

41b. Have you ever used social media to communicate with other people about Duke Energy, energy efficiency, energy prices, or other energy related topics?

- Yes
- No
- DK/NS

If yes to 41b, ask:

41c. What did you communicate about? _____

42. Have you or someone in your household visited the Duke Energy web site in the past year?

- Yes
- No
- DK/NS

If Yes to 42, ask:

42a. What did you do while you were accessing the website?

(Do not read answers. Mark all that apply)

- Pay my bill
- Review or change account information
- Search for ways to save on my bill (energy savings tips, etc.)
- Search for information on energy efficiency (rebates, incentives, programs, etc.)
- Find out about Duke Energy activities (e.g. plant building, community actions etc.)
- Other
- DK/NS

As a follow up to the report, Duke Energy is interested in providing further services that might be of interest to customers. I am going to read a list of possible services that Duke Energy may consider offering. On a scale from 1-10, with 1 indicating that you would be very uninterested, and 10 indicating that you would be very interested, please rate your interest in the following services.

43. Help in finding weatherization contractors to make your home more efficient

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

44. Help in finding energy efficient equipment and appliances

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

45. Rebates for energy efficient home improvements

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

46. Inspection services of work performed by contractors

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

47. Financing for energy efficient home improvements

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

48. Home energy audits or inspections of your home with specific recommendations for improvements

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

49. Social Networking sites such as Facebook and Twitter to read about or discuss energy efficient solutions with energy experts

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

50. Are you now or have you ever been a participant in any of the following Duke Energy programs

(Mark all that apply)

(Enter DK if they do not recall when they participated)

If they ask "What is that program?" you may use the explanation given in q51.

- Power Manager**
ask: What month and year did you participate in this program? _____
- Residential Smart Saver HVAC**
ask: What month and year did you participate in this program? _____
- Home Energy House Call**
ask: What month and year did you participate in this program? _____
- Personalized Energy Report**
ask: What month and year did you participate in this program? _____
- Appliance Recycling**
ask: What month and year did you participate in this program? _____

- CFLs shipped to your home (IVR/WEB – NOT HEHC or PER -callers, please verify)
ask: What month and year did you participate in this program? _____
 None of the above

For all programs not checked in q50, ask the following questions:

51. On a scale from 1-10, with 1 indicating not at all interested and 10 indicating very interested, please rate your interest in Duke Energy providing the following programs:

(Power Manager)

51a. A program that provides bill credits in exchange for allowing Duke Energy to temporarily turn your air conditioning unit off and on during periods of high use on hot days

- 1
...
 10
 DK/NS

(Residential Smart Saver HVAC)

51b. A program that provides rebates for energy efficient improvements to your house such as energy efficient heating and cooling units.

- 1
...
 10
 DK/NS

(Home Energy House Call)

51c. A program in which an assessor comes to your house, suggests energy efficiency improvements, and Duke Energy provides certain low-cost improvement materials for free.

- 1
...
 10
 DK/NS

(Personalized Energy Report)

51d. A program that provides personalized energy analysis and ways to save energy and money by filling out a short survey with questions about your home.

- 1
...
 10
 DK/NS

(Appliance Recycling)

51e. A program that provides a rebate to pick up and properly recycle an inefficient refrigerator or freezer from your home

- 1
...

- 10
- DK/NS

(Free CFLs - IVR/WEB)

51f. A program that provides free CFLs mailed directly to your home

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

52. What other services could Duke Energy provide to help improve home energy efficiency? _____

I would now like you ask you a few demographic questions before we get off the phone.

e1. Do you own an electric vehicle?

- Yes ask: How many? _____
- No
- Refused

e2. Do you have a solar water heating system?

- Yes ask: What size? _____
- No
- Refused

e3. Do you have a solar photovoltaic system? (Solar panels)

- Yes ask: What size? _____
- No
- Refused

d1. In what type of building do you live?

- Single-family home, detached construction
- Single family home, factory manufactured/modular
- Single family, mobile home
- Row House
- Two or Three family attached residence-traditional structure
- Apartment (4 + families)---traditional structure
- Condominium---traditional structure
- Other _____
- Refused
- DK/NS

d2. What year was your residence built?

- 1959 and before
- 1960-1979

- 1980-1989
- 1990-1997
- 1998-2000
- 2001-2007
- 2008-present
- DK/NS

d3. How many rooms are in your home (excluding bathrooms, but including finished basements)?

- 1-3
- 4
- ...
- 9
- 10 or more
- DK/NS

d4. Which of the following best describes your home's heating system?

(Mark all that apply)

- None
- Central forced air furnace
- Electric Baseboard
- Heat Pump
- Geothermal Heat Pump
- Other

d5. How old is your heating system?

- 0-4 years
- 5-9 years
- 10-14 years
- 15-19 years
- 19 years or older
- DK/NS
- Do not have
- Other _____

d6. What is the primary fuel used in your heating system?

- Electricity
- Natural Gas
- Oil
- Propane
- Other _____

d7. What is the secondary fuel used in your primary heating system, if applicable?

- Electricity
- Natural Gas
- Oil

- Propane
- Other _____
- None

d8. Do you use one or more of the following to cool your home?

(Mark all that apply)

- None, do not cool the home
- Heat pump for cooling
- Central air conditioning
- Through the wall or window air conditioning unit
- Geothermal Heat pump
- Other _____

d9. How many window-unit or "through the wall" air conditioner(s) do you use?

- None
- 1
- ...
- 7
- 8 or more

d10. What is the fuel used in your cooling system?

- Electricity
- Natural Gas
- Oil
- Propane
- Other
- None

d11. How old is your cooling system?

- 0-4 years
- 5-9 years
- 10-14 years
- 15-19 years
- 19 years or older
- DK/NS
- Do not have

d12. What is the fuel used by your water heater?

