

National Grid Smart Energy Solutions
Meter Decline Survey

INTRODUCTION: My name is _____, and I work for a market research firm called Bellomy Research. We are calling on behalf of National Grid about the Smart Energy Solutions Program. This is not a sales call or a call about a bill.

As you are aware from National Grid's communications, as part of the Smart Energy Solutions Program, National Grid is installing smart electricity meters at many customers' homes. I'm calling you today to follow up on your request to decline a smart meter, and ask you to share your thoughts with us. These questions will take about 5 minutes of your time.

INITIAL: Establish respondent name

1. Am I speaking with _____ NAME OF Customer of Record?
 - a. Yes _____
 - b. No _____ [SKIP TO QUESTION 3]
 - c. Refused _____ [SKIP TO QUESTION 3]
2. IF 1≠a: Can we call back at a time when _____ is available? As I said, this will only be a five minute call. (ESTABLISH TIME IF PROVIDED, THANK AND TERMINATE)
 - a. Yes _____
 - b. No _____
 - c. Refused _____
3. What do you remember about the program that was described in the material you received?
(DO NOT READ LIST. RECORD ALL MENTIONS.)(RECORD MENTIONS NOT LISTED BELOW UNDER OTHER SPECIFY.)
 - a. The program involves "Smart Grid" technologies
 - b. Ability to save money on electric bills
 - c. Ability to reduce environmental impacts
 - d. Program is designed to reduce peak electricity demand
 - e. National Grid will know my daily energy use
 - f. Other (PLEASE SPECIFY) _____
 - g. Refused
4. When you originally received and read the invitation, did you think you would like to participate in this pilot program?
 - a. Yes
 - b. No
 - c. Don't Remember
 - d. Refused
5. It's helpful to understand why customers don't want a smart meter installed in their homes. Can you tell us why you declined the meter? (DON'T PROMPT –TAKE MULTIPLE RESPONSES UP TO FOUR RESPONSES)

INTERVIEWER: TAKE THE CLOSEST RESPONSE FOR EACH POSSIBLE ANSWER BELOW

Confusion

- a. The materials are too confusing
- b. National Grid didn't do a good job explaining what this means to me
- c. I don't know what a smart meter is
- d. I don't know why you contacted me
- e. I haven't seen any information
- f. Just confused

Indifference

- a. I don't care about my utility
- b. I don't care about electricity
- c. I don't care
- d. I don't like/want change
- e. I'm too busy to think about it
- f. It's a hassle

Health/Safety/Comfort/Control

- a. I'm worried about fire hazards posed by smart meter
- b. I don't want National Grid to control my temperature/heating/cooling/appliances
- c. I don't want my home to be uncomfortable (temperature)
- d. I want to use electricity as I see fit, I don't care about costs
- e. I'm worried about EMF
- f. I'm worried about radiation
- g. I'm concerned for my/my family's/my pet's health
- h. I don't want National Grid to interrupt my electricity whenever they want to

Cost/Electricity Bill/Electricity Rates

- a. I don't want to pay more for electricity
- b. I'm trying to save money
- c. I already pay enough for electricity
- d. I don't understand how this affects my bills
- e. I don't want to be forced onto a dynamic/time-based rate
- f. Smart meters are inaccurate and I will be overcharged for electricity
- g. The costs might outweigh the benefits

Security/Privacy

- a. I don't want people to know how much electricity I use/when I use it
- b. I don't want the government/Big Brother to know how much electricity I use/when I use it
- c. I don't want National Grid to know how much electricity I use/when I use it
- d. I don't want hackers to gain access to my personal information
- e. I'm concerned about how my data will be used
- f. I'm afraid burglars will know when I'm not home, based on my electricity usage patterns (work, vacation, etc.)
- g. I'm afraid of cyber terrorism

Generic

- a. I won't benefit from this
- b. I don't want a smart meter
- c. I'm worried
- d. Don't Know
- e. Refused

6. Can you tell me a little more about what concerns you?
 - a. Open _____
 - b. Don't Know _____
 - c. Refused _____
7. What could National Grid have done or explained that would make the meter installation more appealing to you?
 - a. Open _____
 - b. Don't know
 - c. Refused
 - a.
8. Is there anything else you would like to tell us about your decision to decline the smart meter installation in your home?
 - a. Open _____
 - b. Don't Know _____
 - c. Refused _____

[END QUESTIONS]

Those are all the questions I have. Thank you for your time and assistance to us today.



Smart Energy Solutions

Meter Decliner Survey Results

December 20, 2013



Population Surveyed

- » Bellomy Research completed 70 telephone interviews of National Grid customers who declined to have a smart meter installed in their homes. (13% response rate)
- » Sample frame excluded installations not done because of technical problems
- » The survey identified 69 residences and one business among the responders.

Summary of Findings



- » The overall decliner rate was reasonable at 4%, close to the range of full scale deployments, some of which did not initially offer opt out.
- » The decliners were not knowledgeable about the Smart Energy Solutions program and 75% were not inclined to participate in the first place.
- » The single most cited reason for opting out was the "expectation of not benefitting from the pilot."
- » Health and safety concerns, 2nd highest category, amounted to 20% of all reasons mentioned for declining the meter.



The Decliner Rate was not High for a Pilot

- » Approximately 540 (4%) decliners out of 15,000 targeted installations – comparable to full scale deployments by other utilities
- » Few comparable opt out pilots but 4% rate not out of line with full scale deployments, and expectations for this pilot.

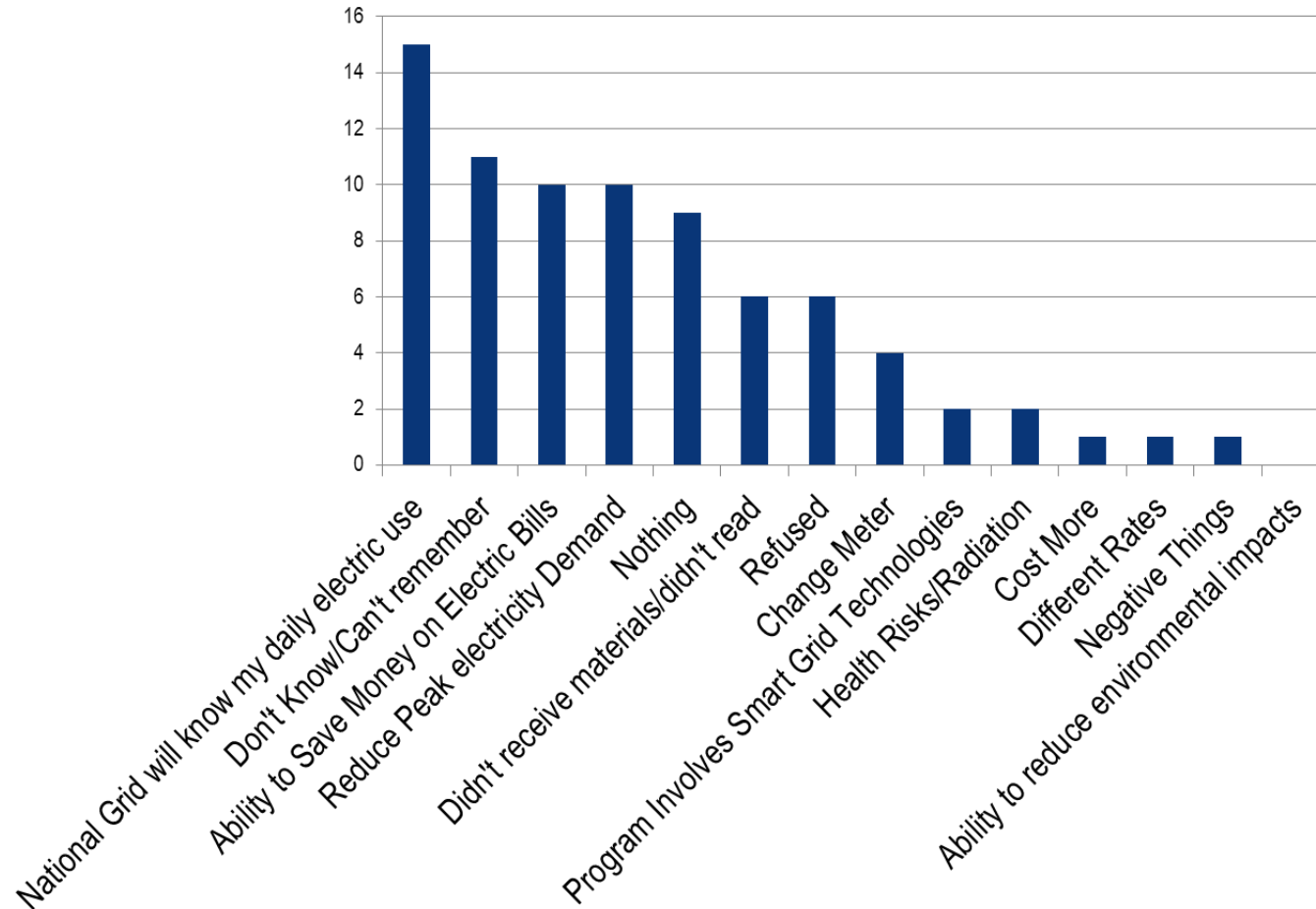
Utility	# Total Residential Customers	# Opt-out	Percentage Opt-out	Notes on opt-out
BC Hydro	2,000,000	60,000	3%	Full system deployment
SCE	4,283,836	23,100	1%	Full system deployment
PGE	5,500,000	42,905	1%	Full system deployment
Central Maine Power	620,000	8,000	1%	Full system deployment
SDGE	1,249,104	2,227	<1%	Full system deployment



- » Establish customer knowledge of Smart Solutions Program
- » Establish reasons for meter refusals
 - › Probed for clusters of concerns
 - Confusion
 - Indifference
 - Health/Safety/Comfort/Control
 - Cost/Electric Bill/Electric Rates
 - Security/Privacy
 - Generic



Decliner Knowledge of Smart Solutions Program



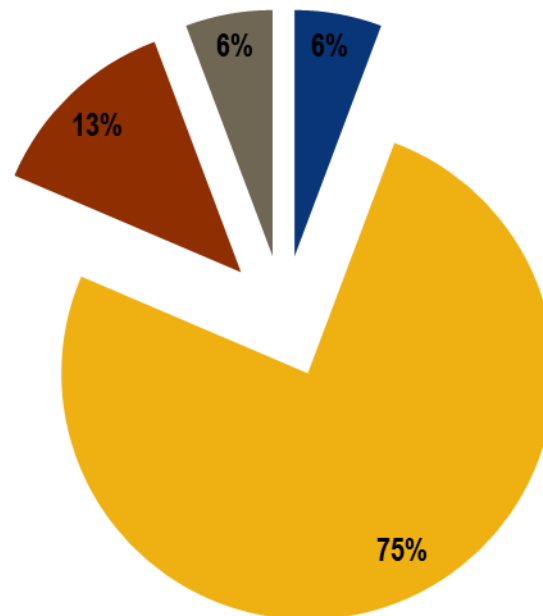
Receptivity to Smart Solutions Program



» “Upon Receipt and Reading the Invitation, Did you want participate in the pilot program” 75% said “No”

Initial Interest in Participating
n=70

■ Yes ■ No ■ Don't Remember ■ Refused



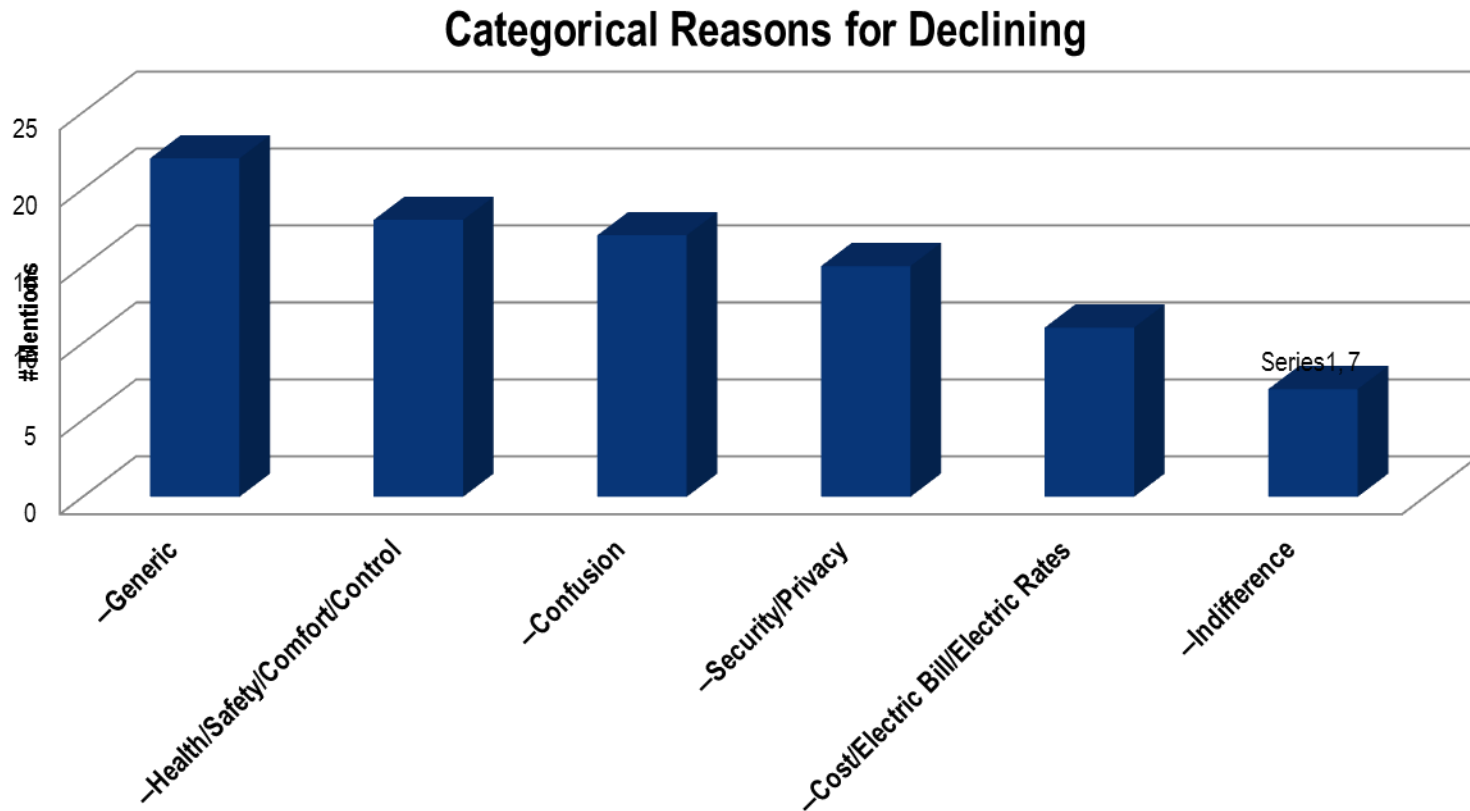


Most respondents only cited one reason

- » Survey allowed for multiple mentions but
 - › 61% cited only one reason for declining
 - › 31% cited two reasons
 - › 7% cited three reasons
- » The single most often cited reason:
 - › I won't benefit from this
- » The decliner's reasons were taken as open ended and coded by the interviewers using instructions provided by Bellomy. Though this requires judgment, the collaborative version of the survey was largely open ended and more difficult to categorize.



Why Did They Decline the Meter by Category



“Generic”: ‘I Won’t benefit from this’ – 13
‘ Don’t want a smart meter - 9

Health and Safety Detail



Health and Safety Detail

	Mentions
Worried about radiation	8
Concerned for my/family/ pet's health	6
Worried about fire hazards posed by meter	4
Don't want National Grid to interrupt electricity when they want to	2
Want to use electricity as I see fit . Don't care about costs	1
Worried about EMF	1

Confusion Detail



Confusion	Mentions
National Grid didn't do a good job explaining	8
Don't Know what a smart meter is	3
Don't know why you contacted me	4
Haven't seen any information	2
Just confused	1
*The one business said National Grid did not do a good job explaining.	





Smart Energy Solutions Pilot Survey

ONLINE

Prepared for:
National Grid

nationalgrid

Navigant Consulting, Inc.
1375 Walnut Street, Suite 200
Boulder, CO 80302



www.navigant.com

December 2, 2013

- 1a) Thank you for taking the time to complete our survey. Remember, there are no right or wrong answers; we want your honest feedback about your understanding of the National Grid Smart Energy Solutions Program.

To start, please enter your customer ID number. This is the 7-digit number printed on the card that you received in the mail.

Record card number [7 DIGIT NUMERIC FIELD]
[PIN #s ASSIGNED: 1000001 - 1013937]

[VALIDATE THAT CARD NUMBER IS ON FILE AND HAS NOT BEEN USED BY ANOTHER RESPONDENT YET.]
[IF CARD NUMBER IS ON FILE AND NOT YET USED, SKIP TO Q1D.]
[IF CARD NUMBER IS NOT ON FILE, ASK Q1B.]
[IF CARD NUMBER IS ON FILE BUT HAS ALREADY BEEN USED, SKIP TO Q1C.]

- 1b) Sorry, but the customer ID number that you entered cannot be found. Please reenter your customer ID number from the card that you received in the mail.

Record card number [7 DIGIT NUMERIC FIELD]

[IF CARD NUMBER NOT ON FILE, THANK AND TERMINATE WITH THIS MESSAGE:]

Unfortunately we are unable to locate the ID number that you entered and, therefore, cannot continue with this survey. We appreciate your time and apologize for any inconvenience this has caused. If you feel that you have received this message in error, please call 1-800-348-7994.
[CODE AS "TERMINATE"]

- 1c) The customer ID number that you entered has already completed this survey. Please reenter your customer ID number.

Record card number [7 DIGIT NUMERIC FIELD]
[IF RE-ENTERED CARD NUMBER ALREADY USED, THANK AND TERMINATE WITH THIS MESSAGE:]

Unfortunately we are unable to proceed with the customer ID number that you entered. We appreciate your time and apologize for any inconvenience this has caused. If you feel that you have received this message in error, please call 1-800-348-7994. [CODE AS "TERMINATE"]

- 1d) Great, your record has been found. Let's get started.....

National Grid Smart Energy Solutions Pilot Survey Introduction

[INSERTS FOR CONTACT_NAME, ACCOUNT NUMBER, WILL COME FROM CLIENT SUPPLIED SAMPLE]

Basic Customer Data: (To be provided by NATIONAL GRID)

- i. Name (Adult Customer of Record or Spouse):
- ii. Date Survey Completed:
- iii. Property Address (service address): Street, City, State, Zipcode
- iv. Email address:
- v. Utility Account Number:

INTRO:

Welcome to the National Grid Smart Energy Solutions Program! National Grid is undertaking a pilot program to test out how new smart grid technologies and energy efficiency strategies work best for customers. As the program begins, we are seeking some information from participants that will help us understand how the program affects you and the household over the course of the program.

We will ask questions about your understanding of the program, your energy efficiency attitudes and efforts, the home appliances, and the home and household characteristics.

The results of this survey will be used for the sole purpose of evaluating results from the National Grid Smart Energy Solutions Program. Information you provide will not be distributed or shared with any person other than those explicitly necessary for the purpose of evaluating the program. Your individual responses will not be made publicly available, but will be grouped and analyzed along with other program participants and the combined results may be summarized and shared publicly.

The National Grid Smart Energy Solutions Program Team want to thank you for your cooperation.

SURVEY QUESTIONS

2. Do you live at this address...?
[INSERT ADDRESS FROM SAMPLE]
 1. Yes
 2. No
47. Which of these options best describes this residence?
 1. Own
 2. Rent
 98. Unsure/Don't Know
 99. Refused
5. Do you pay the electric bill for...[INSERT ADDRESS FROM SAMPLE]?
(IF "NO", Who does pay the electric bill for this residence?)
 1. Yes
 2. No (PLEASE SPECIFY) _____
 3. Other (PLEASE SPECIFY) _____
 98. Unsure/Don't Know
 99. Refused

6. In the last three months, have you read, seen or heard any information on the National Grid Smart Energy Solutions program?

- 1. Yes
- 2. No
- 98. Unsure/Don't Know
- 99. Refused

[IF Q6 = 1, CONTINUE. OTHERWISE, SKIP TO Q8.]

7. How did you hear about this program? *Please select all that apply.*

- 1. Newspaper
- 2. Letter from National Grid
- 3. Phone call from National Grid
- 4. Radio
- 5. TV
- 6. National Grid's website
- 7. Friend/neighbor/relative
- 8. Internet
- 9. Bill Insert
- 10. Newsletter from National Grid
- 11. National Grid Call Center
- 12. Other (PLEASE SPECIFY)
- 98. Unsure/Don't Know
- 99. Refused

8. Do you know about the Smart Rewards Pricing program?

- 1. Yes
- 2. No **[SKIP TO 10]**
- 98. Unsure/Don't Know **[SKIP TO 10]**
- 99. Refused **[SKIP TO 10]**

[IF Q8 = 1, CONTINUE. OTHERWISE, SKIP TO Q10.]

9. Which of the following statements comes closest to describing your current level of knowledge about the Smart Rewards Pricing program? *Please select one only.*

- 1. I've heard the term, but don't know much about what it means
- 2. I have a basic understanding of what it means
- 3. I have a fairly complete understanding of what it means
- 4. I have not heard that term
- 98. Unsure/Don't Know
- 99. Refused

10. Do you know about the Sustainability Hub?

1. Yes
2. No **[SKIP TO 15]**
98. Unsure/Don't Know **[SKIP TO 15]**
99. Refused **[SKIP TO 15]**

[IF Q10 = 1, CONTINUE. OTHERWISE, SKIP TO Q15.]

11. How did you hear about the Sustainability Hub? *Please select all that apply.*

1. Newspaper
2. Letter from National Grid
3. Phone call from National Grid
4. Door hanger from National Grid
5. Magazine
6. Radio
7. TV
8. National Grid's website
9. Friend/neighbor/relative
10. Internet
11. Bill Insert
12. Other (PLEASE SPECIFY)
98. Refused
99. Unsure/Don't Know

12. Have you been to the Sustainability Hub?

1. Yes
2. No **[SKIP TO 15]**
98. Unsure/Don't Know **[SKIP TO 15]**
99. Refused **[SKIP TO 15]**

[IF Q12 = 1, CONTINUE. OTHERWISE, SKIP TO Q15.]

13a. Now, I'm going to ask you a few questions about what you think of the Sustainability Hub.

Please tell us what WAS GOOD about it. *Please be as detailed and specific as possible.*

[OPEN END]

[PROGRAMMER: ALLOW CHECKBOXES FOR DON'T KNOW/NOT SURE AND REFUSED.]

13b. Please tell us what WASN'T GOOD about it. *Please be as detailed and specific as possible.*

[OPEN END]

[PROGRAMMER: ALLOW CHECKBOXES FOR DON'T KNOW/NOT SURE AND REFUSED.]

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13c. Now please tell us how likely you are to visit it again.

1. Very likely
2. Somewhat likely
3. Neither likely nor unlikely
4. Unlikely
5. Very unlikely

14. Please ~~rank~~ rate your motivations for participating in this program for each of the following statements.

<i>Very Unimportant</i>					<i>Very Important</i>		<i>Unsure/ Don't know</i>	<i>Refused</i>								
<i>1</i>	<i>=</i>	<i>2</i>	<i>=</i>	<i>3</i>	<i>=</i>	<i>4</i>	<i>=</i>	<i>5</i>	<i>=</i>	<i>6</i>	<i>=</i>	<i>7</i>	<i>=</i>	<i>98</i>	<i>=</i>	<i>99</i>

[RANDOMIZE STATEMENT ORDER.]

- a. Saving money on my electric bill
- b. My household is very "energy conservation" minded
- c. The environment and reducing greenhouse gases
- d. I am interested in new technologies to help me control electricity usage

15. In your own words, what does the term "smart grid" mean to you? *Please be as detailed and specific as possible.*

[OPEN END]

[PROGRAMMER: ALLOW CHECKBOXES FOR DON'T KNOW/NOT SURE AND REFUSED.]

16. How effectively do you feel the household will be able to shift energy usage to reduce electricity costs during the program? *On a scale of 1 to 7, please indicate the number that best represents your answer.*

<i>Not At All Effectively</i>					<i>Highly Effectively</i>		<i>Unsure/ Don't know</i>	<i>Refused</i>								
<i>1</i>	<i>=</i>	<i>2</i>	<i>=</i>	<i>3</i>	<i>=</i>	<i>4</i>	<i>=</i>	<i>5</i>	<i>=</i>	<i>6</i>	<i>=</i>	<i>7</i>	<i>=</i>	<i>98</i>	<i>=</i>	<i>99</i>

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17. Do you have any concerns about participating in this program?
1. Yes
 2. No
 98. Unsure/Don't Know
 99. Refused

[IF Q17 = 1, CONTINUE. OTHERWISE, SKIP TO Q19.]

18. What are your concerns about participating in this program? *Please select all that apply.*
- a. Program will be hard to manage
 - b. Program will be too time consuming
 - c. Technology will be difficult to use
 - d. My utility bill will increase
 - e. Other (PLEASE SPECIFY)
 98. Unsure/Don't Know
 99. Refused

19. Please rate your level of agreement for each of the following statements. *On a scale of 1 to 7, please indicate the number that best represents your answer.*

<i>Strongly Disagree</i>						<i>Strongly Agree</i>	<i>Unsure/ Don't know</i>	<i>Refused</i>
<i>1 =</i>	<i>2 =</i>	<i>3 =</i>	<i>4 =</i>	<i>5 =</i>	<i>6 =</i>	<i>7 =</i>	<i>98 =</i>	<i>99 =</i>

- a. My household keeps track of the amount of energy we use
 - b. My household believes that using energy has an impact on the environment
20. Please indicate how routinely this household performs each of the following actions? *For each action statement, please select the number that best represents your answer from the scale below.*

[SCALE]

Always	1
Sometimes	2
Never	3
Not Applicable	-97
Don't know/Not sure	-98
Refused	-99

[RANDOMIZE STATEMENT ORDER.]

1. Turn off lights when leaving a room
2. Unplug phone and other chargers when not in use
3. Turn off power strips when not in use
4. Set back thermostats when not at home
5. Turn down water heater temperature settings
6. Run the dishwasher only when full
7. Use cold water settings in washing machine

21. Please indicate how familiar you are with the following utility sponsored energy efficiency programs. *For each program, please select the number that best represents your answer from the scale below.*

[SCALE]

Very familiar (I've participated in the past 2-3 years) 1
Very familiar (but I have not participated in the past 2-3 years). 2
Somewhat familiar 3
Neither familiar nor not familiar 4
Not very familiar 5
Not at all familiar/Never heard of it before today 6
Unsure/Don't know -98
Refused -99

[RANDOMIZE STATEMENT ORDER.]

- a. Rebate Program (e.g., CFLs, appliances, thermostats)
- b. Home Energy Audit Program (MassSAVE)
- c. ENERGY STAR Homes (new construction)
- d. Home Performance with ENERGY STAR (renovation)
- e. Low Income Weatherization Programs
- f. Utility Arrearage Management
- g. Fuel Assistance
- h. Utility Low-Income Discount Rate

22. Do you have any interest in using any of the following services and products? *For each one, please select the number that best represents your answer.*

[SCALE]

Yes 1
No 2
Unsure/Don't know 98
Refused 99

- a. Green Power (renewable sources of energy)
- b. Utility-sponsored rebate programs for purchase of energy efficient products or energy efficient home improvements (for example: MassSAVE energy audits, adding insulation, replacing your heating system, and so on)

- 22a. Are there any other services and products, not previously mentioned, that you might have an interest in using?

[OPEN END]

[PROGRAMMER: ALLOW A CHECKBOX FOR "NO/NONE".]

23. Has this residence been weatherized in the past 5 years? (Weatherization includes repairing major air leaks and upgrading insulation. Some examples include: ~~a)~~ installing new energy efficient windows, ~~b)~~ caulking or weather stripping doors or windows that leak air, or ~~c)~~ adding insulation.) ~~(Select One)~~
- 1. Yes
 - 2. No
 - 98. Unsure/Don't Know
 - 99. Refused

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24. In the past two years, how much money have you spent on energy efficiency improvements to this residence? *Please select one only.*
1. Zero dollars
 2. Less than \$500
 3. \$501 to \$1,000
 4. \$1,001 to \$1,500
 5. \$1,501 to \$2,500
 6. \$2,501 to \$3,500
 7. \$3,501 to \$5,000
 8. More than \$5,000
 98. Unsure/Don't Know
 99. Refused
25. From the following statements, please select the one that best describes your understanding of the costs to generate electricity from the power plants in the New England region, as the region's demand for energy fluctuates. *Please select one only.*
1. The cost to generate electricity is GENERALLY THE SAME throughout the day and year
 2. The cost to generate electricity VARIES SLIGHTLY throughout the day and year
 3. The cost to generate electricity VARIES SIGNIFICANTLY throughout the day and year
 98. Unsure/Don't Know
 99. Refused
26. In part, this program is testing different ways to price electricity. Did you know that if your electricity use is priced on an hourly basis so that your cost of electricity goes up or down according to the cost to generate electricity, you could save money on your electric bill by controlling use during the more expensive hours?
1. Yes
 2. No
 98. Unsure/Don't Know
 99. Refused
27. Do you pay for central air conditioning in this residence? *Please select one only.*
1. Yes
 2. No, it is part of my rent/condo fee
 3. No, I do not have central air
 98. Unsure/Don't Know
 99. Refused

[IF Q27 = 1 OR 2, CONTINUE. OTHERWISE, SKIP TO Q33.]

28. What is the approximate age of the air conditioning system? Please indicate your best guess if you are not sure. *Please select one only.*
1. Less than 5 years old
 2. 5-10 years old
 3. More than 10 years old
 98. Unsure/Don't Know
 99. Refused

[IF Q28 = 1, CONTINUE. OTHERWISE, SKIP TO Q30.]

29. If the Central Air Conditioning System is less than five years old, did you...? *Please select one only.*
1. Replace an existing central air conditioning system
 2. Add central air conditioning to your home for the first time
 98. Unsure/Don't Know
 99. Refused
30. Approximately what percentage of the living space in this residence is cooled by central air conditioning? *Please select one only.*
1. 0-25%
 2. 26-50%
 3. 51-75%
 4. 76-100%
 98. Unsure/Don't Know
 99. Refused
31. Please indicate the number of the following types of thermostat that the main cooling system uses. *(Do not include thermostats received as part of this program, if any.) Please enter the number for each option. Please use "98" for Unsure/Don't know and "99" if Refused.*
1. **No thermostat** (simple on/off control) [____][ENTER NUMBER]
 2. **Programmable thermostat(s)** (Digital display units that allow you to [____][ENTER NUMBER] program thermostat settings according to the household schedule)
 3. **Standard thermostat(s)** (Allows you to set the temperature and turn [____][ENTER NUMBER] the air conditioner on or off; you cannot set on/off times)
32. What is the typical weekday thermostat setting of the main central cooling system for each of the following time periods during the cooling season (June through September)? If it varies or if there is more than one thermostat, please provide the approximate average setting. *Please enter a number for each time period using the scale below.*

[SCALE]

Off.....	1
Below 67F.....	2
67-69F	3
70-73F	4
74-76F	5
77-80F	6
Over 80F.....	7
Unsure/Don't know	-98
Refused.....	-99

- a. 6am-9am (Early Morning)
- b. 9am-1pm (Morning)
- c. 1pm-5pm (Afternoon)
- d. 5pm-7pm (Early Evening)
- e. 7pm-6am (Evening/Night)

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33. Do you pay for room or window air conditioning/cooling for this residence? *Please select one only.*
1. Yes
 2. No, it is part of my rent/condo fee
 3. No, I do not have room or window air conditioning units
 98. Unsure/Don't Know
 99. Refused

34. Please indicate how many room or window air conditioning/cooling units are in use on average. *Please select one only.*
1. 0
 2. 1
 3. 2
 4. 3
 5. 4
 6. 5
 7. More than 5
 98. Unsure/Don't Know
 99. Refused

35. Please indicate how often the main central air conditioning system(s) or room air conditioning unit(s) are on during the cooling season (June through September). *Please enter a number for each time period using the scale below.*

(SCALE)

Never.....	1
Rarely (1-2 days/week)	2
Sometimes (3-4 days/week)	3
Often (5-6 days/week)	4
Always (7 days/week)	5
Unsure/Don't know	-98
Refused.....	-99

- a. 6am-9am (Early Morning)
- b. 9am-1pm (Morning)
- c. 1pm-5pm (Afternoon)
- d. 5pm-7pm (Early Evening)
- e. 7pm-6am (Evening/Night)

36. Do you pay to heat this residence? *Please select one only.*
1. Yes
 2. No (Please specify)
 3. Other (PLEASE SPECIFY)
 98. Unsure/Don't Know
 99. Refused

37. What is the primary heating fuel for this residence? *Please select one only.*

1. Natural Gas
2. Electric
3. Oil
4. Bottled gas (propane, butane, kerosene)
5. Solar
6. Other (PLEASE SPECIFY)
98. Unsure/Don't Know
99. Refused

38. What type of water heating systems are used in this residence? *Please select all that apply.*

1. Natural Gas
2. Electric
3. Oil
4. Bottled gas (propane, butane, kerosene)
5. Solar
6. Other (PLEASE SPECIFY)
98. Unsure/Don't Know
99. Refused

39. Please indicate if and how many of the following television types are used in this residence.

Please enter a number for each item using the scale below.

[SCALE]

- None..... 1
- 1 2
- 2 3
- 3 or more 4
- Unsure/Don't know -98
- Refused.....-99

- a. Standard Tube TV (CRT) [] **[ENTER NUMBER]**
- c. Projection Television [] **[ENTER NUMBER]**
- d. Flat Panel LCD/LED TV [] **[ENTER NUMBER]**
- e. Plasma TV [] **[ENTER NUMBER]**

40. Please indicate if and how many of the following Entertainment and Technology items are used in this household. *Please enter a number for each item using the scale below.*

[SCALE]

- None..... 1
- 1 2
- 2 3
- 3 or more 4
- Unsure/Don't know -98
- Refused -99

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- a. Personal Computers (PC, Macintosh, etc.)
- b. Multifunction machine (printer, fax, copier, etc.)
- c. Printer for computer
- d. Copier
- e. Home Network (LAN)
- f. Scanner
- g. FAX machine

41. Does this residence currently have an internet connection?

- 1. Yes
- 2. No
- 98. Unsure/Don't Know
- 99. Refused

[IF Q41 = 1, CONTINUE. OTHERWISE, SKIP TO Q43.]

42. What kind of internet connection does this residence have? *Please select one only.*

- 1. High speed (cable, fiber optic)
- 2. DSL
- 3. Telephone modem
- 4. Other (PLEASE SPECIFY)
- 98. Unsure/Don't know
- 99. Refused

[IF Q41 = 2, CONTINUE. OTHERWISE, SKIP TO Q44.]

43. If no internet connection at this residence, do you get internet access at any of the following?

[ROTATE ORDER]

- a. Public library or other public facility
- b. School
- c. Friend or family
- d. At a business like Starbucks or a local café
- e. Plan to install internet at home soon (within the next 6 months)
- f. Workplace
- g. Cell phone
- h. Other (PLEASE SPECIFY) **[FIXED]**

44. Please indicate if and how many of the following appliances are in this residence.

Please enter a number for each appliance using the scale below.

[SCALE]

- None..... 1
- 1 2
- 2 3
- 3 or more 4
- Unsure/Don't know-98
- Refused.....-99

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- a. Clothes Washer
- b. Electric Clothes Dryer
- c. Gas Clothes Dryer
- d. Microwave Oven
- e. Dishwasher
- f. Refrigerators (plugged in)
- g. Standalone Freezers (plugged in)
- h. Electric Stovetop or Range
- i. Gas Stovetop or Range
- j. Electric Oven
- k. Gas Oven

45. Please indicate if and how many of the following are in this residence.

Please enter a number for each item using the scale below.

[SCALE]

None..... 1
1 2
2 3
3 or more 4
Unsure/Don't know.-98
Refused.....-99

- a. Outdoor hot tub
- b. Pool pump
- c. Plug-in hybrid vehicle
- d. Solar panel

[IF Q45_Solar Panel = 2, 3 OR 4, CONTINUE. OTHERWISE, SKIP TO Q47.]

46. Thinking about your solar panels, how many kW is the system? *Please use "98" for Unsure/Don't know and "99" if Refused.*

1. _____ **[ENTER KW #]**

[Q47 MOVED TO IMMEDIATELY AFTER Q2.]

48. Which one of these options best describes this residence? *Please select one only.*

- 1. Single-family detached house
- 2. Townhouse, duplex, or row house (shares common wall with neighboring unit from basement to roof)
- 3. Apartment (either rent or own) (2-4 units)
- 4. Apartment (either rent or own) (5 or more units)
- 5. Mobile home or trailer ("manufactured home")
- 6. Other (PLEASE SPECIFY)
- 98. Unsure/Don't Know
- 99. Refused

49. Which one of these options best describes this residence? *Please select one only.*
1. This is my permanent year-round residence
 2. This is my partial-year or seasonal residence
 3. This is my vacation home and generally used only by my family
 4. This is a vacation rental home
 5. Other (PLEASE SPECIFY)
98. Unsure/Don't Know
99. Refused
50. Which one of these options best describes the exterior of this residence? *Please select one only.*
1. Wood
 2. Cement
 3. Aluminum siding
 4. Stucco
 5. Brick
 6. Other (PLEASE SPECIFY)
 7. Vinyl / Vinyl siding
98. (DO NOT READ) Unsure/Don't Know
99. (DO NOT READ) Refused

[IF Q49 = 2, 3, OR 4 CONTINUE, OTHERWISE SKIP TO Q52.]

51. Please indicate the months this partial-year or vacation home is typically occupied by your family and/or renters. *Please select all that apply.*
1. Jan
 2. Feb
 3. Mar
 4. Apr
 5. May
 6. Jun
 7. Jul
 8. Aug
 9. Sep
 10. Oct
 11. Nov
 12. Dec
98. Unsure/Don't Know
99. Refused
52. How many square feet of living space are there in this residence, including bathrooms, foyers, and hallways? Please exclude unheated rooms and garages. If you live in an apartment building, please answer for the living space considered "your home." *Please select one only.*
1. Less than 500
 2. 500-999
 3. 1,000 – 1,499

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- 4. 1,500 – 1,999
- 5. 2,000 – 2,499
- 6. 2,500 – 2,999
- 7. 3,000 – 3,499
- 8. 3,500 – 3,999
- 9. 4,000 – 4,999
- 10. Greater than 5,000
- 98. Unsure/Don't Know
- 99. Refused

53. How many rooms are in this residence? Please exclude bathrooms, halls, pantries, unheated rooms, and garages. *Please use "98" for Unsure/Don't know and "99" if Refused.*

1. _____ **[ENTER # OF ROOMS]**

54. Approximately what year was this residence built? *Please use "9998" for Unsure/Don't know and "9999" if Refused.*

- 1. _____ **[ENTER YEAR]**
- 98. Unsure/Don't Know
- 99. Refused

54_CODE. [PROGRAMMER: PLEASE AUTO PUNCH Q54_CODE WITH THE FOLLOWING CODES BASED ON THE ANSWER AT Q54.]

- 1. Before 1930
- 2. 1930-1939
- 3. 1940-1949
- 4. 1950-1959
- 5. 1960-1969
- 6. 1970-1979
- 7. 1980-1989
- 8. 1990-1999
- 9. 2000-2002
- 10. 2003-2004
- 11. 2005-2006
- 12. 2007 or after
- 98. Unsure/Don't Know
- 99. Refused

[IF Q49 = 1 CONTINUE, OTHERWISE SKIP TO Q56.]

55. How long has this been your permanent, year-round residence? *Please select one only.*

- 1. Less than 1 year
- 2. 1-3 years
- 3. 4-10 years
- 4. 11-20 years
- 5. Over 20 years
- 98. Unsure/Don't Know
- 99. Refused

56. What age is the head of household? If two share this role, please use the average.
Please select one only.
1. Under 30 years
 2. 30-39 years
 3. 40-49 years
 4. 50-59 years
 5. 60 years and older
 98. Unsure/Don't Know
 99. Refused
57. Please select the range that best describes this household's gross income for 2013 (before adjustments for taxes and credits). Please include all sources of income such as salaries, wages, rent, interest, dividends, pensions, and social security.
1. Less than \$10,000
 2. \$10,000 - \$17,999
 3. \$18,000 - \$29,999
 4. \$30,000 - \$49,999
 5. \$50,000 - \$74,999
 6. \$75,000 - \$99,999
 7. \$100,000 - \$149,999
 8. More than \$150,000
 98. Unsure/Don't Know
 99. Refused
58. What is the highest level of education completed by any head of household in this residence?
1. Elementary (Grades 1-8)
 2. Some high school (Grades 9-12)
 3. High School Graduate
 4. Some College/Trade/Vocational School
 5. College Graduate
 6. Postgraduate College
 98. Unsure/Don't Know
 99. Refused
59. For each of the following age groups, how many people, including you, usually live in this residence?
Please exclude anybody away for more than half the year.
1. _____ **[ENTER #]** Infant (less than 1 year old)
 2. _____ **[ENTER #]** 1-6 years old
 3. _____ **[ENTER #]** 7-18 years old
 4. _____ **[ENTER #]** 19-24 years old
 5. _____ **[ENTER #]** 25-34 years old
 6. _____ **[ENTER #]** 35-44 years old
 7. _____ **[ENTER #]** 45-54 years old
 8. _____ **[ENTER #]** 55-59 years old
 9. _____ **[ENTER #]** 60-64 years old
 10. _____ **[ENTER #]** 65-70 years old

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11. _____ **[ENTER #]** 70 years old and older
98. Unsure/Don't Know
99. Refused
60. Does anybody in this residence require electricity to operate critical medical equipment, such as breathing machines, kidney or dialysis pumps, or other medically prescribed devices?
1. Yes
2. No
98. Unsure/Don't Know
99. Refused
61. What is the primary language spoken in this residence?
[ALPHABETIZE LIST]
1. English **[FIXED]**
2. Russian
3. French
4. Portuguese
5. Spanish
6. Vietnamese
7. Chinese
8. Italian
9. Other (PLEASE SPECIFY) **[FIXED]**
98. Unsure/Don't Know **[FIXED]**
99. Refused **[FIXED]**
62. Is there anything else you would like to share with us about any part of the program or what you expect to happen?

[OPEN END]
[PROGRAMMER: ALLOW CHECKBOXES FOR DON'T KNOW/NOT SURE AND REFUSED.]
63. If you have an email address, would you please enter below?

[ENTER EMAIL ADDRESS]
[PROGRAMMER: ALLOW A CHECKBOX FOR "DON'T HAVE AN EMAIL ADDRESS" AND "REFUSED".]

CLOSING: Thank you for your time and effort. We hope this program is a success for you.



Smart Energy Solutions

Pre-Pilot Survey: Results Slide Deck

Revised

April 25, 2014

DISPUTES & INVESTIGATIONS • ECONOMICS • FINANCIAL ADVISORY • MANAGEMENT CONSULTING



Content of Report

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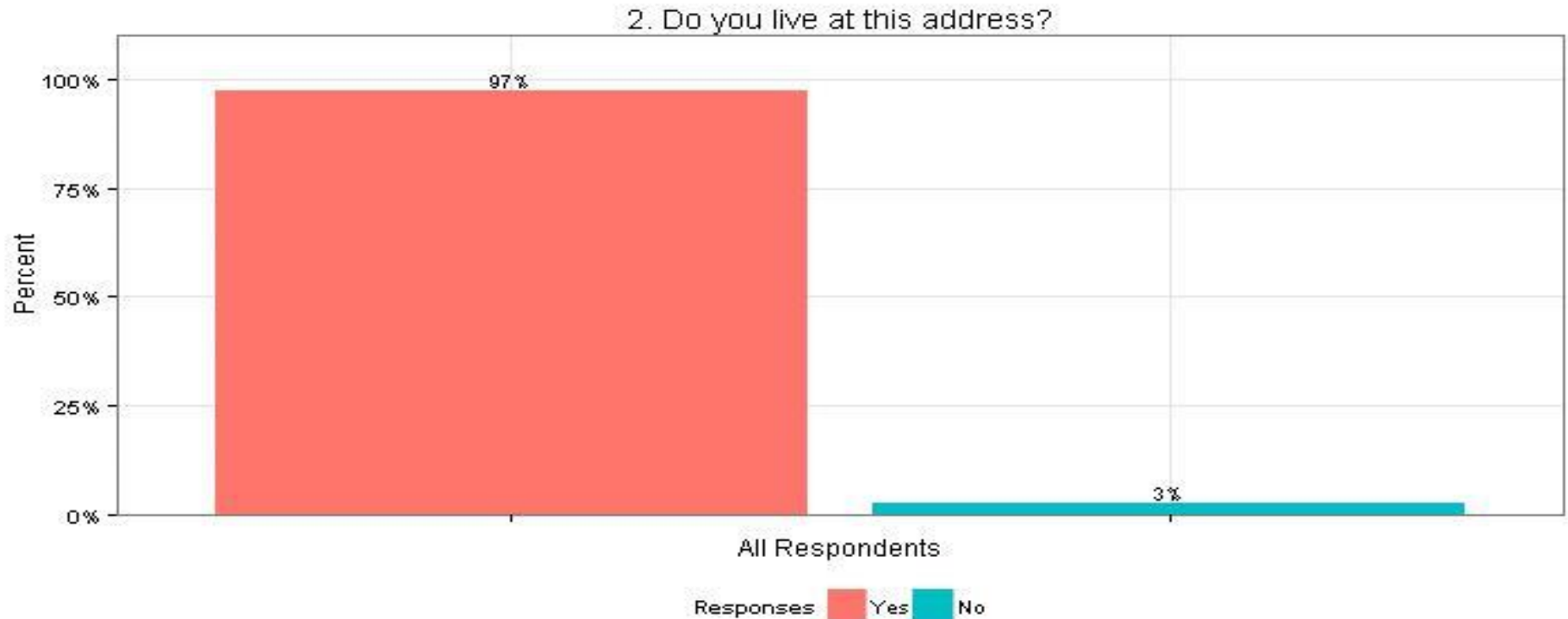
Readers of the report are advised that they assume all liabilities incurred by them, or third parties, as a result of their reliance on the report, or the data, information, findings and opinions contained in the report.

March 21, 2014

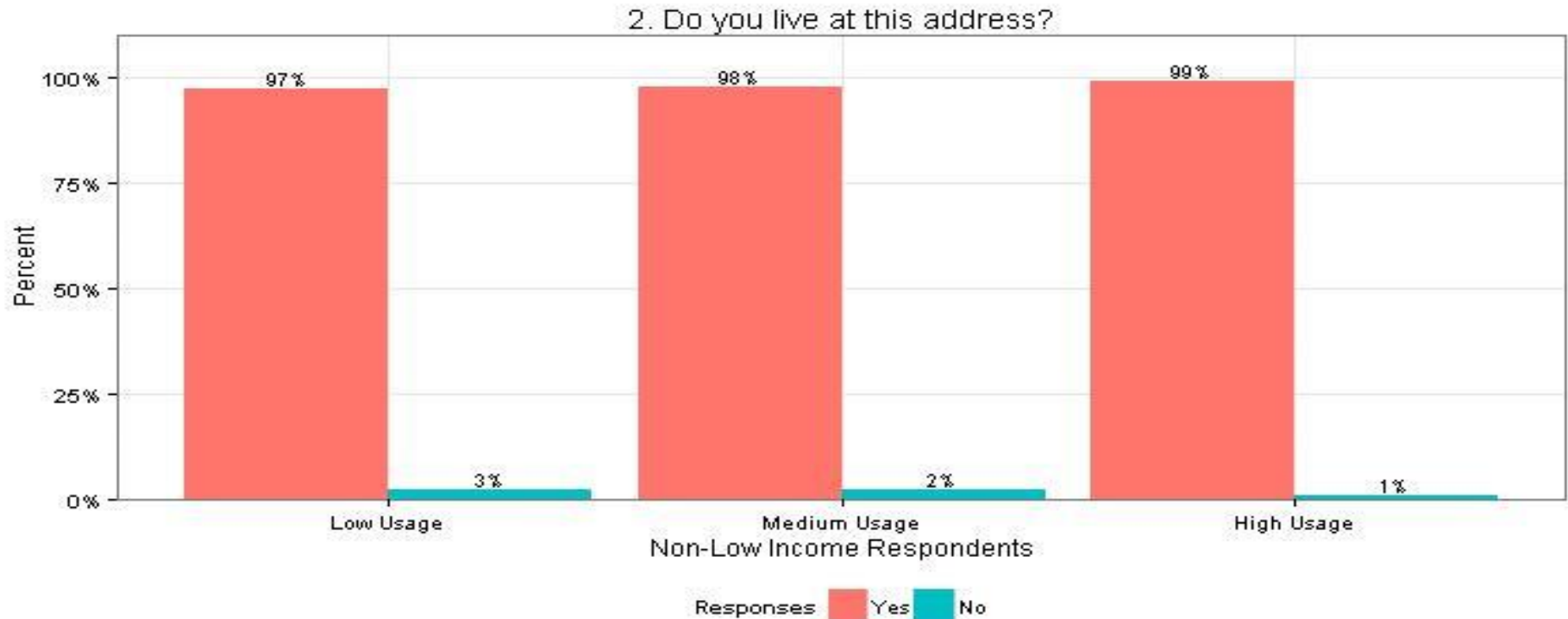


- » This presentation contains the full set of results , including breakouts by key demographic segments, for the National Grid Smart Energy Solutions Pre-Pilot survey.
- » The Smart Energy Solutions Pre-Pilot survey was fielded to potential participants in the pilot from January 9, 2014 to February 12, 2014. The survey was available online along with in-bound and out-bound phone calls to a total population of 12,823 residential customers. A total of 1,470 residential customers completed the survey or approximately 11.5% of the eligible population.

2. Do you live at this address? All Respondents

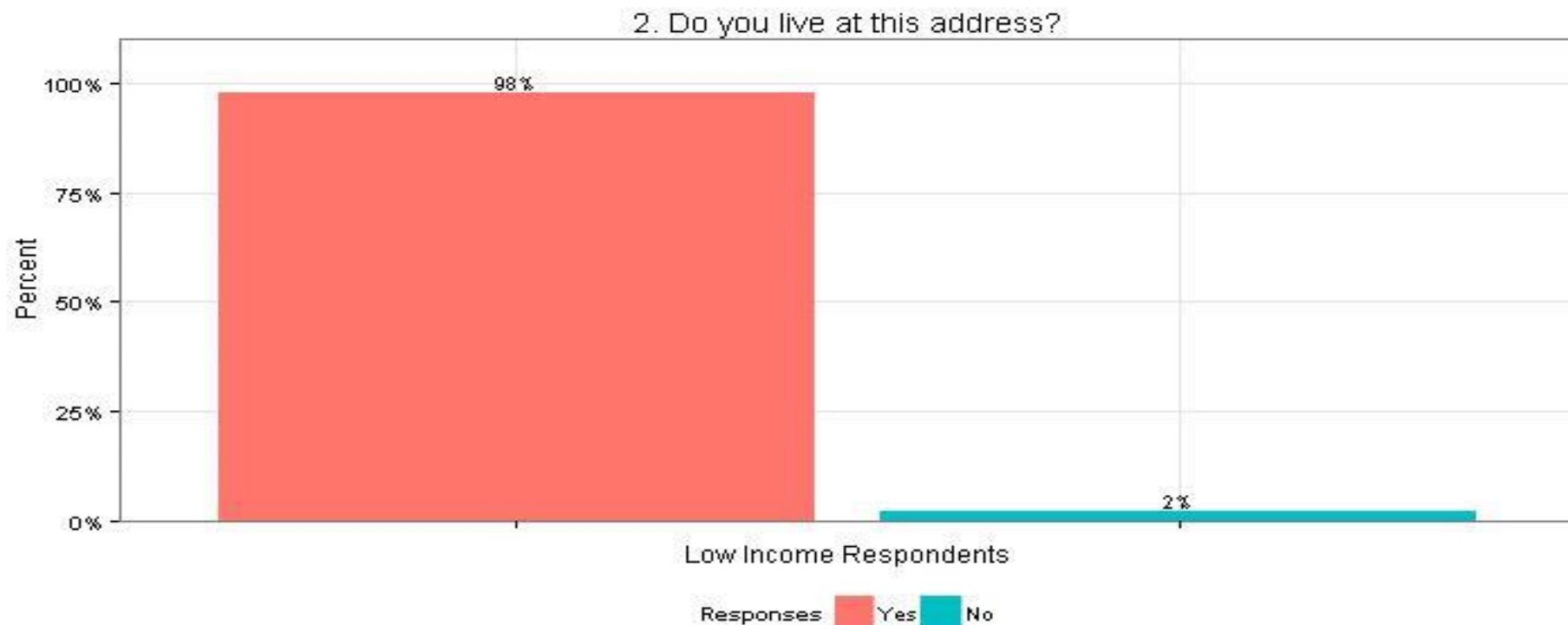


2. Do you live at this address? Non-Low Income Respondents

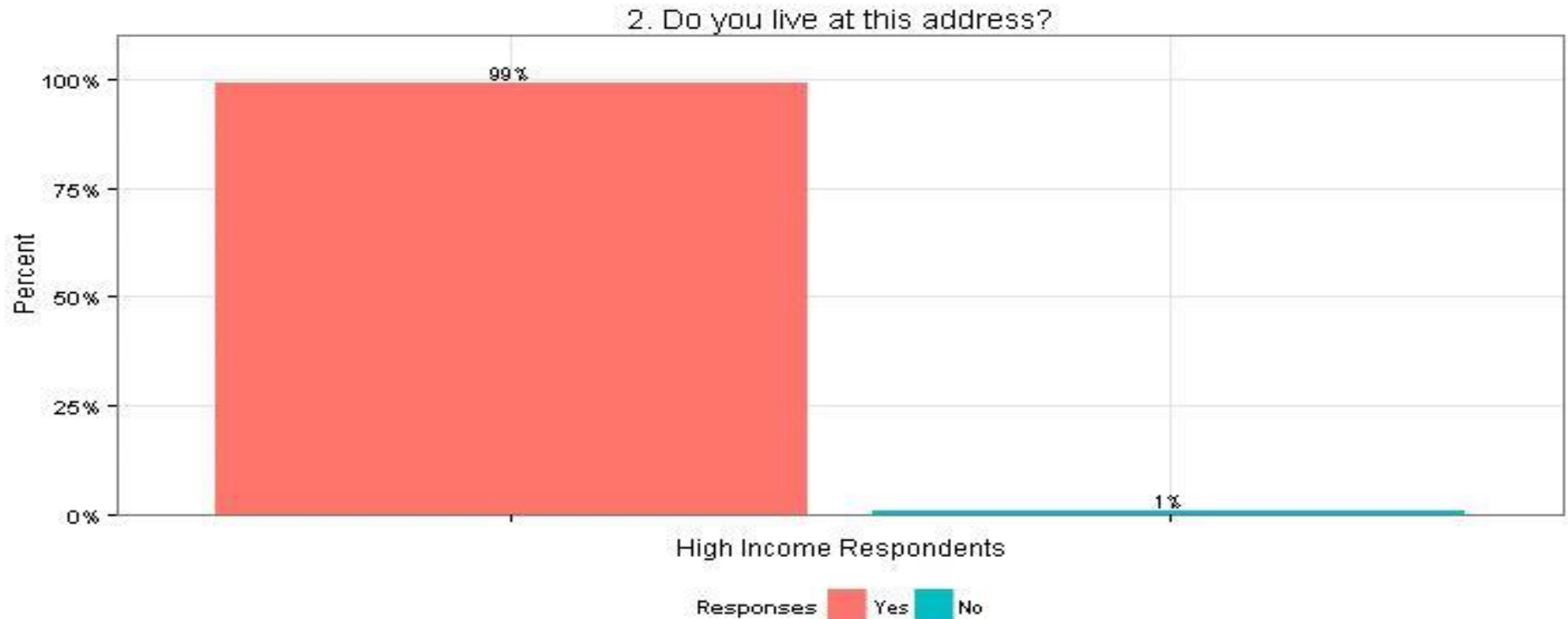




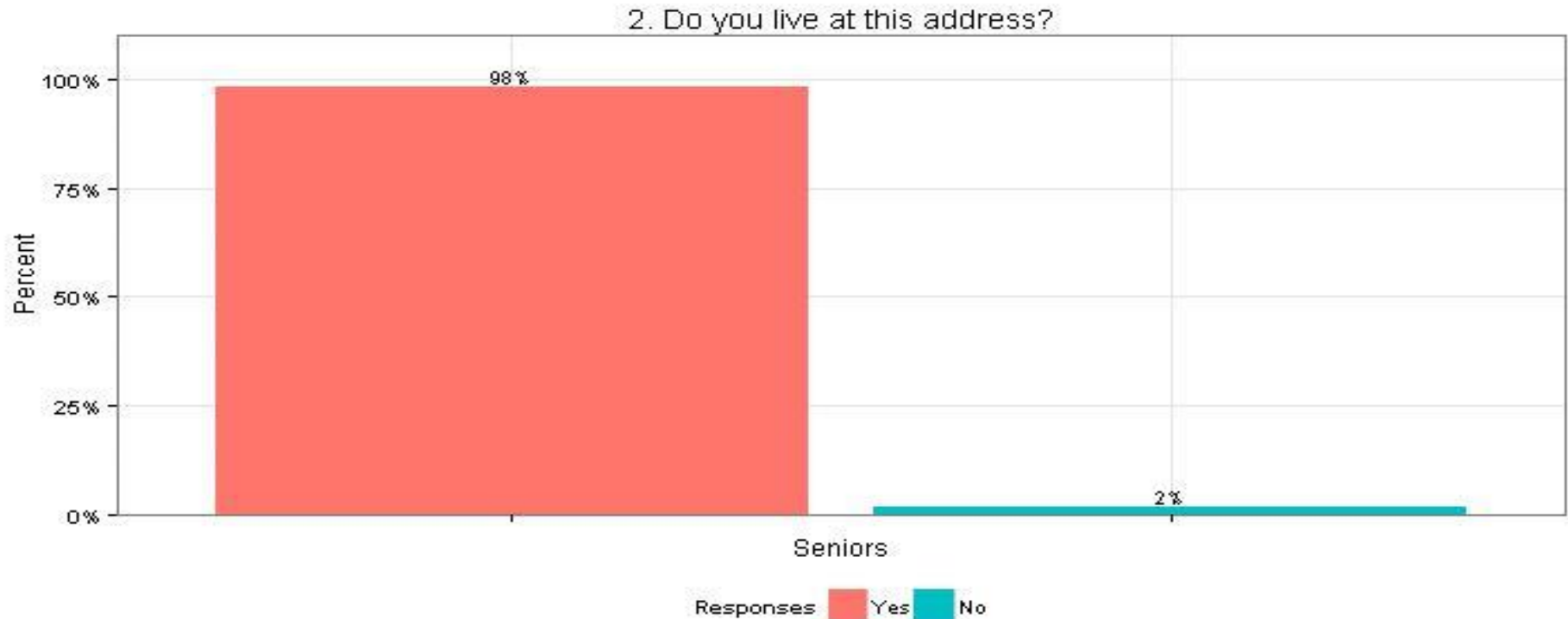
2. Do you live at this address? Low Income Respondents



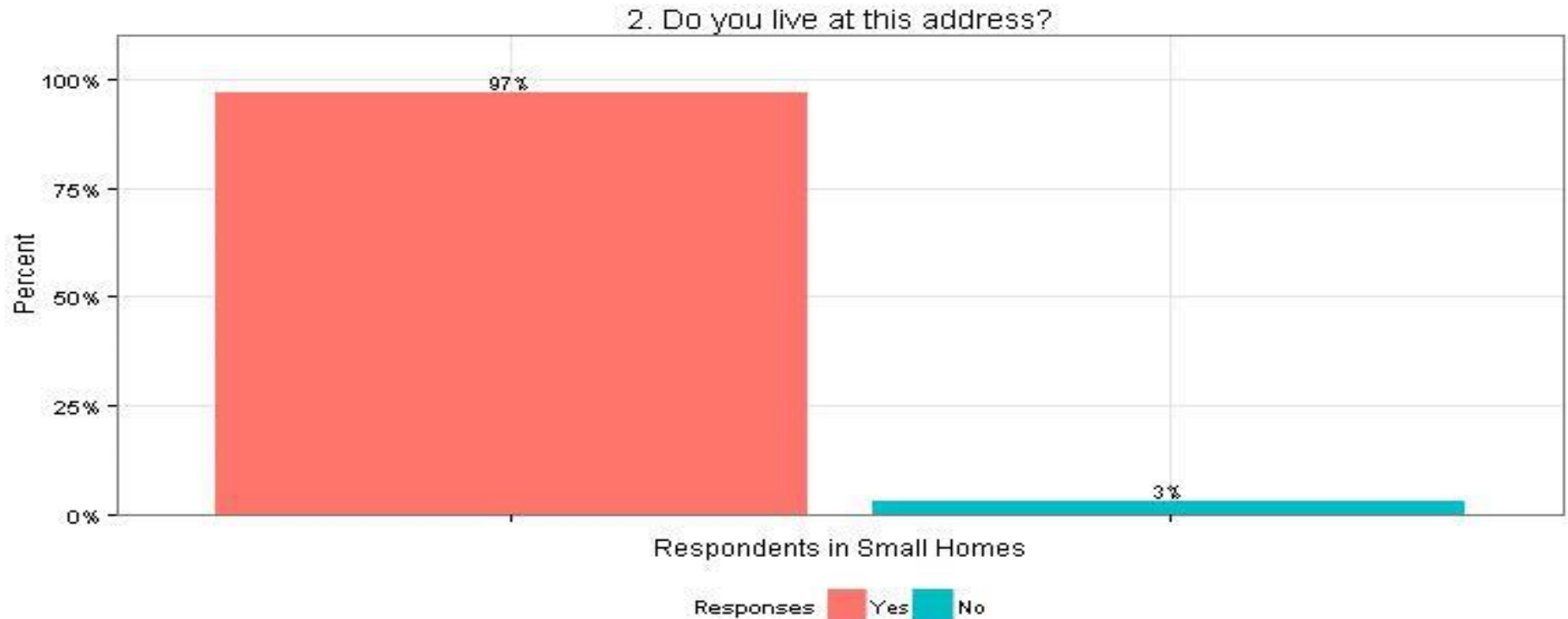
2. Do you live at this address? High Income Respondents



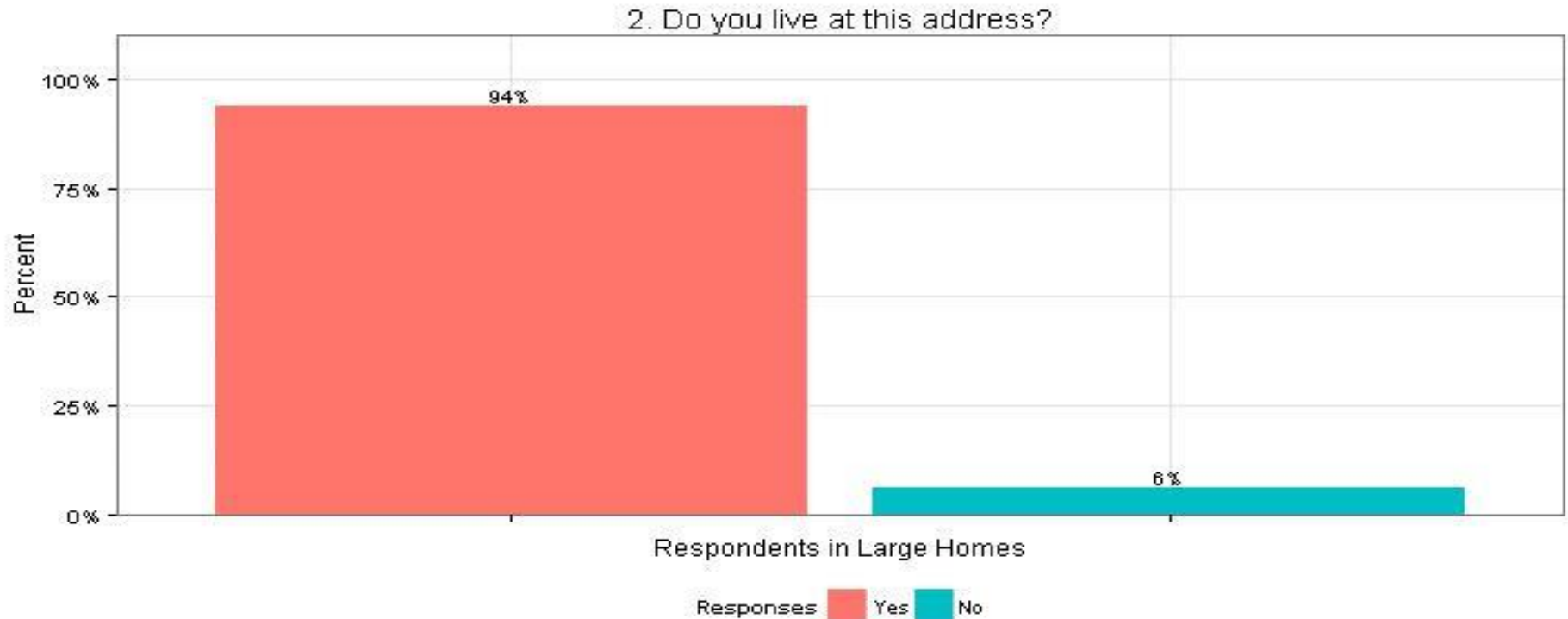
2. Do you live at this address? Seniors



2. Do you live at this address? Respondents in Small Homes

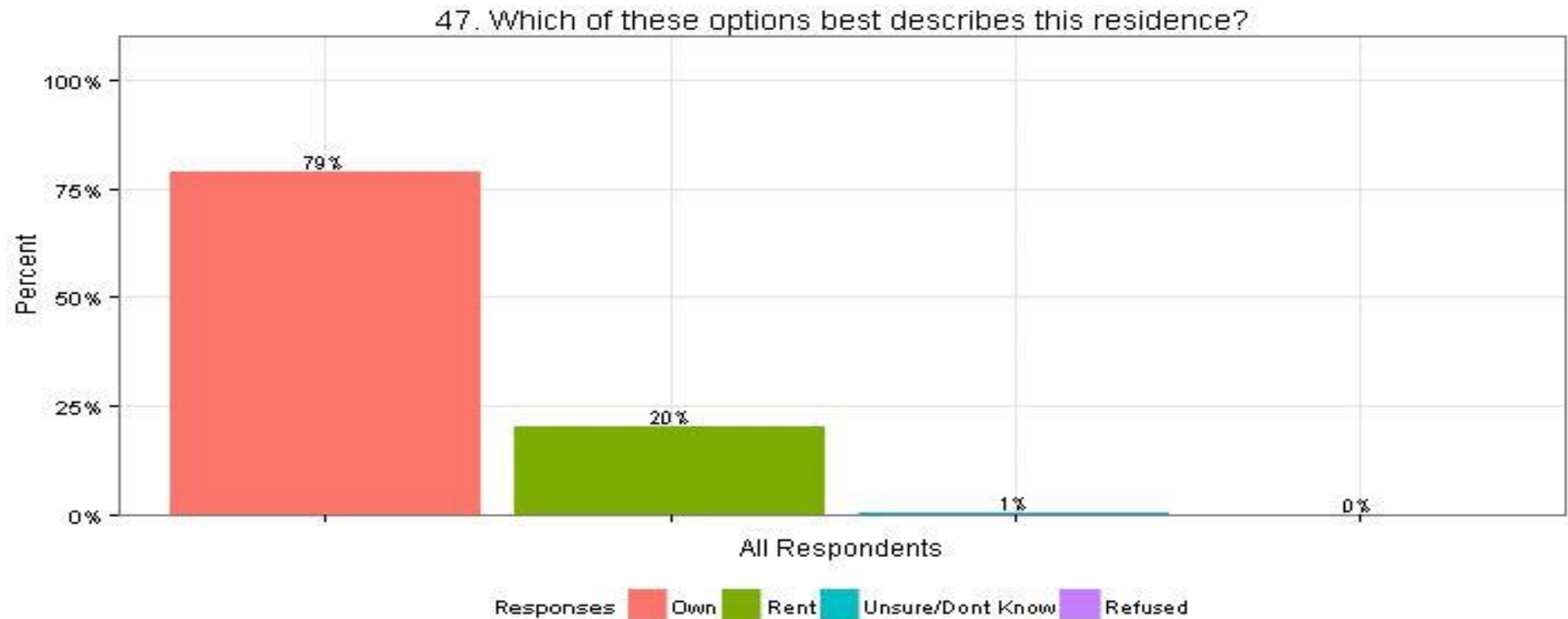


2. Do you live at this address? Respondents in Large Homes



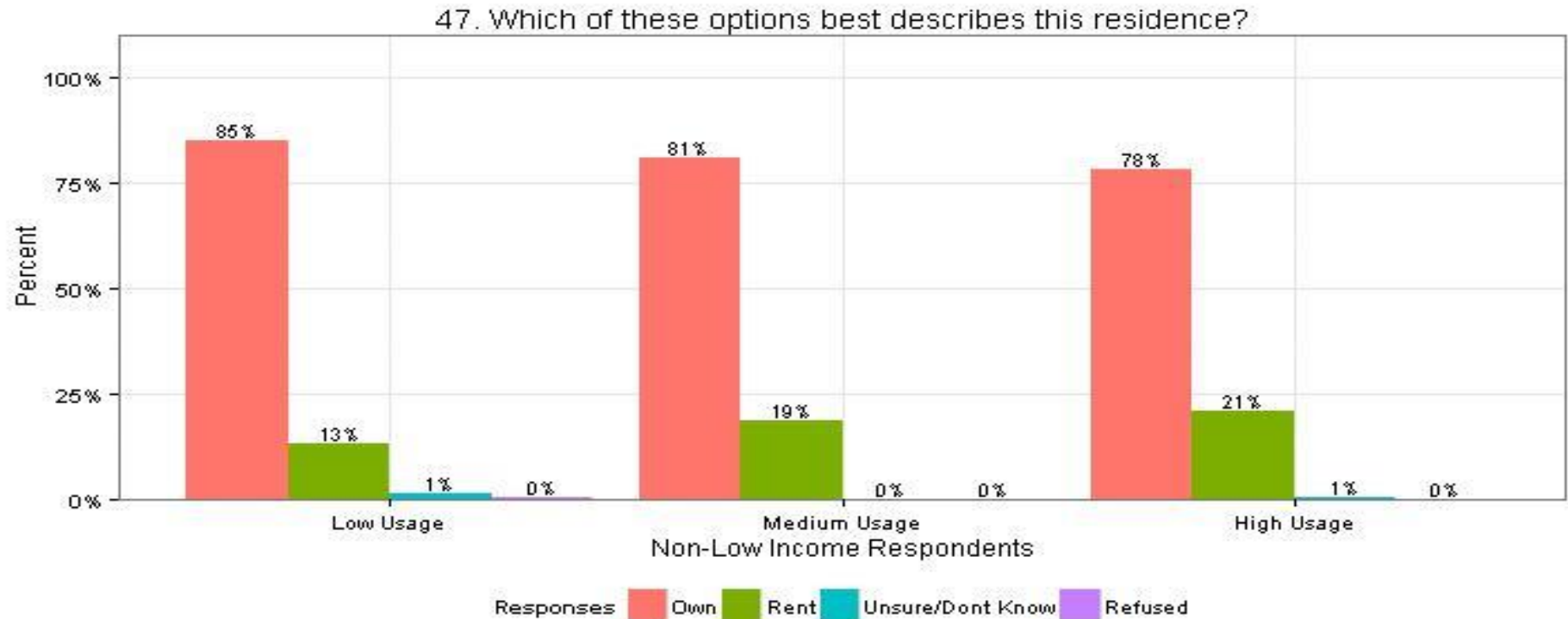


47. Which of these options best describes this residence? All Respondents



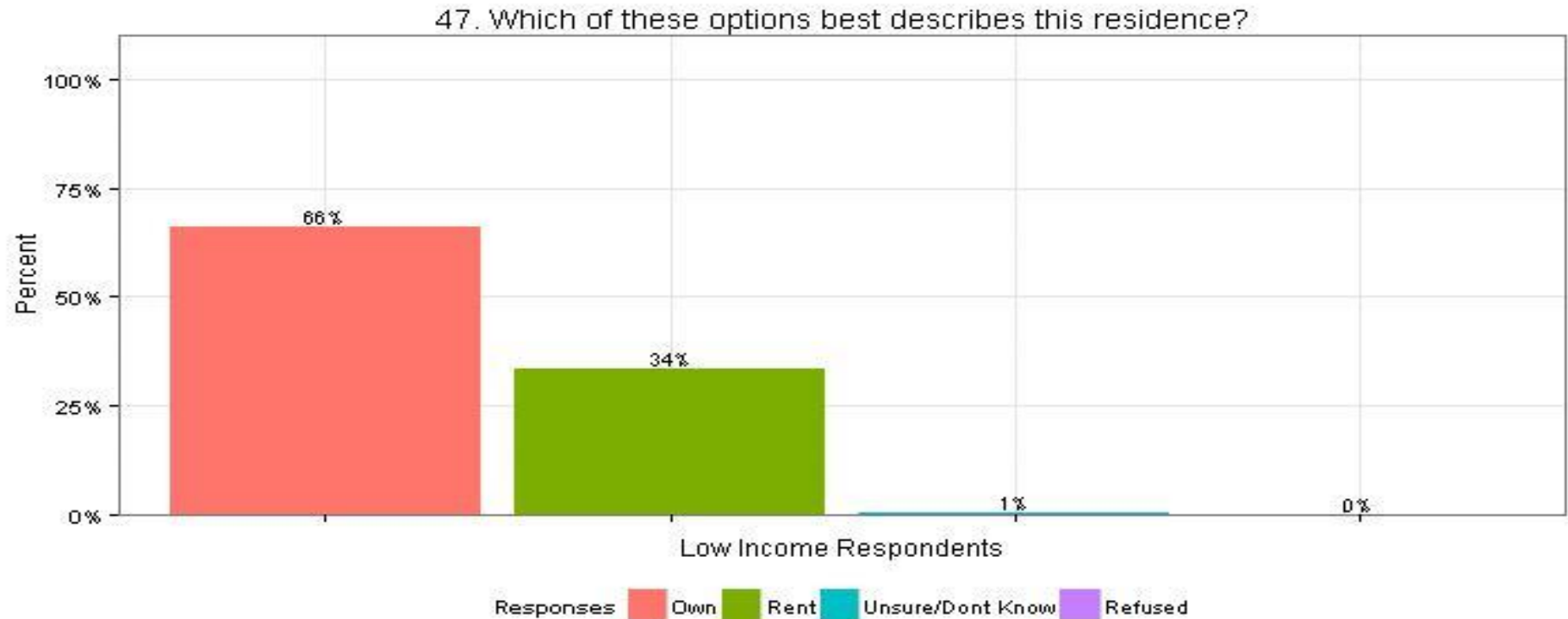


47. Which of these options best describes this residence? Non-Low Income Respondents



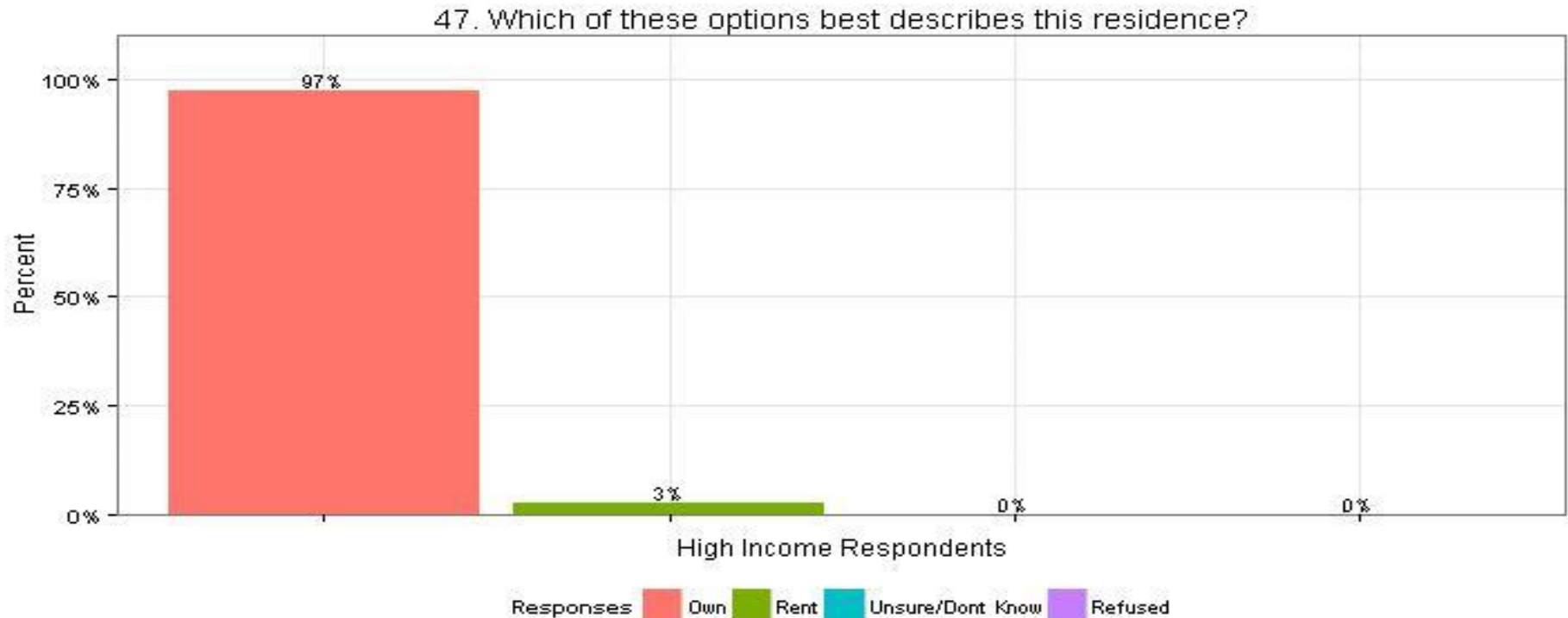


47. Which of these options best describes this residence? Low Income Respondents

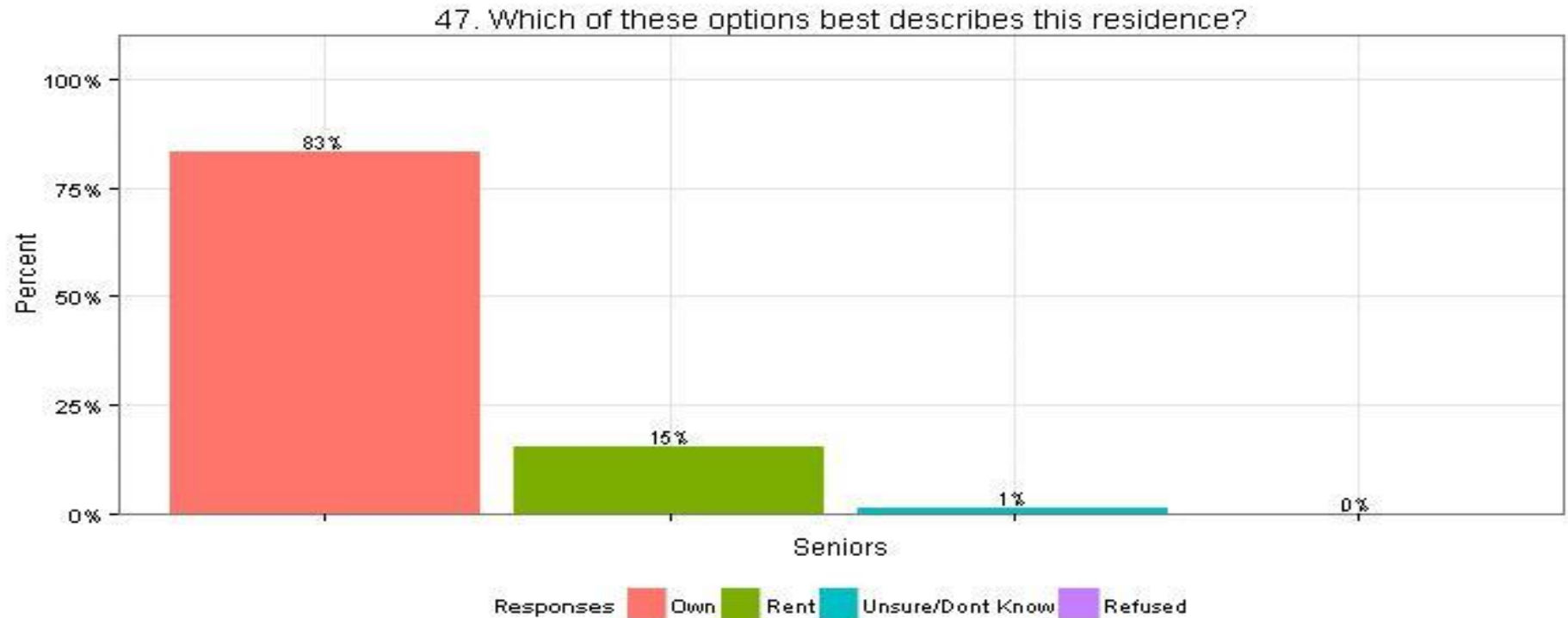




47. Which of these options best describes this residence? High Income Respondents

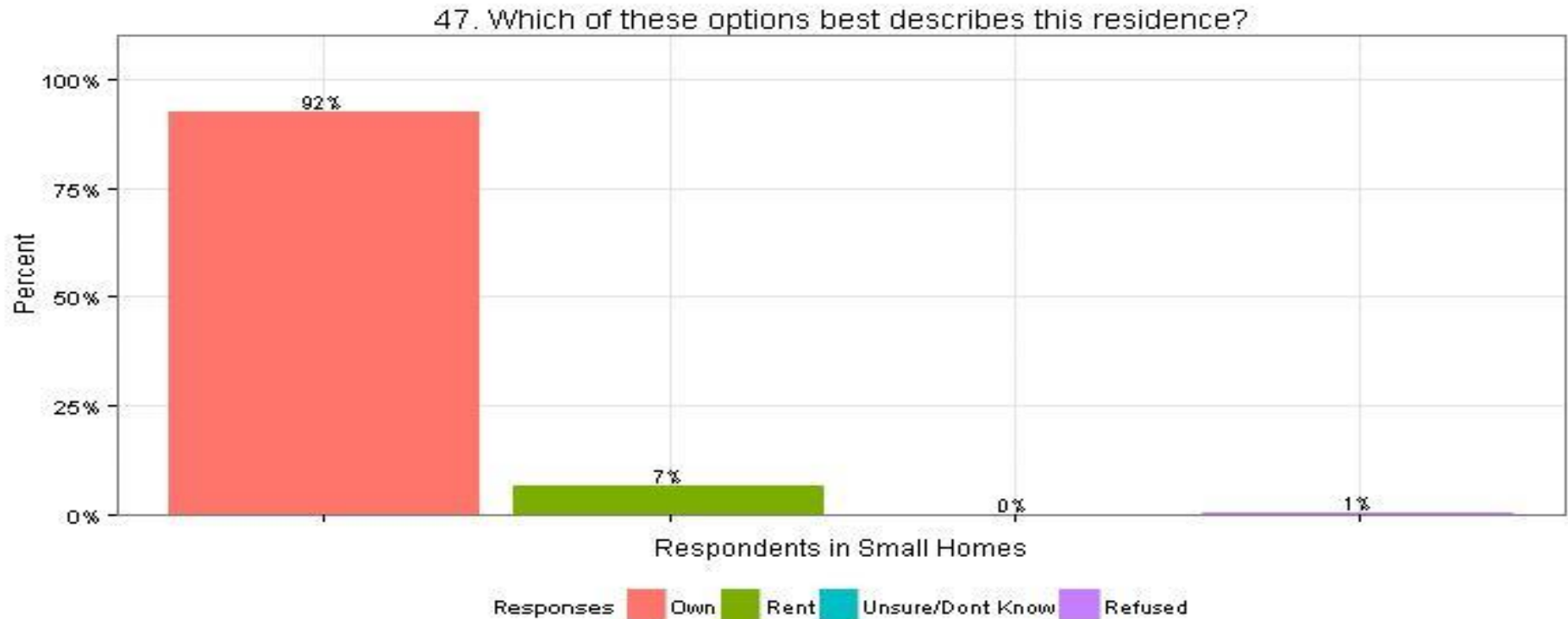


47. Which of these options best describes this residence? Seniors



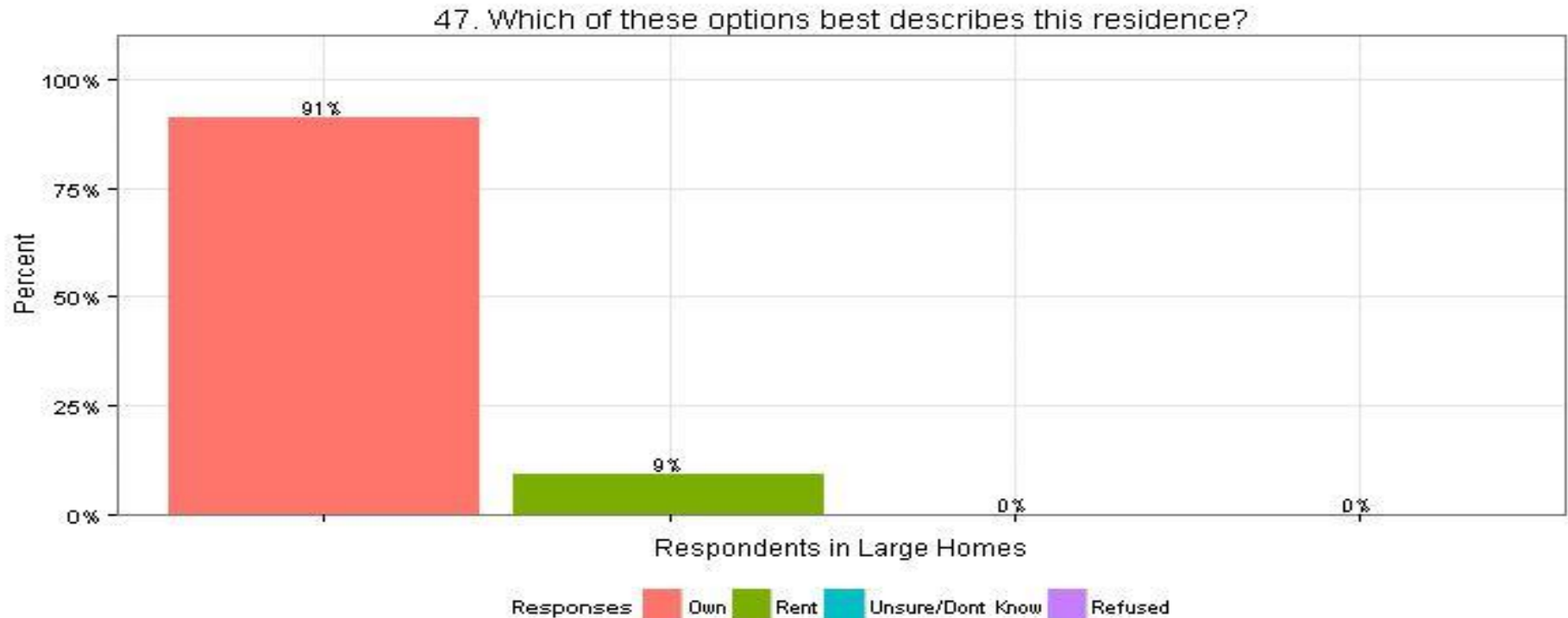


47. Which of these options best describes this residence? Respondents in Small Homes

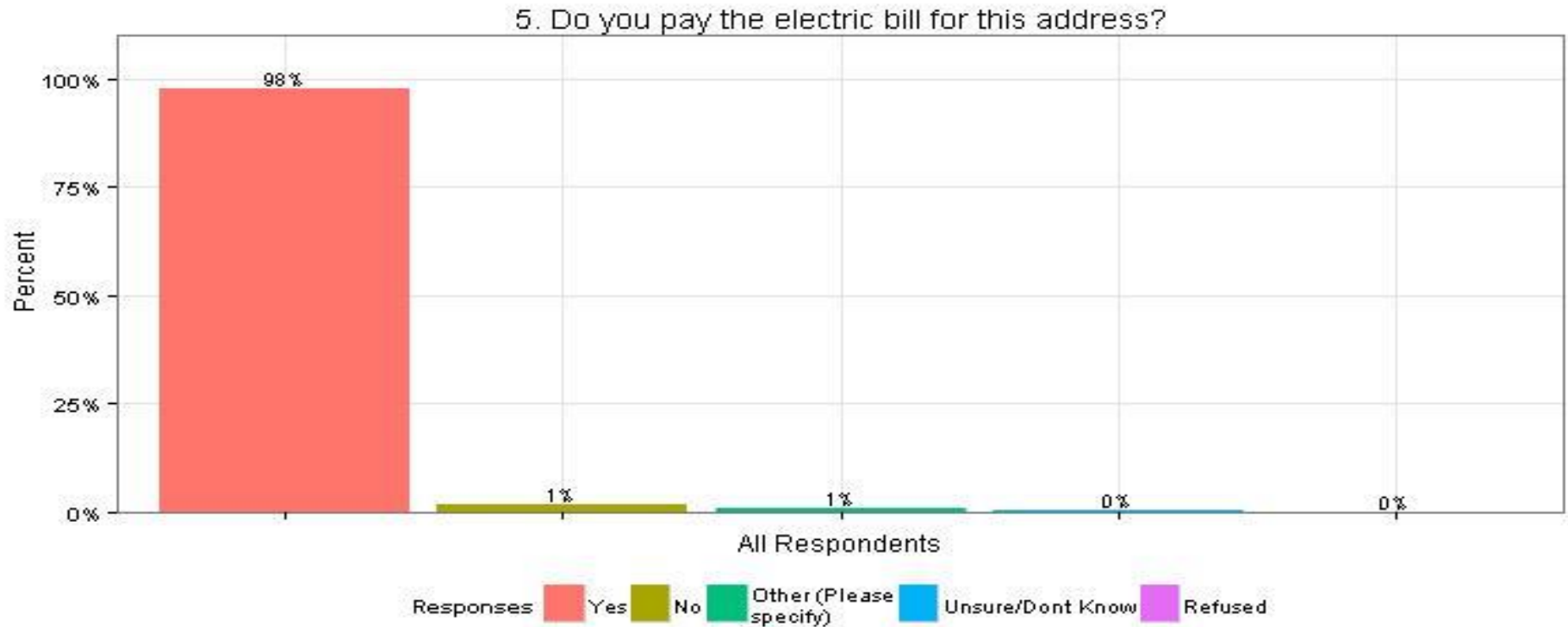




47. Which of these options best describes this residence? Respondents in Large Homes

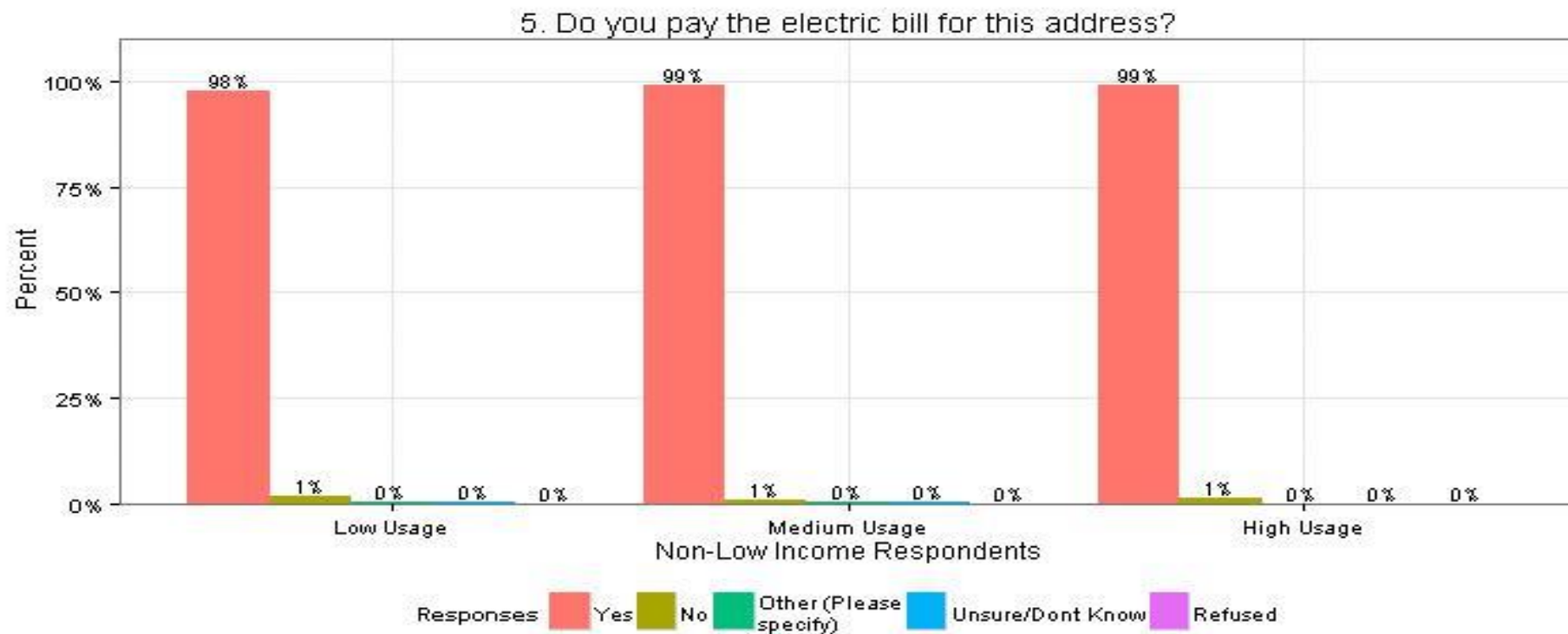


5. Do you pay the electric bill for this address? All Respondents

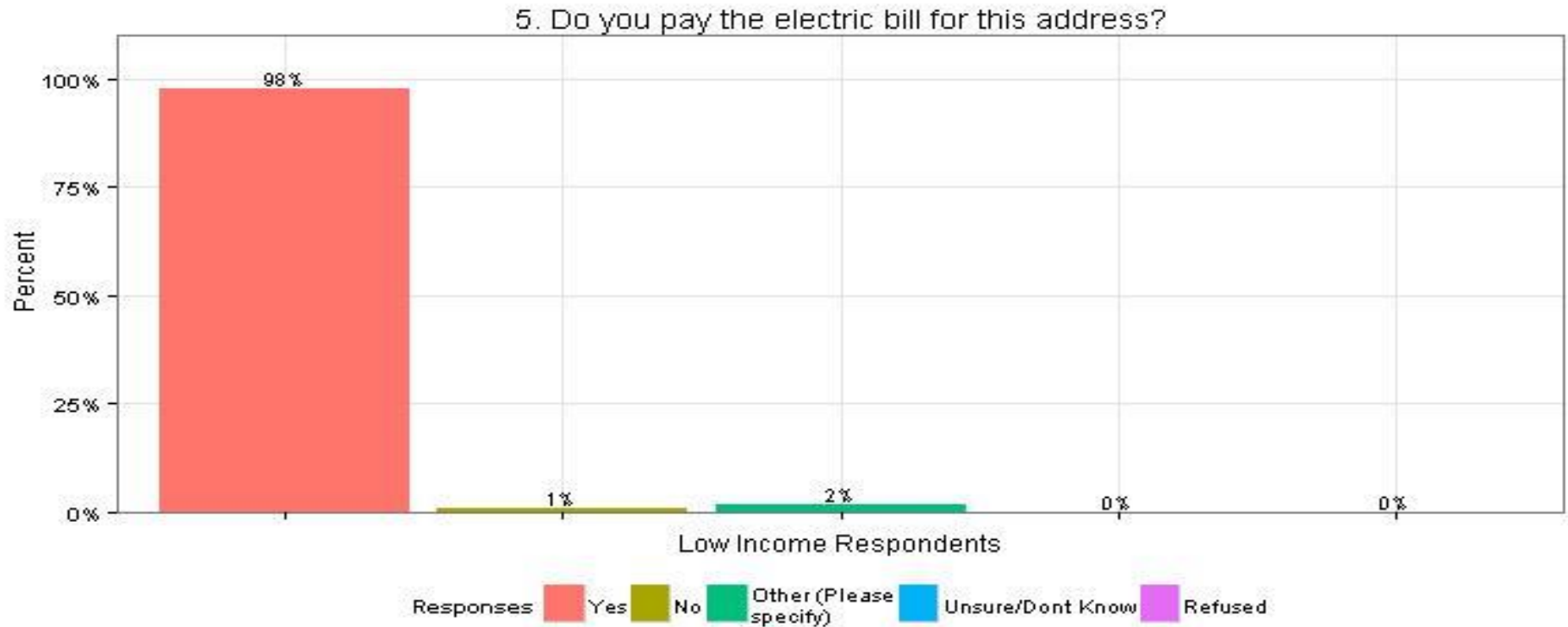




5. Do you pay the electric bill for this address? Non-Low Income Respondents

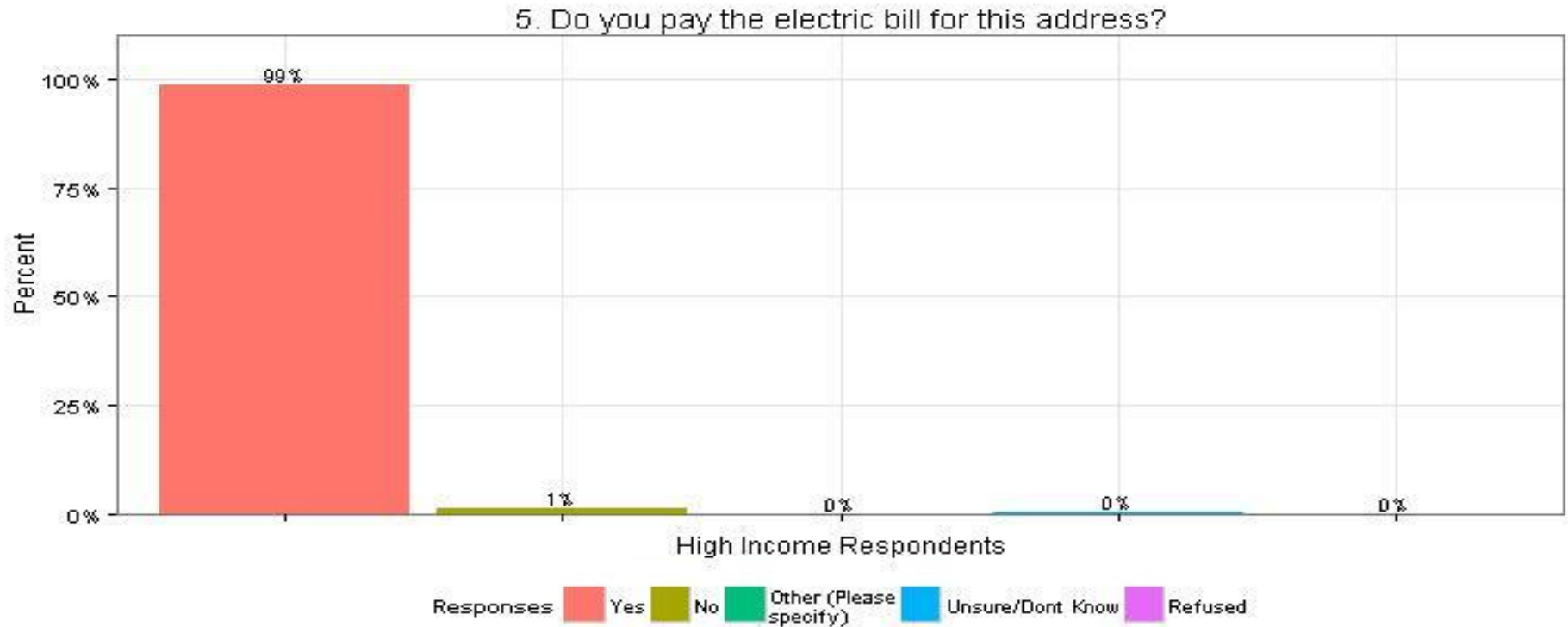


5. Do you pay the electric bill for this address? Low Income Respondents

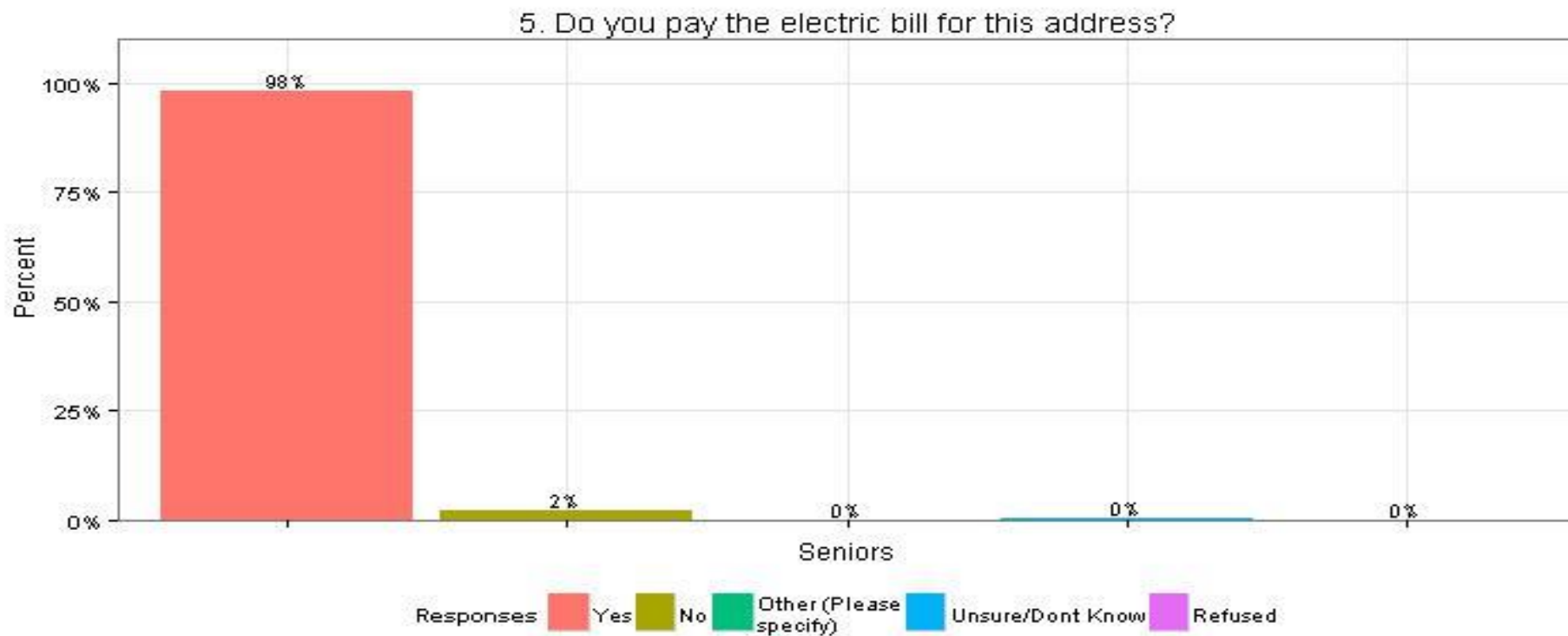




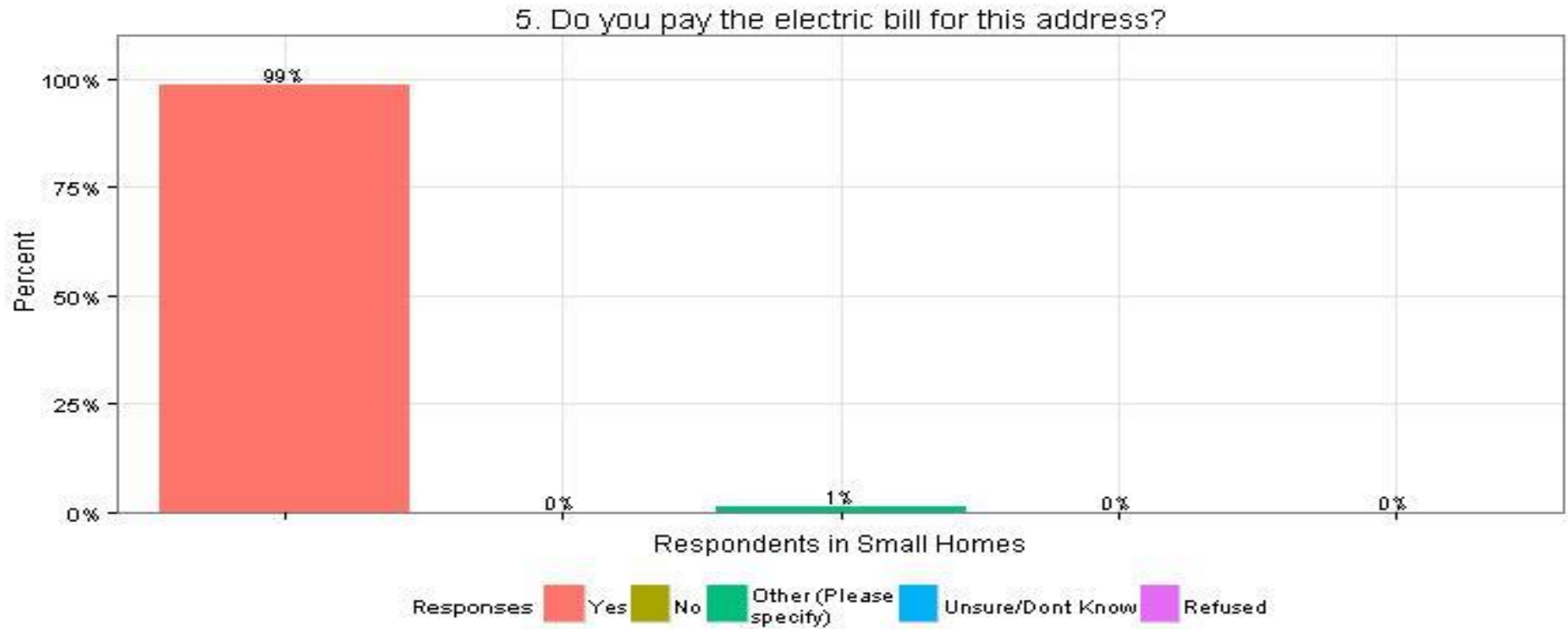
5. Do you pay the electric bill for this address? High Income Respondents



