

In addition to driving customers to take energy savings actions, the reports also prompt customers to take other behaviors such as visiting the MyHER website. Why get them to visit the website? What are you trying to achieve?

Is Duke Energy tracking website visits? Are you making a distinction between program participants who only receive the reports and participants who also visit the website? If so, how are you separating and attributing energy impacts? Do you have a big enough sample size to address this question?

Can you suggest any changes or improvements to this aspect of the program?

Please provide a list of tips presented to customers in [STATE NAME].

CUSTOMER RESPONSE

How many (what percentage of) recipients are reading the MyHER reports? How is the level of readership determined? How often is it measured? How has it changed over time?

Do you assess, track or measure customer reaction to the reports? If so, how? How do customers respond to the reports? What differences and similarities do you find among their responses?

Are you measuring the effectiveness of your data presentation? If so, how? What are you finding? How effective are the home energy comparisons? How do you know?

Besides website visits, are there other customer interactions you are trying to drive, like other program enrollments? If so, which programs and why? How does that work?

DATA COLLECTION AND ENERGY SAVINGS

How does Duke Energy track and attribute energy savings?

Does the program differentiate between energy savings generated via repeated conservation behaviors (turn off lights, wash in cold water, wash full loads, etc.) and one time improvements in efficiency, such as CFLs, new appliances, adding insulation, new HVAC, etc.? If not, why? If so, how? If so, does the program investigate synergies between the two?

Can and do you track savings by individual behavior or action? Which behaviors or actions does the program seek to encourage? Why those? How do you measure them?

Can and do you track attribution of actions that are high energy savings/no cost to Duke such the purchase of new appliances?

How does the program address persistence of energy saving? How long are impacts from this program projected to last?

How do you handle enrollments by new customers? In what month do you begin counting energy savings? (e.g. the month they become eligible to join, or the next month after their first report.)

How do you analyze the data you collect? Do you segment the data in any way, such as by household characteristics, timing, message, rate class, change in usage etc.? Which groups are returning the greatest savings? The least? What does Duke Energy do with the data it collects?

How are customer scores changing over time? How do you know? For instance, do you compare to previous individual household usage info or changes relative to the average and efficient home? What percentage of customers is improving? Are they trying? How do you know?

Since program launch has Duke Energy conducted any testing, such as messages, tips, promotions, coupons, timing, etc.?

The nature of the MyHER program is one of energy use comparisons. Do you track or measure the influence of other exchanges that customers may be having beyond receiving the energy reports, such as conversions occurring via social media? If so, how? What are you finding?

Can you suggest any changes or improvements to this aspect of the program?

CLOSING SUGGESTIONS AND COMMENTS

If you could change anything else about the program, what would you change and why?

Are there any other issues or topics you think we should know about and discuss for this evaluation?

Is there anyone else that I should speak with to better complete this evaluation?

Appendix B: Vendor Interview Instrument

Name: _____

Title: _____

We are conducting this interview to obtain your opinions about and experiences with the [STATE NAME] My Home Energy Report program. We'll talk about the program and its objectives, your thoughts on improving the program, and the technologies the program covers. The purpose of this study is to capture the program's current operations as well as help identify areas where the program might be improved. Your responses will feed into a report that will be shared with Duke Energy and the state regulatory agency. I want to assure you that the information you share with me will be kept confidential; we will not identify you by name. However, you may provide some information or opinions that could be attributed to you by virtue of your position and role in this program. If there is sensitive information you wish to share, please warn me and we can discuss how best to include that information in the report. Do you have any questions for me before we begin?

OVERVIEW

In your own words, please describe the [STATE NAME] My Home Energy Report Program.

Please describe your organization's role and scope of responsibility in the implementation of this program.

How does the way your company implements this program for Duke Energy differ from other implementations your company provides for other utilities?

What is it that you are personally responsible for as it relates to this program? When did you take on this role? If a recent change in management, do you feel that Duke Energy gave you enough time to adequately prepare to manage this program? Did you get all the support that you needed to manage this program?

