

Fast Feedback Results

2011 Final Report

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Executive Summary

Overview of Fast Feedback

Fast Feedback is a short phone survey of a sample of recent program participants to assess satisfaction, understand customer decision making, and gather suggestions for program and process improvements. The survey is generally 10 questions or less, is customized for each program or measure of interest, and is designed to take no more than 5 minutes to complete.

There are quarterly quotas for each program or measure of interest based on the project volume expected in that quarter. We attempt to survey enough participants to achieve 90% confidence and 10% precision each quarter. Calls are made each month to randomly selected participants whose incentive check was processed in the previous month and who have not been surveyed in the previous 12 months. Results are summarized and distributed quarterly to program staff. There is least one opportunity in each survey for the respondent to give feedback that is recorded verbatim on what Energy Trust could do to improve its services or the customer experience, and this feedback is provided with anonymity to program staff on a monthly basis (not included in this report).

A total of 3,439 participants from 2011 were surveyed between February 2011 and February 2012.

History of Fast Feedback

Fast Feedback began as a pilot in mid-2009 for participants in the Existing Buildings and Production Efficiency program.¹ The pilot yielded timely information to programs and participants were appreciative of the opportunity to provide feedback. Based on this success, in the second quarter of 2010 Fast Feedback was extended to most Energy Trust programs. A report on methods and results from Q2 2010 is available on the Energy Trust website; Fast Feedback continues to follow the methods cited in that report.²

In Q2 2011, survey calling moved from Energy Trust's general call center to Gilmore Research Group. Survey questions were adjusted to be more consistent across programs and measures, the number of open-ended comments was reduced from two to one (most respondents only provided one comments anyway) and general coding was added to the open comment. Open comments are provided monthly to program staff and are not included in this report.

Summary of results

Satisfaction with overall experience – a rating of 4 or 5 out of 5 – ranged from a high of 100% for Existing Buildings participants from Washington and Residential Solar Water Heating to 83% for New Buildings. Most programs or measures showed 90% or more of participants satisfied.

Free ridership – the portion of participants who would have made energy efficient improvements or upgrades without incentives or information from Energy Trust – was much more variable than satisfaction and ranged from a high of 52% for residential refrigerator participants to a low of 14% for Production Efficiency electric projects. See the appendix for an explanation of free ridership calculations.

¹ http://energytrust.org/library/reports/100310_FastFeedback.pdf

² http://energytrust.org/library/reports/101231_Fast_Feedback_Rollout.pdf

Program	Respondents	Percent satisfied*	Free ridership†‡	
			Electric	Gas
Commercial Sector				
Existing Buildings – Oregon	199	94%	30%	27%
Existing Buildings – Washington	10	100%	--†	--†
Existing Multifamily	76	87%	27%	48%
New Buildings and Multifamily	71	83%	--†	--†
Industrial Sector				
Production Efficiency	184	91%	14%	20%
Commercial Solar				
Commercial Solar Electric and Water Heating	32	91%	--†	--†
Home Products				
Clothes Washers	261	88%		47%
Refrigerators	259	90%		52%
Refrigerator Recycling	262	95%		31%
Existing Homes				
Air Sealing	138	88%		21%
Ceiling Insulation	242	92%		28%
Floor Insulation	231	96%		27%
Wall Insulation	151	90%		35%
Duct Insulation	51	88%		31%
Duct Sealing	158	89%		38%
Heat Pump	232	88%		42%
Water Heaters	243	91%		47%
Windows	128	85%		42%
Home Performance	109	90%		27%
Home Energy Review	237	91%		--
Existing Homes Total – Oregon	1,855	91%		--
Existing Homes Total – Washington	65**	86%		--†
Residential Solar				
Residential Solar Electric	140	94%		--†
Residential Solar Water Heating	20	100%		--†
Other Renewables				
Small Wind	5	4 of 5		--

* Percent rating 4 or 5 out of 5 on overall experience; excludes respondent who answered “don’t know”.

** Washington respondents also included in other measure categories above.

† Free ridership is not calculated through Fast Feedback.

‡ Free ridership estimates for residential measures are calculated for Oregon respondents only.

For many programs and measures, the Energy Trust incentive was the most influential of the program aspects in the decision to undertake an energy efficient improvement or upgrade. Other aspects investigated included information provided by Energy Trust, the contractor or design professional, and other features unique to certain programs or measures, such as free pick-up for refrigerator recycling and Solar Energy Reviews for residential solar participants.

Existing homes participants were asked about satisfaction with their trade ally and results were typically in line with results for satisfaction with Energy Trust. They were also asked about whether they considered Energy Trust’s list of approved trade allies when selecting their contractor. Typically, results for this question vary substantially from one quarter to the next, but on average for 2011, they ranged from 20% for windows to 59% for Home Performance.

	Percent satisfied with contractor*	Percent who considered trade ally list
Air Sealing	89%	49%
Ceiling Insulation	87%	27%
Floor Insulation	90%	41%
Wall Insulation	89%	36%
Duct Insulation	94%	51%
Duct Sealing	93%	25%
Heat Pump	93%	22%
Water Heaters	90%	24%
Windows	92%	20%
Home Performance	94%	59%

* Percent rating 4 or 5 out of 5 on overall experience; excludes respondent who answered "don't know".

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Commercial Sector

- Fast Feedback surveys were completed with enough participants for results to meet the criteria of 90% confidence/10% marginal of error for all groups except Existing Buildings – Washington, due to the small population size for that group.

Survey Group	2011 Projects†	Surveys Completed
Existing Buildings – Oregon*	2,303	199
Existing Buildings – Washington	31	10
Existing Multifamily	287	76
New Buildings and Multifamily*	260	71

* Contains subquotas for program tracks to insure a variety of project types were surveyed.

† Project totals for 2011 only include projects eligible for Fast Feedback, and therefore may not match other Energy Trust reports for 2011.

Survey Group	Satisfaction*	Free Ridership (savings-weighted)	
		Electric	Gas
Existing Buildings – Oregon	94%	30%	27%
Existing Buildings – Washington	100%	--**	--**
Existing Multifamily	87%	27%	48%
New Buildings and Multifamily	83%	--**	--**

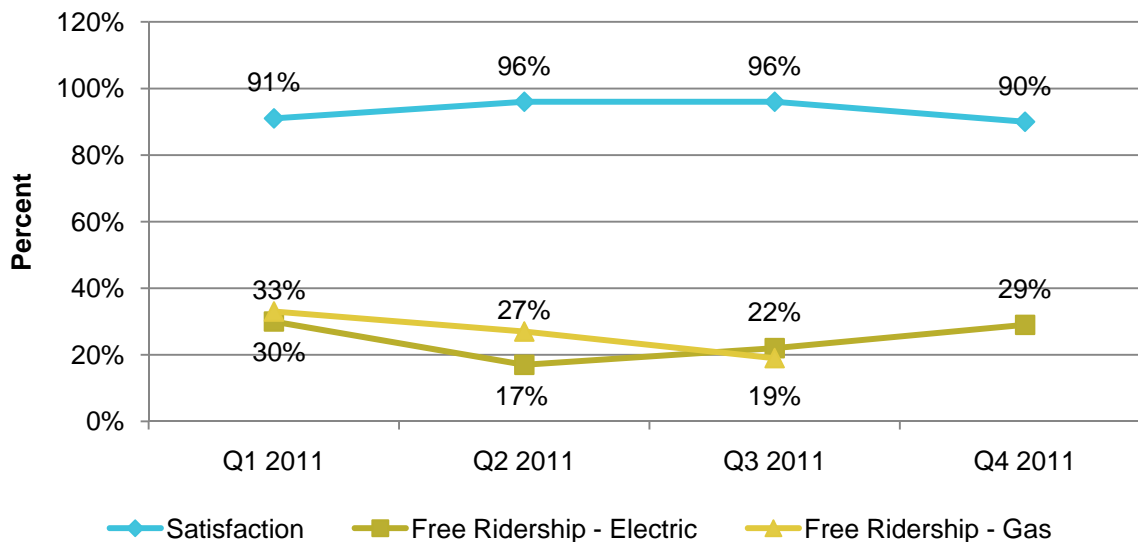
* Percent of respondents rating their overall satisfaction a 4 or 5, where 5 is very satisfied; excludes “don’t know” answers.

** Free ridership is not calculated through Fast Feedback.

Existing Buildings – Oregon

- 94% of respondents rated their overall satisfaction a 4 or 5 out of 5. Satisfaction was lowest for the turnaround time to receive the incentive and the information on how to apply for the state tax credit.
- Nearly 30% of respondents received a technical study and of those, about three quarters rated the quality a 4 or 5 out of 5 (80% when excluding “Don’t know” answers).
- A third of respondents would have done the project the same way had Energy Trust incentives not been available; 25% would not have installed any energy efficient equipment or features and 21% would have postponed the project more than a year.
- The incentive had the greatest impact (74% rating 4 or 5 out of 5) on projects. Studies also had significant influence on those that received them.
- 34% had applied for the Business Energy Tax Credit (BETC) and another 16% planned to apply; affirmative responses to this question declined over the year as changes were made to BETC.
- While most respondents had no program improvements to suggest, 9% said they felt the participation process was too complicated.

Existing Buildings - Oregon



Note: There were not enough gas projects in Q4 to estimate Q4 gas free ridership.

Thinking of your participation with Energy Trust, please rate your satisfaction with each of the following elements on a 5 point scale where 5 is very satisfied and 1 is not at all satisfied.

	1	2	3	4	5	4 or 5	Don't know	N
Interaction with program representative	1%	0%	7%	20%	69%	90%	2%	177
Ease of applying for incentive	2%	2%	12%	32%	50%	82%	2%	188
Incentive amount	2%	3%	10%	29%	55%	84%	2%	199
Turnaround time to receive your incentive	3%	4%	17%	30%	41%	71%	4%	162
Performance of equipment installed	0%	0%	5%	16%	76%	92%	4%	196
Information on how to apply for the state tax credit if received	5%	6%	14%	26%	37%	63%	12%	158
Overall experience	0%	1%	5%	38%	55%	93%	1%	199

	Percent satisfied (4 or 5) excluding "Don't know"	Percent satisfied (4 or 5) including "Don't know"	Total percent of "Don't know" responses
Information on how to apply for the state tax credit if received	72%	63%	12%
Overall experience	94%	93%	1%

Did you receive an Energy Trust-funded technical study?

	Count	Percent
Yes	58	29%
No	105	53%
Don't know	36	18%
Total	199	

[For those who received one only] Please rate your satisfaction with the quality of the study on a scale of 1 to 5 where 1 means not at all satisfied and 5 means very satisfied.

	1	2	3	4	5	4 or 5	Don't know	N
Study	2%	4%	14%	37%	37%	74%	7%	57

Which of the following statements describe the actions you would have taken had the Energy Trust incentive and information not been available? (multiple response)

	Count	Percent	N
Would have installed exactly the same equipment and design features	66	33%	199
Would not have installed any energy efficient equipment or design features	49	25%	199
Postponed installation more than 1 year	42	21%	199
Installed less energy efficient equipment	32	16%	199
Reduced the amount of energy efficient equipment or design features	25	13%	199
Don't know	6	3%	199

If your firm had not received the incentive, would it have made available the funds needed to cover the entire cost of the energy efficient equipment and design?

	Count	Percent
Yes	55	83%
No	7	11%
Don't know	4	6%
Total	66	

How influential were the following elements on your decision to incorporate energy efficient features in your project? Please answer using a 5 point scale where 5 means it had a great influence on your decision to design and install the equipment or system you did and 1 means it did not have any influence on your decision to design and install the equipment or system you did.

	1	2	3	4	5	Don't know	N
Energy Trust incentives	7%	4%	15%	23%	51%	1%	198
Installation contractor	21%	5%	13%	23%	33%	5%	184
Energy Trust program representative	11%	6%	16%	27%	35%	6%	171
Energy Trust-funded technical study	2%	4%	12%	40%	33%	9%	57

Have you applied for the Oregon state Business Energy Tax Credit for this project?

	Count	Percent
Yes	67	34%
No, but plan to	32	16%
No, do not plan to	37	19%
Don't know	39	20%
Not applicable	22	11%
Total	197	

Do you have any other feedback about your experience with Energy Trust or suggestions on how to improve our services?

	Count	Percent	N
No/Nothing/Can't think of anything	67	34%	199
Process was too complicated	18	9%	199
Communication problems with program representative	11	6%	199
Advertise more (More people should know about incentives)	9	5%	199
Process took too long	7	4%	199
Measure was too expensive/incentive was too small	7	4%	199
Information (print/website) was inaccurate	5	3%	199
Problem with contractor	4	2%	199
Other	76	38%	199
Don't know	1	1%	199

Existing Buildings – Washington

- With a relatively small number of respondents, few strong conclusions can be drawn about NW Natural Washington commercial projects.
- All ten respondents rated their overall satisfaction a 4 or 5 out of 5
- Actions in absence of the program varied by respondent, though several reported relatively high influence of the program on the project.

Thinking of your participation with Energy Trust, please rate your satisfaction with each of the following elements on a 5 point scale where 5 is very satisfied and 1 is not at all satisfied.

	1	2	3	4	5	4 or 5	Don't know	N
Incentive amount	0%	0%	0%	30%	70%	100%	0%	10
Ease of applying for incentive	0%	0%	0%	40%	60%	100%	0%	10
Interaction with program representative	0%	10%	0%	40%	50%	90%	0%	10
Quality of installation work	0%	0%	0%	25%	75%	100%	0%	8
Performance of equipment installed	0%	0%	22%	11%	67%	78%	0%	9
Overall experience	0%	0%	0%	40%	60%	100%	0%	10

Did you receive an Energy Trust-funded technical study?

	Count	Percent
Yes	3	30%
No	6	60%
Don't know	1	10%
Total	10	

[For those who received one only] Please rate your satisfaction with the quality of the study on a scale of 1 to 5 where 1 means not at all satisfied and 5 means very satisfied.

	1	2	3	4	5	4 or 5	Don't know	N
Study	0	0	0	3	0	3	0	3

Which of the following statements describe the actions you would have taken had the Energy Trust incentive and information not been available? (multiple response)

	Count	Percent	N
Would have installed exactly the same equipment and design features	4	40%	10
Would not have installed any energy efficient equipment or design features	3	30%	10
Reduced the amount of energy efficient equipment or design features	2	20%	10
Installed less energy efficient equipment	2	20%	10
Postponed installation more than 1 year	1	10%	10

If your firm had not received the incentive, would it have made available the funds needed to cover the entire cost of the energy efficient equipment and design?

	Count	Percent
Yes	4	--
No	0	--
Don't know	0	--
Total	4	

How influential were the following elements on your decision to incorporate energy efficient features in your project? Please answer using a 5 point scale where 5 means it had a great influence on your decision to design and install the equipment or system you did and 1 means it did not have any influence on your decision to design and install the equipment or system you did.

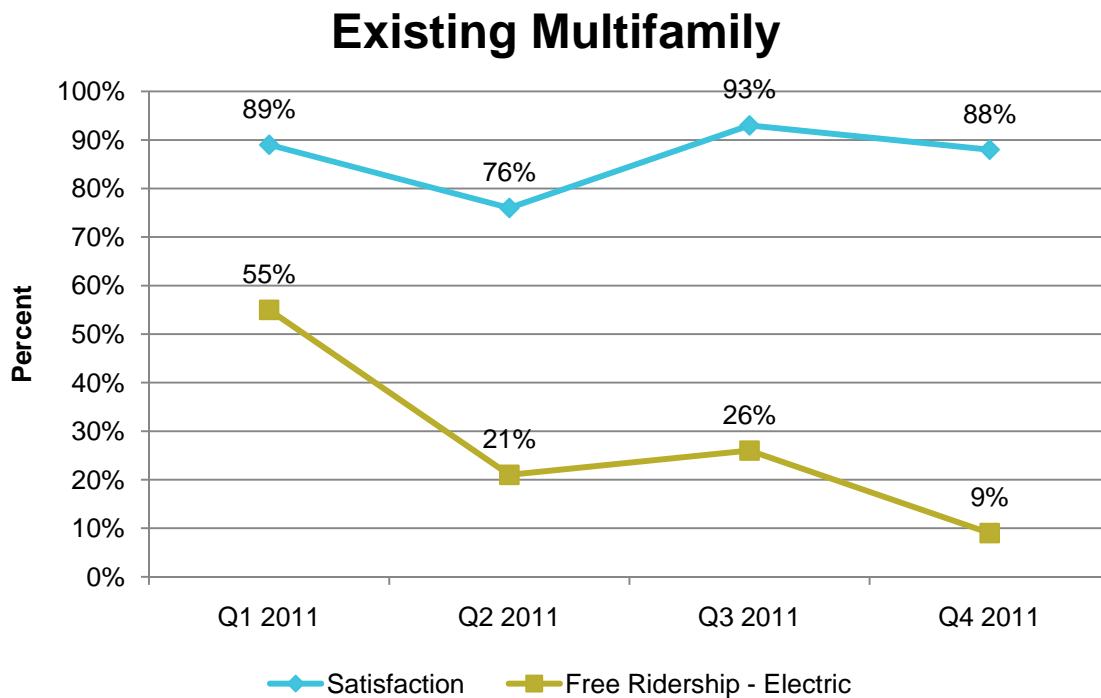
	1	2	3	4	5	Don't know	N
Energy Trust incentives	0%	0%	13%	38%	50%	0%	8
Installation contractor	13%	0%	25%	25%	38%	0%	8
Energy Trust program representative	13%	0%	13%	38%	38%	0%	8
Energy Trust-funded technical study	0%	0%	33%	67%	0%	0%	3

Do you have any other feedback about your experience with Energy Trust or suggestions on how to improve our services?

	Count	Percent	N
No/Nothing/Can't think of anything	4	40%	10
Advertise more (More people should know about incentives)	2	20%	10
Communication problems with program representative	1	10%	10
Process took too long	0	0%	10
Process was too complicated	0	0%	10
Measure was too expensive/incentive was too small	0	0%	10
Information (print/website) was inaccurate	0	0%	10
Problem with contractor	0	0%	10
Other	3	30%	10
Don't know	0	0%	10

Existing Multifamily

- 87% of respondents rated their overall experience a 4 or 5 out of 5. As with Existing Buildings, satisfaction was lowest for incentive turnaround time and information about the state tax credit, as well as for ease of applying for the incentive.
- 43% of respondents received a building assessment and of those, nearly 80% rated it a 4 or 5 out of 5 (84% excluding “Don’t know” answers).
- The two most common actions without the incentive would have been to install the exact same equipment or features (32%) or postpone installation for more than a year (28%).
- Energy Trust incentives were the most influential of program elements in decisions to incorporate energy efficient features, followed by the program representative.
- 37% of respondents had applied for the Business Energy Tax Credit and another 19% had planned to apply.



Note: There were not enough gas projects in Q2, Q3, or Q4 to estimate quarterly gas free ridership.