(Mark all that apply)

- Electricity
- Natural Gas
- Oil
- Propane
- Other
- No water heater

d13. How old is your water heater?

- 0-4 years
- 5-9 years
- 10-14 years
- 15-19 years
- More than 19 years
- DK/NS

d14. What type of fuel do you use for indoor cooking on the stovetop or range?

(Mark all that apply)

- Electricity
- Natural Gas
- Oil
- Propane
- Other
- No stovetop or range

d15. What type of fuel do you use for indoor cooking in the oven?

(Mark all that apply)

- Electricity
- Natural Gas
- Oil
- Propane
- Other
- No oven

d16. What type of fuel do you use for clothes drying?

(Mark all that apply)

- Electricity
- Natural Gas
- Oil
- Propane
- Other
- No clothes dryer

d17. About how many square feet of living space are in your home?

(Do not include garages or other unheated areas)

Note: A 10-foot by 12 foot room is 120 square feet

- Less than 500
- 500 to 999
- 1000 to 1499
- 1500 to 1999
- 2000 to 2499
- 2500 to 2999
- 3000 to 3499
- 3500 to 3999

- 4000 or more
- DK/NS

d18. Do you own or rent your home?

- Own
- Rent

d19. How many levels are in your home (not including your basement)?

- One
- Two
- Three

d20. Does your home have a heated or unheated basement?

- Heated
- Unheated
- No basement

d21. Does your home have an attic?

- Yes
- No

d22. Are your central air/heat ducts located in the attic?

- Yes
- No
- N/A

d23. Does your house have cold drafts in the winter?

- Yes
- No

d24. Does your house have sweaty windows in the winter?

- Yes
- No

d25. Do you notice uneven temperatures between the rooms in your home?

- Yes
- No

d26. Does your heating system keep your home comfortable in winter?

- Yes
- No

d27. Does your cooling system keep your home comfortable in summer?

- Yes
- No

d28. Do you have a programmable thermostat?

- Yes
- No

d28b. How many thermostats are there in your home?*

- 0
- 1
- 2
- 3
- 4 or more
- DK/NS

d29. What temperature is your thermostat set to on a typical summer weekday afternoon?

- Less than 69 degrees
- 69-72 degrees
- 73-78 degrees
- Higher than 78 degrees
- Off
- DK/NS

d30. What temperature is your thermostat set to on a typical winter weekday afternoon?

- Less than 67 degrees
- 67-70 degrees
- 71-73 degrees
- 74-77 degrees
- 78 degrees or higher
- Off
- DK/NS

d31. Do You Have a swimming pool, spa or hot tub?

- Yes
- No

Read all answers until they reply

d32. Would a two-degree increase in the summer afternoon temperature in your home affect your comfort..

- Not at all
- Slightly
- Moderately, or
- Greatly

d33. How many people live in this home?

- 1
- ...
- 7
- 8 or more

Prefer not to answer

d34. **How many of them are teenagers? (age 13-19)**

If they ask why: Explain that teenagers are generally associated with higher energy use.

0

...

7

8 or more

Prefer not to answer

d35. **How many persons are usually home on a weekday afternoon?**

0

...

7

8 or more

Prefer not to answer

d36. **Are you planning on making any large purchases to improve energy efficiency in the next 3 years?**

Yes

No

DK/NS

The following questions are for classification purposes only and will not be used for any other purpose than to help Duke Energy continue to improve service.

d37. **What is your age group?**

18-34

35-49

50-59

60-64

65-74

Over 74

Prefer not to answer

d38. **Please indicate your annual household income.**

Under \$15,000

\$15,000-\$29,999

\$30,000-\$49,999

\$50,000-\$74,999

\$75,000-\$100,000

Over \$100,000

Prefer Not to Answer

We've reached the end of the survey. As I mentioned earlier, we would like to send you \$20 for your time and feedback today. Should we send the \$20 to {address on file}, or would a different address be better?

Either way, enter entire address here:

Name: _____

Address: _____

City: _____

State: _____

Zip: _____

You should receive your \$20 check in about 4-6 weeks. It will come in an envelope from our company: TecMarket Works. Thanks again for your time today!

Appendix D: Example MyHER Report



[redacted] Home Electricity Usage for March 2013

How am I doing?

What is this report?

Duke Energy developed this report to help you understand your energy usage and find ways to help you save money and energy. The report compares your home energy efficiency with similar homes.

Why would Duke Energy try to help me save energy?

When customers reduce their energy needs, it reduces the costs to provide energy and the need to build more power plants, which lower bills for you, your community, and Duke Energy.

Tell us what you think of the report at:

www.duke-energy.com/homereportsurvey

Questions?

Visit:
www.duke-energy.com/homereport

Email:
HomeReport@duke-energy.com

Call:
888-873-3853
M-F 7AM-7PM ET
SAT 8AM-1PM ET



Check out this video to learn more about your personalized report.

Whose electricity usage is being compared to mine?

- 127 households compared
- In the Fort Thomas area
- Non-electric heating
- 1400-2000 sq. ft.
- Built in 1946-1956



Way to go! You are among the most efficient homes in your area. You can always save more. Try one of the tips below.

Tips Based on Your Usage and Home Profile

What can I do to save money and energy?

Plug into savings

Cut standby power to your home computing system

Save up to **\$20** per year.

Your computers and all the gadgets that go with them use power even when they are off. This "standby power" accounts for over 50% of the total energy used by many of these devices! The easiest way to cut this waste is to plug all your gadgets into a power strip and turn it off when you're not using those devices.

Upgrade that old tank!

