

How old is your heating system?

			State		Total
			Kentucky	Ohio	
How old is your heating system?	0-4 years	Count	2	51	53
		% within State	14.3%	26.6%	25.7%
	5-9 years	Count	5	42	47
		% within State	35.7%	21.9%	22.8%
	10-14 years	Count	2	42	44
		% within State	14.3%	21.9%	21.4%
	15-19 years	Count	1	20	21
		% within State	7.1%	10.4%	10.2%
	19 years or older	Count	3	27	30
		% within State	21.4%	14.1%	14.6%
	DK/NS	Count	1	10	11
		% within State	7.1%	5.2%	5.3%
	Total	Count	14	192	206
		% within State	100.0%	100.0%	100.0%

What is the primary fuel used in your heating system?

			State		Total
			Kentucky	Ohio	
What is the primary fuel used in your heating system?	Electricity	Count	10	41	51
		% within State	71.4%	21.4%	24.8%
	Natural Gas	Count	4	139	143
		% within State	28.6%	72.4%	69.4%
	Oil	Count	0	4	4
		% within State	0.0%	2.1%	1.9%
	Propane	Count	0	6	6
		% within State	0.0%	3.1%	2.9%
	Geothermal	Count	0	1	1
		% within State	0.0%	0.5%	0.5%
	Wood	Count	0	1	1
		% within State	0.0%	0.5%	0.5%
	Total	Count	14	192	206
		% within State	100.0%	100.0%	100.0%

**What is the secondary fuel used in your primary heating system, if any?**

			State		Total
			Kentucky	Ohio	
What is the secondary fuel used in your primary heating system, if any?	Electricity	Count	0	30	30
		% within State	0.0%	15.6%	14.6%
	Natural Gas	Count	3	3	6
		% within State	21.4%	1.6%	2.9%
	Propane	Count	1	1	2
		% within State	7.1%	0.5%	1.0%
	Other	Count	1	14	15
		% within State	7.1%	7.3%	7.3%
	None	Count	9	143	152
		% within State	64.3%	74.5%	73.8%
	DK/NS	Count	0	1	1
		% within State	0.0%	0.5%	0.5%
	Total	Count	14	192	206
		% within State	100.0%	100.0%	100.0%

Other secondary fuel sources:

- Wood stove / fireplace (n=3 Ohio, n=1 Kentucky)
- Electric space heaters (n=3 Ohio)
- Wood fireplace and electric space heaters (Ohio)
- Propane Space Heater (Ohio)
- Fire place insert (Ohio)
- Pellet stove used 50% of the time for heat (Ohio)
- Water (Ohio)
- Not specified (n=3 Ohio)

Do you use one or more of the following to cool your home?	Kentucky N=14		Ohio N=192		Total Midwest N=206	
None	0	0.0%	0	0.0%	0	0.0%
Heat pump for cooling	8	57.1%	30	15.6%	38	18.4%
Central air conditioning	7	50.0%	153	79.7%	160	77.7%
Through the wall or window air conditioning unit	0	0.0%	12	6.3%	12	5.8%
Geothermal heat pump for cooling	0	0.0%	1	0.5%	1	0.5%
"Heat pack"	0	0.0%	1	0.5%	1	0.5%
"Radiant water heating and cooling"	0	0.0%	1	0.5%	1	0.5%
Don't know	0	0.0%	0	0.0%	0	0.0%

May total to more than 100% because respondents could give multiple responses.

**How many window-unit or through the wall air conditioner(s) do you use?**

			State		Total
			Kentucky	Ohio	
How many window-unit or through the wall air conditioner(s) do you use?	1	Count	1	15	16
		% within State	7.1%	7.8%	7.8%
	2	Count	0	5	5
		% within State	0.0%	2.6%	2.4%
	3	Count	0	1	1
		% within State	0.0%	0.5%	0.5%
	None	Count	13	171	184
		% within State	92.9%	89.1%	89.3%
	Total	Count	14	192	206
		% within State	100.0%	100.0%	100.0%

What is the fuel used in your cooling system?	Kentucky N=14		Ohio N=192		Total Midwest N=206	
	Count	%	Count	%	Count	%
Electricity	13	92.9%	188	97.9%	201	97.6%
Natural gas	0	0.0%	3	1.6%	3	1.5%
Oil	0	0.0%	0	0.0%	0	0.0%
Propane	0	0.0%	0	0.0%	0	0.0%
Geothermal	0	0.0%	1	0.5%	1	0.5%
"Heat pack"	0	0.0%	1	0.5%	1	0.5%
"Radiant water heating and cooling"	0	0.0%	1	0.5%	1	0.5%
Don't know	1	7.1%	0	0.0%	1	0.5%

*May total to more than 100% because respondents could give multiple responses.*

**How old is your cooling system?**

			State		Total
			Kentucky	Ohio	
How old is your cooling system?	0-4 years	Count	3	57	60
		% within State	21.4%	29.7%	29.1%
	5-9 years	Count	5	45	50
		% within State	35.7%	23.4%	24.3%
	10-14 years	Count	3	37	40
		% within State	21.4%	19.3%	19.4%
	15-19 years	Count	1	22	23
		% within State	7.1%	11.5%	11.2%
	19 years or older	Count	1	21	22
		% within State	7.1%	10.9%	10.7%
	DK/NS	Count	1	10	11
		% within State	7.1%	5.2%	5.3%
	Total	Count	14	192	206
		% within State	100.0%	100.0%	100.0%

What is the fuel used in your water heater?	Kentucky N=14		Ohio N=192		Total Midwest N=206	
	Electricity	9	64.3%	62	32.3%	71
Natural gas	5	35.7%	131	68.2%	136	66.0%
Oil	0	0.0%	0	0.0%	0	0.0%
Propane	0	0.0%	3	1.6%	3	1.5%
Don't know	0	0.0%	1	0.5%	1	0.5%

*May total to more than 100% because respondents could give multiple responses.*

How old is your water heater?

			State		Total
			Kentucky	Ohio	
How old is your water heater?	0-4 years	Count	6	49	55
		% within State	42.9%	25.5%	26.7%
	5-9 years	Count	2	42	44
		% within State	14.3%	21.9%	21.4%
	10-14 years	Count	2	47	49
		% within State	14.3%	24.5%	23.8%
	15-19 years	Count	2	27	29
		% within State	14.3%	14.1%	14.1%
	More than 19 years	Count	0	12	12
		% within State	0.0%	6.3%	5.8%
	DK/NS	Count	2	15	17
		% within State	14.3%	7.8%	8.3%
	Total	Count	14	192	206
		% within State	100.0%	100.0%	100.0%

What type of fuel do you use for indoor cooking on the stovetop or range?	Kentucky N=14		Ohio N=192		Total Midwest N=206	
Electricity	11	78.6%	145	75.5%	156	75.7%
Natural gas	3	21.4%	46	24.0%	49	23.8%
Oil	0	0.0%	0	0.0%	0	0.0%
Propane	0	0.0%	1	0.5%	1	0.5%
"Induction"	0	0.0%	1	0.5%	1	0.5%
No stove / range	0	0.0%	1	0.5%	1	0.5%
Don't know	0	0.0%	0	0.0%	0	0.0%

May total to more than 100% because respondents could give multiple responses.

What type of fuel do you use for indoor cooking in the oven?	Kentucky N=14		Ohio N=192		Total Midwest N=206	
Electricity	11	78.6%	155	80.7%	166	80.6%
Natural gas	3	21.4%	36	18.8%	39	18.9%
Oil	0	0.0%	0	0.0%	0	0.0%
Propane	0	0.0%	1	0.5%	1	0.5%
No oven	0	0.0%	1	0.5%	1	0.5%
Don't know	0	0.0%	0	0.0%	0	0.0%

May total to more than 100% because respondents could give multiple responses.