Thinking of your participation with Energy Trust, please rate your satisfaction with each of the following elements on a 5 point scale where 5 is very satisfied and 1 is not at all satisfied.								
	1	2	3	4	5	4 or 5	Don't know	N
Interaction with program representative	1%	0%	7%	21%	69%	90%	1%	72
Ease of applying for incentive	5%	13%	16%	29%	33%	63%	3%	75
Incentive amount	3%	9%	16%	26%	45%	71%	1%	76
Turnaround time to receive your incentive	4%	5%	21%	23%	42%	65%	5%	57
Performance of equipment or the system installed	0%	0%	7%	20%	66%	86%	8%	76
Tenant comfort	0%	0%	6%	28%	54%	82%	13%	72
Information on how to apply for the state tax credit if received	4%	10%	21%	28%	28%	56%	9%	68
Overall program experience	1%	3%	9%	34%	53%	87%	0%	76

	Percent satisfied (4 or 5) <i>excluding</i> "Don't know"	Percent satisfied (4 or 5) <i>including</i> "Don't know"	Total percent of "Don't know" responses
Interaction with program representative	91%	90%	1%
Tenant comfort	94%	82%	13%

Did you receive an Energy Trust-funded building assessment?		
	Count	Percent
Yes	33	43%
No	26	34%
Don't know	17	22%
Total	76	

[For those who received one only] Please rate your satisfaction with the quality of the assessment on a scale of 1 to 5 where 1 means not at all satisfied and 5 means very satisfied.								
	1	2	3	4	5	4 or 5	Don't know	N
Study	0%	3%	12%	27%	52%	79%	6%	33

Which of the following statements describe the actions you would have taken had the Energy Trust incentive and information not been available? (multiple response)			
	Count	Percent	N
Would have installed exactly the same equipment and design features	24	32%	76
Postponed installation more than 1 year	21	28%	76
Reduced the amount of energy efficient equipment or design features	13	17%	76
Would not have installed any energy efficient equipment or design features	11	14%	76
Installed less energy efficient equipment	8	11%	76
Don't know	5	7%	76

If your firm had not received the incentive, would it have made available the funds needed to cover the entire cost of the energy efficient equipment and design?		
	Count	Percent
Yes	21	88%
No	2	8%
Don't know	1	4%
Total	24	

How influential were the following elements on your decision to incorporate energy efficient features in your project? Please answer using a 5 point scale where 5 means it had a great influence on your decision to design and install the equipment or system you did and 1 means it did not have any influence on your decision to design and install the equipment or system you did.							
	1	2	3	4	5	Don't know	N
Energy Trust incentives	9%	5%	12%	25%	48%	0%	75
Installation contractor	25%	6%	14%	19%	29%	7%	69
Energy Trust program representative	13%	10%	18%	15%	42%	1%	67
Energy Trust building assessment	10%	3%	39%	26%	19%	3%	31

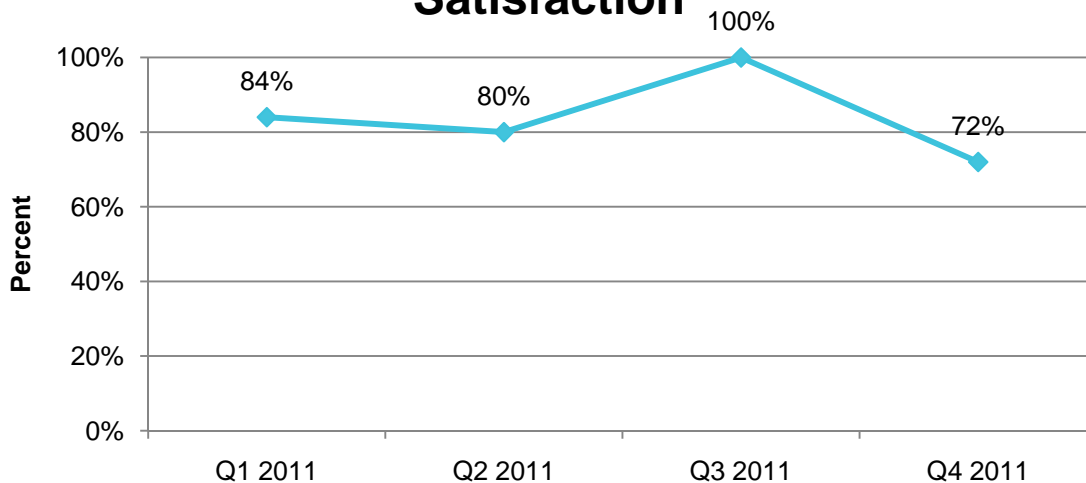
Have you applied for the Oregon state Business Energy Tax Credit for this project?		
	Count	Percent
Yes	28	37%
No, but plan to	14	19%
No, do not plan to	11	15%
Don't know	12	16%
Not applicable	10	13%
Total	75	

Do you have any other feedback about your experience with Energy Trust or suggestions on how to improve our services?			
	Count	Percent	N
No/Nothing/Can't think of anything	23	30%	76
Communication problems with program representative	7	9%	76
Process was too complicated	6	8%	76
Advertise more (More people should know about incentives)	5	7%	76
Information (print/website) was inaccurate	3	4%	76
Process took too long	2	3%	76
Measure was too expensive/incentive was too small	1	1%	76
Problem with contractor	1	1%	76
Other	28	37%	76
Don't know	0	0%	76

New Buildings and New Multifamily

- It was the goal of the survey to reach an owner or owner representative for all projects, but that only proved possible in about a third of cases. Other common types of respondents were project managers, construction managers and building designers.
- 83% of respondents rated their overall satisfaction a 4 or 5 out of 5, though quarterly satisfaction rates fluctuated between 100% and 72%. Satisfaction was lowest for the incentive amount, ease of applying for the incentive and information about the state tax credit.
- Less than a fifth of respondents received support for design services; this was a relatively new offering in 2011 and the program only offers it in select cases. Of those that received it, about three quarters rated their satisfaction with it a 4 or 5 out of 5.
- 41% of respondents would have done the project the exact same way without Energy Trust information and incentives; 28% and 21% of respondents would have reduced the project size or installed less efficient equipment, respectively.
- Very few respondents rated individual program elements as highly influential, although among those who did, incentives were rated as most influential.
- 34% of respondents had applied for the state tax credit and an additional 10% were planning to apply.
- 42% of respondents (50% excluding “Don’t know” answers) were currently working on a project required to meet the 2010 energy code.
- The most common comment about the program was that the participation process was too complicated, though this was only heard from 10% of respondents.

New Buildings and New Multifamily Satisfaction



Please describe your role on this project:		
	Count	Percent
Owner	22	31%
Consultant	6	8%
Contractor	3	4%
Other	40	56%
Total	71	

Thinking of your participation with Energy Trust, please rate your satisfaction with each of the following elements on a 5 point scale where 5 is very satisfied and 1 is not at all satisfied.

	1	2	3	4	5	4 or 5	Don't know	N
Interaction with program representative	1%	1%	9%	11%	76%	87%	1%	70
Ease of applying for incentive	6%	6%	25%	19%	45%	64%	0%	69
Incentive amount	6%	9%	19%	24%	40%	63%	3%	68
Turnaround time to receive your incentive	4%	0%	14%	41%	31%	73%	10%	51
Performance of your equipment	0%	0%	4%	24%	63%	88%	8%	49
Information on how to apply for the state tax credit if received	8%	10%	29%	16%	27%	43%	10%	51
Overall experience	4%	3%	10%	31%	52%	83%	0%	71

	Percent satisfied (4 or 5) excluding "Don't know"	Percent satisfied (4 or 5) including "Don't know"	Total percent of "Don't know" responses
Interaction with program representative	88%	87%	1%
Turnaround time to receive your incentive	81%	73%	10%
Information on how to apply for the state tax credit if received	48%	43%	10%

Did you receive program support for design services?

	Count	Percent
Yes	13	18%
No	51	72%
Don't know	7	10%
Total	71	

[For those who received only] Please rate your satisfaction with program support for design services on a scale of 1 to 5 where 1 means not at all satisfied and 5 means very satisfied.

	1	2	3	4	5	4 or 5	Don't know	N
Services	0%	0%	23%	31%	46%	77%	0%	13

Which of the following statements describe the actions you would have taken had the Energy Trust incentive and information not been available? (multiple response)

	Count	Percent	N
Would have installed exactly the same equipment and design features	29	41%	71
Reduced the amount of energy efficient equipment or design features	20	28%	71
Installed less energy efficient equipment	15	21%	71
Would not have installed any energy efficient equipment or design features	6	8%	71
Postponed installation more than 1 year	4	6%	71
Don't know	4	6%	71

If your firm had not received the incentive, would it have made available the funds needed to cover the entire cost of the energy efficient equipment and design?

	Count	Percent
Yes	28	97%
No	1	3%
Don't know	0	0%
Total	29	

How influential were the following elements on your decision to incorporate energy efficient features in your project? Please answer using a 5 point scale where 5 means it had a great influence on your decision to design and install the equipment or system you did and 1 means it did not have any influence on your decision to design and install the equipment or system you did.

	1	2	3	4	5	Don't know	N
Energy Trust incentives	18%	13%	13%	26%	26%	3%	68
Design professionals	15%	0%	21%	27%	21%	15%	33
Energy Trust representative	25%	5%	22%	20%	22%	6%	64
Energy Trust-funded design services	10%	0%	40%	30%	20%	0%	10

Have you applied for the Oregon state Business Energy Tax Credit for this project?

	Count	Percent
Yes	24	34%
No, but plan to	7	10%
No, do not plan to	18	25%
Don't know	17	24%
Not applicable	5	7%
Total	71	

Are you currently working on any projects that will be required to meet the 2010 energy code?

	Count	Percent
Yes	30	42%
No	30	42%
Don't know	11	15%
Total	71	

Do you have any other feedback about your experience with Energy Trust or suggestions on how to improve our services?			
	Count	Percent	N
No/Nothing/Can't think of anything	19	27%	71
Process was too complicated	7	10%	71
Communication problems with program representative	5	7%	71
Measure was too expensive/incentive was too small	3	4%	71
Information (print/website) was inaccurate	3	4%	71
Advertise more (More people should know about incentives)	2	3%	71
Process took too long	2	3%	71
Problem with contractor	0	0%	71
Other	24	34%	71
Don't know	0	0%	71

Industrial Sector

- A sufficient number of surveys were completed for results to meet the goal of 90% confidence / 10% margin of error.
- 91% of respondents rated their overall satisfaction a 4 or 5 out of 5; satisfaction is lowest for information about the state tax credit, at 62% of those who could provide a rating.
- Almost 40% of respondents received a technical study and 81% of those rated it a 4 or 5 out of 5 (84% excluding “Don’t know” answers).
- 35% of respondents would have postponed the project more than a year and 28% would have cancelled it altogether in absence of the program. Only 17% would have installed exactly the same equipment or features, and several of those later said that their firm could not have afforded to pay for the entire projects without incentives.
- Energy Trust incentives had the most influence on projects; technical studies were also very influential among those that received them.
- 54% had already applied for the Business Energy Tax Credit, and another 11% had planned to do so.
- When asked for open comments, 7% said the process was too complicated and only 5% reported a communication problem with their program representative.

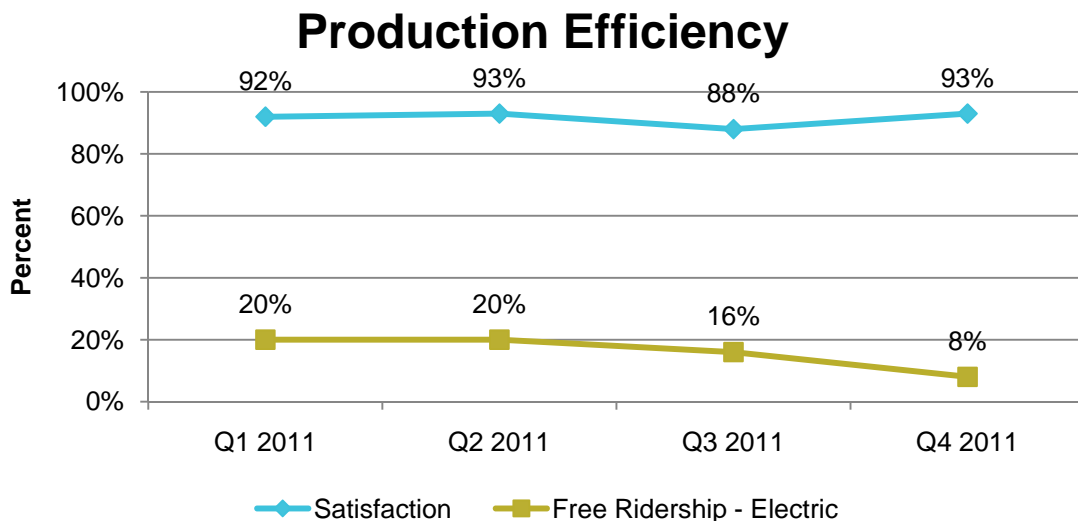
	2011 Projects [†]	Surveys Completed
Production Efficiency*	571	184

* Contains subquotas for program tracks to insure a variety of project types were surveyed.

[†] Project totals for 2011 only include projects eligible for Fast Feedback, and therefore may not match other Energy Trust reports for 2011.

	Satisfaction*	Free Ridership (savings-weighted)	
		Electric	Gas
Production Efficiency	91%	14%	20%

* Percent of respondents rating their overall satisfaction a 4 or 5, where 5 is very satisfied; excludes “don’t know” answers.



Note: There were not enough gas projects in Q2, Q3, or Q4 to estimate quarterly gas free ridership.

Thinking of your participation with Energy Trust, please rate your satisfaction with each of the following elements on a 5 point scale where 5 is very satisfied and 1 is not at all satisfied.

	1	2	3	4	5	4 or 5	Don't know	N
Interaction with program representative	0%	2%	4%	15%	77%	92%	2%	169
Ease of applying for incentive	1%	2%	13%	34%	46%	80%	3%	178
Incentive amount	0%	2%	13%	26%	55%	82%	3%	184
Turnaround time to receive your incentive	1%	1%	15%	31%	49%	80%	3%	160
Performance of your equipment	0%	1%	2%	19%	75%	94%	3%	183
Information on how to apply for the state tax credit if received	5%	10%	20%	25%	32%	56%	9%	167
Overall	1%	1%	7%	35%	57%	91%	0%	184

	Percent satisfied (4 or 5) excluding "Don't know"	Percent satisfied (4 or 5) including "Don't know"	Total percent of "Don't know" responses
Interaction with program representative	94%	92%	2%

Did you receive an Energy Trust-funded technical study?

	Count	Percent
Yes	69	38%
No	65	35%
Don't know	50	27%
Total	184	

[For those who received one only] Please rate your satisfaction with the quality of the study on a scale of 1 to 5 where 1 means not at all satisfied and 5 means very satisfied.

	1	2	3	4	5	4 or 5	Don't know	N
Study	0%	1%	13%	33%	48%	81%	4%	69

Which of the following statements describe the actions you would have taken had the Energy Trust incentive and information not been available? (multiple response)

	Count	Percent	N
Postponed installation more than 1 year	65	35%	184
Would not have installed any energy efficient equipment or design features	52	28%	184
Would have installed exactly the same equipment and design features	32	17%	184
Reduced the amount of energy efficient equipment or design features	26	14%	184
Installed less energy efficient equipment	23	13%	184
Don't know	6	3%	184

If your firm had not received the incentive, would it have made available the funds needed to cover the entire cost of the energy efficient equipment and design?

	Count	Percent
Yes	23	72%
No	7	22%
Don't know	2	6%
Total	32	

How influential were the following elements on your decision to incorporate energy efficient features in your project? Please answer using a 5 point scale where 5 means it had a great influence on your decision to design and install the equipment or system you did and 1 means it did not have any influence on your decision to design and install the equipment or system you did.

	1	2	3	4	5	Don't know	N
Energy Trust incentives	1%	2%	11%	32%	54%	0%	184
Installation contractor	10%	6%	19%	25%	37%	4%	164
Energy Trust program representative	6%	4%	18%	32%	39%	1%	165
Energy Trust-funded technical study	0%	3%	18%	40%	34%	4%	67

Have you applied for the Oregon state Business Energy Tax Credit for this project?

	Count	Percent
Yes	87	54%
No, but plan to	17	11%
No, do not plan to	15	9%
Don't know	33	21%
Not applicable	8	5%
Total	160	

Do you have any other feedback about your experience with Energy Trust or suggestions on how to improve our services?

	Count	Percent	N
No/Nothing/Can't think of anything	60	33%	184
Process was too complicated	12	7%	184
Communication problems with program representative	9	5%	184
Advertise more (More people should know about incentives)	7	4%	184
Process took too long	7	4%	184
Measure was too expensive/incentive was too small	2	1%	184
Information (print/website) was inaccurate	2	1%	184
Problem with contractor	1	1%	184
Other	84	46%	184
Don't know	0	0%	184

Commercial Solar

- Due to the small population sizes, not enough respondents were surveyed to meet the goal of 90% confidence/ 10% margin of error; however, the sample is large enough for 90% confidence/12% margin of error.
- 91% of respondents rated their overall satisfaction a 4 or 5 out of 5. Satisfaction was high with the program representative (100%) and the performance of the system (96% excluding “don’t know” answers). The lowest satisfaction rating was for information on the state tax credit.
- 47% of respondents would not have installed the system without Energy Trust incentives; 28% would have installed exactly the same system.
- Energy Trust incentives were the most influential on the decision to install the system (74% rating 4 or 5 out of 5), followed by the contractor (64%).
- Nearly 70% of respondents applied for the federal tax credit and slightly more applied for the state tax credit (75%).
- Results of the open-ended feedback question found that 9% of respondents felt that they were given inaccurate information.

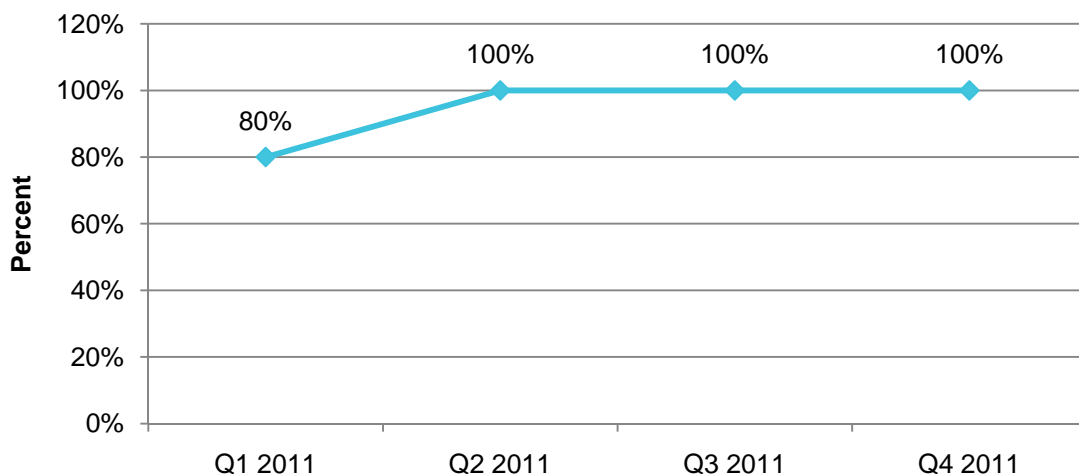
Survey Group	2011 Projects†	Surveys Completed
Commercial Solar Electric	71	30
Commercial Solar Water Heating	9	2
Total	80	32

† Project totals for 2011 only include projects eligible for Fast Feedback, and therefore may not match other Energy Trust reports for 2011.

	Satisfaction*
Commercial Solar Electric and Water Heating	91%

* Percent of respondents rating their overall satisfaction a 4 or 5, where 5 is very satisfied; excludes “don’t know” answers.