5. Do you pay the electric bill for this address? Seniors

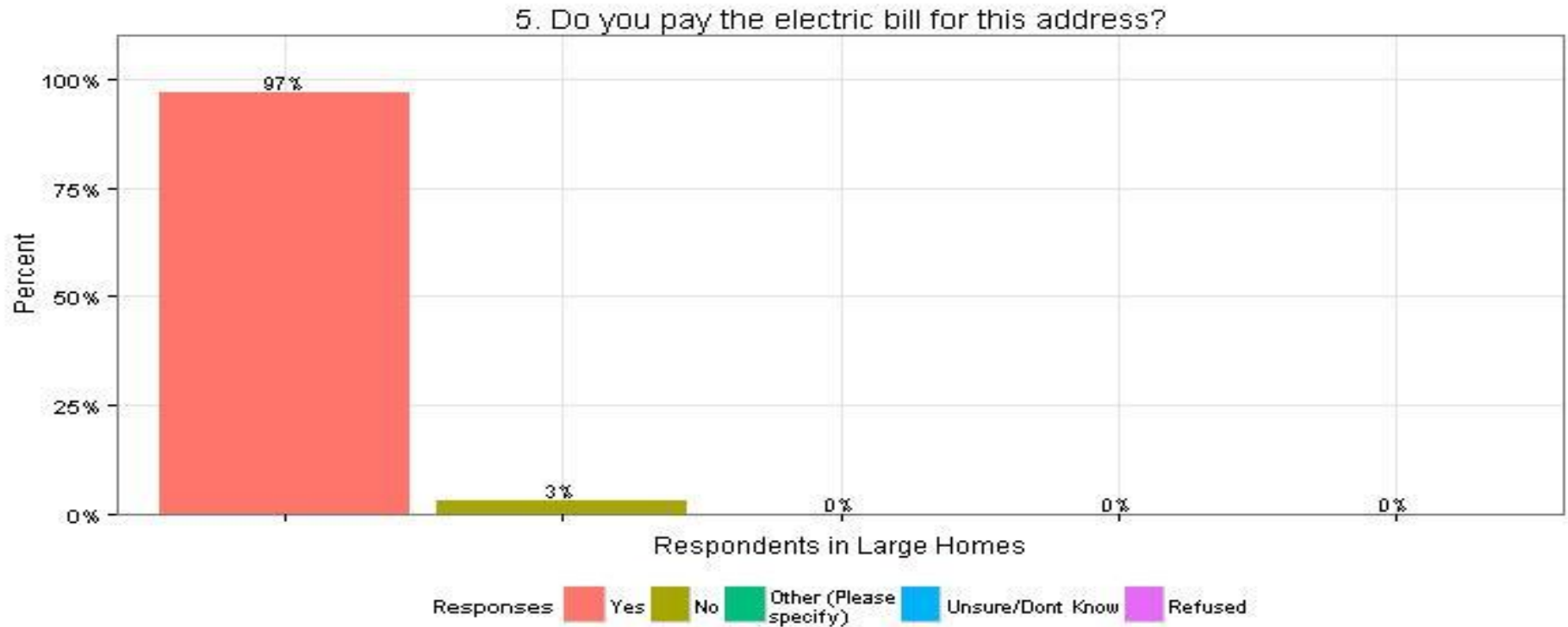


5. Do you pay the electric bill for this address? Respondents in Small Homes

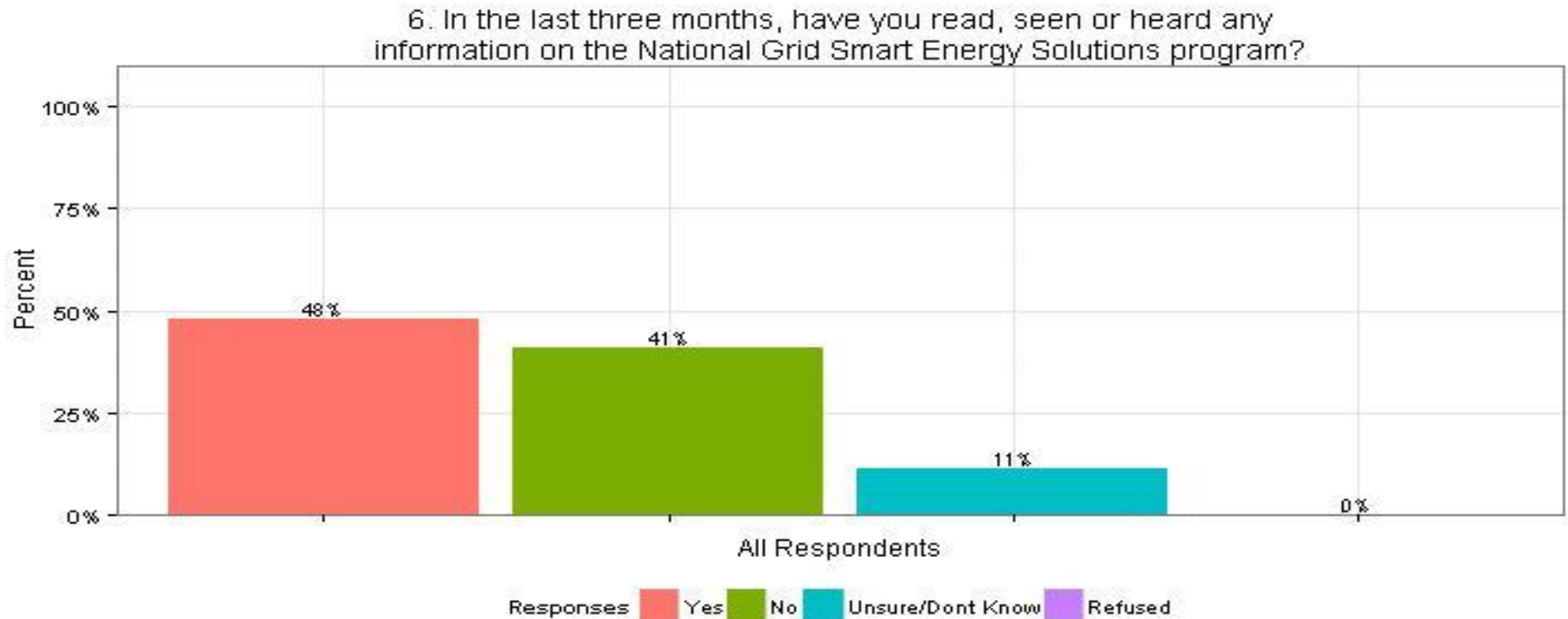




5. Do you pay the electric bill for this address? Respondents in Large Homes



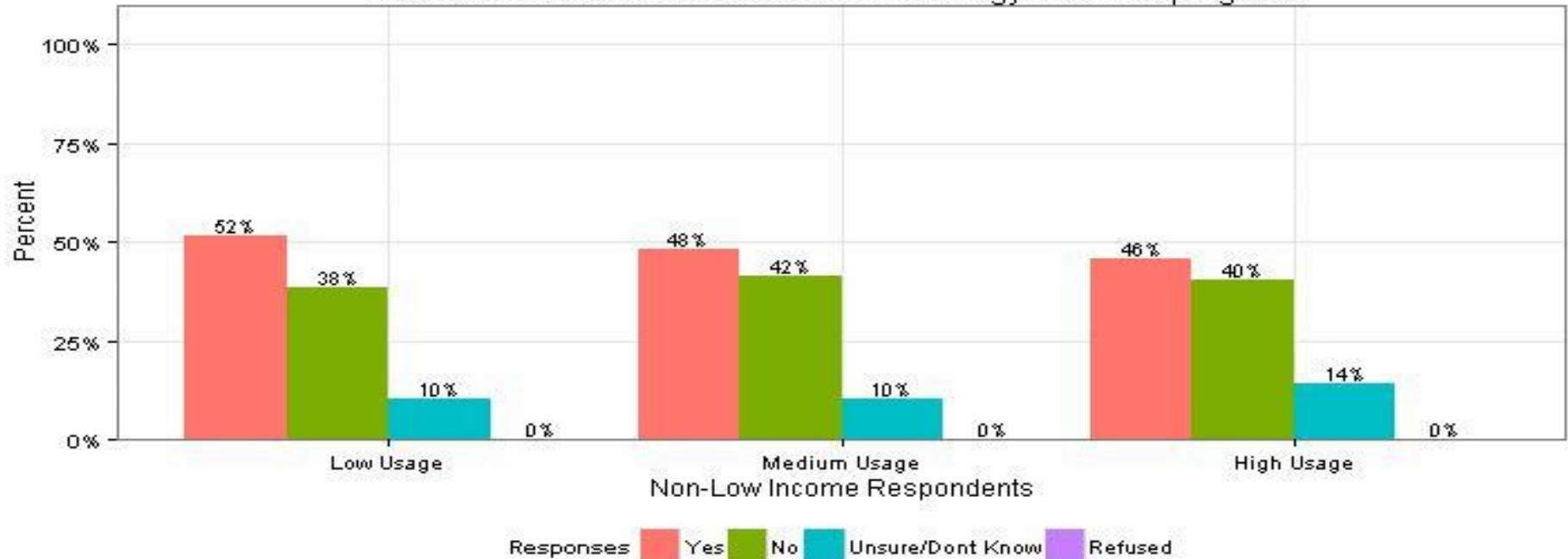
6. In the last three months, have you read, seen or heard any information on the National Grid Smart Energy Solutions program? All Respondents



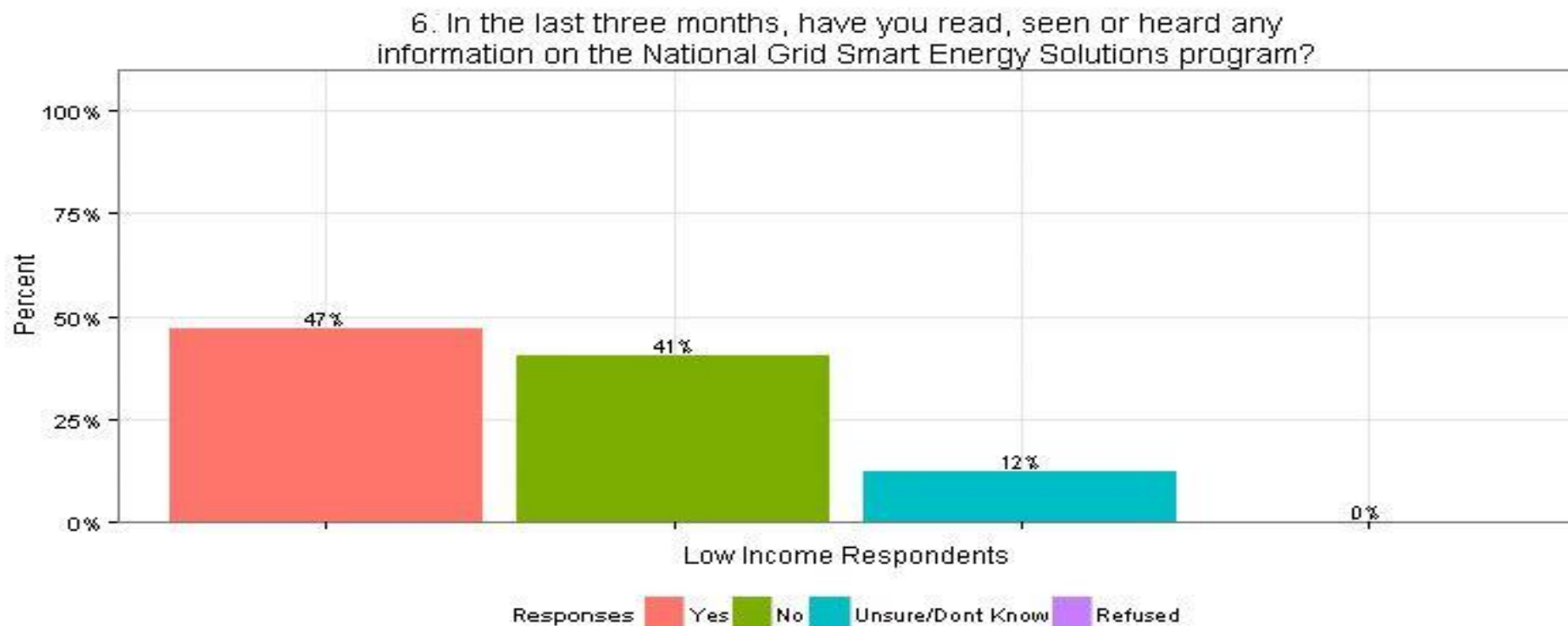
6. In the last three months, have you read, seen or heard any information on the National Grid Smart Energy Solutions program? Non-Low Income Respondents



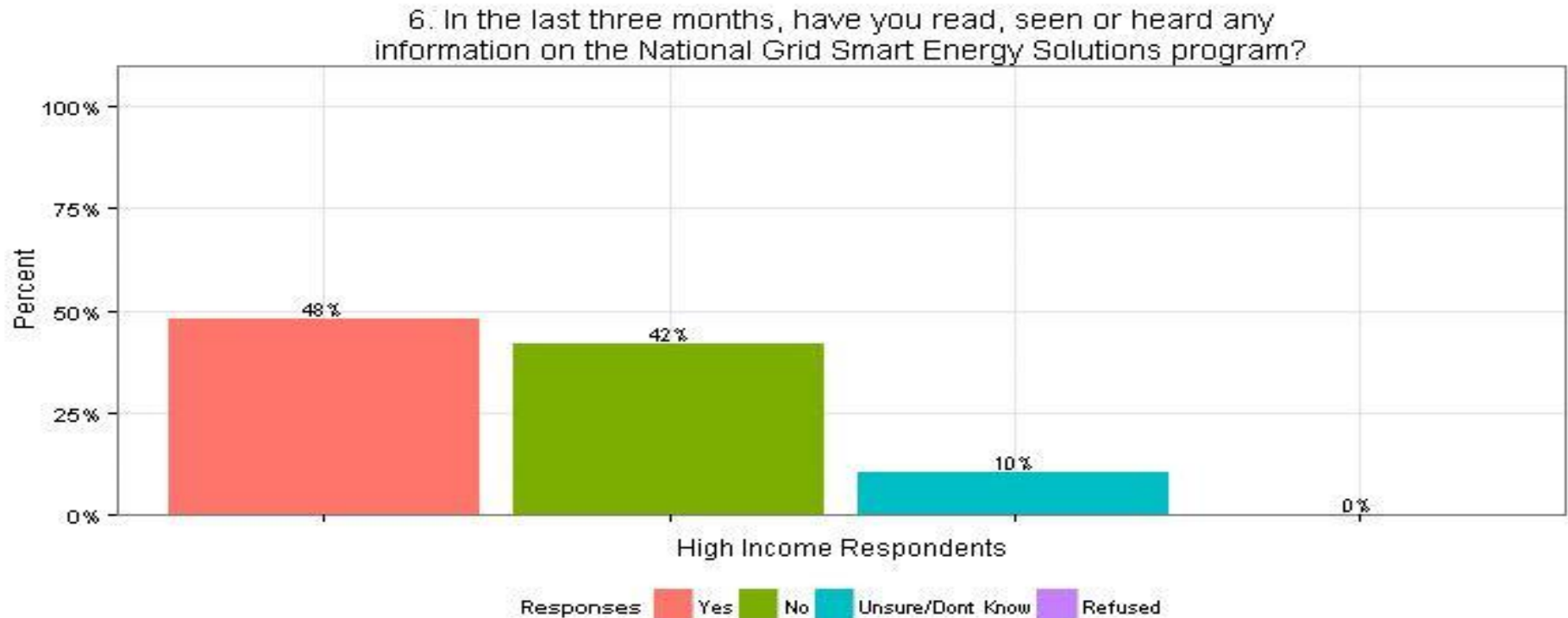
6. In the last three months, have you read, seen or heard any information on the National Grid Smart Energy Solutions program?



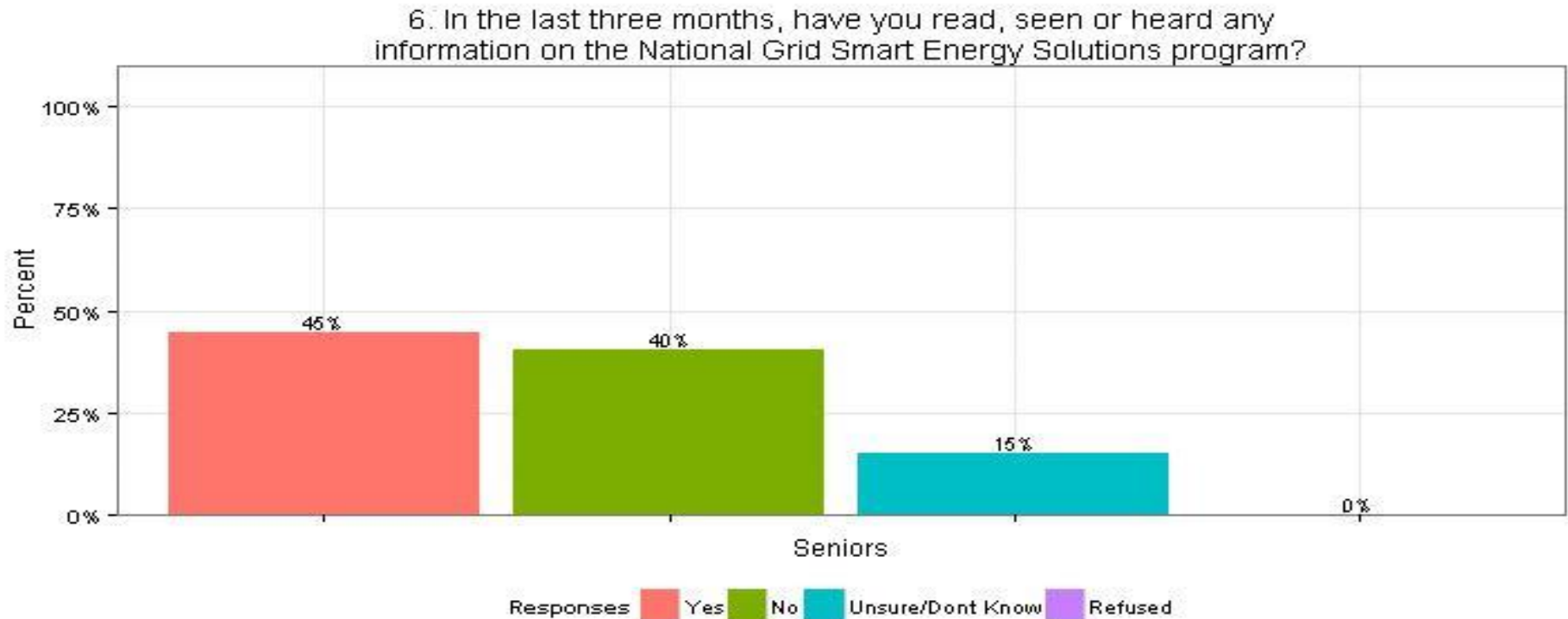
6. In the last three months, have you read, seen or heard any information on the National Grid Smart Energy Solutions program? Low Income Respondents



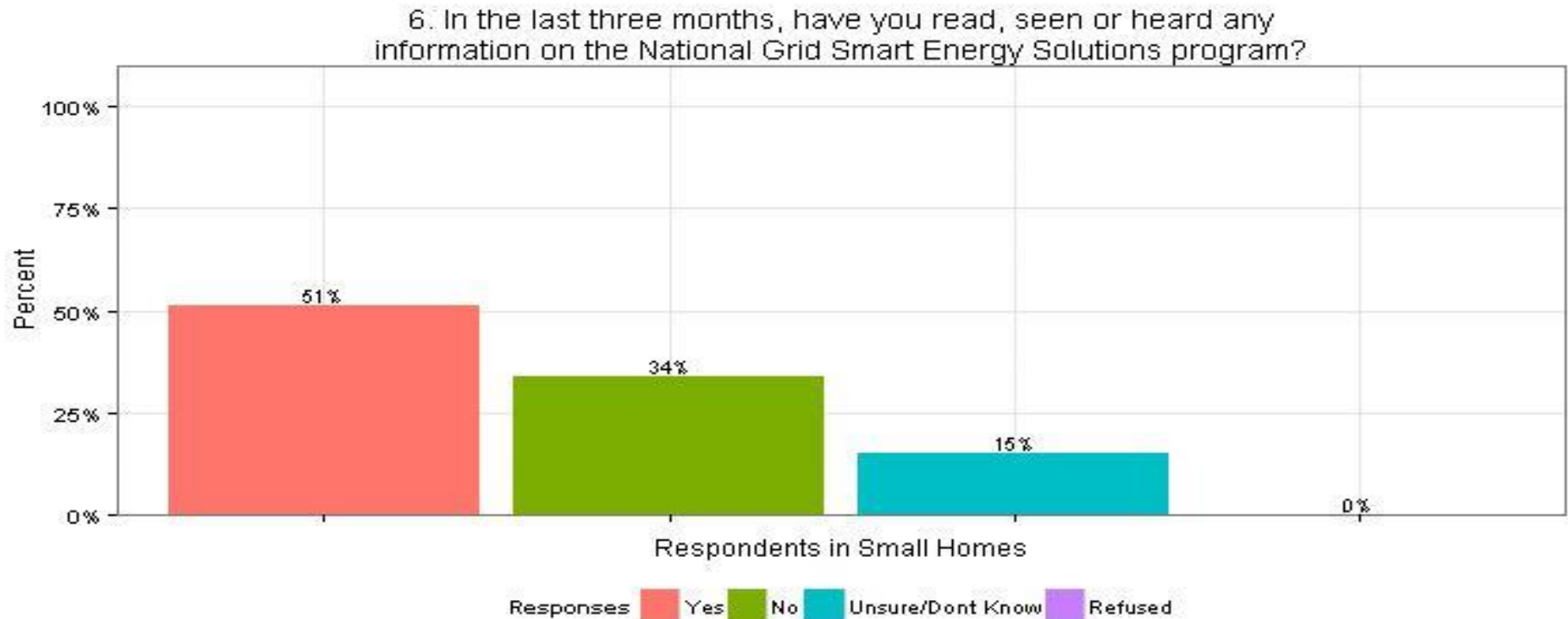
6. In the last three months, have you read, seen or heard any information on the National Grid Smart Energy Solutions program? High Income Respondents



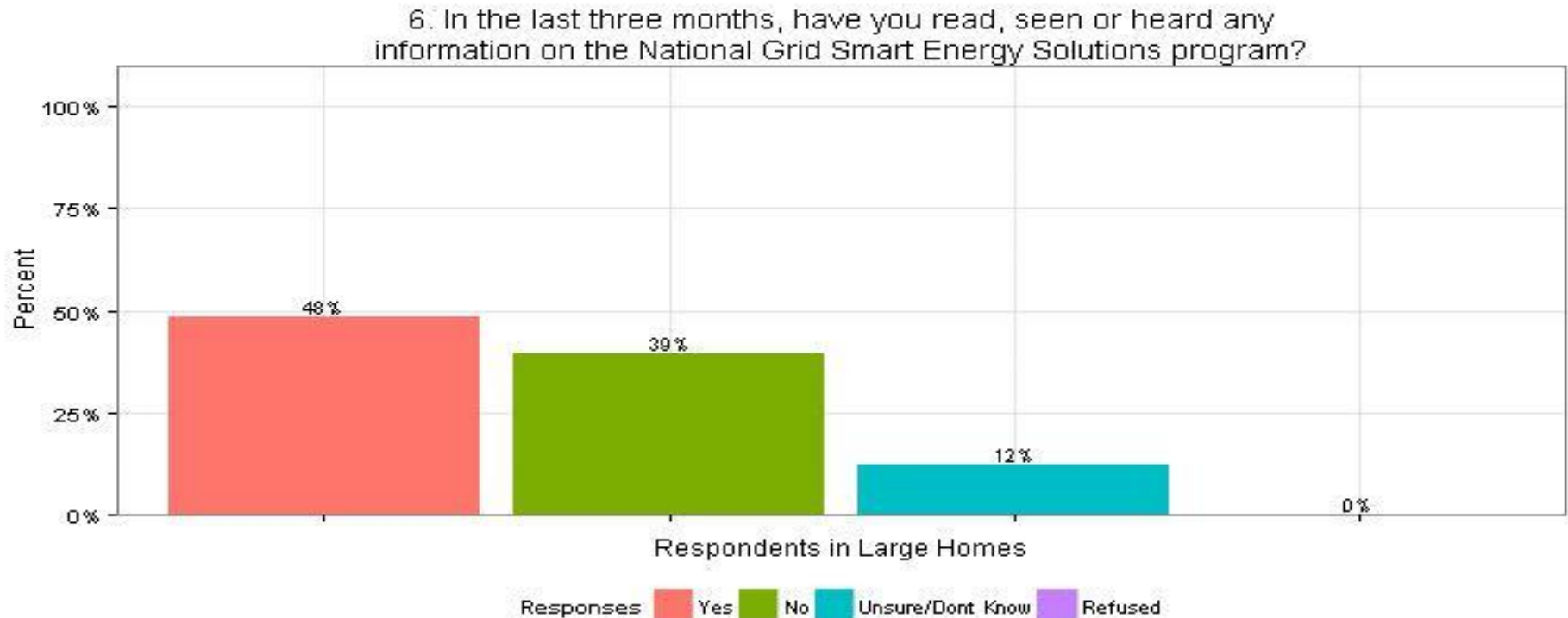
6. In the last three months, have you read, seen or heard any information on the National Grid Smart Energy Solutions program? Seniors



6. In the last three months, have you read, seen or heard any information on the National Grid Smart Energy Solutions program? Respondents in Small Homes

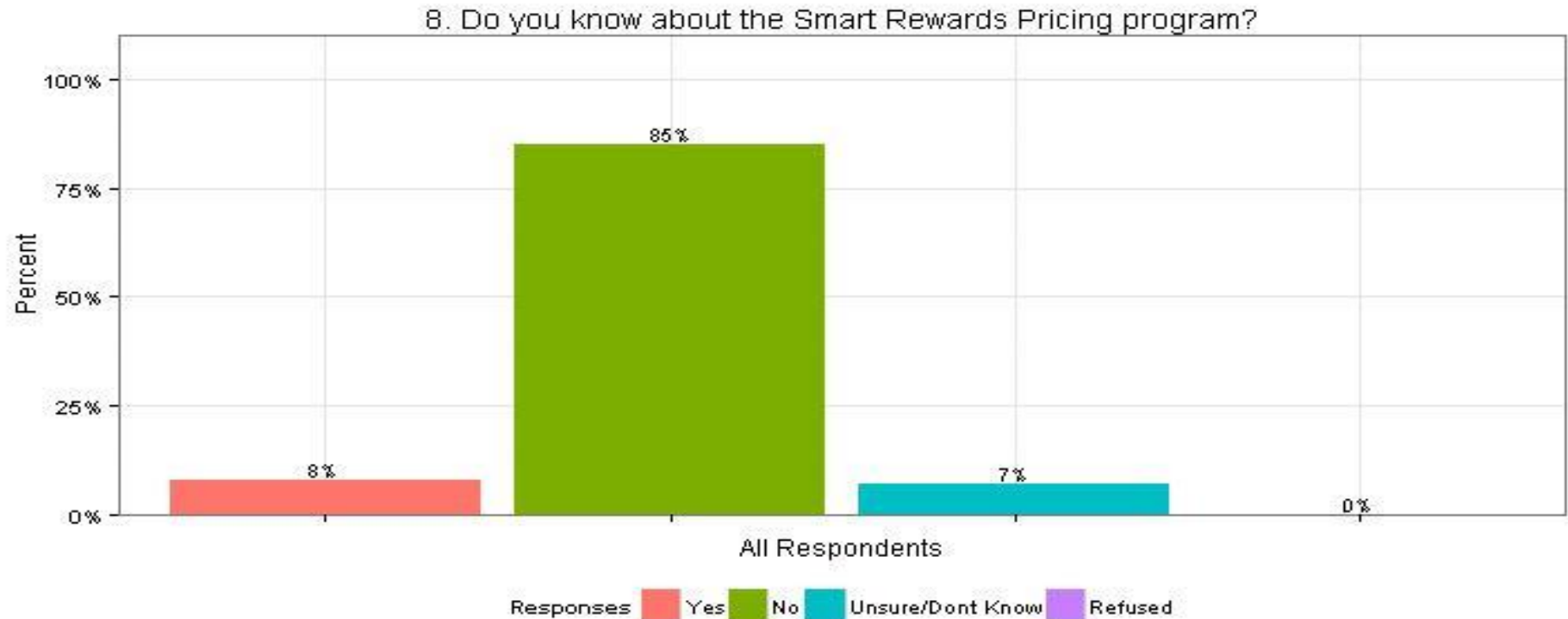


6. In the last three months, have you read, seen or heard any information on the National Grid Smart Energy Solutions program? Respondents in Large Homes

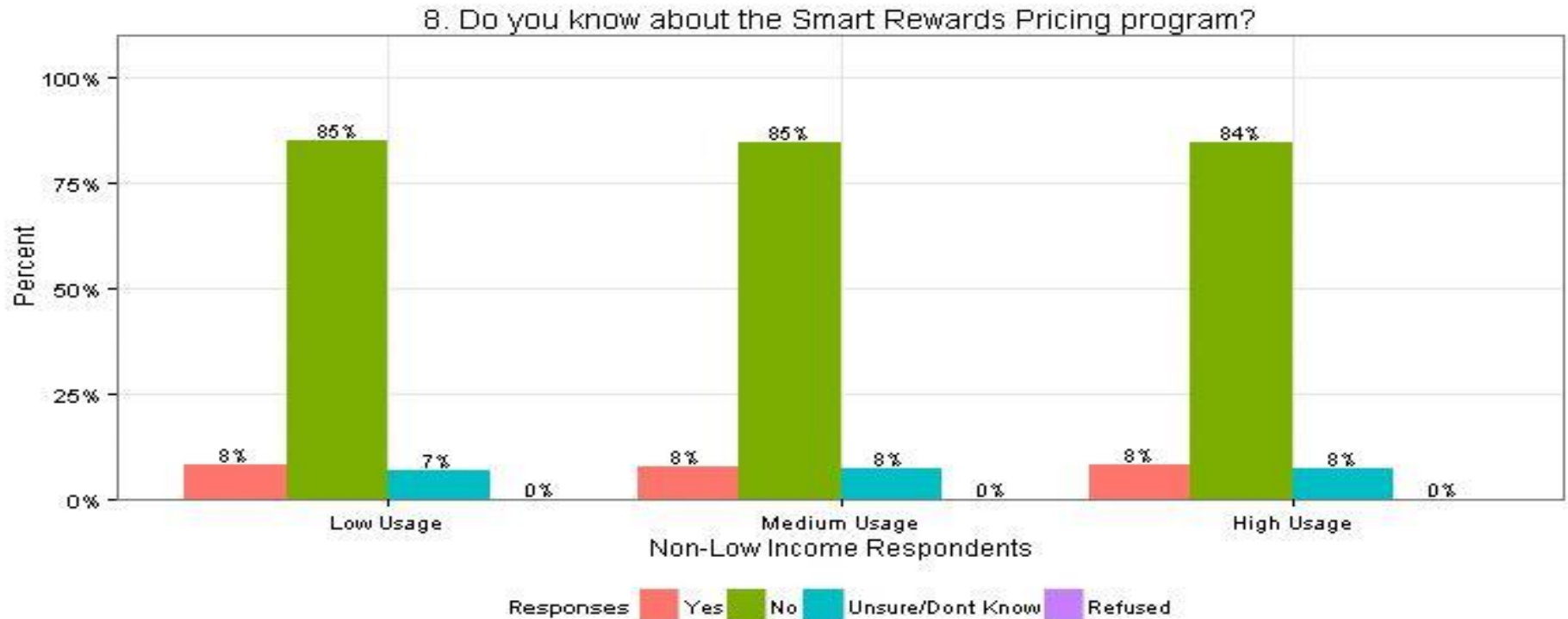




8. Do you know about the Smart Rewards Pricing program? All Respondents

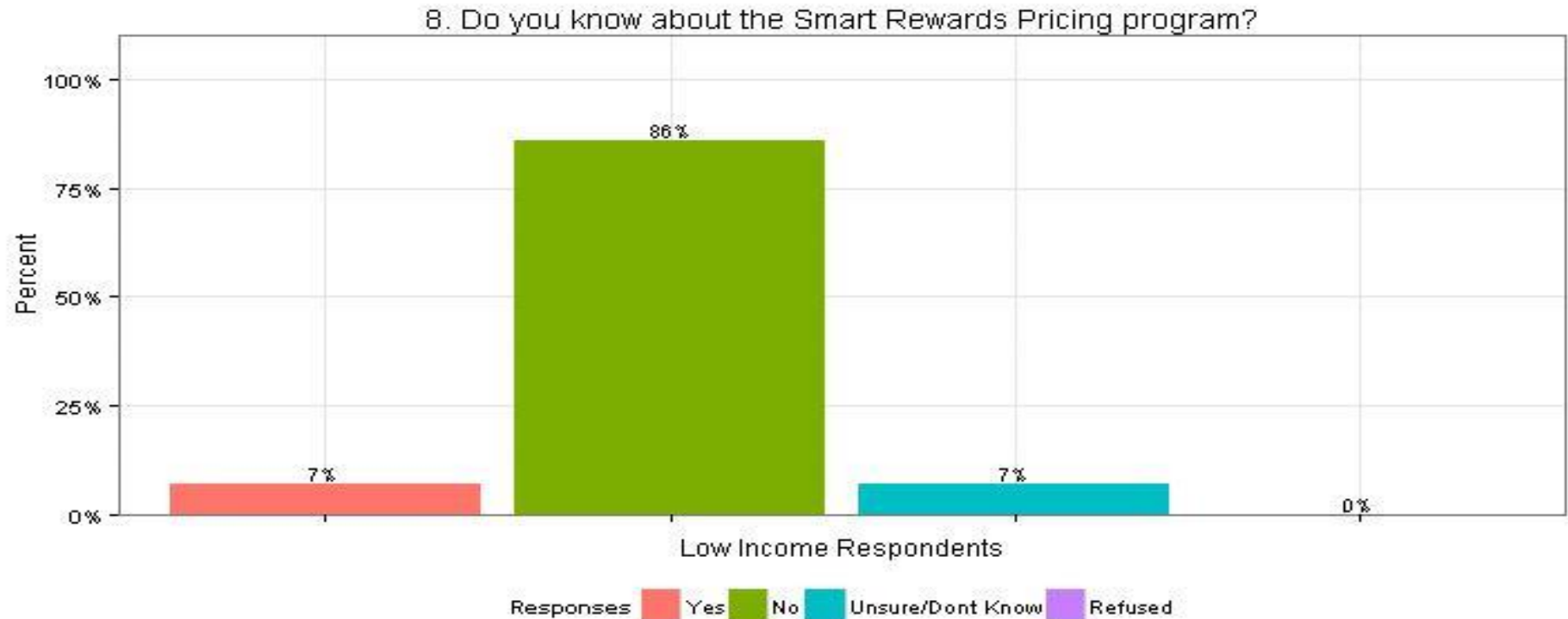


8. Do you know about the Smart Rewards Pricing program? Non-Low Income Respondents



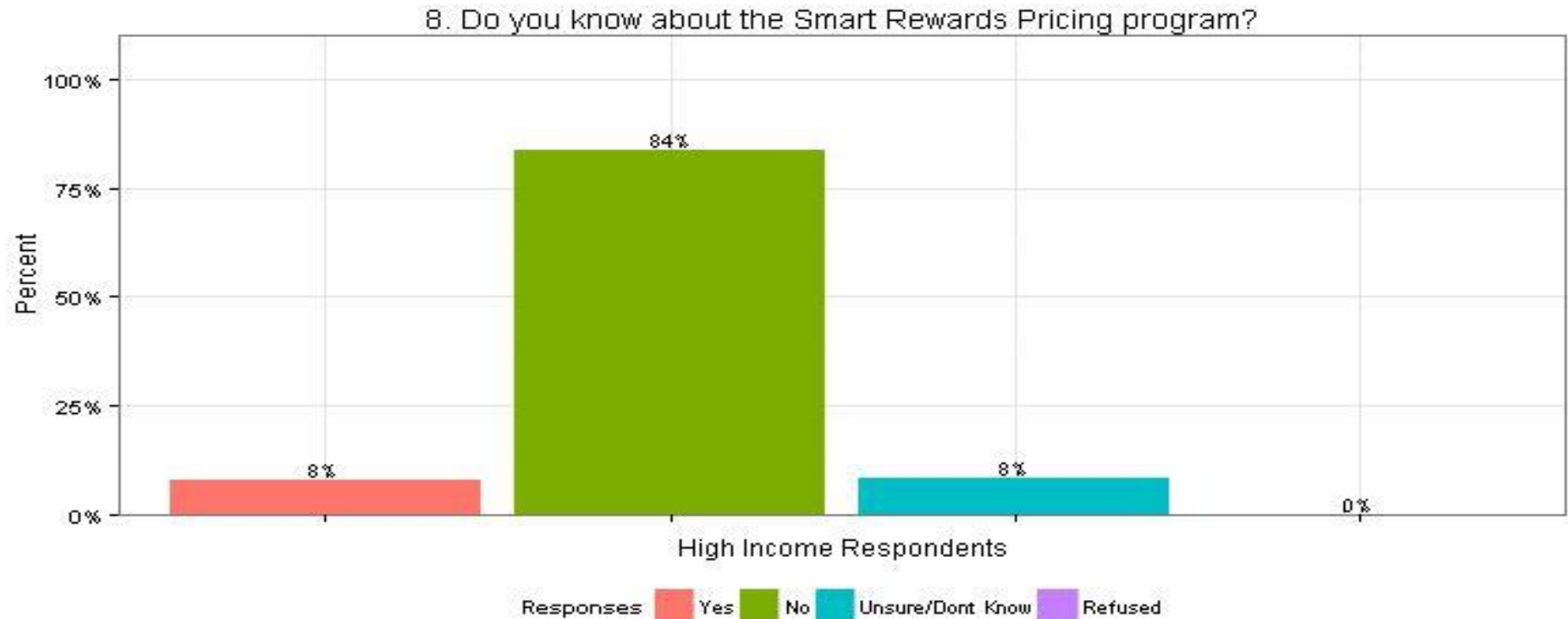


8. Do you know about the Smart Rewards Pricing program? Low Income Respondents



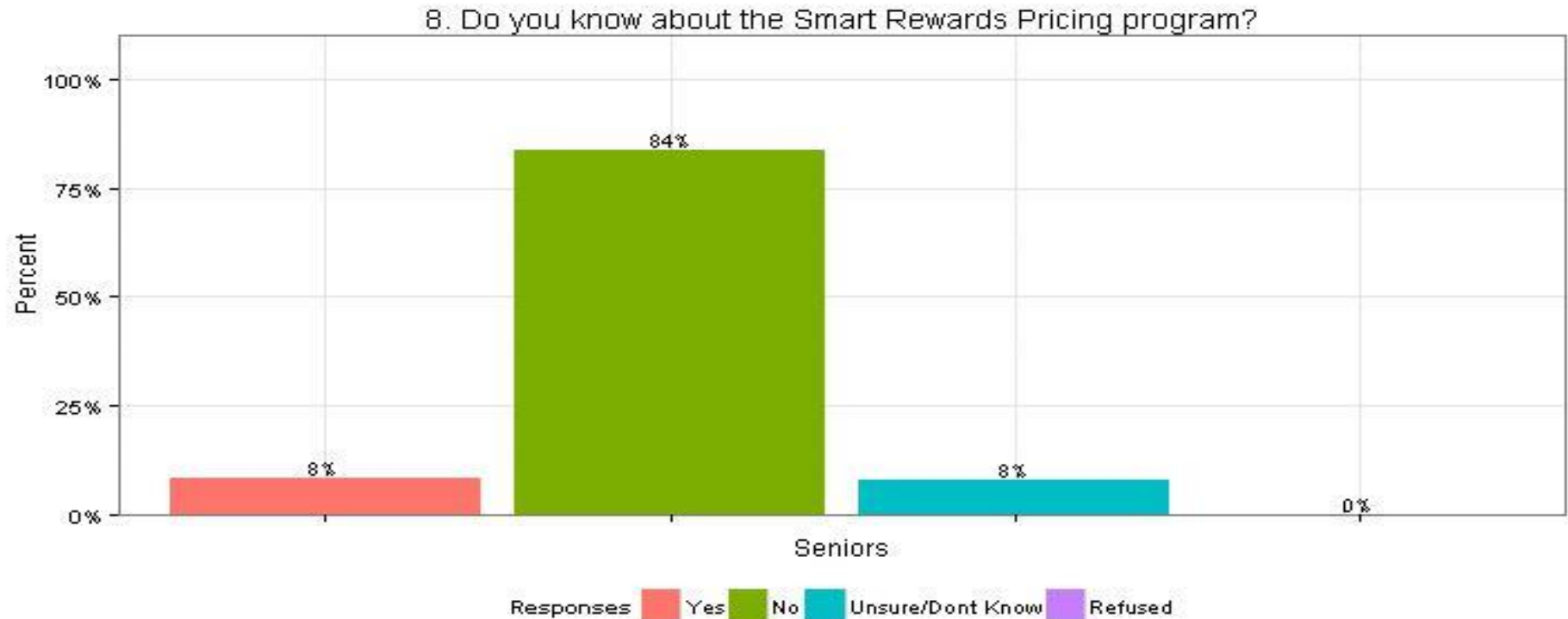


8. Do you know about the Smart Rewards Pricing program? High Income Respondents



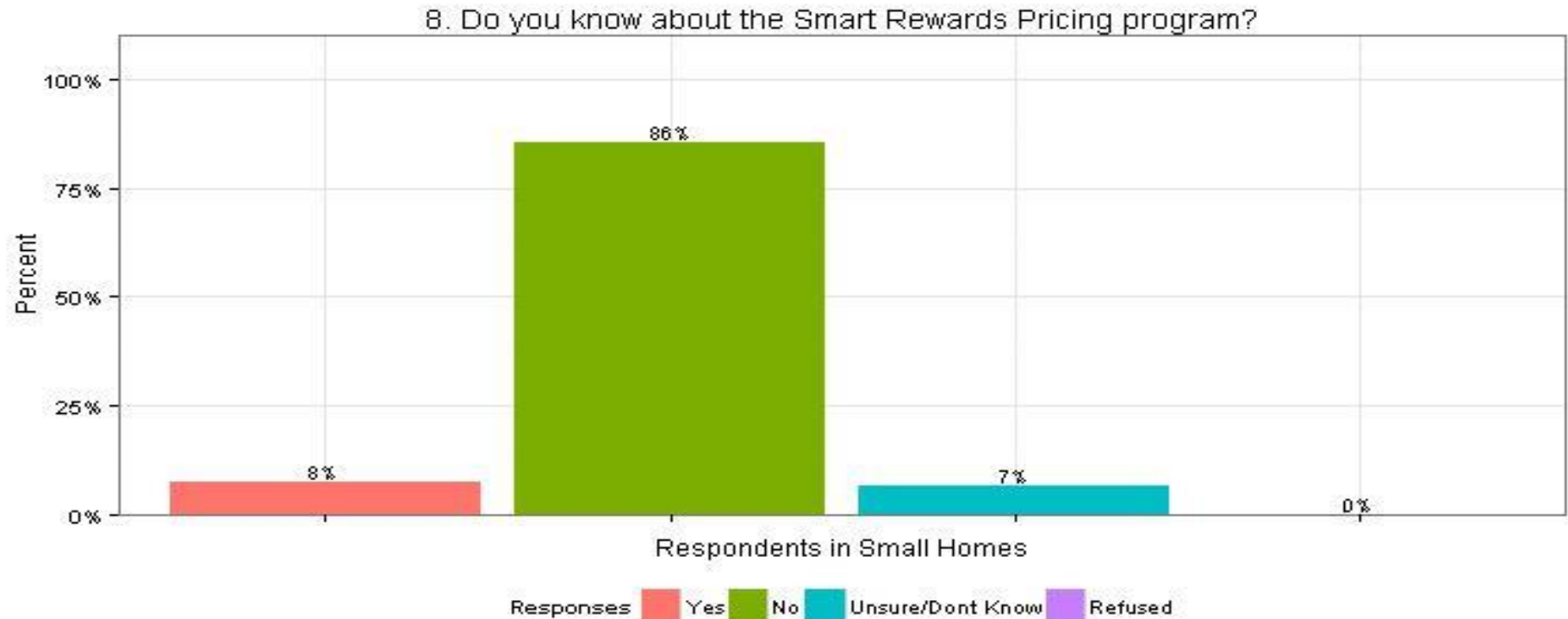


8. Do you know about the Smart Rewards Pricing program? Seniors



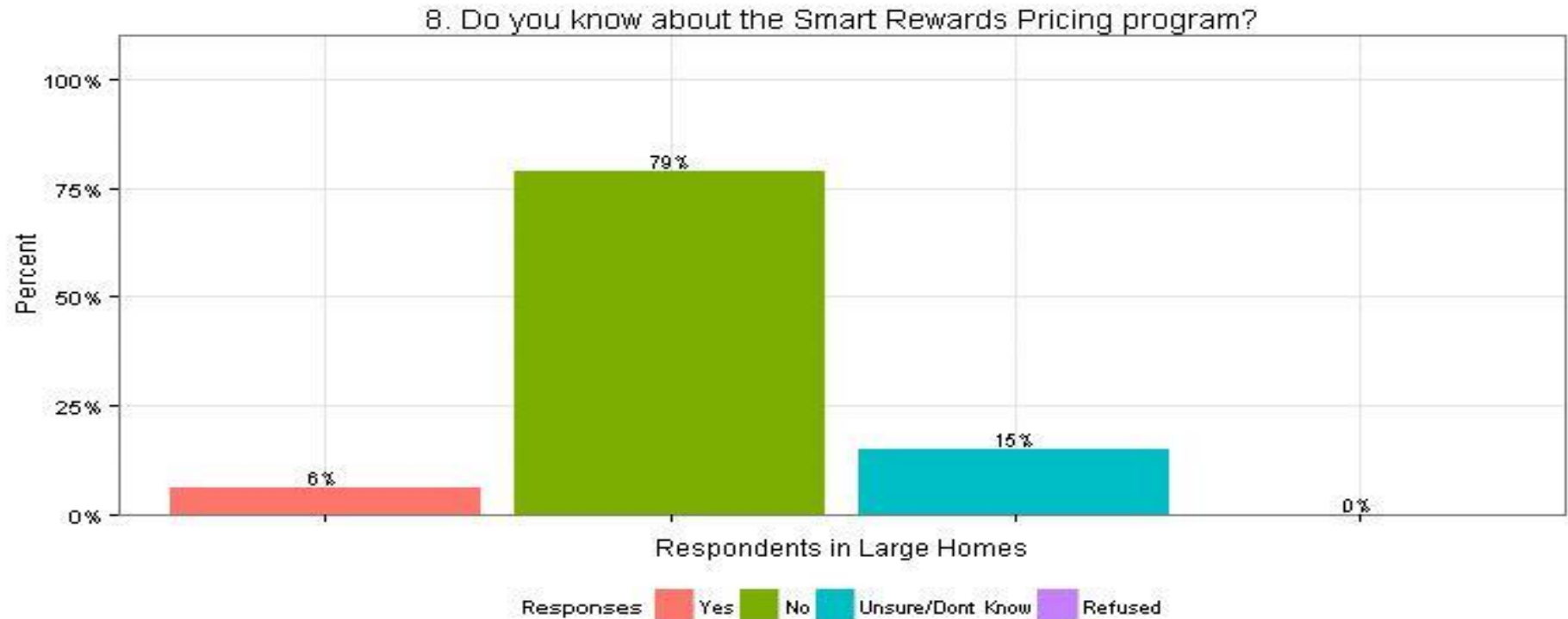


8. Do you know about the Smart Rewards Pricing program? Respondents in Small Homes



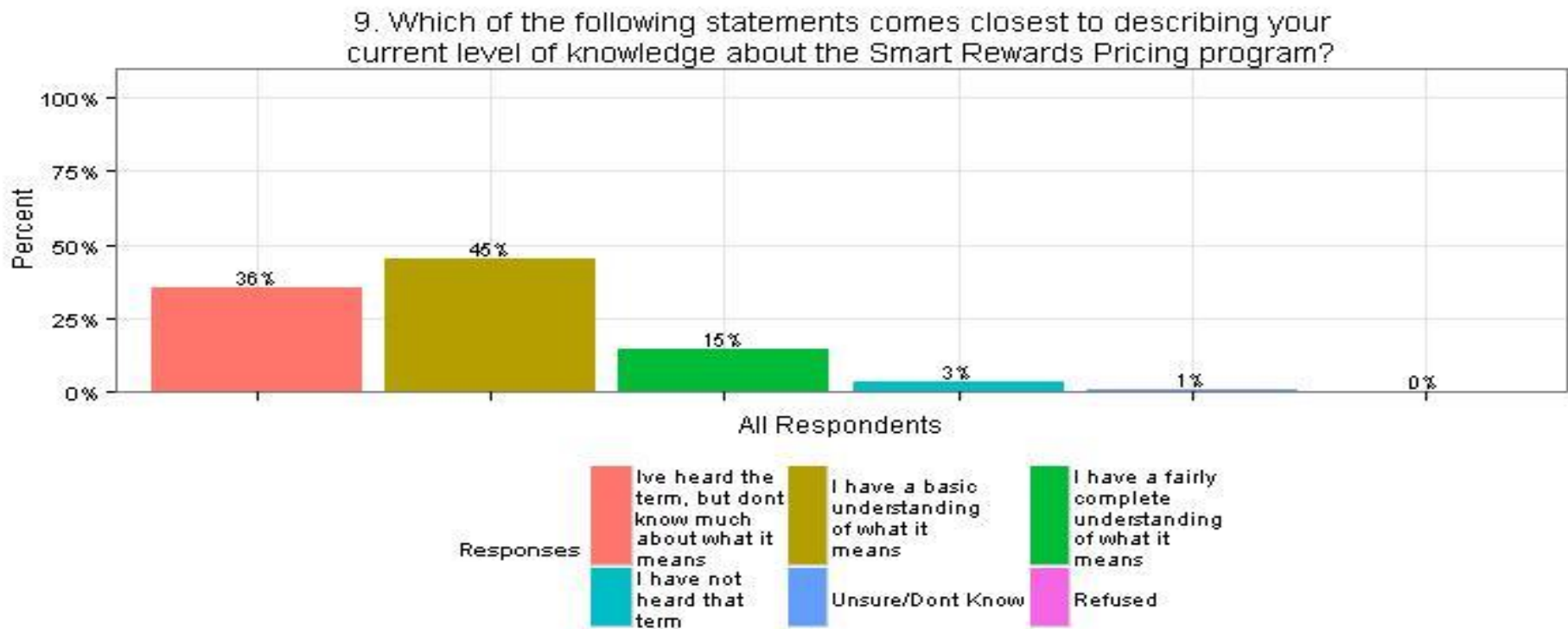


8. Do you know about the Smart Rewards Pricing program? Respondents in Large Homes

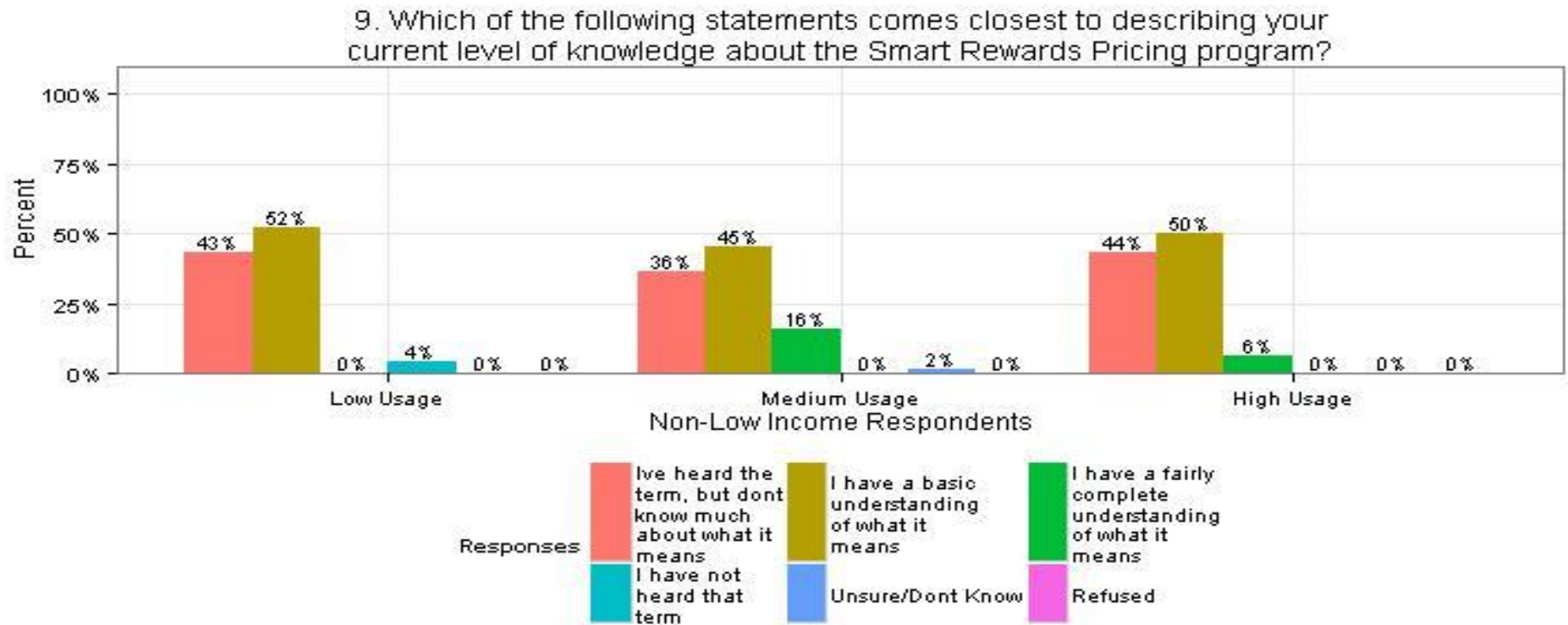


9. Which of the following statements comes closest to describing your current level of knowledge about the Smart Rewards Pricing program?

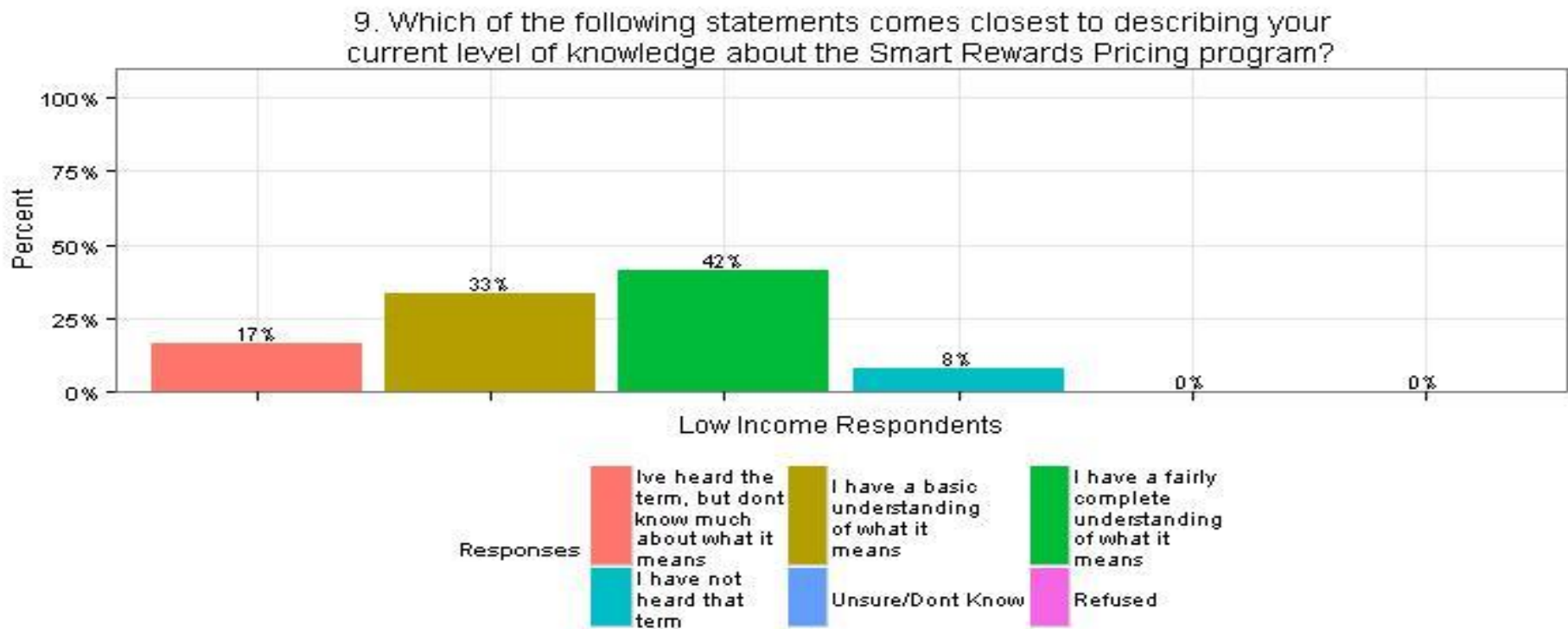
All Respondents



9. Which of the following statements comes closest to describing your current level of knowledge about the Smart Rewards Pricing program? Non-Low Income Respondents



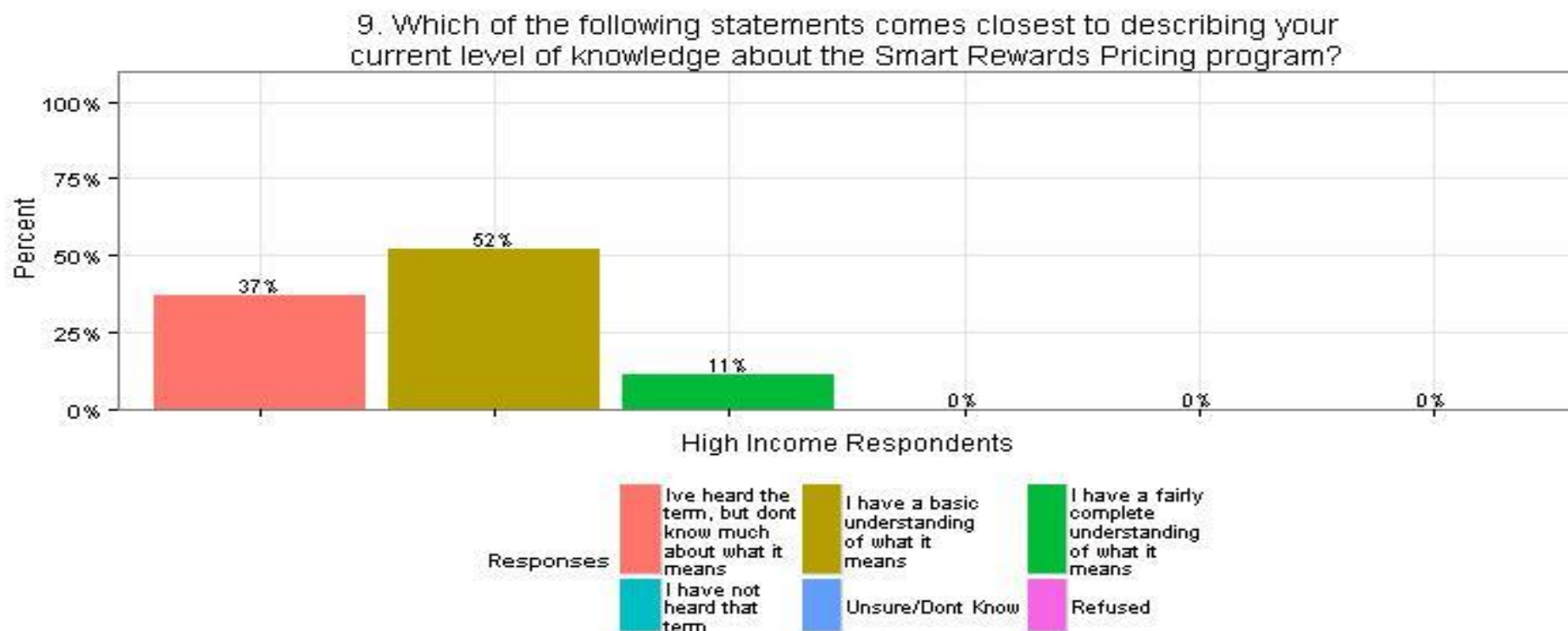
9. Which of the following statements comes closest to describing your current level of knowledge about the Smart Rewards Pricing program? Low Income Respondents



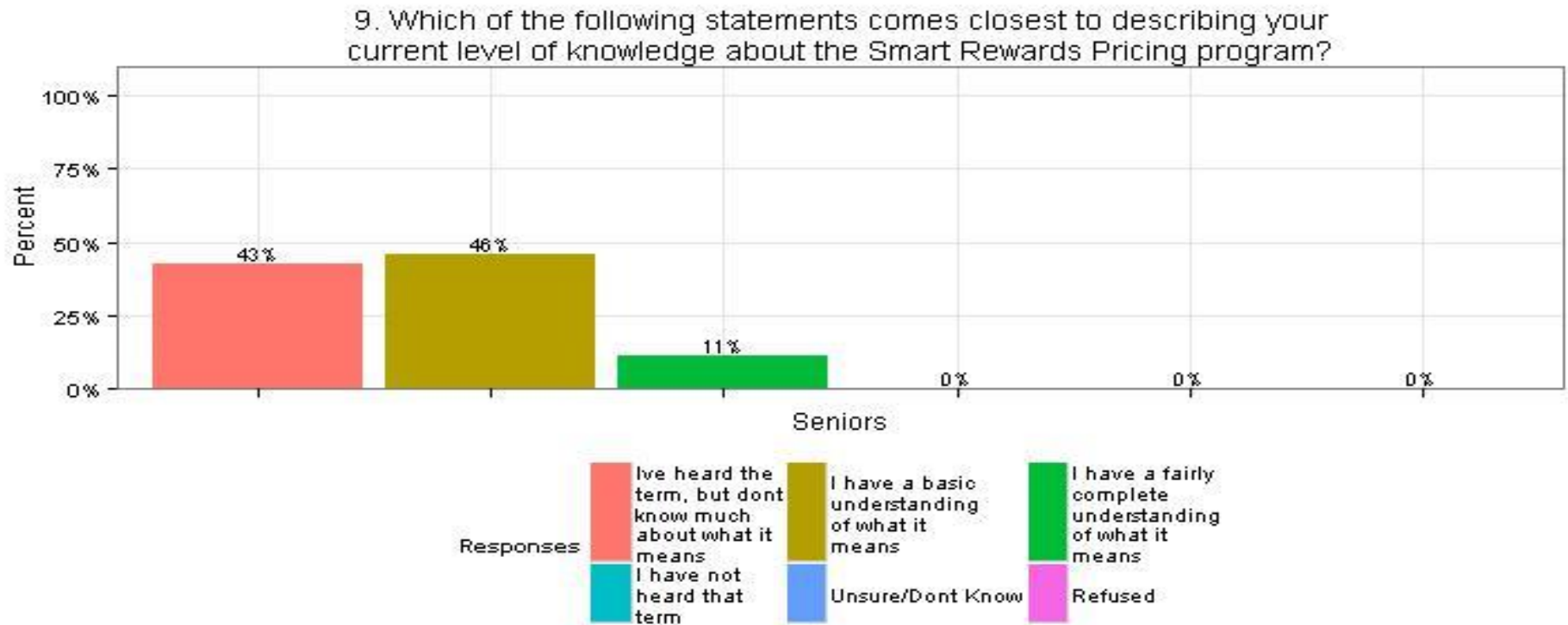


9. Which of the following statements comes closest to describing your current level of knowledge about the Smart Rewards Pricing program?

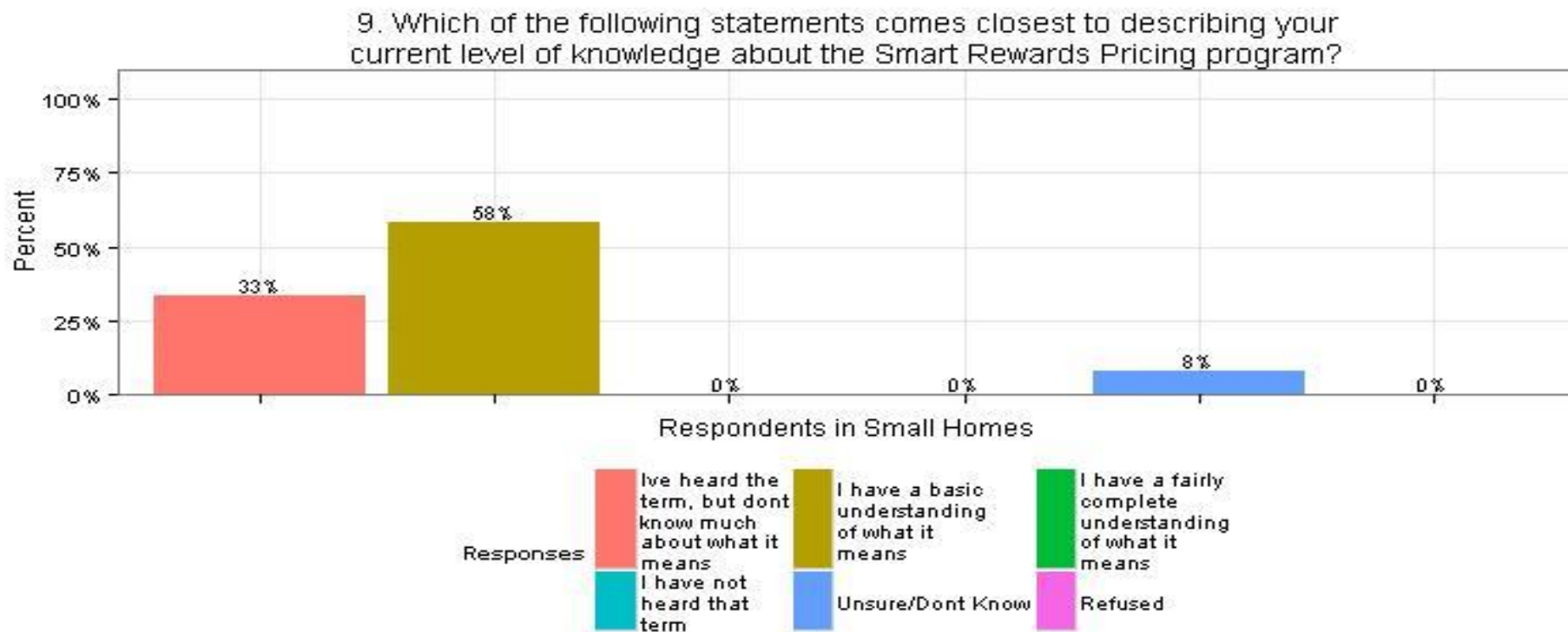
High Income Respondents



9. Which of the following statements comes closest to describing your current level of knowledge about the Smart Rewards Pricing program? Seniors



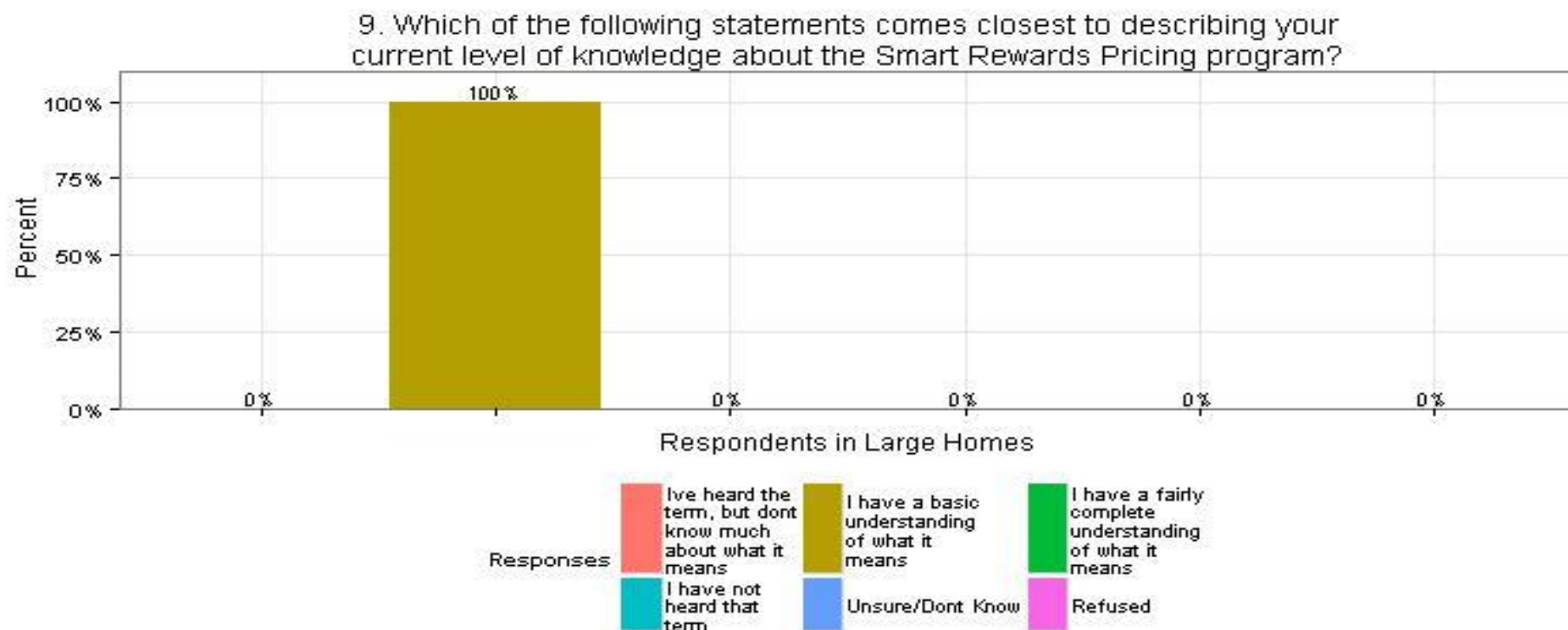
9. Which of the following statements comes closest to describing your current level of knowledge about the Smart Rewards Pricing program? Respondents in Small Homes





9. Which of the following statements comes closest to describing your current level of knowledge about the Smart Rewards Pricing program?