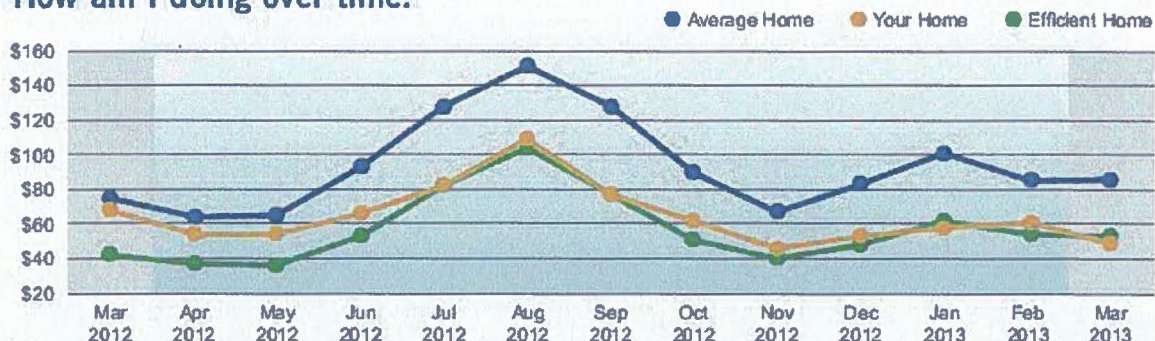
Replace your old hot water heater

Save up to **\$26** per year.

If your water heater is more than 10 to 15 years old, consider buying a new, more efficient model. If you heat your water with electricity, water heating can be one of your biggest energy consumers. Do some research into your options, then talk to a trusted contractor and be sure to tell them that you want the most efficient model possible.

Home Electricity Usage for the Past Year

How am I doing over time?



Your usage for this month has decreased compared to a year ago. Even though you are doing well, you still spent **\$100 more** than efficient homes in your area in the last 12 months.

Take action. Reduce your use.

Performance Tuning, HVAC-style

Are you getting the most out of your heating and cooling system? The Smart Saver® Health Check evaluates your heat pump or central air conditioner to ensure that everything is operating at peak efficiency. That means optimal comfort, optimal savings... and peace of mind.

Got your attention? Visit duke-energy.com/MyHER513c to learn more about the program... and our \$50 incentive.

Dial 811 to AVOID an Emergency

Everyone knows they can dial 911 in an emergency. Did you know you can dial 811 to avoid one?

Got a project that requires some digging? Don't take chances with electrical, gas or water lines. Before you pick up that shovel, pick up the phone! Call the "Dial Before You Dig" hotline at 811 or 800-752-6007. We'll send a technician to mark all utility leads in your dig zone.

One free call. Isn't your safety worth it?



www.duke-energy.com
Customer Support: 888-872-3663
P.O. Box 1006
Charlotte, NC 28201-1006

Appendix E: Summary of Energy Saving Action Tips and Messages

NOTE: Each customer receives each tip one time.

Teaser	Action Title	Action Text	Savings in kWh	Age Threshold (> years: Only applies to homes that meet age requirement.
Original Tip Library				
Put a lid on your home!	Insulate your attic	A house with no insulation is like a coffee cup with no lid: all the heat goes up and out. Your furnace has to use more energy to replace the lost heat, and in the summer, the same thing happens with cool air and your AC. Keep the lid on by insulating your attic and reduce the energy used for both heating and cooling. It's one of the best energy efficiency investments you can make in your home.	Model	10
Reduce drafts and save!	Weatherize your home	Weatherize is a complicated sounding word, but don't let it throw you. Just get some caulk and weather stripping and use it to plug air leaks around your doors and windows. When you do this, you keep warm air from leaking in during the summer and leaking out during the winter. That means you'll use less energy when cooling and heating and be more comfortable with reduced drafts.	Model	5
Creep up a degree or two...	Set your thermostat as high as comfortable in summer	Air conditioners use a lot of energy. Turning up the temperature by just a few degrees can cut your energy bills: on average, you can save about 3% per degree! You can start by just turning up the temperature 1-2 degrees, and see how it feels. Try another 1-2 degrees a few days later. You might be pleasantly surprised how comfortable you feel while you save energy!	Model	
Upgrade that old tank!	Replace your old hot water heater	If your water heater is more than 10 to 15 years old, consider buying a new, more efficient model. If you heat your water with electricity, water heating can be one of your biggest energy consumers. Do some research into your options, then talk to a trusted contractor and be sure to tell them that you want the most efficient model possible.	Model	10

Lighting up the night, not the day.	Turn off outdoor lights during the day	If you prefer leaving you outdoor lights on at night for security or aesthetics, be sure to turn them off during daylight hours. Every morning, make it a habit to turn your outdoor lights off when you get the paper or let the dog out. If you have trouble remembering to do this, consider installing a light sensor, timer, or motion sensor on your outdoor lights, or switch to solar powered lights.	650	
Is your second fridge eating cash?	Unplug your second refrigerator or freezer	Most backup refrigerators are at least 10 years old and use huge amounts of energy. Many families keep a second refrigerator to hold extra drinks or to use in the basement during parties. If you're one of them, retire that second fridge -- or plug it in only when you really need it -- and you'll be surprised how much energy you save.	550	
Save loads of energy!	Air dry your laundry	Skip the dryer and air dry your laundry. Dryers are amazing, but they're energy hogs. One dryer load uses enough energy to power a CFL light bulb for 200 hours. Air drying just one load of laundry each week can save you energy each year. (Bonus! Your clothes will last longer, too.)	550	
Why pay for power you don't use?	Cut the standby power used for home entertainment	Your TV and all the associated gadgets use power even when they are off. This "standby" power is waste and can account for as much as 10% of the energy used in your home! To reduce this waste, plug your television and its accessories into a power strip or surge protector, and turn of the strip when these items aren't in use.	350	
Easy habits that can add up!	Save on hot water use	Making a few small changes in how you use water can easily save you 5% on your hot water use. Start in the morning by shortening your showers by a minute or two, and don't let the hot water run when you shave or brush your teeth. When doing laundry, wash your clothes in cold water. In the kitchen, run the water only when rinsing the dishes.	330	
Give your computer a rest!	Enable energy management on your computer	Change the settings on your computer so that it goes to sleep after 15 minutes of inactivity. Enabling "power management" or "sleep mode" on your computer could cut your computer's energy consumption in half!	300	
Plug into savings.	Cut standby power to your home computing system	Your computers and all the gadgets that go with them use power even when they are off. This "standby power" accounts for over 50% of the total energy used by many of these devices! The easiest way to cut this waste is to plug all your gadgets into a power strip and turn it off when you're not using those devices.	220	

