

27. I would now like to ask you a question about the used refrigerator market. I would like you to tell me, in your opinion, which of the following three phrases most closely describes the used refrigerator market in your area?

- It is a supply-constrained market. That is, if you could obtain more units that were in reasonably good condition you could sell them in a reasonable amount of time.
- It is a demand-constrained market. That is, if you could obtain more units that were in reasonably good condition you would not be able to sell them in a reasonable amount of time.
- The market is a balanced market in which your current supply is about equal to your ability to sell them in a reasonable amount of time.

Decommissioning and recycling process

28. What do you do with the refrigerators that you cannot sell?

29. What steps do you take to decommission and recycle the parts from the refrigerators that you cannot sell? On about what percent of these units are you able to recycle parts?

Other notes (ask if any other comments)

Appendix D: New Appliance Dealer Survey Instrument

INSTRUMENT

Respondent information

Name: _____ Title: _____

Address: _____ City: _____

Zip: _____ Phone: _____

Introduction

Hello. I am calling on behalf of Duke Energy, which sponsors the Appliance Recycling program that collects and recycles old operating refrigerators and freezers. We are trying to figure out how this program is affecting the market for used refrigerators and freezers. First, we want to ask your opinions of the program and the effects it may or may not be having on your business and the market for used units. Then, we want to ask you some questions to understand how the market for used units operates. The information you provide will be combined with information from others and summarized to describe how this market works. As we are doing the interview, please feel free to let me know if you are not comfortable with answering any of the questions I ask.

Respondent responsibilities

30. What are your title and your primary responsibilities at the location where you sell new refrigerators? *(Get respondent's title)*

Effect of Appliance Recycling- program on market

31. Are you aware of Duke Energy's Appliance Recycling program? *(Describe program to respondent if not aware. The Duke Energy Appliance Recycling program pays the utility's residential customers a rebate to have their working refrigerators and freezers picked up and removed from their homes to be recycled in an environmentally safe way.)*

32. What are your opinions of the Appliance Recycling program?

33. What effect does the program have on your business? Why? *(Carefully probe for whether or not these effects have already happened. If they have already happened, ask for examples. If they have not already happened, ask about how big they think the program would have to be and how long they think the program would have to run before it started to have an effect on their business.)*

34. What effect does the program have on your company's sales of new refrigerators? Why? *(As with Q4, carefully probe for whether or not these effects have already happened.)*

35. Do you think that a program that dismantles old units leads to increased sales of new units?

New Unit Sales

36. What is your best estimate of many new refrigerators and freezers your company sells in a year?

37. Considering the other businesses that you know of in STATE NAME that sell new refrigerators and freezers, how would you compare the number of units that your company sells compared to the average number that are sold by these other businesses?

- We sell more new units than the average company
- We sell about the same number as other companies.
- We sell fewer new units than the average company
- Don't know/Not Sure

Dealing with Old Units

38. Does your company offer to remove old units for your customers who buy new units?

39. If you do remove older units, what percent and volume of buyers opt to have their older units taken away?

40. If so, who removes the old units?

41. What is typically done with the old units? What percentage and volume are resold at retail, resold at wholesale, given away (ask who?), recycled, trashed?

Percent

- ___ sold in their own retail shop(s)
- ___ sold wholesale to a bulk receiver of used units
- ___ given away
- ___ recycled via a recycling facility
- ___ trashed or dumped at waste or landfill facility
- ___ other (what is that) _____

42. If your company does not help with the removal of older units, what do you typically advise customers buying new units to do with their old ones?

Other notes (ask if any other comments)

Appendix E: Marketing Samples



Figure 17. Seasonal Bill Insert



Figure 18. Yahoo Banner Ad

Get rid of the old **Fridge** - Get a \$30 rebate & easy pickup
www.duke-energy.com/recycle

Save up to \$150 a year on energy

#10 - Pay Per Click Ad

Figure 19. Google Pay-Per-Click Ad

 #12 - Email

Earn \$30 for your old fridge or freezer.


Plus, save nearly \$150 a year in energy costs.

Do you have an old working fridge or freezer at home? We'll pick it up for free – and give you \$30.*

[Learn More](#) [FAQs](#)



How it works

-  **1** SCHEDULE AN APPOINTMENT
-  **2** WE PICK UP YOUR APPLIANCE
-  **3** APPLIANCE IS RECYCLED
-  **4** WE SEND YOU \$30

Why recycle?

Older refrigerators and freezers can add up to \$150 to your power bill each year. Recycling your unit will help you reduce your energy use and keep harmful materials out of landfills.

Get started today!

Scheduling an appliance pickup is easy. Simply visit us [online](#) or call 855-398-6200. Our representatives are available by phone between 7 a.m. and 8 p.m. on weekdays, and between 10 a.m. and 5 p.m. on Saturdays.

Figure 20. Email Promotion

#9 - Newspaper Ad



Rethink. Recycle. Reward.

GET
\$30
FOR YOUR OLD REFRIGERATOR

SAVE UP TO
\$150
A YEAR ON ENERGY

Chances are the older refrigerator or freezer in your basement or garage is running up your utility bill by an average of \$150 a year. Recycle it, reduce your energy use and keep harmful materials out of landfills. We'll pick it up for free and you'll pick up \$30.

For a **FREE** pickup, call 855.398.6200 or visit duke-energy.com/recycle.



Refrigerators and stand-alone freezers must be in working condition and between 10 and 30 cubic feet using inside measurements. Customers must own units being recycled. Limit two units per residential address. A check will be mailed within 4-6 weeks after appliance collection. Additional restrictions apply. This program is available to Indiana customers only. Visit duke-energy.com/recycle for complete program terms and conditions.

