


## MEMORANDUM

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

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

**DATE:** March 24, 2015

**SUBJECT:** Survey Demographics and Satisfaction Levels

Please find attached demographic data from previously conducted energy efficiency participant surveys. The data consists of surveys from 2009 to 2014. Per the resolution (No. 20140828-158), we "shall conduct a statistically valid survey of customers participating in energy efficiency programs to measure customer satisfaction and collect demographic data such as income, race, and education level." The information provided demonstrates the depth of demographic information collected on the statistically valid surveys we currently conduct.

The surveys included here support those programs with the greatest reach across our customer base, or those programs wanting to develop a baseline for future analysis. A majority of the data represents residential programs. For these surveys, there are some common demographics including education levels of college and beyond, employed, married, age of home over 20 years, and household incomes above \$50,000. The data for the commercial programs consists of surveys for commercial lighting and retrofit programs.

While we have not surveyed our low income weatherization participants, to-date, we have completed surveys with CAP customers. Those demographics are included. Education, marital status, and income levels are dissimilar to the rebate program demographics.

For those surveys where a satisfaction question was asked, that data is also included. Not all surveys pose satisfaction-related questions. Questions are developed based on the needs of the program.

The questions on our current surveys will serve as the template for the survey to meet the resolution requirements. We anticipate completing the survey process prior to September 30, 2015.

**Home Performance With Energy Star Surveys**  
**Aggregated Demographics**

Gender	Frequency	Percent
Male	62	51.7
Female	58	48.3
Total	120	100.0

Age	Frequency	Percent
25 to 30	6	5.0
31 to 35	8	6.7
36 to 40	13	10.8
41 to 45	9	7.5
46 to 50	14	11.7
51 to 55	15	12.5
56 to 60	11	9.2
61 to 65	12	10.0
66 years of age or older	28	23.3
Refused	4	3.3
Total	120	100.0

Ethnicity/Race	Frequency	Percent
Of Hispanic origin, such as Mexican American, Latin American	8	6.7
White	94	78.3
African American	2	1.7
Asian, Pacific Islander	7	5.8
Refused	7	5.8
Mixed	1	.8
All other	1	.8
Total	120	100.0

Education	Frequency	Percent
Some high school	2	1.7
Graduated high school	8	6.7
Some college	20	16.7
Graduated college	47	39.2
Post-graduate work	38	31.7
Refused	5	4.2
Total	120	100.0

Age of Residence	Frequency	Percent
Less than 1 year	1	.8
1 year to 5 years	1	.8
6 to 10 years	2	1.7
11 to 15 years	15	12.5
16 to 20 years	20	16.7
21 to 30 years	29	24.2
31 to 40 years	21	17.5
41 to 50 years	11	9.2
More than 50 years	15	12.5
Refused	5	4.2
Total	120	100.0

Time in Residence	Frequency	Percent
Less than 1 year	14	11.7
1 year to 5 years	27	22.5
6 to 10 years	16	13.3
11 to 15 years	22	18.3
16 to 20 years	11	9.2
21 to 30 years	13	10.8
31 to 40 years	8	6.7
41 to 50 years	2	1.7
More than 50 years	2	1.7
Refused	5	4.2
Total	120	100.0

Employment Status	Frequency	Percent
Employed part-time	5	4.2
Employed full-time	68	56.7
Unemployed	2	1.7
Retired	34	28.3
Homemaker	4	3.3
Refused	7	5.8
Total	120	100.0

Marital Status	Frequency	Percent
Single	27	22.5
Married	73	60.8
Divorced	7	5.8
Widowed	4	3.3
In transition	4	3.3
Refused	5	4.2
Total	120	100.0

Number in Household	Frequency	Percent
One person	20	16.7
Two people	54	45.0
Three people	16	13.3
Four people	17	14.2
Five people	5	4.2
Six people or more	2	1.7
Refused	6	5.0
Total	120	100.0

Family Income	Frequency	Percent
\$10,000 to \$25,000	2	1.7
\$25,001 to \$40,000	6	5.0
\$40,001 to \$50,000	5	4.2
\$50,001 to \$60,000	5	4.2
\$60,001 to \$75,000	10	8.3
\$75,001 to \$100,000	18	15.0
\$100,001 or more	41	34.2
Refused	33	27.5
Total	120	100.0

Satisfaction Rating (1-10 Scale)	Frequency	Percent
4.	1	.8
5.	3	2.5
6.	2	1.7
7.	2	1.7
8.	4	3.3
9.	11	9.2
10 (very satisfied)	19	15.8
Total	42	35.0