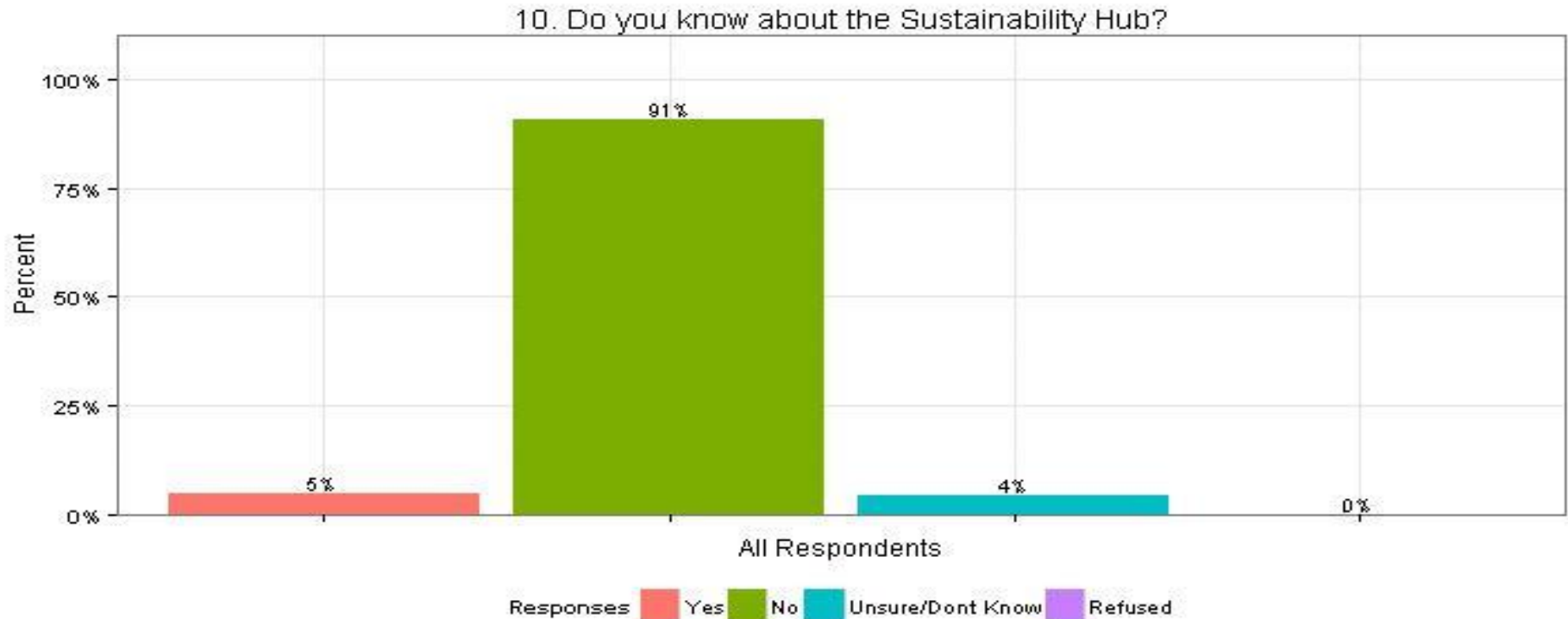
Respondents in Large Homes



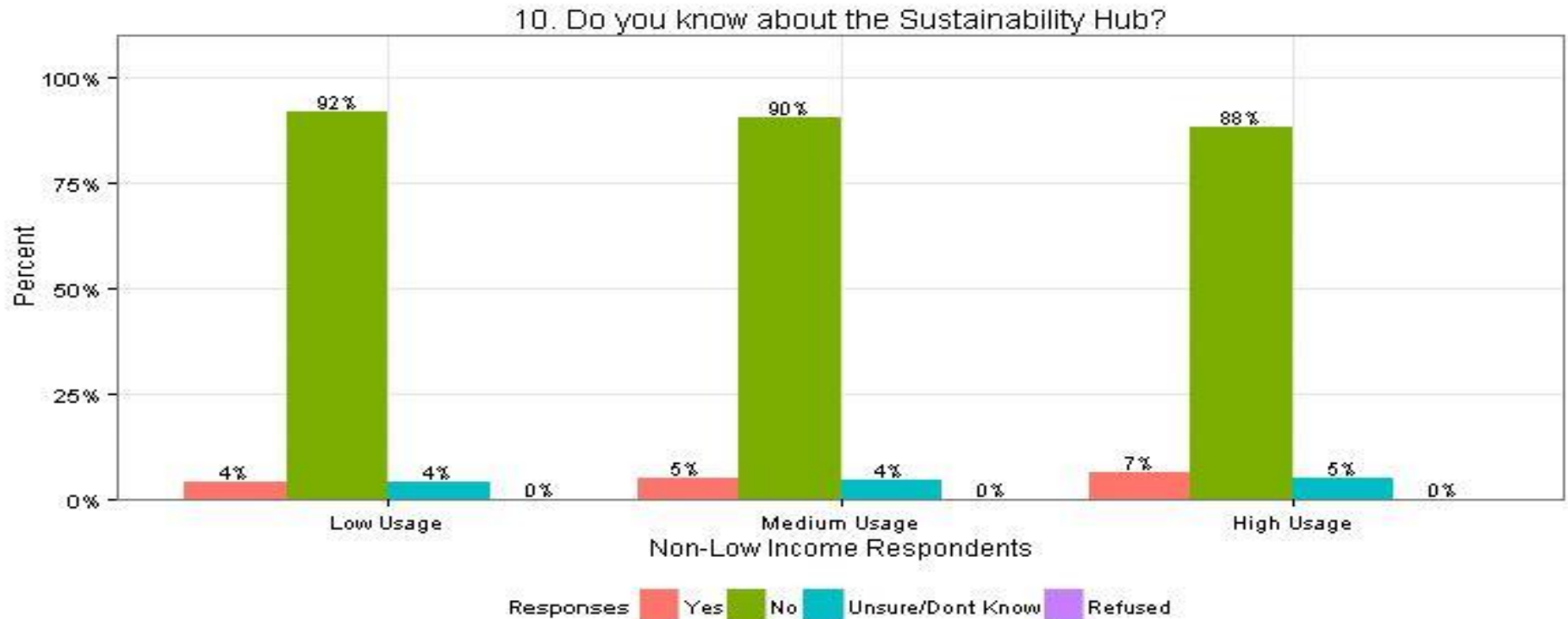


10. Do you know about the Sustainability Hub?

All Respondents

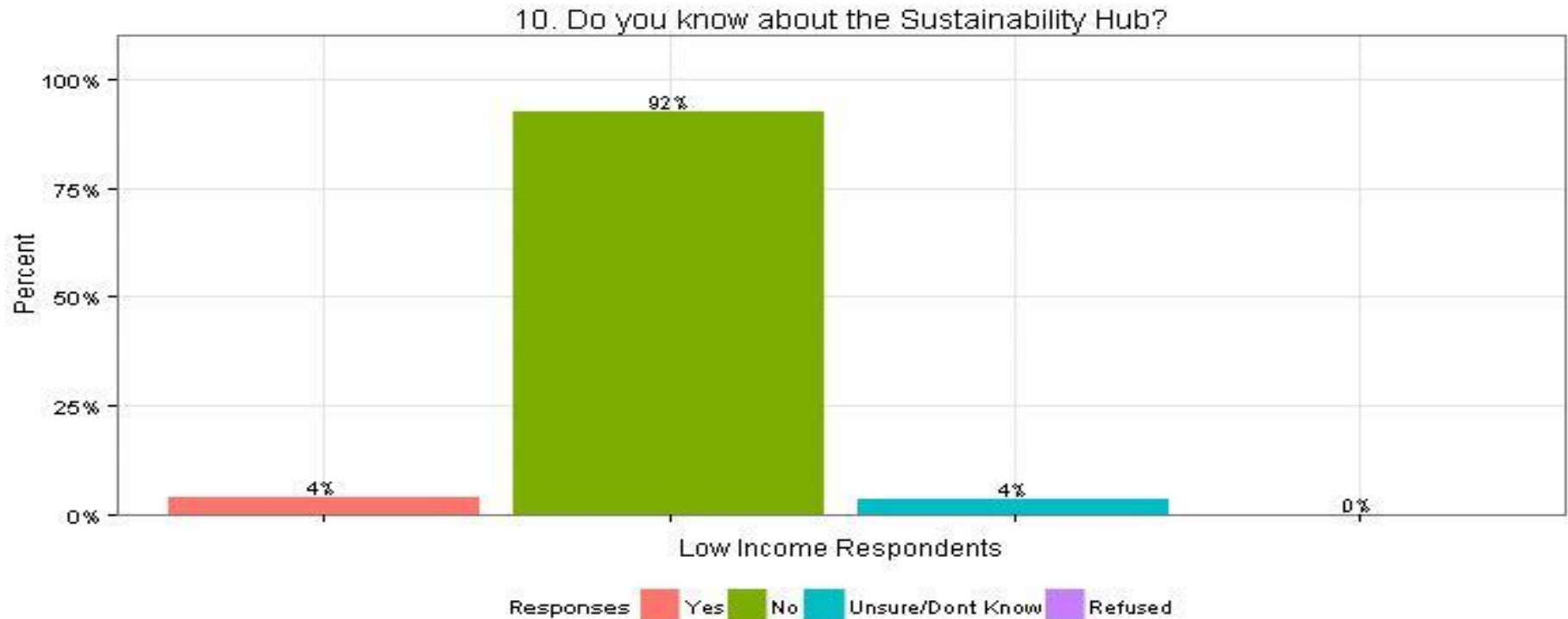


10. Do you know about the Sustainability Hub? Non-Low Income Respondents



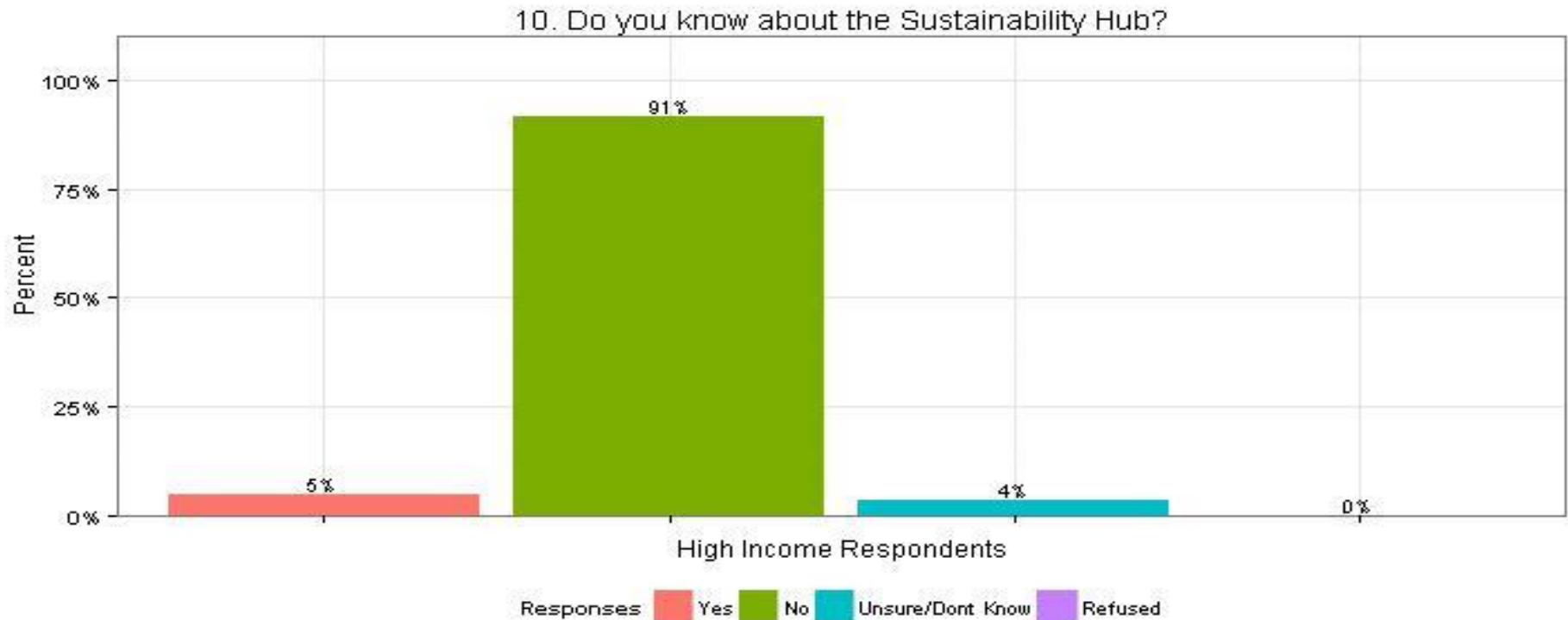


10. Do you know about the Sustainability Hub? Low Income Respondents



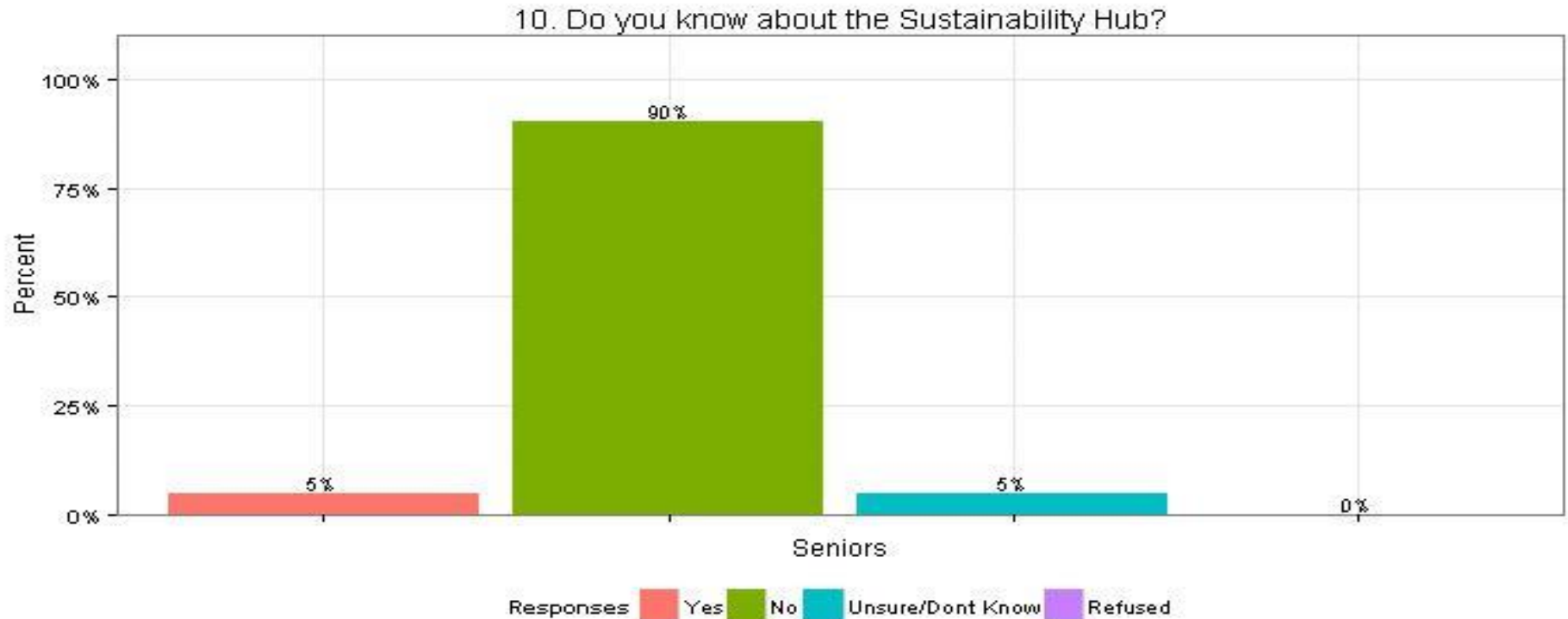


10. Do you know about the Sustainability Hub? High Income Respondents



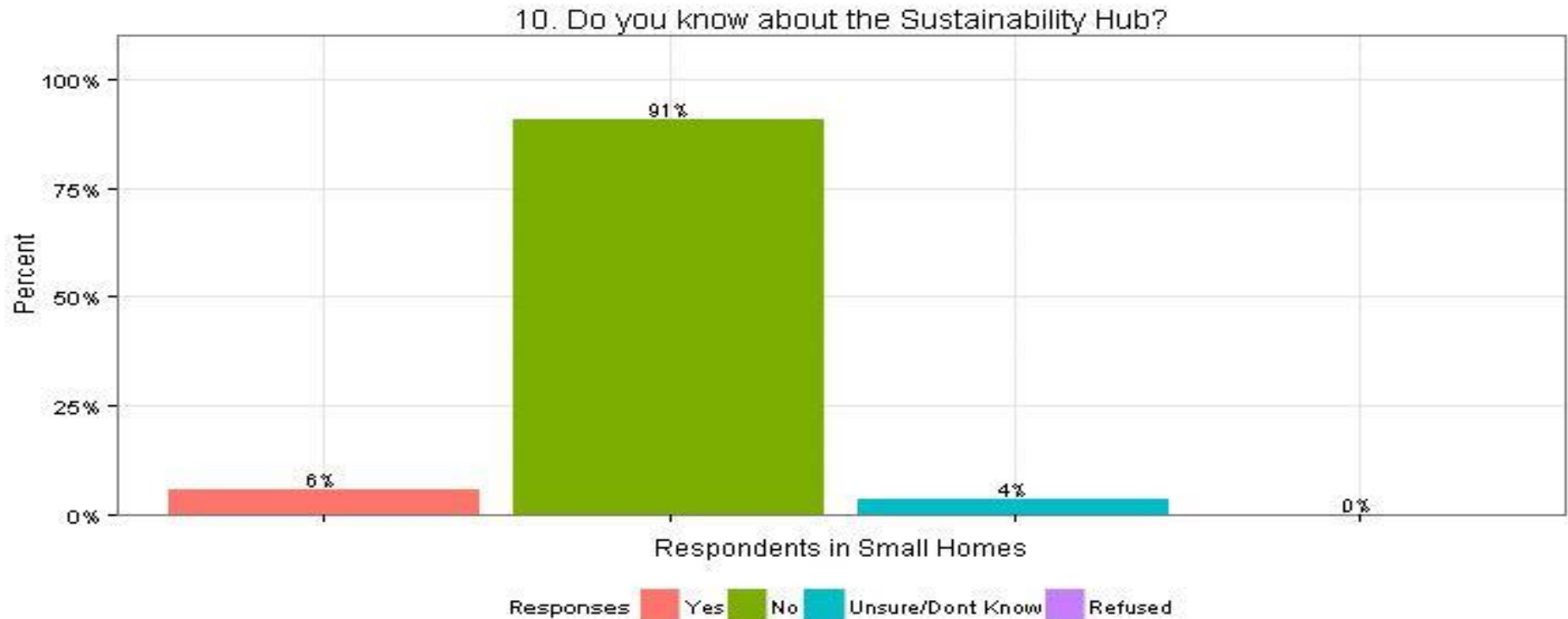


10. Do you know about the Sustainability Hub? Seniors



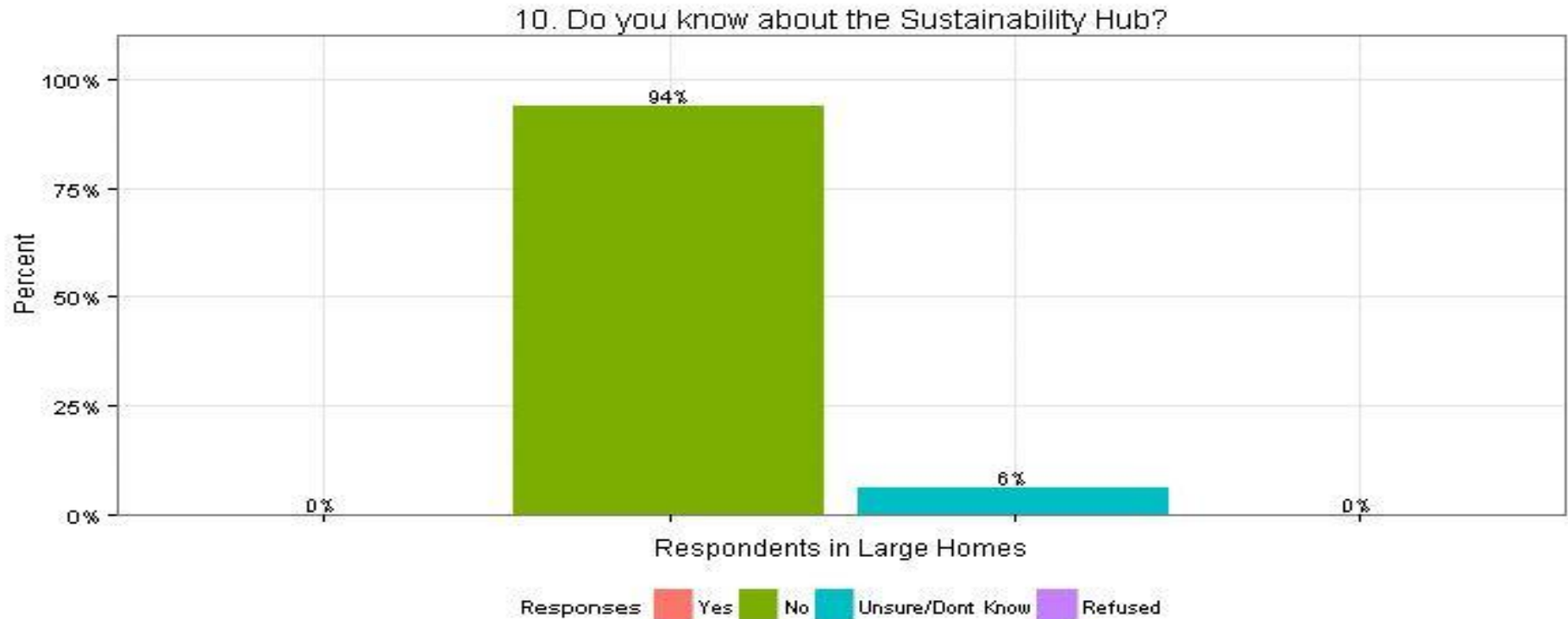


10. Do you know about the Sustainability Hub? Respondents in Small Homes



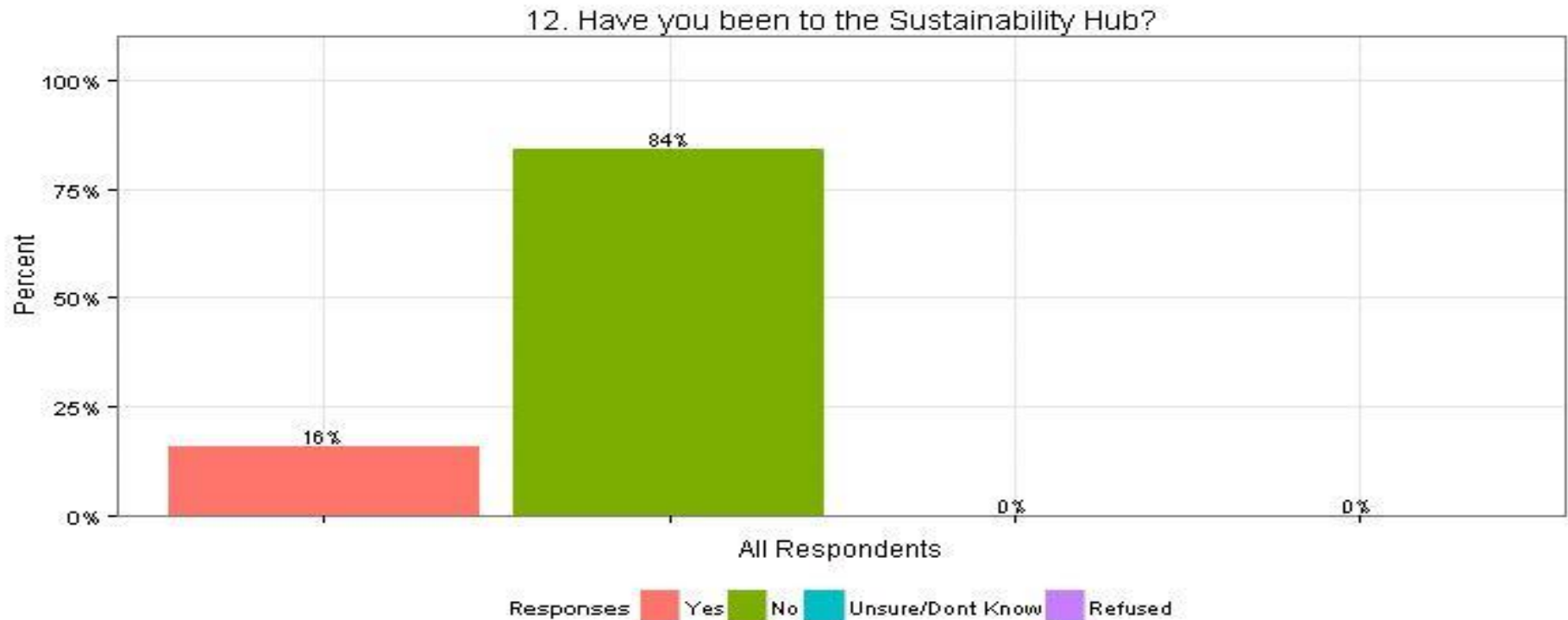


10. Do you know about the Sustainability Hub? Respondents in Large Homes



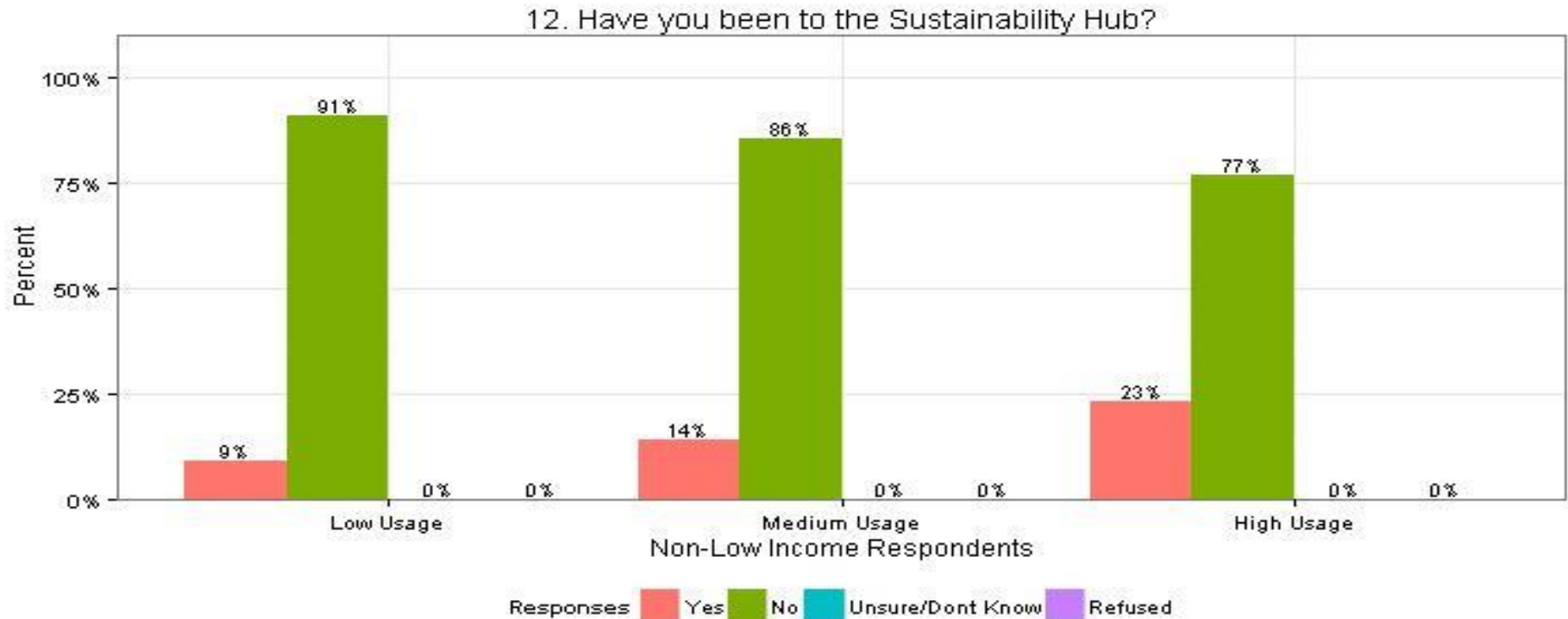


12. Have you been to the Sustainability Hub? All Respondents



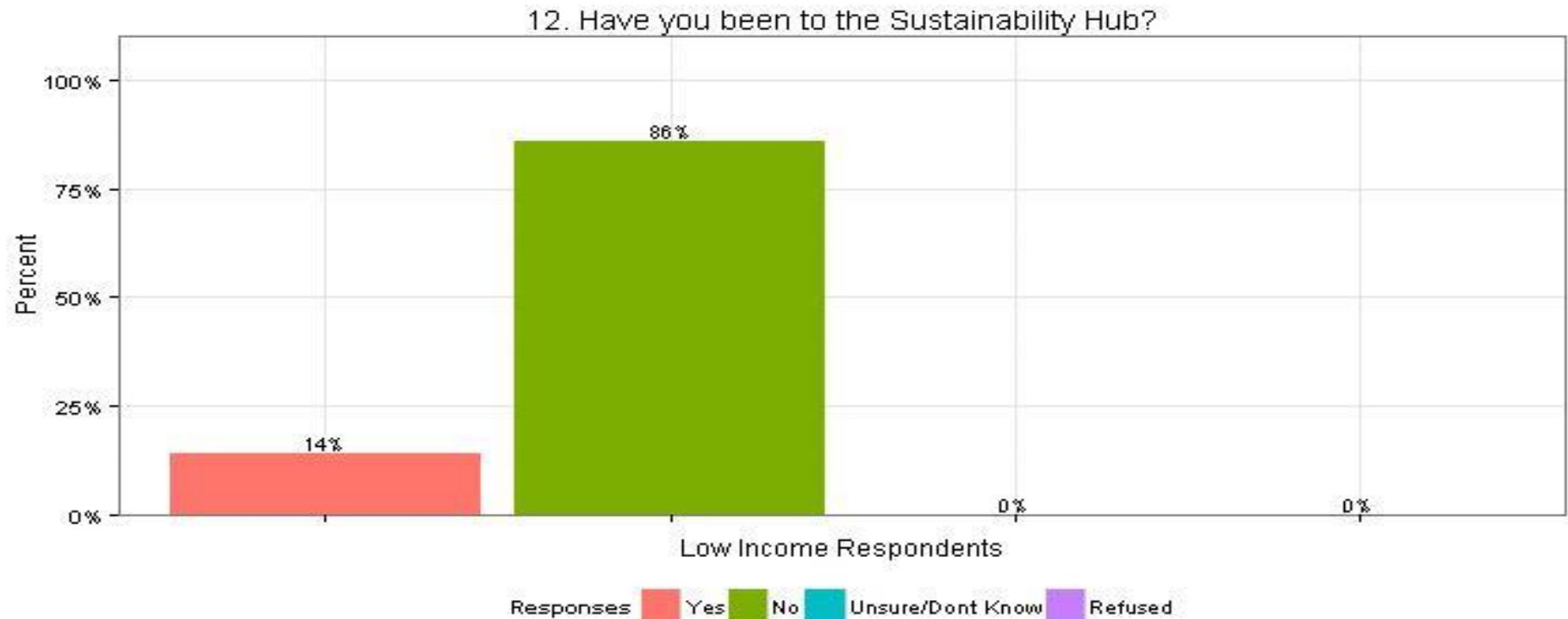


12. Have you been to the Sustainability Hub? Non-Low Income Respondents



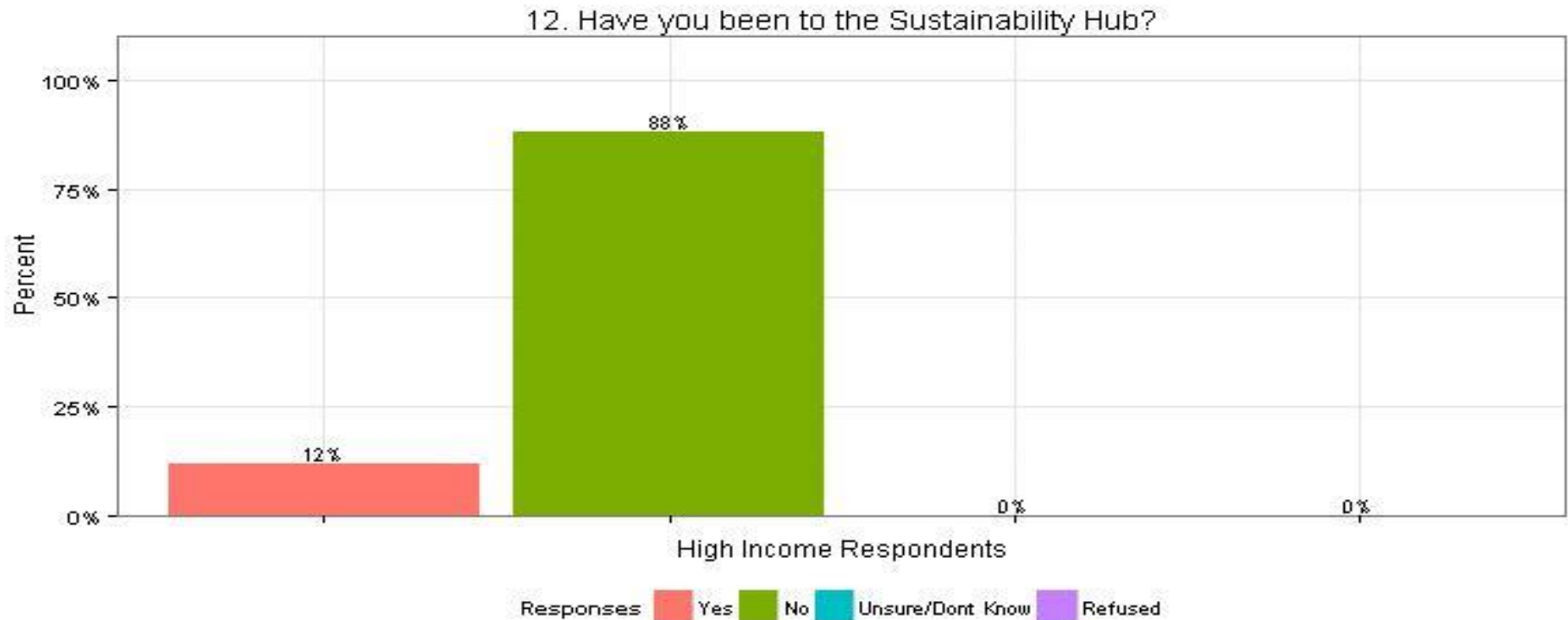


12. Have you been to the Sustainability Hub? Low Income Respondents



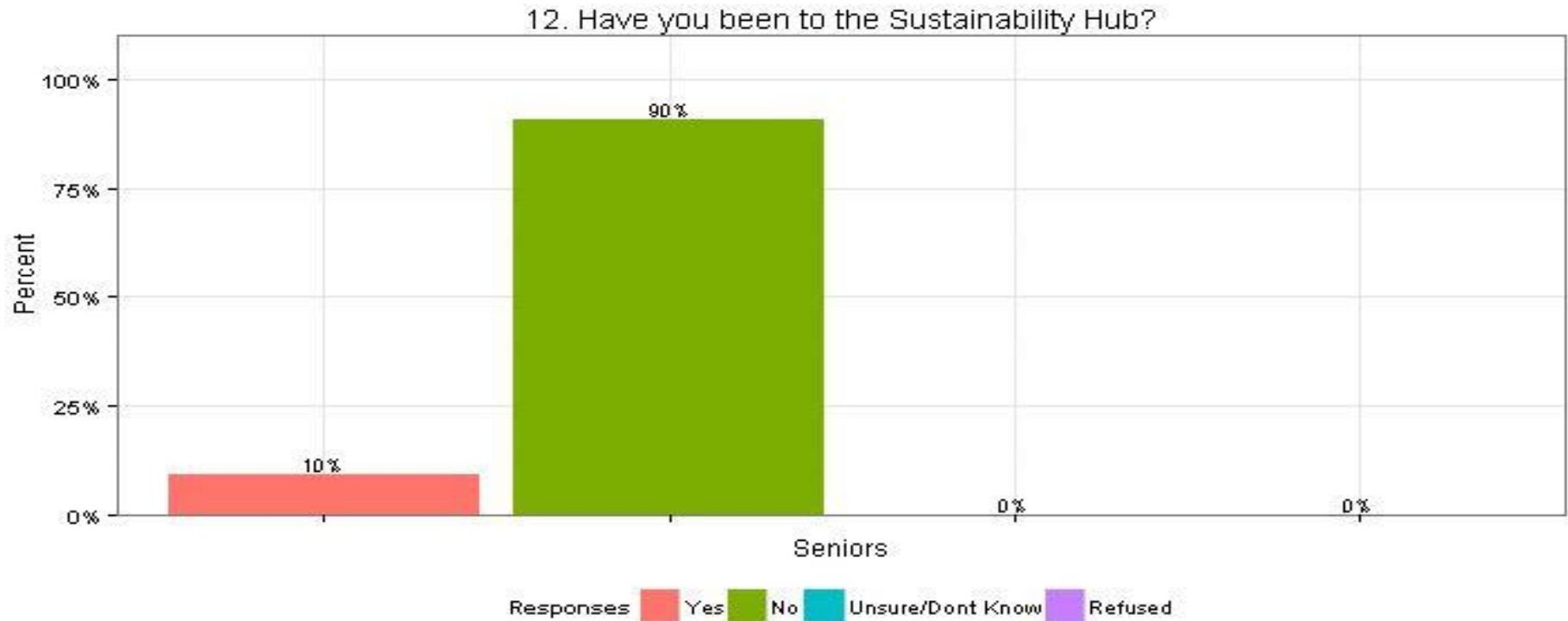


12. Have you been to the Sustainability Hub? High Income Respondents



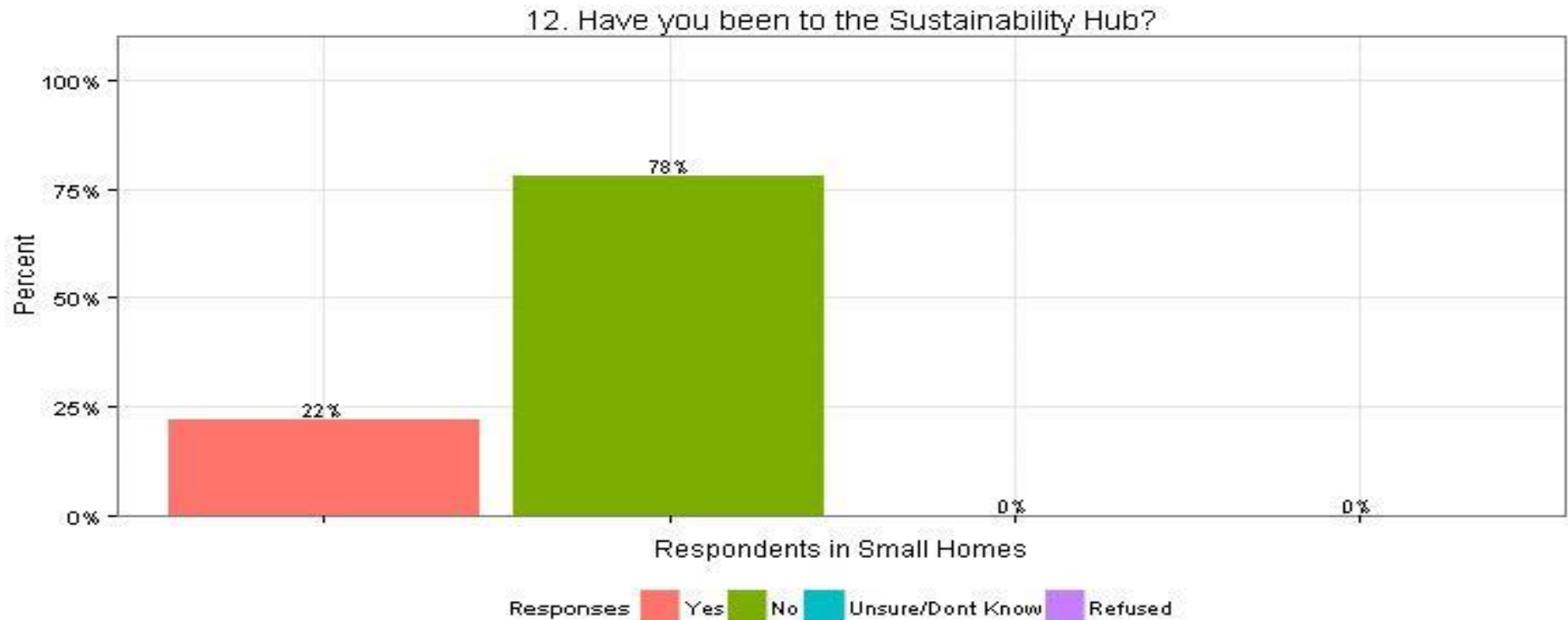


12. Have you been to the Sustainability Hub? Seniors



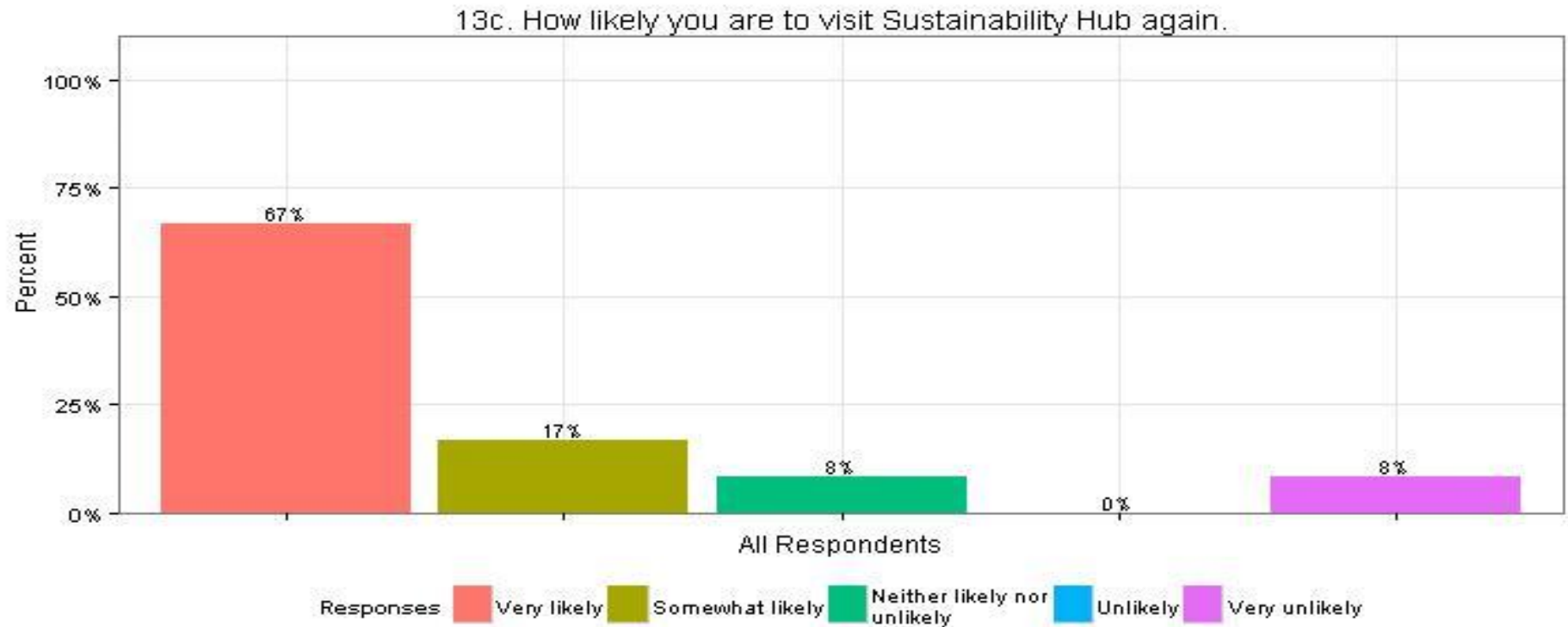


12. Have you been to the Sustainability Hub? Respondents in Small Homes



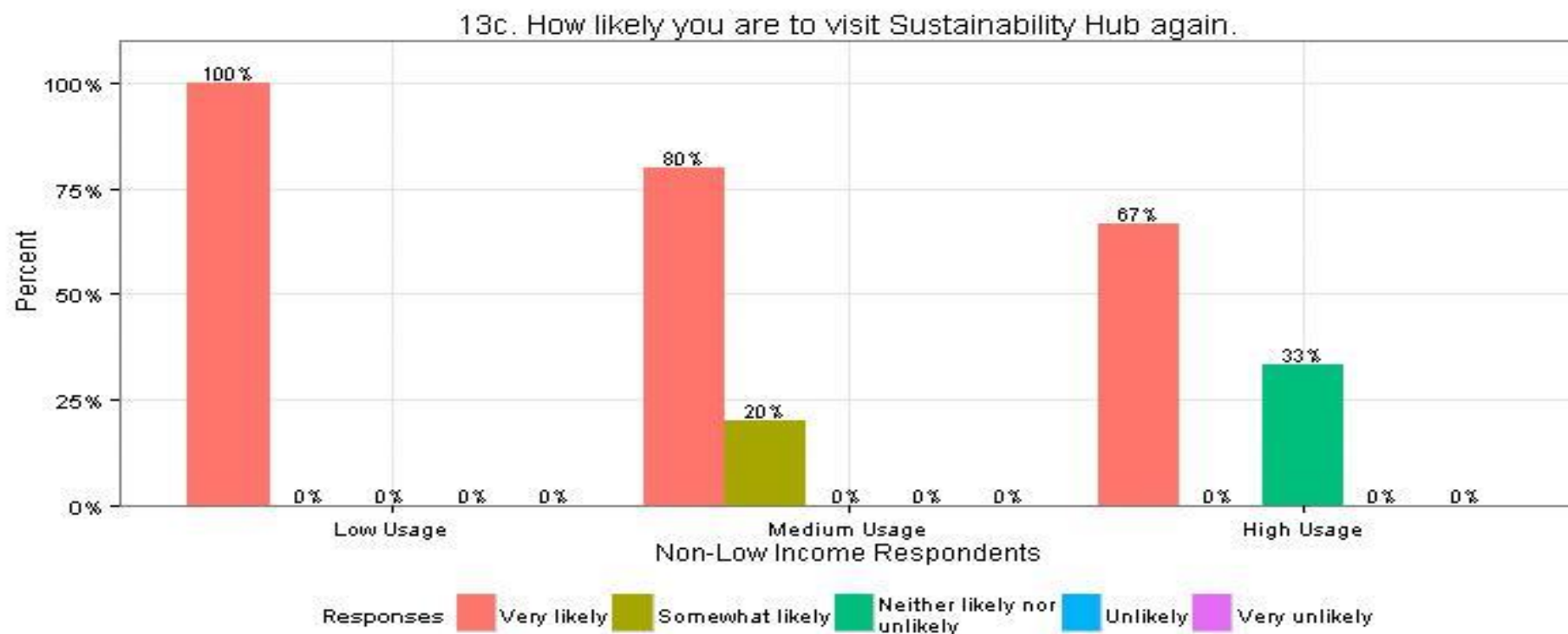


13c. How likely you are to visit Sustainability Hub again. All Respondents



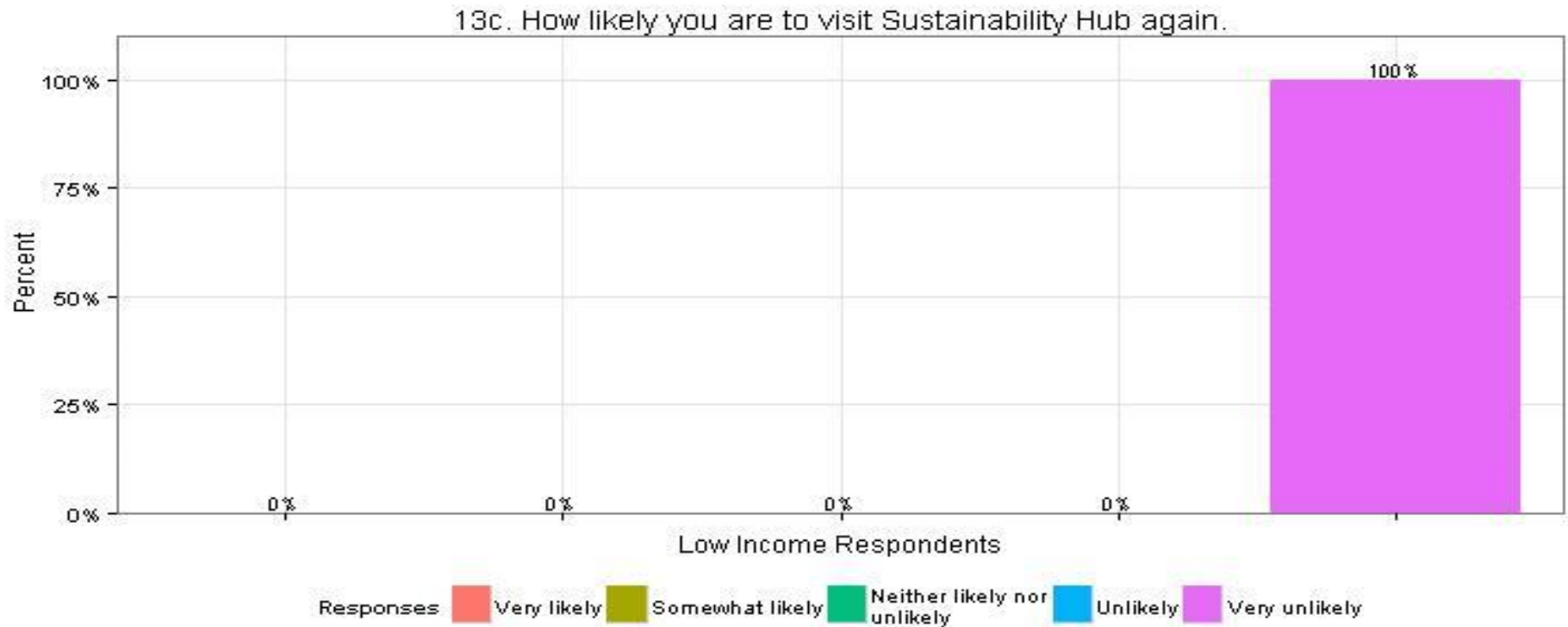


13c. How likely you are to visit Sustainability Hub again. Non-Low Income Respondents



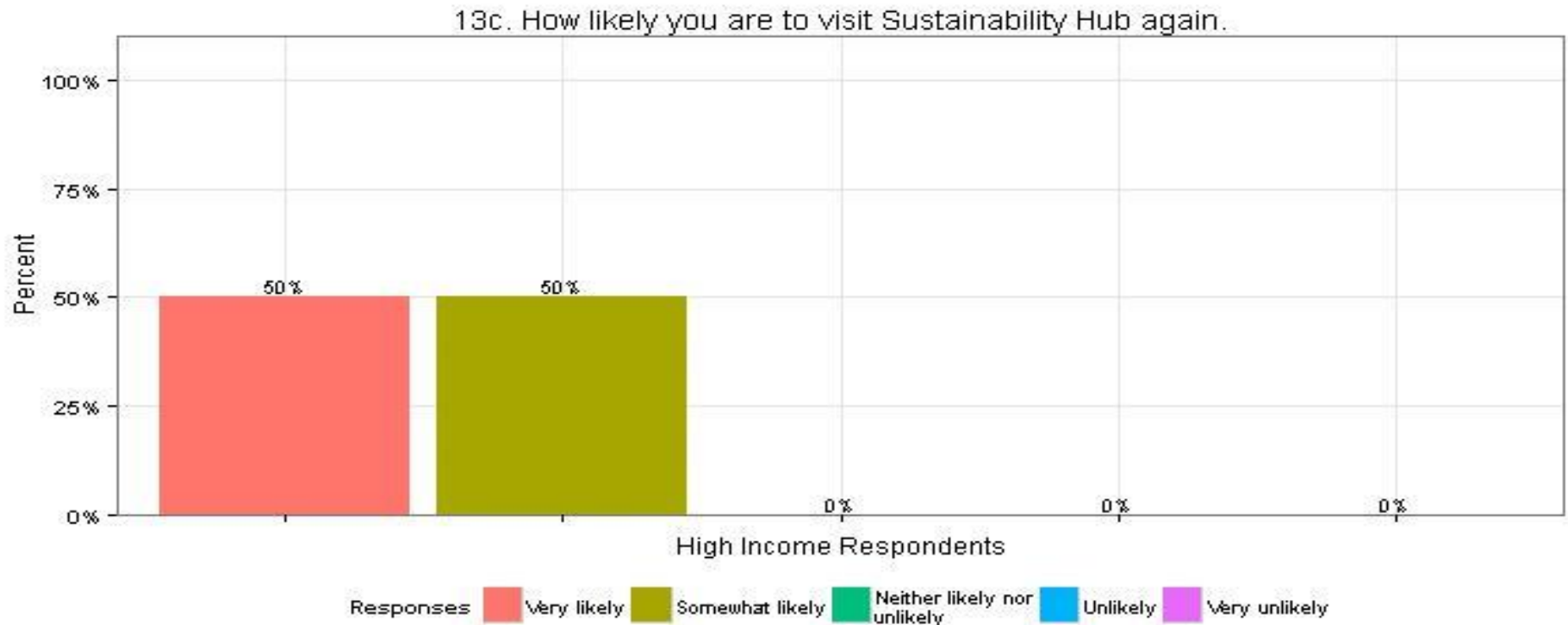


13c. How likely you are to visit Sustainability Hub again. Low Income Respondents



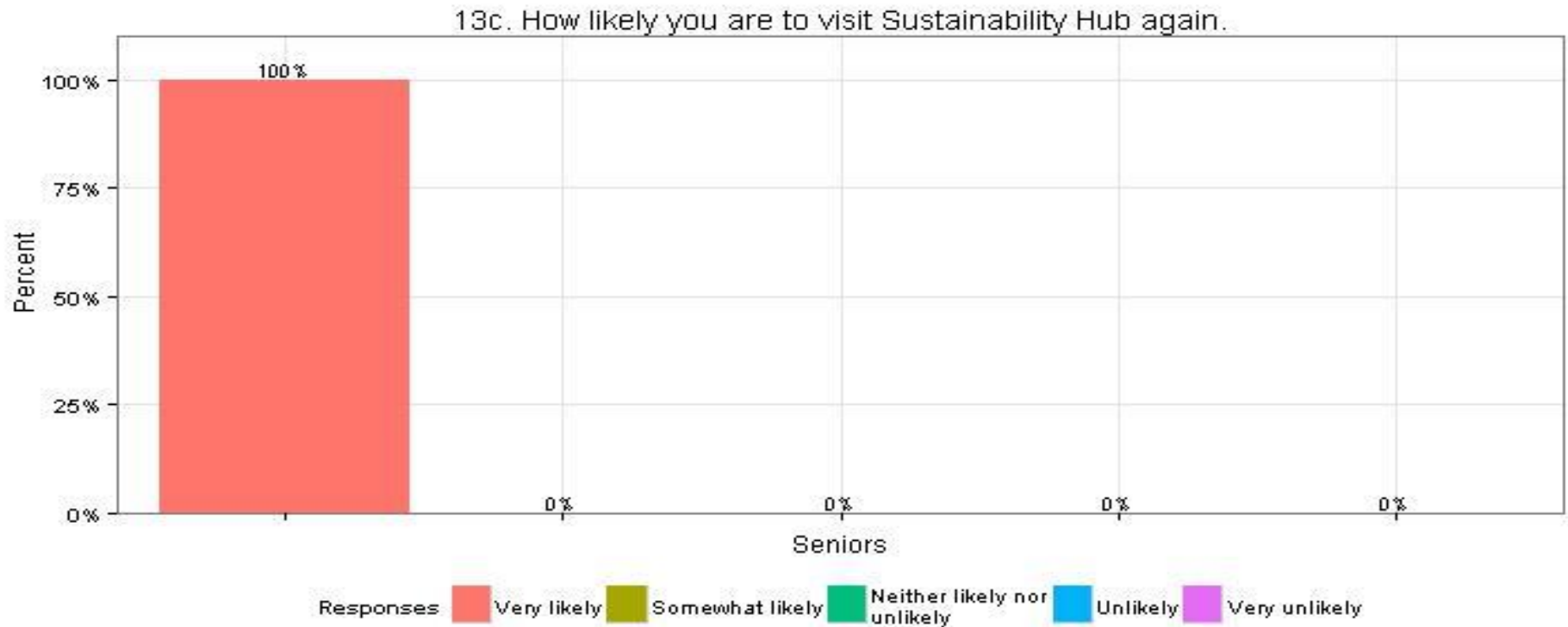


13c. How likely you are to visit Sustainability Hub again. High Income Respondents



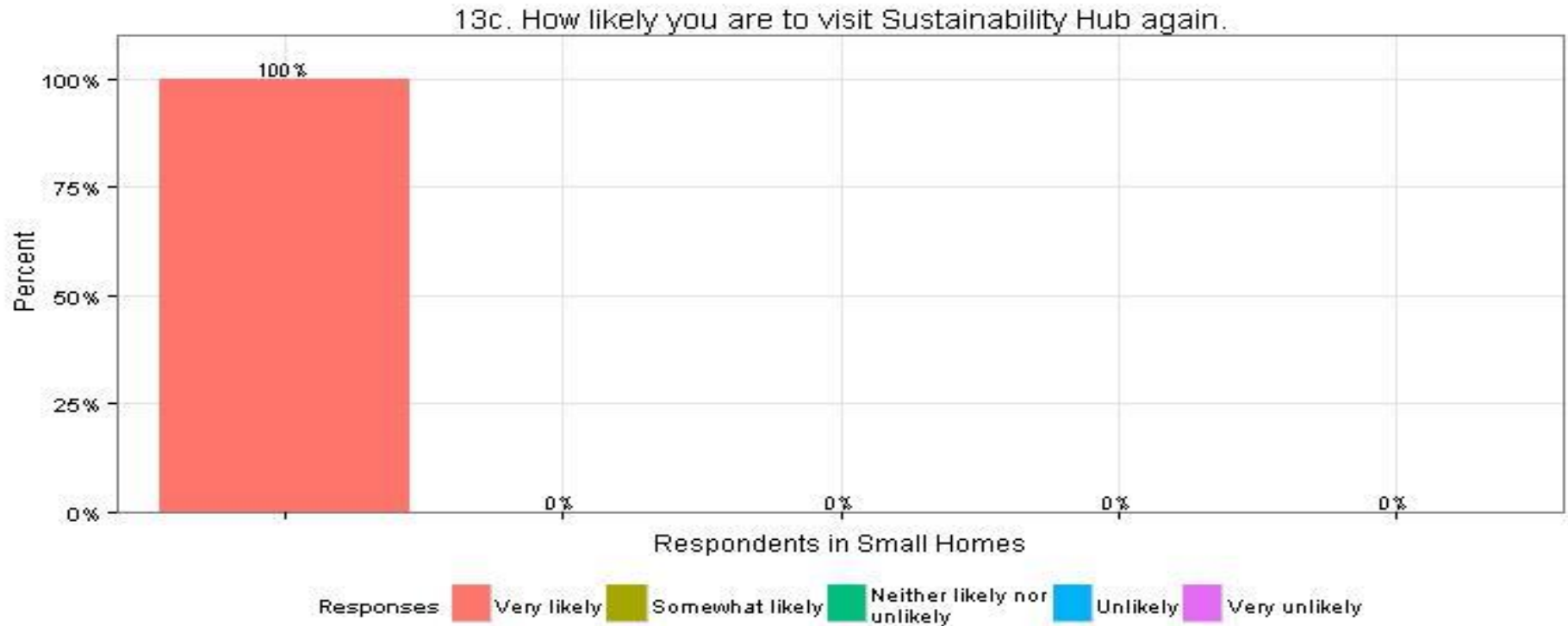


13c. How likely you are to visit Sustainability Hub again. Seniors





13c. How likely you are to visit Sustainability Hub again. Respondents in Small Homes

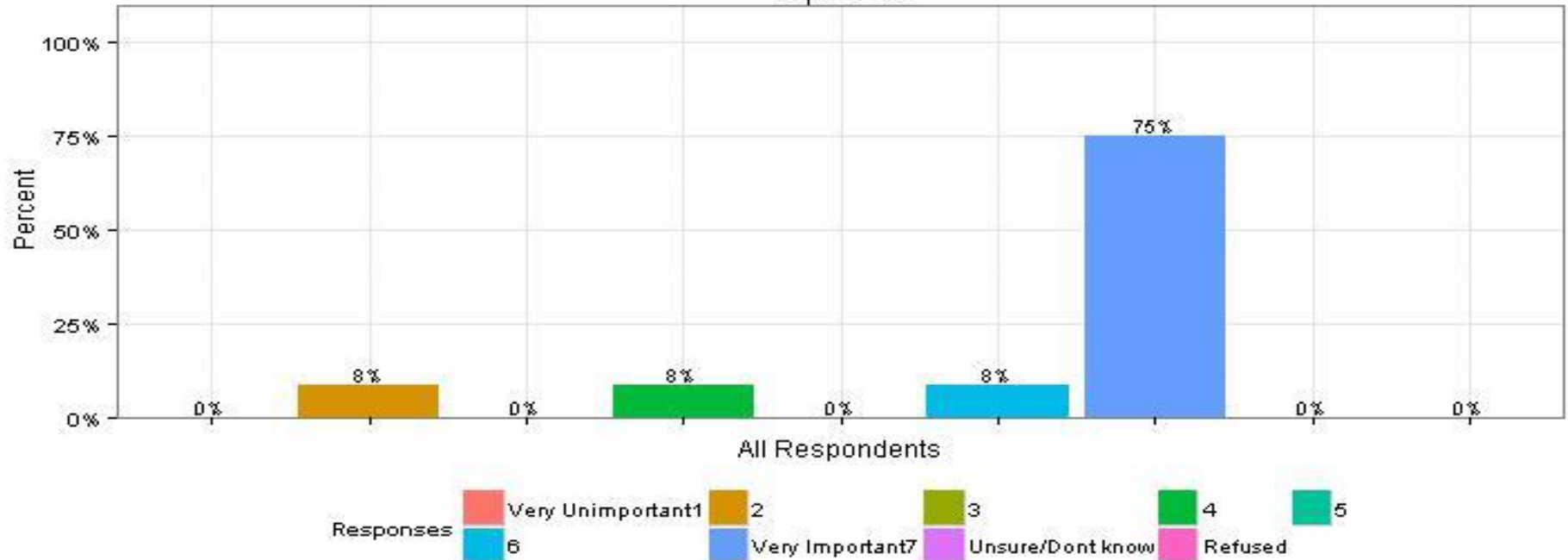


14. Customer Motivation: Saving money on my electric bill is very important

All Respondents

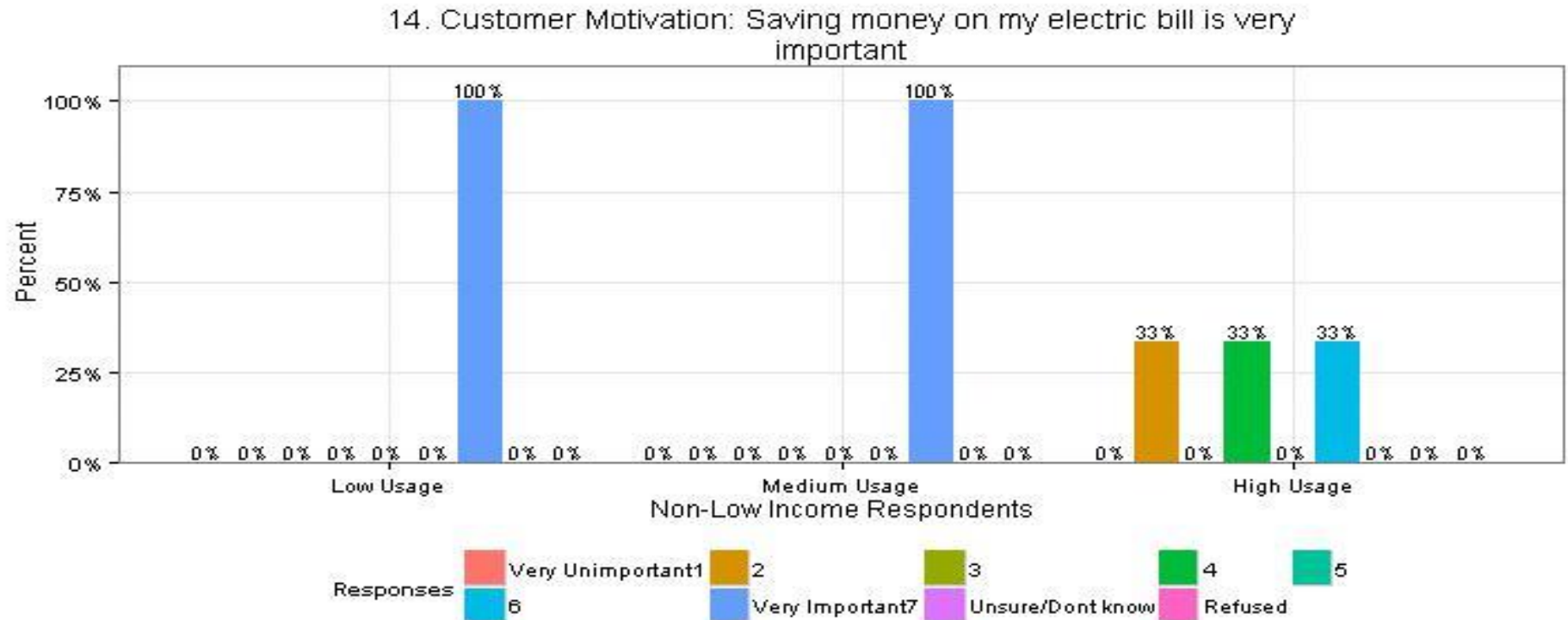


14. Customer Motivation: Saving money on my electric bill is very important



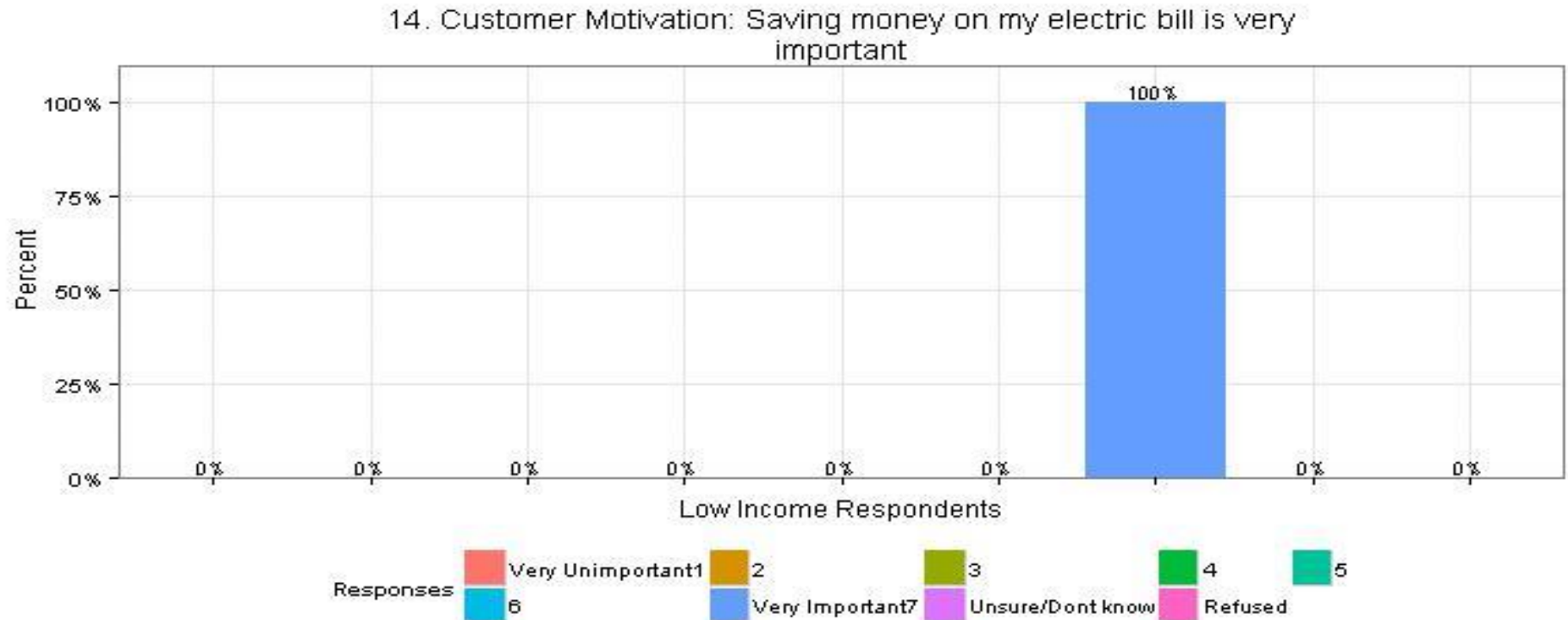
14. Customer Motivation: Saving money on my electric bill is very important

Non-Low Income Respondents



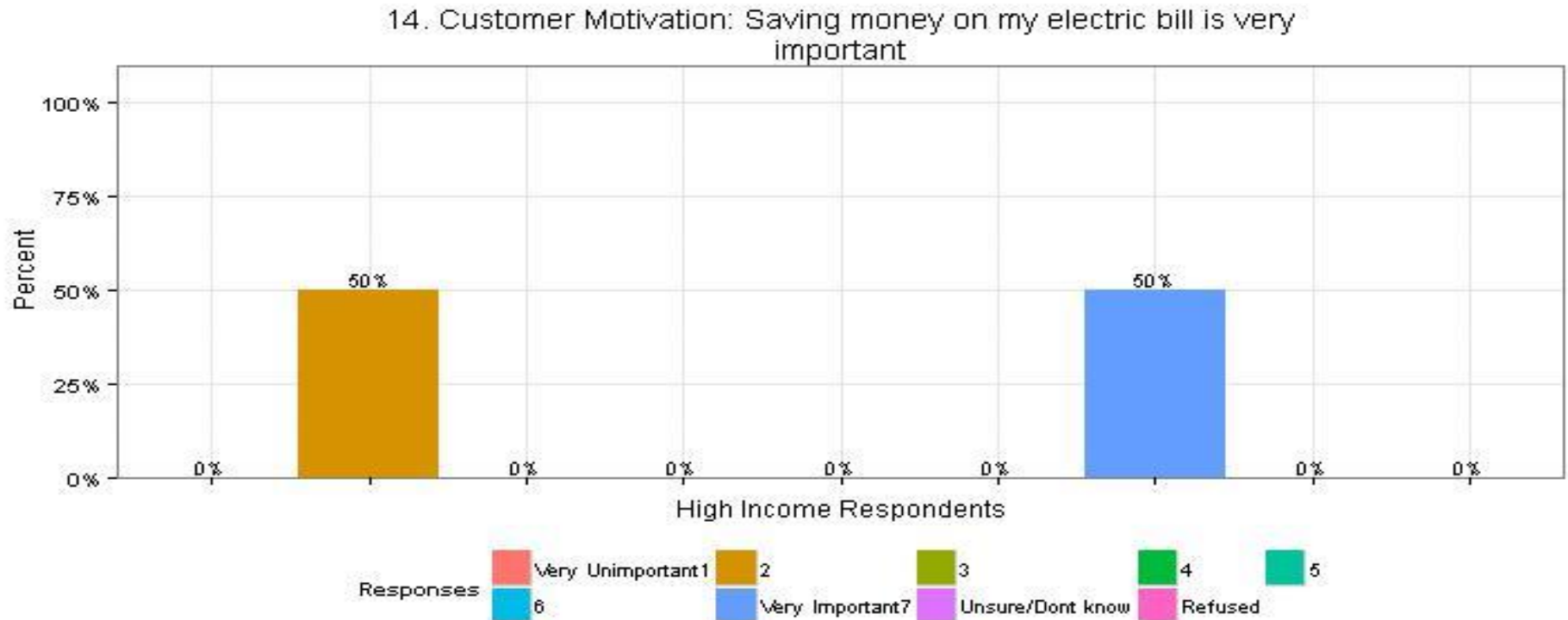
14. Customer Motivation: Saving money on my electric bill is very important

Low Income Respondents

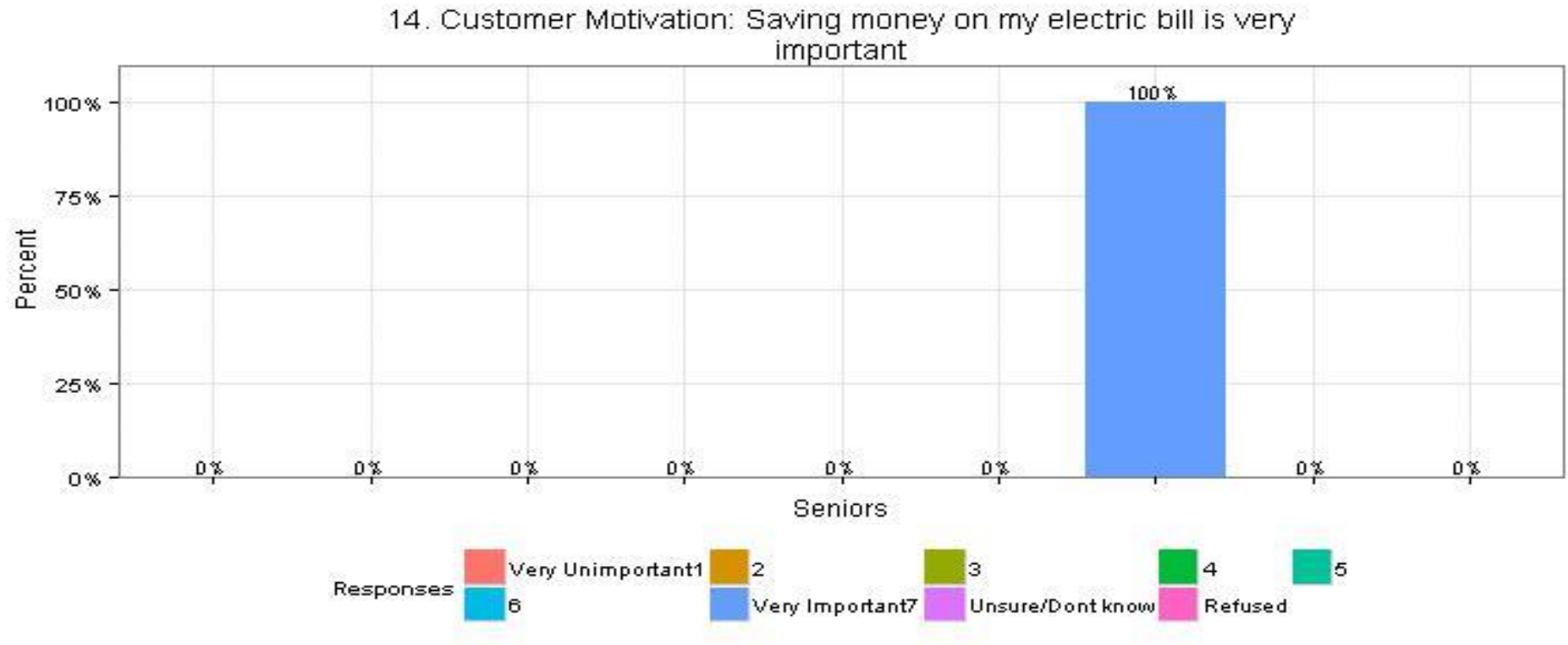


14. Customer Motivation: Saving money on my electric bill is very important

High Income Respondents

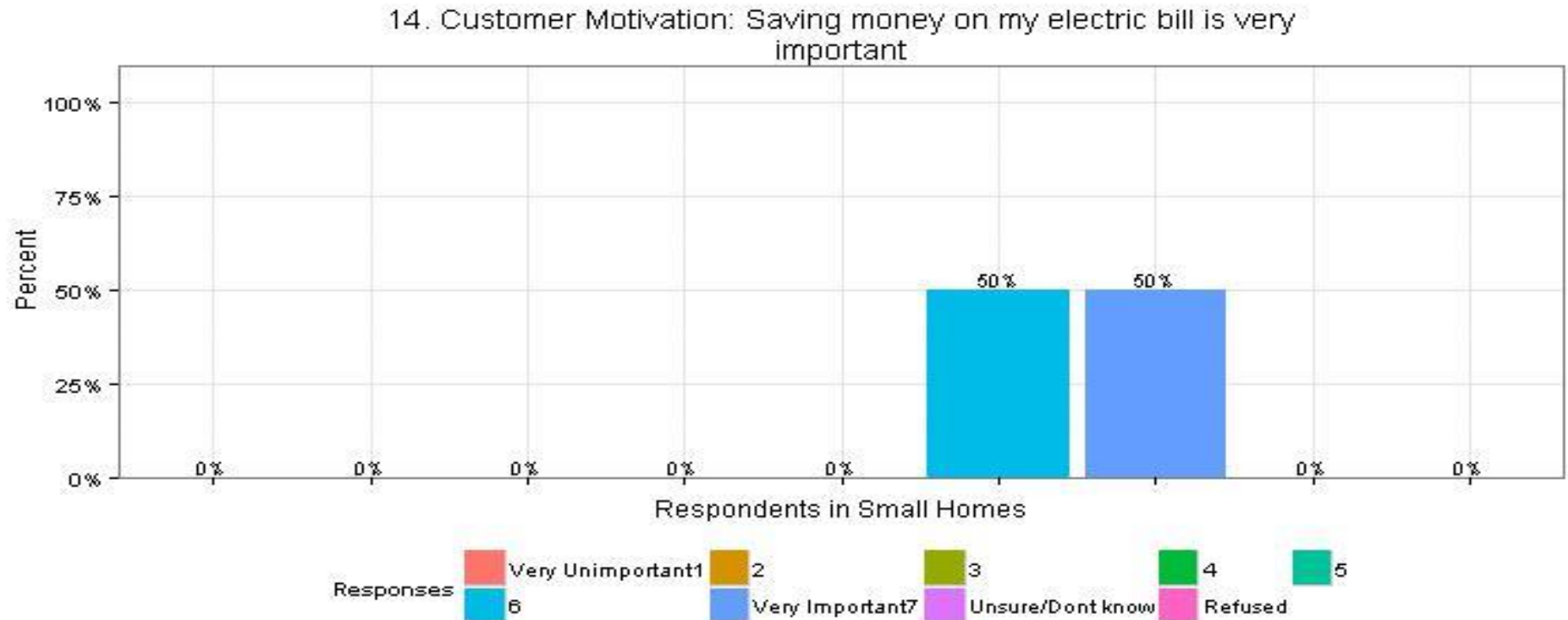


14. Customer Motivation: Saving money on my electric bill is very important Seniors



14. Customer Motivation: Saving money on my electric bill is very important

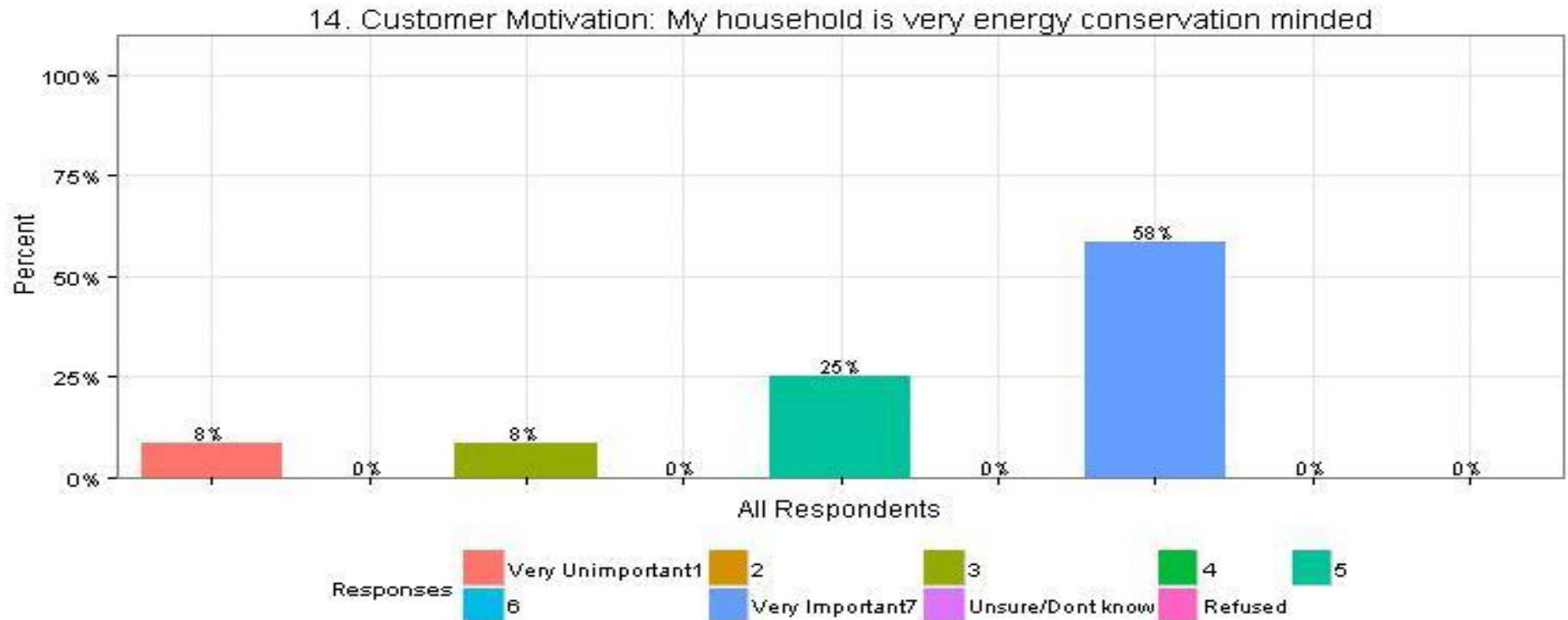
Respondents in Small Homes





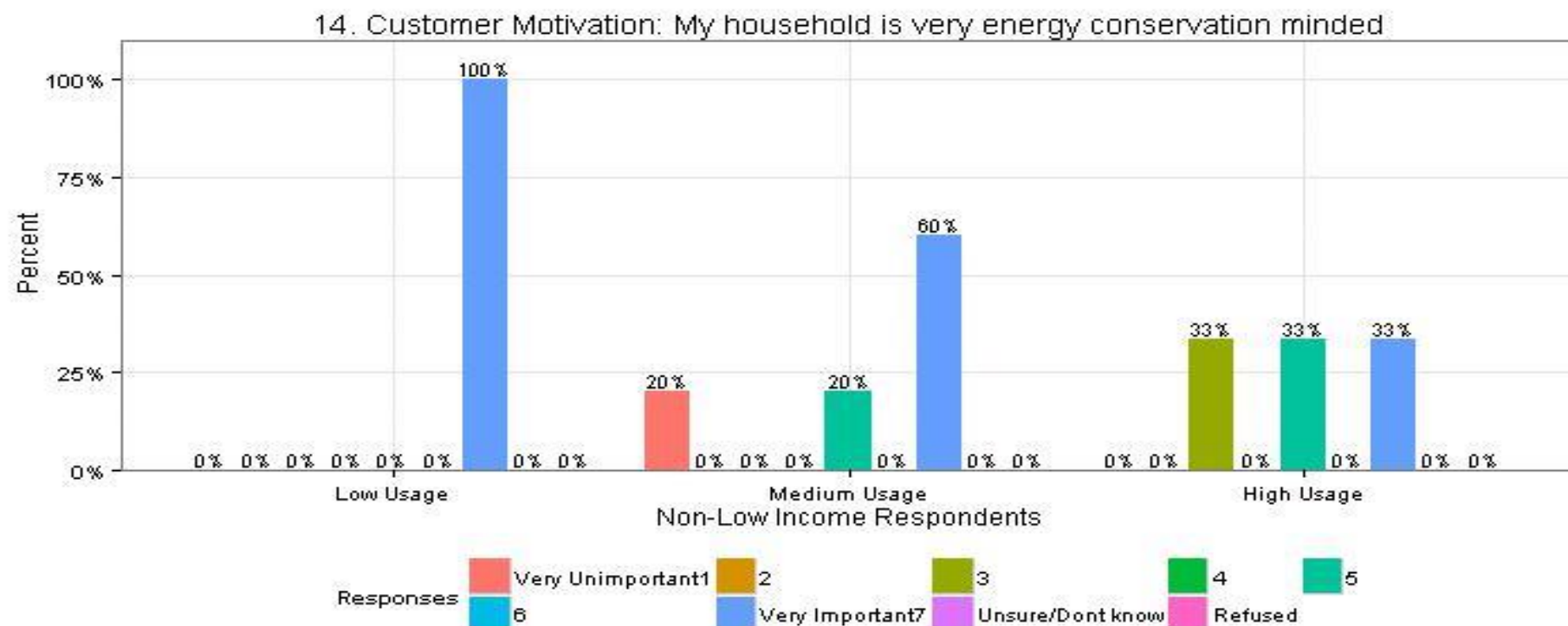
14. Customer Motivation: My household is very energy conservation minded

All Respondents





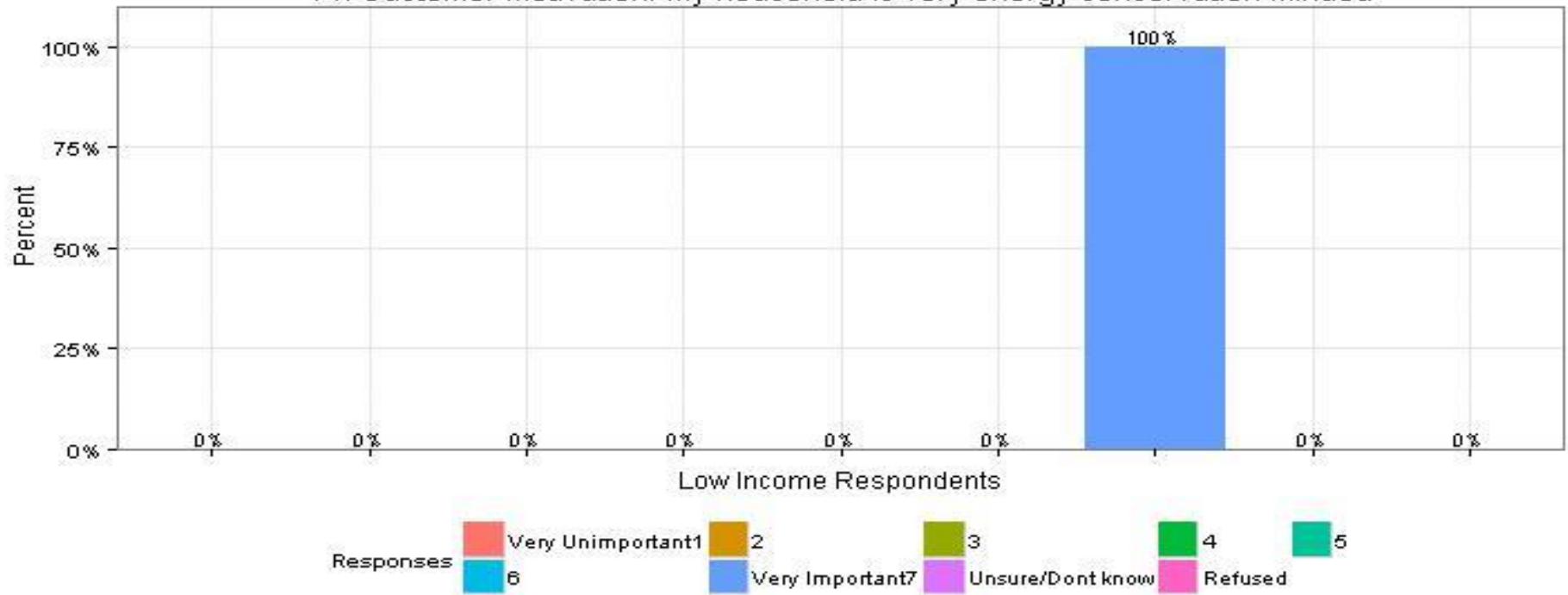
14. Customer Motivation: My household is very energy conservation minded Non-Low Income Respondents





14. Customer Motivation: My household is very energy conservation minded Low Income Respondents

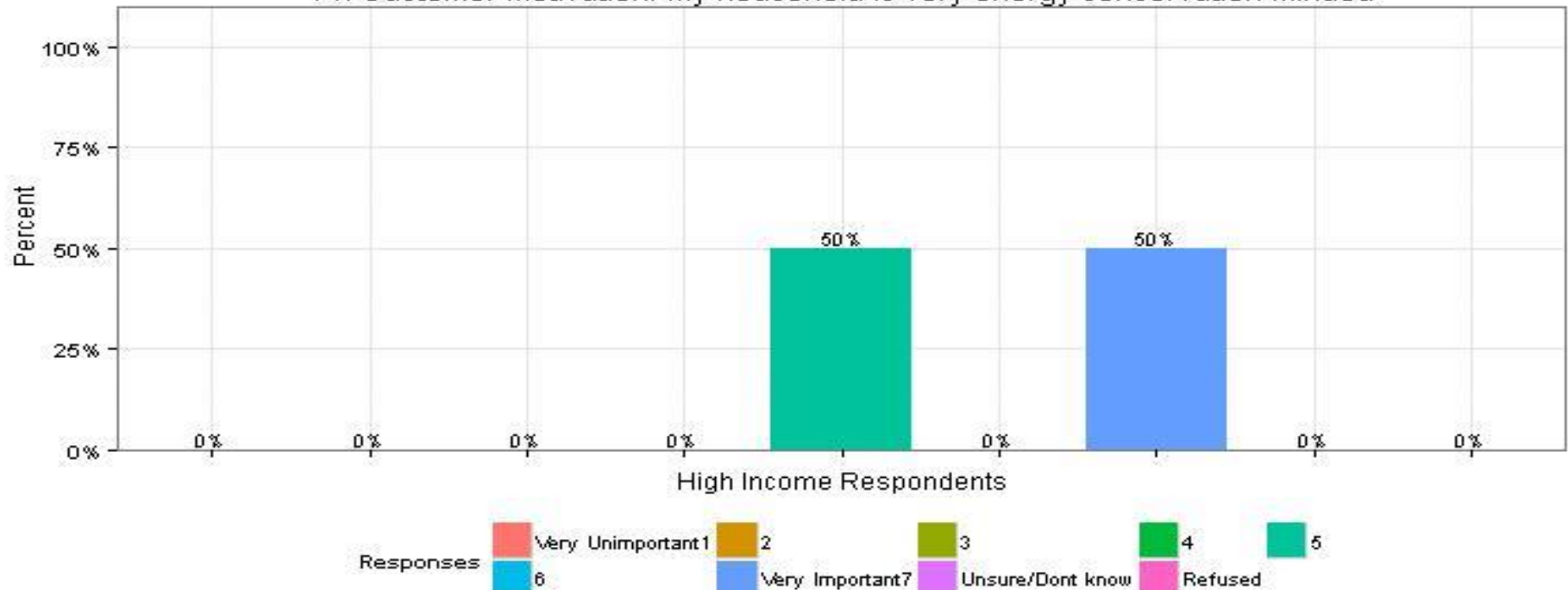
14. Customer Motivation: My household is very energy conservation minded





14. Customer Motivation: My household is very energy conservation minded High Income Respondents

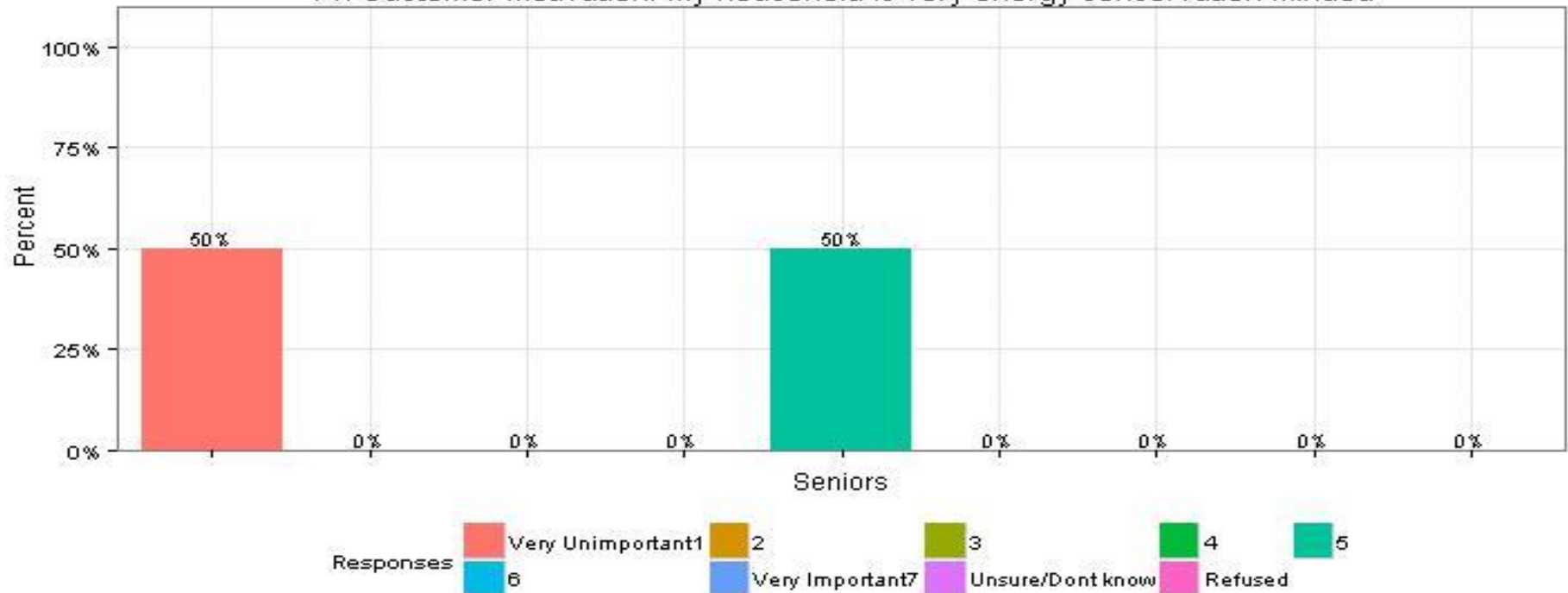
14. Customer Motivation: My household is very energy conservation minded





14. Customer Motivation: My household is very energy conservation minded Seniors

14. Customer Motivation: My household is very energy conservation minded

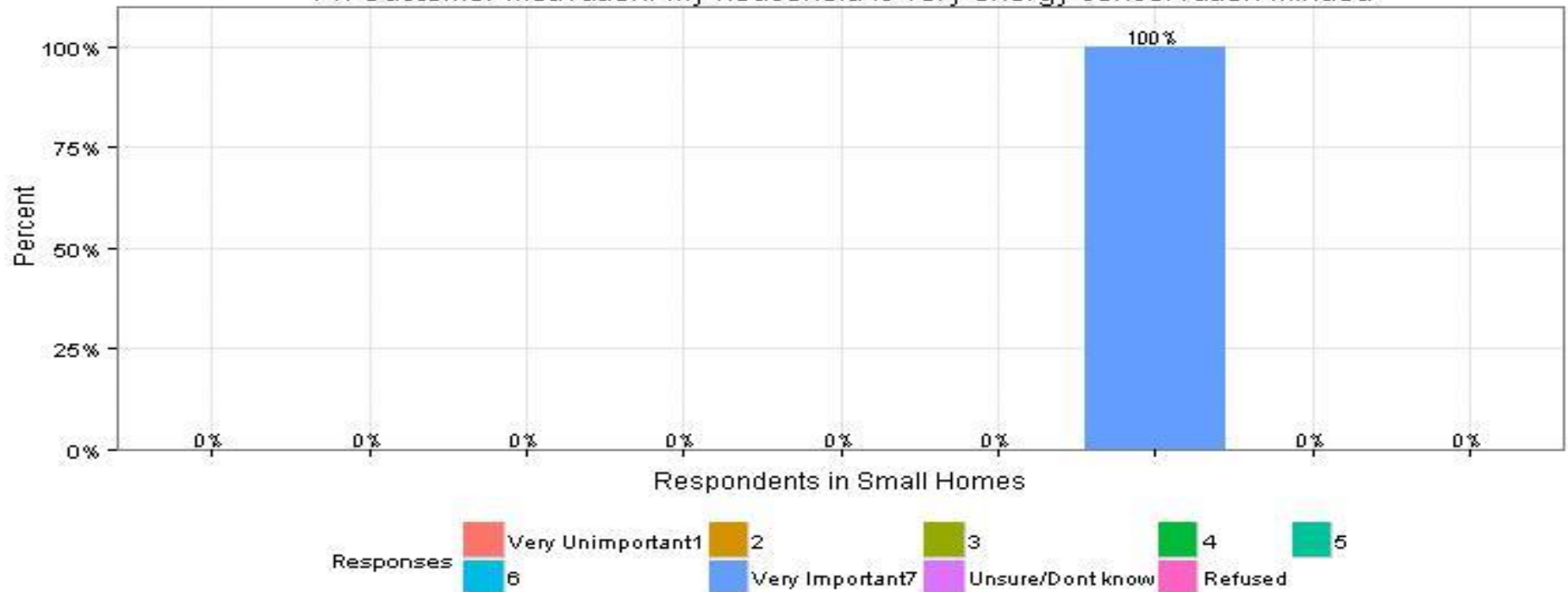




14. Customer Motivation: My household is very energy conservation minded

Respondents in Small Homes

14. Customer Motivation: My household is very energy conservation minded

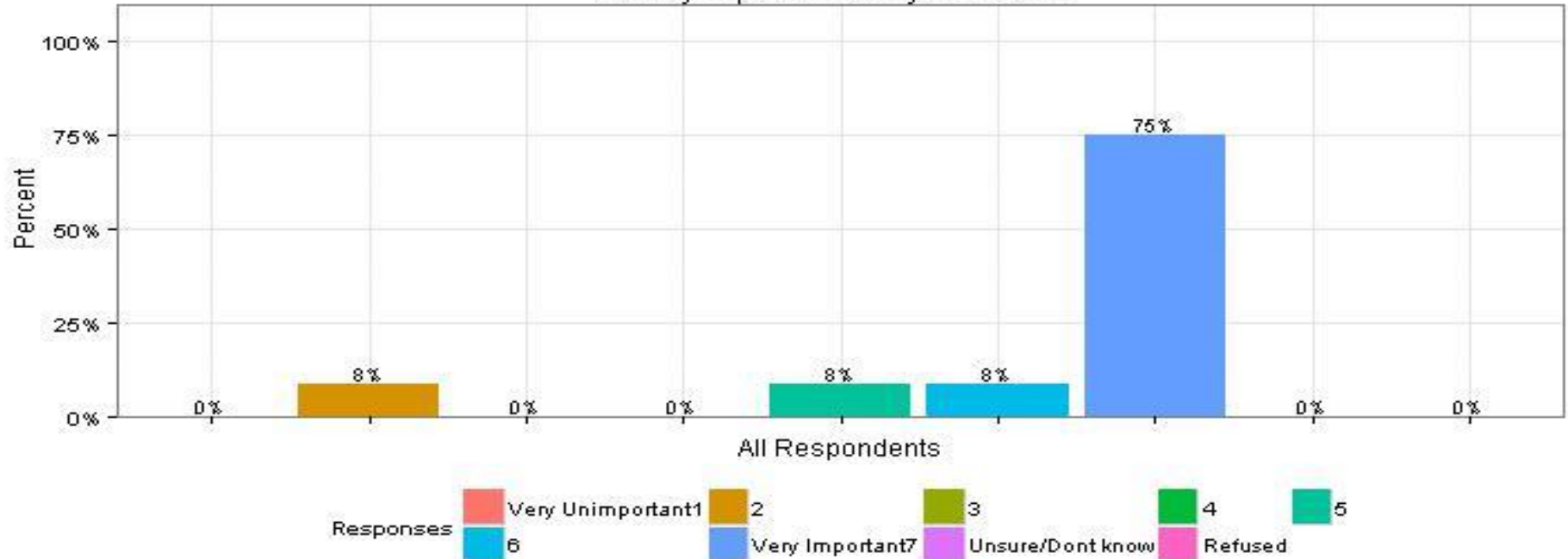


14. Customer Motivation: The environment and reducing greenhouse gases is very important to my household

All Respondents



14. Customer Motivation: The environment and reducing greenhouse gases is very important to my household

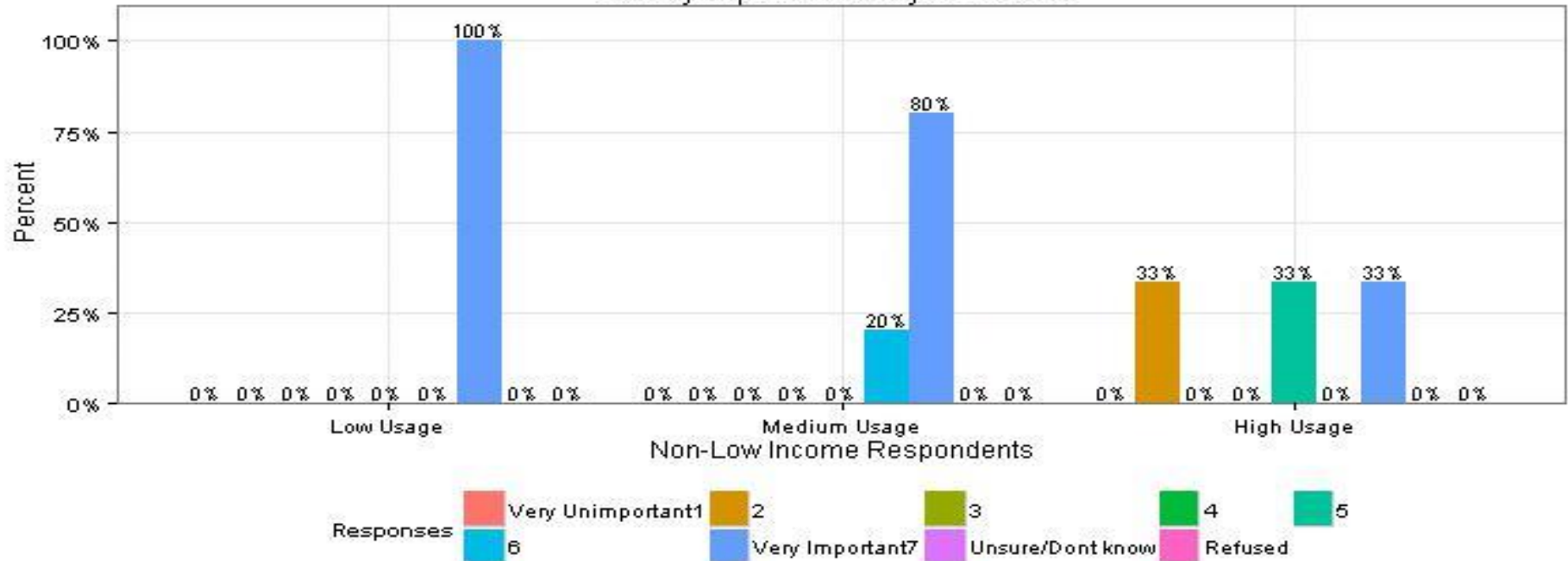


14. Customer Motivation: The environment and reducing greenhouse gases is very important to my household

Non-Low Income Respondents



14. Customer Motivation: The environment and reducing greenhouse gases is very important to my household

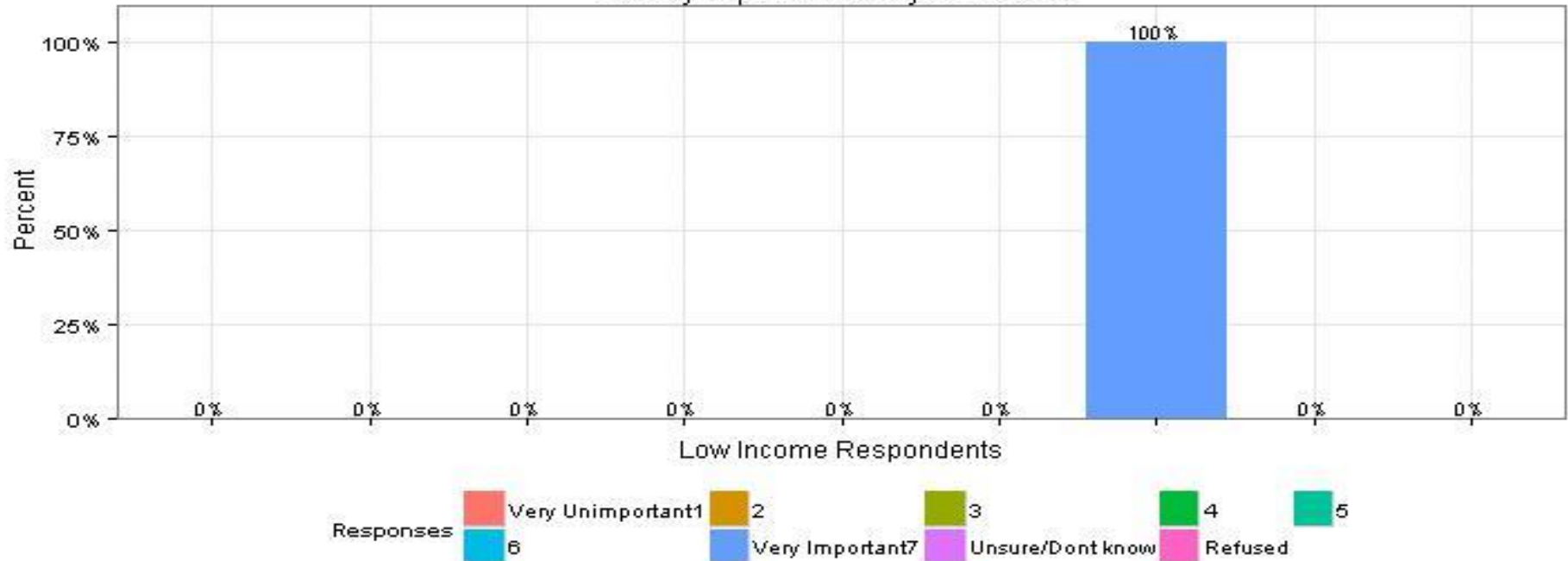


14. Customer Motivation: The environment and reducing greenhouse gases is very important to my household

Low Income Respondents



14. Customer Motivation: The environment and reducing greenhouse gases is very important to my household

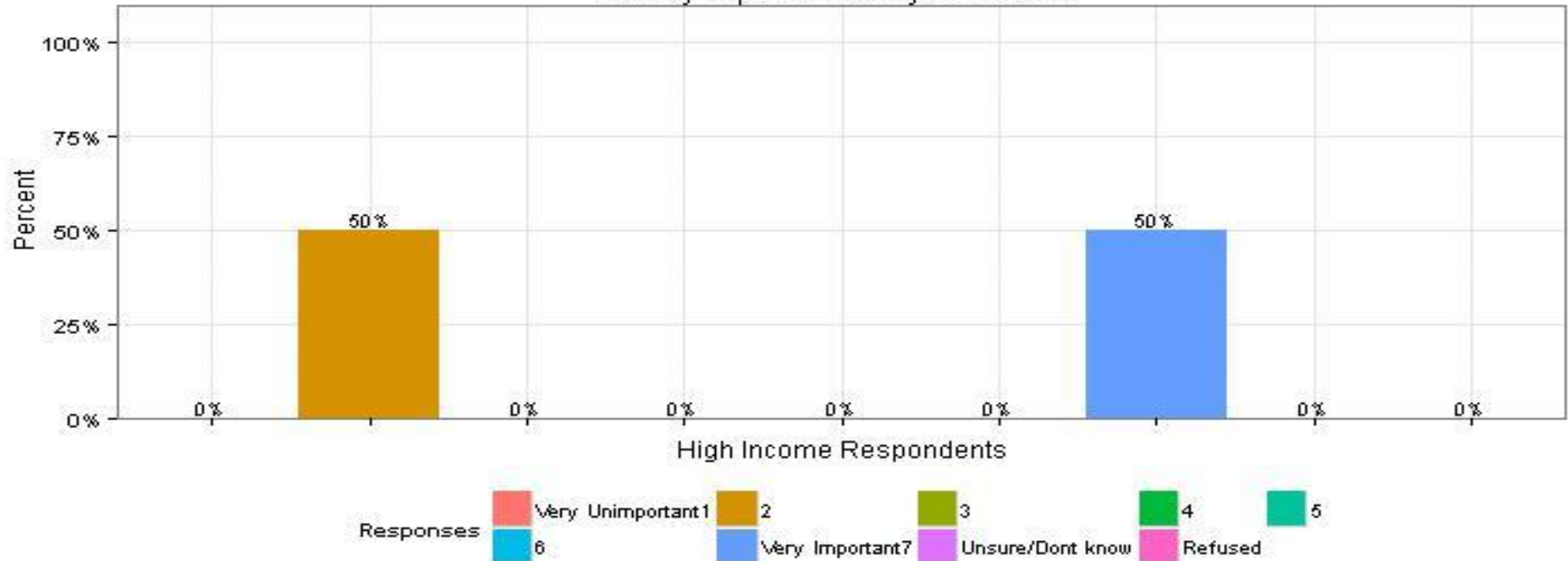


14. Customer Motivation: The environment and reducing greenhouse gases is very important to my household

High Income Respondents



14. Customer Motivation: The environment and reducing greenhouse gases is very important to my household

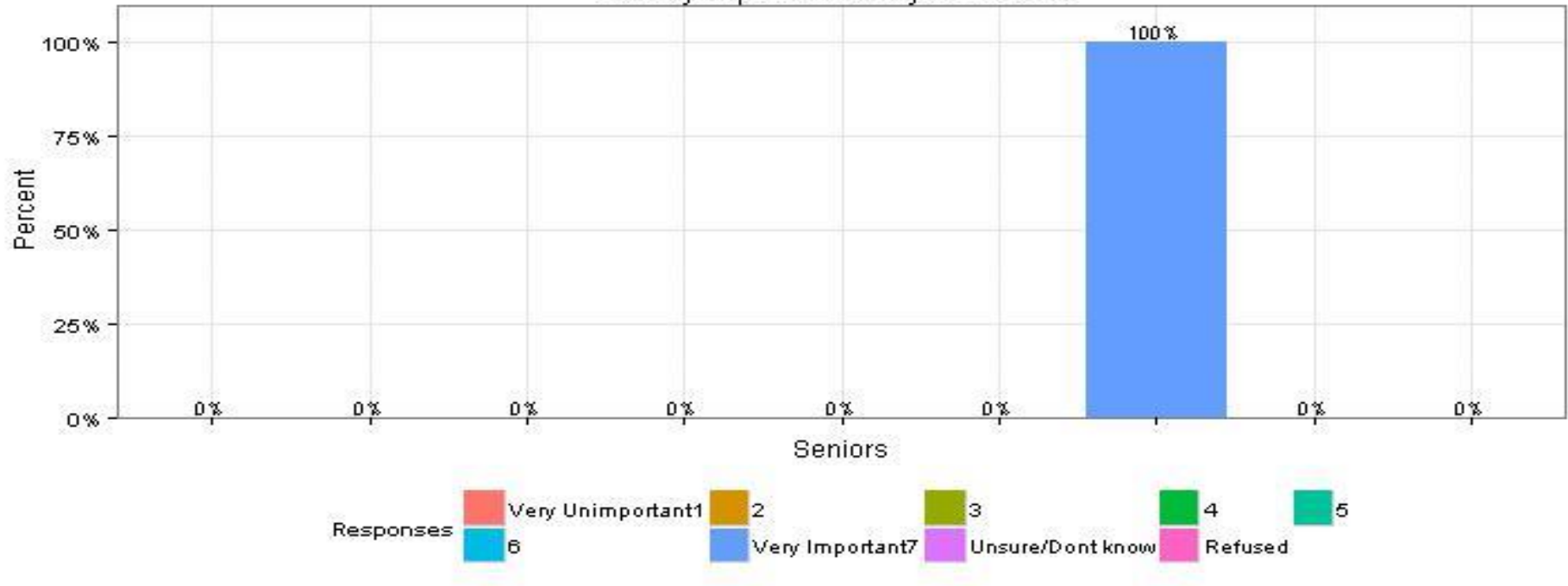


14. Customer Motivation: The environment and reducing greenhouse gases is very important to my household

Seniors



14. Customer Motivation: The environment and reducing greenhouse gases is very important to my household

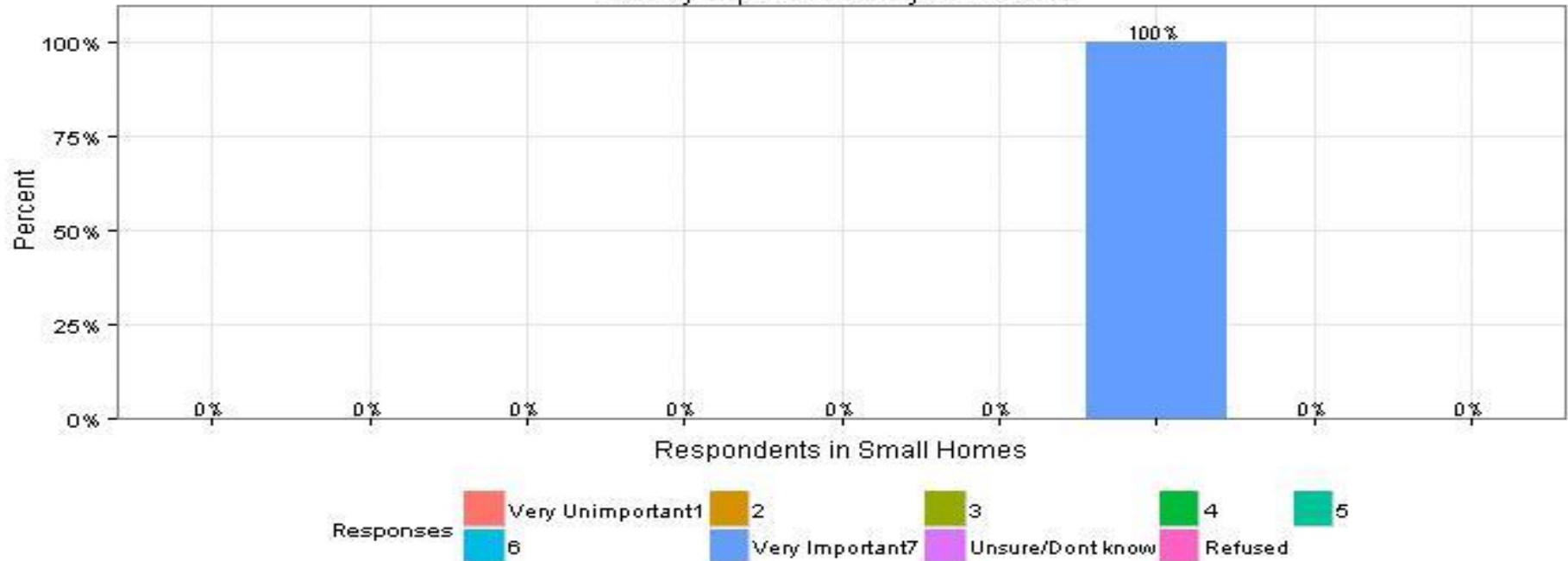


14. Customer Motivation: The environment and reducing greenhouse gases is very important to my household

Respondents in Small Homes



14. Customer Motivation: The environment and reducing greenhouse gases is very important to my household

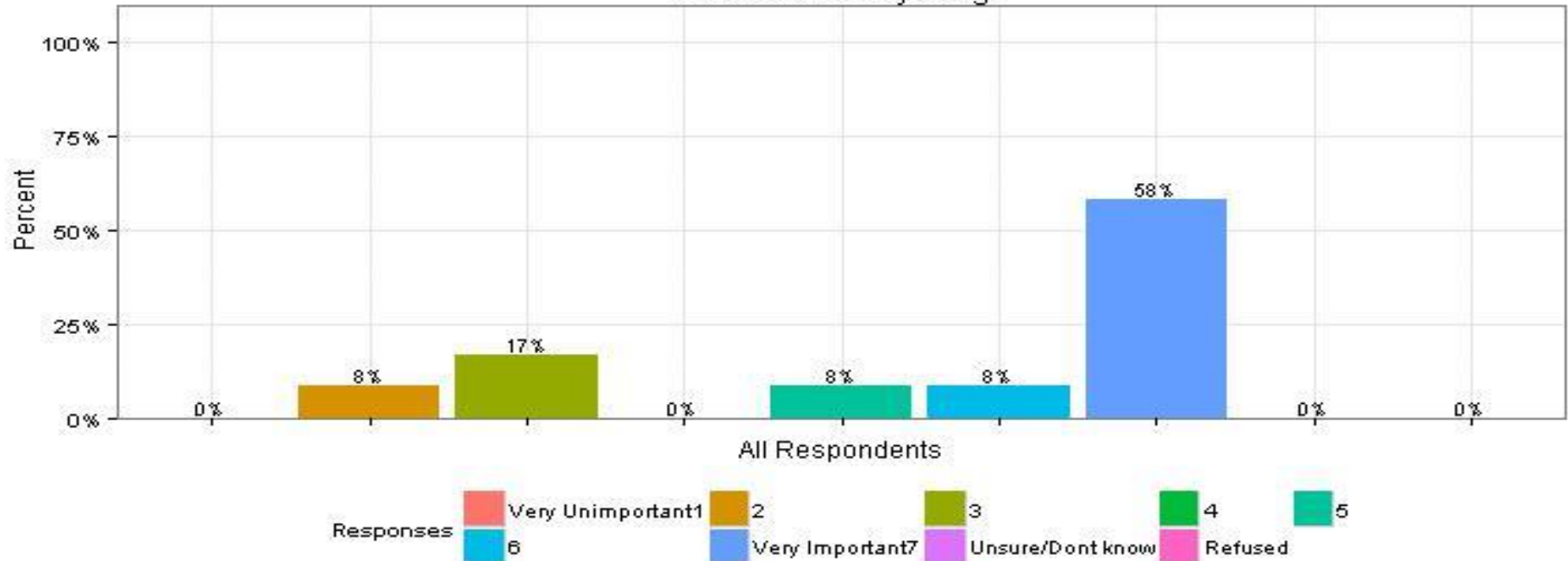


14. Customer Motivation: I am interested in new technologies to help me control electricity usage

All Respondents

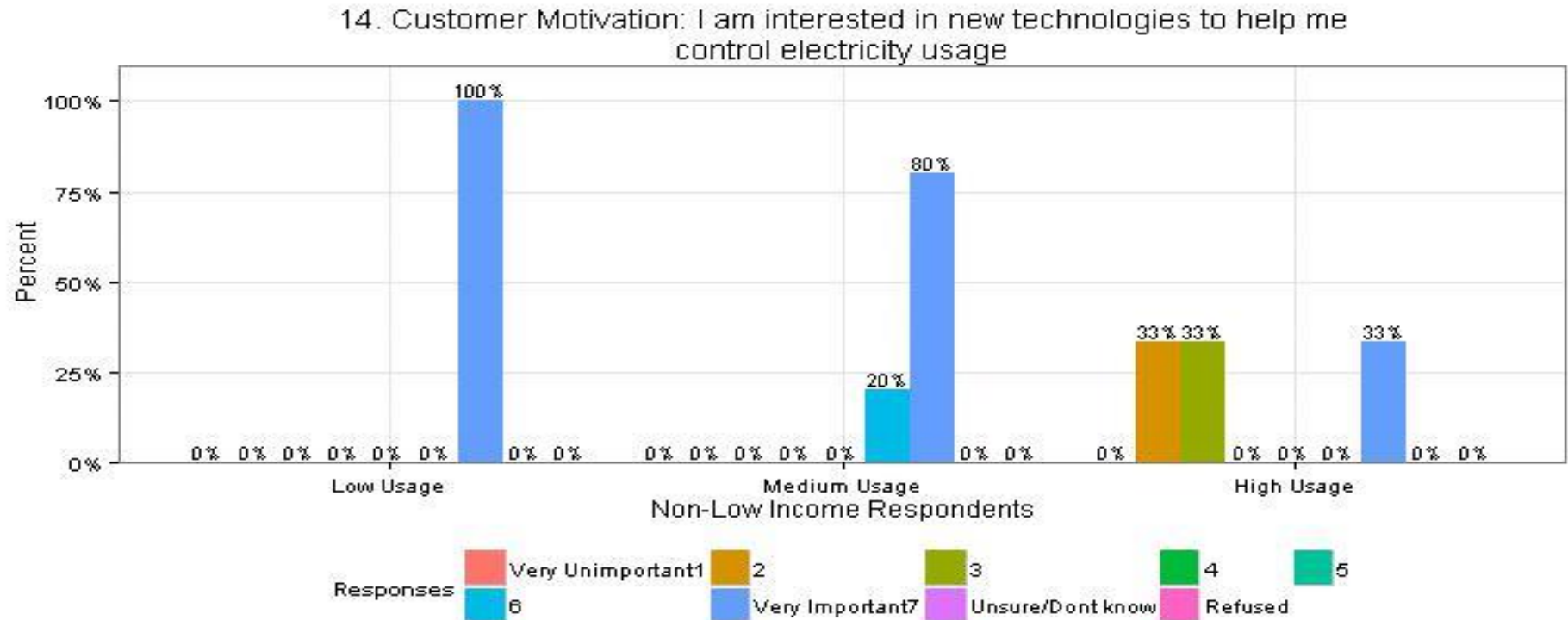


14. Customer Motivation: I am interested in new technologies to help me control electricity usage



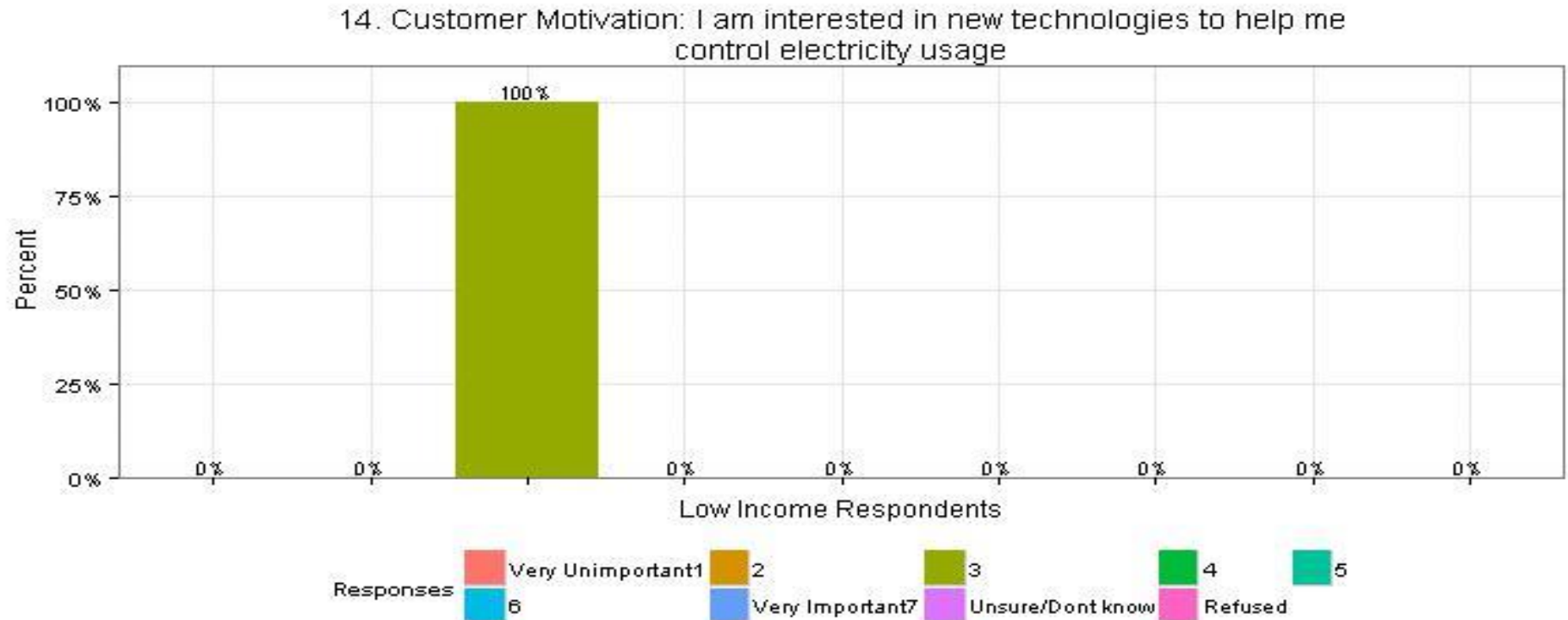
14. Customer Motivation: I am interested in new technologies to help me control electricity usage

Non-Low Income Respondents



14. Customer Motivation: I am interested in new technologies to help me control electricity usage

Low Income Respondents

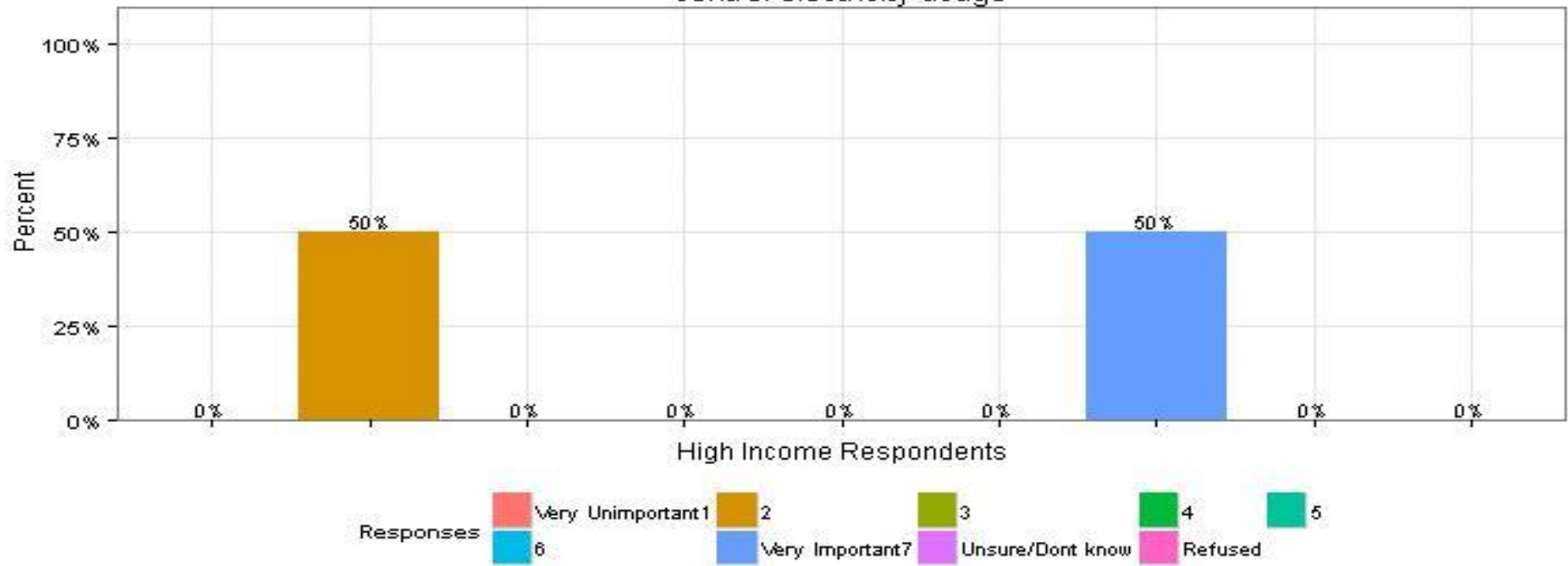


14. Customer Motivation: I am interested in new technologies to help me control electricity usage

High Income Respondents

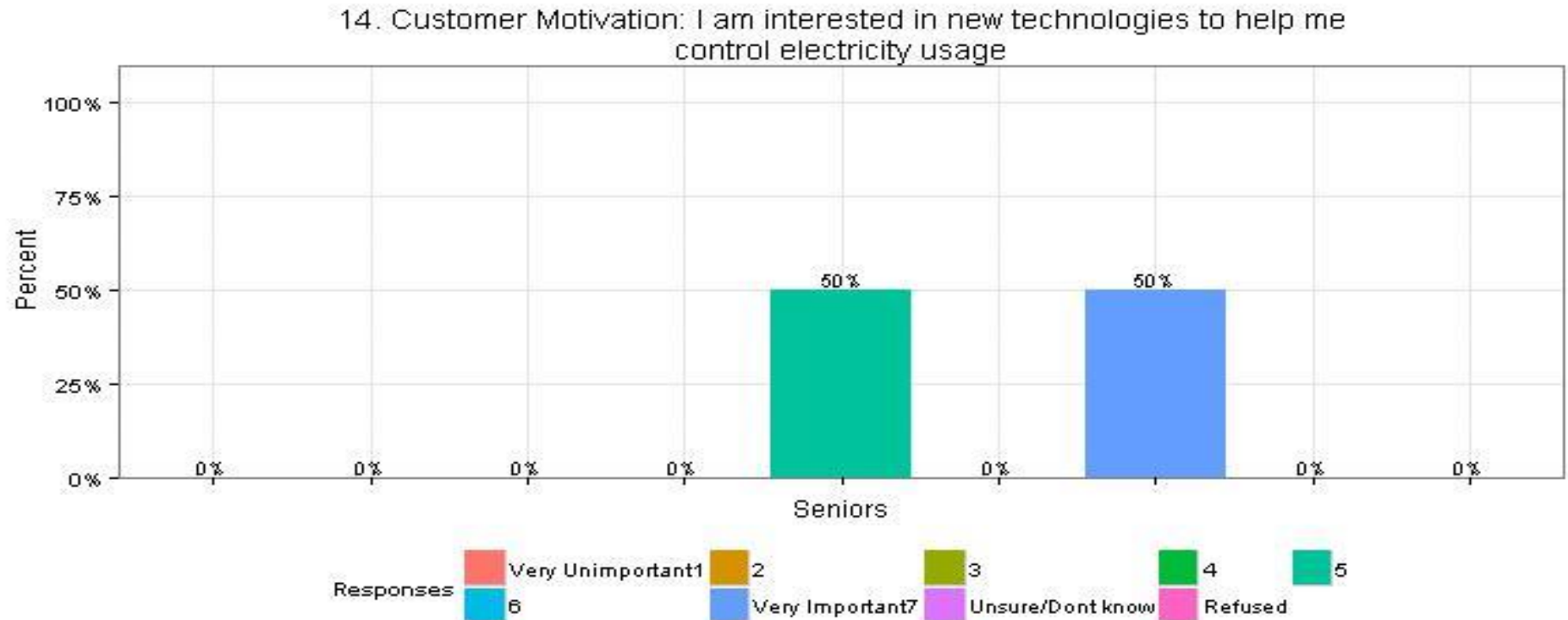


14. Customer Motivation: I am interested in new technologies to help me control electricity usage



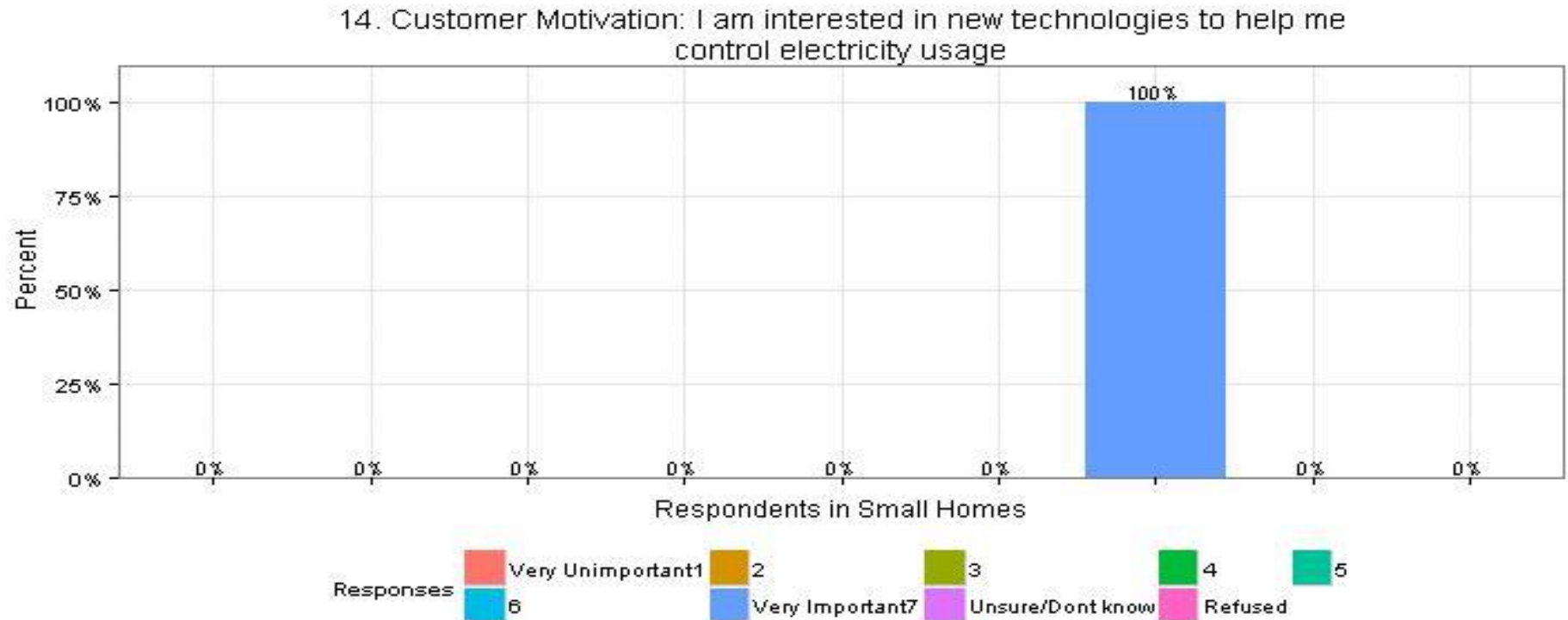
14. Customer Motivation: I am interested in new technologies to help me control electricity usage

Seniors

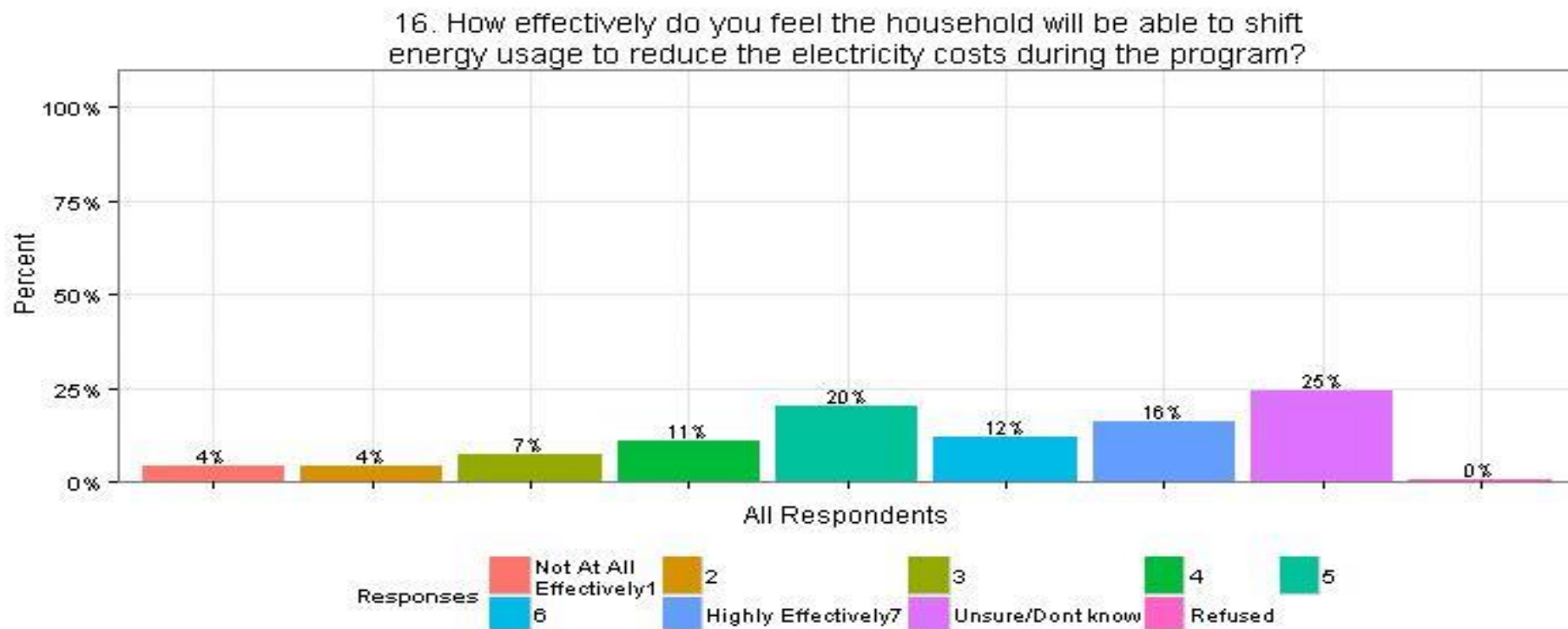


14. Customer Motivation: I am interested in new technologies to help me control electricity usage

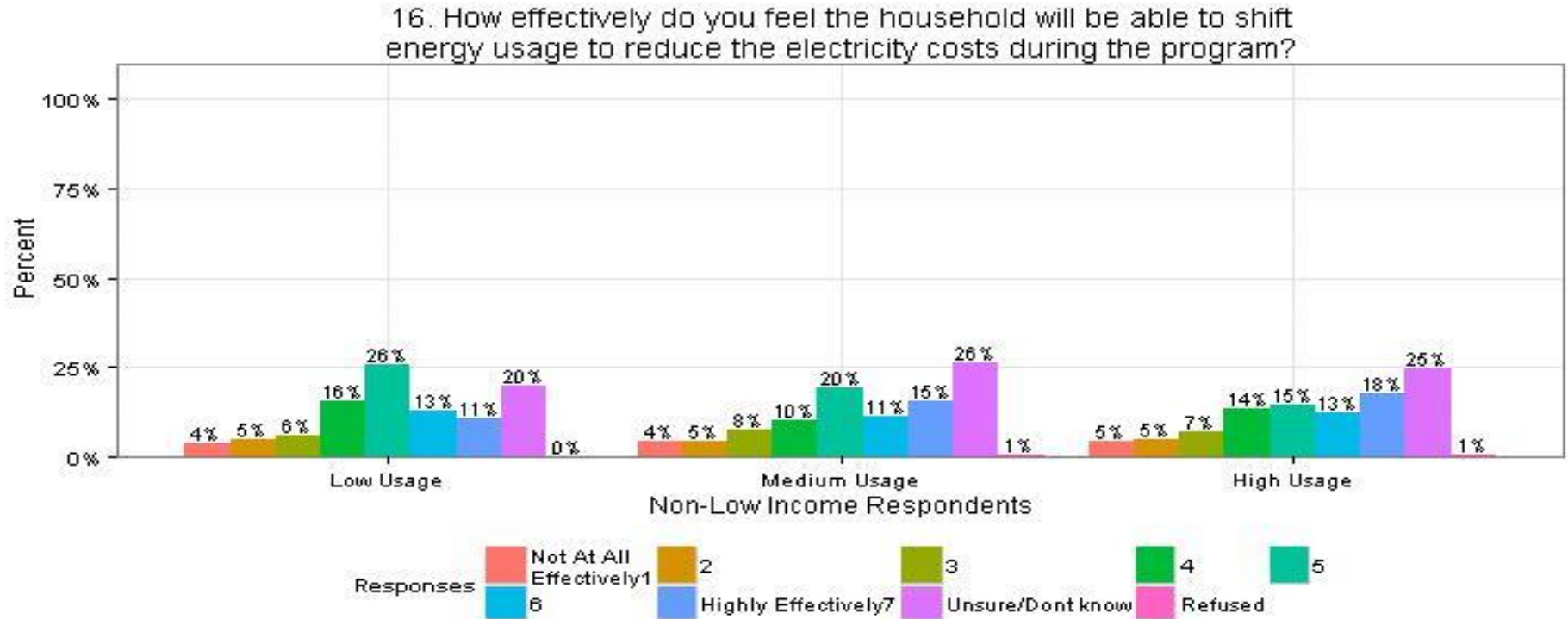
Respondents in Small Homes



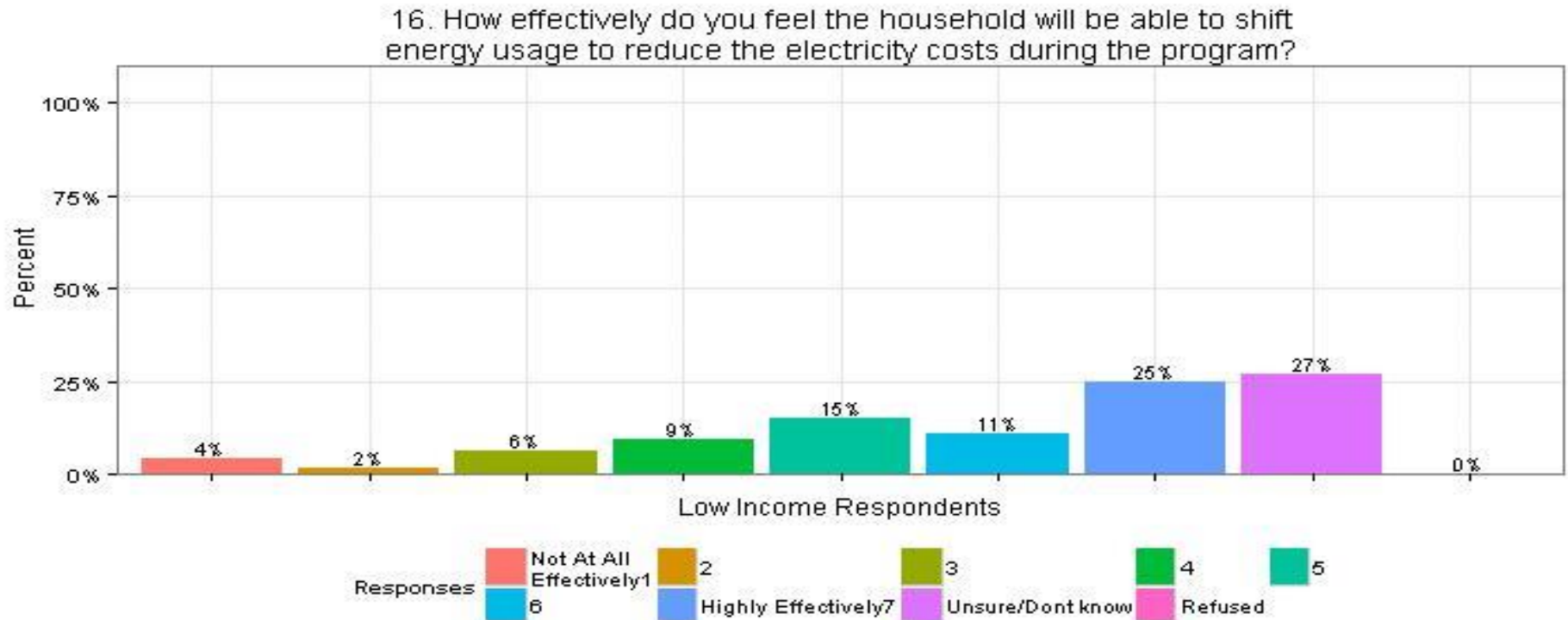
16. How effectively do you feel the household will be able to shift energy usage to reduce the electricity costs during the program? All Respondents



16. How effectively do you feel the household will be able to shift energy usage to reduce the electricity costs during the program? Non-Low Income Respondents



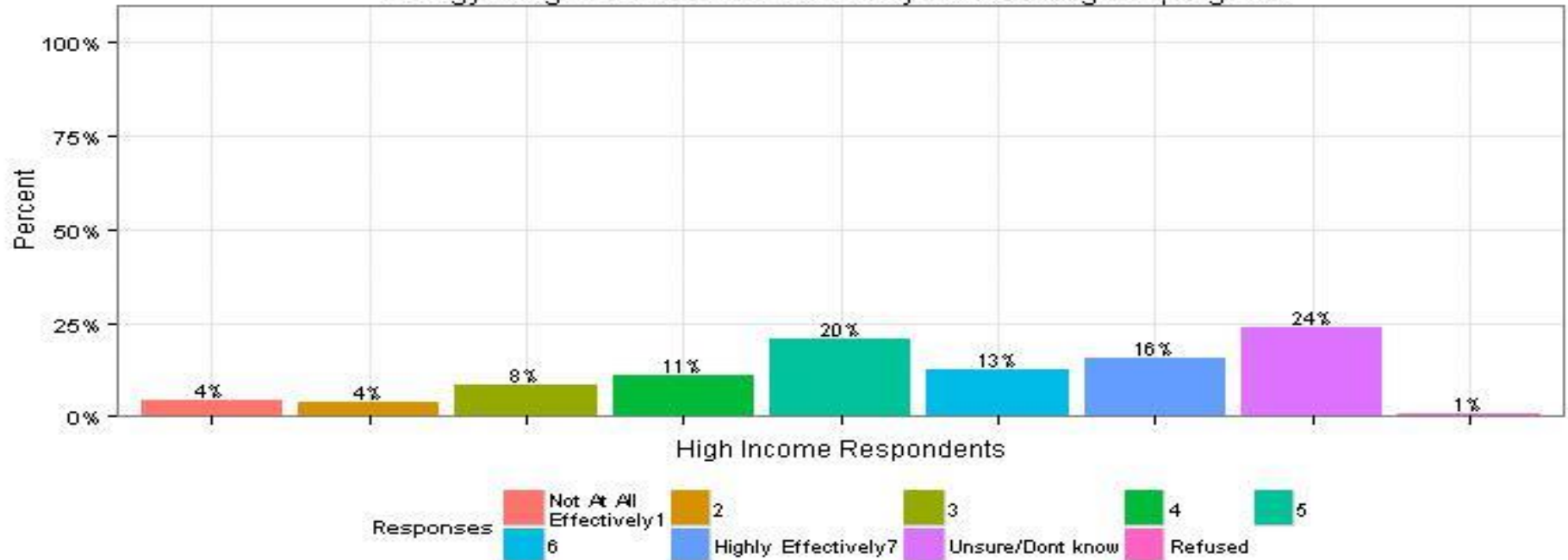
16. How effectively do you feel the household will be able to shift energy usage to reduce the electricity costs during the program? Low Income Respondents



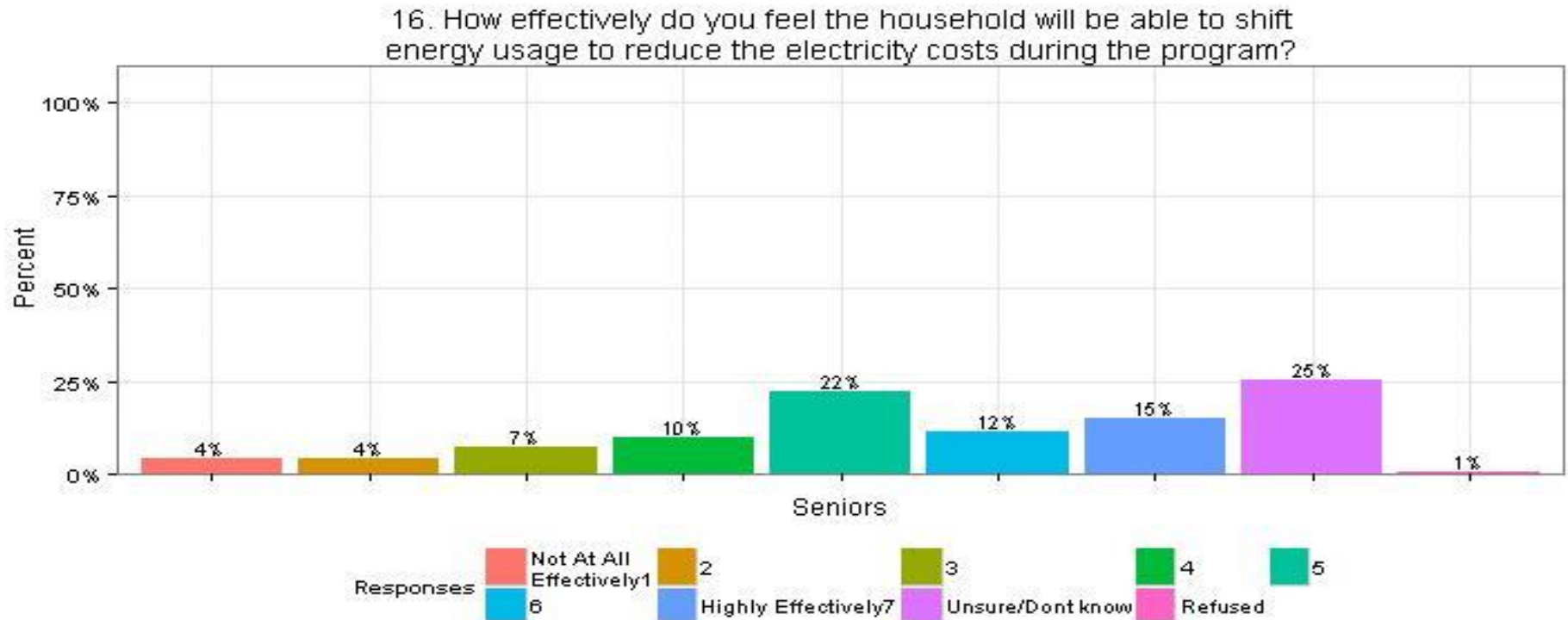
16. How effectively do you feel the household will be able to shift energy usage to reduce the electricity costs during the program? High Income Respondents



16. How effectively do you feel the household will be able to shift energy usage to reduce the electricity costs during the program?



