

Residential Contractor Program Evaluation Phase II Final Report

Volume Five -- Appendix F: RCP SF Participant Survey

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Executive Summary

This report presents a summary of key findings resulting from a survey of participants in the SF element of the PY99 Residential Contracting Program (RCP). This survey, conducted in March of 2000, surveyed a total of 402 SF homeowners who participated in the PY99 Residential Contracting Program (RCP). Significant findings include the following:

- On the whole, participants appear to be quite satisfied with the program.
- A sizeable number of customers in the SDG&E service area (25%) reported that they were not at all satisfied with the duct sealing services provided.
- Participants in the PG&E service area were most likely to have recommended the program and/or the contractor who provided services to others.
- The top two recommendations provided by customers are to: (1) include more education and/or advertising for customers, and (2) include more measures.
- Participants rated the importance of energy costs similarly to respondents in previous statewide baseline surveys.¹
- Participant awareness of energy efficiency options is higher for air conditioning and furnace options than in other surveys,² but somewhat lower in a number of other areas.
- Participants report being exposed to significant telemarketing and direct mail from contractors in the combined SCE/SCG service areas
- Customers in PG&E and SDG&E service areas are more likely to have initiated contact with contractors (as opposed to the contractors initiating the contact), and were more likely to have already heard about the program prior to speaking with a contractor.
- Overall, 83% of participants did not pay for the diagnostic services received.

¹ CBEE Baseline Study on Public Awareness and Attitudes Toward Energy Efficiency, prepared for CBEE by Hagler Bailly (June 18, 1999)

² Single Family RCP Baseline Survey (December, 1999) and CBEE Baseline Study on Public Awareness and Attitudes Toward Energy Efficiency, prepared for CBEE by Hagler Bailly (June 18, 1999)

- Participants in the SCE/SCG service areas are more likely to receive diagnostic services at no cost.
- In 62% of cases where contractors recommended specific measures for customers, customers report that they had not previously heard of these measures.
- The frequency with which recommendations were made, as well as the likelihood of customers to act upon these recommendations, varies considerably across both measures and utility service areas.
- Approximately 30% of participants indicate that they are likely to make more improvements following the program.³
- Approximately 57% of participants indicate that they are likely to purchase additional energy efficiency equipment and services.⁴
- SCE has a large percentage of program participants living in mobile homes (57%) relative to program participants in other service areas.
- A higher-than-expected number of participants indicate that they have lived in their homes for more than ten years (46%) and significantly, expect to stay in their homes for an indefinite period (76%).

A complete set of detailed tables present summaries for key responses in Attachment A of this report, and the survey instrument is included as Attachment B.

³ “Improvements” was used throughout the participant survey as a general term referring to all types of actions that would improve the energy efficiency of a participants’ home.

⁴ “Energy efficiency equipment and services” was a more specific term relating to HVAC, lighting, water heating, etc. equipment, to insulation or windows, and to specific services related to improving a home’s energy efficiency.

1 Overview and Methodology

This report presents a summary of key findings resulting from a survey of participants in the SF element of the PY99 Residential Contracting Program (RCP). This survey, conducted in March of 2000, surveyed a total of 402 SF homeowners who participated in the PY99 Residential Contracting Program. Following a brief summary of the types of findings and recommendations arising from this research, we provide a discussion of the methodology used in developing and fielding this survey. Detailed summaries of the important responses are presented in tabular format in Attachment A, and a copy of the survey instrument is included as Attachment B.

1.1 Presentation of Findings

The survey results provide information on the following topics:

- Importance of energy costs and customer understanding of EE options—believed to be an important factor in customer interest in energy efficiency
- Initial contact with the program
 - Participant initiated—what are the interests of customers who contact a contractor who is already working with the RCP?
 - Contractor initiated—what are customers' reactions to contractors who contact them with offers to test their home and then fix the problems?
- Participant satisfaction with the program—how satisfied are customers who have participated?
- Recommendations and actions resulting from participation—what did customers hire contractors to fix or replace, in order to save energy?
- Participant satisfaction with recommendations offered—did participants feel they were given good choices?
- Future intentions with respect to energy efficiency—do participants plan to do more?
- Participant demographics—what are the key characteristics of participants?

This summary report highlights key findings in each of these topic areas. Following this discussion is a complete set of survey frequency tables containing more detailed data from relevant survey questions (in Attachment A).

1.2 Methodology

This section describes the population for this survey, key considerations in design, such as the incidence of each measure, the survey structure to accommodate a variety of situations, and the data collection and disposition of the sample.

Participant Database

Information detailing services and improvements provided to each participant was obtained from utility databases for PY99 participants on **[month date]**, 2000. The resulting participant database contained 4,910 records including 2,795 for SCE / SCG, 1,592 for PG&E, and 523 for SDG&E. Inspection showed that about four percent of the records lacked telephone numbers. This left us with 4,719 records with entries for phone numbers, including 2,698 for SCE / SCG, 1,578 for PG&E, and 443 for SDG&E.

Sample Design

We faced two challenges in drawing samples and completing surveys: first, we needed to ask respondents about the measures they had taken in a manner that generated sufficient responses to conduct valid analyses for as many measures as possible; and second, we needed to control for the large number of participants who were served by one contractor in the SCE / SCE territory.

One contractor, American Synergy Corporation (ASC) served 1,671 participants in the SCE / SCG territory (or 60 percent of the total participants for those utilities and 34 percent of all PY99 participants).⁵ (The next largest market shares were 222 participants for McHale Insulation, Inc and 237 participants for Win-Dor, Inc. These firms accounted for approximately 14 percent of PG&E participants, and 8 percent of SCE / SCG participants respectively.)

Estimated Precision

We set a maximum quota for ASC participants in SCE / SCG territory of 39 completions. In addition, we completed another 99 surveys with SCE / SCG participants (for a total of 138), 133 for PG&E and 131 for SDG&E. These sample sizes and the population sizes (listed above) provide the following confidence intervals at the 95% confidence level: ASC participants in SCE / SCG, $\pm 15.5\%$; all other participants in SCE / SCG territory, $\pm 9.4\%$; PG&E participants, $\pm 8.1\%$; and SDG&E participants, $\pm 7.4\%$.⁶

Response Weighting

For all analyses we weighted these completions to represent the total numbers of participants for each of the four groups of participants. Table 1-1 shows the numbers of total participants, total responses, the number of participants each response represents, and the weight that was applied to each response, and the total number of weighted responses.

⁵ Numbers of participants are based on the dataset obtained on **[month, date]** 2000.

⁶ We chose to learn more about the non-ASC customers in SCE / SCG territory and sacrifice some precision in the results of this survey for the ASC customers.

Table 1-1: Participants, Respondents, and Weighting

Utility Area	Participants	Pct. of Total	Responses	Pct. of Total	Each Response Represents Participants	Weight Applied	Weighted Responses
PG&E	1,592	32.4%	133	33.1%	12.0	0.980	130
SCE	1,124	22.9%	99	24.6%	11.4	0.930	92
SCE-ASC	1,671	34.0%	39	9.7%	42.9	3.510	137
SDG&E	523	10.7%	131	32.6%	4.0	0.327	43
Total	4,910	100.0%	402	100.0%	12.2	—	402

Obtaining Sufficient Responses across Multiple Measures

Almost nine of every ten participants (87 percent) had made only one improvement. Approximately 5 percent had made either two (4.5 percent) or three (5.6 percent) improvements. Another 2 percent had made four improvements and less than one percent of participants had made five or more improvements.

In each case, we asked each respondent about only one measure. If they had implemented more than one measure, we asked them if they recalled the measure with the *lowest overall incidence among all participants* first. If they did not recall that measure, we asked if they recalled the measure with the next lowest overall incidence and so on. This allowed us to obtain reasonable number of responses for some of the measures with fairly low incidence.

Table 1-2, below, shows three numbers for each measure: first, the total number of participants who had implemented each measure; second, the number of respondents who had implemented each measure; and third, the number of specific measure-related responses we obtained for each measure.

Table 1-2: Participants and Respondents Who Implemented Each Measure

Measure or 'improvement'	Participants ¹ (n=4910)		Respondents ² (n=402)			
	Implemented	Percent of Total	Implemented	Percent of Total	Measure-specific Responses	Percent of Total
Duct test and seal	1214	25%	125	31.0%	85	21.2%
Basic HVAC diagnostic test & tune-up	1064	22%	73	18.2%	30	7.6%
Duct test ³	963	20%	74	18.5%		
Windows, energy-efficient	763	16%	68	17.0%	67	16.8%
Attic insulation	673	14%	38	9.5%	20	4.9%
Programmable thermostat	357	7%	72	18.0%	12	3.1%
Wall insulation	353	7%	27	6.6%	25	6.3%
Advanced HVAC diagnostic test & tune-up	261	5%	49	12.2%	8	1.9%
Energy Star air conditioner	187	4%	45	11.2%	18	4.5%
Package, insulation	164	3%	17	4.2%	1	0.2%
Energy Star furnace	106	2%	37	9.1%	32	7.9%
Energy Star heat pump	15	0.3%	3	0.6%	2	0.6%
Water heater	7	0.1%	2	0.5%	0	0.0%
Pipe insulation	4	0.1%	1	0.2%	1	0.2%
Shower head, low flow	3	0.1%	0	0.0%	0	0.0%
Compact fluorescent, screw-in	1	0.0%	0	0%	0	0.0%
Fluorescent fixture, hard-wired	1	0.0%	0	0%	0	0.0%
No measures ⁴					42	10.6%
Total	6136	135.5%	631	156.8%	343	46.4%

¹ These numbers are based on the entire population of 4,910 participants.

² These numbers are based on 402 survey respondents.

³ The duct test measure was not considered to be an 'improvement' and respondents were not asked measure-related questions.

⁴ "No measures" could result from a participant's inability to recall measures recorded in the program database or from the fact that the "duct test" measure was not considered to be an "improvement."

Survey Instrument Structure

As noted above, the types and incidence of measures were taken into account in designing the survey instrument. In addition, we had to create question sequences that could deal with several variations in customer experiences. These variations included whether the customer had heard of the program from a contractor or the sponsoring utility before interacting directly with a contractor, and who initiated the initial direct contact.

After identifying a knowledgeable respondent we asked if the respondent had contacted the contractor or if the contractor had contacted the respondent. Separate question tracks investigated each of these options. In each track we identified if the respondent had heard of the RCP before talking with a contractor and, if so, the source of the information.

We investigated the customer's "search" behavior, then moved into asking what the participant had the contractor do, and the respondent's satisfaction with what was done. This investigation had to accommodate respondents who were offered any of seventeen different services. We focused on what contractor may have recommended and the respondent's acceptance or deferral of recommendations.

Next we examined the first measure the respondent recalled having installed. We began with who asked for, or recommended the measure, and the customer's initial reactions. We asked how satisfied customers were with specific diagnostic tests and measures (if they had the test or measure performed). We explored whether customers felt they had been urged to do more than they planned and how their expenditures compared to what they had expected to spend. The final questions related to measures each customer had installed asked about the benefits they anticipated from making these improvements.

We then explored their use of incentives or vouchers, the influence of incentives, and the process of obtaining and using the incentives or vouchers. We asked an open-ended question that gave respondents an opportunity to make suggestions for improving the program. We asked questions about future intentions regarding home improvements to improve energy efficiency, comfort, or health and safety and concluded with some demographic questions.

2 Importance of Energy Costs and Knowledge of EE Options

Key Findings:

- Participants rate the importance of energy costs similarly to respondents in previous statewide baseline surveys.
- Participant knowledge of energy efficiency options is higher for air conditioning and furnace options than in other surveys, but somewhat lower in a number of other areas.

2.1 Importance of Energy Costs

Table 2-1 documents the percentage of customers who rated the importance of household energy costs as “important” (greater than 7 on a ten-point scale)⁷. With some variation across service areas, participant ratings ranged between 61% and 66%. This compares with 60% across all service areas in the SF baseline survey that was conducted as part of this project. Although these responses indicate that participants may be somewhat more likely to rank the importance of energy costs higher than the general population, this difference is not significant.

Table 2-1: Importance of Energy Costs ¹

Response	RCP Participants ²				RCP SF Baseline ³
	PG&E	SCE/SCG	SDG&E	Overall	
Energy Costs Viewed as “Important” (rated >7)	66%	61%	65%	63%	60%
Mean (on 1 to 10 scale)	8.12	7.99	7.98	8.03	7.53
(n, weighted)	(128)	(214)	(42)	(384)	(809)

¹ Respondents were asked, “How important to you is the cost of energy to operate your home in comparison to your overall household spending?”

² Weighted according to each utility’s percentage share of the total number of RCP participants served by all four IOUs.

³ Weighted according to each utilities percentage share of the total number of residential customers served by all four IOUs.

⁷ – On this scale 1 means “not at all important” and 10 means “extremely important”.

2.2 Knowledge of Energy Efficiency Options

In order to see if program participants were more or less informed on the topic of home energy efficiency, respondents were asked (unaided) for suggestions of actions that might be undertaken by someone interested in reducing their household energy bills. Interestingly, and perhaps as a result of their participation in the program, RCP participants appear to be more focused upon energy-efficient air conditioning and furnaces than respondents in other baseline efforts. Conversely, program participants were less likely to cite water heating efficiency measures, insulation, weatherization, or lighting measures. Note that these are overall responses, and knowledge varied by utility service area for many of these measures. Table 2-2 provides a summary of these results.

Table 2-2: Unaided Knowledge of Possible Energy Savings Options

Measure	Comparison of RCP Participants and Baseline Studies		
	RCP Participants ¹	RCP SF Baseline ²	CA Attitude ³
EE double pane windows	31%	37%	19%
EE central air conditioner	17%	6%	5%
EE central furnace	17%	10%	5%
Insulate ceilings & walls	17%	37%	31%
EE refrigerator	12%	11%	7%
Test, seal & insulate ductwork	10%	7%	9%
Insulate water heater & pipes	8%	20%	14%
EE clothes washer	8%	6%	4%
EE heat pump	5%	na	na
Programmable thermostat	4%	6%	10%
Weather stripping / caulking	4%	15%	23%
Compact fluorescent and fluorescent fixtures	3%	9%	13%
Other	5%	na	na
Nothing	12%	na	na
Don't Know	13%	na	na
(n, weighted)	(402)	(809)	(1170)

1 Single Family RCP Participant Survey (March, 2000).

2 Single Family RCP Baseline Survey (December, 1999).

3 CBEE Baseline Study on Public Awareness and Attitudes Toward Energy Efficiency, prepared for CBEE by Hagler Bailly (June 18, 1999)

3. Initial Contact with the Program

Key findings:

- Participants report they have been exposed to significant telemarketing and direct mail from one contractor in the combined SCE/SCG service areas.
- Customers in PG&E and SDG&E service areas are more likely to have initiated contract with contractors to meet energy efficiency needs, and were more likely to have already heard about the program.
- Only 28% of all participants report they contacted more than one contractor.

