

New Jersey's Clean Energy Program™

Energy Efficiency Program Survey

February 13, 2015



Honeywell

2014 Energy Efficiency Program Survey

Background

Honeywell conducted a study of consumer awareness and opinions concerning the New Jersey Clean Energy Program (NJCEP). The study was designed to determine if New Jersey homeowners were aware of NJCEP and the various programs and rebates NJCEP offers. Other areas of interest included an assessment of attitudes towards energy efficiency in general, the main benefits associated with energy efficiency, key drivers associated with purchasing energy efficient products, the best methods for making consumers aware of NJCEP and its programs, and obstacles to implementing energy efficiency measures in the home.

Survey Approach

Potential respondents were randomly sampled from Infogroup's consumer database using homeownership as a key selection variable. Sampled individuals were contacted by phone (cellular or landline) using Infogroup tele-research personnel. The survey consisted of 32 questions (some with multiple parts) and took approximately 10 minutes to complete.

The survey plan was to collect 500 responses which would yield a ± 4.4 percent margin of error at a 95 percent confidence level. To encourage response, a chance of winning one of ten \$100 gift cards was offered at the time of the call.

Data Collection

Phone interviews were conducted during the week of November 10 to 14. Up to three attempts were made to contact each individual in the sample. In total, 527 respondents completed the phone survey for a response rate of 52.6%. The key findings and results of this study are discussed in detail in this report.

Milestones

Nov 6	Survey sample developed
Nov 10	Survey approved
Nov 10-14	Phone survey conducted
Nov 14-25	Data analysis
Nov 19	Preliminary results (raw data) provided
Dec 4	Preliminary results (scrubbed data) provided
Feb 13	Final report developed

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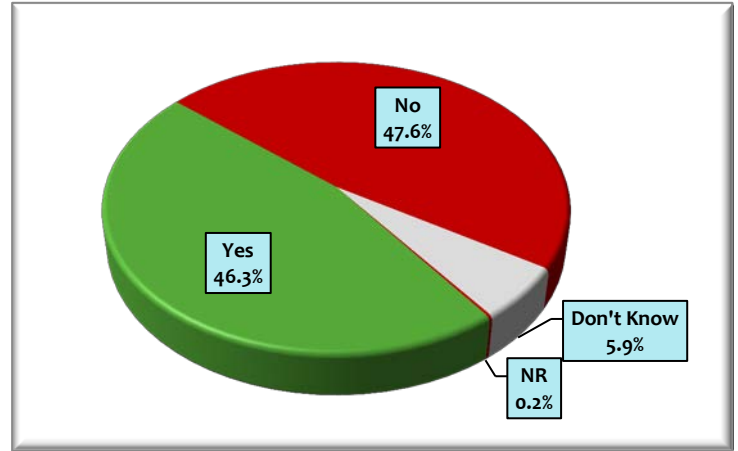
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Executive Summary

Awareness of NJCEP is mixed

Respondents were almost evenly split about awareness of the New Jersey Clean Energy Program. 46.3% stated that they were aware of NJCEP, 46.7% stated they were not, and 6.1% did not know or did not respond. However, of those that were aware of the program, only 41% understood that NJCEP was administered by the State of New Jersey.



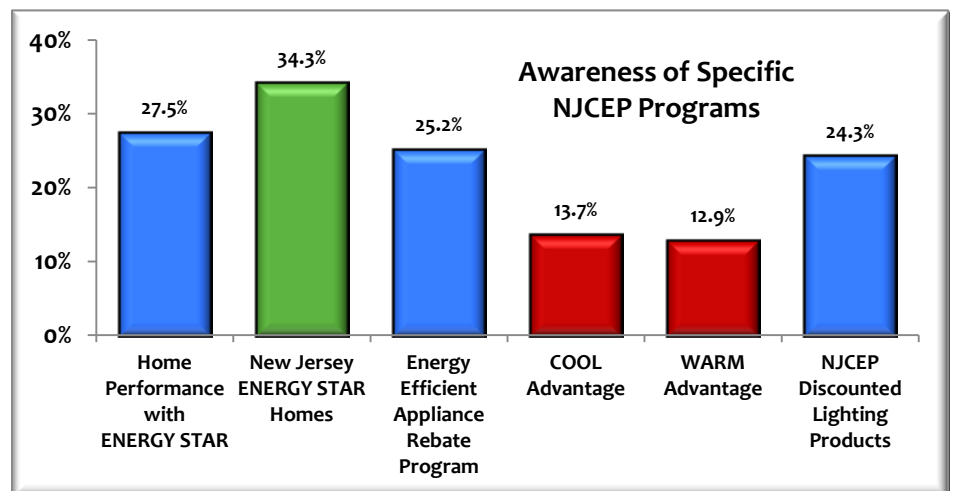
Awareness of NJCEP vs Seeking information about energy efficient products		Have you sought information about energy efficient products in the past year?				
		Yes	No	Don't Know	NR	Total
		%	%	%	%	%
Have you heard of the NJCEP?	Yes	23.9%	19.2%	0.0%	3.2%	46.3%
	No	14.8%	26.4%	1.1%	5.3%	47.6%
	Don't Know	1.9%	2.7%	0.6%	0.8%	5.9%
	NR	0.0%	0.2%	0.0%	0.0%	0.2%
	TOTAL	40.6%	48.4%	1.7%	9.3%	100.0%

Seeking energy efficient products may tend to help drive awareness of NJCEP. Of the 46.3% of respondents who were aware of NJCEP, over half (51.6%) had sought information about energy efficient products in the past year.

Of the 47.6% who were not aware of NJCEP, only about a third (31%) had sought

information about energy efficient products in the past year.

The specific programs offered by NJCEP are not as well known as NJCEP itself, as shown in the figure below. About a third (34.3%) of the respondents were aware of New Jersey ENERGY STAR Homes and roughly a quarter were aware of Home Performance with ENERGY STAR, the Energy Efficient Appliance Rebate Program, and the fact that NJCEP discounts many lighting products.



Far fewer were aware of the COOL Advantage (13.7%) and the WARM Advantage (12.9%) programs.

Respondents believe it is important to become more energy efficient

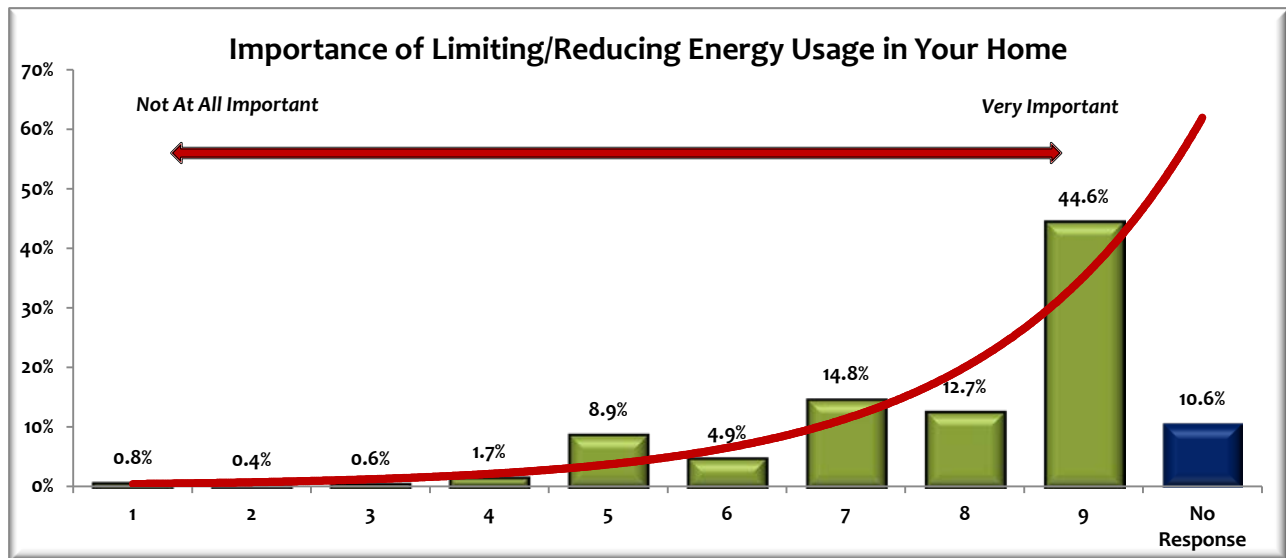
Regardless of actual awareness, 60.3% of all respondents would at least consider participating in an NJCEP program.

Moreover, those who are already participating are much more willing to consider participating in other NJCEP programs (79.5%) than those who are not (60%) – attesting to the value of the various NJCEP programs.

Participation in NJCEP vs Consider Participating		Would you consider participating in any of the NJCEP programs you haven't already				
		Total		Yes	No	NR
		#	%	%	%	%
Have you participated in any NJCEP program?	Yes	83	15.7%	79.5%	14.5%	6.0%
	No	385	73.1%	60.0%	28.8%	11.2%
	NR	59	11.2%	35.6%	27.1%	37.3%
	TOTAL	527	100.0%	60.3%	26.4%	13.3%

That participants are at least willing to consider a NJCEP program is not surprising. By a wide margin,

respondents believe it is important to limit or reduce energy usage in the home as shown in the chart below. When asked to rate the importance of limiting or reducing energy use in the home, 86% stated it was at least somewhat important. More specifically, 44.6% stated that limiting and reducing energy use was very important. Very few (less than 4%) did not think it was important to reduce energy use.

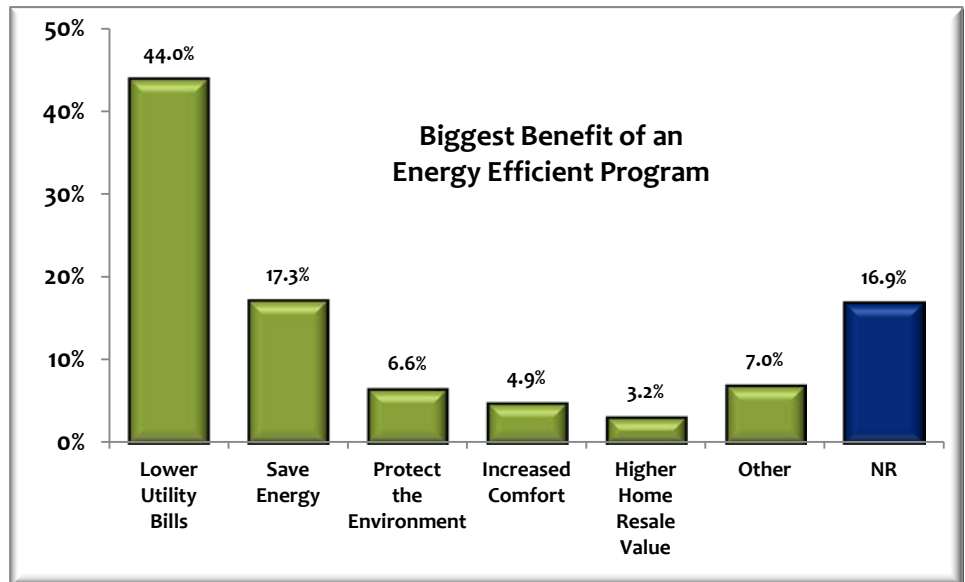


In practice, 80.3% of respondents actively take measures to reduce their energy use. Turning off the lights (62.2%), adjusting the thermostat (44.4%), using energy efficient lights (33.8%), and turning off the TV (24.1%) were the most common measures taken to reduce energy usage.

Saving money is the biggest benefit of energy efficiency improvements

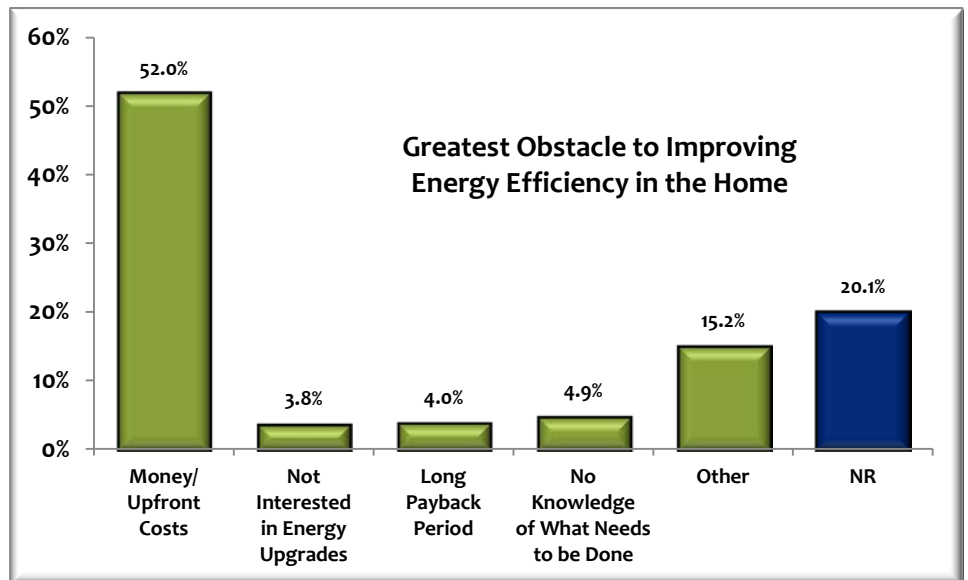
Although limiting and/or reducing energy use in the home is important, the biggest benefit from doing so seems to be lower utility bills. 44% of participants responded this way, almost three times more than those who indicated “saving energy” (17.3%) was the biggest benefit.

Only a relatively few respondents thought that protecting the environment (6.6%), increased comfort (4.9%), and higher home resale value (3.2%) were the biggest benefit of energy efficiency.



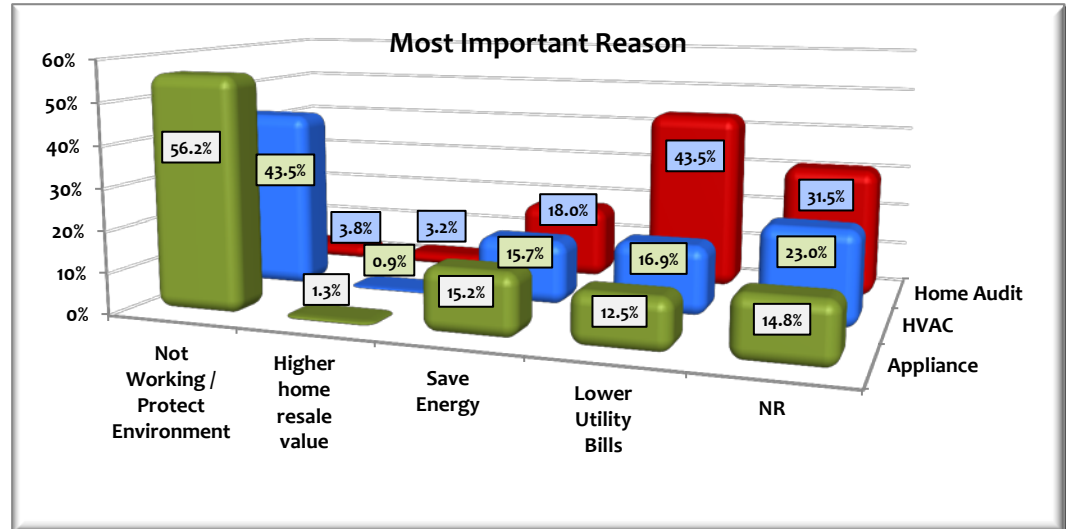
It is likely not a surprise that the greatest obstacle for homeowners in making energy efficiency improvements is money and upfront costs (52%). All other stated reasons for not making energy efficient improvements trailed very far behind the issue of having enough money to pay for such improvements.

Long payback period (4%), no knowledge of what needs to be done (4.9%), and not being interested in energy efficiency upgrades (3.8%) appear to play little or no role in terms of improving energy efficiency in the home.



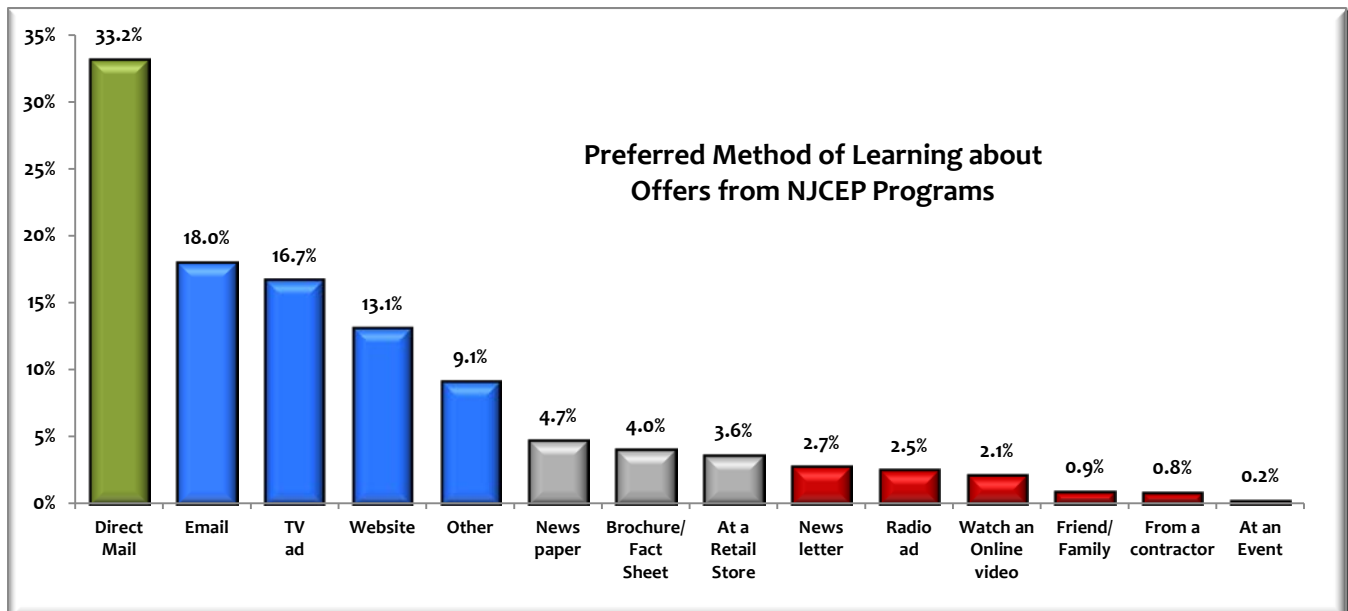
Respondents generally replace appliances and HVAC systems only when they have to

When asked for the most important reason for replacing an appliance or HVAC system, the most common reply was that it “was not working” (56.2% for appliances, 43.5% for HVAC systems). “Saving energy” was mentioned by about 15% of respondents in both cases. 12.5% stated they would replace an appliance because it would result in lower utility bills while 16.9% stated the same for HVAC systems. On the other hand, 43.5% stated that lower utility bills would be the main reason for conducting a home energy audit.



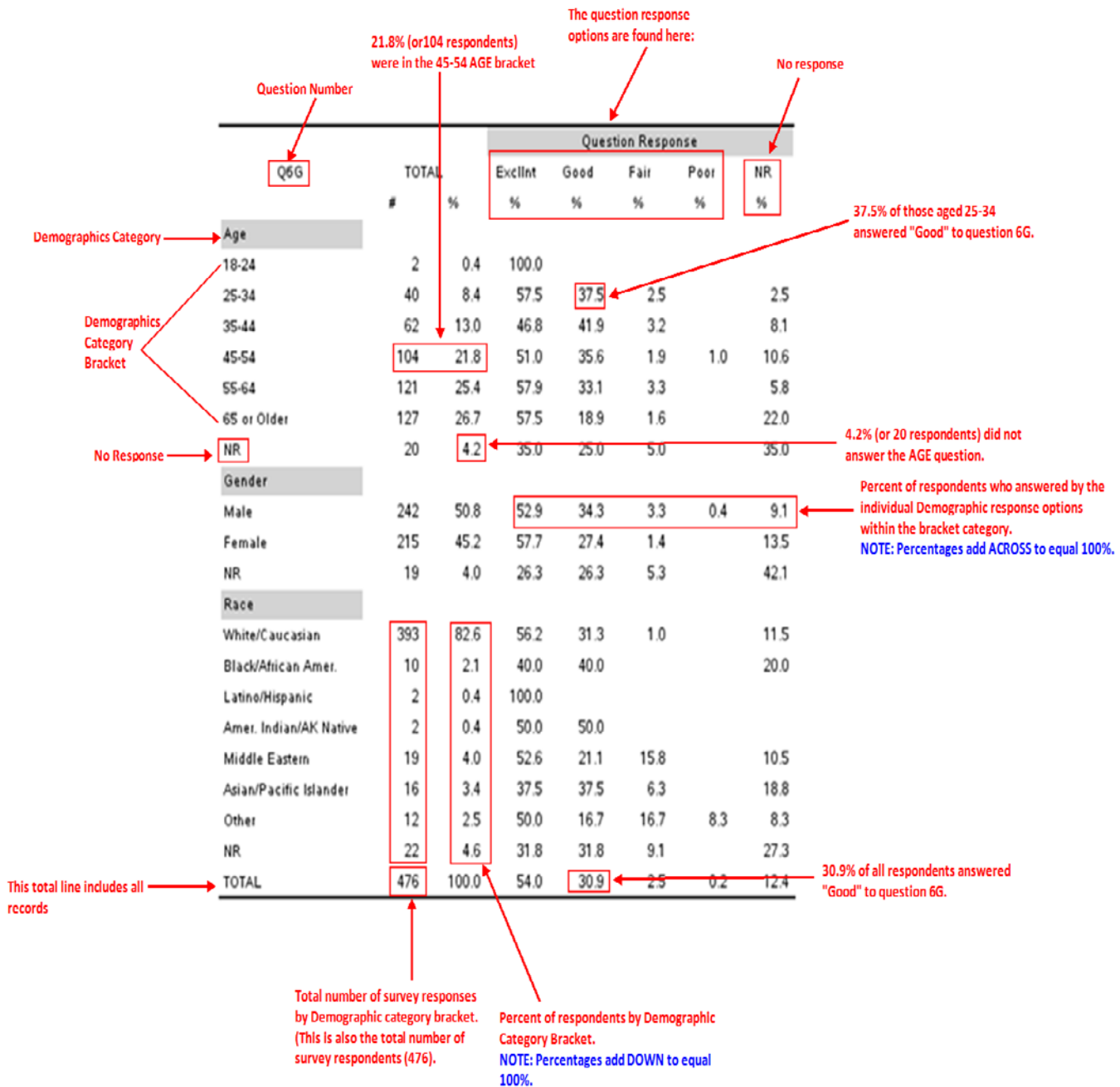
Direct Mail gets their attention

In terms of providing consumers information about NJCEP and its programs, direct mail is mentioned most often. One-third (33.2%) of respondents indicated that marketing materials and other information about NJCEP should be sent via mail. 18% indicated email was best, 16.7% thought television advertisements were useful, and 13.1% thought the website would be helpful.

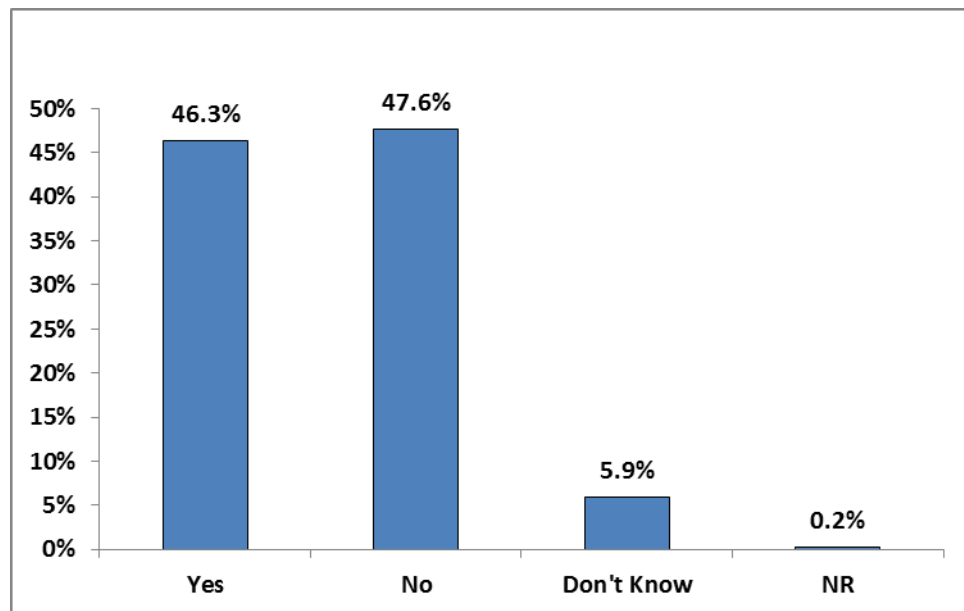


Survey Results

How to Read and Understand the Crosstab Tables in this Report:



Question 1: Have you heard of the NJCEP?



Survey respondents were about evenly split in terms of knowing about the New Jersey Clean Energy Program - 46.3% knew about the program, 47.6% did not, and 6.1% did not know or did not respond.

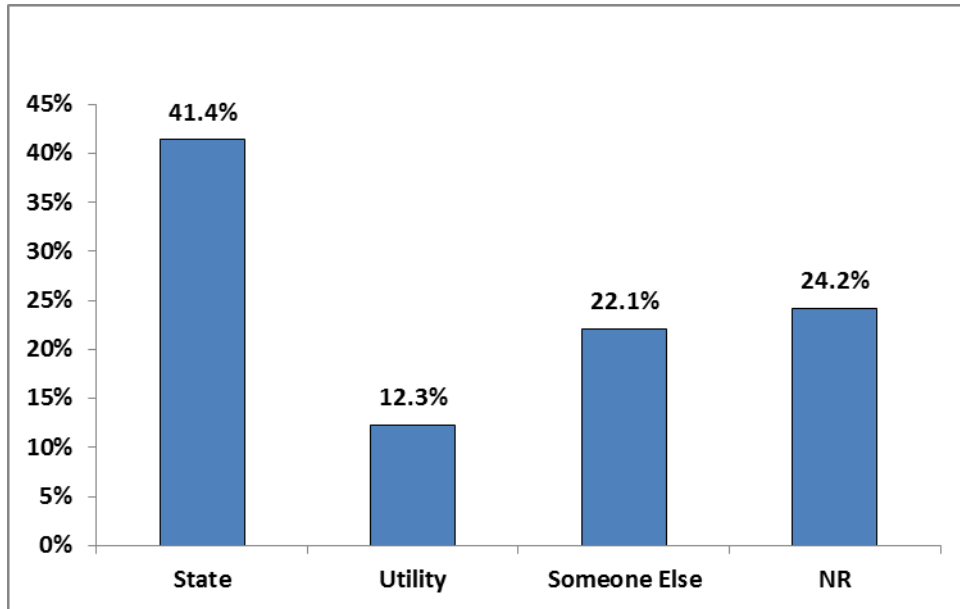
On an age basis, over half of those aged 51 or older (56%) knew about NJCEP. About 46% of those between 26 and 50 knew of the program while only 22% of those between 18 and 25 knew of it.

Homeowners (51.5%) were also somewhat more aware of NJCEP than those who rent (34.7%).

Question 1: (cont)

Q1	TOTAL		Have you heard of the NJCEP?			
	#	%	Yes	No	Don't Know	NR
	#	%	%	%	%	%
Electric Utility						
PSE&G	197	37.4	47.7	47.7	4.6	
ACE	49	9.3	59.2	24.5	14.3	2
JCP&L	143	27.1	53.1	43.4	3.5	
RECO	13	2.5	38.5	46.2	15.4	
Other	25	4.7	32	68		
NR	100	19	32	60	8	
Gas Utility						
PSE&G	189	35.9	47.6	48.7	3.7	
NJ Natural Gas	86	16.3	50	45.3	3.5	1.2
South Jersey Gas	39	7.4	64.1	25.6	10.3	
Elizabethtown Gas	22	4.2	68.2	22.7	9.1	
Don't use	51	9.7	49	43.1	7.8	
Other	36	6.8	36.1	55.6	8.3	
NR	104	19.7	31.7	60.6	7.7	
Housing Type						
House	353	67	52.4	41.6	5.7	0.3
Townhouse/Condo	52	9.9	40.4	53.8	5.8	
Apartment	24	4.6	25	70.8	4.2	
Manufactured/Mobile	1	0.2		100		
Other	2	0.4	100			
NR	95	18	31.6	61.1	7.4	
Rent/Own						
Rent	49	9.3	34.7	63.3	2	
Own	379	71.9	51.5	42.2	6.1	0.3
Neither	3	0.6	33.3	66.7		
NR	96	18.2	32.3	60.4	7.3	
Married						
Yes	289	54.8	52.2	41.2	6.2	0.3
No	134	25.4	44	52.2	3.7	
NR	104	19.7	32.7	59.6	7.7	
Number in						
1	55	10.4	47.3	47.3	5.5	
2	127	24.1	52.8	41.7	4.7	0.8
3	77	14.6	51.9	44.2	3.9	
4	102	19.4	52.9	43.1	3.9	
5 or more	64	12.1	35.9	53.1	10.9	
NR	102	19.4	33.3	58.8	7.8	
Age						
18-25	9	1.7	22.2	77.8		
26-35	55	10.4	40	52.7	7.3	
36-50	161	30.6	47.8	46.6	5.6	
51-64	115	21.8	56.5	39.1	4.3	
65 or older	80	15.2	55	37.5	6.3	1.3
NR	107	20.3	31.8	60.7	7.5	
Education						
Less than High	4	0.8	75	25		
High School	48	9.1	47.9	50	2.1	
Some College	102	19.4	53.9	39.2	5.9	1
College Graduate	274	52	48.2	45.6	6.2	
NR	99	18.8	31.3	61.6	7.1	
Ad Preference						
Ads with Humor	81	15.4	40.7	51.9	6.2	1.2
Just the Facts	160	30.4	53.8	40.6	5.6	
Testimonials	27	5.1	40.7	51.9	7.4	
Ads Save Money	111	21.1	51.4	43.2	5.4	
Other	42	8	57.1	40.5	2.4	
NR	106	20.1	31.1	61.3	7.5	
Income						
Less than \$35,000	36	6.8	44.4	52.8	2.8	
\$35,000-\$49,999	27	5.1	37	51.9	7.4	3.7
\$50,000-\$74,999	56	10.6	53.6	37.5	8.9	
\$75,000-\$99,999	49	9.3	49	40.8	10.2	
\$100,000 or more	138	26.2	48.6	47.1	4.3	
Prefer not to answer	101	19.2	57.4	37.6	5	
NR	120	22.8	32.5	61.7	5.8	
Gender						
Male	212	40.2	50.5	45.8	3.3	0.5
Female	261	49.5	45.6	46	8.4	
NR	54	10.2	33.3	63	3.7	
TOTAL	527	100	46.3	47.6	5.9	0.2

Question 1_2: Does the state, your utility, or someone else administer the program?

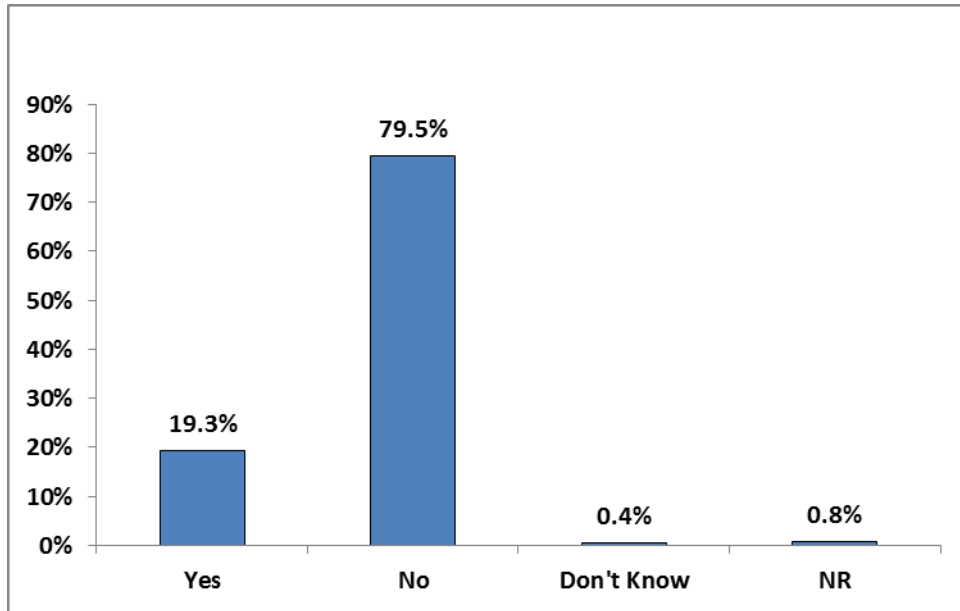


Of those who stated that they knew about NJCEP, 41.4% knew that the state administered the program. About one quarter (24.2%) did not know while 12.3% thought a utility administered NJCEP. 22.1% thought it was administered by someone else.

Question 1_2: (cont)

Q1_2	TOTAL		Does the State or your utility, or someone else administer this program?			
			State	Utility	Someone Else	NR
			#	%	%	%
Electric Utility Provider						
PSE&G	94	38.5	40.4	10.6	22.3	26.6
ACE	29	11.9	37.9	20.7	10.3	31
JCP&L	76	31.1	46.1	13.2	18.4	22.4
RECO	5	2	80	20		
Other	8	3.3	62.5		12.5	25
NR	32	13.1	25	9.4	46.9	18.8
Gas Utility Provider						
PSE&G	90	36.9	45.6	11.1	20	23.3
NJ Natural Gas	43	17.6	48.8	16.3	11.6	23.3
South Jersey Gas	25	10.2	48	16	12	24
Elizabethtown Gas	15	6.1	40	6.7	33.3	20
Don't use	25	10.2	36	8	12	44
Other	13	5.3	23.1	23.1	38.5	15.4
NR	33	13.5	27.3	9.1	45.5	18.2
Housing Type						
House	185	75.8	42.2	14.6	17.8	25.4
Townhouse/Condo	21	8.6	71.4		14.3	14.3
Apartment	6	2.5	33.3	16.7	33.3	16.7
Manufactured/Mobile Home	2	0.8				100
Other	30	12.3	20	6.7	53.3	20
NR	17	7	35.3	17.6	23.5	23.5
Rent/Own						
Rent	17	7	35.3	17.6	23.5	23.5
Own	195	79.9	44.6	12.8	17.9	24.6
Neither	1	0.4	100			
NR	31	12.7	22.6	6.5	48.4	22.6
Married						
Yes	151	61.9	47.7	13.2	18.5	20.5
No	59	24.2	35.6	11.9	18.6	33.9
NR	34	13.9	23.5	8.8	44.1	23.5
Number in Household						
1	26	10.7	42.3	11.5	15.4	30.8
2	67	27.5	38.8	14.9	22.4	23.9
3	40	16.4	55	5	15	25
4	54	22.1	42.6	14.8	22.2	20.4
5 or more	23	9.4	52.2	13	8.7	26.1
NR	34	13.9	20.6	11.8	44.1	23.5
Age						
18-25	2	0.8				100
26-35	22	9	27.3	18.2	27.3	27.3
36-50	77	31.6	50.6	13	14.3	22.1
51-64	65	26.6	49.2	13.8	12.3	24.6
65 or older	44	18	36.4	9.1	31.8	22.7
NR	34	13.9	23.5	8.8	44.1	23.5
Education						
Less than High School	3	1.2		33.3	66.7	
High School Graduate	23	9.4	21.7	13	30.4	34.8
Some College	55	22.5	41.8	10.9	23.6	23.6
College Graduate	132	54.1	50.8	13.6	12.9	22.7
NR	31	12.7	19.4	6.5	48.4	25.8
Ad Preference						
Ads with Humor	33	13.5	33.3	18.2	6.1	42.4
Just the Facts	86	35.2	51.2	14	18.6	16.3
Testimonials	11	4.5	45.5	18.2	27.3	9.1
Ads Save Money	57	23.4	49.1	10.5	19.3	21.1
Other	24	9.8	29.2	4.2	29.2	37.5
NR	33	13.5	18.2	9.1	45.5	27.3
Income						
Less than \$35,000	16	6.6	25	12.5	31.3	31.3
\$35,000-\$49,999	10	4.1	60	10	20	10
\$50,000-\$74,999	30	12.3	36.7	6.7	30	26.7
\$75,000-\$99,999	24	9.8	41.7	12.5	12.5	33.3
\$100,000 or more	67	27.5	59.7	6	11.9	22.4
Prefer not to answer	58	23.8	36.2	25.9	19	19
NR	39	16	23.1	7.7	41	28.2
Gender						
Male	107	43.9	40.2	11.2	22.4	26.2
Female	119	48.8	45.4	13.4	18.5	22.7
NR	18	7.4	22.2	11.1	44.4	22.2
TOTAL	244	100	41.4	12.3	22.1	24.2

Question 1_3: Have you ever visited the NJCEP website (www.njcleanenergy.com) to get more information?



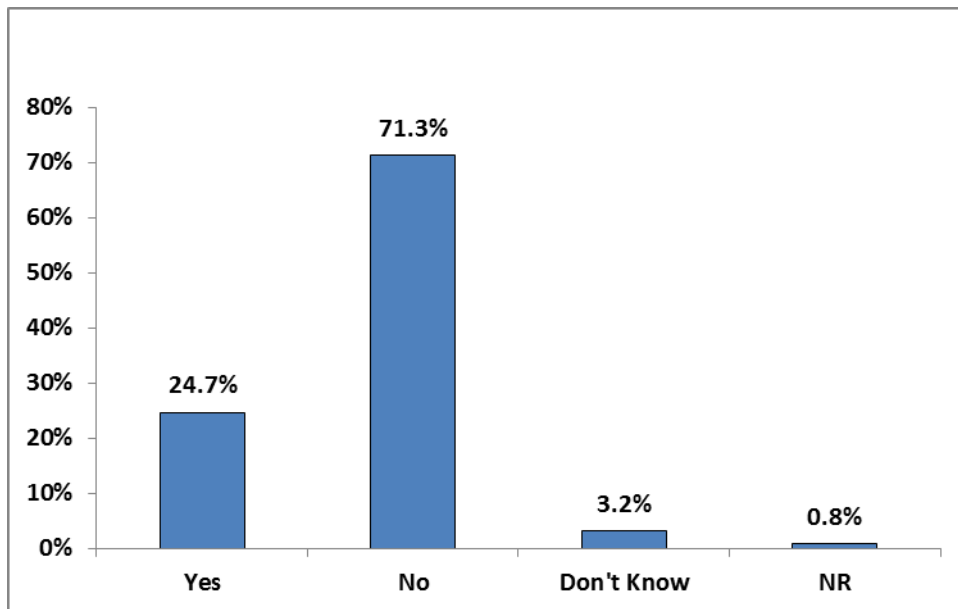
The vast majority of those who know about NJCEP (79.5%) have never visited the New Jersey Clean Energy website.