**Appliance Efficiency Program Surveys  
Aggregated Demographics**

Gender	Frequency	Percent
Male	241	60.1
Female	160	39.9
Total	401	100.0

Age	Frequency	Percent
25 to 30	14	3.5
31 to 35	31	7.7
36 to 40	39	9.7
41 to 45	29	7.2
46 to 50	32	8.0
51 to 55	49	12.2
56 to 60	46	11.5
61 to 65	45	11.2
66 years of age or older	87	21.7
Refused	29	7.2
Total	401	100.0

Ethnicity/Race	Frequency	Percent
White	309	77.1
African American	10	2.5
Asian, Pacific Islander	15	3.7
Aleutian, Eskimo, or American Indian	2	.5
DK/unsure	3	.7
Refused	39	9.7
Hispanic/Latino	5	1.2
Mixed	2	.5
All other	16	4.0
Total	401	100.0

Education	Frequency	Percent
Some high school	1	.2
Graduated high school	24	6.0
Some college	54	13.5
Graduated college	149	37.2
Post-graduate work	136	33.9
Refused	37	9.2
Total	401	100.0

Marital Status	Frequency	Percent
Single	59	14.7
Married	243	60.6
Separated	1	.2
Divorced	28	7.0
Widowed	28	7.0
Refused	42	10.5
Total	401	100.0

Number in Household	Frequency	Percent
One person	63	15.7
Two people	154	38.4
Three people	62	15.5
Four people	58	14.5
Five people	10	2.5
Six people or more	10	2.5
Refused	44	11.0
Total	401	100.0

Age of Residence	Frequency	Percent
Less than 1 year	1	.2
1 year to 5 years	4	1.0
6 to 10 years	16	4.0
11 to 15 years	48	12.0
16 to 20 years	56	14.0
21 to 30 years	86	21.4
31 to 40 years	59	14.7
41 to 50 years	35	8.7
More than 50 years	64	16.0
Refused	32	8.0
Total	401	100.0

Employment Status	Frequency	Percent
Employed part-time	16	4.0
Employed full-time	207	51.6
Unemployed	12	3.0
Student	2	.5
Retired	102	25.4
Homemaker	12	3.0
Refused	50	12.5
Total	401	100.0

Family Income	Frequency	Percent
\$10,000 to \$25,000	2	.5
\$25,001 to \$40,000	16	4.0
\$40,001 to \$50,000	26	6.5
\$50,001 to \$60,000	20	5.0
\$60,001 to \$75,000	26	6.5
\$75,001 to \$100,000	31	7.7
More than \$100,000	102	25.4
Refused	178	44.4
Total	401	100.0

Time at Residence	Frequency	Percent
Less than 1 year	19	4.7
1 year to 5 years	88	21.9
6 to 10 years	70	17.5
11 to 15 years	56	14.0
16 to 20 years	54	13.5
21 to 30 years	41	10.2
31 to 40 years	25	6.2
41 to 50 years	13	3.2
More than 50 years	6	1.5
Refused	29	7.2
Total	401	100.0

**Best Offer Ever Surveys**  
**Aggregated Demographics**

Satisfaction	Frequency	Percent
Fair	2	1.8
Good	37	32.5
Excellent	73	64.0
Total	112	98.2
Don't know	2	1.8
	114	100.0

Age	Frequency	Percent
18 to 24	1	.9
25 to 30	5	4.4
31 to 35	13	11.4
36 to 40	14	12.3
41 to 45	12	10.5
46 to 50	9	7.9
51 to 55	18	15.8
56 to 60	13	11.4
61 to 65	13	11.4
66 years of age or older	13	11.4
Refused	3	2.6
Total	114	100.0

Age of Residence	Frequency	Percent
11 to 15 years	9	7.9
16 to 20 years	9	7.9
21 to 30 years	42	36.8
31 to 40 years	20	17.5
41 to 50 years	13	11.4
More than 50 years	19	16.7
DK/Refused	2	1.8
Total	114	100.0

Time at Residence	Frequency	Percent
Less than 1 year	7	6.1
1 to 5 years	41	36.0
6 to 10 years	19	16.7
11 to 15 years	10	8.8
16 to 20 years	9	7.9
21 to 30 years	16	14.0
31 to 40 years	8	7.0
41 to 50 years	3	2.6
DK/Refused	1	.9
Total	114	100.0

