HCP/M60839-01

HOME ENERGY SAVERS' PROGRAM

AN ADDENDUM TO THE BASIC JULY 15, 1977 REPORT

A REPORT ON A FOLLOW-ON DEMONSTRATION PROJECT UNDERTAKEN IN UTAH

Prepared by:

Gordon F. Jensen, Director
Utah Engineering Experiment Station
University of Utah

Major Contributors: Arthur S. Anderson
Raymond G. Briscoe
Warren R. Brunson
Arthur L. Jones
Margaret A. Smith
Jerry H. Zenger

Prepared for:

Clifford R. Collings
State Energy Coordinator
Department of Natural Resources
State of Utah

Submitted to:

The Federal Energy Administration

December 1977

TABLE OF CONTENTS

PREFACE

This addendum report was prepared in response to a request by the State of Utah Office of Energy Coordinator to assist the Federal Energy Administration in assessing the impact of a specially designed Home Energy Savers' Program demonstration in Utah. The report's organization and content is designed to satisfy the terms of the FEA/Utah contract and to meet the needs and interests of state and other local personnel.

Basically this report is a supplement to a previously prepared report entitled: "Home Energy Savers' Program, A Report on a Demonstration Project Undertaken in Utah," prepared by the Utah Engineering and Experiment Station and dated July 15, 1977.

The completion of this project owes much to the courtesy and assistance of many persons from the media, utilities, industry, churches, education and federal, state, and local governments. The list of persons from whom support was realized is much too long to identify each individual. The Utah Engineering Experiment Station (UEES) and the Office of Energy Coordinator express appreciation to all who have assisted in any way.

The contents of this report were coordinated and prepared by Gordon F. Jensen, Director of the UEES. "A Coordinated Media Program," Section II was prepared by Mr. Warren A. Brunson, Account Executive, and Mr. Arthur S. Anderson, Senior Vice-President, both associated with David W. Evans, Inc. "Energy Conservation Workshops," Section III, was written by Dr. Arthur L. Jones, Energy Conservation Engineer, Utah State Building Board. "Energy Conservation Hotline," Section IV, was reported by Mr. Jerry H. Zenger, Assistant Director of the UEES. The Wasatch Opinion Research Corporation under the direction of Dr. Raymond G. Briscoe, President, and Ms. Margaret A. Smith, Research Assistant, prepared "Consumer Attitude Survey," Section V.

I. INTRODUCTION

The State of Utah and the Utah Engineering Experiment Station were most pleased to undertake this project for the Federal Energy Administration for the purpose of conducting a concentrated, relatively short-term energy saving campaign in the fall of 1977. This campaign was a follow-on to the recently completed Home Energy Savers' Campaign (refer to "Home Energy Savers' Program, A Report on a Demonstration Project Undertaken in Utah," July 15, 1977). It repeated and intensified tha basic elements included in that campaign, and incorporated a built-in technique for measuring consumer attitudes and/or knowledge levels.

Among the conclusions resulting from the previous HESP campaign were the following:

- "A totally successful HESP-type campaign should not run earlier than September or later than November. This is when most people, regardless of the weather, are thinking about winter and are in the best position to prepare for it." (Because of the delayed publication of the FEA's Home Energy Savers' Workbook, the Utah HESP campaign could not start in the fall 1976 as scheduled but was undertaken in the spring of 1977).

- "Future HESP campaigns should provide for the methodology, time and funding to allow for testing the extent that consumer energy consumption patterns are modified." This proposed energy-saving campaign included a telephone opinion poll survey that provided input relative to consumer attitudes.

- "Feedback received through the hotline, workshops, letters to

the Governor, and telephone calls received by the utility companies indicates that there is momentum in Utah moving in the direction of conserving energy. It is recommended, therefore, that a type of HESP public awareness program be repeated periodically in order to sustain and build on this momentum."

OBJECTIVES AND SCOPE

As in the case of the earlier HESP campaigns, this follow-on energy saving campaign was primarily aimed at the owners of single-family, detached homes. The overall objective was to expand homeowners' participation in the reduction of energy use.

METHOD OF APPROACH

Essentially, the same project team undertook this follow-on energy saving campaign as participated in the earlier HESP campaign. This follow-on campaign, scheduled primarily to operate from September 15 to November 15, 1977, included the following elements:

-A coordinated media program;

-A series of energy conservation workshops;

-An energy conservation hotline;

-A consumer attitude survey.

A Coordinated Media Program

Under the direction of the State Energy Coordinator (Clifford R. Collings) and the Project Leader (Gordon F. Jensen), the David W. Evans, Inc. (DWE), advertising and public relation firm,was enlisted to repeat and continue the media campaign conducted under the earlier HESP program. In this role DWE utilized the basic radio and television spots used in the

previous HESP campaign. The DWE placed news stories with the media, coordinated press conferences, publicized workshops, directed energy consumers to the hotline, placed commercials in the hands of the news and advertising media, and secured the use of public service media time and space. There was no purchased media time or space used in this campaign.

A Survey of Energy Consumer Workshops

Under the direction of the State Energy Coordinator, and the State Energy Conservation Engineer, multi-county leadership workshops and follow-on workshops at the local level were designed, implemented, and coordinated. The Utah State University Extension Service (supported by its statewide electronic staff-meeting network) and the State of Utah Department of Community Affairs, through their network of local offices, served as catalysts in implementing these workshops.

The workshop content focused on the following energy conservation aspects:

-State energy conservation code;

-State energy conservation plan;

-A brief history of energy costs and future projects;

-Savings to be realized through the HESP program;

-Home Energy Savers' Workbook discussion. (Utah had about 15,000 of these HES workbooks for distribution at workshops and in response to hotline calls.)

An Energy Conservation Hotline

As was done in the case of the HESP campaign, the energy conservation hotline was located in the offices of the University of Utah Engineering Experiment Station (UEES). Under the direction of the UEES Assistant

Director, university student operators were hired and trained to respond to incoming calls and initiate survey-type outgoing calls. The hotline operated from 8 a.m. to 8 p.m. Monday through Friday. An answering device was used to record incoming calls (for a call back) when the operators were not on duty.

A Consumer Attitude Survey

The Wasatch Opinion Research Corporation (WORC) of Salt Lake City contracted with the UEES to undertake a consumer attitude survey. The WORC is one of the largest and oldest public opinion and marketing research firms in the Intermountain West and has conducted more than 100 surveys of different populations.

Under the direction of the State Energy Coordinator and Project Leader, the WORC undertook the following steps:

-Developed a questionnaire of not more than twenty structured questions, including five demographics. The questionnaire was designed to provide a data base and measure consumer attitudes.

-Pretested the survey questions for reliability.

-Drew a scientific, stratified sample of Utah homeowners who own telephones.

-Briefed and trained telephone survey operators on proper methods of collecting data.

-Collected the data by telephone interviews.