What type of fuel do you use for clothes drying?	Kentucky N=14		Ohio N=192		Total Midwest N=206	
	Count	%	Count	%	Count	%
Electricity	14	100.0%	155	80.7%	169	82.0%
Natural gas	0	0.0%	33	17.2%	33	16.0%
Oil	0	0.0%	0	0.0%	0	0.0%
Propane	0	0.0%	1	0.5%	1	0.5%
No clothes dryer	0	0.0%	2	1.0%	2	1.0%
Don't know	0	0.0%	2	1.0%	2	1.0%

May total to more than 100% because respondents could give multiple responses.

**About how many square feet of living space are in your home?**

		State		Total	
		Kentucky	Ohio		
d17 About how many square feet of living space are in your home?	500 to 999	Count	0	4	4
		% within State	0.0%	2.1%	1.9%
	1000 to 1499	Count	3	26	29
		% within State	21.4%	13.5%	14.1%
	1500 to 1999	Count	3	32	35
		% within State	21.4%	16.7%	17.0%
	2000 to 2499	Count	2	32	34
		% within State	14.3%	16.7%	16.5%
	2500 to 2999	Count	0	33	33
		% within State	0.0%	17.2%	16.0%
	3000 to 3499	Count	0	19	19
		% within State	0.0%	9.9%	9.2%
	3500 to 3999	Count	1	6	7
		% within State	7.1%	3.1%	3.4%
	4000 or more	Count	2	13	15
		% within State	14.3%	6.8%	7.3%
	DK/NS	Count	3	27	30
		% within State	21.4%	14.1%	14.6%
Total	Count	14	192	206	
	% within State	100.0%	100.0%	100.0%	

**Do you own or rent your home?**

			State		Total
			Kentucky	Ohio	
Do you own or rent your home?	Own	Count	14	187	201
		% within State	100.0%	97.4%	97.6%
	Rent	Count	0	5	5
		% within State	0.0%	2.6%	2.4%
Total	Count	14	192	206	
	% within State	100.0%	100.0%	100.0%	

**How many levels are in your home (not including your basement)?**

			State		Total
			Kentucky	Ohio	
How many levels are in your home (not including your basement)?	One	Count	5	81	86
		% within State	35.7%	42.2%	41.7%
	Two	Count	8	100	108
		% within State	57.1%	52.1%	52.4%
	Three	Count	1	11	12
		% within State	7.1%	5.7%	5.8%
Total	Count	14	192	206	
	% within State	100.0%	100.0%	100.0%	

**Does your home have a heated or unheated basement?**

			State		Total
			Kentucky	Ohio	
Does your home have a heated or unheated basement?	Heated	Count	10	139	149
		% within State	71.4%	72.4%	72.3%
	Unheated	Count	1	24	25
		% within State	7.1%	12.5%	12.1%
	No basement	Count	3	29	32
		% within State	21.4%	15.1%	15.5%
Total	Count	14	192	206	
	% within State	100.0%	100.0%	100.0%	

**Does your home have an attic?**

			State		Total
			Kentucky	Ohio	
Does your home have an attic?	Yes	Count	10	155	165
		% within State	71.4%	80.7%	80.1%
	No	Count	4	37	41
		% within State	28.6%	19.3%	19.9%
Total	Count	14	192	206	
	% within State	100.0%	100.0%	100.0%	

**Are your central air/heat ducts located in the attic?**

			State		Total
			Kentucky	Ohio	
Are your central air/heat ducts located in the attic?	Yes	Count	1	31	32
		% within State	7.1%	16.1%	15.5%
	No	Count	8	120	128
		% within State	57.1%	62.5%	62.1%
	N/A	Count	4	29	33
		% within State	28.6%	15.1%	16.0%
	DK/NS	Count	1	12	13
		% within State	7.1%	6.3%	6.3%
	Total	Count	14	192	206
		% within State	100.0%	100.0%	100.0%

**Does your house have cold drafts in the winter?**

			State		Total
			Kentucky	Ohio	
Does your house have cold drafts in the winter?	Yes	Count	2	51	53
		% within State	14.3%	26.6%	25.7%
	No	Count	12	138	150
		% within State	85.7%	71.9%	72.8%
	DK/NS	Count	0	3	3
		% within State	0.0%	1.6%	1.5%
	Total	Count	14	192	206
		% within State	100.0%	100.0%	100.0%

**Does your house have sweaty windows in the winter?**

			State		Total
			Kentucky	Ohio	
Does your house have sweaty windows in the winter?	Yes	Count	4	44	48
		% within State	28.6%	22.9%	23.3%
	No	Count	10	144	154
		% within State	71.4%	75.0%	74.8%
	DK/NS	Count	0	4	4
		% within State	0.0%	2.1%	1.9%
Total	Count	14	192	206	
	% within State	100.0%	100.0%	100.0%	

**Do you notice uneven temperatures between the rooms in your home?**

			State		Total
			Kentucky	Ohio	
Do you notice uneven temperatures between the rooms in your home?	Yes	Count	7	115	122
		% within State	50.0%	59.9%	59.2%
	No	Count	7	75	82
		% within State	50.0%	39.1%	39.8%
	DK/NS	Count	0	2	2
		% within State	0.0%	1.0%	1.0%
Total	Count	14	192	206	
	% within State	100.0%	100.0%	100.0%	

**Does your heating system keep your home comfortable in winter?**

			State		Total
			Kentucky	Ohio	
Does your heating system keep your home comfortable in winter?	Yes	Count	13	177	190
		% within State	92.9%	92.2%	92.2%
	No	Count	0	12	12
		% within State	0.0%	6.3%	5.8%
	DK/NS	Count	1	3	4
		% within State	7.1%	1.6%	1.9%
Total	Count	14	192	206	
	% within State	100.0%	100.0%	100.0%	

**Does your cooling system keep your home comfortable in summer?**

			State		Total
			Kentucky	Ohio	
Does your cooling system keep your home comfortable in summer?	Yes	Count	12	179	191
		% within State	85.7%	93.2%	92.7%
	No	Count	2	12	14
		% within State	14.3%	6.3%	6.8%
	DK/NS	Count	0	1	1
		% within State	0.0%	0.5%	0.5%
Total	Count	14	192	206	
	% within State	100.0%	100.0%	100.0%	

**Do you have a programmable thermostat?**

			State		Total
			Kentucky	Ohio	
Do you have a programmable thermostat?	Yes	Count	6	135	141
		% within State	42.9%	70.3%	68.4%
	No	Count	8	54	62
		% within State	57.1%	28.1%	30.1%
	DK/NS	Count	0	3	3
		% within State	0.0%	1.6%	1.5%
Total	Count	14	192	206	
	% within State	100.0%	100.0%	100.0%	

**How many thermostats are there in your home?**

			State		Total
			Kentucky	Ohio	
How many thermostats are there in your home?	0	Count	1	3	4
		% within State	7.1%	1.6%	1.9%
	1	Count	12	177	189
		% within State	85.7%	92.2%	91.7%
	2	Count	1	10	11
		% within State	7.1%	5.2%	5.3%
	3	Count	0	1	1
		% within State	0.0%	0.5%	0.5%
	4 or more	Count	0	1	1
		% within State	0.0%	0.5%	0.5%
	Total	Count	14	192	206
		% within State	100.0%	100.0%	100.0%

**What temperature is your thermostat set to on a typical summer weekday afternoon?**

			State		Total
			Kentucky	Ohio	
What temperature is your thermostat set to on a typical summer weekday afternoon?	Less than 69 degrees	Count	0	4	4
		% within State	0.0%	2.1%	1.9%
	69-72 degrees	Count	3	32	35
		% within State	21.4%	16.7%	17.0%
	73-78 degrees	Count	9	130	139
		% within State	64.3%	67.7%	67.5%
	Higher than 78 degrees	Count	1	11	12
		% within State	7.1%	5.7%	5.8%
	Off	Count	1	9	10
		% within State	7.1%	4.7%	4.9%
	DK/NS	Count	0	6	6
		% within State	0.0%	3.1%	2.9%
Total	Count	14	192	206	
	% within State	100.0%	100.0%	100.0%	

