Connecticut Electric Conservation Programs Study

Prepared for the

Connecticut Energy Advisory Board

Draft Report

January 8, 2008

Conducted by

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Engineers and Consultants

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Acknowledgements

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Martin Kushler of the American Council for an Energy Efficient Economy (ACEEE) provided assistance with identifying prior studies on energy efficiency delivery mechanisms conducted by ACEEE and other organizations over the past decade. The Connecticut Business and Industry Association (CBIA) provided assistance by conducting a commercial/industrial sector energy efficiency awareness survey with 322 CBIA members. GDS obtained detailed information on the costs and electricity savings for the past decade for utility sponsored energy efficiency programs from the US Department of Energy, Energy Information Administration (EIA). Staff of the Connecticut Department of Public Utility Control provided information on shareholder incentives granted to CL&P and UI in 2005 and 2006 for energy efficiency performance. Program administrators from all of the states in the Northeast provided information on their current offerings of energy efficiency programs.

This report would not have been possible without the support and assistance of all of the above organizations and other interested individuals. Wherever possible, GDS has also recognized the contributions of the above organizations and individuals with appropriate footnotes throughout this report.

Richard F. Spellman
President
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January 8, 2008

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1.0 Executive Summary

The Connecticut Energy Advisory Board (CEAB) has conducted this Electric Conservation Program study to comply with a requirement in Public Act 07-242. Section 59 of the Act requires the following:

a) Not later than July 1, 2007, the Connecticut Energy Advisory Board shall conduct a study on the efficacy, innovativeness and customer focus on electric conservation programs. The board shall hold a public hearing on such matters. In the study, the board shall investigate the options of (1) selecting a state-wide provider of conservation programs through a competitive process, which shall be open to electric distribution companies, the Connecticut Municipal Electrical Energy Cooperative and other entities; (2) retaining the current delivery system for conservation programs; and (3) having a nonprofit organization provide the conservation programs.

b) The board shall submit a report containing its findings to the joint standing committee of the General Assembly having cognizance of matters relating to energy and technology not later than February 1, 2008.

1.1 Results of Connecticut Electric Conservation Programs Compared to Other Northeastern States

This study presents detailed information on existing electric conservation programs being offered to consumers in Connecticut, including the goals of each program and a summary of the results achieved by each program in 2006. This study also compares program results for kWh and kW savings, program administrator cost per lifetime kWh saved and other data for Connecticut programs to program results in other Northeastern states. Figure 1-1 presents data for the major program administrators in the Northeast on the ratio of 2006 kWh savings from energy efficiency programs to 2006 annual kWh sales for each program administrator service area. Connecticut Light and Power Company (CL&P) and United Illuminating (UI) rank very high on this electricity savings metric (rank of third and fourth of 15 administrators in the Northeast).

Figure 1-1: EE Program kWh Savings as % of 2006 kWh Sales

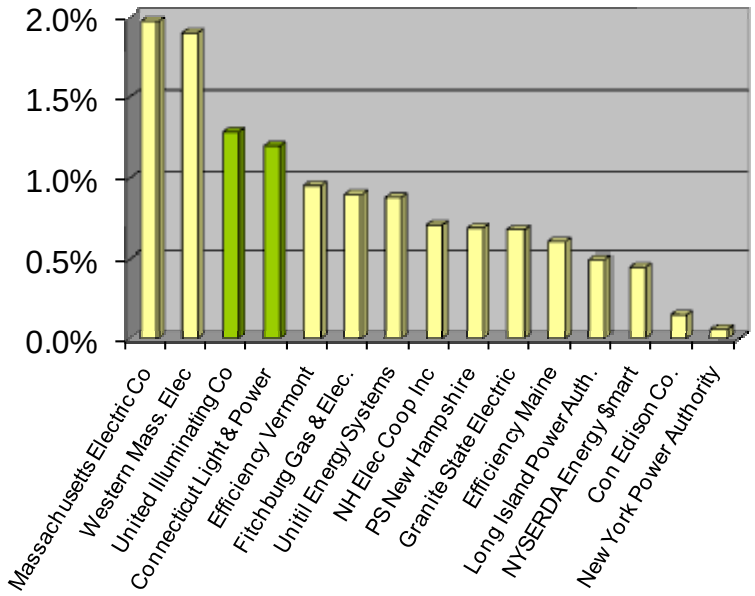
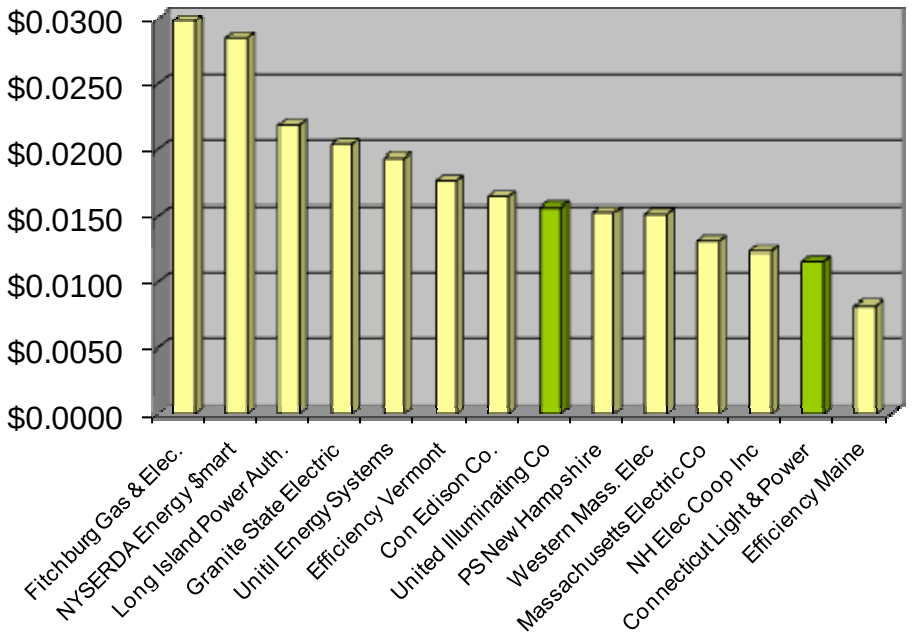


Figure 1-2 presents a comparison of the estimated program administrator cost per lifetime kWh saved for the major energy efficiency program administrators in the Northeast. This statistic includes program administrator costs in 2006, but excludes participants' costs. In 2006, the estimated program administrator cost per lifetime kWh saved for CL&P programs was $.012 per lifetime kWh saved. For UI, the corresponding program administrator cost figure was $.016 per lifetime kWh saved in 2006. Fitchburg Gas and Electric has the highest 2006 program administrator cost per lifetime kWh saved at $.0298. Efficiency Maine has the lowest, at $.0082 per lifetime kWh saved. CL&P and UI rank favorably on the program administrator cost per kWh saved metric (CL&P ranks second of fourteen, UI ranks seventh).

During the course of collecting data for this report, GDS discovered that CL&P and UI do not track and report actual participant costs relating to the purchase and installation of energy efficiency measures (for measures attributable to their programs). Almost all of the other energy efficiency program administrators in the Northeast track and report participant cost information. While CL&P and UI do include participant costs when calculating pre-program benefit/cost ratios for the TRC test, CL&P and UI do not appear to report actual participant costs in their annual reports to the DPUC. GDS recommends that CL&P and UI should be required to track and report actual participant costs, and that each year a Total Resource Cost Test benefit/cost ratio, based on actual costs, should be reported to the DPUC for each Connecticut energy efficiency program.

Figure 1-2: Program Administrator Cost per Lifetime kWh Saved



1.2 Consumer Awareness of Electric Conservation Programs

GDS Associates also completed measurements of Connecticut residential consumer awareness of current program offerings, and compared these survey results to results of a survey conducted in 2005 by the Connecticut Energy Conservation Management Board (ECMB). Four hundred randomly selected Connecticut residential consumers participated in the residential sector survey. Seventy-six percent (76%) of residential consumers are aware of the ENERGY STAR logo. Eighty-two percent (82%) of households have at least one compact fluorescent light bulb installed. Thirty-three percent (33%) of 2007 respondents indicate they have read, heard or seen advertisements sponsored by the Connecticut Energy Efficiency Fund, up from just 3% in the 2005 survey.

GDS and the CEAB working group staff also worked with the Connecticut Business and Industry Association (CBIA) to conduct a survey of 322 Connecticut businesses to measure their awareness of current program offerings and energy efficiency in general. Seventy-one percent (71%) of the respondents purchase electricity for their facilities from CL&P. Sixty-one percent of the 322 participating businesses were aware of the electric conservation programs offered by CL&P. None of the 322 respondents mentioned that they were aware of the UI electric conservation programs (when asked an un-aided question on this topic).

1.3 Alternative Mechanisms for the Delivery of Electric Conservation Programs

This study identifies alternative mechanisms for the funding and delivery of electric conservation programs to Connecticut consumers and provides information that the CEAB should consider in its analysis as it formulates a recommendation to the General Assembly. GDS collected information on delivery mechanisms for states with active electric conservation programs and collected extensive information of the advantages and disadvantages of alternative funding and delivery mechanisms. The alternative mechanisms examined in this report include the following options:

1. Keeping the current delivery system
2. Selecting a single state-wide provider through a competitive process
3. Engaging a non-profit entity to provide conservation program services

As discussed in detail in Section 10 of this report, there are certainly theoretical benefits and disadvantages to each administrative model. A quantitative analysis of public benefits funded energy efficiency programs, however, provides significant insight into the actual effectiveness of each approach. The American Council for an Energy Efficient Economy (ACEEE) has conducted several national reviews of utility and public benefits energy efficiency programs including two detailed reviews of state public benefits energy efficiency policies. The purpose of the original review sought to provide a detailed catalog of state policies and actions regarding restructuring-related public benefits and evaluating the success experienced in different states utilizing contrasting funding and administrative techniques for achieving their efficiency goals. The follow-up report continues to track and monitor the progress of these public benefits programs as they grow and evolve.

In the original 2000 report, ACEEE determined that most of the 18 states with public benefits energy efficiency programs at that time relied on utility companies for administration of their energy efficiency programs. Only 6 were classified as having independent administration.[1] By 2003, this pattern had changed and half of the states with public benefits energy efficiency programs were relying on state government agencies or independent organizations. However, even though there was an increase in independently administered organizations, there did not appear to be any clear cut 'best' approach to administer public benefits energy efficiency funds. Successful examples were found with each type of approach (utilities, state-run, independent organizations), and the preferred approach in any particular state seems to depend very much on the particular situation in that state. Each administrative type experienced varying levels of success when measured against program spending, program savings, emissions reductions, and overall cost-effectiveness, with no approach appearing to dominate the top tier programs.[2]

[1] Kushler M. and P. Witte. 2000. A Review and Early Assessment of Public Benefit Policies under Electric Restructuring. Washington DC: ACEEE.
[2] Kushler, M., D. York, and P. Witte. 2004. Five Years In: An Examination of the First Half-Decade of Public Benefits Energy Efficiency Policies. Report Number U041. Washington DC: ACEEE.

Other relevant literature reaches similar conclusions. Blumstein et al.[3] found that ***no single administrative structure for energy efficiency programs has emerged in the U.S. that is convincingly superior to all of the other alternatives.*** Contributing to the relative success of all administrative approaches is the idea that policy environments differ significantly among the states, as do the structure and regulation of the utility industry. Even utility interest and commitment to effectively administer and design energy efficiency programs varies significantly. These different arrangements affect the administrative capabilities, perceived and actual financial disincentives, and overall success of utilities with program delivery and energy savings. In addition, market transformation and resource acquisition, which were once seen as competing strategies, are increasingly becoming complementary strategies. However, administrative arrangements that are best suited to support market transformation may be different than those best suited for resource acquisition.

It is interesting that some states have changed energy efficiency delivery structures over time. States such as Maine, New York and Massachusetts have evolved from utility-administered energy efficiency programs to programs administered by a government public benefits organization or agency, such as Efficiency Maine, NYSERDA and Efficiency Vermont.

Performance in 2005 and 2006 Compared to Savings Goals

Table 1-1 below shows that actual electricity savings for CL&P and UI electric energy efficiency programs exceeded approved goals in 2005 and 2006.

Table 1-1: Savings From CL&P and UI Energy Efficiency Programs in 2005 and 2006

	Goal for Lifetime MWh Savings	Actual LIfetime MWh Savings	% Difference	Source of Goal	Source of Actual Savings
CL&P 2005	2,569,283	3,272,614	27%	CLP Fourth Quarter Report 2005-Final	CL&P Fourth Quarter Report 2005 - Final
CL&P 2006	3,031,605	3,821,941	26%	CLP Quarterly Performance Report Q3, 2006, Attachment 1	CL&P Fourth Quarter Report 2006 - Final
UI 2005	80,125	80,930	1%	Docket 99-10-18 UI CLM 2005 Report	Docket 99-10-18 UI CLM 2005 Report
UI 2006	682,425	786,884	15%	UI Quarterly Performance Report Q3, 2006	UI Fourth Quarter Report 2006 - Final

Shareholder Incentives in Connecticut Versus Other States

Table 1-2 below provides a comparison of the shareholder incentive mechanisms currently in effect in each New England State. Shareholder incentive payments to CL&P and UI totaled almost $5 million in 2005 and $3 million in 2006.

[3] Blumstein, C., C. Goldman, and G. Barbose. 2003. Who Should Administer Energy-Efficiency Programs? CSEM WP 115. Berkeley, CA: University of California Energy Institute.

The Office of Consumer Counsel has argued in the past that the performance incentive could drain too many resources from the limited funds available for program expenditures and that the total potential performance incentive should be decreased (OCC 2003 report p.4). The OCC has not gone as far as to argue for a non profit administrative structure, but it would seem that is logical option to be considered by the Connecticut Energy Advisory Board and the Legislature to curb non programmatic expenditures of the C&LM Fund. It is important to recognize that the performance management fee is in addition to administrative cost recovery for the utilities, which they are guaranteed to receive. The question that needs to be answered is whether the $8 million in shareholder incentives paid to CL&P and UI in 2005 and 2006 would be better spent, for example, on weatherizing and insulating low income homes in the State.

Table 1-2: Summary of Shareholder Incentive Payments to Utilities for Energy Efficiency Programs
New England

State	Year	Basis for Incentive	Incentive Calculation	Latest Annual Incentives
Connecticut	2005	Program savings and other goals	Utilities can earn from 1% to 8%, depending on results	$4,685,975
Connecticut	2006			$2,938,110
Maine	n/a	None	None	None
Massachusetts	2006	Multi-factor performance targets (savings, value, performance)	The incentive is up to 9% of program costs before taxes (5.5% after taxes)	$9,000,000
New Hampshire	2006	Energy savings and cost effectiveness goals	8% to 12% of progam budgets	Not available
Rhode Island	2006	Savings and cost effectiveness goals	5.5% of program costs	Not available
Vermont	2006	Multi factor performance targets	About 2% of total contract	$616,400

One obvious conclusion for this study is that if Connecticut were to adopt a non-profit administration mechanism, the “performance management fee” issue would go away and the dollars currently distributed to the utilities through the fee would be allocated back to conservation initiatives. In 2006, a non profit administrative structure would have resulted in an additional $5 million toward conservation and efficiency programs for customers. In addition, non profit administration of conservation and efficiency programs would eliminate both the potential issue associated with utilities receiving the benefit of merchant generator dollars through RGGI and issues surrounding utility self-promotion, and also dedicate advertising benefits specifically to the state funded non profit programs.

Decoupling

The dollars that the utilities can be paid through the performance incentive fee are intended to be approximately equal to the lost sales-related revenues associated with conservation program success. Implementing decoupling in Connecticut may provide an additional opportunity for the utilities to collect payments for lost sales. It seems clear that the utilities should not be granted the ability to "double collect" payments for lost sales through both a decoupling mechanism and the performance incentive fee. In the past, both the OCC[4] and the Attorney General have filed comments with the Department of Public Utility Control (DPUC) that object to application of the decoupling mechanism where it will have the effect of double paying utilities for lost sales revenue due to increased conservation and load management efforts.

[4] (Brief for Docket 07-0701, see http://www.dpuc.state.ct.us/DOCKCURR.NSF/f068a53a31082a558525664e00498f40/6a5ee938b00947c5852573af006ca13d?OpenDocument) and the Attorney General (Brief Docket 07-07-01 http://www.dpuc.state.ct.us/dockcurr.nsf/6eaf6cab79ae2d4885256b040067883b/b8f8d7d8442b523f852573af0056e5d9/$FILE/07-07-01%20Brief.pdf)

2.0 Comparison of Connecticut's Electric Conservation Programs to Those in Other New England States and New York

2.1 Methodology for Comparing Connecticut's Programs to Other Electric Energy Efficiency Programs in the Northeast

This section of the report provides a comparison of statistics for the 2006 CL&P and UI programs to those of energy efficiency programs in other New England States and New York. The information in this section of the report was obtained from several sources, including the Connecticut Conservation and Load Management Plan for 2008, the U.S. Energy Information Administration Form 861 data base, the CL&P and UI Conservation and Load Management Quarterly Report for the 4th Quarter of 2006, telephone calls with CL&P and UI staff, and from the web sites of energy efficiency program administrators in the Northeast region of the U.S.

To develop a methodology to compare the performance of Connecticut's electric conservation programs to other jurisdictions in the Northeast, GDS reviewed several technical reports and studies that have been conducted over the past decade in Connecticut and elsewhere that have presented performance comparisons for energy efficiency programs.[5] Based on a review of such reports, GDS determined that the following metrics are most commonly used to compare the performance on electric energy efficiency programs across states:

- Percent of total annual kWh sales in a service area or state saved with energy efficiency programs - This metric measures the level of energy savings achieved during a specific time period relative to total electricity use.
- Percent of total electric system peak load in a service area or state saved with energy efficiency programs - This metric measures the level of peak electric demand savings achieved during a specific time period relative to total electric system peak demand.
- Percent of total annual utility retail revenues spent on energy efficiency programs - This metric measures the level of spending on electric energy efficiency programs relative to utility electric retail revenues in a specific service area, state or region.
- Total program administrator[6] cost per lifetime kWh saved - This metric measures the relative program administrator or utility cost to acquire each kWh saved over the life of an energy efficiency measure.
- Total resource cost per lifetime kWh saved – This metric measures the relative total resource cost (includes all program administrator costs and all participant costs[7]) to acquire each kWh saved over the life of an energy efficiency measure.

[5] One such report is a comprehensive study published in April 2004 by the American Council for an Energy Efficient Economy titled "Five Years In: An Examination of The First Half-Decade of Public Benefits Energy Efficiency Policies", by Martin Kushler, Dan York and Patti White; ACEEE Report U041.

[6] Program Administrator costs include costs for program management, administration of contracts with energy services companies, program marketing, data tracking and reporting, financial incentives, measurement and verification, and program evaluation.

Overall, the CL&P and UI programs rank very well on the percent of annual retail kWh sales and system peak load saved with electric energy efficiency programs. In addition, the actual utility cost per lifetime kWh saved statistics for 2006 for the CL&P and UI energy efficiency programs are lower than for most other program administrators in the Northeast. Section 2.2 below provides more detailed information on how the CL&P and UI energy efficiency programs compare to the programs of other program administrators in the Northeast.

2.2 Comparison of CL&P and UI 2006 Programs to Other Jurisdictions

During 2006, CL&P spent a total of $46 million on energy efficiency programs and UI spent $17.9 million. Figure 2-1 below shows actual spending on energy efficiency programs for the major energy efficiency program administrators in the Northeast. The New York State Energy Research and Development Authority (NYSERDA) spent the most of any of the program administrators in the Northeast, spending $175 million on energy efficiency programs in 2006. CL&P ranked fourth in total spending ($46 million), and UI ranked sixth ($17.9 million).

Figure 2-1: 2006 Energy Efficiency Program Spending in Millions

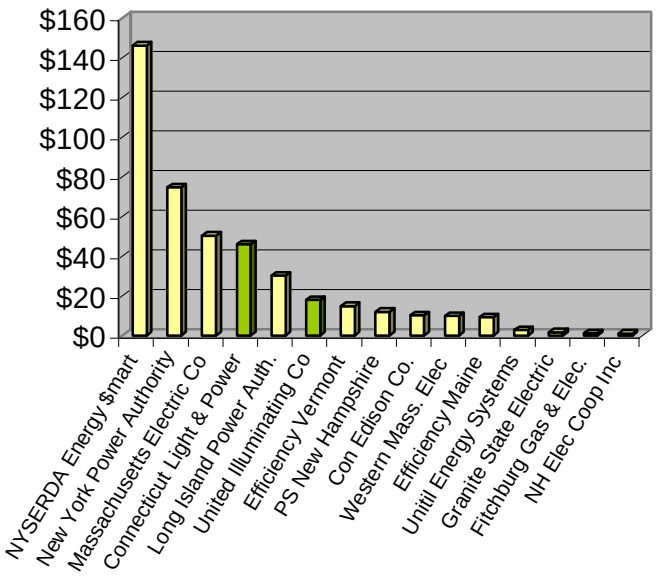


Figure 2-2 presents 2006 data for the percent of annual electric revenues spent on energy efficiency for the major program administrators in the Northeast. In 2006, UI spent 2.3% of annual electric revenues on energy efficiency programs and CL&P spent 1.3% of annual electric revenues on energy efficiency programs. Three energy

[7] Participant costs include all out-of-pocket incremental expenditures made by a participant for the purchase and installation of energy efficiency measures.

efficiency program administrators spent more as a percent of annual electric revenues than did UI in 2006, and nine have percentages higher than CL&P's percentage figure.

Figure 2-2: 2006 Annual Energy Efficiency Expenditures As A Percent of Annual 2006 Electric Revenues

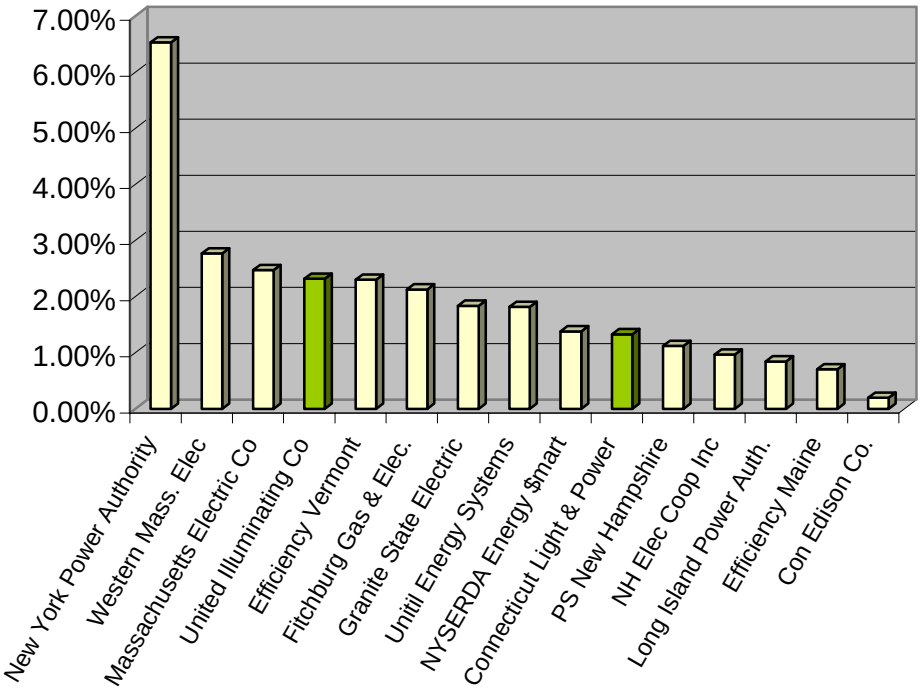


Figure 2-3 presents a comparison of the estimated program administrator cost per lifetime kWh saved for the major energy efficiency program administrators in the Northeast. This statistic includes program administrator costs in 2006, but excludes participants' costs.

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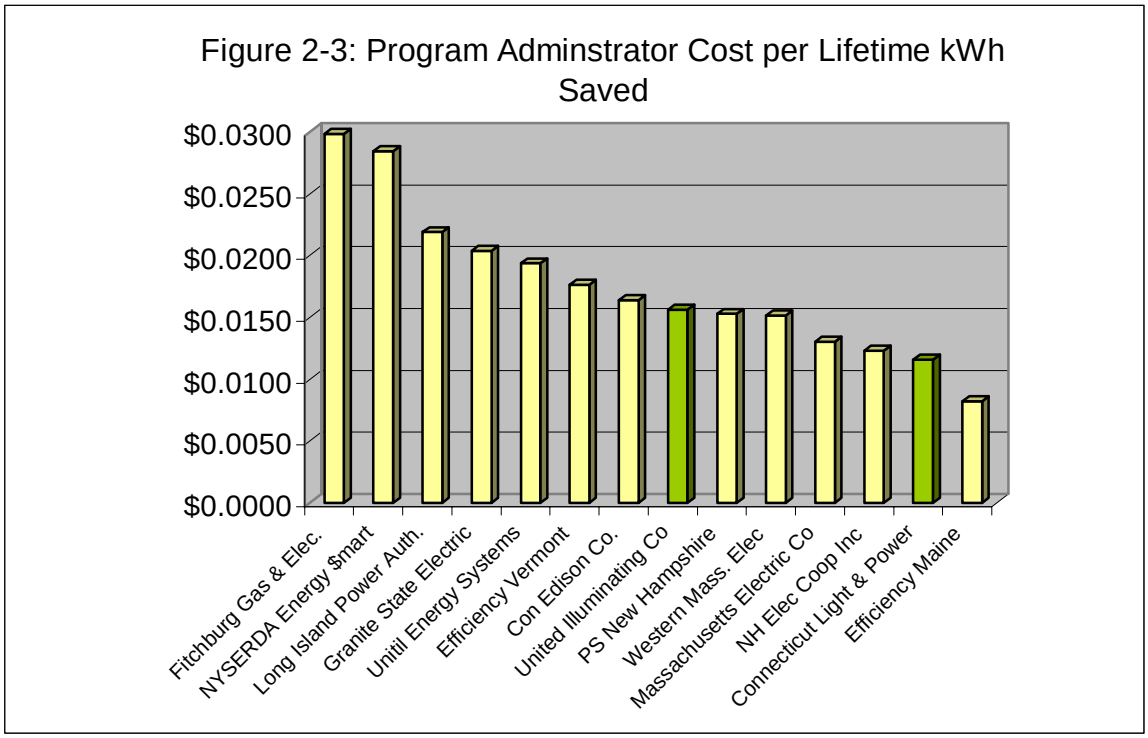


Figure 2-4 presents data for the major program administrators in the Northeast on the ratio of 2006 kWh savings from energy efficiency programs to 2006 annual kWh sales for each program administrator service area. UI and CL&P rank very high on this attribute (rank of third and fourth of 15 administrators in the Northeast).

Figure 2-4: EE Program kWh Savings as % of 2006 kWh Sales

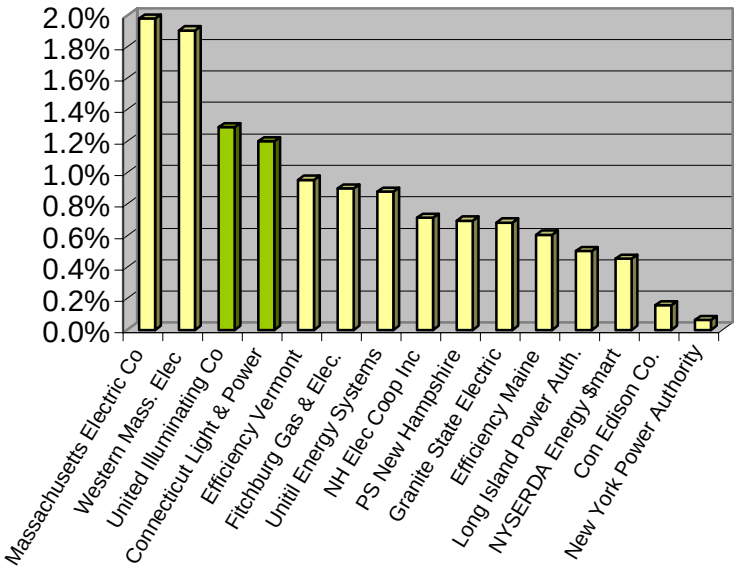
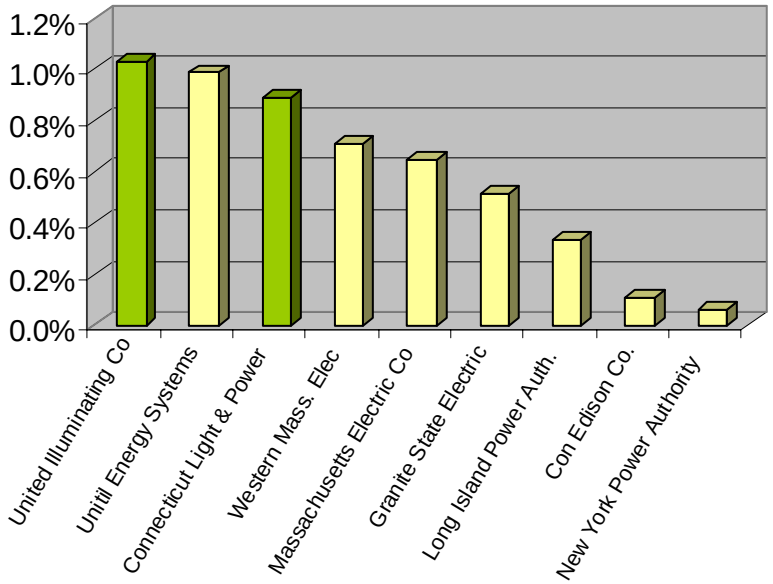


Figure 2-5 presents data for the major program administrators in the Northeast on the ratio of 2006 kW savings from energy efficiency programs to annual system peak demand in 2006 for the service area of each program administrator. On this characteristic, UI ranks first and CL&P ranks third among program administrators in the Northeast. One factor contributing to these high kW savings (as a percent of system peak load) for CL&P and UI are the financial incentives and programs offered by both utilities for high efficiency air conditioning equipment.

Figure 2-5: 2006 EE Program kW Savings as % of 2006 System Peak Load



2.3 Comparison of Energy Efficiency Shareholder Incentives in the New England States

Many states allow program administrators to earn incentives for good performance with implementation of energy efficiency programs. According to an October 2006 report by the American Council for an Energy Efficient Economy (ACEEE), "the use of shareholder incentives is a commonly used approach in states that have anything in place beyond program cost recovery. This has tended to be the most common because it is usually easier to accomplish than lost revenue recovery mechanisms. It also has often been generally regarded as helping to address both lost revenues and performance incentives (often lumped together and simply referred to as the utility's "financial concerns"). Overall, this ACEEE report found at least seven states with shareholder incentive mechanisms for energy efficiency in place, one state with such incentives under development (California), one state (Wisconsin) that allows one of its utilities to earn a rate-of-return on its energy efficiency programs, and one (Vermont) that has a similar mechanism for a non-utility program administrator.

The ACEEE study found that there are many specific approaches that have been used to provide financial incentives that reward utilities or other program administrators for successfully reaching or exceeding program goals. These include:

- Allowing utilities to earn a rate of return on energy efficiency investments equal to supply-side and other capital investments (Wisconsin),
- Providing utilities an increased rate of return either on the energy efficiency investment specifically (Nevada) or overall (no current example found – this was used in Michigan in the early 1990s),
- Providing utilities with a specific financial reward for meeting certain targets (such as a percentage of program costs – used in Arizona, Connecticut, Massachusetts, New Hampshire and Rhode Island), and
- Providing utilities with an incentive equal to some proportion of the overall net benefits the programs produce (i.e., "shared savings" – used in Minnesota, previously used in a few other states, including California).

Positive financial incentives have sometimes been balanced with negative financial penalties for poor performance or refusal to implement programs. Table 2-1 below provides a comparison of the shareholder incentive mechanisms currently in effect in each New England State. Shareholder incentive payments to CL&P and UI totaled almost $5 million in 2005.

Shareholder Incentives in Connecticut

Under the existing conservation program administration structure in Connecticut, the utilities earn a "performance management fee" for administering the programs. That fee is up to 8% of the total cost of the programs. For calendar year 2005, utility performance fees totaled more than $5 million. The fee is straightforward: the utilities set a goal and if they meet or exceed that goal, they earn a performance incentive.

The Office of Consumer Counsel has argued in the past that the performance incentive could drain too many resources from the limited funds available for program expenditures and that the total potential performance incentive should be decreased (OCC 2003 report p.4). The OCC has not gone as far as to argue for a non profit administrative structure, but it would seem that a logical option to be considered to curb non programmatic expenditures of the C&LM Fund. It is important to recognize that the performance management fee is in addition to administrative cost recovery for the utilities, which they are guaranteed to receive.

Table 2-1 below provides a comparison of the shareholder incentive mechanisms currently in effect in each New England State. Shareholder incentive payments to CL&P and UI totaled almost $5 million in 2005 and $3 million in 2006.

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Maine	n/a	None	None	None
Massachusetts	2006	Multi-factor performance targets (savings, value, performance)	The incentive is up to 9% of program costs before taxes (5.5% after taxes)	$9,000,000
New Hampshire	2006	Energy savings and cost effectiveness goals	8% to 12% of progam budgets	Not available
Rhode Island	2006	Savings and cost effectiveness goals	5.5% of program costs	Not available
Vermont	2006	Multi factor performance targets	About 2% of total contract	$616,400

Decoupling

The dollars that the utilities can be paid through the performance incentive fee are intended to be approximately equal to the lost sales-related revenues associated with conservation program success. Implementing decoupling in Connecticut may provide an additional opportunity for the utilities to collect payments for lost sales. The utilities should not be granted the ability to "double collect" payments for lost sales through both a decoupling mechanism and the performance incentive fee. In the past, both the OCC[8] and the Attorney General have filed comments with the DPUC that object to application

[8] (Brief for Docket 07-0701, see http://www.dpuc.state.ct.us/DOCKCURR.NSF/f068a53a31082a558525664e00498f40/6a5ee938b00947c5852573af006ca13d?OpenDocument) and the Attorney General (Brief Docket 07-07-01 http://www.dpuc.state.ct.us/dockcurr.nsf/6eaf6cab79ae2d4885256b040067883b/b8f8d7d8442b523f852573af0056e5d9/$FILE/07-07-01%20Brief.pdf)

of the decoupling mechanism where it will have the effect of double paying utilities for lost sales revenue due to increased conservation and load management efforts.

2.4 Connecticut Utility Performance Compared to 2005 and 2006 Goals for Electricity Savings

Table 2-2 below shows that actual electricity savings for CL&P and UI electric energy efficiency programs exceeded approved goals in 2005 and 2006.

Table 2-2: Savings From CL&P and UI Energy Efficiency Programs in 2005 and 2006

	Goal for Lifetime MWh Savings	Actual LIfetime MWh Savings	% Difference	Source of Goal	Source of Actual Savings
CL&P 2005	2,569,283	3,272,614	27%	CLP Fourth Quarter Report 2005-Final	CL&P Fourth Quarter Report 2005 - Final
CL&P 2006	3,031,605	3,821,941	26%	CLP Quarterly Performance Report Q3, 2006, Attachment 1	CL&P Fourth Quarter Report 2006 - Final
UI 2005	80,125	80,930	1%	Docket 99-10-18 UI CLM 2005 Report	Docket 99-10-18 UI CLM 2005 Report
UI 2006	682,425	786,884	15%	UI Quarterly Performance Report Q3, 2006	UI Fourth Quarter Report 2006 - Final

2.5 Connecticut Program Offerings Compared to Other States

GDS conducted a thorough comparison of the portfolio of energy efficiency programs offered by CL&P and UI ("CL&P and UI" or "the Companies") to the portfolios offered by other utilities and program administrators in the Northeast. Our comparative analysis showed that the CL&P and UI program portfolios are comprehensive and cover most markets and energy efficiency technologies. The only energy efficiency measures that appear to be offered in other States and not in Connecticut are solar water heating and refrigerator turn-in (no longer cost effective in CT).

2.6 Regional Greenhouse Gas Initiative

Connecticut is a participant in the Regional Greenhouse Gas Initiative (RGGI), a market based cap and trade program designed to reduce carbon dioxide emissions from electric generating units (EGUs) greater than 25Mw. As part of RGGI, Connecticut will distribute most of its carbon dioxide allowance through an auction process. The first auction could be as early as June 2008. -EGU owners must obtain a sufficient number of carbon dioxide allowances to account for the carbon produced in the electricity production process. The auction is anticipated to produce anywhere from $21 million to $53 million in revenue to the state annually. Public Act 07-242, Section 93, requires a portion of the revenue generated through the RGGI auction shall be dedicated to conservation and efficiency funds. The Department of Environmental Protection is proposing regulations to implement RGGI in Connecticut that would direct nearly 65% of the total allowance value to conservation and efficiency funds. Given that this new revenue is proposed to flow through the existing utility-administered structure, it is

significant to note that the utilities will ultimately be the recipient of some portion of the revenue (through "performance management fees") paid in by EGU owners to partially address Connecticut's climate goals.

2.7 Marketing Conservation Programs

Administration of the Connecticut Energy Efficiency Fund ("CEEF") necessarily and properly includes marketing activity and significant customer contact. The types of marketing strategies used in connection with the CEEF include, but are not limited to: newsprint and radio campaigns; direct mail; participation in trade shows; operation of a toll free number for customer inquiries; and, press events with customers to commemorate disbursement of CEEF funds.

This marketing activity is paid for by customers. It is therefore particularly important that marketing material focus on educating customers about the Fund and its opportunities and benefits, rather than about the Fund's administrators. In this respect, the DPUC has consistently endeavored to evolve CEEF-related marketing from promoting conservation as utility-sponsored programs to educating customers about the CEEF.

For example, in Docket No. 03-11-01PH02, DPUC Review of CL&P and UI Conservation and Load Management Plan for Year 2004 – Phase II, dated July 28, 2004 at page 20, the DPUC observed that "customers may not connect the Conservation Fund to the many separate C&LM programs that are promoted by UI and CL&P". The DPUC concluded that "…instead of promoting conservation programs as utility sponsored events, these initiatives should instead be marketed as "sponsored by the Conservation Fund and operated for the benefit of ratepayers by CL&P or UI" or similar language. This would preserve the link to CL&P and UI while introducing the concept of the conservation fund to customers." The DPUC directed the ECMB to consider how best to deliver the message that these programs are sponsored by the Conservation Fund within the current marketing budget of the programs and also directed the development of a Conservation Fund logo to increase Fund awareness.

Subsequently, in Docket No. 04-11-01, DPUC Review of CL&P and UI Conservation and Load Management Plan for Year 2005, dated March 30, 2005 at pages 25-26, the DPUC again addressed the need for a Fund logo and the benefits of broadening conservation fund marketing. Specifically, the DPUC said: "The Companies have controlled the marketing for all program activity in the past. As a result, programs have been marketed from the utility's perspective. While this has been the standard, the Department believes that the members of the ECMB, as well as others that participate in C&LM matters regularly provide a cost effective, untapped resource for creativity regarding the marketing of these initiatives. The Department will more fully utilize these resources in the future."

The CEAB concurs with the DPUC's general direction to make CEEF marketing strategies and materials provide sharper focus on the Fund.

2.8 Findings

The first conclusion is that if Connecticut were to adopt a non-profit administration mechanism, the "performance management fee" issue would go away and the dollars currently distributed to the utilities through the fee would be allocated back to conservation initiatives. In 2006, a non-profit administrative structure would have resulted in an additional $5 million toward conservation and efficiency programs for customers. In addition, non profit administration of conservation and efficiency programs would eliminate both the potential issue associated with utilities received the benefit of merchant generator dollars through RGGI and issues surrounding utility self-promotion and dedicate advertising benefits specifically to the state funded non profit programs.

3.0 Residential Electric Energy Efficiency Programs

This section of the report provides detailed information and statistics on the residential sector electric conservation programs offered by Connecticut Light and Power Company (CL&P) and United Illuminating Company (UI). The information presented in this section was obtained by GDS from CL&P from publicly available reports, from the U.S. Energy Information Administration, from the Connecticut Energy Conservation Management Board and from pertinent program impact evaluation reports. Table 3-1 on the next page summarizes the utility spending, kW savings and lifetime kWh savings for all CL&P and UI electric conservation programs in 2006. This Table also shows that the overall Program Administrator cost per lifetime kWh saved was $.0242 per kWh saved for residential programs, and $.0095 for commercial and industrial programs. The Connecticut program with the lowest program administrator cost per lifetime kWh saved is the Energy Opportunities Program. The program with the highest program administrator cost per lifetime kWh saved in 2006 is the Appliance Retirement program for residential refrigerators. It is important to note that program administrator costs do not include participants' costs for electric energy efficiency measures. As an example, if a CFL lightbulb has a retail price of $4.00 and CL&P offers a $2 rebate to the purchaser of such a bulb, the program administrator cost is $2 and the participant cost is $2 for this CFL bulb.

Table 3-2 provides information on the start date and current status of each CL&P and UI Electric Conservation Program. This information was obtained directly from the utilities in December 2007.

Table 3.1

Performance Report Card for Connecticut Electric Conservation Programs
Source: CL&P / UI 2006 Performance Overview for 2006

	1	3	4	5
CL&P/UI C&LM PROGRAMS	**Combined CL&P & UI Spending (1)**	**Combined CL&P & UI Savings**	**Combined CL&P & UI Savings**	**Levelized Utility Cost per lifetime kWh saved**
	(000's)	**(kW)**	**(Lifetime kWh)**	**(Col 1)/(Col 4)**
RESIDENTIAL				
Residential Retail Products	$ 7,291	6,318	621,473,030	$0.0117
Appliance Retirement (Refrigerators)	$ 1,298	479	17,283,195	$0.0751
Total - Consumer Products	**$ 8,588**	**6,796**	**638,756,225**	$0.0134
Residential New Construction	$ 2,063	2,456	59,575,910	$0.0346
Residential Heating & Cooling	$ 4,744	3,782	65,034,738	$0.0729
Low-Income (Energy Care & WRAP)/UI Helps	$ 6,549	1,584	141,838,474	$0.0462
Subtotal Residential	**$ 21,944**	**14,618**	**905,205,347**	$0.0242
COMMERCIAL AND INDUSTRIAL				
C&I LOST OPPORTUNITY				
Energy Conscious Blueprint	$ 12,623	13,456	1,004,531,320	$0.0126
Total - Lost Opportunity	**$ 12,623**	**13,456**	**1,004,531,320**	**$0.0126**
C&I LARGE RETROFIT				
Energy Opportunities	$ 12,058	18,640	1,975,233,822	$0.0061
O&M (RetroCx, BOC, RFP)	$ 1,507	741	84,251,555	$0.0179
Total - C&I Large Retrofit	**$ 13,565**	**19,381**	**2,059,485,377**	**$0.0066**
Small Business	$ 9,135	10,158	638,255,001	$0.0143
Subtotal C&I	**$ 35,323**	**42,994**	**3,702,271,698**	**$0.0095**
OTHER / EDUCATION				
SmartLiving Center® - Museum Partnerships	$ 381	na	na	na
eeSmarts* (K-12 Education)	$ 469	na	na	na
Residential Audits-Non WRAP	$ 58	na	na	na
Community Based Program (SWCT)	$ 276	na	na	na
Science Center	$ 207	na	na	na
Subtotal Education	**$ 1,391**			
OTHER PROGRAMS / REQUIREMENTS				
Institute for Sustainable Energy (ECSU)	$ 302	na	na	na
Energy Conservation Loan Fund	$ 247	na	1,323,721	$0.1865
Heat Pump Water Heaters (Hot Shot/WSaver)	$ 101	na	na	na
C&LM Loan Defaults	$ 85	na	na	na
Subtotal Programs/Requirements	**$ 734**	**0**	**1,323,721**	
OTHER - LOAD MANAGEMENT				
ISO Load Response	$ 1,253	26,914	na	na
Demand Reduction	$ 13	43	24,915	
Power Factor	$ 124	4,133	na	na
Subtotal Load Management	**$ 1,389**	**31,090**	**24915**	
OTHER - RENEWABLES & RD&D				
Research, Development & Demonstration	$ 47	na	na	na
Subtotal Renewables & RD&D	**$ 47**			
OTHER - ADMINISTRATIVE & PLANNING				
Administration	$ 1,259	na	na	na
Planning and Evaluation	$ 1,508	na	na	na
Information Technology	$ 2,085	na	na	na
ECMB	$ 315	na	na	na
Performance Management Fee	$ 5,067	na	na	na
Admin/Planning Expenditures	**$ 10,234**			
TOTAL	**$ 71,063**	**88,702**	**4,608,825,681**	**$0.0154**

Note 1: Column includes utility expenditures only, and does not include participant expenditures

Table 3.2

Programs at CL&P and UI						
			CL&P		UI	
			Start Date of Program	Still Active?	Start Date of Program	Still Active?
Residential Programs						
	Consumer Products					
		Residential Retail Products	1999	yes	2000	yes
		Room Air Conditioner Replacement Program	1999	yes	2000	yes
		Residential New Construction	1999	yes	2000	yes
		Home Energy Solutions	1999	yes	2000	yes
		Water Heater Controls	1999	yes	2000	yes
		Multi-Family Initiative	1999	yes	2000	yes
Commercial and Industrial Programs						
	C&I New Construction					
		Energy Conscious Blueprint	1999	yes	2000	yes
	C&I Retrofit					
		Energy Opportunities	1999	yes	2000	yes
		Operation & Maintenance Services	1999	yes	2000	yes
		Small Business Energy Advantage	1999	yes	2000	yes
Education/Other						
		Museum Partnerships/SmartLiving Center	1999	yes	2000	yes
		eesmarts ™	1999	yes	2000	yes
	Special Needs					
		Low-Income -- CL&P WRAP and UI Helps	1999	yes	2000	yes
		Conservation & Load Management Financing	1999	yes	2000	yes
		Small Industrial and Commercial Conservation Loan	1999	yes	2000	yes

All programs have been running since 1999/2000, although some details and program names have changed. Example: "Residential Retail Products" now deals primarily with lighting.

3.1 Residential Retail Products (CL&P & UI)

Objective: The Residential Retail Products program, a joint program of CL&P and UI, pursues the objective of continuing to build awareness, acceptance and market share of ENERGY STAR® lighting and appliances in the residential sector.

Target Market: This electric conservation program targets residential customers who purchase new lighting and appliances in retail market channels while also coordinating with the residential remodeling and new construction channels.

Program start dates: 1999 & 2000

Program Description: For 2008, the Companies plan to continue with a multi-pronged effort for resource (savings) acquisition from lighting and

appliance products while affecting market transformation[9] . In both the lighting and appliances segments, Negotiated Cooperative Promotions ("NCPs") have proven to be a useful approach in generating increased stocking and sales at considerably lower cost than traditional coupons and rebates. NCPs involve a partnership between the Companies and retailers/manufacturers and are structured with underlying memoranda of understanding that tie payment of incentives to the Companies' receipt of store-level sales data. Coupons and mail-in rebates will be utilized if NCPs are not brought under agreement or on a temporary campaign-oriented basis.

The Companies plan to continue partnering with both manufacturers and retailers to offer education and training regarding the benefits of energy-efficient products to local retail sales staff and consumers. The Companies will also continue to work collaboratively with manufacturers and retailers in the design and placement of point-of-purchase display collateral[10] and will promote the Connecticut CFL tax holiday at retail outlets. The tax holiday is the result of recent Connecticut legislation that was passed in June, 2007: Public Act 07-242, *An Act Concerning Electricity and Energy Efficiency*, waives Connecticut sales tax on compact fluorescent bulbs ("CFLs").[11]

"In-store promotions" will be pursued to assist retailers in promoting the program and to educate consumers on the positive benefits and quick payback provided by energy-efficient technologies. Additionally, the Companies will offer CFL

[9] According to the web site of the Consortium for Energy Efficiency (CEE), Market Transformation (MT) is a strategy that promotes the manufacture and purchase of energy-efficient products and services. The goal of this strategy is to induce lasting structural and behavioral changes in the marketplace, resulting in increased adoption of energy-efficient technologies.

[10] Marketing collateral, in marketing and sales, is the collection of media used to support the sales of a product or service. These sales aids are intended to make the sales effort easier and more effective. Common examples include: sales brochures and other printed product information; posters and signs; visual aids used in sales presentations; web content; sales scripts; demonstration scripts; product data sheets; product white papers.