-Coded, keypunched, and computerized the data for a cross-tab percentile printout.

-Prepared a written analysis of the survey.

II. A COORDINATED MEDIA PROGRAM

The fall 1977 phase of the Home Energy Saver's Program was conceived as a "follow-on" program to distribute Home Energy Saver's Workbooks and other information that had been left over from the original program conducted in the winter and spring of 1977.

The program was implemented on September 15, 1977, and was to last for two months. The portion of the follow-on project assigned to David W. Evans, Inc., was to generate publicity for the project and to obtain public-service radio and television time for the running of HESP advertisements.

Evans was active in three general areas: first, the arrangement of a press conference featuring the Governor and the president of Mountain Fuel Supply announcing the HESP-II program; second, generating other publicity on the HESP-II effort; and third, arranging for the running of HESP commercials on radio and television during the follow-on campaign period. These three areas of activity will be discussed in order.

GOVERNOR'S PRESS CONFERENCE

It was decided early that in order to make the Governor's press conference more newsworthy, it would be helpful to have a joint conference featuring both Governor Matheson and B.Z. Kastler, President of Mountain Fuel Supply, the largest supplier of home heating energy in Utah. Consequently, arrangements were made for the conference to be held at 9 a.m. on Tuesday, September 20.

Advance news releases were made available to members of the press on the day prior to the news conference and were hand-delivered along with personal invitations to attend. Ten of these advance releases were distributed.

Those attending the press conference included:

KSL-AM

KSL-TV

KUTV

KTVX

KALL

KWMS

Deseret News

Salt Lake Tribune

Representatives from one wire service

Coverage of the news conference was widespread and all media were represented.

In the press conference, Governor Matheson made the following announcements:

1. The permanent installation of an energy hotline (dubbed the "Heat Line") with a toll-free number for all Utah citizens. The Governor also mentioned that trained operators were manning the "Heat Line," and that questions beyond their expertise would be referred to Dr. Arthur Jones at the State Capitol.
2. The availability of the "Home Energy Saver's Workbook," to be distributed to Heat Line callers and through the Utah State University Extension Service offices.
3. The announcement of a mass-media public service campaign to encourage the use of the Home Energy Saver's Workbook and the conservation of home energy.
4. The need for new emphasis on energy conservation. The Governor publicized figures developed during the original HESP campaign

that indicated three homes out of five had inadequate attic insulation and over half had no storm windows.

5. A statement of support for the new State Energy Conservation Building Code.
6. The announcement of an Energy Consumption Analysis to be conducted on all state buildings, including schools, to be completed by February 1978. The Governor also declared his intention to follow the recommendations given in that analysis for energy conservation as much as possible, and indicated that the Energy Consumption Analysis was similar in nature to the Home Energy Saver's Quiz in the HESP workbook.

Mr. Kastler indicated support by MFS for the objectives announced by the Governor to conserve energy. He also endorsed the HESP workbook and indicated that it had been the policy of MFS for years to encourage energy conservation. He also mentioned MFS's "IN" insulation program as a possible means for citizens to acquire home insulation at a reasonable monthly cost.

OTHER PUBLICITY

Three press releases were written and distributed by David W. Evans, Inc. The first was a recap of the Governor's press conference, distributed to the weekly newspapers through the Utah Press Association. The other two were also distributed through the Utah Press Association and dealt with making inexpensive storm windows and conducting the Home Energy Saver's quiz. The latter included a copy of the quiz for those without HESP workbooks. All three releases made mention of the HESP workbook and the Heat Line telephone number. There, unfortunately, is no way to measure the response to these press releases. It is assumed that some or all of the newspapers printed the information contained in them.

MASS MEDIA ADVERTISEMENTS

Before the campaign start-up in September, David W. Evans was engaged in revising the radio and television commercials for use in the follow-on effort. Revisions were necessary because in the follow-on campaign, viewers and listeners were encouraged to call the Heat Line for copies of the HESP workbook, whereas in the former campaign, the workbook was mass-mailed to all single-family residences in the state. The revisions were completed and the radio and television ads were distributed to the stations during the latter part of September.

The support of the Utah Broadcasters Association was solicited and was enthusiastically given. A meeting was held with Ralph Carlson, 1978 President of the UBA, and Earl J. Glade, Jr., UBA Executive Director, during which UBA support was given, and a letter to all broadcasters in Utah was drawn up for distribution with the television and radio commercials.

The response from the broadcasters, considering the problems of trying to run a public-service campaign in the pre-Christmas season when nearly all available time is sold to paying customers, was above average.

Our estimates for television support, based on telephone and written reports from public service directors at the stations, indicate that approximately 30 public-service commercials were donated to the HESP-II effort for an approximate total value of $10,000.

Our estimates of radio support, again based on telephone and written reports, indicate that upwards of 2,000 radio announcements were donated for a total estimated radio donation of over $8,000. The total estimated donation for radio and television, then, is over $18,000.

In many cases, radio and television stations indicated that they

would like to have donated more time, but none was available for public service during the pre-Christmas season. By its very nature, public service time, which is donated, is time not sold to advertisers. With many stations, particularly those in the Salt Lake area, "sold out" in October and November, the amount of public service time available for the HESP program was understandably low. That $18,000 worth of time was donated under these circumstances is a tribute to the timeliness of the HESP campaign, to the enthusiasm of the stations for the objectives of the campaign, and to their willingness to help a worthy cause as much as possible.

FINAL COMMENTS

The ultimate success of the follow-on campaign is probably best determined by the number of calls being made to the Heat Line (see Section IV), and the number of HESP workbooks distributed. It is the observation of David W. Evans, Inc., that the follow-on campaign was conducted as efficiently as possible, and that the maximum response possible was obtained from the media.

III. ENERGY CONSERVATION WORKSHOPS

Home Energy Savers Workshops were held in eight (8) areas of the state. These workshops were held in conjunction with workshops on the State Energy Code and the State Energy Conservation Plan. The Energy Code presentations took place during the morning; all participants were invited to join us for lunch; the Home Energy Savers Program and the State Energy Conservation Plan were presented to the participants during the afternoon.

The locations of the workshops and the number of participants are indicated below.

DATE	LOCATION	NUMBER OF PARTICIPANTS
Fri., Oct. 14	Vernal	25
Mon., Oct. 17	Provo	39
Tue., Oct. 18	Price	25
Wed., Oct. 19	Richfield	22
Thurs., Oct. 20	Cedar City	38
Tue., Oct. 25	Salt Lake City	47
Wed., Oct. 26	Ogden	89
Thurs., Oct. 27	Sherwood Hills (near Logan)	47
	TOTAL	285

These workshops were directed primarily toward county commissioners, city mayors and managers, city councils, and service clubs. However, attendees included the above plus utilities, county extension agents, contractors, architects, interested citizens, PTA members, and Relief Society members.

All of the workshops were well received. There is still considerable interest in learning about ways to save money on utility bills for dwellings.