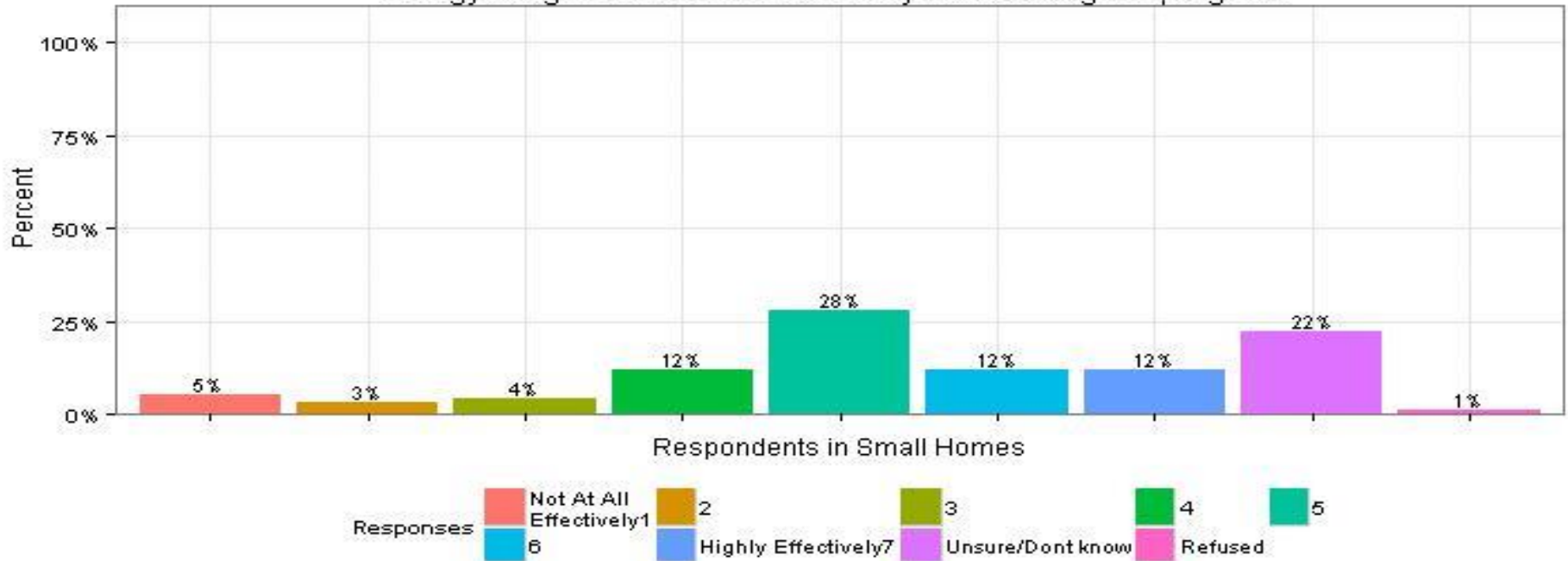
16. How effectively do you feel the household will be able to shift energy usage to reduce the electricity costs during the program? Seniors



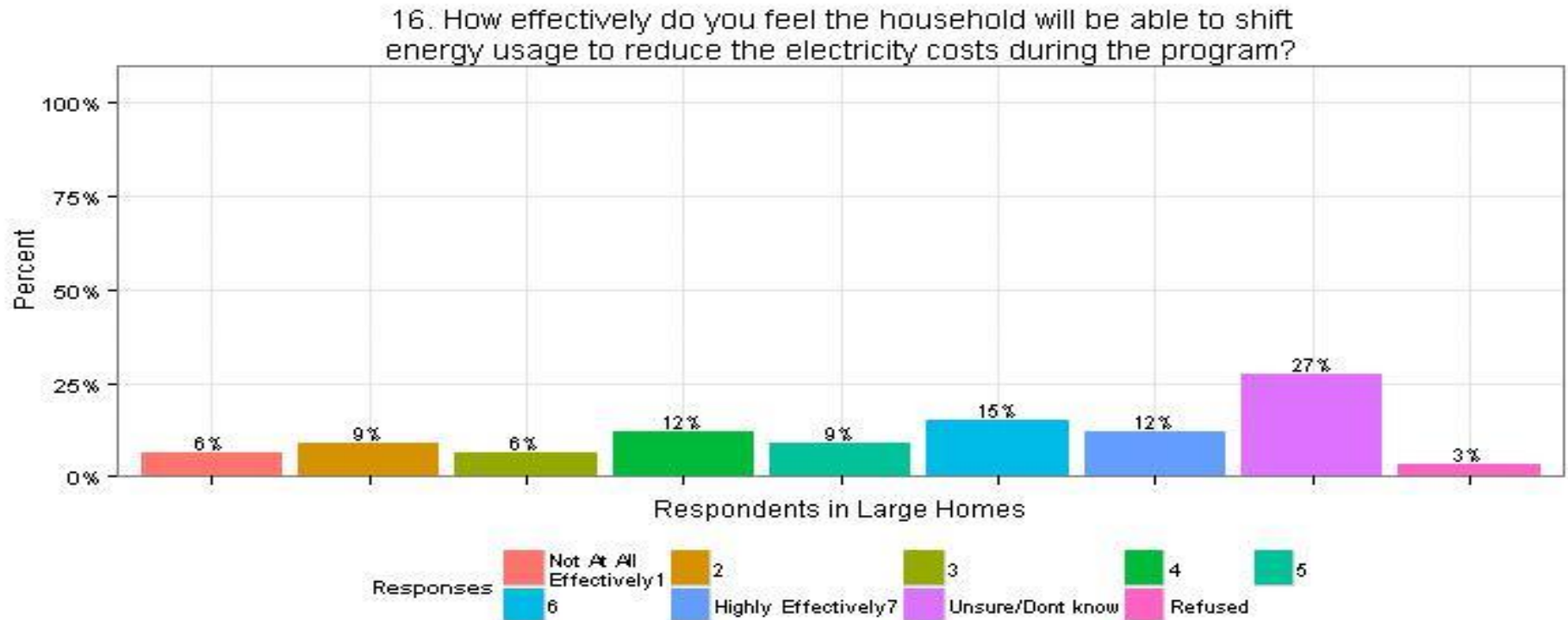
16. How effectively do you feel the household will be able to shift energy usage to reduce the electricity costs during the program? Respondents in Small Homes



16. How effectively do you feel the household will be able to shift energy usage to reduce the electricity costs during the program?



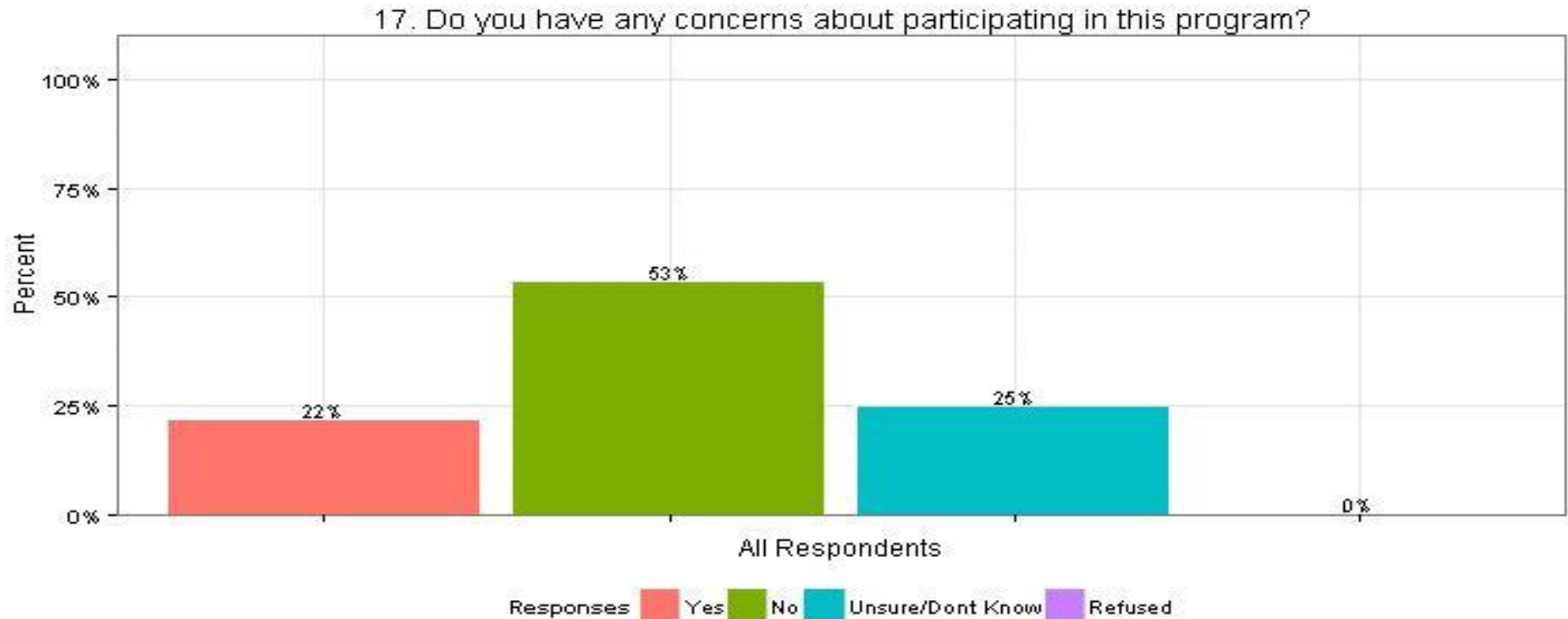
16. How effectively do you feel the household will be able to shift energy usage to reduce the electricity costs during the program? Respondents in Large Homes





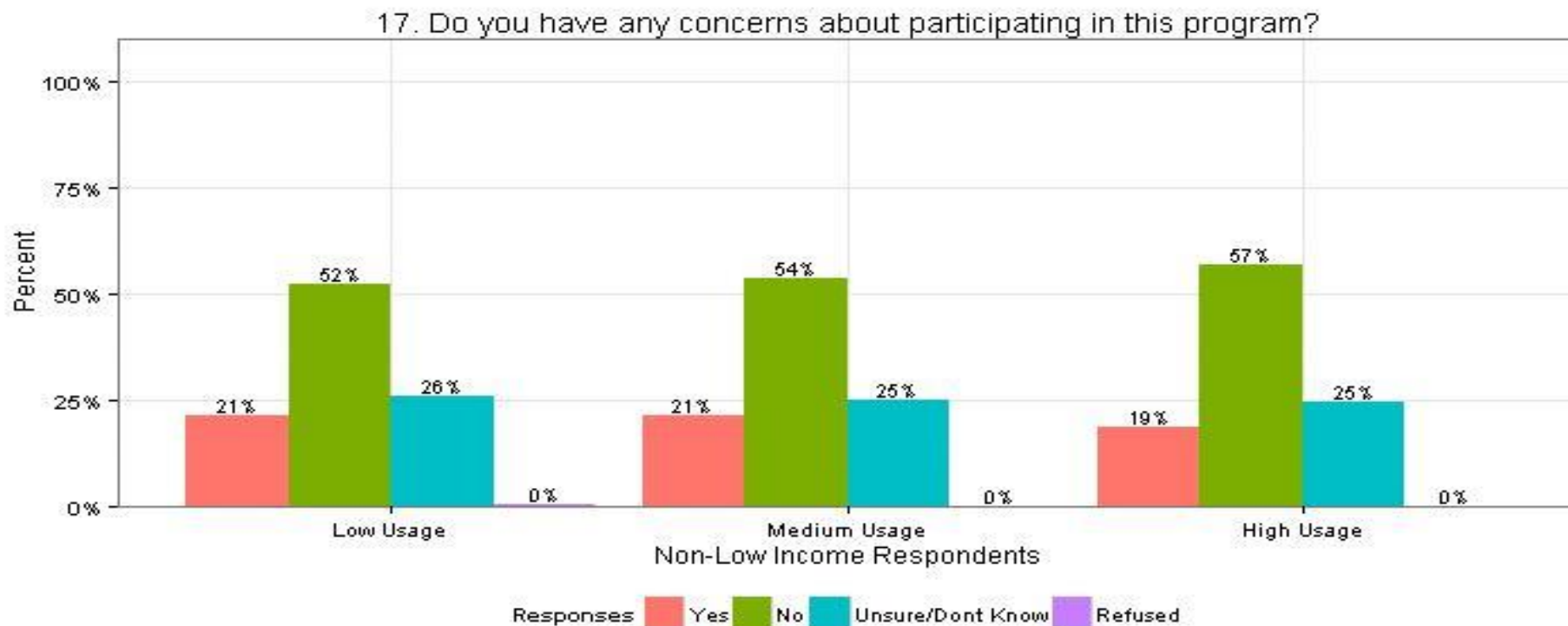
17. Do you have any concerns about participating in this program?

All Respondents



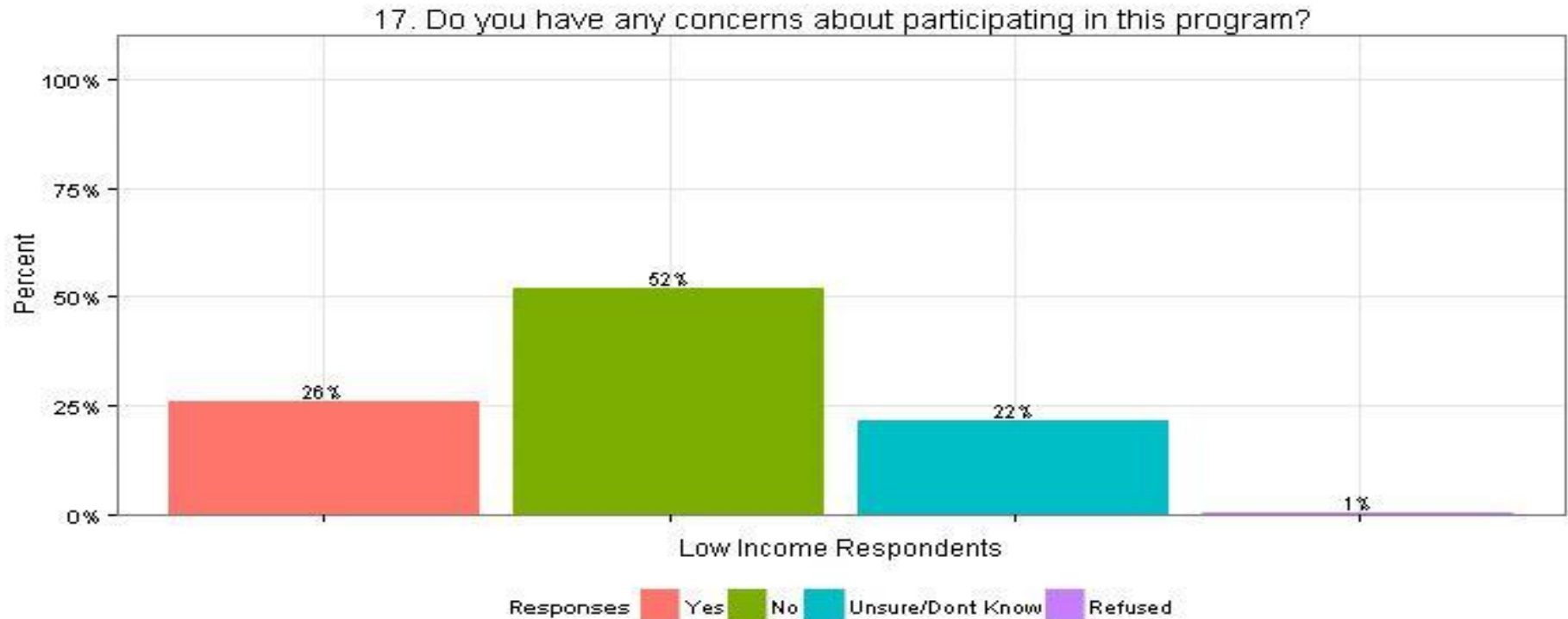


17. Do you have any concerns about participating in this program? Non-Low Income Respondents



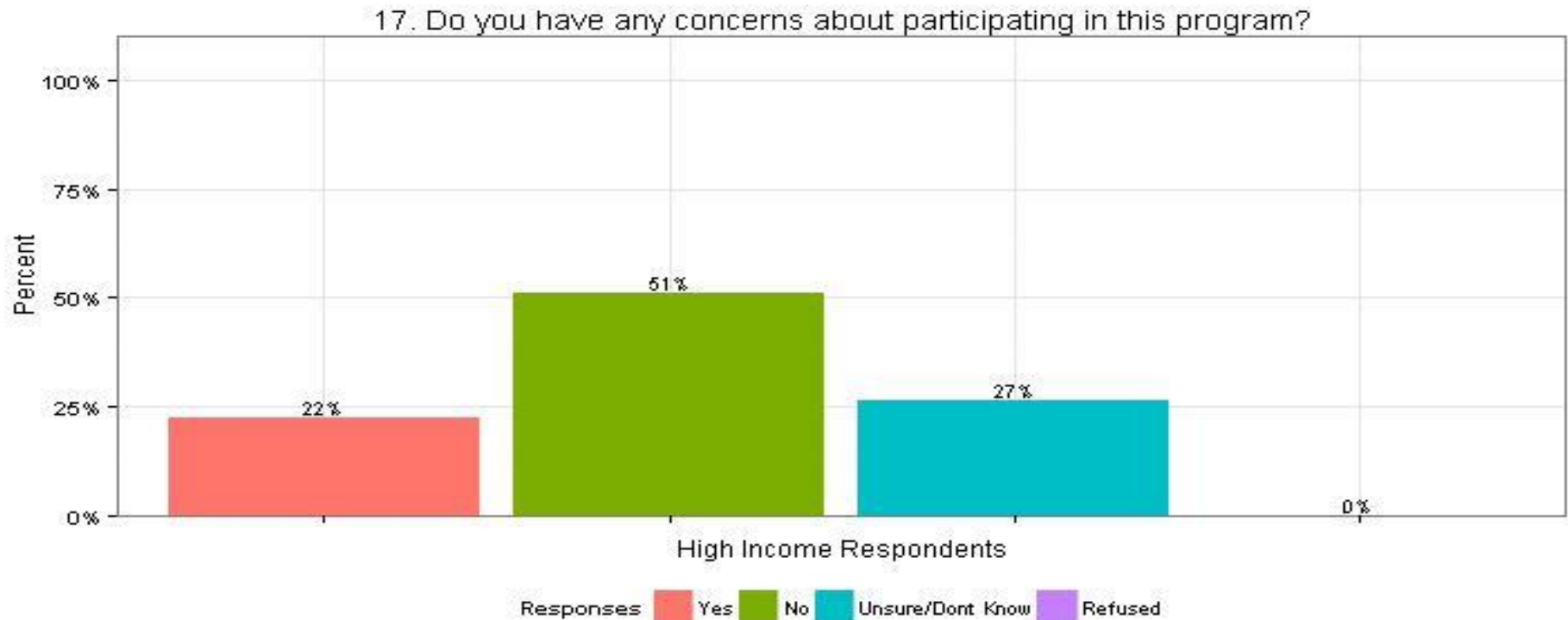


17. Do you have any concerns about participating in this program? Low Income Respondents



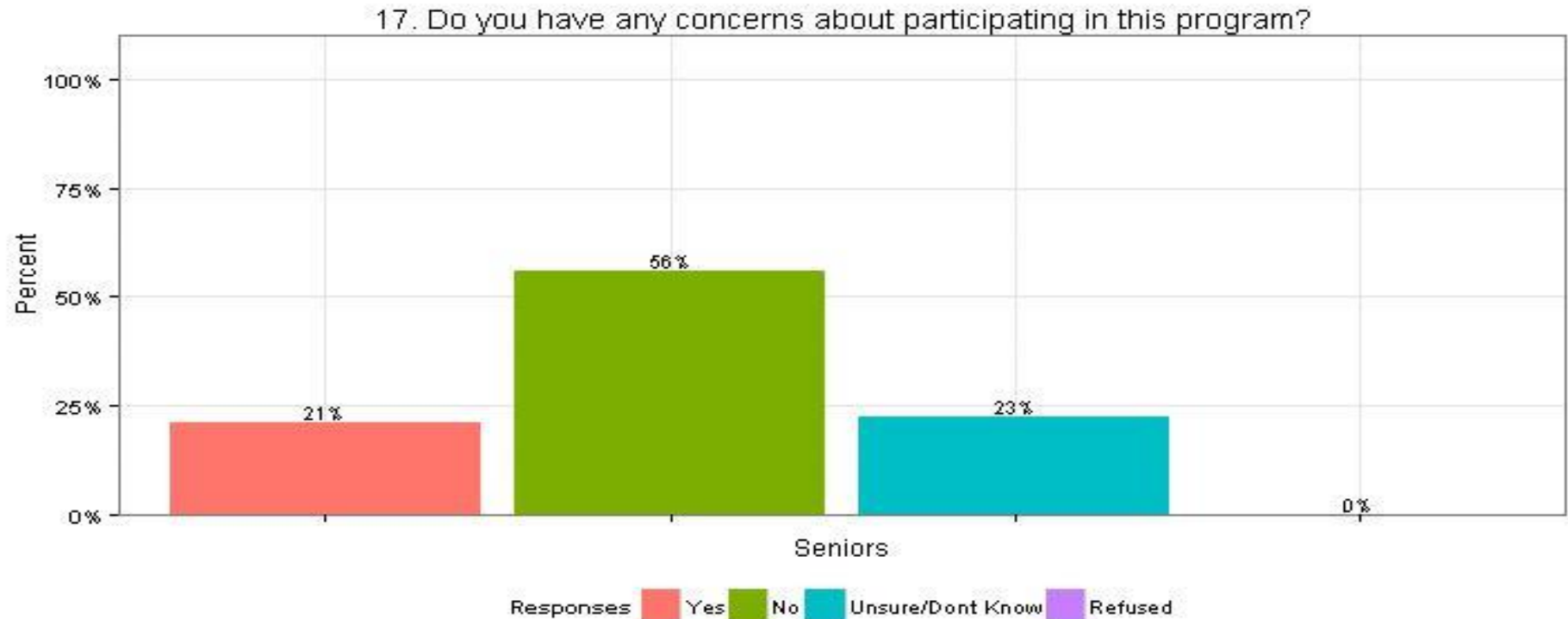


17. Do you have any concerns about participating in this program? High Income Respondents





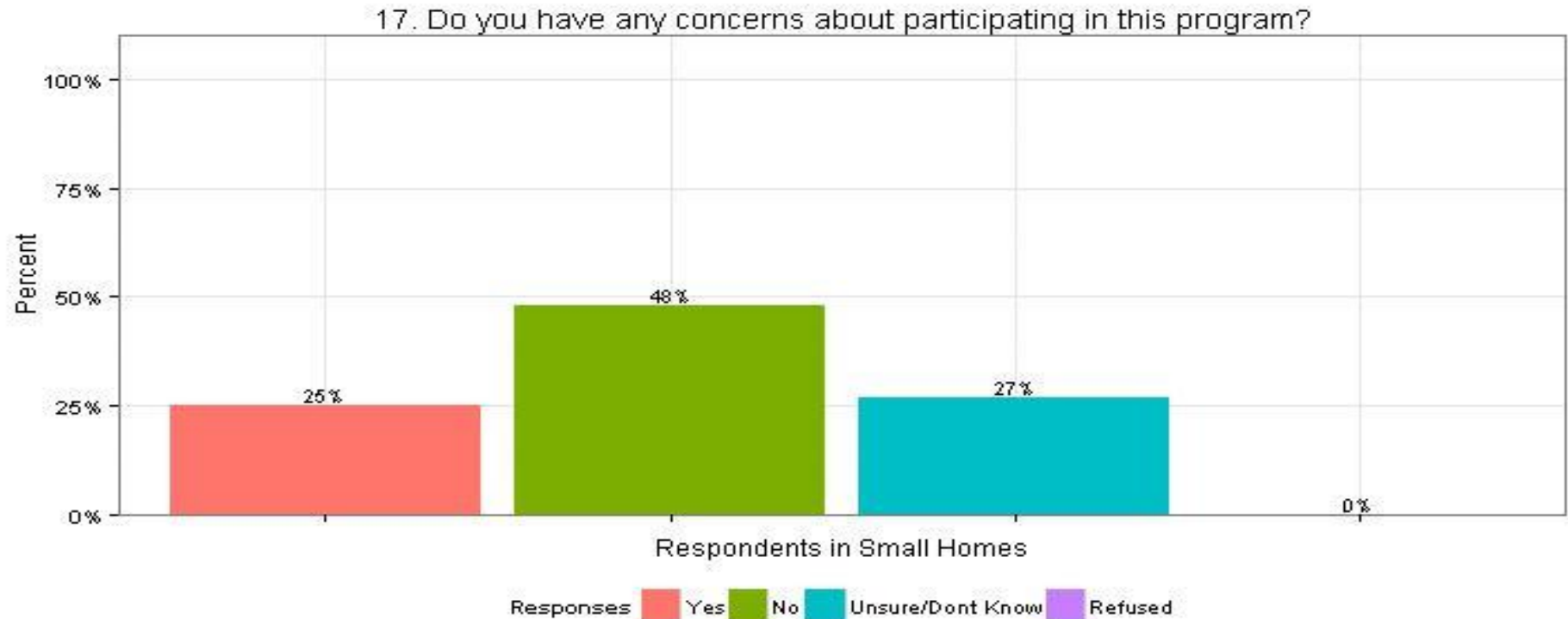
17. Do you have any concerns about participating in this program? Seniors





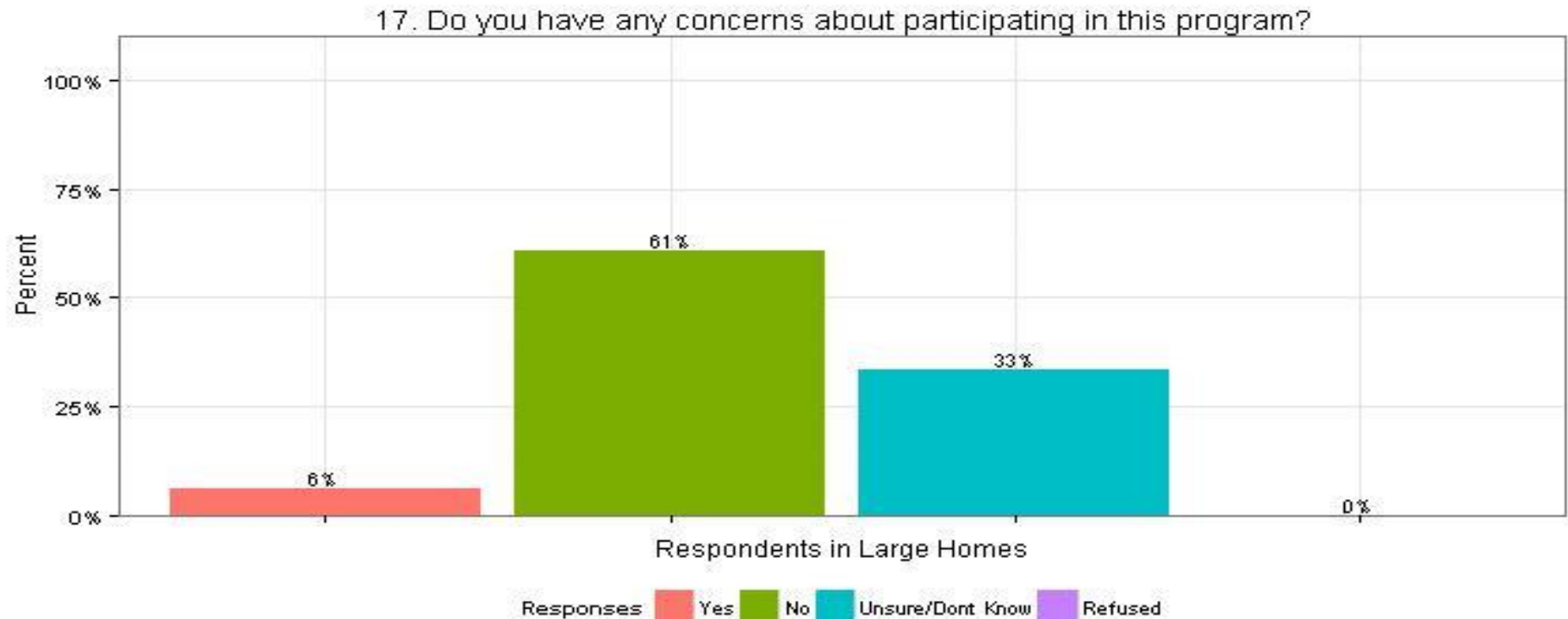
17. Do you have any concerns about participating in this program?

Respondents in Small Homes



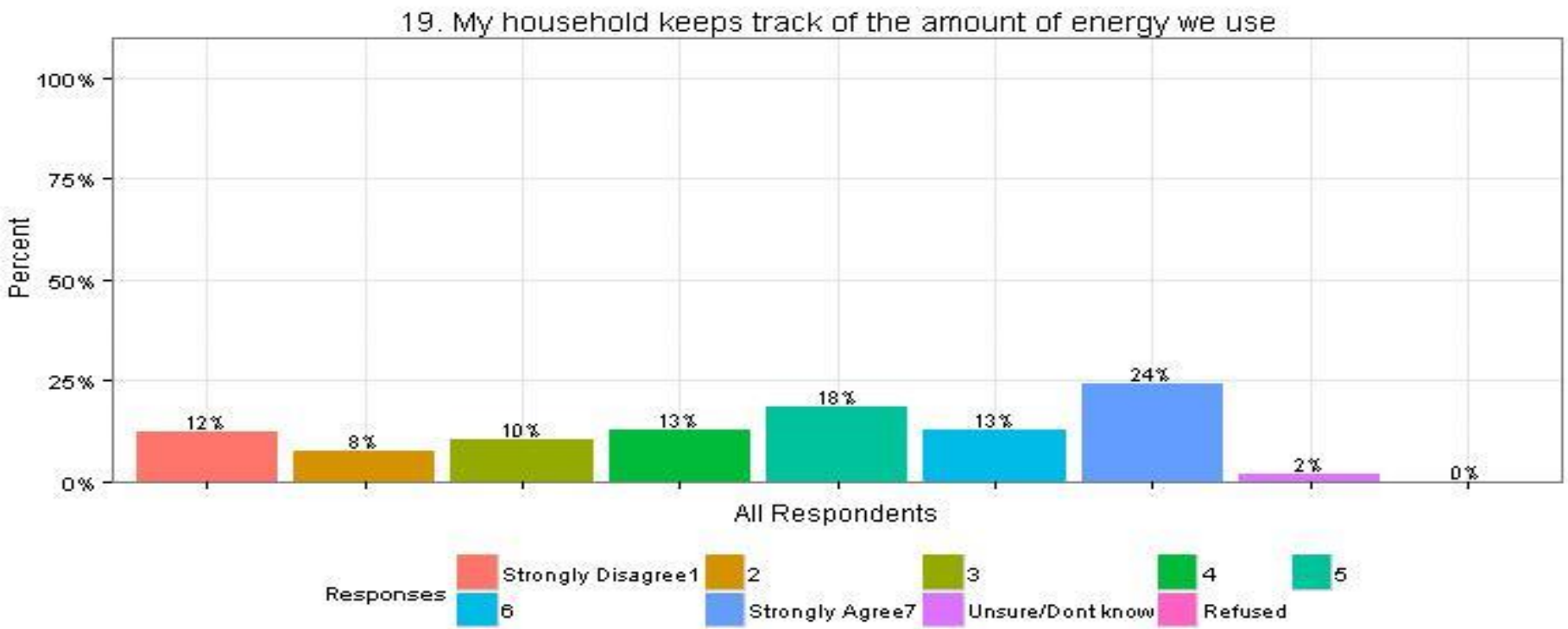


17. Do you have any concerns about participating in this program? Respondents in Large Homes



19. My household keeps track of the amount of energy we use

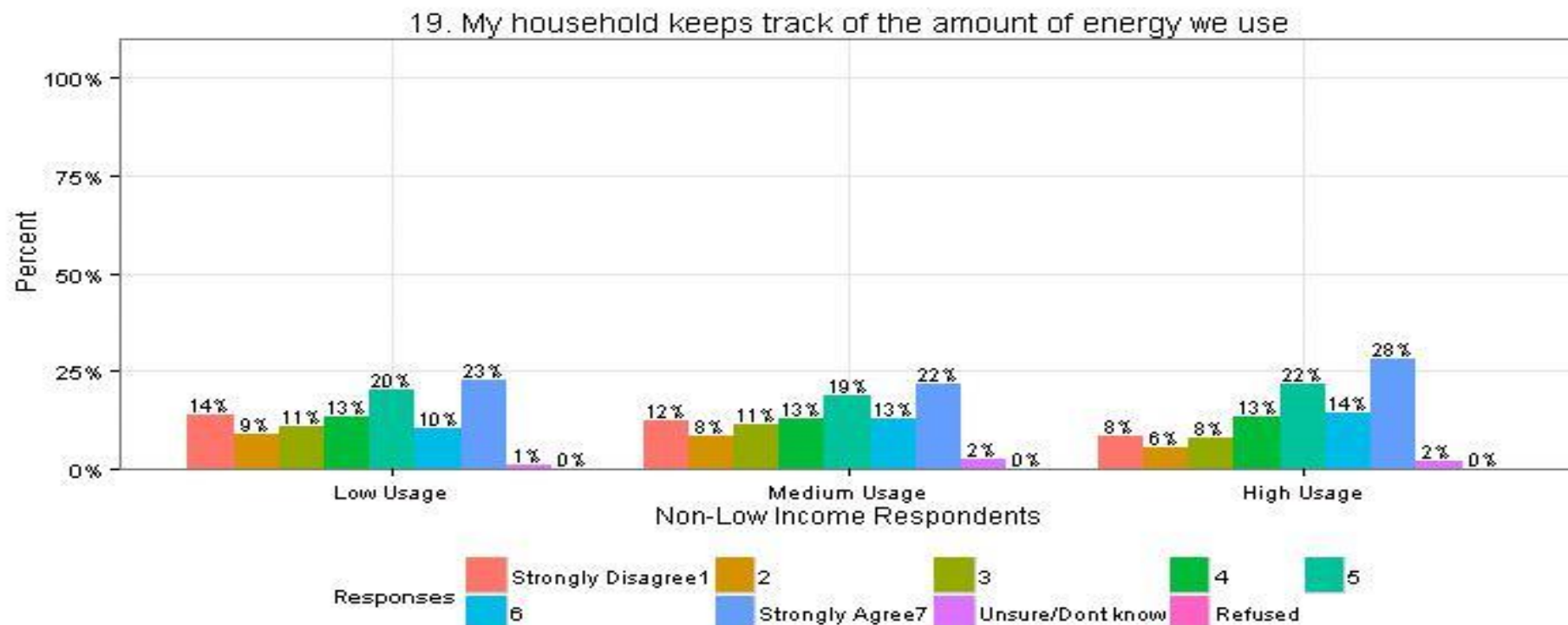
All Respondents





19. My household keeps track of the amount of energy we use

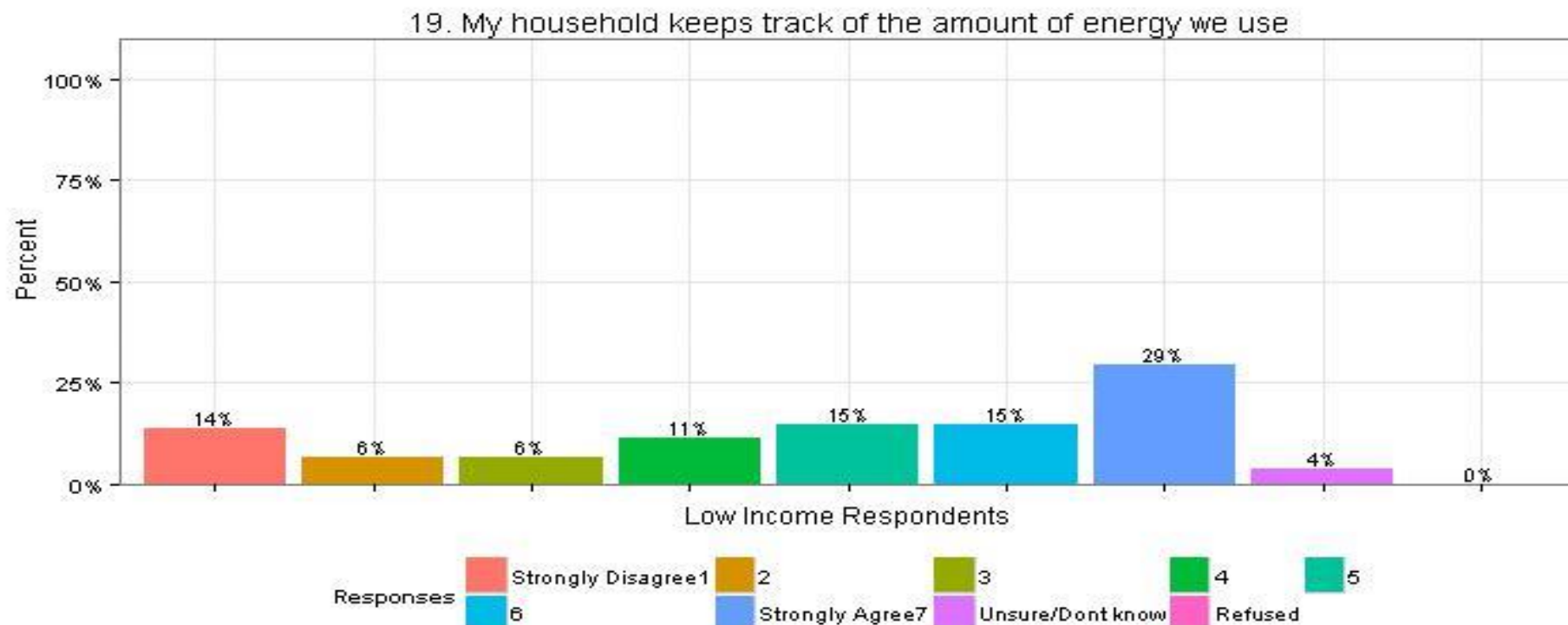
Non-Low Income Respondents





19. My household keeps track of the amount of energy we use

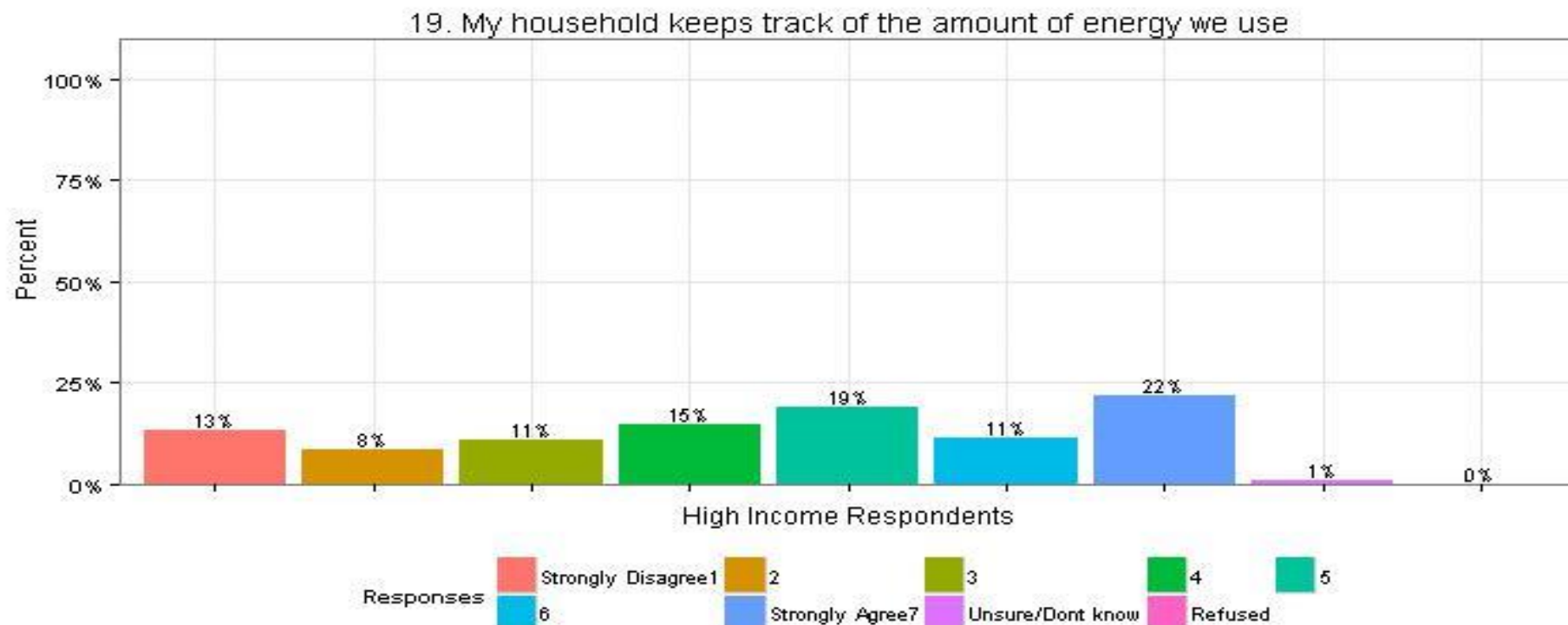
Low Income Respondents



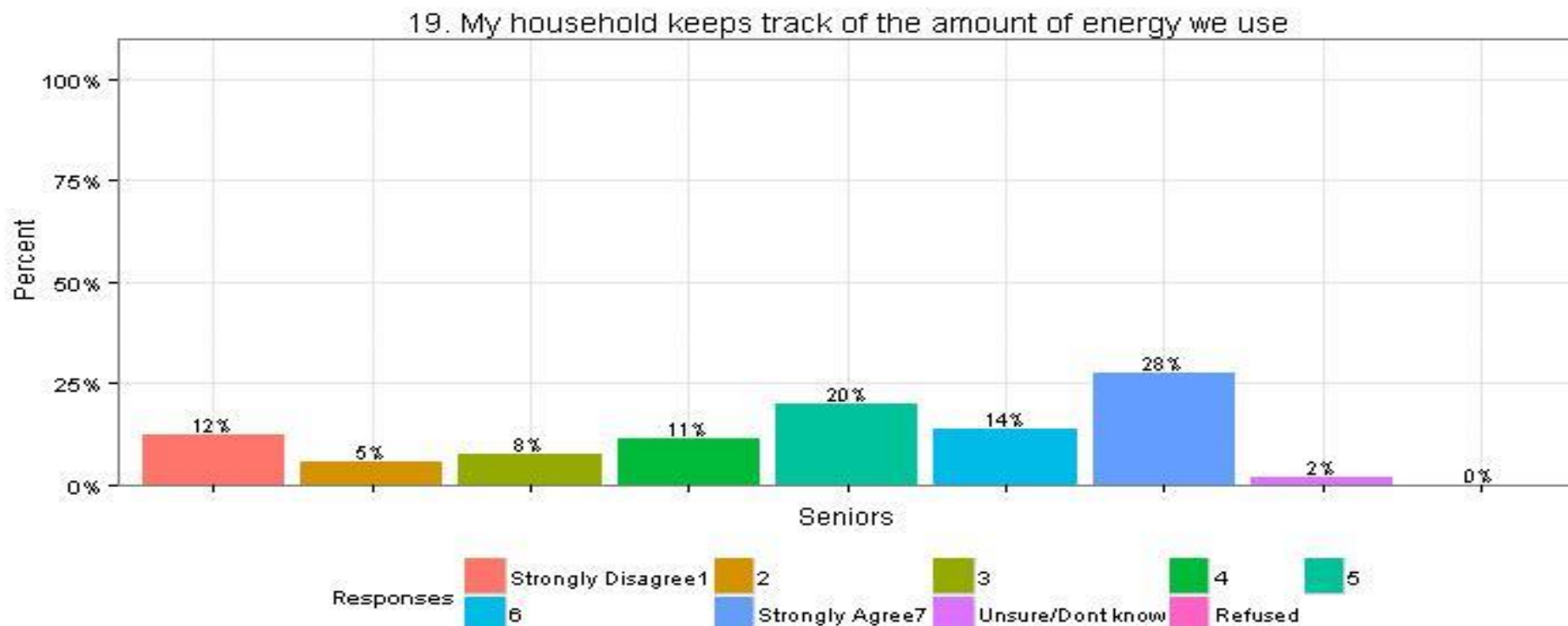


19. My household keeps track of the amount of energy we use

High Income Respondents



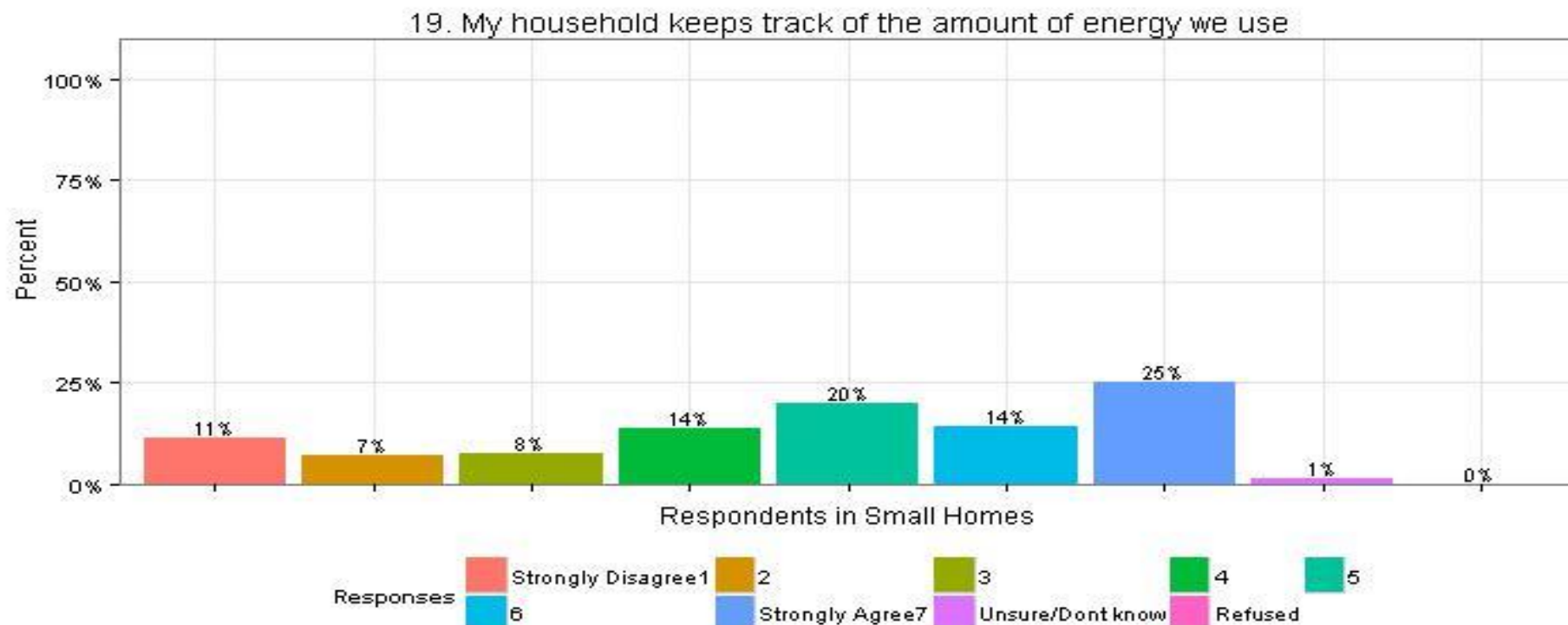
19. My household keeps track of the amount of energy we use Seniors





19. My household keeps track of the amount of energy we use

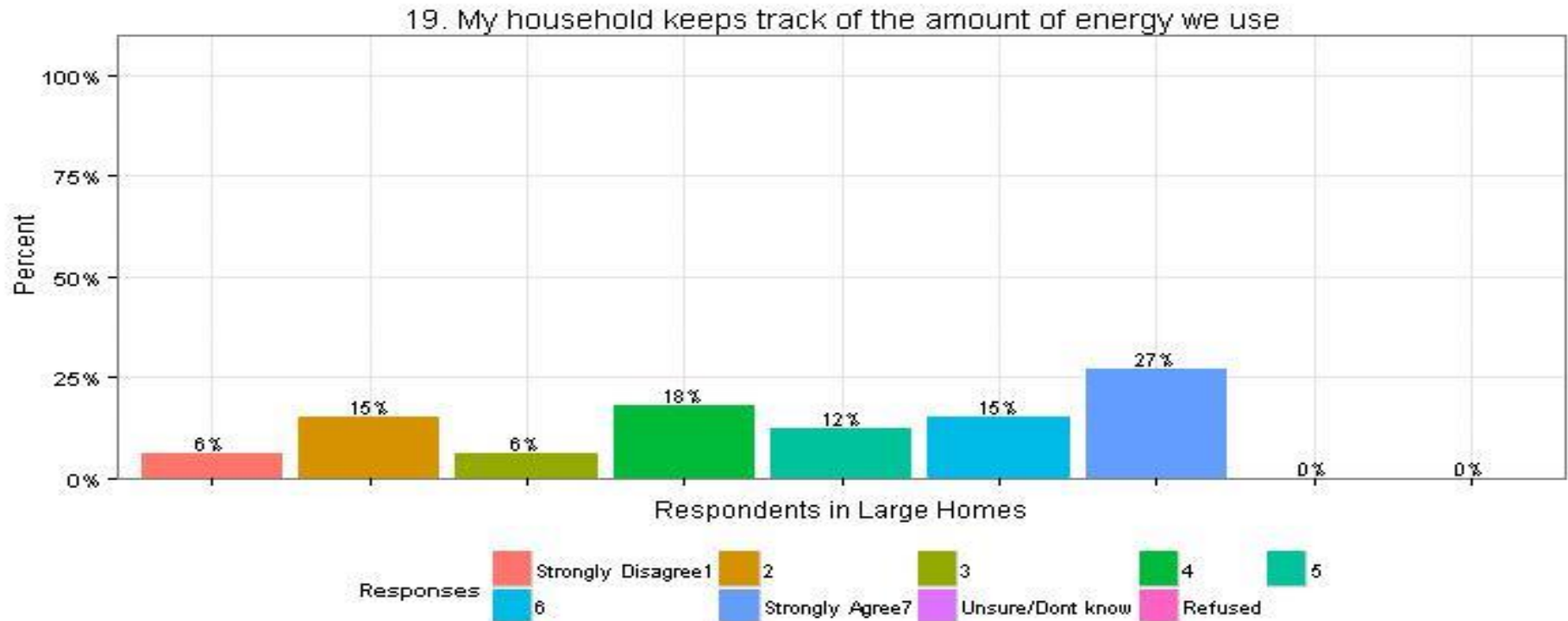
Respondents in Small Homes





19. My household keeps track of the amount of energy we use

Respondents in Large Homes

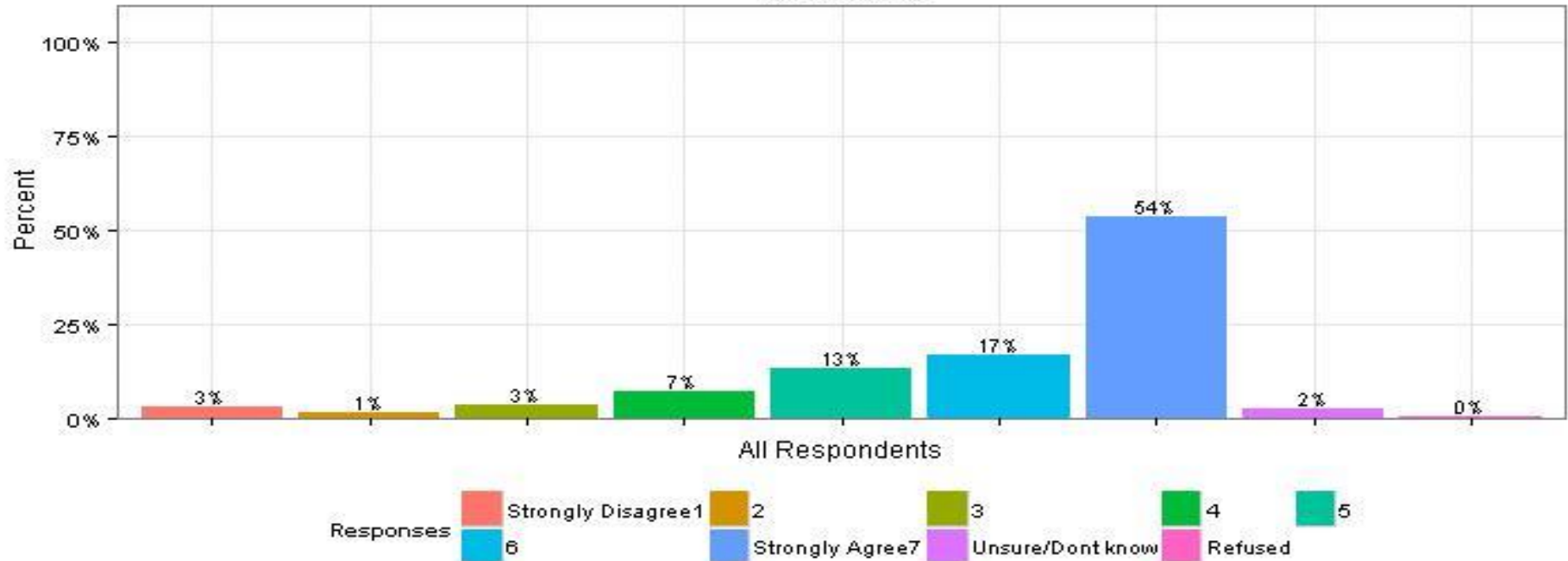


19. My household believes that using energy has an impact on the environment

All Respondents

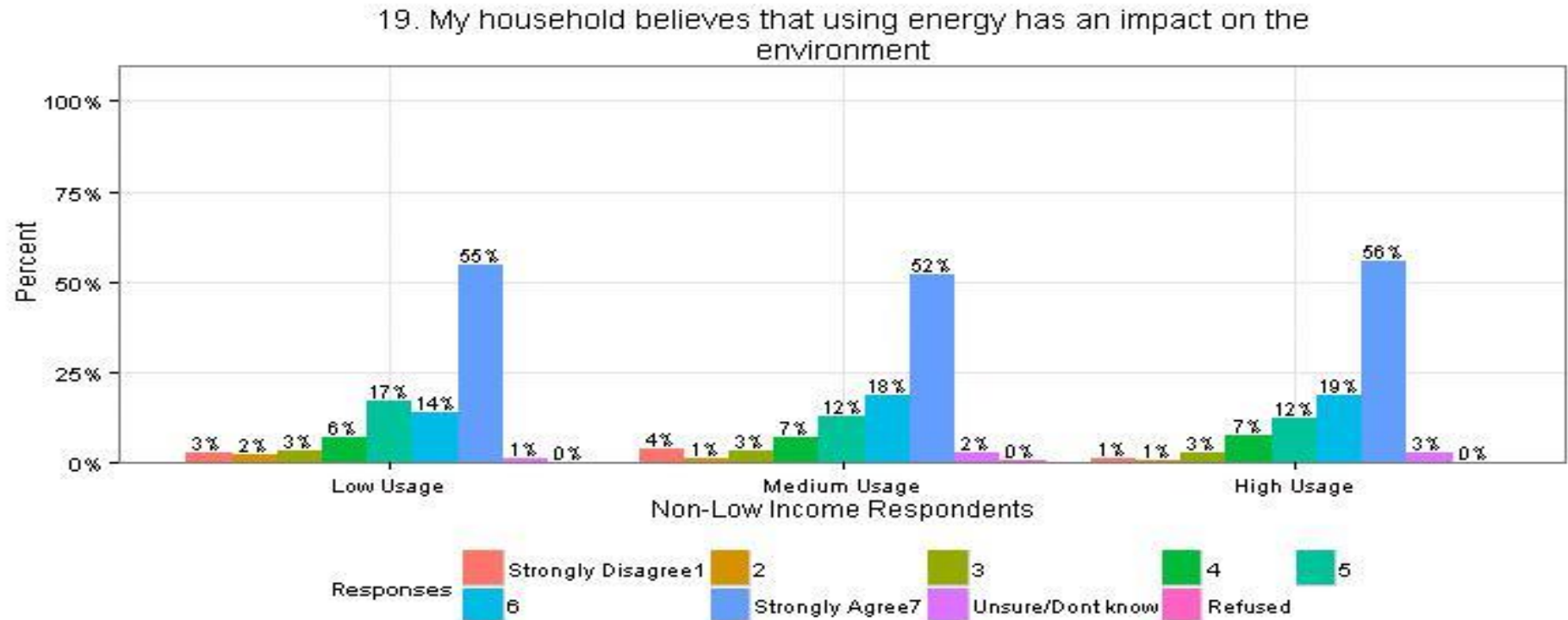


19. My household believes that using energy has an impact on the environment



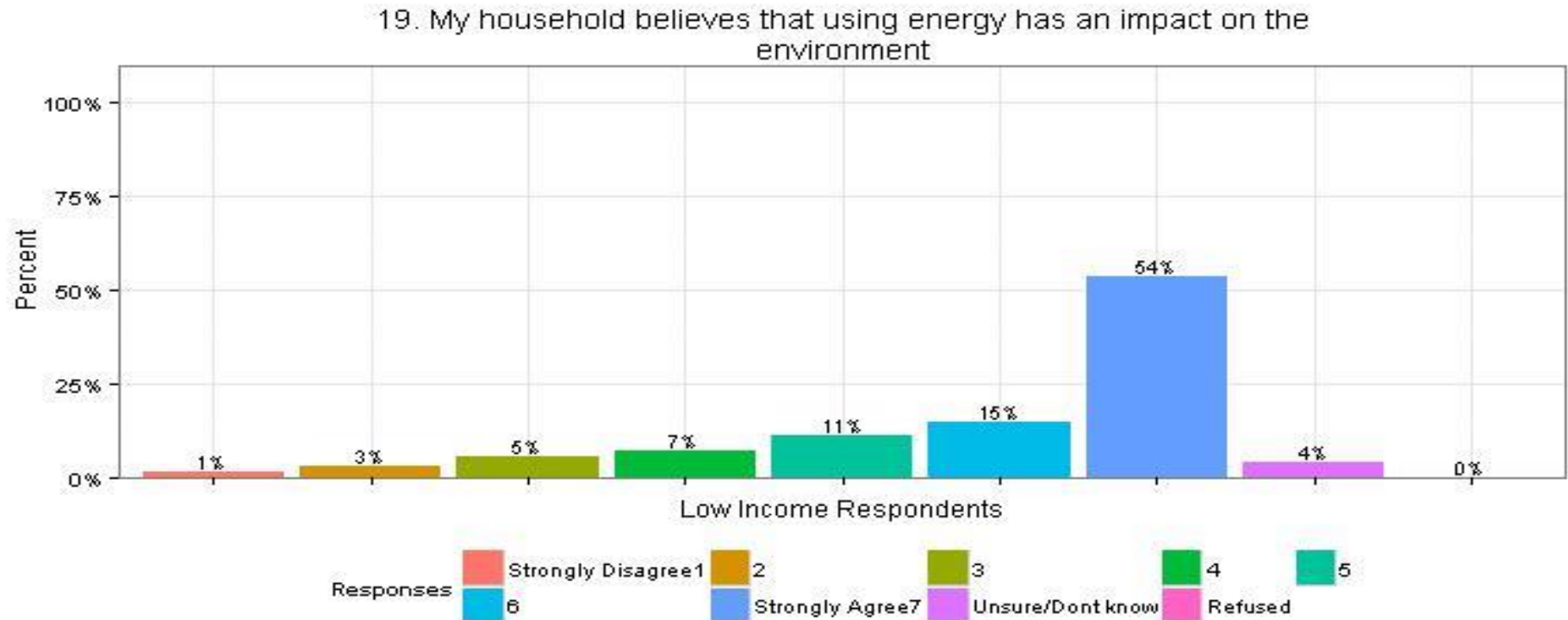
19. My household believes that using energy has an impact on the environment

Non-Low Income Respondents



19. My household believes that using energy has an impact on the environment

Low Income Respondents

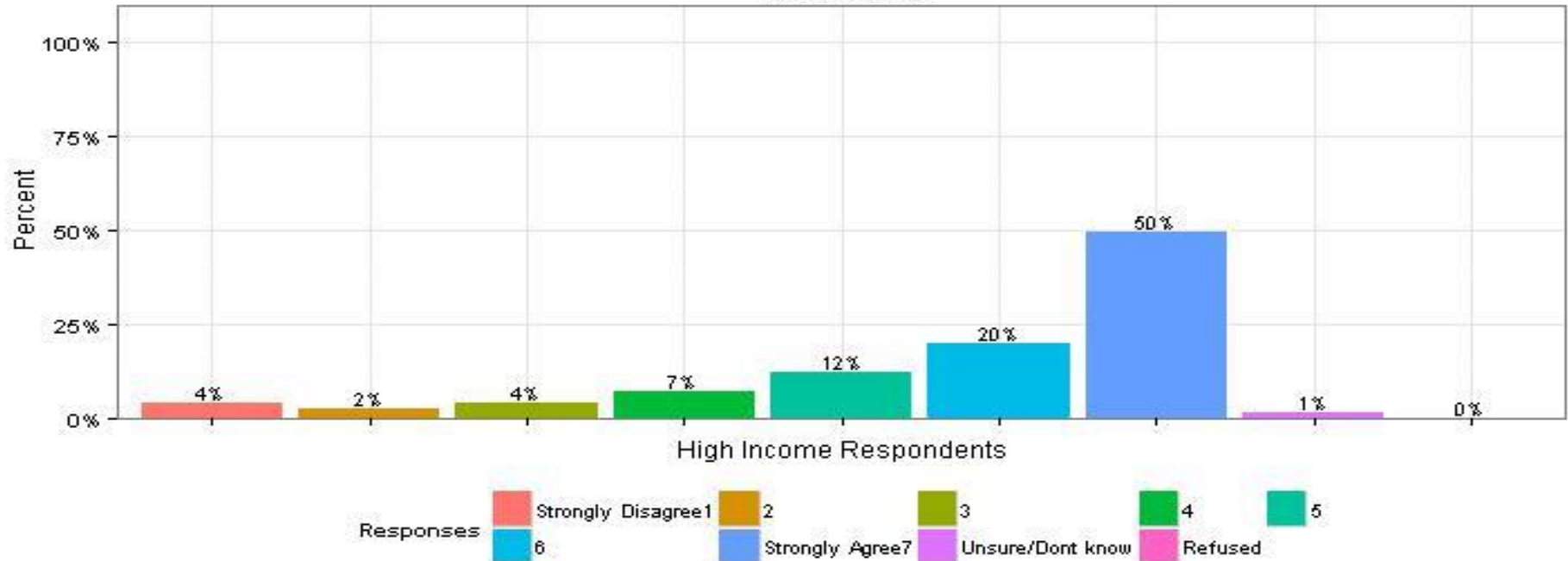


19. My household believes that using energy has an impact on the environment

High Income Respondents

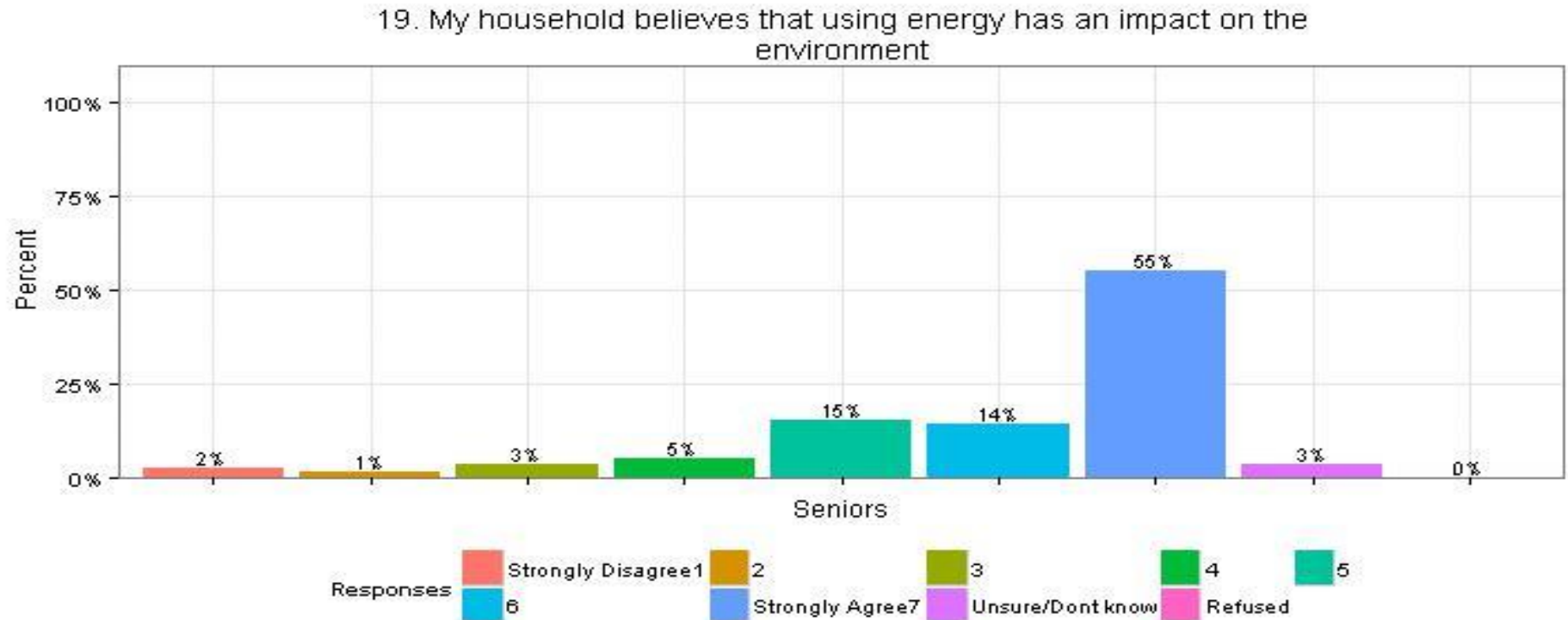


19. My household believes that using energy has an impact on the environment



19. My household believes that using energy has an impact on the environment

Seniors

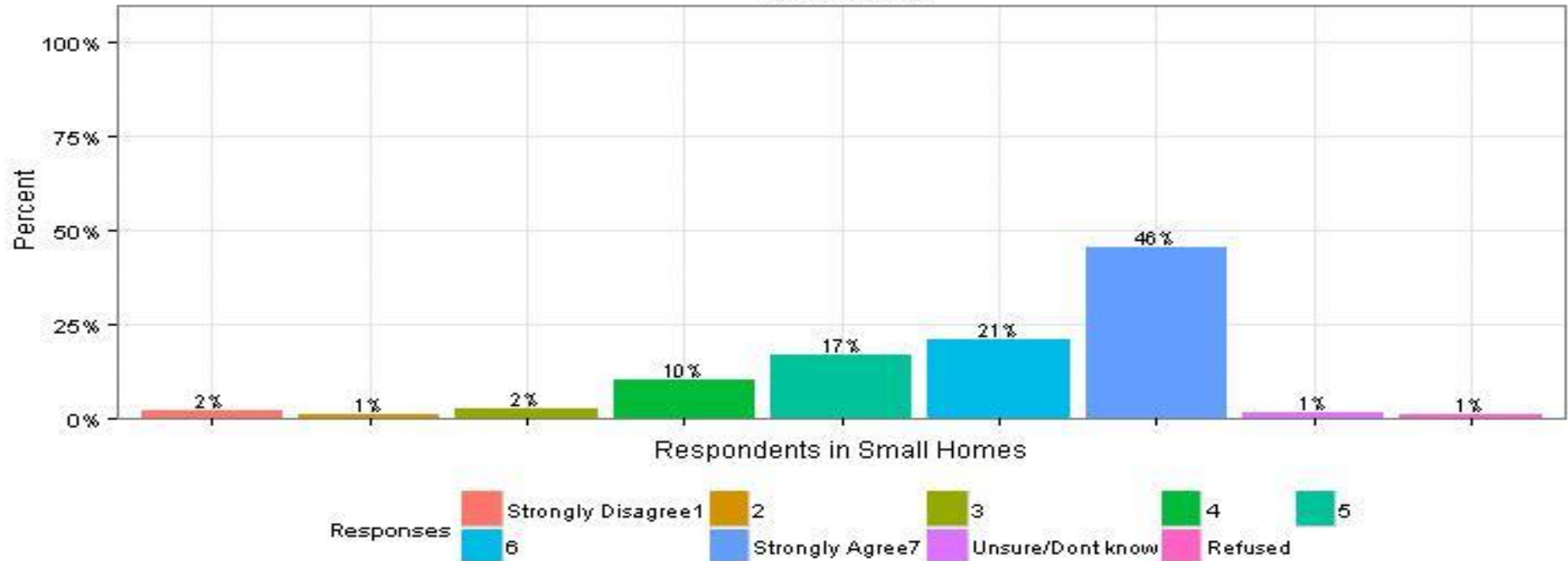


19. My household believes that using energy has an impact on the environment

Respondents in Small Homes



19. My household believes that using energy has an impact on the environment

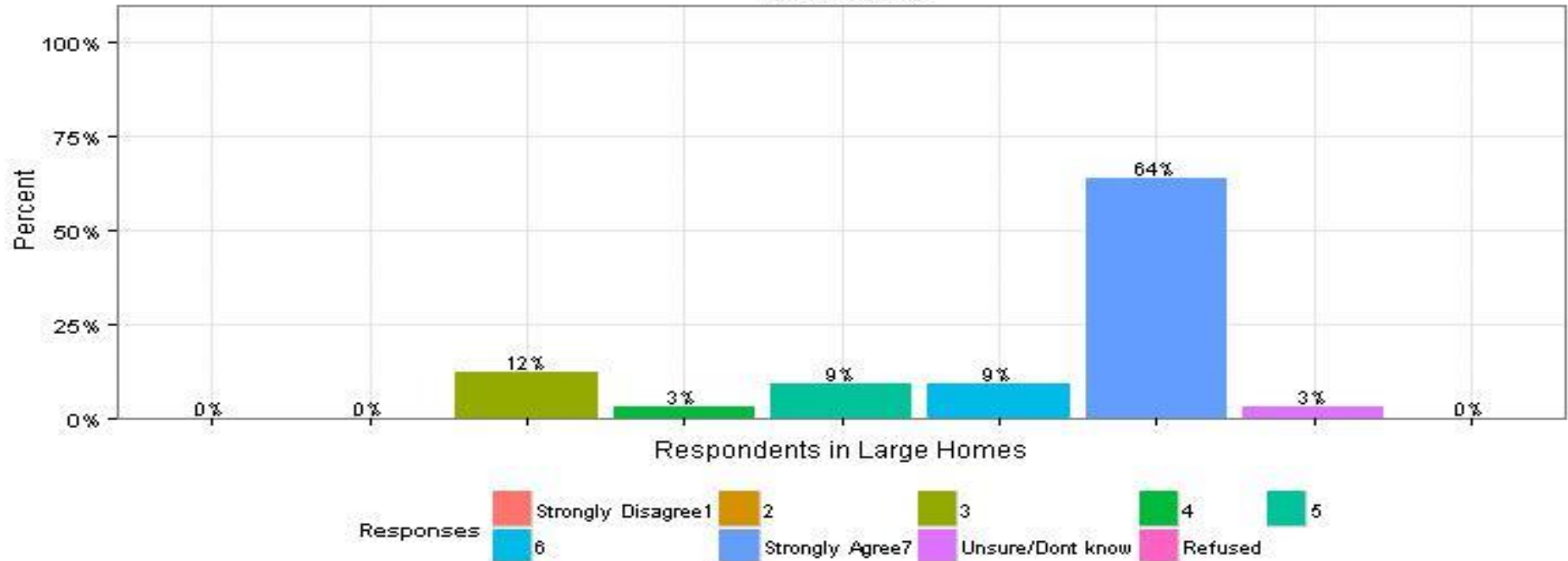


19. My household believes that using energy has an impact on the environment

Respondents in Large Homes



19. My household believes that using energy has an impact on the environment



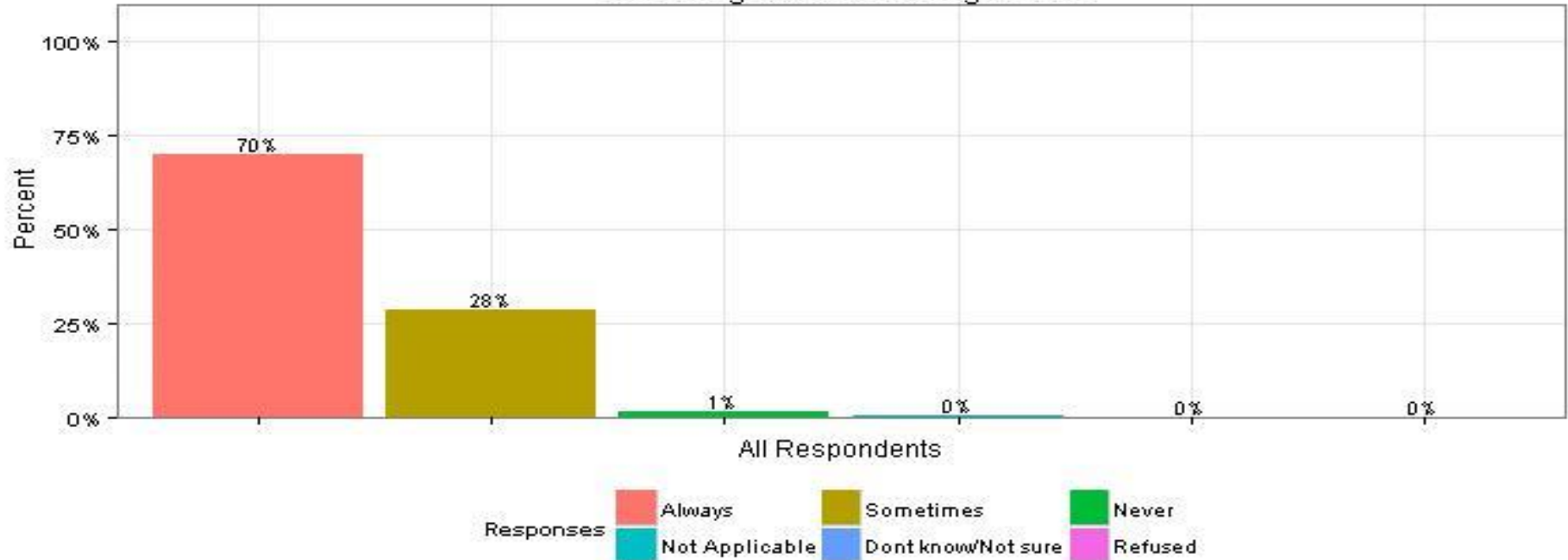
20. Please indicate tell me how routinely this household performs each of the following actions?

Turn off lights when leaving a room

All Respondents



20. Please indicate tell me how routinely this household performs each of the following actions?
Turn off lights when leaving a room



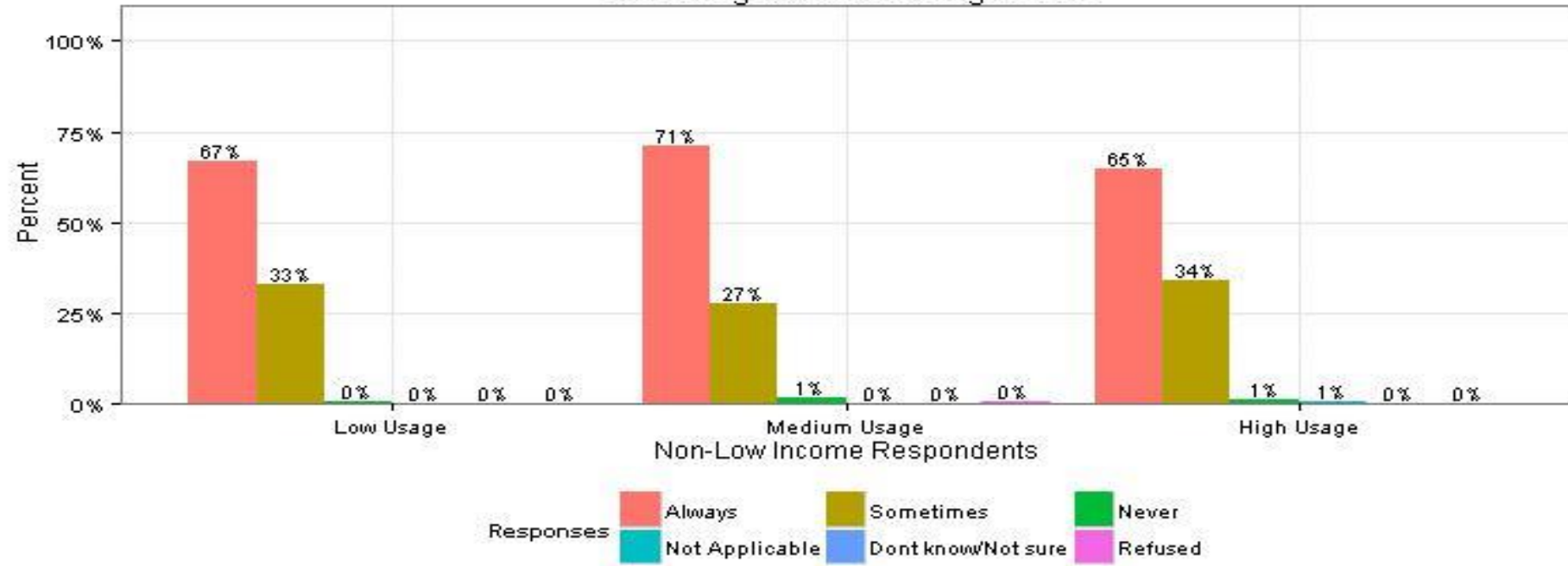
20. Please indicate tell me how routinely this household performs each of the following actions?



Turn off lights when leaving a room

Non-Low Income Respondents

20. Please indicate tell me how routinely this household performs each of the following actions?
Turn off lights when leaving a room



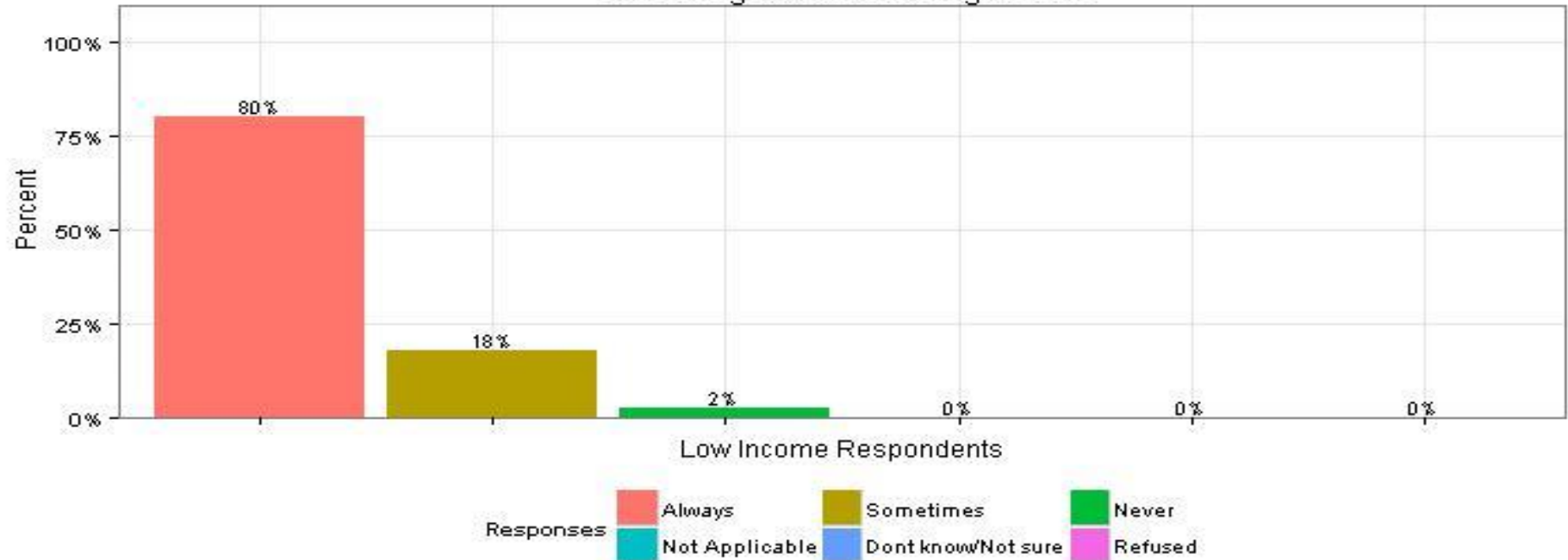
20. Please indicate tell me how routinely this household performs each of the following actions?

Turn off lights when leaving a room

Low Income Respondents



20. Please indicate tell me how routinely this household performs each of the following actions?
Turn off lights when leaving a room



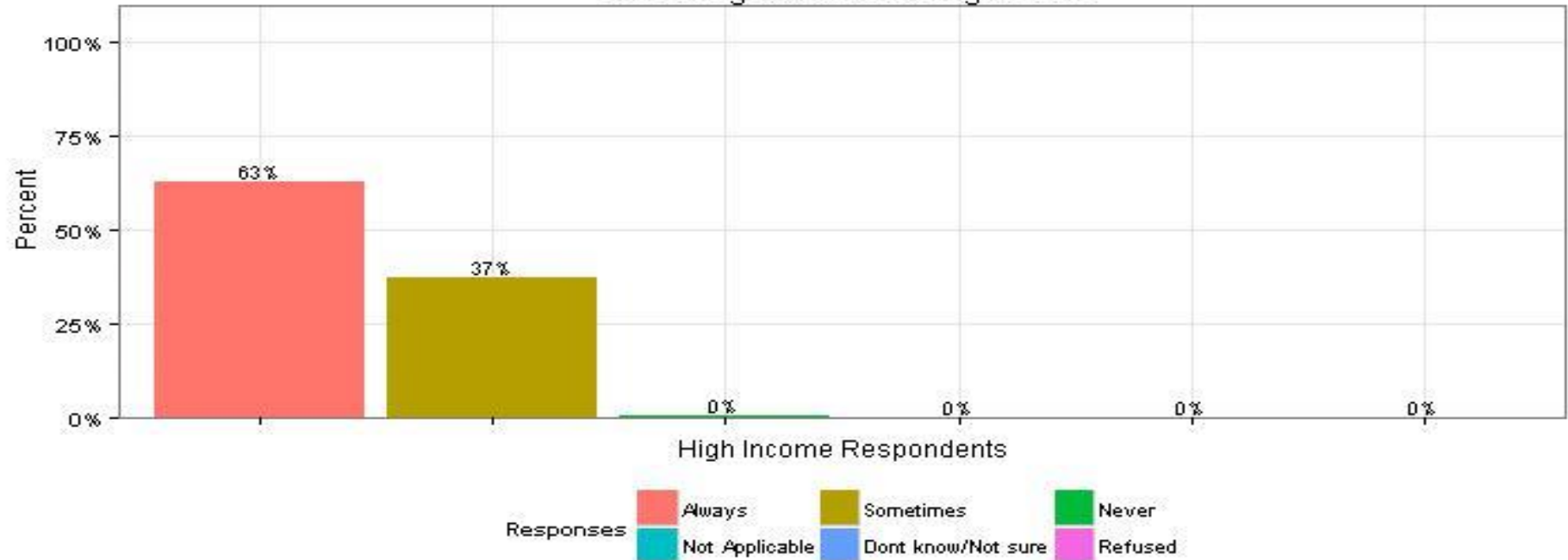
20. Please indicate tell me how routinely this household performs each of the following actions?

Turn off lights when leaving a room

High Income Respondents



20. Please indicate tell me how routinely this household performs each of the following actions?
Turn off lights when leaving a room



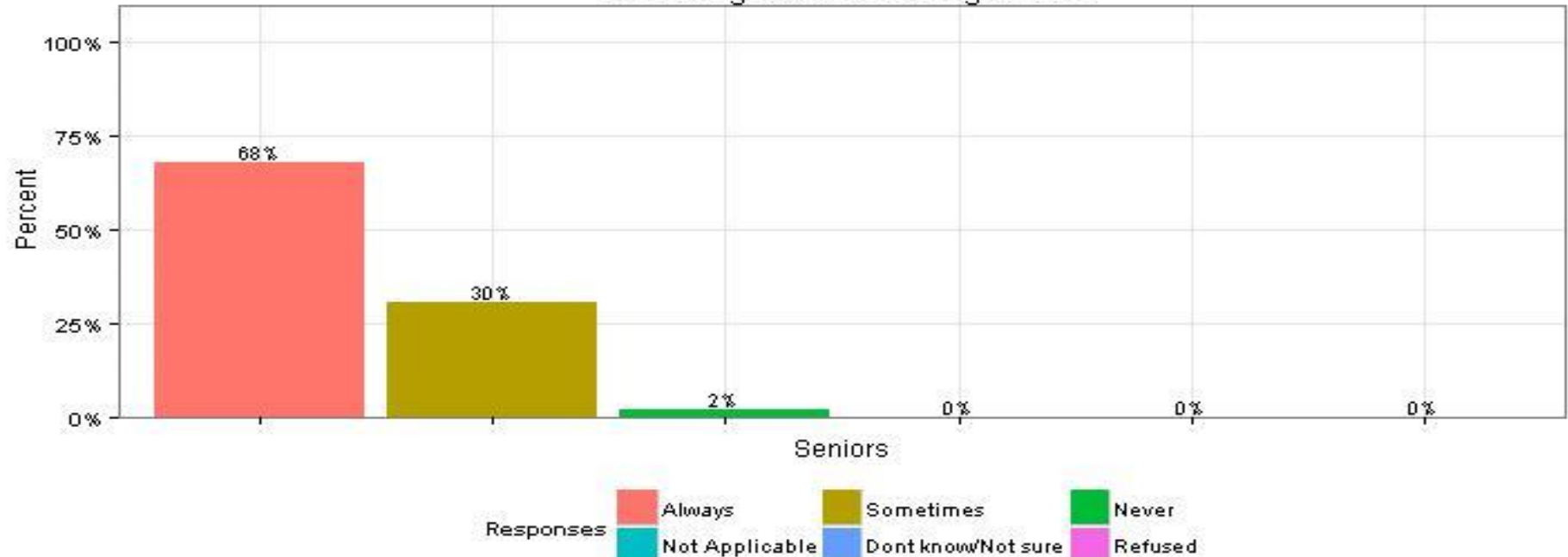
20. Please indicate tell me how routinely this household performs each of the following actions?

Turn off lights when leaving a room

Seniors



20. Please indicate tell me how routinely this household performs each of the following actions?
Turn off lights when leaving a room



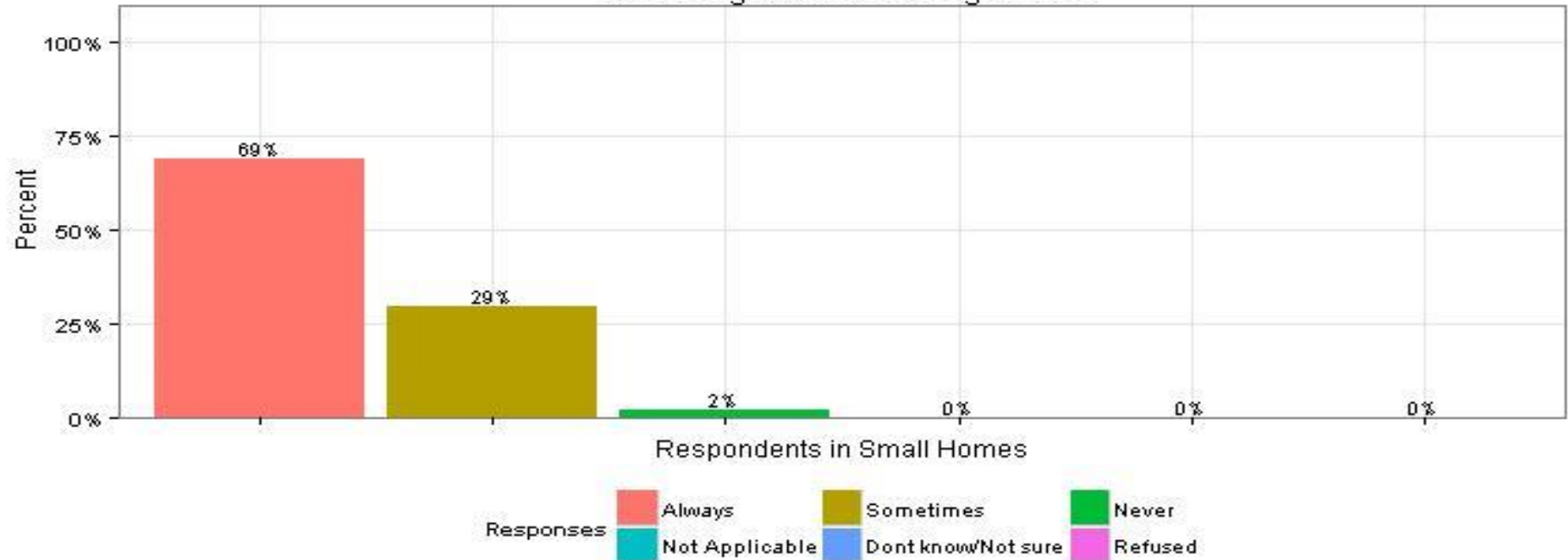
20. Please indicate tell me how routinely this household performs each of the following actions?

Turn off lights when leaving a room

Respondents in Small Homes



20. Please indicate tell me how routinely this household performs each of the following actions?
Turn off lights when leaving a room



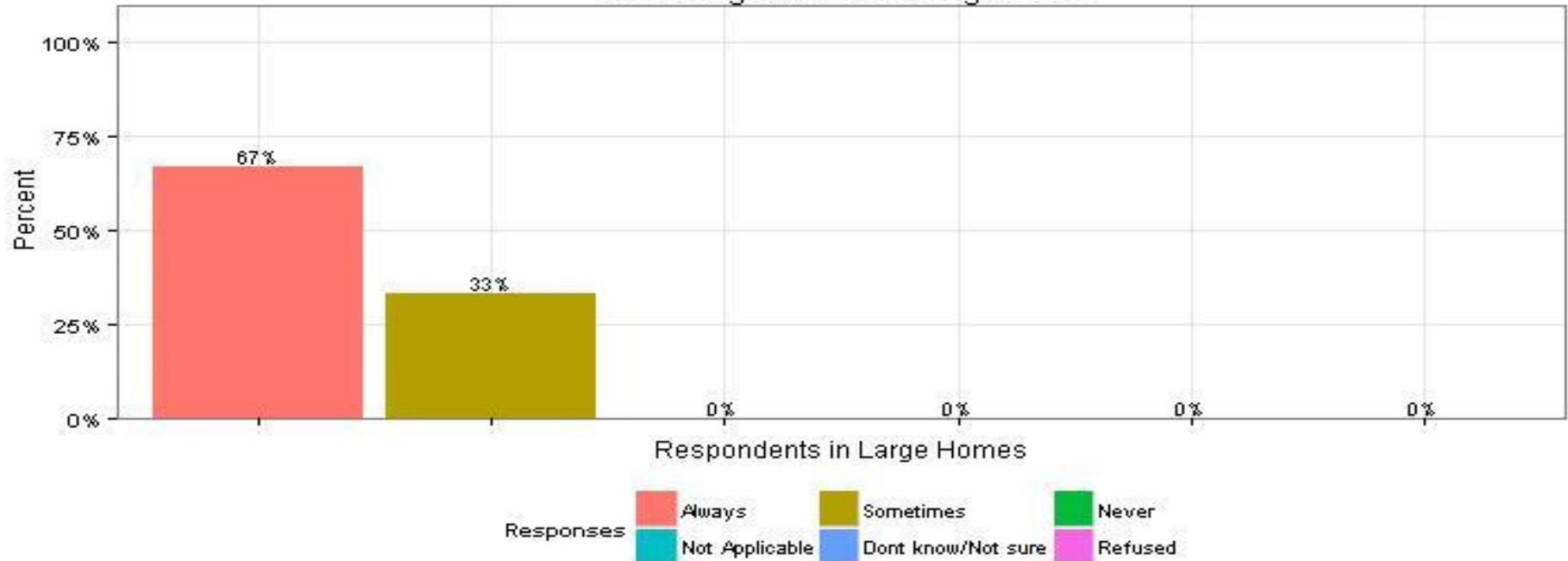
20. Please indicate tell me how routinely this household performs each of the following actions?

Turn off lights when leaving a room

Respondents in Large Homes



20. Please indicate tell me how routinely this household performs each of the following actions?
Turn off lights when leaving a room



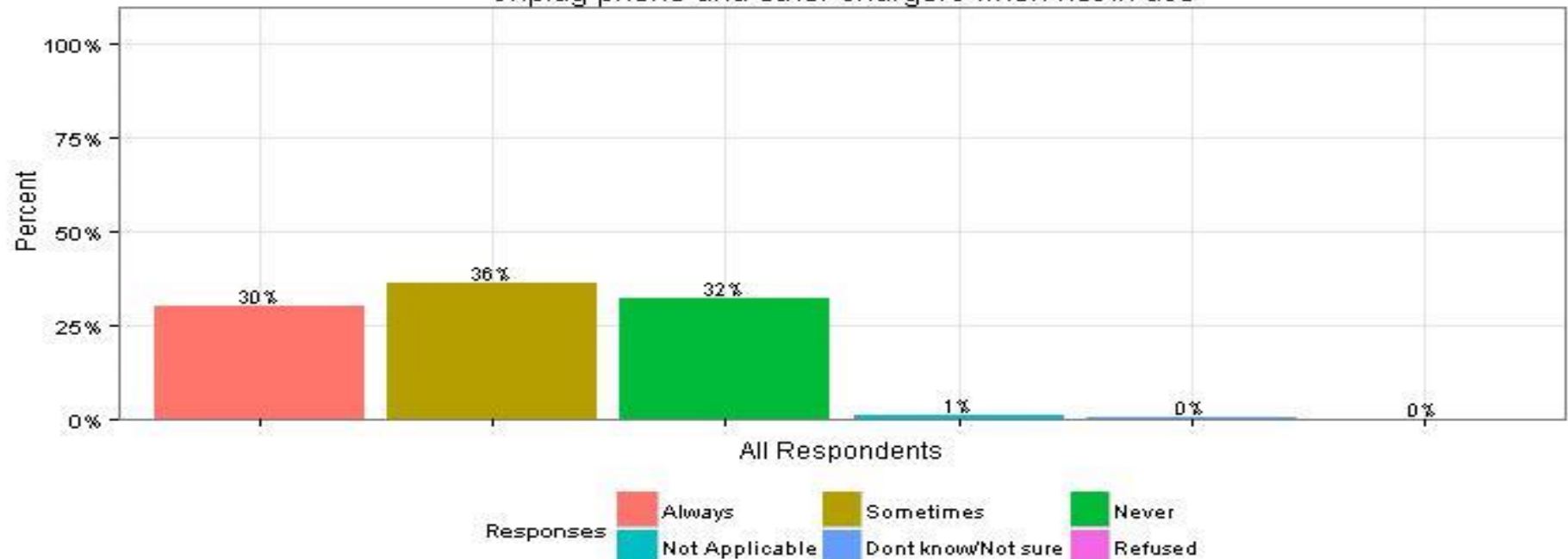
20. Please indicate tell me how routinely this household performs each of the following actions?