CODE: PRINT

Figure 21. Newspaper Ad

Appendix F: Online Scheduling Module Sign Up

Please enter your zip code to schedule your Unit Pickup.

zip code

Show Schedule Dates

Requirements for Program Participation

1. The eligible refrigerator or freezer must be clean, empty, defrosted, and in working condition.
2. The unit must meet the size requirement which is 10 cu ft - 30 cu ft.
3. You must have an active residential electric account with Duke Energy at the address where you would like us to pickup the refrigerator/freezer.
4. There is a limit of two (2) units per customer address per calendar year.
5. An adult, 18 years of age or older, must be present to sign and release the unit at the time of the pickup.
6. The unit needs to be plugged in and running on the day of the pickup.
7. Recycling appliance must be disconnected from waterlines prior to the pickup crew's arrival.
8. **You must provide clear and safe access to your appliances for the removal team. They will not risk injury or be able to move personal effects or modify your home (e.g.: remove door or railings) to remove the unit(s).**

Why participation is important to you

1. We give you a rebate of \$30 for a working refrigerator or freezer, pick them up and recycle them.
2. Old refrigerators and freezers typically use two times more electricity than newer models that are being produced today. If everybody tries to do their part to conserve energy and to recycle responsibly, this could help manage our energy resources well into the future.

If you have any questions about the recycling program, or if you would like to schedule your pickup date by phone, please feel free to contact our customer service center toll free at [855-398-6200](tel:855-398-6200).

Figure 22. Online Scheduling Module page 1

Select your preferred Schedule Date :

Please select a day that is most convenient for you. You will receive a call 24 to 48 hours before your appointment date to confirm a 4-hour window for the pickup to take place.

Postal Code	Open Dates	Day	Select	Open Appointments
47129	8/23/2013	Friday	<input type="radio"/>	4
47129	8/31/2013	Saturday	<input checked="" type="radio"/>	15
47129	9/5/2013	Thursday	<input type="radio"/>	15

Choosing a city is optional, choosing a city will put the city in automatically on the fill out page.

Clarksville	<input type="radio"/>
-------------	-----------------------

Requirements for Program Participation

1. The eligible refrigerator or freezer must be clean, empty, defrosted, and in working condition.
2. The unit must meet the size requirement which is 10 cu ft - 30 cu ft.
3. You must have an active residential electric account with Duke Energy at the address where you would like us to pickup the refrigerator/freezer.
4. There is a limit of two (2) units per customer address per calendar year.
5. An adult, 18 years of age or older, must be present to sign and release the unit at the time of the pickup.
6. The unit needs to be plugged in and running on the day of the pickup.
7. Recycling appliance must be disconnected from waterlines prior to the pickup crew's arrival.
8. **You must provide clear and safe access to your appliances for the removal team. They will not risk injury or be able to move personal effects or modify your home (e.g.: remove door or railings) to remove the unit(s).**

I have read and agree to the above terms and conditions of the Appliance Recycling Program.

Why participation is important to you

1. Because of the way appliances have to be recycled, many recycling companies have to charge a fee to pickup and recycle your old appliances. When you participate in this program, we pick it up and recycle your old refrigerator or freezer for free.
2. Old refrigerators and freezers typically use two times more electricity than newer models that are being produced today. If everybody tries to do their part to conserve energy and to recycle responsibly, this could help manage our energy resources well into the future.

If you have any questions about the recycling program, or if you would like to schedule your pickup date by phone; please feel free to contact our customer service center toll free at 855-398-6200.

Figure 23. Online Scheduling Module page 2

Enrollment Form for Appliance Recycling Program

In order to be eligible for the Refrigerator/Freezer recycling program, you must fill in all of the fields below. When you are done, click the continue button to submit your information. Please make sure all the information is correct. If you have any questions related to this form, please call our operators at 855-398-6200

All fields marked with a "*" are required.

Pickup Date: 8/31/2013
How did you hear about us? * -Select-
Resident Status * -Select-

Electric Account Information	
Account Holder First Name: *	Account Holder Last Name: *
Service Address: *	
(Address where appliance is located at for the day of pickup)	
Service City: *	Service State: *
Which intersection is nearest to your home? *	
Service Zip Code: *	Email: *
47129	
Daytime Phone: *	Alternate Phone: Ext:
Utility Account Number:	

Are you interested in donating your rebate check to the Duke Energy Helping Hands Program? * -Select-

Opt-In

By checking the "Opt-in" checkbox above, I acknowledge that I'm signing up to receive important messages about appliance recycling and similar offerings. I understand that I will be able to unsubscribe from these messages at any time.

Figure 24. Online Scheduling Module page 3 (part 1)

Check here if the Payee Address is the same as the Pickup Address

Incentive checks will be mailed to the following:

First Name: * Last Name: *

Address: *

City: * State: *

Zip Code: *

How many units do you have for pickup? *
(if you are recycling one side-by-side refrigerator, it will be considered as one appliance for recycling.
It will not be counted as two separate units)

Refrigerator Freezer

Is the unit working? (i.e. does the unit cool?) * Yes No
Is the unit between 10 and 30 cubic feet? * Yes No

To check your unit's size, enter your unit's width, depth and height **inside dimensions** (in inches) in the three boxes below.

Width: Depth: Height:

Do you have a Sub Zero unit? *
Unit pickup location *
Does unit removal require using stairs? *
Do you live in a gated community? *

Figure 25. Online Scheduling Module page 3 (part 2)

Customer Information

This is the information you entered. Carefully review all entries. Click the "Edit" button if you need to make any corrections. Please click the "Final Submission" button to confirm your pickup appointment.

