

If "No bulbs (empty sockets)", SKIP AHEAD TO AB3-4

AB3-3c. Were the old bulbs that were removed also 3-way bulbs?

- Removed bulbs were 3-way bulbs
- Removed bulbs were NOT 3-way bulbs
- Other (*including combination of bulb types – record details*) _____
- DK/NS

AB3-3d. How many watts were the old bulbs that were removed?

- Record response if known _____
- DK/NS

AB3-3e. What happened to the old bulbs that were removed?

- Recycled
- Thrown away
- Given away
- Stored for future use
- Other _____

AB3-4. On average, approximately how many hours per day do you use the lamps or fixtures in your [room from AB3-1b] where you installed the [type of bulb purchased] from the Savings Store?

- Record response if known _____
- DK/NS

AB3-5. Did the hours of use for these lights increase, decrease or stay the same since the old bulbs were replaced?

- Increased
- Decreased
- Stayed the same

If Increased ask

AB3-5a. How many hours per day more?

If Decreased ask

AB3-5a. How many hours per day less?

AB3-6a. When you installed these [type of bulb purchased] that you bought from the Savings Store, did you make any other changes to the fixtures those bulbs were installed in, such as installing a different switch or a lamp with a different number of bulb sockets?

- Yes
- No
- DK/NS

If Yes, ask

AB3-6b. Besides the bulbs, what else did you do to change this light fixture?

40. Currently, there are a number of types of light bulbs available for purchase in the market, like CFL bulbs, Halogen bulbs, standard incandescent bulbs, and LED bulbs, among others. Thinking about the next ten light bulbs you will purchase at the Duke Savings Store or anywhere else...

INTERVIEWER: READ DESCRIPTIONS OF THE TYPES OF BULB IF RESPONDENTS SEEM UNCLEAR ON ANYTHING ABOUT THEM

Approximately how many will be any type of...

TOTAL FOR ALL Q40 SHOULD EQUAL 10

if total A-E does not equal 10, enter remaining value in DK/NS

_____ **40a. standard incandescent light bulbs**

if needed: **Incandescent bulbs are the most common type of light bulb. It features a screw-base and is known for providing bright, warm light instantly.**

_____ **40b. Halogen light bulbs**

if needed: **Halogen light bulbs are similar to incandescent bulbs, but are known to be more energy efficient than standard incandescent bulbs and tend to be used in indoor and outdoor flood lighting, indoor recessed or tracked lighting, and in floor and desk lamps.**

_____ **40c. CFL light bulbs**

if needed: **CFLs, also known as compact fluorescent light bulbs, are energy saving light bulbs that have a "twisty" shape like a soft-serve ice cream cone**

_____ **40d. LED light bulbs**

if needed: **LEDs, also known as "light-emitting diodes", are a type of lighting that uses multiple tiny bulbs, or diodes, that are wired together on one lamp**

_____ **40e. "other" bulb types**

_____ **40f. DK/NS**

If 40e > 0,

40g. Specify what kind of "other" bulbs

41a. Did you have any CFLs installed in your home before purchasing bulbs from the Savings Store?

- Yes *Ask: 41b. How many?* _____
- No
- DK/NS

42. How many years have you been using CFLs?

- Never used until recently (first time user)
- 1 year or less (but not first time)
- 1 to 2 years
- 2 to 3 years
- 3 to 4 years
- 4 or more years
- Other (specify) _____
- DK/NS

43a. Before you purchased bulbs from the Savings Store, did you have any LED light bulbs installed in your home?

- Yes *Ask: 43b. How many?* _____
- No
- DK/NS

44. How many years have you been using LEDs?

- Have never used LED light bulbs at all
- Never used until recently (first time user)
- 1 year or less (but not first time)
- 1 to 2 years
- 2 to 3 years
- 3 to 4 years
- 4 or more years
- Other (specify) _____
- DK/NS

45a. What is your best estimate of the total number of light bulbs currently installed in your home that are incandescent or halogen bulbs?

45b. How many of these incandescent or halogen bulbs are standard capsule bulbs? By standard capsule bulbs, I mean the most common type of light bulb shape.

***FURTHER DESCRIPTION IF NEEDED:* Capsule bulbs, also known as "A" lamps, are the most common shape for traditional incandescent bulbs. These encapsulated style light bulbs fit in standard sockets and are especially suitable for use in open fixtures in which the bulb will be visible.**

45c. How many of these incandescent or halogen standard capsule bulbs are installed in sockets that are typically used for more than 2 hours a day?

46. Next I am going to read a list of different types of specialty light bulb and ask how many of each you have in your home. By specialty light bulbs, I mean bulbs that are not the standard capsule shape, and bulbs that have special features.

46a. How many dimmable bulbs do you have in your home?

- None
- One or more *record number* _____
- DK/NS

47a. How many dimmable bulbs are...

- CFL** _____
- LED** _____
- Halogen** _____
- Incandescent** _____
- DK/NS** _____

46b. How many 3-way bulbs do you have in your home?

- None
- One or more *record number* _____
- DK/NS

47b. How many 3-way bulbs are...

- CFL** _____
- LED** _____
- Halogen** _____
- Incandescent** _____
- DK/NS** _____

46c. How many indoor reflector bulbs do you have in your home?

- None
- One or more *record number* _____
- DK/NS

47c. How many Indoor reflector bulbs are...

CFL _____
LED _____
Halogen _____
Incandescent _____
DK/NS _____

46d. How many outdoor reflector bulbs do you have in your home?

None
 One or more *record number* _____
 DK/NS

47d. How many outdoor reflector bulbs are...

CFL _____
LED _____
Halogen _____
Incandescent _____
DK/NS _____

46e. How many globe bulbs do you have in your home?

None
 One or more *record number* _____
 DK/NS

47e. How many globe bulbs are...

CFL _____
LED _____
Halogen _____
Incandescent _____
DK/NS _____

46f. How many candelabra bulbs do you have in your home?

None
 One or more _____
 DK/NS

47f. How many candelabra bulbs are...

CFL _____
LED _____
Halogen _____
Incandescent _____
DK/NS _____

46g. Do you have any CFL or LED capsule bulbs in your home? These are CFL and LED bulbs that are encapsulated to look like standard incandescent light bulbs.

- None
- One or more *record number* _____
- DK/NS

47g. How many capsule bulbs are...

CFL _____
LED _____
DK/NS _____

46h. Do you have any Other types of specialty bulbs in your home, besides the types I have already asked you about?

- None
- One or more *record number* _____
- DK/NS

If "No" or "DK/NS", skip to q49

47h. What kind of specialty bulbs are these?