Unplug phone and other chargers when not in use

All Respondents



20. Please indicate tell me how routinely this household performs each of the following actions?
Unplug phone and other chargers when not in use



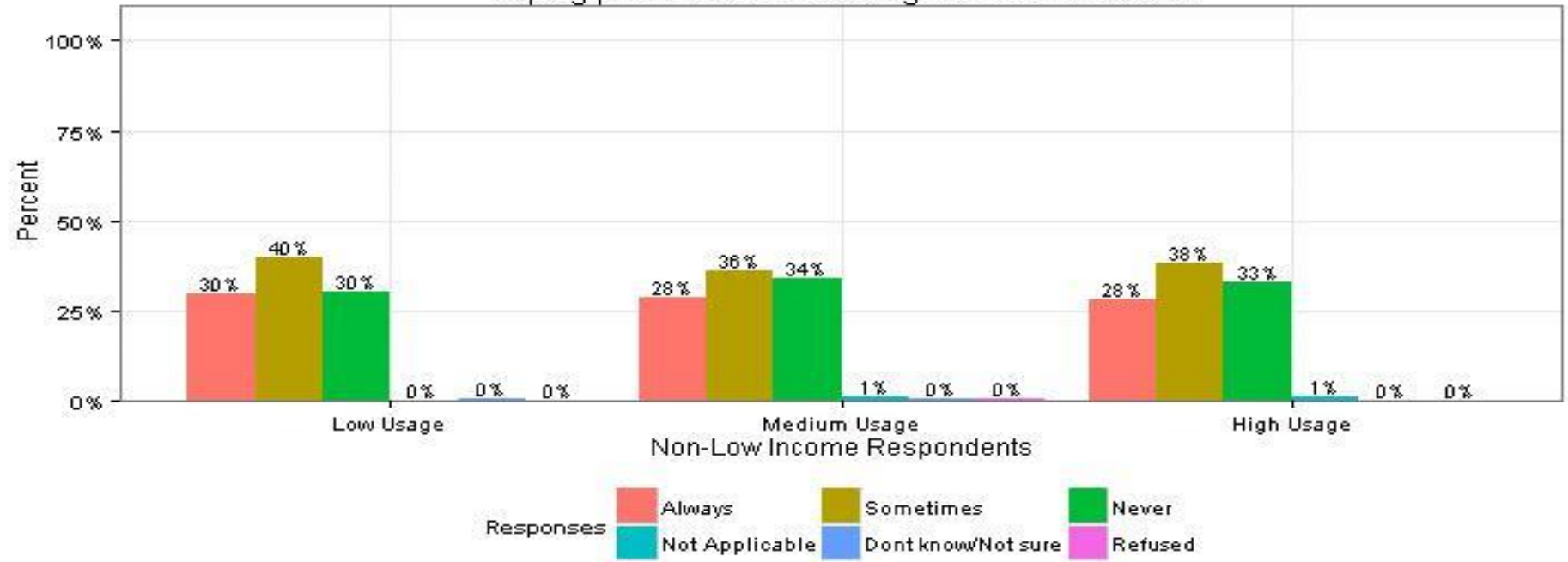
20. Please indicate tell me how routinely this household performs each of the following actions?



Unplug phone and other chargers when not in use

Non-Low Income Respondents

20. Please indicate tell me how routinely this household performs each of the following actions?
Unplug phone and other chargers when not in use



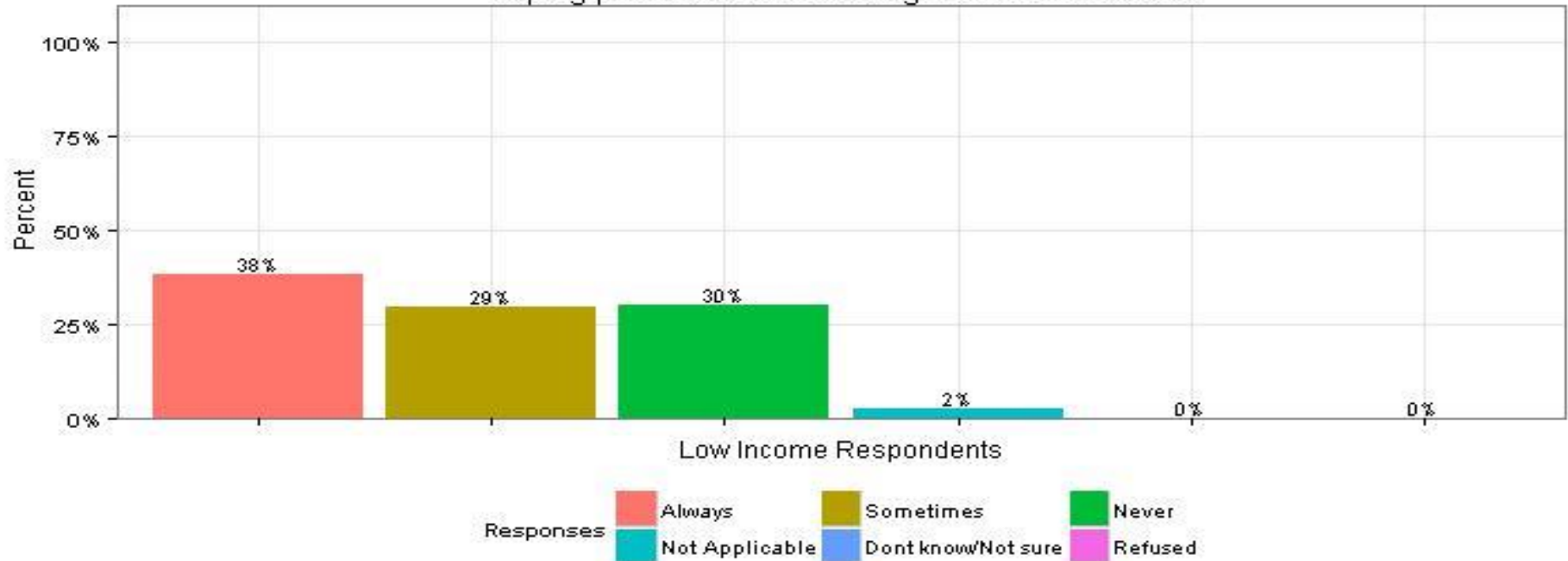
20. Please indicate tell me how routinely this household performs each of the following actions?

Unplug phone and other chargers when not in use

Low Income Respondents



20. Please indicate tell me how routinely this household performs each of the following actions?
Unplug phone and other chargers when not in use



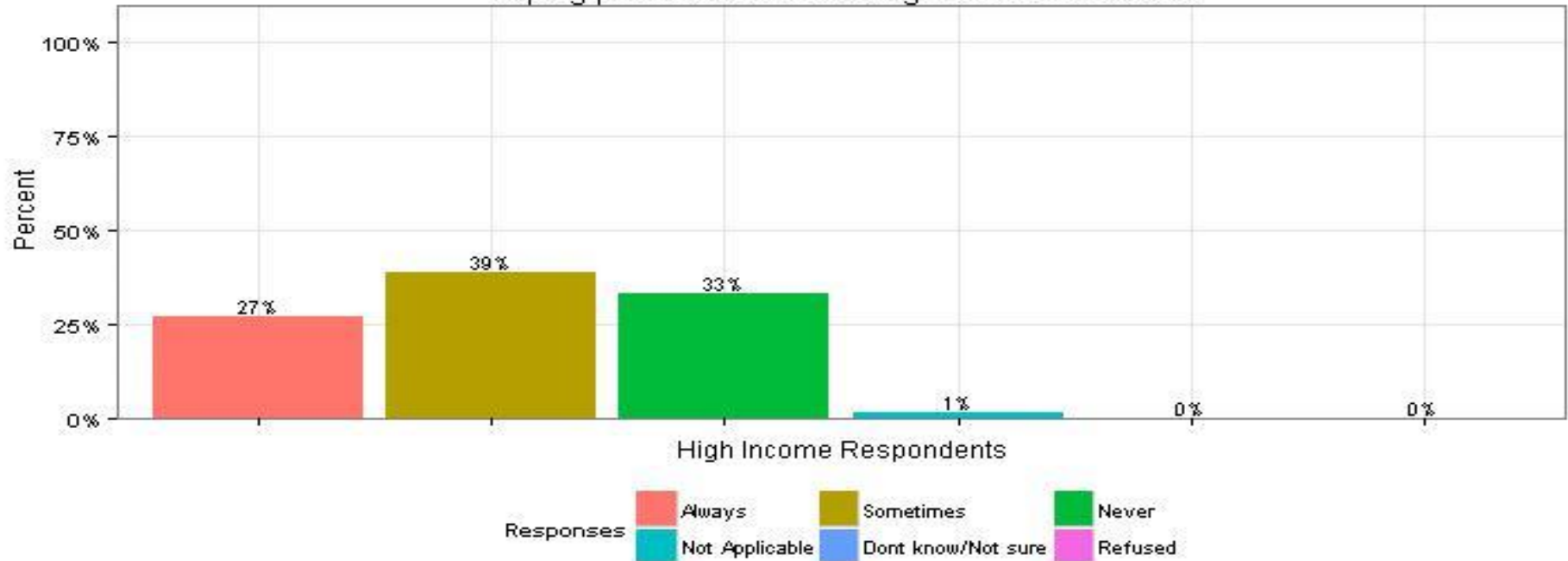
20. Please indicate tell me how routinely this household performs each of the following actions?

Unplug phone and other chargers when not in use

High Income Respondents



20. Please indicate tell me how routinely this household performs each of the following actions?
Unplug phone and other chargers when not in use



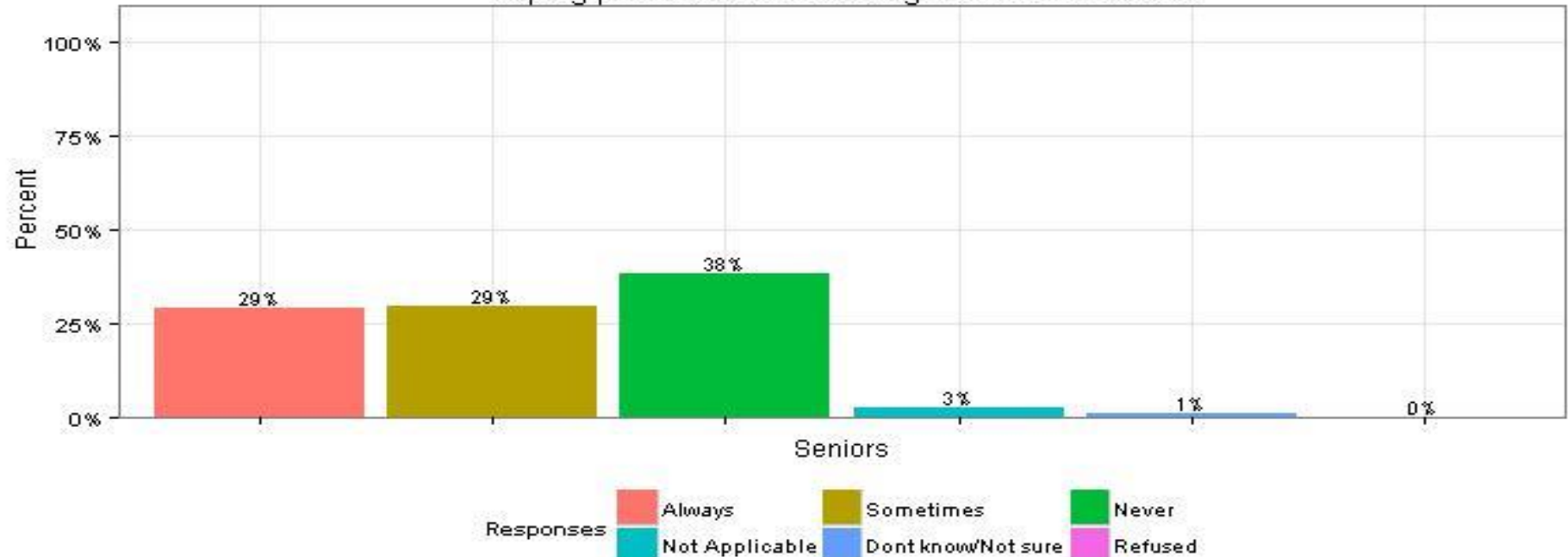
20. Please indicate tell me how routinely this household performs each of the following actions?

Unplug phone and other chargers when not in use

Seniors



20. Please indicate tell me how routinely this household performs each of the following actions?
Unplug phone and other chargers when not in use



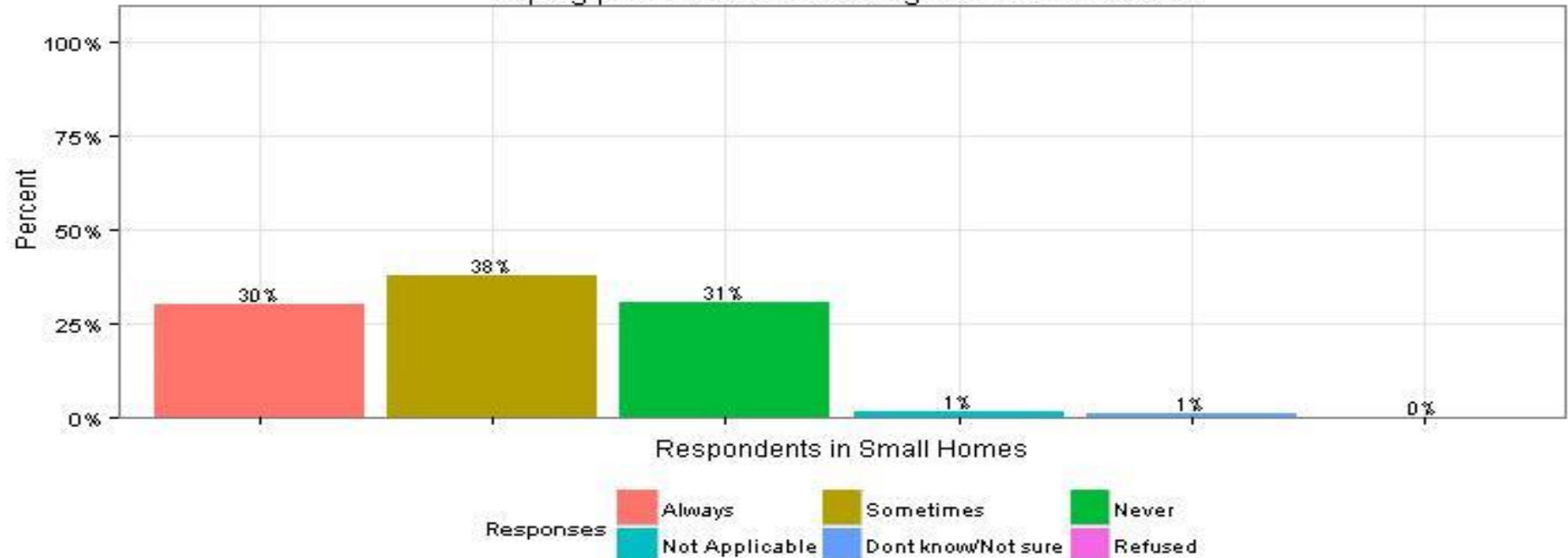
20. Please indicate tell me how routinely this household performs each of the following actions?

Unplug phone and other chargers when not in use

Respondents in Small Homes



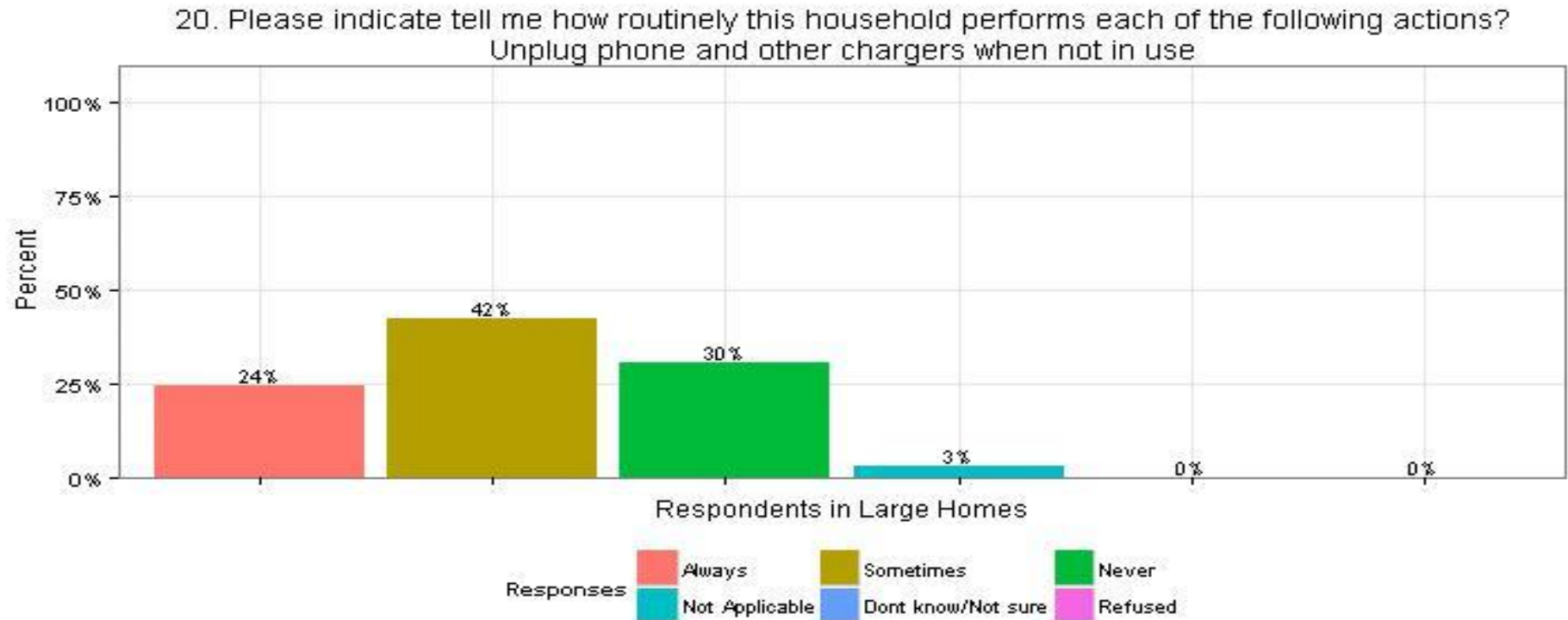
20. Please indicate tell me how routinely this household performs each of the following actions?
Unplug phone and other chargers when not in use



20. Please indicate tell me how routinely this household performs each of the following actions?

Unplug phone and other chargers when not in use

Respondents in Large Homes



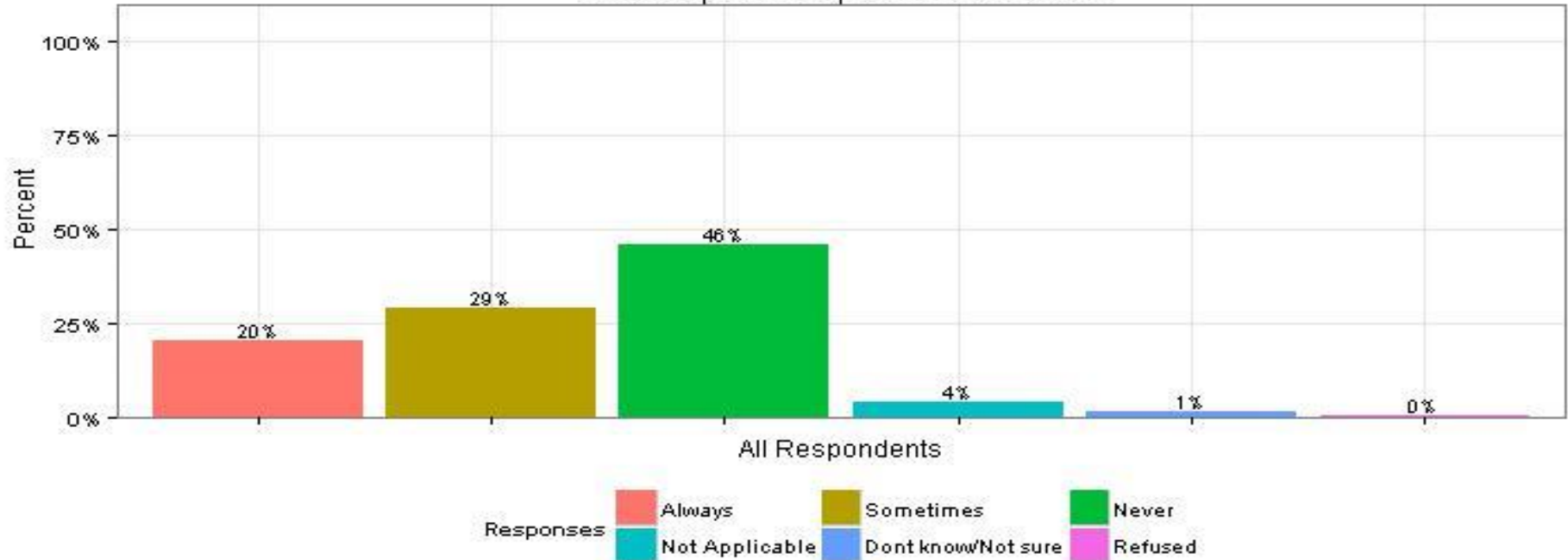
20. Please indicate tell me how routinely this household performs each of the following actions?

Turn off power strips when not in use

All Respondents



20. Please indicate tell me how routinely this household performs each of the following actions?
Turn off power strips when not in use



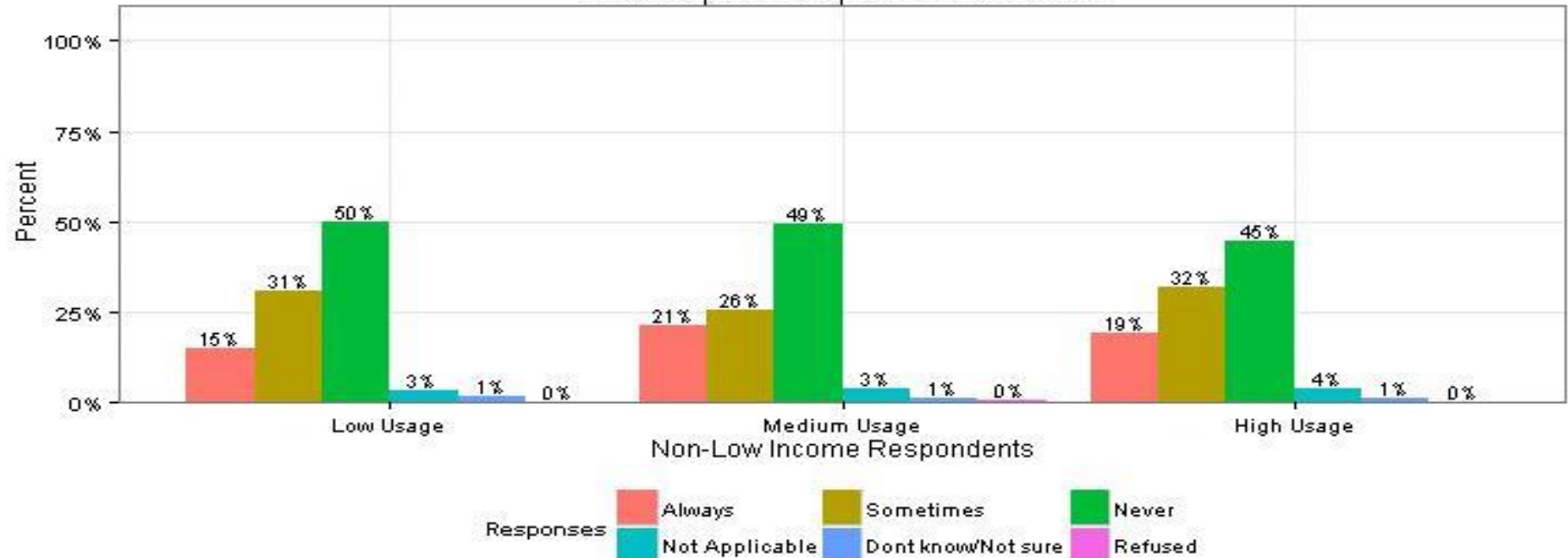
20. Please indicate tell me how routinely this household performs each of the following actions?

Turn off power strips when not in use

Non-Low Income Respondents



20. Please indicate tell me how routinely this household performs each of the following actions?
Turn off power strips when not in use



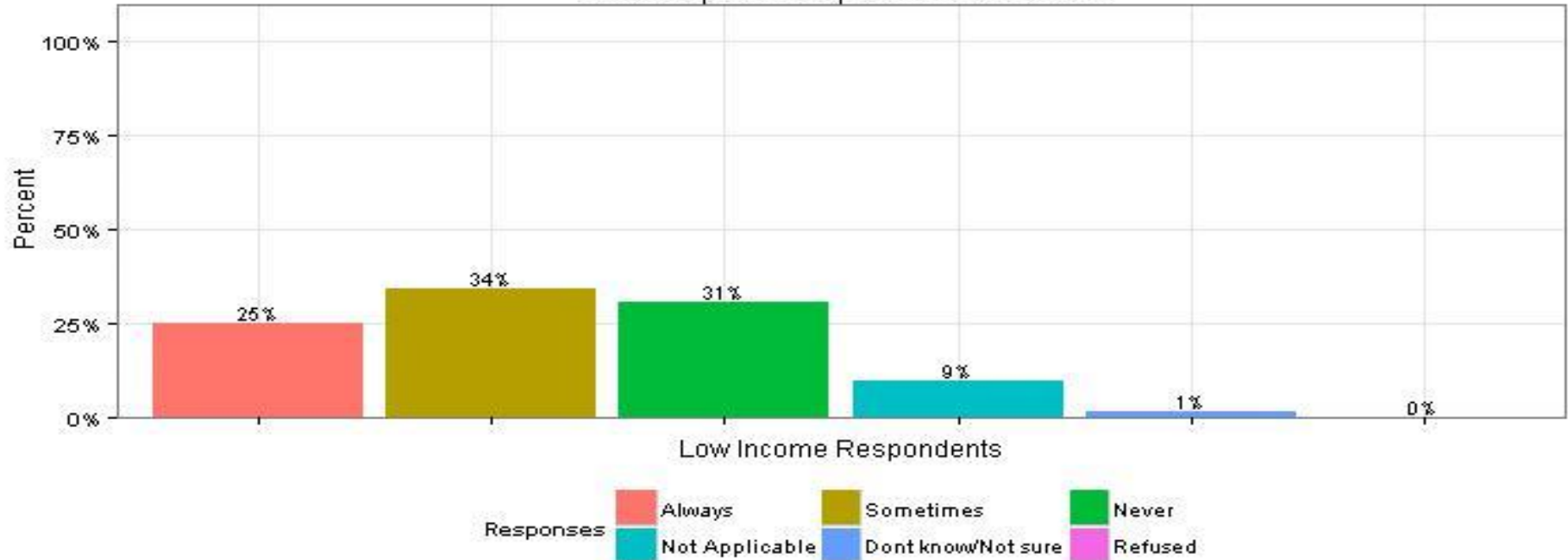
20. Please indicate tell me how routinely this household performs each of the following actions?

Turn off power strips when not in use

Low Income Respondents



20. Please indicate tell me how routinely this household performs each of the following actions?
Turn off power strips when not in use



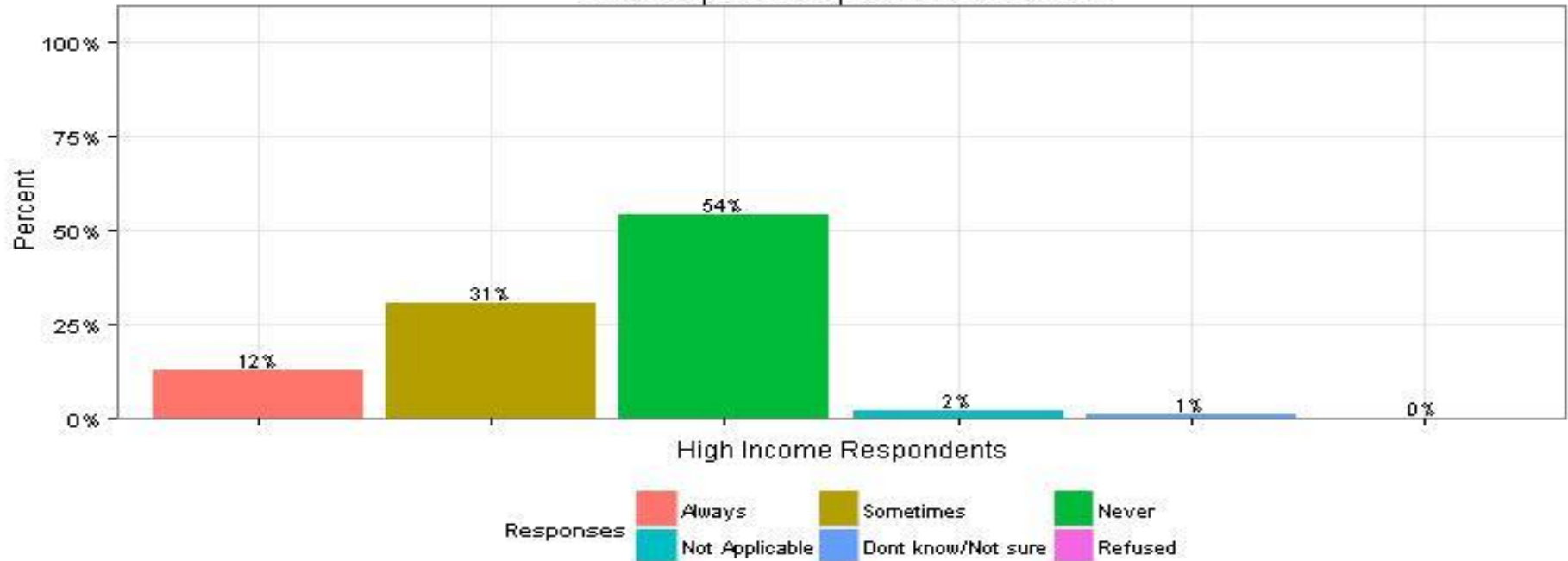
20. Please indicate tell me how routinely this household performs each of the following actions?

Turn off power strips when not in use

High Income Respondents



20. Please indicate tell me how routinely this household performs each of the following actions?
Turn off power strips when not in use



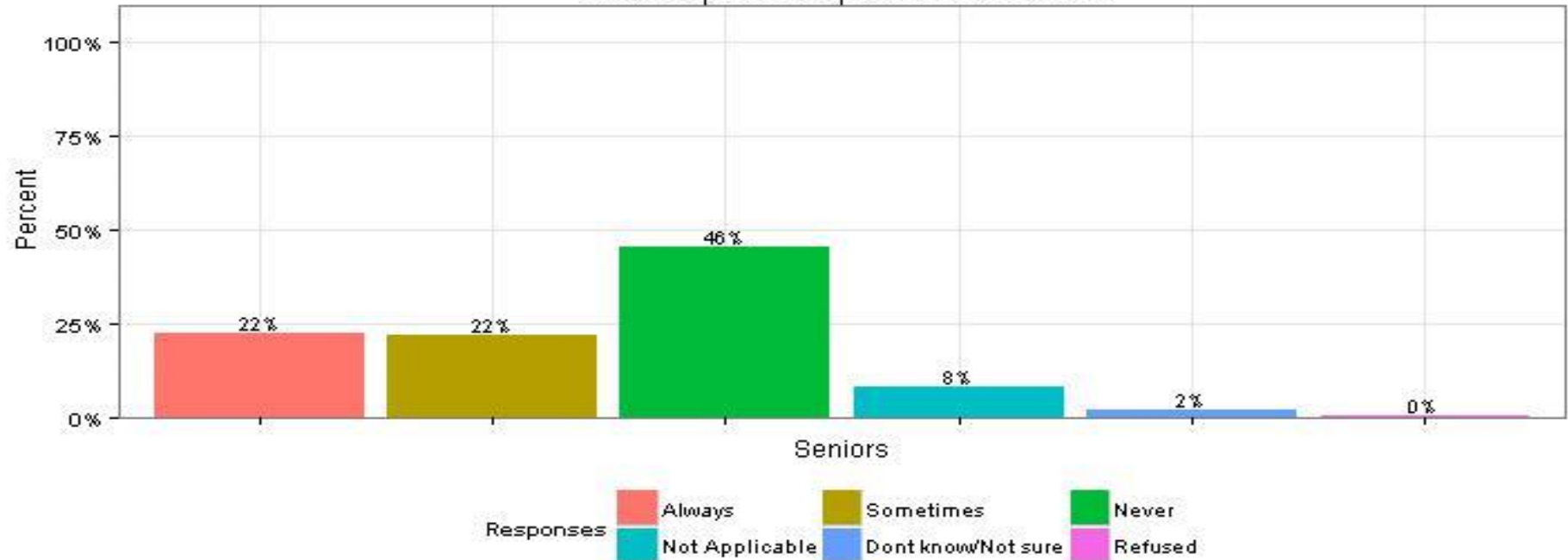
20. Please indicate tell me how routinely this household performs each of the following actions?

Turn off power strips when not in use

Seniors



20. Please indicate tell me how routinely this household performs each of the following actions?
Turn off power strips when not in use



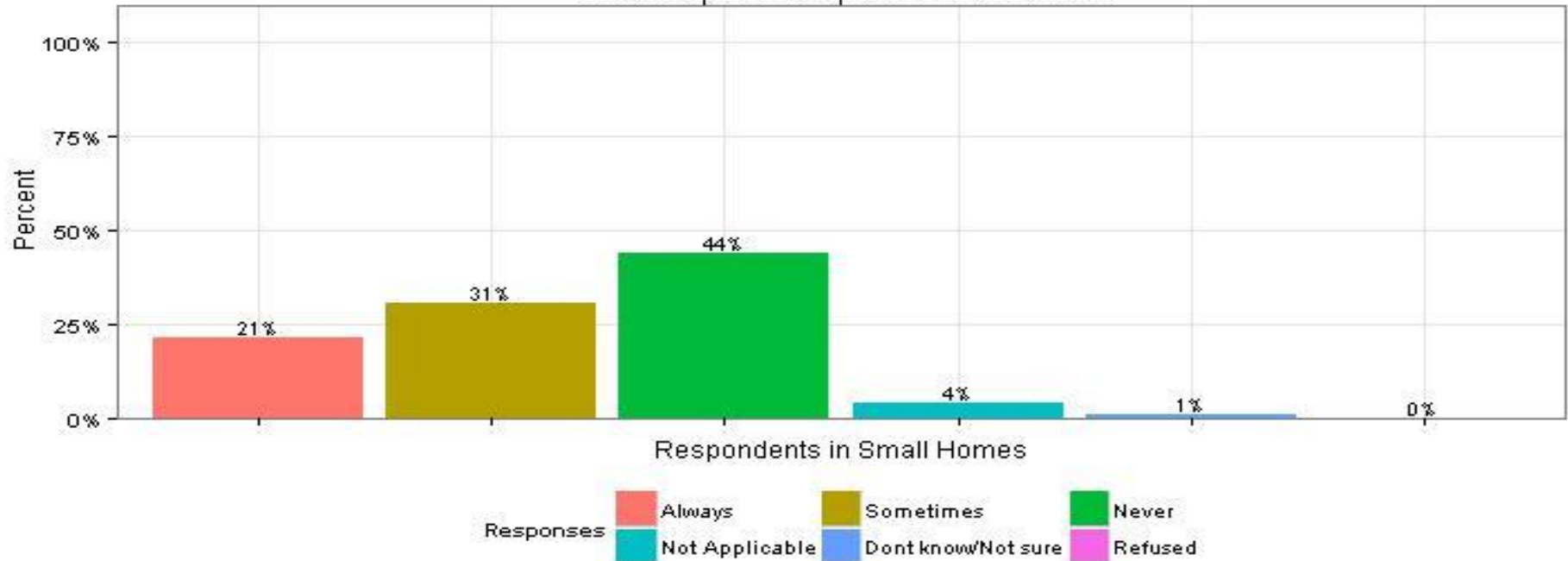
20. Please indicate tell me how routinely this household performs each of the following actions?

Turn off power strips when not in use

Respondents in Small Homes



20. Please indicate tell me how routinely this household performs each of the following actions?
Turn off power strips when not in use



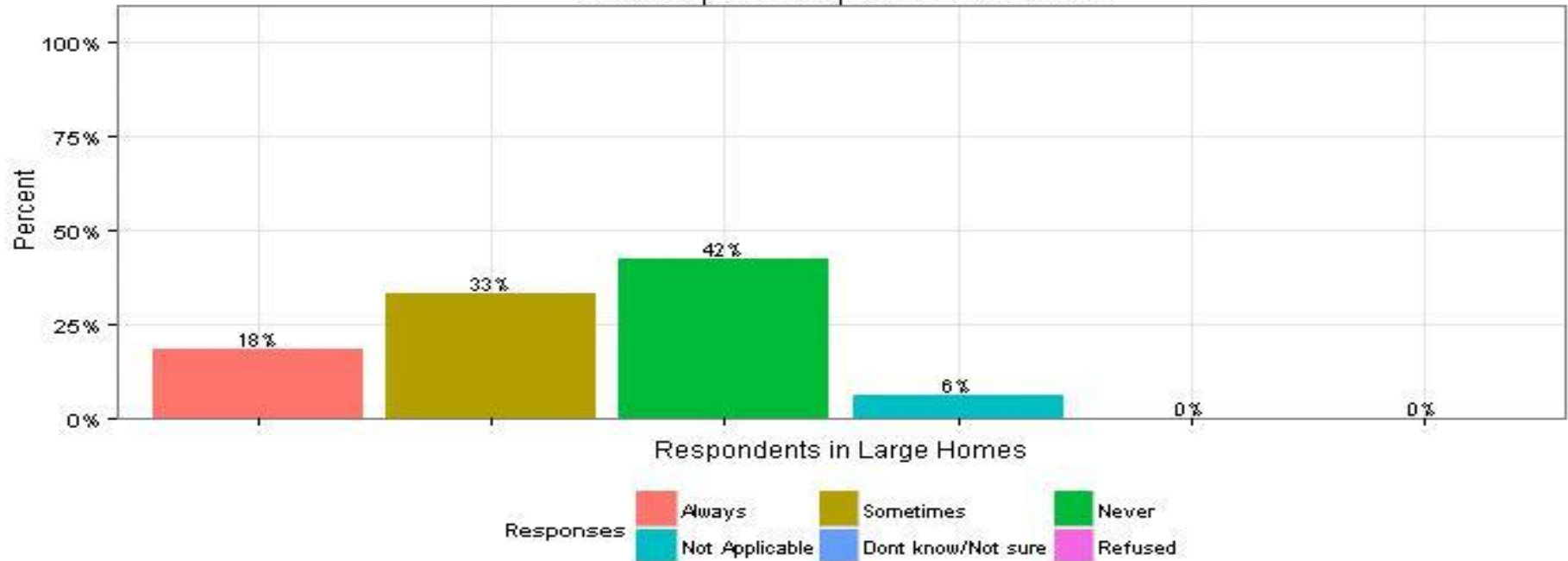
20. Please indicate tell me how routinely this household performs each of the following actions?

Turn off power strips when not in use

Respondents in Large Homes



20. Please indicate tell me how routinely this household performs each of the following actions?
Turn off power strips when not in use



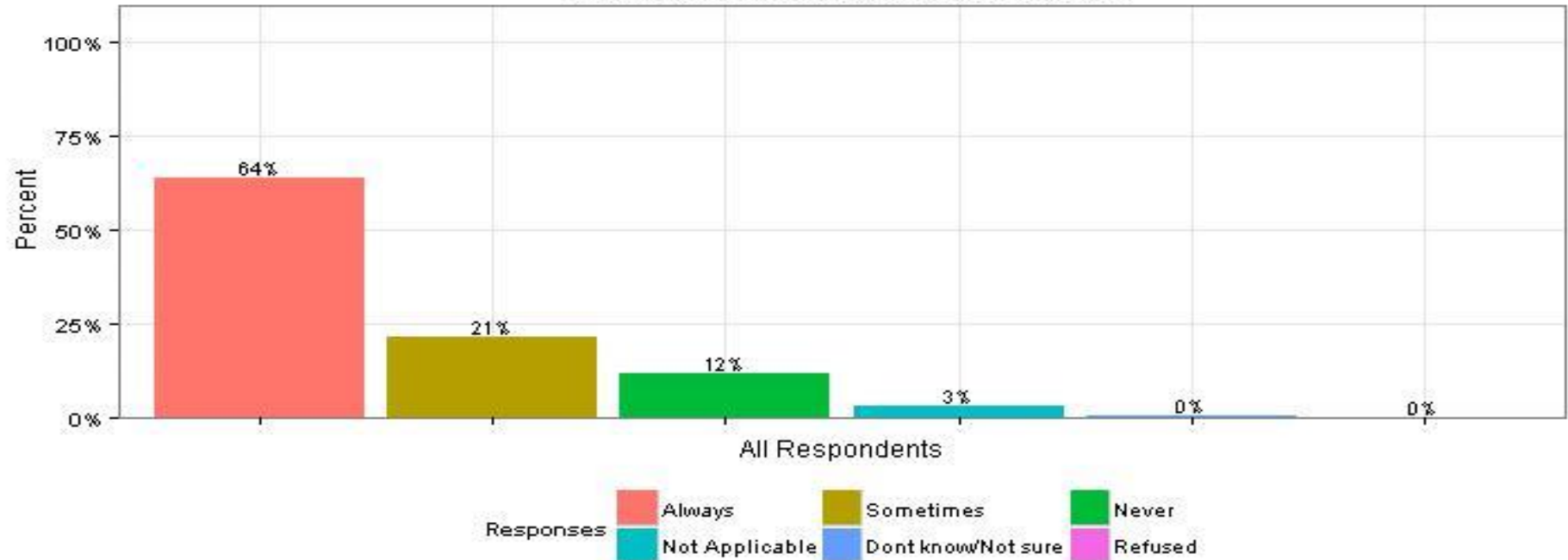
20. Please indicate tell me how routinely this household performs each of the following actions?

Set back thermostats when not at home

All Respondents



20. Please indicate tell me how routinely this household performs each of the following actions?
Set back thermostats when not at home



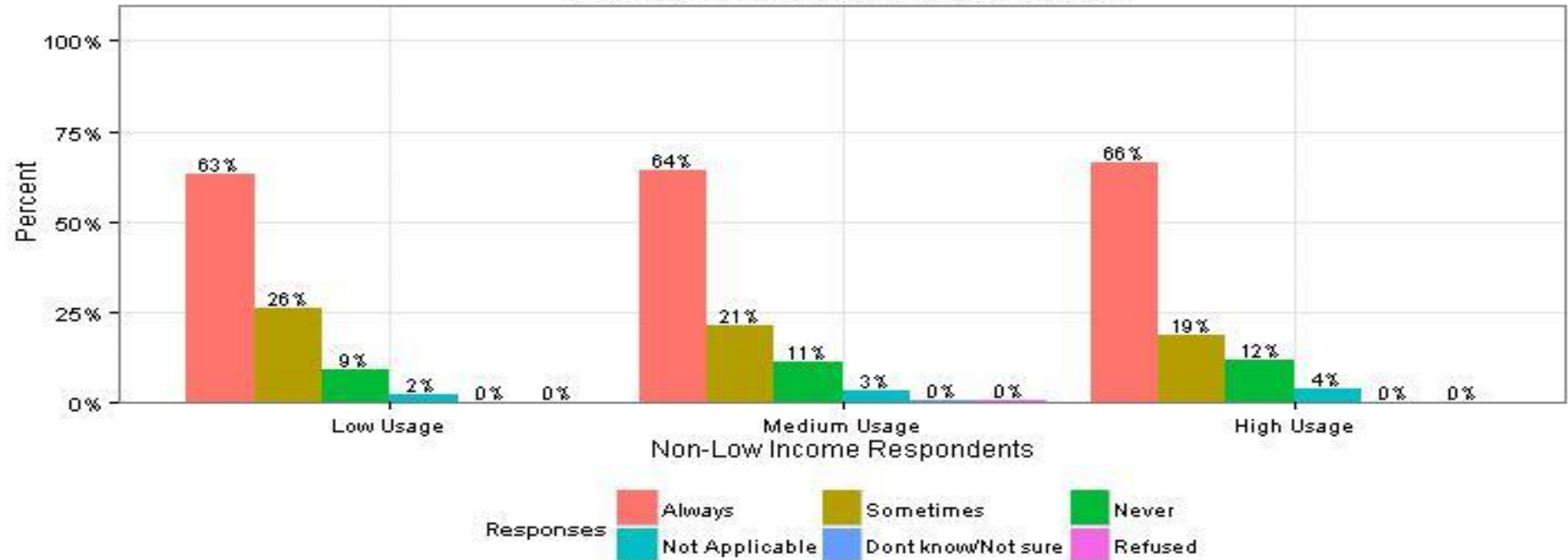
20. Please indicate tell me how routinely this household performs each of the following actions?

Set back thermostats when not at home

Non-Low Income Respondents



20. Please indicate tell me how routinely this household performs each of the following actions?
Set back thermostats when not at home



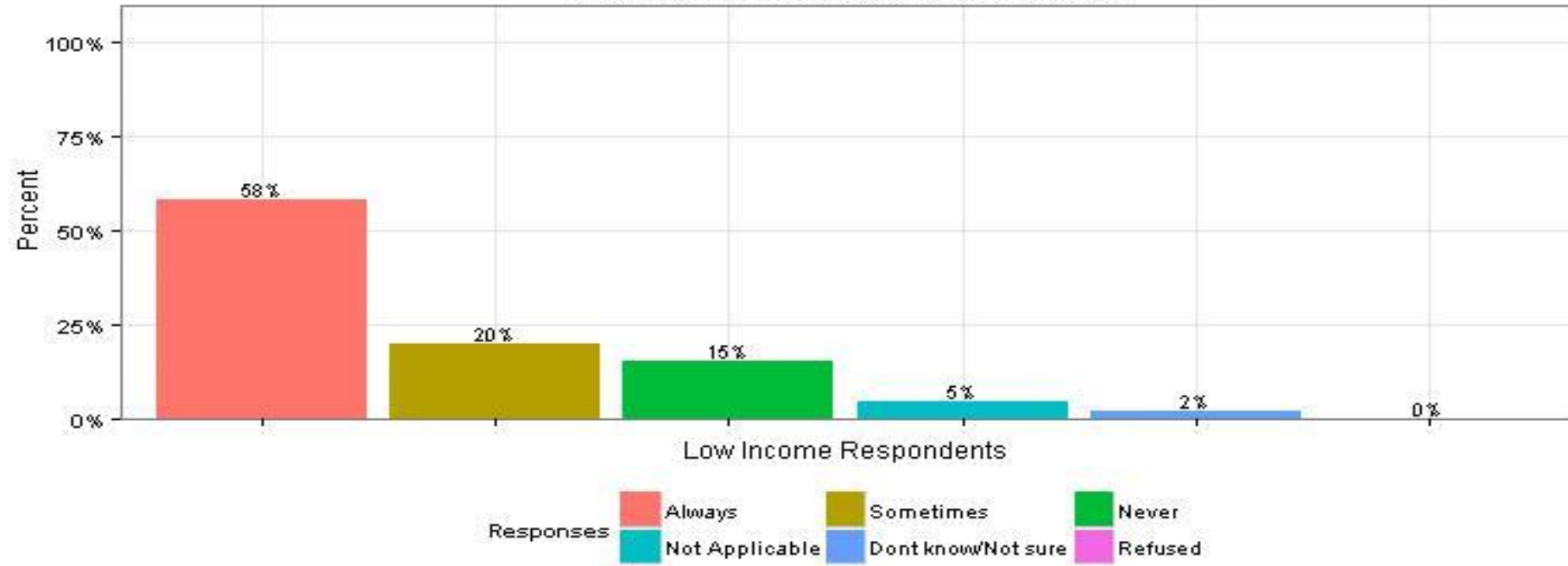
20. Please indicate tell me how routinely this household performs each of the following actions?



Set back thermostats when not at home

Low Income Respondents

20. Please indicate tell me how routinely this household performs each of the following actions?
Set back thermostats when not at home



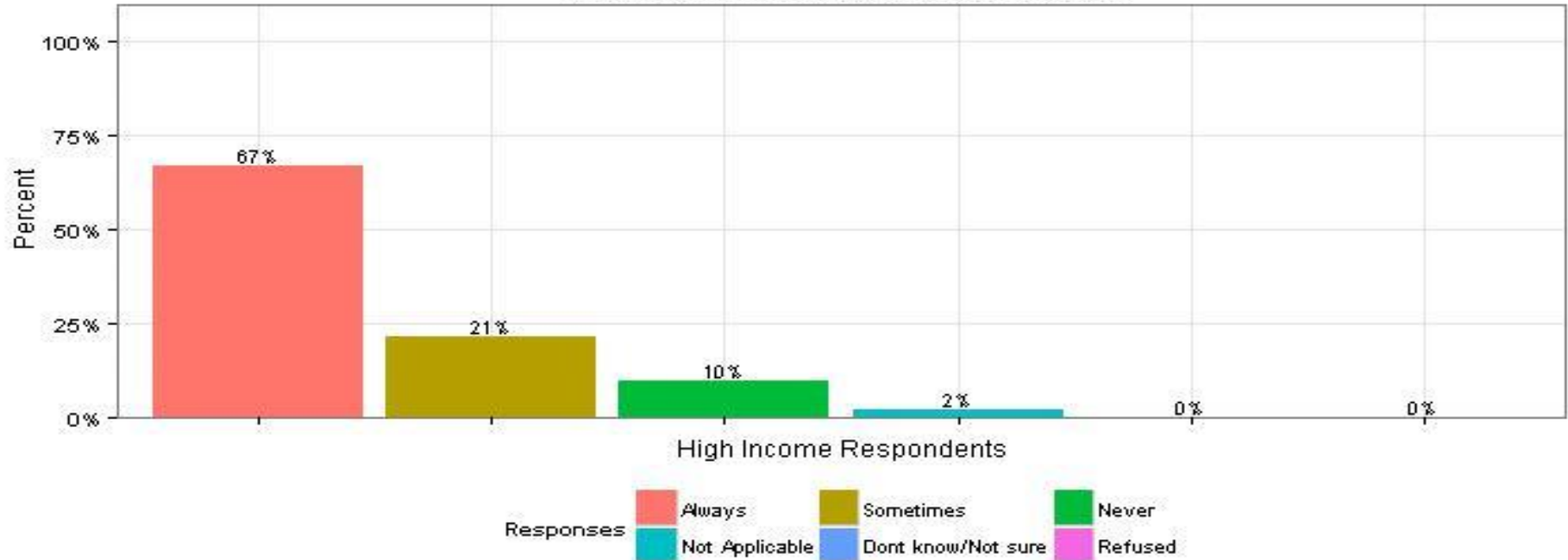
20. Please indicate tell me how routinely this household performs each of the following actions?

Set back thermostats when not at home

High Income Respondents



20. Please indicate tell me how routinely this household performs each of the following actions?
Set back thermostats when not at home



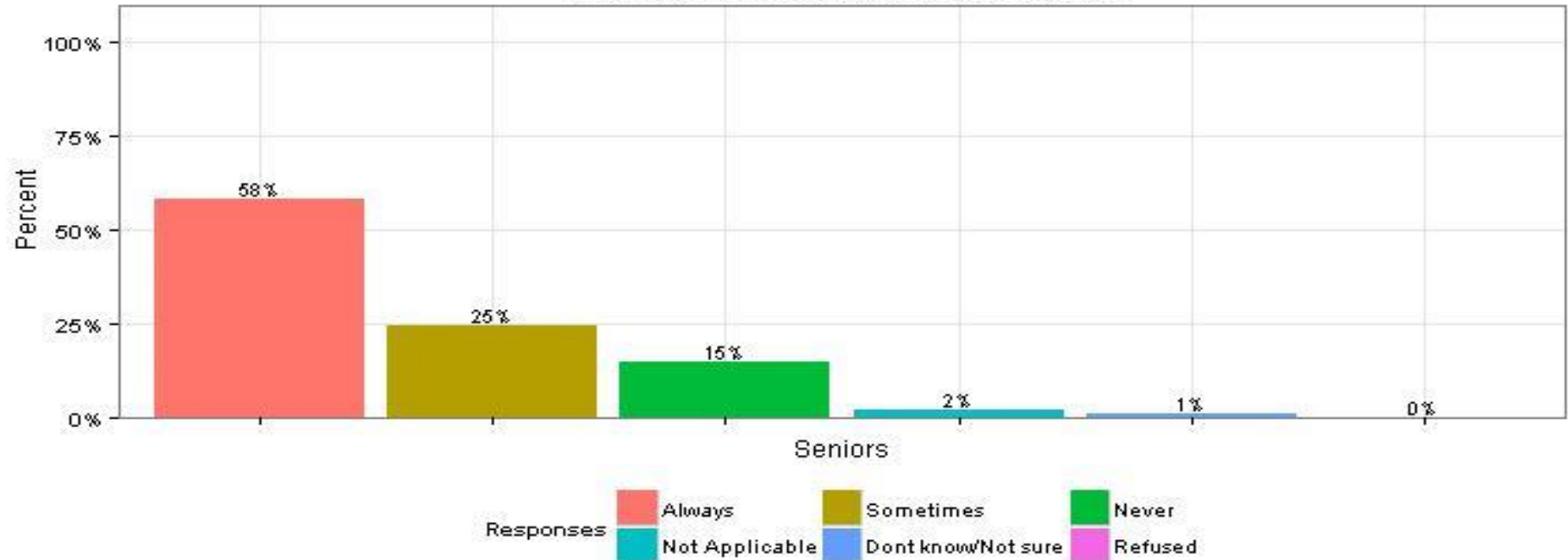
20. Please indicate tell me how routinely this household performs each of the following actions?

Set back thermostats when not at home

Seniors



20. Please indicate tell me how routinely this household performs each of the following actions?
Set back thermostats when not at home



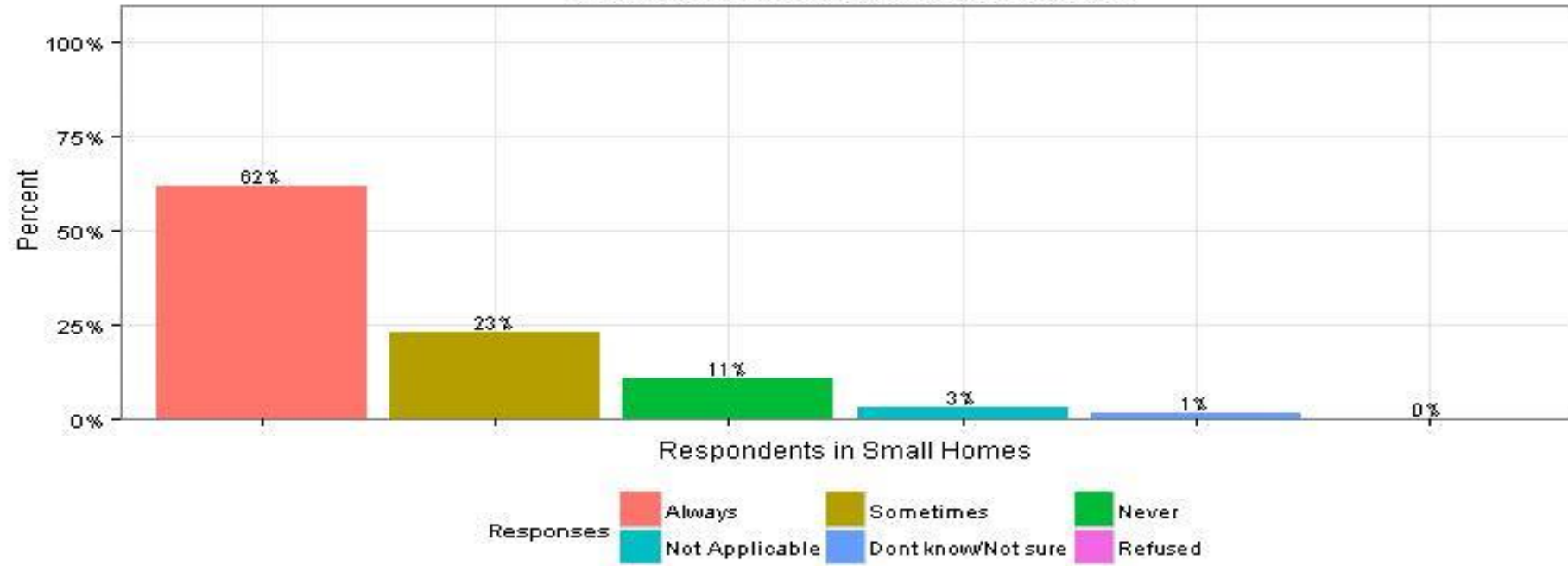
20. Please indicate tell me how routinely this household performs each of the following actions?



Set back thermostats when not at home

Respondents in Small Homes

20. Please indicate tell me how routinely this household performs each of the following actions?
Set back thermostats when not at home



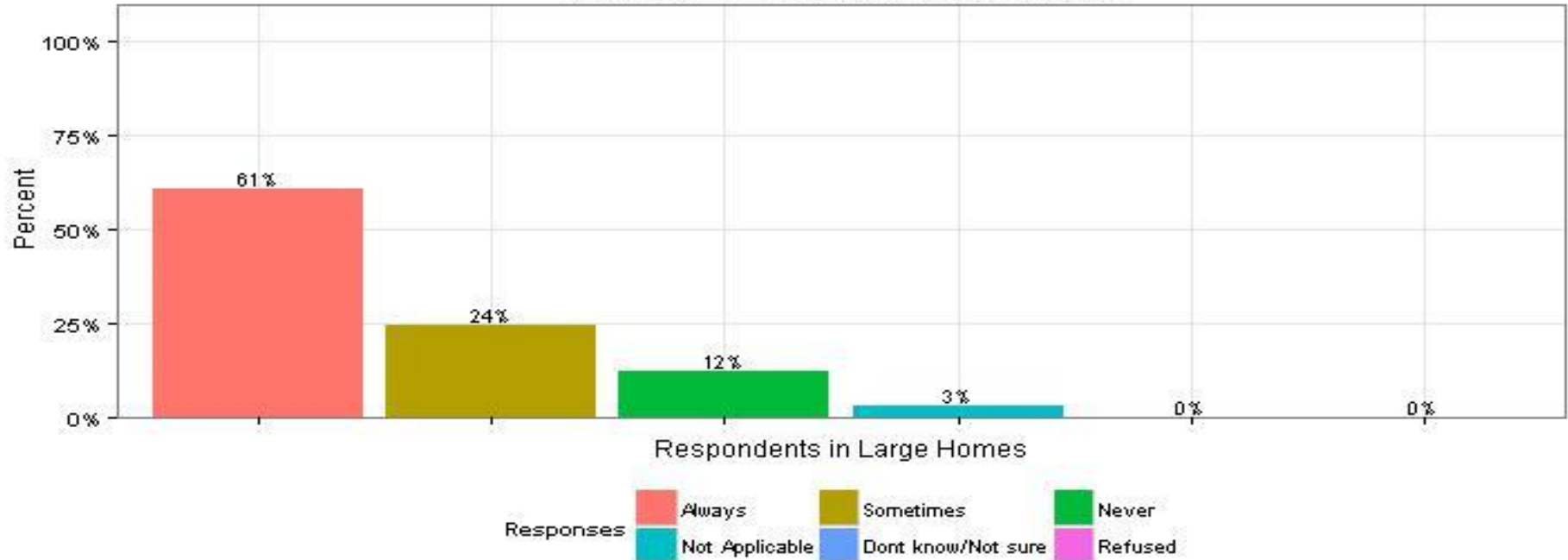
20. Please indicate tell me how routinely this household performs each of the following actions?

Set back thermostats when not at home

Respondents in Large Homes



20. Please indicate tell me how routinely this household performs each of the following actions?
Set back thermostats when not at home



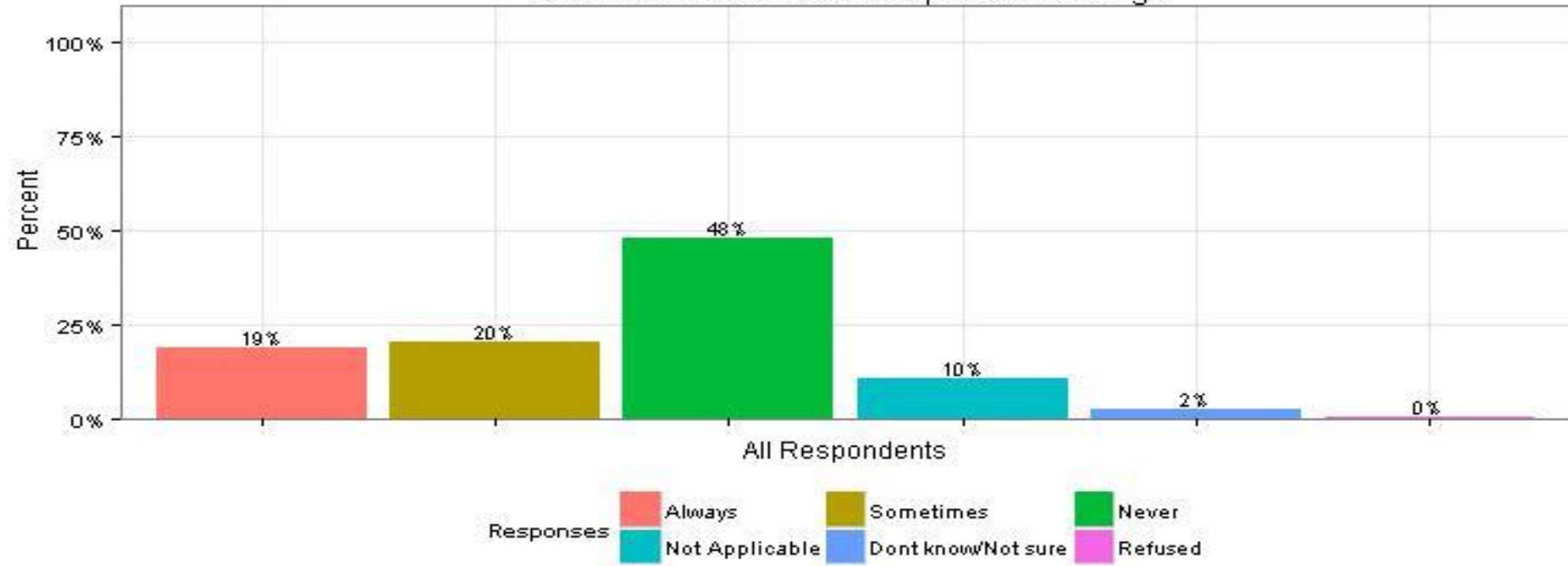
20. Please indicate tell me how routinely this household performs each of the following actions?



Turn down water heater temperature settings

All Respondents

20. Please indicate tell me how routinely this household performs each of the following actions?
Turn down water heater temperature settings



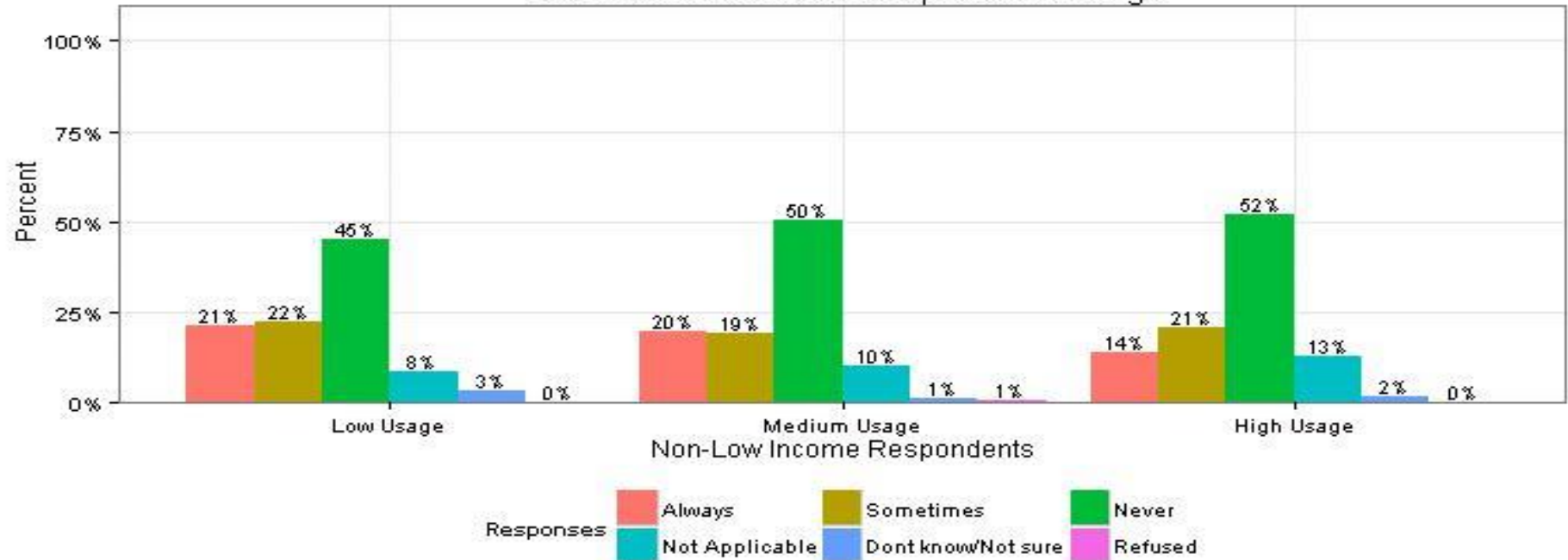
20. Please indicate tell me how routinely this household performs each of the following actions?



Turn down water heater temperature settings

Non-Low Income Respondents

20. Please indicate tell me how routinely this household performs each of the following actions?
Turn down water heater temperature settings



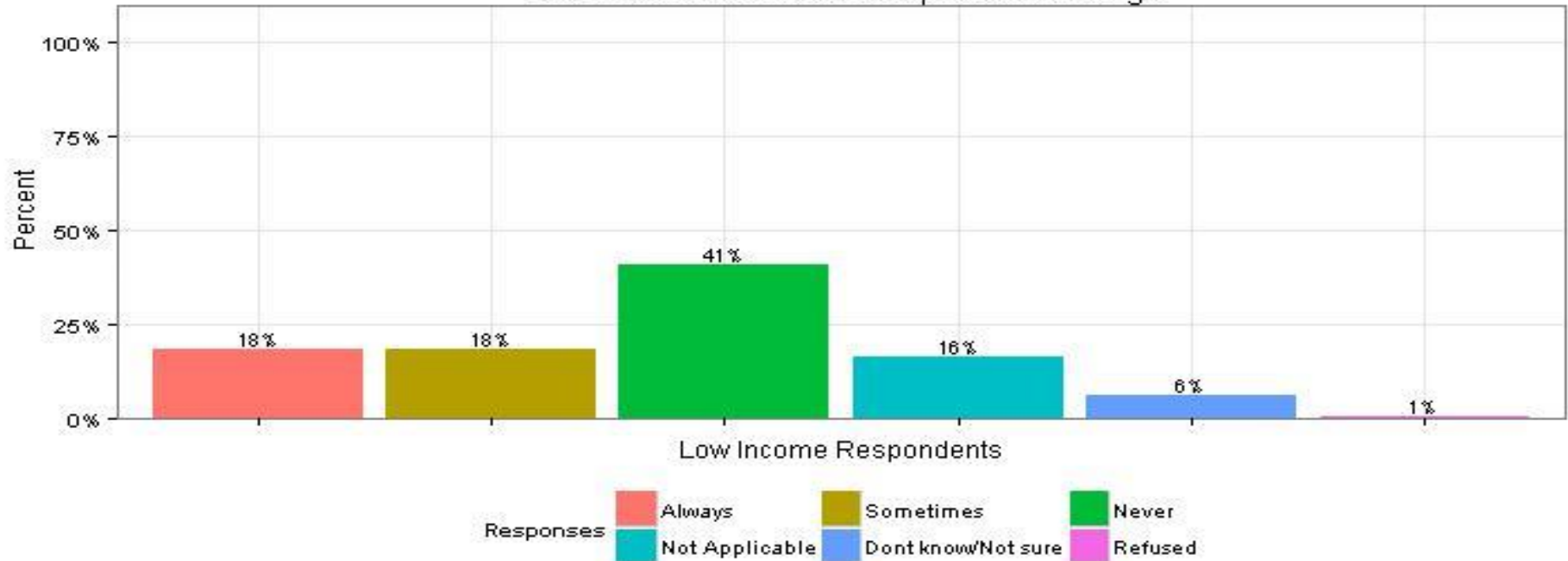
20. Please indicate tell me how routinely this household performs each of the following actions?

Turn down water heater temperature settings

Low Income Respondents



20. Please indicate tell me how routinely this household performs each of the following actions?
Turn down water heater temperature settings



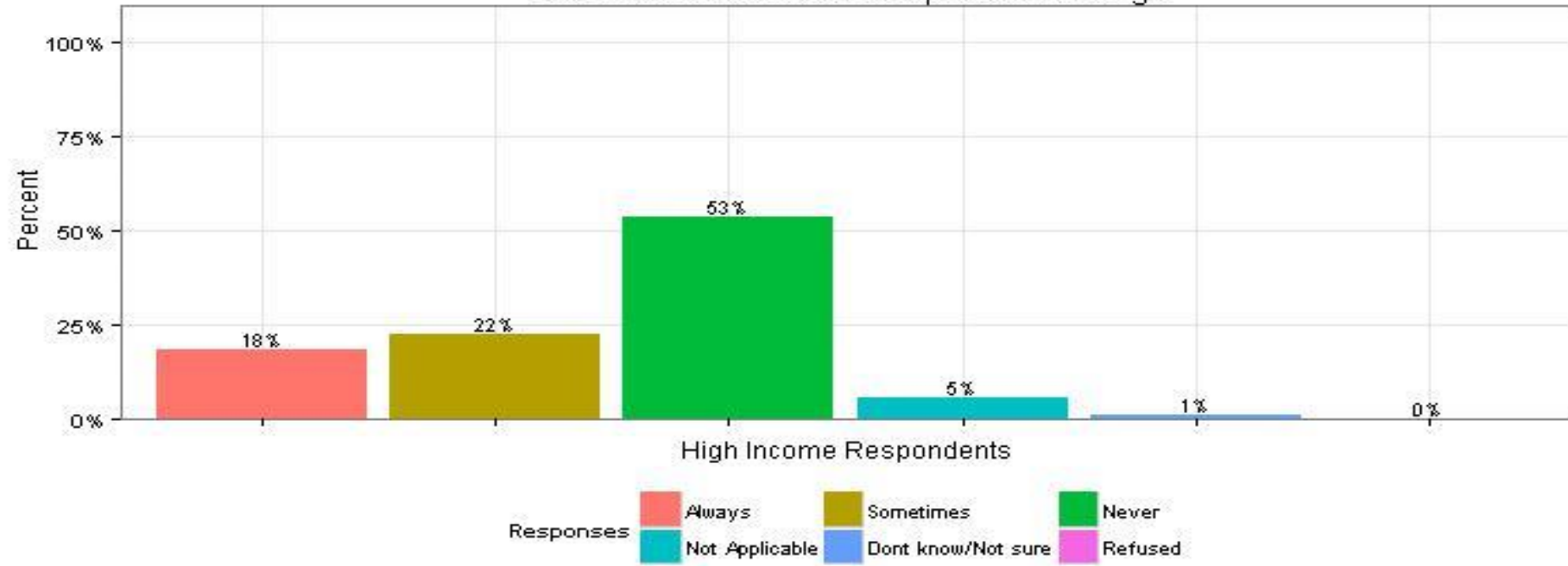
20. Please indicate tell me how routinely this household performs each of the following actions?



Turn down water heater temperature settings

High Income Respondents

20. Please indicate tell me how routinely this household performs each of the following actions?
Turn down water heater temperature settings



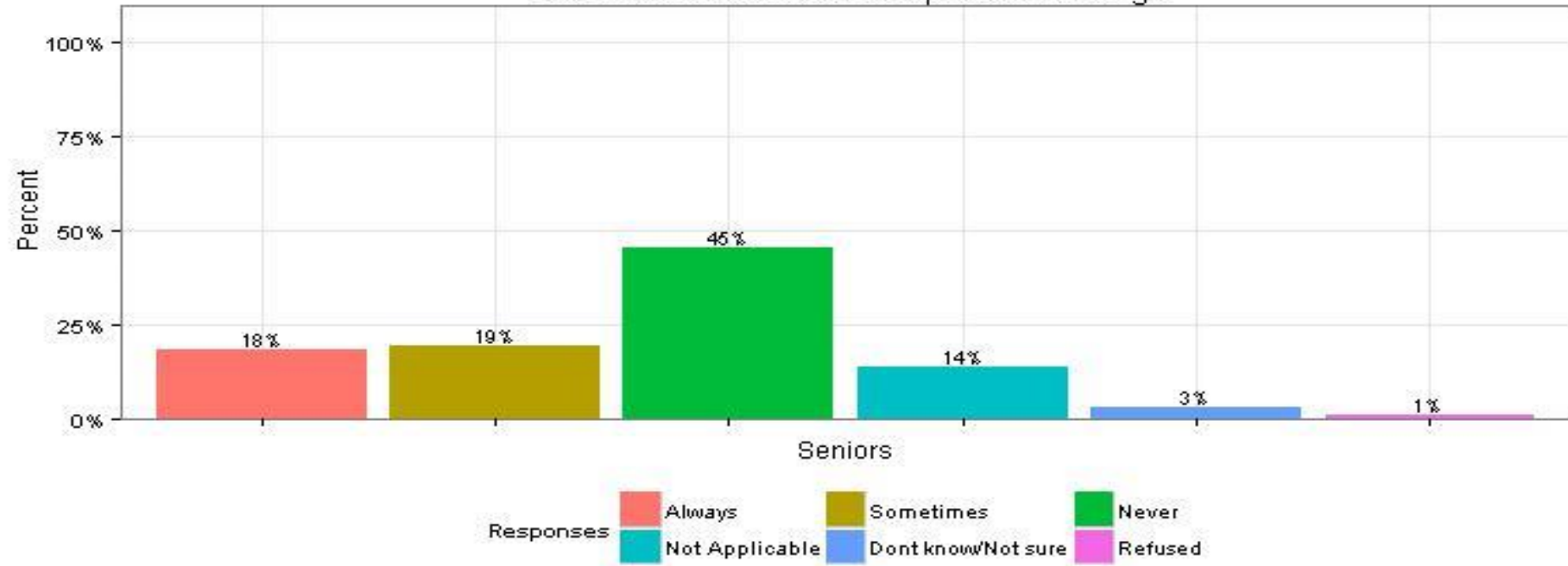
20. Please indicate tell me how routinely this household performs each of the following actions?



Turn down water heater temperature settings

Seniors

20. Please indicate tell me how routinely this household performs each of the following actions?
Turn down water heater temperature settings



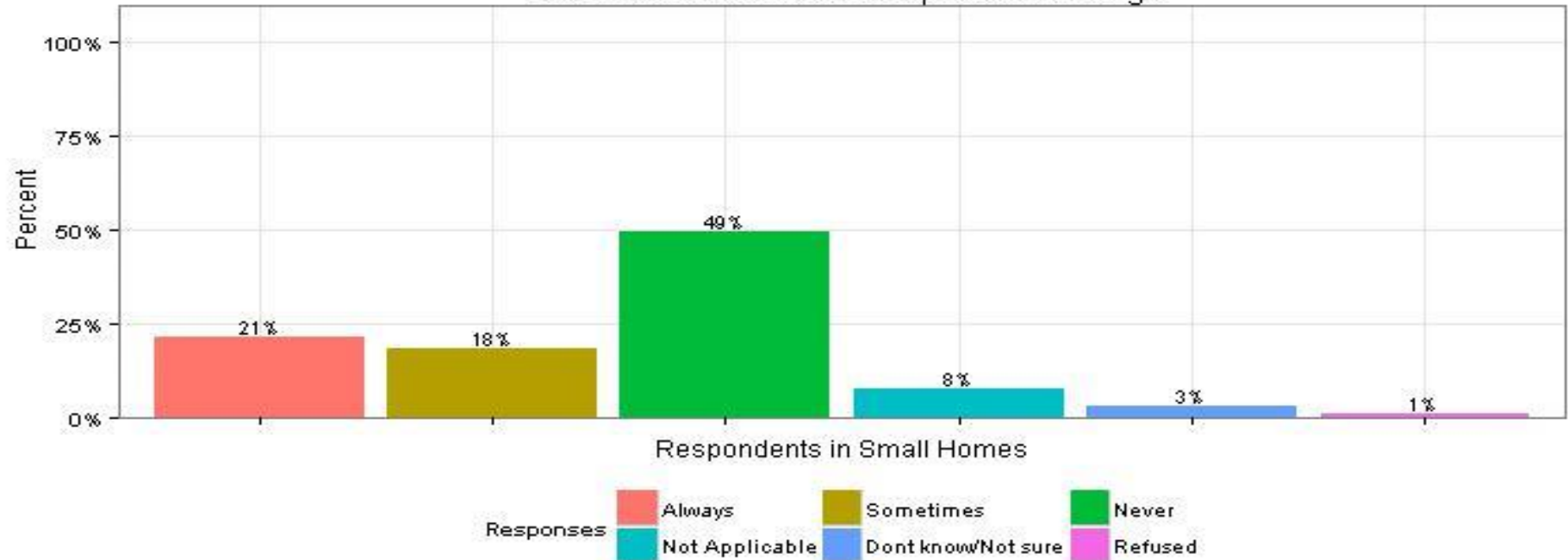
20. Please indicate tell me how routinely this household performs each of the following actions?

Turn down water heater temperature settings

Respondents in Small Homes



20. Please indicate tell me how routinely this household performs each of the following actions?
Turn down water heater temperature settings



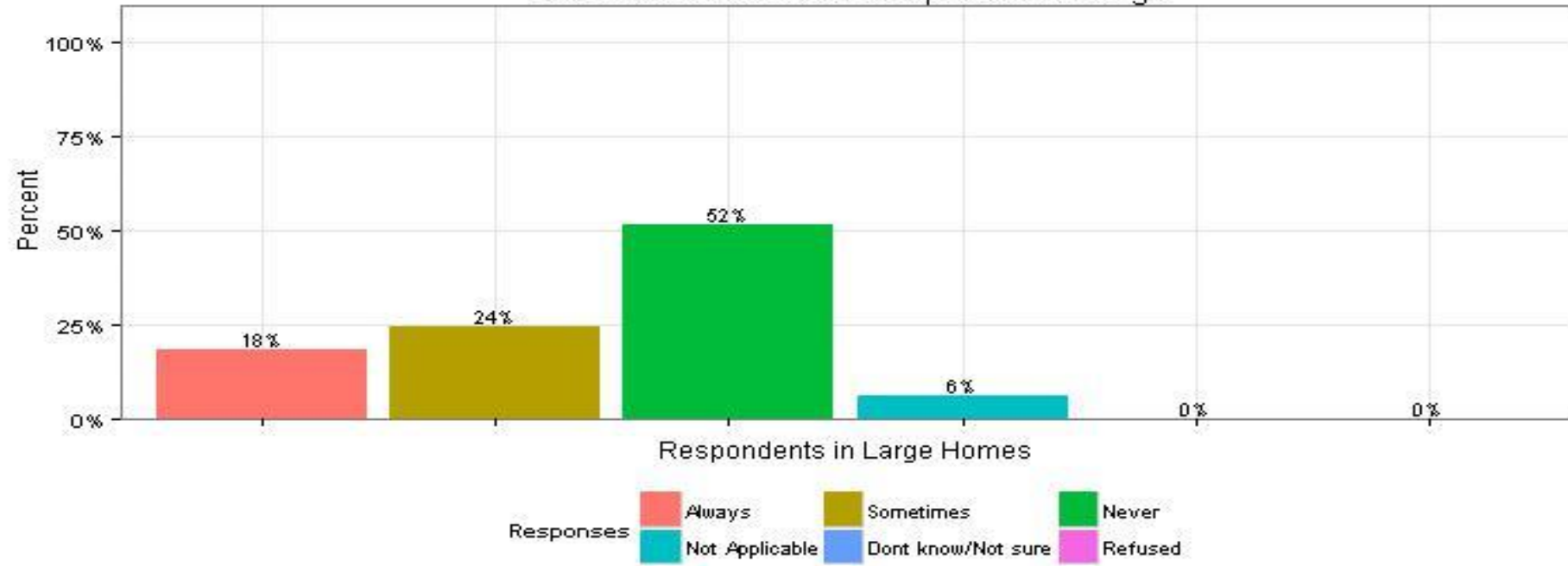
20. Please indicate tell me how routinely this household performs each of the following actions?



Turn down water heater temperature settings

Respondents in Large Homes

20. Please indicate tell me how routinely this household performs each of the following actions?
Turn down water heater temperature settings



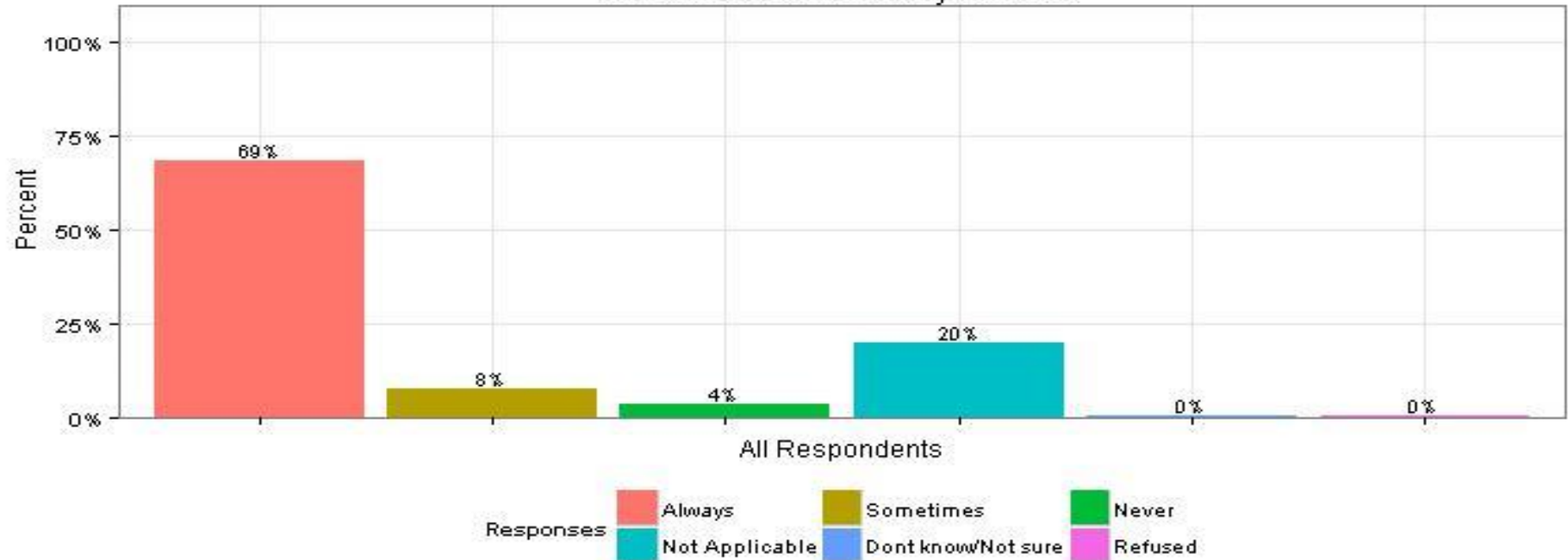
20. Please indicate tell me how routinely this household performs each of the following actions?

Run the dishwasher only when full

All Respondents



20. Please indicate tell me how routinely this household performs each of the following actions?
Run the dishwasher only when full



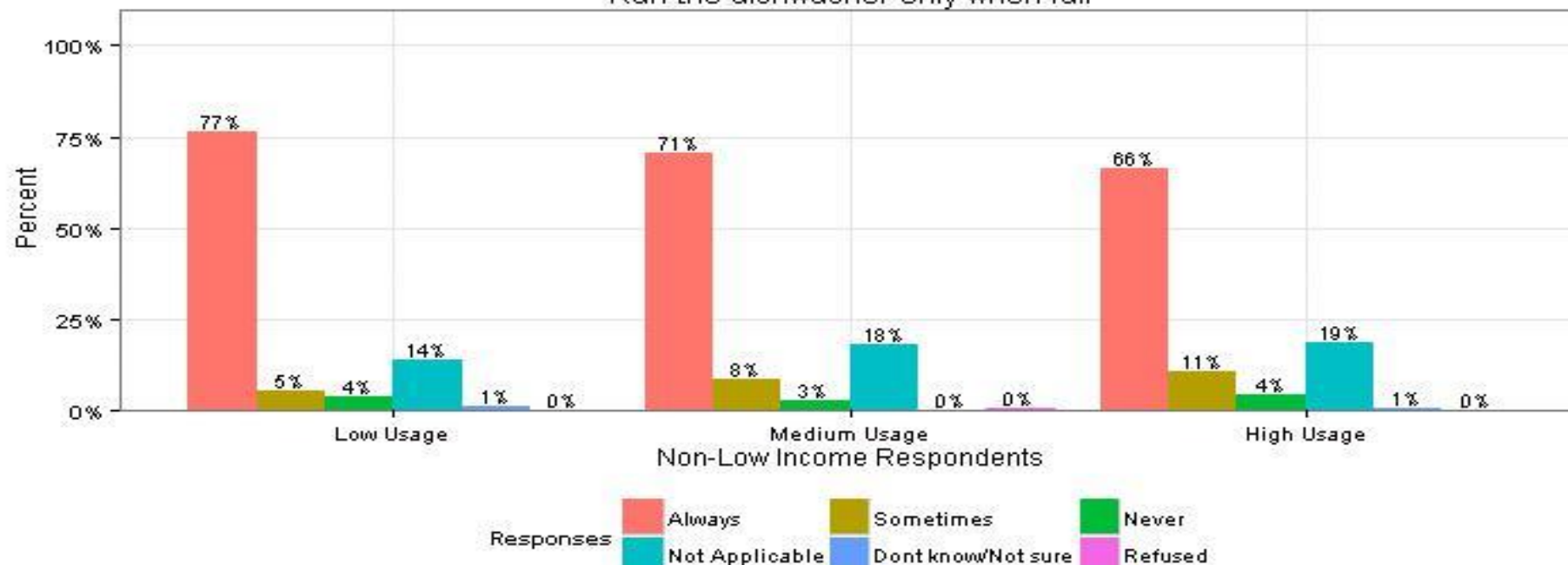
20. Please indicate tell me how routinely this household performs each of the following actions?

Run the dishwasher only when full

Non-Low Income Respondents



20. Please indicate tell me how routinely this household performs each of the following actions?
Run the dishwasher only when full



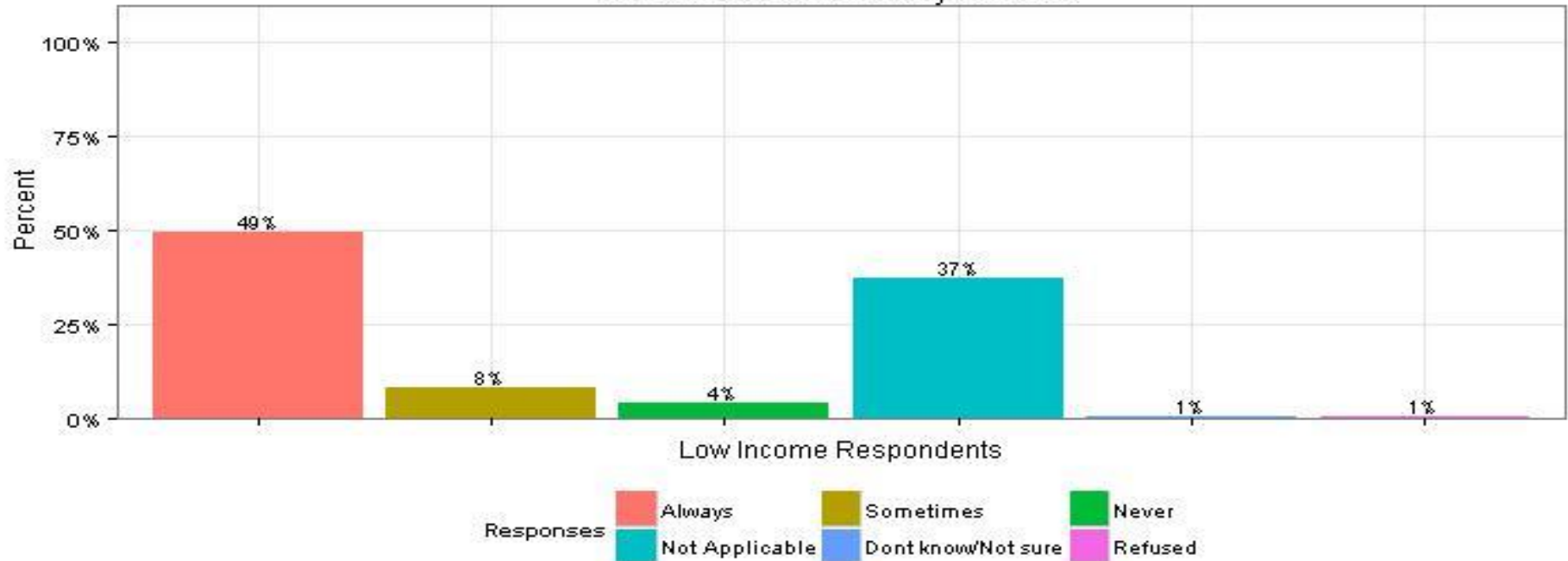
20. Please indicate tell me how routinely this household performs each of the following actions?

Run the dishwasher only when full

Low Income Respondents



20. Please indicate tell me how routinely this household performs each of the following actions?
Run the dishwasher only when full



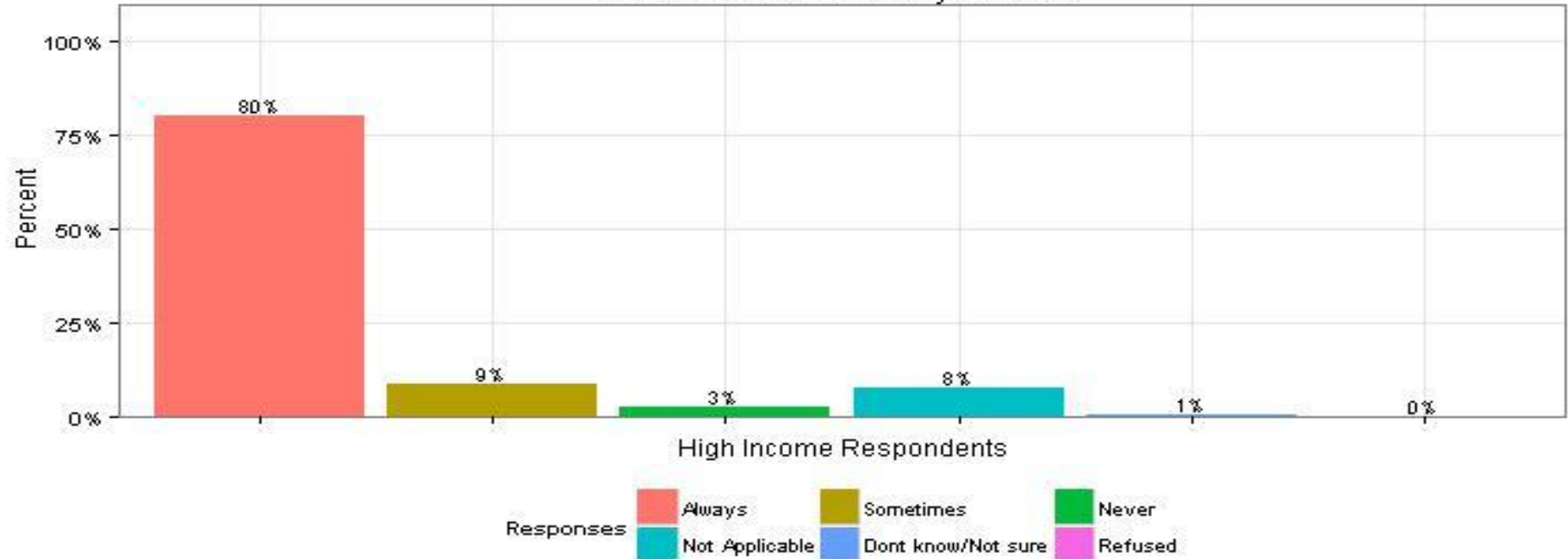
20. Please indicate tell me how routinely this household performs each of the following actions?

Run the dishwasher only when full

High Income Respondents



20. Please indicate tell me how routinely this household performs each of the following actions?
Run the dishwasher only when full



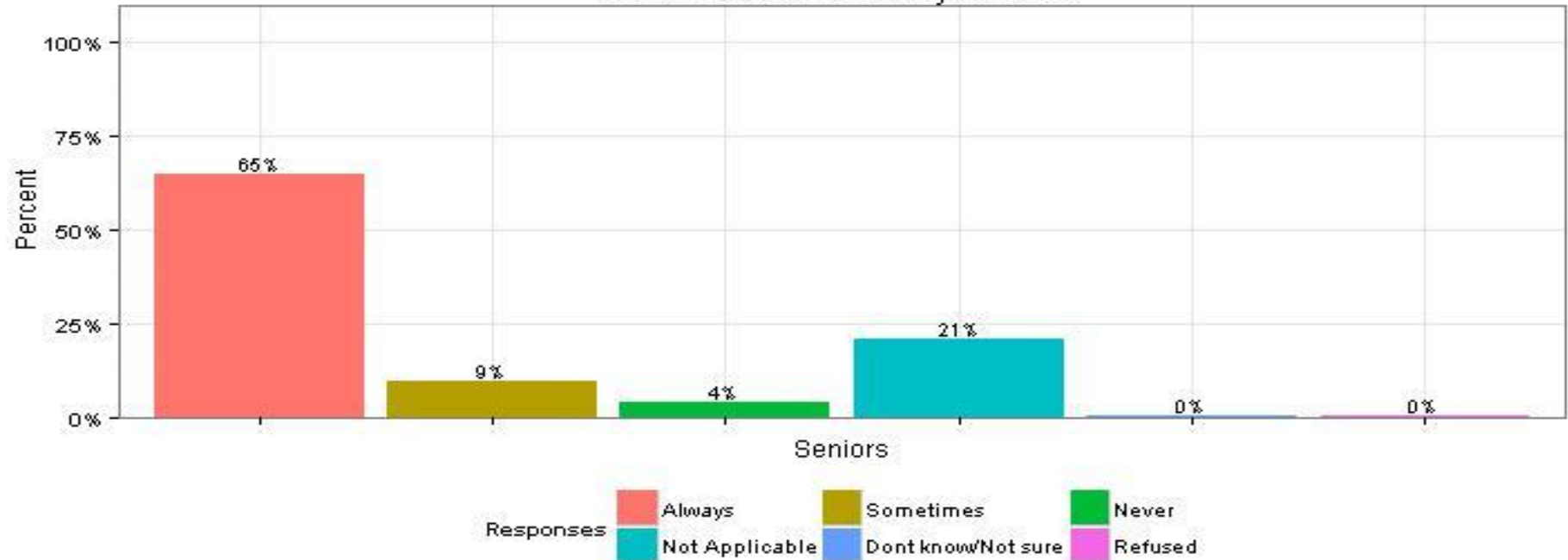
20. Please indicate tell me how routinely this household performs each of the following actions?

Run the dishwasher only when full

Seniors



20. Please indicate tell me how routinely this household performs each of the following actions?
Run the dishwasher only when full



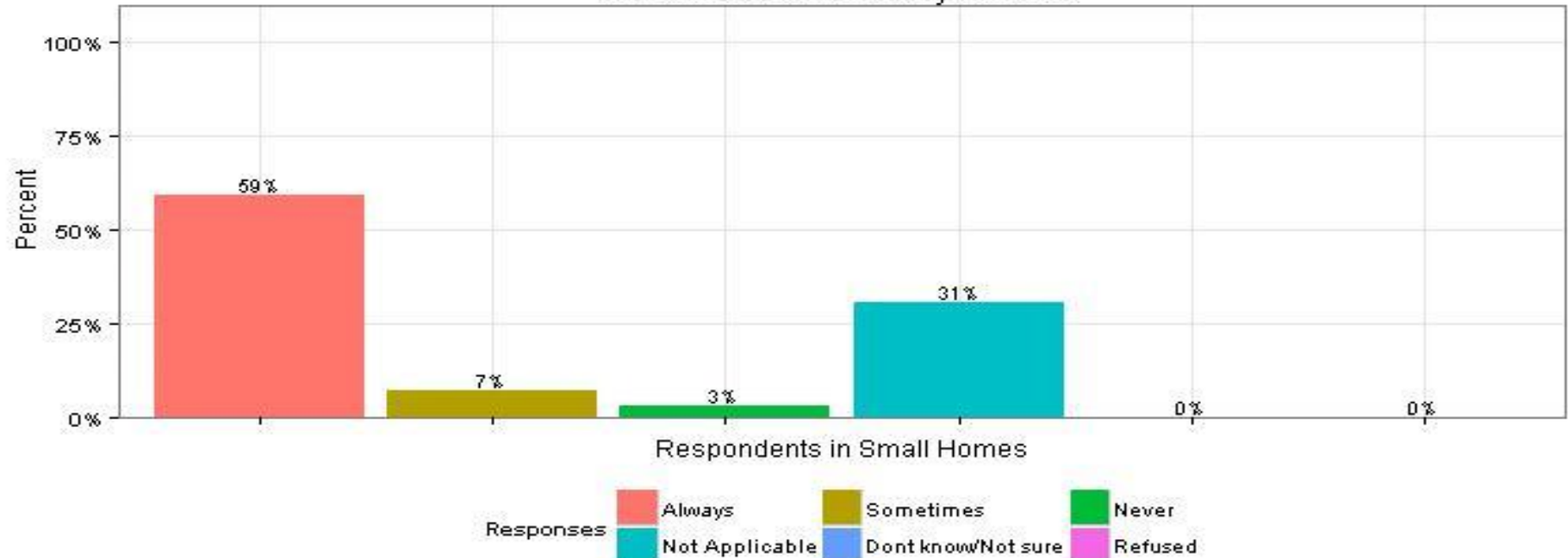
20. Please indicate tell me how routinely this household performs each of the following actions?

Run the dishwasher only when full

Respondents in Small Homes



20. Please indicate tell me how routinely this household performs each of the following actions?
Run the dishwasher only when full



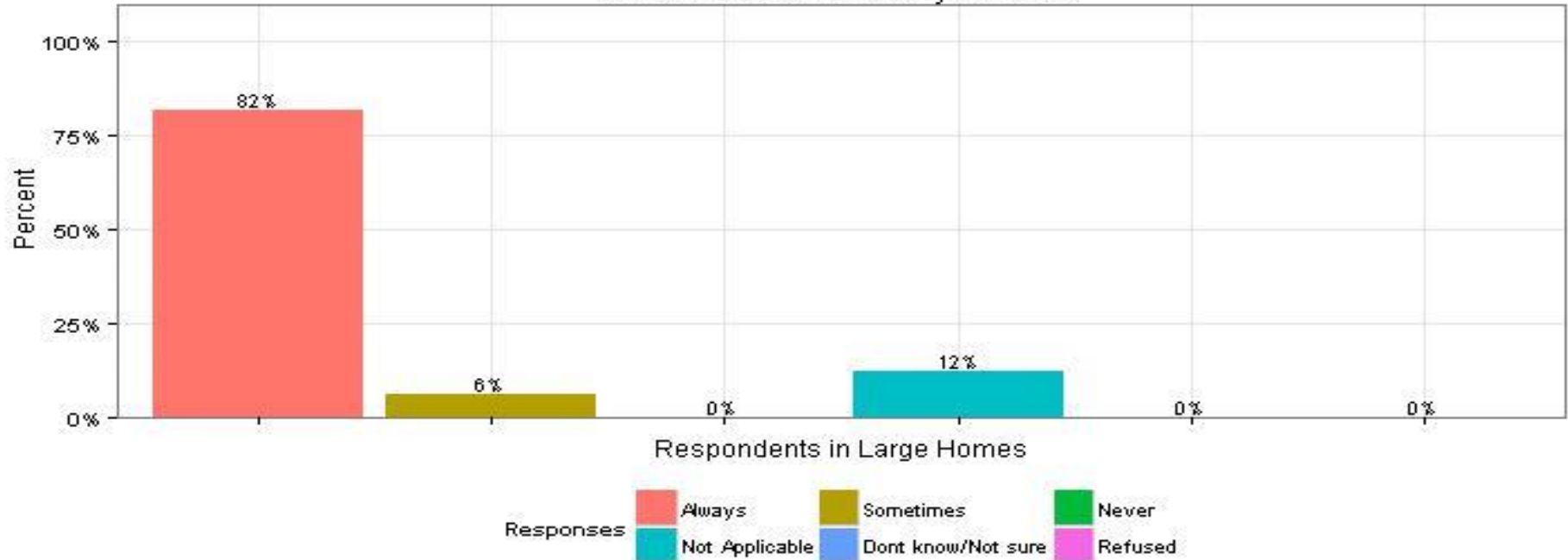
20. Please indicate tell me how routinely this household performs each of the following actions?

Run the dishwasher only when full

Respondents in Large Homes



20. Please indicate tell me how routinely this household performs each of the following actions?
Run the dishwasher only when full



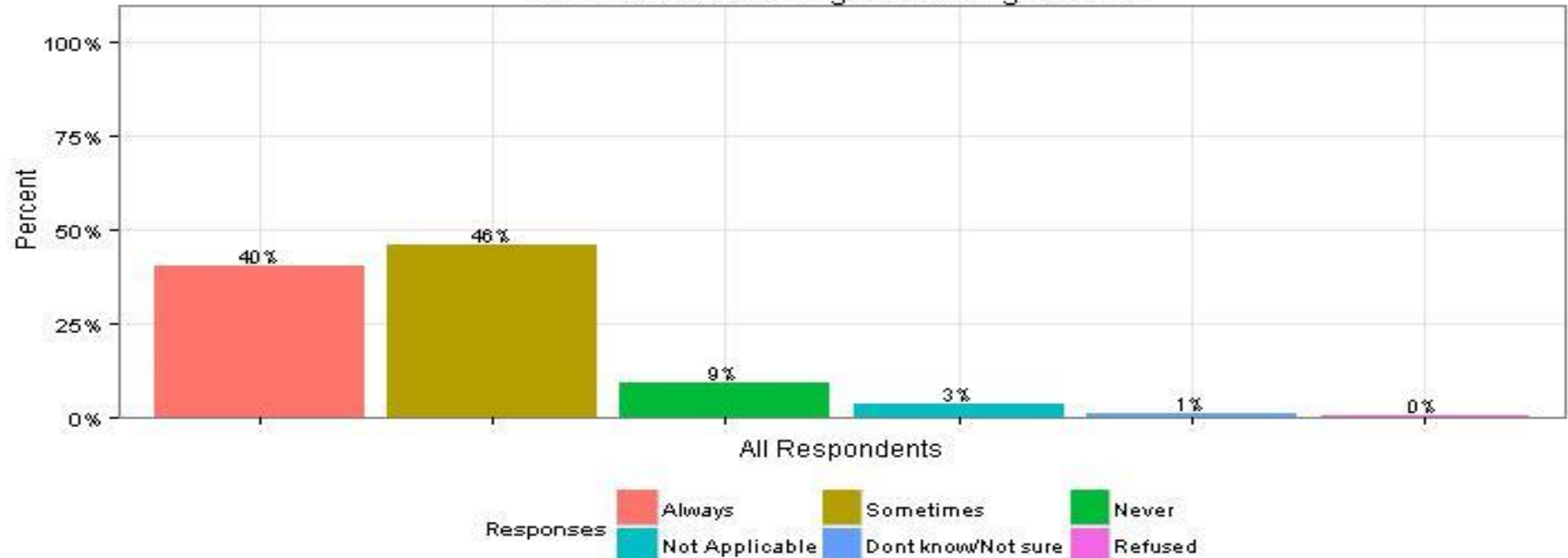
20. Please indicate tell me how routinely this household performs each of the following actions?

