

- *Use less energy.*
- *Use the energy needed to live in the comfort you want within your budget and what you can afford. Have the comforts you require using the least amount of energy.*
- *You look at what is using energy and evaluate if you need it.*

Saving money on bills / being cost effective / keeping rates down

The next most frequent category of response had to do with saving money on energy bills (32.9% or 82 out of 249). Some of the comments listed above under “try to use less energy” also include mentions of saving money. All 82 verbatim responses mentioning saving money which are not already included in the list above are listed below.

- *Be careful about consumption, which saves money out of pocket.*
- *Being energy efficient is about keeping comfortable for the lowest possible price.*
- *Being energy efficient is about not having large energy bills.*
- *Being energy efficient is about reducing costs and benefiting others.*
- *Being energy efficient is about reducing costs, helping the environment, and providing a better world for future generations.*
- *Being energy efficient is about reducing your energy bill and saving money.*
- *Being energy efficient is about saving a dollar and thinking about tomorrow.*
- *Being energy efficient is about saving money and making the world better for everyone.*
- *Being energy efficient is about saving money over the long run.*
- *Being energy efficient is about saving money.*
- *Bills need to be cut down as much as possible, even in the winter.*
- *Cut down costs, install better insulation, and be better prepared to weather the weather.*
- *Energy efficiency means saving money on your energy.*
- *Energy efficiency means saving the environment, plus you are saving money yourself.*
- *Energy efficient means to save money.*
- *Get the Duke bill as low as you can get it!*
- *Get the most for the money.*
- *Going back to cost, keep it as low as possible — windows, storm doors, caulking — keep after it every year.*
- *Have a reduced gas and electric bill, which should be below what is normal.*
- *Have lower household bills.*
- *Have the lowest bill on my energy usage.*
- *It doesn't cost as much.*
- *It is important to make sure you control heat and energy in a manner that is least costly.*
- *It means more money in my pocket.*
- *It means not having to spend money; it's all about the money.*
- *It means not paying too much on the energy bill.*
- *It means saving a lot of money that could be better used elsewhere.*

- *It means saving on your electric bill and saving money, period.*
- *It means that I'm saving money.*
- *It means that you are saving money and doing more for environment, so that you can be a good example for children.*
- *It means that you are saving money.*
- *It means that you are saving the Earth and money at the same time.*
- *It means that you spend less on energy.*
- *It's about saving more money.*
- *Keep expenses reasonable.*
- *Keep the cost down and keep warm without cranking furnace up.*
- *Keep your home comfortable while keeping costs down.*
- *Run your house as cheaply as you can.*
- *Save me some money, bottom line.*
- *Save money and be green.*
- *Save money and follow tips from the report to save energy.*
- *Save money.*
- *Save on the electric and water bills.*
- *Saving energy means that you can save money; it's better for your electric bill.*
- *Spend less on energy.*
- *To be energy efficient means that I will save money on my bill.*
- *To be energy efficient means your electric bill and gas bill go down; you won't be spending as much money.*
- *To me, being energy efficient means trying to save money on energy expenses and saving the environment at the same time.*
- *Try to keep bills down.*
- *Try to save money whenever I can.*
- *Try to save on energy.*
- *You have to be energy efficient to save money because everything is so expensive.*
- *You need to lower bills and make a more comfortable living area.*

All other responses

There were another 51 responses to the question "what does energy efficiency mean to you" which did not involve either "saving energy" or "saving money". Most of these responses are either generic statements ("be aware of energy use") or specific actions ("turn down the heat"); they are listed below. (The five survey respondents whose verbatim comments are not listed in this appendix responded "I don't know" to this question).

- *Be more careful with consumption and think about how you're using energy.*
- *Being energy efficient is about being cautious about energy use.*

- *Being energy efficient is about being conscientious of products and usage with regards to the environment and cost.*
- *Being energy efficient is about being responsible with energy use.*
- *Being energy efficient is about being watchful of the energy you use.*
- *Being energy efficient is about learning all you can to be aware of energy use.*
- *Being energy efficient is about sealing your home shell to reduce air leaks and wasted energy.*
- *Being energy efficient is about the practical management of energy use.*
- *Being energy efficient means comfort versus cost.*
- *Being energy efficient takes time and thought; it means making yourself aware of ways to be more conservative and being conscious of energy-related decisions.*
- *Being energy efficient would ideally be creating your own energy.*
- *Buy within my means in best, most efficient way. Use energy efficient appliances to conserve.*
- *Do not waste water or have appliances on that you're not using. Do not leave the oven on after you're finished cooking.*
- *I don't run the water while brushing my teeth and doing dishes, and try to be more conservative with laundry.*
- *Drop the heat when you're away from house.*
- *Energy efficiency means being conscientious about how your household uses energy.*
- *Energy efficiency means to be a responsible consumer of energy and to put thought behind our usage of it. Also, it means to take advantage of new technology as it becomes available to us to ensure efficiency.*
- *Energy efficient means for us to be responsible with energy.*
- *Everything possible that you can do or buy should be conscious of your environment.*
- *Get the most out of the product that you're sending to me.*
- *Have all of your insulation up to specs. I have a programmable thermostat.*
- *Have good windows, turn lights off when you're not in a room, and do not run things that shouldn't be run. Do not keep the house too hot or cold.*
- *Have your windows and doors secure.*
- *Help everything out.*
- *I think it's important to cover windows in winter, turn off lights, use Energy Star light bulbs, and sometimes use a space heater instead of the furnace.*
- *I try to watch to watch consumption by turning out lights and keeping thermostat at an appropriate temperature.*
- *I'm disabled, so I do what's within the realm of possibility. I keep lights off when I'm not in a room, shut off heat to rooms I'm not using, and do things that make a difference.*
- *It means doing your part to be green and conserve what resources the planet has.*