(Examples, if needed: decorative, holiday or party lights; aquarium, incubator or pet lights; plant or greenhouse lights; appliance lights; any other type of special-purpose light bulb in your home or yard that runs on electricity. NOTE: do not include "solar yard lights" as they do not "run on electricity".)

At least one row must be completed.

| Type | Count |
|--------------|-------|
| Type 1 _____ | _____ |
| Type 2 _____ | _____ |
| Type 3 _____ | _____ |
| Type 4 _____ | _____ |
| Type 5 _____ | _____ |
| Type 6 _____ | _____ |

47i. How many Other bulbs are...

(NOTE on "other type of bulb" below – sodium halide is a type of bulb used outdoors but is usually more industrial (like highway lighting, but possibly used on a farm too?); there are also neon lights (decorative) – otherwise maybe some kind of "scientific" bulbs might be of a type other than those listed? (Lasers maybe?) I am thinking we let the customer volunteer the "other types" and don't ask about any of these rare types though – but this is why there is a catch-all "other types" here...)

CFL _____
Fluorescent tubes _____
LED _____
Halogen _____
Incandescent _____
Other type of bulb not mentioned above _____
DK/NS _____

49. Next, for each of these types of specialty bulbs, how many incandescent or halogen bulbs do you currently have in storage to replace bulbs that burn out?

Dimmable _____
3-way _____
Indoor reflector _____
Outdoor reflector _____
Globe _____
Candelabra _____
Other (*Specify type and number*) _____

Read all bold faced responses to Q50 first, and then ask follow-up questions Q50a-c as needed.

50. If the Savings Store had not been available, would you have:

- Purchased the same amount of energy-efficient specialty light bulbs at the same time**
- Purchased fewer energy-efficient specialty light bulbs at the same time,**
- Purchased energy-efficient specialty light bulbs at a later time,**
- Or not purchased energy-efficient specialty light bulbs.**
- DK/NS**

If "Purchased fewer energy-efficient specialty light bulbs at the same time", ask

50a. How many fewer?

If "Purchased energy-efficient specialty light bulbs at a later time" ask:

50b. How many would you have purchased? _____

50c. How much later? _____

Only ask q51 if they have one more bulbs in storage at any of the following questions: IR-2, OR-2, CN-2, GL-2, DM-2, 3W-2 or CP-2.

If they did not store any "Savings Store" bulbs, then skip question q51.

51. Thinking of the specialty bulbs that you purchased from the Savings Store that you have stored for later use, what are the reasons that you have not installed all of these bulbs?

(Select all that apply)

- Do not have any Savings Store bulbs in storage / all installed or disposed
- I am waiting for my other standard bulbs to burn out
- I already have new specialty bulbs installed everywhere they will fit
- The other lamps or light fixtures in my home don't work with the new specialty bulbs
- The new specialty bulbs are too dim for the other locations where I could install them
- The new specialty bulbs are too bright for the other locations where I could install them
- The new specialty bulbs take too long to get to full brightness
- I don't like the way the new specialty bulbs look in some of my fixtures
- The new specialty bulbs do not work on a dimmer switch
- Other specify _____
- DK/NS

52a. Were you aware that there are limits on the number of each type of bulb that you can order from the Savings Store at the final discounted price?

- Yes
- No
- DK/NS

If Yes to q52a, ask 52b, 52d and 52f

52b. Did the limit on discounted bulbs keep you from ordering all the bulbs you wanted?

- Yes
- No
- DK/NS

52c. What kind of bulbs would you have ordered more of if they were available at the final discounted price?

(Select all that apply)

- Indoor reflector bulbs – non-dimmable CFL
- Indoor reflector bulbs – dimmable CFL
- Indoor reflector bulbs – dimmable LED
- Outdoor reflector bulbs (CFL)
- Candelabra bulbs (CFL)
- Globe bulbs (CFL)
- Dimmable spiral bulbs (CFL)
- 3-way spiral bulbs (CFL)
- Capsule bulbs (CFL)
- Capsule bulbs (LED)
- Standard Spiral CFL
- DK/NS

52d. Did the limit on light bulbs at the fully-discounted price cause you to purchase any more bulbs than you would have otherwise?

- Yes
- No
- DK/NS

If 'Yes, ask

52e. How many more bulbs did you purchase than you would have otherwise?

52f. Did you know that you can buy more bulbs than the discounted-price limit allows if you go to another section of the Store that sells the same bulbs at a slightly higher price?

- Yes
- No
- DK/NS

53. On a scale of 1-to-10, with 1 being very dissatisfied and 10 being very satisfied, please rate your overall satisfaction with Duke Energy Savings Store.

1 2 3 4 5 6 7 8 9 10 DK/NS

If 7 or less,

53b. How could this be improved?

Ask Q53c for Ohio customers ONLY

53c. If you were rating your overall satisfaction with the Savings Store, would you say you were Very Satisfied, Somewhat Satisfied, Neither Satisfied nor Dissatisfied, Somewhat Dissatisfied, or Very Dissatisfied?

- Very Satisfied
- Somewhat Satisfied
- Neither Satisfied nor Dissatisfied
- Somewhat Dissatisfied
- Very Dissatisfied
- Refused
- DK/NS

Ask Q53d for Ohio customers ONLY (ask ALL Ohio customers to explain ratings)

53d. Why do you give it that rating?

54a. What do you like most about the Duke Energy Savings Store?

54b. What do you like least about the Duke Energy Savings Store?

- Record response _____
- Nothing / don't know / not specified

55. Next I am going to read you a series of statements. Please tell me which statement best describes your future intentions for shopping for light bulbs at the Duke Energy Savings Store.

(read list)

- I will never shop at the Savings Store for light bulbs again,
- I will probably not shop at the Savings Store again,
- I may or may not shop at the Savings Store again,
- I will probably shop at the Savings Store again,
- I will definitely shop at the Savings Store again, or
- The Savings Store will be one of the first places I go the next time I need to shop for light bulbs
- DK/NS

56. Are there any other bulbs or energy efficiency items you'd like to be able to order at the Savings Store?

- Record response _____
- Nothing / don't know / not specified

57. Are there any additional features you would like to see on the Savings Store website?

- Record response _____
- Nothing / don't know / not specified

58. How else might the Savings Store be improved?

- Record response _____
 Nothing / don't know / not specified

59. On a scale of 1-to-10, with 1 being very dissatisfied and 10 being very satisfied, please rate your overall satisfaction with Duke Energy.

- 1 2 3 4 5 6 7 8 9 10 DK/NS

If 7 or less,

59b. How could this be improved?