Please review with us how the [STATE NAME] MyHER program operates relative to your duties, that is, please walk us through the processes and procedures and key events that allow you do currently fulfill your duties.

Have any recent changes been made to your duties? If so, please tell us what changes were made, when, and why they were made. What are the results of the change?

Is there any other person or group within Duke Energy that you work with on the functioning of this program? Who is that and what role do they serve?

PROGRAM GOALS AND OBJECTIVES

In your own words, please describe the [STATE NAME] MyHER program's current objectives. That is, what is the program trying to accomplish (e.g. generate energy savings via behavior change, installation of efficiency devices, enrollment in other programs, non-energy benefits)? In your opinion, which objectives do you think are being met or will be met? Have the objectives changed over time. If yes, how do you think they have changed?

Are there any program objectives that are not being addressed or that you think should have more attention focused on them? If yes, which ones? How should these objectives be addressed? What should be changed? How will these changes improve the program? Would it improve customer satisfaction, lower program costs or delivery a better product to customers?

Should the program objectives be changed in any way because of market conditions, other external or internal program influences, or any other conditions that have developed since the program objectives were devised? What changes would you put into place, and how would it affect the objectives?

What are the program's goals? That is, what targets is the overall program set to achieve?

How is program progress against these goals measured? Do you know the current performance against these goals? Which goals are being met or will be met?

What specific metrics is your company tasked with achieving? How is your company's performance relative to your goals?

Describe your quality control and tracking process.

OTHER VENDOR AND DUKE ENERGY ASSESSMENT

(If not captured earlier) Please explain how the interactions between Duke Energy, your company and another other vendors work. Who within Duke Energy and which others vendors do you work with to implement this program? Please describe their roles, relative to you company's, in the implementation of the program.

How effective are they in their assigned role? What works well? What could be improved?
(Repeat for each group.)

Do you think these interactions should be changed in any way? If so, how and why?

How often and in what form do you communicate with Duke Energy and other vendors? How would you characterize your working relationships?

Are key industry experts, trade professional or peer used to identify program enhancements, cost reduction opportunities or process improvements? If so, how does this work?

Are key industry experts and trade professionals used in other advisory roles such as market or marketing experts or industry professionals? If so how does this work and what kind of support is obtained?

OVERALL STRENGTHS, NEEDS, AND SUGGESTIONS

Overall, what about the [STATE NAME] MyHER program works well and why?

What doesn't work well and why? Do you think this discourages customer acceptance or the quality of the offer to the customer?

Do you have suggestions for improvements to the program that would increase offer quality, customer interest or lower costs?

Do you have suggestions for the making the program operate more smoothly or effectively?

Do you have suggestions for improving or increasing energy impacts?

OPERATIONAL, MARKET, & TECHNICAL BARRIERS AND SUGGESTIONS

What information, research or assessments are you using to identify barriers to implementation and develop more effective ways to deliver this program?

Can you identify any market, operational or technical barriers that impede a more efficient program operation?

Anything on the horizon that you think will impact the energy savings generated by this program?

In what ways can program operations or operational efficiencies be improved?

INCREASING READERSHIP AND CUSTOMER ACTIONS (SUGGESTIONS)

In what ways can the program increase the number of customers who read the reports and take energy saving actions?

In what ways can the program encourage customers to follow the recommended energy saving actions?

CLOSING SUGGESTIONS AND COMMENTS

If you could change anything else about the program, what would you change and why?

Are there any other issues or topics you think we should know about and discuss for this evaluation?

Is there anyone else that I should speak with to better complete this evaluation?

Appendix C: MyHER Customer Survey Instrument

Info

Surveyor Name: _____

Survey ID: _____

Month & Year customer started getting MyHER reports (from calling sheet)

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. EST or 9-7 CST Monday through Saturday. No calls on Sunday. (Target: 250 per state)

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

Introduction

for answering machine 1st through penultimate attempts:

Hello, my name is _____ . I am calling to conduct a customer survey, 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 to conduct a customer survey, on behalf of Duke Energy. 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 My Home Energy Report. Our records indicate that you have been receiving the Home Energy Report in the mail from Duke Energy. We are not selling anything. Your answers will be confidential, and if you qualify for the survey we will send you \$20 for your time today. The survey will take about 30 minutes. May we begin the survey?