Use cold water settings in washing machine

All Respondents



20. Please indicate tell me how routinely this household performs each of the following actions?
Use cold water settings in washing machine



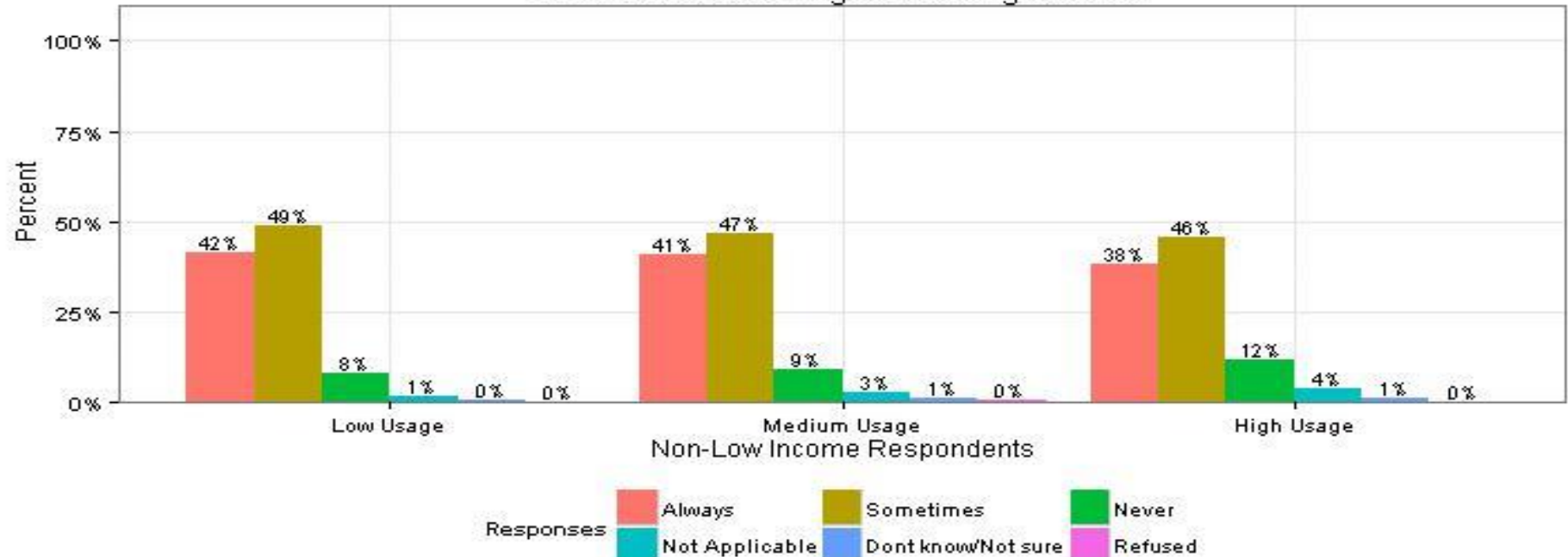
20. Please indicate tell me how routinely this household performs each of the following actions?

Use cold water settings in washing machine

Non-Low Income Respondents



20. Please indicate tell me how routinely this household performs each of the following actions?
Use cold water settings in washing machine



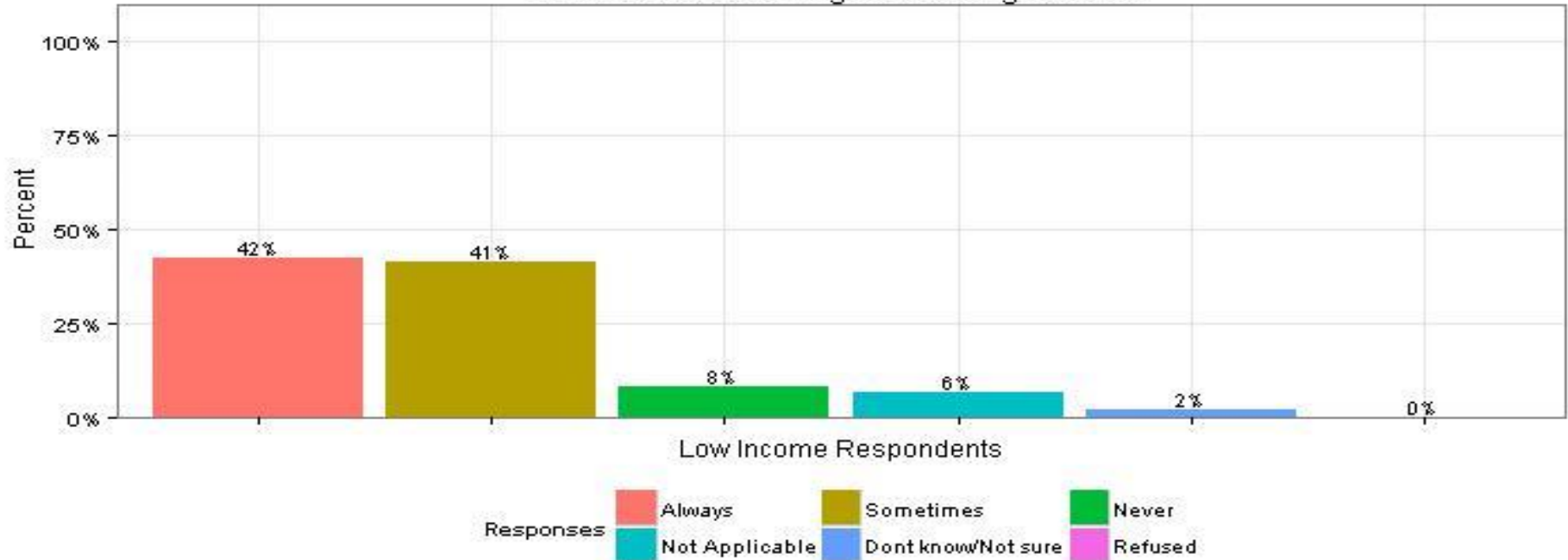
20. Please indicate tell me how routinely this household performs each of the following actions?

Use cold water settings in washing machine

Low Income Respondents



20. Please indicate tell me how routinely this household performs each of the following actions?
Use cold water settings in washing machine



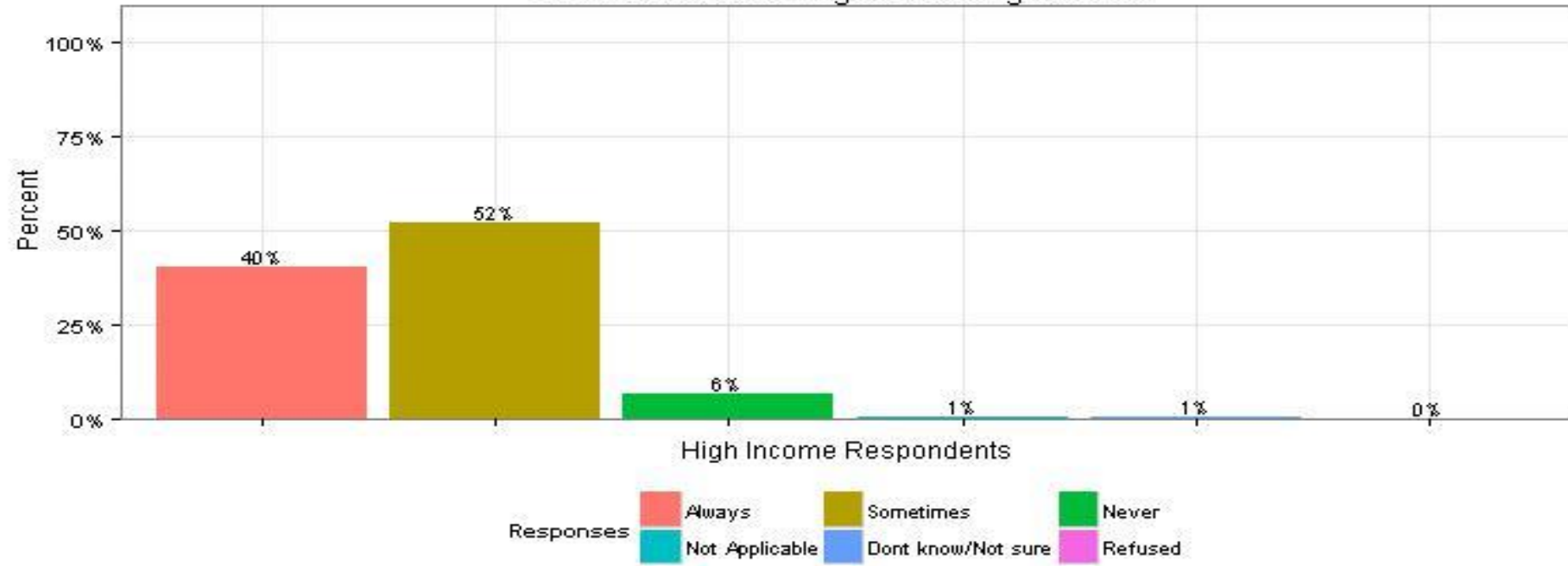
20. Please indicate tell me how routinely this household performs each of the following actions?



Use cold water settings in washing machine

High Income Respondents

20. Please indicate tell me how routinely this household performs each of the following actions?
Use cold water settings in washing machine



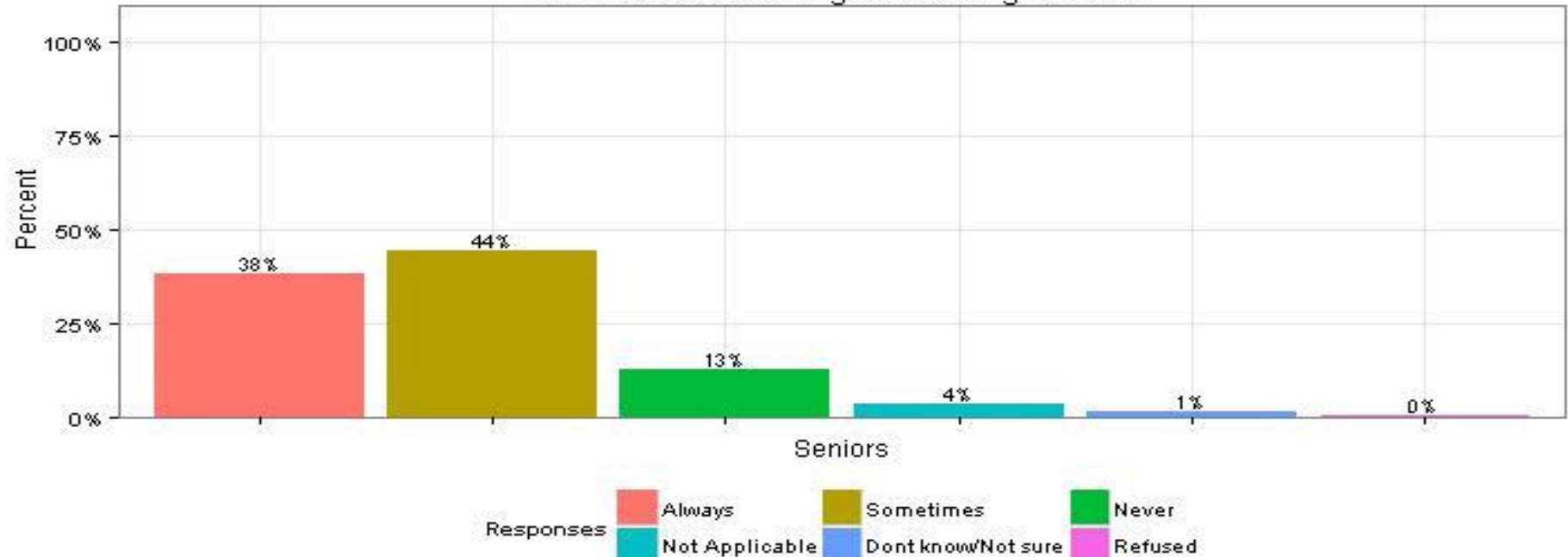
20. Please indicate tell me how routinely this household performs each of the following actions?

Use cold water settings in washing machine

Seniors



20. Please indicate tell me how routinely this household performs each of the following actions?
Use cold water settings in washing machine



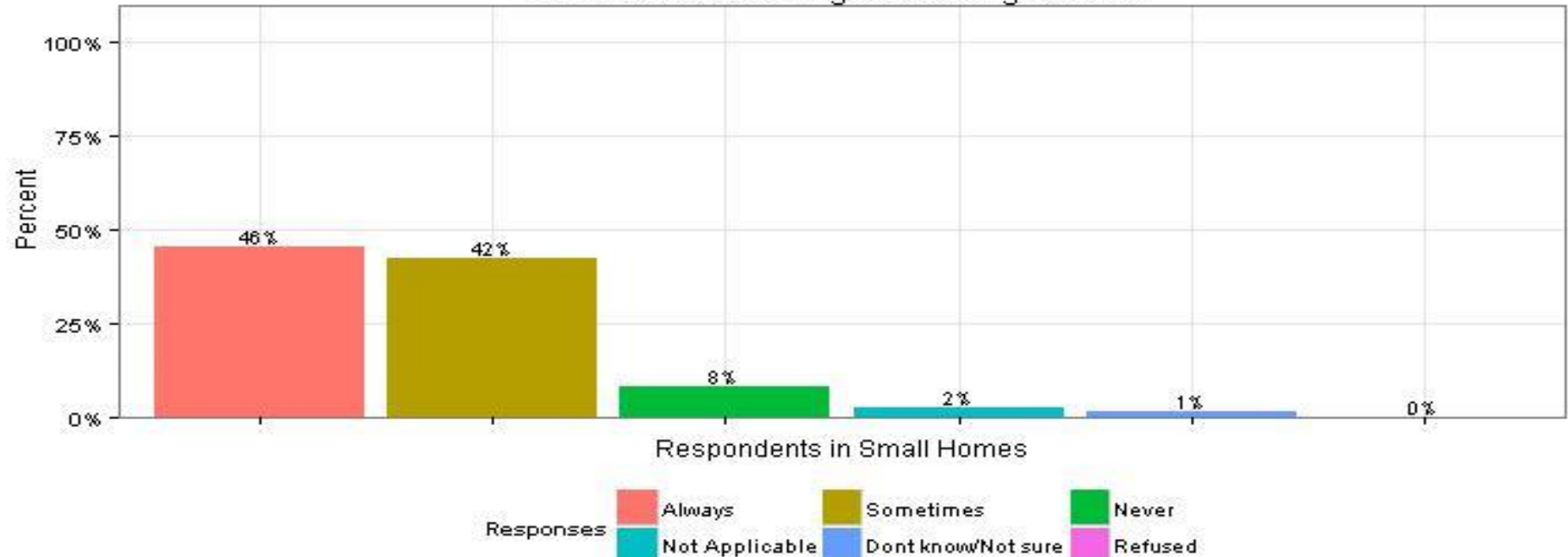
20. Please indicate tell me how routinely this household performs each of the following actions?



Use cold water settings in washing machine

Respondents in Small Homes

20. Please indicate tell me how routinely this household performs each of the following actions?
Use cold water settings in washing machine



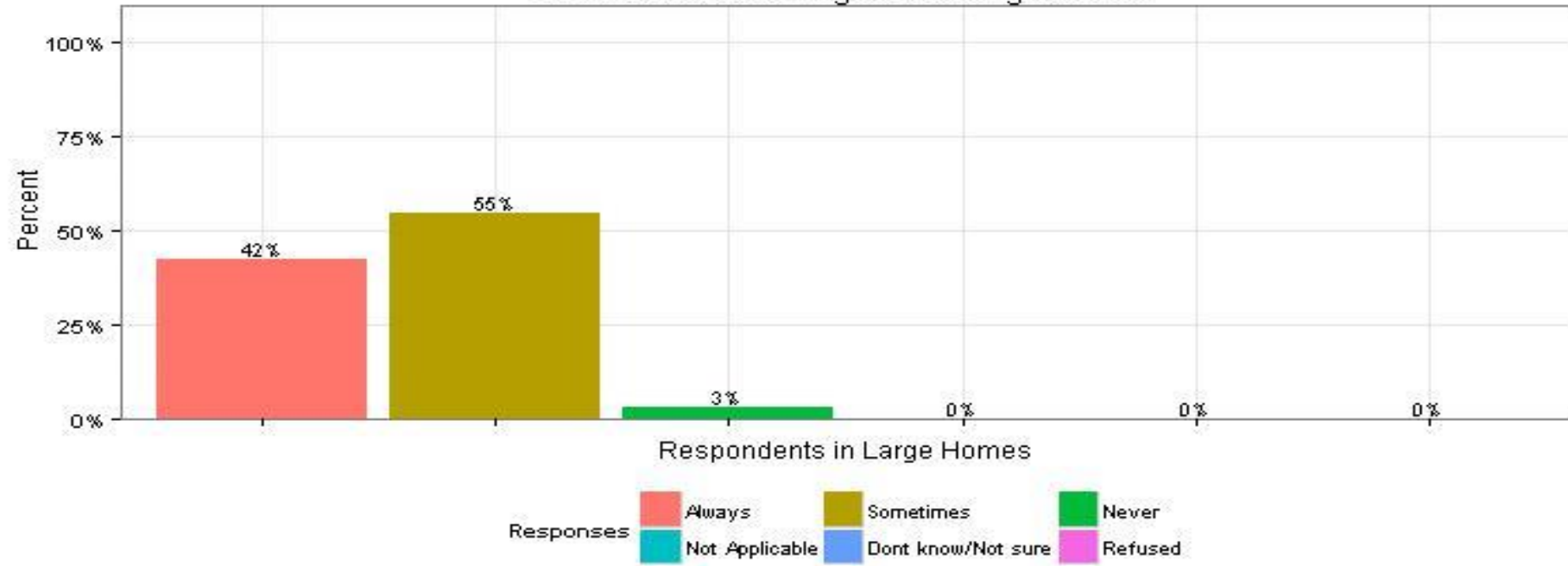
20. Please indicate tell me how routinely this household performs each of the following actions?



Use cold water settings in washing machine

Respondents in Large Homes

20. Please indicate tell me how routinely this household performs each of the following actions?
Use cold water settings in washing machine

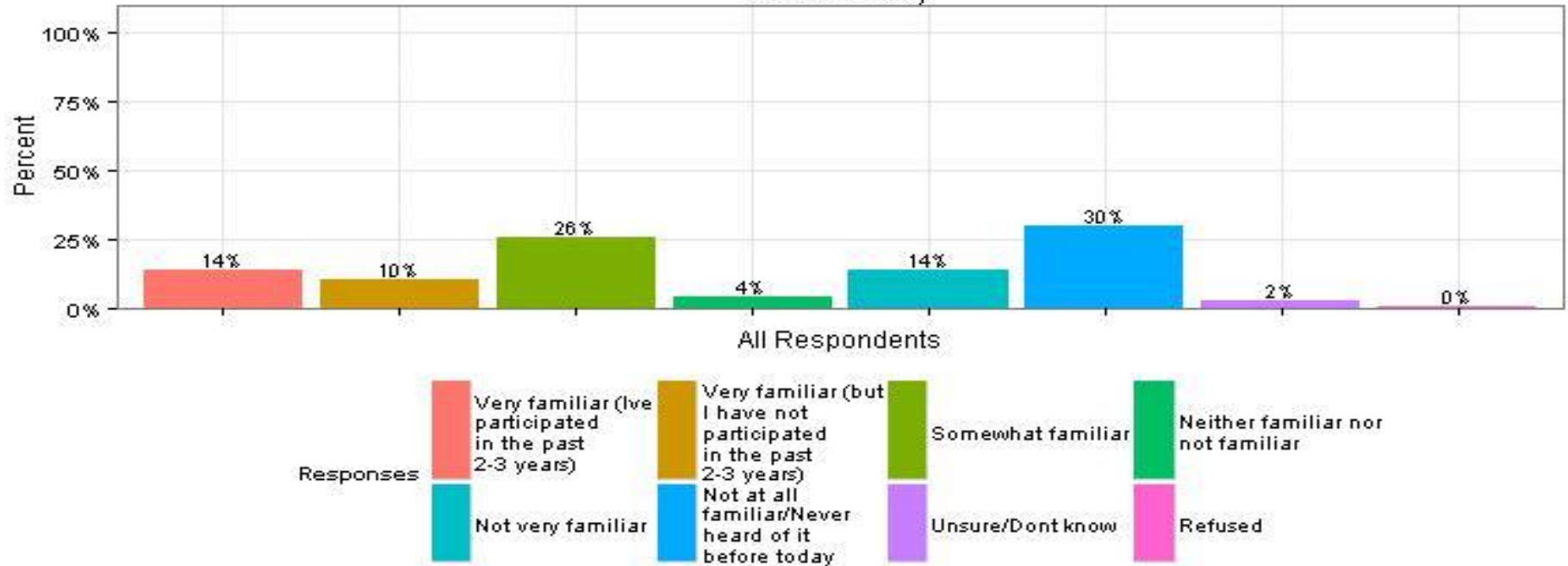


21. How familiar are you with Rebate Program (e.g., CFLs, appliances, thermostats)

All Respondents



21. How familiar are you with Rebate Program (e.g., CFLs, appliances, thermostats)

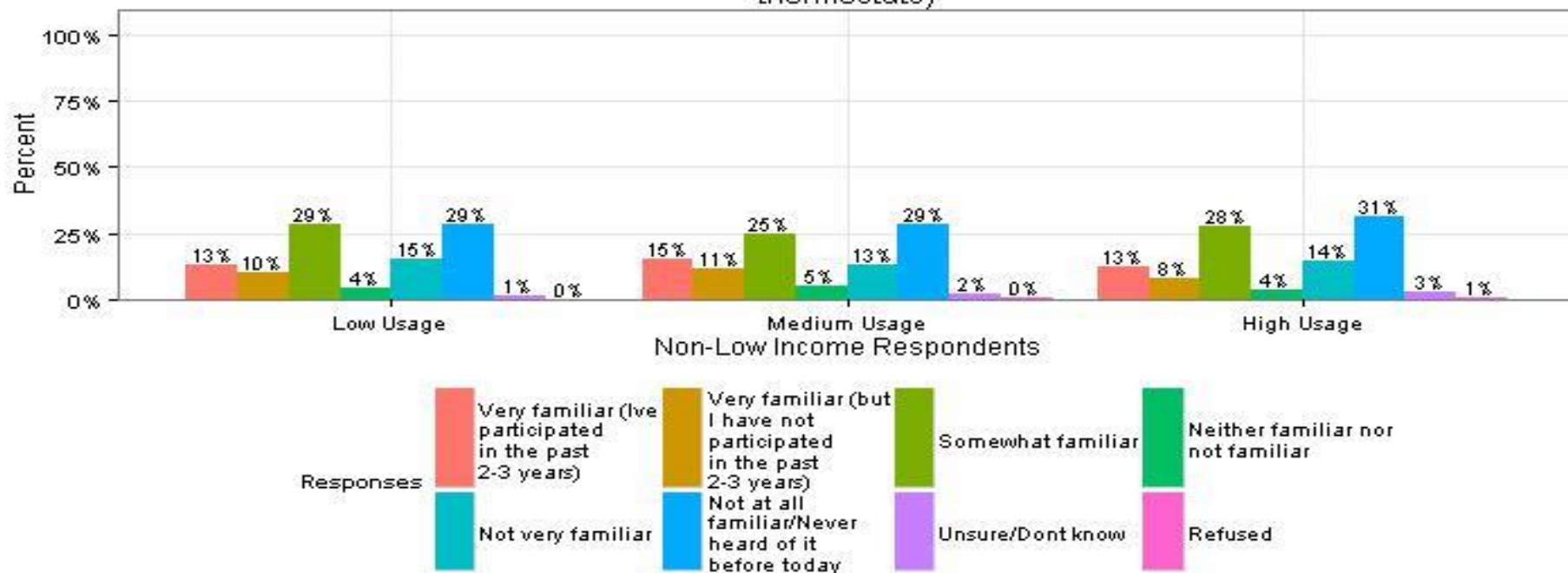


21. How familiar are you with Rebate Program (e.g., CFLs, appliances, thermostats)

Non-Low Income Respondents



21. How familiar are you with Rebate Program (e.g., CFLs, appliances, thermostats)

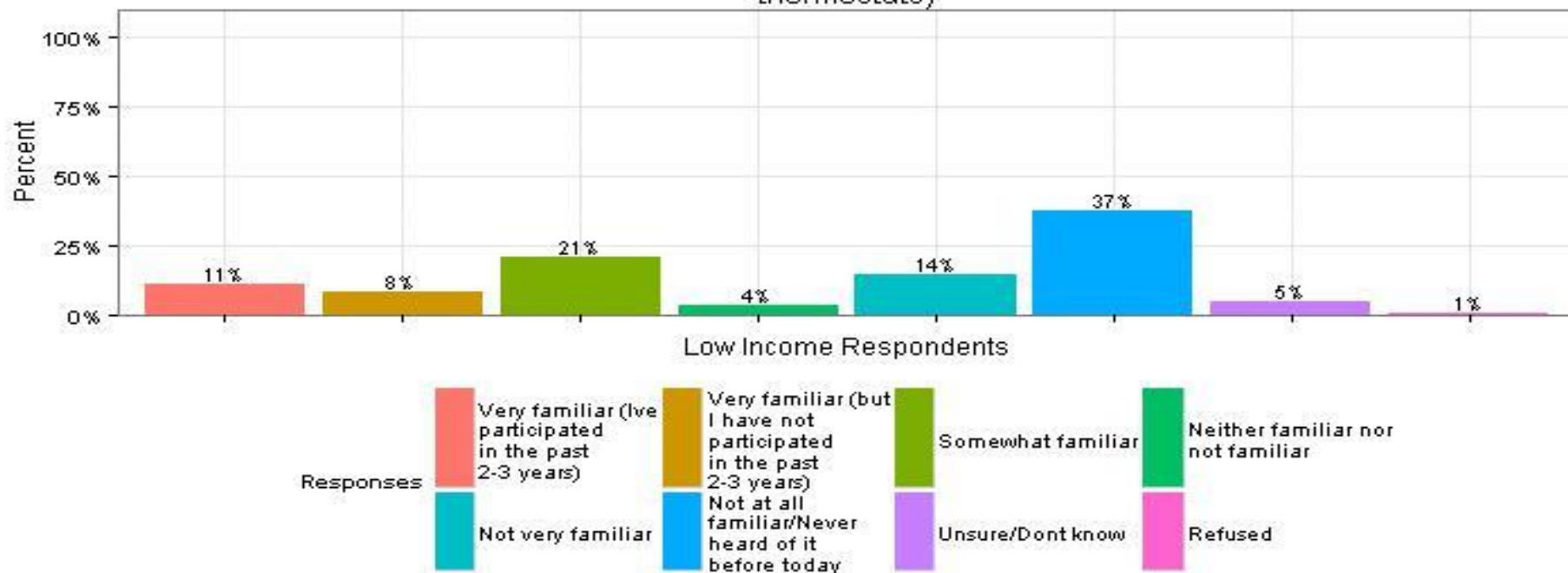


21. How familiar are you with Rebate Program (e.g., CFLs, appliances, thermostats)

Low Income Respondents



21. How familiar are you with Rebate Program (e.g., CFLs, appliances, thermostats)

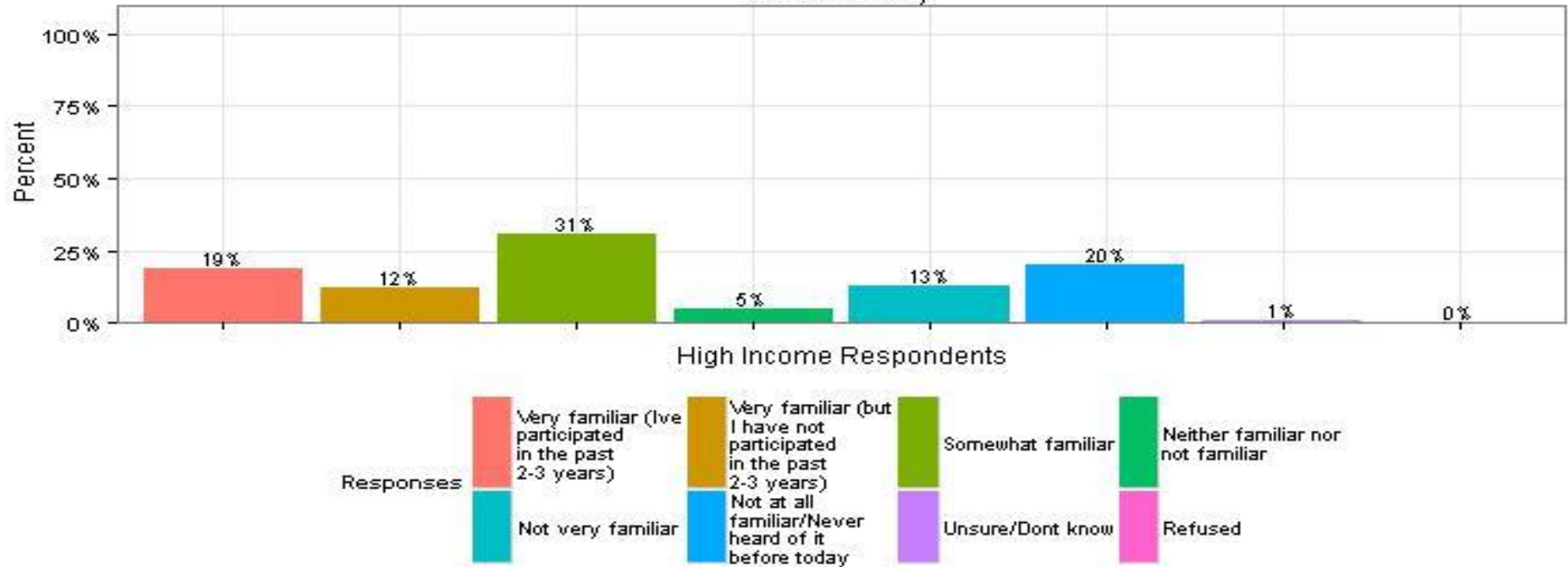


21. How familiar are you with Rebate Program (e.g., CFLs, appliances, thermostats)

High Income Respondents



21. How familiar are you with Rebate Program (e.g., CFLs, appliances, thermostats)

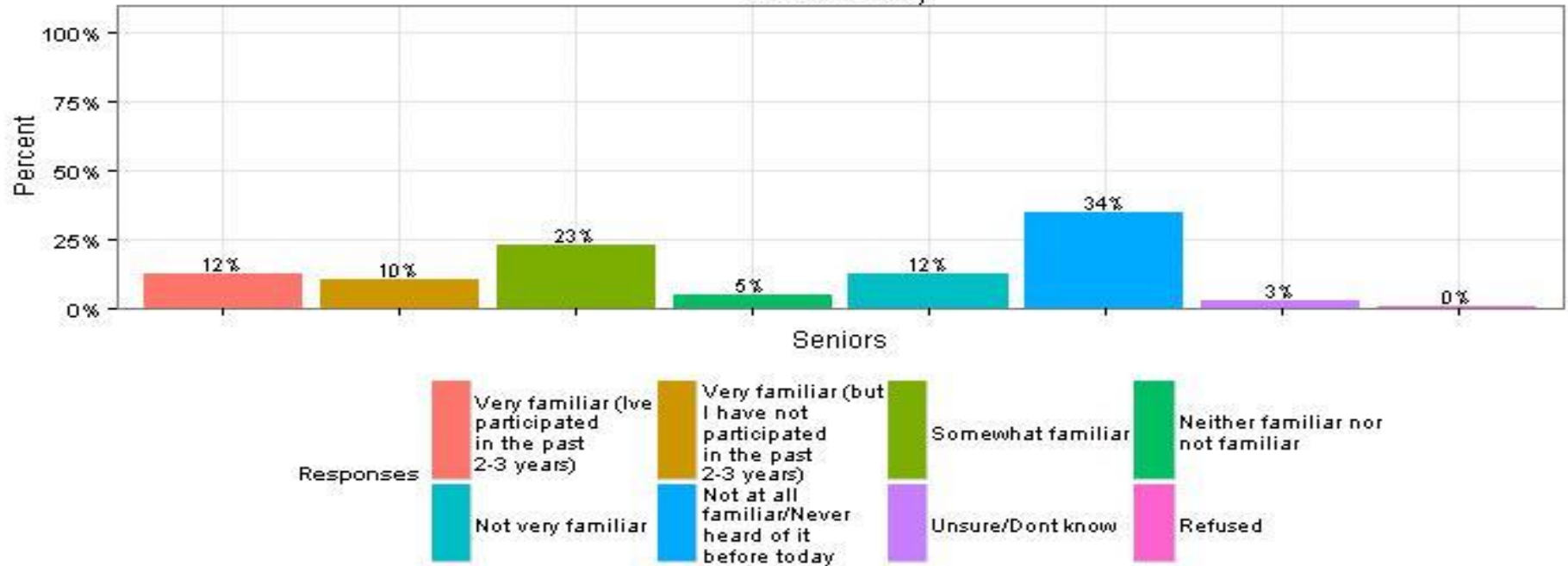


21. How familiar are you with Rebate Program (e.g., CFLs, appliances, thermostats)

Seniors



21. How familiar are you with Rebate Program (e.g., CFLs, appliances, thermostats)

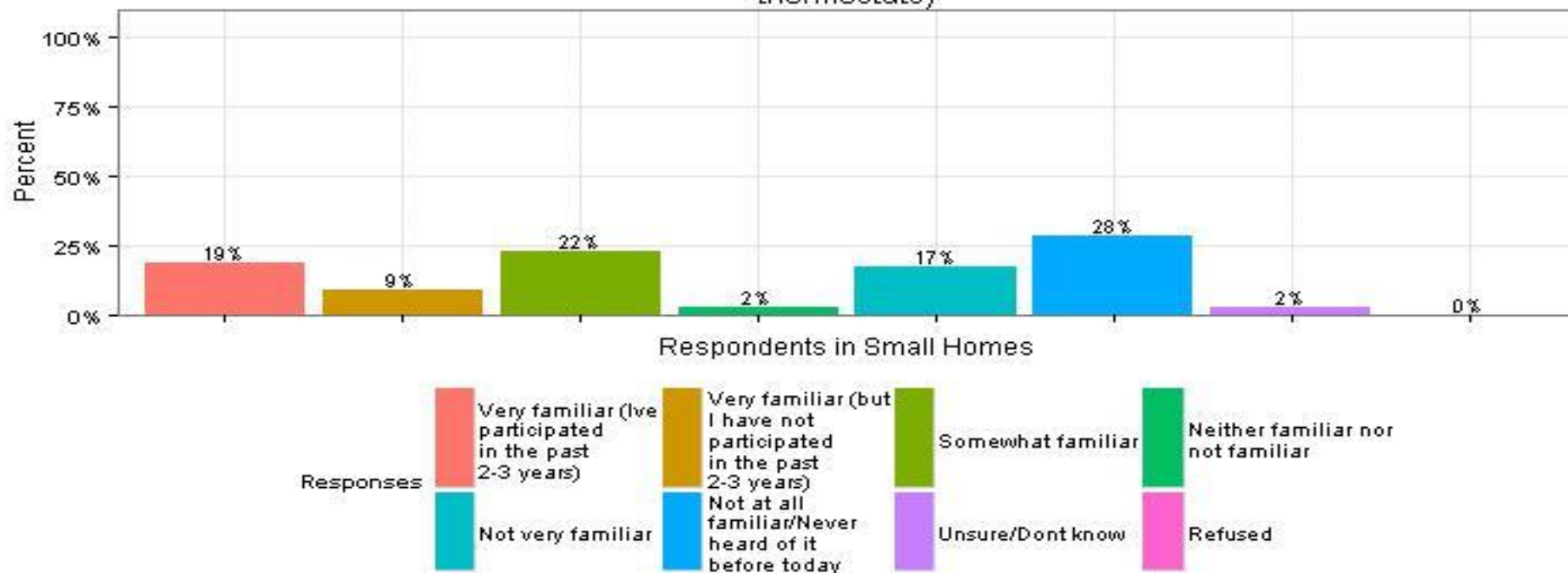


21. How familiar are you with Rebate Program (e.g., CFLs, appliances, thermostats)

Respondents in Small Homes



21. How familiar are you with Rebate Program (e.g., CFLs, appliances, thermostats)

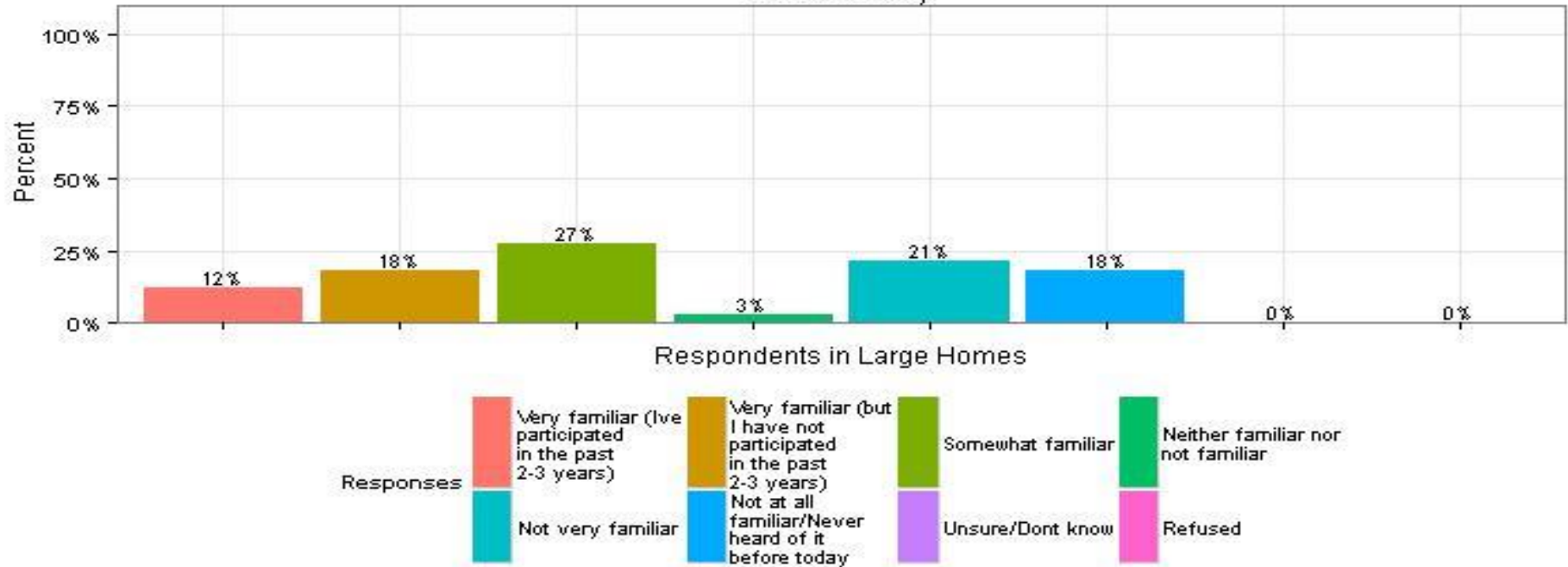


21. How familiar are you with Rebate Program (e.g., CFLs, appliances, thermostats)

Respondents in Large Homes



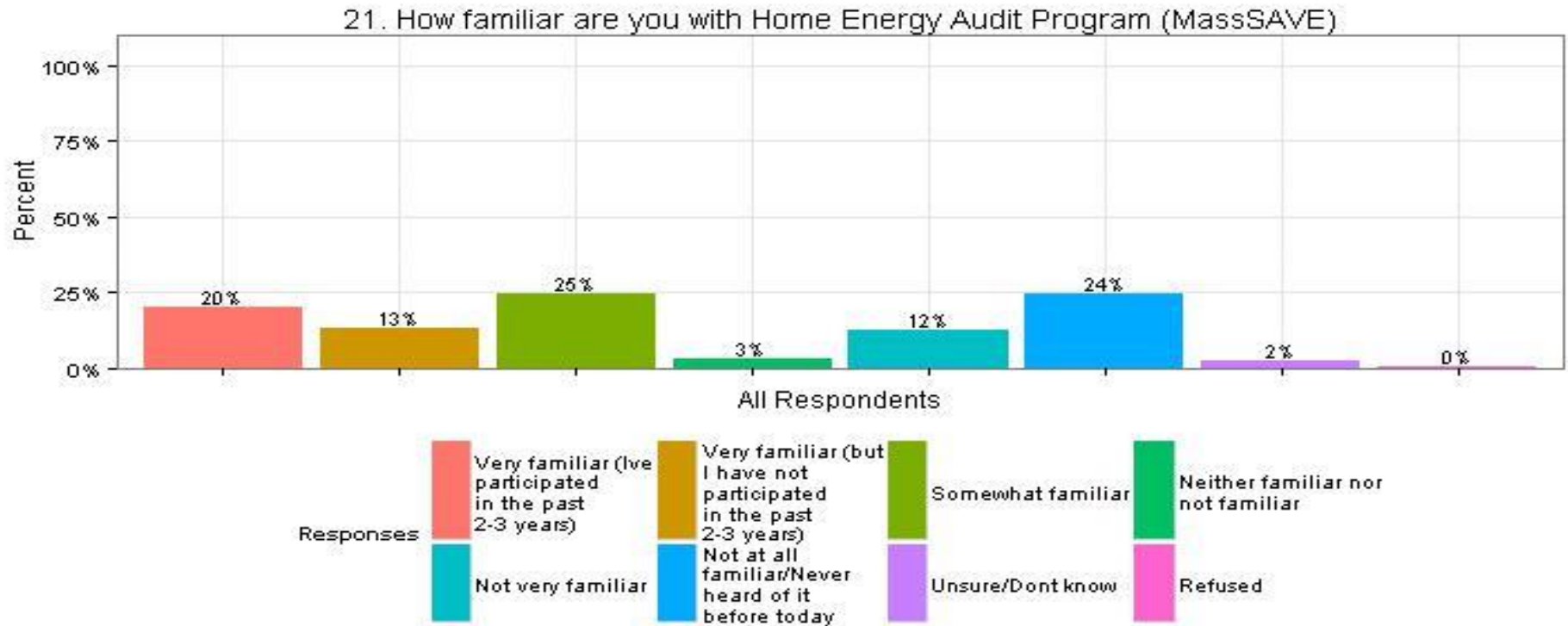
21. How familiar are you with Rebate Program (e.g., CFLs, appliances, thermostats)





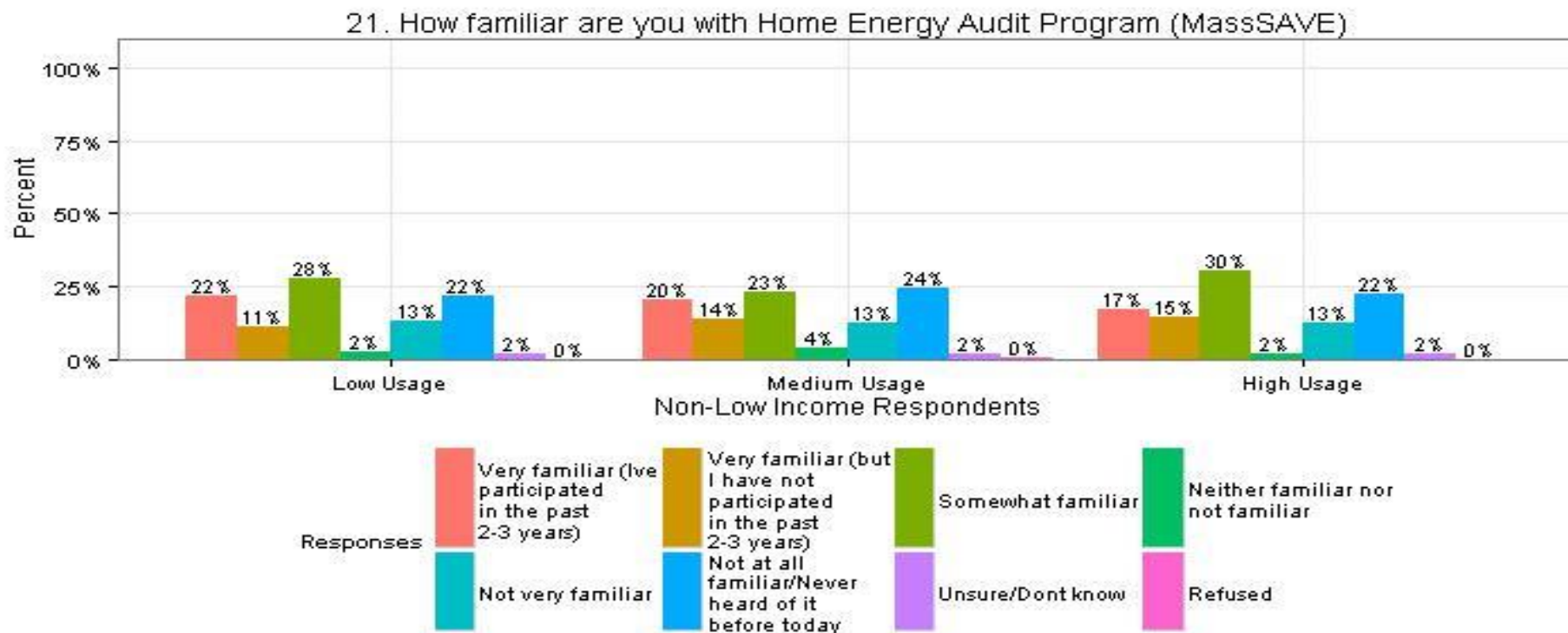
21. How familiar are you with Home Energy Audit Program (MassSAVE)

All Respondents



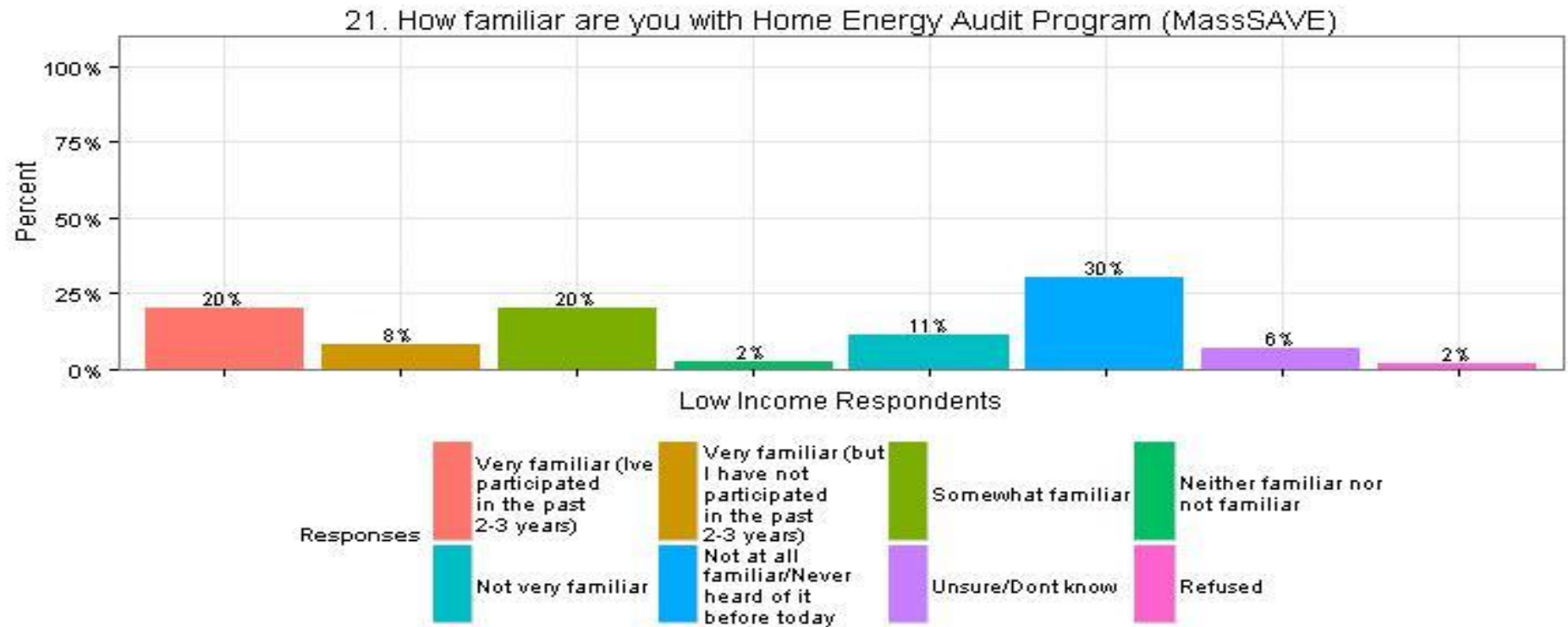


21. How familiar are you with Home Energy Audit Program (MassSAVE) Non-Low Income Respondents





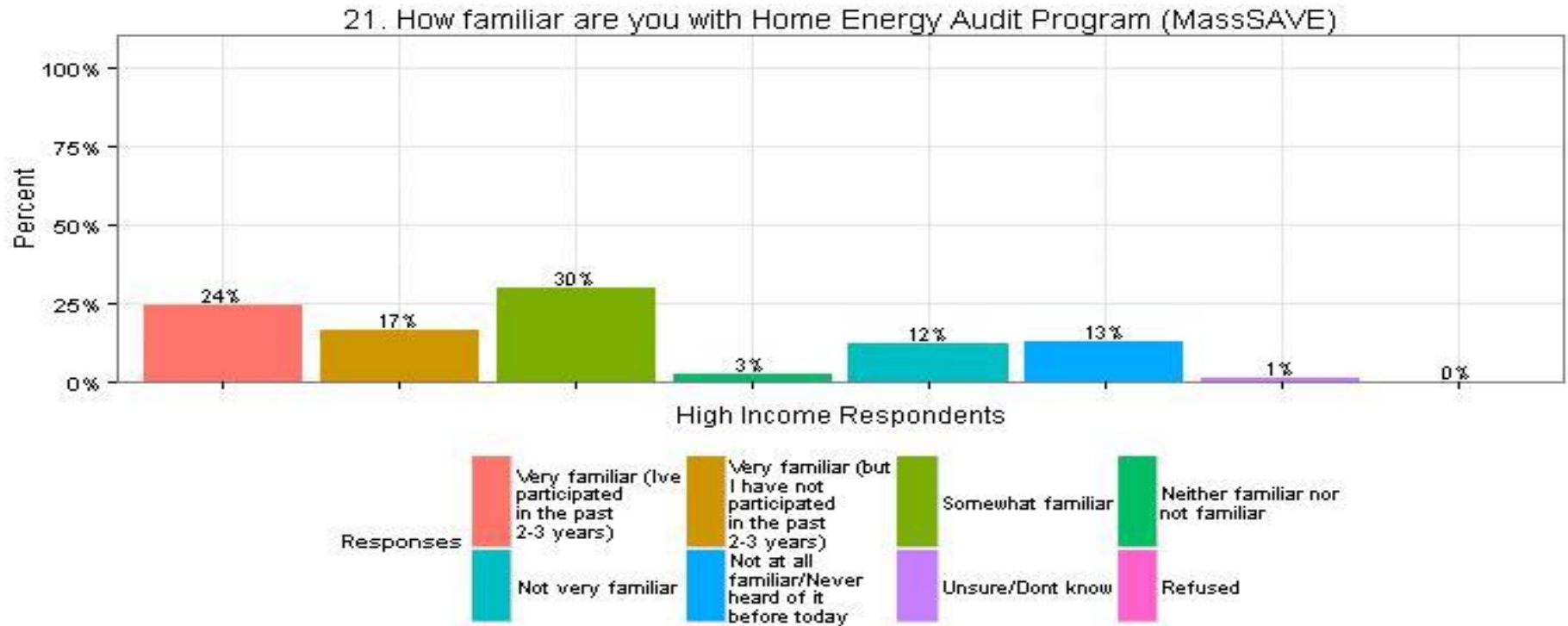
21. How familiar are you with Home Energy Audit Program (MassSAVE) Low Income Respondents





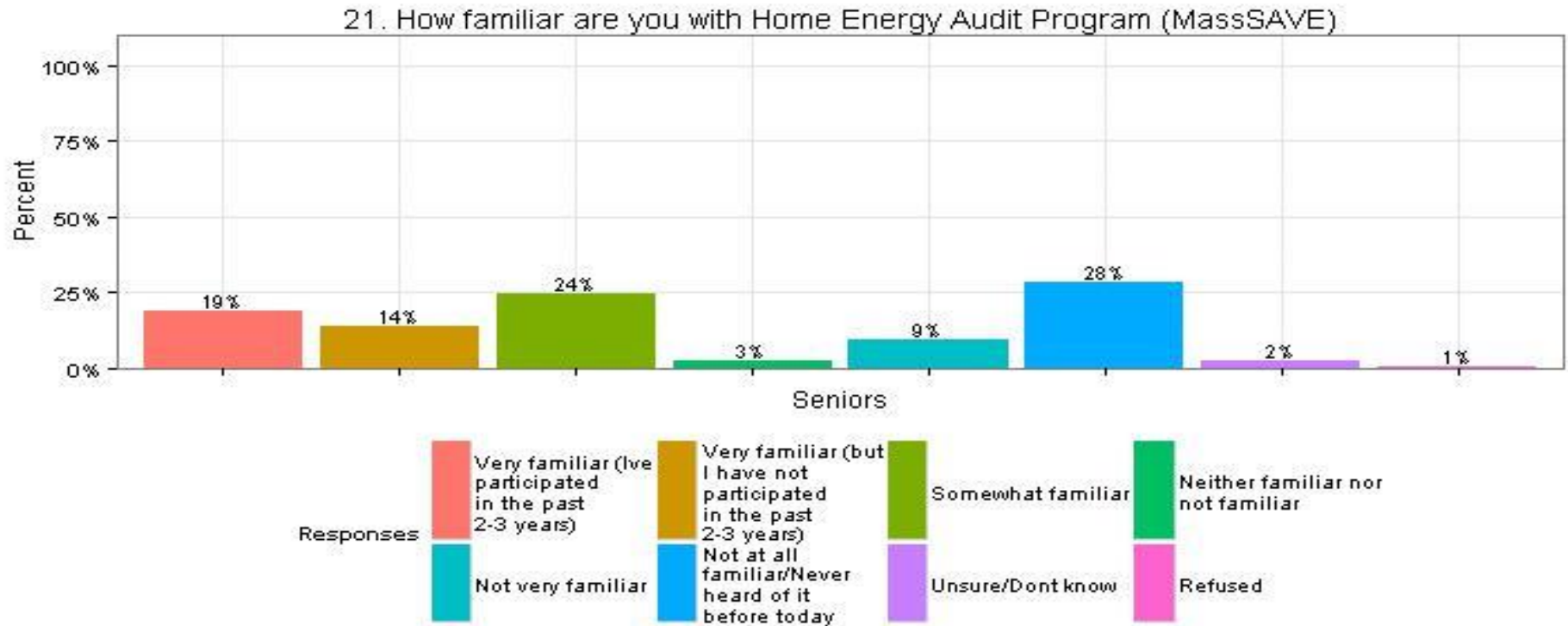
21. How familiar are you with Home Energy Audit Program (MassSAVE)

High Income Respondents





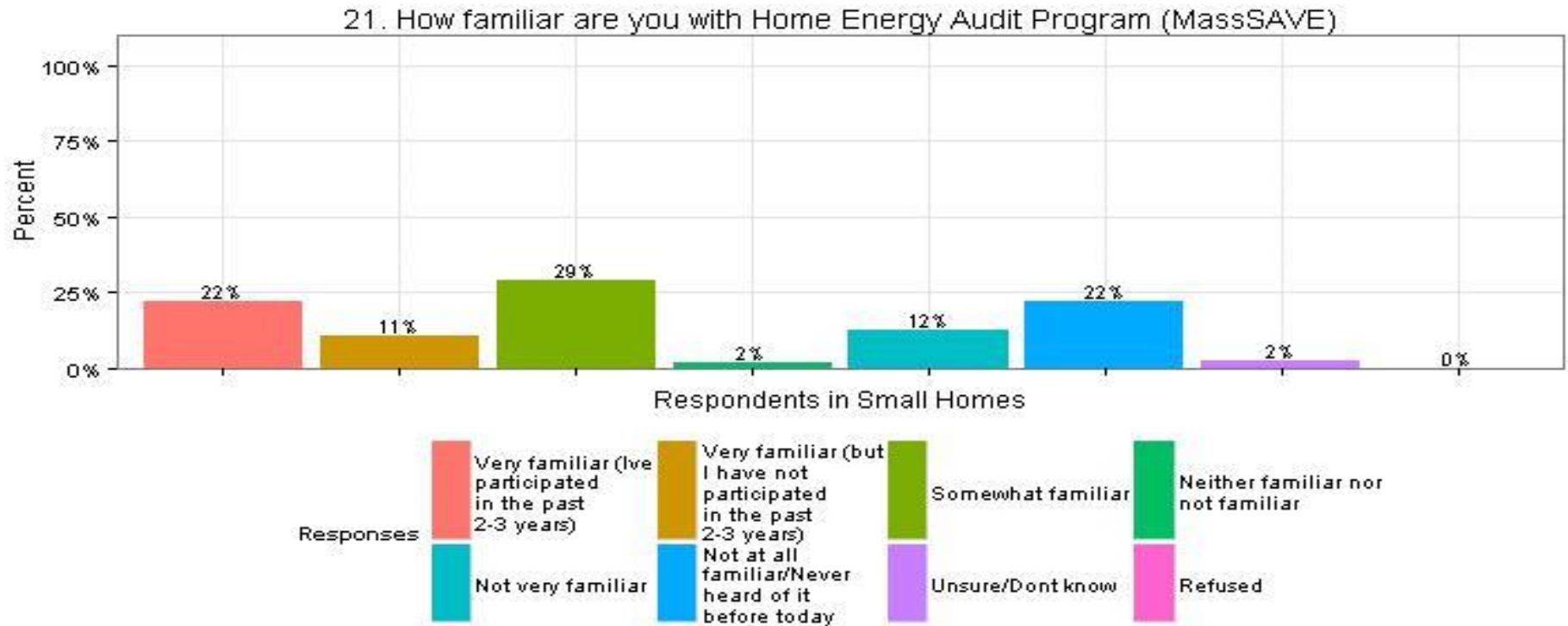
21. How familiar are you with Home Energy Audit Program (MassSAVE) Seniors





21. How familiar are you with Home Energy Audit Program (MassSAVE)?

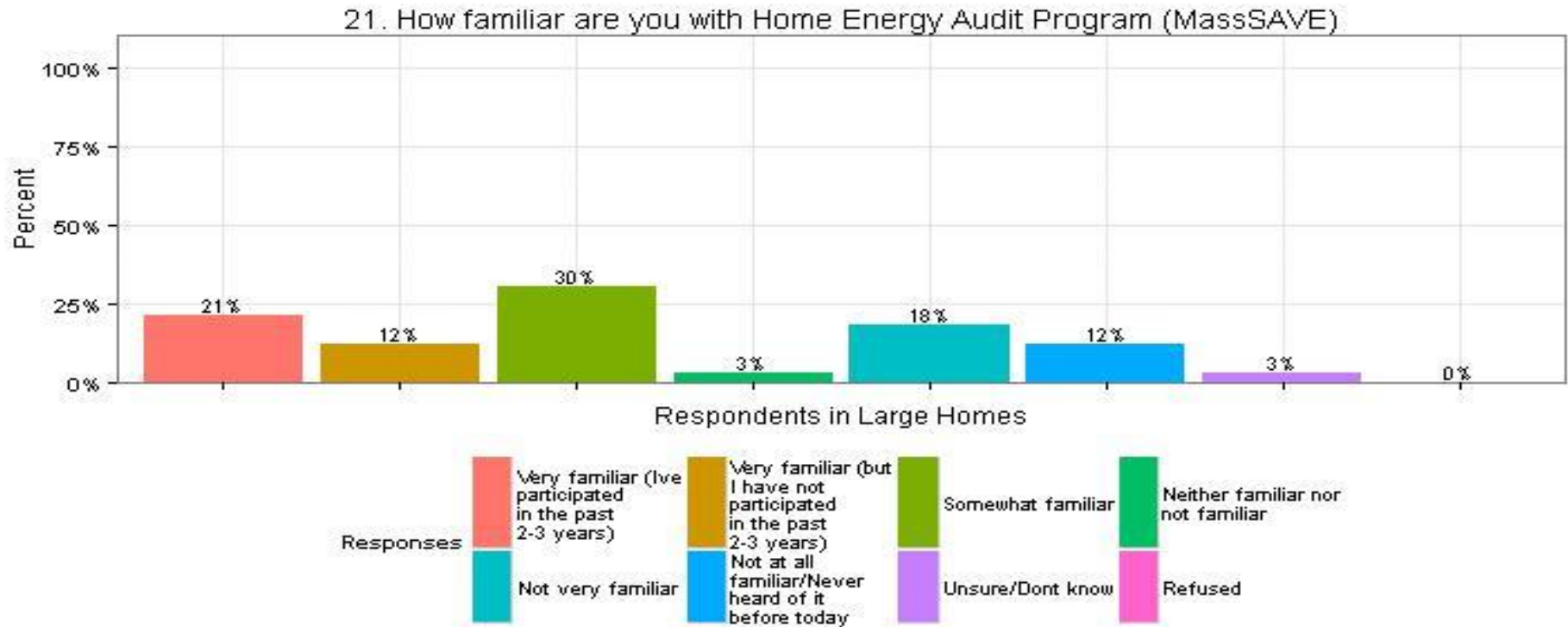
Respondents in Small Homes





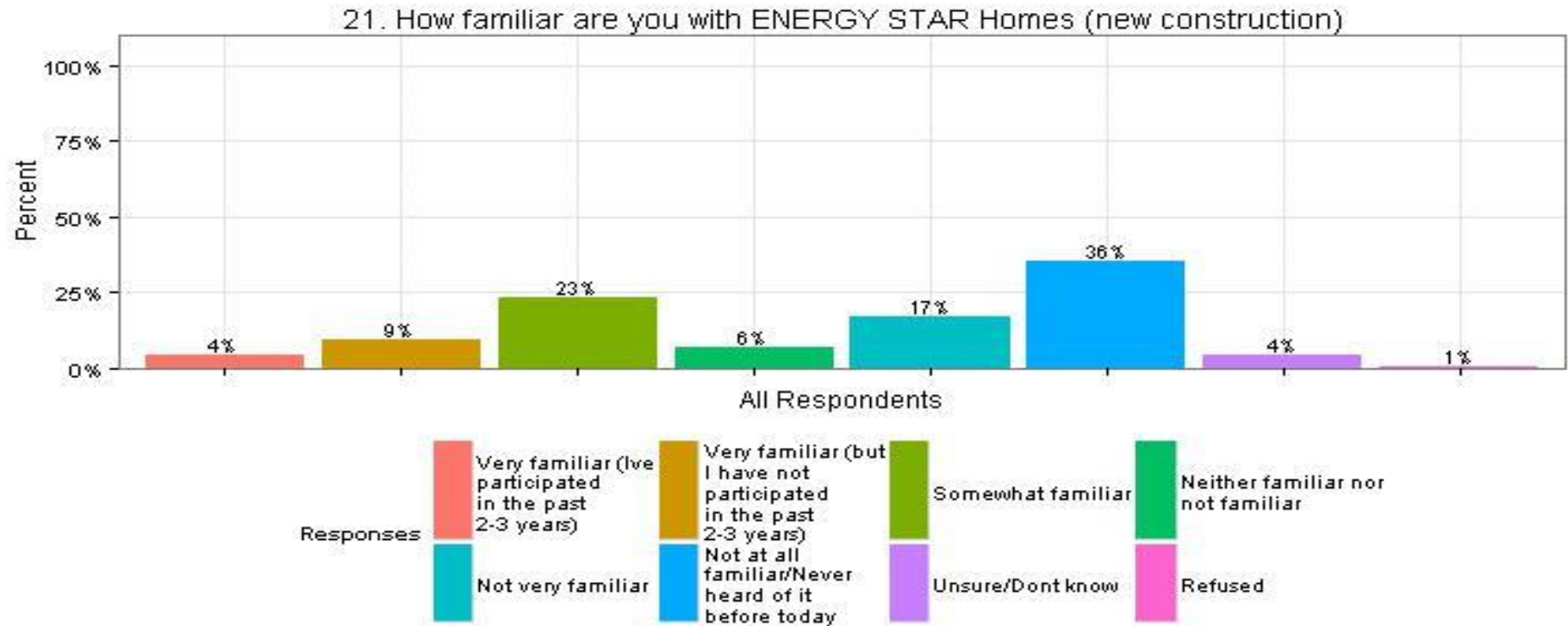
21. How familiar are you with Home Energy Audit Program (MassSAVE)?

Respondents in Large Homes



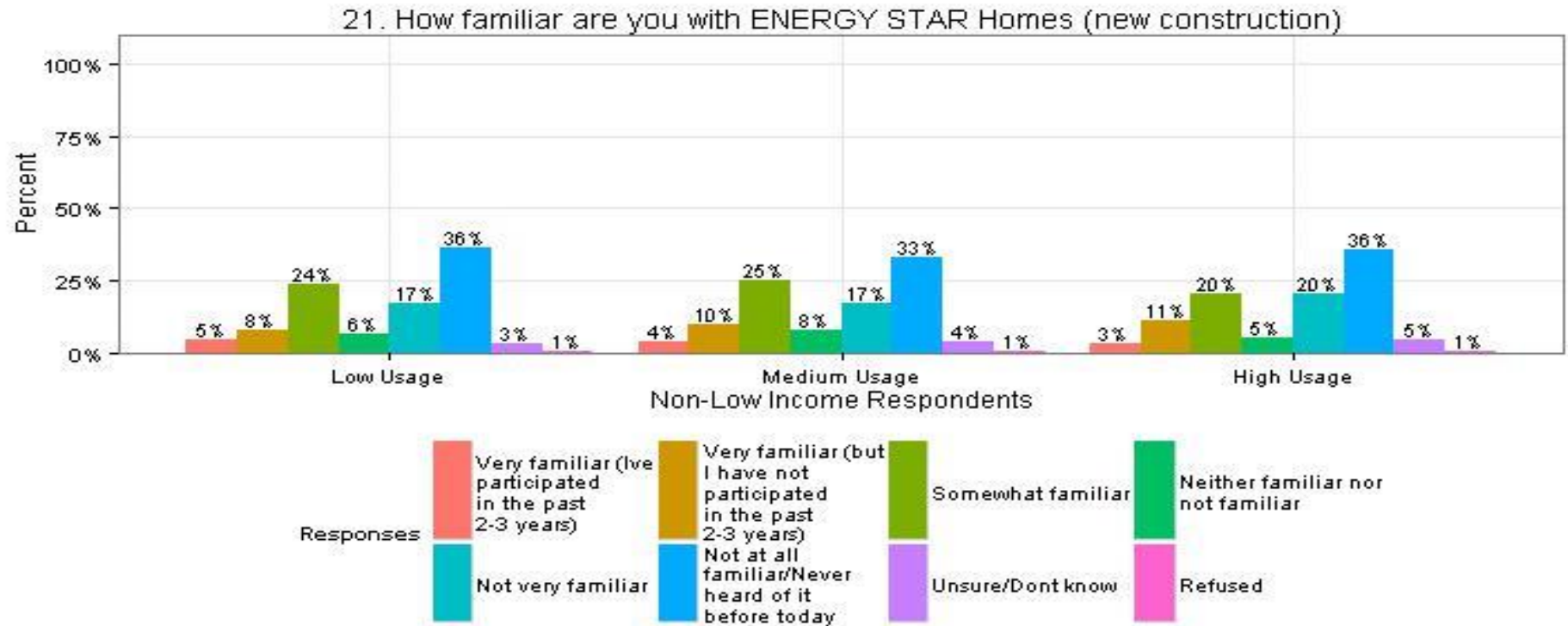


21. How familiar are you with ENERGY STAR Homes (new construction) All Respondents



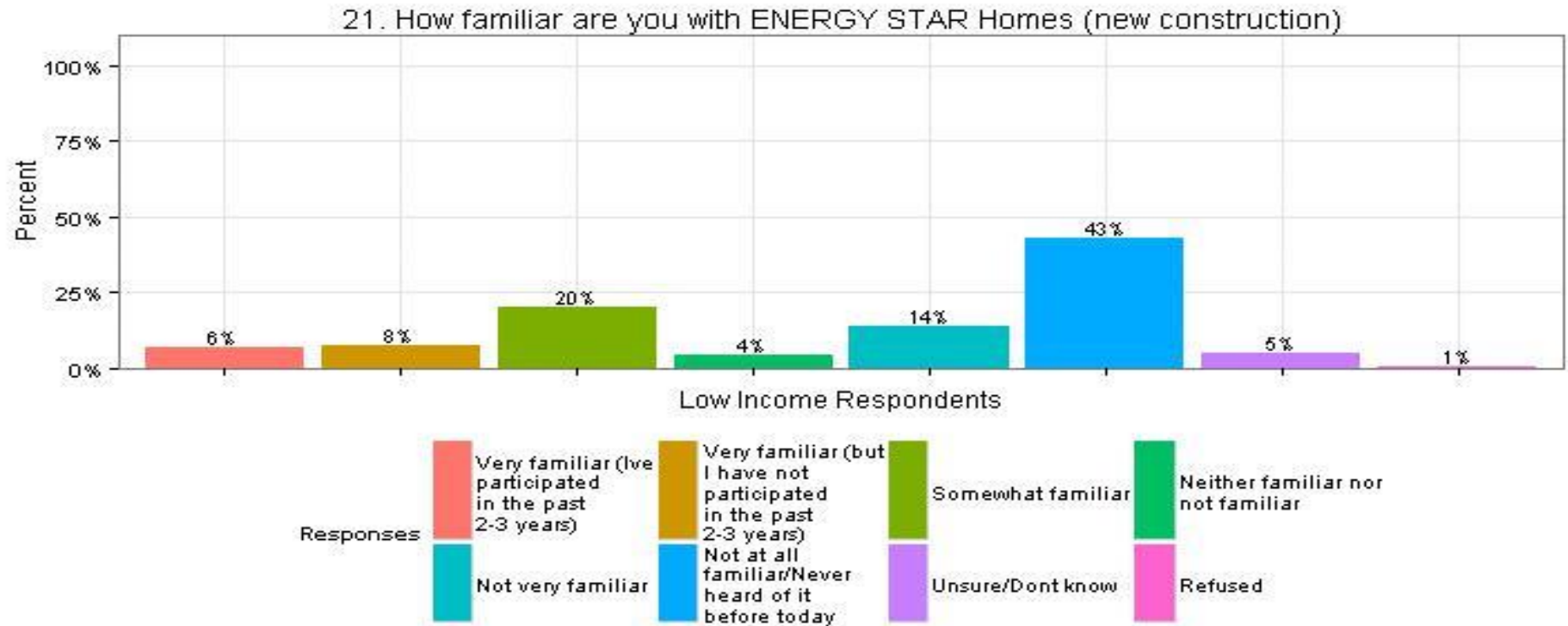


21. How familiar are you with ENERGY STAR Homes (new construction) Non-Low Income Respondents



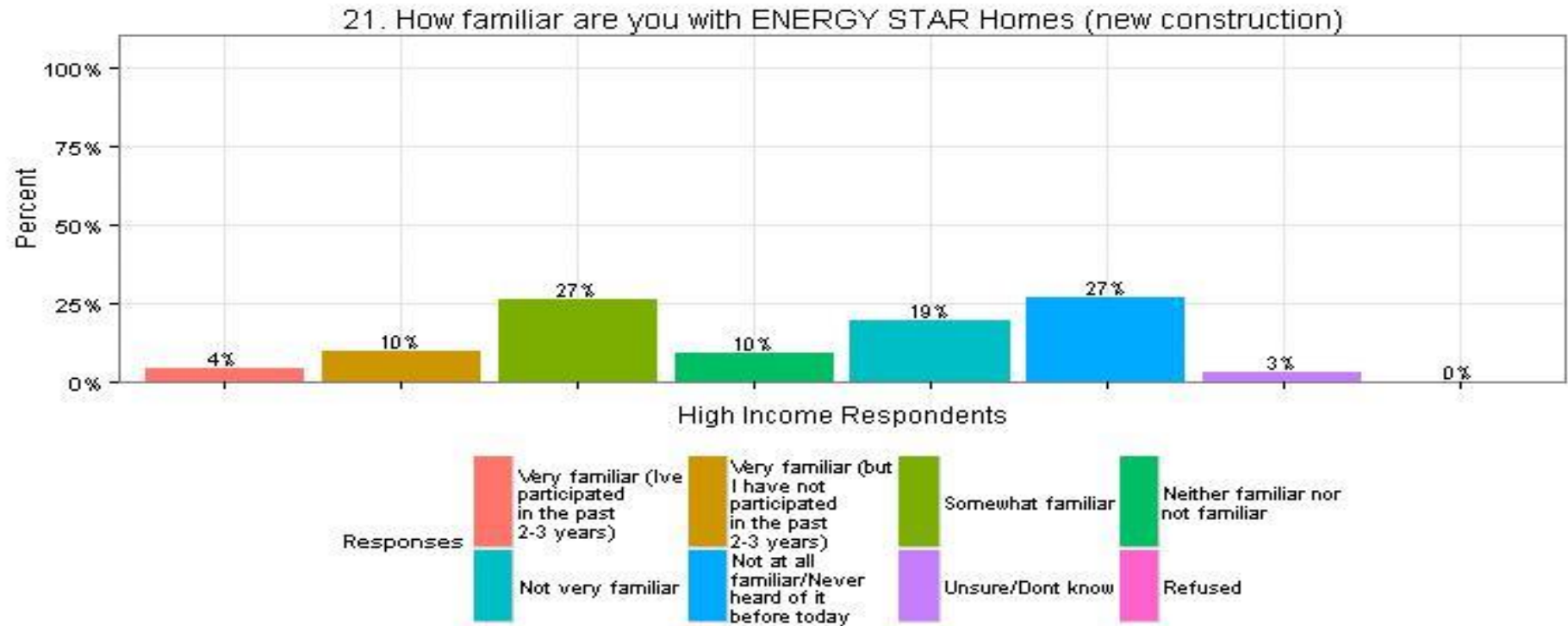


21. How familiar are you with ENERGY STAR Homes (new construction) Low Income Respondents



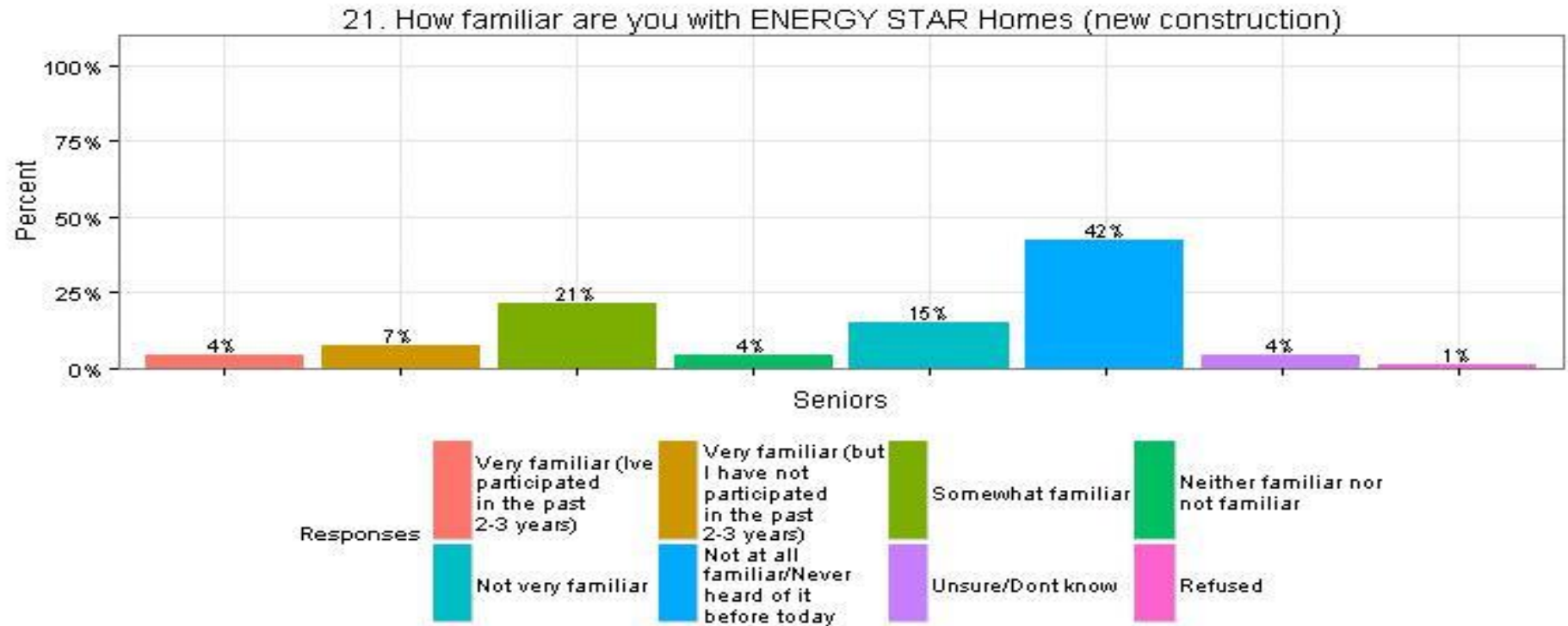


21. How familiar are you with ENERGY STAR Homes (new construction) High Income Respondents



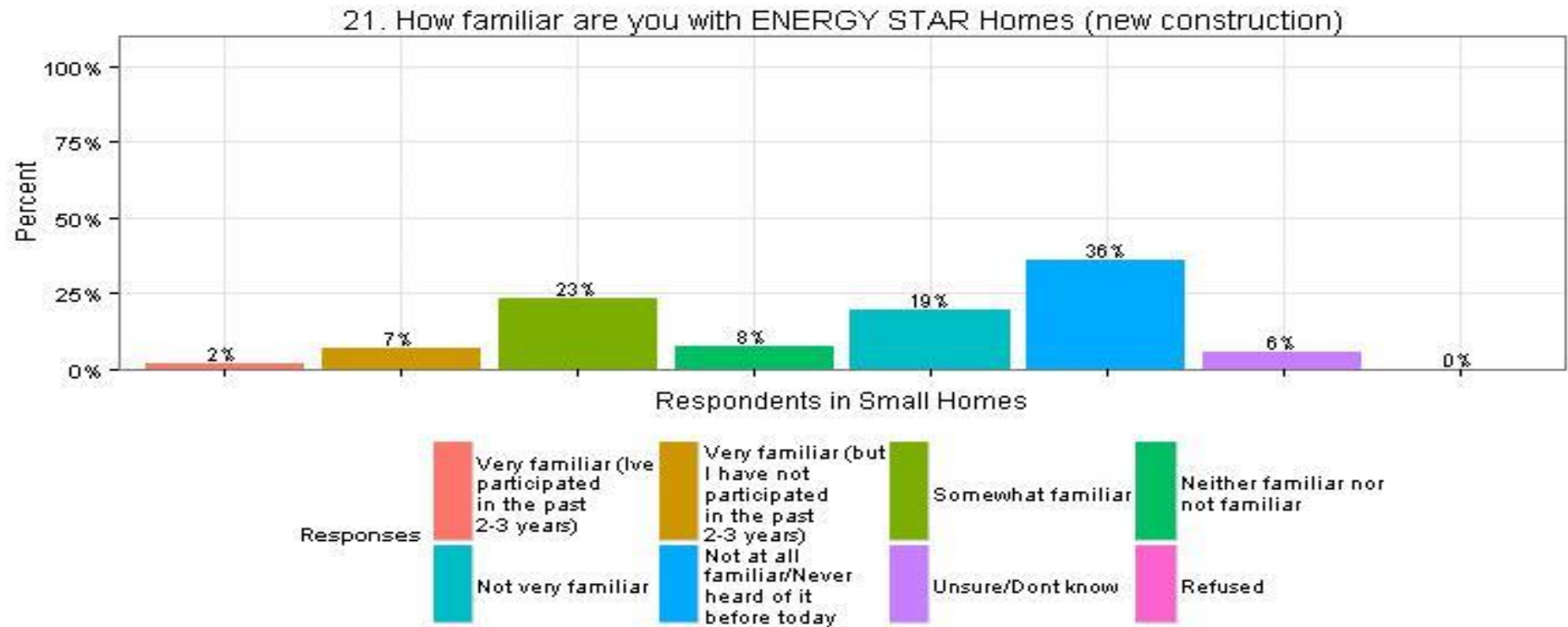


21. How familiar are you with ENERGY STAR Homes (new construction) Seniors



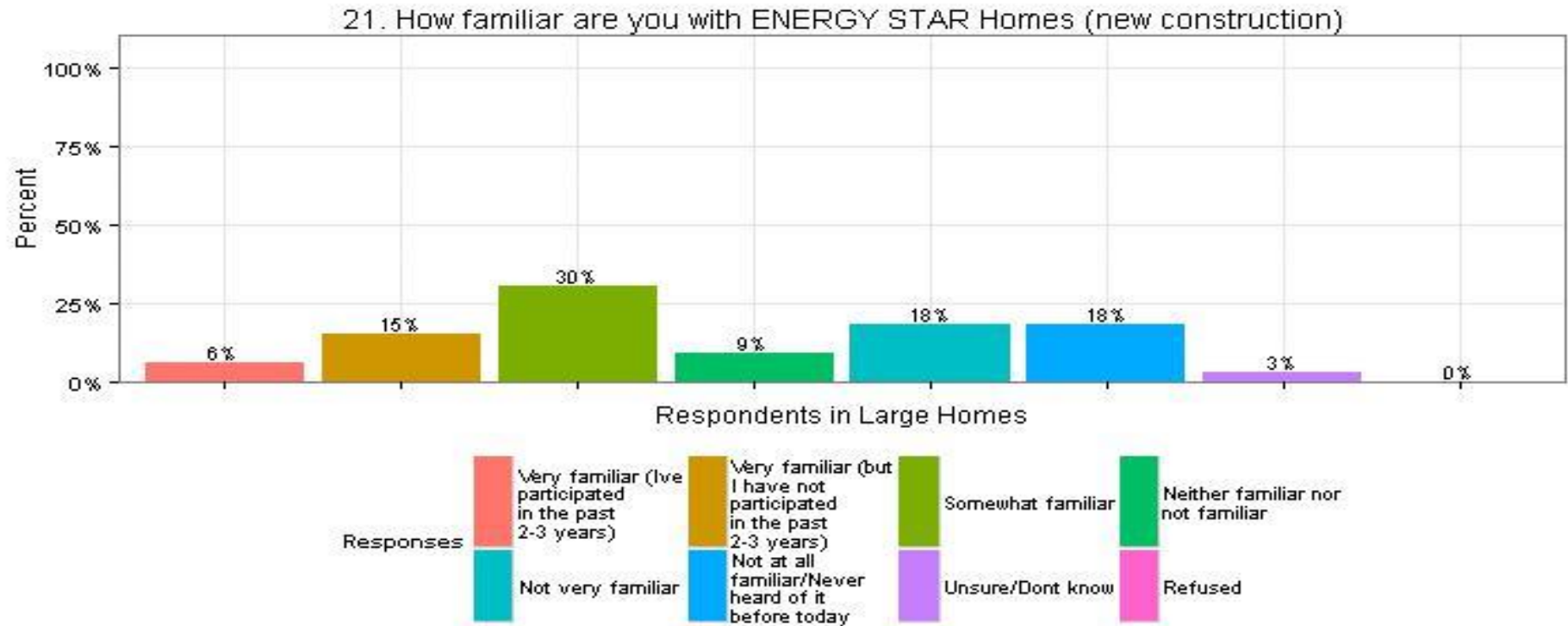


21. How familiar are you with ENERGY STAR Homes (new construction) Respondents in Small Homes

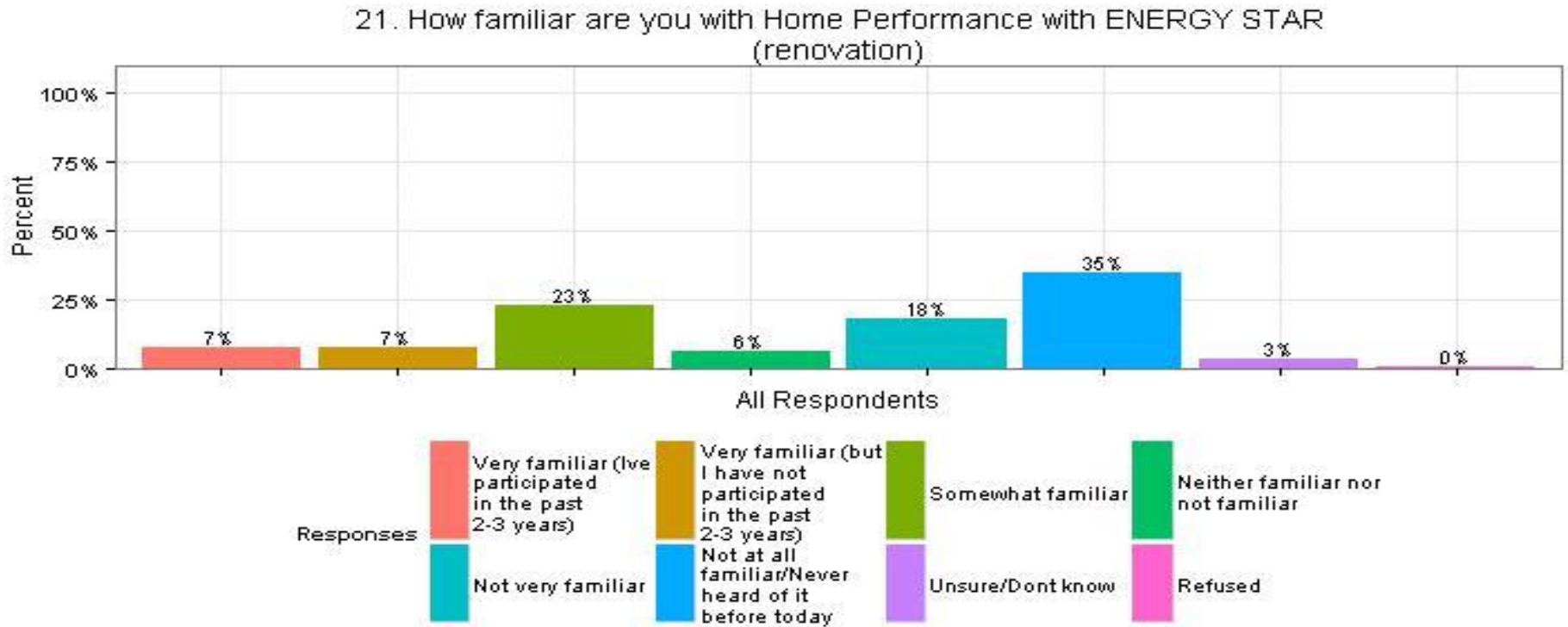




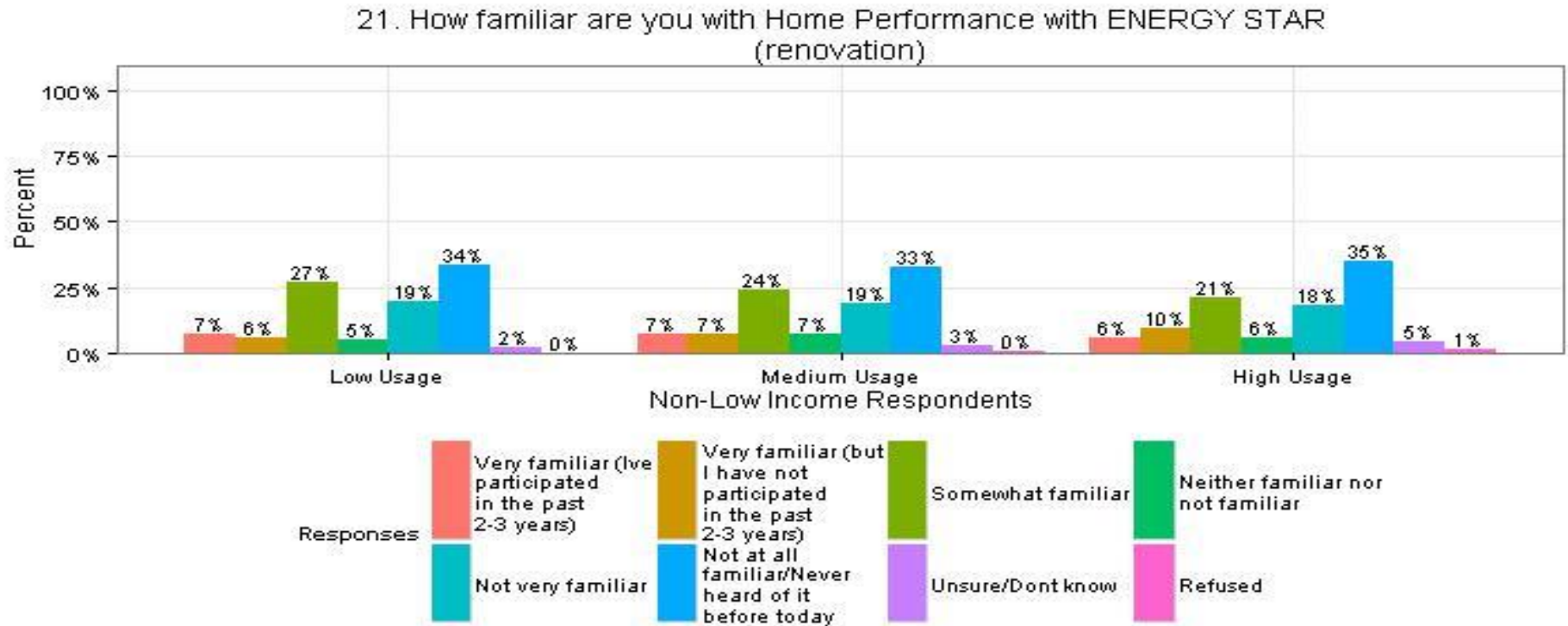
21. How familiar are you with ENERGY STAR Homes (new construction) Respondents in Large Homes



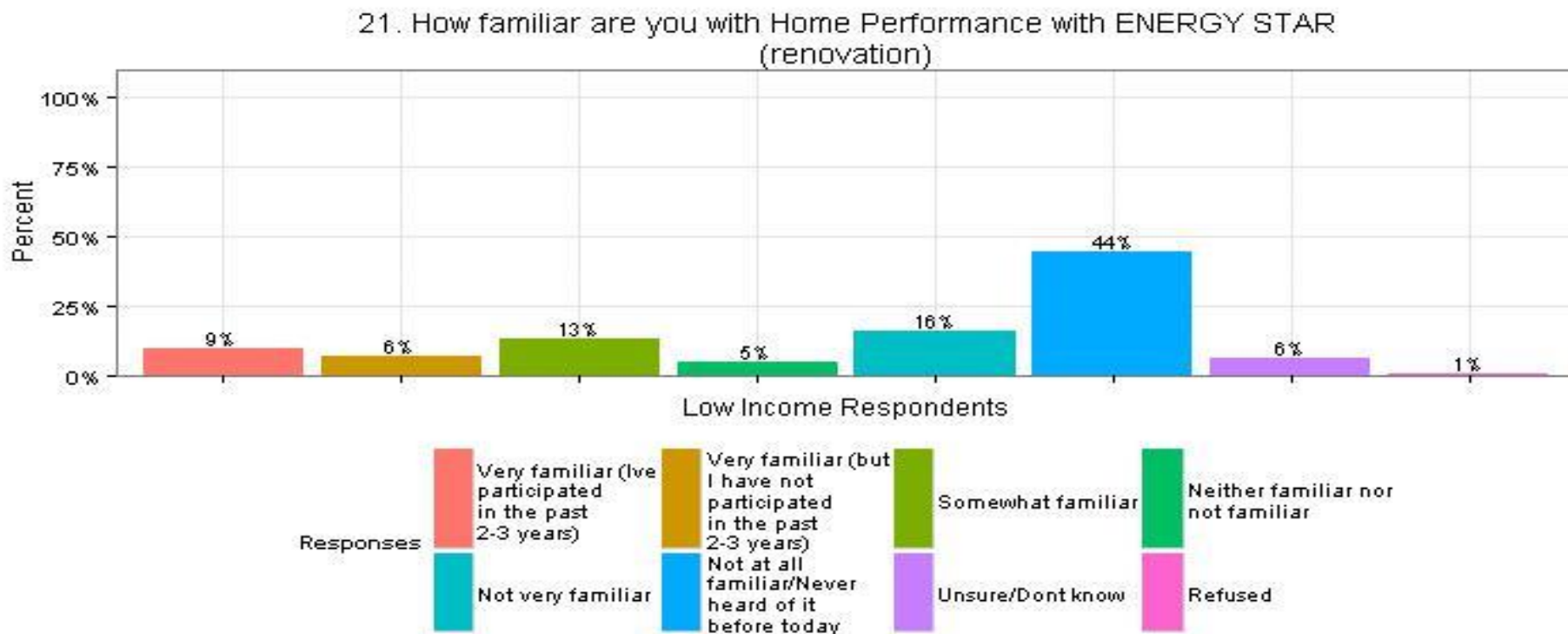
21. How familiar are you with Home Performance with ENERGY STAR (renovation) All Respondents



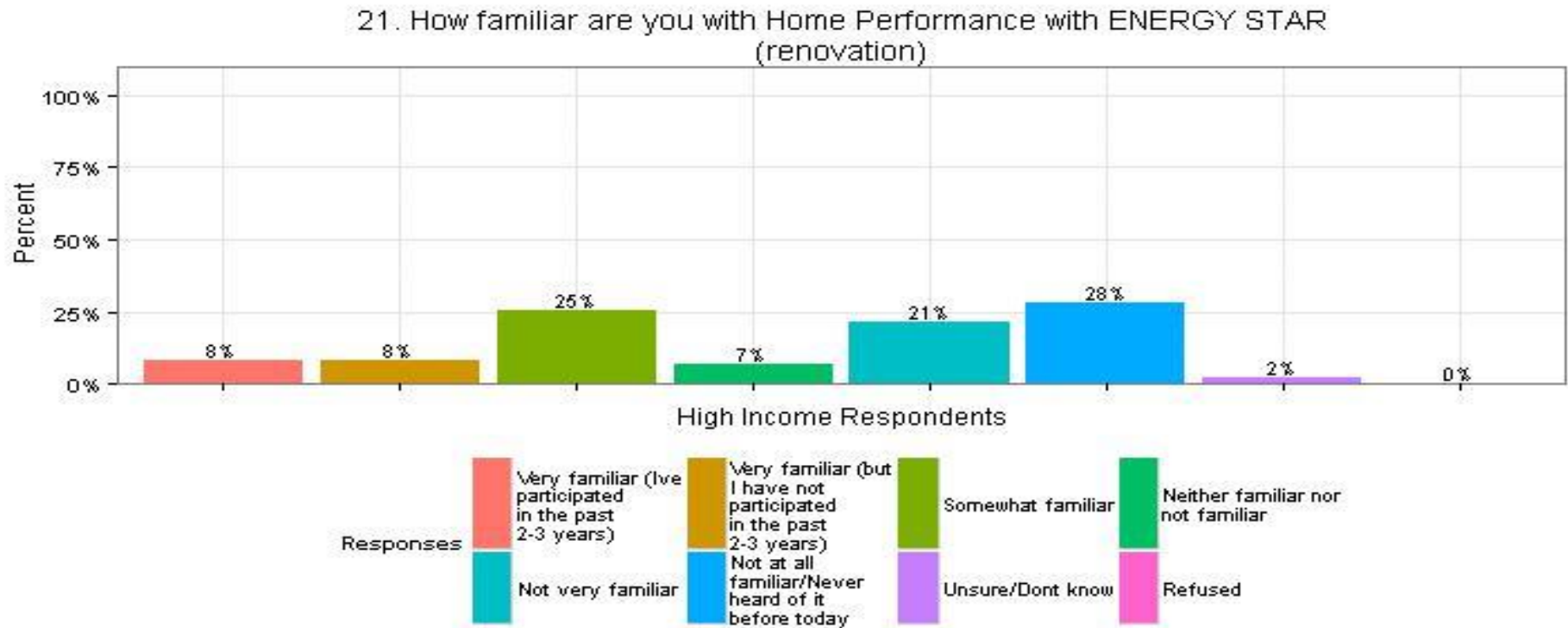
21. How familiar are you with Home Performance with ENERGY STAR (renovation) Non-Low Income Respondents



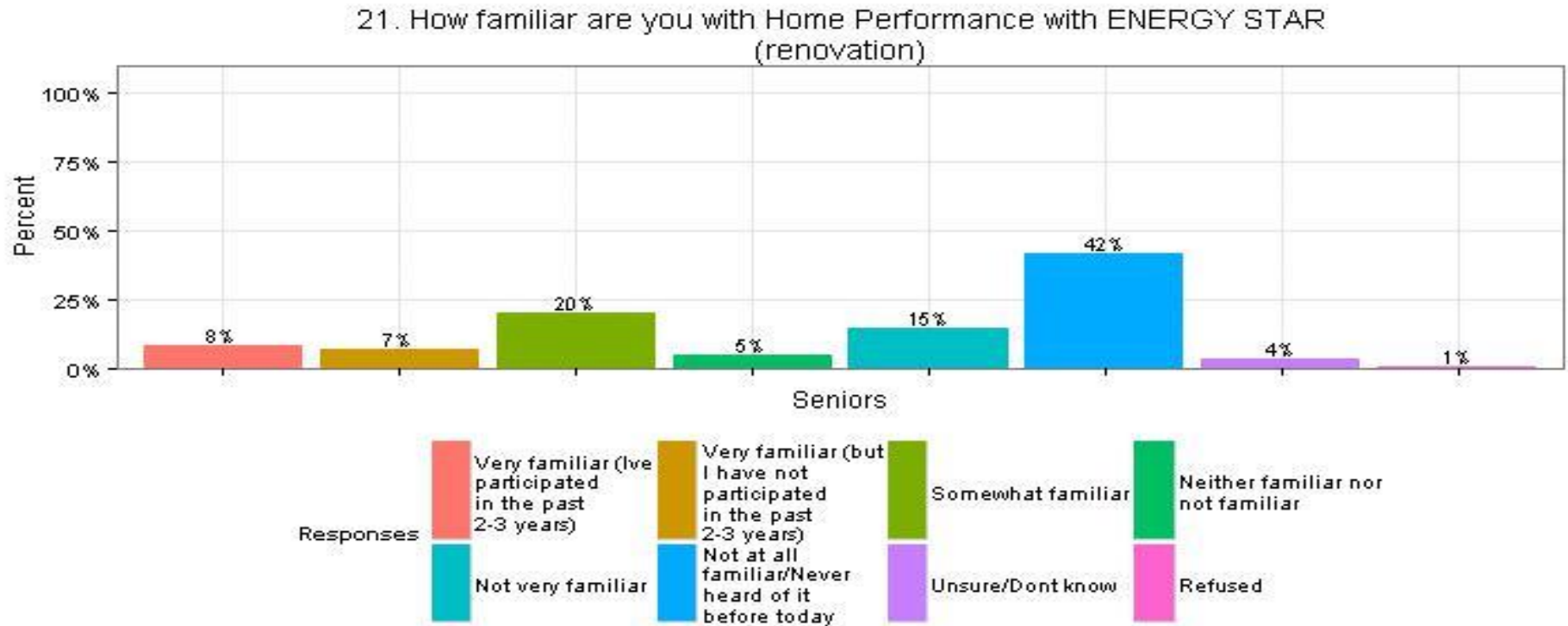
21. How familiar are you with Home Performance with ENERGY STAR (renovation) Low Income Respondents



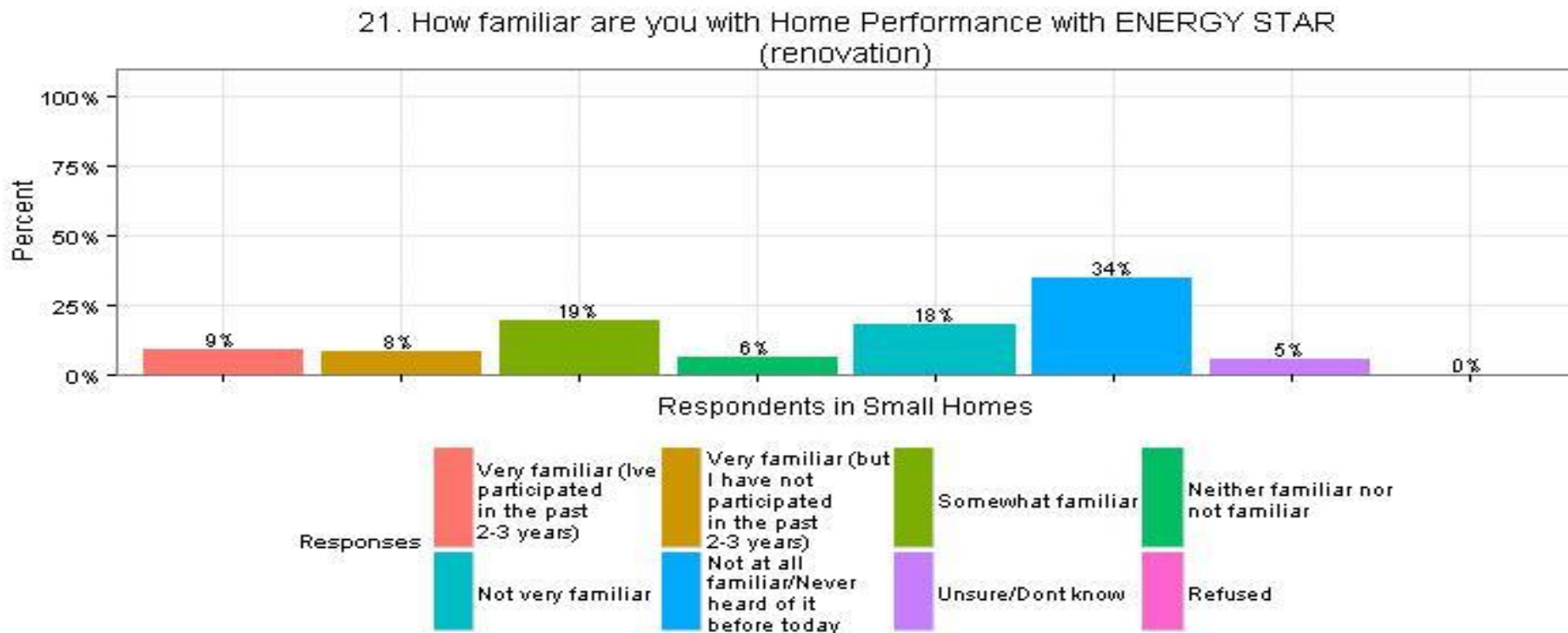
21. How familiar are you with Home Performance with ENERGY STAR (renovation) High Income Respondents



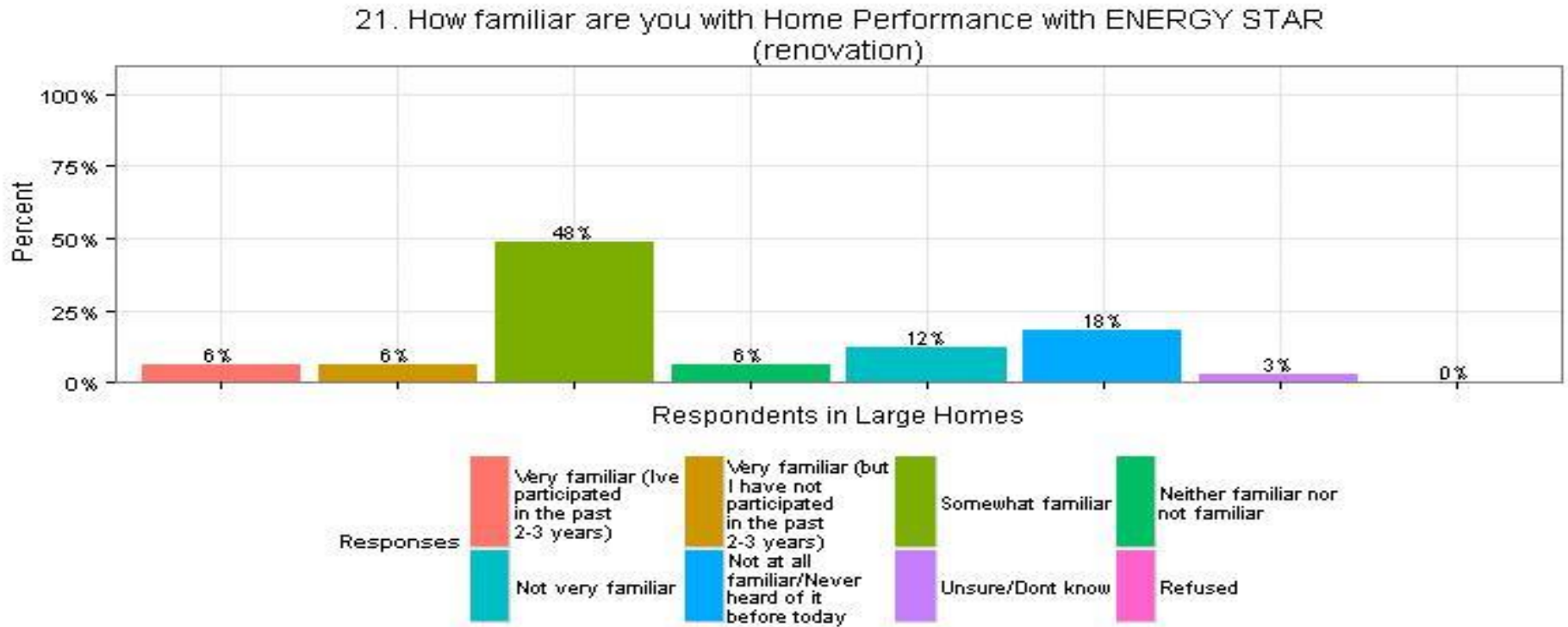
21. How familiar are you with Home Performance with ENERGY STAR (renovation) Seniors