60a. Have you told anyone about the Duke Energy Savings Store?

- Yes
 No
 DK/NS

If Yes, ask 60b and 60c

60b. Who did you tell?

(record number of all that apply)

- Friends (How many?) _____
Family (How many?) _____
Neighbors (How many?) _____
Co-workers (How many?) _____
Other (How many?) _____

60c. How did you tell them?

(check all that apply)

- Word of mouth
 Email
 Facebook
 Twitter
 Web site forum
 Other _____

61a. Did your experience ordering energy-efficient specialty bulbs from the Savings Store make it more or less likely that you would purchase and install CFLs in the future?

- More likely
 Less likely
 Neither more or less likely

If More likely, ask

61b. Why are you more likely to use CFLs in the future?

If Less likely, ask

61c. Why are you less likely to use CFLs in the future?

61d. Did your experience ordering energy-efficient specialty bulbs from the Savings Store make it more or less likely that you would purchase and install LEDs in the future?

- More likely
- Less likely
- Neither more or less likely

If More likely, ask

61e. Why are you more likely to use LEDs in the future?

If Less likely, ask

61f. Why are you less likely to use LEDs in the future?

62a. On a scale of 1-to-10, where 1 is not likely and 10 is very likely, how likely are you to make purchases directly from the Duke Energy Savings Store in the future?

- 1 2 3 4 5 6 7 8 9 10 DK/NS

62b. What do you think could be done to get more people such as yourself to buy light bulbs from the Savings Store?

63a. Since buying light bulbs from the Duke Energy Savings Store have you bought any CFLs or LEDs from a local retailer, an online merchant, or from anyplace other than the Savings Store?

- Yes
- No
- DK/NS

63b. Please tell me what types of CFL and LED bulbs you purchased, and how many of each type.

If respondent says "CFL" or "LED", probe for details to get the specific type of bulb (read responses from table if necessary).

Record responses for Q63b, c & d in the table below for each bulb types purchased (leave row blank if a type was not purchased).

Note that a "regular" LED bulb is a Capsule, and a "regular" CFL is a Standard Spiral. (RECORD OPEN END - may be more than one wattage)

| | 63b. How many bulbs did you purchase? | 63c. How many of these bulbs are currently installed in your home? | 63d. What is the wattage of these bulbs? |
|---|--|---|---|
| Standard spiral CFLs | | | |
| Capsule CFLs | | | |
| Indoor Reflector CFLs | | | |
| Outdoor Reflector CFLs | | | |
| Globe CFLs | | | |
| Candelabra CFLs | | | |
| Dimmable CFLs | | | |
| Three-way CFLs | | | |
| Standard or capsule LED | | | |
| Indoor reflector LED | | | |
| Outdoor reflector LED | | | |
| Globe LED | | | |
| Candelabra LED | | | |
| Three-way LED | | | |
| Other type of CFL bulb <i>specify type and number</i> | | | |
| Other type of LED bulb <i>specify type and number</i> | | | |

63e. Where did you purchase these bulbs? (record names of stores and websites)

63f. Are any of these CFLs or LEDs bulbs of a type that you could have purchased from the Duke Energy Savings Store, but didn't?

- Yes
- No
- DK/NS

If Yes, ask

63g. Why didn't you purchase these bulbs from the Duke Energy Store?

63h. On a scale of 1-to-10, with 1 meaning that the Savings Store had no influence, and 10 meaning that the Store was very influential, please rate the influence of the Savings Store on your decision to purchase additional CFLs or LEDs elsewhere.

- 1 2 3 4 5 6 7 8 9 10 DK/NS

For any score ask

63i. Why did you give that score?

64. Have you taken any additional steps to save energy in your home since ordering light bulbs from the Duke Energy Savings Store?

- Yes
- No
- DK/NS

64a-d. What actions have you taken to save energy?

After each response, ask Anything else?

- A. _____
- B. _____
- C. _____
- D. _____

65. Why do you think that Duke Energy is providing discounted specialty bulbs to their customers?

Do not read response options, check all that apply.

- Duke Energy wants to save their customers money
- Duke Energy wants to save energy for environmental reasons
- Duke Energy wants to save energy for economic reasons
- Duke Energy wants to look good (PR)
- The government is forcing Duke Energy to do it
- Other (specify) _____
- None of the above
- DK/NS

66. Are you currently a participant in any of the following Duke Energy programs?

Read text in bold and check all that apply.

Descriptions below if needed.

- Free Energy Efficient CFLs**
- Power Manager**
- Residential Smart Saver**
- Home Energy House Call**
- My Home Energy Report**
- Appliance Recycling**
- Online Services**
- None of the above
- DK/NS

Callers FYI: descriptions of the programs:

Free Energy Efficient CFLs:

A program that provides Duke Energy customers with up to 15 free CFLs to be shipped directly to their homes.

Power Manager:

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

Residential Smart Saver:

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

Home Energy House Call:

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

My Home Energy Report:

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

Appliance Recycling:

A program that picks up old refrigerators and freezers from your home and recycles them in an environmentally-friendly way, while also paying you a small incentive

For all programs not checked in Q66, ask question 67

67. On a scale of 1-to-10, with 1 being not at all interested and 10 very interested, please rate your interest in participating in the following Duke Energy programs:

(Free Energy Efficient CFLs)

67a. The program that provides Duke Energy customers with up to 15 free CFLs shipped directly to their homes.

1 2 3 4 5 6 7 8 9 10 DK/NS

(Power Manager)

67b. The program that provides bill credits in exchange for allowing Duke Energy to temporarily cycle your air conditioning unit during periods of high use

1 2 3 4 5 6 7 8 9 10 DK/NS

(Residential Smart Saver)

67c. The program that provides rebates for energy efficient improvements to your house such as energy efficient heating and cooling units.

1 2 3 4 5 6 7 8 9 10 DK/NS

(Home Energy House Call)

67d. The 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 2 3 4 5 6 7 8 9 10 DK/NS

(My Home Energy Report)

67e. The program that provides an ongoing comparison of your energy use with that of people who live in similar homes

1 2 3 4 5 6 7 8 9 10 DK/NS

(Appliance Recycling)

67f. The program that pays you a small incentive to come to your home to pick up old refrigerators and freezers that still work, so they can be recycled in an environmentally-friendly way.

1 2 3 4 5 6 7 8 9 10 DK/NS

Duke Energy is interested in providing further services that might be of interest to customers. I am going to read a list of possible services that Duke Energy may consider offering. Please rate your interest in the following services on a scale of 1-to-10, with 1 indicating that you would not be interested, and 10 indicating that you would be very interested.