**What temperature is your thermostat set to on a typical winter weekday afternoon?**

			State		Total
			Kentucky	Ohio	
What temperature is your thermostat set to on a typical winter weekday afternoon?	Less than 67 degrees	Count	0	35	35
		% within State	0.0%	18.2%	17.0%
	67-70 degrees	Count	8	106	114
		% within State	57.1%	55.2%	55.3%
	71-73 degrees	Count	3	28	31
		% within State	21.4%	14.6%	15.0%
	74-77 degrees	Count	2	17	19
		% within State	14.3%	8.9%	9.2%
	Off	Count	1	0	1
		% within State	7.1%	0.0%	0.5%
	DK/NS	Count	0	6	6
		% within State	0.0%	3.1%	2.9%
	Total	Count	14	192	206
		% within State	100.0%	100.0%	100.0%

**Do you have a swimming pool, hot-tub or spa?**

			State		Total
			Kentucky	Ohio	
Do you have a swimming pool, hot-tub or spa?	Yes	Count	1	42	43
		% within State	7.1%	21.9%	20.9%
	No	Count	13	150	163
		% within State	92.9%	78.1%	79.1%
	Total	Count	14	192	206
		% within State	100.0%	100.0%	100.0%

**Would a two-degree increase in the summer afternoon temperature in your home affect your comfort**

			State		Total
			Kentucky	Ohio	
Would a two-degree increase in the summer afternoon temperature in your home affect your comfort	Not at all	Count	3	49	52
		% within State	21.4%	25.5%	25.2%
	Slightly	Count	5	53	58
		% within State	35.7%	27.6%	28.2%
	Moderately, or	Count	3	63	66
		% within State	21.4%	32.8%	32.0%
	Greatly	Count	3	20	23
		% within State	21.4%	10.4%	11.2%
	DK/NS	Count	0	7	7
		% within State	0.0%	3.6%	3.4%
	Total	Count	14	192	206
		% within State	100.0%	100.0%	100.0%

**How many people live in this home?**

			State		Total
			Kentucky	Ohio	
How many people live in this home?	1	Count	3	37	40
		% within State	21.4%	19.3%	19.4%
	2	Count	5	77	82
		% within State	35.7%	40.1%	39.8%
	3	Count	2	29	31
		% within State	14.3%	15.1%	15.0%
	4	Count	4	33	37
		% within State	28.6%	17.2%	18.0%
	5	Count	0	11	11
		% within State	0.0%	5.7%	5.3%
	6	Count	0	3	3
		% within State	0.0%	1.6%	1.5%
	Prefer not to answer	Count	0	2	2
		% within State	0.0%	1.0%	1.0%
	Total	Count	14	192	206
		% within State	100.0%	100.0%	100.0%

How many of them are teenagers age 13-19?

			State		Total
			Kentucky	Ohio	
How many of them are teenagers age 13-19?	0	Count	13	158	171
		% within State	92.9%	82.3%	83.0%
	1	Count	0	20	20
		% within State	0.0%	10.4%	9.7%
	2	Count	1	10	11
		% within State	7.1%	5.2%	5.3%
	3	Count	0	2	2
		% within State	0.0%	1.0%	1.0%
	Prefer not to answer	Count	0	2	2
		% within State	0.0%	1.0%	1.0%
	Total	Count	14	192	206
		% within State	100.0%	100.0%	100.0%

How many persons are usually home on a weekday afternoon?

			State		Total
			Kentucky	Ohio	
How many persons are usually home on a weekday afternoon?	0	Count	1	19	20
		% within State	7.1%	9.9%	9.7%
	1	Count	3	78	81
		% within State	21.4%	40.6%	39.3%
	2	Count	6	65	71
		% within State	42.9%	33.9%	34.5%
	3	Count	4	18	22
		% within State	28.6%	9.4%	10.7%
	4	Count	0	2	2
		% within State	0.0%	1.0%	1.0%
	5	Count	0	4	4
		% within State	0.0%	2.1%	1.9%
	Prefer not to answer	Count	0	6	6
		% within State	0.0%	3.1%	2.9%
Total	Count	14	192	206	
	% within State	100.0%	100.0%	100.0%	

**Are you planning on making any large purchases to improve energy efficiency in the next 3 years?**

			State		Total
			Kentucky	Ohio	
Are you planning on making any large purchases to improve energy efficiency in the next 3 years?	Yes	Count	6	57	63
		% within State	42.9%	29.7%	30.6%
	No	Count	8	116	124
		% within State	57.1%	60.4%	60.2%
	DK/NS	Count	0	19	19
		% within State	0.0%	9.9%	9.2%
	Total	Count	14	192	206
		% within State	100.0%	100.0%	100.0%

**What is your age group?**

			State		Total
			Kentucky	Ohio	
What is your age group?	18-34	Count	0	11	11
		% within State	0.0%	5.7%	5.3%
	35-49	Count	3	35	38
		% within State	21.4%	18.2%	18.4%
	50-59	Count	4	47	51
		% within State	28.6%	24.5%	24.8%
	60-64	Count	1	32	33
		% within State	7.1%	16.7%	16.0%
	65-74	Count	2	40	42
		% within State	14.3%	20.8%	20.4%
	Over 74	Count	2	23	25
		% within State	14.3%	12.0%	12.1%
	Prefer not to answer	Count	2	4	6
		% within State	14.3%	2.1%	2.9%
	Total	Count	14	192	206
		% within State	100.0%	100.0%	100.0%

Please indicate your annual household income

			State		Total
			Kentucky	Ohio	
Please indicate your annual household income	Under \$15,000	Count	0	3	3
		% within State	0.0%	1.6%	1.5%
	\$15,000-\$29,999	Count	1	12	13
		% within State	7.1%	6.3%	6.3%
	\$30,000-\$49,999	Count	2	25	27
		% within State	14.3%	13.0%	13.1%
	\$50,000-\$74,999	Count	4	25	29
		% within State	28.6%	13.0%	14.1%
	\$75,000-\$100,000	Count	0	33	33
		% within State	0.0%	17.2%	16.0%
	Over \$100,000	Count	2	32	34
		% within State	14.3%	16.7%	16.5%
	Prefer Not to Answer	Count	4	56	60
		% within State	28.6%	29.2%	29.1%
	DK/NS	Count	1	6	7
		% within State	7.1%	3.1%	3.4%
	Total	Count	14	192	206
		% within State	100.0%	100.0%	100.0%

## Non-Participant Survey Households

Ninety-six (96) customers in the Midwest who did not participate in the Specialty Bulbs program were surveyed for this evaluation (16 Kentucky customers and 80 Ohio customers); this section presents household and demographic data collected during the non-participant survey.

### In what type of building do you live?

			State		Total
			Kentucky	Ohio	
In what type of building do you live?	Apartment (4 + families)---	Count	0	4	4
	traditional structure	% within State	0.0%	5.0%	4.2%
	Condominium---traditional	Count	1	2	3
	structure	% within State	6.3%	2.5%	3.1%
	Other: Duplex	Count	1	0	1
		% within State	6.3%	0.0%	1.0%
	Other: Town home	Count	0	3	3
		% within State	0.0%	3.8%	3.1%
	Refused	Count	0	1	1
		% within State	0.0%	1.3%	1.0%
	Single family home, factory	Count	0	1	1
	manufactured/modular	% within State	0.0%	1.3%	1.0%
	Single family, mobile home	Count	0	1	1
		% within State	0.0%	1.3%	1.0%
	Single-family home, detached	Count	14	65	79
	construction	% within State	87.5%	81.3%	82.3%
	Two or Three family attached	Count	0	3	3
residence-traditional structure	% within State	0.0%	3.8%	3.1%	
<b>Total</b>	Count	16	80	96	
	% within State	100.0%	100.0%	100.0%	

What year was your residence built?

