

Rocky Mountain Power

Utah Residential Energy Efficiency Survey

Conducted by

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& ASSOCIATES

December 2007

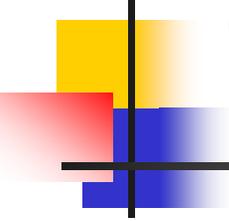


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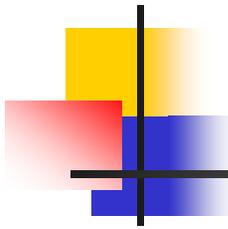
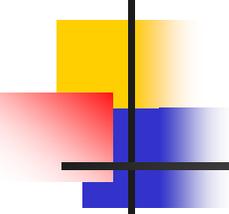


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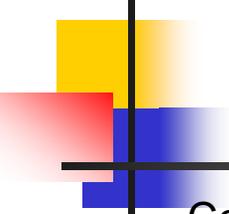
Computer cross-tabulations

Bound separately by program



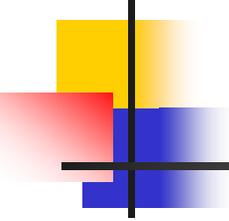
Research Objectives

- Measure satisfaction with Rocky Mountain Power.
- Explore energy efficiency actions and issues.
 - Determine what actions people have taken to conserve energy and their reasons for taking them.
 - Find out who people have contacted to get information on making their home more energy efficient.
 - Rate information sources regarding saving electricity in the home.
 - Compare the effectiveness of communication methods.
- Measure the importance of RMP offering programs to conserve electricity.
- Evaluate awareness of RMP energy efficiency programs including:
 - How they heard about it,
 - Participation.
- Investigate specific energy efficiency programs:
 - How they heard about it,
 - Main reasons for participation,
 - Overall satisfaction,
 - Suggestions for improvement.
- Determine awareness of Questar's energy efficiency programs
 - How they heard about it,
 - Participation.



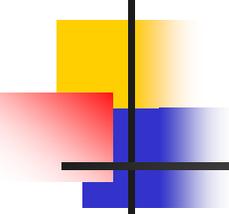
Research Methodology

- Conducted in late November and early December 2007 by Dan Jones & Associates
- Telephone interviews were conducted during evening hours on weekdays and mid-day on Saturdays
- Interviewees were screened to be: RMP customers; most likely to contact RMP; no-one in household working for a media, market research, or utility company; and homeowners
- 1021 interviews were completed: 614 RMP Energy Efficiency program participants and 407 non-participants
- RMP provided participant sample
- Non-participants were randomly sampled from listed telephone numbers in the RMP service area
- Tolerated margin of error for the total participant sample is +/- 4% (n=614)
 - +/- 9.4% for Cool Cash Incentive participants (n=109)
 - +/- 5.6% for Cool Keeper Incentive participants (n=304)
 - +/- 9.7% for Home Energy Savings Incentive participants (n=101)
 - +/- 9.8% for See Ya Later Refrigerator participants (n=100)
- Tolerated margin of error for the non-participant sample is +/- 4.7% (n=407)



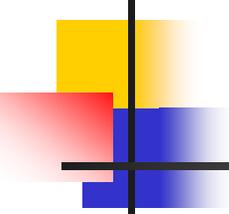
Research Methodology (*cont.*)

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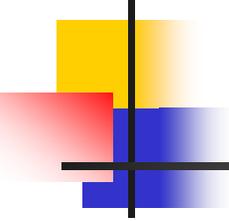
Key Findings

- Overall satisfaction with RMP is high—8.4 out of 10.0 for both participants and non-participants; Home Energy participants are somewhat less satisfied, at 8.0.
- Cool Cash participants are a unique group—they are:
 - More satisfied with RMP's total monthly cost of service and its suggestions on ways to reduce energy usage
 - More proactive in seeking energy-efficiency information
 - More likely to cite “protect the environment” as a main reason to conserve electricity
- Unaided, non-participants are most aware of the Cool Keeper program; followed by See Ya Later. However, when aided, non-participants name See Ya Later most often, followed by Cool Keeper and Home Energy Savings.
- Non-participants are more apt to have learned about three programs (Cool Cash, Cool Keeper, and Home Energy Savings) through bill inserts, but about See Ya Later through TV ads.



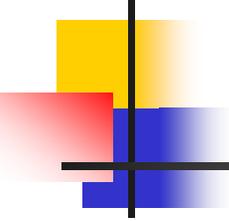
Key Findings *(cont.)*

- Two-thirds (65%) of non-participants are interested in participating in Home Energy Savings. Unaided, only 5% of non-participants say they are aware of the program. Aided, an additional 37% say they are familiar with it.
- Saving money is mentioned by nearly four out of five non-participants (78%) as the main reason for conserving electricity. Protecting the environment is named by 31%.
- See Ya Later participants give higher program satisfaction ratings (9.4 out of 10) than do participants of other programs: Cool Cash (8.8), Cool Keeper (8.3), Home Energy Savings (8.0).
- Non-participants are more aware of RMP energy efficiency programs than of Questar programs.



Recommendations

- Saving money is the primary motivator for enrolling in electricity-saving programs. This should continue to be a focus.
- However, one in four are motivated by protecting the environment. This should also be an emphasis.
- One-third of participants obtained energy efficiency information from contractors. Provide contractors with information about these programs that they can pass on to consumers.
- Consumers declare that bill inserts are the most effective way to communicate energy saving messages. Create inserts that include eye-catching information about saving money and protecting the environment.

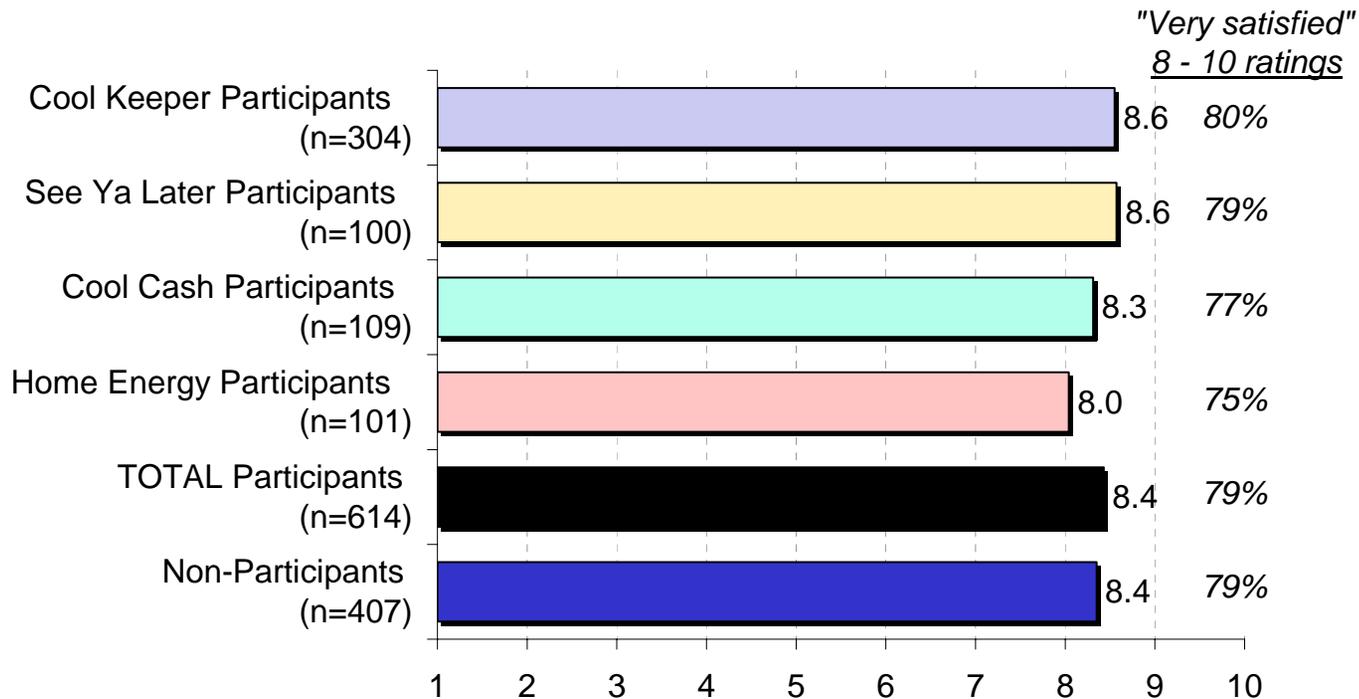


Recommendations *(cont.)*

- Consumers are interested in participating in the four programs. However the vast majority unaided are unaware of the incentives. Increase public awareness campaigns.
 - Two-thirds of people in the service area are interested in Home Energy Savings, but most are unaware of the program. Increase awareness among potential appliance buyers.
 - The demonstrated success of TV advertising in the See Ya Later Refrigerator campaign (see Q12) advocates TV advertising other programs as well.

Overall Satisfaction with Rocky Mountain Power

- Four out of five Cool Keeper and See Ya Later participants, as well as non-participants, declare they are “very satisfied” with RMP (ratings of 8, 9, or 10).



Q1. Based on your overall experience with Rocky Mountain Power, how satisfied would you say you are with Rocky Mountain Power, using a 1-to-10 scale, where 1 means "very dissatisfied" and 10 means "very satisfied?"

Satisfaction with Rocky Mountain Power Service

- Cool Cash participants appear more satisfied with the *Total Monthly Cost of Service* (7.1) and *Suggestions on Ways to Reduce Energy Usage* (8.0).
- Higher ratings for RMP's *Concern for the Environment* are registered among Cool Cash (7.9), See Ya Later (7.9), and Cool Keeper (7.8) participants.

<i>Satisfaction with Service</i>	Cool Cash Participants	Cool Keeper Participants	Home Energy Participants	See Ya Later Participants	TOTAL Participants	Non-Participants
<i>Number responding</i>	109	304	101	100	614	407
Total monthly cost of electric service	7.1	6.6	6.2	6.7	6.7	6.8
Concern for the environment	7.9	7.8	7.3	7.9	7.7	7.6
Suggestions on ways to reduce energy usage	8.0	7.6	7.5	7.6	7.6	7.7

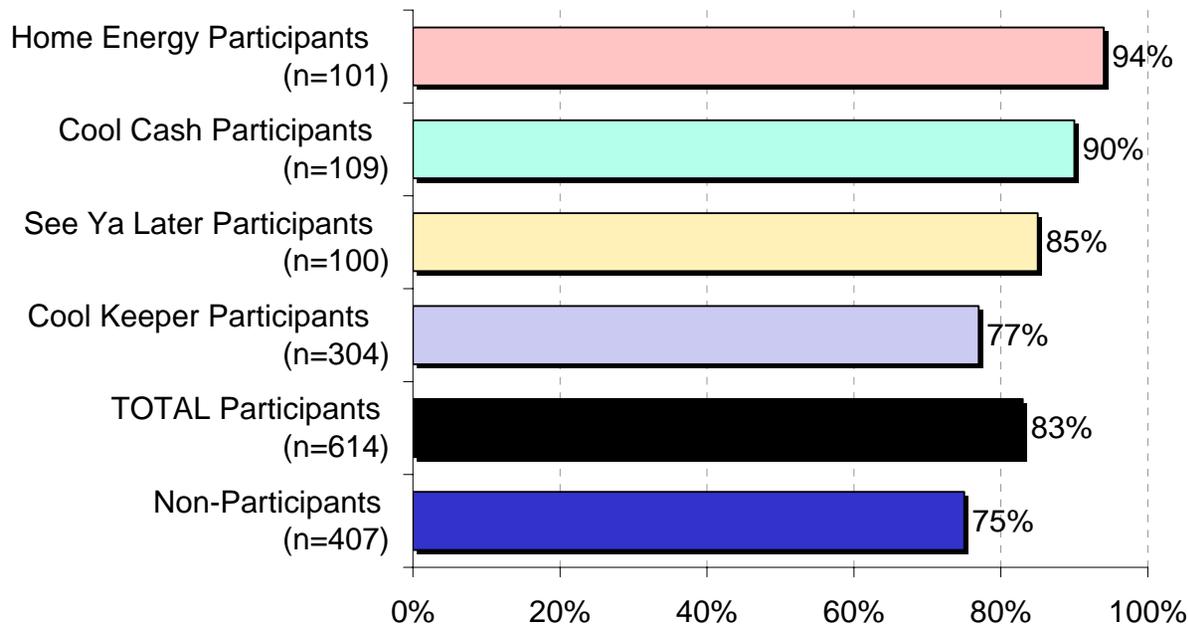
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Q2. Now I'd like to ask you some questions about the service you receive from Rocky Mountain Power. Please rate the following items using the same 10-point scale, where 1 means "very dissatisfied" and 10 means "very satisfied."

Customers Who Have Acted to Conserve Electricity

- Nineteen out of twenty Home Energy participants have taken actions in their homes to save electricity in the past year.
- Three-quarters of non-participants have also taken electricity-conserving actions.



Q3. Have you taken any actions at home, or changed anything, in order to save electricity during the past year? ("YES" responses.)

Actions Taken to Conserve Electricity

<i>Conservation Steps Taken</i>	Cool Cash Participants	Cool Keeper Participants	Home Energy Participants	See Ya Later Participants	TOTAL Participants	Non-Participants
<i>Number responding</i>	98	229	95	85	507	306
Light bulbs/energy saving	22%	36%	31%	35%	32%	34%
Energy efficient appliances	1%	11%	43%	24%	17%	14%
Turn off lights	2%	11%	3%	12%	8%	9%
New air conditioner/central air	38%	1%	1%	1%	8%	5%
New windows	9%	6%	5%	12%	7%	9%
Turn heat down/adjust thermostat	3%	7%	5%	2%	5%	5%
Changed furnace/replaced furnace	15%	2%	2%	2%	5%	4%
Cool keeper program	0%	7%	1%	0%	4%	4%
Added insulation	3%	3%	6%	7%	4%	3%
Conserve/use less	2%	5%	1%	1%	3%	4%
New doors/storm doors	0%	3%	0%	0%	1%	1%
New hot water heater	0%	0%	1%	0%	0%	2%
Miscellaneous	4%	7%	0%	4%	5%	7%

 = Significantly higher than other segments

 = Significantly lower than other segments

Q4. [IF HAVE TAKEN ACTION] What actions have you taken or equipment have you installed in your home in order to save electricity? (Multiple responses allowed. First response shown.)

Main Reasons to Conserve Electricity

- At least seven out of eight in all groups say saving money is the main reason for conserving electricity.
- One-third of the Cool Cash group and 28% of the non-participants say protecting the environment is a main reason.

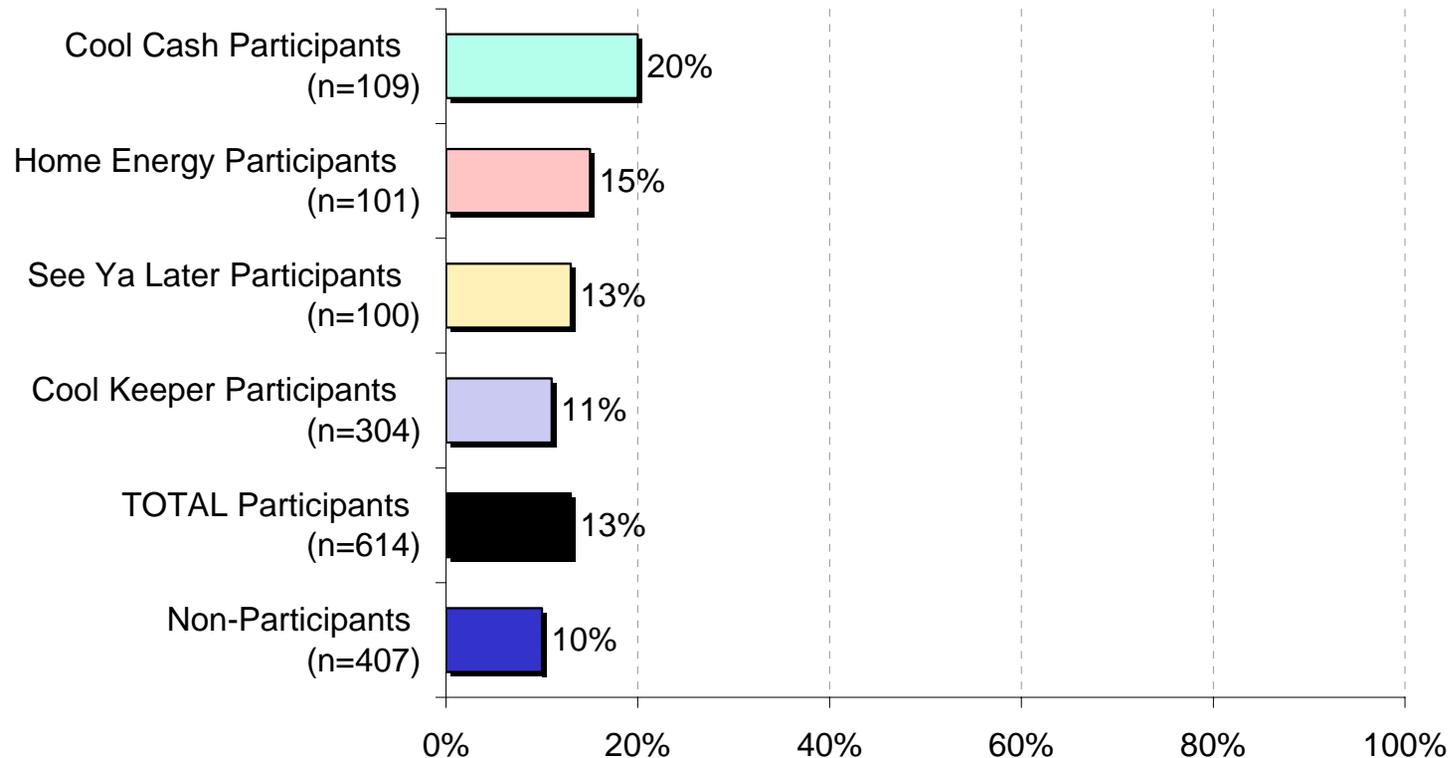
<i>Main Reasons for Conserving Electricity</i>	Cool Cash Participants	Cool Keeper Participants	Home Energy Participants	See Ya Later Participants	TOTAL Participants	Non-Participants
<i>Number responding</i>	98	233	95	85	511	306
Save money	82%	90%	94%	92%	89%	87%
Protect the environment	33%	25%	22%	14%	24%	28%
Help reduce need for new electricity infrastructure	10%	6%	6%	12%	8%	9%
Reduce global warming	3%	6%	3%	1%	4%	5%
Help avoid power interruptions	2%	2%	1%	0%	1%	2%
Other	12%	5%	12%	5%	7%	9%
Don't know / none	1%	0%	0%	1%	1%	1%

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Q5. [IF HAVE TAKEN ACTION] What are the main reasons you have taken steps to conserve electricity in your home? (Multiple responses allowed. Percent mentioned.)

Proactive Contact for Energy Efficiency Information



Q6A. During the past year, have you contacted any person, company, or agency to get information about how you can make your home more energy efficient and lower your electric bill? ("YES" responses.)

Source Contacted for Energy Efficiency Information

- Due to small sample sizes, this information should be viewed as directional.

<i>Information Source</i>	Cool Cash Participants	Cool Keeper Participants	Home Energy Participants	See Ya Later Participants	TOTAL Participants	Non-Participants
<i>Number responding</i>	22	32	15	13	82	41
A contractor	45%	25%	40%	23%	33%	20%
Rocky Mountain Power	14%	28%	20%	46%	26%	12%
A home appliance dealer	14%	6%	20%	8%	11%	7%
Friends, family, neighbors or co-workers	23%	6%	0%	8%	10%	7%
Questar	5%	9%	7%	15%	9%	10%
A home improvement retailer	9%	9%	7%	8%	9%	10%
Web sites	9%	3%	13%	15%	9%	22%
State of Utah Energy Office	0%	3%	7%	8%	4%	2%
U.S. Department of Energy	0%	3%	0%	0%	1%	0%
A home builders' association	0%	0%	0%	0%	0%	5%
Other	9%	25%	13%	0%	15%	29%

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Q6B. [IF SOUGHT INFO] Who have you contacted to get information on how to make your home more energy efficient?
(Multiple responses allowed. Percent mentioned.)

Trust in Sources for Electricity Savings Information

- RMP ranks highest among all groups for being trustworthy to give honest and accurate information on saving electricity.
- Questar and the State Energy Office also receive high marks.

<i>Rate the Information Sources</i>	Cool Cash Participants	Cool Keeper Participants	Home Energy Participants	See Ya Later Participants	TOTAL Participants	Non-Participants
<i>Number responding</i>	109	304	101	100	614	407
Rocky Mountain Power	7.9	7.8	7.8	7.7	7.8	7.8
Questar	7.6	7.4	7.3	7.1	7.4	7.2
State of Utah Energy Office	7.5	7.2	7.6	7.3	7.3	7.2
A home improvement retailer	6.0	5.9	5.6	6.1	5.9	5.9
A home builders' association	5.8	6.0	6.0	5.8	5.9	5.8
A home appliance dealer	5.9	6.0	6.0	5.7	5.9	6.0

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Q7. Now I'd like you to rate some companies and agencies in terms of how much you trust them to give you honest and accurate information on how you can save electricity in your home. Please rate the companies and agencies using a 10-point scale where 1 means "you do not trust them at all" and 10 means "you trust them completely."

Communicating Information on How to Save Electricity and money

- An electric bill insert is named three-and-a-half to six times as often as any other method as the best way to communicate electricity-savings information.
- Approximately one out of nine respondents mention newspaper, radio, or TV ads.

<i>Best Way for RMP to Communicate Usage-lowering Information</i>	Cool Cash Participants	Cool Keeper Participants	Home Energy Participants	See Ya Later Participants	TOTAL Participants	Non-Participants
<i>Number responding</i>	109	304	101	100	614	407
Insert that comes with your electric bill	57%	65%	60%	58%	62%	58%
Newspaper, radio or TV ads	17%	11%	7%	13%	12%	11%
Mailing separate from your electric bill	10%	8%	7%	7%	8%	10%
An email from the company	6%	6%	12%	7%	7%	6%
A phone call from a company rep	2%	3%	7%	4%	4%	5%
Their Web site	4%	4%	3%	5%	4%	3%
Other	4%	2%	3%	1%	2%	4%
DK	1%	1%	1%	5%	2%	3%

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Q8. What do you think is the most effective way for Rocky Mountain Power to communicate with you on how to lower your electricity usage and save money on your electric bill? (One response allowed.)

Importance of RMP Offering Programs to Conserve Electricity

- An overwhelming majority of all respondents, especially Cool Cash and Cool Keeper participants, feel it is *very important* that RMP offer electricity-conserving programs
- See Ya Later participants and non-participants are not as likely to say it is *very important*.

<i>Importance of RMP Offering Conservation Programs</i>	Cool Cash Participants	Cool Keeper Participants	Home Energy Participants	See Ya Later Participants	TOTAL Participants	Non-Participants
<i>Number responding</i>	109	304	101	100	614	407
Very important	82%	80%	78%	74%	79%	74%
Somewhat important	17%	16%	18%	19%	17%	21%
Not very important	0%	2%	0%	4%	2%	2%
Not at all important	1%	1%	3%	1%	1%	2%
Don't know	0%	2%	1%	2%	1%	1%

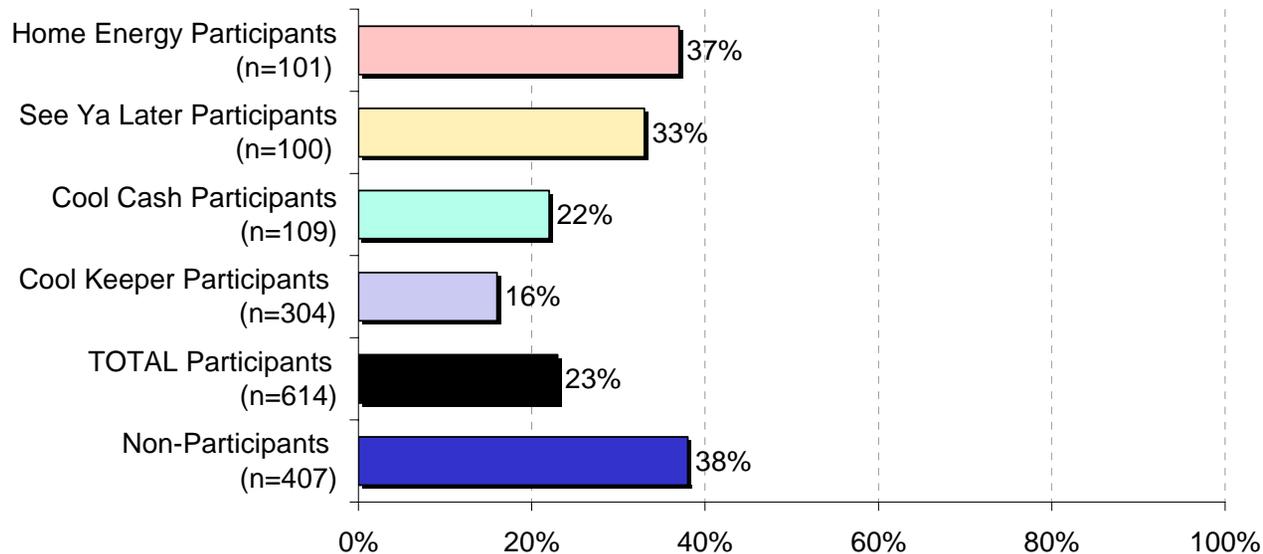
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Q9. How important is it for Rocky Mountain Power to offer customers programs to help conserve electricity?
(One response allowed.)

Unaided—Aware of RMP Energy Efficiency Programs

- At least one-third of Home Energy Savings and See Ya Later participants are aware of other energy efficiency programs offered by RMP.
- Three out of eight non-participants are aware that RMP offers energy efficiency programs.



(Participants) Q10. Besides the _____ program, are you aware of any energy efficiency programs that are currently offered by Rocky Mountain Power to help you save electricity and lower your bill?

(Non-participants) Q10. Are you aware of any energy efficiency programs that are currently offered by Rocky Mountain Power to help you save electricity and lower your bill? ("YES" responses shown.)

Unaided awareness—Specific RMP Energy Efficiency Programs

- Half of the non-participants are most aware of the Cool Keeper program and three out of ten are aware of See Ya Later Refrigerator.
- Among all participants, awareness of other programs is highest for the Cool Keeper (51%) and See Ya Later (41%) programs.