Pickup Date	: 12/31/2013
How did you hear about us?	: Appliance retailer
Account Holder First Name	: zzzTEST4416
Account Holder Last Name	: zzzzz
Service Address	: zzz4416
Service City	: zz
Service State	: zz
Service Zip Code	: 00141
Email	: no@email.com
Alternate Phone	:
Ext	:
Daytime Phone	: 000 000 0000
Utility Account Number	: 0
First Name	: zzzTEST4416
Last Name	: zzzzz
Address	: zzzMailAddress4416
City	: zzzMailCity
State	: zzzMailState
Zip Code	: 05551
Resident Status	: Owner
Which intersection is nearest to your home?	: zzz zzz zzz
Do you have a Sub Zero unit?	: No
Unit pickup location	: Kitchen
Does unit removal require using stairs?	: No
Do you live in a gated community?	: No
Refrigerator Count	: 1
Freezer Count	: 0

An email will be sent to you 48 hours prior to your pickup date as a reminder. Please call Jaco Environmental at 866-398-6200 if you should have any questions.

The Jaco Staff

Figure 26. Online Scheduling Module page 4

PickUp Confirmation

Date of Scheduled Pickup : 12 31 2013 Tuesday
ATO # 2831185 The ATO Number is your reference number.

Your pickup is planned for 1 Refrigerator unit(s).



You will receive a call 24 to 48 hours prior to your appointment date listed above to confirm the appointment and provide a 4-hour window for the pick-up to take place.

The refrigerator or freezer needs to be plugged in and working at the time of the pickup. Remove all food prior to the time of pickup. You need to provide clear access to your unit. Our pickup team will not be able to move furniture or other materials in the way of the removal or modify your home in any way to get the unit out (such as removing doors or railings). If clear access is not provided when the crew arrives, the crew may ask you to reschedule your pickup when you can provide a clear path.

As a contracted partner of your utility company, it is important to know that our drivers are required to have a visible identification badge. Please be sure to look for the identification badge.

Thank you for your order.

If you have any questions about the recycling program, or need to reschedule your pickup, please feel free to contact our customer service center toll free at 866-398-6200.

JACO Environmental, on behalf of Duke Energy would like to thank you for your participation in the program. JACO Environmental is totally committed to protecting the environment and preserving the earth's valuable resources through the art of responsible appliance recycling.

Figure 27. Online Scheduling Module page 5

Appendix G: Participant Survey Instrument

The questions below require mostly short, scaled replies from the interviewee, and not all questions will be asked of all participants. This interview will take approximately 20 minutes. Use four attempts at different times of the day and different days before dropping from contact list. Call times are from 10:00 a.m. to 8:00 p.m. EDT or 9-7 CDT Monday through Saturday. No calls on Sunday.

Note: Only read words in bold type. Instructions are in italics.

Always make sure you have the correct Survey ID.

Please copy and paste it. A hand-typed approximation is not acceptable.

Surveyor Name*

Survey ID*

State*

North Carolina

South Carolina

Indiana

Ohio

Kentucky

for answering machine 1st through penultimate attempts:

Hello, my name is _____. I am calling to conduct a customer survey about the Appliance Recycling Program, on behalf of Duke Energy. I'm sorry I missed you. I'll try again another time.

for answering machine - Final Attempt:

Hello, my name is _____. I am calling to conduct a customer survey, on behalf of Duke Energy. This is my last attempt at reaching you, my apologies for any inconvenience.

if person answers

Hello, my name is _____. I am calling on behalf of Duke Energy to conduct a customer survey about the Appliance Recycling Program. May I speak with _____ please?

If person talking, proceed. If person is called to the phone reintroduce. If not home, ask when would be a good time to call and schedule the call-back.

We are conducting this survey to obtain your opinions about the Appliance Recycling Program. Duke Energy's records indicate that you participated in the Appliance Recycling Program in [month / year]. If you qualify, we will send you a check for \$20 for completing

the survey. It will take about 20 minutes and your answers will be confidential, and will help us to make improvements to the program to better serve others. May we begin the survey?

Note: If this is not a good time, ask if there is a better time to schedule a callback.

1a. Do you recall participating in the Appliance Recycling Program?*

- Yes
- No
- DK/NS

If NO or DK/NS to Q1a, ask:

1b. This program was provided through Duke Energy. In this program, Duke Energy sends contractors to your home to pick up your old refrigerator or freezer for recycling. Do you remember participating in this program?*

- Yes
- No
- DK/NS

If No or DK/NS to Q1b, end interview and go to next participant.

1c. How many stand-alone freezers did you get rid of through Duke Energy's Appliance Recycling Program?*

- 0
- 1
- 2
- 3 or more *specify*:: _____ *

1d. How many refrigerators did you get rid of through Duke Energy's Appliance Recycling Program?*

- 0
- 1
- 2
- 3 or more *specify*:: _____ *

[ASK IF "REFRIGERATOR" CHECKED IN Q1c]:

1e. Was the refrigerator you recycled your main refrigerator in or near your kitchen, or was it a secondary refrigerator kept somewhere else in the house, or did you recycle more than one refrigerator?*

- Main (kitchen)
- Spare/Secondary (not in kitchen)
- Recycled multiple refrigerators
- N/A -- (Respondent is not primary user of fridge (landlord, etc.)) *TERMINATE*
- DK/NS

1f. Were any of these your main refrigerator kept in or near the kitchen?*

- Yes
- No

1g. Was the freezer that you recycled one that used primarily by people in your household, or was it primarily used by tenants or other people?*

- Primarily used by respondent's household
- Respondent is not primary user of freezer (landlord, etc.) [TERMINATE]

TERMINATE IF RESPONDENT DID NOT RECYCLE AT LEAST ONE REFRIGERATOR OR FREEZER.

