



## MEMORANDUM

**TO:** Low Income Consumer Advisory Task Force

**FROM:** Liz Jambor, EdD, Manager

**DATE:** 01/07/2015

**SUBJECT:** Energy Efficiency Survey Examples and Related Demographics

The resolution calls for a statistically valid survey for customer participating in energy efficiency programs. Below are examples of surveys we have conducted in the past, along with the demographics included in each survey. As you will read, we have completed a variety of surveys with best practice demographics across energy efficiency programs.

For FY15, we are instituting a standard survey process across all energy efficiency programs. These surveys will best practice demographics, along with satisfaction, value and expectation measures.

## **Energy Efficiency Program Survey Examples**

### **1. Austin Energy Baseline Survey on Energy Efficiency - October 2011**

Survey Count – 400

#### Survey Topics:

- Interest in energy efficiency issues
- Satisfaction with Energy Efficiency Programs
- Rating of program
- Opinion of electric utility
- Improving Services

#### Survey Demographics:

- Education Level
- Household Income
- Race
- Home Details - homeowner/ how many people live there/ square footage/ do you pay bills
- Web / Internet access
- Employment Status

The survey asked participants to express their concerns on general issues regarding the Austin area by importance. Participants were asked about their electrical service provider and to rate its performance. It solicited information on weatherizing, conducting energy audits, Energy Star Appliances and equipment replacement. Participants were also asked about their motivation level when learning about different incentive opportunities. The survey requested overall satisfaction ratings for the Austin Energy's Energy Efficiency Programs.

### **2. Power Saver Volunteer Study – August 2011**

Survey Count – 448

#### Survey Topics:

- Reason for participation
- Importance of energy efficiency issues
- Satisfaction of results
- Interest in other AE programs

#### Survey Demographics:

- Age

- Education Level
- Household Income
- Race
- Home Details - age of residence, length of time live there, own or rent
- Zip Code

Participants were Power Saver Volunteer customers with email address as a contact method. Power Saver Volunteers appear to be concerned primarily with saving money on their electric bill. Volunteers were encouraged by the variety of activities they participated in. Therefore, providing various options to energy reduction is important to expand the energy saving program. Even though there is not a direct link between PSV and city rebate programs, many of the survey respondents were interested in receiving more information about energy conservation.

### **3. AEP Rebate Study - June 2011**

Survey Count – 401

Survey Topics:

- Knowledge of program
- Contractor rating
- Overall program satisfaction

Survey Demographics:

- Age
- Education Level
- Household Income
- Race / Caucasian
- Home Details - age of residence, length of time live there, own or rent

The survey asked participants about their awareness of, knowledge of, and participation in rebates and low interest loan programs offered for energy efficiency improvements. The survey inquired as to the reasons they replaced their A/C. Also, how and why they selected the contractor used. For contractor ratings, they were asked to rate their satisfaction with the service and performance provided. Per their experience, participants agreed that customers need more information about energy efficiency programs in a language they can understand.

### **4. Home Buyer and Seller Energy Audit – 2011**

Survey Count – 180

#### Survey Topics:

- Overall program and contractor satisfaction
- Satisfaction with work completed by Auditor
- Ways to improve Satisfaction
- Rebate Programs for Improvement

#### Survey Demographics:

- Age / 25 years or older
- Education Level
- Race / Caucasian 71% Hispanic 14% Black 5% Asian %
- Household Income
- Marital Status
- Employment Status
- Gender

Participants to this survey were asked to share their experience with the single family ECAD process. The survey inquired about overall satisfaction with work completed by auditor. The participants were asked to rate ways to improve their satisfaction level. Homeowners were presented with city ordinance facts and regulations regarding mandatory audit on homes older than 10 years that are being sold or purchased. The survey solicited information regarding homeowners voluntarily auditing if there were no city requirements. They were asked to specify how they learned about the Home Performance with Energy Star Program or the Appliance Efficiency Programs and what made them decide to take advantage of the programs and services. If they hired a contractor and interacted with an Austin Energy staff member, homeowners were asked to rate their performance level. The survey also asked how the audit helped them in the home buying or selling process.

### **5. Austin Energy A/C Check-Up Program – October 2013**

Survey Count – 75

#### Survey Topics:

- Overall program satisfaction
- Ways to improve satisfaction/expectations
- Identify likely upgrades resulting from participation
- Differences in A/C Check-up program satisfaction
- Program improvement suggestions

#### Survey Demographics:

- Education Level
- Household Income

- Home Details - age of residence, length of time live there, own or rent
- Employment Status
- Marital Status
- Number in household
- Ethnicity
- Gender
- Age

This survey was conducted to rate customer overall satisfaction with the Austin Energy A/C Check-Up Program. Questions provided options for areas needing of improvement and ways to increase satisfaction with A/C checkup program. Participants were asked to rate each service. Contractor selection factors were gathered in regards to performance and customer service satisfaction. Factors considered when choosing a contractor were listed for participant choice. Participants gave feedback regarding their decision not to use a contractor or to receive a rebate to benefit from service. They were asked why they would or would not recommend the A/C Check-up Program or personal A/C contractor with provided recommendations.