

Only two surveyed non-participants in the Carolina System (2.5% of 80) said that they attended the community meeting to promote the program. These customers were asked to rate their satisfaction with the information presented at the meeting, the staff and presenters, and the community meeting overall: the mean ratings for all three of these measures are 9.5 (one customer gave all "9" ratings and the other gave all "10" ratings). Since these customers were very satisfied with the meeting, they were not asked to give suggestions for improving it.

### **Non-Participants' Understanding of the Program**

Surveyed non-participants were asked to describe in their own words what they thought the Residential Neighborhood program was about and what it would do for them: *"Please describe what you understood was required of participants in this program, and what you could have received in return had you participated in Duke Energy's Residential Neighborhood Program. (What is this program about / what would they do?)"* These responses are categorized below in Table 109.

The aspects of the program that are most likely to be recalled by non-participants are "receiving free energy-saving measures" (mentioned by 31.3% or 25 out of 80) and "visiting the home for a free energy audit" (30.0% or 24 out of 80); both of these are "correct" responses that accurately describe the program. Four more categories of response were mentioned by at least 10% of surveyed non-respondents: "saving money on energy bills" (11.3% or 9 out of 80) and "receiving home weatherization" (11.3% or 9 out of 80) are also both accurate responses, while "visiting the home to inspect systems and measure energy usage" (11.3% or 9 out of 80) is only partially correct (these responses describe the home audit but not its actual purpose). Another common response, "participation requires landlord's permission" (10.0% or 8 out of 80), is an accurate description of a potential barrier to participation (many of the customers mentioning this aspect did not participate because their landlord did not give permission). Only 16.3% (13 out of 80) of surveyed non-participants could not answer this question ("don't know / not specified").

Only one of the differences by state shown in Table 109 is statistically significant: Customers in South Carolina are more likely to respond with "we are already efficient / not interested" (8.2% or 4 out of 49, compared to 0% of 31 for North Carolina respondents; this difference is significant at  $p < .10$  using Student's t-test).



**Table 109. Non-Participants' Understanding of the Residential Neighborhood Program**

Base: non-participants who are aware of the program	North Carolina (N=31)	South Carolina (N=49)	Total (N=80)
Receive free energy-saving measures (bulbs, aerators, sweeps, etc.)	32.3%	30.6%	31.3%
Visit home for free energy audit and energy-saving information	29.0%	30.6%	30.0%
Saving money on energy bills	16.1%	8.2%	11.3%
Receive home weatherization / seal leaks (doors, windows, insulation, etc.)	12.9%	10.2%	11.3%
Visit home to inspect systems / measure energy usage	12.9%	10.2%	11.3%
Participation would require my landlord's permission / for homeowners only	6.5%	12.2%	10.0%
Attending community meeting to discuss energy issues & learn about energy efficiency	6.5%	8.2%	7.5%
We are already efficient / don't need what this program offers / not interested	0.0%	8.2%	5.0%
Learning how to save energy (other than through audit or meeting)	3.2%	4.1%	3.8%
Other responses (listed below)	12.9%	14.3%	13.8%
Don't know / not specified	19.4%	14.3%	16.3%

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

Eleven non-participants surveyed in the Carolina system gave "other" responses when asked to describe the program, which are listed below. Many of these responses are either vague ("make the neighborhood better") or inaccurate ("get some kind of coupon for free stuff").

**North Carolina (N=4)**

- *I think they were trying to make the neighborhood better.*
- *It was supposed to be a program where they'd fix things in your house.*
- *I don't think there was anything that you would receive.*
- *I think it was a program offered only for our area since it seems like a low income neighborhood.*

**South Carolina (N=7)**

- *There would be an environmental impact towards helping the environment. The neighborhood's overall energy efficiency would improve. I also remember that they offered appliance pick-up.*
- *They were doing things to help make your house warmer.*
- *They offered an upgrade on my house to save energy.*
- *I think Duke is trying to make a push for local residents to save energy.*
- *My neighbor told me a little bit about it; they said it was something about how to make your home more efficient.*
- *They were supposed to inspect your home, tell you where your leaks were, tell you how you could save energy, and then you would get some kind of coupon for free stuff.*



- *I believe that anybody who lived in that neighborhood could participate.*

The top responses for non-participants' understanding of the program mirror the top responses for program participants (reported in Table 21 on page 37), though a significantly larger percentage of participants are able to name these benefits of the program. For example, the top response for both groups is "installing measures", mentioned by 57.5% or 46 out of 80 participants but only 31.3% or 25 out of 80 non-participants, a difference which is significant at  $p < .05$  using Student's t-test. Participants are also significantly more likely than non-participants to mention the home audit, home weatherization, saving energy and saving money on utility bills (all  $p < .05$ ), though this is not surprising considering that participants have actually participated in the program before they were asked their understanding of the program (their experience with the program is first-hand, rather than based only on communications about the program).