Increase security and cut costs!	Put your outdoor lights on motion detectors or timers	Do you leave your outdoor lights on all night? Try installing motion detectors or timers on your outdoor lights to reduce the power they burn through. Motion detectors help ward off trouble while significantly reducing energy use. Using motion detectors or timers is a great way to get the benefits of outdoor lighting while cutting your energy use.	220	
A bright idea for outside!	Use efficient bulbs for your outdoor lighting	Put efficient ENERGY STAR compact fluorescent (CFL) bulbs in your outdoor light fixtures. CFL bulbs use 75% less energy, and they last 10 times longer than incandescent bulbs. Outdoor lights can be on for 12-14 hours of every day, so you'll really save energy when you switch. Here's the bonus: ENERGY STAR lights last so long, you won't have to get out your ladder so often to change bulbs.	220	
Stay dry and save energy!	Buy an ENERGY STAR dehumidifier	Choose a dehumidifier with the ENERGY STAR label when purchasing a new unit. An ENERGY STAR qualified dehumidifier uses 15% less energy than a standard model. That means that an ENERGY STAR dehumidifier can save as much energy as a small refrigerator uses in a year! Choose the right size for your home, and keep in mind that larger units typically operate more efficiently than smaller ones.	210	
A bright idea for indoors!	Use energy efficient lighting indoors	Use energy efficient compact fluorescent (CFLs) bulbs to provide quality lighting throughout your home. CFLs use 75% less energy than incandescent bulbs and last 10 times longer. Only air conditioning and heating use more electricity in people's homes. Since most of the electricity used by an incandescent bulb is wasted as heat, you can actually save on air conditioning by switching to CFLs.	200	
Light your task, not your room.	Use task lighting	Use task lighting - lighting directed at a specific area - instead of overhead or general lighting. If you light the area well that you are working in, you can light the rest of the room less. The fewer lights you have on, the more energy you can save.	120	
Good shows, great savings!	Buy an ENERGY STAR television	If you are in the market for a new TV, consider buying an ENERGY STAR model. TVs in use in the U.S. consume over 50 billion kWh of energy each year - enough electricity to power all the homes in the state of New York for an entire year! ENERGY STAR qualified TVs, which cover standard models, HD-ready TVs, and flat-screen plasma TVs, use about 30% less energy than conventional units.	120	

Give your filters a clean start!	Clean or replace your furnace filters	Clean or replace the filters in your forced-air heating and cooling system once a month or as needed. Energy is lost when your heating and cooling systems have to work harder to draw air through dirty filters. Give your furnace a break and save up to 5% on air conditioning by cleaning or changing your filters.	120	
Use sensors and save.	Minimize the run time of your dryer	Not quite ready to air dry your laundry? No problem - just try the auto-sensing setting on your dryer to reduce your energy use. This setting will automatically stop the dryer when your laundry is dry. No auto-sensing on your dryer? Set the timer for 5-10 minutes less than usual and see how you do. Remember, it's better to add a few minutes at the end than run the dryer for too long.	100	
Keep cool when buying a fridge...	Buy a ENERGY STAR refrigerator	Look for the ENERGY STAR label when purchasing a refrigerator. ENERGY STAR refrigerators use at least 20% less energy than non-ENERGY STAR models. To maximize your savings, consider a model with the fridge on top or bottom (not side by side) that doesn't have an ice maker in the door.	100	5
Cook smart and save.	Use your microwave instead of a conventional oven	When reheating food or cooking smaller dishes, use your microwave whenever possible. You can save up to 50% of your cooking energy usage by using a microwave oven instead of a conventional electric oven. Using a microwave where you can is an easy way to save energy, and it cooks your food much faster than a traditional oven.	90	
Newly Added Tips (Display Cost Savings)				
Leaky ducts condition the wrong air.	Check to see if your ducts are sealed.	Are you losing air? Over time the ducts that move your cool or hot air throughout your home can become leaky or poorly connected. According to Energy Star, a typical home can lose 20% of its conditioned air that is meant to keep your home comfortable. This means that the nice cool or warm air goes to places where it's not needed, like your attic or crawlspace. Sealing or repairing leaky ducts will increase your comfort and decrease your energy use.	Model	
Help your cooling system breathe.	Clean your cooling system filter.	While your cooling system is cooling the air in your home, it can also be pulling in dust and other particles. Over time, this starts to clog the filter making your unit work harder and less efficiently. Keeping the filter clean can lower energy use by 5 to 15%.	Model	
A yearly checkup to keep you cool!	Have your central air conditioner serviced.	If you have a central air conditioner, optimize its efficiency by having the unit serviced annually. In most homes, the central air conditioner uses more electricity than any other device. Regular maintenance will keep it operating at peak performance.	Model	

