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Final Report

2014 Oregon Residential Awareness and Perceptions Study

December 5, 2014

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Acknowledgement

We would like to thank Energy Trust of Oregon for conceiving of this project and giving Research Into Action the support needed to conduct it. We also wish to acknowledge the many residents of Oregon who agreed to participate in the survey and provided their responses to our questions; we appreciate their willingness to participate.

Table of Contents

Acknowledgement	i
Executive Summary	ES-1
Key Findings	ES-1
Conclusions and Recommendations	ES-2
1. Introduction.....	1
1.1. Project Description	1
1.2. Research Objectives	1
2. Methodologies	3
2.1. Data Collection Instrument	3
2.2. Sampling.....	3
2.3. Data Collection.....	5
2.3.1. Fielding	5
2.3.2. Response Rate	6
2.4. Analysis	6
3. Detailed Findings.....	7
3.1. Awareness of Energy Trust	7
3.2. Profiling of Participants and Nonparticipants	12
3.3. Participation in Energy Trust Programs	14
3.4. Communication	17
3.5. Perceptions Regarding Energy Trust	19
3.6. Energy Efficient Behaviors	21
3.7. Motivations and Barriers.....	24
4. Key Findings.....	26
5. Conclusions and Recommendations.....	28
Appendices.....	30
Appendix A. Survey Instrument.....	A-1
Introduction	A-1
Screening.....	A-1
Key Metrics and Awareness	A-3
Demographics and Housing Characteristics	A-11

Appendix B.	Disposition Report.....	B-1
Appendix C.	Frequency Tables	C-1

List of Tables

Table 1-1: Research Objectives and Issues	2
Table 2-1: Sample Summary.....	4
Table 2-2: Final Disposition Summary.....	6
Table 3-1: Participant Profile	13
Table B-1: Quota Table.....	B-1
Table B-2: Calculations	B-1
Table B-3: Resolved Sample.....	B-2
Table B-4: Available Sample	B-3
Table B-5: Unused Sample by Time Zone.....	B-3
Table B-6: Available Sample Status.....	B-4
Table B-7: Total Sample Status	B-4

List of Figures

Figure 3-1: Top-of-Mind Organizations that Offer Energy Efficiency Incentives (Unprompted)	8
Figure 3-2: Percent of Respondents Aware of Energy Trust by Region and Utility	9
Figure 3-3: Percent of Aware of Energy Trust by Demographics	9
Figure 3-4: Knowledge about Energy Trust on a Scale of 1- Nothing at All to 5 – A Great Deal	10
Figure 3-5: High Level of Knowledge about Energy Service Organizations	11
Figure 3-6: Awareness of Specific Energy Trust Services (Among Respondents Aware of Energy Trust)	12
Figure 3-7: Proportion of Participants and Nonparticipants.....	13
Figure 3-8: Self-Reported Participation in Energy Trust Services by Region	14
Figure 3-9: Energy Trust Services Received	15
Figure 3-10: Satisfaction of Energy Trust Services in 2013 and 2014	16
Figure 3-11: Percent of Respondents Likely to Take Advantage of Energy Trust’s Services in the Next 12 Months by Participation Status and by Home Ownership	17
Figure 3-12: How Respondents Heard about Energy Trust in the Previous 12 Months (Among Participants and Aware Nonparticipants)	18

Figure 3-13: How Respondents Heard about Energy Trust in the Previous 12 Months
(Among Participants and Aware Nonparticipants) 18

Figure 3-14: Preferred Communication Method (wt. n = 841)..... 19

Figure 3-15: High Level of Favorability about Energy Service Organizations20

Figure 3-16: Agreement with Statements about Energy Trust (Among Respondents Aware
of Energy Trust)21

Figure 3-17: Specific Home Improvement Projects (wt. n =841).....22

Figure 3-18: Respondents Who Were Undertaking or Planning an Energy-Related or Non-
Energy-Related Home Improvement Project.....22

Figure 3-19: Sources of Information Used when Conducting Home Improvement Projects
(wt. n = 841).....23

Figure 3-20: High Influence of Potential Benefits on Decision to Upgrade Energy Efficiency
(wt. n = 841).....25

Figure 3-21: High Level of Influence on the Barriers to Upgrading the Energy Efficiency of
Their Home (wt. n = 841)25

Executive Summary

In this report, Research Into Action, Inc. (Research Into Action) presents findings from Energy Trust of Oregon's (Energy Trust) 2014 Oregon Residential Awareness and Perceptions Study. Energy Trust launched the annual studies in 2008; this is the seventh of these studies. The goal of this project was to field a comprehensive survey to track general awareness of Energy Trust and its services among a representative sample of Energy Trust's residential accounts in Oregon, and to inform Energy Trust of opportunities for improving its marketing and communications strategies. This year, we completed telephone surveys with more than 800 households across Oregon. Below, we present a summary of key findings, and our conclusions and recommendations.

Key Findings

Awareness of Energy Trust

- › About 9% of Oregon residents named Energy Trust as a top-of-mind organization that could help them save energy through unprompted questions. More than half could not name any organization.
- › When prompted, about half of Oregon residents reported awareness of Energy Trust. We did not find significant differences in awareness of Energy Trust across regions or utility customer bases, but characteristics of home ownership remain strongly correlated with the awareness.
- › Those aware of Energy Trust were familiar with Energy Trust's residential services. About one-quarter of respondents aware of Energy Trust also were aware of Energy Trust's nonresidential services, and this percentage was significantly higher among those that were decision makers at work.

Profiling of Participants and Aware Nonparticipants

- › Demographic differences are significant per respondents' level of engagement with Energy Trust. In particular, *participants* with Energy Trust services were more likely to have higher income and education levels, own their home, and live in a single-family home.

Energy Trust Program Participation

- › Reported participation through the Energy Saver Kits and home energy audits significantly increased in 2014, although the overall self-reported participation rate (19%) was about the same as in 2013 (21%).

- › *Participants* remained highly satisfied with the services they received from Energy Trust and were likely to be repeat participants. Renters were as interested in Energy Trust services as homeowners.

Communication

- › Media advertisements and utility communications were effective means of reaching Oregon residents. Data shows the intensive campaigning in 2013 resulted in significantly higher recalls through these channels.

Perceptions Regarding Energy Trust

- › Residents' general attitude toward Energy Trust improves with participation or high levels of program awareness.
- › Higher proportions of respondents who were aware of Energy Trust reported positively on Energy Trust's credibility and trustworthiness in 2014 compared to 2013.

Energy Efficient Behaviors

- › Energy Trust *participants* were significantly more likely than other residents to undertake a home improvement project. However, more than a quarter of *aware nonparticipants* also planned to conduct energy-related home improvements. These *aware nonparticipants* were demographically similar to *participants*.
- › Two-thirds of residents reported taking, or planning to take, steps to reduce energy use. *Aware nonparticipants* were equally likely to engage in general energy-efficient behaviors as Energy Trust *participants*.
- › More than half of Oregon residents use LED lights.

Motivations and Barriers

- › Oregon residents perceive lower energy bills as the most important benefit of energy upgrades, and the cost of efficient products or upgrades as the greatest barrier to undertaking energy efficiency upgrades.

Conclusions and Recommendations

Conclusion 1: Energy Trust's market presence in Oregon remains steady year after year, with nearly half of residents aware of Energy Trust. Different approaches may be needed to increase awareness among the *unaware* group that are likely to participate in Energy Trust services.

One in ten respondents named Energy Trust as a top-of-mind local organization that can help them save energy. When interviewers aided recall of Energy Trust, almost half of the Oregon residents living in Energy Trust's service territory indicated being aware of the organization.

This indicates half of the residents have been reached by Energy Trust's marketing strategies to the degree they can recall the organization when prompted. Survey data indicates many of the *unaware* residents plan to undertake an efficiency upgrade that could make them likely candidates for Energy Trust services, but also indicate they are less likely than the *participants* and *aware nonparticipants* to actively seek information about the optimal improvements they can make.

Recommendations:

- › **Energy Trust should investigate ways to identify and engage *unaware* Oregon residents.** Energy Trust should consider developing and testing the effectiveness of other innovative approaches for engaging *unaware* segments.
- › **To gauge the success of its marketing strategies, Energy Trust should establish year-to-year targets for brand awareness measures and track these consistently across regions of the state.** We recommend using both prompted and unprompted top-of-mind awareness measures.

Conclusion 2: *Aware nonparticipants* whose demographic characteristics resemble those of *participants* present a near-term potential market for Energy Trust.

The *aware nonparticipant* group comprises approximately one-third of Energy Trust service population (30%) and includes residents with dissimilar demographic characteristics – some demographically similar to the *participant* group, and many akin to the *unaware* group. But *aware nonparticipants* with plans to undertake energy-related upgrades are similar to *participants*' characteristics. Marketing strategies designed to reach and engage *aware nonparticipants* who are homeowners and have higher incomes and education present a near-term potential for Energy Trust to expand its reach.

Recommendation:

- › **Energy Trust should investigate innovative ways to identify and engage *aware nonparticipants* whose demographic characteristics resemble the *participant* group – particularly homeowners.**

Conclusion 3: Insightful multi-year trend analyses require a consistent methodological approach throughout the study period. Analysis of responses to survey questions fielded in 2008-2011 and 2012-2013 by three different vendors suggest the methodologies differed sufficiently to prevent reliable assessments of trends over the entire study period. We used previous years' reports and datasets to extract key metrics for multi-year trend analysis, which proved difficult for many metrics. Problems included inconsistent or absent methodological details among the studies, such as the method for calculating survey weights; unclear or illogical subset analysis; changes in measurement techniques; wording; and critical details regarding the treatment of missing data and *don't know* responses.

Recommendation:

- › **Energy Trust should establish key methodological requirements for survey vendors to follow every year.** Reliable multi-year trend analysis would allow Energy Trust to

track its marketing progress and set aggressive targets. To do this, the survey methodologies and reporting process for each year's study must meet the formal requirements established and communicated by Energy Trust. At a minimum, these requirements should include:

- Sampling – A sampling plan based on the most up-to-date U.S. Census (Census) data, specifying quota requirements and weighting procedures
- Data collection – Use of the data collection mode most appropriate for multi-year tracking
- Instrument – Specification of repeated measures and question wording
- Analysis and reporting – Specification of analytical details (including reporting subset sample sizes, handling of missing values, *don't know* or *refused* responses, and recoding schemes), and sufficient methodological disclosure (including response rate calculations)

MEMO



Date: January 12, 2015
To: Board of Directors
From: Sarah Castor, Evaluation Sr. Project Manager
Sue Fletcher, Sr. Communications and Customer Service Manager
Susan Jamison, Residential Marketing Manager
Shelly Carlton, Strategic Marketing Manager
Subject: Staff Response to the 2014 Oregon Residential Awareness and Perceptions Study

This is the seventh annual Oregon Residential Awareness and Perceptions Study. As in previous years, a primary goal of the survey was to assess Oregonians' awareness of Energy Trust and energy efficiency in general.