Those between 26 and 35 years of age (35.1%) are almost twice as likely to have visited the NJCEP website as other respondents. Households with more than two individuals (26%) are also somewhat more likely to have visited the website.

Question 1_3: (cont)

Q1_3	TOTAL		Have you visited the NJCEP website?			
			Yes	No	Don't Know	NR
			%	%	%	%
Electric Utility Provider	#	%	%	%	%	%
PSE&G	94	38.5	17	81.9	1.1	
ACE	29	11.9	24.1	75.9		
JCP&L	76	31.1	21.1	78.9		
RECO	5	2	20	80		
Other	8	3.3	50	50		
NR	32	13.1	9.4	84.4		6.3
Gas Utility Provider						
PSE&G	90	36.9	15.6	83.3	1.1	
NJ Natural Gas	43	17.6	25.6	74.4		
South Jersey Gas	25	10.2	20	80		
Elizabethtown Gas	15	6.1	20	80		
Don't use	25	10.2	24	76		
Other	13	5.3	23.1	76.9		
NR	33	13.5	15.2	78.8		6.1
Housing Type						
House	185	75.8	18.9	80.5	0.5	
Townhouse/Condo	21	8.6	38.1	61.9		
Apartment	6	2.5		100		
Other	2	0.8		100		
NR	30	12.3	13.3	80		6.7
Rent/Own						
Rent	17	7	5.9	94.1		
Own	195	79.9	22.1	77.4	0.5	
Neither	1	0.4		100		
NR	31	12.7	9.7	83.9		6.5
Married						
Yes	151	61.9	22.5	76.8	0.7	
No	59	24.2	16.9	83.1		
NR	34	13.9	8.8	85.3		5.9
Number in Household						
1	26	10.7	19.2	80.8		
2	67	27.5	11.9	88.1		
3	40	16.4	27.5	72.5	1.9	
4	54	22.1	27.8	70.4		
5 or more	23	9.4	21.7	78.3		
NR	34	13.9	8.8	85.3		5.9
Age						
18-25	2	0.8		100		
26-35	22	9	18.2	81.8		
36-50	77	31.6	35.1	63.6	1.3	
51-64	65	26.6	13.8	86.2		
65 or older	44	18	6.8	93.2		
NR	34	13.9	11.8	82.4		5.9
Education						
Less than High School	3	1.2		100		
High School Graduate	23	9.4	4.3	95.7		
Some College	55	22.5	20	80		
College Graduate	132	54.1	24.2	75	0.8	
NR	31	12.7	9.7	83.9		6.5
Ad Preference						
Ads with Humor	33	13.5	18.2	81.8		
Just the Facts	86	35.2	16.3	83.7		
Testimonials	11	4.5	18.2	81.8		
Ads Save Money	57	23.4	28.1	70.2	1.8	
Other	24	9.8	20.8	79.2		
NR	33	13.5	12.1	81.8		6.1
Income						
Less than \$35,000	16	6.6		100		
\$35,000-\$49,999	10	4.1	10	90		
\$50,000-\$74,999	30	12.3	23.3	76.7		
\$75,000-\$99,999	24	9.8	37.5	62.5		
\$100,000 or more	67	27.5	25.4	74.6		
Prefer not to answer	58	23.8	15.5	82.8	1.7	
NR	39	16	10.3	84.6		5.1
Gender						
Male	107	43.9	19.6	79.4		0.9
Female	119	48.8	18.5	80.7	0.8	
NR	18	7.4	22.2	72.2		5.6
TOTAL	244	100	19.3	79.5	0.4	0.8

Question 2: Have you ever participated in an energy efficiency program offered by federal or state governments, your electric or gas utility, or some other entity?



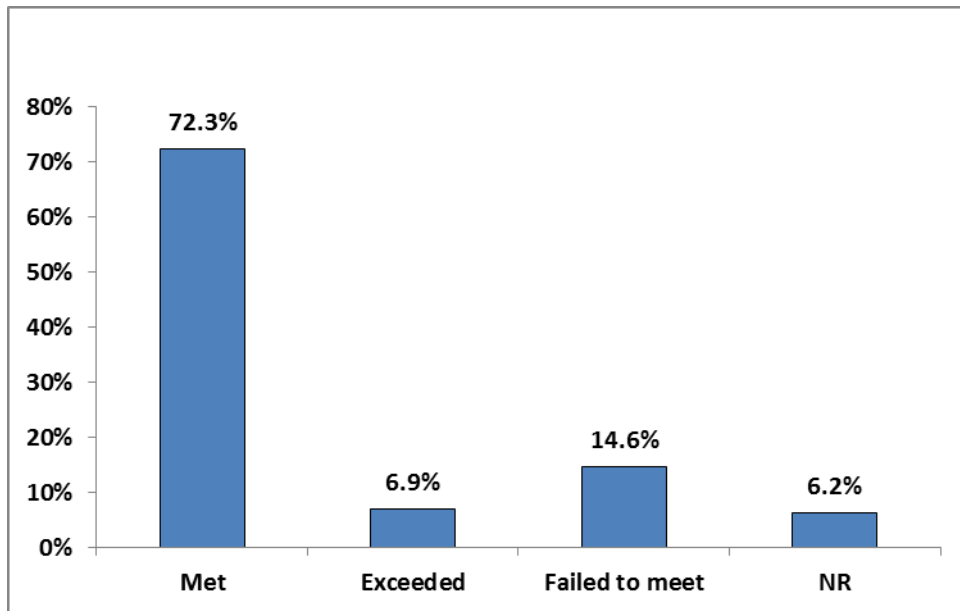
Most respondents (71.3%) indicated that they have never participated in any type of energy efficient program in the past, regardless of whether it was offered by the federal or state governments, and electric or gas utility, or some other entity.

The 24.7% of respondents who indicated that they have previously participated in an energy efficient program include some individuals who have also participated in NJCEP. Over half of these NJCEP participants (55%) indicated that they also participated in a previous energy efficient program, significantly higher than other respondents. This suggests that a previous experience with an energy efficient program helps drive participation in NJCEP.

Question 2: (cont)

Q2	TOTAL		Does the State or your utility, or someone else administer this program?			
	#	%	Yes	No	Don't Know	NR
			%	%	%	%
Electric Utility Provider						
PSE&G	197	37.4	23.9	73.6	2.5	
ACE	49	9.3	46.9	49	4.1	
JCP&L	143	27.1	23.8	72	4.2	
RECO	13	2.5	23.1	76.9		
Other	25	4.7	32	68		
NR	100	19	15	77	4	4
Gas Utility Provider						
PSE&G	189	35.9	23.3	75.1	1.6	
NJ Natural Gas	86	16.3	26.7	72.1	1.2	
South Jersey Gas	39	7.4	46.2	43.6	10.3	
Elizabethtown Gas	22	4.2	31.8	59.1	9.1	
Don't use	51	9.7	29.4	68.6	2	
Other	36	6.8	22.2	69.4	5.6	2.8
NR	104	19.7	14.4	78.8	3.8	2.9
Housing Type						
House	353	67	28.9	67.4	3.7	
Townhouse/Condo	52	9.9	19.2	80.8		
Apartment	24	4.6	16.7	83.3		
Manufactured/Mobile	1	0.2		100		
Other	2	0.4		100		
NR	95	18	14.7	76.8	4.2	4.2
Rent/Own						
Rent	49	9.3	20.4	79.6		
Own	379	71.9	27.7	68.9	3.4	
Neither	3	0.6	33.3	66.7		
NR	96	18.2	14.6	77.1	4.2	4.2
Married						
Yes	289	54.8	29.1	67.8	3.1	
No	134	25.4	22.4	74.6	3	
NR	104	19.7	15.4	76.9	3.8	3.8
Number in Household						
1	55	10.4	23.6	70.9	5.5	
2	127	24.1	29.9	70.1		
3	77	14.6	15.6	77.9	6.5	
4	102	19.4	35.3	60.8	3.9	
5 or more	64	12.1	23.4	76.6		
NR	102	19.4	15.7	75.5	4.9	3.9
Age						
18-25	9	1.7	11.1	88.9		
26-35	55	10.4	20	76.4	3.6	
36-50	161	30.6	28.6	68.9	2.5	
51-64	115	21.8	24.3	72.2	3.5	
65 or older	80	15.2	32.5	65	2.5	
NR	107	20.3	16.8	74.8	4.7	3.7
Education						
Less than High School	4	0.8	25	75		
High School Graduate	48	9.1	18.8	81.3		
Some College	102	19.4	25.5	70.6	3.9	
College Graduate	274	52	28.8	67.9	3.3	
NR	99	18.8	15.2	76.8	4	4
Ad Preference						
Ads with Humor	81	15.4	32.1	65.4	2.5	
Just the Facts	160	30.4	25	72.5	2.5	
Testimonials	27	5.1	33.3	59.3	7.4	
Ads Save Money	111	21.1	26.1	71.2	2.7	
Other	42	8	21.4	73.8	4.8	
NR	106	20.1	16	76.4	3.8	3.8
Income						
Less than \$35,000	36	6.8	25	72.2	2.8	
\$35,000-\$49,999	27	5.1	37	63		
\$50,000-\$74,999	56	10.6	23.2	75	1.8	
\$75,000-\$99,999	49	9.3	20.4	75.5	4.1	
\$100,000 or more	138	26.2	25.4	70.3	4.3	
Prefer not to answer	101	19.2	35.6	62.4	2	
NR	120	22.8	14.2	78.3	4.2	3.3
Gender						
Male	212	40.2	27.4	69.8	2.4	0.5
Female	261	49.5	24.1	71.6	3.8	0.4
NR	54	10.2	16.7	75.9	3.7	3.7
TOTAL	527	100	24.7	71.3	3.2	0.8

Question 2_3: Did this program meet, exceed, or fail to meet your expectations?



Most of those who participated in a previous energy efficient program (79.2%) felt that these programs met or exceeded their expectations.

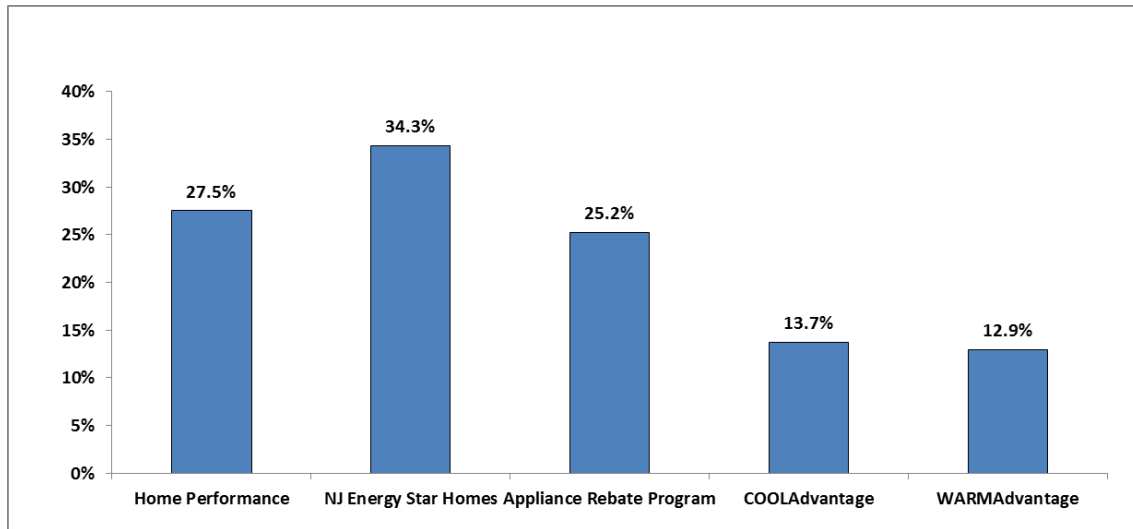
Some of the reasons why an energy efficient program failed to meet respondent needs include:

- Asked for questions and responses but they didn't respond back to her
- Cost more money than they said
- Didn't see a cost savings
- It cost double the money
- Expensive and not sure if it did anything, kept raising rate and I'm on a fixed income
- Just wasn't happy with the program
- Scam
- Unrealistic rules and bureaucracy

Question 2_3: (cont)

Q2_3	TOTAL		Did this program meet, exceed or fail to meet your expectations?			
	#	%	Met	Exceeded	Failed to meet	NR
	#	%	%	%	%	%
Electric Utility Provider						
PSE&G	47	36.2	76.6	6.4	14.9	2.1
ACE	23	17.7	65.2	17.4	13	4.3
JCP&L	34	26.2	64.7	5.9	23.5	5.9
RECO	3	2.3	100			
Other	8	6.2	100			
NR	15	11.5	66.7		6.7	26.7
Gas Utility Provider						
PSE&G	44	33.8	70.5	4.5	20.5	4.5
NJ Natural Gas	23	17.7	69.6	8.7	21.7	
South Jersey Gas	18	13.8	77.8	5.6	11.1	5.6
Elizabethtown Gas	7	5.4	100			
Don't use	15	11.5	80	6.7	6.7	6.7
Other	8	6.2	50	37.5	12.5	
NR	15	11.5	66.7		6.7	26.7
Housing Type						
House	102	78.5	73.5	7.8	15.7	2.9
Townhouse/Condo	10	7.7	70	10		20
Apartment	4	3.1	75		25	
NR	14	10.8	64.3		14.3	21.4
Rent/Own						
Rent	10	7.7	80		20	
Own	105	80.8	72.4	7.6	15.2	4.8
Neither	1	0.8	100			
NR	14	10.8	64.3	7.1	7.1	21.4
Married						
Yes	84	64.6	76.2	7.1	14.3	2.4
No	30	23.1	66.7	6.7	20	6.7
NR	16	12.3	62.5	6.3	6.3	25
Number in Household						
1	13	10	53.8	7.7	23.1	15.4
2	38	29.2	81.6	2.6	13.2	2.6
3	12	9.2	91.7		8.3	
4	36	27.7	77.8	5.6	16.7	
5 or more	15	11.5	53.3	26.7	13.3	6.7
NR	16	12.3	56.3	6.3	12.5	25
Age						
18-25	1	0.8	100			
26-35	11	8.5	54.5	18.2	27.3	
36-50	46	35.4	80.4	6.5	8.7	4.3
51-64	28	21.5	75	7.1	17.9	
65 or older	26	20	69.2	7.7	19.2	3.8
NR	18	13.8	61.1		11.1	27.8
Education						
Less than High School	1	0.8	100			
High School Graduate	9	6.9	55.6	22.2	22.2	
Some College	26	20	57.7	3.8	38.5	
College Graduate	79	60.8	78.5	7.6	7.6	6.3
NR	15	11.5	73.3		6.7	20
Ad Preference						
Ads with Humor	26	20	88.5		11.5	
Just the Facts	40	30.8	62.5	15	20	2.5
Testimonials	9	6.9	77.8		11.1	11.1
Ads Save Money	29	22.3	65.5	10.3	20.7	3.4
Other	9	6.9	88.9			11.1
NR	17	13.1	70.6		5.9	23.5
Income						
Less than \$35,000	9	6.9	66.7		22.2	11.1
\$35,000-\$49,999	10	7.7	70	20	10	
\$50,000-\$74,999	13	10	61.5	15.4	23.1	
\$75,000-\$99,999	10	7.7	70	10	10	10
\$100,000 or more	35	26.9	77.1	2.9	17.1	2.9
Prefer not to answer	36	27.7	72.2	8.3	13.9	5.6
NR	17	13.1	76.5		5.9	17.6
Gender						
Male	58	44.6	77.6	5.2	13.8	3.4
Female	63	48.5	71.4	7.9	14.3	6.3
NR	9	6.9	44.4	11.1	22.2	22.2
TOTAL	130	100	72.3	6.9	14.6	6.2

Question 3: Have you heard of the following programs offered by the NJCEP?



Although 46.3% of survey respondents were aware of the New Jersey Clean Energy Program, awareness of specific programs under NJCEP was somewhat lower. This is to be expected since most people will have familiarity with only a few of the programs offered.

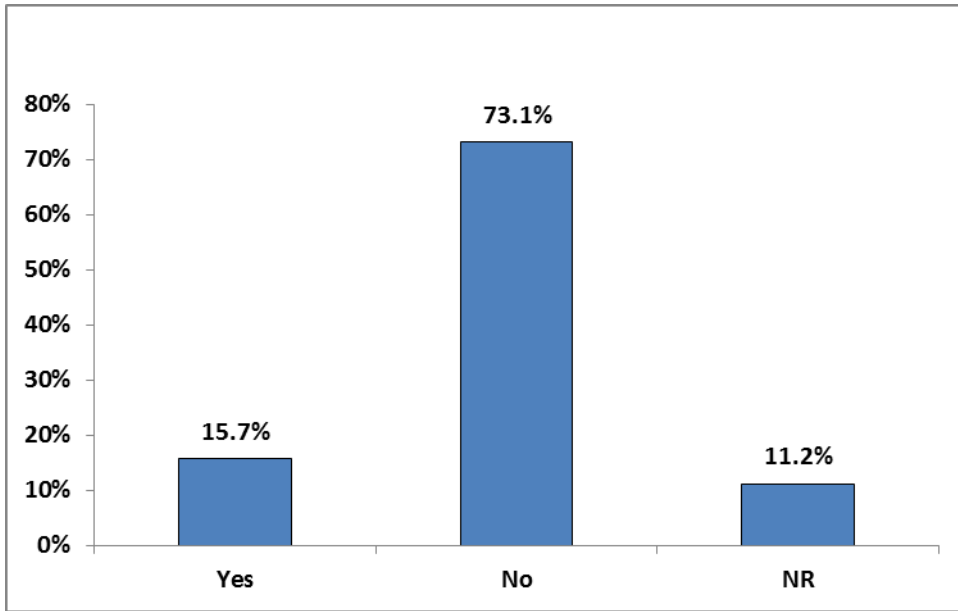
Awareness of New Jersey ENERGY STAR Homes was highest at 34.3%. Roughly a fourth was aware of Home Performance with ENERGY STAR (27.5%) and the Energy Efficient Appliance Rebate program (25.2%).

However, only 13.7% were aware of the COOLAdvantage program and only 12.9% were aware of the WARMAdvantage program.

Question 3: (cont)

Q3	TOTAL	Home Performance with ENERGY STAR	New Jersey ENERGY STAR Homes	Energy Efficient Appliance Rebate Program	COOLAdvantage	WARMAdvantage
	# %	%	%	%	%	%
Electric Utility Provider						
PSE&G	197 37.4	32.0%	32.5%	28.9%	16.2%	15.2%
ACE	49 9.3	34.7%	40.8%	32.7%	6.1%	10.2%
JCP&L	143 27.1	26.6%	44.8%	28.7%	16.8%	14.0%
RECO	13 2.5	53.8%	53.8%	38.5%	23.1%	15.4%
Other	25 4.7	24.0%	28.0%	16.0%	8.0%	16.0%
NR	100 19	14.0%	19.0%	10.0%	8.0%	7.0%
Gas Utility Provider						
PSE&G	189 35.9	32.8%	37.0%	29.6%	15.3%	14.3%
NJ Natural Gas	86 16.3	30.2%	53.5%	34.9%	23.3%	17.4%
South Jersey Gas	39 7.4	43.6%	41.0%	33.3%	5.1%	7.7%
Elizabethtown Gas	22 4.2	36.4%	36.4%	31.8%	27.3%	22.7%
Don't use	51 9.7	17.6%	21.6%	15.7%	11.8%	13.7%
Other	36 6.8	19.4%	27.8%	25.0%	5.6%	8.3%
NR	104 19.7	15.4%	19.2%	9.6%	6.7%	7.7%
Housing Type						
House	353 67	32.0%	41.1%	30.0%	15.9%	15.0%
Townhouse/Condo	52 9.9	32.7%	28.8%	28.8%	13.5%	11.5%
Apartment	24 4.6	8.3%	12.5%	12.5%	8.3%	8.3%
Manufactured/Mobile Home	1 0.2	0.0%	0.0%	0.0%	0.0%	0.0%
Other	2 0.4	0.0%	50.0%	0.0%	0.0%	50.0%
NR	95 18	13.7%	17.9%	9.5%	7.4%	6.3%
Rent/Own						
Rent	49 9.3	18.4%	24.5%	18.4%	10.2%	8.2%
Own	379 71.9	32.5%	39.8%	30.3%	15.6%	15.0%
Neither	3 0.6	33.3%	66.7%	0.0%	0.0%	0.0%
NR	96 18.2	12.5%	16.7%	9.4%	8.3%	7.3%
Married						
Yes	289 54.8	33.6%	40.8%	33.9%	16.6%	15.2%
No	134 25.4	26.9%	34.3%	19.4%	11.9%	12.7%
NR	104 19.7	11.5%	16.3%	8.7%	7.7%	6.7%
Number in Household						
1	55 10.4	14.5%	29.1%	20.0%	12.7%	10.9%
2	127 24.1	32.3%	36.2%	33.1%	14.2%	18.9%
3	77 14.6	33.8%	48.1%	28.6%	14.3%	10.4%
4	102 19.4	40.2%	39.2%	35.3%	20.6%	15.7%
5 or more	64 12.1	25.0%	35.9%	20.3%	10.9%	9.4%
NR	102 19.4	12.7%	18.6%	8.8%	7.8%	7.8%
Age						
18-25	9 1.7	66.7%	44.4%	33.3%	11.1%	11.1%
26-35	55 10.4	25.5%	45.5%	20.0%	9.1%	3.6%
36-50	161 30.6	36.0%	41.0%	32.3%	17.4%	16.1%
51-64	115 21.8	33.0%	40.9%	32.2%	18.3%	18.3%
65 or older	80 15.2	17.5%	23.8%	25.0%	11.3%	11.3%
NR	107 20.3	14.0%	18.7%	9.3%	7.5%	8.4%
Education						
Less than High School	4 0.8	0.0%	25.0%	25.0%	0.0%	0.0%
High School Graduate	48 9.1	20.8%	20.8%	10.4%	12.5%	12.5%
Some College	102 19.4	25.5%	36.3%	26.5%	15.7%	18.6%
College Graduate	274 52	35.0%	42.7%	33.2%	15.7%	13.5%
NR	99 18.8	13.1%	16.2%	9.1%	7.1%	6.1%
Ad Preference						
Ads with Humor	81 15.4	32.1%	33.3%	30.9%	12.3%	12.3%
Just the Facts	160 30.4	34.4%	45.6%	33.1%	16.3%	17.5%
Testimonials	27 5.1	44.4%	33.3%	22.2%	18.5%	14.8%
Ads Save Money	111 21.1	29.7%	40.5%	23.4%	13.5%	9.9%
Other	42 8	14.3%	23.8%	31.0%	16.7%	19.0%
NR	106 20.1	12.3%	16.0%	9.4%	8.5%	6.6%
Income						
Less than \$35,000	36 6.8	22.2%	13.9%	8.3%	11.1%	13.9%
\$35,000-\$49,999	27 5.1	18.5%	29.6%	22.2%	7.4%	11.1%
\$50,000-\$74,999	56 10.6	21.4%	35.7%	33.9%	14.3%	17.9%
\$75,000-\$99,999	49 9.3	40.8%	40.8%	34.7%	14.3%	6.1%
\$100,000 or more	138 26.2	37.0%	50.7%	34.1%	20.3%	17.4%
Prefer not to answer	101 19.2	31.7%	35.6%	26.7%	13.9%	14.9%
NR	120 22.8	14.2%	18.3%	11.7%	7.5%	6.7%
Gender						
Male	212 40.2	29.7%	37.3%	26.9%	14.6%	12.7%
Female	261 49.5	28.0%	35.6%	26.8%	14.6%	14.6%
NR	54 10.2	16.7%	16.7%	11.1%	5.6%	5.6%
TOTAL	527 100	27.5%	34.3%	25.2%	13.7%	12.9%

Question 4: Have you participated in any of these NJCEP programs?



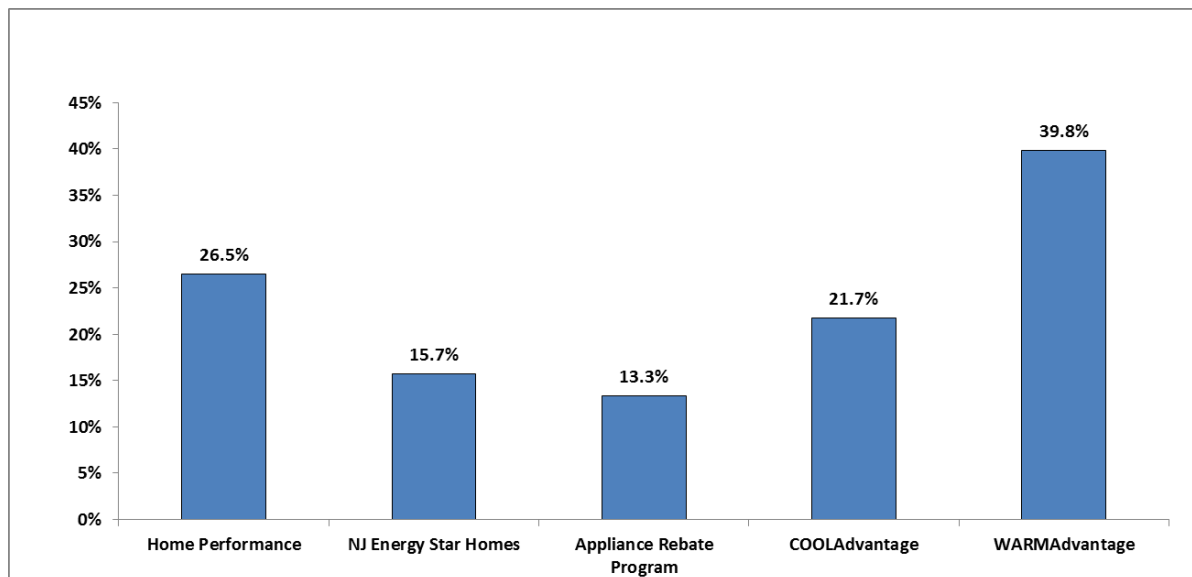
15.7% of all respondents (or 34% of those who are aware of NJCEP) have participated (or are participating) in at least one NJCEP program.

26.2% of those with higher annual incomes (\$100,000 or more) participate in NJCEP, but only about 6% of those with annual incomes less than \$50,000 participate. Since money and upfront costs are considered to be the biggest obstacle to implementing energy efficient measures in the home (see Question 20) these results are not surprising.

Question 4: (cont)

Q4	TOTAL		Have you participated in any of these NJCEP Programs?		
	#	%	Yes %	No %	NR %
Electric Utility Provider					
PSE&G	197	37.4	15.2	76.6	8.1
ACE	49	9.3	28.6	65.3	6.1
JCP&L	143	27.1	16.1	77.6	6.3
RECO	13	2.5	23.1	69.2	7.7
Other	25	4.7	24	60	16
NR	100	19	7	67	26
Gas Utility Provider					
PSE&G	189	35.9	15.9	76.2	7.9
NJ Natural Gas	86	16.3	22.1	74.4	3.5
South Jersey Gas	39	7.4	28.2	61.5	10.3
Elizabethtown Gas	22	4.2	36.4	63.6	
Don't use	51	9.7	11.8	74.5	13.7
Other	36	6.8	5.6	80.6	13.9
NR	104	19.7	6.7	69.2	24
Housing Type					
House	353	67	19.8	73.9	6.2
Townhouse/Condo	52	9.9	11.5	78.8	9.6
Apartment	24	4.6	4.2	70.8	25
Manufactured/Mobile	1	0.2		100	
Other	2	0.4		100	
NR	95	18	6.3	66.3	27.4
Rent/Own					
Rent	49	9.3	8.2	73.5	18.4
Own	379	71.9	19	74.7	6.3
Neither	3	0.6		100	
NR	96	18.2	7.3	65.6	27.1
Married					
Yes	289	54.8	21.1	72.3	6.6
No	134	25.4	11.2	78.4	10.4
NR	104	19.7	6.7	68.3	25
Number in Household					
1	55	10.4	7.3	81.8	10.9
2	127	24.1	22.8	67.7	9.4
3	77	14.6	13	83.1	3.9
4	102	19.4	24.5	69.6	5.9
5 or more	64	12.1	12.5	78.1	9.4
NR	102	19.4	6.9	67.6	25.5
Age					
18-25	9	1.7	11.1	88.9	
26-35	55	10.4	10.9	81.8	7.3
36-50	161	30.6	24.8	68.3	6.8
51-64	115	21.8	18.3	74.8	7
65 or older	80	15.2	8.8	80	11.3
NR	107	20.3	7.5	67.3	25.2
Education					
Less than High School	4	0.8		75	25
High School Graduate	48	9.1	8.3	87.5	4.2
Some College	102	19.4	13.7	80.4	5.9
College Graduate	274	52	21.5	70.4	8
NR	99	18.8	6.1	65.7	28.3
Ad Preference					
Ads with Humor	81	15.4	22.2	67.9	9.9
Just the Facts	160	30.4	16.9	78.1	5
Testimonials	27	5.1	14.8	81.5	3.7
Ads Save Money	111	21.1	15.3	73	11.7
Other	42	8	21.4	76.2	2.4
NR	106	20.1	7.5	66	26.4
Income					
Less than \$35,000	36	6.8	5.6	83.3	11.1
\$35,000-\$49,999	27	5.1	11.1	74.1	14.8
\$50,000-\$74,999	56	10.6	16.1	80.4	3.6
\$75,000-\$99,999	49	9.3	14.3	79.6	6.1
\$100,000 or more	138	26.2	23.2	70.3	6.5
Prefer not to answer	101	19.2	21.8	67.3	10.9
NR	120	22.8	6.7	71.7	21.7
Gender					
Male	212	40.2	16.5	72.2	11.3
Female	261	49.5	16.1	75.1	8.8
NR	54	10.2	11.1	66.7	22.2
TOTAL	527	100	15.7	73.1	11.2

Question 4_2: Which programs have you participated in?



Although the COOLAdvantage and WARMAdvantage programs were the least recognized of all NJCEP programs, when it comes to participating in NJCEP they are two of the biggest.

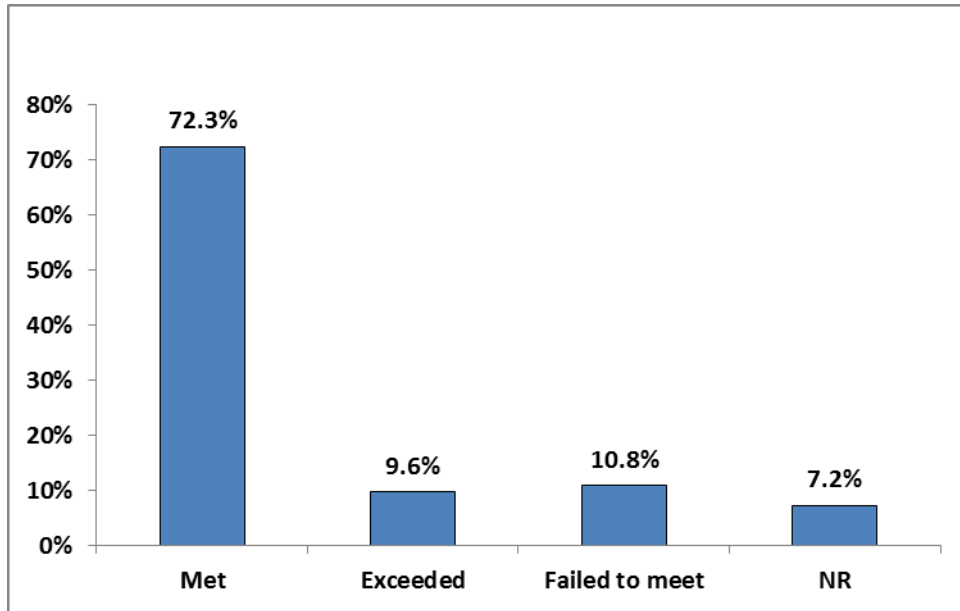
Of those participating in NJCEP, 39.8% participate in WARMAdvantage, 26.5% participate in Home Performance with ENERGY STAR, and 21.7% participate in COOLAdvantage.

The Appliance Rebate program (13.3%) had the least participants from those that participated in the survey.

Question 4_2: (cont)

Q4_2	TOTAL		Home Performance with ENERGY STAR	New Jersey ENERGY STAR Homes	Energy Efficient Appliance Rebate Program	COOLAdvantage	WARMAdvantage
	#	%	%	%	%	%	%
Electric Utility Provider							
PSE&G	30	36.1	16.7%	13.3%	10.0%	20.0%	46.7%
ACE	14	16.9	28.6%	7.1%	42.9%	7.1%	42.9%
JCP&L	23	27.7	26.1%	26.1%	8.7%	30.4%	39.1%
RECO	3	3.6	66.7%	0.0%	0.0%	33.3%	33.3%
Other	6	7.2	50.0%	16.7%	0.0%	33.3%	33.3%
NR	7	8.4	28.6%	14.3%	0.0%	14.3%	14.3%
Gas Utility Provider							
PSE&G	30	36.1	23.3%	16.7%	16.7%	16.7%	43.3%
NJ Natural Gas	19	22.9	26.3%	31.6%	5.3%	47.4%	36.8%
South Jersey Gas	11	13.3	27.3%	0.0%	36.4%	0.0%	45.5%
Elizabethtown Gas	8	9.6	25.0%	0.0%	0.0%	25.0%	37.5%
Don't use	6	7.2	33.3%	16.7%	0.0%	16.7%	50.0%
Other	2	2.4	50.0%	0.0%	50.0%	0.0%	50.0%
NR	7	8.4	28.6%	14.3%	0.0%	14.3%	14.3%
Housing Type							
House	70	84.3	27.1%	15.7%	12.9%	24.3%	40.0%
Townhouse/Condo	6	7.2	16.7%	16.7%	33.3%	0.0%	50.0%
Apartment	1	1.2	0.0%	0.0%	0.0%	0.0%	100.0%
NR	6	7.2	33.3%	16.7%	0.0%	16.7%	16.7%
Rent/Own							
Rent	4	4.8	25.0%	25.0%	0.0%	0.0%	75.0%
Own	72	86.7	26.4%	13.9%	13.9%	22.2%	38.9%
NR	7	8.4	28.6%	28.6%	14.3%	28.6%	28.6%
Married							
Yes	61	73.5	23.0%	16.4%	11.5%	26.2%	39.3%
No	15	18.1	40.0%	6.7%	20.0%	0.0%	46.7%
NR	7	8.4	28.6%	28.6%	14.3%	28.6%	28.6%
Number in Household							
1	4	4.8	25.0%	25.0%	0.0%	0.0%	75.0%
2	29	34.9	34.5%	10.3%	10.3%	27.6%	34.5%
3	10	12	20.0%	10.0%	10.0%	10.0%	50.0%
4	25	30.1	16.0%	20.0%	16.0%	24.0%	40.0%
5 or more	8	9.6	37.5%	12.5%	25.0%	12.5%	37.5%
NR	7	8.4	28.6%	28.6%	14.3%	28.6%	28.6%
Age							
18-25	1	1.2	0.0%	0.0%	100.0%	0.0%	0.0%
26-35	6	7.2	50.0%	0.0%	16.7%	0.0%	33.3%
36-50	40	48.2	22.5%	25.0%	10.0%	25.0%	40.0%
51-64	21	25.3	33.3%	4.8%	14.3%	28.6%	38.1%
65 or older	7	8.4	0.0%	14.3%	28.6%	14.3%	57.1%
NR	8	9.6	37.5%	12.5%	0.0%	12.5%	37.5%
Education							
High School Graduate	4	4.8	50.0%	25.0%	50.0%	25.0%	25.0%
Some College	14	16.9	7.1%	14.3%	14.3%	42.9%	50.0%
College Graduate	59	71.1	28.8%	15.3%	11.9%	16.9%	40.7%
NR	6	7.2	33.3%	16.7%	0.0%	16.7%	16.7%
Ad Preference							
Ads with Humor	18	21.7	22.2%	16.7%	11.1%	22.2%	44.4%
Just the Facts	27	32.5	29.6%	14.8%	7.4%	25.9%	44.4%
Testimonials	4	4.8	0.0%	25.0%	50.0%	0.0%	50.0%
Ads Save Money	17	20.5	41.2%	11.8%	23.5%	17.6%	35.3%
Other	9	10.8	11.1%	11.1%	11.1%	33.3%	44.4%
NR	8	9.6	25.0%	25.0%	0.0%	12.5%	12.5%
Income							
Less than \$35,000	2	2.4	50.0%	0.0%	0.0%	0.0%	50.0%
\$35,000-\$49,999	3	3.6	33.3%	0.0%	0.0%	0.0%	100.0%
\$50,000-\$74,999	9	10.8	22.2%	0.0%	11.1%	22.2%	55.6%
\$75,000-\$99,999	7	8.4	14.3%	28.6%	14.3%	14.3%	57.1%
\$100,000 or more	32	38.6	31.3%	21.9%	9.4%	25.0%	37.5%
Prefer not to answer	22	26.5	22.7%	9.1%	27.3%	22.7%	27.3%
NR	8	9.6	25.0%	25.0%	0.0%	25.0%	25.0%
Gender							
Male	35	42.2	25.7%	14.3%	17.1%	22.9%	34.3%
Female	42	50.6	23.8%	16.7%	9.5%	21.4%	42.9%
NR	6	7.2	50.0%	16.7%	16.7%	16.7%	50.0%
TOTAL	83	100	26.5%	15.7%	13.3%	21.7%	39.8%

Question 4_3: Did these programs meet, exceed, or fail to meet your expectations?



