home prior to this recent installation?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	77%	73%	79%	80%	82%	62%	76%	78%	77%	77%	56%	71%	78%	100%	78%	77%	100%	73%	66%	81%
NO	21%	26%	19%	18%	15%	37%	24%	20%	22%	21%	44%	25%	21%	0%	20%	21%	0%	23%	32%	19%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	2%	1%	2%	2%	3%	1%	1%	2%	1%	2%	0%	3%	1%	0%	2%	2%	0%	4%	2%	0%
N	201	76	125	84	35	51	31	52	149	189	8	36	165	1	198	200	1	124	43	29

Q4C23IN. How influential was the REBATE in your decision to purchase the insulation?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	60%	33%	66%	67%	0%	55%	47%	0%	68%	41%	0%	48%	62%	0%	60%	60%	0%	46%	0%	100%
Somewhat or	13%	2%	15%	8%	22%	23%	24%	0%	14%	19%	0%	3%	14%	0%	13%	13%	0%	18%	25%	0%
Not at all influential	24%	65%	15%	24%	78%	22%	0%	100%	14%	35%	0%	48%	21%	0%	24%	24%	0%	30%	75%	0%
DON'T KNOW	4%	0%	4%	0%	0%	0%	29%	0%	4%	5%	0%	0%	4%	0%	4%	4%	0%	6%	0%	0%
N	22	4	18	9	4	5	4	2	20	21	0	3	19	0	22	22	0	18	3	1

Q4C24IN. How influential was the CONTRACTOR in your decision to purchase the insulation?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	26%	44%	20%	16%	47%	47%	35%	40%	23%	26%	77%	17%	27%	0%	24%	26%	0%	34%	6%	24%
Somewhat or	17%	28%	13%	14%	4%	21%	25%	18%	16%	17%	23%	56%	12%	0%	17%	17%	0%	26%	9%	11%
Not at all influential	51%	23%	60%	60%	47%	33%	40%	36%	54%	50%	0%	25%	54%	0%	53%	51%	0%	37%	83%	54%
DON'T KNOW	6%	5%	7%	10%	2%	0%	0%	6%	6%	7%	0%	2%	7%	0%	6%	6%	0%	3%	1%	10%
N	99	27	72	40	17	27	15	20	79	93	3	15	84	0	98	99	0	62	20	14

Q4C25IN. How influential was the SALESPERSON in your decision to purchase the insulation?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	1%	0%	1%	0%	8%	0%	0%	0%	1%	1%	0%	2%	0%	0%	1%	1%	0%	3%	13%	0%
Somewhat or	1%	1%	1%	8%	5%	0%	0%	2%	1%	1%	0%	6%	0%	0%	1%	1%	0%	7%	13%	0%
Not at all influential	99%	98%	99%	92%	86%	100%	100%	98%	99%	99%	0%	91%	99%	0%	99%	99%	0%	90%	73%	100%
N	15	7	8	4	5	1	5	4	11	15	0	5	10	0	15	15	0	5	4	5

Q4C26IN. How influential was the ADVERTISING MATERIAL in your decision to purchase the insulation?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	11%	26%	3%	21%	63%	0%	0%	24%	5%	11%	0%	26%	11%	0%	11%	11%	0%	2%	29%	0%
Somewhat or	17%	0%	26%	43%	0%	0%	0%	0%	26%	17%	0%	0%	18%	0%	17%	17%	0%	26%	0%	0%
Not at all influential	72%	74%	71%	36%	37%	100%	0%	76%	70%	72%	0%	74%	72%	0%	72%	72%	0%	73%	71%	0%
N	13	5	8	5	3	5	0	4	9	13	0	2	11	0	13	13	0	7	6	0

Q4C27IN. How influential was the FLEX YOUR POWER AD CAMPAIGN in your decision to purchase the insulation?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	2%	1%	3%	2%	2%	8%	0%	0%	3%	2%	4%	3%	2%	0%	2%	2%	0%	6%	0%	0%
Somewhat or	19%	11%	23%	6%	0%	25%	33%	1%	26%	17%	64%	6%	20%	0%	16%	18%	100%	18%	18%	19%
Not at all influential	79%	88%	74%	91%	98%	67%	67%	98%	70%	81%	33%	90%	78%	0%	81%	79%	0%	75%	82%	81%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N	106	40	66	45	16	30	15	32	74	101	4	17	89	0	105	105	1	68	25	13

Q4C28IN. How influential was the 20/20 OR 20/10 AD CAMPAIGN in your decision to purchase the insulation?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Very	8%	3%	10%	9%	2%	28%	0%	4%	9%	8%	0%	0%	9%	0%	8%	8%	0%	7%	2%	8%
Somewhat or	5%	7%	4%	4%	0%	31%	6%	9%	4%	6%	0%	6%	5%	0%	5%	5%	0%	11%	38%	0%
Not at all influential	82%	77%	84%	84%	98%	40%	80%	83%	82%	83%	24%	69%	85%	0%	82%	82%	0%	76%	60%	87%
REFUSED	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%
DON'T KNOW	5%	11%	1%	3%	0%	0%	14%	3%	5%	2%	76%	24%	1%	0%	5%	5%	0%	6%	0%	5%
N	81	34	47	51	10	12	8	31	50	77	2	14	67	0	81	81	0	52	14	14

DEMOGRAPHICS - APPLIANCES AND EQUIPMENT

Q4D2. what type of air conditioning system do you have in your home?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Central air conditioning system	62%	63%	61%	54%	58%	86%	72%	71%	58%	62%	48%	54%	63%	6%	62%	61%	76%	70%	58%	58%
Evaporative Cooler	1%	2%	0%	1%	0%	2%	1%	3%	0%	1%	0%	4%	1%	0%	1%	1%	0%	1%	0%	1%
Heat pump	2%	4%	1%	2%	5%	1%	1%	5%	1%	2%	0%	4%	2%	2%	2%	2%	0%	1%	1%	2%
Room/Wall unit	2%	1%	2%	2%	2%	2%	1%	1%	2%	2%	6%	1%	2%	4%	2%	2%	1%	3%	2%	1%
NONE	34%	29%	36%	41%	36%	9%	25%	20%	39%	33%	46%	38%	33%	75%	33%	34%	23%	24%	38%	38%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	13%	0%	0%	0%	0%	1%	0%
N	1700	664	1036	701	309	368	322	394	1306	1609	50	306	1394	17	1677	1672	28	1265	144	291

Q4D3. How old is your existing air conditioning system? (the one you use the most)	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Less than 5 years old	48%	48%	48%	49%	37%	54%	48%	47%	49%	48%	56%	60%	46%	15%	48%	49%	23%	56%	70%	41%
5 to 10 years old	19%	14%	23%	18%	19%	15%	23%	13%	22%	20%	16%	14%	20%	0%	19%	18%	58%	16%	7%	22%
10 to 15 years old	15%	21%	10%	17%	19%	12%	11%	24%	11%	15%	8%	11%	16%	76%	14%	15%	9%	9%	6%	19%
15 to 20 years old	10%	11%	9%	8%	17%	11%	11%	11%	10%	10%	15%	11%	10%	10%	10%	10%	1%	8%	9%	11%
More than 20 years old	6%	5%	7%	6%	7%	8%	5%	5%	7%	6%	5%	4%	7%	0%	6%	6%	10%	8%	8%	5%
DON'T KNOW	1%	0%	2%	2%	0%	0%	2%	0%	2%	1%	0%	0%	2%	0%	2%	2%	0%	2%	0%	1%
N	1242	530	712	473	192	318	259	353	889	1174	36	223	1019	7	1231	1222	20	953	104	185

Q4D5. Is your existing air conditioning system in working order?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	98%	98%	97%	98%	91%	99%	98%	99%	97%	98%	97%	96%	98%	100%	98%	98%	99%	99%	95%	97%
NO	1%	1%	2%	1%	7%	1%	0%	0%	2%	1%	3%	3%	1%	0%	1%	1%	1%	1%	5%	2%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	1%	0%	1%	0%	1%	0%	2%	0%	1%	1%	0%	1%	1%	0%	1%	1%	0%	1%	0%	1%
N	1239	528	711	473	192	317	257	352	887	1171	36	223	1016	6	1229	1219	20	952	104	183

Q4D6. Could it be fixed, or is it beyond repair?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Could be fixed	30%	77%	0%	0%	65%	25%	0%	0%	32%	32%	0%	94%	2%	0%	30%	29%	100%	13%	0%	42%
Beyond repair	30%	7%	45%	38%	18%	39%	100%	60%	29%	32%	0%	2%	43%	0%	30%	31%	0%	39%	94%	11%
Cheaper (easier) to replace	3%	5%	1%	2%	0%	36%	0%	40%	1%	3%	0%	4%	2%	0%	3%	3%	0%	12%	6%	0%
RECORD OTHER	29%	11%	41%	61%	0%	0%	0%	0%	31%	26%	100%	0%	42%	0%	29%	29%	0%	36%	0%	36%
DON'T KNOW	8%	0%	12%	0%	17%	0%	0%	0%	8%	8%	0%	0%	11%	0%	8%	8%	0%	0%	0%	11%
N	15	8	7	4	5	5	1	4	11	14	1	4	11	0	15	14	1	9	2	4

Q4D7. What type of heating do you have in your home? (primary source of heat)	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Gas furnace	86%	79%	92%	82%	86%	90%	94%	74%	91%	86%	96%	81%	88%	80%	87%	87%	59%	89%	82%	86%
Electric Heating	4%	6%	3%	5%	4%	3%	3%	6%	4%	5%	1%	3%	5%	12%	4%	4%	24%	3%	5%	5%
Electric Strip Heat	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	7%	0%	0%	4%	0%	0%	0%
No Heating	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Wood burning fireplace/ wood stove	2%	4%	0%	3%	1%	1%	0%	6%	0%	2%	0%	3%	2%	1%	2%	2%	1%	1%	2%	2%
Heat Pump	2%	4%	1%	2%	1%	2%	1%	5%	1%	2%	0%	7%	1%	0%	2%	2%	0%	2%	3%	2%
Gas floor or wall heater	1%	1%	1%	1%	3%	0%	1%	0%	1%	1%	2%	1%	1%	0%	1%	1%	8%	1%	1%	1%
Portable Electric Resistance Heaters	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%
Central heat-Propane	1%	3%	0%	2%	4%	1%	0%	4%	0%	1%	0%	2%	1%	0%	1%	1%	0%	1%	2%	1%
Central heater-fuel not known	1%	0%	1%	1%	0%	1%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	2%	1%
RECORD OTHER	0%	1%	0%	1%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	2%	1%	3%	3%	1%	1%	1%	2%	2%	2%	0%	1%	2%	0%	2%	2%	4%	2%	2%	2%
N	1959	802	1157	791	349	516	303	498	1461	1860	56	371	1588	21	1931	1925	33	1271	398	290

Q4D8. Is your home insulated?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	92%	92%	91%	93%	90%	92%	89%	96%	90%	92%	85%	90%	92%	29%	92%	92%	77%	91%	97%	91%
NO	5%	4%	6%	4%	4%	3%	9%	1%	6%	5%	7%	4%	5%	71%	4%	5%	5%	5%	2%	6%
DON'T KNOW	3%	4%	3%	3%	6%	5%	2%	3%	3%	3%	8%	6%	3%	0%	3%	3%	18%	4%	1%	3%
N	1824	780	1044	740	324	535	225	495	1329	1736	49	346	1478	19	1798	1781	42	1042	442	290

Q4D9. Which of the following areas are insulated?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Ceiling (attic)	92%	92%	93%	92%	93%	93%	95%	93%	92%	93%	91%	91%	93%	90%	92%	93%	80%	93%	95%	92%
Walls	69%	76%	65%	74%	69%	67%	59%	79%	66%	69%	81%	66%	70%	58%	70%	69%	81%	66%	71%	70%
Floor	18%	20%	17%	23%	10%	9%	12%	16%	19%	17%	35%	21%	18%	0%	18%	18%	48%	15%	17%	19%
Ducts	48%	48%	48%	50%	41%	44%	45%	45%	48%	48%	52%	43%	48%	25%	48%	48%	36%	42%	59%	48%
Between Floors	10%	11%	10%	10%	13%	12%	11%	5%	12%	10%	32%	14%	10%	0%	11%	10%	20%	12%	8%	10%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	3%	3%	4%	3%	2%	3%	5%	3%	4%	3%	0%	3%	3%	10%	3%	3%	16%	3%	4%	3%
N	1729	738	991	713	305	505	206	484	1245	1655	40	323	1406	10	1713	1694	34	987	423	269

Q4D9B. Do you feel that your current level of insulation is adequate?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	71%	73%	69%	73%	63%	66%	71%	71%	71%	70%	91%	68%	71%	22%	71%	70%	82%	70%	67%	71%
NO	25%	23%	26%	24%	31%	31%	21%	25%	24%	25%	8%	23%	25%	54%	24%	25%	6%	27%	30%	23%
DON'T KNOW	5%	5%	5%	3%	6%	3%	9%	4%	5%	5%	1%	9%	4%	24%	5%	5%	12%	3%	3%	6%
N	1729	738	991	713	305	505	206	484	1245	1655	40	323	1406	10	1713	1694	34	987	423	269

Q4D10. Do you have a washing machine in your home?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	99%	97%	100%	98%	99%	100%	100%	96%	100%	99%	99%	100%	98%	93%	99%	99%	96%	99%	99%	97%
NO	1%	3%	0%	2%	1%	0%	0%	4%	0%	1%	1%	0%	2%	7%	1%	1%	4%	1%	1%	3%
N	1746	732	1014	706	311	508	221	457	1289	1665	43	331	1415	15	1727	1708	37	1220	425	51

Q4D11. How old is your washing machine?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Less than 5 years old	50%	53%	49%	52%	50%	55%	44%	55%	49%	50%	66%	48%	51%	37%	51%	50%	72%	47%	57%	52%
5 to 10 years old	31%	30%	33%	29%	39%	27%	36%	29%	32%	32%	18%	33%	31%	53%	31%	32%	18%	31%	29%	33%
10 to 15 years old	8%	9%	8%	9%	7%	10%	6%	10%	8%	8%	8%	6%	9%	0%	8%	8%	5%	12%	9%	4%
15 to 20 years old	6%	4%	8%	5%	4%	7%	8%	4%	7%	6%	3%	5%	6%	8%	6%	6%	0%	7%	3%	6%
More than 20 years old	3%	4%	2%	3%	1%	1%	5%	2%	4%	3%	5%	8%	2%	2%	3%	3%	4%	2%	2%	4%
DON'T KNOW	0%	0%	1%	1%	0%	1%	0%	0%	1%	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%
N	1732	723	1009	700	309	503	220	454	1278	1652	42	330	1402	13	1715	1699	32	1214	420	50

Q4D13. Is your existing washing machine in working order?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N	1732	723	1009	700	309	503	220	454	1278	1652	42	330	1402	13	1715	1699	32	1214	420	50

Q4D14. Could it be fixed, or is it beyond repair?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Could be fixed	41%	41%	0%	23%	100%	50%	0%	28%	100%	41%	0%	75%	23%	0%	41%	41%	0%	13%	100%	0%
Cheaper (easier) to repace	9%	9%	0%	0%	0%	50%	0%	11%	0%	9%	0%	25%	0%	0%	9%	9%	0%	13%	0%	0%
RECORD OTHER	50%	50%	0%	77%	0%	0%	0%	61%	0%	50%	0%	0%	77%	0%	50%	50%	0%	74%	0%	0%
N	5	5	0	2	1	2	0	4	1	5	0	3	2	0	5	5	0	3	2	0

Q4D15. How old is your existing thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Less than 5 years old	42%	39%	43%	39%	46%	56%	43%	39%	42%	41%	60%	42%	41%	25%	42%	42%	23%	44%	72%	38%
5 to 10 years old	25%	23%	26%	24%	21%	15%	29%	19%	27%	25%	18%	28%	24%	27%	25%	24%	47%	21%	11%	27%
10 to 15 years old	11%	18%	7%	14%	6%	9%	7%	23%	7%	11%	12%	10%	11%	0%	11%	11%	7%	10%	5%	12%
15 to 20 years old	6%	6%	6%	8%	5%	7%	3%	6%	6%	6%	0%	6%	6%	2%	6%	6%	2%	6%	3%	6%
More than 20 years old	10%	9%	11%	9%	12%	8%	12%	8%	11%	10%	3%	8%	10%	8%	10%	10%	7%	14%	4%	9%
Did not have old unit	2%	3%	2%	2%	4%	2%	1%	3%	2%	2%	1%	4%	2%	10%	2%	2%	15%	3%	2%	2%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	5%	3%	6%	4%	5%	2%	5%	3%	5%	4%	6%	2%	5%	28%	4%	5%	0%	2%	2%	6%
N	1438	552	886	578	295	340	225	331	1107	1370	38	263	1175	16	1417	1411	27	884	265	275

Q4D17. Is your current thermostat a [READ CATEGORIES]	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Manual Thermostat	35%	36%	35%	29%	37%	35%	48%	28%	38%	36%	34%	45%	34%	59%	35%	35%	59%	40%	25%	35%
A programmable Thermostat or	29%	29%	30%	38%	20%	21%	16%	31%	29%	28%	54%	21%	31%	0%	30%	30%	5%	25%	27%	31%
AN ENERGY STAR Programmable Thermostat ?	14%	17%	12%	12%	14%	22%	17%	23%	11%	14%	11%	10%	15%	0%	14%	14%	3%	16%	25%	13%
Programmable Thermostat	20%	17%	23%	20%	29%	21%	18%	19%	21%	21%	2%	21%	20%	4%	20%	20%	33%	19%	20%	21%
DON'T KNOW	1%	1%	1%	1%	0%	1%	1%	0%	1%	1%	0%	3%	0%	37%	0%	1%	0%	0%	2%	1%
N	1039	408	631	433	202	240	164	245	794	987	28	194	845	9	1026	1019	20	651	159	215

Q4D21. Do you have a swimming pool in your home?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	19%	17%	21%	17%	22%	24%	21%	20%	19%	20%	9%	14%	20%	7%	19%	20%	0%	19%	17%	20%
NO	81%	83%	79%	83%	78%	76%	79%	80%	81%	80%	91%	86%	80%	93%	81%	80%	100%	81%	83%	80%
N	1706	704	1002	697	332	341	336	437	1269	1625	44	319	1387	20	1680	1664	41	912	438	302

Q4D22. Have you heard of compact fluorescent light fixtures or Energy Star Light Fixtures?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	35%	40%	32%	35%	48%	39%	32%	36%	35%	35%	50%	53%	32%	79%	35%	35%	49%	42%	38%	32%
NO	63%	59%	66%	65%	52%	57%	65%	62%	63%	63%	50%	47%	66%	21%	64%	63%	51%	55%	62%	67%
DON'T KNOW	2%	1%	2%	1%	0%	4%	4%	1%	2%	2%	0%	0%	2%	0%	2%	2%	0%	2%	0%	2%
N	746	351	395	270	129	235	112	224	522	722	12	153	593	11	735	716	30	334	254	103

Q4D23. Did you purchase any of these fixtures in 2004 or 2005?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	27%	23%	32%	23%	26%	39%	32%	26%	28%	28%	1%	15%	32%	1%	28%	28%	17%	29%	19%	28%
NO	72%	77%	67%	76%	74%	61%	66%	74%	71%	71%	99%	84%	68%	99%	71%	72%	83%	70%	77%	72%
DON'T KNOW	1%	1%	1%	0%	0%	0%	2%	0%	1%	1%	0%	1%	1%	0%	1%	1%	0%	1%	4%	0%
N	305	145	160	115	59	88	43	89	216	295	2	65	240	6	299	289	16	143	100	36

DEMOGRAPHICS - GENERAL

Q4A1. In what year was your home built?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
The last 10 years (since 1997)	11%	9%	12%	13%	5%	6%	9%	6%	12%	11%	10%	13%	10%	29%	11%	11%	0%	10%	10%	11%
1990 to 1996	34%	30%	37%	34%	19%	32%	40%	27%	37%	34%	47%	39%	34%	10%	35%	35%	1%	39%	33%	32%
in the 80's	18%	21%	16%	16%	28%	21%	18%	24%	16%	18%	19%	18%	18%	6%	18%	18%	15%	20%	25%	16%
in the 70's	15%	17%	13%	13%	28%	22%	12%	17%	14%	15%	9%	14%	15%	17%	15%	14%	51%	18%	16%	13%
in the 50's or 60's or	11%	12%	10%	12%	8%	11%	8%	13%	10%	11%	3%	7%	11%	13%	11%	11%	7%	9%	10%	12%
BEFORE 1950	10%	10%	10%	9%	12%	7%	11%	11%	9%	10%	11%	8%	10%	1%	10%	9%	27%	4%	4%	13%
DON'T KNOW	2%	1%	2%	2%	0%	0%	2%	1%	2%	2%	0%	0%	2%	24%	2%	2%	1%	0%	1%	3%
N	2156	878	1278	872	392	552	340	549	1607	2055	56	398	1758	21	2128	2112	43	1338	457	306

Q4A2. About how large is your home in terms of total square feet?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Less than 500 square feet	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%
500 to 999 square feet	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	3%	1%	1%	13%	1%	1%	2%
1000 to 1499 square feet	19%	27%	15%	20%	24%	16%	19%	23%	18%	19%	45%	33%	17%	32%	19%	19%	47%	21%	16%	20%
1500 to 1999 square feet	33%	33%	32%	34%	28%	33%	30%	34%	32%	33%	24%	38%	32%	10%	33%	33%	31%	37%	38%	30%
2000 to 2499 square feet	25%	17%	31%	23%	24%	28%	30%	20%	27%	26%	15%	14%	27%	6%	26%	26%	6%	25%	28%	25%
2500 to 2999 square feet or	9%	11%	8%	9%	10%	10%	8%	12%	8%	9%	2%	7%	9%	1%	9%	9%	0%	9%	7%	10%
3000 or more square feet	8%	6%	10%	8%	11%	10%	8%	7%	9%	8%	6%	2%	9%	0%	8%	8%	0%	6%	8%	9%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	4%	4%	4%	4%	1%	2%	5%	2%	5%	4%	5%	4%	4%	47%	3%	4%	3%	2%	3%	5%
N	2157	878	1279	873	392	552	340	549	1608	2056	56	398	1759	21	2129	2113	43	1339	457	306

Q4A3. Did you do any remodeling, renovation or additions since January 2004?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
YES	28%	26%	29%	27%	30%	27%	29%	27%	28%	28%	36%	25%	28%	6%	28%	28%	31%	30%	29%	27%
NO	72%	74%	70%	73%	70%	73%	69%	73%	71%	71%	64%	75%	71%	94%	71%	72%	69%	70%	71%	72%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	1%	0%	1%	0%	0%	0%	2%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	1%
N	2157	878	1279	873	392	552	340	549	1608	2056	56	398	1759	21	2129	2113	43	1339	457	306

Q4A3A. In what year?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
2007	8%	8%	8%	10%	4%	6%	7%	10%	7%	8%	7%	5%	8%	0%	8%	8%	0%	8%	7%	0%
2006	33%	32%	34%	35%	20%	32%	40%	31%	34%	33%	51%	30%	34%	100%	33%	34%	9%	34%	34%	0%
2005	34%	34%	34%	28%	51%	40%	34%	31%	35%	34%	25%	44%	32%	0%	34%	34%	76%	33%	29%	100%
2004	22%	23%	21%	25%	25%	15%	17%	26%	20%	22%	17%	18%	22%	0%	22%	22%	6%	21%	26%	0%
DON'T KNOW	3%	3%	3%	3%	0%	7%	2%	2%	4%	3%	0%	3%	3%	0%	3%	3%	9%	3%	5%	0%
N	449	166	283	177	88	119	65	110	339	431	11	71	378	1	447	442	7	355	86	1

Q4A3B. And what month? (if they are not sure of month see if they can give you the season)	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
January	12%	11%	12%	13%	9%	9%	12%	12%	11%	12%	14%	17%	10%	0%	12%	12%	0%	13%	7%	0%
February	5%	5%	5%	4%	0%	8%	6%	5%	5%	5%	9%	3%	6%	0%	5%	5%	0%	4%	9%	0%
March	4%	2%	5%	4%	1%	2%	8%	3%	4%	4%	0%	3%	4%	0%	4%	4%	0%	3%	7%	0%
April	14%	15%	14%	17%	7%	9%	14%	12%	15%	13%	26%	20%	13%	0%	14%	13%	65%	14%	14%	0%
May	2%	0%	3%	1%	3%	1%	5%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%	2%	2%	0%
June	6%	5%	7%	4%	9%	10%	6%	5%	6%	6%	7%	5%	6%	0%	6%	6%	19%	7%	4%	0%
July	20%	16%	22%	19%	34%	16%	17%	15%	22%	20%	7%	21%	20%	100%	19%	20%	3%	18%	17%	100%
August	3%	1%	4%	2%	5%	1%	5%	0%	4%	3%	0%	2%	3%	0%	3%	3%	0%	2%	6%	0%
September	5%	6%	4%	5%	0%	8%	4%	6%	4%	5%	9%	4%	5%	0%	5%	5%	0%	6%	1%	0%
October	11%	17%	7%	13%	9%	10%	4%	21%	7%	11%	0%	10%	11%	0%	11%	11%	0%	9%	20%	0%
November	6%	4%	7%	4%	6%	9%	9%	6%	6%	6%	0%	1%	6%	0%	6%	6%	0%	6%	3%	0%
December	6%	9%	3%	6%	5%	8%	2%	8%	5%	5%	14%	6%	6%	0%	6%	6%	10%	6%	5%	0%
DON'T KNOW	8%	8%	8%	8%	11%	8%	8%	7%	9%	8%	14%	7%	8%	0%	8%	8%	4%	9%	4%	0%
N	433	159	274	171	87	111	64	106	327	415	11	68	365	1	431	427	6	345	80	1

Q4A3C. Did this increase or decrease your home's square footage?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Increased	11%	9%	12%	8%	16%	16%	14%	8%	12%	11%	5%	11%	11%	0%	11%	11%	0%	16%	25%	6%
No Change	89%	91%	88%	92%	84%	84%	86%	92%	88%	89%	95%	88%	89%	100%	89%	89%	100%	84%	75%	94%
DON'T KNOW	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
N	596	223	373	234	122	134	106	150	446	576	13	93	503	3	591	585	11	368	133	81

Q4A4A. How many people of the following age groups live in your home year-round?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
0	67%	68%	66%	67%	59%	66%	70%	72%	65%	68%	18%	55%	69%	45%	67%	67%	68%	74%	67%	64%
1	15%	15%	15%	16%	16%	13%	15%	12%	17%	14%	58%	15%	15%	44%	15%	15%	22%	11%	10%	18%
2	13%	13%	13%	13%	20%	15%	10%	12%	13%	13%	16%	22%	11%	9%	13%	13%	9%	12%	18%	13%
3	4%	3%	5%	3%	4%	5%	5%	4%	4%	4%	4%	5%	4%	0%	4%	4%	0%	3%	4%	4%
4	1%	1%	1%	0%	1%	0%	1%	0%	1%	1%	2%	2%	0%	0%	1%	1%	0%	0%	1%	1%
5	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%
6	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
7	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	3%	1%	0%	0%	0%	0%	0%	0%	0%	0%
N	2157	878	1279	873	392	552	340	549	1608	2056	56	398	1759	21	2129	2113	43	1339	457	306

Q4A4B. How many people of the following age groups live in your home year-round?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
0	29%	32%	28%	30%	21%	30%	32%	34%	28%	30%	15%	29%	30%	3%	30%	29%	51%	34%	34%	26%
1	14%	16%	12%	14%	15%	13%	14%	15%	13%	14%	4%	15%	13%	14%	14%	14%	16%	16%	14%	12%
2	41%	36%	44%	41%	50%	40%	38%	37%	42%	41%	43%	36%	42%	47%	41%	41%	23%	39%	37%	42%
3	9%	11%	9%	10%	8%	13%	8%	11%	9%	9%	11%	10%	9%	28%	9%	10%	0%	8%	13%	10%
4	5%	5%	6%	5%	5%	3%	6%	2%	7%	5%	14%	7%	5%	3%	5%	5%	10%	3%	2%	8%
5	1%	1%	1%	0%	0%	1%	2%	0%	1%	0%	8%	2%	1%	5%	1%	1%	0%	1%	1%	1%
6	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	6%	1%	0%	0%	0%	0%	0%	0%	0%	0%
8	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
30	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N	2157	878	1279	873	392	552	340	549	1608	2056	56	398	1759	21	2129	2113	43	1339	457	306

Q4A4D. How many people of the following age groups live in your home year-round?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
0	54%	48%	58%	55%	61%	54%	50%	50%	56%	55%	56%	45%	56%	88%	54%	54%	38%	47%	48%	60%
1	19%	21%	17%	20%	16%	16%	18%	20%	18%	19%	14%	20%	18%	9%	19%	19%	26%	23%	19%	16%
2	26%	29%	24%	24%	21%	30%	31%	29%	25%	26%	15%	34%	25%	3%	26%	26%	35%	29%	32%	23%
3	0%	1%	0%	0%	1%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%
4	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	5%	0%	0%	0%	0%	0%	0%	0%	0%	0%
5	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	3%	1%	0%	0%	0%	0%	0%	0%	0%	0%
8	1%	1%	1%	1%	0%	0%	1%	0%	1%	0%	7%	0%	1%	0%	1%	1%	0%	0%	0%	1%
21	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N	2157	878	1279	873	392	552	340	549	1608	2056	56	398	1759	21	2129	2113	43	1339	457	306

Q4A5. Has the number of people in your household changed since January of 2004?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Yes-INCREASED	9%	9%	9%	10%	9%	8%	8%	5%	11%	9%	32%	11%	9%	6%	9%	9%	38%	8%	12%	9%
YES-DECREASED	14%	13%	14%	15%	9%	15%	12%	13%	14%	14%	13%	14%	14%	2%	14%	14%	1%	13%	10%	15%
NO CHANGE	75%	77%	75%	73%	79%	77%	78%	82%	73%	76%	49%	73%	76%	92%	75%	76%	60%	78%	79%	74%
REFUSED	2%	1%	2%	2%	0%	1%	2%	1%	2%	1%	6%	0%	2%	0%	1%	2%	0%	1%	0%	2%
DON'T KNOW	0%	1%	0%	0%	3%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%
N	2157	878	1279	873	392	552	340	549	1608	2056	56	398	1759	21	2129	2113	43	1339	457	306

Q4A5INC. By how many has your household increased?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
0	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
1	82%	67%	91%	86%	59%	73%	85%	88%	81%	89%	20%	81%	82%	100%	82%	82%	82%	82%	90%	81%
2	14%	25%	7%	13%	23%	13%	13%	4%	15%	8%	68%	7%	15%	0%	14%	13%	18%	10%	4%	17%
3	2%	3%	2%	1%	9%	3%	2%	0%	2%	2%	5%	5%	1%	0%	2%	2%	0%	4%	1%	1%
4	1%	2%	0%	0%	1%	9%	0%	6%	0%	1%	0%	1%	1%	0%	1%	1%	0%	3%	1%	0%
5	1%	3%	0%	0%	8%	2%	0%	2%	1%	0%	8%	6%	0%	0%	1%	1%	0%	0%	3%	1%
N	177	72	105	68	40	43	26	32	145	167	8	44	133	3	174	171	6	103	41	30

Q4A5DEC. By how many has your household decreased?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
1	69%	66%	71%	62%	74%	64%	88%	67%	70%	70%	30%	60%	71%	100%	69%	69%	100%	68%	68%	70%
2	20%	23%	19%	25%	14%	24%	8%	29%	17%	19%	69%	18%	21%	0%	20%	20%	0%	20%	22%	20%
3	9%	10%	9%	11%	12%	12%	2%	3%	11%	9%	2%	17%	8%	0%	9%	9%	0%	8%	8%	10%
4	1%	1%	1%	0%	0%	1%	1%	0%	1%	1%	0%	2%	0%	0%	1%	1%	0%	2%	1%	0%
5	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
10	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Don't know	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	2%	0%	0%	0%	0%	0%	1%	0%	0%
N	296	119	177	126	46	87	37	75	221	286	7	53	243	2	294	293	3	179	63	40

Q4A6A. In what year did the number of people in your household change? (Record year of most recent change)	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
2007	5%	6%	4%	5%	11%	1%	7%	6%	5%	5%	0%	4%	5%	51%	5%	5%	0%	5%	3%	0%
2006	37%	39%	35%	35%	34%	43%	39%	43%	35%	37%	30%	40%	36%	0%	37%	37%	39%	41%	21%	0%
2005	31%	29%	33%	30%	23%	35%	34%	19%	35%	31%	33%	39%	29%	49%	31%	31%	61%	29%	42%	0%
2004	22%	23%	21%	24%	28%	20%	17%	30%	20%	22%	37%	14%	24%	0%	22%	22%	0%	19%	31%	100%
REFUSED	1%	0%	2%	2%	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%
DON'T KNOW	4%	3%	5%	5%	4%	1%	2%	2%	4%	4%	0%	3%	4%	0%	4%	4%	0%	4%	3%	0%
N	351	142	209	141	64	108	38	78	273	337	10	71	280	2	349	347	4	276	67	1

Q4A6B. And what month? (if they are not sure of month see if they can give you the season)	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
January	9%	7%	11%	5%	16%	11%	19%	4%	11%	9%	0%	7%	9%	51%	9%	9%	0%	8%	14%	0%
February	8%	9%	8%	8%	1%	8%	11%	7%	8%	8%	6%	8%	8%	0%	8%	7%	58%	8%	8%	0%
March	10%	12%	8%	10%	3%	8%	14%	7%	11%	10%	11%	16%	8%	0%	10%	10%	0%	9%	16%	0%
April	7%	10%	5%	5%	8%	12%	7%	13%	5%	7%	22%	10%	7%	0%	7%	7%	39%	9%	1%	0%
May	4%	6%	3%	6%	3%	3%	3%	8%	3%	5%	0%	5%	4%	0%	4%	4%	0%	5%	4%	0%
June	7%	5%	9%	5%	4%	14%	5%	7%	7%	7%	6%	3%	8%	0%	7%	7%	0%	8%	5%	0%
July	13%	19%	9%	13%	32%	10%	11%	25%	10%	14%	3%	15%	13%	0%	14%	14%	0%	10%	26%	100%
August	7%	5%	9%	6%	8%	9%	5%	6%	7%	7%	0%	5%	8%	0%	7%	7%	0%	7%	7%	0%
September	8%	5%	11%	12%	11%	4%	0%	3%	10%	7%	30%	4%	10%	0%	8%	8%	0%	9%	3%	0%
October	11%	12%	10%	15%	2%	7%	9%	16%	10%	12%	3%	11%	11%	0%	11%	12%	0%	12%	8%	0%
November	3%	2%	4%	3%	5%	4%	5%	2%	4%	4%	0%	3%	4%	0%	3%	3%	0%	3%	6%	0%
December	4%	3%	5%	6%	0%	3%	3%	2%	5%	4%	0%	5%	4%	0%	4%	4%	3%	5%	0%	0%
REFUSED	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	7%	6%	8%	6%	7%	7%	10%	2%	9%	7%	19%	9%	7%	49%	7%	7%	0%	8%	3%	0%
N	334	137	197	133	59	105	37	74	260	321	10	69	265	2	332	330	4	263	63	1

Q4A7. What is the highest level of education you have completed?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Some high school	2%	3%	1%	1%	0%	3%	3%	1%	2%	1%	9%	6%	1%	0%	2%	2%	0%	2%	2%	1%
High school graduate	15%	23%	9%	14%	18%	18%	14%	21%	12%	15%	20%	35%	11%	66%	14%	15%	16%	15%	16%	14%
Trade or technical school	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	2%	1%	0%	1%	1%	0%	2%	1%	0%
Some college	21%	27%	17%	21%	21%	25%	20%	28%	18%	22%	3%	28%	20%	6%	21%	20%	52%	24%	25%	19%
College graduate	36%	28%	41%	36%	39%	32%	35%	30%	38%	37%	11%	22%	38%	20%	36%	36%	21%	31%	30%	39%
Some graduate school OR	5%	3%	7%	6%	2%	4%	7%	4%	6%	6%	0%	0%	6%	0%	5%	5%	4%	4%	2%	6%
Graduate degree	18%	14%	21%	18%	18%	17%	19%	14%	20%	18%	48%	7%	20%	8%	18%	19%	7%	17%	22%	18%
REFUSED	2%	1%	4%	3%	0%	1%	3%	0%	3%	1%	7%	0%	3%	0%	2%	2%	0%	3%	2%	2%
DON'T KNOW	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%
N	2157	878	1279	873	392	552	340	549	1608	2056	56	398	1759	21	2129	2113	43	1339	457	306

Q4A8. Which of the following best represents your annual household income from all sources in 2005, before taxes?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Less than $20,000 per year	2%	6%	0%	2%	4%	4%	2%	2%	2%	2%	5%	14%	0%	21%	2%	2%	9%	3%	2%	2%
20 to less than $50,000	13%	26%	4%	12%	17%	15%	12%	17%	11%	13%	23%	65%	4%	11%	13%	13%	25%	16%	17%	11%
50 to less than $75,000	14%	20%	10%	15%	11%	17%	11%	21%	11%	14%	11%	19%	13%	13%	14%	14%	2%	16%	20%	11%
75 to less than $100,000 or	19%	11%	23%	17%	18%	15%	24%	13%	20%	19%	15%	2%	22%	16%	19%	19%	7%	16%	16%	20%
More than $100,000	29%	19%	36%	31%	30%	26%	26%	23%	32%	30%	35%	0%	34%	0%	30%	29%	43%	22%	24%	34%
REFUSED	22%	18%	24%	21%	19%	21%	24%	23%	21%	21%	10%	0%	26%	34%	21%	22%	14%	25%	20%	21%
DON'T KNOW	2%	1%	2%	2%	1%	2%	2%	1%	2%	2%	2%	0%	2%	5%	2%	2%	0%	3%	1%	1%
N	2157	878	1279	873	392	552	340	549	1608	2056	56	398	1759	21	2129	2113	43	1339	457	306

Q4A9. How would you describe your racial or ethnic background? [READ LIST]	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
Hispanic	9%	11%	7%	6%	8%	12%	13%	8%	9%	8%	31%	19%	7%	58%	8%	9%	0%	8%	8%	9%
African American	2%	4%	1%	2%	1%	0%	2%	2%	2%	2%	0%	6%	1%	10%	2%	2%	4%	2%	2%	2%
Caucasian	71%	71%	71%	73%	70%	74%	66%	80%	68%	74%	7%	63%	72%	29%	72%	71%	87%	73%	77%	69%
Asian American	6%	4%	7%	6%	7%	4%	5%	2%	7%	5%	26%	4%	6%	1%	6%	6%	5%	3%	3%	8%
Native American	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Pacific Islander	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	9%	3%	1%	0%	1%	1%	0%	1%	0%	1%
Interracial	1%	1%	2%	2%	4%	1%	0%	1%	2%	2%	0%	2%	1%	0%	1%	2%	0%	2%	1%	1%
Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
American	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
RECORD	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
REFUSED	9%	6%	10%	9%	8%	7%	9%	6%	10%	7%	28%	1%	10%	2%	9%	9%	4%	9%	7%	9%
DON'T KNOW	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	1%	1%
N	2157	878	1279	873	392	552	340	549	1608	2056	56	398	1759	21	2129	2113	43	1339	457	306

Q4A10. What is the primary language spoken in your home?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile	Home Improvement	AC/ Heat	Other Appliance
English	95%	93%	97%	96%	96%	95%	94%	97%	95%	100%	0%	93%	96%	98%	96%	95%	99%	95%	98%	95%
Spanish	1%	2%	0%	1%	1%	1%	2%	1%	1%	0%	35%	5%	0%	1%	1%	1%	0%	1%	0%	1%
Mandarin	1%	2%	0%	1%	0%	1%	0%	0%	1%	0%	26%	0%	1%	1%	1%	1%	1%	0%	0%	1%
Cantonese	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Tagalog	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Korean	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Vietnamese	0%	1%	0%	0%	2%	0%	0%	0%	0%	0%	11%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Russian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	5%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Japanese	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	6%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Armenian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
German	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
RECORD	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%	13%	1%	0%	0%	0%	0%	0%	1%	0%	0%
REFUSED	2%	0%	2%	2%	1%	2%	2%	1%	2%	0%	0%	0%	2%	0%	2%	2%	0%	2%	1%	1%
DON'T KNOW	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N	2157	878	1279	873	392	552	340	549	1608	2056	56	398	1759	21	2129	2113	43	1339	457	306

Appendix H3

Programmable Thermostat Survey Tables

0E. POS P-STAT SCREENER

Q0E1. Have you purchased and installed a new thermostat for your home since January 2004?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home	Home Improvement	AC/ Heat	Other Appliance	POS P-stat Purch	Non-POS Purch	SB* POS Purch	Non-SB POS Purch
YES	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	0%	100%	100%	100%	100%	100%	100%	100%	100%	0%	100%
N	91	32	59	37	20	21	13	24	67	89	2	12	79	0	91	90	1	31	9	6	86	5	0	86

