

2007
ENERGY CONSERVATION
STUDY

Conducted on behalf of



July 2007

STATEMENT OF CONFIDENTIALITY AND OWNERSHIP

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Moreover, no information regarding these findings will be released without the express written consent of an authorized representative of Belmont Municipal Light Department.

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1 INTRODUCTION

The Center for Research & Public Policy (CRPP) is pleased to present the results to a *2007 Energy Conservation Study* designed to assist Belmont Municipal Light Department (BMLD) in understanding the levels of interest among customers in its service area.

The study included a telephone survey among customers who live in Belmont, Massachusetts. This report summarizes statistics collected from a telephone survey administered during June 13 - 19, 2007.

Belmont Municipal Light Department commissioned this study to independently and objectively collect views on service provided to customers by BMLD and also to measure awareness on a number of key issues.

Areas for investigation within this report include:

- Collecting levels of awareness on energy efficiency and conservation;
- Perceptions of importance of energy efficiency efforts;
- Awareness and availability of energy efficiency programming;
- Interest and likelihood of participating in energy efficiency programming;
- Determining current and future conservation actions among customers;
- Collecting decision making criteria; and
- Demographics.

Section II of this report discusses the methodology used in the study while Section III includes highlights based on an analysis of the findings. Section IV is a summary of findings while Section V is an appendix containing the survey instrument and composite aggregate data.

METHODOLOGY

Using a quantitative research design, CRPP completed 400 interviews with Belmont Municipal Light Department customers.

The interviews were conducted June 13 – 19, 2007 among Belmont Municipal Light Department customers.

The telephone sample was generated by CRPP staff. After providing sample frames, CRPP created an nth name stratified sample to ensure randomness.

Training of the researchers and a pre-test both occurred during the first night of fielding, which took place on June 13, 2007.

All telephone interviews were conducted from CRPP headquarters located in Trumbull, Connecticut. Research was conducted primarily during the hours of 5:00 p.m. and 9:00 p.m. weekdays.

CRPP researchers and senior staff completed all facets of this *Energy Conservation Study*. These aspects included: survey design, sample stratification, pre-test, fielding, editing, coding, computer programming, analysis and report preparation.

Statistically, a sample of 400 completed telephone interviews represents an accuracy level of +/-5.0% at the midpoint of a 95% confidence level.

In theory, a sample survey of Belmont Municipal Light Department customers would differ no more than +/-5.0% than if all customers were contacted and included in the survey.

That is, if random probability sampling procedures were reiterated over and over again, sample results may be expected to approximate larger population values within +/-5.0%.

HIGHLIGHTS

ON COMPANY RATINGS...

- When asked, the large majority of respondents, 87.3%, suggested BMLD is either “very concerned” (58.5%) or “somewhat concerned” (28.8%) with the service it provides during interactions with customers.
- Impressively, the clear majority of all residential respondents surveyed, 94.3%, reported having either a “very favorable” (58.8%) or “somewhat favorable” (35.5%) impression of BMLD as a company.
- Similarly, the clear majority of respondents surveyed, 94.5%, described their relationship with BMLD as “an advocate” (7.5%), “loyal customer” (20.0%) or a “satisfied customer” (67.0%).

ON COSTS...

- While one-quarter of all respondents, 26.3%, believe the prices they pay to BMLD for electric service are “lower than surrounding towns,” more than two-fifths of all respondents, 42.0%, reported being “unsure” of how BMLD’s prices compare with surrounding towns.
- Importantly, more than two-thirds of all customers surveyed, 70.5%, either “strongly agree” (34.5%) or “somewhat agree” (36.0%) that BMLD is doing all it can to keep rates low.
- When comparing other products and services purchased, the majority of those surveyed, 80.1%, agree the “price for value” with electricity today is either “very reasonable” (23.3%) or “somewhat reasonable” (56.8%).
- More than two-thirds of all respondents, 70.5%, agree “oil and natural gas prices are the largest contributors to rising electric prices.”

ON SERVICES...

- When asked, more than two-fifths of all residential respondents, 42.0%, believe BMLD should offer a number of energy related products and services in addition to providing electrical service. A similar number, 45.0%, believe BMLD should only offer electrical service to its customers and 13.0% are “unsure” of the focus BMLD should take with regard to offering just electricity or offering electricity and energy related products and services to its customers.

ON AWARENESS/IMPORTANCE OF ENERGY CONSERVATION...

- When asked, the clear majority of respondents, 98.0%, reported conservation of electricity and energy efficiency is either “very important” (75.0%) or “somewhat important” (23.0%).
- In addition, 58.8% of all respondents surveyed suggested they are “more aware” of electric energy conservation benefits and energy efficiency compared to their awareness level one year ago.

ON HISTORY/LIFESTYLE...

- Impressively, the large majority of respondents, 87.5%, reported to agree either “very strongly” (53.5%) or “somewhat strongly” (34.0%) that there are things they can do in their own household to use energy more efficiently.

ON THE MARKET/BARRIERS TO PARTICIPATION...

- More than three-quarters of all respondents, 78.3%, reported being either “very interested” (34.8%) or “somewhat interested” (43.5%) in learning more about energy efficiency programs.
- In declining order, the following barriers to learning more about energy efficiency programs were reported by respondents: “no specific reason/no interest” (40.0%), “don’t use much energy” (18.7%), “no time to research” (17.3%), “don’t trust sponsors” (10.7%), “unaware of program specifics” (8.0%) and “don’t see any savings” (4.0%).
- After being read a brief program description, more than two-thirds of all respondents, 68.5%, agreed it is either “very important” (37.5%) or “somewhat important” (31.0%) for BMLD to offer “Real Time Pricing” to its customers.
- Additionally, more than half of all respondents, 56.8%, reported to be either “very likely” (26.8%) or “somewhat likely” (30.0%) to take advantage of “Real Time or Variable Pricing” if offered by BMLD.
- Among those respondents (42.5% or 170 respondents) reporting a potential likelihood to investigate solar panel technology for their home, two-fifths, 39.4% (or 67 respondents) reported to researchers they would be either “very likely” (13.5%) or “somewhat likely” (25.9%) to make the estimated investment of \$12,000 to implement solar panel technology at their home if it could ultimately lower their monthly electric bill by up to 33 percent.
- Finally, nearly two-thirds of all respondents surveyed, 62.0%, reported to either “strongly support” (32.7%) or “somewhat support” (29.3%) a decision by BMLD to build wind power structures that could be as tall as 300-400 feet in height.

4 SUMMARY OF FINDINGS

Readers are reminded that this section summarizes the statistics collected from a random sample of Belmont residents. All respondents interviewed reported to researchers that they were at least eighteen years of age, one of the heads of the household and currently a customer of and receive a regular monthly electric bill from **Belmont Municipal Light Department**.

THE COMPANY

Initially, all respondents were asked how concerned they believe **BMLD** is about satisfying customers with the service it provides during interactions with them.

As presented in the table below, the majority of respondents, 87.3%, reported **BMLD** is either “very concerned” (58.5%) or “somewhat concerned” (28.8%) with the service it provides during interactions with customers.

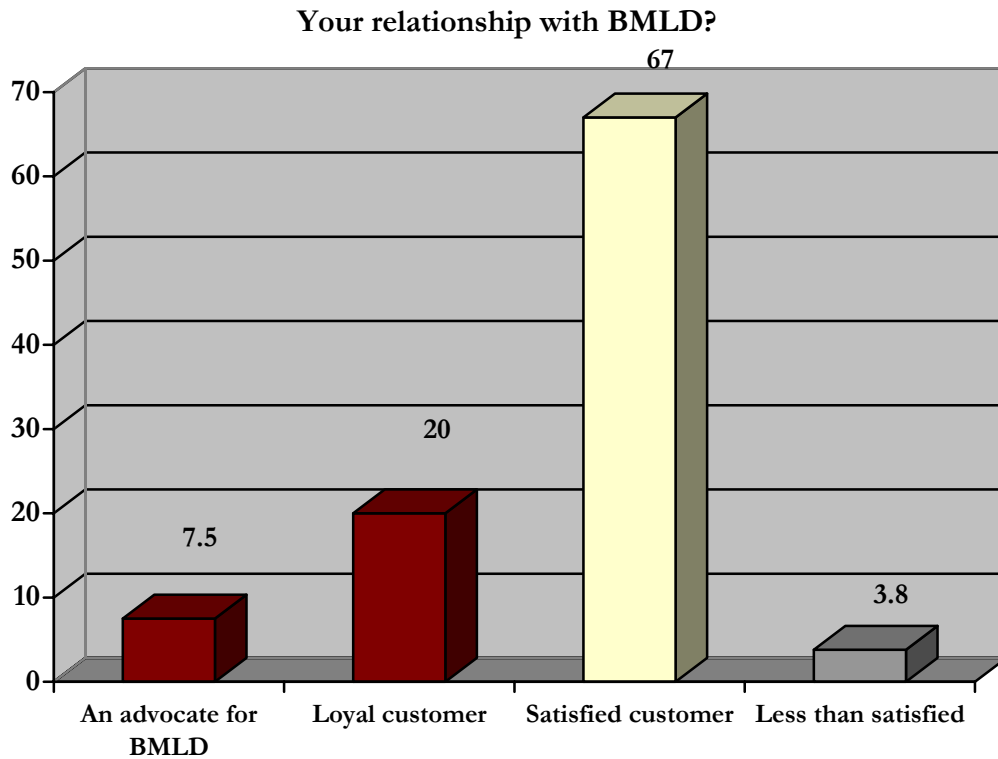
<i>How concerned is BMLD about satisfying customers with its service?</i>	<i>2007 N=400</i>
Very concerned	58.5%
Somewhat concerned	28.8
Somewhat unconcerned	1.8
Not at all concerned	1.0
Don't know/unsure	10.0
Total concerned	87.3
Total unconcerned	2.8

All respondents were asked to describe their overall impression of **BMLD** as a company.

As presented in the table below, the large majority of respondents, 94.3%, reported having either a “very favorable” (58.8%) or “somewhat favorable” (35.5%) impression of **BMLD** as a company.

<i>Overall impression of BMLD as a company?</i>	<i>2007 N=400</i>
Very favorable	58.8%
Somewhat favorable	35.5
Somewhat unfavorable	2.5
Very unfavorable	0.5
Don't know/unsure	2.8
Total favorable	94.3
Total unfavorable	3.0

All respondents were asked to describe their relationship with **Belmont Municipal Light Department**. The chart below presents the results as collected.



In an effort to understand how often **BMLD** is meeting customer expectations, all respondents were asked if **BMLD** meets their expectations all the time, most of the time, some of the time or not at all.

As presented below, a majority of customer surveyed, 92.8%, reported **BMLD** is meeting their expectations either “all of the time” (49.8%) or “most of the time” (43.0%).

<i>How often does BMLD meet your expectations?</i>	<i>2007 N=400</i>
All of the time	49.8%
Most of the time	43.0
Some of the time	5.5
Not at all	0.8
Don't know/unsure	1.0

COSTS

Next, **BMLD** officials wanted to determine the importance of rates as compared to service among their customers. Those surveyed were asked, from a series of statements, which best describes the way they feel about the importance of services and rates.

The results below are presented for 2007.

<i>Statements</i>	<i>2007 N=400</i>
Service is significantly more important than rates	19.8%
Service is only somewhat more important than rates	31.0
Rates are significantly more important than service	16.5
Rates are only somewhat more important than service	13.8
Don't know/unsure	19.0

Belmont Municipal Light Department customers were read the following: *“Now, please think for a moment about the prices that you currently pay for electric service. Would you say the prices you pay to Belmont are higher than surrounding towns, lower than surrounding towns or about the same as surrounding towns?”*

The results are listed in the table below for 2007.