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

1. Do you remember receiving the Home Energy Reports in the mail from Duke Energy since (Month and Year of first report) ?

Yes

No

DK/NS

If No or DK/NS, ask:

1a. This program provided information on how much electricity you used in the previous month and in the previous 12 months compared to your neighbors and provided tips on how you could lower your electricity use and costs in becoming more energy efficient.

Do you remember receiving these reports now?

- Yes
- No
- DK/NS

If No or DK/NS terminate interview and go to next participant.

2. What do you do with the Home Energy Report when you receive it?

(Mark all that apply)

- I read it.
- Someone else in the house reads it
- Throw it away/ignore it
- Other

If customer does not read it, but someone else in the house reads it, ask:

Can I talk to that person?

If another person does take the call, go back to Introduction on Page 1.

or

Schedule callback if necessary, and do survey from beginning at that time.

or

Continue with person you are talking to if that is what they wish.

If answer to q2 is 'I read it', ask:

2a. Why do you read the Home Energy Report?

(Mark all that apply)

- It is from Duke Energy
- I am interested in learning how my household is using energy
- I am interested in learning more about how to save energy
- I am interested in learning more about climate change or environmental reasons
- Avoid increases in power costs or lower rates
- Other
- DK/NS

If answer to q2 is "Throw it away/ignore it", ask:

2b. Why do you throw it away or ignore it?

(Mark all that apply)

- I'm too busy/don't have time
- It's too confusing

- I don't believe it's accurate for my household
- I've done all the tips it suggests
- I'm already doing the best that I can
- I do not care about energy savings or use
- I don't use very much energy
- Too low a priority for me
- Other
- DK/NS

If answer to q2 is "Throw it away/ignore it", ask:

2c. Did you always ignore the report, or did you read some but have since stopped?

- Never read them
- I read some *ask: About how many did you read?* : _____
- DK/NS

3. When you consider the efforts that you and your household are currently making to decrease energy consumption at your home, do you feel that on average your efforts are less than what others typically do, about the same as what others typically do, or more than what others typically do?

- Less than others
- About the same
- More than others
- DK/NS

3a. Now think back to the time before you began receiving the Home Energy Report. At that time, would you say your efforts to decrease energy consumption were less than what others were typically doing, about the same, or more than what others were typically doing?

- Less than others
- About the same
- More than others
- DK/NS

3b. Of the following four statements, which best characterizes the degree of difference between your earlier actions and your more recent efforts?

- We used to do less, but now we are doing more.
- We used to do more, but now we are doing less.
- I think we were already doing more than others, but we're doing even more now.
- About the same
- DK/NS

4. In your own words, please tell me what it means to be energy efficient.

5. When you think about what you and your household does or can do to decrease energy consumption, what things come to mind?

after each answer, ask: ? Anything else?

(repeat until exhausted)

- a.: _____
- b.: _____
- c.: _____
- d.: _____
- e.: _____

If more than five answers to q5, put spillover here:

6. Using a 1 to 10 scale with 1 meaning "very uninterested" and 10 meaning "very interested", what is your level of interest in saving energy in your home?

- 1
- ...
- DK/NS

7. Using the same 1 to 10 scale with 1 meaning "very uninterested" and 10 meaning "very interested", what is your level of interest in reading your next report?

- 1
- ...
- 10
- DK/NS

8. Would you like to receive these reports more frequently, less frequently, or at the same frequency they are now being sent to you?

If they ask, tell them that Reports are sent about 8 times a year.

- More frequently
- Less frequently
- Same frequency
- Don't want to get any
- DK/NS

If q8 is 'more' or 'less', ask:

8a: How often would you prefer to get the reports?

- Daily
- Weekly
- Monthly
- Every other month
- Few times a year/quarterly
- Annually
- Other
- DK/NS

8b. Would you prefer to get the reports electronically through email?