* Starbucks

Q6D15. How old is your existing thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home	Home Improvement	AC/ Heat	Other Appliance	POS P-stat Purch	Non-POS Purch	SB POS Purch	Non-SB POS Purch
Less than 5 years old	97%	93%	100%	100%	100%	89%	100%	99%	96%	97%	100%	85%	100%	0%	97%	97%	0%	85%	100%	100%	97%	0%	0%	97%
More than 20 years old	3%	7%	0%	0%	0%	11%	0%	1%	4%	3%	0%	15%	0%	0%	3%	3%	0%	15%	0%	0%	3%	0%	0%	3%
N	53	17	36	21	13	15	4	12	41	52	1	7	46	0	53	53	0	19	6	2	53	0	0	53

Q0E1B. In what year did you install the new thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home	Home Improvement	AC/ Heat	Other Appliance	POS P-stat Purch	Non-POS Purch	SB* POS Purch	Non-SB POS Purch
2006	4%	6%	2%	0%	0%	16%	0%	10%	1%	4%	0%	13%	1%	0%	4%	4%	0%	28%	0%	0%	0%	34%	0%	0%
2005	45%	47%	43%	43%	23%	56%	56%	53%	42%	45%	45%	46%	44%	0%	45%	46%	0%	25%	9%	59%	47%	23%	0%	47%
2004	50%	47%	52%	54%	77%	27%	44%	37%	55%	50%	55%	40%	52%	0%	50%	48%	100%	47%	91%	41%	51%	42%	0%	51%
Haven't installed it yet	1%	0%	2%	3%	0%	0%	0%	0%	2%	1%	0%	0%	2%	0%	1%	1%	0%	0%	0%	0%	2%	0%	0%	2%
N	91	32	59	37	20	21	13	24	67	89	2	12	79	0	91	90	1	31	9	6	86	5	0	86

Q0E1C. And in what month/season?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home	Home Improvement	AC/ Heat	Other Appliance	POS P-stat Purch	Non-POS Purch	SB* POS Purch	Non-SB POS Purch
January	9%	8%	9%	11%	0%	12%	1%	13%	7%	9%	0%	0%	11%	0%	9%	9%	0%	10%	0%	0%	8%	10%	0%	8%
February	1%	0%	3%	0%	3%	5%	0%	0%	2%	2%	0%	0%	2%	0%	1%	2%	0%	8%	0%	12%	2%	0%	0%	2%
April	9%	11%	8%	5%	8%	15%	16%	18%	6%	10%	0%	7%	10%	0%	9%	10%	0%	13%	2%	0%	9%	13%	0%	9%
May	5%	7%	4%	0%	15%	8%	12%	12%	3%	6%	0%	0%	7%	0%	5%	6%	0%	2%	9%	0%	6%	0%	0%	6%
June	5%	4%	5%	3%	0%	15%	0%	0%	6%	3%	55%	0%	6%	0%	5%	5%	0%	0%	0%	41%	5%	0%	0%	5%
July	27%	38%	19%	36%	26%	15%	18%	37%	24%	27%	45%	35%	26%	0%	27%	25%	100%	1%	1%	12%	31%	0%	0%	31%
August	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
September	1%	3%	0%	0%	0%	0%	11%	0%	2%	1%	0%	7%	0%	0%	1%	1%	0%	0%	0%	0%	1%	0%	0%	1%
October	14%	11%	17%	12%	31%	11%	11%	9%	16%	15%	0%	12%	15%	0%	14%	15%	0%	44%	84%	0%	10%	53%	0%	10%
November	2%	0%	4%	5%	0%	0%	0%	0%	3%	2%	0%	0%	3%	0%	2%	2%	0%	0%	0%	0%	3%	0%	0%	3%
December	2%	0%	3%	0%	0%	0%	13%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%	0%	0%	0%	2%	0%	0%	2%
DON'T KNOW	23%	17%	27%	28%	17%	19%	18%	10%	28%	24%	0%	38%	20%	0%	23%	24%	0%	22%	4%	35%	23%	24%	0%	23%
N	91	32	59	37	20	21	13	24	67	89	2	12	79	0	91	90	1	31	9	6	86	5	0	86

Q0E2. Is this new thermostat a Manual or Programmable Thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home	Home Improvement	AC/ Heat	Other Appliance	POS P-stat Purch	Non-POS Purch	SB* POS Purch	Non-SB POS Purch
Programmable	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	0%	100%	100%	100%	100%	100%	100%	100%	100%	0%	100%
N	91	32	59	37	20	21	13	24	67	89	2	12	79	0	91	90	1	31	9	6	86	5	0	86

Q0E2B. Was the Programmable Thermostat an ENERGY STAR?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home	Home Improvement	AC/ Heat	Other Appliance	POS P-stat Purch	Non-POS Purch	SB* POS Purch	Non-SB POS Purch
YES	79%	75%	82%	76%	77%	80%	87%	67%	83%	78%	100%	76%	79%	0%	79%	78%	100%	65%	99%	59%	81%	61%	0%	81%
DON'T KNOW	21%	26%	18%	24%	23%	20%	13%	33%	17%	22%	0%	24%	21%	0%	21%	22%	0%	35%	1%	41%	19%	39%	0%	19%
N	91	32	59	37	20	21	13	24	67	89	2	12	79	0	91	90	1	31	9	6	86	5	0	86

Q0E4. Did you receive an "instant rebate" or use an in-store coupon when you purchased your new Programmable Thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home	Home Improvement	AC/ Heat	Other Appliance	POS P-stat Purch	Non-POS Purch	SB* POS Purch	Non-SB POS Purch
YES	72%	75%	70%	72%	61%	60%	100%	88%	66%	73%	45%	86%	69%	0%	72%	75%	0%	25%	18%	59%	78%	0%	0%	78%
NO	22%	18%	25%	25%	31%	22%	0%	6%	27%	23%	0%	14%	24%	0%	22%	19%	100%	75%	82%	41%	16%	100%	0%	16%
DON'T KNOW	6%	8%	5%	3%	8%	18%	0%	6%	6%	5%	55%	0%	7%	0%	6%	6%	0%	0%	0%	0%	7%	0%	0%	7%
N	89	31	58	37	20	19	13	23	66	87	2	11	78	0	89	88	1	29	9	6	86	3	0	86

Q0E4SALE. Do you remember if this new Programmable Thermostat was on sale?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home	Home Improvement	AC/ Heat	Other Appliance	POS P-stat Purch	Non-POS Purch	SB* POS Purch	Non-SB POS Purch
Yes	74%	86%	67%	90%	42%	67%	0%	50%	77%	72%	100%	100%	72%	0%	74%	70%	100%	0%	100%	100%	100%	0%	0%	100%
No	12%	0%	19%	0%	58%	0%	0%	0%	13%	12%	0%	0%	13%	0%	12%	13%	0%	44%	0%	0%	0%	45%	0%	0%
Don't know	14%	14%	15%	10%	0%	33%	0%	50%	10%	15%	0%	0%	16%	0%	14%	16%	0%	55%	0%	0%	0%	55%	0%	0%
N	17	6	11	9	4	4	0	3	14	16	1	2	15	0	17	16	1	5	1	1	14	3	0	14

Q0E3. Were you aware that you could have qualified for a rebate from [UTILITY] had you purchased an Energy Star Programmable Thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home	Home Improvement	AC/ Heat	Other Appliance	POS P-stat Purch	Non-POS Purch	SB* POS Purch	Non-SB POS Purch
YES	27%	47%	15%	34%	0%	33%	0%	50%	24%	29%	0%	1%	30%	0%	27%	17%	100%	56%	0%	0%	17%	55%	0%	17%
NO	73%	53%	85%	66%	100%	67%	0%	50%	76%	71%	100%	99%	70%	0%	73%	83%	0%	44%	100%	100%	83%	45%	0%	83%
N	17	6	11	9	4	4	0	3	14	16	1	2	15	0	17	16	1	5	1	1	14	3	0	14

Q0E4B. Did you receive a rebate or use an in-store coupon when you purchased your new Programmable Thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home	Home Improvement	AC/ Heat	Other Appliance	POS P-stat Purch	Non-POS Purch	SB* POS Purch	Non-SB POS Purch
DON'T KNOW	100%	100%	0%	0%	0%	100%	0%	100%	0%	100%	0%	100%	0%	0%	100%	100%	0%	100%	0%	0%	0%	100%	0%	0%
N	1	1	0	0	0	1	0	1	0	1	0	1	0	0	1	1	0	1	0	0	0	1	0	0

Q0E7. How did you first find out about the instant rebate?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home	Home Improvement	AC/ Heat	Other Appliance	POS P-stat Purch	Non-POS Purch	SB* POS Purch	Non-SB POS Purch
In-Store Display	23%	18%	27%	12%	67%	19%	34%	18%	26%	23%	0%	18%	24%	100%	23%	24%	12%	38%	0%	73%	24%	0%	88%	21%
Salesperson	21%	27%	16%	20%	29%	26%	13%	26%	19%	20%	100%	35%	18%	0%	21%	22%	0%	11%	28%	20%	22%	0%	0%	24%
Saw or heard an advertisement	6%	5%	6%	3%	0%	11%	11%	8%	5%	6%	0%	2%	7%	0%	6%	6%	0%	2%	0%	0%	6%	0%	6%	6%
Word of Mouth (friend/family/co-worker)	13%	22%	5%	19%	0%	0%	18%	19%	10%	13%	0%	0%	16%	0%	13%	9%	88%	0%	0%	0%	14%	0%	0%	14%
Contractor	33%	21%	44%	39%	2%	43%	24%	20%	40%	34%	0%	30%	34%	0%	34%	35%	0%	45%	72%	7%	30%	100%	0%	32%
Bill Insert/Utility Mailing/Rep	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
RECORD OTHER	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
DON'T KNOW	3%	6%	1%	6%	0%	1%	0%	10%	0%	3%	0%	16%	0%	0%	3%	3%	0%	3%	0%	0%	3%	0%	6%	3%
N	94	38	56	31	17	33	13	31	63	93	1	12	82	1	93	91	3	45	8	5	92	2	17	75

Q0E9. How influential was the sale price [instant rebate] on your decision to purchase the programmable thermostat model you chose?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home	Home Improvement	AC/ Heat	Other Appliance	POS P-stat Purch	Non-POS Purch	SB* POS Purch	Non-SB POS Purch
Very	36%	53%	22%	57%	28%	6%	11%	45%	33%	36%	45%	65%	30%	100%	36%	34%	88%	16%	2%	57%	38%	0%	35%	38%
Somewhat or	35%	23%	44%	20%	72%	48%	43%	25%	39%	35%	55%	21%	38%	0%	35%	36%	12%	61%	3%	25%	34%	64%	59%	33%
Not at all influential	29%	23%	33%	23%	0%	46%	44%	29%	28%	29%	0%	14%	32%	0%	29%	30%	0%	21%	96%	18%	28%	36%	6%	29%
DON'T KNOW	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%
N	105	41	64	37	19	36	13	32	73	103	2	13	92	1	104	102	3	45	9	6	103	2	17	86

2E. POS AND SECONDARY MEASURE PROG THERMOSTAT BATTERY

Q2E1. Did you purchase your Thermostat at a retail store or through a contractor?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home	Home Improvement	AC/ Heat	Other Appliance	POS P-stat Purch	Non-POS Purch	SB* POS Purch	Non-SB POS Purch
Retail store	47%	49%	45%	41%	60%	51%	50%	46%	47%	46%	81%	41%	48%	63%	47%	45%	92%	27%	9%	100%	62%	17%	100%	60%
Contractor	53%	51%	55%	58%	40%	49%	50%	54%	53%	54%	18%	59%	51%	37%	53%	54%	8%	72%	90%	0%	37%	82%	0%	39%
RECORD OTHER	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	0%
DON'T KNOW	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N	606	267	339	245	94	170	97	173	433	579	15	114	492	3	601	591	14	405	128	6	107	499	21	86

Q0E8. Where did you purchase your Thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home	Home Improvement	AC/ Heat	Other Appliance	POS P-stat Purch	Non-POS Purch	SB* POS Purch	Non-SB POS Purch
Home Depot	58%	44%	72%	36%	87%	82%	73%	40%	65%	58%	55%	38%	62%	0%	58%	62%	0%	21%	9%	18%	58%	0%	0%	58%
Lowes	16%	32%	1%	24%	5%	16%	1%	32%	10%	17%	0%	0%	20%	0%	16%	11%	100%	9%	0%	12%	16%	0%	0%	16%
Other Home Improvement/Hardware store	17%	18%	17%	33%	2%	0%	1%	16%	18%	18%	0%	48%	11%	0%	17%	18%	0%	7%	0%	58%	17%	0%	0%	17%
Big Box-Target/KMart/WalMart/Sears	3%	5%	1%	5%	5%	0%	0%	9%	1%	1%	45%	14%	1%	0%	3%	3%	0%	0%	0%	12%	3%	0%	0%	3%
Contractor	1%	1%	1%	1%	0%	1%	4%	2%	1%	1%	0%	0%	1%	0%	1%	1%	0%	47%	20%	0%	1%	0%	0%	1%
HVAC company/dealer/distributor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	8%	0%	0%	0%	0%	0%
Utility	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	7%	0%	0%	0%	0%	0%	0%
RECORD OTHER	3%	0%	6%	0%	0%	0%	20%	0%	4%	3%	0%	0%	4%	0%	3%	3%	0%	0%	0%	0%	3%	0%	0%	3%
DON'T KNOW	1%	1%	1%	1%	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	1%	1%	0%	9%	63%	0%	1%	0%	0%	1%
N	68	23	45	26	18	14	10	18	50	66	2	7	61	0	68	67	1	25	8	6	68	0	0	68

Q2E2. Do you recall seeing any [Utility] literature or displays that provided information about the energy efficiency of the Thermostat you purchased?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home	Home Improvement	AC/ Heat	Other Appliance	POS P-stat Purch	Non-POS Purch	SB* POS Purch	Non-SB POS Purch
YES	30%	44%	18%	41%	18%	32%	3%	44%	25%	32%	1%	38%	29%	0%	31%	27%	84%	27%	19%	12%	31%	24%	33%	31%
NO	53%	50%	57%	58%	45%	42%	71%	55%	53%	54%	45%	60%	52%	100%	53%	56%	16%	58%	70%	70%	52%	61%	52%	52%
DON'T KNOW	16%	6%	26%	1%	37%	26%	27%	1%	23%	14%	54%	2%	19%	0%	16%	17%	0%	15%	12%	18%	16%	15%	14%	16%
N	168	64	104	51	38	57	22	45	123	163	3	23	145	1	167	162	6	123	10	6	66	102	21	45

Q2E5. When shopping for your thermostat, did you talk with a salesperson?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home	Home Improvement	AC/ Heat	Other Appliance	POS P-stat Purch	Non-POS Purch	SB* POS Purch	Non-SB POS Purch
YES	49%	63%	35%	58%	29%	37%	58%	52%	47%	49%	45%	92%	39%	0%	49%	46%	90%	26%	86%	30%	50%	38%	14%	53%
NO	50%	37%	64%	41%	71%	60%	42%	47%	52%	50%	55%	8%	59%	100%	50%	53%	10%	69%	12%	70%	49%	58%	81%	46%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%
DON'T KNOW	1%	0%	2%	1%	0%	2%	0%	1%	1%	1%	0%	0%	1%	0%	1%	1%	0%	5%	0%	0%	0%	5%	5%	0%
N	168	64	104	51	38	57	22	45	123	163	3	23	145	1	167	162	6	123	10	6	66	102	21	45

Q2E6. Did the salesperson tell you that the Programmable Thermostat was on sale [rebate program]?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home	Home Improvement	AC/ Heat	Other Appliance	POS P-stat Purch	Non-POS Purch	SB* POS Purch	Non-SB POS Purch
YES	76%	85%	60%	84%	98%	69%	45%	96%	66%	75%	100%	75%	76%	0%	76%	73%	94%	74%	80%	40%	76%	76%	67%	76%
NO	22%	12%	39%	15%	2%	25%	55%	0%	33%	23%	0%	23%	22%	0%	22%	25%	0%	6%	20%	60%	23%	11%	0%	24%
DON'T KNOW	2%	3%	1%	1%	0%	7%	0%	4%	1%	2%	0%	2%	2%	0%	2%	2%	6%	20%	0%	0%	1%	14%	33%	0%
N	61	31	30	26	10	16	9	20	41	60	1	16	45	0	61	57	4	37	8	2	23	38	3	20

Q2E7. Did the salesperson tell you about the energy efficiency benefits of your thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home	Home Improvement	AC/ Heat	Other Appliance	POS P-stat Purch	Non-POS Purch	SB* POS Purch	Non-SB POS Purch
YES	69%	56%	87%	64%	98%	47%	97%	78%	65%	68%	100%	38%	83%	0%	69%	67%	88%	66%	81%	100%	69%	70%	33%	70%
NO	29%	40%	12%	33%	1%	51%	3%	22%	32%	30%	0%	56%	16%	0%	29%	31%	12%	18%	16%	0%	30%	17%	33%	30%
DON'T KNOW	2%	3%	1%	3%	1%	3%	0%	0%	3%	2%	0%	6%	0%	0%	2%	2%	0%	15%	3%	0%	1%	13%	33%	0%
N	75	34	41	29	13	23	10	22	53	74	1	17	58	0	75	71	4	41	16	2	30	45	3	27

Q2E8. Did your contractor tell you about the energy efficiency benefits of your programmable thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home	Home Improvement	AC/ Heat	Other Appliance	POS P-stat Purch	Non-POS Purch	SB* POS Purch	Non-SB POS Purch
YES	66%	66%	67%	72%	44%	59%	68%	72%	64%	66%	83%	52%	70%	100%	66%	66%	94%	63%	68%	0%	68%	65%	0%	68%
NO	25%	16%	32%	24%	55%	14%	29%	12%	30%	25%	16%	16%	27%	0%	25%	25%	2%	24%	24%	0%	28%	22%	0%	28%
DON'T KNOW	9%	18%	2%	4%	1%	27%	3%	16%	6%	9%	1%	31%	2%	0%	9%	9%	4%	13%	7%	0%	5%	13%	0%	5%
N	425	198	227	189	52	111	73	126	299	404	11	88	337	2	421	416	8	272	115	0	39	386	0	39

Q2E8B. How satisfied are you with this contractor?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home	Home Improvement	AC/ Heat	Other Appliance	POS P-stat Purch	Non-POS Purch	SB* POS Purch	Non-SB POS Purch
1 EXTREMELY DISSATISFIED	1%	0%	1%	0%	0%	0%	4%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%	0%	1%	0%	0%
2	1%	2%	0%	2%	0%	0%	0%	3%	0%	0%	0%	0%	2%	0%	1%	1%	0%	2%	0%	0%	0%	2%	0%	0%
4	4%	7%	1%	7%	0%	0%	4%	9%	1%	4%	0%	0%	6%	0%	4%	4%	0%	8%	0%	0%	0%	6%	0%	0%
5	1%	0%	1%	0%	0%	0%	4%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%	0%	1%	0%	0%
6	11%	1%	20%	2%	89%	5%	0%	0%	18%	10%	100%	2%	13%	0%	11%	11%	0%	18%	1%	0%	0%	15%	0%	0%
7	5%	3%	7%	5%	1%	3%	6%	3%	6%	5%	0%	0%	6%	0%	5%	5%	0%	6%	5%	0%	0%	7%	0%	0%
8	12%	22%	2%	14%	0%	3%	25%	25%	3%	13%	0%	26%	8%	0%	12%	12%	0%	5%	10%	0%	23%	7%	0%	23%
9	24%	14%	34%	32%	2%	12%	21%	16%	29%	24%	0%	7%	30%	0%	24%	24%	90%	13%	18%	0%	42%	15%	0%	42%
10 EXTREMELY SATISFIED	42%	50%	33%	38%	9%	77%	36%	45%	40%	43%	0%	65%	34%	0%	42%	42%	10%	46%	66%	0%	34%	46%	0%	34%
N	115	57	58	50	17	28	20	36	79	113	1	26	89	0	115	111	4	48	40	0	13	102	0	13

Q2E9. Did your contractor tell you of the Home Energy Efficiency Rebate program?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home	Home Improvement	AC/ Heat	Other Appliance	POS P-stat Purch	Non-POS Purch	SB* POS Purch	Non-SB POS Purch
YES	65%	64%	65%	73%	9%	58%	75%	63%	65%	64%	84%	50%	69%	100%	65%	65%	74%	71%	86%	0%	56%	72%	0%	56%
NO	22%	15%	28%	16%	56%	26%	24%	7%	29%	22%	16%	24%	22%	0%	22%	22%	26%	17%	12%	0%	28%	17%	0%	28%
DON'T KNOW	13%	21%	7%	11%	36%	16%	2%	30%	6%	14%	0%	26%	9%	0%	13%	13%	0%	12%	1%	0%	16%	10%	0%	16%
N	425	198	227	189	52	111	73	126	299	404	11	88	337	2	421	416	8	272	115	0	39	386	0	39

Q2E10. Did your contractor recommend purchasing an Energy Star Programmable thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home	Home Improvement	AC/ Heat	Other Appliance	POS P-stat Purch	Non-POS Purch	SB* POS Purch	Non-SB POS Purch
YES	58%	64%	54%	56%	42%	72%	55%	66%	55%	59%	88%	66%	56%	18%	59%	59%	47%	52%	55%	0%	65%	53%	0%	65%
NO	26%	20%	30%	25%	57%	14%	29%	16%	30%	26%	12%	20%	27%	0%	26%	26%	22%	24%	31%	0%	27%	24%	0%	27%
DON'T KNOW	16%	17%	15%	19%	1%	14%	16%	18%	15%	15%	0%	13%	17%	82%	16%	16%	32%	24%	14%	0%	7%	23%	0%	7%
N	425	198	227	189	52	111	73	126	299	404	11	88	337	2	421	416	8	272	115	0	39	386	0	39

Q2E12. How old was the thermostat that was replaced?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home	Home Improvement	AC/ Heat	Other Appliance	POS P-stat Purch	Non-POS Purch	SB* POS Purch	Non-SB POS Purch
Less than 5 years old	10%	8%	12%	9%	14%	13%	4%	7%	12%	10%	0%	10%	10%	0%	10%	10%	0%	10%	7%	0%	11%	9%	14%	10%
5 to 10 years old	12%	11%	12%	12%	9%	12%	11%	11%	12%	12%	7%	11%	12%	0%	12%	12%	0%	12%	6%	0%	12%	11%	19%	12%
10 to 15 years old	26%	18%	33%	18%	24%	37%	39%	21%	28%	25%	50%	14%	29%	0%	26%	27%	6%	23%	27%	76%	27%	23%	19%	28%
15 to 20 years old	19%	27%	12%	27%	8%	10%	13%	21%	18%	18%	40%	29%	16%	0%	19%	17%	74%	14%	15%	24%	21%	14%	19%	21%
More than 20 years old	26%	28%	25%	27%	31%	20%	30%	28%	25%	27%	0%	25%	26%	63%	26%	27%	15%	35%	42%	0%	20%	38%	19%	20%
Did not have old unit	6%	5%	6%	6%	14%	2%	2%	8%	5%	6%	2%	10%	4%	7%	6%	6%	5%	4%	3%	0%	7%	4%	10%	7%
DON'T KNOW	2%	3%	1%	1%	0%	5%	0%	4%	1%	2%	1%	0%	2%	30%	2%	2%	0%	2%	1%	0%	2%	2%	0%	2%
N	606	267	339	245	94	170	97	173	433	579	15	114	492	3	601	591	14	405	128	6	107	499	21	86

Q2E14. Was your old thermostat in working order when it was replaced?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home	Home Improvement	AC/ Heat	Other Appliance	POS P-stat Purch	Non-POS Purch	SB* POS Purch	Non-SB POS Purch
YES	90%	90%	91%	89%	74%	94%	98%	92%	90%	90%	100%	88%	91%	100%	90%	90%	95%	91%	91%	100%	90%	91%	89%	90%
NO	10%	10%	9%	11%	26%	6%	2%	8%	10%	10%	0%	12%	9%	0%	10%	10%	5%	8%	9%	0%	10%	9%	11%	10%
DON'T KNOW	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N	575	250	325	233	90	160	92	160	415	551	13	107	468	2	571	562	12	389	120	6	100	475	19	81

2F. PROG THERMOSTAT BATTERY FOR ALL

Q2F6. Did you purchase an air conditioner, heat pump or furnace when you bought your thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home	Home Improvement	AC/ Heat	Other Appliance	POS P-stat Purch	Non-POS Purch	SB* POS Purch	Non-SB POS Purch
Yes- AC	49%	54%	44%	53%	10%	53%	55%	61%	43%	48%	55%	60%	46%	32%	49%	50%	11%	59%	100%	0%	41%	65%	5%	43%
YES- Furnace	35%	24%	45%	34%	24%	38%	42%	24%	40%	36%	15%	21%	38%	32%	35%	36%	7%	40%	100%	0%	31%	42%	5%	33%
YES- Heat Pump	7%	10%	4%	7%	15%	5%	1%	11%	5%	7%	1%	17%	4%	0%	7%	7%	0%	6%	0%	0%	6%	7%	0%	7%
NONE	40%	38%	43%	34%	75%	42%	31%	27%	46%	40%	46%	29%	43%	68%	40%	38%	89%	31%	0%	100%	48%	24%	95%	45%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
N	456	198	258	186	69	113	88	133	323	433	12	82	374	2	452	446	10	405	2	6	98	358	21	77

Q2F7. Was your previous thermostat a [READ CATEGORIES]	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home	Home Improvement	AC/ Heat	Other Appliance	POS P-stat Purch	Non-POS Purch	SB* POS Purch	Non-SB POS Purch
Manual Thermostat	63%	64%	63%	60%	61%	62%	81%	50%	69%	63%	97%	86%	58%	100%	63%	63%	87%	65%	55%	84%	62%	66%	58%	62%
Programmable Thermostat-but not Energy S	16%	18%	15%	16%	37%	15%	5%	27%	12%	17%	1%	3%	20%	0%	16%	17%	5%	18%	16%	16%	17%	15%	32%	16%
Programmable Thermostat-not sure if Ener	11%	14%	8%	15%	1%	7%	11%	18%	8%	11%	0%	9%	11%	0%	11%	11%	5%	11%	24%	0%	11%	12%	5%	11%
Energy Star Programmable Thermostat	5%	3%	7%	4%	0%	10%	2%	4%	6%	5%	0%	0%	6%	0%	5%	5%	0%	4%	2%	0%	5%	5%	0%	6%
Didn't have a Programmable Thermostat	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	4%	1%	6%	4%	0%	6%	0%	1%	5%	4%	2%	1%	4%	0%	4%	4%	3%	2%	2%	0%	5%	1%	5%	5%
N	575	250	325	233	90	160	92	160	415	551	13	107	468	2	571	562	12	389	120	6	100	475	19	81

Q2F8. Do you usually adjust the temperature settings on your new thermostat manually or do you program it to adjust automatically at different times of the day?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home	Home Improvement	AC/ Heat	Other Appliance	POS P-stat Purch	Non-POS Purch	SB* POS Purch	Non-SB POS Purch
Adjust Manually	33%	36%	30%	33%	44%	33%	23%	43%	28%	33%	11%	47%	29%	0%	33%	34%	7%	47%	26%	24%	24%	48%	19%	25%
Programmed	63%	58%	68%	61%	56%	66%	74%	56%	66%	63%	89%	53%	66%	100%	63%	65%	22%	53%	74%	58%	70%	51%	81%	69%
REFUSED	2%	5%	0%	5%	0%	0%	0%	0%	3%	2%	0%	0%	3%	0%	2%	0%	71%	0%	0%	0%	4%	0%	0%	4%
DON'T KNOW	2%	0%	3%	2%	0%	0%	4%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%	1%	0%	18%	2%	1%	0%	2%
N	600	262	338	242	94	167	97	170	430	573	15	111	489	3	595	585	14	402	126	6	107	493	21	86

Q2F9A. Would you say that using a programmable thermostat makes your home:	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home	Home Improvement	AC/ Heat	Other Appliance	POS P-stat Purch	Non-POS Purch	SB* POS Purch	Non-SB POS Purch
MORE Comfortable than using a regular th	54%	62%	48%	52%	48%	59%	59%	52%	55%	54%	94%	59%	53%	37%	55%	53%	88%	51%	68%	58%	56%	52%	71%	55%
JUST as comfortable OR	36%	30%	40%	39%	30%	33%	33%	37%	35%	37%	4%	38%	35%	0%	36%	37%	11%	40%	24%	42%	34%	39%	14%	35%
LESS comfortable than using a regular th	4%	5%	4%	4%	8%	6%	1%	7%	4%	5%	0%	0%	5%	63%	4%	5%	0%	2%	1%	0%	6%	1%	10%	6%
DON'T KNOW	5%	3%	7%	5%	15%	1%	6%	4%	6%	5%	2%	2%	6%	0%	5%	5%	2%	7%	7%	0%	4%	7%	5%	4%
N	600	262	338	242	94	167	97	170	430	573	15	111	489	3	595	585	14	402	126	6	107	493	21	86

Q2F9B. Would you say that using a programmable thermostat:	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home	Home Improvement	AC/ Heat	Other Appliance	POS P-stat Purch	Non-POS Purch	SB* POS Purch	Non-SB POS Purch
More convenient than using a regular the	69%	68%	70%	65%	74%	72%	75%	65%	71%	69%	99%	55%	73%	37%	69%	68%	97%	67%	79%	70%	71%	65%	90%	70%
Not any more or less convenient OR	24%	25%	24%	27%	25%	21%	22%	31%	22%	25%	1%	36%	22%	63%	24%	25%	2%	26%	14%	30%	23%	27%	10%	24%
Less convenient than using a regular the	3%	5%	0%	4%	0%	1%	1%	2%	3%	3%	0%	9%	1%	0%	3%	3%	0%	2%	1%	0%	3%	3%	0%	3%
DON'T KNOW	4%	1%	6%	4%	0%	5%	3%	2%	4%	4%	0%	1%	5%	0%	4%	4%	2%	4%	6%	0%	3%	5%	0%	3%
N	600	262	338	242	94	167	97	170	430	573	15	111	489	3	595	585	14	402	126	6	107	493	21	86

Q2F9C. Would you say that using a programmable thermostat has led you to use your heater and/or air conditioner:	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home	Home Improvement	AC/ Heat	Other Appliance	POS P-stat Purch	Non-POS Purch	SB* POS Purch	Non-SB POS Purch
More hours than using a regular thermost	9%	7%	10%	8%	21%	2%	14%	9%	8%	8%	37%	15%	7%	30%	9%	9%	0%	3%	8%	0%	11%	4%	0%	12%
About the same number of hours OR	26%	24%	28%	25%	42%	28%	12%	32%	23%	26%	9%	23%	27%	0%	26%	27%	2%	37%	31%	42%	18%	41%	5%	18%
Less hours than using a regular thermost	58%	63%	54%	57%	36%	67%	59%	56%	59%	58%	52%	51%	60%	70%	58%	57%	95%	51%	56%	58%	65%	45%	90%	64%
DON'T KNOW	8%	6%	9%	9%	1%	4%	15%	3%	9%	7%	2%	11%	7%	0%	8%	8%	3%	10%	5%	0%	6%	10%	5%	6%
N	600	262	338	242	94	167	97	170	430	573	15	111	489	3	595	585	14	402	126	6	107	493	21	86

Q2F9D. How often do you override the settings you have pre-programmed?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home	Home Improvement	AC/ Heat	Other Appliance	POS P-stat Purch	Non-POS Purch	SB* POS Purch	Non-SB POS Purch
Never	21%	30%	13%	27%	15%	11%	19%	25%	19%	20%	39%	25%	20%	0%	21%	19%	72%	9%	10%	0%	27%	10%	5%	28%
Occasionally (every few weeks)	37%	30%	43%	28%	57%	50%	34%	26%	42%	37%	48%	30%	39%	93%	37%	38%	14%	33%	32%	43%	39%	34%	33%	39%
Frequently (at least once a week)	11%	13%	9%	13%	2%	8%	13%	14%	9%	11%	3%	10%	11%	7%	11%	11%	11%	13%	12%	45%	10%	13%	19%	9%
All the time (multiple times a week)	10%	7%	12%	11%	1%	8%	14%	10%	9%	10%	0%	12%	9%	0%	10%	10%	0%	11%	25%	0%	11%	8%	29%	10%
Only use manually	20%	18%	21%	18%	26%	21%	18%	24%	18%	20%	9%	20%	20%	0%	20%	20%	4%	32%	16%	12%	12%	33%	10%	12%
RECORD OTHER	1%	0%	2%	2%	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	0%	1%	0%	0%	2%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	2%	1%	0%	1%	1%	0%	2%	5%	0%	0%	2%	5%	0%
N	600	262	338	242	94	167	97	170	430	573	15	111	489	3	595	585	14	402	126	6	107	493	21	86

Q2F9E. Do you typically override the setting to increase or decrease the usage of your heating and/or cooling equipment?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home	Home Improvement	AC/ Heat	Other Appliance	POS P-stat Purch	Non-POS Purch	SB* POS Purch	Non-SB POS Purch
Increase	52%	45%	56%	56%	74%	45%	36%	53%	51%	51%	95%	28%	57%	63%	52%	51%	74%	57%	71%	65%	51%	53%	78%	49%
Decrease	28%	30%	26%	28%	2%	36%	29%	31%	27%	28%	4%	25%	28%	37%	28%	28%	0%	31%	22%	21%	25%	34%	17%	25%
DON'T KNOW	20%	25%	18%	17%	24%	19%	35%	16%	22%	21%	1%	47%	15%	0%	21%	20%	26%	11%	7%	15%	24%	12%	6%	26%
N	386	170	216	158	59	107	62	115	271	372	8	67	319	3	382	378	8	263	83	5	75	311	18	57

Q2F10. Did you become aware of the fact that the thermostat was on sale [rebate] before or after you decided to purchase your new thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home	Home Improvement	AC/ Heat	Other Appliance	POS P-stat Purch	Non-POS Purch	SB* POS Purch	Non-SB POS Purch
BEFORE	31%	40%	24%	34%	42%	27%	20%	39%	28%	31%	46%	56%	25%	7%	31%	32%	20%	41%	24%	53%	29%	37%	43%	28%
AFTER	32%	26%	37%	32%	16%	31%	44%	24%	35%	33%	6%	17%	35%	0%	32%	30%	77%	28%	29%	25%	32%	32%	10%	33%
AT TIME OF PURCHASE	31%	27%	34%	27%	41%	31%	36%	31%	30%	31%	3%	24%	32%	93%	30%	31%	4%	28%	29%	22%	32%	28%	48%	31%
DON'T KNOW	6%	7%	6%	7%	1%	12%	0%	5%	7%	5%	45%	3%	7%	0%	6%	7%	0%	3%	18%	0%	8%	4%	0%	8%
N	602	265	337	244	93	168	97	171	431	575	15	113	489	3	597	587	14	401	128	6	107	495	21	86

Q2F11. Which of the following four statements best describes the actions you would have taken had the thermostat NOT been on sale [the rebate not existed]:	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home	Home Improvement	AC/ Heat	Other Appliance	POS P-stat Purch	Non-POS Purch	SB* POS Purch	Non-SB POS Purch
We would NOT have purchased a thermostat	7%	5%	8%	10%	1%	5%	1%	4%	8%	7%	2%	7%	7%	0%	7%	7%	5%	7%	2%	0%	7%	6%	10%	7%
We would have purchased the same Energy	79%	82%	77%	77%	81%	81%	86%	85%	77%	79%	90%	71%	81%	37%	80%	79%	92%	80%	78%	59%	78%	82%	76%	78%
We would have purchased a NON-Energy Sta	8%	6%	11%	5%	17%	11%	10%	2%	11%	9%	6%	11%	8%	63%	8%	9%	0%	6%	0%	41%	10%	4%	14%	10%
We would have purchased a regular manual	1%	1%	1%	1%	0%	2%	1%	1%	1%	1%	1%	2%	1%	0%	1%	1%	3%	2%	5%	0%	0%	4%	0%	0%
DON'T KNOW	4%	6%	3%	7%	0%	1%	3%	9%	2%	4%	1%	9%	3%	0%	4%	4%	0%	5%	15%	0%	4%	4%	0%	4%
N	602	265	337	244	93	168	97	171	431	575	15	113	489	3	597	587	14	401	128	6	107	495	21	86

Q2F12. If the thermostat had not been on Sale [rebate was not available], would you have purchased this Energy Star programmable thermostat....	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home	Home Improvement	AC/ Heat	Other Appliance	POS P-stat Purch	Non-POS Purch	SB* POS Purch	Non-SB POS Purch
At the same time	94%	96%	92%	91%	99%	95%	97%	95%	93%	94%	100%	93%	94%	100%	94%	93%	100%	87%	97%	100%	96%	89%	88%	97%
Within a year or	5%	3%	7%	7%	1%	4%	1%	4%	6%	5%	0%	6%	5%	0%	5%	5%	0%	9%	1%	0%	4%	8%	6%	3%
More than a year later	1%	0%	1%	0%	0%	0%	2%	1%	0%	0%	0%	0%	1%	0%	1%	1%	0%	2%	0%	0%	0%	2%	0%	0%
DON'T KNOW	1%	1%	1%	1%	0%	1%	0%	0%	1%	1%	0%	1%	1%	0%	1%	1%	0%	2%	2%	0%	0%	2%	6%	0%
N	490	210	280	199	79	131	81	137	353	470	10	87	403	2	486	478	11	317	110	5	87	403	16	71

Q2F14. How influential was the Home Energy Efficiency Rebate Program in your decision?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home	Home Improvement	AC/ Heat	Other Appliance	POS P-stat Purch	Non-POS Purch	SB* POS Purch	Non-SB POS Purch
Very	22%	26%	19%	24%	20%	20%	17%	22%	22%	22%	24%	38%	18%	93%	22%	22%	8%	22%	13%	47%	24%	19%	53%	22%
Somewhat or	34%	30%	37%	36%	49%	25%	29%	37%	32%	34%	38%	21%	37%	7%	34%	35%	7%	29%	48%	12%	37%	30%	47%	36%
Not at all influential	42%	39%	44%	39%	31%	47%	53%	33%	46%	42%	39%	30%	44%	0%	42%	40%	84%	43%	39%	41%	40%	45%	0%	42%
DON'T KNOW	3%	6%	0%	1%	0%	8%	0%	8%	0%	2%	0%	11%	1%	0%	3%	3%	0%	7%	0%	0%	0%	7%	0%	0%
N	592	259	333	241	94	163	94	170	422	567	13	110	482	3	587	578	13	399	128	6	92	500	15	77

Q2F16. How influential was the Contractor	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home	Home Improvement	AC/ Heat	Other Appliance	POS P-stat Purch	Non-POS Purch	SB* POS Purch	Non-SB POS Purch
Very	48%	48%	48%	58%	7%	51%	18%	51%	47%	48%	45%	51%	47%	100%	48%	48%	3%	48%	39%	0%	47%	49%	0%	47%
Somewhat or	26%	23%	28%	16%	90%	21%	39%	27%	25%	26%	33%	21%	27%	0%	26%	25%	66%	33%	34%	0%	18%	32%	0%	18%
Not at all influential	25%	27%	24%	24%	2%	28%	42%	20%	28%	26%	22%	28%	25%	0%	25%	25%	31%	17%	27%	0%	36%	17%	0%	36%
DON'T KNOW	1%	1%	0%	1%	0%	0%	0%	2%	0%	0%	0%	0%	1%	0%	1%	1%	0%	2%	0%	0%	0%	2%	0%	0%
N	426	199	227	190	52	111	73	127	299	405	11	88	338	2	422	417	8	272	116	0	39	387	0	39

Q2F17. How influential was the Salesperson	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home	Home Improvement	AC/ Heat	Other Appliance	POS P-stat Purch	Non-POS Purch	SB* POS Purch	Non-SB POS Purch
Very	37%	49%	20%	56%	1%	28%	17%	50%	31%	34%	100%	28%	40%	0%	37%	30%	88%	24%	41%	43%	36%	43%	0%	37%
Somewhat or	27%	17%	41%	15%	49%	26%	49%	30%	26%	28%	0%	28%	27%	0%	27%	30%	6%	59%	34%	28%	26%	38%	67%	25%
Not at all influential	32%	34%	29%	29%	50%	24%	34%	20%	36%	33%	0%	45%	26%	0%	32%	35%	6%	16%	24%	28%	33%	19%	33%	33%
DON'T KNOW	5%	0%	11%	0%	0%	21%	0%	0%	7%	5%	0%	0%	7%	0%	5%	5%	0%	1%	1%	0%	5%	0%	0%	5%
N	70	32	38	25	16	21	8	20	50	69	1	17	53	0	70	66	4	38	13	3	29	41	3	26

Q2F18. How influential was the Advertising material	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home	Home Improvement	AC/ Heat	Other Appliance	POS P-stat Purch	Non-POS Purch	SB* POS Purch	Non-SB POS Purch
Very	30%	39%	17%	31%	5%	34%	37%	19%	37%	30%	87%	34%	29%	0%	30%	23%	94%	21%	17%	43%	38%	20%	29%	38%
Somewhat or	37%	29%	49%	34%	90%	29%	37%	33%	39%	37%	13%	55%	32%	0%	37%	41%	6%	47%	29%	57%	35%	40%	71%	32%
Not at all influential	32%	30%	34%	33%	5%	37%	27%	44%	24%	32%	0%	11%	37%	0%	32%	35%	0%	28%	53%	0%	28%	37%	0%	30%
DON'T KNOW	1%	2%	0%	2%	0%	0%	0%	3%	0%	0%	0%	0%	2%	0%	1%	1%	0%	3%	0%	0%	0%	3%	0%	0%
N	132	60	72	52	24	41	15	40	92	128	2	24	108	0	132	127	5	72	32	3	26	106	7	19