3.1 Who Initiated the Process and Why?

Importantly, there are two ways in which a participant can become involved with the RCP program: participant initiated and contractor initiated. In the case of participant-initiated involvement, the customer has a need for contracting services and contacts a contractor to procure such services. In the case of contractor-initiated involvement, the contractor has marketed its services on a proactive basis and obtains customer involvement as a result of direct solicitations. Both of these scenarios exist within the RCP program. (Please refer to Figure A-1, in Attachment A to see the sequence and “flow” of questions 5 to 8.)

As illustrated in Table 3-1, participants in the SCE/SCG service areas were more likely to be contacted by the contractor first, whereas in PG&E and SDG&E services areas, customers were more likely to initiate the contact.

Table 3-1: Who Contacted Whom

Contact initiation	RCP Participants ¹			
	PG&E	SCE/SCG	SDG&E	Overall
Respondent contacted contractor	82%	66%	81%	73%
Contractor contacted respondent	15%	30%	16%	24%
Don't know / Not sure	3%	4%	2%	3%
(n, weighted)	(131)	(229)	(43)	(403)

¹ Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

For customers who responded that they contacted the contractor, 70% reported doing so because they needed to have work completed; 22% reported that they were responding to a flyer received in the mail or an advertisement seen in a newspaper.

As a group, the respondents were motivated primarily by the opportunity to obtain help save money and energy (42%), followed by the fact that the RCP services would be free (19%). The portion of respondents interested in the fact that the services would be free was markedly higher for SCE/SCG service areas (36% compared with 19% overall). This reflects the fact that customers are responding to contractors in this area who are offering a basic level of services to customers free of charge (this will be discussed in more detail, below).

Utility sponsorship of the program was cited by 67% of respondents as making them more interested when they contacted the contractor.

3.2 Awareness of Program Prior to Contact

Of the respondents who reported that “they contacted the contractor” initially, 29% also reported that that they had “already heard about the program” before talking with the contractor. Most of these respondents heard through an ad in the mail (39%) or through a referral from a friend, family or neighbor (29%).

Of the respondents who reported that “the contractor had contacted them” initially, only 11% also reported that they had already heard about the program. (Seventy-one percent of all respondents initially contacted by contractors were in the SCE/SCG service areas.)

3.3 Program Attributes of Interest to Participants

Most participants were interested in RCP because it would “help them save money and energy.” Forty-two percent of those who had contacted a contractor and 49% of those who were initially contacted by a contractor cited this attribute. The other attributes of interest included “it would be free” (19% of those contacting contractor), it “would help pay for repairs” (15% of those contacting contractor and 16% of those contacted by contractor), and “contractor would do diagnostic tests on my home” (13% of those contacted by contractor and 8% of those contacting contractor).

3.4 Initial Reason for Contacting Contractor

For those who initially contacted the contractor, Table 3-2 illustrates the services in which customers were initially interested when contacting contractors. Furnace and AC repair appear to be the predominant service initially requested, except in SCE/SCG service areas where windows and ducts are more common entry points.

**Table 3-2: What Respondents Wanted Contractors to Do
(For customers who initially contacted contractor)**

Desired Service	RCP Participants ¹			
	PG&E	SCE/SCG	SDG&E	Overall
1 st most requested	Furnace repair / replacement (28%)	Window repair / replacement (27%)	Furnace repair / replacement (34%)	Window repair / replacement (21%)
2 nd most requested	AC repair / replacement (27%)	Duct test (17%)	AC repair / replacement (26%)	Furnace repair / replacement (20%)
3 rd most requested	Window repair / replacement (16%)	Furnace or AC repair / replacement (11% each)	AC test / tune-up (19%)	AC repair / replacement (19%)

1 Weighted according to each utility’s percentage share of the total number of RCP participants served by all four IOUs.

3.5 How Contractors Promote the Program

Customers reporting that contractors initially contacted them report a relatively significant amount of telemarketing occurring in the SCE/SCG service areas. As shown in Table 3-3, nearly 44% of respondents in the SCE/SCG territory who reported that contractors initially contacted them, also report this was done via telephone. An additional 39% of these SCE/SCG customers reported receiving a flyer in the mail.

**Table 3-3: How Respondent First Heard from Contractor
(For customers contacted initially by contractors)**

Response	RCP Participants ¹			
	PG&E	SCE/SCG	SDG&E	Overall
Phone call	30%	44%	20%	39%
Flyer in the mail	30%	39%	32%	37%
Visit to your home	9%	12%	20%	12%
Ad in a newspaper	13%		4%	3%
Other	9%	6%	12%	7%
Don’t know / Not sure	9%	5%	12%	6%
(n, weighted)	(23)	(77)	(8)	(107)

1 Weighted according to each utility’s percentage share of the total number of RCP participants served by all four IOUs.

3.6 First Contractor Mention of RCP

All participants were asked if the first contractor mentioned a utility program “that would help them do some things to reduce energy costs.”⁸ Overall, 52 percent of all participants recall that the first contractor did mention such a program. More participants in the PG&E service area (62%) and the SDG&E service area (58%) than in the SCE/SCG service areas (44%) said the first contractor mentioned such a program.⁹

3.7 Sources of Contractor Names

Most participants who contacted additional contractors (after talking with the first one) obtained the other contractor names from the phone book or yellow pages (42%), an acquaintance (26%), a newspaper ad (10%), a contractor they had used before (9%), or their utility’s list of contractors (9%). Only 4% cited the LCH or EGIA and only 2% cited a utility website or the Internet.

3.8 Number of Bids Obtained by Participants

One of the intentions of the program is to provide consumers with information that will enable them to make informed decisions about the selection of energy efficiency service providers. One such recommendation that is provided to consumers in program materials is the suggestion to solicit multiple bids from contractors before selecting a final service provider.

However, 71% of all participants report contacting — or being contacted by — only one contractor and then selecting that firm. The highest proportion of participants working with just one contractor (80%) is in the SCE/SCG territory, with about 60% of participants in the other utility territories working with just one contractor.¹⁰

Only 28% of all participants reported that they had contacted additional contractors after talking with the first contractor. Of these participants, fully 66% report that they obtained a total of three or more bids in their selection process. Table 3-4 provides more detailed information on this process.

⁸ – Each utility’s name was used in the question for respondents in their service area.

⁹ – The difference between SCE/SCG and PG&E is significant at the .95 level, while the difference between SCE/SCG and SDG&E is significant at the .90 level.

¹⁰ – SCE/SCG is significantly different from PG&E, SDG&E and Overall at the .95 level.

Table 3-4: Number of Bids Obtained

Response	RCP Participants ¹			
	PG&E	SCE/SCG	SDG&E	Overall
Called other contractors	42%	18%	33%	28%
Did not call other contractors (i.e., got only one bid)	57%	80%	64%	71%
Don't know / Not sure	1%	2%	2%	1%
(n, weighted)	(130)	(229)	(42)	(401)
Number of bids ²				
One	14%		7%	8%
Two	21%	33%	24%	26%
Three	41%	39%	47%	42%
Four	11%	12%	7%	11%
Five	4%	7%		4%
More than five	9%	9%	7%	9%
Don't know / Not sure			7%	1%
(n, weighted)	(56)	(43)	(15)	(114)

- 1 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.
- 2 Only the 28 percent of all respondents who said they had called other contractors were asked, "How many bids did you get?"

4 Charges for Diagnostic Services

Key findings:

- Overall, 83% of participants did not pay for the diagnostic services received.
- Participants in the SCE/SCG service areas are more likely to receive diagnostic services at no cost.

Participants who received diagnostic services were asked whether the test was done at no cost or whether the customer paid something for the service. The findings summarized in Table 4-1 indicate that participants in the SCE/SCG service area are rarely paying anything for these services (2%). In contrast, PG&E and SDG&E customers report more frequently (13% and 20%, respectively) that they have paid something for these services. Interestingly, 8% of the SDG&E customers and 13% of the PG&E customers reported that they did not remember if they paid (compared with 2% for SCE/SCG). These same customers were also less likely to remember having the test completed.

Participants recall paying, on average across utilities, between \$35 and \$80 for diagnostic tests, with an overall average of \$63.

Table 4-1: Charges Paid for Diagnostic Tests

Response	RCP Participants ¹			
	PG&E	SCE/SCG	SDG&E	Overall
Done at no cost	69%	95%	64%	83%
Paid something	13%	2%	20%	8%
Do not remember the test	5%	2%	8%	4%
Do not remember if paid	13%	1%	8%	5%
(n, weighted)	(92)	(164)	(39)	(295)
Mean amount paid	\$58	\$35	\$80	\$63
(n, weighted)	(10)	(2)	(6)	(18)

¹ Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

5 Contractor Recommendations and Resulting Actions

Key findings:

- In 62% of cases where contractors recommended specific measures for customers, customers report that they had not previously heard of these measures.
- The frequency with which recommendations were made, as well as the likelihood of customers to act upon these recommendations varies considerably across both measures and utility service areas.

5.1 Who Initiates Measures

Participants were asked if they had asked for a measure or the contractor had recommended it.¹¹ Overall, participants asked for 53% of the measures and contractors recommended 38% of the measures. Respondents were most likely to ask for attic insulation (95%), wall insulation (88%), and energy-efficient windows (82%). Contractors were most likely to recommend Advanced HVAC test and tune-up (57%), Energy Star air conditioner (56%), programmable thermostat (54%), Energy Star furnace (53%), duct test and seal (50%), and Basic HVAC test and tune-up (50%).

5.2 Types of Measures Recommended

Across all measures contractors recommended, 62% of the respondents had not heard of the measures before. Measures with which customers reported they were least familiar included duct test and seal (26% had heard of before) and advanced diagnostics (none had heard of before).

As shown in Table 5-1, of the measures that contractors suggested to customers, respondents were most familiar with Energy Star furnaces and air conditioners. These findings suggest that aggressive media promotion, such as that employed by the Energy Star initiatives, will increase customer familiarity with these measures. Other measures with which customers were somewhat familiar include wall insulation and energy-efficient windows. These are measures that have been widely recommended for more than 25 years. To more quickly increase public awareness of duct testing and other measures promoted by RCP, perhaps the utilities can work with EPA to establish and promote Energy Star standards for these measures.

¹¹ – Each respondent was asked specific questions about one measure they recalled having implemented.

Table 5-1: Familiarity with Measures Contractors Suggested

Measure	Had heard of before	Had not	Don't know / Not sure	(n, wtd) ¹
Duct test and seal	26%	75%		(47)
Energy-efficient windows	46%	54%		(11)
Energy Star furnace	60%	33%	7%	(15)
Basic HVAC test & tune-up	31%	69%		(13)
Wall insulation	50%	50%		(2)
Energy Star air conditioner	70%	30%		(10)
Programmable thermostat	33%	67%		(6)
Advanced HVAC test & tune-up	0%	100%		(4)
Total	37%	62%	1%	(108)

¹ Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

In assessing their initial reactions to measures suggested, Duct testing and sealing was, not surprisingly, one of the diagnostic measures about which consumers expressed the most skepticism (23%). Surprisingly, however, consumers were most skeptical of suggestions for wall insulation. This suggests that consumers are not convinced that sufficient economic and/or comfort benefits would result from such a generally expensive measure. In terms of saving money, respondents were most confident that the Basic HVAC test and tune-up would provide benefits.

5.3 Recommendations and Action Taken

Two key measures – duct sealing and refrigerant /air flow recommendations – were explored with specific questions and participants' responses are presented in Table5-2.

Table 5-2: Duct Sealing and Refrigerant Recommendations and Actions Taken

Recommendation and Action	PG&E	SCE/SCG	SDG&E	Overall ¹
Seal ducts	60%	31%	none	33%
Action taken	100%	44%	na	53%
Add refrigerant or fix airflow	21%	15%	24%	18%
Action taken (all or some)	67%	82%	80%	78%

¹ Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

6 Participant Satisfaction and Suggested Program Improvements

Key findings:

- On the whole, participants appear to be quite satisfied with the program.
- A sizeable number of customers in the SDG&E service area reported that they were not at all satisfied with the duct sealing services provided.
- Participants in the PG&E service area were most likely to recommend the program and/or the contractor who provided services.
- Although three in five participants had no suggestions for improvement to RCP, the top two recommendations provided by other RCP participants included (1) include more education and/or advertising for customers about the RCP program, and (2) include more measures in the program.

6.1 Participant Satisfaction with Key Program Elements

Overall, 80% of participant respondents reported that it was "very easy" to get the incentive or voucher. Similarly, across all service areas, most customers (87%) are "satisfied"¹² with the duct leakage testing services that they received. Most customers (77%) were also satisfied with the duct sealing services that they received. Notably, however, 25% of all SDG&E customers were "not at all satisfied" with the duct sealing services received. A summary of these results is shown in Table 6-1.

Table 6-1: Satisfaction with Key Program Elements

Satisfaction with...	Percent Satisfied (Overall) ¹
Duct leakage test	87%
Refrigerant charge and airflow test	85%
Combustion appliance safety test	81%
Duct sealing	77%

1 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

¹² – "Satisfied" is defined as scoring a service as a "4" or "5" on a 5-point scale where 1 means "not at all satisfied" and 5 means "completely satisfied."

6.2 Benefits from Actions Taken Through Program

In terms of benefits derived from work undertaken in their home, increased comfort is perceived to be the most important result, by 86% of respondents. Almost all PG&E customers (95%) feel their actions will increase comfort, followed by SDG&E (86%) and SCE/SCG (81%). Many respondents (74%) also expect to save money on energy bills, as well as benefit from safety and health improvements (65%). A summary of these results is shown in Table 6-2.

Table 6-2: Feelings About Results of Actions

Perceived benefit	Positive Response ¹
Make your home more comfortable	86%
Result in savings money on your energy bills	74%
Make your home safer or healthier	65%

¹ Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

Participants' responses also differed by the measure(s) they had implemented.

- Almost all participants who had implemented one of five measures feel their actions will make their home more comfortable: attic insulation (100%), energy-efficient windows (97%), Energy Star furnace (97%), wall insulation (96%) and Energy Star air conditioner (94%).
- Most participants who implemented one of three measures feel their actions will save them money on their energy bills: Energy Star furnace (97%), Energy Star air conditioner (89%), and energy-efficient windows (87%).
- And, for both the Energy Star furnace and Energy Star air conditioner, 72% of participants feel their purchase will make their home both safer and healthier.

6.3 Participants Have Recommended the RCP

One indicator of program satisfaction is whether or not a participant is likely to recommend the program to others. Fifty-six percent of respondents report that they have recommended the contractor, the program, or both to others. Customers in the PG&E service area were most likely to have done so (65%) compared with customers in other areas (SCE/SCG = 51%, SDG&E = 54%). Also, as shown in Table 6-3, customers were more likely to have recommended the program, in general, than the particular contractor.