<i>BMLD prices higher or lower than surrounding towns?</i>	<i>2007 N=400</i>
Lower than surrounding towns	26.3%
About the same	23.5
Higher than surrounding towns	8.3
Don't know/unsure	42.0

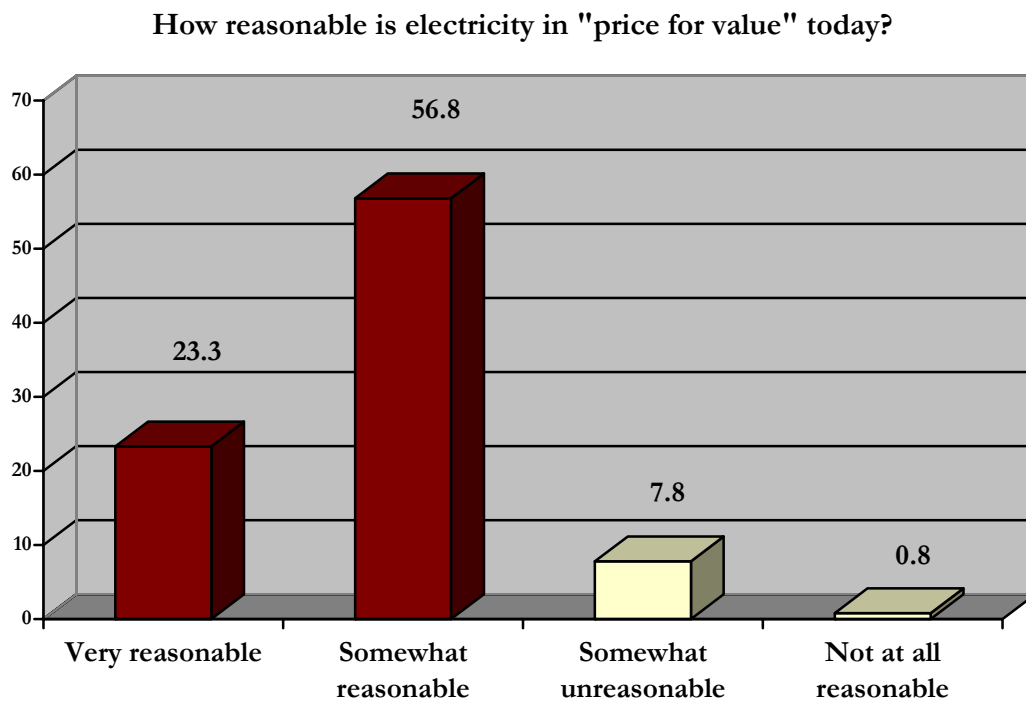
All respondents were asked if they strongly agree, somewhat agree, somewhat disagree or strongly disagree that “Belmont Municipal Light Department is doing all it can to keep rates low?”

The table located below presents the results as collected.

<i>BMLD is doing all it can to keep rates low?</i>	<i>2007 N=400</i>
Strongly agree	34.5%
Somewhat agree	36.0
Somewhat disagree	4.3
Strongly disagree	5.3
Don't know/unsure	20.0
<i>Total agree</i>	<i>70.5</i>
<i>Total disagree</i>	<i>9.6</i>

Researchers read all respondents the following question: “Generally speaking, and compared to other products and services you purchase, how reasonable in “price for value” would you say electricity is today?”

The chart below also presents results collected in 2007.



Researchers read a list of statements and asked each respondent, after hearing the statements, if they strongly agreed, somewhat agreed, somewhat disagreed or strongly disagreed with the statement as it was read.

The second column in the table below presents the cumulative totals for those providing a “strongly agree” or “somewhat agree” response, while the final column presents the cumulative totals for those providing a “somewhat disagree” or “strongly disagree” response.

<i>Statements</i>	<i>Strongly & somewhat agree</i>	<i>Somewhat & strongly disagree</i>
Oil and natural gas prices are the largest contributors to rising electric prices.	70.5%	7.3
Electric utility efforts to increase profits are the single largest contributor to rising electric prices.	37.0	35.8
When BMLD needs more income to meet rising operating costs, they can raise rates <u>without</u> government regulator permission.	21.5	44.1
When BMLD needs more income to meet rising operating costs, they must have a detailed case approved by government regulators.	52.8	13.1

SERVICES

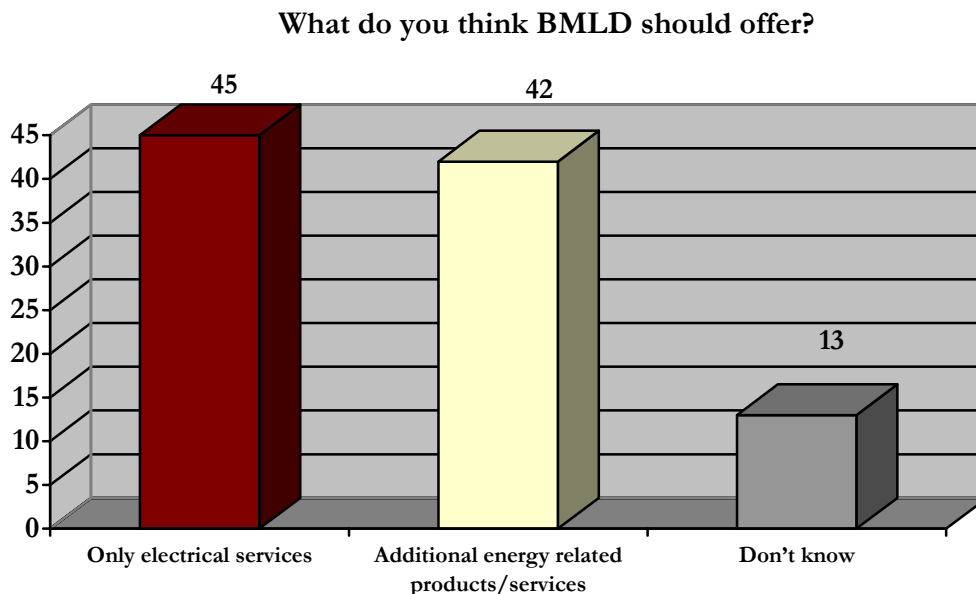
Researchers read a list of statements and asked each respondent to select the statement which would best reflect the most important action that **BMLD** could take on their behalf.

In declining order by importance, each statement along with frequency of mention is presented in the table below.

<i>What is the most important action BMLD could take on your behalf?</i>	<i>2007 N=400</i>
Obtain power at the lowest possible cost	42.3%
Maintain system reliability equal to or better than I currently enjoy	15.5
Provide a comprehensive program of energy conservation products and services	12.3
Incorporate more renewable energy sources such as solar panels and wind turbines into the utility's portfolio	12.0
Don't know/unsure	10.3
Actively work to build new power plants to help meet energy needs and control power costs	4.8
Provide an expanded list of renewable energy providers from which I may purchase my electricity	3.0

Researchers read all respondents the following: *“Some BMLD customers feel that Belmont Municipal Light Department should deal only in providing electrical service and should not offer other services to customers, while other BMLD customers feel that Belmont should offer a number of energy related products and services in addition to providing electrical service. Which feeling most resembles what you feel BMLD should offer?”*

Detailed findings may be found in the chart located below.



AWARENESS/IMPORTANCE OF ENERGY CONSERVATION

All respondents were asked to indicate how important they feel conservation of electricity and energy efficiency is to them.

As presented below, the clear majority of respondents, 98.0%, reported conservation of electricity and energy efficiency is either “very important” (75.0%) or “somewhat important” (23.0%).

<i>How important is energy conservation to you?</i>	<i>2007 N=400</i>
Very important	75.0%
Somewhat important	23.0
Somewhat unimportant	1.3
Not at all important	0.3
Don't know/unsure	0.5
<i>Total important</i>	<i>98.0</i>
<i>Total unimportant</i>	<i>1.6</i>

Respondents were all asked the following: “*And overall, would you say you are more aware, less aware or as aware of electric energy conservation benefits and energy efficiency as you were one year ago?*”

<i>Compared to one year ago, how aware are you of energy conservation benefits and energy efficiency?</i>	<i>2007 N=400</i>
More aware	58.8%
Less aware	2.5
As aware	36.0
Don't know/unsure	2.8

Respondents were also asked, in their opinion, who they would say is most responsible for energy conservation efforts in general.

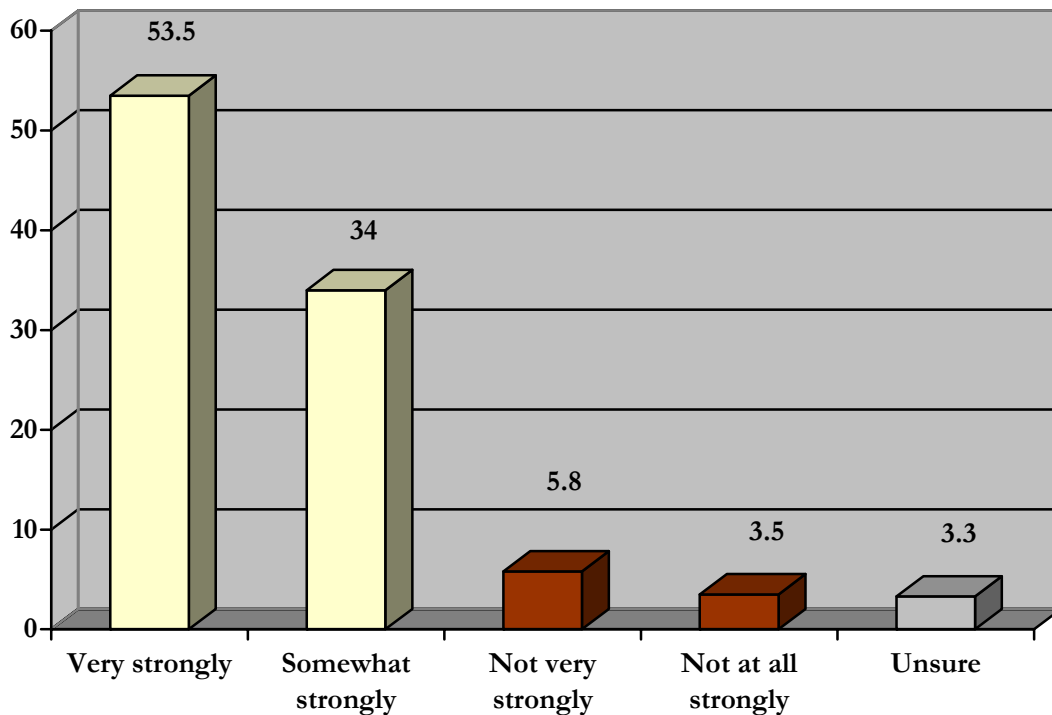
<i>Who is most responsible for energy conservation efforts in general?</i>	<i>2007 N=400</i>
All of the above are equally responsible	65.8%
You, the individual	22.8
Your electric utility	5.0
The Government	3.5
Don't know/unsure/have not thought about it	3.0

HISTORY/LIFESTYLE

As presented in the chart below, the large majority of respondents, 87.5%, reported to agree either “very strongly” (53.5%) or “somewhat strongly” (34.0%) that there are things they can do in their own household to use energy more efficiently.

Additionally, some suggested “not very strongly” (5.8%) or “not at all strongly” (3.5%).

Believe there are things you can do to use energy more efficiently



Over half of all respondents, 52.8%, indicated their concern over energy issues has increased while 0.3% said their concern has decreased over the past year. Others reported their concern had “remained constant” (34.8%) or they were “unsure” (12.3%).

Next, all respondents were read a list of statements and asked to tell researchers which they **currently do**, which they **do not do but are willing to**, and which of the following **they are not willing to do** in an effort to potentially save their household money each month off of the electricity bill.

