

Rocky Mountain Power – Questar Gas: 2013 Energy Efficiency Questionnaire - FINAL

Date: 30 August 2013
 Universe: General public, Rocky Mountain Power and Questar Gas service areas Utah
 Sample size: 700 (includes at least 500 RMP)
 Tolerated error: +/- 4.4% or +/- 3.7%
 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 Dan Jones & Associates, an independent research firm. I’m calling on behalf of Rocky Mountain Power and Questar Gas. 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.

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

1. [Screener 1] Is Rocky Mountain Power your electricity provider?
 (NOTE: SAMPLING QUOTA WILL ASSURE AT LEAST 500 IN THE RMP DATASET)
 Yes 1
 No 2
 Refuse 3

2. [Screener 2] Is Questar Gas your natural gas provider?
 Yes 1
 No (THANK & TERMINATE) 2
 Refuse (VOL – THANK & TERMINATE) 3

3. [Screener 3] Are you a person in your household who is likely to make decisions about your household participating in services offered by your utility?
 Yes 1
 No (THANK & TERMINATE) 2
 Refuse (VOL – THANK & TERMINATE) 3

4. How important is it for utility companies to offer customers programs to help conserve energy?
 Not at all important 1
 Not very important 2
 Somewhat important 3
 Very important 4
 Don’t know (VOL) 5

5. In the past year, have you taken any actions or changed anything in your household to save energy?
 Yes 1
 No (SKIP TO Q.29) 2
 Don’t know (VOL – SKIP TO Q.29) 3

IF YES ON Q.5: What actions have you taken in your home in order to save energy? (UNAIDED. PROBE. MARK ALL MENTIONED).

	<u>Mentioned</u>	<u>Not mentioned</u>
6. Add insulation to your attic, roof, or walls	1	0
7. Adjust thermostat	1	0
8. Generally conserve or use less energy	1	0
9. Install an energy-efficient air conditioner or furnace	1	0
10. Install energy-efficient appliances	1	0
11. Install energy-efficient doors or windows	1	0
12. Insulate or caulk around windows or doors	1	0
13. Insulate water heater, pipes, or air ducts	1	0
14. Tune up your furnace or water heater	1	0
15. Turn off lights when leaving a room	1	0
16. Unplug appliances when away from home	1	0
17. Use energy-saving light bulbs	1	0
18. Other (SPECIFY _____)	1	0
19. Don't know	1	0

IF YES ON Q.5: What are the main reasons you took steps to conserve energy in your home? (UNAIDED. PROBE. MARK ALL MENTIONED)

	<u>Mentioned</u>	<u>Not mentioned</u>
20. To protect the environment	1	0
21. To reduce need for new energy infrastructure	1	0
22. To save money	1	0
23. Heard ads encouraging energy conservation	1	0
24. To make my home more comfortable	1	0
25. Needed to replace an old or broken appliance	1	0
26. To take advantage of a rebate or tax credit	1	0
27. Other (SPECIFY _____)	1	0
28. Don't know/ none	1	0

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.

	<u>Not at all likely</u>	<u>Not very likely</u>	<u>Somewhat likely</u>	<u>Very likely</u>	<u>Already done/ do</u>	<u>Don't know (V)</u>
29. Add insulation to your attic, roof, or walls	1	2	3	4	5	6
30. Adjust thermostat	1	2	3	4	5	6
31. Do laundry only if there is a full load	1	2	3	4	5	6
32. Generally conserve or use less	1	2	3	4	5	6
33. Install an energy-efficient air conditioner or furnace	1	2	3	4	5	6
34. Install energy-efficient appliances	1	2	3	4	5	6
35. Install energy-efficient doors or windows	1	2	3	4	5	6
36. Insulate or caulk around windows or doors	1	2	3	4	5	6
37. Insulate water heater, pipes, or air ducts	1	2	3	4	5	6
38. Tune up your furnace or water heater	1	2	3	4	5	6
39. Turn off lights when leaving a room	1	2	3	4	5	6
40. Unplug appliances when away from home	1	2	3	4	5	6
41. Use energy-saving light bulbs	1	2	3	4	5	6
42. Use major appliances only during off-peak hours	1	2	3	4	5	6

43. Are you aware of any programs offered by Rocky Mountain Power or Questar Gas to help you save energy or lower your utility bills?