**Single Family ECAD Surveys**  
**Aggregated Demographics**

Satisfaction with Auditor	Frequency	Percent
1 (very dissatisfied)	10	1.4
2	3	.4
3	3	.4
4	1	.1
5	20	2.8
6	11	1.5
7	21	2.9
8	54	7.4
9	33	4.5
10 (very satisfied)	121	16.6
Total	277	38.1
DK	19	2.6
System	431	59.3
Total	450	61.9
	727	100.0

Ethnicity/Race	Frequency	Percent
White, non-Hispanic	585	80.5
Black or African American	11	1.5
Hispanic	76	10.5
Asian	28	3.9
Refused	19	2.6
Mixed	2	.3
All other	6	.8
Total	727	100.0

Marital Status	Frequency	Percent
Single, never married	214	29.4
Married	359	49.4
Separated	8	1.1
Divorced	98	13.5
Widowed	27	3.7
In transition	9	1.2
Refused	12	1.7
Total	727	100.0

Family Income	Frequency	Percent
Under \$10,000	7	1.0
\$10,000 but less than \$15,000	5	.7
\$15,000 but less than \$25,000	15	2.1
\$25,000 but less than \$35,000	32	4.4
\$35,000 but less than \$50,000	75	10.3
\$50,000 but less than \$75,000	137	18.8
\$75,000 but less than \$100,000	110	15.1
\$100,000 but less than \$150,000	98	13.5
\$150,000 or more	80	11.0
Don't know	27	3.7
Refused	141	19.4
Total	727	100.0

Education	Frequency	Percent
Graduated high school or less	33	4.5
Trade or technical school	19	2.6
Some college	89	12.2
Graduated college	333	45.8
Some postgraduate/graduate degree	239	32.9
Refused/Don't know/No answer	14	1.9
Total	727	100.0

Employment Status	Frequency	Percent
Employed full-time	522	71.8
Employed part-time	39	5.4
Unemployed/laid off, looking for work	22	3.0
Unemployed/laid off, not looking for work	10	1.4
Student	14	1.9
Retired	82	11.3
Homemaker	27	3.7
Refused	11	1.5
Total	727	100.0

**Commercial Programs Surveys**  
**Aggregated Demographics**

Expectations met	Frequency	Percent
2	1	.7
3	2	1.4
5	1	.7
7	6	4.2
8	10	7.0
9	8	5.6
10 (all met)	13	9.1
Total	41	28.7
Don't know	5	3.5
System	97	67.8
Total	102	71.3
	143	100.0

Number of Full Time Employees	Frequency	Percent
1-4 employees	36	25.2
5-9 employees	26	18.2
10-19 employees	27	18.9
20-49 employees	23	16.1
50-99 employees	7	4.9
100-249 employees	7	4.9
250-499 employees	4	2.8
500 or more	4	2.8
Don't know/refused	9	6.3
Total	143	100.0

Number of Part Time Employees	Frequency	Percent
1-4 employees	44	30.8
5-9 employees	9	6.3
10-19 employees	7	4.9
20-49 employees	8	5.6
50-99 employees	2	1.4
100-249 employees	3	2.1
250-499 employees	1	.7
500 or more	2	1.4
Don't know/refused	8	5.6
None	59	41.3
Total	143	100.0

Own or Lease Premise	Frequency	Percent
Own	63	44.1
Lease	80	55.9
Total	143	100.0

Other Texas	Frequency	Percent
Yes	47	32.9
No	96	67.1
Total	143	100.0

Title/Position	Frequency	Percent
Assistant	2	1.4
CEO	2	1.4
Facilities Manager	11	7.7
General Manager	21	14.7
Office Manager	16	11.2
Operations	13	9.1
Owner	22	15.4
Plant	3	2.1
President	12	8.4
Vice President	4	2.8
Salesman	3	2.1
Controller	1	.7
Clerk	2	1.4
Director	5	3.5
Pastor	2	1.4
Secretary	5	3.5
Board of	4	2.8
Book keeper	7	4.9
Technologist	1	.7
Cashier	1	.7
Specialist	1	.7
Accountant	3	2.1
Chief engineer	1	.7
Refused	1	.7
Total	143	100.0



Time in Austin	Frequency	Percent
Less than 1 year	6	4.2
1 - 5 years	12	8.4
6 - 10 years	15	10.5
11 - 15 years	16	11.2
16 - 20 years	22	15.4
21 - 30 years	36	25.2
31 - 40 years	13	9.1
More than 40 years	19	13.3
DNK/refused	4	2.8
Total	143	100.0