21. How familiar are you with Home Performance with ENERGY STAR (renovation) Respondents in Small Homes

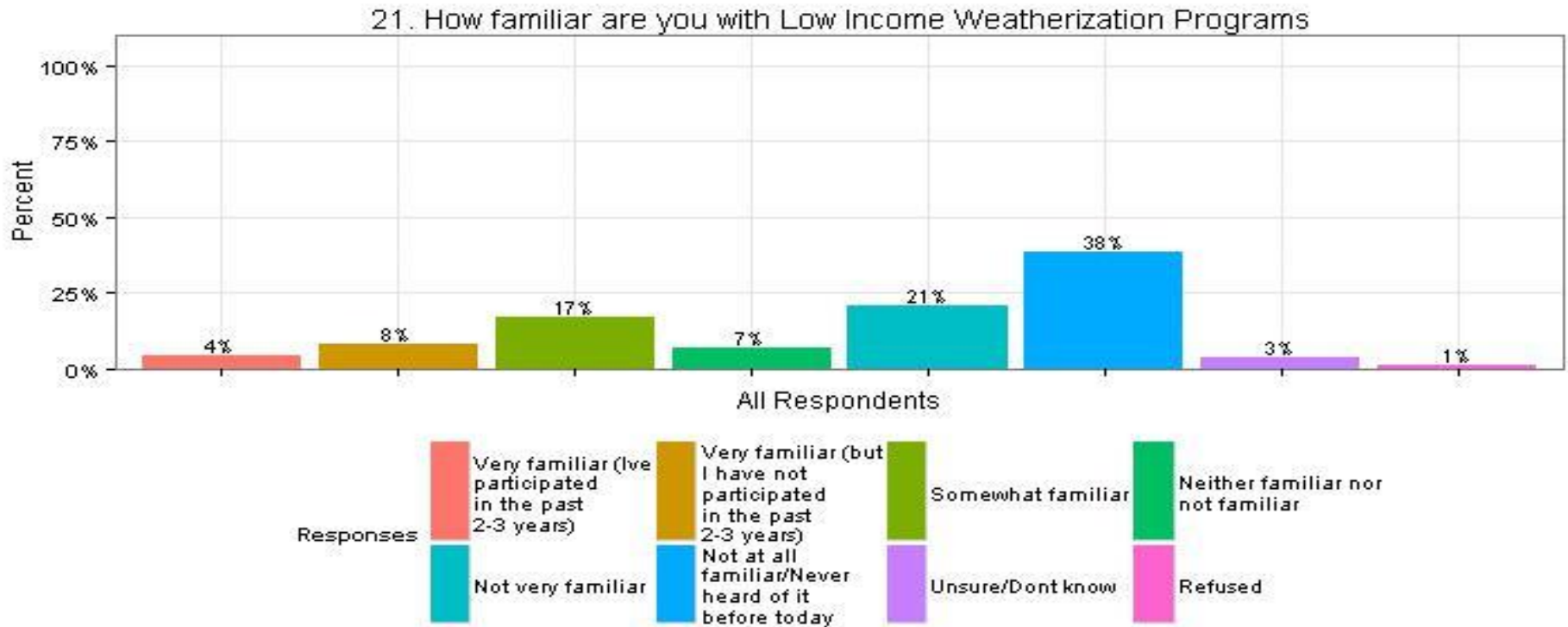


21. How familiar are you with Home Performance with ENERGY STAR (renovation) Respondents in Large Homes



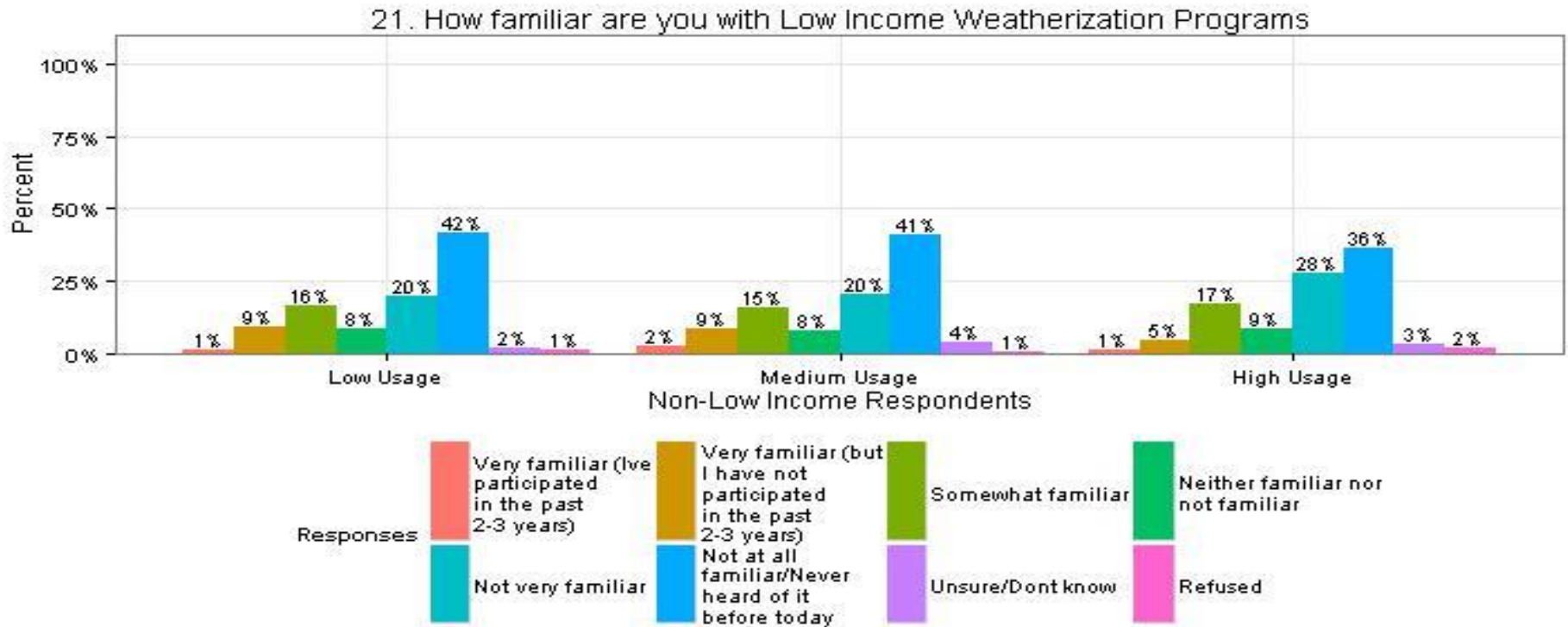
21. How familiar are you with Low Income Weatherization Programs

All Respondents



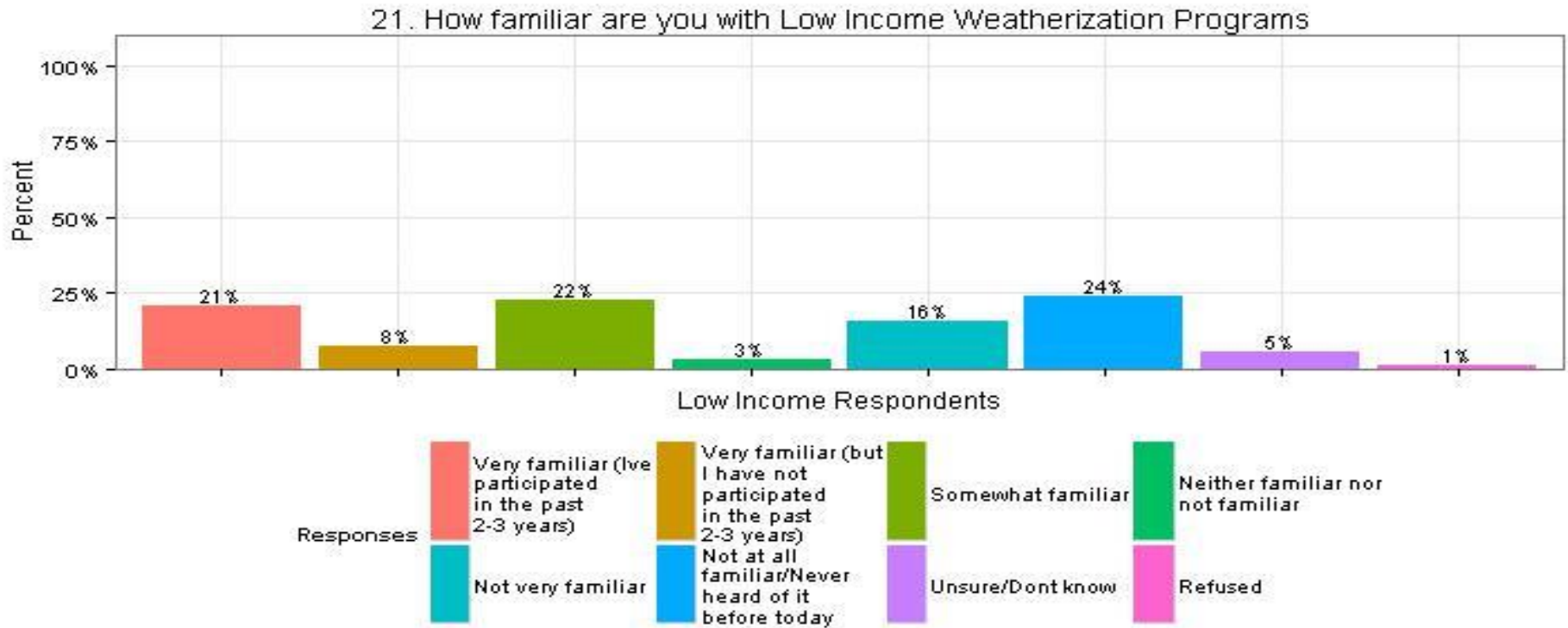


21. How familiar are you with Low Income Weatherization Programs Non-Low Income Respondents



21. How familiar are you with Low Income Weatherization Programs

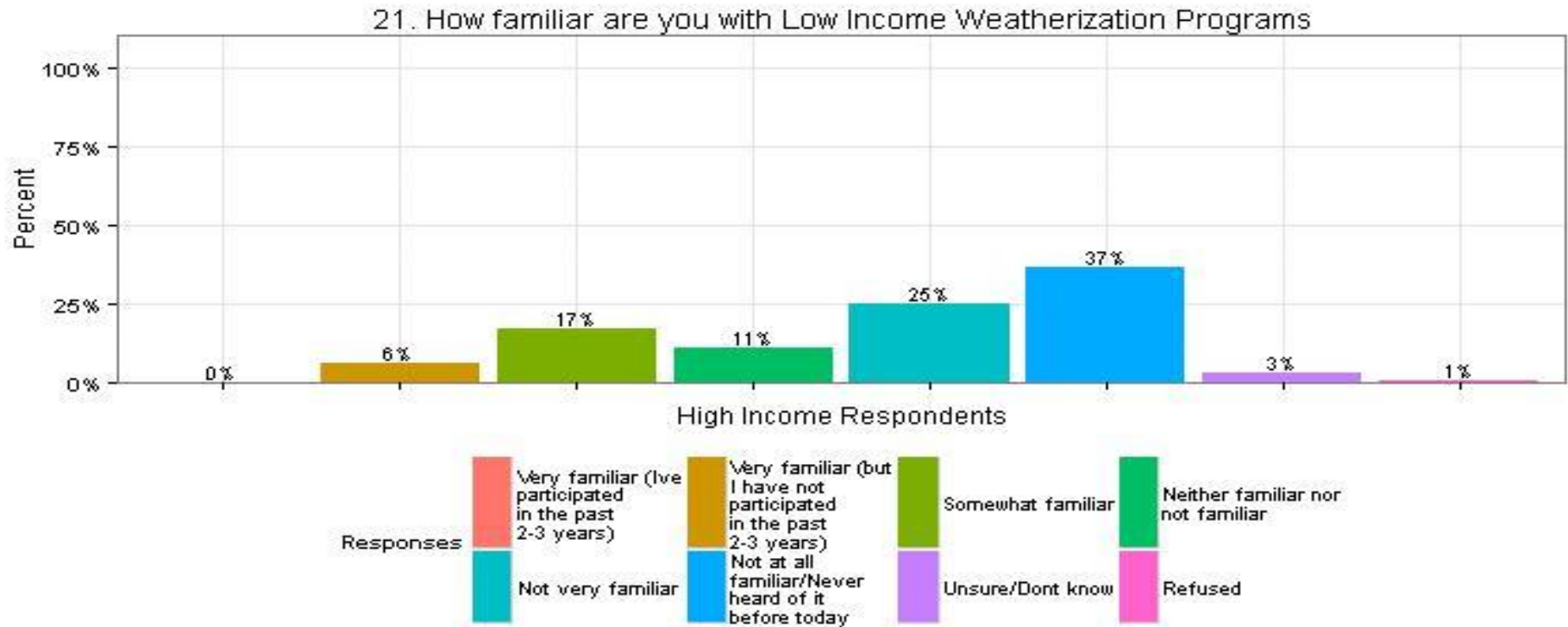
Low Income Respondents



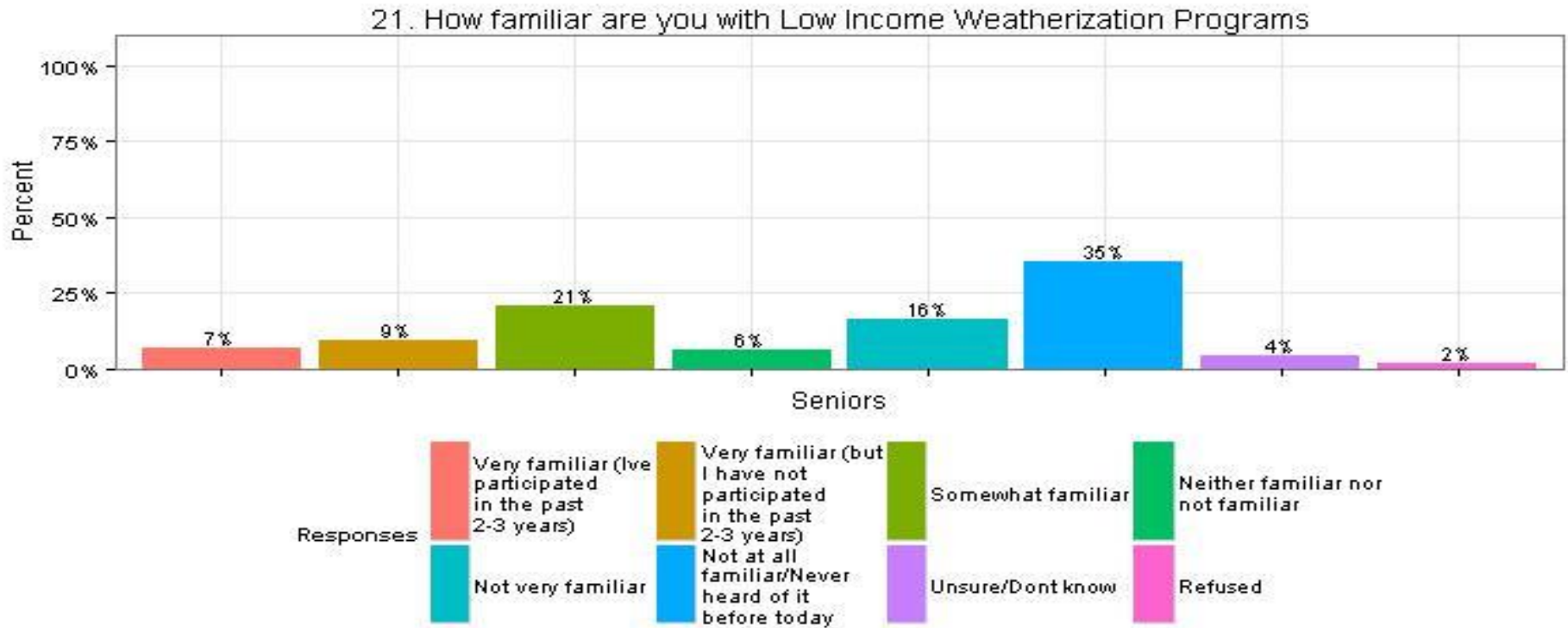


21. How familiar are you with Low Income Weatherization Programs

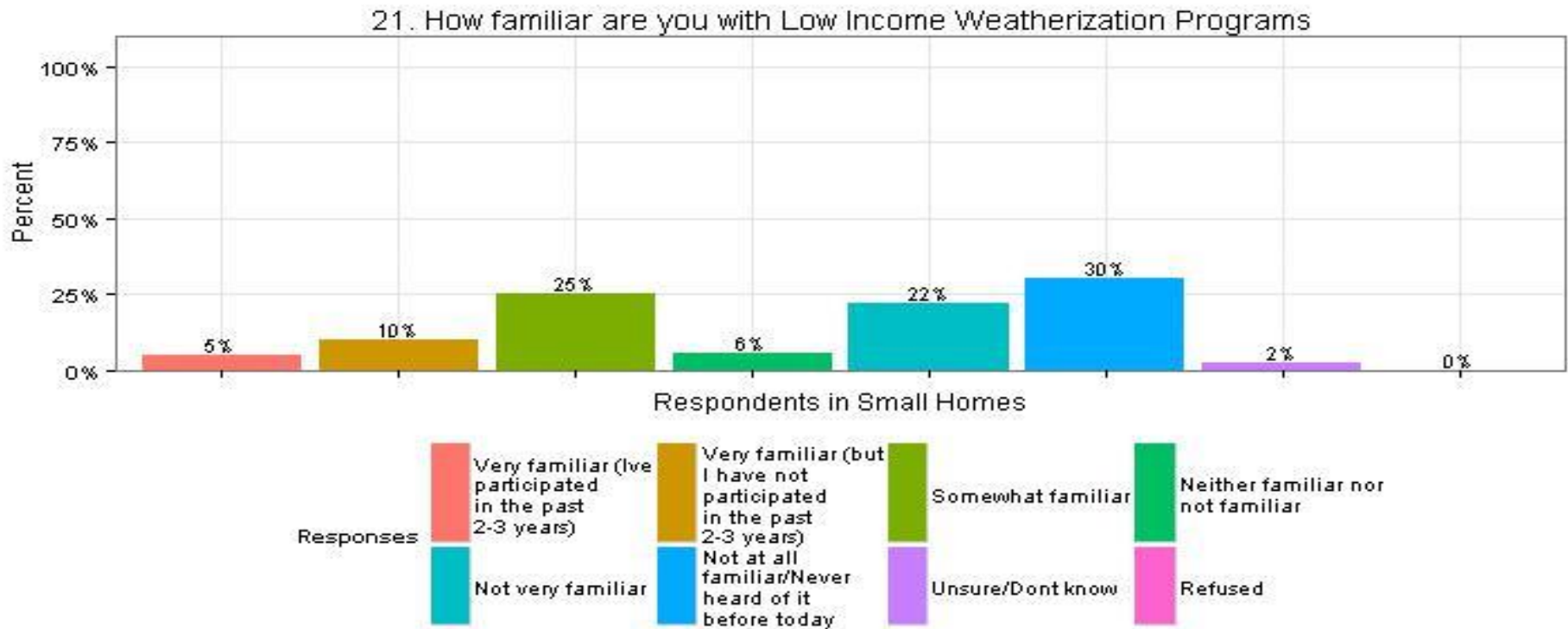
High Income Respondents



21. How familiar are you with Low Income Weatherization Programs Seniors

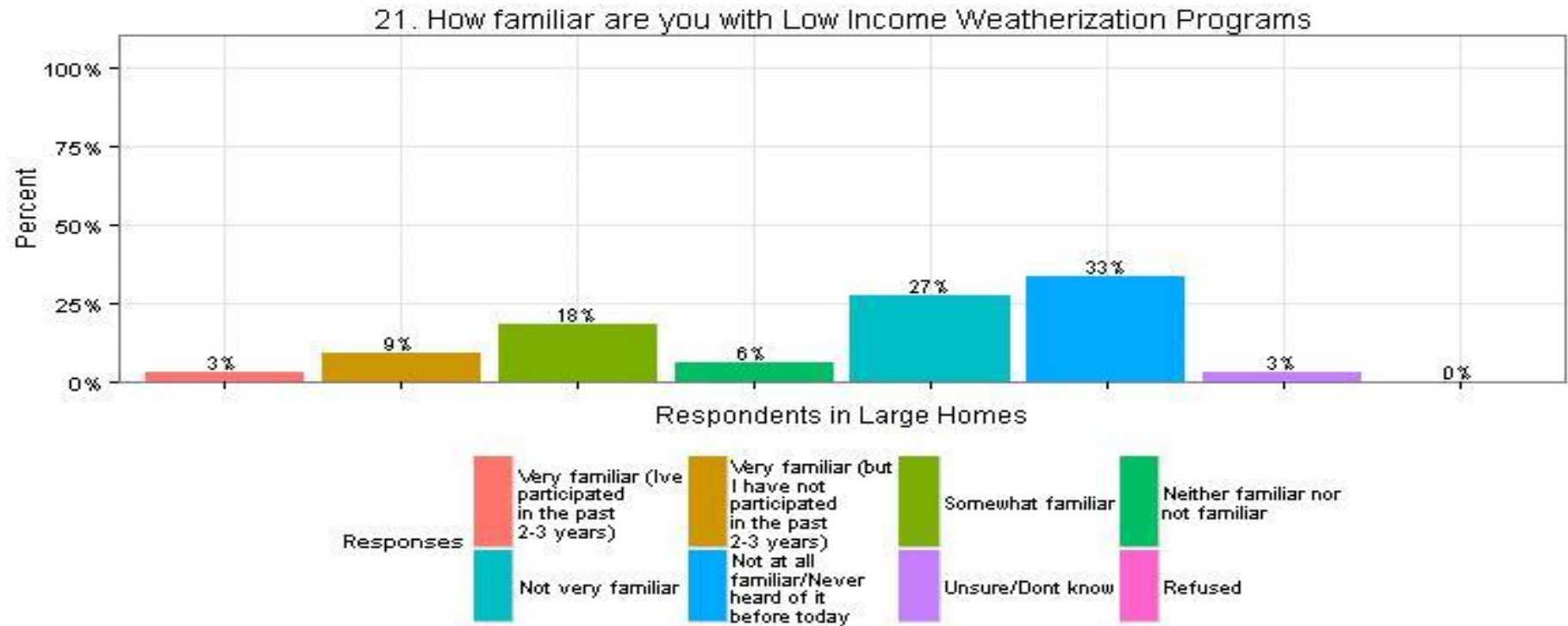


21. How familiar are you with Low Income Weatherization Programs Respondents in Small Homes

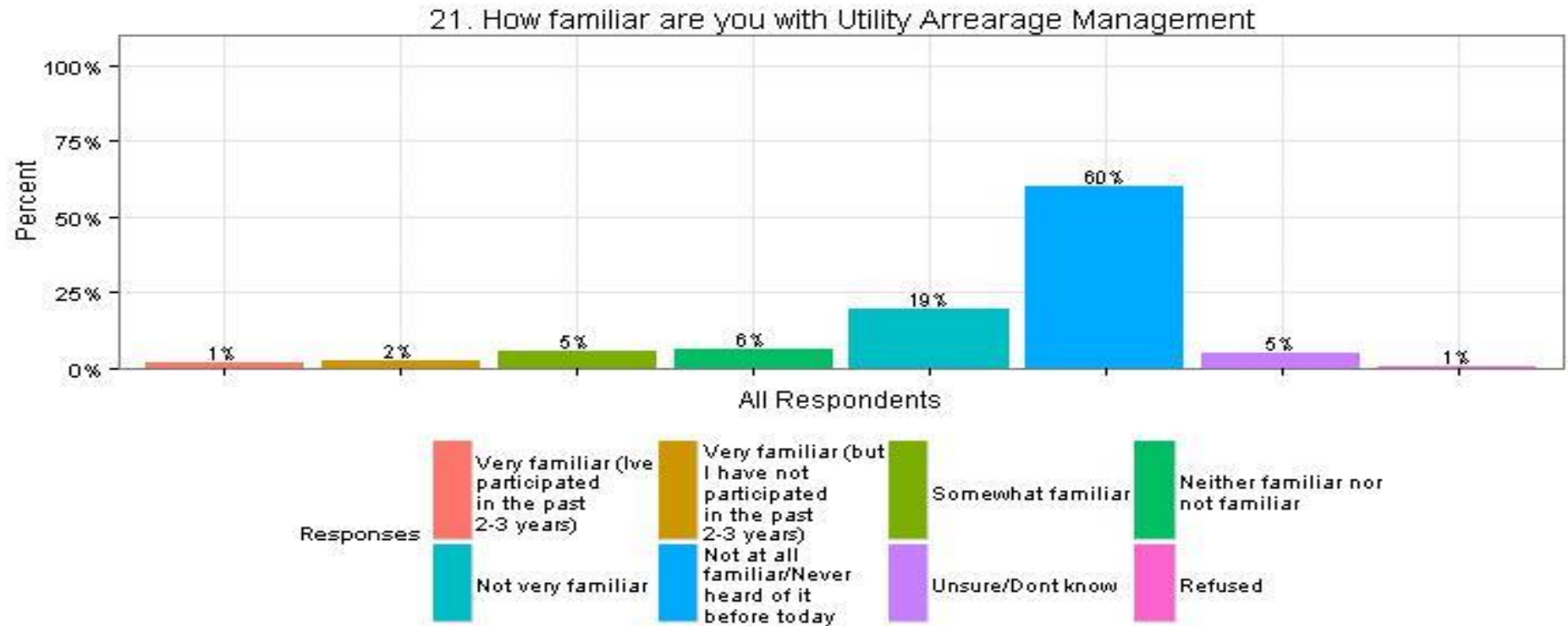




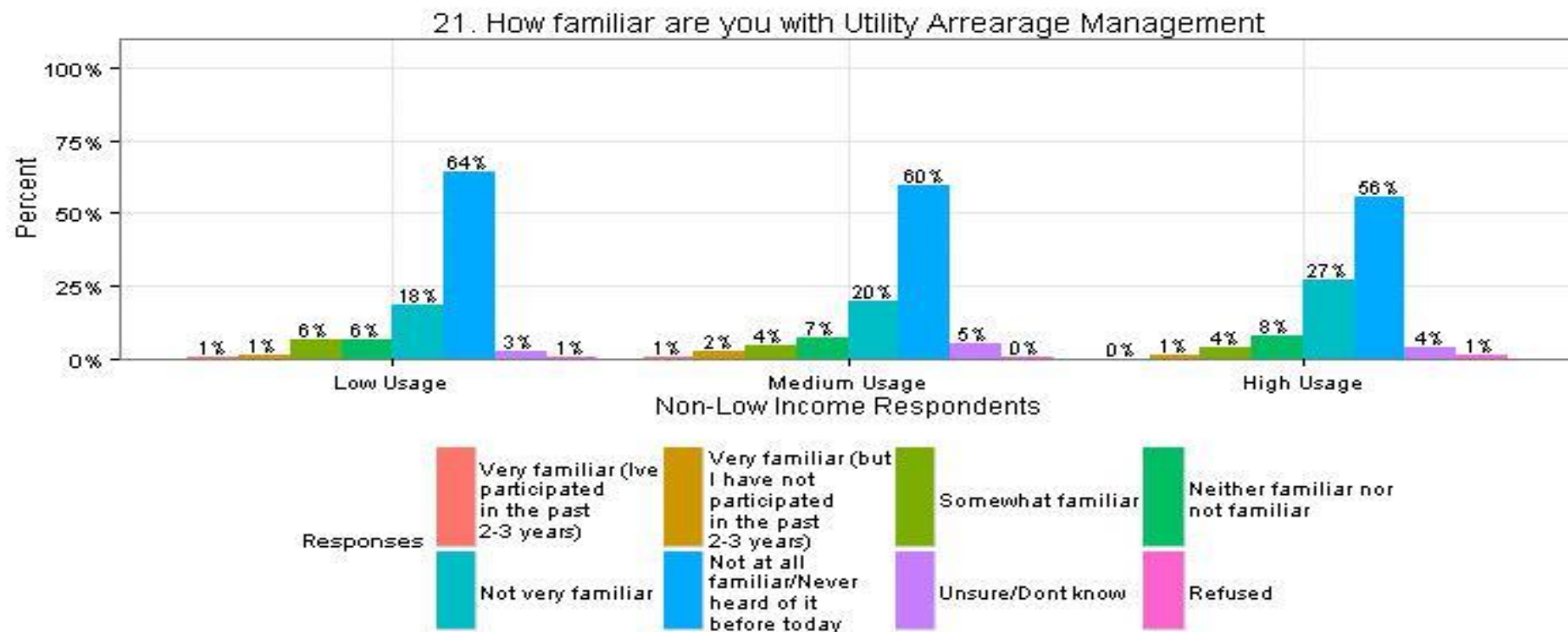
21. How familiar are you with Low Income Weatherization Programs Respondents in Large Homes



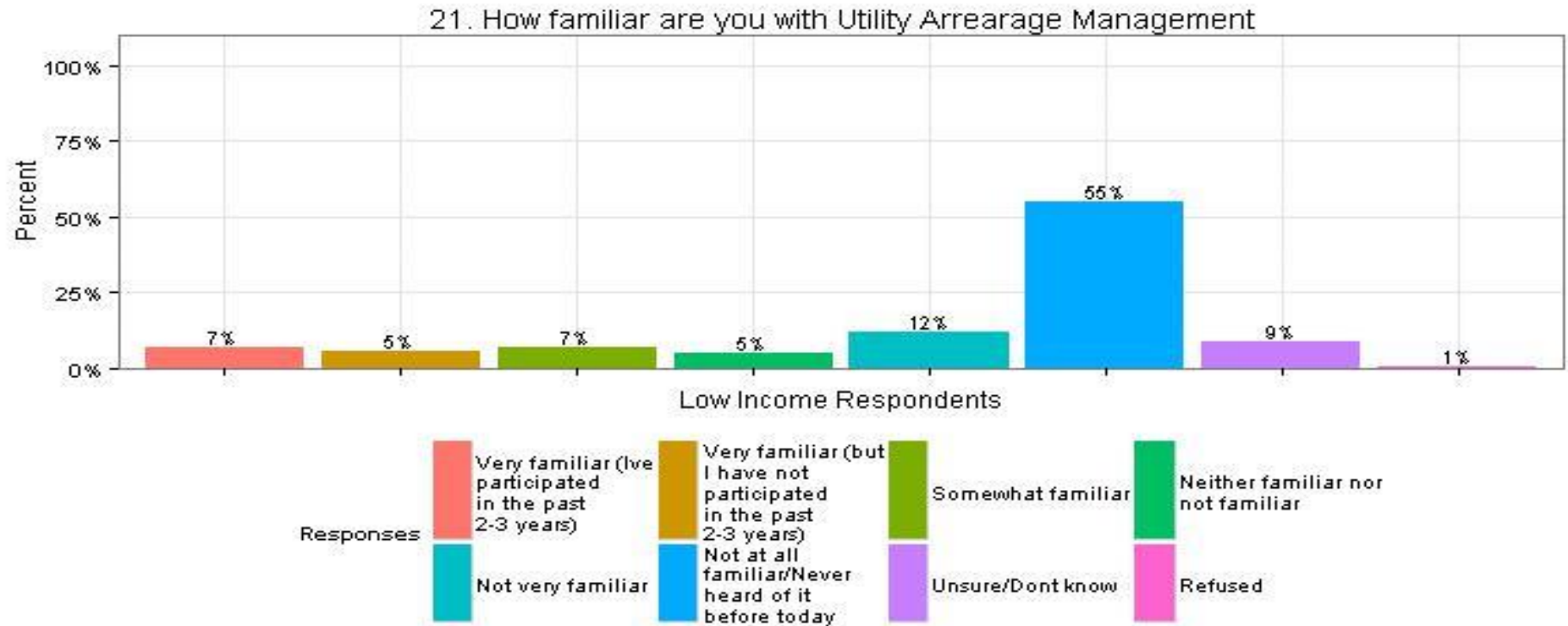
21. How familiar are you with Utility Arrearage Management All Respondents



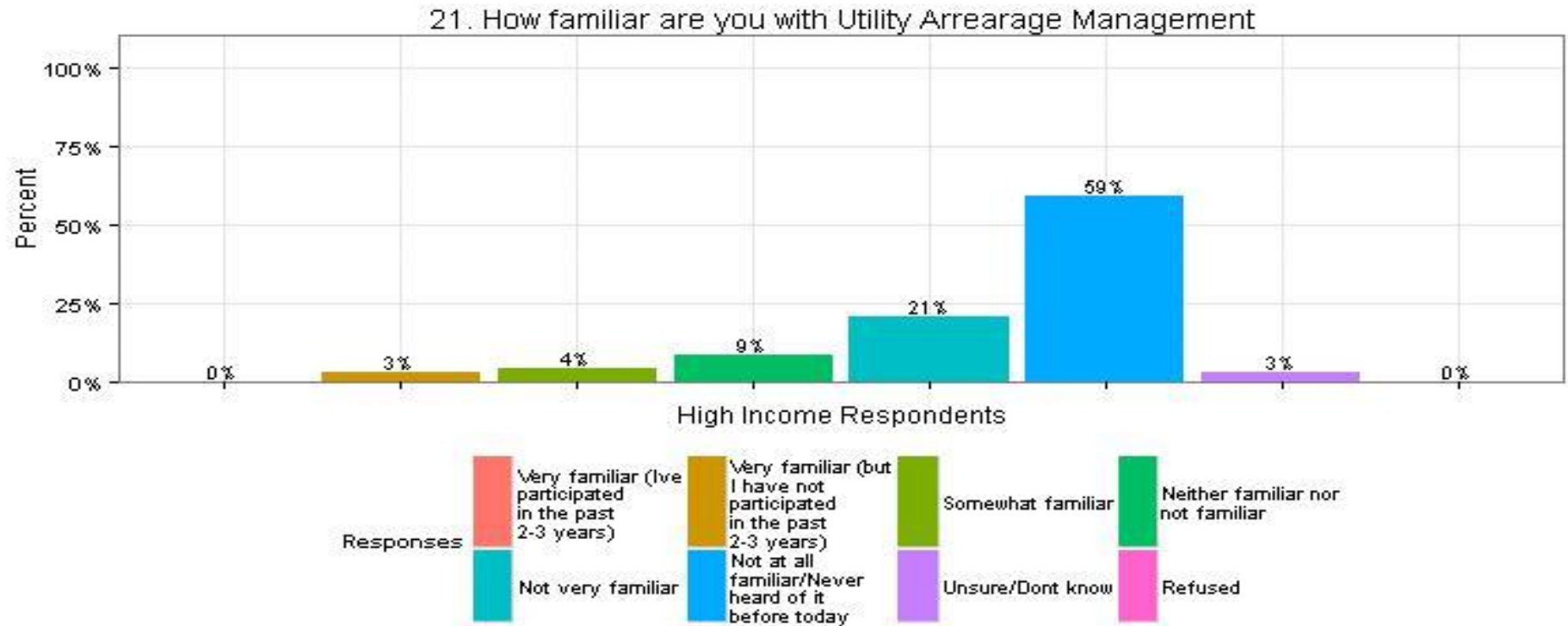
21. How familiar are you with Utility Arrearage Management Non-Low Income Respondents



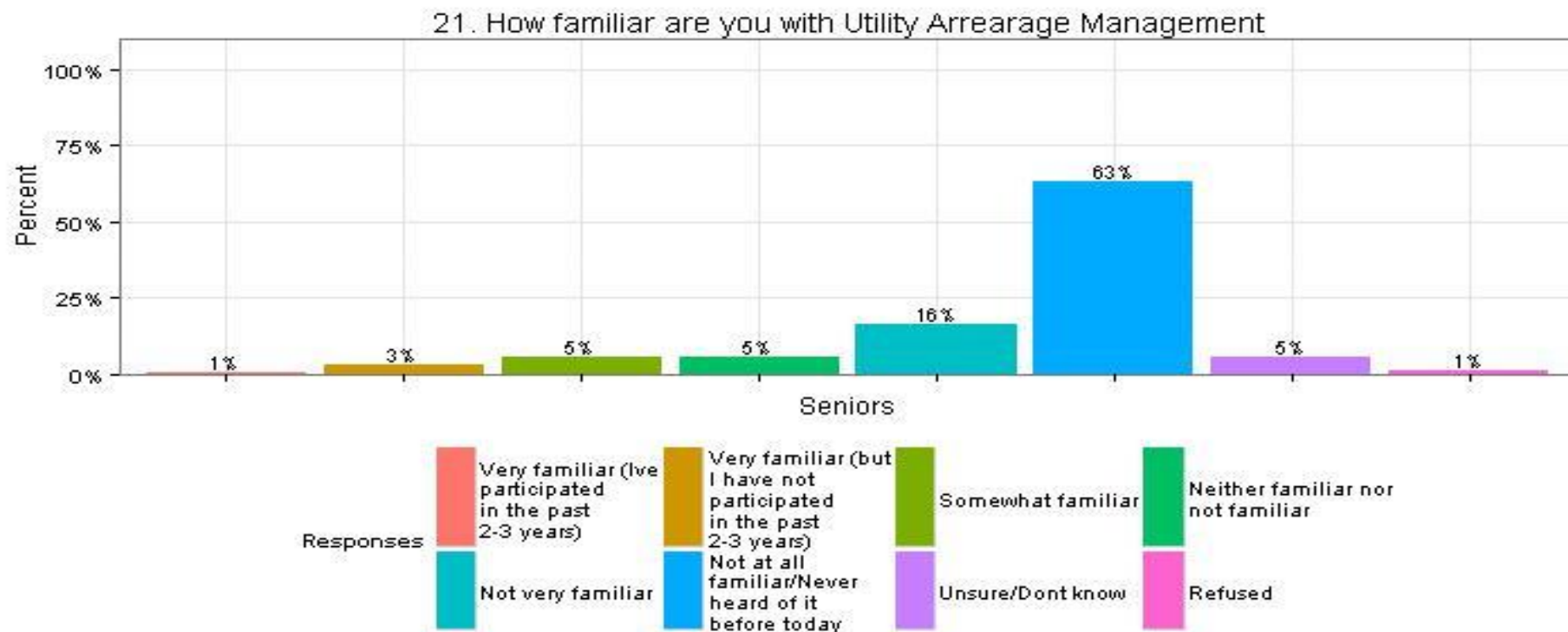
21. How familiar are you with Utility Arrearage Management Low Income Respondents



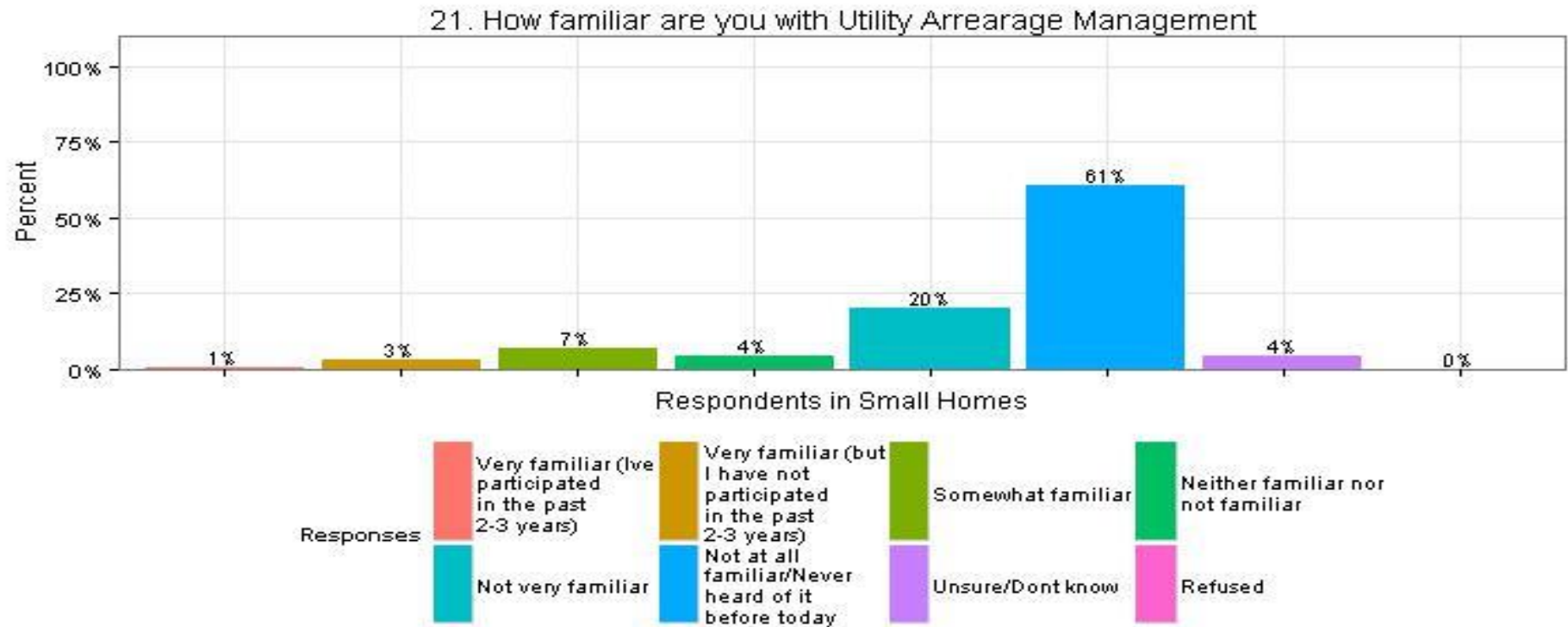
21. How familiar are you with Utility Arrearage Management High Income Respondents



21. How familiar are you with Utility Arrearage Management Seniors

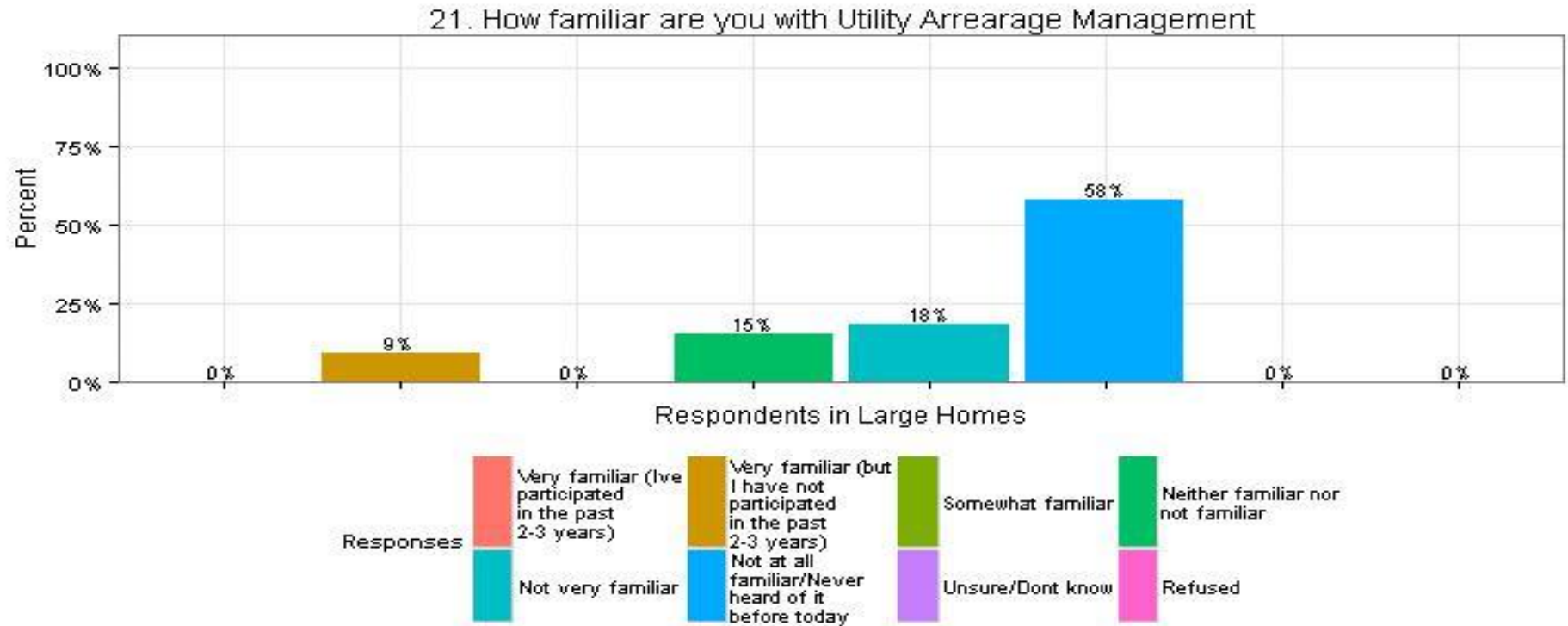


21. How familiar are you with Utility Arrearage Management Respondents in Small Homes

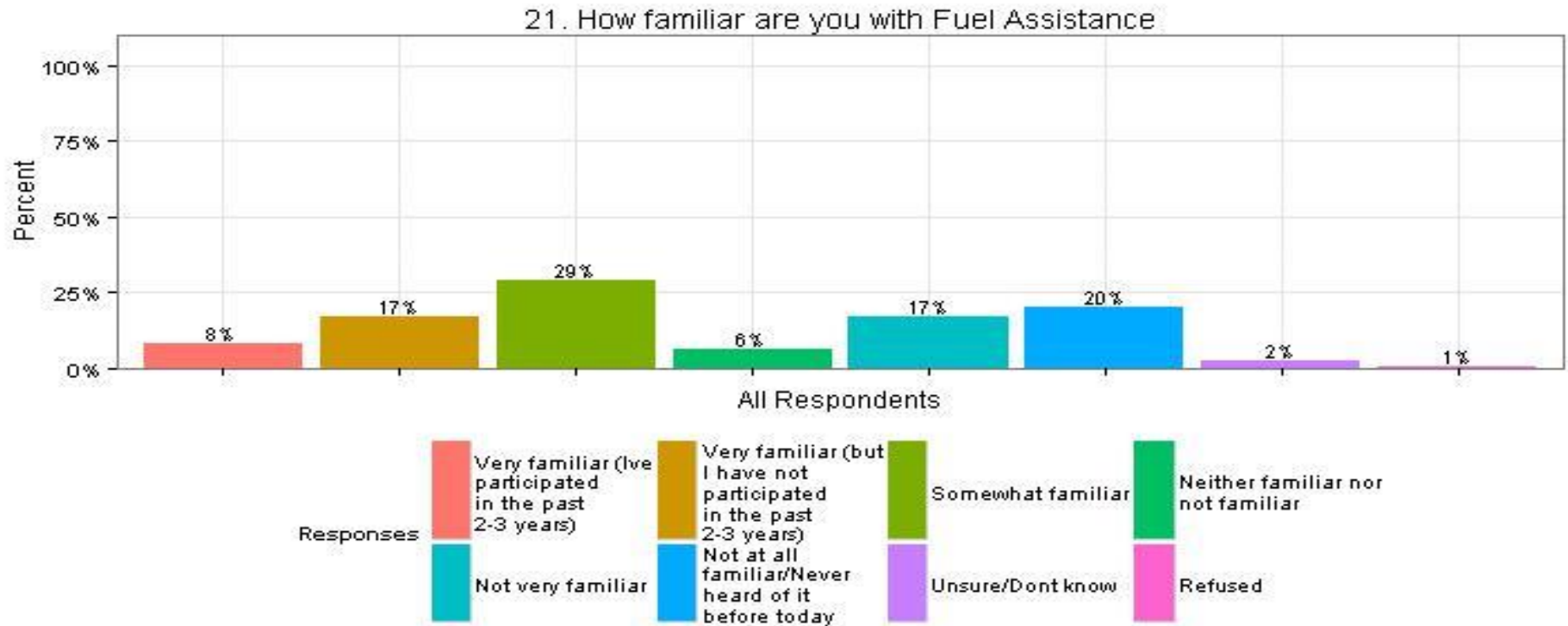




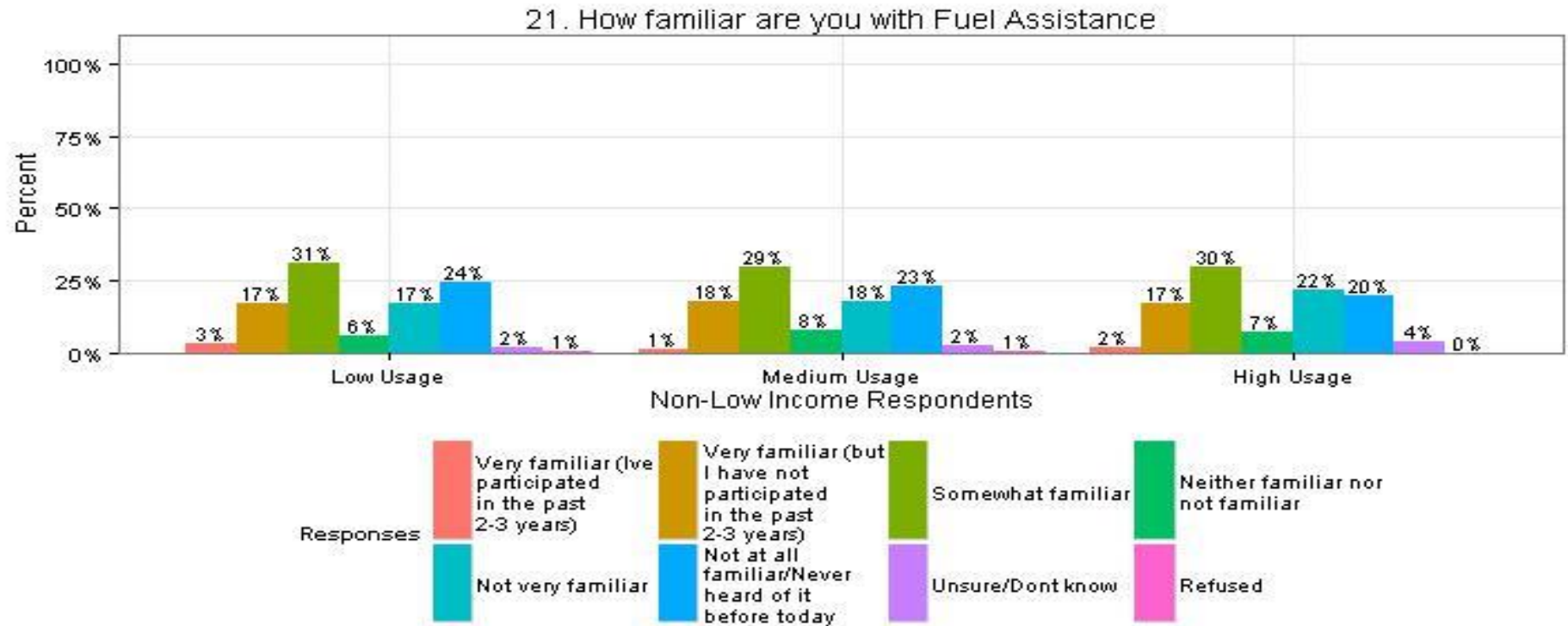
21. How familiar are you with Utility Arrearage Management Respondents in Large Homes



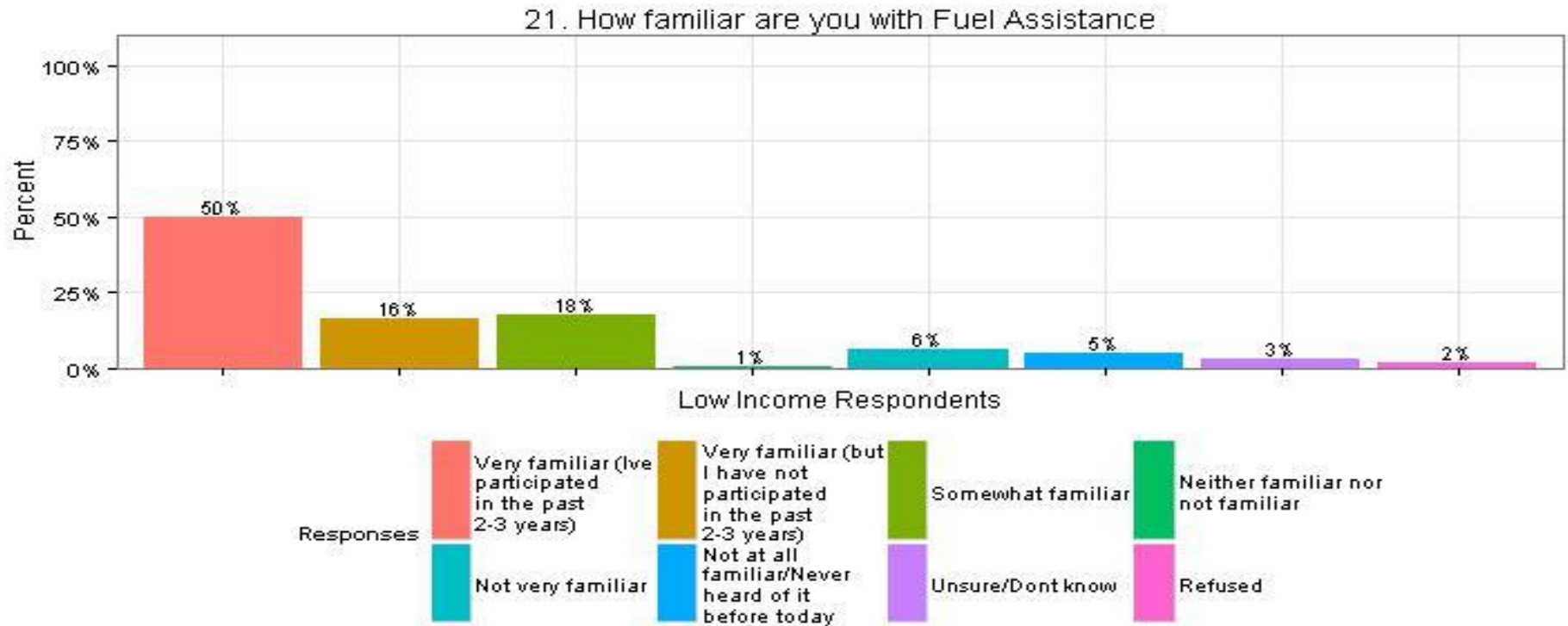
21. How familiar are you with Fuel Assistance All Respondents



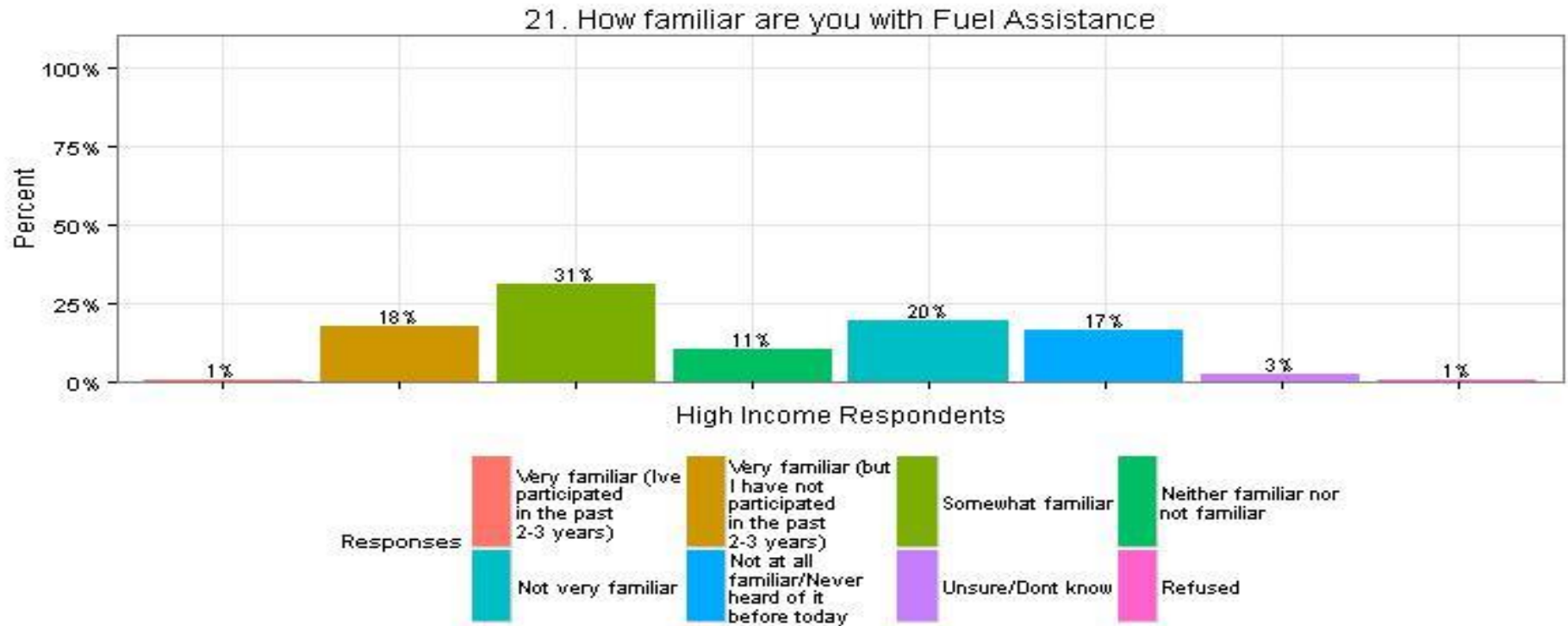
21. How familiar are you with Fuel Assistance Non-Low Income Respondents



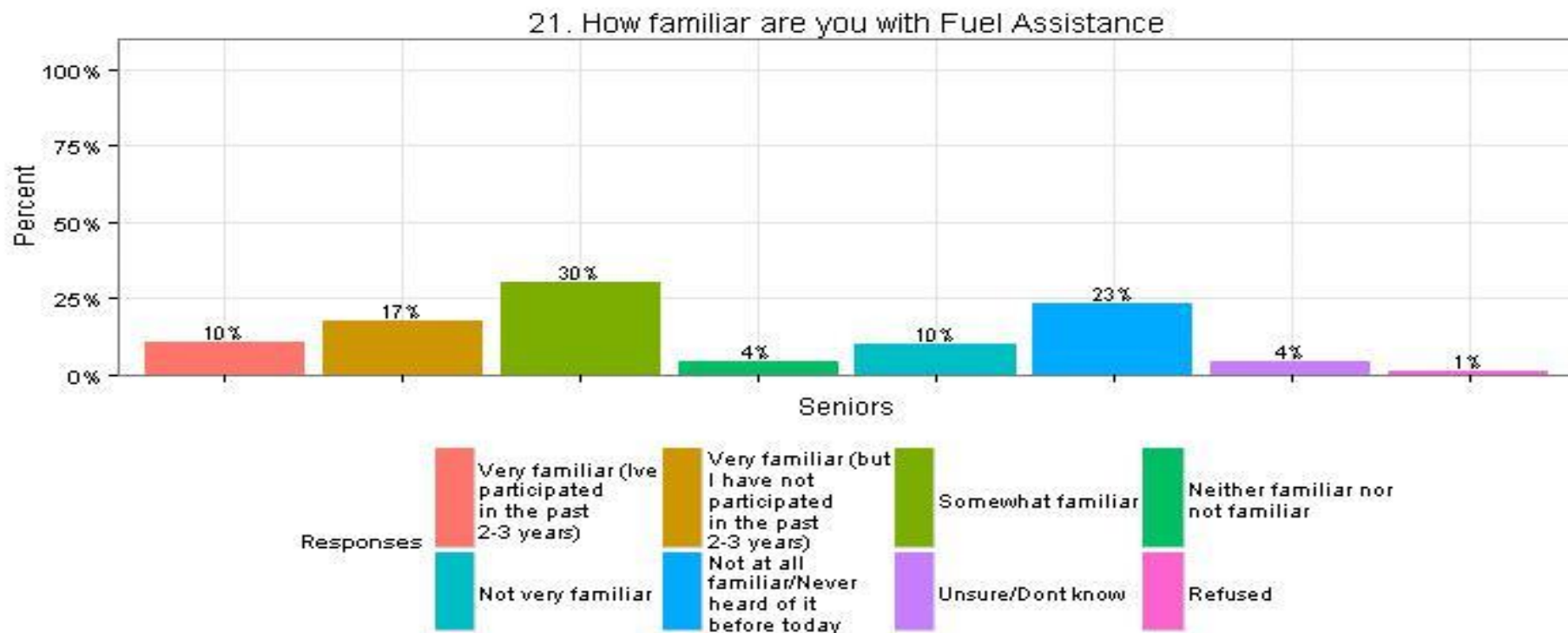
21. How familiar are you with Fuel Assistance Low Income Respondents



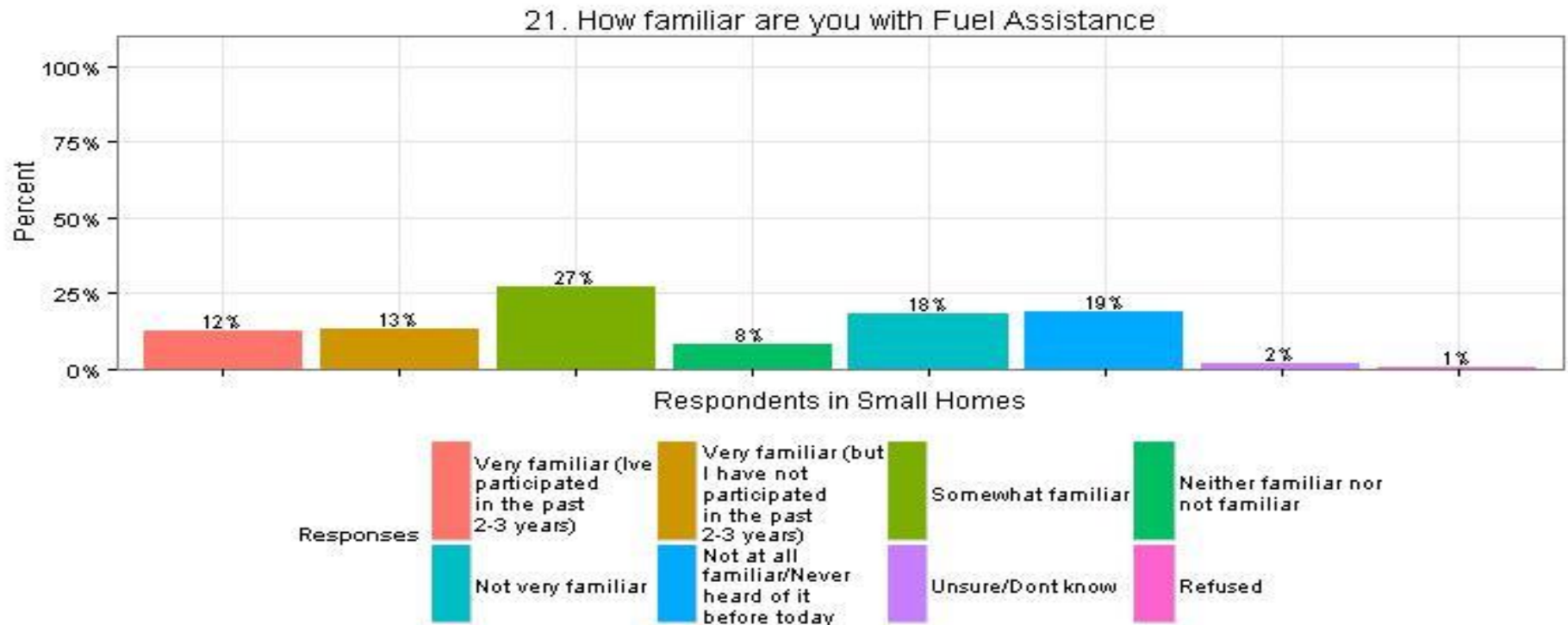
21. How familiar are you with Fuel Assistance High Income Respondents



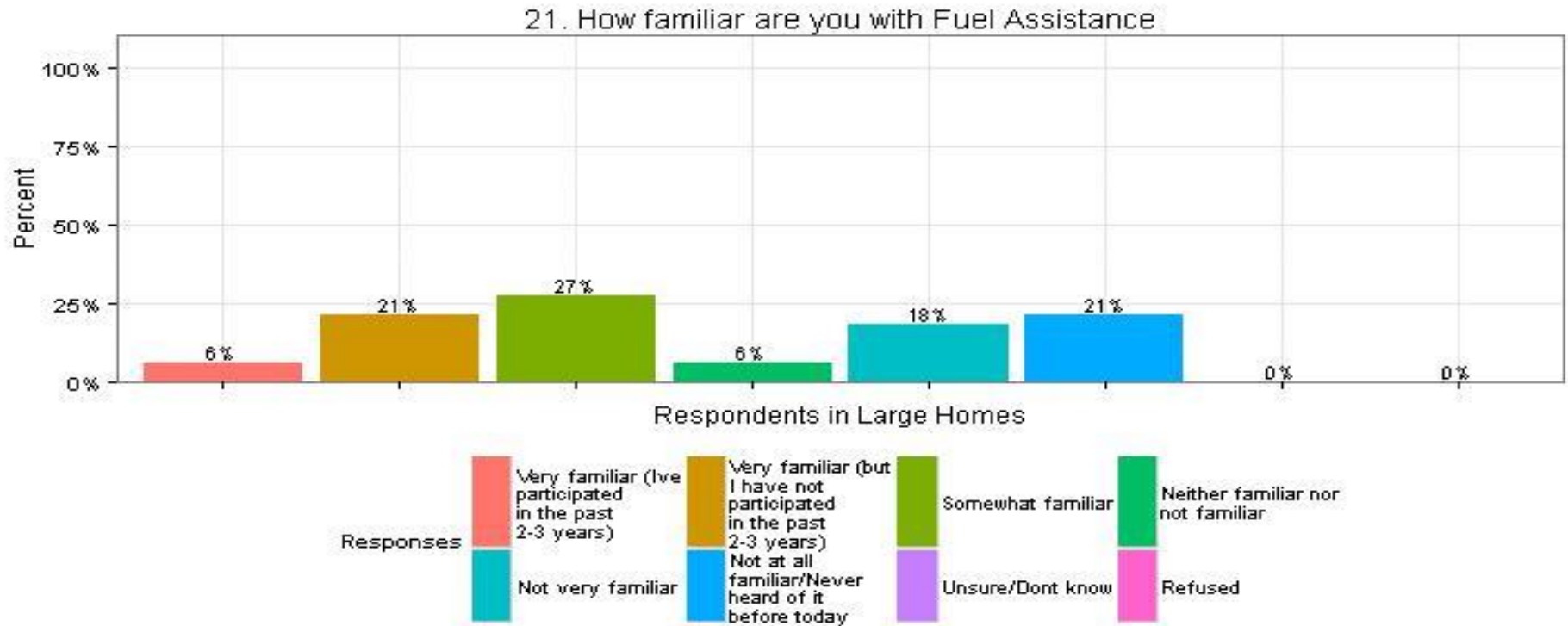
21. How familiar are you with Fuel Assistance Seniors



21. How familiar are you with Fuel Assistance Respondents in Small Homes

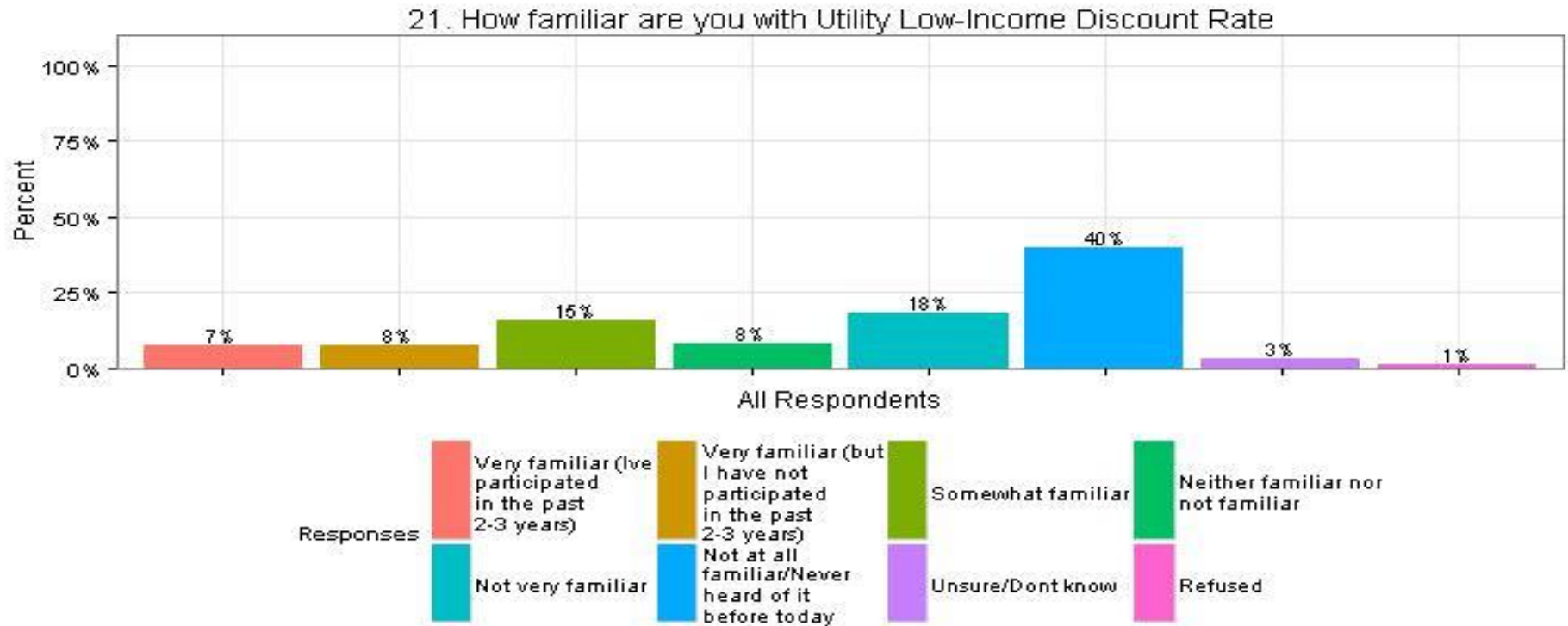


21. How familiar are you with Fuel Assistance Respondents in Large Homes

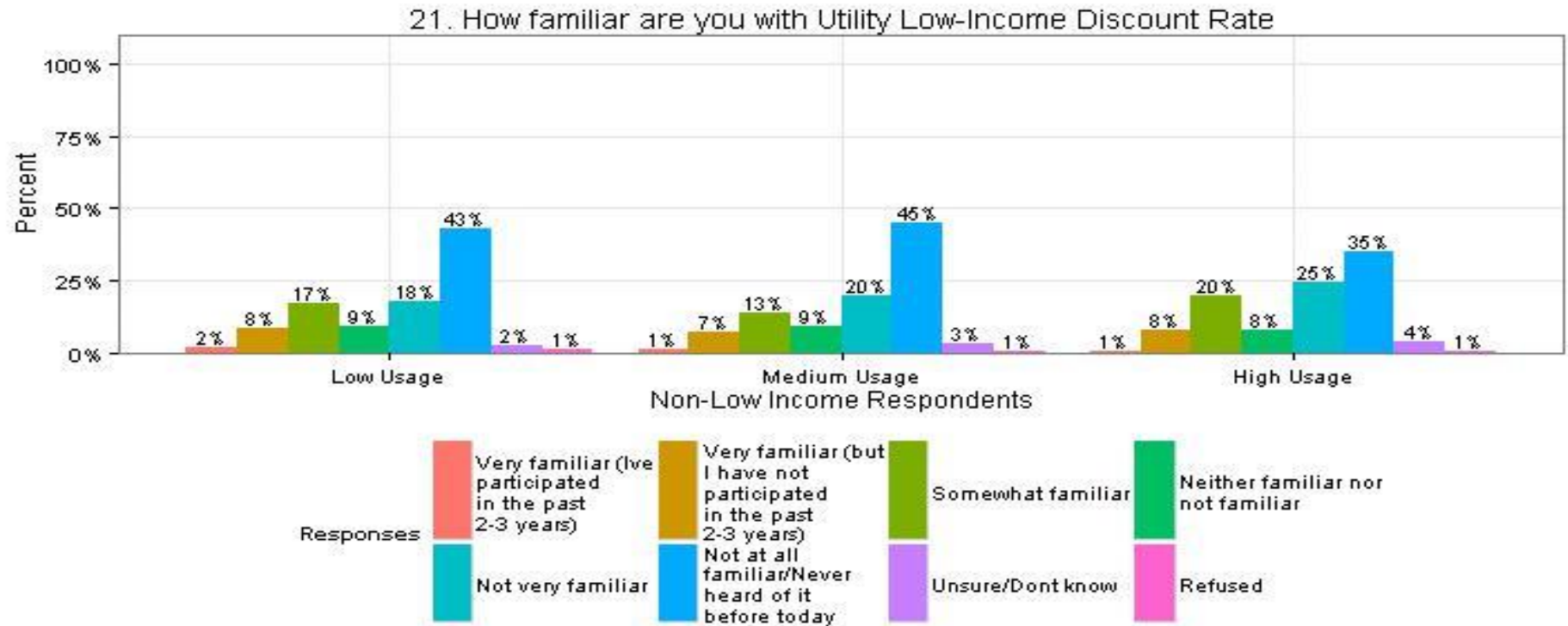


21. How familiar are you with Utility Low-Income Discount Rate

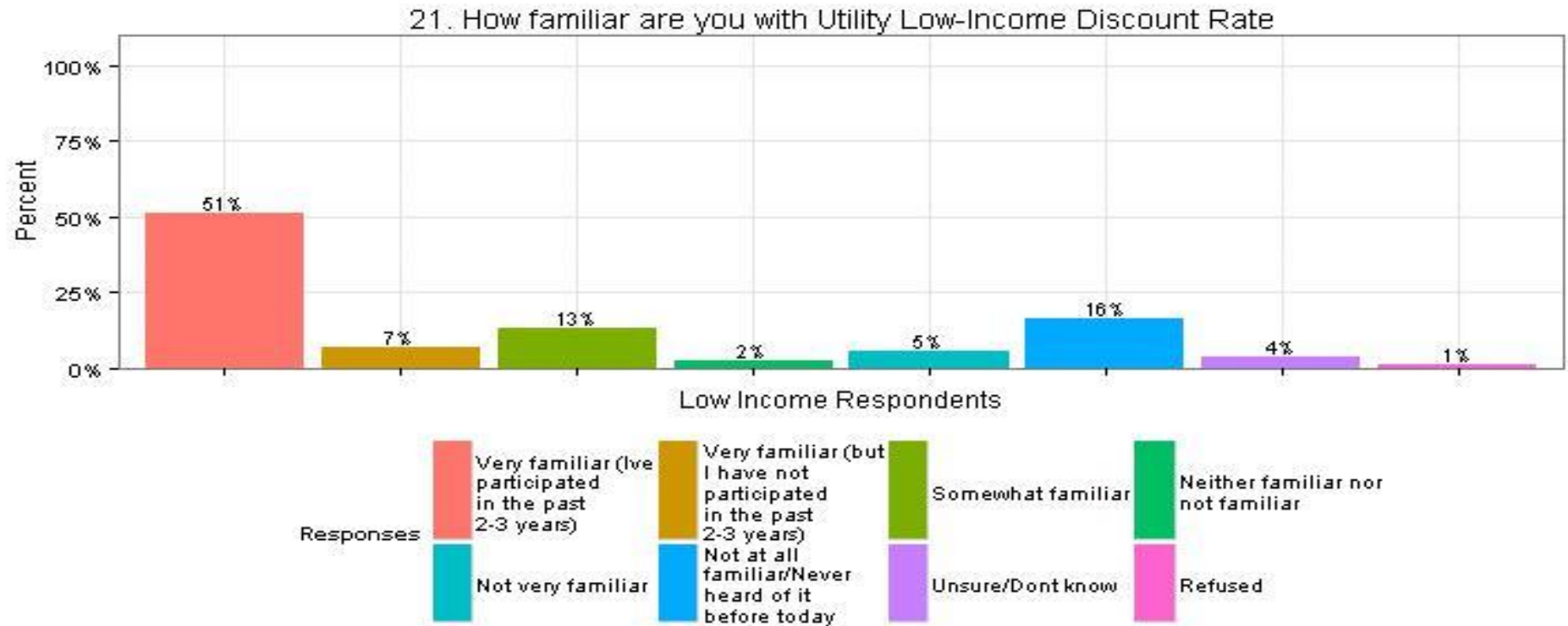
All Respondents



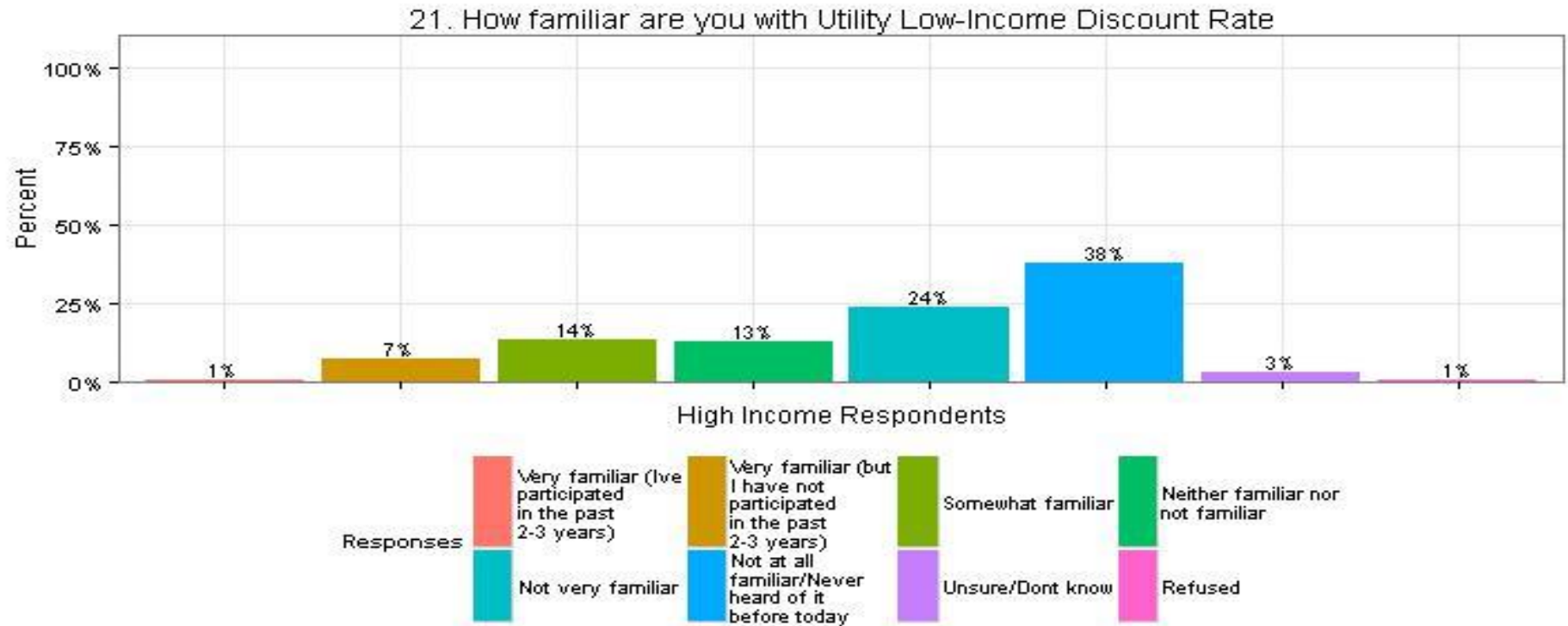
21. How familiar are you with Utility Low-Income Discount Rate Non-Low Income Respondents



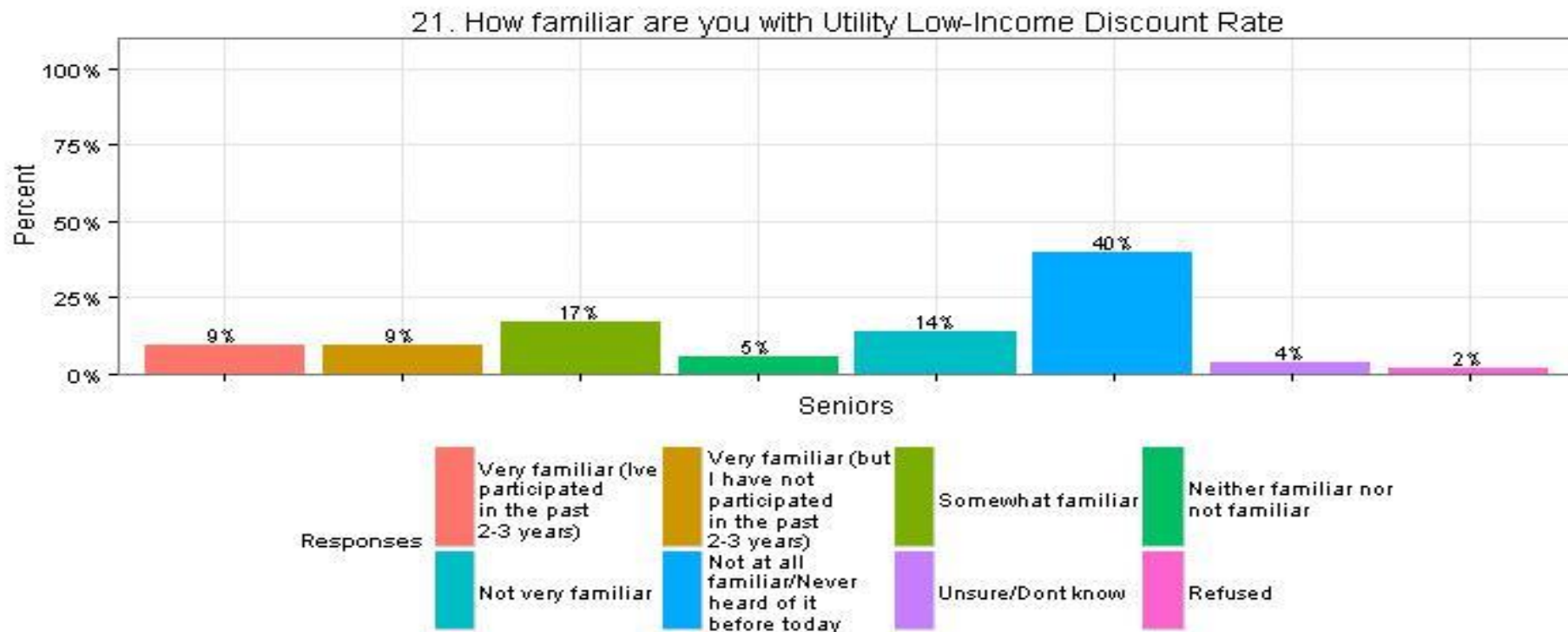
21. How familiar are you with Utility Low-Income Discount Rate Low Income Respondents



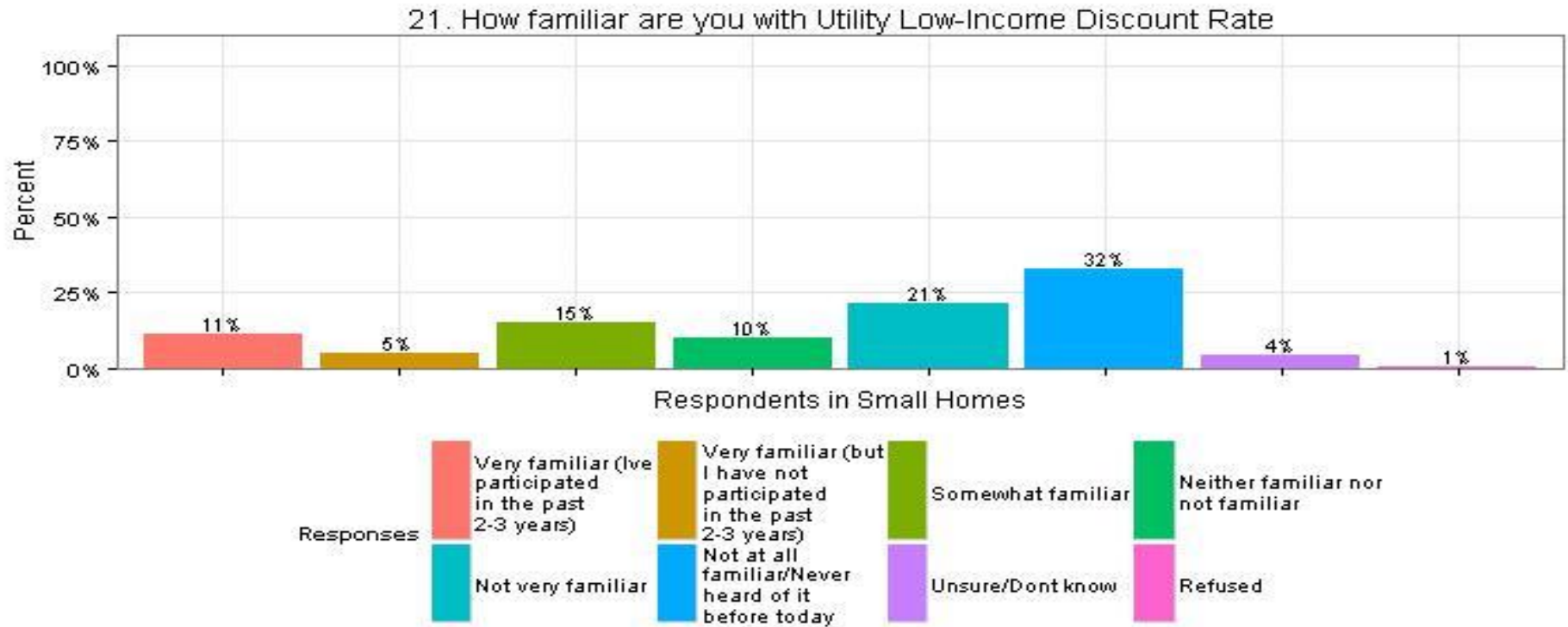
21. How familiar are you with Utility Low-Income Discount Rate High Income Respondents



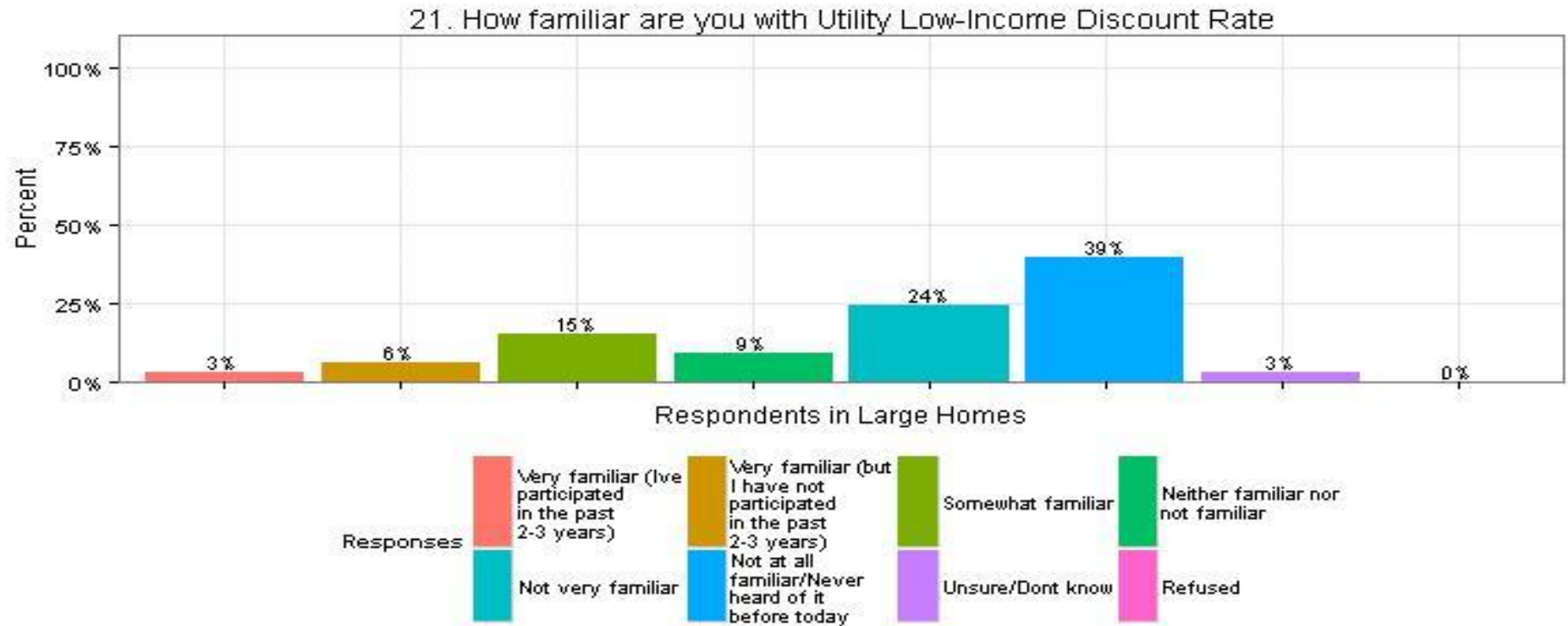
21. How familiar are you with Utility Low-Income Discount Rate Seniors



21. How familiar are you with Utility Low-Income Discount Rate Respondents in Small Homes



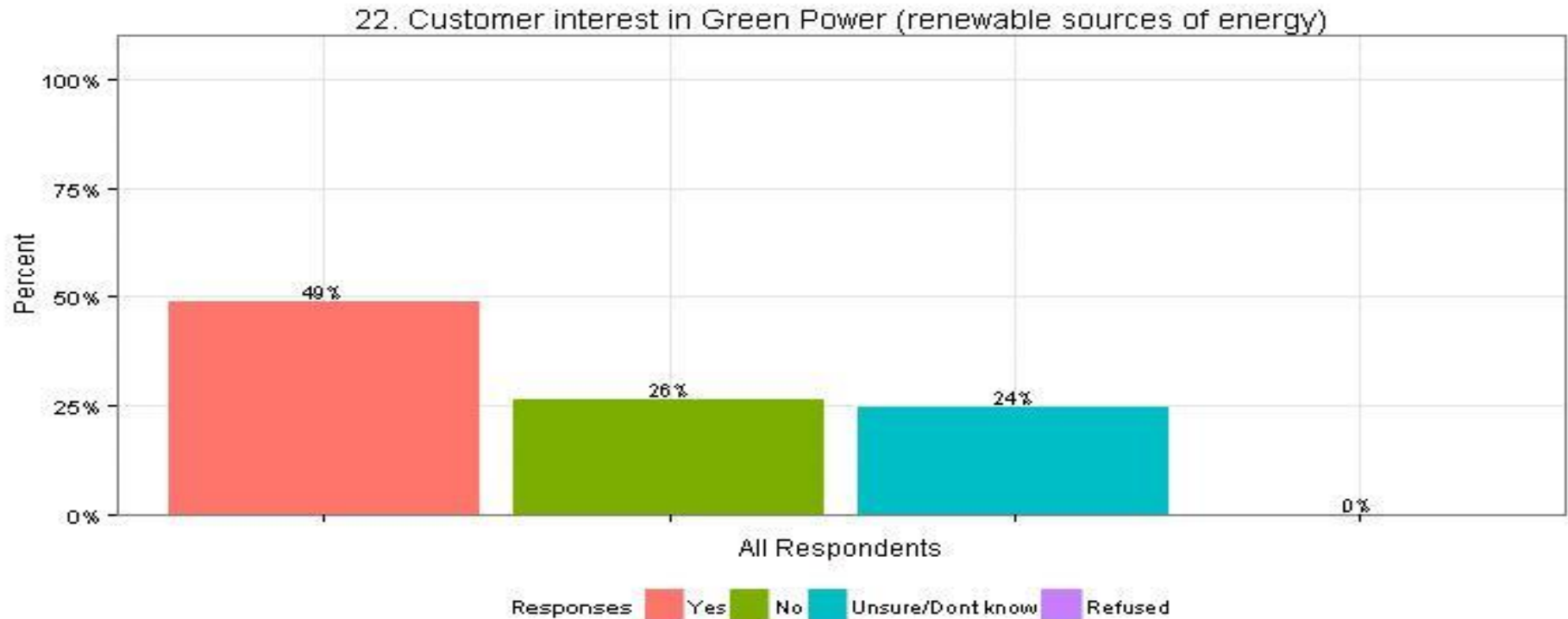
21. How familiar are you with Utility Low-Income Discount Rate Respondents in Large Homes





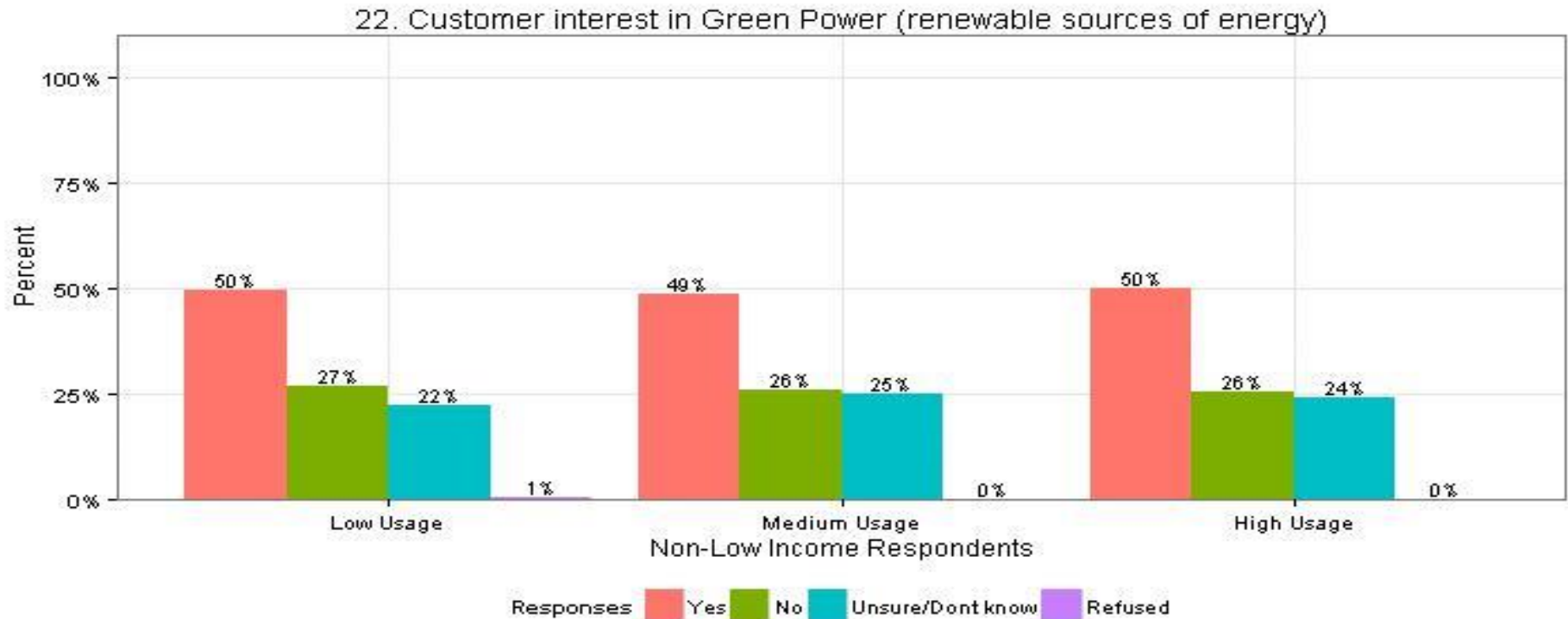
22. Customer interest in Green Power (renewable sources of energy)

All Respondents



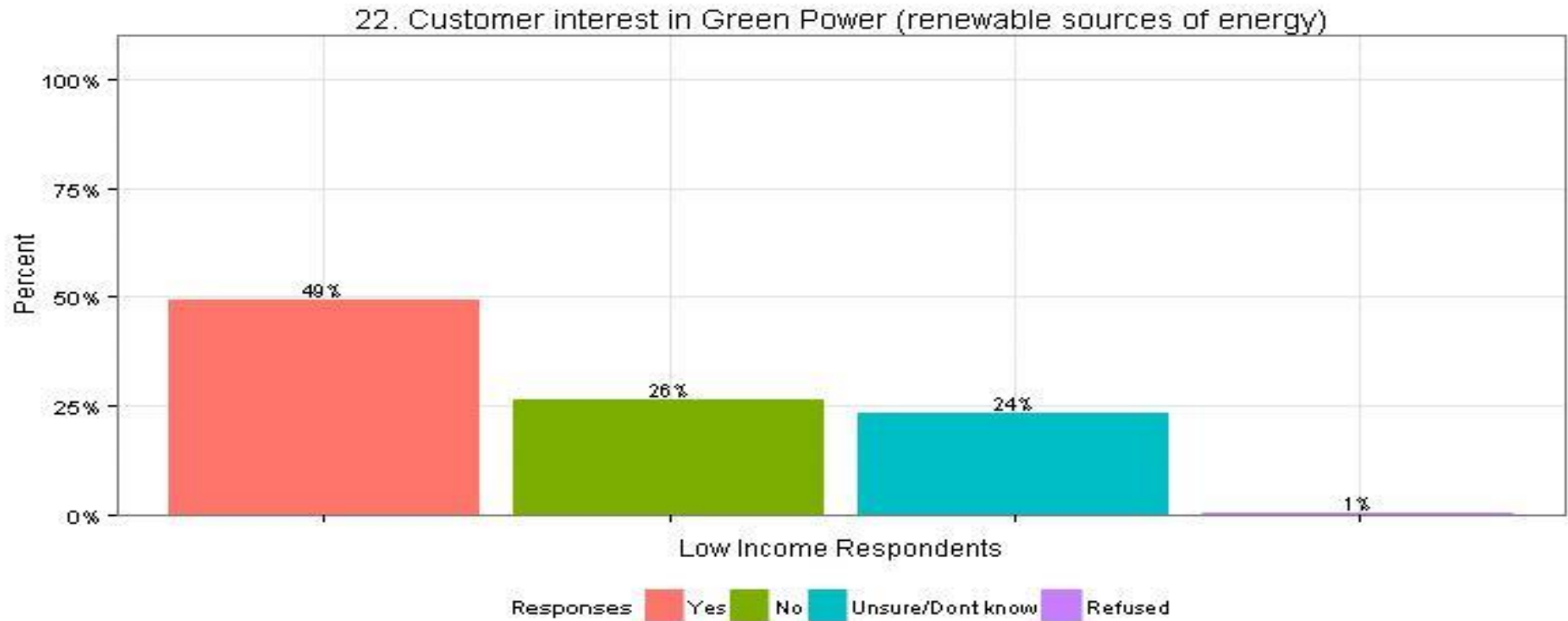


22. Customer interest in Green Power (renewable sources of energy) Non-Low Income Respondents



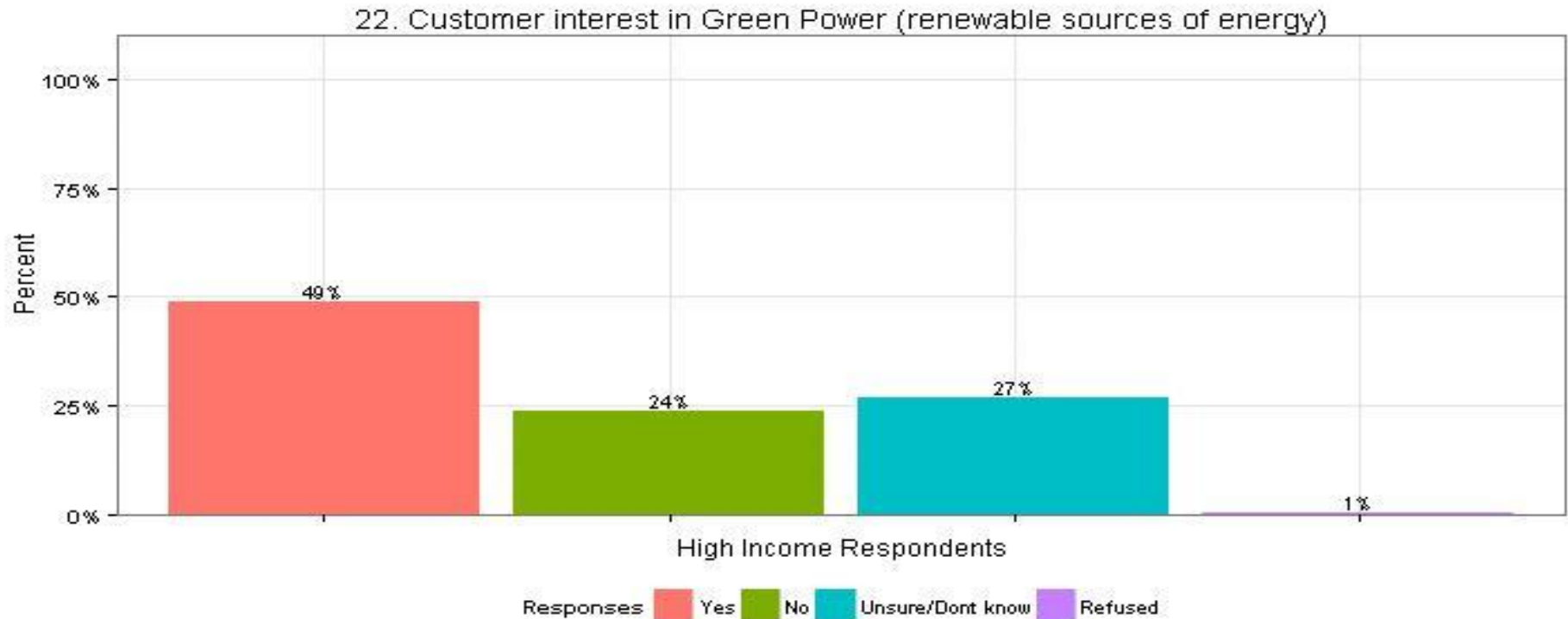


22. Customer interest in Green Power (renewable sources of energy) Low Income Respondents



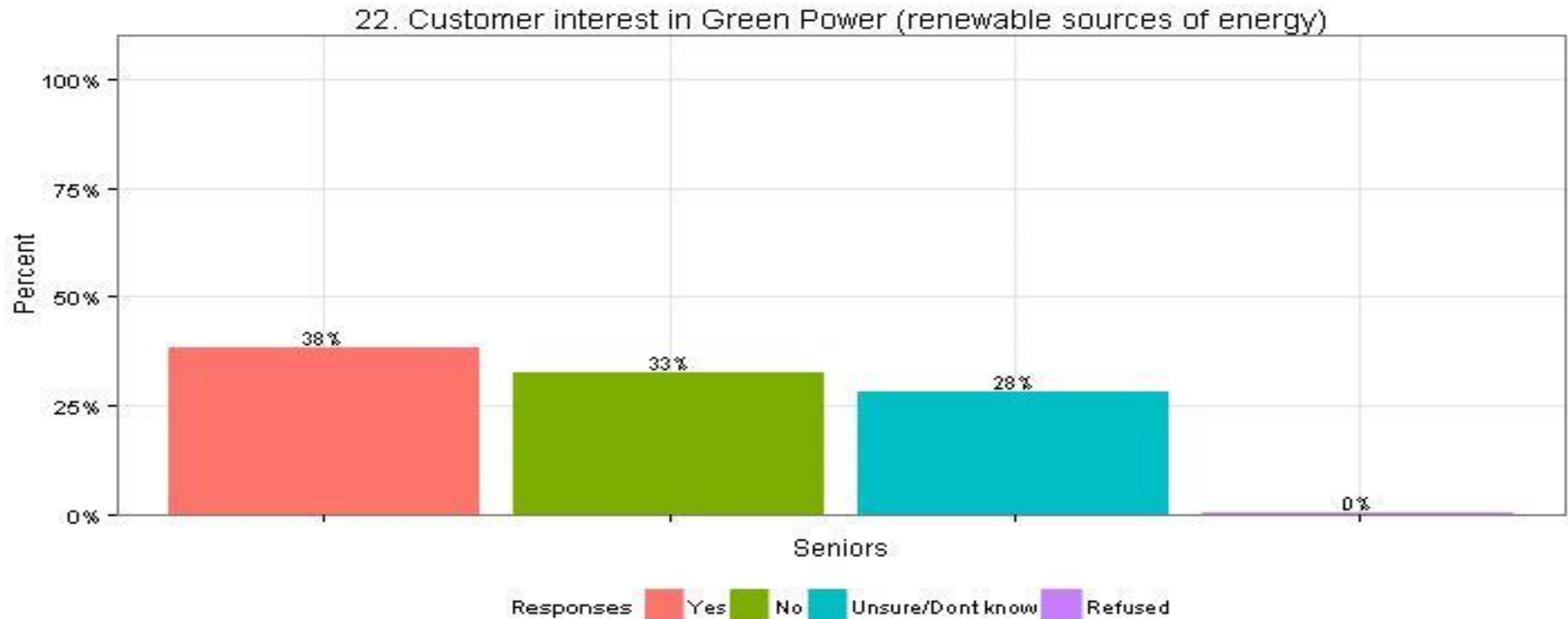


22. Customer interest in Green Power (renewable sources of energy) High Income Respondents



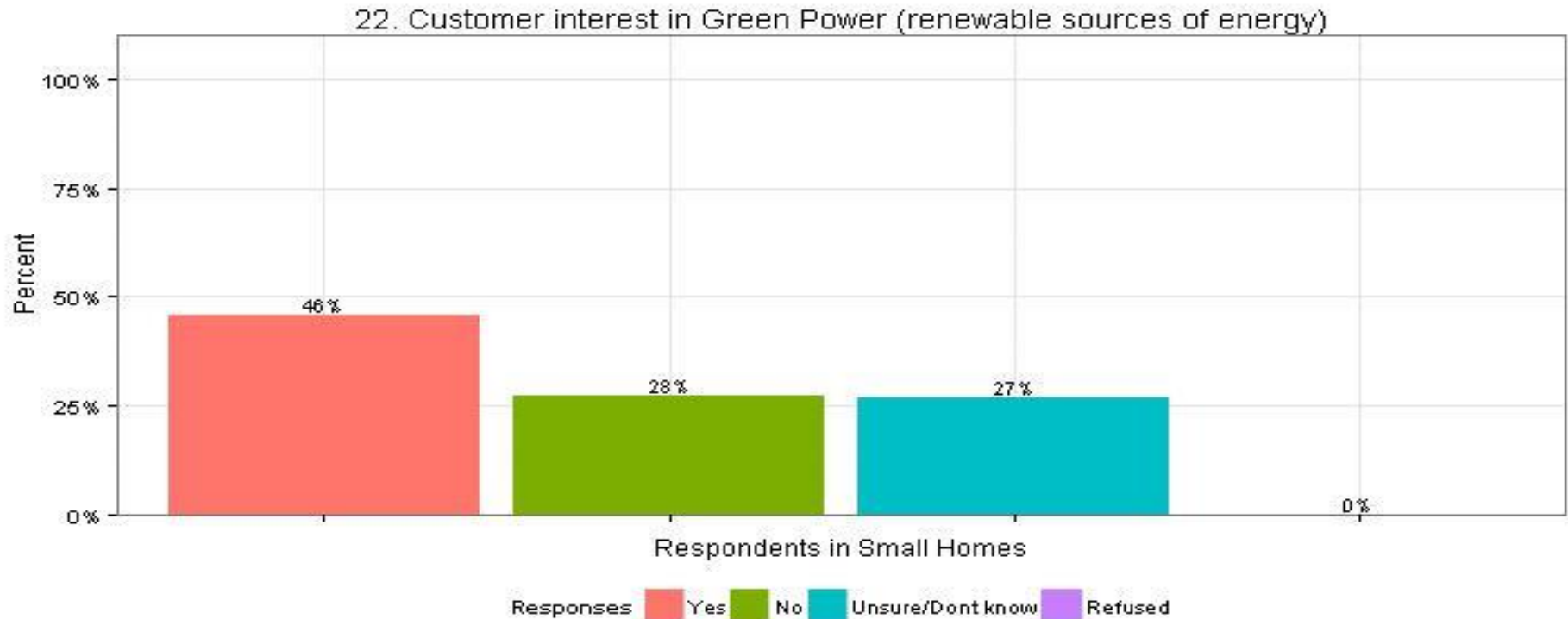


22. Customer interest in Green Power (renewable sources of energy) Seniors



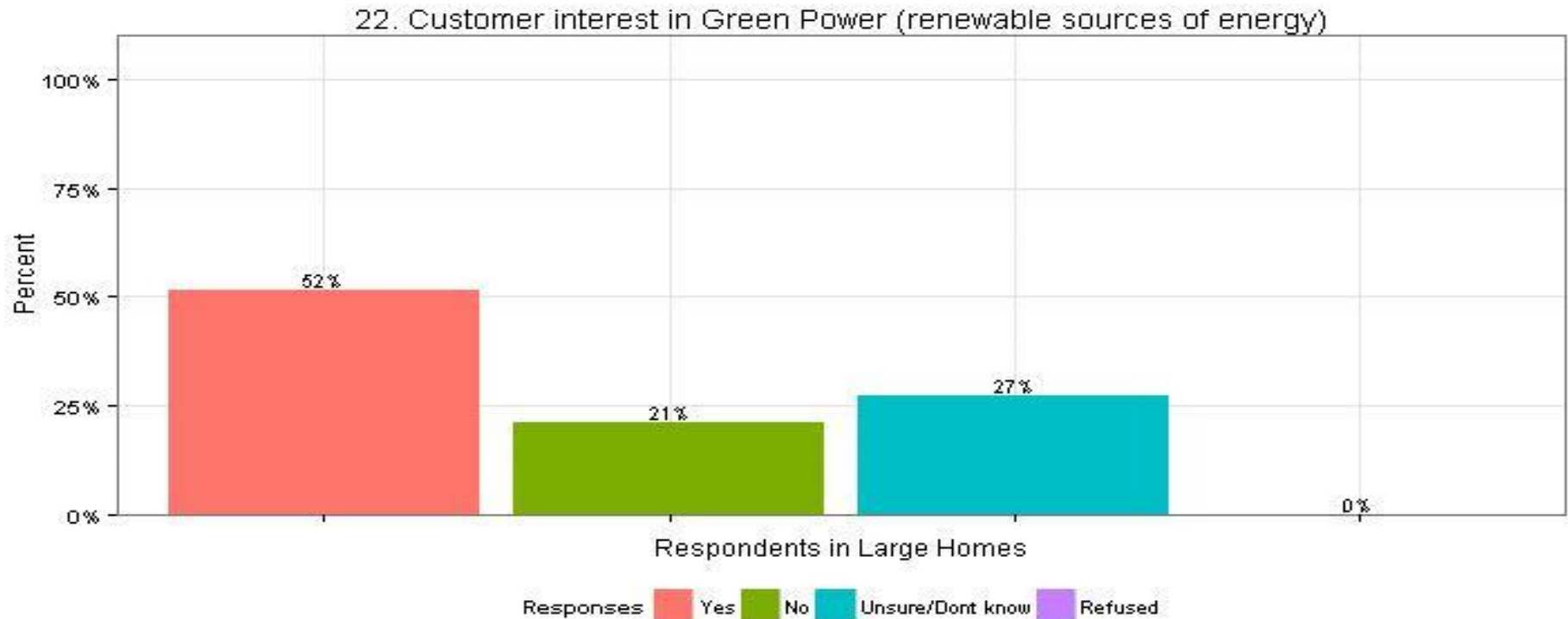


22. Customer interest in Green Power (renewable sources of energy) Respondents in Small Homes





22. Customer interest in Green Power (renewable sources of energy) Respondents in Large Homes

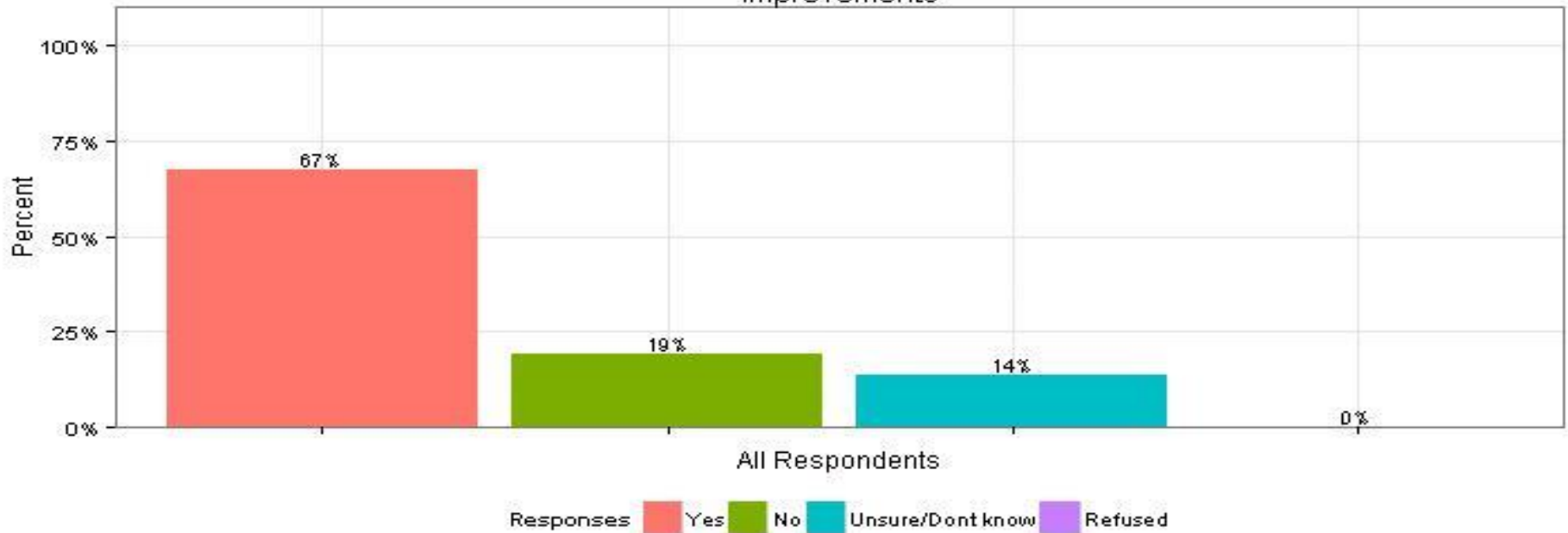


22. Customer interest in Utility-sponsored rebate programs for the purchase of energy efficient products or energy efficient home improvements