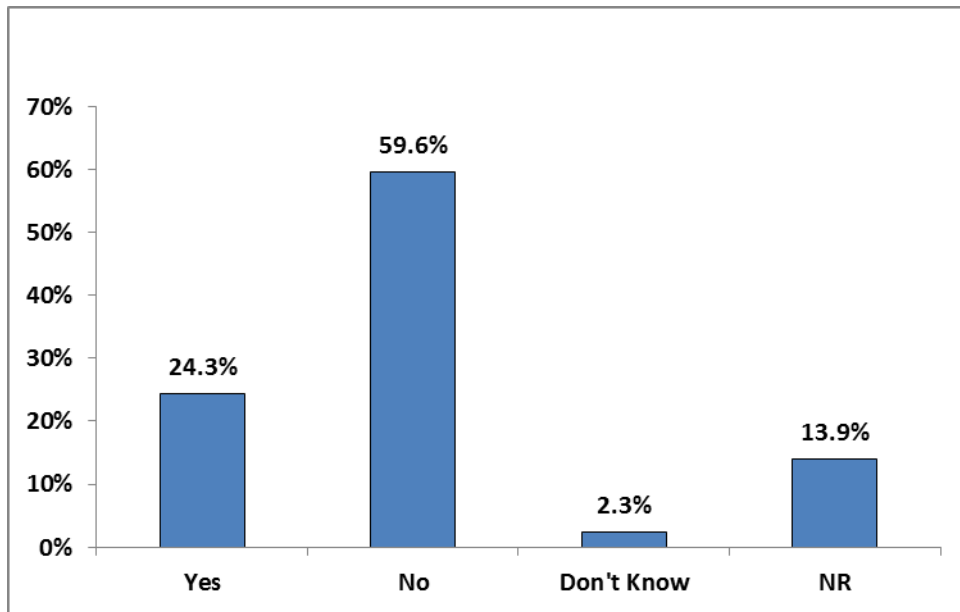
Similar to Question 2 which concerned expectations with participation in previous energy efficient programs, those who participate in NJCEP seem satisfied as far as their expectations are concerned. 81.9% indicated that the NJCEP programs met or exceeded their expectations.

10.8% indicated NJCEP failed to meet their expectations.

Question 4_3: (cont)

Q4_3	TOTAL		Did these programs meet, exceed or fail to meet your expectations?			
	#	%	Met	Exceeded	Failed meet	NR
Electric Utility Provider	30	36.1	66.7	13.3	10	10
PSE&G						
ACE	14	16.9	64.3	28.6	7.1	
JCP&L	23	27.7	82.6		13	4.3
RECO	3	3.6	100			
Other	6	7.2	100			
NR	7	8.4	42.9		28.6	28.6
Gas Utility Provider	30	36.1	70	10	10	10
PSE&G						
NJ Natural Gas	19	22.9	89.5	5.3	5.3	
South Jersey Gas	11	13.3	72.7	18.2	9.1	
Elizabethtown Gas	8	9.6	62.5	12.5	12.5	12.5
Don't use	6	7.2	83.3		16.7	
Other	2	2.4	50	50		
NR	7	8.4	42.9		28.6	28.6
Housing Type	70	84.3	74.3	10	10	5.7
House						
Townhouse/Condo	6	7.2	83.3			16.7
Apartment	1	1.2		100		
NR	6	7.2	50		33.3	16.7
Rent/Own	4	4.8	50	50		
Rent						
Own	72	86.7	76.4	6.9	9.7	6.9
NR	7	8.4	42.9	14.3	28.6	14.3
Married	61	73.5	75.4	8.2	11.5	4.9
Yes						
No	15	18.1	73.3	13.3		13.3
NR	7	8.4	42.9	14.3	28.6	14.3
Number in Household	4	4.8	25	25		50
1						
2	29	34.9	79.3	10.3	10.3	
3	10	12	80		10	10
4	25	30.1	80	8	8	4
5 or more	8	9.6	62.5	12.5	12.5	12.5
NR	7	8.4	42.9	14.3	28.6	14.3
Age	1	1.2	100			
18-25						
26-35	6	7.2	66.7	33.3		
36-50	40	48.2	75	7.5	10	7.5
51-64	21	25.3	81	4.8	14.3	
65 or older	7	8.4	57.1	28.6		14.3
NR	8	9.6	50		25	25
Education	4	4.8	25	75		
High School Graduate						
Some College	14	16.9	78.6		21.4	
College Graduate	59	71.1	76.3	8.5	6.8	8.5
NR	6	7.2	50		33.3	16.7
Ad Preference	18	21.7	94.4	5.6		
Ads with Humor						
Just the Facts	27	32.5	63	14.8	14.8	7.4
Testimonials	4	4.8	75	25		
Ads Save Money	17	20.5	76.5	5.9	5.9	11.8
Other	9	10.8	66.7		22.2	11.1
NR	8	9.6	50	12.5	25	12.5
Income	2	2.4	50	50		
Less than \$35,000						
\$35,000-\$49,999	3	3.6	66.7	33.3		
\$50,000-\$74,999	9	10.8	100			
\$75,000-\$99,999	7	8.4	57.1	14.3	14.3	14.3
\$100,000 or more	32	38.6	78.1	6.3	9.4	6.3
Prefer not to answer	22	26.5	68.2	13.6	9.1	9.1
NR	8	9.6	50		37.5	12.5
Gender	35	42.2	74.3	17.1	5.7	2.9
Male						
Female	42	50.6	78.6	2.4	9.5	9.5
NR	6	7.2	16.7	16.7	50	16.7
TOTAL	83	100	72.3	9.6	10.8	7.2

Question 5: Are you aware that NJCEP significantly discounts many energy efficient lighting products in stores throughout the state?



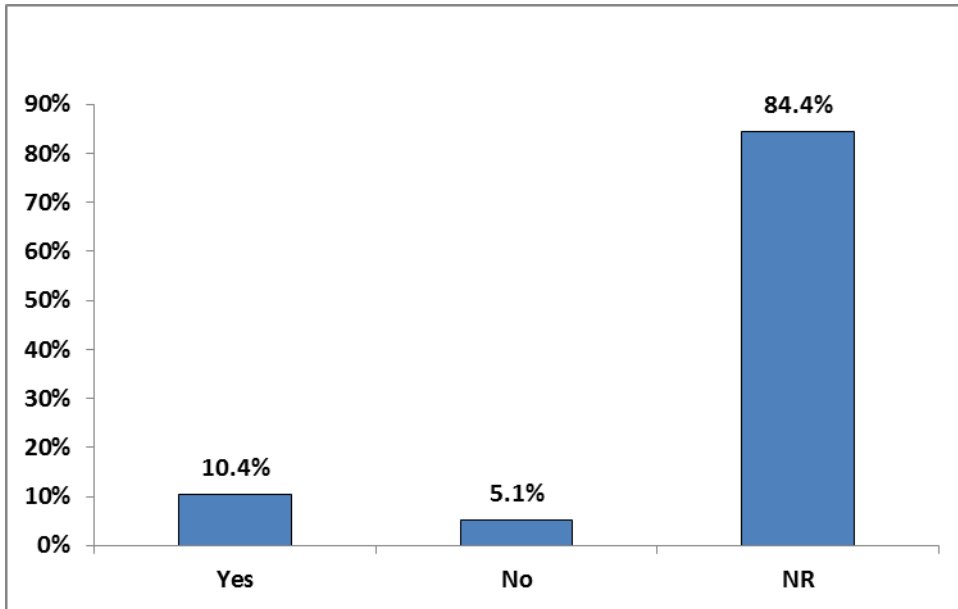
About one-fourth (24.3%) of respondents were aware that NJCEP discounts many lighting efficiency products in stores throughout the state.

Those aged 51 to 64 (32.2%) seem to be somewhat more aware of this than other respondents.

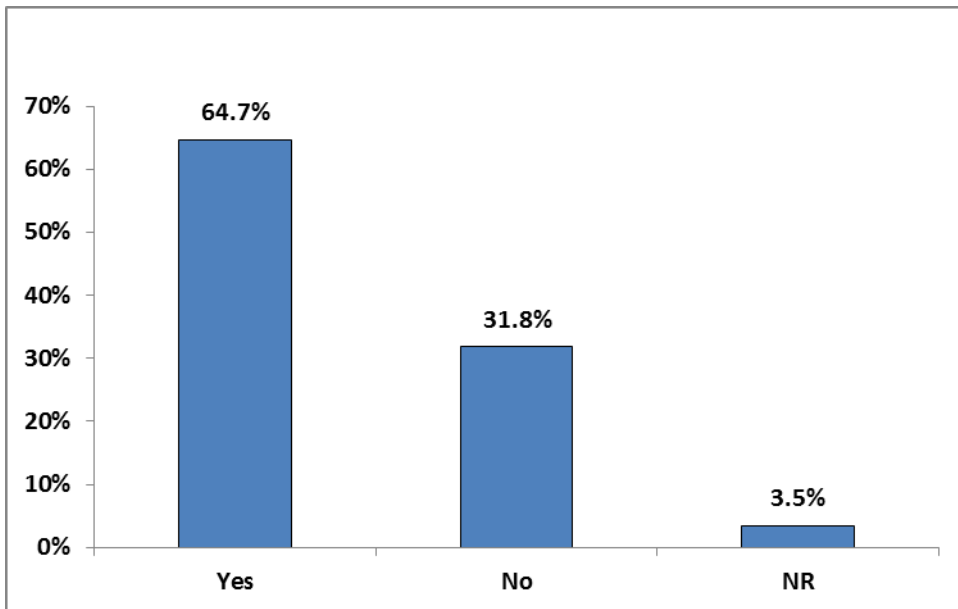
Question 5: (cont)

Q5	TOTAL		Are you aware that NJCEP significantly discounts lighting products?			
	#	%	Yes	No	Don't Know	NR
	#	%	%	%	%	%
Electric Utility Provider						
PSE&G	197	37.4	22.3	66.5	2.5	8.6
ACE	49	9.3	20.4	73.5		6.1
JCP&L	143	27.1	31.5	57.3	2.8	8.4
RECO	13	2.5	15.4	69.2		15.4
Other	25	4.7	24	52		24
NR	100	19	21	43	3	33
Gas Utility Provider						
PSE&G	189	35.9	23.3	66.7	1.6	8.5
NJ Natural Gas	86	16.3	36	54.7	3.5	5.8
South Jersey Gas	39	7.4	12.8	76.9	2.6	7.7
Elizabethtown Gas	22	4.2	27.3	72.7		
Don't use	51	9.7	19.6	51	3.9	25.5
Other	36	6.8	25	61.1		13.9
NR	104	19.7	22.1	45.2	2.9	29.8
Housing Type						
House	353	67	23.8	65.4	2.5	8.2
Townhouse/Condo	52	9.9	32.7	55.8	1.9	9.6
Apartment	24	4.6	20.8	54.2		25
Manufactured/Mobile Home	1	0.2		100		
Other	2	0.4	100			
NR	95	18	21.1	42.1	2.1	34.7
Rent/Own						
Rent	49	9.3	26.5	55.1		18.4
Own	379	71.9	25.1	64.4	2.4	8.2
Neither	3	0.6		100		
NR	96	18.2	20.8	41.7	3.1	34.4
Married						
Yes	289	54.8	26.6	63.7	2.1	7.6
No	134	25.4	21.6	62.7	2.2	13.4
NR	104	19.7	21.2	44.2	2.9	31.7
Number in Household						
1	55	10.4	21.8	60	3.6	14.5
2	127	24.1	24.4	61.4	1.6	12.6
3	77	14.6	32.5	61	1.3	5.2
4	102	19.4	25.5	67.6	2.9	3.9
5 or more	64	12.1	18.8	67.2	1.6	12.5
NR	102	19.4	21.6	43.1	2.9	32.4
Age						
18-25	9	1.7	11.1	77.8		11.1
26-35	55	10.4	21.8	63.6	1.8	12.7
36-50	161	30.6	24.8	65.8	2.5	6.8
51-64	115	21.8	32.2	61.7		6.1
65 or older	80	15.2	20	60	5	15
NR	107	20.3	20.6	43.9	2.8	32.7
Education						
Less than High School Graduate	4	0.8		50		50
High School Graduate	48	9.1	18.8	68.8	4.2	8.3
Some College	102	19.4	21.6	68.6	1	8.8
College Graduate	274	52	27.4	61.3	2.2	9.1
NR	99	18.8	22.2	41.4	3	33.3
Ad Preference						
Ads with Humor	81	15.4	16	70.4	1.2	12.3
Just the Facts	160	30.4	29.4	63.1	2.5	5
Testimonials	27	5.1	14.8	66.7	7.4	11.1
Ads Save Money	111	21.1	30.6	56.8	0.9	11.7
Other	42	8	19	71.4		9.5
NR	106	20.1	20.8	42.5	3.8	33
Income						
Less than \$35,000	36	6.8	16.7	69.4	2.8	11.1
\$35,000-\$49,999	27	5.1	25.9	55.6		18.5
\$50,000-\$74,999	56	10.6	25	64.3	1.8	8.9
\$75,000-\$99,999	49	9.3	26.5	59.2	6.1	8.2
\$100,000 or more	138	26.2	24.6	67.4	1.4	6.5
Prefer not to answer	101	19.2	26.7	60.4	2	10.9
NR	120	22.8	22.5	45.8	2.5	29.2
Gender						
Male	212	40.2	23.1	60.8	1.4	14.6
Female	261	49.5	26.1	60.9	2.3	10.7
NR	54	10.2	20.4	48.1	5.6	25.9
TOTAL	527	100	24.3	59.6	2.3	13.9

Question 6: Have you ever seen any signage in retail stores for lighting products sponsored by NJCEP?



For those that responded “Yes”, have you purchased any of these lighting products?



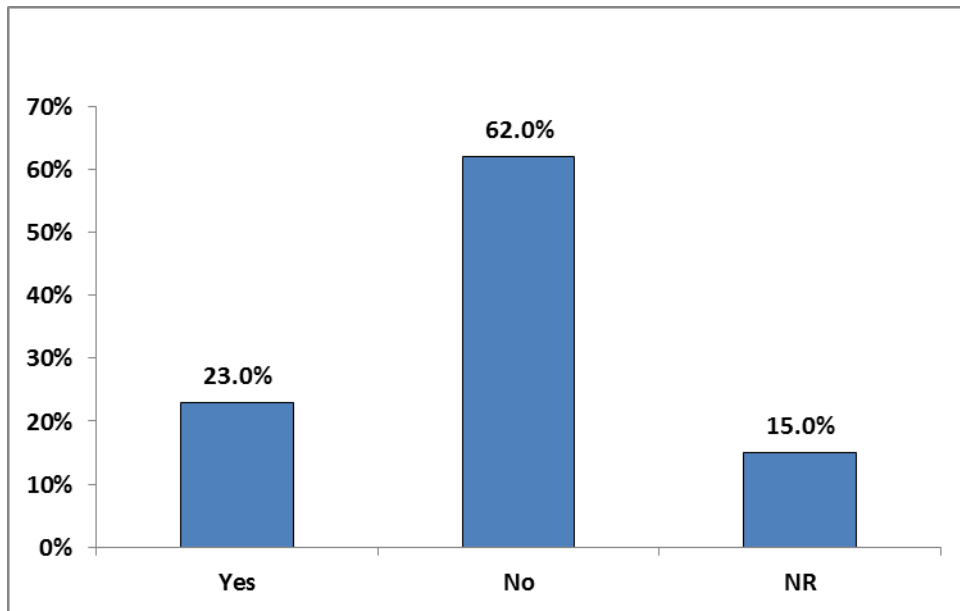
10.4% of respondents have seen signage in stores showing lighting products sponsored by NJCEP (or 42.7% of those that were aware that NJCEP sponsored such products).

Of those aware of the signage, 64.7% have actually purchased NJCEP sponsored lighting efficient products.

Question 6: (cont)

Q6_2	TOTAL		Have you purchased any lighting products?		
	#	%	Yes %	No %	NR %
Aware of lighting discounts					
Yes	85	16.1	64.7	31.8	3.5
No	320	60.7			100
Don't Know	48	9.1			100
NR	74	14			100
Electric Utility Provider					
PSE&G	197	37.4	7.1	5.6	87.3
ACE	49	9.3	16.3	4.1	79.6
JCP&L	143	27.1	18.2	3.5	78.3
RECO	13	2.5	23.1	7.7	69.2
Other	25	4.7		12	88
NR	100	19	4	5	91
Gas Utility Provider					
PSE&G	189	35.9	9	3.7	87.3
NJ Natural Gas	86	16.3	22.1	4.7	73.3
South Jersey Gas	39	7.4	7.7	7.7	84.6
Elizabethtown Gas	22	4.2	13.6	9.1	77.3
Don't use	51	9.7	9.8		90.2
Other	36	6.8	5.6	13.9	80.6
NR	104	19.7	5.8	5.8	88.5
Housing Type					
House	353	67	12.7	4.8	82.4
Townhouse/Condo	52	9.9	9.6	3.8	86.5
Apartment	24	4.6	4.2	16.7	79.2
Manufactured/Mobile Home	1	0.2			100
Other	2	0.4			100
NR	95	18	4.2	4.2	91.6
Rent/Own					
Rent	49	9.3	10.2	8.2	81.6
Own	379	71.9	12.1	5	82.8
Neither	3	0.6			100
NR	96	18.2	4.2	4.2	91.7
Married					
Yes	289	54.8	13.5	5.5	81
No	134	25.4	9	5.2	85.8
NR	104	19.7	3.8	3.8	92.3
Number in Household					
1	55	10.4	5.5	1.8	92.7
2	127	24.1	9.4	5.5	85
3	77	14.6	16.9	6.5	76.6
4	102	19.4	11.8	5.9	82.4
5 or more	64	12.1	14.1	6.3	79.7
NR	102	19.4	5.9	3.9	90.2
Age					
18-25	9	1.7		22.2	77.8
26-35	55	10.4	14.5	3.6	81.8
36-50	161	30.6	14.3	5	80.7
51-64	115	21.8	8.7	7.8	83.5
65 or older	80	15.2	10	1.3	88.8
NR	107	20.3	5.6	4.7	89.7
Education					
Less than High School Graduate	4	0.8			100
High School Graduate	48	9.1	10.4	6.3	83.3
Some College	102	19.4	10.8	5.9	83.3
College Graduate	274	52	12.8	4.7	82.5
NR	99	18.8	4	5.1	90.9
Ad Preference					
Ads with Humor	81	15.4	4.9	6.2	88.9
Just the Facts	160	30.4	17.5	5	77.5
Testimonials	27	5.1	18.5	3.7	77.8
Ads Save Money	111	21.1	9.9	6.3	83.8
Other	42	8	7.1	4.8	88.1
NR	106	20.1	3.8	3.8	92.5
Income					
Less than \$35,000	36	6.8	8.3	2.8	88.9
\$35,000-\$49,999	27	5.1	11.1		88.9
\$50,000-\$74,999	56	10.6	5.4	7.1	87.5
\$75,000-\$99,999	49	9.3	10.2	2	87.8
\$100,000 or more	138	26.2	15.9	3.6	80.4
Prefer not to answer	101	19.2	13.9	9.9	76.2
NR	120	22.8	4.2	5	90.8
Gender					
Male	212	40.2	11.8	4.7	83.5
Female	261	49.5	10.7	6.5	82.8
NR	54	10.2	3.7		96.3
TOTAL	527	100	10.4	5.1	84.4

Question 7: Have you seen or heard advertising about any of the NJCEP programs?

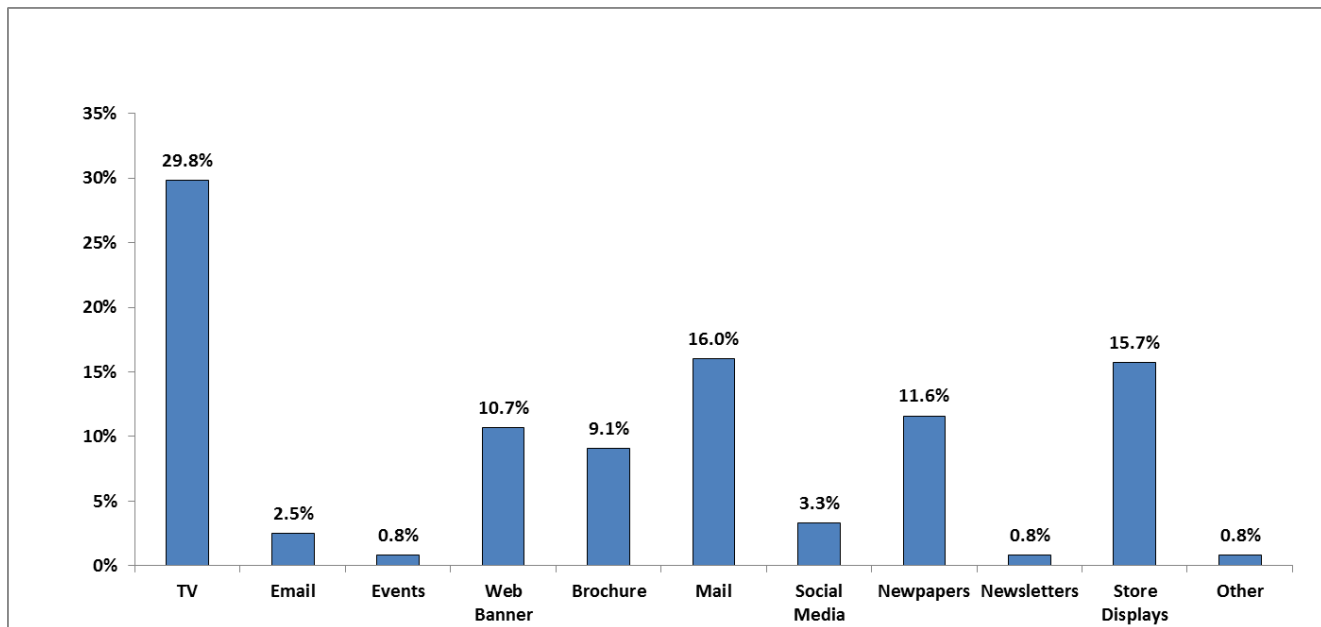


Almost a quarter (23%) of respondents have seen or heard advertising about NJCEP programs. This represents about half of those who stated they were aware of NJCEP.

Question 7: (cont)

Q7	TOTAL		Have you heard advertising about NJCEP Programs?		
	#	%	Yes %	No %	NR %
Electric Utility Provider					
PSE&G	197	37.4	23.9	67	9.1
ACE	49	9.3	24.5	69.4	6.1
JCP&L	143	27.1	26.6	64.3	9.1
RECO	13	2.5	38.5	46.2	15.4
Other	25	4.7	20	56	24
NR	100	19	14	49	37
Gas Utility Provider					
PSE&G	189	35.9	22.8	68.8	8.5
NJ Natural Gas	86	16.3	29.1	65.1	5.8
South Jersey Gas	39	7.4	33.3	59	7.7
Elizabethtown Gas	22	4.2	36.4	63.6	
Don't use	51	9.7	17.6	54.9	27.5
Other	36	6.8	22.2	61.1	16.7
NR	104	19.7	14.4	51.9	33.7
Housing Type					
House	353	67	26.3	65.4	8.2
Tow nhouse/Condo	52	9.9	17.3	71.2	11.5
Apartment	24	4.6	20.8	54.2	25
Manufactured/Mobile Home	1	0.2		100	
Other	2	0.4	50		50
NR	95	18	13.7	47.4	38.9
Rent/Own					
Rent	49	9.3	22.4	57.1	20.4
Ow n	379	71.9	25.3	66.2	8.4
Neither	3	0.6	33.3	66.7	
NR	96	18.2	13.5	47.9	38.5
Married					
Yes	289	54.8	27.3	64.4	8.3
No	134	25.4	21.6	64.9	13.4
NR	104	19.7	12.5	51.9	35.6
Number in Household					
1	55	10.4	20	63.6	16.4
2	127	24.1	21.3	66.1	12.6
3	77	14.6	23.4	70.1	6.5
4	102	19.4	34.3	60.8	4.9
5 or more	64	12.1	25	64.1	10.9
NR	102	19.4	13.7	50	36.3
Age					
18-25	9	1.7	33.3	55.6	11.1
26-35	55	10.4	25.5	61.8	12.7
36-50	161	30.6	26.1	67.1	6.8
51-64	115	21.8	29.6	63.5	7
65 or older	80	15.2	17.5	66.3	16.3
NR	107	20.3	13.1	50.5	36.4
Education					
Less than High School					
Graduate	4	0.8		50	50
High School Graduate	48	9.1	18.8	70.8	10.4
Some College	102	19.4	27.5	63.7	8.8
College Graduate	274	52	26.3	64.2	9.5
NR	99	18.8	12.1	50.5	37.4
Ad Preference					
Ads w ith Humor	81	15.4	23.5	64.2	12.3
Just the Facts	160	30.4	28.1	66.9	5
Testimonials	27	5.1	29.6	59.3	11.1
Ads Save Money	111	21.1	22.5	65.8	11.7
Other	42	8	26.2	59.5	14.3
NR	106	20.1	12.3	50.9	36.8
Income					
Less than \$35,000	36	6.8	11.1	77.8	11.1
\$35,000-\$49,999	27	5.1	33.3	51.9	14.8
\$50,000-\$74,999	56	10.6	19.6	69.6	10.7
\$75,000-\$99,999	49	9.3	26.5	63.3	10.2
\$100,000 or more	138	26.2	32.6	60.9	6.5
Prefer not to answer	101	19.2	22.8	65.3	11.9
NR	120	22.8	13.3	54.2	32.5
Gender					
Male	212	40.2	22.2	62.7	15.1
Female	261	49.5	25.3	63.2	11.5
NR	54	10.2	14.8	53.7	31.5
TOTAL	527	100.0	23.0	62.0	15.0

Question 7_2: What type of advertisements did you hear or see?



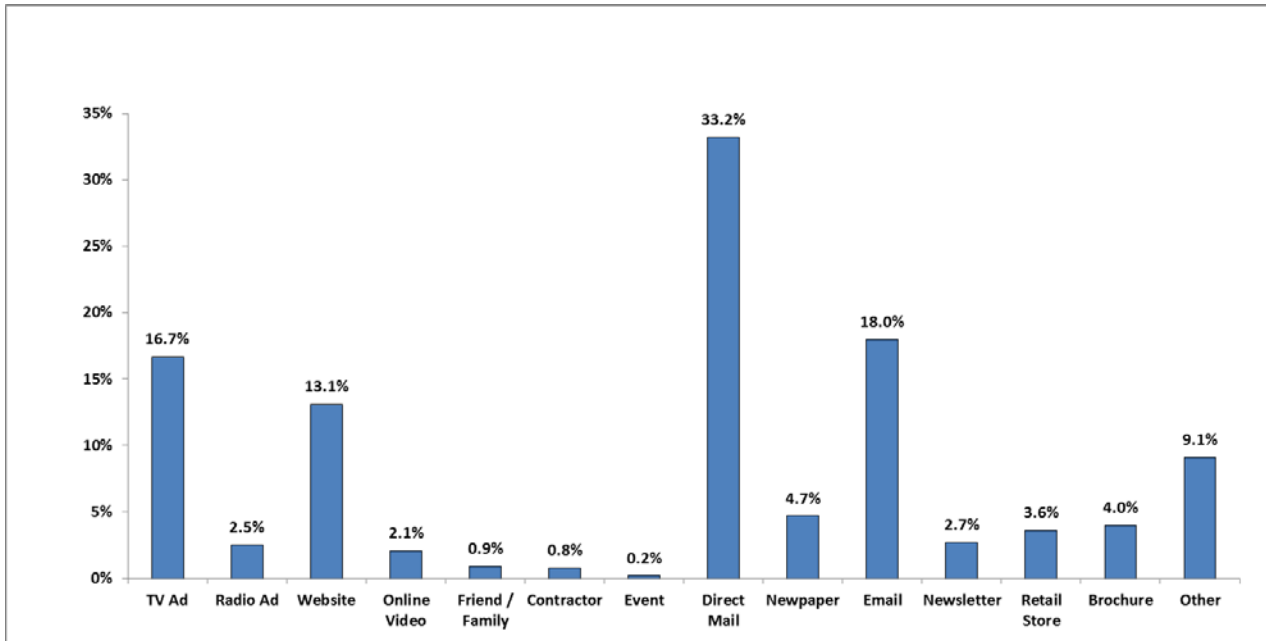
The most typical way people said they heard about NJCEP was through television advertisements. 29.8% of respondents who heard about NJCEP said they found out about it through TV. 16% said they heard about NJCEP through the mail, 15.7% through store displays, and 11.6% through a newspaper.

Only 2.5% heard about NJCEP through email and only 3.3% through social media, but 10.7% indicated that they had heard about NJCEP through a web banner.

Question 7_2: (cont)

Q7	TOTAL	TV	Email	Events	Transit Advertising	Radio	Web Banners	Bill Boards	Brochures	Mail	Social Media	Contracts	Friends/Neighbors	Newspapers	Newsletters	Store Displays	Other	
#	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Electric Utility Provider																		
PSE&G	47	38.8	29.8%	0.0%	0.0%	0.0%	6.4%	0.0%	12.8%	10.6%	2.1%	0.0%	0.0%	8.5%	2.1%	14.9%	2.1%	
ACE	12	9.9	58.3%	0.0%	0.0%	0.0%	33.3%	0.0%	8.3%	33.3%	8.3%	0.0%	0.0%	0.0%	0.0%	16.7%	0.0%	
JCP&L	38	31.4	23.7%	5.3%	0.0%	0.0%	13.2%	0.0%	5.3%	15.8%	0.0%	0.0%	0.0%	15.8%	0.0%	23.7%	0.0%	
RECO	5	4.1	20.0%	0.0%	20.0%	0.0%	0.0%	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%	20.0%	0.0%	0.0%	0.0%	
Other	5	4.1	60.0%	0.0%	0.0%	0.0%	20.0%	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%	20.0%	0.0%	0.0%	0.0%	
NR	14	11.6	14.3%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	7.1%	0.0%	0.0%	14.3%	0.0%	7.1%	0.0%	
Gas Utility Provider																		
PSE&G	43	35.5	27.9%	0.0%	2.3%	0.0%	7.0%	0.0%	11.6%	7.0%	2.3%	0.0%	0.0%	16.3%	2.3%	14.0%	2.3%	
NJ Natural Gas	25	20.7	32.0%	8.0%	0.0%	0.0%	8.0%	0.0%	4.0%	12.0%	0.0%	0.0%	0.0%	16.0%	0.0%	28.0%	0.0%	
South Jersey Gas	13	10.7	46.2%	0.0%	0.0%	0.0%	30.8%	0.0%	7.7%	46.2%	7.7%	0.0%	0.0%	0.0%	0.0%	23.1%	0.0%	
Elizabethown Gas	8	6.6	37.5%	0.0%	0.0%	0.0%	0.0%	0.0%	12.5%	12.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Don't use	9	7.4	22.2%	0.0%	0.0%	0.0%	22.2%	0.0%	33.3%	11.1%	11.1%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%	
Other	8	6.6	37.5%	0.0%	0.0%	0.0%	12.5%	0.0%	0.0%	12.5%	0.0%	0.0%	0.0%	12.5%	0.0%	0.0%	0.0%	
NR	15	12.4	13.3%	6.7%	0.0%	0.0%	6.7%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	13.3%	0.0%	13.3%	0.0%	
Housing Type																		
House	93	76.9	31.2%	2.2%	1.1%	0.0%	12.9%	0.0%	11.8%	15.1%	3.2%	0.0%	0.0%	10.8%	1.1%	15.1%	0.0%	
Townhouse/Condo	9	7.4	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%	0.0%	0.0%	11.1%	0.0%	44.4%	0.0%	
Apartment	5	4.1	40.0%	0.0%	0.0%	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.0%	
Other	1	0.8	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	
NR	13	10.7	15.4%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%	0.0%	15.4%	0.0%	7.7%	0.0%	
Rent/Own																		
Rent	11	9.1	27.3%	0.0%	0.0%	0.0%	18.2%	0.0%	0.0%	9.1%	0.0%	0.0%	0.0%	0.0%	0.0%	9.1%	9.1%	
Own	96	79.3	31.3%	2.1%	1.0%	0.0%	11.5%	0.0%	11.5%	14.6%	3.1%	0.0%	0.0%	11.5%	1.0%	17.7%	0.0%	
Neither	1	0.8	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	
NR	13	10.7	23.1%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%	0.0%	15.4%	0.0%	7.7%	0.0%	
Married																		
Yes	79	65.3	32.9%	1.3%	1.3%	0.0%	12.7%	0.0%	12.7%	17.7%	3.8%	0.0%	0.0%	12.7%	1.3%	16.5%	0.0%	
No	29	24	24.1%	3.4%	0.0%	0.0%	10.3%	0.0%	3.4%	3.4%	0.0%	0.0%	0.0%	6.9%	0.0%	17.2%	3.4%	
NR	13	10.7	23.1%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%	0.0%	15.4%	0.0%	7.7%	0.0%	
Number in Household																		
1	11	9.1	18.2%	9.1%	0.0%	0.0%	9.1%	0.0%	0.0%	9.1%	0.0%	0.0%	0.0%	9.1%	0.0%	18.2%	9.1%	
2	27	22.3	37.0%	0.0%	0.0%	0.0%	7.4%	0.0%	18.5%	3.7%	0.0%	0.0%	0.0%	25.9%	3.7%	7.4%	0.0%	
3	18	14.9	27.8%	0.0%	0.0%	0.0%	16.7%	0.0%	5.6%	11.1%	5.6%	0.0%	0.0%	5.6%	0.0%	27.8%	0.0%	
4	35	28.9	31.4%	2.9%	0.0%	0.0%	20.0%	0.0%	11.4%	22.9%	0.0%	0.0%	0.0%	5.7%	0.0%	8.6%	0.0%	
5 or more	16	13.2	31.3%	0.0%	6.3%	0.0%	0.0%	0.0%	6.3%	18.8%	6.3%	0.0%	0.0%	6.3%	0.0%	31.3%	0.0%	
NR	14	11.6	21.4%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	14.3%	0.0%	14.3%	0.0%	
Age																		
18-25	3	2.5	33.3%	0.0%	0.0%	0.0%	66.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
26-35	14	11.6	28.6%	0.0%	0.0%	0.0%	7.1%	0.0%	7.1%	21.4%	0.0%	0.0%	0.0%	0.0%	0.0%	21.4%	0.0%	
36-50	42	34.7	28.6%	2.4%	2.4%	0.0%	11.9%	0.0%	9.5%	16.7%	2.4%	0.0%	0.0%	7.1%	0.0%	19.0%	2.4%	
51-64	34	28.1	26.5%	2.9%	0.0%	0.0%	11.8%	0.0%	14.7%	8.8%	5.9%	0.0%	0.0%	11.8%	2.9%	14.7%	0.0%	
65 or older	14	11.6	57.1%	0.0%	0.0%	0.0%	7.1%	0.0%	7.1%	14.3%	0.0%	0.0%	0.0%	28.6%	0.0%	7.1%	0.0%	
NR	14	11.6	14.3%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	21.4%	0.0%	14.3%	0.0%	
Education																		
High School Graduate	9	7.4	44.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22.2%	0.0%	0.0%	0.0%	11.1%	0.0%	0.0%	0.0%	
Some College	28	23.1	39.3%	0.0%	0.0%	0.0%	10.7%	0.0%	7.1%	7.1%	0.0%	0.0%	0.0%	14.3%	0.0%	14.3%	3.6%	
College Graduate	72	59.5	26.4%	2.8%	1.4%	0.0%	13.9%	0.0%	12.5%	15.3%	4.2%	0.0%	0.0%	9.7%	1.4%	19.4%	0.0%	
NR	12	9.9	16.7%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%	8.3%	0.0%	0.0%	0.0%	16.7%	0.0%	8.3%	0.0%	
Ad Preference																		
Ads with Humor	19	15.7	26.3%	0.0%	5.3%	0.0%	10.5%	0.0%	21.1%	15.8%	0.0%	0.0%	0.0%	15.8%	0.0%	21.1%	0.0%	
Just the Facts	45	37.2	24.4%	2.2%	0.0%	0.0%	11.1%	0.0%	13.3%	15.6%	4.4%	0.0%	0.0%	11.1%	0.0%	13.3%	0.0%	
Testimonials	8	6.6	37.5%	12.5%	0.0%	0.0%	37.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.5%	0.0%	12.5%	0.0%	
Ads Save Money	25	20.7	48.0%	0.0%	0.0%	0.0%	8.0%	0.0%	4.0%	16.0%	0.0%	0.0%	0.0%	4.0%	0.0%	20.0%	0.0%	
Other	11	9.1	27.3%	0.0%	0.0%	0.0%	9.1%	0.0%	0.0%	9.1%	0.0%	0.0%	0.0%	27.3%	0.0%	9.1%	9.1%	
NR	13	10.7	15.4%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	7.7%	0.0%	0.0%	15.4%	0.0%	15.4%	0.0%	
Income																		
Less than \$35,000	4	3.3	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.0%	0.0%	0.0%	0.0%	25.0%	0.0%	0.0%	25.0%	
\$35,000-\$49,999	9	7.4	33.3%	0.0%	0.0%	0.0%	11.1%	0.0%	11.1%	11.1%	11.1%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%	
\$50,000-\$74,999	11	9.1	18.2%	0.0%	0.0%	0.0%	9.1%	0.0%	9.1%	9.1%	9.1%	0.0%	0.0%	9.1%	9.1%	27.3%	0.0%	
\$75,000-\$99,999	13	10.7	23.1%	7.7%	0.0%	0.0%	7.7%	0.0%	0.0%	30.8%	0.0%	0.0%	0.0%	7.7%	0.0%	23.1%	0.0%	
\$100,000 or more	45	37.2	37.8%	2.2%	0.0%	0.0%	15.6%	0.0%	13.3%	11.1%	2.2%	0.0%	0.0%	8.9%	0.0%	22.2%	0.0%	
Prefer not to answer	23	19	21.7%	0.0%	4.3%	0.0%	8.7%	0.0%	13.0%	13.0%	0.0%	0.0%	0.0%	17.4%	0.0%	4.3%	0.0%	
NR	16	13.2	25.0%	6.3%	0.0%	0.0%	6.3%	0.0%	0.0%	6.3%	0.0%	0.0%	0.0%	18.8%	0.0%	6.3%	0.0%	
Gender																		
Male	47	38.8	25.5%	0.0%	0.0%	0.0%	10.6%	0.0%	12.8%	4.3%	4.3%	0.0%	0.0%	14.9%	0.0%	12.8%	2.1%	
Female	66	54.5	31.8%	3.0%	1.5%	0.0%	12.1%	0.0%	7.6%	19.7%	1.5%	0.0%	0.0%	9.1%	1.5%	16.7%	0.0%	
NR	8	6.6	37.5%	12.5%	0.0%	0.0%	0.0%	0.0%	0.0%	12.5%	0.0%	0.0%	0.0%	12.5%	0.0%	25.0%	0.0%	
TOTAL	121	100	29.8%	2.5%	0.8%	0.0%	0.0%	10.7%	0.0%	9.1%	13.2%	2.5%	0.0%	0.0%	11.6%	0.8%	15.7%	0.8%

Question 8: What would be your preferred way of learning about offers available from NJCEP programs?