As indicated by Table 110, more than half of non-participants who were aware of the program believed that they would have been eligible to participate (55.0% or 44 out of 80). Only 10.0% (8 out of 80) believed that they would not have been eligible, while another 35.0% (28 out of 80) were not sure if they were eligible or not. There are no significant differences between states.

**Table 110. Non-Participants' Understanding of Their Eligibility to Participate in the Residential Neighborhood Program**

Base: non-participants who are aware of the program	North Carolina (N=31)	South Carolina (N=49)	Total (N=80)
Think I would have been eligible	58.1%	53.1%	55.0%
Do not think I would have been eligible	6.5%	12.2%	10.0%
Don't know if I would have been eligible	35.5%	34.7%	35.0%

The 44 surveyed non-participants who believe that they would have been eligible to participate in the Residential Neighborhoods program were asked why they did not participate in the program. These responses are listed and categorized below; a plurality of these customers (43.2% or 19 out of 44) did not participate due to issues with availability and scheduling.

**Customers Who Believe They Qualify for the Program: Not Available / Scheduling / Too Busy (N=19)**

- *At the time I was busy and didn't have time to get involved with anything else.*
- *At the time I was still on active duty. I was unavailable to participate in the program because I was working and would not be at home.*
- *At the time that the program was offered, I was very busy, I had no time. I want to participate in the program now though! I know that my house would really benefit from those improvements and I believe that my utility bills are way too high right now.*
- *From the times that they were available, and times I was home from work, our schedules didn't mesh together.*
- *I had just moved here at the time the program was offered and I was just getting familiar with the area.*
- *I missed it because of my job. My hours at my job are uncertain. I couldn't give them a specific time I could be there. At the time, I lived by myself.*



- *I was not at home when they came around to talk to me about the program. I work during the day, I wanted to participate, but I was not available to sign up for the program when they came door to door.*
- *I was not at home when they came around with the information and I work 8 a.m. to 5 p.m. every weekday, so I was unable to participate.*
- *I know my house needs a lot of work done to it and I was hoping they'd come back later on down the road after I'd done some of the stuff I need to do. I need new windows and a lot of other things.*
- *I was too busy, I really wanted to go, I even had the meeting written in my calendar but, I had to work and was unable to make the meeting.*
- *I was working like six days a week. I work road construction, paving, so I leave really early in the morning and, by the time I get home, it's like 8:00.*
- *It took place during the workday and I could not afford to take the time off work.*
- *It was just bad timing for me; I was fixing to move to Missouri.*
- *They put a number on there, but I was working during the time they would come back around.*
- *I was not feeling well. I was sick and unable to attend the meeting.*
- *I was out of town for my job.*
- *I was too busy at the time.*
- *I didn't have the time.*
- *I just didn't get around to it.*

**Customers Who Believe They Qualify for the Program: Not Interested / Already Efficient / Already Participated in a Similar Program (N=8)**

- *I did the one through the city that was exactly like it, so I felt I didn't need it.*
- *I had already had something like this done to my home a little bit ago.*
- *My sister's granddaughter got materials through school, so I got the whole kit. The kit included light bulbs, a showerhead, and tape. I didn't see any sense in duplicating what I got.*
- *My bill says that I was really low energy so I didn't do it. I have a very energy efficient home already.*
- *They said I was pretty energy-efficient and that the only thing it sounded like I might need is a little bit of insulation around one of the outside doors. I didn't really need the program.*
- *We really didn't need anything; our house was already approved to be energy efficient.*
- *My energy bills have always stayed the same, and then this cold snap hit and my bills doubled. I just wasn't concerned at that time.*
- *I didn't want anyone coming into my house and telling me what I need.*