			State		Total
			Kentucky	Ohio	
What year was your residence built?	1959 and before	Count	8	24	32
		% within State	50.0%	30.0%	33.3%
	1960-1979	Count	1	21	22
		% within State	6.3%	26.3%	22.9%
	1980-1989	Count	1	9	10
		% within State	6.3%	11.3%	10.4%
	1990-1997	Count	3	10	13
		% within State	18.8%	12.5%	13.5%
	1998-2000	Count	1	5	6
		% within State	6.3%	6.3%	6.3%
	2001-2007	Count	2	4	6
		% within State	12.5%	5.0%	6.3%
	2008-present	Count	0	2	2
		% within State	0.0%	2.5%	2.1%
	DK/NS	Count	0	5	5
		% within State	0.0%	6.3%	5.2%
	Total	Count	16	80	96
		% within State	100.0%	100.0%	100.0%

How long have you lived in your current home?

<i>OH Mean: 12.9 years, OH Median: 11.5 years</i> <i>KY Mean: 12.1 years, KY Median: 10.0 years</i>			State		Total
			Kentucky	Ohio	
How long have you lived in your current home?	One year or less	Count	2	5	7
		% within State	12.5%	6.3%	7.3%
	More than one up to 5 years	Count	1	27	28
		% within State	6.3%	33.8%	29.2%
	More than 5 up to 10 years	Count	7	6	13
		% within State	43.8%	7.5%	13.5%
	More than 10 up to 20 years	Count	3	23	26
		% within State	18.8%	28.8%	27.1%
	More than 20 up to 30 years	Count	2	10	12
		% within State	12.5%	12.5%	12.5%
	More than 30 years	Count	1	7	8
		% within State	6.3%	8.8%	8.3%
	DK/NS	Count	0	2	2
		% within State	0.0%	2.5%	2.1%
	Total	Count	16	80	96
		% within State	100.0%	100.0%	100.0%

**How many rooms are in your home (excluding bathrooms, but including finished basements)?**

		State		Total	
		Kentucky	Ohio		
How many rooms are in your home (excluding bathrooms, but including finished basements)?	10 or more	Count	1	17	18
		% within State	6.3%	21.3%	18.8%
	4	Count	1	4	5
		% within State	6.3%	5.0%	5.2%
	1 to 3	Count	0	3	3
		% within State	0.0%	3.8%	3.1%
	5	Count	2	7	9
		% within State	12.5%	8.8%	9.4%
	6	Count	3	8	11
		% within State	18.8%	10.0%	11.5%
	7	Count	5	11	16
		% within State	31.3%	13.8%	16.7%
	8	Count	3	16	19
		% within State	18.8%	20.0%	19.8%
	9	Count	1	13	14
		% within State	6.3%	16.3%	14.6%
	DK/NS	Count	0	1	1
		% within State	0.0%	1.3%	1.0%
Total	Count	16	80	96	
	% within State	100.0%	100.0%	100.0%	

Which of the following best describes your home's heating system?	Kentucky N=16		Ohio N=80		Total Midwest N=96	
None	0	0.0%	0	0.0%	0	0.0%
Central forced air furnace	14	87.5%	60	75.0%	74	77.1%
Electric Baseboard	0	0.0%	3	3.8%	3	3.1%
Heat Pump	2	12.5%	17	21.3%	19	19.8%
Geothermal Heat Pump	1	6.3%	1	1.3%	2	2.1%
Wood burning fireplace / stove	0	0.0%	0	0.0%	0	0.0%
Boiler / steam heat	0	0.0%	2	2.5%	2	2.1%
Dual system: furnace and heat pump	0	0.0%	0	0.0%	0	0.0%
Other: "Hybrid heat pump"	0	0.0%	1	1.3%	1	1.0%
Don't know	0	0.0%	1	1.3%	1	1.0%

May total to more than 100% because respondents could give multiple responses.

**How old is your heating system?**

			State		Total
			Kentucky	Ohio	
How old is your heating system?	0-4 years	Count	7	31	38
		% within State	43.8%	38.8%	39.6%
	10-14 years	Count	2	13	15
		% within State	12.5%	16.3%	15.6%
	15-19 years	Count	1	6	7
		% within State	6.3%	7.5%	7.3%
	19 years or older	Count	0	9	9
		% within State	0.0%	11.3%	9.4%
	5-9 years	Count	5	6	11
		% within State	31.3%	7.5%	11.5%
	DK/NS	Count	1	14	15
		% within State	6.3%	17.5%	15.6%
	Do not have	Count	0	1	1
		% within State	0.0%	1.3%	1.0%
	Total	Count	16	80	96
		% within State	100.0%	100.0%	100.0%

What is the primary fuel used in your heating system?

			State		Total
			Kentucky	Ohio	
What is the primary fuel used in your heating system?	DK/NS	Count	0	3	3
		% within State	0.0%	3.8%	3.1%
	Electricity	Count	4	26	30
		% within State	25.0%	32.5%	31.3%
	Natural Gas	Count	11	47	58
		% within State	68.8%	58.8%	60.4%
	Oil	Count	0	3	3
		% within State	0.0%	3.8%	3.1%
	Other: Electric infrared heater	Count	1	0	1
		% within State	6.3%	0.0%	1.0%
	Propane	Count	0	1	1
		% within State	0.0%	1.3%	1.0%
	Total	Count	16	80	96
		% within State	100.0%	100.0%	100.0%

What is the secondary fuel used in your primary heating system, if any?

			State		Total
			Kentucky	Ohio	
What is the secondary fuel used in your primary heating system, if any?	DK/NS	Count	1	4	5
		% within State	6.3%	5.0%	5.2%
	Electricity	Count	1	0	1
		% within State	6.3%	0.0%	1.0%
	Natural Gas	Count	0	6	6
		% within State	0.0%	7.5%	6.3%
	None	Count	13	60	73
		% within State	81.3%	75.0%	76.0%
	Space heaters	Count	0	4	4
		% within State	0.0%	5.0%	5.2%
	Wood stove / fireplace	Count	0	4	4
		% within State	0.0%	5.0%	5.2%
	Other: "Forced air blown through gas-heated hot water pipes"	Count	1	0	1
		% within State	6.3%	0.0%	1.0%
	Other: "Gas logs in the fireplace"	Count	0	1	1
		% within State	0.0%	1.3%	1.0%
	Other: "Pellet stove"	Count	0	1	1
		% within State	0.0%	1.3%	1.0%
	Total	Count	16	80	96
		% within State	100.0%	100.0%	100.0%

Do you use one or more of the following to cool your home?	Kentucky N=16		Ohio N=80		Total Midwest N=96	
None	0	0.0%	0	0.0%	0	0.0%
Heat pump for cooling	2	12.5%	18	22.5%	20	20.8%
Central air conditioning	14	87.5%	60	75.0%	74	77.1%
Through the wall or window air conditioning unit	1	6.3%	8	10.0%	9	9.4%
Geothermal heat pump for cooling	1	6.3%	1	1.3%	2	2.1%
Don't know	0	0.0%	1	1.3%	1	1.0%

May total to more than 100% because respondents could give multiple responses.

How many window-unit or through the wall air conditioner(s) do you use?

			State		Total
			Kentucky	Ohio	
How many window-unit or through the wall air conditioner(s) do you use?	1	Count	0	1	1
		% within State	0.0%	1.3%	1.0%
	2	Count	1	7	8
		% within State	6.3%	8.8%	8.3%
	3	Count	0	1	1
		% within State	0.0%	1.3%	1.0%
	4	Count	1	0	1
		% within State	6.3%	0.0%	1.0%
	5	Count	0	1	1
		% within State	0.0%	1.3%	1.0%
	DK/NS	Count	0	2	2
		% within State	0.0%	2.5%	2.1%
	None	Count	14	68	82
		% within State	87.5%	85.0%	85.4%
	Total	Count	16	80	96
		% within State	100.0%	100.0%	100.0%

What is the fuel used in your cooling system?	Kentucky N=16		Ohio N=80		Total Midwest N=96	
	Count	%	Count	%	Count	%
Electricity	0	0.0%	78	97.5%	78	81.3%
Natural gas	16	100.0%	2	2.5%	18	18.8%
Oil	0	0.0%	0	0.0%	0	0.0%
Propane	0	0.0%	0	0.0%	0	0.0%
Geothermal	0	0.0%	0	0.0%	0	0.0%
Don't know	0	0.0%	1	1.3%	1	1.0%

May total to more than 100% because respondents could give multiple responses.

