

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	Somewhat 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