Annual Revenue	Frequency	Percent
Less than \$100,000	9	6.3
\$100,000 but less than	18	12.6
\$500,000 but less than \$1	7	4.9
\$1 million but less than \$10	36	25.2
\$10 million but less than \$50	9	6.3
\$50 million but less than \$100	1	.7
\$100 million but less than	2	1.4
\$500 million or more	6	4.2
Don't know/refused	55	38.5
Total	143	100.0

**Customer Assistance Program Surveys  
Aggregated Demographics**

Satisfaction with Customer Assistance Program	Frequency	Percent
1 (Very Dissatisfied)	6	2.0
2	4	1.3
3	4	1.3
4	2	.7
5	14	4.7
6	10	3.3
7	18	6.0
8	39	13.0
9	26	8.6
10 (Very Satisfied)	171	56.8
Total	294	97.7
Don't know	7	2.3
	301	100.0

Gender	Frequency	Percent
Male head of household	114	37.9
Female head of household	187	62.1
Total	301	100.0

Ethnicity/Race	Frequency	Percent
White, non-Hispanic	80	26.6
Black or African American	86	28.6
Hispanic	109	36.2
Asian	4	1.3
Other	12	4.0
Refused	10	3.3
Total	301	100.0

Marital Status	Frequency	Percent
Single, never married	119	39.5
Married	66	21.9
Separated	13	4.3
Divorced	59	19.6
Widowed	30	10.0
In transition	3	1.0
Refused	11	3.7
Total	301	100.0

Employment	Frequency	Percent
Employed full-time	93	30.9
Employed part-time	31	10.3
Unemployed/laid off looking for work	28	9.3
Unemployed/laid off, not looking for work	50	16.6
Student	12	4.0
Retired	47	15.6
Homemaker	17	5.6
Refused	23	7.6
Total	301	100.0

Age	Frequency	Percent
18-24 years	14	4.7
25-34 years	64	21.3
35-44 years	65	21.6
45-54 years	48	15.9
55-59 years	29	9.6
60-64 years	24	8.0
Over 64 years	44	14.6
Refused	13	4.3
Total	301	100.0

Rent/own	Frequency	Percent
Rent	215	71.4
Own	71	23.6
Refused	15	5.0
Total	301	100.0

Type of Home	Frequency	Percent
Apartment or duplex	160	53.2
Townhome or Condo	11	3.7
Single family home	100	33.2
Other	19	6.3
Refused	11	3.7
Total	301	100.0

Number of People in Household	Frequency	Percent
1 person, only me	75	24.9
2 people	65	21.6
3 people	49	16.3
4 people	55	18.3
5 or more	43	14.3
Refused	14	4.7
Total	301	100.0

Number of People employed	Frequency	Percent
0, no one	55	18.3
1 person	100	33.2
2 people	42	14.0
3 people	13	4.3
4 people	3	1.0
Refused	13	4.3
Total	226	75.1
System	75	24.9
	301	100.0

Household Income	Frequency	Percent
Under \$10,000	67	22.3
\$10,000 but less than \$15,000	53	17.6
\$15,000 but less than \$25,000	53	17.6
\$25,000 but less than \$35,000	35	11.6
\$35,000 but less than \$50,000	22	7.3
\$50,000 but less than 75,000	14	4.7
\$75,000 but less than \$100,000	5	1.7
\$100,000 but less than \$150,000	1	.3
\$150,000 or more	2	.7
Don't know	16	5.3
Refused	33	11.0
Total	301	100.0

Education	Frequency	Percent
Graduated high school or less	126	41.9
Trade or technical school	7	2.3
Some college	82	27.2
Graduated college	45	15.0
Some postgraduate/graduate degree	10	3.3
Refused/Don't know/No answer	31	10.3
Total	301	100.0

Employment at Time of CAP Enrollment	Frequency	Percent
Yes	17	5.6
No	107	35.5
Don't know	4	1.3
Refused	2	.7
Total	130	43.2
System	171	56.8
	301	100.0

Number of years in Home	Frequency	Percent
Less than 1 year	31	10.3
1-5 years	155	51.5
6-10 years	47	15.6
11-15 years	24	8.0
16-20 years	9	3.0
21-25 years	8	2.7
26-30 years	5	1.7
31-40 years	4	1.3
41-50 years	3	1.0
Over 50 years	2	.7
Refused	13	4.3
Total	301	100.0