- Yes
- No
- DK/NS

If they never read the reports, Skip to question 21.

9. You received multiple tips on how to save energy on the Home Energy Reports. Do you recall what any of the tips were?

- Yes
- No
- DK/NS

If No or DK/NS, skip to question 13

If yes to q9, ask:

10. What tip do you remember? {Tip1}

10z. Did the customer get this tip in a report?

- Yes
- No
- DK/NS

If remembered a tip in q10, ask:

11. Do you remember any other tip? {Tip2}

11z. Did the customer get this tip in a report?

- Yes
- No
- DK/NS

If remembered a tip in q11, ask:

12. Do you remember any other tip? {Tip3}

12z. Did the customer get this tip in a report?

- Yes
- No
- DK/NS

Ask questions 10a to 10m for the tip indicated in response to question 10.

Tip 1:

10a. Using a 1 to 10 scale with 1 meaning your reaction to the tip {Tip1} was very unfavorable and 10 meaning your reaction was very favorable, please tell me about your reaction to this tip.

- 1
- ...
- 10
- DK/NS

10b. Did you feel that this tip was believable, that is, that it really could help you reduce your energy consumption?

- Yes
- No *ask: 10c. What about it was not believable?:* _____
- DK/NS

10d. Did you do anything to your home/behavior in response to this tip?

- Yes
- No
- DK/NS

If no to q10d, ask:

10e. Do you plan to do anything in response to this tip?

- Yes *ask: 10f. When?* _____
- No
- DK/NS

If yes to q10d, ask:

10g. What did you do?

10h. Are you satisfied with the results of following the tip?

- Yes
- No
- DK/NS
- Other _____

10i. Please answer the following question as best you can: How much money do you think you saved each month as a result of the changes?

- None
- amount _____
- DK/NS

10j. Do you happen to know the actual amount of energy that was saved?

- Yes: _____
- No
- DK/NS
- Other _____

10k. Do you think the changes you made resulted in increased or decreased comfort in your home, or did it stay the same?

- Increased comfort

- Decreased comfort
- Stayed the same
- DK/NS

10m. 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, and 10 meaning that the report was very influential and that you would not have taken this action without reading the tip on the Report.

- 1
- ...
- 10
- DK/NS
- Didn't Take the Action

Ask questions 11a to 11m for the tip indicated in response to question 11.

Tip 2:

11a. Using a 1 to 10 scale with 1 meaning your reaction to the tip {Tip2} was very unfavorable and 10 meaning your reaction was very favorable, please tell me about your reaction to this tip.

- 1
- ...
- 10
- DK/NS

11b. Did you feel that this tip was believable, that is, that it really could help you reduce your energy consumption?

- Yes
- No ask: 11c. What about it was not believable?: _____
- DK/NS

11d. Did you do anything to your home/behavior in response to this tip?

- Yes
- No
- DK/NS

If no to q11d, ask:

11e. Do you plan to do anything in response to this tip?

- Yes ask: 11f. When? : _____
- No
- DK/NS

If yes to q11d, ask:

11g. What did you do?

11h. Are you satisfied with the results of following the tip?

- Yes
- No
- DK/NS
- Other _____

11i. Please answer the following question as best you can: How much money do you think you saved each month as a result of the changes?

- None
- amount: _____
- DK/NS

11j. Do you happen to know the actual amount of energy that was saved?

- Yes: _____
- No
- DK/NS
- Other _____

11k. Do you think the changes you made resulted in increased or decreased comfort in your home, or did it stay the same?

- Increased comfort
- Decreased comfort
- Stayed the same
- DK/NS

11m. 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, and 10 meaning that the report was very influential and that you would not have taken this action without reading the tip on the Report.

- 1
- ...
- 10
- DK/NS
- Didn't Take the Action

Ask questions 12a to 12m for the tip indicated in response to question 12.

Tip 3:

12a. Using a 1 to 10 scale with 1 meaning your reaction to the tip {Tip3} was very unfavorable and 10 meaning your reaction was very favorable, please tell me about your reaction to this tip.

