to 55.4% or 133 out of 240 who read their reports). Both of these differences are significant at $p<.05$ using student's t-test.

Table 6. In Your Own Words, Please Tell Me What It Means To Be Energy Efficient

	Read MyHER (N=240)	Throw MyHER Away (N=9)	Total (N=249)
Try to use less energy / least amount necessary / don't waste	55.4%	22.2%	54.2%
Saving money on bills / being cost effective / keeping rates down	31.7%	66.7%	32.9%
Heating & cooling decisions / trading comfort for savings	10.0%	11.1%	10.0%
Turn off lights / appliances when not in use	7.9%	11.1%	8.0%
Being aware of energy use	7.1%	0.0%	6.8%
Helping the environment / sustainability / being green	5.0%	11.1%	5.2%
Insulation / seal doors, windows and other leaks	5.0%	0.0%	4.8%
Upgrading home and appliances with efficient equipment	3.8%	0.0%	3.6%
Try to use less water / don't waste	1.3%	0.0%	1.2%
Use CFLs	1.3%	11.1%	1.6%
Make home more comfortable	0.4%	0.0%	0.4%
Unique responses (listed below)	6.7%	22.2%	7.2%
Don't know	2.1%	0.0%	2.0%

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

Eighteen customers surveyed (7.2% of 249) gave unique responses when asked to define energy efficiency. These responses are listed by subgroup below.

Read MyHER (N=16)

- *Being energy efficient helps economically and also benefits people worldwide.*
- *Being energy efficient is about benefiting others.*
- *Being energy efficient means thinking about tomorrow.*
- *Being energy efficient is about making the world better for everyone.*
- *Helping everything out.*
- *It is very important to conserve energy, when we are energy efficient it helps out not only the individual, but it helps out our immediate and global surroundings.*
- *It means that you are doing more for the environment so that you can be a good example for children.*
- *Being better prepared to weather the weather.*
- *It means that you get rid of things that use power that are not necessary.*
- *I think that recycling our waste helps to be energy efficient.*
- *Getting the most out of the product that you're sending to me.*
- *Follow the tips from the report to save energy and save money.*
- *Evaluate energy use by comparing BTUs. But I don't know if I'm doing the right things.*

- *Things that people do to be energy efficient include such small things as a furnace filter replacement.*
- *I have a programmable thermostat.*
- *Just try.*

Throw MyHER Away (N=2)

- *Being energy efficient would ideally mean creating your own energy.*
- *Run a tight house.*

Complete responses to this question can be found in Appendix G: What It Means to be Energy Efficient.

Table 7 shows how energy efficiency is defined by customers with different MyHER scores. Customers whose recent MyHER score showed them using less energy than the efficient home are the most likely to give the textbook "use less energy" definition (significantly more than the other two groups at $p<.10$ or better using student's t-test). The customers who use less than the efficient home are also less likely to mention "turning off lights and appliances", "heating and cooling decisions" and "insulation" compared to the other groups (at $p<.10$ or better using student's t-test). Customers who use more energy than the average home are significantly more likely to give "don't know" responses (at $p<.05$ using student's t-test).

Table 7. What It Means To Be Energy Efficient by Recent MyHER Score

	Less than efficient home (N=61)	Less than average, but more than efficient (N=86)	More than average home (N=95)
Try to use less energy / least amount necessary / don't waste	65.6%	45.3%	54.7%
Saving money on bills / being cost effective / keeping rates down	27.9%	36.0%	32.6%
Helping the environment / sustainability / being green	3.3%	5.8%	6.3%
Being aware of energy use	6.6%	5.8%	8.4%
Turn off lights / appliances when not in use	3.3%	9.3%	10.5%
Heating & cooling decisions / trading comfort for savings	4.9%	12.8%	11.6%
Insulation / seal doors, windows and other leaks	1.6%	7.0%	5.3%
Upgrading home and appliances with efficient equipment	4.9%	3.5%	2.1%
Try to use less water / don't waste	0.0%	2.3%	1.1%
Use CFLs	1.6%	2.3%	1.1%
Make home more comfortable	0.0%	0.0%	1.1%
Unique responses	6.6%	12.8%	3.2%
Don't know	0.0%	0.0%	5.3%

Percentages total to more than 100% because respondents could give multiple responses.
Note: seven surveyed recipients do not have recent MyHER scores and are not included in this table.

Next, customers where asked what actions they do, or could do, to be more energy efficient. The question was worded," *When you think about what you and your household does or can do to decrease energy consumption, what things come to mind?"* and was repeated to allow for up to six responses. The full list of responses can be found in Appendix H: What Surveyed Customers Do to be More Energy Efficient.

Only one (0.4% of 249) customer surveyed did not answer the question, saying that they "don't know." Another 9.6% (24 out of 249) of customers surveyed only gave one response to this question. However, the majority of participants in the program were able to give three or more responses (64.7% or 161 out of 249), as seen in Figure 9 below.

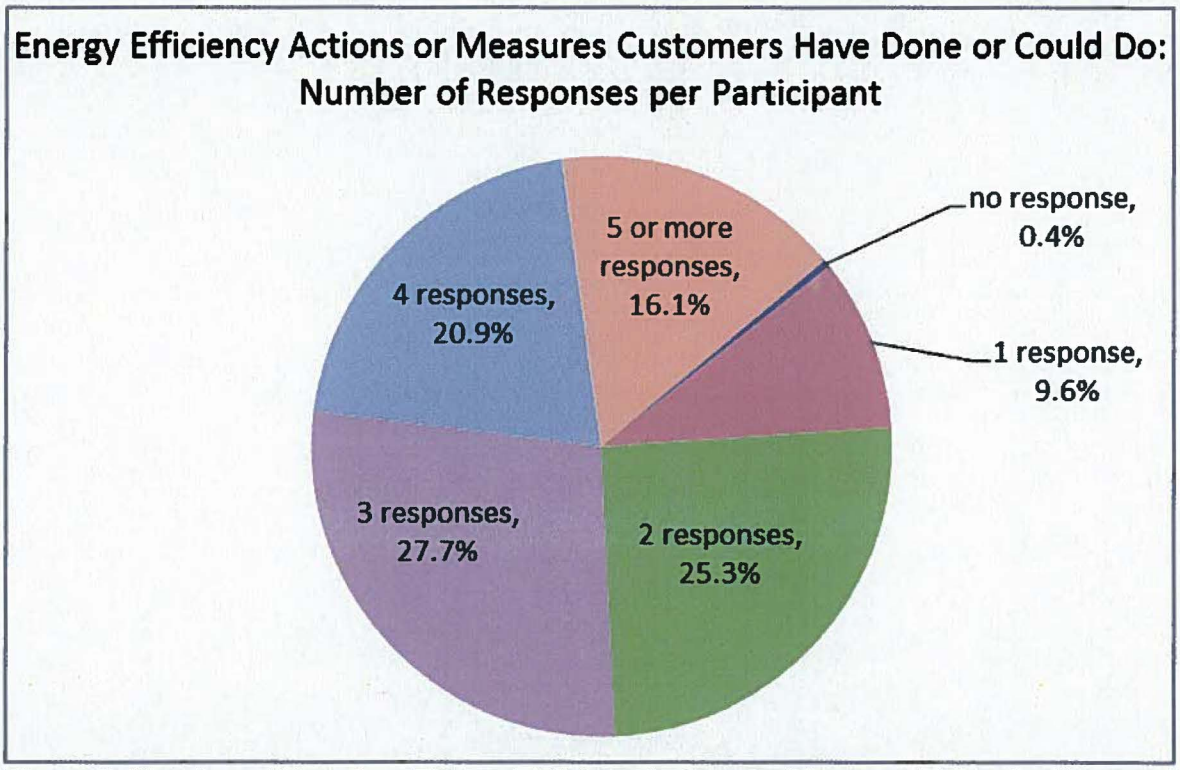

Figure 9. Number of Practices Energy Efficient Actions or Measures Taken by Surveyed Customers

There were a total of 786 verbatim responses reported by the 249 customers surveyed, which when coded into categories yielded 836 coded responses[9] (a mean of 3.4 per customer surveyed).

Figure 10 shows all categories of response mentioned by at least 5% of customers surveyed, plus mentions of Duke Energy programs and non-responses. Verbatim responses to this question are presented in Appendix H: What Surveyed Customers Do to be More Energy Efficient.

[9] Verbatim and coded responses do not correspond exactly because some verbatim responses received multiple codes ("turn off lights and appliances" is coded as two categories of action), and other responses duplicated responses already given by that customer (if someone said they "seal leaks" and "caulk windows" these are both considered actions within the same code category).

Virtually every survey respondent was able to answer this question; there was just one customer (0.4% of 249) who said they are "don't know" what they could do about energy efficiency. The most commonly mentioned responses were "turn off lights when not in use" (45.0% or 112 out of 249), "use less heating"[10] (38.2% or 95 out of 249), "use more efficient light bulbs" (33.3% or 83 out of 249), "turn appliances and other items off when not in use" (30.9% or 77 out of 249).

Only two customers surveyed mentioned specific Duke Energy programs; there was one mention apiece for Home Energy House Call and Power Manager (both 0.4% of 249).