IV. ENERGY CONSERVATION HOTLINE

Operators

The four hotline operators that had manned the phones the preceding spring were no longer available, save one, so it was necessary to recruit and train three new operators. This training occupied approximately two and one half days, during which new compilations of data and fact sheets were presented. Some additional material on insulation and energy saving ideas had been acquired, and this was combined with the material carried from the previous spring.

Equipment

The incoming WATS lines had been disconnected at the conclusion of the HESP program in the spring and had to be reconnected. All other lines, including a four-prong jack serving as an answering device, had remained in place. One handset had been removed and was reinstalled, providing two work stations for the operators, plus the one in the hotline manager's office.

Operations

It was expected that considerable traffic on the hotlines might develop, in part due to the time of year (fall and early winter) and in part due to hopes that the public service advertising time on TV and radio might be more available and effective than in the spring.

The initial results, however, as measured by the number of incoming calls, were quite disappointing. The rate at which calls were received did not move much above that of the preceding summer, when a fairly constant stream of 2-4 calls per day were received. Starting September 20, and running to the end of that month, an average of 4.3 calls per day were received. In October, the average remained nearly the same, 4.2 per day,

but in November an encouraging increase took place. In the first fifteen days up to November 15, the nominal ending date for the contract, an average of 7.3 calls per day were received. Even better was the average for the latter part of the month, when 11.4 per day were tallied. All November combined averaged 9.2 per day. The two working days just before and after Thanksgiving had an abnormally high rate of 25 calls each day, matched only by October 31 when 24 calls came in. (One incidental observation regards a TV spot that was run at noon on three successive days around November 17. Our line was immediately hit by three phone calls each day). The minimum calls per day, zero, occurred three times in October.

Incoming Call Statistical Summary

Total Calls			Average per working day
Sept. 15 - 30		39	4.3
Oct. 1 - 31		89	4.2
Nov. 1 - 15	80		7.3
Nov. 15 - 30	103		11.4
Nov. 1 - 30		183	9.15
Total		311	

Location of Caller

Salt Lake City	171	
Ogden	14	
Bountiful	8	
St. George	9	
Orem	7	
Cedar City	7	
Clearfield	5	
American Fork	6	
Misc.	43	no more than 3 per city
Unidentified	41	

When callers were asked to identify their source for the hotline number, responses were:

T.V.	49
Newspaper	10
Radio	10
BBB	11
HESP Workbook	8
USU Extension Office	7
USU Consumer Alert Bulletin	6
Seventeen other sources were named, all with a frequency under	3
Unrecorded	197
Total	311

Recognizing that the operators would not be fully occupied with incoming calls, it was determined that outgoing calls would also be made to supplement the effort to assess current public opinion concurrently being conducted by Wasatch Opinion Research Corp., reported on elsewhere in this composite report.

Using the instrument formulated by them and a preselected list of phone numbers representing a statistically representative sampling, our operators went to work getting public opinion.

Some 245 calls were completed and submitted to WORC to code and process as were their own. As of this date, approximately 100 more call forms remain to be processed.

An additional 150 calls were made but were not tallied because they were either made (a) using a trial version of the questionnaire, (b) were terminated prematurely, or (c) were made to renters.

A noteworthy aspect of the use of the hotline operators for the survey is the comparison below of the results obtained by the professional pollsters employed by WORC and those obtained by the operators who were novices at polling. In tabulating the hotline results, the same sequence of questions is followed as in the WORC report, so

readers may wish to refer to that document. The tabulation here will place WORC in the first column and hotline in the second. In some cases the frequency rankings of the hotline answers, e.g. Q.6 below, didn't coincide. In cases where comparison is appropriate, responses from the HESP program in the spring of 1977 are included in column 3.

Q.4: Do you or do you not believe there is an energy crisis?

	WORC	Hotline
Definitely believe	48.5	55.1
Somewhat believe	30.8	27.8
Somewhat disbelieve	8.7	4.5
Definitely disbelieve	6.4	6.9
Don't know	5.6	5.7

Q.5: If yes, why?

	WORC	Hotline
Media, everyone says so	26.2	20.4
Prices of energy are going up	13.1	14.3
We're too wasteful	9.7	7.8
Don't know/miscellaneous	5.9	6.5
Energy sources can't last forever	5.6	3.3
Shortages	?	10.6
Too much demand (overpopulation)	?	5.7

Q.6: If no, why?

	WORC	Hotline	Ranking
Maneuvering or intervention Political/Governmental	2.6	.4	
Don't know/miscellaneous	2.6	1.2	
It's a farce; created crisis	2.1	2.4	1
Energy/utility company ploy	1.5	.4	
Improper management		1.6	2
Not what they say it is		1.6	3
Read or heard it isn't so		1.2	
Gimmick to raise prices		1.2	
Other sources not being developed as they should		.8	

Q.10: At any point during the past five of six winter seasons did you begin to deliberately lower your thermostat and keep it at that lower temperature?

	WORC	Hotline
Yes	69.5	66.5
No	26.9	30.6
Don't know/does not apply	3.6	2.9

Q.11: How many winters ago did you first begin lowering your thermostat?

	WORC	Hotline
Last winter	21.0	20.4
2 winters ago	31.0	21.6
3 winters ago	9.7	13.1
4 or more winters ago	8.5	10.2
Haven't turned it down/ does not apply	27.1	32.2
Don't know	2.6	2.4

Q.12: What has been your primary source of information concerning energy conservation measures?

	WORC	Hotline
TV news	37.9	35.9
Newspaper/magazines	28.5	31.4
TV or radio ads/public service info	16.4	9.8
Brochures	6.2	3.7
Radio news	5.4	1.6
Word-of-mouth		
Don't know/no response	1.5	7.8
Meetings/community groups	.3	.8
Other	2.1	8.2

Q.16: Do you or do you not presently have plans made to increase or improve the amount of insulation in your home?

	WORC	Hotline
Yes, made plans	11.8	17.1
Yes, thought about it	19.0	11.4
No	53.3	61.6
Completed within the year	8.7	3.7
Don't know	1.8	1.2
Does not apply	5.4	4.9

Q.22: Did you or did you not receive from the Governor's office the Energy Saver's Workbook in the mail last spring?

	WORC	Hotline
Yes	49.0	52.7
No	30.3	21.6
Don't know	20.8	25.7

Q.23: If yes, what was your reaction to it?

	WORC	Hotline
Good, useful info/liked it	19.5	22.9
Didn't read it/threw it away	9.0	6.1
Tried to follow suggestions	5.1	5.7
It's alright/just looked at it	4.6	5.3
Good, but already familiar with info	3.3	2.9
Stupid propaganda	1.8	---
Don't remember	1.5	4.1
Good, but can't afford to follow	1.5	.8
Didn't help--no new ideas	---	1.6
Too complex	---	2.9

Q.17: If the federal government were to make available federal funds for winterization of homes, do you think you would or would not make use of that program?