<i>Unaided Awareness of RMP Conservation Programs</i>	Cool Cash Participants	Cool Keeper Participants	Home Energy Participants	See Ya Later Participants	TOTAL Participants	Non-Participants
<i>Number responding</i>	24	48	37	33	142	153
Cool Keeper	50%	N/A	54%	48%	51% (n=94)	50%
See Ya Later, Refrigerator	38%	52%	30%	N/A	41% (n=109)	29%
Cool Cash Incentive	N/A	15%	8%	9%	11% (n=118)	12%
ENERGY STAR New Homes	4%	10%	8%	15%	10% (n=142)	8%
Home Energy Savings	4%	15%	N/A	6%	10% (n=105)	14%
PowerForward	4%	4%	3%	9%	5% (n=142)	4%
Time of Day	4%	4%	0%	0%	2% (n=142)	1%
Home Energy Analysis	4%	2%	0%	0%	1% (n=142)	4%
Other	0%	21%	16%	15%	15% (n=142)	12%

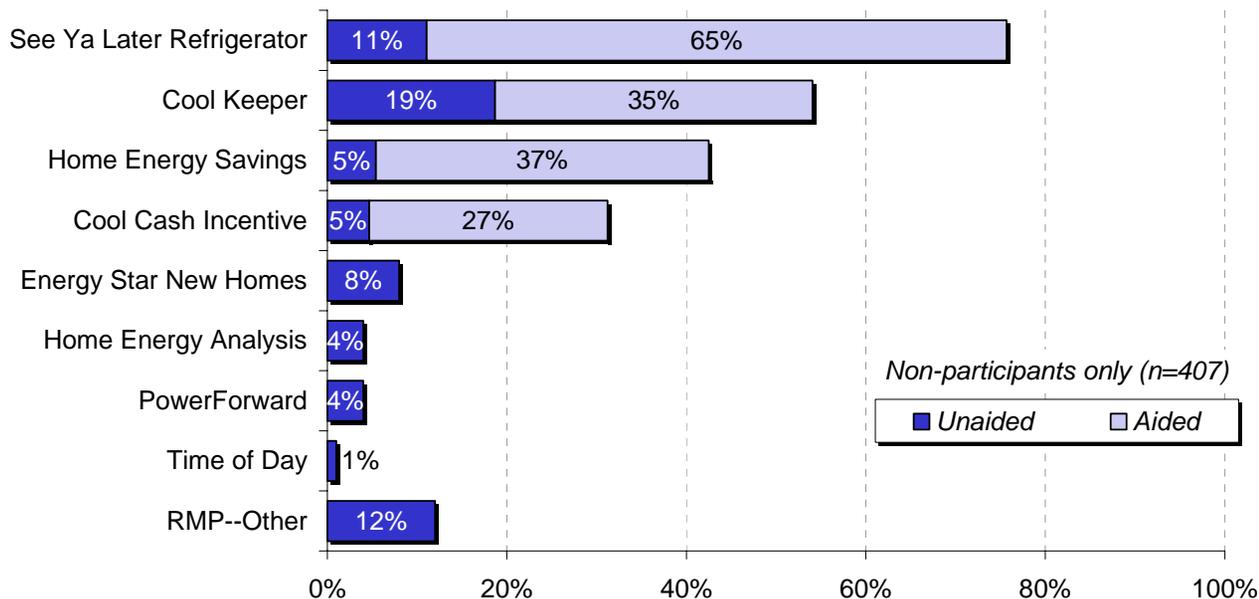
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Q11. [IF AWARE OF PROGRAMS, BUT NOT ENROLLED] What energy efficiency programs are you aware of that are currently offered by Rocky Mountain Power? (Multiple responses allowed. Percent mentioned.)

Non-participant awareness of Specific RMP Programs (unaided and aided)

- Three-quarters of non-participants (76%) are aware of the See Ya Later program.
- Half (54%) are aware of the Cool Keeper program.



(Non-participants) Q11. What energy efficiency programs are you aware of that are currently offered by RMP?

(Non-participants) Q12. [IF UNAWARE UNAIDED] Now I'm going to read a description of some energy efficiency programs offered by RMP. Before now, were you aware of this energy efficiency program? (Percent of **ALL** non-participants responses.)

NOTE: This chart illustrates the percent of all 407 non-participants, not just those who said "yes" they are aware of a program.

Participant Information Sources

—RMP Energy Efficiency Programs

- Due to small sample sizes, this information should be viewed as directional.

<i>Participant Info Source</i> <i>—Energy Efficiency Programs</i>	Cool Cash Participants	Cool Keeper Participants	Home Energy Participants	See Ya Later Participants	TOTAL participants
<i>Number responding</i>	13	48	10	45	116
Insert that came with electric bill	31%	63%	20%	16%	37%
TV advertisements	15%	13%	10%	58%	30%
Direct mail from RMP	23%	25%	10%	2%	15%
Friends, family, neighbors or co-workers	0%	6%	20%	7%	7%
Personal or phone contact by RMP rep	8%	4%	10%	4%	5%
Newspaper advertisements	8%	2%	0%	9%	5%
Radio advertisements	15%	2%	0%	4%	4%
A home improvement retailer	0%	2%	0%	2%	2%
A home appliance dealer	0%	0%	0%	4%	2%
A contractor	8%	0%	0%	2%	2%
Billboards / RMP Web site	0%	2%	0%	2%	2%
Other	8%	6%	20%	0%	5%
Don't know / none	0%	0%	10%	2%	2%

 = Significantly higher than other segments

 = Significantly lower than other segments

Q12. [IF AWARE OF PROGRAM, **BUT NOT ENROLLED**] How did you first hear about _____?
(Multiple responses allowed. Percent mentioned.)

Non-participant Information Sources —RMP Energy Efficiency Programs

- Bill inserts have been best at informing people about the Cool Keeper, Home Energy Savings, and Cool Cash programs.
- TV ads have been most effective for informing about See Ya Later Refrigerator.

Non-Participant Info Source —Energy Efficiency Programs	Cool Cash Incentive	Cool Keeper	Home Energy Savings	See Ya Later Refrigerator
<i>Number responding</i>	127	220	173	308
TV advertisements	17%	11%	23%	55%
Electric bill inserts	31%	46%	35%	16%
Newspaper advertisements	2%	4%	8%	12%
Friends, family, neighbors or co-workers	5%	9%	6%	8%
A home appliance dealer	10%	6%	12%	6%
Direct mail from RMP	10%	20%	10%	5%
Radio ad	2%	0%	3%	5%
Personal or phone contact by RMP rep	3%	5%	2%	1%
A home improvement retailer	6%	3%	5%	1%
Billboard/contractor/Web site/door hanger	5%	3%	6%	0%
Other	7%	4%	5%	5%

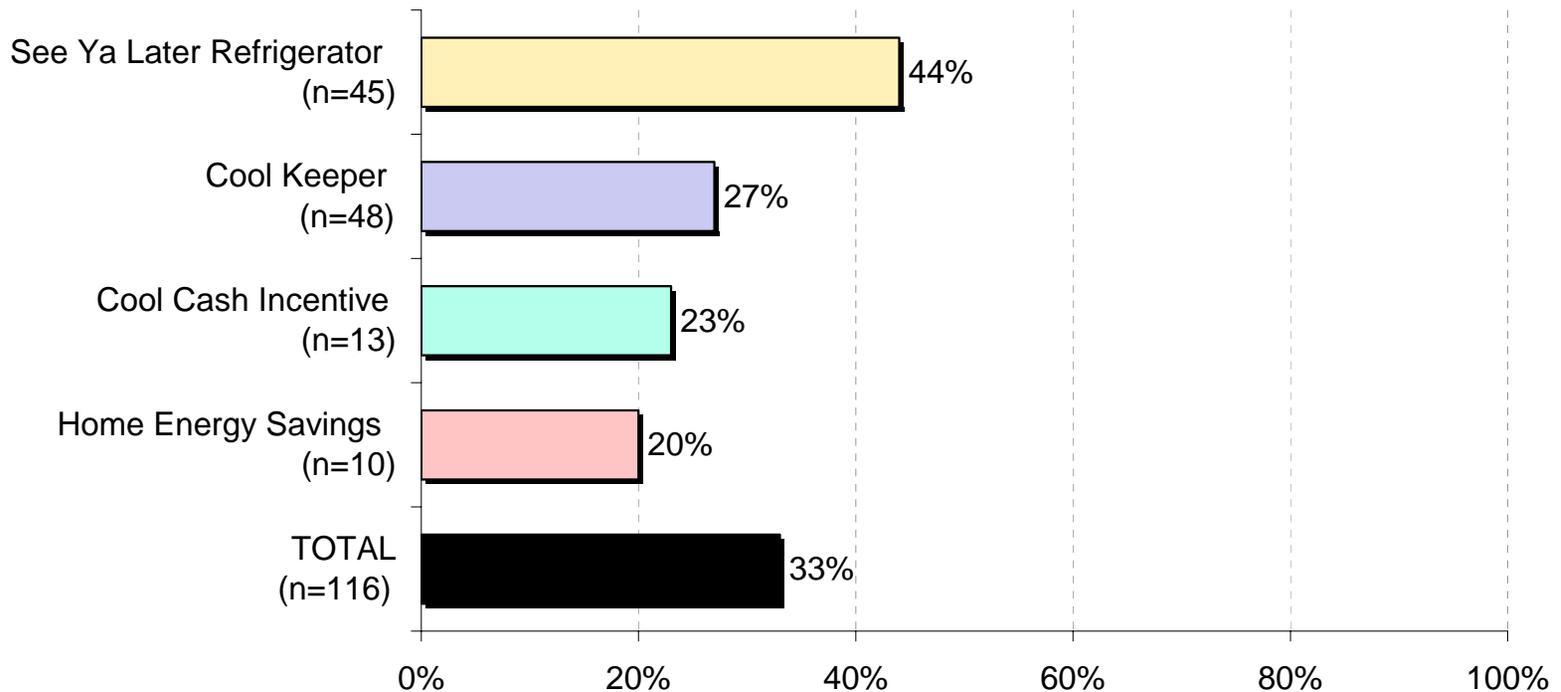
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(Non-participants) Q13. [IF AWARE OF PROGRAM AIDED OR UNAIDED] How did you first hear about _____? (Percent mentioned. Multiple responses allowed.)

Participant—Past Participation in Energy Saving Programs

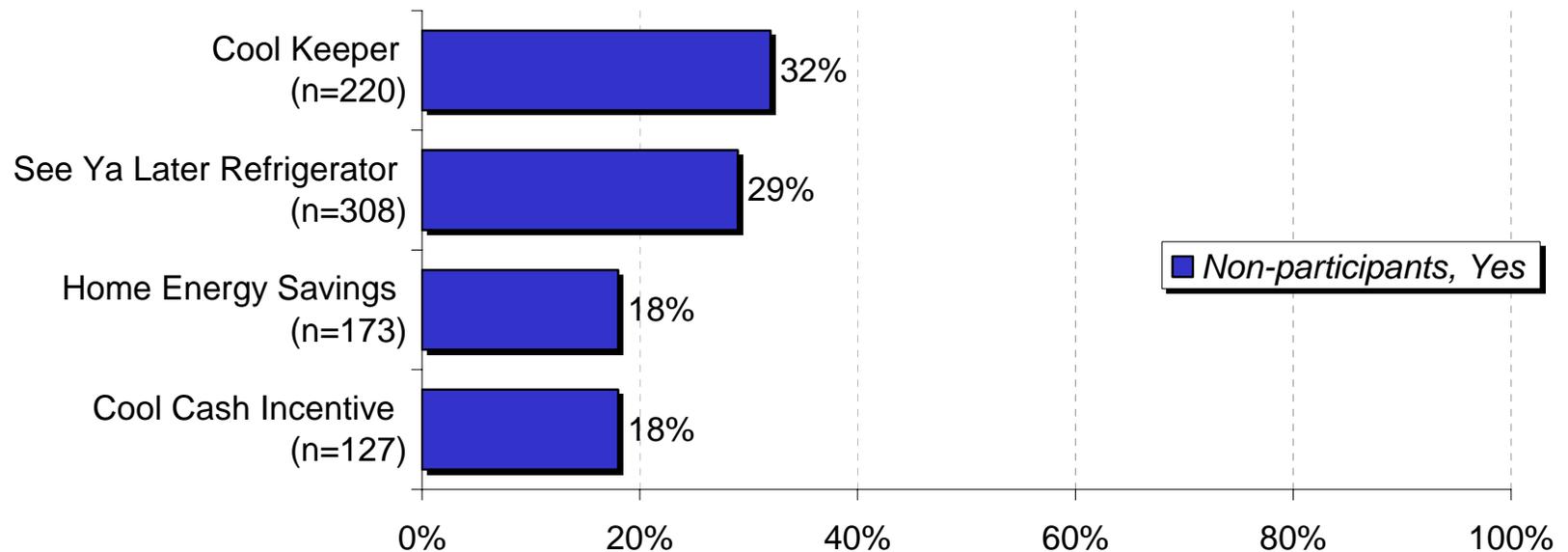
- Due to small sample sizes, this information should be viewed as directional.



Q13. [IF AWARE OF PROGRAM, BUT NOT CURRENTLY ENROLLED] Have you participated in _____? ("YES" responses.)

Non-participant—Past Participation in Energy Saving Programs

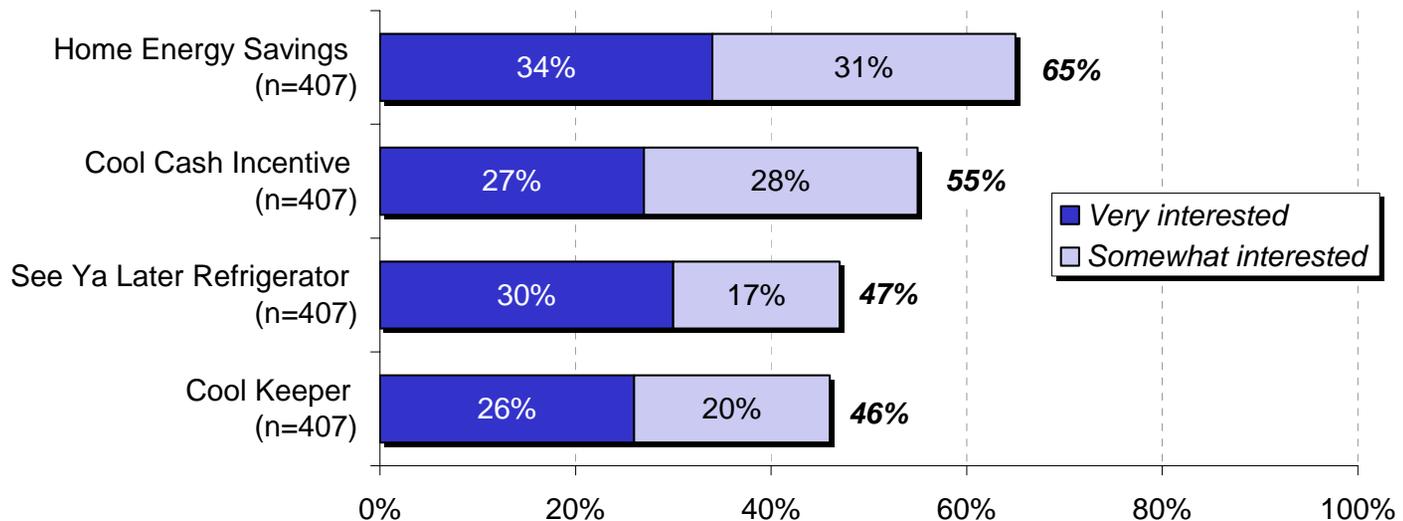
- One-third of the non-participants were enrolled in Cool Keeper in the past.
- Three out of ten have participated in the See Ya Later Refrigerator program.



(Non-participants) Q14. [IF AWARE OF PROGRAM] Have you ever participated in _____?
(Percent mentioned. Multiple responses allowed.)

Non-participant —Interest in Participation

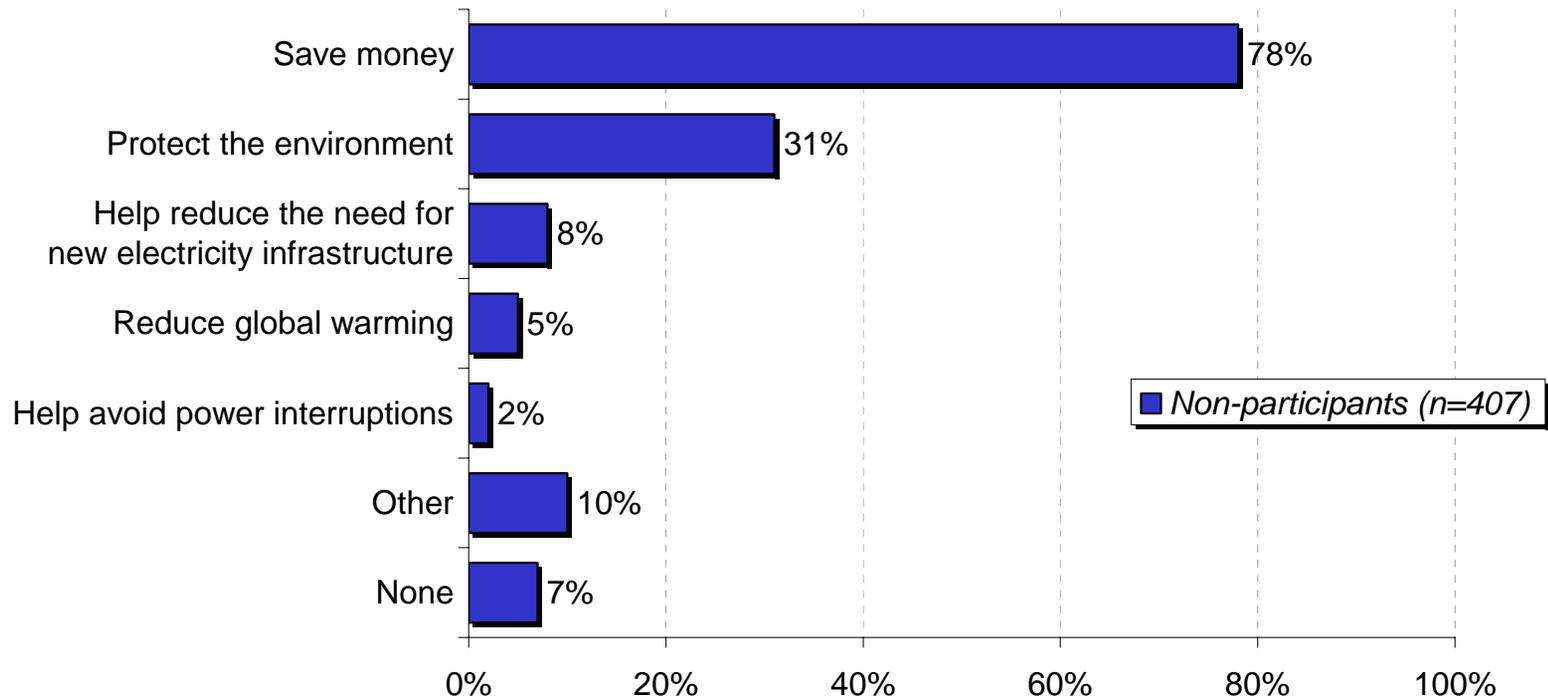
- Two-thirds of the non-participants are interested in participating in the Home Energy Savings program.
- Five out of nine are somewhat or very interested in the Cool Cash Incentive.
- Nearly half of the non-participants are interested in the Cool Keeper or See Ya Later Refrigerator programs.



(Non-participants) Q15. How interested are you in participating in _____?

Main Reasons for Interest in Energy Efficiency Programs

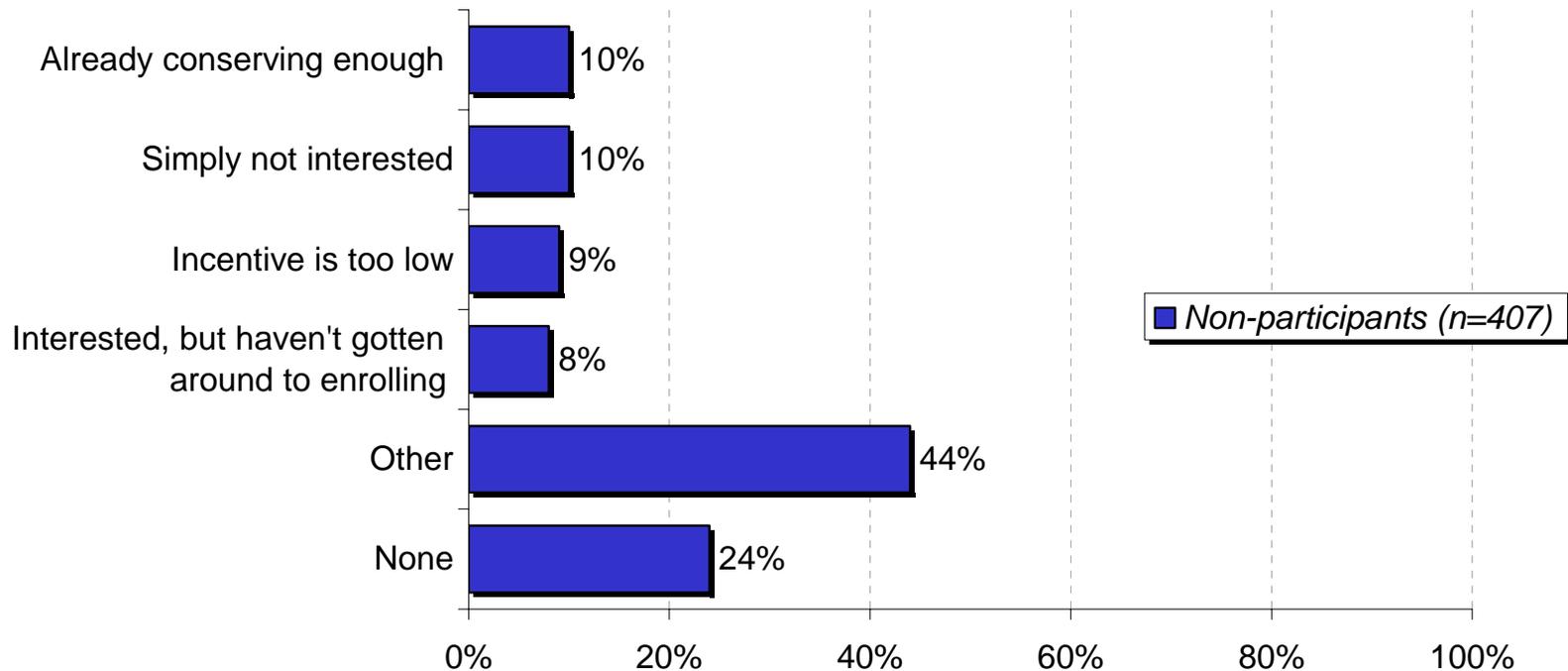
- Saving money is the main motivator for four out of five non-participants



(Non-participants) Q16. What are the main reasons that you would be interested in participating in these energy efficiency programs? (Percent mentioned. Multiple responses allowed.)

Main Reasons for Non-interest in Energy Efficiency Programs

- No clear consensus arises for not participating in these programs.



(Non-participants) Q17. What are the main reasons that you would not be interested in participating in these energy efficiency programs? (Percent mentioned. Multiple responses allowed.)

Source for Learning About Energy Efficiency Programs

- Cool Keeper participants most likely learned about the program from a bill insert.
- Cool Cash participants likely heard about it from a contractor, retailer, or acquaintance.
- Home Energy participants likely heard about it from a bill insert or an appliance dealer.
- See Ya Later participants most likely learned about it from a TV ad.

<i>Information Sources</i>	Cool Cash Participants	Cool Keeper Participants	Home Energy Participants	See Ya Later Participants	TOTAL Participants
<i>Number responding</i>	109	304	101	100	614
Insert that came with electric bill	7%	57%	33%	10%	36%
TV Ad	8%	5%	9%	59%	15%
Direct mail from RMP	2%	19%	6%	3%	11%
A home appliance dealer	21%	1%	30%	3%	9%
Friends, family, neighbors, co-workers	14%	5%	3%	16%	8%
A contractor	34%	1%	4%	0%	7%
A home improvement retailer	15%	1%	15%	4%	6%
Personal/phone contact by RMP rep	5%	6%	1%	1%	4%
All other sources	13%	11%	9%	17%	11%
Don't know / none	2%	4%	3%	1%	3%

 = Significantly higher than other segments

 = Significantly lower than other segments

Q14. [CURRENTLY ENROLLED IN PROGRAM] How did you first hear about ___?
(Multiple responses allowed. Percent mentioned.)

Main Reasons for Participating in Energy Efficiency Programs

- Saving money is the big motivator for participation in all programs.
- Over half of the See Ya Later participants mention “other” reasons, primarily that it is a convenient way to dispose of a refrigerator or freezer.

<i>Main Reasons for Participating</i>	Cool Cash Participants	Cool Keeper Participants	Home Energy Participants	See Ya Later Participants	TOTAL Participants
<i>Number responding</i>	109	304	101	100	614
Save money	83%	78%	87%	51%	76%
Protect the environment	7%	21%	13%	14%	16%
Help reduce need for new electricity infrastructure	12%	12%	3%	11%	10%
Help avoid power interruptions	1%	9%	2%	0%	5%
Reduce global warming	1%	2%	3%	1%	2%
Other	22%	13%	11%	56%	21%
None	0%	1%	2%	0%	1%

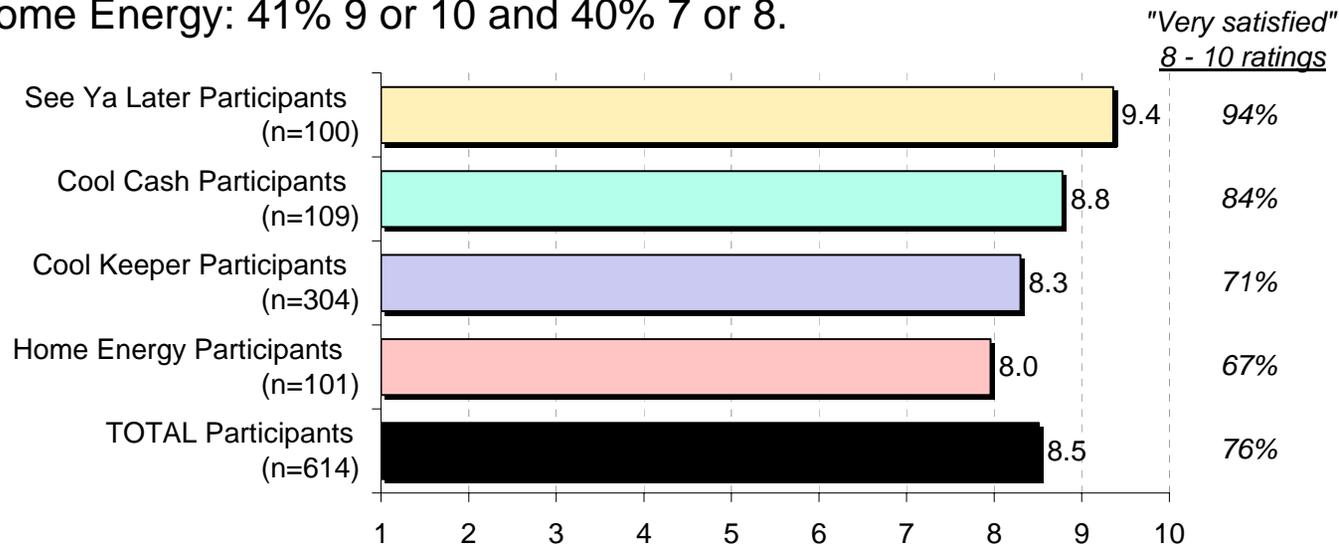
 = Significantly higher than other segments

 = Significantly lower than other segments

Q15. What are the main reasons that you decided to participate in the _____ incentive program?
(Unaided. Multiple responses allowed. Percent mentioned.)