[11] See Public Act 07-242, Sec. 61. (NEW) (*Effective July 1, 2007*) (a) On or before September 1, 2007, the Department of Education, in consultation with the Department of Public Utility Control, the state's electric distribution companies and interested manufacturers of compact fluorescent light bulbs, shall (1) establish a week-long promotional event, to be known as "See the Light Week", in late September or early October each year, that will promote renewable energy and energy conservation, (2) encourage and solicit school districts, individual schools and other educational institutions under the jurisdiction of the Department of Education to participate in a state-wide compact fluorescent light bulbs fundraiser established pursuant to subsection (b) of this section, and (3) provide outreach, guidance and training to districts, parent and teacher organizations and schools concerning the value of renewable energy.

fundraising opportunities to schools and non-profit organizations.[12]

The Companies also plan to continue implementing retail lighting sales events. At these events, Company vendors offer lighting products for retail sale at community events, fairs, and large customer enterprises. In addition the Companies will continue produce (online and print) the SmartLiving™ Catalog with an increased emphasis on the promotion of the smartlivingcatalog.com Web site via bill messaging and inserts. To order through this Catalog, one needs to be a residential customer of CL&P or UI, and residential electric customers of these companies need to have their account numbers available during the checkout process. The URL to access this catalog is www.energyfederation.org/smartliving.

In 2008, the Companies will not offer an "everyday" in-store appliance rebate as CL&P and UI data shows that rebates are not a cost-effective strategy. Instead the Companies will consider limited NCP promotions with retailers and manufacturers (which may or may not include customer rebates) on a case-by-case basis as a means of maintaining a market presence. Promotions will be considered for specific time periods, i.e., Earth Day and to coincide with manufacturer or retailer specific promotions that promote/target the highest tier efficiency within the product category.

Marketing Strategy: This program participates in a regional market transformation initiative coordinated by NEEP. Through this initiative, the Companies have the opportunity to utilize point-of-purchase materials and a general marketing platform custom-developed for the New England and Long Island, NY area, and/or to utilize the national ENERGY STAR® program's materials and platform.

The marketing strategy for the ENERGY STAR® Lighting and Appliance programs will continue to focus on building brand awareness of the unique benefits of energy-efficient products within the Companies' service territories, with emphasis on SWCT. Specifically:

[12] See Public Act 07-242, Sec. 61 (b) (1) The Department of Education and the Energy Conservation Management Board, established pursuant to section 16-245m of the general statutes, as amended by this act, shall develop and implement a state-wide fundraiser for all public schools, in which students would sell compact fluorescent light bulbs. The participating schools would retain a portion of each sale.

- Implement mass marketing strategies to support new rebate campaigns and special ENERGY STAR® events
- Identify cooperative opportunities with retailers and manufacturers to create general awareness of the ENERGY STAR® brand, generate sales and extend the message into the community
- Continue to support the national and regional ENERGY STAR® initiatives
- Identify and participate in cross-marketing opportunities with relevant state-wide conservation programs such as *eesmarts*™, Home Energy Solutions, and the UI SmartLiving Center

Incentive Strategy: As the lighting and appliance markets both evolve, the Companies plan to define specific incentive amounts or strategies for the targeted products as the market dictates. However, certain expectations and assumptions have been utilized for planning purposes, including:

2008 base rebate levels are:

- $10 per interior light fixture, portable lamp, or qualifying ceiling fan with light kits
- NCP Incentives for CFLs varies by wattage and style and ranges from approximately $1 to $3 per CFL.

Goals: The 2008 goal for this program is to sell 1,853,493 energy efficiency products through this program. The electricity savings goal for this program in 2008 is 52,864 MWh.[13]

New Program Issues: Lighting NCPs will target the increased market penetration of non-standard (specialty) CFLs, which may result in higher per unit rebate amounts, but at the same time are expected to lead to improved range of product stocked at retailers and customer acceptance.

The Companies will continue to promote these events in 2008, citing past success with corporate energy and lighting fairs. In addition, during 2008, CFL fundraising opportunities will be offered to schools and non-profit organizations. School CFL fundraisers will be co-promoted through *eesmarts* to offer schools an additional program element.

[13] See Table B, CL&P Comparison of Conservation Programs, Exhibit CL&P/UI 1, included in the Joint 2008 CL&P and UI Conservation and Load Management Plan, filed with the DPUC on October 1, 2007, in Docket 07-10-03.

Currently, ENERGY STAR® is finalizing the specifications for solid state (i.e., LED) lighting. The Companies will consider their inclusion into the program based on availability and performance. It is anticipated that the ENERGY STAR® label will initially be limited to a small number of indoor fixtures.

2006 Program administrator cost per lifetime kWh saved: $.0117

3.2 Room Air Conditioner Replacement Program (CL&P & UI)

Objective: The objective of the Room Air Conditioner Replacement program is to encourage customers to remove old, inefficient window air conditioners and replace them with models that meet the federal ENERGY STAR® standard.

Program start date: This program will be implemented in 2008. Prior to 2008, CL&P and UI implemented a refrigerator replacement program.

Target Market: The Companies will target residential customers who have older, less-efficient window air conditioners.

Program Description: The Room Air Conditioner Replacement program is a result of recent Connecticut legislation that was passed in 2007. Public Act 07-242, Section 3, *An Act Concerning Electricity and Energy Efficiency*, provides rebates for customers to replace window air conditioners that do not meet federal ENERGY STAR® standards with units that do meet these standards. In order to qualify for a rebate, a customer must present an old air conditioner to a retailer for proper environmentally-friendly disposal in accordance with state regulations.

The Companies have issued a Request for Proposal ("RFP") to retailers, distributors and disposal/recycling vendors, and are currently awaiting responses. The responses will help shape the final design of the program and will, among other things, determine which retailer(s) will participate, the length of the program (i.e., season long offering, or weekend "turn-in" events), marketing plans, and the relative size of the program. The Companies will select retailers and/or vendors to participate in the program based on available funding and cost-effectiveness screening. In situations where the Companies and ECMB determine that the "best" proposal is too expensive and not cost-effective, the rebate amounts or program implementation design will be adjusted to reach a cost-effective solution. If the Companies and ECMB determine there is no cost-effective solution, they plan to notify the DPUC and reallocate the dollars to other approved programs.

Marketing Strategy: The Companies anticipate that the marketing for this program may be done through print ads, flyers, radio, and the Companies' websites. The Companies intend to work with the "best" bidders and to the extent possible, leverage existing marketing channels (e.g., retail flyers) as much as possible to help reduce program costs.

Incentive Strategy: Public Act 07-242, specifies the following rebate levels:

- $25 for an ENERGY STAR window air conditioner with a retail price of $100.00 to $200.00.
- $50 for an ENERGY STAR window air conditioner with a retail price greater than $200.00 but less than $300.00.
- $100 for an ENERGY STAR window air conditioner with a retail price of $300.00 or greater.

The Companies believe that the legislation allows changes in the rebate amounts if these rebate amounts are not found to be cost-effective.[14] Based on initial program screening, the Companies believe it is possible that some adjustments to incentive amounts will be necessary.

Per Public Act 07-242, rebates are available only to customers who present an old air conditioner to the retailer for disposal. The legislation does not set limits on how many units may be turned in per customer, and is not specific on how many rebates customers may qualify for (*does one turned-in unit equal one rebate?*). The Companies believe that it is appropriate to allow one rebate for each unit that is turned in and will limit the total number of rebates that a customer can receive to three. However, the Companies also indicated that they will consider exceptions to these rules on a case-by-case basis.

If necessary, based on the response from the bidders and cost-effectiveness screening, the Companies reported that they may adjust the rebate amounts to make the program pass cost-effectiveness screening.

[14] Public Act 07-242 requires that the AC rebate program approved as part of PA 07-04 be cost-effective. Based on this Act, rebates are set at these levels "unless the board demonstrates that such levels are not cost effective"

Goals: The electricity savings goal for this program in 2008 is 719 MWh.[15]

New Program Issues: Because of the timing of the legislation, details of this program will be largely unknown until responses to the RFP are received. In the meantime, the Companies have estimated program costs and savings based on prior turn-in programs that have been offered in recent years. If the final program deviates significantly from these estimates, the Companies will file an amended Room Air Conditioner Replacement program plan with the DPUC.

2006 Program administrator cost per lifetime kWh saved: $.0751 for 2006 (for refrigerator replacement program)

3.3 Residential New Construction (CL&P & UI)

Objective: The objective of the joint CL&P and UI Residential New Construction program is to reduce the energy use and peak demand in new housing. Related objectives include increasing builder and consumer awareness and understanding of the benefits of energy-efficient building practices, and to effect permanent market movement to more energy-efficient residential construction in the state of Connecticut.

Target Market: The Companies will target large (i.e., large new homes) and otherwise exemplary new residential construction projects, particularly those that are willing to demonstrate the next generation of energy efficiency. The Companies also plan to continue to support energy improvements in all residential new construction, particularly through efforts to improve building energy code requirements in Connecticut.

Outreach and education elements will focus on prospective new home-buyers, builders, developers, and other market actors such as architects, building code officials, insulation and HVAC contractors, and real estate agents. Relationships will continue to be fostered with the appropriate agents of single and multi-family housing for low-income families, including Public Housing Authorities and other community development entities.

Program start dates: 1999 & 2000

[15] See Table B, CL&P Comparison of Conservation Programs, Exhibit CL&P/UI 1, included in the Joint 2008 CL&P and UI Conservation and Load Management Plan, filed with the DPUC on October 1, 2007, in Docket 07-10-03.

Program Description: For 2008, the Companies plan to redefine the focus of the Residential New Construction program in order to continue to reduce costs and improve the program impacts. Program efforts will focus on working with market leaders to demonstrate the approach and benefits of building homes that minimize the peak load growth on the electric system. This will involve moving builders and consumers beyond ENERGY STAR® to high-performing homes that qualify for the Federal Tax Credit and to Zero Energy Homes by incorporating renewable features. Other technologies such as ductless and geothermal heat pumps, combined heat and power systems, time-of-use rate structures and real time feedback mechanisms (such as smart metering or power cost monitors) may be demonstrated or featured. Where appropriate, the companies plan to promote and coordinate Federal Tax Credits, the Clean Energy Fund's Solar PV program, and other funding with the program offering.

To address efficiency opportunities for owners or builders of new homes not interested or capable of meeting these high-performance criteria, the Companies plan to work to upgrade the energy elements of the Connecticut residential building code. The Companies plan to propose code upgrades to the current Connecticut residential building code to upgrade code requirements to ENERGY STAR levels, with certified home energy raters providing technical compliance assistance to local code officials and jurisdictions to ensure that new homes comply with the new code requirements.

The Companies also plan to promote prescriptive incentives[16] for efficient heating and cooling equipment and installations. Beyond these heating and cooling incentives, the Companies plan to offer only modest support for efficiency upgrades from code and projects planning to meet ENERGY STAR levels will receive limited support. The Companies indicate that other prescriptive incentives for measures may be made available depending on the project. Limited support for Home Energy Rating System (HERS) ratings for ENERGY STAR may be employed. However, most of the funding/support for ratings will be in the form of the code upgrade/RESNET compliance proposal discussed above.

[16] A prescriptive incentive is a pre-determined incentive payment per energy efficiency measure, per kWh saved, or per kW saved. Prescriptive incentive make the most sense for energy efficiency measures or technologies that are commercially available, have a proven energy savings track record, and that have few or no performance or reliability issues. A good example of a prescriptive incentive are instant coupons of $1 to $2 for compact fluorescent lightbulbs.

Marketing Strategy: The Companies plan to package incentives, tax credits and other promotional elements to offer large and otherwise exemplary projects the opportunity to lead and demonstrate the next generation of new construction in Connecticut. Design and construction contests and award programs may be used to stimulate advanced projects.

The Companies also plan to promote HVAC incentives designed to increase the efficiency of heating and cooling equipment and installations. The Companies will reach out to local building code officials will be conducted to foster code upgrades and compliance options.

Incentive Strategy: The companies plan to package incentives from multiple parties and offer them to high-performance project homes that meet the federal tax credit level of efficiency and incorporate renewable features to approach Zero Energy Home performance. Tax credits will be leveraged where possible for building and renewable features.

The same HVAC incentives offered through the Home Energy Solutions program will be available to all residential new construction. Incentives for geothermal heat pump installations will remain at $500 per ton with a cap of $3000 per residential installation or $4,000 per location[17]. In order to qualify for an incentive, the unit must be performance tested by the contractor to verify that it is operating within its design parameters.

Incentives may be made available to jurisdictions willing to lead as an early adopter of ENERGY STAR as code with RESNET raters providing energy compliance.

Because the Companies plan to move the market by changing the Connecticut building code, the Companies do not plan to offer financial incentives directly to home builders and owners of new homes just for complying with new ENERGY STAR standards.

Goals: The electricity savings goal for this program in 2008 is 1,877 MWh.[18]

[17] $500 per ton incentive was a result of the DPUC Final Decision in Docket No. 05-10-02, June 7, 2006.
[18] See Table B, CL&P Comparison of Conservation Programs, Exhibit CL&P/UI 1, included in the Joint 2008 CL&P and UI Conservation and Load Management Plan, filed with the DPUC on October 1, 2007, in Docket 07-10-03.

New Program Issues: The Residential New Construction program has been in existence for more than 12 years in Connecticut. During that time, the Program Administrators (CL&P and UI) have paid the cost of providing home energy ratings to new homes from utility budgets for energy efficiency." For 2008, the Companies plan to stop paying for this service and plan to let the market take responsibility for this activity with support resulting from the proposal to provide code compliance with raters. (The Companies have indicated in their 2008 Joint Plan that code compliance activity would be sufficient to build the best rater network in the county. This is a dramatic change for the program, but the Companies believe the change will help improve program cost effectiveness and viability going forward.

Finally, in 2008 the Companies will continue to serve low-income residential new construction projects through the low income (UI Helps/WRAP) programs by utilizing the existing infrastructure of the Residential New Construction program.

2006 Program administrator cost per lifetime kWh saved: $.0346

3.4 Home Energy Solutions (CL&P & UI)

Objective: The objective of the Home Energy Solutions ("HES") program is to reduce total energy use and electric system peak demand through the comprehensive treatment of "high-use" residential dwellings, and through the replacement of inefficient equipment in all homes. HES is an "umbrella" program that is comprised of three components:

In-Home Energy Services. *In-Home Energy Services* is the largest component of HES and provides comprehensive in-home energy services to high-use customers. This component of HES is a joint natural gas and electric offering and will be promoted to high-use electric customers, customers with central air conditioning, and/or high-use natural gas customers.

Heating and Cooling System Efficiency. The *Heating and Cooling System Efficiency* component of HES provides incentives to increase heating and air conditioning equipment efficiency and to improve system installation quality. Induced replacement (i.e., early retirement) of older, inefficient equipment will be a key market strategy.

Consumer Financing. In the 2008 Joint Plan, the Companies indicated that HES will provide attractive consumer financing for

energy improvement projects recommended and/or offered through the program.[19]

Target Market: HES serves both single family and multi-family homes. In order to ensure cost-effectiveness, the *In-Home Energy Services* component of the program will be offered **only** to high-use electric and gas heating customers. Eligible high-use customers will typically have electric space and water heat, or central air conditioning with natural gas heat. The Companies will establish high-use eligibility criteria that will look to incorporate normalized electric and/or natural gas consumption.

The *Heating and Cooling System Efficiency* component of HES targets all residential customers adding or replacing central air conditioning systems. Both market-driven replacement upgrades and early retirement of older, inefficient systems will be promoted.

Program start dates: 1999 & 2000

Program Description: HES provides in-home energy services, incentives for heating and cooling systems, and consumer financing. These program components are summarized below. Also, please refer to previous filings and technical sessions for additional discussion of the program offering.

The *In-Home Energy Services* component of HES will assist high-use customers with comprehensive home performance solutions. Key measures and services include:

- On-Site Opportunity Assessment
- Customer-Specific Energy Recommendations
- Instrumented Air Sealing and Duct Sealing
- Direct-Install Lighting
- Heating and Cooling System Replacement Incentives
- Appliance Replacement Incentives
- Insulation, Doors and Windows (specs. and loans)
- Power Cost Monitors and TOU Education
- Consumer Financing (TBD – see below)

Multi-family project opportunities will be individually assessed through HES to produce project-specific proposals (letters of

[19] The Companies and the ECMB plan to explore, develop, and implement a "best-practice" financing program in 2008 that can efficiently provide most residential customers with access to home energy improvement capital. The home energy improvement capital will be provided by Systems Benefits Charge funding.

agreement) to insure that the project recommendations are appropriate and effective. These proposals may utilize and pull together other programs and offerings (e.g., C&I programs, natural gas programs, tax credit programs, etc.) to deliver comprehensives services to customers.

The *Heating and Cooling System Efficiency* component of HES provides rebates and incentives for the efficient equipment and installation of central air conditioners and heat pumps. Proper performance and efficiency of central air conditioners and heat pumps are linked directly to the design and installation of the system. Therefore, the Companies will increase their efforts to commission systems to ensure and verify that they are properly installed.

To supplement the traditional rebate strategy, the Companies are working with the NEEP to develop Negotiated Cooperative Promotions NCPs with manufacturers and distributors of HVAC equipment. The NCP process will directly engage key market actors to develop program elements such as marketing, contractor training, high efficiency equipment incentives, quality installation incentives, and perhaps customer financing options. Inverter-driven ductless heat pumps are a promising technology that may significantly reduce the energy use for customers with electric resistance heat.

In 2007, the Companies tested the feasibility of using these heat pumps to displace electric resistance heat. The Companies reported in the 2008 Joint Plan that initial customer feedback has been positive and an evaluation effort is underway. Based on the results of the evaluation, the Companies may develop an NCP (and/or offer incentives and/or consumer financing) for the installation of these heat pumps.

The *Consumer Financing* component of HES is undeveloped. Consumer financing products are needed to stimulate consumer actions and co-investment. The Companies have supported and, to a modest degree, promoted the Energy Conservation Loan Program ("ECLP") over the years.[20] Nevertheless, program experience indicates that additional financing

[20] The Connecticut Energy Conservation Loan Program (ECL) and the Multifamily Energy Conservation Loan Program (MEL) provide financing at below market rates to single family and multi-family residential property owners for the purchase and installation of cost-saving energy conservation improvements. The program is administered by the Connecticut Housing Investment Fund, Inc. (CHIF) with funding from the Connecticut Department of Economic and Community Development (DECD). Single family (1-4 units) homeowners may borrow up to $25,000 and multi-family property owners may borrow up to $2,000 per unit (a maximum of $60,000 per building) for a period of 10 years for eligible improvements.

mechanisms and products are needed to meet consumer needs and expectations. The Companies plan to explore, develop, and implement a "best practice" residential consumer financing program component for HES in 2008.

Marketing Strategy: The Companies plan to use direct marketing (mail and telemarketing) to targeted customers to promote the program. Given the current situation of high energy prices in Connecticut, the Companies are concerned about oversubscription to the HES program and about serving non-targeted customers.

Incentive Strategy: The incentive strategies for HES are multifaceted due to the various components of the program and the markets served. The incentive portions of the NCPs have yet to be developed and may be a dominant incentive strategy over time.

For the *In-Home Energy Services* component of HES, the "core" customer incentives will be fixed rebate amounts for equipment replacements, and direct installation of air sealing, duct sealing and lighting measures in the home. Consumer financing will be included as an incentive/catalyst. Subsidized consumer financing may also be used as an incentive.

For the *Heating and Cooling System Efficiency* component of HES, the fixed rebate amounts for equipment replacement will be offered to all residential consumers. Participating HVAC contractors may also receive incentives for verified quality installation (i.e., proper airflow and charge).

Recent Connecticut legislation[21] mandated a $500 rebate for ENERGY STAR central air conditioning systems (systems with at least a 14 SEER and 11.5 EER). However, the benefit-cost ratio is less than 1.0 for 14 SEER systems based on a $500 incentive and thus, the Companies (and ECMB) concluded that a $500 rebate for 14 SEER systems is not cost-effective. However, a $500 incentive is cost-effective for more efficient 15 SEER systems. Based on this finding, the Companies are proposing an alternative incentive structure of $300 for 14 SEER systems, and $500 for systems that are 15 SEER or greater. The Companies argue that this change (reduced incentive of $300 for 14 SEER systems) is necessary in order to make the 14 SEER rebate be cost-effective. Since system efficiency is a function of design and installation practice, the Companies will encourage all customers that receive this rebate to have their system(s) verified for quality installation. In addition, the

[21] HB 7432, An Act Concerning Electricity and Energy Efficiency, June 2007.

Companies plan to continue to work on the national level toward developing quality installation guidelines for ENERGY STAR to adopt.

Goals: The electricity savings goal for this program in 2008 is 10,581 MWh.[22]

New Program Issues: This program was developed in 2007 and has grown exponentially in a relatively short time. Currently, there are nearly 20 crews who have been trained and are working in the field in HES. Partially as a result of HES efforts, a residential energy efficiency industry is developing in Connecticut – an industry that will help customers in Connecticut for many years to come. The Companies postulate that HES may eventually become a market-based program. As a result, a formal training and certification program will be developed for technicians in 2008.

As the Companies look to target high-use customers, it is important that those who do not meet these eligibility criteria are not overlooked. Non-qualifying customer will be provided with the appropriate information and education necessary to help them reduce their energy consumption. "HES Lite" will include product offerings through the SmartLiving Catalog, energy-saving tips, online audit tools, and information on other efficiency programs and offerings.

2006 Program administrator cost per lifetime kWh saved: $.0729 (Residential heating and cooling)

3.5 Water Heater Controls (UI)

Objective: The objective of the UI Water Heater Load Control program, consistent with the DPUC's directives in the August 30, 2006 Supplemental Decision in Docket No. 05-06-04 ("the Decision"), is to promote and support the installation of UI-owned and maintained load controls on customer-owned electric water heaters.

Target Market: Approximately 28% of UI customers (89,000) have electric hot water. Of these customers, approximately 24,000 are participants in UI's electric water heater rental program or have customer-owned water heaters with load control devices and are thus already utilizing controls on their water heaters. Of the

[22] See Table B, CL&P Comparison of Conservation Programs, Exhibit CL&P/UI 1, included in the Joint 2008 CL&P and UI Conservation and Load Management Plan, filed with the DPUC on October 1, 2007, in Docket 07-10-03.

approximately 65,000 remaining customers, about 35% (22,750) have electric water heaters with capacities of 80 gallons or greater. It is these customers who will be the target market for this program. Note that customers with tank sizes less than 80 gallons are considered a secondary target group, since these smaller capacity tanks are not well suited for optimum off-peak operation. These customers are advised that their installation may be problematic and are referred to UI's rental program in order to gain the greatest benefit from off-peak load control.

Program start dates: 1999 & 2000

Program Description: The program is in the process of being developed and will encourage customers who own their own water heaters to request a load control timer (provided and installed at no cost to the customer) and be moved to Rate RT if not already on it. These controllers, like those utilized in the water heater rental program, would disable the heater's lower heating element during the on-peak period of 7:00 a.m. to 11:00 p.m. An education/tips package regarding maximizing the benefit of Rate RT will also be provided.

Consistent with the Decision, the hardware and the initial installation will be rate-based. However, marketing/promotion and subsequent customer service and callbacks will be supported by C&LM funding.

Marketing Strategy: Marketing of the program will likely emphasize direct mail and perhaps telephone calls to water heating customers, as well as general awareness via bill inserts and/or The Source newsletter. Direct marketing will likely pursue the highest users, who will be the first to be migrated to the Rate RT consistent with the mandatory time-of-use rates section of the Decision.

Program dates: This program will start in 2008.

Program Goal: 2008[23]

Incentive Strategy: The water heater controller will be provided and installed at no cost to the customer. In addition, a key component of the marketing and education activities associated with the program will be to communicate the importance of residential load control

[23] See Table B, CL&P Comparison of Conservation Programs, Exhibit CL&P/UI 1, included in the Joint 2008 CL&P and UI Conservation and Load Management Plan, filed with the DPUC on October 1, 2007, in Docket 07-10-03.

as a key strategy in mitigating the peak demand-induced cost penalties incurred by Connecticut customers.

2006 Program Administrator Cost per lifetime kWh saved: New program for 2008; actual costs not available yet.

3.6 Multi-Family Initiative (CL&P & UI)

Objective: The purpose of the Companies' Multi-Family ("MFI") Initiative is to maximize measures and savings in multi-family projects by utilizing all programs and offerings that are available and applicable to multi-family customers. The Companies plan to expand services available to MFI projects by specifically inserting a MFI aspect into current program offerings and by utilizing a single customer point of contact for each MFI project.

Target Market: The target market is all existing and new MFI buildings. A building is generally considered multi-family if it is more than three connected units; if it has mixed use within the same building; or if it is under control of a property manager, association or housing authority. Examples of MFI properties are:

- Assisted living facilities
- Dormitories
- Group homes
- Apartment complexes
- High-rise (condos and apartments)

Program start dates: 1999 & 2000

Description: To the extent possible, the Companies will utilize existing C&LM Programs and deliver them to customers under one umbrella as a single offering. The Companies plan to offer customers "one-stop" shopping through a single Program Administrator ("PA") that will serve as the primary contact for customers. The PA will focus on the particular project comprehensively and engage all stakeholders (i.e., the customer, energy services companies, other program allies).

The MFI for new construction will focus on the building envelope and energy efficient opportunities such as insulation, HVAC, lighting, commissioning and appliances. MFI retrofits will focus on lighting, window air conditioners or existing duct work. All MFI projects will be reviewed for any C&I opportunities that may exist in some multi-family buildings. It is anticipated that most of the savings will be through lighting measures.

Marketing: The MFI will be marketed through existing program channels. Targeted marketing may be undertaken and targeted to trade allies, housing associations, property manager, architects, and developers.

Incentive Strategy: Financial incentives will be provided through other UI electric conservation programs.

Goals: Since savings for MFI projects rolls up into other programs, it does not have a specific goal. The savings and costs for this initiative are captured in other programs.

2006 Program Administrator Cost per lifetime kWh saved: Costs and savings are included in other programs.

4.0 Commercial and Industrial Programs

This section of the report provides detailed information and statistics on the commercial and industrial sector electric conservation programs offered by Connecticut Light and Power Company (CL&P) and United Illuminating Company (UI). The information presented in this section was obtained by GDS from CL&P from publicly available reports, from the U.S. Energy Information Administration, from the Connecticut Energy Conservation Management Board and from pertinent program impact evaluation reports.

4.1 Energy Conscious Blueprint (CL&P & UI)

Objective: The objective of the Energy Conscious Blueprint ("ECB") program is to maximize energy savings for "lost opportunity" projects, at the time of initial construction/major renovation, or when equipment needs to be replaced or added. These opportunities are realized by: 1) introducing energy efficiency concepts to actual customers, architect/engineering firms, contractors, commercial realtors, trade allies, etc., 2) demonstrating the benefits of selecting efficient options during the design stage, and 3) convincing the design community that there is more to be gained for customers by designing for the whole building operation over all the expected operating conditions at the time a new building is constructed (rather than adding energy efficiency measures at a later date, after the building is already designed and constructed).

Program start dates: 1999 & 2000

Target Market: The ECB program specifically targets C&I customers of all sizes that are planning projects involving new construction, major renovation, tenant fit-out and major equipment replacement, including municipalities.

Process Reengineering for Increased Manufacturing Efficiency ("PRIME") audits are available to CL&P industrial customers in the Standard Industrial Classification[24] ("SIC") classification range of 2000 to 3999. PRIME provides a productivity evaluation to achieve greater manufacturing efficiencies through more streamlined processes and waste minimization, inventory reduction, and reduced floor space requirements. UI offers

[24] A Standard Industrial Classification code is a number that indicates the type of business activity for a specific company. About a decade ago the North American Industry Classification System (NAICS) replaced the U.S. Standard Industrial Classification (SIC) system For example, NAICS code 322110 is for the pulp manufacturing industry (i.e., chemical, mechanical, or semi-chemical processes) without making paper.

similar services/assistance to industrial customers, but on a smaller scale through the custom features of ECB.

Program Description: The ECB program promotes energy efficiency for C&I new construction, renovation, tenant fit-outs, and equipment replacement/addition projects. The program seeks to increase the energy efficiency of lighting systems, HVAC systems, motors, processes, and other energy components of commercial and industrial buildings or projects.

This program offers a variety of services and incentives, including technical and financial assistance from design through construction. These services and incentives are based upon the proposed project's complexity, energy savings potential, scope of work, and the desire of the owner and his/her design team to participate.

Municipalities are eligible to participate in the ECB program. The same programmatic rules apply to municipal customers as they would to any other commercial customer. No specific budget dollars are set aside for municipal projects. A municipal project's cost effectiveness and resulting energy savings should be the same as a project for a similar commercial building.

Projects typically follow one of two tracks: either Prescriptive or Comprehensive. The Prescriptive track is generally for smaller, non-residential buildings or projects that are usually less than 50,000 sq. feet in size, or smaller projects with limited conservation opportunities. The Comprehensive track is generally available for larger, non-residential buildings or projects in early design stages with numerous conservation opportunities and complex energy efficiency options.

In addition, CL&P continues to expand the scope and role of the traditional energy evaluation within the manufacturing sector to include environmental, production, and process issues through PRIME. Through this program, CL&P continues to work directly with industrial customers to improve the energy and manufacturing efficiency of various processes, both existing and planned, through lean manufacturing techniques. Financial assistance is available.

In 2007, CL&P's Energy Conscious Blueprint program received an "Exemplary Program" recognition award from the ACEEE. CL&P's PRIME program received an "Honorable Mention" award for its successes.

Marketing Strategy: Energy Conscious Blueprint is marketed directly to architects, building owners, contractors, customers, engineers, equipment suppliers, service companies, and other trade allies of the "built environment" community.

Focused attempts are made to contact decision makers as early as possible so that energy-saving strategies can be incorporated into designs and equipment selections. Construction reports are used to monitor upcoming projects throughout the state, and to obtain key project contact information.

Marketing for the Companies' ECB program occurs throughout the year and remains flexible in order to maximize results. Brown bag lunch sessions, selected advertising, memberships, trade shows and sponsorships are also used to leverage contacts or to deliver the program benefits in a cost-effective manner. Program marketing needs typically dictate the schedules and costs. The Companies' individual marketing plans will be designed to be flexible in order to maximize results. Many of the marketing materials will be jointly produced, allowing CL&P and UI to maximize the "economies of scale" and further enhance cost-effective opportunities. The following table represents the potential strategies and timing.

Strategy/Items	**Timing**
Brochure Development	As needed
Direct Mail	As needed
Selected Advertising	Intermittently
Trade Shows	TBD
Association /Promotions	As needed
Promotional Items	Ongoing
Mini-Case Studies	TBD
Construction Reports	Ongoing

The Companies' websites, www.cl-p.com/Energy_at Work_and, www.uinet.com/your_business,_will continue to be utilized to showcase successful projects and other relevant program information.

The program employs low-cost giveaways to create a continuous presence and awareness of either the Fund logo or the Fund logo and the program's name, such as golf balls, pens, and screwdrivers.

Incentive Strategy: Incentives are typically based on the energy efficiency of a design and incremental costs between less expensive, standard efficiency equipment and a more expensive, high-efficiency

option. Incremental costs are qualified with cost-effectiveness criteria to ensure that enough energy savings are attained to justify the incentive.

Design incentives are also available to encourage Design Teams to integrate designs, as well as improve the overall energy efficiency of their designs by using high-efficiency alternatives and to involve the ECB program as early as possible.

Customers are eligible for direct cash incentives that provide up to 100% of the incremental equipment cost of installing efficient systems and equipment, compared to the cost of code-compliant standard design practice. The program includes incentives for the more common energy component standards (lighting, HVAC, etc.), as well as any other energy-saving technology where the extra costs can be justified by the energy savings. The program encourages customers to go beyond the standards by recognizing the associated increased difficulties and costs.

In addition, the Companies offer custom incentives for implementing measures that create peak load reduction, such as: fluorescent lighting with dimmable ballasts, adding load management capability to standard energy management systems, and thermal energy storage systems.

The following is an example (for illustrative purposes only) of an 112,000 sq. ft. high performance urban elementary school complex which utilizes daylight dimming control system. The incentives are calculated using the prescriptive energy efficiency standards for HVAC, lighting, lighting controls, motors, variable frequency drives, and custom incentives for the daylight dimming control system.

Project specifics include:	
Lighting & Sensors	$117,000.00
Premium efficiency motors	180.00
HVAC	900.00
VFD's HVAC Fans	12,380.00
VFD's Hot Water Pumps	4,300.00
Daylight Dimming System	12,934.00
Total	$152,194.00
Cost per sq/ft	$1.37

Goals: The 2008 electricity savings goal is 36220 MWh.[25]

[25] See Table B, CL&P Comparison of Conservation Programs, Exhibit CL&P/UI 1, included in the Joint 2008 CL&P and UI Conservation and Load Management Plan, filed with the DPUC on October 1, 2007, in Docket 07-10-03.

New Program Issues: As a result of significant changes previously made to the State Building Code, uniform understanding and interpretation of the codes and limited enforcement were identified as obstacles to building highly efficient buildings. In 2007, to improve and accelerate the learning process associated with the new and more restrictive requirements of the code, the Companies adopted a new incentive structure to more aggressively promote energy efficiency design and technology as a learning tool. The ECB program strives to maximize energy efficiency beyond the base requirements of the State Building Code. The program implementation methodology adopted in 2007 will be continued in 2008 to help further integrate ECB with those projects seeking Leadership in Energy and Environmental ("LEED") or other advanced building guideline distinctions. As in the past, ECB will continue to promote emerging technologies where feasible and applicable.

As previously noted, the gas distribution companies and electric distribution companies will partner in 2008 to offer an integrated portfolio of products and services. Integrating gas measures into the existing ECB program will offer customers a more comprehensive package for achieving greater energy efficiencies within their facilities.

New training opportunities will be explored with emphasis on the design professional audience. The Companies will continue to develop and deploy a broad training/outreach schedule for 2008 that incorporates topics such as, but not limited to, the Connecticut Energy Codes and Regulations, Energy Policy Act of 2005, High-Efficiency HVAC, Advanced Lighting I, II and III and Building Automation Systems. In addition, the Companies and the Lighting Research Center will partner to integrate Daylighting into the program and the training schedule. The dates and locations are still to be determined.

2006 Program administrator cost per lifetime kWh saved: $.0126

4.2 Energy Opportunities (CL&P & UI)

Objective: The objective of the Companies' joint Energy Opportunities ("EO") program is to improve the energy efficiency of a customer's existing facility by capturing retrofit opportunities. These opportunities are realized by: 1) exchanging functioning yet inefficient equipment within the commercial or industrial environment with higher efficiency equipment; 2) retrofitting

existing equipment with energy-saving devices, modifications, or controls; and 3) improving a facility's performance.

Target Market: EO targets commercial, industrial, municipal, and institutional customers that would benefit from retrofit projects in their facilities with utility approved energy-efficient measures. This program also targets customer segments with unique characteristics and needs not covered by other program offerings.

Program start dates: 1999 & 2000

Program Description: The services provided through EO are varied and specifically designed to meet the needs of the individual customer. They may include: co-funded studies determining cost-effectiveness of potential measures, studies qualifying emerging technologies specific to customer initiated projects, and cash incentives helping to defray implementation costs.

Retrofit projects are defined as those where the customer, who desires to reduce their facility's energy consumption, voluntarily exchanges or modifies inefficient, functioning equipment with high-efficiency alternatives, resulting in energy savings and thus improving the energy use within their facility. The new high-efficiency equipment must meet or exceed efficiency standards where applicable.

Municipalities are eligible to participate in the EO program. The same programmatic rules apply to municipal customers as they would to other commercial customers. Municipal customers are also eligible for project financing. No specific budget dollars are set aside. A municipal project's cost effectiveness and resulting energy savings should be the same as a project for a similar commercial building. Municipalities are able to utilize the EO program to replace incandescent traffic signals with LEDs. GDS notes that programs to replace incandescent traffic signals with LED signals have proven to be very cost effective across the U.S. and Canada.

In 2007, CL&P's EO program received an "Exemplary Program" recognition award from the ACEEE.

Marketing Strategy: Utility personnel will market the EO program to customers through direct contact. Tools such as the Companies' websites, comprehensive information packets, case studies, direct mail, seminars, and trade shows, may be used by Company representatives. When applicable, both Companies will

integrate their marketing efforts with federal, state and regional initiatives. Selected advertising, memberships, and sponsorships are also used to leverage contacts or to deliver the program benefits in a cost-effective manner. Active participation and involvement with the vendor community will influence building trade organizations, vendors, contractors, and energy services companies, to become an extension of C&LM staff by delivering qualified leads for this program.

Marketing for the EO program will occur over the 12-month period as needed. The Companies' individual marketing plans will be designed to be flexible in order to maximize results. Many of the marketing materials will be jointly produced, allowing CL&P and UI to maximize the "economies of scale" and further enhance cost-effective opportunities. The following table represents the potential strategies and timing.

Strategy/Items	**Timing**
Brochure revision	As Needed
Guidebook revision	As Needed
Direct Mail	As Needed
Selected Advertising	Intermittently
Trade Shows	TBD
Association/Promotions	Intermittently
Promotional Items	Ongoing
Mini-Case Studies	Ongoing

The Companies' websites, www.cl-p.com/Energy_at_Work and, www.uinet.com/your_business, will continue to be utilized to showcase successful projects and other relevant program information.

The program employs low-cost giveaways to create a continuous presence and awareness of either the Fund logo or the Fund logo and the program's name, such as golf balls, pens, and screwdrivers.

Incentive Strategy: In 2008, the joint EO program will continue to employ strategies that are designed around the most successful retrofit strategies for meeting the needs of the diverse customer base of both companies. Over the years, flexibility has proven to be vital for implementing cost-effective, energy-efficient projects in both service territories. Prescriptive and custom incentives will be offered under the EO program.

Prescriptive rebates will be offered for smaller typical lighting projects. These rebates are intended to pay prescribed incentives for replacing standard efficiency lighting with energy-efficient lighting equipment/controls. A simple form that is completed by the customer or their contractor will expedite the rebate process. The following is an example of the typical rebate that would be available under the prescriptive path:

Lighting

Existing - (24) 3-lamp T-12 (34 watt bulbs with energy saving magnetic ballasts).
Proposed - (24) 3-lamp T-8 (high-performance bulbs and electronic ballast combination)
Incentive = 24 fixtures X $20.00/fixture = $480

Custom incentives will continue to be offered in EO. These incentives will be applicable to a wide, diverse range of energy-saving technologies. Qualifying projects or Energy Conservation Measures ("ECMs") earn incentives that represent a percentage of the project costs up to a maximum dollar value based on the kWh and peak kW savings. The percentage and value per kWh and kW saved are set to influence implementation and may vary from year to year. The incentive calculations are based on the following: a) energy savings (kWh) and peak demand savings (kW), b) project or ECM cost, c) the simple payback for ECM, d) the measure life, e) age of existing equipment, and f) non-electric benefits.

EO may also employ a maximum incentive cap per customer Federal Tax ID, per customer account, or per project, in order to make funds available to more customers.

The following example illustrates how the custom incentive may be calculated for a typical lighting project. A customer decides to retrofit a warehouse with high bay T5 fluorescent technology and occupancy sensors. The retrofit project consists of 126 fixtures being retrofitted from 1L – 400 w MH fixtures to 4L – F54T5 lamps with two electronic ballasts. In addition, occupancy sensors are installed to provide more control to the lighting. Project specifics include the following:

	kW	**Operating hrs/yr**	**kWh Usage/yr**	**Electric Cost/yr**
Existing Lights - Uncontrolled	58.6	3000	175,770	$26,366
Proposed Lights -				

Controlled	29.5	2100	61,916	$9,287
Total Savings	**29.1**	**900**	**113,854**	**$17,078**

Project Square Footage	45,000
Watts/Sq. Ft. (existing design)	1.30
Project Cost (Incl. Sales Tax)	$37,800
Baseline Watts/sqft[1]	0.80
Watts/Sq.Ft. (proposed design)	0.66
Estimated Incentive	$18,900
Net Customer Cost	$18,900

[1] ASHRAE 90.1-2001 w/Addenda

Goals: The 2008 electricity savings goal is 44,034 MWh.[26]

New Program Issues: The 2007 initiative to impact summer peak demand by identifying and removing old, inefficient chillers from the system was successful in achieving its goals. As a result, the initiative will not be continued in 2008. Customers wishing to replace chillers will be eligible to participate under the regular EO program guidelines.

As previously noted in Chapter 1, the Companies are continually moving towards more integrated programmatic approaches to making the customer operate in a more comprehensive energy efficient manner. Therefore the Companies have developed a "Comprehensive Bonus" whereby retrofit projects in existing buildings may be eligible for a bonus incentive if the project contains at least two measures and the measures are in at least two different end uses. Additionally, the second largest end use must represent at least 10% of the total project energy savings. The bonus incentive for a qualifying project will be the additional amount needed to buy down the project to a 2 year payback as long as the total project Utility Measure Cap is not exceeded. To be eligible, the project simple payback (without utility

[26] See Table B, CL&P Comparison of Conservation Programs, Exhibit CL&P/UI 1, included in the Joint 2008 CL&P and UI Conservation and Load Management Plan, filed with the DPUC on October 1, 2007, in Docket 07-10-03.

incentives and before the bonus) must be greater than 2 yrs but less than 10 years. GDS notes that a main purpose of having a requirement that the project payback has to exceed 2 years in order to qualify for a financial incentive is to minimize free-ridership. If there were no such requirement, experience across the U.S. is that projects with less than a 2 year payback would be done anyway, even in the absence of a CL&P or UI program, thus contributing to high free-ridership.

The market response to the EO program's prescriptive Lighting Rebate program has shown that valuable energy savings are achievable with readily available standard T8 technologies and their inclusion in the program may benefit Connecticut customers. In 2008, the Companies will re-examine the prescriptive lighting rebate offerings and potentially offer incentives for appropriate standard T8 technologies through the EO program's prescriptive Lighting Rebate form.

As previously noted in Chapter 1, the gas distribution companies and electric distribution companies will partner in 2008 to offer an integrated portfolio of products and services. Integrating gas measures into the existing EO program will offer customers a more comprehensive package for achieving greater energy efficiencies within their facilities. It is important to note that the funds for electric and natural gas energy efficiency programs are separate funds, and that while programs are becoming more integrated, the funding still is separate..

To further simplify program delivery, maximize cost-effectiveness and minimize customer confusion, the Demand Reduction program offered in previous program years will be incorporated into the EO program in 2008.

The Companies will continue to develop and deploy a broad training/outreach program and schedule for 2008 that incorporates topics such as but not limited to; the Connecticut Energy Codes and Regulations, Energy Policy Act of 2005, Energy Basics and Energy Action Planning I and II, High-Efficiency HVAC, Advanced Lighting I, II and III, and Compressed Air Challenges I and II. The dates and locations are still to be determined.

2006 Program administrator cost per lifetime kWh saved: $.0061

4.3 Operation & Maintenance Services (CL&P & UI)

Objective: The objective of the Companies' C&I O&M Services ("O&M") program is to achieve and maintain high levels of efficiency of C&I customer equipment and to enhance energy-efficient management behaviors among commercial and industrial customers.

Target Market: All C&I customers

Program start dates: 1999 & 2000

Program Description: Historically, this program primarily offered incentives to customers to correct less than optimum O&M practices. The Companies will continue to provide O&M evaluations and recommendations on an as needed basis, with the customer being responsible for implementing the O&M improvements. Examples of some of the technologies currently covered by O&M services include: compressed air system leak repairs, addition or correction of control components for efficient operation, and piping modifications for pressure drop relief.

While these services will still be offered, the program is undergoing changes to provide for a more structured and integrated approach toward enhancing energy efficient management behaviors among commercial and industrial customers.

Within the O&M strategic framework, the program will consider for inclusion in the program the piloting/testing of promising concepts, technologies and services brought forth from the marketplace. The results of these efforts may be used to make incremental improvements to the O&M programs thereby evolving the program to a more comprehensive state that improves the persistence of savings associated with the equipment installed through the core C&I programs over time.

The Companies will continue to sponsor and provide focused training to help customers improve their O&MO&M activities). A variety of training opportunities will be explored with emphasis being the facility managers as the target audience. The Companies have been successful in identifying and providing training in the efficient operation of building systems to help qualify facility operators and maintenance staff for certification. The Companies have also provided a broader training and outreach program that will continue into 2008. Training will incorporate program topics such as, but not limited to: Certified

Energy Manager ("CEM"), Building Operator Certification ("BOC") or equivalent, K-12 school facility maintenance, energy basics and energy action planning, building automation systems, Retro-commissioning and Compressed Air Challenges I and II. In addition, training opportunities will be explored that target improving awareness and energy-efficient management behaviors among commercial and industrial customers.

In addition to the expanded training and education component of the program, O&M will focus on low cost/no cost opportunities for customers to achieve savings. The program will not include significant capital investments and qualifying measures will typically have measure lives of five years or less.

The Retrocommissioning ("RCx") pilot initiative previously offered by the Companies within the existing O&M program has become increasingly more successful and thus will continue to be offered as an O&M program component in 2008. The RCx process conducts an in-depth review of a facility's systems operations. The review focuses on integrating more efficient and effective instruction into the building automation systems. The objective of RCx is to find low-cost/no cost, non-capital energy-efficient measures that will quickly and effectively result in energy savings for the owner of the building. The program targets Connecticut's large customer facilities in the commercial office market segment, and possibly the large institutional segment. In addition, the Companies will work to further develop an RCx "Lite" program that is more appropriately scaled for medium-sized businesses. In UI's service territory, customer incentives will be paid and accounted for in the EO program.

Marketing Strategy: The primary marketing strategy for O&M will continue to be direct customer contact to increase awareness of energy efficiency. It is anticipated that the program will also be heavily marketed by contractor community.

An aggressive schedule of training seminars to increase contractor and customer awareness will continue in 2008. Direct mailings, applications and literature for individual seminars will be sent in advance of a seminar's date.

As the O&M program develops the Companies' websites, www.cl-p.com/EnergyatWork and, www.uinet.com/your business, will be utilized to showcase successful projects along with training schedules and other relevant program information.

Incentive Strategy: To further align the C&I program offerings statewide, O&M incentives will be adjusted to be consistent with those offered in EO and ECB. However, incentives may be tailored based upon the specific nature of each proposal. In some cases, portions of the selected customer's project may qualify for incentives under the EO or ECB programs.

In UI's service territory, customers will receive incentives for evaluations identifying appropriate measures being recommended for implementation from the O&M program.

Goals: The 2008 electricity savings goal is 8,686 MWh.[27]

New Program Issues: To further the goal of long-term sustainability for Connecticut's businesses and industries, the Companies will continue to work on developing and refining the strategic framework for O&M. It is important to note that the long term vision of enhancing energy efficient management behaviors is a multi-year plan which will require an investment in early years but will ultimately result in corporate ownership of energy management and measurable savings.

To further align the C&I program offerings statewide, O&M incentives will be adjusted to be consistent with those offered in EO and ECB.

As previously noted in Chapter 1, the gas and electric companies will be partners in 2008 offering an integrated portfolio of products and services. Integrating the planned programming offered by the gas companies into the existing EO program will offer customers a complete package for achieving greater energy efficiencies within their facility.

Program administrator cost per lifetime kWh saved: $.0179

4.4 Small Business Energy Advantage (CL&P & UI)

Objective: The objective of the joint CL&P and UI Small Business Energy Advantage ("SBEA") program is to provide cost-effective, turnkey C&LM services for small business customers.

Target Market: All C&I customers, with an average 12-month peak demand up to 200 kW in CL&P's service area, and an average 12-month

[27] See Table B, CL&P Comparison of Conservation Programs, Exhibit CL&P/UI 1, included in the Joint 2008 CL&P and UI Conservation and Load Management Plan, filed with the DPUC on October 1, 2007, in Docket 07-10-03.

peak demand up to 150 kW in UI's service area, are eligible for this program. SWCT will continue to be a major emphasis area.

Program start dates: 1999 & 2000

Program Description: The Companies currently provide, through a network of approved contractors, direct or turnkey services to maximize energy efficiency operations for customers. These direct services include energy assessments and installation of measures.

In most cases there are no up-front customer costs required by the program. During 2008, the Companies will pay incentives for relevant energy efficiency measures within cost-effectiveness constraints, and will offer an interest-free financing option to credit-qualifying customers for the balance. UI financing will appear as a line item on the customer's bill. CL&P customers will receive a separate bill for the financing and in 2008 new loans will appear as a line item on the customer's bill when CL&P anticipates its new billing system is available. The loan repayment term, which is determined by the simple payback of the project, is set at a level that normally provides the customer with a positive annual cash flow based upon the estimated energy savings resulting from the installed measures.

Additionally, during 2008, the State Buildings Initiative will utilize the SBEA contractors and processes to facilitate the audit and installation of specific energy efficient measures in qualifying state owned or leased properties.

The SBEA program also includes an educational component to inform small business customers of the benefits that can be achieved through energy efficiency efforts.

In 2007, CL&P's SBEA program received an "Exemplary Program" recognition award from the ACEEE. CL&P's program also received a Silver Innovation Award from the CQIA.

Marketing Strategy: During 2008, this program will primarily be marketed through the contractor network and targeted direct mail. Where appropriate, the Companies will explore joint marketing opportunities. During 2008, pro-active utility marketing for the SBEA program will occur on an as needed basis. The Companies' marketing plan will be designed to be flexible, in order to maximize results. Many of the marketing materials will be jointly produced to enhanced cost-effective opportunities. Initially, this will be in the form of printed materials.