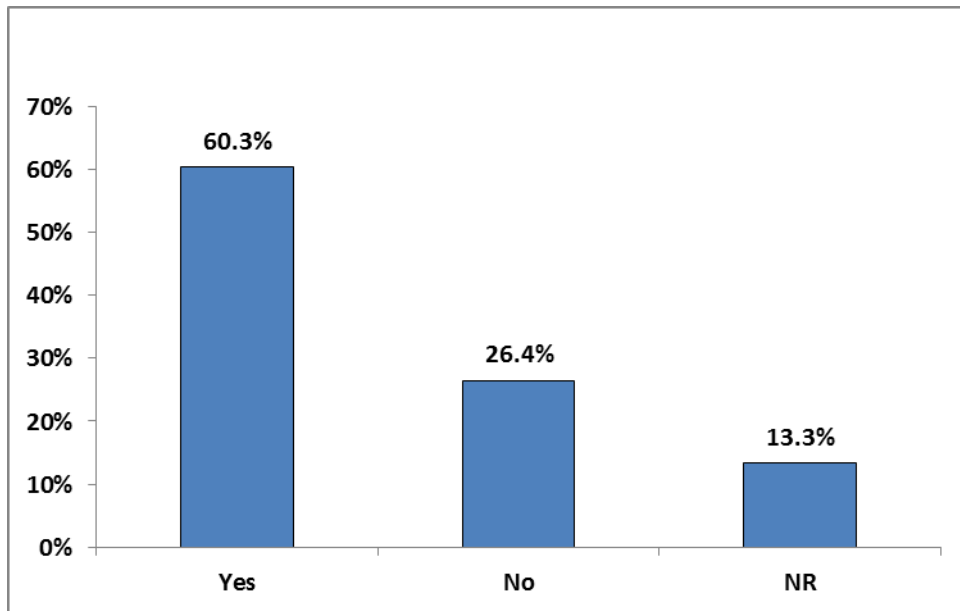
Direct mail is the best way to inform consumers of offers available from NJCEP. One-third of respondents said that a mail piece is best, which held true for all age groups. Direct mail was preferred at almost twice the rate of email (18%) as the best method of informing consumers about NJCEP offers. TV advertisements (16.7%) and a website (13.1%) were preferred almost as much as email.

Other methods of communication – such as newspapers, brochures, retail stores, and online videos - among others - were preferred by less than 5% of respondents.

Question 8: (cont)

Q8	TOTAL	TV ad	Radio ad	Website	Watch an online video	Friend/Fa mily	From a contractor	At an event	Direct mail	Newspap er	Email	Newslett er	At a retail store	Brochure /fact sheet	Other	
	#	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Electric Utility Provider																
PSE&G	197	37	22.3%	3.6%	15.7%	1.5%	1.5%	1.0%	0.5%	36.0%	3.0%	19.8%	2.5%	5.6%	6.6%	7.1%
ACE	49	9.3	18.4%	2.0%	10.2%	0.0%	0.0%	0.0%	0.0%	30.6%	2.0%	26.5%	0.0%	4.1%	8.2%	8.2%
JCP&L	143	27	16.1%	2.8%	16.1%	4.2%	0.7%	1.4%	0.0%	38.5%	7.0%	18.9%	2.1%	3.5%	0.7%	11.9%
RECO	13	2.5	7.7%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	61.5%	0.0%	23.1%	7.7%	0.0%	0.0%	7.7%
Other	25	4.7	0.0%	0.0%	8.0%	4.0%	0.0%	0.0%	0.0%	44.0%	8.0%	20.0%	12.0%	0.0%	8.0%	12.0%
NR	100	19	11.0%	0.0%	8.0%	1.0%	1.0%	0.0%	0.0%	15.0%	6.0%	8.0%	2.0%	1.0%	1.0%	9.0%
Gas Utility Provider																
PSE&G	189	36	17.5%	3.2%	14.8%	1.1%	1.6%	1.6%	0.5%	39.7%	3.2%	20.1%	5.3%	6.3%	5.8%	7.4%
NJ Natural Gas	86	16	16.3%	2.3%	12.8%	4.7%	0.0%	0.0%	0.0%	40.7%	7.0%	24.4%	1.2%	0.0%	1.2%	10.5%
South Jersey Gas	39	7.4	23.1%	5.1%	10.3%	0.0%	0.0%	0.0%	0.0%	35.9%	2.6%	20.5%	0.0%	7.7%	5.1%	2.6%
Elizabethtown Gas	22	4.2	22.7%	4.5%	13.6%	0.0%	0.0%	0.0%	0.0%	36.4%	0.0%	27.3%	0.0%	4.5%	0.0%	9.1%
Don't use	51	9.7	21.6%	3.9%	15.7%	3.9%	2.0%	2.0%	0.0%	29.4%	5.9%	17.6%	2.0%	0.0%	5.9%	9.8%
Other	36	6.8	11.1%	0.0%	11.1%	5.6%	0.0%	0.0%	0.0%	30.6%	8.3%	13.9%	2.8%	5.6%	8.3%	16.7%
NR	104	20	11.5%	0.0%	10.6%	1.0%	1.0%	0.0%	0.0%	16.3%	5.8%	7.7%	1.0%	1.0%	1.0%	10.6%
Housing Type																
House	353	67	18.4%	3.1%	14.2%	2.3%	0.6%	0.8%	0.3%	38.2%	4.8%	21.5%	2.3%	4.2%	3.7%	9.1%
Townhouse/Condo	52	9.9	17.3%	3.8%	9.6%	0.0%	3.8%	1.9%	0.0%	40.4%	1.9%	15.4%	5.8%	3.8%	7.7%	7.7%
Apartment	24	4.6	20.8%	0.0%	25.0%	4.2%	0.0%	0.0%	0.0%	25.0%	0.0%	12.5%	4.2%	4.2%	8.3%	8.3%
Manufactured/Mobile Home	1	0.2	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%	0.0%
Other	2	0.4	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	50.0%
NR	95	18	9.5%	0.0%	8.4%	2.1%	1.1%	0.0%	0.0%	13.7%	6.3%	8.4%	1.1%	1.1%	1.1%	9.5%
Rent/Own																
Rent	49	9.3	20.4%	2.0%	20.4%	8.2%	2.0%	2.0%	2.0%	36.7%	4.1%	14.3%	6.1%	6.1%	10.2%	12.2%
Own	379	72	17.9%	3.2%	13.5%	1.6%	0.8%	0.8%	0.0%	37.7%	4.2%	21.1%	2.6%	4.0%	4.0%	8.2%
Neither	3	0.6	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	33.3%
NR	96	18	9.4%	0.0%	8.3%	1.0%	1.0%	0.0%	0.0%	14.6%	6.3%	8.3%	1.0%	1.0%	1.0%	10.4%
Married																
Yes	289	55	18.0%	3.5%	14.9%	1.0%	0.3%	0.7%	0.0%	35.3%	4.2%	22.5%	1.7%	4.5%	3.1%	8.7%
No	134	25	18.7%	2.2%	13.4%	5.2%	1.5%	1.5%	0.7%	42.5%	4.5%	16.4%	6.0%	3.7%	8.2%	9.0%
NR	104	20	10.6%	0.0%	7.7%	1.0%	1.9%	0.0%	0.0%	15.4%	6.7%	7.7%	1.0%	1.0%	1.0%	10.6%
Number in Household																
1	55	10	25.5%	0.0%	10.9%	0.0%	1.8%	1.8%	0.0%	36.4%	3.6%	12.7%	7.3%	3.6%	3.6%	7.3%
2	127	24	19.7%	3.9%	10.2%	1.6%	0.0%	0.8%	0.0%	40.9%	7.1%	15.0%	1.6%	3.9%	5.5%	9.4%
3	77	15	15.6%	2.6%	19.5%	2.6%	1.3%	1.3%	1.3%	31.2%	6.5%	23.4%	6.5%	6.5%	7.8%	10.4%
4	102	19	19.6%	3.9%	16.7%	2.0%	0.0%	1.0%	0.0%	35.3%	2.0%	28.4%	2.0%	4.9%	3.9%	3.9%
5 or more	64	12	9.4%	3.1%	15.6%	6.3%	1.6%	0.0%	0.0%	42.2%	1.6%	21.9%	0.0%	1.6%	1.6%	15.6%
NR	102	19	10.8%	0.0%	7.8%	1.0%	2.0%	0.0%	0.0%	15.7%	5.9%	7.8%	1.0%	1.0%	1.0%	9.8%
Age																
18-25	9	1.7	11.1%	0.0%	44.4%	0.0%	0.0%	0.0%	0.0%	44.4%	0.0%	11.1%	11.1%	0.0%	11.1%	22.2%
26-35	55	10	16.4%	7.3%	20.0%	3.6%	0.0%	0.0%	0.0%	38.2%	0.0%	23.6%	0.0%	1.8%	1.8%	7.3%
36-50	161	31	13.0%	3.1%	18.6%	3.1%	1.2%	1.2%	0.6%	34.2%	1.2%	28.0%	1.2%	5.6%	4.3%	8.7%
51-64	115	22	21.7%	1.7%	10.4%	1.7%	0.0%	0.9%	0.0%	40.0%	9.6%	18.3%	7.0%	4.3%	6.1%	9.6%
65 or older	80	15	26.3%	2.5%	2.5%	0.0%	1.3%	0.0%	0.0%	40.0%	7.5%	8.8%	2.5%	2.5%	5.0%	10.0%
NR	107	20	10.3%	0.0%	9.3%	1.9%	1.9%	0.9%	0.0%	15.9%	5.6%	7.5%	0.9%	1.9%	0.9%	8.4%
Education																
Less than High School	4	0.8	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.0%	25.0%
High School Graduate	48	9.1	29.2%	0.0%	10.4%	0.0%	0.0%	0.0%	0.0%	27.1%	8.3%	8.3%	6.3%	4.2%	8.3%	14.6%
Some College	102	19	18.6%	2.0%	12.7%	4.9%	0.0%	0.0%	0.0%	44.1%	3.9%	16.7%	1.0%	2.9%	3.9%	7.8%
College Graduate	274	52	15.7%	4.0%	15.7%	1.8%	1.5%	1.5%	0.4%	37.6%	4.0%	23.7%	3.3%	4.7%	4.0%	8.4%
NR	99	19	11.1%	0.0%	8.1%	1.0%	1.0%	0.0%	0.0%	14.1%	6.1%	9.1%	1.0%	1.0%	1.0%	9.1%
Ad Preference																
Ads with Humor	81	15	14.8%	3.7%	17.3%	2.5%	0.0%	0.0%	0.0%	32.1%	4.9%	23.5%	2.5%	3.7%	0.0%	11.1%
Just the Facts	160	30	13.8%	3.1%	12.5%	2.5%	0.0%	0.6%	0.0%	43.8%	3.1%	18.8%	5.0%	3.8%	8.1%	10.6%
Testimonials	27	5.1	22.2%	7.4%	18.5%	3.7%	3.7%	7.4%	3.7%	40.7%	11.1%	33.3%	3.7%	3.7%	7.4%	11.1%
Ads Save Money	111	21	26.1%	1.8%	14.4%	2.7%	0.0%	0.0%	0.0%	32.4%	5.4%	18.0%	1.8%	3.6%	4.5%	3.6%
Other	42	8	19.0%	2.4%	14.3%	0.0%	4.8%	2.4%	0.0%	33.3%	0.0%	19.0%	0.0%	7.1%	0.0%	11.9%
NR	106	20	10.4%	0.0%	7.5%	0.9%	1.9%	0.0%	0.0%	17.0%	6.6%	8.5%	0.9%	1.9%	0.9%	9.4%
Income																
Less than \$35,000	36	6.8	27.8%	0.0%	5.6%	2.8%	0.0%	0.0%	0.0%	41.7%	5.6%	8.3%	2.8%	5.6%	8.3%	8.3%
\$35,000-\$49,999	27	5.1	25.9%	3.7%	7.4%	3.7%	0.0%	0.0%	0.0%	59.3%	0.0%	7.4%	0.0%	3.7%	0.0%	3.7%
\$50,000-\$74,999	56	11	14.3%	1.8%	14.3%	3.6%	0.0%	0.0%	0.0%	41.1%	5.4%	26.8%	0.0%	1.8%	5.4%	12.5%
\$75,000-\$99,999	49	9.3	10.2%	0.0%	20.4%	0.0%	0.0%	0.0%	0.0%	34.7%	4.1%	30.6%	6.1%	0.0%	6.1%	6.1%
\$100,000 or more	138	26	18.1%	5.1%	18.8%	2.9%	0.7%	1.4%	0.7%	30.4%	5.1%	28.3%	3.6%	7.2%	4.3%	10.1%
Prefer not to answer	101	19	18.8%	3.0%	9.9%	2.0%	3.0%	1.0%	0.0%	37.6%	3.0%	11.9%	4.0%	4.0%	4.0%	7.9%
NR	120	23	11.7%	0.8%	9.2%	0.8%	0.8%	0.8%	0.0%	20.0%	6.7%	7.5%	0.8%	0.8%	1.7%	10.0%
Gender																
Male	212	40	17.5%	3.3%	19.3%	2.4%	0.9%	0.9%	0.5%	28.8%	5.2%	20.8%	4.2%	4.7%	4.7%	10.8%
Female	261	50	17.2%	1.9%	9.6%	2.3%	1.1%	0.8%	0.0%	41.4%	3.8%	17.6%	1.9%	3.1%	3.8%	8.0%
NR	54	10	11.1%	1.9%	5.6%	0.0%	0.0%	0.0%	0.0%	11.1%	7.4%	9.3%	0.0%	1.9%	1.9%	7.4%
TOTAL	527	100	16.7%	2.5%	13.1%	2.1%	0.9%	0.8%	0.2%	33.2%	4.7%	18.0%	2.7%	3.6%	4.0%	9.1%

Question 9: Would you consider participating in any of the NJCEP programs if you haven't already?



Most respondents (60.3%) would at least consider participating in a NJCEP program but 26.4% indicated they would not consider participating.

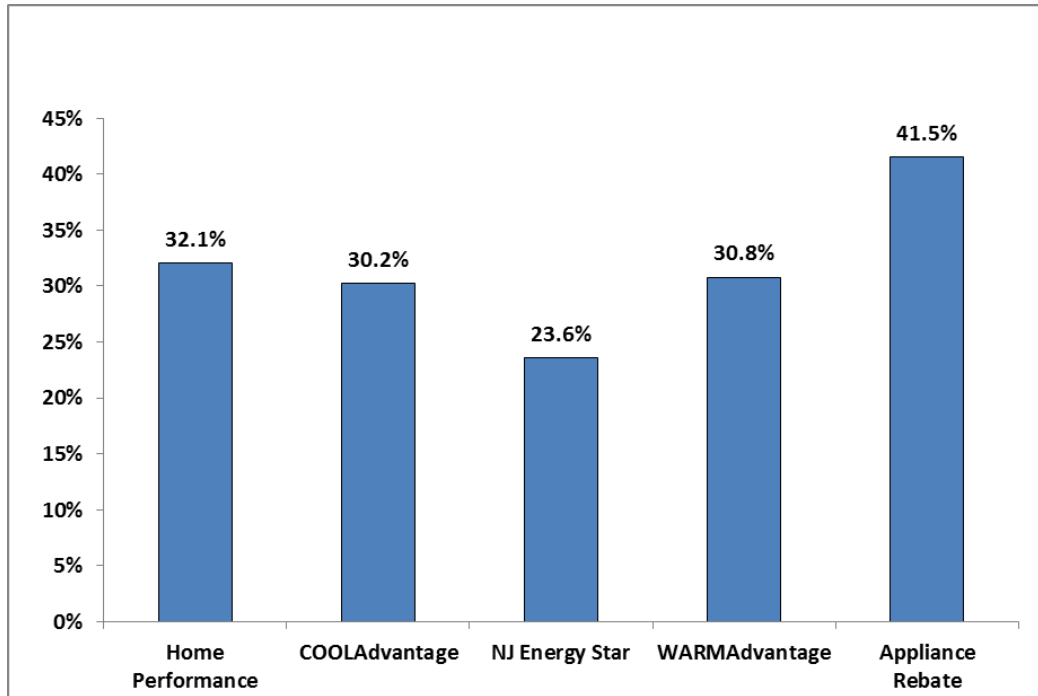
Some of the reasons given for not participating include:

- Already energy efficient
- Because I just added a lot energy efficient products
- Can't afford
- Finances
- For energy efficiency, need more incentives
- Just not wanting to change right now
- Too busy
- Not interested
- Too much hype on the green

Question 9: (cont)

Q9	TOTAL		Would you consider participating in any of the NJCEP programs you haven't already.		
	#	%	Yes %	No %	NR %
Electric Utility Provider					
PSE&G	197	37.4	66.5	26.4	7.1
ACE	49	9.3	63.3	32.7	4.1
JCP&L	143	27.1	71.3	22.4	6.3
RECO	13	2.5	84.6	15.4	
Other	25	4.7	80	16	4
NR	100	19	23	33	44
Gas Utility Provider					
PSE&G	189	35.9	70.4	22.8	6.9
NJ Natural Gas	86	16.3	74.4	20.9	4.7
South Jersey Gas	39	7.4	56.4	41	2.6
Elizabethtown Gas	22	4.2	68.2	18.2	13.6
Don't use	51	9.7	64.7	27.5	7.8
Other	36	6.8	61.1	36.1	2.8
NR	104	19.7	27.9	29.8	42.3
Housing Type					
House	353	67	68.3	24.6	7.1
Townhouse/Condo	52	9.9	73.1	25	1.9
Apartment	24	4.6	62.5	33.3	4.2
Manufactured/Mobile Home	1	0.2		100	
Other	2	0.4	50		50
NR	95	18	24.2	31.6	44.2
Rent/Own					
Rent	49	9.3	61.2	36.7	2
Own	379	71.9	69.7	23.2	7.1
Neither	3	0.6	66.7	33.3	
NR	96	18.2	22.9	33.3	43.8
Married					
Yes	289	54.8	74.4	20.1	5.5
No	134	25.4	59	32.8	8.2
NR	104	19.7	23.1	35.6	41.3
Number in Household					
1	55	10.4	60	36.4	3.6
2	127	24.1	66.9	28.3	4.7
3	77	14.6	63.6	24.7	11.7
4	102	19.4	76.5	16.7	6.9
5 or more	64	12.1	79.7	18.8	1.6
NR	102	19.4	21.6	34.3	44.1
Age					
18-25	9	1.7	44.4	33.3	22.2
26-35	55	10.4	72.7	20	7.3
36-50	161	30.6	83.2	14.3	2.5
51-64	115	21.8	73	21.7	5.2
65 or older	80	15.2	38.8	48.8	12.5
NR	107	20.3	23.4	35.5	41.1
Education					
Less than High School					
Graduate	4	0.8	25	75	
High School Graduate	48	9.1	41.7	50	8.3
Some College	102	19.4	68.6	27.5	3.9
College Graduate	274	52	74.5	18.6	6.9
NR	99	18.8	23.2	33.3	43.4
Ad Preference					
Ads with Humor	81	15.4	69.1	27.2	3.7
Just the Facts	160	30.4	72.5	20.6	6.9
Testimonials	27	5.1	55.6	40.7	3.7
Ads Save Money	111	21.1	69.4	23.4	7.2
Other	42	8	61.9	26.2	11.9
NR	106	20.1	26.4	34	39.6
Income					
Less than \$35,000	36	6.8	58.3	33.3	8.3
\$35,000-\$49,999	27	5.1	63	33.3	3.7
\$50,000-\$74,999	56	10.6	66.1	28.6	5.4
\$75,000-\$99,999	49	9.3	75.5	18.4	6.1
\$100,000 or more	138	26.2	80.4	14.5	5.1
Prefer not to answer	101	19.2	57.4	34.7	7.9
NR	120	22.8	30.8	31.7	37.5
Gender					
Male	212	40.2	62.3	27.8	9.9
Female	261	49.5	65.5	24.9	9.6
NR	54	10.2	27.8	27.8	44.4
TOTAL	527	100	60.3	26.4	13.3

Question 9_2: Which NJCEP programs would you consider participating in?

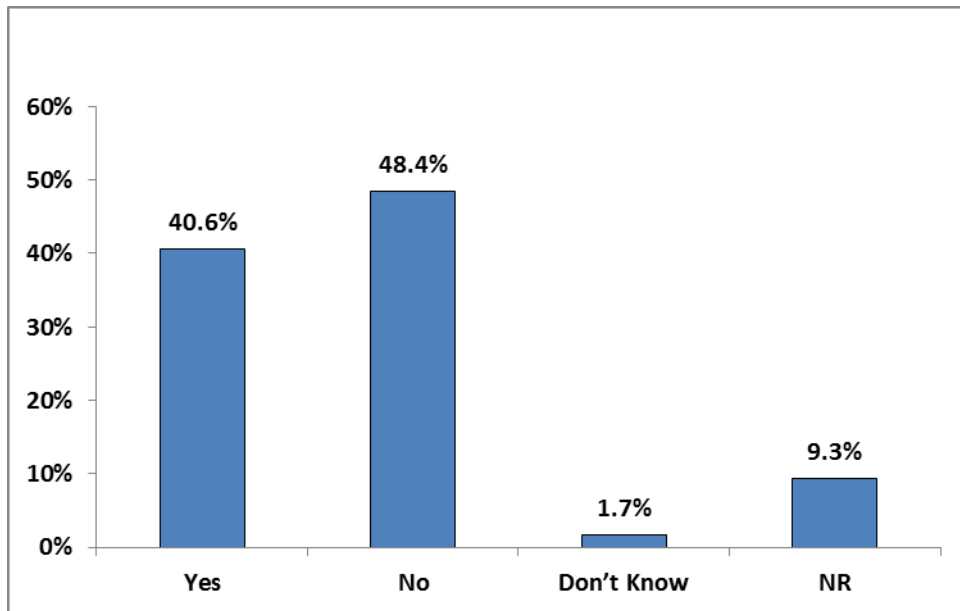


Most people indicated that they would consider participating in the energy efficient appliance rebate program (41.5%). About 30% would also consider the Home Performance with ENERGY STAR audit, COOLAdvantage, and WARMAdvantage. Fewer respondents (23.6%) would consider New Jersey ENERGY STAR Home.

Question 9_2: (cont)

Q9 - Yes	TOTAL		Home Performance with ENERGY STAR	COOLAdvantage	New Jersey ENERGY STAR Homes	WARMAvantage	Energy Efficient Appliance Rebate Program
	#	%	%	%	%	%	%
Electric Utility Provider							
PSE&G	131	41.2	35.1%	28.2%	26.0%	32.1%	44.3%
ACE	31	9.7	32.3%	22.6%	25.8%	22.6%	51.6%
JCP&L	102	32.1	36.3%	40.2%	26.5%	37.3%	44.1%
RECO	11	3.5	18.2%	45.5%	18.2%	45.5%	45.5%
Other	20	6.3	20.0%	15.0%	10.0%	5.0%	30.0%
NR	23	7.2	13.0%	13.0%	8.7%	21.7%	8.7%
Gas Utility Provider							
PSE&G	133	41.8	33.8%	30.1%	25.6%	33.1%	42.1%
NJ Natural Gas	64	20.1	32.8%	40.6%	23.4%	34.4%	40.6%
South Jersey Gas	22	6.9	18.2%	22.7%	13.6%	13.6%	59.1%
Elizabethtown Gas	15	4.7	53.3%	40.0%	40.0%	46.7%	66.7%
Don't use	33	10.4	30.3%	24.2%	24.2%	27.3%	33.3%
Other	22	6.9	31.8%	27.3%	22.7%	22.7%	50.0%
NR	29	9.1	24.1%	17.2%	13.8%	27.6%	17.2%
Housing Type							
House	241	75.8	34.0%	29.5%	24.9%	32.0%	43.6%
Townhouse/Condo	38	11.9	28.9%	47.4%	26.3%	28.9%	52.6%
Apartment	15	4.7	33.3%	26.7%	20.0%	33.3%	26.7%
Other	1	0.3	100.0%	0.0%	0.0%	0.0%	0.0%
NR	23	7.2	13.0%	13.0%	8.7%	21.7%	13.0%
Rent/Own							
Rent	30	9.4	40.0%	40.0%	33.3%	33.3%	46.7%
Own	264	83	32.6%	30.3%	23.5%	31.1%	43.2%
Neither	2	0.6	50.0%	50.0%	50.0%	50.0%	100.0%
NR	22	6.9	13.6%	13.6%	9.1%	22.7%	9.1%
Married							
Yes	215	67.6	31.2%	30.2%	22.8%	29.8%	42.3%
No	79	24.8	39.2%	34.2%	27.8%	35.4%	48.1%
NR	24	7.5	16.7%	16.7%	16.7%	25.0%	12.5%
Number in Household							
1	33	10.4	39.4%	24.2%	21.2%	39.4%	36.4%
2	85	26.7	35.3%	34.1%	28.2%	34.1%	41.2%
3	49	15.4	26.5%	26.5%	22.4%	18.4%	46.9%
4	78	24.5	33.3%	28.2%	19.2%	30.8%	39.7%
5 or more	51	16	33.3%	41.2%	29.4%	35.3%	56.9%
NR	22	6.9	13.6%	13.6%	13.6%	22.7%	9.1%
Age							
18-25	4	1.3	25.0%	25.0%	25.0%	50.0%	50.0%
26-35	40	12.6	40.0%	30.0%	25.0%	25.0%	42.5%
36-50	134	42.1	29.1%	32.8%	20.9%	28.4%	44.0%
51-64	84	26.4	36.9%	35.7%	29.8%	42.9%	44.0%
65 or older	31	9.7	35.5%	16.1%	25.8%	22.6%	38.7%
NR	25	7.9	16.0%	16.0%	12.0%	20.0%	20.0%
Education							
Less than High School	1	0.3	0.0%	0.0%	0.0%	100.0%	0.0%
High School Graduate	20	6.3	20.0%	15.0%	15.0%	15.0%	40.0%
Some College	70	22	32.9%	25.7%	25.7%	27.1%	42.9%
College Graduate	204	64.2	35.3%	35.3%	25.5%	34.3%	45.1%
NR	23	7.2	13.0%	13.0%	8.7%	21.7%	8.7%
Ad Preference							
Ads with Humor	56	17.6	37.5%	35.7%	33.9%	35.7%	48.2%
Just the Facts	116	36.5	30.2%	31.9%	19.0%	31.0%	40.5%
Testimonials	15	4.7	33.3%	40.0%	33.3%	33.3%	60.0%
Ads Save Money	77	24.2	35.1%	35.1%	23.4%	33.8%	44.2%
Other	26	8.2	34.6%	11.5%	26.9%	15.4%	46.2%
NR	28	8.8	17.9%	10.7%	14.3%	25.0%	10.7%
Income							
Less than \$35,000	21	6.6	33.3%	19.0%	19.0%	33.3%	42.9%
\$35,000-\$49,999	17	5.3	29.4%	35.3%	17.6%	41.2%	58.8%
\$50,000-\$74,999	37	11.6	35.1%	27.0%	24.3%	29.7%	37.8%
\$75,000-\$99,999	37	11.6	32.4%	29.7%	24.3%	21.6%	45.9%
\$100,000 or more	111	34.9	35.1%	37.8%	27.0%	37.8%	44.1%
Prefer not to answer	58	18.2	36.2%	31.0%	27.6%	25.9%	44.8%
NR	37	11.6	13.5%	13.5%	10.8%	21.6%	18.9%
Gender							
Male	132	41.5	34.8%	28.0%	22.0%	29.5%	36.4%
Female	171	53.8	31.6%	33.3%	26.3%	33.3%	48.0%
NR	15	4.7	13.3%	13.3%	6.7%	13.3%	13.3%
TOTAL	318	100	32.1%	30.2%	23.6%	30.8%	41.5%

Question 10: Have you sought information about energy efficient products in the past year?

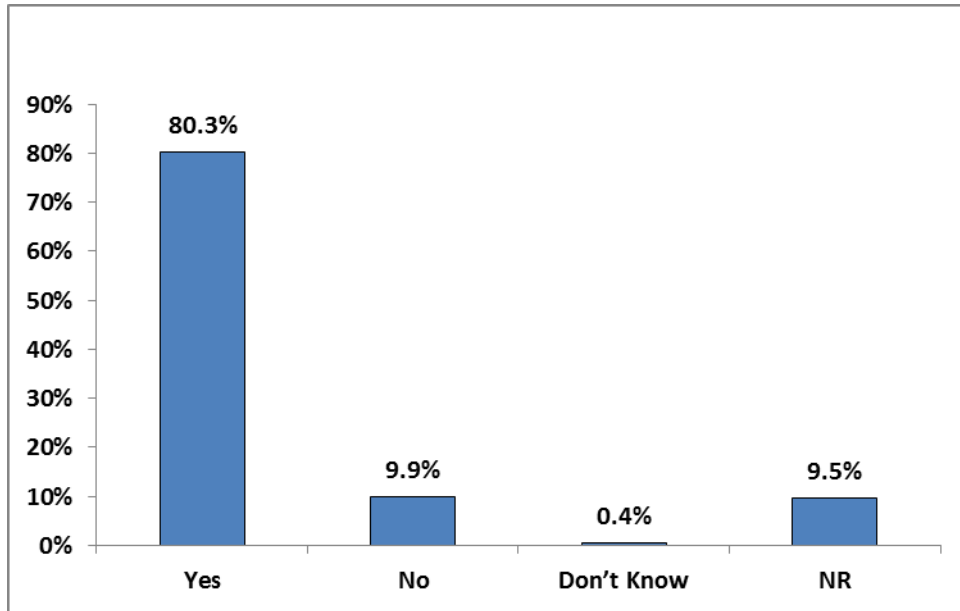


Similar to awareness about NJCEP itself, respondents were almost evenly split on whether or not they have sought information about energy efficient products in the past year. 40.6% indicated that they had sought such information while 48.4% indicated they had not.

Question 10: (cont)

Q10	TOTAL		Have you sought information about energy efficient products in the past year?			
	#	%	Yes %	No %	Don't Know %	NR %
Electric Utility Provider						
PSE&G	197	37.4	41.6	56.9	1.5	
ACE	49	9.3	40.8	57.1	2	
JCP&L	143	27.1	50.3	46.9	2.8	
RECO	13	2.5	53.8	46.2		
Other	25	4.7	52	48		
NR	100	19	20	30	1	49
Gas Utility Provider						
PSE&G	189	35.9	40.7	58.7	0.5	
NJ Natural Gas	86	16.3	48.8	47.7	3.5	
South Jersey Gas	39	7.4	48.7	46.2	5.1	
Elizabethtown Gas	22	4.2	68.2	31.8		
Don't use	51	9.7	45.1	52.9	2	
Other	36	6.8	38.9	55.6	2.8	2.8
NR	104	19.7	23.1	29.8	1	46.2
Housing Type						
House	353	67	45.3	53	1.7	
Townhouse/Condo	52	9.9	48.1	48.1	3.8	
Apartment	24	4.6	33.3	66.7		
Manufactured/Mobile Home	1	0.2	100			
Other	2	0.4	100			
NR	95	18	18.9	28.4	1.1	51.6
Rent/Own						
Rent	49	9.3	34.7	63.3	2	
Own	379	71.9	46.7	51.5	1.8	
Neither	3	0.6	33.3	66.7		
NR	96	18.2	19.8	28.1	1	51
Married						
Yes	289	54.8	47.1	51.2	1.7	
No	134	25.4	44	53.7	2.2	
NR	104	19.7	18.3	33.7	1	47.1
Number in Household						
1	55	10.4	43.6	52.7	3.6	
2	127	24.1	52	46.5	1.6	
3	77	14.6	39	59.7	1.3	
4	102	19.4	47.1	51	2	
5 or more	64	12.1	40.6	57.8	1.6	
NR	102	19.4	19.6	31.4	1	48
Age						
18-25	9	1.7	55.6	44.4		
26-35	55	10.4	45.5	52.7	1.8	
36-50	161	30.6	46	53.4	0.6	
51-64	115	21.8	46.1	50.4	3.5	
65 or older	80	15.2	42.5	55	2.5	
NR	107	20.3	21.5	31.8	0.9	45.8
Education						
Less than High School Graduate	4	0.8	25	75		
High School Graduate	48	9.1	33.3	62.5	4.2	
Some College	102	19.4	34.3	64.7	1	
College Graduate	274	52	52.2	46	1.8	
NR	99	18.8	19.2	30.3	1	49.5
Ad Preference						
Ads with Humor	81	15.4	44.4	53.1	2.5	
Just the Facts	160	30.4	54.4	45	0.6	
Testimonials	27	5.1	48.1	51.9		
Ads Save Money	111	21.1	36	61.3	2.7	
Other	42	8	40.5	57.1	2.4	
NR	106	20.1	19.8	32.1	1.9	46.2
Income						
Less than \$35,000	36	6.8	41.7	52.8	5.6	
\$35,000-\$49,999	27	5.1	48.1	51.9		
\$50,000-\$74,999	56	10.6	35.7	58.9	5.4	
\$75,000-\$99,999	49	9.3	49	51		
\$100,000 or more	138	26.2	52.2	47.8		
Prefer not to answer	101	19.2	41.6	55.4	3	
NR	120	22.8	23.3	35	0.8	40.8
Gender						
Male	212	40.2	45.8	48.6	1.4	4.2
Female	261	49.5	39.8	54	2.3	3.8
NR	54	10.2	24.1	20.4		55.6
TOTAL	527	100	40.6	48.4	1.7	9.3

Question 11: Do you actively take any actions to reduce your energy use at home?



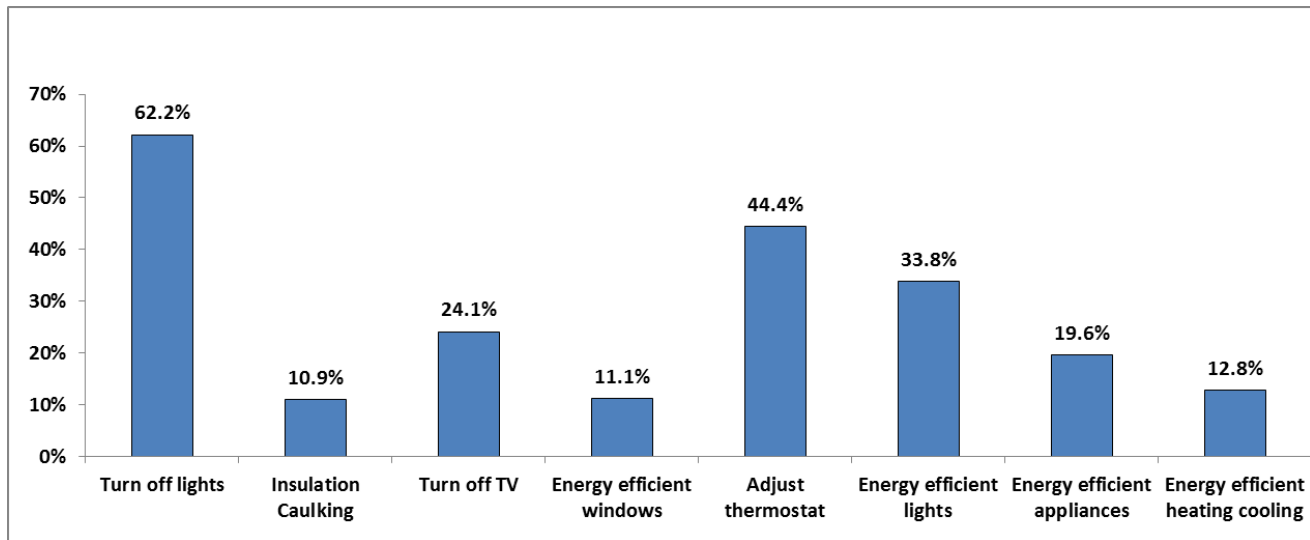
Regardless of whether or not respondents looked for information about energy efficient products, the vast majority (80.3%) took actions anyway to limit or reduce their use of energy in their home.

Over 90% of those aged 36 or older took such measures as did married individuals and those that are homeowners.

Question 11: (cont)

Q11	TOTAL		Do you actively take any actions to reduce your energy use at home?			
	#	%	Yes %	No %	Don't Know %	NR %
Electric Utility Provider						
PSE&G	197	37.4	89.3	10.7		
ACE	49	9.3	100			
JCP&L	143	27.1	88.1	11.9		
RECO	13	2.5	100			
Other	25	4.7	84	16		
NR	100	19	38	10	2	50
Gas Utility Provider						
PSE&G	189	35.9	88.4	11.6		
NJ Natural Gas	86	16.3	91.9	8.1		
South Jersey Gas	39	7.4	97.4	2.6		
Elizabethtown Gas	22	4.2	100			
Don't use	51	9.7	88.2	11.8		
Other	36	6.8	77.8	19.4		2.8
NR	104	19.7	42.3	8.7	1.9	47.1
Housing Type						
House	353	67	90.7	9.3		
Townhouse/Condo	52	9.9	90.4	9.6		
Apartment	24	4.6	83.3	16.7		
Manufactured/Mobile Home	1	0.2	100			
Other	2	0.4	100			
NR	95	18	34.7	10.5	2.1	52.6
Rent/Own						
Rent	49	9.3	79.6	20.4		
Own	379	71.9	91.6	8.4		
Neither	3	0.6	100			
NR	96	18.2	35.4	10.4	2.1	52.1
Married						
Yes	289	54.8	92.4	7.6		
No	134	25.4	85.8	14.2		
NR	104	19.7	39.4	10.6	1.9	48.1
Number in Household						
1	55	10.4	89.1	10.9		
2	127	24.1	91.3	8.7		
3	77	14.6	93.5	6.5		
4	102	19.4	89.2	10.8		
5 or more	64	12.1	89.1	10.9		
NR	102	19.4	37.3	11.8	2	49
Age						
18-25	9	1.7	100			
26-35	55	10.4	78.2	21.8		
36-50	161	30.6	90.7	9.3		
51-64	115	21.8	93.9	6.1		
65 or older	80	15.2	93.8	6.3		
NR	107	20.3	39.3	12.1	1.9	46.7
Education						
Less than High School Graduate	4	0.8	75	25		
High School Graduate	48	9.1	87.5	12.5		
Some College	102	19.4	91.2	8.8		
College Graduate	274	52	91.2	8.8		
NR	99	18.8	35.4	12.1	2	50.5
Ad Preference						
Ads with Humor	81	15.4	96.3	3.7		
Just the Facts	160	30.4	93.1	6.9		
Testimonials	27	5.1	96.3	3.7		
Ads Save Money	111	21.1	81.1	18.9		
Other	42	8	95.2	4.8		
NR	106	20.1	37.7	13.2	1.9	47.2
Income						
Less than \$35,000	36	6.8	88.9	11.1		
\$35,000-\$49,999	27	5.1	92.6	7.4		
\$50,000-\$74,999	56	10.6	87.5	12.5		
\$75,000-\$99,999	49	9.3	91.8	8.2		
\$100,000 or more	138	26.2	90.6	9.4		
Prefer not to answer	101	19.2	91.1	8.9		
NR	120	22.8	45.8	10.8	1.7	41.7
Gender						
Male	212	40.2	84.4	10.8		4.7
Female	261	49.5	86.6	8.8	0.8	3.8
NR	54	10.2	33.3	11.1		55.6
TOTAL	527	100	80.3	9.9	0.4	9.5

Question 11 (cont): Which of the following methods do you use to reduce your energy bills?