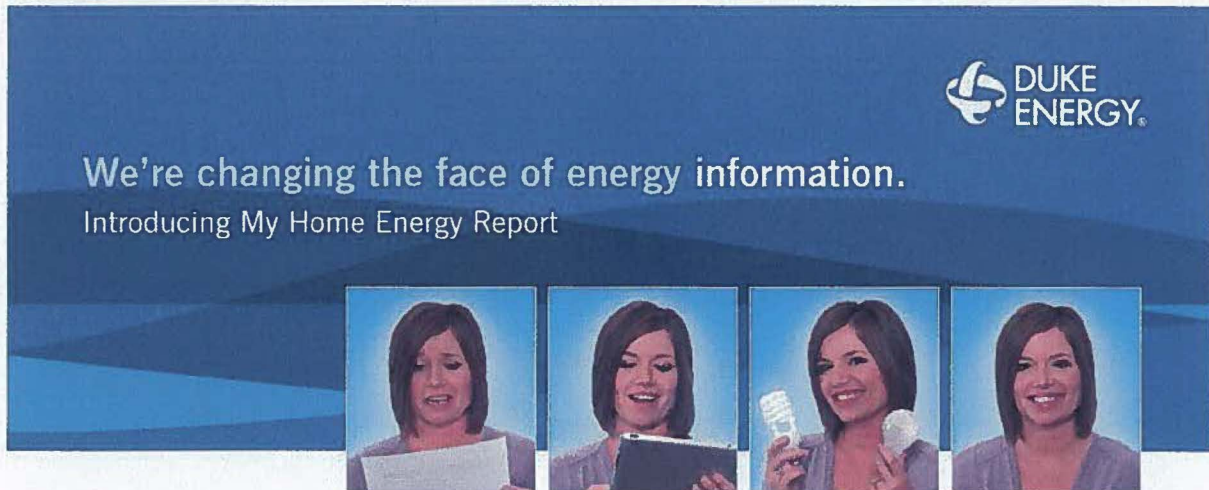
What's your temperature?	Turn down your hot water heater's thermostat.	We don't go so far as to recommend COLD showers. But water that is too hot can be costly and even dangerous. Some manufacturers preset water heater temperatures to 140 degrees Fahrenheit, but 115-120 degrees is adequate for most households. For every 10 degrees you lower your water heater's temperature you could reduce your costs by 3-5% .	Model	
Clean savings.	Five minutes could save you fifty gallons.	A 5 minute shower uses 10 to 25 gallons of hot water, while a full bath tub can hold up to 70 gallons. Save water and energy by choosing a quick shower.	Model	
Hot water just when you need it.	Do you know that if you have a standard tank water heater, it cycles on to heat the water overnight, even when you are not using hot water?	Your water heater's job is to make sure you have hot water available whenever you turn on the tap. With standard tank heaters, that means continuously cycling to keep the stored water heated. Remembering to turn off your water heater when you go on vacation - some systems even have a vacation setting - will save energy (and money toward your next vacation). If your household has particular pattern, you can take it a step further by installing a timer so the water heater thermostat turns down or all the way off after morning showers are done or everyone is off to work or school.	Model	
Dishwashing made even easier!	Let the dishwasher do the work.	No more dishpan hands. Do you rinse your dishes before loading them into the dishwasher? If you plan to run it immediately, skip this step. Just scrape, load and press the start button. According to Consumer Reports, most dishwashers on the market today have an efficient pre-rinse cycle that will save you time, water and energy.	Model	
Check your head.	Go for a low-flow showerhead.	Water heating accounts for nearly 15 percent of the average home's energy usage. Low-flow showerheads can reduce water usage by up to 50 percent. Thanks to the variety of low-flow showerheads on the market today, it's easy to find one that will save you water and energy.	Model	
Invite a STAR into your kitchen.	Buy an ENERGY STAR dishwasher.	Next time you're in the market for a new dishwasher, be sure to choose one with the ENERGY STAR label. Not only does an ENERGY STAR certified dishwasher use 10 percent less energy than standard units, it also uses 30 percent less water per load. That's a great way to reduce both your energy and water usage.	Model	5

Clean up with energy savings!	Choose an ENERGY STAR washing machine.	Laundry is a dirty job, but somebody has to do it. If that somebody is you, be sure you're using a machine that is efficient. Whenever you see the Energy Star label, you can be assured of using less electricity to power the machine, less energy to heat the water, and saving more money getting your laundry clean.	Model	
Shut those shades!	Keep your shades closed in the summer.	Sunny windows can account for 40 percent of unwanted heat and can make your air conditioner work two to three times harder. You can minimize this heat by closing your blinds or curtains on sunny days. Focus on South and West facing windows as those allow the most amount of heat into your home.	450	
Grill to keep cool!	Enjoy grilling season and save	Try cooking a meal or two per week on your barbeque grill. This will help keep your house cooler in the summer and save on your electricity bill. Cooking outside with a gas or charcoal grill uses no electricity at all and won't release heat into your kitchen. Your refrigerator and air conditioner won't have to work as hard to keep things cool - so you'll save event more on your electricity bill!	200	
Reach for that crock pot all year!	Dust off that Crock Pot.	Cooking in a crock pot can be much more efficient than using your oven. A crock pot costs 10 cents to run for 8 hours while an oven costs 32 cents to run for just one hour.	114	
An idea that really computes!	Buy an ENERGY STAR computer.	Look for the ENERGY STAR label when purchasing a new computer. ENERGY STAR models use 30% to 65% less energy than other models. The more you use your computer, the greater your savings will be.	100	
Newly Added Tips (Don't Display Cost Savings)				
Colder is not always better!	Check the temperature of your refrigerator or freezer.	Use a thermometer to check the temperature of your refrigerator or freezer. A refrigerator that is 10 degrees too cold can use up to 25% more energy than one running at the ideal temperature. Recommended temperatures are 37 to 40 degrees for the fresh food compartment, and 5 degrees for the freezer. If you have a separate freezer for long term storage, you should set it to 0 degrees.	84	
One Simple Step to Save	Turn off that ice maker.	Did you know that automatic ice makers generate heat that the freezer has to work against ? Or that ice makers can increase your refrigerator's energy use by 10% or more? To save energy, keep your automatic ice maker off until you *really* need a lot of ice.	70	