**Customers Who Believe They Qualify for the Program: Applications / Paperwork / Miscommunications (N=8)**

- *After I got my landlord to sign the paper, I lost all the information including a phone number to call and make the appointment.*
- *I got the papers signed by my landlord, but they never came back to pick them up.*
- *Because the flyer did not state my apartment complex, I had no idea that the information was for me or that it applied to my apartment complex.*
- *I needed my landlord's approval, and he said yes, but I didn't get the paper back to Duke in time.*
- *I assumed the two programs were the same. I guess I thought that the free light bulbs I requested and never received was the same as this Neighborhood program.*
- *The first time it was offered I did not fill out the information card by the due date. I think they are offering the program again, but I have to fill out the information card before March 1st, I have not filled it out yet.*
- *I misplaced the paperwork; it was something from my doorknob.*
- *I didn't know what else I had to do.*

**Customers Who Believe They Qualify for the Program: Landlord Permission / Rental Issues (N=4)**

- *An approval letter from my landlord was needed to be able to do the program. My landlord was unavailable to do the approval. The landlord was only going to be available the day after the deadline to apply to the program.*
- *I needed permission from my landlord. My landlord is out of town a lot, and was at that time, so I couldn't get him to sign the paperwork in time. Duke Energy told me the paper had to be signed in order to have them come. My landlord was gone then.*
- *We had to get management to sign-off before it could take place. I asked them, but management wouldn't sign-off on it.*
- *Well, if I'm remembering right, I had to fill out some information about my house and then have my landlord sign it and maybe fill some information out themselves. My landlord lives out of state, so it was inconvenient for me to get her to do the necessary work to be able to participate, that's why I didn't participate. I would have participated if I could.*

**Customers Who Believe They Qualify for the Program: Don't Want to Let Strangers into the Home (N=3)**

- *I am by myself and I was scared.*
- *My home was in disarray and I didn't want anyone coming in.*
- *The house was a mess and two of my kids' rooms you can't even get into. My kids are hoarders and you can't even get to the windows without climbing over everything in the room.*



**Customers Who Believe They Qualify for the Program: Don't Know (N=2)**

- *I just didn't really know anything about it; maybe I received the information too far after the program was offered.*
- *I can't remember.*

The 28 surveyed non-participants who did not know if they would have been eligible to participate in the Residential Neighborhoods program were asked why they did not apply or seek more information about the program. These responses are listed and categorized below; the most frequent category of response again has to do with scheduling and availability (mentioned by 39.3% or 11 out of 28 non-participants who were not sure if they qualified for the program).

**Customers Who Are Not Sure If They Qualify for the Program: Not Available / Scheduling / Too Busy (N=11)**

- *We were always out and nobody would have been here at the time.*
- *I am overly consumed with work and my family so I had no time to do any extra programs.*
- *I just didn't have time at the time they came around. I had a whole bunch of stuff going on.*
- *I was having work done around my house and I told them I preferred not to do it right then.*
- *I was real sick at the time and I didn't want to deal with it.*
- *I was still grieving over the loss of my wife and having to take care of my two girls as a single parent. I had other things on my mind at that time.*
- *I was the only income and I had a lot going on taking up time.*
- *It was during my work hours.*
- *It was just that I had other things going on and I wasn't interested at that time.*
- *It was just timing; it was a busy time of the year and I did not get around to looking further into the program.*
- *When I thought about it, it was too late.*

**Customers Who Are Not Sure If They Qualify for the Program: Not Interested / Already Efficient / Already Participated in a Similar Program (N=4)**

- *I already had energy-efficient light bulbs. I just didn't see any sense in doing it.*
- *I already upgraded my house. I saw no need to participate.*
- *My house is already snug. I really don't know if there's anything else I could do. I didn't need it.*
- *I didn't want to do any of their programs.*

**Customers Who Are Not Sure If They Qualify for the Program: Applications / Paperwork / Miscommunications (N=3)**



- *I tried to get them to come to my house by telling one of my neighbors to have them come over because they were out in the neighborhood. They never did come by, though. I wanted to participate.*
- *He was supposed to come back, but he didn't that I know of; he probably returned when I wasn't there.*
- *I wanted to participate, but I didn't get the paperwork signed in time.*

**Customers Who Are Not Sure If They Qualify for the Program: Don't Want to Let Strangers into the Home (N=1)**

- *I did not want anybody entering my home.*

**Customers Who Are Not Sure If They Qualify for the Program: Landlord Permission / Rental Issues (N=1)**

- *I didn't call my landlord in time. I don't own this place and I didn't know what had to be done.*