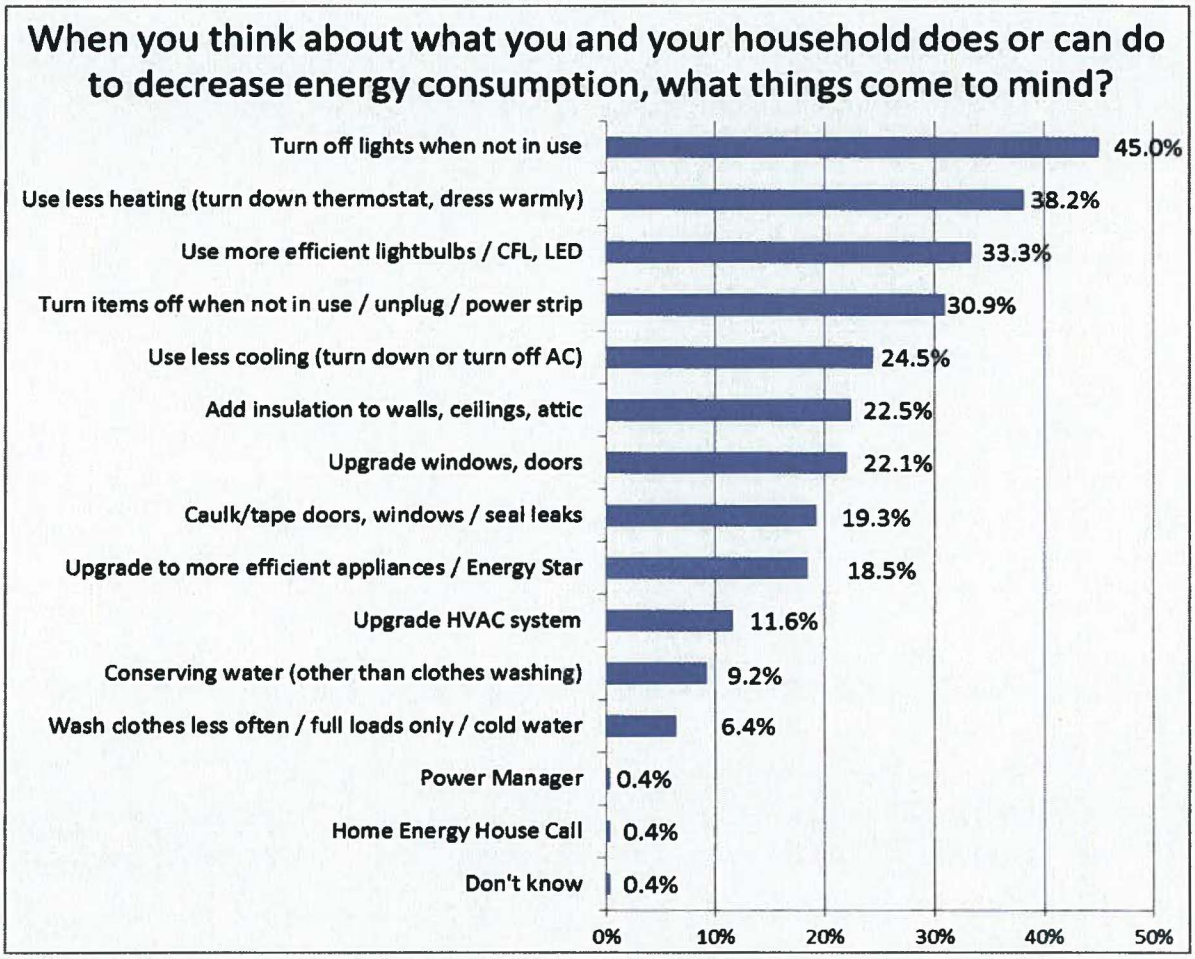

Figure 10. What Surveyed Customers Do or Could Do to Save Energy (N=249)
Percentages total to more than 100% because respondents could give multiple responses.

[10] This survey was conducted in April and May, just after heating season but before cooling season, which may account for the larger number of heating mentions (38.2%) compared to cooling mentions (24.5%).

Interest in Energy Efficiency and MyHER

TecMarket Works asked MyHER customers about their interest in energy efficiency and their interest in reading the next Home Energy Report they will receive. Customers were asked to rate their interest on a 10-point scale, with 1 meaning "very uninterested" and 10 meaning "very interested." Mean ratings scores for these questions are shown in Table 8.

Overall, surveyed MyHER customers scored their interest in energy efficiency (8.58) higher than their interest in reading the next MyHER (8.14; significant at $p<.05$ using student's t-test). This difference is also significant among customers who read MyHER (8.63 for efficiency and 8.22 for reading MyHER, at $p<.05$ using student's t-test). Customers who don't read MyHER reports rated their interest in energy efficiency at 7.44 (significantly lower than 8.63 for those who do read MyHER at $p<.05$ using ANOVA) and their interest in reading MyHER was only 5.75 (significantly lower than for those who read MyHER at $p<.05$ using ANOVA, but not significantly different from their own interest in energy efficiency due to the small sample size).

Customers who say they do "more than others" are the most interested in energy efficiency with an overall mean score of 8.92 (significantly higher than the mean interest in efficiency of those who do "the same as others" at 8.39 and "less than others" at 7.91, both $p<.05$ using ANOVA). In terms of reading the next MyHER, customers who say they do "less than others" give a mean interest rating of 6.36, which is significantly lower than the other two groups ($p<.05$ using ANOVA).

Table 8. Mean Customer Interest in Energy Efficiency and Reading MyHER

	Interest in Energy Efficiency	Interest in Reading the Next MyHER
All Surveyed Customers		
Read It (N=240)	8.63	8.22
Throw It Away (N=9)	7.44	5.75
Total (N=249)	8.58	8.14
Surveyed Customers Indicating EE Actions are "More Than" Others		
Read It (N=119)	8.97	8.34
Throw It Away (N=5)	7.80	7.00
Total (N=124)	8.92	8.28
Surveyed Customers Indicating EE Actions are "About the Same" as Others		
Read It (N=96)	8.40	8.28
Throw It Away (N=2)	8.00	9.00
Total (N=98)	8.39	8.29
Surveyed Customers Indicating EE Actions are "Less Than" Others		
Read It (N=9)	8.33	7.56
Throw It Away (N=2)	6.00	1.00
Total (N=11)	7.91	6.36
Surveyed Customers Indicating EE Action Comparison to Others is "Don't Know"		
Read It (N=16)	7.69	7.31
Throw It Away (N=0)	-	-
Total (N=16)	7.69	7.31

When these ratings of interest are examined by recent MyHER scores, customers who use less energy than the efficient home have the highest interest in energy efficiency (8.90, significantly higher than those who use less than average but more than the efficient home at $p<.10$ using

ANOVA). However there are no significant differences between these groups' interest in reading the next MyHER. Among the groups shown in Table 9, interest in efficiency is significantly higher than interest in reading MyHER for those who use less than the efficient home (at $p<.05$ using student's t-test), and for those who use more than the average home ($p<.10$ using student's t-test), but not for those who use less than average but more than the efficient home.

Table 9. Customer Interest in Energy Efficiency and Reading MyHER by Recent MyHER Score

	Less than efficient home (N=61)	Less than average, but more than efficient home (N=86)	More than average home (N=95)
Interest in energy efficiency	8.90	8.55	8.42
Interest in reading the next MyHER	8.11	8.26	8.04

Note: seven surveyed recipients do not have recent MyHER scores and are not included in this table.

Frequency of Receiving MyHER

Table 10 below presents the preferences of surveyed MyHER customers regarding the frequency in which they receive the MyHER, along with each group's mean interest score (in reading the next MyHER). Overall, more than two-thirds (69.5% or 173 out of 249) of the customers are satisfied with how frequently they currently receive the MyHER[11] and only one surveyed customer (0.4% of 249) said they don't want to receive the reports at all. Among customers who read MyHER, the percentage who want the reports more often (5.8% or 14 out of 240) is significantly smaller from the percentage who want them less often (23.3% or 56 out of 240). Customers who want the reports less often (7.33) or not at all (1.00) have significantly lower interest scores for reading the next MyHER compared to those who are satisfied with the current frequency of reports (8.35), and customers who would prefer the reports more frequently (9.57) have higher interest than any of the other groups (all differences significant at $p<.05$ using ANOVA).

In a separate question presented in Table 10, about one-quarter (24.9% or 62 out of 249) of MyHER recipients surveyed said they would prefer reports by email. These customers' interest in reading the next report (7.87) is not significantly different from the interest level of customers who don't want to receive reports by email (8.27).

Table 10. Frequency of Receiving MyHER

Would you prefer to get the reports . . .	Read MyHER (N=240)	Throw it away (N=9)	Total (N=249)
More Frequently	**N=14**	**N=0**	**N=14**
Percent	5.8%	0.0%	5.6%
Interest Score	*9.57*	-	*9.57*
Same Frequency	**N=167**	**N=6**	**N=173**
Percent	69.6%	66.7%	69.5%

[11] Customers receive MyHER approximately eight times per year.