Table 6-3: Recommended Program Services or Contractor to Others

Recommended program services or contractor to others	RCP Participants ¹			
	PG&E	SCE/SCG	SDG&E	Overall
Yes, both	36%	29%	33%	32%
Yes, the program services	18%	16%	16%	17%
Yes, the contractor	11%	6%	5%	7%
No	35%	48%	44%	43%
Don't know / Not sure	1%	1%	2%	1%
(n, weighted)	(131)	(229)	(43)	(403)

¹ Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

6.4 Suggestions for Improving the RCP

Almost three in five participants (57%) had no suggestions for improving the program. The most common suggestion (8%) was to educate and advertise the program to customers. The second most common suggestion was to provide additional measures. A summary of these results is shown in Table 6-4.

Table 6-4: Suggestions for Improving Program

Suggested improvements (listed in decreasing order, overall)	RCP Participants ²			
	PG&E	SCE/SCG	SDG&E	Overall
No suggestions	53%	62%	50%	57%
Educate / advertise to customers	11%	6%	8%	8%
Provide additional measures	4%	6%	8%	6%
Check home / energy audit		8%	2%	4%
Enroll more contractors	4%	3%	3%	3%
Educate contractors	4%	2%	3%	3%
Larger incentives	4%	2%	2%	3%
Be more responsive	2%	2%	5%	2%
Didn't do what respondent thought they would		2%	3%	2%
Check work / follow up by utility	1%	1%	4%	1%
Faster turn-around	2%		2%	1%
Simplify paperwork	2%		1%	1%
Problem with contractor	1%		2%	1%
Expand participation			2%	0%
Other	4%	1%	2%	2%
Don't know / Not sure	11%	10%	11%	10%
(n, weighted)	(130)	(229)	(43)	(402)

1 All respondents were asked this question.

2 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

7 Future Intentions Re: Energy Efficiency

Key findings:

- Approximately 30% of participants indicate that they are quite likely to make more “improvements” following the program.¹³
- Approximately 57% of participants indicate that they are extremely likely to purchase energy efficiency equipment and services in the future.¹⁴

7.1 Likelihood of Making Additional Improvements

One of the objectives of the program is to provide consumers with education and experience in selecting energy efficiency contractors such that they can engage in similar transactions in the future. Two questions were asked to assess the likelihood of participants to (1) make additional improvements, and (2) purchase energy efficient equipment in the future. A summary of these results is shown in Table 7-1 and 7-2.

Participants report that they are more likely to purchase energy efficient equipment (mean = 3.66) than they are to make additional energy-related improvements in their home (mean = 2.69). Importantly, this underscores the time of replacement as a central point of influence for these homeowners.

Table 7-1: Likelihood of Making More Improvements

How likely to make more improvements		RCP Participants ¹			
		PG&E	SCE/SCG	SDG&E	Overall
Not at all likely	1	33%	33%	34%	33%
	2	8%	3%	9%	5%
	3	11%	9%	14%	10%
	4	11%	7%	9%	9%
Extremely likely	5	24%	16%	23%	20%
Don't know / Not sure		13%	30%	11%	22%
Refused		1%	2%		1%
	(n, weighted)	(131)	(229)	(44)	(404)
Mean		2.84	2.58	2.71	2.69
	(n, weighted)	(113)	(156)	(38)	(307)

¹ Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

¹³ – In this context, “improvements” are those “that were recommended by the RCP contractor”.

¹⁴ – “Energy-efficient equipment and services” are defined by participants.

As shown in Table 7-2, many customers (46%, overall) report that they are extremely likely to purchase energy efficient equipment and services in the future. While these answers are based upon expected actions, rather than actual, they nevertheless provide some evidence of market effects.

Of the 23% who felt that they were not likely to take further actions, fully 55% reported that this was because there was nothing left to do. Only 18% cited the issue of cost as a barrier, followed, closely (12%) by customers stating that they do not expect to be in their home long enough.

Table 7-2: Likelihood of Purchasing Energy-Efficient Equipment and Services

How likely to purchase energy-efficient equipment and services		RCP Participants ¹			
		PG&E	SCE/SCG	SDG&E	Overall
Not at all likely	1	17%	21%	18%	19%
	2	4%	3%	7%	4%
	3	11%	11%	14%	11%
	4	11%	11%	12%	11%
Extremely likely	5	54%	40%	46%	46%
Don't know / Not sure		2%	12%	2%	8%
Refused			2%		1%
	(n, weighted)	(132)	(228)	(43)	(403)
Mean		3.82	3.56	3.63	3.66
	(n, weighted)	(128)	(197)	(42)	(368)

¹ Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

7.2 Interest in Increased Health/Safety, Comfort, and Efficiency

Nevertheless, customers remain interested in making improvements to their home, if such opportunities make sense to them. Reasons for making such improvements, as reported by participant survey respondents, are shown in Table 7-3 with similar responses obtained from the RCP SF baseline survey.

Table 7-3: Interested in Improvements to Improve Energy Efficiency, Comfort, and Health/Safety

Interest in making improvements to home to improve ...	PG&E	SCE/SCG	SDG&E	Overall ¹	Single Family Baseline
Energy efficiency	49%	44%	54%	47%	45%
Comfort	48%	40%	49%	44%	46%
Health and safety	52%	46%	52%	49%	55%

¹ Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

8. Participant Demographics

Key findings:

- SCE has a large percentage of program participants living in mobile homes (57%) relative to program participants in other service areas.
- Almost one-half of participants report they have lived in their homes for more than ten years and, significantly, three-fourths expect to stay in their homes for an indefinite time.
- Comparing household incomes of participants to those from the SF Baseline Survey shows that, with the exception of the SCE/SCG area, lower income households are underserved.

A number of demographic variables were collected from survey respondents.

8.1 Dwelling Types Served Under SF RCP

Participants surveyed were asked to indicate the type of dwelling unit in which they live. As shown in Table 8-1, although the majority of participants in the PG&E and SDG&E service areas lived in single-family homes, 57% of respondents in the SCE/SCG service areas indicated that they live in mobile homes. This reflects the predominance of activity by the firm American Synergy that is targeting this segment of the market.

Table 8-1: Type of Dwelling

Type of dwelling	RCP Participants ¹				RCP SF
	PG&E	SCE/SCG	SDG&E	Overall	Baseline ²
Single family home	99%	42%	88%	65%	94%
Duplex		0.4%	2%	0.5%	2%
Townhouse		0.4%	5%	0.7%	4%
Mobile home	1%	57%	2%	33%	³
2 to 4 unit apartment	3	3	3	3	3
5 or more unit apartment	3	3	3	3	0.2%
Other		1%	2%	0.7%	0.5%
(n, weighted)	(130)	(229)	(43)	(403)	(810)

8.2 Current and Expected Tenure in Residence Served

Two of the most interesting findings from the demographic portion of this survey is that participants in the RCP program have both lived in their homes for a long period of time (46% more than ten years) and intend to continue living in their homes for a considerable period of time (76% selected the longest option, “more than ten years”)¹⁵. These results are shown, below, in Tables 8-2 and 8-3.

Table 8-2: Years Lived in Home

Years lived in home	RCP Participants ¹			
	PG&E	SCE/SCG	SDG&E	Overall
Less than one year	6%	4%	9%	6%
One to two years	5%	18%	12%	13%
Three to five years	14%	12%	16%	13%
Six to ten years	17%	23%	19%	21%
More than ten years	58%	40%	44%	46%
Don't know / Not sure		0.4%		0.2%
Refused		2%		1%
(n, weighted)	(131)	(229)	(43)	(403)

¹ Weighted according to each utility’s percentage share of the total number of RCP participants served by all four IOUs.

Table 8-3: Years Participants Have Lived, and Plan to Live, in Home

Years lived in home	RCP Participants ¹	
	Years lived in home	Years Plan to live in home
Less than one year	6%	2%
One to two years	13%	3%
Three to five years	13%	4%
Six to ten years	21%	5%
More than ten years	46%	76%
Don't know / Not sure	0.2%	10%
Refused	1%	1%
(n, weighted)	(403)	(809)

¹⁵ – We believe the choice of “more than 10 years” is a reflection of having no plans for moving.

8.3 Income Distribution of Participants vs. Population

By comparing the percentage of participants in each of three total household income categories to similar figures from the Single Family Baseline Survey we may see the extent to which the RCP is serving different populations. For display in Table 8-4 we combined two income categories into each of the categories shown in the table.¹⁶ The SCE/SCG area is the only area where contractors delivered RCP services to more than a proportionate share of the households with incomes less than \$50,000 per year. In both PG&E and SD&E areas these low to moderate income households were under-served by RCP.

Table 8-4: Difference Between Participants and Baseline

Negative values indicate a smaller proportion of participants were served by RCP than the population proportion identified by the Baseline Survey.

Total Household Income Category	RCP Participants ¹			
	PG&E	SCE/SCG	SDG&E	Overall
Less than \$50,000	-10.7%	14.7%	-7.2%	4.0%
\$50,000 to \$100,000	14.6%	-15.0%	10.6%	-1.7%
\$100,000 or more	0.9%	-5.8%	-4.0%	-3.7%
(n, weighted)	(130)	(228)	(44)	(402)

¹⁶ – The “less than \$25,000” and “\$25,000 to \$50,000” categories were combined into the “less than \$50,000” category, the “\$50,000 to \$75,000” and “\$75,000 to \$100,000” were combined into the “\$50,000 to \$100,000” category, and the “\$100,000 to \$150,000” and “\$150,000 or more” categories were combined into the “\$100,000 or more” category.

Attachment A: Detailed Response Tables

Table A-1: Importance of Energy Costs

Importance of energy cost in comparison to overall household spending (q40) ¹

Response		RCP Participants ²				RCP SF
		PG&E	SCE/SCG	SDG&E	Overall	Baseline ³
Not at all important	1	4%	3%	2%	3%	4%
	2			2%		1%
	3	1%	1%	2%	1%	3%
	4	2%	2%	2%	2%	2%
	5	7%	14%	12%	11%	13%
	6	6%	6%	5%	6%	4%
	7	11%	7%	7%	8%	11%
	8	16%	11%	14%	13%	20%
	9	8%	4%	2%	5%	10%
Extremely important	10	42%	46%	49%	45%	30%
Don't Know		3%	6%	2%	5%	2%
"Top Box" (>7)		66%	61%	65%	63%	60%
Mean		8.12	7.99	7.98	8.03	7.53
(n, weighted)		(128)	(214)	(42)	(384)	(809)

- 1 Respondents were asked, "How important to you is the cost of energy to operate your home in comparison to your overall household spending?"
- 2 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.
- 3 Weighted according to each utilities percentage share of the total number of residential customers served by all four IOUs.

Table A-2: Unaided Knowledge of Possible Energy Savings OptionsImprovements to lower energy bills (q35c) ¹

Response	RCP Participants ²				Baseline Studies	
	PG&E	SCE/ SCG	SDG&E	Overall	RCP SF ³	CA Attitude ⁴
EE double pane windows	38%	28%	27%	31%	37%	19%
EE central air conditioner	23%	13%	24%	17%	6%	5%
EE central furnace	21%	14%	23%	17%	10%	5%
Insulate ceilings & walls	24%	13%	21%	17%	37%	31%
EE refrigerator	15%	8%	19%	12%	11%	7%
Test, seal & insulate ductwork	10%	11%	11%	10%	7%	9%
Insulate water heater & pipes	12%	5%	12%	8%	20%	14%
EE clothes washer	11%	6%	10%	8%	6%	4%
EE heat pump	8%	2%	14%	5%	na	na
Programmable thermostat	3%	3%	8%	4%	6%	10%
Weather stripping / caulking	4%	4%	2%	4%	15%	23%
Compact fluorescent and fluorescent fixtures	5%		8%	3%	9%	13%
Other	6%	5%	3%	5%	na	na
Nothing	10%	13%	10%	12%	na	na
Don't Know	6%	17%	9%	13%	na	na
(n, weighted)	(130)	(229)	(43)	(402)	(809)	(1170)

- 1 Respondents were asked, "If someone had high energy bills in their home, what are some of the energy efficiency improvements you can think of that they might make to lower their energy bills?"
- 2 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.
- 3 Weighted according to each utilities percentage share of the total number of residential customers served by all four IOUs.
- 4 CBEE Baseline Study on Public Awareness and Attitudes Toward Energy Efficiency, prepared for CBEE by Hagler Bailly (June 18, 1999)

Figure A-1: Sequence of Questions Re Initial Contact and If Respondent Had Heard of Program

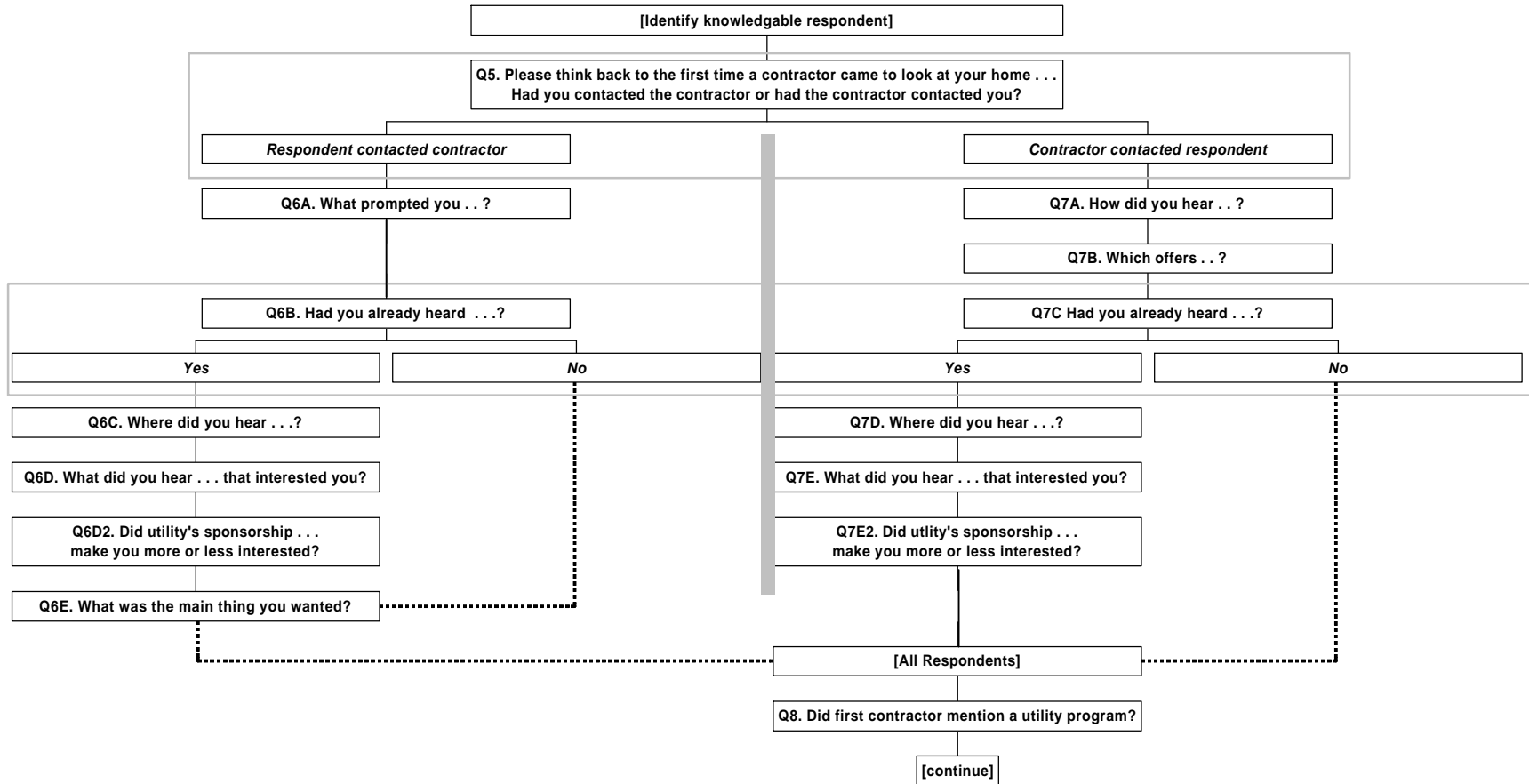


Table A-3: Who Contacted WhomWho initiated the first contractor visit? (q5) ¹

Response	RCP Participants ²			
	PG&E	SCE/SCG	SDG&E	Overall
Respondent contacted contractor	82%	66%	81%	73%
Contractor contacted respondent	15%	30%	16%	24%
Don't know / Not sure	3%	4%	2%	3%
(n, weighted)	(131)	(229)	(43)	(403)