After surveying more than 800 households across Oregon, the study results show that awareness of Energy Trust and level of participation in Energy Trust programs remain stable as compared with previous years. As in recent years, the gap in level of awareness between the Portland metro region and the remainder of Energy Trust service territory continued to diminish, likely the result of a several-year effort to increase marketing in these areas. The study shows that current strategies, such as advertising and utilization of utility communication channels, have been effective and should be continued.

The study identifies segments of customers that are interested in taking energy-saving actions and who were either aware or not aware of Energy Trust but have not yet participated. Continuing to maintain efforts to increase awareness among these segments could result in increased program participation. Tactics started in 2014 to deepen potential customers' knowledge of our offerings will continue in 2015. These include a general program awareness campaign and targeted marketing efforts aided by Customer Relationship Management system capabilities and new data.

Positive perceptions of Energy Trust increased across all five factors assessed in the survey. These questions addressed Energy Trust as a credible information source, an organization that is trusted and an organization that is able to help. Additionally, for the first time, two questions were included to gauge awareness of Energy Trust offerings to businesses. 26 percent of survey respondents reported that they were aware of Energy Trust offers to businesses. Amongst survey respondents who were decision-makers at their businesses, this awareness increased to 41 percent. This result highlights an opportunity to cross-promote business and residential offerings through both targeted and broader campaigns.

Energy Trust's Program Marketing Managers for the residential and business sectors and staff in the Communications and Customer Service group will utilize these findings to enhance existing and future marketing efforts. These results will be shared with marketing counterparts at each utility to facilitate customer participation in Energy Trust residential offers.

Because several of the results have been stable over the last couple of years, Energy Trust will plan to conduct the next full Residential Awareness Survey in 2016. In the meantime, staff will explore other opportunities to gauge awareness and perceptions of Energy Trust and its offerings.

1. Introduction

1.1. Project Description

Energy Trust of Oregon (Energy Trust) serves Oregon customers of Portland General Electric, Pacific Power, NW Natural, and Cascade Natural Gas. As part of its mission, Energy Trust provides its customers with cash incentives, energy efficiency information and other solutions to help them save energy and generate renewable energy.

Energy Trust has conducted an annual Oregon Residential Awareness and Perceptions Study since 2008; this is the seventh of these studies. Energy Trust's goal for this project is to field a comprehensive survey of general residential households in its service region to assess their awareness and perceptions about Energy Trust and its offerings, and compare these metrics with results from previous surveys. The study's ultimate objective is to identify opportunities for changes or additions to Energy Trust's marketing, communications, and program strategies to increase awareness of and participation in its residential programs.

1.2. Research Objectives

Energy Trust seeks insights into the awareness and perceptions of residential customers of electric and/or natural gas utilities located in Energy Trust's service territory regarding Energy Trust and its programs, energy efficiency, renewable energy, climate change, and related topics.

- › Energy Trust is interested in identifying trends in awareness and attitudes over time, specifically about:
 - Awareness of Energy Trust and participation in its programs
 - Awareness and interest in energy efficiency at home
 - Awareness and interest in renewable energy issues
 - Customer demographics and housing characteristics
- › The ultimate goal is to identify actionable recommendations that will inform marketing, communications, and program strategies to increase awareness of and participation in Energy Trust's residential programs.

During the kick-off meeting, we identified more detailed research issues that relate to each of the research objectives (Table 1-1). This list of research issues governed the scope of this study.

Table 1-1: Research Objectives and Issues

RESEARCH OBJECTIVES	RESEARCH ISSUES
Assess awareness of Energy Trust and participation in its programs	<ul style="list-style-type: none"> • Which organizations are top-of-mind among Oregon residents when it comes to energy efficiency incentives? • To what extent do people know about Energy Trust and its services, including nonresidential programs? • What is the general attitude toward Energy Trust? • How do people learn about Energy Trust? • What are the best pathways for Energy Trust to communicate with existing and potential customers? • How have awareness and participation changed over the past year?
Assess awareness of and interest in energy efficiency at home	<ul style="list-style-type: none"> • To what extent do people know about energy efficiency incentives? • What is the level of interest in energy use and energy cost savings at home? • Have people already taken steps to reduce energy consumption and/or are they planning to take steps? • To what extent are some energy-efficient technologies (e.g., LEDs) used at home? • What are the main barriers to and motivations for making energy efficiency upgrades?
Assess awareness of and interest in renewable energy issues	<ul style="list-style-type: none"> • Are people aware of Energy Trust solar incentives? • To what extent are people interested in solar issues and incentives? • What are the main barriers to and motivations for using renewable energy?
Identify residential customer demographics and housing characteristics	<ul style="list-style-type: none"> • How do participants, nonparticipants who are aware of Energy Trust, and those who are not aware of Energy Trust differ per demographics, utility, and housing characteristics? • What are respondents' utility providers, region, age, home ownership, housing type, year built, tenure, energy source for space/water heating, home size (square footage), education, household size, political leaning, household income, race, language, occupation, and phone status?

2. Methodologies

This chapter describes the detailed data collection and analysis procedures we used to ensure the research produced a representative sample, reliable data, and sound analyses.

This general household survey employed a dual-frame Random Digit Dialing (RDD) telephone survey to both landline and wireless phones. Given Energy Trust's objectives for this work, our approach took into consideration Energy Trust's requirement to preserve comparability with previous Oregon Residential Awareness and Perceptions studies.

2.1. Data Collection Instrument

Research objectives and issues identified in Table 1-1 guided the development of the survey instrument. We used the 2013 survey instrument as the foundation of our instrument for 2014. Our goal was to preserve comparability with previous versions of the Oregon Residential Awareness and Perceptions studies while modifying the instruments to ensure we achieve Energy Trust's 2014 study goals.

To assure high quality data, we employed the following additional survey techniques:

- › We properly screened respondents to ensure they were at least 18 years old and were the most qualified member of their household to respond to the survey. Those in the wireless sample were additionally screened to ensure the respondent was in a safe environment to take the survey.¹
- › We did not disclose Energy Trust as the sponsor of the survey until we obtained contacts' unaided awareness of Energy Trust.

2.2. Sampling

The study population consisted of occupied residential households in Oregon's Energy Trust territory. Washington households were not part of this study. The overall sample size of this study was 836, which we derived from a 95%+/-10% confidence and precision requirement within each of four geographic regions (Portland Metropolitan, Willamette Valley/North Coast, Southern Oregon/South Coast, and East of the Cascades) and the service territories of the four electric and natural gas utilities Energy Trust serves (Portland General Electric, Pacific Power, NW Natural, and Cascade Natural Gas). The confidence and precision of the overall sample

¹ Other operational issues with wireless phone surveys include: 1) wireless phones are more likely to have caller ID; 2) wireless phones may be turned off; 3) some respondents may incur user charges for wireless phone calls; 4) per the Federal Telephone Consumer Protection Act, interviewers must manually dial each number; 5) there is no database of directory-listed wireless numbers; 6) interviewers do not have any demographic information about the wireless phone user, the user's address, or if the subscriber also has landline service; and 7) there is no measure of the size of the wireless-only population for specific geographies.

is 95% +/-3.3%. The final composition of completed surveys consists of 42% wireless RDD, 41% landline RDD, and 17% age- and renter-targeted landline sample. This mix of sampling sources ensured adequate representation of wireless-only households, while maintaining a high overall survey incidence rate that affected the cost-effectiveness of survey fielding. Table 2-1 summarizes the sampling approach.²

Table 2-1: Sample Summary

VARIABLES	CENSUS	SAMPLE SOURCES						TOTAL COMPLETES			
		WIRELESS RDD		LANDLINE RDD		TARGETED LANDLINE		UNWEIGHTED		WEIGHTED	
	%	n	%	n	%	n	%	n	%	n	%
Total	100%	349	100%	344	100%	143	100%	836	100%	841	100%
GEOGRAPHICAL REGION											
Portland Metropolitan	52%	167	48%	102	30%	124	87%	393	47%	463	55%
Willamette Valley / North Coast	24%	89	26%	87	25%	19	13%	195	23%	198	24%
Southern Oregon / South Coast	12%	60	17%	41	12%	0	0%	101	12%	94	11%
East of the Cascades	11%	33	9%	114	33%	0	0%	147	18%	86	10%
HOME OWNERSHIP											
Renter	38%	127	36%	77	22%	92	64%	296	35%	373	44%
Owner	62%	222	64%	267	78%	51	36%	540	65%	468	56%
AGE OF RESPONDENTS											
Less than 25 years old	5%	19	5%	3	1%	7	5%	29	3%	52	6%
25-44 years old	34%	112	32%	52	15%	92	64%	256	31%	307	37%
45-64 years old	39%	127	36%	182	53%	44	31%	353	42%	313	37%
65 years or older	22%	91	26%	107	31%	0	0%	198	24%	170	20%
HOUSING TYPE											
Single-family Home	63%	224	64%	241	70%	87	61%	552	66%	504	60%
Multifamily Home	29%	93	27%	55	16%	55	38%	203	24%	278	33%
Other	8%	32	9%	48	14%	1	1%	81	10%	58	7%

Our sampling approach assured representation of the study population particularly per geographic region, home ownership, primary householder’s age, and housing type. We controlled these dimensions by setting quotas so that the resulting sample closely resembled the U.S. Census (Census) proportion.

² According to the most recent report by the Centers for Disease Control (CDC), by December 2013, about 37% of households in Oregon were wireless-only.

In addition, since the proportion of Cascade Natural Gas customers in Energy Trust territory is relatively small, we expected the sample size of this utility would not be adequate. Since Cascade Natural Gas is an important subpopulation of interest to Energy Trust, we oversampled this group to have a sufficient sample size (n=67) to achieve at least 90% confidence level and +/- 10% precision.

To address sample differentials from the Census, we applied post-stratification weights. Post-stratification weighting is a technique to mathematically correct for biases that result from under- or over-sampling. We compared the Census and sample data in the geographic region, home ownership, primary householder's age, and housing type, and calculated the appropriate weight value within each stratum (the proportion of Census divided by the proportion of sample). We then multiplied the weighting values of the four sampling dimensions to calculate combined weight values. We applied these weighting values to the final dataset. We report weighted results in the body of this report.