During 2008, the Companies will continue to explore a variety of marketing strategies, such as: (1) targeting specific industries and neighborhoods, and (2) working with chambers of commerce, town officials, trade groups, and the Connecticut Department of Economic and Community Development. Based upon the results of exploring these additional avenues, promising markets will be pursued, and programs will be implemented. SBEA also utilizes selected advertising, memberships, and sponsorships to leverage contacts or to deliver the program benefits in a cost-effective manner.

The following represents some of the anticipated strategies for 2008, and timing for both the Companies.

Strategy/Items	**Timing**
Selected Advertising*	As needed
Trade Shows	Intermittent
Case Studies	As needed
Brochure Revision	As needed
Chamber of Commerce Ad	Bi-annually
Promotional Items	On a continual basis

* Selected advertising includes media, newsletters and other strategies with business associations.

During 2008, CL&P's Web site, www.cl-p.com/Energy_at Work/sbea and UI's Web site, www.uinet.com/your_business, will continue to be utilized to showcase successful projects along with other relevant program information.

The program employs low-cost giveaways to create a continuous presence and awareness of either the Fund logo or the Fund logo and the program's name, such as golf balls, pens, and screwdrivers.

Incentive Strategy: Incentives for lighting and other energy efficiency measures are prescriptive and capped within cost-effectiveness constraints. In some instances, incentives for non-lighting measures are custom-designed within cost-effectiveness constraints. The Companies will continue to evaluate market trends and responsiveness, and make adjustments to participation requirements and incentive levels accordingly.

Financing will be offered with this program as described in the C&LM Financing section.

The following example illustrates the incentive breakdown for a 2007 SBEA project. The example project is from an actual installed commercial customer with an average monthly demand of 36 kW. The installed measures included new compact fluorescent lamps, T8 fixture retrofits, evaporator fans retrofit, evaporator fan controls, and a novelty cooler control.

Total Project Cost	(incl. sales tax)	$ 15,457.71
Lighting Incentive		$ 3,344.28
Refrigeration Incentive		3,484.63
Net Cost to Customer (incl. sales tax)		$ 8,628.80
Estimated Annual Energy Savings		$ 7,729.17
Estimated Monthly Energy Savings		$ 644.00
Monthly Payment (0% @ 14months)		$ 616.34

Once the loan is repaid, the customer continues to receive the benefits of future energy savings through lower electric bills. The Companies provide oversight at each step of the process to ensure the customer is well-informed and satisfied with the final installation.

Goals: The 2008 electricity savings goal is 25,877 MWh [28]

New Program Issues: The Companies are continually looking to expand the list of eligible cost-effective energy-efficient measures, including refrigeration measures, such as refrigerated case shades and ECM motors. The companies will explore cost-effective demand reduction and load response measures that can be integrated into the SBEA program. In addition, the Companies will work to incorporate comprehensiveness into projects. SWCT will continue to be a focal point for this program.

During 2008, the Companies will work to transition qualified State Buildings within the SBEA framework. During 2008, approved SBEA contractors and processes will be utilized facilitating the audit and installation of specific energy efficient measures in qualifying state owned or leased properties. In the event larger facilities enroll in the State initiative during 2008, the SBEA program size criteria will be waived facilitating implementation in CL&P territory. Those facilities located in UI

[28] See Table B, CL&P Comparison of Conservation Programs, Exhibit CL&P/UI 1, included in the Joint 2008 CL&P and UI Conservation and Load Management Plan, filed with the DPUC on October 1, 2007, in Docket 07-10-03.

territory will be evaluated on a case-by-case basis to ensure there is appropriate funding for their SBEA customer sector –.

As noted in the Decision for Docket 06-10-02, the Utilities will add training and proficiency in EO program screening as a requirement for the RFP selection of SBEA vendors in future solicitations.

CL&P Specific Issues: CL&P will have a competitive bid process in late 2007 to select SBEA contractors to provide services for the 2008 and 2009 program. A total of 10 contractors will be selected and CL&P plans to continue to monitor contractor performance, and make adjustments as necessary. CL&P also plans to work to coordinate comprehensive offerings to both EO and SBEA vendors. As noted in the Decision for Docket 06-10-02, the Utilities plan to add training and proficiency in EO program screening as a requirement for the RFP selection of SBEA vendors.

UI Specific Issues: UI will initiate a competitive bid process during the 4th Quarter of 2007 to select a core of group of vendors to provide services during the 2008 program year.

UI's SBEA program will also explore further opportunities of working with a variety of urban initiatives, such as Empowerment New Haven, and New Haven's Green Initiative . Partnering with these initiatives may be useful in overcoming a variety of obstacles, such minimizing language barriers and attracting local contractors who are easily recognizable in these "inner-city" neighborhoods/areas. In an effort to minimize potential language barriers, UI anticipates expanding this strategy to include bilingual partnerships with the area's educational institutions and organizations.

The company recognizes the value in air conditioning use reductions to address summer peak demand and will continue to cross promote A/C tune-ups, HVAC equipment upgrades, and load control measures.

2006 Program administrator cost per lifetime kWh saved: $.0143

5.0 Education/Other

This section of the report provides detailed information and statistics on education and other electric conservation programs offered by Connecticut Light and Power Company (CL&P) and United Illuminating Company (UI).

5.1 Museum Partnerships/ SmartLiving Center™ (CL&P & UI)

Objective:

The objective of the Museum Partnership/SmartLiving Center program is to educate Connecticut residents about the importance of energy efficiency through educational centers, exhibits and partnerships with museums.

UI's SmartLiving Center in Orange, CT is a "hub" for residential, and to a lesser extent C&I, energy efficiency programs**.** Services include up-to-date C&LM program and promotion information; information on new technologies; technical assistance; training; and recommendations, guidance, information and education in energy-efficient building techniques and products, in order to transform the home, building, lighting and appliance markets over time.

Over the few last years, there has been an effort by UI's SmartLiving Center to participate in the Connecticut Science Center Collaborative. In 2008, UI plans to continue to increase the level of participation with this group, and other Connecticut science centers, most importantly, the Connecticut Science Center.

CL&P's Museum Partnership program's objective is to expand upon the SmartLiving Center concept to a broader audience by continuing to partner with key educational museums, science centers and other high traffic public venues throughout the State. CL&P plans on further collaboration with these groups to integrate Fund messages and information for workshops, children's activities and exhibits with emphasis on broad Fund program offerings.

CL&P continues to work closely with the Stepping Stones Museum for Children ("SSMC") in Norwalk where it established a permanent Fund exhibit in 2005. The exhibit is geared towards children age 10 and under, and offers interactive activities for children along with providing information and messages for their guardians that visit the museum. SSMC has over 100,000 visitors each year. As a continuation of this partnership, in 2006 and 2007 CL&P and SSMC were able to use the facility as a test site for new energy-efficient technology. Information on the demonstration was provided to visitors along with brochures, tip sheets on how they could be more energy efficient in their homes and businesses.

In 2006, CL&P partnered with the SWCT town of Westport and provided a permanent display for the Town Hall lobby. In November 2006, CL&P also partnered with the WF Kaynor Technical School in Waterbury. An interactive CFL display was provided to the Electrical Department to be displayed and used at all grade levels. In 2008, CL&P plans to reach out to the other Technical Schools around the state to expand similar initiatives.

CL&P is in a partnership with the Connecticut Science Center, scheduled to open in 2008. CL&P through the Fund are participating in the development of the Center which would create high visibility for Connecticut's energy efficiency programs. The 160,000 square foot Center should prove to be a popular destination and an educational resource for students, researchers and visitors. The Center is expected to serve approximately 400,000 visitors annually with 100,000 of those visitors being school children. (The Fund and the Connecticut Clean Energy Fund ("CCEF") are sponsoring a joint Clean and Efficient Energy exhibit at the Connecticut Science Center.)

Target Market: The UI SmartLiving Center's primary target market includes residential customers and their families, as well as schoolteachers, educators and their students. The target market also includes market actors, such as appraisers, architects, builders, building officials, designers, homeowners, home buyers, mortgage lenders, retailers, and other trade allies. In 2008, all Fund programs will continue to promote the Center as a resource for customers who are in the market for energy efficient products and services, regardless of fuel type.

For the CL&P Museum Partnership program, the target market is: architects, builders, designers, educators/students, homeowners, home buyers, residential customers and their families, and trade allies and businesses.

Program start dates: 1999 & 2000

Program Description: **UI:** The UI SmartLiving™ Center is an interactive, professionally staffed facility which serves as a resource for promoting energy-efficient products, services and ideas to educate customers about energy efficiency. The UI SmartLiving Center is an educational facility featuring training sessions and seminars, special events and tours; all geared toward teaching customers that they can use energy wisely while keeping an eye on the environment and not sacrificing comfort or style. Project seminars are planned which feature such topics as energy-efficient technologies and target "do-it-yourself" homeowners, builders, designers, other industry specialists, teachers and children.

The UI SmartLiving Center features hands-on displays and demonstrations of energy-efficient appliances, lighting technologies, weatherization and new construction practices. The UI SmartLiving Center's knowledgeable staff provides technical assistance and advice related to energy efficiency and conservation.

The UI SmartLiving Center exists as a resource to cross-promote a variety of C&LM programs, efforts of the CCEF, water efficiency activities, and gas efficiency activities. It also complements the local retail marketplace and includes those retailers in promotions and displays at the Center.

Working in conjunction with the ***eesmarts*** program (see 4.2 below for a description of *eesmarts*), the UI SmartLiving Center will continue to offer educational tours and Family Science Days ("FSD") to promote energy efficiency messages to students in elementary, middle, high and technical schools, as well as college and university students. Educational tours are available to all age groups, such as kindergarten to adult, schools, classes and after school groups (i.e., Boy Scouts, Girl Scouts, Civic Organizations, etc). Themes for the tours include the origins of energy, energy efficiency, and alternate sources of energy. The tours make use of the UI SmartLiving Center's interactive displays. The FSDs provide opportunities for children and their parents to learn about energy issues, what they can do in their homes to help protect the environment while

incorporating fun for the whole family. Other events hosted at the SmartLiving Center include annual Earth Day and Wait til 8 Celebrations.

CL&P: CL&P's Museum Partnership program incorporates Fund program materials and messages into the activities, interactive displays, workshops, and permanent exhibits at existing educational centers, schools and museums across Connecticut. The Museum Partnership program also promotes the Fund's ***eesmarts*** educational program to its partners.

At the SSMC, children are able to explore a group of interactive exhibits that highlight the science behind energy and electricity, how they are used in our everyday lives, and why it is important to make smart choices and conserve them. Additionally, in 2007, the SSMC served as a training facility for an ***eesmarts*** professional development workshop for SWCT teachers. In 2008, two professional development workshops will be held at the SSMC.

At the WF Kaynor Technical School, a hands-on, interactive display allows the school's students to learn more about different lighting technologies. (did you already discuss these programs above?)The Museum Partnership program offers hands-on interactive displays to libraries, centers and museums at Family Science Days, Earth Day events, etc.

For the Connecticut Science Center, CL&P will continue to work with the CCEF and the ECMB on the development, fabrication and installation of the Clean and Efficient Energy exhibit. The Center's grand opening in Fall 2008 will help showcase the Fund's educational and program initiatives in teaching the importance of energy efficiency to all Connecticut residents.

Marketing Strategy: **CL&P**: CL&P plans to market to consumers and businesses through area museums, science centers, schools, and other public venues, to educate them on the value and importance of energy efficiency. The Fund will promote energy efficiency through displays, workshops, and permanent exhibits that museum personnel will provide to visitors, school groups, teachers, and parents. There are also special events that may be developed to spotlight certain programs, energy efficiency trends and community collaborations. These special events include Earth Day events, Family Science Days and eco-festivals. Marketing is planned via CL&P's Web site and bill inserts, as well as the museums' newsletters and websites. CL&P plans to market its portable displays to the rest of the

Connecticut Technical School system in conjunction with the school system's partnership with the Fund's ***eesmarts*** program.

UI: Ongoing/Periodic Activities

- Quarterly "Source" Articles
- Home Show participation
- Promotional mailings for special events
- Quarterly Newsletter

First Quarter 2008

- Direct mail announcing SLC/***eesmarts*** bus reimbursement program and educational tours
- Home Show participation
- On-going seminars and meetings

Second Quarter 2008

- Earth Day celebration
- On-going seminars and meeting
- Summer (HVAC/Cooling) Energy Savings Campaign

Third Quarter 2008

- Joint participation in C&LM community events and fairs
- Weatherization and conservation campaign
- FSD
- Wait til 8

Fourth Quarter 2008

- Change a Light
- FSD
- On-going seminars and meetings

5.2 *eesmarts*™ (CL&P & UI)

Objective:

The *eesmarts*™ program is a joint energy education program of CL&P and UI. The purpose of the program is to develop an energy-efficient ethic among all school age students in Connecticut, encouraging them to incorporate energy-efficient practices and behaviors into their lives at home and at school.

For 2008, the *eesmarts* program has three primary objectives:

Objective 1: *eesmarts* will continue to emphasize and promote teacher training. Teacher training will focus on science concepts as well as applications of *eesmarts*.

Objective 2: *eesmarts* program material distribution will continue to be restricted to administrators, curriculum directors, and trained teachers.

Objective 3: Program curriculum material will be supportive of the State Department of Education science framework and inquiry-based teaching methods, and updates to the curriculum will specifically focus on improving science content.

Target Market: For 2008, the *eesmarts* program will continue to target its efforts in educating Connecticut's schoolchildren about the importance of energy-efficient behaviors.

UI will continue to target school districts in its 17-town territory. As in 2007, CL&P will continue to target specific school districts in its service territory. These school districts will include: Cheshire, Danbury, Hartford, Meriden, Monroe, New Britain, Norwalk, Stamford and Waterbury. CL&P will continue to focus on middle school curriculum and limited implementation of elementary school units (Grades 4-5). CL&P and UI will also continue their partnership with Connecticut's Technical School System.

Program start dates: 1999 & 2000

Program Description: *eesmarts* is an energy efficiency and clean energy learning initiative. *eesmarts* also partners with the CCEF in making children aware of available clean energy alternatives.

As a result of lessons learned in 2005 operations and a direct result of an evaluation performed by a third-party vendor, numerous improvements were implemented in 2006 and 2007. These improvements helped the program meet its immediate and long-term objectives and will continue in 2008.

One of the more noteworthy program improvements are in the *eesmarts* teacher training workshops. This teacher training focuses on science and the utilization of *eesmarts* curriculum materials. Program materials will be distributed to districts and teachers who participate in teacher training—either through Professional Development ("PD") workshops for school districts or Continuing Education Unit ("CEU") workshops for individual teachers. The Companies will continue to promote training workshops in 2008.

Distribution of eesmarts Curriculum Materials

In 2006-2007 and continuing in 2008, teachers who receive *eesmarts* program materials must have, or plan to, participate in the program's PD or CEU workshops. In addition, teachers must submit an informal contract—the Curriculum Request Agreement ("CRA"). The CRA must be signed by the participating teacher and a school administrator (i.e., principal, assistant principal, district curriculum director). By signing the CRA, the teacher agrees to utilize the *eesmarts* program materials, administer student assessment and return their teacher evaluation and their student's results.

eesmarts Teacher Training Workshops

During 2008, *eesmarts* will offer two types of teacher training opportunities—custom workshops for school districts (PD workshops) and general education training for individual teachers in utility-focused towns (CEU workshops). These workshops will be mandatory for all elementary school and middle school teachers who receive *eesmarts* program materials. Individual exceptions will be made for middle school teachers with prior science knowledge and training. All teachers must submit a signed CRA to obtain curriculum materials.

PD Workshops—During 2008, these workshops will be offered to school districts and educational organizations. They will be specifically tailored to align with city/town/district curriculum plans. They will be designed to improve a teacher's understanding of science and how to incorporate *eesmarts*' lessons and activities into the city/town/district's curriculum framework and with the Department of Education Framework.

CEU Workshops—During 2008, these workshops will be offered to individual teachers and will not be specifically tailored to each individual teacher's city/town/district's curriculum plans. These workshops are designed to improve a teacher's understanding of science and how to teach science in the classroom. Lessons and hands-on activities will be demonstrated that support the Department of Education Framework.

eesmarts Curriculum Materials

In 2007, updated *eesmarts* curriculum materials for Grades 4-5 were made available and distributed to Connecticut's classrooms. Updates included changes in design formats and updating the comprehensive teacher guidebooks with new lessons and information. Teacher guidebooks will provide

teachers with detailed lessons and background information on energy, energy efficiency and clean renewable energy sources.

The updated *eesmarts* middle school curriculum's 12 lessons built around energy systems, energy efficiency, energy transformation and systems now include lessons regarding clean, renewable energy. In addition, *eesmarts* will continue to have the annual middle school essay contest. This contest allows students and teachers to reflect on the major scientific principles and public policies that revolve around energy efficiency and clean, renewable energy—such as global warming and the depletion of fossil fuels. Also, partnerships with the Connecticut State Science Fair are in progress.

Outreach and the Science Education Vehicle

The program will continue to offer educational tours at the SmartLiving™ Center in Orange, CT. In 2008, the opening of the Connecticut Science Center in Hartford will serve as a new site for teachers and students to learn about clean and efficient energy topics. With the Fund's funding of a Clean and Efficient Energy Exhibit, visitors will be able to see how a sustainable, renewable and energy-efficient city is built. In addition, the *eesmarts* program will offer limited on-site programs to participating school districts.

Outreach will be limited to participation and sponsorship of just a few education conferences throughout the state. Recruitment of school districts will be limited to the PD workshop vendors and their education contacts. Individual teacher requests will be handled by the CL&P and UI Program Administrators.

In 2008, the Science Education Vehicle ("SEV") program, offered by the Connecticut Science Center, will begin its outreach to classroom across the state. *eesmarts* 'on-site efforts will be enhanced by the inclusion of *eesmarts* curriculum and materials in the SEV's on-site program.

Additional Educational Resources

A list of additional resources and lessons are made available to teachers in the *eesmarts* program materials and on *eesmarts*' Web site, www.eesmarts.com. Referrals to the SEV and the Connecticut Science Center will be made linked on the Web site when they become operational in 2008.

In 2007, CL&P and UI received a Silver Connecticut Innovation Prize from the CQIA for their **ee**smarts program.

Marketing Strategy: Ongoing/Periodic Activities

- Outreach to new and participating educators via the PD workshops vendor
- Attendance at conferences, direct contact and through the SEV program
- News features on www.eesmarts.com, events at the SmartLiving Center and in the Companies bill inserts
- Joint participation at C&LM community events, Earth Day celebrations, book readings (UI)
- Promotion of Spring 2008 essay contest
- *eesmarts* elementary school curriculum public relations

New Program Issues: As stated, the *eesmarts* program has undergone, and will continue to undergo, significant changes to make it a more effective energy-efficient educational program for Connecticut's schoolchildren. Moving from the placement of curriculum materials in classrooms to leading professional teacher workshops will result in significant changes in program implementation, evaluation and the attainment of established goals.

Due to alterations in the SmartLiving Center budget, *eesmarts* bus tour reimbursement program costs will be budgeted under the *eesmarts* budget.

6.0 Special Needs

6.1 Low-Income – CL&P WRAP and UI Helps (CL&P & UI)

Objective: The objectives of the Companies' low-income programs, CL&P's Weatherization Residential Assistance Partnership ("WRAP") and UI Helps are:

- To provide comprehensive weatherization, energy conservation and education services to low-income customers in order to reduce their energy burden
- To make utility bills more affordable, and houses more energy-efficient and comfortable.

Target Market: Customers with the following criteria: (a) income that is at or below 60% of the median income, (b) energy burden (percent of total annual income spent on energy) that is high and (c) have not received weatherization services in the prior 18 months.

The Companies can also target financially challenged customers facing other issues that may interfere with their ability to take advantage of conservation services. Examples of these customers include group living settings, such as residential treatment facilities, group homes, halfway houses, and shelters.

Program start dates: 1999 & 2000

Program Description: The program may offer a full range of energy conservation measures to address inefficient lighting, water heating, inefficient heating equipment, refrigeration and insufficient insulation. Measures may include (where applicable and cost-effective): CFLs, lighting fixtures, water heater wraps or replacement low-flow shower-heads, low-flow faucet aerators, waterbed insulated covers, door sweeps, thermostats, duct sealing, weatherization and insulation, energy-efficient air conditioners, energy-efficient refrigerators and freezers, broken window replacement, and, for WRAP, heat pump, burner and furnace repairs/replacements. CL&P customers that are all-electric heat can be considered for replacement of single-pane windows with double-pane Low E Argon 0.35-0.30 windows. These windows would require a co-pay from the landlord or property owner.

The Neighborhood Canvassing program provides weatherization services to financially challenged customers in targeted communities. Services can include CFLs, low-flow showerheads, low-flow faucet aerators, waterbed insulated covers, energy-efficient torchieres, table lamps and ENERGY

STAR-qualified room air conditioners and refrigerators. CL&P customers requiring additional weatherization services will be referred to WRAP for a follow-up visit and UI customers with electric heat may receive blower door-directed air sealing at the time of initial canvassing or at a later date.

The program coordinates CL&P and UI funded services with those funded by the State[29] and the Department of Energy. Some conservation services are funded by The Connecticut Natural Gas Corporation, Southern Connecticut Gas Company and Yankee Gas Services Company. CL&P services are administered and coordinated by CL&P's WRAP Unit. UI's Program Administrator coordinates these services to low-income communities through its vendor and/or the local Community Action Agency ("CAA") in conjunction with the local gas company. The Companies believe such coordination enables them to leverage their outreach to financially challenged communities and to serve more families.

The following services may be delivered by contractors who have been selected through either a competitive bidding process or by a CAA:

- Conduct a fuel-blind Energy Audit or walk through needs analysis survey of the household
- Identify causes of high electricity use related to lighting and appliances
- Identify solutions to high-use problems by working cooperatively with customers in their homes
- Install all cost-effective energy saving measures including those listed above
- Educate customers on use and care of conservation measures to ensure continued savings
- Provide budget and credit counseling when appropriate and requested
- "Piggy-back" service delivery whenever possible to services being delivered through public or utility funding, to reduce administrative costs as well as the inconvenience to the customer with multiple home visits

[29] GDS to find out from CL&P and UI what is the source of these State funds. General Fund Revenues?

- Upon request, conduct periodic energy conservation workshops as needed in Connecticut to reinforce education provided during home visits
- Conduct neighborhood canvassing to targeted areas to maximize program participation

During 2008, energy use education will be offered to every household visited and budget management and counseling may be provided when needed and requested. In addition, CL&P offers to send a newsletter ("Help Line"), which contains energy education, conservation tips, safety information, and other useful resource listings to participants. During 2008, CL&P and UI may also provide training for the network of CAAs that deliver direct services.

Intake is conducted by several entities including CL&P and UI staff, the Special Assistance Unit within CL&P and UI's Collections Department, CAAs, UI's program delivery vendor and the Department of Social Services. Infoline also refers customers to these intake organizations.

The Companies target and outreach via mailings to all identified hardship coded[30] customers through out their service territories. This mailing includes a concentrated effort in SWCT. They work closely with the CAAs' energy departments, Department of Social Services, social service agencies, public housing agencies, and the like to identify new clients who qualify for the low income program. During 2008, WRAP applications will be made available and provided to these newly identified customers by the CAAs' intake workers.

CAAs

CL&P and UI have agreements with most of the CAAs within their respective service areas to offer expanded services to low-income customers. These services include:

- Working with the CAAs to develop educational materials to be provided to customers at the time of audits and installations by CAAs or subcontractors. The materials will focus on the end uses that require the highest electricity use in each home, including lighting, heating, cooling and appliances. Customers will be informed about the best ways to manage these uses more efficiently.

[30] GDS to find out how customers get "hardship coded", and will add this information here in a footnote.

- CAAs will continue to expand their outreach activities in order to increase participation by customers not traditionally served, [31]
- CAAs will continue to refer customers, if eligible, to CL&P (NUSTART and Matching Payment Program) and UI (Matching Payment and Forgiveness Programs) for appropriate payment assistance, winter protection, and/or to the appropriate human service agency for non-energy-related services.
- CAAs will provide fuel assistance funds if a customer is eligible and will follow up with all referred customers with telephone calls or home visits, if necessary, to ensure appropriate service delivery.

Marketing Strategy: During 2008, the following initiatives can be undertaken pursuant to market low-income weatherization programs:[32]

- Both CL&P and UI provide updated information regarding low-income programs to Infoline to enable Infoline to make direct referrals for services to customers for conservation measures. Specifically, building on Infoline's visibility and marketing of the 2-1-1 emergency help telephone number. (Both Companies still refer customers to 2-1-1 for assistance when a customer is in need of a service neither company provides).
- Expand outreach to CAAs, social service agencies, senior citizen organizations, family welfare agencies, and public housing authorities. This expanded outreach will enable the program to reach the severely financially challenged families. The program works with both landlords and property management companies to increase participation in the programs.
- Landlords with low-income tenants are required to grant permission for contractors and subcontractors to provide services for tenants in their buildings. Landlords are informed of the weatherization services being provided and very often assist in scheduling the work. Landlords often encourage additional tenants to participate in the programs.

[31] GDS to contact CL&P and UI to find out how CAA outreach will be expanded.
[32] GDS to contact CL&P and UI to find out which of these activities are being done now, as of December 2007.

- The programs market multi-family lighting retrofit and weatherization programs to landlords and property management companies. Landlords and property management company staff are directly involved in the execution of weatherization programs by assisting subcontractors in notifying tenants of weatherization projects, gaining access to unoccupied units, and accepting delivery of, and storing, project materials.

- Program personnel make presentations to property management companies and landlords to educate them about CL&P's WRAP and UI's UI Helps programs.

- The Companies have been working with the Connecticut Housing Finance Authority ("CHFA"). The CHFA has numerous low-income properties throughout the state of Connecticut. This partnership provides a direct connection between the Programs and local housing authorities/landlords.

- The programs also work closely with community organizations that assist in providing low-income housing. The WRAP program has partnered with organizations such as Habitat for Humanity, Rebuilding Together in Hartford and neighbor associations to provide conservation measures for their homes. The UI Helps program has partnered with the City of New Haven and Neighborhood Housing Services of New Haven, Inc. to over a series of "Saving Energy 101" workshops to elderly and income-eligible groups throughout New Haven. The programs have also provided services to numerous shelters and community living residences as part of an ongoing effort to assist low-income customers and nonprofit housing programs.

- The Companies' Program Administrators provide recruitment listings of identified hardship customers and identified low-income housing units for vendor and CAA.

Specific marketing tactics for low-income customers may include the following:

- The Companies will continue to participate in community events for financially challenged and elderly customers to promote participation in our low-income programs.

- The Companies will continue an initiative launched in 2005 to build relationships with municipal housing authorities and other low-income and elderly service organizations. UI will also coordinate these activities in conjunction the SmartLiving Center.
- CL&P will continue its Senior Center Information Sessions to educate and recruit seniors for the WRAP program.

Incentive Strategy: Incentives are designed to pay for 100 percent of all measures that are cost effective regardless of heating or domestic hot water fuel source. Electric measures included in the programs are lighting, low-cost water measures and replacing tenant-owned refrigerators and room air conditioners to maximize the potential energy savings. There is a co-pay requirement for landlord owned refrigerators. WRAP and UI Helps include incentives for comprehensive weatherization and insulation. In some instances WRAP will provide incentives for heating system repairs and replacements.

New Program Issues: The Companies have been addressing areas that the 2006 evaluation noted[33]. For example, CL&P has increased outreach to non-English speaking communities; specifically targeted electrically heated homes and high bill homes for services; provided CFL pin-based replacement bulbs; and increased communication and coordination with other state agencies and providers of low income programs, to name a few. UI has proactively taken steps to coordinate with both the program staff at DSS and the CAAs to offer leveraged services. In addition, UI and SCG staffs are coordinating efforts to leverage services and funds of DSS/DOE, SCG and UI Helps to offer a comprehensive delivery of service. CL&P and UI are active participants in the statewide efforts addressing the energy needs of low-income households including staff participation on LIEAB's Conservation and Weatherization subcommittee. UI has increased its participation in the DSS Weatherization Director's Forum. The last C&LM decision also allowed UI to fund non-electric weatherization measures in oil heated homes.

Other recommendations of the evaluation dealt with policy matters such as what is the best way to structure the program—serve many customers with abbreviated services, serve fewer customers with very comprehensive measures or a combination

[33] GDS will contact the companies and obtain the specific reference for this evaluation.

of the two. These topics will be further evaluated by the Companies and the ECMB and its consultants in 2008.

Program administrator cost per lifetime kWh saved: $0462

6.2 Conservation & Load Management Financing (CL&P & UI)

Objective: The objective of the joint CL&P and UI C&LM Financing program is to provide interest-free financing to a broader base of the C&I sector inclusive of small businesses and municipalities, enabling these customers, in conjunction with the existing incentive offerings, to implement cost-effective energy efficiency projects.

Target Market: The primary target market consists of two distinct groups of commercial and industrial customers, small businesses and municipalities within both Companies' service territories. The Companies have modified the definition of "small business" in order to increase service to the smaller mid-size customers. Therefore, UI defines its small businesses as those customer accounts that experience a 12–month average peak demand of up to 150 kW or less; CL&P uses 200 kW as the maximum criteria. Municipal customers are a well-defined group including all of the accounts paid for by municipal governments. UI plans to explore impacts of offering financing to larger C&I customers in 2008. In addition, UI plans to explore the residential market as a secondary target audience.

Program start dates: 1999 & 2000

Program Description: Many obstacles must be addressed en route to educating these customers as to the benefits of energy efficiency. These obstacles include financial limitations, time constraints, decision-making policies, and a general lack of awareness of the benefits of energy-efficient measures. Offering a financing option such as this program to qualified customers mitigates some of these obstacles, allowing customers to participate and enhance their operations by reducing energy costs.

This financing program is designed to supplement the existing incentive structures by offering interest free financing to small businesses and municipalities, as ordered by the DPUC in its May 28, 2003 Decision in Docket No. 03-01-01. The Companies' financing mechanism enables the Companies to possibly provide financing to customers in an aggregate amount greater than would be possible if only C&LM revenues were used as the source of funds. The Companies provide the funds to make

loans to customers and charge the Fund only for certain costs related to the financings. First, the Fund is the source of interest, which is paid to the Companies on the aggregate principal amount of loans outstanding at an annual rate equal to each Company's weighted cost of capital. For purposes of this program, the applicable interest rate for new loans is reviewed from time to time, but at least annually, and adjusted as appropriate. Second, unlike other financing programs that would terminate electric services for non-payment of loans, the Fund is also used to fund a Loan Default reserve account to compensate for any defaulted and charged-off loans. The amount of compensation is limited to the outstanding principal balance of the customer's loan.

The Companies have received the DPUC's approval, under CGS §16-43(b), to lend moneys to qualified customers on the terms and conditions described in the section headed "Incentive Strategy" below, including the provision of loans with repayment periods of one year or more.

Marketing Strategy: The C&LM Financing program is marketed to eligible C&I customers including small business and municipal customers through marketing channels that are currently used in our C&LM programs. The primary marketing methodologies are direct customer contact and direct mail. There is no specific timeline associated with this program because it follows the existing marketing plans for small businesses and municipalities.

Incentive Strategy: The Companies offer customers interest free financing so that the customer's share of project costs can be billed to customers as a line item on their electric bills and paid with a single check. Currently CL&P's financing program requires separate billing. The plan for 2008 is to continue to offer this financing program. The terms and conditions of the C&LM Financing program include the following:

1. Maximum cumulative amount outstanding (between small businesses and municipality projects) is $20 million over three years for CL&P projects and $4.8 million over three years for UI projects.
2. Maximum term for loans is 36 months for Small Business projects and 36 months for municipal and proposed projects.
3. Maximum dollar amount eligible for financing is $65,000 per project for UI projects. Maximum dollar amount eligible for financing is $100,000 per project for CL&P projects.

4. Minimum dollar amount eligible for financing is $500 per project. If the amount is less than $500 it defaults to a one time receivable.
5. The source of the funding principal for the loan is from the Companies.
6. Interest is paid to the Companies at the DPUC approved weighted cost of capital from C&LM funds.

Goals: The primary goal for this program is to provide small business focused financing to a broader base of C&I customers while achieving the same customer response as with the previous program offerings. For municipal and larger C&I projects, the goal is to create general awareness and acceptance of this program. Controls are in place to ensure the amount of outstanding loans in any given year will not exceed one-third of the allocated funds.[34]

New Program Issues: Municipalities who participate in current C&LM retrofit programs are eligible for financing if they qualify. In response to the DPUC's request, the Companies addressed the legal issues surrounding the financing proposal in briefs submitted to the DPUC on October 1, 2003. The Companies request the DPUC to approve the C&LM Financing program proposal under Conn. Gen. Stat. §16-43(b).

UI Specific Issues: In addition to the Municipal and Small Business sectors, the Company will be exploring the impacts of extending financing to larger qualified C&I customers and also Residential Customers, who participate in current C&LM retrofit programs in 2008. This financing option would only be available for eligible retrofit projects.

Program administrator cost per lifetime kWh saved: $.1865

6.3 Small Industrial and Commercial Conservation Loan (CL&P)

Objective: The objective of the CL&P Small Industrial and Commercial Conservation Loan program is to provide third party financing for customers who would otherwise find it difficult to fund C&LM measures.

Target Market: Small industrial customers, defined as less than 100 employees in CL&P's service territory within SIC 2000 – 3999, and have been in business for three years. Small commercial customers,

[34] See Table B, CL&P Comparison of Conservation Programs, Exhibit CL&P/UI 1, included in the Joint 2008 CL&P and UI Conservation and Load Management Plan, filed with the DPUC on October 1, 2007, in Docket 07-10-03.

defined as having an average demand of 350 kW or less over the past 12 months and within SIC 4000-9000 and have been in business for three years.

Program start dates: 1999 & 2000

Program Description: The program provides interest-free third party loans from a minimum of $5,000 to a maximum of $100,000 per customer for energy-efficient equipment replacements only. Application requirements are made through Account Executives, PAs or the customer's contractors. CL&P provides program support and quality assurance.

A third party provides loans and assumes all risks associated with repayment. The interest portion of the loan should continue to be funded by a past conservation loan fund contribution which buys down the interest to zero percent. This program is not applicable with ECB and SBEA programs as these programs (excluding ECB) are possibly eligible for interest-free financing under CL&P's Financing program. The maximum loan payment period is six years (based on a simple payback).

Marketing Strategy: To encourage a higher market penetration of energy-efficient equipment by providing financing which supplements other program incentives for small C&I customers. Eligible customers involved with CL&P's C&I programs will be advised of loan participation requirements upon qualification of their intended conservation projects.

New Program Issues: While this program is self-funding, available funds should be adequate for 2008, based upon past participation levels. If demand for funds is found to be excessive, the program may be terminated.

7.0 Load Management

7.1 ISO-NE Load Response Program (CL&P & UI)

Objective: The objective of the joint CL&P and UI ISO-NE Load Response program ("Load Response program") is to provide support and financial and technical assistance to customers who are interested in participating in ISO-NE Load Response programs (the Demand Response program and the Price Response program). The Demand Response program mandates load curtailments from customers who enroll and provides enhanced system reliability during peak system load conditions. The Price Response program helps to mitigate high Locational Marginal Prices throughout the year.

Target Market: C&I customers capable of enrolling 100 kW of curtailable load, either at a single site or by aggregating multiple facilities, are eligible for this program.

Program Description: This Load Response program is designed to promote customer enrollment in one of several ISO-NE-operated load response programs. CL&P and UI provide enrolling customers with the ISO-NE-required internet-based communications system. CL&P and UI also provide enrolling customers with a one-time set-up incentive of $400 - $1,500 to cover costs for data, phone, or metering connections.

Utilizing a current Department of Environmental Protection ("DEP") Permit, customers may run emergency generators to reduce load on the grid under emergency conditions. CL&P and UI provide direction on operating emergency generators in compliance with CT air quality requirements during Demand Response events.

Marketing Strategy: The Load Response program will be marketed directly by CL&P and UI through face-to-face sales contacts and through participation in C&I Load Management Services or other C&LM program participation. The principal customer contact for the Load Response program is the CL&P or UI Account Executive. Marketing tools include written program descriptions for customers. Also, CL&P and UI are contemplating conducting a Load Response program seminar, if deemed appropriate by the Companies, the ECMB and interested stakeholders, in the late spring of 2008 to highlight program changes for the coming year.

Program goal: The 2008 goal for this program is to save 10,000 kW.[35]

Incentive Strategy: Under the Load Response program, incentives are provided by ISO-NE as part of its load response program. CL&P and UI offer enrolling customers a one-time set-up incentive of $400-$1,500 to cover costs for data, phone or metering connections. Additionally, CL&P provides supplemental incentives to customers at $80/kW-year which are partially offset by ISO-NE Transition Period payments.

7.2 Power Factor Improvement Program (CL&P)

Objective: The Power Factor Improvement program addresses the existing power factor of eligible Rate 55 customers who, in 2008, will have their demand charges billed on the basis of kVA[36] instead of kW.[37]

Target Market: In 2007, the Power Factor Improvement program focused on the remaining eligible commercial and industrial customers on Rate 57 & 58. It is anticipated that the implementation of kVA billing for Rate 55 will occur in July of 2008 followed by Rate 56 in July of 2009.

In 2008, the Power Factor Improvement program targets industrial customers on Rate 55 who had a trailing 12-month average power factor value, coincident with peak kW (during the on-peak period), that was less than 0.82.

kVA billing for Rates 55 & 56 customers has not been implemented. It is anticipated that the Power Factor Improvement Program will resume in 2008 pending the approval of kVA billing for Rate 55 and Rate 56 customers by Connecticut DPUC.

Program Description: The Power Factor Improvement program offers prescriptive incentives to its eligible customers to raise the power factor at their respective facilities to the rate class average point

[35] See Table B, CL&P Comparison of Conservation Programs, Exhibit CL&P/UI 1, included in the Joint 2008 CL&P and UI Conservation and Load Management Plan, filed with the DPUC on October 1, 2007, in Docket 07-10-03.

[36] A **volt-ampere** in electrical terms, means the amount of apparent power in an alternating current circuit equal to a current of one ampere at an emf of one volt. It is equivalent to watts for non-reactive circuits. One kVA is equivalent to one thousand volt amperes.

[37] The **watt** (symbol: **W**) is the SI derived unit of power, equal to one joule of energy per second. One kW is equal to one thousand watts.

(revenue neutral). The incentive offsets the cost of capacitors required for power factor improvement.

Marketing Strategy: Generally, CL&P uses two approaches for marketing the Power Factor Improvement program, as appropriate. First, CL&P personnel can be utilized to call on target market customers. Second, vendors and manufacturer representatives generate leads by calling on eligible customers.

Incentive Strategy: Under the Power Factor Improvement program, customer incentives are based on 50% of the installed cost of capacitors and ancillary equipment necessary to improve the power factor to a revenue-neutral level or $60 per kVAR, whichever is less. The capacitors can be identified in terms of the total kVAR necessary to accomplish the desired improvement. Incentives can be provided, including the cost of ancillary equipment, such as harmonic filters, switches or extraordinary installation expenses.

Goals: CL&P has designed its Power Factor Improvement program to free-up system load (kW) and mitigate the potential negative rate impacts on customers with below-average power factors.[38]

[38] See Table B, CL&P Comparison of Conservation Programs, Exhibit CL&P/UI 1, included in the Joint 2008 CL&P and UI Conservation and Load Management Plan, filed with the DPUC on October 1, 2007, in Docket 07-10-03.

8.0 Research, Development and Demonstration (CL&P & UI)

8.1 Joint Utility Research, Development and Demonstration Program

Objective: The objective of the Joint-Utility Research, Development and Demonstration ("RD&D") program is the advancement of new energy-efficient measures and more cost-effective and efficient renewable energy. CL&P and UI participate in the one common RD&D program.

Target Market Under the RD&D program, the market will be limited to energy efficiency and distributed resources RD&D projects funded in previous years. CL&P will continue to administer ongoing projects. No new RD&D projects will be funded in 2008. However, limited funding is available for continuation of ongoing projects.

Program Description: The RD&D program will continue active participation with the on-going multi-year fuel cell technology advancement project being performed by GenCell Corporation (formerly Allen Engineering). The GenCell program has leveraged co-funding from the CCEF), the DOE and others. GenCell Corporation of Southbury, Conn., is located within SWCT. GenCell's fuel cell development program is in direct support of resolving the capacity constraints in SWCT.

The RD&D program will also continue active participation on the Daylight Dividends Program Steering Committee during 2008. The Daylight Dividends 2-yr continuation program is a joint research and development program led by the Rensselaer Polytechnic Institute ("RPI") Lighting Research Center ("LRC"). Partnership sponsor members include New York State Energy Research and Development Authority ("NYSERDA"), The Fund Joint-Utility RD&D Program administered by CL&P, Efficiency Vermont, and the Whole Foods Store. The Steering Committee reviews existing programs, research results and technological barriers to effective, energy-efficient use of day-lighting, and sets priorities for project activities to be undertaken to overcome these barriers and/or knowledge gaps. Current activities of the Daylight Dividends Research program may be reviewed at their Web site: www.daylightdividends.org.

Engineering and marketing support may be provided for RD&D projects previously funded to help them acquire alternative funding, review their reports, and help commercialize their projects to the extent possible.

Goals: The goal of the RD&D program is to maximize prior-year investments of RD&D project funding, and assist with leveraging additional funding from other sources for follow-on development and/or commercialization activities.[39]

New Program Issues: The 2008 RD&D program funding level does not accommodate the RFP solicitation of new energy-saving or distributed resource projects for project funding consideration.

The role of the joint-utility RD&D program has been expanded to provide on-going technical support of the ECMB Roadmap Process. Technical reviews are provided for evaluation of new products or technologies that are submitted to the ECMB for consideration of their potential for inclusion in an existing C&LM Program. The RD&D program will review and assess the proposed new product or technology for its feasibility, appropriateness, potential effectiveness, and cost effectiveness and provide recommendations to the ECMB. Reviews are prepared by the joint utility RD&D program staff, with input from utility program administrators, ECMB consultants, and others as appropriate. Review oversight is provided by the RD&D program's Policy Working Group ("PWG").

[39] See Table B, CL&P Comparison of Conservation Programs, Exhibit CL&P/UI 1, included in the Joint 2008 CL&P and UI Conservation and Load Management Plan, filed with the DPUC on October 1, 2007, in Docket 07-10-03.

9.0 Consumer Awareness of Energy Efficiency

Residential Survey

One of the main purposes of this Electric Conservation Program study was to measure Connecticut customer awareness of current energy efficiency program offerings in Connecticut and awareness of energy efficiency concepts in general. The Connecticut Energy Conservation Management Board (ECMB) had sponsored a similar market research study during 2005 with Connecticut residents. In order to collect data that would allow for comparing the results of the new consumer awareness study to the results of the 2005 survey, GDS and staff of the CEAB decided that it was appropriate and cost effective to use the same survey questions and research approach as used in the 2005 survey, with a few questions added to measure awareness of the ENERGY Star logo and ENERGY STAR products. In addition, GDS and staff of the CEAB decided to use the sample size as used in the 2005 survey, 400 completed interviews with a random sample of Connecticut residents. GDS developed the research plan for this survey (objectives of this research, sampling plan, sample size, sample stratification, etc.), developed the survey instrument to measure residential customer awareness of current program offerings. GDS retained a market research subcontractor (Market Decisions of Portland, Maine) to implement the survey, tabulate results, and prepare a memo report with survey results and findings. GDS obtained input on the survey questions from staff of the CEAB and from Jeff Schlegel, a technical consultant to the Energy Conservation Management Board. GDS incorporated into the survey questionnaire all of the suggestions made by Mr. Schlegel. Market Decisions completed this survey in late November and tabulated survey results. The full survey results, based upon 400 respondents, are provided in **Appendix A**.

GDS Associates has also compared the 2007 survey results to results of an identical survey conducted in 2005 by the Connecticut Energy Conservation Management Board (ECMB). 400 randomly selected Connecticut residential consumers participated in the 2007 residential sector survey. The 2007 survey data indicates that seventy-six percent (76%) of residential consumers are aware of the ENERGY STAR logo. Eighty-two percent (82%) of households have at least one compact fluorescent light bulb installed. Thirty-three percent (33%) of 2007 respondents indicate they have read, heard or seen advertisements sponsored by the Connecticut Energy Efficiency Fund, up from just 3% in the 2005 survey.

Business Survey

Another deliverable for this project was to conduct a survey of business sector awareness of current energy efficiency program offerings in Connecticut and awareness of energy efficiency concepts in general. The Energy Conservation Management Board (ECMB) had not conducted such a survey in the past. Staff of the CEAB and GDS worked with the Connecticut Business and Industry Association (CBIA) to develop a parallel survey to measure awareness of the business sector relating to energy efficiency programs and concepts. GDS developed the survey instrument, and this survey was implemented by CBIA. The full survey results, based on 322 respondents, are provided in **Appendix B**.

The results of this 2007 survey of the business community indicate that seventy-one percent (71%) of the respondents purchase electricity for their facilities from CL&P. Sixty-one percent of the 322 participating businesses were aware of the electric conservation programs offered by CL&P. None of the 322 respondents mentioned that they were aware of the UI electric conservation programs (when asked an un-aided question on this topic).

10.0 Alternative Delivery Mechanisms

10.1 Introduction

As part of the CEAB's study of electric conservation programs, GDS was tasked to identify and analyze alternative mechanisms for the delivery of conservation programs to Connecticut consumers. The CEAB requested that at a minimum the options should include the following:

- keeping the current delivery system
- selecting a single state-wide provider through a competitive process (like Efficiency Maine or Efficiency Vermont), and
- engaging a non-profit entity to provide conservation program services (like Wisconsin Focus on Energy).

GDS conducted a literature search on alternative delivery mechanisms, including studies already published by Lawrence Berkeley Laboratory, the Regulatory Assistance Project (RAP), the American Council for an Energy Efficient Economy (ACEEE), the National Action Plan for Energy Efficiency, the Center for the Study of Energy Markets and other policy and research organizations. The information collected in the literature search indicates that the model selected by states or utilities for funding and administering energy efficiency programs can be sorted into several distinct categories:

- Funding with systems benefits charge and administration by electric or natural gas utility administration
- Funding with systems benefits charge and administration by government agency or another organization
- Funding through electric or gas rates and administration by electric of gas utility
- Funding through electric or gas rates, and utility or independent system operator purchases energy efficiency through RFPs
- Independent administration by a government or other non-utility entity
- A hybrid approach involving government and utilities

Across the U.S., energy efficiency resources are being acquired through a variety of funding and administrative mechanisms including system benefits charges (SBCs), energy efficiency portfolio standards (EEPSs), and resource planning (or cost of service) efforts. It is important to note that many states use more than one administrative approach, including Connecticut. Table 10-1 on the next page summarizes the administrative and funding mechanisms used in states that have significant public benefits or utility funding of electric conservation programs. The information provided in Table 10-1 shows the many varied administrative and funding mechanisms used by states across the U.S.

