Rocky Mountain Power 2015 Energy Efficiency Questionnaire – FINAL

Date:	10 September 2015
Universe:	General public, Rocky Mountain Power service areas Utah
Sample size:	500 Rocky Mountain Power residential customers
Screener:	Head of household, most likely to contact utility company
Objective:	Measure the public's awareness and affinity for energy conservation programs

Hello. I'm ______ with VuPoint Research, an independent research firm. I'm calling on behalf of Rocky Mountain Power. We are conducting a survey regarding their services and programs. May I speak to one of the heads of your household?

As needed: This survey usually takes about _____ minutes. We are only interested in your opinions. We are not selling anything.

- S0 Gender (DO NOT ASK. CODE FROM OBSERVATION)
 - 1 Male (QUOTA: 250)
 - 2 Female (QUOTA: 250)

We have a few questions to start to make sure we are talking to the right people

- Q1 [Screener 1] Is Rocky Mountain Power your electricity provider? (NOTE: SAMPLING QUOTA WILL ASSURE 500 IN THE RMP DATASET)
 - 1 Yes
 - 2 No (THANK & TERMINATE)
 - 3 Refuse (DNR THANK & TERMINATE)
- Q2 [Screener 2] Are you a person in your household who is likely to make decisions about your household participating in services offered by Rocky Mountain Power?
 - 1 Yes
 - 2 No (THANK & TERMINATE)
 - 3 Refuse (DNR THANK & TERMINATE)
- Q3 Do you own or rent your home?
 - 1 Rent (QUOTA: 150)
 - 2 Own/ buying (QUOTA: 350)
 - 3 Other
 - 4 Refuse (DNR)
- Q4 What is your age category?
 - 1 18 to 24 (QUOTA: 10)
 - 2 25 to 34 (QUOTA: 120)
 - 3 35 to 44 (QUOTA: 75)
 - 4 45 to 54 (QUOTA: 95)
 - 5 55 to 64 (QUOTA: 95)
 - 6 65 or over (QUOTA: 105)
 - 7 Refuse (DNR)

- Q5 What is your HIGHEST LEVEL OF EDUCATION that you have had the opportunity to complete?
 - 11 Less than High School (QUOTA: 62)
 - 12 High School Degree (QUOTA: 123)
 - 13 Some College (QUOTA: 185)
 - 14 College Degree (QUOTA: 90)
 - 15 Some Graduated Study (QUOTA: 20)
 - 16 Post-Graduate Degree or Higher (QUOTA: 21)
 - 98 Prefer not to say
- Q6 How important is it for utility companies to offer customers programs to help conserve energy?
 - 1 Not at all important
 - 2 Not very important
 - 3 Somewhat important
 - 4 Very important
 - 7 Don't know (DNR)
- Q7 In the past year, have you taken any actions or changed anything in your household to save energy?
 - 1 Yes
 - 2 No (SKIP TO Q10)
 - 3 Refuse (DNR SKIP TO Q10)
- Q8 IF YES ON Q7: What actions have you taken in your home in order to save energy? (UNAIDED. PROBE. MARK ALL MENTIONED).
 - 11 Add insulation to your attic, roof, or walls
 - 12 Adjust thermostat
 - 13 Generally conserve or use less energy
 - 14 Install an energy-efficient air conditioner or furnace
 - 15 Install energy-efficient appliances
 - 16 Install energy-efficient doors or windows
 - 17 Insulate or caulk around windows or doors
 - 18 Insulate water heater, pipes, or air ducts
 - 19 Tune up your furnace or water heater
 - 20 Turn off lights when leaving a room
 - 21 Unplug appliances when away from home
 - 22 Use energy-saving light bulbs
 - 99 Other (SPECIFY _____)
 - 97 Don't know
- Q9 IF YES ON Q7: What are the main reasons you took steps to conserve energy in your home? (UNAIDED. PROBE. MARK ALL MENTIONED)
 - 11 To protect the environment
 - 12 To reduce need for new energy infrastructure
 - 13 To save money
 - 14 Heard ads encouraging energy conservation
 - 15 To make my home more comfortable
 - 16 Needed to replace an old or broken appliance
 - 17 To take advantage of a rebate or tax credit
 - 99 Other (SPECIFY _____)
 - 97 Don't know/ none

Q10 Now I'd like you to think about some specific energy saving measures. For each, please tell me if your household is *not at all likely, not very likely, somewhat likely,* or *very likely* to do it in the next year. If it is something you already do or have already done, please let me know. **[ROTATE]**