Yes 1
 No (SKIP TO Q.71) 2
 Don't know (VOL – SKIP TO Q.71) 3

44. IF YES ON Q.43: From what you know or have heard, what is it that these programs ask people to do? (UNAIDED)

RESPONSES TO BE TYPED AND CODED

What energy efficiency or conservation programs are you aware of from Rocky Mountain Power or Questar? 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.)

	<u>Mentioned</u>	<u>Not mentioned</u>
45. Cool Cash Incentive	1	0
46. Cool Keeper	1	0
47. wattsmart New Homes	1	0
48. Federal Tax Credits	1	0
49. Home Energy Analysis	1	0
50. ThermWise Home Energy Plan	1	0
51. Home Energy Savings	1	0
52. See Ya Later, Refrigerator	1	0
53. ThermWise Appliance Rebates	1	0
54. ThermWise Weatherization Rebates	1	0
55. Time of Day	1	0
56. wattsmart		
56a. ThermWise (general mention)	1	0
57. Other (SPECIFY _____)	1	0
58. None	1	0

FOR EACH PROGRAM/ REBATE MENTIONED IN Q.45 – Q.57: From what you know or have heard, is Rocky Mountain Power or Questar Gas the sponsor of ... ?

	<u>Rocky Mtn Power</u>	<u>Questar Gas</u>	<u>Other (SPECIFY)</u>	<u>Don't know (v)</u>
59. Cool Cash Incentive	1	2	3	4
60. Cool Keeper	1	2	3	4
61. wattsmart New Homes	1	2	3	4
62. Federal Tax Credits	1	2	3	4
63. Home Energy Analysis	1	2	3	4
64. ThermWise Home Energy Plan	1	2	3	4
65. Home Energy Savings	1	2	3	4
66. See Ya Later, Refrigerator	1	2	3	4
67. ThermWise Appliance Rebates	1	2	3	4

		Rocky Mtn Power	Questar Gas	Other (SPECIFY)	Don't know (v)
68.	ThermWise Weatherization Rebates	1	2	3	4
69.	Time of Day	1	2	3	4
70.	wattsmart	1	2	3	4
70a.	ThermWise (general mention)	1	2	3	4

71. From what you know or have heard, do either Questar Gas or Rocky Mountain Power offer a service where an expert visits your home and assesses your energy efficiency?

- Yes 1
- No (SKIP NEXT) 2
- Don't know (VOL – SKIP NEXT) 3

72. IF YES: Who offers this in-home service?

- Questar Gas 1
- Rocky Mountain Power 2
- Both 3
- Neither 4
- Don't know (VOL)..... 5

73. Are you aware that Questar Gas provides a report that compares your natural gas usage to your neighbors usage?

- Yes 1
- No 2

74. Are you aware that Rocky Mountain Power provides a report that compares your electrical usage to your neighbors usage?

- Yes 1
- No 2

IF UNAWARE OF REPORTS IN Q73 AND Q74 - Questar Gas and Rocky Mountain Power produce at-a-glance reports showing how your energy usage compares to the energy usage of your neighbors who live in similarly sized homes.

75. How interested would you be in receiving these reports?

- Not at all interested 1
- Not very interested 2
- Somewhat interested 3
- Very interested 4
- Don't know (VOL)..... 5

ASK ALL: Now I'm going to read some descriptions of energy efficiency programs offered by Rocky Mountain Power or Questar Gas. 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 LIST)

77. Cool Keeper: 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 ...?)

A current participant..... 1
 A past participant 2
 Aware of, but never participated..... 3
 OR, have never heard of it before 4
 Don't know (VOL)..... 5

78. wattsmart New Homes: A program to promote certified, energy-efficient, new home construction. (AS NEEDED: Would you say you are ...?)

A current participant..... 1
 A past participant 2
 Aware of, but never participated..... 3
 OR, have never heard of it before 4
 Don't know (VOL)..... 5

79. Federal Tax Credits: A program for an income tax credit for purchasing energy-efficient home products. (AS NEEDED: Would you say you are ...?)