2.3. Data Collection

2.3.1. Fielding

VuPoint Research fielded the surveys from its call center between August 8 and 30, 2014. VuPoint's professional survey managers and interviewers used a computer-assisted telephone interview system (CATI). VuPoint project leads briefed their staff about the nature of the study, the importance of the information being collected, and the management of the sample. Fielding was conducted during day, evening, and weekend hours to reach as many contacts as possible. To minimize non-response bias, VuPoint made at least five attempts per telephone number to complete the surveys and used the fewest contacts possible to attain the target number of completes.

VuPoint called the wireless sample first to complete approximately 42% of the target completed surveys. VuPoint then started dialing the landline RDD sample, focusing on quotas that fell short in the wireless sample surveys. Finally, VuPoint called contacts from an age- and renter-targeted sample until they filled the remaining quotas. This procedure maintained maximum overall incidence without sacrificing the randomness and representativeness of the sample. Average length of the survey was just under 15 minutes.

2.3.2. Response Rate

Table 2-2 shows a summary of the final call disposition and response rate calculated per the method that complies with the American Association of Public Opinion Research's (AAPOR) Standard Definitions of Final Dispositions. The full disposition report is attached in Appendix B.

Table 2-2: Final Disposition Summary

DISPOSITIONS	WIRELESS RDD	LANDLINE RDD	TARGETED LANDLINE	TOTAL
Interview	349	344	143	836
Eligible, non-interview				
Refusal and break-off	842	1,102	581	2,525
Non-contact	185	325	257	767
Other	212	252	1,368	1,832
Unknown eligibility, non-interview				
Unknown if household is occupied	20	54	45	119
Unknown other	703	2,688	3,361	6,752
Total response rate (RR1)	15.1%	7.2%	2.5%	6.5%

2.4. Analysis

We analyzed the completed survey data using *Excel 2013* and *SPSS Version 21*. We analyzed each question independently and combined some questions or transformed data by recoding or computing variables to gain information that would be more meaningful. In particular, we examined key responses by appropriate demographic (geographic region, utility, home ownership, householder's age, housing type, and household income), awareness of Energy Trust, participation in Energy Trust services, and other available statistics.

We applied post-stratification weights (Section 2.2) to ensure the sample was representative of the target population.

When possible, we compared findings from this survey to the results of the Oregon Residential Energy Awareness and Perceptions Study for 2013. Due to absence of some critical details in the previous years' report necessary for multi-year comparisons, this required some additional dataset analysis. In the 2013 report, percentages were reported without a base. Therefore, we recalculated some percentages in order to know the size of subset populations; confirm that missing data and *don't know* responses were handled in the same way and thus comparable across datasets; and to allow for statistical comparison. Additionally, due to changes in question wording, we combined and recalculated some questions in order to compare the 2013 and 2014 data. When there were significant changes in measurement techniques or question wording, year-to-year comparison was not performed.

3. Detailed Findings

In this chapter, we report on the following analyses:

- › Awareness of Energy Trust
- › Profiling of Participants and Nonparticipants
- › Participation in Energy Trust Programs
- › Communication
- › Perceptions Regarding Energy Trust
- › Energy-efficient Behaviors
- › Motivations and Barriers

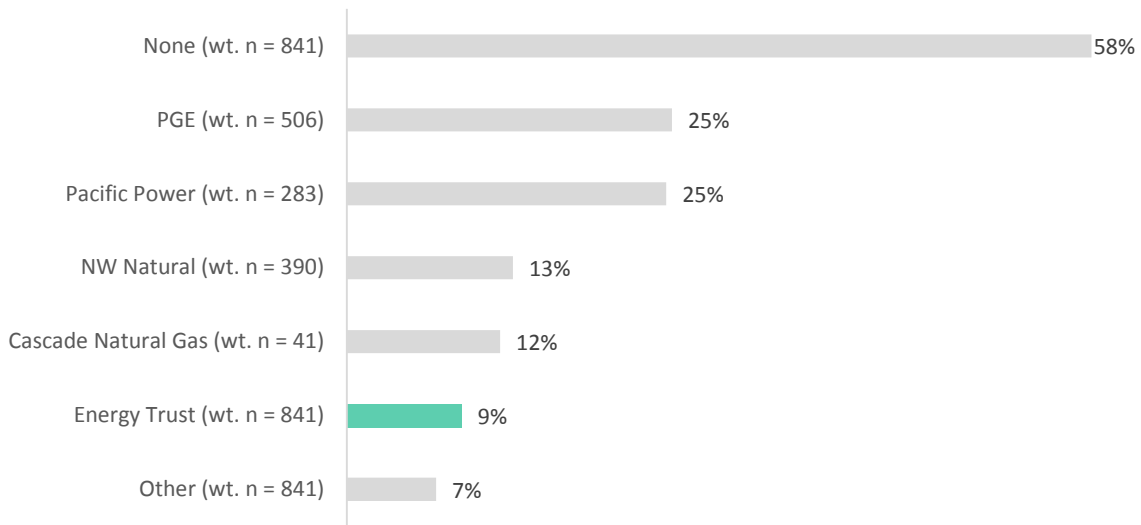
3.1. Awareness of Energy Trust

We asked the respondents a series of questions to understand their awareness and knowledge of Energy Trust compared to their awareness and knowledge of other energy service organizations.

About 9% of Oregon residents named Energy Trust as a top-of-mind organization that could help them save energy through unprompted questions. More than half could not name any organization.

At the beginning of the survey, without prompting, we asked the respondents to name organizations in their area that offer incentives to help them save energy at home. Figure 3-1 shows the results. More than half of the respondents (58%) could not name any organization, a significant increase from the 50% in 2013. This was significantly higher among renters (71%) compared to homeowners (48%). Those who did identify an organization most often cited their electric utility and less frequently mentioned their natural gas utility. This was true even among households that use gas as their primary heating source. Nine percent of the total respondents reported Energy Trust – the same percentage as reported in 2013. Other mentions included local government, ENERGY STAR[®], Clean Energy Works, and the federal government.

Figure 3-1: Top-of-Mind Organizations that Offer Energy Efficiency Cash Incentives (Unprompted)*



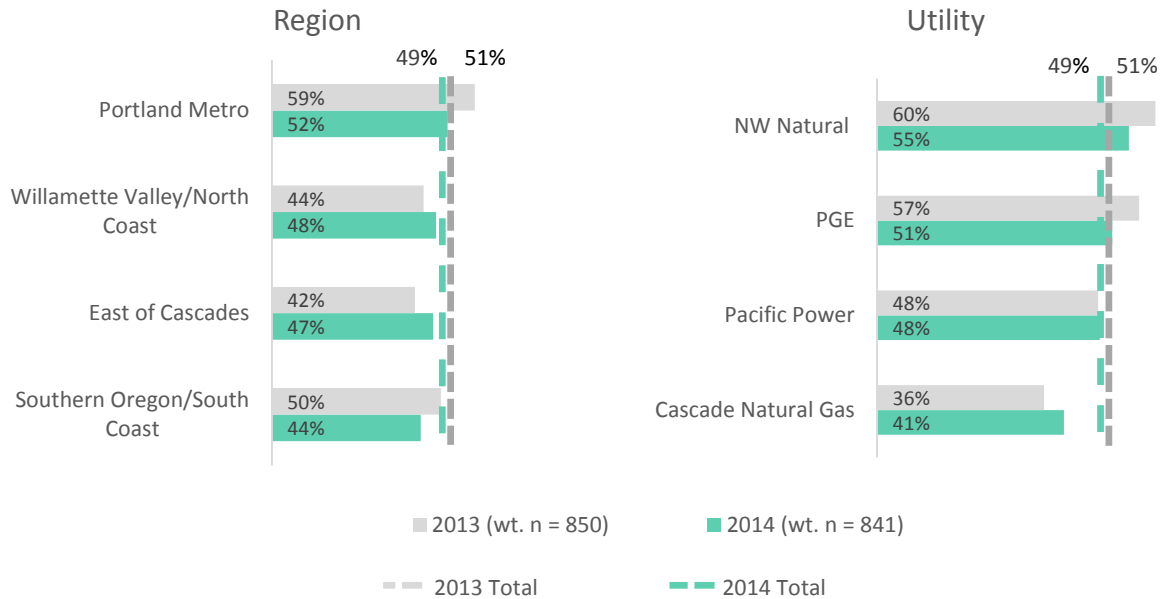
* Percentages for utilities were the percent of respondents that mentioned the utility, only if they also were customers of that utility. Some respondents that were not customers of the utility may have mentioned the utility, but these respondents were excluded.

When prompted, about half of Oregon residents reported awareness of Energy Trust. We did not find any significant differences in awareness of Energy Trust across regions or utility customer bases, but characteristics of home ownership remain strongly correlated with the awareness.

When asked how much they knew about “Energy Trust of Oregon,” just under half of the respondents (49%) indicated they were aware of Energy Trust (rating of “2” or higher on 5-point scale), which is down slightly but not significantly from 2013 (Figure 3-2). Although awareness of Energy Trust continues to be greatest in the Portland Metro region, the regional gap in awareness appears to be decreasing and no significant differences were observed.³ Utility gaps also seem to be decreasing, and Cascade Natural Gas customers continue to report the lowest awareness of Energy Trust but this was at a significant level.

³ Respondents that replied *don’t know* were recoded as *unaware* unless they were aware of at least one service that Energy Trust offered.

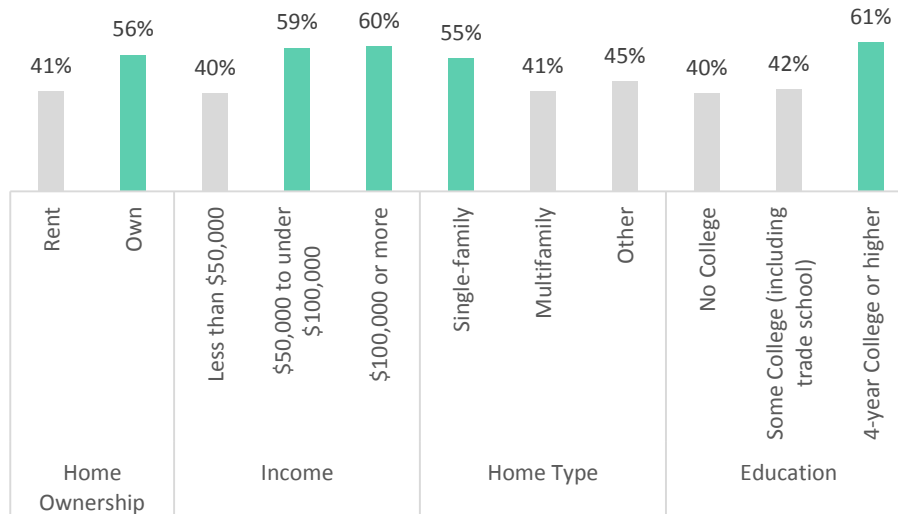
Figure 3-2: Percent of Respondents Aware of Energy Trust by Region and Utility*



* For 2014 data, 2 to 5 on a scale from 1 – Knows nothing at all to 5 - Knows a great deal. For 2013 data, 2 to 4 on a scale from 1 – Knows nothing at all to 4 – Knows a great deal. Despite this change, we believe non-awareness measured by responses of the same anchor (1=know nothing at all) is directly comparable year over year.