How old is your cooling system?

			State		Total
			Kentucky	Ohio	
How old is your cooling system?	0-4 years	Count	5	29	34
		% within State	31.3%	36.3%	35.4%
	10-14 years	Count	2	12	14
		% within State	12.5%	15.0%	14.6%
	15-19 years	Count	1	9	10
		% within State	6.3%	11.3%	10.4%
	19 years or older	Count	2	8	10
		% within State	12.5%	10.0%	10.4%
	5-9 years	Count	5	9	14
		% within State	31.3%	11.3%	14.6%
	DK/NS	Count	1	13	14
		% within State	6.3%	16.3%	14.6%
	Total	Count	16	80	96
		% within State	100.0%	100.0%	100.0%

What is the fuel used by your water heater?	Kentucky N=16		Ohio N=80		Total Midwest N=96	
	Count	%	Count	%	Count	%
Electricity	6	37.5%	25	31.3%	31	32.3%
Natural gas	10	62.5%	49	61.3%	59	61.5%
Oil	0	0.0%	0	0.0%	0	0.0%
Propane	0	0.0%	0	0.0%	0	0.0%
Geothermal	0	0.0%	1	1.3%	1	1.0%
Solar	0	0.0%	1	1.3%	1	1.0%
Don't know	0	0.0%	5	6.3%	5	5.2%

May total to more than 100% because respondents could give multiple responses.

How old is your water heater?

			State		Total
			Kentucky	Ohio	
How old is your water heater?	0-4 years	Count	6	29	35
		% within State	37.5%	36.3%	36.5%
	10-14 years	Count	3	16	19
		% within State	18.8%	20.0%	19.8%
	15-19 years	Count	0	6	6
		% within State	0.0%	7.5%	6.3%
	5-9 years	Count	7	13	20
		% within State	43.8%	16.3%	20.8%
	DK/NS	Count	0	10	10
		% within State	0.0%	12.5%	10.4%
	More than 19 years	Count	0	6	6
		% within State	0.0%	7.5%	6.3%
	Total	Count	16	80	96
		% within State	100.0%	100.0%	100.0%

What type of fuel do you use for indoor cooking on the stovetop or range?	Kentucky N=16		Ohio N=80		Total Midwest N=96	
	Electricity	6	37.5%	51	63.8%	57
Natural gas	10	62.5%	28	35.0%	38	39.6%
Oil	0	0.0%	0	0.0%	0	0.0%
Propane	0	0.0%	0	0.0%	0	0.0%
No stove / range	0	0.0%	0	0.0%	0	0.0%
Don't know	0	0.0%	1	1.3%	1	1.0%

May total to more than 100% because respondents could give multiple responses.

What type of fuel do you use for indoor cooking in the oven?	Kentucky N=16		Ohio N=80		Total Midwest N=96	
	Electricity	7	43.8%	54	67.5%	61
Natural gas	9	56.3%	25	31.3%	34	35.4%
Oil	0	0.0%	0	0.0%	0	0.0%
Propane	0	0.0%	1	1.3%	1	1.0%
No Oven	0	0.0%	0	0.0%	0	0.0%
Don't know	0	0.0%	1	1.3%	1	1.0%

May total to more than 100% because respondents could give multiple responses.

What type of fuel do you use for clothes drying?	Kentucky N=16		Ohio N=80		Total Midwest N=96	
	Count	%	Count	%	Count	%
Electricity	14	87.5%	63	78.8%	77	80.2%
Natural gas	2	12.5%	12	15.0%	14	14.6%
Oil	0	0.0%	0	0.0%	0	0.0%
Propane	0	0.0%	0	0.0%	0	0.0%
No clothes dryer	0	0.0%	3	3.8%	3	3.1%
Don't know	0	0.0%	2	2.5%	2	2.1%

May total to more than 100% because respondents could give multiple responses.

**About how many square feet of living space are in your home?**

			State		Total
			Kentucky	Ohio	
About how many square feet of living space are in your home?	1000 to 1499	Count	5	9	14
		% within State	31.3%	11.3%	14.6%
	1500 to 1999	Count	0	17	17
		% within State	0.0%	21.3%	17.7%
	2000 to 2499	Count	6	12	18
		% within State	37.5%	15.0%	18.8%
	2500 to 2999	Count	1	10	11
		% within State	6.3%	12.5%	11.5%
	3000 to 3499	Count	0	1	1
		% within State	0.0%	1.3%	1.0%
	3500 to 3999	Count	0	4	4
		% within State	0.0%	5.0%	4.2%
	4000 or more	Count	1	6	7
		% within State	6.3%	7.5%	7.3%
	500 to 999	Count	0	4	4
		% within State	0.0%	5.0%	4.2%
	DK/NS	Count	3	15	18
		% within State	18.8%	18.8%	18.8%
	Less than 500	Count	0	2	2
		% within State	0.0%	2.5%	2.1%
Total	Count	16	80	96	
	% within State	100.0%	100.0%	100.0%	

**Do you own or rent your home?**

			State		Total
			Kentucky	Ohio	
Do you own or rent your home?	Own	Count	15	66	81
		% within State	93.8%	82.5%	84.4%
	Rent	Count	1	14	15
		% within State	6.3%	17.5%	15.6%
Total	Count	16	80	96	
	% within State	100.0%	100.0%	100.0%	

**How many levels are in your home (not including your basement)?**

			State		Total
			Kentucky	Ohio	
How many levels are in your home (not including your basement)?	One	Count	4	31	35
		% within State	25.0%	38.8%	36.5%
	Three	Count	3	12	15
		% within State	18.8%	15.0%	15.6%
	Two	Count	9	37	46
		% within State	56.3%	46.3%	47.9%
Total	Count	16	80	96	
	% within State	100.0%	100.0%	100.0%	

**Does your home have a heated or unheated basement?**

			State		Total
			Kentucky	Ohio	
Does your home have a heated or unheated basement?	DK/NS	Count	0	1	1
		% within State	0.0%	1.3%	1.0%
	Heated	Count	10	53	63
		% within State	62.5%	66.3%	65.6%
	No basement	Count	2	14	16
		% within State	12.5%	17.5%	16.7%
	Unheated	Count	4	12	16
		% within State	25.0%	15.0%	16.7%
	Total	Count	16	80	96
		% within State	100.0%	100.0%	100.0%

**Does your home have an attic?**

			State		Total
			Kentucky	Ohio	
Does your home have an attic?	No	Count	6	23	29
		% within State	37.5%	28.8%	30.2%
	Yes	Count	10	57	67
		% within State	62.5%	71.3%	69.8%
Total	Count	16	80	96	
	% within State	100.0%	100.0%	100.0%	

**Are your central air/heat ducts located in the attic?**

			State		Total
			Kentucky	Ohio	
Are your central air/heat ducts located in the attic?	DK/NS	Count	0	5	5
		% within State	0.0%	6.3%	5.2%
	N/A	Count	7	25	32
		% within State	43.8%	31.3%	33.3%
	No	Count	7	37	44
		% within State	43.8%	46.3%	45.8%
	Yes	Count	2	13	15
		% within State	12.5%	16.3%	15.6%
	Total	Count	16	80	96
		% within State	100.0%	100.0%	100.0%

**Does your house have cold drafts in the winter?**

			State		Total
			Kentucky	Ohio	
Does your house have cold drafts in the winter?	DK/NS	Count	0	2	2
		% within State	0.0%	2.5%	2.1%
	No	Count	11	44	55
		% within State	68.8%	55.0%	57.3%
	Yes	Count	5	34	39
		% within State	31.3%	42.5%	40.6%
Total	Count	16	80	96	
	% within State	100.0%	100.0%	100.0%	