Table 10-1: State Administrative Approaches for Public Benefits Programs -12/7/2007 (Page 1 of 2)					
State	**Does this State have Public Benefits Funding of Energy Efficiency Programs**	**Government Oversight Body for Public Benefits Funded Electric and Natural Gas Energy Efficiency ProgramsEnergy Efficiency Programs**	**Energy Efficiency Program Administration (Which organization is responsible for designing and implementing energy efficiency programs?)**	**Energy Efficiency Program Administration (Which organization is responsible for designing and implementing LOW INCOME energy efficiency programs?)**	**Energy Efficiency Program Administration (Which organization is responsible for designing and implementing RENEWABLE ENERGY programs?)**
AZ		Arizona Corporation Commission (ACC)	(1) Utility	(1) Utility	(1) Utility
AR		Department of Finance and Administration	No programs Offered	(2) Department of Human Services	(2) Alternative Fuels Commission
CA		CA Public Utilities Commission (CPUC)	(3) Utilities and third parties, with substantial CPUC direction	(3) Individual utility oversight by CPUC (which is advised by the LIOB)	(2) CA Energy Commission
CT	Yes, legislative mandate	Connecticut Department of Public Utilities Commission (approval) and the Connecticut Energy Conservation Management Board (advisory)	Investor-owned Utilities and 1 public power cooperative (there is an extensive process that the electric and natural gas programs go through with the CEAB before they are filed with the DPUC)	Utilities and ECMB	Connecticut Clean Energy Fund
DC		Public Service Commission of the District of Columbia	No programs offered	(2) D.C. Energy Office	No programs offered
DE		Delaware Public Service Commission	No programs offered	(2) Department of Health and Social Services	(2) State energy office
IL		Department of Commerce and Economic Opportunity (DCEO) (formerly Department of Commerce and Community Affairs of DCCA)	(2) DCEO	(2) DCEO	(2) DCEO
MA	Yes, legislative mandate	Massachusetts Department of Public Utilities for Cost Effectiveness; Massachusetts Division of Energy Resources for Program Design and budget issues	(1) Investor-owned utilities & Cape Light Compact, with Collaborative input, oversight by state DOER	Utilities fund the programs; programs are delivered via existing weatherization and fuel assistance network (The low income programs are part of the 2.5mills/kWh charge)	(2) MA Technology Collaborative Renewable Energy Trust
MD		MD Public Service Commission	No programs offered (utility programs are under consideration)	(2) Department of Human Resources	No programs offered
ME	Yes, legislative mandate	Maine Public Utilities Commission (MPUC)	(2) MPUC. The delivery organization at the MPUC is Efficiency Maine	(2) Maine State Housing Authority	No programs offered (Maine has an RPS requirement)
MI		MI Public Service Commission (MPSC)	(2) MPSC	(2) MPSC	(2) Some RE supported with energy efficiency funding in the LI/EE fund
MT		MT Public Service Commission	(3) Utility with state as back-up	(3) Utility with state as back-up	(3) Utility with state as back-up

Table 10-1: State Administrative Approaches for Public Benefits Programs -12/7/2007 (Page 2 of 2)					
State	**Does this State have Public Benefits Funding of Energy Efficiency Programs**	**Government Oversight Body for Public Benefits Funded Electric and Natural Gas Energy Efficiency ProgramsEnergy Efficiency Programs**	**Energy Efficiency Program Administration (Which organization is responsible for designing and implementing energy efficiency programs?)**	**Energy Efficiency Program Administration (Which organization is responsible for designing and implementing LOW INCOME energy efficiency programs?)**	**Energy Efficiency Program Administration (Which organization is responsible for designing and implementing RENEWABLE ENERGY programs?)**
NV		Public Utilities Commission of Nevada	(1) Utility	(2) Welfare Division	No programs offered (Nevada has an RPS requirement)
NH	Yes, legislative mandate	NH Public Utilities Commission	Utilities with extensive PUC guidance, oversight, and evaluation	Utilities fund the programs separate from the CORE programs at 1.2mills/kWh; programs are delivered via existing weatherization and fuel assistance network	NH Public Utilities Commission
NJ		NJ Board of Public Utilities	(2) NJ BPU	(1) Utility	(2) NJ BPU
NM		N/A	N/A	N/A	N/A (NM does have an RPS)
NY	Yes for NYSERDA, mandated by the PUC	New York State Energy Research and Development Authority (NYSERDA) (NYPA and LIPA also provide energy efficiency programs for their customers)	(2) NYSERDA, LIPA and NYPA	(3) NYSERDA (Note: NYSE&G and NiMo still administer their own low-income programs, until 06/30/04)	(2) NYSERDA
OH		Public Utilities Commssion in Ohio	(2) Department of Development	(2) Department of Development	(2) Department of Development
OK		Restructuring legislation has no provision for public benefits programs			
OR		OR Public Utility Commission	(2) Energy Trust of Oregon	(2) Housing and Community Service Department	(2) Energy Trust of Oregon
PA		PA Public Utility Commission	No real EE programs (small amount of EE included in Sustainable Energy Funds)	(1) Utility	(2) Sustainable Energy Funds
RI	Yes, legislative mandate	RI Public Utilities Commission	(1) Utility with collaborative oversight	National Grid conducts these programs as part of their Demand Side Management programs Utilities fund the programs; programs are delivered via existing weatherization and fuel assistance network	RI Public Utilities Commission
TX		Public Utility Commission of Texas (PUCT)	(1) Utilities (a different mechanism than SBC - have % savings mandate, with associated costs put in T&D rates)	(2) PUCT	No programs offered (TX has an RPS requirement)
VA		SBC funding has never been agreed upon; no programs exist			
VT	Yes, mandated jointly by the legislature and PUC	VT Public Service Board and the Vermont Department of Public Service	(2) Independent contractor (Efficiency Vermont or "EVT") selected via RFP to contract with the VPSB	(2) EVT is required to service LI as part of EE	TBD
WI		Wisconsin Public Service Commission (WPSC)	Wisconsin Public Service Commission	State of Wisconsin Department of Administration	Wisconsin Public Service Commission
Notes:		(1) Utility is the primary administrative entity (2) Independent (non utility) administration (3) Hybrid mixture of utility and other admininstrative structures TBD = To be determined			

10.2 Alternative Funding and Delivery Mechanisms

Across the U.S., energy efficiency resources are being acquired through a variety of funding and administrative mechanisms including system benefits charges (SBCs), energy efficiency portfolio standards (EEPSs), and resource planning (or cost of service) efforts. A 2004 study by ACEEE, titled "Five Years In: An Examination of the First Half Decade of Public Benefits Energy Efficiency Policies" concluded that there is not any single best approach to administration of public benefits energy efficiency programs.[40] The preferred approach in any particular state depends very much on the particular situation in that state. In fact, the 2004 ACEEE report noted that some states are having success with utility-administered programs (e.g., Massachusetts, Connecticut and California) while others are succeeding with programs administered by state agencies (e.g., New York and Illinois) or even by an independent entity selected by an RFP (e.g., Vermont). Another study completed in August 2003 by the Center for the Study of Energy Markets concluded that "We observe that no single administrative structure for energy-efficiency programs has yet emerged in the U.S. that is clearly superior to all of the other alternatives."[41] A 2003 study published by the Regulatory Assistance Project reached a similar conclusion: "It is our view that either utility administration or administration by a third-party non-governmental entity can work well."[42]

Table 10-2 on the next page presents current information on the level of SBC funding for energy efficiency, low income and renewable energy programs by State.

[40] American Council for an Energy Efficient Economy, "Five Years In: An Examination of the First Half Decade of Public Benefits Energy Efficiency Policies", April 2004 (Report number U041).
[41] Carl Blumstein, Charles Goldman, Galen Barbose, "Who Should Administer Energy Efficiency Programs", Center for the Study of Energy Markets, a program of the University of California Energy Institute, a multi-campus research unit of the University of California located on the Berkeley campus.
[42] See Regulatory Assistance Project, "Who Should Deliver Ratepayer Funded Energy Efficiency", Prepared by Cheryl Harrington, May 2003.

Table 10-2: Public Benefit Funding Level by State (mills/kWh)												
Total Fund			Energy Efficiency			Low Income			Renewable Energy			
state	mills		state	mills		state	mills		state	mills		
Connecticut	4.00		Connecticut	3.00		Connecticut		+	Connecticut	1.00		
Maine	1.98		Maine	1.45		Maine	0.53		Maine	0.00		
Massachusetts	3.00		Massachusetts	2.50		Massachusetts		+	Massachusetts	0.50		
New Hampshire	3.00		New Hampshire	1.80		New Hampshire	1.20		New Hampshire			
Rhode Island	2.30		Rhode Island	2.00		Rhode Island		#	Rhode Island	0.30		
Vermont	4.21		Vermont	4.21		Vermont		+	Vermont			
Arizona	0.71		Arizona	0.47		Arizona	0.05		Arizona	0.18		
California	4.81		California	3.00		California	0.69		California	0.79		
Colorado	0.69		Colorado	0.50		Colorado			Colorado	0.19		
Delaware	0.27		Delaware			Delaware	0.10		Delaware	0.18		
DC	0.90		DC	0.35		DC	0.48		DC	0.02		
Florida	0.64		Florida	0.61		Florida	0.00		Florida	0.00		
Idaho	0.84		Idaho	0.84		Idaho	0.00		Idaho	0.00		
Iowa	1.00		Iowa	1.00		Iowa		+	Iowa	0.00		
Illinois	0.60		Illinois	0.02		Illinois	0.54		Illinois	0.04		
Maryland	tbd		Maryland	tbd		Maryland	0.55		Maryland			
Michigan	0.61		Michigan			Michigan	0.61		Michigan			+
Minnesota	1.80		Minnesota	1.30		Minnesota			Minnesota	0.50		
Montana	1.12		Montana	0.71		Montana	0.26		Montana	0.14		
Nevada	1.80		Nevada	1.25		Nevada	0.39		Nevada	0.17		
New Jersey	1.90		New Jersey	1.02		New Jersey	0.06		New Jersey	0.86		
New Mexico	0.05		New Mexico	0.05		New Mexico			New Mexico			
New York	1.73		New York	0.74		New York	0.33		New York	0.34		
North Carolina	0.03		North Carolina	0.03		North Carolina			North Carolina			
Ohio	0.82		Ohio	0.04		Ohio	0.78		Ohio			+
Oregon	1.90		Oregon	1.18		Oregon	0.34		Oregon	0.35		
Pennsylvania	0.91		Pennsylvania			Pennsylvania	0.83		Pennsylvania	0.05		
Texas	1.00		Texas	0.32		Texas	0.65		Texas			
Utah	1.44		Utah	1.44		Utah		+	Utah			
Washington	2.20		Washington	1.73		Washington	0.48		Washington			
Wisconsin	2.80		Wisconsin	1.17		Wisconsin	1.59		Wisconsin			+

+: Included in Energy Efficiency
#: Funded in rates

The remainder of this section of the report describes many of the alternative funding and administrative mechanisms that exist across the U.S.

10.3 Systems Benefits Charge (SBC) Model

In this model, funding for energy efficiency programs comes from a Systems Benefit Charge (SBC) that is either determined by legislation or a regulatory process.[43] The charge is usually a fixed amount per kilowatt-hour (kWh) or million British thermal units (MMBtu) and is set for a number of years.[44] In general, once funds are collected by the distribution or integrated utility, energy efficiency programs can be administered by a utility, a state agency, or a third party. If a utility implements the programs, it usually receives current cost recovery and a shareholder incentive. Regardless of administrative structure, there is usually an opportunity for stakeholder input. This model provides stable program design. In some cases, funding has become vulnerable to raids by state agencies. In areas aggressively pursuing energy efficiency as a resource, limits to additional funding have created a ceiling on the resource. While predominantly used in the electric sector, this model can, and is, being used to fund natural gas energy efficiency programs.

10.3.1 The Connecticut SBC Model

In 1998, the Legislature created the Connecticut Energy Conservation Management Board (ECMB) to guide the state's two largest electric distribution companies in the development and implementation of cost-effective energy-efficiency programs and market transformation initiatives. The basic administrative structure in Connecticut is similar to that originally adopted in California during the 1998-2000 period. The energy-efficiency programs are administered by the state's two large investor-owned utilities and CMEEC, subject to the regulatory oversight of the DPUC. An independent advisory board, the ECMB, which holds regularly scheduled public meetings, was created to provide a forum for public input and to make recommendations to the DPUC and Legislature on energy efficiency policies and program design, program mix, and budgets. Funding for the programs is provided through a system benefits charge, which was authorized as part of the state's restructuring legislation.

In 2005, pursuant to Sections 5, 17, and 22 of Connecticut Public Act 05-1, *An Act Concerning Energy Independence,* the ECMB's role was expanded to include energy-efficiency programs for the state's three natural gas distribution companies and for the Connecticut Municipal Electrical Energy Cooperative. The ECMB is an appointed group of 14 members representing public and private entities, and the different customer classes (business, low-income and residential). The Companies and CMEEC also have representation on the Board.

In 2006, the electric companies' customers contributed approximately $71 million to the Connecticut Energy Efficiency Fund (CEEF) through a conservation surcharge on their

[43] See National Action Plan for Energy Efficiency, July 2006, page 6-3.

[44] In Connecticut, a systems benefits charge was first established in 1998 by the State Legislature See Connecticut General Statute §16-245m.

electric bills. In 2006, CEEF programs provided annual energy savings of approximately 328 million kWh.

In 2003, the Connecticut Office of Consumer Counsel completed a detailed study of the performance of Connecticut's electric conservation programs to similar efforts in four nearby states. This OCC study compared actual and projected results in Connecticut and the states of Massachusetts, New Jersey, New York and Vermont. This 2003 study collected data on actual 2001 and 2002 results, and projected results for 2003. This study concluded that "Connecticut consistently scored well on both productivity and depth of efficiency investment compared to the other jurisdictions. This finding applies both for the entire portfolio, for the residential and C&I sectors, and for the individual markets examined in each sector."[45]

10.3.2 The California SBC Model

Energy-efficiency programs in California are currently administered by the state's four large investor-owned utilities (Pacific Gas and Electric, San Diego Gas and Electric, Southern California Edison, and Southern California Gas). Energy-efficiency public benefits programs are funded through a non-bypassable surcharge on customers' utility bills, established through state legislation, which provides approximately $275 million annually for electric and natural gas energy-efficiency programs. Oversight of program design and budgeting and review of program performance is conducted through regulatory proceedings of the California Public Utilities Commission (CPUC), where members of the public and other stakeholder groups can provide input and recommendations to the CPUC on the utility's proposed program plan, budget, and incentive mechanism for rewarding their performance.

10.3.3 The New York SBC Model

The primary administrator for the statewide public benefits energy-efficiency programs in New York is the New York State Energy Research and Development Authority (NYSERDA). Programs are funded through a system benefits charge, which was established through a set of regulatory orders issued in 1998, initially for a three-year period. In 2001, annual funding for the programs was increased substantially, from approximately $58 million to approximately $150 million for five years, and more recently the annual funding level has been increased to $175 million for an additional five years. NYSERDA's administration of the programs is based on an inter-agency Memorandum of Understanding (MOU) with the New York State Public Service Commission (NYSPSC), which receives annual reports from an independent advisory group that reviews NYSERDA's program designs, management, implementation, and results.

[45] See Connecticut Office of Consumer Counsel, "Review of Connecticut's Conservation and Load Management Administrator Performance, Plans and Incentives", DPUC Docket No. 03-01-01, page 19 of 112.

10.3.4 The Vermont SBC Model

The approach taken by Vermont's legislature was to consolidate the administration of all energy efficiency programs under a single "Energy Efficiency Utility" whose sole purpose is to deliver energy-efficiency programs. The Energy Efficiency Utility is responsible for the majority of administrative functions, including program management, design, and implementation. Funding is generated through a system benefits charge on customers' electric bills. The charge is currently dedicated to funding the electricity efficiency programs. The specific entity that administers the programs through most of Vermont, called Efficiency Vermont, was selected through a competitive solicitation and is a non-profit corporation. The remainder of the programs are delivered through one of Vermont's 20 distribution electric utilities (Burlington Electric Department). Efficiency Vermont operates under a three-year contract with the Vermont Public Service Board (PSB), which was renewed for a second three-year term. A Fiscal Agent collects funds from the utilities and pays Efficiency Vermont, subject to approval of its invoices by a Contract Administrator. The Contract Administrator is also responsible for contract management, overseeing minor changes to scope of work. The Vermont Department of Public Service, which is a state energy office, provides policy composed of stakeholder representatives appointed by the PSB, acts as a channel of communication between Efficiency Vermont and important stakeholders. The VT DPS also performs is the entity responsible for verification of Efficiency Vermont's performance. Although the entity serving as Efficiency Vermont is a non-profit corporation, at the end of the initial contract period it could earn an incentive payment of up to 2.9% of the value of its contract with the PSB. This payment is based on several measures of performance including energy savings, total resource benefit, and several market-specific indicators, which are tightly linked to the broader public policy goals articulated by the PSB. The PSB believes that the performance incentives have been quite effective in focusing Efficiency Vermont and is continuing that approach in the second contract. This unique administrative structure was adopted as a result of a number of factors particular to the state. While the existing contract model with performance indicators is working well, the state is currently reviewing structural changes that would provide Efficiency Vermont with more standing as going concern.

10.3.5 The Maine SBC Model

In June of 2007, Efficiency Maine selected a single state-wide provider through a competitive process. The prime contractor selected by the Maine PUC is Energy and Resource Solutions (ERS), with GDS Associates, Applied Proactive Technologies and North Atlantic Energy as subcontractors. Efficiency Maine was established in 2002 by the Maine Legislature with the passing of "An Act to Strengthen Energy Conservation." Efficiency Maine is a statewide effort to promote the more efficient use of electricity, help Maine residents and businesses reduce energy costs, and improve Maine's environment. Efficiency Maine's systems benefits fund is funded by a non-by-passable wires charge paid by electricity consumers and administered by the Maine Public Utilities Commission. The Maine PUC issues RFPs for third party implementation contractors.

10.3.6 The Wisconsin SBC Model

Legislative Act 141 provides that the investor-owned[46] electric and gas utilities must collectively establish and fund the statewide energy efficiency and renewable energy programs in Wisconsin. To fulfill their obligations under Act 141, the energy utilities have formed the Statewide Energy Efficiency and Renewable Administration or "SEERA." The primary organizations that make up the Focus on Energy Program and their responsibilities are as follows:

Public Service Commission of Wisconsin - The Public Service Commission (PSC) has oversight of the statewide energy efficiency and renewable energy programs. This includes: review and approval of the program administrator(s) selected by the utilities and of the contracts between the utilities and the program administrator for administration of the statewide programs; contracting with one or more independent parties for an annual performance evaluation and financial audits of the statewide programs; requiring each energy utility to spend the amount required to fund statewide energy efficiency and renewable resource programs; and managing day-to-day program activities.

SEERA - SEERA creates and funds statewide energy efficiency and renewable energy programs. SEERA also contracts, on the basis of competitive bids, with one or more persons to administer the programs. SEERA has no obligations regarding the statewide programs other than creating and funding the programs and contracting for their administration.

Program Administrators - Wisconsin Energy Conservation Corporation (WECC) is a not-for-profit corporation and the program administrator for the Focus on Energy Business, Residential and Renewable Energy Programs. The Energy Center of Wisconsin is the program administrator for the Environmental and Economic Research and Development Program.

Fiscal Agent - Wipfli LLP, in a fiduciary capacity, receives, distributes and accounts for statewide energy efficiency and renewable energy funds under Act 141.

Evaluation - PA Government Services, Inc. leads a team of evaluation experts to quantify the energy saving impacts of the Focus on Energy Program on Wisconsin's citizens and economy. The evaluators are charged with independently verifying program administrator reports of energy savings. Organizationally, PA Government Services reports directly to the Public Service Commission of Wisconsin.

Compliance Agent - Virchow, Krause & Company, LLC performs audits to ensure that Program Administrators, contractors and subcontractors comply with the Policy and

[46] Rural and municipal electric cooperatives are also required to collect funds for energy efficiency and renewable energy programs, however they retain the option of managing their own programs or participating in the statewide program.

Procedures Manual created for the Focus on Energy Program as well as all contractual requirements.

10.4 Integrated Resource Plan (IRP) Model

In this model, energy efficiency is part of the utility's Integrated Resource Plan. Energy efficiency, along with other demand-side options, is treated on an equivalent or semi-equivalent basis with supply-side options. Cost recovery can either be in base rates or through a separate charge. The utility might receive a shareholder incentive, recovery of lost revenue (to address lost revenues due to reduced sales volume), or both. Programs are driven more by the resource need than in the SBC models. The regional planning model used by the Pacific Northwest is a variation on this model. Another example is the Georgia Public Service Commission. The Georgia Commission examines alternative electric supply-side and demand-side options every three years in an IRP docket.

10.5 Request For Proposal (RFP) Model

In this model, a utility or an independent system operator (ISO) puts out a competitive solicitation RFP to acquire energy efficiency from a third-party provider to meet demand, particularly in areas where there are transmission and distribution system bottlenecks or a generation need. Most examples of this model to date have been electric only. The focus of this type of program is typically on saving peak demand.

A good example of this approach are the demand-side RFPs that have been issued by ISO-New England. For example, on December 1, 2003, the ISO issued an RFP soliciting up to 300 MW of temporary supply and demand resources for Southwest Connecticut for the 2004 to 2008 time period (SWCT Gap RFP). The stated goal of this RFP was to improve the reliability of the bulk electric power system in Southwest Connecticut through the summer of 2007. The majority of the resources selected under this RFP participated in the 30-Minute Real-Time Demand-Response Program. These resources receive supplemental capacity payments expected to total $128 million over the four-year contract term. The ISO contracted with seven companies to provide resources over the four-year period.[47] The following resource types were eligible to respond to the Gap RFP:

- Fast-start generation (new or incremental capacity from existing resources)
- Demand-reduction resources
- Emergency-generation resources
- Conservation and load-management projects

Some selected resources were in service by June 2004, while others were scheduled to be available at a later date. About 260 MW was available by June 2007.

[47] See ISO New England 2006 Annual Markets Report, page 111, available at the ISO-NE web site as www.iso-ne.com.

10.6 Portfolio Standard Model

In this model, the program administrator is subject to a portfolio standard expressed in terms of percentage of overall energy or demand. This model can include gas as well as electric energy efficiency programs, and can be used independently or in conjunction with an SBC or IRP requirement.

A recent example of a state adopting a resource portfolio standard is North Carolina. On August 20, 2007, with the signing of Session Law 2007-397 (Senate Bill 3), North Carolina became the first state in the Southeast to adopt a Renewable Energy and Energy Efficiency Portfolio Standard (REPS). Under this new law, investor-owned utilities in North Carolina will be required to meet up to 12.5% of their energy needs through renewable energy resources or energy efficiency measures.[48] Rural electric cooperatives and municipal electric suppliers are subject to a 10% REPS requirement. Although the new law sets forth a number of details, these electric power suppliers generally may comply with the REPS requirement in a number of ways, including the use of renewable fuels in existing electric generating facilities, the generation of power at new renewable energy facilities, the purchase of power from renewable energy facilities, the purchase of renewable energy certificates, or the implementation of energy efficiency measures.

10.7 Municipal Utility/Electric Cooperative Model

In this model, programs are administered by a municipal utility or electric cooperative. If the utility/cooperative owns or is responsible for generation, the energy efficiency resource can be part of an IRP. Cost recovery is most likely in base rates. This model can include gas as well as electric energy efficiency programs.

A good example of this model is Gainesville Regional Utilities GRU) in Gainesville, Florida. GRU serves about 90,000 electric customers in the City of Gainesville, home of the University of Florida. Gainesville Regional Utilities is the energy efficiency leader of all Florida Utilities for reducing electric energy consumption by customers. According to GRU General Manager Karen Johnson, programs put in place by GRU this year have reduced energy usage by 8,106 megawatt-hours, enough energy to power 675 homes for a year. This savings puts GRU on track to reach its first year reduction goal of 13,652 megawatt-hours. GRU is also Florida's long-term energy efficiency leader by virtue of having adopted the most aggressive goals for reducing electricity consumption by its customers. GRU has set a goal of a 10.1 percent reduction in retail electric sales by 2015.[49] The city of Tallahassee is next, having set a reduction goal of 7.8 percent by 2015. All other Florida utilities have lower goals, or in some cases, none at all.

[48] See the web site for the North Carolina Utilities Commission, article titled “Renewable Energy and Energy Efficiency Portfolio Standard (REPS)”.

[49] See GRU web site at www.gru.com.

10.8 Summary of the Results of the GDS Literature REview

The GDS literature review provides three important findings:

- Many utilities, such as CL&P and UI, operate highly successful and cost effective energy efficiency programs.
- One advantage of program delivery by public benefits organizations is that such organizations can focus on saving energy, and there are no conflicting goals relating to having to sell more energy in order to meet profitability or earning per share objectives.
- Recent policy studies by ACEEE[50], the Regulatory Assistance Project (RAP)[51] and Lawrence Berkeley Laboratory (LBL)[52] have found that no single administrative structure for energy efficiency programs has emerged in the U.S. that is convincingly superior to all of the other alternatives.

Energy efficiency is a proven least-cost approach for meeting electricity demand in many instances. It also carries benefits for system reliability, environmental impacts and economic development, and it can reduce or delay the need for new generation, transmission, and distribution facilities. However, unused kilowatt-hours (or therms) do not generate utility revenue and utilities may suffer a loss of revenues when energy efficiency programs are successful. Indeed, under many rate structures, efficiency investments lead to a loss of profits that can be several times greater than the lost revenue. For instance, some utilities see close to 5% loss in profits for every 1% loss in sales.[53]

A key characteristic of independent administration of energy efficiency programs, then, is that it disentangles the efficiency investment effort from the financial motives of utilities. Oregon and Vermont are the clearest examples of independent administration. Both states decided to create an independent efficiency agency to administer and deliver the ratepayer funded programs and their sole business is to realize this goal. As a result, the structure and mission of the administering body can be strongly aligned with policy goals rather than the conflict between energy efficiency (saving energy) and selling more energy. Another potential benefit of a single entity independent organization with state-wide jurisdiction is the elimination of redundant administrative and program expenses. On the other hand, some public benefits organizations have become very expensive. For example, the State of Vermont now spends more on energy efficiency on a per customer basis than any of the top twenty electric utilities that

[50] Kushler, M., D. York, and P. Witte. 2004. Five Years In: An Examination of the First Half-Decade of Public Benefits Energy Efficiency Policies. Report Number U041. Washington DC: ACEEE.
[51] Harrington, C., and C. Murray. 2003. Who Should Deliver Ratepayer Funded Energy Efficiency: A Survey and Discussion Paper. Montpelier, Vermont: Regulatory Assistance Project. Pg. 25.
[52] Eto, J., C. Goldman, and S. Kito. 1996. Ratepayer-Funded Energy-Efficiency Programs in a Restructured Electricity Industry: Issues, Options, and Unanswered Questions. LBNL-40026. Berkeley, CA: Lawrence Berkeley National Laboratory.
[53] Weston, F. 2005. Regulatory Policies for Energy Efficiency. Powerpoint presentation for Midwest Energy Solutions Conference. Montpelier, VT: Regulatory Assistance Project.

offer DSM programs.[54] Furthermore, a successful independent, public benefits delivery approach takes time to develop, along with significant political will and resources and is warranted only if funding duration is sufficiently long to support the growth of the organization.[55]

Other states have assigned the administration of energy efficiency programs directly to a state agency. Similar to independent organizations, state administered programs can often be run on a larger scale than utility-based efficiency programs, and agency objectives are compatible with energy efficiency goals. New York, Maine, and Wisconsin are examples of government administered programs, though New York's programs are administered through the New York State Energy Research and Development Authority (NYSERDA), a state chartered corporation that is similar to the independent organizations except that it was created by the state legislature and its Board of Directors and Executive Officer are appointed by the Governor. One constraint with state government assuming the role of efficiency program administrator is that it essentially places the state in the energy market as a competitor to supply side sellers and energy service providers. Other potential problems associated with government administration include (1) the possible siphoning off of SBC funds by state legislatures to support other state government programs or staff positions that have little to do with energy efficiency and (2) the inability of state employment to attract the most qualified individuals in the energy efficiency field due to budgeting or civil service requirements.

Utilities continue to be the largest delivery mechanism for energy efficiency programs in the United States. In a 2003 report conducted by ACEEE identifying the nation's leading energy efficiency programs, utility administered programs comprised a major fraction of all nominations received.[56] The strongest feature favoring utility administration and implementation of energy efficiency is that the utility has the capital, personnel, and an existing relationship with the customer that enables them to reach broad customer markets effectively. Specifically, once a utility has developed a staff and infrastructure to develop and deliver cost-effective efficiency programs, there is reason to be cautious about taking measures to dismantle that infrastructure by assigning the duties elsewhere.[57] One limited aspect of utility-administered efficiency programs is that service territory boundaries may lead to market and administrative efficiencies. There is also, of course the potential financial disincentive on the part of utilities to pursue energy efficiency. However, there are other ways to resolve this conflict than to assign a government organization to administer energy efficiency programs. Some states are dissolving the link between utilities' revenues and sales

[54] Vermont Department of Public Service, "Vermont Electric Energy Efficiency Potential Study", prepared for the VDPS by GDS Associates, Inc., July 21, 2006, page 16. The top 20 DSM utilities are defined as those US electric utilities that have saved the largest percent of annual kWh sales by 2004 with energy efficiency programs.

[55] Goldman, C. "Energy Efficiency Programs: Administration and Governance Options." Powerpoint presentation to the New Jersey Clean Energy Council. April, 2003.

[56] York, D. and M. Kushler. 2003. America's Best: Profiles of America's Leading Energy Efficiency Programs. Report Number U032. Washington DC: ACEEE.

[57] Harrington, C., and C. Murray. 2003. Who Should Deliver Ratepayer Funded Energy Efficiency: A Survey and Discussion Paper. Montpelier, Vermont: Regulatory Assistance Project. Pg. 17

(decoupling). For example, lost revenue recovery is one mechanism for avoiding utility profit losses whereby utilities can recover the net revenues (kWh/therm rate less fuel and other variable costs) lost from energy efficiency programs (in addition to the cost of the programs themselves) through a periodic adjustment to rates. Incentive approaches can stand-alone or be combined with either decoupling or lost revenue recovery. Shared savings approaches allow utilities to retain some fraction of societal net benefit from energy efficiency programs. Regulators measure the savings and include the utilities' share in rates. Other states allow utilities to earn a higher return on investments in energy efficiency than on other energy resources.

Although there are certainly theoretical benefits and disadvantages to each administrative model, a quantitative analysis of public benefits funded energy efficiency programs provides significant insight into the actual effectiveness of each approach. The American Council for an Energy Efficient Economy (ACEEE) has conducted several national reviews of utility and public benefits energy efficiency programs including two detailed reviews of state public benefits energy efficiency policies. The purpose of the original review sought to provide a detailed catalog of state policies and actions regarding restructuring-related public benefits and evaluating the success experienced in different states utilizing contrasting funding and administrative techniques for achieving their efficiency goals. The follow-up report continues to track and monitor the progress of these public benefits programs as they grow and evolve.

In the original 2000 report, ACEEE determined that most of the 18 states with public benefits energy efficiency programs at that time relied on utility companies for administration of their energy efficiency programs. Only 6 were classified as having independent administration.[58] By 2003, this pattern had changed and half of the states with public benefits energy efficiency programs were relying on state government agencies or independent organizations. However, even though there was an increase in independently administered organizations, there did not appear to be any clear cut 'best' approach to administer public benefits energy efficiency funds. Successful examples were found with each type of approach (utilities, state-run, independent organizations), and the preferred approach in any particular state seems to depend very much on the particular situation in that state. Each administrative type experienced varying levels of success when measured against program spending, program savings, emissions reductions, and overall cost-effectiveness, with no approach appearing to dominate the top tier programs.[59]

Other relevant literature reaches similar conclusions. Blumstein et al.[60] found that ***no single administrative structure for energy efficiency programs has emerged in the U.S. that is convincingly superior to all of the other alternatives***. Contributing to the relative success of all administrative approaches is the idea that policy

[58] Kushler M. and P. Witte. 2000. A Review and Early Assessment of Public Benefit Policies under Electric Restructuring. Washington DC: ACEEE.
[59] Kushler, M., D. York, and P. Witte. 2004. Five Years In: An Examination of the First Half-Decade of Public Benefits Energy Efficiency Policies. Report Number U041. Washington DC: ACEEE.
[60] Blumstein, C., C. Goldman, and G. Barbose. 2003. Who Should Administer Energy-Efficiency Programs? CSEM WP 115. Berkeley, CA: University of California Energy Institute.

environments differ significantly among the states. The structure and regulation of the utility industry differs among the states. Even utility interest and commitment to effectively administer and design energy efficiency programs varies significantly. These different arrangements affect the administrative capabilities, perceived and actual financial disincentives, and overall success of utilities with program delivery and energy savings. In addition, market transformation and resource acquisition, which were once seen as competing strategies, are increasingly becoming complementary strategies. However, administrative arrangements that are best suited to support market transformation may be different than those best suited for resource acquisition.

The 2003 report by the Regulatory Assistance Project[61] (RAP) also found that successful ratepayer funded energy efficiency programs are less dependent on a particular administrative structure than the clear and consistent commitment of policy makers, believing any administrative approach can work well. According to this report, relevant factors to consider when comparing administrative options are the following:

- responsiveness to PUC direction,
- regulatory performance incentives that are properly constructed and implemented, staff competency,
- sustainability of the institution and its budget sources, and,
- link to system planning decisions.

Eto et. al[62] also concludes that a variety of administrative approaches remain viable options and are dependent upon the existing policy and structure.

In addition to electric utilities and their efficiency efforts, natural gas demand-side management programs reduce natural gas consumption by improving the energy efficiency of buildings, space heating systems, water heating systems, and other gas appliances or gas equipment. Natural gas DSM programs figure to become increasingly relevant as the EIA projects that natural gas use will rise 1.6% per year on average during 2003-2025.[63] A national survey of natural gas efficiency programs by the Southwest Energy Efficiency Project (SWEEP) found that a number of natural gas utilities across the country have implemented noteworthy natural gas DSM programs for their customers. KeySpan was included in this analysis, and was noted for being one of only three utilities (out of the 10 examined) that are spending 1% or more of their annual revenues on energy efficiency programs. In absolute terms, KeySpan was also one of only three programs examined that were spending over $10 million per year on their energy efficiency efforts. Also noteworthy, KeySpan reported the highest benefit/cost ratio of all utility administered natural gas energy efficiency programs.

[61] Harrington, C., and C. Murray. 2003. Who Should Deliver Ratepayer Funded Energy Efficiency: A Survey and Discussion Paper. Montpelier, Vermont: Regulatory Assistance Project. Pg. 25.
[62] Eto, J., C. Goldman, and S. Kito. 1996. Ratepayer-Funded Energy-Efficiency Programs in a Restructured Electricity Industry: Issues, Options, and Unanswered Questions. LBNL-40026. Berkeley, CA: Lawrence Berkeley National Laboratory.
[63] Tegen, S., and H. Geller. 2006. Natural Gas Demand-Side Management Programs: A National Survey. Boulder, CO: Southwest Energy Efficiency Project. Pg. 1.

Out of 10 successful programs, based on a total resource cost test, incorporated in the SWEEP report; eight are administered exclusively by utilities. One (Vermont Gas) program is administered by the utility and works with an independent agency on promotion and implementation. Another (Northwest Natural Gas) is administered by the Energy Trust of Oregon.

In addition to cost effectiveness tests as a success indicator, a modest correlation was determined between the percentage of overall revenues spent on gas DSM programs and the percentage of natural gas saved by the programs, with the savings percentage increasing as the spending percentage increases. Interestingly, one non-utility administered natural gas efficiency program (Northwest Natural Gas) was among the least successful programs in terms of percent of retail revenues spent on gas efficiency and natural gas saved, while the other program that relies heavily on an independent agency for implementation goals (Vermont Gas) was among the highest. However, in the case of Northwest Natural Gas, this is likely attributable to the recent transition of program administration and implementation by the utility to the Energy Trust of Oregon. Again, administrative approach does not appear to be a defining variable in determining the cost effectiveness of energy efficiency programs.

Appendix A

Results of Energy Efficiency Consumer Awareness Survey with Residents of Connecticut

November 2007

MARKET DECISIONS
RESEARCH • INSIGHT • STRATEGY

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Survey Results

Connecticut Energy Advisory Board Energy Efficiency Survey

Tabulations and Verbatim Comments

Prepared by:

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A. Counts and Percentages of Survey Items

Q01 - Some people feel conservation of electricity and energy efficiency is important while others do not. How important would you say saving energy is to you?

		Total	
		n	%
q01	Very Important	338	85%
	Somewhat Important	60	15%
	Somewhat Unimportant	1	0%
	Very Unimportant	1	0%
	Total	400	100%

Q02 - And, overall, would you say you are more aware, less aware, or as aware of electric energy conservation benefits and energy efficiency today as you were one year ago?

		Total	
		n	%
q02	MORE AWARE	271	68%
	LESS AWARE	11	3%
	AS AWARE	115	29%
	DK-REF	3	1%
	Total	400	100%

$OQ03 - Thinking for a moment about energy efficiency, please tell me what you believe to be major benefits?

		Total	
		n	%
$oq03	Cost, savings, less expensive bills	271	68%
	Environmental benefits	148	37%
	Conservation	117	29%
	Global Warming	15	4%
	Other	10	3%
	NONE	2	1%
	DK-REF	18	5%
	Total	400	100%

Q04 - Please tell me how aware you are of any energy efficiency programs, services, rebate or products offered to or available to Connecticut residents?

		Total	
		n	%
q04	Very aware	62	16%
	Somewhat aware	209	52%
	Somewhat unaware	65	16%
	Not at all aware	60	15%
	DK-REF	4	1%
	Total	400	100%

$OQ05 - Please tell me the names of any energy efficiency programs, services, rebates, or products that you are aware of?

		Total	
		n	%
$oq05	CL & P Programs	31	11%
	Energy Star, Energy Efficient products, appliances	72	27%
	Energy efficient fluorescent light bulbs	77	28%
	Rebate programs	29	11%
	Solar energy, Solar panels	12	4%
	Windmills, Wind power	4	1%
	Tax Breaks, Incentives	26	10%
	Community Action Programs	5	2%
	Energy Efficient, Hybrid cars	6	2%
	UI, United Illuminating Programs, Audits	10	4%
	Low income energy assistance programs	8	3%
	Other	29	11%
	NONE	15	6%
	DK-REF	36	13%
	Total	271	100%

Q05a - Based on all you know or have heard about energy efficiency programs, please rate th programs on the following characteristics: Saving Energy

		Total	
		n	%
q05a	VERY GOOD	100	37%
	2	13	5%
	3	31	11%
	4	11	4%
	5	43	16%
	6	15	6%
	7	10	4%
	8	13	5%
	VERY POOR	15	6%
	DK-REF	20	7%
	Total	271	100%

Q05b - Based on all you know or have heard about energy efficiency programs, please rate th programs on the following characteristics: Protecting the environment.

		Total	
		n	%
q05b	VERY GOOD	91	34%
	2	21	8%
	3	27	10%
	4	15	6%
	5	39	14%
	6	17	6%
	7	14	5%
	8	18	7%
	VERY POOR	16	6%
	DK-REF	13	5%
	Total	271	100%

Q05c - Based on all you know or have heard about energy efficiency programs, please rate th programs on the following characteristics: Saving money.

		Total	
		n	%
q05c	VERY GOOD	97	36%
	2	24	9%
	3	25	9%
	4	20	7%
	5	38	14%
	6	6	2%
	7	12	4%
	8	15	6%
	VERY POOR	24	9%
	DK-REF	10	4%
	Total	271	100%

$Q06 - And, as you may know, throughout the state there are a number of energy sponsors o efficiency programs. Please tell me any sponsors that you might be aware of?

		Total	
		n	%
$q06	GOVERNMENT	6	2%
	CONNECTICUT LIGHT & POWER, CL&P	58	21%
	COMMUNITY BASED ORGANIZATIONS	10	4%
	STORES SUCH AS HOME DEPOT, LOWES	3	1%
	ENVIRONMENT AND CONSERVATION ORGANIZATIONS	2	1%
	UNITED ILLUMINATING, UI	16	6%
	CONNECTICUT ENERGY EFFICIENCY FUND, CE	1	0%
	GAS COMPANIES	5	2%
	NE Utilities	6	2%
	Electric Companies, non-specific	6	2%
	OTHER	24	9%
	NONE	98	36%
	DK-REF	69	25%
	Total	271	100%

Q07 - Have you participated in any electric energy efficiency programs?

		Total	
		n	%
q07	YES	87	32%
	NO	177	65%
	DK-REF	7	3%
	Total	271	100%

$OQ08 - Which electric energy efficiency programs have you participated in?

		Total	
		n	%
$oq08	Light bulb programs	13	15%
	Rebate, Incentive programs	11	13%
	Energy Star, Energy Efficient programs	12	14%
	Community Action programs	3	3%
	CL & P programs	13	15%
	UI programs	5	6%
	Conserving in general	9	10%
	Other	23	26%
	NONE	2	2%
	DK-REF	4	5%
	Total	87	100%

$Q09 - Are you familiar with any of the following statewide conservation and efficiency resources?

		Total	
		n	%
$q09	Connecticut Energy Efficiency Fund conservation campaign	46	17%
	One Thing CT	17	6%
	CT Energy Info	44	16%
	Any others	16	6%
	NONE	175	65%
	DK-REF	16	6%
	Total	271	100%

Q10 - Are you familiar with the ENERGY STAR Label?

		Total	
		n	%
q10	YES	304	76%
	NO	94	24%
	DK-REF	2	1%
	Total	400	100%

$OQ11 - What does the Energy Star Label mean to you when you see it?

		Total	
		n	%
$oq11	Energy efficient product, appliance	152	50%
	Cost savings	76	25%
	Saves, conserves, uses less energy, electricity	138	45%
	Tax savings	4	1%
	Rebates	10	3%
	Other	10	3%
	NOTHING	3	1%
	DK-REF	6	2%
	Total	304	100%

Q12 - Within the last two years, have you purchased any household appliances that had th Energy Star Label on the appliance?

		Total	
		n	%
q12	YES	203	51%
	NO	167	42%
	DK-REF	30	8%
	Total	400	100%

Q13 - How many compact fluorescent light bulbs do you have installed in your home?

		Total	
		n	%
nq13	None	70	18%
	1 to 5	135	34%
	6 to 10	74	19%
	11 to 15	50	13%
	16 to 20	35	9%
	21 to 25	14	4%
	26 to 30	7	2%
	More than 30	10	3%
	DK-REF	5	1%
	Total	400	100%

Q14 - Now, please think for a moment about your activities over the years related to energ efficiency. How strongly do you believe there are things you and others in your -household can do, or steps you can take to use energy more efficiently?

		Total	
		n	%
q14	Very strongly	198	50%
	Somewhat strongly	162	41%
	Not very strongly	26	7%
	Not at all strongly	9	2%
	DK-REF	5	1%
	Total	400	100%

Q15 - Would you say your concern over energy issues throughout Connecticut has increas decreased, or remained the same over the past year?

		Total	
		n	%
q15	INCREASE	285	71%
	DECREASED	2	1%
	REMAINED THE SAME	107	27%
	DK-REF	6	2%
	Total	400	100%

Q15a - Are you a member of any conservation or environmental group or organization?

		Total	
		n	%
q15a	YES	39	10%
	NO	357	89%
	DK-REF	4	1%
	Total	400	100%

Q15b - Are you a contributor to any conservation or environmental group or organization?

		Total	
		n	%
q15b	YES	79	20%
	NO	315	79%
	DK-REF	6	2%
	Total	400	100%

Q15c - Are you a volunteer for a conservation or environmental group or organization?

		Total	
		n	%
q15c	YES	21	5%
	NO	378	95%
	DK-REF	1	0%
	Total	400	100%

Q16 - Overall, would you say there are more, less, or about the same number of energy efficiency programs available to residents today than there were one year ago?

		Total	
		n	%
q16	MORE	160	40%
	LESS	8	2%
	THE SAME	100	25%
	DK-REF	132	33%
	Total	400	100%

Q17 - How interested would you say you are in learning more about energy efficiency programs?

		Total	
		n	%
q17	Very interested	159	40%
	Somewhat interested	186	47%
	Somewhat uninterested	21	5%
	Not at all interested	31	8%
	DK-REF	3	1%
	Total	400	100%

$Q18 - Please tell me why not (Why you are not interested in learning more about energy efficiency programs).

		Total	
		n	%
$q18	DO NOT USE MUCH ENERGY	2	4%
	NO TIME	15	29%
	DO NOT SEE ANY SAVINGS	1	2%
	NO INTEREST	5	10%
	DO NOT TRUST SPONSORS	2	4%
	DO WHAT I CAN ALREADY	11	21%
	ALREADY KNOW ENOUGH, NO NEED	11	21%
	OTHER	10	19%
	NONE	1	2%
	DK-REF	3	6%
	Total	52	100%

Q19 - If you wanted to participate in an energy efficiency program, would you know wher go or who to call?

		Total	
		n	%
q19	YES	26	50%
	NO	25	48%
	DK-REF	1	2%
	Total	52	100%

$Q20 - Where might you think to go or who might you call to get information or participate i an energy efficiency program?

		Total	
		n	%
$q20	GOVERNMENT AGENCY	63	16%
	CONNECTICUT LIGHT & POWER, CL&P	126	32%
	COMMUNITY BASED ORGANIZATIONS	14	4%
	STORES SUCH AS HOME DEPOT	4	1%
	ENVIRONMENT AND CONSERVATION ORGANIZATIONS	10	3%
	UNITED ILLUMINATING, UI	21	5%
	ONLINE, INTERNET	143	36%
	Friends, Family	11	3%
	Library	16	4%
	Phone book, yellow pages	12	3%
	Utilities Co, Non-specific	31	8%
	TV, Radio, Newspaper	16	4%
	Info line, 211	6	2%
	OTHER	19	5%
	NO ONE, NO PLACE	10	3%
	DK-REF	72	18%
	Total	400	100%

Q21 - Have you read, heard, or seen any advertising sponsored by the Connecticut Energy Efficiency Fund informing residents about energy conservation and efficiency programs?

		Total	
		n	%
q21	YES	132	33%
	NO	227	57%
	DK-REF	41	10%
	Total	400	100%

$OQ22 - What was the message or what do you recall the ads saying (advertising sponsored b the Connecticut Energy Efficiency Fund)?

		Total	
		n	%
$oq22	Info, Tips on conserving energy	37	28%
	Use of light bulbs	8	6%
	Waiting until evening, Avoid use at peak times	3	2%
	Rebates	2	2%
	Unplugging when not in use	2	2%
	Shutting off lights	5	4%
	Energy Star	2	2%
	Cost savings	6	5%
	Water heater wraps	3	2%
	Other	21	16%
	NOTHING	12	9%
	DK-REF	40	30%
	Total	132	100%

$Q23 - Where do you prefer to get information about energy conservation or efficiency programs?

		Total	
		n	%
$q23	BILL INSERTS	59	15%
	BROCHURES	25	6%
	COMMUNITY ORGANIZATIONS	3	1%
	CONNECTICUT LIGHT & POWER, CL&P	28	7%
	ENVIRONMENTAL & CONSERVATION ORGANIZATIONS	1	0%
	GOVERNMENT AGENCIES	13	3%
	NEWSPAPER ADS	77	19%
	NEWSPAPER STORIES	87	22%
	ONLINE, INTERNET	147	37%
	RADIO ADS	28	7%
	RADIO NEWS	31	8%
	TV ADS	57	14%
	TV NEWS	70	18%
	UNITED ILLUMINATING, UI	3	1%
	Library	6	2%
	Magazines	13	3%
	Mail	54	14%
	Word of mouth, Friends, Family	13	3%
	OTHER	15	4%
	NO PLACE, NO PREFERENCE	17	4%
	DK-REF	31	8%
	Total	400	100%

Q24 - Which of the following categories best reflects your age?

		Total	
		n	%
q24	18 to less than 24	4	1%
	25 to less than 34	40	10%
	35 to less than 44	71	18%
	45 to less than 54	119	30%
	55 to less than 64	77	19%
	65 or older	80	20%
	DK-REF	9	2%
	Total	400	100%

Q25 - What is your highest grade of school completed?

		Total	
		n	%
q25	Eighth grade or less	2	1%
	Some high school	13	3%
	High school graduate or GED	88	22%
	Some technical school	3	1%
	Technical school graduate	3	1%
	Some college	73	18%
	College graduate	125	31%
	Post-graduate or professional degree	84	21%
	DK-REF	9	2%
	Total	400	100%

Q26 - Which of the following categories best describes your total family income before tax in Calendar Year 2006?

		Total	
		n	%
q26	Under $9,999	14	4%
	$10,000 to less than $25,000	20	5%
	$25,000 to less than $40,000	26	7%
	$40,000 to less than $50,000	33	8%
	$50,000 to less than $60,000	28	7%
	$60,000 to less than 75,000	33	8%
	$75,000 or more	144	36%
	DK-REF	102	26%
	Total	400	100%

SEX - Gender

		Total	
		n	%
sex	Female	251	63%
	Male	149	37%
	Total	400	100%

Area of the State

		Total	
		n	%
AREA	SW CT Region	194	49%
	Rest of State	206	52%
	Total	400	100%

Cross Tabulations by Gender and Age

Q01 - Some people feel conservation of electricity and energy efficiency is important while others do not. How important would you say saving energy is to you?

		Total		Gender				Age									
				Female		Male		Less than 35		35 to less than 44		45 to less than 54		55 to less than 64		65 or older	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
q01	Very Important	338	85%	217	86%	121	81%	35	80%	56	79%	98	82%	67	87%	75	94%
	Somewhat Important	60	15%	33	13%	27	18%	8	18%	15	21%	20	17%	10	13%	5	6%
	Somewhat Unimportant	1	0%			1	1%					1	1%				
	Very Unimportant	1	0%	1	0%			1	2%								
	Total	400	100%	251	100%	149	100%	44	100%	71	100%	119	100%	77	100%	80	100%

Q02 - And, overall, would you say you are more aware, less aware, or as aware of electric energy conservation benefits and energy efficiency today as you were one year ago?

		Total		Gender				Age									
				Female		Male		Less than 35		35 to less than 44		45 to less than 54		55 to less than 64		65 or older	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
q02	MORE AWARE	271	68%	176	70%	95	64%	36	82%	48	68%	72	61%	50	65%	59	74%
	LESS AWARE	11	3%	7	3%	4	3%	1	2%	1	1%	4	3%	2	3%	3	4%
	AS AWARE	115	29%	65	26%	50	34%	7	16%	21	30%	43	36%	24	31%	17	21%
	DK-REF	3	1%	3	1%					1	1%			1	1%	1	1%
	Total	400	100%	251	100%	149	100%	44	100%	71	100%	119	100%	77	100%	80	100%

$OQ03 - Thinking for a moment about energy efficiency, please tell me what you believe to be the major benefits?