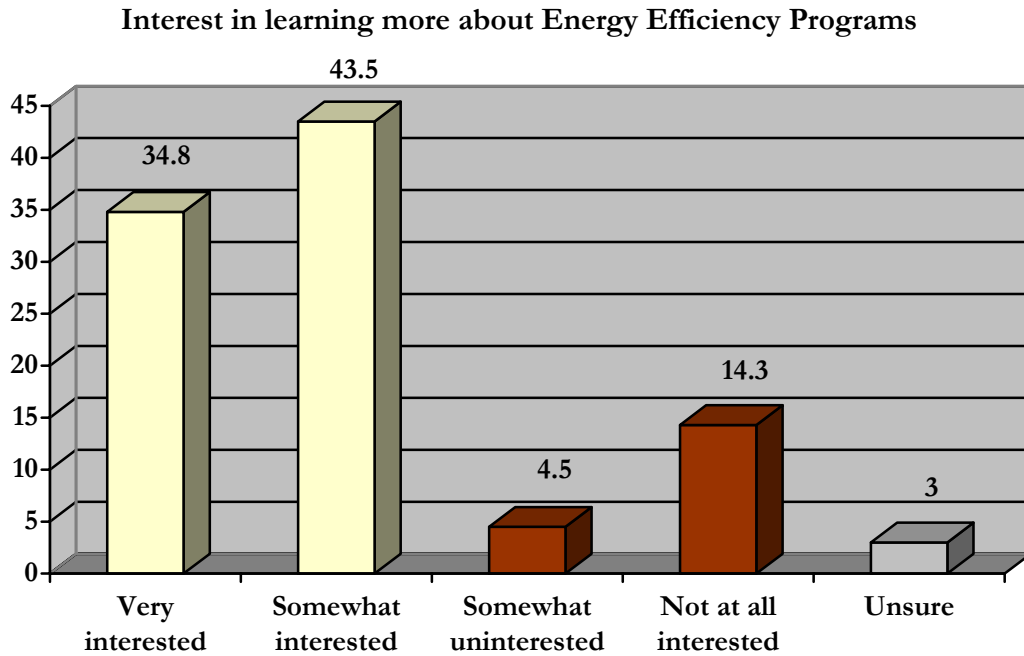
The table below presents the results as collected.

Air Conditioning	Currently Do	Willing to Do	Unwilling to Do	NA
Use air conditioner only when its more than 78 degrees indoors	60.0%	21.3	5.8	13.0
Change air conditioner filters monthly	24.5	39.3	15.0	21.3
For air conditioning, use programmable thermostats to control temperature and automatically turn temperature up during the day and/or when no one is at home	35.8	28.0	9.8	26.5
Home Heating	Currently Do	Willing to Do	Unwilling to Do	NA
Leave thermostat at 68 degrees	74.3	12.8	11.0	2.0
Avoid use of electric space heaters especially during the day	49.5	17.8	6.8	26.0
For heating, use programmable thermostats to control temperature and automatically turn temperature down during the day and/or when no one is at home	53.3	27.8	11.8	7.3
Water Heating	Currently Do	Willing to Do	Unwilling to Do	NA
Insulate hot water tank and pipes with tank and pipe wraps if necessary	50.8	28.0	6.0	15.3
Use low-flow showerheads and faucet aerators	52.8	26.8	10.0	10.5
Wash clothes in cold water	50.8	22.0	17.8	9.5
Pools and Spas	Currently Do	Willing to Do	Unwilling to Do	NA
Install timers to control pumps and heaters and set timers to operate only at night and weekends	2.5	5.5	3.0	89.0
Run pumps only as long as needed to keep pool clean	4.0	4.3	2.3	89.5
Use covers to help reduce heat loss and cleaning requirements	3.8	4.8	3.5	88.0

THE MARKET/BARRIERS TO PARTICIPATION

Nearly half of all respondents, 44.0%, suggested that there were more energy efficiency programs available to residents today than there were one year ago. Another 4.0% said there were fewer while 31.5% said the number was the same as a year ago. Many, 20.5%, were unsure.

As presented in the chart below, a large percent of respondents, 78.3%, reported to be either “very interested” (34.8%) or “somewhat interested” (43.5%) in learning more about energy efficiency programs.



Researchers asked uninterested respondents for the reasons they may not be interested. The following table presents the reasons collected and the associated percent.

<i>Why are you not interested in learning more about energy efficiency programs?</i>	<i>2007 N=75</i>
No specific reason/just not interested	40.0%
Don't use much energy	18.7
No time to research	17.3
Don't trust sponsors	10.7
Unaware of program specifics	8.0
Don't see any savings	4.0
Other	1.3

In an open-ended format question, all respondents were asked by researchers to report any conservation efforts they take to reduce their monthly electric bill.

The table below presents a detailed list of efforts along with the frequency of mention for each. Readers should note multiple responses were accepted from respondents.

<i>What conservation efforts do you take to reduce your monthly electric bill?</i>	<i>2007</i>
Turn lights off	52.3%
Purchase/use energy efficient light bulbs	26.3
Unplug appliances when not in use	14.0
Keep heat at 68 degrees	9.5
None/nothing	8.5
Use programmable thermostats	6.3
Purchase/use energy efficient appliances	5.8
Don't use air conditioning	5.0
Run appliances at night or during off-peak hours	3.8
Better insulation in home/around pipes	2.3
Don't use clothes dryer/hang clothes outside	2.0
Reduce use of everything/use less electricity	2.0
Wash clothes with cold water	2.0
Don't know/unsure	1.3
Close doors and windows	1.0
Wash clothes less	0.6
Take shorter showers	0.5
Had an energy audit conducted at my home	0.3
Timers on lights	0.3
Use wood stove	0.3

In a follow-up question, all respondents were asked if they were aware that **BMLD** has a number of energy efficiency programs designed to help them control their monthly electric bill.

While slightly more than half of all respondents, 51.3%, reported awareness of energy efficiency programs available from **BMLD**, remaining respondents, 48.8% reported to be either “unsure” (6.5%) or “unaware” (42.3%) of energy efficiency program available from the utility.

Researchers read all respondents the following: *“BMLD is considering a new service called **“Real Time or Variable Pricing.” “Real Time or Variable Pricing”** charges customers a higher price, per unit of electricity, during “peak” times when demand on the electrical system is high and a lower price, per unit of electricity, during “off-peak” times when demand on the electrical system is low. Currently, every customer pays one flat rate, per unit of electricity, regardless of the time of day.*

*On this **“Real Time or Variable Pricing”** service, customers would pay a higher rate during “peak” times and a lower rate during “off-peak” times. And, by adjusting electricity usage habits to “off-peak” periods, customers could potentially lower their monthly electric bills substantially.*

*Based on this brief description I just read, please tell me how important you feel it is for **BMLD** to offer **“Real Time Pricing”** to its customers?”*

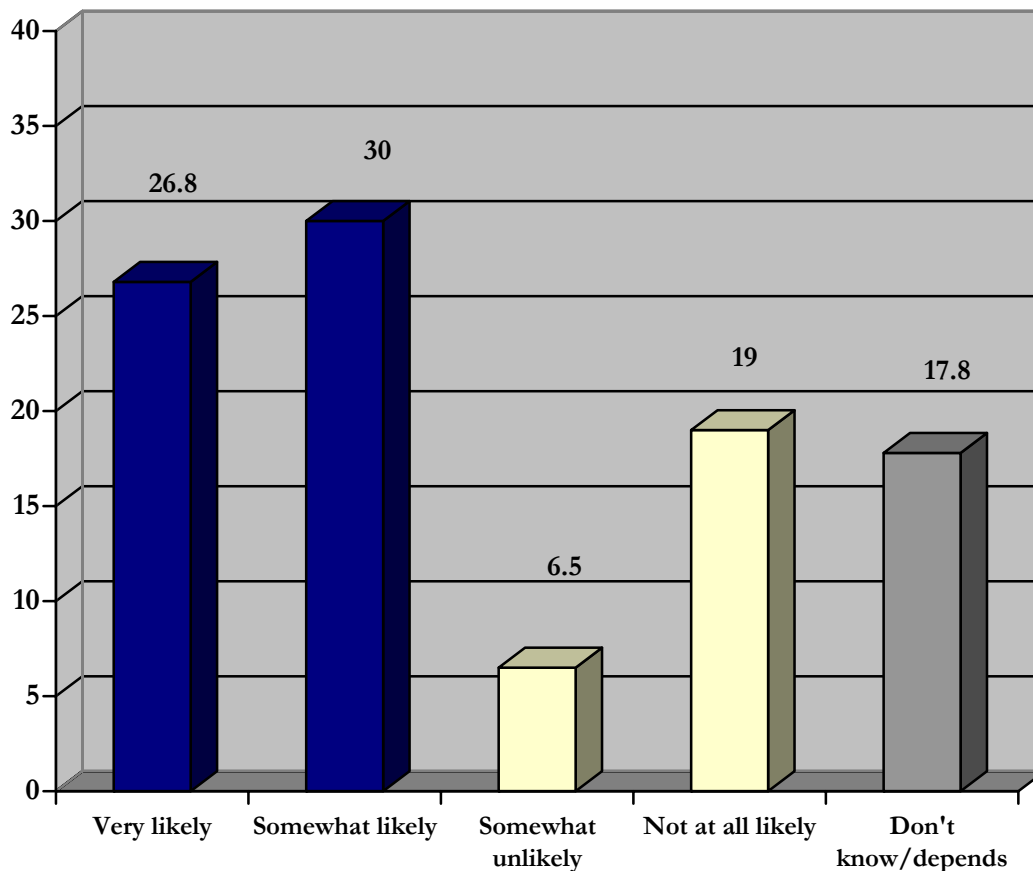
As presented in the table below, slightly more than two-thirds of all respondents, 68.5%, suggested it is either “very important” (37.5%) or “somewhat important” (31.0%) for **BMLD** to offer “Real Time Pricing” to its customers.

<i>How important that BMLD offer “Real Time Pricing” to its customers?</i>	<i>2007 N=400</i>
Very important	37.5%
Somewhat important	31.0
Somewhat unimportant	7.5
Not at all important	13.5
Don’t know/unsure	10.5
<i>Total important</i>	<i>68.5</i>
<i>Total unimportant</i>	<i>21.0</i>

Further, respondents were asked, if available from **BMLD**, how likely they might be to take advantage of “**Real Time or Variable Pricing**” and shift some of their electricity usage to “off-peak” times in an effort to save money on their monthly electric bill.

As presented in the chart below, more than half of all respondents, 56.8%, reported to be either “very likely” (26.8%) or “somewhat likely” (30.0%) to take advantage of “Real Time or Variable Pricing” if offered by **BMLD**.

**How likely to shift usage for "Real Time Pricing"
if offered from BMLD?**



Researchers continued and read all respondents the following: “Now, I would like you to think for a moment about Solar Panels. On average, the cost to purchase and install solar panel technology for a residential home is about **twenty thousand** dollars.

Since these costs are often too high for many residential homeowners to take advantage of this technology, a number of tax credit, rebate and incentive programs, on both the federal and state level, have been established and now offer homeowners an opportunity to take advantage of solar panel technology, at a reduced cost, and ultimately minimize the costs associated with electricity.

Based on the brief information just provided, please tell me how likely you might be to investigate solar panel technology for your home if you knew there were tax credit, rebate and incentive programs available to help reduce the initial expense of implementing this technology at your home?”

The table below presents the results as collected.

<i>How likely to investigate solar panel technology for your home?</i>	<i>2007 N=400</i>
Very likely	11.5%
Somewhat likely	15.5
Somewhat unlikely	10.0
Not at all likely	48.0
Depends	8.0
Don't know/unsure	7.0
<i>Total likely</i>	<i>27.0</i>
<i>Total unlikely</i>	<i>58.0</i>
<i>Total unsure/depends</i>	<i>15.0</i>

In a follow-up question, those respondents (42.5% or 170 respondents) previously reporting very likely, somewhat likely, depends or unsure about their likelihood of investigating solar panel technology for their home were read the following by researchers: “And, if the cost of implementing solar panel technology at your home, after tax credit, rebate and incentive programs, was estimated to be **twelve thousand** dollars and could ultimately lower your monthly electric bill by up to 33 percent, please tell me how likely you might be to make the investment and implement solar panel technology at your home?”

Two-fifths of respondents, 39.4% (or 67 respondents), reported to be either “very likely” (13.5%) or “somewhat likely” (25.9%) to make the estimated investment of twelve thousand dollars to implement solar panel technology at their home if it could ultimately lower their monthly electric bill by up to 33 percent.

Remaining respondents, 60.6% (or 103 respondents), reported either “somewhat unlikely” (5.9%), “not at all likely” (5.3%), “depends” (34.7%) or “unsure” (14.7%).

Following, researchers asked all respondents to indicate how aware they are of the types of residential appliances that contribute to high electricity demand such as central air conditioning units.