Interest Score	*8.40*	*7.17*	*8.35*
Less Frequently	**N=56**	**N=3**	**N=59**
Percent	23.3%	33.3%	23.7%
Interest Score	*7.54*	*1.50*	*7.33*
Do not want any	**N=1**	**N=0**	**N=1**
Percent	0.4%	0.0%	0.4%
Interest Score	*1.00*	-	*1.00*
Don't know	**N=2**	**N=0**	**N=2**
Percent	0.8%	0.0%	0.8%
Interest Score	*6.50*	-	*6.50*
Prefer Email version	**N=61**	**N=1**	**N=62**
Percent	25.4%	11.1%	24.9%
Interest Score	*7.98*	*1.00*	*7.87*

Of the 59 MyHER customers who would prefer to get the MyHER less frequently (23.7% of 249 customers surveyed), about three-quarters (78.0% or 46 out of 59) said they would prefer to receive the reports quarterly and 8.5% (5 out of 59) said they would like to get them annually.

Of the 14 MyHER customers who would prefer to get the MyHER more frequently (5.6% of 249 customers surveyed), the majority (78.6% or 11 out of 14) said they would like to receive the reports monthly.

Accuracy of Home Information

Table 11 indicates that two-thirds (66.3% or 165 out of 249) of the surveyed customers report that their home information is correct on their Home Energy Report and more than a quarter of them (29.3% or 73 out of 249) do not know. This could be because they don't know the age or size of their home[12] or because they don't look at the house data on their MyHER. Only 4.4% (11 out of 249) customers surveyed said there was incorrect information about their home on the report.

Compared to customers who read MyHER, customers who throw MyHER away are significantly more likely to not know if the reports are accurate (66.7%), and less likely to say they are accurate (22.2%; both $p<.05$ using student's t-test). However there is no difference in the percentage saying that there are inaccuracies in their home characteristics. There are no significant differences by customers' perceptions of how their energy efficiency efforts compare to others.

[12] We asked customers later in the survey for the square footage and age of their home; only 3.6% (9 out of 249) of customers surveyed did not know how old their home was, though 27.3% (68 out of 249) did not know the square footage. It should also be noted that the age or square footage the respondents gave us may not be correct (some respondents who provided answers may be "guesstimating" and these responses were not checked against other records for accuracy).

Table 11. Accuracy of Home Information

Are the home characteristics correct on your report?	Read MyHER		Compared to Others			Overall (N=249)
	Read (N=240)	Throw Away (N=9)	Do More (N=124)	Same (N=98)	Do Less (N=11)	
Correct	67.9%	22.2%	69.4%	65.3%	54.5%	66.3%
Incorrect	4.2%	11.1%	4.8%	4.1%	9.1%	4.4%
Don't Know	27.9%	66.7%	25.8%	30.6%	36.4%	29.3%

Those who "don't know" how they compare to others are not shown in this table.

Only about one customer in twenty (4.4% or 11 out of 249) reports that there is incorrect information on their mailings. The issues reported by these customers are categorized and listed below: The most common problems reported were incorrect house size (mentioned by 5 of 11), incorrect age of the home (3 out of 11), and incorrect type of heating (2 out of 11). These findings are consistent with the third-party origin of the data used in the reports.

House Size: (N = 5)

- *Our home is 5400 square feet with the basement.*
- *Our home is 1400 square feet, but the report shows it as 1100 square feet.*
- *Our report says 2400 square feet but we have a full finished basement so it should be 3600 square feet, and they should be basing the comparison on houses that size.*
- *The size of my condo is likely estimated. It seems to be based on the standard and mine is smaller.*
- *The square footage on the report is overestimated.*

Age of Home: (N = 2)

- *The age of our home is not correct.*
- *The homes ours is compared to are older than ours.*

Type of Heating: (N = 1)

- *The type of heat used, but I called about that and they are hopefully changing it on the reports.*

Type of Heating and Age of Home: (N = 1)

- *The report incorrectly shows us as having electric heat but we have natural gas, and the age of our home is underestimated by 25 years.*

Other inaccuracies: (N = 2)

- *My home has very high ceilings, 16', which affects the comparison in terms of size.*
- *I believe they are close, but I'm not sure.*

Energy Efficiency Scores

The front page of Home Energy Reports presents a comparison of monthly energy cost for the customers' households compared to the "average home" and/or the "efficient home". An example of the portion of the report that presents a customer's scores is shown in Figure 11 below. In this example, the customer's energy usage is "more than average", so they are shown

both the average and efficient comparison home scores. If a customer's MyHER score is "less than average" (or "less than the efficient home"), then only the efficient home is presented for comparison and the average home is not shown on front of the report.

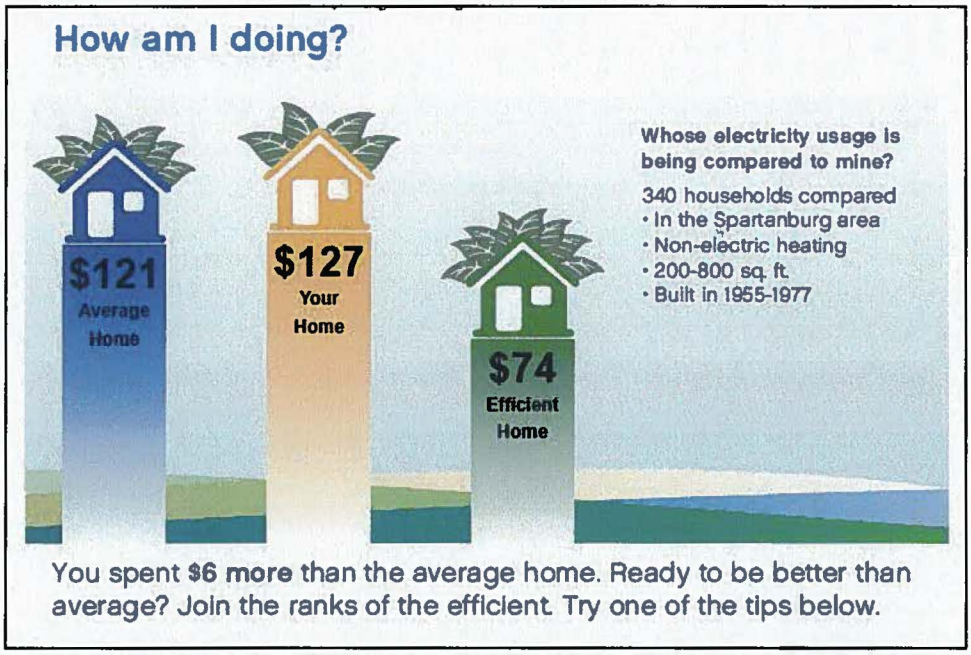

Figure 11. Monthly Energy Use Comparison: Front of MyHER Report

A second comparison chart is currently presented on the back page of the Home Energy Reports, which shows the customer's energy usage for the past 13 months compared to both the average and efficient homes, as seen in Figure 12. Regardless of the customer's recent MyHER score, all report recipients are shown both the efficient and average homes on these annual usage comparison charts.

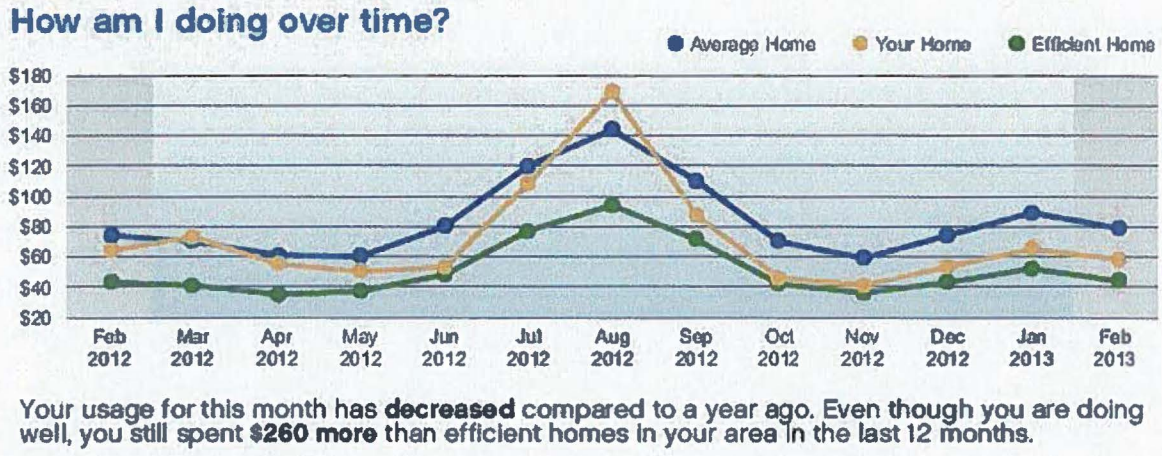

Figure 12. Annual Energy Use Comparison: Back of MyHER Report

Table 12 shows nearly equal numbers of customers surveyed who say that their Home Energy Report usually shows that they use less energy than the average comparable home (43.4% or 108 out of 249) and those who say that the report shows they use more than the average home (37.8% or 94 out of 249).[13]

Customers who say they do "more than others" for energy efficiency are much more likely to say their report shows their home uses "less than average" (54.0% or 67 out of 124) compared to those who do "about the same" (36.7% or 36 out of 98) and those who do "less than others" (18.2% or 2 out of 11; both of these differences are significant at $p<.05$ using student's t-test). Customers who say they do "less than others" (63.6% or 7 out of 11) or "about the same as others" (40.8% or 40 out of 98) are also significantly more likely to say that their report shows their home uses more energy than average compared to those who do "more than others" (30.6% or 38 out of 124; differences significant at $p<.10$ or better using student's t-test).