- *It means just being friendly to the environment. To be energy efficient is to use energy in a responsible way, so as to not have an increased pressure on the environment.*
- *It means that I should try to keep my thermostat a bit lower for heat and higher for air conditioning. I make sure to turn off TVs when I'm not watching them. I do large laundry loads and shorter tepid showers to conserve hot water.*
- *It means that you are aware of using things and turn them off when you don't need them.*
- *It means that you have your home nice and tight, so you don't lose any heat.*
- *It means that you try to lower your carbon footprint and that you make sure there is enough power for others.*
- *It means to turn the lights out when you're not in the room, keep the thermostat up or down, be aware of what you're using, and turn the TV off when you're not watching it.*
- *It's being cautious about turning off your lights when you're not using them, not putting on the air conditioner right way in the summer, opening and closing your blinds more, and just being more aware of how you're using energy, I guess.*
- *Keep the heating down and use energy-efficient lights.*
- *Lower the temp in wintertime and raise the temp in summertime. Caulk and insulate windows and doors.*
- *Make sure the house is insulated and caulked. Buy energy-saving appliances.*
- *Run a tight house.*
- *Set the thermostat on 66 in the winter.*
- *Set your thermostat and do not change it and evaluate energy use by comparing BTUs. I don't know if I'm doing the right things.*
- *Shut off the lights. Trying not to leave electrical things plugged in when you're not using them.*
- *Spend money on the right kind of appliances. Turn off lights and TVs when you are not using them.*
- *Such small things as a furnace filter replacements, blocking air under and around doors and windows, are things that people do to be energy efficient.*
- *Tighten the house up. We have very low ceilings, so we are heating a smaller area.*
- *Try.*
- *Turn off all the lights, keep shades pulled in the summertime, and turn the thermostat down during the day in the winter.*
- *Turn off the electricity when you're not in the room. Use light bulbs that save energy. Don't use the HVAC too much. Close your doors when it's cold out.*
- *Use the resources that we have respectfully.*
- *We try to keep the windows shut, keep the thermostat down, and do not use the lights too much.*
- *You contribute to your community by being aware of energy waste.*

Appendix H: What Surveyed Customers Do to be More Energy Efficient

This survey asked MyHER customers: “When you think about what you and your household does or can do to decrease energy consumption, what things come to mind?” Figure 19 shows the responses by category, with verbatim responses following.

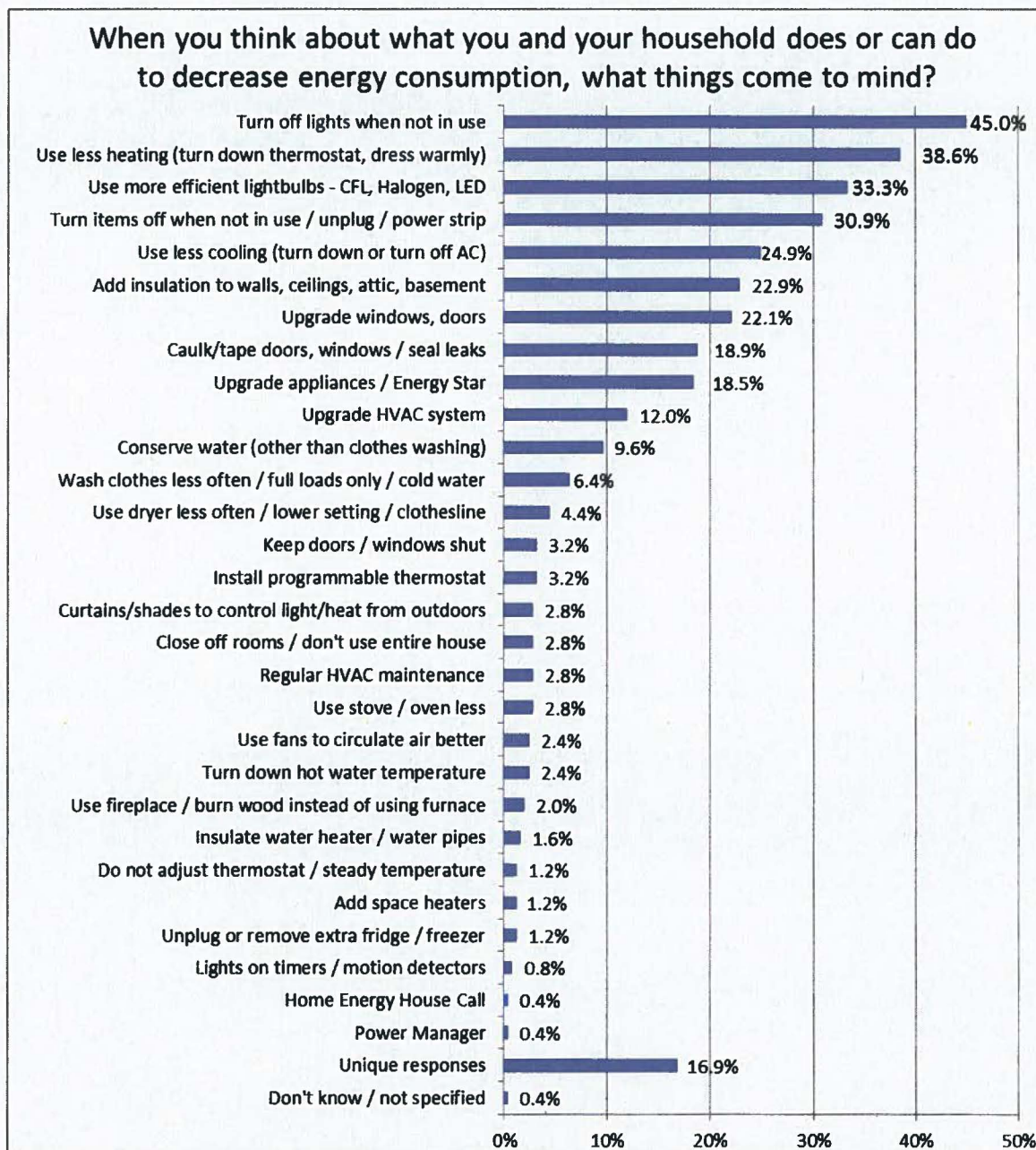


Figure 19. What Surveyed Customers Do To Save Energy (complete responses)

Turn off lights when not in use, N=112

- Turn off lights when not in use (N=103)
- Turn fewer lights on / use less (N=4)

Unique/multiple responses:

- *Turn lights off and use lower wattage bulbs.*
- *I'm paying attention to the lights and TV.*
- *I turn lights off after the kids leave them on.*
- *I turn off unused lighting; we have a teenager that we have to keep after to do this.*
- *I try to teach my daughter to turn the lights off.*

Use less heating (turn down thermostat, dress warmly), N=96

- Turn down thermostat / lower temperature (in general) (N=65)
- Lower temperature in the winter (N=13)
- Lower temperature in the winter AND wear warm clothing (N=5)
- Lower temperature at night (N=5)
- Lower temperature when not at home (N=4)
- Lower temperature in the winter AND at night (N=1)
- Lower temperature in the winter AND when not at home (N=1)

Unique/multiple responses:

- *I turn the A/C completely off when I don't need to use it, same with the heat.*
- *I go to Florida for the winter and turn the heat down to 50 degrees.*