REFRIGERATOR QUESTIONS

IF "REFRIGERATOR" CHECKED IN Q1c, BEGIN WITH Q2a AND CONTINUE FOLLOWING "SKIP" PROMPTS; OTHERWISE SKIP AHEAD TO Q14a FOR FREEZER QUESTIONS.

2a. How old was the refrigerator when Duke Energy removed it?

[OR if multiple refrigerators, read]:

How old were the refrigerators when Duke Energy removed them?*

- Numeric open end; record in years (record all units if more than one, noting which is main/kitchen unit: _____*)
- Less than one year
- DK/NS

if they recycled one refrigerator, ask:

2b. What was the condition of the refrigerator? Would you say ...*

- It worked and was in good physical condition
- It worked but needed minor repairs like a door seal or handle
- It worked but had some significant performance problems
- It did not work
- DK/NS

if they recycled two refrigerators, ask:

2c. What was the condition of the main refrigerator from your kitchen that you recycled? Would you say ...*

- It worked and was in good physical condition
- It worked but needed minor repairs like a door seal or handle
- It worked but had some significant performance problems
- It did not work
- DK/NS

if they recycled two refrigerators, ask:

2d. What was the condition of the spare refrigerator which was not in your kitchen that you recycled? Would you say ...*

- It worked and was in good physical condition
- It worked but needed minor repairs like a door seal or handle
- It worked but had some significant performance problems
- It did not work
- DK/NS

3. What was the main reason you chose to get rid of the old refrigerator that was picked up by Duke Energy?*

if they recycled two units, use "other specify" response and write in details]

- The refrigerator was expensive to run / to save money
- Wanted to reduce energy use / to save energy
- The refrigerator was not working properly
- The refrigerator was a spare that I did not use very much / use at all
- The refrigerator was old and I wanted something with more modern features
- I wanted a bigger refrigerator
- I wanted a new refrigerator
- The information provided by the program
- Past experience with this program
- Because of past experience with another Duke Energy program

ask: What other Duke program?: _____ *

- Recommendation from other utility program

ask: What other utility program?: _____ *

- Recommendation of family/friend/neighbor/co-worker
- Recommendation of dealer/retailer/contractor
- Recommendation of someone else

ask: Who?: _____ *

- Environmental concerns / going "green"
- Other

SPECIFY:: _____ *

- DK/NS

4. Were there any other reasons you chose to get rid of the refrigerator?*

if they recycled two units, use "other specify" response and write in details]

- The refrigerator was expensive to run / save money
- Wanted to reduce energy use / save energy
- The refrigerator was not working properly
- The refrigerator was a spare that I did not use very much / use at all
- The refrigerator was old and I wanted something with more modern features
- I wanted a bigger refrigerator
- I wanted a new refrigerator
- The information provided by the program
- Past experience with this program
- Because of past experience with another Duke Energy program

ask: What other Duke program?

- Recommendation from other utility program

ask: What other utility program?

- Recommendation of family/friend/neighbor/co-worker
- Recommendation of dealer/retailer/contractor
- Recommendation of someone else

ask: Who?

- Environmental concerns / going "green"

- Other *SPECIFY*
- DK/NS
- No other reasons

if "spare/secondary" or "two refrigerators" checked in q1d, ask q5a through q6c; otherwise skip to q7a.

5a. Where was your spare or secondary refrigerator located before it was removed by Duke Energy? That is, not where it was located when it was picked it up, but where it was located when you were still using it?*

- Kitchen
- Garage
- Porch/Patio
- Basement
- Other *SPECIFY*: _____ *
- DK/NS

5b. Was this refrigerator located in a room that is heated in the winter?*

- Yes
- No

5c. Was this refrigerator located in a room that is cooled in the summer?*

- Yes
- No

5d. For how long had you been using this refrigerator as a spare or secondary when you decided to get rid of it?*

- [*numeric open end, record in years*]: _____ *
- Less than one year
- DK/NS

6a. Thinking just about the past year, was the refrigerator in your [question("option value"), id="33"] plugged in and running...?*

- All the time
- For special occasions only
- During certain months of the year only, or
- Was it never plugged in and running?
- DK/NS

6b. If you add up the total time the refrigerator in your [question("option value"), id="33"] was plugged in and running during the last 12 months that you had it, about how many total months would that be? Your best estimate is okay.*

- Less than 1 month
- 1 Month
- 2 Months
- 3 Months

- 4 Months
- 5 Months
- 6 Months
- 7 Months
- 8 Months
- 9 Months
- 10 Months
- 11 Months
- 12 Months
- DK/NS

6c. Was the refrigerator in your [question("option value"), id="33"] running during the summer or was it mainly running during other times of the year?*

- Running all the time
- Running during the summer
- Mainly running other times of the year
- A mix of both summer and other times of the year
- DK/NS
- Other *specify*:: _____

7a. Was the refrigerator that was picked up by Duke Energy replaced with another one?*

- Yes
- No

7b. Are you intending to purchase another refrigerator within the next 12 months to replace the one that you recycled?*

- Yes
- No
- DK/NS

CONTINUE ONLY IF "YES" CHECKED IN Q7a; OTHERWISE SKIP TO Q11

8a. Did you replace the refrigerator that was removed with a new refrigerator you bought, a used refrigerator you bought, or a refrigerator you moved from somewhere else in the house?*

If they got a replacement without having to pay for it themselves, check "bought new" if it was a new unit, or "bought used" if it was not a new unit.