Surveyed customers who do not read the reports are significantly less likely to say that the reports show their home's usage is less than average (11.1% or 1 out of 9, compared to 44.6% or 107 out of 240 for those who read the reports), and are more likely to not know what the reports usually show (22.2% of 2 out of 9, compared to 1.7% or 4 out of 240 for those who read the reports; both differences are significant at $p<.05$ using student's t-test).

Table 12. MyHER Comparison to the Average Home

MyHER usually shows home uses . . .	**Read MyHER**		**Compared to Others**			**Overall (N=249)**
	Read (N=240)	**Throw Away (N=9)**	**Do More (N=124)**	**Same (N=98)**	**Do Less (N=11)**	
Less than average	44.6%	11.1%	54.0%	36.7%	18.2%	43.4%
About average	16.7%	11.1%	12.9%	22.4%	9.1%	16.5%
More than average	37.1%	55.6%	30.6%	40.8%	63.6%	37.8%
Don't know	1.7%	22.2%	2.4%	0.0%	0.0%	2.4%

Those who "don't know" how they compare to others are not shown in this table.

In Kentucky, customers' perception of what their MyHER comparison usually shows has little correspondence to their actual recent MyHER scores (though it should be noted that what a recent report shows may not be what a customer's reports "usually" shows, since customer scores can change from report to report). The comparison between customers' perception of their "usual scores" and their "most recent (actual) score" is shown in Figure 13; the differences between recent MyHER score groups are not statistically significant.

Interestingly, very few customers say that their reports usually show "about average" usage, regardless of their recent MyHER score (overall 16.1% or 40 out of 249 say their scores are "usually average").

[13] Customers were not asked what their reports usually show "compared to the efficient home". Though not all reports include the average home comparison on the front of the report, all Kentucky reports have included the average home comparison on the annual usage chart on the back of the report.

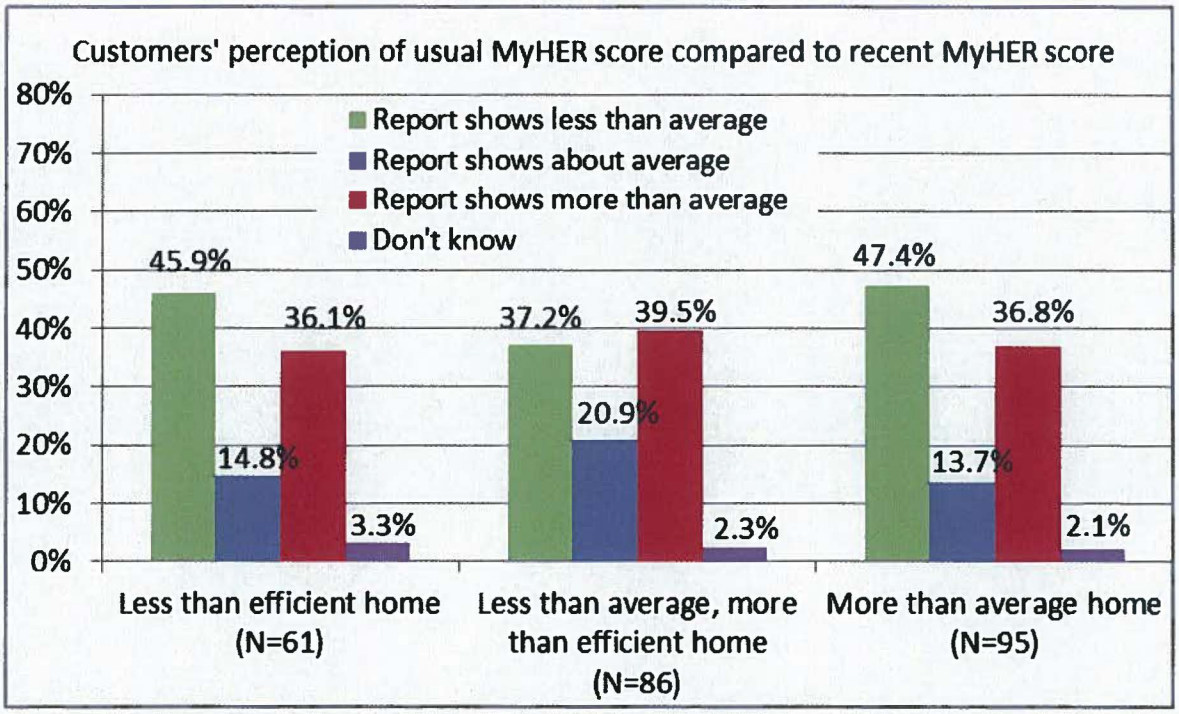

Figure 13. Customer's Perception of Their Usual MyHER Score Compared to Their Actual Recent MyHER Score

Note: seven surveyed recipients do not have recent MyHER scores and are not included in this chart.

Overall, more than half of customers surveyed (60.6% or 151 out of 249) say they use the charts in the Home Energy Report to track their home's energy usage. The percentages of key groups using MyHER in this way are shown in Table 13.

Customers who say they do "about the same as others" for energy efficiency (68.4% or 67 out of 98) are more likely than those who do "more than others" (57.3% or 71 out of 124) and "less than others" (45.5% or 5 out of 11) to track their usage using MyHER charts (significant at $p<.10$ or better using student's t-test). However there are no significant differences between groups with different actual recent MyHER scores or based on customers' perception of what their reports usually show.

Customers who do not read MyHER reports (33.3%) and those who don't know how MyHER charts compare their home to others (0.0%) are the least likely to use the MyHER charts to track their energy usage (significantly less than other groups at $p<.05$ using student's t-test).

Table 13. Using MyHER to Track Home Energy Usage

	% who use MyHER charts to track home energy usage
Overall (N=249)	60.6%
Read MyHER reports or throw them away	
Read MyHER (N=240)	61.7%
Throw away MyHER (N=9)	33.3%
Efforts to decrease energy consumption compared to others	
Do more than others (N=124)	57.3%
Do about the same as others (N=98)	68.4%
Do less than others (N=11)	45.5%
Don't know how compare to others (N=16)	50.0%
Usage usually shown on MyHER chart	
MyHER shows home uses less than average (N=108)	65.7%
MyHER shows home uses about the same as the average home (N=41)	56.1%
MyHER shows home uses more than average (N=94)	60.6%
Don't know how MyHER shows comparison to average home (N=6)	0.0%
Recent MyHER Score	
Recent MyHER score: less than efficient home (N=61)	65.6%
Recent MyHER score: less than average, but more than efficient home (N=86)	58.1%
Recent MyHER score: more than average home (N=95)	61.1%
Recent MyHER score: no score available (N=7)	42.9%

As seen in Table 14, just over half of MyHER customers surveyed (51.0% or 127 out of 249) say they are trying to improve how their energy efficiency compares to their neighbors. Customers who throw away the reports (22.2% of 9) are significantly less likely to be making efforts compared to those who read the reports (52.1% of 240; $p<.05$ using student's t-test) and those who don't know how their efforts compare to others (31.3% of 16) are significantly less likely to be making efforts compared to those who can, regardless of whether they think their effort is more (50.8% of 124) or about the same than others (54.1% of 98, significant at $p<.10$ or better using student's t-test; the sample size of customers who say they do less than others is too small to be significant).

Customers who don't know what their MyHER report usually shows (16.7% of 6) and those who say it usually shows they are about average (39.0% of 41) are significantly less likely to be trying to improve their efficiency compared to those whose scores are usually above average (56.5% of 108) and below average (51.6% of 94; significant at $p<.10$ or better using student's t-test).

When comparing actual MyHER scores, there are no significant differences between customers who have recent scores (due to the small sample size of seven, customers with no scores available are only significantly lower than the "less than average, more than efficient" group at $p<.10$ using student's t-test).

Table 14. Trying to Improve How Home Efficiency Compares to Others

	% trying to improve efficiency
Overall (N=249)	51.0%
Read MyHER reports or throw them away	
Read MyHER (N=240)	52.1%
Throw away MyHER (N=9)	22.2%
Efforts to decrease energy consumption compared to others	
Do more than others (N=124)	50.8%
Do about the same as others (N=98)	54.1%
Do less than others (N=11)	54.5%
Don't know how compare to others (N=16)	31.3%
Usage usually shown on MyHER chart	
MyHER shows home uses less than average (N=108)	56.5%
MyHER shows home uses about the same as the average home (N=41)	39.0%
MyHER shows home uses more than average (N=94)	51.6%
Don't know how MyHER shows comparison to average home (N=6)	16.7%
Recent MyHER Score	
Recent MyHER score: less than efficient home (N=61)	49.2%
Recent MyHER score: less than average, but more than efficient (N=86)	55.8%
Recent MyHER score: more than average home (N=95)	49.5%
Recent MyHER score: no score available (N=7)	28.6%

Table 15 shows the mean ratings for satisfaction with aspects of the program and Duke Energy overall according to whether they use the MyHER charts to track their usage and whether they are trying to improve their comparison with others.