Commercial Solar Electric and Water Heating



Thinking of your participation with Energy Trust, please rate your satisfaction with each of the following elements on a 5 point scale where 5 is very satisfied and 1 is not at all satisfied.

	1	2	3	4	5	4 or 5	Don't know	N
Interaction with program representative	0%	0%	0%	17%	83%	100%	0%	18
Ease of applying for incentive	3%	3%	10%	34%	41%	76%	7%	29
Incentive amount	0%	5%	14%	38%	43%	81%	0%	21
Turnaround time to receive your incentive	10%	0%	13%	23%	53%	77%	0%	30
Performance of the system installed	0%	3%	0%	19%	59%	78%	19%	32
Information on how to apply for the state tax credit	15%	0%	20%	35%	20%	55%	10%	20
Energy Trust inspection of your system	0%	0%	10%	17%	59%	76%	14%	29
Overall experience	0%	3%	6%	41%	47%	88%	3%	32

	Percent satisfied (4 or 5) excluding "Don't know"	Percent satisfied (4 or 5) including "Don't know"	Total percent of "Don't know" responses
Performance of the system installed	96%	78%	19%
Information on how to apply for the state tax credit	61%	55%	10%
Energy Trust inspection of your system	88%	76%	14%
Overall experience	91%	88%	3%

Which of the following statements describe the actions you would have taken had the Energy Trust incentive and information not been available? (multiple response)

	Count	Percent	N
Would not have installed the system	15	47%	32
Installed exactly the same system	9	28%	32
Postponed installation more than 1 year	4	13%	32
Installed smaller system	3	9%	32
Don't know	3	9%	32

How influential were the following elements on your decision to incorporate energy efficient features in your project? Please answer using a 5 point scale where 5 means it had a great influence on your decision to design and install the equipment or system you did and 1 means it did not have any influence on your decision to design and install the equipment or system you did.

	1	2	3	4	5	Don't know	N
Energy Trust incentives	3%	3%	16%	13%	61%	3%	31
Installation contractor	16%	6%	13%	19%	45%	0%	31
Energy Trust program representative	23%	0%	15%	15%	38%	8%	13
Energy Trust-funded technical study	13%	6%	13%	38%	0%	31%	16

Have you applied or will you apply for the federal or Oregon state Business Energy Tax Credit for this project?

	Federal		State	
	Count	Percent	Count	Percent
Yes	22	69%	24	75%
No	7	22%	0	19%
Don't know	3	9%	1	3%
Does not apply	0	0%	1	3%
Total	32		32	

Do you have any other feedback about your experience with Energy Trust or suggestions on how to improve our services?			
	Count	Percent	N
No/Nothing/Can't think of anything	8	25%	32
Information (print/website) was inaccurate	3	9%	32
Process was too complicated	2	6%	32
Problem with contractor	2	6%	32
Communication problems with program representative	2	6%	32
Measure was too expensive/incentive was too small	1	3%	32
Advertise more (More people should know about incentives)	0	0%	32
Process took too long	0	0%	32
Other	12	38%	32
Don't know	0	0%	32

Home Products

- For all three measures, enough surveys were completed for the results to meet the goal of 90% confidence / 10% margin of error.
- Satisfaction for all three measures was relatively high, especially for refrigerator recycling.
- There was a very slight downward trend during 2011 for refrigerator free ridership, but free ridership for clothes washers and refrigerator recycling tended to bounce around from one quarter to another.

Survey Group	2011 Projects†	Surveys Completed
Clothes washers	22,331	261
Refrigerators	19,261	259
Refrigerator recycling	22,236	262

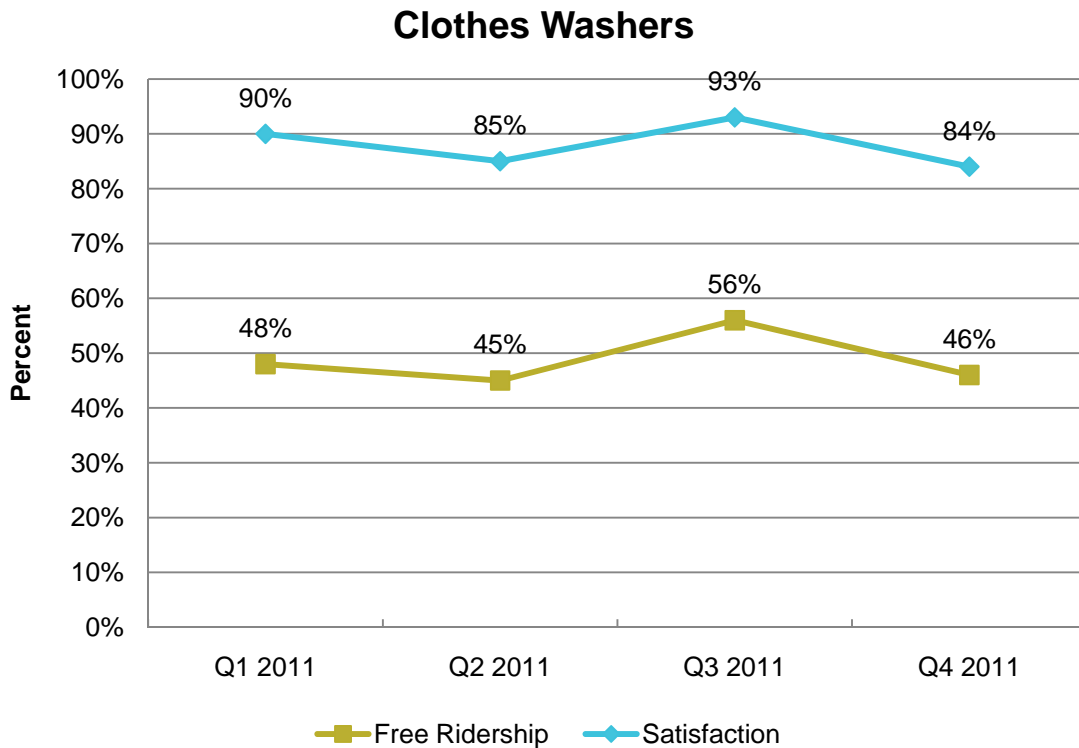
† Project totals for 2011 only include projects eligible for Fast Feedback, and therefore may not match other Energy Trust reports for 2011.

Survey Group	Satisfaction*	Free ridership
Clothes washers	88%	47%
Refrigerators	90%	52%
Refrigerator recycling	95%	31%

* Percent of respondents rating their overall satisfaction a 4 or 5, where 5 is very satisfied; excludes "don't know" answers.

Clothes Washers

- 88% of respondents rated their overall satisfaction a 4 or 5 out of 5. Satisfaction with turnaround time was relatively low at only 69% for those who gave a rating.
- About a quarter of respondents had used the website or brochure before purchasing their unit.
- 65% of respondents would have bought the same unit in absence of Energy Trust incentives and information.
- The salesperson/retailer and Energy Trust incentives had nearly equal influence on the decision between washers.
- 85% have applied (or will) for a Residential Energy Tax Credit.
- About half of respondents wash more than 60% of loads in cold water.



Thinking of your participation with Energy Trust, please rate your satisfaction with each of the following elements on a 5 point scale where 5 is very satisfied and 1 is not at all satisfied.

	1	2	3	4	5	4 or 5	Don't know	N
Ease of finding eligible equipment	0%	1%	7%	20%	70%	90%	1%	257
Incentive application form	1%	3%	14%	27%	54%	81%	1%	258
Performance of your new product	0%	1%	3%	16%	78%	95%	1%	260
Turnaround time to receive your incentive	5%	8%	18%	30%	38%	68%	1%	259
Overall	0%	1%	11%	30%	57%	87%	1%	261

	Percent satisfied (4 or 5) excluding "Don't know"	Percent satisfied (4 or 5) including "Don't know"	Total percent of "Don't know" responses
Overall	88%	87%	1%

Did you visit the Energy Trust website or receive one of their brochures before you purchased your product or system or before you had any services or work scheduled and performed?

	Count	Percent
Yes	62	24%
No	195	75%
Don't know	4	2%
Total	261	

Which of the following statements best describe the actions you would have taken had Energy Trust incentives and information not been available? (multiple response)

	Count	Percent	N
I would have done exactly the same thing I did	169	65%	261
I would have purchased or installed less expensive alternative	61	23%	261
I would have postponed purchase and installation for a year	15	6%	261
I would have purchased or installed a less energy efficient alternative	11	4%	261
I would not have purchased and installed new product or system	2	1%	261
Don't know	12	5%	261

How influential were the following elements on your decision to purchase your product or system or have services or work performed? Please use a 5-point scale where 5 is extremely influential and 1 is not at all influential.

	1	2	3	4	5	Don't know	N
Energy Trust incentive	10%	7%	19%	29%	35%	0%	257
Information from Energy Trust	16%	11%	20%	28%	24%	0%	233
Salesperson/retailer	13%	5%	20%	24%	38%	1%	257

Have you applied or will you apply for the applicable Oregon state residential energy tax credit?

	Count	Percent
Yes	222	85%
No	18	7%
Don't know	18	7%
Does not apply	2	1%
Total	260	

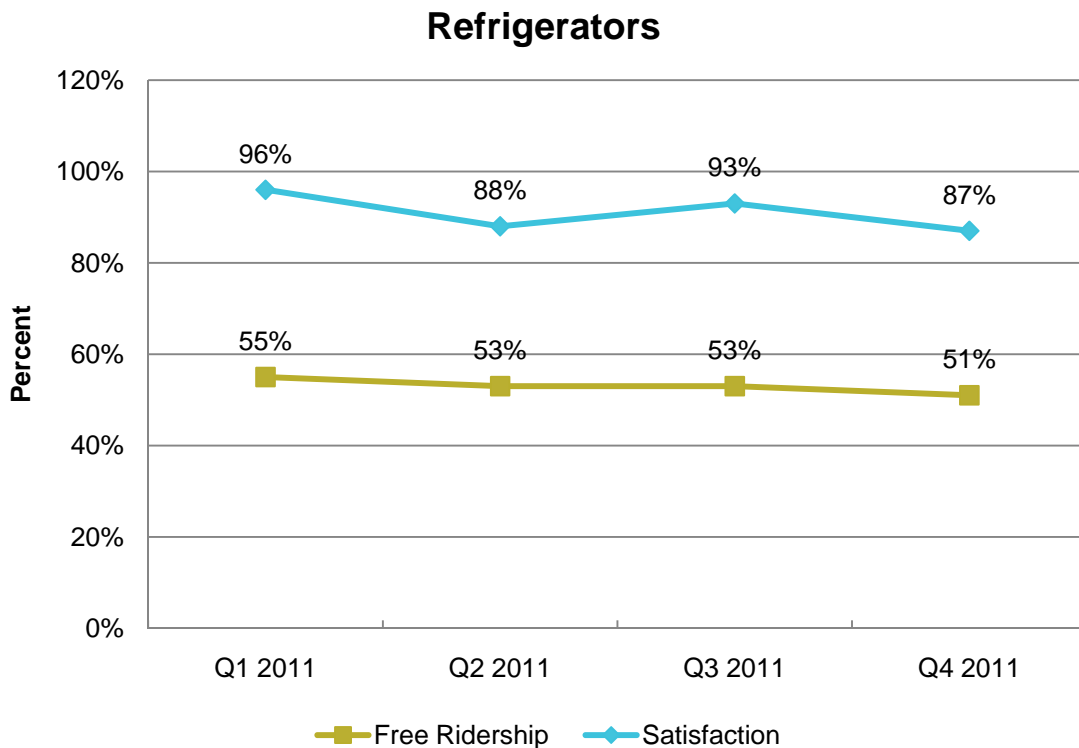
What percent of laundry loads do you wash in cold water?

	Count	Percent
20% or less	50	20%
21% - 40%	28	11%
41% - 60%	50	20%
61% - 80%	44	18%
81% - 100%	78	31%
Total	250	

Do you have any other feedback about your experience with Energy Trust or suggestions on how to improve our services?			
	Count	Percent	N
No/Nothing/Can't think of anything	140	54%	261
Process took too long	12	5%	261
Information (print/website) was inaccurate	12	5%	261
Process was too complicated	10	4%	261
Advertise more (More people should know about incentives)	4	2%	261
Measure was too expensive/incentive was too small	3	1%	261
Problem with contractor	1	0%	261
Other	54	21%	261
Don't know	0	0%	261

Refrigerators

- 90% of respondents rated their overall satisfaction a 4 or 5 out of 5. As with clothes washers, satisfaction with turnaround time is relatively low compared with other program elements, at 78%.
- Just over a third used our website or brochure before purchasing their unit.
- 71% would have purchased the same refrigerator without Energy Trust incentives and information.
- The incentive had more influence than the salesperson/retailer (66% vs. 54% rating 4 or 5 out of 5) on the choice of refrigerator.
- 64% have applied (or will) for a Residential Energy Tax Credit.
- 83% of respondents said the unit they bought replaced an old unit; 40% of those recycled the old unit through Energy Trust.
- 63% of respondents currently have only one refrigerator; 55% have at least one freezer.
- When asked for other comments or suggestions, only 5% said the process was too complicated.



Thinking of your participation with Energy Trust, please rate your satisfaction with each of the following elements on a 5 point scale where 5 is very satisfied and 1 is not at all satisfied.

	1	2	3	4	5	4 or 5	Don't know	N
Ease of finding eligible equipment	0%	2%	7%	22%	69%	91%	1%	254
Incentive application form	0%	5%	7%	26%	59%	84%	4%	257
Performance of your new product	2%	1%	5%	14%	77%	91%	2%	259
Turnaround time to receive your incentive	2%	7%	14%	24%	52%	76%	2%	258
Overall experience	0%	1%	8%	24%	66%	90%	0%	259

Did you visit the Energy Trust website or receive one of their brochures before you purchased your product or system or before you had any services or work scheduled and performed?

	Count	Percent
Yes	87	34%
No	170	66%
Don't know	2	1%
Total	259	

Which of the following statements best describe the actions you would have taken had Energy Trust incentives and information not been available? (multiple response)

	Count	Percent	N
I would have done exactly the same thing I did	183	71%	70
I would have purchased or installed less expensive alternative	36	14%	70
I would have purchased or installed a less energy efficient alternative	20	8%	70
I would have postponed purchase and installation for a year	12	5%	70
I would not have purchased and installed new product or system	6	2%	70
Don't know	8	3%	70

How influential were the following elements on your decision to purchase your product or system or have services or work performed? Please use a 5-point scale where 5 is extremely influential and 1 is not at all influential.

	1	2	3	4	5	Don't know	N
Energy Trust incentive	15%	4%	14%	31%	35%	2%	251
Information from Energy Trust	20%	6%	21%	20%	31%	3%	234
Salesperson/retailer	14%	10%	22%	22%	32%	0%	249

Have you applied or will you apply for the applicable Oregon state residential energy tax credit?

	Count	Percent
Yes	167	64%
No	34	13%
Don't know	51	20%
Does not apply	7	3%
Total	259	

Did the refrigerator you purchased replace an old unit?

	Count	Percent
Yes	214	83%
No	44	17%
Don't know	0	0%
Total	258	

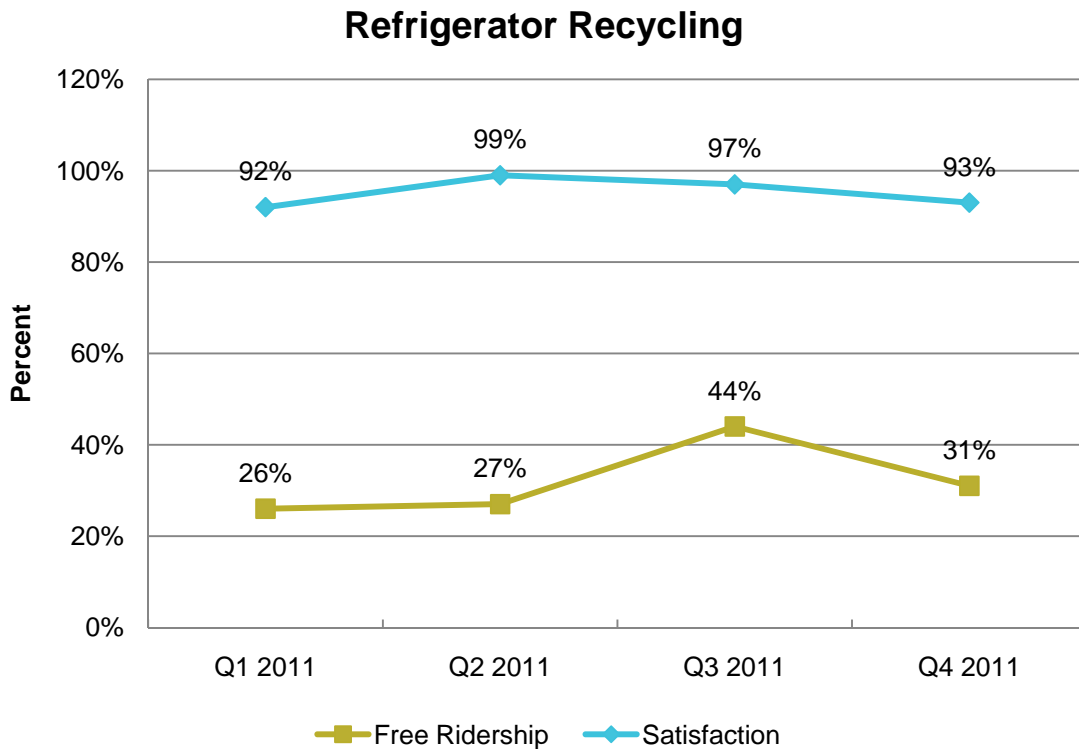
What did you do with your old unit?		
	Count	Percent
Recycled through Energy Trust (or Sears partnership)	86	40%
Had it removed by appliance retailer when new unit was delivered	33	15%
Kept the unit and are currently using	20	9%
Gave the unit away to a person or charity	19	9%
Took or had unit taken to a recycler, not through Energy Trust	17	8%
Sold the unit	13	6%
Kept the unit and are not currently using	10	5%
Took or had unit taken to landfill/community waste center	4	2%
Kept the unit and are not currently using, but plan to in future	0	0%
Other	6	3%
Don't know	6	3%
Total	214	100%

How many refrigerator and freezers do you currently have in your home?				
	Fridges		Freezers	
	Count	Percent	Count	Percent
None	0	0%	108	45%
One	160	63%	110	45%
Two	80	31%	23	10%
Three	12	5%	1	0%
Four or more	4	2%	0	0%
Total	256		242	

Do you have any other feedback about your experience with Energy Trust or suggestions on how to improve our services?			
	Count	Percent	N
No/Nothing/Can't think of anything	135	52%	259
Process was too complicated	13	5%	259
Information (print/website) was inaccurate	7	3%	259
Process took too long	5	2%	259
Advertise more (More people should know about incentives)	4	2%	259
Problem with contractor	1	0%	259
Measure was too expensive/incentive was too small	0	0%	259
Other	61	24%	259
Don't know	2	1%	259

Refrigerator Recycling

- 95% of respondents rated their overall satisfaction a 4 or 5 out of 5.
- 42% visited the website or received a brochure before recycling their unit.
- Common actions in absence of Energy Trust incentives would be to have the unit taken to a landfill or recycler (22% and 20%, respectively).
- Free pick-up and removal and Energy Trust incentives were both highly influential (91% and 80%, respectively rating a 4 or 5 out of 5).
- 84% of respondents indicated that they were replacing the old unit, almost all with a new unit.