	WORC	Hotline
Definitely would	25.1	24.1
Probably would	25.9	23.3
Probably would not	22.3	15.5
Definitely would not	18.7	25.7
Don't know	7.9	11.4

Q.23: Do you approve or disapprove of mandatory measures for energy conservation, such as minimum standards of insulation on all new homes?

	WORC	Hotline
Strongly approve	50.3	68.6
Somewhat approve	26.4	15.5
Somewhat disapprove	9.5	4.5
Strongly disapprove	9.7	6.9
Don't know	4.1	4.5

Q.24: Do you approve or disapprove of mandatory measures for energy conservation such as minimum standards of insulation on old homes?

	WORC	Hotline
Strongly approve	19.7	26.1
Somewhat approve	28.7	26.1
Somewhat disapprove	26.7	18.0
Don't know	5.4	8.2
Strongly disapprove	19.5	21.6

Q.25: Do you approve or disapprove of a tax incentive program for homeowners adding insulation to maintain federal standards?

	WORC		Hotline		HESP (Spring)
Strongly approve	39.7	64.6	51.8	70.2	69.0
Somewhat approve	24.9		18.4		
Somewhat disapprove	12.1	27.2	6.1	19.2	22.0
Strongly disapprove	15.1		13.1		
Don't know	8.2		10.6		

Q.26: Utility officials suggest that rate hikes may be necessary to ensure continued reliable service. Would you prefer to pay such an increase in your electric utility rates if it were considered necessary to ensure reliable service, or not pay the increase and accept the possibility of periodic power outages?

	WORC	Hotline
Pay increase	54.9	63.6
Not pay increase	35.1	28.2
Don't know	10.1	8.6

Q.27: Would you prefer to pay such an increase in natural gas rates to ensure reliable service or not pay such an increase and accept the possibility of gas shortages?

	WORC	Hotline
Pay increase	52.3	57.6
Not pay increase	30.8	24.5
Don't know	6.4	7.3
Does not apply	10.5	10.6

Q.3: What type of home do you live in?

	WORC	Hotline
Single dwelling	91.8	91.0
Condo/other	2.6	2.8
Duplex	1.5	1.6
Mobile home	4.1	4.5

Q.7: At what daytime temperature do you usually set your thermostat during the winter months?

	WORC	Hotline
60-63	3.6	7.3
64-67	12.8	17.1
68-71	62.1	51.0
72-75	17.4	18.8
76-78	.8	1.6
Over 78	.3	.4
Don't know	1.5	2.4
Does not apply	1.5	1.2

Q.8: At what nighttime temperature do you usually set your thermostat during the winter months?

	WORC	Hotline
60-63	22.3	34.3
64-67	33.8	29.0
68-71	31.8	26.5
72-75	4.9	6.1
76-78	.5	.4
Over 78	.3	.8
Don't know	1.0	1.6
Does not apply	5.4	1.2

Q.9: At what temperature do you usually set your thermostat during the summer months?

	WORC	Hotline
60-63	1.0	---
64-67	.8	---
68-71	4.6	4.5
72-75	4.6	3.3
76-78	2.6	1.6
Over 78	1.5	1.2
Don't know	2.3	2.0
Don't set/DNA	82.6	87.3

Q.13: Approximately how old is your house?

	WORC	Hotline	Spring HESP
0-5 years	22.6	18.8	15.0
5-10 years	10.0	8.6	12.0
11-15 years	16.9	9.0	27.0
16-20 years	11.0	12.7	
Over 20 years	38.7	49.4	46.0
Don't know	.8	1.6	----

Q.14: Approximately how much insulation is in your attic?

	WORC	Hotline
Less than 1 inch	2.6	2.9
1-4 inches	9.2	8.2
5-6 inches	14.1	18.0
7-8 inches	8.2	9.0
More than 8 inches	25.6	15.5
Don't know	40.3	46.5

Q.15: Is that (Q.14) an actual measurement or is it an estimation?

	WORC	Hotline
Measurement	22.6	29.0
Estimation	32.8	22.4
Don't know/does not apply	41.5	48.6

Q.18: On how many of your windows do you have storm or double glass windows?

	WORC	Hotline	Spring HESP
All windows	30.3	47.8	18
Most windows	8.2	11.0	11
Some windows	17.2	10.2	20
None	44.1	29.8	51
Don't know	.3	1.2	

Q.20: Do your doors presently seal tight enough to eliminate drafts?

	WORC	Hotline
All do	64.6	64.9
Most do	22.8	18.0
Most don't	6.8	6.5
None do	5.1	9.8
Don't know	.8	.8

Q.21: Do your windows presently seal tight enough to eliminate drafts?

	WORC	Hotline
All do	57.7	66.9
Most do	29.2	20.0
Most don't	9.7	6.9
None do	2.3	4.1
Don't know	1.0	2.0

It can be seen that there is not perfect agreement between the WORC and hotline results, but close enough to suggest a high confidence in all results. In general, only a few percentage points separate them, especially if answers for such questions as numbers 23 and 24 are lumped as merely pro and con rather than separated by degree.

Questions of the type requiring a number answer should not be subject to the expertise of the pollster, and its hard to understand the differences that exist here. For example, questions 27 and 8 refer to temperature settings. The distribution of the answers is clearly the same, but some cells differ by 10 to 12 percentage points, putting them outside the bounds of statistical error.

In summary, however, it appears that an "amateur" group of pollsters, using an instrument devised by experienced pollsters and trained in its use, could provide statistically acceptable results.

V. CONSUMER ATTITUDE SURVEY

INTRODUCTION

Wasatch Opinion Research Corporation was commissioned by the Utah Engineering Experiment Station and the State Energy Coordinator to conduct a public opinion survey. The primary objective of this study was to assess the awareness of energy conservation measures among residents of the State of Utah.

Specific objectives of the survey included the following:

1. Identification of homeowners in the state.
2. Measurement of the perceptions of the existence of an energy crisis.
3. Assessment of attitudes toward energy conservation.
4. Determination of attitudes toward government energy standards and controls.
5. Measurement of present home energy conservation standards.

The interviews were conducted by telephone with 476 Utah residents during the period from September 27 to October 3, 1977. The instrument was administered by interviewers who had been previously trained in interviewing techniques and the art of collecting data on opinions. Prior to the actual field work, all pollsters were thoroughly briefed by Wasatch Opinion staff. The purpose of the briefing was to explain how the instrument was to be completed and to instruct the interviewers regarding any peculiarities of the instrument.

The respondents were selected using a scientific random sample of all telephone directories in Utah. This sampling technique employed

by Wasatch Opinion ensures that each individual in the population has an equal or known chance of being selected for an interview.