A current participant..... 1
 A past participant 2
 Aware of, but never participated..... 3
 OR, have never heard of it before 4
 Don't know (VOL)..... 5

81. ThermWise Home Energy Plan: For refundable \$25, a Questar Gas technician visits a home and provides a report on how to make it more energy efficient. The company also offers a free do-it-yourself online Home Energy Plan. (AS NEEDED: Would you say you are ...?)

A current participant..... 1
 A past participant 2
 Aware of, but never participated..... 3
 OR, have never heard of it before 4
 Don't know (VOL)..... 5

82. Home Energy Savings: Rocky Mountain Power offers cash incentives to customers who buy energy-efficient electrical appliances and make other energy improvements for their home (e.g. insulation, new energy-efficient windows, etc.) (AS NEEDED: Would you say you are ...?)

A current participant..... 1
 A past participant 2
 Aware of, but never participated..... 3
 OR, have never heard of it before 4
 Don't know (VOL)..... 5

83. See Ya Later, Refrigerator: Rocky Mountain Power picks up and recycles your old working refrigerator or freezer. Participants receive \$30. (AS NEEDED: Would you say you are ...?)
- A current participant..... 1
 - A past participant 2
 - Aware of, but never participated..... 3
 - OR, have never heard of it before 4
 - Don't know (VOL)..... 5
84. ThermWise Appliance Rebates: Questar Gas offers cash rebates for the purchase and installation of energy-efficient appliances. (AS NEEDED: Would you say you are ...?)
- A current participant..... 1
 - A past participant 2
 - Aware of, but never participated..... 3
 - OR, have never heard of it before 4
 - Don't know (VOL)..... 5
85. ThermWise Weatherization Rebates: Questar Gas offers cash rebates for weatherizing your home with new windows, insulation, or for sealing your ducts. (AS NEEDED: Would you say you are ...?)
- A current participant..... 1
 - A past participant 2
 - Aware of, but never participated..... 3
 - OR, have never heard of it before 4
 - Don't know (VOL)..... 5
86. Time of Day: 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 ...?)
- A current participant..... 1
 - A past participant 2
 - Aware of, but never participated..... 3
 - OR, have never heard of it before 4
 - Don't know (VOL)..... 5
87. wattsmart: 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 ...?)
- A current participant..... 1
 - A past participant 2
 - Aware of, but never participated..... 3
 - OR, have never heard of it before 4
 - Don't know (VOL)..... 5
- 87a. ThermWise: Questar'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 ...?)
- A current participant..... 1
 - A past participant 2
 - Aware of, but never participated..... 3
 - OR, have never heard of it before 4
 - Don't know (VOL)..... 5

IF AWARE UNAIDED OR AIDED OF ANY PROGRAM: Where did you first see or hear about these energy savings programs? (UNAIDED. MARK ALL MENTIONED)

	<u>Mentioned</u>	<u>Not mentioned</u>
88. Contractor	1	0
89. Direct mail from utility company	1	0
90. Family/ friend/ neighbor	1	0
91. Home-appliance dealer	1	0
92. Home-improvement retailer (i.e. Lowe's, Home Depot)	1	0
93. Newspaper	1	0
94. Radio/ radio ad	1	0
95. TV ad/ public service announcement	1	0
96. TV news	1	0
97. Utility bill insert	1	0
98. Website: Questar Gas	1	0
99. Website: Rocky Mountain Power	1	0
100. Website: Other	1	0
101. Other (SPECIFY _____)	1	0
102. Don't know	1	0

103. IF NEVER HEARD OF/ NOT PARTICIPATED ON Q. 81 'HOME ENERGY PLAN': Do you think you or someone in your household might request a home energy plan in the upcoming year?

- Yes (SKIP NEXT)..... 1
- No 2
- Don't know (VOL – SKIP NEXT) 3

104. IF NO ON Q.103: Why not? (UNAIDED)

RESPONSES TO BE TYPED AND CODED

105. How interested do you think you or someone in your household would be in using a free online tool that would allow you 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 1
- 2 2
- 3 3
- 4 4
- 5/ Very interested..... 5
- Don't know (VOL)..... 6

From what you know or have heard, how concerned are the following about conserving energy? Please use a 1-5 scale. One means *not at all concerned*. Five means *very concerned*.