Energy Efficiency Program Satisfaction

- See Ya Later participants are most satisfied with their program: on a 10-point scale, 84% rate it 9 or 10 and 13% 7 or 8.
- Cool Cash: 72% 9 or 10 and 18% 7 or 8.
- Cool Keeper: 56% 9 or 10 and 24% 7 or 8.
- Home Energy: 41% 9 or 10 and 40% 7 or 8.



Q16. Overall, how satisfied would you say you are with Rocky Mountain Power's _____ incentive program? Please give me a number from 1 to 10 where 1 means "very dissatisfied" and 10 means "very satisfied."

Suggestions for Program Improvement

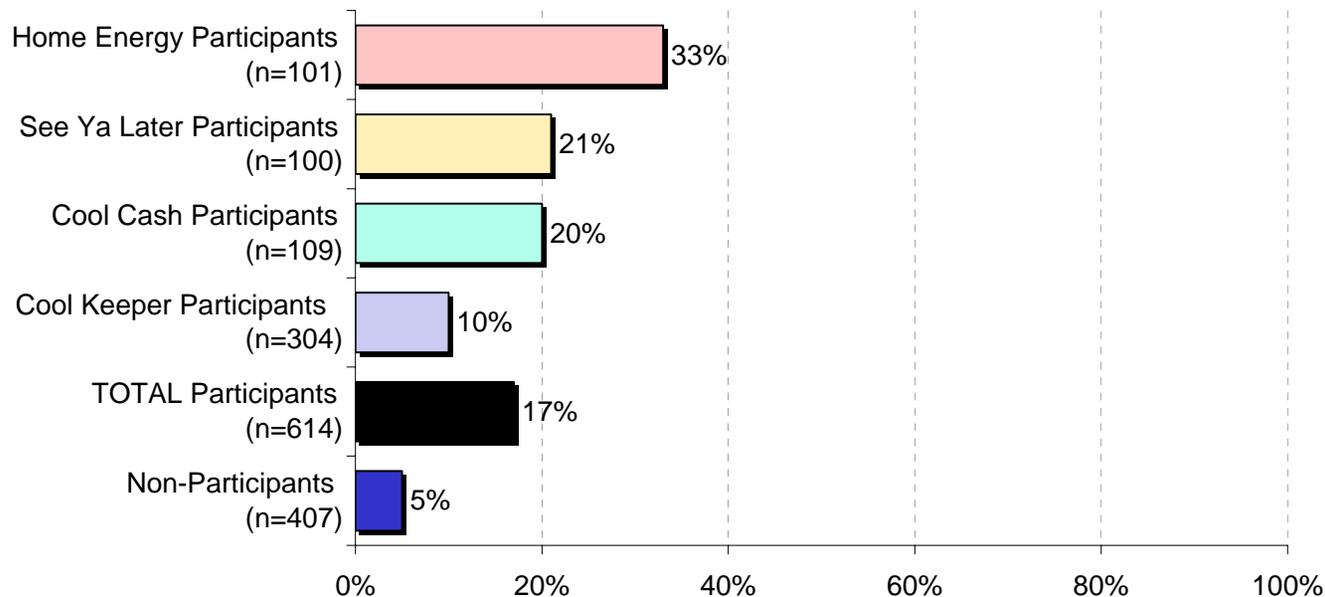
<i>Suggestions for Improvement</i>	Cool Cash Participants	Cool Keeper Participants	Home Energy Participants	See Ya Later Participants	TOTAL Participants
<i>Number responding</i>	109	304	101	100	614
Nothing/don't know	52%	63%	54%	62%	60%
More/larger rebates/incentives	10%	6%	1%	6%	6%
Satisfied	9%	5%	4%	9%	6%
Advertise	7%	4%	7%	4%	5%
Miscellaneous	6%	4%	8%	5%	5%
Lower rates/cost less	-	4%	15%	0%	5%
Faster turnaround	8%	0%	1%	7%	3%
Show us the savings	-	4%	-	1%	2%
House gets too hot	-	4%	-	-	2%
Offer more programs	-	0%	5%	5%	2%
Improve customer service	-	2%	2%	0%	1%
Continue program	5%	1%	2%	0%	1%
Live up to agreement/send rebate	2%	1%	2%	1%	1%
Don't see any difference	-	1%	-	-	0%

 = Higher than other segments
 = Lower than other segments

Q17. What, if anything, would you like to see Rocky Mountain Power do to improve the _____ incentive program? (Unaided. Multiple responses allowed. First response shown.)

Are You Aware of Questar Gas Energy Efficiency Programs?

- One-third of the Home Energy participants say they are aware of energy efficiency programs offered by Questar Gas.
- One out of five See Ya Later and Cool Cash participants are aware of Questar programs.



Q18. Are you aware of any energy efficiency programs that are currently offered by Questar, the natural gas company that serves most of Utah? ("Yes" responses shown.)

Unaided Awareness of Specific Questar Energy Efficiency Programs

- Due to small sample sizes, this information should be viewed as directional.

<i>Awareness of Questar Energy Efficiency Programs</i>	Cool Cash Participants	Cool Keeper Participants	Home Energy Participants	See Ya Later Participants	TOTAL Participants	Non-Participants
<i>Number responding</i>	22	30	33	21	106	75
ThermWise Appliance Rebate	64%	40%	85%	48%	60%	36%
ThermWise Home Energy Audit	23%	47%	3%	29%	25%	33%
ThermWise Weatherization Rebate	23%	17%	9%	24%	17%	23%
Other	0%	17%	3%	10%	8%	12%
Don't know / none	14%	10%	3%	10%	9%	32%

 = Significantly higher than other segments

 = Significantly lower than other segments

Q19. [IF AWARE OF QUESTAR PROGRAMS] What energy efficiency programs are you aware of that are currently offered by Questar? (Multiple responses allowed. Percent mentioned.)

Aided Awareness—Questar Gas Energy Efficiency Programs (Non-participants)

- One-quarter or fewer non-participants who, unaided, are not aware of Questar Gas energy efficiency programs actually say they are aware of the program when given its name or description.

<i>Non-Participants (Unaware unaided)</i>	ThermWise Appliance Rebate	ThermWise Weatherization Rebate	ThermWise Home Energy Audit
<i>Number responding</i>	380	390	382
Yes	26%	23%	18%
No	70%	75%	79%
Don't know	3%	3%	3%

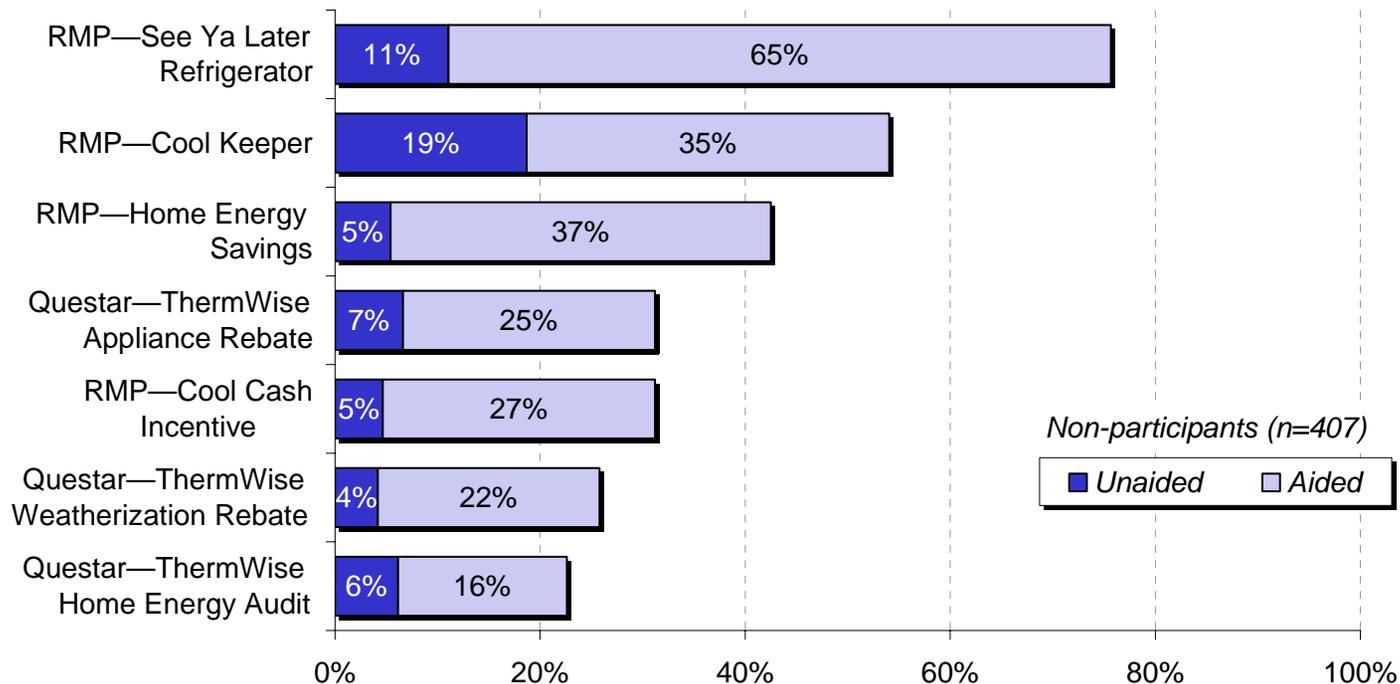
 = Significantly higher than other segments

 = Significantly lower than other segments

(Non-participants) Q20. [IF NOT MENTIONED UNAIDED] Now I'm going to read a description of some energy efficiency programs that are currently offered by Questar. Before now, were you aware of this energy efficiency program?

TOTAL Awareness (Non-participants) —Energy Efficiency Programs

- Overall, non-participants are more aware of RMP programs than of Questar programs.



(Non-participants) Q11/19. What energy efficiency programs are you aware of that are currently offered by _____?

(Non-participants) Q12/20. [IF NOT MENTIONED UNAIDED] Now I'm going to read a description of some energy efficiency programs offered by _____. Before now, were you aware of this energy efficiency program? (Percent of **ALL** non-participant responses.)

NOTE: This chart illustrates the percent of all 407 non-participants, not just those who said “yes” they are aware of a program.

Information Sources—Questar Gas Energy Efficiency Programs

- Newspaper, billboard, radio, or TV ads; as well as bill inserts; and home appliance dealers appear to be the best sources for hearing about Questar's programs.

Info Source—Questar Programs	ThermWise Appliance Rebate		ThermWise Weatherization Rebate		ThermWise Home Energy Audit	
	Participants	Non-participants	Participants	Non-participants	Participants	Non-participants
<i>Number responding</i>	64	127	18	105	26	92
Newspaper, billboard, radio, or TV ad	17%	32%	17%	34%	35%	28%
Insert that came with gas bill	20%	22%	17%	28%	27%	32%
A home appliance dealer	23%	14%	0%	1%	0%	1%
Friends, family, neighbors, or co-workers	6%	8%	6%	9%	0%	10%
Direct mail from Questar	5%	4%	6%	14%	4%	11%
Questar Web site	5%	4%	6%	2%	12%	3%
A home improvement retailer	14%	4%	0%	1%	4%	0%
Personal or phone contact by Questar rep	2%	2%	11%	2%	8%	4%
A contractor	6%	1%	28%	3%	8%	0%
Door hanger/home builders' association	0%	1%	0%	2%	4%	1%
Other	11%	7%	11%	1%	12%	12%
Don't know/none	0%	--	0%	--	0%	--

 = Higher than other segments

 = Lower than other segments

(Participants) Q20. [IF AWARE UNAIDED] How did you first hear about _____?

(Non-participants) Q21. [IF AWARE UNADIED OR AIDED] How did you first hear about ...?

(Percent mentioned. Multiple responses allowed.)

Demographics— Occupancy / Home Type

	Cool Cash Participants	Cool Keeper Participants	Home Energy Participants	See Ya Later Participants	TOTAL Participants	Non-Participants
<i>Number responding</i>	109	304	101	100	614	407

Years in Home

1 year or less	11%	4%	15%	16%	9%	12%
2 years	7%	10%	8%	9%	9%	9%
3 years	6%	9%	3%	4%	6%	9%
4-5 years	6%	14%	12%	10%	12%	9%
6-10 years	13%	22%	16%	15%	18%	16%
11-20 years	25%	20%	24%	21%	22%	17%
21-30 years	18%	9%	13%	15%	12%	11%
31 or more years	14%	13%	10%	10%	12%	18%

Type of Home

A single family home	90%	82%	87%	93%	86%	90%
A two family house	2%	3%	1%	3%	3%	1%
A townhouse or row house	3%	7%	6%	2%	5%	4%
An apartment building	1%	5%	3%	1%	3%	1%
A mobile home	2%	1%	1%	1%	1%	2%
Other	2%	1%	2%	0%	1%	2%
Don't know	1%	0%	0%	0%	0%	0%

 = Significantly higher than other segments

 = Significantly lower than other segments

D1. How many years have you lived in your home?

D2. Which of the following best describes your type of home?

Demographics— Cooling System / Age

	Cool Cash Participants	Cool Keeper Participants	Home Energy Participants	See Ya Later Participants	TOTAL Participants	Non-Participants
<i>Number responding</i>	109	304	101	100	614	407

Cooling System

Whole house central A/C	64%	96%	81%	56%	82%	62%
Rooftop evaporative cooler	18%	1%	13%	18%	9%	15%
Window evaporative cooler	10%	0%	1%	7%	3%	9%
Window A/C unit	7%	3%	1%	11%	5%	7%
Other	0%	0%	0%	1%	0%	6%
None	0%	0%	2%	6%	1%	6%
Don't know	4%	2%	2%	2%	2%	1%

Age Category

18-25	4%	3%	2%	3%	3%	2%
26-35	16%	14%	15%	19%	15%	18%
36-45	13%	16%	21%	11%	15%	15%
46-55	22%	17%	22%	30%	21%	23%
56-65	17%	16%	18%	17%	17%	16%
Over 65	26%	33%	19%	16%	26%	26%
Refuse/no answer	3%	1%	4%	4%	2%	1%

 = Significantly higher than other segments

 = Significantly lower than other segments

D3. What type of cooling system do you have in your home? (Multiple responses allowed. Percent mentioned.)

D4. Which of the following ranges includes your age?

Demographics—

Number in Household

	Cool Cash Participants	Cool Keeper Participants	Home Energy Participants	See Ya Later Participants	TOTAL Participants	Non-Participants
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Number in Household

Number responding	Cool Cash	Cool Keeper	Home Energy	See Ya Later	TOTAL	Non-Participants
Number responding	109	304	101	100	614	407
One	11%	13%	7%	12%	11%	13%
Two	45%	37%	30%	34%	37%	34%
Three or four	33%	30%	41%	33%	33%	31%
Five or more	8%	20%	22%	20%	18%	23%
Refuse	4%	1%	1%	1%	1%	0%

Number in Household under age 18

Number responding	Cool Cash	Cool Keeper	Home Energy	See Ya Later	TOTAL	Non-Participants
Number responding	93	264	93	87	537	354
None	63%	55%	46%	47%	54%	52%
One	15%	10%	16%	13%	12%	17%
Two	14%	17%	18%	23%	18%	13%
Three or four	6%	14%	15%	12%	13%	14%
Five or more	1%	3%	4%	3%	3%	3%
Refuse	0%	0%	0%	1%	0%	0%

 = Significantly higher than other segments

 = Significantly lower than other segments

D4. Including yourself and any children, how many people currently live in your household?

D5. [IF TWO OR MORE IN HOUSEHOLD] How many are under the age of 18?

Demographics— Education / Income

	Cool Cash Participants	Cool Keeper Participants	Home Energy Participants	See Ya Later Participants	TOTAL Participants	Non-Participants
<i>Number responding</i>	109	304	101	100	614	407

Education

High school or less	18%	19%	14%	26%	19%	20%
Trade/tech/vocational school	5%	3%	2%	4%	3%	3%
Some college	33%	27%	20%	29%	27%	26%
College graduate	26%	35%	34%	25%	31%	35%
Advanced/post-college graduate	16%	16%	24%	12%	16%	16%
Refuse/no answer	3%	1%	7%	4%	3%	1%

Household Income

Under \$25,000	8%	7%	3%	6%	7%	9%
\$25,000 to \$50,000	17%	21%	9%	23%	19%	24%
\$50,001 to \$75,000	21%	17%	15%	22%	18%	23%
\$75,001 to \$100,000	16%	18%	26%	13%	18%	15%
More than \$100,000	12%	11%	12%	11%	11%	13%
Refuse / no answer	27%	25%	36%	25%	27%	17%

 = Significantly higher than other segments

 = Significantly lower than other segments

D6. What is the highest level of school that you have completed?

D7. In which of the following categories is your total annual household income?

Rocky Mountain Power

Utah Residential Energy Efficiency Survey

Quota = 109 Randomly Selected Cool Cash Incentive Participants
 Quota = 304 Randomly Selected Cool Keeper Incentive Participants
 Quota = 101 Randomly Selected Home Energy Savings Incentive Participants
 Quota = 100 Randomly Selected See Ya Later Refrigerator Incentive Participants

INTRODUCTION

Hello, I'm _____ from Dan Jones & Associates calling on behalf of Rocky Mountain Power. Rocky Mountain Power has asked us to contact some of their customers to determine how well you are being served. Is this the person who would be most likely to contact Rocky Mountain Power about their service?

(IF NECESSARY: This is only a research study - not telemarketing. Your name and the answers you give will be completely confidential and your participation will never result in any attempt to sell you anything.)

SCREENING

S1 RECORD GENDER.

	Total	Cool Cash Incentives	Cool Keeper Incentives	Home Energy Incentives	See Ya Later Incentives
	n=614	n=109	n=304	n=101	n=100
Male	42%	48%	39%	41%	45%
Female (MAXIMUM 60% FEMALE)	58%	52%	61%	59%	55%

S2 Just to confirm our records, is Rocky Mountain Power your electric utility company?

	Total	Cool Cash Incentives	Cool Keeper Incentives	Home Energy Incentives	See Ya Later Incentives
	n=614	n=109	n=304	n=101	n=100
Yes → CONTINUE	100%	100%	100%	100%	100%
No → THANK AND END INTERVIEW	0%	0%	0%	0%	0%
DK → THANK AND END INTERVIEW	0%	0%	0%	0%	0%

S3 Our records indicate that your household has participated in Rocky Mountain Power's Cool Cash Incentive program that provides customers with cash incentives from \$50 - \$300 for purchasing and installing a qualified evaporative cooling system or high-efficiency central air conditioner. Has your household participated in the _____ program?

	Total	Cool Cash Incentives	Cool Keeper Incentives	Home Energy Incentives	See Ya Later Incentives
	n=614	n=109	n=304	n=101	n=100
Yes → CONTINUE	100%	100%	100%	100%	100%
No → THANK AND END INTERVIEW	0%	0%	0%	0%	0%
DK → THANK AND END INTERVIEW	0%	0%	0%	0%	0%

S4 For our research, we need to speak to the person in your household who actually signed up for the _____ program. Are you that person?

	Total	Cool Cash Incentives	Cool Keeper Incentives	Home Energy Incentives	See Ya Later Incentives
	n=614	n=109	n=304	n=101	n=100
Yes → CONTINUE	100%	100%	100%	100%	100%
No → ASK FOR REFERRAL	0%	0%	0%	0%	0%
DK → THANK AND END INTERVIEW	0%	0%	0%	0%	0%

CUSTOMER SATISFACTION

Q1 Based on your overall experience with Rocky Mountain Power, how satisfied would you say you are with Rocky Mountain Power, using a 1 to 10 scale where 1 means “very dissatisfied” and 10 means “very satisfied?” You may use any number from “one” to “ten.”

	Total	Cool Cash Incentives	Cool Keeper Incentives	Home Energy Incentives	See Ya Later Incentives
	n=614	n=109	n=304	n=101	n=100
1 Very dissatisfied	1%	0%	1%	2%	0%
2	0%	1%	0%	1%	0%
3	1%	2%	1%	1%	0%
4	1%	2%	1%	2%	2%
5	5%	6%	5%	7%	4%
6	3%	4%	3%	3%	6%
7	9%	9%	9%	10%	7%
8	24%	26%	21%	30%	22%
9	18%	15%	19%	16%	19%
10 Very satisfied	37%	36%	40%	29%	38%
Don't know	1%	1%	1%	0%	2%
Mean score	8.43	8.31	8.55	8.04	8.57

Q2 Now I'd like to ask you some questions about the service you receive from Rocky Mountain Power. Please rate the following items using the same 10-point scale where 1 means "very dissatisfied" and 10 means "very satisfied." **RECORD RATING FOR EACH ITEM. ROTATE ITEMS.**

Total monthly cost of your electric service

	Total	Cool Cash Incentives	Cool Keeper Incentives	Home Energy Incentives	See Ya Later Incentives
	n=614	n=109	n=304	n=101	n=100
1 Very dissatisfied	3%	0%	3%	7%	3%
2	1%	1%	1%	2%	1%
3	3%	3%	5%	2%	1%
4	6%	3%	7%	8%	6%
5	20%	23%	17%	22%	21%
6	9%	6%	12%	5%	8%
7	16%	17%	15%	20%	17%
8	16%	17%	15%	17%	20%
9	8%	6%	9%	4%	12%
10 Very satisfied	13%	18%	14%	9%	8%
Don't know	3%	6%	2%	5%	3%
Mean score	6.65	7.10	6.62	6.16	6.72

Their concern for the environment

	Total	Cool Cash Incentives	Cool Keeper Incentives	Home Energy Incentives	See Ya Later Incentives
	n=614	n=109	n=304	n=101	n=100
1 Very dissatisfied	1%	0%	0%	3%	0%
2	0%	0%	0%	1%	1%
3	1%	4%	1%	1%	1%
4	2%	2%	2%	2%	2%
5	8%	6%	11%	5%	7%
6	5%	6%	3%	9%	3%
7	11%	10%	12%	13%	11%
8	17%	13%	18%	18%	17%
9	11%	12%	11%	11%	11%
10 Very satisfied	17%	24%	16%	11%	20%
Don't know	26%	23%	27%	27%	27%
Mean score	7.73	7.89	7.75	7.28	7.92

Usefulness of their suggestions on ways you can reduce your energy usage and lower your monthly electric bill

	Total n=614	Cool Cash Incentives n=109	Cool Keeper Incentives n=304	Home Energy Incentives n=101	See Ya Later Incentives n=100
1 Very dissatisfied	2%	2%	2%	2%	2%
2	1%	1%	1%	1%	0%
3	1%	0%	1%	0%	3%
4	2%	2%	2%	2%	0%
5	11%	8%	12%	11%	13%
6	6%	5%	7%	8%	4%
7	13%	12%	12%	17%	15%
8	22%	22%	22%	21%	23%
9	11%	17%	11%	9%	8%
10 Very satisfied	22%	26%	23%	18%	23%
Don't know	8%	6%	8%	12%	9%
Mean score	7.64	7.96	7.59	7.45	7.59

ENERGY EFFICIENCY ACTIONS AND ISSUES

Q3 Now I'm going to ask a few questions about energy efficiency and energy conservation. First, have you taken any actions at home or changed anything in your household in order to save electricity during the past year?

	Total n=614	Cool Cash Incentives n=109	Cool Keeper Incentives n=304	Home Energy Incentives n=101	See Ya Later Incentives n=100
Yes	83%	90%	77%	94%	85%
No	16%	9%	23%	6%	15%
Don't know	0%	1%	0%	0%	0%

Q4 What actions have you taken or equipment you have installed in your home in order to save electricity? **PROBE AND CLARIFY. MULTIPLE RESPONSES ALLOWED.**

	Total n=507	Cool Cash Incentives n=98	Cool Keeper Incentives n=229	Home Energy Incentives n=95	See Ya Later Incentives n=85
Don't know	0%	0%	0%	0%	0%
Light bulbs/energy saving	32%	22%	36%	31%	35%
New windows	7%	9%	6%	5%	12%
Added insulation	4%	3%	3%	6%	7%
Turn heat down/adjust thermostat	5%	3%	7%	5%	2%
Turn off lights	8%	2%	11%	3%	12%
Cool keeper program	4%	0%	7%	1%	0%
Changed furnace/replaced furnace	5%	15%	2%	2%	2%
Energy efficient appliances	17%	1%	11%	43%	24%
New air conditioner/central air	8%	38%	1%	1%	1%
Conserve/ use less	3%	2%	5%	1%	1%
New hot water heater	0%	0%	0%	1%	0%
New doors/ storm doors	1%	0%	3%	0%	0%
Miscellaneous	5%	4%	7%	0%	4%

Q5 What are the main reasons you have taken steps to conserve electricity in your home? **DO NOT READ LIST. PROBE AND CLARIFY. MULTIPLE RESPONSES ALLOWED.**
(Percent mentioned)

	Total	Cool Cash Incentives	Cool Keeper Incentives	Home Energy Incentives	See Ya Later Incentives
	N=511	n=98	n=233	n=95	n=85
Save money	89%	82%	90%	94%	92%
Protect the environment	24%	33%	25%	22%	14%
Reduce global warming	4%	3%	6%	3%	1%
Help avoid power interruptions	1%	2%	2%	1%	0%
Help reduce the need for new electricity infrastructure	8%	10%	6%	6%	12%
Other, (specify)	7%	12%	5%	12%	5%
Don't know/None	1%	1%	0%	0%	1%

Q6A During the past year, have you contacted any person, company or agency to get information about how you can make your home more energy efficient and lower your electric bill?