	Not at all likely	Not very likely	Somew hat likely	Very likely	Already done /do	Don't know (DNR)
Add insulation to your attic, roof, or walls	1	2	3	4	5	7
Adjust thermostat	1	2	3	4	5	7
Do laundry only if there is a full load	1	2	3	4	5	7
Generally conserve or use less	1	2	3	4	5	7
Install an energy-efficient air conditioner or furnace	1	2	3	4	5	7
Install energy-efficient appliances	1	2	3	4	5	7
Install energy-efficient doors or windows	1	2	3	4	5	7
Insulate or caulk around windows or doors	1	2	3	4	5	7
Insulate water heater, pipes, or air ducts	1	2	3	4	5	7
Tune up your furnace or water heater	1	2	3	4	5	7
Turn off lights when leaving a room	1	2	3	4	5	7
Unplug appliances when away from home	1	2	3	4	5	7
Use energy-saving light bulbs	1	2	3	4	5	7

- Q10 Are you aware of any programs offered by Rocky Mountain Power to help you save energy or lower your utility bills?
 - 1 Yes
 - 2 No (SKIP TO Q13)
 - 3 Don't know (DNR SKIP TO Q13)
- Q11 IF YES ON Q10: From what you know or have heard, what is it that these programs ask people to do? (UNAIDED)

RESPONSES TO BE TYPED AND CODED

- Q12 What energy efficiency or conservation <u>programs</u> are you aware of from Rocky Mountain Power? Please name as many as you can think of. (UNAIDED. PROBE. MARK ALL MENTIONED) (INTERVIEW NOTE: If a correct program definition is mentioned, mark the program as mentioned. See the PROGRAM DEFINITION sheet for more info.)
 - 11 **Cool Cash Incentive** (DNR: Rocky Mountain Power's effort to promote energy-efficiency and conservation and to educate customers on saving money on their utility bills)
 - 12 **Cool Keeper** (DNR: Rocky Mountain Power installs a device that turns the air conditioner unit on and off in 15-minute segments during summer peak-usage hours.Participants receive a \$20 credit each year.)
 - 13 wattsmart New Homes (DNR: A program to promote certified, energy-efficient, new home construction.)
 - 14 **Federal Tax Credits** (DNR: A program to promote certified, energy-efficient, new home construction.)
 - 15 **Home Energy Analysis** (DNR: A program to self-audit or web-audit homes by following Rocky Mountain Power's recommendations on efficient upgrades.)
 - 16 **Home Energy Savings** (DNR: Rocky Mountain Power offers cash incentives to customers who buy energy-efficient electrical appliances and make other energy improvements for their home.)
 - 17 **See Ya Later, Refrigerator** (DNR: Rocky Mountain Power picks up and recycles your old working refrigerator or freezer. Participants receive \$30.)
 - 18 **Time of Day** (DNR: A Rocky Mountain Power program that lets customers sign up to pay for electricity depending if it is used during on-peak or off-peak hours.)
 - 19 **wattsmart** (DNR: Rocky Mountain Power's effort to promote energy-efficiency and conservation and to educate customers on saving money on their utility bills.)
 - 20 **ThermWise** (DNR: ThermWise Home Energy Plan, Thermwise Appliance Rebates, ThermWise Weatherization Rebates, all Questar efforts to promote energy efficiency.)
 - 99 Other (SPECIFY _____)
 - 88 None
- Q13 Are you aware that Rocky Mountain Power provides a report that compares your electrical usage to your neighbor's usage?
 - 1 Yes
 - 2 No
- Q14 IF YES IN Q13, ASK: Has your household received this Rocky Mountain Power report that compares your electrical usage to your neighbor's usage?
 - 1 Yes
 - 2 No
- Q15 IF YES IN Q14, ASK: Have you changed any way that your household uses electricity as a result of receiving this report?
 - 1 Yes
 - 2 No

Q16 IF UNAWARE OF REPORT IN Q13 Rocky Mountain Power produces at-a-glance reports showing how your energy usage compares to the energy usage of your neighbors who live in similarly sized homes.

How interested would you be in receiving these reports?