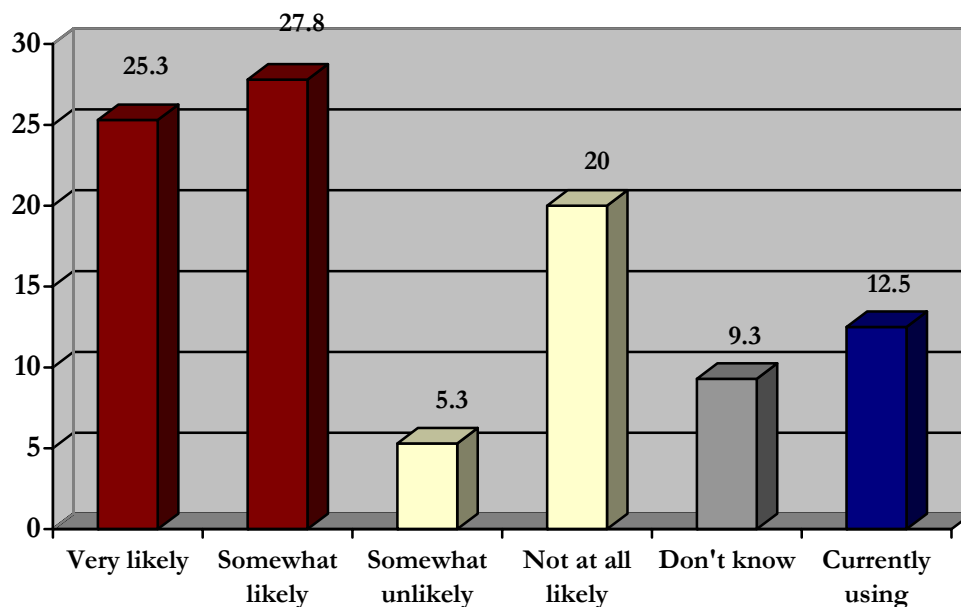
As presented below, a majority of residential respondents, 82.3%, reported awareness of the types of residential appliances, such as central air conditioning units, which contribute to high electricity demand.

<i>Awareness of appliances that contribute to high electricity demands?</i>	<i>2007 N=400</i>
Very aware	53.0%
Somewhat aware	29.3
Somewhat unaware	3.3
Not at all aware	8.8
Don't know/unsure	5.8
<i>Total aware</i>	<i>82.3</i>
<i>Total unaware</i>	<i>12.1</i>

All respondents were asked, if they could move electric use to “off-peak” hours by using controls such as: timers for lights, timers for air conditioners, programmable thermostats and pool or spa timers, to report how likely they would be to install these items in an effort to reduce the cost of their electric bill.

As presented in the chart below, more than half of all respondents, 53.0%, reported to be either “very likely” (25.3%) or “somewhat likely” (27.8%) to install such devices.

How likely to install timing devices to save money?



Additionally, all respondents were asked how much monthly savings in dollars, off of their bill, would be necessary in order for them to change some of their habits.

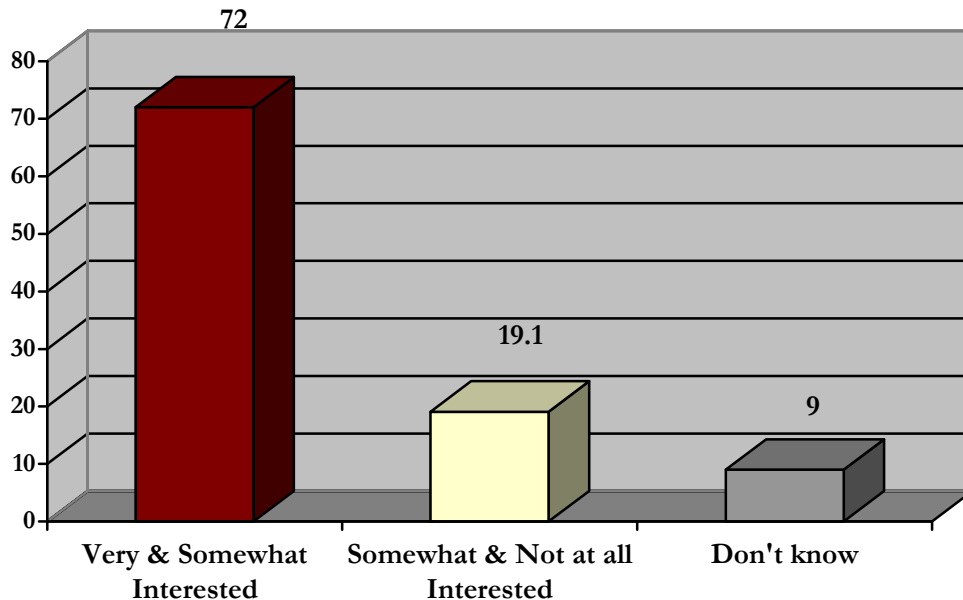
Detailed findings are presented in the table below.

<i>How much needed to save in order to change habits?</i>	<i>2007 N=400</i>
\$0 - \$5 per month	11.0%
\$5.01 - \$10.00 per month	9.3
\$10.01 - \$15.00 per month	15.0
\$15.01 - \$20.00 per month	10.8
More than \$20.00 per month	28.0
Don't know/unsure	26.0

All respondents were asked how interested they might be in using “Green or Renewable electricity” if it were available to them.

Nearly three-quarters of all respondents, 72.0%, reported being either “very interested” (46.0%) or “somewhat interested” (26.0%) in using “Green or Renewable electricity” if it were available to them, while another 19.1% reported to be only “somewhat interested” (4.3%) or “not at all interested” (14.8%).

Interest in "Green or Renewable Energy" from BMLD?



In a follow-up question, those respondents (81.3% or 324 respondents) previously reporting to be “very interested,” “somewhat interested” or “unsure” about “Green or Renewable electricity” were then asked how willing they would be to pay a \$2 - \$5 surcharge each month for “Green or Renewable Power” if **Belmont Municipal Light Department** was able to provide it.

More than two-thirds, 67.1%, reported they would be either “very willing” (31.1%) or “somewhat willing” (36.0%) to pay the monthly surcharge if **BMLD** could provide “Green or Renewable Power.” Another 21.0% said they would be “somewhat unwilling” (6.8%) or “not at all willing” (14.2%) to pay the surcharge. Remaining respondents, 12.0%, reported to be “unsure” at the time.

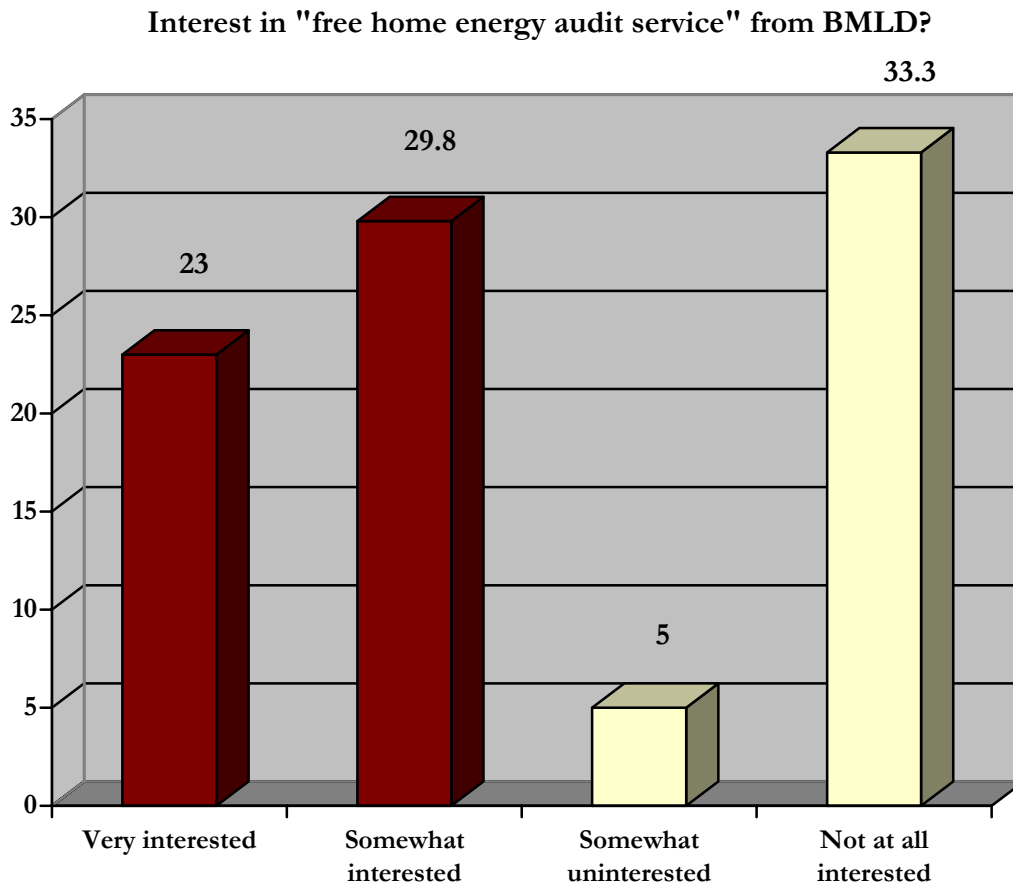
Further, respondents were all read the following: *“Generating wind power requires the construction of turbine towers that can be as tall as 300 to 400 feet in height. Knowing this piece of information, please tell me if you strongly support, somewhat support, somewhat oppose or strongly oppose a decision made by Belmont Municipal Light Department to build such structures in Belmont? Would you say...”*

Nearly two-thirds of all respondents, 62.0%, reported to either “strongly support” (32.7%) or “somewhat support” (29.3%) a decision by **BMLD** to build wind power structures that are 300-400 feet in height.

<i>Support of wind power structures</i>	<i>2007 N=324</i>
Strongly support	32.7%
Somewhat support	29.3
Somewhat oppose	7.1
Strongly oppose	13.6
Don't know/unsure	17.3
<i>Total support</i>	<i>62.0</i>
<i>Total opposed</i>	<i>20.7</i>

Researchers read the following to all respondents: *“Belmont Light offers a “free home energy audit service.” This service would provide an in-depth analysis of your home’s energy consumption and tools with which to lower your fuel bills. Please tell me how interested you might be in using such a service?”*

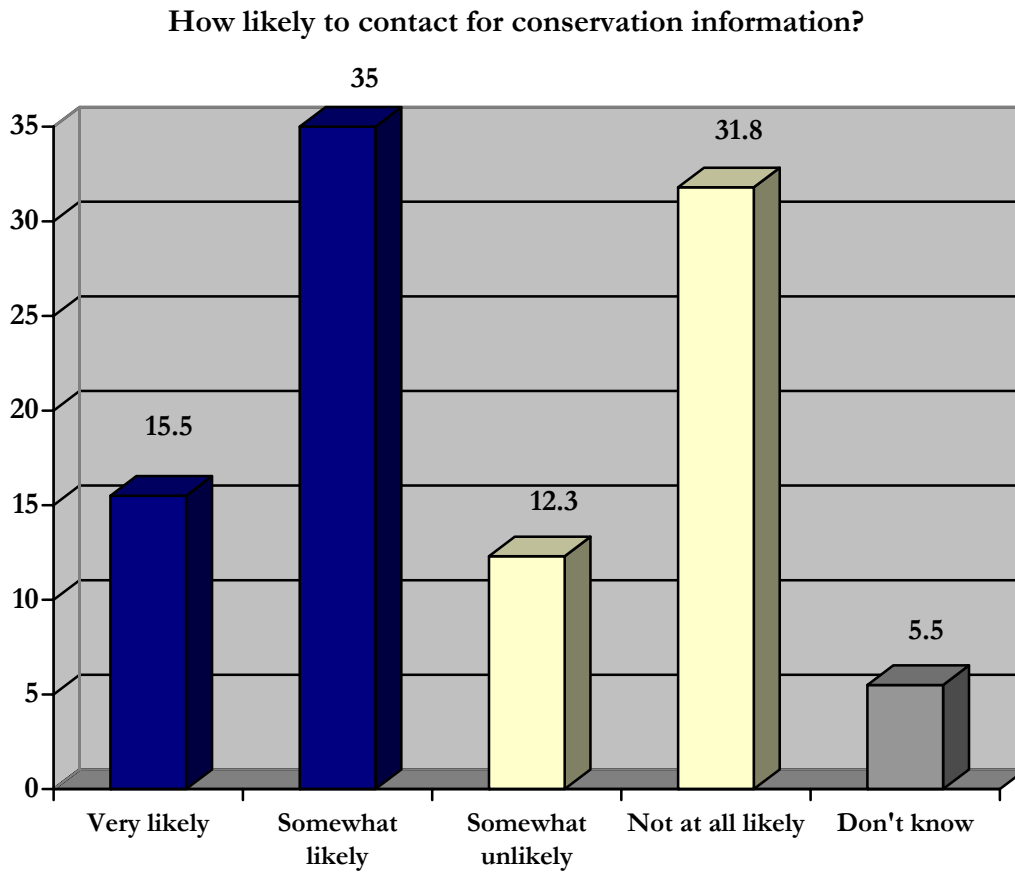
As presented in the chart below, more than half of all respondents, 52.8%, reported to be either “very interested” (23.0%) or “somewhat interested” (29.8%) in using a “free home energy audit service” from **BMLD**.