Q2F19. How influential was the FLEX YOUR POWER advertising campaign	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home	Home Improvement	AC/ Heat	Other Appliance	POS P-stat Purch	Non-POS Purch	SB* POS Purch	Non-SB POS Purch
Very	11%	15%	8%	17%	1%	9%	1%	18%	8%	11%	4%	4%	12%	32%	11%	11%	0%	11%	4%	0%	12%	9%	21%	11%
Somewhat or	35%	35%	35%	46%	42%	19%	25%	25%	40%	34%	93%	33%	36%	0%	35%	33%	86%	27%	17%	100%	41%	24%	21%	42%
Not at all influential	50%	42%	56%	37%	57%	60%	72%	47%	52%	51%	3%	44%	51%	68%	50%	52%	14%	51%	75%	0%	48%	55%	57%	47%
DON'T KNOW	4%	8%	1%	1%	0%	12%	2%	11%	1%	4%	0%	19%	1%	0%	4%	4%	0%	11%	4%	0%	0%	12%	0%	0%
N	336	133	203	126	50	102	58	92	244	326	7	48	288	2	333	331	5	226	71	3	65	271	14	51

Q2F20. How influential was the 20/20 or 10/20 advertising campaign	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home	Home Improvement	AC/ Heat	Other Appliance	POS P-stat Purch	Non-POS Purch	SB* POS Purch	Non-SB POS Purch
Very	14%	19%	9%	18%	4%	1%	0%	15%	13%	14%	0%	25%	11%	0%	14%	14%	0%	10%	32%	0%	16%	10%	0%	16%
Somewhat or	24%	14%	33%	26%	63%	13%	26%	18%	27%	22%	80%	23%	24%	0%	24%	24%	24%	30%	14%	48%	21%	30%	33%	20%
Not at all influential	61%	65%	57%	55%	32%	86%	72%	65%	59%	62%	20%	52%	63%	100%	61%	61%	74%	57%	53%	52%	63%	57%	67%	63%
DON'T KNOW	1%	2%	0%	1%	0%	0%	1%	2%	0%	1%	0%	0%	1%	0%	1%	1%	2%	3%	0%	0%	0%	3%	0%	0%
N	240	111	129	142	28	47	23	86	154	231	4	34	206	1	239	237	3	156	54	2	39	201	3	36

Q2F21. How satisfied are you with the performance of the new Thermostat you purchased?	ALL	Hard-to-Reach	Not Hard-to-Reach	PG&E	SDG&E	SCE	SCG	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home	Home Improvement	AC/ Heat	Other Appliance	POS P-stat Purch	Non-POS Purch	SB* POS Purch	Non-SB POS Purch
1 NOT AT ALL SATISFIED	1%	1%	0%	1%	0%	0%	0%	2%	0%	0%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%	0%	1%	0%	0%
4	2%	4%	0%	4%	1%	0%	0%	6%	0%	2%	0%	0%	2%	0%	2%	2%	0%	4%	0%	0%	0%	5%	0%	0%
5	2%	1%	3%	3%	0%	2%	0%	0%	3%	2%	0%	3%	2%	0%	2%	2%	0%	5%	0%	0%	0%	5%	0%	0%
6	1%	0%	1%	0%	0%	3%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%	1%	0%	10%	0%
7	13%	10%	15%	17%	0%	18%	2%	14%	12%	11%	86%	21%	11%	0%	13%	14%	0%	10%	7%	49%	14%	11%	5%	16%
8	17%	13%	20%	20%	12%	6%	25%	3%	24%	17%	14%	2%	20%	0%	17%	12%	82%	5%	10%	29%	25%	6%	5%	28%
9	17%	15%	18%	10%	41%	8%	35%	20%	15%	17%	0%	14%	17%	0%	17%	18%	2%	25%	15%	0%	8%	27%	10%	8%
10 EXTREMELY SATISFIED	46%	55%	39%	42%	47%	63%	38%	55%	42%	48%	0%	60%	43%	100%	46%	48%	16%	48%	65%	22%	48%	44%	71%	45%
DON'T KNOW	2%	0%	4%	4%	0%	0%	0%	1%	3%	2%	0%	0%	3%	0%	2%	2%	0%	0%	2%	0%	3%	0%	0%	4%
N	178	84	94	66	28	56	28	56	122	174	2	34	144	1	177	169	9	86	47	4	54	124	21	33

Appendix H4

Refrigerator Survey Tables

0C SCREENER FOR ALL

Q0BC3. Was the [MEAS_DES1] purchased for the home at this address?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	100%	100%	100%	100%	100%	0%	100%	100%	0%	100%	100%	100%	100%	100%	100%
N	3	2	1	1	2	0	3	3	0	1	2	1	2	1	2

Q0C1. Now, about your home, What type of home do you live in?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Single Family Detached	86%	73%	94%	88%	86%	94%	85%	87%	73%	85%	86%	31%	90%	95%	0%
Townhome/Single Family Attached -4 units	5%	5%	5%	6%	5%	0%	5%	5%	9%	4%	5%	23%	4%	5%	0%
Single Family Attached/Condo/Apartment-5	6%	16%	0%	2%	6%	0%	7%	6%	18%	11%	5%	46%	4%	0%	76%
Mobile Home	2%	5%	0%	4%	2%	6%	2%	2%	0%	0%	3%	0%	2%	0%	24%
REFUSED	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q0C1B. Do you Rent or Own your home?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Own	93%	84%	98%	94%	93%	100%	92%	94%	82%	85%	95%	0%	100%	96%	65%
Rent	6%	16%	0%	6%	6%	0%	7%	6%	18%	15%	3%	100%	0%	4%	35%
REFUSED	1%	0%	2%	0%	1%	0%	1%	1%	0%	0%	1%	0%	0%	1%	0%
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

0_B SCREENER FOR NON-LIGHTING PARTICIPANT VERIFICATION

Q0B2. Our records show in [PGM YEAR] your household received a rebate for purchasing a [MEAS_DES1] through the Home Energy Efficiency Rebates Program. Is this correct?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q0B3. Is it still installed? [MEAS_DES1]	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Yes, Installed	100%	100%	100%	96%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No, WAS installed but REMOVED	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q0B4. Why was the [MEAS_DES1] removed or never installed?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Other	100%	0%	100%	100%	0%	0%	100%	100%	0%	0%	100%	0%	100%	100%	0%
N	2	0	2	2	0	0	2	2	0	0	2	0	2	2	0

0_E POS P-STAT SCREENER

Q0E1. Have you purchased a new thermostat for your home since January 2004?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	25%	18%	29%	16%	25%	35%	24%	27%	0%	17%	28%	0%	27%	25%	18%
NO	72%	80%	67%	80%	72%	65%	73%	70%	100%	81%	68%	100%	70%	71%	77%
DON'T KNOW	3%	3%	4%	4%	3%	0%	4%	4%	0%	2%	4%	0%	4%	3%	6%
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q0E1B. In what year did you install the new thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
2007	8%	0%	11%	0%	8%	0%	9%	8%	0%	0%	10%	0%	8%	8%	0%
2006	30%	50%	22%	50%	30%	50%	27%	30%	0%	45%	27%	0%	30%	26%	100%
2005	36%	36%	36%	25%	36%	50%	34%	36%	0%	33%	37%	0%	36%	38%	0%
2004	20%	7%	25%	25%	20%	0%	23%	20%	0%	11%	22%	0%	20%	21%	0%
Don't know	6%	7%	6%	0%	6%	0%	7%	6%	0%	11%	5%	0%	6%	6%	0%
N	58	16	42	8	50	6	52	58	0	11	47	0	58	55	3

Q0E1C. And in what month?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
January	14%	22%	11%	13%	14%	33%	11%	14%	0%	22%	12%	0%	14%	13%	33%
February	8%	14%	6%	13%	8%	17%	7%	8%	0%	0%	10%	0%	8%	6%	33%
March	2%	0%	3%	0%	2%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%
April	10%	7%	11%	13%	10%	17%	9%	10%	0%	0%	12%	0%	10%	9%	33%
June	6%	7%	6%	13%	6%	0%	7%	6%	0%	11%	5%	0%	6%	6%	0%
July	22%	29%	19%	25%	22%	0%	25%	22%	0%	44%	17%	0%	22%	23%	0%
August	2%	0%	3%	0%	2%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%
September	2%	0%	3%	0%	2%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%
October	6%	0%	8%	13%	6%	0%	7%	6%	0%	0%	7%	0%	6%	6%	0%
November	0%	0%	0%	13%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
December	2%	0%	3%	0%	2%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%
DON'T KNOW	26%	21%	28%	0%	26%	33%	25%	26%	0%	22%	27%	0%	26%	27%	0%
N	58	16	42	8	50	6	52	58	0	11	47	0	58	55	3

Q0E2. Was this new thermostat a Manual or Programmable Thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Programmable	78%	71%	81%	88%	78%	83%	77%	78%	0%	56%	83%	0%	78%	77%	100%
Manual	22%	29%	19%	13%	22%	17%	23%	22%	0%	44%	17%	0%	22%	23%	0%
N	58	16	42	8	50	6	52	58	0	11	47	0	58	55	3

Q0E2B. Was the Programmable Thermostat an ENERGY STAR?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	59%	50%	62%	71%	59%	40%	62%	59%	0%	60%	59%	0%	59%	58%	67%
NO	13%	30%	7%	0%	13%	40%	9%	13%	0%	20%	12%	0%	13%	11%	33%
DON'T KNOW	28%	20%	31%	29%	28%	20%	29%	28%	0%	21%	29%	0%	28%	31%	0%
N	46	11	35	7	39	5	41	46	0	6	40	0	46	43	3

Q0E4. Did you receive an "instant rebate" or use an in-store coupon when you purchased your new Programmable Thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	9%	0%	10%	0%	9%	0%	9%	9%	0%	0%	10%	0%	9%	9%	0%
NO	65%	100%	58%	50%	65%	100%	64%	65%	0%	100%	60%	0%	65%	65%	0%
DON'T KNOW	26%	0%	32%	50%	26%	0%	27%	26%	0%	0%	30%	0%	26%	26%	0%
N	27	4	23	4	23	1	26	27	0	3	24	0	27	27	0

Q0E3. Were you aware that you could have qualified for a rebate from [UTILITY] had you purchased an Energy Star Programmable Thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	21%	43%	14%	25%	21%	33%	19%	21%	0%	40%	17%	0%	21%	21%	0%
NO	76%	57%	82%	75%	76%	67%	77%	76%	0%	60%	79%	0%	76%	76%	0%
DON'T KNOW	3%	0%	5%	0%	3%	0%	4%	3%	0%	0%	4%	0%	3%	3%	0%
N	33	7	26	4	29	3	30	33	0	5	28	0	33	33	0

Q0E4B. Did you receive a rebate when you purchased your new Programmable Thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
NO	83%	67%	100%	100%	83%	50%	100%	83%	0%	100%	80%	0%	83%	100%	50%
DON'T KNOW	17%	33%	0%	0%	17%	50%	0%	17%	0%	0%	20%	0%	17%	0%	50%
N	7	3	4	1	6	2	5	7	0	1	6	0	7	5	2

Q0E7. How did you find out about the instant rebate?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
In-Store Display	12%	0%	20%	0%	13%	0%	14%	12%	0%	0%	17%	0%	12%	12%	0%
Salesperson	13%	0%	21%	100%	13%	0%	15%	13%	0%	0%	17%	0%	13%	13%	0%
Saw or heard an advertisement	12%	0%	20%	0%	13%	0%	14%	12%	0%	0%	17%	0%	12%	12%	0%
Contractor	12%	0%	20%	0%	13%	0%	14%	12%	0%	0%	17%	0%	12%	12%	0%
Bill insert	25%	33%	20%	0%	25%	100%	14%	25%	0%	0%	33%	0%	25%	25%	0%
DON'T KNOW	25%	67%	0%	0%	25%	0%	28%	25%	0%	100%	0%	0%	25%	25%	0%
N	9	3	6	1	8	1	8	9	0	2	7	0	9	9	0

Q0E8. Where did you purchase your Programmable Thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Home Depot	29%	40%	26%	40%	29%	0%	32%	29%	0%	67%	24%	0%	29%	32%	0%
Lowes	8%	0%	10%	0%	8%	0%	9%	8%	0%	0%	9%	0%	8%	9%	0%
Big Box-Target/KMart/WalMart/Sears	0%	0%	0%	20%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Contractor	50%	20%	58%	40%	50%	0%	54%	50%	0%	0%	57%	0%	50%	50%	50%
HVAC Distributor	4%	0%	5%	0%	4%	0%	5%	4%	0%	0%	5%	0%	4%	5%	0%
Utility	4%	20%	0%	0%	4%	50%	0%	4%	0%	0%	5%	0%	4%	0%	50%
DON'T KNOW	4%	20%	0%	0%	4%	50%	0%	4%	0%	33%	0%	0%	4%	5%	0%
N	29	5	24	5	24	2	27	29	0	3	26	0	29	27	2

Q0E9. How influential was the instant rebate on your decision to purchase the programmable thermostat model you chose? Would you say it was …	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Somewhat or	14%	0%	20%	0%	14%	0%	17%	14%	0%	0%	17%	0%	14%	14%	0%
Not at all influential	86%	100%	80%	100%	86%	100%	83%	86%	0%	100%	83%	0%	86%	86%	0%
N	8	2	6	1	7	1	7	8	0	1	7	0	8	8	0

Q1A1. how would you rate your knowledge of ways you could save energy in your home?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
1 NOT AT ALL KNOWLEDGEABLE	0%	1%	0%	0%	0%	0%	1%	0%	9%	0%	1%	0%	1%	0%	6%
2	1%	3%	0%	2%	1%	12%	0%	1%	9%	0%	1%	0%	1%	1%	0%
3	2%	0%	3%	0%	2%	0%	2%	2%	0%	0%	3%	0%	2%	2%	0%
4	5%	6%	5%	6%	5%	6%	5%	5%	9%	9%	4%	8%	5%	6%	0%
5	16%	21%	12%	10%	16%	6%	17%	16%	9%	24%	13%	23%	15%	16%	12%
6	10%	13%	8%	10%	10%	6%	10%	9%	18%	17%	7%	15%	9%	8%	23%
7	11%	8%	14%	12%	11%	6%	12%	12%	9%	11%	11%	15%	11%	12%	6%
8	32%	27%	35%	30%	32%	35%	31%	32%	27%	21%	36%	15%	33%	32%	29%
9	8%	5%	11%	14%	8%	6%	9%	9%	9%	6%	10%	8%	9%	9%	0%
10 EXTREMELY KNOWLEDGEABLE	13%	15%	12%	16%	13%	23%	12%	14%	0%	13%	14%	8%	14%	13%	18%
DON'T KNOW	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%	1%	8%	0%	0%	6%
Mean	7.2	6.9	7.3	7.5	7.1	7.2	7.1	7.2	5.8	6.8	7.3	6.7	7.2	7.2	7.0
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q1B1. Had you ever seen or heard of ENERGY STAR prior to this survey?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Yes	76%	68%	81%	74%	76%	65%	77%	77%	73%	65%	80%	61%	77%	77%	70%
No	22%	29%	17%	24%	22%	29%	21%	21%	27%	33%	18%	39%	21%	22%	24%
DON'T KNOW	2%	3%	2%	2%	2%	6%	2%	2%	0%	2%	2%	0%	2%	2%	6%
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q1B2. What does Energy Star mean to you?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Energy efficient/saves energy/uses less energy	89%	80%	94%	97%	89%	91%	89%	89%	88%	80%	92%	100%	88%	90%	75%
Less harmful to the environment/less pollution	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Costs less to operate/saves money on electric	10%	13%	8%	16%	10%	18%	9%	9%	25%	9%	10%	0%	11%	10%	8%
Rebate available if you purchase Energy Star a	3%	4%	2%	5%	3%	0%	3%	2%	12%	6%	2%	0%	3%	2%	8%
It's a government standard or rating system for	5%	4%	6%	3%	5%	0%	6%	6%	0%	3%	6%	0%	6%	5%	8%
Associated with appliances	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
RECORD VERBATIM	2%	6%	0%	0%	2%	0%	2%	2%	0%	6%	1%	0%	2%	1%	8%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	2%	4%	1%	0%	2%	0%	2%	2%	0%	6%	1%	0%	2%	2%	0%
N	191	66	125	37	154	13	178	180	9	43	148	9	180	177	13

Q1B6. Which of the following had the greatest impact on your decision to participate in the Home Energy Efficiency rebates program? Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
A contractor	2%	1%	2%	0%	2%	0%	2%	2%	0%	0%	3%	0%	2%	2%	6%
A retail salesperson	19%	20%	18%	28%	19%	6%	20%	19%	18%	24%	17%	23%	19%	20%	12%
Program Marketing materials such as a bi	14%	9%	18%	14%	14%	18%	14%	13%	9%	7%	17%	0%	16%	15%	12%
Program information on the internet	2%	1%	3%	4%	2%	0%	3%	3%	0%	2%	3%	0%	3%	3%	0%
The Program Rebate or	42%	49%	37%	30%	42%	59%	40%	41%	72%	44%	41%	54%	41%	42%	47%
Word of mouth	0%	0%	0%	6%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
In-store display/rebate coupon	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
The need to replace equipment	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Customer's own knowledge/own research	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Saving Energy	4%	1%	6%	0%	4%	0%	5%	4%	0%	2%	5%	0%	4%	4%	6%
Needed New Fridge	2%	3%	2%	0%	2%	0%	3%	3%	0%	4%	2%	8%	2%	2%	6%
Advertizement	0%	1%	0%	0%	0%	6%	0%	1%	0%	2%	0%	0%	1%	1%	0%
Saving Money	2%	1%	3%	2%	2%	0%	3%	3%	0%	2%	3%	0%	3%	3%	0%
Friend/Family	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
Info From Edison	1%	1%	1%	0%	1%	0%	1%	1%	0%	2%	1%	0%	1%	1%	0%
Energy Guide	2%	1%	2%	0%	2%	6%	2%	2%	0%	2%	2%	0%	2%	2%	0%
Other	3%	5%	2%	0%	3%	6%	3%	3%	0%	2%	3%	15%	2%	2%	12%
REFUSED	1%	1%	2%	2%	1%	0%	2%	2%	0%	2%	1%	0%	2%	2%	0%
DON'T KNOW	3%	4%	2%	6%	2%	0%	3%	3%	0%	6%	1%	0%	3%	3%	0%
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q1B7. Other than rebate programs, have you heard of any other programs offered by [your utility]?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Rebates	2%	3%	1%	0%	2%	6%	1%	2%	0%	2%	1%	0%	2%	1%	6%
Product give-away/turn-in event	2%	1%	3%	8%	2%	0%	2%	2%	0%	2%	2%	0%	2%	2%	0%
2nd refrigerator turn-in recycling	2%	3%	1%	2%	2%	6%	1%	2%	0%	2%	1%	0%	2%	2%	0%
Energy survey/audit	2%	3%	2%	2%	2%	0%	2%	2%	0%	2%	2%	0%	2%	2%	6%
Flex Your Power	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
10/20 campagin	1%	1%	0%	0%	1%	0%	1%	1%	0%	2%	0%	0%	1%	0%	6%
20/20 campaign	2%	3%	1%	4%	2%	0%	2%	2%	0%	4%	1%	0%	2%	1%	6%
Low income assistance program/CARE program	5%	6%	4%	4%	5%	0%	5%	5%	0%	9%	3%	15%	4%	4%	12%
Medical equipment discount	1%	0%	1%	0%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
AC cycling	22%	18%	25%	4%	22%	6%	24%	22%	27%	17%	24%	23%	22%	22%	29%
Bill averaging	1%	0%	1%	0%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
Energy hog	2%	1%	2%	0%	2%	0%	2%	2%	0%	2%	2%	0%	2%	2%	0%
Solar program	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Pool equipment	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Haven't heard of any	60%	62%	58%	74%	59%	71%	59%	59%	73%	61%	59%	54%	60%	61%	47%
RECORD - SPECIFY	4%	3%	5%	0%	4%	6%	4%	4%	0%	0%	5%	8%	4%	4%	0%
REFUSED	1%	0%	1%	0%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
DON'T KNOW	2%	3%	1%	0%	2%	6%	1%	1%	0%	4%	1%	0%	2%	2%	0%
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q1B8. Have you participated in any [Utility] programs other than the rebate program since January 2004?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Rebates	7%	10%	5%	0%	8%	33%	5%	7%	0%	8%	7%	0%	8%	9%	0%
Product give-away/turn-in event (CFLs, T	0%	0%	0%	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
2nd Refrigerator turn-in recycling	12%	5%	19%	0%	13%	33%	11%	12%	0%	8%	15%	0%	14%	15%	0%
Energy Survey or audit	0%	0%	0%	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
10/20 campagin	2%	5%	0%	0%	3%	0%	3%	2%	0%	8%	0%	0%	3%	0%	17%
20/20 campaign	0%	0%	0%	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Low Income assistance program/CARE	8%	16%	0%	18%	8%	0%	8%	8%	100%	16%	4%	49%	3%	3%	33%
AC cycling	7%	10%	5%	0%	8%	0%	8%	7%	0%	8%	7%	0%	8%	6%	17%
Bill averaging	2%	0%	5%	0%	3%	0%	3%	2%	0%	0%	4%	0%	3%	3%	0%
Pool equipment	0%	0%	0%	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Haven't PARTICIPATED IN ANY	55%	52%	57%	45%	55%	0%	59%	55%	0%	53%	56%	51%	55%	56%	50%
Other	7%	5%	9%	0%	8%	33%	5%	7%	0%	0%	11%	0%	8%	9%	0%
N	51	23	28	11	40	3	48	50	1	16	35	5	46	45	6

Q1B9. Have you ever seen or heard of the FLEX YOUR POWER campaign?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	53%	39%	62%	54%	53%	36%	55%	55%	27%	41%	57%	39%	54%	52%	65%
NO	43%	54%	35%	40%	43%	59%	41%	41%	64%	52%	39%	54%	42%	43%	35%
DON'T KNOW	4%	6%	3%	6%	4%	6%	4%	4%	9%	7%	3%	8%	4%	5%	0%
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q1B10. How did you learn about it? [FLEX YOUR POWER campaign?]	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Utility representative	3%	0%	4%	0%	3%	0%	3%	3%	0%	0%	4%	0%	3%	3%	0%
Utility brochure in mail	7%	3%	9%	4%	8%	0%	8%	8%	1%	5%	8%	0%	8%	7%	9%
Utility bill insert	34%	42%	30%	26%	34%	33%	34%	32%	66%	36%	33%	20%	34%	32%	45%
Word of mouth friend	5%	3%	5%	7%	5%	16%	4%	5%	0%	0%	6%	0%	5%	5%	0%
Television	35%	42%	32%	44%	35%	18%	36%	35%	33%	45%	32%	59%	34%	35%	36%
Radio	13%	13%	13%	11%	13%	34%	12%	14%	0%	13%	13%	0%	14%	15%	0%
Newspaper	2%	3%	1%	7%	2%	0%	2%	2%	0%	4%	1%	0%	2%	2%	0%
Magazine/trade journal/newsletter	2%	6%	0%	4%	2%	16%	1%	1%	33%	9%	0%	0%	2%	2%	0%
Billboard/Posters	2%	3%	1%	0%	2%	0%	2%	2%	0%	4%	1%	0%	2%	2%	0%
Utility website	2%	0%	3%	4%	2%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%
Other	2%	0%	3%	0%	2%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%
DON'T KNOW	7%	10%	5%	7%	7%	0%	7%	6%	0%	9%	6%	20%	6%	5%	18%
N	134	42	92	27	107	8	126	128	4	29	105	7	126	120	13

Q1B12. Did you take any actions as a result of your exposure to FLEX YOUR POWER?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	43%	48%	41%	30%	43%	33%	43%	43%	34%	59%	39%	80%	40%	42%	45%
NO	55%	52%	57%	63%	55%	67%	55%	56%	66%	41%	59%	20%	57%	56%	55%
DON'T KNOW	2%	0%	3%	7%	2%	0%	2%	1%	0%	0%	2%	0%	2%	2%	0%
N	134	42	92	27	107	8	126	128	4	29	105	7	126	120	13

Q1B13. Earlier you said you had heard of the 20/20 campaign. Is this correct? / Have you ever heard of the 20/20 campaign?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	20%	18%	21%	20%	20%	18%	20%	20%	9%	17%	21%	15%	20%	19%	29%
NO	80%	82%	79%	80%	80%	82%	80%	80%	91%	83%	79%	85%	80%	81%	71%
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q1B15. Earlier you said you had heard of the 10 20 campaign. Is this correct? / Have you ever heard of the 10/20 campaign?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	10%	8%	11%	0%	10%	6%	10%	10%	9%	7%	11%	0%	10%	9%	12%
NO	89%	92%	86%	98%	89%	94%	88%	89%	91%	93%	87%	100%	88%	89%	88%
DON'T KNOW	1%	0%	2%	2%	1%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q1B16. How did you learn about the 20/20 and 10/20 campaigns?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Contractor	2%	0%	4%	0%	2%	0%	3%	3%	0%	0%	3%	0%	3%	3%	0%
Utility representative	2%	0%	4%	0%	2%	0%	3%	3%	0%	0%	3%	0%	3%	3%	0%
Utility brochure in mail	22%	21%	22%	20%	22%	0%	24%	23%	0%	33%	19%	50%	21%	20%	40%
Utility bill insert	44%	57%	37%	50%	44%	100%	40%	41%	100%	34%	47%	0%	45%	43%	40%
Word of mouth friend	10%	0%	15%	0%	10%	0%	10%	10%	0%	0%	12%	0%	10%	11%	0%
Television	15%	7%	18%	20%	15%	0%	16%	15%	0%	11%	16%	50%	13%	14%	20%
Radio	7%	14%	4%	10%	7%	33%	5%	8%	0%	11%	6%	0%	8%	9%	0%
Newspaper	0%	0%	0%	10%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Magazine/trade journal	2%	7%	0%	0%	2%	0%	3%	3%	0%	11%	0%	0%	3%	3%	0%
Utility website/internet	2%	0%	4%	0%	2%	0%	3%	3%	0%	0%	3%	0%	3%	3%	0%
Other -Specify	0%	0%	0%	10%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	0%	0%	0%	20%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N	51	17	34	10	41	3	48	48	2	12	39	2	48	45	5

Q1B17. Did you attempt to reduce your energy consumption to get the bill credits associated with either the 10/20 or 20/20 campaign?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Yes 20/20 campaign	18%	15%	19%	70%	17%	33%	16%	18%	4%	12%	19%	0%	19%	21%	0%
Yes Both Campaigns	19%	21%	18%	0%	20%	0%	21%	18%	96%	22%	19%	0%	21%	17%	40%
Neither campaign	61%	64%	59%	30%	61%	67%	60%	61%	0%	66%	59%	100%	58%	60%	60%
DON'T KNOW	2%	0%	4%	0%	2%	0%	3%	3%	0%	0%	3%	0%	3%	3%	0%
N	51	17	34	10	41	3	48	48	2	12	39	2	48	45	5

Q1C1. Other than installing new appliances or equipment, do you regularly take any actions to conserve energy?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	97%	96%	97%	100%	97%	94%	97%	97%	100%	96%	97%	92%	97%	97%	94%
NO	3%	4%	3%	0%	3%	6%	3%	3%	0%	4%	3%	8%	3%	3%	6%
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q1C2. What actions have you taken? [To Conserve Energy]	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Use appliances off-peak/in the evenings	12%	11%	13%	10%	12%	12%	12%	13%	9%	8%	14%	17%	12%	12%	12%
Use CFLs	17%	17%	16%	26%	16%	19%	16%	16%	18%	12%	18%	8%	17%	16%	25%
Turn off lights not being used/lights on timers	55%	61%	52%	76%	55%	44%	56%	54%	73%	62%	53%	75%	54%	54%	62%
Turn down AC (decrease AC usage)	20%	8%	27%	24%	20%	19%	20%	20%	10%	8%	24%	0%	21%	21%	7%
Turn down heat (decrease heat usage)	17%	15%	18%	36%	16%	31%	15%	17%	9%	16%	17%	0%	18%	18%	7%
Use dimmer switches to lower lights	2%	1%	2%	2%	2%	0%	2%	2%	0%	2%	1%	0%	2%	2%	0%
Set computer to low power stand-by mode	4%	3%	4%	0%	4%	0%	4%	3%	0%	2%	4%	0%	3%	3%	6%
Purchase Energy Star electronics/appliances	7%	5%	8%	10%	7%	6%	7%	7%	0%	4%	8%	0%	7%	7%	6%
Dress appropriately for warmer/cooler temper	4%	3%	4%	0%	4%	0%	4%	3%	9%	4%	4%	0%	4%	4%	0%
Unplug spare refrigerator or freezer	1%	0%	1%	0%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
Remove spare refrigerator or freezer	1%	0%	1%	0%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
Replace/clean (heating/cooling) system filters	2%	0%	3%	0%	2%	0%	2%	1%	0%	0%	2%	0%	2%	2%	0%
Lower water heater temperature set-point	1%	0%	1%	6%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
Line dry clothes	1%	0%	1%	4%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
Do more cold water clothes washes	2%	1%	2%	2%	2%	0%	2%	2%	0%	2%	1%	0%	2%	2%	0%
Air dry dishes	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Run swimming pool sweeper/filter less hours	3%	1%	4%	2%	3%	0%	3%	3%	0%	2%	4%	0%	3%	3%	0%
Schedule energy-using processes during off-pe	1%	0%	2%	0%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
Turn off appliances when not in use	18%	21%	17%	8%	19%	25%	18%	18%	18%	23%	17%	33%	17%	18%	19%
Avoid purchase of additional appliances	3%	5%	1%	0%	3%	0%	3%	3%	0%	6%	1%	0%	3%	2%	6%
Replace windows	5%	3%	6%	0%	5%	0%	5%	5%	0%	4%	5%	0%	5%	4%	6%
Hot water heater wrap	1%	0%	1%	0%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
Multiple/comprehensive	1%	0%	1%	0%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
Wood heating	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Weatherproofing shell/weatherstripping/insula	0%	0%	0%	6%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Behavioral measures: close blinds, doors	0%	0%	0%	16%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Use ceiling fans/whole house fans/close vents	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Avoid use of appliances	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Full loading DW and CW	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	4%	3%	4%	2%	4%	6%	3%	3%	9%	4%	4%	8%	3%	4%	0%
DON'T KNOW	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	1%	0%	1%	0%	6%
N	245	93	152	50	195	18	227	229	13	63	182	15	229	225	19

Q1D1. My life is too busy to worry about making energy related improvements in my home.	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
1 STRONGLY DISAGREE	48%	46%	48%	56%	47%	12%	51%	46%	60%	53%	46%	57%	47%	47%	43%
2	10%	9%	11%	7%	10%	25%	9%	10%	20%	5%	11%	1%	11%	11%	0%
3	15%	12%	17%	19%	15%	25%	15%	17%	0%	16%	15%	28%	15%	15%	28%
4	5%	3%	6%	7%	5%	1%	6%	6%	0%	5%	5%	0%	6%	6%	0%
5	7%	3%	9%	11%	7%	0%	8%	7%	0%	5%	8%	0%	7%	8%	0%
6	2%	3%	2%	0%	2%	0%	2%	2%	0%	0%	3%	14%	1%	2%	0%
7	1%	3%	0%	0%	1%	0%	1%	1%	0%	5%	0%	0%	1%	1%	0%
8	5%	9%	3%	0%	5%	0%	6%	4%	20%	5%	5%	0%	6%	3%	28%
9	2%	3%	2%	0%	2%	12%	1%	2%	0%	0%	3%	0%	2%	2%	0%
10 STRONGLY AGREE	3%	6%	2%	0%	3%	25%	1%	3%	0%	0%	4%	0%	3%	3%	0%
DON'T KNOW	1%	3%	0%	0%	1%	0%	1%	1%	0%	5%	0%	0%	1%	1%	0%
Mean	2.8	3.4	2.6	2.1	2.8	5.0	2.6	2.9	2.6	2.5	2.9	2.3	2.9	2.8	3.6
N	124	43	81	27	97	9	115	115	6	27	97	8	114	115	8

Q1D2. It is possible to save energy without sacrificing comfort by being energy efficient.	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
1 STRONGLY DISAGREE	4%	8%	2%	0%	4%	0%	4%	4%	0%	10%	1%	0%	4%	4%	0%
2	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
3	2%	3%	2%	0%	2%	14%	1%	2%	0%	3%	1%	0%	2%	2%	0%
4	1%	0%	2%	0%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
5	8%	15%	3%	4%	8%	14%	8%	8%	0%	17%	4%	20%	8%	8%	11%
6	6%	5%	7%	0%	6%	0%	7%	7%	0%	3%	7%	0%	5%	6%	11%
7	6%	8%	5%	13%	6%	0%	7%	6%	14%	10%	4%	20%	6%	5%	22%
8	19%	18%	20%	13%	19%	14%	20%	19%	29%	17%	20%	0%	21%	19%	22%
9	8%	0%	14%	13%	8%	0%	9%	8%	0%	0%	12%	0%	9%	9%	0%
10 STRONGLY AGREE	45%	44%	46%	50%	45%	57%	44%	45%	57%	38%	48%	60%	45%	46%	33%
DON'T KNOW	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean	8.1	7.6	8.5	8.7	8.1	8.0	8.1	8.1	9.0	7.2	8.5	8.4	8.1	8.2	7.9
N	122	47	75	24	98	8	114	113	7	33	89	6	115	111	11

Q1D3. It is worth it to me for my household to use less energy in order to help preserve the environment	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
1 STRONGLY DISAGREE	3%	3%	3%	4%	3%	0%	3%	3%	0%	4%	3%	0%	3%	3%	0%
3	1%	2%	0%	0%	1%	0%	1%	1%	0%	4%	0%	0%	1%	1%	0%
5	1%	0%	2%	8%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
6	2%	2%	2%	4%	2%	0%	2%	2%	0%	0%	3%	0%	2%	1%	11%
7	5%	7%	4%	12%	5%	0%	6%	4%	24%	8%	4%	33%	3%	5%	11%
8	21%	15%	26%	23%	21%	33%	20%	21%	24%	12%	25%	0%	23%	24%	0%
9	6%	2%	9%	12%	6%	0%	7%	6%	0%	4%	7%	0%	7%	7%	0%
10 STRONGLY AGREE	60%	68%	54%	35%	60%	67%	59%	60%	51%	69%	57%	67%	59%	58%	78%
DON'T KNOW	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean	8.9	9.0	8.8	8.1	8.9	9.3	8.8	8.9	8.8	8.9	8.9	9.0	8.9	8.8	9.2
N	124	49	75	26	98	9	115	118	6	32	92	7	117	113	11

Q1D4. When considering purchasing appliances or other equipment, I typically consider both the price and the operating costs, not just the price.	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
2	1%	2%	0%	4%	1%	10%	0%	0%	17%	0%	1%	0%	1%	1%	0%
3	1%	0%	2%	0%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
4	1%	0%	2%	0%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
5	5%	9%	3%	9%	5%	0%	6%	6%	0%	9%	4%	12%	5%	5%	11%
6	4%	2%	5%	0%	4%	10%	3%	4%	0%	3%	4%	0%	4%	4%	0%
7	5%	7%	5%	4%	5%	10%	5%	6%	0%	9%	4%	0%	6%	5%	11%
8	13%	9%	15%	9%	13%	10%	13%	12%	0%	12%	13%	25%	12%	13%	11%
9	8%	7%	9%	13%	8%	10%	8%	9%	0%	3%	10%	12%	8%	8%	11%
10 STRONGLY AGREE	62%	65%	61%	61%	62%	50%	63%	62%	83%	65%	61%	50%	63%	62%	56%
Mean	8.9	8.8	8.9	8.8	8.9	8.2	9.0	8.9	8.7	8.9	8.9	8.8	8.9	8.9	8.8
N	134	53	81	23	111	12	122	124	7	38	96	11	122	123	10