Use more efficient light bulbs (CFL and LED), N=83

- Use CFLs / replace incandescent bulbs with CFLs (N=63)
- Use CFLs and LEDs (N=5)
- Use more efficient light bulbs (type not specified) (N=10)

Unique/multiple responses:

- *I use fluorescent lights, high-efficiency bulbs, and CFL bulbs.*
- *You can use CFLs, but we don't.*
- *Replace the most often used light bulbs with LEDs.*
- *Replace light bulbs with CFLs. We plan on switching our lights to LEDs once the color quality improves.*
- *We're satisfied right now, but we would like other opinions on lighting: When replacing bulbs, should we be going to CFLs or converting over to LEDs?*

Turn items off when not in use / unplug, N=77

- Unplug items when not in use (in general) (N=32)
- Turn items off when not in use (in general) (N=20)
- Turn off TV/radio/home entertainment when not in use (N=11)
- Use electronics devices sparingly (N=7)
- Unplug chargers when not in use (N=3)

Unique/multiple responses:

- *I unplug unused devices, and no longer leave the TV on for the dog during the day.*
- *I'm unplugging the coffeemaker and phone chargers. I turn everything off — computers, TV, and lights — when I'm not using them.*

- *We don't watch TV as often. I unplug the toaster when it's not in use.*
- *Turn off fans when not in use.*

Use less cooling (turn down or turn off AC), N=62

- Set temperature higher (in the summer) (N=53)
- Use AC less often / do not use AC (N=8)

Unique/multiple responses:

- *Open windows instead of using the air conditioner.*

Insulate walls, ceilings, attic, basement, N=57

- Add insulation (not specified) (N=40)
- Add insulation to the attic (N=8)
- Add insulation to attic and walls (N=5)

Unique/multiple responses:

- *Insulate attic, walls, and basement.*
- *Insulate the crawlspace.*
- *Insulate the whole house, including basement*
- *I added more insulation in the basement.*

Upgrade windows / doors, N=55

- Install energy efficient windows (N=39)
- Install energy efficient doors (N=4)
- Install energy efficient windows AND doors (N=12)

Caulk / tape doors, windows / seal leaks, N=47

- Seal home / fix leaks (in general) (N=11)
- Seal windows AND doors (N=15)
- Seal doors (N=10)
- Seal windows (N=2)
- Plastic over windows (N=2)

Unique/multiple responses:

- *Seal the home shell. Place rugs in front of doors to reduce air leaks.*
- *Install weather stripping. Put plastic on the windows.*
- *Use plastic over the windows. Install weather stripping on doors and windows.*
- *Put plastic on the windows. I put newspaper in between the bottom of the window and the sill. Cover drafts under the doors.*
- *We want to install new seals around the windows. We put plastic in the windows. We try to cover drafts around doors.*
- *I sealed cracks in the cinder block foundation.*
- *Cover the chimney shoot.*

Upgrade appliances / Energy Star, N=46

- Newer / more energy efficient appliances (not specific) (N=31)
- "Energy Star" appliances (not specific) (N=9)

Unique/multiple responses:

- *I installed a new Energy Star refrigerator.*
- *I purchased a new refrigerator recently. I try to purchase more energy-efficient items.*
- *Use energy-efficient appliances. Get a new water heater.*
- *I installed an energy efficient water heater.*
- *Buy a new water heater.*
- *Install a new, high-efficiency water heater.*

Upgrade HVAC system, N=30

- Energy efficient furnace (N=15)
- Energy efficient air conditioning (N=2)
- Energy efficient furnace AND air conditioning (N=9)
- Install geothermal heating (N=2)

Unique/multiple responses:

- *I have a new, efficient heat pump.*
- *Our heat pump is old; it still works fine, but when it needs to be replaced, I will get another one because it is worth the investment.*

Conserving water (other than clothes washing), N=24

- Use less water (in general) (N=7)
- Turn off hot water when not in use (N=6)
- Take shorter showers / baths instead / less bath water (N=5)
- Only run dishwasher when full (N=3)

Unique/multiple responses:

- *Limit showers and dishes.*
- *Recycle water to feed plants.*
- *I use a rain bucket to water my houseplants.*

Wash clothes less often / full loads only / cold water, N=16

- Only do full loads of laundry (N=8)
- Wash clothes in cold water (N=2)
- Use washer and dryer less / as efficiently as possible (N=6)

Use dryer less often / lower setting / clothesline, N=11

- Use dryer less (in general) (N=8)
- Air dry clothing instead of using dryer (N=2)

Unique/multiple responses:

- *Do laundry all in one day for consecutive dryer use.*

Keep doors / windows shut, N=8

- Shut doors / keep doors closed (N=2)
- Shut windows / keep windows shut (N=2)
- Keep doors AND windows shut (N=3)

Unique/multiple responses:

- *Shut doors and air vents.*

Install / use programmable thermostat, N=8

- Use programmable thermostat (in general) (N=8)

Use curtains / shades to control light and heat from outdoors, N=7

- *Use window shades.*
- *Use window shading.*
- *Use curtains.*
- *We block the sun out with shades in the summer.*
- *We try to open the blinds in the winter during the day to get more heat and shut them more in the summer during the day to keep the cold air in.*
- *Use window coverings.*
- *Use natural lighting.*

Shut off rooms / don't use entire house, N=7

- Close doors to rooms that are not in use (N=3)
- Close vents/registers to rooms that are not in use (N=3)

Unique/multiple responses:

- *I use an insulated curtain to limit the amount of space I need to heat.*

Regular HVAC maintenance, N=7

- Change furnace filter regularly (N=4)

Unique/multiple responses:

- *I'm keeping a log of when the furnace filter is changed, which is every 3 months.*
- *Maintain the heat pump for maximum efficiency.*
- *Get your AC tuned up regularly.*

Use stove / oven less, N=7

- Use microwave instead of stove/oven (N=4)

Unique/multiple responses:

- *Use the grill instead of the oven.*
- *I don't bake in the summertime.*
- *Use the oven efficiently.*

Use fans to circulate air better, N=6

- Use ceiling fans to circulate air (N=4)

Unique/multiple responses:

- *Use AC cooling only in extreme heat and use fans otherwise.*
- *We use fans instead of air conditioning. We only use the AC in extreme heat conditions.*

Turn down hot water temperature, N=6

- Reduce temperature on water heater (N=6)

Use fireplace / burn wood for heat, N=5

- *I have a fireplace insert to supplement heating.*
- *Use a wood stove to supplement heating.*

- *I use a wood-burning fireplace.*
- *I use wood heat.*
- *I bought a little fireplace, which is sort of like an electric space heater.*

Insulate water heater / pipes, N=4

- *Insulate water heater (N=2)*

Unique/multiple responses:

- *I wrapped the hot water tank and pipes.*
- *Insulate the pipes.*

Do not adjust thermostat / maintain steady temperature, N=3

- *Set the thermostat to 70 and do not change it.*
- *Keep the thermostat at a reasonable temperature.*
- *I keep the temperature in the house moderated.*

Use space heaters, N=3

- *Use space heaters (N=2)*

Unique/multiple responses:

- *I use an infrared heater in one room instead of heating the entire house.*

Unplug or move extra refrigerator / freezer, N=3

- *We should get rid of an extra fridge or freezer.*
- *Unplug extra refrigerators and freezers.*
- *Unplug a second refrigerator and freezer.*

Lights on timers / motion detectors, N=2

- *Use timers and sensors for the lights.*
- *Put lights on timers.*

Home Energy House Call, N=1

- *We are having Duke do a home energy audit next week.*

Power Manager, N=1

- *Join the Power Manager program.*

Unique actions, N=42

- *Use fewer light bulbs in multiple-bulb fixtures.*
- *We use less electricity by going down from 100 to 60 watts in our light bulbs.*
- *Use lower wattage bulbs.*
- *Replace the attic fan.*
- *I improved the roof ventilation system.*
- *Keep the flue in the chimney clean.*
- *Use windmill power. Use a water power generator.*
- *Use solar power.*
- *Install solar panels.*

- *Use solar-powered lights.*
- *I installed a solar tube for lighting in the kitchen. Use electronic billing.*
- *I have a gas boiler and I had a flue installed in order to make it more efficient.*
- *Reduce gas and electricity consumption. Use natural heating and cooling.*
- *Use natural heating and cooling.*
- *Use natural gas for cooking.*
- *Use gas instead of electric.*
- *I have tinted windows.*
- *Have a lighter colored roof to reflect heat.*
- *I have a metal roof with reflective pigments.*
- *Don't use the heater for the pool.*
- *Unplug the Jacuzzi during the winter.*
- *I stopped using the electric blanket.*
- *I use a window air conditioner in one room instead of cooling the entire house.*
- *I want to install an air conditioner in the kitchen.*
- *Use a geothermal heat pump.*
- *Use geothermal.*
- *I turned the electric off on the heat pump because it was costing too much.*
- *If Duke would put a monitor on our water heater, that would help us save energy.*
- *I turn the gas meter off completely when out of season; this has saved me \$16 a month and will save on meter readings, also saving Duke time and money.*
- *Put your water heater in vacation mode when going away.*
- *Put a timer on the water heater.*
- *Take advantage of energy tax credits.*
- *Be energy efficient. Ask energy experts for suggestions.*
- *Be conscientious about how much energy you're using. Monitor your energy uses month-to-month.*
- *I'm teaching the kids to use less energy.*
- *Keep after the kids to not waste electricity.*
- *We teach our kids about the importance and necessity of being conservative with energy.*
- *Talk to children about the costs of energy.*
- *I'm more aware of products I buy and buy healthy products.*
- *Have fewer people living in the house.*
- *Buy a new home.*
- *I just try to save as much money as I can.*

Appendix I: Surveyed MyHER Customer Demographics

Surveyed MyHER customers were asked a series of demographic and household questions at the end of the survey. These results are for internal Duke Energy use only.

MyHER customers were also asked if they had moved into a new home since the time they started receiving Home Energy Reports; two survey participants (0.8% of 249) moved into a new home during this timeframe. One customer said they moved in March 2013, and the other in April 2013. Both of these customers say they “do more than others” for energy efficiency and read their MyHER reports.

In what type of building do you live?

	Frequency	Percent	Valid Percent	Cumulative Percent
Single-family home, detached construction	213	85.5	85.5	85.5
Single family home, factory manufactured/modular	2	.8	.8	86.3
Single family, mobile home	13	5.2	5.2	91.6
Row House	4	1.6	1.6	93.2
Two or Three family attached residence-traditional structure	2	.8	.8	94.0
Apartment (4 + families)—traditional structure	1	.4	.4	94.4
Condominium—traditional structure	11	4.4	4.4	98.8
Other: Carriage Home	1	.4	.4	99.2
Other: Log home	1	.4	.4	99.6
Other: Ranch condo (2 shared walls)	1	.4	.4	100.0
Total	249	100.0	100.0	

What year was your residence built?

	Frequency	Percent	Valid Percent	Cumulative Percent
1959 and before	77	30.9	30.9	30.9
1960-1979	61	24.5	24.5	55.4
1980-1989	27	10.8	10.8	66.3
1990-1997	32	12.9	12.9	79.1
1998-2000	14	5.6	5.6	84.7
2001-2007	16	6.4	6.4	91.2
2008-present	13	5.2	5.2	96.4
DK/NS	9	3.6	3.6	100.0
Total	249	100.0	100.0	

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

	Frequency	Percent	Valid Percent	Cumulative Percent
4	13	5.2	5.2	5.2
5	35	14.1	14.1	19.3

6	50	20.1	20.1	39.4
7	51	20.5	20.5	59.8
8	34	13.7	13.7	73.5
9	29	11.6	11.6	85.1
1-3	8	3.2	3.2	88.4
10 or more	29	11.6	11.6	100.0
Total	249	100.0	100.0	

Which of the following best describes your home's heating system?	N=249	
None	0	0.0%
Central forced air furnace	207	83.1%
Electric Baseboard	3	1.2%
Heat Pump	48	19.3%
Geothermal Heat Pump	5	2.0%
Boiler / steam heat	5	2.0%
Wood stove / fireplace	6	2.4%
Other (listed below)	5	2.0%
DK/NS	2	0.8%

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

Home heating system - other, specify (N=5):

- A hybrid A/C and heating system
- Geothermal split system
- Wood burning fire place and infra-red heater
- Space heaters
- Electric heater – energy saver

How old is your heating system?

	Frequency	Percent	Valid Percent	Cumulative Percent
0-4 years	74	29.7	29.7	29.7
5-9 years	48	19.3	19.3	49.0
10-14 years	45	18.1	18.1	67.1
15-19 years	33	13.3	13.3	80.3
19 years or older	27	10.8	10.8	91.2
DK/NS	21	8.4	8.4	99.6
Other: Could be original (20 years)	1	.4	.4	100.0
Total	249	100.0	100.0	

What is the primary fuel used in your heating system?

	Frequency	Percent	Valid Percent	Cumulative Percent
Electricity	78	31.3	31.3	31.3
Natural Gas	154	61.8	61.8	93.2
Oil	6	2.4	2.4	95.6
Propane	6	2.4	2.4	98.0

Other: wood	2	0.8	0.8	98.8
Other: has two units	1	0.4	0.4	99.2
DK/NS	2	0.8	0.8	100.0
Total	249	100.0	100.0	

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Electricity	47	18.9	18.9	18.9
Natural Gas	9	3.6	3.6	22.5
Oil	1	.4	.4	22.9
Propane	3	1.2	1.2	24.1
Wood	5	2.0	2.0	26.1
Other (listed below)	6	2.4	2.4	28.5
DK/NS	6	2.4	2.4	30.9
None	172	69.1	69.1	100.0
Total	249	100.0	100.0	

Home heating system secondary fuel - other, specify (N=6):

- Direct vent natural gas furnace
- Electric furnace
- Electric space oil heater (Energy Star)
- Geothermal
- Kerosene heater and electric fireplace
- Space heater

Do you use one or more of the following to cool your home?	N=249	
None	1	0.4%
Central air conditioning	184	73.9%
Through the wall or window air conditioning	25	10.0%
Heat Pump for cooling	40	16.1%
Geothermal Heat Pump for cooling	4	1.6%
Ceiling, house or portable fans	9	3.6%
Other (listed below)	4	1.6%
DK/NS	2	0.8%

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

Home cooling system - other, specify (N=4):

- A hybrid A/C and heating system
- Geothermal Split System
- Roll-around A/C unit
- Has two units

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

	Frequency	Percent	Valid Percent	Cumulative Percent
1	19	7.6	7.6	7.6
2	8	3.2	3.2	10.8
3	7	2.8	2.8	13.7
4	3	1.2	1.2	14.9
None	212	85.1	85.1	100.0
Total	249	100.0	100.0	

What is the fuel used in your cooling system?	N=249	
Electricity	235	94.4%
Natural gas	11	4.4%
Oil	0	0.0%
Other: "Freon"	4	1.6%
Other: "geothermal"	1	1.2%
None	2	0.8%
DK/NS	4	1.6%

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

How old is your cooling system?

	Frequency	Percent	Valid Percent	Cumulative Percent
0-4 years	81	32.5	32.5	32.5
5-9 years	48	19.3	19.3	51.8
10-14 years	43	17.3	17.3	69.1
15-19 years	30	12.0	12.0	81.1
19 years or older	24	9.6	9.6	90.8
DK/NS	22	8.8	8.8	99.6
Do not have	1	.4	.4	100.0
Total	249	100.0	100.0	

What is the fuel used in your water heater?	N=249	
Electricity	108	43.4%
Natural gas	141	56.6%
Oil	0	0.0%
Propane	2	0.8%
None	0	0.0%
DK/NS	3	1.2%

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

How old is your water heater?

	Frequency	Percent	Valid Percent	Cumulative Percent
0-4 years	101	40.6	40.6	40.6
5-9 years	72	28.9	28.9	69.5
10-14 years	44	17.7	17.7	87.1
15-19 years	9	3.6	3.6	90.8
More than 19 years	3	1.2	1.2	92.0

DK/NS	20	8.0	8.0	100.0
Total	249	100.0	100.0	

What type of fuel do you use for indoor cooking on the stovetop or range?	N=249	
Electricity	192	77.1%
Natural gas	57	22.9%
Oil	0	0.0%
Propane	2	0.8%
None	1	0.4%
DK/NS	0	0.0%

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

What type of fuel do you use for indoor cooking in the oven?	N=249	
Electricity	195	78.3%
Natural gas	54	21.7%
Oil	0	0.0%
Propane	3	1.2%
None	1	0.4%
DK/NS	0	0.0%

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

What type of fuel do you use for clothes drying?	N=249	
Electricity	217	87.1%
Natural gas	28	11.2%
Oil	0	0.0%
Propane	1	0.4%
None	3	1.2%
DK/NS	0	0.0%

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

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 500	1	.4	.4	.4
500 to 999	17	6.8	6.8	7.2
1000 to 1499	38	15.3	15.3	22.5
1500 to 1999	56	22.5	22.5	45.0
2000 to 2499	29	11.6	11.6	56.6
2500 to 2999	21	8.4	8.4	65.1
3000 to 3499	11	4.4	4.4	69.5
3500 to 3999	3	1.2	1.2	70.7
4000 or more	5	2.0	2.0	72.7
DK/NS	68	27.3	27.3	100.0
Total	249	100.0	100.0	

Do you own or rent your home?

	Frequency	Percent	Valid Percent	Cumulative Percent
Own	227	91.2	91.2	91.2
Rent	22	8.8	8.8	100.0
Total	249	100.0	100.0	

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

	Frequency	Percent	Valid Percent	Cumulative Percent
One	110	44.2	44.2	44.2
Two	130	52.2	52.2	96.4
Three	9	3.6	3.6	100.0
Total	249	100.0	100.0	

Does your home have a heated or unheated basement?

	Frequency	Percent	Valid Percent	Cumulative Percent
Heated	159	63.9	63.9	63.9
Unheated	51	20.5	20.5	84.3
No basement	39	15.7	15.7	100.0
Total	249	100.0	100.0	

Does your home have an attic?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	163	65.5	65.5	65.5
No	86	34.5	34.5	100.0
Total	249	100.0	100.0	

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	13	5.2	5.2	5.2
No	160	64.3	64.3	69.5
N/A	76	30.5	30.5	100.0
Total	249	100.0	100.0	

Does your house have cold drafts in the winter?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	93	37.3	37.3	37.3
No	156	62.7	62.7	100.0
Total	249	100.0	100.0	

Does your house have sweaty windows in the winter?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	48	19.3	19.3	19.3

No	201	80.7	80.7	100.0
Total	249	100.0	100.0	

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	115	46.2	46.2	46.2
No	134	53.8	53.8	100.0
Total	249	100.0	100.0	

Does your heating system keep your home comfortable in winter?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	233	93.6	93.6	93.6
No	16	6.4	6.4	100.0
Total	249	100.0	100.0	

Does your cooling system keep your home comfortable in summer?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	223	89.6	89.6	89.6
No	26	10.4	10.4	100.0
Total	249	100.0	100.0	

Do you have a programmable thermostat?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	143	57.4	57.4	57.4
No	106	42.6	42.6	100.0
Total	249	100.0	100.0	

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 69 degrees	28	11.2	11.2	11.2
69-72 degrees	83	33.3	33.3	44.6
73-78 degrees	107	43.0	43.0	87.6
Higher than 78 degrees	9	3.6	3.6	91.2
Off	17	6.8	6.8	98.0
DK/NS	5	2.0	2.0	100.0
Total	249	100.0	100.0	

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 67 degrees	69	27.7	27.7	27.7
67-70 degrees	128	51.4	51.4	79.1

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71-73 degrees	42	16.9	16.9	96.0
74-77 degrees	9	3.6	3.6	99.6
DK/NS	1	.4	.4	100.0
Total	249	100.0	100.0	

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	37	14.9	14.9	14.9
No	212	85.1	85.1	100.0
Total	249	100.0	100.0	

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Not at all	72	28.9	28.9	28.9
Slightly	86	34.5	34.5	63.5
Moderately, or	48	19.3	19.3	82.7
Greatly	43	17.3	17.3	100.0
Total	249	100.0	100.0	

How many people live in this home?

	Frequency	Percent	Valid Percent	Cumulative Percent
1	60	24.1	24.1	24.1
2	102	41.0	41.0	65.1
3	33	13.3	13.3	78.3
4	27	10.8	10.8	89.2
5	17	6.8	6.8	96.0
6	9	3.6	3.6	99.6
7	1	.4	.4	100.0
Total	249	100.0	100.0	

How many of them are teenagers?

	Frequency	Percent	Valid Percent	Cumulative Percent
0	213	85.5	85.5	85.5
1	23	9.2	9.2	94.8
2	5	2.0	2.0	96.8
3	4	1.6	1.6	98.4
4	3	1.2	1.2	99.6
Prefer not to answer	1	.4	.4	100.0
Total	249	100.0	100.0	

How many persons are usually home on a weekday afternoon?

	Frequency	Percent	Valid Percent	Cumulative Percent
0	37	14.9	14.9	14.9
1	94	37.8	37.8	52.6

TecMarket Works

Appendices

2	81	32.5	32.5	85.1
3	20	8.0	8.0	93.2
4	9	3.6	3.6	96.8
5	1	.4	.4	97.2
6	3	1.2	1.2	98.4
Prefer not to answer	4	1.6	1.6	100.0
Total	249	100.0	100.0	

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	74	29.7	29.7	29.7
No	148	59.4	59.4	89.2
DK/NS	27	10.8	10.8	100.0
Total	249	100.0	100.0	

What is your age group?

	Frequency	Percent	Valid Percent	Cumulative Percent
18-34	26	10.4	10.4	10.4
35-49	52	20.9	20.9	31.3
50-59	50	20.1	20.1	51.4
60-64	31	12.4	12.4	63.9
65-74	57	22.9	22.9	86.7
Over 74	28	11.2	11.2	98.0
Prefer not to answer	5	2.0	2.0	100.0
Total	249	100.0	100.0	

Please indicate your annual household income

	Frequency	Percent	Valid Percent	Cumulative Percent
Under \$15,000	12	4.8	4.8	4.8
\$15,000-\$29,999	19	7.6	7.6	12.4
\$30,000-\$49,999	46	18.5	18.5	30.9
\$50,000-\$74,999	48	19.3	19.3	50.2
\$75,000-\$100,000	24	9.6	9.6	59.8
Over \$100,000	32	12.9	12.9	72.7
Prefer Not to Answer	68	27.3	27.3	100.0
Total	249	100.0	100.0	

Appendix J: Summary of Tips and Messages

Seven different MyHER reports have been sent to Kentucky customers since the program was launched in August 2012. All customers who received MyHER for a given month either received exactly the same message(s) or the same messages from a limited set for that month (listed in Table 40). However, the tips presented on each report are customized for each household, thus any given month's set of customer reports could have included up to 23 different tips for different customers. The complete list of 23 tips is shown in Table 39.

Table 39. MyHER Tips and Text

Tip Title	Tip Text
Air dry your laundry	Dryers are amazing, but they're energy hogs. Air drying just one load of laundry each week can save you loads of money and energy. Remember, you can do it year round right in your home - no sunshine or clothesline is needed! Try hanging wet laundry on hangers or doorknobs, or even laying it flat on dry towels. Almost anywhere can work! Not ready to go all the way? Try air drying just a few items from each load.
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.
Buy an ENERGY STAR dishwasher	Look for the ENERGY STAR label when buying a new dishwasher. ENERGY STAR qualified dishwashers use 10% less energy and 30% less water than those without the ENERGY STAR label. You will reduce both your energy and water bills in one move!
Buy an 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.
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.
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."
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 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 of the strip when these items aren't in use."
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!"
Install and program a programmable thermostat	Install a programmable thermostat and program it to save energy. When used properly, programmable thermostats can save you energy on heating and cooling - especially while you sleep and when you're not home. Set the program that works for your family and stick to it!

Tip Title	Tip Text
Insulate electrical outlets and switch cover plates	Add insulation covers (often called gaskets) to outlets and switches on the exterior walls of your home. Gaps in insulation coverage typically happen at the outlets and switches on exterior walls. Drafts find their way into your home through these gaps. Adding outlet and switch gaskets will reduce your energy usage, and make your home more comfortable by eliminating drafts.
Insulate your attic	A house with no attic 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.
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.
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.
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.
Replace your windows with low-E ENERGY STAR windows	When it's time to replace your windows make sure that you choose efficient, low-E ENERGY STAR windows. Low-E glass has a special coating that helps to keep heat in during the winter, and out during the summer. Efficient windows also have multiple panes of glass that are usually filled with insulating" gases to help keep your home comfortable."
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.
Turn off outdoor lights during the day	If you prefer leaving your 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.
Unplug your second refrigerator or freezer	Most backup refrigerators are at least 10 years old and use a lot 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.
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.

Tip Title	Tip Text
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. 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.
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.
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.
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.

Table 40. MyHER Messages by Month

Report	Drop Dates	Messages	Name of PDF(s)
Aug 2012	Aug 22, Aug 28, Sep 7, Sep 12	Back To School	August2012BackToSchool
Sep 2012	Sep 19, Sep 25, Oct 17, Oct 25	Drafts & Winter Magic	September2012DraftsWinterMagic
Oct 2012	Nov 11, Nov 14, Nov 29, Nov 30	Tailgate & Dirty Laundry	October2012TailgateDirtyLaundry
Dec 2012	Dec 19, Jan 2, Jan 8, Jan 11	Vampires & Hugs For Heaters	Dec2012VampireHugsForHeaters
Jan 2013	Jan 31, Feb 4, Feb 7, Feb 12	Screen Savers and either Power Manager or Videos	Jan2013PowerManager Jan2013Videos
Feb 2013	Feb 28, Mar 1, Mar 11, Mar 12	Room To Breathe and either HEHC or GoGreen	Feb 2013 (Mar cycle) - KY HEHC Feb 2013 (Mar cycle) - KY GoGreen
Mar 2013	Mar 27, Apr 7, Apr 9, Apr 17	Smart Saver & 811	Mar2013SmartSaver811

Appendix K: List of Self-Reported Energy Efficiency Actions

10d/11d/12d. Did you do anything to your home/behavior in response to this tip? What have you done?

Recalled tip "Use efficient bulbs for your outdoor lighting" and took action

- *I use CFLs.*
- *I was already at 90% use of CFLs, except for the dining room candelabra lights.*
- *I use CFLs in most fixtures.*
- *We use CFLs.*
- *We changed out some of our bulbs with the free ones that Duke sent us.*
- *I installed some CFLs.*
- *I am using CFLs.*
- *I started using CFLs.*
- *I got CFLs through Duke Energy in March 2013 and we installed most of them.*
- *I changed the incandescent bulbs and replaced them with CFLs.*
- *We installed CFLs in some fixtures.*
- *I installed CFLs in sockets that are used frequently.*
- *We started switching to CFLs.*
- *I started buying and using CFLs.*
- *I use some beneficent bulbs.*
- *We purchased more of the energy efficient bulbs than the regular ones.*
- *We switched 95% of our home lighting to CFLs and LEDs.*
- *Most of the light fixtures in our home now use CFLs and LEDs.*
- *We installed CFLs.*
- *We installed LED bulbs outside and CFLs inside.*
- *I filled out the form to receive free CFLs from Duke Energy. We had already been using CFLs, but now we have them in every socket possible. (Respondent's recall also matches "use energy efficient lighting indoors" and is reported under both categories.)*
- *I purchased some CFLs, but because of the high price I was not able to buy enough for all the light sockets in my home. (Respondent's recall also matches "use energy efficient lighting indoors" and is reported under both categories.)*

Recalled tip "Use energy efficient lighting indoors" and took action

- *We replaced the old incandescent bulbs with new CFL's.*
- *I use CFLs.*
- *I replaced more incandescent bulbs with CFLs.*
- *I'd estimate that I have CFLs or LEDs in 90% of my light fixtures now.*
- *I'd estimate that we have CFLs in 50% of our light fixtures.*
- *I use CFLs. I started as soon as they became available.*
- *I have started switch over to CFLs.*
- *I have CFLs in approximately 50% of our light fixtures.*
- *I've replaced burnt out incandescent bulbs with CFLs.*
- *I'd estimate that we've replaced approximately 70% of our light bulbs with CFLs.*

- *We have CFLs in approximately 70% of our light fixtures.*
- *We have converted to CFLs in some lower-priority locations like the basement, bedroom lamps, garage and outside. I am still getting used to them.*
- *I would estimate that we have CFLs in 50% of our light fixtures.*
- *I installed CFLs.*
- *I installed CFLs throughout my home.*
- *I filled out the form to receive free CFLs from Duke Energy. We had already been using CFLs but now we have them in every socket possible. (Respondent's recall also matches "use efficient bulbs for your outdoor lighting" and is reported under both categories.)*
- *I purchased some CFLs, but because of the high price I was not able to buy enough for all the light sockets in my home. (Respondent's recall also matches "use efficient bulbs for your outdoor lighting" and is reported under both categories.)*

Recalled tip "Weatherize your home" and took action

- *I covered the windows with plastic. I even leave the plastic on year-round on some of the windows I don't use.*
- *I sealed windows and doors.*
- *I put more insulation seals around doors.*
- *We replaced the storm doors this spring and want to replace some windows.*
- *I have caulked my windows and sealed doors.*
- *I use towels to block the air leaks, making sure windows and doors are sealed up tight.*
- *We've done a lot to try to cover the drafts around the doors and windows.*

Recalled tip "Cut the standby power used for home entertainment" and took action

- *I walked around and considered specific things to unplug. Items that were not being used, like the DVD player that was on all the time, that's something we don't use a lot, so now it stays unplugged. Also, anything with a clock or LED which are constantly using energy now gets unplugged when we go on vacation.*
- *I'm turning things off when I'm not using them, especially the computer. But, as I'm disabled and because I work out of my home, I don't regularly unplug things or have them on a power strip.*
- *We unplug certain items and use power strips also.*
- *I unplug electronic items when they're not being used.*
- *We tried to make a habit of unplugging the cell phone chargers.*
- *I turn off electronic items when they're not being used.*
- *I unplugged all the things that do not need to be plugged in. (Respondent's recall also matches "cut standby power to your home computing system" and is reported under both categories.)*

Recalled tip "Cut standby power to your home computing system" and took action

- *Turning off the computer, computer screen, anything with digital lights.*
- *We unplug out chargers when not in use.*
- *Unplugged several countertop appliances.*
- *I make sure to unplug the coffee maker after I use it.*

- *I unplugged all the things that do not need to be plugged in. (Respondent's recall also matches "cut the standby power used for home entertainment" and is reported under both categories.)*

Recalled tip "Unplug your second refrigerator or freezer" and took action

- *I have started turning off and unplugging.*
- *I unplugged our freezer.*
- *We've started to unplug things that we don't use often.*

Recalled tip "Put your outdoor lights on motion detectors" and took action

- *We replaced every incandescent with a CFL and added a timer to our most-used light.*
- *We have an exterior light that would stay on all the time, but I don't really have it turned on anymore.*

Recalled tip "Insulate electrical outlets and switch cover plates" and took action¹⁸

- *We added insulation to the attic and walls.*
- *I installed additional insulation in 2003.*

Recalled tip "Buy an Energy Star dehumidifier" and took action¹⁹

- *I bought a new refrigerator 3 years ago.*
- *We purchased a new stove, refrigerator, dishwasher and microwave.*

Recalled tip "Buy an Energy Star refrigerator" and took action

- *We replaced our old refrigerator with an Energy Star model.*

Recalled tip "Buy an Energy Star dishwasher" and took action

- *We bought a new stove, refrigerator, dishwasher, and microwave last month.*

Recalled tip "Insulate your attic" and took action

- *I checked to make sure that what I had already installed was sufficient for our home.*

Recalled tip "Minimize the run time of your dryer" and took action

- *We started hanging some clothes outside to dry.*

Recalled tip "Turn off outdoor lights during the day" and took action

- *I am turning off lights.*

Recalled tip "Use task lighting" and took action

¹⁸ Both of these customers recalled "add insulation" without specifying where or what type of insulation, which was matched to the "insulate electrical outlets and switch covers" tip because it was their most recently received insulation tip.