DECISION MAKING

In a section-opening question, researchers asked all respondents how likely they might be to contact **BMLD** for conservation and energy efficiency information.

As presented in the chart below, half of all respondents, 50.5%, reported to be either “very likely” (15.5%) or “somewhat likely” (35.0%) to contact **BMLD** for conservation and energy efficiency information.



While the large majority of respondents, 79.8%, reported to researchers that they were the person within their household who pays the electric bill each month, another 18.0% said they were not the person in their household who pays the electric bill each month.

Finally, when making decisions on household related products and/or services, researchers asked all respondents to indicate the factor(s) having the most impact on their decision.

As presented below, “price” (54.8%) was reported most frequently as the factor having the most impact on purchasing household related products and/or services. Multiple responses were accepted and are presented in the table below

<i>What factors impact your decision when making household related purchases?</i>	<i>2007</i>
Price	54.8%
Energy efficiency/saving money	43.0
Availability	16.0
Environment	14.5
Don't know/unsure	7.0

DEMOGRAPHICS

Employment Status

Working full-time.....	39.5 %
Working part-time.....	5.5 %
Unemployed, looking for work.....	0.8 %
Unemployed, not looking for work.....	0.0 %
Retired.....	42.8 %
Homemaker	3.8 %
Completely unable to work because of a disability	0.0 %
Student.....	0.5 %
Refused	7.3 %

Average Monthly Electric Bill

Less than \$30	5.8 %
\$30 to less than \$60.....	32.0 %
\$60 to less than \$90.....	24.0 %
\$90 to less than \$120	11.5 %
\$120 or more.....	7.3 %
Don't know/unsure.....	16.0 %
Refused	3.5 %

Maintaining standard of living

Very easy.....	14.8 %
Somewhat easy.....	40.5 %
Somewhat difficult	29.5 %
Very difficult	5.3 %
Don't know/unsure.....	10.0 %

Age

Less than 25	0.5 %
26 to 35.....	3.8 %
36 to 45.....	9.8 %
46 to 55.....	17.0 %
56 to 65.....	20.3 %
66 or older.....	36.3 %
Refused	12.5 %

Education

Eighth grade or less	0.0 %
Some high School	0.5 %
Graduated high school or GED	11.8 %
Some technical school	0.0 %
Technical school graduate.....	2.0 %
Some college	13.8 %
College graduate	28.0 %
Post-graduate or professional.....	33.5 %
Refused	10.5 %

Household income

Under \$10,000	0.5 %
\$10,000 to less than \$25,000.....	1.8 %
\$25,000 to less than \$40,000.....	4.0 %
\$40,000 to less than \$50,000.....	2.8 %
\$50,000 to less than \$60,000.....	3.8 %
\$60,000 to less than \$75,000.....	3.5 %
\$75,000 to less than \$85,000.....	3.0 %
\$85,000 to less than \$100,000.....	4.0 %
\$100,000 or more	12.3 %
Refused	64.5 %

Type of dwelling

Single family home.....	66.5 %
Townhouse or multi-family house.....	21.3 %
Apartment building.....	6.0 %
Mobile home	0.0 %
Other	6.3 %

Internet access

Yes, at home	33.3 %
Yes, at work	2.0 %
Yes, both home and work.....	31.8 %
No, but plan on having access	2.8 %
No, don't plan on having access	23.0 %
Don't know/unsure	7.3 %

Method used to heat your home

Oil.....	39.0 %
Gas	46.5 %
Electricity.....	7.8 %
Other/unsure.....	6.8 %

Rent or Own

Rent.....	14.8 %
Own.....	79.0 %

Are you person who pays the electric bill

Yes.....	74.8 %
No.....	14.3 %
Sometimes	5.5 %

Number of children living at home

One.....	10.5 %
Two	10.8 %
Three.....	3.3 %
Four or more	1.5 %
None	62.8 %
Refused	11.3 %

Living in Belmont

1 to 5 years	8.3 %
6 to 10 years	8.2 %
11 to 15 years	8.5 %
16 to 20 years	9.5 %
21 to 30 years	16.3 %
More than 30 years.....	49.2 %

Gender

Male.....	38.5 %
Female.....	61.5 %

5 APPENDIX

INTERPRETATION OF AGGREGATE RESULTS

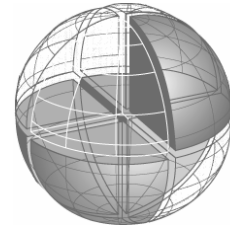
The computer-processed data for this survey is presented in the following frequency distributions. It is important to note that the wordings of the variable labels and value labels in the computer-processed data are largely abbreviated descriptions of the Questionnaire items and available response categories.

The frequency distributions include the category or response for the question items. Responses deemed not appropriate for classification have been grouped together under the “Other” code.

The “NA” category label refers to “No Answer” or “Not Applicable”. This code is also used to classify ambiguous responses. In addition, the “DK/RF” category includes those respondents who did not know their answer to a question or declined to answer it. In many of the tables, a group of responses may be tagged as “Missing” – occasionally, certain individual’s responses may not be required to specific questions and thus are excluded. Although when this category of response is used, the computations of percentages are presented in two (2) ways in the frequency distributions: 1) with their inclusion (as a proportion of the total sample), and 2) their exclusion (as a proportion of a sample subgroup).

Each frequency distribution includes the absolute observed occurrence of each response (i.e. the total number of cases in each category). Immediately adjacent to the right of the column of absolute frequencies is the column of relative frequencies. These are the percentages of cases falling in each category response, including those cases designated as missing data. To the right of the relative frequency column is the adjusted frequency distribution column that contains the relative frequencies based on the legitimate (i.e. non-missing) cases. That is, the total base for the adjusted frequency distribution excludes the missing data. For many Questionnaire items, the relative frequencies and the adjusted frequencies will be nearly the same. However, some items that elicit a sizable number of missing data will produce quite substantial percentage differences between the two columns of frequencies. The careful analyst will cautiously consider both distributions.

The last column of data within the frequency distribution is the cumulative frequency distribution (Cum Freq). This column is simply an adjusted frequency distribution of the sum of all previous categories of response and the current category of response. Its primary usefulness is to gauge some ordered or ranked meaning.



BMLD 2007 SURVEY

Energy Conservation Study

Researcher:	Date:
Time start:	CB:
Time end:	Supervisor:

Hello, my name is _____. I am a research assistant at The Center for Research & Public Policy. We are conducting an opinion survey for **Belmont Municipal Light Department (BMLD)**. All information collected is strictly confidential. This is not a sales call. We have nothing to sell.

- A. Are you currently one of the heads of your household and eighteen years of age or older?
- 01 Yes (**Continue**)
 - 02 No (**Thank, ask for qualified respondent or terminate**)
- B. Are you currently a customer of and receive a regular monthly electric bill from **Belmont Municipal Light Department (BMLD)**?
- 01 Yes (**Continue**)
 - 02 No (**Thank and terminate**)
-

THE COMPANY

1. In your opinion, is **BMLD** very concerned, somewhat concerned, somewhat unconcerned or not at all concerned about satisfying customers with the service it provides during interactions with you?

- 01 Very concerned
- 02 Somewhat concerned
- 03 Somewhat unconcerned
- 04 Not at all concerned
- 05 DK/unsure

2. And, how would you describe your overall impression of **BMLD** as a company -- is your impression very favorable, somewhat favorable, somewhat unfavorable or very unfavorable?

- 01 Very favorable
- 02 Somewhat favorable
- 03 Somewhat unfavorable
- 04 Very unfavorable
- 05 DK/unsure

3. Which of the following would best describe your relationship with **Belmont Municipal Light Department (BMLD)**? Would you say...

- 01 A less than satisfied customer
- 02 A satisfied customer
- 03 A loyal customer; or
- 04 An advocate of **BMLD**
- 05 DK/Unsure

4. And, would you say **BMLD** meets your expectations all the time, most of the time, some of the time or not at all?

- 01 All of the time
- 02 Most of the time
- 03 Some of the time
- 04 Not at all
- 05 DK/Unsure

COSTS

5. Which of the following statements best describes how you feel about the importance of service and rates...

- 01 Service is significantly more important than rates
- 02 Service is only somewhat more important than rates
- 03 Rates are significantly more important than service
- 04 Rates are only somewhat more important than service
- 05 DK/Unsure

6. Now, please think for a moment about the prices that you currently pay for electric service. Would you say the prices you pay to **BMLD** are higher than surrounding towns, lower than surrounding towns, or about the same as surrounding towns?

- 01 Higher than surrounding towns
- 02 Lower than surrounding towns
- 03 About the same
- 04 DK/Unsure

7. Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: “**Belmont Municipal Light Department** is doing all it can to keep rates low?” Would you say...

- 01 Strongly agree
- 02 Somewhat agree
- 03 Somewhat disagree
- 04 Strongly disagree
- 05 DK/unsure

8. Generally speaking, compared to other products and services you purchase, how reasonable in “price for value” would you say electricity is today? Would you say...

- 01 Very reasonable;
- 02 Somewhat reasonable;
- 03 Somewhat unreasonable; or
- 04 Not at all reasonable
- 05 DK/Unsure

And, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements related to costs of electricity.

Statements	StrA	SA	SD	StrD	DK
9. Oil and natural gas prices are the largest contributors to rising electric prices	01	02	03	04	05
10. Electric utility efforts to increase profits are the single largest contributor to rising electric prices	01	02	03	04	05
11. When BMLD needs more income to meet rising operating costs, they can raise rates <u>without</u> government regulator permission	01	02	03	04	05
12. When BMLD needs more income to meet rising operation costs, they must have a detailed case approved by government regulators	01	02	03	04	05

SERVICES

13. I will now read you several statements. As I read each, please select the statement which best reflects the most important action that **BMLD** could take on your behalf.

- 01 Obtain power at the lowest possible cost
- 02 Provide a comprehensive program of energy conservation products and services.
- 03 Maintain system reliability equal to or better than I currently enjoy
- 04 Actively work to build new power plants to help meet energy needs and control power costs
- 05 Provide an expanded list of renewable energy providers from which I may purchase my electricity
- 06 Incorporate more renewable energy sources such as solar panels and wind turbines into the utility’s portfolio
- 07 DK/Unsure

14. Some **BMLD** customers feel that **Belmont Municipal Light Department** should deal only in providing electrical service and should not offer other services to customers, while other **BMLD** customers feel that Belmont should offer a number of energy related products and services in addition to providing electrical service.

Which feeling most resembles what you feel **BMLD** should offer? Would you say...

- 01 Just offer electrical service and nothing else; or
- 02 Offer additional energy related products and services
- 03 DK/Unsure

AWARENESS/IMPORTANCE OF ENERGY CONSERVATION

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

- 01 Very important
- 02 Somewhat important
- 03 Somewhat unimportant
- 04 Not at all important
- 05 DK/Unsure

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

- 01 More aware
- 02 Less aware
- 03 As aware
- 04 DK/Unsure

17. In your opinion, who would you say is most responsible for energy conservation efforts in general? Would you say...

- 01 You, the individual
- 02 Your electric utility
- 03 The Government
- 04 All of the above are equally responsible
- 05 DK/unsure/have not thought about it

HISTORY/LIFESTYLE

18. Now, please think for a moment about your activities over the years related to energy efficiency and tell me how strongly you believe there are things you and others in your household can do, or steps you can take to use energy more efficiently? Would you say...

- 01 Very strongly;
- 02 Somewhat strongly;
- 03 Not very strongly; or
- 04 Not at all strongly
- 05 DK/Unsure

19. Would you say your **concern** over energy issues throughout Massachusetts has increased, decreased, or remained the same over the past year?