Those individuals selected who did not own the dwelling in which they resided were eliminated by two filter questions at the beginning of the interview. Of the 476 individuals interviewed 390 were homeowners and responded to the entire questionnaire. The number of interviews was sufficient to guarantee a tolerated error level of about $\pm$ 5% at the 95 percent confidence level for total data.

Following the data collection, the instruments were checked for validity. Responses for the open-ended questions were categorized into groups and coded appropriately. The data were then punched onto computer cards.

Data analysis included the tabulation of the responses to each question as well as an analysis of these responses by each of the demographics.

The demographic analysis produced a series of cross-tabulations or contingency tables in which possible differences as well as similarities between demographic groups could be detected. For each question, an analysis of the total responses as well as observations on the statistically significant cross-tabulations was made.

When the questions were analyzed by the demographic groups, the number of responses in a given category may not have been great enough to indicate conclusions with strong statistical validity. The trends in opinion which were apparent in these situations, were, however, very useful in the preparation of this report. In the

report, where observations are based on trend data, this will be noted. For other observations, it can be assumed that the relationships were statistically significant.

This report is organized, for the purposes of analysis, into four sections: Perceptions of an energy crisis, attitudes toward energy conservation, attitudes toward governmental standards and controls, and present home standards. The appendix to this report contains a copy of the questionnaire used for this study.

Explanation of Demographics

Area--

The Salt Lake area includes all those from Salt Lake County as well as Davis County residents in the Salt Lake telephone directory. Ogden referred to the remainder of Davis County as well as Weber County. Those from Utah County were coded into the Provo area. The rural category included all other areas of the state or the non-Wasatch Front areas.

How long have you lived in your community?

This demographic was fairly self-explanatory. The respondents were divided into four groups depending on their length of residence which included: less than one year, one to four years, five to ten years and over ten years.

What is your age?

The respondents were divided into four age categories with a fifth option to refuse. The age groups were: less than 21, 22-40, 41 to 60 and over 60. The incidence of refusals was very low.

What is the approximate amount of your family income?

Three income groups were used for this survey as well as a refusal option. Again, the number of refusals was very low. The three income groups included those with an annual income of: less than $10,000, $10,000 to $16,000 and over $16,000.

Do you own or rent your present home?

The respondents were divided into renters, owners and those with other types of living situations.

What type of home do you live in?

This question was asked only of homeowners with the response categories being: single dwelling, condominium, duplex, mobile homes and other.

Perceptions of an Energy Crisis

Question 4: Do you or do you not believe there is an energy crisis?

Total Percentage	Definitely believe	48.5%
	Somewhat believe	30.8
	Somewhat disbelieve	8.7
	Definitely disbelieve	6.4
	Don't know	5.6

Observations:

1. Nearly eight out of ten Utahns believe there is an energy crisis of some nature. Close to half of the respondents (48.5%) say they "definitely believe" there is a crisis.

2. Respondents in Salt Lake appear to be more likely to definitely believe that there is an energy crisis than those in the Ogden and Provo areas. However, those from the rural areas appeared to be more like Salt Lake residents in terms of their concern about the existence of an energy crisis.

3. As the age of the respondents increases, the tendency to agree that there is definitely an energy crisis also increases.

Question 5: If yes, why?

	Media, everyone says so	26.2%
	Prices of energy are going up	13.1
Total %	We're too wasteful	9.7
of top five	Don't know/miscellaneous	5.9
responses	Energy sources can't last forever	5.6

Question 6: If no, why?

	Political/Governmental maneuvering intervention	2.6%
Total %	Don't know/miscellaneous	2.6
of top five	It's a farce; created crisis	2.1
responses	Energy/utility company ploy	1.5

Observations:

1. Over one quarter of all respondents say the coverage by the media, or that "everyone" says a crisis exists is why they tend to believe in the reality of an energy crisis. The high reliance on secondary information tends to indicate that most respondents have not personally experienced the effects of an energy crisis.

2. The inference to be made by the categories of responses most frequently given by non-believers is that the energy crisis is a hoax or a farce; a ploy instigated through deceptive governmental and corporate practices. Of the 15 percent of all respondents who tend to not believe in an energy crisis, nearly eight percent of their responses fall into this type of reasoning.

3. Among those who say that media caused them to believe that there is an energy crisis, age is an important discriminator. Those over 40 were more likely to give this response than were the respondents who were under 40.

4. The respondents with an annual family income of less than $16,000 are more likely to base their beliefs in an energy crisis on hearsay or the media than are those with a higher income level.

Attitudes Toward Energy Conservation

Question 10: At any point during the past five or six winter seasons did you begin to deliberately lower your thermostat and keep it at that lower temperature?

% of total responses	Yes	69.5%
	No	26.9
	Don't know/does not apply	3.6

Question 11: How many winters ago did you first begin lowering your thermostat?

	Last winter	21.0%
	2 winters ago	31.0
% of	3 winters ago	9.7
total	4 or more winters ago	8.5
responses	Haven't turned it down/ does not apply	27.1
	Don't know	2.6

Observations:

1. Nearly seven out of ten (69.5%) of all persons interviewed say they deliberately lowered their thermostat setting at some point in the past several winter seasons.

2. The majority of persons lowering their general thermostat readings did so within the past two winter seasons (52.0%).

3. Twenty-seven percent of all respondents (27.1%) say they have not lowered their thermostats or do not have thermostatic control over their home's heating.

4. Although the number of respondents from the Provo area is rather low, there appears to be a tendency for respondents from this area to say that they have not lowered their settings on their thermostats.

5. Those interviewed who are over 60 years old are significantly less likely to have said that they had lowered the temperature setting on their thermostat than were those under 60 years old.

6. Contrary to what might be expected, there is a strong tendency for the percent saying that they have lowered their thermostats to increase as income increases.

Question 12: What has been your primary source of information concerning energy conservation measures?

	TV news	37.9%
	Newspaper/magazines	28.5
	TV or radio ads/public service info	16.4
% of	Brochures	6.2
total	Radio news	5.4
responses	Word-of-mouth	
	Don't know/no response	1.5
	Meetings/community groups	.3
	Other	2.1

Observations:

1. A majority of respondents, 37.9 percent, say television news has been their primary source of information concerning energy conservation measures.

2. As mentioned earlier, the number of respondents from Provo is too low to draw statistically strong conclusions, there is, however, a trend for those from Provo to be less likely than the respondents from other areas to mention television news and advertisements as their primary source of information concerning energy conservation measures.

3. Only one respondent out of all persons interviewed says his or her primary source of information came from a community group or meeting.

(Only asked of single dwelling owners)

Question 16: Do you or do you not presently have plans made to increase or improve the amount of insulation in your home?

	Yes, made plans	11.8%
	Yes, thought about it	19.0
% of	No	53.3
total	Completed within the year	8.7
responses	Don't know	1.8
	Does not apply	5.4

Observations:

1. Over half of all respondents presently do not have plans to increase the amount of insulation in their home.

2. Nearly ten percent of the total say they completed insulation work within the year.

3. Twelve percent of the respondents presently have plans for insulating their homes.

4. Age of the respondent is a significant indicator of likelihood to increase home insulation, with 21-40 year olds being the age group most apt to be planning changes in insulation.