The lowest satisfaction ratings for any of these statements is, "the energy saving tips in the report provided new ideas I was not previously considering" at 6.72 overall. The rest of the mean ratings for aspects of the program range from 7.5 and 9.0, except for "the reports are easy to read and understand" which has the highest mean score of any item rated (9.08 overall).

Customers who use the charts and those who are intending to improve their comparison to others give higher satisfaction scores across the board. Most of these differences are statistically significant; those that are significant at $p<.10$ or better using ANOVA are marked in bold italic text. The only item in this table that show no significant differences between groups is overall satisfaction with Duke Energy which is very consistent across these groups (8.30 overall).

Table 15. Satisfaction Scores for Those Who Use Charts to Track Usage and Who Are Trying to Improve Their Comparison to Others

Statement	Use charts to track usage		Trying to improve comparison		Overall
	Yes (N=151)	No (N=90)	Yes (N=127)	No (N=112)	(N=249)
The report's comparisons are reasonable and appropriate.	***7.92***	***7.00***	7.88	7.28	7.60
The report's comparisons are useful.	***7.99***	***6.71***	***8.07***	***6.81***	7.50
The reports are easy to read and understand.	***9.30***	***8.72***	9.20	8.92	9.08
The energy saving tips in the report provided new ideas that I was not previously considering.	***7.01***	***6.23***	***7.47***	***5.88***	6.72
I find the reports useful.	***8.68***	***7.33***	***8.80***	***7.46***	8.15
I enjoy receiving and reading the reports.	***8.47***	***7.18***	***8.57***	***7.33***	7.98
I find the graphics helpful in understanding how my energy usage compares to others like me.	***9.05***	***7.72***	***8.95***	***8.08***	8.56
I find the graphics helpful in understanding how my energy usage changes over the seasons.	***9.24***	***7.82***	***9.05***	***8.35***	8.74
Overall I am satisfied with the reports.	***9.19***	***8.40***	***9.25***	***8.51***	8.90
Overall satisfaction with Duke Energy	8.31	8.32	8.32	8.32	8.30

Those who "don't know" if they track usage or are trying to improve are only included in the "Overall" column of this table.

Tips and Messages

The series of questions asked of surveyed MyHER customers regarding recalled tips and messages can be found in Appendix C: MyHER Customer Survey Instrument starting on page 113, and begin with question 9. First, TecMarket Works interviewers asked if they recalled any of the tips they read on the MyHER and, if they did, customers were asked which tips they recalled. For all recalled tips and messages (up to three), customers were asked a series of questions about those tips or messages: if their response to the tip or message was favorable, if the tip was believable, if and what they did in response to the tip or message, and how influential the MyHER was in their decision to take the action.

Duke Energy provided TecMarket Works with examples of MyHER mailings and the database of customer contacts; this database included which MyHER mailings customers received and when (by the mail drop date provided). With this information, we determined if the message or tip they recalled was a correct or false recollection of what they actually received. If the recalled tip or message was correct, we calculated how many days passed from the day they received the MyHER with that tip or message to the day that they were surveyed by TecMarket Works.

If a message or tip was sent to a customer on multiple MyHERs, then the days to recall, or days from receiving the MyHER mailing with that MyHER message or tip to the day the customer was surveyed, is calculated from the most recent MyHER mailing with that message. For example, if the customer received a thermostat tip on a report with a mail drop date of September 7, 2012, and again received a thermostat tip with a mail drop date of November 29, 2012, then was surveyed on April 25, 2013, we count the number of days from the November drop date for the "days to recall" metric, which would be 147 days in this example (instead of 230).

The Difference between Tips and Messages

One important difference between tips and messages is their location on the MyHER: In its current format, two tips are presented on the front page, while one or two messages are shown on the back page. Tips are customized so that every month customers receive two different tips appropriate to their household, while customers generally receive the same messages from a limited set of messages each month. Additionally, messages are often related to seasonal issues, such as weatherization and daylight savings time, since sets of messages are sent at a particular time of the year, whereas the same set of tips is used throughout the entire year. During the period of the first seven reports covered by this evaluation, a total of 23 different tips were sent to customers. These first seven reports also included 15 separate messages (from one to three per month, though individual customers do not receive more than two per month). A key to messages and tips can be found in Appendix J: Summary of Tips and Messages. An example of a report provided to TecMarket Works can be found in Appendix D: Example MyHER Report.

Recalled Tips and Messages

Surveyed MyHER customers who read the MyHER were asked if they recalled any of the tips or messages on any of the MyHERs they received. Table 16 presents a summary of how many surveyed MyHER customers recalled tips or messages.

The bottom rows in Table 16 present the same metrics as the top rows, but only consider tips and messages that were correctly recalled (and also adds a row for "percentage of tips and messages recalled correctly"). About half of MyHER customers surveyed (51.8% or 129 out of 249) could recall at least one tip or message from MyHER. Among these customers who could recall at least one tip or message, the majority (83.7% or 108 out of 129) recalled something that correctly matched the tips and messages that were sent to them. Overall, 74.1% (189 out of 255) of the tips and messages which were recalled correctly matched tips and messages that were actually sent.

Table 16 also presents the overall mean number of tips or messages recalled and the mean for only those surveyed customers who recalled at least one tip or message. For those who recalled at least one tip or message, the mean number of tips or messages recalled was 1.98 each and the mean number correctly recalled by those making at least one correct recollection was 1.75 each.

MyHER recipients who throw the reports away are somewhat less likely to recall any tips or messages (33.3% or 3 out of 9, compared to 52.5% or 126 out of 240 among those who read the reports, though this difference is not statistically significant). However, the percentage of recipients who recalled tips or messages correctly was significantly lower for customers who throw the reports away (11.1% or 1 out of 9, compared to 44.6% or 107 out of 240 among those who read the reports, a difference which is significant at $p<.05$ using student's t-test).

Table 16. Summary of Combined Tips and Messages Recalled

	Read MyHER (N=240)	Throw away MyHER (N=9)	Total (N=249)
Count of Customers Indicating They Recalled Tips or Messages	126	3	129
Percent of Customers Indicating They Recalled Tips or Messages	52.5%	33.3%	51.8%
Total Number of Tips or Messages Recalled	252	3	255
Mean Number of Tips or Messages Recalled (maximum of 3), All Surveyed	1.05	0.33	1.02
Mean Number of Tips or Messages Recalled (maximum of 3), All Surveyed With At Least One Recalled Tip or Message	2.00	1.00	1.98
The Values Below Consider Only Correctly Recalled Tips and Messages			
Count of Customers Recalling At Least One Tip or Message Correctly	107	1	108
Percent of Customers Recalling At Least One Tip or Message Correctly	44.6%	11.1%	43.4%
Total Number of Tips or Messages Recalled Correctly	188	1	189
Percentage of Tips and Messages that were Recalled Correctly	74.6%	33.3%	74.1%
Mean Number of Correctly Recalled Tips or Messages (maximum of 3), All Surveyed	0.78	0.11	0.76
Mean Number of Correctly Recalled Tips or Messages (maximum of 3), All Surveyed With At Least One Correctly Recalled Tip or Message	1.76	1.00	1.75

Comparison: Messages versus Tips

A primary difference between a tip and a message is the location of the statement on the MyHER. For Kentucky customers, tips have always been presented on the front of the report and messages on the back. Additionally, all recipients receive messages from the same set (if not exactly the same messages) in a given month, however the tips they receive on each report are customized for each household every month.[14] For a complete list of messages and tips included in this analysis, please see Appendix J: Summary of Tips and Messages.

Table 17 presents the mean number of tips and messages recalled, and the mean number of days to recall that tip or message. Surveyed MyHER customers correctly recalled more tips (0.49 per respondent) than messages (0.27 per respondent), and the mean days to recall was higher for messages (142 days) than tips (99 days).

[14] Some messages were exposed to almost all customers (up to 100% or 249 out of 249 for "Back To School"), while others were sent to fewer customers (only 1.6% or 4 out of 249 received the "GoGreen" message in February, 2013, while only 9.2% or 23 out of 249 received the "Videos" message in January, 2013). The number of recipients who have seen each tip during this same time period ranges from 14% (36 out of 249 for "install and program a programmable thermostat") to a maximum of 70% (175 out of 249 for "cut standby power to your home computing system"). The number of customers receiving each recalled tip and message is shown in the lefthand columns of Table 20 and Table 21, and in Table 22 for messages which were not recalled by any surveyed customers.