- 1
- ...
- 10
- DK/NS

12b. Did you feel that this tip was believable, that is, that it really could help you reduce your energy consumption?

- Yes
- No *ask: 12c. What about it was not believable?* _____
- DK/NS

12d. Did you do anything to your home/behavior in response to this tip?

- Yes
- No
- DK/NS

If no to q12d, ask:

12e. Do you plan to do anything in response to this tip?

- Yes *ask: 12f. When?* _____
- No
- DK/NS

If yes to q12d, ask:

12g. What did you do?

12h. Are you satisfied with the results of following the tip?

- Yes
- No
- DK/NS
- Other _____

12i. Please answer the following question as best you can How much money do you think you saved each month as a result of the changes?

- None
- amount _____
- DK/NS

12j. Do you happen to know the actual amount of energy that was saved?

- Yes _____
- No
- DK/NS
- Other _____

12k. Do you think the changes you made resulted in increased or decreased comfort in your home, or did it stay the same?

- Increased comfort
- Decreased comfort
- Stayed the same
- DK/NS

12m. 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, and 10 meaning that the report was very influential and that you would not have taken this action without reading the tip on the Report.

- 1
- ...
- 10
- DK/NS
- Didn't Take the Action

13. Did you feel that the tips included on the report were relevant and applied to you and your household?

- Yes
- No
- DK/NS

If no to q13, ask:

13a. Do any specific tips stand out to you as not applying to you or your house? Why? after each answer, ask: Any others? Why?

- 1: _____
- 2: _____
- 3: _____

14a. The report presented a comparison of your home energy usage to that of similar homes. As part of the comparison, the report provides detailed information regarding which homes yours is being compared to, including the number of homes, the age and size of the homes, and the type of heating they use. Using a 1 to 10 scale with 1 meaning this comparison was not at all reasonable or appropriate and 10 meaning it was very reasonable or appropriate, how did you find this comparison?

- 1
- ...
- 10
- DK/NS

14b. Using a 1 to 10 scale with 1 meaning this comparison was not at all useful and 10 meaning it was very useful, how useful did you find this comparison?

- 1
- ...
- 10
- DK/NS

The Home Energy Report compares the energy used by your home to similar homes in terms of dollars spent per month. Next I am going to give you some alternate points of comparison the report might use instead. For each, please rate how useful this comparison would be to you on a 1 to 10 scale, where 10 means "extremely useful" and 1 means "not useful at all." (READ LIST, RECORD ONE RATING FOR EACH)

15. How useful would you find a comparison between your home and similar homes that measures energy use in terms of . . .

	1	2	3	4	5	6	7	8	9	10	DK/NS
15a. kilowatt hours per month											
15b. pounds of pollution produced per month											
15c. dollars spent per month											

15d. Can you think of any other comparisons that could be made between your home and similar homes that would be more useful to you than the ones I have just mentioned?

Record: _____

16. How does your home's energy use compare, does your report show that you usually use more than the average home, less than the average home or about the same as average?

- More than average
- About the same
- Less than average
- DK/NS

17. Do you use the charts to track your home's energy usage?

- Yes
- No
- DK/NS

18. Are you trying to improve how your home efficiency compares to your neighbors?

- Yes
- No
- DK/NS

19. Are the characteristics such as your home size and age correct on your report?

- Yes
- No ask: 19a. What is incorrect? _____
- DK/NS

20. Did you move into a new home since (The Month & Year the customer began getting reports.)?

- Yes ask: 20a. When did you move? _____
- No

21. Since *(Month and Year of first report)*, have you done anything else to save electricity in your home that was not included as a tip contained in the Home Energy Reports?

- Yes
- No
- DK/NS

If yes to q21, ask:

21a. What have you done?

after each answer, ask: Anything else?

Get details on what was done and when. Leave blank if they reply "Nothing else".

- 1: _____
- 2: _____
- 3: _____

The following questions ask you to tell us if you did anything in a particular category. We may ask you to duplicate some information you already gave us, but please do tell us again because we want to get more details in each category.