Cold, hard, cash savings!	Buy an ENERGY STAR freezer.	When buying a new freezer, look for the ENERGY STAR label to find the most efficient models. ENERGY STAR qualified freezers use at least 10% less energy than other models and up to 30% less energy than required by current federal standards. Since your freezer is on every hour of the day, these savings can really add up!	65	
Dish up some energy savings!	Air dry your dishes.	Is your dishwasher full of steam? Most dishwashers today are equipped with an electrical heating element that can account for up to 15 percent of the energy used. Instead of using the heated drying cycle, choose the "energy saver" or "economy" function. If your model doesn't have these options, stop the dishwasher before it enters its drying cycle. Open the door and let your dishes air dry instead.	45	
Put your computer to bed.	Turn off your computer at night.	Did you know that even when your computer is in "sleep mode", it is still awake enough to consume electricity? For energy savings, turn your computer and monitor OFF when not in use - especially overnight. Better still, unplug the unit from the wall outlet or use a smart strip to eliminate even standby power.	40	
Wake up and smell the savings!	Store hot coffee in a thermos/carafe.	Coffee - it's not just for mornings anymore. To save money and energy while savoring the rich flavors of your favorite brew, turn off the hot plate on your coffee maker and transfer your coffee to a thermos or insulated carafe instead. You'll save big and your coffee will stay fresh for a longer period of time.	30	
Is your TV too bright?	Lower your TV's brightness setting.	Did you know that most new televisions are shipped "showroom ready," with picture settings at full brightness? Most homes do not require such a bright display. A lower setting could make your television (easier on the eyes and) 15-30% more efficient.	30	
Keep your hairstyles cool.	If you use a hair dryer, try using it on a cool setting.	Hair dryers use between 1200 and 1875 watts, with most of the energy going to generate the heat. Setting it to cool cuts your energy consumption more than half (some dryers use as little as 400 watts on the cool setting).	20	
Don't over exhaust yourself.	Turn off exhaust fans when they are not in use.	Exhaust fans are great for removing moisture from your kitchen or bathroom. But they don't need to run more than 20 minutes to do their job. Leaving a fan on too long not only wastes energy, it also wastes cool air in the summer and hot air in the winter by exhausting them outdoors.	20	
Smart habits that save.	Clean your dryer's lint filter before every use.	Your dryer works by circulating air to remove the moisture from your wet, clean clothes. A clogged filter prevents air from moving freely. Take it a step further by making sure the exterior opening for your dryer vent is clear (in winter, just watch for the team coming out). Once a year go all the way and clean out the dryer vent completely.	15	

<p>Keep it at a low boil.</p>	<p>Next time you boil water, try turning down the heat after the water boils.</p>	<p>Have you ever been told you couldn't even boil water? If so, here's a hot tip just for you! Next time your water reaches boiling point, reduce the heat and cover your pot with a lid. This will help keep the water boiling while saving energy.</p>	<p>15</p>	
<p>Do your fridge a favor... or three.</p>	<p>Maintain your fridge for peak performance.</p>	<p>A few simple steps can keep your fridge in shape. First, clean the coils (usually on the back or bottom of the fridge) with a vacuum or duster. Next, verify that the door seals tightly by closing a dollar bill in the door. If the bill slides out easily, you may need to clean or replace your seals. Finally, keep your fridge stocked! Refrigerators and freezers work most efficiently when they are full, but not overstuffed.</p>	<p>15</p>	
<p>Let the air flow!</p>	<p>Clean your dryer lint filter.</p>	<p>Improve the air circulation in your dryer by cleaning the lint filter after each load. Your clothes will dry faster and more efficiently. For even more savings, periodically scrub the lint filter with mild soap and water to remove residue left by dryer sheets and fabric softeners.</p>	<p>15</p>	
<p>Cut. Print. Save. A STAR is born!</p>	<p>Choose an ENERGY STAR printer, scanner or all-in-one.</p>	<p>If you are in the market for a new printer, scanner or all-in-one unit, be sure to choose an ENERGY STAR model. ENERGY STAR rated imaging equipment is designed to run cooler, last longer and be 40% more efficient than other models.</p>	<p>13</p>	

Appendix F: Welcome Letter and Frequently Asked Questions



Enclosed you'll find My Home Energy Report, which shows how your energy use compares to similar homes in your community. It also gives practical, personalized advice – based on your home's size, age, location and other factors – on ways to use less energy.

My Home Energy Report includes:

- **Easy-To-Read Graphs**
See how your home performs on a month-to-month basis and how it compares to similar homes.
- **Timely Tips**
Relevant and seasonal tips on how to improve your home's energy efficiency.
- **Regular Updates**
Updated reports will be sent periodically throughout the year, so you can see how your energy saving efforts have paid off over time.

Your voluntary participation in My Home Energy Report can be a practical first step in understanding your electricity usage and identifying steps to take more control.

Please review the frequently asked questions on the reverse side of this letter. If you have additional questions, please visit www.duke-energy.com/HomeReport, email HomeReport@duke-energy.com or call 888-873-3853.

My Home Energy Report is another way we're changing the face of energy information.

Sincerely,

K. Griffin
Program Manager

Frequently Asked Questions about My Home Energy Report

What is My Home Energy Report?

Duke Energy developed this report to help you understand and conserve energy. The report compares your home's energy efficiency over time, and to similar homes in your area. This energy efficiency program is endorsed by your state utility commission.

Why is Duke Energy trying to help me save energy?