- Bought New
- Bought Used
- Moved from somewhere else in the house
- DK/NS

8b. Did you acquire the replacement refrigerator before or after the old refrigerator was picked up by Duke Energy?*

- Before
- After
- Got it the same day

DK/NS

8c. How long [BEFORE / AFTER from Q8b] the old one was picked up did you get the replacement refrigerator? Was it*

- Within one to two weeks
- Over two weeks, but less than two months
- Within two to three months
- Within four to six months
- Within six to twelve months/ one year, or
- More than one year
- Other (Please specify): _____ *
- DK/NS

ASK q9 ONLY IF "BOUGHT USED" OR "MOVED FROM SOMEWHERE ELSE" IN Q8a

9. How old is this replacement refrigerator?*

- [NUMERIC OPEN END, RECORD IN YEARS]: _____ *
- Less than one year
- DK/NS

10a. Please keep thinking about the refrigerator that replaced the refrigerator removed by Duke Energy. Does your replacement refrigerator have ...*

- A single door, with a freezer compartment inside
- Two doors, side by side, with a freezer on one side
- A Top freezer, or
- A Bottom freezer?
- Other SPECIFY:: _____ *
- DK/NS

10b. Is the replacement refrigerator frost-free or manual defrost?*

- Frost free
- Manual defrost
- Other SPECIFY:: _____ *
- DK/NS

10c. Is your replacement refrigerator larger, smaller or the same size as the one it replaced?*

- Larger
- Smaller
- Same Size
- DK/NS

10d. Do you know the cubic footage of your new refrigerator?*

- Yes [numeric open end]:: _____ *
- No or DK/NS

Next I am going to ask you about alternative steps you might have taken with your refrigerator(s) if the Duke Energy Appliance Recycling program had not been available.

11. Please tell me which of the following you would have been most likely to have done if the Appliance Recycling program from Duke Energy had not been available to pick up your refrigerator(s) for recycling. Would you have...*

[read response list; record only one response]

- Kept your old refrigerator
- Sold it
- Given it away for free
- Had it removed by the dealer you got your new or replacement refrigerator from
- Given it to a dealer that accepts used refrigerators (without purchasing a new refrigerator)
- Taken it to a dump or recycling center
- Hired someone to take it to a dump or recycling center
- Or, get rid of it some other way.

ask: What would you have done? : _____ *

DK/NS

11a. How much do you think you would have been able to sell your old refrigerator for?*

11b. How would you have tried to sell your old refrigerator?*

check all mentioned

- Garage or curb sale
- Newspaper ad
- craigslist or internet sale
- Sold to a used appliance dealer
- Word of mouth / friends, family, neighbors
- Other (*specify*):

11c. How much would you have been willing to spend to hire someone to take your refrigerator away?*

12a. If the Duke Energy Appliance Recycling program had not been available, do you think you would you have gotten rid of your refrigerator(s) even sooner than you did, at the same time, or would it have taken you longer to get rid of it((them)?*

- Would have done sooner
- Done at the same time
- Would have taken longer ask: How much longer? : _____ *
- DK/NS

12b. If the Appliance Recycling program from Duke Energy had not been available to pick up your refrigerator(s) for recycling, would you have replaced the refrigerator you recycled with a newer one?*

- Yes, replace one recycled unit
- No
- DK/NS

12b. If the Appliance Recycling program from Duke Energy had not been available to pick up your refrigerators for recycling, would you have replaced the refrigerators you recycled with newer ones?*

- Yes, replace one recycled unit
- Yes, replace two units
- No
- DK/NS

12c. You said you would have given away your old refrigerator if the recycling program from Duke Energy had not been available. Is there a specific person that you would have given it to?*

ask only if "give it away" checked in q11

- Yes
- No
- DK/NS

12c. You said you would have sold your old refrigerator if the recycling program from Duke Energy had not been available. Is there a specific person that you would have sold it to?*

ask only if "sold it" checked in q11

- Yes
- No
- DK/NS

*if "yes" in q12c, ask:**

Who is it?: _____

What is this person's relationship to you?

RECORD RESPONSE (neighbor, relative, coworker, etc.): _____

if "yes" in q12c, ask:

12d. Do you know if the person you had intended to ["SELL" OR "GIVE" FROM Q11] your old refrigerator to was planning to use it as their main kitchen refrigerator, or would they have used it as a secondary or spare refrigerator, or done something else with it?*

- Yes, would have been used as main kitchen refrigerator
- Yes, would have been used as secondary refrigerator
- Yes, would have done something else with it *ask: What would they have done with it? :*

 No/DK/NS

CONTINUE ONLY IF "KEPT IT" OR "DON'T KNOW" CHECKED IN Q11; OTHERWISE SKIP TO Q14a (IF RECYCLED A FREEZER) OR Q25 (IF THEY DID NOT RECYCLE A FREEZER)

if "kept it" in q11

13a. If you had kept the refrigerator, would it have been stored unplugged or used as a secondary refrigerator?*

Stored it unplugged

ask: How long would you have kept this unplugged refrigerator stored at your home?:

*

Used it as a secondary refrigerator at least some of the time

Used it as my primary refrigerator

DK/NS

read if "don't know" in q11

13a. Assuming you would have kept the refrigerator, would it have been stored unplugged or used as a secondary refrigerator?*

Stored it unplugged

ask: How long would you have kept this unplugged refrigerator stored at your home?:

*

Used it as a secondary refrigerator at least some of the time

Used it as my primary refrigerator

DK/NS

13b. If you had kept the refrigerator would you have had it plugged in and running...?*

record only one response

All the time,

During certain months of the year only,

For special occasions only, or

Not at all?