		Total		Gender				Age									
				Female		Male		Less than 35		35 to less than 44		45 to less than 54		55 to less than 64		65 or older	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
$oq03	Cost, savings, less expensive bills	271	68%	174	69%	97	65%	29	66%	52	73%	86	72%	45	58%	55	69%
	Environmental benefits	148	37%	88	35%	60	40%	17	39%	32	45%	46	39%	26	34%	22	28%
	Conservation	117	29%	72	29%	45	30%	14	32%	17	24%	32	27%	28	36%	25	31%
	Global Warming	15	4%	10	4%	5	3%	4	9%	2	3%	2	2%	4	5%	3	4%
	Other	10	3%	6	2%	4	3%					4	3%	5	6%	1	1%
	NONE	2	1%	2	1%					1	1%	1	1%				
	DK-REF	18	5%	13	5%	5	3%	3	7%	3	4%	5	4%			5	6%
	Total	400	100%	251	100%	149	100%	44	100%	71	100%	119	100%	77	100%	80	100%

Q04 - Please tell me how aware you are of any energy efficiency programs, services, rebates, or products offered to or available to Connecticut residents?

		Total		Gender				Age									
				Female		Male		Less than 35		35 to less than 44		45 to less than 54		55 to less than 64		65 or older	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
q04	Very aware	62	16%	38	15%	24	16%	2	5%	7	10%	18	15%	13	17%	21	26%
	Somewhat aware	209	52%	134	53%	75	50%	25	57%	35	49%	66	55%	43	56%	36	45%
	Somewhat unaware	65	16%	39	16%	26	17%	8	18%	14	20%	21	18%	11	14%	8	10%
	Not at all aware	60	15%	38	15%	22	15%	9	20%	13	18%	13	11%	10	13%	14	18%
	DK-REF	4	1%	2	1%	2	1%			2	3%	1	1%			1	1%
	Total	400	100%	251	100%	149	100%	44	100%	71	100%	119	100%	77	100%	80	100%

$OQ05 - Please tell me the names of any energy efficiency programs, services, rebates, or products that you are aware of?

		Total		Gender				Age									
				Female		Male		Less than 35		35 to less than 44		45 to less than 54		55 to less than 64		65 or older	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
$oq05	CL & P Programs	31	11%	21	12%	10	10%	3	11%	5	12%	9	11%	4	7%	9	16%
	Energy Star, Energy Efficient products, appliances	72	27%	50	29%	22	22%	9	33%	15	36%	21	25%	12	21%	15	26%
	Energy efficient fluorescent light bulbs	77	28%	45	26%	32	32%	5	19%	10	24%	27	32%	21	38%	13	23%
	Rebate programs	29	11%	18	10%	11	11%	1	4%	8	19%	10	12%	5	9%	5	9%
	Solar energy, Solar panels	12	4%	6	3%	6	6%	2	7%	2	5%	3	4%	4	7%	1	2%
	Windmills, Wind power	4	1%	2	1%	2	2%							2	4%	2	4%
	Tax Breaks, Incentives	26	10%	18	10%	8	8%	5	19%	5	12%	7	8%	4	7%	5	9%
	Community Action Programs	5	2%	4	2%	1	1%			2	5%	3	4%				
	Energy Efficient, Hybrid cars	6	2%	3	2%	3	3%			1	2%	2	2%	2	4%		
	UI, United Illuminating Programs, Audits	10	4%	5	3%	5	5%			1	2%	6	7%			3	5%
	Low income energy assistance programs	8	3%	5	3%	3	3%	2	7%	1	2%	3	4%			2	4%
	Other	29	11%	21	12%	8	8%	2	7%	5	12%	6	7%	10	18%	6	11%
	NONE	15	6%	6	3%	9	9%	1	4%	2	5%	4	5%	5	9%	2	4%
	DK-REF	36	13%	21	12%	15	15%	6	22%	4	10%	10	12%	6	11%	9	16%
	Total	271	100%	172	100%	99	100%	27	100%	42	100%	84	100%	56	100%	57	100%

Q05a - Based on all you know or have heard about energy efficiency programs, please rate the programs on the following characteristics: Saving Energy

		Total		Gender				Age									
				Female		Male		Less than 35		35 to less than 44		45 to less than 54		55 to less than 64		65 or older	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
q05a	VERY GOOD	100	37%	64	37%	36	36%	9	33%	17	40%	26	31%	26	46%	19	33%
	2	13	5%	10	6%	3	3%	2	7%	1	2%	3	4%	2	4%	5	9%
	3	31	11%	19	11%	12	12%	5	19%	8	19%	9	11%	4	7%	5	9%
	4	11	4%	5	3%	6	6%	1	4%	2	5%	4	5%	2	4%	2	4%
	5	43	16%	30	17%	13	13%	6	22%	7	17%	18	21%	7	13%	5	9%
	6	15	6%	10	6%	5	5%					6	7%	5	9%	4	7%
	7	10	4%	3	2%	7	7%	2	7%			3	4%	2	4%	3	5%
	8	13	5%	6	3%	7	7%			2	5%	3	4%	1	2%	7	12%
	VERY POOR	15	6%	8	5%	7	7%			2	5%	5	6%	5	9%	1	2%
	DK-REF	20	7%	17	10%	3	3%	2	7%	3	7%	7	8%	2	4%	6	11%
	Total	271	100%	172	100%	99	100%	27	100%	42	100%	84	100%	56	100%	57	100%

Q05b - Based on all you know or have heard about energy efficiency programs, please rate the programs on the following characteristics: Protecting the environment.

		Total		Gender				Age									
				Female		Male		Less than 35		35 to less than 44		45 to less than 54		55 to less than 64		65 or older	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
q05b	VERY GOOD	91	34%	58	34%	33	33%	8	30%	15	36%	22	26%	21	38%	20	35%
	2	21	8%	13	8%	8	8%	3	11%	2	5%	5	6%	5	9%	6	11%
	3	27	10%	20	12%	7	7%	5	19%	4	10%	9	11%	4	7%	5	9%
	4	15	6%	9	5%	6	6%	1	4%	3	7%	6	7%	4	7%	1	2%
	5	39	14%	23	13%	16	16%	4	15%	7	17%	11	13%	10	18%	7	12%
	6	17	6%	11	6%	6	6%	3	11%	2	5%	6	7%	3	5%	3	5%
	7	14	5%	6	3%	8	8%					10	12%	2	4%	2	4%
	8	18	7%	10	6%	8	8%	1	4%	1	2%	7	8%	3	5%	6	11%
	VERY POOR	16	6%	9	5%	7	7%			3	7%	7	8%	4	7%	2	4%
	DK-REF	13	5%	13	8%			2	7%	5	12%	1	1%			5	9%
	Total	271	100%	172	100%	99	100%	27	100%	42	100%	84	100%	56	100%	57	100%

Q05c - Based on all you know or have heard about energy efficiency programs, please rate the programs on the following characteristics: Saving money.

		Total		Gender				Age									
				Female		Male		Less than 35		35 to less than 44		45 to less than 54		55 to less than 64		65 or older	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
q05c	VERY GOOD	97	36%	63	37%	34	34%	7	26%	15	36%	27	32%	22	39%	24	42%
	2	24	9%	15	9%	9	9%	3	11%	3	7%	3	4%	7	13%	8	14%
	3	25	9%	14	8%	11	11%	3	11%	5	12%	10	12%	3	5%	3	5%
	4	20	7%	13	8%	7	7%	3	11%	4	10%	8	10%	4	7%		
	5	38	14%	26	15%	12	12%	7	26%	6	14%	12	14%	7	13%	5	9%
	6	6	2%	2	1%	4	4%			2	5%	2	2%	1	2%	1	2%
	7	12	4%	6	3%	6	6%	2	7%	2	5%	2	2%	3	5%	3	5%
	8	15	6%	8	5%	7	7%	1	4%	1	2%	6	7%	2	4%	5	9%
	VERY POOR	24	9%	15	9%	9	9%			2	5%	12	14%	7	13%	3	5%
	DK-REF	10	4%	10	6%			1	4%	2	5%	2	2%			5	9%
	Total	271	100%	172	100%	99	100%	27	100%	42	100%	84	100%	56	100%	57	100%

$Q06 - And, as you may know, throughout the state there are a number of energy sponsors of efficiency programs. Please tell me any sponsors that you might be aware of?

		Total		Gender				Age									
				Female		Male		Less than 35		35 to less than 44		45 to less than 54		55 to less than 64		65 or older	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
$q06	GOVERNMENT	6	2%	3	2%	3	3%			1	2%	4	5%			1	2%
	CONNECTICUT LIGHT & POWER, CL&P	58	21%	32	19%	26	26%	1	4%	6	14%	20	24%	19	34%	12	21%
	COMMUNITY BASED ORGANIZATIONS	10	4%	7	4%	3	3%			1	2%	6	7%	2	4%	1	2%
	STORES SUCH AS HOME DEPOT, LOWES	3	1%	2	1%	1	1%							2	4%	1	2%
	ENVIRONMENT AND CONSERVATION ORGANIZATIONS	2	1%	1	1%	1	1%							1	2%	1	2%
	UNITED ILLUMINATING, UI	16	6%	9	5%	7	7%	1	4%	1	2%	6	7%	3	5%	5	9%
	CONNECTICUT ENERGY EFFICIENCY FUND, CEEF	1	0%			1	1%					1	1%				
	GAS COMPANIES	5	2%	3	2%	2	2%			1	2%	1	1%	2	4%	1	2%
	NE Utilities	6	2%	3	2%	3	3%					1	1%	1	2%	4	7%
	Electric Companies, non-specific	6	2%	3	2%	3	3%							4	7%	2	4%
	OTHER	24	9%	19	11%	5	5%	3	11%	6	14%	9	11%	1	2%	5	9%
	NONE	98	36%	62	36%	36	36%	11	41%	10	24%	30	36%	23	41%	20	35%
	DK-REF	69	25%	48	28%	21	21%	13	48%	19	45%	16	19%	9	16%	11	19%
	Total	271	100%	172	100%	99	100%	27	100%	42	100%	84	100%	56	100%	57	100%

Q07 - Have you participated in any electric energy efficiency programs?

		Total		Gender				Age									
				Female		Male		Less than 35		35 to less than 44		45 to less than 54		55 to less than 64		65 or older	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
q07	YES	87	32%	57	33%	30	30%	2	7%	10	24%	31	37%	16	29%	26	46%
	NO	177	65%	109	63%	68	69%	25	93%	29	69%	51	61%	39	70%	30	53%
	DK-REF	7	3%	6	3%	1	1%			3	7%	2	2%	1	2%	1	2%
	Total	271	100%	172	100%	99	100%	27	100%	42	100%	84	100%	56	100%	57	100%

$OQ08 - Which electric energy efficiency programs have you participated in?

		Total		Gender				Age									
				Female		Male		Less than 35		35 to less than 44		45 to less than 54		55 to less than 64		65 or older	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
$oq08	Light bulb programs	13	15%	7	12%	6	20%			2	20%	5	16%	2	13%	4	15%
	Rebate, Incentive programs	11	13%	9	16%	2	7%			1	10%	6	19%	2	13%	2	8%
	Energy Star, Energy Efficient programs	12	14%	7	12%	5	17%	1	50%	1	10%	4	13%	4	25%	2	8%
	Community Action programs	3	3%	2	4%	1	3%			2	20%	1	3%				
	CL & P programs	13	15%	8	14%	5	17%			3	30%	3	10%	3	19%	4	15%
	UI programs	5	6%	4	7%	1	3%					3	10%			2	8%
	Conserving in general	9	10%	7	12%	2	7%					3	10%	2	13%	4	15%
	Other	23	26%	14	25%	9	30%	1	50%	2	20%	6	19%	4	25%	9	35%
	NONE	2	2%	2	4%					1	10%	1	3%				
	DK-REF	4	5%	2	4%	2	7%					2	6%	1	6%		
	Total	87	100%	57	100%	30	100%	2	100%	10	100%	31	100%	16	100%	26	100%

$Q09 - Are you familiar with any of the following statewide conservation and efficiency resources?

		Total		Gender				Age									
				Female		Male		Less than 35		35 to less than 44		45 to less than 54		55 to less than 64		65 or older	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
$q09	Connecticut Energy Efficiency Fund conservation campaign	46	17%	27	16%	19	19%	5	19%	8	19%	14	17%	14	25%	5	9%
	One Thing CT	17	6%	9	5%	8	8%	4	15%	4	10%	4	5%	3	5%		
	CT Energy Info	44	16%	33	19%	11	11%	7	26%	6	14%	14	17%	10	18%	6	11%
	Any others	16	6%	11	6%	5	5%	1	4%	2	5%	9	11%	1	2%	3	5%
	NONE	175	65%	110	64%	65	66%	15	56%	27	64%	55	65%	33	59%	42	74%
	DK-REF	16	6%	11	6%	5	5%			3	7%	1	1%	5	9%	6	11%
	Total	271	100%	172	100%	99	100%	27	100%	42	100%	84	100%	56	100%	57	100%

Q10 - Are you familiar with the ENERGY STAR Label?

		Total		Gender				Age									
				Female		Male		Less than 35		35 to less than 44		45 to less than 54		55 to less than 64		65 or older	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
q10	YES	304	76%	198	79%	106	71%	33	75%	57	80%	106	89%	58	75%	44	55%
	NO	94	24%	52	21%	42	28%	11	25%	14	20%	13	11%	18	23%	35	44%
	DK-REF	2	1%	1	0%	1	1%							1	1%	1	1%
	Total	400	100%	251	100%	149	100%	44	100%	71	100%	119	100%	77	100%	80	100%

$OQ11 - What does the Energy Star Label mean to you when you see it?

		Total		Gender				Age									
				Female		Male		Less than 35		35 to less than 44		45 to less than 54		55 to less than 64		65 or older	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
$oq11	Energy efficient product, appliance	152	50%	87	44%	65	61%	17	52%	30	53%	60	57%	25	43%	18	41%
	Cost savings	76	25%	52	26%	24	23%	7	21%	14	25%	19	18%	25	43%	9	20%
	Saves, conserves, uses less energy, electricity	138	45%	93	47%	45	42%	13	39%	27	47%	52	49%	27	47%	17	39%
	Tax savings	4	1%	2	1%	2	2%			1	2%			2	3%	1	2%
	Rebates	10	3%	10	5%			1	3%	3	5%	3	3%	1	2%	2	5%
	Other	10	3%	7	4%	3	3%	3	9%	1	2%	1	1%	2	3%	2	5%
	NOTHING	3	1%	3	2%							2	2%	1	2%		
	DK-REF	6	2%	6	3%			1	3%			1	1%			4	9%
	Total	304	100%	198	100%	106	100%	33	100%	57	100%	106	100%	58	100%	44	100%

Q12 - Within the last two years, have you purchased any household appliances that had the Energy Star Label on the appliance?

		Total		Gender				Age									
				Female		Male		Less than 35		35 to less than 44		45 to less than 54		55 to less than 64		65 or older	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
q12	YES	203	51%	127	51%	76	51%	23	52%	35	49%	74	62%	36	47%	32	40%
	NO	167	42%	108	43%	59	40%	18	41%	32	45%	35	29%	40	52%	37	46%
	DK-REF	30	8%	16	6%	14	9%	3	7%	4	6%	10	8%	1	1%	11	14%
	Total	400	100%	251	100%	149	100%	44	100%	71	100%	119	100%	77	100%	80	100%

Q13 - How many compact fluorescent light bulbs do you have installed in your home?

		Total		Gender				Age									
				Female		Male		Less than 35		35 to less than 44		45 to less than 54		55 to less than 64		65 or older	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
nq13	None	70	18%	49	20%	21	14%	6	14%	11	15%	23	19%	10	13%	19	24%
	1 to 5	135	34%	88	35%	47	32%	19	43%	22	31%	38	32%	29	38%	24	30%
	6 to 10	74	19%	39	16%	35	23%	6	14%	12	17%	23	19%	14	18%	18	23%
	11 to 15	50	13%	26	10%	24	16%	3	7%	13	18%	13	11%	13	17%	7	9%
	16 to 20	35	9%	24	10%	11	7%	7	16%	5	7%	12	10%	5	6%	5	6%
	21 to 25	14	4%	10	4%	4	3%			3	4%	5	4%	3	4%	3	4%
	26 to 30	7	2%	4	2%	3	2%			1	1%	4	3%	1	1%	1	1%
	More than 30	10	3%	7	3%	3	2%	2	5%	3	4%	1	1%	2	3%	1	1%
	DK-REF	5	1%	4	2%	1	1%	1	2%	1	1%					2	3%
	Total	400	100%	251	100%	149	100%	44	100%	71	100%	119	100%	77	100%	80	100%

Q14 - Now, please think for a moment about your activities over the years related to energy efficiency. How strongly do you believe there are things you and other in your -household can do, or steps you can take to use energy more efficiently?

		Total		Gender				Age									
				Female		Male		Less than 35		35 to less than 44		45 to less than 54		55 to less than 64		65 or older	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
q14	Very strongly	198	50%	133	53%	65	44%	17	39%	44	62%	62	52%	39	51%	34	43%
	Somewhat strongly	162	41%	99	39%	63	42%	23	52%	22	31%	44	37%	32	42%	37	46%
	Not very strongly	26	7%	12	5%	14	9%	3	7%	3	4%	8	7%	4	5%	6	8%
	Not at all strongly	9	2%	4	2%	5	3%	1	2%	1	1%	4	3%	2	3%	1	1%
	DK-REF	5	1%	3	1%	2	1%			1	1%	1	1%			2	3%
	Total	400	100%	251	100%	149	100%	44	100%	71	100%	119	100%	77	100%	80	100%

Q15 - Would you say your concern over energy issues throughout Connecticut has increased, decreased, or remained the same over the past year?

		Total		Gender				Age									
				Female		Male		Less than 35		35 to less than 44		45 to less than 54		55 to less than 64		65 or older	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
q15	INCREASE	285	71%	178	71%	107	72%	27	61%	51	72%	87	73%	57	74%	59	74%
	DECREASED	2	1%	1	0%	1	1%	1	2%							1	1%
	REMAINED THE SAME	107	27%	68	27%	39	26%	16	36%	19	27%	31	26%	19	25%	19	24%
	DK-REF	6	2%	4	2%	2	1%			1	1%	1	1%	1	1%	1	1%
	Total	400	100%	251	100%	149	100%	44	100%	71	100%	119	100%	77	100%	80	100%

Q15a - Are you a member of any conservation or environmental group or organization?

		Total		Gender				Age									
				Female		Male		Less than 35		35 to less than 44		45 to less than 54		55 to less than 64		65 or older	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
q15a	YES	39	10%	28	11%	11	7%			10	14%	16	13%	6	8%	6	8%
	NO	357	89%	220	88%	137	92%	43	98%	61	86%	101	85%	71	92%	74	93%
	DK-REF	4	1%	3	1%	1	1%	1	2%			2	2%				
	Total	400	100%	251	100%	149	100%	44	100%	71	100%	119	100%	77	100%	80	100%

Q15b - Are you a contributor to any conservation or environmental group or organization?

		Total		Gender				Age									
				Female		Male		Less than 35		35 to less than 44		45 to less than 54		55 to less than 64		65 or older	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
q15b	YES	79	20%	54	22%	25	17%	1	2%	13	18%	31	26%	16	21%	17	21%
	NO	315	79%	194	77%	121	81%	42	95%	58	82%	87	73%	59	77%	62	78%
	DK-REF	6	2%	3	1%	3	2%	1	2%			1	1%	2	3%	1	1%
	Total	400	100%	251	100%	149	100%	44	100%	71	100%	119	100%	77	100%	80	100%

Q15c - Are you a volunteer for a conservation or environmental group or organization?

		Total		Gender				Age									
				Female		Male		Less than 35		35 to less than 44		45 to less than 54		55 to less than 64		65 or older	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
q15c	YES	21	5%	17	7%	4	3%	1	2%	4	6%	9	8%	2	3%	4	5%
	NO	378	95%	234	93%	144	97%	43	98%	67	94%	110	92%	75	97%	76	95%
	DK-REF	1	0%			1	1%										
	Total	400	100%	251	100%	149	100%	44	100%	71	100%	119	100%	77	100%	80	100%

Q16 - Overall, would you say there are more, less, or about the same number of energy efficiency programs available to residents today than there were one year ago?

		Total		Gender				Age									
				Female		Male		Less than 35		35 to less than 44		45 to less than 54		55 to less than 64		65 or older	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
q16	MORE	160	40%	105	42%	55	37%	16	36%	28	39%	44	37%	31	40%	40	50%
	LESS	8	2%	5	2%	3	2%	1	2%	2	3%	2	2%	2	3%		
	THE SAME	100	25%	65	26%	35	23%	13	30%	16	23%	36	30%	19	25%	14	18%
	DK-REF	132	33%	76	30%	56	38%	14	32%	25	35%	37	31%	25	32%	26	33%
	Total	400	100%	251	100%	149	100%	44	100%	71	100%	119	100%	77	100%	80	100%

Q17 - How interested would you say you are in learning more about energy efficiency programs?

		Total		Gender				Age									
				Female		Male		Less than 35		35 to less than 44		45 to less than 54		55 to less than 64		65 or older	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
q17	Very interested	159	40%	99	39%	60	40%	20	45%	33	46%	54	45%	28	36%	24	30%
	Somewhat interested	186	47%	121	48%	65	44%	23	52%	29	41%	53	45%	33	43%	43	54%
	Somewhat uninterested	21	5%	14	6%	7	5%			4	6%	5	4%	9	12%	1	1%
	Not at all interested	31	8%	15	6%	16	11%	1	2%	5	7%	7	6%	7	9%	10	13%
	DK-REF	3	1%	2	1%	1	1%									2	3%
	Total	400	100%	251	100%	149	100%	44	100%	71	100%	119	100%	77	100%	80	100%

$Q18 - Please tell me why not (Why you are not interested in learning more about energy efficiency programs).

		Total		Gender				Age									
				Female		Male		Less than 35		35 to less than 44		45 to less than 54		55 to less than 64		65 or older	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
$q18	DO NOT USE MUCH ENERGY	2	4%	1	3%	1	4%					2	17%				
	NO TIME	15	29%	9	31%	6	26%			2	22%	5	42%	5	31%	3	27%
	DO NOT SEE ANY SAVINGS	1	2%	1	3%									1	6%		
	NO INTEREST	5	10%	3	10%	2	9%			1	11%	2	17%	2	13%		
	DO NOT TRUST SPONSORS	2	4%	1	3%	1	4%							2	13%		
	DO WHAT I CAN ALREADY	11	21%	7	24%	4	17%					2	17%	3	19%	5	45%
	ALREADY KNOW ENOUGH, NO NEED	11	21%	4	14%	7	30%	1	100%	4	44%	2	17%	1	6%	2	18%
	OTHER	10	19%	7	24%	3	13%			1	11%	2	17%	5	31%	2	18%
	NONE	1	2%			1	4%										
	DK-REF	3	6%	2	7%	1	4%			2	22%						
	Total	52	100%	29	100%	23	100%	1	100%	9	100%	12	100%	16	100%	11	100%

Q19 - If you wanted to participate in an energy efficiency program, would you know where to go or who to call?

		Total		Gender				Age									
				Female		Male		Less than 35		35 to less than 44		45 to less than 54		55 to less than 64		65 or older	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
q19	YES	26	50%	16	55%	10	43%	1	100%	5	56%	5	42%	5	31%	7	64%
	NO	25	48%	13	45%	12	52%			4	44%	7	58%	10	63%	4	36%
	DK-REF	1	2%			1	4%							1	6%		
	Total	52	100%	29	100%	23	100%	1	100%	9	100%	12	100%	16	100%	11	100%

$Q20 - Where might you think to go or who might you call to get information or participate in an energy efficiency program?

		Total		Gender				Age									
				Female		Male		Less than 35		35 to less than 44		45 to less than 54		55 to less than 64		65 or older	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
$q20	GOVERNMENT AGENCY	63	16%	28	11%	35	23%	5	11%	14	20%	18	15%	11	14%	13	16%
	CONNECTICUT LIGHT & POWER, CL&P	126	32%	80	32%	46	31%	10	23%	24	34%	37	31%	26	34%	27	34%
	COMMUNITY BASED ORGANIZATIONS	14	4%	10	4%	4	3%	1	2%	1	1%	3	3%	3	4%	6	8%
	STORES SUCH AS HOME DEPOT	4	1%	2	1%	2	1%			2	3%	2	2%				
	ENVIRONMENT AND CONSERVATION ORGANIZATIONS	10	3%	7	3%	3	2%	1	2%	2	3%	2	2%	1	1%	4	5%
	UNITED ILLUMINATING, UI	21	5%	12	5%	9	6%	4	9%	1	1%	6	5%	3	4%	7	9%
	ONLINE, INTERNET	143	36%	86	34%	57	38%	18	41%	36	51%	56	47%	23	30%	7	9%
	Friends, Family	11	3%	7	3%	4	3%	2	5%	4	6%	2	2%	2	3%	1	1%
	Library	16	4%	13	5%	3	2%	1	2%	2	3%	8	7%	2	3%	3	4%
	Phone book, yellow pages	12	3%	11	4%	1	1%	2	5%	3	4%	4	3%	3	4%		
	Utilities Co, Non-specific	31	8%	21	8%	10	7%	3	7%	5	7%	9	8%	7	9%	6	8%
	TV, Radio, Newspaper	16	4%	9	4%	7	5%	1	2%	1	1%	5	4%	6	8%	3	4%
	Info line, 211	6	2%	6	2%					1	1%	5	4%				
	OTHER	19	5%	10	4%	9	6%	3	7%	4	6%	5	4%	3	4%	4	5%
	NO ONE, NO PLACE	10	3%	5	2%	5	3%	2	5%			3	3%	1	1%	4	5%
	DK-REF	72	18%	46	18%	26	17%	8	18%	11	15%	17	14%	11	14%	22	28%
	Total	400	100%	251	100%	149	100%	44	100%	71	100%	119	100%	77	100%	80	100%

Q21 - Have you read, heard, or seen any advertising sponsored by the Connecticut Energy Efficiency Fund informing residents about energy conservation and efficiency programs?

		Total		Gender				Age									
				Female		Male		Less than 35		35 to less than 44		45 to less than 54		55 to less than 64		65 or older	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
q21	YES	132	33%	87	35%	45	30%	12	27%	25	35%	37	31%	31	40%	23	29%
	NO	227	57%	139	55%	88	59%	29	66%	42	59%	64	54%	39	51%	49	61%
	DK-REF	41	10%	25	10%	16	11%	3	7%	4	6%	18	15%	7	9%	8	10%
	Total	400	100%	251	100%	149	100%	44	100%	71	100%	119	100%	77	100%	80	100%

$OQ22 - What was the message or what do you recall the ads saying (advertising sponsored by the Connecticut Energy Efficiency Fund)?

		Total		Gender				Age									
				Female		Male		Less than 35		35 to less than 44		45 to less than 54		55 to less than 64		65 or older	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
$oq22	Info, Tips on conserving energy	37	28%	26	30%	11	24%	3	25%	11	44%	8	22%	11	35%	4	17%
	Use of light bulbs	8	6%	5	6%	3	7%			1	4%	3	8%	3	10%	1	4%
	Waiting until evening, Avoid use at peak times	3	2%	2	2%	1	2%	3	25%								
	Rebates	2	2%	1	1%	1	2%			1	4%			1	3%		
	Unplugging when not in use	2	2%	1	1%	1	2%			1	4%	1	3%				
	Shutting off lights	5	4%	3	3%	2	4%			3	12%			1	3%	1	4%
	Energy Star	2	2%	2	2%					1	4%	1	3%				
	Cost savings	6	5%	4	5%	2	4%			1	4%	2	5%	1	3%	2	9%
	Water heater wraps	3	2%	2	2%	1	2%					2	5%	1	3%		
	Other	21	16%	16	18%	5	11%	1	8%	1	4%	7	19%	5	16%	5	22%
	NOTHING	12	9%	7	8%	5	11%	4	33%			4	11%	1	3%	3	13%
	DK-REF	40	30%	24	28%	16	36%	2	17%	9	36%	10	27%	9	29%	8	35%
	Total	132	100%	87	100%	45	100%	12	100%	25	100%	37	100%	31	100%	23	100%

$Q23 - Where do you prefer to get information about energy conservation or efficiency programs?

		Total		Gender				Age									
				Female		Male		Less than 35		35 to less than 44		45 to less than 54		55 to less than 64		65 or older	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
$q23	BILL INSERTS	59	15%	39	16%	20	13%	3	7%	11	15%	21	18%	14	18%	10	13%
	BROCHURES	25	6%	15	6%	10	7%	3	7%	7	10%	6	5%	5	6%	4	5%
	COMMUNITY ORGANIZATIONS	3	1%	2	1%	1	1%					2	2%	1	1%		
	CONNECTICUT LIGHT & POWER, CL&P	28	7%	22	9%	6	4%	2	5%	8	11%	4	3%	4	5%	10	13%
	ENVIRONMENTAL & CONSERVATION ORGANIZATIONS	1	0%			1	1%									1	1%
	GOVERNMENT AGENCIES	13	3%	6	2%	7	5%	1	2%	2	3%	3	3%	1	1%	6	8%
	NEWSPAPER ADS	77	19%	49	20%	28	19%	2	5%	11	15%	27	23%	14	18%	21	26%
	NEWSPAPER STORIES	87	22%	58	23%	29	19%	2	5%	11	15%	29	24%	13	17%	28	35%
	ONLINE, INTERNET	147	37%	83	33%	64	43%	28	64%	32	45%	41	34%	33	43%	12	15%
	RADIO ADS	28	7%	19	8%	9	6%	2	5%	4	6%	10	8%	6	8%	5	6%
	RADIO NEWS	31	8%	22	9%	9	6%	2	5%	2	3%	13	11%	8	10%	6	8%
	TV ADS	57	14%	38	15%	19	13%	2	5%	4	6%	18	15%	15	19%	15	19%
	TV NEWS	70	18%	45	18%	25	17%	1	2%	5	7%	22	18%	21	27%	20	25%
	UNITED ILLUMINATING, UI	3	1%	3	1%					2	3%	1	1%				
	Library	6	2%	3	1%	3	2%			1	1%	3	3%	1	1%	1	1%
	Magazines	13	3%	7	3%	6	4%	1	2%			2	2%	3	4%	7	9%
	Mail	54	14%	36	14%	18	12%	7	16%	11	15%	21	18%	6	8%	9	11%
	Word of mouth, Friends, Family	13	3%	9	4%	4	3%	2	5%	2	3%	5	4%	2	3%	2	3%
	OTHER	15	4%	11	4%	4	3%	3	7%			6	5%	5	6%	1	1%
	NO PLACE, NO PREFERENCE	17	4%	9	4%	8	5%			5	7%	3	3%	2	3%	7	9%
	DK-REF	31	8%	20	8%	11	7%	6	14%	3	4%	6	5%	6	8%	9	11%
	Total	400	100%	251	100%	149	100%	44	100%	71	100%	119	100%	77	100%	80	100%

Q24 - Which of the following categories best reflects your age?

		Total		Gender				Age									
				Female		Male		Less than 35		35 to less than 44		45 to less than 54		55 to less than 64		65 or older	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
q24	18 to less than 24	4	1%	4	2%			4	9%								
	25 to less than 34	40	10%	25	10%	15	10%	40	91%								
	35 to less than 44	71	18%	48	19%	23	15%			71	100%						
	45 to less than 54	119	30%	74	29%	45	30%					119	100%				
	55 to less than 64	77	19%	42	17%	35	23%							77	100%		
	65 or older	80	20%	53	21%	27	18%									80	100%
	DK-REF	9	2%	5	2%	4	3%										
	Total	400	100%	251	100%	149	100%	44	100%	71	100%	119	100%	77	100%	80	100%

Q25 - What is your highest grade of school completed?

		Total		Gender				Age									
				Female		Male		Less than 35		35 to less than 44		45 to less than 54		55 to less than 64		65 or older	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
q25	Eighth grade or less	2	1%	1	0%	1	1%					1	1%			1	1%
	Some high school	13	3%	10	4%	3	2%	1	2%	3	4%	2	2%	2	3%	5	6%
	High school graduate or GED	88	22%	59	24%	29	19%	5	11%	14	20%	24	20%	21	27%	24	30%
	Some technical school	3	1%	1	0%	2	1%							3	4%		
	Technical school graduate	3	1%	1	0%	2	1%			1	1%	1	1%	1	1%		
	Some college	73	18%	46	18%	27	18%	9	20%	10	14%	23	19%	14	18%	17	21%
	College graduate	125	31%	75	30%	50	34%	18	41%	25	35%	43	36%	20	26%	17	21%
	Post-graduate or professional degree	84	21%	52	21%	32	21%	11	25%	18	25%	24	20%	15	19%	15	19%
	DK-REF	9	2%	6	2%	3	2%					1	1%	1	1%	1	1%
	Total	400	100%	251	100%	149	100%	44	100%	71	100%	119	100%	77	100%	80	100%

Q26 - Which of the following categories best describes your total family income before taxes in Calendar Year 2006?

		Total		Gender				Age									
				Female		Male		Less than 35		35 to less than 44		45 to less than 54		55 to less than 64		65 or older	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
q26	Under $9,999	14	4%	12	5%	2	1%	4	9%	1	1%	5	4%	1	1%	3	4%
	$10,000 to less than $25,000	20	5%	10	4%	10	7%	3	7%	4	6%	3	3%	5	6%	4	5%
	$25,000 to less than $40,000	26	7%	20	8%	6	4%	6	14%	3	4%	2	2%	4	5%	11	14%
	$40,000 to less than $50,000	33	8%	18	7%	15	10%	2	5%	5	7%	9	8%	6	8%	11	14%
	$50,000 to less than $60,000	28	7%	16	6%	12	8%	4	9%	2	3%	10	8%	9	12%	3	4%
	$60,000 to less than 75,000	33	8%	24	10%	9	6%	4	9%	8	11%	13	11%	5	6%	3	4%
	$75,000 or more	144	36%	83	33%	61	41%	21	48%	33	46%	50	42%	25	32%	15	19%
	DK-REF	102	26%	68	27%	34	23%			15	21%	27	23%	22	29%	30	38%
	Total	400	100%	251	100%	149	100%	44	100%	71	100%	119	100%	77	100%	80	100%

SEX - Gender

		Total		Gender				Age									
				Female		Male		Less than 35		35 to less than 44		45 to less than 54		55 to less than 64		65 or older	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
sex	Female	251	63%	251	100%			29	66%	48	68%	74	62%	42	55%	53	66%
	Male	149	37%			149	100%	15	34%	23	32%	45	38%	35	45%	27	34%
	Total	400	100%	251	100%	149	100%	44	100%	71	100%	119	100%	77	100%	80	100%

Area of the State

		Total		Gender				Age									
				Female		Male		Less than 35		35 to less than 44		45 to less than 54		55 to less than 64		65 or older	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
AREA	SW CT Region	194	49%	117	47%	77	52%	26	59%	34	48%	62	52%	29	38%	39	49%
	Rest of State	206	52%	134	53%	72	48%	18	41%	37	52%	57	48%	48	62%	41	51%
	Total	400	100%	251	100%	149	100%	44	100%	71	100%	119	100%	77	100%	80	100%

C. Cross Tabulations by Area of the State and Level of Education

Q01 - Some people feel conservation of electricity and energy efficiency is important while others do not. How important would you say saving energy is to you?

		Total		Area of the State				Education							
				SW CT Region		Rest of State		High school or less		Some college, technical school		College graduate		Post-graduate or professional degree	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
q01	Very Important	338	85%	157	81%	181	88%	89	86%	68	86%	101	81%	72	86%
	Somewhat Important	60	15%	35	18%	25	12%	14	14%	11	14%	24	19%	10	12%
	Somewhat Unimportant	1	0%	1	1%									1	1%
	Very Unimportant	1	0%	1	1%									1	1%
	Total	400	100%	194	100%	206	100%	103	100%	79	100%	125	100%	84	100%

Q02 - And, overall, would you say you are more aware, less aware, or as aware of electric energy conservation benefits and energy efficiency today as you were one year ago?

		Total		Area of the State				Education							
				SW CT Region		Rest of State		High school or less		Some college, technical school		College graduate		Post-graduate or professional degree	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
q02	MORE AWARE	271	68%	136	70%	135	66%	74	72%	56	71%	78	62%	57	68%
	LESS AWARE	11	3%	5	3%	6	3%	7	7%	1	1%	2	2%	1	1%
	AS AWARE	115	29%	52	27%	63	31%	20	19%	21	27%	45	36%	26	31%
	DK-REF	3	1%	1	1%	2	1%	2	2%	1	1%				
	Total	400	100%	194	100%	206	100%	103	100%	79	100%	125	100%	84	100%

$OQ03 - Thinking for a moment about energy efficiency, please tell me what you believe to be the major benefits?

		Total		Area of the State				Education							
				SW CT Region		Rest of State		High school or less		Some college, technical school		College graduate		Post-graduate or professional degree	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
$oq03	Cost, savings, less expensive bills	271	68%	128	66%	143	69%	62	60%	56	71%	94	75%	55	65%
	Environmental benefits	148	37%	68	35%	80	39%	24	23%	34	43%	50	40%	37	44%
	Conservation	117	29%	57	29%	60	29%	32	31%	21	27%	38	30%	24	29%
	Global Warming	15	4%	5	3%	10	5%			1	1%	7	6%	7	8%
	Other	10	3%	3	2%	7	3%	4	4%	2	3%	3	2%	1	1%
	NONE	2	1%	2	1%			2	2%						
	DK-REF	18	5%	9	5%	9	4%	10	10%	2	3%	2	2%	2	2%
	Total	400	100%	194	100%	206	100%	103	100%	79	100%	125	100%	84	100%

Q04 - Please tell me how aware you are of any energy efficiency programs, services, rebates, or products offered to or available to Connecticut residents?

		Total		Area of the State				Education							
				SW CT Region		Rest of State		High school or less		Some college, technical school		College graduate		Post-graduate or professional degree	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
q04	Very aware	62	16%	30	15%	32	16%	16	16%	15	19%	17	14%	13	15%
	Somewhat aware	209	52%	101	52%	108	52%	52	50%	41	52%	69	55%	42	50%
	Somewhat unaware	65	16%	31	16%	34	17%	14	14%	13	16%	22	18%	13	15%
	Not at all aware	60	15%	30	15%	30	15%	20	19%	10	13%	15	12%	15	18%
	DK-REF	4	1%	2	1%	2	1%	1	1%			2	2%	1	1%
	Total	400	100%	194	100%	206	100%	103	100%	79	100%	125	100%	84	100%

$OQ05 - Please tell me the names of any energy efficiency programs, services, rebates, or products that you are aware of?

		Total		Area of the State				Education							
				SW CT Region		Rest of State		High school or less		Some college, technical school		College graduate		Post-graduate or professional degree	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
$oq05	CL & P Programs	31	11%	10	8%	21	15%	6	9%	9	16%	12	14%	4	7%
	Energy Star, Energy Efficient products, appliances	72	27%	38	29%	34	24%	16	24%	14	25%	27	31%	15	27%
	Energy efficient fluorescent light bulbs	77	28%	33	25%	44	31%	21	31%	11	20%	33	38%	12	22%
	Rebate programs	29	11%	15	11%	14	10%	3	4%	6	11%	18	21%	2	4%
	Solar energy, Solar panels	12	4%	7	5%	5	4%	1	1%	3	5%	6	7%	2	4%
	Windmills, Wind power	4	1%	2	2%	2	1%	1	1%	2	4%			1	2%
	Tax Breaks, Incentives	26	10%	11	8%	15	11%	4	6%	4	7%	12	14%	6	11%
	Community Action Programs	5	2%	5	4%			4	6%	1	2%				
	Energy Efficient, Hybrid cars	6	2%			6	4%			1	2%	3	3%	1	2%
	UI, United Illuminating Programs, Audits	10	4%	9	7%	1	1%			2	4%	3	3%	5	9%
	Low income energy assistance programs	8	3%	2	2%	6	4%	4	6%	2	4%	2	2%		
	Other	29	11%	13	10%	16	11%	5	7%	10	18%	8	9%	5	9%
	NONE	15	6%	12	9%	3	2%	7	10%	1	2%	2	2%	3	5%
	DK-REF	36	13%	15	11%	21	15%	7	10%	9	16%	8	9%	10	18%
	Total	271	100%	131	100%	140	100%	68	100%	56	100%	86	100%	55	100%

Q05a - Based on all you know or have heard about energy efficiency programs, please rate the programs on the following characteristics: Saving Energy

		Total		Area of the State				Education							
				SW CT Region		Rest of State		High school or less		Some college, technical school		College graduate		Post-graduate or professional degree	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
q05a	VERY GOOD	100	37%	43	33%	57	41%	29	43%	19	34%	32	37%	16	29%
	2	13	5%	4	3%	9	6%	1	1%	4	7%	6	7%	2	4%
	3	31	11%	17	13%	14	10%	5	7%	8	14%	12	14%	6	11%
	4	11	4%	3	2%	8	6%	1	1%	3	5%	6	7%	1	2%
	5	43	16%	25	19%	18	13%	7	10%	10	18%	12	14%	14	25%
	6	15	6%	6	5%	9	6%	6	9%	3	5%	5	6%	1	2%
	7	10	4%	7	5%	3	2%	5	7%	2	4%	2	2%	1	2%
	8	13	5%	6	5%	7	5%	5	7%	2	4%	2	2%	4	7%
	VERY POOR	15	6%	7	5%	8	6%	6	9%	2	4%	3	3%	2	4%
	DK-REF	20	7%	13	10%	7	5%	3	4%	3	5%	6	7%	8	15%
	Total	271	100%	131	100%	140	100%	68	100%	56	100%	86	100%	55	100%

Q05b - Based on all you know or have heard about energy efficiency programs, please rate the programs on the following characteristics: Protecting the environment.

		Total		Area of the State				Education							
				SW CT Region		Rest of State		High school or less		Some college, technical school		College graduate		Post-graduate or professional degree	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
q05b	VERY GOOD	91	34%	37	28%	54	39%	29	43%	16	29%	25	29%	16	29%
	2	21	8%	13	10%	8	6%	3	4%	8	14%	6	7%	4	7%
	3	27	10%	15	11%	12	9%	2	3%	5	9%	16	19%	4	7%
	4	15	6%	7	5%	8	6%	4	6%	1	2%	7	8%	3	5%
	5	39	14%	18	14%	21	15%	4	6%	8	14%	15	17%	12	22%
	6	17	6%	9	7%	8	6%	4	6%	4	7%	5	6%	4	7%
	7	14	5%	10	8%	4	3%	3	4%	3	5%	4	5%	4	7%
	8	18	7%	8	6%	10	7%	8	12%	5	9%	2	2%	3	5%
	VERY POOR	16	6%	7	5%	9	6%	7	10%	4	7%	2	2%	2	4%
	DK-REF	13	5%	7	5%	6	4%	4	6%	2	4%	4	5%	3	5%
	Total	271	100%	131	100%	140	100%	68	100%	56	100%	86	100%	55	100%

Q05c - Based on all you know or have heard about energy efficiency programs, please rate the programs on the following characteristics: Saving money.

		Total		Area of the State				Education							
				SW CT Region		Rest of State		High school or less		Some college, technical school		College graduate		Post-graduate or professional degree	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
q05c	VERY GOOD	97	36%	34	26%	63	45%	29	43%	24	43%	29	34%	12	22%
	2	24	9%	15	11%	9	6%	5	7%	3	5%	10	12%	6	11%
	3	25	9%	10	8%	15	11%	5	7%	6	11%	7	8%	6	11%
	4	20	7%	9	7%	11	8%	5	7%	3	5%	8	9%	4	7%
	5	38	14%	27	21%	11	8%	7	10%	8	14%	13	15%	9	16%
	6	6	2%	3	2%	3	2%			2	4%	1	1%	3	5%
	7	12	4%	9	7%	3	2%	1	1%	2	4%	3	3%	6	11%
	8	15	6%	8	6%	7	5%	6	9%	2	4%	6	7%	1	2%
	VERY POOR	24	9%	10	8%	14	10%	8	12%	6	11%	5	6%	4	7%
	DK-REF	10	4%	6	5%	4	3%	2	3%			4	5%	4	7%
	Total	271	100%	131	100%	140	100%	68	100%	56	100%	86	100%	55	100%

$Q06 - And, as you may know, throughout the state there are a number of energy sponsors of efficiency programs. Please tell me any sponsors that you might be aware of?

		Total		Area of the State				Education							
				SW CT Region		Rest of State		High school or less		Some college, technical school		College graduate		Post-graduate or professional degree	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
$q06	GOVERNMENT	6	2%	2	2%	4	3%	3	4%	2	4%			1	2%
	CONNECTICUT LIGHT & POWER, CL&P	58	21%	30	23%	28	20%	11	16%	14	25%	22	26%	10	18%
	COMMUNITY BASED ORGANIZATIONS	10	4%	8	6%	2	1%	5	7%	3	5%	1	1%	1	2%
	STORES SUCH AS HOME DEPOT, LOWES	3	1%	1	1%	2	1%			2	4%	1	1%		
	ENVIRONMENT AND CONSERVATION ORGANIZATIONS	2	1%	1	1%	1	1%					1	1%	1	2%
	UNITED ILLUMINATING, UI	16	6%	16	12%			3	4%	2	4%	5	6%	6	11%
	CONNECTICUT ENERGY EFFICIENCY FUND, CEEF	1	0%			1	1%							1	2%
	GAS COMPANIES	5	2%	1	1%	4	3%	3	4%	1	2%	1	1%		
	NE Utilities	6	2%	5	4%	1	1%	2	3%	2	4%	2	2%		
	Electric Companies, non-specific	6	2%	3	2%	3	2%	2	3%	2	4%	2	2%		
	OTHER	24	9%	10	8%	14	10%	5	7%	3	5%	9	10%	6	11%
	NONE	98	36%	42	32%	56	40%	28	41%	18	32%	27	31%	22	40%
	DK-REF	69	25%	33	25%	36	26%	15	22%	16	29%	24	28%	13	24%
	Total	271	100%	131	100%	140	100%	68	100%	56	100%	86	100%	55	100%

Q07 - Have you participated in any electric energy efficiency programs?

		Total		Area of the State				Education							
				SW CT Region		Rest of State		High school or less		Some college, technical school		College graduate		Post-graduate or professional degree	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
q07	YES	87	32%	41	31%	46	33%	18	26%	18	32%	34	40%	15	27%
	NO	177	65%	85	65%	92	66%	48	71%	37	66%	50	58%	38	69%
	DK-REF	7	3%	5	4%	2	1%	2	3%	1	2%	2	2%	2	4%
	Total	271	100%	131	100%	140	100%	68	100%	56	100%	86	100%	55	100%

$OQ08 - Which electric energy efficiency programs have you participated in?

		Total		Area of the State				Education							
				SW CT Region		Rest of State		High school or less		Some college, technical school		College graduate		Post-graduate or professional degree	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
$oq08	Light bulb programs	13	15%	7	17%	6	13%	3	17%	3	17%	5	15%	2	13%
	Rebate, Incentive programs	11	13%	6	15%	5	11%	3	17%	2	11%	5	15%	1	7%
	Energy Star, Energy Efficient programs	12	14%	7	17%	5	11%	2	11%	2	11%	5	15%	3	20%
	Community Action programs	3	3%	3	7%			3	17%						
	CL & P programs	13	15%	3	7%	10	22%	3	17%	2	11%	5	15%	3	20%
	UI programs	5	6%	5	12%			1	6%	1	6%	2	6%		
	Conserving in general	9	10%	3	7%	6	13%	2	11%	5	28%			1	7%
	Other	23	26%	9	22%	14	30%	3	17%	4	22%	11	32%	5	33%
	NONE	2	2%	1	2%	1	2%					1	3%	1	7%
	DK-REF	4	5%	2	5%	2	4%	1	6%			3	9%		
	Total	87	100%	41	100%	46	100%	18	100%	18	100%	34	100%	15	100%

$Q09 - Are you familiar with any of the following statewide conservation and efficiency resources?

		Total		Area of the State				Education							
				SW CT Region		Rest of State		High school or less		Some college, technical school		College graduate		Post-graduate or professional degree	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
$q09	Connecticut Energy Efficiency Fund conservation campaign	46	17%	19	15%	27	19%	13	19%	6	11%	15	17%	10	18%
	One Thing CT	17	6%	9	7%	8	6%	3	4%	3	5%	6	7%	3	5%
	CT Energy Info	44	16%	20	15%	24	17%	13	19%	6	11%	11	13%	13	24%
	Any others	16	6%	12	9%	4	3%	3	4%	1	2%	5	6%	7	13%
	NONE	175	65%	82	63%	93	66%	43	63%	42	75%	56	65%	31	56%
	DK-REF	16	6%	9	7%	7	5%	5	7%	2	4%	5	6%	3	5%
	Total	271	100%	131	100%	140	100%	68	100%	56	100%	86	100%	55	100%

Q10 - Are you familiar with the ENERGY STAR Label?