Table 17. Number of Tips and Messages Correctly Recalled

	Read MyHER (N=240)	Throw away MyHER (N=9)	Total (N=249)
Number of Correctly Recalled Tips	121	0	121
Mean Number of Tips per Customer	0.50	0.00	0.49
Number of Correctly Recalled Messages	67	1	68
Mean Number of Messages per Customer	0.28	0.11	0.27
Mean Days of Recall: Tips	99	NA	99
Mean Days of Recall: Messages	144	28	142

The tables below present all of the correctly recalled tips and messages, the number of surveyed customers recalling the tip or message, how many of them responded favorably to the tip or message, how many found the tips and messages believable, and finally, how many of them took action based on the tip or message along with the influence of the MyHER on their decision to take the action. The Influence Score was determined by calculating the mean response to the following: *Please indicate how influential the Home Energy Report was to your decision to take this action using a 1 to 10 scale with 1 meaning the report had no influence and you would have taken this action on your own, and 10 meaning that the report was very influential and that you would not have taken this action on your own without reading the tip on the Report.*

Table 18 presents all the recalled tips in one table, combining all counts and averaging the favorability scores of all responses for each tip. The two most commonly recalled tips match recollections about CFLs: "use efficient bulbs for your outdoor lighting" (30 recipients) and "use energy efficient lighting indoors" (19 recipients). The next most frequently recalled tips have to do with insulation and sealing the home shell: "weatherize your home" (11 recipients), "insulate electrical outlets and cover plates" (8 recipients), and "insulate your attic" (7 recipients). Two tips about turning off electronics also had relatively higher recall: "cut the standby power used for home entertainment" (8 recipients) and "cut standby power used for home computers" (8 recipients). The most frequently recalled tips from MyHER reports generally correspond to customers' responses about energy efficiency actions shown in Figure 10, where lighting, insulation, weatherization and "turning things off" are among the most mentioned things customers could do to be energy efficient. Out of the 23 different tips customers received, four were not recalled by anybody in this survey; these are "install and program a programmable thermostat", "use your microwave instead of a conventional oven", "save on hot water use" and "replace your old hot water heater".

Customers surveyed found all of the recalled tips to be believable (the *lowest* level of believability is 87.5% or 7 out of 8 for "cut the standby power used for home entertainment"). Recalled tips also received generally high favorability scores: Among the eleven tips which were recalled by four or more surveyed customers, all but two have favorability scores higher than 8.0, and none have favorability scores lower than 7.0.

Most of the recalled tips led to customers taking action, or at least planning to take action, in the future. Among tips that were recalled by more than 2% of customers receiving those tips, at least

half of customers recalling tips have either taken action or plan to take action based on the tip. The tips most likely to have been followed up with actions are "use energy efficient lighting indoors (89% or 17 out of 19), "cut standby power for home entertainment (88% or 7 out of 8) and "unplug your second refrigerator or freezer" (75% or 3 out of 4). Tips which are least likely to have been followed up with actions are "insulate your attic" (14% or 1 out of 7), "insulate electrical outlets and cover plates" (25% or 2 out of 8) and "buy an Energy Star refrigerator (25% or 1 out of 4), though there are customers who still plan to take action based on these tips. The tip customers are most likely to be planning to take action on in the future is "insulate your attic" (71% or 5 out of 7 who have not yet taken action based on this tip).

The average amount of time to recall these tips ranged from less than one month to more than six months, with the top seven most frequently recalled tips having been recalled on average from 86 to 145 days after the reports containing those tips were sent.

Twenty of the 23 tips sent were recalled by fewer than 10 survey respondents apiece, which is not a large enough sample for significance testing. Differences between tips in terms of ratings and actions should be considered directional indicators, not statistically significant findings.

Table 18. All Recalled Tips

Recalled Tip (Number of Respondents Receiving)	Number of Recalls for This Tip (percent recalling)	Average Favor-ability Score	Number Finding It Believable (percent yes)	Number of Customers Taking Action (percent yes)	Satisfied With Results (percent of those taking action)	Customers Planning to Take Action (percent of those recalling)	Average Days to Recall
Use efficient bulbs for your outdoor lighting (N=154)	30 * (19%)	8.4	27 (90%)	22 (73%)	18 (82%)	0 (0%)	94
Use energy efficient lighting indoors (N=147)	19 * (13%)	8.5	17 (89%)	17 (89%)	14 (82%)	1 (5%)	121
Weatherize your home (N=148)	11 (7%)	8.5	11 (100%)	7 (64%)	6 (86%)	2 (18%)	145
Insulate electrical outlets and switch cover plates (N=154)	8 (5%)	9.0	8 (100%)	2 (25%)	2 (100%)	3 (38%)	88
Insulate your attic (N=145)	7 (5%)	7.3	7 (100%)	1 (14%)	1 (100%)	5 (71%)	130
Cut the standby power used for home entertainment (N=152)	8 * (5%)	9.3	7 (88%)	7 (88%)	6 (86%)	0 (0%)	103
Cut standby power to your home computing system (N=175)	8 * (4%)	8.4	8 (100%)	5 (63%)	5 (100%)	2 (25%)	86
Put your outdoor lights on motion detectors or timers (N=134)	4 (3%)	9.3	4 (100%)	2 (50%)	2 (100%)	0 (0%)	37
Buy an Energy Star refrigerator (N=151)	4 (3%)	8.5	4 (100%)	1 (25%)	1 (100%)	1 (25%)	108
Buy an Energy Star dehumidifier (N=143)	4 (3%)	10.0	4 (100%)	2 (50%)	2 (100%)	1 (25%)	46

Recalled Tip (Number of Respondents Receiving)	Number of Recalls for This Tip (percent recalling)	Average Favor-ability Score	Number Finding It Believable (percent yes)	Number of Customers Taking Action (percent yes)	Satisfied With Results (percent of those taking action)	Customers Planning to Take Action (percent of those recalling)	Average Days to Recall
Unplug your second refrigerator or freezer (N=158)	4 (3%)	7.7	4 (100%)	3 (75%)	3 (100%)	0 (0%)	44
Replace your windows with low-E Energy Star windows (N=100)	3 (3%)	8.3	3 (100%)	0 (0%)	NA	2 (67%)	91
Buy an Energy Star dishwasher (N=146)	3 (2%)	5.3	3 (100%)	1 (33%)	0 (0%)	2 (67%)	52
Turn off outdoor lights during the day (N=153)	2 (1%)	9.5	2 (100%)	1 (50%)	0 (0%)	1 (50%)	62
Air dry your laundry (N=155)	2 (1%)	4.5	2 (100%)	0 (0%)	NA	1 (50%)	198
Enable energy management on your computer (N=159)	1 (1%)	7.0	1 (100%)	0 (0%)	NA	1 (100%)	74
Use task lighting (N=148)	1 (1%)	10.0	1 (100%)	1 (100%)	1 (100%)	NA	25
Minimize the run time of your dryer (N=158)	1 (1%)	8.0	1 (100%)	1 (100%)	1 (100%)	NA	78
Buy an Energy Star television (N=161)	1 (1%)	6.0	1 (100%)	0 (0%)	NA	1 (100%)	30
Install and program a programmable thermostat (N=36)	0 (0%)	NA	NA	NA	NA	NA	NA
Use your microwave instead of a conventional oven (N=161)	0 (0%)	NA	NA	NA	NA	NA	NA
Save on hot water use (N=79)	0 (0%)	NA	NA	NA	NA	NA	NA
Replace your old hot water heater (N=141)	0 (0%)	NA	NA	NA	NA	NA	NA

** Three customers received the "efficient lighting outdoors" and "efficient lighting indoors" tips on the same report, thus both tips match their recollection to "use CFLs" and these three customers are counted as recalling both tips. Similarly, one customer received both "cut standby power" tips on the same report, thus both tips match their recollection to "turn things off" and this customer is counted as recalling both tips.*[15]

[15] When a customer's recollection matched more than one tip or more than one message, only the most recently received tip or message was considered a match (in order to avoid double-counting; though see footnote on Table 20 about four exceptions where customers received two matching tips at the same time). In addition, some customers recalled "energy efficient appliances" without specifying a particular appliance. There were four MyHER tips related to specific energy efficient appliances: refrigerators; dishwashers; dehumidifiers; and televisions. In these cases, the customer recollection could be said to match all four of the appliance-related tips. Therefore, in order to avoid counting a recollection more than once, only the most recently received tip was considered a match. Actions taken for each tip matched can be found in Appendix K: List of Self-Reported Energy Efficiency Actions.

Note: If a customer already took action based on a tip, they were not asked if they planned to take action based on that tip in the future (thus "NA" for the percent planning to take action for tips where 100% of customers already took action).

Table 19 presents all of the messages which were recalled by surveyed customers, with the most recently recalled messages at the top. Messages which were sent, but not recalled by any surveyed customers, are listed separately in Table 20. The complete lists of both tips and messages by month can be found in Appendix J: Summary of Tips and Messages. Of the 15 messages sent to customers in Kentucky since the beginning of the MyHER program in that state, four were not recalled by any surveyed respondents, and only two messages were recalled by more than 5% of those receiving the messages. The most frequently recalled report messages are "Vampires" (20 recipients or 9% of 214 who received this message) and "Back to School" (14 recipients or 6% of 249); these two messages accounted for half of the 68 messages recalled by survey participants.

Recalled messages are generally seen as believable (at least 75% of customers recalling each message said it was believable, and for most messages 100% of those recalling the message said it was believable). Most messages also led customers to take action: Overall, 66% (45 out of 68) recalled messages led to a customer taking action based on that message. Some of the messages with the highest rate of recall also had the highest rates of customers taking action: "Vampires", "Back to School" and "Tailgate" were the three most recalled messages, and between 75% and 80% of those recalling these messages took action.