	Total	Cool Cash Incentives	Cool Keeper Incentives	Home Energy Incentives	See Ya Later Incentives
	n=614	n=109	n=304	n=101	n=100
Yes→ CONTINUE	13%	20%	11%	15%	13%
No→ SKIP TO Q7	86%	80%	89%	85%	86%
Don't know→ SKIP TO Q7	0%	0%	0%	0%	1%

Q6B Who have you contacted to get information on how to make your home more energy efficient? **DO NOT READ LIST. PROBE AND CLARIFY. MULTIPLE RESPONSES ALLOWED.** (Percent mentioned)

	Total	Cool Cash Incentives	Cool Keeper Incentives	Home Energy Incentives	See Ya Later Incentives
	N=82	n=22	n=32	n=15	n=13
Rocky Mountain Power	26%	14%	28%	20%	46%
Questar	9%	5%	9%	7%	15%
State of Utah Energy Office	4%	0%	3%	7%	8%
U.S. Department of Energy	1%	0%	3%	0%	0%
A home builder's association	0%	0%	0%	0%	0%
A home improvement retailer (e.g., Home Depot, Lowe's)	9%	9%	9%	7%	8%
A home appliance dealer	11%	14%	6%	20%	8%
A contractor (e.g., heating, air conditioning, insulation, window contractor)	33%	45%	25%	40%	23%
Web sites	9%	9%	3%	13%	15%
Friends, family, neighbors or co-workers	10%	23%	6%	0%	8%
Other, (specify)	15%	9%	25%	13%	0%

Q7 Now I'd like you to rate some companies and agencies in terms of how much you trust them to give you honest and accurate information on how you can save electricity in your home. Please rate the companies and agencies using a 10-point scale where 1 means "you do not trust them at all" and 10 means "you trust them completely." **RECORD RATING FOR EACH COMPANY AND AGENCY. ROTATE ITEMS.**

Rocky Mountain Power

	Total n=614	Cool Cash Incentives n=109	Cool Keeper Incentives n=304	Home Energy Incentives n=101	See Ya Later Incentives n=100
1 Do not trust at all	1%	1%	1%	1%	0%
2	1%	0%	1%	1%	1%
3	0%	0%	1%	0%	1%
4	1%	1%	2%	2%	0%
5	9%	12%	7%	9%	15%
6	5%	4%	5%	4%	8%
7	18%	17%	18%	22%	13%
8	26%	27%	27%	23%	23%
9	15%	9%	15%	20%	19%
10 You trust them completely	21%	28%	20%	17%	19%
Don't know	2%	2%	3%	2%	1%
Mean score	7.82	7.93	7.83	7.76	7.72

Questar

	Total n=614	Cool Cash Incentives n=109	Cool Keeper Incentives n=304	Home Energy Incentives n=101	See Ya Later Incentives n=100
1 Do not trust at all	2%	0%	2%	1%	3%
2	1%	2%	1%	2%	2%
3	2%	1%	2%	3%	2%
4	3%	4%	3%	2%	2%
5	11%	11%	8%	14%	16%
6	8%	8%	10%	3%	8%
7	15%	10%	18%	15%	14%
8	26%	30%	26%	28%	21%
9	10%	8%	11%	11%	10%
10 You trust them completely	16%	20%	15%	14%	18%
Don't know	5%	6%	5%	8%	4%
Mean score	7.35	7.56	7.37	7.29	7.14

State of Utah Energy Office

	Total n=614	Cool Cash Incentives n=109	Cool Keeper Incentives n=304	Home Energy Incentives n=101	See Ya Later Incentives n=100
1 Do not trust at all	2%	4%	2%	2%	2%
2	1%	0%	2%	1%	1%
3	1%	0%	1%	0%	0%
4	1%	0%	2%	2%	0%
5	9%	11%	9%	5%	10%
6	5%	8%	4%	3%	7%
7	12%	11%	10%	18%	14%
8	17%	14%	18%	15%	18%
9	12%	17%	12%	12%	9%
10 You trust them completely	10%	15%	8%	13%	9%
Don't know	29%	21%	32%	30%	30%
Mean score	7.34	7.49	7.22	7.59	7.27

A home builder's association

	Total n=614	Cool Cash Incentives n=109	Cool Keeper Incentives n=304	Home Energy Incentives n=101	See Ya Later Incentives n=100
1 Do not trust at all	3%	4%	2%	4%	3%
2	3%	1%	3%	3%	5%
3	4%	6%	4%	1%	2%
4	4%	2%	3%	4%	7%
5	19%	21%	18%	14%	21%
6	8%	7%	8%	8%	8%
7	14%	17%	14%	17%	10%
8	12%	10%	12%	11%	14%
9	2%	2%	2%	1%	4%
10 You trust them completely	3%	2%	3%	4%	3%
Don't know	30%	28%	31%	34%	23%
Mean score	5.91	5.77	5.95	6.01	5.82

A home improvement retailer

	Total n=614	Cool Cash Incentives n=109	Cool Keeper Incentives n=304	Home Energy Incentives n=101	See Ya Later Incentives n=100
1 Do not trust at all	3%	2%	2%	5%	3%
2	2%	4%	1%	3%	4%
3	4%	3%	5%	4%	3%
4	6%	7%	6%	7%	4%
5	22%	25%	20%	24%	23%
6	14%	12%	16%	13%	9%
7	15%	12%	14%	15%	21%
8	14%	18%	11%	16%	18%
9	3%	2%	5%	1%	1%
10 You trust them completely	3%	4%	2%	1%	5%
Don't know	14%	12%	17%	12%	9%
Mean score	5.92	5.97	5.94	5.63	6.10

A home appliance dealer

	Total n=614	Cool Cash Incentives n=109	Cool Keeper Incentives n=304	Home Energy Incentives n=101	See Ya Later Incentives n=100
1 Do not trust at all	4%	2%	4%	3%	6%
2	2%	4%	1%	4%	2%
3	4%	6%	4%	2%	6%
4	7%	6%	8%	5%	9%
5	25%	28%	24%	27%	21%
6	12%	10%	13%	9%	13%
7	15%	16%	12%	21%	18%
8	15%	16%	14%	17%	11%
9	3%	2%	5%	1%	3%
10 You trust them completely	4%	4%	4%	3%	5%
Don't know	9%	8%	11%	9%	6%
Mean score	5.91	5.86	5.97	5.96	5.72

Q8 What do you think is the most effective way for Rocky Mountain Power to communicate with you on how to lower your electricity usage and save money on your electric bill?
READ LIST. ONE ANSWER ALLOWED.

	Total n=614	Cool Cash Incentives n=109	Cool Keeper Incentives n=304	Home Energy Incentives n=101	See Ya Later Incentives n=100
Their Web site	4%	4%	4%	3%	5%
A phone call from a company representative	4%	2%	3%	7%	4%
An insert that comes with your electric bill	62%	57%	65%	60%	58%
A mailing separate from your electric bill	8%	10%	8%	7%	7%
Advertisements in newspaper, radio or TV	12%	17%	11%	7%	13%
An email from the company	7%	6%	6%	12%	7%
Other, (specify)	2%	4%	2%	3%	1%
Don't know	2%	1%	1%	1%	5%

ENERGY EFFICIENCY PROGRAM IMPORTANCE

Q9 How important is it for Rocky Mountain Power to offer customers programs to help conserve electricity? Would you say it is very important, somewhat important, not very important, or not at all important? **READ LIST. ONE ANSWER ONLY.**

	Total	Cool Cash Incentives	Cool Keeper Incentives	Home Energy Incentives	See Ya Later Incentives
	n=614	n=109	n=304	n=101	n=100
Very important	79%	82%	80%	78%	74%
Somewhat important	17%	17%	16%	18%	19%
Not very important	2%	0%	2%	0%	4%
Not at all important	1%	1%	1%	3%	1%
Don't know	1%	0%	2%	1%	2%

UNAIDED AWARENESS - ROCKY MOUNTAIN POWER ENERGY EFFICIENCY PROGRAMS

Q10 Besides the _____ program, are you aware of any energy efficiency programs that are currently offered by Rocky Mountain Power to help you save electricity and lower your bill?

	Total	Cool Cash Incentives	Cool Keeper Incentives	Home Energy Incentives	See Ya Later Incentives
	n=614	n=109	n=304	n=101	n=100
Yes → CONTINUE	23%	22%	16%	37%	33%
No → SKIP TO Q14	76%	77%	84%	59%	67%
Don't know → SKIP TO Q14	1%	1%	1%	4%	0%

Q11 What energy efficiency programs are you aware of that are currently offered by Rocky Mountain Power? **DO NOT READ LIST. MULTIPLES ALLOWED.** (Percent mentioned)

	Total	Cool Cash Incentives	Cool Keeper Incentives	Home Energy Incentives	See Ya Later Incentives
	N=142	n=24	n=48	n=37	n=33
Cool Keeper	42%	50%	25%	54%	48%
See Ya Later, Refrigerator/ Refrigerator Recycling	33%	38%	52%	30%	6%
ENERGY STAR New Homes	10%	4%	10%	8%	15%
Cool Cash Incentive	12%	17%	15%	8%	9%
Home Energy Savings	8%	4%	15%	5%	6%
Time of Day	2%	4%	4%	0%	0%
Home Energy Analysis	1%	4%	2%	0%	0%
PowerForward	5%	4%	4%	3%	9%
Other, (specify) _____	15%	0%	21%	16%	15%

INTERVIEWER: RECORD AS “AWARE” IF: (1) CORRECT PROGRAM NAMED ABOVE, OR (2) CUSTOMER GIVES APPROPRIATE PROGRAM DESCRIPTION BELOW.

- A. Cool Keeper: this program helps save electricity during peak usage times in the summer. Rocky Mountain Power installs a device near the customer’s central air conditioner, and can remotely tell this device to turn air conditioners on and off in 15 minute segments on weekday afternoons. This system is activated about 10-15 times during the summer and results in a slight temperature rise in your home that most customers say they do not notice. Participants receive a \$20 credit on their electric bills every summer they participate in the program.
- B. See Ya Later, Refrigerator: in this program, Rocky Mountain Power will pick up your old working refrigerator or freezer and properly recycle about 90% of its parts. Participants receive a \$30 cash incentive for taking part in the program.
- . ENERGY STAR New Homes: this program promotes the construction of ENERGY STAR homes that have high performance windows, tight ducts, energy efficient appliances and lighting, and upgraded heating and cooling systems that make these new homes more energy efficient than standard new homes.
 - . Cool Cash Incentive: this program provides cash incentives from \$50 - \$300 to customers who purchase and install qualifying evaporative cooling systems or high-efficiency central air conditioners.
 - . Home Energy Savings: this program offers cash incentives to customers who buy energy efficient appliances, water heaters, lighting, insulation, energy efficient windows, or improve the heating and cooling systems in their home.
- C. Time of Day: in this program, the price customers pay for electricity depends on when it is used. During the summer, the price of electricity is divided into two time periods – on-peak and off-peak. Customers can save money on their electric bill if they can shift a substantial amount of their electricity usage away from on-peak time periods (Monday – Friday from 1:00 – 8:00 p.m.) to off-peak periods (all other hours).
- . Home Energy Analysis: in this program, customers complete and mail a form about their home’s energy usage and how their home is built. A Rocky Mountain Power energy expert will then mail you information about your energy usage, and give you personalized recommendations to make your home more energy efficient.
- H. PowerForward: this program is designed to notify Utah citizens and businesses of days when additional conservation measures are needed. The PowerForward days are classified as Green, Yellow and Red, and a different set of conservation measures are recommended depending on the need for the State of Utah to conserve electricity.

ASK Q12 FOR EACH OF THE FOLLOWING PROGRAMS THAT CUSTOMER IS AWARE OF IN Q11:

Q12 How did you first hear about (NAME OF PROGRAM)? DO NOT READ LIST. MULTIPLES ALLOWED.

See Ya Later Refrigerator

	Total n=45	Cool Cash Incentives n=9	Cool Keeper Incentives n=25	Home Energy Incentives n=11	See Ya Later Incentives
Rocky Mountain Power Web site	2%	0%	0%	9%	-
Personal or phone contact by Rocky Mountain Power representative	4%	0%	8%	0%	-
Insert that came with electric bill	16%	11%	20%	9%	-
Direct mail from Rocky Mountain Power	2%	0%	4%	0%	-
Advertisements in newspaper	9%	0%	16%	0%	-
Advertisements in billboards	0%	0%	0%	0%	-
Advertisements in radio ad	4%	0%	8%	0%	-
Advertisements in TV	58%	56%	52%	73%	-
Friends, family, neighbors or co-workers	7%	22%	4%	0%	-
Door hanger	0%	0%	0%	0%	-
A home builder's association	0%	0%	0%	0%	-
A home improvement retailer (e.g., Home Depot, Lowe's)	2%	0%	0%	9%	-
A home appliance dealer	4%	11%	0%	9%	-
A contractor (e.g., heating, air conditioning, insulation, window contractor)	2%	11%	0%	0%	-
Other, (specify)	0%	0%	0%	0%	-
Don't know/None	2%	0%	4%	0%	-

Home Energy Savings

	Total n=10	Cool Cash Incentives n=1	Cool Keeper Incentives n=7	Home Energy See Ya Later Incentives	Incentives n=2
Rocky Mountain Power Web site	0%	0%	0%	-	0%
Personal or phone contact by Rocky Mountain Power Representative	10%	0%	14%	-	0%
Insert that came with electric bill	20%	0%	0%	-	50%
Direct mail from Rocky Mountain Power	10%	0%	14%	-	0%
Advertisements in newspaper	0%	0%	0%	-	0%
Advertisements in billboards	0%	0%	0%	-	0%
Advertisements in radio ad	0%	0%	0%	-	0%
Advertisements in TV	10%	0%	14%	-	0%
Friends, family, neighbors or co-workers	20%	0%	14%	-	50%
Door hanger	0%	0%	0%	-	0%
A home builder's association	0%	0%	0%	-	0%
A home improvement retailer (e.g., Home Depot, Lowe's)	0%	0%	0%	-	0%
A home appliance dealer	0%	0%	0%	-	0%
A contractor (e.g., heating, air conditioning, insulation, window contractor)	0%	0%	0%	-	0%
Other, (specify)	20%	0%	29%	-	0%
Don't know/None	10%	100%	14%	-	0%

Cool Keeper

	Total n=48	Cool Cash Incentives N=12	Cool Keeper Incentives	Home Energy Incentives n=20	See Ya Later Incentives n=16
Rocky Mountain Power Web site	0%	0%	-	0%	0%
Personal or phone contact by Rocky Mountain Power representative	4%	8%	-	5%	0%
Insert that came with electric bill	63%	67%	-	65%	56%
Direct mail from Rocky Mountain Power	25%	17%	-	35%	19%
Advertisements in newspaper	2%	8%	-	0%	0%
Advertisements in billboards	2%	0%	-	5%	0%
Advertisements in radio ad	2%	0%	-	5%	0%
Advertisements in TV	13%	17%	-	15%	6%
Friends, family, neighbors or co-workers	6%	8%	-	5%	6%
Door hanger	0%	0%	-	0%	0%
A home builder's association	0%	0%	-	0%	0%
A home improvement retailer (e.g., Home Depot, Lowe's)	2%	0%	-	0%	6%
A home appliance dealer	0%	0%	-	0%	0%
A contractor (e.g., heating, air conditioning, insulation, window contractor)	0%	0%	-	0%	0%
Other, (specify)	6%	0%	-	0%	19%
Don't know/None	0%	0%	-	0%	0%

Cool Cash Incentives

	Total n=13	Cool Cash Incentives	Cool Keeper Incentives n=7	Home Energy Incentives n=3	See Ya Later Incentives n=3
Rocky Mountain Power Web site	0%	-	0%	0%	0%
Personal or phone contact by Rocky Mountain Power representative	8%	-	14%	0%	0%
Insert that came with electric bill	31%	-	14%	100%	0%
Direct mail from Rocky Mountain Power	23%	-	29%	0%	33%
Advertisements in newspaper	8%	-	14%	0%	0%
Advertisements in billboards	0%	-	0%	0%	0%
Advertisements in radio ad	15%	-	14%	0%	33%
Advertisements in TV	15%	-	29%	0%	0%
Friends, family, neighbors or co-workers	0%	-	0%	0%	0%
Door hanger	0%	-	0%	0%	0%
A home builder's association	0%	-	0%	0%	0%
A home improvement retailer (e.g., Home Depot, Lowe's)	0%	-	0%	0%	0%
A home appliance dealer	0%	-	0%	0%	0%
A contractor (e.g., heating, air conditioning, insulation, window contractor)	8%	-	14%	0%	0%
Other, (specify)	8%	-	0%	0%	33%
Don't know/None	0%	-	0%	0%	0%

ASK Q13 FOR EACH OF THE FOLLOWING PROGRAMS THAT CUSTOMER IS AWARE OF IN Q11:

Q13 Have you ever participated in **(NAME OF PROGRAM)**? **READ PROGRAM DESCRIPTION. ROTATE ITEMS.**

See Ya Later Refrigerator

	Total	Cool Cash Incentives	Cool Keeper Incentives	Home Energy Incentives	See Ya Later Incentives
	n=45	n=9	n=25	n=11	
Yes → CONTINUE	44%	56%	40%	45%	-
No → CONTINUE	56%	44%	60%	55%	-
Don't know → CONTINUE	0%	0%	0%	0%	-

Home Energy Savings

	Total	Cool Cash Incentives	Cool Keeper Incentives	Home Energy Incentives	See Ya Later Incentives
	n=10	n=1	n=7		n=2
Yes → CONTINUE	20%	100%	14%	-	0%
No → CONTINUE	80%	0%	86%	-	100%
Don't know → CONTINUE	0%	0%	0%	-	0%

Cool Keeper

	Total	Cool Cash Incentives	Cool Keeper Incentives	Home Energy Incentives	See Ya Later Incentives
	n=48	n=12		n=20	n=16
Yes → CONTINUE	27%	25%	-	35%	19%
No → CONTINUE	73%	75%	-	65%	81%
Don't know → CONTINUE	4%	0%	-	0%	0%

Cool Cash

	Total	Cool Cash Incentives	Cool Keeper Incentives	Home Energy Incentives	See Ya Later Incentives
	n=13		n=7	n=3	n=3
Yes → CONTINUE	23%	-	29%	0%	33%
No → CONTINUE	69%	-	71%	67%	67%
Don't know → CONTINUE	8%	-	0%	33%	0%

Cool Keeper: this program helps save electricity during peak usage times in the summer. Rocky Mountain Power installs a device near the customer's central air conditioner, and can remotely tell this device to turn air conditioners on and off in 15 minute segments on weekday afternoons. This system is activated about 10-15 times during the summer and results in a slight temperature rise in your home that most customers say they do not notice. Participants receive a \$20 credit on their electric bills every summer they participate in the program.

See Ya Later, Refrigerator: in this program, Rocky Mountain Power will pick up your old working refrigerator or freezer and properly recycle about 90% of its parts. Participants receive a \$30 cash incentive for taking part in the program.

Home Energy Savings: this program offers cash incentives to customers who buy energy efficient appliances, water heaters, lighting, insulation, energy efficient windows, or improve the heating and cooling systems in their home.

INCENTIVE PROGRAM SATISFACTION

Now I'd like to ask you a few questions about the _____ Incentive program.

Q14 How did you first hear about the _____ Incentive program? **DO NOT READ LIST. MULTIPLES ALLOWED.** (Percent mentioned)

	Total n=614	Cool Cash Incentives n=109	Cool Keeper Incentives n=304	Home Energy Incentives n=101	See Ya Later Incentives n=100
Rocky Mountain Power Web site	2%	2%	2%	3%	1%
Personal or phone contact by Rocky Mountain Power representative	4%	5%	6%	1%	1%
Insert that came with electric bill	36%	7%	57%	33%	10%
Direct mail from Rocky Mountain Power	11%	2%	19%	6%	3%
Advertisements in newspaper	3%	4%	3%	2%	6%
Advertisements in billboards	0%	0%	0%	0%	1%
Advertisements in radio ad	2%	4%	1%	0%	7%
Advertisements in TV	15%	8%	5%	9%	59%
Friends, family, neighbors or co-workers	8%	14%	5%	3%	16%
Door hanger	1%	1%	1%	0%	0%
A home builder's association	0%	0%	0%	1%	0%
A home improvement retailer (e.g., Home Depot, Lowe's)	6%	15%	1%	15%	4%
A home appliance dealer	9%	21%	1%	30%	3%
A contractor (e.g., heating, air conditioning, insulation, window contractor)	7%	34%	1%	4%	0%
Other, (specify)	3%	2%	4%	3%	2%
Don't know/None	3%	2%	4%	3%	1%

Q15 What are the main reasons that you decided to participate in the _____ Incentive program? **DO NOT READ LIST. MULTIPLE RESPONSES ALLOWED.** (Percent mentioned)

	Total n=614	Cool Cash Incentives n=109	Cool Keeper Incentives n=304	Home Energy Incentives n=101	See Ya Later Incentives n=100
Save money	76%	83%	78%	87%	51%
Protect the environment	16%	7%	21%	13%	14%
Reduce global warming	2%	1%	2%	3%	1%
Help avoid power interruptions	5%	1%	9%	2%	0%
Help reduce the need for new electricity infrastructure	10%	12%	12%	3%	11%
Other, (specify)	21%	22%	13%	11%	56%
None	1%	0%	1%	2%	0%

Q16 Overall, how satisfied would you say you are with Rocky Mountain Power's _____ Incentive program? Please give me a number from 1 to 10 where 1 means "very dissatisfied" and 10 means "very satisfied?"

	Total n=614	Cool Cash Incentives n=109	Cool Keeper Incentives n=304	Home Energy Incentives n=101	See Ya Later Incentives n=100
1 Very dissatisfied	2%	1%	3%	3%	1%
2	1%	0%	1%	0%	0%
3	1%	2%	1%	2%	0%
4	0%	0%	0%	1%	0%
5	5%	6%	7%	4%	2%
6	3%	2%	4%	5%	0%
7	7%	6%	7%	14%	3%
8	17%	12%	17%	26%	10%
9	14%	23%	11%	15%	16%
10 Very satisfied	45%	49%	43%	26%	68%
Don't know	4%	0%	7%	5%	0%
Mean score	8.51	8.78	8.30	7.96	9.36

Q17 What, if anything, would you like to see Rocky Mountain Power do to improve the _____ Incentive program? **PROBE AND CLARIFY. MULTIPLE RESPONSES ALLOWED.**

	Total n=614	Cool Cash Incentives n=109	Cool Keeper Incentives n=304	Home Energy Incentives n=101	See Ya Later Incentives n=100
Don't know	15%	13%	18%	20%	3%
Satisfied	6%	9%	5%	4%	9%
Nothing	45%	39%	45%	34%	59%
More/larger rebates/incentives	6%	10%	6%	1%	6%
Faster turnaround	3%	8%	0%	1%	7%
Advertise	5%	7%	4%	7%	4%
Live up to agreement/send rebate	1%	2%	1%	2%	1%
Continue program	1%	5%	1%	2%	0%
Miscellaneous	5%	6%	4%	8%	5%
Lower rates/cost less	5%	-	4%	15%	0%
Offer more programs	2%	-	0%	5%	5%
Improve customer service	1%	-	2%	2%	0%
Show us the savings	2%	-	4%	-	1%
House gets too hot	2%	-	4%	-	-
Don't see any difference	0%	-	1%	-	-

QUESTAR ENERGY EFFICIENCY PROGRAMS: UNAIDED AWARENESS

Q18 Are you aware of any energy efficiency programs that are currently offered by Questar, the natural gas company that serves most of Utah?

	Total n=614	Cool Cash Incentives n=109	Cool Keeper Incentives n=304	Home Energy Incentives n=101	See Ya Later Incentives n=100
Yes → Continue	17%	20%	10%	33%	21%
No → Skip to demographics	81%	78%	89%	64%	79%
Don't know → Skip to demographics	1%	2%	1%	3%	0%

Q19 What energy efficiency programs are you aware of that are currently offered by Questar? **DO NOT READ LIST. MULTIPLES ALLOWED.**

	Total n=106	Cool Cash Incentives n=22	Cool Keeper Incentives n=30	Home Energy Incentives n=33	See Ya Later Incentives n=21
ThermWise Home Energy Audit	25%	23%	47%	3%	29%
ThermWise Appliance Rebate	60%	64%	40%	85%	48%
ThermWise Weatherization Rebate	17%	23%	17%	9%	24%
Other, (specify) _____	8%	0%	17%	3%	10%
Don't know/None	9%	14%	10%	3%	10%

INTERVIEWER: RECORD AS “AWARE” IF: (1) CORRECT PROGRAM NAMED ABOVE, OR (2) CUSTOMER GIVES APPROPRIATE PROGRAM DESCRIPTION BELOW.

- A. ThermWise Home Energy Audit: in this program, a Questar technician visits your home and makes recommendations on energy efficiency improvements. This audit costs \$25, but this is refundable if you make any of the recommended improvements.
- . ThermWise Appliance Rebate: this program provides customers with rebates when you purchase energy efficient appliances for your home.
- C. ThermWise Weatherization Rebate: this program provides rebates for weatherizing your home with new windows, insulation or for sealing your ducts.

ASK Q20 FOR EACH OF THE FOLLOWING PROGRAMS THAT CUSTOMER IS AWARE OF IN Q19:

Q20 How did you first hear about this **(NAME OF PROGRAM)**? **DO NOT READ LIST. MULTIPLES ALLOWED.** (Percent mentioned)

ThermWise Home Energy Audit

	Total n=26	Cool Cash Incentives n=5	Cool Keeper Incentives n=14	Home Energy See Ya Later Incentives n=1	See Ya Later Incentives n=6
Questar web site	12%	20%	7%	0%	17%
Personal or phone contact by Questar representative	8%	20%	7%	0%	0%
Insert that came with gas bill	27%	40%	21%	100%	17%
Direct mail from Questar Gas	4%	0%	7%	0%	0%
Advertisements in newspaper, billboards, radio ad or TV	35%	20%	29%	0%	67%
Friends, family, neighbors or co-workers	0%	0%	0%	0%	0%
Door hanger	4%	0%	7%	0%	0%
A home builder’s association	0%	0%	0%	0%	0%
A home improvement retailer (e.g., Home Depot, Lowe’s)	4%	0%	7%	0%	0%
A home appliance dealer	0%	0%	0%	0%	0%
A contractor (e.g., heating, air conditioning, insulation, window contractor)	8%	40%	0%	0%	0%
Other, (specify)	12%	0%	14%	0%	17%
Don’t know/None	0%	0%	0%	0%	0%

ThermWise Appliance Rebate

	Total N=64	Cool Cash Incentives n=14	Cool Keeper Incentives n=12	Home Energy Incentives n=28	See Ya Later Incentives n=10
Questar web site	5%	7%	0%	7%	0%
Personal or phone contact by Questar representative	2%	0%	8%	0%	0%
Insert that came with gas bill	20%	14%	33%	11%	40%
Direct mail from Questar	5%	0%	8%	7%	0%
Advertisements in newspaper, billboards, radio ad or TV	17%	14%	25%	14%	20%
Friends, family, neighbors or co-workers	6%	14%	8%	4%	0%
Door hanger	0%	0%	0%	0%	0%
A home builder's association	0%	0%	0%	0%	0%
A home improvement retailer (e.g., Home Depot, Lowe's)	14%	7%	8%	21%	10%
A home appliance dealer	23%	21%	8%	32%	20%
A contractor (e.g., heating, air conditioning, insulation, window contractor)	6%	29%	0%	0%	0%
Other, (specify)	11%	7%	0%	11%	30%
Don't know/None	0%	0%	0%	0%	0%

ThermWise Weatherization Rebate

	Total n=18	Cool Cash Incentives n=5	Cool Keeper Incentives n=5	Home Energy Incentives n=3	See Ya Later Incentives n=5
Questar web site	6%	0%	0%	33%	0%
Personal or phone contact by Questar representative	11%	0%	20%	0%	20%
Insert that came with electric bill	17%	0%	40%	0%	20%
Direct mail from Questar	6%	0%	0%	33%	0%
Advertisements in newspaper, billboards, radio ad or TV	17%	20%	20%	0%	0%
Friends, family, neighbors or co-workers	6%	0%	20%	0%	0%
Door hanger	0%	0%	0%	0%	0%
A home builder's association	0%	0%	0%	0%	0%
A home improvement retailer (e.g., Home Depot, Lowe's)	0%	0%	0%	0%	0%
A home appliance dealer	0%	0%	0%	0%	0%
A contractor (e.g., heating, air conditioning, insulation, window contractor)	28%	80%	0%	33%	0%
Other, (specify)	11%	0%	0%	0%	40%
Don't know/None	0%	0%	0%	0%	0%

DEMOGRAPHICS

I have a few more questions for classification purposes only.