[SKIP TO Q14a IF ALSO RECYCLING FREEZER, OTHERWISE SKIP TO Q25]

DK/NS

13c. If you add up the total time this refrigerator would have been plugged in and running over a 12 month period, about how many total months would that be? Your best estimate is okay.*

Less than 1 month

1 Month

2 Months

3 Months

4 Months

5 Months

6 Months

7 Months

8 Months

9 Months

10 Months

11 Months

12 Months

DK/NS

13d. For how many years would you have continued using this refrigerator?*

best estimate is fine

Less than 1 year

[NUMERIC OPEN END; RECORD IN YEARS]: _____ *

Until it broke, indefinitely

DK/NS

FREEZER QUESTIONS

IF "FREEZER" CHECKED IN Q1c, BEGIN WITH Q14a AND CONTINUE FOLLOWING "SKIP" PROMPTS;
OTHERWISE SKIP AHEAD TO Q25 NOW.

Next, I'm going to ask you some specific questions about the freezer that was picked up by Duke Energy.

14a. How old was the freezer when Duke Energy removed it?*

- numeric open end; record in years (record all units if more than one): _____ *
- Less than 1 year
- DK/NS

if they recycled one freezer:

14b. What was the condition of the freezer? Would you say ...*

- It worked and was in good physical condition
- It worked but needed minor repairs like a door seal or handle
- It worked but had some significant performance problems, or that
- It wasn't working
- DK/NS

if they recycled two or more freezers:

14c. What was the condition of the MAIN FREEZER that you recycled? That is, the one that was used most often. Would you say ...*

- It worked and was in good physical condition
- It worked but needed minor repairs like a door seal or handle
- It worked but had some significant performance problems, or that
- It wasn't working
- DK/NS

ask if they recycled two or more freezers

14d. What was the condition of the SECONDARY freezer that you recycled? Would you say ...*

- It worked and was in good physical condition
- It worked but needed minor repairs like a door seal or handle
- It worked but had some significant performance problems, or that
- It wasn't working
- DK/NS

15. What was the main reason you chose to get rid of the old freezer that was picked up by Duke Energy?*

Record only one response. If they recycled two units, use "other specify" response and write in details

- The freezer was expensive to run / to save money
- Wanted to reduce energy use / to save energy
- The freezer was not working properly
- The freezer was a spare that I did not use very much / use at all
- The freezer was old and I wanted something with more modern features

- I wanted a bigger freezer
- I wanted a new freezer
- The information provided by the program
- Past experience with this program
- Because of past experience with another Duke Energy program
- ask: **What other Duke program?** : _____ *
- Recommendation from other utility program
- ask: **What other utility program?** : _____ *
- Recommendation of family/friend/neighbor/co-worker
- Recommendation of dealer/retailer/contractor
- Recommendation of someone else
- ask: **Who?** : _____ *
- Environmental concerns / going "green"
- Other *specify*: _____ *
- DK/NS

16. Were there any other reasons you chose to get rid of the freezer?*
*do not select answer selected in q15; allow for multiple responses
if they recycled two units, use "other specify" response and write in details*

- The freezer was expensive to run / to save money
- Wanted to reduce energy use / to save energy
- The freezer was not working properly
- The freezer was a spare that I did not use very much / use at all
- The freezer was old and I wanted something with more modern features
- I wanted a bigger freezer
- I wanted a new freezer
- The information provided by the program
- Past experience with this program
- Because of past experience with another Duke Energy program
- ask: **What other Duke program?**
- Recommendation from other utility program
- ask: **What other utility program?**
- Recommendation of family/friend/neighbor/co-worker
- Recommendation of dealer/retailer/contractor
- Recommendation of someone else
- ask: **Who?**
- Environmental concerns / going "green"
- Other *specify*
- DK/NS
- No other reason

17a. Thinking just about the past year, was the freezer plugged in and running ...*
If they recycled more than one freezer, use "other specify" response to record details.

- All the time
- For special occasions only

- During certain months of the year only, or
- It was never plugged in and running
- Other *SPECIFY*: _____ *
- DK/NS

If "special occasions" or "certain months" checked in q17a, ask q17b and q17c; otherwise skip to q18.

17b. If you add up the total time your freezer was plugged in and running during the last 12 months that you had it, about how many total months would that be? Your best estimate is okay.*

- numeric open end; record in years (record all units if more than one):* _____ *
- Less than 1 month
- DK/NS

17c. Was the freezer running during the summer or was it mainly running during other times of the year?*

if they recycled more than one freezer, use "other specify" response to record details

- Running during the summer
- Mainly running other times of the year
- A mix of both summer and other times of the year
- Other (*specify*): _____ *
- DK/NS

18a. Where was the freezer located in your home before it was removed by Duke Energy?*

if they recycled more than one freezer, use "other specify" response to record details

- Kitchen
- Garage
- Porch/Patio
- Basement
- Other (*specify*): _____ *
- DK/NS

18b. Was the freezer located in a room that is heated in the winter?*

- Yes
- No

18c. Was the freezer located in a room that is cooled in the summer?*

- Yes
- No

for 19 Yes [SKIP TO Q20a] No [CONTINUE WITH Q19b, THEN SKIP TO Q23]

19a. Was the freezer that was picked up by Duke Energy replaced with another one?*

- Yes
- No

19b. Are you intending to purchase another freezer within the next 12 months to replace the one that you recycled?*

- Yes
- No
- DK/NS

CONTINUE ONLY IF "YES" CHECKED IN Q19a; OTHERWISE SKIP TO Q23

20a. Did you replace the freezer that was removed with a new freezer you bought, a used freezer you bought, or a freezer you moved from somewhere else in the house?*

If they got a replacement without having to pay for it themselves, check "bought new" if it was a new unit, or "bought used" if it was not a new unit.