Q2A2. Please rate your satisfaction with the <UTILITY> rebate amount	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
1 EXTREMELY DISSATISFIED	1%	0%	1%	2%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
2	0%	1%	0%	0%	0%	0%	1%	1%	0%	2%	0%	0%	1%	1%	0%
3	1%	0%	2%	2%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
4	0%	1%	0%	0%	0%	0%	1%	1%	0%	2%	0%	8%	0%	0%	6%
5	13%	14%	12%	12%	13%	6%	13%	12%	9%	15%	12%	16%	13%	13%	12%
6	3%	6%	2%	2%	3%	6%	3%	3%	18%	7%	2%	8%	3%	3%	6%
7	12%	14%	11%	14%	12%	18%	12%	13%	9%	13%	12%	8%	13%	13%	12%
8	18%	16%	19%	14%	18%	12%	19%	19%	9%	22%	17%	8%	19%	19%	6%
9	10%	9%	11%	10%	10%	12%	10%	10%	18%	7%	11%	8%	11%	11%	6%
10 EXTREMLEY SATISFIED	34%	30%	36%	40%	34%	41%	33%	33%	36%	26%	37%	38%	33%	34%	30%
DON'T KNOW	6%	8%	6%	4%	6%	6%	6%	7%	0%	6%	7%	8%	6%	5%	23%
Mean	8.1	7.9	8.2	8.1	8.1	8.5	8.0	8.1	8.2	7.7	8.2	7.8	8.1	8.1	7.8
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q2A1. Please rate your overall satisfaction with the rebate program	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
1 EXTREMELY DISSATISFIED	1%	0%	1%	2%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
2	1%	3%	0%	0%	1%	0%	1%	1%	0%	4%	0%	0%	1%	1%	0%
3	1%	0%	2%	2%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
4	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
5	7%	9%	6%	6%	7%	0%	8%	7%	0%	9%	6%	23%	6%	6%	18%
6	3%	3%	4%	2%	3%	0%	4%	3%	9%	2%	4%	0%	4%	3%	6%
7	9%	10%	8%	8%	9%	12%	9%	9%	9%	13%	7%	8%	9%	9%	6%
8	20%	20%	20%	14%	20%	18%	20%	20%	18%	24%	19%	15%	20%	21%	18%
9	11%	10%	11%	14%	11%	18%	10%	12%	0%	7%	12%	8%	11%	11%	6%
10 EXTREMLEY SATISFIED	46%	43%	47%	50%	46%	47%	45%	44%	64%	39%	48%	46%	45%	46%	41%
REFUSED	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	0%	6%
DON'T KNOW	1%	1%	0%	2%	0%	6%	0%	1%	0%	2%	0%	0%	1%	1%	0%
Mean	8.5	8.4	8.6	8.6	8.5	9.0	8.4	8.5	9.0	8.2	8.6	8.2	8.5	8.5	8.2
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q2A3. How would you rate your satisfaction with the application process	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
1 EXTREMELY DISSATISFIED	1%	1%	1%	0%	1%	0%	1%	1%	0%	2%	1%	0%	1%	1%	0%
2	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
4	2%	5%	0%	4%	2%	6%	2%	2%	0%	7%	0%	8%	2%	2%	0%
5	5%	6%	5%	6%	5%	0%	6%	5%	0%	6%	5%	16%	5%	4%	18%
6	6%	5%	6%	4%	6%	12%	5%	6%	9%	4%	7%	0%	6%	6%	6%
7	12%	12%	12%	14%	12%	18%	11%	12%	9%	13%	11%	15%	11%	12%	12%
8	19%	19%	19%	18%	19%	12%	19%	19%	18%	24%	17%	8%	20%	20%	12%
9	9%	9%	10%	18%	9%	6%	10%	10%	9%	11%	9%	0%	10%	9%	12%
10 EXTREMLEY SATISFIED	42%	39%	44%	26%	42%	47%	41%	41%	54%	30%	46%	54%	41%	42%	35%
DON'T KNOW	4%	4%	3%	8%	3%	0%	4%	4%	0%	4%	3%	0%	4%	3%	6%
Mean	8.4	8.2	8.5	8.0	8.4	8.3	8.4	8.4	8.9	7.9	8.6	8.2	8.4	8.4	8.1
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q2A4. And the Satisfaction with the turnaround time in receiving your rebate	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
1 EXTREMELY DISSATISFIED	1%	3%	1%	2%	1%	0%	2%	1%	9%	4%	1%	0%	2%	2%	0%
2	1%	3%	1%	0%	1%	0%	2%	2%	0%	4%	1%	0%	2%	2%	0%
3	2%	1%	2%	2%	2%	0%	2%	2%	0%	2%	2%	0%	2%	2%	0%
4	1%	3%	0%	6%	1%	0%	1%	1%	0%	4%	0%	8%	1%	1%	0%
5	6%	8%	6%	4%	6%	12%	6%	6%	0%	9%	5%	16%	6%	6%	12%
6	7%	8%	6%	4%	7%	6%	7%	7%	9%	9%	6%	8%	7%	6%	12%
7	9%	6%	11%	6%	9%	6%	9%	10%	0%	7%	9%	8%	9%	9%	6%
8	20%	15%	24%	28%	20%	23%	20%	20%	19%	15%	22%	8%	21%	21%	12%
9	14%	11%	15%	10%	14%	12%	14%	13%	27%	13%	14%	8%	14%	14%	12%
10 EXTREMLEY SATISFIED	30%	34%	28%	26%	30%	35%	30%	30%	36%	28%	31%	39%	29%	30%	29%
DON'T KNOW	7%	9%	7%	12%	7%	6%	8%	8%	0%	6%	8%	8%	7%	7%	18%
Mean	8.0	7.8	8.1	7.9	8.0	8.3	8.0	8.0	8.2	7.4	8.2	7.8	8.0	8.0	8.1
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q2A5. And the Satisfaction with the savings on your utility bill resulting from installing thenew [MEAS_DES1]	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
1 EXTREMELY DISSATISFIED	1%	4%	0%	2%	1%	0%	2%	2%	0%	4%	1%	8%	1%	2%	0%
2	1%	0%	1%	2%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
3	1%	1%	2%	0%	1%	6%	1%	2%	0%	2%	1%	0%	2%	2%	0%
4	4%	8%	2%	0%	4%	12%	4%	5%	0%	9%	3%	8%	4%	5%	0%
5	11%	9%	12%	14%	11%	0%	12%	11%	0%	7%	12%	30%	10%	9%	29%
6	6%	9%	5%	12%	6%	6%	7%	6%	9%	7%	6%	16%	6%	5%	23%
7	9%	6%	11%	14%	9%	0%	10%	9%	9%	9%	9%	0%	10%	10%	0%
8	13%	13%	13%	16%	13%	12%	13%	13%	9%	15%	12%	8%	13%	14%	6%
9	7%	8%	7%	6%	7%	18%	6%	7%	18%	6%	8%	0%	8%	8%	6%
10 EXTREMLEY SATISFIED	28%	33%	24%	12%	28%	41%	26%	26%	54%	28%	28%	30%	27%	28%	23%
DON'T KNOW	18%	10%	23%	22%	18%	6%	19%	18%	0%	13%	20%	0%	19%	18%	12%
Mean	7.6	7.5	7.7	7.0	7.6	8.1	7.6	7.5	9.0	7.3	7.7	6.5	7.7	7.7	7.1
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q2A6. Satisfaction with [UTILITY] as it relates to your overall program experience	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
1 EXTREMELY DISSATISFIED	1%	1%	1%	2%	1%	0%	1%	1%	0%	2%	1%	0%	1%	1%	0%
3	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
4	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
5	10%	11%	9%	6%	10%	12%	10%	11%	0%	11%	9%	23%	9%	9%	18%
6	5%	6%	5%	2%	5%	6%	5%	5%	9%	7%	5%	8%	5%	5%	6%
7	8%	5%	11%	10%	8%	6%	9%	9%	0%	6%	9%	0%	9%	9%	6%
8	17%	18%	16%	28%	17%	18%	17%	18%	9%	22%	15%	15%	17%	17%	18%
9	15%	14%	16%	18%	15%	18%	15%	15%	18%	13%	16%	15%	16%	16%	12%
10 EXTREMLEY SATISFIED	39%	42%	38%	28%	40%	41%	39%	38%	64%	37%	40%	39%	39%	40%	36%
DON'T KNOW	3%	3%	3%	4%	3%	0%	3%	3%	0%	2%	3%	0%	3%	3%	6%
Mean	8.4	8.4	8.4	8.2	8.4	8.5	8.4	8.3	9.3	8.2	8.4	8.1	8.4	8.4	8.1
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q2A8. Are the savings on your monthly ELECTRIC bill higher, lower or about the same as you expected?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Higher	13%	16%	11%	14%	13%	35%	11%	14%	0%	13%	13%	8%	13%	13%	12%
Lower	25%	25%	24%	24%	25%	18%	25%	24%	37%	26%	24%	16%	25%	24%	29%
Same	46%	42%	49%	36%	46%	24%	48%	45%	54%	48%	45%	54%	46%	47%	41%
Too Soon to Tell	3%	1%	4%	0%	3%	0%	3%	3%	0%	2%	3%	8%	3%	3%	0%
Changed use pattern	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know due to rate increase	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	13%	15%	12%	22%	13%	24%	13%	13%	9%	11%	14%	16%	13%	13%	18%
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q2B1. How did you first learn about the Home Energy Efficiency Rebate Program[if POS: instant rebate]?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Contractor	1%	0%	2%	0%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
Utility rep	2%	0%	2%	0%	2%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%
Utility brochure in mail	10%	9%	11%	2%	10%	6%	11%	10%	0%	13%	9%	15%	10%	10%	12%
Utility bill insert	19%	24%	16%	22%	19%	18%	19%	17%	36%	22%	18%	8%	19%	19%	18%
Word of mouth-friend	9%	6%	11%	10%	9%	12%	9%	9%	10%	8%	9%	0%	10%	10%	0%
TV/radio/newspaper ad	9%	13%	6%	4%	9%	12%	9%	9%	9%	13%	7%	8%	9%	9%	12%
Magazine/trade journal	1%	0%	1%	0%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
Previous participant	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Manufacturer info	4%	5%	2%	4%	4%	6%	3%	4%	0%	7%	2%	8%	3%	3%	6%
Salesperson	28%	23%	31%	38%	28%	18%	29%	27%	54%	22%	30%	16%	28%	29%	18%
In store display	18%	20%	16%	22%	18%	24%	17%	18%	18%	17%	18%	46%	16%	16%	35%
Internet	5%	6%	4%	8%	5%	18%	4%	5%	9%	4%	6%	0%	5%	5%	6%
Record other	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
REFUSED	1%	1%	0%	0%	1%	0%	1%	1%	0%	2%	0%	0%	1%	1%	0%
DON'T KNOW	7%	6%	7%	10%	6%	6%	7%	7%	0%	6%	7%	8%	7%	6%	12%
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q2B2. What would you say were the main messages of the advertising information for the Home Energy Efficiency Rebate Program you may have seen?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Save energy/efficiency	36%	37%	35%	28%	36%	53%	34%	35%	45%	35%	36%	30%	36%	37%	23%
Save money	30%	27%	32%	22%	30%	23%	30%	30%	28%	22%	32%	23%	30%	28%	47%
Reduce your energy bill	9%	9%	9%	12%	9%	6%	9%	9%	18%	7%	10%	0%	10%	9%	6%
Cash rebates	18%	23%	15%	32%	18%	35%	16%	18%	18%	21%	17%	23%	18%	18%	23%
Helping business customers make smart choic	1%	0%	2%	0%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
Save energy/conservation	6%	6%	6%	10%	6%	6%	6%	6%	9%	9%	5%	8%	6%	7%	0%
Tips on conserving energy	3%	1%	3%	0%	3%	0%	3%	2%	0%	2%	3%	0%	2%	2%	0%
Buy EE Appliances	6%	4%	7%	24%	5%	0%	6%	6%	9%	6%	6%	8%	6%	6%	6%
Appliance rebates	1%	1%	0%	6%	1%	0%	1%	1%	0%	2%	0%	0%	1%	1%	0%
Didn't see advertising/info materials	10%	8%	11%	16%	9%	0%	10%	10%	9%	8%	10%	16%	9%	9%	12%
Increase Home comfort	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
RECORD OTHER	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
REFUSED	1%	1%	0%	0%	1%	0%	1%	1%	0%	2%	0%	0%	1%	1%	0%
DON'T KNOW	12%	11%	13%	12%	12%	12%	12%	13%	0%	15%	12%	8%	13%	13%	12%
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q2B3. Where did you get your rebate application?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Retailer	62%	62%	63%	56%	62%	59%	63%	62%	73%	59%	63%	77%	61%	61%	70%
Utility	8%	16%	3%	10%	8%	6%	9%	7%	27%	18%	5%	15%	8%	9%	6%
Contractor	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
Internet	19%	13%	23%	12%	19%	35%	18%	20%	0%	15%	21%	8%	20%	21%	6%
DON'T KNOW	10%	9%	10%	22%	9%	0%	10%	10%	0%	8%	10%	0%	10%	9%	18%
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q2B4. Do you have Internet access at home?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	73%	58%	84%	84%	73%	73%	73%	75%	46%	55%	80%	75%	73%	73%	69%
NO	27%	42%	16%	16%	27%	27%	27%	25%	54%	45%	20%	25%	27%	27%	31%
N	207	85	122	44	163	13	194	191	13	56	151	15	190	187	19

Q2B5. Are you aware that rebate applications are available online?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	26%	30%	24%	41%	26%	37%	25%	25%	41%	36%	24%	23%	26%	25%	27%
NO	70%	70%	69%	57%	70%	63%	70%	70%	59%	64%	71%	77%	70%	70%	73%
DON'T KNOW	4%	0%	6%	3%	4%	0%	4%	4%	0%	0%	5%	0%	4%	5%	0%
N	156	55	101	37	119	10	146	147	7	34	122	12	142	141	14

Q2B5B. Have you downloaded a rebate application off your utility's website?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	29%	41%	21%	27%	29%	100%	22%	28%	50%	23%	32%	0%	32%	30%	33%
NO	71%	59%	79%	67%	71%	0%	78%	71%	50%	77%	68%	100%	68%	70%	67%
DON'T KNOW	0%	0%	0%	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N	46	18	28	15	31	3	43	41	4	13	33	4	41	42	3

Q2C3. Did you purchase your [MEAS_DES1] at a retail store or through a contractor?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Retail store	100%	100%	99%	100%	100%	100%	99%	99%	100%	100%	99%	100%	99%	99%	100%
Online Store	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q2C4. Do you recall seeing any [Utility] literature or displays that provided information about the energy efficiency of the [MEAS_DES1] you purchased?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	50%	52%	49%	44%	50%	53%	50%	49%	82%	55%	48%	54%	50%	50%	53%
NO	39%	38%	39%	46%	39%	24%	40%	39%	18%	37%	39%	39%	39%	40%	30%
DON'T KNOW	11%	10%	12%	10%	11%	23%	10%	12%	0%	7%	12%	8%	11%	10%	18%
N	251	96	155	50	201	19	232	234	13	65	186	16	233	230	20

Q2C5. What would you say were the main messages of those materials?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Save Energy	45%	32%	55%	20%	46%	34%	47%	45%	44%	27%	53%	43%	45%	45%	44%
Save Money	26%	24%	27%	13%	26%	22%	26%	25%	33%	23%	27%	14%	27%	27%	12%
Buy EE Applience	3%	7%	0%	0%	3%	0%	3%	2%	11%	10%	0%	14%	2%	2%	11%
Energy Star	4%	5%	3%	0%	4%	11%	3%	3%	11%	0%	6%	0%	4%	3%	11%
Appliance rebates	7%	12%	3%	0%	7%	11%	6%	8%	0%	17%	3%	14%	6%	8%	0%
Buy EE appliances	0%	0%	0%	20%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Good for the environment	0%	0%	0%	20%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	1%	2%	0%	0%	1%	0%	1%	1%	0%	3%	0%	0%	1%	1%	0%
REFUSED	3%	7%	0%	7%	3%	0%	3%	3%	0%	10%	0%	14%	2%	1%	22%
DON'T KNOW	11%	10%	12%	20%	11%	22%	10%	12%	0%	10%	11%	0%	12%	12%	0%
N	116	49	67	15	101	10	106	105	10	34	82	8	107	105	10

Q2C7. When shopping for your equipment, did you talk with a salesperson?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	86%	84%	87%	90%	86%	93%	85%	87%	80%	79%	88%	91%	85%	84%	100%
NO	12%	15%	11%	10%	12%	7%	13%	11%	20%	19%	10%	9%	13%	14%	0%
DON'T KNOW	2%	2%	2%	0%	2%	0%	2%	2%	0%	2%	2%	0%	2%	2%	0%
N	177	71	106	31	146	15	162	166	7	49	128	12	164	160	16

Q2C8. Did the salesperson tell you about the rebate program?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	63%	71%	58%	64%	63%	69%	63%	64%	49%	70%	61%	70%	62%	64%	57%
NO	29%	22%	34%	25%	29%	23%	29%	29%	26%	21%	31%	30%	29%	28%	36%
DON'T KNOW	8%	8%	8%	11%	8%	8%	8%	8%	25%	9%	8%	0%	9%	8%	7%
N	153	60	93	28	125	14	139	146	5	40	113	11	141	136	16

Q2C9. Did the salesperson tell you about the energy efficiency benefits of your [MEAS_DES1]?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	69%	62%	72%	70%	69%	50%	70%	69%	70%	62%	71%	51%	70%	71%	42%
NO	23%	25%	21%	17%	23%	31%	22%	22%	20%	24%	22%	33%	22%	21%	41%
DON'T KNOW	9%	13%	6%	13%	9%	19%	8%	9%	10%	13%	7%	16%	8%	8%	18%
N	228	85	143	47	181	18	210	215	11	56	172	15	211	207	20

Q2D4. Was your old [MEAS_DES1] in working order when it was replaced?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Yes	81%	72%	86%	82%	81%	88%	80%	82%	64%	74%	83%	31%	84%	83%	53%
No	12%	16%	10%	12%	12%	6%	13%	12%	9%	17%	11%	46%	10%	12%	18%
Didn't have an old one	6%	10%	4%	6%	6%	6%	6%	5%	27%	7%	6%	23%	5%	4%	29%
DON'T KNOW	0%	1%	0%	0%	0%	0%	1%	1%	0%	2%	0%	0%	1%	1%	0%
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q2D5. Could your old [MEAS_DES1] have been fixed, or was it beyond repair?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Could have been fixed	16%	16%	17%	33%	16%	100%	13%	17%	4%	22%	13%	0%	21%	18%	0%
Beyond Repair	44%	46%	41%	17%	44%	0%	46%	39%	96%	33%	50%	50%	42%	41%	67%
Cheaper (easier) to replace	36%	39%	34%	50%	36%	0%	38%	39%	0%	44%	31%	50%	32%	37%	33%
DON'T KNOW	4%	0%	8%	0%	4%	0%	4%	4%	0%	0%	6%	0%	5%	4%	0%
N	31	15	16	6	25	1	30	28	2	11	20	6	25	28	3

Q2D6. Did you become aware of the rebate before or after you decided to purchase the new [MEAS_DES1](s)?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Before	44%	38%	48%	50%	44%	47%	44%	44%	45%	41%	45%	39%	45%	46%	30%
After	25%	29%	22%	26%	25%	24%	25%	25%	27%	24%	25%	30%	24%	23%	41%
Same Time	27%	30%	25%	18%	27%	30%	27%	27%	27%	33%	25%	30%	27%	27%	23%
DON'T KNOW	4%	3%	5%	6%	4%	0%	4%	4%	0%	2%	5%	0%	4%	4%	6%
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q2D7. Which of the following three statements best describes the actions you would have taken had the rebate NOT existed:	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
We would NOT have bought a new .30.	4%	5%	4%	6%	4%	0%	5%	5%	0%	6%	4%	8%	4%	4%	6%
We would have bought a STANDARD EFFICIE	3%	5%	2%	6%	3%	6%	3%	4%	0%	7%	2%	8%	3%	3%	6%
We would have bought an ENERGY EFFICIEN	91%	89%	92%	88%	91%	94%	90%	91%	91%	87%	92%	85%	91%	91%	88%
DON'T KNOW	1%	1%	2%	0%	1%	0%	2%	1%	9%	0%	2%	0%	2%	2%	0%
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q2D8. If the rebate had not existed, would you have bought the SAME [MEAS_DES1] that you purchased through the program, or would you have selected (a) less expensive and less efficient [MEAS_DES1], although still energy efficient?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
We would have bought the same .30. as we	94%	94%	94%	75%	94%	75%	96%	93%	100%	98%	92%	100%	93%	93%	100%
We would have bought a less expensive, I	4%	3%	5%	16%	4%	13%	3%	4%	0%	2%	5%	0%	4%	4%	0%
DON'T KNOW	2%	3%	2%	9%	2%	12%	1%	2%	0%	0%	3%	0%	2%	2%	0%
N	227	85	142	44	183	18	209	213	11	56	171	14	211	208	18

Q2D9. If the rebate was not available, would you have bought the energy efficient [MEAS_DES1] …	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
At the same time	87%	87%	87%	75%	87%	81%	88%	88%	70%	89%	87%	91%	87%	87%	93%
Within a year or	7%	7%	6%	18%	7%	6%	7%	5%	30%	4%	7%	9%	7%	7%	7%
More than a year later	3%	6%	2%	2%	3%	12%	2%	4%	0%	6%	2%	0%	4%	4%	0%
DON'T KNOW	3%	0%	4%	5%	3%	0%	3%	3%	0%	0%	4%	0%	3%	3%	0%
N	227	85	142	44	183	18	209	213	11	56	171	14	211	208	18

Q2D9A. How many months or years would you have waited before buying (an) energy efficient [MEAS_DES1] if the rebate had not existed?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
1	100%	100%	0%	0%	100%	0%	100%	100%	0%	100%	0%	0%	100%	100%	0%
N	2	2	0	1	1	0	2	2	0	2	0	0	2	2	0

Q2D10. How influential was the Home Energy Efficiency Rebate Program in your decision to purchase your new [MEAS_DES1].	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Very	17%	20%	15%	30%	17%	23%	16%	17%	19%	24%	14%	30%	16%	17%	18%
Somewhat or	40%	38%	41%	52%	40%	41%	40%	39%	54%	35%	41%	31%	40%	39%	41%
Not at all influential	43%	42%	44%	18%	44%	35%	44%	44%	27%	40%	44%	38%	44%	44%	41%
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q2D11. How influential was the REBATE? Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Very	17%	18%	17%	28%	17%	23%	17%	17%	18%	21%	16%	31%	16%	17%	18%
Somewhat or	43%	47%	41%	38%	43%	41%	43%	42%	73%	43%	43%	39%	44%	42%	59%
Not at all influential	40%	35%	42%	32%	40%	35%	40%	41%	9%	37%	40%	30%	40%	41%	24%
DON'T KNOW	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q2D13. How influential was…Salesperson? Would you say they were…	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Very	18%	22%	15%	19%	18%	19%	18%	17%	40%	24%	16%	25%	18%	19%	12%
Somewhat or	34%	35%	33%	40%	34%	32%	34%	35%	20%	36%	33%	34%	34%	33%	35%
Not at all influential	47%	42%	49%	38%	47%	44%	47%	47%	40%	38%	49%	42%	47%	46%	53%
DON'T KNOW	2%	1%	2%	2%	2%	6%	1%	2%	0%	2%	1%	0%	2%	2%	0%
N	227	85	142	47	180	18	209	214	11	56	171	15	210	206	20

Q2D14. How influential was the ….Advertising material? Would you say…..	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Very	18%	25%	14%	28%	18%	31%	17%	18%	18%	28%	15%	17%	18%	19%	8%
Somewhat or	37%	42%	35%	43%	37%	38%	37%	37%	55%	40%	36%	59%	36%	36%	57%
Not at all influential	44%	33%	52%	25%	45%	31%	46%	45%	27%	32%	49%	25%	46%	45%	35%
DON'T KNOW	0%	0%	0%	5%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N	222	86	136	40	182	17	205	205	13	59	163	14	207	204	17

Q2D15. How influential was…FLEX YOUR POWER advertising campaign? Would you say….	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Very	7%	3%	8%	15%	7%	0%	7%	6%	1%	5%	7%	0%	6%	6%	0%
Somewhat or	33%	35%	32%	30%	33%	17%	34%	32%	66%	36%	32%	21%	34%	34%	27%
Not at all influential	56%	61%	54%	52%	56%	83%	54%	58%	33%	59%	55%	79%	55%	55%	73%
DON'T KNOW	5%	0%	7%	4%	5%	0%	5%	4%	0%	0%	6%	0%	5%	5%	0%
N	134	42	92	27	107	8	126	128	4	29	105	7	126	120	13

Q2D16. How influential was …. The 20/20 or 10/20 advertising campaign? Would you say ….	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Very	10%	21%	4%	0%	10%	33%	8%	10%	0%	22%	6%	0%	10%	11%	0%
Somewhat or	29%	29%	30%	40%	29%	0%	32%	26%	100%	33%	28%	0%	29%	26%	40%
Not at all influential	61%	50%	67%	60%	61%	67%	61%	64%	0%	45%	66%	100%	61%	63%	60%
N	51	17	34	10	41	3	48	48	2	12	39	2	48	45	5

Q2D17. how satisfied are you with the [meas_des1] you purchased and [its/their] performance?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
1 NOT AT ALL SATISFIED	2%	4%	2%	4%	2%	0%	3%	2%	9%	0%	3%	15%	2%	2%	12%
2	1%	1%	1%	2%	1%	0%	1%	1%	0%	2%	1%	0%	1%	1%	0%
3	1%	0%	1%	2%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
5	5%	6%	5%	2%	5%	0%	6%	6%	0%	6%	5%	8%	5%	5%	12%
6	3%	3%	3%	6%	3%	0%	3%	3%	9%	2%	3%	8%	3%	3%	6%
7	8%	10%	7%	4%	8%	18%	8%	9%	0%	13%	7%	23%	7%	8%	18%
8	20%	20%	19%	20%	20%	23%	19%	19%	36%	21%	20%	0%	21%	21%	12%
9	16%	15%	16%	16%	16%	18%	16%	16%	9%	18%	15%	15%	16%	17%	6%
10 EXTREMELY SATISFIED	44%	40%	46%	44%	44%	41%	44%	44%	36%	39%	45%	31%	44%	44%	36%
Mean	8.5	8.3	8.6	8.3	8.5	8.8	8.4	8.5	8.0	8.5	8.4	7.1	8.5	8.6	7.3
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q2E1. Did you purchase your Thermostat at a retail store or through a contractor?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Retail store	38%	43%	36%	50%	38%	50%	36%	38%	0%	44%	37%	0%	38%	38%	33%
Contractor	52%	29%	61%	50%	52%	17%	57%	52%	0%	22%	58%	0%	52%	53%	33%
Came with House	2%	7%	0%	0%	2%	17%	0%	2%	0%	11%	0%	0%	2%	2%	0%
Gift	2%	0%	3%	0%	2%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%
Care Program	4%	14%	0%	0%	4%	17%	2%	4%	0%	11%	2%	0%	4%	2%	33%
DON'T KNOW	2%	7%	0%	0%	2%	0%	2%	2%	0%	11%	0%	0%	2%	2%	0%
N	58	16	42	8	50	6	52	58	0	11	47	0	58	55	3

Q2E2. Do you recall seeing any [Utility] literature or displays that provided information about the energy efficiency of the Thermostat you purchased?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	26%	0%	38%	25%	26%	0%	31%	26%	0%	0%	33%	0%	26%	28%	0%
NO	58%	67%	54%	75%	58%	67%	56%	58%	0%	75%	53%	0%	58%	56%	100%
DON'T KNOW	16%	33%	8%	0%	16%	33%	12%	16%	0%	25%	13%	0%	16%	17%	0%
N	23	7	16	4	19	3	20	23	0	5	18	0	23	22	1

Q2E4. What would you say were the main messages of those materials?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Saves Energy	21%	0%	21%	100%	20%	0%	21%	21%	0%	0%	21%	0%	21%	21%	0%
Saves Money	40%	0%	40%	0%	40%	0%	40%	40%	0%	0%	40%	0%	40%	40%	0%
REFUSED	20%	0%	20%	0%	20%	0%	20%	20%	0%	0%	20%	0%	20%	20%	0%
DON'T KNOW	20%	0%	20%	0%	20%	0%	20%	20%	0%	0%	20%	0%	20%	20%	0%
N	6	0	6	1	5	0	6	6	0	0	6	0	6	6	0

Q2E5. When shopping for your thermostat, did you talk with a salesperson?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	37%	17%	46%	50%	37%	0%	44%	37%	0%	25%	40%	0%	37%	39%	0%
NO	58%	67%	54%	50%	58%	100%	50%	58%	0%	51%	60%	0%	58%	56%	100%
DON'T KNOW	5%	17%	0%	0%	5%	0%	6%	5%	0%	25%	0%	0%	5%	6%	0%
N	23	7	16	4	19	3	20	23	0	5	18	0	23	22	1

Q2E6. Did the salesperson tell you about the rebate program?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	72%	100%	67%	100%	71%	0%	72%	72%	0%	100%	67%	0%	72%	72%	0%
NO	28%	0%	33%	0%	29%	0%	28%	28%	0%	0%	33%	0%	28%	28%	0%
N	9	1	8	2	7	0	9	9	0	1	8	0	9	9	0

Q2E7. Did the salesperson tell you about the energy efficiency benefits of your thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	47%	33%	50%	40%	47%	0%	50%	47%	0%	49%	47%	0%	47%	47%	0%
NO	48%	34%	50%	60%	47%	100%	45%	48%	0%	2%	53%	0%	48%	48%	0%
DON'T KNOW	5%	33%	0%	0%	5%	0%	5%	5%	0%	49%	0%	0%	5%	5%	0%
N	24	4	20	5	19	1	23	24	0	3	21	0	24	24	0

Q2E8. Did your contractor tell you about the energy efficiency benefits of your programmable thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	73%	99%	68%	25%	73%	100%	72%	73%	0%	98%	71%	0%	73%	72%	100%
NO	27%	1%	32%	75%	27%	0%	28%	27%	0%	2%	29%	0%	27%	28%	0%
N	30	5	25	4	26	1	29	30	0	3	27	0	30	29	1

Q2E8B. how satisfied are you with this contractor?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
3	4%	0%	5%	0%	4%	0%	4%	4%	0%	0%	4%	0%	4%	4%	0%
6	4%	0%	5%	0%	4%	0%	4%	4%	0%	0%	4%	0%	4%	4%	0%
7	15%	25%	14%	0%	15%	100%	12%	15%	0%	0%	17%	0%	15%	16%	0%
8	12%	0%	14%	25%	12%	0%	12%	12%	0%	0%	13%	0%	12%	12%	0%
9	15%	0%	18%	0%	15%	0%	16%	15%	0%	0%	17%	0%	15%	16%	0%
10 EXTREMELY SATISFIED	50%	75%	46%	75%	50%	0%	52%	50%	0%	100%	46%	0%	50%	48%	100%
Mean	8.7	9.3	8.6	9.5	8.7	7.0	8.8	8.7	.	10.0	8.6	.	8.7	8.7	10.0
N	30	5	25	4	26	1	29	30	0	3	27	0	30	29	1

Q2E9. Did your contractor tell you of the Home Energy Efficiency Rebate program?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	34%	49%	32%	0%	35%	100%	32%	34%	0%	49%	33%	0%	34%	36%	0%
NO	54%	51%	55%	100%	54%	0%	56%	54%	0%	51%	54%	0%	54%	52%	100%
DON'T KNOW	11%	0%	14%	0%	12%	0%	12%	11%	0%	0%	12%	0%	11%	12%	0%
N	30	5	25	4	26	1	29	30	0	3	27	0	30	29	1

Q2E10. Did your contractor recommend purchasing an Energy Star Programmable thermostat rather than a manual or non-Energy Star Programmable Thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	38%	49%	36%	0%	38%	0%	40%	38%	0%	49%	37%	0%	38%	36%	100%
NO	46%	26%	50%	100%	46%	100%	44%	46%	0%	2%	50%	0%	46%	48%	0%
DON'T KNOW	15%	25%	14%	0%	15%	0%	16%	15%	0%	49%	12%	0%	15%	16%	0%
N	30	5	25	4	26	1	29	30	0	3	27	0	30	29	1

Q2E12. How old was the thermostat that was replaced?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Less than 5 years old	8%	14%	6%	0%	8%	17%	7%	8%	0%	22%	5%	0%	8%	8%	0%
5 to 10 years old	10%	7%	11%	25%	10%	17%	9%	10%	0%	0%	12%	0%	10%	11%	0%
10 to 15 years old	18%	14%	20%	25%	18%	17%	18%	18%	0%	22%	17%	0%	18%	19%	0%
15 to 20 years old	20%	22%	19%	25%	20%	33%	18%	20%	0%	0%	24%	0%	20%	17%	67%
More than 20 years old	36%	28%	39%	13%	36%	0%	41%	36%	0%	44%	34%	0%	36%	38%	0%
Did not have old unit	6%	7%	6%	0%	6%	17%	5%	6%	0%	11%	5%	0%	6%	6%	0%
Don't know	2%	7%	0%	13%	2%	0%	2%	2%	0%	0%	2%	0%	2%	0%	33%
Mean	20.5	19.6	20.8	16.1	20.5	12.0	21.5	20.5	.	21.1	20.4	.	20.5	20.5	20.0
N	56	14	42	7	49	6	50	56	0	10	46	0	56	54	2

Q2E14. Was your old thermostat in working order when it was replaced?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	77%	62%	82%	88%	77%	80%	76%	77%	0%	51%	82%	0%	77%	77%	67%
NO	23%	38%	18%	13%	23%	20%	24%	23%	0%	49%	18%	0%	23%	23%	33%
N	55	15	40	8	47	5	50	55	0	10	45	0	55	52	3

Q2F6. Did you purchase an air conditioner, heat pump or furnace when you bought your thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Yes- AC	36%	7%	47%	38%	36%	0%	41%	36%	.	11%	41%	.	36%	38%	0%
YES- Furnace	24%	14%	28%	13%	24%	17%	25%	24%	.	0%	29%	.	24%	23%	33%
YES- Heat Pump	2%	0%	3%	0%	2%	0%	2%	2%	.	0%	2%	.	2%	2%	0%
NONE	50%	71%	42%	50%	50%	67%	48%	50%	.	78%	44%	.	50%	49%	67%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	.	0%	0%	.	0%	0%	0%
DON'T KNOW	2%	7%	0%	0%	2%	17%	0%	2%	.	11%	0%	.	2%	2%	0%
N	58	16	42	8	50	6	52	58	0	11	47	0	58	55	3

Q2F7. Was your previous thermostat a …	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Manual Thermostat	81%	69%	85%	63%	81%	60%	83%	81%	0%	62%	85%	0%	81%	82%	67%
Programmable Thermostat-but not Energy S	9%	8%	9%	25%	9%	0%	10%	9%	0%	13%	8%	0%	9%	9%	0%
Programmable Thermostat-not sure if Ener	6%	8%	6%	0%	6%	20%	5%	6%	0%	0%	8%	0%	6%	5%	33%
Energy Star Programmable Thermostat	2%	8%	0%	13%	2%	20%	0%	2%	0%	12%	0%	0%	2%	2%	0%
DON'T KNOW	2%	8%	0%	0%	2%	0%	2%	2%	0%	12%	0%	0%	2%	2%	0%
N	55	15	40	8	47	5	50	55	0	10	45	0	55	52	3

Q2F8. Do you usually adjust the temperature settings on your new thermostat manually or do you program it to adjust automatically at different times of the day?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Adjust Manually	34%	10%	41%	57%	33%	0%	38%	34%	0%	21%	35%	0%	34%	36%	0%
Programmed	66%	90%	59%	43%	67%	100%	62%	66%	0%	79%	65%	0%	66%	64%	100%
N	46	11	35	7	39	5	41	46	0	6	40	0	46	43	3

Q2F9A. Would you say that using a programmable thermostat makes your home:	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
MORE Comfortable than using a regular th	56%	50%	59%	57%	56%	40%	59%	56%	0%	40%	59%	0%	56%	56%	67%
JUST as comfortable OR	41%	50%	38%	29%	41%	60%	38%	41%	0%	60%	38%	0%	41%	42%	33%
LESS comfortable than using a regular th	3%	0%	3%	0%	3%	0%	3%	3%	0%	0%	3%	0%	3%	3%	0%
DON'T KNOW	0%	0%	0%	14%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
N	46	11	35	7	39	5	41	46	0	6	40	0	46	43	3

Q2F9B. Would you say that using a programmable thermostat:	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
More convenient than using a regular the	72%	80%	69%	57%	72%	80%	70%	72%	0%	60%	73%	0%	72%	69%	100%
Not any more or less convenient OR	15%	10%	17%	29%	15%	0%	18%	15%	0%	20%	15%	0%	15%	17%	0%
Less convenient than using a regular the	8%	10%	7%	0%	8%	20%	6%	8%	0%	20%	6%	0%	8%	8%	0%
DON'T KNOW	5%	0%	7%	14%	5%	0%	6%	5%	0%	1%	6%	0%	5%	6%	0%
N	46	11	35	7	39	5	41	46	0	6	40	0	46	43	3

Q2F9C. Would you say that using a programmable thermostat has led you to use your heater and/or air conditioner:	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
More hours than using a regular thermost	15%	30%	10%	0%	15%	40%	12%	15%	0%	60%	9%	0%	15%	17%	0%
About the same number of hours OR	31%	40%	28%	57%	31%	40%	30%	31%	0%	20%	33%	0%	31%	31%	33%
Less hours than using a regular thermost	51%	30%	58%	43%	51%	20%	56%	51%	0%	21%	56%	0%	51%	50%	67%
DON'T KNOW	3%	0%	3%	0%	3%	0%	3%	3%	0%	0%	3%	0%	3%	3%	0%
N	46	11	35	7	39	5	41	46	0	6	40	0	46	43	3

Q2F9D. How often do you override the settings you have pre-programmed?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Never	10%	20%	7%	14%	10%	0%	12%	10%	0%	40%	6%	0%	10%	11%	0%
Occasionally (every few weeks)	61%	60%	62%	14%	62%	80%	58%	61%	0%	20%	67%	0%	61%	58%	100%
Frequently (at least once a week)	10%	10%	10%	14%	10%	20%	9%	10%	0%	20%	9%	0%	10%	11%	0%
All the time (multiple times a week)	5%	10%	3%	0%	5%	0%	6%	5%	0%	20%	3%	0%	5%	6%	0%
ONLY USE MANUALLY	11%	0%	14%	57%	10%	0%	12%	11%	0%	1%	12%	0%	11%	11%	0%
DON'T KNOW	3%	0%	3%	0%	3%	0%	3%	3%	0%	0%	3%	0%	3%	3%	0%
N	46	11	35	7	39	5	41	46	0	6	40	0	46	43	3

Q2F9E. Do you typically override the setting to increase or decrease the usage of your heating and/or cooling equipment?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Increase	47%	38%	50%	50%	47%	40%	48%	47%	0%	33%	48%	0%	47%	48%	33%
Decrease	37%	63%	27%	0%	37%	60%	32%	37%	0%	67%	33%	0%	37%	33%	67%
DON'T KNOW	17%	0%	23%	50%	17%	0%	20%	17%	0%	0%	19%	0%	17%	19%	0%
N	32	8	24	2	30	5	27	32	0	3	29	0	32	29	3

Q2F10. Did you become aware of the fact that the thermostat was on sale [there was a rebate] before or after you decided to purchase your new thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
BEFORE	50%	0%	50%	0%	50%	0%	50%	50%	0%	0%	50%	0%	50%	50%	0%
AFTER	50%	0%	50%	0%	50%	0%	50%	50%	0%	0%	50%	0%	50%	50%	0%
N	2	0	2	0	2	0	2	2	0	0	2	0	2	2	0

Q2F11. Which of the following four statements best describes the actions you would have taken had the thermostat NOT been on sale [had not taken the rebate]:	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
We would NOT have purchased a thermostat	50%	0%	50%	0%	50%	0%	50%	50%	0%	0%	50%	0%	50%	50%	0%
We would have purchased the same Energy	50%	0%	50%	0%	50%	0%	50%	50%	0%	0%	50%	0%	50%	50%	0%
N	2	0	2	0	2	0	2	2	0	0	2	0	2	2	0

Q2F12. If the thermostat had not been on Sale [rebate was not available], would you have purchased this Energy Star programmable thermostat…	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
At the same time	100%	0%	100%	0%	100%	0%	100%	100%	0%	0%	100%	0%	100%	100%	0%
N	1	0	1	0	1	0	1	1	0	0	1	0	1	1	0

Q2F14. How influential was the Home Energy Efficiency Rebate Program in your decision.	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Very	6%	14%	3%	0%	6%	0%	7%	6%	0%	22%	2%	0%	6%	6%	0%
Somewhat or	12%	0%	17%	13%	12%	0%	14%	12%	0%	0%	15%	0%	12%	13%	0%
Not at all influential	80%	79%	80%	75%	80%	83%	80%	80%	0%	67%	83%	0%	80%	79%	100%
DON'T KNOW	2%	7%	0%	13%	2%	17%	0%	2%	0%	11%	0%	0%	2%	2%	0%
N	58	16	42	8	50	6	52	58	0	11	47	0	58	55	3

Q2F15. How influential was the REBATE	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Somewhat or	50%	0%	50%	0%	50%	0%	50%	50%	0%	0%	50%	0%	50%	50%	0%
Not at all influential	50%	0%	50%	0%	50%	0%	50%	50%	0%	0%	50%	0%	50%	50%	0%
N	2	0	2	0	2	0	2	2	0	0	2	0	2	2	0

Q2F16. How influential was the CONTRACTOR	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Very	46%	99%	36%	0%	46%	100%	44%	46%	0%	98%	41%	0%	46%	44%	100%
Somewhat or	19%	0%	23%	25%	19%	0%	20%	19%	0%	0%	21%	0%	19%	20%	0%
Not at all influential	31%	1%	37%	75%	31%	0%	32%	31%	0%	2%	34%	0%	31%	32%	0%
DON'T KNOW	4%	0%	5%	0%	4%	0%	4%	4%	0%	0%	4%	0%	4%	4%	0%
N	30	5	25	4	26	1	29	30	0	3	27	0	30	29	1

Q2F17. How influential was the SALESPERSON	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Very	16%	27%	9%	0%	16%	0%	18%	16%	0%	28%	12%	0%	16%	14%	33%
Somewhat or	19%	0%	28%	0%	19%	0%	21%	19%	0%	0%	24%	0%	19%	21%	0%
Not at all influential	53%	46%	57%	100%	53%	75%	50%	53%	0%	29%	60%	0%	53%	52%	67%
DON'T KNOW	12%	27%	5%	0%	13%	25%	11%	12%	0%	43%	4%	0%	12%	14%	0%
N	36	12	24	4	32	4	32	36	0	8	28	0	36	33	3

Q2F18. How influential was the ADVERTISING MATERIAL	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Very	11%	17%	9%	0%	11%	0%	12%	11%	0%	25%	8%	0%	11%	12%	0%
Somewhat or	16%	17%	15%	33%	16%	0%	18%	16%	0%	12%	16%	0%	16%	14%	50%
Not at all influential	64%	50%	70%	67%	64%	80%	63%	64%	0%	38%	70%	0%	64%	65%	50%
DON'T KNOW	9%	17%	6%	0%	9%	20%	7%	9%	0%	25%	5%	0%	9%	9%	0%
N	51	13	38	6	45	5	46	51	0	9	42	0	51	49	2

Q2F19. How influential was the FLEX YOUR POWER AD CAMPAIGN	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Very	4%	17%	0%	0%	4%	0%	5%	4%	0%	25%	0%	0%	4%	4%	0%
Somewhat or	21%	0%	28%	25%	21%	0%	25%	21%	0%	0%	25%	0%	21%	22%	0%
Not at all influential	71%	67%	72%	50%	71%	75%	70%	71%	0%	51%	75%	0%	71%	69%	100%
DON'T KNOW	4%	17%	0%	25%	4%	25%	0%	4%	0%	25%	0%	0%	4%	4%	0%
N	28	7	21	4	24	4	24	28	0	5	23	0	28	27	1

Q2F20. How influential was the 20/20 OR 20/10 AD CAMPAIGN	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Very	15%	33%	10%	0%	15%	0%	17%	15%	0%	96%	8%	0%	15%	17%	0%
Somewhat or	39%	33%	40%	50%	38%	0%	42%	39%	0%	0%	42%	0%	39%	33%	100%
Not at all influential	46%	34%	50%	50%	46%	100%	42%	46%	0%	4%	50%	0%	46%	50%	0%
N	15	4	11	2	13	1	14	15	0	2	13	0	15	14	1

Q2F21. How satisfied are you with the new Thermostat you purchased and its performance?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
1 NOT AT ALL SATISFIED	0%	0%	0%	13%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
5	16%	21%	14%	0%	16%	33%	14%	16%	0%	33%	12%	0%	16%	17%	0%
6	2%	0%	3%	0%	2%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%
7	10%	14%	8%	0%	10%	0%	11%	10%	0%	11%	10%	0%	10%	8%	33%
8	24%	14%	28%	38%	24%	17%	25%	24%	0%	11%	27%	0%	24%	26%	0%
9	6%	14%	3%	13%	6%	0%	7%	6%	0%	22%	3%	0%	6%	6%	0%
10 EXTREMELY SATISFIED	42%	36%	44%	25%	42%	50%	41%	42%	0%	22%	46%	0%	42%	40%	67%
DON'T KNOW	0%	0%	0%	13%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean	8.3	8.1	8.4	7.7	8.3	8.0	8.3	8.3	.	7.5	8.4	.	8.3	8.2	9.0
N	58	16	42	8	50	6	52	58	0	11	47	0	58	55	3

Q0D1. Have you ever heard of compact fluorescent light bulbs or CFLs?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	85%	78%	89%	78%	85%	88%	85%	85%	73%	74%	89%	69%	86%	86%	70%
NO	14%	22%	10%	22%	14%	12%	15%	14%	27%	26%	10%	31%	13%	13%	30%
DON'T KNOW	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q0D2. Have you ever heard of CFLs?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	74%	65%	85%	91%	73%	100%	72%	74%	67%	72%	75%	26%	81%	80%	41%
NO	23%	35%	8%	9%	23%	0%	25%	22%	33%	28%	19%	74%	15%	16%	59%
DON'T KNOW	3%	0%	8%	0%	3%	0%	4%	4%	0%	0%	6%	0%	4%	4%	0%
N	41	22	19	11	30	2	39	38	3	18	23	5	36	34	7