**Customers Who Are Not Sure If They Qualify for the Program: Other Barriers to Participation (N=4)**

- *For one thing, I am on oxygen and it's a bother to do anything like that. If I have to walk around, and show them where everything electrical is, I can't really walk around and do that.*
- *I was told they wouldn't do it because of the dogs.*
- *I didn't have any money to do it. I figured it cost money.*
- *I'm not sure what the income requirement would be.*

**Customers Who Are Not Sure If They Qualify for the Program: Don't Know (N=4)**

- *I honestly didn't pay any attention to it.*
- *It probably slipped my mind.*
- *Nobody's ever asked me about it. I don't know.*
- *I don't know.*

All non-participants were next asked if there were "any other reasons" why they did not participate in the program. Twenty-two non-participants (27.5% of 80) gave additional reasons why they did not participate, which are categorized and listed below.

Most of the customers who believe they qualify for the program mentioned scheduling and availability (83.3% or 5 out of 6), while most of the customers who believe they do not qualify mentioned landlord and renter issues (62.5% or 5 out of 8). Customers who are not sure if they qualify for the program gave a wider variety of responses, with the most common being that they are not interested because their homes are already sufficiently efficient (37.5% or 3 out of 8).



**Customers Who Believe They Qualify for the Program: Other Reasons for Not Participating (N=6)**

- *I was really busy at the time.*
- *It was too much bother.*
- *The time was a concern, with my work schedule. My hours fluctuate so much.*
- *We weren't available; it wasn't a good time.*
- *I didn't have transportation to the meeting place.*
- *I already have a lot of energy saving things in place.*

**Customers Who Believe They Do Not Qualify for the Program: Other Reasons for Not Participating (N=8)**

- *I don't own my home. I didn't pay too much attention after that my friend said I couldn't do it because I'm a renter; I didn't pay much attention to the letter after that.*
- *I thought the program was only open to home owners.*
- *I'm a renter. I figured the stuff they offered for your home was only open to home owners to have. Also, I figure my home is already pretty energy efficient and I most likely did not need to do any energy efficiency related efforts.*
- *I'm a renter.*
- *We are renters; we thought that the program was only open to home owners.*
- *The income requirements would have made me ineligible.*
- *Well, I think I have done enough to try to make my home energy efficient, I saw no need to participate in the program. My Home Energy Report shows that I'm one of the most efficient homes in the area.*
- *I am busy and gone for long periods of time. I also just did many things in my home to save energy.*

**Customers Who Are Not Sure If They Qualify for the Program: Other Reasons for Not Participating (N=8)**

- *I don't know what I could do different. I'm already watching my energy bill and they're pretty low.*
- *I figured that I'm good on energy in my house and I probably did not need those things.*
- *We already practice energy-efficient stuff and try to be a little green.*
- *They had a dinner or something at the community center, but I wasn't able to make it. I'm in school and I just forgot about the whole thing.*
- *I didn't know who to contact to see if they were going to have another one at a later date.*
- *We would have had to have a piece of paper filled out with our landlord. I don't think it would have been an issue, though.*
- *Usually there are only programs out there for single mothers, not for single fathers like me.*



- *I live in a very old house and I assumed that the program would not apply to my living quarters and it would be too expensive to do any upgrades for this house. I figured my house would not qualify to be in the program.*

### Non-Participants Recommending the Program to Others

Non-participants who believe they would have qualified for the Residential Neighborhood program are more likely to report that they recommended this program to others (45.9% or 17 out of 37) compared to non-participants who did not believe (or were not sure) that they qualified for the program (25.0% or 8 out of 32; this difference is statistically significant at  $p < .05$  using Student's t-test). However, among non-participants who recommended the program to others there are no significant differences between the numbers of recommendations given by customers who believe they would have qualified and those who believe they do not qualify or who are not sure.