When future plans to take action are included, every message but one that was recalled by two or more respondents has resulted in action or a plan to take action by 80% or more of customers recalling that message. The exception is the "HEHC" (Home Energy House Call) message; none of the four customers recalling this message has taken action (0% of 4), and only one (25% of 4) plans to in the future.

The vast majority of customers who took action based on messages were satisfied with the results of these actions; the lowest rate of satisfaction was for the "Dirty Laundry" message at 50.0% (1 out of 2), although the customer who was not satisfied with the action they took based on this message merely reported that they haven't had enough time to evaluate the results yet (they are not dissatisfied, they just can't answer the question yet).

Table 19. All Recalled Messages

Recalled Message (Number of Respondents Receiving)	**Number of Recalls for This Message** (percent recalling)	**Average Favor-ability Score**	**Number Finding It Believable** (percent yes)	**Number of Customers Taking Action** (percent yes)	**Satisfied With Results** (percent of those taking action)	**Customers Planning to Take Action** (percent of those recalling)	**Average Days to Recall**
Smart Saver Mar 2013 (N=234)	2 (1%)	6.0	2 (100%)	2 (100%)	2 (100%)	0 (NA)	23
Room To Breathe Feb 2013 (N=238)	1 (<1%)	8.0	1 (100%)	0 (0%)	NA	0 (0%)	35
HEHC Feb 2013 (N=234)	4	5.8	3	0	NA	1	41

Recalled Message (Number of Respondents Receiving)	Number of Recalls for This Message (percent recalling)	Average Favor-ability Score	Number Finding It Believable (percent yes)	Number of Customers Taking Action (percent yes)	Satisfied With Results (percent of those taking action)	Customers Planning to Take Action (percent of those recalling)	Average Days to Recall
	(2%)		(75%)	(0%)		(25%)	
Screen Savers Jan 2013 (N=241)	1 (<1%)	7.0	1 (100%)	0 (0%)	NA	1 (100%)	74
Power Manager Jan 2013 (N=218)	1 (<1%)	7.0	1 (100%)	0 (0%)	NA	0 (0%)	64
Hugs for Heaters Dec 2012 (N=214)	7 (3%)	9.6	7 (100%)	3 (43%)	3 (100%)	4 (57%)	114
Vampires Dec 2012 (N=214)	20 (9%)	8.7	19 (95%)	15 (75%)	14 (93%)	3 (15%)	114
Dirty Laundry Oct 2012 (N=228)	3 (1%)	8.7	3 (100%)	2 (67%)	1 (50%)	1 (33%)	162
Tailgate Oct 2012 (N=228)	10 (4%)	8.6	10 (100%)	8 (80%)	8 (100%)	1 (10%)	151
Drafts Sep 2012 (N=203)	5 (2%)	9.2	5 (100%)	2 (40%)	2 (100%)	2 (40%)	186
Back to School Aug 2012 (N=249)	14 (6%)	8.9	14 (100%)	11 (79%)	11 (100%)	3 (21%)	234

Notes: If a customer already took action based on a message, they were not asked if they planned to take action based on that message in the future (thus "NA" for the percent planning to take action for messages where 100% of customers already took action).

Four of the messages sent to customers since the MyHER program began in Kentucky were not recalled by any customers in this survey; these messages are listed below in Table 20. Two of these messages (811, Winter Magic) are not actually about energy efficiency, and the other two (GoGreen, Videos) were sent to small minorities of customers.

Table 20. All Messages Not Recalled

Messages Not Recalled	Number of Respondents Receiving	Month of Report
811	N=234	March 2013
GoGreen	N=4	February 2013
Videos	N=23	January 2013
Winter Magic	N=203	September 2012

If customers said a tip or message they recalled was "not believable," they were asked why. These verbatim responses are listed below for customers who found tips or messages to be "not believable." Overall, there were only two cases where a tip was "not believable" (plus four cases where a customer was not sure if a tip was believable, though these customers were not asked to explain why this was so) and only one case where a message was deemed "not believable" (plus another case where a customer was not sure if a message was believable).

Why tips were not believable

Use efficient bulbs for your outdoor lighting (N=2)

- *It seems like some CFLs don't really last as long they are supposed to.*
- *Initially no, until we saw the results.*

Why messages were not believable

Home Energy House Call (N=1)

- *I don't believe that they would be able to tell me anything that I do not already know.*

Influence of MyHER Tips and Messages on Actions Taken

Customers who took action based on a tip or message were asked to rate the influence of the MyHER program on their action using a 10-point scale, where "10" means "very influential." Overall, among the 70 actions taken based on tips the average rating of influence was 6.55, while for the 43 actions taken based on messages, the average rating of influence was 7.35. The mean influence ratings for all tips and messages for which customers took action are shown below in Figure 14 and Figure 15.

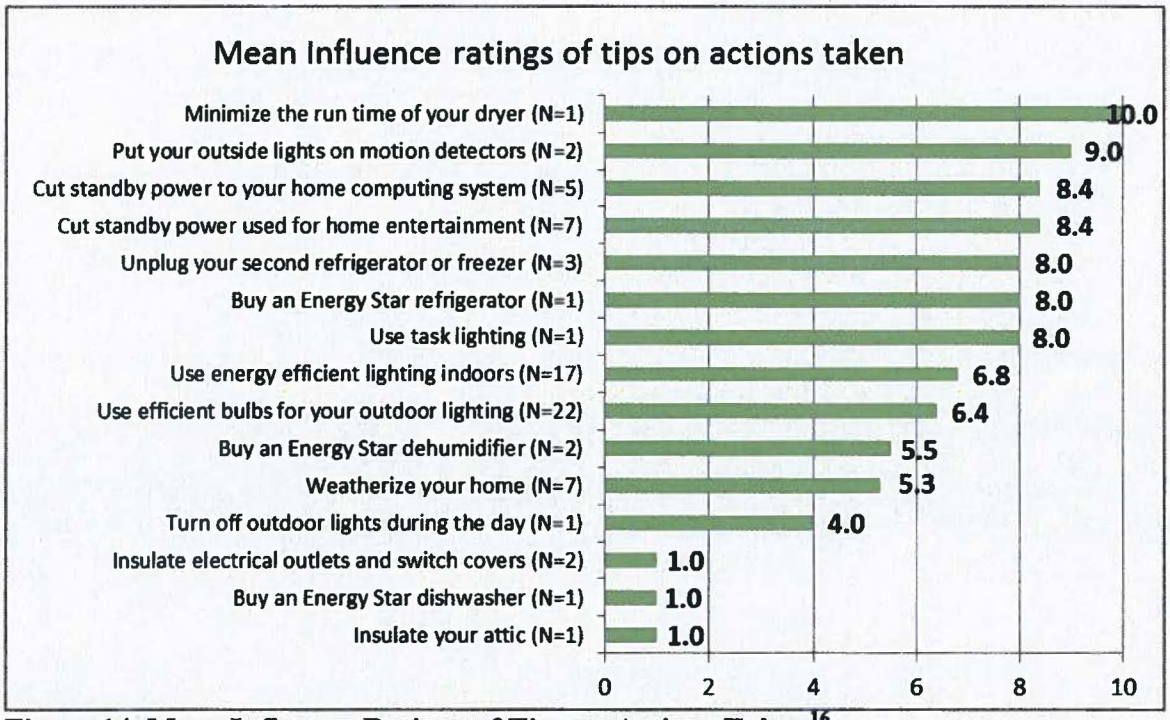

Figure 14. Mean Influence Ratings of Tips on Actions Taken[16]

[16] The table of Mean Influence Ratings of Tips on Actions Taken shows ratings for 73 actions (rather than 70) because three surveyed customers took action based on a recalled tip that matched two simultaneously received tips, and are therefore counted in the mean influence ratings for both matched tips. For further discussion, see the asterisked footnote on Table 20.