		Total		Area of the State				Education							
				SW CT Region		Rest of State		High school or less		Some college, technical school		College graduate		Post-graduate or professional degree	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
q10	YES	304	76%	143	74%	161	78%	66	64%	58	73%	108	86%	67	80%
	NO	94	24%	51	26%	43	21%	37	36%	20	25%	16	13%	17	20%
	DK-REF	2	1%			2	1%			1	1%	1	1%		
	Total	400	100%	194	100%	206	100%	103	100%	79	100%	125	100%	84	100%

$OQ11 - What does the Energy Star Label mean to you when you see it?

		Total		Area of the State				Education							
				SW CT Region		Rest of State		High school or less		Some college, technical school		College graduate		Post-graduate or professional degree	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
$oq11	Energy efficient product, appliance	152	50%	77	54%	75	47%	28	42%	26	45%	61	56%	35	52%
	Cost savings	76	25%	30	21%	46	29%	22	33%	20	34%	23	21%	10	15%
	Saves, conserves, uses less energy, electricity	138	45%	63	44%	75	47%	32	48%	23	40%	47	44%	33	49%
	Tax savings	4	1%	3	2%	1	1%	1	2%	2	3%	1	1%		
	Rebates	10	3%	3	2%	7	4%	4	6%			3	3%	3	4%
	Other	10	3%	3	2%	7	4%	3	5%	1	2%	3	3%	3	4%
	NOTHING	3	1%	2	1%	1	1%	2	3%	1	2%				
	DK-REF	6	2%	3	2%	3	2%	2	3%	1	2%	1	1%	2	3%
	Total	304	100%	143	100%	161	100%	66	100%	58	100%	108	100%	67	100%

Q12 - Within the last two years, have you purchased any household appliances that had the Energy Star Label on the appliance?

		Total		Area of the State				Education							
				SW CT Region		Rest of State		High school or less		Some college, technical school		College graduate		Post-graduate or professional degree	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
q12	YES	203	51%	102	53%	101	49%	43	42%	38	48%	73	58%	47	56%
	NO	167	42%	72	37%	95	46%	49	48%	34	43%	47	38%	31	37%
	DK-REF	30	8%	20	10%	10	5%	11	11%	7	9%	5	4%	6	7%
	Total	400	100%	194	100%	206	100%	103	100%	79	100%	125	100%	84	100%

Q13 - How many compact fluorescent light bulbs do you have installed in your home?

		Total		Area of the State				Education							
				SW CT Region		Rest of State		High school or less		Some college, technical school		College graduate		Post-graduate or professional degree	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
nq13	None	70	18%	34	18%	36	17%	17	17%	14	18%	23	18%	15	18%
	1 to 5	135	34%	63	32%	72	35%	38	37%	28	35%	42	34%	25	30%
	6 to 10	74	19%	40	21%	34	17%	15	15%	18	23%	22	18%	15	18%
	11 to 15	50	13%	23	12%	27	13%	13	13%	8	10%	13	10%	15	18%
	16 to 20	35	9%	20	10%	15	7%	9	9%	4	5%	14	11%	7	8%
	21 to 25	14	4%	3	2%	11	5%	4	4%	2	3%	5	4%	3	4%
	26 to 30	7	2%	6	3%	1	0%	2	2%	1	1%	2	2%	2	2%
	More than 30	10	3%	4	2%	6	3%	4	4%	2	3%	3	2%	1	1%
	DK-REF	5	1%	1	1%	4	2%	1	1%	2	3%	1	1%	1	1%
	Total	400	100%	194	100%	206	100%	103	100%	79	100%	125	100%	84	100%

Q14 - Now, please think for a moment about your activities over the years related to energy efficiency. How strongly do you believe there are thing you and others in your -household can do, or steps you can take to use energy more efficiently?

		Total		Area of the State				Education							
				SW CT Region		Rest of State		High school or less		Some college, technical school		College graduate		Post-graduate or professional degree	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
q14	Very strongly	198	50%	98	51%	100	49%	46	45%	39	49%	64	51%	46	55%
	Somewhat strongly	162	41%	76	39%	86	42%	41	40%	34	43%	49	39%	34	40%
	Not very strongly	26	7%	12	6%	14	7%	11	11%	4	5%	9	7%	1	1%
	Not at all strongly	9	2%	5	3%	4	2%	3	3%	2	3%	1	1%	3	4%
	DK-REF	5	1%	3	2%	2	1%	2	2%			2	2%		
	Total	400	100%	194	100%	206	100%	103	100%	79	100%	125	100%	84	100%

Q15 - Would you say your concern over energy issues throughout Connecticut has increased, decreased, or remained the same over the past year?

		Total		Area of the State				Education							
				SW CT Region		Rest of State		High school or less		Some college, technical school		College graduate		Post-graduate or professional degree	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
q15	INCREASE	285	71%	132	68%	153	74%	73	71%	59	75%	85	68%	65	77%
	DECREASED	2	1%			2	1%	1	1%	1	1%				
	REMAINED THE SAME	107	27%	59	30%	48	23%	28	27%	18	23%	39	31%	18	21%
	DK-REF	6	2%	3	2%	3	1%	1	1%	1	1%	1	1%	1	1%
	Total	400	100%	194	100%	206	100%	103	100%	79	100%	125	100%	84	100%

Q15a - Are you a member of any conservation or environmental group or organization?

		Total		Area of the State				Education							
				SW CT Region		Rest of State		High school or less		Some college, technical school		College graduate		Post-graduate or professional degree	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
q15a	YES	39	10%	17	9%	22	11%	3	3%	10	13%	15	12%	10	12%
	NO	357	89%	174	90%	183	89%	100	97%	69	87%	109	87%	72	86%
	DK-REF	4	1%	3	2%	1	0%					1	1%	2	2%
	Total	400	100%	194	100%	206	100%	103	100%	79	100%	125	100%	84	100%

Q15b - Are you a contributor to any conservation or environmental group or organization?

		Total		Area of the State				Education							
				SW CT Region		Rest of State		High school or less		Some college, technical school		College graduate		Post-graduate or professional degree	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
q15b	YES	79	20%	34	18%	45	22%	15	15%	13	16%	27	22%	22	26%
	NO	315	79%	157	81%	158	77%	87	84%	66	84%	95	76%	61	73%
	DK-REF	6	2%	3	2%	3	1%	1	1%			3	2%	1	1%
	Total	400	100%	194	100%	206	100%	103	100%	79	100%	125	100%	84	100%

Q15c - Are you a volunteer for a conservation or environmental group or organization?

		Total		Area of the State				Education							
				SW CT Region		Rest of State		High school or less		Some college, technical school		College graduate		Post-graduate or professional degree	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
q15c	YES	21	5%	15	8%	6	3%	2	2%	5	6%	7	6%	6	7%
	NO	378	95%	178	92%	200	97%	101	98%	74	94%	118	94%	78	93%
	DK-REF	1	0%	1	1%										
	Total	400	100%	194	100%	206	100%	103	100%	79	100%	125	100%	84	100%

Q16 - Overall, would you say there are more, less, or about the same number of energy efficiency programs available to residents today than there were one year ago?

		Total		Area of the State				Education							
				SW CT Region		Rest of State		High school or less		Some college, technical school		College graduate		Post-graduate or professional degree	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
q16	MORE	160	40%	73	38%	87	42%	42	41%	38	48%	47	38%	30	36%
	LESS	8	2%	4	2%	4	2%	6	6%	1	1%			1	1%
	THE SAME	100	25%	42	22%	58	28%	23	22%	22	28%	35	28%	18	21%
	DK-REF	132	33%	75	39%	57	28%	32	31%	18	23%	43	34%	35	42%
	Total	400	100%	194	100%	206	100%	103	100%	79	100%	125	100%	84	100%

Q17 - How interested would you say you are in learning more about energy efficiency programs?

		Total		Area of the State				Education							
				SW CT Region		Rest of State		High school or less		Some college, technical school		College graduate		Post-graduate or professional degree	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
q17	Very interested	159	40%	74	38%	85	41%	35	34%	27	34%	52	42%	44	52%
	Somewhat interested	186	47%	92	47%	94	46%	48	47%	46	58%	55	44%	32	38%
	Somewhat uninterested	21	5%	11	6%	10	5%	5	5%	1	1%	10	8%	3	4%
	Not at all interested	31	8%	15	8%	16	8%	14	14%	5	6%	8	6%	4	5%
	DK-REF	3	1%	2	1%	1	0%	1	1%					1	1%
	Total	400	100%	194	100%	206	100%	103	100%	79	100%	125	100%	84	100%

$Q18 - Please tell me why not (Why you are not interested in learning more about energy efficiency programs).

		Total		Area of the State				Education							
				SW CT Region		Rest of State		High school or less		Some college, technical school		College graduate		Post-graduate or professional degree	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
$q18	DO NOT USE MUCH ENERGY	2	4%	1	4%	1	4%	1	5%			1	6%		
	NO TIME	15	29%	10	38%	5	19%	7	37%	1	17%	5	28%	2	29%
	DO NOT SEE ANY SAVINGS	1	2%	1	4%			1	5%						
	NO INTEREST	5	10%	3	12%	2	8%	1	5%	1	17%	2	11%	1	14%
	DO NOT TRUST SPONSORS	2	4%	1	4%	1	4%	1	5%	1	17%				
	DO WHAT I CAN ALREADY	11	21%	6	23%	5	19%	3	16%	3	50%	3	17%	1	14%
	ALREADY KNOW ENOUGH, NO NEED	11	21%	4	15%	7	27%	3	16%			6	33%	2	29%
	OTHER	10	19%	5	19%	5	19%	4	21%	1	17%	2	11%	3	43%
	NONE	1	2%			1	4%					1	6%		
	DK-REF	3	6%	1	4%	2	8%					2	11%		
	Total	52	100%	26	100%	26	100%	19	100%	6	100%	18	100%	7	100%

Q19 - If you wanted to participate in an energy efficiency program, would you know where to go or who to call?

		Total		Area of the State				Education							
				SW CT Region		Rest of State		High school or less		Some college, technical school		College graduate		Post-graduate or professional degree	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
q19	YES	26	50%	13	50%	13	50%	7	37%	1	17%	11	61%	5	71%
	NO	25	48%	13	50%	12	46%	12	63%	5	83%	6	33%	2	29%
	DK-REF	1	2%			1	4%					1	6%		
	Total	52	100%	26	100%	26	100%	19	100%	6	100%	18	100%	7	100%

$Q20 - Where might you think to go or who might you call to get information or participate in an energy efficiency program?

		Total		Area of the State				Education							
				SW CT Region		Rest of State		High school or less		Some college, technical school		College graduate		Post-graduate or professional degree	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
$q20	GOVERNMENT AGENCY	63	16%	28	14%	35	17%	13	13%	9	11%	18	14%	21	25%
	CONNECTICUT LIGHT & POWER, CL&P	126	32%	56	29%	70	34%	30	29%	29	37%	38	30%	27	32%
	COMMUNITY BASED ORGANIZATIONS	14	4%	8	4%	6	3%	5	5%	2	3%	3	2%	3	4%
	STORES SUCH AS HOME DEPOT	4	1%	2	1%	2	1%	1	1%			1	1%	2	2%
	ENVIRONMENT AND CONSERVATION ORGANIZATIONS	10	3%	4	2%	6	3%	1	1%	1	1%	6	5%	2	2%
	UNITED ILLUMINATING, UI	21	5%	21	11%			6	6%	5	6%	6	5%	3	4%
	ONLINE, INTERNET	143	36%	70	36%	73	35%	20	19%	19	24%	58	46%	45	54%
	Friends, Family	11	3%	6	3%	5	2%	4	4%	1	1%	3	2%	3	4%
	Library	16	4%	9	5%	7	3%			4	5%	6	5%	6	7%
	Phone book, yellow pages	12	3%	7	4%	5	2%	3	3%	4	5%	2	2%	3	4%
	Utilities Co, Non-specific	31	8%	18	9%	13	6%	4	4%	8	10%	14	11%	5	6%
	TV, Radio, Newspaper	16	4%	8	4%	8	4%	2	2%	5	6%	6	5%	3	4%
	Info line, 211	6	2%	4	2%	2	1%	4	4%	1	1%			1	1%
	OTHER	19	5%	9	5%	10	5%	7	7%	3	4%	3	2%	6	7%
	NO ONE, NO PLACE	10	3%	6	3%	4	2%	3	3%	3	4%	3	2%	1	1%
	DK-REF	72	18%	35	18%	37	18%	29	28%	14	18%	14	11%	11	13%
	Total	400	100%	194	100%	206	100%	103	100%	79	100%	125	100%	84	100%

Q21 - Have you read, heard, or seen any advertising sponsored by the Connecticut Energy Efficiency Fund informing residents about energy conservation and efficiency programs?

		Total		Area of the State				Education							
				SW CT Region		Rest of State		High school or less		Some college, technical school		College graduate		Post-graduate or professional degree	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
q21	YES	132	33%	50	26%	82	40%	33	32%	29	37%	39	31%	26	31%
	NO	227	57%	122	63%	105	51%	61	59%	42	53%	73	58%	48	57%
	DK-REF	41	10%	22	11%	19	9%	9	9%	8	10%	13	10%	10	12%
	Total	400	100%	194	100%	206	100%	103	100%	79	100%	125	100%	84	100%

$OQ22 - What was the message or what do you recall the ads saying (advertising sponsored by the Connecticut Energy Efficiency Fund)?

		Total		Area of the State				Education							
				SW CT Region		Rest of State		High school or less		Some college, technical school		College graduate		Post-graduate or professional degree	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
$oq22	Info, Tips on conserving energy	37	28%	12	24%	25	30%	8	24%	11	38%	10	26%	7	27%
	Use of light bulbs	8	6%	3	6%	5	6%	3	9%	1	3%	3	8%	1	4%
	Waiting until evening, Avoid use at peak times	3	2%			3	4%			2	7%	1	3%		
	Rebates	2	2%	2	4%					1	3%	1	3%		
	Unplugging when not in use	2	2%	2	4%					1	3%	1	3%		
	Shutting off lights	5	4%	1	2%	4	5%			1	3%	2	5%	2	8%
	Energy Star	2	2%	1	2%	1	1%	1	3%					1	4%
	Cost savings	6	5%	2	4%	4	5%	2	6%	1	3%	3	8%		
	Water heater wraps	3	2%			3	4%	1	3%	2	7%				
	Other	21	16%	9	18%	12	15%	6	18%	1	3%	9	23%	4	15%
	NOTHING	12	9%	6	12%	6	7%	3	9%	1	3%	5	13%	3	12%
	DK-REF	40	30%	15	30%	25	30%	9	27%	10	34%	7	18%	11	42%
	Total	132	100%	50	100%	82	100%	33	100%	29	100%	39	100%	26	100%

$Q23 - Where do you prefer to get information about energy conservation or efficiency programs?

		Total		Area of the State				Education							
				SW CT Region		Rest of State		High school or less		Some college, technical school		College graduate		Post-graduate or professional degree	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
$q23	BILL INSERTS	59	15%	32	16%	27	13%	7	7%	9	11%	19	15%	23	27%
	BROCHURES	25	6%	10	5%	15	7%	9	9%	2	3%	8	6%	6	7%
	COMMUNITY ORGANIZATIONS	3	1%	2	1%	1	0%	1	1%			1	1%	1	1%
	CONNECTICUT LIGHT & POWER, CL&P	28	7%	9	5%	19	9%	15	15%	2	3%	7	6%	4	5%
	ENVIRONMENTAL & CONSERVATION ORGANIZATIONS	1	0%	1	1%									1	1%
	GOVERNMENT AGENCIES	13	3%	6	3%	7	3%	2	2%	3	4%	5	4%	3	4%
	NEWSPAPER ADS	77	19%	31	16%	46	22%	19	18%	18	23%	24	19%	15	18%
	NEWSPAPER STORIES	87	22%	37	19%	50	24%	15	15%	16	20%	31	25%	22	26%
	ONLINE, INTERNET	147	37%	74	38%	73	35%	21	20%	30	38%	56	45%	39	46%
	RADIO ADS	28	7%	14	7%	14	7%	2	2%	4	5%	13	10%	8	10%
	RADIO NEWS	31	8%	17	9%	14	7%	5	5%	3	4%	14	11%	9	11%
	TV ADS	57	14%	29	15%	28	14%	15	15%	7	9%	17	14%	16	19%
	TV NEWS	70	18%	34	18%	36	17%	23	22%	11	14%	18	14%	17	20%
	UNITED ILLUMINATING, UI	3	1%	3	2%			2	2%						
	Library	6	2%	3	2%	3	1%			2	3%	1	1%	3	4%
	Magazines	13	3%	7	4%	6	3%	2	2%	3	4%	6	5%	2	2%
	Mail	54	14%	25	13%	29	14%	12	12%	16	20%	16	13%	10	12%
	Word of mouth, Friends, Family	13	3%	7	4%	6	3%	6	6%	2	3%	4	3%	1	1%
	OTHER	15	4%	8	4%	7	3%	5	5%	1	1%	4	3%	4	5%
	NO PLACE, NO PREFERENCE	17	4%	12	6%	5	2%	7	7%	1	1%	6	5%	3	4%
	DK-REF	31	8%	13	7%	18	9%	14	14%	6	8%	8	6%	2	2%
	Total	400	100%	194	100%	206	100%	103	100%	79	100%	125	100%	84	100%

Q24 - Which of the following categories best reflects your age?

		Total		Area of the State				Education							
				SW CT Region		Rest of State		High school or less		Some college, technical school		College graduate		Post-graduate or professional degree	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
q24	18 to less than 24	4	1%	2	1%	2	1%	2	2%	2	3%				
	25 to less than 34	40	10%	24	12%	16	8%	4	4%	7	9%	18	14%	11	13%
	35 to less than 44	71	18%	34	18%	37	18%	17	17%	11	14%	25	20%	18	21%
	45 to less than 54	119	30%	62	32%	57	28%	27	26%	24	30%	43	34%	24	29%
	55 to less than 64	77	19%	29	15%	48	23%	23	22%	18	23%	20	16%	15	18%
	65 or older	80	20%	39	20%	41	20%	30	29%	17	22%	17	14%	15	18%
	DK-REF	9	2%	4	2%	5	2%					2	2%	1	1%
	Total	400	100%	194	100%	206	100%	103	100%	79	100%	125	100%	84	100%

Q25 - What is your highest grade of school completed?

		Total		Area of the State				Education							
				SW CT Region		Rest of State		High school or less		Some college, technical school		College graduate		Post-graduate or professional degree	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
q25	Eighth grade or less	2	1%	2	1%			2	2%						
	Some high school	13	3%	6	3%	7	3%	13	13%						
	High school graduate or GED	88	22%	35	18%	53	26%	88	85%						
	Some technical school	3	1%			3	1%			3	4%				
	Technical school graduate	3	1%	1	1%	2	1%			3	4%				
	Some college	73	18%	33	17%	40	19%			73	92%				
	College graduate	125	31%	60	31%	65	32%					125	100%		
	Post-graduate or professional degree	84	21%	53	27%	31	15%							84	100%
	DK-REF	9	2%	4	2%	5	2%								
	Total	400	100%	194	100%	206	100%	103	100%	79	100%	125	100%	84	100%

Q26 - Which of the following categories best describes your total family income before taxes in Calendar Year 2006?

		Total		Area of the State				Education							
				SW CT Region		Rest of State		High school or less		Some college, technical school		College graduate		Post-graduate or professional degree	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
q26	Under $9,999	14	4%	9	5%	5	2%	9	9%	3	4%	1	1%	1	1%
	$10,000 to less than $25,000	20	5%	5	3%	15	7%	11	11%	5	6%	3	2%	1	1%
	$25,000 to less than $40,000	26	7%	12	6%	14	7%	8	8%	9	11%	6	5%	3	4%
	$40,000 to less than $50,000	33	8%	15	8%	18	9%	15	15%	10	13%	5	4%	3	4%
	$50,000 to less than $60,000	28	7%	7	4%	21	10%	8	8%	11	14%	6	5%	3	4%
	$60,000 to less than 75,000	33	8%	15	8%	18	9%	10	10%	4	5%	14	11%	5	6%
	$75,000 or more	144	36%	78	40%	66	32%	16	16%	22	28%	61	49%	45	54%
	DK-REF	102	26%	53	27%	49	24%	26	25%	15	19%	29	23%	23	27%
	Total	400	100%	194	100%	206	100%	103	100%	79	100%	125	100%	84	100%

SEX - Gender

		Total		Area of the State				Education							
				SW CT Region		Rest of State		High school or less		Some college, technical school		College graduate		Post-graduate or professional degree	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
sex	Female	251	63%	117	60%	134	65%	70	68%	48	61%	75	60%	52	62%
	Male	149	37%	77	40%	72	35%	33	32%	31	39%	50	40%	32	38%
	Total	400	100%	194	100%	206	100%	103	100%	79	100%	125	100%	84	100%

Area of the State

		Total		Area of the State				Education							
				SW CT Region		Rest of State		High school or less		Some college, technical school		College graduate		Post-graduate or professional degree	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
AREA	SW CT Region	194	49%	194	100%			43	42%	34	43%	60	48%	53	63%
	Rest of State	206	52%			206	100%	60	58%	45	57%	65	52%	31	37%
	Total	400	100%	194	100%	206	100%	103	100%	79	100%	125	100%	84	100%

D. Cross Tabulations by Income

Q01 - Some people feel conservation of electricity and energy efficiency is important while others do not. How important would you say saving energy is to you?

		Total		Income											
				Less than $25,000		$25,000 to less than $40,000		$40,000 to less than $50,000		$50,000 to less than $60,000		$60,000 to less than 75,000		$75,000 or more	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
q01	Very Important	338	85%	32	94%	22	85%	31	94%	24	86%	27	82%	112	78%
	Somewhat Important	60	15%	2	6%	4	15%	2	6%	4	14%	6	18%	30	21%
	Somewhat Unimportant	1	0%											1	1%
	Very Unimportant	1	0%											1	1%
	Total	400	100%	34	100%	26	100%	33	100%	28	100%	33	100%	144	100%

Q02 - And, overall, would you say you are more aware, less aware, or as aware of electric energy conservation benefits and energy efficiency today as you were one year ago?

		Total		Income											
				Less than $25,000		$25,000 to less than $40,000		$40,000 to less than $50,000		$50,000 to less than $60,000		$60,000 to less than 75,000		$75,000 or more	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
q02	MORE AWARE	271	68%	24	71%	22	85%	18	55%	20	71%	18	55%	97	67%
	LESS AWARE	11	3%	4	12%			4	12%	1	4%			1	1%
	AS AWARE	115	29%	4	12%	4	15%	11	33%	7	25%	15	45%	46	32%
	DK-REF	3	1%	2	6%										
	Total	400	100%	34	100%	26	100%	33	100%	28	100%	33	100%	144	100%

$OQ03 - Thinking for a moment about energy efficiency, please tell me what you believe to be the major benefits?

		Total		Income											
				Less than $25,000		$25,000 to less than $40,000		$40,000 to less than $50,000		$50,000 to less than $60,000		$60,000 to less than 75,000		$75,000 or more	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
$oq03	Cost, savings, less expensive bills	271	68%	17	50%	17	65%	21	64%	21	75%	20	61%	106	74%
	Environmental benefits	148	37%	11	32%	5	19%	11	33%	10	36%	9	27%	64	44%
	Conservation	117	29%	8	24%	10	38%	11	33%	7	25%	18	55%	41	28%
	Global Warming	15	4%	1	3%	2	8%	1	3%					6	4%
	Other	10	3%			2	8%					2	6%	2	1%
	NONE	2	1%	1	3%			1	3%						
	DK-REF	18	5%	7	21%	1	4%					1	3%	1	1%
	Total	400	100%	34	100%	26	100%	33	100%	28	100%	33	100%	144	100%

Q04 - Please tell me how aware you are of any energy efficiency programs, services, rebates, or products offered to or available to Connecticut residents?

		Total		Income											
				Less than $25,000		$25,000 to less than $40,000		$40,000 to less than $50,000		$50,000 to less than $60,000		$60,000 to less than 75,000		$75,000 or more	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
q04	Very aware	62	16%	2	6%	8	31%	10	30%	7	25%	3	9%	14	10%
	Somewhat aware	209	52%	16	47%	11	42%	12	36%	11	39%	21	64%	85	59%
	Somewhat unaware	65	16%	3	9%	5	19%	3	9%	6	21%	7	21%	25	17%
	Not at all aware	60	15%	11	32%	2	8%	7	21%	4	14%	2	6%	19	13%
	DK-REF	4	1%	2	6%			1	3%					1	1%
	Total	400	100%	34	100%	26	100%	33	100%	28	100%	33	100%	144	100%

$OQ05 - Please tell me the names of any energy efficiency programs, services, rebates, or products that you are aware of?

		Total		Income											
				Less than $25,000		$25,000 to less than $40,000		$40,000 to less than $50,000		$50,000 to less than $60,000		$60,000 to less than 75,000		$75,000 or more	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
$oq05	CL & P Programs	31	11%	1	6%	3	16%	2	9%	2	11%	3	13%	7	7%
	Energy Star, Energy Efficient products, appliances	72	27%	3	17%	2	11%	4	18%	3	17%	7	29%	42	42%
	Energy efficient fluorescent light bulbs	77	28%	3	17%	2	11%	6	27%	3	17%	9	38%	31	31%
	Rebate programs	29	11%			1	5%			1	6%	3	13%	16	16%
	Solar energy, Solar panels	12	4%							1	6%	2	8%	7	7%
	Windmills, Wind power	4	1%	1	6%					1	6%				
	Tax Breaks, Incentives	26	10%					2	9%	1	6%	2	8%	15	15%
	Community Action Programs	5	2%	1	6%			4	18%						
	Energy Efficient, Hybrid cars	6	2%									1	4%	2	2%
	UI, United Illuminating Programs, Audits	10	4%					2	9%			1	4%	4	4%
	Low income energy assistance programs	8	3%	2	11%	1	5%			1	6%	1	4%		
	Other	29	11%	2	11%	3	16%	2	9%	3	17%	3	13%	9	9%
	NONE	15	6%	2	11%	3	16%	1	5%					2	2%
	DK-REF	36	13%	5	28%	4	21%	2	9%	7	39%	2	8%	9	9%
	Total	271	100%	18	100%	19	100%	22	100%	18	100%	24	100%	99	100%

Q05a - Based on all you know or have heard about energy efficiency programs, please rate the programs on the following characteristics: Saving Energy

		Total		Income											
				Less than $25,000		$25,000 to less than $40,000		$40,000 to less than $50,000		$50,000 to less than $60,000		$60,000 to less than 75,000		$75,000 or more	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
q05a	VERY GOOD	100	37%	5	28%	10	53%	15	68%	10	56%	6	25%	25	25%
	2	13	5%			2	11%			2	11%	1	4%	8	8%
	3	31	11%	5	28%	1	5%	1	5%			4	17%	16	16%
	4	11	4%			1	5%	1	5%			2	8%	2	2%
	5	43	16%	2	11%	2	11%	3	14%	2	11%	2	8%	26	26%
	6	15	6%			1	5%			3	17%	4	17%	4	4%
	7	10	4%	1	6%			1	5%			1	4%	4	4%
	8	13	5%	2	11%			1	5%			1	4%	3	3%
	VERY POOR	15	6%	3	17%					1	6%	1	4%	3	3%
	DK-REF	20	7%			2	11%					2	8%	8	8%
	Total	271	100%	18	100%	19	100%	22	100%	18	100%	24	100%	99	100%

Q05b - Based on all you know or have heard about energy efficiency programs, please rate the programs on the following characteristics: Protecting the environment.

		Total		Income											
				Less than $25,000		$25,000 to less than $40,000		$40,000 to less than $50,000		$50,000 to less than $60,000		$60,000 to less than 75,000		$75,000 or more	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
q05b	VERY GOOD	91	34%	7	39%	8	42%	12	55%	8	44%	6	25%	23	23%
	2	21	8%	1	6%	4	21%	1	5%			2	8%	11	11%
	3	27	10%	2	11%			1	5%	2	11%	2	8%	12	12%
	4	15	6%	1	6%	1	5%			1	6%	3	13%	6	6%
	5	39	14%			2	11%	4	18%	3	17%	2	8%	20	20%
	6	17	6%					1	5%	1	6%	3	13%	10	10%
	7	14	5%			1	5%	1	5%			2	8%	5	5%
	8	18	7%	2	11%	1	5%	1	5%	2	11%	2	8%	5	5%
	VERY POOR	16	6%	4	22%			1	5%	1	6%			4	4%
	DK-REF	13	5%	1	6%	2	11%					2	8%	3	3%
	Total	271	100%	18	100%	19	100%	22	100%	18	100%	24	100%	99	100%

Q05c - Based on all you know or have heard about energy efficiency programs, please rate the programs on the following characteristics: Saving money.

		Total		Income											
				Less than $25,000		$25,000 to less than $40,000		$40,000 to less than $50,000		$50,000 to less than $60,000		$60,000 to less than 75,000		$75,000 or more	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
q05c	VERY GOOD	97	36%	7	39%	9	47%	11	50%	8	44%	8	33%	29	29%
	2	24	9%	1	6%	4	21%	2	9%	1	6%	1	4%	10	10%
	3	25	9%	1	6%			3	14%	3	17%	1	4%	12	12%
	4	20	7%	2	11%	2	11%	2	9%			4	17%	7	7%
	5	38	14%	2	11%			1	5%	3	17%	3	13%	20	20%
	6	6	2%					1	5%					2	2%
	7	12	4%			1	5%					1	4%	9	9%
	8	15	6%	1	6%			1	5%	1	6%	3	13%	5	5%
	VERY POOR	24	9%	4	22%	1	5%	1	5%	2	11%	1	4%	3	3%
	DK-REF	10	4%			2	11%					2	8%	2	2%
	Total	271	100%	18	100%	19	100%	22	100%	18	100%	24	100%	99	100%

$Q06 - And, as you may know, throughout the state there are a number of energy sponsors of efficiency programs. Please tell me any sponsors that you might be aware of?

		Total		Income											
				Less than $25,000		$25,000 to less than $40,000		$40,000 to less than $50,000		$50,000 to less than $60,000		$60,000 to less than 75,000		$75,000 or more	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
$q06	GOVERNMENT	6	2%					1	5%	3	17%	2	8%		
	CONNECTICUT LIGHT & POWER, CL&P	58	21%			3	16%	6	27%	5	28%	6	25%	24	24%
	COMMUNITY BASED ORGANIZATIONS	10	4%	1	6%	1	5%	6	27%	1	6%			1	1%
	STORES SUCH AS HOME DEPOT, LOWES	3	1%					1	5%					2	2%
	ENVIRONMENT AND CONSERVATION ORGANIZATIONS	2	1%											2	2%
	UNITED ILLUMINATING, UI	16	6%			1	5%					6	25%	4	4%
	CONNECTICUT ENERGY EFFICIENCY FUND, CEEF	1	0%											1	1%
	GAS COMPANIES	5	2%											3	3%
	NE Utilities	6	2%							1	6%			4	4%
	Electric Companies, non-specific	6	2%	1	6%	1	5%	1	5%	1	6%	1	4%		
	OTHER	24	9%	1	6%	3	16%			1	6%	1	4%	9	9%
	NONE	98	36%	7	39%	5	26%	7	32%	5	28%	9	38%	31	31%
	DK-REF	69	25%	9	50%	6	32%	4	18%	4	22%	5	21%	32	32%
	Total	271	100%	18	100%	19	100%	22	100%	18	100%	24	100%	99	100%

Q07 - Have you participated in any electric energy efficiency programs?

		Total		Income											
				Less than $25,000		$25,000 to less than $40,000		$40,000 to less than $50,000		$50,000 to less than $60,000		$60,000 to less than 75,000		$75,000 or more	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
q07	YES	87	32%	2	11%	6	32%	9	41%	7	39%	7	29%	30	30%
	NO	177	65%	16	89%	13	68%	12	55%	11	61%	15	63%	67	68%
	DK-REF	7	3%					1	5%			2	8%	2	2%
	Total	271	100%	18	100%	19	100%	22	100%	18	100%	24	100%	99	100%

$OQ08 - Which electric energy efficiency programs have you participated in?

		Total		Income											
				Less than $25,000		$25,000 to less than $40,000		$40,000 to less than $50,000		$50,000 to less than $60,000		$60,000 to less than 75,000		$75,000 or more	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
$oq08	Light bulb programs	13	15%	1	50%					1	14%			5	17%
	Rebate, Incentive programs	11	13%	1	50%			1	11%	1	14%	1	14%	4	13%
	Energy Star, Energy Efficient programs	12	14%									1	14%	8	27%
	Community Action programs	3	3%					3	33%						
	CL & P programs	13	15%	1	50%	1	17%	4	44%					4	13%
	UI programs	5	6%			1	17%					2	29%	1	3%
	Conserving in general	9	10%					1	11%	3	43%			1	3%
	Other	23	26%			4	67%	1	11%	1	14%	1	14%	10	33%
	NONE	2	2%									1	14%	1	3%
	DK-REF	4	5%							1	14%	1	14%		
	Total	87	100%	2	100%	6	100%	9	100%	7	100%	7	100%	30	100%

$Q09 - Are you familiar with any of the following statewide conservation and efficiency resources?

		Total		Income											
				Less than $25,000		$25,000 to less than $40,000		$40,000 to less than $50,000		$50,000 to less than $60,000		$60,000 to less than 75,000		$75,000 or more	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
$q09	Connecticut Energy Efficiency Fund conservation campaign	46	17%	2	11%	2	11%	3	14%	3	17%	5	21%	16	16%
	One Thing CT	17	6%	1	6%	2	11%			2	11%	4	17%	3	3%
	CT Energy Info	44	16%	3	17%	2	11%	1	5%	4	22%	6	25%	17	17%
	Any others	16	6%					2	9%	1	6%	2	8%	8	8%
	NONE	175	65%	11	61%	14	74%	18	82%	10	56%	12	50%	62	63%
	DK-REF	16	6%	5	28%	2	11%					1	4%	5	5%
	Total	271	100%	18	100%	19	100%	22	100%	18	100%	24	100%	99	100%

Q10 - Are you familiar with the ENERGY STAR Label?

		Total		Income											
				Less than $25,000		$25,000 to less than $40,000		$40,000 to less than $50,000		$50,000 to less than $60,000		$60,000 to less than 75,000		$75,000 or more	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
q10	YES	304	76%	17	50%	16	62%	20	61%	23	82%	30	91%	125	87%
	NO	94	24%	17	50%	10	38%	13	39%	5	18%	3	9%	18	13%
	DK-REF	2	1%											1	1%
	Total	400	100%	34	100%	26	100%	33	100%	28	100%	33	100%	144	100%

$OQ11 - What does the Energy Star Label mean to you when you see it?

		Total		Income											
				Less than $25,000		$25,000 to less than $40,000		$40,000 to less than $50,000		$50,000 to less than $60,000		$60,000 to less than 75,000		$75,000 or more	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
$oq11	Energy efficient product, appliance	152	50%	6	35%	6	38%	8	40%	11	48%	15	50%	74	59%
	Cost savings	76	25%	3	18%	6	38%	5	25%	5	22%	9	30%	26	21%
	Saves, conserves, uses less energy, electricity	138	45%	6	35%	7	44%	10	50%	11	48%	16	53%	55	44%
	Tax savings	4	1%							1	4%			2	2%
	Rebates	10	3%			1	6%	1	5%			1	3%	6	5%
	Other	10	3%	3	18%			1	5%			1	3%	3	2%
	NOTHING	3	1%	1	6%					1	4%			1	1%
	DK-REF	6	2%	1	6%	1	6%	1	5%					1	1%
	Total	304	100%	17	100%	16	100%	20	100%	23	100%	30	100%	125	100%

Q12 - Within the last two years, have you purchased any household appliances that had the Energy Star Label on the appliance?

		Total		Income											
				Less than $25,000		$25,000 to less than $40,000		$40,000 to less than $50,000		$50,000 to less than $60,000		$60,000 to less than 75,000		$75,000 or more	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
q12	YES	203	51%	7	21%	14	54%	13	39%	15	54%	22	67%	82	57%
	NO	167	42%	22	65%	10	38%	16	48%	10	36%	11	33%	55	38%
	DK-REF	30	8%	5	15%	2	8%	4	12%	3	11%			7	5%
	Total	400	100%	34	100%	26	100%	33	100%	28	100%	33	100%	144	100%

Q13 - How many compact fluorescent light bulbs do you have installed in your home?

		Total		Income											
				Less than $25,000		$25,000 to less than $40,000		$40,000 to less than $50,000		$50,000 to less than $60,000		$60,000 to less than 75,000		$75,000 or more	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
nq13	None	70	18%	8	24%	4	15%	2	6%	4	14%	4	12%	24	17%
	1 to 5	135	34%	17	50%	11	42%	13	39%	7	25%	16	48%	44	31%
	6 to 10	74	19%	2	6%	4	15%	7	21%	6	21%	6	18%	29	20%
	11 to 15	50	13%	2	6%	2	8%	6	18%	5	18%	3	9%	16	11%
	16 to 20	35	9%	1	3%	2	8%	2	6%	3	11%	3	9%	18	13%
	21 to 25	14	4%	2	6%	1	4%	1	3%	1	4%			7	5%
	26 to 30	7	2%					1	3%	1	4%			2	1%
	More than 30	10	3%			1	4%	1	3%	1	4%	1	3%	4	3%
	DK-REF	5	1%	2	6%	1	4%								
	Total	400	100%	34	100%	26	100%	33	100%	28	100%	33	100%	144	100%

Q14 - Now, please think for a moment about your activities over the years related to energy efficiency. How strongly do you believe there are thing you and others in your -household can do, or steps you can take to use energy more efficiently?

		Total		Income											
				Less than $25,000		$25,000 to less than $40,000		$40,000 to less than $50,000		$50,000 to less than $60,000		$60,000 to less than 75,000		$75,000 or more	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
q14	Very strongly	198	50%	9	26%	14	54%	12	36%	11	39%	13	39%	85	59%
	Somewhat strongly	162	41%	16	47%	9	35%	16	48%	15	54%	16	48%	51	35%
	Not very strongly	26	7%	4	12%	3	12%	5	15%	2	7%	2	6%	6	4%
	Not at all strongly	9	2%	3	9%							2	6%	2	1%
	DK-REF	5	1%	2	6%										
	Total	400	100%	34	100%	26	100%	33	100%	28	100%	33	100%	144	100%

Q15 - Would you say your concern over energy issues throughout Connecticut has increased, decreased, or remained the same over the past year?

		Total		Income											
				Less than $25,000		$25,000 to less than $40,000		$40,000 to less than $50,000		$50,000 to less than $60,000		$60,000 to less than 75,000		$75,000 or more	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
q15	INCREASE	285	71%	19	56%	18	69%	24	73%	20	71%	24	73%	106	74%
	DECREASED	2	1%	2	6%										
	REMAINED THE SAME	107	27%	13	38%	8	31%	9	27%	7	25%	9	27%	37	26%
	DK-REF	6	2%							1	4%			1	1%
	Total	400	100%	34	100%	26	100%	33	100%	28	100%	33	100%	144	100%

Q15a - Are you a member of any conservation or environmental group or organization?

		Total		Income											
				Less than $25,000		$25,000 to less than $40,000		$40,000 to less than $50,000		$50,000 to less than $60,000		$60,000 to less than 75,000		$75,000 or more	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
q15a	YES	39	10%	1	3%	4	15%	2	6%	2	7%	2	6%	16	11%
	NO	357	89%	33	97%	22	85%	30	91%	25	89%	31	94%	128	89%
	DK-REF	4	1%					1	3%	1	4%				
	Total	400	100%	34	100%	26	100%	33	100%	28	100%	33	100%	144	100%

Q15b - Are you a contributor to any conservation or environmental group or organization?

		Total		Income											
				Less than $25,000		$25,000 to less than $40,000		$40,000 to less than $50,000		$50,000 to less than $60,000		$60,000 to less than 75,000		$75,000 or more	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
q15b	YES	79	20%	2	6%	4	15%	6	18%	7	25%	9	27%	31	22%
	NO	315	79%	32	94%	22	85%	27	82%	19	68%	24	73%	112	78%
	DK-REF	6	2%							2	7%			1	1%
	Total	400	100%	34	100%	26	100%	33	100%	28	100%	33	100%	144	100%

Q15c - Are you a volunteer for a conservation or environmental group or organization?

		Total		Income											
				Less than $25,000		$25,000 to less than $40,000		$40,000 to less than $50,000		$50,000 to less than $60,000		$60,000 to less than 75,000		$75,000 or more	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
q15c	YES	21	5%	1	3%			1	3%	2	7%	1	3%	7	5%
	NO	378	95%	33	97%	26	100%	32	97%	26	93%	32	97%	137	95%
	DK-REF	1	0%												
	Total	400	100%	34	100%	26	100%	33	100%	28	100%	33	100%	144	100%

Q16 - Overall, would you say there are more, less, or about the same number of energy efficiency programs available to residents today than there were one year ago?

		Total		Income											
				Less than $25,000		$25,000 to less than $40,000		$40,000 to less than $50,000		$50,000 to less than $60,000		$60,000 to less than 75,000		$75,000 or more	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
q16	MORE	160	40%	10	29%	10	38%	12	36%	14	50%	11	33%	64	44%
	LESS	8	2%	2	6%			3	9%					2	1%
	THE SAME	100	25%	9	26%	6	23%	11	33%	5	18%	12	36%	34	24%
	DK-REF	132	33%	13	38%	10	38%	7	21%	9	32%	10	30%	44	31%
	Total	400	100%	34	100%	26	100%	33	100%	28	100%	33	100%	144	100%

Q17 - How interested would you say you are in learning more about energy efficiency programs?

		Total		Income											
				Less than $25,000		$25,000 to less than $40,000		$40,000 to less than $50,000		$50,000 to less than $60,000		$60,000 to less than 75,000		$75,000 or more	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
q17	Very interested	159	40%	12	35%	9	35%	14	42%	12	43%	11	33%	61	42%
	Somewhat interested	186	47%	14	41%	13	50%	14	42%	13	46%	20	61%	69	48%
	Somewhat uninterested	21	5%	3	9%			3	9%	1	4%	2	6%	7	5%
	Not at all interested	31	8%	5	15%	4	15%	2	6%	2	7%			7	5%
	DK-REF	3	1%												
	Total	400	100%	34	100%	26	100%	33	100%	28	100%	33	100%	144	100%

$Q18 - Please tell me why not (Why you are not interested in learning more about energy efficiency programs).

		Total		Income											
				Less than $25,000		$25,000 to less than $40,000		$40,000 to less than $50,000		$50,000 to less than $60,000		$60,000 to less than 75,000		$75,000 or more	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
$q18	DO NOT USE MUCH ENERGY	2	4%												
	NO TIME	15	29%	2	25%			1	20%	2	67%	1	50%	5	36%
	DO NOT SEE ANY SAVINGS	1	2%	1	13%										
	NO INTEREST	5	10%			1	25%							2	14%
	DO NOT TRUST SPONSORS	2	4%	1	13%	1	25%								
	DO WHAT I CAN ALREADY	11	21%	2	25%	1	25%	2	40%	1	33%			2	14%
	ALREADY KNOW ENOUGH, NO NEED	11	21%	2	25%									3	21%
	OTHER	10	19%	1	13%	2	50%	2	40%			1	50%	3	21%
	NONE	1	2%												
	DK-REF	3	6%											1	7%
	Total	52	100%	8	100%	4	100%	5	100%	3	100%	2	100%	14	100%

Q19 - If you wanted to participate in an energy efficiency program, would you know where to go or who to call?

		Total		Income											
				Less than $25,000		$25,000 to less than $40,000		$40,000 to less than $50,000		$50,000 to less than $60,000		$60,000 to less than 75,000		$75,000 or more	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
q19	YES	26	50%	3	38%	1	25%	2	40%	1	33%	1	50%	8	57%
	NO	25	48%	5	63%	3	75%	3	60%	2	67%	1	50%	5	36%
	DK-REF	1	2%											1	7%
	Total	52	100%	8	100%	4	100%	5	100%	3	100%	2	100%	14	100%

$Q20 - Where might you think to go or who might you call to get information or participate in an energy efficiency program?

		Total		Income											
				Less than $25,000		$25,000 to less than $40,000		$40,000 to less than $50,000		$50,000 to less than $60,000		$60,000 to less than 75,000		$75,000 or more	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
$q20	GOVERNMENT AGENCY	63	16%	3	9%	2	8%	8	24%	6	21%	5	15%	23	16%
	CONNECTICUT LIGHT & POWER, CL&P	126	32%	9	26%	10	38%	13	39%	9	32%	9	27%	46	32%
	COMMUNITY BASED ORGANIZATIONS	14	4%			2	8%	6	18%					3	2%
	STORES SUCH AS HOME DEPOT	4	1%					1	3%	1	4%	1	3%	1	1%
	ENVIRONMENT AND CONSERVATION ORGANIZATIONS	10	3%	1	3%			1	3%			1	3%	7	5%
	UNITED ILLUMINATING, UI	21	5%	1	3%	4	15%	2	6%			3	9%	5	3%
	ONLINE, INTERNET	143	36%	5	15%	4	15%	5	15%	7	25%	15	45%	74	51%
	Friends, Family	11	3%			2	8%	1	3%	2	7%			5	3%
	Library	16	4%	2	6%	1	4%			2	7%	1	3%	6	4%
	Phone book, yellow pages	12	3%	2	6%	1	4%			1	4%	1	3%	4	3%
	Utilities Co, Non-specific	31	8%	2	6%			5	15%	1	4%	3	9%	13	9%
	TV, Radio, Newspaper	16	4%	1	3%			1	3%	2	7%	1	3%	7	5%
	Info line, 211	6	2%	2	6%			3	9%						
	OTHER	19	5%	4	12%	4	15%	2	6%					4	3%
	NO ONE, NO PLACE	10	3%	1	3%	3	12%	1	3%					3	2%
	DK-REF	72	18%	11	32%	2	8%	4	12%	6	21%	7	21%	18	13%
	Total	400	100%	34	100%	26	100%	33	100%	28	100%	33	100%	144	100%

Q21 - Have you read, heard, or seen any advertising sponsored by the Connecticut Energy Efficiency Fund informing residents about energy conservation and efficiency programs?

		Total		Income											
				Less than $25,000		$25,000 to less than $40,000		$40,000 to less than $50,000		$50,000 to less than $60,000		$60,000 to less than 75,000		$75,000 or more	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
q21	YES	132	33%	7	21%	7	27%	14	42%	16	57%	12	36%	39	27%
	NO	227	57%	25	74%	17	65%	17	52%	10	36%	19	58%	90	63%
	DK-REF	41	10%	2	6%	2	8%	2	6%	2	7%	2	6%	15	10%
	Total	400	100%	34	100%	26	100%	33	100%	28	100%	33	100%	144	100%

$OQ22 - What was the message or what do you recall the ads saying (advertising sponsored by the Connecticut Energy Efficiency Fund)?

		Total		Income											
				Less than $25,000		$25,000 to less than $40,000		$40,000 to less than $50,000		$50,000 to less than $60,000		$60,000 to less than 75,000		$75,000 or more	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
$oq22	Info, Tips on conserving energy	37	28%			1	14%	5	36%	3	19%	3	25%	16	41%
	Use of light bulbs	8	6%					2	14%	1	6%	1	8%	3	8%
	Waiting until evening, Avoid use at peak times	3	2%			1	14%					1	8%	1	3%
	Rebates	2	2%											2	5%
	Unplugging when not in use	2	2%					1	7%					1	3%
	Shutting off lights	5	4%	1	14%			2	14%					2	5%
	Energy Star	2	2%			1	14%							1	3%
	Cost savings	6	5%			1	14%	2	14%	1	6%	1	8%		
	Water heater wraps	3	2%	1	14%					1	6%				
	Other	21	16%	1	14%			1	7%	1	6%	1	8%	6	15%
	NOTHING	12	9%	2	29%					1	6%	2	17%	6	15%
	DK-REF	40	30%	3	43%	3	43%	2	14%	8	50%	3	25%	8	21%
	Total	132	100%	7	100%	7	100%	14	100%	16	100%	12	100%	39	100%

$Q23 - Where do you prefer to get information about energy conservation or efficiency programs?