**Table 111. Non-Participants Recommending the Program to Other People**

Base: non-participants who are aware of the program <sup>40</sup>	Believe they qualify (N=37)	Believe they do not qualify or not sure (N=32)	Total (N=69)
<b>Recommended program to friends, neighbors or relatives (total)</b>	<b>45.9%</b>	<b>25.0%</b>	<b>36.2%</b>
Recommended to 1-4 other people	35.1%	15.6%	26.1%
Recommended to 5 or more other people	5.4%	3.1%	4.3%
Recommended, don't know how many other people	5.4%	6.3%	5.8%
<b>Did not recommend program</b>	<b>54.1%</b>	<b>71.9%</b>	<b>62.3%</b>
<b>Don't know / not specified</b>	<b>0.0%</b>	<b>3.1%</b>	<b>1.4%</b>
Mean number of recommendations (among customers who made recommendations)	2.5	3.5	2.8
Median number of recommendations (among customers who made recommendations)	2	2	2
Maximum number of recommendations	7.5 <sup>41</sup>	10	10

### Non-Participant Recommendations for Increasing Participation

Non-participant customers were asked “*Are there things that this program could have provided that you think would have caused more people such as yourself to want to participate?*” Their responses are categorized below in Table 112; a little less than half of survey respondents had no suggestions (47.5% or 38 out of 80). Overall, the two most frequently-mentioned categories of response have to do with information (13.8% or 11 out of 80) and communications about the program (12.5% or 10 out of 80).

There are a few significant differences between states: North Carolinians are more likely to mention security concerns (9.7% or 3 out of 31), while South Carolinians are more likely to mention making weekend and evening hours available (14.3% or 7 out of 49) and highlighting

<sup>40</sup> Due to a survey programming error, the first eleven non-participant customers interviewed in the Carolina System were not asked about recommending the program to other people. Results are reported based only on the responses of the 69 customers in the Carolina System who were asked these questions.

<sup>41</sup> One customer said they recommended the program to “seven or eight” other people, which is reported (and included in calculations) as 7.5 recommendations.



the free energy-saving measures (8.2% or 4 out of 49; these differences are all significant at  $p < .10$  using Student's t-test).

**Table 112. Non-Participants' Suggestions for Improving Program Participation**

Base: non-participants who are aware of the program	North Carolina (N=31)	South Carolina (N=49)	Total (N=80)
Give customers more / better information about this program	16.1%	12.2%	13.8%
Suggestions for improving communications about program (listed below)	12.9%	12.2%	12.5%
Make more weekend and evening hours available for audits	3.2%	14.3%	10.0%
Make program available again / more than once per year	3.2%	6.1%	5.0%
Give out more light bulbs / measures / emphasize free measures	0.0%	8.2%	5.0%
Landlord would not allow me to participate / renter issues	6.5%	4.1%	5.0%
Security concerns about letting people into the home	9.7%	2.0%	5.0%
Comments about participation and income requirements (listed below)	3.2%	4.1%	3.8%
Give more advance notice ahead of the program being available	0.0%	4.1%	2.5%
Lower the rates / payment issues (not program related)	3.2%	2.0%	2.5%
Make it easier to sign-up / enroll	3.2%	0.0%	1.3%
Other program-related suggestions or comments (listed below)	0.0%	4.1%	2.5%
No suggestions / don't know	54.8%	44.9%	48.8%

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

Ten non-participants in the Carolina System made suggestions about improving communications about the program to improve participation; these responses are listed below.

- *The mailer that I received about the program just looked like your average junk mail; it looked like an advertisement. Since my friends and neighbors had already mentioned the program I paid attention to the mailer, otherwise I would have just thrown out the information without a second thought. Perhaps if the information sent out was more personalized to the customer, it might gain more attention.*
- *Maybe, on the outside of the envelope, they could put something like important cost-savings information, which is something that would make it look more official. Or, better yet, they could include the program information with billing instead of as a separate mailing to save on postage.*
- *I think the information they gave was more than enough. I think it should have been brought to the housing authority's attention because I do participate in the board meetings and could have brought it to them. I think the presentation about it was more than enough to get people interested.*



- *I think more people would have applied for the program if we were like listed, or our apartment complex was listed as eligible. Another suggestion would be for Duke Energy to put a note in our bills, encouraging us to see if we qualify for the program.*
- *My neighborhood seems like a very low income area and with that you typically have people who lack in education or literacy. I think if there was more education offered in regards to energy efficiency, like maybe more hands-on interaction and more door to door efforts you'd get a better result in participation.*
- *Maybe offer some more of these programs. Have them scheduled for the future so we have an opportunity for another time to go to the meeting. Or maybe offer something by mail, phone, or online for the people who can't physically go to the meeting.*
- *Offer more information; consider different ways of contacting people like email perhaps.*
- *It would have been nice to have a Duke representative come door-to-door to explain the program.*
- *I had no excuse to not participate; I guess if they just try to get on people a little harder they might have more people doing it.*
- *Duke Energy needs a better way for people to hear about their program, rather than just people talking about it.*

Three non-participants had comments about income eligibility. At least one of these comments reflects confusion about the income qualifications for the program (this program does not have any income requirements).