68a. Help in finding weatherization contractors to make your home more efficient
1 2 3 4 5 6 7 8 9 10 DK/NS

68b. Help in finding energy efficient equipment and appliances
1 2 3 4 5 6 7 8 9 10 DK/NS

68c. Rebates for energy efficient home improvements
1 2 3 4 5 6 7 8 9 10 DK/NS

68d. Inspection services of work performed by contractors
1 2 3 4 5 6 7 8 9 10 DK/NS

68e. Financing for energy efficient home improvements
1 2 3 4 5 6 7 8 9 10 DK/NS

68f. Home energy audits or inspections of your home with specific recommendations for improvements
1 2 3 4 5 6 7 8 9 10 DK/NS

68g. Social Networking sites such as Facebook and Twitter to read about or discuss energy efficient solutions with energy experts.
1 2 3 4 5 6 7 8 9 10 DK/NS

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

- Record response _____
- Nothing / don't know / not specified

The last set of questions deal with household characteristics. These questions are optional and you do not need to give any information that you are uncomfortable with, but please keep in mind that any and all information you provide will remain confidential.

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

d2b. How long have you lived in your current home?

- duration in years and months* _____
- 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?

Check all that apply

- None
- Central forced air furnace
- Electric Baseboard
- Heat Pump
- Geothermal Heat Pump
- Other _____
- DK/NS

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
- DK/NS

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

- Yes
- No
- DK/NS

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

- Yes
- No
- DK/NS

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

- Yes
- No
- DK/NS

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

- Yes
- No
- DK/NS

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

- Yes
- No
- DK/NS

d28. Do you have a programmable thermostat?

- Yes
- No
- DK/NS

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
- DK/NS

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
- DK/NS

We've reached the end of the survey. As I mentioned earlier, we would like to send you \$30 for your time and feedback today. Should we send it to {address on calling sheet}, or would a different address be better?

Confirm Name & complete address from calling sheet. If needed, record any changes to Name or Address on calling sheet in "Changed Address" column.

You should receive your \$30 check for this survey in about 4 to 6 weeks. It will come in an envelope from our company: TecMarket Works.

**Shall we use the name and address on the call sheet for their incentive check?
if "No", record any changes on call sheet**

- Yes
- No

Thanks again for your time and feedback today!
(politely end call)

Appendix D: Non-Participant Survey Instrument

INTRODUCTION

Use four attempts at different times of the day and different days before dropping from contact list. Call times are from 1000 a.m. to 800 p.m. EPT Monday through Saturday. No calls on Sunday. (Sample size N = 80 per state)

Note Only read words in bold type. Italics are instructions.

Surveyor Name

Survey ID

State

Kentucky

Ohio

for answering machine 1st through penultimate attempts:

Hello, my name is _____. I am calling from TecMarket Works to conduct a customer survey on behalf of Duke Energy. I'm sorry I missed you. I'll try again another time.

for answering machine - Final Attempt:

Hello, my name is _____. I am calling from TecMarket Works to conduct a customer survey on behalf of Duke Energy. This is my last attempt at reaching you, my apologies for any inconvenience.

if person answers

Hello, my name is _____. I am calling from TecMarket Works to conduct a customer survey on behalf of Duke Energy. May I speak with _____ please?

If person talking, proceed. If person is called to the phone reintroduce. If not home, ask when would be a good time to call and schedule the call-back:

We are conducting this survey to obtain your opinions about the Duke Energy Savings Store, the website that sells discounted specialty CFL and LED light bulbs. We are not selling anything. Your responses to our survey questions will be combined with other responses and used to help us make improvements to the online store. If you qualify for the survey, we will send you a \$20 check for your time. The survey will take about 20 minutes. May we begin?

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

1. Do you recall seeing or hearing anything about Duke Energy's online Savings Store?

- Yes
- No
- DK/NS

2. Duke Energy has a website with an online store that offers its customers discounted pricing for specialty CFL and LED light bulbs. Were you aware of this online store's existence before now?

[Interviewer: if needed, read descriptions of the types of bulb if respondents seem unclear on anything about them]

IF NEEDED: CFLs, also known as compact fluorescent light bulbs, are energy saving light bulbs that have a "twisty" shape like a soft-serve ice cream cone.

IF NEEDED: LEDs, also known as "light-emitting diodes", are a type of lighting that uses multiple tiny bulbs, or diodes, that are wired together on one lamp.

- Yes
- No
- DK/NS

If NO or DK/NS to q2:

I'm sorry, but you do not qualify to take this survey. Presently, we are only interviewing customers who are aware of the Duke Energy online Savings Store.

Politely terminate interview.

3. Did anyone in your household buy light bulbs from the Duke Energy Savings Store?

(Check all that apply)

- Yes
- No
- DK/NS

If Yes to q3, ask:

3a. Who in your household bought light bulbs from the Duke Energy Savings Store?

After Q3a, read:

I'm sorry, but you do not qualify to take this survey. Presently, we are only interviewing customers who have not purchased light bulbs from the Duke Energy Savings Store.

Politely terminate interview.

Click "Next" to submit this response.

If No or DK/NS to q3, continue:

4. We are interested in learning what people think about the Savings Store. This includes people who did not purchase anything from the Store. Did you go online to visit the Duke Energy Savings Store?

- Yes (I visited the Savings Store)
- Somebody else in the household visited the store
- Nobody in this household visited the store
- DK/NS

If Yes, continue with q5a.

If "Somebody else", Say:

**If someone else visited the store, it'd be best if I spoke with them. Can they take the call? If the person who visited the site is available, restart survey from the beginning. If they are not available, try to record the name of the person who visited the store on the call sheet and try to arrange to call back when this person is available. Then end the call with:
Thanks. I'll look forward to talking to [name of person]. I appreciate for your time.**

If Nobody or DK/NS, skip to N1a

5a. Were you successful in your attempt to log on to the Savings Store website?

- Yes
- No
- DK/NS

if Yes: - SKIP AHEAD TO 6a

If No: - CONTINUE WITH Q5b THROUGH Q7a THEN SKIP TO N3a

if DK/NS - SKIP TO N1a

5b. Why were you not successful in your attempt to access the Duke Energy Savings Store?

Mark all that apply.

- Didn't know Duke account number
- Didn't know the social security number PIN to log on
- Didn't have the social security number on file with Duke in order to log on
- Became confused during the log on process

5d. Explain _____

- Technical difficulties using the website

5e. Explain _____

- Didn't have access to the internet
- Didn't know how to use a web browser
- Some other reason

5f. Explain _____

- DK/NS

If Didn't know Duke account number

5c. Did you know you can use your primary phone number?