Demographics played a significant role in whether respondents were aware of Energy Trust. Respondents who owned their home, lived in a single-family home, had higher incomes, and more education were more likely than other residents, at a statistically significant level, to be aware of Energy Trust (Figure 3-3).

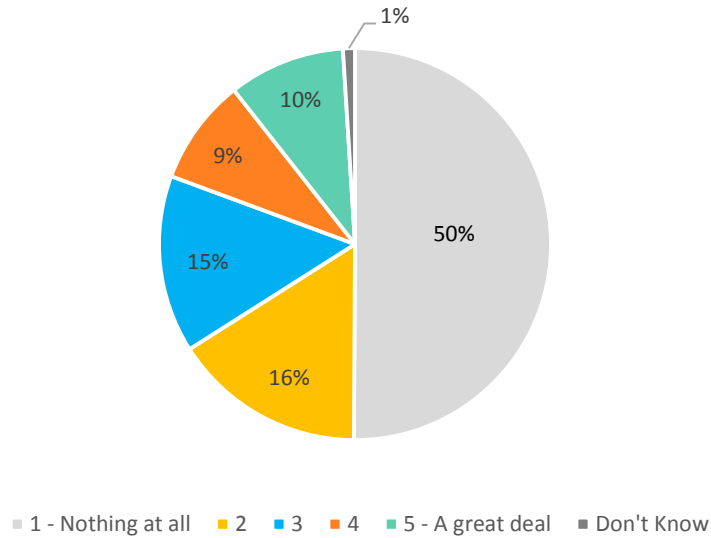
Figure 3-3: Percent of Aware of Energy Trust by Demographics



* Note: Darker bars indicate statistically significant differences in awareness among groups.

In addition to awareness, we investigated *how much* respondents knew about Energy Trust. When asked to rate their level of knowledge about Energy Trust, one-tenth (10%) reported knowing a great deal about Energy Trust on a scale of 1 – nothing at all to 5 – a great deal (Figure 3-4). On average, knowledge level reported were practically the same in 2013 (M = 2.2, SD = 1.4) and 2014 (M = 2.1, SD = 1.4).⁴

Figure 3-4: Knowledge about Energy Trust



⁴ Due to inconsistent scale length used in 2013 and 2014, we performed a scale conversion on 2013 data according to the following formula in order to compare this with 2014 data:

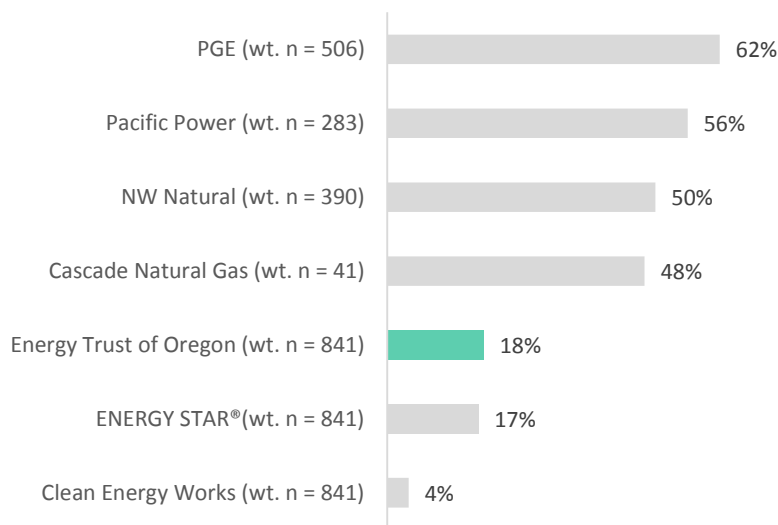
$$X2 = (X1 - \text{min}1) * ((\text{max}2 - \text{min}2) / (\text{max}1 - \text{min}1)) + \text{min}2$$

Where X2 = the score on the second measure; X1 = score on the first measure to transform; min1 and max1 = lowest and highest possible scores on measure 1; and min2 and max2 = lowest and highest possible scores on measure 2.

Reference: <http://stats.stackexchange.com/questions/99325/transforming-scores-between-different-rating-scales-importance-of-response-opt>

We also explored how knowledge of Energy Trust compared to respondents' knowledge of other local energy service organizations (Figure 3-5). Respondents said they were significantly more knowledgeable about their utilities than Energy Trust.

Figure 3-5: High Level of Knowledge about Energy Service Organizations*



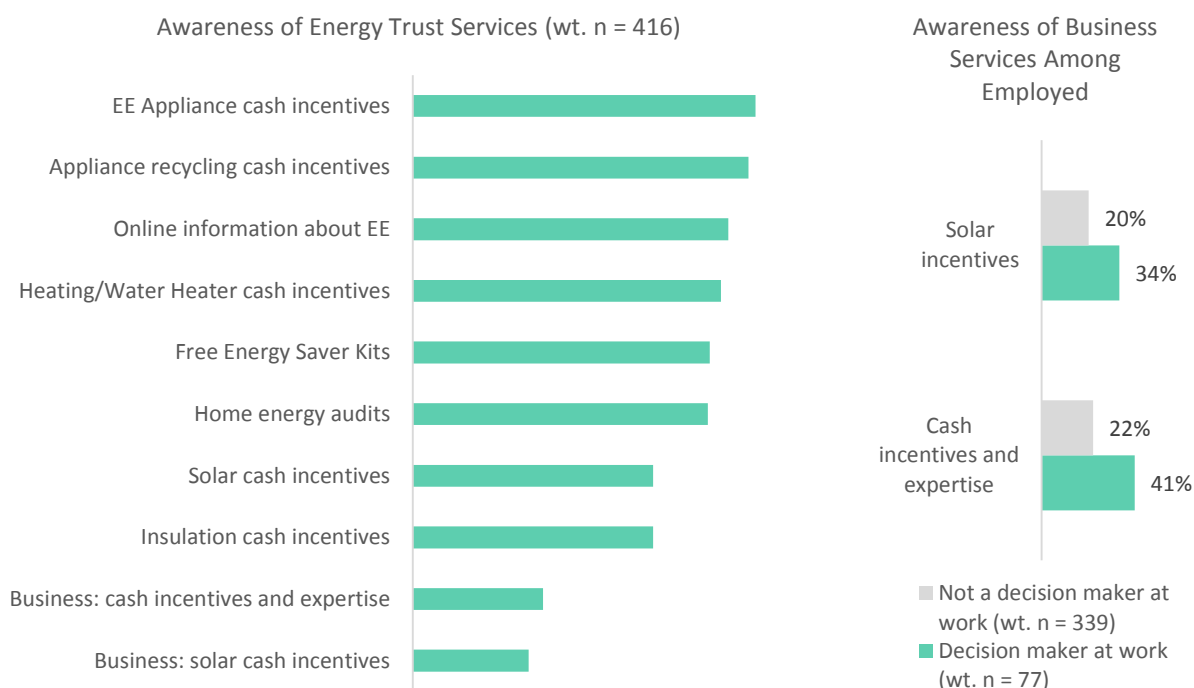
* 4 or 5 on a scale from 1 – Knows nothing at all, to 5 – Knows a great deal

Those aware of Energy Trust were familiar with Energy Trust's residential services. About one-quarter of respondents aware of Energy Trust also were aware of Energy Trusts' nonresidential services.

Many of the respondents who were aware of Energy Trust in general also were aware of the specific services Energy Trust offers to residential customers (91%). The most well-known services were: cash incentives for purchasing energy-efficient appliances (68%) and cash incentives to have old refrigerators or freezers recycled (66%) (Figure 3-6). Awareness of cash incentives for solar and insulation were the lowest.

For the first time in this survey, respondents were asked about their knowledge of what Energy Trust offers to business customers. Though less than residential services, one-quarter of respondents were aware of Energy Trust's nonresidential offerings such as cash incentives and expertise for businesses (26%) and commercial solar cash incentives (23%). Among currently employed respondents, those who identified themselves as energy use decision makers at work were statistically significantly more likely to be aware of nonresidential services than other employed residents.

Figure 3-6: Awareness of Specific Energy Trust Services (Among Respondents Aware of Energy Trust)



3.2. Profiling of Participants and Nonparticipants

In an effort to explore the characteristics of Oregon residents regarding their engagement level with Energy Trust, we binned the respondents into the following three groups:

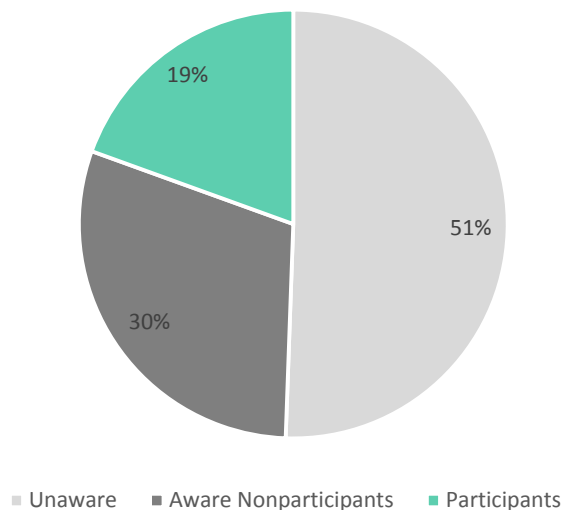
- › Participants: Households that had reportedly taken advantage of one or more Energy Trust services in the past.⁵
- › Aware nonparticipants: Households that reported awareness of Energy Trust, but did not report having taken advantage of any Energy Trust services.
- › Unaware: Households that were not aware of Energy Trust.⁶

Overall, 19% of the respondents were *participants*, 30% were *aware nonparticipants*, and more than half of the respondents were unaware of Energy Trust (Figure 3-7). We did not observe any significant differences in these groups by region or utility or significant changes from 2013 to 2014.