- 01 Increased;
- 02 Decreased; or
- 03 Remained the same.
- 04 DK/Unsure

Now, I will read you a list and I would like you to tell me which you **currently do**, which you **do not do but are willing to**, and which of the following **you are not willing to do** in an effort to potentially save your household money each month off of your electricity bill. If one does not apply, simply say so.

Air Conditioning	Currently Do	Willing to Do	Unwilling to Do	NA
20. Use air conditioner only when its more than 78 degrees indoors	01	02	03	04
21. Change air conditioner filters monthly	01	02	03	04
22. For air conditioning, use programmable thermostats to control temperature and automatically turn-off or turn temperature up during the day and/or when no one is at home	01	02	03	04
Home Heating	Currently Do	Willing to Do	Unwilling to Do	NA
23. Leave thermostat at 68 degrees during winter days	01	02	03	04
24. Avoid use of electric space heaters during the day	01	02	03	04
25. For heating, use programmable thermostats to control temperature and automatically turn temperature down during the day and/or when no one is at home	01	02	03	04
Water Heating	Currently Do	Willing to Do	Unwilling to Do	NA
26. Insulate hot water tank and pipes with tank and pipe wraps if necessary	01	02	03	04
27. Use low-flow showerheads and faucet aerators	01	02	03	04
28. Wash clothes in cold water	01	02	03	04
Pools and Spas	Currently Do	Willing to Do	Unwilling to Do	NA
29. Install timers to control pumps and heaters and set timers to operate only at night and weekends	01	02	03	04
30. Run pumps only as long as needed to keep pool clean	01	02	03	04
31. Use covers to help reduce heat loss and cleaning requirements	01	02	03	04

THE MARKET/BARRIERS TO PARTICIPATION

32. 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?

- 01 More
- 02 Less
- 03 The same
- 04 DK/Unsure

33. How interested would you say you are in learning more about energy efficiency programs? Would you say...

- 01 Very interested (**Go to Q 35**)
- 02 Somewhat interested (**Go to Q 35**)
- 03 Somewhat uninterested (**Continue**)
- 04 Not at all interested (**Continue**)
- 05 DK/Unsure (**Go to Q 35**)

34. Please tell me why not?

(Researchers: Do not read list and circle all that apply)

- 01 Don't use much energy
- 02 No time
- 03 Don't see any savings
- 04 No interest
- 05 Participation cost too great
- 06 Unaware
- 07 Don't trust sponsors
- 08 Other: _____

35. Please tell me of any conservation efforts you take to reduce your monthly electric bill?
(RESEARCHERS: Anything Else?)

36. Are you aware that **BMLD** has a number of energy efficiency programs designed to help you control your monthly electric bill?

- 01 Yes
- 02 No
- 03 DK/Unsure

37. **BMLD** is considering a new service called **“Real Time or Variable Pricing.”** **“Real Time or Variable Pricing”** charges customers a higher price, per unit of electricity, during “peak” times when demand on the electrical system is high and a lower price, per unit of electricity, during “off-peak” times when demand on the electrical system is low. Currently, every customer pays one flat rate, per unit of electricity, regardless of the time of day.

On this **“Real Time or Variable Pricing”** service, customers would pay a higher rate during “peak” times and a lower rate during “off-peak” times. And, by adjusting electricity usage habits to “off-peak” periods, customers could potentially lower their monthly electric bills substantially.

Based on this brief description I just read, please tell me how important you feel it is for **BMLD** to offer **“Real Time Pricing”** to its customers? Would you say...

- 01 Very important
- 02 Somewhat important
- 03 Somewhat unimportant
- 04 Not at all important
- 05 DK/Unsure

38. And, if you were able to take advantage of this “**Real Time or Variable Pricing**” service from **BMLD**, please tell me how likely you might be to shift some of your electricity usage to “off-peak” times in an effort to save money on your monthly electrical bill each month? Would you say...

- 01 Very likely
- 02 Somewhat likely
- 03 Somewhat unlikely
- 04 Not at all likely
- 05 Depends
- 06 DK/Unsure

39. Now, I would like you to think for a moment about Solar Panels. On average, the cost to purchase and install solar panel technology for a residential home is about **twenty thousand** dollars.

Since these costs are often too high for many residential homeowners to take advantage of this technology, a number of tax credit, rebate and incentive programs, on both the federal and state level, have been established and now offer homeowners an opportunity to take advantage of solar panel technology, at a reduced cost, and ultimately minimize the costs associated with electricity.

Based on the brief information just provided, please tell me how likely you might be to investigate solar panel technology for your home if you knew there were tax credit, rebate and incentive programs available to help reduce the initial expense of implementing this technology at your home? Would you say...

- 01 Very likely (**Continue**)
- 02 Somewhat likely (**Continue**)
- 03 Somewhat unlikely (**Go to Q 41**)
- 04 Not at all likely (**Go to Q 41**)
- 05 Depends on the cost (**Continue**)
- 06 DK/unsure (**Continue**)

40. And, if the cost of implementing solar panel technology at your home, after tax credit, rebate and incentive programs, was estimated to be **twelve thousand** dollars and could ultimately lower your monthly electric bill by up to 33 percent, please tell me how likely you might be to make the investment and implement solar panel technology at your home? Would you say...

- 01 Very likely
- 02 Somewhat likely
- 03 Somewhat unlikely
- 04 Not at all likely
- 05 Depends on the electricity savings/payback period
- 06 DK/unsure

41. And, how aware are you of the types of residential appliances that contribute to high electricity demand such as central air conditioning units? Would you say...

- 01 Very aware
- 02 Somewhat aware
- 03 Somewhat unaware
- 04 Not at all aware
- 05 DK/unsure

42. If **BMLD** could help you move electric use to “off-peak” hours by using controls such as: Timers for Lights, Timers for Air Conditioners, Programmable Thermostats and Pool or Spa Timers, how likely would you be to install these items if they helped reduce the cost of your electric bill? Would you say...

- 01 Very likely
- 02 Somewhat likely
- 03 Somewhat unlikely
- 04 Not at all likely
- 05 DK/Unsure
- 06 Currently using such devices

43. How much monthly savings in dollars, off of your bill, would be necessary in order for you to change some of your habits? Would you say...

- 01 \$0 - \$5 dollars per month
- 02 \$5.01 - \$10.00 dollars per month
- 03 \$10.01 - \$15.00 dollars per month
- 04 \$15.01 - \$20.00 dollars per month, or
- 05 More than \$20.00 dollars per month
- 06 DK/unsure

44. “Green or Renewable electricity” is produced by using renewable resources such as wind, solar and water. All are cleaner than burning fossil fuels to generate electricity.

How interested would you be in using “Green or Renewable electricity” if it were available to you? Would you say...

- 01 Very interested (**Continue**)
- 02 Somewhat interested (**Continue**)
- 03 Somewhat uninterested (**Go to Q 47**)
- 04 Not at all interested (**Go to Q 47**)
- 05 DK/Unsure (**Continue**)

45. And, how willing would you be to pay a \$2- \$5 surcharge each month for “Green or Renewable Power” if **Belmont Municipal Light Department (BMLD)** was able to provide it? Would you say...

- 01 Very willing
- 02 Somewhat willing
- 03 Somewhat unwilling
- 04 Not at all willing
- 05 DK/Unsure

46. Generating wind power requires the construction of turbine towers that can be as tall as 300 to 400 feet in height. Knowing this piece of information, please tell me if you strongly support, somewhat support, somewhat oppose or strongly oppose a decision made by **Belmont Municipal Light Department** to build such structures in your area? Would you say...

- 01 Strongly support
- 02 Somewhat support
- 03 Somewhat oppose
- 04 Strongly oppose
- 05 DK/unsure

47. Belmont Light offers a “free home energy audit service.” This service would provide an in-depth analysis of your home’s energy consumption and tools with which to lower your fuel bills. Please tell me how interested you might be in using such a service. Would you say...

- 01 Very interested
- 02 Somewhat interested
- 03 Somewhat uninterested
- 04 Not at all interested
- 05 DK/Unsure
- 06 Depends

DECISION MAKING

48. How likely are you to contact **BMLD** for conservation and energy efficiency information? Would you say...

- 01 Very likely
- 02 Somewhat likely
- 03 Somewhat unlikely
- 04 Not at all likely
- 05 DK/Unsure

49. Approximately how much is your average monthly electric bill?

- 01 Less than \$30
- 02 \$30 to less than \$60
- 03 \$60 to less than \$90
- 04 \$90 to less than \$120
- 05 \$120 or more
- 06 DK/Unsure
- 07 RF

50. Please tell me if the person who pays the electric bill in your household also serves as the primary decision maker when it comes to household related products and services?

- 01 Yes
- 02 No
- 03 DK/unsure

51. When making decisions on household related products and/or services, please tell me what factors have the most impact on your decision?

- 01 Price
- 02 Availability
- 03 Environment
- 04 Energy efficiency/saving money
- 05 Other: _____
- 06 DK/unsure

DEMOGRAPHICS

The following questions will be used for statistical purposes only.

52. Which of the following best describes your current employment situation...

- 01 Working full-time
- 02 Working part-time
- 03 Unemployed, looking for work
- 04 Unemployed, not looking for work
- 05 Retired
- 06 Homemaker
- 07 Completely unable to work because of a disability
- 08 Student
- 77 DK/Unsure/Other

53. Overall, how easy or difficult are you finding it to maintain your standard of living out of your total household income today. Would you say...

- 01 Very easy
- 02 Somewhat easy
- 03 Somewhat difficult
- 04 Very difficult
- 05 DK/Unsure

54. Which of the following categories best reflects your age?

- 01 Less Than 25
- 02 26 to 35
- 03 36 to 45
- 04 46 to 55
- 05 56 to 65
- 06 66 or older
- (DON'T READ)**
- 07 Refused

55. What is your highest grade of school completed?

- 01 Eighth grade or less
- 02 Some high school
- 03 High school graduate or GED
- 04 Some technical school
- 05 Technical school graduate
- 06 Some college
- 07 College graduate
- 08 Post-graduate or professional degree
- 09 Refused

56. Which of the following categories best describes your total family income before taxes?

- 01 Under \$10,000
- 02 \$10,000 to less than \$25,000
- 03 \$25,000 to less than \$40,000
- 04 \$40,000 to less than \$50,000
- 05 \$50,000 to less than \$60,000
- 06 \$60,000 to less than \$75,000
- 07 \$75,000 to less than \$85,000
- 08 \$85,000 to less than \$100,000
- 09 \$100,000 or more

(DON'T READ)

- 10 Refused

57. What type of dwelling is your home? Would you say it is a...

- 01 Single family home
- 02 Town house or multi-family house
- 03 Apartment building
- 04 Mobile home
- 05 Other (specify) _____
- 06 DK/Unsure

58. Do you have Internet access either at home or work?

- 01 Yes, at home
- 02 Yes, at work
- 03 Yes, at both home and work
- 04 No, but plan to have access in future
- 05 No, and don't plan on having it
- 06 DK/Unsure

59. Please tell me the current method used to heat your home.

- 01 Electricity
- 02 Oil
- 03 Gas
- 04 Wood
- 05 Other: _____
- 06 DK/Unsure

60. Do you currently rent or own?

- 01 Rent
- 02 Own
- 03 DK/Unsure

61. Are you person in your household that pays the electric bill?

- 01 Yes
- 02 No
- 03 Sometimes
- 04 DK/Unsure

62. Number of children living at home

- 01 One
- 02 Two
- 03 Three
- 04 Four or more
- 05 None

(DON'T READ)

- 06 Refused

63. How long have you lived in **Belmont**?

- 01 _____ Years

Thank you very much for your time and participation.