Thinking of your participation with Energy Trust, please rate your satisfaction with each of the following elements on a 5 point scale where 5 is very satisfied and 1 is not at all satisfied.

	1	2	3	4	5	4 or 5	Don't know	N
Turnaround time to receive your incentive	3%	3%	11%	28%	52%	80%	2%	261
Scheduling process	1%	0%	4%	18%	77%	95%	0%	260
Pick-up process	0%	0%	2%	8%	89%	97%	0%	261
Overall	2%	0%	3%	18%	77%	95%	0%	262

Did you visit the Energy Trust website or receive one of their brochures before you purchased your product or system or before you had any services or work scheduled and performed?

	Count	Percent
Yes	108	42%
No	139	55%
Don't know	8	3%
Total	255	

Which of the following statements best describe the actions you would have taken had Energy Trust incentives and information not been available? (multiple response)

	Count	Percent	N
Taken or had unit taken to landfill or community waste center	55	22%	247
Taken or had unit taken to a recycler	50	20%	247
Had an appliance retailer remove the unit	30	12%	247
Kept using the unit	27	11%	247
Given unit to charity	20	8%	247
Sold unit through ad or garage or estate sale	19	8%	247
Sold or gave unit to a used appliance dealer	13	5%	247
Kept unit but not used it	10	4%	247
Or given it to friend or family	4	2%	247
Don't know	19	8%	247

How influential were the following elements on your decision to purchase your product or system or have services or work performed? Please use a 5-point scale where 5 is extremely influential and 1 is not at all influential.

	1	2	3	4	5	Don't know	N
Energy Trust incentive	7%	5%	7%	15%	65%	1%	259
Information from Energy Trust	11%	8%	12%	22%	44%	3%	239
Salesperson/retailer	15%	3%	15%	21%	43%	3%	224
Free pick-up and removal	4%	2%	3%	14%	77%	0%	261

Are you replacing, or have you replaced the refrigerator that was recycled?

	Count	Percent
Yes, with a new model	199	76%
Yes, with a used model	20	8%
No, not replacing	41	16%
Don't know	2	1%
Total	262	

Do you have any other feedback about your experience with Energy Trust or suggestions on how to improve our services?

	Count	Percent	N
No/Nothing/Can't think of anything	130	50%	262
Advertise more (More people should know about incentives)	8	3%	262
Process took too long	4	2%	262
Measure was too expensive/incentive was too small	1	0%	262
Information (print/website) was inaccurate	1	0%	262
Process was too complicated	0	0%	262
Problem with contractor	0	0%	262
Other	73	28%	262
Don't know	1	0%	262

Existing Homes

- For all measures except duct insulation, sample sizes were sufficient to meet the criteria of 90% confidence / 10% margin of error.
- Overall satisfaction with the existing homes programs was generally high, with at least 85% of respondents for all measure categories indicating they were satisfied.
- While overall satisfaction for Washington customers was 86%, this figure masks an upward trend over the year to 100% in Q3 and Q4.

Survey Group	2011 Measures in Oregon†	Oregon Surveys Completed	2011 Measures in Washington†	Washington Surveys Completed
Air Sealing	695	133	14	5
Ceiling Insulation	2,703	231	39	11
Floor Insulation	1,776	229	19	2
Wall Insulation	640	150	7	1
Duct Insulation	518	50	6	1
Duct Sealing	958	144	45	14
Heat Pump	1,400	232	--	--
Water Heaters	1,717	230	31	13
Windows	1,435	120	38	8
Home Performance	339	106	8	3
Home Energy Review	4,440	230	60	7

† Measure totals for 2011 only include measures eligible for Fast Feedback, and therefore may not match other Energy Trust reports for 2011.

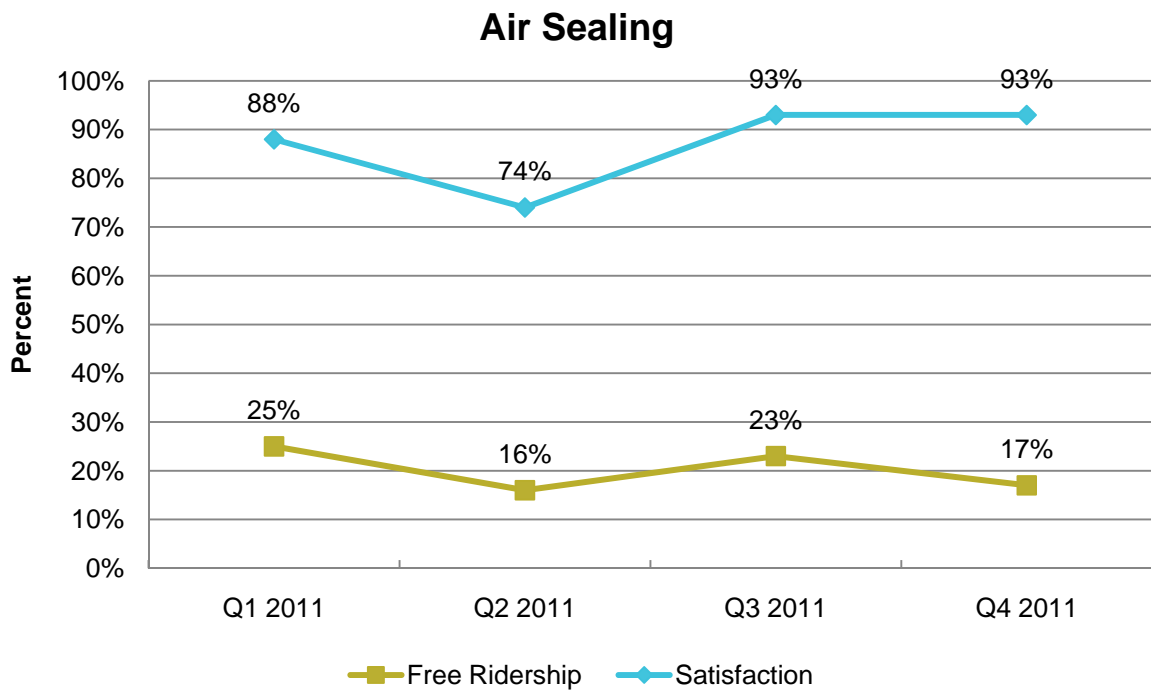
Survey Group	Satisfaction*	Free Ridership‡
Air Sealing	88%	21%
Ceiling Insulation	92%	28%
Floor Insulation	96%	27%
Wall Insulation	90%	35%
Duct Insulation	88%	31%
Duct Sealing	89%	38%
Heat Pump	88%	42%
Water Heaters	91%	47%
Windows	85%	42%
Home Performance	90%	27%
Home Energy Review	91%	--
Existing Homes – Oregon only	91%	
Existing Homes – Washington only	86%	

* Percent of respondents rating their overall satisfaction a 4 or 5, where 5 is very satisfied; excludes “don’t know” answers. Measure group satisfaction rates include Oregon and Washington respondents.

‡ Free ridership estimates are calculated for Oregon respondents only.

Air Sealing

- 88% of respondents who could give a rating rated their overall satisfaction a 4 or 5 out of 5.
- Half of respondents said that they utilized the website or a brochure before deciding to have air leaks sealed.
- 32% said they would not have done air sealing and 25% said they would have postponed the work more than a year without Energy Trust incentives and information; but 25% would have done the same work.
- The incentive had the greatest influence on respondents' decisions to do air sealing (81% rating 4 or 5), followed by the contractor (76%).
- 90% of respondents were satisfied with their contractor (excluding "don't know" answers); 49% consulted the list of approved trade allies before selecting their contractor.



Thinking of your participation with Energy Trust, please rate your satisfaction with each of the following elements on a 5 point scale where 5 is very satisfied and 1 is not at all satisfied.

	1	2	3	4	5	4 or 5	Don't know	N
Incentive application	2%	3%	11%	20%	56%	76%	8%	108
Comfort of home after air sealing	1%	1%	6%	32%	53%	85%	7%	129
Turnaround time to receive incentive	6%	9%	10%	18%	51%	70%	6%	125
Overall experience	0%	5%	8%	20%	65%	86%	2%	132

	Percent satisfied (4 or 5) excluding "Don't know"	Percent satisfied (4 or 5) including "Don't know"	Total percent of "Don't know" responses
Overall	88%	86%	2%

Did you visit the Energy Trust website or receive one of their brochures before you purchased your product or system or before you had any services or work scheduled and performed?

	Count	Percent
Yes	67	50%
No	60	45%
Don't know	6	5%
Total	133	

Which of the following statements best describe the actions you would have taken had Energy Trust incentives and information not been available? (multiple response)

	Count	Percent	N
I would not have had home weatherization or improvements performed	43	32%	30
I would have postponed purchase and installation for a year	33	25%	30
I would have done exactly the same thing I did	33	25%	30
I would have purchased or installed a smaller amount or quantity	24	18%	30
Don't know	3	2%	30

How influential were the following elements on your decision to purchase your product or system or have services or work performed? Please use a 5-point scale where 5 is extremely influential and 1 is not at all influential.

	1	2	3	4	5	Don't know	N
Energy Trust incentives	5%	2%	12%	20%	61%	2%	130
Information provided by Energy Trust	10%	5%	19%	28%	33%	5%	120
Installation contractor	5%	5%	11%	24%	52%	4%	133

Thinking of your experience with your contractor, please indicate the number that corresponds to your satisfaction with the following service elements, with 1 indicating not at all satisfied and 5 indicating very satisfied.

	1	2	3	4	5	4 or 5	Don't know	N
Quality of installation work	1%	3%	4%	27%	62%	89%	3%	133
Incentive paperwork completion	4%	4%	6%	16%	68%	84%	2%	130
Information provided about Energy Trust incentives	2%	2%	7%	23%	63%	86%	3%	129
Overall satisfaction with the contractor	2%	5%	5%	20%	69%	89%	1%	133

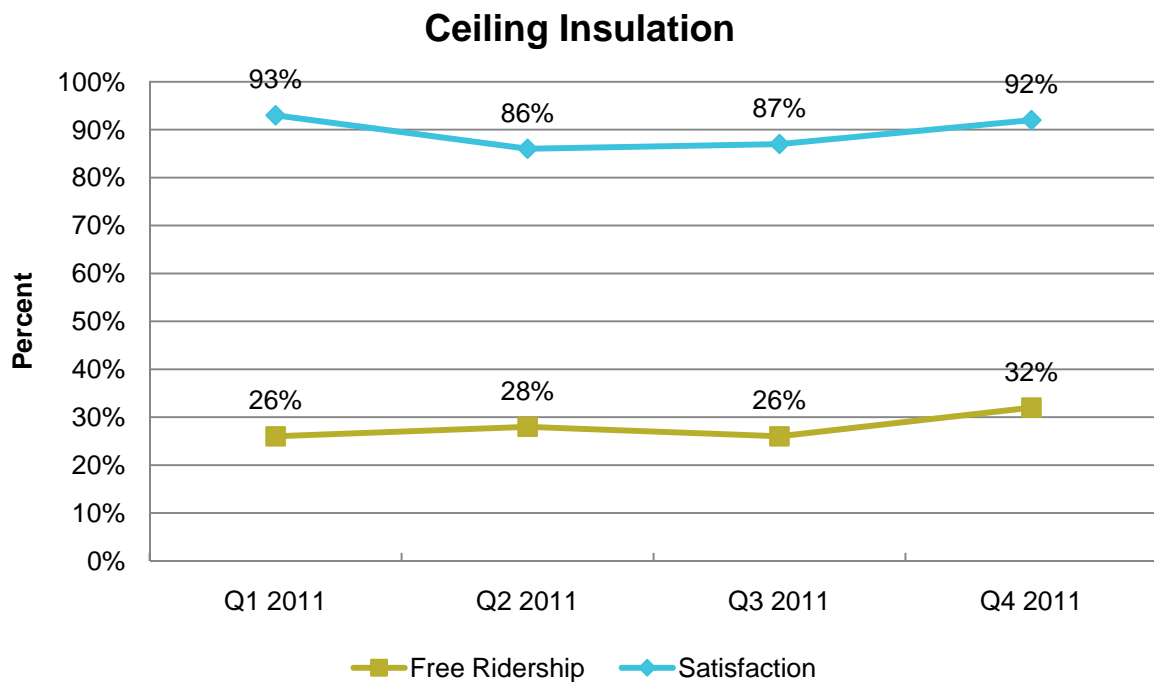
Did you consider Energy Trust's list of approved trade allies when selecting your contractor?

	Count	Percent
Yes	65	49%
No	64	48%
Don't know	3	2%
Total	132	

Do you have any other feedback about your experience with Energy Trust or suggestions on how to improve our services?			
	Count	Percent	N
No/Nothing/Can't think of anything	47	35%	133
Problem with contractor	6	5%	133
Process took too long	5	4%	133
Process was too complicated	4	3%	133
Measure was too expensive/incentive was too small	4	3%	133
Advertise more (More people should know about incentives)	2	2%	133
Information (print/website) was inaccurate	2	2%	133
Other	36	27%	133
Don't know	0	0%	133

Ceiling Insulation

- 89% of respondents rated their overall satisfaction a 4 or 5 out of 5.
- 38% of respondents visited our website or received a brochure before installing insulation.
- 43% would have installed insulation without Energy Trust incentives and information, while 28% would have postponed the insulation and 22% would not have installed it at all.
- The incentive had slightly more influence than the contractor on the decision to install insulation (75% vs. 70% rating 4 or 5 out of 5).
- More than two thirds have applied (or will) for the federal tax credit.
- 87% of respondents were satisfied with their contractor; 27% consulted the approved trade ally list when choosing their contractor.



Thinking of your participation with Energy Trust, please rate your satisfaction with each of the following elements on a 5 point scale where 5 is very satisfied and 1 is not at all satisfied.

	1	2	3	4	5	4 or 5	Don't know	N
Incentive application	0%	3%	6%	27%	60%	87%	5%	233
Comfort of home after installation	1%	0%	4%	26%	57%	83%	12%	232
Turnaround time to receive incentive	4%	7%	12%	25%	49%	74%	3%	241
Overall experience	0%	1%	10%	26%	63%	89%	0%	242

	Percent satisfied (4 or 5) excluding "Don't know"	Percent satisfied (4 or 5) including "Don't know"	Total percent of "Don't know" responses
Comfort of home after installation	94%	83%	12%

Did you visit the Energy Trust website or receive one of their brochures before you purchased your product or system or before you had any services or work scheduled and performed?

	Count	Percent
Yes	93	38%
No	142	59%
Don't know	7	3%
Total	242	

Which of the following statements best describe the actions you would have taken had Energy Trust incentives and information not been available? (multiple response)

	Count	Percent	N
I would have done exactly the same thing I did	103	43%	242
I would have postponed purchase and installation for a year	68	28%	242
I would not have had home weatherization or improvements performed	54	22%	242
I would have purchased or installed a smaller amount or quantity	16	7%	242
Don't know	5	2%	242

How influential were the following elements on your decision to purchase your product or system or have services or work performed? Please use a 5-point scale where 5 is extremely influential and 1 is not at all influential.

	1	2	3	4	5	Don't know	N
Energy Trust incentives	7%	5%	13%	21%	54%	0%	242
Information provided by Energy Trust	15%	6%	16%	28%	34%	1%	229
Installation contractor	14%	4%	11%	23%	47%	1%	214

Have you applied or will you apply for the applicable federal tax credit?

	Count	Percent
Yes	171	71%
No	39	16%
Don't know	26	11%
Does not apply	6	2%
Total	242	

Thinking of your experience with your contractor, please indicate the number that corresponds to your satisfaction with the following service elements, with 1 indicating not at all satisfied and 5 indicating very satisfied.

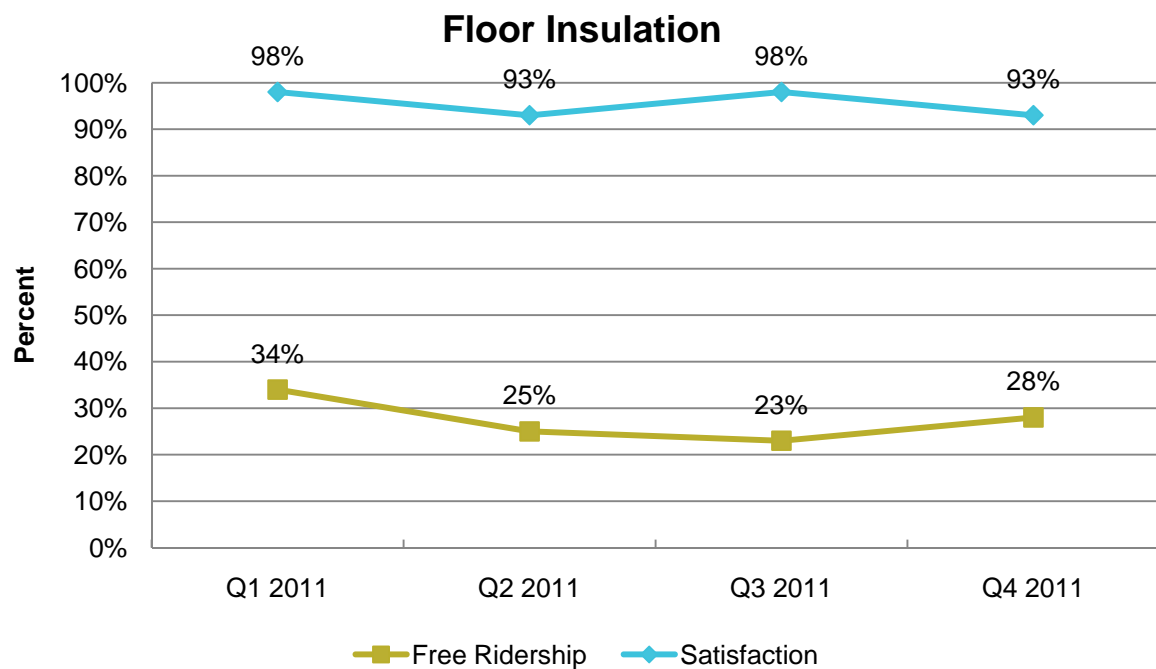
	1	2	3	4	5	4 or 5	Don't know	N
Quality of installation work	2%	4%	7%	14%	73%	86%	1%	211
Incentive paperwork completion	2%	3%	7%	17%	69%	86%	2%	209
Information provided about Energy Trust incentives	2%	1%	5%	14%	70%	84%	7%	205
Overall satisfaction with the contractor	3%	3%	7%	18%	69%	87%	0%	211

Did you consider Energy Trust's list of approved trade allies when selecting your contractor?		
	Count	Percent
Yes	58	27%
No	141	66%
Don't know	15	7%
Total	214	

Do you have any other feedback about your experience with Energy Trust or suggestions on how to improve our services?			
	Count	Percent	N
No/Nothing/Can't think of anything	97	40%	242
Problem with contractor	16	7%	242
Advertise more (More people should know about incentives)	11	5%	242
Process was too complicated	6	2%	242
Measure was too expensive/incentive was too small	6	2%	242
Process took too long	4	2%	242
Information (print/website) was inaccurate	2	1%	242
Other	68	28%	242
Don't know	0	0%	242

Floor Insulation

- 96% of respondents rated their overall satisfaction a 4 or 5 out of 5.
- 47% of respondents visited the website or received a brochure before having insulation installed.
- 36% would have installed insulation without Energy Trust incentives and information; 24% would have postponed the work more than a year and 21% would not have had insulation installed.
- Energy Trust incentives and the contractor were most influential in the decision to have floor insulation installed (rated a 4 or 5 by 80% and 76% of respondents respectively).
- 72% of respondents have applied (or will) for the federal tax credit.
- 90% of respondents were satisfied with their contractor; 41% consulted the approved trade ally list when choosing their contractor.