⁵ Those that reported having received Energy Trust Services (Q12), but answered "No" to all Energy Trust services (Q13) that were read (including other) were not considered participants.

⁶ It is possible that respondents in the *unaware* or *aware nonparticipants* group were in fact *participants*, but did not recall being *participants*. We did not verify participation or nonparticipation with program data.

Figure 3-7: Proportion of *Participants* and *Nonparticipants*



Demographic differences are significant per respondents' level of engagement with Energy Trust. In particular, participants in Energy Trust services were more likely to have higher income and education levels, own their home, and live in a single-family home.

Comparisons of these three groups indicate they are significantly different per several key demographic variables. *Participants* were predominantly homeowners that had middle to high household incomes and at least a four-year college degree, and living in single-family homes. *Aware nonparticipants* and *unaware* groups had many characteristics in common – about half were renters had lower incomes, and did not have a four-year college degree. Compared to the *aware nonparticipants*, the *unaware* group was more likely to be politically conservative, and less likely to have a college degree.

Table 3-1: Participant Profile

		UNAWARE (WT. N = 425)	AWARE NONPARTICIPANTS (WT. N = 252)	PARTICIPANTS (WT. N = 164)	TOTAL (WT. N = 841)
Home Ownership	Rent	52%	45%	24%	44%
	Own	48%	55%	76%	56%
Income*	Less than \$50,000	58%	49%	25%	48%
	\$50,000 or more	42%	51%	75%	52%
Education*	Some College or less	68%	53%	40%	58%
	4-Year Degree or higher	32%	47%	60%	42%
Home Type	Single-family	54%	58%	78%	59%
	Multifamily or other	46%	42%	22%	41%

		UNAWARE (WT. N = 425)	AWARE NONPARTICIPANTS (WT. N = 252)	PARTICIPANTS (WT. N = 164)	TOTAL (WT. N = 841)
Political Leanings*	Liberal	31%	40%	34%	34%
	Moderate	30%	31%	38%	32%
	Conservative	40%	29%	28%	34%

Cells that are likely making the chi square significant are highlighted in grey.

* Excludes respondents who answered “Don’t Know”, “Other”, or refused to answer

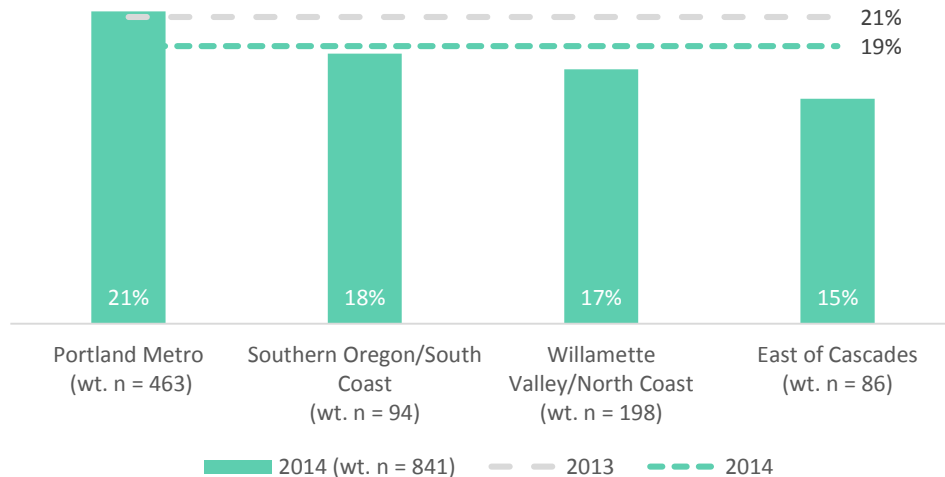
3.3. Participation in Energy Trust Programs

We asked respondents who were aware of Energy Trust a series of questions about their participation in Energy Trust services.

Reported participation through the Energy Saver Kits and home energy audits significantly increased in 2014, although the overall self-reported participation rate was about the same as in 2013.

Among all respondents (aware and unaware of Energy Trust), less than one-fifth (19%) of respondents reported they had received at least one service from Energy Trust, which is a slight decrease from 2013 (21%). We found no significant regional differences in self-reported participation (Figure 3-8).

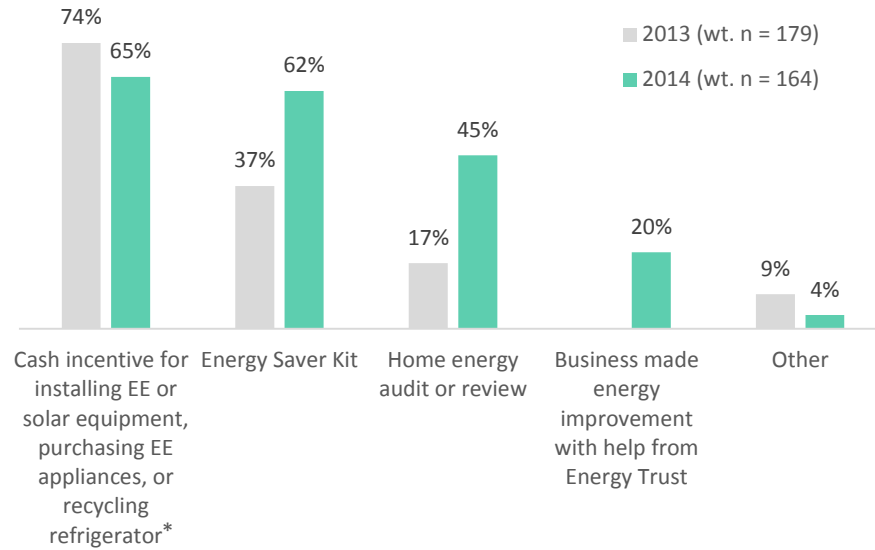
Figure 3-8: Self-Reported Participation in Energy Trust Services by Region



We followed up with participants by asking which Energy Trust offerings they had used (Figure 3-9). The most common were: receiving cash incentives for the purchase of an energy-efficient

or solar product or refrigerator recycling (65%), ordering an Energy Saver Kit (62%), and receiving a home energy audit (45%). Since 2013, the percentage of *participants* reporting receiving the Energy Saver Kit almost doubled; those reporting receiving a home energy audit or review more than doubled. For the first time, this study asked *participants* if their employer (or their own business) had taken advantage of Energy Trust’s nonresidential services; twenty percent (20%) of these respondents said they had.

Figure 3-9: Energy Trust Services Received

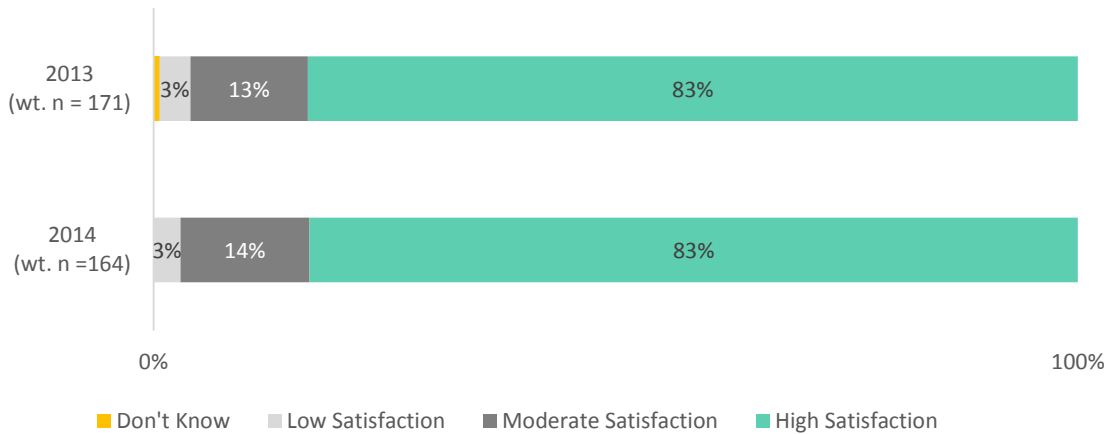


* The 2013 survey asked each cash incentive type (cash incentive for installing an efficient heater, cash incentive for installing solar equipment, etc.) separately.

Participants remained highly satisfied with the services they received from Energy Trust and were likely to be repeat participants. Renters are as interested in Energy Trust services as homeowners.

As in 2013, the majority of *participants* were highly satisfied with Energy Trust services they received (83%) (Figure 3-10). We found no significant differences in satisfaction depending on which services *participants* had received.

Figure 3-10: Satisfaction of Energy Trust Services in 2013 and 2014

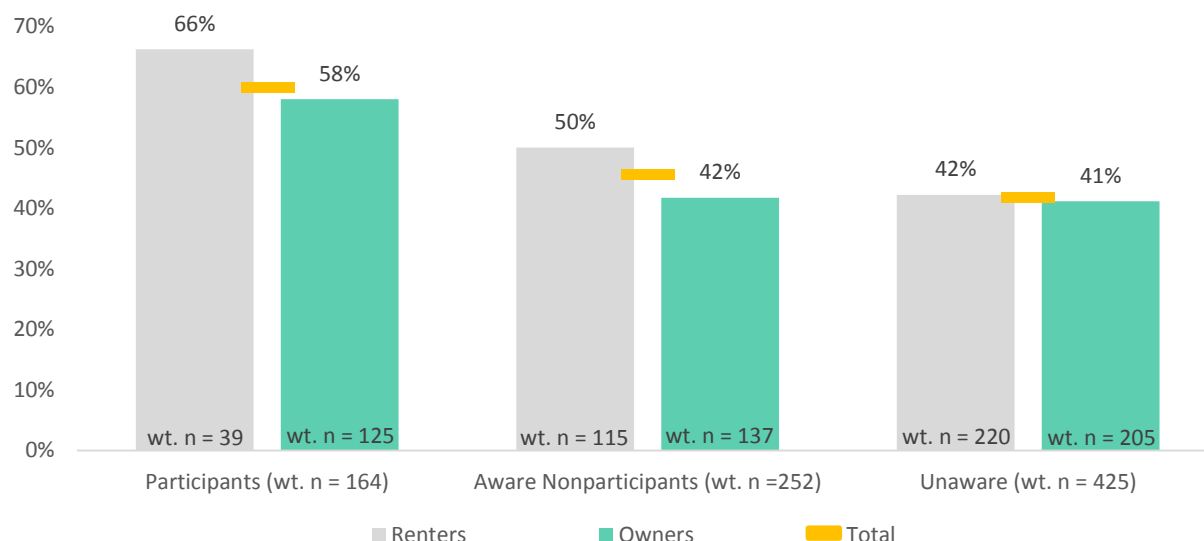


* Low satisfaction = “1” – Not at all satisfied or “2”, Moderate satisfaction = “3”, and High satisfaction = “4” or “5” – Very satisfied.