Turning the lights off (62.2%) was the most common method of reducing energy use, followed by adjusting the thermostat (44.4%) and using energy efficient lights (33.8%).

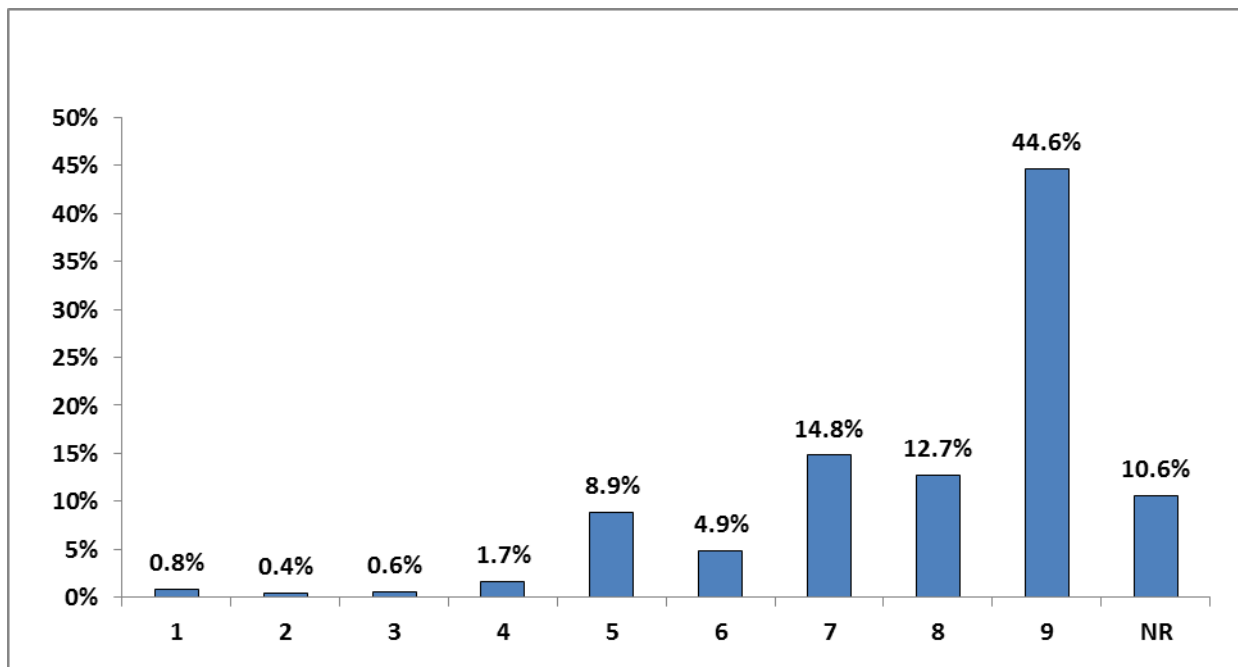
Other methods include turning off the TV (24.1%), using energy efficient appliances (19.6%), and using energy efficient heating and cooling systems (12.8%).

About 11% of respondents used energy efficient windows and insulation and caulking to reduce energy usage.

Question 11: (cont)

Q11	TOTAL		Turn off lights	Insulation / caulking	Turn off TV	Energy efficient windows	Adjust thermostat	Energy efficient lights	Energy efficient appliances	Energy efficient heating cooling
	#	%	%	%	%	%	%	%	%	%
Electric Utility Provider										
PSE&G	176	41.6	61.9%	9.7%	25.6%	12.5%	49.4%	30.7%	19.3%	9.7%
ACE	49	11.6	63.3%	10.2%	24.5%	6.1%	38.8%	36.7%	30.6%	18.4%
JCP&L	126	29.8	64.3%	15.1%	19.0%	11.9%	48.4%	41.3%	17.5%	13.5%
RECO	13	3.1	76.9%	7.7%	38.5%	23.1%	38.5%	30.8%	38.5%	23.1%
Other	21	5	66.7%	14.3%	23.8%	4.8%	23.8%	23.8%	19.0%	14.3%
NR	38	9	47.4%	2.6%	28.9%	7.9%	28.9%	26.3%	7.9%	13.2%
Gas Utility Provider										
PSE&G	167	39.5	62.3%	11.4%	22.8%	14.4%	50.3%	34.1%	18.6%	10.8%
NJ Natural Gas	79	18.7	58.2%	8.9%	19.0%	11.4%	50.6%	39.2%	21.5%	15.2%
South Jersey Gas	38	9	71.1%	10.5%	21.1%	5.3%	42.1%	31.6%	26.3%	18.4%
Elizabethtown Gas	22	5.2	68.2%	9.1%	36.4%	13.6%	36.4%	9.1%	27.3%	9.1%
Don't use	45	10.6	66.7%	11.1%	22.2%	8.9%	33.3%	44.4%	24.4%	11.1%
Other	28	6.6	67.9%	28.6%	32.1%	7.1%	50.0%	32.1%	17.9%	14.3%
NR	44	10.4	50.0%	2.3%	31.8%	6.8%	25.0%	27.3%	6.8%	13.6%
Housing Type										
House	320	75.7	63.4%	12.2%	22.5%	12.5%	47.2%	35.0%	20.6%	14.1%
Townhouse/Condo	47	11.1	66.0%	8.5%	27.7%	8.5%	44.7%	38.3%	23.4%	6.4%
Apartment	20	4.7	60.0%	10.0%	30.0%	0.0%	25.0%	15.0%	15.0%	0.0%
Manufactured/Mobile Home	1	0.2	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	2	0.5	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%
NR	33	7.8	48.5%	3.0%	33.3%	9.1%	33.3%	27.3%	9.1%	18.2%
Rent/Own										
Rent	39	9.2	59.0%	12.8%	23.1%	5.1%	23.1%	25.6%	12.8%	0.0%
Own	347	82	64.0%	11.2%	23.9%	12.1%	48.7%	35.4%	21.3%	13.8%
Neither	3	0.7	100.0%	33.3%	0.0%	0.0%	0.0%	33.3%	0.0%	0.0%
NR	34	8	44.1%	2.9%	29.4%	8.8%	29.4%	26.5%	11.8%	17.6%
Married										
Yes	267	63.1	62.9%	12.7%	23.2%	12.7%	50.9%	36.7%	21.0%	14.2%
No	115	27.2	66.1%	8.7%	26.1%	8.7%	33.9%	30.4%	19.1%	8.7%
NR	41	9.7	46.3%	4.9%	24.4%	7.3%	31.7%	24.4%	12.2%	14.6%
Number in Household										
1	49	11.6	59.2%	14.3%	20.4%	10.2%	49.0%	28.6%	12.2%	10.2%
2	116	27.4	56.0%	12.1%	19.8%	15.5%	51.7%	36.2%	16.4%	12.9%
3	72	17	72.2%	12.5%	25.0%	15.3%	47.2%	33.3%	29.2%	11.1%
4	91	21.5	64.8%	11.0%	28.6%	7.7%	47.3%	33.0%	22.0%	14.3%
5 or more	57	13.5	70.2%	7.0%	26.3%	5.3%	29.8%	38.6%	19.3%	12.3%
NR	38	9	47.4%	5.3%	26.3%	7.9%	26.3%	28.9%	15.8%	15.8%
Age										
18-25	9	2.1	55.6%	0.0%	22.2%	0.0%	0.0%	11.1%	0.0%	11.1%
26-35	43	10.2	65.1%	2.3%	25.6%	9.3%	27.9%	32.6%	27.9%	4.7%
36-50	146	34.5	64.4%	10.3%	27.4%	8.9%	45.2%	35.6%	23.3%	12.3%
51-64	108	25.5	63.9%	19.4%	20.4%	15.7%	57.4%	40.7%	20.4%	14.8%
65 or older	75	17.7	61.3%	10.7%	20.0%	13.3%	46.7%	26.7%	9.3%	14.7%
NR	42	9.9	50.0%	2.4%	28.6%	7.1%	31.0%	28.6%	19.0%	14.3%
Education										
Less than High School	3	0.7	66.7%	0.0%	0.0%	0.0%	66.7%	33.3%	0.0%	0.0%
High School Graduate	42	9.9	57.1%	11.9%	35.7%	7.1%	35.7%	21.4%	16.7%	16.7%
Some College	93	22	66.7%	11.8%	25.8%	8.6%	38.7%	36.6%	21.5%	14.0%
College Graduate	250	59.1	63.6%	11.6%	21.2%	13.2%	49.6%	36.0%	20.8%	11.6%
NR	35	8.3	45.7%	2.9%	28.6%	8.6%	31.4%	25.7%	11.4%	14.3%
Ad Preference										
Ads with Humor	78	18.4	69.2%	12.8%	23.1%	7.7%	51.3%	24.4%	14.1%	11.5%
Just the Facts	149	35.2	61.7%	14.8%	25.5%	12.8%	51.0%	37.6%	24.8%	18.1%
Testimonials	26	6.1	65.4%	15.4%	11.5%	23.1%	23.1%	19.2%	11.5%	7.7%
Ads Save Money	90	21.3	63.3%	5.6%	26.7%	5.6%	42.2%	35.6%	22.2%	6.7%
Other	40	9.5	60.0%	5.0%	20.0%	15.0%	37.5%	47.5%	20.0%	12.5%
NR	40	9.5	47.5%	7.5%	27.5%	12.5%	32.5%	30.0%	10.0%	12.5%
Income										
Less than \$35,000	32	7.6	68.8%	21.9%	21.9%	6.3%	37.5%	21.9%	12.5%	6.3%
\$35,000-\$49,999	25	5.9	80.0%	12.0%	24.0%	16.0%	32.0%	28.0%	16.0%	12.0%
\$50,000-\$74,999	49	11.6	61.2%	4.1%	32.7%	16.3%	51.0%	34.7%	30.6%	18.4%
\$75,000-\$99,999	45	10.6	62.2%	11.1%	26.7%	8.9%	44.4%	28.9%	22.2%	4.4%
\$100,000 or more	125	29.6	63.2%	16.0%	22.4%	15.2%	55.2%	40.0%	22.4%	13.6%
Prefer not to answer	92	21.7	58.7%	7.6%	19.6%	7.6%	39.1%	35.9%	16.3%	15.2%
NR	55	13	54.5%	3.6%	27.3%	5.5%	32.7%	29.1%	12.7%	12.7%
Gender										
Male	179	42.3	55.3%	14.5%	20.7%	10.6%	44.7%	40.8%	17.3%	15.1%
Female	226	53.4	69.0%	8.4%	27.0%	11.5%	46.0%	28.8%	22.1%	11.1%
NR	18	4.3	44.4%	5.6%	22.2%	11.1%	22.2%	27.8%	11.1%	11.1%
TOTAL	423	100	62.2%	10.9%	24.1%	11.1%	44.4%	33.8%	19.6%	12.8%

Question 12: On a scale of 1 to 9, where 1 means ‘not at all important’ and 9 means ‘very important’, how important is it to limit or reduce energy use in your home?



Most respondents (77%) feel it is at least somewhat important to limit or reduce energy use in the home. Almost half (44.6%) felt it was very important to do so.

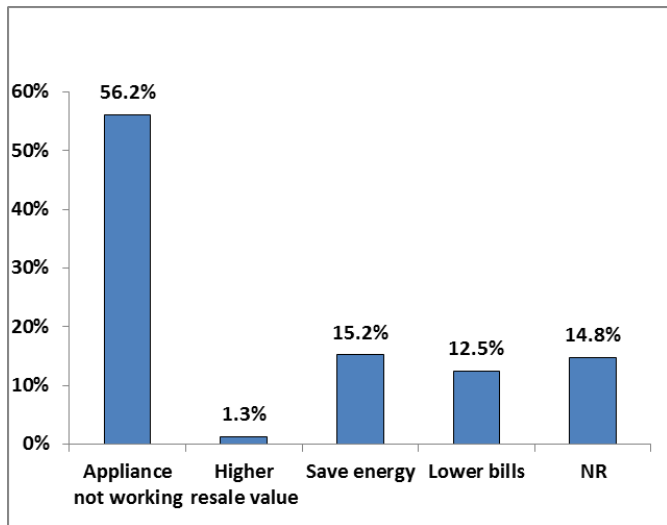
Only 3.5% felt it was not important to reduce energy use. About 20% were either neutral or did not respond to the question.

Question 12: (cont)

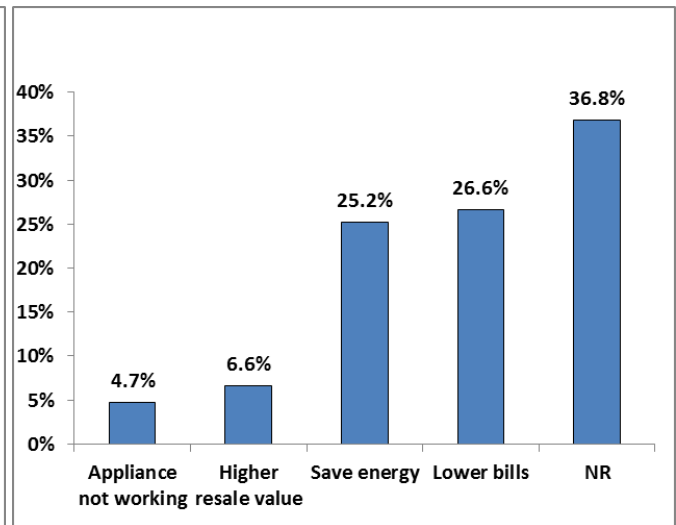
Q12	TOTAL		On a scale of 1 to 9 how important is it to limit or reduce energy in your home?									
	#	%	1	2	3	4	5	6	7	8	9	NR
			%	%	%	%	%	%	%	%	%	%
Electric Utility												
PSE&G	197	37.4	1.5		1	1.5	10.7	6.1	17.8	13.7	47.7	
ACE	49	9.3		2		4.1	4.1	8.2	12.2	14.3	55.1	
JCP&L	143	27.1		0.7	0.7	1.4	13.3	5.6	17.5	14.7	46.2	
RECO	13	2.5						7.7	7.7	23.1	61.5	
Other	25	4.7					8	4	16	16	52	4
NR	100	19	1			2	3		7	5	27	55
Gas Utility Provider												
PSE&G	189	35.9	1.1		1.1	0.5	10.1	4.2	17.5	15.3	50.3	
NJ Natural Gas	86	16.3		1.2		2.3	12.8	7	16.3	18.6	41.9	
South Jersey Gas	39	7.4		2.6		5.1	7.7	5.1	15.4	12.8	48.7	2.6
Elizabethtown Gas	22	4.2					4.5	13.6	4.5	13.6	63.6	
Don't use	51	9.7					11.8	9.8	23.5	13.7	41.2	
Other	36	6.8	2.8		2.8	2.8	8.3	2.8	8.3	5.6	61.1	5.6
NR	104	19.7	1			2.9	3.8	1	8.7	4.8	26.9	51
Housing Type												
House	353	67	0.6	0.6	0.6	1.7	10.8	6.8	17.8	13.9	46.7	0.6
Townhouse/Condo	52	9.9				1.9	7.7	1.9	17.3	21.2	50	
Apartment	24	4.6	4.2		4.2		8.3	4.2	4.2	8.3	66.7	
Manufactured/Mobile	1	0.2									100	
Other	2	0.4									100	
NR	95	18	1.1			2.1	3.2		5.3	5.3	26.3	56.8
Rent/Own												
Rent	49	9.3	2		2	2	6.1	8.2	4.1	14.3	59.2	2
Own	379	71.9	0.5	0.5	0.5	1.6	10.8	5.8	18.5	14.5	47	0.3
Neither	3	0.6									100	
NR	96	18.2	1			2.1	3.1		6.3	5.2	26	56.3
Married												
Yes	289	54.8		0.7	0.7	1.7	11.4	6.2	17.6	14.9	46.7	
No	134	25.4	2.2		0.7	0.7	7.5	6	12.7	14.2	54.5	1.5
NR	104	19.7	1			2.9	3.8		9.6	4.8	26	51.9
Number in												
1	55	10.4	1.8		1.8		10.9	5.5	10.9	9.1	58.2	1.8
2	127	24.1	1.6	0.8	0.8	1.6	10.2	4.7	22.8	9.4	47.2	0.8
3	77	14.6				2.6	6.5	5.2	16.9	16.9	51.9	
4	102	19.4	1	1	1	1	11.8	2.9	12.7	20.6	48	
5 or more	64	12.1				3.1	10.9	12.5	12.5	17.2	43.8	
NR	102	19.4				2	3.9	2	8.8	4.9	25.5	52.9
Age												
18-25	9	1.7				11.1		11.1	11.1	11.1	55.6	
26-35	55	10.4	1.8			5.5	16.4	5.5	18.2	16.4	34.5	1.8
36-50	161	30.6	0.6		1.2	0.6	9.9	6.8	14.9	18.6	47.2	
51-64	115	21.8	0.9	0.9	0.9		7	3.5	19.1	12.2	55.7	
65 or older	80	15.2	1.3	1.3		2.5	11.3	5	17.5	8.8	51.3	1.3
NR	107	20.3				1.9	4.7	2.8	6.5	5.6	28	50.5
Education												
Less than High School	4	0.8	25						25		50	
High School Graduate	48	9.1		2.1	2.1		6.3	2.1	6.3	12.5	64.6	4.2
Some College	102	19.4	1	1		2	10.8	3.9	16.7	7.8	56.9	
College Graduate	274	52	0.4		0.7	1.8	10.2	7.7	18.6	17.2	43.4	
NR	99	18.8	1			2	5.1		6.1	6.1	25.3	54.5
Ad Preference												
Ads with Humor	81	15.4		1.2	1.2	2.5	9.9	7.4	18.5	16	43.2	
Just the Facts	160	30.4	0.6	0.6	1.3	1.3	10	5	16.3	14.4	50	0.6
Testimonials	27	5.1	3.7			3.7	11.1	22.2	7.4	11.1	40.7	
Ads Save Money	111	21.1	0.9			1.8	10.8	5.4	14.4	15.3	51.4	
Other	42	8				2.4	2.4	23.8	11.9	59.5	2.4	
NR	106	20.1	0.9			1.9	6.6		8.5	5.7	25.5	50.9
Income												
Less than \$35,000	36	6.8	2.8	2.8	2.8	2.8	5.6	2.8	16.7	13.9	50	
\$35,000-\$49,999	27	5.1	3.7			3.7	3.7	11.1	11.1	18.5	48.1	
\$50,000-\$74,999	56	10.6		1.8		3.6	10.7	1.8	14.3	21.4	46.4	
\$75,000-\$99,999	49	9.3					6.1	10.2	6.1	18.4	59.2	
\$100,000 or more	138	26.2	0.7		0.7	0.7	11.6	6.5	21.7	11.6	45.7	0.7
Prefer not to answer	101	19.2			1		10.9	6.9	19.8	10.9	49.5	1
NR	120	22.8	0.8			3.3	6.7		6.7	7.5	30	45
Gender												
Male	212	40.2	0.5	0.5	0.9	1.4	10.4	5.7	18.9	13.2	43.4	5.2
Female	261	49.5	0.8	0.4	0.4	1.9	9.2	5.4	13.4	13.8	49.8	5
NR	54	10.2	1.9			1.9	1.9		5.6	5.6	24.1	59.3
TOTAL	527	100	0.8	0.4	0.6	1.7	8.9	4.9	14.8	12.7	44.6	10.6

Question 13: What is the most important reason why you would consider replacing an appliance such as a refrigerator or washing machine? What is the second most important reason?

First Reason:



Second Reason:



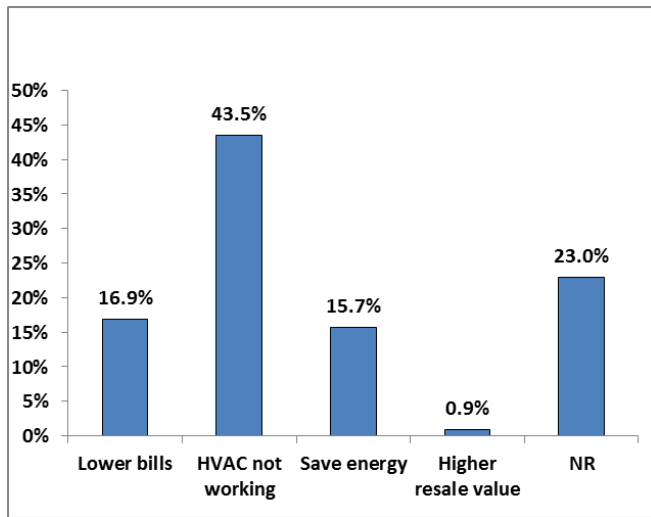
Over half of the respondents (56.2%) stated that the most important reason to replace an appliance was because it was not working. Another 27.7% thought the most important reason was to save energy or lower their utility bills. Only 1.3% would replace an appliance to increase the resale value of their home.

Question 13: (cont)

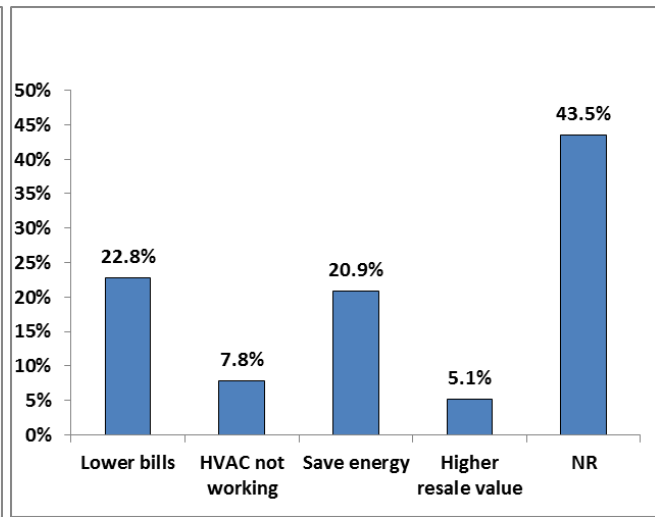
Q13	TOTAL		What is the most important reason why you would consider replacing an appliance?					The second most important reason?				
			Appliance not working	Higher home resale value	Save energy	Lower utility bills	NR	Appliance not working	Higher home resale value	Save energy	Lower utility bills	NR
			%	%	%	%	%	%	%	%	%	%
Electric Utility Provider	#	%	%	%	%	%	%	%	%	%	%	%
PSE&G	197	37.4	65	1	17.8	12.2	4.1	5.1	7.1	30.5	30.5	26.9
ACE	49	9.3	69.4	2	16.3	8.2	4.1	6.1	4.1	30.6	32.7	26.5
JCP&L	143	27.1	60.8	2.1	16.1	18.2	2.8	5.6	10.5	25.2	31.5	27.3
RECO	13	2.5	69.2		15.4	7.7	7.7	7.7	15.4	30.8	30.8	15.4
Other	25	4.7	60		20	12	8	4	4	24	32	36
NR	100	19	23	1	7	8	61	2	1	12	7	78
Gas Utility Provider												
PSE&G	189	35.9	68.3	0.5	15.3	11.6	4.2	4.8	8.5	30.7	28.6	27.5
NJ Natural Gas	86	16.3	62.8		12.8	19.8	4.7	7	11.6	26.7	31.4	23.3
South Jersey Gas	39	7.4	64.1		20.5	5.1	10.3	5.1	5.1	20.5	33.3	35.9
Elizabethtown n Gas	22	4.2	45.5	4.5	31.8	18.2		9.1	4.5	18.2	40.9	27.3
Don't use	51	9.7	66.7	3.9	15.7	13.7		7.8	5.9	27.5	31.4	27.5
Other	36	6.8	52.8	2.8	25	11.1	8.3		2.8	30.6	38.9	27.8
NR	104	19.7	24	1.9	7.7	9.6	56.7	1.9	1.9	14.4	6.7	75
Housing Type												
House	353	67	65.7	1.1	16.4	13	3.7	5.1	9.1	29.5	30	26.3
Tow nhouse/Condo	52	9.9	61.5	3.8	19.2	11.5	3.8	5.8	1.9	21.2	38.5	32.7
Apartment	24	4.6	45.8		20.8			8.3		29.2	33.3	29.2
Manufactured/Mobile Home	1	0.2					100					100
Other	2	0.4	100						50			50
NR	95	18	20	1.1	7.4	7.4	64.2	2.1	1.1	11.6	6.3	78.9
Rent/Own												
Rent	49	9.3	49	4.1	18.4	24.5	4.1	8.2	4.1	22.4	34.7	30.6
Ow n	379	71.9	65.7	1.1	16.9	12.4	4	5	8.2	29	30.6	27.2
Neither	3	0.6	100						33.3	33.3	33.3	
NR	96	18.2	20.8	1	7.3	7.3	63.5	2.1	1	11.5	6.3	79.2
Married												
Yes	289	54.8	65.1	1	15.6	14.9	3.5	5.5	8.7	31.1	28.7	26
No	134	25.4	61.9	2.2	20.1	11.2	4.5	5.2	6.7	22.4	36.6	29.1
NR	104	19.7	24	1	7.7	7.7	59.6	1.9	1	12.5	7.7	76.9
Number in Household												
1	55	10.4	65.5	3.6	20	10.9		7.3	7.3	23.6	32.7	29.1
2	127	24.1	66.9	1.6	11.8	12.6	7.1	2.4	9.4	22	29.9	36.2
3	77	14.6	62.3	1.3	23.4	10.4	2.6	3.9	9.1	29.9	35.1	22.1
4	102	19.4	63.7	1	17.6	13.7	3.9	6.9	4.9	32.4	34.3	21.6
5 or more	64	12.1	60.9		14.1	21.9	3.1	9.4	9.4	35.9	21.9	23.4
NR	102	19.4	22.5	1	8.8	7.8	59.8	2	1	12.7	7.8	76.5
Age												
18-25	9	1.7	33.3		44.4	11.1	11.1		22.2	11.1	33.3	33.3
26-35	55	10.4	67.3		9.1	18.2	5.5	9.1	10.9	34.5	20	25.5
36-50	161	30.6	63.4	1.2	20.5	11.2	3.7	6.2	7.5	28	34.8	23.6
51-64	115	21.8	66.1	1.7	16.5	14.8	0.9	3.5	6.1	32.2	31.3	27
65 or older	80	15.2	65	2.5	13.8	11.3	7.5	5	7.5	17.5	31.3	38.8
NR	107	20.3	24.3	0.9	7.5	10.3	57	1.9	1.9	15.9	8.4	72
Education												
Less than High School	4	0.8	50	25		25				50		50
High School Graduate	48	9.1	58.3	2.1	20.8	14.6	4.2	4.2	6.3	18.8	33.3	37.5
Some College	102	19.4	60.8	1	17.6	18.6	2	6.9	6.9	30.4	36.3	19.6
College Graduate	274	52	65.7	1.1	16.8	11.7	4.7	5.1	8.8	29.2	29.2	27.7
NR	99	18.8	24.2	1	6.1	7.1	61.6	2	1	11.1	7.1	78.8
Ad Preference												
Ads with Humor	81	15.4	71.6	2.5	14.8	9.9	1.2	6.2	7.4	30.9	24.7	30.9
Just the Facts	160	30.4	66.3		16.9	13.1	3.8	5.6	10.6	25	36.9	21.9
Testimonials	27	5.1	59.3	3.7	18.5	14.8	3.7	11.1	3.7	22.2	33.3	29.6
Ads Save Money	111	21.1	57.7	1.8	17.1	18	5.4	3.6	8.1	29.7	33.3	25.2
Other	42	8	57.1	2.4	21.4	14.3	4.8	4.8	2.4	40.5	14.3	38.1
NR	106	20.1	26.4	0.9	7.5	6.6	58.5	1.9	0.9	11.3	8.5	77.4
Income												
Less than \$35,000	36	6.8	69.4	2.8	16.7	11.1		5.6	2.8	25	36.1	30.6
\$35,000-\$49,999	27	5.1	66.7		14.8	18.5		7.4		40.7	37	14.8
\$50,000-\$74,999	56	10.6	55.4		23.2	19.6	1.8	3.6	10.7	17.9	41.1	26.8
\$75,000-\$99,999	49	9.3	67.3		18.4	10.2	4.1	8.2	10.2	24.5	34.7	22.4
\$100,000 or more	138	26.2	67.4	2.2	15.9	10.9	3.6	5.1	9.4	31.2	31.9	22.5
Prefer not to answer	101	19.2	64.4	1	15.8	12.9	5.9	5	5.9	30.7	21.8	36.6
NR	120	22.8	25.8	1.7	8.3	10.8	53.3	2.5	3.3	14.2	9.2	70.8
Gender												
Male	212	40.2	59	1.9	17.5	12.3	9.4	4.7	9.4	25	26.9	34
Female	261	49.5	60.2	0.8	16.1	14.9	8	5	5.4	29.1	30.7	29.9
NR	54	10.2	25.9	1.9	1.9	1.9	68.5	3.7	1.9	7.4	5.6	81.5
TOTAL	527	100	56.2	1.3	15.2	12.5	14.8	4.7	6.6	25.2	26.6	36.8

Question 14: What is the most important reason why you would consider replacing your HVAC system? What is the second most important reason?

First Reason:



Second Reason:

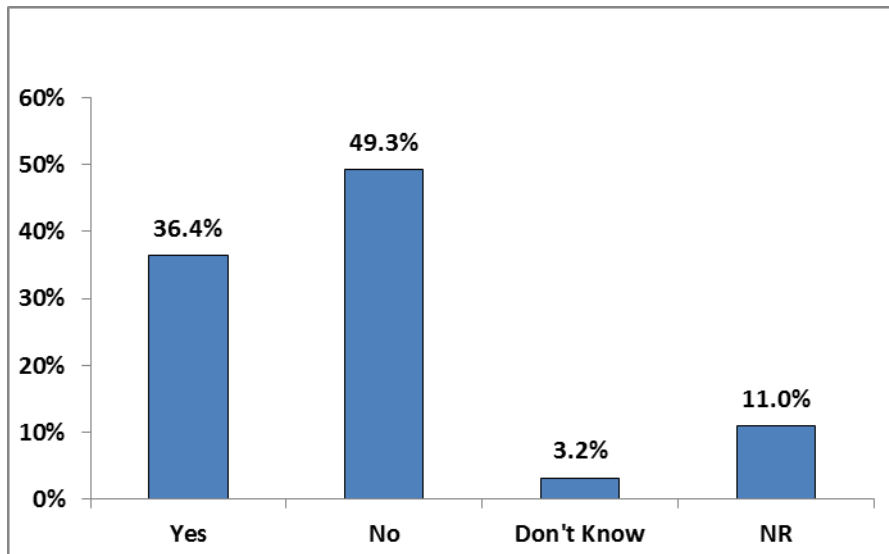


Similar to replacing an appliance, the most common reason for replacing a HVAC system(43.5%) is because it is not working. Perhaps because HVAC systems use more energy, almost a third (32.6%) stated that they would replace a HVAC system to save energy or lower their utility bill.

Question 14: (cont)

Q14	TOTAL		What is the most important reason why you would consider replacing your HVAC System?					The second most important reason?				
			Lower utility bills	HVAC system not working	Save energy	Higher home resale value	NR	Lower utility bills	HVAC system not working	Save energy	Higher home resale value	NR
			#	%	%	%	%	%	%	%	%	%
Electric Utility Provider												
PSE&G	197	37.4	19.3	50.3	15.2	1	14.2	26.4	7.6	26.4	4.6	35
ACE	49	9.3	20.4	36.7	22.4	2	18.4	22.4	12.2	24.5	6.1	34.7
JCP&L	143	27.1	16.8	51.7	21.7	0.7	9.1	27.3	9.8	21	7.7	34.3
RECO	13	2.5	23.1	53.8	23.1			15.4	7.7	30.8	7.7	38.5
Other	25	4.7	8	44	16	4	28	32	8	20		40
NR	100	19	12	20	4		64	8	3	7	3	79
Gas Utility Provider												
PSE&G	189	35.9	15.9	54.5	15.9	1.1	12.7	27	7.4	24.3	6.3	34.9
NJ Natural Gas	86	16.3	17.4	55.8	17.4		9.3	29.1	10.5	26.7	7	26.7
South Jersey Gas	39	7.4	17.9	38.5	20.5		23.1	25.6	7.7	20.5	2.6	43.6
Elizabethtown Gas	22	4.2	22.7	45.5	9.1	4.5	18.2	22.7		45.5	4.5	27.3
Don't use	51	9.7	19.6	29.4	23.5	3.9	23.5	19.6	17.6	13.7	5.9	43.1
Other	36	6.8	25	44.4	22.2		8.3	27.8	5.6	22.2	2.8	41.7
NR	104	19.7	12.5	21.2	7.7		58.7	8.7	3.8	7.7	2.9	76.9
Housing Type												
House	353	67	17.8	48.2	18.1	1.4	14.4	25.5	8.8	25.2	5.9	34.6
Townhouse/Condo	52	9.9	15.4	53.8	21.2		9.6	30.8	7.7	21.2	3.8	36.5
Apartment	24	4.6	33.3	37.5	16.7		12.5	20.8	12.5	16.7	4.2	45.8
Manufactured/Mobile Home	1	0.2		100								100
Other	2	0.4		50			50	50				50
NR	95	18	10.5	21.1	4.2		64.2	8.4	3.2	6.3	3.2	78.9
Rent/Own												
Rent	49	9.3	36.7	32.7	14.3	4.1	12.2	20.4	14.3	20.4	4.1	40.8
Own	379	71.9	15.8	50.1	19	0.8	14.2	26.6	8.2	24.3	5.8	35.1
Neither	3	0.6	33.3	66.7				33.3		66.7		
NR	96	18.2	10.4	21.9	4.2		63.5	8.3	3.1	6.3	3.1	79.2
Married												
Yes	289	54.8	17.3	50.2	18.3	0.7	13.5	27.3	7.3	27.7	5.9	31.8
No	134	25.4	20.9	45.5	17.2	2.2	14.2	23.9	11.2	17.2	5.2	42.5
NR	104	19.7	10.6	22.1	6.7		60.6	8.7	4.8	6.7	2.9	76.9
Number in Household												
1	55	10.4	21.8	41.8	18.2		18.2	18.2	12.7	20	7.3	41.8
2	127	24.1	13.4	48.8	18.1	1.6	18.1	22.8	7.1	15	6.3	48.8
3	77	14.6	15.6	45.5	23.4	2.6	13	28.6	5.2	28.6	1.3	36.4
4	102	19.4	19.6	52	16.7		11.8	31.4	8.8	33.3	5.9	20.6
5 or more	64	12.1	25	50	15.6	1.6	7.8	28.1	14.1	26.6	6.3	25
NR	102	19.4	11.8	23.5	4.9		59.8	8.8	2.9	6.9	3.9	77.5
Age												
18-25	9	1.7	66.7	33.3				11.1	33.3	22.2		33.3
26-35	55	10.4	23.6	47.3	12.7	1.8	14.5	23.6	16.4	25.5	3.6	30.9
36-50	161	30.6	18.6	50.9	17.4	1.2	11.8	28	9.3	26.7	5.6	30.4
51-64	115	21.8	13.9	49.6	24.3	0.9	11.3	29.6	4.3	26.1	6.1	33.9
65 or older	80	15.2	10	45	20	1.3	23.8	23.8	6.3	13.8	6.3	50
NR	107	20.3	15	23.4	3.7		57.9	7.5	3.7	9.3	3.7	75.7
Education												
Less than High School	4	0.8	25	25		25	25			25		75
High School Graduate	48	9.1	10.4	45.8	20.8	2.1	20.8	18.8	4.2	18.8	6.3	52.1
Some College	102	19.4	22.5	47.1	19.6	2	8.8	30.4	11.8	27.5	4.9	25.5
College Graduate	274	52	18.2	49.6	18.2	0.4	13.5	26.3	8.8	24.1	5.8	35
NR	99	18.8	10.1	22.2	3		64.6	8.1	3	6.1	3	79.8
Ad Preference												
Ads with Humor	81	15.4	9.9	49.4	19.8	1.2	19.8	18.5	8.6	23.5	8.6	40.7
Just the Facts	160	30.4	18.8	49.4	20		11.9	31.9	8.1	22.5	6.3	31.3
Testimonials	27	5.1	40.7	44.4	3.7	3.7	7.4	11.1	14.8	37		37
Ads Save Money	111	21.1	20.7	47.7	19.8	1.8	9.9	30.6	11.7	25.2	6.3	26.1
Other	42	8	16.7	40.5	16.7	2.4	23.8	16.7	2.4	26.2		54.8
NR	106	20.1	9.4	26.4	4.7		59.4	9.4	2.8	5.7	2.8	79.2
Income												
Less than \$35,000	36	6.8	11.1	52.8	16.7	2.8	16.7	30.6	5.6	16.7	2.8	44.4
\$35,000-\$49,999	27	5.1	18.5	44.4	7.4	3.7	25.9	25.9	11.1	25.9	3.7	33.3
\$50,000-\$74,999	56	10.6	23.2	41.1	26.8		8.9	37.5	14.3	17.9	5.4	25
\$75,000-\$99,999	49	9.3	24.5	46.9	18.4		10.2	22.4	12.2	26.5	6.1	32.7
\$100,000 or more	138	26.2	15.9	55.8	18.1	0.7	9.4	31.9	5.1	28.3	6.5	28.3
Prefer not to answer	101	19.2	18.8	44.6	17.8		18.8	10.9	7.9	26.7	5.9	48.5
NR	120	22.8	11.7	25	6.7	1.7	55	12.5	5.8	6.7	3.3	71.7
Gender												
Male	212	40.2	16.5	42	17.5	1.9	22.2	24.1	7.1	22.2	8	38.7
Female	261	49.5	20.3	47.9	16.9	0.4	14.6	24.1	9.6	23.4	3.4	39.5
NR	54	10.2	1.9	27.8	3.7		66.7	11.1	1.9	3.7	1.9	81.5
TOTAL	527	100	16.9	43.5	15.7	0.9	23	22.8	7.8	20.9	5.1	43.5

Question 15: Do you know what a 'Home Performance with ENERGY STAR' audit is?