64. Gender? (By observation)

- 01 Male
- 02 Female

Frequencies

BMLD Composite Data June 2007

1. Concern about satisfying customers...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Very concerned	234	58.5	58.5	58.5
	2 Somewhat concerned	115	28.8	28.8	87.3
	3 Somewhat unconcerned	7	1.8	1.8	89.0
	4 Not at all concerned	4	1.0	1.0	90.0
	5 DK	40	10.0	10.0	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

2. Overall impression as a company

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Very favorable	235	58.8	58.8	58.8
	2 Somewhat favorable	142	35.5	35.5	94.3
	3 Somewhat unfavorable	10	2.5	2.5	96.8
	4 Very unfavorable	2	.5	.5	97.3
	5 DK	11	2.8	2.8	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

3. Your relationship...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Less than satisfied customer	15	3.8	3.8	3.8
	2 Satisfied customer	268	67.0	67.0	70.8
	3 Loyal customer	80	20.0	20.0	90.8
	4 Advocate	30	7.5	7.5	98.3
	5 DK	7	1.8	1.8	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

4. Meets your expectations...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 All of the time	199	49.8	49.8	49.8
	2 Most of the time	172	43.0	43.0	92.8
	3 Some of the time	22	5.5	5.5	98.3
	4 Not at all	3	.8	.8	99.0
	5 DK	4	1.0	1.0	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

5. How you feel about importance of service and rates

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Service sig more imp than rates	79	19.8	19.8	19.8
	2 Service somewhat more imp than rates	124	31.0	31.0	50.8
	3 Rates sig more imp than service	66	16.5	16.5	67.3
	4 Rates somewhat more imp than service	55	13.8	13.8	81.0
	5 DK	76	19.0	19.0	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

6. Prices you pay are...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Higher than surrounding towns	33	8.3	8.3	8.3
	2 Lower than surrounding towns	105	26.3	26.3	34.5
	3 About the same	94	23.5	23.5	58.0
	4 DK	168	42.0	42.0	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

7. Doing all it can to keep rates low

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly agree	138	34.5	34.5	34.5
	2 Somewhat agree	144	36.0	36.0	70.5
	3 Somewhat disagree	17	4.3	4.3	74.8
	4 Strongly disagree	21	5.3	5.3	80.0
	5 DK	80	20.0	20.0	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

8. How reasonable in "price for value"

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Very reasonable	93	23.3	23.3	23.3
	2 Somewhat reasonable	227	56.8	56.8	80.0
	3 Somewhat unreasonable	31	7.8	7.8	87.8
	4 Not at all reasonable	3	.8	.8	88.5
	5 DK	46	11.5	11.5	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

9. Oil and natural gas prices are largest contributors...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly agree	162	40.5	40.5	40.5
	2 Somewhat agree	120	30.0	30.0	70.5
	3 Somewhat disagree	20	5.0	5.0	75.5
	4 Strongly disagree	9	2.3	2.3	77.8
	5 DK	89	22.3	22.3	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

10. Electric utility efforts to increase profits...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly agree	57	14.3	14.3	14.3
	2 Somewhat agree	91	22.8	22.8	37.0
	3 Somewhat disagree	75	18.8	18.8	55.8
	4 Strongly disagree	68	17.0	17.0	72.8
	5 DK	109	27.3	27.3	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

11. When needs more income/can raise rates without...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly agree	30	7.5	7.5	7.5
	2 Somewhat agree	56	14.0	14.0	21.5
	3 Somewhat disagree	63	15.8	15.8	37.3
	4 Strongly disagree	113	28.3	28.3	65.5
	5 DK	138	34.5	34.5	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

12. When needs more income/must have detailed case...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly agree	106	26.5	26.5	26.5
	2 Somewhat agree	105	26.3	26.3	52.8
	3 Somewhat disagree	29	7.3	7.3	60.0
	4 Strongly disagree	23	5.8	5.8	65.8
	5 DK	137	34.3	34.3	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

13. Best reflects the most important action...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Obtain power at lowest cost	169	42.3	42.3	42.3
	2 Provide a comprehensive program...	49	12.3	12.3	54.5
	3 Maintain system reliability...	62	15.5	15.5	70.0
	4 Actively work to build new...	19	4.8	4.8	74.8
	5 Provide an extended list of renewable...	12	3.0	3.0	77.8
	6 Incorporate more renewable...	48	12.0	12.0	89.8
	7 DK	41	10.3	10.3	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

14. Bets resembles what you feel should be offered?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Just offer electric service	180	45.0	45.0	45.0
	2 Offer additional energy related...	168	42.0	42.0	87.0
	3 DK	52	13.0	13.0	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

15. Energy conservation...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Very important	300	75.0	75.0	75.0
	2 Somewhat important	92	23.0	23.0	98.0
	3 Somewhat unimportant	5	1.3	1.3	99.3
	4 Not at all important	1	.3	.3	99.5
	5 DK	2	.5	.5	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

16. Overall, awareness of conservation/compare to 1 year ago

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 More aware	235	58.8	58.8	58.8
	2 Less aware	10	2.5	2.5	61.3
	3 As aware	144	36.0	36.0	97.3
	4 DK	11	2.8	2.8	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

17. Who is most responsible for energy conservation efforts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 You	91	22.8	22.8	22.8
	2 Electric utility	20	5.0	5.0	27.8
	3 Gov't	14	3.5	3.5	31.3
	4 All of the above	263	65.8	65.8	97.0
	5 DK	12	3.0	3.0	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

18. Things you and others can do, to use energy more...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Very strongly	214	53.5	53.5	53.5
	2 Somewhat strongly	136	34.0	34.0	87.5
	3 Not very strongly	23	5.8	5.8	93.3
	4 Not at all strongly	14	3.5	3.5	96.8
	5 DK	13	3.3	3.3	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

19. Concern over energy issues has...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Increased	211	52.8	52.8	52.8
	2 Decreased	1	.3	.3	53.0
	3 Remained the same	139	34.8	34.8	87.8
	4 DK	49	12.3	12.3	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

20. Use air conditioner when it's more than 78 degrees

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Currently do	240	60.0	60.0	60.0
	2 Willing to do	85	21.3	21.3	81.3
	3 Unwilling to do	23	5.8	5.8	87.0
	4 NA	52	13.0	13.0	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

21. Change air conditioner filters monthly

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Currently do	98	24.5	24.5	24.5
	2 Willing to do	157	39.3	39.3	63.8
	3 Unwilling to do	60	15.0	15.0	78.8
	4 NA	85	21.3	21.3	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

22. Use programmable thermostats to control...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Currently do	143	35.8	35.8	35.8
	2 Willing to do	112	28.0	28.0	63.8
	3 Unwilling to do	39	9.8	9.8	73.5
	4 NA	106	26.5	26.5	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

23. Leave thermostat at 68 degrees during winter days

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Currently do	297	74.3	74.3	74.3
	2 Willing to do	51	12.8	12.8	87.0
	3 Unwilling to do	44	11.0	11.0	98.0
	4 NA	8	2.0	2.0	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

24. Avoid use of electric space heaters during the day

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Currently do	198	49.5	49.5	49.5
	2 Willing to do	71	17.8	17.8	67.3
	3 Unwilling to do	27	6.8	6.8	74.0
	4 NA	104	26.0	26.0	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

25. For heating, use programmable thermostats to control...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Currently do	213	53.3	53.3	53.3
	2 Willing to do	111	27.8	27.8	81.0
	3 Unwilling to do	47	11.8	11.8	92.8
	4 NA	29	7.3	7.3	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

26. Insulate hot water tank and pipes with wraps...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Currently do	203	50.8	50.8	50.8
	2 Willing to do	112	28.0	28.0	78.8
	3 Unwilling to do	24	6.0	6.0	84.8
	4 NA	61	15.3	15.3	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

27. Use low-flow showerheads and faucet aerators

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Currently do	211	52.8	52.8	52.8
	2 Willing to do	107	26.8	26.8	79.5
	3 Unwilling to do	40	10.0	10.0	89.5
	4 NA	42	10.5	10.5	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

28. Wash clothes in cold water

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Currently do	203	50.8	50.8	50.8
	2 Willing to do	88	22.0	22.0	72.8
	3 Unwilling to do	71	17.8	17.8	90.5
	4 NA	38	9.5	9.5	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

29. Install timers to control pumps and heaters...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Currently do	10	2.5	2.5	2.5
	2 Willing to do	22	5.5	5.5	8.0
	3 Unwilling to do	12	3.0	3.0	11.0
	4 NA	356	89.0	89.0	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

30. Run pumps only as long as needs to keep pool clean

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Currently do	16	4.0	4.0	4.0
	2 Willing to do	17	4.3	4.3	8.3
	3 Unwilling to do	9	2.3	2.3	10.5
	4 NA	358	89.5	89.5	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

31. Use covers to help reduce heat loss and cleaning...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Currently do	15	3.8	3.8	3.8
	2 Willing to do	19	4.8	4.8	8.5
	3 Unwilling to do	14	3.5	3.5	12.0
	4 NA	352	88.0	88.0	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

32. Same number of efficiency programs as 1 year ago

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 More	176	44.0	44.0	44.0
	2 Less	16	4.0	4.0	48.0
	3 The same	126	31.5	31.5	79.5
	4 DK	82	20.5	20.5	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

33. Interest in learning more about efficiency programs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Very interested	139	34.8	34.8	34.8
	2 Somewhat interested	174	43.5	43.5	78.3
	3 Somewhat uninterested	18	4.5	4.5	82.8
	4 Not at all interested	57	14.3	14.3	97.0
	5 DK	12	3.0	3.0	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

34. Why not

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Don't use much energy	14	3.5	18.7	18.7
	2 No time	13	3.3	17.3	36.0
	3 Don't see any savings	3	.8	4.0	40.0
	4 No interest	30	7.5	40.0	80.0
	6 Unaware	6	1.5	8.0	88.0
	7 Don't trust sponsors	8	2.0	10.7	98.7
	8 Other	1	.3	1.3	100.0
	Total	75	18.8	100.0	
Missing	System Missing	325	81.3		
	Total	325	81.3		
Total		400	100.0		

35.1 Conservation efforts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 None	34	8.5	8.5	8.5
	2 DK	5	1.3	1.3	9.8
	3 Shut off lights	209	52.3	52.3	62.0
	4 Use flourescent bulbs	78	19.5	19.5	81.5
	5 Programmable thermostat	12	3.0	3.0	84.5
	6 Don't use AC	6	1.5	1.5	86.0
	7 Use cold water	3	.8	.8	86.8
	8 Unplug appliances when not in use	14	3.5	3.5	90.3
	9 Keep heat at 68 degrees	21	5.3	5.3	95.5
	11 Purchase Energy Star appliances	2	.5	.5	96.0
	12 Insulate house	2	.5	.5	96.5
	13 Use appliances during off peak hours	5	1.3	1.3	97.8
	14 Get energy audits	1	.3	.3	98.0
	17 Close doors and windows	1	.3	.3	98.3
	18 Doesn't use electricity	6	1.5	1.5	99.8
20 Timers on lights	1	.3	.3	100.0	
Total	400	100.0	100.0		
Total	400	100.0			

35.2 Conservation efforts...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4 Use flourescent bulbs	27	6.8	18.6	18.6
	5 Programmable thermostat	12	3.0	8.3	26.9
	6 Don't use AC	14	3.5	9.7	36.6
	7 Use cold water	3	.8	2.1	38.6
	8 Unplug appliances when not in use	35	8.8	24.1	62.8
	9 Keep heat at 68 degrees	16	4.0	11.0	73.8
	10 Insulate pipes	1	.3	.7	74.5
	11 Purchase Energy Star appliances	15	3.8	10.3	84.8
	12 Insulate house	1	.3	.7	85.5
	13 Use appliances during off peak hours	8	2.0	5.5	91.0
	15 Hang clothes out to dry	5	1.3	3.4	94.5
	16 Take shorter showers	2	.5	1.4	95.9
	17 Close doors and windows	3	.8	2.1	97.9
	18 Doesn't use electricity	1	.3	.7	98.6
	21 Use woods store	1	.3	.7	99.3
	22 Wash clothes only once a week	1	.3	.7	100.0
	Total	145	36.3	100.0	
Missing	System Missing	255	63.8		
	Total	255	63.8		
Total		400	100.0		

35.3 Conservation efforts...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5 Programmable thermostat	1	.3	3.4	3.4
	7 Use cold water	2	.5	6.9	10.3
	8 Unplug appliances when not in use	7	1.8	24.1	34.5
	9 Keep heat at 68 degrees	1	.3	3.4	37.9
	11 Purchase Energy Star appliances	6	1.5	20.7	58.6
	12 Insulate house	5	1.3	17.2	75.9
	13 Use appliances during off peak hours	2	.5	6.9	82.8
	15 Hang clothes out to dry	3	.8	10.3	93.1
	18 Doesn't use electricity	1	.3	3.4	96.6
	19 Wash clothes less	1	.3	3.4	100.0
	Total	29	7.3	100.0	
Missing	System Missing	371	92.8		
	Total	371	92.8		
Total		400	100.0		