For the benefit of respondents that knew little about Energy Trust, we first read a description of Energy Trust and asked all respondents about their likelihood of future participation in Energy Trust services.⁷ About half of respondents (46%) said they likely would take advantage of Energy Trust services in the next 12 months. The majority of *participants* (60%) reported they were “somewhat” or “very likely” to take advantage of Energy Trust services, a significantly higher proportion compared to *aware nonparticipants* (Figure 3-11). Regardless of the participation status, similar or higher proportions (but not significantly) of renters as home owners reported “likely” to use Energy Trust’s service in the next 12 month.

⁷ This description read: “Energy Trust is an independent nonprofit that provides cash incentives, information, and services to help customers of Portland General Electric, Pacific Power, Northwest Natural, and Cascade Natural Gas save energy and manage costs in homes and businesses and take advantage of renewable energy options.”

Figure 3-11: Percent of Respondents Likely to Take Advantage of Energy Trust’s Services in the Next 12 Months by Participation Status and by Home Ownership



3.4. Communication

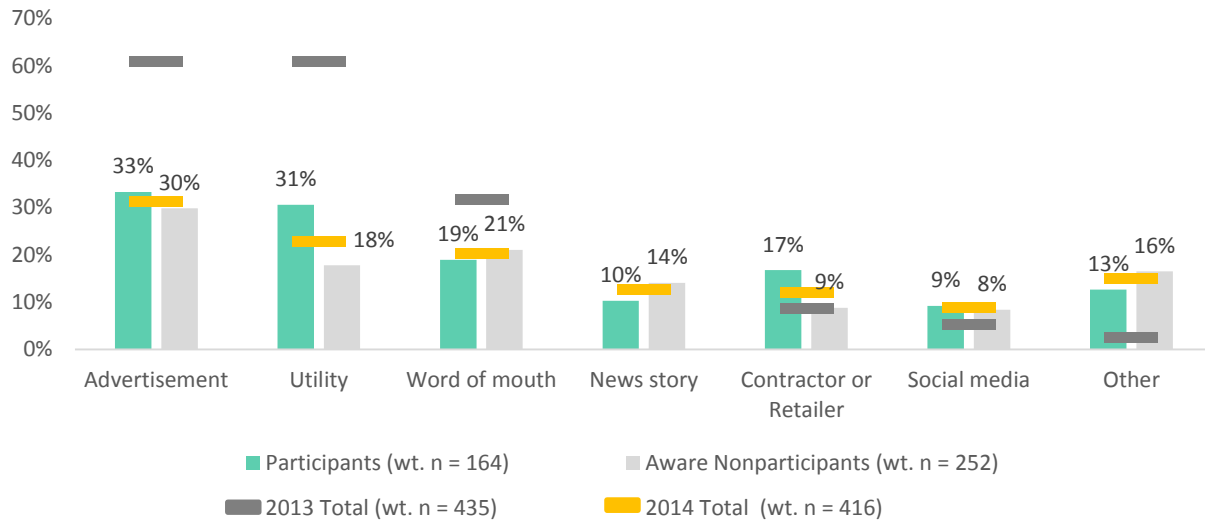
We asked those who were aware of Energy Trust how they had heard about Energy Trust in the previous 12 months. We followed up the question with how they would prefer Energy Trust to communicate with them in the future.

Media advertisements and utility communications are effective means of reaching Oregon residents. Data shows the intensive campaigning in 2013 resulted in significantly higher recalls through these channels.

Respondents said they most frequently heard about Energy Trust and its offers through mass media advertisements, utility bill inserts, and word of mouth (Figure 3-12). *Participants* were significantly more likely than *aware nonparticipants* to hear about Energy Trust through their utility or through a contractor or retailer. We did not observe significant regional differences in communication sources.

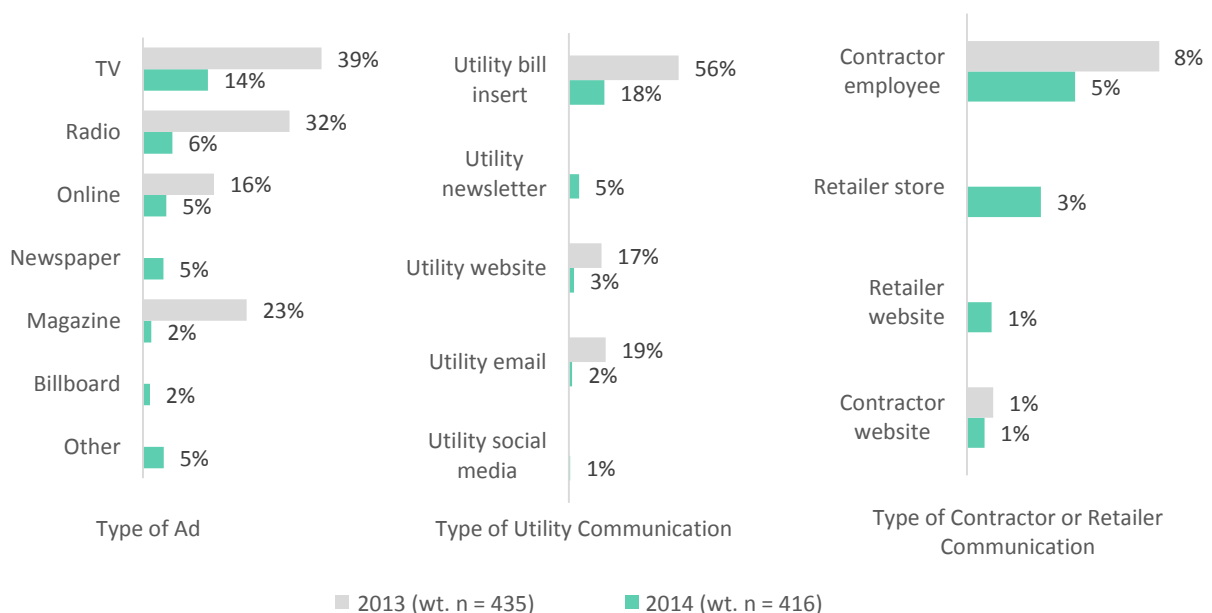
The percentage of respondents that heard about Energy Trust through advertisements or their utility was significantly higher in 2013 compared to 2014. In 2013, all of Energy Trust’s partner utilities sent out letters to their customers allowing them to opt out of marketing from Energy Trust, which may explain this large reduction of recall from utility sources in 2014. Additionally, Energy Trust had a significantly higher advertising spending in 2013 than 2014, particularly for their 10-year anniversary, which may account for the spike in advertisement mentions in 2013.

Figure 3-12: How Respondents Heard about Energy Trust in the Previous 12 Months (Among Participants and Aware Nonparticipants)



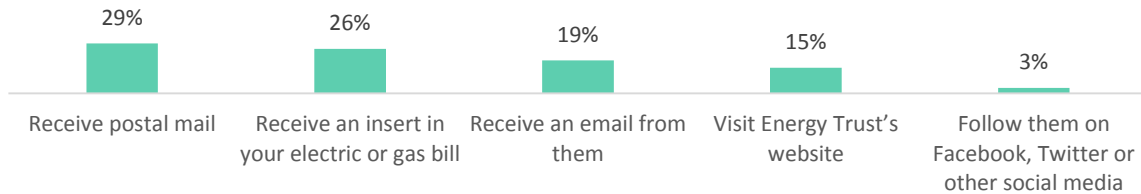
We asked respondents who had heard about Energy Trust through an advertisement, their utility, or a contractor or retailer for more details about the types of communications they received (Figure 3-13). The most common type of advertisement was a TV ad (14%). The most common utility communication was a bill insert (18%). The most common source of information from a contractor or retailer was a contractor’s employee (5%) or retail store (3%).

Figure 3-13: How Respondents Heard about Energy Trust in the Previous 12 Months (Among Participants and Aware Nonparticipants)



Respondents reported differences in the types of communications they wished to receive from Energy Trust. The most preferred method for *participants* and *aware nonparticipants* was a utility bill insert. Overall, postal mail was the most preferred communication method (29%) (Figure 3-14). This also was true for those who were unaware of Energy Trust.

Figure 3-14: Preferred Communication Method (wt. n = 841)



3.5. Perceptions Regarding Energy Trust

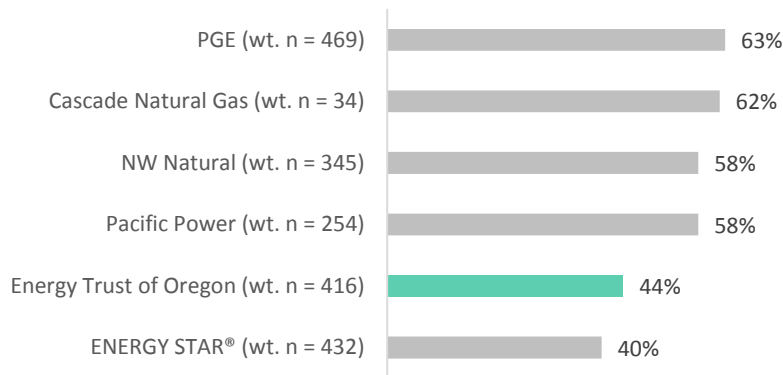
We asked respondents a series of questions about their opinions and views of Energy Trust relative to their opinions of other energy service organizations.

Residents' general attitude toward Energy Trust improves with participation or high levels of program awareness.

To assess attitudes toward Energy Trust and other energy service organizations, we asked respondents who were aware of an organization, to rate their level of favorability of that organization on a scale of one to five. More than two-fifths (44%) of respondents aware of Energy Trust reported they have favorable attitudes toward Energy Trust (Figure 3-15).

The more respondents reportedly knew about Energy Trust, the more favorably they viewed the organization. Among respondents who were aware of Energy Trust, those who were very knowledgeable about Energy Trust (“4” or “5” on a 1-5 scale) also tended to have a high favorability toward Energy Trust (82%). *Participants* were more likely to give Energy Trust a high favorability rating (61%).