- 1 Respondents were asked, "Please think back to the first time a contractor came to look at your home when you started to make these improvements. Had you contacted the contractor or had the contractor contacted you?"
- 2 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

Table A-4: What Prompted ContactWhat prompted you to contact the contractor? (q6a)¹

Response	RCP Participants ²			
	PG&E	SCE/SCG	SDG&E	Overall
Needed to have some work done	81%	63%	68%	70%
Responded to a flyer (received in the mail)	3%	22%	7%	13%
Responded to an ad (in the newspaper)	10%	10%	6%	9%
Friend recommended contractor	5%	5%	8%	5%
Heard about program (no source mentioned)	3%	5%		3%
Yellow pages	2%	2%	5%	2%
Don't know / Not sure	1%	2%	3%	2%
(n, weighted)	(109)	(152)	(35)	(296)

- 1 Only respondents who answered Q5 that "they contacted the contractor" were asked this question.
- 2 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

Table A-5: Had Respondent Heard of Program and From Whom

Had you already heard of the RCP (q6b) ¹
Where did you hear about the program? (q6c) ²

Response	RCP Participants ³			
	PG&E	SCE/SCG	SDG&E	Overall
Had already heard of program	39%	21%	29%	29%
Don't know / Not sure	4%	2%	3%	3%
(n, weighted)	(109)	(152)	(35)	(296)
Heard from				
Ad received in the mail	30%	56%	23%	39%
Friend, neighbor, family member	36%	17%	39%	29%
Your utility	23%	23%	23%	23%
Newspaper	7%			4%
Don't know / Not sure	4%	3%		3%
(n, weighted)	(43)	(32)	(10)	(85)

- 1 Only respondents who answered Q5 that "they contacted the contractor" were asked this question.
- 2 Only respondents who answered Q6B "Yes" were then asked, "Where did you hear about the program?"
- 3 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

Table A-6: What About the Program Interested Respondents (q6d) ¹

Response	RCP Participants ²			
	PG&E	SCE/SCG	SDG&E	Overall
Help save money and energy	50%	35%	26%	42%
It would be free	4%	36%	26%	19%
Help pay for needed repair	18%	15%	6%	15%
Only pay a small amount	11%	6%	16%	10%
Contractor would do “diagnostic tests” on my home	4%	11%	13%	8%
Rebate	7%	3%	16%	7%
Would only cost \$40	7%		3%	4%
Don't know / Not sure	4%	3%	3%	4%
(n, weighted)	(43)	(32)	(10)	(85)

- 1 Only respondents who answered Q5 that “they contacted the contractor” were asked, “What did you hear about the program that interested you?”
- 2 Weighted according to each utility’s percentage share of the total number of RCP participants served by all four IOUs.

Table A-7: Effect of Utility Sponsorship on Interest in Participating (q6d2) ¹

Response	RCP Participants ²			
	PG&E	SCE/SCG	SDG&E	Overall
More interested	77%	75%	80%	77%
(no effect)	23%	22%	10%	21%
Less interested			10%	1%
Don't know / Not sure		3%		1%
(n, weighted)	(43)	(32)	(10)	(85)

- 1 Only respondents who answered Q5 that “they contacted the contractor” were asked, “Did <utility name>’s sponsorship of the program make you more or less interested in participating?”
- 2 Weighted according to each utility’s percentage share of the total number of RCP participants served by all four IOUs.

Table A-8: What Respondent Wanted Contractor to DoWhat was the main thing you wanted the contractor to help you do? (q6e) ¹

Response	RCP Participants ²			
	PG&E	SCE/SCG	SDG&E	Overall
Window repair / replacement	16%	27%	8%	21%
Furnace repair / replacement	28%	11%	34%	20%
Air conditioner repair / replacement	27%	11%	26%	19%
Air conditioner / heat pump test / tune-up	14%	9%	19%	12%
Test ducts for leaks	2%	17%	4%	10%
Insulate attic	13%	7%	5%	9%
Insulate walls	13%	4%	8%	7%
Reduce high energy bills	6%	6%	3%	6%
Insulation (unspecified)	6%	5%	2%	5%
Test ducts for leaks and seal the leaks	4%	3%	3%	3%
Improve comfort	2%	2%	2%	2%
Programmable thermostat	3%	1%	3%	2%
Remodel / addition	2%	1%	1%	1%
Other	7%	16%	9%	12%
Don't know / Not sure	1%	1%		1%
(n, weighted)	(108)	(152)	(35)	(295)

- 1 Only respondents who answered Q5 that "they contacted the contractor" were asked, "When you made that first appointment, what was the main thing you wanted the contractor to help you do?"
- 2 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

Table A-9: How Respondent First Heard from Contractor (q7a)¹

Response	RCP Participants ²			
	PG&E	SCE/SCG	SDG&E	Overall
Phone call	30%	44%	20%	39%
Flyer in the mail	30%	39%	32%	37%
Visit to your home	9%	12%	20%	12%
Ad in a newspaper	13%		4%	3%
Other	9%	6%	12%	7%
Don't know / Not sure	9%	5%	12%	6%
(n, weighted)	(23)	(77)	(8)	(107)

- 1 Only respondents who answered Q5 that "the contractor contacted them" were asked this question.
- 2 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

Table A-10: Offers Mentioned by the Contractor (q7b) ¹

Response	RCP Participants ²			
	PG&E	SCE/SCG	SDG&E	Overall
Perform diagnostic tests to identify what you need to do to save energy	44%	44%	48%	44%
Check or test your furnace	44%	34%	44%	37%
Check or test your home for air leaks	30%	36%	24%	34%
Help you save money on your energy bills	39%	28%	40%	31%
Help solve heating, cooling, or comfort problems	52%	14%	44%	24%
Check ducts		9%	4%	7%
Check air conditioner	4%	5%		4%
Clean ducts	4%			1%
Other	9%		8%	2%
Don't know / Not sure	4%	10%		8%
(n, weighted)	(23)	(77)	(8)	(107)

1 Only respondents who answered Q5 that “the contractor contacted them” were asked, “Which of the following offers did the contractor mention?”

2 Weighted according to each utility’s percentage share of the total number of RCP participants served by all four IOUs.

Table A-11: Had Respondent Heard of ProgramHad you already heard of the RCP (q7c) ¹

Response	RCP Participants ³			
	PG&E	SCE/SCG	SDG&E	Overall
Had already heard of program	35%	4%	12%	11%
Had not heard of program	61%	82%	88%	78%
Don't know / Not sure	4%	14%		11%
(n, weighted)	(23)	(77)	(8)	(108)

- 1 Only respondents who answered Q5 that "the contractor contacted them" were asked this question.
- 3 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

Table A-12: What About the Program Interested Respondents (q7e) ¹

Response	RCP Participants ²			
	PG&E	SCE/SCG	SDG&E	Overall
Help save money and energy	62%	33%		49%
Help pay for repair or replacement	25%			16%
Contractor would do “diagnostic tests” on my home		33%	50%	13%
Only pay a small amount	12%			8%
It would be free			50%	6%
Don't know / Not sure	0%	67%	0%	4%
(n, weighted)	(8)	(3)	(1)	(12)

- 1 Only respondents who answered Q5 that “the contractor contacted them” and who answered Q7C “they had heard of the program” were then asked, “What did you hear about the program that interested you?”
- 2 Weighted according to each utility’s percentage share of the total number of RCP participants served by all four IOUs.

Table A-13: Did First Contractor Mention Program

Did that first contractor mention a <utility name> program that would help you do some things to reduce energy costs? (q8)

Response	RCP Participants ¹			
	PG&E	SCE/SCG	SDG&E	Overall
Yes	62%	44%	58%	52%
No	29%	39%	35%	35%
Don't know / Not sure	10%	16%	7%	13%
(n, weighted)	(130)	(229)	(43)	(402)

1 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

Table A-14: Contacting Other Contractors

Did you call any other contractors? (q9) ¹
 Where did you get the names of other contractors? (q10) ²

Response	RCP Participants ³			
	PG&E	SCE/SCG	SDG&E	Overall
Called other contractors	42%	18%	33%	28%
Did not call other contractors	57%	80%	64%	71%
Don't know / Not sure	1%	2%	2%	1%
(n, weighted)	(130)	(229)	(42)	(401)
Got the names of other contractors from				
Phone book of yellow pages	50%	29%	52%	42%
Friend, neighbor, family member	20%	35%	23%	26%
Newspaper ad	5%	20%	2%	10%
Contractor you had used before	9%	11%	2%	9%
Your utility list of contractors	11%	7%	7%	9%
League of California Homeowners		11%		4%
Electric and Gas Industries Assoc.	5%		7%	4%
Utility website or Internet			11%	2%
Other	4%	7%	7%	6%
Don't know / Not sure		2%		1%
(n, weighted)	(55)	(42)	(14)	(111)

- 1 All respondents were asked, "After you first talked with one contractor, did you call any other contractors?"
- 2 Respondents who said they had called other contractors were then asked, "Where did you get the names of other contractors?"
- 3 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

Table A-15: Number of Bids Obtained (q13)¹

Number of bids	RCP Participants ²			
	PG&E	SCE/SCG	SDG&E	Overall
One	14%		7%	8%
Two	21%	33%	24%	26%
Three	41%	39%	47%	42%
Four	11%	12%	7%	11%
Five	4%	7%		4%
More than five	9%	9%	7%	9%
Don't know / Not sure			7%	1%
(n, weighted)	(56)	(43)	(15)	(114)
Mean number of bids	3.0	3.2	2.8	3.0
(n, weighted)	(55)	(42)	(13)	(110)

- 1 The 28 percent of all respondents who said they had called other contractors were also asked, "How many bids did you get?"
- 2 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

Table A-16: Charges Paid for Diagnostic Tests

Did you pay for tests? (q14a) ¹
 About how much did you pay? (q14b)

Response	RCP Participants ²			
	PG&E	SCE/SCG	SDG&E	Overall
Done at no cost	69%	95%	64%	83%
Paid something	13%	2%	20%	8%
Do not remember the test	5%	2%	8%	4%
Do not remember if paid	13%	1%	8%	5%
(n, weighted)	(92)	(164)	(39)	(295)
Mean amount paid	\$58	\$35	\$80	\$63
(n, weighted)	(10)	(2)	(6)	(18)

- 1 Respondents for whom the participant database indicated one, or more, diagnostic tests had been performed were asked, " The <utility name> records show that the contractor did some "diagnostic" tests to find out what to do to save energy. Did you pay anything for those tests or was it done at no charge to you?"
- 2 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

Table A-17: Satisfaction with Duct Leakage Test (q15A) ¹

Response	RCP Participants ²			
	PG&E	SCE/SCG	SDG&E	Overall
Not at all satisfied	1	2%	3%	3%
	2	5%	2%	14%
	3	2%	5%	4%
	4	16%	7%	14%
Completely satisfied	5	70%	80%	72%
Don't know / Not sure		5%	3%	3%
Satisfied ("4" & "5")		86%	87%	86%
(n, weighted)		(43)	(150)	(7)
Mean		4.55	4.65	4.39
(n, weighted)		(41)	(144)	(8)

- 1 Respondents for whom the participant database indicated a duct leakage test had been performed were asked, "How satisfied were you with the test of duct leakage?"
- 2 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

Table A-18: Satisfaction with Duct Sealing (q16a) ¹

Response	RCP Participants ²				
	PG&E	SCE/SCG	SDG&E	Overall	
Not at all satisfied	1	4%	1%	25%	3%
	2				
	3	11%	8%		8%
	4	25%	7%		11%
Completely satisfied	5	57%	70%	50%	66%
Don't know / Not sure		3%	10%	25%	9%
Refused			4%		3%
Satisfied ("4" & "5")		82%	77%	50%	77%
(n, weighted)		(28)	(94)	(4)	(126)
Mean		4.37	4.69	4.10	4.60
(n, weighted)		(26)	(81)	(3)	(111)

- 1 Respondents for whom the participant database indicated duct sealing had been performed were asked, "How satisfied were you with the sealing of your heating and cooling ducts?"
- 2 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

Table A-19: Satisfaction with Refrigerant Charge and Airflow Test (q17a) ¹

Response	RCP Participants ²				
	PG&E	SCE/SCG	SDG&E	Overall	
Not at all satisfied	1	6%		3%	4%
	2				
	3		10%	6%	3%
	4	17%	16%	12%	15%
Completely satisfied	5	69%	63%	76%	70%
Don't know / Not sure		8%	11%	3%	8%
Satisfied ("4" & "5")		86%	79%	88%	85%
(n, weighted)		(71)	(19)	(33)	(123)
Mean		4.58	4.61	4.58	4.58
(n, weighted)		(65)	(17)	(32)	(113)

- 1 Respondents for whom the participant database indicated duct sealing had been performed were asked, "How satisfied were you with the sealing of your heating and cooling ducts?"
- 2 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

Table A-20: Combustion Appliance Safety Test Results (q18) ¹

Response	RCP Participants ²			
	PG&E	SCE/SCG	SDG&E	Overall
Nothing	13%	12%	50%	14%
Your gas appliances were safe	70%	60%	33%	62%
There were some problems you need to have fixed	10%	5%	8%	6%
Don't know / Not sure	7%	23%	8%	18%
(n, weighted)	(29)	(93)	(4)	(127)

- 1 Respondents for whom the participant database indicated a combustion appliance safety test had been performed were told, "One of the tests the contractor performed was a check for safe operation of your gas furnace, water heater and stove." Then they were asked, "What were you told after the test?"
- 2 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