D1 How many years have you lived in your home?

	Total n=614	Cool Cash Incentives n=109	Cool Keeper Incentives n=304	Home Energy Incentives n=101	See Ya Later Incentives n=100
1 year or less	9%	11%	4%	15%	16%
2 years	9%	7%	10%	8%	9%
3 years	6%	6%	9%	3%	4%
4-5 years	12%	6%	14%	12%	10%
6-10 years	18%	13%	22%	16%	15%
11-20 years	22%	25%	20%	24%	21%
21-30 years	12%	18%	9%	13%	15%
31 or more years	12%	14%	13%	10%	10%
Refuse	0%	0%	0%	0%	0%

D2 Which of the following best describes your type of home? **READ LIST. RECORD ONE ANSWER.**

	Total n=614	Cool Cash Incentives n=109	Cool Keeper Incentives n=304	Home Energy Incentives n=101	See Ya Later Incentives n=100
A single family home not attached to any other homes	86%	90%	82%	87%	93%
A two family house	3%	2%	3%	1%	3%
A townhouse or row house attached to other units	5%	3%	7%	6%	2%
An apartment building	3%	1%	5%	3%	1%
A mobile home	1%	2%	1%	1%	1%
Other, (specify)	1%	2%	1%	2%	0%
Don't know	0%	1%	0%	0%	0%

D3 What type of cooling system do you have in your home? **READ LIST. MULTIPLE RESPONSES ALLOWED.** (Percent mentioned)

	Total n=614	Cool Cash Incentives n=109	Cool Keeper Incentives n=304	Home Energy Incentives n=101	See Ya Later Incentives n=100
None	1%	0%	0%	2%	6%
Whole house central air conditioning	82%	64%	96%	81%	56%
Window air conditioner unit	5%	7%	3%	1%	11%
Rooftop evaporative cooler (swamp cooler)	9%	18%	1%	13%	18%
Window evaporative cooler (swamp cooler)	3%	10%	0%	1%	7%
Other, (specify)	0%	0%	0%	0%	1%
Don't know	2%	4%	2%	2%	2%

D4 Including yourself and any children, how many people currently live in your household?

	Total n=614	Cool Cash Incentives n=109	Cool Keeper Incentives n=304	Home Energy Incentives n=101	See Ya Later Incentives n=100
One	11%	11%	13%	7%	12%
Two	37%	45%	37%	30%	34%
Three	16%	19%	14%	17%	14%
Four	17%	14%	16%	24%	19%
Five	8%	4%	9%	7%	11%
Six	6%	3%	6%	11%	5%
Seven	2%	1%	3%	2%	2%
Eight	1%	0%	1%	1%	1%
Nine or more	1%	0%	1%	1%	1%
Refuse	1%	4%	1%	1%	1%

D5 (ASK IF MORE THAN "1" AT D4) How many are under the age of 18?

	Total n=537	Cool Cash Incentives n=93	Cool Keeper Incentives n=264	Home Energy Incentives n=93	See Ya Later Incentives n=87
One	12%	15%	10%	16%	13%
Two	18%	14%	17%	18%	23%
Three	8%	4%	9%	6%	9%
Four	5%	2%	5%	9%	3%
Five	2%	1%	2%	2%	2%
Six	1%	0%	1%	1%	1%
Seven	0%	0%	0%	1%	0%
Eight	0%	0%	0%	0%	0%
Nine or more	0%	0%	0%	0%	0%
None	54%	63%	55%	46%	47%
Refuse	0%	0%	0%	0%	1%

D6 What is the highest level of school that you have completed? **READ LIST. RECORD ONE ANSWER.**

	Total n=614	Cool Cash Incentives n=109	Cool Keeper Incentives n=304	Home Energy Incentives n=101	See Ya Later Incentives n=100
High School or less	19%	18%	19%	14%	26%
Some College/University	27%	33%	27%	20%	29%
College/University Graduate	31%	26%	35%	34%	25%
Advanced/Post Graduate	16%	16%	16%	24%	12%
Trade/Technology/vocational	3%	5%	3%	2%	4%
Refuse/no answer	3%	3%	1%	7%	4%

D7 In which of the following categories is your total annual household income? **READ LIST. RECORD ONE ANSWER.**

	Total n=614	Cool Cash Incentives n=109	Cool Keeper Incentives n=304	Home Energy Incentives n=101	See Ya Later Incentives n=100
Under \$25,000	7%	8%	7%	3%	6%
\$25,000 to \$50,000	19%	17%	21%	9%	23%
\$50,001 to \$75,000	18%	21%	17%	15%	22%
\$75,001 to \$100,000	18%	16%	18%	26%	13%
More than \$100,000	11%	12%	11%	12%	11%
Refuse/no answer	27%	27%	25%	36%	25%

D8 Which of the following ranges includes your age? **READ LIST. RECORD ONE ANSWER.**

	Total n=614	Cool Cash Incentives n=109	Cool Keeper Incentives n=304	Home Energy Incentives n=101	See Ya Later Incentives n=100
18-25	3%	4%	3%	2%	3%
26-35	15%	16%	14%	15%	19%
36-45	15%	13%	16%	21%	11%
46-55	21%	22%	17%	22%	30%
56-65	17%	17%	16%	18%	17%
Over 65	26%	26%	33%	19%	16%
Refuse/no answer	2%	3%	1%	4%	4%

Thank you for participating in our research project.
Your opinions and comments are very important to Rocky Mountain Power.

Rocky Mountain Power

Utah Residential Energy Efficiency Survey

Non-Participants: Conducted November 20 – December 4, 2007

QUOTA = 407 RANDOMLY SELECTED UTAH NON-PARTICIPANTS

Tolerated error : ± 5.0%

INTRODUCTION

Hello, I'm _____ from Dan Jones & Associates calling on behalf of Rocky Mountain Power. Rocky Mountain Power has asked us to contact some of their customers to determine how well you are being served. Is this the person who would be most likely to contact Rocky Mountain Power about their service?

(IF NECESSARY: This is only a research study - not telemarketing. Your name and the answers you give will be completely confidential and your participation will never result in any attempt to sell you anything.)

SCREENING

S1 RECORD GENDER.

Male 41%
Female 59%

S2 Just to confirm our records, is Rocky Mountain Power your electric utility company?

Yes → CONTINUE 100%
No → THANK AND END INTERVIEW 0%
Don't know → THANK AND END INTERVIEW 0%

S3 Are you the person in your household who is most likely to contact Rocky Mountain Power about its services?

Yes → CONTINUE 100%
No → ASK FOR REFERRAL 0%
Don't know → THANK AND END INTERVIEW 0%

S4 Do you or does anyone in your household work for a newspaper, television or radio station, advertising agency or market research company?

Yes → THANK AND END INTERVIEW 0%
No → CONTINUE 100%
Don't know → THANK AND END INTERVIEW 0%

S5 Do you or does anyone in your household work for an electric utility, gas utility, cable or telephone company?

Yes → THANK AND END INTERVIEW 0%
No → CONTINUE 100%
Don't know → THANK AND END INTERVIEW 0%

S6 Do you rent or own your current residence?

Rent → THANK AND END INTERVIEW	0%
Own → CONTINUE.....	100%
Don't know → THANK AND END INTERVIEW	0%

CUSTOMER SATISFACTION

Q1 Based on your overall experience with Rocky Mountain Power, how satisfied would you say you are with Rocky Mountain Power, using a 1 to 10 scale where 1 means "very dissatisfied" and 10 means "very satisfied?" You may use any number from "one" to "ten."

1 Very dissatisfied	1%
2	0%
3	0%
4	0%
5	7%
6	3%
7	9%
8	29%
9	20%
10 Very Satisfied	30%
Don't know	0%
Mean score	8.35

Q2 Now I'd like to ask you some questions about the service you receive from Rocky Mountain Power. Please rate the following items using the same 10-point scale where 1 means "very dissatisfied" and 10 means "very satisfied." **RECORD RATING FOR EACH ITEM. ROTATE ITEMS.**

A. Total monthly cost of your electric service

1 Very dissatisfied	2%
2	3%
3	3%
4	3%
5	18%
6	11%
7	16%
8	21%
9	8%
10 Very Satisfied	13%
Don't know	3%
Mean score	6.77

B. Their concern for the environment

1 Very dissatisfied	2%
2	1%
3	1%
4	1%
5	10%
6	4%
7	8%
8	18%
9	10%
10 Very Satisfied	19%
Don't know	25%
Mean score	7.60

C. Usefulness of their suggestions on ways you can reduce your energy usage and lower your monthly electric bill

1 Very dissatisfied	2%
2	1%
3	1%
4	1%
5	10%
6	6%
7	12%
8	20%
9	14%
10 Very Satisfied	22%
Don't know	11%
Mean score	7.66

ENERGY EFFICIENCY ACTIONS AND ISSUES

Q3 Now I'm going to ask a few questions about energy efficiency and energy conservation. First, have you taken any actions at home or changed anything in your household in order to save electricity during the past year?

Yes → CONTINUE	75%
No → SKIP TO Q6A	25%
Don't know → SKIP TO Q6A	0%

Q4 What actions have you taken or equipment you have installed in your home in order to save electricity? **PROBE AND CLARIFY. MULTIPLE RESPONSES ALLOWED.**

Number responding - 306

Don't know.....	0%
Light bulbs/energy saving.....	34%
New windows	9%
Added insulation.....	3%
Turn heat down/adjust thermostat.....	5%
Turn off lights	9%
Cool keeper program.....	4%
Changed furnace/replaced furnace.....	4%
Energy efficient appliances	14%
New air conditioner/central air.....	5%
Conserve/ use less.....	4%
New hot water heater	2%
New doors/ storm doors	1%
Miscellaneous	7%

Q5 What are the main reasons you have taken steps to conserve electricity in your home? **DO NOT READ LIST. PROBE AND CLARIFY. MULTIPLE RESPONSES ALLOWED.** (Percent mentioned)

Number responding - 306

Save money	87%
Protect the environment	28%
Reduce global warming.....	5%
Help avoid power interruptions.....	2%
Help reduce the need for new electricity infrastructure.....	9%
Other, (specify) _____.....	9%
Don't know/none	1%

Q6A During the past year, have you contacted any person, company or agency to get information about how you can make your home more energy efficient and lower your electric bill?

Yes → CONTINUE.....	10%
No → SKIP TO Q7	90%
Don't know → SKIP TO Q7	0%

Q6B Who have you contacted to get information on how to make your home more energy efficient?

DO NOT READ LIST. PROBE AND CLARIFY. MULTIPLE RESPONSES ALLOWED.

(Percent mentioned)

Number responding - 41

Rocky Mountain Power	12%
Qwestar	10%
State of Utah Energy Office.....	2%
U.S. Department of Energy	0%
A home builder's association.....	5%
A home improvement retailer (e.g., Home Depot, Lowe's).....	10%
A home appliance dealer.....	7%
A contractor (e.g., heating, air conditioning, insulation, window contractor).....	20%
Web sites	22%
Friends, family, neighbors or co-workers.....	7%
Other, (specify) _____	29%

Q7 Now I'd like you to rate some companies and agencies in terms of how much you trust them to give you honest and accurate information on how you can save electricity in your home. Please rate the companies and agencies using a 10-point scale where 1 means "you do not trust them at all" and 10 means "you trust them completely." **RECORD RATING FOR EACH COMPANY AND AGENCY. ROTATE ITEMS.**

Rocky Mountain Power

1 You do not trust them at all	1%
2	1%
3	2%
4	2%
5	7%
6	6%
7	15%
8	31%
9	13%
10 You trust them completely.....	21%
Don't know	1%
Mean score	7.78

Questar

1 You do not trust them at all	3%
2	1%
3	3%
4	2%
5	12%
6	8%
7	14%
8	25%
9	10%
10 You trust them completely	16%
Don't know	5%
Mean score	7.17

State of Utah Energy Office

1 You do not trust them at all	2%
2	1%
3	3%
4	1%
5	10%
6	6%
7	12%
8	17%
9	11%
10 You trust them completely	12%
Don't know	25%
Mean score	7.20

A home builder's association

1 You do not trust them at all	4%
2	3%
3	4%
4	5%
5	21%
6	9%
7	13%
8	12%
9	4%
10 You trust them completely	3%
Don't know	22%
Mean score	5.75

A home improvement retailer

1 You do not trust them at all	3%
2	3%
3	4%
4	5%
5	26%
6	12%
7	14%
8	13%
9	3%
10 You trust them completely	4%
Don't know	12%
Mean score	5.88

A home appliance dealer

1 You do not trust them at all	2%
2	4%
3	4%
4	7%
5	22%
6	12%
7	17%
8	16%
9	4%
10 You trust them completely	5%
Don't know	6%
Mean score	6.02

Q8 What do you think is the most effective way for Rocky Mountain Power to communicate with you on how to lower your electricity usage and save money on your electric bill?
READ LIST. ONE ANSWER ALLOWED.

Their Web site	3%
A phone call from a company representative	5%
An insert that comes with your electric bill.....	58%
A mailing separate from your electric bill.....	10%
Advertisements in newspaper, radio or TV.....	11%
An email from the company.....	6%
Other, (specify) _____	4%
Don't know (v)	3%

ENERGY EFFICIENCY PROGRAM IMPORTANCE

Q9 How important is it for Rocky Mountain Power to offer customers programs to help conserve electricity? Would you say it is very important, somewhat important, not very important, or not at all important? **READ LIST. ONE ANSWER ONLY.**

Very important.....	74%
Somewhat important	21%
Not very important.....	2%
Not at all important	2%
Don't know	1%

UNAIDED AWARENESS - ROCKY MOUNTAIN POWER ENERGY EFFICIENCY PROGRAMS

Q10 Are you aware of any energy efficiency programs that are currently offered by Rocky Mountain Power to help you save electricity and lower your bill?

Yes → CONTINUE.....	38%
No → SKIP TO Q12	60%
Don't know → SKIP TO Q12	2%

Q11 What energy efficiency programs are you aware of that are currently offered by Rocky Mountain Power? **DO NOT READ LIST. MULTIPLES ALLOWED.** (Percent mentioned)
Number responding - 153

Cool Keeper	50%
See Ya Later, Refrigerator/Refrigerator Recycling	29%
ENERGY STAR New Homes	8%
Cool Cash Incentive	12%
Home Energy Savings.....	14%
Time of Day.....	1%
Home Energy Analysis	4%
PowerForward.....	4%
Other, (specify)	12%

INTERVIEWER: RECORD AS “AWARE” IF: (1) CORRECT PROGRAM NAMED ABOVE, OR (2) CUSTOMER GIVES APPROPRIATE PROGRAM DESCRIPTION BELOW.

- A. Cool Keeper: this program helps save electricity during peak usage times in the summer. Rocky Mountain Power installs a device near the customer’s central air conditioner, and can remotely tell this device to turn air conditioners on and off in 15 minute segments on weekday afternoons. This system is activated about 10-15 times during the summer and results in a slight temperature rise in your home that most customers say they do not notice. Participants receive a \$20 credit on their electric bills every summer they participate in the program.
- B. See Ya Later, Refrigerator: in this program, Rocky Mountain Power will pick up your old working refrigerator or freezer and properly recycle about 90% of its parts. Participants receive a \$30 cash incentive for taking part in the program.
- C. ENERGY STAR New Homes: this program promotes the construction of ENERGY STAR homes that have high performance windows, tight ducts, energy efficient appliances and lighting, and upgraded heating and cooling systems that make these new homes more energy efficient than standard new homes.
- D. Cool Cash Incentive: this program provides cash incentives from \$50 - \$300 to customers who purchase and install qualifying evaporative cooling systems or high-efficiency central air conditioners.
- E. Home Energy Savings: this program offers cash incentives to customers who buy energy efficient appliances, water heaters, lighting, insulation, energy efficient windows, or improve the heating and cooling systems in their home.
- F. Time of Day: in this program, the price customers pay for electricity depends on when it is used. During the summer, the price of electricity is divided into two time periods – on-peak and off-peak. Customers can save money on their electric bill if they can shift a substantial amount of their electricity usage away from on-peak time periods (Monday – Friday from 1:00 – 8:00 p.m.) to off-peak periods (all other hours).
- G. Home Energy Analysis: in this program, customers complete and mail a form about their home’s energy usage and how their home is built. A Rocky Mountain Power energy expert will then mail you information about your energy usage, and give you personalized recommendations to make your home more energy efficient.
- H. PowerForward: this program is designed to notify Utah citizens and businesses of days when additional conservation measures are needed. The PowerForward days are classified as Green, Yellow and Red, and a different set of conservation measures are recommended depending on the need for the State of Utah to conserve electricity.

AIDED AWARENESS - ROCKY MOUNTAIN POWER ENERGY EFFICIENCY PROGRAMS

ASK Q12 ONLY IF CUSTOMER IS NOT AWARE OF THE FOLLOWING PROGRAMS IN Q11:

(1) Cool Keeper, (2) See Ya Later Refrigerator, (3) Home Energy Savings, (4) Cool Cash Incentive

Q12 Now I'm going to read a description of some energy efficiency programs that are currently offered by Rocky Mountain Power. Before now, were you aware of this energy efficiency program?

READ PROGRAM DESCRIPTION BELOW. ROTATE ITEMS.

Cool Keeper *Number responding - 331*

Yes	44%
No	55%
Don't know	2%

See Ya Later Refrigerator *Number responding - 362*

Yes	73%
No	27%
Don't know	1%

Home Energy Savings *Number responding - 385*

Yes	39%
No	58%
Don't know	3%

Cool Cash Incentive *Number responding - 388*

Yes	28%
No	70%
Don't know	2%

Cool Keeper: this program helps save electricity during peak usage times in the summer. Rocky Mountain Power installs a device near the customer's central air conditioner, and can remotely tell this device to turn air conditioners on and off in 15 minute segments on weekday afternoons. This system is activated about 10-15 times during the summer and results in a slight temperature rise in your home that most customers say they do not notice. Participants receive a \$20 credit on their electric bills every summer they participate in the program.

See Ya Later, Refrigerator: in this program, Rocky Mountain Power will pick up your old working refrigerator or freezer and properly recycle about 90% of its parts. Participants receive a \$30 cash incentive for taking part in the program.

Cool Cash Incentive: this program provides cash incentives from \$50 - \$300 to customers who purchase and install qualifying evaporative cooling systems or high-efficiency central air conditioners.

Home Energy Savings: this program offers cash incentives to customers who buy energy efficient appliances, water heaters, lighting, insulation, energy efficient windows, or improve the heating and cooling systems in their home.

ASK Q13 FOR EACH OF THE FOLLOWING PROGRAMS THAT CUSTOMER IS AWARE OF IN Q11 OR Q12:

(1) Cool Keeper, (2) See Ya Later Refrigerator, (3) Home Energy Savings, (4) Cool Cash Incentive

Q13 How did you first hear about **(NAME OF PROGRAM)**? **DO NOT READ LIST. MULTIPLES ALLOWED.** (Percent mentioned)

Cool Keeper *Number responding - 220*

Rocky Mountain Power Web site	1%
Personal or phone contact by Rocky Mountain Power representative	5%
Insert that came with electric bill	46%
Direct mail from Rocky Mountain Power	20%
Advertisements in newspaper	4%
Advertisements in billboards	1%
Advertisements in radio ad.....	0%
Advertisements in TV	11%
Friends, family, neighbors or co-workers.....	9%
Door hanger	0%
A home builder's association.....	0%
A home improvement retailer (e.g., Home Depot, Lowe's).....	3%
A home appliance dealer.....	6%
A contractor (e.g., heating, air conditioning, insulation, window contractor)	1%
Other, (specify) _____	4%

See Ya Later Refrigerator *Number responding - 308*

Rocky Mountain Power Web site	0%
Personal or phone contact by Rocky Mountain Power representative	1%
Insert that came with electric bill	16%
Direct mail from Rocky Mountain Power	5%
Advertisements in newspaper	12%
Advertisements in billboards	0%
Advertisements in radio ad.....	5%
Advertisements in TV	55%
Friends, family, neighbors or co-workers.....	8%
Door hanger	0%
A home builder's association.....	0%
A home improvement retailer (e.g., Home Depot, Lowe's).....	1%
A home appliance dealer.....	6%
A contractor (e.g., heating, air conditioning, insulation, window contractor)	0%
Other, (specify) _____	5%

Home Energy Savings *Number responding* - 173

Rocky Mountain Power Web site	1%
Personal or phone contact by Rocky Mountain Power representative	2%
Insert that came with electric bill	35%
Direct mail from Rocky Mountain Power	10%
Advertisements in newspaper	8%
Advertisements in billboards	2%
Advertisements in radio ad.....	3%
Advertisements in TV	23%
Friends, family, neighbors or co-workers.....	6%
Door hanger	1%
A home builder's association.....	0%
A home improvement retailer (e.g., Home Depot, Lowe's).....	5%
A home appliance dealer.....	12%
A contractor (e.g., heating, air conditioning, insulation, window contractor)	2%
Other, (specify) _____	5%

Cool Cash Incentive *Number responding* - 127

Rocky Mountain Power Web site	2%
Personal or phone contact by Rocky Mountain Power representative	3%
Insert that came with electric bill	31%
Direct mail from Rocky Mountain Power	10%
Advertisements in newspaper	2%
Advertisements in billboards	0%
Advertisements in radio ad.....	2%
Advertisements in TV	17%
Friends, family, neighbors or co-workers.....	5%
Door hanger	1%
A home builder's association.....	0%
A home improvement retailer (e.g., Home Depot, Lowe's).....	6%
A home appliance dealer.....	10%
A contractor (e.g., heating, air conditioning, insulation, window contractor)	2%
Other, (specify) _____	7%

ASK Q14 FOR EACH OF THE FOLLOWING PROGRAMS THAT CUSTOMER IS AWARE OF IN Q11 OR Q12:

- (1) Cool Keeper, (2) See Ya Later Refrigerator, (3) Home Energy Savings, (4) Cool Cash Incentive**

Q14 Have you ever participated in (NAME OF PROGRAM)? READ PROGRAM DESCRIPTION AS NECESSARY. ROTATE ITEMS.

Cool Keeper *Number responding -220*

Yes → MOVE TO PROGRAM PARTICIPANT QUESTIONNAIRE	32%
No → CONTINUE	67%
Don't know → CONTINUE	1%

See Ya Later Refrigerator *Number responding - 308*

Yes → MOVE TO PROGRAM PARTICIPANT QUESTIONNAIRE	29%
No → CONTINUE	71%
Don't know → CONTINUE	0%

Home Energy Savings *Number responding - 173*

Yes → MOVE TO PROGRAM PARTICIPANT QUESTIONNAIRE	18%
No → CONTINUE	81%
Don't know → CONTINUE	1%

Cool Cash Incentive *Number responding - 127*

Yes → MOVE TO PROGRAM PARTICIPANT QUESTIONNAIRE	18%
No → CONTINUE	79%
Don't know → CONTINUE	3%

Cool Keeper: this program helps save electricity during peak usage times in the summer. Rocky Mountain Power installs a device near the customer's central air conditioner, and can remotely tell this device to turn air conditioners on and off in 15 minute segments on weekday afternoons. This system is activated about 10-15 times during the summer and results in a slight temperature rise in your home that most customers say they do not notice. Participants receive a \$20 credit on their electric bills every summer they participate in the program.

See Ya Later, Refrigerator: in this program, Rocky Mountain Power will pick up your old working refrigerator or freezer and properly recycle about 90% of its parts. Participants receive a \$30 cash incentive for taking part in the program.

Cool Cash Incentive: this program provides cash incentives from \$50 - \$300 to customers who purchase and install qualifying evaporative cooling systems or high-efficiency central air conditioners.

Home Energy Savings: this program offers cash incentives to customers who buy energy efficient appliances, water heaters, lighting, insulation, energy efficient windows, or improve the heating and cooling systems in their home.

ASK Q15 FOR EACH OF THE FOLLOWING PROGRAMS:

(1) Cool Keeper, (2) See Ya Later Refrigerator, (3) Home Energy Savings, (4) Cool Cash Incentive

Q15 How interested are you in participating in (NAME OF PROGRAM)? READ PROGRAM DESCRIPTION AS NECESSARY. ROTATE ITEMS.

Cool Keeper

Very interested	26%
Somewhat interested.....	20%
Not at all interested	50%
Don't know	4%

See Ya Later Refrigerator

Very interested	30%
Somewhat interested.....	17%
Not at all interested	49%
Don't know	4%

Home Energy Savings

Very interested	34%
Somewhat interested.....	31%
Not at all interested	29%
Don't know	5%

Cool Cash Incentive

Very interested	27%
Somewhat interested.....	28%
Not at all interested	41%
Don't know	4%

Q16 ASK ALL: What are the main reasons that you would be interested in participating in these energy efficiency programs? **DO NOT READ LIST. MULTIPLE RESPONSES ALLOWED.**
(Percent mentioned)

Save money	78%
Protect the environment	31%
Reduce global warming.....	5%
Help avoid power interruptions.....	2%
Help reduce the need for new electricity infrastructure.....	8%
Other, (specify) _____	10%
None.....	7%

Q17 **ASK ALL:** What are the main reasons that you would not be interested in participating in these energy efficiency programs? **DO NOT READ LIST. MULTIPLE RESPONSES ALLOWED.** (Percent mentioned)

Interested in program but have not got around to enrolling	8%
Simply not interested in program.....	10%
Incentive is too low	9%
Already conserving enough	10%
Other, (specify) _____	44%
None.....	24%

QUESTAR ENERGY EFFICIENCY PROGRAMS: UNAIDED AWARENESS

Q18 Are you aware of any energy efficiency programs that are currently offered by Questar, the natural gas company that serves most of Utah?

Yes → CONTINUE.....	18%
No → SKIP TO Q20	77%
Don't know → SKIP TO Q20	5%

Q19 What energy efficiency programs are you aware of that are currently offered by Questar? **DO NOT READ LIST. MULTIPLES ALLOWED.** (Percent mentioned)

Number responding - 75

ThermWise Home Energy Audit.....	33%
ThermWise Appliance Rebate.....	36%
ThermWise Weatherization Rebate.....	23%
Other, (specify) _____	12%
Don't know/none	32%

INTERVIEWER: RECORD AS “AWARE” IF: (1) CORRECT PROGRAM NAMED ABOVE, OR (2) CUSTOMER GIVES APPROPRIATE PROGRAM DESCRIPTION BELOW.

- A. ThermWise Home Energy Audit: in this program, a Questar technician visits your home and makes recommendations on energy efficiency improvements. This audit costs \$25, but this is refundable if you make any of the recommended improvements.
- B. ThermWise Appliance Rebate: this program provides customers with rebates when you purchase energy efficient appliances for your home.
- C. ThermWise Weatherization Rebate: this program provides rebates for weatherizing your home with new windows, insulation or for sealing your ducts.