Almost half (49.3%) of respondents did not know what a Home Performance with ENERGY STAR audit was.

Those that did not know or did not respond were read a brief description of the this audit program so that they could answer Question 16.

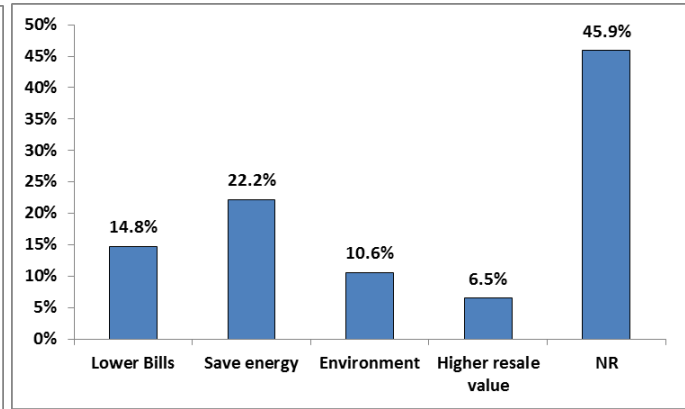
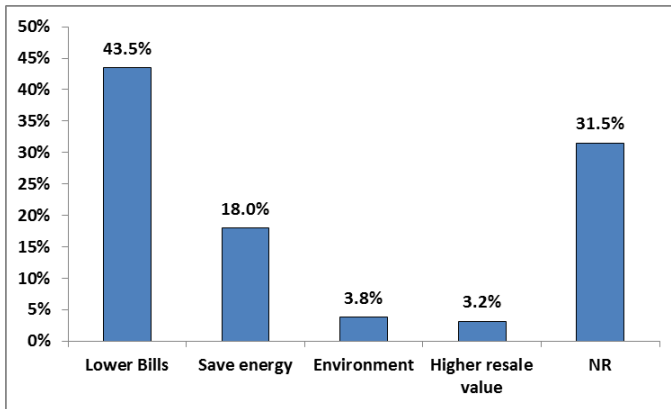
Question 15: (cont)

Q15	TOTAL		Do you know what a Home Performance with ENERGY STAR audit is ?			
	#	%	Yes	No	Don't Know	NR
	#	%	%	%	%	%
Electric Utility Provider						
PSE&G	197	37.4	38.1	58.9	3	
ACE	49	9.3	51	42.9	6.1	
JCP&L	143	27.1	44.1	52.4	3.5	
RECO	13	2.5	46.2	46.2	7.7	
Other	25	4.7	40	56	4	
NR	100	19	13	28	1	58
Gas Utility Provider						
PSE&G	189	35.9	39.2	57.1	3.7	
NJ Natural Gas	86	16.3	45.3	54.7		
South Jersey Gas	39	7.4	43.6	43.6	10.3	2.6
Elizabethtown Gas	22	4.2	72.7	27.3		
Don't use	51	9.7	41.2	54.9	3.9	
Other	36	6.8	27.8	61.1	8.3	2.8
NR	104	19.7	14.4	30.8	1	53.8
Housing Type						
House	353	67	44.5	52.1	3.4	
Townhouse/Condo	52	9.9	34.6	59.6	5.8	
Apartment	24	4.6	20.8	75	4.2	
Manufactured/Mobile Home	1	0.2		100		
Other	2	0.4	50	50		
NR	95	18	11.6	26.3	1.1	61.1
Rent/Own						
Rent	49	9.3	24.5	69.4	6.1	
Own	379	71.9	43.3	53.3	3.4	
Neither	3	0.6	100			
NR	96	18.2	13.5	25	1	60.4
Married						
Yes	289	54.8	46	50.2	3.8	
No	134	25.4	31.3	64.9	3.7	
NR	104	19.7	16.3	26.9	1	55.8
Number in Household						
1	55	10.4	40	58.2	1.8	
2	127	24.1	44.9	52.8	2.4	
3	77	14.6	39	55.8	5.2	
4	102	19.4	44.1	50	4.9	1
5 or more	64	12.1	34.4	60.9	4.7	
NR	102	19.4	15.7	27.5	1	55.9
Age						
18-25	9	1.7	11.1	66.7	22.2	
26-35	55	10.4	27.3	69.1	1.8	1.8
36-50	161	30.6	37.9	55.9	6.2	
51-64	115	21.8	57.4	41.7	0.9	
65 or older	80	15.2	42.5	56.3	1.3	
NR	107	20.3	14	30.8	1.9	53.3
Education						
Less than High School	4	0.8	50	50		
High School Graduate	48	9.1	33.3	62.5	4.2	
Some College	102	19.4	38.2	57.8	3.9	
College Graduate	274	52	43.8	52.6	3.6	
NR	99	18.8	15.2	25.3	1	58.6
Ad Preference						
Ads with Humor	81	15.4	48.1	51.9		
Just the Facts	160	30.4	41.3	53.8	5	
Testimonials	27	5.1	29.6	63	7.4	
Ads Save Money	111	21.1	35.1	60.4	4.5	
Other	42	8	57.1	40.5	2.4	
NR	106	20.1	15.1	29.2	0.9	54.7
Income						
Less than \$35,000	36	6.8	36.1	58.3	5.6	
\$35,000-\$49,999	27	5.1	25.9	74.1		
\$50,000-\$74,999	56	10.6	28.6	69.6	1.8	
\$75,000-\$99,999	49	9.3	49	42.9	8.2	
\$100,000 or more	138	26.2	52.2	44.2	2.9	0.7
Prefer not to answer	101	19.2	39.6	57.4	3	
NR	120	22.8	16.7	33.3	2.5	47.5
Gender						
Male	212	40.2	42	46.7	5.2	6.1
Female	261	49.5	37.2	56.7	1.9	4.2
NR	54	10.2	11.1	24.1	1.9	63
TOTAL	527	100	36.4	49.3	3.2	11

Question 16: What is the most important reason why you would consider having a Home Performance with ENERGY STAR audit done on your home? The second most important reason?

First Reason:

Second Reason:



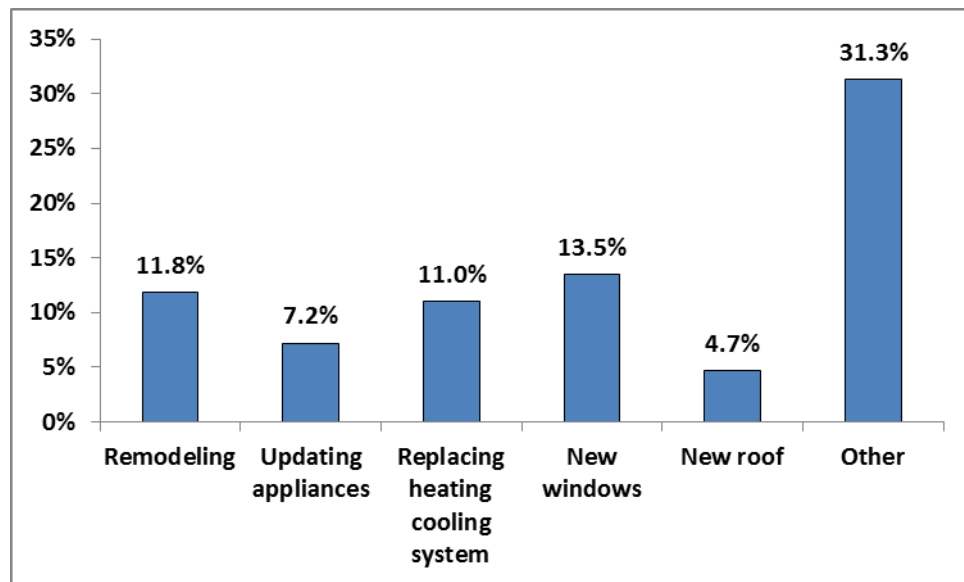
The Home Performance with ENERGY STAR audit is a proactive attempt to determine what needs to be to a home to make it more energy efficient. As such, it is not surprising that 43.5% of respondents stated that the most important reason for such an audit would be to lower their utility bills. Another 18% stated the most important reason was to save energy. In effect, both answers are similar – saving energy reduces utility bills and reducing utility bills saves energy.

Only 3.8% of the respondents stated that the main reason for the audit would be to save the environment and only 3.2% indicated that higher home resale value was the main reason.

Question 16: (cont)

Q16	TOTAL		What is the most important reason why you would consider having a Home Performance with Energy STAR audit done on your home?					The second most important reason?				
			Lower utility bills	Save energy	Protect the environment	Higher home resale value	NR	Lower utility bills	Save energy	Protect the environment	Higher home resale value	NR
			%	%	%	%	%	%	%	%	%	%
Electric Utility Provider	197	37.4	49.7	22.3	5.1	3	19.8	18.8	23.9	14.7	8.1	34.5
PSE&G												
ACE	49	9.3	53.1	20.4		2	24.5	12.2	24.5	18.4	10.2	34.7
JCP&L	143	27.1	47.6	18.2	2.8	4.2	27.3	16.1	26.6	10.5	7	39.9
RECO	13	2.5	46.2	30.8	7.7		15.4	15.4	23.1	7.7	7.7	46.2
Other	25	4.7	44	28	8	8	12	20	36	4	4	36
NR	100	19	20	4	3	2	71	5	8	1	1	85
Gas Utility Provider	189	35.9	50.8	22.8	4.8	2.1	19.6	18	24.9	15.3	8.5	33.3
PSE&G												
NJ Natural Gas	86	16.3	44.2	26.7	3.5	4.7	20.9	20.9	32.6	9.3	5.8	31.4
South Jersey Gas	39	7.4	38.5	20.5	2.6	5.1	33.3	17.9	15.4	12.8	5.1	48.7
Elizabethown Gas	22	4.2	31.8	31.8	4.5		31.8	22.7	13.6	13.6	4.5	45.5
Don't use	51	9.7	62.7	13.7	2	2	19.6	5.9	23.5	17.6	9.8	43.1
Other	36	6.8	55.6	8.3		8.3	27.8	13.9	38.9		8.3	38.9
NR	104	19.7	20.2	3.8	4.8	2.9	68.3	5.8	6.7	1.9	1.9	83.7
Housing Type	353	67	47.9	22.1	3.4	4	22.7	17.8	24.9	13	8.5	35.7
House												
Townhouse/Condo	52	9.9	55.8	15.4	5.8	1.9	21.2	15.4	28.8	9.6	5.8	40.4
Apartment	24	4.6	50	29.2	8.3		12.5	12.5	25	16.7		45.8
Manufactured/Mobile	1	0.2					100					100
Other	2	0.4	50				50					100
NR	95	18	18.9	2.1	3.2	2.1	73.7	4.2	8.4	1.1	1.1	85.3
Rent/Own	49	9.3	49	24.5	6.1	2	18.4	14.3	26.5	12.2	6.1	40.8
Rent												
Own	379	71.9	48.8	20.8	3.7	3.7	23	17.4	25.1	12.9	7.7	36.9
Neither	3	0.6	100						66.7		33.3	
NR	96	18.2	17.7	4.2	3.1	2.1	72.9	5.2	7.3	1	1	85.4
Married	289	54.8	49.8	22.5	4.2	3.8	19.7	17.6	27	12.5	9	33.9
Yes												
No	134	25.4	48.5	19.4	3	2.2	26.9	16.4	23.1	14.2	3.7	42.5
NR	104	19.7	19.2	3.8	3.8	2.9	70.2	4.8	7.7	1	2.9	83.7
Number in Household	55	10.4	54.5	16.4	5.5	1.8	21.8	10.9	25.5	18.2	7.3	38.2
1												
2	127	24.1	43.3	17.3	2.4	5.5	31.5	18.1	20.5	9.4	3.9	48
3	77	14.6	45.5	23.4	6.5	3.9	20.8	18.2	26	15.6	6.5	33.8
4	102	19.4	51	27.5	3.9	2	15.7	21.6	27.5	14.7	6.9	29.4
5 or more	64	12.1	60.9	20.3	3.1	3.1	12.5	10.9	34.4	7.8	17.2	29.7
NR	102	19.4	17.6	4.9	2.9	2	72.5	5.9	6.9	2	2	83.3
Age	9	1.7	33.3	33.3	11.1		22.2	22.2		44.4		33.3
18-25												
26-35	55	10.4	58.2	18.2	5.5	3.6	14.5	18.2	23.6	16.4	16.4	25.5
36-50	161	30.6	52.2	26.7	2.5	4.3	14.3	16.8	29.8	13.7	6.2	33.5
51-64	115	21.8	44.3	22.6	4.3	4.3	24.3	21.7	24.3	13	5.2	35.7
65 or older	80	15.2	47.5	11.3	3.8	1.3	36.3	8.8	22.5	5	10	53.8
NR	107	20.3	19.6	3.7	3.7	1.9	71	6.5	9.3	1.9	0.9	81.3
Education	4	0.8	100						25			75
Less than High School												
High School Graduate	48	9.1	45.8	22.9	6.3		25	14.6	27.1	4.2	8.3	45.8
Some College	102	19.4	55.9	13.7	2.9	2.9	24.5	10.8	29.4	13.7	8.8	37.3
College Graduate	274	52	47.1	24.1	4	4	20.8	20.1	24.1	14.2	7.3	34.3
NR	99	18.8	17.2	4	3	3	72.7	5.1	7.1	1	1	85.9
Ad Preference	81	15.4	48.1	24.7	2.5	4.9	19.8	16	22.2	17.3	4.9	39.5
Ads with Humor												
Just the Facts	160	30.4	48.8	21.3	5	2.5	22.5	16.9	25	12.5	8.8	36.9
Testimonials	27	5.1	55.6	18.5		3.7	22.2	25.9	29.6	18.5	3.7	22.2
Ads Save Money	111	21.1	56.8	18	4.5	5.4	15.3	14.4	33.3	9.9	9.9	32.4
Other	42	8	33.3	23.8	4.8		38.1	19	14.3	11.9	4.8	50
NR	106	20.1	18.9	5.7	2.8	1.9	70.8	6.6	7.5	0.9	1.9	83
Income	36	6.8	55.6	13.9	2.8	2.8	25	16.7	30.6	8.3	2.8	41.7
Less than \$35,000												
\$35,000-\$49,999	27	5.1	40.7	29.6	3.7		25.9	18.5	25.9	18.5	3.7	33.3
\$50,000-\$74,999	56	10.6	62.5	23.2	1.8	3.6	8.9	16.1	33.9	10.7	10.7	28.6
\$75,000-\$99,999	49	9.3	59.2	14.3	4.1	4.1	18.4	10.2	22.4	16.3	12.2	38.8
\$100,000 or more	138	26.2	42	26.1	4.3	6.5	21	22.5	28.3	14.5	6.5	28.3
Prefer not to answer	101	19.2	51.5	18.8	4		25.7	14.9	20.8	9.9	6.9	47.5
NR	120	22.8	20	5.8	4.2	2.5	67.5	5.8	7.5	3.3	3.3	80
Gender	212	40.2	43.4	20.8	3.3	4.7	27.8	17.9	22.2	9.4	8.5	42
Male												
Female	261	49.5	50.2	18.4	4.6	2.7	24.1	13.8	26.1	13.4	6.1	40.6
NR	54	10.2	11.1	5.6	1.9		81.5	7.4	3.7	1.9		87
TOTAL	527	100	43.5	18	3.8	3.2	31.5	14.8	22.2	10.6	6.5	45.9

Question 17: What improvements to your home have the highest priority at this time?



People have different needs when it comes to improving their home and the responses to the survey were indicative of this. About as many mentioned remodeling (11.8%) as did those who indicated replacing a HVAC system (11%) as did those needing new windows (13.8%). Updating appliances (7.2%) and getting a new roof (4.7%) were also home improvement needs.

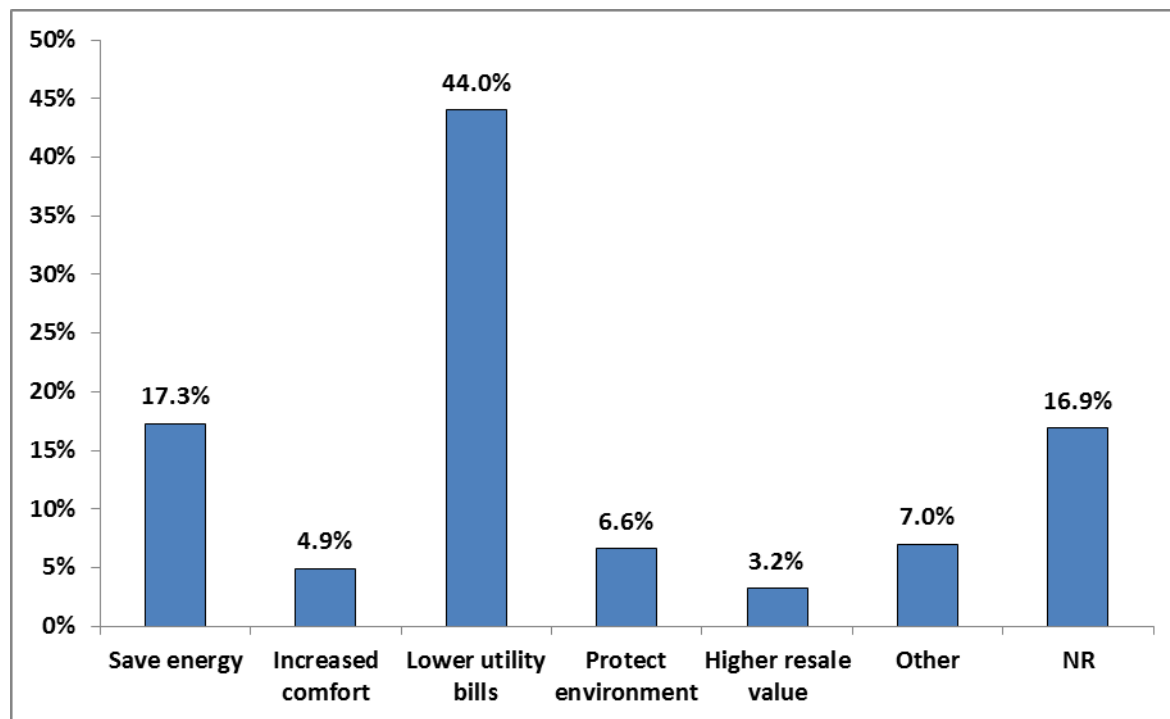
However, most respondents (31.3%) indicated their homes needed some other kinds of improvements. Some of those mentioned include:

- New deck
- Cabinets
- Countertop
- Flooring
- Insulation
- Mold remediation
- New siding
- Painting
- Plumbing

Question 17: (cont)

Q17	TOTAL	Remodeling Renovating	Updating Appliances	Replacing heating cooling system	New Windows	New Roof	Other
	# %	%	%	%	%	%	%
Electric Utility Provider							
PSE&G	197 37	15.2%	8.6%	10.2%	17.3%	3.0%	40.6%
ACE	49 9.3	10.2%	2.0%	10.2%	18.4%	14.3%	30.6%
JCP&L	143 27	12.6%	10.5%	15.4%	14.7%	4.9%	35.7%
RECO	13 2.5	7.7%	7.7%	46.2%	7.7%	15.4%	23.1%
Other	25 4.7	20.0%	8.0%	16.0%	12.0%	4.0%	40.0%
NR	100 19	3.0%	2.0%	1.0%	3.0%	2.0%	6.0%
Gas Utility Provider							
PSE&G	189 36	13.8%	10.1%	15.3%	14.8%	3.2%	39.7%
NJ Natural Gas	86 16	14.0%	8.1%	16.3%	15.1%	5.8%	36.0%
South Jersey Gas	39 7.4	10.3%	2.6%	5.1%	23.1%	12.8%	35.9%
Elizabethtown Gas	22 4.2	9.1%	4.5%	13.6%	18.2%	4.5%	36.4%
Don't use	51 9.7	17.6%	5.9%	9.8%	13.7%	11.8%	31.4%
Other	36 6.8	11.1%	11.1%	8.3%	16.7%	0.0%	41.7%
NR	104 20	4.8%	2.9%	1.9%	3.8%	1.9%	5.8%
Housing Type							
House	353 67	14.2%	7.4%	11.6%	13.9%	6.2%	39.1%
Townhouse/Condo	52 9.9	11.5%	13.5%	19.2%	23.1%	1.9%	25.0%
Apartment	24 4.6	8.3%	8.3%	20.8%	29.2%	4.2%	29.2%
Manufactured/Mobile Home	1 0.2	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	2 0.4	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
NR	95 18	3.2%	3.2%	2.1%	3.2%	1.1%	5.3%
Rent/Own							
Rent	49 9.3	8.2%	4.1%	16.3%	26.5%	4.1%	32.7%
Own	379 72	14.5%	9.0%	12.9%	14.5%	5.8%	36.9%
Neither	3 0.6	0.0%	0.0%	0.0%	0.0%	0.0%	66.7%
NR	96 18	3.1%	2.1%	1.0%	3.1%	1.0%	7.3%
Married							
Yes	289 55	14.9%	6.9%	13.5%	13.8%	5.2%	37.7%
No	134 25	11.2%	11.9%	13.4%	20.9%	6.0%	35.1%
NR	104 20	3.8%	1.9%	1.0%	2.9%	1.9%	8.7%
Number in Household							
1	55 10	12.7%	12.7%	12.7%	23.6%	7.3%	27.3%
2	127 24	11.8%	9.4%	11.8%	16.5%	5.5%	36.2%
3	77 15	16.9%	6.5%	13.0%	14.3%	6.5%	40.3%
4	102 19	13.7%	7.8%	15.7%	13.7%	2.9%	40.2%
5 or more	64 12	15.6%	6.3%	12.5%	14.1%	7.8%	34.4%
NR	102 19	2.9%	2.0%	2.0%	2.9%	1.0%	9.8%
Age							
18-25	9 1.7	11.1%	11.1%	22.2%	11.1%	0.0%	33.3%
26-35	55 10	10.9%	5.5%	12.7%	23.6%	3.6%	29.1%
36-50	161 31	18.0%	7.5%	14.9%	16.1%	3.1%	39.1%
51-64	115 22	12.2%	13.0%	11.3%	15.7%	12.2%	33.0%
65 or older	80 15	8.8%	6.3%	10.0%	11.3%	3.8%	45.0%
NR	107 20	4.7%	1.9%	3.7%	3.7%	0.9%	8.4%
Education							
Less than High School	4 0.8	25.0%	0.0%	25.0%	0.0%	25.0%	25.0%
High School Graduate	48 9.1	14.6%	0.0%	8.3%	14.6%	6.3%	33.3%
Some College	102 19	9.8%	12.7%	16.7%	12.7%	3.9%	33.3%
College Graduate	274 52	15.0%	8.4%	12.8%	17.5%	5.1%	38.7%
NR	99 19	3.0%	2.0%	1.0%	3.0%	3.0%	8.1%
Ad Preference							
Ads with Humor	81 15	18.5%	9.9%	9.9%	19.8%	7.4%	29.6%
Just the Facts	160 30	12.5%	7.5%	16.9%	13.8%	5.6%	37.5%
Testimonials	27 5.1	7.4%	7.4%	7.4%	22.2%	0.0%	51.9%
Ads Save Money	111 21	14.4%	9.9%	15.3%	18.9%	6.3%	32.4%
Other	42 8	11.9%	7.1%	7.1%	7.1%	4.8%	50.0%
NR	106 20	3.8%	1.9%	0.9%	2.8%	0.9%	9.4%
Income							
Less than \$35,000	36 6.8	8.3%	11.1%	13.9%	16.7%	11.1%	27.8%
\$35,000-\$49,999	27 5.1	3.7%	7.4%	11.1%	22.2%	11.1%	22.2%
\$50,000-\$74,999	56 11	14.3%	19.6%	10.7%	23.2%	3.6%	35.7%
\$75,000-\$99,999	49 9.3	18.4%	10.2%	16.3%	24.5%	10.2%	32.7%
\$100,000 or more	138 26	16.7%	5.1%	11.6%	14.5%	3.6%	40.6%
Prefer not to answer	101 19	10.9%	6.9%	16.8%	8.9%	4.0%	38.6%
NR	120 23	5.8%	1.7%	2.5%	4.2%	1.7%	15.0%
Gender							
Male	212 40	13.2%	5.7%	12.3%	16.0%	4.2%	33.0%
Female	261 50	12.3%	9.2%	12.3%	14.2%	6.1%	35.2%
NR	54 10	3.7%	3.7%	0.0%	0.0%	0.0%	5.6%
TOTAL	527 100	11.8%	7.2%	11.0%	13.5%	4.7%	31.3%

Question 18: If you were to participate in an energy efficiency program, what would you consider to be the biggest benefit?



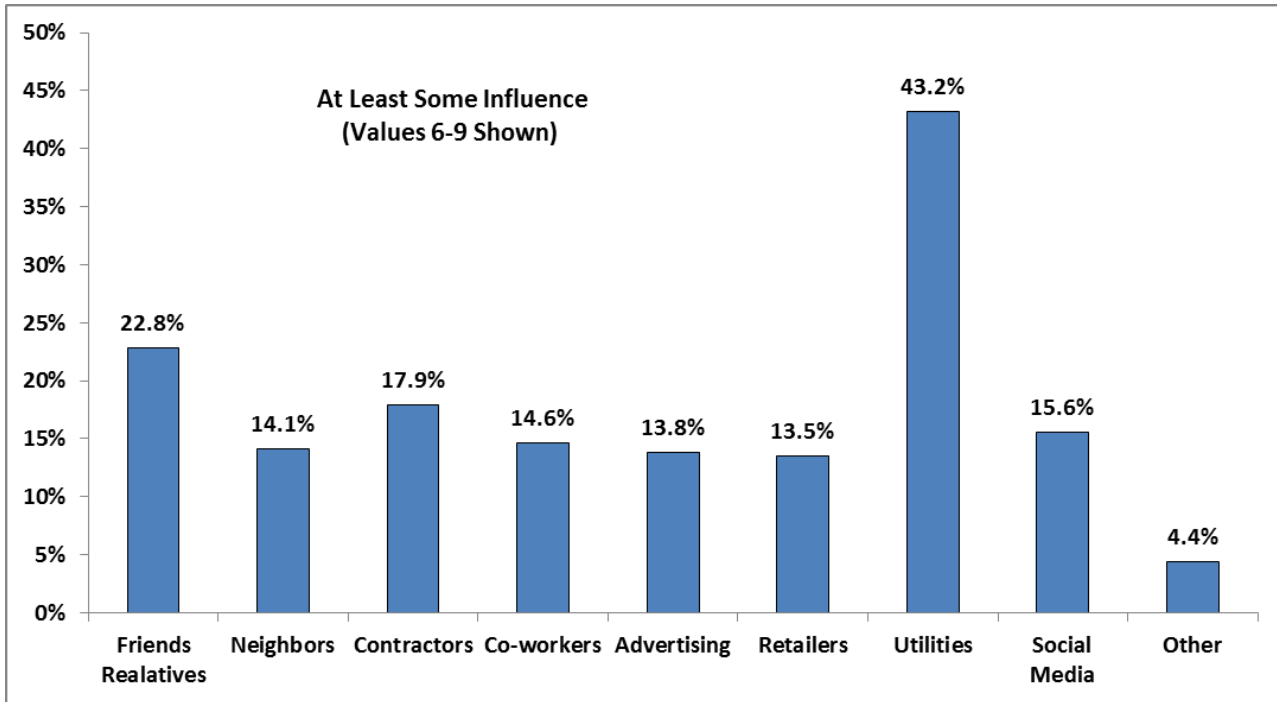
Similar to responses concerning the most important reason for having a Home Performance with ENERGY STAR audit done in the home, respondents consider the biggest benefit of an energy efficiency program to be lower utility bills (44%). Another 17.3% indicated the biggest benefit to be energy savings.

Protecting the environment (6.6%), increased comfort (4.9%), and higher home resale value (3.7%) were mentioned far less often as the biggest benefit of an energy efficiency program.

Question 18: (cont)

Q18	TOTAL		If you were to participate in an energy efficiency program, what would you consider to be the biggest benefit?						
			Save energy	Increased comfort	Lower utility bills	Protect the environment	Higher home resale value	Other	NR
			#	%	%	%	%	%	%
Electric Utility Provider									
PSE&G	197	37	22.3	6.6	50.3	9.1	3	7.1	1.5
ACE	49	9.3	12.2	8.2	59.2	6.1	2	12.2	
JCP&L	143	27	18.9	4.2	54.5	5.6	4.2	8.4	4.2
RECO	13	2.5	38.5	7.7	38.5	7.7	7.7		
Other	25	4.7	28	4	32	16	8	12	
NR	100	19	2	1	13	1	1	2	80
Gas Utility Provider									
PSE&G	189	36	24.3	6.3	49.2	6.3	3.7	7.4	2.6
NJ Natural Gas	86	16	23.3	1.2	57	7	2.3	7	2.3
South Jersey Gas	39	7.4	10.3	5.1	61.5	7.7	5.1	7.7	2.6
Elizabethtown Gas	22	4.2	27.3	4.5	40.9	9.1		18.2	
Don't use	51	9.7	11.8	11.8	49	11.8	3.9	9.8	2
Other	36	6.8	16.7	5.6	47.2	8.3	8.3	8.3	5.6
NR	104	20	2.9	1.9	14.4	2.9	1	1.9	75
Housing Type									
House	353	67	20.4	5.9	51.3	7.6	4.2	8.2	2.3
Townhouse/Condo	52	9.9	23.1	5.8	55.8	5.8	1.9	7.7	
Apartment	24	4.6	20.8	8.3	33.3	20.8		8.3	8.3
Manufactured/Mobile	1	0.2			100				
Other	2	0.4			50			50	
NR	95	18	2.1		12.6		1.1	1.1	83.2
Rent/Own									
Rent	49	9.3	22.4	6.1	40.8	16.3		8.2	6.1
Own	379	72	19.8	6.1	52.5	7.1	4.2	8.4	1.8
Neither	3	0.6	66.7		33.3				
NR	96	18	3.1		12.5		1	1	82.3
Married									
Yes	289	55	22.1	4.2	52.6	7.6	4.5	7.3	1.7
No	134	25	17.9	9.7	46.3	9.7	1.5	11.2	3.7
NR	104	20	2.9	1	17.3		1.9	1	76
Number in Household									
1	55	10	20	12.7	41.8	7.3	3.6	10.9	3.6
2	127	24	21.3	4.7	42.5	11.8	7.1	10.2	2.4
3	77	15	16.9	5.2	54.5	9.1	1.3	9.1	3.9
4	102	19	21.6	6.9	56.9	3.9	2	6.9	2
5 or more	64	12	21.9	3.1	59.4	6.3	3.1	4.7	1.6
NR	102	19	3.9		16.7	1	1	1	76.5
Age									
18-25	9	1.7			55.6	33.3			11.1
26-35	55	10	16.4	3.6	63.6	9.1	1.8	1.8	3.6
36-50	161	31	24.2	5.6	53.4	6.8	2.5	5.6	1.9
51-64	115	22	21.7	8.7	46.1	7	7	7	2.6
65 or older	80	15	18.8	5	42.5	8.8	3.8	20	1.3
NR	107	20	2.8	0.9	17.8	0.9	0.9	2.8	73.8
Education									
Less than High School	4	0.8			50	25		25	
High School Graduate	48	9.1	16.7	4.2	43.8	4.2	2.1	22.9	6.3
Some College	102	19	14.7	6.9	52.9	9.8	2	10.8	2.9
College Graduate	274	52	23.7	6.2	51.5	8	4.4	4.7	1.5
NR	99	19	3		14.1		2	1	79.8
Ad Preference									
Ads with Humor	81	15	19.8	6.2	53.1	12.3	2.5	4.9	1.2
Just the Facts	160	30	17.5	8.8	50	8.8	5.6	6.9	2.5
Testimonials	27	5.1	18.5	3.7	59.3	7.4		7.4	3.7
Ads Save Money	111	21	27	1.8	55.9	4.5	3.6	4.5	2.7
Other	42	8	19	4.8	38.1	4.8	2.4	31	
NR	106	20	3.8	1.9	14.2	1.9	0.9	1.9	75.5
Income									
Less than \$35,000	36	6.8	19.4	8.3	41.7	8.3	2.8	16.7	2.8
\$35,000-\$49,999	27	5.1	22.2	18.5	33.3	7.4		18.5	
\$50,000-\$74,999	56	11	19.6	3.6	66.1	3.6	1.8	5.4	
\$75,000-\$99,999	49	9.3	20.4	2	57.1	6.1	4.1	8.2	2
\$100,000 or more	138	26	25.4	6.5	46.4	7.2	7.2	4.3	2.9
Prefer not to answer	101	19	15.8	5	55.4	11.9		8.9	3
NR	120	23	5	0.8	19.2	2.5	2.5	3.3	66.7
Gender									
Male	212	40	19.3	7.1	45.3	4.2	5.2	8	10.8
Female	261	50	19.2	4.2	49.4	9.6	2.3	7.7	7.7
NR	54	10			13	1.9			85.2
TOTAL	527	100	17.3	4.9	44	6.6	3.2	7	16.9

Question 19: Using a scale of 1 to 9, where 1 means ‘no influence at all’ and 9 means ‘a great amount of influence’, how much influence do the following have on you in terms of making your home more energy efficient?



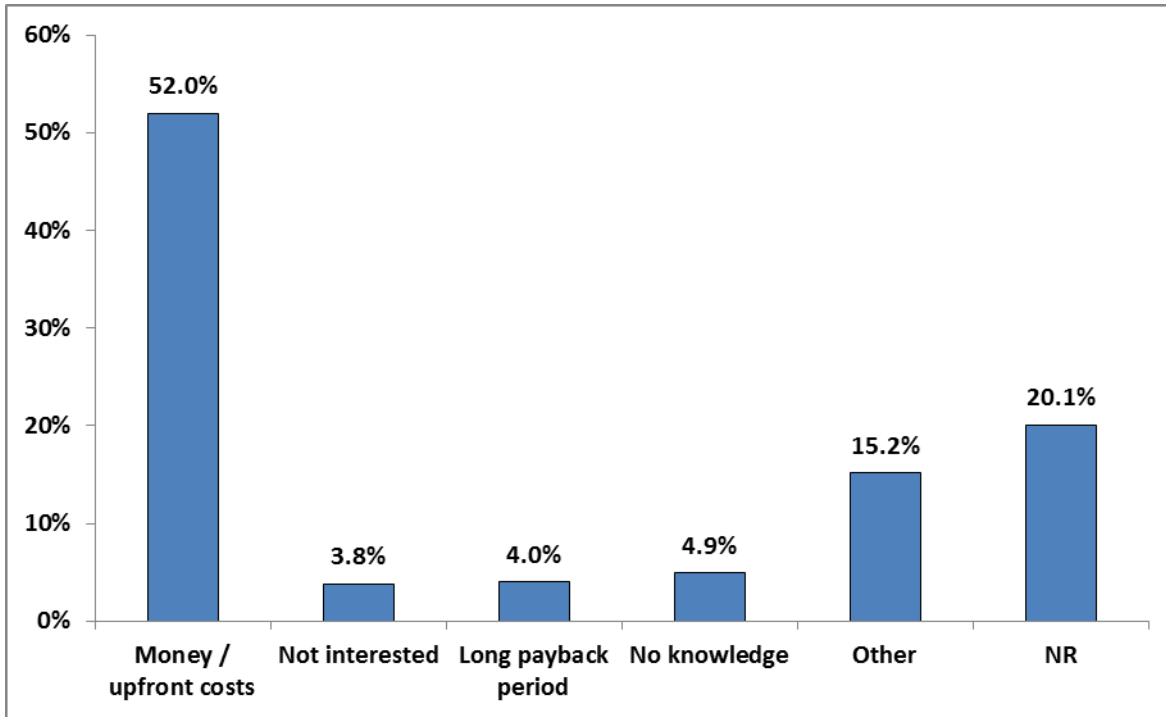
When it comes to those who can influence homeowners on making their home more energy efficient, no one comes close to that of utilities. 43.2% of respondents indicated that utilities have at least some influence on them in terms of making home improvements (at 6 or better on a 9 point scale), almost twice as much as friends and relatives (22.8%), the next closest influencer.

Only 17.9% of respondents think that contractors have any influence on them but that is still more than their neighbors (14.1%), co-workers (14.6%), social media (15.6%), advertising (13.8%), and retail stores (13.5%).

Question 19: (cont)

Q19	On a scale of 1 to 9 On a scale of 1 to 9 how much influence do the following have in making your your home more energy efficient?									
	*	1	2	3	4	5	6	7	8	9
	%	%	%	%	%	%	%	%	%	%
Friends/Relatives	17.5	31.9	5.7	6.3	3.4	12.5	5.9	5.1	4	7.8
Neighbors	17.6	40.2	6.8	6.8	4.7	9.7	3.4	4.4	2.1	4.2
Contractors	19.2	31.9	5.9	6.5	7	11.8	5.3	6.1	1.9	4.6
Co-workers	19.7	39.8	4.6	6.1	4.2	11	5.3	4.7	2.3	2.3
Advertising	19.2	26	6.6	9.5	10.2	14.6	4.7	5.1	2.1	1.9
Retailers	20.3	27.5	8.2	7.6	9.1	13.9	4.4	4.7	2.7	1.7
Utilities	19.2	14	3.8	3.4	4	12.3	10.6	10.2	7.8	14.6
Social Media	20.1	36.1	7	6.8	4.7	9.7	5.9	5.3	1.9	2.5
Other	91.8	2.5		0.2	0.2	0.9	0.4	0.8	0.9	2.3

Question 20: For you, what is the greatest obstacle to improving the energy efficiency of your home?