Table A-21: Satisfaction with Combustion Appliance Safety Test (q18a) ¹

Response		RCP Participants ²			
		PG&E	SCE/SCG	SDG&E	Overall
Not at all satisfied	1	7%	1%		2%
	2				
	3	10%	8%		8%
	4	10%	4%	25%	6%
Completely satisfied	5	60%	67%	25%	65%
Don't know / Not sure		13%	20%	50%	19%
Satisfied ("4" & "5")		70%	71%	50%	81%
(n, weighted)		(30)	(93)	(4)	(127)
Mean		4.35	4.72	4.67	4.62
(n, weighted)		(25)	(75)	(2)	(102)

- 1 Respondents for whom the participant database indicated a combustion appliance safety test had been performed were asked, "How satisfied were you with the combustion appliance safety test?"
- 2 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

Table A-22: Undocumented Improvements

Records show tests but no improvements (q19) ¹
 What improvements were made? (q19a) ²

Response	RCP Participants ³			
	PG&E	SCE/SCG	SDG&E	Overall
Yes (no improvements made)	80%	85%		83%
No (improvements were made)	20%	8%	100%	10%
Don't know / Not sure		8%		7%
(n, weighted)	(5)	(53)	(1)	(59)
Improvements contractor made				
Some duct sealing at no charge	100%	50%		52%
Some duct sealing and charged for the service			50%	4%
Other		50%	50%	44%
(n, weighted)	(1)	(7)	(1)	(9)

- 1 Respondents for whom the participant database indicated that some diagnostic tests had performed but no improvements made were asked, "Our records show that the RCP program contractor performed some diagnostic tests but did not install any improvements. Is this correct?"
- 2 Respondents who said that some improvements were made were then asked, "What improvements did the contractor make?"
- 3 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

Table A-23: Duct Sealing Recommendations

Contractor recommendations (q20a) ¹
 Were improvements made? (q20b) ²

Recommendation(s) made	RCP Participants ³			
	PG&E	SCE/SCG	SDG&E ⁴	Overall
Yes	60%	31%		33%
No	40%	69%		67%
(n, weighted)	(5)	(52)		(57)
Improvement(s) made				
Yes	100%	44%		53%
No		31%		26%
Don't know / Not sure		25%		21%
(n, weighted)	(3)	(16)		(19)

- 1 Respondents for whom the participant database indicated that a duct leak test had been conducted were asked, "Did the contractor recommend sealing your ductwork after completing the duct leak test at your home?"
- 2 Respondents who said that duct sealing had been recommended were then asked, "Did you have the recommended work done?"
- 2 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.
- 3 No responses for SDG&E

Table A-24: Recommendations to Add Refrigerant or Fix Airflow across Cooling Coil

Contractor recommendations (q21a) ¹
Were improvements made? (q21b) ²

Recommendation(s) made	RCP Participants ³			
	PG&E	SCE/SCG	SDG&E	Overall
Yes, adding freon		1%	8%	2%
Yes, fixing ductwork to get more air flow	17%	14%	8%	14%
Yes, both	4%		8%	2%
No, neither	62%	82%	62%	75%
Something else	4%			1%
Replace air conditioner			8%	1%
Don't know / Not sure	12%	3%	8%	6%
(n, weighted)	(24)	(71)	(13)	(108)
Improvement(s) made				
Yes, all of it	67%	64%	60%	64%
Yes, some of it		18%	20%	14%
No	33%	18%	20%	23%
(n, weighted)	(6)	(11)	(5)	(22)

- 1 Respondents for whom the participant database indicated that a refrigerant charge and cooling coil airflow tests had been conducted were asked, "Did the contractor recommend adding freon to your air conditioner or heat pump or fixing your ductwork to get better air flow after completing the refrigerant and air flow test at your home?"
- 2 Respondents who said that duct sealing had been recommended were then asked, "Did you have the recommended work done?"
- 3 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

Table A-25: Who Initiated Measure

How did it come about that you had <measure> done / installed? (q22a)

<measure>	Respondent Asked	Contractor Suggested ¹	Other	Don't know/ Not sure	Total	(n, wtd) ²
Duct test and seal	37%	50%	10%	3%	100%	(85)
Energy-efficient windows	82%	16%		2%	100%	(68)
Energy Star furnace	41%	53%	6%		100%	(32)
Basic HVAC test & tune-up	37%	50%	10%	3%	100%	(30)
Wall insulation	88%	8%	4%		100%	(25)
Attic insulation	95%		5%		100%	(19)
Energy Star air conditioner	33%	56%	6%	5%	100%	(18)
Programmable thermostat	38%	54%		8%	100%	(13)
Advanced HVAC test & tune-up	43%	57%			100%	(7)
Total	53%	38%	5%	4%	100%	(297)
(n, weighted)	(157)	(113)	(15)	(12)	(297)	

- 1 Includes "contractor suggested this when contacted respondent," "contractor recommended when first looked at the condition of home," and "contractor recommended this after doing some diagnostic tests."
- 2 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

Table A-26: Familiarity with Measures Contractors Suggested
 When contractor suggested a < measure >, had you heard of it before?
 (q22b)

<measure>	Had heard of before	Had not	Don't know / Not sure	(n, wtd) ¹
Duct test and seal	26%	75%		(47)
Energy-efficient windows	46%	54%		(11)
Energy Star furnace	60%	33%	7%	(15)
Basic HVAC test & tune-up	31%	69%		(13)
Wall insulation	50%	50%		(2)
Energy Star air conditioner	70%	30%		(10)
Programmable thermostat	33%	67%		(6)
Advanced HVAC test & tune-up	0%	100%		(4)
Total	37%	62%	1%	(108)

¹ Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

Table A-27: Source of Prior Knowledge of MeasuresHad you heard of this improvement through <RCP > or some other way? (q22c) ¹

<measure>	Program information	Some other way	Don't know/ Not sure	(n, wtd) ²
Duct test and seal	68%	3%	29%	(31)
Energy-efficient windows	37%	47%	16%	(57)
Energy Star furnace	33%	56%	11%	(18)
Basic HVAC test & tune-up	67%	25%	8%	(12)
Wall insulation	41%	41%	18%	(22)
Attic insulation	35%	47%	18%	(17)
Energy Star air conditioner	50%	17%	33%	(12)
Programmable thermostat	40%	20%	40%	(5)
Advanced HVAC test & tune-up	100%			(2)
Total	46%	35%	19%	(176)

- 1 Respondents who answered Q22A that they had asked or a contractor had recommended the measure were asked this question.
- 2 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

Table A-28: Initial Reactions to Measures SuggestedWhen <measure> was suggested, what was your initial reaction? (q22d) ¹

<measure>	Already knew was needed	Don't need / was skeptical	Might save money	Might improve comfort	Will save money	Will improve comfort	Trust contractor	Good idea	Don't know/ Not sure	(n, wtd) ²
Duct test and seal	2%	23%	22%	15%	12%	16%	8%		25%	(47)
Energy-efficient windows	46%		9%	18%	9%			18%		(10)
Energy Star furnace	54%		26%	7%	13%	19%		7%		(15)
Basic HVAC test & tune-up	37%	17%	34%	12%	37%	15%		14%		(13)
Wall insulation	43%	57%	43%							(2)
Energy Star air conditioner	40%		30%		30%	20%				(10)
Programmable thermostat	45%	19%	15%		15%				5%	(6)
Advanced HVAC test & tune-up	17%	17%	17%					58%		(4)
Total	25%	15%	23%	11%	17%	13%	8%	6%	11%	(108)

- 1 Only respondents who answered Q22A that a contractor had recommended the measure were asked this question.
- 2 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

Table A-29: Respondent's Recollection of Contractor's Estimate of Measure Cost

How much did the contractor say it would cost you to have the <measure> done / installed? (q22e) ¹

<measure>	Mean	Range (+/- one standard deviation)	(n, wtd) ²
Duct test and seal	\$166	\$0 to \$566	(48)
Energy-efficient windows	\$6452	\$3862 to \$9042	(33)
Energy Star furnace	\$4735	\$1592 to \$7878	(9)
Basic HVAC test & tune-up	\$34	\$0 to \$82	(12)
Wall insulation	\$1165	\$323 to \$2007	(11)
Attic insulation	\$1122	\$557 to \$1687	(7)
Energy Star air conditioner	\$5645	\$4071 to \$7219	(7)
Programmable thermostat	\$103	\$34 to \$172	(3)
Advanced HVAC test & tune-up	\$93	\$0 to \$233	(3)
Total			(176)

2 Respondents who asked a contractor or received a recommendation from a contractor for a measure were asked this question.

(any who answered Other or DK/NS to Q22A were skipped to Q25).

2 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

Table A-30: Actions Compared to Plans

Did the contractor encourage you to do more than you originally planned? (q25)
 Did you end up paying less, about the same or more than you originally planned? (q26)

Do more than planned	RCP Participants ¹			
	PG&E	SCE/SCG	SDG&E	Overall
Yes	11%	6%	12%	8%
No	89%	93%	37%	91%
Don't know / Not sure		1%	2%	1%
(n, weighted)	(131)	(229)	(43)	(403)
Pay less, about the same, or more than planned	PG&E	SCE/SCG	SDG&E	Overall
Less	18%	37%	19%	29%
About the same	62%	44%	58%	51%
More	15%	7%	16%	11%
Don't know / Not sure	5%	12%	7%	9%
(n, weighted)	(131)	(230)	(43)	(404)

¹ Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

Table A-31: Feelings About Results of Actions

Do you feel that what you had done. . .
 will result in saving money on your energy bills? (q27a)
 will make your home more comfortable? (q27b)
 will make your home safer or healthier? (q27c)

result in saving money on your energy bills	RCP Participants ¹			
	PG&E	SCE/SCG	SDG&E	Overall
Yes	90%	66%	64%	74%
No	5%	19%	24%	15%
Don't know / Not sure	5%	15%	12%	11%
(n, weighted)	(131)	(229)	(42)	(402)
make your home more comfortable	PG&E	SCE/SCG	SDG&E	Overall
Yes	95%	81%	86%	86%
No	2%	15%	12%	10%
Don't know / Not sure	3%	4%	2%	4%
(n, weighted)	(130)	(229)	(42)	(401)
make your home safer or healthier	PG&E	SCE/SCG	SDG&E	Overall
Yes, both safer and healthier	59%	56%	48%	56%
Yes, safer	8%	11%	14%	10%
Yes, healthier	16%	7%	14%	10%
No	12%	19%	19%	17%
Don't know / Not sure	5%	7%	5%	6%
(n, weighted)	(131)	(229)	(42)	(402)

¹ Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

Table A-32: Use and Effects of Vouchers / Incentives

Did you submit an application for an incentive or receive a voucher? (q29)
 How much did the value of the incentive or voucher influence your decision? (q30)

Submit an application for an incentive or receive a voucher	RCP Participants ¹			
	PG&E	SCE/SCG	SDG&E	Overall
Yes, submitted an application for an incentive	18%	12%	17%	14%
Yes, received a voucher	40%	14%	43%	26%
Yes, both	29%	12%	24%	19%
No	8%	55%	14%	35%
Don't know / Not sure	5%	7%	2%	6%
(n, weighted)	(131)	(229)	(42)	(402)
How much did the value of the incentive influence decision	PG&E	SCE/SCG	SDG&E	Overall
Not at all 1	25%	22%	24%	24%
2	5%	7%	8%	6%
3	14%	21%	11%	16%
4	18%	8%	8%	13%
A great deal 5	36%	36%	43%	37%
Don't know / Not sure	2%	6%	5%	4%
(n, weighted)	(121)	(103)	(37)	(261)
Mean	3.35	3.31	3.42	3.34
(n, weighted)	(118)	(97)	(35)	(249)

1 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

Table A-33: Ease of Getting and Using Incentive or Voucher

How easy was it to get the incentive or voucher? (q31)
 What difficulties did you have in getting or using the incentive or voucher? (q32) ¹

How easy to get	RCP Participants ²			
	PG&E	SCE/SCG	SDG&E	Overall
Not at all easy	6%	3%	3%	4%
Acceptable	12%	11%	8%	11%
Very easy	78%	81%	83%	80%
Don't know / Not sure	5%	6%	6%	5%
(n, weighted)	(121)	(103)	(36)	(260)
Difficulties in getting or using the incentive or voucher	PG&E	SCE/SCG	SDG&E	Overall
Had no difficulties	43%	73%	43%	54%
Hard to reach person / busy signals	10%	7%	14%	9%
Too much paperwork	14%		7%	8%
Slow to receive voucher	10%	7%		7%
Slow to receive rebate	10%		14%	7%
Many phone calls	10%		7%	6%
Contractor would not take voucher		7%	7%	3%
No information on how to use		7		3
Other	5%		7%	3%
Don't know / Not sure	5%		14%	4%
(n, weighted)	(21)	(14)	(5)	(39)

- 1 Respondents who answered Q31, "How easy was it to get the voucher" with "Not at all easy" or "Acceptable" were asked Q32.
- 2 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

Table A-34: Suggestion for Improving ProgramWhat improvements to the RCP would you suggest? (q33) ¹

Suggested improvements (listed in decreasing order, overall)	RCP Participants ²			
	PG&E	SCE/SCG	SDG&E	Overall
No suggestions	53%	62%	50%	57%
Educate / advertise to customers	11%	6%	8%	8%
Provide additional measures	4%	6%	8%	6%
Check home / energy audit		8%	2%	4%
Enroll more contractors	4%	3%	3%	3%
Educate contractors	4%	2%	3%	3%
Larger incentives	4%	2%	2%	3%
Be more responsive	2%	2%	5%	2%
Didn't do what respondent thought they would		2%	3%	2%
Check work / follow up by utility	1%	1%	4%	1%
Faster turn-around	2%		2%	1%
Simplify paperwork	2%		1%	1%
Problem with contractor	1%		2%	1%
Expand participation			2%	0%
Other	4%	1%	2%	2%
Don't know / Not sure	11%	10%	11%	10%
(n, weighted)	(130)	(229)	(43)	(402)

1 All respondents were asked this question.

2 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

Table A-35: Recommended Program Services or Contractor to Others

Have you recommended the RCP services or the contractor you used to a neighbor, friend, or family member? (q34a)

Recommended program services or contractor to others	RCP Participants ¹			
	PG&E	SCE/SCG	SDG&E	Overall
Yes, both	36%	29%	33%	32%
Yes, the program services	18%	16%	16%	17%
Yes, the contractor	11%	6%	5%	7%
No	35%	48%	44%	43%
Don't know / Not sure	1%	1%	2%	1%
(n, weighted)	(131)	(229)	(43)	(403)

¹ Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

Table A-36: Likelihood of Making More Improvements

How likely are you to make any more of the improvements that were recommended by the RCP contractor at some time in the future? (q34b)

How likely to make more improvements		RCP Participants ²			
		PG&E	SCE/SCG	SDG&E	Overall
Not at all likely	1	33%	33%	34%	33%
	2	8%	3%	9%	5%
	3	11%	9%	14%	10%
	4	11%	7%	9%	9%
Extremely likely	5	24%	16%	23%	20%
Don't know / Not sure		13%	30%	11%	22%
Refused		1%	2%		1%
	(n, weighted)	(131)	(229)	(44)	(404)
Mean		2.84	2.58	2.71	2.69
	(n, weighted)	(113)	(156)	(38)	(307)