**Does your house have sweaty windows in the winter?**

			State		Total
			Kentucky	Ohio	
Does your house have sweaty windows in the winter?	DK/NS	Count	0	1	1
		% within State	0.0%	1.3%	1.0%
	No	Count	12	59	71
		% within State	75.0%	73.8%	74.0%
	Yes	Count	4	20	24
		% within State	25.0%	25.0%	25.0%
Total	Count	16	80	96	
	% within State	100.0%	100.0%	100.0%	

**Do you notice uneven temperatures between the rooms in your home?**

			State		Total
			Kentucky	Ohio	
Do you notice uneven temperatures between the rooms in your home?	DK/NS	Count	1	1	2
		% within State	6.3%	1.3%	2.1%
	No	Count	7	25	32
		% within State	43.8%	31.3%	33.3%
	Yes	Count	8	54	62
		% within State	50.0%	67.5%	64.6%
Total	Count	16	80	96	
	% within State	100.0%	100.0%	100.0%	

**Does your heating system keep your home comfortable in winter?**

			State		Total
			Kentucky	Ohio	
Does your heating system keep your home comfortable in winter?	DK/NS	Count	1	1	2
		% within State	6.3%	1.3%	2.1%
	No	Count	0	4	4
		% within State	0.0%	5.0%	4.2%
	Yes	Count	15	75	90
		% within State	93.8%	93.8%	93.8%
Total	Count	16	80	96	
	% within State	100.0%	100.0%	100.0%	

**Does your cooling system keep your home comfortable in summer?**

			State		Total
			Kentucky	Ohio	
Does your cooling system keep your home comfortable in summer?	DK/NS	Count	1	1	2
		% within State	6.3%	1.3%	2.1%
	No	Count	2	5	7
		% within State	12.5%	6.3%	7.3%
	Yes	Count	13	74	87
		% within State	81.3%	92.5%	90.6%
	Total	Count	16	80	96
		% within State	100.0%	100.0%	100.0%

**Do you have a programmable thermostat?**

			State		Total
			Kentucky	Ohio	
Do you have a programmable thermostat?	DK/NS	Count	0	1	1
		% within State	0.0%	1.3%	1.0%
	No	Count	7	27	34
		% within State	43.8%	33.8%	35.4%
	Yes	Count	9	52	61
		% within State	56.3%	65.0%	63.5%
	Total	Count	16	80	96
		% within State	100.0%	100.0%	100.0%

**How many thermostats are there in your home?**

			State		Total
			Kentucky	Ohio	
How many thermostats are there in your home?	0	Count	0	4	4
		% within State	0.0%	5.0%	4.2%
	1	Count	14	72	86
		% within State	87.5%	90.0%	89.6%
	2	Count	1	3	4
		% within State	6.3%	3.8%	4.2%
	4 or more	Count	1	0	1
		% within State	6.3%	0.0%	1.0%
	DK/NS	Count	0	1	1
		% within State	0.0%	1.3%	1.0%
	Total	Count	16	80	96
		% within State	100.0%	100.0%	100.0%

**What temperature is your thermostat set to on a typical summer weekday afternoon?**

			State		Total
			Kentucky	Ohio	
What temperature is your thermostat set to on a typical summer weekday afternoon?	69-72 degrees	Count	8	29	37
		% within State	50.0%	36.3%	38.5%
	73-78 degrees	Count	7	37	44
		% within State	43.8%	46.3%	45.8%
	DK/NS	Count	0	2	2
		% within State	0.0%	2.5%	2.1%
	Higher than 78 degrees	Count	0	1	1
		% within State	0.0%	1.3%	1.0%
	Less than 69 degrees	Count	1	7	8
		% within State	6.3%	8.8%	8.3%
	Off	Count	0	4	4
		% within State	0.0%	5.0%	4.2%
Total	Count	16	80	96	
	% within State	100.0%	100.0%	100.0%	

**What temperature is your thermostat set to on a typical winter weekday afternoon?**

			State		Total
			Kentucky	Ohio	
What temperature is your thermostat set to on a typical winter weekday afternoon?	67-70 degrees	Count	12	40	52
		% within State	75.0%	50.0%	54.2%
	71-73 degrees	Count	1	22	23
		% within State	6.3%	27.5%	24.0%
	74-77 degrees	Count	0	4	4
		% within State	0.0%	5.0%	4.2%
	78 degrees or higher	Count	1	2	3
		% within State	6.3%	2.5%	3.1%
	DK/NS	Count	0	2	2
		% within State	0.0%	2.5%	2.1%
	Less than 67 degrees	Count	2	10	12
		% within State	12.5%	12.5%	12.5%
Total	Count	16	80	96	
	% within State	100.0%	100.0%	100.0%	

**Do you have a swimming pool, hot-tub or spa?**

			State		Total
			Kentucky	Ohio	
Do you have a swimming pool, hot-tub or spa?	No	Count	15	67	82
		% within State	93.8%	83.8%	85.4%
	Yes	Count	1	13	14
		% within State	6.3%	16.3%	14.6%
	Total	Count	16	80	96
		% within State	100.0%	100.0%	100.0%

**Would a two-degree increase in the summer afternoon temperature in your home affect your comfort**

			State		Total
			Kentucky	Ohio	
Would a two-degree increase in the summer afternoon temperature in your home affect your comfort	DK/NS	Count	0	3	3
		% within State	0.0%	3.8%	3.1%
	Greatly	Count	1	8	9
		% within State	6.3%	10.0%	9.4%
	Moderately	Count	1	22	23
		% within State	6.3%	27.5%	24.0%
	Not at all	Count	9	21	30
		% within State	56.3%	26.3%	31.3%
	Slightly	Count	5	26	31
		% within State	31.3%	32.5%	32.3%
	Total	Count	16	80	96
		% within State	100.0%	100.0%	100.0%

How many people live in this home?

			State		Total
			Kentucky	Ohio	
How many people live in this home?	1	Count	2	14	16
		% within State	12.5%	17.5%	16.7%
	2	Count	6	34	40
		% within State	37.5%	42.5%	41.7%
	3	Count	2	10	12
		% within State	12.5%	12.5%	12.5%
	4	Count	1	6	7
		% within State	6.3%	7.5%	7.3%
	5	Count	3	10	13
		% within State	18.8%	12.5%	13.5%
	6	Count	2	2	4
		% within State	12.5%	2.5%	4.2%
	7	Count	0	1	1
		% within State	0.0%	1.3%	1.0%
	8 or more	Count	0	1	1
		% within State	0.0%	1.3%	1.0%
	DK/NS	Count	0	1	1
		% within State	0.0%	1.3%	1.0%
Prefer not to answer	Count	0	1	1	
	% within State	0.0%	1.3%	1.0%	
Total	Count	16	80	96	
	% within State	100.0%	100.0%	100.0%	

How many of them are teenagers age 13-19?

			State		Total
			Kentucky	Ohio	
How many of them are teenagers age 13-19?	0	Count	12	67	79
		% within State	75.0%	83.8%	82.3%
	1	Count	2	9	11
		% within State	12.5%	11.3%	11.5%
	2	Count	1	2	3
		% within State	6.3%	2.5%	3.1%
	3	Count	1	0	1
		% within State	6.3%	0.0%	1.0%
	DK/NS	Count	0	1	1
		% within State	0.0%	1.3%	1.0%
	Prefer not to answer	Count	0	1	1
		% within State	0.0%	1.3%	1.0%
	Total	Count	16	80	96
		% within State	100.0%	100.0%	100.0%

**How many persons are usually home on a weekday afternoon?**

			State		Total
			Kentucky	Ohio	
How many persons are usually home on a weekday afternoon?	0	Count	2	18	20
		% within State	12.5%	22.5%	20.8%
	1	Count	4	22	26
		% within State	25.0%	27.5%	27.1%
	2	Count	4	24	28
		% within State	25.0%	30.0%	29.2%
	3	Count	3	5	8
		% within State	18.8%	6.3%	8.3%
	4	Count	3	3	6
		% within State	18.8%	3.8%	6.3%
	5	Count	0	3	3
		% within State	0.0%	3.8%	3.1%
	6	Count	0	2	2
		% within State	0.0%	2.5%	2.1%
	DK/NS	Count	0	2	2
		% within State	0.0%	2.5%	2.1%
	Prefer not to answer	Count	0	1	1
		% within State	0.0%	1.3%	1.0%
Total	Count	16	80	96	
	% within State	100.0%	100.0%	100.0%	

**Are you planning on making any large purchases to improve energy efficiency in the next 3 years?**

			State		Total
			Kentucky	Ohio	
Are you planning on making any large purchases to improve energy efficiency in the next 3 years?	DK/NS	Count	1	6	7
		% within State	6.3%	7.5%	7.3%
	No	Count	13	48	61
		% within State	81.3%	60.0%	63.5%
	Yes	Count	2	26	28
		% within State	12.5%	32.5%	29.2%
	Total	Count	16	80	96
		% within State	100.0%	100.0%	100.0%

What is your age group?