Thinking of your participation with Energy Trust, please rate your satisfaction with each of the following elements on a 5 point scale where 5 is very satisfied and 1 is not at all satisfied.

	1	2	3	4	5	4 or 5	Don't know	N
Incentive application	1%	3%	6%	21%	63%	85%	5%	220
Comfort of home after installation	1%	0%	8%	19%	57%	76%	15%	217
Turnaround time to receive incentive	4%	5%	6%	27%	55%	82%	3%	230
Overall experience	0%	2%	2%	23%	72%	96%	0%	230

	Percent satisfied (4 or 5) excluding "Don't know"	Percent satisfied (4 or 5) including "Don't know"	Total percent of "Don't know" responses
Comfort of home after installation	89%	76%	15%

Did you visit the Energy Trust website or receive one of their brochures before you purchased your product or system or before you had any services or work scheduled and performed?

	Count	Percent
Yes	109	47%
No	116	50%
Don't know	6	3%
Total	231	

Which of the following statements best describe the actions you would have taken had Energy Trust incentives and information not been available? (multiple response)

	Count	Percent	N
I would have done exactly the same thing I did	84	36%	231
I would have postponed purchase and installation for a year	56	24%	231
I would not have had home weatherization or improvements performed	48	21%	231
I would have purchased or installed a smaller amount or quantity	41	18%	231
Don't know	6	3%	231

How influential were the following elements on your decision to purchase your product or system or have services or work performed? Please use a 5-point scale where 5 is extremely influential and 1 is not at all influential.

	1	2	3	4	5	Don't know	N
Energy Trust incentives	6%	4%	10%	21%	59%	0%	230
Information provided by Energy Trust	11%	5%	13%	27%	41%	3%	219
Installation contractor	8%	3%	11%	25%	51%	1%	218

Have you applied or will you apply for the applicable federal tax credit?

	Count	Percent
Yes	166	72%
No	28	12%
Don't know	32	14%
Does not apply	5	2%
Total	231	

Thinking of your experience with your contractor, please indicate the number that corresponds to your satisfaction with the following service elements, with 1 indicating not at all satisfied and 5 indicating very satisfied.

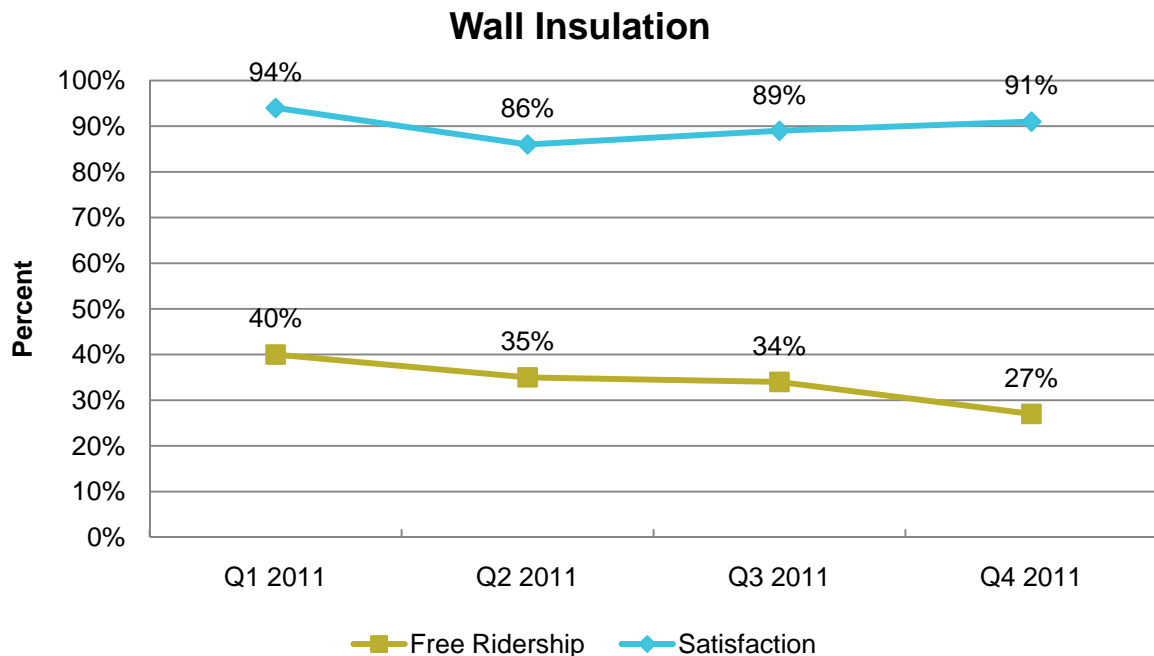
	1	2	3	4	5	4 or 5	Don't know	N
Quality of installation work	0%	2%	7%	14%	74%	88%	2%	214
Incentive paperwork completion	3%	2%	4%	19%	71%	90%	1%	208
Information provided about Energy Trust incentives	1%	1%	7%	21%	68%	89%	1%	202
Overall satisfaction with the contractor	0%	4%	5%	18%	72%	90%	0%	213

Did you consider Energy Trust's list of approved trade allies when selecting your contractor?		
	Count	Percent
Yes	88	41%
No	104	48%
Don't know	23	11%
Total	215	

Do you have any other feedback about your experience with Energy Trust or suggestions on how to improve our services?			
	Count	Percent	N
No/Nothing/Can't think of anything	108	47%	231
Problem with contractor	10	4%	231
Advertise more (More people should know about incentives)	9	4%	231
Process took too long	7	3%	231
Process was too complicated	4	2%	231
Information (print/website) was inaccurate	4	2%	231
Measure was too expensive/incentive was too small	2	1%	231
Other	60	26%	231
Don't know	0	0%	231

Wall Insulation

- 90% of respondents who could give a rating rated their overall satisfaction a 4 or 5 out of 5. Satisfaction with the comfort of the home was 93% among those who could give a rating.
- 53% of respondents visited our website or received a brochure before having insulation installed.
- 53% would have installed insulation without Energy Trust incentives and information, 27% would have postponed insulation for a year or more and only 8% would not have installed insulation.
- The contractor was more influential than the incentive in the decision to have wall insulation installed (75% vs. 66% rating a 4 or 5).
- 75% of respondents have applied (or will) for the federal tax credit.
- 89% of respondents were satisfied with their contractor; 36% consulted the approved trade ally list when choosing their contractor.



Thinking of your participation with Energy Trust, please rate your satisfaction with each of the following elements on a 5 point scale where 5 is very satisfied and 1 is not at all satisfied.

	1	2	3	4	5	4 or 5	Don't know	N
Incentive application	0%	3%	15%	28%	47%	75%	7%	141
Comfort of home after installation	1%	1%	5%	24%	59%	83%	10%	144
Turnaround time to receive incentive	5%	5%	12%	28%	48%	76%	2%	150
Overall experience	1%	3%	7%	32%	57%	89%	1%	151

	Percent satisfied (4 or 5) excluding "Don't know"	Percent satisfied (4 or 5) including "Don't know"	Total percent of "Don't know" responses
Comfort of home after installation	93%	83%	10%
Overall experience	90%	89%	1%

Did you visit the Energy Trust website or receive one of their brochures before you purchased your product or system or before you had any services or work scheduled and performed?

	Count	Percent
Yes	79	53%
No	65	44%
Don't know	5	3%
Total	149	

Which of the following statements best describe the actions you would have taken had Energy Trust incentives and information not been available? (multiple response)

	Count	Percent	N
I would have done exactly the same thing I did	80	53%	151
I would have postponed purchase and installation for a year	41	27%	151
I would have purchased or installed a smaller amount or quantity	18	12%	151
I would not have had home weatherization or improvements performed	12	8%	151
Don't know	3	2%	151

How influential were the following elements on your decision to purchase your product or system or have services or work performed? Please use a 5-point scale where 5 is extremely influential and 1 is not at all influential.

	1	2	3	4	5	Don't know	N
Energy Trust incentives	7%	5%	19%	20%	46%	2%	149
Information provided by Energy Trust	9%	10%	24%	22%	33%	1%	141
Installation contractor	11%	5%	10%	29%	46%	0%	147

Have you applied or will you apply for the applicable federal tax credit?

	Count	Percent
Yes	114	75%
No	15	10%
Don't know	18	12%
Does not apply	4	3%
Total	151	

Thinking of your experience with your contractor, please indicate the number that corresponds to your satisfaction with the following service elements, with 1 indicating not at all satisfied and 5 indicating very satisfied.

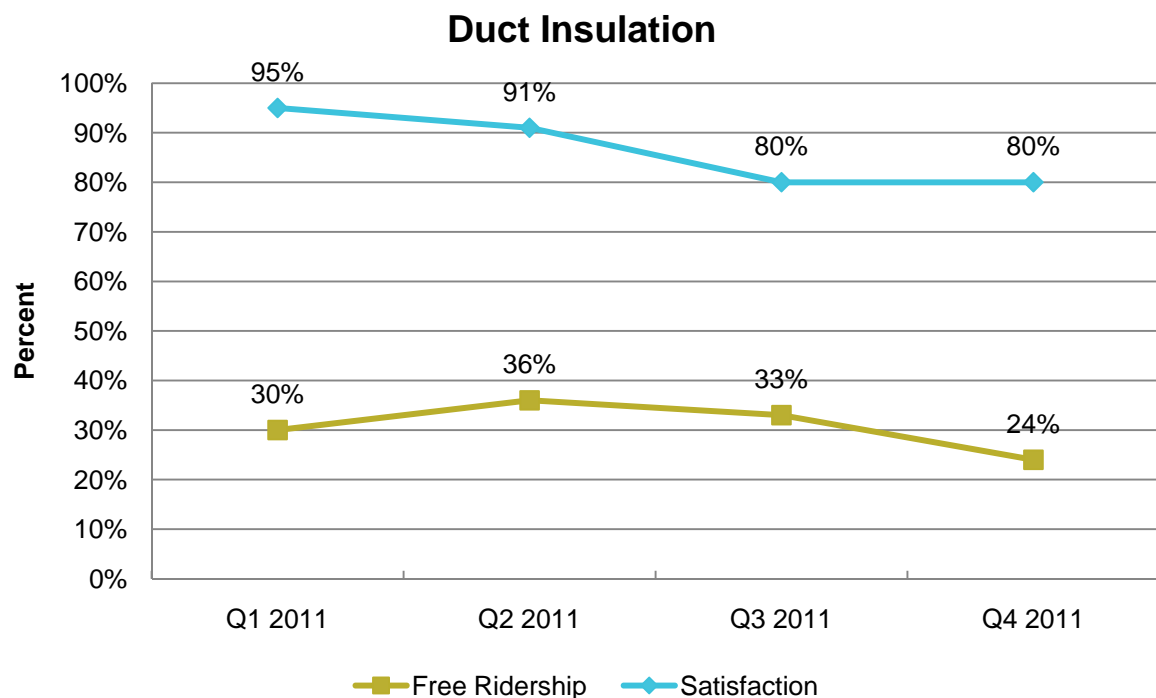
	1	2	3	4	5	4 or 5	Don't know	N
Quality of installation work	2%	3%	6%	27%	61%	89%	1%	150
Incentive paperwork completion	1%	3%	7%	22%	65%	87%	1%	147
Information provided about Energy Trust incentives	1%	3%	13%	26%	52%	77%	6%	145
Overall satisfaction with the contractor	2%	3%	6%	27%	61%	89%	0%	150

Did you consider Energy Trust's list of approved trade allies when selecting your contractor?		
	Count	Percent
Yes	54	36%
No	77	51%
Don't know	19	13%
Total	150	

Do you have any other feedback about your experience with Energy Trust or suggestions on how to improve our services?			
	Count	Percent	N
No/Nothing/Can't think of anything	55	36%	151
Process was too complicated	14	9%	151
Process took too long	12	8%	151
Problem with contractor	11	7%	151
Information (print/website) was inaccurate	6	4%	151
Advertise more (More people should know about incentives)	5	3%	151
Measure was too expensive/incentive was too small	5	3%	151
Other	43	28%	151
Don't know	0	0%	151

Duct Insulation

- 88% of respondents rated their overall satisfaction a 4 or 5 out of 5. Satisfaction with turnaround time was only 67%, lower than other program element.
- 35% visited our website or received a brochure before having insulation installed.
- 41% reported they would have installed duct insulation in absence of Energy Trust incentives and information, and 27% would have installed less insulation; 20% would not have installed insulation.
- The contractor and incentive had about the same influence in the decision to have duct insulation installed (76% and 69% rating a 4 or 5, respectively).
- 88% have applied (or will) for the federal tax credit.
- 94% were satisfied with their contractor; 51% consulted the approved trade ally list when choosing their contractor.
- From open comments, 14% indicated that the participation process took too long.



Thinking of your participation with Energy Trust, please rate your satisfaction with each of the following elements on a 5 point scale where 5 is very satisfied and 1 is not at all satisfied.

	1	2	3	4	5	4 or 5	Don't know	N
Incentive application	0%	0%	11%	28%	41%	70%	20%	46
Comfort of home after insulation installed	0%	2%	6%	24%	66%	90%	2%	50
Turnaround time to receive incentive	2%	16%	14%	20%	46%	66%	2%	50
Overall experience	0%	4%	8%	31%	57%	88%	0%	51

	Percent satisfied (4 or 5) excluding "Don't know"	Percent satisfied (4 or 5) including "Don't know"	Total percent of "Don't know" responses
Incentive application	88%	70%	20%

Did you visit the Energy Trust website or receive one of their brochures before you purchased your product or system or before you had any services or work scheduled and performed?

	Count	Percent
Yes	18	35%
No	32	63%
Don't know	1	2%
Total	51	

Which of the following statements best describe the actions you would have taken had Energy Trust incentives and information not been available? (multiple response)

	Count	Percent	N
I would have done exactly the same thing I did	21	41%	51
I would have purchased or installed a smaller amount or quantity	14	27%	51
I would not have had home weatherization or improvements performed	10	20%	51
I would have postponed purchase and installation for a year	8	16%	51
Don't know	0	0%	51

How influential were the following elements on your decision to purchase your product or system or have services or work performed? Please use a 5-point scale where 5 is extremely influential and 1 is not at all influential.

	1	2	3	4	5	Don't know	N
Energy Trust incentives	4%	4%	22%	16%	53%	2%	51
Information provided by Energy Trust	9%	4%	36%	19%	30%	2%	47
Installation contractor	6%	6%	12%	27%	49%	0%	51

Have you applied or will you apply for the applicable federal tax credit?

	Count	Percent
Yes	44	88%
No	2	4%
Don't know	2	4%
Does not apply	2	4%
Total	50	

Thinking of your experience with your contractor, please indicate the number that corresponds to your satisfaction with the following service elements, with 1 indicating not at all satisfied and 5 indicating very satisfied.

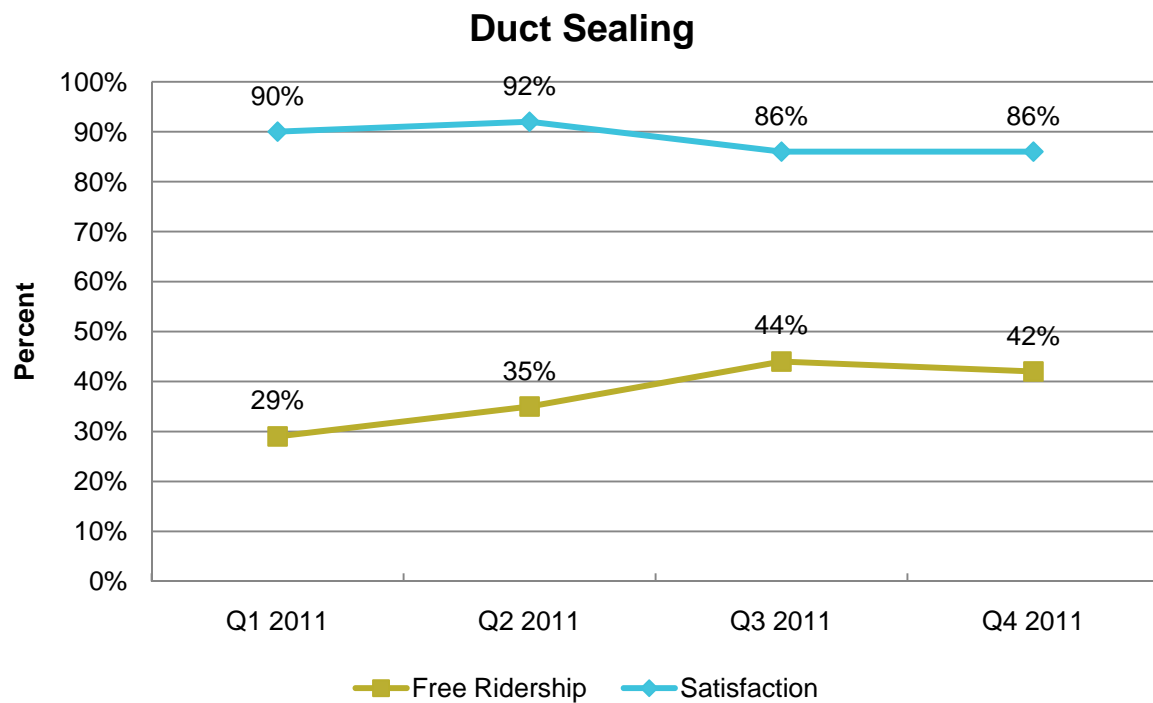
	1	2	3	4	5	4 or 5	Don't know	N
Quality of installation work	0%	2%	4%	18%	76%	94%	0%	51
Incentive paperwork completion	4%	6%	6%	25%	59%	84%	0%	51
Information provided about Energy Trust incentives	2%	0%	8%	29%	59%	88%	2%	51
Overall satisfaction with the contractor	0%	2%	4%	18%	76%	94%	0%	50

Did you consider Energy Trust's list of approved trade allies when selecting your contractor?		
	Count	Percent
Yes	26	51%
No	20	39%
Don't know	5	10%
Total	51	

Do you have any other feedback about your experience with Energy Trust or suggestions on how to improve our services?			
	Count	Percent	N
No/Nothing/Can't think of anything	21	41%	51
Process took too long	7	14%	51
Process was too complicated	4	8%	51
Problem with contractor	3	6%	51
Advertise more (More people should know about incentives)	1	2%	51
Measure was too expensive/incentive was too small	1	2%	51
Information (print/website) was inaccurate	0	0%	51
Other	5	10%	51
Don't know	0	0%	51

Duct Sealing

- 89% of respondents who could give a rating rated their overall satisfaction a 4 or 5 out of 5.
- 32% of respondents visited the website or received a brochure before having their ducts sealed.
- 56% would have had their ducts sealed without Energy Trust information and incentives, while 18% would not have.
- The duct sealing contractor was more influential than the incentive in the duct sealing decision (79% vs. 68% rating 4 or 5).
- 84% respondents have applied (or will) for the Residential Energy Tax Credit.
- 93% of respondents were satisfied with their contractor; 25% consulted the approved trade ally list when choosing their contractor.