Question 22: Did you or did you not receive from the Governor's office the Energy Saver's Workbook in the mail last spring?

Yes	49.0%
No	30.3
Don't know	20.8

Question 23: If yes, what was your reaction to it?

Top 7 listed responses % of total	Good, useful info/liked it	19.5%
	Didn't read it/threw it away	9.0
	Tried to follow suggestions	5.1
	It's alright/just looked at it	4.6
	Good, but already familiar with info	3.3
	Stupid/propaganda	1.8
	Don't remember	1.5
	Good, but can't afford to follow	1.5

Observations:

1. Forty-nine percent of all respondents indicated they received

1. cont... the Energy Saver's Workbook last spring. Those who said they had received it were most likely to be over 40 years of age. Further, the tendency to say they had received the work book increases as income increases.

2. Twenty percent didn't know or couldn't remember if they had received it.

3. The majority of responses from those who did receive the book indicate approval and appreciation for the type of information offered. Twenty percent of the total responses say the workbook contained "good, useful information."

4. The second most frequent category of response, however, in reactions to the workbook show nine percent of the respondents who didn't read it and/or threw it away immediately.

Attitudes Toward

Government Standards and Controls

Question 17: If the federal government were to make available federal funds for winterization of homes, do you think you would or would not make use of that program?

Total Percentage	Definitely would	25.1%
	Probably would	25.9
	Probably would not	22.3
	Definitely would not	18.7
	Don't know	7.9

Observations:

1. Just over half of all respondents (51.0%) give a positive response to this question.

2. Utah County residents are considerably less likely than all other respondents to feel they would make use of such federal funds (only 25.0% favorable compared to 58.0% of Salt Lake County respondents).

3. Persons in the middle annual income bracket of $10,000-$16,000 are more likely to say they would use available funds (62.2%) than are either the low (46.0%) or the high income categories (46.2%).

Question 23B: Do you approve or disapprove of mandatory measures for energy conservation, such as minimum standards of insulation on all new homes?

	Strongly approve	50.3%
	Somewhat approve	26.4
% of	Somewhat disapprove	9.5
total	Strongly disapprove	9.7
responses	Don't know	4.1

Question 24: Do you approve or disapprove of mandatory measures for energy conservation such as minimum standards of insulation on old homes?

	Strongly approve	19.7%
	Somewhat approve	28.7
% of	Somewhat disapprove	26.7
total	Don't know	5.4
responses	Strongly disapprove	19.5

Observations:

1. A substantially higher percentage of respondents "strongly approve" of insulation standards on all new homes (50.3%) as opposed to those who "strongly approve" of the same for old homes (19.7%).

2. Whereas 76.7 percent of the total generally approve of minimum standards on new homes, only 48.4 percent approve in the case of older homes.

3. Mobile home owners are most likely of all owner groups to "strongly approve" of minimum insulation standards for both old and new homes.

Question 26: Utility officials suggest that rate hikes may be necessary to ensure continued reliable service. Would you prefer to pay such an increase in your electric utility rates if it were considered necessary to ensure reliable service, or not pay the increase and accept the possibility of periodic power outages.

% of total responses	Pay increase	54.9%
	Not pay increase	35.1
	Don't know	10.0

Question 27: Would you prefer to pay such an increase in natural gas rates to ensure reliable service or not pay such an increase and accept the possibility of gas shortages?

	Pay increase	52.3%
% of total responses	Not pay increase	30.8
	Don't know	6.4
	Does not apply	10.5

Observations:

1. A nearly equal number of total respondents--slightly over half say they would prefer to pay the rate increases suggested to be necessary by both electric and natural gas companies rather than refuse the increase and take their chances with shortages.

2. Approximately one-third of those interviewed (35.1% for electric and 30.8% for gas company) say they wouldn't pay such an increase, even if it were considered necessary for continued reliable service.

3. With regards to increases in both electrical and natural gas rates, the respondents who are under 40 years are more likely to say that they would prefer to pay the increase than the older respondents. On the other hand, the tendency to prefer to pay an increase is greatest among the respondents who make over $10,000 per year.

Present Home Standards

Question 3: What type of home do you live in?

% of total responses	Single dwelling	91.8%
	Condo	2.6
	Duplex	1.5
	Mobile home	4.1

Observation:

1. Over ninety percent of all owners interviewed own single dwelling homes.

2. The demographic groups most likely to be homeowners are those in the nonurban areas, who are between the ages of 22-60, or whc have lived in the area 10 years or more.

Question 7: At what daytime temperature do you usually set your thermostat during the winter months?

% of total responses	60-63	3.6%
	64-67	12.8
	68-71	62.1
	72-75	17.4
Winter Daytime	76-78	.8
	Over 78	.3
	Don't know	1.5
	Does not apply	1.5

Question 8: At what nighttime temperature do you usually set your thermostat during the winter months?

	60-63	22.3%
% of total	64-67	33.8
responses	68-71	31.8
	72-75	4.9
	76-78	.5
Winter	Over 78	.3
Nighttime	Don't know	1.0
	Does not apply	5.4

Question 9: At what temperature do you usually set your thermostat during the summer months?

60-63	1.0%
64-67	.8
68-71	4.6
72-75	4.6
76-78	2.6
Over 78	1.5
Don't know	2.3
Don't set/DNA	82.6

Observations:

1. Nearly two-thirds of all respondents keep their thermostats set between 68-71 during the daytime in the winter. Sixteen percent maintain an even lower temperature, while 18-19 percent usually set it above 71 degrees.

2. Daytime temperature setting appears to be dependent in some

measure on the age level of the respondent. Eighty-five percent of those less than 21 years of age maintain a 68-71 degree reading, with the percentage progressively decreasing through each age category to those over 60 years of whom 52 percent report keeping their thermostat in the 68-71 range.

3. Nighttime winter temperature readings are consistently lower for the majority of respondents. Nearly one quarter of the sample says their nighttime thermostat reading is between 60-63 degrees. One-third maintains it between 64-67, and another third sets their thermostats at 68-71 degrees.

4. Income level appears correlative to lower temperature readings in that persons earning less than $10,000 annually are most likely (28.0%) to maintain the lowest temperature reading, while the upper income bracket respondents (18.9%) are least likely to lower their thermostats during the nighttime.

5. For over 82 percent of the respondents, setting a thermostat during the summer months is not applicable to their situation.

Question 13: Approximately how old is your house?

% of total responses	0-5 years	22.6%
	5-10 years	10.0
	11-15 years	16.9
	16-20 years	11.0
	Over 20 years	38.7
	Don't know	.8

Question 14: Approximately how much insulation is in your attic?