- Yes
- No
- DK/NS

5g. What do you think would have helped to make your attempt more successful?

Probe for details and record response

6a. How did you first learn about the Duke Energy Savings Store?

Mark all that apply.

- Advertisement with my bill
- I got a letter/brochure in the mail
- Email from Duke Energy / Duke Energy employee
- Paperless billing email
- Saw message while accessing my account online
- Saw a message on Duke Energy's public website (not the online account system part)
- From another website
ask: 6b. Which one? _____
- TV, radio, newspaper, news reports, advertising (traditional media)
6c. Specify source _____
- CAP agency / Low income program
ask 6e. Which organization? _____
- Social media
6d. Specify source _____
- From friend/family/neighbor/co-worker (*ask if through email, if so, select item below*)
- Email from family/friend/neighbor/co-worker
- I contacted Duke Energy for information or help
6f. Specify method of contact (phone, email, employee, etc.) _____
- Some other way,
6g. specify _____
- DK/NS

7a. The Duke Energy Savings Store is only available online. What method did you use to get to the Store?

Mark all that apply.

- Via a link in my online services account ("My Account" at Duke Energy site)
- Via a link on the Duke Energy public website
- Used a web browser favorite/bookmark
- Entered URL directly into browser
- Used an online link via email, social media, etc.
- Other (*please specify*) 7b. _____

IF "NO" IN 5a THEN SKIP AHEAD TO N3a NOW

8. What is the total number of times you have visited the Savings Store?

- Record number _____
- DK/NS

9a. What was the main reason that you visited the store without making a purchase?

Check just one answer, THEN ask the follow up question if there is one.

- Just looking to see what was there (curiosity)
- Didn't need any energy efficient light bulbs at that time
- Just checking Duke's prices
- Making price comparisons with other retailers

9b. Which ones? _____

- The prices were not motivating enough

9c. What prices/discounts would have motivated you? _____

- Could not find what I wanted/needed
- Store didn't offer the bulbs I wanted/needed

9d. What did you want? _____

- Could not decide on which bulbs to buy

9e. Why not? _____

- Had questions that the website didn't answer

9f. What did you want to know? _____

- Wanted more information from somewhere besides the online store

9g. Where? _____

- Was not ready to make a purchase

9h. Why not? _____

- Wanted to see physical products instead of images online
- Didn't want to buy light bulbs online
- Didn't want to buy light bulbs via mail order
- Warranty questions or concerns
- Didn't want to buy from Duke Energy
- Mercury concerns
- Took too many clicks to make a purchase
- Did not have credit card information available
- Purchase/payment process was too difficult
- Could not complete the transaction due to technical issues

9i. What happened? _____

- Other reasons *Specify: 9j.* _____
- DK/NS

10a. Were there any other reasons that you visited the store without making a purchase?

Check all answers first, THEN ask the follow up questions.

- No other reasons
- Just looking to see what was there (curiosity)
- Didn't need any energy efficient light bulbs at that time
- Just checking Duke's prices
- Making price comparisons with other retailers

10b. Which ones? _____

- The prices were not motivating enough

10c. What prices/discounts would have motivated you? _____

- Could not find what I wanted/needed
- Store didn't offer the bulbs I wanted/needed

10d. What did you want? _____

- Could not decide on which bulbs to buy

10e. Why not? _____

- Had questions that the website didn't answer

10f. What did you want to know? _____

- Wanted more information from somewhere besides the online store

10g. Where? _____

- Was not ready to make a purchase

10h. Why not? _____

- Wanted to see physical products instead of images online
- Didn't want to buy light bulbs online
- Didn't want to buy light bulbs via mail order
- Warranty questions or concerns
- Didn't want to buy from Duke Energy
- Mercury concerns
- Took too many clicks to make a purchase
- Did not have credit card information available
- Purchase/payment process was too difficult
- Could not complete the transaction due to technical issues

10i. What happened? _____

- Other reasons *Specify: 10j.* _____

- DK/NS

11a. On a scale of 1-to-10, where 1 is very difficult and 10 is very easy, how easy was it to log onto the website?

1 2 3 4 5 6 7 8 9 10 DK/NS

If 7 or less,

11b. How could this be improved?

12a. On the same 1 to 10 scale, how easy was it to navigate around the website?

1 2 3 4 5 6 7 8 9 10 DK/NS

If 7 or less,

12b. How could this be improved?

13a. On the same 1 to 10 scale, how easy was it to find the items you were looking for?

1 2 3 4 5 6 7 8 9 10 DK/NS NA

If 7 or less,

13b. How could this be improved?

13c. Did your ability to find the items you were looking for have any influence on your decision NOT to buy bulbs from the Savings Store?

- Yes
- No
- DK/NS

If "yes" in 13c,

13d. Why do you say that?

14a. On a scale of 1 to 10, where 1 is not at all helpful and 10 is very helpful, how helpful were the bulb descriptions?

1 2 3 4 5 6 7 8 9 10 DK/NS NA

If 7 or less,

14b. How could this be improved?

15a. On the same 1 to 10 scale, how helpful were the energy savings estimates provided for each light bulb?

1 2 3 4 5 6 7 8 9 10 DK/NS NA

If 7 or less,

15b. How could this be improved?

15c. Did the descriptions provided on the website have any influence on your decision NOT to buy bulbs from the Savings Store?

- Yes
- No
- DK/NS

If "yes" in 15c,

15d. Why do you say that?

16a. Did the ENERGY savings estimates provided on the website have any influence on your decision NOT to buy bulbs from the Savings Store?

- Yes
- No
- DK/NS

If "yes" in 16a,

16b. Why do you say that?

16c. Did the FINANCIAL savings estimates provided on the website have any influence on your decision NOT to buy bulbs from the Savings Store?

- Yes
- No
- DK/NS

If "yes" in 16c,

16d. Why do you say that?

17. When you think of your most recent visit to the Store, do you recall if Duke Energy was offering a reduced price for the bulbs?

- Yes
- No
- DK/NS

18a. On a scale of 1-to-10, with 1 being very dissatisfied and 10 being very satisfied, please rate your satisfaction with price of light bulbs sold at the Savings Store.

- 1 2 3 4 5 6 7 8 9 10 DK/NS

If 7 or less,

18b. Why did you give that score?

19a. Did the pricing of bulbs on the website have any influence on your decision NOT to buy bulbs from the Savings Store?

- Yes
- No
- DK/NS

If "yes" in 19a,

19b. Why do you say that?