Thinking of your participation with Energy Trust, please rate your satisfaction with each of the following elements on a 5 point scale where 5 is very satisfied and 1 is not at all satisfied.

	1	2	3	4	5	4 or 5	Don't know	N
Incentive application	2%	3%	14%	26%	44%	70%	11%	136
Comfort of home after duct sealing	0%	0%	5%	24%	67%	91%	4%	155
Turnaround time to receive incentive	6%	6%	15%	25%	44%	69%	4%	156
Overall experience	1%	3%	8%	22%	66%	88%	1%	158

	Percent satisfied (4 or 5) excluding "Don't know"	Percent satisfied (4 or 5) including "Don't know"	Total percent of "Don't know" responses
Incentive application	79%	70%	20%
Overall experience	89%	88%	1%

Did you visit the Energy Trust website or receive one of their brochures before you purchased your product or system or before you had any services or work scheduled and performed?

	Count	Percent
Yes	50	32%
No	102	65%
Don't know	5	3%
Total	157	

Which of the following statements best describe the actions you would have taken had Energy Trust incentives and information not been available? (multiple response)

	Count	Percent	N
I would have done exactly the same thing I did	89	56%	158
I would not have had home weatherization or improvements performed	28	18%	158
I would have postponed purchase and installation for a year	20	13%	158
I would have purchased or installed a smaller amount or quantity	16	10%	158
Don't know	9	6%	158

How influential were the following elements on your decision to purchase your product or system or have services or work performed? Please use a 5-point scale where 5 is extremely influential and 1 is not at all influential.

	1	2	3	4	5	Don't know	N
Energy Trust incentives	10%	3%	18%	19%	49%	2%	156
Information provided by Energy Trust	19%	5%	14%	26%	32%	4%	152
Duct sealing contractor	8%	2%	8%	19%	60%	3%	156

Have you applied or will you apply for the applicable Oregon state residential energy tax credit? (Oregon participants only)

	Count	Percent
Yes	130	84%
No	6	4%
Don't know	12	8%
Does not apply	6	4%
Total	154	

Thinking of your experience with your contractor, please indicate the number that corresponds to your satisfaction with the following service elements, with 1 indicating not at all satisfied and 5 indicating very satisfied.

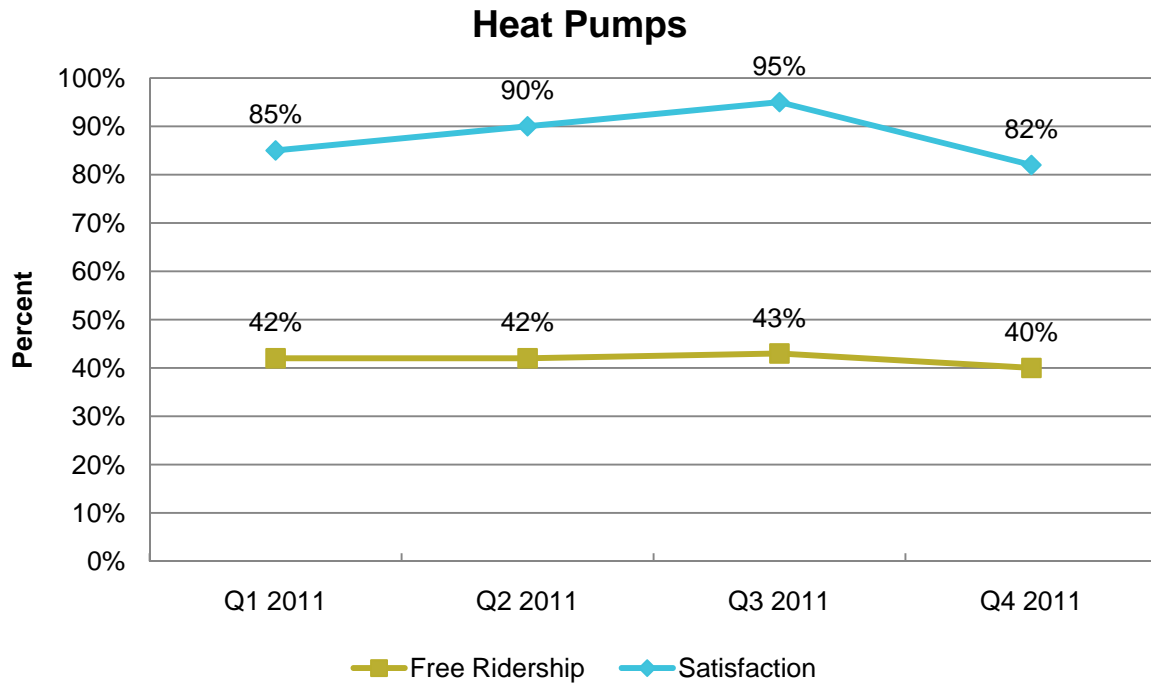
	1	2	3	4	5	4 or 5	Don't know	N
Quality of installation work	1%	1%	4%	17%	75%	92%	2%	157
Incentive paperwork completion	3%	3%	9%	21%	64%	85%	1%	157
Information provided about Energy Trust incentives	1%	3%	8%	17%	67%	84%	4%	156
Overall satisfaction with the contractor	1%	0%	6%	19%	74%	93%	0%	158

Did you consider Energy Trust's list of approved trade allies when selecting your contractor?		
	Count	Percent
Yes	39	25%
No	113	72%
Don't know	6	4%
Total	158	

Do you have any other feedback about your experience with Energy Trust or suggestions on how to improve our services?			
	Count	Percent	N
No/Nothing/Can't think of anything	66	42%	36
Process was too complicated	9	6%	36
Process took too long	8	5%	36
Advertise more (More people should know about incentives)	4	3%	36
Problem with contractor	3	2%	36
Information (print/website) was inaccurate	2	1%	36
Measure was too expensive/incentive was too small	1	1%	36
Other	30	19%	36
Don't know	0	0%	36

Heat Pump

- 88% of respondents rated their overall satisfaction a 4 or 5 out of 5.
- A third of respondents visited the website or received a brochure before installing their heat pump.
- 59% of respondents would have installed the same heat pump in absence of Energy Trust incentive and information. Only 3% would have installed a different type of heating system.
- The contractor had the most influence on the decision to install the heat pump (80% rating 4 or 5).
- 81% of respondents have applied (or will) for both the federal and state tax credits.
- 93% of respondents giving a rating were satisfied with their contractor; 22% consulted the approved trade ally list when choosing their contractor.



Thinking of your participation with Energy Trust, please rate your satisfaction with each of the following elements on a 5 point scale where 5 is very satisfied and 1 is not at all satisfied.

	1	2	3	4	5	4 or 5	Don't know	N
Incentive application	3%	1%	10%	20%	60%	80%	6%	218
Comfort of home after installing heat pump	2%	1%	3%	10%	80%	90%	5%	225
Turnaround time to receive incentive	3%	4%	15%	21%	55%	76%	2%	230
Overall experience	0%	1%	10%	18%	69%	87%	1%	232

	Percent satisfied (4 or 5) excluding "Don't know"	Percent satisfied (4 or 5) including "Don't know"	Total percent of "Don't know" responses
Overall experience	88%	87%	1%

Did you visit the Energy Trust website or receive one of their brochures before you purchased your product or system or before you had any services or work scheduled and performed?

	Count	Percent
Yes	77	33%
No	145	63%
Don't know	8	3%
Total	230	

Which of the following statements best describe the actions you would have taken had Energy Trust incentives and information not been available? (multiple response)

	Count	Percent	N
I would have done exactly the same thing I did	137	59%	232
I would have purchased or installed less expensive alternative	40	17%	232
I would have postponed purchase and installation for a year	23	10%	232
I would have purchased or installed a less energy efficient alternative	21	9%	232
I would not have purchased and installed new product or system	11	5%	232
Installed a different type of heating system	6	3%	232
Don't know	9	4%	232

How influential were the following elements on your decision to purchase your product or system or have services or work performed? Please use a 5-point scale where 5 is extremely influential and 1 is not at all influential.

	1	2	3	4	5	Don't know	N
Energy Trust incentives	9%	4%	23%	20%	39%	5%	227
Information provided by Energy Trust	15%	7%	21%	18%	31%	8%	208
Installation contractor	5%	1%	11%	23%	57%	3%	228

Have you applied or will you apply for the applicable federal or Oregon state residential energy tax credit?

	State		Federal	
	Count	Percent	Count	Percent
Yes	188	81%	187	81%
No	21	9%	23	10%
Don't know	16	7%	18	8%
Does not apply	7	3%	4	2%
Total	232		232	

Thinking of your experience with your contractor, please indicate the number that corresponds to your satisfaction with the following service elements, with 1 indicating not at all satisfied and 5 indicating very satisfied.

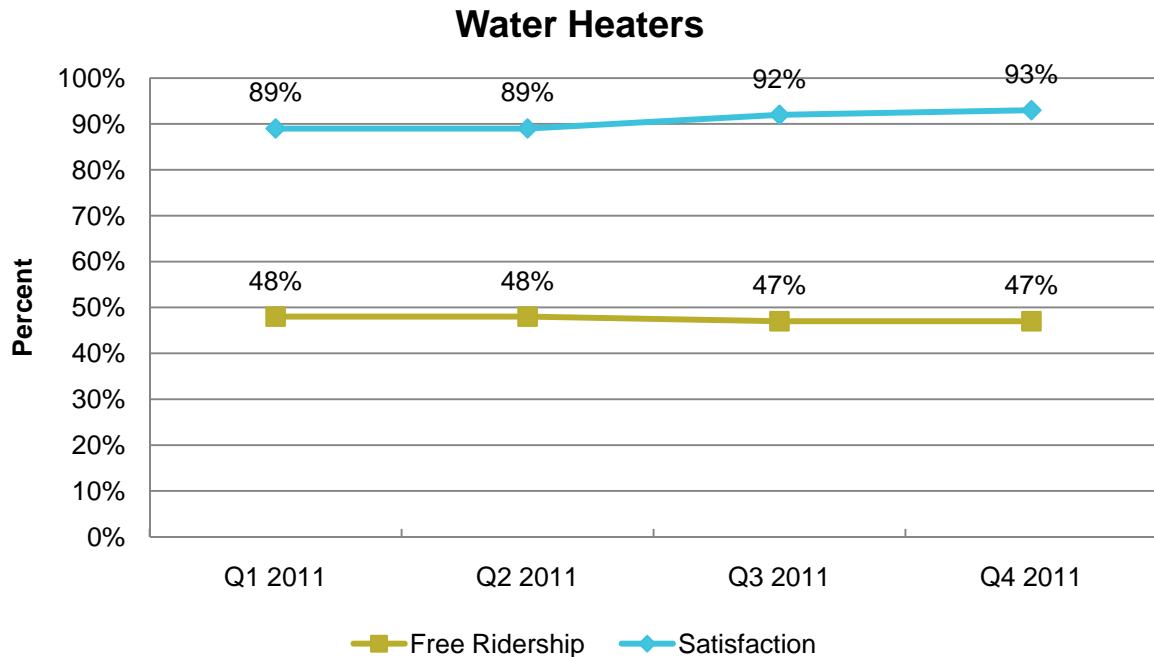
	1	2	3	4	5	4 or 5	Don't know	N
Quality of installation work	1%	1%	3%	11%	83%	94%	1%	232
Incentive paperwork completion	3%	2%	3%	16%	73%	89%	3%	231
Information provided about Energy Trust incentives	3%	0%	7%	15%	73%	88%	2%	227
Overall satisfaction with the contractor	2%	0%	5%	15%	78%	93%	0%	232

Did you consider Energy Trust's list of approved trade allies when selecting your contractor?		
	Count	Percent
Yes	51	22%
No	158	68%
Don't know	23	10%
Total	232	

Do you have any other feedback about your experience with Energy Trust or suggestions on how to improve our services?			
	Count	Percent	N
No/Nothing/Can't think of anything	126	54%	232
Process was too complicated	13	6%	232
Process took too long	11	5%	232
Problem with contractor	7	3%	232
Measure was too expensive/incentive was too small	6	3%	232
Advertise more (More people should know about incentives)	5	2%	232
Information (print/website) was inaccurate	0	0%	232
Other	38	16%	232
Don't know	1	0%	232

Water Heaters

- 91% of respondents who could give a rating rated their overall satisfaction a 4 or 5 out of 5.
- 41% of respondents utilized the website or a brochure.
- Almost two thirds of respondents said that they would have bought the same water heater without Energy Trust incentives; the contractor and the incentive had roughly equal influence on the decision to install the water heater (67% and 60% rating 4 or 5, respectively).
- More than three quarters of respondents have applied (or will) for the federal and state tax credits.
- 90% of respondents were satisfied with their contractor; 24% consulted the approved trade ally list when choosing their contractor.



Thinking of your participation with Energy Trust, please rate your satisfaction with each of the following elements on a 5 point scale where 5 is very satisfied and 1 is not at all satisfied.

	1	2	3	4	5	4 or 5	Don't know	N
Incentive application form	2%	4%	10%	32%	48%	80%	4%	236
Performance of the new equipment or system	0%	0%	5%	15%	79%	94%	1%	243
Turnaround time to receive incentive	3%	4%	13%	33%	45%	78%	2%	238
Overall experience	0%	2%	7%	30%	60%	90%	1%	243

	Percent satisfied (4 or 5) <i>excluding</i> "Don't know"	Percent satisfied (4 or 5) <i>including</i> "Don't know"	Total percent of "Don't know" responses
Overall experience	91%	90%	1%

Did you visit the Energy Trust website or receive one of their brochures before you purchased your product or system or before you had any services or work scheduled and performed?

	Count	Percent
Yes	99	41%
No	141	58%
Don't know	2	1%
Total	242	

Which of the following statements best describe the actions you would have taken had Energy Trust incentives and information not been available? (multiple response)

	Count	Percent	N
I would have done exactly the same thing I did	154	63%	243
I would have purchased or installed less expensive alternative	32	13%	243
I would have purchased or installed a less energy efficient alternative	26	11%	243
I would have postponed purchase and installation for a year	25	10%	243
I would not have purchased and installed new product or system	8	3%	243
Don't know	7	3%	243

How influential were the following elements on your decision to purchase your product or system or have services or work performed? Please use a 5-point scale where 5 is extremely influential and 1 is not at all influential.

	1	2	3	4	5	Don't know	N
Energy Trust incentives	12%	10%	18%	26%	34%	1%	238
Information provided by Energy Trust	16%	12%	21%	23%	25%	3%	222
Installation contractor	15%	4%	12%	25%	42%	3%	223

Have you applied or will you apply for the applicable federal or Oregon state residential energy tax credit?

	State		Federal	
	Count	Percent	Count	Percent
Yes	184	78%	185	76%
No	17	7%	24	10%
Don't know	28	12%	24	10%
Does not apply	7	3%	10	4%
Total	236		243	

Thinking of your experience with your contractor, please indicate the number that corresponds to your satisfaction with the following service elements, with 1 indicating not at all satisfied and 5 indicating very satisfied.

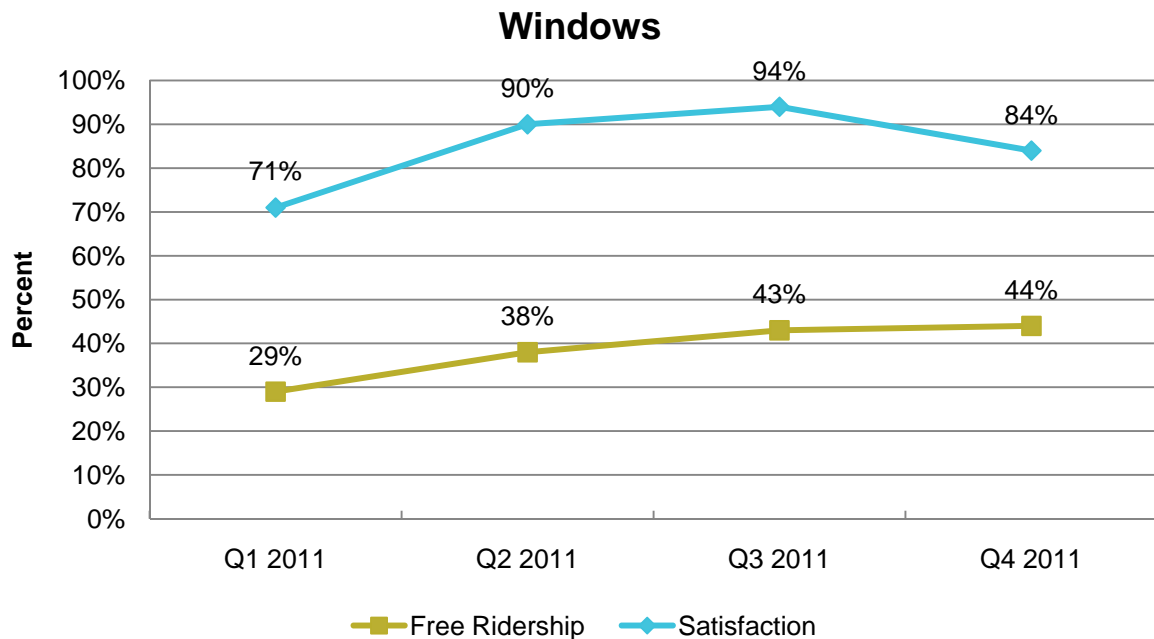
	1	2	3	4	5	4 or 5	Don't know	N
Quality of installation work	1%	1%	5%	19%	74%	93%	0%	232
Incentive paperwork completion	4%	5%	8%	19%	62%	82%	2%	222
Information provided about Energy Trust incentives	5%	4%	10%	25%	53%	78%	4%	219
Overall satisfaction with the contractor	1%	3%	6%	24%	66%	90%	0%	231

Did you consider Energy Trust's list of approved trade allies when selecting your contractor?		
	Count	Percent
Yes	57	24%
No	167	69%
Don't know	17	7%
Total	241	

Do you have any other feedback about your experience with Energy Trust or suggestions on how to improve our services?			
	Count	Percent	N
No/Nothing/Can't think of anything	96	40%	243
Process was too complicated	22	9%	243
Process took too long	13	5%	243
Problem with contractor	10	4%	243
Advertise more (More people should know about incentives)	7	3%	243
Measure was too expensive/incentive was too small	7	3%	243
Information (print/website) was inaccurate	5	2%	243
Other	66	27%	243
Don't know	0	0%	243

Windows

- 85% of respondents rated their overall satisfaction a 4 or 5 out of 5.
- 54% of respondents visited the website or received a brochure before having their windows installed.
- 62% indicated that in the absence of Energy Trust incentives, they would have installed the same windows; 13% would have postponed installation more than one year.
- The contractor was slightly more influential than the incentive in the decision to install efficient windows (70% vs. 67% rating 4 or 5).
- 77% have applied (or will) for the federal tax credit.
- 92% of respondents were satisfied with their contractor; 20% consulted the approved trade ally list when choosing their contractor.
- From open-ended feedback, 10% felt the participation process was too complicated.



Thinking of your participation with Energy Trust, please rate your satisfaction with each of the following elements on a 5 point scale where 5 is very satisfied and 1 is not at all satisfied.