1 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

Table A-37: Likelihood of Purchasing Energy-Efficient Equipment and Services

How likely are you to purchase energy-efficient equipment and services in the future? (q35a)

How likely to purchase energy-efficient equipment and services		RCP Participants ²			
		PG&E	SCE/SCG	SDG&E	Overall
Not at all likely	1	17%	21%	18%	19%
	2	4%	3%	7%	4%
	3	11%	11%	14%	11%
	4	11%	11%	12%	11%
Extremely likely	5	54%	40%	46%	46%
Don't know / Not sure		2%	12%	2%	8%
Refused			2%		1%
	(n, weighted)	(132)	(228)	(43)	(403)
Mean		3.82	3.56	3.63	3.66
	(n, weighted)	(128)	(197)	(42)	(368)

1 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

Table A-38: Why Not More Likely to Make Future Purchases

Why are you not more likely are you to purchase energy-efficient equipment and services in the future? (q35b) ¹

Why not more likely (In decreasing order, by overall)	RCP Participants ²			
	PG&E	SCE/SCG	SDG&E	Overall
Nothing left to do	52%	55%	62%	55%
Cost	17%	21%	6%	18%
Will not be in home long enough to pay for it	10%	15%	3%	12%
Will only replace if breaks down	7%	2%		3%
Not satisfied with equipment or contractor, bad experience			9%	1%
Climate doesn't make more necessary			3%	1%
Don't know / Not sure	17%	7%	15%	11%
(n, weighted)	(28)	(53)	(11)	(93)

- 1 Only respondents who answered Q35A that they were not likely, a response of "1" or "2," were asked Q35B.
- 2 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

Table A-38: Interest in Increasing Energy Efficiency of Home

How interested are you in making improvements to your home that would increase its energy efficiency? (q36a)

Response	RCP Participants ¹				RCP SF Baseline ¹
	PG&E	SCE/SCG	SDG&E	Overall	
Not at all interested 1	21%	27%	26%	25%	22%
2	2%	3%	5%	3%	2%
3	3%	2%	2%	2%	3%
4		1%	2%	1%	2%
5	11%	11%	2%	10%	12%
6	3%	2%	5%	3%	5%
7	7%	6%	2%	6%	7%
8	8%	7%	5%	7%	11%
9	2%	4%	5%	4%	6%
Extremely interested 10	39%	33%	44%	36%	28%
Don't know	3%	3%	2%	3%	2%
"Top Box" (>7)	49%	44%	54%	47%	45%
(n, weighted)	(131)	(229)	(43)	(403)	(809)
Mean	6.50	6.01	6.33	6.20	6.19
(n, weighted)	(126)	(222)	(42)	(390)	(809)

- 1 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.
- 2 Weighted according to each utilities percentage share of the total number of residential customers served by all four IOUs.

Table A-39: Interest in Improving Your Comfort

How interested are you in making improvements to your home that would increase your comfort? (q36b)

Response	RCP Participants ¹				RCP SF Baseline ²
	PG&E	SCE/SCG	SDG&E	Overall	
Not at all interested 1	24%	31%	24%	28%	22%
2	5%	1%	2%	2%	3%
3	2%	1%	2%	1%	3%
4	1%	3%	4%	2%	1%
5	9%	11%	9%	10%	12%
6	4%	3%		3%	3%
7	5%	6%	7%	6%	8%
8	10%	6%	9%	8%	11%
9	5%	3%	4%	4%	7%
Extremely interested 10	33%	31%	36%	32%	28%
Don't know	4%	4%	2%	4%	2%
"Top Box" (>7)	48%	40%	49%	44%	46%
(n, weighted)	(131)	(229)	(45)	(405)	(809)
Mean	6.18	5.70	6.27	5.92	6.16
(n, weighted)	(125)	(220)	(42)	(388)	(809)

- 1 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.
- 2 Weighted according to each utilities percentage share of the total number of residential customers served by all four IOUs.

Table A-40: Interest in Increasing Health and Safety

How interested are you in making improvements to your home that would improve your health and safety? (q36c)

Response	RCP Participants ¹				RCP SF Baseline ²
	PG&E	SCE/SCG	SDG&E	Overall	
Not at all interested 1	21%	25%	23%	23%	19%
2	4%	1%	4%	2%	1%
3	2%	4%	2%	3%	2%
4	2%	1%	2%	1%	2%
5	12%	11%	9%	11%	10%
6	2%	3%	2%	3%	4%
7	3%	5%	4%	4%	4%
8	10%	7%	7%	8%	12%
9	4%	5%	2%	4%	7%
Extremely interested 10	38%	34%	43%	37%	36%
Don't know	4%	4%		3%	3%
"Top Box" (>7)	52%	46%	52%	49%	55%
(n, weighted)	(131)	(229)	(44)	(404)	(809)
Mean	6.50	6.19	6.59	6.34	6.76
(n, weighted)	(125)	(221)	(42)	(389)	(809)

- 1 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.
- 2 Weighted according to each utilities percentage share of the total number of residential customers served by all four IOUs.

Table A-41: Reasons for Lack of Interest in Increasing Energy Efficiency of Home

Why are you not more interested in making improvements to your home that would increase its energy efficiency? (q36a2) ¹

Response	RCP Participants ²			
	PG&E	SCE/SCG	SDG&E	Overall
Nothing to do	58%	42%	64%	49%
Cost	19%	17%	11%	17%
Will not be in house long enough to pay for	6%	10%		7%
Mobile home		5%		3%
Don't know what else to do		5%		3%
Only replace if break down		1%		1%
Not satisfied with equipment / contractor, bad experience			2%	0%
Don't know / Not sure	22%	19%	23%	20%
(n, weighted)	(35)	(74)	(14)	(123)

- 1 Respondents who answered Q36A as "Not at all interested – 1," "2," or "3" were then asked Question 36A2.
- 2 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

Table A-42: Tenure in home

Do you own or rent this dwelling? (q37a)

Tenure	RCP Participants ¹				RCP SF
	PG&E	SCE/SCG	SDG&E	Overall	Baseline ²
Own	99%	96%	100%	98%	100%
Rent		2%		1%	0%
Don't know / Not sure	1%	2%		1%	0%
(n, weighted)	(130)	(229)	(42)	(401)	(809)

- 1 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.
- 2 Weighted according to each utilities percentage share of the total number of residential customers served by all four IOUs.

Table A-43: Type of Dwelling

What type of dwelling do you live in? (q2)

Type of dwelling	RCP Participants ¹				RCP SF
	PG&E	SCE/SCG	SDG&E	Overall	Baseline ²
Single family home	99%	42%	88%	65%	94%
Duplex		0.4%	2%	0.5%	2%
Townhouse		0.4%	5%	0.7%	4%
Mobile home	1%	57%	2%	33%	³
2 to 4 unit apartment	³	³	³	³	³
5 or more unit apartment	³	³	³	³	0.2%
Other		1%	2%	0.7%	0.5%
(n, weighted)	(130)	(229)	(43)	(403)	(810)

- 1 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.
- 2 Weighted according to each utilities percentage share of the total number of residential customers served by all four IOUs.
- 3 Due to different categories and screening criteria used in the Baseline, comparable values are not available

Table A-44: Number of Bedrooms

Just to get an idea of how big your home is, how many separate bedrooms does your residence have? (q37b)

Number of separate bedrooms	RCP Participants ¹				RCP SF Baseline ²
	PG&E	SCE/SCG	SDG&E	Overall	
0		2%		1%	
1				0%	1%
2	7%	48%	12%	31%	17%
3	62%	24%	52%	39%	49%
4	27%	18%	26%	22%	23%
>=5	5%	4%	7%	5%	9%
Don't know / Not sure		4%	2%	2%	1%
(n, weighted)	(130)	(229)	(42)	(401)	(809)

1 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

2 Weighted according to each utilities percentage share of the total number of residential customers served by all four IOUs.

Table A-45: Age of Home

Approximately how old is this home? (q37c)

Age of home	RCP Participants ¹				RCP SF
	PG&E	SCE/SCG	SDG&E	Overall	Baseline ²
Newly built since December 1998			2%	0%	0%
2 to 5 years old – built 1994-1997	1%		2%	1%	2%
6 to 10 years old – built 1989 - 1993	3%	5%	12%	5%	6%
11 to 15 years old – built 1984 – 1988	4%	9%	12%	8%	5%
16 to 20 years old – built 1979 – 1983	10%	24%	7%	18%	6%
21 to 30 years old – built 1969 – 1978	22%	33%	26%	29%	22%
31 to 40 years old – built 1959 – 1968	30%	18%	21%	22%	19%
41 to 50 years old – built 1949 – 1958	23%	8%	16%	14%	25%
more than 50 years old – built before 1949	8%	2%	2%	4%	14%
Don't know / Not sure		1%		1%	1%
(n, weighted)	(130)	(228)	(43)	(401)	(809)

1 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

2 Weighted according to each utilities percentage share of the total number of residential customers served by all four IOUs.

Table A-46: Years Lived in Home

How long have you lived in this home? (q38)

Years lived in home	RCP Participants ¹				RCP SF
	PG&E	SCE/SCG	SDG&E	Overall	Baseline ²
Less than one year	6%	4%	9%	6%	1%
One to two years	5%	18%	12%	13%	6%
Three to five years	14%	12%	16%	13%	15%
Six to ten years	17%	23%	19%	21%	³
More than ten years	58%	40%	44%	46%	³
Don't know / Not sure		0.4%		0.2%	0.5%
Refused		2%		1%	
(n, weighted)	(131)	(229)	(43)	(403)	(809)

- 1 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.
- 2 Weighted according to each utilities percentage share of the total number of residential customers served by all four IOUs.
- 3 Due to different categories used in the Baseline, comparable values are not available.

Table A-47: Years Plan to Live in Home

How long do you plan to keep living in this home? (q39)

Years lived in home	RCP Participants ¹			
	PG&E	SCE/SCG	SDG&E	Overall
Less than one year		3%		2%
One to two years		5%	2%	3%
Three to five years	7%	2%	5%	4%
Six to ten years	7%	4%	5%	5%
More than ten years	79%	74%	76%	76%
Don't know / Not sure	7%	11%	12%	10%
Refused		2%		1%
(n, weighted)	(131)	(229)	(42)	(402)

¹ Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.

Table A-48: Number of People Living in Residence

Including yourself, how many people live in this residence at least six months of the year? (q41)

Number living in residence	RCP Participants ¹				RCP SF Baseline ²
	PG&E	SCE/SCG	SDG&E	Overall	
0	2%	0%	0%	1%	0%
1	10%	28%	11%	20%	13%
2	50%	49%	48%	49%	34%
3	14%	10%	16%	12%	19%
4	13%	5%	18%	9%	17%
> = 5	12%	5%	5%	7%	14%
Don't know / refused	0%	2%	2%	1%	3%
(n, weighted)	(132)	(229)	(44)	(405)	(809)
Mean (Persons / HH)	2.92	2.09	2.64	2.42	
(n, weighted)	(130)	(225)	(42)	(398)	(809)

- 1 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.
- 2 Weighted according to each utilities percentage share of the total number of residential customers served by all four IOUs.

Table A-49: Number of People Under Age 18

How many of these people are under age 18? (q42)

Number under 18	RCP Participants ¹				RCP SF Baseline ²
	PG&E	SCE/SCG	SDG&E	Overall	
0	70%	84%	70%	78%	60%
1	11%	4%	14%	7%	14%
2	8%	6%	9%	7%	17%
3	8%	3%	2%	4%	5%
4	2%		2%	1%	1%
> = 5	2%			0.4%	1%
Don't know / Refused		2%	2%	1%	2%
(n, weighted)	(131)	(229)	(43)	(403)	(809)
Mean (persons /HH)	0.64	0.28	0.51	0.42	
(n, weighted)	(130)	(224)	(42)	(397)	

- 1 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.
- 2 Weighted according to each utilities percentage share of the total number of residential customers served by all four IOUs.

Table A-50: Number of People Over Age 65

How many of these people are over 65? (q43)

Number over 65	RCP Participants ¹				RCP SF Baseline ²
	PG&E	SCE/SCG	SDG&E	Overall	
0	58%	44%	60%	50%	66%
1	18%	25%	14%	22%	16%
2	22%	30%	23%	27%	16%
3				0%	0%
4	1%			0%	0%
> = 5				0%	0%
Don't know / Refused		2%	2%	1%	2%
(n, weighted)	(130)	(230)	(43)	(403)	(809)
Mean (persons / HH)	0.66	0.86	0.63	0.77	
(n, weighted)	(130)	(225)	(42)	(398)	

- 1 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.
- 2 Weighted according to each utilities percentage share of the total number of residential customers served by all four IOUs.

Table A-51: Total Annual Household Income

How many of these people are over 65? (q44)

Total HH Income	RCP Participants ¹				RCP SF Baseline ²
	PG&E	SCE/SCG	SDG&E	Overall	
Less than \$25,000	3%	17%	5%	11%	10%
\$25,000 to under \$50,000	20%	22%	11%	20%	20%
\$50,000 to under \$75,000	22%	10%	18%	14%	16%
\$75,000 to under \$100,000	18%	5%	18%	11%	10%
\$100,000 to under \$150,000	8%	6%	7%	6%	7%
\$150,000 or more	2%	2%	5%	2%	4%
Don't know / Refused	27%	40%	36%	35%	33%
(n, weighted)	(130)	(230)	(44)	(403)	(809)

- 1 Weighted according to each utility's percentage share of the total number of RCP participants served by all four IOUs.
- 2 Weighted according to each utilities percentage share of the total number of residential customers served by all four IOUs.

Attachment B: Survey Codebook

Single Family Participant Survey

ODCID

PHONE

UTIL

Utility name

Pacific Gas & Electric Company	1
San Diego Gas & Electric.....	2
Southern California Edison and Southern California Gas.....	3

PROG

program name

Residential Contractor Program	1
Residential Energy Efficiency Contractor Program.....	2
Residential Contractor Program	3

PROG2

RCP	1
REECP	2
RCP	3

ANAME

applicant name

FNAME

ADDR

applicant address

CITY

MEAS1 – MEAS6

measure 1

.....	0
Basic HVAC Diagnostic Test & Tune-Up.....	1
Attic Insulation	2
Duct Test	3
Duct Test and Seal	4
Wall Insulation	5
Package Insulation	6
Low-Flow Showerhead.....	7
Advanced HVAC Diagnostic Test & Tune-Up.....	8
Energy Star High Efficiency Air Conditioner	9
Energy Star High Efficiency Furnace	10
Energy Star High Efficiency Heat Pump.....	11
Energy Efficient Windows.....	12
Programmable Thermostat	13
Pipe Insulation	14
Energy Efficient Gas Water Heater.....	15
Screw-In Compact Fluorescent Light Bulbs.....	16
Hard Wired Compact Fluorescent Light Bulbs.....	17

DIAG

have diagnostic tests

had diagnostic tests	1
no tests.....	0

DTEST

duct test

yes	1
no	0

DSEAL

duct test and seal

yes	1
no	0

BHVAC

basic HVAC

yes	1
no	0

AHVAC

advanced hvac

yes	1
no	0

WATER

water heater
 yes 1
 no 0

AINSL

attic insulation
 yes 1
 no 0

WINSL

wall insulation
 yes 1
 no 0

PINSL

packaged insulation
 yes 1
 no 0

SHEAD

shower head
 yes 1
 no 0

ESAC

energy star air conditioner
 yes 1
 no 0

ESFUR

energy star furnace
 yes 1
 no 0

ESHHP

energy star heat pump
 yes 1
 no 0

WIND

windows
 yes 1
 no 0

THERM

program thermostat
 yes 1
 no 0

PIPIN

pipe insulation
 yes 1
 no 0

CFLS

cfl screw-in
 yes 1
 no 0

CFLH

cfl hard-wire
 yes 1
 no 0

ASC

american synergy corp
 yes 1
 no 0

Hello, I'm calling on behalf of <util >.
 May I speak with <aname >?