- Bought New
- Bought Used
- Moved from somewhere else in the house [SKIP TO Q21]
- DK/NS

20b. Did you acquire the replacement freezer before or after the old freezer was picked up by Duke Energy?*

- Before
- After
- Got it the same day SKIP TO Q21
- DK/NS SKIP TO Q21

20c. How long [BEFORE / AFTER from Q20b] the old one was picked up did you get the replacement freezer?*

Record only one response

- Within one to two weeks
- Over two weeks, but less than two months
- Within two to three months
- Within four to six months
- Within six to twelve months/ one year, or
- More than one year
- Other (Please specify): _____ *
- DK/NS

21. How old is this replacement freezer?*

ASK ONLY IF "BOUGHT USED" OR "MOVED FROM SOMEWHERE ELSE" IN Q20a

- numeric open end; record in years: _____ *
- Less than 1 year
- DK/NS

22a. Is your replacement freezer ...*

- A chest freezer or
- An upright freezer
- Other: _____ *

DK/NS

22b. Is the replacement freezer frost free or manual defrost?*

- Frost free
- Manual defrost
- Other: _____ *
- DK/NS

22c. Is your replacement freezer larger, smaller or the same size as the one it replaced?*

- Larger
- Smaller
- Same Size
- DK/NS

22d. Do you know the cubic footage of your new freezer?*

- YES [numeric open end]: _____ *
- NO/DK/NS

Next I am going to ask you about alternative steps you might have taken with your freezer(s) if the Duke Energy Appliance Recycling program had not been available.

23. Please tell me which of the following you would have been most likely to have done if the Appliance Recycling program from Duke Energy had not been available to pick up your freezer(s) for recycling. Would you have...*

- Kept your old freezer, or
- Sold it -- ask: How much do you think you would have been able to sell your old freezer for?: _____ *
- Given it away for free
- Had it removed by the dealer you got your new or replacement freezer from
- Give it to a dealer that accepts used freezers (without purchasing a new freezer)
- Taken it to a dump or recycling center
- Hired someone to take it to a dump or recycling center - ask: How much would you have been willing to spend to hire someone to take your freezer away?: _____ *
- Or, get rid of it some other way.
ask: What would you have done?: _____ *
- DK/NS

If 'Sold it', ask:

23a. How would you have tried to sell your old freezer?*

- Garage or curb sale
- Newspaper ad
- Craig's list or internet sale
- Sold to a used appliance dealer
- Word of mouth / friends, family, neighbors
- Other

24a. If the Duke Energy Appliance Recycling program had not been available, do you think you would you have gotten rid of your freezer(s) even sooner than you did, at the same time, or would it have taken you longer to get rid of it(/them)?*

- Would have done sooner
- Done at the same time
- Would have taken longer *ask: How much longer?: _____* *
- DK/NS

24b. If the Appliance Recycling program from Duke Energy had not been available to pick up your freezer(s) for recycling, would you have replaced the freezer(s) you recycled with (a) newer one(s)?*

- Yes, replace one recycled unit
- No
- DK/NS

24c. If the Appliance Recycling program from Duke Energy had not been available to pick up your freezers for recycling, would you have replaced the freezers you recycled with newer ones?*

- Yes, replace one recycled unit
- Yes, replace two units
- No
- DK/NS

if "Sold It", ask

24c1. You said you would have sold your old freezer if the recycling program from Duke Energy had not been available. Is there a specific person that you would have sold it to?*

- Yes
- ask: Who is it?*

If needed: What is this person's relationship to you? RECORD RESPONSE (neighbor, relative, coworker, etc.): _____ *

- No
- DK/NS

if "Given it away", ask

24c2. You said you would have given away your old freezer if the recycling program from Duke Energy had not been available. Is there a specific person that you would have given it to?*

- Yes
- ask: Who is it?*

If needed: What is this person's relationship to you? RECORD RESPONSE (neighbor, relative, coworker, etc.): _____ *

- No
- DK/NS

*Continue Only If "Kept It" Or "Don't Know" Checked In Q23; Otherwise Skip To Q25
read if "kept it" in q23*

24c2. If you had kept the freezer, would it have been stored unplugged or would you have continued using it?*

stored unplugged

ask: How long would you have kept this unplugged freezer stored at your home?:

*

continued using it

DK/NS

read if "Don't Know" in q23

24c3. Assuming you would have kept the freezer, would it have been stored unplugged or would you have continued using it?*

stored unplugged

ask: ask: How long would you have kept this unplugged freezer stored at your home?:

*

continued using it

DK/NS

24d. If you had kept the freezer would you have had it plugged in and running...?*

Record only one response

All the time,

During certain months of the year only,

For special occasions only, or

Not at all?