Q0D3. When did you first become aware of CFLs? Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
In the last two years (2005 or 2006)	37%	36%	37%	35%	37%	24%	38%	37%	30%	38%	36%	40%	36%	36%	35%
More than 2 years ago but since the ener	28%	27%	28%	16%	28%	35%	27%	28%	40%	28%	28%	30%	27%	29%	14%
During the Energy Crisis OR	5%	3%	6%	14%	5%	12%	4%	5%	0%	4%	5%	0%	5%	5%	1%
More than 5 years ago (before the energy	28%	26%	29%	31%	28%	24%	28%	28%	10%	24%	29%	20%	29%	27%	42%
DON'T KNOW	3%	8%	0%	4%	3%	6%	3%	2%	20%	6%	2%	10%	3%	3%	7%
N	243	90	153	49	194	19	224	227	12	61	182	13	228	225	17

Q0D5. Have you ever purchased any CFLs?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	77%	74%	78%	80%	77%	71%	77%	76%	90%	76%	77%	51%	79%	78%	65%
NO	23%	26%	22%	20%	23%	29%	23%	24%	10%	24%	23%	49%	21%	22%	35%
N	243	90	153	49	194	19	224	227	12	61	182	13	228	225	17

Q0D6. Did you purchase any CFLs in 2004, 2005 or 2006?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
2004	35%	30%	38%	59%	35%	42%	35%	36%	34%	24%	39%	41%	35%	35%	33%
2005	39%	37%	40%	64%	39%	25%	40%	40%	33%	37%	40%	41%	39%	39%	45%
2006	45%	43%	46%	54%	45%	50%	45%	45%	45%	45%	45%	20%	46%	47%	23%
DON'T KNOW	6%	4%	7%	0%	6%	8%	6%	5%	0%	0%	8%	0%	6%	6%	11%
N	188	69	119	39	149	14	174	174	11	47	141	8	180	176	12

Q0D10. When was your first CFL purchase? (Okay to prompt if needed)	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
2007 or 2006	22%	18%	24%	8%	22%	17%	22%	22%	22%	21%	22%	0%	23%	23%	11%
2005	19%	22%	17%	13%	19%	17%	19%	18%	33%	21%	18%	20%	19%	19%	22%
2004	18%	15%	20%	21%	18%	17%	18%	18%	23%	11%	21%	20%	18%	19%	11%
between 2001 and 2004	15%	13%	16%	28%	15%	25%	14%	14%	22%	14%	15%	21%	15%	15%	12%
prior to 2001	16%	18%	15%	23%	16%	0%	18%	18%	0%	21%	15%	0%	17%	16%	22%
DON'T KNOW	10%	13%	8%	8%	10%	25%	9%	9%	0%	13%	9%	39%	9%	9%	22%
N	188	69	119	39	149	14	174	174	11	47	141	8	180	176	12

Q3C1. Do you currently have any CFLs installed in your home?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	93%	96%	91%	95%	93%	100%	92%	93%	89%	95%	92%	80%	93%	93%	89%
NO	7%	4%	9%	5%	7%	0%	8%	7%	11%	5%	8%	20%	7%	7%	11%
N	188	69	119	39	149	14	174	174	11	47	141	8	180	176	12

Q3D0A. Are you storing any CFLs for use as spares or to be installed at a later date?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	75%	76%	74%	82%	74%	83%	74%	77%	56%	74%	75%	80%	74%	74%	89%
NO	22%	22%	22%	18%	22%	17%	23%	20%	44%	24%	22%	20%	22%	23%	0%
DON'T KNOW	3%	2%	4%	0%	3%	0%	4%	3%	0%	3%	4%	0%	3%	3%	11%
N	188	69	119	39	149	14	174	174	11	47	141	8	180	176	12

Q3F1. How satisfied are you with your most recent CFL purchase?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
1 NOT AT ALL SATISFIED	4%	0%	6%	8%	4%	0%	4%	4%	0%	0%	5%	0%	4%	4%	0%
2	3%	5%	1%	3%	3%	8%	2%	3%	0%	8%	1%	20%	2%	2%	11%
3	1%	2%	1%	0%	1%	0%	1%	1%	0%	3%	1%	0%	1%	1%	0%
4	3%	0%	4%	3%	3%	0%	3%	3%	0%	0%	4%	0%	3%	3%	0%
5	11%	7%	14%	3%	11%	8%	12%	12%	0%	5%	13%	0%	12%	11%	22%
6	6%	7%	5%	3%	6%	8%	6%	7%	0%	10%	4%	1%	6%	6%	0%
7	10%	4%	14%	10%	10%	8%	10%	11%	0%	5%	12%	0%	10%	11%	0%
8	15%	17%	14%	18%	15%	25%	14%	15%	1%	19%	14%	39%	14%	15%	11%
9	11%	18%	6%	15%	11%	25%	10%	8%	44%	16%	9%	0%	11%	11%	11%
10 EXTREMELY SATISFIED	33%	37%	31%	38%	33%	17%	34%	32%	55%	32%	33%	41%	33%	32%	45%
DON'T KNOW	3%	2%	4%	0%	3%	0%	4%	4%	0%	3%	4%	0%	3%	4%	0%
Mean	7.6	8.1	7.3	7.9	7.6	7.6	7.6	7.4	9.5	7.8	7.5	7.6	7.6	7.6	7.7
N	188	69	119	39	149	14	174	174	11	47	141	8	180	176	12

Q3G1. When one of the incandescent bulbs you now have installed burns out, would you say you	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
You Will definitely replace it with a CF	40%	47%	36%	47%	40%	35%	40%	39%	60%	48%	37%	21%	41%	40%	43%
You Will possibly replace it with a CFL	44%	36%	49%	31%	44%	41%	44%	44%	20%	34%	47%	60%	43%	43%	50%
You will definitely NOT replace it with	13%	10%	15%	18%	13%	18%	13%	14%	0%	8%	15%	20%	12%	13%	7%
DO NOT READ..No incandescent bulbs insta	2%	3%	1%	2%	2%	0%	2%	1%	10%	4%	1%	0%	2%	2%	0%
DON'T KNOW	2%	5%	0%	2%	2%	6%	2%	2%	10%	6%	1%	0%	2%	2%	0%
N	243	90	153	49	194	19	224	227	12	61	182	13	228	225	17

Q3G3A. What is the main factor preventing you from installing [more] CFLs in your home?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Waiting for installed bulbs to burn out	19%	18%	21%	10%	20%	18%	20%	20%	20%	18%	20%	20%	20%	21%	7%
Storing incandescent bulbs	2%	3%	2%	4%	2%	0%	2%	2%	0%	2%	2%	10%	2%	2%	7%
Storing CFLs	1%	3%	0%	4%	1%	12%	0%	1%	0%	2%	1%	0%	1%	1%	7%
Operating hours	3%	3%	3%	0%	3%	0%	3%	3%	0%	4%	3%	0%	3%	3%	0%
CFLs too expensive/cost too much	11%	16%	8%	4%	11%	23%	10%	11%	10%	18%	9%	20%	11%	12%	7%
Need DIMMABLE bulbs	5%	4%	6%	2%	5%	0%	6%	6%	0%	4%	6%	0%	5%	5%	7%
Need 3-WAY bulbs	2%	0%	2%	0%	2%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%
Do not like the look of CFLs	6%	4%	7%	4%	6%	12%	6%	7%	0%	0%	8%	10%	6%	7%	0%
Do not like the way CFLs FIT in fixtures	7%	7%	8%	20%	7%	12%	7%	6%	20%	4%	8%	10%	7%	7%	7%
Not BRIGHT enough	13%	8%	16%	8%	13%	0%	14%	13%	10%	8%	15%	10%	13%	13%	14%
Do not like the COLOR	3%	1%	4%	10%	3%	0%	3%	3%	0%	2%	4%	0%	3%	3%	0%
CFLs take too LONG to light up	2%	0%	2%	2%	2%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%
Bad Experience with them	1%	1%	0%	0%	1%	0%	1%	1%	0%	2%	0%	0%	1%	1%	0%
Do not have any	2%	3%	2%	0%	2%	0%	2%	2%	0%	4%	1%	10%	2%	1%	14%
Lack of Knowledge	3%	1%	3%	2%	3%	0%	3%	2%	10%	0%	3%	0%	2%	2%	7%
Laziness	2%	1%	2%	2%	2%	0%	2%	2%	0%	2%	2%	0%	2%	2%	7%
Nothing	4%	7%	2%	0%	4%	6%	4%	4%	0%	6%	3%	0%	4%	4%	7%
Not compatable with other end uses	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
All fixtures already have CFLs	9%	14%	7%	14%	9%	12%	9%	9%	20%	18%	6%	10%	9%	10%	0%
No other reason	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
RECORD OTHER REASON	1%	0%	1%	2%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
DON'T KNOW	4%	5%	3%	6%	4%	6%	4%	4%	10%	6%	3%	0%	4%	4%	7%
N	243	90	153	49	194	19	224	227	12	61	182	13	228	225	17

Q3G3B. Anything else?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Waiting for installed bulbs to burn out	1%	0%	1%	0%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
Storing incandescent bulbs	1%	0%	2%	0%	1%	0%	1%	1%	0%	0%	2%	0%	1%	1%	0%
Operating hours-don't use other bulbs/l	1%	0%	2%	0%	1%	0%	1%	1%	0%	0%	2%	0%	1%	1%	0%
CFLs too expensive/cost too much	4%	5%	4%	5%	4%	0%	5%	5%	0%	3%	5%	11%	4%	3%	23%
Need DIMMABLE bulbs	2%	0%	3%	0%	2%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%
Need 3-WAY bulbs	2%	2%	2%	0%	2%	0%	2%	2%	0%	0%	2%	0%	2%	1%	8%
Don't like the look of CFLs	4%	0%	6%	0%	4%	0%	5%	4%	0%	0%	5%	0%	4%	5%	0%
Don't like the way CFLs FIT in fixtures	1%	0%	1%	3%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
Not BRIGHT enough	10%	10%	10%	10%	10%	22%	9%	11%	1%	8%	11%	22%	10%	10%	8%
Don't like the COLOR	4%	2%	6%	3%	4%	7%	4%	4%	0%	3%	5%	0%	4%	5%	0%
CFLs burn out too quickly/fall short of estimat	0%	0%	0%	5%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
NO OTHER REASON	69%	76%	64%	77%	69%	64%	69%	66%	99%	79%	65%	67%	69%	69%	62%
RECORD OTHER REASON	1%	2%	1%	0%	1%	0%	1%	1%	0%	3%	1%	0%	1%	1%	0%
RECORD OTHER REASON	7%	7%	6%	5%	7%	7%	7%	7%	0%	10%	5%	0%	7%	7%	8%
DON'T KNOW	2%	3%	1%	0%	2%	7%	1%	2%	0%	5%	1%	0%	2%	2%	0%
N	207	73	134	39	168	15	192	194	9	47	160	11	194	191	15

Q3H1. How likely are you to purchase any CFLs in the next year?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
1 NOT AT ALL LIKELY	13%	9%	16%	24%	13%	6%	14%	15%	0%	8%	16%	15%	13%	14%	12%
2	4%	5%	3%	4%	4%	6%	4%	4%	9%	6%	3%	0%	4%	4%	0%
3	5%	4%	6%	2%	5%	12%	4%	5%	0%	4%	5%	0%	5%	5%	0%
4	2%	3%	2%	0%	2%	0%	2%	2%	0%	4%	1%	8%	2%	2%	6%
5	10%	14%	8%	10%	10%	12%	10%	10%	18%	13%	9%	15%	10%	9%	23%
6	3%	1%	5%	0%	3%	0%	4%	4%	0%	2%	4%	0%	4%	4%	0%
7	6%	5%	7%	8%	6%	0%	7%	7%	0%	6%	7%	0%	7%	7%	6%
8	12%	15%	11%	8%	12%	23%	11%	13%	9%	17%	11%	8%	13%	12%	12%
9	3%	3%	3%	2%	3%	6%	3%	3%	0%	2%	3%	0%	3%	3%	0%
10 EXTREMELY LIKELY	36%	35%	37%	40%	36%	30%	37%	34%	55%	37%	36%	54%	35%	36%	29%
DON'T KNOW	4%	6%	2%	2%	4%	6%	4%	4%	9%	4%	4%	0%	4%	3%	12%
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q4D22. Have you heard of compact fluorescent light fixtures or Energy Star Light Fixtures?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	31%	35%	28%	32%	31%	53%	29%	32%	27%	33%	30%	31%	31%	32%	18%
NO	66%	62%	69%	62%	66%	47%	68%	66%	64%	65%	67%	69%	66%	65%	77%
DON'T KNOW	3%	3%	3%	6%	3%	0%	3%	2%	9%	2%	3%	0%	3%	3%	6%
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q4D23. Did you purchase any of these fixtures in 2004 or 2005?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	23%	22%	24%	56%	23%	11%	25%	21%	67%	17%	25%	1%	24%	22%	33%
NO	77%	78%	76%	44%	77%	89%	75%	79%	33%	83%	75%	99%	76%	78%	67%
N	78	34	44	16	62	11	67	75	3	21	57	5	73	75	3

Q4B1. Have you purchased any new heating, cooling or water heating equipment or major household appliance purchases since January 2004 for which you did not receive a rebate?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	31%	25%	35%	36%	31%	18%	32%	33%	18%	22%	35%	8%	33%	32%	23%
NO	66%	75%	61%	52%	66%	82%	65%	65%	82%	78%	62%	92%	65%	65%	77%
DON'T KNOW	3%	0%	4%	12%	2%	0%	3%	2%	0%	0%	4%	0%	2%	3%	0%
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q4B2. What did you purchase?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Refrigerator	2%	2%	1%	6%	2%	0%	2%	2%	0%	0%	2%	0%	2%	1%	20%
Clothes washer	61%	65%	59%	17%	62%	69%	61%	60%	67%	69%	59%	100%	60%	63%	20%
Clothes dryer	3%	3%	2%	11%	2%	0%	3%	3%	0%	4%	2%	0%	3%	3%	0%
Dishwasher	7%	5%	7%	17%	6%	0%	7%	7%	0%	7%	6%	0%	7%	7%	0%
Room air conditioner	2%	2%	1%	6%	2%	0%	2%	2%	0%	4%	1%	0%	2%	2%	0%
Central air conditioner	31%	28%	33%	22%	31%	50%	30%	33%	17%	28%	32%	0%	32%	32%	20%
Furnace/central heating	2%	0%	4%	6%	2%	0%	3%	3%	0%	0%	3%	0%	3%	3%	0%
Water heater	25%	23%	27%	0%	26%	20%	26%	27%	17%	17%	28%	0%	26%	25%	40%
Heat pump	1%	2%	0%	0%	1%	0%	1%	1%	0%	3%	0%	0%	1%	0%	20%
Stove/Range/oven/cooktop	3%	5%	3%	33%	3%	0%	4%	4%	0%	3%	3%	50%	3%	4%	0%
Microwave oven	1%	0%	1%	6%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
Convection oven	1%	0%	1%	0%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
Electric space heater	2%	0%	2%	0%	2%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%
Freezer	2%	2%	1%	0%	2%	10%	1%	2%	0%	0%	2%	0%	2%	2%	0%
Garbage disposal	0%	0%	0%	6%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Television/entertainment center	0%	0%	0%	6%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Water heater (tankless)	0%	0%	0%	28%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Lighting: lamps, fixtures	0%	0%	0%	6%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N	143	48	95	18	125	12	131	133	6	32	111	2	139	137	5

Q7D10. Do you have a washing machine in your home?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Yes	95%	88%	99%	0%	95%	100%	94%	94%	100%	90%	96%	50%	98%	99%	53%
No	5%	12%	1%	0%	5%	0%	6%	6%	0%	10%	4%	50%	2%	1%	47%
N	190	74	116	0	190	17	173	176	10	50	140	12	176	172	17

Q7D11. How old is your washing machine?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
1	8%	12%	6%	0%	8%	6%	9%	7%	20%	13%	7%	17%	8%	8%	0%
2	11%	9%	11%	0%	11%	18%	10%	11%	0%	9%	11%	0%	10%	11%	0%
3	9%	9%	10%	0%	9%	12%	9%	9%	10%	9%	10%	0%	10%	9%	11%
4	6%	5%	6%	0%	6%	6%	6%	5%	0%	4%	6%	0%	6%	6%	0%
5	17%	15%	17%	0%	17%	12%	17%	17%	10%	16%	17%	17%	17%	16%	22%
6	9%	14%	7%	0%	9%	12%	9%	8%	30%	16%	7%	0%	10%	10%	0%
7	5%	5%	5%	0%	5%	6%	5%	5%	10%	2%	6%	17%	5%	5%	11%
8	5%	2%	7%	0%	5%	0%	6%	5%	0%	0%	7%	0%	5%	5%	11%
9	1%	0%	2%	0%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
10	8%	9%	7%	0%	8%	12%	7%	8%	10%	7%	8%	17%	8%	8%	11%
11	1%	0%	1%	0%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
12	1%	2%	0%	0%	1%	0%	1%	1%	0%	2%	0%	0%	1%	1%	0%
15	2%	3%	2%	0%	2%	6%	2%	2%	0%	2%	2%	0%	2%	2%	0%
17	2%	0%	3%	0%	2%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%
19	1%	0%	2%	0%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
20	2%	2%	2%	0%	2%	0%	2%	2%	0%	2%	1%	0%	2%	2%	0%
25	1%	2%	0%	0%	1%	0%	1%	1%	0%	2%	0%	0%	1%	1%	0%
30	2%	0%	3%	0%	2%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%
35	1%	2%	0%	0%	1%	0%	1%	1%	0%	2%	0%	0%	1%	1%	0%
99	11%	11%	10%	0%	11%	12%	10%	11%	10%	13%	10%	33%	10%	9%	33%
Mean	6.7	6.3	6.9	.	6.7	5.4	6.8	6.9	5.0	6.5	6.7	5.8	6.7	6.7	6.3
N	180	65	115	0	180	17	163	166	10	45	135	6	172	170	9

Q7D12. Is it ...	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Less than 5 years old	21%	0%	33%	0%	21%	0%	24%	22%	0%	0%	31%	0%	24%	25%	0%
5 to 10 years old	26%	14%	33%	0%	26%	0%	29%	28%	0%	17%	31%	0%	29%	31%	0%
10 to 15 years old	5%	14%	0%	0%	5%	0%	6%	6%	0%	17%	0%	0%	6%	0%	33%
15 to 20 years old	21%	29%	17%	0%	21%	50%	18%	22%	0%	33%	15%	50%	18%	25%	0%
More than 20 years old	5%	0%	8%	0%	5%	0%	6%	6%	0%	0%	8%	0%	6%	6%	0%
Don't know	21%	43%	8%	0%	21%	50%	18%	17%	100%	33%	15%	50%	18%	13%	67%
N	19	7	12	0	19	2	17	18	1	6	13	2	17	16	3

Q8D2. What type of air conditioning system do you have in your home?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Central air conditioning system	63%	60%	65%	.	63%	81%	61%	62%	64%	53%	67%	38%	64%	62%	75%
Evaporative Cooler	3%	4%	3%	.	3%	13%	2%	3%	0%	4%	3%	0%	3%	3%	0%
Heat pump	0%	0%	0%	.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Room/Wall unit	4%	5%	4%	.	4%	0%	5%	5%	0%	6%	4%	15%	3%	3%	13%
NONE	29%	31%	28%	.	29%	6%	31%	29%	36%	38%	26%	46%	28%	31%	13%
REFUSED	0%	0%	0%	.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	1%	0%	1%	.	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
N	192	77	115	0	192	16	176	177	11	53	139	13	177	175	16

Q8D3. How old is your existing air conditioning system? (the one you use the most)	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
1	9%	11%	7%	0%	9%	20%	7%	10%	0%	12%	8%	0%	9%	9%	7%
2	8%	6%	10%	0%	8%	0%	9%	9%	0%	9%	8%	0%	9%	9%	0%
3	2%	4%	1%	0%	2%	7%	2%	2%	14%	3%	2%	0%	2%	2%	0%
4	4%	2%	5%	0%	4%	7%	3%	4%	0%	0%	5%	0%	4%	4%	0%
5	9%	9%	8%	0%	9%	20%	7%	8%	14%	6%	10%	0%	9%	9%	7%
6	2%	2%	2%	0%	2%	0%	2%	2%	0%	0%	3%	14%	2%	2%	0%
7	4%	4%	5%	0%	4%	0%	5%	5%	0%	3%	5%	0%	5%	4%	7%
8	1%	4%	0%	0%	1%	7%	1%	2%	0%	3%	1%	0%	2%	2%	0%
9	4%	4%	4%	0%	4%	0%	4%	3%	14%	0%	5%	0%	4%	2%	14%
10	10%	9%	10%	0%	10%	7%	10%	9%	14%	12%	9%	14%	9%	10%	0%
12	3%	2%	4%	0%	3%	0%	3%	2%	14%	3%	3%	0%	3%	3%	0%
14	1%	0%	1%	0%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
15	5%	6%	5%	0%	5%	13%	4%	5%	0%	3%	6%	0%	6%	6%	0%
16	1%	0%	2%	0%	1%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%
17	1%	2%	1%	0%	1%	7%	1%	2%	0%	0%	2%	0%	2%	1%	7%
18	1%	0%	1%	0%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
19	1%	0%	1%	0%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
20	5%	6%	5%	0%	5%	0%	6%	6%	0%	9%	4%	14%	5%	5%	7%
More than 20 years old	8%	8%	8%	0%	8%	0%	9%	9%	0%	6%	9%	0%	9%	7%	14%
Don't know	21%	23%	19%	0%	21%	13%	21%	20%	29%	30%	17%	57%	18%	19%	36%
Mean	10.2	9.8	10.5	.	10.2	6.9	10.7	10.4	7.8	9.6	10.4	12.0	10.2	9.8	14.6
N	136	53	83	0	136	15	121	125	7	33	103	7	127	121	14

Q8D4. Is it ...	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Less than 5 years old	4%	8%	0%	0%	4%	0%	4%	4%	0%	10%	0%	0%	4%	4%	0%
5 to 10 years old	21%	25%	19%	0%	21%	50%	19%	16%	100%	10%	28%	25%	22%	22%	20%
10 to 15 years old	29%	17%	38%	0%	29%	50%	27%	28%	0%	20%	33%	0%	35%	30%	20%
15 to 20 years old	14%	8%	19%	0%	14%	0%	15%	16%	0%	10%	17%	25%	13%	13%	20%
More than 20 years old	14%	17%	13%	0%	14%	0%	15%	16%	0%	20%	11%	0%	13%	17%	0%
Don't know	18%	25%	13%	0%	18%	0%	19%	20%	0%	30%	11%	50%	13%	13%	40%
N	28	12	16	0	28	2	26	25	2	10	18	4	23	23	5

Q4B2A. Is the clothes dryer Gas or Electric?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
GAS	68%	100%	50%	100%	67%	0%	68%	68%	0%	100%	50%	0%	68%	68%	0%
ELECTRIC	32%	0%	50%	0%	33%	0%	32%	32%	0%	0%	50%	0%	32%	32%	0%
N	5	3	2	2	3	0	5	5	0	3	2	0	5	5	0

Q4B2B. Is the heating system Gas or Electric?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
GAS	100%	0%	100%	100%	100%	0%	100%	100%	0%	0%	100%	0%	100%	100%	0%
N	4	0	4	1	3	0	4	4	0	0	4	0	4	4	0

Q4B2C. Is the Water Heater Gas or Electric?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
GAS	97%	100%	95%	60%	97%	100%	96%	96%	100%	99%	96%	0%	97%	96%	100%
ELECTRIC	3%	0%	5%	40%	3%	0%	4%	4%	0%	1%	4%	0%	3%	4%	0%
N	36	11	25	5	31	3	33	35	1	5	31	0	36	34	2

Q4B3. Other than major appliances and heating and cooling equipment, have you installed anything else in your home that would assist you in saving energy such as dual pane windows, a high efficiency pool pump, or insulation since January 2004?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	21%	10%	28%	20%	21%	12%	22%	21%	18%	13%	24%	0%	22%	22%	0%
NO	78%	89%	71%	76%	78%	82%	77%	78%	82%	87%	74%	100%	76%	76%	100%
DON'T KNOW	2%	1%	2%	4%	1%	6%	1%	2%	0%	0%	2%	0%	2%	2%	0%
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q4B4. What did you do?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Insulation (wall,ceiling or attic)	42%	64%	35%	0%	43%	33%	43%	44%	33%	66%	35%	.	43%	43%	0%
Pool pump	17%	0%	22%	10%	17%	0%	18%	18%	0%	0%	21%	.	17%	17%	0%
Windows (Dual pane or high efficiency)	54%	50%	55%	90%	54%	67%	53%	52%	67%	50%	55%	.	53%	53%	100%
Weatherstripping/caulking/weatherization	2%	0%	2%	0%	2%	0%	2%	2%	0%	0%	2%	.	2%	2%	0%
Other	0%	0%	0%	20%	0%	0%	0%	0%	0%	0%	0%	.	0%	0%	0%
N	64	17	47	10	54	3	61	60	3	13	51	0	63	61	2

Q9D8B. Have you installed any insulation in your home in the last four years?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Yes	9%	10%	9%	0%	9%	6%	10%	9%	13%	13%	8%	0%	10%	10%	0%
No	91%	90%	91%	0%	91%	94%	90%	91%	88%	87%	92%	100%	90%	90%	100%
N	171	59	112	0	171	17	154	160	8	39	132	3	166	161	9

Q9D9. Which of the following areas are insulated?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Ceiling (attic)	88%	82%	91%	.	88%	94%	87%	87%	100%	85%	89%	67%	89%	90%	56%
Walls	57%	56%	57%	.	57%	65%	56%	56%	63%	54%	58%	67%	57%	56%	67%
Floor	10%	8%	11%	.	10%	6%	11%	10%	13%	7%	11%	0%	11%	10%	11%
Ducts	24%	18%	28%	.	24%	24%	25%	24%	25%	17%	27%	0%	25%	25%	11%
Between Floors	9%	7%	10%	.	9%	24%	7%	9%	13%	2%	10%	0%	9%	9%	0%
REFUSED	0%	0%	0%	.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	6%	10%	4%	.	6%	0%	6%	6%	0%	7%	5%	33%	5%	4%	33%
N	176	61	115	0	176	17	159	165	8	41	135	3	171	166	9

Q9D9B. Do you feel that your current level of insulation is adequate?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Yes	9%	10%	9%	0%	9%	6%	10%	9%	13%	13%	8%	0%	10%	10%	0%
No	91%	90%	91%	0%	91%	94%	90%	91%	88%	87%	92%	100%	90%	90%	100%
N	171	59	112	0	171	17	154	160	8	39	132	3	166	161	9

Q4B5ZZ_2. In what year did you install the new clothes washer?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
2007	1%	4%	0%	0%	1%	0%	1%	1%	0%	5%	0%	0%	1%	1%	0%
2006	30%	25%	33%	67%	30%	29%	30%	30%	25%	20%	33%	0%	30%	29%	0%
2005	21%	22%	20%	33%	21%	29%	20%	20%	25%	25%	19%	0%	22%	21%	0%
2004	35%	32%	37%	0%	35%	29%	36%	36%	50%	35%	35%	50%	36%	35%	100%
WAS ALREADY IN HOME	6%	11%	4%	0%	6%	14%	6%	6%	0%	5%	7%	50%	5%	7%	0%
DON'T KNOW	6%	7%	6%	0%	6%	0%	7%	6%	0%	10%	5%	0%	5%	7%	0%
N	80	30	50	3	77	7	73	72	4	22	58	2	76	78	1

Q4B5ZZ_3. In what year did you install the new clothes dryer?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
2006	32%	0%	50%	0%	33%	0%	32%	32%	0%	0%	50%	0%	32%	32%	0%
2005	68%	100%	50%	100%	67%	0%	68%	68%	0%	100%	50%	0%	68%	68%	0%
N	5	3	2	2	3	0	5	5	0	3	2	0	5	5	0

Q4B5ZZ_4. In what year did you install the new dishwasher?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
2006	62%	50%	65%	0%	63%	0%	62%	62%	0%	50%	65%	0%	62%	62%	0%
2005	25%	50%	16%	0%	25%	0%	25%	25%	0%	50%	16%	0%	25%	25%	0%
2004	14%	0%	18%	100%	13%	0%	14%	14%	0%	0%	18%	0%	14%	14%	0%
N	11	2	9	3	8	0	11	11	0	2	9	0	11	11	0

Q4B5ZZ_5. In what year did you install the new room AC?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
2006	2%	4%	0%	100%	0%	0%	2%	2%	0%	4%	0%	0%	2%	2%	0%
2005	98%	96%	100%	0%	100%	0%	98%	98%	0%	96%	100%	0%	98%	98%	0%
N	3	2	1	1	2	0	3	3	0	2	1	0	3	3	0

Q4B5ZZ_6. In what year did you install the new air conditioner?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
2006	33%	34%	33%	50%	33%	21%	35%	34%	0%	25%	35%	0%	33%	32%	100%
2005	31%	17%	37%	50%	31%	20%	32%	32%	0%	25%	32%	0%	31%	32%	0%
2004	18%	17%	18%	0%	18%	0%	21%	16%	100%	25%	16%	0%	18%	18%	0%
WAS ALREADY IN HOME	13%	33%	4%	0%	13%	60%	6%	13%	0%	25%	10%	0%	13%	13%	0%
DON'T KNOW	5%	0%	7%	0%	5%	0%	6%	5%	0%	0%	6%	0%	5%	5%	0%
N	43	14	29	4	39	6	37	42	1	9	34	0	43	42	1

Q4B5ZZ_7. In what year did you install the new gas furnace?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
2006	67%	0%	67%	100%	67%	0%	67%	67%	0%	0%	67%	0%	67%	67%	0%
2005	33%	0%	33%	0%	33%	0%	33%	33%	0%	0%	33%	0%	33%	33%	0%
N	4	0	4	1	3	0	4	4	0	0	4	0	4	4	0

Q4B5ZZ_8. In what year did you install the new water heater?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
2007	10%	0%	14%	0%	10%	0%	10%	10%	0%	0%	11%	0%	10%	10%	0%
2006	52%	56%	50%	80%	52%	51%	52%	50%	100%	75%	48%	0%	52%	55%	0%
2005	13%	22%	9%	0%	13%	49%	10%	13%	0%	25%	11%	0%	13%	14%	0%
2004	23%	22%	23%	20%	23%	0%	24%	23%	0%	0%	26%	0%	23%	17%	100%
WAS ALREADY IN HOME	3%	0%	5%	0%	3%	0%	3%	3%	0%	0%	4%	0%	3%	3%	0%
N	36	11	25	5	31	3	33	35	1	5	31	0	36	34	2

Q4B5ZZ_9. In what year did you install the new heat pump?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
2006	100%	100%	0%	0%	100%	0%	100%	100%	0%	100%	0%	0%	100%	0%	100%
N	1	1	0	0	1	0	1	1	0	1	0	0	1	0	1

Q4B5ZZ_10. In what year did you install the new evaporative cooler?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
2006	30%	11%	43%	0%	30%	0%	32%	32%	0%	13%	40%	0%	30%	30%	0%
2005	22%	22%	21%	0%	22%	0%	23%	23%	0%	25%	20%	0%	22%	22%	0%
2004	30%	22%	36%	0%	30%	0%	32%	32%	0%	25%	33%	0%	30%	30%	0%
WAS ALREADY IN HOME	9%	22%	0%	0%	9%	100%	5%	5%	100%	13%	7%	0%	9%	9%	0%
DON'T KNOW	9%	22%	0%	0%	9%	0%	9%	9%	0%	25%	0%	0%	9%	9%	0%
N	23	9	14	0	23	1	22	22	1	8	15	0	23	23	0

Q4B5ZZ_13. In what year did you install the new pool pump?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
2006	12%	0%	12%	100%	11%	0%	12%	12%	0%	0%	12%	0%	12%	12%	0%
2005	66%	0%	66%	0%	67%	0%	66%	66%	0%	0%	66%	0%	66%	66%	0%
2004	22%	0%	22%	0%	22%	0%	22%	22%	0%	0%	22%	0%	22%	22%	0%
N	10	0	10	1	9	0	10	10	0	0	10	0	10	10	0

Q4B5ZZ_14. In what year did you install the new windows?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
2007	14%	0%	18%	0%	14%	0%	15%	15%	0%	0%	17%	0%	14%	14%	0%
2006	31%	28%	32%	22%	31%	50%	30%	27%	50%	33%	30%	0%	28%	29%	0%
2005	34%	29%	36%	33%	34%	0%	37%	35%	50%	17%	39%	0%	36%	36%	50%
2004	17%	29%	14%	33%	17%	50%	15%	19%	0%	34%	13%	0%	18%	18%	50%
WAS ALREADY IN HOME	4%	14%	0%	11%	3%	0%	4%	4%	0%	17%	0%	0%	4%	4%	0%
N	38	10	28	9	29	2	36	35	2	7	31	0	37	35	2

Q4B6ZZ_2. And what month? (if they are not sure of month see if they can give you the season)	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
January	6%	9%	5%	33%	6%	0%	7%	5%	25%	12%	4%	0%	6%	6%	0%
February	1%	4%	0%	0%	1%	0%	2%	2%	0%	6%	0%	0%	2%	2%	0%
March	1%	4%	0%	0%	1%	17%	0%	2%	0%	0%	2%	0%	2%	2%	0%
April	12%	17%	9%	0%	12%	0%	13%	11%	25%	18%	10%	0%	12%	11%	100%
May	4%	4%	5%	0%	4%	17%	3%	5%	0%	0%	6%	0%	5%	5%	0%
June	3%	0%	5%	0%	3%	0%	3%	3%	0%	0%	4%	0%	3%	3%	0%
July	10%	9%	11%	0%	10%	17%	10%	11%	0%	12%	10%	0%	11%	11%	0%
September	0%	0%	0%	33%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	61%	52%	66%	33%	61%	0%	62%	61%	0%	53%	64%	0%	60%	61%	0%
N	70	25	45	3	67	3	64	64	2	19	51	0	68	68	1

Q4B6ZZ_3. And what month? (if they are not sure of month see if they can give you the season)	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
January	34%	4%	50%	50%	33%	0%	34%	34%	0%	4%	50%	0%	34%	34%	0%
April	32%	0%	50%	0%	33%	0%	32%	32%	0%	0%	50%	0%	32%	32%	0%
July	32%	92%	0%	0%	33%	0%	32%	32%	0%	92%	0%	0%	32%	32%	0%
October	1%	4%	0%	50%	0%	0%	1%	1%	0%	4%	0%	0%	1%	1%	0%
N	5	3	2	2	3	0	5	5	0	3	2	0	5	5	0

Q4B6ZZ_4. And what month? (if they are not sure of month see if they can give you the season)	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
February	1%	0%	1%	33%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
April	25%	0%	33%	0%	25%	0%	25%	25%	0%	0%	33%	0%	25%	25%	0%
May	12%	0%	16%	0%	13%	0%	12%	12%	0%	0%	16%	0%	12%	12%	0%
June	12%	0%	16%	0%	13%	0%	12%	12%	0%	0%	16%	0%	12%	12%	0%
August	1%	0%	1%	33%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
Don't know	50%	100%	33%	33%	50%	0%	50%	50%	0%	100%	33%	0%	50%	50%	0%
N	11	2	9	3	8	0	11	11	0	2	9	0	11	11	0

Q4B6ZZ_5. And what month? (if they are not sure of month see if they can give you the season)	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
May	51%	4%	100%	100%	50%	0%	51%	51%	0%	4%	100%	0%	51%	51%	0%
October	49%	96%	0%	0%	50%	0%	49%	49%	0%	96%	0%	0%	49%	49%	0%
N	3	2	1	1	2	0	3	3	0	2	1	0	3	3	0

Q4B6ZZ_6. And what month? (if they are not sure of month see if they can give you the season)	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
January	6%	0%	8%	0%	6%	0%	7%	6%	0%	0%	8%	0%	6%	6%	0%
February	3%	0%	4%	25%	3%	0%	3%	3%	0%	0%	4%	0%	3%	3%	0%
March	3%	0%	4%	0%	3%	0%	3%	3%	0%	0%	4%	0%	3%	3%	0%
April	19%	12%	21%	0%	19%	0%	20%	19%	0%	17%	19%	0%	19%	19%	0%
May	3%	0%	4%	0%	3%	0%	3%	3%	0%	0%	4%	0%	3%	3%	0%
July	16%	38%	8%	50%	16%	51%	13%	16%	0%	34%	12%	0%	16%	13%	100%
August	3%	0%	4%	25%	3%	0%	3%	3%	0%	0%	4%	0%	3%	3%	0%
September	3%	0%	4%	0%	3%	0%	3%	3%	0%	0%	4%	0%	3%	3%	0%
October	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	44%	0%	42%	0%	44%	0%	43%	42%	0%	0%	42%	0%	44%	45%	0%
N	36	6	26	4	32	2	33	35	0	4	29	0	36	35	1

Q4B6ZZ_7. And what month? (if they are not sure of month see if they can give you the season)	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
May	33%	0%	33%	0%	33%	0%	33%	33%	0%	0%	33%	0%	33%	33%	0%
July	33%	0%	33%	0%	33%	0%	33%	33%	0%	0%	33%	0%	33%	33%	0%
November	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
December	34%	0%	34%	100%	0%	0%	34%	34%	0%	0%	34%	0%	34%	34%	0%
N	4	0	4	1	2	0	4	4	0	0	4	0	4	4	0

Q4B6ZZ_8. And what month? (if they are not sure of month see if they can give you the season)	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
January	3%	0%	5%	0%	3%	0%	4%	3%	0%	0%	4%	0%	3%	4%	0%
February	3%	0%	5%	0%	3%	0%	4%	3%	0%	0%	4%	0%	3%	4%	0%
March	3%	11%	0%	20%	3%	0%	4%	4%	0%	1%	4%	0%	3%	0%	50%
April	17%	0%	24%	20%	17%	0%	18%	17%	0%	0%	19%	0%	17%	18%	0%
July	0%	0%	0%	20%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%
October	13%	0%	19%	0%	13%	0%	14%	14%	0%	0%	15%	0%	13%	14%	0%
November	7%	0%	9%	0%	7%	0%	7%	7%	0%	0%	8%	0%	7%	7%	0%
December	7%	11%	5%	20%	7%	0%	7%	7%	0%	25%	4%	0%	7%	7%	0%
DON'T KNOW	46%	77%	33%	20%	47%	98%	43%	45%	100%	74%	42%	0%	46%	46%	50%
N	35	11	24	5	30	3	32	34	1	5	30	0	35	33	2

Q4B6ZZ_9. And what month? (if they are not sure of month see if they can give you the season)	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
January	100%	100%	0%	0%	100%	0%	100%	100%	0%	100%	0%	0%	100%	0%	100%
N	1	1	0	0	1	0	1	1	0	1	0	0	1	0	1

Q4B6ZZ_12. And what month? (if they are not sure of month see if they can give you the season)	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
February	5%	0%	7%	0%	5%	0%	5%	5%	0%	0%	7%	0%	5%	5%	0%
April	26%	20%	29%	0%	26%	0%	26%	26%	0%	20%	29%	0%	26%	26%	0%
May	5%	0%	7%	0%	5%	0%	5%	5%	0%	0%	7%	0%	5%	5%	0%
July	21%	20%	21%	0%	21%	0%	21%	21%	0%	20%	21%	0%	21%	21%	0%
September	5%	20%	0%	0%	5%	0%	5%	5%	0%	20%	0%	0%	5%	5%	0%
November	11%	0%	14%	0%	11%	0%	11%	11%	0%	0%	14%	0%	11%	11%	0%
Don't know	26%	40%	21%	0%	26%	0%	26%	26%	0%	40%	21%	0%	26%	26%	0%
N	19	5	14	0	19	0	19	19	0	5	14	0	19	19	0

Q4B6ZZ_13. And what month? (if they are not sure of month see if they can give you the season)	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
January	11%	0%	11%	0%	11%	0%	11%	11%	0%	0%	11%	0%	11%	11%	0%
July	55%	0%	55%	0%	56%	0%	55%	55%	0%	0%	55%	0%	55%	55%	0%
September	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	33%	0%	33%	0%	33%	0%	33%	33%	0%	0%	33%	0%	33%	33%	0%
N	10	0	10	1	9	0	10	10	0	0	10	0	10	10	0

Q4B6ZZ_14. And what month? (if they are not sure of month see if they can give you the season)	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
January	14%	0%	18%	0%	14%	0%	15%	16%	0%	0%	17%	0%	15%	15%	0%
February	4%	0%	5%	13%	4%	0%	4%	4%	0%	0%	4%	0%	4%	4%	0%
March	7%	0%	9%	0%	7%	0%	8%	8%	0%	0%	9%	0%	7%	7%	0%
April	25%	49%	18%	25%	25%	50%	23%	24%	50%	40%	22%	0%	26%	26%	0%
May	4%	0%	5%	0%	4%	0%	4%	4%	0%	0%	4%	0%	4%	4%	0%
July	4%	1%	5%	25%	4%	0%	4%	4%	0%	1%	4%	0%	4%	4%	0%
August	4%	0%	5%	0%	4%	0%	4%	4%	0%	0%	4%	0%	4%	4%	0%
September	4%	16%	0%	0%	4%	0%	4%	0%	50%	20%	0%	0%	4%	4%	0%
October	4%	0%	5%	0%	4%	0%	4%	4%	0%	0%	4%	0%	4%	4%	0%
December	7%	0%	9%	0%	7%	0%	8%	8%	0%	0%	9%	0%	7%	7%	0%
Don't know	25%	34%	23%	38%	25%	50%	23%	24%	0%	40%	22%	0%	22%	22%	100%
N	36	9	27	8	28	2	34	33	2	6	30	0	35	33	2