Home Appliances

Repeat the series "did you take any steps..." If Yes "how much influence the MyHER report was..." up to three times

22. Since receiving your first Home Energy Report did you take any steps to reduce the amount of energy used by your home appliances, such as removing a second refrigerator or upgrading old appliances?

- Yes *ask: What have you done?* _____
- No
- DK/NS

22a. Please tell us how much influence the MyHER report was on your decision to take this step, was it...

(read answers aloud, select only one)

- the main reason,
- one reason among several, but not the main reason, or
- it did not have an influence
- DK/NS

22b. Did you do anything else to reduce the amount of energy used by your home appliances?

(since receiving the 1st report.)

- Yes *ask: What have you done?* _____
- No
- DK/NS

22c. Please tell us how much influence the MyHER report was on your decision to take this step, was it...

- the main reason,
- one reason among several, but not the main reason, or
- It did not have an influence
- DK/NS

22d. Did you do anything else to reduce the amount of energy used by your home appliances?

(since receiving the 1st report.)

- Yes ask: **What have you done?** _____
- No
- DK/NS

If yes,

22e. Please tell us how much influence the MyHER report was on your decision to take this step, was it...

- the main reason,
- one reason among several, but not the main reason, or
- It did not have an influence
- DK/NS

22f. Did you do anything that might have increased the energy usage by your appliances? An example of increasing your home appliance energy use would be to add another appliance, such as a new freezer.

- Yes
- No
- DK/NS

If yes to q22f, ask:

22g. **What have you done?**

after each answer, ask: Anything else?

Get details on what was done and when.

- 1: _____
- 2: _____
- 3: _____

Home Cooling

Repeat the series "did you take any steps..." If Yes "how much influence the MyHER report was..." up to three times

23. Since receiving your first Home Energy Report did you take any steps to reduce the amount of energy used to cool your home?

- Yes ask: **What have you done?** _____
- No
- DK/NS

23a. Please tell us how much influence the MyHER report was on your decision to take this step, was it...

(read answers aloud, select only one)

- the main reason,
- one reason among several, but not the main reason, or
- It did not have an influence
- DK/NS

23b. Did you do anything else to reduce the amount of energy used to cool your home?

(since receiving the 1st report.)

- Yes ask: What have you done? _____
- No
- DK/NS

23c. Please tell us how much influence the MyHER report was on your decision to take this step, was it...

- the main reason,
- one reason among several, but not the main reason, or
- It did not have an influence
- DK/NS

23d. Did you do anything else to reduce the amount of energy used to cool your home?

(since receiving the 1st report.)

- Yes ask: What have you done? _____
- No
- DK/NS

If yes,

23e. Please tell us how much influence the MyHER report was on your decision to take this step, was it...

- the main reason,
- one reason among several, but not the main reason, or
- It did not have an influence
- DK/NS

23f. Did you do anything that might have increased the energy used to cool your home? An example of something that might increase your energy use is to purchase a larger AC unit, as opposed to a new one of similar size.

- Yes
- No
- DK/NS

If yes to q23f, ask:

23g. What have you done?

after each answer, ask: Anything else?

Get details on what was done and when.

- 1: _____
- 2: _____
- 3: _____

Home Heating

Repeat the series "did you take any steps..." If Yes "how much influence the MyHER report was..." up to three times

24. Since receiving your first Home Energy Report did you take any steps to reduce the amount of energy used to heat your house?

- Yes ask: What have you done? _____
- No
- DK/NS

24a. Please tell us how much influence the MyHER report was on your decision to take this step, was it...

(read answers aloud, select only one)

- the main reason,
- one reason among several, but not the main reason, or
- It did not have an influence
- DK/NS

24b. Did you do anything else to reduce the amount of energy used to heat your house?

(since receiving the 1st report.)

- Yes ask: What have you done? _____
- No
- DK/NS

24c. Please tell us how much influence the MyHER report was on your decision to take this step, was it...

- the main reason,
- one reason among several, but not the main reason, or
- It did not have an influence
- DK/NS

24d. Did you do anything else to reduce the amount of energy used to heat your house?