		Total		Income											
				Less than $25,000		$25,000 to less than $40,000		$40,000 to less than $50,000		$50,000 to less than $60,000		$60,000 to less than 75,000		$75,000 or more	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
$q23	BILL INSERTS	59	15%	3	9%	5	19%	2	6%	7	25%	6	18%	21	15%
	BROCHURES	25	6%	3	9%	1	4%	3	9%	3	11%	4	12%	10	7%
	COMMUNITY ORGANIZATIONS	3	1%					1	3%					1	1%
	CONNECTICUT LIGHT & POWER, CL&P	28	7%	2	6%	3	12%	5	15%	2	7%	1	3%	8	6%
	ENVIRONMENTAL & CONSERVATION ORGANIZATIONS	1	0%											1	1%
	GOVERNMENT AGENCIES	13	3%	1	3%			3	9%			2	6%	3	2%
	NEWSPAPER ADS	77	19%	1	3%	3	12%	7	21%	6	21%	7	21%	30	21%
	NEWSPAPER STORIES	87	22%	3	9%	8	31%	7	21%	4	14%	6	18%	31	22%
	ONLINE, INTERNET	147	37%	5	15%	5	19%	7	21%	10	36%	11	33%	75	52%
	RADIO ADS	28	7%	1	3%	1	4%	4	12%			4	12%	10	7%
	RADIO NEWS	31	8%	4	12%	3	12%	2	6%	1	4%	3	9%	11	8%
	TV ADS	57	14%	4	12%	4	15%	5	15%	2	7%	6	18%	19	13%
	TV NEWS	70	18%	5	15%	5	19%	5	15%	3	11%	8	24%	25	17%
	UNITED ILLUMINATING, UI	3	1%	1	3%	1	4%								
	Library	6	2%					1	3%			1	3%	3	2%
	Magazines	13	3%	1	3%	2	8%					2	6%	5	3%
	Mail	54	14%	4	12%	2	8%	4	12%	6	21%	3	9%	27	19%
	Word of mouth, Friends, Family	13	3%			1	4%	2	6%			1	3%	4	3%
	OTHER	15	4%	1	3%	2	8%	1	3%	2	7%	3	9%	2	1%
	NO PLACE, NO PREFERENCE	17	4%	2	6%			3	9%					7	5%
	DK-REF	31	8%	8	24%	3	12%	2	6%	2	7%	1	3%	7	5%
	Total	400	100%	34	100%	26	100%	33	100%	28	100%	33	100%	144	100%

Q24 - Which of the following categories best reflects your age?

		Total		Income											
				Less than $25,000		$25,000 to less than $40,000		$40,000 to less than $50,000		$50,000 to less than $60,000		$60,000 to less than 75,000		$75,000 or more	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
q24	18 to less than 24	4	1%	3	9%	1	4%								
	25 to less than 34	40	10%	4	12%	5	19%	2	6%	4	14%	4	12%	21	15%
	35 to less than 44	71	18%	5	15%	3	12%	5	15%	2	7%	8	24%	33	23%
	45 to less than 54	119	30%	8	24%	2	8%	9	27%	10	36%	13	39%	50	35%
	55 to less than 64	77	19%	6	18%	4	15%	6	18%	9	32%	5	15%	25	17%
	65 or older	80	20%	7	21%	11	42%	11	33%	3	11%	3	9%	15	10%
	DK-REF	9	2%	1	3%										
	Total	400	100%	34	100%	26	100%	33	100%	28	100%	33	100%	144	100%

Q25 - What is your highest grade of school completed?

		Total		Income											
				Less than $25,000		$25,000 to less than $40,000		$40,000 to less than $50,000		$50,000 to less than $60,000		$60,000 to less than 75,000		$75,000 or more	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
q25	Eighth grade or less	2	1%	1	3%										
	Some high school	13	3%	6	18%			2	6%					1	1%
	High school graduate or GED	88	22%	13	38%	8	31%	13	39%	8	29%	10	30%	15	10%
	Some technical school	3	1%			1	4%							2	1%
	Technical school graduate	3	1%							2	7%	1	3%		
	Some college	73	18%	8	24%	8	31%	10	30%	9	32%	3	9%	20	14%
	College graduate	125	31%	4	12%	6	23%	5	15%	6	21%	14	42%	61	42%
	Post-graduate or professional degree	84	21%	2	6%	3	12%	3	9%	3	11%	5	15%	45	31%
	DK-REF	9	2%												
	Total	400	100%	34	100%	26	100%	33	100%	28	100%	33	100%	144	100%

Q26 - Which of the following categories best describes your total family income before taxes in Calendar Year 2006?

		Total		Income											
				Less than $25,000		$25,000 to less than $40,000		$40,000 to less than $50,000		$50,000 to less than $60,000		$60,000 to less than 75,000		$75,000 or more	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
q26	Under $9,999	14	4%	14	41%										
	$10,000 to less than $25,000	20	5%	20	59%										
	$25,000 to less than $40,000	26	7%			26	100%								
	$40,000 to less than $50,000	33	8%					33	100%						
	$50,000 to less than $60,000	28	7%							28	100%				
	$60,000 to less than 75,000	33	8%									33	100%		
	$75,000 or more	144	36%											144	100%
	DK-REF	102	26%												
	Total	400	100%	34	100%	26	100%	33	100%	28	100%	33	100%	144	100%

SEX - Gender

		Total		Income											
				Less than $25,000		$25,000 to less than $40,000		$40,000 to less than $50,000		$50,000 to less than $60,000		$60,000 to less than 75,000		$75,000 or more	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
sex	Female	251	63%	22	65%	20	77%	18	55%	16	57%	24	73%	83	58%
	Male	149	37%	12	35%	6	23%	15	45%	12	43%	9	27%	61	42%
	Total	400	100%	34	100%	26	100%	33	100%	28	100%	33	100%	144	100%

Area of the State

		Total		Income											
				Less than $25,000		$25,000 to less than $40,000		$40,000 to less than $50,000		$50,000 to less than $60,000		$60,000 to less than 75,000		$75,000 or more	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
AREA	SW CT Region	194	49%	14	41%	12	46%	15	45%	7	25%	15	45%	78	54%
	Rest of State	206	52%	20	59%	14	54%	18	55%	21	75%	18	55%	66	46%
	Total	400	100%	34	100%	26	100%	33	100%	28	100%	33	100%	144	100%

E. Verbatim Comments

Q03
Thinking for a moment about energy efficiency, please tell me what you believe to be the major benefits?

ID	Comment
1	saving money, conserving for others to use
2	own electricity
3	not sure
4	lower costs, less impact to environment
5	costs
6	save us from global warming, to save me money
7	Insulated the home [for] the highest resale value possible; new windows, insulated attic, last to turn on heat. Same with rental properties, own energy efficient appliances.
8	cut down on green house gases saving money
9	I'd like it to go down. We have electric heat.
10	Money my electric bill will be less I believe that if we all conserve energy there is more to go around.
11	cost savings
12	if I use less others can use more of energy, it'll last longer
13	lower cost better use of resources...maybe alternatives
14	1 conservation of resources 2 saving the lessening toxic waste
15	saving the global resources preventing global warming
16	Well, it's good for everybody; good for the planet and good for the light bill too. I think everybody should drive small cars.
17	lower cost, less pollution
18	benefits to the environment, cost savings
19	Just putting an addition on the house and trying to use all the efficient energy now, like lights bulbs, heat, you name it.
21	cost that's the main thing that comes to mind; laundry after 7
22	lower bill
23	cost of living
24	not having to go to war with every country in the world, if we can use our resources and use them wisely

25	well I think they are great if we follow and try to save and keep it down at a good cost to all the people
26	save money
27	Receiving electricity. Power prices don't go up.
28	On the overall big picture I don't know; I think it will help the environment overall long term for my grandchildren and great grandchildren. I don't know, I am thinking of the long term effect - on the short term obviously the cost savings, thinking of it not so hung up on dollar savings more concerned about if we don't start saving energy what is going to happen? All the impact it would have if we don't start doing something.
29	energy can be used for other purposes if saved, we can use natural resources
30	Total environment... saves energy for our grandchildren and generations to come.
31	save money
32	Updating - rates going down.
33	Well, saving money, protecting the environment.
34	the ecology is very important; the more energy we spend the more resources we use and that is a problem
35	Global warming... if we use less electricity we...when we save energy we conserve....my mind is going blank. Saving energy is good.
36	environmental, cost
37	environmental
38	The environment... the less dependent we are on oil or fossil fuels the better we are (the planet) and savings and national security if we depend less on oil.
39	not using so much fuel, saving world resources
41	we become less reliant on using fossil fuels and petroleum based products and to reduce the demands on the local grid as far as electricity
42	saving money
44	Saving the environment, saving your wallet, saving energy.
45	saving money, cleaner environment, we need wind mills to produce energy
46	cost
47	so we have energy for a long time keep cost down
48	lower energy cost high in your state
49	saving energy, cost
50	cost savings, decreased use of resources
51	Lowered cost, greater availability... that's it I guess... saving the planet for my children.

52	lower my bill, less emissions, save on energy, we don't consume as much
53	saving money, doing good by the environment
54	Save money. environment
55	Spend less money and less dependence on foreign resources.
56	less use of non-renewable resources
57	less costs
58	lower cost
59	saving money
60	Wouldn't be wasting as much energy, benefit for the world. A benefit personally if the energy is more efficient in cost.
61	cost savings, conservation
62	oil, gasoline, cutting down the cost of energy
63	cheaper electricity,
65	well, I think one can save a lot of money, where prices have gone and ecological effects
66	lower bills: I'm just saying the benefits of conserving is lower bill and the environment, I'm concerned about that, too
67	I think you can do more with wind power
68	we are going to help the planet and global warming
69	by turning off the lights when your not using it will be less on your bill
70	So there will be enough energy to take care of what we need to. We just have to conserve: everyone has to conserve.
71	oh a cleaner world and lower costs
72	Mainly lower bills if you are more careful and you are using less electricity. Less pollution if you use less power.
73	Basically, you save money and you can reuse the product for city and their products.
74	Environment, less things at the dump cleaner water cleaner air. and cost saving.
75	lower electric bill
76	lower costs
77	less use of natural resources, less importation of energy from other countries to reduce balance payments, a lot of energy comes from coal, which is cheap but pollutes the environment
78	Well it saves - most plants use oil, for one thing, to power their generators, and somehow it all wraps around oil and the less we use the less we have to pay. I know a lot of people waste it with lights on all night. I put in replacement windows and plenty of insulation.

80	Major benefits of energy efficiency for the purpose of global warming and saving money for my grandchildren's future. I think it would be in our best interest if we didn't depend on foreign supplies for energy
81	Reduce costs. Reduce dependence on international sources of energy. Greener environment.
82	Reducing - I work in the field so I know it, the cheapest way to reduce the peak in the state this is where it going because the oil and gas will be gone and energy efficiency is the quickest way.
83	if you are more efficient you pay less; it is better for the environment
85	saving natural resources in general
86	cut down on our use of electricity and we are not dependent on foreign oil
87	having on what I need on... besides my freezer and refrigerator they cut everything off... you have to be wise in how you use it... we hang our clothes out because it uses too much energy to dry... we use more energy in the winter
88	You won't get a 659 a month electric bill if you are more efficient with your energy. It will keep you warmer. It will make you all around more comfortable; financial, mentally and physically.
90	saving money
91	I guess environmental saving, cost saving.
92	to use less energy so we aren't putting an extra burden on the system, use less gas, oil, less pollution - a chain of events can occur
93	paying less money
94	energy would be around longer, I don't see price going down, more energy conscious children and grandchildren
95	saves on our bills good for the environment
97	just the most important thing is the environment
98	lower cost, less pollution
99	Saving the earth, you know? Not having, preventing global warming, decrease dependency on foreign oil, saving me money, making air and water cleaner and… yeah.
100	saving money
102	cost
103	electric bill goes down, save natural resources, reduces greenhouse gases less military Middle East policy
104	I guess updated products which are more efficient than the older models
105	dealing with global warming
106	saving money
108	Lowers your bills I guess - could be better for the environment, as well.

109	less impact on the environment
110	Cost savings
111	help the environment, save money
114	for the years to come, our kids, your kids, their kids: money
115	good for environment, cost effective for household
117	I am retired and I don't make enough. It is very important that people help others who can't afford it. It's important to find someone to help you.
118	the most important a house sealed for heating or cooling purposes, being an educated consumer and purchasing a efficient water heater, changing all light bulbs to halogen 4 run the washer and dryer after 7pm
119	The new appliances that they have out, newer light bulbs that are more efficient but the mercury is not good for kids.
120	lower bill, warmer home
121	savings, reduced usage of energy
122	Global Warming. What you can do to save energy to protect the environment. Using green energy as well.
123	using less and paying less
124	savings,
125	environment
126	Of course to keep the cost of energy down and to save the planet. And I like the idea of rebates - if you buy energy efficient things, and I like the idea of the new efficient cars.
127	Its cost saving, natural resources saving.
128	cost reduction generic good things for everyone keeping price down
129	best bang for your buck
130	cheaper bills, as long as the lights are on
131	Reduce dependency on electricity.
132	the environment, savings
133	personally, bills and concern of increasing of not so efficient
134	greater good, personal savings
135	saving energy is important for this planet to survive
136	saving money
137	better for the atmosphere, better pricing
139	the environment, saving money, less terrorism
140	saving money, saving the earth
141	save money, use less resources

142	cost saving, better for the environment
143	don’t have to generate more energy environment price
144	lower electric bill, not burning so many fossil fuels so better for atmosphere
145	save money reduce dependence on oil
146	The major benefits: saving money, I guess: saving some costs as well. We don’t have to depend so much on oil, other natural gas and foreign resources etc. if we have enough energy with us in America it will cost less.
147	reduced cost
148	Saving money and saving the earth.
149	saving fuels
150	saving the planet saving my wallet
151	Savings and also for the earth.1st save money and do what’s right. We’re going to have problems going forward.
152	save money
153	Well obviously the environment and what people can afford. I try to hang my clothes outside if possible, I try to conserve because I know resources are limited, and if each person can save a little bit it will make a huge difference. My aunt brought to my attention if we add a dollar to the electric bill for people who can’t afford it. My uncle is older and struggling to make ends meet, older people on fixed income.
154	It helps the country.
155	beneficial to the environment
156	I would hope it would hold costs down
157	Light bulb efficiency
158	The major benefits would be conservation for the future cost savings and making sure there's enough for everyone
159	Savings in money. The price of energy is going up in CT particularly. I think the more you save energy the more you can save. Because the cost is so high it is critical to be as conserve as much as possible.
160	price first off, environment, goods for kids
161	saves money, saves resources
162	To me it’s what happens to the grids if we overuse... the amount of energy we use now vs. 20yrs. ago they didn't foresee that.
164	saving money
166	financial costs
167	Lower cost in bills, conservation, tighter home.
168	lower electric bill

169	helps the environment and saving money
170	save money
171	cheap rates
172	Cost: also, resources. I think it is very important to conserve if you can. I think the cost is outrageous for the state we live in.
173	saving money
174	well cost benefits environment
175	You're supposed to be conserving resources, it will be less expensive.
176	Lower cost. probably for my grandchildren to save the earth, for the environment
177	Well, it's a big cost saver. What you use for power it is going to save in the long run. Especially with rising energy costs with CL&P. It is horrible; our bill is $40 higher. I am into everything, making sure the loads are full, any way I can save.
178	bills cheaper
179	cost savings and more power for everything else
180	the house stays warmer and saves 200 a month
181	lower costs
182	Cost savings: additionally, the environmental impact is a concern for me.
183	We switched over all the lights to energy efficient lights. We burn wood, we weather seal and everything like that, we adjust our thermostat
184	Cost savings: additionally the environmental impact is a concern for me.
185	cheaper electricity
186	More dollars in my pocket
187	Benefit would be the fact that we would have energy over a longer period of time and reduce the cost. It is good for the environment.
188	More money in my pocket. its better for the environment
189	using less energy we need more in the world and saving money
190	Saving energy. Less cost. Saving planets resources.
191	energy getting scarce we have to be careful how we design and use
192	good for the environment and costs less
193	Light, gas and everything I use very expensive. so if everyone does their part that's what is important to me
194	Just saving energy, saving money.
195	use the fluorescent bulbs no lights when not home
196	I'm aware we need to do that, especially with appliances, and anywhere we can. It seems, with oil heat, there aren't as many chances to be keenly aware of it.
197	price how much we spend and conservation

199	Conservation, and actually, it's very expensive. We want to save energy and save the world. Drop by drop becomes a lake.
200	less cost
201	It’s the cost of it all! By conserving what you can you just work to pay less. I can help with my bill, helping people that can't afford it.
202	I don’t even know.
203	global warming and cost
204	There are energy sources that are replenishable and there are sources that are not. I think I’d like to know more about alternatives, like wind and solar. I'd like to leave a world to the next generation, the whole planet and life on the planet. Some would say it is a financial benefit and if I were more aware of choices, I think I could make more informed decisions.
205	Saving money, environment
206	save money
207	I just think it is very necessary to save energy, for the economy, for the U.S., it’s getting so costly. Besides, there needs to be a less expensive, better way to save energy. People can’t afford to heat their homes or drive their cars – it affects the whole economy.
208	cut down oil bill
209	saving energy
210	lowering the rates
211	We have to go with the way France makes power, with nuclear power with no nuclear waste.
212	environmental, benefits in my pocket
213	save money
214	It helps the environment.
215	We save oil.
216	We need energy to keep the house warm and to light the furnace.
217	saving money
218	Saving money saving the environment and being independent from foreign oil
220	conservation of energy
221	Bills are lower that is the main benefit for me.
222	lowering our bills , good for environment
223	saving money saving emission
225	well cost, less dependent on other countries
226	financial
227	conserving of electricity , saving money
228	environmental effects and well financial
229	lower bills

230	saving money, saving resources
231	well it saves energy and saves money
232	Save money. Environment.
234	save money, save healthy environment
235	save costs horrendous saving of natural resources
236	Less expensive on the bill and less green house effect which is important to me.
237	impact on the environment
238	just about proved the thing gore is into
239	obviously more money for other things saving money conservation aspect benefiting others I look at it selfishly
240	charged less air pollution
241	Lower cost. The material used to produce energy oil, and coal... we wouldn't use as munch and conserve resources.
242	saving money, saving the environment
243	saving money basically and watching that carbon footprint
244	costs
245	that depends on the person saving money for his family and saving energy and protecting the environment
246	saving money
247	Use less energy, the house is warmer... we put more insulation in and it saves money. Changed our light bulbs and showerheads.
248	saving money
249	I would hope that it would bring the prices down somewhat for people I really couldn’t tell you
250	cost children future
251	lowering your costs
252	There are none. The electric bill is outrageous. Maybe 4 yrs ago people could afford electric but now it’s too much, it’s like people live to pay the bill. Someone needs to put control on the electric bill, and oil and gas.
254	Without energy you can't use anything, so you have to save; why waste it you don't know what the future holds?
255	the updated home heating equipment are much more efficient than they are in the past
256	saving natural resources gas and coal and oil
257	saving money
258	The knee jerk answer is I save money. But the actual answer is global warming and trying not to pollute the environment so much.

259	conservation of the earths resources saving money
260	monthly bill goes down
261	saves money reduces costs for having the energy and cleaner energy cleaner air
262	cost savings probably some environmental aspects
263	Saving money and saving the environment.
264	biggest thing is stupidity in the middle east is driven by foreign oil just in general energy and pollution the more efficient the less pollution
265	the environment and save money
266	lower bills
267	Saves on your electric bill, as well, if you have gas or oil for heat. It's going to save you money and it's better if everyone does it.
268	conserving energy saving money
269	reduced cost and reduced resources and less pollution and green house gases for the environment
270	you can save money in your home and you can help climate control, change, so you can basically help the environment
271	saving money, saving resources, saving sacred planet earth
272	good for the planet, you need energy
273	more for everyone try to cut back will last longer
274	Price- because my light bill jumped about 50-60 dollars. I care about the kids coming up in the world, I'd like to see them have some energy, too.
275	Saving money and saving environment.
276	Well the major benefit would be by saving we can keep the rates at an even pace.
277	Protecting the environment and improving the economy; improving the social welfare of everyone on the planet
278	Decrease in your bills. The environment - if people conserve it's going to help the environment.
279	I just think that we use a lot on cars and downtown places where we don't need to have lights. I think city lights should be cut down.
280	I think everybody should conserve - I don't care if they have 20 kids, they should conserve hot water and wasting a lot of stuff they should conserve.
281	Lower usage of fossil fuels to produce electricity, which will keep down global warming, which keeps down usage of imported oil and natural gas.
282	Conservation of resources. reduction in cost or expense to our household
283	the future
284	saving on utility bill
285	the energy efficiency use up less of the environment and less co2

286	Fix houses so they don't lose all energy; find a better fuel to burn.
287	using natural resources
288	it helps our environment and it is a source to provide
289	Globally the effects on it globally like global warming and saving energy for the earth in general.
290	environmental
291	Saving money.
292	for years to come
294	Cost savings.
296	My girlfriend said that we use energy efficient light bulbs to improve energy And I know that it cost more but in the long run the electric bill is less. I have a bunch of roommates so we turn things off if they are not in the rooms.
298	I guess ultimately less demand for oil is just overall better for the environment
299	Lower cost in bill.
300	It reduces pollution, global warming. It saves taxpayer dollars it saves my personal dollars.
301	save natural resources
302	good saving so everything isn't used up - moratorium
303	Environment, natural resources are conserved, global warming; my concern is mostly global warming and finding other sources of energy.
304	Better environment, in our whole planet better air conditions slowing of gas greenhouse gases also moderating our behavior by not wasting things thinking through new ways to solve problems, like getting rid of waste -how do you do it? How do you make the most of it? Saving energy is very much tied to solving other problems and how we use our resources… it is much a bigger problem.
305	cheaper electricity
306	Well, less dependency on fuel oils for our generation. The thing that annoys me more than anything else is power plants that generate nuclear waste. It costs about a quarter to half as much if we didn't use splitting of the atom- fusion vs. fission- latter doesn't generate waste material. Another thing is our water resources for generating electricity are being pushed to the limit. you have vulnerable transmission lines , tremendous demand availability is less and less
307	going green better for the planet more things like windmills and solar
308	money saving of natural resources and also the knowledge where are energy resources come from
309	saving money and recourses,
310	one would be keeping from warming the universe and financial thing
311	no benefit here we just get higher prices I'm guessing not understanding the question
312	it save money and put food in the fridge and it doesn't spoil
313	saving money,

314	well using less energy heating cost and energy bills less environmental impact
315	saving money
316	cost
317	price
318	cost
319	global warming issue
320	saving fuel protecting our environment
321	cost savings
322	besides saving money for myself just b/c there is so much wasted energy used just to conserve for the future community or whatever
323	making better place to live, good for environment
324	environment
325	saving money and not to waste
327	our world is going to last a little longer we hope it will make it cheaper in the long run
328	saving money, using fewer resources
329	protecting the environment and cost savings
330	Saving money. And more to go around.
331	saving natural resources and the planet cost saving
333	Totally for the environment. Also for the average home owner we do everything to conserve because the bills are too high. I feel; the electric companies are charging too much, the oil companies are charging too much and these companies are getting the benefits from overcharging the consumers. If we are retired people with a limited income it affects your standard of living.
334	money saving
335	saving money,
336	lower costs
337	prices would go down buy a lot cheaper
338	conserve energy prices go down
339	reduced electric bill its better for the environment
340	cost but its also issue not of it I can of afford but some can't
341	cost
342	helping improve global warming
343	saving money and environment
344	lower prices less imported oil better use of resources less wasteful
345	energy efficiency means not losing any energy to me and I think that if there is a way to make everyone use the power more intelligently that would help a lot

346	people able to share it more with everybody in the world and stop taking too much and learning to give back people in this country don't worry about anybody but themselves unfortunately the first world countries don't think about the other countries in the world and are desperate for energy and water
347	first it would cost less second it would conserve resources
348	environment I think monetarily, too b/c you save money
349	environment savings
350	air quality saving money
351	It’s cheaper in the long run. saving money
352	helps everybody else and better in my wallet solar panels would help even more
353	it's better for the environment and saves money
354	saving our planet, saving cost
355	Certain things will last longer; certain things will be less expensive, possibly. Probably less waste.
356	The earth, the green house gases. Conserving for the future.
357	well I hope it will nothing will happen and prices go down
358	good for the earth , right thing to do
359	well I would say reducing green house gases
360	cost reduction
361	saving resources
362	More energy available for future use less taxing on the environment. cost of energy
363	just greener earth
364	Saving money.
365	saving some energy in the world mostly our electric bill worrying about the pollution in the air and depleting our sources
366	Saving oil and resources for the future.
367	treading lighter on the planet
368	there is a general benefit to everybody if we use less power and there is an economic benefit to me because it costs me less
369	financially
370	cut down on cost
371	Your light bulbs, And insulation for you furnace and thing like that.
372	Less cost, more conservation of what it takes to create the energy. The resources no mater whether natural or nuclear, cost is what is important to me.
374	save our natural resources better for our children
375	Conservation and saving money
376	so we can a earth that’s lasting for our children

377	Money. If I don't worry about it then it cost me money.
378	our environment and financial
379	lower cost,
380	saving money
381	supply , and cost
382	environmental benefits and cost saving
383	#1 it’s a cost savings, and we need to do it so that there’s enough for everyone to have. Don’t use as much.
384	the world we save money and cleaner environ
385	sustainability of resources lower costs
386	save money
387	Saving money. Saving fuel oil for the generations.
390	Conservation of resources. The economic benefits as well.
391	lower electric bill, conservation of energy
393	It helps the environment, of course there's cost. As an owner I think that we are all aware of the increased cost.
394	saving money, saving planet
395	saving money, helping the environment
396	I think that by conserving we are leaving a little something for my grandson, Hayden. In the future. Instead of leaving things on turn them
397	keeps the cost down, helps to conserve our recourses, helps planet with green effect
398	cost less
399	to not waste energy,
400	cost and green house effect
401	Saving volts b/c it is important to save it. If you don’t save it then maybe you’ll have problems with that.
402	save money
403	the benefits to the environment of course cost savings
405	saving the world , saving energy
406	There are certain bulbs or lights that you can get. And it's important to turn off the lights.
407	cost saving and resource saving and environment
408	saves me money,
409	saving money, saving each other in case of an emergency
410	Lower bills.
411	save money and frankly reduce our dependency on foreign oil reduce carbon footprint

412	it would save earth
413	cost,
414	A better lifestyle. cleaner air and a better future
415	saves carbon dioxins ,saves money, dependence on foreign oil
416	conservation
417	cost savings, conservation
418	Save money in my pocket.
419	cheaper prices and more to go around
420	money and the environment
421	I don't know enough about it. I have gas and like it very much. Electricity would be more expensive. I would never buy a home that is heated by electric. Gas is very convenient
422	global warming
423	cost savings
425	Helps environment. Maybe that's why they aren't using the nuclear power plant.
426	using less energy and conserving the conservation of our planets and it is more economical
427	saving money,
428	the environment less dependency foreign oil
429	conserving energy saves it so we'll have it in the future
430	saving money doing laundry later at night changing light bulbs to efficient ones
431	lower costs and better for environment
432	save money, conserve e enough so we don't have to worry in future
433	The environment. Saving money.
434	cost efficiency, we have if not more of the stuff that were saying we don't have being able to survive
435	saving money, saving the planet
436	last longer helps bills for our health
437	decrease strain on resources and decreased costs
438	saving money
439	environment and your pocketbook
441	expense

Q05
Please tell me the names of any energy efficiency programs, services, rebates, or products that you are aware of?

ID	Comment
1	energy asst programs
4	light bulb energy efficient
5	northeast utility runs a survey of the household they replace the lights with new energy saving lights
7	the appliances state credit have windows insulation credit
8	we buy energy efficient appliances, and bulbs but not very pleased
9	Can't give you any info, I'm sorry; the whole house is electric.
10	The special light bulb I understand that there is a level that you can sign up for that is sort of a go between electric company and residence. How about Energy Star appliances? that is it
11	we use the energy efficient light bulbs, central air, a furnace
12	Our electric company, government gives tax rebates if you buy energy efficient product, you get rebates from government. if you built energy efficient homes
13	A product like a heater... like Eden Pure, for heating and things like that, I think people are more concerned about that... It's safe. Solar products, maybe, in certain areas wind generators like windmills even use of water too.
15	Energy Star product
18	A program where solar energy can be purchased back by the power companies. All the Energy Star appliances out there.
19	there's an insulation discount on that because our valve
21	CL&P seminars for seniors come to the home and plastic window energy efficient bulbs cocking
23	community action agency
24	program for people who can't afford to pay for electricity
25	well I don't know oh yes electric company we save money
28	well I'm aware of one in particular which I didn't do a big thing about if you bought an energy efficient appliance not to sure there would be some tax benefit because you were helping I didn't take advantage that is the only thing I can think of offhand. I know manufacturers are always pushing it on big items. I haven't bought an appliance in 3 years my energy efficient washer and dryer.
30	Well the CT energy assistance ... rebates of electricity, oil, fuel...etc. the electric company send thing in the mail to home.
31	abcd
32	energy assistance

34	use the one when you buy dishwashers and washing machines rebate from United Illuminated or the State of Connecticut there was a rebate for buying energy machines light bulbs that united illuminated were selling them from Costco for big discounts offering different programs if you change something in your house the way you keep your water, there is a center in Milford. Center for energy efficiency.
37	green energy regulate a/c
38	Our local CLP has programs like coming to your home and evaluate energy efficiency.
40	newer light bulbs try to keep temperature turned down
41	Using electronic ballast vs. the non-electronic. Using florescent bulbs vs. incandescent. Using a higher seer air conditioning unit.
43	front loading washer and dryer
45	central air conditioning., energy appliances , Connecticut energy loan free of taxes
46	access
47	Energy Stars appliances light bulbs forgot what their names are
51	Energy Star program... energy audits for efficiency
52	energy efficient fluorescent bulbs heat wood so I don't use oil if I could afford it I would put up a wind generator
53	energy efficient appliances, using energy efficient light bulbs, light timers to make sure lights are turned off when not around
54	air conditioners
55	Florescent light bulbs. The electric company does audits for heating, air, and electric.
56	Energy Star stuff, Federal thing if you do it 500 dollar credit if you weather proof home
57	cfl lights you get a rebate on discount at the store
58	local electric company
60	Hear of some vehicles being more efficient, perhaps in literature, too.
61	The Energy Star program, the program that the electric company does, audits.
67	I try to buy around the house to save bucks
68	if I buy appliances with the energy efficient sign it will be better and there is a special device for the air conditioner that can save energy
70	We recently bought a new refrigerator that is energy efficient. As far as the efficiency I try to use my appliances early in the morning. My cooking or my washer and dryer.
71	Well, those energy efficient fluorescent light bulbs, we’re trying to turn lights off.

72	At the moment I know for new construction or doing things in your home like if we were to put something different in here there are tax breaks. I know the power company offered if you ran your dryers and things at night between certain hours you would get something a program. I know they offered that and when I read about it was already two months into the program. They wanted you to cut down on power. And not using it during prime time.
73	don't know any programs products and market for your home
74	some of the electrical products... there is a tax credit on those... bottle returns I don't Know if you would consider that. Plastic recycling newspaper recycling.
76	I don't know the name of the program the energy light bulb efficiency program
77	energy efficient windows in your home give you a tax credit
80	I don't know what it is called I think it is part of our tax program it is part of our tax benefit
82	every program available state and property tax does that for work
83	energy efficient windows energy efficient hybrid cars you get tax breaks if you upgrade your heating system you get a tax break
85	solar rebate, hot water rebate, small rebate on the fluorescent light bulbs
86	new washers and driers that Energy Star products, fluorescent light bulbs,
87	community action
88	We get energy efficient GE products; heating and air conditioning that we put in, Behr if that is a name. Maytag refrigerator, washer and dryer and stove and microwave are all energy efficient. Anderson energy efficient windows and door. Insulation. We did the doors, windows and appliances. We did the garage door. Its all thermal pain windows. The double pane windows for efficiency. We did under our crawl space. We had a silver wrap. An energy efficient company comes in and put an energy efficient barrier. The energy efficient light bulbs.
90	energy saving for washer, hang things, CL&P
91	light bulbs
94	washing machine, dryer, conscious use of energy
95	the new light bulbs they cost more upfront but save more over time
97	through electric company about light bulbs heating comp sends things to save on heating costs
98	When you buy a new appliance it has an Energy Star rating on it. There is usually a rebate. I know that there are things that are tax deductible when you make improvements on your home. My utility co... When you add $1 to your bill it goes to a fuel bank for those less fortunate.
102	light bulbs
105	cars
109	Energy Star

117	Lots of things. People can get help
118	United Illuminating Co, they currently have no rebates the state of CT will reimburse for solar panel in an attached grid system
120	energy saver the UI company community action agency
121	energy efficient light bulbs and other products with Energy Star label
122	the light bulb
123	different energy generation
124	I use electric heater and save energy, saving program that runs June- August (don't recall the name of it)
125	UI has a program where they can come and energy efficiency rate your home which is wonderful I have an appointment with them
126	replacement windows; I think my dish washer was energy saving
128	she know about the light bulbs
136	fluorescent light bulb
138	united illuminating
140	slmp light bulbs,
141	Connecticut clean energy, UI
144	CL&P
145	solar panel rebate, appliances
146	some programs I believe the state has caulking windows program and other resources to help with cold air coming into windows doors and attics
147	hot shot add exchanges to water heater, rebates to solar energy, hybrid cars
151	I think the service star program... I know that the state is giving away benefits.....I know there's tax benefits. There is a rebate on the cars. I know that there is assistance w/ getting your oil tank out. I know that CL&P will come out and do an audit. Which I thought was a great program. They wrap you heater and so on.
152	light bulbs,
158	The CL&P come and swap out the lamps... a discount program or trade in.
159	The light bulbs, changing behaviors. Public relations effort to inform people. I do get little leaflets of the electric company from CL&P.
160	energy saver washer dryer rebates conservation came in sealed windows light bulb
161	CL&P
162	they do have programs; they send pamphlets and stuff but I couldn't tell you a specific program; but run your appliances at night after 8pm.
164	energy from electric company
167	Redoing the garage door. The Styrofoam container over your attic door. Energy efficient light bulbs. good wood stove

168	washer and dyer rebates, CT CL&P the front load washer
169	CLP rebate
170	well CL&P
171	fluorescent light bulbs
172	anything through CL&P
175	Energy Star appliances. There are different rebates for the energy efficient light bulbs. I know they are rebates for insulating your house
177	When we bought the recent washer dryer, wanted to make sure they were more current. We have all the new type of lights and any CL&P newsletter or news article, I look to see if there is anything I can do.
179	Energy efficient light bulbs; also the Energy Star thingy should be more efficient products.
181	provided by CL&P
182	A program for replacing boilers with high efficiency boilers; also, the light bulbs and insulation.
183	Those light bulbs. I believe they are GE light bulbs.
184	A program for replacing boilers with high efficiency boilers. Also the light bulbs and insulation.
186	the gas co has a rebate on heating equipment
187	I think it is called Energy Star, when you buy certain products and get a rebate when you buy an energy efficient product.
189	Conn. Energy, consult bring light bulbs and sell them for a dollar
190	The UI with the windows. We're thinking of switching to solar panels. With the windows and heaters there was something.
192	the tax rebate you get for windows and appliances
193	those screwy light bulbs and the windows
196	Energy Star, I think it's called.
197	we put in extra insulation and got a rebate and lights
200	appliances
201	The light bulbs. using appliances after 8pm
202	ABCD, they help you with the bills if bill is too high
203	save sales tax on all windows and appliances in the new house and get tax benefits from geo thermal heat
205	no tax on some energy appliances
207	I can't think of the name of the company that begins with L… offering 5% or less on your bill and of course CL&P sends out a notice on ways to save energy on the bill; storm windows, weatherproofing hints…

209	BCO assistance
211	The bulbs when I get my electric bill I get the advertisement for the bulbs. burn wood
213	no sales tax on energy efficiency appliances
218	If you buy a hybrid car, tax break you can get a break if you install energy efficient lights on you bill.
221	There was something with the lights. Electricity. Cant remember the name
223	I know company Conn. power provider a few programs done windows on house and air conditioner upgrade old burner
226	fluorescent light bulbs
228	one through CL&P pro rated bill like per hour on how much electricity u use
230	tax break on new appliances
232	Home appliances.
234	new appliances with Energy Star reading,
235	the CL&P source program energy from wind water power
237	the appliances the lights use less watts in high energy and the furnace
238	I have it for my dehumidifier and air conditioner, central air
239	through UI for July, August and September save on bill if you cut usage
240	fluorescent lights
241	NE utilities used to have a program where if you put in efficient lighting efficient ac. they would give you a cash rebate.
242	state benefit, tax benefit
247	The access agency.
249	not much beyond light bulbs
250	light bulbs , new heat pump energy efficient, insulate
251	Energy Star
252	The community action agency; they only help you with whatever you heat by if your just 1 - spouse in the house... man it's kind of hard.... not kind of... it is hard.
257	well none for energy efficiency appliances
259	tax credits for energy efficient building materials and stuff like that and as far as products we use fluorescent light bulbs and energy rated windows and we use a wood stove instead of oil heat energy efficient appliances
261	UI
262	Energy Star, CL&P used to do an energy audit and they would come up with a number of different ways to save energy weather stripping they sell special brooms to clean refrigerators and have them run more efficiently and gave energy efficient light bulbs.

264	there was one when we bought our washing machine
268	programs for the lower income to insulate houses
269	The Energy Star appliance program. There is also a program where if you make you home energy efficient that the state will subsidize the cost and spread it over a number of years.
270	light bulbs energy efficient light bulbs the CT clean energy fund that does research and promotes alt energy sources
271	Energy efficient light bulbs appliances, using my clothes line instead of my dryer. Turning lights off when they are not necessary. Not using any energy. Using appliances according to manufacturer instructions. Keeping my heating and cooler equipment cleaned and maintained.
273	there's the gas company you can buy covers and light bulbs and appliances, news about weather stripping and solar energy
275	the UI Energy Star program and appliances have energy ratings there was a program over the summer where if you cut back on the amount of energy you used they would give you a rebate on your November bill
276	I got a new furnace that is supposed to burn less energy
277	Energy efficient light bulbs, hybrid cars. I am aware of programs on air conditioners and refrigerators and things like that. I don't know if it is a state program or federal program something regards to solar panels.
278	I work for Yankee Gas, and I know our local electric company gives rebates, and they offer incentives.
281	I think that there's energy test of peoples home so that they can increase the energy savings. There was some kind of award programs for people who reduced there energy use during the summer.
286	CL&P try to conserve on energy August to October
287	Energy Star and Frigidaire
289	Mainly solar panel. CL&P is offering a certain percent off by lowering power.
291	Insurance. I get a discount on my insurance
292	water heater blankets light bulbs weather stripping
297	community action
299	I know that there are different types of heating machines that can help conserve energy
301	using good common sense trying to conservative with what they do at home, efficient light bulbs, not leaving lights on
303	I know there is a tax rebate on hybrid cards, washing machines refrigerators windows

304	I don't remember but I think there is one that I opted not to do which is called Leftco which is supposedly cheaper, I am getting the more costly and more renewable one... it will shut down you ac at key times and don't ask me the name
305	rebates on bulbs, appliances
306	government and state of Connecticut
309	I buy my appliances in smart energy store and they teach how to use energy more efficiently
310	the one from the paper CL&P come in and look at the house
311	basically the light-ins they push the fluorescent light in to save energy and then I believe there are energy programs for the people that cant afford it like middle class people where everything continues to go up and there are no programs for us more fore the lower income people so I don’t pay too much attention
313	energy saving lights, energy efficient washing machines
314	um energy program come in the home CL&P
315	if you purchase appliances that are energy efficient state would sell them tax free but that program ended
316	light bulbs
317	Energy Star products, if you don't make enough money there are programs that help people out
318	conservation type bulbs, peak energy demand plans,
321	I know they are offering installations for saving energy I can't recall the name
322	UI has this program that if you use less energy than the previous year then you get a monetary rebate
327	we use the fluorescent lights instead of incandescent whenever possible we purchase appliances w/ high Energy Star ratings
329	I have units hooked up to air conditioning - cut power back a little bit affiliated with utilities
330	Through the power co. you can get rebates/ discounts. You can get light bulbs energy efficient lights. through the oils co. you can get heating help
331	new light bulbs and it seems CL&P has some programs
332	the light bulbs
335	Energy Star , energy saving shower head
336	well you buy energy efficient washers dryers rebates break on electric bill if you run your high appliances after 8pm
338	conserve energy but don't remember the name something w the hot water heater and something with drafts
339	ct light and power has one for the electric water heater it turns it off at night
340	group of the new light bulbs utilities efficiency checks

342	we changed the lights bulbs and outside lights, the appliance energy efficiency
343	aware of provider
346	I am very aware of my electric energy it is NE utilities and I have tried to turn things off after 8 o'clock both electricity and water... we have a thing that keeps the a/c at a certain degree.... it never goes higher I am trying very hard to go green I reuse bags from grocery stores they know you want to use your bags but pack them to heavily
347	Energy Star
348	the light bulbs that are energy savers and the Prius Toyota the hybrids somewhere in the state they are harnessing wind power to reduce our demand on fossil fuel
349	just some changes in fuel- bio-fuel nobody is saving energy thru public awareness
350	energy efficiency all her products are and seen a change in bill because of it have to conserve and programs for people who aren't financially able to
352	CL&P has got one going that I know... changing the windows do this do that... make sure installations are ok...
353	I had signed up a summer savers program reduce usage get rebate electric compact fluorescent light bulbs
355	Some appliances; washer, dryers, refrigerators.
358	if you buy hot water on demand you get a credit reduce 10 percent get a rebate
360	Sears electric appliances that are electricity efficient
365	our utility company just gave us the challenge to cut down our energy by 10-30 percent bill and would take it off our bill and the energy efficient bulbs that I don't like
366	New fluorescent light bulbs, solar installations. They are starting wind programs.
367	Energy Star savers, tax deductions
370	energy efficient appliances ,better windows with better insulation,
376	CL&P fuel and natural gas fuel ass
378	if you buy an energy efficiency appliance- Energy Star this summer-our elec. company if we reduced our energy usage they would give us a rebate
382	winterizing your home
383	All florescent bulbs in my house and I have foam insulation around the outlets.
387	The New Haven.... maybe its United Illuminating. The fluorescent bulbs.
393	I guess the new type bulbs
395	energy label is important
396	The oil programs for those that can't afford to heat.
402	it doesn't affect me though, more for elderly
404	campaigns, 8 to 8

405	Connecticut Light and Power help you use energy more efficiently, Energy Star program
406	I think the town where we get our power from offers things. We get our power through Bozrah Light & Power and they offer energy assistance programs.
407	all of them tax credits, diff appliance energy efficiency rating rebates
408	Energy Star appliances
411	There is, in the state of CT, there is a markdown if you buy the energy efficient light bulbs, the fluorescent bulbs, as a result of that we have purchased those light bulbs because they are less expensive... there are other programs to replace our furnace and save money.. There are is some program to put solar shingles on your roof and I think it relates to heating your house too... I don't know much about those programs- but if you are wealthy you can install them to save more money.
413	new app, washer and dryers
414	The electric co (UI) they give benefits if you buy appliances.
415	CL&P, fluorescent lights ,caulking and weather stripping
419	through neon
422	winter protection program
423	northeast public utilities, free compact fluorescent light bulbs
425	I think they had a winterization program through the energy to keep your home from losing heat through drafty windows and things like that.
426	UI does a program down in Orange, CT; I take my kids every year and it all about recycling, energy conservation, and light bulbs and recycling... I teach it too
429	energy efficient light bulbs
433	What we use here are the energy efficient light bulbs and the Energy Star appliances.
434	Energy Star app, windows , we also bought pellet stove,
437	energy saving light bulbs and blankets on the hot water heater passive solar
440	if you are elderly you get discounts
441	I get it through my billing

Q06
And, as you may know, throughout the state there are a number of energy sponsors of efficiency programs. Please tell me any sponsors that you might be aware of?

PROMPT: Are there any others of which you are aware?

95 OTHER (SPECIFY)

ID	Comment
11	esp.
13	products or north east utilities
21	CNG Connecticut Natural Gas
30	social service system, for people who are elderly
40	electrical appliances are energy efficient I don't know of any programs
41	north east utilities southern ct gas
46	energy efficient program
57	CL&P
58	local electric companies
70	The electric co. I know if the water company is considered energy.
71	GE energy efficient appliances
72	Northeast utilities
87	community action
91	on an appliance, an efficient sticker
94	Energy efficient windows, automatic regulators of temperature
97	Maytag, Whirlpool
109	Energy efficient appliances
118	federal money given to state for alternate energy systems
120	smart living community action agency
131	CRT
149	energy efficient heating for elderly
151	Home Depot and Lowe's, with the Energy Star.
164	electric company
177	SEARS
183	Owing Corning. The insulation company
190	Levco Energy

211	the pollacks up the road; they burn firewood and heat their houses
237	Levco
239	UI Energy Star program
241	NE utilities
262	places that sell Energy Star things like our oil company independent contractors that sell energy efficient windows hardware stores they make a decent attempt to advertise energy efficient programs companies are doing a good job on making people a3ware
269	Theoretically the manufacturer of products. And maybe Aquarian water.
270	CT clean energy fund
297	community action
306	green peace, and an environmental action groups within the state, water conservation group, save the sound group
308	Greater Hartford Energy
317	MCAA (Meridant Community Action Agency)
332	buying energy efficient appliances
342	smart living maybe
346	Greenscape, NE utilities
356	the state of CT
365	there is a device that attach to I/c unit and they would cut it – I don't recall the name
366	NE utilities. And some of the oil co
367	Energy Star
383	Wallingford Power
399	internet discounts
405	Energy Star program
419	Church, St Vincent's, Nepal, Christian Community Action
426	a rebate thru your income tax if you use energy efficient windows
441	electric company- Helco

Q08
Which electric energy efficiency programs have you participated in?

ID	Comment
7	appliance rebates product rebates
18	Purchasing energy efficient products.
21	in your own home car less recycling
23	Conn. Light and Power, community action agency
28	I don't remember [who] just offered - CL&P came and assessed my home for energy efficiency
34	general illuminated program
46	Don't run lights when don't need to. Wash clothes in cold water.
52	Replaced all light bulbs with compact fluorescent bulbs; I use wood not oil heat and all lights are on motion sensor.
54	rebates
57	for CFL lights
61	Energy Star program
74	Not sure if it's a program but we bought products that are energy efficient. We had out hot water area wrapped (the tank).
82	cool century program,
86	clear energy program
87	community action program... they help you pay your energy bill if you meet your criteria
88	We just went to one at the school to show kids how to save energy. It was through the UI. We did have someone from the UI come through and tell you ways to make your house energy efficient.
94	turning down the temperature on the heater , less usage of energy then when my kids were younger
97	light bulbs fluorescent
120	the UI this summer they had a reduce... you unplug everything you don't use... that is one... they would let you know how much you turned down or cut out and then they would give you a rebate off your bill... I cut off all lights in room I'm not using... I only run the ac when it was 95 or above
123	regulated air conditioning, cool homes
124	general savings of electricity
128	It was at CL&P, at her work
131	ones for crt
138	by purchasing energy efficiency bulbs, windows, do own conservation

144	used less electricity this summer, get a percentage of your November bill
147	hot shot
149	washer and dryer, dish washer
152	changing of all the light bulbs
155	own home
160	where they came in to her home and conserved
161	new doors, new furnace
170	not using the dyer and washer less
172	for the last three months if you reduced your energy intake, than the previous year you will save on you bill in November
175	Some of the fluorescent light bulbs; insulation as far as the house, the fiberglass insulation. the air conditioner was an Energy Star
181	participated in CL&P
187	I can't think, but with CL&P there is a program that was a savings program
189	replaced every light bulb in the house have a wood stove
190	We upgraded our electricity from 110 to 120. We replaced our windows. We upgraded our furnace. We upgraded from fireplace to pellet stove
203	windows appliances, geo thermal insulation
211	I was a sheet metal worker that participated in a nuclear power plant. I worked at other plants paper mills, hospitals. I worked at the sub base putting dug work up.
220	controlling how much energy I use
227	I am buying products that use energy efficiently
230	Energy Star
235	CL&P program
237	Levco
239	UI
241	The program for NE utilities that would give the rebate when you put in energy efficient appliances.
247	The access agency - they come out and they check the windows the put caulking around doors and windows.
250	summer program nice rebate
251	changing bulbs and Energy Star only
262	we have done the audit we have gotten the bulbs they gave us the refrigerator cleaner that is important we learned about that through the CL&P energy audit
264	we bought some pole pipe lights and buy fluorescent bulbs at the warehouse stores
271	Through Northeast Utilities or CT light and Power. Back in July or August. If you can prove you used 10% less of power than you normal use for the next 3 months of service you would qualify for a discount

273	all of the things; weather stripping, wrap up heaters, anything so that you can save
277	I bought a refrigerator and paid attention to the energy efficiency rating
278	A program that gave us free light bulbs. Also they gave rebated if you reduce your energy consumption. They also send booklets, newsletters, tips. There are a lot.
281	The energy efficient lights, sealing the windows and around the doors. I just bought a cord of wood to keep my oil [use] down.
297	community action
304	charges more for energy from renewable sources
305	light bulbs
309	we have been following basic instruction about saving energy
310	The CL&P on in the home
314	the energy audit through CL&P
329	energy cost savings for air conditioning in summer they can cut back energy and a rebate program was part of it
332	buying energy efficient appliances
336	washers and dryers
342	insulation changed
343	I've chosen to switch energy providers
346	NE utilities clean products that don't pollute
347	the purchase of Energy Star appliances that were efficient and gave you rebate if you sign up for a CL&P program they monitor what you use a year and if you less (I think 10 percent) you get a rebate
350	came to see UI
353	audited house for efficiency
356	You that you trade in the floor lamps and they would give you the more efficient ones; also, swap the old light bulbs.
358	CL&P
365	the a/c one- and the one on cutting the bill
376	came to house and changed light fixtures and wrapped hot water heater
396	The percentage thing that CL&P has, where you pay them a few extra bucks. This is probably within the last year. I try to watch myself as far as just wasting stuff. I think this Country is really starting to pick up as far as this the Green Movement.
397	increasing insulation
405	Energy Star
423	north east public utilities
427	United Illuminating Company in Connecticut

Q09
Are you familiar with any of the following statewide conservation and efficiency resources?