Figure 3-15: High Level of Favorability about Energy Service Organizations*



* 4 or 5 on a scale from “1”- Very unfavorable to “5” –Very favorable

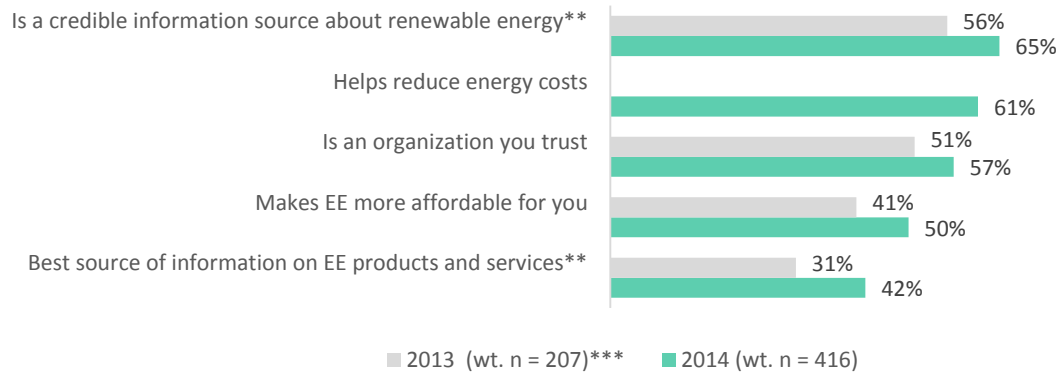
Higher proportions of respondents who were aware of Energy Trust reported positively on Energy Trust’s credibility and trustworthiness in 2014 compared to 2013.

Among those aware of Energy Trust, a significantly higher proportion of respondents reported positive attitudes toward Energy Trust in three of the four credibility and trust measures in 2014 compared to 2013 (credible information source about renewable energy, makes energy efficiency more affordable, and best information source on energy-efficient products and services).⁸

Most of the respondents who were aware of Energy Trust agreed Energy Trust is a credible information source about renewable energy (65%), helps reduce energy cost (61%), and is an organization they trust (57%, Figure 3-16). Nearly half of these respondents agreed Energy Trust makes energy efficiency more affordable (50%) and is the best source of information about energy efficient products and services (42%).

⁸ An increased agreement with the statement “Energy Trust is an organization you trust” in 2014 from the 2013 level was not statistically significant. The statement “Energy Trust helps reduce energy costs” was a new addition in 2014.

Figure 3-16: Agreement with Statements about Energy Trust (Among Respondents Aware of Energy Trust)*



* 4 - 5 on a scale from 1 – Does not describe Energy Trust at all, to 5 – Describes Energy Trust extremely well.

** In 2013, these questions each asked about both renewable energy and energy efficiency.

*** Split sample among those familiar with Energy Trust.

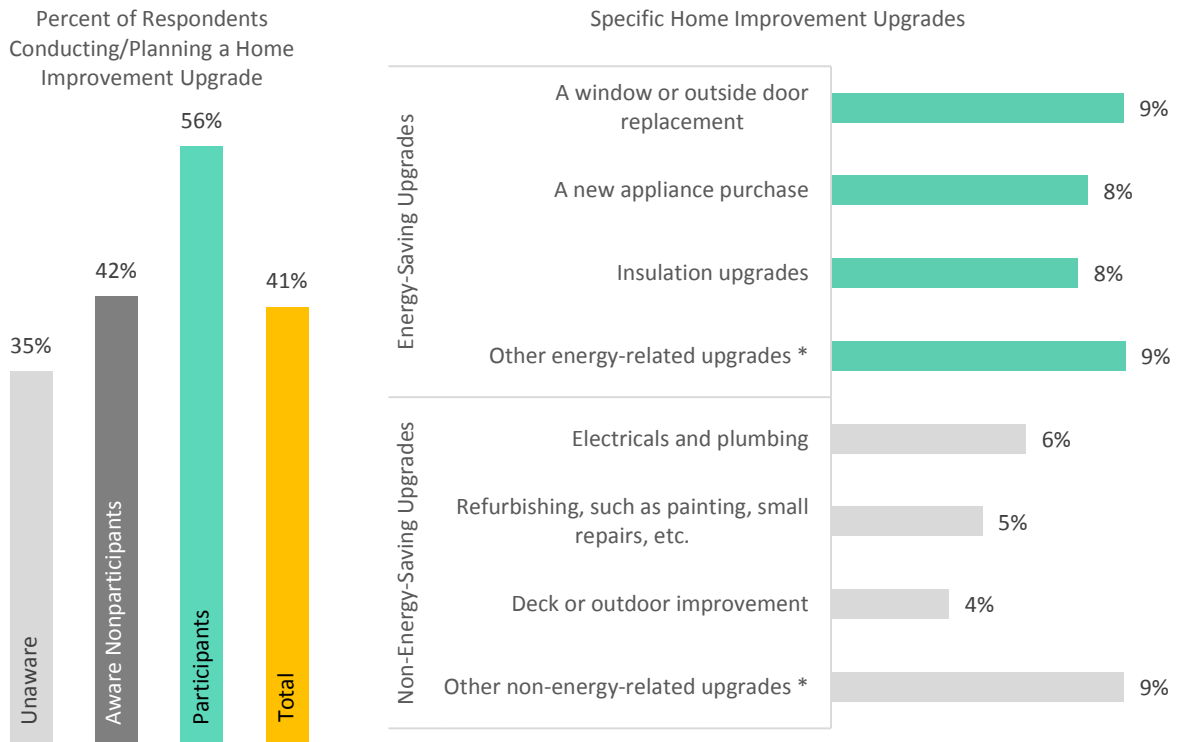
3.6. Energy Efficient Behaviors

We asked the respondents a series of questions about their current and future home improvement and energy efficiency upgrade activities. We compared the regional differences, as well as differences between *participants* in Energy Trust services and *aware nonparticipants*.

Energy Trust participants were significantly more likely than other residents to undertake a home improvement project. However, more than a quarter of aware nonparticipants also planned to conduct energy-related home improvements. These aware nonparticipants were demographically similar to participants.

Fewer than half of respondents (41%) were either undertaking or planning a home improvement project. In general, Energy Trust *participants* were more likely to conduct a home improvement project than those in the two other groups (Figure 3-17). Among all groups, the most common projects were energy-related upgrades.

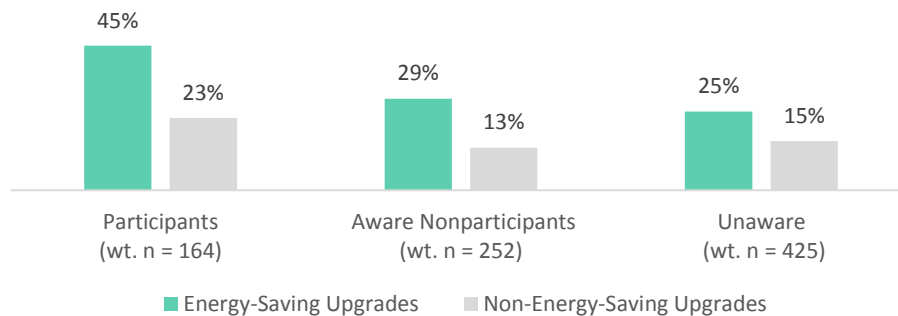
Figure 3-17: Specific Home Improvement Projects (wt. n =841)



* *Other energy-related upgrades* include solar, roof replacement, lighting, HVAC, and water heaters. *Other non-energy-related upgrades* include kitchen remodel, bathroom remodel, multiple room remodel, room addition, basement finishing, and property damage repair.

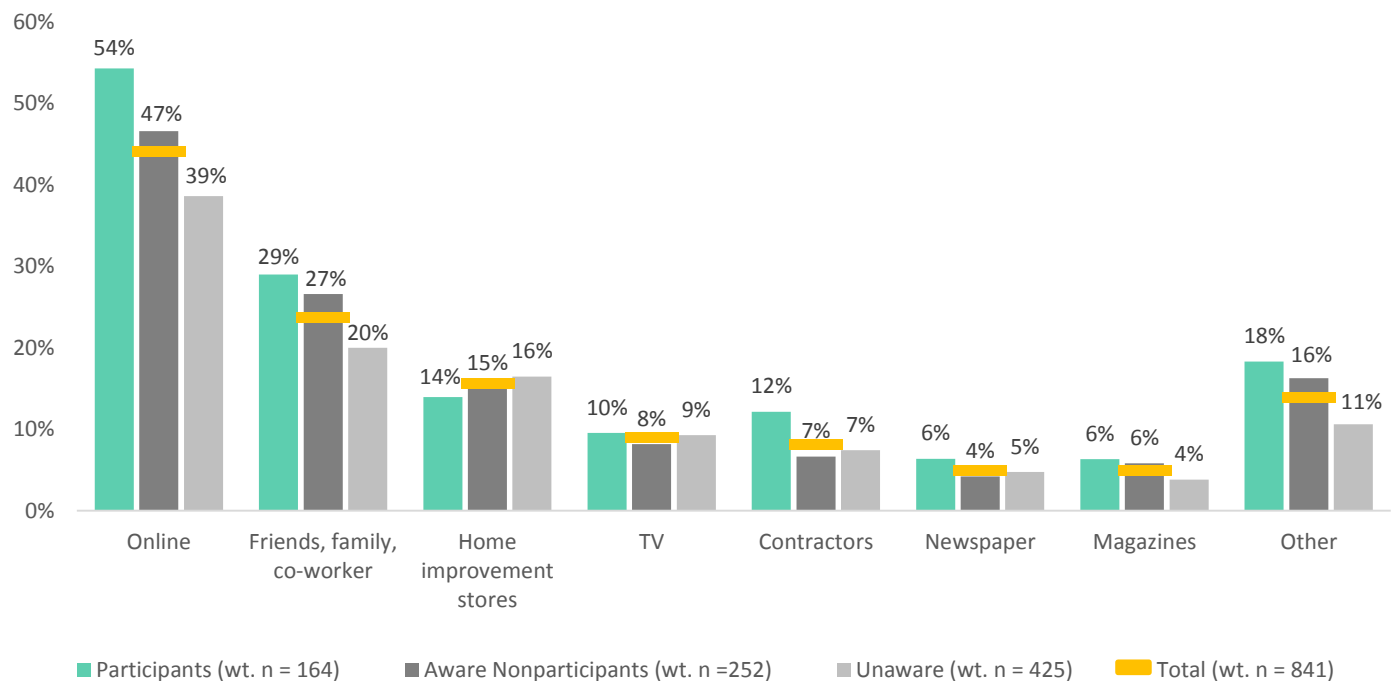
Participants were the most likely to undertake a home improvement project, especially energy-efficiency-related upgrades (Figure 3-18). A quarter of *aware nonparticipants* also said they were planning to make energy-related upgrades. These two groups’ demographics are similar; they were predominately homeowners living in single-family homes who have a four-year college degree.