- *People like myself who didn't meet the income requirements probably just trashed this. Regardless of your income level, they're going to charge you whatever they want to, I mean, they're reporting record profits and still raising the rates.*
- *Try to make it clear to the people right away that the program is open to all Duke Energy customers.*
- *If the customer service representative can be knowledgeable about the details of the program, and they have different income categories for the program, then that would be good.*

Two non-participant customers in the Carolina System gave miscellaneous suggestions or comments that did not fit into the categories listed in Table 112; these responses are listed below.

- *What they told me sounded pretty good. The timing was just off for me. I was in the process of doing work on my home. There just wasn't any purpose at that time with all the improvements I was doing. The windows were replaced since then.*
- *They might include some program which includes a payment plan when you choose to make energy efficient home improvements. Or maybe get an incentive on your utility bill for participating in the program.*



**Non-Participant Actions to Save Energy in the Home**

Non-participants were asked if they have taken any steps to save energy in their homes in the past year. Overall, 81.3% (65 out of 80) said that they have taken actions to save energy, and the actions they took are categorized in Table 113. The most frequently mentioned actions include using efficient light bulbs (37.5% or 30 out of 80), turning off lights when not in use (25.0% or 20 out of 80), and sealing door and window leaks (15.0% or 12 out of 80).

There are only two statistically significant differences between states: North Carolina customers are more like to mention turning non-lighting items off when not in use (12.9% or 4 out of 31) and performing regular HVAC maintenance (6.5% or 2 out of 31; both different from South Carolina customers at p<.10 using Student's t-test).

**Table 113. Non-Participants' Steps Taken to Save Energy in the Past Year**

Base: non-participants who are aware of the program	North Carolina (N=31)	South Carolina (N=49)	Total (N=80)
Did not take steps to save energy	9.7%	20.4%	16.3%
Took steps to save energy (total)	87.1%	77.6%	81.3%
Use more efficient light bulbs / CFL, LED	41.9%	34.7%	37.5%
Turn off lights when not in use / use less light	29.0%	22.4%	25.0%
Seal leaks / caulk, tape, plastic on windows, doors	9.7%	18.4%	15.0%
Use less heating (turn down thermostat, dress warmly)	12.9%	10.2%	11.3%
Turn items off when not in use / unplug, use power strips	12.9%	4.1%	7.5%
Added insulation to walls, ceilings, attic, floor	9.7%	6.1%	7.5%
Do not adjust thermostat (maintain steady temperature)	3.2%	8.2%	6.3%
Use less cooling (turn down or turn off AC)	3.2%	6.1%	5.0%
Upgrade to more efficient appliances / Energy Star	3.2%	4.1%	3.8%
Upgrade HVAC system	6.5%	2.0%	3.8%
Use stove/oven less	6.5%	2.0%	3.8%
Upgrade windows, doors	3.2%	2.0%	2.5%
Regular HVAC maintenance	6.5%	0.0%	2.5%
Conserving water	3.2%	2.0%	2.5%
Unique actions (listed below)	12.9%	8.2%	10.0%
Don't know / not specified	3.1%	2.0%	2.5%

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

Eight non-participants in the Carolina System mentioned unique actions they have taken to save energy; these responses are listed below.