Q4B7ZZ_2. Were you aware of the Home Energy Efficiency Rebates program before or after you decided to purchase the new clothes washer?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Before	43%	44%	43%	0%	43%	50%	42%	40%	75%	42%	43%	100%	42%	43%	0%
After	21%	28%	17%	0%	21%	33%	20%	20%	25%	21%	21%	0%	22%	20%	100%
At the same time	10%	12%	9%	33%	10%	17%	9%	11%	0%	16%	8%	0%	10%	10%	0%
Don't know	26%	16%	32%	67%	26%	0%	29%	29%	0%	21%	28%	0%	26%	27%	0%
N	75	27	48	3	72	6	69	68	4	21	54	1	72	73	1

Q4B7ZZ_3. Were you aware of the Home Energy Efficiency Rebates program before or after you decided to purchase the new clothes dryer?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Before	32%	0%	50%	0%	33%	0%	32%	32%	0%	0%	50%	0%	32%	32%	0%
After	65%	92%	50%	0%	67%	0%	65%	65%	0%	92%	50%	0%	65%	65%	0%
Don't know	3%	8%	0%	100%	0%	0%	3%	3%	0%	8%	0%	0%	3%	3%	0%
N	5	3	2	2	3	0	5	5	0	3	2	0	5	5	0

Q4B7ZZ_4. Were you aware of the Home Energy Efficiency Rebates program before or after you decided to purchase the new dishwasher?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Before	13%	0%	17%	33%	13%	0%	13%	13%	0%	0%	17%	0%	13%	13%	0%
After	25%	50%	17%	33%	25%	0%	25%	25%	0%	50%	17%	0%	25%	25%	0%
At the same time	25%	50%	16%	0%	25%	0%	25%	25%	0%	50%	16%	0%	25%	25%	0%
Don't know	37%	0%	50%	33%	38%	0%	37%	37%	0%	0%	50%	0%	37%	37%	0%
N	11	2	9	3	8	0	11	11	0	2	9	0	11	11	0

Q4B7ZZ_5. Were you aware of the Home Energy Efficiency Rebates program before or after you decided to purchase the new room AC?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
At the same time	2%	4%	0%	100%	0%	0%	2%	2%	0%	4%	0%	0%	2%	2%	0%
Don't know	98%	96%	100%	0%	100%	0%	98%	98%	0%	96%	100%	0%	98%	98%	0%
N	3	2	1	1	2	0	3	3	0	2	1	0	3	3	0

Q4B7ZZ_6. Were you aware of the Home Energy Efficiency Rebates program before or after you decided to purchase the new air conditioner?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Before	41%	49%	38%	25%	41%	98%	37%	42%	0%	50%	39%	0%	41%	42%	0%
After	18%	25%	15%	0%	18%	0%	19%	18%	0%	17%	18%	0%	18%	15%	100%
At the same time	9%	0%	12%	0%	9%	0%	9%	9%	0%	0%	11%	0%	9%	9%	0%
Don't know	33%	26%	35%	75%	32%	2%	34%	31%	100%	34%	32%	0%	33%	34%	0%
N	38	10	28	4	34	3	35	37	1	7	31	0	38	37	1

Q4B7ZZ_7. Were you aware of the Home Energy Efficiency Rebates program before or after you decided to purchase the new gas furnace?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
After	66%	0%	66%	0%	67%	0%	66%	66%	0%	0%	66%	0%	66%	66%	0%
Don't know	34%	0%	34%	100%	33%	0%	34%	34%	0%	0%	34%	0%	34%	34%	0%
N	4	0	4	1	3	0	4	4	0	0	4	0	4	4	0

Q4B7ZZ_8. Were you aware of the Home Energy Efficiency Rebates program before or after you decided to purchase the new water heater?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Before	38%	22%	45%	0%	39%	49%	38%	40%	0%	25%	40%	0%	38%	41%	0%
After	32%	44%	27%	20%	32%	49%	31%	30%	100%	25%	33%	0%	32%	31%	50%
At the same time	3%	0%	5%	0%	3%	0%	3%	3%	0%	0%	4%	0%	3%	3%	0%
Don't know	26%	34%	23%	80%	26%	2%	28%	27%	0%	51%	23%	0%	26%	25%	50%
N	36	11	25	5	31	3	33	35	1	5	31	0	36	34	2

Q4B7ZZ_9. Were you aware of the Home Energy Efficiency Rebates program before or after you decided to purchase the new heat pump?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Don't know	100%	100%	0%	0%	100%	0%	100%	100%	0%	100%	0%	0%	100%	0%	100%
N	1	1	0	0	1	0	1	1	0	1	0	0	1	0	1

Q4B7ZZ_12. Were you aware of the Home Energy Efficiency Rebates program before or after you decided to purchase the new insulation?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Before	38%	57%	29%	0%	38%	0%	38%	38%	0%	57%	29%	0%	38%	38%	0%
After	10%	0%	14%	0%	10%	0%	10%	10%	0%	0%	14%	0%	10%	10%	0%
At the same time	5%	0%	7%	0%	5%	0%	5%	5%	0%	0%	7%	0%	5%	5%	0%
Don't know	48%	43%	50%	0%	48%	0%	48%	48%	0%	43%	50%	0%	48%	48%	0%
N	21	7	14	0	21	0	21	21	0	7	14	0	21	21	0

Q4B7ZZ_13. Were you aware of the Home Energy Efficiency Rebates program before or after you decided to purchase the new pool pump?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Before	45%	0%	45%	100%	44%	0%	45%	45%	0%	0%	45%	0%	45%	45%	0%
After	22%	0%	22%	0%	22%	0%	22%	22%	0%	0%	22%	0%	22%	22%	0%
At the same time	22%	0%	22%	0%	22%	0%	22%	22%	0%	0%	22%	0%	22%	22%	0%
Don't know	11%	0%	11%	0%	11%	0%	11%	11%	0%	0%	11%	0%	11%	11%	0%
N	10	0	10	1	9	0	10	10	0	0	10	0	10	10	0

Q4B7ZZ_14. Were you aware of the Home Energy Efficiency Rebates program before or after you decided to purchase the new windows?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Before	34%	0%	45%	11%	34%	0%	37%	34%	0%	0%	43%	0%	32%	32%	0%
After	31%	57%	23%	44%	31%	50%	30%	31%	50%	50%	26%	0%	32%	32%	50%
At the same time	3%	0%	4%	0%	3%	0%	4%	4%	0%	0%	4%	0%	4%	4%	0%
Don't know	31%	43%	27%	44%	31%	50%	30%	31%	50%	50%	26%	0%	32%	32%	50%
N	38	10	28	9	29	2	36	35	2	7	31	0	37	35	2

Q4B8ZZ_2. How influential was the program in your decision to purchase the new clothes washer. Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Very	15%	24%	11%	0%	15%	33%	14%	14%	50%	26%	11%	100%	14%	16%	0%
Somewhat	11%	0%	17%	0%	11%	0%	12%	12%	0%	0%	15%	0%	12%	11%	0%
Not at all influential	74%	76%	72%	100%	74%	67%	74%	74%	50%	74%	74%	0%	74%	73%	100%
N	75	27	48	3	72	6	69	68	4	21	54	1	72	73	1

Q4B8ZZ_3. How influential was the program in your decision to purchase the new clothes dryer. Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Somewhat	34%	4%	50%	50%	33%	0%	34%	34%	0%	4%	50%	0%	34%	34%	0%
Not at all influential	66%	96%	50%	50%	67%	0%	66%	66%	0%	96%	50%	0%	66%	66%	0%
N	5	3	2	2	3	0	5	5	0	3	2	0	5	5	0

Q4B8ZZ_4. How influential was the program in your decision to purchase the new dishwasher. Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Somewhat	1%	0%	1%	33%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
Not at all influential	99%	100%	99%	33%	100%	0%	99%	99%	0%	100%	99%	0%	99%	99%	0%
DON'T KNOW	1%	0%	1%	33%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
N	11	2	9	3	8	0	11	11	0	2	9	0	11	11	0

Q4B8ZZ_5. How influential was the program in your decision to purchase the new room AC. Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Somewhat	2%	4%	0%	100%	0%	0%	2%	2%	0%	4%	0%	0%	2%	2%	0%
Not at all influential	98%	96%	100%	0%	100%	0%	98%	98%	0%	96%	100%	0%	98%	98%	0%
N	3	2	1	1	2	0	3	3	0	2	1	0	3	3	0

Q4B8ZZ_6. How influential was the program in your decision to purchase the new air conditioner. Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Very	18%	25%	15%	0%	18%	0%	19%	18%	0%	17%	18%	0%	18%	15%	100%
Somewhat	15%	0%	19%	0%	15%	0%	16%	15%	0%	0%	18%	0%	15%	15%	0%
Not at all influential	65%	75%	62%	100%	65%	100%	63%	64%	100%	83%	61%	0%	65%	67%	0%
DON'T KNOW	3%	0%	4%	0%	3%	0%	3%	3%	0%	0%	4%	0%	3%	3%	0%
N	38	10	28	4	34	3	35	37	1	7	31	0	38	37	1

Q4B8ZZ_7. How influential was the program in your decision to purchase the new gas furnace. Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Not at all influential	100%	0%	100%	100%	100%	0%	100%	100%	0%	0%	100%	0%	100%	100%	0%
N	4	0	4	1	3	0	4	4	0	0	4	0	4	4	0

Q4B8ZZ_8. How influential was the program in your decision to purchase the new water heater. Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Very	3%	0%	5%	0%	3%	0%	3%	3%	0%	0%	4%	0%	3%	3%	0%
Somewhat	10%	11%	9%	20%	10%	0%	10%	10%	0%	0%	11%	0%	10%	7%	50%
Not at all influential	84%	89%	82%	80%	84%	100%	83%	83%	100%	100%	81%	0%	84%	86%	50%
DON'T KNOW	3%	0%	5%	0%	3%	0%	3%	3%	0%	0%	4%	0%	3%	3%	0%
N	36	11	25	5	31	3	33	35	1	5	31	0	36	34	2

Q4B8ZZ_9. How influential was the program in your decision to purchase the new heat pump. Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Not at all influential	100%	100%	0%	0%	100%	0%	100%	100%	0%	100%	0%	0%	100%	0%	100%
N	1	1	0	0	1	0	1	1	0	1	0	0	1	0	1

Q4B8ZZ_12. How influential was the program in your decision to purchase the new insulation. Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Very	5%	14%	0%	0%	5%	0%	5%	5%	0%	14%	0%	0%	5%	5%	0%
Somewhat	19%	29%	14%	0%	19%	0%	19%	19%	0%	29%	14%	0%	19%	19%	0%
Not at all influential	71%	43%	86%	0%	71%	0%	71%	71%	0%	43%	86%	0%	71%	71%	0%
Don't know	5%	14%	0%	0%	5%	0%	5%	5%	0%	14%	0%	0%	5%	5%	0%
N	21	7	14	0	21	0	21	21	0	7	14	0	21	21	0

Q4B8ZZ_13. How influential was the program in your decision to purchase the new pool pump. Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Very	11%	0%	11%	0%	11%	0%	11%	11%	0%	0%	11%	0%	11%	11%	0%
Somewhat	23%	0%	23%	100%	22%	0%	23%	23%	0%	0%	23%	0%	23%	23%	0%
Not at all influential	55%	0%	55%	0%	56%	0%	55%	55%	0%	0%	55%	0%	55%	55%	0%
Don't know	11%	0%	11%	0%	11%	0%	11%	11%	0%	0%	11%	0%	11%	11%	0%
N	10	0	10	1	9	0	10	10	0	0	10	0	10	10	0

Q4B8ZZ_14. How influential was the program in your decision to purchase the new windows. Would you say it was…	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Very	7%	0%	9%	11%	7%	0%	7%	8%	0%	0%	9%	0%	7%	7%	0%
Somewhat	10%	0%	14%	11%	10%	0%	11%	12%	0%	0%	13%	0%	11%	11%	0%
Not at all influential	79%	86%	77%	67%	79%	100%	78%	77%	100%	83%	78%	0%	78%	78%	100%
Don't know	4%	14%	0%	11%	3%	0%	4%	4%	0%	17%	0%	0%	4%	4%	0%
N	38	10	28	9	29	2	36	35	2	7	31	0	37	35	2

Q4BZZ9_2. Was the new clothes washer that you purchased more energy efficient than standard models available at the time of your purchase?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Yes	89%	92%	87%	100%	89%	100%	88%	91%	75%	95%	87%	100%	90%	90%	0%
No	3%	4%	2%	0%	3%	0%	3%	3%	0%	5%	2%	0%	3%	3%	0%
Don't know	8%	4%	11%	0%	8%	0%	9%	6%	25%	0%	11%	0%	7%	7%	100%
N	75	27	48	3	72	6	69	68	4	21	54	1	72	73	1

Q4BZZ9_3. Was the new clothes dryer that you purchased more energy efficient than standard models available at the time of your purchase?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Yes	100%	100%	100%	100%	100%	0%	100%	100%	0%	100%	100%	0%	100%	100%	0%
N	5	3	2	2	3	0	5	5	0	3	2	0	5	5	0

Q4BZZ9_4. Was the new dishwasher that you purchased more energy efficient than standard models available at the time of your purchase?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Yes	63%	100%	51%	100%	63%	0%	63%	63%	0%	100%	51%	0%	63%	63%	0%
No	12%	0%	16%	0%	13%	0%	12%	12%	0%	0%	16%	0%	12%	12%	0%
DON'T KNOW	25%	0%	33%	0%	25%	0%	25%	25%	0%	0%	33%	0%	25%	25%	0%
N	11	2	9	3	8	0	11	11	0	2	9	0	11	11	0

Q4BZZ9_5. Was the new room AC that you purchased more energy efficient than standard models available at the time of your purchase?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Yes	51%	100%	0%	100%	50%	0%	51%	51%	0%	100%	0%	0%	51%	51%	0%
DON'T KNOW	49%	0%	100%	0%	50%	0%	49%	49%	0%	0%	100%	0%	49%	49%	0%
N	3	2	1	1	2	0	3	3	0	2	1	0	3	3	0

Q4BZZ9_6. Was the new air conditioner that you purchased more energy efficient than standard models available at the time of your purchase?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Yes	94%	100%	92%	100%	94%	100%	94%	94%	100%	100%	93%	0%	94%	94%	100%
No	6%	0%	8%	0%	6%	0%	6%	6%	0%	0%	7%	0%	6%	6%	0%
N	38	10	28	4	34	3	35	37	1	7	31	0	38	37	1

Q4BZZ9_7. Was the new gas furnace that you purchased more energy efficient than standard models available at the time of your purchase?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Yes	66%	0%	66%	0%	67%	0%	66%	66%	0%	0%	66%	0%	66%	66%	0%
DON'T KNOW	34%	0%	34%	100%	33%	0%	34%	34%	0%	0%	34%	0%	34%	34%	0%
N	4	0	4	1	3	0	4	4	0	0	4	0	4	4	0

Q4BZZ9_8. Was the new water heater that you purchased more energy efficient than standard models available at the time of your purchase?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Yes	80%	67%	86%	40%	81%	98%	79%	80%	100%	51%	85%	0%	80%	82%	50%
No	0%	0%	0%	20%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	19%	33%	14%	40%	19%	0%	21%	20%	0%	49%	15%	0%	19%	17%	50%
N	36	11	25	5	31	3	33	35	1	5	31	0	36	34	2

Q4BZZ9_9. Was the new heat pump that you purchased more energy efficient than standard models available at the time of your purchase?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Yes	100%	100%	0%	0%	100%	0%	100%	100%	0%	100%	0%	0%	100%	0%	100%
N	1	1	0	0	1	0	1	1	0	1	0	0	1	0	1

Q4BZZ9_13. Was the new pool pump that you purchased more energy efficient than standard models available at the time of your purchase?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Yes	78%	0%	78%	100%	78%	0%	78%	78%	0%	0%	78%	0%	78%	78%	0%
No	22%	0%	22%	0%	22%	0%	22%	22%	0%	0%	22%	0%	22%	22%	0%
N	10	0	10	1	9	0	10	10	0	0	10	0	10	10	0

Q4BZZ9_14. Was the new windows that you purchased more energy efficient than standard models available at the time of your purchase?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Yes	93%	86%	96%	100%	93%	100%	93%	92%	100%	83%	96%	0%	93%	93%	100%
No	3%	0%	4%	0%	3%	0%	4%	4%	0%	0%	4%	0%	4%	4%	0%
Don't know	3%	14%	0%	0%	3%	0%	4%	4%	0%	17%	0%	0%	4%	4%	0%
N	38	10	28	9	29	2	36	35	2	7	31	0	37	35	2

Q4BZZ10_2. How do you know your new clothes washer is energy efficient?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Energy guide/rating system	2%	0%	2%	0%	2%	0%	2%	2%	0%	0%	2%	0%	2%	2%	.
Energy Star label	39%	39%	39%	33%	39%	17%	41%	37%	67%	39%	39%	0%	39%	38%	.
Utility rebate	2%	4%	0%	0%	2%	0%	2%	2%	0%	6%	0%	0%	2%	2%	.
Other mfg/retailer product info	34%	35%	34%	67%	34%	67%	31%	34%	33%	33%	35%	100%	34%	35%	.
Salesperson	14%	9%	17%	33%	14%	0%	16%	15%	0%	11%	15%	0%	15%	14%	.
Personal research	3%	4%	2%	0%	3%	0%	3%	3%	0%	6%	2%	0%	3%	3%	.
Uses less water/more efficient	0%	0%	0%	33%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	.
Other	3%	0%	5%	0%	3%	0%	3%	3%	0%	0%	4%	0%	3%	3%	.
DON'T KNOW	6%	13%	2%	0%	6%	17%	5%	7%	0%	11%	4%	0%	6%	6%	.
N	67	25	42	3	64	6	61	62	3	20	47	1	65	66	0

Q4BZZ10_3. How do you know your new clothes dryer is energy efficient?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Energy guide/rating system	34%	4%	50%	50%	33%	.	34%	34%	.	4%	50%	.	34%	34%	.
Energy Star label	65%	92%	50%	0%	67%	.	65%	65%	.	92%	50%	.	65%	65%	.
Other mfg/retailer product info	1%	4%	0%	50%	0%	.	1%	1%	.	4%	0%	.	1%	1%	.
Salesperson	1%	4%	0%	50%	0%	.	1%	1%	.	4%	0%	.	1%	1%	.
N	5	3	2	2	3	0	5	5	0	3	2	0	5	5	0

Q4BZZ10_4. How do you know your new dishwasher is energy efficient?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Energy guide	2%	0%	3%	67%	0%	.	2%	2%	.	0%	3%	.	2%	2%	.
Energy Star label	20%	0%	33%	33%	20%	.	20%	20%	.	0%	33%	.	20%	20%	.
Other mfg/retailer product info	40%	50%	33%	33%	40%	.	40%	40%	.	50%	33%	.	40%	40%	.
Salesperson	20%	50%	0%	0%	20%	.	20%	20%	.	50%	0%	.	20%	20%	.
Other - record	20%	0%	32%	0%	20%	.	20%	20%	.	0%	32%	.	20%	20%	.
N	8	2	6	3	5	0	8	8	0	2	6	0	8	8	0

Q4BZZ10_5. How do you know your new room AC is energy efficient?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Energy Star label	4%	4%	.	100%	0%	.	4%	4%	.	4%	.	.	4%	4%	.
Other mfg/retailer product info	96%	96%	.	0%	100%	.	96%	96%	.	96%	.	.	96%	96%	.
N	2	2	0	1	1	0	2	2	0	2	0	0	2	2	0

Q4BZZ10_6. How do you know your new air conditioner is energy efficient?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
SEER	13%	13%	13%	50%	13%	2%	13%	13%	0%	17%	12%	.	13%	13%	0%
Other mfg/retailer product info	37%	49%	33%	0%	38%	49%	37%	35%	100%	50%	34%	.	37%	39%	0%
Salesperson	6%	1%	8%	25%	6%	0%	7%	7%	0%	1%	8%	.	6%	7%	0%
Contractor	41%	49%	38%	25%	41%	49%	40%	42%	0%	50%	38%	.	41%	39%	100%
Other	9%	0%	12%	0%	9%	0%	10%	10%	0%	0%	11%	.	9%	10%	0%
DON'T KNOW	6%	0%	8%	0%	6%	0%	7%	6%	0%	0%	8%	.	6%	6%	0%
N	36	10	26	4	32	3	33	35	1	7	29	0	36	35	1

Q4BZZ10_7. How do you know your new gas furnace is energy efficient?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Contractor	100%	.	100%	.	100%	.	100%	100%	.	.	100%	.	100%	100%	.
N	2	0	2	0	2	0	2	2	0	0	2	0	2	2	0

Q4BZZ10_8. How do you know your new water heater is energy efficient?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Energy Factor	8%	0%	11%	0%	8%	0%	9%	8%	0%	0%	9%	.	8%	8%	0%
Other mfg/retailer product info	72%	83%	68%	50%	72%	100%	70%	71%	100%	98%	70%	.	72%	75%	0%
Salesperson	8%	1%	11%	50%	8%	0%	9%	8%	0%	2%	9%	.	8%	8%	0%
Contractor	8%	17%	5%	0%	8%	0%	9%	8%	0%	0%	9%	.	8%	4%	100%
DON'T KNOW	4%	0%	5%	0%	4%	0%	4%	4%	0%	0%	4%	.	4%	4%	0%
N	27	7	20	2	25	2	25	26	1	3	24	0	27	26	1

Q4BZZ10_9. How do you know your new heat pump is energy efficient?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
SEER Seasonal Energy Efficiency Rating	100%	100%	.	.	100%	.	100%	100%	.	100%	.	.	100%	.	100%
N	1	1	0	0	1	0	1	1	0	1	0	0	1	0	1

Q4BZZ10_13. How do you know your new pool pump is energy efficient?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Reduced Horsepower Motor/Two speed mode	14%	.	14%	0%	14%	.	14%	14%	.	.	14%	.	14%	14%	.
Other mfg/retailer product info	43%	.	43%	0%	43%	.	43%	43%	.	.	43%	.	43%	43%	.
Salesperson	15%	.	15%	100%	14%	.	15%	15%	.	.	15%	.	15%	15%	.
Contractor	14%	.	14%	0%	14%	.	14%	14%	.	.	14%	.	14%	14%	.
Other - record	1%	.	1%	100%	0%	.	1%	1%	.	.	1%	.	1%	1%	.
DON'T KNOW	14%	.	14%	0%	14%	.	14%	14%	.	.	14%	.	14%	14%	.
N	8	0	8	1	7	0	8	8	0	0	8	0	8	8	0

Q4BZZ10_14. How do you know your new windows are energy efficient?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
U-factor/Solar heat gain coefficient/LowE	19%	34%	14%	22%	19%	0%	20%	17%	50%	21%	18%	.	19%	19%	50%
Utility rebate	4%	0%	5%	0%	4%	0%	4%	4%	0%	0%	4%	.	4%	4%	0%
Other mfg/retailer product info	40%	33%	43%	11%	41%	50%	40%	41%	50%	40%	40%	.	42%	42%	0%
Salesperson	8%	17%	5%	22%	7%	50%	4%	9%	0%	20%	5%	.	8%	8%	50%
Contractor	11%	0%	14%	11%	11%	0%	12%	8%	0%	0%	14%	.	8%	8%	0%
Double/triple paned	0%	0%	0%	22%	0%	0%	0%	0%	0%	0%	0%	.	0%	0%	0%
Energy Star label/or other rating	0%	0%	0%	11%	0%	0%	0%	0%	0%	0%	0%	.	0%	0%	0%
Feel the difference/house is warmer	0%	0%	0%	22%	0%	0%	0%	0%	0%	0%	0%	.	0%	0%	0%
Other - record	15%	17%	14%	22%	15%	0%	16%	17%	0%	20%	14%	.	15%	15%	50%
DON'T KNOW	4%	0%	5%	0%	4%	0%	4%	4%	0%	0%	4%	.	4%	4%	0%
N	36	9	27	9	27	2	34	33	2	6	30	0	35	33	2

Q4BZZ11_2. Did you receive a rebate from [utility] on your new clothes washer?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Yes	18%	8%	23%	0%	18%	0%	20%	18%	25%	5%	23%	0%	19%	19%	0%
No	58%	72%	51%	67%	58%	67%	58%	58%	50%	74%	53%	0%	61%	59%	100%
Applied but didn't receive	0%	0%	0%	33%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	24%	20%	26%	0%	24%	33%	23%	23%	25%	21%	25%	100%	20%	23%	0%
N	75	27	48	3	72	6	69	68	4	21	54	1	72	73	1

Q4BZZ11_3. Did you receive a rebate from [utility] on your new clothes dryer?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
No	100%	100%	100%	100%	100%	0%	100%	100%	0%	100%	100%	0%	100%	100%	0%
N	5	3	2	2	3	0	5	5	0	3	2	0	5	5	0

Q4BZZ11_4. Did you receive a rebate from [utility] on your new dishwasher?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Yes	12%	0%	16%	0%	13%	0%	12%	12%	0%	0%	16%	0%	12%	12%	0%
No	75%	50%	84%	100%	75%	0%	75%	75%	0%	50%	84%	0%	75%	75%	0%
DON'T KNOW	12%	50%	0%	0%	13%	0%	12%	12%	0%	50%	0%	0%	12%	12%	0%
N	11	2	9	3	8	0	11	11	0	2	9	0	11	11	0

Q4BZZ11_5. Did you receive a rebate from [utility] on your new room AC?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Yes	2%	4%	0%	100%	0%	0%	2%	2%	0%	4%	0%	0%	2%	2%	0%
No	98%	96%	100%	0%	100%	0%	98%	98%	0%	96%	100%	0%	98%	98%	0%
N	3	2	1	1	2	0	3	3	0	2	1	0	3	3	0

Q4BZZ11_6. Did you receive a rebate from [utility] on your new air conditioner?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Yes	32%	12%	38%	0%	32%	49%	31%	33%	0%	17%	36%	0%	32%	33%	0%
No	53%	75%	46%	100%	53%	51%	53%	52%	100%	67%	50%	0%	53%	52%	100%
Applied but didn't receive	3%	0%	4%	0%	3%	0%	3%	3%	0%	0%	4%	0%	3%	3%	0%
DON'T KNOW	12%	12%	12%	0%	12%	0%	12%	12%	0%	17%	11%	0%	12%	12%	0%
N	38	10	28	4	34	3	35	37	1	7	31	0	38	37	1

Q4BZZ11_7. Did you receive a rebate from [utility] on your new gas furnace?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
No	100%	0%	100%	100%	100%	0%	100%	100%	0%	0%	100%	0%	100%	100%	0%
N	4	0	4	1	3	0	4	4	0	0	4	0	4	4	0

Q4BZZ11_8. Did you receive a rebate from [utility] on your new water heater?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
No	94%	89%	95%	100%	94%	100%	93%	93%	100%	75%	96%	0%	94%	93%	100%
DON'T KNOW	6%	11%	5%	0%	6%	0%	7%	7%	0%	25%	4%	0%	6%	7%	0%
N	36	11	25	5	31	3	33	35	1	5	31	0	36	34	2

Q4BZZ11_9. Did you receive a rebate from [utility] on your new heat pump?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
No	100%	100%	0%	0%	100%	0%	100%	100%	0%	100%	0%	0%	100%	0%	100%
N	1	1	0	0	1	0	1	1	0	1	0	0	1	0	1

Q4BZZ11_12. Did you receive a rebate from [utility] on your new insulation?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Yes	4%	11%	0%	0%	4%	0%	5%	5%	0%	13%	0%	0%	4%	4%	0%
No	87%	78%	93%	0%	87%	100%	86%	86%	100%	75%	93%	0%	87%	87%	0%
Don't know	9%	11%	7%	0%	9%	0%	9%	9%	0%	13%	7%	0%	9%	9%	0%
N	23	9	14	0	23	1	22	22	1	8	15	0	23	23	0

Q4BZZ11_13. Did you receive a rebate from [utility] on your new pool pump?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Yes	11%	0%	11%	0%	11%	0%	11%	11%	0%	0%	11%	0%	11%	11%	0%
No	45%	0%	45%	100%	44%	0%	45%	45%	0%	0%	45%	0%	45%	45%	0%
Applied but didn't receive	33%	0%	33%	0%	33%	0%	33%	33%	0%	0%	33%	0%	33%	33%	0%
Don't know	11%	0%	11%	0%	11%	0%	11%	11%	0%	0%	11%	0%	11%	11%	0%
N	10	0	10	1	9	0	10	10	0	0	10	0	10	10	0

Q4BZZ11_14. Did you receive a rebate from [utility] on your new windows?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Yes	3%	0%	4%	0%	3%	0%	4%	4%	0%	0%	4%	0%	4%	4%	0%
No	80%	86%	78%	100%	79%	100%	78%	81%	100%	83%	79%	0%	82%	82%	100%
Don't know	17%	14%	18%	0%	17%	0%	18%	15%	0%	17%	17%	0%	14%	14%	0%
N	38	10	28	9	29	2	36	35	2	7	31	0	37	35	2

NON-PART DISCRETE CHOICE QUESTIONS - CW, AC, IN

Q4C2CW. Did you purchase your clothes washer at a retail store or through a contractor?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Retail store	97%	96%	98%	100%	97%	100%	97%	98%	75%	100%	96%	100%	97%	99%	0%
Contractor	3%	4%	2%	0%	3%	0%	3%	2%	25%	0%	4%	0%	3%	1%	100%
N	75	27	48	3	72	6	69	68	4	21	54	1	72	73	1

Q4C4CW. Do you recall seeing any [Utility] literature or displays that provided information about the energy efficiency of the clothes washer you purchased?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	30%	33%	28%	0%	30%	33%	30%	30%	67%	31%	29%	100%	30%	30%	0%
NO	57%	67%	52%	100%	57%	67%	56%	56%	33%	69%	53%	0%	58%	57%	0%
DON'T KNOW	13%	0%	20%	0%	13%	0%	14%	14%	0%	0%	18%	0%	12%	13%	0%
N	73	26	47	3	70	6	67	67	3	21	52	1	70	72	0

Q4C7CW. did you speak with a salesperson when you were shopping for clothes washer?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	69%	67%	70%	100%	69%	67%	69%	70%	67%	69%	69%	0%	69%	68%	0%
NO	27%	29%	26%	0%	27%	33%	27%	27%	0%	26%	27%	0%	28%	27%	0%
DON'T KNOW	4%	4%	4%	0%	4%	0%	5%	3%	33%	5%	4%	100%	3%	4%	0%
N	73	26	47	3	70	6	67	67	3	21	52	1	70	72	0

Q4C8CW. Did the salesperson tell you about the rebate program?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	31%	19%	37%	33%	31%	25%	32%	33%	0%	16%	37%	0%	33%	32%	0%
NO	48%	56%	44%	67%	48%	50%	48%	45%	100%	54%	46%	0%	48%	47%	0%
DON'T KNOW	21%	25%	19%	0%	21%	25%	20%	22%	0%	31%	17%	0%	20%	21%	0%
N	51	18	33	3	48	4	47	48	2	15	36	0	49	50	0

Q4C9CW. Did the salesperson inform you of the benefits of high efficiency clothes washer?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	62%	50%	69%	33%	63%	50%	64%	62%	50%	46%	68%	0%	63%	62%	0%
NO	35%	50%	28%	33%	35%	50%	34%	36%	50%	54%	29%	0%	35%	36%	0%
DON'T KNOW	2%	0%	3%	33%	2%	0%	2%	2%	0%	0%	3%	0%	2%	2%	0%
N	51	18	33	3	48	4	47	48	2	15	36	0	49	50	0

Q4C10CW. Did your contractor inform you of the benefits of high efficiency clothes washer?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	50%	0%	100%	0%	50%	0%	50%	100%	0%	0%	50%	0%	50%	100%	0%
NO	50%	100%	0%	0%	50%	0%	50%	0%	100%	0%	50%	0%	50%	0%	100%
N	2	1	1	0	2	0	2	1	1	0	2	0	2	1	1

Q4C13CW. Did your contractor recommend purchasing a high efficiency clothes washer rather than a standard efficiency unit?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	50%	0%	100%	0%	50%	0%	50%	100%	0%	0%	50%	0%	50%	100%	0%
NO	50%	100%	0%	0%	50%	0%	50%	0%	100%	0%	50%	0%	50%	0%	100%
N	2	1	1	0	2	0	2	1	1	0	2	0	2	1	1

Q4C14CW. Did you have a clothes washer in your home prior to this recent installation?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	50%	0%	100%	0%	50%	0%	50%	100%	0%	0%	50%	0%	50%	100%	0%
NO	50%	100%	0%	0%	50%	0%	50%	0%	100%	0%	50%	0%	50%	0%	100%
N	2	1	1	0	2	0	2	1	1	0	2	0	2	1	1

Q4C14CIN. Did you have insulation in your home prior to this recent installation?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Yes	83%	78%	86%	0%	83%	100%	82%	82%	100%	75%	87%	0%	83%	83%	0%
No	13%	11%	14%	0%	13%	0%	14%	14%	0%	13%	13%	0%	13%	13%	0%
Don't know	4%	11%	0%	0%	4%	0%	5%	5%	0%	13%	0%	0%	4%	4%	0%
N	23	9	14	0	23	1	22	22	1	8	15	0	23	23	0

Q4C15CW. How old was the clothes washer that was replaced?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
2	1%	0%	2%	0%	1%	0%	2%	2%	0%	0%	2%	0%	1%	1%	0%
3	1%	4%	0%	0%	1%	17%	0%	2%	0%	0%	2%	0%	1%	1%	0%
4	1%	0%	2%	0%	1%	0%	2%	2%	0%	0%	2%	0%	1%	1%	0%
5	3%	4%	2%	0%	3%	0%	3%	3%	0%	6%	2%	0%	3%	3%	0%
6	3%	4%	2%	0%	3%	0%	3%	2%	25%	6%	2%	100%	1%	3%	0%
7	6%	4%	6%	0%	6%	17%	5%	5%	0%	0%	8%	0%	4%	4%	0%
8	6%	4%	6%	0%	6%	0%	6%	6%	0%	6%	6%	0%	6%	6%	0%
10	29%	39%	23%	0%	29%	50%	27%	32%	0%	41%	25%	0%	30%	29%	0%
12	4%	0%	6%	0%	4%	0%	5%	5%	0%	0%	6%	0%	4%	4%	0%
13	7%	4%	9%	0%	7%	17%	6%	8%	0%	6%	8%	0%	7%	7%	0%
14	1%	4%	0%	0%	1%	0%	2%	2%	0%	6%	0%	0%	1%	1%	0%
15	16%	9%	19%	50%	16%	0%	17%	14%	25%	6%	19%	0%	16%	16%	0%
18	4%	4%	4%	0%	4%	0%	5%	5%	0%	6%	4%	0%	3%	4%	0%
20	6%	0%	9%	0%	6%	0%	6%	5%	0%	0%	8%	0%	6%	6%	0%
25	4%	4%	4%	0%	4%	0%	5%	3%	25%	6%	4%	0%	4%	4%	0%
27	0%	0%	0%	50%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Didn't have an old one	7%	13%	4%	0%	7%	0%	8%	6%	25%	12%	6%	0%	7%	6%	100%
N	72	25	47	2	70	6	66	65	4	19	53	1	69	70	1

Q4C16CW. Was it ...	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
5 to 10 years old	18%	0%	28%	0%	18%	0%	20%	11%	0%	0%	28%	0%	11%	10%	0%
10 to 15 years old	36%	25%	43%	0%	36%	100%	30%	44%	0%	25%	43%	0%	44%	40%	0%
15 to 20 years old	9%	0%	14%	0%	9%	0%	10%	11%	0%	0%	14%	0%	0%	10%	0%
More than 20 years old	18%	25%	14%	0%	18%	0%	20%	11%	100%	25%	14%	0%	22%	20%	0%
DON'T KNOW	18%	50%	1%	100%	18%	0%	20%	23%	0%	50%	1%	0%	23%	20%	0%
N	12	4	8	1	11	1	11	10	1	4	8	0	10	11	0

Q4C17CW. Was your old clothes washer in working order when it was replaced?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	64%	59%	67%	67%	64%	67%	64%	66%	67%	53%	68%	0%	66%	65%	0%
NO	36%	41%	33%	33%	36%	33%	36%	34%	33%	47%	32%	100%	34%	35%	0%
N	70	24	46	3	67	6	64	64	3	19	51	1	67	69	0

Q4C18CW. Could your old clothes washer have been fixed, or was it beyond repair?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Could have been fixed	21%	33%	13%	0%	21%	50%	18%	14%	100%	25%	19%	100%	18%	22%	0%
Beyond Repair	46%	33%	53%	0%	46%	50%	45%	48%	0%	37%	50%	0%	45%	43%	0%
Cheaper (easier) to replace	33%	34%	33%	100%	33%	0%	36%	38%	0%	38%	31%	0%	36%	35%	0%
N	25	10	15	1	24	2	23	22	1	9	16	1	23	24	0

Q4C20CW. Was your old clothes washer an Energy Star unit?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	15%	18%	13%	0%	15%	0%	16%	15%	33%	23%	12%	100%	14%	15%	0%
NO	76%	73%	78%	67%	76%	67%	77%	75%	67%	70%	78%	0%	77%	76%	0%
DON'T KNOW	9%	9%	9%	33%	9%	33%	7%	10%	0%	6%	10%	0%	9%	9%	0%
N	70	24	46	3	67	6	64	64	3	19	51	1	67	69	0

Q4C21CW. Was it a front or top loading machine?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Front Loading	1%	0%	2%	0%	1%	0%	2%	2%	0%	0%	2%	0%	2%	2%	0%
Top Loading	99%	100%	98%	100%	99%	100%	98%	98%	100%	100%	98%	100%	98%	98%	0%
N	70	24	46	3	67	6	64	64	3	19	51	1	67	69	0

Q4C23CW. How influential was the REBATE in your decision to purchase the clothes washer?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Somewhat or	38%	0%	45%	0%	38%	0%	38%	42%	0%	0%	42%	0%	38%	38%	0%
Not at all influential	62%	100%	55%	0%	62%	0%	62%	58%	100%	100%	58%	0%	62%	62%	0%
N	13	2	11	0	13	0	13	12	1	1	12	0	13	13	0

Q4C24CW. How influential was the CONTRACTOR in your decision to purchase the clothes washer?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Somewhat or	50%	0%	100%	0%	50%	0%	50%	100%	0%	0%	50%	0%	50%	100%	0%
Not at all influential	50%	100%	0%	0%	50%	0%	50%	0%	100%	0%	50%	0%	50%	0%	100%
N	2	1	1	0	2	0	2	1	1	0	2	0	2	1	1

Q4C25CW. How influential was the SALESPERSON in your decision to purchase the clothes washer?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Very	6%	12%	3%	0%	6%	0%	7%	7%	0%	15%	3%	0%	7%	6%	0%
Somewhat or	29%	25%	31%	33%	29%	25%	30%	29%	50%	23%	31%	0%	30%	30%	0%
Not at all influential	63%	62%	63%	67%	63%	75%	61%	62%	50%	61%	63%	0%	61%	62%	0%
DON'T KNOW	2%	0%	3%	0%	2%	0%	2%	2%	0%	0%	3%	0%	2%	2%	0%
N	51	18	33	3	48	4	47	48	2	15	36	0	49	50	0

Q4C26CW. How influential was the ADVERTISING MATERIAL in your decision to purchase the clothes washer?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Very	14%	25%	8%	0%	14%	0%	16%	16%	0%	33%	7%	0%	15%	14%	0%
Somewhat or	19%	13%	23%	0%	19%	0%	21%	16%	50%	17%	20%	100%	15%	19%	0%
Not at all influential	67%	63%	69%	0%	67%	100%	63%	68%	50%	50%	73%	0%	70%	67%	0%
N	21	8	13	0	21	2	19	19	2	6	15	1	20	21	0

Q4C27CW. How influential was the FLEX YOUR POWER AD CAMPAIGN in your decision to purchase the clothes washer?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Very	8%	12%	7%	0%	8%	0%	9%	5%	0%	14%	6%	0%	5%	5%	0%
Somewhat or	13%	0%	17%	0%	13%	0%	14%	13%	0%	0%	16%	0%	13%	13%	0%
Not at all influential	79%	88%	77%	100%	79%	100%	77%	81%	0%	86%	77%	0%	81%	81%	0%
N	40	9	31	2	38	3	37	39	0	8	32	0	39	39	0

Q4C28CW. How influential was the 20/20 OR 20/10 AD CAMPAIGN in your decision to purchase the clothes washer?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Very	12%	50%	7%	0%	12%	0%	13%	13%	0%	100%	6%	0%	13%	13%	0%
Somewhat or	12%	0%	13%	0%	12%	0%	13%	13%	0%	0%	13%	0%	13%	13%	0%
Not at all influential	76%	50%	80%	0%	76%	100%	75%	75%	0%	0%	81%	0%	75%	75%	0%
N	17	2	15	0	17	1	16	16	0	1	16	0	16	16	0