- 1 Not at all interested
- 2 Not very interested
- 3 Somewhat interested
- 4 Very interested
- 7 Don't know (DNR)

ASK ALL: Now I'm going to read some descriptions of energy efficiency programs offered by Rocky Mountain Power. For each, please let me know if you were aware of it before this call. And, if so, if you have ever participated in the program. (RANDOMIZE Q17-Q23)

- Q17 <u>Cool Keeper:</u> Rocky Mountain Power installs a device that turns the air conditioner unit on and off in 15-minute segments during summer peak-usage hours. Participants receive a \$20 credit each year. (AS NEEDED: Would you say you are ...?)
 - 1 A current participant
 - 2 A past participant
 - 3 Aware of, but never participated
 - 4 OR, have never heard of it before
 - 7 Don't know (DNR)
- Q18 <u>wattsmart New Homes</u>: A program to promote certified, energy-efficient, new home construction. (AS NEEDED: Would you say you are ...?)
 - 1 A current participant
 - 2 A past participant
 - 3 Aware of, but never participated
 - 4 OR, have never heard of it before
 - 7 Don't know (DNR)
- Q19 <u>Federal Tax Credits</u>: A program for an income tax credit for purchasing energy-efficient home products. (AS NEEDED: Would you say you are ...?)
 - 1 A current participant
 - 2 A past participant
 - 3 Aware of, but never participated
 - 4 OR, have never heard of it before
 - 7 Don't know (DNR)
- Q20 <u>Home Energy Savings</u>: Rocky Mountain Power offers cash incentives to customers who buy energy-efficient <u>electrical</u> appliances and make other energy improvements for their home (e.g. insulation, new energy-efficient windows, etc.) (AS NEEDED: Would you say you are ...?)
 - 1 A current participant
 - 2 A past participant
 - 3 Aware of, but never participated
 - 4 OR, have never heard of it before
 - 7 Don't know (DNR)

- Q21 <u>See Ya Later, Refrigerator</u>: Rocky Mountain Power picks up and recycles your old working refrigerator or freezer. Participants receive \$30. (AS NEEDED: Would you say you are ...?)
 - 1 A current participant
 - 2 A past participant
 - 3 Aware of, but never participated
 - 4 OR, have never heard of it before
 - 7 Don't know (DNR)
- Q22 <u>Time of Day</u>: A Rocky Mountain Power program that lets customers sign up to pay for electricity depending if it is used during on-peak or off-peak hours. (AS NEEDED: ON-PEAK: Monday Friday from 1:00 8:00 p.m. and OFF PEAK: all other hours). (AS NEEDED: Would you say you are ...?)
 - 1 A current participant
 - 2 A past participant
 - 3 Aware of, but never participated
 - 4 OR, have never heard of it before
 - 7 Don't know (DNR)
- Q23 <u>wattsmart</u>: Rocky Mountain Power's effort to promote energy-efficiency and conservation and to educate customers on saving money on their utility bills. (AS NEEDED: Would you say you are ...?)
 - 1 A current participant
 - 2 A past participant
 - 3 Aware of, but never participated
 - 4 OR, have never heard of it before
 - 7 Don't know (DNR)
- Q24 IF AWARE UNAIDED OR AIDED OF <u>ANY</u> PROGRAM: Where did you first see or hear about these energy savings programs? (UNAIDED. MARK ALL MENTIONED)
 - 11 Contractor
 - 12 Direct mail from utility company
 - 13 Family/ friend/ neighbor
 - 14 Home-appliance dealer
 - 15 Home-improvement retailer (i.e. Lowe's, Home Depot)
 - 16 Newspaper
 - 17 Radio/ radio ad
 - 18 TV ad/ public service announcement
 - 19 TV news
 - 20 Utility bill insert
 - 21 Website: Rocky Mountain Power
 - 22 Website: Other
 - 99 Other (SPECIFY _____)
 - 97 Don't know

- Q25 How interested do you think you or someone in your household would be in using a free online tool that would allow <u>you</u> to perform your own home energy assessment? Please use a 1-5 scale. One means *not at all interested*. Five means *very interested*.
 - 1 Not at all interested
 - 2
 - 3
 - 4
 - 5 Very interested
 - 7 Don't know (DNR)
- Q26 From what you know or have heard, how concerned is Rocky Mountain Power about conserving energy? Please use a 1-5 scale. One means *not at all concerned*. Five means *very concerned*.
 - 1 Not at all concerned
 - 2
 - 3
 - 4
 - 5 Very concerned
 - 7 Don't know (DNR)
- Q27 How concerned do you think Rocky Mountain Power is about finding ways to keep their rates as low as possible? Please use a 1-5 scale. One means *not at all concerned*. Five means *very concerned*.
 - 1 Not at all concerned
 - 2
 - 3
 - 4
 - 5 Very concerned
 - 7 Don't know (DNR)
- Q28 How concerned do you think Rocky Mountain Power is about helping customers save money through saving energy? Please use a 1-5 scale. One means *not at all concerned*. Five means *very concerned*.
 - 1 Not at all concerned
 - 2
 - 3
 - 4
 - 5 Very concerned
 - 7 Don't know (DNR)