	1	2	3	4	5	4 or 5	Don't know	N
Incentive application paperwork	2%	7%	14%	37%	37%	74%	4%	123
Comfort of home after windows were installed	0%	0%	2%	17%	75%	91%	6%	126
Turnaround time for incentive	8%	8%	19%	28%	35%	64%	2%	127
Overall experience	1%	2%	13%	28%	57%	85%	0%	127

Did you visit the Energy Trust website or receive one of their brochures before you purchased your product or system or before you had any services or work scheduled and performed?

	Count	Percent
Yes	69	54%
No	55	43%
Don't know	3	2%
Total	127	

Which of the following statements best describe the actions you would have taken had Energy Trust incentives and information not been available? (multiple response)

	Count	Percent	N
I would have done exactly the same thing I did	79	62%	128
I would have postponed purchase and installation for a year	16	13%	128
I would have purchased or installed less expensive alternative	11	9%	128
I would not have had home weatherization or improvements performed	9	7%	128
I would have purchased or installed a smaller amount or quantity	8	6%	128
I would have purchased or installed a less energy efficient alternative	6	5%	128
Don't know	2	2%	128

How influential were the following elements on your decision to purchase your product or system or have services or work performed? Please use a 5-point scale where 5 is extremely influential and 1 is not at all influential.

	1	2	3	4	5	Don't know	N
Energy Trust incentives	11%	9%	13%	32%	35%	0%	128
Information provided by Energy Trust	18%	10%	22%	24%	22%	4%	122
Installation contractor	13%	6%	12%	18%	52%	0%	118

Have you applied or will you apply for the applicable federal tax credit?

	Count	Percent
Yes	98	77%
No	17	13%
Don't know	7	6%
Does not apply	5	4%
Total	127	

Thinking of your experience with your contractor, please indicate the number that corresponds to your satisfaction with the following service elements, with 1 indicating not at all satisfied and 5 indicating very satisfied.

	1	2	3	4	5	4 or 5	Don't know	N
Quality of installation work	0%	1%	4%	19%	75%	94%	1%	124
Incentive paperwork completion	3%	3%	5%	18%	71%	88%	0%	120
Information provided about Energy Trust incentives	3%	6%	14%	26%	50%	76%	1%	117
Overall satisfaction with the contractor	0%	4%	4%	21%	71%	92%	0%	124

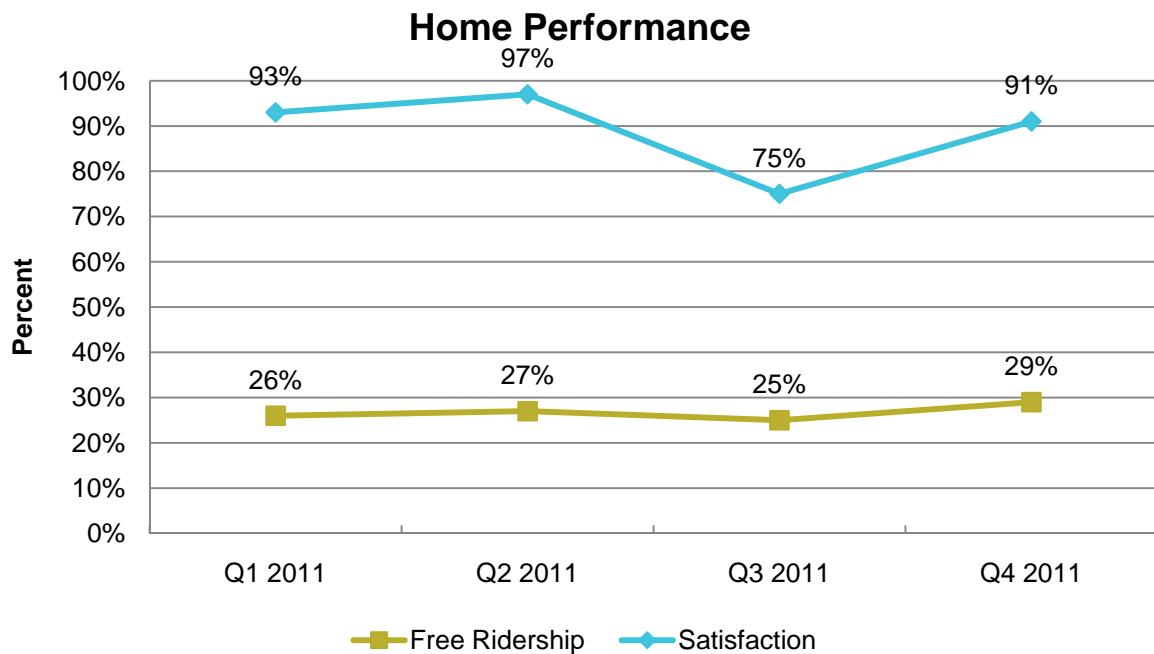
Did you consider Energy Trust's list of approved trade allies when selecting your contractor?

	Count	Percent
Yes	25	20%
No	90	70%
Don't know	13	10%
Total	128	

Do you have any other feedback about your experience with Energy Trust or suggestions on how to improve our services?			
	Count	Percent	N
No/Nothing/Can't think of anything	45	35%	128
Process was too complicated	13	10%	128
Process took too long	9	7%	128
Problem with contractor	8	6%	128
Measure was too expensive/incentive was too small	4	3%	128
Advertise more (More people should know about incentives)	3	2%	128
Information (print/website) was inaccurate	3	2%	128
Other	43	34%	128
Don't know	1	1%	128

Home Performance

- 90% of respondents rated their overall satisfaction a 4 or 5 out of 5.
- Two thirds received an Energy Trust brochure or visited the website before having services performed.
- Only 28% would have made the same improvements without Energy Trust incentive and information, about the same number that would have done fewer improvements without the program. 20% would not have made any improvements.
- The contractor had slightly more influence than the incentive (84% vs. 80% rating a 4 or 5).
- 83% and 79% of respondents have applied (or will) for the federal and state tax credits, respectively.
- 94% of respondents were satisfied with their contractor; 59% consulted the approved trade ally list when choosing their contractor.



Thinking of your participation with Energy Trust, please rate your satisfaction with each of the following elements on a 5 point scale where 5 is very satisfied and 1 is not at all satisfied.

	1	2	3	4	5	4 or 5	Don't know	N
Incentive application	1%	3%	11%	23%	50%	73%	11%	90
Comfort of home after work performed	0%	0%	7%	32%	57%	88%	4%	69
Turnaround time for incentive	6%	6%	14%	29%	43%	71%	4%	108
Information provided by Energy Trust about Home Performance	2%	2%	9%	24%	54%	78%	10%	105
Home Performance custom energy report	1%	3%	10%	20%	54%	74%	13%	104
Overall experience	0%	4%	6%	28%	61%	90%	0%	109

	Percent satisfied (4 or 5) excluding "Don't know"	Percent satisfied (4 or 5) including "Don't know"	Total percent of "Don't know" responses
Incentive application	82%	73%	11%
Information provided by Energy Trust about Home Performance	87%	78%	10%
Home Performance custom energy report	85%	74%	13%

Did you visit the Energy Trust website or receive one of their brochures before you purchased your product or system or before you had any services or work scheduled and performed?

	Count	Percent
Yes	52	66%
No	25	32%
Don't know	2	3%
Total	79	

Which of the following statements best describe the actions you would have taken had Energy Trust incentives and information not been available? (multiple response)

	Count	Percent	N
I would have done exactly the same thing I did	30	28%	109
I would have made fewer energy efficient improvements	29	27%	109
I would not have had home weatherization or improvements performed	22	20%	109
I would have postponed purchase and installation for a year	15	14%	109
I would have purchased or installed less expensive alternative	10	9%	109
I would have purchased or installed a smaller amount or quantity	9	8%	109
I would have purchased or installed a less energy efficient alternative	6	6%	109
Don't know	1	1%	109

How influential were the following elements on your decision to purchase your product or system or have services or work performed? Please use a 5-point scale where 5 is extremely influential and 1 is not at all influential.

	1	2	3	4	5	Don't know	N
Energy Trust incentives	2%	6%	12%	24%	56%	0%	108
Information provided by Energy Trust	9%	4%	17%	22%	39%	8%	107
Home Performance contractor	5%	2%	7%	24%	60%	3%	106

Have you applied or will you apply for the applicable federal or Oregon state residential energy tax credit?

	State		Federal	
	Count	Percent	Count	Percent
Yes	88	83%	86	79%
No	6	6%	11	10%
Don't know	10	9%	9	8%
Does not apply	2	2%	3	3%
Total	106		109	

Thinking of your experience with your contractor, please indicate the number that corresponds to your satisfaction with the following service elements, with 1 indicating not at all satisfied and 5 indicating very satisfied.

	1	2	3	4	5	4 or 5	Don't know	N
Quality of installation work	1%	1%	5%	22%	71%	93%	1%	109
Incentive paperwork completion	2%	4%	2%	20%	70%	91%	2%	108
Information provided about Energy Trust incentives	2%	3%	5%	18%	69%	87%	4%	107
Overall satisfaction with the contractor	3%	1%	2%	23%	72%	94%	0%	109

Did you consider Energy Trust's list of approved trade allies when selecting your contractor?

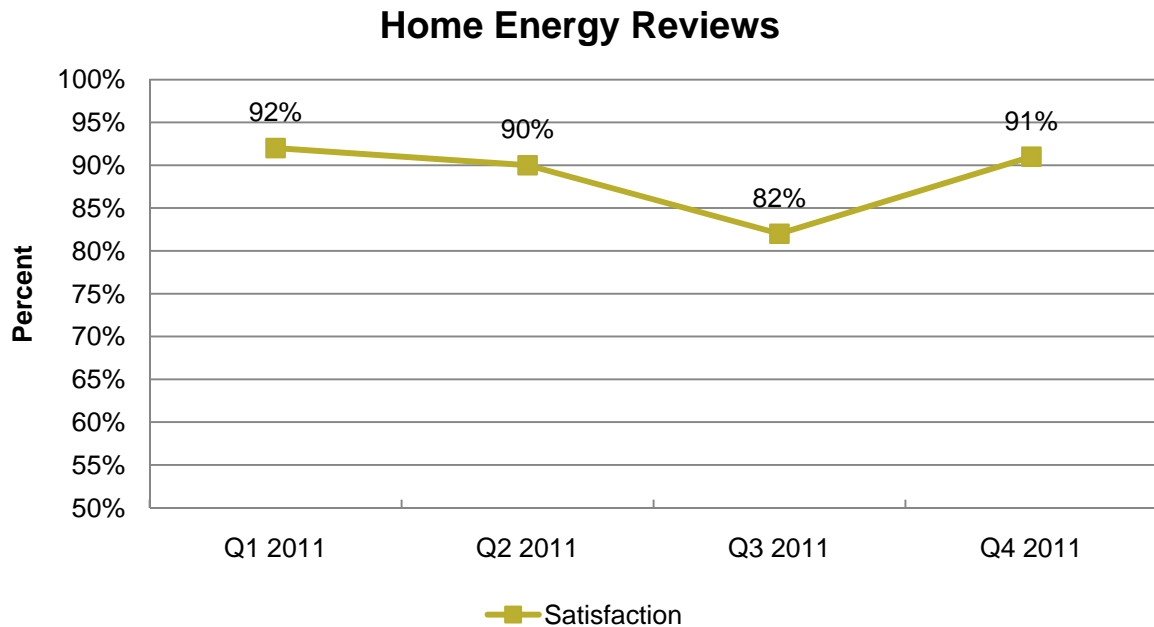
	Count	Percent
Yes	64	59%
No	38	35%
Don't know	7	6%
Total	109	

Do you have any other feedback about your experience with Energy Trust or suggestions on how to improve our services?

	Count	Percent	N
No/Nothing/Can't think of anything	44	40%	109
Process was too complicated	7	6%	109
Advertise more (More people should know about incentives)	6	6%	109
Problem with contractor	6	6%	109
Process took too long	4	4%	109
Information (print/website) was inaccurate	3	3%	109
Measure was too expensive/incentive was too small	1	1%	109
Other	25	23%	109
Don't know	0	0%	109

Home Energy Review

- 91% of respondents rated their overall satisfaction a 4 or 5 out of 5. Satisfaction was highest for courtesy and knowledge of the advisor.
- Self-reported follow-through was 48% of respondents for all actions. The most common actions already taken were installing more CFLs and insulation (41% and 24% of those taking action, respectively). A higher number, 70%, said they were planning on following through in the next 12 months, with insulation being by far the most commonly planned recommendation on which to follow through (53%).



Thinking of your participation with Energy Trust, please rate your satisfaction with each of the following elements on a 5 point scale where 5 is very satisfied and 1 is not at all satisfied.

	1	2	3	4	5	4 or 5	Don't know	N
Scheduling process	1%	4%	11%	19%	64%	83%	1%	237
Recommendations provided by the energy advisor	0%	2%	9%	27%	61%	88%	0%	234
Knowledge of the energy advisor	0%	1%	5%	17%	76%	93%	0%	234
Courtesy of the energy advisor	0%	0%	0%	4%	96%	100%	0%	236
Packet of materials left by energy advisor	1%	1%	6%	22%	66%	88%	4%	234
Information provided on how to apply for Energy Trust incentives	1%	2%	11%	28%	54%	82%	4%	226
Overall experience	0%	1%	7%	24%	66%	91%	0%	237

Since your Home Energy Review, have you made any of the improvements recommended by the advisor?		
	Count	Percent
Yes	113	48%
No	121	51%
Don't know	3	1%
Total	237	

Are you planning to take any of the recommended actions in the next 12 months?		
	Count	Percent
Yes	165	70%
No	47	20%
Don't know	24	10%
Total	236	

What did you do?	Count	Percent
Installed more CFLs	46	41%
Insulation	27	24%
Windows	11	10%
Duct sealing	9	8%
Turned down thermostat	9	8%
Turned off lights more	7	6%
Duct insulation	6	5%
Gas furnace	6	5%
Heat pump	4	4%
Purchased setback thermostat	3	3%
Water heater	3	3%
Clothes washer	1	1%
Duct testing	1	1%
Solar electric/photovoltaic (PV)	0	--
Solar water heating	0	--
Other	47	42%
Don't know	0	--

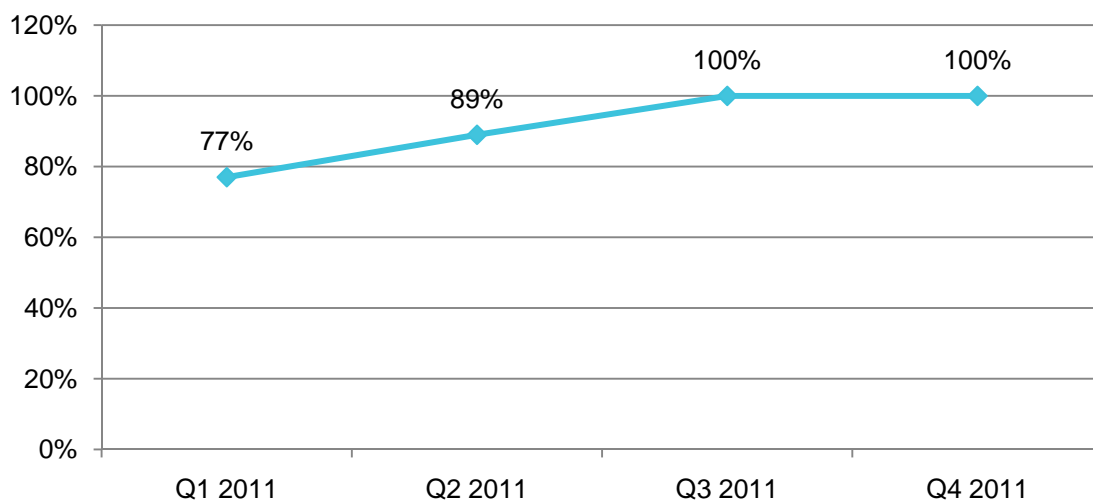
What do you plan to do?	Count	Percent
Insulation	87	53%
Duct sealing	20	12%
Water heater	15	9%
Windows	14	8%
Duct insulation	12	7%
Gas furnace	10	6%
Heat pump	9	5%
Duct testing	7	4%
Install more CFLs	3	2%
Solar water heating	3	2%
Solar electric/photovoltaic (PV)	2	1%
Purchase setback thermostat	1	1%
Turn off lights more	1	1%
Turn down thermostat	1	1%
Clothes washer	0	--
Other	61	37%
Don't know	9	5%

Do you have any other feedback about your experience with Energy Trust or suggestions on how to improve our services?			
	Count	Percent	N
No/Nothing/Can't think of anything	113	48%	237
Advertise more (More people should know about incentives)	8	3%	237
Process took too long	8	3%	237
Process was too complicated	3	1%	237
Problem with contractor	3	1%	237
Information (print/website) was inaccurate	2	1%	237
Measure was too expensive/incentive was too small	1	0%	237
Other	65	27%	237
Don't know	0	0%	237

Existing Homes – Washington

- 86% of respondents rated their overall satisfaction a 4 or 5 out of 5; however, there was a significant upward trend throughout the year.
- 41% received a brochure or visited the website before having services performed or equipment installed.
- Seven had a Home Energy Review. Of these, 4 had already followed through with an improvement and 5 were planning a future action.
- Of the 58 respondents who what weatherization services or installed equipment, 46% would have done the same thing without the incentive or information from Energy Trust. 18% would have postponed the project for a year or more.
- The contractor had more influence than the incentive in the decision to do the project (81% vs. 62% rating 4 or 5 out of 5).
- 74% have applied for the federal tax credit.
- 86% of respondents were satisfied with their contractor (rating of 4 or 5) and 40% consulted the approved trade ally list when selecting a contractor.

Existing Homes Washington Satisfaction



Measure	Surveys Completed
Air Sealing	5
Ceiling Insulation	11
Floor Insulation	2
Wall Insulation	1
Duct Insulation	1
Duct Sealing	14
Water Heaters	13
Windows	8
Home Performance	3
Home Energy Review	7
Total – Existing Homes Washington	65

Thinking of your participation with Energy Trust, please rate your satisfaction with each of the following elements on a 5 point scale where 5 is very satisfied and 1 is not at all satisfied.

	1	2	3	4	5	4 or 5	Don't know	N
Incentive application form	0%	7%	4%	43%	39%	81%	7%	54
Turnaround time to receive incentive	10%	9%	12%	31%	36%	67%	2%	58
Performance of the new equipment or system (water heaters)	0%	0%	8%	15%	77%	92%	0%	13
Comfort of home after work or services were performed (weatherization measures)	0%	0%	7%	32%	52%	85%	7%	41
Overall experience	0%	6%	8%	25%	62%	86%	0%	65

Did you visit the Energy Trust website or receive one of their brochures before you purchased your product or system or before you had any services or work scheduled and performed?

	Count	Percent
Yes	24	41%
No	34	59%
Don't know	0	0%
Total	58	

Since your Home Energy Review, have you made any of the improvements recommended by the advisor?

	Count	Percent
Yes	4	--
No	3	--
Don't know	0	--
Total	7	

Are you planning to take any of the recommended actions in the next 12 months?

	Count	Percent
Yes	5	--
No	2	--
Don't know	0	--
Total	7	

What did you do?

	Count
Installed more CFLs	1
Windows	1
Other	4

What do you plan to do?