20. Did you place any items in the shopping cart?

- Yes
- No
- DK/NS

If No or DK/NS, skip to q26

21a. On a scale of 1 to 10 where 1 is not at all easy and 10 is very easy, how easy was it to use the shopping cart?

- 1 2 3 4 5 6 7 8 9 10 DK/NS

If 7 or less,

21b. How could this be improved?

22a. Did the functionality of the shopping cart have any influence on your decision NOT to buy bulbs from the Savings Store?

- Yes
- No
- DK/NS

If "yes" in 22a,

22b. Why do you say that?

23. Did you start the checkout process?

- Yes
- No
- DK/NS

If No or DK/NS, skip to q26

24a. On a scale of 1 to 10 where 1 is not at all easy and 10 is very easy, how easy was the checkout process?

- 1 2 3 4 5 6 7 8 9 10 DK/NS

If 7 or less,

24b. How could this be improved?

25a. Did the checkout and payment elements have any influence on your decision NOT to buy bulbs from the Savings Store?

- Yes
- No
- DK/NS

If "yes" in 25a,

25b. Why do you say that?

26. If you had decided to buy something, what method would you have used to pay for your purchases?

- Credit card
- Check or money order
- Would have preferred some other method 26a. specify _____
- Prefer not to answer
- DK/NS

27a. Did you notice the shipping methods and delivery times?

- Yes
- No
- DK/NS

If 'Yes' to q27a,

27b. What did you notice?

If No or DK/NS, skip to q30

28a. Did the shipping methods have any influence on your decision NOT to buy bulbs from the Savings Store?

- Yes
- No
- DK/NS

If "yes" in 28a,

28b. Why do you say that?

29a. Did the delivery times have any influence on your decision NOT to buy bulbs from the Savings Store?

- Yes
- No
- DK/NS

If "yes" in 29a,

29b. Why do you say that?

30a. Would you have preferred another method for buying energy efficient specialty light bulbs other than ordering them online from the Savings Store?

- Yes
- No
- DK/NS

If Yes, ask:

30b. Which method?

31a. On a 1-to-10 scale with 1 being very dissatisfied and 10 being very satisfied, please rate your overall satisfaction with Duke Energy Savings Store.

- 1 2 3 4 5 6 7 8 9 10 DK/NS

If 7 or less,

31b. How could this be improved?

Ask 31c for Ohio customers ONLY

31c. If you were rating your overall satisfaction with the Savings Store, would you say you were Very Satisfied, Somewhat Satisfied, Neither Satisfied nor Dissatisfied, Somewhat Dissatisfied, or Very Dissatisfied?

- Very Satisfied
- Somewhat Satisfied
- Neither Satisfied nor Dissatisfied
- Somewhat Dissatisfied
- Very Dissatisfied
- Refused
- DK/NS

Ask 31d for Ohio customers ONLY (ask ALL Ohio customers to explain ratings)

31d. Why do you give it that rating?

32a. What do you like most about the Duke Energy Savings Store?

32b. What do you like least about the Duke Energy Savings Store?

33. Are there any other bulbs or energy efficiency items you'd like to be able to order at the Savings Store?

34. Are there any additional features you would like to see on the Savings Store website?

35. How else might the Savings Store be improved?

AFTER ASKING 35, SKIP AHEAD TO 36a

Customers who did not visit the savings store ("no" or "dk/ns" in q4) are asked Questions n1a-n8b.

Customers who were unsuccessful in their attempt to log on to the Savings Store website ("No" in q5a) are asked Questions n3a-n8b.

N1a. How did you first learn about or hear about Duke Energy's Savings Store?

Mark all that apply.

- Saw message while accessing My Account online
- Saw a message on Duke Energy's public website (not the online account system part)
- From another website

N1b. Which one? _____

- I got a letter/brochure in the mail
- I got a brochure in the box of free CFLs
- Advertisement with my bill
- Email from Duke Energy / Duke Energy employee
- Paperless billing email
- TV, radio, newspaper, news reports, advertising (traditional media)

N1c. Specify source _____

- Social media

N1d. Specify source _____

- From friend/family/neighbor/co-worker (ask if through email, if so, select item below)
- Email from family/friend/neighbor/co-worker
- I contacted Duke Energy for information or help

N1e. Specify method of contact (phone, email, employee, etc.) _____

- Some other way (specify) *N1f.* _____
- DK/NS

N2a. What was the main reason that you decided not to visit the Duke Energy Savings Store?

Check just one answer, THEN ask the follow up question if there is one.

- Didn't have access to the internet
- Tried but could not log in
- I was too busy at the time
- Didn't need any energy efficient light bulbs at that time
- Not interested in purchasing energy efficient light bulbs at all
- The prices shown on the promotional materials were not motivating enough

N2b. What prices/discounts would have motivated you? _____

- Didn't think the Store would have what I need

N2c. Why not? _____

- Didn't want to shop online
- Didn't want to buy light bulbs via mail order
- Didn't want to buy anything from Duke Energy
- Didn't have a credit card
- Didn't know how to use a web browser
- Wanted more information

N2d. What did you want to know? _____

- Mercury or disposal concerns
- Do not like the "My Account Online System" pop-up as an ad or intrusion
- Other *N2e. Record details:* _____
- DK/NS

(Customers who tried to log on but failed resume at n3a)

N3a. Were there any other reasons that you decided not to visit the Duke Energy Savings Store?

Check all answers first, THEN ask the follow up questions

- No other reasons
- Didn't have access to the internet
- Tried but could not log in
- I was too busy at the time
- Didn't need any energy efficient light bulbs at that time
- Not interested in purchasing energy efficient light bulbs at all
- The prices were not motivating enough

N3b. What prices/discounts would have motivated you? _____

- Didn't think the Store would have what I need

N3c. Why not? _____

- Didn't want to shop online
- Didn't want to buy light bulbs via mail order
- Didn't want to buy anything from Duke Energy
- Didn't have a credit card
- Didn't know how to use a web browser
- Wanted more information

N3d. What did you want to know? _____

- Mercury or disposal concerns
- Do not like the "My Account Online System" pop-up as an ad or intrusion
- Other N3e. Record details: _____
- DK/NS

N4. We are interested in learning what we might do in order to encourage people like you to visit the Duke Energy online Savings Store. Are there things that could be better explained to encourage you to visit the store and make a purchase?

N5. Are there items that Duke Energy could offer that would make more people such as yourself want to visit the Savings Store and make a purchase?

N6. Are there prices or discounts that the Savings Store could offer that would make more people such as yourself want to visit the Store and make a purchase?

N7. Is there anything else that you think could be done to get more people such as yourself to buy light bulbs from the Savings Store?