Q4C2AC. Did you purchase your air conditoner at a retail store or through a contractor?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Retail store	3%	1%	4%	25%	3%	0%	3%	3%	0%	1%	4%	0%	3%	3%	0%
Contractor	88%	75%	92%	75%	88%	100%	87%	91%	0%	66%	93%	0%	88%	88%	100%
DON'T KNOW	9%	25%	4%	0%	9%	0%	9%	6%	100%	33%	4%	0%	9%	9%	0%
N	38	10	28	4	34	3	35	37	1	7	31	0	38	37	1

Q4C4AC. Do you recall seeing any [Utility] literature or displays that provided information about the energy efficiency of the air conditoner you purchased?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	96%	0%	100%	0%	100%	0%	96%	96%	0%	0%	100%	0%	96%	96%	0%
NO	4%	100%	0%	100%	0%	0%	4%	4%	0%	100%	0%	0%	4%	4%	0%
N	2	1	1	1	1	0	2	2	0	1	1	0	2	2	0

Q4C7AC. did you speak with a salesperson when you were shopping for air conditoner?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	100%	100%	100%	100%	100%	0%	100%	100%	0%	100%	100%	0%	100%	100%	0%
N	2	1	1	1	1	0	2	2	0	1	1	0	2	2	0

Q4C8AC. Did the salesperson tell you about the rebate program?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	96%	0%	100%	0%	100%	0%	96%	96%	0%	0%	100%	0%	96%	96%	0%
NO	4%	100%	0%	100%	0%	0%	4%	4%	0%	100%	0%	0%	4%	4%	0%
N	2	1	1	1	1	0	2	2	0	1	1	0	2	2	0

Q4C9AC. Did the salesperson inform you of the benefits of high efficiency air conditoner?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	96%	0%	100%	0%	100%	0%	96%	96%	0%	0%	100%	0%	96%	96%	0%
NO	4%	100%	0%	100%	0%	0%	4%	4%	0%	100%	0%	0%	4%	4%	0%
N	2	1	1	1	1	0	2	2	0	1	1	0	2	2	0

Q4C10AC. Did your contractor inform you of the benefits of high efficiency air conditoner?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	77%	100%	71%	100%	77%	100%	75%	77%	0%	100%	73%	0%	77%	76%	100%
NO	20%	0%	25%	0%	20%	0%	21%	20%	0%	0%	23%	0%	20%	21%	0%
DON'T KNOW	3%	0%	4%	0%	3%	0%	4%	3%	0%	0%	4%	0%	3%	3%	0%
N	33	7	26	3	30	3	30	33	0	4	29	0	33	32	1

Q4C13AC. Did your contractor inform you of the Home Energy Efficiency Rebate program?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	60%	83%	54%	0%	60%	98%	57%	60%	0%	75%	57%	0%	60%	58%	100%
NO	27%	17%	29%	100%	27%	2%	29%	27%	0%	25%	27%	0%	27%	28%	0%
DON'T KNOW	13%	0%	17%	0%	13%	0%	14%	13%	0%	0%	15%	0%	13%	14%	0%
N	33	7	26	3	30	3	30	33	0	4	29	0	33	32	1

Q4C14AC. Did your contractor recommend purchasing a high efficiency air conditoner rather than a standard efficiency unit?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	77%	100%	71%	67%	77%	100%	75%	77%	0%	100%	73%	0%	77%	76%	100%
NO	17%	0%	21%	0%	17%	0%	18%	17%	0%	0%	19%	0%	17%	17%	0%
DON'T KNOW	7%	0%	8%	33%	7%	0%	7%	7%	0%	0%	8%	0%	7%	7%	0%
N	33	7	26	3	30	3	30	33	0	4	29	0	33	32	1

Q4C15AC. How old was the air conditoner that was replaced?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
5	3%	0%	4%	0%	3%	0%	3%	3%	0%	0%	4%	0%	3%	3%	0%
6	3%	0%	4%	0%	3%	0%	3%	3%	0%	0%	4%	0%	3%	3%	0%
13	3%	0%	4%	0%	3%	0%	3%	3%	0%	0%	4%	0%	3%	3%	0%
15	9%	0%	12%	0%	9%	0%	10%	10%	0%	0%	11%	0%	9%	10%	0%
17	0%	0%	0%	25%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
20	25%	37%	21%	0%	25%	0%	27%	26%	0%	50%	19%	0%	25%	26%	0%
25	9%	0%	12%	0%	9%	0%	10%	10%	0%	0%	11%	0%	9%	10%	0%
28	0%	0%	0%	25%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
29	3%	0%	4%	0%	3%	0%	3%	3%	0%	0%	4%	0%	3%	3%	0%
30	6%	0%	8%	0%	6%	0%	7%	6%	0%	0%	8%	0%	6%	6%	0%
38	0%	1%	0%	25%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
49	3%	0%	4%	0%	3%	0%	3%	3%	0%	0%	4%	0%	3%	3%	0%
Didn't have an old one	34%	62%	25%	25%	34%	100%	30%	32%	100%	50%	31%	0%	34%	32%	100%
N	36	10	26	4	32	3	33	35	1	7	29	0	36	35	1

Q4C16AC. Was it ...	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
10 to 15 years old	20%	0%	20%	0%	20%	0%	20%	20%	0%	0%	20%	0%	20%	20%	0%
More than 20 years old	40%	0%	40%	0%	40%	0%	40%	40%	0%	0%	40%	0%	40%	40%	0%
DON'T KNOW	40%	0%	40%	0%	40%	0%	40%	40%	0%	0%	40%	0%	40%	40%	0%
N	5	0	5	0	5	0	5	5	0	0	5	0	5	5	0

Q4C17AC. Was your old air conditoner in working order when it was replaced?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	57%	67%	55%	67%	57%	0%	57%	57%	0%	67%	55%	0%	57%	57%	0%
NO	39%	33%	40%	33%	39%	0%	39%	39%	0%	33%	40%	0%	39%	39%	0%
DON'T KNOW	4%	0%	5%	0%	4%	0%	4%	4%	0%	0%	5%	0%	4%	4%	0%
N	26	4	22	3	23	0	26	26	0	4	22	0	26	26	0

Q4C18AC. Could your old air conditoner have been fixed, or was it beyond repair?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Beyond Repair	100%	100%	99%	0%	100%	0%	100%	100%	0%	100%	99%	0%	100%	100%	0%
Cheaper (easier) to replace	0%	0%	1%	100%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
N	10	1	9	1	9	0	10	10	0	1	9	0	10	10	0

Q4C19AC. What type of unit was your old air conditioner system? Was it…	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Central air conditioning system	87%	100%	85%	100%	87%	.	87%	87%	.	100%	85%	.	87%	87%	.
Central Heat pump	4%	0%	5%	0%	4%	.	4%	4%	.	0%	5%	.	4%	4%	.
Window or wall unit/room air conditioner	4%	0%	5%	0%	4%	.	4%	4%	.	0%	5%	.	4%	4%	.
NONE or fans only	0%	0%	0%	0%	0%	.	0%	0%	.	0%	0%	.	0%	0%	.
REFUSED	0%	0%	0%	0%	0%	.	0%	0%	.	0%	0%	.	0%	0%	.
DON'T KNOW	4%	0%	5%	0%	4%	.	4%	4%	.	0%	5%	.	4%	4%	.
N	26	4	22	3	23	0	26	26	0	4	22	0	26	26	0

Q4C23AC. How influential was the REBATE in your decision to purchase the air conditoner?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Very	27%	0%	30%	0%	27%	0%	30%	27%	0%	0%	30%	0%	27%	27%	0%
Somewhat or	36%	0%	40%	0%	36%	0%	40%	36%	0%	0%	40%	0%	36%	36%	0%
Not at all influential	36%	100%	30%	0%	36%	100%	30%	36%	0%	100%	30%	0%	36%	36%	0%
N	11	1	10	0	11	1	10	11	0	1	10	0	11	11	0

Q4C24AC. How influential was the CONTRACTOR in your decision to purchase the air conditoner?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Very	43%	66%	38%	33%	43%	49%	43%	43%	0%	75%	38%	0%	43%	41%	100%
Somewhat or	23%	17%	25%	0%	23%	0%	25%	23%	0%	25%	23%	0%	23%	24%	0%
Not at all influential	33%	17%	38%	67%	33%	51%	32%	33%	0%	0%	39%	0%	33%	35%	0%
N	33	7	26	3	30	3	30	33	0	4	29	0	33	32	1

Q4C25AC. How influential was the SALESPERSON in your decision to purchase the air conditoner?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Very	96%	0%	100%	0%	100%	0%	96%	96%	0%	0%	100%	0%	96%	96%	0%
Not at all influential	4%	100%	0%	100%	0%	0%	4%	4%	0%	100%	0%	0%	4%	4%	0%
N	2	1	1	1	1	0	2	2	0	1	1	0	2	2	0

Q4C26AC. How influential was the ADVERTISING MATERIAL in your decision to purchase the air conditoner?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Very	100%	0%	100%	0%	100%	0%	100%	100%	0%	0%	100%	0%	100%	100%	0%
N	1	0	1	0	1	0	1	1	0	0	1	0	1	1	0

Q4C27AC. How influential was the FLEX YOUR POWER AD CAMPAIGN in your decision to purchase the air conditoner?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Somewhat or	14%	24%	11%	0%	14%	0%	14%	14%	0%	25%	11%	0%	14%	14%	0%
Not at all influential	77%	76%	78%	100%	77%	100%	76%	76%	100%	75%	78%	0%	77%	77%	0%
DON'T KNOW	9%	0%	11%	0%	9%	0%	10%	9%	0%	0%	11%	0%	9%	9%	0%
N	24	6	18	2	22	2	22	23	1	5	19	0	24	24	0

Q4C28AC. How influential was the 20/20 OR 20/10 AD CAMPAIGN in your decision to purchase the air conditoner?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Very	18%	50%	11%	0%	18%	0%	18%	20%	0%	0%	20%	0%	18%	10%	100%
Somewhat or	18%	0%	22%	0%	18%	0%	18%	20%	0%	0%	20%	0%	18%	20%	0%
Not at all influential	55%	50%	56%	100%	55%	0%	55%	50%	100%	100%	50%	0%	55%	60%	0%
DON'T KNOW	9%	0%	11%	0%	9%	0%	9%	10%	0%	0%	10%	0%	9%	10%	0%
N	12	2	10	1	11	0	12	11	1	1	11	0	12	11	1

Q4C2IN. Did you purchase your insulation at a retail store or through a contractor?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Retail store	39%	11%	57%	0%	39%	0%	41%	41%	0%	13%	53%	0%	39%	39%	0%
Contractor	48%	56%	43%	0%	48%	100%	45%	50%	0%	50%	47%	0%	48%	48%	0%
Utility	4%	11%	0%	0%	4%	0%	5%	5%	0%	13%	0%	0%	4%	4%	0%
DON'T KNOW	9%	22%	0%	0%	9%	0%	9%	5%	100%	25%	0%	0%	9%	9%	0%
N	23	9	14	0	23	1	22	22	1	8	15	0	23	23	0

Q4C4IN. Do you recall seeing any [Utility] literature or displays that provided information about the energy efficiency of the insulation you purchased?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	11%	0%	13%	0%	11%	0%	11%	11%	0%	0%	13%	0%	11%	11%	0%
NO	78%	100%	75%	0%	78%	0%	78%	78%	0%	100%	75%	0%	78%	78%	0%
DON'T KNOW	11%	0%	13%	0%	11%	0%	11%	11%	0%	0%	13%	0%	11%	11%	0%
N	9	1	8	0	9	0	9	9	0	1	8	0	9	9	0

Q4C7IN. did you speak with a salesperson when you were shopping for insulation?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	11%	100%	0%	0%	11%	0%	11%	11%	0%	100%	0%	0%	11%	11%	0%
NO	89%	0%	100%	0%	89%	0%	89%	89%	0%	0%	100%	0%	89%	89%	0%
N	9	1	8	0	9	0	9	9	0	1	8	0	9	9	0

Q4C8IN. Did the salesperson tell you about the rebate program?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
NO	100%	100%	0%	0%	100%	0%	100%	100%	0%	100%	0%	0%	100%	100%	0%
N	1	1	0	0	1	0	1	1	0	1	0	0	1	1	0

Q4C9IN. Did the salesperson inform you of the benefits of high efficiency insulation?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	100%	100%	0%	0%	100%	0%	100%	100%	0%	100%	0%	0%	100%	100%	0%
N	1	1	0	0	1	0	1	1	0	1	0	0	1	1	0

Q4C10IN. Did your contractor inform you of the benefits of high efficiency insulation?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	91%	80%	100%	0%	91%	100%	90%	91%	0%	75%	100%	0%	91%	91%	0%
NO	9%	20%	0%	0%	9%	0%	10%	9%	0%	25%	0%	0%	9%	9%	0%
N	11	5	6	0	11	1	10	11	0	4	7	0	11	11	0

Q4C13IN. Did your contractor inform you of the Home Energy Efficiency Rebate program?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	55%	40%	67%	0%	55%	0%	60%	55%	0%	50%	57%	0%	55%	55%	0%
NO	45%	60%	33%	0%	45%	100%	40%	45%	0%	50%	43%	0%	45%	45%	0%
N	11	5	6	0	11	1	10	11	0	4	7	0	11	11	0

Q4C14IN. Did your contractor recommend installing Insulation?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	64%	60%	67%	0%	64%	100%	60%	64%	0%	50%	71%	0%	64%	64%	0%
NO	27%	40%	17%	0%	27%	0%	30%	27%	0%	50%	14%	0%	27%	27%	0%
DON'T KNOW	9%	0%	17%	0%	9%	0%	10%	9%	0%	0%	14%	0%	9%	9%	0%
N	11	5	6	0	11	1	10	11	0	4	7	0	11	11	0

Q4C1Q4CIN. Did you have insulation in your home prior to this recent installation?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Yes	83%	78%	86%	0%	83%	100%	82%	82%	100%	75%	87%	0%	83%	83%	0%
No	13%	11%	14%	0%	13%	0%	14%	14%	0%	13%	13%	0%	13%	13%	0%
Don't know	4%	11%	0%	0%	4%	0%	5%	5%	0%	13%	0%	0%	4%	4%	0%
N	23	9	14	0	23	1	22	22	1	8	15	0	23	23	0

Q4C23IN. How influential was the REBATE in your decision to purchase the insulation?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Somewhat	100%	100%	0%	0%	100%	0%	100%	100%	0%	100%	0%	0%	100%	100%	0%
N	1	1	0	0	1	0	1	1	0	1	0	0	1	1	0

Q4C24IN. How influential was the CONTRACTOR in your decision to purchase the insulation?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Very	36%	60%	17%	0%	36%	100%	30%	36%	0%	50%	29%	0%	36%	36%	0%
Somewhat	36%	40%	33%	0%	36%	0%	40%	36%	0%	50%	29%	0%	36%	36%	0%
Not at all influential	27%	0%	50%	0%	27%	0%	30%	27%	0%	0%	43%	0%	27%	27%	0%
N	11	5	6	0	11	1	10	11	0	4	7	0	11	11	0

Q4C25IN. How influential was the SALESPERSON in your decision to purchase the insulation?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Not at all influential	100%	100%	0%	0%	100%	0%	100%	100%	0%	100%	0%	0%	100%	100%	0%
N	1	1	0	0	1	0	1	1	0	1	0	0	1	1	0

Q4C26IN. How influential was the ADVERTISING MATERIAL in your decision to purchase the insulation?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Not at all influential	100%	0%	100%	0%	100%	0%	100%	100%	0%	0%	100%	0%	100%	100%	0%
N	1	0	1	0	1	0	1	1	0	0	1	0	1	1	0

Q4C27IN. How influential was the FLEX YOUR POWER AD CAMPAIGN in your decision to purchase the insulation?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Somewhat	38%	100%	17%	0%	38%	0%	38%	38%	0%	100%	17%	0%	38%	38%	0%
Not at all influential	63%	0%	83%	0%	63%	0%	63%	63%	0%	0%	83%	0%	63%	63%	0%
N	8	2	6	0	8	0	8	8	0	2	6	0	8	8	0

Q4C28IN. How influential was the 20/20 OR 20/10 AD CAMPAIGN in your decision to purchase the insulation?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Somewhat	50%	100%	33%	0%	50%	0%	50%	50%	0%	100%	33%	0%	50%	50%	0%
Not at all influential	50%	0%	67%	0%	50%	0%	50%	50%	0%	0%	67%	0%	50%	50%	0%
N	4	1	3	0	4	0	4	4	0	1	3	0	4	4	0

Q4D2. what type of air conditioning system do you have in your home?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Central air conditioning system	63%	60%	65%	39%	63%	81%	61%	62%	64%	53%	67%	38%	64%	62%	75%
Evaporative Cooler	3%	4%	3%	4%	3%	12%	2%	3%	0%	4%	3%	0%	3%	3%	0%
Heat pump	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Room/Wall unit	4%	5%	4%	13%	4%	0%	5%	5%	0%	6%	4%	15%	4%	4%	12%
NONE	29%	31%	28%	41%	29%	6%	31%	30%	36%	38%	26%	46%	28%	31%	12%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	1%	0%	1%	2%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
N	238	92	146	46	192	17	221	221	13	63	175	16	220	218	19

Q4D3. How old is your existing air conditioning system? (the one you use the most)	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Less than 5 years old	32%	34%	31%	48%	32%	53%	30%	33%	28%	33%	32%	0%	35%	35%	14%
5 to 10 years old	26%	28%	24%	15%	26%	20%	26%	24%	57%	21%	27%	42%	24%	25%	29%
10 to 15 years old	15%	11%	17%	15%	15%	20%	14%	14%	14%	12%	16%	0%	16%	16%	7%
15 to 20 years old	12%	9%	14%	4%	13%	7%	13%	14%	0%	12%	13%	28%	12%	12%	21%
More than 20 years old	11%	11%	11%	15%	11%	0%	12%	12%	0%	12%	11%	1%	11%	11%	14%
Don't know	4%	6%	2%	4%	4%	0%	4%	4%	0%	9%	2%	29%	2%	2%	14%
Mean	10.9	10.4	11.2	9.9	10.9	7.3	11.3	11.1	7.6	10.8	10.9	12.3	10.7	10.6	14.1
N	163	63	100	27	136	16	147	151	8	39	124	9	152	145	17

Q4D5. Is your existing air conditioning system in working order?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	99%	100%	99%	100%	99%	100%	99%	99%	100%	100%	99%	100%	99%	99%	100%
NO	1%	0%	1%	0%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
N	162	63	99	27	135	16	146	150	8	39	123	9	151	144	17

Q4D6. Could it be fixed, or is it beyond repair?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Could be fixed	100%	0%	100%	0%	100%	0%	100%	100%	0%	0%	100%	0%	100%	100%	0%
N	1	0	1	0	1	0	1	1	0	0	1	0	1	1	0

Q4D7. What type of heating do you have in your home? (primary source of heat)	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Gas furnace	89%	82%	93%	80%	89%	82%	89%	88%	100%	83%	91%	62%	91%	91%	63%
Electric Heating	6%	8%	4%	6%	6%	12%	5%	6%	0%	7%	5%	8%	5%	4%	19%
No Heating	2%	3%	1%	0%	2%	0%	2%	2%	0%	4%	1%	8%	1%	2%	0%
Wood burning fireplace/ wood stove	1%	1%	0%	6%	1%	6%	0%	1%	0%	0%	1%	0%	1%	1%	0%
Heat Pump	2%	3%	2%	0%	2%	0%	2%	2%	0%	2%	2%	8%	2%	1%	12%
Propane	1%	1%	0%	2%	1%	0%	1%	1%	0%	2%	0%	0%	1%	1%	0%
Radiator	1%	1%	0%	2%	1%	0%	1%	1%	0%	2%	0%	8%	0%	1%	0%
REFUSED	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	1%	8%	0%	0%	6%
DON'T KNOW	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N	247	95	152	49	198	19	228	230	13	64	183	16	229	227	19

Q4D8. Is your home insulated?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	87%	77%	93%	84%	87%	100%	86%	88%	73%	75%	91%	23%	91%	90%	53%
NO	8%	13%	5%	4%	8%	0%	9%	7%	27%	13%	6%	46%	5%	7%	18%
DON'T KNOW	5%	10%	2%	12%	5%	0%	6%	6%	0%	12%	3%	31%	3%	3%	29%
N	247	94	153	50	197	19	228	230	13	63	184	16	229	226	20

Q4D9. Which of the following areas are insulated?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Ceiling (attic)	88%	82%	91%	90%	88%	94%	87%	87%	100%	85%	89%	66%	89%	90%	56%
Walls	57%	56%	58%	76%	57%	65%	56%	57%	63%	54%	58%	66%	57%	56%	67%
Floor	10%	9%	11%	24%	10%	6%	11%	10%	13%	7%	11%	0%	11%	10%	12%
Ducts	25%	18%	28%	40%	24%	24%	25%	24%	25%	17%	27%	0%	25%	26%	11%
Between Floors	9%	7%	10%	17%	9%	24%	7%	9%	13%	2%	11%	0%	9%	9%	0%
REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DON'T KNOW	6%	10%	4%	5%	6%	0%	6%	6%	0%	7%	5%	34%	5%	4%	33%
N	218	75	143	42	176	19	199	205	10	50	168	4	212	206	11

Q4D9B. Do you feel that your current level of insulation is adequate?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	71%	69%	72%	67%	71%	65%	72%	70%	99%	61%	74%	99%	70%	70%	89%
NO	26%	30%	23%	29%	26%	29%	25%	27%	1%	39%	22%	1%	26%	27%	11%
DON'T KNOW	3%	2%	4%	5%	3%	6%	3%	4%	0%	0%	4%	0%	4%	4%	0%
N	218	75	143	42	176	19	199	205	10	50	168	4	212	206	11

Q4D10. Do you have a washing machine in your home?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	95%	88%	99%	98%	95%	100%	94%	94%	100%	90%	96%	50%	98%	99%	53%
NO	5%	12%	1%	2%	5%	0%	6%	6%	0%	10%	4%	50%	2%	1%	47%
N	237	89	148	47	190	19	218	221	12	59	178	15	220	216	20

Q4D11. How old is your washing machine?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Less than 5 years old	53%	51%	54%	57%	53%	53%	53%	52%	40%	51%	53%	34%	53%	54%	33%
5 to 10 years old	31%	31%	31%	20%	31%	29%	31%	31%	50%	26%	32%	33%	31%	31%	33%
10 to 15 years old	4%	6%	3%	11%	4%	6%	4%	4%	0%	7%	3%	0%	4%	4%	11%
15 to 20 years old	7%	5%	8%	11%	7%	6%	7%	7%	0%	7%	7%	16%	6%	7%	0%
More than 20 years old	3%	3%	3%	2%	3%	0%	4%	4%	0%	5%	3%	0%	3%	4%	0%
Don't know	2%	5%	1%	0%	2%	6%	2%	2%	10%	4%	1%	16%	2%	1%	22%
N	226	79	147	46	180	19	207	210	12	53	173	8	216	214	11

Q4D13. Is your existing washing machine in working order?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
N	226	79	147	46	180	19	207	210	12	53	173	8	216	214	11

Q4D15. How old is your existing thermostat?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Less than 5 years old	29%	27%	30%	29%	0%	0%	30%	30%	0%	33%	27%	0%	31%	28%	33%
5 to 10 years old	10%	20%	4%	10%	0%	50%	8%	10%	0%	22%	6%	0%	10%	10%	0%
10 to 15 years old	14%	7%	19%	14%	0%	0%	15%	15%	0%	0%	18%	0%	15%	13%	33%
15 to 20 years old	19%	27%	15%	19%	0%	50%	18%	15%	100%	22%	18%	0%	21%	21%	0%
More than 20 years old	14%	0%	22%	14%	0%	0%	15%	15%	0%	0%	18%	0%	15%	15%	0%
Did not have old unit	2%	7%	0%	2%	0%	0%	3%	3%	0%	11%	0%	33%	0%	0%	33%
Don't know	12%	13%	11%	12%	0%	0%	13%	13%	0%	11%	12%	67%	8%	13%	0%
Mean	13.0	10.3	14.4	13.0	.	13.5	13.0	12.7	18.0	9.0	14.0	.	13.0	13.4	7.5
N	42	15	27	42	0	2	40	40	2	9	33	3	39	39	3

Q4D17. Is your current thermostat a [READ CATEGORIES]	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Manual Thermostat	56%	43%	63%	56%	0%	50%	56%	56%	50%	50%	58%	100%	54%	59%	0%
A programmable Thermostat or	15%	36%	4%	15%	0%	50%	13%	13%	50%	38%	9%	0%	15%	15%	0%
AN ENERGY STAR Programmable Thermostat	7%	14%	4%	7%	0%	0%	8%	8%	0%	13%	6%	0%	8%	5%	50%
DO NOT READ Programmable Thermostat (u	22%	7%	30%	22%	0%	0%	23%	23%	0%	0%	27%	0%	23%	21%	50%
N	41	14	27	41	0	2	39	39	2	8	33	2	39	39	2

Q4D21. Do you have a swimming pool in your home?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	14%	11%	16%	16%	14%	18%	14%	15%	0%	9%	16%	15%	14%	14%	18%
NO	86%	89%	84%	84%	86%	82%	86%	85%	100%	91%	84%	85%	86%	86%	82%
N	242	96	146	49	193	19	223	225	13	65	177	16	224	221	20

Q4D22. Have you heard of compact fluorescent light fixtures or Energy Star Light Fixtures?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	31%	35%	28%	32%	31%	53%	29%	32%	27%	33%	30%	31%	31%	32%	18%
NO	66%	62%	69%	62%	66%	47%	68%	66%	64%	65%	67%	69%	66%	65%	77%
DON'T KNOW	3%	3%	3%	6%	3%	0%	3%	2%	9%	2%	3%	0%	3%	3%	6%
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q4D23. Did you purchase any of these fixtures in 2004 or 2005?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	23%	22%	24%	56%	23%	11%	25%	21%	67%	17%	25%	1%	24%	22%	33%
NO	77%	78%	76%	44%	77%	89%	75%	79%	33%	83%	75%	99%	76%	78%	67%
N	78	34	44	16	62	11	67	75	3	21	57	5	73	75	3

DEMOGRAPHICS - GENERAL

Q4A1. In what year was your home built?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
The last 10 years (since 1997)	9%	8%	10%	10%	9%	6%	9%	9%	9%	9%	9%	0%	10%	10%	0%
1990 to 1996	28%	28%	28%	32%	28%	6%	30%	28%	27%	32%	27%	8%	30%	29%	23%
in the 80's	13%	9%	16%	22%	13%	18%	13%	13%	9%	7%	15%	0%	14%	13%	18%
in the 70's	19%	19%	19%	16%	19%	30%	18%	19%	18%	18%	19%	15%	19%	18%	24%
in the 50's or 60's or	18%	21%	15%	10%	18%	12%	18%	16%	27%	22%	16%	38%	16%	17%	18%
BEFORE 1950	10%	10%	10%	6%	10%	30%	8%	10%	9%	7%	11%	15%	10%	10%	6%
Don't know	3%	5%	2%	4%	3%	0%	4%	4%	0%	4%	3%	23%	2%	3%	12%
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q4A2. About how large is your home in terms of total square feet?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
less than 500 square feet	0%	1%	0%	0%	0%	0%	1%	1%	0%	2%	0%	8%	0%	0%	6%
500 to 999 square feet	1%	1%	1%	2%	1%	0%	1%	1%	0%	2%	1%	0%	1%	1%	0%
1000 to 1499 square feet	27%	39%	19%	32%	27%	30%	27%	27%	36%	34%	25%	39%	26%	22%	76%
1500 to 1999 square feet	28%	20%	34%	32%	28%	18%	29%	29%	27%	26%	29%	23%	29%	31%	6%
2000 to 2499 square feet	18%	15%	20%	18%	18%	30%	17%	18%	18%	13%	20%	0%	19%	20%	0%
2500 to 2999 square feet	9%	4%	12%	4%	9%	6%	9%	10%	0%	6%	10%	0%	10%	10%	0%
3000 or more square feet	8%	8%	9%	8%	8%	18%	8%	9%	0%	7%	9%	0%	9%	9%	0%
Refused	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%
Don't know	7%	11%	5%	4%	7%	0%	8%	6%	18%	11%	6%	30%	6%	7%	12%
Mean	1880	1742	1952	1816	1881	2075	1859	1890	1538	1781	1907	1364	1890	1937	1221
N	251	96	155	50	201	19	232	234	13	65	186	16	233	230	20

Q4A3. Did you do any remodeling, renovation or additions since January 2004?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
YES	18%	15%	20%	34%	18%	12%	19%	18%	9%	15%	19%	0%	19%	19%	12%
NO	82%	85%	79%	66%	82%	88%	81%	82%	91%	85%	80%	100%	81%	81%	88%
REFUSED	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q4A3C. Did this increase or decrease your home's square footage?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Increased	36%	33%	37%	6%	36%	100%	32%	38%	0%	37%	35%	0%	36%	38%	0%
No Change	64%	67%	63%	94%	64%	0%	68%	62%	100%	63%	65%	0%	64%	62%	100%
N	53	16	37	17	36	2	51	50	2	10	43	0	53	50	3

Q4A4A. How many people of the following age groups live in your home year-round?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
0	67%	58%	73%	73%	67%	71%	67%	69%	37%	52%	73%	30%	69%	66%	76%
1	14%	14%	15%	12%	15%	0%	16%	13%	27%	15%	14%	39%	13%	14%	18%
2	12%	15%	10%	10%	12%	23%	11%	11%	27%	17%	10%	15%	12%	13%	6%
3	5%	9%	2%	2%	5%	6%	5%	5%	9%	11%	3%	15%	4%	5%	0%
4	2%	4%	0%	2%	2%	0%	2%	2%	0%	6%	0%	0%	2%	2%	0%
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q4A4B. How many people of the following age groups live in your home year-round?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
0	32%	29%	34%	41%	32%	41%	31%	34%	0%	26%	35%	8%	34%	31%	41%
1	16%	14%	17%	10%	16%	6%	16%	16%	9%	18%	14%	23%	15%	14%	29%
2	34%	34%	34%	31%	34%	41%	34%	33%	54%	32%	35%	31%	35%	36%	18%
3	14%	16%	12%	10%	14%	6%	15%	14%	18%	15%	14%	31%	13%	14%	12%
4	2%	3%	2%	6%	2%	0%	2%	2%	9%	4%	1%	8%	2%	2%	0%
5	2%	3%	1%	2%	2%	0%	2%	1%	9%	4%	1%	0%	2%	2%	0%
7	0%	1%	0%	0%	1%	6%	0%	1%	0%	2%	0%	0%	1%	1%	0%
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q4A4D. How many people of the following age groups live in your home year-round?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
0	47%	49%	46%	42%	47%	47%	47%	45%	81%	48%	47%	70%	46%	48%	41%
1	24%	27%	22%	20%	24%	18%	24%	25%	9%	22%	24%	30%	23%	22%	41%
2	28%	24%	31%	38%	28%	35%	28%	29%	9%	30%	28%	0%	30%	29%	18%
3	1%	0%	1%	0%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q4A5. Has the number of people in your household changed since January of 2004?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Yes-INCREASED	6%	5%	7%	8%	6%	12%	6%	6%	9%	6%	7%	0%	7%	7%	6%
YES-DECREASED	11%	8%	13%	12%	11%	12%	11%	11%	9%	9%	12%	0%	12%	12%	0%
NO CHANGE	82%	87%	78%	80%	82%	76%	82%	83%	82%	85%	80%	100%	81%	81%	94%
REFUSED	1%	0%	2%	0%	1%	0%	1%	0%	0%	0%	1%	0%	1%	1%	0%
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q4A5INC. By how many has your household increased?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
1	69%	73%	67%	50%	69%	50%	72%	63%	100%	65%	70%	0%	69%	67%	96%
2	16%	2%	22%	50%	15%	0%	19%	19%	0%	3%	20%	100%	16%	17%	4%
4	15%	24%	11%	0%	15%	50%	9%	18%	0%	32%	10%	0%	15%	16%	0%
N	17	6	11	4	13	2	15	15	1	5	12	1	16	15	2

Q4A5DEC. By how many has your household decreased?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
1	77%	83%	75%	67%	77%	49%	80%	76%	100%	80%	76%	0%	77%	77%	0%
2	9%	17%	6%	33%	9%	51%	5%	10%	0%	20%	6%	0%	9%	9%	0%
3	9%	0%	12%	0%	9%	0%	10%	9%	0%	0%	12%	0%	9%	9%	0%
5	4%	0%	6%	0%	5%	0%	5%	5%	0%	0%	6%	0%	4%	4%	0%
N	28	8	20	6	22	3	25	27	1	6	22	0	28	28	0

Q4A6A. In what year did the number of people in your household change? (Record year of most recent change)	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
2007	100%	0%	100%	0%	100%	0%	100%	100%	0%	0%	100%	0%	100%	100%	0%
N	1	0	1	0	1	0	1	1	0	0	1	0	1	1	0

Q4A6B. And what month? (if they are not sure of month see if they can give you the season)	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
August	100%	0%	100%	0%	100%	0%	100%	100%	0%	0%	100%	0%	100%	100%	0%
N	1	0	1	0	1	0	1	1	0	0	1	0	1	1	0

Q4A7. What is the highest level of education you have completed?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Some high school	2%	5%	0%	2%	2%	12%	1%	2%	9%	7%	0%	0%	2%	2%	0%
High school graduate	13%	20%	8%	10%	13%	6%	13%	12%	27%	22%	9%	30%	12%	12%	18%
Trade or technical school	1%	0%	2%	0%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
Some college	33%	38%	30%	30%	33%	53%	31%	33%	45%	35%	32%	47%	33%	34%	30%
College graduate	28%	29%	27%	32%	28%	24%	28%	30%	0%	35%	25%	23%	28%	28%	24%
Some graduate school OR	2%	1%	2%	2%	2%	0%	2%	2%	0%	0%	3%	0%	2%	2%	6%
Graduate degree	17%	5%	25%	24%	17%	6%	18%	18%	18%	0%	24%	0%	19%	17%	18%
REFUSED	4%	1%	6%	0%	4%	0%	4%	3%	0%	0%	5%	0%	3%	3%	6%
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q4A8. Which of the following best represents your annual household income from all sources in 2005, before taxes?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Less than $20,000 per year	5%	13%	0%	0%	5%	12%	4%	5%	9%	18%	0%	15%	4%	5%	6%
20 to less than $50,000	18%	39%	5%	12%	18%	12%	19%	19%	18%	54%	5%	31%	18%	16%	41%
50 to less than $75,000	21%	25%	18%	12%	21%	29%	20%	21%	27%	26%	19%	23%	21%	22%	18%
75 to less than $100,000 or	15%	6%	20%	20%	15%	6%	16%	15%	18%	2%	20%	8%	16%	16%	6%
More than $100,000	22%	8%	31%	18%	22%	29%	21%	22%	18%	0%	30%	0%	23%	23%	6%
REFUSED	17%	8%	24%	30%	17%	12%	18%	17%	0%	0%	24%	16%	17%	16%	23%
DON'T KNOW	2%	1%	2%	8%	1%	0%	2%	1%	9%	0%	2%	8%	1%	2%	0%
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q4A9. How would you describe your racial or ethnic background? [READ LIST]	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
Hispanic	14%	25%	7%	4%	14%	0%	16%	12%	63%	29%	9%	30%	13%	15%	12%
African American	3%	6%	2%	0%	3%	6%	3%	4%	0%	6%	3%	0%	4%	3%	6%
Caucasian	65%	56%	71%	80%	65%	82%	63%	69%	18%	54%	69%	47%	66%	65%	65%
Asian American	9%	11%	7%	4%	9%	12%	9%	8%	18%	11%	8%	15%	9%	9%	12%
Native American	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%
Interracial	3%	0%	5%	4%	3%	0%	3%	3%	0%	0%	4%	0%	3%	3%	0%
REFUSED	5%	1%	7%	8%	5%	0%	5%	4%	0%	0%	7%	8%	4%	4%	6%
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Q4A10. What is the primary language spoken in your home?	ALL	Hard-to-Reach	Not Hard-to-Reach	SDG&E	SCE	Rural	Non-Rural	English Only	Other Language	Low Income	Other Income	Renter	Owner	Single Family	Multi-Family/ Mobile Home
English	93%	86%	97%	96%	93%	94%	92%	100%	0%	91%	93%	85%	94%	94%	88%
Spanish	4%	10%	0%	0%	4%	0%	4%	0%	72%	7%	3%	8%	4%	4%	6%
Mandarin	0%	1%	0%	0%	0%	0%	1%	0%	9%	0%	1%	0%	1%	0%	6%
Cantonese	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Vietnamese	0%	1%	0%	0%	0%	0%	1%	0%	9%	2%	0%	8%	0%	1%	0%
RECORD	1%	1%	0%	2%	0%	6%	0%	0%	9%	0%	1%	0%	1%	1%	0%
REFUSED	2%	0%	3%	0%	2%	0%	2%	0%	0%	0%	3%	0%	2%	2%	0%
N	252	96	156	50	202	19	233	235	13	65	187	16	234	231	20

Appendix I

Refrigerators Assessment

This appendix includes our assessment of the refrigerator rebates offered by SCE and SDG&E during the 2004/2005 SFEER Program period and the results of our refrigerator impact assessment. Refrigerator incentives were funded using procurement dollars rather than Public Goods Charge (PGC) funds and the refrigerator analysis was thus funded as a separate evaluation component. Evaluators completed a total of 252 surveys with recipients of 2004/2005 SFEER Program incentives for refrigerators: 202 in SCE service territory and 50 in SDG&E service territory. Results are presented in the same format as in the Consumer Summary section of Chapter 8 (Section 2) and Non-Lighting Impacts Summary (Chapter 9).

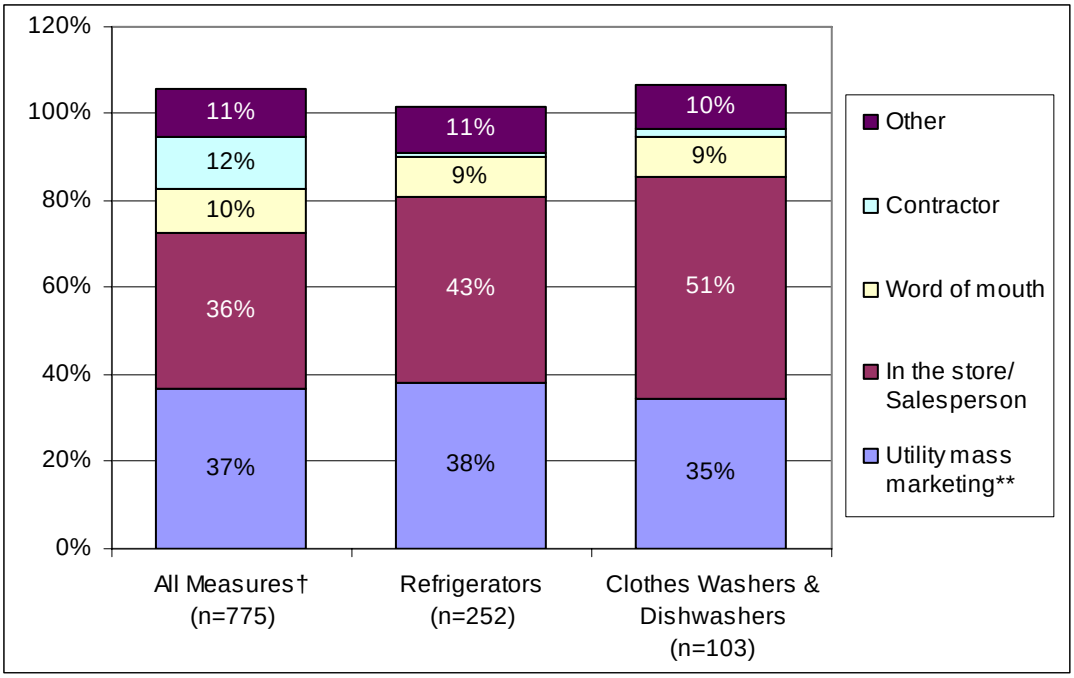
I.1 Consumer Summary

This section presents findings related to energy-efficiency program awareness, energy-efficient measure purchase experiences, Program satisfaction, and influences on energy-efficient measure purchase decisions. In this appendix (as in other chapters of this report), "participant" refers to consumers who received incentives through the HEER Component of the 2004/2005 SFEER Program. Refrigerator rebate recipients are also considered Program participants. Chapter 8 presented many participant results by measure category, including "Appliances" (clothes washers and dishwashers). This appendix includes comparisons (where apparent) between refrigerator and clothes washer/dishwasher participants to illustrate differences in participant behavior or impressions by appliance type.

I.1.1 Program Awareness

As discussed in Chapters 3 and 8, the IOUs and participating suppliers conducted Program marketing to consumers through numerous channels. Figure I-1 shows the ways in which 2004/2005 HEER participants first heard about the Program. Overall, 37 percent of participants first became aware of the Program through utility sources (e.g., brochures; bill inserts; IOU websites; television, radio, and newspaper advertisements). Although the difference is not statistically significant, a slightly smaller proportion of refrigerator participants learned about the Program in stores (from displays or salespeople; 43%) as compared to other appliance participants (51%).