QUESTAR ENERGY EFFICIENCY PROGRAMS: AIDED AWARENESS

ASK Q20 ONLY IF CUSTOMER IS NOT AWARE OF THE FOLLOWING PROGRAMS IN Q19:

(1) ThermWise Home Energy Audit, (2) ThermWise Appliance Rebate, (3) ThermWise Weatherization Rebate.

Q20 Now I'm going to read a description of some energy efficiency programs that are currently offered by Questar. Before now, were you aware of this energy efficiency program? **READ PROGRAM DESCRIPTION BELOW. ROTATE ITEMS.**

ThermWise Home Energy Audit *Number responding - 382*

Yes	18%
No	79%
Don't know	3%

ThermWise Appliance Rebate *Number responding - 380*

Yes	26%
No	70%
Don't know	3%

ThermWise Weatherization Rebate *Number responding - 390*

Yes	23%
No	75%
Don't know	3%

- A. ThermWise Home Energy Audit: in this program, a Questar technician visits your home and makes recommendations on energy efficiency improvements. This audit costs \$25, but this is refundable if you make any of the recommended improvements.
- B. ThermWise Appliance Rebate: this program provides customers with rebates when you purchase energy efficient appliances for your home.
- C. ThermWise Weatherization Rebate: this program provides rebates for weatherizing your home with new windows, insulation or for sealing your ducts.

ASK Q21 FOR EACH OF THE FOLLOWING PROGRAMS THAT CUSTOMER IS AWARE OF IN Q19 OR Q20:

(1) ThermWise Home Energy Audit, (2) ThermWise Appliance Rebate, (3) ThermWise Weatherization Rebate.

Q21 How did you first hear about this **(NAME OF PROGRAM)**? **DO NOT READ LIST. MULTIPLES ALLOWED.** (Percent mentioned)

ThermWise Home Energy Audit *Number responding - 92*

Questar Web site	3%
Personal or phone contact by Questar representative	4%
Insert that came with gas bill	32%
Direct mail from Questar	11%
Advertisements in newspaper, billboards, radio ad, or TV	28%
Friends, family, neighbors or co-workers.....	10%
Door hanger	1%
A home builder's association.....	0%
A home improvement retailer (e.g., Home Depot, Lowe's).....	0%
A home appliance dealer.....	1%
A contractor (e.g., heating, air conditioning, insulation, window contractor)	0%
Other, (specify) _____	12%

ThermWise Appliance Rebate *Number responding - 127*

Questar Web site	4%
Personal or phone contact by Questar representative	2%
Insert that came with gas bill	22%
Direct mail from Questar	4%
Advertisements in newspaper, billboards, radio ad, or TV	32%
Friends, family, neighbors or co-workers.....	8%
Door hanger	1%
A home builder's association.....	0%
A home improvement retailer (e.g., Home Depot, Lowe's).....	4%
A home appliance dealer.....	14%
A contractor (e.g., heating, air conditioning, insulation, window contractor)	1%
Other, (specify) _____	7%

ThermWise Weatherization Rebate *Number responding - 105*

Questar Web site	2%
Personal or phone contact by Questar representative	2%
Insert that came with gas bill	28%
Direct mail from Questar	14%
Advertisements in newspaper, billboards, radio ad, or TV	34%
Friends, family, neighbors or co-workers.....	9%
Door hanger	1%
A home builder's association.....	1%
A home improvement retailer (e.g., Home Depot, Lowe's).....	1%
A home appliance dealer.....	1%
A contractor (e.g., heating, air conditioning, insulation, window contractor)	3%
Other, (specify) _____	1%

DEMOGRAPHICS

I have a few more questions for classification purposes only.

- D1 How many years have you lived in your home?
- | | |
|------------------------|-----|
| 1 year or less..... | 12% |
| 2 years | 9% |
| 3 years | 9% |
| 4-5 years | 9% |
| 6-10 years | 16% |
| 11-20 years | 17% |
| 21-30 years | 11% |
| 31 or more years | 18% |
| Refuse..... | 0% |
- D2 Which of the following best describes your type of home? **READ LIST. RECORD ONE ANSWER.**
- | | |
|---|-----|
| A single family home not attached to any other homes..... | 90% |
| A two family house | 1% |
| A townhouse or row house attached to other units | 4% |
| An apartment building | 1% |
| A mobile home | 2% |
| Other, (specify) _____ | 2% |
| Don't know | 0% |
- D3 What type of cooling system do you have in your home? **READ LIST. MULTIPLE RESPONSES ALLOWED.** (Percent mentioned)
- | | |
|---|-----|
| None..... | 6% |
| Whole house central air conditioning..... | 62% |
| Window air conditioner unit | 7% |
| Rooftop evaporative cooler (swamp cooler) | 15% |
| Window evaporative cooler (swamp cooler)..... | 9% |
| Other, (specify) _____ | 6% |
| Don't know | 1% |
- D4 Including yourself and any children, how many people currently live in your household?
- | | |
|--------------------|-----|
| One | 13% |
| Two | 34% |
| Three..... | 16% |
| Four..... | 15% |
| Five | 12% |
| Six | 7% |
| Seven | 2% |
| Eight..... | 1% |
| Nine or more | 1% |
| Refuse..... | 0% |

D5 (ASK IF MORE THAN "1" AT D4) How many are under the age of 18?
Number responding - 354

One	17%
Two	13%
Three.....	8%
Four.....	6%
Five	2%
Six	1%
Seven.....	0%
Eight.....	0%
Nine or more	0%
None.....	52%
Refuse.....	0%

D6 What is the highest level of school that you have completed? **READ LIST. RECORD ONE ANSWER.**

High School or less	20%
Some College/University	26%
College/University Graduate	35%
Advanced/Post Graduate	16%
Trade/Technology/vocational	3%
Refuse/no answer	1%

D7 In which of the following categories is your total annual household income? **READ LIST. RECORD ONE ANSWER.**

Under \$25,000	9%
\$25,000 to \$50,000	24%
\$50,001 to \$75,000	23%
\$75,001 to \$100,000	15%
More than \$100,000	13%
Refuse/no answer	17%

D8 Which of the following ranges includes your age? **READ LIST. RECORD ONE ANSWER.**

18-25	2%
26-35	18%
36-45	15%
46-55	23%
56-65	16%
Over 65	26%
Refuse/no answer	1%

Thank you for participating in our research project.
 Your opinions and comments are very important to Rocky Mountain Power.

Rocky Mountain Power

Utah Residential Energy Efficiency Non-Participant Survey

Questions with Significant Demographic Findings

Q2 Now I'd like to ask you some questions about the service you receive from Rocky Mountain Power. Please rate the following items using the same 10-point scale where 1 means "very dissatisfied" and 10 means "very satisfied."

A. Total monthly cost of your electric service

- ✓ *Respondents who have lived in their home for a longer period of time, those who have fewer people living in their household, and those age 65 and older are more likely to indicate a greater level of satisfaction with the total monthly cost of their electric service.*

Q3 Now I'm going to ask a few questions about energy efficiency and energy conservation. First, have you taken any actions at home or changed anything in your household in order to save electricity during the past year?

- ✓ *Salt Lake County residents are more likely to say they have taken some action to save electricity in during the past year.*
- ✓ *Utah County residents and those who live outside of Salt Lake, Davis, Weber, and Utah Counties are more likely to say they have not taken any action to save electricity in during the past year.*

Q6A During the past year, have you contacted any person, company or agency to get information about how you can make your home more energy efficient and lower your electric bill?

- ✓ *Respondents age 65 and older are more likely to say they have not contacted anyone for information about making their home more energy efficient.*

Q7 Now I'd like you to rate some companies and agencies in terms of how much you trust them to give you honest and accurate information on how you can save electricity in your home. Please rate the companies and agencies using a 10-point scale where 1 means "you do not trust them at all" and 10 means "you trust them completely."

Questar

- ✓ *Females are more likely to give higher ratings to Questar.*

A home improvement retailer

- ✓ *Respondents with 3 or more children under age 18 living at home are more likely to give higher ratings to a home improvement retailer.*

A home appliance dealer

- ✓ *Females are more likely to give higher ratings to a home appliance dealer.*

Q10 Are you aware of any energy efficiency programs that are currently offered by Rocky Mountain Power to help you save electricity and lower your bill?

- ✓ *Respondents who have lived in their home between 4 and 10 years, those who have central air conditioning, those who do not have roof-top evaporative cooling, those with a higher level of education (as education rises, so does awareness), and those with higher annual household income (as income rises, so does awareness) are more likely to say they are aware of energy efficiency programs offered by Rocky Mountain Power.*
- ✓ *Respondents who have two people living in their household are less likely to say are aware of any of these programs.*

Q12 Now I'm going to read a description of some energy efficiency programs that are currently offered by Rocky Mountain Power. Before now, were you aware of this energy efficiency program?

Cool Keeper Number responding - 331

- ✓ *Respondents who have central air conditioning, those who do not have rooftop evaporative cooling, and Salt Lake and Davis county residents are more likely to say they are aware of the Cool Keeper program.*

Home Energy Savings Number responding - 385

- ✓ *Respondents age 65 and older, and Salt Lake and Weber County residents are more likely to say they are aware of the Home Energy Savings program.*

Q14 Have you ever participated in (NAME OF PROGRAM)? READ PROGRAM DESCRIPTION AS NECESSARY. ROTATE ITEMS.

Cool Keeper Number responding -220

- ✓ *Respondents who have central air conditioning are more likely to say they are aware of the Cool Keeper program.*

Q15 How interested are you in participating in (NAME OF PROGRAM)? READ PROGRAM DESCRIPTION AS NECESSARY. ROTATE ITEMS.

Cool Keeper

- ✓ *Respondents who have central air conditioning are more likely to say they are interested in participating in the Cool Keeper program.*

See Ya Later Refrigerator

- ✓ *Respondents who have lived in their home for more than 25 years are more likely to say they are interested in participating in the See Ya Later Refrigerator program.*

Home Energy Savings

- ✓ *Younger respondents (as age decreases, so does interest) are more likely to say they are interested in participating in the Home Energy Savings program.*

Q20 Now I'm going to read a description of some energy efficiency programs that are currently offered by Questar. Before now, were you aware of this energy efficiency program? **READ PROGRAM DESCRIPTION BELOW. ROTATE ITEMS.**

ThermWise Home Energy Audit Number responding - 382

- ✓ *Respondents who do not have central air conditioning are more likely to say they were aware of the ThermWise Home Energy Audit.*

Question 4: What actions have you taken or equipment have you installed in your home in order to save electricity?

A new energy salt cooler and had a new power line put up.

AC and furnace.

AC efficient---cost more.

AC, sky lights, windows.

Air conditioner and turning off lights.

Air conditioning.

Central air, insulation, new refrigerator.

Changed light bulbs and replaced appliances.

Changed light bulbs, got new appliances that are energy efficient.

Changed light bulbs, new refrigerator.

Changed light bulbs.

Changed the light bulbs, replaced the windows, put in an attic fan.

Changed to florescent light bulbs.

Changed windows, high-efficiency conditioner, changed light bulbs, have lights that come on and off, have thermostats that go on and off by themselves.

Cool cash incentive.

Doing insulation.

Energy-efficient furnace and air conditioner.

Energy-saving light bulbs and new appliances that are energy---

Evaporated cooler.

Florescent bulbs, timers, set back thermostat.

Florescent bulbs.

Furnace, dimmer switches.

Got a high-efficiency air conditioner.

Got new energy furnace and energy-saving bulbs in the home.

Got new evaporative cooling, new windows.

Got new windows.

Got rid of swamp cooler and also a heater. Also, changed the light bulbs.

Have the air conditioner, new doors, energy windows, and new water heater, new furnace.

High efficiency lights, air conditioner, new windows.

High-efficiency air conditioning.

I turn my heat down, I turn my lights off.

Installed a new furnace, air conditioner. Turn off lights, radio, and TV. Not use swamp cooler, installed ceiling fan.

Installed a new furnace.

Installed a swamp cooler.

Question 4: What actions have you taken or equipment have you installed in your home in order to save electricity?

- Installed adjusted thermostats, use the energy bulbs.
- Installed central air. Lighting, refrigerator.
- Installed new air conditioner.
- Installed new furnace, new windows, light bulbs.
- Installing the air conditioner.
- Insulated all windows and put new ones in the house.
- Keep the temperature low, we have a more efficient refrigerator, wash full loads of laundry and dishes, short showers.
- Light bulbs have been changed, new furnace, new refrigerator, new furnace, new windows.
- Light bulbs, and weather stripping, and air conditioner.
- Light bulbs, swamp cooler, unplug things that aren't being used, turn off lights.
- Light bulbs. (2)
- Made changes in the light bulbs---longer-lasting, more energy-efficient light bulbs. More recycling.
- Making sure unplugged when not in use.
- More conscientious about turning off lights.
- More energy-efficient air conditioner.
- New A/C, furnace. (2)
- New A/C, furnace. Installed LED lamps. Keeping the temperature low in the winter and high in the summer. Shut off lights when not using them and combine things, so we're not utilizing too much. Installed new thermo windows.
- New A/C. Use by use need.
- New air conditioning and heating.
- New central air and new appliances.
- New evaporative cooler. I've been installing weather stripping.
- New freezer and air conditioner.
- New furnace, 80%.
- New furnace, new A/C. Additional thermo-pane windows---high-rated, argon-filled ones.
- New furnace, new air conditioner. Light bulbs---more in tune with turning the off switch.
- New furnace, new air conditioning. (2)
- New heater, new water tank, and new air conditioner.
- New light bulbs.
- New roof.
- New something in my basement---can't remember what it's called.
- New windows, new air conditioner.
- New windows, new coolant, and new heater.
- New windows, swamp cooler.
- Not use a lot of energy.

Question 4: What actions have you taken or equipment have you installed in your home in order to save electricity?

Our swamp cooler we put in and we put in all compact fluorescent lights.

Put in a new air conditioner.

Put in new air conditioner, new light bulbs.

Put in new air conditioner, new roof put on, and new heating system installed.

Put in new heater and new air conditioner, and different light bulbs.

Put in new light bulbs.

Put in setback thermostat. Lowered temperature. Measures to keep house better insulated. Summer---about use of air conditioner (used at night).

Put in two new air conditioners, new insulation, and changed to new windows.

Put lights on timers.

Regulate thermostat.

Replace light bulbs, upgraded air conditioner.

Replaced A/C, bulbs.

Replaced heater and cooling system, put in new sliding door---double paned.

Replaced the windows and replaced the light bulbs. Replaced the furnace and the air conditioner.

Replaced windows---double pane, energy saving. Light bulbs---energy efficient. Turning out the lights.

Replacing all the light bulbs with energy-efficient light bulbs.

Sufficient air conditioning.

Swamp cooler instead of central air.

Ten thousand dollar air conditioner. Furnace.

The air conditioner, cutting down power where needed.

The new energy-saving air conditioner.

Timer on the A/C and changed to halogens.

Use florescent bulbs.

Use funny-looking light bulbs.

Water devices on faucets, new air conditioner, energy-saving bulbs.

We did a high-efficiency evaporative cooling system, took old one out.

We have all the curly light bulbs now. My husband has a hybrid car to save money. The furnace and air conditioning are supposed to be energy efficient. So is the refrigerator.

We have done some insulating around windows and doors, installed efficient air and heating.

Windows tinted and insulation put in.

Windows, furnace, bulbs, A/C, turn heat down according to time, new roof.

Question 5: What are the main reasons you have taken steps to conserve electricity in your home? (Other – specify)

Comfort.

Conserve energy.

Convenience.

Energy efficient.

Environmental awareness.

How much energy I use.

Improve the warmth and cooling of the home.

Needed it to be cooler than the office was.

Retirement coming.

The thing to do.

We're not here that much.

Question 6B: Who have you contacted to get information on how to make your home more energy efficient?

Solar power companies.

Whipple's and Superior.

Question 8: **What do you think is the most effective way for Rocky Mountain Power to communicate with you on how to lower your electricity usage and save money on your electric bill? (Other – specify)**

Can't save them any electricity.

Go to my home.

Surveys.

Use common folks, the real folks.

Question 14: How did you first hear about the Cool Cash Incentive program? (Other – specify)

Lowe's.

When I was doing my taxes, I found out about it.

Question 15: What are the main reasons that you decided to participate in the Cool Cash Incentive program? (Other – specify)

Because it was offered to us.

Because it was there.

Because of purchase.

Cooler we had was not keeping us cool.

Don't know.

Getting ready to sell the house.

Husband finally agreed to get an air conditioner.

Make home more comfortable and efficient.

Money back.

Need central air.

Need good air conditioner.

Needed an air conditioner.

Needed it cooler than it was.

Needed new ones.

Refund.

Safety.

Save money, more efficient, health reasons.

Sounded good and it made sense

The air conditioner was leaking and I had the contractor install a new one.

There was a rebate.

They offered to pay for my cooler since I had to replace it anyway.

To save money---was going to replace my cooler anyway.

We needed a new air conditioner.

We use their services.

Question 17: What, if anything, would you like to see Rocky Mountain Power do to improve the Cool Cash Incentive program?

Advertise more.

Be a better influence on the providers.

Better marketing.

Can't think of anything. (2)

Cannot compare.

Don't know. (4)

Don't know---more rebates.

Get money quicker.

Get the word out better, let people know about it.

Give accurate rebates.

Give more money.

Give more of an incentive. We spent a lot of money on the A/C and that \$300 hardly put a dent in the amount paid out.

I do not see anything they could do different.

I don't think they could improve it. It is good the way it is.

I was satisfied.

If you can offer the incentives, that's good.

Increase it, but, other than that, nothing. It is good.

Increase rebates.

It seems to be OK.

It's fine like it is.

Just continue it.

Keep doing what they are doing.

Keep it going.

Keep the program going. It's a good idea.

Let me know about them.

Live up to the agreement to get my money on the Cool Cash Incentive program. My name is Shirley and Paul Jensen---801-292-0697.

Make getting the refund easier.

Make it available on more appliances.

Make it easier to file for taxes.

Make it easier to find out if the item you purchase qualifies.

Make it ongoing, as opposed to one time.

Make the paperwork less complicated.

Maybe get the rebates back faster. I had to call to get mine.

More money.

Question 17: What, if anything, would you like to see Rocky Mountain Power do to improve the Cool Cash Incentive program?

More money.

More well known.

No delays in rebate.

No idea. (2)

No opinion.

No, everything is great.

No. (8)

None. (5)

Nope, everything is good.

Nothing, I think that it's OK.

Nothing, I thought it was great.

Nothing, really. It is what it is. Maybe advertise more so that more people are more aware of it.

Nothing. (29)

Nothing. There isn't too much you can do to improve it.

Offer bigger discounts.

Offer more money.

Offer more.

Offer to more people.

Overall, the job is pretty well done.

Problems with refund. Took over four months---\$50 less because time had passed.

Quicker turn around and paperwork easier.

Retailer took awhile, but, after you got going, you got the rebate

There's nothing they can do to improve it. Very satisfied with it.

They are already doing it great.

They could offer a little more of an incentive. Making sure that the criteria of filling out the forms is simpler, or easier.

They might be able to get the refund back to the customer faster.

They ought to publish a listing for the customers. Be brief and let the customer rate themselves.

To have more information about it with contractors, or home appliance dealers.

To send the rebate.

Well-informed brochures.

Question 20: How did you first hear about this (name of program)?

Email from the company.

Question D2: Which of the following best describes your type of home? (Other – specify)

A business.

senior community where four units are connected.

Question 4: What actions have you taken or equipment have you installed in your home in order to save electricity?

A thermostat that controls heat during times not at home.

Added insulation in my attic.

Adding insulation, blocking holes where air was getting in, turning things off.

All light bulbs are fluorescent, replaced refrigerator.

Appliances going to energy efficient, insulation replaced in the home.

Auto lights, turn off lights, control thermostat.

Being more careful with lights and use of power.

Blinds.

Bought new fridge, new windows and furnace.

Bought the shutters that insulate.

Bulbs, keep your lights off.

Bulbs---low energy.

Caulked all windows. Sealed basement windows.

Change the filter and not use power in rooms that aren't being used.

Change to florescent lights.

Changed all the light bulbs and put in more efficient windows.

Changed light bulbs and more aware of turning lights off when not in use.

Changed light bulbs to the spiral ones. Bought a new dryer that is more energy efficient.

Changed light bulbs, and washing clothes later at night than in the day, and barbecuing instead of using the oven.

Changed light bulbs, changed Christmas lights, cut down use of electricity.

Changed light bulbs, furnace, and air conditioner.

Changed light bulbs. (5)

Changed the furnace---put in new furnace.

Changed the light bulbs to spiral.

Changed the light bulbs---put the funny looking ones in.

Changed to better light bulbs.

Changed to the energy-florescent bulbs. I do purchase Blue Sky shares.

Changed to the new lights bulbs.

Changed windows, vents cleaned. Bought several filters to change on a monthly basis. Thermostat programs to turn off when not in home and come on when in the home.

Cool Keeper program, insulated garage.

Cool Keeper program. (6)

Cool Keeper program. Light bulbs, keep lights turned off.

Cool program, lower heat.

Did the Cool Keeper and keeping lights off when not in use.

Question 4: What actions have you taken or equipment have you installed in your home in order to save electricity?

Different light bulbs, keeping the heat down, lights off when not in the room.

Don't run the fan, leave the TV off and the computer.

Don't run A/C.

Energy bulbs.

Energy bulbs. Heat is run by electricity and I keep it below 70 degrees.

Energy efficiency, Cool Keeper.

Energy light bulbs, turn off lights when not needed.

Energy lighting, meters installed by RMP.

Energy saver, lights off, overhauled swamp cooler, wash at night.

Energy savings, set thermostats lower, and light usage.

Energy-efficient appliances. Changed to spiral light bulbs.

Energy-efficient attic fan.

Energy-efficient blinds, insulated water heater.

Energy-efficient light bulbs.

Energy-efficient light bulbs. Turn temperature down in winter and up in summer.

Energy-saver refrigerator. (2)

Energy-saving light bulbs.

Fewer lights, energy bulbs.

Florescent bulbs, energy-efficient windows, thermostat at 69 degrees.

Florescent light bulbs. All appliances are low energy.

Fluorescent bulbs, Christmas lights are LED.

Fluorescent bulbs.

Fluorescent lights, insulation on doors and windows, turning off lights, hang dry clothes.

Fluorescent lights, not as much light usage.

Fluorescent lights, programmable thermostat, turning off lights when leave the room.

Got a new refrigerator.

Got new appliances. Changed to "Cool Keeper".

Got rid of appliances that were sucking energy. Changed light bulbs and turn off power when don't need them.

Got rid of old refrigerator. Keep heat lower level, keep lights lower.

Got rid of old refrigerator. Light bulbs. Air conditioner off most of summer.

Great insulation. Energy-efficient windows.

Had film put in my windows to help keep the heat out.

High-efficiency furnace. Florescent bulbs.

High-efficiency light bulbs, 90% furnace, 90% water heater, turn out lights.

High-efficiency washer and dryer. (2)

Hooked up the device on air conditioner.

Question 4: What actions have you taken or equipment have you installed in your home in order to save electricity?

I don't heat the rooms that I'm not in.

I don't use the lights as often and have high-efficiency bulbs.

I go with fluorescent light bulbs and I buy energy-efficient appliances.

I got some new windows last summer.

I have bought new appliances, new light bulbs.

Increased the insulation system.

Installed a gas fireplace.

Installed ceiling fans to keep it cooler.

Installed different light bulbs, turn off things when not in use.

Installed light bulbs, cut down on usage.

Installed new light bulbs.

Installed new windows. Light bulbs, hot water.

Installed some newer appliances that are more efficient, as well as new lighting.

Isolation door, windows were changed.

Joined the Cool Keeper program.

Just the air conditioner thing, new furnace and hot water tank.

Keep blinds drawn in summer. Turn lights off when not in room.

Keep lights out in rooms not being used.

Keep temperatures down.

Keep the heat down and the lights off.

Keep the thermostat at a regular program and the Cool Keeper program.

Keep thermostat down, and turned lights off, and changed light bulbs.

Keep thermostat set to save, sunscreen on windows, laundry in evening.

Keeping the lights off when not in the room.

Kids moved out, lights off.

Light bulbs (fluorescent). And refrigerator.

Light bulbs and trying to shut off lights when not in the room.

Light bulbs changed and watch the furnace.

Light bulbs, new refrigerator.

Light bulbs, new windows, adequate insulation.

Light bulbs, turning on and off lights.

Light bulbs. (4)

Lights are off when not in a room. Turn off porch light now at night.

Lights off when not used.

Lights, heaters that are energy efficient.

Long-lasting florescent light bulbs. Taught kids to turn off lights when leaving room. Energy-saving furnace.

Question 4: What actions have you taken or equipment have you installed in your home in order to save electricity?

Lowered the thermostat in the winter.

Low-use bulbs.

Make sure everything is turned off. House is insulated. Fairly new appliances.

Make sure the lights are off, make sure we use weather stripping around the doors and windows.

Make sure the lights are out, turning off TV, warm showers instead of hot.

Making sure lights are turned off. Not putting the air conditioner above a certain level.

New appliances, keep heat low.

New appliances. (2)

New doors and windows.

New doors. Air conditioner, lighting (LED). Dryer and deep freezer, insulation in basement.

New energy-efficient windows and a gas fireplace.

New energy-efficient windows. (2)

New fridge.

New insulated windows, water heater, A/C.

New light bulbs that save energy.

New light bulbs.

New light bulbs. Had a humidifier put in our heating system, and put in new windows and insulation, and put Christmas lights on timers.

New light bulbs---energy saving. Keep electricity use down.

New lights.

New roof, new windows.

New thermo windows.

New TV, turned down temperature, refrigerator, dishwasher. Very dissatisfied with "See Ya Later Refrigerator".

New windows installed. (2)

New windows, and got energy-saving light bulbs. Cool Keeper, new furnace.

No equipment---turning the lights off and things like that.

Off usage of lights when not needed.

Programmable thermostat and energy-saving light bulbs.

Programmable thermostat. Don't watch TV. Always turn off lights when I leave a room. Put up less Christmas decorations this year.

Purchased some new bulbs. Try to keep air conditioner at a higher number and turn off lights in rooms that I am not in.

Put in a new furnace.

Put in auto thermostat.

Put in compact fluorescent light bulbs. Lowered thermostat in winter, raised in summer. Bought front loading washing machine. Unplug cell phone chargers when not in use.

Put in energy saving light bulbs and Christmas lights.

Question 4: What actions have you taken or equipment have you installed in your home in order to save electricity?

Put in energy-saving light bulbs.

Put in hydronic heating in flooring. Heavier insulation.

Put in light bulbs. (2)

Put in new door and programmable thermostat, changed the temp on the thermostat. Close windows and blinds during the day.

Put in new windows.

Put in sliding glass patio doors that are more energy efficient.

Put in the fluorescent bulbs.

Put some more insulation in the attic.

Put the box in to cut off the air conditioner.

Put the spiral lights in.

Raise the thermostat in the summer and lower it in the winter. Bought a new washing machine and dryer. Caulking around the windows outside.

Redid insulation in house. I changed some windows, main door changed.

Refrigerator, stove.

Refrigerator, water heater.

Replaced appliances to energy efficient.