			State		Total
			Kentucky	Ohio	
18-34	Count		4	17	21
	% within State		25.0%	21.3%	21.9%
35-49	Count		3	17	20
	% within State		18.8%	21.3%	20.8%
50-59	Count		6	13	19
	% within State		37.5%	16.3%	19.8%
60-64	Count		1	11	12
	% within State		6.3%	13.8%	12.5%
65-74	Count		1	16	17
	% within State		6.3%	20.0%	17.7%
Over 74	Count		1	4	5
	% within State		6.3%	5.0%	5.2%
Prefer not to answer	Count		0	2	2
	% within State		0.0%	2.5%	2.1%
Total	Count		16	80	96
	% within State		100.0%	100.0%	100.0%

Please indicate your annual household income

			State		Total
			Kentucky	Ohio	
Please indicate your annual household income	\$15,000-\$29,999	Count	1	10	11
		% within State	6.3%	12.5%	11.5%
	\$30,000-\$49,999	Count	5	14	19
		% within State	31.3%	17.5%	19.8%
	\$50,000-\$74,999	Count	2	11	13
		% within State	12.5%	13.8%	13.5%
	\$75,000-\$100,000	Count	1	18	19
		% within State	6.3%	22.5%	19.8%
	DK/NS	Count	1	1	2
		% within State	6.3%	1.3%	2.1%
	Over \$100,000	Count	3	10	13
		% within State	18.8%	12.5%	13.5%
	Prefer Not to Answer	Count	2	13	15
		% within State	12.5%	16.3%	15.6%
	Under \$15,000	Count	1	3	4
		% within State	6.3%	3.8%	4.2%
	Total	Count	16	80	96
		% within State	100.0%	100.0%	100.0%

## Appendix H: Explanations of Satisfaction and Influence Ratings

### Overall Satisfaction with Duke Energy

Satisfaction with Duke Energy is generally high among these program participants, with a mean rating of 8.44 on a ten-point scale where "10" means "very satisfied." Forty-three participants (20.9%) rated their satisfaction with Duke Energy at "7" or less on a ten-point scale and were asked how this situation could be improved; these responses are listed below. The most common responses have to do with concerns about energy costs, billing and environmental issues.

### Satisfaction with Duke Energy: rating "7 out of 10" or lower

- *A contractor hired by Duke, wearing a T-shirt with a logo from some other electric company, came around, knocked on our door and asked to see our bill. He said that some of the 'rider' charges on our bill are not supposed to be there. He told us to call Duke and ask about the superfluous 'rider' charges. He seemed legit but it was weird.*
- *Billing and customer service could be more professional.*
- *Cost efficiency; the company needs to do more. This may be happening now that Duke's monopoly has been broken.*
- *Duke could allow people to check the energy billing histories of addresses via the Duke Energy public website.*
- *Duke could clarify how its pricing compares with other energy providers.*
- *Duke could offer such things as cycling water heaters, handyman services, and referrals for professional contractors.*
- *Duke customer service could be more knowledgeable about the programs and services that they offer. I've twice tried & failed to enroll in the Power Manager program. Customer service representatives could have the ability to speak to customers in laymen's terms.*
- *Duke Energy can be more environmentally responsible in their operations.*
- *Duke Energy could improve service reliability and decrease outage repair times.*
- *Duke Energy could straighten out my billing issues so I don't fall behind on payments. I tend to receive my Duke Energy bill intermittently or not at all.*
- *Every few months, you get offers of alternative providers, even though the service still comes from Duke Energy. Duke Energy never shows us how they're rates rank against other providers. They need to proactively explain why we should continue to use Duke and not others.*
- *Get rid of the fixed cost on usage on natural gas and electric. It's a little stiff. In the summertime, I only use a little gas and they're charging \$50. It's ridiculous. I'm thinking of moving to Kentucky where they don't have these agreements in place. I think it's called deregulation. I know they can't always get rid of rate increases. It also deregulated the CEO's pay, and she's able to make a lot more than the guy before. It leaves me scratching my head.*

- *I am dissatisfied with the year-round mandatory cost of having a gas hook-up with a monthly flat rate of \$38 dollars per month weather you use the gas or not. I have not been using the gas at all in a house that I am fixing up which is uninhabited, yet I am required to pay this fee. I think it is too high of a fee, it should not be any higher than what the electric flat rate charges are, the fee should not be over \$15 per month.*
- *I have no problem with the service provided by Duke Energy but I have downgraded them due to their environmental practices. The problem with the Dan River ash flow is concerning as it seems like Duke wants to pass off the cleaning on the river to its customers while they routinely announce profits in the billions.*
- *I just like to know what I can do to keep my bill as low as possible. What techniques?*
- *I want them to eliminate the coal power plants and go to renewable energy. I'd like them to be a company that environmentalists can be proud of.*
- *Duke could allow the installation of remotely-readable energy meters.*
- *I wish they were more responsive to customers. I own a business that did contract work for Duke Energy and they never paid the bill. I have a three-year-old invoice that they've never paid. I've had wildly fluctuating bills since they installed a wireless meter and I've tried to get a hold of them, but can't get any response. Duke offered an energy audit of our home and they overcharged me; we paid \$150 and we never received a report; the energy audit was in May of this year.*
- *I would like better communication explaining how they set the budget billing for Duke Energy Customers.*
- *I would like to see an easier comparison and conversion to alternate providers, which might be self-defeating. I know that it's out there, but there doesn't seem to be a central place to compare and sign up.*
- *I'd be more satisfied if they were faster to respond to power outages.*
- *I'd like to have more communication during power outages. Many times our neighborhood is out of power and nobody else around us has their power out. We never get any explanation about why our power is out, and these occurrences happen during fair weather. I would like to have explanation as to why these happen and maybe even a heads up before the power outs are going to happen if it is something Duke Energy is controlling.*
- *I'm very happy with services but would prefer that Duke Energy had a more environmental mind set with their business decisions. I'd like to see them looking into directly investing in renewable resources and do more with waste products (better containment of coal ash, better CO2 capture, and flue-gas desulfurization).*
- *It's still a bill I need to pay every month, and my wife leaves the lights on during the day.*
- *It's very hard to get a hold of someone or even just get a human on the phone. Also, we have a cabin that loses power frequently. When I call for someone to repair the power they tell me that someone will have it fixed in an hour or two but it usually takes 5-6 hours instead. If we were told that it would take 5-6 hours we would get back into town to the house.*
- *Last year, I heard noises outside and discovered that a Power Manager device had been installed on my air conditioning. While the crew left a hanging card on my door to*

*indicate the device could be removed at my request, I don't recall requesting or authorizing the installation. I would have liked to have been notified in advance.*