When customers reduce their energy consumption, it reduces the costs to provide energy and the need to build more power plants in the future, which actually lowers bills for everyone. So saving energy makes business sense and common sense.

How often will I receive the report?

Your report will be delivered through the mail periodically throughout the year. Keep an eye out for your next My Home Energy Report so you can track your progress.

Why doesn't this amount match what I see on my actual bill?

Because everyone is on different billing cycles, we multiply your actual energy usage (in kilowatt hours) over a fixed, common-time period with the average residential rate. This calculates the costs shown on your report.

How do you choose the homes used in my comparison?

Duke Energy compiles energy usage figures, customer-supplied data and public information (location, size and home age) on nearby, similar homes to develop the comparison. However, public information sometimes becomes outdated as homes are renovated or situations change. If the information on your report appears to be incorrect, please provide us the correct information by emailing HomeReport@duke-energy.com or calling 888-873-3853, so we can update it on future reports.

Is my home energy use being shared with other customers?

No. All of the comparison information is aggregated to create your report. Your specific information and home characteristics are not shared with others.

Whose home qualifies as the "Efficient Home"? Are these real people and homes?

Yes, these are real households. This report uses a scale of 1 to 100 to rank all of the homes that are similar to yours. The "Average Home" represents the ones in the middle of the pack, performing at the 50-percent mark. The "Energy Efficient Home" represents households that fall at the 25-percent mark, which means that 25 percent of the homes in your comparison spend this amount – or less – on energy.

How do my most efficient neighbors manage to use so much less energy than me?

They may be taking a variety of savings-actions, like: adjusting or programming their thermostats to manage heating and cooling costs; turning off lights and home electronics when not in use; running only full laundry and dishwasher loads; and installing more efficient heating/air-conditioning systems or water heaters.

I have gas heating. Does this report compare energy usage for both electricity and gas?

No, the report only accounts for a household's electricity use, so the costs for gas are not included. However, you are only being compared to homes that are like yours, so we do not compare an all-electric home to a gas-heated home.

What is a kilowatt-hour?

A kilowatt-hour (kWh) is a universal unit of measure for electricity use. One 100-watt light bulb left on for 10 hours consumes one kWh of electricity (100 watts x 10 hours = 1,000 watt-hours = 1 kWh).

What if I have more questions, want to correct my household data or want to stop receiving this report?

Please email questions, data corrections or requests to HomeReport@duke-energy.com or call 888-873-3853.

Appendix G: What It Means to be Energy Efficient

Surveyed customers were asked to tell us “in your own words what it means to be energy efficient.”

Table 38. 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%
Helping the environment / sustainability / being green	5.0%	11.1%	5.2%
Being aware of energy use	7.1%	0.0%	6.8%
Turn off lights / appliances when not in use	7.9%	11.1%	8.0%
Heating & cooling decisions / trading comfort for savings	10.0%	11.1%	10.0%
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.

Try to use less energy / least amount necessary / don't waste

Most responses (54.2% or 135 out of 249) included something close to the standard definition of energy efficiency: trying to use less energy; using the least amount of energy necessary; not wasting energy; etc. All 135 of the verbatim responses in this category are listed below (note that multiple responses are accepted for this question, so some of these responses also include comments categorized under the other headings listed above).

- *Basically, we use the least energy possible.*
- *Be able to function in a household and be comfortable using as little energy as possible.*
- *Be aware of energy use and save when you can.*
- *Being energy efficient is about being conscious of energy usage and not wasting it.*
- *Being energy efficient is about being conscious of energy use and trying not to waste it.*
- *Being energy efficient is about being conservative with energy, staying comfortable, yet being careful with the energy I use.*
- *Being energy efficient is about being conservative with natural resources and energy. Don't use more than you need. Don't be wasteful.*

- *Being energy efficient is about being energy conscious, diligent, and proactive when it comes to reducing energy consumption.*
- *Being energy efficient is about being more cautious about energy use and finding ways to reduce it.*
- *Being energy efficient is about changing your way of living in order to use less energy.*
- *Being energy efficient is about conserving energy and not wasting it.*
- *Being energy efficient is about conserving resources and by not wasting energy.*
- *Being energy efficient is about cutting your power bill to save energy.*
- *Being energy efficient is about doing all I can by using all the resources possible to reduce heating, air conditioning, and electricity costs and use.*
- *Being energy efficient is about doing the right thing by decreasing energy consumption; this helps economically and also benefits people worldwide.*
- *Being energy efficient is about doing what you can to minimize energy use.*
- *Being energy efficient is about doing what you can to save energy.*
- *Being energy efficient is about finding ways to use less energy, for example, not be wasteful.*
- *Being energy efficient is about minimizing energy use.*
- *Being energy efficient is about not being wasteful and making efforts to conserve energy.*
- *Being energy efficient is about not being wasteful with energy.*
- *Being energy efficient is about not using more energy than you need to.*
- *Being energy efficient is about not using more energy than you need.*
- *Being energy efficient is about not wasting energy and minimizing energy use.*
- *Being energy efficient is about not wasting energy and using energy wisely.*
- *Being energy efficient is about saving energy and money.*
- *Being energy efficient is about trying to save energy.*
- *Being energy efficient is about using as few natural resources as possible to stay comfortable.*
- *Being energy efficient is about using as little energy as possible to accomplish a task.*
- *Being energy efficient is about using as little energy as possible to get stuff done.*
- *Being energy efficient is about using common sense to reduce energy consumption.*
- *Being energy efficient is about using less electricity and finding ways to save.*
- *Being energy efficient is about using less energy and not wasting it.*
- *Being energy efficient is about using less energy in order to save money.*
- *Being energy efficient is about using less energy.*
- *Being energy efficient is about using only as much energy as you need and being aware of ways to decrease energy consumption.*
- *Being energy efficient is about using only what you need.*
- *Being energy efficient is about using the least amount of energy necessary to get the job done.*