All Respondents

22. Customer interest in Utility-sponsored rebate programs for the purchase of energy efficient products or energy efficient home improvements

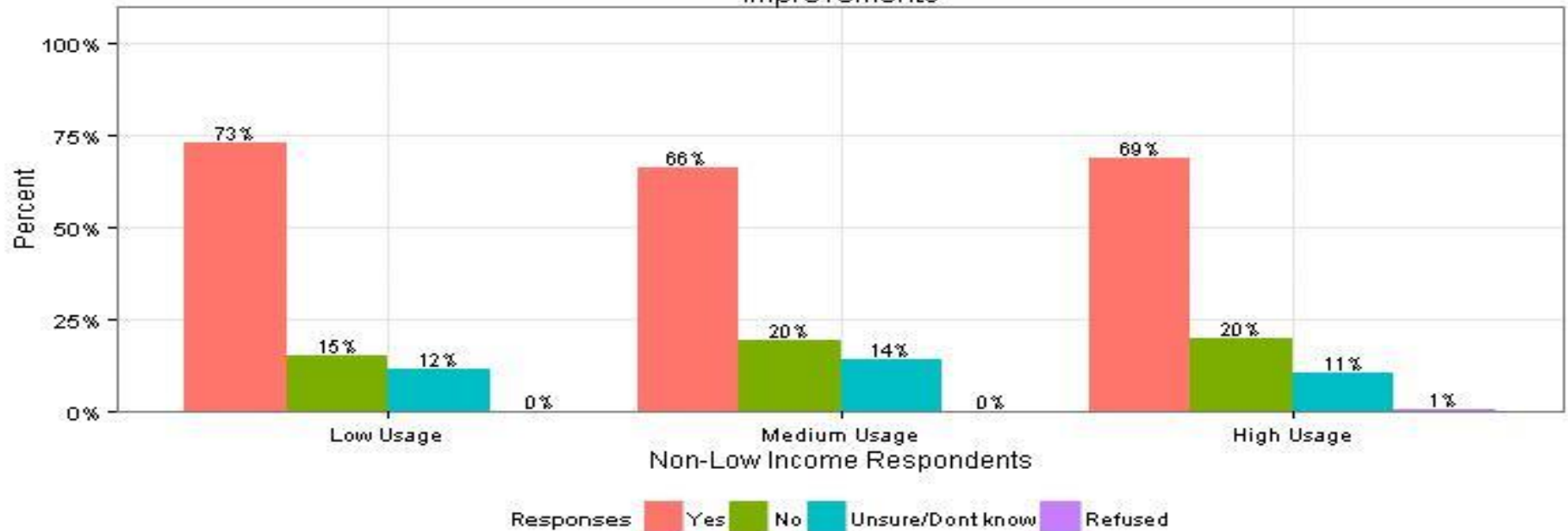


22. Customer interest in Utility-sponsored rebate programs for the purchase of energy efficient products or energy efficient home improvements



Non-Low Income Respondents

22. Customer interest in Utility-sponsored rebate programs for the purchase of energy efficient products or energy efficient home improvements

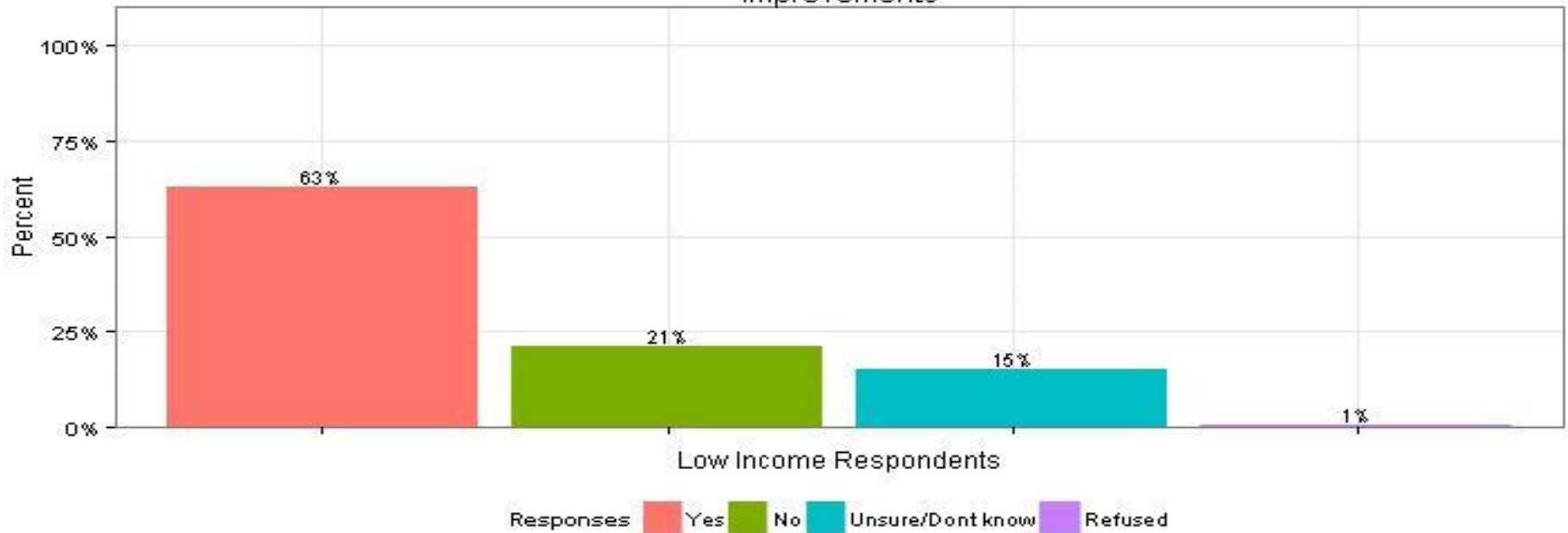


22. Customer interest in Utility-sponsored rebate programs for the purchase of energy efficient products or energy efficient home improvements



Low Income Respondents

22. Customer interest in Utility-sponsored rebate programs for the purchase of energy efficient products or energy efficient home improvements

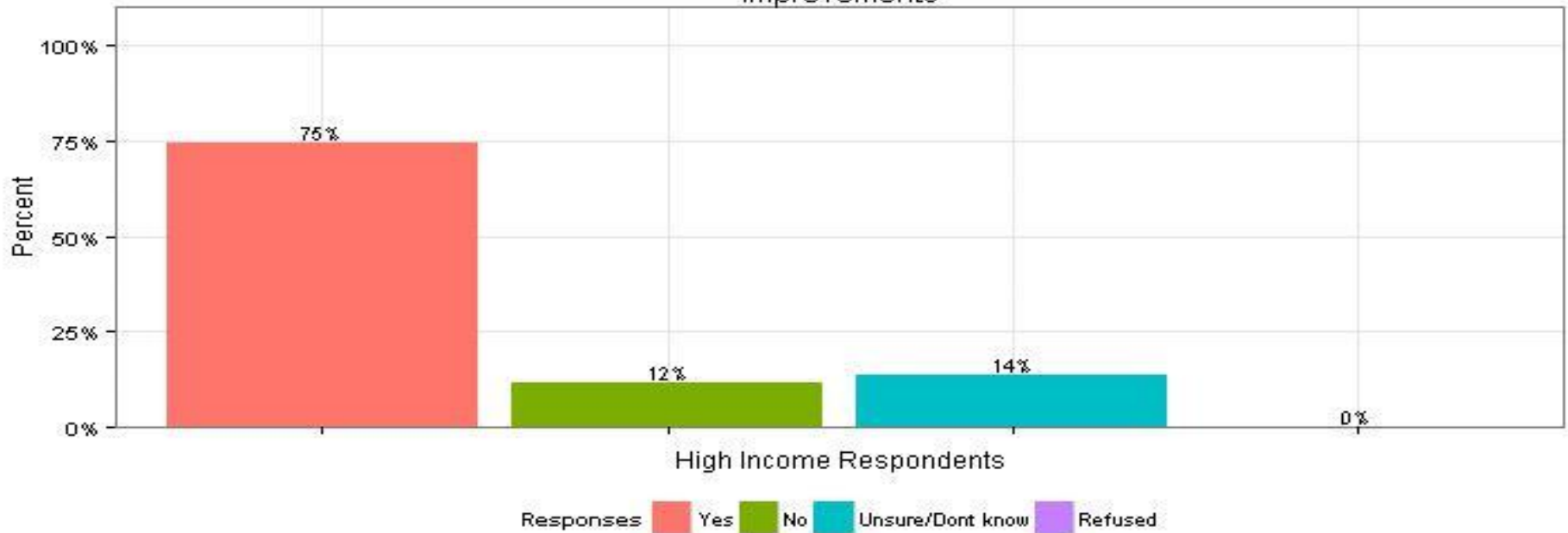


22. Customer interest in Utility-sponsored rebate programs for the purchase of energy efficient products or energy efficient home improvements



High Income Respondents

22. Customer interest in Utility-sponsored rebate programs for the purchase of energy efficient products or energy efficient home improvements

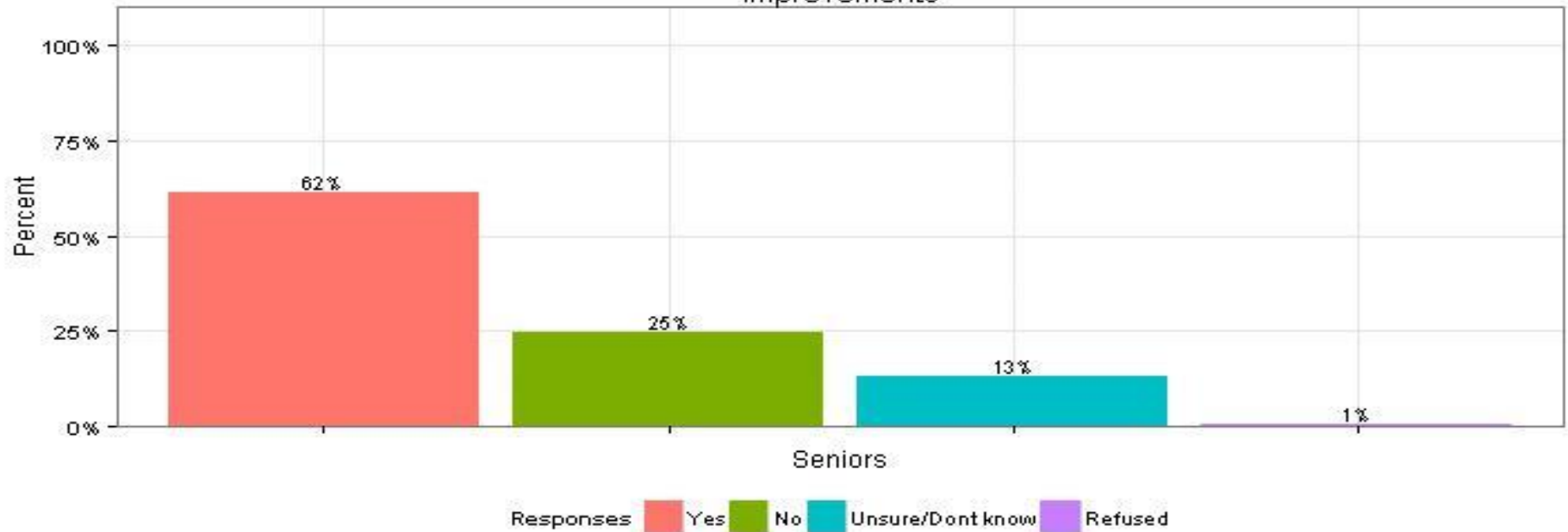


22. Customer interest in Utility-sponsored rebate programs for the purchase of energy efficient products or energy efficient home improvements



Seniors

22. Customer interest in Utility-sponsored rebate programs for the purchase of energy efficient products or energy efficient home improvements

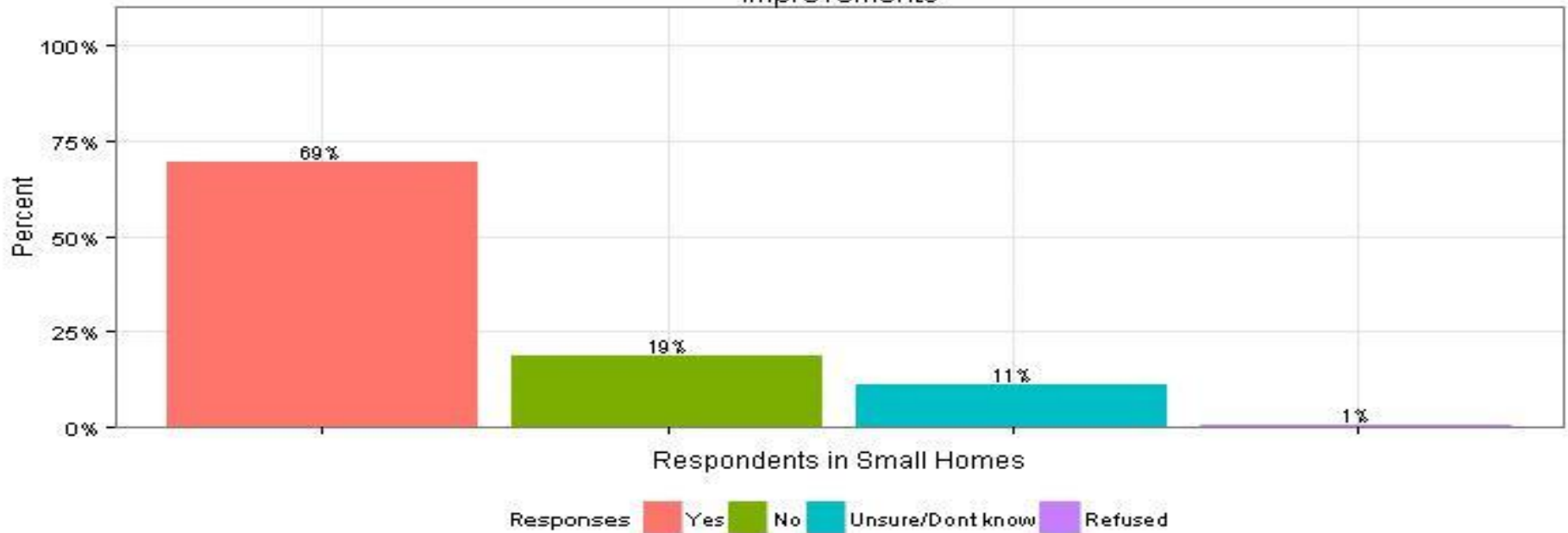


22. Customer interest in Utility-sponsored rebate programs for the purchase of energy efficient products or energy efficient home improvements



Respondents in Small Homes

22. Customer interest in Utility-sponsored rebate programs for the purchase of energy efficient products or energy efficient home improvements

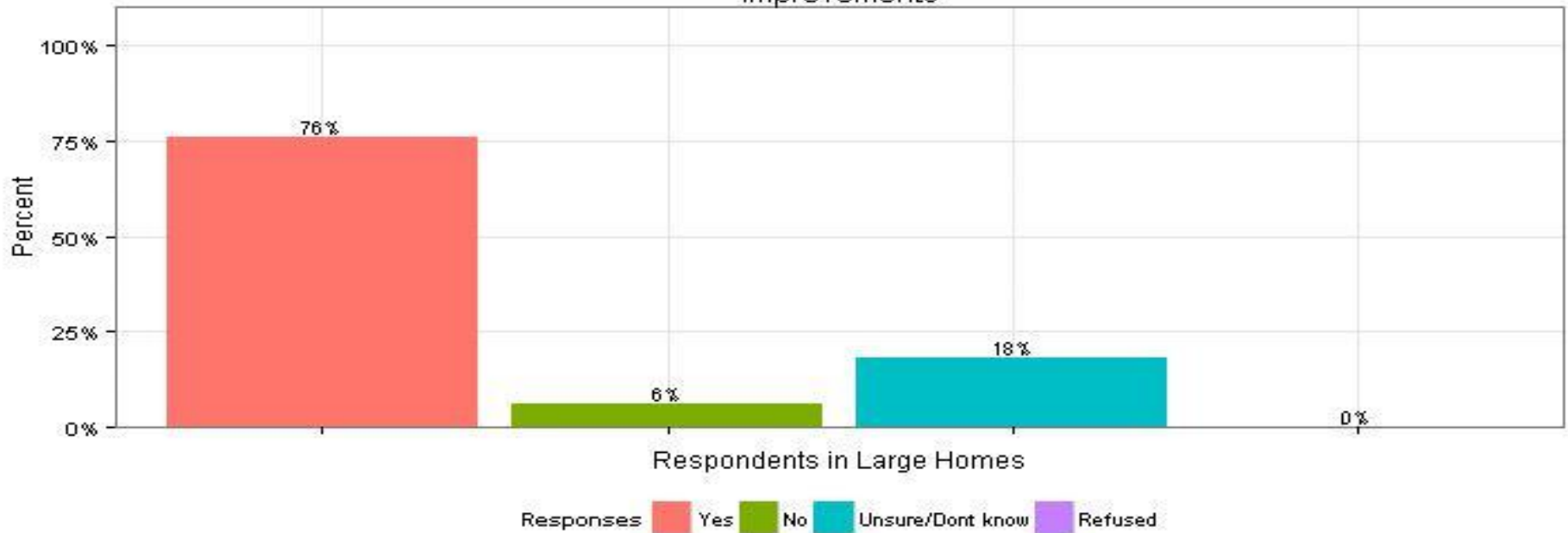


22. Customer interest in Utility-sponsored rebate programs for the purchase of energy efficient products or energy efficient home improvements

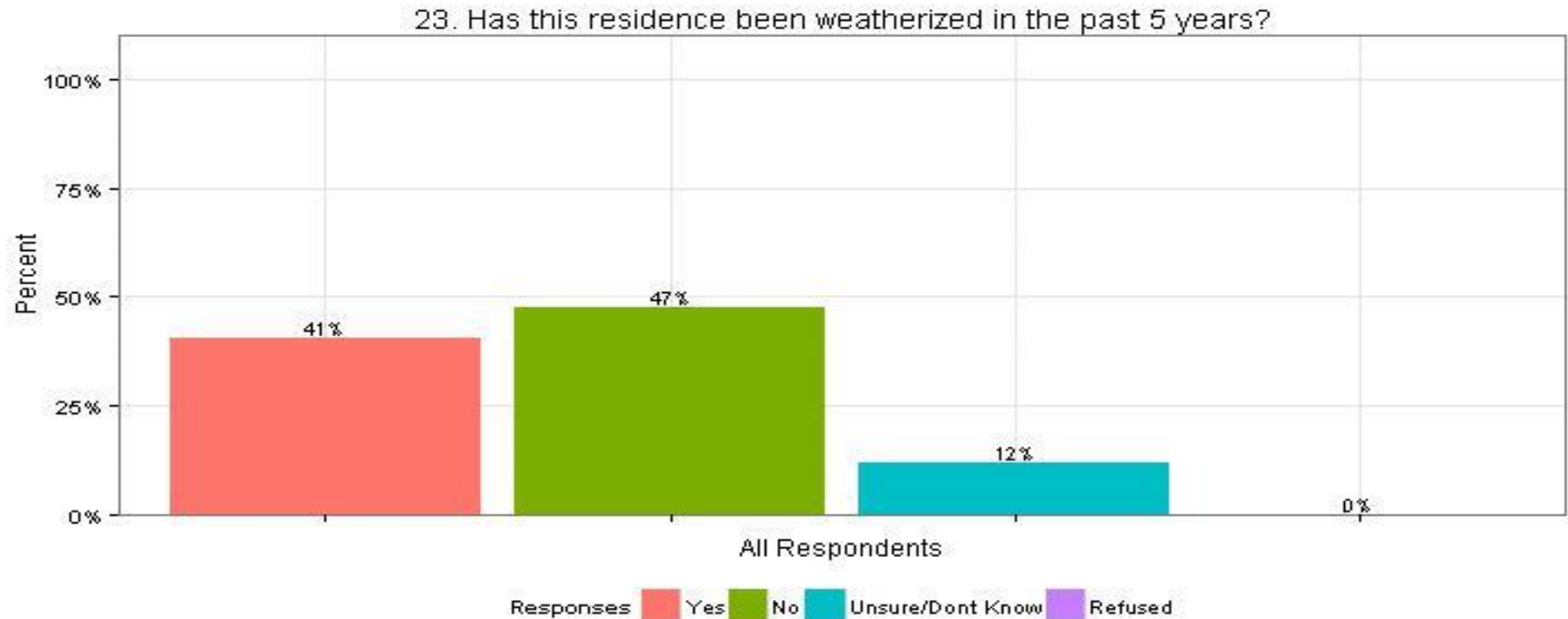


Respondents in Large Homes

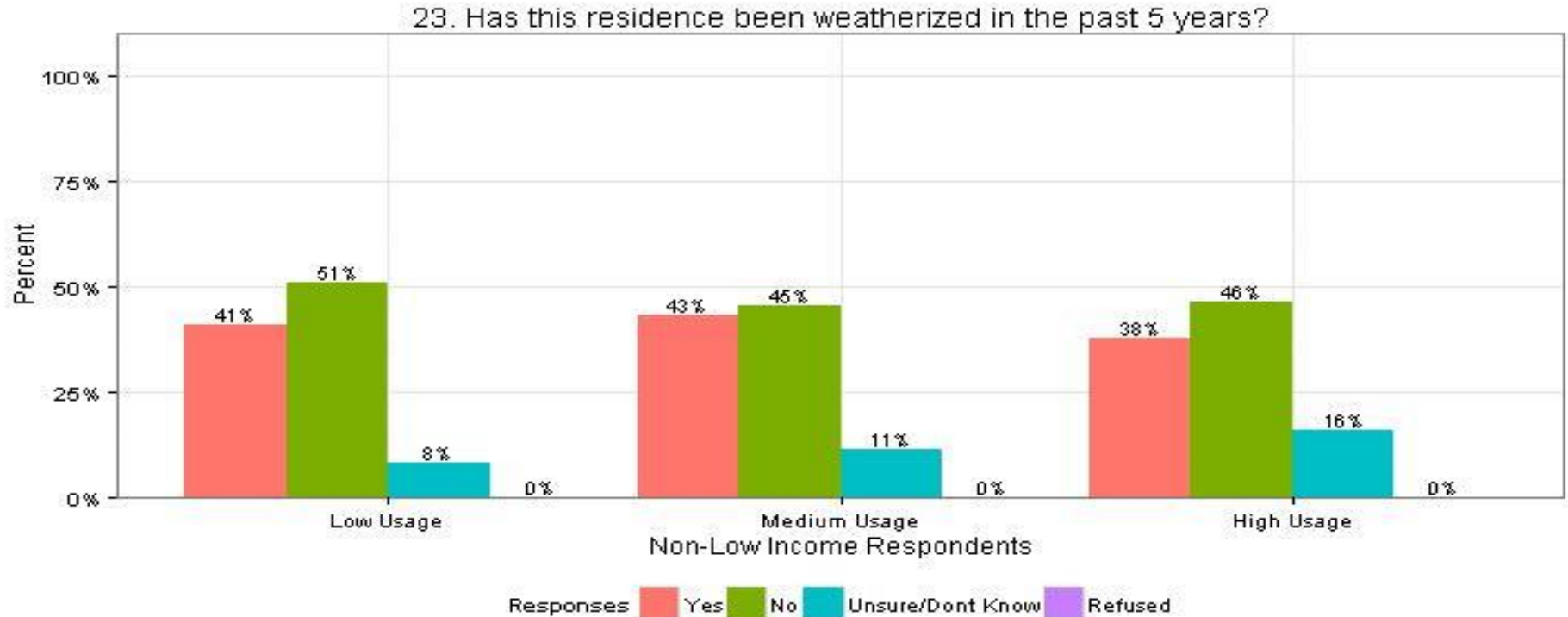
22. Customer interest in Utility-sponsored rebate programs for the purchase of energy efficient products or energy efficient home improvements



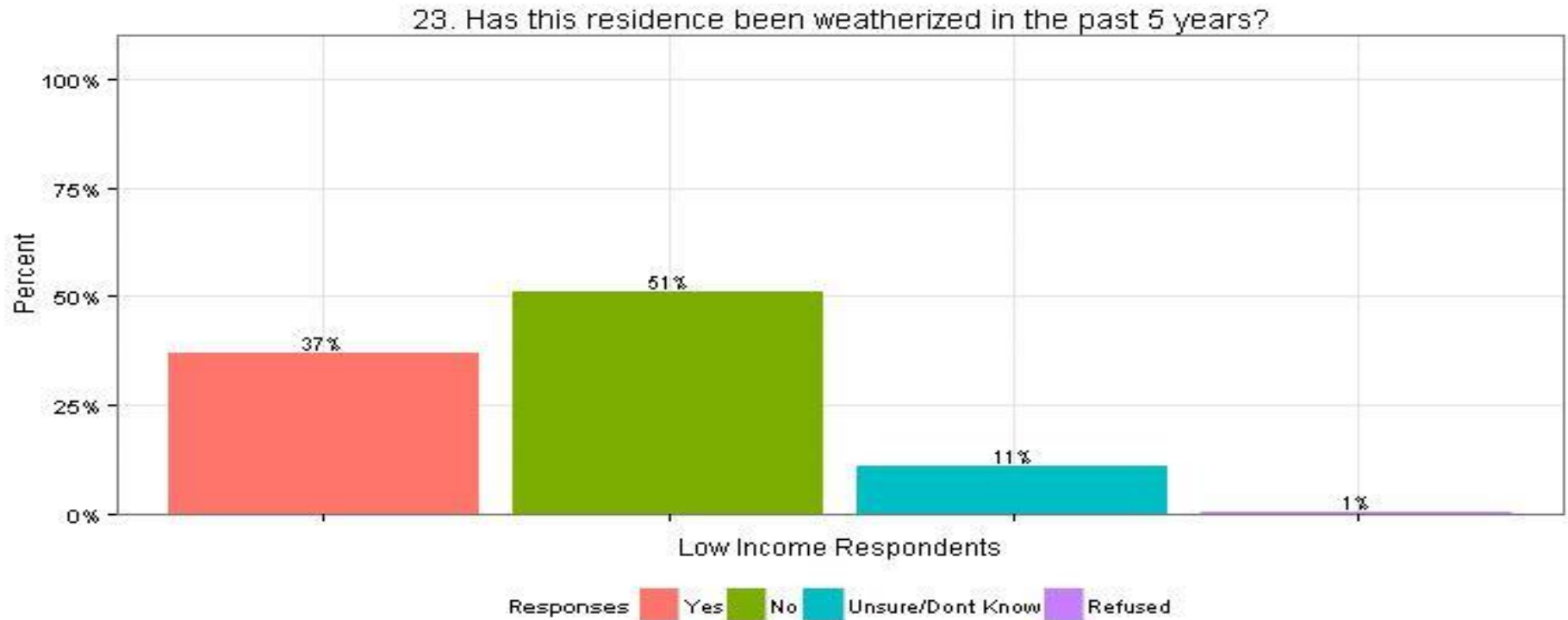
23. Has this residence been weatherized in the past 5 years? All Respondents



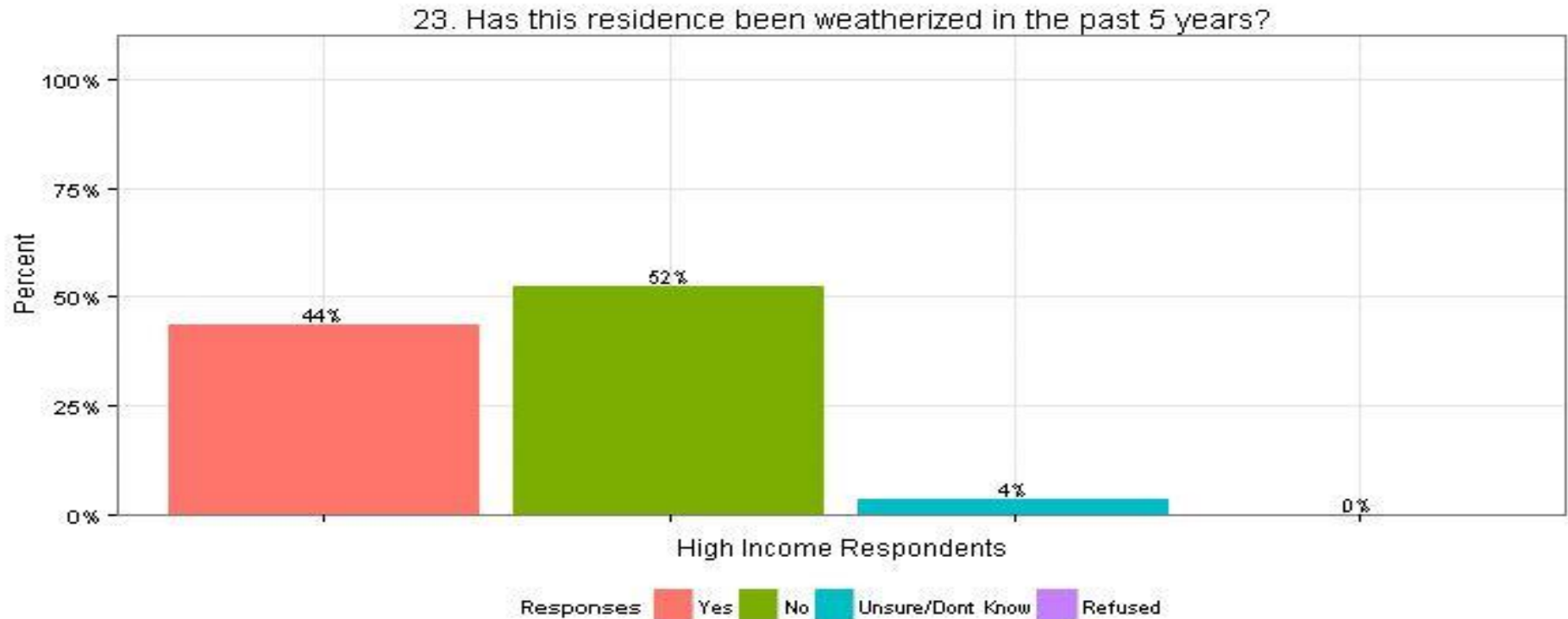
23. Has this residence been weatherized in the past 5 years? Non-Low Income Respondents



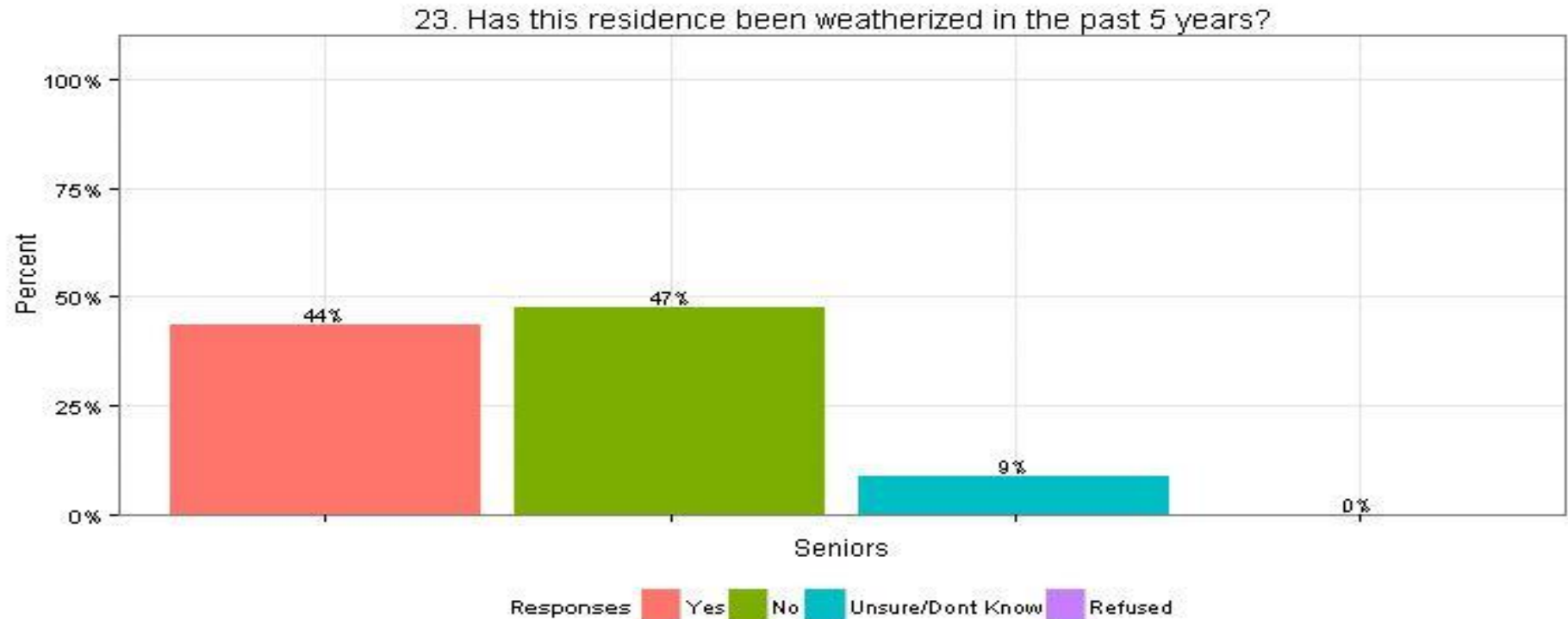
23. Has this residence been weatherized in the past 5 years? Low Income Respondents



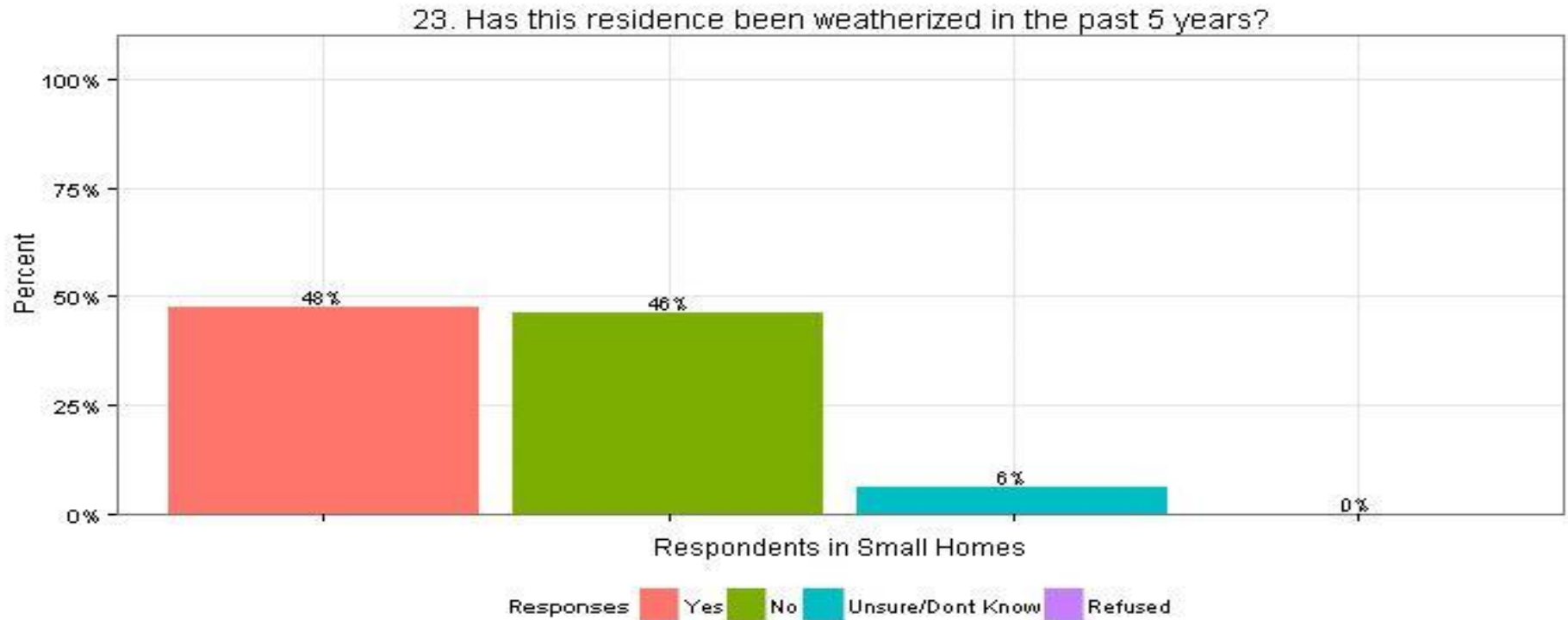
23. Has this residence been weatherized in the past 5 years? High Income Respondents



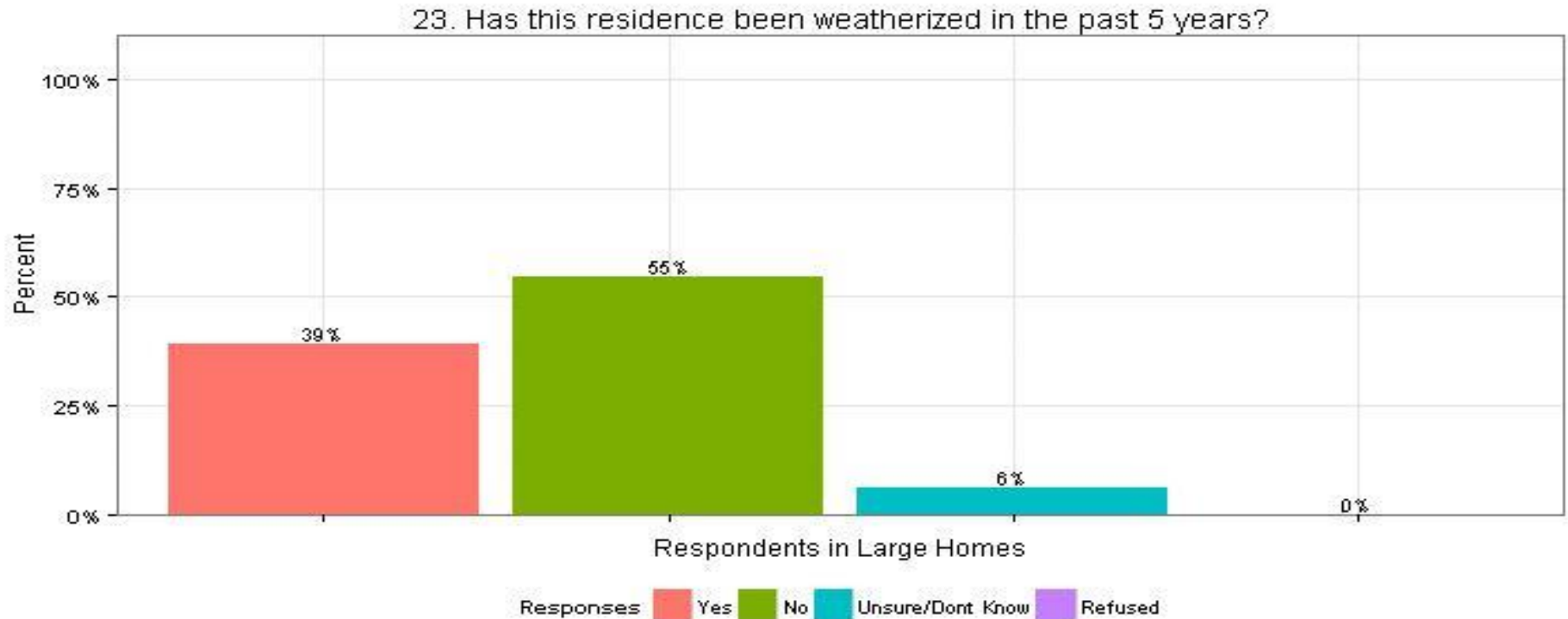
23. Has this residence been weatherized in the past 5 years? Seniors



23. Has this residence been weatherized in the past 5 years? Respondents in Small Homes



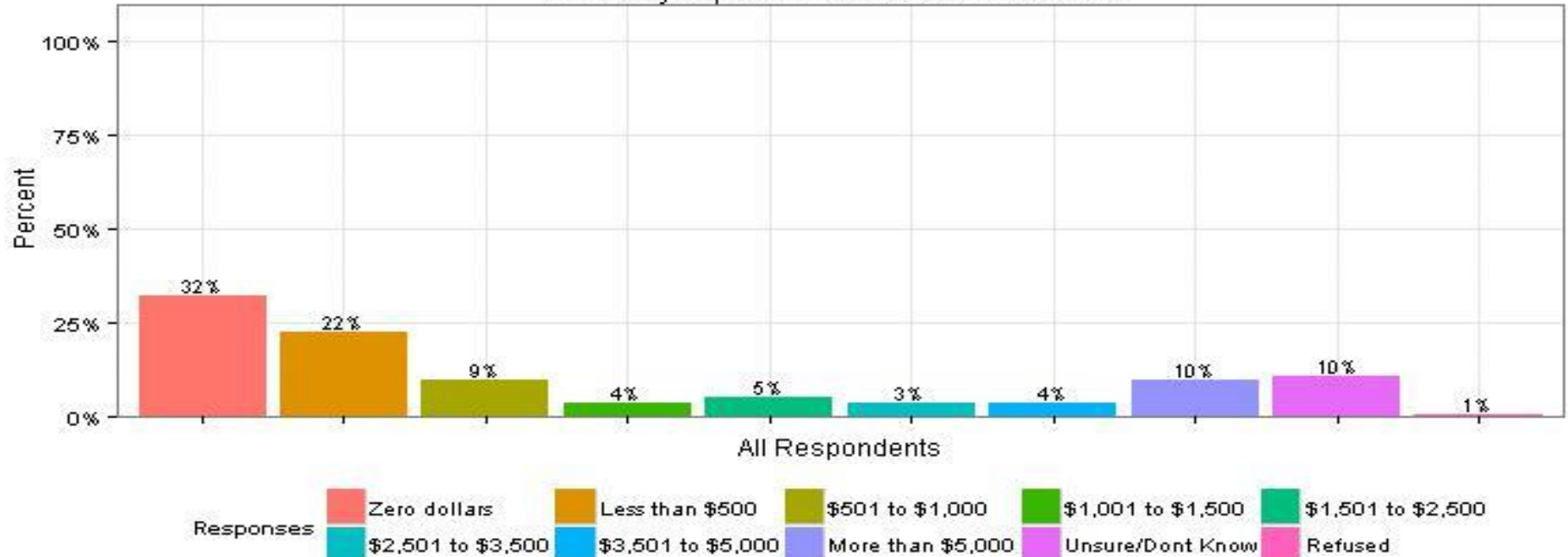
23. Has this residence been weatherized in the past 5 years? Respondents in Large Homes



24. In the past two years, how much money have you spent on energy efficiency improvements to this residence? All Respondents



24. In the past two years, how much money have you spent on energy efficiency improvements to this residence?

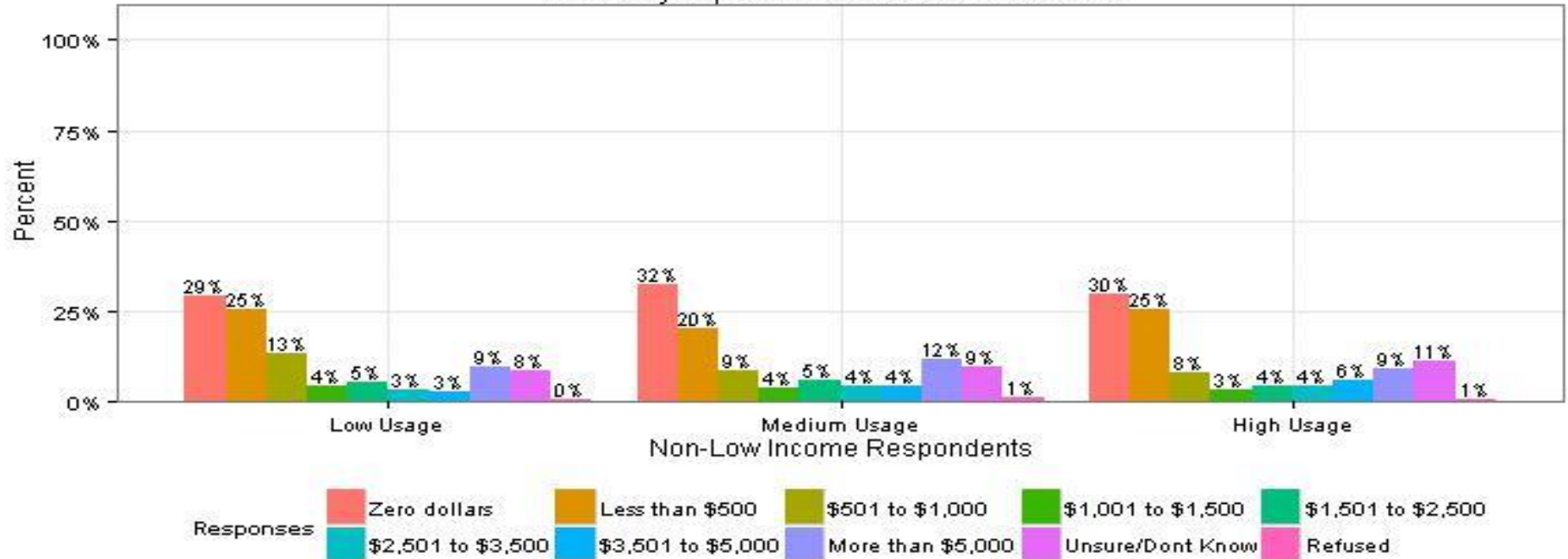


24. In the past two years, how much money have you spent on energy efficiency improvements to this residence?

Non-Low Income Respondents



24. In the past two years, how much money have you spent on energy efficiency improvements to this residence?

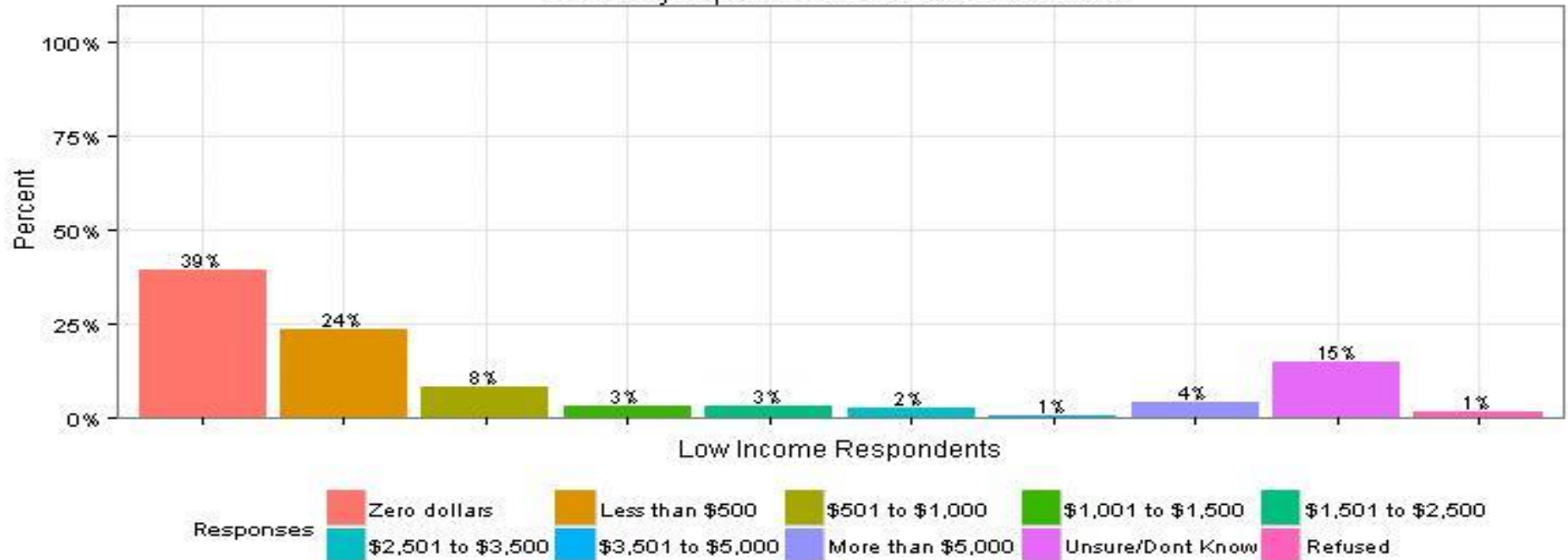


24. In the past two years, how much money have you spent on energy efficiency improvements to this residence?

Low Income Respondents



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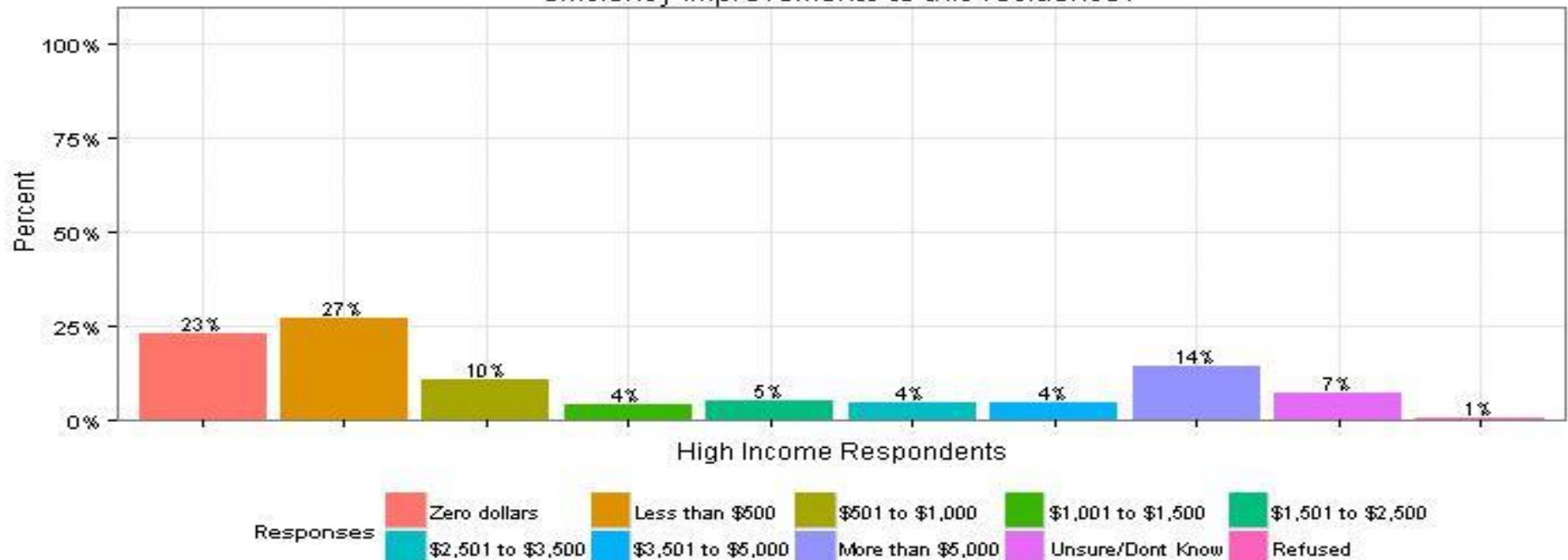


24. In the past two years, how much money have you spent on energy efficiency improvements to this residence?

High Income Respondents



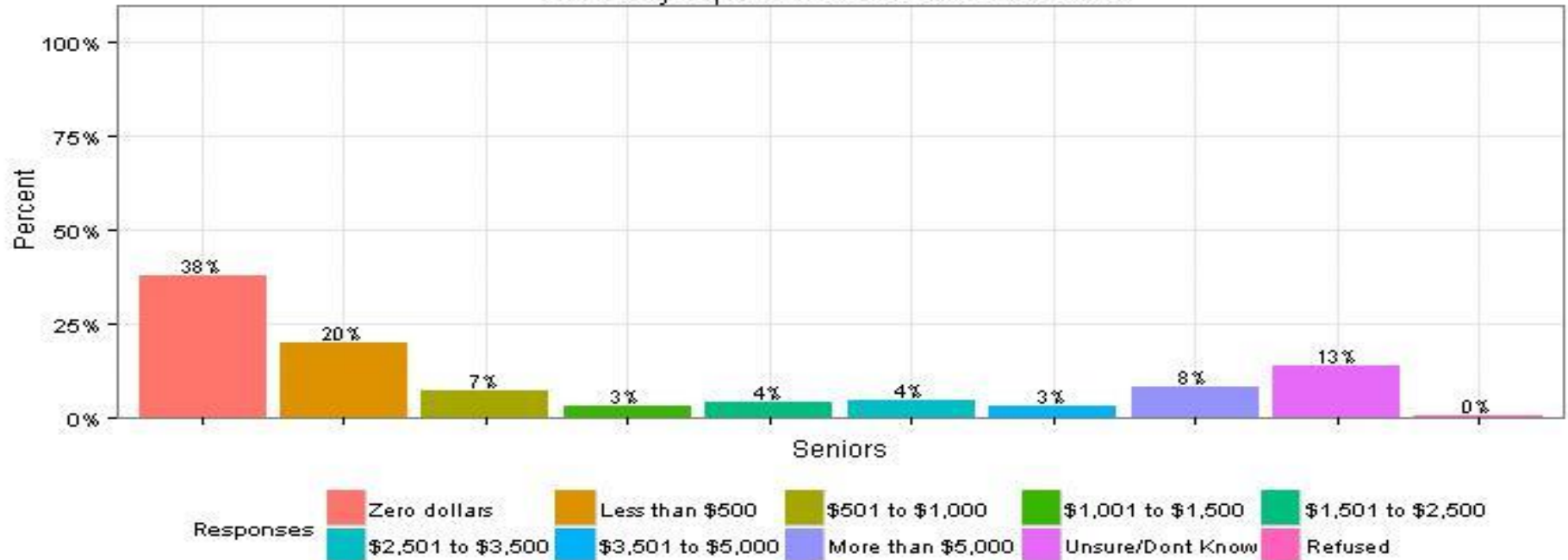
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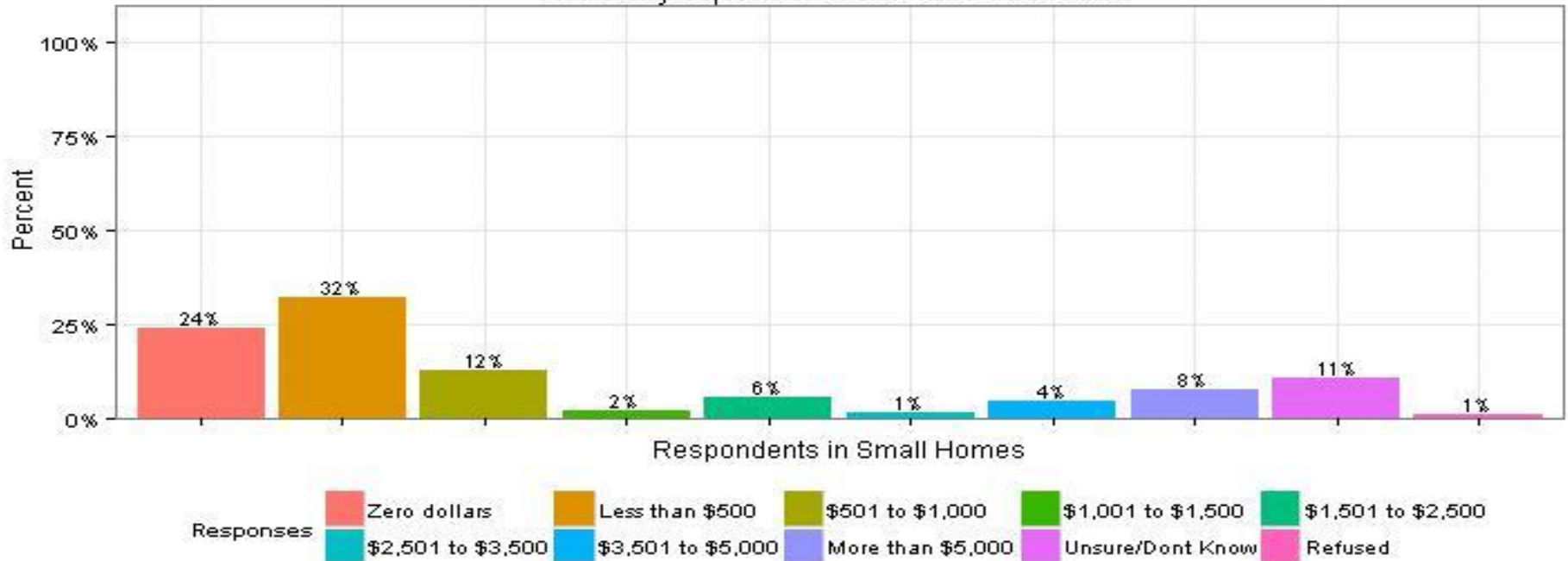


24. In the past two years, how much money have you spent on energy efficiency improvements to this residence?

Respondents in Small Homes



24. In the past two years, how much money have you spent on energy efficiency improvements to this residence?

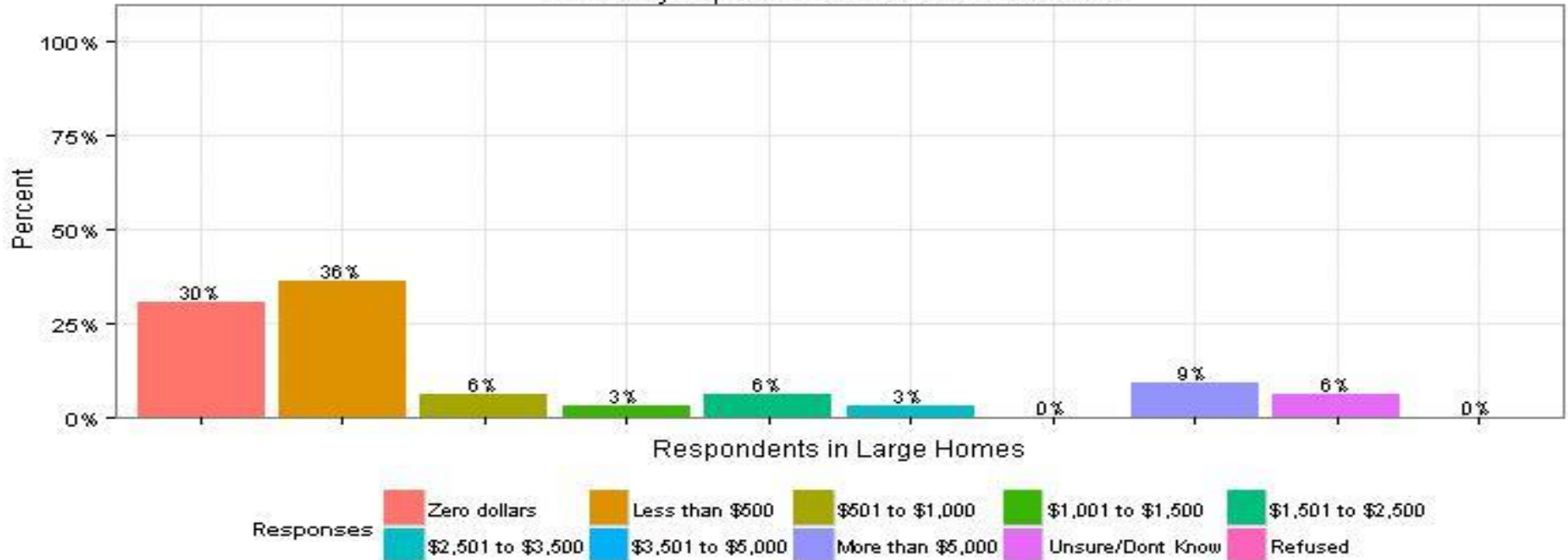


24. In the past two years, how much money have you spent on energy efficiency improvements to this residence?

Respondents in Large Homes



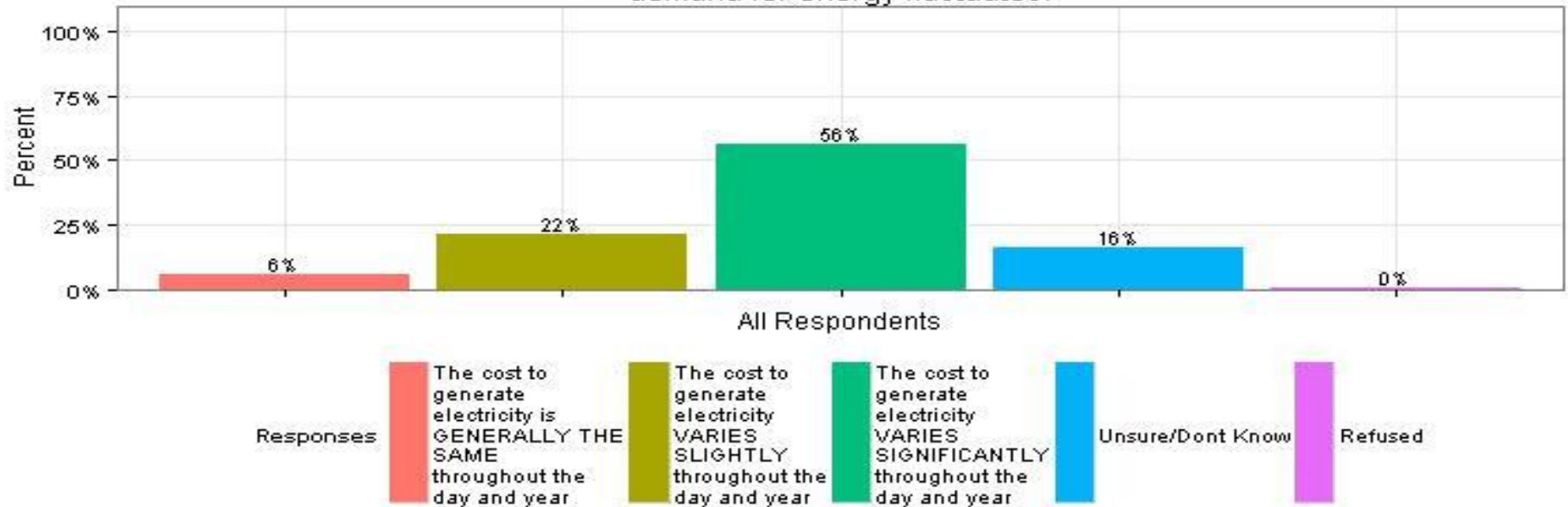
24. In the past two years, how much money have you spent on energy efficiency improvements to this residence?



describes your understanding of the costs to generate electricity from the power plants in the New England region, as the regions demand for energy fluctuates.



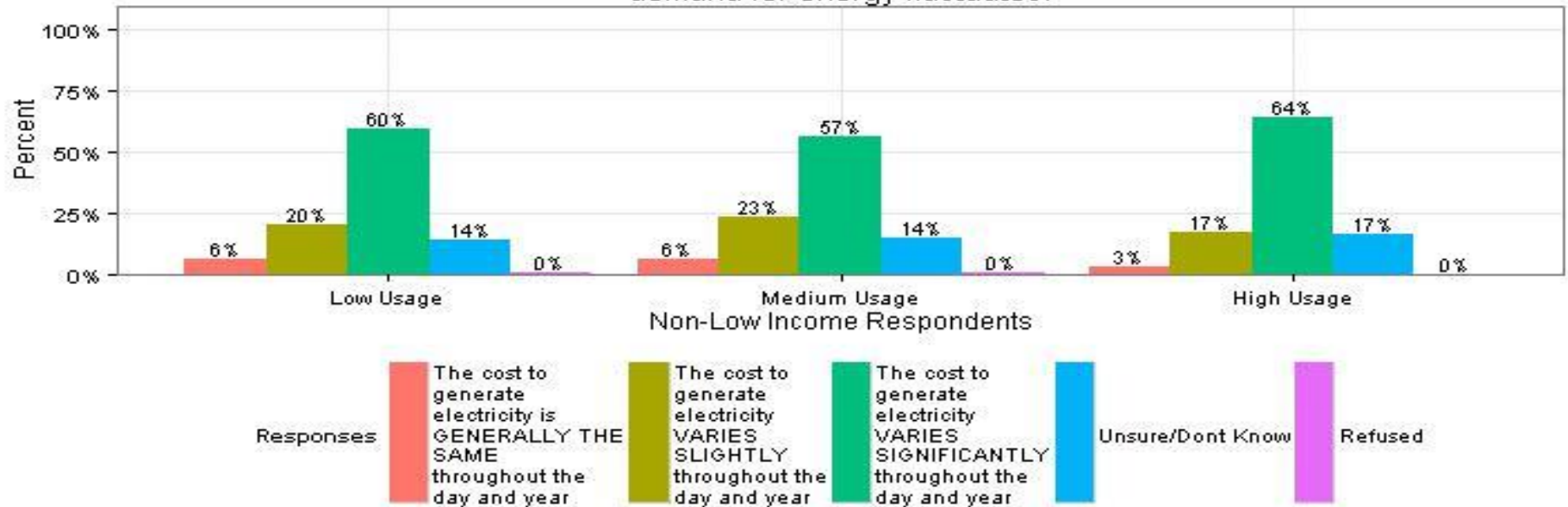
25. As I read the following statements, please tell me which ONE best describes your understanding of the costs to generate electricity from the power plants in the New England region, as the regions demand for energy fluctuates.



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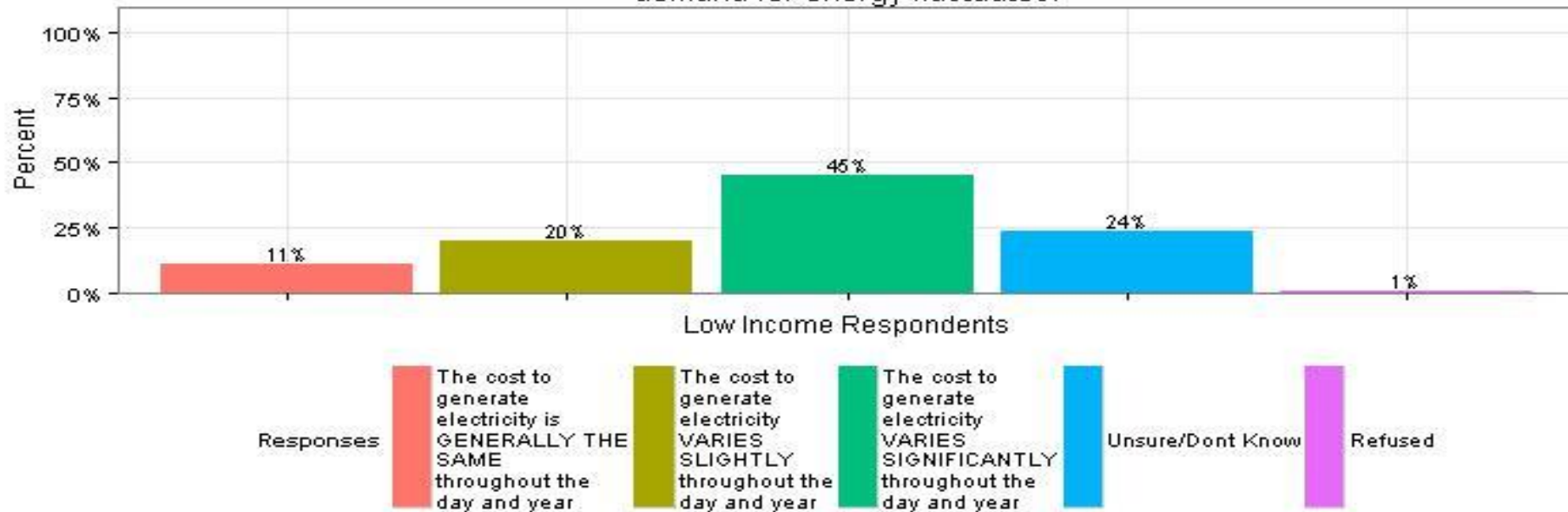
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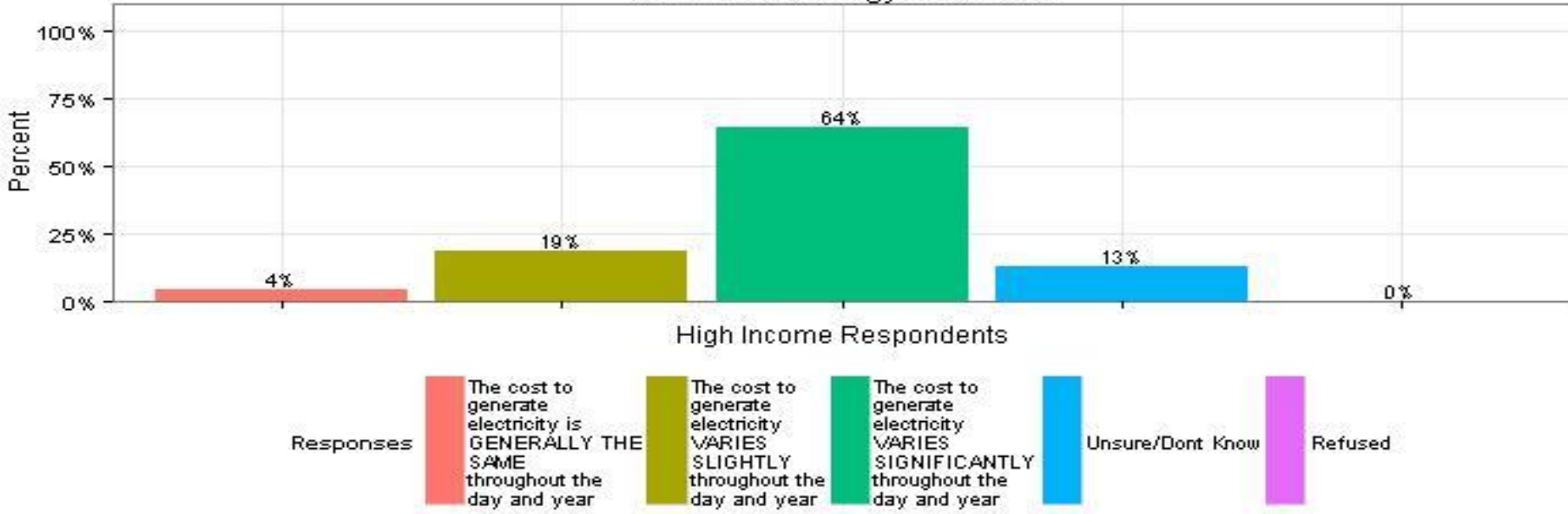
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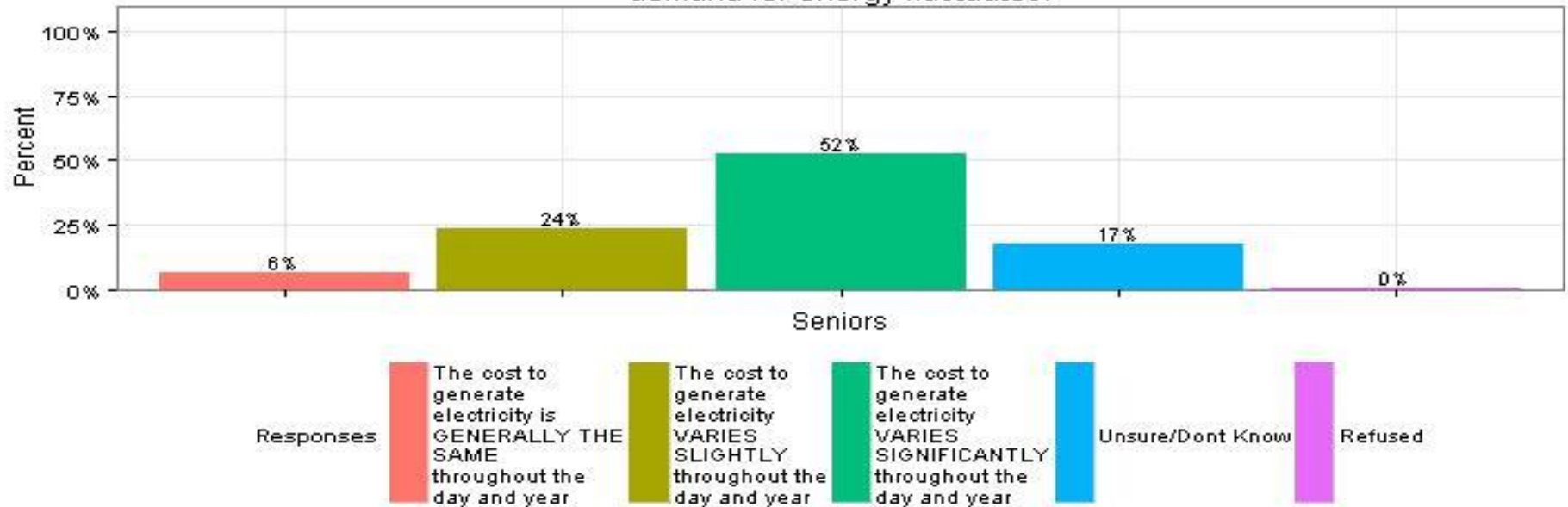
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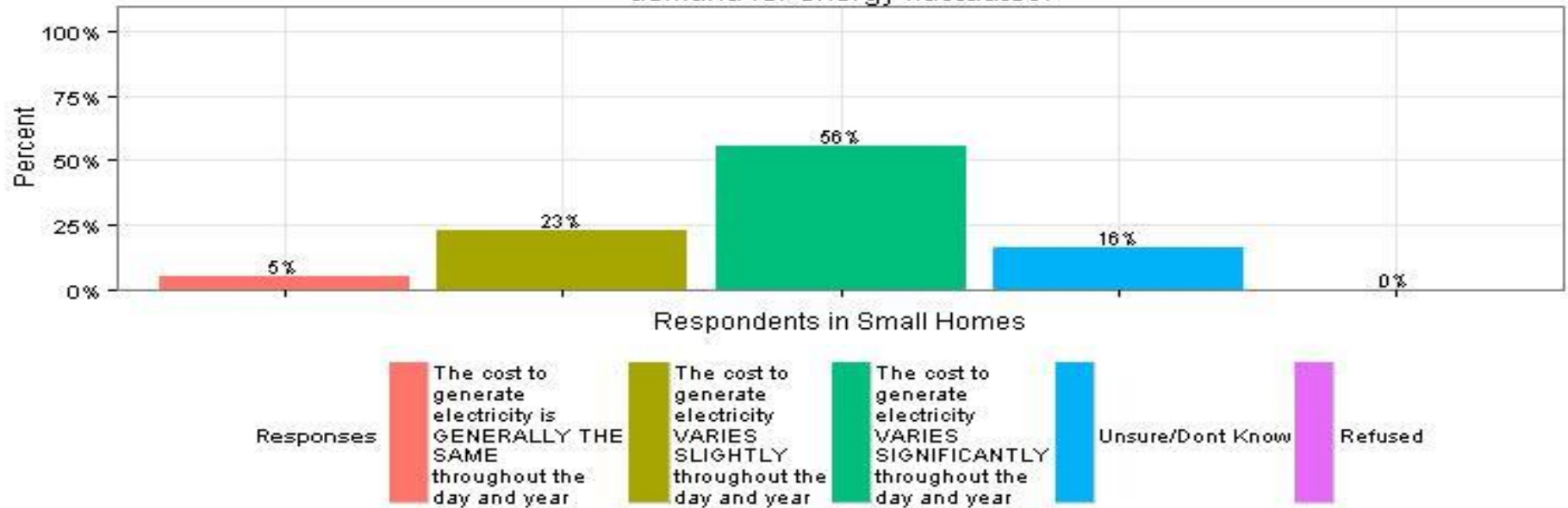
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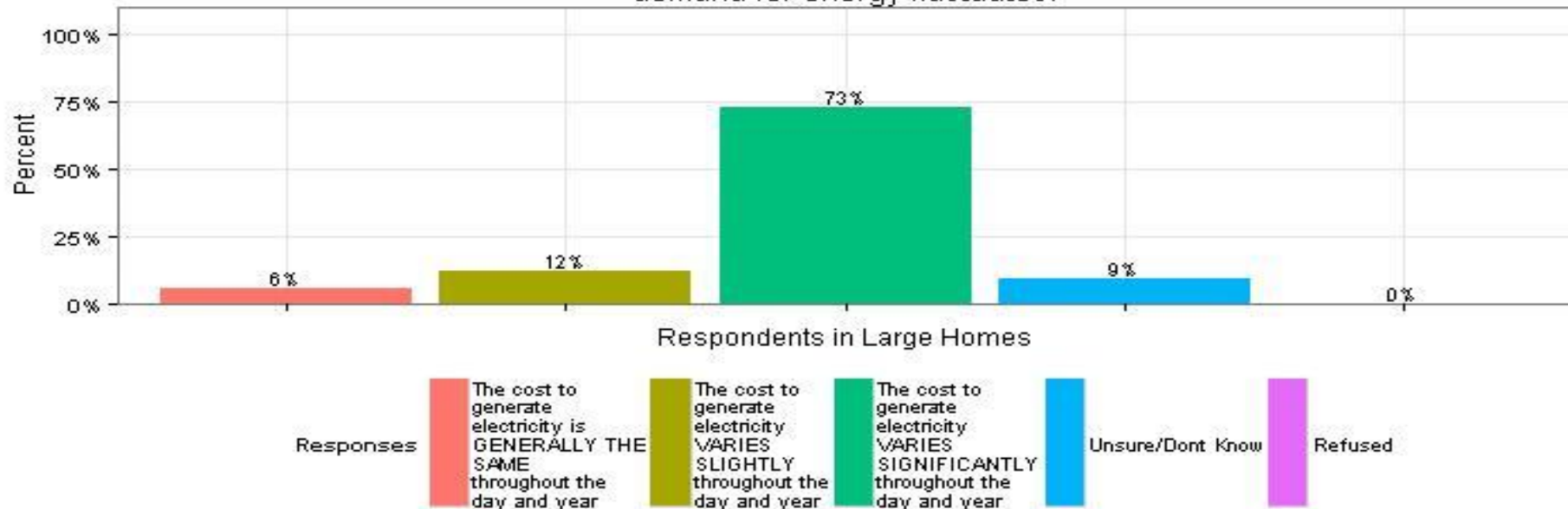
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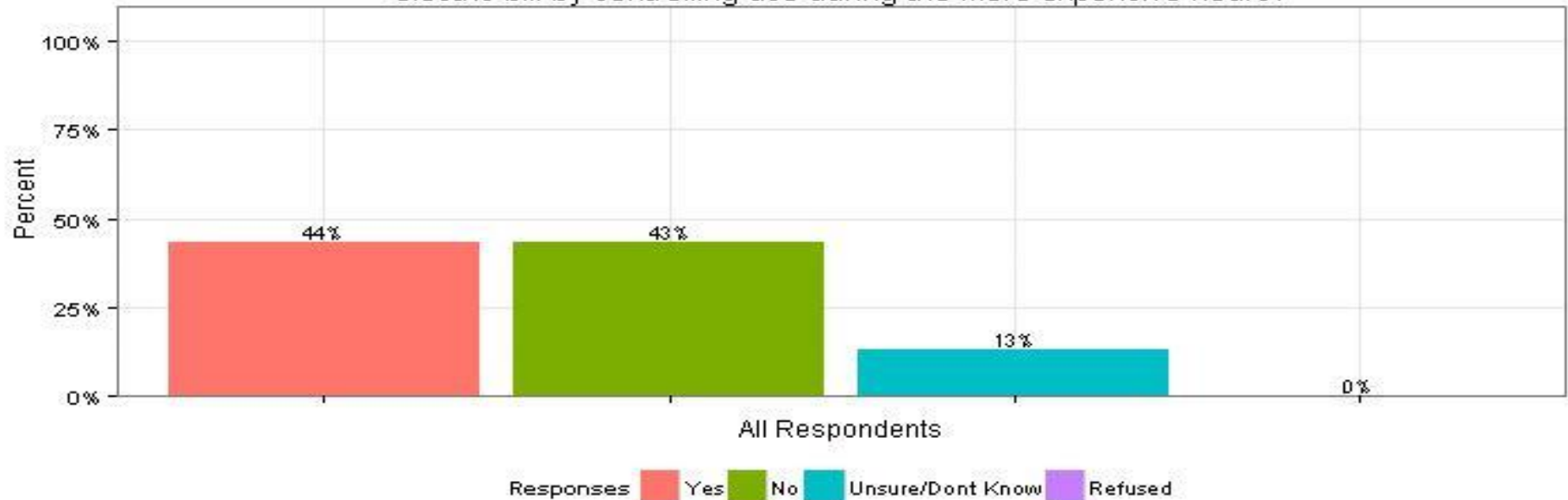
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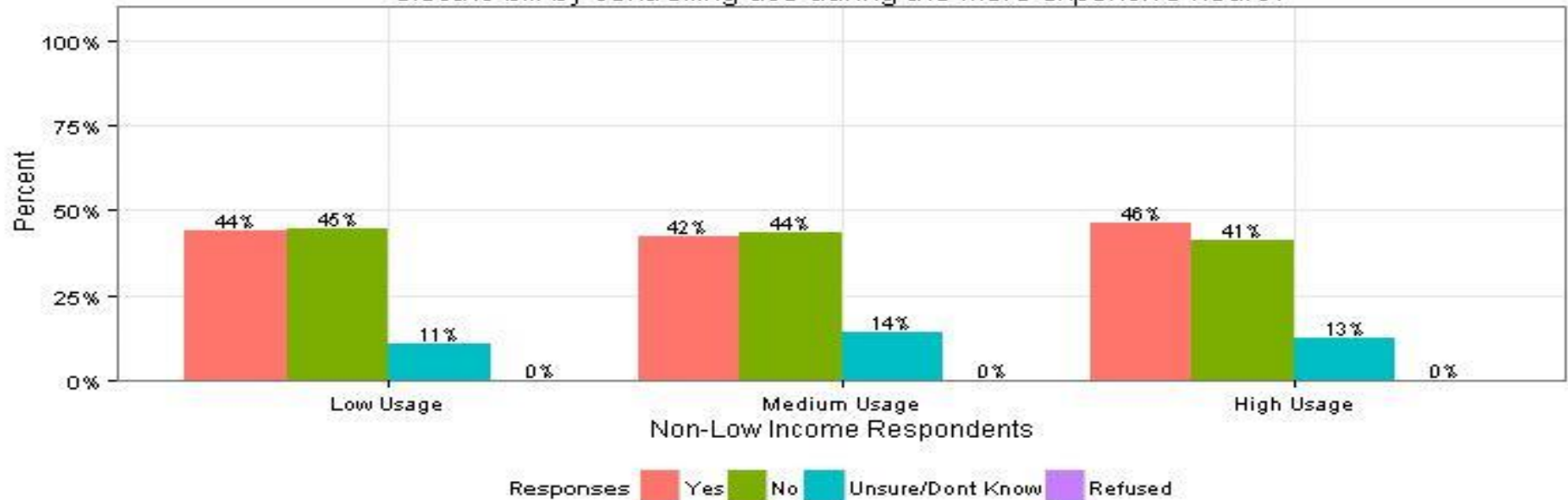
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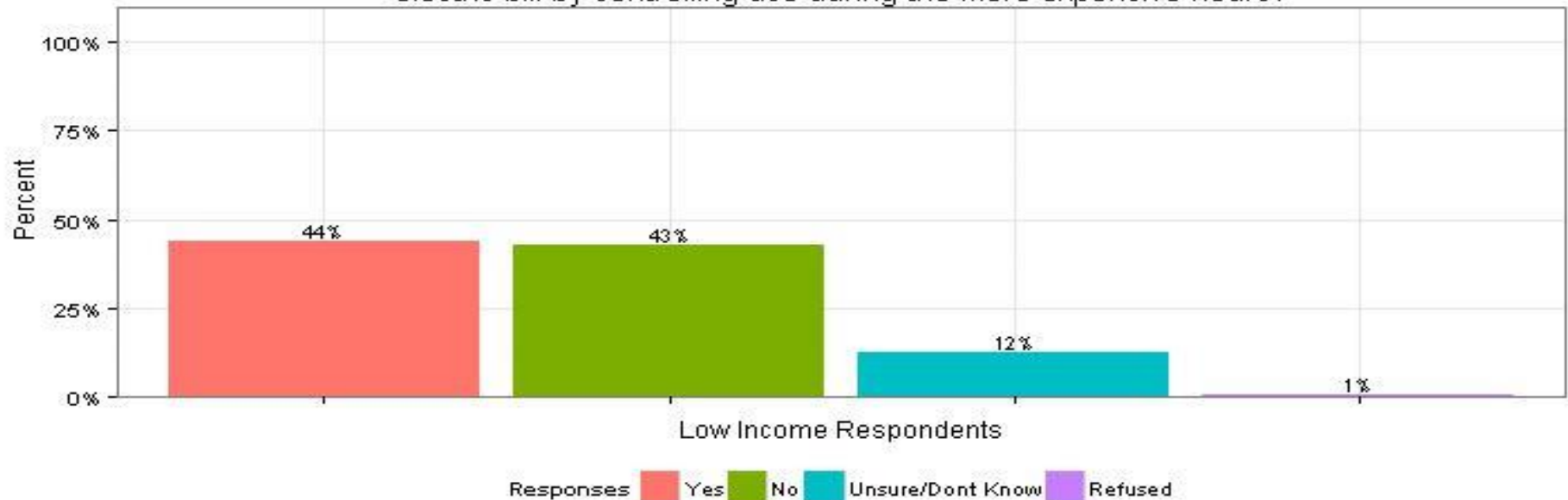
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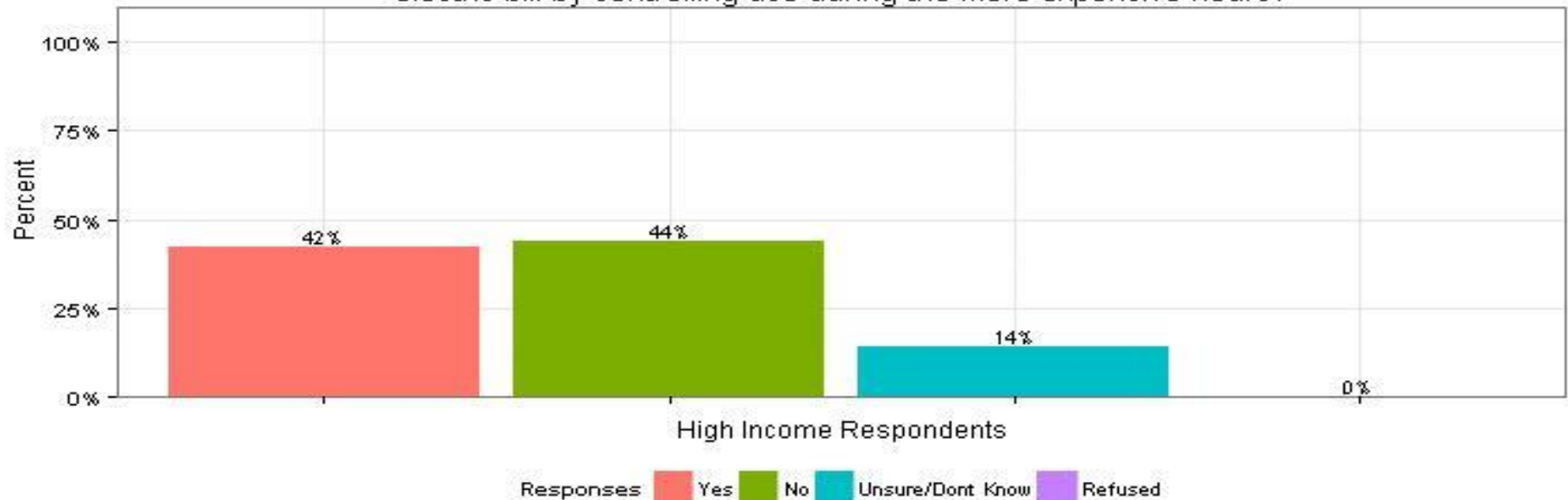
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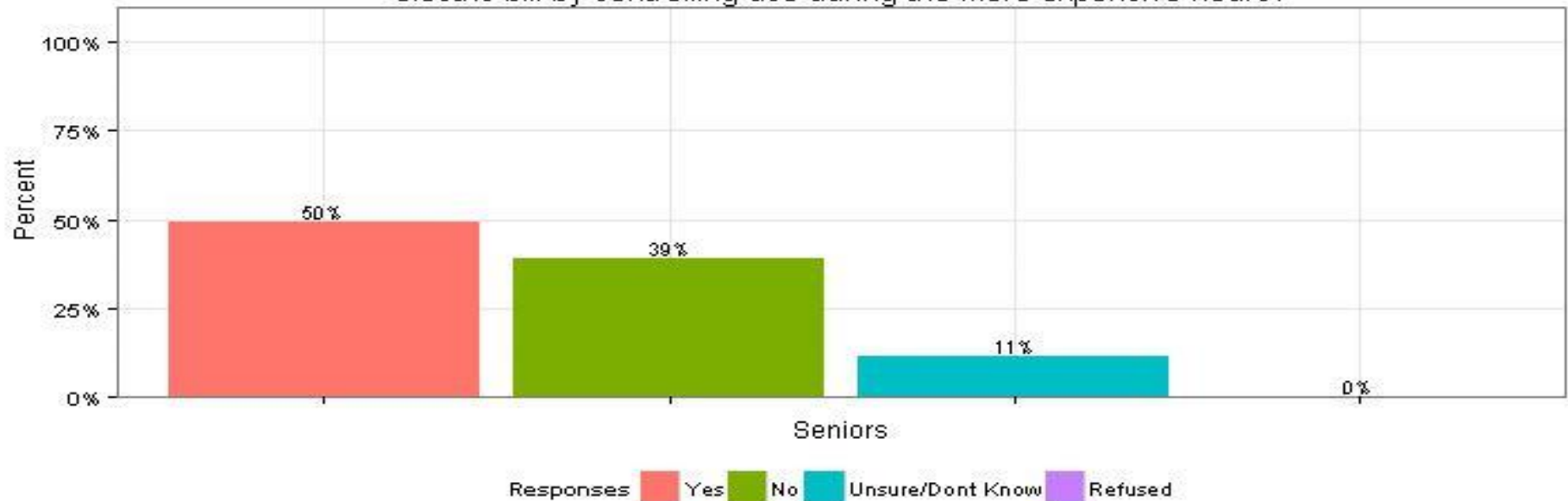
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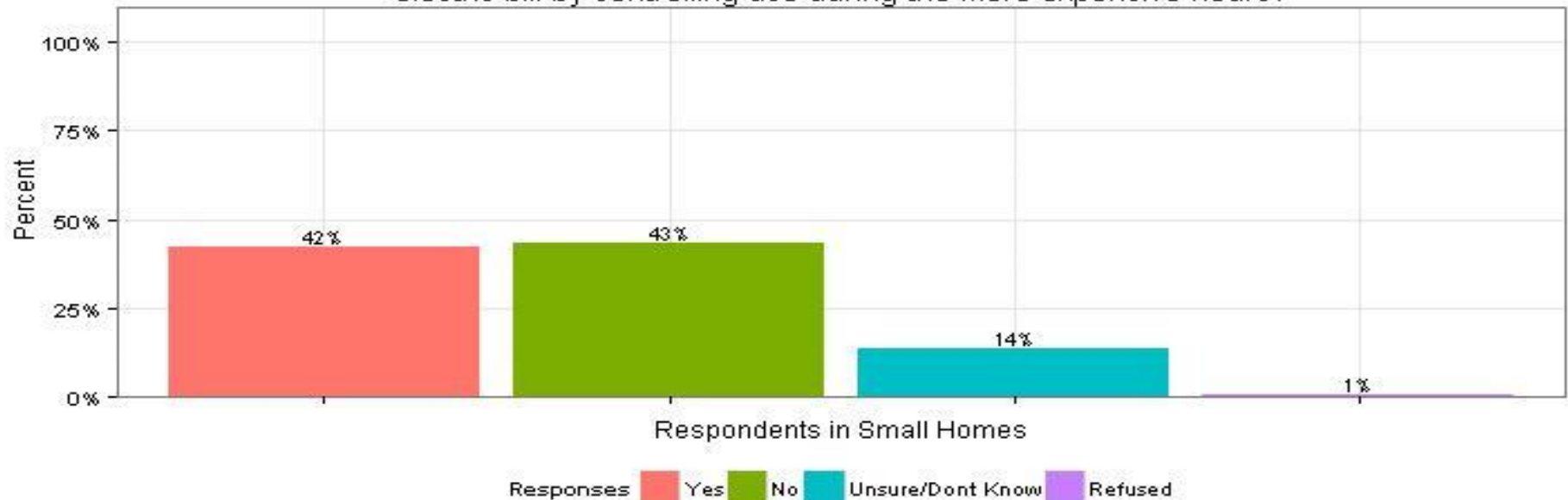
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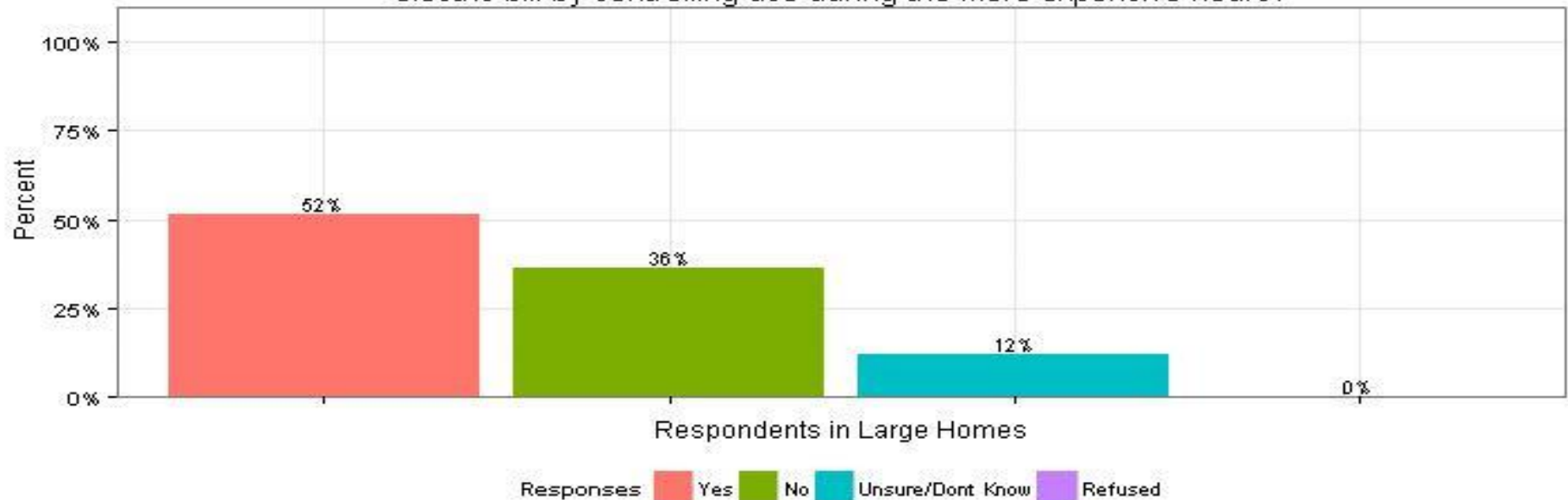
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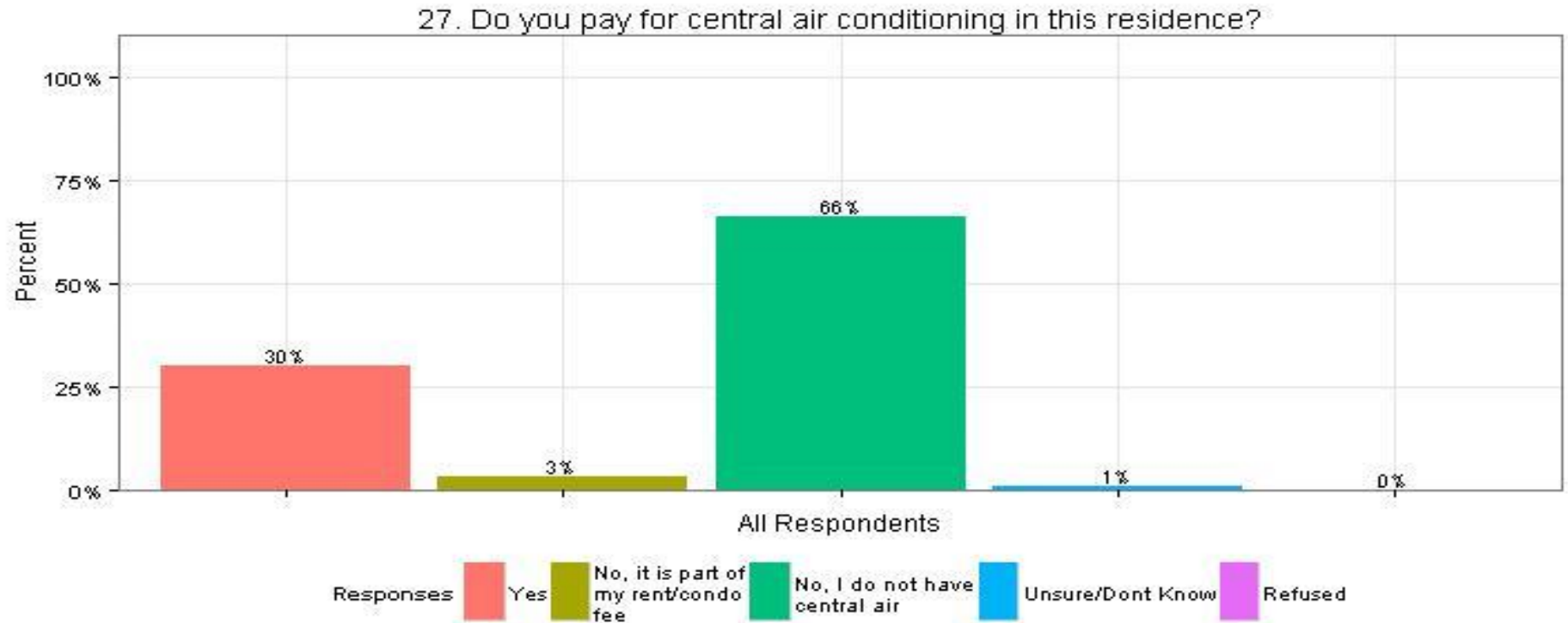
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27. Do you pay for central air conditioning in this residence? All Respondents



27. Do you pay for central air conditioning in this residence? Non-Low Income Respondents