- *My son who uses gas to heat his home has to pay \$30 a month just for being connected. It almost doubles his monthly bill.*
- *Sometimes when we lose electricity, it takes some time to get things back to normal (but this has improved somewhat). Also, in the MyHER comparison reports mailed to us, no matter what we do, we're way higher than others. I wish the report would make it easier to understand why that's so.*
- *The Home Energy reports keep telling us that our home is less efficient than the average house but I can't figure out why that would be. More than half of our light bulbs are the CFL type and the house is only 11 years old. We think that Duke is trying to convince everyone that their homes aren't efficient so that Duke can get them to buy things through them to increase their home's efficiency.*
- *When we have severe thunderstorms, we might lose power for one to five hours. It seems the outages are excessive and only in certain parts of the neighborhood.*
- *Whoever Duke has contracted to trim the trees in they are pretty much butchering them. Obviously trees need to be trimmed but these people are cutting out the middle portions of the trees and it looks terrible. Also, I was trying to participate in the Appliance Recycling program a few months ago and the paperwork involved was too much for me to fill out. It's like they wanted to make the paperwork so difficult that people would give up instead of trying to fill it all out.*
- *The service is great but the prices are terrible. It is an electric company for profit, what do you expect?*
- *They could lower the cost of delivering my electricity. Also, they could start trimming the trees around the wires again; they used to come by every year and perform that critical maintenance but have not done it in many years now.*
- *Lower prices on utilities*
- *Lower the electric rates.*
- *Quit raising our bills.*
- *Stop jacking up the rates. Where is all that money going?*
- *The rates are high and keep getting higher.*
- *The rates are high but I've had no problems with service.*
- *I'd like to see them focus on trying to lower the power rates.*
- *I want my rates to be lower.*
- *It's too expensive.*
- *I don't know.*

Survey respondents were asked to explain the influence ratings they gave for the reduced price of bulbs, the information provided at the Savings Store website and the convenience of online ordering on their decision to purchase bulbs from the Savings Store. These comments are categorized and listed below.

**Influence of Savings Store reduced pricing: rating "10 out of 10"**

- *The reduced pricing was my biggest influence.*
- *The reduced pricing for quality name-brand bulbs was unbeatable.*
- *I found the prices reasonable.*
- *I'm on a fixed income and the cost savings is very important to me.*
- *I like found the inexpensive prices attractive.*
- *I like to save money.*
- *I don't know if it was reduced from their normal price, but was reduced from the stores.*
- *I like to save money.*
- *The price was great!*
- *The reduced pricing was very influential because it was lower than what the big-box stores were offering.*
- *The reduced pricing was very influential because I knew Duke's prices were lower than what CVS or Kroger were offering.*
- *I ended up buying bulbs that weren't reduced in price but the store got my attention. It was still a better price than Lowe's. I like that the bulbs were cheap.*
- *The reduced pricing was my main influence.*
- *Because if they were same price at a store, I'd probably purchase the bulbs I needed from a store instead of waiting to receive my order thru the mail.*
- *The reduced pricing was very influential because the Savings Store was less expensive than I could find elsewhere.*
- *The reduced pricing was influential because it amounted to one-third to one-half less cost than the big-box stores.*
- *That was the whole reason I had chosen to purchase the bulbs from the saving store. I knew that I wanted the bulbs and I wanted them at the lowest price possible.*
- *Duke's price was even better than Costco.*
- *It was the main reason that I purchased the bulbs online.*
- *The reduced pricing was influential because I did shop around beforehand.*
- *The reduced pricing was the primary influence on my decision.*
- *I was price conscious.*
- *The reduced pricing was very influential because I knew Duke's prices were lower than what I could find elsewhere.*
- *The reduced price was the main reason I chose to purchase bulbs from the saving store.*
- *At the time I was comparing prices, I figured it would be stupid to not buy them there.*
- *The reduced pricing was my main reason for going on the website.*
- *I like saving money.*
- *I wanted to save as much money as possible while we are trying to switch over to the CFL bulbs. The reduced pricing was the main factor influenced the purchase.*

- *Reduced pricing is always a good thing for light bulbs.*
- *Those kind of bulbs are not that cheap; they're perhaps 40% more elsewhere. I also like to buy in quantity, and these seemed to be at a good price.*
- *The reduced pricing was my primary influence.*
- *Because it saved me money and has the potential to save me more money in the long run by using more energy efficient bulbs.*
- *The reduced pricing was my main consideration.*
- *Energy savings were my primary consideration and the reduced bulb pricing was a bonus.*
- *I was pricing bulbs at like Walmart, and these were less.*
- *Compared to the pricing I'd seen at some of the local stores, it was very attractive.*
- *These are the first LED bulbs I'd purchased. I wasn't going to go out spend a ton of money, if I wasn't going to be satisfied with the light they put out.*
- *If that's going to be the lower price that I could find, that's where I'm going to buy them from.*
- *Based on what I thought the price ought to be, the prices were very attractive.*
- *The price of the bulbs and the free shipping is what made me decide to purchase online rather than at a local store.*
- *It was significantly reduced. It was the cheapest price I could find for that quality of bulb.*
- *It described the price, which was extremely low.*
- *The reduced pricing, which was roughly half-off normal pricing, was very influential.*
- *The price was extremely attractive.*
- *Well, actually, I give it that score because before I went to the Duke Store, I had to purchase outdoor CFLs from a local retailer and I found that specialty CFLs are very expensive. The prices offered at the Savings Store were very good compared to what I would find in stores.*
- *I wanted inexpensive bulbs*
- *The savings were significant.*
- *They were so reasonable. Honestly, I just feel like they were giving them away. For what my husband paid for one bulb at Walmart, I got four from Duke's store.*
- *I had wanted to switch the candelabras in the living room over to CFLs but because I needed 6 of them I was waiting until I could get a good price on candelabra CFLs. The discounted bulbs provided at the website are the main reason I chose to order.*
- *If it had not been a reduced price, I probably would have bought light bulbs from the store, not Duke.*
- *The deep discount on the price of the bulbs is why I purchased as many bulbs as I did.*
- *The mailing showed bulbs were priced at 20% of their normal cost.*
- *The CFLs offered on the Saving Store website were cheaper than in a store.*
- *The reduced price was the main reason I wanted to order from the website.*

- *The discounted price was the main reason I chose to purchase bulbs from the saving store.*
- *Comparable single bulb was \$16 in the store; I paid \$7 plus for all six.*
- *I know that bulbs that offer long usage are usually quite expensive. I went to look at these at stores like Home Depot and Lowe's. For the price Duke sold these bulbs, they were a deal.*
- *I was looking to get some CFL candelabras for a good price and these were the lowest price I could find.*
- *I knew that the three-way bulbs I was interested in were very expensive in other places that I looked, like at Target and Lowe's.*
- *The pricing was the reason I ordered from the website.*
- *I wanted to try the bulbs specialty bulbs inexpensively.*
- *The store offered good prices.*
- *Because I could not get those types of CFL bulbs at that price any place else.*
- *I wanted inexpensive CFLs for my home. I had received the free CFLs from Duke Energy about years ago and I really like that the bulbs don't burn out as quickly as the old bulbs. I was hoping to get more CFLs inexpensively so I had stopped buying bulbs and was letting them burn out around the house until I could afford the CFL type bulbs.*
- *The reduced pricing was the main thing that caused me to buy them from the Savings Store.*
- *The prices were really good. The prices were hard to pass up.*
- *It's so much cheaper than going into Home Depot.*
- *I liked that the bulbs were so super cheap so I bought a bunch.*
- *It was very influential because they were much cheaper than I could get them anyplace else.*
- *The reduced pricing at the Savings Store was influential because it was substantially cheaper than Lowe's and/or Kroger.*
- *That's what captured my attention.*
- *I recall they did have a reduced price for the bulb.*
- *I wanted to buy them, but didn't want to pay the full price.*
- *The price of an item is always the first thing that is considered when I want to buy something. It needs to be a good fair price for the quality offered by the item.*
- *I compared the price and it really was, legitimately, 70 to 80 percent cheaper than Home Depot.*
- *That's why I bought them. It just seemed like a very good deal in comparison to the stores.*
- *As I recall, they were below \$10, and it was worth the price for the number of bulbs that I received.*
- *Why would anybody not want to save more money?*
- *The prices were better than the stores near me.*