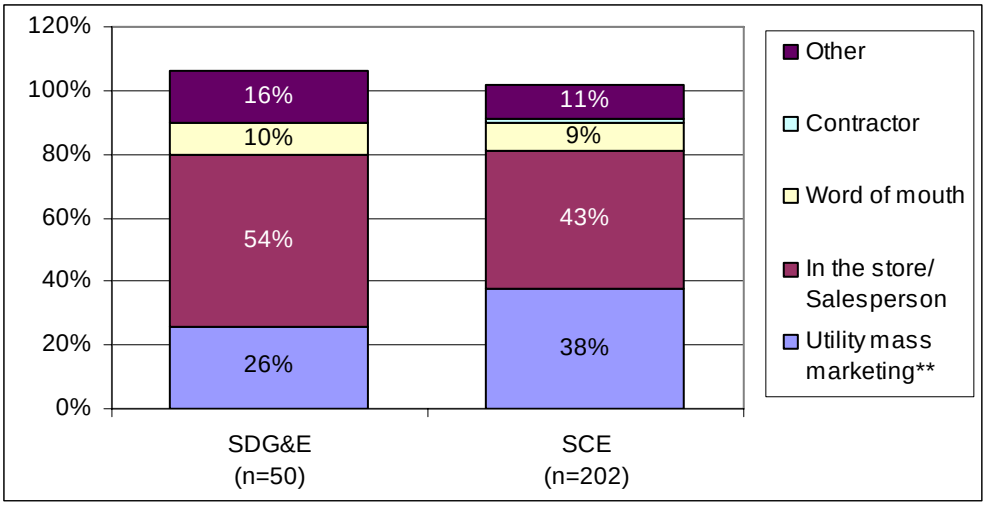
Figure I-1: Sources of Program Awareness Among HEER Participants, 2004/2005*



* Multiple responses allowed; totals exceed 100 percent.
† Excludes refrigerators.
** "Utility mass marketing" includes brochures; bill inserts; IOU websites; and television, radio, and newspaper advertisements.
Data source: HEER Participant Telephone Survey, 2006.

Sources of Program awareness among refrigerator participants differed slightly between the two IOUs that offered procurement-based incentives for the measure (SDG&E and SCE; see Figure I-2 for details). A somewhat larger proportion of refrigerator participants learned about the Program through mass marketing in SDG&E territory compared to SCE, and a larger proportion learned about the program in stores in SCE territory. These differences are not statistically significant at the 90 percent level of confidence.

Figure I-2: Sources of Program Awareness Among HEER Participants by Utility, 2004/2005*

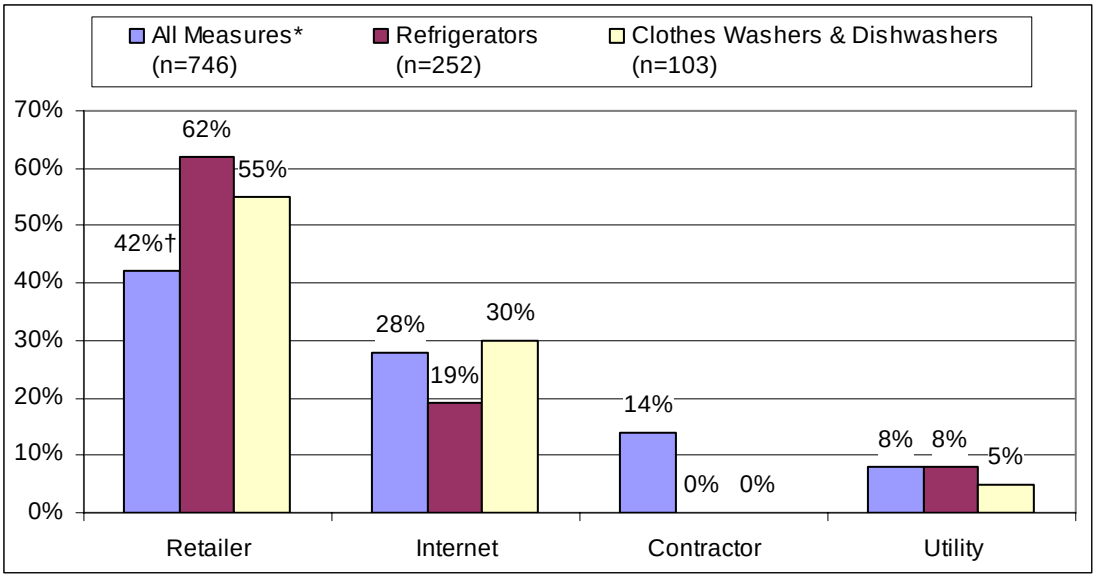


* Multiple responses allowed; totals exceed 100 percent. The five program sources shown above are collapsed from sixteen response categories for this question. Respondents who gave more than one response within one program source category (e.g., bill inserts and brochures within "utility mass marketing") were counted once within each program source.
** Utility mass marketing includes brochures; bill inserts; IOU websites; and television, radio, and newspaper advertisements.
Data source: HEER Participant Telephone Survey, 2006.

I.1.2 Where Participants Get Rebate Applications

As discussed in prior chapters, the utilities provide rebate applications for HEER measures through multiple channels. Figure I-3 shows the distribution of where HEER refrigerator participants obtained their rebate application across the four primary distribution methods. The proportion of refrigerator participants and other appliance participants who reportedly obtained their applications from retail stores is significantly higher than among HEER participants in general, which likely related to the fact that a larger proportion of appliance participants reported purchasing their equipment from retail stores than HEER participants in general (see Figure I-4 below).

Figure I-3: Where HEER Participants Get Rebate Applications, 2002, 2003, and 2004/2005



* Excludes refrigerators.
† Difference from other years (within source) is statistically significant.
2002 data source: Quantum Consulting and KEMA-XENERGY, 2003.
2003 data source: Quantum Consulting and KEMA-XENERGY, 2004.
2004/2005 data source: HEER Participant Telephone Survey, 2006.

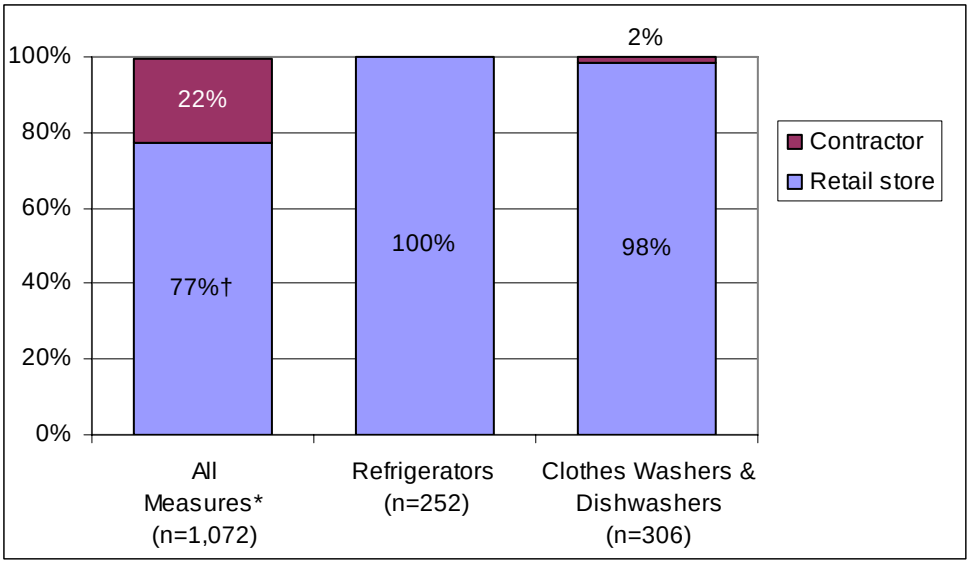
I.1.3 Energy-Efficiency Measure Purchase Experience

The telephone surveys asked HEER participants several questions regarding Program purchases. For participants who purchased their measure at a retail store, interviewers asked about their recall of in-store advertising materials as well as their interactions with retail salespeople. Interviewers asked all participants about their satisfaction with the Program and its influence on their measure purchase decisions. This subsection summarizes refrigerator participant results for these topics and compares with results for other appliance participants (clothes washers, dishwashers) where appropriate.

Where Participants Obtain Program Measures

The evaluators asked participants whether they purchased their HEER measures from retail stores, contractors, or other sources (Figure I-4). Nearly all appliance participants (for refrigerators and clothes washers/dishwashers) purchased their measures from retail stores compared to approximately three-quarters of HEER participants as a whole (this difference is statistically significant at the 90 percent level of confidence). This likely explains the above results in Figure I-3 which show that no appliance participants reportedly obtained their applications from contractors. These results are as expected.

Figure I-4: Measure Purchase Location Among HEER Participants by Measure Category, 2004/2005**



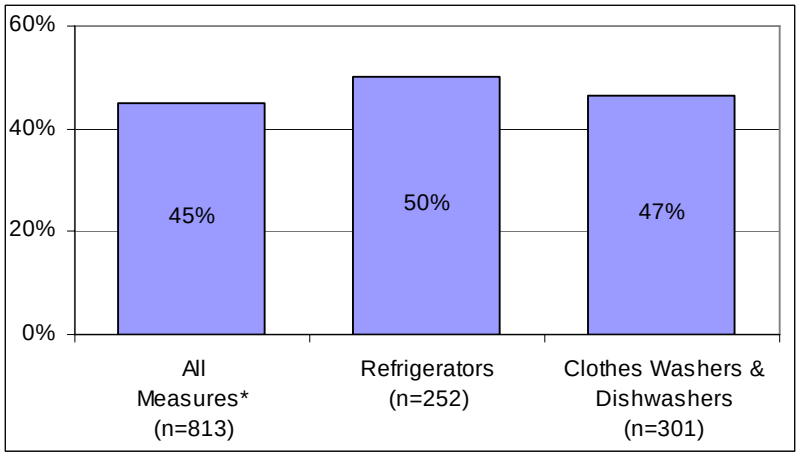
* Excludes refrigerators.
† Difference from other measure categories is statistically significant at the 90 percent level of confidence.
Data source: HEER Participant Telephone Survey, 2006.

The In-Store Purchase Experience

Program Promotions

The IOUs and participating suppliers placed Program POP materials in retail stores in the form of signage, literature, and displays. Roughly half of the 2004/2005 refrigerator and other appliance participants who purchased their equipment in retail stores indicated that they recalled seeing in-store promotional materials that provided information about the energy efficiency of the model they purchased. These proportions do not differ significantly from HEER participants as a whole (Figure I-5). There is also no statistically significant difference in results by IOU.

Figure I-5: HEER Participant Recall of In-Store Promotional Materials by Measure Category, 2004/2005



* Excludes refrigerators.
Data source: HEER Participant Telephone Survey, 2006.

Retail Salespeople

The majority of HEER participants who purchased appliances in retail stores recall speaking with salespeople while shopping for their equipment. The proportion of clothes washer and dishwasher participants who report that the salesperson told them about the rebate program (74%) and/or about the energy-efficiency benefits of the new equipment (74%) is slightly higher than among refrigerator participants, but this difference is not statistically significant. Figure I-6 provides additional detail. There are no significant differences in in-store refrigerator purchasing experiences between participants in SDG&E and SCE service territories.

Figure I-6: In-Store Purchase Experience Among HEER Participants, 2004/2005

In-Store Experience	Refrigerators	Clothes Washers & Dishwashers	All Measures*
Purchased in store	100%	98%	77%
Talked w/salesperson (of in-store purchasers)	86%	86%	83%
Salesperson told about rebate program	63%	74%	73%
Salesperson told about EE benefits	69%	74%	74%

* Excludes refrigerators.
Purchased in store n: refrigerators=252; clothes washers & dishwashers=306; overall=1782.
Talked w/salesperson n: refrigerators=177; clothes washers & dishwashers=262; overall=691.
Salesperson told about rebate program n: refrigerators=153; clothes washers & dishwashers=240; overall=527.
Salesperson told about EE benefits n: refrigerators=228; clothes washers & dishwashers=279; overall=680.
Data source: HEER Participant Telephone Survey, 2006.

Participant Satisfaction

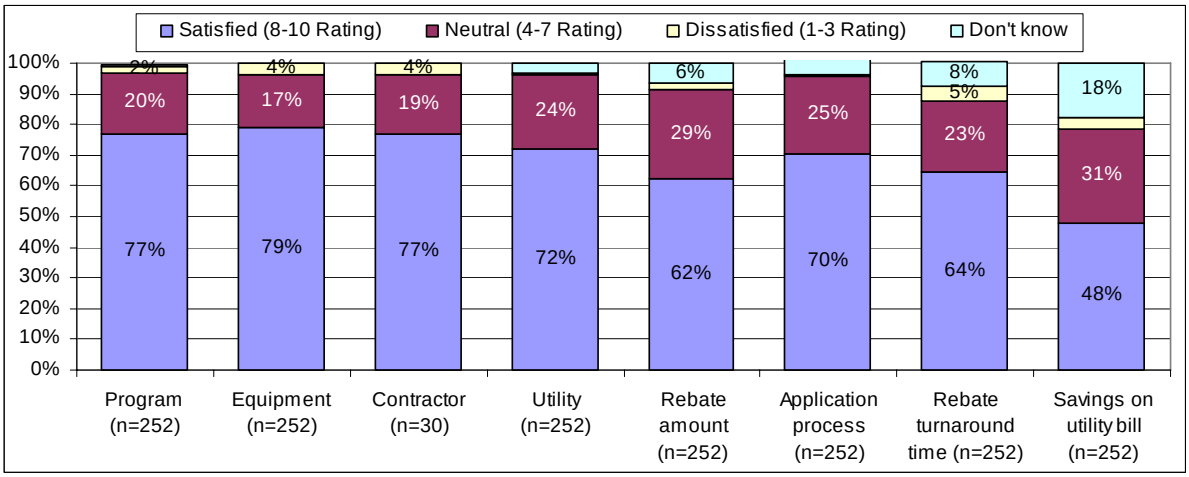
All HEER participants were asked to rate their satisfaction with the Program and various Program components on a scale of 1 to 10 where 1 means, "not at all satisfied" and 10 means "very satisfied." Figure I-7 presents reported satisfaction with the 2004/2005 Program and various components. "Satisfied" customers were defined as those who ranked their satisfaction between 8 and 10 on the 10-point scale, "Neutral" customers ranked their satisfaction between 4 and 7, and "Dissatisfied" customers provided rankings between 1 and 3. Overall, 77 percent of refrigerator participants reported being satisfied with the HEER Program in general. This is significantly lower than among HEER participants all together (88 percent; this difference is statistically significant at the 90 percent level of confidence).

The rebate amount and savings on utility bill received the smallest proportions of "satisfied" ratings among refrigerator participants, while the equipment (refrigerators), the Program itself, and contractors received the highest proportions of satisfied ratings.

Figure I-8 shows mean satisfaction ratings among refrigerator participants across the same categories. The lowest mean satisfaction ratings were provided for utility bill savings (7.6) and rebate amount (8.1) for refrigerators.

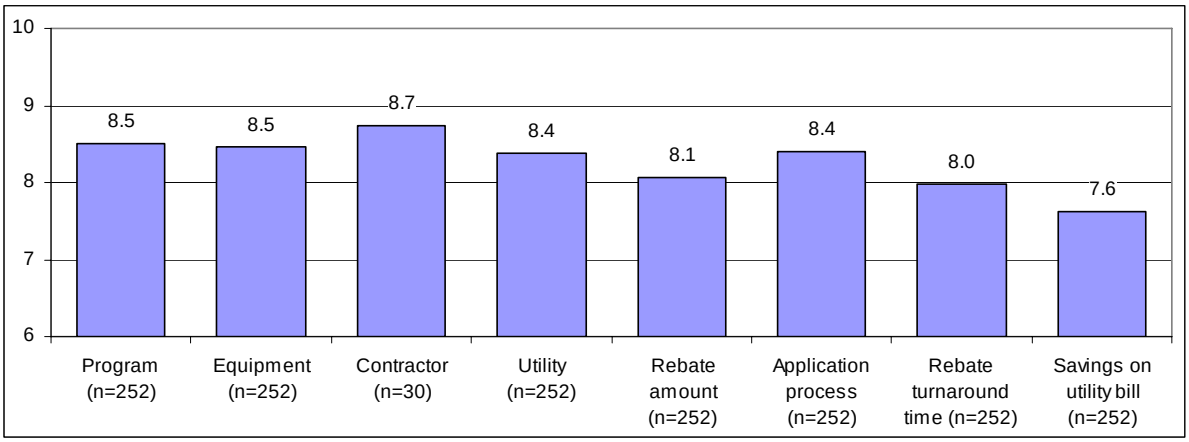
Nearly half of the refrigerator participants (46%) believed that the savings on their monthly electric bills were around what they expected. One-quarter of refrigerator participants felt the savings were lower than expected, and 13 percent felt the savings were greater than expected. An additional 13 percent were not sure and 3 percent reported that it was too soon to tell.

Figure I-7: Levels of Satisfaction Among HEER Participants, 2004/2005



Data source: HEER Participant Telephone Survey, 2006.

Figure I-8: Satisfaction with Rebate Program and Attributes Among HEER Participants



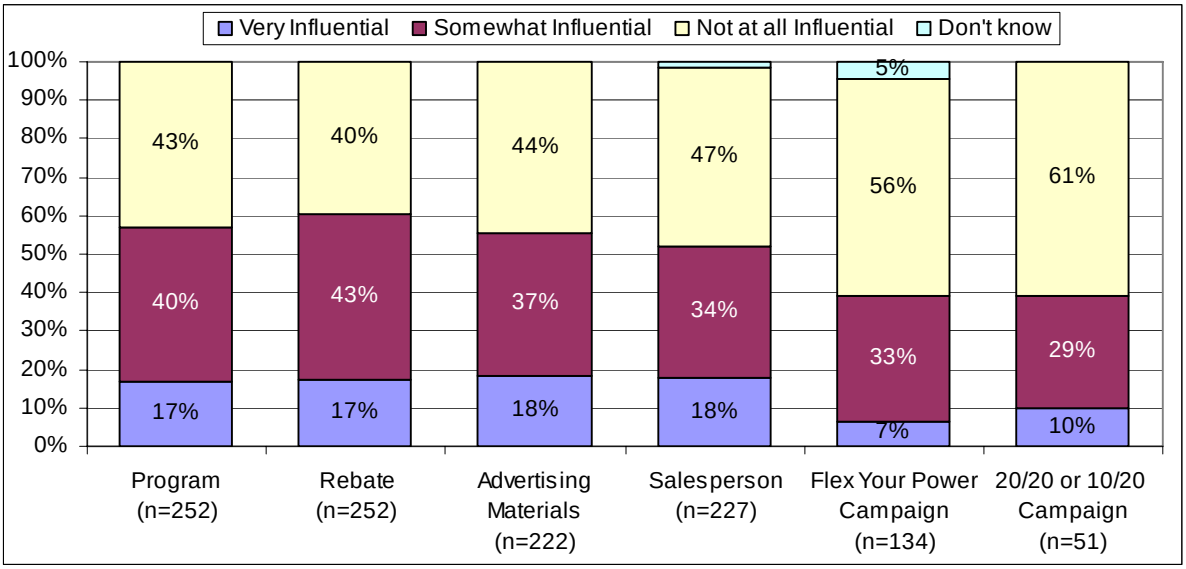
Data source: HEER Participant Telephone Survey, 2006.

I.1.4 Influences on Consumer Purchase Decisions

Influences on Overall Energy-Efficient Measure Purchase Decision

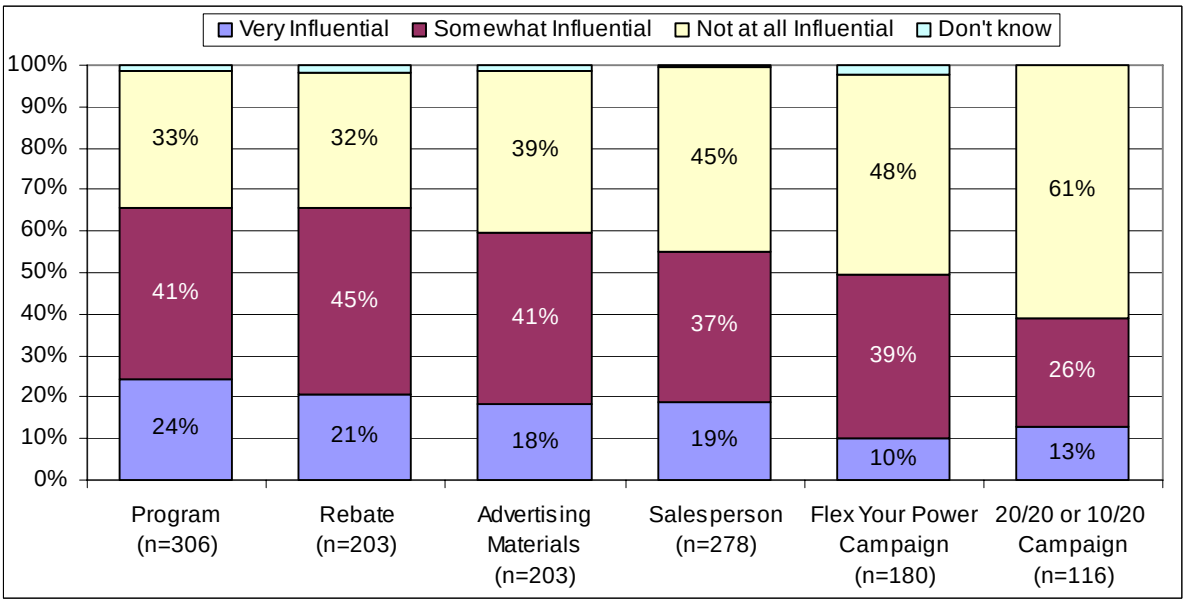
The phone surveys asked HEER participants to indicate the influence of the rebate Program and other factors on their decision to purchase their new energy-efficient measures. As shown in Figure I-9, the rebate was slightly more influential ("very influential" plus "somewhat influential") on refrigerator participants' measure purchase decisions than the Program, advertising materials, retail salesperson, Flex Your Power campaign, or 10/20 and 20/20 campaigns. These results are consistent with responses from other appliance participants (Figure I-10). There are no statistically significant differences in the influence of various factors on refrigerator participants, the influence of the different factors on refrigerator participants versus other appliance participants, or by IOU service territory.

Figure I-9: Influence of Various Factors on Refrigerator Purchase Decisions Among HEER Participants, 2004/2005*



Data source: HEER Participant Telephone Survey, 2006.

Figure I-10: Influence of Various Factors on Clothes Washer and Dishwasher Purchase Decisions Among HEER Participants, 2004/2005



Data source: HEER Participant Telephone Survey, 2006.

Influences on Other Elements of Energy-Efficient Measure Purchase Decision

All HEER participants were asked what actions they would have taken had the rebate not existed. Figure I-11 shows that more than 90 percent of appliance participants indicated that they still would have purchased an energy-efficient appliance in absence of the rebate.

Among clothes washer and dishwasher participants, only 83 percent reported that they would have purchased the same model in absence of the rebate. This proportion is significantly greater among refrigerator participants; 94 percent of refrigerator participants indicated that they would have purchased the same model in absence of the rebate (this difference is statistically significant at the 90 percent level of confidence). There are no significant differences in these hypothetical activities by utility service territory.

Figure I-11: Hypothetical HEER Participant Measure Purchase Actions in Absence of Rebate, 2004/2005

Action	Refrigerators	Clothes Washers & Dishwashers	All Measures*[1]
We would not have purchased a new [measure]	4%	1%	2%
We would have purchased a standard efficiency [measure]	3%	4%	5%
We would have bought an energy-efficient [measure]	91%	92%	91%
Don't know	1%	2%	2%
n	**252**	**306**	**1,529**

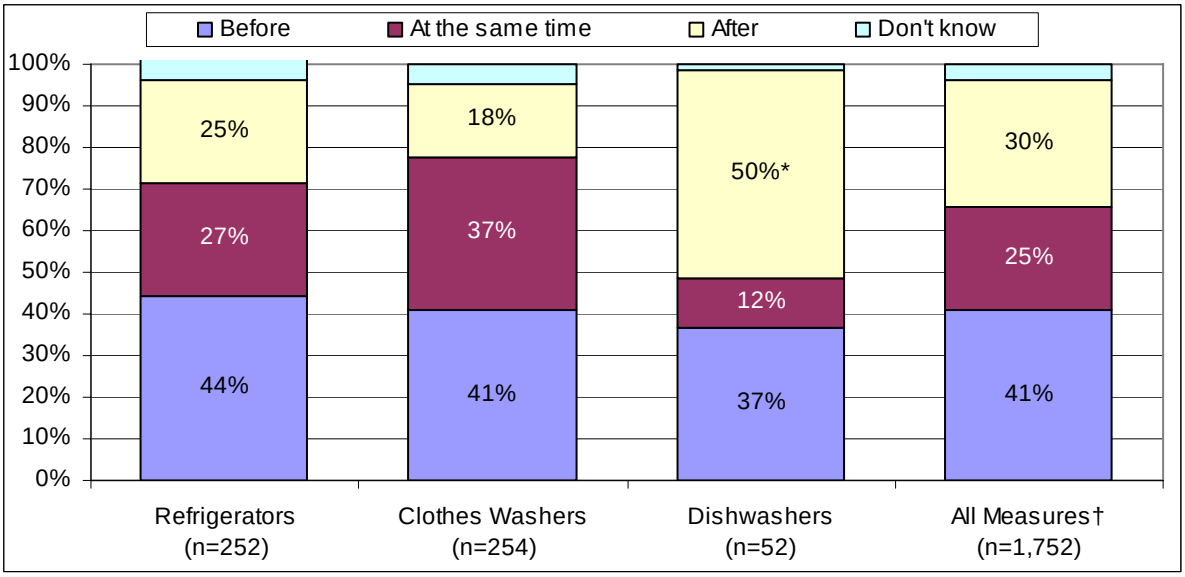
* Excludes refrigerator, insulation, and programmable thermostat participants.

Data source: HEER participant Telephone Survey, 2006.

When asked when they became aware of the Program rebate (before, after, or at the same time as their decisions to purchase new equipment), roughly 40 percent of refrigerator, clothes washer, and dishwasher participants reported that they learned about the rebate before deciding to purchase their appliances. However, the proportion of dishwasher participants who reported that they learned about the rebate *after* deciding to purchase their appliances is higher than among refrigerator or clothes washer participants; this difference is statistically significant at the 90 percent level of confidence. Figure I-12 provides additional detail.

[1] This battery of questions was NOT asked of insulation and pstat participants. The concept of (e.g.) "an energy efficient insulation" is meaningless, so the battery was skipped. For pstat participants, a slightly different battery of questions was asked to clarify purchasing intentions for manual versus programmable and (among programmable) ENERGY STAR versus non-ENERGY STAR as described in Chapter 8, Section 2.

Figure I-12: Timing of Rebate Awareness and Measure Purchase Decision Among HEER Participants, 2004/2005*



* Difference from refrigerators, clothes washers, and "all measures" is statistically significant at the 90 percent level of confidence.
† Excludes refrigerators.
Data source: HEER Participant Telephone Survey, 2006.

I.2 Refrigerator Impact Assessment

This section presents the results of all the refrigerator impact assessment activities conducted as an optional task in addition to the 2004/2005 California Statewide Home Energy Efficiency Rebate (HEER) Program evaluation. There were three primary impact assessment areas conducted for refrigerators: verification of program performance, gross savings estimation and net savings estimation. The methods used to complete these activities are similar to those described in detail in Appendix G for the remainder of the HEER measures. A summary of the results of these analyses, as well as the estimates of Effective Useful Life (EUL) used in this evaluation, are presented below.

I.2.1 Verification Results

Application Verification

To ensure that all key parameters were entered correctly into the program tracking system a total of 30 refrigerator customer applications were verified. This verification also ensured that all rebated equipment was program qualifying.

SCE: Itron randomly selected 25 of SCE's rebated refrigerators for verification and received the rebate applications and corresponding vendor invoices from SCE for verification. The payee, measure description, quantity, and rebate amounts

were compared with the entries in SCE's tracking database and all 25 invoices were found to be correctly entered in the tracking database.

SDG&E: Itron randomly selected 5 of SDG&E's rebated refrigerators for verification and received the rebate applications and corresponding vendor invoices from SDG&E for verification. The payee, measure description, quantity, and rebate amounts were compared with the entries in SDG&E's tracking database and all 5 invoices were found to be correctly entered in the tracking database.

Measure Accomplishments Verification

To verify measure accomplishments we calculated the total number of refrigerators rebated through the Program based on SCE and SDG&E tracking data. We then compared this to the final reports we received from the IOUs. The reported quantity of refrigerators sold through the program matched perfectly with the quantity in the tracking databases for SCE and was within one percent for SDG&E. Table I-1 below provides a summary of this comparison.

Table I-1: Comparison of Refrigerator Accomplishments, Tracking Database vs. Final Report

Measure Description	SDG&E		SCE	
	Database	Reported	Database	Reported
Refrigerator	662	668	65,186	65,186
Percent Difference	0.91%		0.00%	

Measure Installation Verification

A survey was conducted to verify that the IOU's customers installed the refrigerators specified in the IOU's database. The survey asked a sample of 266 participants if they recall receiving a rebate for the refrigerator that we gathered from their record in the IOU's tracking database. Out of these 266 participants, 252 were able to verify they received the rebate (95%).

The 252 participants that recalled receiving a rebate through the program were then asked if the refrigerator was currently installed. All but two of the respondents said that their rebated refrigerator was still installed (99%).

On-Site Verification

We conducted a total of 26 onsite surveys to verify that the rebated refrigerators installed matched the Program tracking system, and to collect additional measure specific information to verify that the refrigerator installed was Program qualifying. The sample for the onsite verification was recruited from the sample of participants with whom a telephone survey was completed. All 26 of the refrigerators were found to be installed; however for four of them

we were unable to determine if they were Program qualifying since we did not have a list of qualifying refrigerators from 2004/2005 and we were able to lookup up the specifications of the refrigerator with their make and model number since the units are now discontinued.

I.2.2 Gross Savings Results

To calculate estimated gross savings for refrigerators rebated by the 2004/2005 HEER Program, we collected unit data (volume, adjusted volume, kWh usage per year, federal standard savings, configuration of unit, etc.) on a sample of 60,286 participants that were paid refrigerator rebates (this sample accounted for 79% of the rebated paid under the 2004/2005 Program). We completed onsites with 26 of these to confirm that the refrigerator was in place, in-use and program-qualifying (as reported above). The onsite auditors also confirmed the make, model and configuration information (e.g., disposition of freezer and whether the unit had an ice maker) for each of the units. Using this sample of 60,286 refrigerators, engineering savings estimates from 2004-2005 DEER[2] were applied for each refrigerator configuration. The DEER equations used were based on the ENERGY STAR equations that reference DOE2 models. The resulting per unit gross savings based on these units was 94.2 kWh. Using the current DEER kWh to kW ratio for refrigerators (0.17), the demand savings were estimated to be 16 Watts.

Table I-2 below compares ex ante to ex post gross savings estimates for refrigerators and presents realization rates for energy and demand savings.

Table I-2: Comparison of Ex Ante to Ex Post Gross Savings Estimates for Refrigerators

	Annual Energy Savings (kWh/unit)	Annual Peak Demand Savings (kW/unit)
Ex Ante Gross Savings	92.6	0.04
Ex Post Gross Savings	94.2	0.016
Gross Savings Realization Rate	**102 percent**	**40 percent**

I.2.3 Net Savings Results

The net savings estimates for refrigerators were estimated based on a self-report analysis conducted on the data collected during the participant surveys. This analysis resulted in estimates of free-ridership and NTG ratios for refrigerators. The algorithms used for this

[2] Two measures were added that are not in DEER, bottom mount freezer with through door ice, and top mount freezer with through door ice. To calculate the energy and peak demand reduction for these added measures, refrigerator volumes and the impact of through door ice dispensers had on refrigerators with side mount freezers. An adjusted value was then applied to the bottom mount freezer and top mount freezers without through door ice.

analysis are the same that were used for the other HEER Program measures described in Appendix G.

Table I-3 below presents the self-report free-ridership table created for Program qualifying refrigerators that were installed through the Program. As this table shows, the overall free-ridership score for dishwashers is 51 percent. This high level of free-ridership is driven by the 83 participants (33% of participants surveyed) who indicated they would have purchased the same energy-efficient refrigerator at the same time and were not at all influenced by the Program. The resulting NTG ratio for refrigerators is 49 percent. As we mentioned in Appendix G and Chapter 9 with respect to the remainder of non-lighting SFEER measures evaluated, we do believe self-report NTG methodology tends to be biased low, and thus these results should be interpreted with that bias in mind. We recommend future evaluations utilize the discrete choice NTG analysis method for a greater number of measures (wherever feasible) since we believe this method delivers more robust results. We do not feel comfortable adjusting our self-report NTG results upward at this time since we have no basis for determining what the adjustment factor should be without further analysis into the relationship between these methods.

Table I-3: Self-Report Free-Ridership Scores and Resulting NTG Ratios for Refrigerators

What Would Have Been Purchased in the Absence of the Program?			How Influential Was the Cash Incentive? (Q2D11)	Frequency	Free Ridership Score
What Type of Equipment? (Q2D7)	When? (Q2D9)	How Efficient? (Q2D8)			
None	NA / missing	NA / missing	Very Influential	7	0%
None	NA / missing	NA / missing	Somewhat Influential	1	0%
None	NA / missing	NA / missing	Not at all Influential	4	0%
Standard Efficiency	NA / missing	NA / missing	Very Influential	5	0%
Standard Efficiency	NA / missing	NA / missing	Somewhat Influential	3	0%
Standard Efficiency	NA / missing	NA / missing	Not at all Influential	2	0%
Energy Efficient	Same Time	Same Unit	Very Influential	19	0%
Energy Efficient	Same Time	Same Unit	Somewhat Influential	79	50%
Energy Efficient	Same Time	Same Unit	Not at all Influential	83	100%
Energy Efficient	Same Time	Less Efficient	Very Influential	6	0%
Energy Efficient	Same Time	Less Efficient	Somewhat Influential	3	25%
Energy Efficient	Same Time	Less Efficient	Not at all Influential	1	50%
Energy Efficient	Same Time	Don't Know	Very Influential	1	0%
Energy Efficient	Same Time	Don't Know	Somewhat Influential	1	25%
Energy Efficient	Within a Year	Same Unit	Very Influential	7	0%
Energy Efficient	Within a Year	Same Unit	Somewhat Influential	7	25%
Energy Efficient	Within a Year	Same Unit	Not at all Influential	2	50%
Energy Efficient	Within a Year	Less Efficient	Very Influential	1	0%
Energy Efficient	Within a Year	Less Efficient	Not at all Influential	1	25%
Energy Efficient	Within a Year	Don't Know	Very Influential	1	0%
Energy Efficient	Within a Year	Don't Know	Somewhat Influential	1	13%
Energy Efficient	> 1 Yr Later	Same Unit	Somewhat Influential	3	0%
Energy Efficient	> 1 Yr Later	Same Unit	Not at all Influential	2	0%
Energy Efficient	> 1 Yr Later	Don't Know	Very Influential	1	0%
Energy Efficient	> 1 Yr Later	Don't Know	Somewhat Influential	1	0%
Energy Efficient	Don't Know	Same Unit	Somewhat Influential	2	25%
Energy Efficient	Don't Know	Same Unit	Don't Know	1	25%
Energy Efficient	Don't Know	Less Efficient	Very Influential	1	0%
Energy Efficient	Don't Know	Less Efficient	Somewhat Influential	1	13%
Energy Efficient	Don't Know	Don't Know	Somewhat Influential	2	13%
Don't Know	NA / missing	NA / missing	Somewhat Influential	2	6%
Don't Know	NA / missing	NA / missing	Not at all Influential	1	13%
TOTAL Free Ridership Score for Refrigerators				**252**	**51%**

I.2.4 Final Impact Summary

Table I-4 below a summary of the estimated ex post gross and net impacts and realization rates based on the impact analysis completed as an add-on to the SFEER evaluation. The statewide (SCE and SDG&E) ex post net kWh estimate was 3.31 MWh and the ex post net kW estimate was 523 kW. The resulting net realization rates were 0.62 on kWh savings and 0.25 on kW savings.

Table I-4: Net and Gross Impact Summary for Refrigerators

Refrigerator Impact Summary	kWh	kW
Ex Ante Gross Energy Savings	6,643,776	2,663
Ex Ante Net Energy Savings	5,315,021	2,131
Gross Savings Realization Rate	1.02	0.40
Ex Post Gross Energy Savings	6,760,006	1,067
Net-to-Gross Ratio	49%	49%
Ex Post Net Energy Savings	3,312,403	523
Net Savings Realization Rate	0.62	0.25

A portion of the SCE refrigerator program is delivered through point-of-sale (POS) rebates, however the analysis done for this assessment did not include any analysis activities geared towards determining the relationship between the delivery channel (POS vs. non-POS) and the resulting Program impact. Examining this relationship should be considered for future evaluations.

I.3 Effective Useful Life (EUL)

No EUL analysis was completed for this study. Itron was unable to compare the effective useful life (EUL) assumptions for refrigerators included in the SCE and SDG&E workbooks to those published in Table 4.1 of the California PUC Energy Policy Manual since refrigerators were not included in the Manual. The EULs used in the impact evaluation analyses were thus based on the reported EULs from the IOU workbooks (SCE EUL = 15 years, SDG&E EUL = 6 years {early replacement program}).

I.4 Refrigerator Lifetime Savings

Table I-5 and
Table I-6 the lifetime Refrigerator program savings for SCE and SDG&E. These data were compiled by combining gross program projected savings (goals – not reported), net evaluation results (ex post) with the effective useful life (EUL) estimates each of the utilities used for Refrigerators.

Table I-5: Program Savings – SCE

Year	Calendar Year	MWh Savings		Peak MW Savings		Therm Savings	
		Gross Program-Projected Savings[1]	Net Evaluation Confirmed Savings[2]	Gross Program-Projected Savings[1]	Net Evaluation Confirmed Savings[2]	Gross Program-Projected Savings[1]	Net Evaluation Confirmed Savings[2]
1	2004	2,975	1,483	1.28	0.25	0.00	0.00
2	2005	5,950	2,966	2.57	0.50	0.00	0.00
3	2006	5,950	2,966	2.57	0.50	0.00	0.00
4	2007	5,950	2,966	2.57	0.50	0.00	0.00
5	2008	5,950	2,966	2.57	0.50	0.00	0.00
6	2009	5,950	2,966	2.57	0.50	0.00	0.00
7	2010	5,950	2,966	2.57	0.50	0.00	0.00
8	2011	5,950	2,966	2.57	0.50	0.00	0.00
9	2012	5,950	2,966	2.57	0.50	0.00	0.00
10	2013	5,950	2,966	2.57	0.50	0.00	0.00
11	2014	5,950	2,966	2.57	0.50	0.00	0.00
12	2015	5,950	2,966	2.57	0.50	0.00	0.00
13	2016	5,950	2,966	2.57	0.50	0.00	0.00
14	2017	5,950	2,966	2.57	0.50	0.00	0.00
15	2018	5,950	2,966	2.57	0.50	0.00	0.00
16	2019	2,975	1,483	1.28	0.25	0.00	0.00
17	2020	0.00	0.00	0.00	0.00	0.00	0.00
18	2021	0.00	0.00	0.00	0.00	0.00	0.00
19	2022	0.00	0.00	0.00	0.00	0.00	0.00
20	2023	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL	**2004-2023**	89,246	44,495	38.5	7.6	0	0

Table I-6: Program Savings – SDG&E

Year	Calendar Year	MWh Savings		Peak MW Savings		Therm Savings	
		Gross Program-Projected Savings[1]	Net Evaluation Confirmed Savings[2]	Gross Program-Projected Savings[1]	Net Evaluation Confirmed Savings[2]	Gross Program-Projected Savings[1]	Net Evaluation Confirmed Savings[2]
1	2004	347	173	0.05	0.01	0.0	0.0
2	2005	694	346	0.10	0.02	0.0	0.0
3	2006	694	346	0.10	0.02	0.0	0.0
4	2007	694	346	0.10	0.02	0.0	0.0
5	2008	694	346	0.10	0.02	0.0	0.0
6	2009	694	346	0.10	0.02	0.0	0.0
7	2010	347	173	0.05	0.01	0.0	0.0
8	2011	0.0	0.0	0.00	0.00	0.0	0.0
9	2012	0.0	0.0	0.00	0.00	0.0	0.0
10	2013	0.0	0.0	0.00	0.00	0.0	0.0
11	2014	0.0	0.0	0.00	0.00	0.0	0.0
12	2015	0.0	0.0	0.00	0.00	0.0	0.0
13	2016	0.0	0.0	0.00	0.00	0.0	0.0
14	2017	0.0	0.0	0.00	0.00	0.0	0.0
15	2018	0.0	0.0	0.00	0.00	0.0	0.0
16	2019	0.0	0.0	0.00	0.00	0.0	0.0
17	2020	0.0	0.0	0.00	0.00	0.0	0.0
18	2021	0.0	0.0	0.00	0.00	0.0	0.0
19	2022	0.0	0.0	0.00	0.00	0.0	0.0
20	2023	0.0	0.0	0.00	0.00	0.0	0.0
TOTAL	**2004-2023**	4,164	2,076	0.57	0.11	0	0