 This is NOT a sales call. Tonight, we're talking to homeowners who made energy efficiency improvements to their home through the <prog > during 1999.

 (Several California utilities, including <util >, have joined together to obtain feedback from homeowners like you. By hearing what worked well for you and what could be improved, we will develop programs to help customers save energy and money. All your answers will be kept confidential.)

 This should take less than 15 minutes.
 @start

 see screens
 continue 1 D

Q2

In all my questions I will be asking about your residence at: <ADDR > in <city >. What type of dwelling do you live in? (PROBE: Is it a single family home?)

Single Family home	01
Duplex	02
Townhouse.....	03
Mobile Home	04
2-4 unit apartment.....	05
(Other).....	06
(Don't know).....	98

Q3

Are you the person in your household who knows the most about the work that was done through the Residential Contractor Program? (PROBE: this was when you installed <MEAS1 >, <MEAS2 >, <MEAS3 >, <MEAS4 >, <MEAS5 >, <MEAS6 >)

Yes	1	=> Q5
No.....	2	

Q4

Could I speak with the person who would know the most about that work? (CONTINUE WITH CORRECT PERSON - OR SET UP CALLBACK)

(CONTINUE)	1	=> Q3
------------------	---	-------

Q5

Please think back to the first time a contractor came to look at your home when you started to make these improvements. Had you contacted the contractor or had the contractor contacted you?

(Respondent contacted the contractor).....	1	
(Contractor contacted respondent).....	2	=> Q7A
(Don't Know/Not Sure)	8	=> Q7A

Q6A

(DO NOT READ LIST)

What prompted you to contact the contractor?
 (Needed to have some work done) 01
 (Responded to an ad on the radio or television) 02
 (Responded to a flyer you received in the mail) 03
 (Responded to an ad in the newspaper)..... 04
 (Responded to a California League of Homeowners recommendation/newsletter)05
 (Called a contractor listed by the California League of Homeowners) 06
 (Called a contractor listed by the Electric and Gas Industries Association) 07
 (Other)..... 08
 (Heard about program (no source mentioned))..... 09
 (Friend recommended contractor)..... 10
 (Heard about program on Internet/utility website)..... 11
 (Website list of contractors)..... 12
 (Supplier/retailer recommend contractor) 13
 (Home show)..... 14
 (Yellow pages) 15
 (Utility list of contractors) 16
 (Don't know/Not sure)..... 98

Q6B

Had you already heard of the <prog >, or <prog2> before your contacted that contractor?

Yes 1
 No..... 2 => Q6E
 (Don't know/Not sure)..... 8 => Q6E

Q6C

(READ LIST, ENTER ALL THAT APPLY)

Where did you hear about the program? Was it from . . .
 Your utility 01
 A friend, neighbor, or family member 02
 An advertisement you received in the mail 03
 The League of California Homeowners..... 04
 The Electric and Gas Industries Association..... 05
 Other (specify) 06
 Newspaper 07
 Home show, fair 08
 Internet 09
 Contractor 10
 TV 11
 Retailer 12
 (Don't know/Not sure)..... 98

Q6D

(DO NOT READ LIST, ENTER ALL THAT APPLY)

What did you hear about the <prog2> that interested you?

(It would be free).....	01
(Only pay a small amount)	02
(Help pay for repair or replacement needed to do)	03
(Would only cost \$40)	04
(Contractor would do "diagnostic tests" on home)	05
(Help save money and energy).....	06
(Something else)	07
(Rebate)	08
(Increase comfort)	09
(Good reputation).....	10
(Get new heating and cooling equipment)	11
(Don't know/Not sure).....	98

Q6D2

Did <util >'s sponsorship of the program make you more or less interested in participating?

More interested	1
(No effect).....	2
Less interested.....	3
(Don't know/Not sure).....	8

Q6E

(DO NOT READ LIST, ENTER ALL THAT APPLY)

When you made that first appointment, what was the main thing you wanted the contractor to help you do? (PROBE: what problem did you have or what equipment needed repairing or replacing?)

(Air conditioner / heat pump test and tune-up)	01
(Air conditioner repair / replacement)	02
(Furnace repair / replacement)	03
(Improve comfort in one-or more rooms).....	04
(Insulation-attic)	05
(Insulation-walls)	06
(Insulation-unspecified location)	07
(Programmable Thermostat).....	08
(Reduce high energy bills).....	09
(Solve allergy-or other health-problem).....	10
(Test ducts for leaks)	11
(Test ducts for leaks and seal the leaks).....	12
(Window repair or replacement).....	13
(Other)	14
(Replace roof/roofing)	15
(Plumbing).....	16
(Replace doors)	17
(Remodel/addition to home)	18
(Diagnostic test for furnace)	19
(Diagnostic tests (general)).....	20
(Don't know/Not sure).....	98

Q7A

=> Q8 if	Q5=1
----------	------

How did you first hear from that contractor? (PROBE: If Call or Visit - had you seen and ad or flyer before that?)

(Phone call).....	01
(Visit to your home).....	02
(Ad in a newspaper).....	03
(Flyer in the mail).....	04
(other).....	05
(Don't know/Not sure).....	98

Q7B

(READ LIST, ENTER ALL THAT APPLY)

Which of the following offers did the contractor mention? Did the contractor offer to

Help you save money on your energy bills	01
Perform diagnostic tests to identify what you needed to do to save energy.....	02
Check or test your furnace.....	03
Check, or test, your home for air leaks	04
Help solve heating, cooling or comfort problems	05
Other	06
Check ducts.....	07
Check AC	08
Clean ducts	09
(Don't know/Not sure).....	98

Q7C

Had you already heard of the <prog2> when this first contractor contacted you?

Yes	1	
No.....	2	=> Q8
(Don't know/Not sure).....	8	=> Q8

Q7D

(READ LIST, ENTER ALL THAT APPLY)

Where did you hear about the program? Was it from . . .

Your utility	01
A friend, neighbor, or family member	02
An advertisement you received in the mail	03
The League of California Homeowners.....	04
The Electric and Gas Industries Association.....	05
Other (specify)	06
Contractor.....	10
(Don't know/Not sure).....	98

Q7E

(DO NOT READ LIST, ENTER ALL THAT APPLY)

What did you hear about the <prog2> that interested you?

(It would be free).....	01	
(Only pay a small amount)	02	
(Help pay for repair or replacement needed to do)	03	
(Would only cost \$40)	04	
(Contractor would do "diagnostic tests" on home)	05	
(Help save money and energy).....	06	
(Something else)	07	O
(Don't know/Not sure).....	98	X

Q7E2

Did <util >'s sponsorship of the program make you more or less interested in participating?

More interested	1
(No effect).....	2
Less interested.....	3
(Don't know/Not sure).....	8

Q8

Did that first contractor mention a <UTIL > program that would help you do some things to reduce energy costs?

Yes	1
No.....	2
(Don't know/Not sure).....	8

Q9

After you first talked with one contractor, did you call any other contractors?

Yes	1	
No.....	2	=> Q14A
(Don't know/Not sure).....	8	=> Q14A

Q10

(READ LIST, ENTER ALL THAT APPLY)

Where did you get the names of other contractors?

Contractor you had used before	01
A friend, neighbor, or family member	02
Phone book or yellow pages.....	03
Your electric or gas utility list of contractors	04
League of California Homeowners list of contractors.....	05
Electric and Gas Industries Association list of contractors	06
Other	07
Newspaper ad.....	08
Utility website/Internet.....	09
Home shows.....	10
Trade guild	11
(Don't know/Not sure).....	98

Q13

How many bids did you get?

- One 1
- Two 2
- Three 3
- Four 4
- Five..... 5
- More than five..... 6
- (Don't know/Not sure)..... 8

Q14A

=> Q19 if DIAG=0

Next, I'll ask you a few questions about what you had done by the <prog2> contractor. The <UTIL > records show that the contractor did some "diagnostic" tests to find out what to do to save energy. Did you pay anything for those tests or was it done at no charge to you?

- Paid something 1
- Done at no charge 2
- Do not remember the test 3
- Do not remember if paid 4

Q14B

=> +1 if NOT Q14A=1

(ENTER AMOUNT, 9998=Don't know)

About how much did you pay?

\$E 0 2000

- (Don't know/Not sure)..... 9998 I

Q15A

=> Q16A if DTEST=0 AND DSEAL=0

Using a scale where 1 means "not at all satisfied" and 5 means "completely satisfied," how satisfied were you with the test of duct leakage? (PROBE: This test may have included testing heating or cooling ducts for leaks, testing the amount of freon in air conditioner or heat pump, testing amount of air flowing across cooling coil for AC or heat pump, or testing gas appliances for carbon monoxide.)

- Not at all satisfied 1
- 2
- 3 => Q16A
- 4 => Q16A
- Completely satisfied 5 => Q16A
- (Don't know/Not sure)..... 8 => Q16A
- (Refused)..... 9 => Q16A

Q15B

(ENTER VERBATIM RESPONSE)

Why were you not more satisfied?

(SEE VERBATIM LIST)	00
(Don't know/Not sure)	98

Q16A

=> Q17A if DSEAL=0

(Using a scale where 1 means "not at all satisfied" and 5 means "completely satisfied,") how satisfied were you with the sealing of your heating & cooling ducts? (PROBE: This test may have included testing the heating and cooling ductwork for leaks.)

Not at all satisfied	1	
.....	2	
.....	3	=> Q17A
.....	4	=> Q17A
Completely satisfied	5	=> Q17A
(Don't know/Not sure)	8	=> Q17A
(Refused).....	9	=> Q17A

Q16B

(ENTER VERBATIM RESPONSE)

Why were you not more satisfied?

(SEE VERBATIM LIST)	00
(Don't know/Not sure)	98

Q17A

=> Q18 if BHVAC=0 AND AHVAC=0

Using a scale where 1 means not at all satisfied and 5 means completely satisfied) how satisfied were you with the test of your air conditioner or heat pump refrigerant charge and airflow? (PROBE: This test included testing the amount of freon, and testing the amount of air flowing across the cooling coil in your AC or heat pump.)

Not at all satisfied	1	
.....	2	
.....	3	=> Q18
.....	4	=> Q18
Completely satisfied	5	=> Q18
(Don't know/Not sure)	8	=> Q18
(Refused).....	9	=> Q18

Q17B

(ENTER VERBATIM RESPONSE)

Why were you not more satisfied?

(SEE VERBATIM LIST)	00
(Don't know/Not sure)	98

Q18

=> Q19 if WATER=0 AND DSEAL=0

(DO NOT READ LIST, ENTER ALL THAT APPLY)

- One of the tests the contractor performed was a check for safe operation of your gas furnace, water heater and stove. What were you told after the test?
- (Nothing) 00
 - Your gas appliances were safe 01
 - There were some problems you needed to have fixed 02
 - Something else 03
 - (Don't know/Not sure) 98

Q18A

Using a scale where 1 means "not at all satisfied" and 5 means "completely satisfied,") how satisfied were you with the combustion appliance safety test? (PROBE: you had to sign an agreement to fix your gas furnace, water heater or stove if any of them was not safe.)

- Not at all satisfied 1
- 2
- 3 => Q19
- 4 => Q19
- Completely satisfied 5 => Q19
- (Don't know/Not sure) 8 => Q19
- (Refused) 9 => Q19

Q18B

(ENTER VERBATIM RESPONSE)

- Why were you not more satisfied?
- (SEE VERBATIM LIST) 00
- (Don't know/Not sure) 98

Q19

=> Q22M1 if NOT (DTEST=1 AND MEAS1=#1)

- Our records show that the <prog2> contractor performed some diagnostic tests but did not install any improvements. Is this correct?
- Yes 1 => Q20A
 - No 2
 - (Don't know) 8

Q19A

=> Q22A if MEAS1 >= 01

(ENTER ALL THAT APPLY)

What improvements did the contractor make?

Did some duct sealing at no charge	01
Did some duct sealing and charged for this service.....	02
Added some freon at no charge	03
Other	04
(Don't know/Not sure).....	98

Q20A

=> Q21A if DTEST=0 AND DSEAL=0 AND AHVAC=0

Did the contractor recommend sealing your ductwork after completing the duct leak test at your home?

Yes	1	
No.....	2	=> Q21A
(Don't know/Not sure).....	8	=> Q21A

Q20B

Did you have the recommended work done?

Yes	1	=> Q21A
No.....	2	
(Don't know/Not sure).....	8	

Q20C

(DO NOT READ LIST, ENTER ALL THAT APPLY)

What is the reason you did not have additional work performed?

(Wanted to use my regular contractor).....	01	
(Wanted second opinion).....	02	
(Did not trust answer)	03	
(Did not have money to fix).....	04	
(Don't use system enough to bother)	05	
(Utility bills are not high enough to bother).....	06	
(Other).....	07	O
(Don't know/Not sure).....	98	X

Q21A

=> Q22M1 if BHVAC=0 AND AHVAC=0 AND MEAS1 >= 1

Did the contractor recommend adding freon to your air conditioner or heat pump or fixing your ductwork to get better air flow after completing the refrigerant and air flow tests at your home?

Yes, adding freon.....	01	
Yes, fixing ductwork to get more air flow.....	02	
Yes, both.....	03	
No, neither.....	04	=> Q22M1
Something else.....	05	
Replace AC.....	06	
(Don't know/Not sure).....	98	=> Q22M1

Q21B

Did you have the recommended work done?

Yes, all of it.....	1	=> Q22M1
Yes, some of it.....	2	=> Q22M1
No.....	3	
(Don't know/Not sure).....	8	

Q21C

(DO NOT READ LIST, ENTER ALL THAT APPLY)

What is the reason you did not have additional work performed?

(Wanted to use my regular contractor).....	01	
(Wanted second opinion).....	02	
(Did not trust answer).....	03	
(Did not have money to fix).....	04	
(Don't use system enough to bother).....	05	
(Utility bills are not high enough to bother).....	06	
(Wanted to wait until summer).....	07	
(Other).....	08	O
(Don't know/Not sure).....	98	X

Q22M1

=> Q25 if MEAS1=#1

Do you recall getting a <MEAS1 >?