- Q29 Now, if you wanted to know more about energy efficiency and home energy savings, rebates and/or products, where would you look for information? (UNAIDED. MARK ALL MENTIONED)
 - 11 A home builders association
 - 12 Contractor
 - 13 Federal government
 - 14 Home appliance dealer
 - 15 Home improvement retailer like Lowe's or Home Depot
 - 16 Internet search (e.g. Google, Yahoo)
 - 17 Internet (SPECIFY _____)
 - 18 Questar Gas
 - 19 Rocky Mountain Power
 - 20 State Department of Energy
 - 21 Website: Questar Gas
 - 22 Website: Rocky Mountain Power
 - 23 With the power/gas bill
 - 99 Other (SPECIFY _____)
 - 97 Don't know
- Q30 Which one of the following would you most likely turn to first for energy-efficiency information? (INTERVIEWER NOTE: READ "QUESTAR GAS" FIRST ON EVERY OTHER SURVEY.)
 - 1 Rocky Mountain Power
 - 2 Questar Gas
 - 3 Home improvement retailer
 - 4 State Department of Energy
 - 5 Federal government
 - 9 Other (VOL SPECIFY _____)
 - 7 Don't know (DNR)
- Q31 Which of the following do you think is the most effective way for your utility companies to communicate how to lower energy usage and save money on your utility bills? (RANDOMIZE)
 - 1 An insert that comes with your utility bill
 - 2 Newspaper, radio, or TV ads
 - 3 Direct mail, separate from your utility bill
 - 4 Utility company Website
 - 5 An email from the company
 - 6 A phone call from a company representative
 - 9 Other (DO NOT READ SPECIFY _____)
 - 7 Don't know (DO NOT READ)

We are about done. There are just a few more questions to help us categorize your responses...

Do you follow any of these sports teams by attending their games, listening to their games on the radio or watching their games on TV? (READ EACH TEAM. ROTATE TEAMS)

		Yes	No
Q32	Salt Lake Bees	1	0
Q33	Utah Jazz	1	0
Q34	Real Salt Lake	1	0
Q35	University of Utah	1	0
Q36	Utah State University	1	0
Q37	Brigham Young University	1	0
Q38	Weber State	1	0

Q39 What is your favorite sport to attend in person, listen to on the radio or watch on TV? (UNAIDED). PROBE. MARK ONLY ONE FAVORITE).

- 11 Basketball
- 12 Baseball
- 13 Football
- 14 Soccer
- 15 Skiing
- 16 Golf
- 17 Ice hockey
- 18 Gymnastics
- 19 Figure skating
- 20 Wrestling
- 21 Tennis
- 22 Auto-car racing
- 99 Other (DNR SPECIFIY) _____
- Q39 What is the primary cooling system you have in your home?
 - 1 Whole house central air conditioning
 - 2 Window air conditioner unit
 - 3 Rooftop evaporative cooler (swamp cooler)
 - 4 Window evaporative cooler (swamp cooler)
 - 9 Other (DNR SPECIFY _____)
 - 8 None
 - 7 Don't know/ refuse (DNR)
- Q40 And, what is the primary source of heat in your home?
 - 1 Natural gas furnace
 - 2 Electric furnace
 - 3 Radiator/ heat pump
 - 9 Other (DNR SPECIFY _____)
 - 7 Don't know/ refuse (DNR)

- Q41 Which of the following best describes your annual household income? Please stop me when I mention the right category.
 - 1 Less than \$20,000 (QUOTA: 30)
 - 2 \$20,000 to \$39,999 (QUOTA: 70)
 - 3 \$40,000 to \$59,999 (QUOTA: 95)
 - 4 \$60,000 to \$89,999 (QUOTA: 135)
 - 5 \$90,000 to \$129,999 (QUOTA: 80)
 - 6 \$130,000 to \$199,999 (QUOTA: 30)
 - 7 \$200,000 or more (QUOTA: 10)
 - 8 Don't know/ refuse (DNR) (QUOTA: 10)

That completes our survey. Thank you for taking the time to participate.