	Count
Duct sealing	2
Insulation	1
Water heater	1
Other	4

Which of the following statements best describe the actions you would have taken had Energy Trust incentives and information not been available? (multiple response)

	Count	Percent	N
I would have done exactly the same thing I did	30	46%	58
I would have postponed purchase and installation for a year	12	18%	58
I would not have had home weatherization or improvements performed	9	14%	58
I would have purchased or installed less expensive alternative	2	3%	58
I would have purchased or installed a smaller amount or quantity	2	3%	58
I would have purchased or installed a less energy efficient alternative	1	2%	58
I would have made fewer energy efficient improvements	1	2%	58
Don't know	0	0%	58

How influential were the following elements on your decision to purchase your product or system or have services or work performed? Please use a 5-point scale where 5 is extremely influential and 1 is not at all influential.

	1	2	3	4	5	Don't know	N
Energy Trust incentives	16%	7%	16%	21%	41%	0%	58
Information provided by Energy Trust	20%	5%	13%	35%	24%	4%	55
Contractor	7%	0%	10%	24%	57%	2%	58

Have you applied or will you apply for the applicable federal tax credit?

	Count	Percent
Yes	29	74%
No	4	10%
Don't know	4	10%
Does not apply	2	5%
Total	39	

Thinking of your experience with your contractor, please indicate the number that corresponds to your satisfaction with the following service elements, with 1 indicating not at all satisfied and 5 indicating very satisfied.

	1	2	3	4	5	4 or 5	Don't know	N
Quality of installation work	2%	0%	9%	16%	72%	88%	2%	58
Incentive paperwork completion	5%	2%	5%	18%	68%	86%	2%	57
Information provided about Energy Trust incentives	5%	4%	4%	18%	67%	84%	4%	57
Overall satisfaction with the contractor	3%	2%	9%	12%	74%	86%	0%	58

Did you consider Energy Trust's list of approved trade allies when selecting your contractor?		
	Count	Percent
Yes	23	40%
No	33	57%
Don't know	2	3%
Total	58	

Do you have any other feedback about your experience with Energy Trust or suggestions on how to improve our services?			
	Count	Percent	N
No/Nothing/Can't think of anything	18	28%	65
Process took too long	6	9%	65
Process was too complicated	5	8%	65
Problem with contractor	3	5%	65
Advertise more (More people should know about incentives)	1	2%	65
Measure was too expensive/incentive was too small	1	2%	65
Information (print/website) was inaccurate	1	2%	65
Other	16	25%	65
Don't know	0	0%	65

Residential Solar

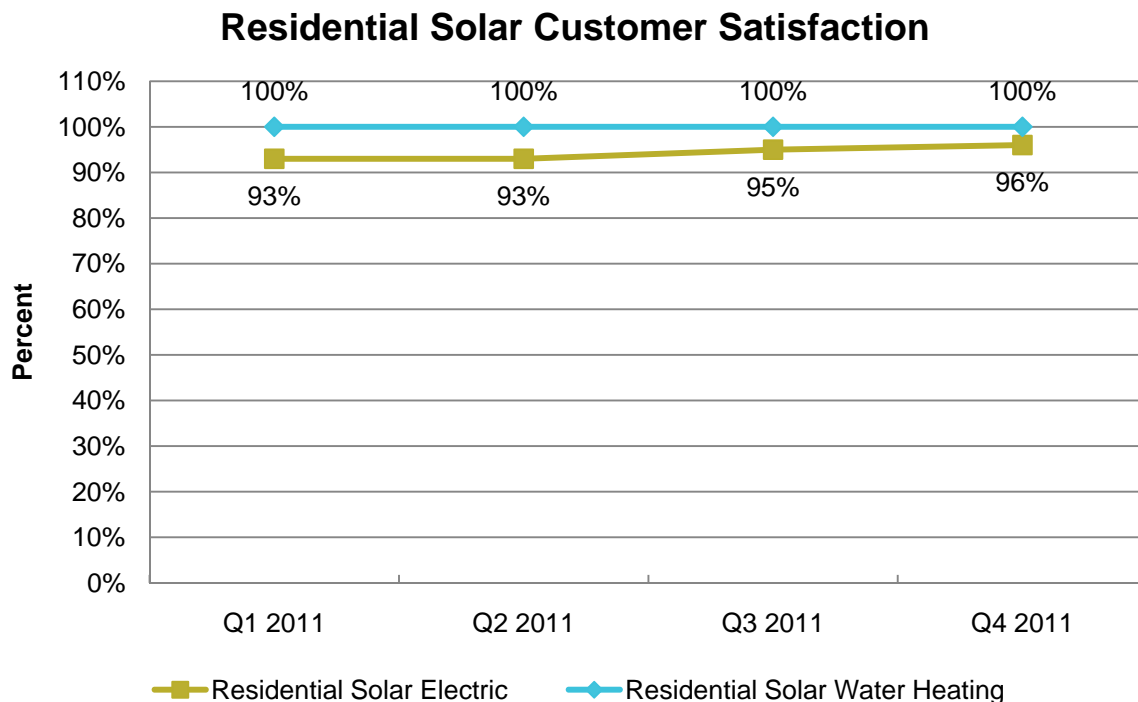
- The sample for solar electric was large enough to meet the criteria of 90% confidence / 10% margin of error; for solar water heating, the sample size is closer to 90% confidence / 15% margin of error.
- Both solar electric and solar hot water had high levels of customer satisfaction with the program.
- Energy Trust incentives and the solar contractors had the most influence on participation in the program.
- More than half of participants in both programs used cash or savings to fund their project (61% for solar electric and 75% for solar water heating).

Survey Group	2011 Measures†	Surveys Completed
Residential Solar Electric	641	140
Residential Solar Water Heating	45	20

† Measure totals for 2011 only include measures eligible for Fast Feedback, and therefore may not match other Energy Trust reports for 2011.

Survey Group	Satisfaction*
Residential Solar Electric	94%
Residential Solar Water Heating	100%

* Percent of respondents rating their overall satisfaction a 4 or 5, where 5 is very satisfied; excludes "don't know" answers.



Residential Solar Electric

- 94% of respondents who could give a rating rated their overall satisfaction a 4 or 5 out of 5.
- About half of respondents had visited the website or received a brochure before having their system installed.
- 56% of respondents would not have installed the system without Energy Trust incentives and information; 15% would have installed the same system.
- Energy Trust incentives were the most influential element on the decision to install the system, followed by the contractor and information from Energy Trust or a solar workshop.
- Nearly all respondents have applied (or will) for both the federal and state tax credits.
- 61% of respondents paid for their system with cash or savings, while 19% used a home equity loan or line of credit.

Thinking of your participation with Energy Trust, please rate your satisfaction with each of the following elements on a 5 point scale where 5 is very satisfied and 1 is not at all satisfied.

	1	2	3	4	5	4 or 5	Don't know	N
Performance of your solar system	0%	0%	3%	18%	66%	84%	13%	138
Quality of installation work	0%	1%	6%	12%	79%	91%	2%	140
Ease of selecting a contractor	1%	2%	8%	20%	67%	87%	3%	127
Energy Trust inspection of your system	1%	0%	2%	13%	76%	89%	9%	132
Overall experience	1%	1%	4%	27%	65%	92%	2%	140

	Percent satisfied (4 or 5) excluding "Don't know"	Percent satisfied (4 or 5) including "Don't know"	Total percent of "Don't know" responses
Performance of your solar system	97%	84%	13%
Overall experience	94%	92%	2%

Did you visit the Energy Trust website or receive one of their brochures before you purchased your product or system or before you had any services or work scheduled and performed?

	Count	Percent
Yes	72	51%
No	61	44%
Don't know	7	5%
Total	140	

Which of the following statements best describe the actions you would have taken had Energy Trust incentives and information not been available? (multiple response)

	Count	Percent	N
I would not have purchased and installed new product or system	79	56%	140
I would have postponed purchase and installation for a year	26	19%	140
I would have done exactly the same thing I did	21	15%	140
I would have purchased or installed a smaller amount or quantity	13	9%	140
Don't know	5	4%	140

How influential were the following elements on your decision to purchase your product or system or have services or work performed? Please use a 5-point scale where 5 is extremely influential and 1 is not at all influential.

	1	2	3	4	5	Don't know	N
Energy Trust incentives	3%	1%	4%	18%	75%	0%	139
Information and printed materials from Energy Trust	13%	5%	26%	24%	29%	3%	130
Solar contractor	7%	4%	10%	33%	46%	0%	135
Solar energy review (if you received one)	15%	2%	14%	18%	34%	17%	88
Information from solar workshop	30%	5%	12%	19%	33%	1%	84
Participation in a community-driven solar effort	31%	8%	11%	19%	27%	4%	106

Have you applied or will you apply for the applicable federal or Oregon state residential energy tax credit?

	State		Federal	
	Count	Percent	Count	Percent
Yes	136	97%	136	97%
No	0	0%	0	0%
Don't know	3	2%	2	1%
Does not apply	1	1%	2	1%
Total	140		140	

How did you pay for your system? (multiple response)

	Count	Percent	N
Cash or savings	86	61%	140
Home equity loan or line of credit	26	19%	140
Unsecured loan	17	12%	140
Equipment lease or power purchase agreement	4	3%	140
Other	13	9%	140
Don't know	1	1%	140

Do you have any other feedback about your experience with Energy Trust or suggestions on how to improve our services?

	Count	Percent	N
No/Nothing/Can't think of anything	63	45%	140
Process took too long	7	5%	140
Process was too complicated	6	4%	140
Advertise more (More people should know about incentives)	5	4%	140
Problem with contractor	4	3%	140
Measure was too expensive/incentive was too small	2	1%	140
Information (print/website) was inaccurate	0	0%	140
Other	49	35%	140
Don't know	0	0%	140

Residential Solar Hot Water

- All respondents rated their overall satisfaction a 4 or 5 out of 5.
- 55% had visited the website or received a brochure before having their system installed.
- 55% also would have postponed installation more than one year without Energy Trust incentives and information; 30% would have installed the same system.
- The contractor was slightly more influential than the incentive in the decision to install the system (78% vs. 70% rating 4 or 5).
- Nearly all respondents have applied (or will) for both the federal and state tax credits.
- 75% paid for their system with cash or savings.

Thinking of your participation with Energy Trust, please rate your satisfaction with each of the following elements on a 5 point scale where 5 is very satisfied and 1 is not at all satisfied.

	1	2	3	4	5	4 or 5	Don't know	N
Performance of your solar water heating system	0%	0%	0%	10%	85%	95%	5%	20
Quality of installation work	0%	0%	0%	20%	80%	100%	0%	20
Ease of selecting a contractor	0%	6%	6%	28%	61%	89%	0%	18
Energy Trust inspection of your system	0%	0%	11%	0%	68%	68%	21%	19
Overall experience	0%	0%	0%	10%	90%	100%	0%	20

	Percent satisfied (4 or 5) excluding "Don't know"	Percent satisfied (4 or 5) including "Don't know"	Total percent of "Don't know" responses
Energy Trust inspection of your system	86%	68%	21%

Did you visit the Energy Trust website or receive one of their brochures before you purchased your product or system or before you had any services or work scheduled and performed?

	Count	Percent
Yes	11	55%
No	9	45%
Don't know	0	0%
Total	20	

Which of the following statements best describe the actions you would have taken had Energy Trust incentives and information not been available? (multiple response)

	Count	Percent	N
I would have postponed purchase and installation for a year	11	55%	20
I would have done exactly the same thing I did	6	30%	20
I would have purchased or installed a smaller amount or quantity	2	10%	20
I would not have purchased and installed new product or system	1	5%	20
Don't know	3	15%	20

How influential were the following elements on your decision to purchase your product or system or have services or work performed? Please use a 5-point scale where 5 is extremely influential and 1 is not at all influential.

	1	2	3	4	5	Don't know	N
Energy Trust incentives	10%	0%	20%	25%	45%	0%	20
Information and printed materials from Energy Trust	31%	13%	13%	19%	25%	0%	16
Contractor	11%	0%	11%	17%	61%	0%	18
Solar energy review (if received)	9%	0%	18%	27%	36%	9%	11
Information from solar workshop	33%	8%	17%	17%	25%	0%	12
Participation in a community-driven solar effort	27%	18%	18%	9%	27%	0%	11

Have you applied or will you apply for the applicable federal or Oregon state residential energy tax credit?

	State		Federal	
	Count	Percent	Count	Percent
Yes	18	90%	19	95%
No	1	5%	0	0%
Don't know	1	5%	1	5%
Does not apply	0	0%	0	0%
Total	20		20	

How did you pay for your system? (select all that apply)

	Count	Percent	N
Cash or savings	15	75%	20
Home equity loan or line of credit	2	10%	20
Equipment lease or power purchase agreement	0	0%	20
Unsecured loan	0	0%	20
Other	3	15%	20
Don't know	0	0%	20

Do you have any other feedback about your experience with Energy Trust or suggestions on how to improve our services?

	Count	Percent	N
No/Nothing/Can't think of anything	4	20%	20
Problem with contractor	2	10%	20
Advertise more (More people should know about incentives)	0	0%	20
Process took too long	0	0%	20
Process was too complicated	0	0%	20
Measure was too expensive/incentive was too small	0	0%	20
Information (print/website) was inaccurate	0	0%	20
Other	8	40%	20
Don't know	0	0%	20

Other Renewables

Small Wind

- Four of the five respondents rated their satisfaction with their overall experience a 4 or 5 out of 5.
- Two respondents would not have installed the system without Energy Trust incentive and information, while one would have installed the same system.
- As with residential solar projects, two of the three systems were paid for with cash or savings.

Thinking of your participation with Energy Trust, please rate your satisfaction with each of the following elements on a 5 point scale where 5 is very satisfied and 1 is not at all satisfied.

	1	2	3	4	5	4 or 5	Don't know	N
Interaction with program representative	0	0	0	0	3	3	0	3
Ease of applying for incentive	0	0	1	0	2	2	0	3
Incentive amount	0	0	0	1	2	3	0	3
Turnaround time to receive incentive	0	1	0	0	3	3	1	5
Performance of the system installed	0	1	1	0	1	1	1	4
Information on how to apply for the state tax credit	1	0	0	1	1	2	0	3
Energy Trust inspection of your system	0	0	0	0	3	3	0	3
Overall experience	0	1	0	1	3	4	0	5

Which of the following statements best describe the actions you would have taken had Energy Trust incentives and information not been available? (multiple response)

	Count	Percent	N
Would not have installed the system	4	--	5
Installed exactly the same system	1	--	5
Would have postponed more than one year	0	--	5
Installed smaller system	0	--	5
Don't know	0	--	5

How influential were the following elements on your decision to purchase your product or system or have services or work performed? Please use a 5-point scale where 5 is extremely influential and 1 is not at all influential.

	1	2	3	4	5	Don't know	N
Energy Trust incentives	0	0	1	0	4	0	5
Installation contractor	0	0	0	2	2	0	4
Energy Trust program representative	1	1	0	0	1	0	3
Energy Trust-funded technical study	2	0	0	0	1	1	4

Have you applied or will you apply for the applicable federal or Oregon state residential energy tax credit?				
	Federal		State	
	Count	Percent	Count	Percent
Yes	3	--	3	--
No	1	--	1	--
Don't know	1	--	0	--
Does not apply	0	--	1	--
Total	5		5	

Were any grants used to pay for, or reduce the cost of, your system?		
	Count	Percent
Yes	1	--
No	4	--
Total	5	

How did you pay for your system? (select all that apply)			
	Count	Percent	N
Cash or savings	2	--	5
Unsecured loan	1	--	5
Home equity loan or line of credit	0	--	5
Equipment loan or power purchase agreement	0	--	5
Other	1	--	5
Don't know	1	--	5

Appendix – Free Ridership Calculations

Calculation Method:

The method used here is described in more detail in the memo “Energy Trust Free Ridership Methodology” by Phil Degens and Sarah Castor, dated June 4, 2008.

For simplicity, a project’s free ridership score is composed of two elements: a project change score and an influence score. The project change score is based on the respondent’s answer to the question “Which of the following statements describe the actions you would have taken if Energy Trust incentives and information were not available?” Possible answer choices are assigned a number between 0 and 0.5, with 0 indicating no free ridership and 0.5 indicated the project was a full free rider. Since respondents can select multiple responses to the question, their answer choice with the lowest score is selected. If the respondent selects “Don’t know”, two scores are created to account for the range of possible answers (0 and 0.5). For commercial projects, a follow-up question is asked of respondents who answered that they would not have done anything differently in absence of the program: “If your firm had not received the incentive, would it have made available the funds needed to cover the entire cost of the project?” If the respondent selects “Yes” their project change score is 0.5, if they select “No” it is 0 and if they select “Don’t know” they are given two scores for project change, as described above.

The influence score is based on their answers to the question about the influence of Energy Trust incentives, program representatives, contractor/salesperson, studies and other program elements. The answer choices are given a value between 0 (element’s influence was a 5, extremely influential) and 0.5 (element’s influence was a 1, not at all influential). The score for the most influential element is taken as the influence score. If a respondent answers “Don’t know” for all elements, they are given two influence scores to account for the range of possible answers (0 and 0.5).

The project change and influence scores are added to generate the free ridership score for each project. For respondents not providing any “Don’t know” answers this will be one number between 0 (no free ridership) and 1 (full free ridership). For those who gave a “Don’t know” answer to one of the questions, there are two free ridership scores, one high and one low. For those who answered “Don’t know” to both the project change and influence questions, no score is calculated.

Free ridership scores are averaged for all respondents of each program/measure group and shown as a percent, rather than a decimal. “Low Scenario” is the average of the free ridership scores where the low score is used for those who answered “Don’t know” to a question; “High Scenario” is the average where the high score is used for those who answered “Don’t know” to a question. “Mid Scenario” is the average of the Low and High Scenarios. In the case of commercial and industrial projects, individual scores are weighted by their share in the electric or gas savings of all respondents of their group before averaging for scenarios.

Scenarios:

Commercial Sector:

Free Ridership (savings-weighted)	Electric			Gas		
	Low Scenario	Mid Scenario	High Scenario	Low Scenario	Mid Scenario	High Scenario
Existing Buildings (n=176, 50)	28%	30%	32%	26%	27%	27%
Existing Multifamily (n=68, 15)	26%	27%	27%	47%	48%	49%

Industrial Sector:

Free Ridership (savings-weighted)	Electric			Gas		
	Low Scenario	Mid Scenario	High Scenario	Low Scenario	Mid Scenario	High Scenario
Production Efficiency (n=174, 14)	13%	14%	14%	20%	20%	20%

Home Products:

Free ridership	Low Scenario	Mid Scenario	High Scenario
Clothes washers (n=260)	41%	47%	54%
Refrigerators (n=259)	47%	52%	56%
Refrigerator recycling (n=262)	22%	31%	39%

Existing Homes:

Free Ridership	Low Scenario	Mid Scenario	High Scenario
Air Sealing (n=133)	19%	21%	22%
Ceiling Insulation (n=231)	28%	28%	29%
Floor Insulation (n=229)	26%	27%	28%
Wall Insulation (n=150)	34%	35%	35%
Duct Insulation (n=50)	31%	31%	31%
Duct Sealing (n=144)	36%	38%	39%
Heat Pump (n=231)	37%	42%	46%
Water Heaters (n=230)	43%	47%	51%
Windows (n=120)	40%	42%	44%
Home Performance (n=106)	25%	27%	28%