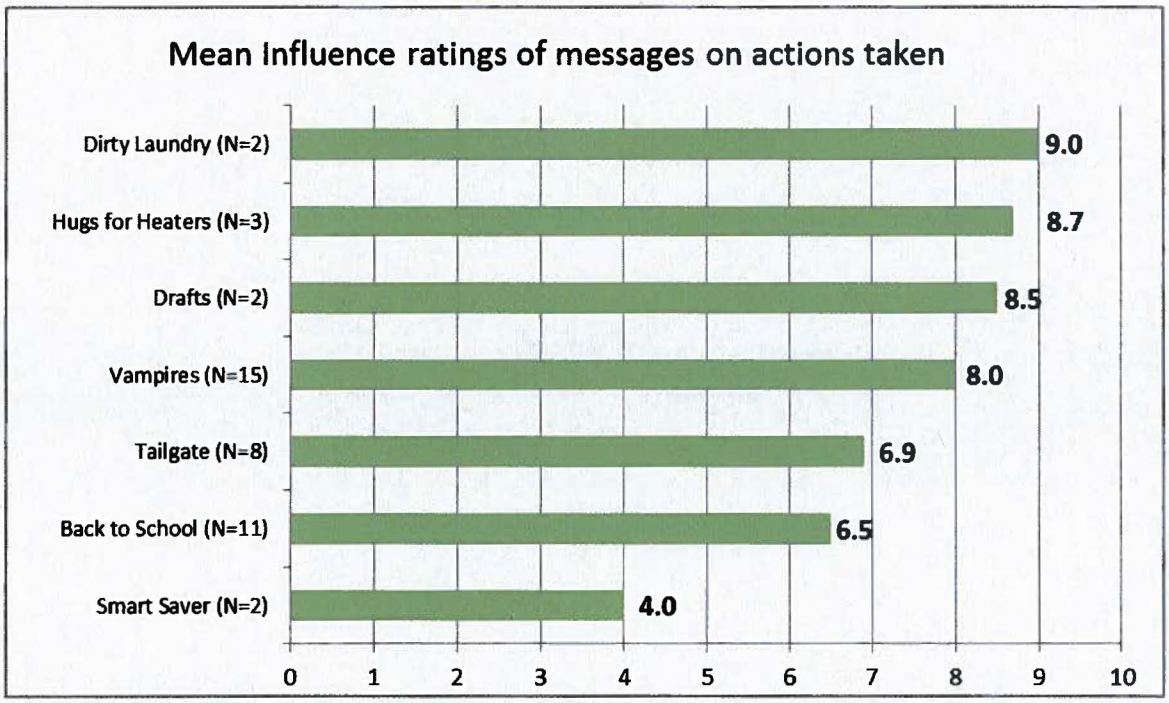

Figure 15. Mean Influence Ratings of Messages on Actions Taken

Tip and Message Relevance

Surveyed MyHER recipients were asked if they felt that the tips included on the report were relevant and applied to their household. These results are shown in Table 21. Overall, 63.1% (157 out of 249) of customers felt that the tips are relevant and apply to their households. Specific subgroups who are significantly less likely to feel the tips are relevant and applicable include those who throw away the reports (22.2% or 2 out of 9) and those who don't know what their MyHER usually shows in comparison to other households (37.5% or 6 out of 16; these groups are significantly different from the others at $p<.05$ using student's t-test). However, there was little difference between groups based on their actual, recent MyHER scores or their perceptions of their usual MyHER scores.

Table 21. Relevance and Applicability of Tips for Customers' Households

	% who feel tips are relevant and apply to household
Overall (N=249)	63.1%
Read MyHER reports or throw them away	
Read MyHER (N=240)	64.6%
Throw away MyHER (N=9)	22.2%
Efforts to decrease energy consumption compared to others	
Do more than others (N=124)	65.3%
Do about the same as others (N=98)	64.3%
Do less than others (N=11)	63.6%
Don't know how compare to others (N=16)	37.5%
Usage usually shown on MyHER chart	
MyHER shows home uses less than average (N=108)	64.8%
MyHER shows home uses about the same as the average home (N=41)	61.0%
MyHER shows home uses more than average (N=94)	62.8%
Don't know how MyHER shows comparison to average home (N=6)	50.0%
Recent MyHER Score	
Recent MyHER score: less than efficient home (N=61)	68.9%
Recent MyHER score: less than average, but more than efficient (N=86)	59.3%
Recent MyHER score: more than average home (N=95)	61.1%
Recent MyHER score: none available (N=7)	85.7%

Most survey respondents who did not respond affirmatively that the tips and messages were relevant for their households answered "don't know" (overall 29.7% or 74 out of 249), while only 7.2% (18 out of 249) of survey respondents said the tips and messages were "not relevant or applicable". Customers who said the tips on the MyHER report were not relevant were asked if there were any specific tips that stood out to them as not being applicable to their household. Five of the 18 recipients who said the tips and messages were not relevant were not able to characterize what it was that was not relevant to them. The 13 responses from customers who did give comments about tips not being applicable or relevant are categorized and listed below.

Reject tips in general (N=5)

- *I don't remember the tips but I think they were all generic and didn't specifically apply to my home. My home is brand new and was already built energy efficient.*
- *Many of the tips don't apply to our relatively new house.*
- *Many of the tips don't seem to apply to our already-efficient, 3-year-old house.*
- *They are not applicable for my home because I already live cheap, but maybe for other homes.*
- *I like light at nighttime, I like to be cool in the summertime, and I like to be warm in the wintertime.*

Already following tips before receiving report (N=5)

- *As a former home builder, I have been playing this game for a long time. I feel the tips are good for most people.*
- *They are not relevant for me because I work at Lowe's and I already know everything to do.*
- *They all were just common knowledge, things that I knew already.*
- *Use CFLs: I've been using those for years. Get Energy Star appliances: I did that when I moved into the house. Turn your water heater down: I even turn it down to vacation mode when I go out of town for a day.*
- *We had already done many of tips suggested in the reports.*

Specific tips which were not relevant or applicable (N=3)

- *Install energy efficient windows, because this was something that we had done about 4-5 years ago.*
- *The tip about getting a furnace did not seem believable, because I am already efficient and have no intention of buying a new furnace.*
- *I don't think the tip suggesting a furnace upgrade applied to my home.*

Tip and Message Savings

Customers were asked to estimate their monthly dollar savings from taking actions inspired by MyHER tips and also their monthly energy savings. None of the participants who took action were able to answer the question about energy savings in terms of kWh, and customers were only able to give dollar savings estimates for 53.1% (60 out of 113) of actions taken (including six actions which customers said saved them no money at all). These verbatim estimates are listed below by tips and messages recalled.

Estimated Monthly Savings from Tips

Use efficient bulbs for your outdoor lighting (N=10)

- *$35/month*
- *$15/month*
- *$8/month*
- *$2/month*
- *$5 to $10*
- *$7 to $8*
- *Maybe $5*
- *Maybe a dollar or two.*
- *No savings.* (N=2)

Use energy efficient lighting indoors (N=9)

- *$15/month*

- *$13/month*
- *$8/month*
- *$5/month, maybe*
- *About $20*
- *$20 maybe?*
- *$3*
- *I save on the cost of replacing standard bulbs, but I'm not sure how much that would be.*
- *No savings.*

Weatherize your home (N=4)
- *$25*
- *$10*
- *$8 to $10*
- *No savings.*

Cut the standby power used for home entertainment (N=3)
- *$30/month*
- *$5/month*
- *$5 to $7*

Cut standby power to your home computer system (N=3)
- *$5 to $7*
- *$5 maybe?*
- *No savings*

Buy an Energy Star dehumidifier (N=2)
- *$8/month*
- *$5/month*

Insulate your attic (N=1)
- *$100/month*

Unplug your second refrigerator or freezer (N=1)
- *$6/month*

Put your outdoor lights on motion detectors (N=1)
- *$20*

Minimize the run time of your dryer (N=1)
- *$10*

Buy an Energy Star refrigerator (N=1)
- *$8 to $10*

Use task lighting (N=1)

- *I don't know, maybe a buck or two.*

Turn off outdoor lights during the day (N=1)

- *No savings.*

No estimates were provided for the following recalled tips (N=0):

Enable energy management on your computer
Insulate electrical outlets and switch cover plates
Install and program a programmable thermostat
Replace your old hot water heater
Use your microwave instead of a conventional oven
Buy an Energy Star television
Buy an Energy Star dishwasher
Air dry your laundry
Save on hot water use
Replace your windows with low-E Energy Star windows

Estimated Monthly Savings from Messages

Tailgate (N=8)

- *$100/month*
- *$30 to $40 per month*
- *$25/month* (N=2)
- *$60*
- *$25*
- *$20-$25*
- *$15*

Vampires (N=7)

- *$30/month*
- *$5/month*
- *$5-$7*
- *$5*
- *$2*
- *Ten cents*
- *No savings*

Back To School (N=5)

- *$150 because I put in a new boiler recently*
- *$60 between all efficiency efforts*
- *$40*
- *$15/month*
- *I'm not sure, about ten dollars.*

Drafts (N=2)

- *$8 to $10*
- *I'm not really sure, probably about a few dollars.*

Smart Saver (N=1)

- *$70/month*

Dirty Laundry (N=1)

- *$5*

No estimates were provided for the following recalled messages (N=0):

Home Energy House Call
Drafts
Winter Magic
GoGreen
Screen Savers
Power Manager
Videos
Room to Breathe
811

Effect of Actions Taken on Comfort

Based on recalled tips and messages, customers were asked if the actions they have taken changed the comfort level in their home. These results are shown in Figure 16 for tips and Figure 17 for messages.

Actions related to insulation and weatherization are the most likely to be cited by customers as increasing the comfort in their home, including the tips "insulate electrical outlets and switch covers," "insulate your attic" and "weatherize your home," as well as the "Drafts" message. At least half of customers taking action based on each of these communications said that their comfort level increased. There were also two tips about Energy Star appliances for which only one customer apiece took action and said that their comfort increased.

The tip which was cited by the most recipients for decreasing comfort is "use efficient bulbs for outdoor lighting" (by three customers, or 14.3% of 21 customers taking action based on this tip). Four other tips were cited as making homes more uncomfortable by one respondent apiece: "cut the standby power for your home entertainment system" (14.3% of 7), "cut standby power for home computer" (20.0% of 5), "put lights on motion detectors" (50% of 2) and "minimize the runtime of your dryer" (100% of 1). Only three messages led to customers taking actions that decreased their comfort: "Tailgate" (by 28.6% or 2 out of 7 taking this action), "Back To School" (by 18.2% or 2 out of 11) and "Vampires" (by 6.7% or 1 out of 15).