36. Aware/number of programs designed to help you...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	205	51.3	51.3	51.3
	2 No	169	42.3	42.3	93.5
	3 DK	26	6.5	6.5	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

37. How important to offer "Real Time Pricing"

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Very important	150	37.5	37.5	37.5
	2 Somewhat important	124	31.0	31.0	68.5
	3 Somewhat unimportant	30	7.5	7.5	76.0
	4 Not at all important	54	13.5	13.5	89.5
	5 DK	42	10.5	10.5	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

38. How likely to shift some of your usage...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Very likely	107	26.8	26.8	26.8
	2 Somewhat likely	120	30.0	30.0	56.8
	3 Somewhat unlikely	26	6.5	6.5	63.3
	4 Not at all likely	76	19.0	19.0	82.3
	5 Depends	50	12.5	12.5	94.8
	6 DK	21	5.3	5.3	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

39. How likely to investigate solar panel...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Very likely	46	11.5	11.5	11.5
	2 Somewhat likely	62	15.5	15.5	27.0
	3 Somewhat unlikely	40	10.0	10.0	37.0
	4 Not at all likely	192	48.0	48.0	85.0
	5 Depends	32	8.0	8.0	93.0
	6 DK	28	7.0	7.0	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

40. HOW likely to make the investment...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Very likely	23	5.8	13.5	13.5
	2 Somewhat likely	44	11.0	25.9	39.4
	3 Somewhat unlikely	10	2.5	5.9	45.3
	4 Not at all likely	9	2.3	5.3	50.6
	5 Depends	59	14.8	34.7	85.3
	6 DK	25	6.3	14.7	100.0
	Total	170	42.5	100.0	
Missing	System Missing	230	57.5		
	Total	230	57.5		
Total		400	100.0		

41. How aware of appliances that contribute to high...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Very aware	212	53.0	53.0	53.0
	2 Somewhat aware	117	29.3	29.3	82.3
	3 Somewhat unaware	13	3.3	3.3	85.5
	4 Not at all aware	35	8.8	8.8	94.3
	5 DK	23	5.8	5.8	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

42. How likely to install items if they helped reduce...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Very likely	101	25.3	25.3	25.3
	2 Somewhat likely	111	27.8	27.8	53.0
	3 Somewhat unlikely	21	5.3	5.3	58.3
	4 Not at all likely	80	20.0	20.0	78.3
	5 DK	37	9.3	9.3	87.5
	6 Currently using	50	12.5	12.5	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

43. How much monthly savings...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 \$0-\$5	44	11.0	11.0	11.0
	2 \$5.01-\$10	37	9.3	9.3	20.3
	3 \$10.01-\$15	60	15.0	15.0	35.3
	4 \$15.01-\$20	43	10.8	10.8	46.0
	5 More than \$20	112	28.0	28.0	74.0
	6 DK	104	26.0	26.0	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

44. Interest in "Green or Renewable electricity"

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Very interested	184	46.0	46.0	46.0
	2 Somewhat interested	104	26.0	26.0	72.0
	3 Somewhat uninterested	17	4.3	4.3	76.3
	4 Not at all interested	59	14.8	14.8	91.0
	5 DK	36	9.0	9.0	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

45. How willing to pay a \$2-\$5 surcharge each month

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Very willing	101	25.3	31.1	31.1
	2 Somewhat willing	117	29.3	36.0	67.1
	3 Somewhat unwilling	22	5.5	6.8	73.8
	4 Not at all willing	46	11.5	14.2	88.0
	5 DK	39	9.8	12.0	100.0
	Total	325	81.3	100.0	
Missing	System Missing	75	18.8		
	Total	75	18.8		
Total		400	100.0		

46. Wind power requires/build such structures

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly support	106	26.5	32.7	32.7
	2 Somewhat support	95	23.8	29.3	62.0
	3 Somewhat oppose	23	5.8	7.1	69.1
	4 Strongly oppose	44	11.0	13.6	82.7
	5 DK	56	14.0	17.3	100.0
	Total	324	81.0	100.0	
Missing	System Missing	76	19.0		
	Total	76	19.0		
Total		400	100.0		

47. "Free home energy audit service"/interest

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Very interested	92	23.0	23.0	23.0
	2 Somewhat interested	119	29.8	29.8	52.8
	3 Somewhat uninterested	20	5.0	5.0	57.8
	4 Not at all interested	133	33.3	33.3	91.0
	5 DK	14	3.5	3.5	94.5
	6 Depends	22	5.5	5.5	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

48. How likely to contact for conservation info

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Very likely	62	15.5	15.5	15.5
	2 Somewhat likely	140	35.0	35.0	50.5
	3 Somewhat unlikely	49	12.3	12.3	62.8
	4 Not at all likely	127	31.8	31.8	94.5
	5 DK	22	5.5	5.5	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

49. Average monthly electric bill

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Less than \$30	23	5.8	5.8	5.8
	2 \$30 < \$60	128	32.0	32.0	37.8
	3 \$60 < \$90	96	24.0	24.0	61.8
	4 \$90 < \$120	46	11.5	11.5	73.3
	5 \$120 or more	29	7.3	7.3	80.5
	6 DK	64	16.0	16.0	96.5
	7 RF	14	3.5	3.5	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

50. Person who pays the electric bill

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	319	79.8	79.8	79.8
	2 No	72	18.0	18.0	97.8
	3 DK	9	2.3	2.3	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

51.1 Decisions...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Price	219	54.8	54.8	54.8
	2 Availability	18	4.5	4.5	59.3
	3 Environment	14	3.5	3.5	62.8
	4 Energy efficiency	121	30.3	30.3	93.0
	6 DK	28	7.0	7.0	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

51.2 Decisions...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 Availability	46	11.5	48.9	48.9
	3 Environment	8	2.0	8.5	57.4
	4 Energy efficiency	40	10.0	42.6	100.0
	Total	94	23.5	100.0	
Missing	System Missing	306	76.5		
	Total	306	76.5		
Total		400	100.0		

51.3 Decisions...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3 Environment	36	9.0	76.6	76.6
	4 Energy efficiency	11	2.8	23.4	100.0
	Total	47	11.8	100.0	
Missing	System Missing	353	88.3		
	Total	353	88.3		
Total		400	100.0		

52. Current employment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Working fulltime	158	39.5	39.5	39.5
	2 Working parttime	22	5.5	5.5	45.0
	3 Unemployed, looking	3	.8	.8	45.8
	5 Retired	171	42.8	42.8	88.5
	6 Homemaker	15	3.8	3.8	92.3
	8 Student	2	.5	.5	92.8
	77 DK	29	7.3	7.3	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

53. Maintaining your standard of living

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Very easy	59	14.8	14.8	14.8
	2 Somewhat easy	162	40.5	40.5	55.3
	3 Somewhat difficult	118	29.5	29.5	84.8
	4 Very difficult	21	5.3	5.3	90.0
	5 DK	40	10.0	10.0	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

54. Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Less than 25	2	.5	.5	.5
	2 26-35	15	3.8	3.8	4.3
	3 36-45	39	9.8	9.8	14.0
	4 46-55	68	17.0	17.0	31.0
	5 56-65	81	20.3	20.3	51.3
	6 66 or older	145	36.3	36.3	87.5
	7 RF	50	12.5	12.5	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

55. Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 Some high school	2	.5	.5	.5
	3 High school grad	47	11.8	11.8	12.3
	5 Tech school grad	8	2.0	2.0	14.3
	6 Some college	55	13.8	13.8	28.0
	7 College grad	112	28.0	28.0	56.0
	8 Post grad	134	33.5	33.5	89.5
	9 RF	42	10.5	10.5	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

56. Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Under \$10,000	2	.5	.5	.5
	2 \$10,000 < \$25,000	7	1.8	1.8	2.3
	3 \$25,000 < \$40,000	16	4.0	4.0	6.3
	4 \$40,000 < \$50,000	11	2.8	2.8	9.0
	5 \$50,000 < \$60,000	15	3.8	3.8	12.8
	6 \$60,000 < \$75,000	14	3.5	3.5	16.3
	7 \$75,000 < \$85,000	12	3.0	3.0	19.3
	8 \$85,000 < \$100,000	16	4.0	4.0	23.3
	9 \$100,000 or more	49	12.3	12.3	35.5
	10 RF	258	64.5	64.5	100.0
	Total	400	100.0	100.0	
Total	400	100.0			

57. Type of home

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Single family	266	66.5	66.5	66.5
	2 Town house/multi	85	21.3	21.3	87.8
	3 Apt	24	6.0	6.0	93.8
	6 DK	25	6.3	6.3	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

58. Internet access

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes, home	133	33.3	33.3	33.3
	2 Yes, work	8	2.0	2.0	35.3
	3 Yes, both	127	31.8	31.8	67.0
	4 No, but plan	11	2.8	2.8	69.8
	5 No, don't plan	92	23.0	23.0	92.8
	6 DK	29	7.3	7.3	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

59. Method of heating home

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Electricity	31	7.8	7.8	7.8
	2 Oil	156	39.0	39.0	46.8
	3 Gas	186	46.5	46.5	93.3
	5 Other	1	.3	.3	93.5
	6 DK	26	6.5	6.5	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

60. Rent or own

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Rent	59	14.8	14.8	14.8
	2 Own	316	79.0	79.0	93.8
	3 DK	25	6.3	6.3	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

61. Who pays electric bill

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	299	74.8	74.8	74.8
	2 No	57	14.3	14.3	89.0
	3 Sometimes	22	5.5	5.5	94.5
	4 DK	22	5.5	5.5	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

62. Children living at home

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 One	42	10.5	10.5	10.5
	2 Two	43	10.8	10.8	21.3
	3 Three	13	3.3	3.3	24.5
	4 Four or more	6	1.5	1.5	26.0
	5 None	251	62.8	62.8	88.8
	6 RF	45	11.3	11.3	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

63. How long lived in...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	9	2.3	2.3	2.3
	2	7	1.8	1.8	4.0
	3	6	1.5	1.5	5.5
	4	5	1.3	1.3	6.8
	5	6	1.5	1.5	8.3
	6	6	1.5	1.5	9.8
	7	6	1.5	1.5	11.3
	8	7	1.8	1.8	13.0
	9	5	1.3	1.3	14.3
	10	9	2.3	2.3	16.5
	11	3	.8	.8	17.3
	12	9	2.3	2.3	19.5
	13	7	1.8	1.8	21.3
	14	7	1.8	1.8	23.0
	15	8	2.0	2.0	25.0
	16	5	1.3	1.3	26.3
	17	7	1.8	1.8	28.0
	18	4	1.0	1.0	29.0
	19	2	.5	.5	29.5
	20	20	5.0	5.0	34.5
	21	4	1.0	1.0	35.5
	22	6	1.5	1.5	37.0
	23	5	1.3	1.3	38.3
	24	6	1.5	1.5	39.8
	25	16	4.0	4.0	43.8
	26	1	.3	.3	44.0
	27	3	.8	.8	44.8
	28	2	.5	.5	45.3
	29	2	.5	.5	45.8
	30	20	5.0	5.0	50.8
	31	3	.8	.8	51.5
	32	2	.5	.5	52.0
	33	6	1.5	1.5	53.5
	34	6	1.5	1.5	55.0
	35	10	2.5	2.5	57.5
	36	1	.3	.3	57.8
	37	1	.3	.3	58.0
	39	1	.3	.3	58.3
	40	24	6.0	6.0	64.3
	41	2	.5	.5	64.8
	42	5	1.3	1.3	66.0
	43	5	1.3	1.3	67.3
	44	2	.5	.5	67.8
	45	9	2.3	2.3	70.0
	46	2	.5	.5	70.5
	47	4	1.0	1.0	71.5
	48	6	1.5	1.5	73.0
	49	3	.8	.8	73.8
	50	20	5.0	5.0	78.8

64. Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Male	154	38.5	38.5	38.5
	2 Female	246	61.5	61.5	100.0
	Total	400	100.0	100.0	
Total		400	100.0		