Replaced every light bulb with energy-efficient bulbs. More careful with electrical use.

Replaced light bulbs with higher-efficiency ones.

Replaced light bulbs. (2)

Replaced most bulbs with energy-efficient ones. We don't use lights unless someone is actually using it. The same goes for computer, stereo, and the TV. A/C is central and try to keep at regular temperature. Large appliances are used with full loads.

Replaced the freezer, turned down the temperature on thermostat.

Shut off anything that isn't being used at the time. Also, got new windows installed.

Shut off rooms that are not used.

Signed up for Cool Keeper. (2)

Spiral light bulbs, unplug appliances, turn off lights, dimmer switches. We dress for the weather conditions.

Storm door, covered patio.

Storm windows, doors painted.

Switched out the lighting and trying to leave the lights off more.

Switched the light bulbs and done the Cool Keeper program.

Switched to florescent light bulbs. Cool Keeper program. "See Ya Later Refrigerator" program. Turn thermostat down when not home.

Switched to the spiral bulbs.

The Cool Keeper program.

The device they put on the air conditioner.

Question 4: What actions have you taken or equipment have you installed in your home in order to save electricity?

The type of light bulbs---the spiral ones. Lower the temperature in the house.

Thermostat regulates temperature. Light bulbs.

Thermostat, turn off lights.

Timers on lights.

Try not to have so many lights on.

Try to keep power off when not using.

Trying to keep the lights off.

Turn furnace down, cut back on the usage of electrical items in the home.

Turn lights off when not using.

Turn off lights when not in use, using better bulbs.

Turn off lights, use the spiral bulbs.

Turn off power more.

Turn off the light when I leave the room, turn the heat down.

Turning appliances off when not being used.

Turning lights off.

Turning off lights, using new light bulbs.

TV energy efficient.

Upped the temperature on the thermostat in summer and lowered it in the winter.

Use our swamp cooler more.

Use wood stove.

Very aware of turning lights off. In the summer, go downstairs where it is cooler to keep air conditioner down.

Watched the air conditioner temperature and the heating temperature, and keep them at the right temp.

We bought a new energy-efficient furnace and air conditioner.

We bought paper bowls. We leave the temperature a little higher in the summer and a little lower in the winter.
We paid for insulation.

We changed the temperature on the thermostat.

We did that energy-saver thing, for one thing. And we got an energy-efficient furnace and we turn lights off when we leave a room.

We got new appliances that are high efficient, and air conditioner and heater unit.

We got energy-effective light bulbs.

We got new appliances and a new air conditioner, also.

We got new energy-efficient appliances in the kitchen.

We got the saver light bulbs, try to turn off lights when not in rooms.

We have changed light bulbs, and participated in Rocky Mountain Power's program, and not using air conditioner as much.

We have closed vents in the rooms not used and turn off electricity when not needed.

We have Cool Saver program and changed the light bulbs to energy-saver ones.

Question 4: What actions have you taken or equipment have you installed in your home in order to save electricity?

We have installed all of the newer light bulbs.

We have stopped using our space heater. When we bought our house, the appliances we have are all energy efficient.

We have the Cool Keeper program, black-out blinds, and windows with UV film.

We new energy-efficient appliances.

We put in new lights.

We turn off all lights and the computer when not needed. We don't use dishwasher, washer/dryer, etc. during the day.

We turn off all of the lights. We took the Cool Keeper program.

We use compact florescent light bulbs. We turn down the heat during night (in winter). We try to maximize energy usage by using appliances late at night. We also have a five-star energy-efficient home.

We used more efficient light bulbs. We try to keep the thermostat down.

Weather stripping, new fluorescent light bulbs.

Went on the Cool Keeper program.

Windows.

Question 5: What are the main reasons you have taken steps to conserve electricity in your home? (Other – specify)

Added value to my home and value in my home. Refrigeration reduction.

Comfort.

Conserve energy.

Contract with RMP Energy-Star homes.

Fresh air.

I have my house on the market and I have to be competitive.

I use too much and environmental reasons.

Just needed new light bulbs and got the better ones.

Need for new appliances.

To conserve energy.

You asked and we did.

Question 6B: Who have you contacted to get information on how to make your home more energy efficient?

A company to put solar panels on roof.

All-Purpose Windows.

Looking into solar power.

Magazine (Sunset Magazine).

Rocky Mountain Institute.

Skylight Company.

Something at work.

Talked to a green organization to save the environment.

Question 8: What do you think is the most effective way for Rocky Mountain Power to communicate with you on how to lower your electricity usage and save money on your electric bill?

I would prefer to initiate contact.

Phone call telling what meters read.

Provide bulbs, etc. for us to put them in our house.

Public Service Announcement.

Whatever.

When requested, you need to show up and you do not.

Question 11: What energy efficiency programs are you aware of that are currently offered by Rocky Mountain Power? (Other – specify)

Able, but into the wind power, so we get more of the wind power energy.

Blue Sky.

Freezer---if only have one item, turn off.

Taking away old refrigerator.

The Blue Sky program. (3)

Wind power.

Windmill project.

Question 12B: How did you first hear about Home Energy Savings? (Other – specify)

When I started on the Energy Star.

When Rocky Mountain came to install air conditioner saver.

Question 14: How did you first hear about the Cool Cash Incentive program? (Other – specify)

Applied for a rebate for central air.

By letter---demanded that it had to be done, no choice.

Cool Keeper dealer.

Don't know.

Gas man came to the door.

I'm not sure, because my husband did all that and he has passed away.

Landlord.

Previous owners had it.

Somebody came by from RMP.

Through the apartment complex.

Question 15: What are the main reasons that you decided to participate in the Cool Cash Incentive program? (Other – specify)

A credit of \$20 on the bill yearly.

An easy way to help the environment.

Care about children.

Cause less blackouts.

Conservation program.

Conservation. (2)

Conserve energy and the \$20.

Conserve energy.

Don't like to waste. Wanted to conserve energy.

Efficiency.

Energy saving.

Husband and I both work during day---conserve.

I wanted to see if it would work---and it works.

Incentives and no down side to the program.

It was already there.

Just seemed like a good idea.

Just wanted to.

Made us do it.

Makes sense to me.

My husband said it sounded good, so we went with it. I can't see any difference.

My wife told me we were going to do it.

Never use.

No choice.

Presentation from home-appliance dealer was appealing.

Responsibility.

Save energy. (3)

See how it affects you in order to pass along information to your customers.

Sounded good.

Suggested that we do so from the apartment complex.

The credit.

The sharing and we never notice it.

To conserve energy.

To do my part.

To get credit.

Twenty dollar rebate.

Twenty dollars.

Question 15: What are the main reasons that you decided to participate in the Cool Cash Incentive program? (Other – specify)

What swayed me was the donation to the local school.

Question 17: What, if anything, would you like to see Rocky Mountain Power do to improve the Cool Cash Incentive program?

Ad on TV, or in the newspaper.

Advertise more to get more people to take part.

Any improvement would be great. It's still a great program.

As far as I know, it works just fine.

Be more informative about the rebate---when does it come. Part of me trusting you.

Bigger cash back.

Bigger discounts.

Bigger incentive.

Bigger rebate. (2)

Bring rates down.

Cannot think of anything. (9)

Charge me less.

Come out and see why it's not working.

Come remove my box---the program does not work.

Continue it.

Customer service should be my choice. When a visit is requested, you need to show up.

Cut the cost down more.

Do a little better maintenance on the meters and check up on them after they install them.

Doing good for me now.

Don't know how they could.

Don't care.

Don't have any idea.

Don't know for right now. Just got the system in September.

Don't know how to say that. What to handle, how everything operates, because I'm 85 years old.

Don't know of anything. Just keep letting people know about it.

Don't know what the program does, so no answer.

Don't know. (26)

Don't know---savings.

During the peak of the summer, I noticed a slight temperature increase.

Every time I save money, I get credit.

Everybody should take part in this program.

Examples to show how people save money.

Extend the time for it.

Generator energy by the sun.

Get more of them out there.

Get the information out to more people. More people would sign on if they understood it.

Question 17: What, if anything, would you like to see Rocky Mountain Power do to improve the Cool Cash Incentive program?

Get the refund.

Get the word out that it is an invisible savings.

Give a bigger discount.

Give information on how it is affecting my system.

Give more money back, save energy.

Give more rebates and money back.

Give us more money back.

How much I have saved by being on it.

I am not well versed enough to have an opinion

I believe it works fine the way it is.

I can't think of anything right now. Cheaper rates in the winter time.

I did have some air conditioner work done. The guy that serviced it said the program was worthless.

I don't even understand how it works.

I don't know, as I haven't noticed any difference.

I don't know. I really don't have a problem with it.

I don't know. Maybe it could sell solar panels at a discount rate.

I have no suggestions.

I really don't know of anything different.

I think they need to educate the public more because some people feel it hurts their air conditioner to use the program. They need to provide higher compensations for regular participants.

I wish I knew if it has made a real difference. I'm curious if it has really made a difference.

I would like for it to do what it said it was going to do---save money and energy.

I'm not an engineer, so I don't know of any improvement that can be made.

If the sensors wear out, a tech needs to check regularly.

Increase money.

Inform more frequently and better communications.

Invest in coal technology.

It is fine.

It took them well over a year, after we kept calling and sending in multiple post cards---they could be a little faster.

It's all right the way it is.

It's fine like it is to me.

It's perfect.

It's worked well for me.

Just advertise it more.

Know when they use it, more information.

Question 17: What, if anything, would you like to see Rocky Mountain Power do to improve the Cool Cash Incentive program?

Let me know how much I saved using the program.

Like to actually see somewhere where it's actually saving me money. Doesn't seem to be doing me any good.

Love it if saved me more.

Lower my bill---don't know.

Lower prices.

Lower rates. (3)

Lower the bill instead of raising them every month. Questar has lowered theirs.

Make it even cheaper.

Make it more efficient.

Make it more noticeable, after payment for rebate, that the air goes on and off.

Make sure you can turn on when you need it.

More education on the program.

More incentives.

More information on it.

More information on telling people how to turn off electricity.

More money incentive.

More money.

My bill was very high last year. I didn't see any difference.

No improvements.

No comment. (3)

No idea. (4)

No preference and not aware of it working.

No suggestions. (6)

No, it works just fine.

No. (15)

None, it works.

None. (11)

Not at this time. (4)

Not really noticing a difference. Change it in some way.

Not really. (5)

Not sure.

Not too many power outages.

Nothing comes to mind.

Nothing that I can think of.

Nothing, I am fine with it.

Nothing, I'm pretty happy with it.

Question 17: What, if anything, would you like to see Rocky Mountain Power do to improve the Cool Cash Incentive program?

Nothing, it is already OK.

Nothing, they are doing a really good job.

Nothing. (91)

Nothing. Really haven't thought about it.

Offer additional incentive.

Offer bigger cash back.

Offer larger incentives.

Offer more of an incentive.

On hot days, the cooling is shut off, but the fan keeps running which gives off hot air. Please improve this situation.

RMP needs to handle online billing better. The program---nothing.

See Ya Later Refrigerator---be more responsive to pick up refrigerator, better service. Concerned about the new electronic meters---will that actually increase energy costs? Why?

Seems like it's a good program, but house gets a little warmer than I would like.

Show me where I have saved money by having it installed.

Show me where they are saving money.

Show where it is saving money on our bill.

Show where we are saving money.

Some way they could send an email saying when they will turn your power off.

Sometimes it does get warm here. \$20 may not be high enough.

Tell me what they can do.

The amount of your rebate.

The house is faced the wrong way.

The only problem I saw was a peak time this summer and the air conditioner was running. It would shut off and came back on every few minutes.

They could offer more of an incentive---\$20 is not enough of an incentive.

They turn it off during the hottest part of the day and we are never able to cool it back down again.

To make our bill cheaper.

Turn off early in morning.

Ways to keep lowering our bill.

We had a heating and air contractor tell us that it actually uses more power to catch up from being off.

Well, you know the thing that we find is, during the hottest part of the day, they turn our air conditioning off and the house heats up a lot, then it takes forever to cool down.

When the one time I noticed and we were miserable.

Question 19: What energy efficiency programs are you aware of that are currently offered by Questar? (Other – specify)

Blue Sky.

Rebates for a new furnace.

Some kind of thing on the furnace and hot water tank. Unsure of what it's called---have all of it checked, though.

Their equal pay.

Trying to use more efficient ways.

Question 20A: How did you first hear about this ThermWise Home Energy Audit? (Other – specify)

Incentive he offers to his customers.

Saw a film clip on this---I'm a teacher.

Question D2: Which of the following best describes your type of home? (Other – specify)

Condo. (4)

Question 4: What actions have you taken or equipment have you installed in your home in order to save electricity?

A new washer and dryer, water heater.

All new appliances.

Attic insulation.

Bought a washer and dryer---efficient.

Bought energy-efficient washer and dryer. Insulated windows.

Bought new appliances that were recommended by the dealer and Rocky Mountain Power.

Bought two new appliances.

Bought washer, dryer, fridge, dishwasher, oven, microwave.

Bought washer, dryer.

Buying appliances that use less energy. Shutting off lights in rooms that aren't in use.

Buying energy appliances.

Change light bulbs.

Change to florescent lights.

Changed a lot of appliances.

Changed bulbs, appliances.

Changed light bulbs and bought new dishwasher.

Changed light bulbs to fluorescent. Windows---weather stripping.

Changed light bulbs, and got new appliances, and new energy-saving blinds.

Changed light bulbs, energy-saver appliances.

Changed my dryer from electric to gas, changed light bulbs to fluorescent.

Changed several lighting fixtures to fluorescent-type bulbs. New washer, dryer. Have not really noticed any change because of this---just keeps going up.

Changed the light bulbs and new appliances.

Changed washer and dryer to more energy efficient.

Changing bulbs, fixtures.

Dryer---monitoring usage.

Energy bulbs. (2)

Energy bulbs. Keep heating and cooling levels constant.

Energy bulbs. Turn off lights more.

Energy efficient.

Energy light bulbs, new efficient appliances, and turned off lights.

Energy-efficient appliances.

Energy-efficient florescent light bulbs, or lower-wattage bulbs.

Energy-efficient light bulbs.

Energy-efficient lights, appliances.

Energy-efficient refrigerator.

Question 4: What actions have you taken or equipment have you installed in your home in order to save electricity?

Energy-efficient washer, new light bulbs, careful not to leave lights on when not in the room.

Energy-saving appliances.

Energy-saving washing machine.

Fluorescent bulb, commercial evaporative thermostat and dishwasher.

Fluorescent lights, energy audit done, LED Christmas lights.

Got the Cool Keeper program. Bought washer, dryer.

Have added energy-efficient light bulbs and dryer.

Have change the light bulbs to energy effective. Seal the windows in the winter. In the summer, doors closed to keep the cool in the house.

Installed compact florescent bulbs, replaced windows, Cool Keeper program.

Installed thermostat, energy-saving appliances, extra insulation. Windows---energy efficient.

Installed washer and dryer.

Insulated home. Energy-efficient appliances, keep thermostat down.

Insulation, new windows.

Insulation.

Insulation. Energy bulbs.

Just built a new home---made it very energy efficient.

Light bulbs, thermostat lower, and bought a new dishwasher.

Light bulbs, washer and dryer.

Light bulbs.

Long drapes and changed three appliances.

Low-wattage light bulbs, swamp cooler.

More efficient fridge, washer and dryer.

New A/C. New appliances.

New appliances and doors, and weather stripping.

New appliances, using fans.

New freezer.

New fridge and new roof insulation. Washing machine.

New furnace and new windows. Energy-saving light bulbs.

New furnace, insulation, new fireplace, new appliances.

New insulation installed.

New refrigerator and water heater.

New refrigerator, replaced bulbs with compact fluorescent.

New washer and dryer and the energy-saving light bulbs.

New washer and dryer, air conditioner, and changed light bulbs. And try to keep the lights off when you aren't in the room.

Question 4: What actions have you taken or equipment have you installed in your home in order to save electricity?

New washer and dryer.

New washer, and more insulation in roof, and changed light bulbs.

New washer, dryer, and gas water heater.

New water heater, new freezer, new refrigerator, new energy light bulbs.

New windows.

Power-efficient refrigerator, and energy-efficient washer and dryer. Hot tub is turned off. No heat on dishwasher---battery operated, like alarm clock.

Put in attic fan, florescent lighting.

Put in energy-efficient refrigerator.

Raised thermostat in summer/winter, conserve lighting.

Redid the windows and appliances.

Replaced all appliances. Replacing water heater. Energy-efficient insulation. Replacing windows.

Replaced all light bulbs with swirly ones and purchased new, energy-efficient dishwashing machine and washer.

Replaced freezer with energy-efficient one.

Replaced light bulbs. New washing machine. Replaced dishwasher. New air conditioner.

Shut off vents in rooms that are not in use.

Shutting off computers before closing for the night.

Thermostat turned off if we're gone. Lights off if not there.

Turn heat down, fluorescent.

Turn lights out when not in use, turn heat down.

Turning lights off, furnace filter, florescent lights.

Unplugging appliances.

Washer and dryer, lights off, TV off.

Watching the thermostat. Not turning on the stove.

We got a new washer, dryer, and water heater that are all very energy efficient.

We have replaced the windows, and new lights, and turning the heater down.

We use the appliances and shut down lights when out of room.

We've got a new washer and dryer that are energy efficient. We keep the heat and lights down. We control our air conditioner.

Windows and appliances.

Windows throughout home.

Question 5: What are the main reasons you have taken steps to conserve electricity in your home? (Other – specify)

Appliances needed to be replaced.

Be patriotic.

Bought energy-efficient home.

bringing our home up-to-date.

I like new stuff.

It's the right thing to do.

Keep house cooler.

Needed windows.

Save water.

The windows and appliances needed replacing.

We needed new appliances.

Question 6B: Who have you contacted to get information on how to make your home more energy efficient? (Other – specify)

Solar paneling.

Question 8: What do you think is the most effective way for Rocky Mountain Power to communicate with you on how to lower your electricity usage and save money on your electric bill?

None, they waste money.

Nothing that is helpful and it's not helping me. They bug me about things that don't apply to me and what I have at my home.

Send someone door-to-door.

Question 11: What energy efficiency programs are you aware of that are currently offered by Rocky Mountain Power? (Other – specify)

Blue Sky program. (2)

Blue Wind Power thing.

Taking out old refrigerators.

Wind energy power.

Window replacement and insulation.

Question 14: How did you first hear about the Cool Cash Incentive program? (Other – specify)

Bought a home of energy efficiency.

One of the yellow stickers on the appliance.

Yellow tag on the appliances.

Question 15: What are the main reasons that you decided to participate in the Cool Cash Incentive program? (Other – specify)

Convenience.

Fifty dollar rebate.

For rebate.

Getting the rebate on buying a new appliance.

Home appliance dealer told me it would.

Items needed replacing.

Make our home more efficient, if necessary.

Offered as part of purchase.

Offered on the appliances.

To get rebate back from company.

To get rid of old fridge.

To save energy.

Question 17: What, if anything, would you like to see Rocky Mountain Power do to improve the Cool Cash Incentive program?

Advertise it more.

Cannot think of any at this time. (3)

Cost less.

Cut costs more.

Does Rocky Mountain offer any other rebate program?

Don't know. (14)

Don't know---energy bills are just getting so high.

Don't know---lower electrical prices.

Drop their rates.

Easier if they would allow us to do it over the Internet, instead of mailing it in.

Expand it for a wider variety of products.

Get the word out to more people.

Getting information out on how you can save more and save energy.

Have pleasant people in customer service.

Human being contact, with explicit and direct information. Immediately have someone come out and tell me what I should do to my house to make it energy efficient, such as windows, light bulbs.

I haven't given it much thought, so I really don't know.

I think they are doing a decent job

Increase incentives.

It stays the same.

It took about 10 weeks to get the rebate---they could be a little quicker.

Just lower bills.

Keep on with these programs, reward you for participating.

Keep prices down. (2)

Keep the program going without reapplying every year.

Let more people know before they go to buy appliances.

Lower the rates a little more.

Lower your rates.

Make it cheaper.

Need to advertise more.

No comment.

No suggestions.

No, it's fine.

None. (6)

Not have the power go off all the time so that appliances work like they are supposed to.

Nothing, it's fine the way it is.

Question 17: What, if anything, would you like to see Rocky Mountain Power do to improve the Cool Cash Incentive program?

Nothing. (27)

Nothing. It's a good thing.

Offer incentives on LED lights.

Offer information on solar energy.

Offer more programs.

Provide more information for people.

Readjust my bill.

Send me a check.

Send more info in bill.

Steep increases that come in the summer---get rid of them.

Stop price gouging.

Tell customers about more energy-efficient products at retailer.

They need to find an outlet (other than coal) for energy output.

They reused the amount they give back and I'd like to see it back at the old price.

Think they should give you credit for new appliances, as well as rebate.

To give us a better rate monthly, instead of a one time rebate.

When moving into the new home, they would not let me participate in the program until after I lived there for six months.

Windmills for energy, other sources for power (other than what they use now).

Would like to know more about it.

Question 19: What energy efficiency programs are you aware of that are currently offered by Questar? (Other – specify)

Only suggestions they make on conserving fuel.

Question 20B: How did you first hear about this ThermWise Appliance Rebate? (Other – specify)

Actually participated.

Electrical engineer---knew about.

Yellow flyer.

Question D2: Which of the following best describes your type of home? (Other – specify)

Business.

Condominium.

Question 4: What actions have you taken or equipment have you installed in your home in order to save electricity?

Adjust the dawn lights and motion sensors.

Bought freezer, compact light.

Bought new refrigerator. Bought new light bulbs.

Burn a lot of wood and got a new refrigerator.

Changed light bulbs, new fridge, insulation, sealed windows.

Changed light bulbs. (4)

Changed regular light bulbs to florescent light bulbs.

Changed the light bulbs to energy-saving ones, turn off lights when not in use.

Changing to florescent bulbs.

Conserve electricity and being more vigilant.

Energy bulbs.

Energy saving light bulbs. (2)

Energy-efficient light bulbs.

Energy-saver light bulbs. Energy-saver appliances. Weather stripping, replaced doors.

Furnace, all appliances.

Gone to the florescent light bulbs and they work real well.

Got double ovens, got a stove top, new efficiency washer and dryer.

Got rid of freezer, changed light bulbs, turn stuff off when they leave.

Got rid of my junk refrigerator.

Ground floor heat, energy windows and doors.

I don't leave the things on when I don't need it.

Installed better windows, insulated attic.

Installed high-efficiency appliances.

Insulated, put new windows in.

Insulation and solar heating.

Insulation, water heater, furnace.

Keep thermostat down, use better light bulbs, and using a timer to keep lights off.

Light bulbs (fluorescent) Energy-Star appliances.

Light bulbs that are better, refrigerator recycling, and turning off lights.

Light bulbs, Cool Keeper.

Light bulbs, cut down energy, amount of power.

Light bulbs, refrigerator.

Light bulbs. (2)

Light bulbs. Lots more things need to be done.

Low-energy light bulbs, changed to energy-saver appliances.

Making sure lights are off, got new appliances, using energy-saving light bulbs.

Question 4: What actions have you taken or equipment have you installed in your home in order to save electricity?

New appliances that are energy saving, new energy-saving light bulbs.

New fridge, new windows, light bulbs.

New fridge, washer and dryer.

New fridge.

New HVAC, new light bulbs, sealed house.

New light bulbs, plastic on windows.

New light bulbs.

New windows, changed heating systems.

New windows.

Put florescent light bulbs in---energy efficient.

Put in florescent light bulbs.

Put in fluorescent bulbs, controllable thermostat.

Put in insulation and weather stripping.

Put up storm windows, reinsulated, low-watt light bulbs.

Refrigerator lower temperature.

Refrigerator reduced, heat-sealed windows.

Refrigerator, habits have changed.

Refrigerator, insulated house, replaced windows, looking at new washer and dryer. New light bulbs.

Refrigerator, insulation in the attic.

Refrigerator, less lights, timers.

Refrigerator, plastic on windows, lights off.

Refrigerator, plastic on windows.

Refrigerator, stove top.

Refrigerator.

Refrigerators and light bulbs.

Replace all the widows, add insulation.

Replaced a lot of light bulbs with fluorescent, programmable thermostat.

Replaced the A/C.

Replaced the light bulbs.

Replaced windows, replaced water heater.

Sealed windows, replaced windows, weather stripping.

Sealing windows and doors.

Shut things off, no computers left on.

Solar attic fan to reduce heat in attic---to maintain temperature.

The See Ya Later Refrigerator program and also changed the light bulbs.

Timers on our Christmas lights.

Question 4: What actions have you taken or equipment have you installed in your home in order to save electricity?

Try to cut back on TV, updated the fridge, new energy-efficient appliances.

Turn lights off when not being used and keep the A/C at 75 degrees.

Turning lights off when leaving room.

Turning off lights more often.

Unplug a fridge, turn off when they are not being used.

Upgraded appliances.

Wash in cold water, have a hot water heater.

We got a new heater, got better refrigerator, blankets on doorways.

We keep the air conditioner high.

Windows, hot water heater, dishwasher, refrigerator.

Windows, light bulbs, fan to help circulate heat.

Question 5: What are the main reasons you have taken steps to conserve electricity in your home?

Keep the house warmer.

Learned from my parents growing up.

Needed a new air conditioner.

Old appliances.

Question 8: What do you think is the most effective way for Rocky Mountain Power to communicate with you on how to lower your electricity usage and save money on your electric bill? (Other – specify)

A list of things in the mail, find everything we can do to save electricity. Needs much more power, needs to be advertised everywhere.

Question 11: What energy efficiency programs are you aware of that are currently offered by Rocky Mountain Power? (Other – specify)

Assist the elderly.

Blue Sky.

Change lights program.

Rebate.

Question 12A: How did you first hear about See Ya Later Refrigerator? (Other – specify)

Got with purchase of new refrigerator.

Internet.

Disagree---money on postage could be saved.

Question 12C: How did you first hear about Cool Keeper? (Other – specify)

Internet.

Question 14: **How did you first hear about the Cool Cash Incentive program? (Other – specify)**

In the insert.

Pamphlet.

Question 15: What are the main reason that you decided to participate in the Cool Cash Incentive program? (Other – specify)

Didn't know what to do with fridge.

Didn't need the fridge no more.

Disposing of fridge correctly.

Easier way to get rid of old refrigerator.

Easy to get rid of the old fridge and they gave me \$40.

Finances and get rid of fridge.

For money.

Free money, didn't have to dispose of myself.

Gave money to take the old one and get a new one.

Get a new refrigerator.

Get rid of fridge.

Get rid of it and get credit on my bill, even though it still worked perfectly.

Get rid of refrigerator and get something for it.

Got rid of old refrigerator and got money for it.

Had a big, old refrigerator---had to get it out.

Had an extra freezer. (2)

Had an old fridge laying around and needed the \$40.

Had an old refrigerator and were going to buy one to replace it, and it was a good deal.

Had to get a new fridge anyways.

I had a fridge that worked, but I didn't need it.

I needed a new fridge.

I needed to get rid of it.

It was getting old and didn't know how else to get rid of it.

It's hard to dispose of an old fridge.