- Yes ask: What have you done? _____
- No
- DK/NS

If yes,

24e. Please tell us how much influence the MyHER report was on your decision to take this step, was it...

- the main reason,
- one reason among several, but not the main reason, or

- It did not have an influence
- DK/NS

24f. Did you do anything that might have increased the amount of energy you use to heat your home? An example of a change that would increase the energy used is if you purchased a larger heat pump.

- Yes
- No
- DK/NS

If yes to q24f, ask:

24g. What have you done?

after each answer, ask: Anything else?

Get details on what was done and when.

- 1: _____
- 2: _____
- 3: _____

Home Lighting

Repeat the series "did you take any steps..." If Yes "how much influence the MyHER report was..." up to three times

25. Since receiving your first Home Energy Report did you take any steps to reduce the amount of energy used to light your home?

- Yes ask: What have you done? _____
- No
- DK/NS

25a. Please tell us how much influence the MyHER report was on your decision to take this step, was it...

(read answers aloud, select only one)

- the main reason,
- one reason among several, but not the main reason, or
- It did not have an influence
- DK/NS

25b. Did you do anything else to reduce the amount of energy used to light your home?

(since receiving the 1st report.)

- Yes What have you done? _____
- No
- DK/NS

25c. Please tell us how much influence the MyHER report was on your decision to take this step, was it...

- the main reason,
- one reason among several, but not the main reason, or

- It did not have an influence
- DK/NS

25d. Did you do anything else to reduce the amount of energy used to light your home?
(since receiving the 1st report.)

- Yes ask: What have you done? _____
- No
- DK/NS

If yes,

25e. Please tell us how much influence the MyHER report was on your decision to take this step, was it...

- the main reason,
- one reason among several, but not the main reason, or
- It did not have an influence
- DK/NS

25f. Did you do anything that may have increased the amount of energy used to light your home? An example of increasing the energy used to light your home would be adding new inside light fixtures or outdoor flood lights.

- Yes
- No
- DK/NS

If yes to q25f, ask:

25g. What have you done?

after each answer, ask: Anything else?

Get details on what was done and when.

- 1: _____
- 2: _____
- 3: _____

Home Computers or Electronics

Repeat the series "did you take any steps..." If Yes "how much influence the MyHER report was..." up to three times

26. Since receiving your first Home Energy Report did you take any steps to reduce the amount of energy used by home computers or electronics?

- Yes ask: What have you done? _____
- No
- DK/NS

26a. Please tell us how much influence the MyHER report was on your decision to take this step, was it...

(read answers aloud, select only one)

- the main reason,

- one reason among several, but not the main reason, or
- It did not have an influence
- DK/NS

26b. Did you do anything else to reduce the amount of energy used by home computers or electronics?

(since receiving the 1st report)

- Yes ask: What have you done? _____
- No
- DK/NS

26c. Please tell us how much influence the MyHER report was on your decision to take this step, was it...

- the main reason,
- one reason among several, but not the main reason, or
- It did not have an influence
- DK/NS

26d. Did you do anything else to reduce the amount of energy used by home computers or electronics?

(since receiving the 1st report)

- Yes ask: What have you done? _____
- No
- DK/NS

If yes,

26e. Please tell us how much influence the MyHER report was on your decision to take this step, was it...

- the main reason,
- one reason among several, but not the main reason, or
- It did not have an influence
- DK/NS

26f. Did you do anything that may have increased the amount of energy used to power your home computer or electronics? An example would be if you purchased another TV or computer.

- Yes
- No
- DK/NS

If yes to q26f, ask:

26g. What have you done?

after each answer, ask: Anything else?

Get details on what was done and when.

- 1: _____
- 2: _____

3: _____

Water Heater

Repeat the series "did you take any steps..." If Yes "how much influence the MyHER report was..." up to three times

27. Since receiving your first Home Energy Report did you take any steps to reduce the amount of energy used to heat the hot water in your home?

- Yes ask: What have you done? _____
- No
- DK/NS

27a. Please tell us how much influence the MyHER report was on your decision to take this step, was it...