DK/NS

24e. If you add up the total time this freezer would have been plugged in and running over a 12 month period, about how many total months would that be? Your best estimate is okay.*

less than 1 month

1

2

3

4

5

6

7

8

9

10

11

12

DK/NS

24f. For how many years would you have continued using this freezer? Your best estimate is fine.*

Less than 1 year

- # of years
numeric open end; record in years: _____ *
- Until it broke, indefinitely
- DK/NS

25. How were you first made aware of Duke Energy's Appliance Recycling Program?*

Allow for multiple responses

- Insert with monthly bill / mailing from Duke Energy
- Email from Duke Energy
- Saw information at the Duke Energy website
- Other web site
- ask: Which one?*
- Saw an advertisement on radio, TV, or on the newspaper
- ask: Where?*
- From an appliance dealer or retailer
- ask: Which one?*
- Through another energy program
- ask: Which program?*
- Through a low-income program
- ask: Which program?*
- Friend/ Family Member/ Neighbor / Co-Worker
- Other, *please specify:*
- DK/NS

26a. Once you decided to participate, the first step was signing up for the program. Are you the one that signed up, or did someone else in your household sign up?*

- I signed up
- Someone else signed up
- DK/NS

26b. Did you sign up online or on the phone?*

- Telephone
- Online
- Other *specify:* _____ *
- DK/NS

CONTINUE IF "TELEPHONE" CHECKED IN Q26b; OTHERWISE SKIP TO Q27

26c. Did you have to call more than once?*

- Yes *ask: Why did you need to call more than once?:* _____ *
- No
- DK/NS

26d. On a scale of 1 to 10 where 1 is very dissatisfied and 10 is very satisfied, how satisfied were you with the customer service provided by the representative who took your call?*

- 1 = very dissatisfied
- ...

- 10 = very satisfied
- DK/NS

If 7 or less ask:

26e. How could this be improved?*

27. Were you able to schedule a pick-up date and time that was convenient for you?*

- Yes
- No
- DK/NS

28a. On a scale of 1 to 10 where 1 is very dissatisfied and 10 is very satisfied, how satisfied were you with the process of signing up for and scheduling your pick up?*

- 1 = very dissatisfied
- ...
- 10 = very satisfied
- DK/NS

If 7 or less ask:

28b. How could this be improved?*

29a. How much time passed between when you scheduled the appointment and when your appliance(s) was/were picked up?*

- record: _____ *
- DK/NS

29b. On a scale of 1 to 10 where 1 is very dissatisfied and 10 is very satisfied, how satisfied are you with the time it took between when you scheduled the appliance pickup and when it actually was picked up?*

- 1 = very dissatisfied
- ...
- 10 = very satisfied
- DK/NS

If 7 or less ask:

29c. How could this be improved?*

30a. Just before the pick-up took place, did you or anyone in your household receive a call in advance to confirm the appointment or to let you know the collection team was coming?*

- Yes
- No
- DK/NS

30b. Did the collection team arrive on time?*

- Yes

- No
- DK/NS

30c. On a scale of 1 to 10 where 1 is very dissatisfied and 10 is very satisfied, how satisfied were you with the collection team who picked up your appliance(s)? *

- 1 = very dissatisfied

...

- 10 = very satisfied
- DK/NS

If 7 or less ask:

30d. How could this be improved?*

31a. How much was the payment that Duke Energy offered you for recycling your appliance?*

31b. Did you take the payment, or choose the option to donate the money to the Helping Hand Assistance program?*

- took payment
- donated to Helping Hand Assistance program
- DK/NS

31c. On that same scale from 1 to 10, how satisfied are you with the size of the payment for participation in the Duke Energy Appliance Recycling program?*

- 1 = very dissatisfied

...

- 10 = very satisfied
- DK/NS

If 7 or less ask:

31d. How could this be improved?*

ONLY ASK Q31e-Q31g IF RESPONDENT ANSWERED "TOOK PAYMENT" IN Q31b, OTHERWISE SKIP AHEAD TO Q32a

31e. How long did it take to get the check after your appliance was picked up?*

- 1 week or less
- more than one week to 2 weeks
- more than 2 weeks to 3 weeks
- more than 3 weeks to 4 weeks
- more than 4 weeks to 5 weeks
- more than 5 weeks to 6 weeks
- more than 6 weeks to 7 weeks
- longer than 7 weeks SPECIFY NUMBER OF WEEKS: _____ *
- have not received my check yet SPECIFY NUMBER OF WEEKS: _____ *
- DK/NS [SKIP TO 32a]

31f. How satisfied are you with the amount of time it took to receive your payment from Duke Energy, using the same scale from 1 to 10? *

- 1 = very dissatisfied
- ...
- 10 = very satisfied
- DK/NS

If 7 or less ask:

31g. How could this be improved?*

32a. There are a number of ways you could have gotten rid of your appliance(s). What is the MAIN reason you chose the Duke Energy Appliance Recycling Program instead of some other way?*

Record only one response

- The cash incentive
- The convenience of the home pick-up / don't have to take it someplace myself
- Pick up was free
- Appliance was recycled / disposed of in a way that was good for environment
- Was recommended by friend / family / neighbor / coworker
- Was recommended by dealer / retailer / contractor
- Did not know of any other way / no other option
- Other *specify*: _____ *
- DK/NS

32b. Were there any other reasons?*

[do not read response list; do not select answer selected in q32a; allow for multiple responses]

- The cash incentive
- The convenience of the home pick-up / don't have to take it someplace myself
- Pick up was free
- Appliance was recycled / disposed of in a way that was good for environment
- Was recommended by friend / family / neighbor / coworker
- Was recommended by dealer / retailer / contractor
- Did not know of any other way / no other option
- Other *specify*
- No other reason
- DK/NS
- No other reason

33a. Did the incentive payment have any influence at all on your decision to participate in Duke Energy's Appliance Recycling program?*

- Yes
- No
- DK/NS