- *Being energy efficient is about using the least amount of energy possible.*
- *Being energy efficient is about utilizing the latest technology and not wasting energy.*
- *Being energy efficient is about watching costs and reducing energy use.*
- *Being energy efficient is less bottom-line use.*
- *Conserve the use of electricity.*
- *Do everything you can do save energy.*
- *Do not be wasteful.*
- *Do not consume more energy than necessary.*
- *Do not use any more electricity than necessary.*
- *Do not use as much electricity.*
- *Do not use much.*
- *Do not waste gas and electric and use energy efficient products.*
- *Do not waste.*
- *Do the best that I can and only use the energy that I need.*
- *Do the best you can with what you have.*
- *Don't use power when it's not needed.*
- *Energy efficiency basically means to not waste energy; be conscious of how you are using it.*
- *Energy efficiency is about using less energy.*
- *Energy efficiency is making sure you're not wasting energy.*
- *Energy efficiency is to do the small things, like turning lights off, and to do things that don't require electricity. We hang dry our clothes every other wash load to conserve electricity that the dryer uses.*
- *Energy efficiency is to use the amount of resources we need without overdoing it, basically just trying not to waste energy.*
- *Energy efficiency just means to use less electricity by having an energy efficient home and making efforts to keep our daily use in check.*
- *Energy efficiency means finding ways to reduce consumption without having a drastic impact on your life.*
- *Energy efficiency means making sure your house isn't wasting energy.*
- *Energy efficiency means that I have more money in my bank account; I also think that it helps the helps the environment. The less I use, the less energy needs to be produced.*
- *Energy efficiency means to not be wasting energy unnecessarily.*
- *Energy efficient means green, green as in saving energy and saving money.*
- *Energy efficient means not to waste energy and to use as little as possible to save money.*
- *Get by using as little energy as you can to save money.*
- *Get the maximum out of the least amount of energy.*
- *Get the maximum out of what you use.*
- *Implement a number of things around house that increase efficiency and decrease cost.*

- *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 just being practical with energy, using your common sense to not waste.*
- *It means just doing the things that need to be done using the least amount of energy as possible.*
- *It means not using electricity that you don't need.*
- *It means not wasting, cheaper bills, and there's no sense leaving stuff on when you're not in the room.*
- *It means that you are conservative with energy and that you are saving money.*
- *It means that you are cutting down on your costs and your use of the Earth's resources.*
- *It means that you are prudent in your use of utilities.*
- *It means that you are saving energy, but still doing the things you want to do.*
- *It means that you do not consume more energy than you need and that you get rid of things that use power that are necessary.*
- *It means that you do not use so much power to do the things that you do.*
- *It means that you do the best job that you can in trying to conserve energy and keep bills down, but still are comfortable at the same time.*
- *It means that you do your best to reduce electricity and gas consumption with smart choices.*
- *It means that you don't use too much electricity or gas.*
- *It means that you don't waste energy.*
- *It means that you get the most usage for the least amount of power.*
- *It means that you only use power when you need to and take preventative steps to not waste electricity.*
- *It means that you reduce the use of energy whenever you can.*
- *It means that you save energy by trying not waste it.*
- *It means that you try to cut back on power usage.*
- *It means that you try to save energy where you can.*
- *It means that you use as little energy as possible, so you can save money.*
- *It means that you use as little energy as you need to live comfortably.*
- *It means that you use energy as best you can.*
- *It means that you use less energy more efficiently.*
- *It means that you're saving money by using your common sense to not waste power.*
- *It means to conserve energy as much as possible, while still maintaining a normal lifestyle.*
- *It means to see where I can cut down on use, use more energy-friendly products, and have a more energy friendly lifestyle.*
- *It means to use as little energy as you can to keep things going and to reduce your usage.*

- *It means using less gas and electricity and not wasting those resources. Also, I think that recycling our waste helps to be energy efficient.*
- *Just use the least energy possible.*
- *Mainly, I think energy efficiency means to not waste energy.*
- *Make the most out of what you can do to decrease cost and energy use.*
- *Making sure that you are not using too much energy.*
- *Reduce consumption of electricity down to your minimum use at which one is comfortable.*
- *Reduce the amount of wasted energy used.*
- *Save as much as possible.*
- *Save energy and be frugal in the use of it; try to cut back on usage. When replacing appliances, buy the energy efficient ones.*
- *Save energy, reduce use of heat, put electronics into sleep mode, and use energy-efficient lighting.*
- *Save energy.*
- *Save money and energy and be more green.*
- *Save money and energy.*
- *Save money and help save energy for the country.*
- *Simply put, it just means to conserve energy, to just not waste energy.*
- *Take steps to reduce use.*
- *To be energy efficient means to try to keep the heat down, try to not waste electricity, and stuff like turning the lights off when you're not using them.*
- *Try to be conservative in a number of ways. Use new technology and watch your use of electricity.*
- *Try to save energy and money.*
- *Try to save energy as much as possible.*
- *Try to spend less energy at home and use it wisely.*
- *Try to use as little energy as possible, keep lights off, use a wood-burning fireplace for heat, and open and close shades at appropriate times.*
- *Turn off lights and keep the thermostat down. Be conservative and don't be wasteful. Be aware of where your money is going.*
- *Use as little energy as possible to do the things that you need or want to do.*
- *Use as little energy as possible.*
- *Use electricity only when needed.*
- *Use energy in the best way you can while still being comfortable.*
- *Use energy resources wisely and do not be wasteful.*
- *Use less electricity and gas to save on your bills and help with ozone layer.*
- *Use less energy than needed.*
- *Use less energy to heat house and water.*