Staying with the theme of lower utility bills (or cost), the greatest obstacle to improving the energy efficiency of a home is money and upfront costs. This was mentioned by over half of the respondents (52%). A long payback period (4%) does not seem to be much of a factor in a homeowner’s decision to improve energy efficiency in their home.

4.9% indicated that they had no knowledge of what to do (perhaps candidates for a Home Performance with ENERGY STAR audit) while 3.8% indicated that they had no interest in energy efficiency improvements.

Question 20: (cont)

Q20	TOTAL		what is the greatest obstacle to improving the energy efficiency of your home?					
	#	%	Money/Upfront Costs	Not interested in energy upgrades	Long payback period	No knowledge	Other	NR
	#	%	%	%	%	%	%	%
Electric Utility Provider								
PSE&G	197	37	63.5	3.6	5.1	7.1	18.3	2.5
ACE	49	9.3	73.5	4.1	4.1	4.1	10.2	4.1
JCP&L	143	27	60.8	3.5	5.6	4.9	19.6	5.6
RECO	13	2.5	76.9	7.7			15.4	
Other	25	4.7	52	12	4		32	
NR	100	19	3	2		3	1	91
Gas Utility Provider								
PSE&G	189	36	61.9	4.8	4.8	7.4	18	3.2
NJ Natural Gas	86	16	65.1	2.3	4.7	3.5	17.4	7
South Jersey Gas	39	7.4	69.2	5.1	2.6	2.6	10.3	10.3
Elizabethtown Gas	22	4.2	63.6	4.5	4.5		27.3	
Don't use	51	9.7	66.7	3.9	5.9	5.9	13.7	3.9
Other	36	6.8	44.4	5.6	5.6	5.6	36.1	2.8
NR	104	20	9.6	1.9	1	2.9	1	83.7
Housing Type								
House	353	67	62.9	4.8	5.4	4.8	17.8	4.2
Townhouse/Condo	52	9.9	65.4		3.8	7.7	21.2	1.9
Apartment	24	4.6	54.2	12.5		16.7	16.7	
Manufactured/Mobile Home	1	0.2	100					
Other	2	0.4	50				50	
NR	95	18	3.2			1.1	1.1	94.7
Rent/Own								
Rent	49	9.3	51	6.1	2	16.3	22.4	2
Own	379	72	64.4	4.5	5	4.5	17.7	4
Neither	3	0.6	66.7		33.3			
NR	96	18	3.1			1	2.1	93.8
Married								
Yes	289	55	62.3	3.8	5.5	4.8	19	4.5
No	134	25	64.9	6.7	3.7	8.2	14.9	1.5
NR	104	20	6.7			1	4.8	87.5
Number in Household								
1	55	10	56.4	10.9	3.6	3.6	21.8	3.6
2	127	24	58.3	3.1	8.7	6.3	21.3	2.4
3	77	15	71.4	5.2	2.6	6.5	9.1	5.2
4	102	19	66.7	2.9	2.9	5.9	17.6	3.9
5 or more	64	12	62.5	4.7	4.7	6.3	17.2	4.7
NR	102	19	5.9			1	4.9	88.2
Age								
18-25	9	1.7	66.7		11.1	22.2		
26-35	55	10	58.2	5.5	1.8	12.7	18.2	3.6
36-50	161	31	68.3	3.1	4.3	5	16.8	2.5
51-64	115	22	65.2	2.6	5.2	4.3	20	2.6
65 or older	80	15	52.5	10	6.3	3.8	18.8	8.8
NR	107	20	8.4	0.9	0.9	0.9	4.7	84.1
Education								
Less than High School	4	0.8	50	25		25		
High School Graduate	48	9.1	56.3	12.5		6.3	18.8	6.3
Some College	102	19	62.7	4.9	5.9	8.8	13.7	3.9
College Graduate	274	52	64.2	2.9	5.5	4.4	19.7	3.3
NR	99	19	5.1			1	3	90.9
Ad Preference								
Ads with Humor	81	15	60.5	4.9	9.9	4.9	18.5	1.2
Just the Facts	160	30	56.9	5	6.3	6.3	21.9	3.8
Testimonials	27	5.1	74.1	7.4		7.4	7.4	3.7
Ads Save Money	111	21	74.8	4.5	2.7	5.4	9.9	2.7
Other	42	8	59.5	2.4		4.8	28.6	4.8
NR	106	20	5.7			1.9	4.7	87.7
Income								
Less than \$35,000	36	6.8	66.7		2.8	13.9	16.7	
\$35,000-\$49,999	27	5.1	44.4	3.7	7.4	14.8	25.9	3.7
\$50,000-\$74,999	56	11	75	1.8	1.8	7.1	10.7	3.6
\$75,000-\$99,999	49	9.3	77.6	8.2			14.3	
\$100,000 or more	138	26	60.9	3.6	9.4	4.3	17.4	4.3
Prefer not to answer	101	19	56.4	5.9	4	4	22.8	6.9
NR	120	23	14.2	2.5		2.5	5.8	75
Gender								
Male	212	40	54.2	3.8	7.5	6.1	16	12.3
Female	261	50	59.8	4.2	1.9	5	16.9	12.3
NR	54	10	5.6	1.9			3.7	88.9
TOTAL	527	100	52	3.8	4	4.9	15.2	20.1

Verbatim Responses to Questions

Question 1_2 (Other): Does the state, your utility, or someone else administer the program (Other)?

ID:	Response:
5347	CONTRACTER
15071	DON'T KNOW
5657	DON'T KNOW
8234	DON'T KNOW
9221	DON'T KNOW
14579	DON'T KNOW
15116	DON'T KNOW
20262	DON'T KNOW
20704	DON'T KNOW
15899	DON'T KNOW
16262	DON'T KNOW
1161	DON'T KNOW
20986	DON'T KNOWN
18188	DON'T REMEMBER
12431	DON'T REMEMBER
19429	DON'T REMEMBER
19758	DON'T REMEMBER
6219	HOME DEPOT
3120	HONEYWELL
7331	jcp&l (mail offers)
9891	NATIONAL
2438	NO
17891	NO IDEA
27449	NO SURE
1339	NOT FOR YOU
171	NOT SURE
2493	NOT SURE
7358	NOT SURE
15517	NOT SURE
18864	NOT SURE
19272	NOT SURE
19946	NOT SURE
20407	NOT SURE
5343	OCEAN INC
29382	PUBLIC SERVICE
1987	SELF
10429	SOLAR CITY
3425	UNKNOWN
6412	UNKNOWN
7293	UNKNOWN
10565	UNKNOWN
12012	UNKNOWN
13468	UNKNOWN
17556	UNKNOWN
18004	UNKNOWN

Question 1_2 (Other): Does the state, your utility, or someone else administer the program (Other)? (Cont.)

ID:	Response:
18204	UNKNOWN
19051	UNKNOWN
20213	UNKNOWN
20442	UNKNOWN
25737	UNKNOWN
28300	UNKNOWN
29291	UNKNOWN
11240	UNKNOWN
13519	UNSURE

Question 2_2 & 2_3: What type of program was it? Did this program meet, exceed or fail to meet your expectations?

ID:	Response:
9448	50 REBATE ON APPLIANCES - MET
13219	APPLIANCES -REBATE - FAILED TO MEET
12431	AUDIT - MET
4225	AUDIT - FAILED TO MEET
14503	AUDIT - MET
25737	BUY ENERGY EFFICIENT EQUIPMENT -
17556	CAME TO MY HOUSE AND SURVEYED WHERE WE COULD SAVE MONEY - MET
20313	CHECK HOUSE FOR ENERGY EFFICENCY - FAILED TO MEET
11798	CONVERTING TO GAS - MET
20442	DON'T REMEMBER - MET
13468	DON'T REMEMBER - MET
18647	DON'T REMEMBER - FAILED TO MEET
19890	DON'T REMEMBER - MET
8423	DON'T REMEMBER - MET
11078	EFFICIANT AIR CONDITIONING - MET
11772	EFFICIENCY PROGRAM - MET
19915	ELECTRIC - MET
2463	ELECTRIC - MET
10079	ELECTRIC - MET
20486	ELECTRIC - MET
26822	ELECTRIC COMPANY THERMOSTAT - MET
29440	ELECTRIC COMPANY WINDMILLS - FAILED TO MEET
27144	ELECTRIC SERVICE - FAILED TO MEET
1871	ELECTRICAL - FAILED TO MEET
19051	ELECTRICITY FROM WINDMILL ESTABLISH IN PENNSYLVANIA - MET
14210	ELECTRICITY PROGRAM - MET
16717	ENERGY AUDIT - MET
17620	ENERGY AUDIT - MET
13046	ENERGY EFFIFCIENT WINDOWS - MET
9433	ENERGY SAVERS - MET
18496	ENERGY SAVING BY USING APPLICANCE AT NIGHT - MET
18851	ENERGY SAVING INSPECTION AND GAVE PRODUCTS TO DO SO - MET
12963	ENERGY STAR - FAILED TO MEET

Question 2_2 & 2_3: What type of program was it? Did this program meet, exceed or fail to meet your expectations? (Cont.)

ID:	Response:
5819	EVALUATION FOR HOME
8893	FEDERAL-ENERGY EFFICIENT WINDOWS AND AUTOMOBILES - MET
8703	FEMA - MET
4033	FURNACE REPLACES - MET
1339	FIMA - EXCEEDED
20986	FIRE COMPANY - MET
10307	FURNACE - MET
1569	GAS - MET
589	GAS & ELECTRIC UTILIY - MET
3472	GATEWAY , UTILITY ALLOWANCE - MET
22264	GEOTHERMAL HEAT PUMP - MET
1964	GET ELECTRIC NOT FROM UTILITY FROM SOMEONE ELSE - MET
16344	GET MORE EFFICIENT FRIDGE AND THEY DID PICKUP - MET
7034	HEAT - EXCEEDED
15517	HEAT - MET
34312	HEAT PUMP - FAILED TO MEET
4110	HEATING SYSTEM - MET
508	HOME INSULATED
7050	HOME JERSEY HOME ENERGY AUDIT - MET
17138	HVAC - MET
18245	I DON'T KNOW
10560	INISITE - MET
10656	INSULATION AND LIGHTING - MET
16262	INSULATION PACKAGE WITH HIGH EFFICIENCY COOLING & HEATING - MET
17596	INSULATION, HEATING & COOLING - EXCEEDED
18073	INTERKNOCK - MET
18665	JCPANDL - MET
16727	LIGHTING AND ELECTRICITY - MET
5343	LIHEAP - MET
5682	NEW APPLIANCES - MET
12012	NEW JERSEY NATURAL GAS - MET
18356	NEW JERSY HOME PERFORMANCE WITH ENERGY STAR - MET
17241	NJCEP - MET
27449	NOT SURE - FAILED TO MEET
28441	NOT SURE - FAILED TO MEET
2812	NRG - MET
23338	OASIS - FAILED TO MEET
4211	OIL HEAT TO NATURAL GAS REBATE - MET
18016	PANELS PUT ON OUR ROOF THAT WE ARE LEASING - MET
19557	PART OF ELECTRIC IS WIND ENERGY - MET
26212	PAY FOR PREFORMANCE - MET
19722	PSE&G - MET
10834	PSENG - MET
1987	PSENG PROGRAM - FAILED TO MEET
20946	PSENG THEY PUT A DEVICE ON AC - MET
20897	PUBLIC SERVICE - MET
9193	REBATE

Question 2_2 & 2_3: What type of program was it? Did this program meet, exceed or fail to meet your expectations? (Cont.)

14792 REBATE - MET
4583 REBATE - MET
21940 REBATE FOR CHANGING APPLIANCE - MET
14248 REBATE FOR INSTALLING FURNACE - MET
7077 REBATE FOR INSULATION - MET
17459 REBATE FOR MORE EFFICIENT BOTH COOLING AND HEATING SYSTEMS - MET
21895 REBATE FOR PURCHASING ENERGY EFFICIENT FRIDGE, TAX CREDIT FOR NEW WINDOWS - MET
11851 REBATE ON UPGRADES FOR HEATER - MET
6926 REBATE PROGRAM- SHUTTING THINGS DOWN AT PEAK TIME - MET
3120 REBATES - MET
15703 REBATES - FAILED TO MEET
16590 RECYCLING - MET
15579 RECYCLING APPLIANCES - EXCEEDED
2369 RECYCLING APPLIANCES - MET
17633 SAVE ON LIGHT/GAS BILL - MET
20597 SAVING MORE ENERGY BY BETTER ENERGY SAVING EQUIPMENT - EXCEEDED
21128 SMART BUILDING PROGRAM - MET
23876 SMART THERMOSTAT - MET
8642 SOLAR - MET
25360 SOLAR CITY - MET
10429 SOLAR CITY - MET
24636 SOLAR PANEL - MET
6716 SOLAR PANELS - MET
2480 SOLAR REBATE AND LOAN - MET
15 SOMETHING WAS GAS - MET
4048 STATE PROGRAM ENERGY AUDIT DID UPGRADES - MET
5805 THEY CAME AND CHECKED THE HOUSE - EXCEEDED
4310 THEY CHECKED FOR AIR LEAKS AND FIXED THEM - EXCEEDED
1948 THROUGH ELECTRIC COMPANY.UNSURE - FAILED TO MEET
9170 THROUGH THE UTILITY CO LOOKED INTO THROUGH THE STATE - MET
6344 TIED TO UTILITY, BALANCING PROGRAM - MET
20537 UNKNOWN
29442 UNSURE
2785 UPGRADE HVAC NEW WINDOW - MET
15565 VALUATED PROGRAM - FAILED TO MEET
20478 VERIDON - FAILED TO MEET
15071 WATER / ELECTRIC - MET
29320 WATER AND WIND GENERATOR - FAILED TO MEET
18318 WEATHER PROOF HOME - MET
1827 WEATHERIZATION - MET
2033 WEATHERIZATION - EXCEEDED
13292 WITH JIMMY CARTER YEARS AGO - FAILED TO MEET
13195 WORRY FREE PUBLIC PSE&G - EXCEEDED
15949 ZERO % INTEREST ON GAS APPLIANCE - MET

Question 4_3 : If Failed to meet (Why)?

ID:	Response
15994	AIR KEPT GOING OFF
15565	ASKED FOR SUGGESTIONS SEEMED TO BE WILLING AND SHE WANTED TO MOVE FORWARD BUT NO RESPONSE FROM PROGRAMS
26610	BECAUSE I DID AS I WAS ASKED TO DO . THEN THEY SENT A GUY OUT. AND I DIDN'T HAVE THE RIGHT UNIT.
1292	DIDN'T SEE A REDUCTION
16315	DON'T KNOW
20537	HAVE NOT SUBMITTED APPLICATION YET
12963	LOAN NOT APPROVED
13219	MONEY DIDN'T MATTER WANTED ENERGY EFFICIENT
8150	NEVER GOT THE SECOND HALF OF THE REBATE
7721	NO NOTICIBLE DIFFERENCE
34312	NOT ENOUGH RETURN ON INVESTMENT

Question 7_2_Other : What type of advertisements did you hear or see ?

ID:	Response:
23261	BILL
10772	BILLS
2480	BOOTH, DEMOS, PRODUCTS
22701	DIRECT MAIL
15545	DON'T KNOW
15	HOME DEPOT
7749	HOME DEPOT
10307	LIGHT
22758	MAGAZINE
27449	ON LINE
21717	ON THE PRODUCT
19491	ONLINE ON THEIR SITE
17623	OVERHEAD IN THE STORE KOHLS
24138	SUBWAY ADS
16456	TELEPHONE
9170	THEIR WEBSITE
2033	UNKNOWN
17633	UNSURE
485	UTILITY BILL
9810	WEBSITE
20471	APPENDAGE TO A PRODUCT
1263	BEING MORE VISIBLE
4310	COMPANY
20598	DK
5657	DON'T CARE
20986	DON'T KNOW
4886	DON'T WANT TO

Question 7_2_Other : What type of advertisements did you hear or see ? (Cont.)

ID:	Response:
12272	DON'T WANT TO
13048	EMAIL
8893	FLYERS WITH BILLS
20478	FROM THE PRODUCTS
15545	FROM WIFE
3472	INTERNET
5819	INTERNET
6716	INTERNET
12711	LIZZI0915@AOL.COM
13292	LOCAL NEWS
16719	MAGAZINE
17434	MAGAZINE
20110	MAGAZINES AND NON-ADVERTISING MEDIA
17620	NEWS TV
7358	NO REASON TO LEARN. WHAT I DO IS UNIQUE.
2493	NONE
19429	NONE
19534	NONE
20597	NONE--ALREADY REPLACED EVERYTHING
26472	NOT INTERESTED
29291	NOT INTERESTED
7293	NOT INTERESTED
18263	NOT SURE
2785	ON HER OWN
4449	ON LINE
5682	ON PRODUCTS
14210	ONLINE
27162	PHONE
22841	PHONE CALL
18648	POWER POINT VIDEO
24913	PRESENTATION
12639	SOCIAL MEDIA FACEBOOK TWITTER
24138	SUBWAY ADS
11798	SERVICE PROVIDERS
16456	TELEPHONE
25275	TEXT
18864	THE UTILITY PROGRAMS
26792	THROUGH UTILITY BILL
8328	TV NEWS
16666	UNKNOWN
28222	UTILITY BILLS

Question 8_1_Other : What would be your preferred way of learning about offers available from NJCEP programs ?

ID:	Response:
20471	APPENDAGE TO A PRODUCT
1263	BEING MORE VISIBLE
4310	COMPANY
20598	DK
5657	DON'T CARE
20986	DON'T KNOW
4886	DON'T WANT TO
12272	DON'T WANT TO
13048	EMAIL
8893	FLYERS WITH BILLS
20478	FROM THE PRODUCTS
15545	FROM WIFE
3472	INTERNET
5819	INTERNET
6716	INTERNET
12711	LIZZI0915@AOL.COM
13292	LOCAL NEWS
16719	MAGAZINE
17434	MAGAZINE
20110	MAGAZINES AND NON-ADVERTISING MEDIA
17620	NEWS TV
7358	NO REASON TO LEARN. WHAT I DO IS UNIQUE.
2493	NONE
19429	NONE
19534	NONE
20597	NONE--ALREADY REPLACED EVERYTHING
26472	NOT INTERESTED
29291	NOT INTERESTED
7293	NOT INTERESTED
18263	NOT SURE
2785	ON HER OWN
4449	ON LINE
5682	ON PRODUCTS
14210	ONLINE
27162	PHONE
22841	PHONE CALL
18648	POWER POINT VIDEO
24913	PRESENTATION
12639	SOCIAL MEDIA FACEBOOK TWITTER
24138	SUBWAY ADS
11798	SERVICE PROVIDERS
16456	TELEPHONE
25275	TEXT
18864	THE UTILITY PROGRAMS
26792	THROUGH UTILITY BILL
8328	TV NEWS
16666	UNKNOWN

Question 8_1_Other : What would be your preferred way of learning about offers available from NJCEP programs ? (Cont.)

ID: Response:
28222 UTILITY BILLS

Question 8_Email : What would be your preferred way of learning about offers available from NJCEP programs ?

ID: Response:

6412	AMANDA.WELLS@HOTMAIL.COM
7721	APPLE.PIE@VERIZON.NET
25482	BAMBRUCS@COMCAST.NET
20347	BARBARAANNOLIVERCOOPER@GMAIL.COM
16262	BARRY625@GMAIL.COM
21433	BOUTONY@YAHOO.COM
23876	BSHONE23@GMAIL.COM
15035	CARLOSLILY2@HOTMAIL.COM
464	CHRISTOPHER.WALTERS14@GMAIL.COM
15552	CIAOBELLA_324@YAHOO.COM
13551	CLOCKWOO@OPTONLINE.NET
23139	CSMEE@AOL.COM
2480	DAVEYTHEK@AOL.COM
16695	DEBORAHLRYDER@COMCAST.NET
15949	DMLASER@VERIZON.NET
19946	DPTUCK@COMCAST.NET
5347	DRAMA727@YAHOO.COM
9261	DSTOJKOVSKI@YAHOO.COM
13535	EBGORDEN@YAHOO.COM
27523	EDDY.MARTELL@GMAIL.COM
15560	EG19C@VERIZON.NET
27144	FBLANCH@COMCAST.NET
10834	FRESHCASSIS@HOTMAIL.COM
3120	GRMATTES@GMAIL.COM
9170	HEIDI.ROLDAN@YAHOO.COM
8234	HEIDIMARIABROWN@HOTMAIL.COM
15305	INFO@BRICKTAXES.COM
20077	JACKBEAN27@COMCAST.NET
8100	JAMESMGERAGHTY@GMAIL.COM
171	JBARRETT2K3@YAHOO.COM
11227	JERSEYGIRLMCCABE@YAHOO.COM
3835	JOJEECH@AOL.COM
9433	JOJO929@COMCAST.NET
14931	JOSESGHANDOUR@OPTONLINE.NET
25275	JOSHUAJONES123@YAHOO.COM
9231	JRSYGRRL@VERIZON.NET
113	JUSTINA717@GMAIL.COM
13048	KAGAETANI@YAHOO.COM
9221	KAPPILSTALIN@GMAIL.COM
10429	KEVINLFISHER@YAHOO.COM

Question 8_Email : What would be your preferred way of learning about offers available from NJCEP programs ? (Cont.)

ID:	Response:
8853	KLRACT@AOL.COM
1531	KMN.MGMT@YAHOO.COM
5977	KUKUSANJU@YAHOO.COM
9448	LANDRHARRIS@MCHSI.COM
24161	LAUREN.AIELLO1@GMAIL.COM
19997	LESTER.YOUNG@ATT.NET
16462	LINEY300@HOTMAIL.COM
7199	LISSA4211@GMAIL.COM
23261	LUDLIE2@AOL.COM
15684	MICHOCOLLINS@GMAIL.COM
2463	MMT217@OPTONLINE.NET
7416	MPETRUSHUN@AOL.COM
15071	MRRATPACK@YAHOO.COM
8703	MTM42@AOL.COM
21414	NEOCLECTIC@GMAIL.COM
11772	NICHOLAS.RUGGIERI@BMO.COM
24636	NICKLOVELAND05@GMAIL.COM
12600	NJBOXEDWINE@GMAIL.COM
16458	PANKAJKAPADIA@HOTMAIL.COM
25494	PATELNIKETA@YAHOO.COM
17762	PERONE@MSN.COM
8988	PHILPLA@COMCAST.NET
6257	QUIGLEY.CARRIE6@GMAIL.COM
29382	RAYMONDYARBOROUGH@YAHOO.COM
13756	RJBIRTH@OPTONLINE.NET
26792	RNVK@HOTMAIL.COM
14210	ROBERTPALLANTE1997@GMAIL.COM
24150	ROGER7474@YAHOO.COM
12865	ROSENSTOCKS@COMCAST.NET
14248	SAGALI04@YAHOO.COM
5810	SCOLLINS555@YAHOO.COM
15	SKAIRU@AOL.COM
10565	SMILETEATH@COMCAST.NET
25616	STEPHENMCCOY1975@YAHOO.COM
12643	TAICIAPADILLA@HOTMAIL.COM
7880	TANYAP27@AOL.COM
3453	TEJAS03@YAHOO.COM
17623	THEFE@VERIZON.NET
14373	TIMOTHY.TOUHEY@YAHOO.COM
95	TRALINDA@AOL.COM
16786	TREAS77@VERIZON.NET
10772	WRCIRILLO@AOL.COM
1852	YESENIACAMILO@LIVE.COM

Question 9_2_Comment : Why not ?

ID: Responses:

10656 ALL APPLIANCES

20704 A LOT OF VOLUNTEER WORK

3009 ALREADY ENERGY EFFICIENT

16413 ALREADY ENERGY EFFICIENT

19051 ALREADY ENERGY EFFICIENT

16793 ALREADY FINE ON THAT

13726 ALREADY HAS ENERGY EFFICIENT STUFF.

20597 ALREADY HAVE

28236 ALREADY HAVE MY OWN THINGS

16262 BECAUSE I JUST ADDED A LOT OF HIGH EFFICIENCY PRODUCTS

3104 BECAUSE I'M PERFECTLY SATISFIED WITH WHAT I HAVE

10866 BECAUSE NO DETAILS WHAT'S INVOLVED

17694 BEEN DEMOLISHED

19946 BETTER INFORMED

17633 CAN'T AFFORD

9671 CHANGE APPLIANCES

20241 DEPENDS ON WHAT ITS ABOUT

20067 DON'T KNOW ABOUT THE PROGRAMS

19939 DO NOT NEED.

15698 DOES NOT UNDERSTAND

9813 DOESN'T INTEREST ME

8330 DON'T KNOW ENOUGH INFO ABOUT THE PRODUCTS

6509 DON'T BELIEVE IN THEM.

12863 DON'T HAVE ANY IDEA WHAT WE ARE TALKING ABOUT

16717 DON'T KNOW ENOUGH

15 DON'T KNOW

620 DON'T KNOW

15517 DON'T KNOW

100 DON'T KNOW ABOUT THEM

10567 DON'T KNOW WHAT THEY ARE

150099848 DON'T KNOW WHAT THEY ARE

4660 DON'T KNOW WHAT THEY ARE ABOUT

20110 DON'T THINK I QUALIFY

2489 DON'T TRUST MANY PROGRAMS

18732 DON'T WANT TO

20269 DON'T WANT TO

20457 FINANCES

12416 FINE WITH ENERGY THEY ARE USING NOW

23396 FOR ENERGY EFFICIENCY NEED MORE INCENTIVES

12202 HAPPY THE WAY SHE IS

13046 HAVE EVERYTHING HE NEEDS

19426 HAVEN'T BEEN UP TO IT

28441 HE PAYS LOW ENERGY BILLS

16816 HIGH PRICED

7891 HOUSE IS ALREADY ENERGY EFFICIENT

6684 HOUSE TOO OLD AND COST TOO MUCH FOR OLD HOUSE

2255 HUSBAND DOES IT ALL

26552 I ALREADY HAVE IT

Question 9_2_Comment : Why not ? (Cont.)

ID: Responses:

19534 I DON'T HAVE THE TIME

5977 I DON'T HAVE TIME

18864 I DON'T THINK THERE IS ANYTHING MORE THAN I ALREADY KNOW OR HAVE PUT IN PLACE.

26571 I JUST HAVE A LOT OF STUFF I NEED TO DO.

24913 IF I KNEW ABOUT THEM

19491 IF THERE IS COST NOT INTERESTED

16727 IM 81 AND CAN'T I DO WHAT I CAN ALREADY

18816 I'M 86 YEARS OLD

7358 I'VE GOT MY SYSTEM IN PLACE. VERY EFFICIENT. FIXED INCOME

15994 JUST DON'T HAVE TIME

12272 JUST DON'T WANT TO

4310 JUST GOT NEW STUFF

20506 JUST NOT INTERESTED AT THIS TIME

18647 JUST NOT WANTING TO CHANGE RIGHT NOW

7442 LEAVE IT UP TO HUSBAND

19655 LIVE IN ADULT COMMUNITY AND DON'T KNOW IF IT IS ALLOWED. HAS TO BE APPROVED BY THE BOARD

20727 LIVE IN CONDO DON'T KNOW IF ABLE

18245 LIVES IN CONDO

212 LOOKING TO SELL HOME

20170 MONEY, AND GETTING ANOTHER BILL

3846 MORE INFO

14210 MORE RESEARCH ON THE PROGRAMS LISTED

7293 MOVING

29291 NEED MORE INFORMATION ON PROGRAMS & WHO WOULD BENEFIT

11305 NEED TO KNOW

8234 NEEDS INFO

11710 NEVER HEARD OF THEM

10307 NOT ELIGIBLE

1161 NO COMMENT

12282 NO NEED FOR ANYTHING

17359 NO NEED FOR IT

26472 NO REASON

7760 NOT ADVERTISED

22701 NOT AT HOME MUCH

113 NOT ENOUGH TIME

485 NOT ENOUGH TIME

19429 NOT ENOUGH TIME

20696 NOT FEASIBLE-GETTING OLDER AND A LOT OF MEDICAL

20598 NOT HEARD ABOUT IT

17623 NOT IN THE MARKET FOR THAT

25328 NOT INFORMED ON IT

2493 NOT INTERESTED

5657 NOT INTERESTED

14230 NOT INTERESTED

20515 NOT INTERESTED

20986 NOT INTERESTED

26310 NOT INTERESTED

28300 NOT INTERESTED

Question 9_2_Comment : Why not ? (Cont.)

ID:	Responses:
34324	NOT INTERESTED
11439	NOT INTERESTED
17951	NOT INTERESTED AT THIS TIME
19356	NOT NEEDED
27144	NOT NOW
7406	NOT SURE
21736	NOT SURE
20946	NOT SURE
4710	NOT SURE WHAT IT SAID
17898	NOT UNTIL I LEARN
20213	NOT WANTING TO ENGAGE IN ANYTHING ELSE AT THIS TIME
18258	PRETTY BUSY
11990	PSE&G PROGRAM CURRENTLY
23961	RESEARCH THE PROGRAMS FIRST
19575	RETIRED
20758	SATISFIED WITH SERVICES
9086	SOME OF THESE PEOPLE WHO CALL ARE NOSEY
17325	TAKES A LOT OF MONEY TO DO THAT
1987	TIME
18490	TO MUCH HYPE ON THE GREEN GREEN
8432	TOO BUSY
16611	UNKNOWN
17620	VERY LIMITED TIME
17459	WE JUST REPLACED EVERYTHING.
16456	WE'RE PRETTY GOOD
13396	WOULD HAVE TO READ THEM FIRST

Question 11_2_Other : Which of the following methods do you use to reduce your energy bills ?

ID:	Responses:
7849	2 X 6 INSTEAD OF 2 X 4S
14210	AIR DRY CLOTHES, NO STOVE USE GRIDDLE, HANDWASH DISHES, RECYCLE WATER AND NATURAL LIGHTING
22836	APPLIANCES AREN'T ON
1871	APPLIANCES RUN AT NIGHT, CONSECUTIVE DRY CYCLES
7077	BLINDS FOR SUN
6926	BOILER
4449	BULBS
22264	BURN FIREWOOD
20077	BURN WOOD
17318	CHANGE FURNACE FILTERS, SHOWERHEAD HAS WATER RESTRICTION
17620	CHANGED TO SOLAR
19325	CLOSE OFF ROOMS THAT ARE NOT IN USE
17241	CLOSING BLINDS
11710	CLOSING WINDOWS PROPERLY
5682	CLOTHES LINE
8390	COMPARE BILLS FROM THE PREVIOUS YEAR AND TRY TO CHANGE

Question 11_2_Other : Which of the following methods do you use to reduce your energy bills ? (Cont.)

ID: Responses:

18558 CONSERVE HOT WATER

20471 COOLING BY OUTSIDE AIR

17623 DISCONNECT LARGER EQUIPMENT AND SHUT DOORS

3425 DO LAUNDRY AT NIGHT

1263 DON'T HAVE AN AC UNIT

20696 DON'T USE AIR CONDITIONING ONLY WASH AND DRY CLOTHES 1 A WEEK

26513 DRESSING ACCORDINGLY

4710 DRAPES AND BLINDS CLOSED

7721 ECO BOOST APPLIANCES

15309 FANS , THINGS ON TIMERS

6684 FIREPLACE

14444 FIREPLACE, TURN OFF HOT WATER SYSTEM, TIMERS, REPLACING DOORS

12416 FLUORESCENT BULB

18894 FLUSH THE TOILET LESS, CLOTHES DOOR, SHUTTERS ON WINDOWS

10772 GAS WATER HEATER

7880 GENERATOR

4660 GOT NEW ROOF, SIDING & WINDOWS

27523 LED LIGHT BULBS

20241 LIGHT BULBS

17434 LOOKING INTO SOLAR PANELS IN ROOF

4434 LOWER TEMP ON HOT WATER

20110 NATURAL GAS

1292 NEW SIDING

2373 NEW THERMOSTAST

13929 NEW WINDOWS

16794 NO AIR CONDITIONING

13048 NO RUNNING AIR CONDITIONING

26724 NOT SURE

16727 OUTSIDE OF HOUSE IS CARED FOR AND CLEAN

27162 PLASTIC AROUND WINDOWS

9433 PLASTIC ON WINDOWS

5819 POWER STRIPS

17886 PULL THE SHADES

13829 PULLING BLINDS

596 PUT PLASTIC ON WINDOWS

17127 RECYCLE

27447 REPLACE BACK DOOR

12600 RESEARCHING

16727 REUSE WATER

14144 RUN COY POND ONCE A DAY

9448 SHADES

24298 SHUT OFF APPLIANCES NOT BEING USED

15002 SHUT OFF THE COMPUTER

9813 SLEEP TIMER ON TV

7891 SMART HOUSELIGHT SENSOR PROGRAM

13292 SOLAR DESIGNED HOME

19557 SOLAR ENERGY-HOOKED PUMP TO FISH POND TO SOLAR

22758 SOLAR LIGHTING XMAS LIGHTS

Question 11_2_Other : Which of the following methods do you use to reduce your energy bills ? (Cont.)

ID:	Responses:
12431	SOLAR PANEL
6952	SOLAR PANELS
7416	SOLAR PANELS
9170	SOLAR PANELS
10429	SOLAR PANELS
18258	SOLAR PANELS
1531	SOLAR PANELS
21717	SOLAR PANELS
8100	SOLAR PANELS INSTALLED
2480	SOLAR, HYBRID CAR
1964	SWAPPED OUT POOL PUMP FOR MORE ENERGY EFFICIENT ONE, SAME WITH THE POND
11851	TED
6716	THERMOSTAT ON PROGRAM/SOLAR LIGHTS
11078	TIMERS
13551	TIMERS
1948	TIMERS ON ELECTRONICS
19946	TIMERS
17054	TURN OFF STEAMER LOW ENERGY APPLIANCES
10567	TURN OFF COMPUTER
20457	UNPLUG
3835	UNPLUG ALL OUTLETS, LAUNDRY/DISHWASHER IF FULL GETS DONE, SWITCHED STOVE
5985	UNPLUG APPLIANCES
8853	UNPLUG APPLIANCES
25904	UNPLUG APPLIANCES WHEN NOT IN USE
18543	UNPLUG APPLIANCES WHEN NOT USING
18648	UNPLUG POWER SOURCES
25852	UNPLUG THINGS
20597	UPGRADED TO TANKLESS WATER HEATER
23007	UPGRADES
16719	USE A FAN INSTEAD OF AC
16695	USING THE WOOD STOVE, HANG CLOTHES TO DRY
4310	VENT COVERS
16786	VINYL SIDING
7034	WATER TEMP
18851	WEATHERSTRIPPING WAIT TO HAVE LARGER LOADS ON WASH AND DISHES
9193	WHAT OUTLETS ARE BEING USED, FANS
14248	WINTER STOPS
11240	WOOD BURNING STOVE
8824	WOOD PELETS

Question 13_1_Other : What is the most important reason why you would consider replacing an appliance such as a refrigerator or washing machine ?

ID:	Responses:
16727	# 2 NO REASON
5985	# 2 OLD
11798	# 2 REDECORATING

Question 13_1_Other : What is the most important reason why you would consider replacing an appliance such as a refrigerator or washing machine ? (Cont.)

ID:	Responses:
19534	# LAST LONGER
583	#2 NO OTHER REASON
23338	A BETTER APPLIANCE
9261	ALREADY ENERGY EFFICIENT
6509	APPEARANCE
19051	COST
20727	COST
18016	COST # 1
4583	COSTING TOO MUCH
20598	DK
20269	DOESN'T HAVE A SECOND REASON
28236	DON'T OWN HOME
9433	ENVIRONMENT
18648	ENVIRONMENTAL IMPACT
17679	ENVIRONMENTAL ISSUES
8522	GOOD DEAL
16458	GOOD FOR ENVIRONMENT
20262	I CARE ABOUT THE NEXT GENERATION
18402	IF IT IS OLD AND DOES NOT RUN
18864	INEFFICIENT
3213	MORE SPACE
4710	NA
7880	NEW VERSION OF MODEL
16727	NO NEED FOR IT
4660	NO SECOND REASON
596	NO SECOND REASON
2926	NO SECOND REASON
5805	NO SECOND REASON
5913	NO SECOND REASON
5977	NO SECOND REASON
6438	NO SECOND REASON
8765	NO SECOND REASON
12863	NO SECOND REASON
12919	NO SECOND REASON
14940	NO SECOND REASON
15545	NO SECOND REASON
16262	NO SECOND REASON
16456	NO SECOND REASON
17434	NO SECOND REASON
19537	NO SECOND REASON
19650	NO SECOND REASON
20597	NO SECOND REASON
20641	NO SECOND REASON
17267	NOT EFFICIENT
10866	NOT REALLY
1569	OLD
1263	ON SECOND REASON

Question 13_1_Other : What is the most important reason why you would consider replacing an appliance such as a refrigerator or washing machine? (Cont.)

ID:	Responses:
18558	NO SECOND REASON
8024	OUT DATED
6344	PERFORMANCE
8330	PRICE & QUALITY
21244	REMODLEING
20478	SAFETY
12711	SAVE MONEY
13046	SAVE MONEY
20946	SAVE MONEY
23876	SAVE MONEY
150099848	SAVE MONEY
12671	SERVICE LIFE
12202	SIZE
7406	STYLE
4449	TIME
24891	TOLD TO
8234	TOXIC
22846	UP TO DATE
21717	UPDATE
18665	WASHING CLOTHES SAVE MONEY
20471	WRONG SIZE # 1

Question 14_1_Other : What is the most important reason why you would consider replacing your HVAC system ?

ID:	Response:
16727	# 1 DISCOMFORT
19491	# 2 DON'T KNOW
17054	# 2 MORE HEALTHY
5985	# 2 TO HAVE SOMETHING THAT WORKS
4434	# PEACE OF MIND THAT IS NEWER
10866	APPEARANCE
23876	BETTER QUALITY
5856	COMFORT
15703	COMFORT
19051	COST
4583	COST
1531	COST EFFECTIVE
15309	DANGER
20598	DK
150099848	DOESN'T HAVE ONE
20269	DOESN'T HAVE A SECOND REASON
19557	DON'T HAVE ANY
4886	DON'T DON'T HAVE CENTRAL AIR
6926	DON'T DON'T HAVE HVAC
27162	DON'T DON'T HAVE ONE

Question 14_1_Other : What is the most important reason why you would consider replacing your HVAC system? (Cont.)