Yes.....	1	=> ADD1
No.....	2	
(Don't know/Not sure).....	8	

Q22M2

=> ADD1 if MEAS2=#1

Do you recall getting a <meas2 >?

Yes.....	1	=> ADD1
No.....	2	
(Don't know/Not sure).....	8	

Q22M3

=> ADD1 if MEAS3=#1

Do you recall getting a <MEAS3 >?

Yes	1	=> ADD1
No.....	2	
(Don't know/Not sure).....	8	

Q22M4

=> ADD1 if MEAS4=#1

Do you recall getting a <MEAS4 >?

Yes	1	=> ADD1
No.....	2	
(Don't know/Not sure).....	8	

Q22M5

=> ADD1 if MEAS5=#1

Do you recall getting a <MEAS5 >?

Yes	1	=> ADD1
No.....	2	
(Don't know/Not sure).....	8	

Q22M6

=> ADD1 if MEAS6=#1

Do you recall getting a <MEAS6 >?

Yes	1	=> ADD1
No.....	2	
(Don't know/Not sure).....	8	

ADD1

=> * if	IF((Q22M1=1),MEAS1,00)
---------	------------------------

ADD2

=> * if	IF((Q22M2=1),MEAS2,00)
---------	------------------------

ADD3

=> * if	IF((Q22M3=1),MEAS3,00)
---------	------------------------

ADD4

=> * if	IF((Q22M4=1),MEAS4,00)
---------	------------------------

ADD5

=> * if	IF((Q22M5=1),MEAS5,00)
---------	------------------------

ADD6

=> * if	IF((Q22M6=1),MEAS6,00)
---------	------------------------

ASK

=> * if	ADD1+ADD2+ADD3+ADD4+ADD5+ADD6
---------	-------------------------------

measure asked about

(no measures).....	00	=> Q25
Basic HVAC Diagnostic Test & Tune-Up.....	01	
Attic Insulation	02	
Duct Test	03	
Duct Test and Seal	04	
Wall Insulation	05	
Package Insulation	06	
Low-Flow Showerhead.....	07	
Advanced HVAC Diagnostic Test & Tune-Up.....	08	
Energy Star High Efficiency Air Conditioner	09	
Energy Star High Efficiency Furnace	10	
Energy Star High Efficiency Heat Pump.....	11	
Energy Efficient Windows.....	12	
Programmable Thermostat	13	
Pipe Insulation	14	
Energy Efficient Gas Water Heater.....	15	
Screw-In Compact Fluorescent Light Bulbs.....	16	
Hard Wired Compact Fluorescent Light Bulbs.....	17	

Q22A

How did it come about that you had <ask > done/installed?

Respondent asked contractor for it.....	01	=> Q22C
Contractor suggested this when contacted respondent.....	02	
Contractor recommended when first looked at the condition of home	03	
Contractor recommended this after doing some diagnostic tests on furnace/air conditioner/ductwork	04	
Other	05	O => Q25
(Don't know/Not sure).....	98	X => Q25

Q22B

When the contractor suggested a <ask >, had you heard of it before?

Yes	1	
No.....	2	=> Q22D
(Don't know/Not sure).....	8	=> Q22D

Q22C

Had you heard of this improvement through <prog2> information or some other way?

Program information.....	01
Other	00
(Internet).....	02
(Word of mouth).....	03
(Contractor).....	04
(Respondent already knew about measure).....	05
(Home show).....	06
(Newspaper).....	07
(Don't know/Not sure).....	98

Q22D

=> +1 if	Q22A=01
----------	---------

(READ LIST, ENTER ALL THAT APPLY)

When a <ask > was suggested, what was your initial reaction? . . .

(Already knew you needed it).....	00
Don't need or want it.....	01
Was skeptical.....	02
Might save money.....	03
Might improve comfort.....	04
Will save money.....	05
Will improve comfort.....	06
(Other).....	07
(Trust contractor).....	08
(Good idea/Wouldn't hurt).....	09
(How much will it cost?).....	10
(Don't know/Not sure).....	98

Q22E

(ENTER AMOUNT)

How much did the contractor say it would cost you to have <ask > done/installed?

Free.....	7777
(Don't know/Not sure).....	8888

Q25

Did the contractor encourage you to do more than you originally planned?

Yes	1
No.....	2
(Don't know/Not sure).....	8

Q26

Did you end up paying less, about the same, or more than you originally planned?

Less	1
About the same	2
More	3
(Don't know/Not sure).....	8

Q27A

Do you feel that what you had done will result in saving money on your energy bills?

Yes	1
No.....	2
(Don't know/Not sure).....	8

Q27B

Do you feel that what you had done will make your home more comfortable?

Yes	1
No.....	2
(Don't know/Not sure).....	8

Q27C

Do you feel that what you had done will make your home safer or healthier?
(PROBE: If YES, safer, healthier, or both?)

Yes, safer	1
Yes, healthier.....	2
Yes, both safer and healthier	3
No.....	4
(Don't know/Not sure).....	8

Q29

Did you submit an application for an incentive to <prog2> or receive a voucher from <prog2>?

Yes, submitted an application for an incentive.....	1
Yes, received a "voucher"	2
Yes, both.....	3
No.....	4
(Don't know/Not sure).....	8

=> Q33

Q30

Using a scale where 1 means "not at all" and 5 means "a great deal," how much did the value of the incentive or voucher influence your decision to go ahead with what the contractor was proposing?

Not at all.....	1
.....	2
.....	3
.....	4
A great deal	5
(Don't know/Not sure).....	8
(Refused).....	9

Q31

(READ LIST)

How easy was it to get the incentive or voucher? Was it . . .

Not at all easy	1	
Acceptable	2	
Very easy	3	=> Q33
(Don't know/Not sure).....	4	=> Q33

Q32

What difficulties did you have getting or using the incentive or voucher? (PROBE: Did you have and problems getting the incentive or voucher from the utility? Calling to reserve funds? Dealing with your contractor? Other?)

(Had no difficulties)	97
(Other).....	00
Slow to receive voucher.....	01
Too much paperwork	02
Many phone calls	03
Hard to reach person/Busy signals.....	04
Contractor would not take voucher.....	05
No info on how to use	06
Slow to receive rebate.....	07
(Don't know/Not sure).....	98

Q33

What improvements to the <prog > would you suggest?

(No suggestions)	97
(Other).....	00
Larger incentives.....	01
Check work/follow-up by utility	02
Educate/Advertise to customers	03
Faster turn around on rebates	04
Enroll more contractors.....	05
Provide additional measures	06
Check home, energy audit	07
Educate contractors about program.....	08
Utility should be more responsive.....	09
Expand number of people who can participate.....	10
Problem with contractor	11
Didn't do what respondent thought they would.....	12
Simplify/reduce paperwork.....	13
(other).....	96
(Don't know/Not sure).....	98

Q34A

Have you recommended the <prog2> services or the contractor you used to a neighbor, friend, or family member?

Yes, the program services.....	1
Yes, the contractor	2
Yes, both.....	3
No.....	4
(Don't know/Not sure).....	8

Q34B

Using a scale, where 1 means Not at all likely and 5 means Extremely likely, how likely are you to make any more of the improvements that were recommended by the RCP contractor at some time in the future?

Not at all likely	1
.....	2
.....	3
.....	4
Extremely likely	5
(Don't know/Not sure).....	8
(Refused).....	9

Q35A

Using a 5 point scale, where 1 means Not at all likely and 5 means Extremely likely, how likely are you to purchase energy-efficient equipment and services in the future? (PROBE: to help save money on energy costs?)

Not at all likely	1	
.....	2	
.....	3	=> Q35C
.....	4	=> Q35C
Extremely likely.....	5	=> Q35C
(Don't know/Not sure).....	8	=> Q35C
(Refused).....	9	=> Q35C

Q35B

Why are you not more likely to purchase energy-efficient equipment or services in the future?

(Other).....	00
(Nothing left to do, everything efficient, everything new).....	01
(Cost).....	02
(Will not be in home long enough to pay for).....	03
(Only replace if break down).....	04
(Not satisfied with energy efficient equipment/contractor, bad experience).....	05
(Climate doesn't make more necessary).....	06
(Don't know/Not sure).....	98

Q35C

(ENTER ALL THAT APPLY)

If someone had high energy bills in their home, what are some of the energy efficiency improvements you can think of that they might make to lower their energy bills? (PROBE: Anything else?)

(Nothing)	00	X
(High efficiency central AIR CONDITIONING system)	01	
(High efficiency HEAT PUMP)	02	
(High efficiency CENTRAL HEATING, such as a forced air furnace)	03	
(High efficiency REFRIGERATOR)	04	
(High efficiency front loading CLOTHES WASHER)	05	
(Energy efficient double pane WINDOWS)	06	
(INSULATION of water heater tank and pipes)	07	
(INSULATION of ceiling and walls)	08	
(Seal and insulate DUCTWORK)	09	
(Programmable THERMOSTAT to control home temperature)	10	
(Regular MAINTENANCE of central heating and cooling system)	11	
(Removal of second refrigerator or freezer)	12	
(Low-flow SHOWERHEADS or FAUCET AERATORS)	13	
(WEATHER-STRIPPING or CAULKING around windows or doors)	14	
(Cleaning refrigerator coils)	15	
(Compact fluorescent LIGHT BULBS)	16	
(High efficiency fluorescent lighting fixtures, hard wired)	17	
(Testing home for air LEAKS and sealing leaks)	18	
(Testing heating and cooling DUCTWORK for LEAKS and sealing leaks)	19	
(Other)	20	
(Insulation (general))	21	
(Turn off when not it use)	22	
(Attic fan, whole house fan)	23	
(Efficient appliances)	24	
(Turn down thermostat)	25	
(Efficient water heater)	26	
(Convert from electric to gas)	27	
(Window coverings/treatments)	28	
(New roof)	29	
(Lower wattage light bulbs)	30	
(Don't know)	98	

Q36A

Rotation => SKIPC [2]

(Using a 10 point scale, where 1 means "Not At All Interested" and 10 means "Extremely Interested") how interested are you in making improvements to your home that would increase its energy efficiency?

Not at all interested.....	01
.....	02
.....	03
.....	04
.....	05
.....	06
.....	07
.....	08
.....	09
Extremely interested.....	10
(Don't know).....	98

Q36A2

=> +1 if NOT Q36A=01,02,03

Why are you not more interested in making improvements to your home to increase it's energy efficiency?

(other).....	00
(Nothing left to do, everything efficient, everything new).....	01
(Cost).....	02
(Will not be in home long enough to pay for).....	03
(Only replace if break down).....	04
(Not satisfied with energy efficient equipment/contractor, bad experience).....	05
(Climate doesn't make more necessary).....	06
(Mobile home).....	07
(Don't know what else to do).....	08
(Don't know).....	98

Q36B

(Using a 10 point scale, where 1 means "Not At All Interested" and 10 means "Extremely Interested") how interested are you in making improvements to your home that would improve your comfort?

Not at all interested.....	01
.....	02
.....	03
.....	04
.....	05
.....	06
.....	07
.....	08
.....	09
Extremely interested.....	10
(Don't know).....	98

Q36C

(Using a 10 point scale, where 1 means "Not At All Interested" and 10 means "Extremely Interested") how interested are you in making improvements to your home that would improve your health and safety?

Not at all interested.....	01
.....	02
.....	03
.....	04
.....	05
.....	06
.....	07
.....	08
.....	09
Extremely interested.....	10
(Don't know).....	98

Q37A

My final questions are just to help classify your responses. Again, let me assure you that all your response will be kept completely confidential. Do you own or rent this dwelling?

Own.....	1
Rent.....	2
(Don't know/Refused).....	8

Q37B

(ENTER NUMBER OF BEDROOMS - 88=Don't know, 99=Refused)

Just to get an idea of how big your home is, how many separate bedrooms does your residence have?

\$E 0 20	
(Don't know/Not sure).....	88 I
(Refused).....	99 I

Q37C

Approximately how old is this home?

Newly built since December 1998.....	01
2 to 5 years old - built 1994-1997.....	02
6 to 10 years old - built 1989-1993.....	03
11 to 15 years old - built 1984-1988.....	04
16 to 20 years old - built 1979-1983.....	05
21 to 30 years old - built 1969-1978.....	06
31 to 40 years old - built 1959-1968.....	07
41 to 50 years old - built 1949-1958.....	08
more than 50 years old - built before 1949.....	09
(Don't know/Not sure).....	98

Q38

How long have you lived in this home?

Less than one year.....	1
One to two years.....	2
Three to five years.....	3
Six to ten years.....	4
More than ten years.....	5
(Don't know/Not sure).....	8
(Refused).....	9

Q39

How long do you plan to keep living in this home?

Less than one year.....	1
One to two years.....	2
Three to five years.....	3
Six to ten years.....	4
More than ten years.....	5
(Don't know/Not sure).....	8
(Refused).....	9

Q40

Using a 10 point scale, where 1 means 'Not At All Important' and 10 means 'Extremely Important,' how important to you is the cost of energy to operate your home in comparison to your overall household spending? (PROBE: This is the cost of electricity and natural gas for lights, appliances, water heating, cooling, heating and running all your other home equipment.)

Not at all important.....	01
.....	02
.....	03
.....	04
.....	05
.....	06
.....	07
.....	08
.....	09
Extremely important	10
(Don't know/Not sure).....	98

Q41

(ENTER NUMBER OF PEOPLE - 88=Don't know, 99=Refused)

Including yourself, how many people live in this residence at least six months of the year?

\$E 0 50	
(Don't know/Not sure).....	88 I
(Refused).....	99 I

Q42

(ENTER NUMBER OF PEOPLE - 88=Don't know, 99=Refused)

How many of these people are under age 18?

\$E 0 50

(Don't know/Not sure)..... 88 I

(Refused)..... 99 I

Q43

(ENTER NUMBER OF PEOPLE - 88=Don't know, 99=Refused)

How many of these people are over 65?

\$E 0 50

(Don't know/Not sure)..... 88 I

(Refused)..... 99 I

Q44

Would you please tell me which of the following groups best represents your total annual household income, before taxes?

Less than \$25,000 1

\$25,000 to under \$50,000..... 2

\$50,000 to under \$75,000..... 3

\$75,000 to under \$100,000..... 4

\$100,000 to under \$150,000..... 5

\$150,000 or more 6

(Don't know/Not sure)..... 8

(Refused)..... 9

Q45

(RECORD GENDER - DO NOT ASK)

Male 1

Female 2

Thank you very much for your time.

continue 1 D

RESULT

Enter the appropriate disposition code.

No answer.....	01	=> END
Answering machine	02	=> END
Busy.....	03	=> END
Disconnected phone	04	=> END
Business Phone	05	=> END
Initial refusal.....	06	=> END
Computer tone	07	=> END
Language problems	08	=> END
Schedule a callback.....	09	=> CB
Completed interview	10	C => END
Mid-interview terminate.....	11	=> END
Enter a substitute phone number	12	=> TEL02
Duplicate phone number	13	=> END
Wrong number.....	14	=> END
Don't recall program	15	=> END