	Less than 1 inch	2.6%
% of total	1-4 inches	9.2
responses	5-6 inches	14.1
	7-8 inches	8.2
	More than 8 inches	25.6
	Don't know	40.3

Question 15: Is that (Q.14) an actual measurement or is it an estimation?

	Measurement	22.6%
% of total	Estimation	32.8
responses	Don't know/does not apply	41.5

Observations:

1. The greatest number of respondents, nearly 40 percent, live in homes that are over 20 years old. The next highest number live in homes that are less than five years old.

2. Condominium and mobile homeowners, as may be expected, live in the newest dwellings. Over 80 percent of both groups' homes are less than ten years old.

3. Only 25 percent of the upper income respondents live in homes over 20 years old, compared to 66 percent of the lowest income respondents who do.

4. Those who have recently moved in the area are most likely to be living in the newer homes. Of those who have lived in the area for less than four years, 52 percent are living in homes which are less than five years old.

5. Slightly over one-quarter of all respondents say their homes contain more than eight inches of insulation. Fourteen percent say "between five to six inches." Forty percent of all respondents claim they "don't know" how much insulation is in their homes.

6. The amount of insulation appears to be greatest in the rural areas with 36.4 percent having installed over eight inches. The area with the least amount of insulation appears to be Ogden although the number of interviews in this area will only allow a "trend" description of the area.

7. Thirty-three percent of the inches of insulation given were estimates; twenty-six percent were actual measurements.

8. The respondents in Salt Lake and the rural areas are more likely to say that the response given for the amount of insulation in their attics is an actual measurement rather than an estimate. This would seem to indicate that awareness of the amount of insulation is least among those in the Ogden and Provo areas.

9. The males (36.0%) are more likely to say that the insulation depth was a measurement than were the females (19.2%).

Question 18: On how many of your windows do you have storm or double glass windows?

% of total responses	All windows	30.3%
	Most windows	8.2
	Some windows	17.2
	None	44.1
	Don't know	.3

Question 20: Do your doors presently seal tight enough to eliminate drafts?

% of total responses	All do	64.6%
	Most do	22.8
	Most don't	6.8
	None do	5.1
	Don't know	.8

Question 21: Do your windows presently seal tight enough to eliminate drafts?

% of total	All do	57.7%
	Most do	29.2
	Most don't	9.7
	None do	2.3
	Don't know	1.0

Observations:

1. The highest percentage of respondents (44.1%) say "none" of their windows have storm or double glass windows. However, 30.3 percent say "all of their windows have storm windows".

2. The high income respondents are most likely to have storm or double glass windows throughout their homes.

3. Salt Lake appears to be the area where the respondents are least likely to have storm or double glass windows. Fifty percent report that they have none of these types of windows.

4. Over half of the respondents say "all" their windows seal tightly. However, respondents from Ogden are least likely to say that all of their windows seal tight enough to eliminate drafts.

5. Sixty-five percent of the respondents say "all" their doors seal tight enough to eliminate drafts. As with the corresponding question on windows, there is a tendency for the Ogden respondents to be less likely to report that all of their doors seal tight enough to eliminate drafts.

6. A tendency is apparent for the higher income respondents to be more likely to say that all of their doors seal tight.

Question 19: When did you last have your furnace cleaned or checked for efficiency or had any maintenance work conducted on it?

% of total Responses	0-12 months ago	57.4%
	1-2 years ago	19.5
	3-4 years ago	3.3
	Over 4 years ago	1.5
	Never	9.5
	Don't know	8.7

Observations:

1. Over 57 percent of all respondents said their furnaces have been cleaned or checked within the past year. Nearly 20 percent say such maintenance has been conducted within the past two years.

2. Close to ten percent of total respondents say they have never had their furnace cleaned or checked.

3. The respondents who are over 60 years old (14.6%) or who have an annual income of less than $10,000 (14.0%) are those most likely to have never had their furnaces cleaned or had any maintenance work conducted on them. In most cases, these are probably the same people since 64 percent of those with an annual income of less than $10,000 are over 60 years of age.

Summary

1. Nearly eight out of ten Utahns do believe an energy crisis presently exists, although most of that belief is based on media, specifically television, and observation of inflationary trends in fuel and utility prices.
2. Just over half of all respondents believe they would pay any "necessary" rate hikes in utilities in order to ensure reliable service, although approximately one-third appear willing to take their chances with service reliability and not pay continued rate increases.
3. Nearly 70 percent of all Utahn's have consciously and deliberately lowered the temperatures maintained in their homes, and 50 percent of the total said they have done so within the past two winter seasons.
4. Forty-nine percent of all Utahns remembered receiving the Energy Saver's Workbook last spring. Nearly a quarter of the respondents had positive reactions to its suggestions, about 10 percent had negative comments.
5. About 50 percent of those interviewed would "probably" or "definitely" make use of federal funds for winterizing their homes.
6. Where 50 percent of the respondents "strongly approve" of minimum insulation standards on all new homes, only 20 percent feel the same about such standards for all old homes.
7. Tax incentives for insulative additions to homes are approved by over 60 percent of the respondents.

8. Nine out of ten persons interviewed on this survey are owners of single family dwellings.
9. Nearly 40 percent live in homes over 20 years old; 23 percent live in homes less than five years old.
10. Although 40 percent of the respondents don't know how much insulation was in their homes, the majority of those who did know (26%) said their homes contained eight inches or more of insulation.
11. Fifty-three percent of all respondents say they presently have no plans to increase or improve insulation in their homes. Nineteen percent have "thought about it", twelve percent have actually "made plans". Nine percent of the respondents have had such work completed within the year.

APPENDIX

Pollster_____

Date_____

1840 South 1300 East
Salt Lake City, UT 84105

Phone (801) 486-5[illegible]

Hello, m'am/sir. I'm _____ from Wasatch Opinion Research Corporation in Salt Lake City. We're conducting a statewide survey in conjunction with the Home Energy Saver's Program. May I ask you a few questions?

1. Do you own or rent your present home?

   Own_____
   Rent_____
   Other_____

   IF "OWN," GO TO QUESTION #3

   IF "RENT," ASK:

2. Do you presently pay for your own utilities or does your landlord handle all utility expenses?

   Pay for all utilities_____
   Pay for elec/gas_____2
   Landlord pays all_____3
   Other/Don't know_____4
   Does not apply_____5

   IF "RENT," DISCONTINUE INTERVIEW

3. What type of home do you live in?

   READ LIST:

   Single dwelling_____1
   Condo_____2
   Duplex_____3
   Mobile home_____4
   Other_____5

4. Do you or do you not believe there is an energy crisis?

   Definitely believe_____1
   Somewhat believe_____2
   Somewhat disbelieve_____3
   Definitely disbelieve_____4
   Don't know_____5

5. If yes, why?_____

   _____ 0 1 2 3 4 5 6 7 8 9

6. If no, why?_____

   _____ 0 1 2 3 4 5 6 7 8 9

WASATCH OPINION

WASATCH OPINION

Renters

When a renter was contacted by the interviewer, he or she was only asked one other question: "Do you presently pay for your own utilities or does your landlord handle all expenses?