N8a. As a result of what you know about the Duke Energy Savings Store, would you say your attitude toward Duke Energy is more positive, more negative, or about the same?
(If more positive/negative, ask if "much more" positive/negative' or "somewhat more" positive/negative.)

- Much more positive
- Somewhat more positive
- About the same
- Somewhat more negative
- Much more negative
- DK/NS

If "more positive" or "more negative" in N8a, then ask N8b:

N8b. Why do you say that?

36a. Have you told anyone about the Duke Energy Savings Store?

- Yes
- No
- DK/NS

If No or DK/NS, skip to q37a

36b. Who did you tell?

Friends **How many?** _____
Family **How many?** _____
Co-workers **How many?** _____
Neighbors **How many?** _____
Other **How many?** _____

36c. How did you tell them?

Mark all that apply.

- Word of mouth
- Email
- Facebook
- Twitter
- Web site forum
- Other _____

37a. On a 1-to-10 scale with 1 being very dissatisfied and 10 being very satisfied, please rate your overall satisfaction with Duke Energy.

1 2 3 4 5 6 7 8 9 10 DK/NS

If 7 or less,

37b. How could this be improved?

38. Why do you think that Duke Energy is providing discounted specialty bulbs to their customers

Do not read response options, mark all that apply.

- Duke Energy wants to save their customers money
- Duke Energy wants to save energy for environmental reasons
- Duke Energy wants to save energy for economic reasons
- Duke Energy wants to look good (PR)
- The government is forcing Duke Energy to do it
- Other (*specify*) _____
- None of the above
- DK/NS

39a. Did you have any CFLs installed in your home before you learned about the Savings Store?

IF NEEDED: CFLs, also known as compact fluorescent light bulbs, are energy saving light bulbs that have a "twisty" shape like a soft-serve ice cream cone.

- Yes **39b. How many?** _____
- No
- DK/NS

40. How many years have you been using CFLs?

- Never used until recently (first time user)
- 1 year or less (but not first time)
- 1 to 2 years
- 2 to 3 years
- 3 to 4 years
- 4 or more years
- Other (*specify*) _____
- DK/NS

41a. Did you have any LEDs installed in your home before you learned about the Savings Store?

IF NEEDED: LEDs, also known as "light-emitting diodes", are a type of lighting that uses multiple tiny bulbs, or diodes, that are wired together on one lamp.

- Yes **41b. How many?:** _____
- No
- DK/NS

If No or DK/NS, skip to q43

42. How many years have you been using LEDs?

- Have never used LED light bulbs at all
- Never used until recently (first time user)
- 1 year or less (but not first time)
- 1 to 2 years
- 2 to 3 years
- 3 to 4 years
- 4 or more years
- Other *specify* _____
- DK/NS

43a. What is your best estimate of the total number of light bulbs currently installed in your home that are incandescent or halogen bulbs?

43b. How many of these incandescent or halogen bulbs are standard capsule bulbs? By standard capsule bulbs, I mean the most common type of light bulb shape.

FURTHER DESCRIPTION IF NEEDED Capsule bulbs, also known as "A" lamps, are the most common shape for traditional incandescent bulbs. These encapsulated style light bulbs fit in standard sockets and are especially suitable for use in open fixtures in which the bulb will be visible.

43c. How many of these incandescent or halogen standard capsule bulbs are installed in sockets that are typically used for more than 2 hours a day?

44. Next I am going to read a list of different types of specialty light bulb and ask how many of each you have in your home. By specialty light bulbs, I mean bulbs that are not the standard capsule shape, and bulbs that have special features.

44a. How many dimmable bulbs do you have in your home?

- None
- One or More (*record number*) _____
- DK/NS

If "One or more" in q45a, ask:

45a. How many dimmable bulbs are...

- CFL _____
- LED _____
- Halogen _____
- Incandescent _____
- DK/NS _____

44b. How many 3-way bulbs do you have in your home?

- None
- One or More (*record number*) _____
- DK/NS

45b. How many 3-way bulbs are...

- CFL _____
- LED _____
- Halogen _____
- Incandescent _____
- DK/NS _____

44c. How many indoor reflector bulbs do you have in your home?

- None
- One or More (*record number*) _____
- DK/NS

45c. How many Indoor reflector bulbs are...

- CFL _____
- LED _____
- Halogen _____
- Incandescent _____
- DK/NS _____

44d. How many outdoor reflector bulbs do you have in your home?

- None
- One or More (*record number*) _____
- DK/NS

45d. How many outdoor reflector bulbs are...

- CFL _____
- LED _____
- Halogen _____
- Incandescent _____
- DK/NS _____

44e. How many globe bulbs do you have in your home?

- None
- One or More (*record number*) _____
- DK/NS

45e. How many globe bulbs are...

CFL _____
LED _____
Halogen _____
Incandescent _____
DK/NS _____

44f. How many candelabra bulbs do you have in your home?

None
 One or More (*record number*) _____
 DK/NS

45f. How many candelabra bulbs are...

CFL _____
LED _____
Halogen _____
Incandescent _____
DK/NS _____

44g. Do you have any CFL or LED capsule bulbs in your home? These are CFL and LED bulbs that are encapsulated to look like standard incandescent light bulbs.

None
 One or More (*record number*) _____
 DK/NS

45g. How many capsule bulbs are...

CFL _____
LED _____
DK/NS _____

44h. Do you have any Other type of specialty bulbs in your home?

Record type of "other" bulbs in Comment box.

((bug lights, appliance lights, aquarium lights, holiday lights, tube lighting, etc.))

None
 One or More (*record number*) _____
 DK/NS

45h. How many Other bulbs are...

CFL _____
LED _____
Halogen _____
Incandescent _____
DK/NS _____

46. Next, for each of these types of specialty bulbs, how many incandescent or halogen bulbs do you currently have in storage to replace bulbs that burn out?

IF NEEDED: Incandescent bulbs are the most common type of light bulb. It features a screw-base and is known for providing bright, warm light instantly

IF NEEDED: Halogen light bulbs are similar to incandescent bulbs, but are known to be more energy efficient than standard incandescent bulbs and tend to be used in indoor and outdoor flood lighting, indoor recessed or tracked lighting, and in floor and desk lamps.

Dimmable bulbs _____
Three-way bulbs _____
Indoor reflector bulbs _____
Outdoor reflector (flood) bulbs _____
Globe (vanity) bulbs _____
Candelabra bulbs _____
Capsule bulbs (*standard-shaped incandescent light bulbs*) _____
Other (specify) _____

Only ask q47a-q48c if they visited the store ("yes" to q5a) – everybody else (not "yes" to q5a) skips ahead to q49a after q46.