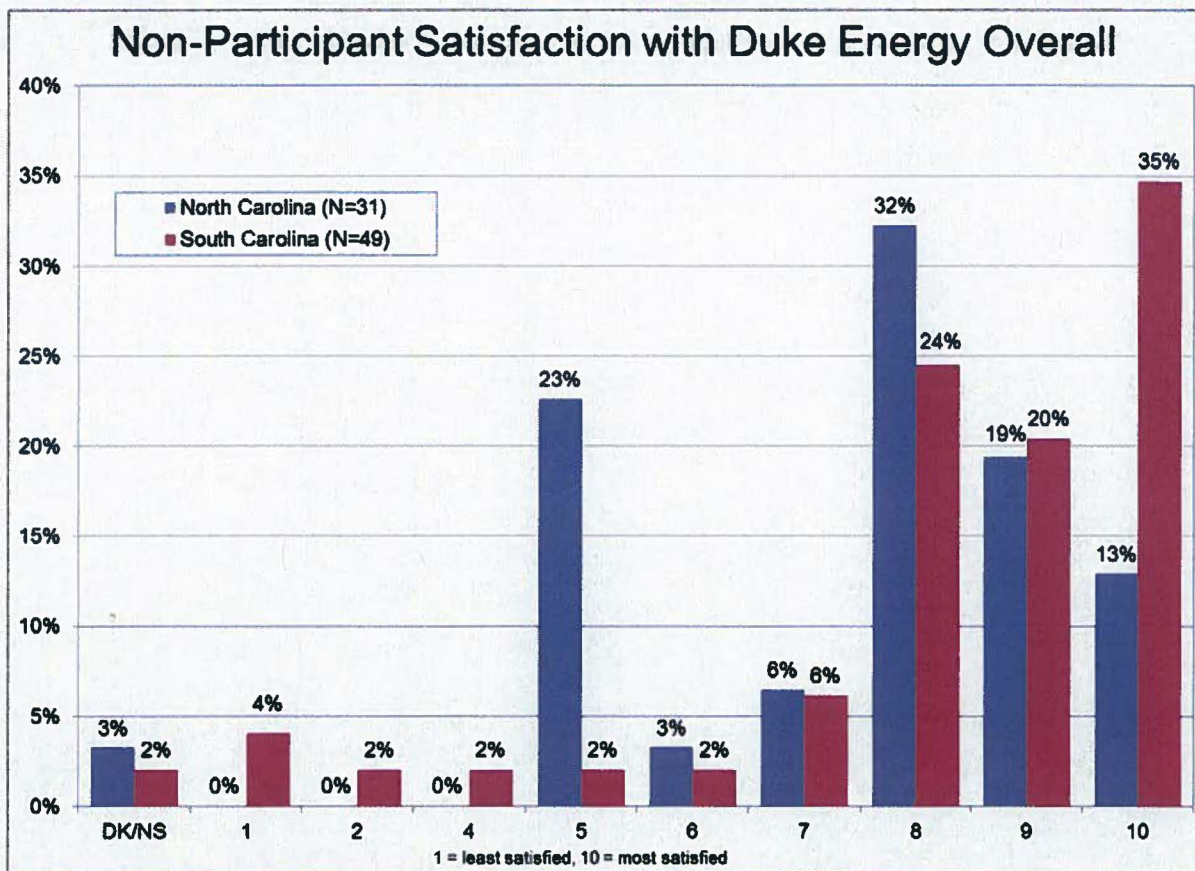
- *I installed new siding.*
- *We got a new water heater.*
- *I had a new roof put on with 35-year anti-sun shingles, or something like that.*
- *I had an appointment for Duke to come out and install a Power Manager device; they came yesterday. It's supposed to save me \$32.*
- *I only heat the parts of the house that I actually use in the winter and close off the other rooms.*
- *I use ceiling fans to try to circulate the air around my home.*



- *I have an electric stove, so I try to cook in the morning.*
- *I had a city inspection, much like this one [the Residential Neighborhoods program].*

**Non-Participant Satisfaction with Duke Energy**

Surveyed non-participants are generally satisfied with Duke Energy; Figure 8 shows the distribution of satisfaction ratings scores. The mean satisfaction rating among all surveyed non-participants in the Carolina System is 8.01 on a 10-point scale where “10” is the most satisfied, and the median ratings score is 8.<sup>42</sup> South Carolina residents give Duke Energy slightly higher satisfaction ratings (mean 8.25 versus 7.63 for North Carolina), though the difference in mean ratings scores between states is not statistically significant.



**Figure 8. Non-Participant Satisfaction with Duke Energy Overall**

Nineteen non-participants (23.8% of 80 surveyed) rated their satisfaction with Duke Energy at “7” or less, and these customers were asked how their satisfaction could be improved. Their

<sup>42</sup> Among 80 surveyed program participants in the Carolina System, the mean satisfaction rating for Duke Energy is 8.71 (as seen in *Satisfaction with Duke Energy* on page 25). The mean rating of 8.01 among non-participants is lower, though this difference is not quite statistically significant at  $p < .10$  using Student’s t-test. Satisfaction with Duke Energy is associated with satisfaction with the program (see *Predicting Overall Program Satisfaction* on page 31), and may also be a driver of participation (i.e., customers who are more satisfied with Duke Energy are more likely to participate in Duke Energy programs, and customers who are less satisfied are less likely to participate in programs).