6 Any others? (SPECIFY)

ID	Comment
45	conservation loan from the state
56	UI will come in and change bulbs and give input
87	community action
88	The UI company gave me the name of a company about 8months ago they gave me a number to call about conserving energy. We just talked on the phone basically.
118	Energy Star
120	smart living program- a place where you go that shows you how to cut down energy community action agency
160	wrap services CL&P rebates
167	only what CL&P puts in the bill inserts
241	There was one program that when you installed fuel cells the fed government would give you a heck of a rebate.
346	NE utilities ask you to donate a dollar that goes to people who can't afford it
348	one about the windmills
365	our town has an energy program- but haven't seen what they are doing
411	only there is a program in order to reduce your electric bill in which you could form an association in your neighborhood and group a bunch of houses together and we could buy our energy with an office building and we could balance out our demand with that group- for example the office building would be using energy in the day, and the house wouldn't, and vice versa. Overall, it would balance. I was a proactive thing to do that… and to organize neighbors would be ridiculous
426	UI

Q11
What does the Energy Star Label mean to you when you see it?

ID	Comment
1	conserving energy, energy saver
2	means that it is energy efficient product and saves money over a course of time
4	means that the product is energy efficient
5	supposed to be less expensive item to use on your system
6	that you are purchasing energy efficient appliances
7	more efficient of same kind
8	means I'm going to save money on electric bill I looked into solar energy nobody does enough with that
10	That the appliance runs efficiently and uses less electricity. I suppose it is less expensive to run that particular appliance.
11	cost effectiveness
12	if you buy that appliance that app. will lest you longer and save you money cause they'll run more efficiently
13	Lower cost for operation of a particular appliance, like a refrigerator. In fact I bought one. And they don't charge a tax when you buy one.
14	it means product that conserve energy
15	it means if she uses the appliance she saving energy
16	Well just what it says saving energy that is what I take it to mean.
18	It means that it's going to be a much more energy efficient appliance. also you save taxes on that item... sales tax
21	thing that you want to buy washer dryer fridge dish washer
22	lower usage
23	we just bought a washing machine that's energy efficient
24	appliances you are buying are designed to use less energy, gives you the scale of how much energy it uses compared to regular appliances
28	It means that the product is energy efficient the higher the rating the better the product. I don't know the product is better but more energy efficient I believe
32	well vie seen it on glass save heat and energy
33	well it means that the product is energy efficient
34	the one on appliances the appliance should use less energy
35	it would save me on my electricity bill

36	energy efficient appliances, bulbs
37	run more energy efficient and calculate cost
38	it means this product is somewhat energy efficient
40	it means that it is energy efficient they don't take as much energy to run
41	That it has a better energy rating. And it requires less energy than an electronic device that doesn't have it.
43	means the products are energy efficient
44	It's the efficiency of it for saving energy... it's a better brand. It's conserving energy, which gives you a savings.
45	better value of the product, better use of the energy
46	very energy efficient
47	it saves energy
48	that the appliance uses less energy and is more efficient
50	devices are energy efficient,
51	it means that the appliance is more energy efficient than other like it and also that there may be a rebate involved
52	suppose to be more efficient polluting less
53	an efficient appliance
54	saves energy, lower electric bill
55	Efficiency on products that I'd purchase that are major users of power
56	that it has been evaluated to be energy efficient in its group it meets guide lines to save energy
57	it gives me an idea how efficient energy is going to cost me to run for a year
58	that item will use less energy or electricity
59	energy efficient products
61	well actually it's they save energy over regular appliances very efficiency
64	I'm gonna use less electricity
67	save a dollar
68	It means that this device or thing that has the energy label saves energy so it is good to buy
71	that somebody has certified that the appliance is more energy efficient
72	It's an energy saving. Like if it were on an appliance it would be an energy saving appliance
74	It means that you don't pay taxes... also it uses less energy to operate.
75	that product is more energy efficient than others

76	higher efficiency lower costs
77	it means it gives the most efficient... uh... I'm recognize it as an efficient product
80	well it means the product either complies or doesn't with saving energy I'm assume that the product you buy is energy efficient
81	An appliance that would utilize less electricity or energy.
82	more efficient equipment; more expensive but it's subsidized better to do
83	If you buy something with the star it means you bought less energy... uh... you save on your electric bill and energy bill on the whole
85	more efficient then others
86	appliances will take less electricity
88	Absolutely nothing. When I bought it I'm though it meant saving energy that it performs better. Now that I own it, I don't see that. I see no progress in our electric bill
90	its the better product to buy
91	that its energy efficient and meets guidelines from the government
92	it means the product is more efficient and uses less energy
93	more energy efficient
94	that product uses less energy
95	whatever I'm buying has been independently tested with a rating I can compare to other machines
96	Regardless if label or not I try to conserve. it means I try to conserve
97	it means it helps save energy and more efficient
98	It means that the appliance is a lot more efficient than its predecessors and it supposed to save you money.
103	suppose to be more energy efficient then things that don't have the label I have a bunch of old appliances that don't have them
104	that the product is energy efficient and that it may carry a rebate form either the manufacturer or power co.
106	energy saving
108	The product is energy efficient and has a rating of how efficient it is
109	it's going to cut down on use of energy , which is better for the environment and saving money,
110	the appliance is rated for energy savings
111	efficiency in products you would buy
112	we pay less money we save it costs us less to get more utilizes our energy most effectively

114	conserving energy
118	it means the product has meet un known criteria but more than likely has a lower energy rate than other comp products
119	usually more energy efficient
120	It means that I will have so much of a savings over a year’s time... I am cutting down energy and saving money
121	product has a low energy usage
122	it making points to save electricity... that they are energy efficiency aware
123	appliance is energy efficient
124	appliance will use less electricity
125	it means that it will be more energy efficient
126	that it is a product that will save energy and I will get a rebate
127	that its rated as a more efficient product and using less energy as a cheaper model of the same
128	it rates appliances to how efficient they are
129	that this product is more efficient than others in its group
131	should buy that because it saves money, uses less energy
132	saving energy , coast of appliance is lower cause uses energy more efficiently
134	it means that the appliance will generate less electricity
138	conserving energy
139	the appliance is more efficient,
140	if you use it you'll save energy,
141	appliance that has been improved to use a minimum use of energy
142	conservation
143	energy the product takes more electricity than others in the same price range
144	the products use less electricity
145	that the app u are selecting means they are highly efficient
147	appliances with energy efficiency
148	Those product have passed rigorous testing and are recommended for energy
150	the product is energy efficient and a decent buy
151	It means that it will provide savings and efficiency more so than a unit that is not labeled.
154	if you see it on a product it is energy efficient
158	It means that the item is much more efficient than others that don't have it
159	that particular product will save energy

160	it means she will be saving energy
161	the us has indicated that the appliances meets certain criteria for energy efficiency
164	save energy
166	means utility that are efficient and save energy
167	It's supposed to conserve more energy. Using less wattage. More money in my pocket.
168	that their are some of the more efficient products out there efficiency wise, a light that uses better efficiency
169	conserves energy more than others uses less
170	you'll save money
171	a way to conserve energy and get more for your money and be environmentally better
172	Hopefully it means savings for cost of running the appliance. Hopefully conservation on their part making it more efficient to run
173	that u can conserve energy
175	the product should receive a rating so it is more efficient as far as cost
176	well if I were to buy a refrigerator or something like that I would buy the Energy Star label b/c it would save me money and be more efficient
177	That it has been rated and they give you an approximate savings per year on it.
178	saves energy and gives discounts
179	just that the products are better efficient
180	save money
183	On refrigerators it's energy efficient. Saves energy.
186	the energy equipment meets a specific criteria for energy conservation
187	That the product is energy efficient and you can also get a rebate.
188	Better efficiency and costs savings. basically better products
189	energy efficiency
190	It was built to the standards to save energy. Using lower means of getting the energy. Lower electricity. We're saving money
191	energy savings when I buy appliances
192	it means you will save energy on a appliance and get a rebate
194	It uses less energy, more energy efficient.
196	Basically puts in commons sense about how much energy is used, cost per year.
197	on appliances less energy
200	you get a rebate on appliances or lower monthly

201	you are going to save energy on the purchase you make
203	means it conserves more energy
204	It’s a more efficient product and hopefully uses less energy. Less pollution. less waste
205	it means that the appliance is energy efficient
207	It means that whatever you are going to buy is more expensive but save on electric bill because it is supposed to be made energy efficient.
213	appliance will use less energy and save you money
214	it means that the product has more efficient energy
215	that they are conserving something
218	It’s a more efficient appliance.
222	saving energy and cost, it's more efficient
223	means that I’m buying a somewhat energy efficient product
225	product uses less energy
226	saves you money
228	certifies it means certain standards o
229	saves on bills, lower cost
230	designs to less energy and means tax break
232	That I am going to save on electric; it doesn't use a lot of wattage.
235	appliances that use the least amount of energy
236	It means that someone is doing something to make appliances more efficient.
237	uses less energy and saves money
238	efficient item you can have
239	it means more efficient electrical appliances saving money and helping the environment
240	well it means if you have a refrigerator one have a star keep it as cool but less electricity more efficient
241	generally, that it has a high efficiency when compared to ones w/o the label
242	an energy efficient product
243	it means that product is going to be more efficient may save you money and use less electricity than other things
244	product is a energy efficient
245	it means um my gut jaded response higher price product not off set by energy saving but is more efficient
246	Energy Star product save electricity

247	It uses less energy.
250	that's what you think you need
251	their products are more energy efficient
255	it means that it is a unit that has been made more efficient
256	gives you an idea of the app your purchases of other products
257	better appliance, save more energy
258	that its a more efficient product overall (energy)
259	that it consumes less energy more efficient product
260	on products means it's going to save me more energy
261	its just an energy saving program
262	you get an up front savings usually in the purchase and increased efficiency so everybody benefits you save energy throughout the life of the product and there is probably some minimal environmental benefit
263	that the item that it's on is more efficient than another comparable item (uses less energy)
264	the device will use a lot less electricity than the other ones in fact we just bought an ac and were looking for the highest rating on that we could find
265	it means most efficient and save money and the environment
267	I assume I am going to be getting the most efficient and effective product.
268	means more efficient run uses less energy light bulbs
269	That those appliances have been certified meeting certain energy efficiency specifications.
270	the product has a energy saving device in it
271	Generally speaking you have to spend a great deal more for an appliance. It claims to have more energy efficiency. But in the long range usage I find that these appliances don't save any energy and they're louder to have in your home.
273	that your going to be saving all around for everyone benefits better product all around
275	just that the appliance that it is on should be more energy efficient and it will save me money
276	well the Energy Star label usually tells you how much electricity the appliance will use and overall how much it will cost you per year
277	That it uses less energy than comparable products. more energy efficient
278	It’s advising me that the product that I am purchasing is helping me to conserve electricity. It's helping me to be a better shopper.
282	To me it means lesser utilization of energy. A more efficient appliance.

284	that's their energy efficiency
287	better than average efficiency
288	I did not see it
289	that it uses a lower amount of energy than one w/o it
290	it uses less energy than this is absolutely necessary then whatever the task is
291	That the product I'm purchasing saves energy. by saving energy I'm saving money
292	save money on electricity
294	It means that they are rated as being very efficient as far as energy consumption. means you save a little over the long run if you use that item
299	that this product will conserve energy
300	That if you compare that item to others on the market, one the same size, the Energy Star one uses less electricity. It's more energy efficient, or uses less water or less gas.
301	look for the most efficient one
302	means buy a app use less electricity and a rebate
303	that they run with less electricity
304	somebody has examined the product for energy efficiency and I am hoping that they are correct and someone is monitoring them it is on all kinds of appliances dishwashers, etc
305	more efficient product
306	product that I would be interested in with respect to conserving energy and doing proper things for the environment
307	saving of electricity and money
309	more efficient operating system, money saving
310	it on appliances it doesn't use as much energy as others with out the label
311	helps me on my electric bill my house if full of electric it is heated with electric all our appliances have been changed to Energy Star
313	conserves energy
314	it means that it uses less energy if you buy it your eligible for as rebate
315	saving money it's cost efficient
316	cost savings
317	saving energy, helps the environment
318	an appliance has a higher efficiency
319	that it is cost efficient in other words it saves energy and therefore saves money
320	it means it is an energy saver it is not going to use as much electricity as something without the star

321	I think if you have Energy Star label it means this device is energy efficient
322	if I see it on an appliance it means this particular item uses less energy
325	it means if I buy a product with it, it doesn't burn as much energy as a appliance without it
327	it means that the product is rated as being energy efficient
328	appliances use less energy
329	when you buy an appliance it is supposed to be more efficient to run
330	That those products run more cost efficiently.
331	well energy efficiency but it's a good housekeeping seal of approval
332	that you can save energy and it is good for the environment
335	more energy efficient , coasts less
338	means conserve energy on app takes less energy
339	it means it is an efficient appliance
340	consumption are better average
341	product is more efficient
342	well it means manufactured for very efficient to save energy saving water cycle no heater
343	app that will save energy
344	means the appliance is more energy efficient than average
346	that it is going to be energy efficient I take into consideration that when they are making these products they take that into consideration
347	I believe it is rated to be better in efficiency and lower in usage I don't know what the criteria is it will save money and use less energy
348	it means that it uses less energy and therefore you pay less money
350	energy saver on product
351	It means its good for the environment, and it's going to last longer. It's safer.
353	that's indicated more energy efficient
354	it's energy efficient
356	That it's rated to conserve energy.
358	when u read how much saving and reducing energy consumption
359	the product that has Energy Star label has been authorized to be chosen it better I would purchase it
360	using less energy , reduced cost
362	That it uses less electricity than other products.
363	means it's going to save money and energy

364	That it's supposed to be more conservative w/ energy. I think the electric co gives a rebate.
365	particular appliances we aren't on the market so we haven't taken advantage of their energy efficiency
366	More efficient less costly to run.
367	that more efficient product
368	it means that the product has been produced with energy efficiency in mind
369	app is most efficient, more energy efficient
372	I think when you see it on appliances you know that its one that will conserve more energy than one that doesn't. At least it's rated that way.
375	I'm assuming its more energy efficient. It uses less.
376	means you buy that it's energy efficient
378	if you buy the appliance it will be better for your electric bill and use less energy
381	more energy efficient app
382	more energy efficient product
383	It tells me how much I'm going to save using that product. it an efficient unit
384	the product is low energy user
385	when u buy new app an Energy Star on it
387	its approved for its efficiency... its design
390	The products are typically energy efficient products and you receive special rebates and rewards for purchasing.
394	product uses less energy
395	buying an appliance that uses less energy and produces the same or better results
397	it's a more efficient machine
400	I would get most efficiency
401	It's a surprise.
402	energy savings saving money
403	it is one of the reasons I chose my new stove refrigerator, and dishwasher- b/c they conserve energy
404	save energy
405	more efficient,
406	It means that the product is being sponsored or whatever.
407	more efficient that one that doesn't have it
408	helps save energy on app
409	it's energy efficient

410	That the unit is more efficient than the one without it.
411	Comes up on our computer screen and it means the computer monitor draws as little amount of power as needed. and goes down into a sleep mode if you are not using... it shuts down in order to save power
413	means less energy
415	it means that depending on what the rating is comparing you want to go with that better rating
417	that appliance has good efficiency
418	Means hopefully that it will use less power. That they are on the ball and making new equipment better than before.
423	energy savings ,cost reduction
425	this is going to save on the electric bill and be lower and it won't pollute
426	it means you save energy and it costs less money
427	you save energy
428	it means that the appliance is energy efficient by a certain standard
429	that machine is going to run more efficiently and save energy
430	they make them cheaper and more energy efficient
433	that it is higher efficiency and save money and save efficiency
434	more efficient for, you know, utilities, cost saves the energy
435	tells me how efficient appliance is
437	it means the products are more efficient
439	it means the appliance is suppose to be more energy efficient
440	how much energy you are saving when using those appliances
441	saving

Q18
Those not interested in participating in energy efficiency programs:
Please tell me why not.

95 OTHER (SPECIFY)

ID	Comment
8	wants to use solar, doesn't to use oil
20	Nothing I can do about it... they're going to raise the prices, there's nothing I can do about it.
24	For living I move heavy equipment in CT. Industry, I work for a lot of rich people in S. CT. And when all people like me are trying to conserve energy and rich people spend thousands of $'s to light the common areas and other lightning year round ,while they are enjoying it we suffer as far for conservation. Of energy my bill is $ 38 and I don't know anybody else who can do it better. My question is why do people like me have to save energy and while the rich can use as much energy as they please?
39	Commonly a participant does all she can do
62	hear it on the new, read it in the paper
66	I do everything on a personal level and do everything correct. Something should be done in the industry on a larger global basis because a lot of us little people are doing the best we can
70	At the present I have all I can handle w/ my family. I can't do anymore.
78	I've done ommon s I can think
90	to busy
96	I try to conserve anyway I'm doing my best
129	no time
152	don't want to get out and get to ommon s and half the time it doesn't help
161	so much information, huge amount of information on internet
171	somewhat frustrating
191	enough things in my life I watch the discovery channel and see stuff there
196	MOVING TO VIRGINIA WITH A MORE EFFICIENT ENERGY SOURCE HYDRO POWER
215	I'm retired and I worry about my house and I all I worry about
217	satisfied but you never know if it could higher
241	Pretty up to date. I am an engineer by trade. And I'm retired
257	husband does it all
258	Based on everything we hear on a daily basis. Its common knowledge what we can do to conserve energy.
264	you've with fuel cells before so I already know the info
265	know enough about it
266	only one way to create it, all programs are a waist of money
301	take a conservative approach already
302	I do whatever I can but not capable of doing more

311	we do as much as we can on our own and we don’t need them and aren’t interested
312	she already knows enough
319	this is the tail wagging the dog the fed government has to do something about the major issues whatever we would do would be helpful this focus should be on a much larger scale I also don’[t believe I also don’t think individuals will sacrifice real in roads will only be made by mandates of the fed government.
330	I think I know enough
357	bills would go down on fixed income
360	I already know enough
361	I’m leaving CT
374	we get more than enough from the media I don’t need any other irritants
385	aware already self employed underpaid artist
411	too much paperwork too much technology it is a burden
412	I try to save energy but I’m just one man and can’t change the world
415	energy conscious already
428	I do what I can I am not planning on doing anything major in my house that will make it more efficient

Q:Q20
T:

Where might you think to go or who might you call to get information or participate in an energy efficiency program?

PROMPT: Are there any other places?

95 OTHER (SPECIFY)

ID	Comment
1	phone book
2	electric company in town- local town hall
4	electric company
5	northeast utility
6	newspaper or the media in general maybe TV
12	ask a friend, she's an environmentalist
13	Library
16	town hall
23	community action agency
30	social services
33	city hall
38	town hall
40	local electrical company or call the state
41	the local utility co. to see what the have for programs
44	energy companies the state website, government website
45	Connecticut consumer department, yellow pages
46	access agency
47	the CL&P yellow pages
51	library
52	not readily available
54	electric company
55	ENERGY SUPPLIERS
58	library, internet
62	town hall
66	Groton utilities
70	Either the electric co. or the human services in the town.
73	own personal research
74	I would watch TV or read the paper. I wouldn't go to anything
75	electric bill internet
77	ct light and power or a state agency
80	northeast utilities
85	on the web
86	clean energy force ,the book that rates appliances

89	the electric co.
92	asking people I know
95	something I read about in the newspaper
97	library
98	public library
99	enrolling in an alternative energy source plan where you get your energy through wind power but it cost more
101	capital hill government town hall
103	local paper
114	town UI bill
116	electric companies
118	state
119	the electric company
120	info line
122	the wilderness society or even the elec. co
125	local town hall
129	state electric provider
130	light company
131	CRT
132	library
133	library some company's web sight
134	power company
138	library
140	my son, he is very concerned about the environment
141	smart energy
146	I believe the state has some type of info
147	news papers
151	The paper. my bills
152	Wallingford Electricity Company
158	my electric co.
162	library public town hall
163	friend who runs inner city outings
164	electric and gas company
166	c span and radio
170	I wouldn't because I wouldn't participate
171	town hall
177	YANKEE GAS, LOCAL OIL COMPANY
178	phone book target the greenery
179	the state
180	tbcca
188	friend who does hydro power
190	oil company
192	library
193	southern CT gas The AbcD program
201	newspaper the news

204	Library. in for line
208	magazines, stores
209	BCO
213	papers news
235	church
236	inserts in electric bill
239	Energy Star program
241	NE utilities
245	Home Depot or improvement center
247	the access agency
252	the telephone book info line
254	the company that you pay you bill to
255	depending on what I was looking for whatever supplier that is carrying that
257	ask husband
261	state
265	town hall
269	the library the health an water commission
270	Calling dept of environ. protection in ct clean energy fund
274	speaking with a friend
276	when you do purchase something they usually have a list on the box
281	The learning in retirement.
282	The things that would be of use to me would be radical changes in energy use. I don't consider those programs
283	TV, work, radio magazines
290	electric company
294	Heating oil company. McCarthy. Maybe the library
296	the library
297	info line
298	MY WIFE
300	Networking. Electric company. Consignment shops.
304	conservation director in Greenwich
305	local utility
306	blue pages in the phone book
307	stating Conn. department of energy
309	smart energy store, oil company
311	to the state or city (thru online) also thru fed government
313	phone book
315	TV
317	# 211 info about all programs
318	state consumer company
319	elected officials
321	it should be delivered to me by media or energy company TV or radio newspapers
322	gas company water company, library blue pages
327	ct lighting- I don't remember the name of it- they swap out lamps for lamps that use incandescent lamps

328	call my daughter she knows
329	my neighbor he works for one and through my work and we do participate at work
330	one of the oil co. yellow pages
332	look in phonebook
336	state
338	yellow pages
346	my chamber of commerce or my social services dept or the utility company my nature center
348	town hall
349	people too busy- we need to be bombarded
351	Ct Natural Gas NE utilities.
352	I'd like to know more about the solar shingles for the roof
356	library,
358	paper
365	the library and the active group in my town
368	my son knows I'd have to ask him
376	town human service
384	the state
385	electric bill
394	consumer protection
395	articles
396	state rep.
400	newspaper
402	yellow pages
406	bozrah light and power
411	CT dept of energy- I'd Google CT Conservation, Stamford City Hall
415	electric bill
419	snow electric works
421	University of Connecticut has a place you can call.
426	phonebooks
430	town hall
434	info line, direct to where I want to be
439	town hall utility company
441	electric company

Q22
What was the message or what do you recall the ads saying?

ID	Comment
7	conserve and save
9	cant answer that I am half blind
13	It was in the newspaper if I can recall I saw it but I can't really think it was to cut costs or something like that and it had a number you can call; cost cutting ideas and numbers to contact either by internet or by phone.
16	public television I remember and I watch them
19	umm I believe it was in regards to lighting using the energy efficient bulbs
21	tips was a phone number more info
23	usually get a brochure to show how to preserve energy
25	I no if your talking about the right one
44	Just on some ways of saving electricity and ways to protect the ozone or save the ozone.
58	you can save advertising by going to this website, or commercials that say you can do specific things
59	buying florescent bulbs
66	bill inserts something about turning out lights and using hot water heaters
67	well u can turn around and get this and get that, and save a couple dollars
76	something about air conditioning conserving for peak times high demand times
83	You could choose what kind of electricity you could get, whether it was wind or other kinds... I never pay much attention
86	something about efficiency, saving money,
88	We've seen things on TV, in the paper. I basically talking about how to lower this and to lower that
89	Conserve electricity conserve energy.
93	different things you can do about being more efficient
114	no
116	letters from the electric company to help us learn how to be more efficient they will come to your house and do an inspection to make it better and we are doing that with them
120	that was the unplug the thingy that you aren't using
124	about the saving energy program
127	all I can recall is there are programs if you care to look for them
131	if you reduce your bill you save on your bill
141	get a free weatherization kit
146	Statements in a monthly utility bill they sent us like gas and light.
150	something to the effect of insulation your water heater
152	see the article about the electric efficiency
154	Hartford current.
158	Summertime about conserving energy ... it was radio.

160	news paper wrap services through access
161	one thing ct
162	Saying is aware of how much you are using and the effects that it will have on the whole system.
167	Commercials I stuff but I don't know exactly who they were on.
172	At one point we would get information as far as other places to get your energy from. Like a deregulation. there were a few other sources that you can get your energy
175	I'm sure it was a CT website that was advertising about the light bulbs and insulation and different rebates.
177	Was just basically, don't remember verbatim, reference in how to be more efficient.
180	remembers saying do laundry late at night
183	I believe it was on the radio and TV. I think it was about light bulbs.
187	How to, has little kids that say "thank you" about conserving energy and Governor Rell talks about conserving energy, turning off lights and about special light bulbs, stuff like that.
188	Through the electric company. They have a program for people who have advertise as far as different rates and things like that. If you can rate how much you are using during the day I if you use less than a certain amount they can prorate your electric bill.
192	info meeting if u wanted to learn more
193	Talking about conservation and using the special light bulbs... that it all makes a difference.
197	everybody should conserve
206	It was about the spiral bulbs.
225	a percentage program use less energy over the past year u get a rebate back
227	it said we have to save energy in order to save the environment
230	conserves energy in general, the governor promoting energy awareness
233	vie seen it but I don't pay much attention, those things are on TV every day
235	billboards to conserve use light bulbs
250	too plans choice of heating, oh I don't know
256	um something about saving on your electric bill
257	what you can do to save environment, recycling, Energy Star appliances
259	use energy more wisely and help refer people who can't afford their electric bills
263	I think it was about tips that people use to save energy. And also advertising about the Energy Star label.
264	most of them it was just save as far as I know... try to... conserve
273	was an article about a man that started it and passed away and had been a sponsor
277	The name I believe it was a radio message. Sponsor on public radio. The CT Energy efficiency foundation
289	I do remember them talking about taking steps but I recall the specific message
292	light bulbs
300	Well...They encourage you if you're not in a room turn off the light if your windows are old and poorly insulated....
306	just more or less to get involved do your part that type of things contact them to

	find out more
310	that you saw it in bills and news paper for someone to come to the home
317	it was a message in the papers about energy conservation
320	they talked about the light bulbs that I hate
324	I don't remember I remember it was on TV they had ad council at the end
325	basically about unplugging appliances when not in use and shutting off lights
328	that they could have energy people in their home to make their home more energy efficient
329	I do get mailings from CL&P no other ads
352	I saw some on TV- they were advertising about the gas in ct... I guess there are two places that are going to have ... the... [interviewer: ethanol?] ... Yeah.
353	that small changes can add up to big changes
354	more energy resources being explored
360	talking about different ways to save energy
372	It was geared toward conserving heat in the home and what steps you could use to conserve energy in the home.
376	the ad said we would help you reduce your electricity to a more efficient
400	it was ways to conserve
404	have more time playing with your kids, (running dishwashers and laundry) wait till 8
421	I've seen something on TV and in one of the papers. One of the things I remember in the paper was advertising solar heat and that you can save so much and it is so clean. Another was on fertilizers and not to buy so much.
425	It was almost like common sense. It was like "yeah, ok that uses a lot of energy."
427	to save electricity
434	people that came around to talk about it and a petition
435	if everybody does one thing we can make a difference
439	I saw some pamphlet about pouring water out of the faucet and showers turn your heat down use less higher setting for ac
441	that would be through my local newspaper- I don't remember the message

Q23
Where do you prefer to get information about energy conservation
or efficiency programs?
95 OTHER (SPECIFY)

ID	Comment
1	mail
6	anywhere I can get it
7	making purchases
9	state senator Edith Prague
13	mailings
14	anything written
15	president help alleviate the problem no leader ship at this time
21	mail
26	you
32	mail
34	mail
37	mail
38	mail
38	media
39	mail
41	the mail
42	by mail
43	mail
44	computer
52	mail magazines documentaries
53	mail
54	mail
55	IN PERSON ASSISTANCE
56	mail, TV
58	library
59	mail news TV
62	check with the town hall
65	Forbes
68	by mail
69	definitely sure it would not be CL&P
72	in the mail
74	magazines
83	mail
85	on the web
86	our town's clean energy force(Portland)
87	community action
88	Honest person who can give an honest answer. face to face
90	mail

92	I never specifically look
94	from the kids in the school
95	mail
98	library magazines
99	friends and family
115	anything but phone calls
116	wherever they come from
118	ct. government
120	word of mouth
123	mail
126	friends and social circles
127	pamphlets
132	library
141	mailing
144	one thing campaign
146	highway billboards
148	through the mail
151	through the town the condo assoc.
152	electric company
158	mail
162	have it somewhere so it could be read... newsletters mailings classes at high school for adult ed
170	mail
171	mail
177	BOOKS, MAGAZINES
180	tbcca
186	through the mail
188	word of mouth
193	Library City hall
208	magazines
209	BCO
229	mail
241	magazines
245	Home Depot or Lowe's says he just stumbles upon it when he's shopping takes out bills and throws the rest away
254	perhaps the electric company
261	state
262	Mailings. I would take a peek at: do they save us energy or are they just trying to sell us something?
269	The library the grocery store the bank.
270	library
276	magazines
281	public information announcement and separate mailings
282	I would prefer to see something on Public Television so I would know that it would be a quality program. I want details and for them to make their case

296	magazines
300	flyers in the mail, billboards
302	CL&P news letters
304	people that I know that are involved like the conservation director for Greenwich magazines from conservation orgs; Sierra Club, World Wild Life, Audubon Magazine
305	utility
308	word of mouth
311	NOT in my email or mail word of mouth
312	her son takes care of that
317	phone book
321	delivered by vendors
322	mail email magazines
327	mail
339	mail
346	mail and through a phone call but I don't want to be inundated with calls
347	mail I don't want to have to go anywhere to get it
349	mail
368	from the people that are offering the programs public TV
369	mail
372	magazines
374	mail
376	mail
378	mail
382	mail
391	mail
395	magazines
396	local coffee shop
397	water environment federation, national society of engineers,
403	mail
404	mail
405	telephone
406	town and magazines
416	literature
417	mail
419	mail
420	mail
423	mail
424	mail
426	school
430	mail
431	mail, flyer
434	word of mouth

F Comparative Results 2007 vs. 2005

Q01 - Some people feel conservation of electricity and energy efficiency is important while others do not. How important would you say saving energy is to you?

		2007	2005
q01	Very Important	85%	80%
	Somewhat Important	15%	19%
	Somewhat Unimportant	0%	1%
	Very Unimportant	0%	0%
	Total	100%	100%

Q02 - And, overall, would you say you are more aware, less aware, or as aware of electric energy conservation benefits and energy efficiency today as you were one year ago?

		2007	2005
q02	MORE AWARE	68%	53%
	LESS AWARE	3%	3%
	AS AWARE	29%	43%
	DK-REF	1%	0%
	Total	100%	100%

$OQ03 - Thinking for a moment about energy efficiency, please tell me what you believe to be the major benefits?

		2007	2005
$oq03	Cost, savings, less expensive bills	68%	67%
	Environmental benefits	37%	20%
	Conservation	29%	6%
	Global Warming	4%	4%
	Clean air and environment	0%	4%
	Saves energy	0%	4%
	Other	3%	0%
	NONE	1%	0%
	DK-REF	5%	0%
	Total	100%	100%

Q04 - Please tell me how aware you are of any energy efficiency programs, services, rebates, or products offered to or available to Connecticut residents?

		2007	2005
q04	Very aware	16%	9%
	Somewhat aware	52%	27%
	Somewhat unaware	16%	22%
	Not at all aware	15%	40%
	DK-REF	1%	1%
	Total	100%	100%

$OQ05 - Please tell me the names of any energy efficiency programs, services, rebates, or products that you are aware of?

	2007	2005
CL & P Programs	11%	9%
Energy Star, Energy Efficient products, appliances	27%	19%
Energy efficient fluorescent light bulbs	28%	6%
Rebate programs	11%	0%
Rebates on Appliances	0%	7%
Light bulb rebates	0%	5%
Solar energy, Solar panels	4%	0%
Windmills, Wind power	1%	0%
Tax Breaks, Incentives	10%	0%
Community Action Programs	2%	0%
Energy Efficient, Hybrid cars	2%	0%
UI, United Illuminating Programs, Audits	4%	0%
Low income energy assistance programs	3%	0%
Other	11%	0%
NONE	6%	0%
DK-REF	13%	0%
Total	100%	100%

Q05a - Based on all you know or have heard about energy efficiency programs, please rate the programs on the following characteristics: Saving Energy

	2007	2005
Positive Rating (rating of 1 – 4)	57%	65%
Positive Rating (rating of 1 – 4) without DK's	62%	76%

Q05b - Based on all you know or have heard about energy efficiency programs, please rate the programs on the following characteristics: Protecting the environment.

	2007	2005
Positive Rating (rating of 1 – 4)	57%	54%
Positive Rating (rating of 1 – 4) without DK's	60%	65%

Q05c - Based on all you know or have heard about energy efficiency programs, please rate the programs on the following characteristics: Saving money.

	2007	2005
Positive Rating (rating of 1 – 4)	61%	60%
Positive Rating (rating of 1 – 4) without DK's	64%	71%

$Q06 - And, as you may know, throughout the state there are a number of energy sponsors of efficiency programs. Please tell me any sponsors that you might be aware of?

	2007	2005
GOVERNMENT	2%	8%
CONNECTICUT LIGHT & POWER, CL&P	21%	38%
COMMUNITY BASED ORGANIZATIONS	4%	5%
STORES SUCH AS HOME DEPOT, LOWES	1%	3%
ENVIRONMENT AND CONSERVATION ORGANIZATIONS	1%	0%
UNITED ILLUMINATING, UI	6%	22%
CONNECTICUT ENERGY EFFICIENCY FUND, CEEF	< 1%	0%
GAS COMPANIES	2%	10%
NE Utilities	2%	0%
Electric Companies, non-specific	2%	0%
OTHER	9%	0%
NONE	36%	15%
DK-REF	25%	15%
Total	100%	100%

Q07 - Have you participated in any electric energy efficiency programs?

	2007	2005
YES	32%	
NO	65%	
DK-REF	3%	
Total	100%	

$OQ08 - Which electric energy efficiency programs have you participated in?

	2007	2005
Light bulb programs	15%	
Rebate, Incentive programs	13%	
Energy Star, Energy Efficient programs	14%	
Community Action programs	3%	
CL & P programs	15%	
UI programs	6%	
Conserving in general	10%	
Other	26%	
NONE	2%	
DK-REF	5%	
Total	100%	

$Q09 - Are you familiar with any of the following statewide conservation and efficiency resources?

	2007	2005
Connecticut Energy Efficiency Fund conservation campaign	17%	
One Thing CT	6%	
CT Energy Info	16%	
Any others	6%	
NONE	65%	
DK-REF	6%	
Total	100%	

Q10 - Are you familiar with the ENERGY STAR Label?

	2007	2005
YES	76%	
NO	24%	
DK-REF	1%	
Total	100%	

$OQ11 - What does the Energy Star Label mean to you when you see it?

	2007	2005
Energy efficient product, appliance	50%	
Cost savings	25%	
Saves, conserves, uses less energy, electricity	45%	
Tax savings	1%	
Rebates	3%	
Other	3%	
NOTHING	1%	
DK-REF	2%	
Total	100%	

Q12 - Within the last two years, have you purchased any household appliances that had the Energy Star Label on the appliance?

	2007	2005
YES	51%	
NO	42%	
DK-REF	8%	
Total	100%	

Q13 - How many compact fluorescent light bulbs do you have installed in your home?

	2007	2005
None	18%	
1 to 5	34%	
6 to 10	19%	
11 to 15	13%	
16 to 20	9%	
21 to 25	4%	
26 to 30	2%	
More than 30	3%	
DK-REF	1%	
Total	100%	

Q14 - Now, please think for a moment about your activities over the years related to energy efficiency. How strongly do you believe there are things you and others in your -household can do, or steps you can take to use energy more efficiently?

	2007	2005
Very strongly	50%	55%
Somewhat strongly	41%	40%
Not very strongly	7%	3%
Not at all strongly	2%	2%
DK-REF	1%	1%
Total	100%	100%

Q15 - Would you say your concern over energy issues throughout Connecticut has increased, decreased, or remained the same over the past year?

	2007	2005
INCREASE	71%	
DECREASED	1%	
REMAINED THE SAME	27%	
DK-REF	2%	
Total	100%	

Q15a - Are you a member of any conservation or environmental group or organization?

	2007	2005
YES	10%	8%
NO	89%	92%
DK-REF	1%	0%
Total	100%	100%

Q15b - Are you a contributor to any conservation or environmental group or organization?

	2007	2005
YES	20%	17%
NO	79%	83%
DK-REF	2%	0%
Total	100%	100%

Q15c - Are you a volunteer for a conservation or environmental group or organization?

	2007	2005
YES	5%	6%
NO	95%	94%
DK-REF	0%	0%
Total	100%	100%

Q16 - Overall, would you say there are more, less, or about the same number of energy efficiency programs available to residents today than there were one year ago?

	2007	2005
MORE	40%	
LESS	2%	
THE SAME	25%	
DK-REF	33%	
Total	100%	

Q17 - How interested would you say you are in learning more about energy efficiency programs?

	2007	2005
Very interested	40%	33%
Somewhat interested	47%	53%
Somewhat uninterested	5%	3%
Not at all interested	8%	9%
DK-REF	1%	0%
Total	100%	100%

$Q18 - Please tell me why not (Why you are not interested in learning more about energy efficiency programs).

	2007	2005
DO NOT USE MUCH ENERGY	4%	6%
NO TIME	29%	49%
DO NOT SEE ANY SAVINGS	2%	4%
NO INTEREST	10%	26%
DO NOT TRUST SPONSORS	4%	0%
DO WHAT I CAN ALREADY	21%	0%
ALREADY KNOW ENOUGH, NO NEED	21%	0%
OTHER	19%	2%
NONE	2%	0%
DK-REF	6%	0%
Unaware	0%	9%
Participation Cost too great	0%	4%
Total	100%	100%

Q19 - If you wanted to participate in an energy efficiency program, would you know where to go or who to call?

	2007	2005
YES	50%	
NO	48%	
DK-REF	2%	
Total	100%	

$Q20 - Where might you think to go or who might you call to get information or participate in an energy efficiency program?

	2007	2005
GOVERNMENT AGENCY	16%	17%
CONNECTICUT LIGHT & POWER, CL&P	32%	36%
COMMUNITY BASED ORGANIZATIONS	4%	6%
STORES SUCH AS HOME DEPOT	1%	0%
ENVIRONMENT AND CONSERVATION ORGANIZATIONS	3%	5%
UNITED ILLUMINATING, UI	5%	15%
ONLINE, INTERNET	36%	17%
Friends, Family	3%	0%
Library	4%	0%
Phone book, yellow pages	3%	0%
Utilities Co, Non-specific	8%	0%
TV, Radio, Newspaper	4%	0%
Info line, 211	2%	0%
OTHER	5%	0%
NO ONE, NO PLACE	3%	3%
DK-REF	18%	9%
Total	100%	100%

Q21 - Have you read, heard, or seen any advertising sponsored by the Connecticut Energy Efficiency Fund informing residents about energy conservation and efficiency programs?

	2007	2005
YES	33%	3%
NO	57%	92%
DK-REF	10%	0%
Total	100%	100%

$OQ22 - What was the message or what do you recall the ads saying (advertising sponsored by the Connecticut Energy Efficiency Fund)?

	2007	2005
Info, Tips on conserving energy	28%	0%
Use of light bulbs	6%	18%
Waiting until evening, Avoid use at peak times	2%	9%
Rebates	2%	0%
Unplugging when not in use	2%	0%
Shutting off lights	4%	0%
Energy Star	2%	9%
Cost savings	5%	0%
Water heater wraps	2%	0%
Other	16%	0%
NOTHING	9%	55%
DK-REF	30%	0%
Total	100%	100%

$Q23 - Where do you prefer to get information about energy conservation or efficiency programs?

	2007	2005
BILL INSERTS	15%	21%
BROCHURES	6%	13%
COMMUNITY ORGANIZATIONS	1%	
CONNECTICUT LIGHT & POWER, CL&P	7%	13%
ENVIRONMENTAL & CONSERVATION ORGANIZATIONS	< 1%	0%
GOVERNMENT AGENCIES	3%	
NEWSPAPER ADS	19%	15%
NEWSPAPER STORIES	22%	15%
ONLINE, INTERNET	37%	21%
RADIO ADS	7%	0%
RADIO NEWS	8%	0%
TV ADS	14%	19%
TV NEWS	18%	0%
UNITED ILLUMINATING, UI	1%	0%
Library	2%	0%
Magazines	3%	0%
Mail	14%	9%
Word of mouth, Friends, Family	3%	0%
OTHER	4%	0%
NO PLACE, NO PREFERENCE	4%	0%
DK-REF	8%	0%
Total	100%	100%

Q24 - Which of the following categories best reflects your age?

	2007	2005
18 to less than 24	1%	2%
25 to less than 34	10%	6%
35 to less than 44	18%	15%
45 to less than 54	30%	25%
55 to less than 64	19%	20%
65 or older	20%	30%
DK-REF	2%	2%
Total	100%	100%

Q25 - What is your highest grade of school completed?

	2007	2005
Eighth grade or less	1%	0%
Some high school	3%	4%
High school graduate or GED	22%	24%
Some technical school	1%	0%
Technical school graduate	1%	1%
Some college	18%	17%
College graduate	31%	31%
Post-graduate or professional degree	21%	17%
DK-REF	2%	6%
Total	100%	100%

Q26 - Which of the following categories best describes your total family income before taxes in Calendar Year 2006?

	2007	2005
Under $9,999	4%	2%
$10,000 to less than $25,000	5%	7%
$25,000 to less than $40,000	7%	9%
$40,000 to less than $50,000	8%	6%
$50,000 to less than $60,000	7%	7%
$60,000 to less than 75,000	8%	5%
$75,000 or more	36%	19%
DK-REF	26%	46%
Total	100%	100%

SEX - Gender

	2007	2005
Female	63%	63%
Male	37%	37%
Total	100%	100%

Area of the State

	2007	2005
SW CT Region	49%	
Rest of State	52%	
Total	100%	

Appendix B

Energy Efficiency Awareness Survey for
Connecticut Business Sector

November 2007

Energy Efficiency Awareness Survey for Connecticut Business Sector - November 2007

Vital stats: 322 responses

Awareness of Energy Efficiency in General

1. Are you a key decision-maker for purchases of energy-using equipment for your business or organization?

Yes	92%
No	8%

2. Which electric utility provides electricity to your facilities in Connecticut? (Check all that apply)

Connecticut Light and Power (CL&P)	71%
United Illuminating	23%
A municipal utility	5%
Other	6%

3. How important would you say saving energy is to your business?

Very Important	68%
Somewhat Important	27%
Don't Know/Unsure	1%
Somewhat Unimportant	3%
Not at all Important	1%

4. How aware are you of electric energy conservation benefits and energy efficiency today as compared to one year ago?

More aware	63%
Less aware	11%
As aware	27%

5. How aware are you of any energy efficiency programs, services, rebates, or products offered or available to Connecticut businesses? Would you say…

Very Aware	18%
Somewhat Aware	39%
Don't Know/Unsure	15%
Somewhat Unaware	12%
Not at all Aware	16%

6. List any energy efficiency programs, services, rebates, or products that your business is aware of. (Open-ended)

See Worksheet "Q6"

7. On a scale of 1 to 10, with 1=Very Poor and 10=Very Good, how would you rate energy efficiency programs, services, rebates, or products offered to or available to Connecticut businesses in terms of the following characteristics:

	Very Poor 1	2	3	4	5	6	7	8	9	Very Good 10
Saving energy	8%	8%	7%	11%	23%	9%	14%	10%	4%	6%
Protecting the environment	9%	6%	9%	11%	29%	11%	12%	4%	4%	5%
Saving money	14%	8%	12%	7%	23%	9%	10%	9%	2%	6%

8. Throughout the state there are a number of energy sponsors of efficiency programs. Please indicate any sponsors that you might be aware of. (Check all that apply)

Government	22%
Connecticut Light and Power (CL&P)	61%
Community-based Organizations	6%
Stores such as Home Depot/Lowes	22%
Environment and conservation programs	7%
Connecticut Energy Efficiency Fund (CEEF)	20%
Gas Companies	14%
Other	9%

9. Has your business participated in any electric energy efficiency programs?

Yes (continue to 9A)	50%
No (continue to 10)	46%
Don't know (continue to 10)	4%

9A. Which electric energy efficiency programs have you participated in? (Open-ended)

See Worksheet "Q9A"

10. Are you familiar with any of the following statewide conservation and efficiency resources? (Check all that apply)

Connecticut Energy Efficiency Fund conservation campaign	27%
OneThingCT	2%
CTEnergyInfo	7%
Other	2%

11. How strongly do you believe there are things your business or organization can do, or steps your business can take, to use energy more efficiently?

Very Strongly	32%
Somewhat Strongly	39%
Don't Know/Unsure	22%
Not Very Strongly	6%
Not at all Strongly	2%

Program Participation/Barriers to Participation

12. Compared to a year ago, what would you say about the number of energy efficiency programs available to Connecticut businesses?

There are more	14%
There are fewer	2%
There are about the same number	24%
Don't Know/Unsure	60%

13. How interested would you say your business is in learning more about energy efficiency programs? Would you say…

Very Interested (continue to 14)	56%
Somewhat Interested (continue to 14)	36%
Don't Know/Unsure (continue to 14)	4%
Somewhat Uninterested (continue to 13A)	3%
Not at all interested (continue to 13A)	1%

13A. Why not? (check all that apply)

Don't use much energy	20%
No time	0%
Don't see any savings	0%
No interest	0%
Participation costs too great	0%
Unaware	20%
Don't trust sponsors	20%
Other	40%

14. If your business wanted to participate in an energy efficiency program, would you know where to go or who to call?

Yes	27%
No	46%
Don't Know/Unsure	28%

15. Where might you think to go or who might you call to get information or participate in an energy efficiency program? (Check all that apply)

Government Agency	30%
Connecticut Light and Power (CL&P)	68%
Community-based Organizations	8%
Stores such as Home Depot	7%
Envrionment and conservation organizations	9%
United Illuminating	25%
Online/Internet	21%
Senior Organizations	1%
Connecticut Energy Efficiency Fund (CEEF)	23%
Other	11%

CEEF Advertising Awareness

16. Have you read, heard, or seen any advertising sponsored by the Connecticut Energy Efficiency Fund informing residents and business organizations about energy conservation and efficiency programs?

Yes (continue to 16A)	19%
No (continue to 17)	64%
Don't Know (continue to 17)	17%

16A. What was the message or what do you recall the ads saying? (Open-ended)

Cannot recall	32%
Special rates/rebates for businesses	16%
Use energy efficient bulbs	16%
Generally encouraged energy conservation	16%
Spread awareness of green options	11%
Message applied to residential only	11%

Sources For Information

17. Where does your business or organization prefer to get information about energy conservation or efficiency programs? (Check all that apply)

TV ads	11%
Radio ads	10%
Newspaper ads	18%
TV news	13%
Radio news	8%
Newspaper stories	23%
Government Agencies	21%
United Illuminating (UI)	21%
Connecticut Light & Power (CL&P)	53%
Brochures	36%
Community Organizations	6%
Envrionmental & Conservation Organizations	17%
Online/Internet	39%
Bill Inserts	23%
Other	8%

18. Do you have any recommendations on new or expanded energy efficiency programs or services that you would like to see offered by State government or utilities in Connecticut? (Open-ended)

No	23%
Alternative energy sources	15%
Services targeted to small businesses	11%
Greater support for a wider variety of energy conservation methods	11%
Reduce costs	11%
Tax incentives to encourage conservation	8%
Control rates	6%
Offer free/low-cost energy audits	6%
Other	9%

Sources For Information

19. Which best describes your company?

Manufacturing	37%
Construction	4%
Retail	8%
Insurance/Finance	5%
Professional Services	24%
Wholesale Distribution	4%
Hospitality and Tourism	2%
Other	16%

20. How many employees are currently employed by your company?

Fewer than 9	30%
10 to 49	49%
50 to 249	15%
250 to 499	2%
500 or more	4%

21. In which county is your company located?

Fairfield	27%
Hartford	32%
Litchfield	8%
Middlesex	6%
New Haven	20%
New London	3%
Tolland	3%
Windham	2%