47a. Did your experience visiting the Savings Store make it more or less likely that you would purchase and install CFLs in the future?

- More likely
- Less likely
- Neither more or less likely
- DK/NS

if "More likely", ask:

47b. What specifically made you more likely to use CFLs in the future?

if "Less likely", ask:

47c. What specifically made you less likely to use CFLs in the future?

48a. Did your experience visiting the Savings Store make it more or less likely that you would purchase and install LEDs in the future?

- More likely
- Less likely
- Neither more or less likely
- DK/NS

if "More likely", ask:

48b. What specifically made you more likely to use LEDs in the future?

if "Less likely", ask:

48c. What specifically made you less likely to use LEDs in the future?

49a. Next I am going to read you a series of statements. Please tell me which statement best describes your future intentions for shopping for light bulbs at the Duke Energy Savings Store.

Read all in Bold

- I will never shop at the Savings Store for light bulbs,**
- I will probably not shop at the Savings Store,**
- I may or may not shop at the Savings Store,**
- I will probably shop at the Savings Store,**
- I will definitely shop at the Savings Store, or**
- The Savings Store will be one of the first places I go the next time I need to shop for light bulbs**
- DK/NS**

For any response to 49a other than "DK/NS", ask:

49b. Why do you say that?

50. What do you think could be done to get more people such as yourself to buy light bulbs from the Savings Store?

51. Currently, there are a number of types of light bulbs available for purchase in the market, like CFL bulbs, Halogen bulbs, standard incandescent bulbs, and LED bulbs, among others. Thinking about the next ten light bulbs you will purchase at the Duke Energy Savings Store or anywhere else...

Interviewer: read descriptions of the types of bulb if respondents seem unclear on anything about them.

Total for all should equal, and cannot exceed, 10

_____ **Approximately how many will be any type of standard incandescent light bulbs?**

_____ **Approximately how many will be any type of Halogen light bulbs?**

_____ **Approximately how many will be any type of CFL light bulbs?**

_____ **Approximately how many will be any type of LED light bulbs?**

_____ **Approximately how many will be "other" bulb types?**

_____ **(Don't know/Refused)**

***IF NEEDED:* Incandescent bulbs are the most common type of light bulb. It features a screw-base and is known for providing bright, warm light instantly.**

***IF NEEDED:* Halogen light bulbs are similar to incandescent bulbs, but are known to be more energy efficient than standard incandescent bulbs and tend to be used in indoor and outdoor flood lighting, indoor recessed or tracked lighting, and in floor and desk lamps.**

***IF NEEDED:* CFLs, also known as compact fluorescent light bulbs, are energy saving light bulbs that have a "twisty" shape like a soft-serve ice cream cone.**

***IF NEEDED:* LEDs, also known as "light-emitting diodes", are a type of lighting that uses multiple tiny bulbs, or diodes, that are wired together on one lamp.**

52a. Since learning about the Duke Energy Savings Store have you bought any CFLs or LEDs from a local retailer, an online merchant, or from anyplace other than the Savings Store?

- Yes
- No
- DK/NS

If 'Yes', ask:

52b. Where?

If No or DK/NS, skip to q57

Please tell me what types of CFL and LED bulbs you purchased, and how many of each type.

Record responses for 53 in the table below for each bulb types purchased (leave row blank if a type was not purchased).

RECORD NUMBER OF BULBS FOR 53 FIRST, THEN ASK 54 when number purchased is greater than zero

If respondent says "CFL" or "LED", probe for details to get the specific type of bulb (read responses from table if necessary).

Note that a "regular" LED bulb is a Capsule, and a "regular" CFL is a Standard Spiral.

53. How many bulbs did you purchase? required for all bulbs

54. How many of these bulbs are currently installed? required when q53 > 0

| | number purchased | number installed |
|--|-------------------------|-------------------------|
| Standard spiral CFLs | | |
| Capsule CFLs | | |
| Indoor Reflector CFLs | | |
| Outdoor Reflector CFLs | | |
| Globe CFLs | | |
| Candelabra CFLs | | |
| Dimmable CFLs | | |
| Three-way CFLs | | |
| Standard or capsule LED | | |
| Indoor reflector LED | | |
| Outdoor reflector LED | | |
| Globe LED | | |
| Candelabra LED | | |
| Three-way LED | | |
| Other type of CFL bulb <i>specify type and number</i> | | |
| Other type of LED bulb <i>specify type and number</i> | | |

55. Why didn't you purchase these bulbs from the Duke Energy Savings Store?

56a. Using a 1 to 10 scale, with 1 meaning that the Savings Store had no influence, and 10 meaning that the Store was very influential, please rate the influence of the Savings Store on your decision to purchase additional CFLs or LEDs elsewhere.

() 1 () 2 () 3 () 4 () 5 () 6 () 7 () 8 () 9 () 10 () DK/NS

For any score, ask:

56b. Why did you give that score?

57. Have you taken any additional steps to save energy in your home since visiting the Duke Energy Savings Store?

- Yes
- No
- DK/NS

If No or DK/NS, skip to Demographics (d1)

58a-d. What actions have you taken to save energy?

After each response, ask:

Anything else?

If no, SKIP TO DEMOGRAPHICS.

Response a _____

Response b _____

Response c _____

Response d _____

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

d2b. How long have you lived in your current home?

- Record Years and Months* _____
- 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 _____
- DK/NS

d5. How old is your heating system?

- 0-4 years
- 5-9 years
- 10-14 years
- 15-19 years
- 19 years or older
- Other _____
- 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?

Mark all that apply.

- 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
- DK/NS

d21. Does your home have an attic?

- Yes
- No

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

- Yes
- No
- N/A
- DK/NS

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

- Yes
- No
- DK/NS

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

- Yes
- No
- DK/NS

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

- Yes
- No
- DK/NS

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

- Yes
- No
- DK/NS

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

- Yes
- No
- DK/NS

d28. Do you have a programmable thermostat?

- Yes
- No
- DK/NS

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

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

Read all answers until they reply.

- Not at all
- Slightly
- Moderately, or
- Greatly
- DK/NS

d33. How many people live in this home?

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

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
- DK/NS

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
- DK/NS

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 in Bold.

- 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 in Bold.

- 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
- DK/NS

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

Confirm Name & complete address from calling sheet. If needed, make any changes to Name or Address on calling sheet, and mark "Changed Info" column.

Shall we use the name and address on the call sheet for their incentive check?

If "No", record any changes on call sheet.

- Yes
- No

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

Thanks again for your time and feedback today!

(politely end call)