Just bought a house and it was old, so I wanted to get rid of it.

Knew fridge took a lot of energy, needed the cash.

Knew I had an old frig that needed to be replaced.

My fridge died and I thought this was a good way to get rid of it.

Needed a new appliance.

Needed a new fridge. (3)

Needed a new one, good way to help out.

Needed a new one.

Needed to get rid of refrigerator and had a chance to buy another.

Needed to replace refrigerator.

Newer fridge.

No way of hauling it off and it still worked and got a credit on my bill.

Question 15: What are the main reason that you decided to participate in the Cool Cash Incentive program? (Other – specify)

Old fridge---wanted a new one.

Old refrigerator. (2)

Recycle.

The old one was really inefficient.

To dispose of old fridge.

To get it out of the house. It was convenient.

To get rid of my refrigerator. (2)

To get rid of old freezer and credit on the bill.

To get rid of old refrigerator and get credit on bill.

To get rid of old refrigerator. (4)

To keep the refrigerators out of the landfills.

We bought another fridge.

Question 17: What, if anything, would you like to see Rocky Mountain Power do to improve the Cool Cash Incentive program?

Advertise it more.

Better information when they picked up refrigerator.

Can't think of anything. (2)

Come get them faster.

Come sooner.

Document where the savings is.

Don't have any problem with the program.

Don't know.

Expand it to other appliances.

Fine, just leave it the way it is.

Get more opportunities.

Give an alternate replacement. Offer discount on more efficient appliance.

Give more money back.

Give more money on fridge. Let more use the program.

Go back to 40, not 30.

Good.

I don't know of anything that they could do to improve it. I also had friends that were satisfied with it. It's been a good program.

I don't really know if they did anything about that.

I think it was fine the way it was, I can't see anything else. Be a little more punctual in picking up things, but they got it.

It took a month to pick up my fridge.

It took them a long time to get here.

It was hard to get a hold of somebody---quicker response and the pick up took awhile.

It worked smoothly. They could give more money.

It's very good.

Keep up the advertising.

Make it easier to get a hold of the people that actually do get the old refrigerator.

maybe they can tell me when exactly they were coming.

More advertising.

More incentive.

More timely.

Need to come to the door and let people know that they are there. And ask if it works, instead of assuming that it didn't work and leaving a note.

No comment. (3)

No, I don't think so.

No, they took the freezer.

Question 17: What, if anything, would you like to see Rocky Mountain Power do to improve the Cool Cash Incentive program?

No.

None. (15)

Not at this moment.

Nothing, other than advertise a little more.

Nothing. (35)

OK. (4)

Pay more in rebate.

Rebates for the refrigerator.

Rebates---lowered the amount of money they paid out. Should not have.

There is not much that they can do.

Too bad they don't do stoves and other things.

Up the limitation.

Question 19: **What energy efficiency programs are you aware of that are currently offered by Questar? (Other – specify)**

Fireplaces.

Low-income audit.

Question 20A: How did you first hear about ThermWise Home Energy Audit? (Other – specify)

Was trained on it. I work for Questar.

Question 20B: How did you first hear about ThermWise Appliance Rebate? (Other – specify)

At work.

Online.

Same way.

Question 20C: **How did you first hear about ThermWise Weatherization Rebate? (Other – specify)**

Online.

Same way.

Question 4: What actions have you taken or equipment have you installed in your home in order to save electricity?

A new furnace.

Added new light bulbs---fluorescent.

Adjusted thermostat and changed light bulbs.

All new energy-star appliances and windows.

All new windows in our home---triple paned.

All the light bulbs were changed.

Amos fireplace. Never home, so we don't use the lights.

Appliances; lighting.

Better air conditioners, more weather stripping.

Bought a new fridge.

Bought a new stove.

Bought a new water heater, try to keep lights off when not using.

Bought an energy-efficient conditioner.

Bought more energy-efficient utilities. Also bought those coil light bulbs.

Bought new light bulbs, new energy-saving refrigerator.

Bought new washer and new windows.

Bulbs, hot water heater, jacket.

Bulbs, washer, dryer.

Bulbs. (3)

Bulbs---fluorescent. Lights---turn lights off.

Buy efficiency light bulbs.

Buy energy-efficient furnace. Turning out lights when not using them.

Careful with lights and wash clothes once a week.

Central air system. (2)

Central air. Buying new appliances. Changing can lighting.

Change light bulbs to energy efficient, and turn computer off, and turn lights off.

Change light bulbs. Fixed thermostat. Stopped using a resistant heater.

Changed all the bulbs, new house with energy appliances.

Changed every light bulb to energy-saving light bulbs. Also put in energy-efficient windows.

Changed light bulbs and being aware of power.

Changed light bulbs and only run things when they need to. Don't use dryer during 10:00 and 8:00 during summertime.

Changed light bulbs. (2)

Changed lighting, new appliances.

Changed the light bulbs to the energy saving ones. More conscientious about turning off lights when leaving a room.

Question 4: What actions have you taken or equipment have you installed in your home in order to save electricity?

Changed the light bulbs we use.

Changed the light to the coil light bulbs.

Changed the lights and we always conserve energy.

Changed the new light bulbs. Weather stripping.

Changed the TV set to a more energy efficient one. Have the Cool Keeper program.

Changed the windows and put more insulation in the attic.

Changed to a gas furnace/air conditioning system.

Changed windows.

Christmas lights are LED.

Combined two refrigerators into one. Changed light bulbs---gone to the spirals.

Compact fluorescent bulbs, Blue Sky subscriber, turn off lights when not in use.

Compact fluorescent lights. Energy-efficient appliances.

Conservation systems, lighting.

Conserve on what we use.

Conserving.

Cool Keeper windows.

Cool Keeper and A/C serviced up.

Cool Keeper and fluorescent lights.

Cool Keeper program, broken windows fixed.

Cool Keeper, turn lights off, temperature down (or off).

Cool Keeper. (2)

Cool Saver.

CSC lights, kicked wife out.

Cut back on the usage.

Cut down on electricity during peak hours, installed more insulation.

Different freezer, furnace.

Different light bulbs.

Do not waste electricity.

Don't turn on lights. Have energy-efficient appliances.

Don't use clothes dryer often.

Don't use the lights in the room---only when I'm there.

don't always turn on cooler.

Economize on temperature, and turning off the lights and equipment when they are not in use.

Electricity totally revamped.

Energy appliances and windows.

Energy bulbs, ceiling and attic fans, central air, new furnace.

Question 4: What actions have you taken or equipment have you installed in your home in order to save electricity?

Energy Keeper program, changed every single light bulb.

Energy-saving light bulbs.

Energy-efficient appliances---stove, refrigerator, new TV, water heater, turning off at the high peak times

Energy-efficient light bulbs.

Energy-efficient refrigerator; lighting.

Energy-saver fridge, light bulbs. Energy-saver washer and dryer.

Energy-saver lighting, timer for lighting, gas-efficient furnace.

Energy-saving light bulbs and turn lights off.

Energy-saving lights.

Energy-star appliances.

Every time I leave a room I turn the lights off.

Fan, fireplace, new furnace, water heater, and washer and dryer.

Fluorescent bulbs, Energy-Star appliances, new windows.

Fluorescent bulbs. (7)

Fluorescent globes.

Fluorescent light bulbs, changed thermostats.

Fluorescent lighting. (2)

Fluorescent lights, new refrigerator.

Fluorescent lights, turn off lights, no A/C.

Freezer, insulated basement.

Funny light bulbs, air conditioning is 78-80.

Funny light bulbs, pay more attention personally to make sure things are turned off.

Furnace checked, close blinds.

Furnace serviced and cleaned. Bought new energy-efficient washer and dryer.

Furnace, windows insulated.

Got a new furnace and new air conditioner.

Got rid of two refrigerators

Had my daughter move out.

Had Rocky Mountain install the central air conditioner. Changed light bulbs, purchased a front-loading washer, reduce our loads of laundry, turning off lights.

High-efficiency air conditioner, furnace.

High-efficiency air conditioner; new windows.

High-efficiency appliances.

Higher quality blinds to conceal the window.

Hot water heater, furnace, weather stripping.

I bought a new refrigerator and I've changed light bulbs to low-watt light bulbs. I try not to run the air conditioner.

Question 4: What actions have you taken or equipment have you installed in your home in order to save electricity?

I have been more careful about using the electricity when I am not home. Energy-saver lighting has been installed. Refrigerator is an energy saver.

Increased the thermostat.

Installed compact fluorescents.

Installed door and windows.

installed energy-saving light bulbs.

Installed fluorescent bulbs.

Installed new furnace, light bulbs.

Installing solar power. Just generally trying to conserve energy.

Insulated the attic, changed light bulbs.

Insulation, and remolded, and done some upgrades.

Insulation---used their rebate.

I've installed new doors.

Keep heat turned down.

Keep lights off. (2)

Light bulbs and energy-efficiency appliances.

Light bulbs fluorescent, new refrigerator.

Light bulbs, air condition only afternoon, watch electric usage, freezer more full than empty.

Light bulbs, careful with lighting.

Light bulbs, let the house get warmer than normal in summer.

Light bulbs, new refrigerator.

Light bulbs, turn off lights, thermostat down.

Light bulbs, turning lights off, unplugging appliances.

Light bulbs, use less.

Light bulbs, windows and doors redone.

Light bulbs. (10)

Light bulbs. 4:00-8:00 time period we try to avoid using the dishwasher.

Light bulbs---changed them.

Light bulbs---changing.

Light bulbs---fluorescent bulbs. Careful.

Light savers.

Lighting, appliances.

Lighting, Cool Keeper program.

Lighting, insulation. Other things---more in the way of insulating.

Lighting, plastic over the windows.

Lighting, sealed around the doors and windows.

Question 4: What actions have you taken or equipment have you installed in your home in order to save electricity?

Lighting, windows, cooling.

Lighting, windows.

Lighting---fluorescents. Lower the thermostat, take things out of the dryer before they are dry; water heater is gas, but the temp is lowered. No hair dryer use.

Lights out more, lower-watt bulbs.

Low-energy glass and not keeping air going. Turning lights off when we can.

Lower-energy light bulbs.

Lowering and raising temps---controlled thermostat.

Lower-wattage light.

Low-usage bulbs. (3)

Low-wattage bulbs. Preset thermostat.

Make sure all of the lights are off.

Make sure there are no extra lights on.

More concern and aware of turning things off.

More energy-efficient electric appliances, thermostats down, furnace.

More energy-efficient package.

New A/C. See Ya Later Refrigerator.

New air conditioner.

New appliances---energy efficient. Attic fan.

New central air/furnace, light bulbs. Keep lights turned off.

New dryer, light bulbs.

New energy-efficient dishwasher.

New fluorescent light bulbs.

New freezer, only wash and dry at night.

New fridge, lighting, window seals, and etc.

New fridge.

New furnace and A/C.

New furnace and A/C.

New furnace and air conditioner, insulation in the basement.

New furnace, new air conditioning, blue lights put in furnace.

New furnace, windows, and insulation.

New hot water heaters, turn off lights (or electrical). Own generator.

New insulation and new windows. Low-energy appliance (dishwasher). all of my appliances are low energy now.

New insulations and fluorescent bulbs.

New kitchen appliances.

New refrigerator, air conditioner.

Question 4: What actions have you taken or equipment have you installed in your home in order to save electricity?

New refrigerator, new windows.

New refrigerator.

New storm door.

New swamp cooler, bulbs---low usage. Washer, dryer.

New washer and dryer.

New water heater. Use spiral light bulbs, taught kids to turn off lights.

New windows and a new air conditioner.

New windows and redid the wood siding. And put rock on the outside. New doors, also.

New windows and shutters. And also put in new doors (French doors) that are energy efficient.

New windows and was in one of the programs.

New windows, central air, furnace.

New windows, low argon compact fluorescent light bulbs.

New windows, new doors.

New windows. (2)

New windows. New furnace.

Only heat half of the rooms (and cooling). Hanging clothes. Cover windows. Do dishes in evening because less usage. Double windows. Keep heat loss by moving drapes.

Programmable thermostat.

Propane for heat, bulbs.

Purchased new water heater and side loading washing machine, and new light bulbs.

Put a relay on air conditioner.

Put in a new roof and storm windows.

Put in new fridge and washer and dryer---that is supposed to save energy.

Put insulation in the garage and put in new windows.

Put more insulation around the doors, more molding and insulation around the windows.

Put more insulation in my attic.

Put new windows in.

Put new windows in.

Put new windows in. Also, use fluorescent bulbs.

Put weather shield on the doors, replaced the roof.

Refrigerator and freezer.

Refrigerator and light bulbs.

Refrigerator, new washer/dryer.

Refrigerator, washer/dryer, weatherized windows, light bulbs.

Refrigerator; water heater; fluorescent lighting.

Removed freezer, high-efficiency light bulbs.

Question 4: What actions have you taken or equipment have you installed in your home in order to save electricity?

- Removed old fridge and installed a high-efficiency dryer and washer.
- Replaced all light bulbs to fluorescent bulbs to save energy.
- Replaced all my light bulbs to the fluorescent.
- Replaced furnace and water heater, uses curly-q light bulbs.
- Replaced my fridge.
- Replaced refrigerator, replaced our dryer and washer, replaced microwave, dishwasher, funny little light bulbs.
- Replaced the refrigerator, weather stripping.
- Replaced with better light bulbs. Winter---keep temp lower, summer a little higher.
- Sealing doors and windows. Also, tried to use less lighting.
- Sensor on the air conditioner, energy-efficient bulbs.
- Set temp when not needed, central air, insulated well.
- Shut off lights behind us.
- Shutting more stuff off.
- Solar house. Bulbs. Family goal to save energy. Roofing.
- Special bulbs---save energy.
- Storm door. Lower the heating and cooling cost.
- Storm windows, changed light bulbs.
- Sun porch---passive energy. Close windows and doors. Stay in basement. Trees around house. Aluminum roof.
Added additional insulation. Turns lights off when leaving. Automatic thermostat reduction.
- Super-efficient lights, shutting off computers and lights when not in use.
- Thermal windows.
- Tried to have monitors put on air conditioner, use fluorescent light bulbs.
- Tried to use the power save and it was a bad experience. And asked to be taken off the program. The actual performance of the program was not as advertised.
- Triple-paned window.
- Try to wash clothes off-peak hours in summer. Insulated windows, weatherized home. Turn off appliances when not being used.
- Trying not to use things as often, turning lights off.
- Turn air up to 78, fans in every room, energy-saving light bulbs.
- Turn down heat, turn off lights, new windows.
- Turn heat down.
- Turn off everything, light bulbs.
- Turn off lights when not in use. (3)
- Turn off lights when not used.
- Turn off lights, keep heat way down, and summertime we keep air conditioning not as low.
- Turn off lights, try not to use as much electricity.
- Turn off lights. (2)

Question 4: What actions have you taken or equipment have you installed in your home in order to save electricity?

Turn off lights. Cool Keeper.

Turn off power when not using it.

Turn off the light, and use air and heating less.

Turned down the heat. Don't cook a lot. Turn the gas furnace down and everybody turns the lights down.,

Turned out lights and turned them out later. Energy-efficiency appliances. Solar lights outside. Blue Sky Power (wind power).

Turned temperatures down, don't run as much.

Turning lights off and buying new light bulbs.

Turning off lights.

Turning off power when not using it.

Turning off the lights, new light bulbs.

Unplugging appliances when not being used.

Unplugging charges, etc. Device on A/C.

Unplugging things, not using the heater, or A/C.

Updated furnace and put in central air.

Upgraded insulation and also using the light bulbs.

Upgraded the appliances to save energy.

Upgraded the refrigerator.

Use less power.

Used more efficient appliances and light bulbs.

Using the light bulbs that don't use as much energy and turning lights off when we're not using them.

Using thermostats better.

Washer/dryer more energy efficient.

Washer/dryer, low-energy bulbs.

Washer/dryer.

Washing machines, windows, refrigerator.

Water heaters, and washing machines, and changing light bulbs.

We bought a more energy-efficient washer and dryer.

We have a Power-Star refrigerator, a gas water heater, and we turn off lights when they're not being used. Turn off the air conditioner and heater when we are not using them.

We have cut laundry use and dryer by 80%. Light power cut down, cut the heater down. Not using appliances as much.

We have energy-efficient bridge, keep lights off.

We have programmed our thermostat, installed energy-efficient light bulbs and fans.

We lower the thermostat, run the dishwasher at night.

We purchased fluorescent bulbs---went from t-12's to t-8's. Turn PC off when not using.

We use energy-efficient light bulbs.

Question 4: What actions have you taken or equipment have you installed in your home in order to save electricity?

We've fixed some windows.

Window covers, turn heat down during daytime.

Window-mount air conditioner.

Windows and normal stuff.

Windows, door, and sealing the house. A fireplace and changed the usefulness. Used electrical heaters in the morning.

Windows, not turning lights on much, unplugging items (like stereos) when not in use. Energy-efficient washer/dryer---electric.

Windows. (4)

Won't answer.

Question 5: What are the main reasons you have taken steps to conserve electricity in your home? (Other – specify)

Because everyone else is doing it.

Coal fired power plant---against it.

Comfort in the home.

Comfort.

Conserve energy.

Conserve energy.

Don't like air leaking in.

Emergency repair reason for when put in wood stove.

Fixed income.

Furnace went out.

Less fire hazard.

Like the way the light bulbs work.

Make it more comfortable for my family to live in.

More energy-efficient, make house warmer.

Needed new washer.

The right thing to do.

To keep it warmer.

Try to see if difference in the bill---no difference.

Washer broke.

Question 6B: Who have you contacted to get information on how to make your home more energy efficient? (Other – specify)

Frank Naylor installing solar system.

Friends.

Gas company, people who sell furnaces and windows.

Guys who installed doors.

Home Depot.

Internet search.

Research on own.

Researched online.

Solar companies.

Solar power group.

Window and furnace dealers.

Question 8: What do you think is the most effective way for Rocky Mountain Power to communicate with you on how to lower your electricity usage and save money on your electric bill? (Other – specify)

A home person coming in home to explain ways individually.

Class on energy savings.

Come to my home and show me (without costing money).

Convert to solar and windmills.

Get cheaper energy sources.

Knock on the door and ask.

Personal connection with representative.

Phone work. Be here when I can be there. I find it offensive for you to ask money for the poor when you have a larger profit margin than I do.

Radio, or television.

Rebates.

Send a rep to my home.

Short summary backing facts. Quit ads that waste shareholders' and customers' money. Power company needs to step up to give us years to become better prepared.

Survey.

Television ads.

Website and inserts.

Question 11: What energy efficiency programs are you aware of that are currently offered by Rocky Mountain Power? (Other – specify)

Air conditioning program.

Blue Sky, or something like that.

Blue Sky. (3)

Donations for low income.

Not sure that my temperature will be kept where I need.

Offer an audit.

One where you can put a blanket on your water heater.

Ten dollars for turning off the swamp cooler in the summer.

The wind program.

Unsure of the name.

White windmill.

Wind power.

Wind.

Windmill.

Windmills---can buy units of it.

Question 13A: How did you first hear about Cool Keeper? (Other – specify)

Billing-cycle flyer.

Door to door.

I was in the business and advertising.

On TV.

Participate in program.

Saw at Home Depot.

Technician.

Wife.

Question 13B: How did you first hear about See Ya Later Refrigerator? (Other – specify)

Family.

Friend told them.

From a friend.

Has not heard of it.

Housing Director.

In the bill. (2)

On the sides of the trucks.

Picked up refrigerator.

Sending us new light bulbs.

Truck advertisement.

Unsure.

Wife.

Word-of-mouth.

Question 13C: How did you first hear about Home Energy Savings? (Other – specify)

Classes.

County.

Doesn't remember. (2)

It was on the appliances we bought.

Participated.

Senior citizens center.

Wife.

Works in a place that sells windows.

Question 13D: How did you first hear about Cool Cash Incentive? (Other – specify)

Don't know.

Had not heard.

Phone.

Sister told me.

Unsure, read it somewhere.

Vendor that you bought appliances from.

Where bought central air.

Wife.

Question 16: What are the main reasons that you would be interested in participating in these energy efficiency programs? (Other – specify)

Because I asked him to.
Build a new house.
Convenience, or comfort.
Cost, savings, and comfort. And looking more at emergency competencies.
Doing things on own.
Don't have central air.
Guarantee a lower bill.
Has everything already.
Help other people who use more electricity.
Helps people.
I need a better understanding of the programs.
I think it is important.
If I didn't have most the programs I wanted.
If I needed it, would be interested.
If it was against the law.
If they had a bigger reward.
Keep house warmer. (2)
Knowing how to conserve energy.
Less strain on overall power supply.
Lower bills, save energy.
No reason, not interested.
Not at all interested.
Reduce draw of power.
Save energy.
Save energy.
Saving electricity.
See if it saves money.
To keep up good rates, for comfort.
Waste not to shut lights off.
We need to do it.
We need to start saving energy everywhere.
Wouldn't have time.

Question 17: What are the main reasons you would not be interested in participating in these energy efficiency programs? (Other – specify)

- Already has good energy efficiency.
- Already have a swamp cooler.
- Already have new stuff in our home.
- Already have newer home, so no need to purchase anything new right now.
- Already have updated appliances.
- Are not any.
- Because I am broke.
- Because they say that they are going to do something and they don't do it.
- Because you do not get a big enough incentive back.
- Can't afford.
- Communicate about these programs.
- Constantly harassing me about it.
- Cool Keeper decides when to turn off my air conditioner and I don't like that.
- Cool Keeper---I have animals. Need to keep it cool.
- Cool Keeper---turn things off when they feel like it.
- Cost me money.
- Cost more than savings.
- Cost of improvements.
- Cost of upgrading.
- Cost. (2)
- Costing more money to start.
- Costs a lot money to get a little bit back.
- Couldn't afford them.
- Depends on how much paperwork is involved.
- Difficulty of using them.
- Do not have the need at this time, but will as need arises.
- Do not have the time.
- Do not need them. (2)
- Do not want to give money to somebody who wants to take a cruise on my dime.
- Do not want to hear wife complain when A/C turned off.
- Do not want to stop me from using power.
- Does not apply and do not want someone else in control of A/C.
- Does not apply.
- Don't believe in global warming.
- Don't have air conditioner system.
- Don't have central air conditioning.

Question 17: What are the main reasons you would not be interested in participating in these energy efficiency programs? (Other – specify)

- Don't have the appliances.
- Don't have time to read through all the paperwork.
- Don't know.
- Don't think that I can save a lot of money.
- Don't want to get rid of the appliances.
- Don't want to have control over temperature gages.
- Don't have the need to participate in some of them. Don't have central air.
- Don't understand them enough yet.
- Don't want to throw fridge away, already updated things.
- Extra hardware.
- Financial capability.
- Financial.
- Finding time, too much paperwork.
- Fixed income.
- Forget about the program and do not take advantage.
- Go fishing.
- Had not thought about it.
- Hassles.
- Have to spend money.
- Hesitant to replace appliances until they need to be replaced.
- Home all day with kids.
- Home is fairly new and kitchen appliances are new as well.
- Husband's opinion.
- I don't currently need new appliances, insulation, etc.
- I don't have a need for the programs because I don't have the demands.
- I don't understand what the reasons are for RMP to propose such issues.
- I don't want any changes at this time.
- I like to throw my money away.
- I want direct control over my temperature.
- I want to regulate my own power usage.
- I'm old.
- If expense was too high, or if not good financial investment.
- If I already had the appliances.
- If I did not need them.
- If I didn't have a fridge. I can't replace it.
- If I didn't understand the program.

Question 17: What are the main reasons you would not be interested in participating in these energy efficiency programs? (Other – specify)

- If I wasn't the one paying the bills.
- If I would not save money.
- If it cost more to enter then get out of.
- If it didn't really save a lot of money.
- If it is all a scam.
- If it would cost me money.
- If it's going to cost money.
- If not ready to spend the money.
- If the inconvenience is greater than the advantage.
- If they don't apply to me, or if I already have that.
- If they were too complicated.
- Inconvenience. (3)
- Inconvenient.
- Initial cost on new appliances.
- Installation cost and setup.
- It is a hassle. (2)
- It's not something that I'm doing right now.
- Just don't use enough of the items.
- Just so we will not be uncomfortable.
- Lack of knowledge.
- Lack of money.
- Lack of understanding.
- Lazy.
- Loss of freedom.
- Many involve remodeling. Too Expensive.
- May cost me a lot of money up front.
- Money invested to get to it would not be beneficial.
- Money not available to make changes.
- Money to do all these things.
- Money.
- Money---congress needs senior energy incentives.
- My age and my stage in life (being retired).
- New homeowner.
- No central air conditioning.
- No reason.
- No time, Lazy.

Question 17: What are the main reasons you would not be interested in participating in these energy efficiency programs? (Other – specify)

No time, or energy.

None.

Not aware of them.

Not convenient.

Not enough time.

Not having the money to change things over to the more energy-efficient items.

Not in the market of buying anything at this time.

Not interested in doing it.

Not interested in the product.

Not needed for now until they go bad.

Not time to replace the appliances yet.

Only if they would use the money for something other than the environment.

Overall more expense---not good use of electric company's resource.

Paperwork involved.

Perception to have to pay for your expansion.

Possibility of misused savings.

Possibly the appliance ones because we won't replace for a long time. Interested in other ones

Probably if we do not need them.

Program does not apply right now.

Programs do not serve my needs.

Raise energy bill.

Replacing units that are otherwise too expensive to replace.

Required me to take action and I did not.

Rich and do not care.

Scaled down.

Smaller government.

Strings that are attached.

The costs.

The hassle from signing up will not be worth it.

The house has had all that done to it.

The investment is not worth the hassle.

The products are not that good and dint work that good.

The startup cost.

Them picking my time inside of me picking the time.

There is no good reason not to.

They don't work---try every year to use one of the incentives and they have never made a difference in my bill.

Question 17: What are the main reasons you would not be interested in participating in these energy efficiency programs? (Other – specify)

Time and effort.

Time involved.

Time.

Too busy to pay attention.

Too hard to install.

Too much effort.

Too much of a hassle.

Too much paperwork or red tape.

Too much time.

Too much trouble.

Uncomfortable environment.

Wait to sign up.

Want to control my own energy use.

We don't have central air. It's not applicable.

Whether they would cost more than they save.

Won't benefit me anyway.

Would not buy something new just to spend money.

Would not want them controlling my cooling.

Question 19: What energy efficiency programs are you aware of that are currently offered by Questar? (Other – specify)

Change filters.

Discounts on furnaces.

Equal pay.

Green sticker program. (2)

Open the windows and leave the door open.

Programs for seniors.

Upgrade furnace.

Wind power---Blue Sky subscription.

Question 21A: How did you first hear about ThermWise Home Energy Audit? (Other – specify)

At work.

Heard about it in 1992, in Logan. Also, around town.

Housing.

On the radio. (2)

Phone call.

Television.

Wife just built new home.

Windows installed.

Word-of-mouth.

Question 21B: How did you first hear about ThermWise Appliance Rebate? (Other – specify)

At work.

Classes in construction.

Do not know.

From me.

On television. (2)

Wife told me.

Word-of-mouth.