Forty-eight percent (47.7%) of the renters said they pay all utilities (electricity, gas and water). Twenty percent (19.8%) say they pay for either gas or electricity. Landlords pay all utilities for 23 percent of the renters.

APPENDIX

Pollster_____

Date_____

1840 South 1300 East
Salt Lake City, UT 84105

Phone (801) 486-5381

Hello, m'am/sir. I'm _____ from Wasatch Opinion Research Corporation in Salt Lake City. We're conducting a statewide survey in conjunction with the Home Energy Saver's Program. May I ask you a few questions?

1. Do you own or rent your present home?

   Own_____1
   Rent_____2
   Other_____3

   IF "OWN," GO TO QUESTION #3

   IF "RENT," ASK:

2. Do you presently pay for your own utilities or does your landlord handle all utility expenses?

   Pay for all utilities_____1
   Pay for elec/gas_____2
   Landlord pays all_____3
   Other/Don't know_____4
   Does not apply_____5

   IF "RENT," DISCONTINUE INTERVIEW

3. What type of home do you live in?

   READ LIST:

   Single dwelling_____1
   Condo_____2
   Duplex_____3
   Mobile home_____4
   Other_____5

4. Do you or do you not believe there is an energy crisis?

   Definitely believe_____1
   Somewhat believe_____2
   Somewhat disbelieve_____3
   Definitely disbelieve_____4
   Don't know_____5

5. If yes, why?_____

   _____0 1 2 3 4 5 6 7 8 9

6. If no, why?_____

   _____0 1 2 3 4 5 6 7 8 9

WASATCH OPINION

7. At what daytime temperature do you usually set your thermostat during the winter months?

60-63 1
64-67 2
68-71 3
72-75 4
76-78 5
OVER 78 6
Don't know 7
Does not apply 8

8. At what nighttime temperature do you usually set your thermostat during the winter months?

60-63 1
64-67 2
68-71 3
72-75 4
76-78 5
OVER 78 6
Don't know 7
Does not apply 8

9. At what temperature do you usually set your thermostat during the summer months?

60-63 1
64-67 2
68-71 3
72-75 4
76-78 5
OVER 78 6
Don't know 7
Does not apply 8

10. At any point during the past 5 or 6 winter seasons, did you begin to deliberately lower your thermostat and keep it at that lower temperature?

Yes 1
No 2
Don't know/DNA 3

11. How many winters ago did you first begin lowering your thermostat?

Last winter 1
Two winters ago 2
Three winters ago 3
Four winters or more ago 4
Haven't turned it down 5
Don't know 6
Does not apply 7

12. What has been your primary source of information concerning energy conservation measures?

TV/radio ads/pub serv info 1
TV news 2
Radio news 3
Newspaper/magazines 4
Brochures 5
Word-of-mouth 6
Meetings, community groups 7
Other 8
Don't know/haven't heard 9

13. Approximately how old is your house?

- 0-5 years _____ 1
- 5-10 years _____ 2
- 11-15 years _____ 3
- 16-20 years _____ 4
- Over 20 yrs _____ 5
- Don't know/haven't heard _____ 6

14. Approximately how much insulation is in your attic?

- Less than 1 inch _____ 1
- 2-4" _____ 2
- 5-6" _____ 3
- 7-8" _____ 4
- More than 8" _____ 5
- Don't know _____ 6

IF RESPONSE, ASK:

15. Is that the actual measurement or is it an estimation?

- Measurement _____ 1
- Estimation _____ 2
- Don't know _____ 3

IF CONDO OR MOBILE HOME, SKIP TO #18

16. Do you or do you not presently have plans made to increase or improve the amount of insulation in your home?

- Yes, made plans _____ 1
- Yes, thought about it _____ 2
- No _____ 3
- Completed within the year _____ 4
- Don't know _____ 5
- Does not apply _____ 6

17. If the federal government were to make available federal funds for winterization of homes, do you think you would or would not make use of that program?

- Definitely would _____ 1
- Probably would _____ 2
- Probably would not _____ 3
- Definitely would not _____ 4
- Don't know _____ 5

18. On how many of your windows do you have storm or double glass windows?

- None _____ 1
- Some windows _____ 2
- Most windows _____ 3
- All windows _____ 4
- Don't know _____ 5

19. When did you last have your furnace cleaned or checked for efficiency, or had any maintenance work conducted on it?

- 0-12 months ago _____ 1
- 1-2 years ago _____ 2
- 3-4 years ago _____ 3
- Over 4 years ago _____ 4
- Never _____ 5
- Don't know _____ 6

20. Do your doors presently seal tight enough to eliminate drafts?

All do 1
Most do 2
Most don't 3
None do 4
Don't know 5

21. Do your windows presently seal tight enough to eliminate drafts?

All do 1
Most do 2
Most don't 3
None do 4
Don't know 5

22. Did you or did you not receive from the Govenor's office the Energy Saver's Workbook in the mail last spring?

Yes 1
No 2
Don't know 3

IF "YES," ASK:

23. What was your reaction to it? _____

_____ 0 1 2 3 4 5 6 7 8 9

24. Do you approve or disapprove of mandatory measures for energy conservation, such as minimum standards of insulation on all new homes?

Strongly approve 1
Somewhat approve 2
Somewhat disapprove 3
Strongly disapprove 4
Don't know 5

25. Do you approve or disapprove of mandatory measures for energy conservation, such as minimum standards of insulation on old homes?

Strongly approve 1
Somewhat approve 2
Strongly disapprove 3
Don't know 4

26. Utility officials suggest that rate hikes may be necessary to ensure continued reliable service. Would you prefer to pay such an increase in your electric utility rates if it were considered necessary to ensure reliable service, or not pay the increase and accept the possibility of periodic power outages.

Pay increase 1
Not pay increase 2
Don't know 3
Does not apply 4

27. Would you prefer to pay such an increase in natural gas rates to ensure reliable service or not pay such an increase and accept the possibility of gas shortages?

Pay increase 1
Not pay increase 2
Don't know 3
Does not apply 4

Now I'd like to get some background information to help us in analyzing the data.

28. Sex:

Male_____1
Female_____2

29. Area:

Salt Lake Metro____1
Ogden Metro_____2
Provo Metro_____3
Rural_____4

30. How long have you lived in your community?

Less than 1 year___1
1-4 years_____2
5-10 years_____3
Over 10 years_____4

31. What is your age?

Less than 21_____1
22-40_____2
41-60_____3
Over 60_____4
Refused_____5

32. What is the approximate amount of your annual family income?

Less than $10,000__1
$10,001-$16,000___2
$16,000 and over___3
Refused_____4