First, please rate ... (ROTATE [ASK QUESTAR GAS FIRST ON EVERY OTHER SURVEY])

106. Rocky Mountain Power
- 1/ Not at all concerned 1
 - 2 2
 - 3 3
 - 4 4
 - 5/ Very concerned..... 5
 - Don't know (VOL)..... 6

107. Questar Gas
- 1/ Not at all concerned 1
 - 2 2
 - 3 3
 - 4 4
 - 5/ Very concerned..... 5
 - Don't know (VOL)..... 6

How concerned do you think the following are about finding ways to keep their rates as low as possible? Please use a 1-5 scale. One mean *not at all concerned*. Five means *very concerned*. (ROTATE)

108. Rocky Mountain Power
- 1/ Not at all concerned 1
 - 2 2
 - 3 3
 - 4 4
 - 5/ Very concerned..... 5
 - Don't know (VOL)..... 6

109. Questar Gas
- 1/ Not at all concerned 1
 - 2 2
 - 3 3
 - 4 4
 - 5/ Very concerned..... 5
 - Don't know (VOL)..... 6

How concerned do you think the following are about helping customers save money through saving energy? Please use a 1-5 scale. One mean *not at all concerned*. Five means *very concerned*. (ROTATE)

110. Rocky Mountain Power
- 1/ Not at all concerned 1
 - 2 2
 - 3 3
 - 4 4
 - 5/ Very concerned..... 5
 - Don't know (VOL)..... 6

111. Questar Gas

- 1/ Not at all concerned 1
- 2 2
- 3 3
- 4 4
- 5/ Very concerned..... 5
- Don't know (VOL)..... 6

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)

	<u>Mentioned</u>	<u>Not mentioned</u>
112. A home builders association	1	0
113. Contractor	1	0
114. Federal government	1	0
115. Home appliance dealer	1	0
116. Home improvement retailer like Lowe's or Home Depot	1	0
117. Internet search (e.g. Google, Yahoo)	1	0
118. Internet (SPECIFY _____)	1	0
119. Questar Gas	1	0
120. Rocky Mountain Power	1	0
121. State Department of Energy	1	0
122. Website: Questar Gas	1	0
123. Website: Rocky Mountain Power	1	0
124. With the power/gas bill	1	0
125. Other (SPECIFY _____)	1	0
126. Don't know	1	0

127. 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.)

- Rocky Mountain Power 1
- Questar Gas 2
- Home improvement retailer 3
- State Department of Energy 4
- Federal government 5
- Other (VOL – SPECIFY _____) 6
- Don't know (VOL)..... 7

128. 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?

- An insert that comes with your utility bill 1
- Newspaper, radio, or TV ads 2
- Direct mail, separate from your utility bill 3
- Utility company Website 4
- An email from the company 5
- A phone call from a company representative 6
- Other (DO NOT READ – SPECIFY _____) 7
- Don't know (DO NOT READ) 8

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

129. Gender (DO NOT ASK. CODE FROM OBSERVATION)

- Male..... 1
- Female..... 2

130. What is the primary cooling system you have in your home?

- Whole house central air conditioning 1
- Window air conditioner unit..... 2
- Rooftop evaporative cooler (swamp cooler)..... 3
- Window evaporative cooler (swamp cooler)..... 4
- Other (VOL – SPECIFY _____) 5
- None..... 6
- Don't know/ refuse (VOL) 7

131. And, what is the primary source of heat in your home?

- Natural gas furnace..... 1
- Electric furnace 2
- Radiator/ heat pump 3
- Other (VOL – SPECIFY _____) 4
- Don't know/ refuse (VOL) 5

132. Do you own or rent your home?

- Rent..... 1
- Own/ buying..... 2
- Other..... 3
- Refuse (VOL) 4

133. What is your age category?

- 18 to 24..... 1
- 25 to 34..... 2
- 35 to 44..... 3
- 45 to 54..... 4
- 55 to 64..... 5
- 65 or over..... 6
- Refuse (VOL) 7

134. Which of the following best describes your annual household income.? Please stop me when I mention the right category.

- Less than \$20,000 1
- \$20,000 to \$39,999 2
- \$40,000 to \$59,999 3
- \$60,000 to \$89,999 4
- \$90,000 to \$129,999 5
- \$130,000 to \$199,999 6
- \$200,000 or more..... 7
- Don't know/ refuse (VOL) 8

135. County (CODE FROM SAMPLE)

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