(read answers aloud, select only one)

- the main reason,
- one reason among several, but not the main reason, or
- It did not have an influence
- DK/NS

27b. Did you do anything else to reduce the amount of energy used to heat the hot water in your home?

(since receiving the 1st report.)

- Yes ask: What have you done? _____
- No
- DK/NS

27c. Please tell us how much influence the MyHER report was on your decision to take this step, was it...

- the main reason,
- one reason among several, but not the main reason, or
- It did not have an influence
- DK/NS

27d. Did you do anything else to reduce the amount of energy used to heat the hot water in your home?

(since receiving the 1st report.)

- Yes ask: What have you done? _____
- No
- DK/NS

If yes,

27e. Please tell us how much influence the MyHER report was on your decision to take this step, was it...

- the main reason,
- one reason among several, but not the main reason, or

- It did not have an influence
- DK/NS

27f. Did you do anything that would have increased the amount of energy used to heat the hot water in your home? An example of something that would increase the amount of energy is to turn up your hot water tank's temperature.

- Yes
- No
- DK/NS

If yes to q27f, ask:

27g. What have you done?

after each answer, ask: Anything else?

Get details on what was done and when.

- 1: _____
- 2: _____
- 3: _____

Pool

28. Do you have a pool?

- Yes
- No
- DK/NS

If yes, ask:

28a. Did you make any changes to your pool's heating or filtering systems to make it more efficient?

- Yes
- No
- DK/NS

If yes to q28a, ask:

28b. What have you done?

after each answer, ask: Anything else?

Get details on what was done and when.

- 1: _____
- 2: _____
- 3: _____

If they never read the reports, Skip to q40

Now I am going to ask you some general agreement statements. On a scale from 1-10, with 1 indicating that you strongly disagree, and 10 indicating that you strongly agree, please rate the following statements.

29. The reports are easy to understand.

- 1
- ...
- 10
- DK/NS

If 7 or less, ask:

29a. How could this be improved?

30. The energy saving tips in the report provided new ideas that I was not previously considering.

- 1
- ...
- 10
- DK/NS

If 7 or less, ask:

30a. How could this be improved?

31. I find the reports useful.

- 1
- ...
- 10
- DK/NS

If 7 or less, ask:

31a. How could this be improved?

32. I enjoy receiving and reading the reports.

- 1
- ...
- 10
- DK/NS

If 7 or less, ask:

32a. How could this be improved?

33. I find the graphics helpful in understanding how my energy usage compares to others like me.

- 1
- ...
- 10

DK/NS

If 7 or less, ask:

33a. How could this be improved?

34. I find the graphics helpful in understanding how my energy usage changes over the seasons.

1

...

10

DK/NS

If 7 or less, ask:

34a. How could this be improved?

35. Overall I am satisfied with the reports.

1

...

10

DK/NS

If 7 or less, ask:

35a. How could this be improved?

36. Is there anything that you would like to see changed about the report?

37. On a scale from 1-10, with 1 indicating that you were very dissatisfied, and 10 indicating that you were very satisfied, please indicate your overall satisfaction with Duke Energy.

1

...

10

DK/NS

If 7 or less, ask:

37a. How could this be improved?

38. Have you shared or discussed this report with others?

Yes

No

DK/NS

If Yes to q38, ask:

38a. Who did you share it with?

(Mark all that apply)

- Family
- Friends
- Neighbors
- Co-workers
- Other
- DK/NS

39. [This question not asked in Kentucky]

40. There is a phone number and email address for Customer Support on the reports, have you called or emailed Customer Support for any reason?

- Yes, emailed
- Yes, called
- No
- DK/NS

If yes,

40a. Why did you call/email?

If yes,

40b. Were you satisfied with the response you received? Why or why not?

41. Do you use Facebook, Twitter and/or other social media?

- Yes
- No
- DK/NS

If yes to q41, ask:

41a. Have you ever interacted with Duke Energy thru social media? And if so, what did you use?

(Mark all that apply)

- Yes, Facebook
- Yes, Twitter
- Yes, Other
- No
- DK/NS

If yes to q41, ask: