

9c2. On a scale from 1-10, with 1 indicating that the Smart Saver program was not at all influential, and 10 indicating that the program was very influential, please rate the level of influence that your participation in Smart Saver had on taking this action

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

9a3. Have you done anything else?

- Yes record answer _____
- No

9b3. How much money do you think you have saved as a result?

if they do not specify a time period, ask follow up and record in the same box

Is that how much you have saved in total, per month or per year?) _____

9c3. On a scale from 1-10, with 1 indicating that the Smart Saver program was not at all influential, and 10 indicating that the program was very influential, please rate the level of influence that your participation in Smart Saver had on taking this action

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

I would like to ask you a few questions about your home and air conditioner usage. The answers to these questions will help Duke Energy better estimate the energy savings resulting from your high efficiency air conditioner or heat pump upgrade.

10. Is your home built over a

- crawlspace,
- slab on grade or a
- basement
- Other _____
- DK/NS

11. Does the duct work in your home run primarily through

- interior walls
- crawlspace
- attic, or the
- basement
- Other _____
- DK/NS

12. At what outside temperature do you tend to turn on the air conditioner?

- < 65 degrees
- 65-68 degrees

- 69-72 degrees
- 73-75 degrees
- 76-78 degrees
- 79-81 degrees
- 82-84 degrees
- 85-87 degrees
- 88-90 degrees
- 91-94 degrees
- 95-97 degrees
- 98-100 degrees
- > 100 degrees
- It's programmed into the thermostat.
- DK/NS

13. Before you got your new [air conditioner or heat pump], At what temperature did you normally have your thermostat set to during the summer?

- < 65 degrees
- 65-68 degrees
- 69-72 degrees
- 73-75 degrees
- 76-78 degrees
- 79-81 degrees
- 82-84 degrees
- 85-87 degrees
- 88-90 degrees
- 91-94 degrees
- 95-97 degrees
- 98-100 degrees
- > 100 degrees
- It's programmed into the thermostat.
- DK/NS
- Not applicable

14. Since getting your new [air conditioner or heat pump], at what temperature do you normally have your thermostat set to during the summer?

- < 65 degrees
- 65-68 degrees
- 69-72 degrees
- 73-75 degrees
- 76-78 degrees
- 79-81 degrees
- 82-84 degrees
- 85-87 degrees
- 88-90 degrees
- 91-94 degrees
- 95-97 degrees

- 98-100 degrees
- > 100 degrees
- It's programmed into the thermostat.
- DK/NS

15. How often do you use your [air conditioner or heat pump]? Would you say you use it ...

Read all choices until customer answers

- Not at all
- Only on the hottest days
- Frequently during the cooling season
- Most days during the cooling season
- Everyday during the cooling season
- DK/NS

16. How many hours per day did you have your {equipment - air conditioner or heat pump} turned on during the summer before you installed the new unit?

- Less than 1
- 1 to 2
- 3 to 4
- 5 to 10
- 11 to 12
- 13 to 24
- DK/NS

17. Did the average hours of daily use increase, decrease or stay the same since you replaced the unit?

- Increased *ask* How many hours per day did it increase? _____
- Decreased *ask* How many hours per day did it decrease? _____
- Stayed the same
- DK/NS

18. How often do you use the Duke Energy website?

- Often (once a month or more)
- Sometimes (less than once a month)
- Never

19. Have you added any major electrical appliances besides your new [air conditioner or heat pump] to your home in the past year?

- Yes
- No

If YES to q19, ask

19a. What appliance(s) did you install in the past year? _____

20. Have you participated in the past, or currently a participant in any of the following Duke Energy programs

(read all, and check all that apply)

- Power Manager
- Home Energy House Call
- My Home Energy Report
- Personal Energy Report
- CFLs shipped to your home
- Online services
- none of the above

For programs not checked in q20 (except for "online services"), ask the following
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 program(s)

if "Power Manager" is NOT checked in q20, ask

21. A program that provides bill credits in exchange for allowing Duke Energy to temporarily cycle your air conditioning unit during periods of high use

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

if "Home Energy House Call" is NOT checked in q20, ask

22. 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

if "My Home Energy Report" is NOT checked in q20, ask

23. A program that provides an ongoing comparison of your energy use with that of people who live in similar homes

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

if "Personal Energy Report" is NOT checked in q20, ask

23b. A program that provides personalized energy analysis and ways to save energy and money by filling out a few questions about your home either online or by mail

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

if "CFLs shipped to your home" is NOT checked in q20, ask

23c. A program that provides free CFLs mailed directly to your home

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

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

25. Generally speaking, how important are environmental issues to you? Would you say they are...

(read all and select one answer)

- Very Important
- Important
- Neutral
- Not Important, or
- Not At All Important

26. How important are climate change issues to you? Would you say they are...

(read all and select one answer)

- Very Important
- Important
- Neutral
- Not Important, or
- Not At All Important

27. How important is reducing air pollution to you? Would you say it is...

(read all and select one answer)

- Very Important
- Important
- Neutral
- Not Important, or
- Not At All Important

28. How important is the need to reduce the rate of building new power plants? Would you say it is...

(read all and select one answer)

- Very Important
- Important
- Neutral
- Not Important, or
- Not At All Important

29. Are you a member of any groups or clubs that have environmental missions?

- Yes *Ask Which ones?* _____
- No

() DK/NS

30. One of the objectives that the program would like to meet over the next year is to increase participation. Can you think of things that the program can do to help increase participation or help increase interest from people like yourself?

(do not read list)

- Increase general advertising
- Include more information with monthly bills
- Increase involvement with contractors/vendors
- Include more community outreach and community events
- Increase advertising in trade media
- Present the program in trade or associated meetings
- Offer larger incentives
- Offer incentives on other items/include other items
- Have program staff call residential customers
- Make the process more streamlined for customers
- Make the process more streamlined for contractors/vendors
- Other _____

31. During your participation process, did you need to contact Duke Energy to obtain information about the program?

- Yes
- No
- DK/NS

If yes to question 31, ask

31a. Were your questions or needs handled effectively by Duke Energy?

- Yes
- No
- DK/NS

If no to question 31a,

31b. How might this be improved? _____

32. Overall, what did you like most about the Smart Saver Program? _____

33. What did you like least? _____

We would like to ask you a few questions about your satisfaction with the program. For these questions we would like you to rate your satisfaction using a 1 to 10 scale where a 1 means that you are very dissatisfied with the program and a 10 means that you are very satisfied.

(Note This question is not asked when the answer to q7 "Did you have any problems receiving the rebate?" is "I did not receive a rebate check".)

How would you rate your satisfaction with...

34. The amount of the rebate provided by the program

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

If 7 or less to question 34, ask

34a. What could have been done to make this better? _____

(Note: This question is only asked when the answer to q5 "Who filled out the program incentive forms?" is "I did")

How would you rate your satisfaction with...

35. The ease of filling out the form to receive the rebate.

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

If 7 or less to question 35, ask

35a. What could have been done to make this better? _____

(Note: This question is not asked when the answer to q7 "Did you have any problems receiving the rebate?" is "I did not receive a rebate check".)

How would you rate your satisfaction with...

36. The time it took to receive your rebate check

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

If 7 or less to question 36, ask

36a. What could have been done to make this better? _____

How would you rate your satisfaction with...

37. The number and kind of technologies covered in the program

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

If 7 or less to question 37, ask

37a. What could have been done to make this better? _____

How would you rate your satisfaction with...

38. The information you were provided explaining the program

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

If 7 or less to question 38, ask

38a. What could have been done to make this better? _____

39. If you were rating your overall satisfaction with Duke Energy's Smart Saver program, would you say you were

- Very Satisfied
- Somewhat Satisfied
- Neither Satisfied nor Dissatisfied
- Somewhat Dissatisfied
- Very Dissatisfied
- Don't Know

39a. Why do you give it that rating? _____

How would you rate your satisfaction with...

39b. Using the 1 to 10 scale, how would you rate your overall satisfaction with this Smart Saver program that pays rebates for purchasing an efficient [air conditioner or heat pump]?

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

If 7 or less to question 39b, ask

39c. Why were you less than satisfied with this program? _____

How would you rate your satisfaction with...

40. Using the 1 to 10 scale, how would you rate your overall satisfaction with Duke Energy?

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

If 7 or less to question 40, ask

40a. Why were you less than satisfied with Duke Energy? _____

Finally, we have some general demographic questions...

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
- 5
- 6
- 7
- 8
- 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

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

- Electricity
- Natural Gas
- Oil
- Propane
- Other _____
- DK/NS

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

- Electricity
- Natural Gas
- Oil
- Propane
- Other _____
- None
- DK/NS

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 _____
- DK/NS

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

- None
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8 or more
- DK/NS

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

- Electricity
- Natural Gas
- Oil
- Propane

- Other _____
- None
- DK/NS

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
- DK/NS

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
- DK/NS

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
- DK/NS

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

(Mark all that apply)

- Electricity
- Natural Gas
- Oil
- Propane
- Other _____
- No clothes dryer
- DK/NS

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, hot-tub or spa?

- 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
- 2
- 3
- 4
- 5
- 6
- 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
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8 or more
- Prefer not to answer

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

- 0
- 1
- 2
- 3
- 4
- 5
- 6
- 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?

Read all.

- 18-34
- 35-49
- 50-59
- 60-64
- 65-74
- Over 74
- Prefer not to answer

d38. Please indicate your annual household income.

Read all.

- 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

That completes our survey. As I mentioned at the start, we'd like to send you a check for \$20 for your time. Should we send it to [name] at [address]?

Name _____

Address _____

City _____

State _____

Zip _____

There's an additional component to this study, as well. If you participate in a study, you will receive a \$50 Visa Gift card. We are looking for residential customers to participate in a study in which a Duke Energy representative will visit homes for 20 to 30 minutes and install logging equipment on your air conditioning or heat pump system. A portable logger device will be installed on your outdoor AC unit, at the circuit breaker box, and/or at the indoor furnace or air handler depending on system configuration, and will measure electricity consumption of your system and the outdoor temperature. The equipment will be left in place for approximately 3 weeks and will not interfere with the function or use of your air conditioning or heat pump in any manner. After the equipment is removed by Duke Energy Contractors, you will receive a \$50 Visa gift card about 4-6 weeks later.

We plan on conducting this study in August. Are you interested in participating?

Yes

No

If yes

Great, thank you! We will have someone call you in the next week or two to schedule the initial visit.

Is this the best phone number to call about the logger study?

enter complete phone number here _____

Thank you for taking our survey. Your response is very important to us.

Appendix F: Ohio Participants' Reasons for Program Satisfaction Ratings

Ohio survey respondents were asked why they gave the ratings they gave for their level of satisfaction with the Smart Saver HVAC program. The responses to this satisfaction rating question can be found in "Program Satisfaction Ratings in Ohio" on page 92.

One central air conditioner rebate recipient did not provide a program satisfaction rating, and therefore did not have an explanation for their rating. The responses of the remaining 68 heat pump rebate recipients and 70 central air conditioner rebate recipients surveyed in Ohio are listed below, categorized by satisfaction rating and rebated unit.

"Very Dissatisfied", received rebate for central air conditioner (N=2)

- *I didn't receive the rebate.*
- *I never got a rebate.*

"Somewhat Dissatisfied", received rebate for heat pump (N=1)

- *The application needs to be more streamlined and organized. If there was a website to keep track of each application, that would make more sense. It would be much easier if all of the information was in one place and I could easily look up the status of the application. Duke needs to find a way to make this Smart Saver program easier to take advantage of and streamline the application process. Right now, it is a big waste of time, and the incentive does not pay for all of the inconvenience and time involved.*

"Neither Satisfied Nor Dissatisfied", received rebate for heat pump (N=6)

- *I didn't know anything about the program, so I had no expectations.*
- *I haven't thought about the program enough to rate it one way or another.*
- *I was going to purchase those heat pumps anyway; the price and rebate really had no effect on me.*
- *I was satisfied with my experience but the program is something I just haven't thought about.*
- *The rebate could be more, but I am happy to get something.*
- *There were countless delays and many hoops to jump through regarding the paperwork.*

"Neither Satisfied Nor Dissatisfied", received rebate for central air conditioner (N=3)

- *I thought the program was pretty average. There wasn't anything that was bad about the program but there really wasn't anything awesome about it either.*
- *If I wouldn't have been shopping for an A/C, I would not know that the program even exists.*
- *It's been nearly two years since we did the program, so I really don't remember as much about the program as I would have liked for doing this survey. I can't even remember if we got a rebate check or not. I think that I would have given the program a more favorable rating if I could have remembered it better.*

“Somewhat Satisfied”, received rebate for heat pump (N=21)

- *I always think that there can always be ways for improvement, ways to be better. I was not aware of this program previously, and if it was not for my contractor informing me of the Smart Saver program I might have missed out on that opportunity to save some money. General awareness of the program needs to be improved.*
- *I think there should be more heating and cooling units that could qualify for the Smart Saver rebate. I'm pretty sure that one of my new units did not qualify for the Smart Saver, but I'm not sure which one.*
- *I am somewhat satisfied because, while the program itself was OK, I don't think my new heat pump is nearly as efficient as I expected it to be.*
- *I was somewhat satisfied because the program is good business for all involved, but we did have some delays receiving the check, and there was vendor confusion over the amount of the rebate.*
- *I was somewhat satisfied because there should have been more information provided about the program plus energy efficiency suggestions.*
- *It's a good program, but there could have been more information provided before I was even considering upgrading my system. It would have been better to have known about the program and rebate ahead of time, I had no idea I qualified for the rebate until I had already bought the system. If more people knew about the program, they might get a new system sooner than without knowing about the rebate, or they might get a better system because they will know that they will be saving money.*
- *I was somewhat satisfied because I wasn't aware of the program previously and what it included.*
- *I was somewhat satisfied because of the relatively low amount of the rebate offer.*
- *I was somewhat satisfied because of the small amount of rebate.*
- *I was somewhat satisfied because the amount of rebate was relatively low.*
- *I was somewhat satisfied because, while the program serves its purpose by helping people purchase high efficient units, the amount of rebate could be slightly higher.*
- *Of course, it would be better if the rebate was larger, but overall, my satisfaction has been met.*
- *I was happy to get a rebate.*
- *I am just happy to get a rebate*
- *I just thought everything went well, it was very easy for me to take advantage of.*
- *I was mostly satisfied because the contractor did everything for me. Participation was easy.*
- *I was somewhat satisfied because I needed a new heat pump and the rebate was just icing on the cake.*
- *I was somewhat satisfied because the incentive seemed like a nice unexpected bonus when I was forced to buy a new system.*
- *The rebate was helpful in the cost of my heat pump.*

- *There was nothing that made me upset about the program, but nothing made me rave about it either.*
- *Don't know*

“Somewhat Satisfied”, received rebate for central air conditioner (N=16)

- *I had to call Duke Energy several times before receiving my rebate check.*
- *I had to contact Duke directly when we were not getting answers from the contractor who was supposed to have submitted the paperwork. It took us a year to get paid.*
- *I liked that Duke Energy offers a rebate for getting an energy efficient A/C, but the rebate check took a few months to get to us.*
- *I really like that the new A/C is so efficient that it keeps the house cooler and keeps the bills down, but the rebate amount should have been more because the cost of the new unit was so high.*
- *I would have liked to have had my new gas furnace qualify for the rebate.*
- *Instead of a one-time rebate, I would like see a program that provided a decrease in my monthly bill over the course of the year after purchasing a new unit: say, 10% one month, 20% the following, and so on. A bill reduction would be much better for people who work.*
- *The only improvement I suggest is that if it was a larger rebate it would have been nicer. I suggest maybe increasing the rebate to \$300 for the customer.*
- *If the program offered more money for the rebate, the better it would be. I like that Duke Energy was giving money to customers for purchasing a product that was bought from any heating and air companies.*
- *The only way it could have been better would be to have the rebate be a percentage of the overall cost, like 10% of the overall cost of the unit would have been really nice, but I am happy to get anything back really.*
- *They rebate wasn't as high enough.*
- *The rebate was easy to get, but it could have come quicker.*
- *I'd like to see Duke accept credit cards without a fee for services.*
- *I liked getting a rebate.*
- *I liked that the rebate helped keep the cost of getting a new A/C down.*
- *The program only covered certain A/C, when it could have covered more A/C that were just as efficient.*
- *Don't know*

“Very Satisfied”, received rebate for heat pump (N=43)

- *I liked getting a rebate and that the process was easy. I found the information about the program on your website and hadn't heard about it through other means. More advertising is all this program could need to be more successful.*
- *I was very satisfied, but also had many problems with the rebate processing.*
- *I was very satisfied because my contractor processed the rebate for me, though I do think the amount of the rebate could be higher.*
- *It was an efficient program and it was free for the taking. Also, it had no impact on what I was going to do anyhow, I was going to get a new heating and cooling system and it just so happened that I was eligible for the rebate.*
- *The rebate is something that Duke doesn't have to provide but it really helped because I'm on a fixed income and I had to borrow money to get the new heat pump and water heater.*
- *I like money, and I like this follow-up call for improvements to the program. I think that it's a good program.*
- *Duke Energy doesn't have to provide a rebate, but they do. Filling out the rebate was easy and only took about 5-10 minutes.*
- *I appreciate that Duke is showing a commitment to reducing energy usage and providing customers with an incentive for doing so.*
- *I did not expect anyone to help me pay for my furnace, it was an unexpected benefit.*
- *I got a discount that I didn't even know about for something I was buying anyhow. It was an easy program to take advantage of and it's a good idea to encourage people to upgrade their heating or cooling systems to more efficient ones.*
- *I thought the program was proactive on Duke Energy's and the contractor's part. I liked that I really did not have to do anything to get the rebate besides buy a qualifying system. I'm so glad my contractor told me about it.*
- *I was very satisfied because of the ease of participation and the rebate. (N=2)*
- *I was very satisfied because Duke sent out an inspector to verify the installation of our new heat pump. After that, I liked that the rebate arrived two weeks later.*
- *I was very satisfied because I liked getting the rebate, and also I appreciate how Duke energy efficiency programs help me save money.*
- *I was very satisfied because I wasn't expecting any sort of incentive, so it was a nice bonus.*
- *I was very satisfied because it put money in my pocket and the new heat pump has lowered my energy bills.*
- *I was very satisfied because it was nice to get a rebate for updating my equipment. I appreciate that Duke is making efforts to save money and energy.*
- *I was very satisfied because of the ease of participation. The contractor filled out all of the paperwork for me.*
- *I was very satisfied because of the ease of participation and the information provided.*
- *I was very satisfied because of the simplicity of participation and the quick rebate.*

- *I was very satisfied because the incentive was a nice bonus.*
- *I was very satisfied because the program helped us purchase an efficient system that keeps our bills low.*
- *I was very satisfied because the program helps save money, does the right thing, and provides an incentive.*
- *I was very satisfied because the program is a great idea that saves money and helps people reduce energy consumption.*
- *I was very satisfied because the program promotes energy efficiency, and I liked getting the rebate.*
- *I was very satisfied because the program saved me money.*
- *I was very satisfied by the program because it saved us money.*
- *I was very satisfied because the program was quite informational. I had no misgivings.*
- *I was very satisfied mainly because of the simplicity of participation. The incentive and its turnaround were reasonable.*
- *I was very satisfied, mainly because I am so pleased with my new heat pump. The incentive was just a bonus.*
- *It was easy to participate. It was a win-win situation. There was an incentive to participate.*
- *It was free money, the overall cost came down on our unit which was great!*
- *It was an opportunity to get a rebate for something I was going to do anyhow. I needed to get a new heating and cooling system and I was rewarded for making an energy efficient decision.*
- *The program was easy and it was money in my pocket. The rebate was a fair amount of money for what it was trying to do, which is get customers to upgrade to an efficient system. I got to make a better choice on the heat pump that I installed because I knew I could save some money on the heat pump from the rebate.*
- *The program was so easy because the salesman did all things required to get the rebate for me.*
- *I got the rebate.*
- *The rebate was helpful.*
- *I am just happy to get any kind of rebate.*
- *I was very satisfied because the entire process went very smoothly.*
- *It seems like a great program.*
- *I was very satisfied because I had no problems whatsoever.*
- *It worked for me. It was a proper fit.*

“Very Satisfied”, received rebate for central air conditioner (N=46)

- *You usually don't get money back from Duke, usually you send them money.*
- *I got the rebate money and it was so easy to participate; I really had no idea that we were involved until we got a check in the mail.*
- *I didn't have to do much and received money I wasn't expecting.*
- *The contractor had filled out the forms and submitted them without telling me about the program, so I was excited to get the rebate at all.*
- *While we were filling out the contract to purchase the new unit I was informed about the program. It's always a pleasant surprise to receive a rebate. We were really close to the deadline of participating with the program so it encouraged us to make up our minds to purchase the new unit quickly.*
- *It was basically free money for something I was planning to do already.*
- *Duke just seems very helpful, like if I call them about the bill or a problem. They're always so good on the phone.*
- *It was easy, saved us money, and I got the check right away. Overall it was very good.*
- *I didn't know about it and it was like free money. The people I contracted with did 90% of work and all I had to do was sign my name.*
- *I felt like the program was explained well and a benefit to us as well.*
- *I like that it helped reduce the cost of the A/C unit and the rebate arrived in a reasonable amount of time.*
- *I like that the new A/C saves money for me every month. It's a good program because it encourages people to get a more efficient unit than they might have without the program.*
- *I like that the program helps the environment by getting people to conserve energy.*
- *I like the rebate and that it encourages people to purchase more efficient models than they would have purchased.*
- *I liked the program, the rebate, and that our monthly bill is lower now.*
- *It was easy to understand, did not require a great deal of input on my part, and I received my money quickly.*
- *I think it's nice Duke is helping us to cut our usage.*
- *I think just having the program overall helps people to make choices to purchase units which they might not have gotten otherwise, and the information that they mail out about efficiency is very helpful.*
- *I think that Duke's trying to encourage people to use energy more judiciously, and I applaud that.*
- *I am using less electricity with my new equipment, plus received the rebate and tax credit.*
- *I was very satisfied because of the clear communications provided, the program delivered as promised, and there were no surprises.*
- *I was very satisfied because the amount of the incentive was adequate, I received it quickly, and contractor did all the necessary paperwork.*

- *There was nothing I had to do, the contractor did it all. They worked with Duke. I was surprised the check came so soon, so there must be good communications between Duke and the contractor.*
- *The program encouraged me to get an energy efficient machine and helped with paying for it*
- *The program was a cost savings to me and it also provided environmental benefits by encouraging me to purchase high efficiency heating and air conditioning.*
- *I was very satisfied because the paperwork was easy, the information provided was sufficient, and the dealer was helpful.*
- *It was there and efficiently-handled regarding the rebates and it was nice to find I would get a rebate for choosing a high-efficiency unit.*
- *It's a well-run program that encourages people to install energy efficient A/C units so we can save power.*
- *It was nice to get the money.*
- *It was nice to get the rebate.*
- *I guess because they gave me a rebate.*
- *The rebate is a good idea.*
- *It has an incentive.*
- *It helps reduce my monthly cost on energy.*
- *I was very satisfied because I didn't have to do anything. It was easy.*
- *It was easy.*
- *It was uncomplicated and wasn't a hassle or time consuming.*
- *It is a very nice program. Getting something back is always good.*
- *I was very satisfied because the whole process went smoothly and there were no problematic issues.*
- *I was very satisfied because everything went quite smoothly.*
- *I think it was a good program, easy to use.*
- *I had no problems with it.*
- *I liked everything about the program.*
- *I have no suggestions for improvement.*
- *I give this rating because I am very satisfied.*
- *Don't know*

Appendix G: Household Characteristics and Demographics

TecMarket Works surveyed 161 participants about their homes and households (136 respondents in Ohio and 25 respondents in Kentucky). Additional descriptive data is provided in this appendix.

In what type of building do you live? * State

			State		Total
			Ohio	Kentucky	
In what type of building do you live?	Single-family home, detached construction	Count	126	20	146
		% within State	92.6%	80.0%	90.7%
	Single family home, factory manufactured/modular	Count	1	1	2
		% within State	0.7%	4.0%	1.2%
	Row House	Count	1	0	1
		% within State	0.7%	0.0%	0.6%
	Two or Three family attached residence-traditional structure	Count	1	1	2
		% within State	0.7%	4.0%	1.2%
	Condominium—traditional structure	Count	6	3	9
		% within State	4.4%	12.0%	5.6%
	Other: "Landominium"	Count	1	0	1
		% within State	0.7%	0.0%	0.6%
	Total	Count	136	25	161
		% within State	100.0%	100.0%	100.0%

What year was your residence built? * State

			State		Total
			Ohio	Kentucky	
What year was your residence built?	1959 and before	Count	24	3	27
		% within State	17.6%	12.0%	16.8%
	1960-1979	Count	45	6	51
		% within State	33.1%	24.0%	31.7%
	1980-1989	Count	26	1	27
		% within State	19.1%	4.0%	16.8%
	1990-1997	Count	24	5	29
		% within State	17.6%	20.0%	18.0%
	1998-2000	Count	6	3	9
		% within State	4.4%	12.0%	5.6%
	2001-2007	Count	10	6	16
		% within State	7.4%	24.0%	9.9%
	2008-present	Count	1	1	2
		% within State	0.7%	4.0%	1.2%
	Total	Count	136	25	161
		% within State	100.0%	100.0%	100.0%

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

			State		Total
			Ohio	Kentucky	
How many rooms are in your home (excluding bathrooms, but including finished basements)?	4	Count	3	1	4
		% within State	2.2%	4.0%	2.5%
	5	Count	14	2	16
		% within State	10.3%	8.0%	9.9%
	6	Count	15	6	21
		% within State	11.0%	24.0%	13.0%
	7	Count	24	4	28
		% within State	17.6%	16.0%	17.4%
	8	Count	27	7	34
		% within State	19.9%	28.0%	21.1%
	9	Count	18	2	20
		% within State	13.2%	8.0%	12.4%
	1-3	Count	1	0	1
		% within State	0.7%	0.0%	0.6%
	10 or more	Count	34	3	37
		% within State	25.0%	12.0%	23.0%
Total	Count	136	25	161	
	% within State	100.0%	100.0%	100.0%	

Which of the following best describes your home's heating system?	State		Total (N=161)
	Ohio (N=136)	Kentucky (N=25)	
None	0 0.0%	0 0.0%	0 0.0%
Central forced air furnace	68 50.0%	16 64.0%	84 52.2%
Electric Baseboard	0 0.0%	0 0.0%	0 0.0%
Heat Pump	62 45.6%	8 32.0%	70 43.5%
Geothermal Heat Pump	9 6.6%	1 4.0%	10 6.2%
Other: solar	1 0.7%	0 0.0%	1 0.6%

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

How old is your heating system? * State

		State		Total	
		Ohio	Kentucky		
How old is your heating system?	0-4 years	Count	133	23	156
		% within State	97.8%	92.0%	96.9%
	5-9 years	Count	1	0	1
		% within State	0.7%	0.0%	0.6%
	10-14 years	Count	1	2	3
		% within State	0.7%	8.0%	1.9%
	DK/NS	Count	1	0	1
		% within State	0.7%	0.0%	0.6%
	Total	Count	136	25	161
		% within State	100.0%	100.0%	100.0%

What is the primary fuel used in your heating system? * State

			State		Total
			Ohio	Kentucky	
What is the primary fuel used in your heating system?	Electricity	Count	63	8	71
		% within State	46.3%	32.0%	44.1%
	Natural Gas	Count	69	17	86
		% within State	50.7%	68.0%	53.4%
	Oil	Count	1	0	1
		% within State	0.7%	0.0%	0.6%
	Propane	Count	1	0	1
		% within State	0.7%	0.0%	0.6%
	Other: "solar"	Count	1	0	1
		% within State	0.7%	0.0%	0.6%
	DK/NS	Count	1	0	1
		% within State	0.7%	0.0%	0.6%
	Total	Count	136	25	161
		% within State	100.0%	100.0%	100.0%

What is the secondary fuel used in your primary heating system, if any? * State

			State		Total
			Ohio	Kentucky	
What is the secondary fuel used in your primary heating system, if any?	Electricity	Count	28	5	33
		% within State	20.6%	20.0%	20.5%
	Natural Gas	Count	6	0	6
		% within State	4.4%	0.0%	3.7%
	Propane	Count	2	0	2
		% within State	1.5%	0.0%	1.2%
	Other: "geothermal"	Count	1	0	1
		% within State	0.7%	0.0%	0.6%
	Other: "geothermal and wood stove"	Count	1	0	1
		% within State	0.7%	0.0%	0.6%
	None	Count	96	20	116
		% within State	70.6%	80.0%	72.0%
	DK/NS	Count	2	0	2
		% within State	1.5%	0.0%	1.2%
Total	Count	136	25	161	
	% within State	100.0%	100.0%	100.0%	

Do you use one or more of the following to cool your home?	State		Total (N=161)
	Ohio (N=136)	Kentucky (N=25)	
None, do not cool the home	0 0.0%	0 0.0%	0 0.0%
Heat pump for cooling	64 47.1%	9 36.0%	73 45.3%
Central air conditioning	67 49.3%	15 60.0%	82 50.9%
Through the wall or window air conditioning unit	0 0.0%	0 0.0%	0 0.0%
Geothermal Heat pump	8 5.9%	1 4.0%	9 5.6%
Other: fans	1 0.7%	1 4.0%	2 1.2%
DK/NS	0 0.0%	0 0.0%	0 0.0%

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

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

			State		Total
			Ohio	Kentucky	
How many window-unit or through the wall air conditioner(s) do you use?	1	Count	5	0	5
		% within State	3.7%	0.0%	3.1%
	None	Count	131	25	156
		% within State	96.3%	100.0%	96.9%
Total		Count	136	25	161
		% within State	100.0%	100.0%	100.0%

What is the fuel used in your cooling system?	State		Total (N=161)
	Ohio (N=136)	Kentucky (N=25)	
Electricity	133 97.8%	24 95.7%	157 97.5%
Natural Gas	1 0.7%	1 4.0%	2 1.2%
Oil	0 0.0%	0 0.0%	0 0.0%
Propane	0 0.0%	0 0.0%	0 0.0%
Other: geothermal	2 1.5%	0 0.0%	2 1.2%
None	0 0.0%	0 0.0%	0 0.0%
DK/NS	1 0.7%	0 0.0%	1 0.6%

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

How old is your cooling system? * State

			State		Total
			Ohio	Kentucky	
How old is your cooling system?	0-4 years	Count	136	25	161
		% within State	100.0%	100.0%	100.0%
Total		Count	136	25	161
		% within State	100.0%	100.0%	100.0%

What is the fuel used by your water heater?	State		Total (N=161)
	Ohio (N=136)	Kentucky (N=25)	
Electricity	70 51.5%	13 52.0%	83 51.6%
Natural Gas	63 46.3%	13 52.0%	76 47.2%
Oil	0 0.0%	0 0.0%	0 0.0%
Propane	2 1.5%	0 0.0%	2 1.2%
Other: geothermal	2 1.5%	0 0.0%	2 1.2%
No water heater	0 0.0%	0 0.0%	0 0.0%
DK/NS	1 0.7%	0 0.0%	1 0.6%

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

How old is your water heater? * State

			State		Total
			Ohio	Kentucky	
How old is your water heater?	0-4 years	Count	55	13	68
		% within State	40.4%	52.0%	42.2%
	5-9 years	Count	35	6	41
		% within State	25.7%	24.0%	25.5%
	10-14 years	Count	26	6	32
		% within State	19.1%	24.0%	19.9%
	15-19 years	Count	6	0	6
		% within State	4.4%	0.0%	3.7%
	More than 19 years	Count	4	0	4
		% within State	2.9%	0.0%	2.5%
	DK/NS	Count	10	0	10
		% within State	7.4%	0.0%	6.2%
	Total	Count	136	25	161
		% within State	100.0%	100.0%	100.0%

What type of fuel do you use for indoor cooking on the stovetop or range?	State		Total (N=161)
	Ohio (N=136)	Kentucky (N=25)	
Electricity	111 81.6%	22 88.0%	133 82.6%
Natural Gas	23 16.9%	3 12.0%	26 16.1%
Oil	0 0.0%	0 0.0%	0 0.0%
Propane	1 0.7%	0 0.0%	1 0.6%
Other	0 0.0%	0 0.0%	0 0.0%
No stovetop or range	0 0.0%	0 0.0%	0 0.0%
DK/NS	1 0.7%	0 0.0%	1 0.6%

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

What type of fuel do you use for indoor cooking in the oven?	State		Total (N=161)
	Ohio (N=136)	Kentucky (N=25)	
Electricity	118 86.8%	23 92.0%	141 87.6%
Natural Gas	17 12.5%	2 8.0%	19 11.8%
Oil	0 0.0%	0 0.0%	0 0.0%
Propane	0 0.0%	0 0.0%	0 0.0%
Other	0 0.0%	0 0.0%	0 0.0%
No oven	0 0.0%	0 0.0%	0 0.0%
DK/NS	1 0.7%	0 0.0%	1 0.6%

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

What type of fuel do you use for clothes drying?	State		Total (N=161)
	Ohio (N=136)	Kentucky (N=25)	
	113	24	137
Electricity	83.1%	96.0%	85.1%
	21	1	22
Natural Gas	15.4%	4.0%	13.7%
	0	0	0
Oil	0.0%	0.0%	0.0%
	1	0	1
Propane	0.7%	0.0%	0.6%
	0	0	0
Other	0.0%	0.0%	0.0%
	0	0	0
No clothes dryer	0.0%	0.0%	0.0%
	1	0	1
DK/NS	0.7%	0.0%	0.6%

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

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

			State		Total
			Ohio	Kentucky	
About how many square feet of living space are in your home?	500 to 999	Count	2	0	2
		% within State	1.5%	0.0%	1.2%
	1000 to 1499	Count	20	3	23
		% within State	14.7%	12.0%	14.3%
	1500 to 1999	Count	14	3	17
		% within State	10.3%	12.0%	10.6%
	2000 to 2499	Count	32	5	37
		% within State	23.5%	20.0%	23.0%
	2500 to 2999	Count	17	1	18
		% within State	12.5%	4.0%	11.2%
	3000 to 3499	Count	16	3	19
		% within State	11.8%	12.0%	11.8%
	3500 to 3999	Count	6	2	8
		% within State	4.4%	8.0%	5.0%
	4000 or more	Count	6	2	8
		% within State	4.4%	8.0%	5.0%
	DK/NS	Count	23	6	29
		% within State	16.9%	24.0%	18.0%
	Total	Count	136	25	161
		% within State	100.0%	100.0%	100.0%

Do you own or rent your home? * State

			State		Total
			Ohio	Kentucky	
Do you own or rent your home?	Own	Count	135	25	160
		% within State	99.3%	100.0%	99.4%
	Rent	Count	1	0	1
		% within State	0.7%	0.0%	0.6%
	Total	Count	136	25	161
		% within State	100.0%	100.0%	100.0%

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

			State		Total
			Ohio	Kentucky	
How many levels are in your home (not including your basement)?	One	Count	46	12	58
		% within State	33.8%	48.0%	36.0%
	Two	Count	82	11	93
		% within State	60.3%	44.0%	57.8%
	Three	Count	7	2	9
		% within State	5.1%	8.0%	5.6%
	Not specified	Count	1	0	1
		% within State	0.7%	0.0%	0.6%
	Total	Count	136	25	161
		% within State	100.0%	100.0%	100.0%

Does your home have a heated or unheated basement? * State

			State		Total
			Ohio	Kentucky	
Does your home have a heated or unheated basement?	Heated	Count	98	18	116
		% within State	72.1%	72.0%	72.0%
	Unheated	Count	18	4	22
		% within State	13.2%	16.0%	13.7%
	No basement	Count	19	3	22
		% within State	14.0%	12.0%	13.7%
	Not specified	Count	1	0	1
		% within State	0.7%	0.0%	0.6%
	Total	Count	136	25	161
		% within State	100.0%	100.0%	100.0%

Does your home have an attic? * State

			State		Total
			Ohio	Kentucky	
Does your home have an attic?	Yes	Count	112	18	130
		% within State	82.4%	72.0%	80.7%
	No	Count	23	7	30
		% within State	16.9%	28.0%	18.6%
	Not specified	Count	1	0	1
		% within State	0.7%	0.0%	0.6%
	Total	Count	136	25	161
		% within State	100.0%	100.0%	100.0%

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

			State		Total
			Ohio	Kentucky	
Are your central air/heat ducts located in the attic?	Yes	Count	19	2	21
		% within State	14.0%	8.0%	13.0%
	No	Count	93	16	109
		% within State	68.4%	64.0%	67.7%
	Not applicable	Count	24	7	31
		% within State	17.6%	28.0%	19.3%
	Total	Count	136	25	161
		% within State	100.0%	100.0%	100.0%

Does your house have cold drafts in the winter? * State

			State		Total
			Ohio	Kentucky	
Does your house have cold drafts in the winter?	Yes	Count	26	2	28
		% within State	19.1%	8.0%	17.4%
	No	Count	109	23	132
		% within State	80.1%	92.0%	82.0%
	Not specified	Count	1	0	1
		% within State	0.7%	0.0%	0.6%
	Total	Count	136	25	161
		% within State	100.0%	100.0%	100.0%

Does your house have sweaty windows in the winter? * State

			State		Total
			Ohio	Kentucky	
Does your house have sweaty windows in the winter?	Yes	Count	27	3	30
		% within State	19.9%	12.0%	18.6%
	No	Count	108	22	130
		% within State	79.4%	88.0%	80.7%
	Not specified	Count	1	0	1
		% within State	0.7%	0.0%	0.6%
Total	Count	136	25	161	
	% within State	100.0%	100.0%	100.0%	

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

			State		Total
			Ohio	Kentucky	
Do you notice uneven temperatures between the rooms in your home?	Yes	Count	66	8	74
		% within State	48.5%	32.0%	46.0%
	No	Count	69	17	86
		% within State	50.7%	68.0%	53.4%
	Not specified	Count	1	0	1
		% within State	0.7%	0.0%	0.6%
Total	Count	136	25	161	
	% within State	100.0%	100.0%	100.0%	

Does your heating system keep your home comfortable in winter? * State

			State		Total
			Ohio	Kentucky	
Does your heating system keep your home comfortable in winter?	Yes	Count	134	25	159
		% within State	98.5%	100.0%	98.8%
	No	Count	1	0	1
		% within State	0.7%	0.0%	0.6%
	Not specified	Count	1	0	1
		% within State	0.7%	0.0%	0.6%
Total	Count	136	25	161	
	% within State	100.0%	100.0%	100.0%	

Does your cooling system keep your home comfortable in summer? * State

			State		Total
			Ohio	Kentucky	
Does your cooling system keep your home comfortable in summer?	Yes	Count	131	25	156
		% within State	96.3%	100.0%	96.9%
	No	Count	4	0	4
		% within State	2.9%	0.0%	2.5%
	Not specified	Count	1	0	1
		% within State	0.7%	0.0%	0.6%
	Total	Count	136	25	161
		% within State	100.0%	100.0%	100.0%

Do you have a programmable thermostat? * State

			State		Total
			Ohio	Kentucky	
Do you have a programmable thermostat?	Yes	Count	117	21	138
		% within State	86.0%	84.0%	85.7%
	No	Count	18	4	22
		% within State	13.2%	16.0%	13.7%
	Not specified	Count	1	0	1
		% within State	0.7%	0.0%	0.6%
	Total	Count	136	25	161
		% within State	100.0%	100.0%	100.0%

How many thermostats are there in your home? * State

			State		Total
			Ohio	Kentucky	
How many thermostats are there in your home?	1	Count	117	24	141
		% within State	86.0%	96.0%	87.6%
	2	Count	15	1	16
		% within State	11.0%	4.0%	9.9%
	3	Count	1	0	1
		% within State	0.7%	0.0%	0.6%
	4 or more	Count	2	0	2
		% within State	1.5%	0.0%	1.2%
	DK/NS	Count	1	0	1
		% within State	0.7%	0.0%	0.6%
	Total	Count	136	25	161
		% within State	100.0%	100.0%	100.0%

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

			State		Total
			Ohio	Kentucky	
What temperature is your thermostat set to on a typical summer weekday afternoon?	69-72 degrees	Count	32	4	36
		% within State	23.5%	16.0%	22.4%
	73-78 degrees	Count	97	20	117
		% within State	71.3%	80.0%	72.7%
	Higher than 78 degrees	Count	6	1	7
		% within State	4.4%	4.0%	4.3%
	DK/NS	Count	1	0	1
		% within State	0.7%	0.0%	0.6%
	Total	Count	136	25	161
		% within State	100.0%	100.0%	100.0%

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

			State		Total
			Ohio	Kentucky	
What temperature is your thermostat set to on a typical winter weekday afternoon?	Less than 67 degrees	Count	9	2	11
		% within State	6.6%	8.0%	6.8%
	67-70 degrees	Count	76	14	90
		% within State	55.9%	56.0%	55.9%
	71-73 degrees	Count	31	5	36
		% within State	22.8%	20.0%	22.4%
	74-77 degrees	Count	14	1	15
		% within State	10.3%	4.0%	9.3%
	78 degrees or higher	Count	2	1	3
		% within State	1.5%	4.0%	1.9%
	DK/NS	Count	4	2	6
		% within State	2.9%	8.0%	3.7%
Total	Count	136	25	161	
	% within State	100.0%	100.0%	100.0%	

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

			State		Total
			Ohio	Kentucky	
Do You Have a swimming pool, hot-tub or spa?	Yes	Count	27	2	29
		% within State	19.9%	8.0%	18.0%
	No	Count	108	23	131
		% within State	79.4%	92.0%	81.4%
	Not specified	Count	1	0	1
		% within State	0.7%	0.0%	0.6%
	Total	Count	136	25	161
		% within State	100.0%	100.0%	100.0%

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

			State		Total
			Ohio	Kentucky	
Would a two-degree increase in the summer afternoon temperature in your home affect your comfort	Not at all	Count	34	7	41
		% within State	25.0%	28.0%	25.5%
	Slightly	Count	37	7	44
		% within State	27.2%	28.0%	27.3%
	Moderately, or	Count	44	6	50
		% within State	32.4%	24.0%	31.1%
	Greatly	Count	20	5	25
		% within State	14.7%	20.0%	15.5%
	Not specified	Count	1	0	1
		% within State	0.7%	0.0%	0.6%
	Total	Count	136	25	161
		% within State	100.0%	100.0%	100.0%

How many people live in this home? * State

			State		Total
			Ohio	Kentucky	
How many people live in this home?	1	Count	16	5	21
		% within State	11.8%	20.0%	13.0%
	2	Count	70	13	83
		% within State	51.5%	52.0%	51.6%
	3	Count	19	2	21
		% within State	14.0%	8.0%	13.0%
	4	Count	21	3	24
		% within State	15.4%	12.0%	14.9%
	5	Count	7	1	8
		% within State	5.1%	4.0%	5.0%
	6	Count	1	1	2
		% within State	0.7%	4.0%	1.2%
	7	Count	1	0	1
		% within State	0.7%	0.0%	0.6%
	Prefer not to answer	Count	1	0	1
		% within State	0.7%	0.0%	0.6%
Total	Count	136	25	161	
	% within State	100.0%	100.0%	100.0%	

How many of them are teenagers? * State

			State		Total
			Ohio	Kentucky	
How many of them are teenagers?	0	Count	116	20	136
		% within State	85.3%	80.0%	84.5%
	1	Count	10	4	14
		% within State	7.4%	16.0%	8.7%
	2	Count	9	1	10
		% within State	6.6%	4.0%	6.2%
	Prefer not to answer	Count	1	0	1
		% within State	0.7%	0.0%	0.6%
	Total	Count	136	25	161
		% within State	100.0%	100.0%	100.0%

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

			State		Total
			Ohio	Kentucky	
How many persons are usually home on a weekday afternoon?	0	Count	16	1	17
		% within State	11.8%	4.0%	10.6%
	1	Count	46	13	59
		% within State	33.8%	52.0%	36.6%
	2	Count	55	8	63
		% within State	40.4%	32.0%	39.1%
	3	Count	8	3	11
		% within State	5.9%	12.0%	6.8%
	4	Count	8	0	8
		% within State	5.9%	0.0%	5.0%
	5	Count	1	0	1
		% within State	0.7%	0.0%	0.6%
	Prefer not to answer	Count	2	0	2
		% within State	1.5%	0.0%	1.2%
Total	Count	136	25	161	
	% within State	100.0%	100.0%	100.0%	

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

			State		Total
			Ohio	Kentucky	
Are you planning on making any large purchases to improve energy efficiency in the next 3 years?	Yes	Count	35	8	43
		% within State	25.7%	32.0%	26.7%
	No	Count	91	17	108
		% within State	66.9%	68.0%	67.1%
	DK/NS	Count	10	0	10
		% within State	7.4%	0.0%	6.2%
	Total	Count	136	25	161
		% within State	100.0%	100.0%	100.0%

What is your age group? * State

			State		Total
			Ohio	Kentucky	
18-34	Count		16	1	17
	% within State		11.8%	4.0%	10.6%
35-49	Count		19	4	23
	% within State		14.0%	16.0%	14.3%
50-59	Count		27	5	32
	% within State		19.9%	20.0%	19.9%
60-64	Count		21	1	22
	% within State		15.4%	4.0%	13.7%
65-74	Count		35	11	46
	% within State		25.7%	44.0%	28.6%
Over 74	Count		14	2	16
	% within State		10.3%	8.0%	9.9%
Prefer not to answer	Count		4	1	5
	% within State		2.9%	4.0%	3.1%
Total	Count		136	25	161
	% within State		100.0%	100.0%	100.0%

Please indicate your annual household income * State

			State		Total
			Ohio	Kentucky	
Please indicate your annual household income	Under \$15,000	Count	1	0	1
		% within State	0.7%	0.0%	0.6%
	\$15,000-\$29,999	Count	5	2	7
		% within State	3.7%	8.0%	4.3%
	\$30,000-\$49,999	Count	9	2	11
		% within State	6.6%	8.0%	6.8%
	\$50,000-\$74,999	Count	24	4	28
		% within State	17.6%	16.0%	17.4%
	\$75,000-\$100,000	Count	19	5	24
		% within State	14.0%	20.0%	14.9%
	Over \$100,000	Count	30	2	32
		% within State	22.1%	8.0%	19.9%
	Prefer Not to Answer	Count	48	10	58
		% within State	35.3%	40.0%	36.0%
	Total	Count	136	25	161
		% within State	100.0%	100.0%	100.0%

Is your home built over a: * State

			State		Total
			Ohio	Kentucky	
Is your home built over a:	crawlspace,	Count	2	0	2
		% within State	1.5%	0.0%	1.2%
	slab on grade or a	Count	13	2	15
		% within State	9.6%	8.0%	9.3%
	basement	Count	114	21	135
		% within State	83.8%	84.0%	83.9%
	Other: "another condominium"	Count	3	0	3
		% within State	2.2%	0.0%	1.9%
	Other: "basement and crawlspace"	Count	3	0	3
		% within State	2.2%	0.0%	1.9%
	Other: "basement and slab"	Count	0	2	2
		% within State	0.0%	8.0%	1.2%
	DK/NS	Count	1	0	1
		% within State	0.7%	0.0%	0.6%
	Total	Count	136	25	161
% within State		100.0%	100.0%	100.0%	

Does the duct work in your home run primarily through: * State

			State		Total
			Ohio	Kentucky	
Does the duct work in your home run primarily through:	interior walls	Count	33	6	39
		% within State	24.3%	24.0%	24.2%
	crawlspace	Count	3	0	3
		% within State	2.2%	0.0%	1.9%
	attic, or the	Count	10	0	10
		% within State	7.4%	0.0%	6.2%
	basement	Count	73	17	90
		% within State	53.7%	68.0%	55.9%
	other (listed below)	Count	13	0	13
		% within State	9.6%	0.0%	8.1%
	DK/NS	Count	4	2	6
		% within State	2.9%	8.0%	3.7%
	Total	Count	136	25	161
		% within State	100.0%	100.0%	100.0%

Thirteen respondents in Ohio mentioned "other" places their duct work runs through:

- *Through the slab (N=3)*
- *Basement and walls (N=3)*
- *Basement and attic (N=2)*
- *Interior walls & attic*
- *Ceilings*
- *Basement & floors*
- *Between first and second floors*
- *Crawlspace & basement*

Measure Name	Product	Program	Type
Lighting – Daylighting	Lighting	Small Business Energy Saver	Non-Residential
Lighting – Dusk to Dawn	Lighting	Small Business Energy Saver	Non-Residential
Lighting – 8760 (Burn Hours)	Lighting	Small Business Energy Saver	Non-Residential
Occupancy Sensors	Lighting	Small Business Energy Saver	Non-Residential
Refrigeration	Refrigeration	Small Business Energy Saver	Non-Residential
HVAC – Air Conditioners	HVAC	Small Business Energy Saver	Non-Residential
HVAC – Heat Pumps	HVAC	Small Business Energy Saver	Non-Residential
MyHER Interactive	Online	My Home Energy Report	Residential
LED Outdoor PAR38 Reflectors	Lighting	Residential Smart Saver	Residential
LED Candelabra	Lighting	Residential Smart Saver	Residential