¹⁹ These two customers recalled "new appliances" and "energy efficient appliances" without specifying the type of appliances. Since there are four different tips about Energy Star appliances, these recalls are considered matches to the customers' most recently received appliance tips.

- *I started to turn off an exterior flood light which used to be on constantly. (This respondent's exact recall was "turn off lights when they are not needed"; they have not received the tip "turn off outdoor lights during the day".)*

Recalled message "Vampires" and took action

- *I have started turning off and unplugging.*
- *I unplug my computer and coffeemaker when I am not using them.*
- *We unplug a lot of the appliances and electronics when we leave for a weekend. We keep some that we don't use very often unplugged unless we need it.*
- *I unplugged everything that doesn't need to be plugged in all the time.*
- *We unplug out chargers when not in use.*
- *I walked around and considered specific things to unplug. Items that were not being used, like the DVD player that was on all the time, that's something we don't use a lot, so now it stays unplugged. Also, anything with a clock or LED which are constantly using energy now gets unplugged when we go on vacation.*
- *I'm turning things off when I'm not using them, especially the computer. But, as I'm disabled and because I work out of my home, I don't regularly unplug things or have them on a power strip.*
- *I have unplugged several countertop appliances.*
- *Yes, we unplug certain items and use power strips also.*
- *We've started to unplug things that we don't use often.*
- *I unplug electronic items when they're not being used.*
- *We tried to make a habit of unplugging the cell phone chargers.*
- *I turn off electronic items when they're not being used.*
- *Turning off computer, computer screen, anything with digital lights*
- *I turned more electronics off, as opposed to leaving them on standby.*

Recalled message "Back to School" and took action

- *I keep my equipment well-maintained. I have service contracts.*
- *I adjust the thermostat. During the winter I wear a sweater or sweatshirt when it's cooler and less clothing when it's warmer. At night when I go to sleep I turn the thermostat down even further.*
- *I change the furnace filter before winter and I just changed the A/C filter for this summer.*
- *I have a programmable thermostat, but I tend to set it manually according to my occupancy.*
- *When the weather is warm, we now raise the thermostat temperature by 2 degrees, and lower it by that much in the winter. Also, if we know we won't be home for a day or two, we adjust the temperature even more.*
- *We lowered our thermostat one degree during winter.*
- *I reduced the thermostat setting by one degree this past winter.*
- *I learned how to program the thermostat.*
- *I keep my appliances clean and maintained.*
- *We turn down the temperature at night when we go to bed.*
- *We reduced the thermostat to around 60 degrees during winter months.*

Recalled message "Tailgate" and took action

- *We adjusted the thermostat. (N=2)*
- *We lowered the thermostat.*
- *I lowered the thermostat.*
- *Previous winter settings were 68 during days and 67 during evenings; now we leave it at 66 all the time.*
- *I have been turning down the thermostat since before the reports arrived, and keeping long shirts and sweaters on.*
- *This tip reconfirmed what we already knew about turning the thermostat up and down. It's a good reminder, really.*
- *We installed a digital thermostat, and closed doors and vents in rooms that aren't being used.*

Recalled message "Hugs for Heaters" and took action

- *We have a water heater that has a built in thermal guard.*
- *I installed a blanket last fall.*
- *I've put the water heater blanket on my list to purchase. I am aware that the cost/savings recovery time will take a while.*

Recalled message "Dirty Laundry" and took action

- *I use less hot water by washing in cold water, and I will turn the faucet off instead of letting water run I'm while washing.*
- *Now we only use the dryer for every other load of laundry. We air dry every other load.*

Recalled message "Drafts" and took action

- *We made sure the doors were sealed better by purchasing and installing some 'bottom of the door' draft guards and some of the 'around the door frame' foam strips.*
- *I use towels to block the air leaks, making sure windows and doors are sealed up tight.*

Recalled message "Smart Saver" and took action

- *I lowered the temperature on the heat. (This respondent's exact recall was "keep the furnace serviced.")*
- *I replaced my furnace 3 years ago and I change my filter each month.*

21. Since [month and date 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? What have you done? Anything else?

- *For the exterior doors, I installed those door bottom draft protectors. I've wrapped my water pipes.*
- *I added insulation under the floor of the bathroom and laundry room.*
- *I added insulation.*
- *I added vinyl siding. I bought a new stove, which has an electric igniter.*

- *I added weather stripping around the doors. I caulked around the windows.*
- *I added weather stripping to the doors. I put plastic over the windows. I put under-door air stoppers.*
- *I am having a new air conditioner installed today. The old A/C was vandalized and trashed to steal the copper out of it.*
- *I caulked around the windows. I added insulation. I closed off my basement, turned off outlets, and closed vents.*
- *I changed out some doors, added weather stripping, and added insulation to the garage August through September, 2012.*
- *I had my boiler serviced in January, 2013. I lowered my water heater temperature. I have been turning down my heat and closing off bedrooms that aren't being used.*
- *I have been comparing the cost difference between gas and electric heating.*
- *I have been unplugging chargers and TVs.*
- *I installed a new front door.*
- *I installed a new furnace in January, 2013.*
- *I installed a new furnace.*
- *I installed CFLs.*
- *I installed new storm doors.*
- *I installed new windows and doors and added insulation.*
- *I installed some CFLs. I purchased a new furnace in winter of 2012.*
- *I insulated.*
- *I probably change my air filter more frequently.*
- *I put in four new, energy-efficient windows.*
- *I put towels around the windows this winter. (N=2)*
- *I replaced the front and back doors.*
- *I replaced the furnace thermostat, which is now programmable.*
- *I replaced the skirting around my mobile home.*
- *I sealed and caulked. I insulated our crawlspace.*
- *I sealed the HVAC intake, so I'm not pulling moist air from the basement, which was a tip from a HVAC contractor.*
- *I started using a space heater and turning down the thermostat in the winter.*
- *I turn off electronics with power strips.*
- *I turned down the water heater a month or two ago because it's gas and I seem to pay more for gas.*
- *I use a space heater.*
- *I use the oven less.*
- *I want to replace my front door and doorframe.*
- *I wrapped water heater and pipes.*
- *I'm going to defrost the upright freezer, which is a second, 20-year-old freezer.*