ID:	Response:
19890	DON'T HAVE ONE
26792	DON'T HAVE ONE
12708	DON'T DON'T HAVE ONE
28236	DON'T DON'T OWN THE HOME
13604	EFFECTIVENESS
20897	EFFICENCY
17325	EFFICIENCY
6344	EFFICIENCY
26610	ENVIORNMENT
18648	ENVIRONMENTAL IMPACT
18301	GETTING OLD
4660	HIGHER EFFICIENCY
17762	JUST DID
15698	LIGHTING
18543	MONEY
24138	MORE COMFORTABLE
18864	NA
95	NEEDS
6509	NEW TECH
12282	NEW TECHNOLOGY
16262	NO REASON
20262	NO REASON
596	NO SECOND REASON
2926	NO SECOND REASON
5805	NO SECOND REASON
5913	NO SECOND REASON
6438	NO SECOND REASON
8330	NO SECOND REASON
8765	NO SECOND REASON
12863	NO SECOND REASON
12919	NO SECOND REASON
14940	NO SECOND REASON
15545	NO SECOND REASON
16456	NO SECOND REASON
19537	NO SECOND REASON
19650	NO SECOND REASON
20597	NO SECOND REASON
20641	NO SECOND REASON
1478	NONE
20643	NONE
7358	NOT SURE
1263	NO SECOND REASON
18558	NO SECOND REASON
19325	PRICE & PERFORMANCE
9261	REPLACED 5 YEARS AGO
18245	REPLACED HVAC
13929	SAFETY

Question 14_1_Other : What is the most important reason why you would consider replacing your HVAC system? (Cont.)

ID:	Response:
20478	SAFETY
12711	SAVE MONEY
13048	SAVE MONEY
12671	SERVICE LIFE
8234	TOXIC
13046	UPGRADE TO EFFICIENT
29280	UPGRADE OF UNIT
25810	WEATHER
10307	WENT TO GAS
19939	WOULD NOT DO IT
21128	WOULDN'T BECAUSE I RENT

Question 16_1_Other : What is the most important reason why you would consider having a Home Performance with ENERGY STAR audit done on your home ?

ID:	Response:
16727	# 1 DON'T NEED #2 WE ARE VERY CAREFUL ABOUT ELECTRICITY
4048	# 1 GOOD ON THE LOANS # 2 HEATING SYSTEM WAS OLD
6952	# 2 LOWER BILLS
17054	# 2 LOWER UTILITY BILLS
19491	# DON'T NEED COST
7849	#1 TO FIX WHAT NEEDS FIXED
20471	#2 CURIOSITY
596	NO SECOND REASON
10560	ABLE TO REPLACE / FIX SOMETHING QUICKLY
17127	AIR SEEPAGE
20696	AVOID OTHER REPAIRS CAUSED BY PROBLEMS
18073	BENEFITS AS A HOME OWNER
19325	COMFORT
16793	COMFORT
9231	CURIOUS
15698	CUT DOWN ON ELECTRIC
20598	DK
20269	DOESN'T HAVE A SECOND REASON
5977	DON'T KNOW
15545	DON'T KNOW
19537	DON'T KNOW WHAT IT INVOLVES
19534	DON'T NEED
14690	DON'T WANT IT
6355	ENERGY SAVING PROGRAMS
7050	GAVE HIM A GREAT DEAL
14108	HE WOULDN'T
14400	HELP ENVIRONMENT
18816	I THINK I HAD THIS DONE YEARS AGO
4660	I WOULDN'T
13292	I WOULDN'T

Question 16_1_Other : What is the most important reason why you would consider having a Home Performance with ENERGY STAR audit done on your home ? (Cont.)

ID:	Response:
26610	I WOULDN'T BOTHER
20946	I WOULDN'T CONSIDER
21244	I WOULDN'T CONSIDER
14444	IDENTIFY ISSUES NOT AWARE OF
8234	IF FURNACE BREAKS
19655	IF I WERE YOUNGER
1569	INFORMATION
13219	JUST BUYING NEW HOME
29291	JUST HAD BOUGHT HOME & WANTED AUDIT
11795	LEAKY WINDOWS
3018	LOAN OR GRANT FOR GOV
19758	MAKE MY HOME BETTER
13604	MONEY SAVING
17596	MORE EFFICIENT
12671	MOST EFFICIENT
4710	NA
18864	NA
7760	NEW CONSTRUCTION
1263	NO NEED FOR IT NOW
14940	NO NUMBER 2
7358	NO REASON FOR IT
18732	NO REASONS
5913	NO SECOND REASON
6438	NO SECOND REASON
12863	NO SECOND REASON
12919	NO SECOND REASON
16456	NO SECOND REASON
20597	NO SECOND REASON
18648	NONE
19650	NONE
16262	NOT INTERESTED
20515	NOT INTERESTED
16413	NOT NEEDED
18558	ON SECOND REASON
15703	PROGRAM QUALIFICATION
23878	REBATES
10866	REPLACING HEATING SYSTEM
20478	SAFETY
20689	SAFETY
24913	SAFETY
27523	SAFTEY
16458	SAVE MONEY
25810	SAVE MONEY
21717	SAVE MONEY
18543	SAVING MONEY
3425	SEE WHERE I CAN SAVE MONEY
24891	SPECIFIC ISSUE

Question 16_1_Other : What is the most important reason why you would consider having a Home Performance with ENERGY STAR audit done on your home ? (Cont.)

ID:	Response:
17148	TEACH WHERE I AM LOSING ENERGY
29440	TOO BROKE
8522	UPGRADES
18301	WATER HEATER, BURNER, AND UPDATED ELECTRIC
15357	WHAT IS OFFERED
10307	WOULD NOT
17762	WOULD NOT
9226	WOULD NOT
12711	WOULD NOT CONSIDER
20727	WOULD NOT HAVE DONE
19939	WOULD NOT
7406	WOULDN'T DO IT
17532	WOULDN'T DO IT
26472	WOULDN'T HAVE IT DONE- HOUSE LESS THAN A YEAR OLD
28236	WOULDN'T
11798	WOULDN'T
21128	WOULDN'T BECAUSE I RENT
16666	WOULDN'T CONSIDER
3104	WOULDN'T CONSIDER IT
16794	WOULDN'T DO WOULD DO OURSELVES
6684	WOULDN'T HAVE IT DONE
12708	WOULDN'T HAVE ONE DONE
20897	WRONG WITH THE SYSTEM

Question 17_1_Other : What improvements to your home have the highest priority at this time ?

ID:	Response:
10656	A NEW DECK
4211	ALLERGENT REDUCER
14248	ALREADY DONE MOST ITEMS ABOVE
17596	ALREADY UPDATED MOST FOR ENERGY
19325	ANYTHING APPLIANCE BROKEN
6684	CABINETS
21717	COUNTER TOPS
14210	CUTTING DOWN ON ENERGY USE (SOLAR PANELS)
28236	DECORATIVE
20598	DK
7891	DOESN'T APPLY
19361	DON'T KNOW
12431	DON'T KNOW
21255	DON'T KNOW
20262	DON'T NEED ANY
16719	DOORS
16695	ELECTRICAL HEATERS/FUEL
17241	ELEVATE THE HOUSE
5977	EVERYTHING IS OK

Question 17_1_Other : What improvements to your home have the highest priority at this time ? (Cont.)

ID:	Response:
4434	FENCING
7705	FLOORING
15698	FLOORING
4033	FLOORS
15357	FLOORS
21736	FOUNDATION
24298	FURNACE
19051	GUTTER GUARDS
3835	GUTTERS, OFFICE
7358	HARD TOP DRIVE WAY
9221	HEATING AND COOLING
18816	HOME IS CURRENTLY IN VERY GOOD CONDITION
10772	HVAC
95	INFRASTRUCTURE
8423	INSULATION
7749	INSULATION
3018	INSULATION
4195	INSULATION
4498	INSULATION
11894	INSULATION
12863	INSULATION
13535	INSULATION
15703	INSULATION
16394	INSULATION
21244	INSULATION
23878	INSULATION
28222	INSULATION & LIGHTING
13048	INSULATION IN THE WALLS
23396	INSULATION-MORE
14144	INSULATION
9813	INVESTIGATE WASTE OF ENERGY
13292	JUST FINISHED IT ALL
13195	KEEPING TRACK OF USAGE
17127	KITCHEN
11641	LANDSCAPING
21128	LIGHT BULBS
4449	LIGHTING
13396	LIGHTING
26310	LIVE IN APARTMENT
29280	LIVE IS APARTMENT
16986	MADE ALL ENERGY UPGRADES THAT ARE POSSIBLE
29440	MOLD MEDIATION
24161	MORE ENERGY EFFICIENT
7293	MOVING
4710	NA
8522	NA
11795	NA
3453	NEW ELECTRICAL OUTLETS AND BULBS

Question 17_1_Other : What improvements to your home have the highest priority at this time ? (Cont.)

ID:	Response:
17079	NEW GARAGE DOOR
7760	NEW HOME
17762	NEW HOME
11367	NEW SIDING
23508	NO BECAUSE I RENT AN APARTMENT
11240	NO IMPROVEMENTS
171	NONE
2373	NONE
2493	NONE
2926	NONE
3425	NONE
4886	NONE
7442	NONE
7721	NONE
9261	NONE
9671	NONE
12814	NONE
13756	NONE
14690	NONE
15002	NONE
16590	NONE
16727	NONE
16727	NONE
17325	NONE
17898	NONE
18073	NONE
18204	NONE
18263	NONE
18607	NONE
18732	NONE
19650	NONE
19997	NONE
20407	NONE
20437	NONE
20515	NONE
20597	NONE
20643	NONE
20897	NONE
25360	NONE
25512	NONE
1339	NONE
18490	NONE
5985	NONE AT THIS TIME
19537	NONE AT THIS TIME
4151	NONE BECAUSE HOME IS NEW
17054	NONE TO EXPENSIVE
18004	NONE-JUST DID ALL OF IT
7324	NOT SURE

Question 17_1_Other : What improvements to your home have the highest priority at this time ? (Cont.)

1478 NOTHING
5412 NOTHING
7050 NOTHING
13046 NOTHING
14503 NOTHING
19939 NOTHING
20689 NOTHING
26513 NOTHING
100 NOTHING
17623 OUTSIDE OF THE HOUSE RESURFACED
1852 PAINTING
2489 PAINTING
19915 PAINTING
29320 PLUGGING LEAKS
3846 PLUMBING
20681 PLUMBING
7880 POOL &THE GARAGE
26610 RAISING THE FOUNDATION
20412 RE INSULATED
20288 REFURBISH LIVING ROOOM
15309 REMOVING SKY LIGHTS
13219 RESALE VALUE
23261 RESEAL DRAFTS IN GARAGE AND DOORS
19946 SAFETY
8893 SAVING ENERGY IMPROVEMENTS
18016 SEALING THE WINDOWS SO NO AIR GETS IN
15949 SECONDARY HEATING SYSTEM
8661 SHEET ROCK
6926 SIDING
8853 SIDING
21940 SIDING
9433 SIDING INSULATION
8352 SIDING, STAIRS
4660 SOLAR
19955 SOLAR ENERGY
5856 SOLAR PANELS
15305 SOLAR PANELS
15545 SOLAR PANELS
2812 SOLAR SYSTEM
18496 SOLAR WATER
6412 SWITCHING LIGHTS TO ENERGY EFFICIENT
20946 THE ONES I ALREADY DID
16611 UNKNOWN
3104 UNKNOWN
13468 UNKNOWN
14400 UNKNOWN
23139 UPGRADE LIGHTING SYSTEMS
20170 VINYL SIDING
10560 WASHER/DRYER

Question 17_1_Other : What improvements to your home have the highest priority at this time ? (Cont.)

26472 WOULDNT HAVE IT DONE- HOUSE LESS THAN A YEAR OLD

Question 18_Other : If you were to participate in an energy efficiency program, what would you consider to be the biggest benefit ?

ID:	Response:
18545	ALL OF THE ABOVE
15552	ALL THE ABOVE
16315	BE MORE EFFICIENT
26610	COST EFFICIENT
16262	COST OF WINDOWS
13604	COST SAVINGS
20598	DK
15545	DON'T KNOW
19758	DON'T DON'T KNOW
12416	ECO BENEFITS
4583	INCREASE COST
1263	KNOWLEDGE & BEING ABLE TO TALK ABOUT THEM
212	LOWER OIL BILL
20537	MONEY
18402	MORE MONEY SAVED
7358	NA
18864	NO BENEFIT TO ME
16727	NONE
20515	NONE
20437	NONE OF THOSE
20213	NOT INTERESTED IN PARTICIPATING
7406	NOT SURE
15517	NOT SURE
19939	NOTHING
17886	REBATES
22846	SAVE HEAT
8234	SAVE MONEY
13048	SAVE MONEY
9810	SAVING MONEY
14957	SAVING MONEY
16816	SAVING MONEY
20758	SAVING MONEY
20897	SOMETHING WRONG WITH THE SYSTEM
1948	SPACE SAVING, USING UNWANTED SPACE, REDUCING ENERGY
29440	UNKNOWN
19059	WINDOWS
29291	WON'T PARTICIPATE TO COST A LOT OF MONEY

Question 19_Other : Using a scale of 1-9, where 1 means “no influence at all” and 9 means “a great amount of influence”, how much influence do the following have on you in terms of making your home more energy efficient ?

ID:	Response:
16394	3
16462	4
9221	5 PERSONAL CHOICE
15	5
8633	5
16590	5
17074	5
16458	6
17047	6
2480	7 COMFORT
1871	7 GOVERNMENT RESOURCES
8785	7 SPOUSE
22758	7 WHAT MY CHILD'S TEACHER SAYS
12600	8 CONVENIENCE
14248	8 INTERNET & WEB
29320	8 MY OWN GENERAL AWARENESS
19114	8 PRESIDENT
18496	8
2150	1
4344	1
7406	1
12431	1
12708	1
15517	1
16315	1
17898	1
18545	1
19361	1
19758	1
20407	1
20643	1
11078	9 GLOBAL WARMING
15565	9 INCREASED COMFORT
12919	9 KIDS
1263	9 MAGAZINE
17434	9 MAKE EDUCATED INFORMED DECISION
15305	9 ME
4660	9 MY OWN STUDY
2926	9 OWN PERSONAL DECISION
1948	9 PRICE SAVINGS
16786	9 PRODUCT REVIEWS
16695	9 REBATES-INCENTIVES-WORD OF MOUTH
20597	9 SAVE ENERGY
26513	9 CLIMATE CHANGE
23007	9 ENVIRONMENT
5682	9 ENVIRONMENT

Question 19_Other : Using a scale of 1-9, where 1 means “no influence at all” and 9 means “a great amount of influence”, how much influence do the following have on you in terms of making your home more energy efficient ? (Cont.)

ID:	Response:
20262	I'M THE PERFECTIONIST
4886	MAGAZINE (TIME)
464	MANUFACTURERS
10656	MONEY
4449	NEWSPAPER ARTICLE
16986	RESEARCHED INFO FROM UNIV AND TECH INST
17532	ROOMMATE

Question 20_Other : For you, what is the greatest obstacle to improving the energy efficiency of your home?

ID:	Response:
12501	AGE OF THE HOME
18356	ALREADY DONE
17581	ALWAYS ENERGY EFFICIENT
17359	ASSOCIATION
4151	BUSY WORKING WITH CAREER AND PARENTING
2373	CHILD
22841	COMMUNITY
13195	CONTRACTORS
15565	CONTRACTORS
25482	COST
20598	DK
9813	DOES NOT OWN THE HOME
6509	DON'T HAVE FULL CONTROL
19361	DON'T KNOW
12919	DON'T OWN
24913	DON'T OWN THE HOUSE
20313	EVERYTHING HAS BEEN UPDATED
14940	EVERYTHING IS STILL WORKING
16695	EXTRA COST
14444	EXTREME LACK OF QUALITY IN REPLACEMENT PRODUCTS
15703	EXTREME REGULATION FOR THE PROGRAM
9448	HAVEN'T TAKEN TIME FOR AUDIT
19537	HAVEN'T THOUGHT ABOUT IT
7891	HAVING ACCESS TO LAND RIGHTS
20262	I DON'T THINK WE NEED
18864	I GUESS WHEN WE PUT IN AC . HOW TO GET ALL THE DUCT WORK INTO AN OLDER HOME.
15002	I USE TOO MUCH ELECTRICITY
12497	IF ONLY BROKEN
20471	INERTIA
6953	JUST UPGRADED
10834	KIDS
12431	KIDS
113	LACK OF TIME
15357	LACK OF TIME

Question 20_Other : For you, what is the greatest obstacle to improving the energy efficiency of your home?

ID:	Response:
23876	LACK OF TIME
5343	LANDLORD TO APPROVE
29320	LAZINESS
29291	LIVE IN CONDO ASSOCIATION
13829	MESS
6716	MONEY
8390	MOTIVATION TO DO SO
19114	MOVING SOON
3425	MY WIFE
7358	NA
6344	NECESSITY
9671	NO HOT WATER
3835	NO KNOWLEDGE/FUNDS AVAILABLE
17596	NO OBSTACLES
2051	NO TIME
5977	NONE
8423	NONE
11710	NONE
13292	NONE
16727	NONE
17620	NONE
18732	NONE
20515	NONE
21128	NONE OF THE ABOVE
22701	NOT ENOUGH TIME
19946	NOT SURE
7749	NOT TRUSTING THE VENDORS
4310	NOTHING NEEDS TO BE DONE
18885	ONLY IF NEEDED
21414	RENT HOME
3846	REPLACE BROKEN
18402	SAVING MONEY
11795	THE AGE OF HOME
11641	TIME
10560	TIME
11606	TIME CONSUMING
6438	TIME TO DO IT
4449	TIME TO LOOK INTO IT
2926	TOO OLD OF BUILDING
19325	UNABLE TO DO MUCH IN AN ADULT ESTATE COMMUNITY
18073	UNDERSTAND THE PROGRAM, WHAT IS THE BENEFIT
3104	UNKNOWN
18543	USING LESS ENERGY
17267	VERY OLD HOUSE
21244	WIFE
7721	WINDOWS ALWAYS HAVE A DRAFT

Question 21_Other : Who is your electric utility provider?

ID:	Response:
20347	AMBIT
19059	BOARD
23396	CENTRAL HUDSON
19325	COMCAST
18665	CONSTELLATION
17267	CONSTELLATION
4449	DK
6716	DK
12416	DK
20598	DK
18558	DON'T KNOW
4033	FIRST ENERGY
5343	FIRST ENERGY
17241	FIRST ENERGY
12671	GPU
29280	GRU
9448	MIDAMERICA ENERGY
23878	NEW JERSEY POWER AUTHORITY
21255	NOT SURE
1964	NRG RETAIL SOLUTIONS
22350	PPL
9170	SOLAR PANELS
25817	SP AND L
11227	SUSSEX ROYAL ELECTRIC
9813	UNSURE

Question 22_Other : Who is your gas utility provider?

ID:	Response:
3472	7 OIL CO
9891	AJ & G
27449	ALLAN ROPANE
8432	BANCO
19059	BOARD
23508	BUILDING PAYS, DON'T KNOW
11367	CHRISTY HALSY
17267	CONSTELLATION
12416	DK
20598	DK
113	DON'T KNOW
24913	DON'T DON'TKNOW
7324	DON'T KNOW
8893	FERRELL- PROPANE PROVIDER
150099848	GATEWAY
29280	GRU
5805	INTELIGENT ENERGY
28222	JCP&L

Question 22_Other : Who is your gas utility provider? (Cont.)

ID:	Response:
9448	MIDAMERICA ENERGY
19155	NA
17596	NEW JERSEY AMERICAN GAS CO
3104	NJNR
16695	NO HOOK UP FOR GAS
11710	NONE
15	NOT SURE
19361	NOT SURE
4310	NOT SURE
25852	OIL HEAT
20067	OLI
23396	PETRO
6412	PROPANE
11240	PROPANE
18732	ROCKLIN
17679	STEM
18885	SUBURBAN PROPANE

Question 23_Other: Do you live in a ?

ID:	Response:
19325	COMMUNITY
15545	DUPLEX

Question 29_Other: What types of advertisements typically appeal to you?

ID:	Response:
17054	A LITTLE OF EVERYTHING
8853	ADS WITH FACTS, HUMOR
2369	ALL
25494	ALL OF ALL ABOVE
1292	ALL OF THE ABOVE
18263	ALL OF THEM
16727	ANIMALS AND CHILDREN HELPING THE WORLD
9810	DATA
15545	DEPENDS
17886	DEPENDS ON PRODUCT
19997	DESPISE MOST ADS
10307	DK
20598	DK
19429	DOESN'T LIKE ADS
2926	DON'T CARE ABOUT KIND OF AD
14931	HE SAID JUST LIKE ME JULIE BOWEN
20077	INTERNET
20897	MAGAZINE ADS
17079	MAIL

Question 29_Other: What types of advertisements typically appeal to you? (Cont.)

ID:	Response:
12431	MAILERS
18402	NEWSPAPER
20515	NEWSPAPER
20262	NO PREFERENCE
19939	NONE
7749	NONE
9226	NONE
11710	NONE
16413	NONE
16666	NONE
16727	NONE
18073	NONE
20537	NONE
26513	NONE
26610	NONE
19758	NONE
15517	NOT SURE
13929	POLITICS
19722	REALISTIC
19946	RESEARCH
17105	SALES
20347	TV ADS
3425	UNKNOWN

Question 31_Comments: Please provide any additional comments you may have about energy efficiency programs?

ID:	Response:
17532	ALL FOR IT
6509	A LOT OF PROGRAMS AND NOT ENOUGH SCIENCE
12919	APPRECIATE THAT THEY EXIST
20347	ASSISTANCE TO HELP THE ELDERLY ABOUT ENERGY EFFICIENCY PROGRAMS
24913	CURIOUS AS TO WHY THEY ARE STILL MAKING FLUORESCENT LIGHTS- CFL BULBS
14230	CUT DOWN USAGE
16986	DONE A PRETTY GOOD JOB GOVT AGENCY PSE&G PROBLEMS WITH NJDEP
19557	DON'T HAVE TIME TO RESEARCH NOT THAT IMPORTANT AT THIS TIME
4115	FOR IT
19059	GLOBAL WARMING IS A LOT OF BS
13604	GOOD FOR HOUSEHOLD AND ENVIRONMENT
12639	GOVERNMENTS WANT PEOPLE TO BE MORE ENERGY EFFICIENT SHOULD ENCOURAGE PRODUCTS TO BE LESS COSTLY
1263	HAPPY THAT I CALLED
26792	HARDEST PART IS NOT KNOWING WHAT'S AVAILABLE, NOT KNOWING IF WE QUALIFY. NOT QUALIFYING FOR LOW-INCOME HELP SO EVERYTHING WOULD BE OUT OF POCKET.
20067	DON'T HAVE ENOUGH INFO ABOUT THE PROGRAMS
12711	HOPE TAX PAYING DOLLARS DON'T PAY FOR IT
20170	I HATE JERSEY CENTRAL POWER AND LIGHT

Question 31_Comments: Please provide any additional comments you may have about energy efficiency programs? (Cont.)

ID: Response:

29320 I SHOULD GET MORE MOTIVATED

20471 I THINK THEY ARE A GOOD IDEA

5805 I USE IT I WOULD LIKE TO LEARN MORE ABOUT IT IF I AM INTERESTED IN THE PRODUCT OR PROGRAM

16794 I WISH PEOPLE CARED MORE ABOUT IT

17054 I WOULD LOVE TO HAVE SOLAR ENERGY BUT NOT SO EXPENSIVE

2033 IF SO MUCH MONEY IS BEING INVESTED INTO A PROGRAM WHY WOULD THEY NOT LET SOMEONE SWITCH TO A GAS FURNACE WHEN GAS IS MORE EFFICIENT AND MORE ENVIRONMENTALLY FRIENDLY

28427 IF THE AMERICAN SOCIETY/GOVERNMENT CANNOT COLLECTIVLY GET BEHIND RENEWABLE ENERGY (AWAY FROM FOSSIL FUELS) ENERGY EFFICENCY IS THE MOST IMPORTANT THING WE COULD DO.

11851 IF THEY ARE EVER GOING TO MAKE IT MORE AFFORDABLE TO MAKE IT EASIER FOR SOLAR POWER.

16458 IF THEY CAN OFFER SOLAR PANELS

21244 I'M NOT SURE IF WOULD BE COST EFFECTIVE AT THIS POINT

8893 I'M SUPPORTIVE AND LIKE TO SEE THEM BE SUCCESSFUL AND MORE WIDELY USED

16717 IN FAVOR OF THEM

7358 IT KILLS ME TO SEE THE WASTE THAT IS ALL OVER THE PLACE. AT THE HOUSE NEXT THERE HAS BEEN A WINDOW BROKE OUT FOR LIKE 4 YEARS

11078 ITS HARD TO GET PEOPLE TO CONTRIBUTE. NEED MORE EDUCATION ON THE PROGRAMS

1292 JUST WANT TO SEE THEM WORK

2463 LEARN MORE

6355 LEARNING MORE ABOUT SOLAR ENERGY PROGRAMS

19441 LESS BOTHERS AT NIGHTE TIME

17434 LETS BE ENERGY INDEPENDENT IN AMERICA KEYSTONE PIPELINE-LET'S DO IT

14444 LIKE TO SEE MORE PUSH FOR SOLAR

19722 LOOK INTO PROVIDING GAS TO TOWNHOUSES ONLY AVAILABLE FROM FRONT SIDE

23876 LOOKING FORWARD TO NEW PROGRAMS AND LEARNING MORE ABOUT THEM

7891 MAKE THEM EASIER

10278 MORE ADVERTISEMENT

9193 MORE AWARENESS ABOUT ALL OF THE PROGRAMS

21940 MORE DONE ON THE PUBLIC SIDE

17138 MORE INFO

10834 MORE OUTREACH TO CUSTOMERS

24150 NO JUST SEND ME EMAILS SO I HAVE MORE INFORMATION. MOST OF THESE PROGRAMS HAVE TOO LONG OF A PAYBACK PERIOD

7849 ONLY WITH GOV CHRISTIE HE OWES ME MONEY

16262 PAYBACK PERIODS ARE WAY TOO LONG

2369 PEOPLE ARE NOT AWARE OF ALL THAT'S OUT THERE

4660 PRETTY MUCH UP ON ENERGY BECAUSE HE IS AN HVAC CONTRACTOR

21414 PROMOTE RENEWABLE AS MUCH AS POSSIBLE REMOVE ALL SOURCES OF POLLUTANTS

16786 PROMOTED MORE

4449 READING ABT OUTLETS, SMART PLUGS, SHUTS OFF ELECTRIC, LIKE MORE INFORMATION

3526 SEEM TO BE WORKING AND HEAR GOOD THINGS ABOUT

19650 SEE BETTER DEALS FOR SENIORS

9433 SEE MORE INFO

7293 SHE WAS PROVIDED A PROGRAM ENERGY ASSISTANCE THAT WAS FANTASTIC HELPED HER LOWER HER BILL

14940 SHOULD BE AVAILABLE TO ALL INCOME BRACKETS

Question 31_Comments: Please provide any additional comments you may have about energy efficiency programs? (Cont.)

ID:	Response:
15703	THE HOME PERFORMANCE WITH ENGERY STAR REQUIREMENTS ARE ENABLING CONTRACTORS TO MILK TO FEES, CHARGE TOO MUCH, REBATES AND BENEFITS GO TO THE CONTRACTORS
4195	THE STATE NEEDS TO HAVE A BIGGER ROLE IN HOW IT EFFECTS US
5682	THEY ARE GREAT IF MORE PEOPLE USED THEM
17267	THEY ARE VERY IMPORTANT
20537	THEY ARE WONDERFUL
17079	THEY ARE WONDERFUL
18543	THEY SHOULD BE PUT FORTH SO PEOPLE CAN UNDERSTAND THEM WITHOUT THE FINE PRINT
2051	THEY SHOULD DO MORE TO HELP PEOPLE REDUCE THE COST UTILITIES
7416	THINK A GOOD IDEA AND COULD BE PROVIDED AT LOW COST MORE PEOPLE WOULD DO SOMETHING ABOUT IT
17241	THINK SAVING ENERGY IS A GOOD IDEA
19114	THIS CALL WAS A GOOD THING!!
4886	TOO EXPENSIVE TO UPGRADE
1871	TOO MUCH INFORMATION, NOT CLEAR ENOUGH
29395	VERYAPPEALING ON MANY LEVELS
17679	VERY INTERESTED IN RENEWABLES ANY ENERGY RENEWABLES
23007	VERY LOW COST TO IMPROVE TO BETTER BILLS
16727	WE SHOULD BE CAFEFUL ON USE OF OUR ENERGY
14248	WEBSITES NEED TO BE IMPROVED MORE TESTIMONIALS
20478	WHEN I GET INTO I EXPECT TO SEE RESULTS
1852	WHY DON'T PUBLIC EMPLOYEES QUALIFY FOR PROGRMS
22758	WISH THAT THERE WOULD BE MORE OPTIONS READILY AVAILABLE. LIVE IN A TOWNHOME SO CAN'T PUT SOLAR PANELS ON ROOF, WISH COULD PLACE SOMEWHERE ELSE AROUND THE HOUSE.
95	WISH THERE WAS A LOT MORE VISIBILITY PROGRAMS FOR SOLAR PANELS
15565	WISH THEY WORKED AS WELL AS THEY SAID THEY WORK
2480	WISH THEY WOULD CONTINUE/REVIVE SOLAR AND RENEWABLE ENERGY AWARENESS IN NJ. GOVERNMENT SHOULD BE MORE INVOLVED
13219	WITH ALL OF THE ENERGY IN THE COUNTRY WHY FOCUS ON SOLAR ENERGY INSTEAD OF NATURAL GAS
13195	WITH ALL THE INFORMATION ON SOCIAL MEDIA AND APPLIANCES WHY HASN'T BEEN DONE SOONER
13396	WOULD LIKE TO BE AWARE TO THE PUBLIC FEELS LIKE THEY KEEP A SECRET
3453	WOULD LIKE TO SEE PRODUCTS OR DETAILS VIA EMAIL
8432	YAZID
16727	YOU ARE DELIGHTFUL AND GOOD AT WHAT YOU ARE DOING KEEP IT UP

Survey

Honeywell Energy Efficiency Program Survey – Residents

(Note to surveyors – shopping for electric or gas suppliers is not a Clean Energy Program)

Hello, this is _____ calling for New Jersey's Clean Energy Program. We are conducting a short survey to determine how people feel about saving energy. We'll also enter you in a drawing for one of 10 \$100 gift cards for completing this survey. Could I have 8 minutes of your time to ask you a few questions?

The first few questions are related to your awareness of any energy efficiency programs in the state of New Jersey.

1. Have you ever heard of the New Jersey Clean Energy Program, or NJCEP? Yes No Don't know

If YES: Does the state, your utility, or someone else administer this program?

State Utility Someone else Who? _____

Have you ever visited the NJCEP website (www.njcleanenergy.com) to get more information?

Yes No Don't know

2. Have you ever participated in an energy efficiency program offered by federal or state governments, your electric or gas utility, or some other entity? Yes No Don't know

If YES: What type of program was it? _____

Did this program meet, exceed, or fail to meet your expectations?

Met Exceeded Failed to meet

If FAILED TO MEET: Why? _____

3. Have you ever heard of the following programs offered by NJCEP? (*read, rotate, explain as necessary*)

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
Home Performance with ENERGY STAR <i>(program offers up to \$5,000 in incentives for energy efficient upgrades, and a 0% interest loan up to \$10,000)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New Jersey ENERGY STAR Homes <i>(new homes built to be more energy efficient than traditionally built homes)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Energy Efficient Appliance Rebate Program <i>(Rebates for the purchase of energy efficient clothes washers, dryers or refrigerators, and incentives to recycle old refrigerators and freezers. This program also offers discounted lighting products in many stores throughout the state.)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
COOLAdvantage <i>(rebates for installation of energy efficient cooling systems)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
WARMAdvantage <i>(rebates for installation of energy efficient heating systems)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If YES to any of the above go to Question 4

If NO to all of the above, go to Question 8

4. Have you participated in any of these NJCEP programs? Yes No

If YES: Which programs have you participated in? (*check all that apply*)

- Home Performance with ENERGY STAR COOLAdvantage
 New Jersey ENERGY STAR Homes WARMAdvantage

- The Energy Efficient Appliance Rebate Program

Did these programs meet, exceed, or fail to meet your expectations?

- Met Exceeded Failed to meet

If FAILED TO MEET: Why? _____

5. Are you aware that NJCEP significantly discounts many energy efficient lighting products in stores throughout the state?
 Yes No Don't know

6. Have you ever seen any signage in retail stores for lighting products sponsored by NJCEP?
 Yes No Don't know

If YES: Have you purchased any of these lighting products? Yes No

This next set of questions will be related to advertising for the Clean Energy Program.

7. Have you seen or heard advertising about any of the NJCEP programs? Yes No Don't know

If YES: Why type of advertisements did you hear or see? (do not prompt, check all that apply)

- | | | | |
|-------------------------------------|---------------------------------------|---|--|
| <input type="checkbox"/> TV | <input type="checkbox"/> Email | <input type="checkbox"/> Events | <input type="checkbox"/> Transit advertising (bus, train, etc) |
| <input type="checkbox"/> Radio | <input type="checkbox"/> Web banners | <input type="checkbox"/> Bill Boards | <input type="checkbox"/> Brochures/Fact sheets |
| <input type="checkbox"/> Mail | <input type="checkbox"/> Social Media | <input type="checkbox"/> Contractors | <input type="checkbox"/> Friends/neighbors |
| <input type="checkbox"/> Newspapers | <input type="checkbox"/> Newsletters | <input type="checkbox"/> Store Displays | <input type="checkbox"/> Other (specify) _____ |

8. What would be your preferred way of learning about offers available from NJCEP programs? (do not read, check all that apply)

- | | | | |
|--|--|--------------------------------------|--|
| <input type="checkbox"/> TV ad | <input type="checkbox"/> Radio Ad | <input type="checkbox"/> Website | <input type="checkbox"/> Watch an online video |
| <input type="checkbox"/> Friend/Family | <input type="checkbox"/> From a contractor | <input type="checkbox"/> At an event | <input type="checkbox"/> Direct mail |
| <input type="checkbox"/> Newspaper | <input type="checkbox"/> Email | <input type="checkbox"/> Newsletter | <input type="checkbox"/> At a retail store |
| <input type="checkbox"/> Brochure/fact sheet | <input type="checkbox"/> Other (specify) _____ | | |

If Email selected, please ask for email address and read back for accuracy: _____

9. Would you consider participating in any of the NJCEP programs if you haven't already? Yes No

If YES: Which ones?

- | | |
|--|--|
| <input type="checkbox"/> Home Performance with ENERGY STAR | <input type="checkbox"/> COOLAdvantage |
| <input type="checkbox"/> New Jersey ENERGY STAR Homes | <input type="checkbox"/> WARMAdvantage |
| <input type="checkbox"/> The Energy Efficient Appliance Rebate Program | |

If NO: Why not? _____

10. Have you sought information about energy efficient products in the past year? Yes No Don't know

This next set of questions will be related to energy usage in your home.

11. Do you actively take any actions to reduce your energy use at home? Yes No Don't know

If YES: Which of the following methods do you use to reduce your energy bills: (do not read, check all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Turn lights off when no one is in the room | <input type="checkbox"/> Add insulation/caulking |
| <input type="checkbox"/> Turn the TV off when no one is watching | |
| <input type="checkbox"/> Adjust the thermostat | <input type="checkbox"/> Installed energy efficient lights (CFL, LEDs, etc) |

- Use energy efficient appliances (*EnergyStar, etc*)
- Other (*specify*) _____

12. On a scale of 1 to 9, where 1 means “not at all important” and 9 means “very important”, how important is it to limit or reduce energy use in your home? (*circle*)

Not at all important 1 2 3 4 5 6 7 8 9 **Very important**

13. What is the most important reason why you would you consider replacing an appliance such as a refrigerator or washing machine? (*rotate, mark with a “1”*) What is the second most important reason? (*mark with a “2”*)

- Appliance is not workingwell Higher home resale value
- Save energy Lower utility bills
- Other(*specify*) _____

14. What is the most important reason why you would you consider replacing your HVAC system? (*rotate, mark with a “1”*) What is the second most important reason? (*mark with a “2”*)

- Lower utility bills HVAC system is not working well/broken
- Save energy Higher home resale value
- Other(*specify*) _____

15. Do you know what a “Home Performance with ENERGY STAR” audit is? Yes No Don’t know

If NO/DON’T KNOW read this statement: With this audit, certified contractors will come to your home and identify sources of wasted energy. You will receive a detailed plan with recommended actions, costs, and payback analysis.

16. What is the most important reason why you would you consider having a Home Performance with ENERGY STAR audit done on your home? (*mark with a “1”*) What is the second most important reason? (*rotate, mark with a “2”*)

- Lower utility bills Save energy Protect the environment
- Higher home resale value Other(*specify*) _____

17. What improvements to your home have the highest priority at this time? (*do not read, check all that apply*)

- Remodeling/renovating Updating appliances Replacing heating/cooling system
- New windows New roof
- Other(*specify*) _____

18. If you were to participate in an energy efficiency program, what would you consider to be the biggest benefit? (*rotate, check only one*)

- Save energy Increased comfort Lower utility bills
- Protect the environment Higher home resale value Other (*specify*) _____

19. Using a scale of 1 to 9, where 1 means “no influence at all” and 9 means “a great amount of influence”, how much influence do the following have on you in terms of making your home more energy efficient?

	<u>No influence at all</u>					<u>Great amount of influence</u>				
	1	2	3	4	5	6	7	8	9	
a. Friends/relatives										
b. Neighbors										
c. Contractors										
d. Co-workers										
e. Advertising										
f. Retailers										
g. Utilities										

Thank you for taking the time to help us with this survey for the state of New Jersey's Clean Energy Program. Your name will be entered into a drawing for one of 10 \$100 gift cards to be awarded on [XX/XX].

Gender (by observation): Male Female