Figure 3-18: Respondents Who Were Undertaking or Planning an Energy-Related or Non-Energy-Related Home Improvement Project



Respondents said when they conduct home improvement projects, the most common sources of information they used were online (44%); friends, family, or co-workers (24%); or home improvement stores (16%) (Figure 3-19). *Participants* (54%) were significantly more likely to turn to the internet when doing a home improvement project. *Aware nonparticipants* also said their main source of information for home improvement projects was online, although they were less likely to conduct home improvement projects in general and therefore less likely to use *any* sources of information. Within each group, respondents who were interested in an energy-related home improvement (22%) were more likely to turn to home improvement stores than those who were not interested in energy-related home improvements (13%).

Figure 3-19: Sources of Information Used when Conducting Home Improvement Projects (wt. n = 841)



Other sources of information included: personal or professional knowledge (4%), books (3%), Angie’s List (2%), radio (2%), and *Consumer Reports* (2%).

Two-thirds of residents reported taking, or planning to take, steps to reduce energy use. Aware nonparticipants were equally likely to engage in general energy-efficient behaviors as Energy Trust participants.

Two-thirds of respondents (65%) indicated they had taken steps in the previous 12 months to reduce energy use in their home; this is a decrease from the 73% reported in 2013. A similar small majority (69%) of respondents were at least somewhat likely to take steps to reduce their energy consumption in the next 12 months. This is similar to last year’s reported likelihood (68%).

Despite *aware nonparticipants*' lower interest in specific energy-related home improvement upgrades, *participants* and *aware nonparticipants* were equally likely to have taken steps to reduce energy use, and planned to continue to reduce their household's energy use.

More than half of Oregon residents use LED lights.

The overall percentage of respondents who had LED lights installed in their home increased significantly, from 44% in 2013 to 55% in 2014. Among those who had LED lights, the majority had ten or fewer in their home (78%). We found no significant regional differences among those who did or did not have LED lights. Those in the 25-44 age group were least likely to have any LED lights (47%), while those in the 65 and older age group were the most likely (64%). Homeowners also were more likely to have LED lights (60%) compared to renters (47%), and to have a higher number of LED lights in their home.

3.7. Motivations and Barriers

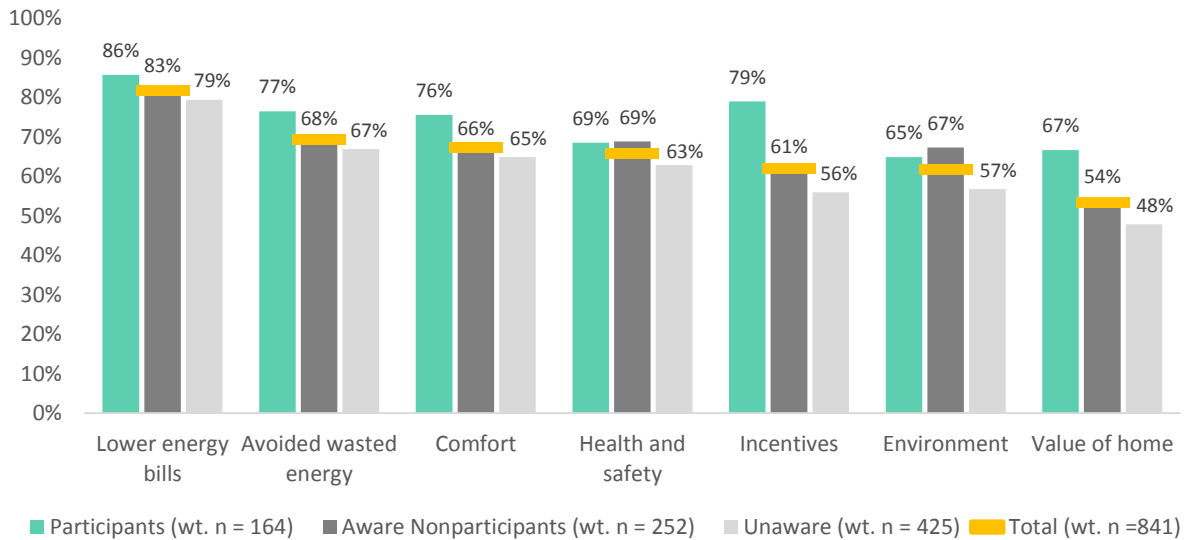
We asked respondents to rate how several potential benefits and barriers would influence their decision to improve the energy efficiency of their home (Figure 3-20).

Oregon residents perceive lower energy bills as the most important benefit of energy upgrades, and the cost of efficient products or upgrades as the greatest barrier to undertaking energy efficiency upgrades.

A majority of respondents rated all of the potential benefits for energy efficiency upgrades presented to them as “influential” (“4” or “5” on a 1-5 scale) on their decision; lower energy bills was rated “influential” by the greatest percent of respondents (82%).

In general, more *participants* said they were motivated by all of the aspects than did the *aware nonparticipants* or *unaware*. In particular, *participants* rated availability of cash incentives (79%) and increased home value (67%) more highly than did the *aware nonparticipants* and *unaware*.

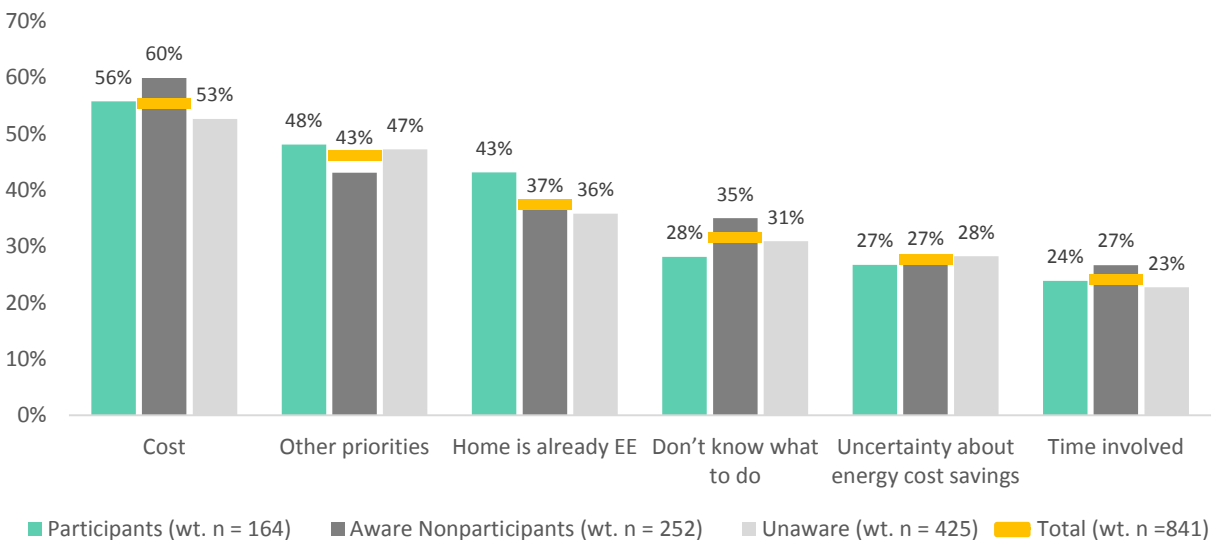
Figure 3-20: High Influence* of Potential Benefits on Decision to Upgrade Energy Efficiency (wt. n = 841)



* 4 or 5 on a scale from 1 – Not at all influential to 5 – Extremely influential

Across all groups, respondents most often rated the cost of energy-efficient products (55%) as “influential” (“4” or “5” on a 1-5 scale) on their decision not to upgrade the energy efficiency of their homes.

Figure 3-21: High Level of Influence on the Barriers to Upgrading the Energy Efficiency of Their Home (wt. n = 841)



* 4 or 5 on a scale from 1 – Not at all influential to 5 – Extremely influential

4. Key Findings

This study yielded several key findings.

Awareness of Energy Trust

- › About 9% of Oregon residents named Energy Trust as a top-of-mind organization that could help them save energy through unprompted questions. More than half could not name any organization.
- › When prompted, about half of Oregon residents reported awareness of Energy Trust. We did not find any significant differences in awareness of Energy Trust across regions or utility customer bases, but characteristics of home ownership remain strongly correlated with the awareness.
- › Those aware of Energy Trust were familiar with Energy Trust's residential services. About one-quarter of respondents aware of Energy Trust also were aware of Energy Trusts' nonresidential services, and this percentage was significantly higher among those that were decision makers at work.

Profiling of Participants and Aware Nonparticipants

- › Demographic differences are significant per respondents' level of engagement with Energy Trust. In particular, *participants* in Energy Trust services were more likely to have a higher income and education level, own their home, and live in a single-family home.

Energy Trust Program Participation

- › Reported participation through the Energy Saver Kits and home energy audits significantly increased in 2014, although the overall self-reported participation rate (19%) was about the same as in 2013 (21%).
- › *Participants* remained highly satisfied with the services they received from Energy Trust and were likely to be repeat participants. Renters are as interested in Energy Trust services as homeowners.

Communication

- › Media advertisements and utility communications are effective means of reaching Oregon residents. Data shows the intensive campaigning in 2013 resulted in significantly higher recalls through these channels.

Perceptions Regarding Energy Trust

- › Residents' general attitude toward Energy Trust improves with participation or high levels of program awareness.
- › Higher proportions of respondents who were aware of Energy Trust reported positively on Energy Trust's credibility and trustworthiness in 2014 compared to 2013.

Energy Efficient Behaviors

- › Energy Trust *participants* were significantly more likely than other residents to undertake a home improvement project. However, more than a quarter of *aware nonparticipants* also planned to conduct energy-related home improvements. These *aware nonparticipants* were demographically similar to *participants*.
- › Two-thirds of residents reported taking, or planning to take, steps to reduce energy use. *Aware nonparticipants* were equally likely to engage in general energy-efficient behaviors as Energy Trust *participants*.
- › More than half of Oregon residents use LED lights.

Motivations and Barriers

- › Oregon residents perceive lower energy bills as the most important benefit of energy upgrades, and the cost of efficient products or upgrades as the greatest barrier to undertaking energy efficiency upgrades.

5. Conclusions and Recommendations

We offer three main conclusions, each of which is followed by one or more recommendation to address them.

Conclusion 1: Energy Trust’s market presence in Oregon remains steady year after year, with nearly half of residents aware of Energy Trust. Different approaches may be needed to increase awareness among the *unaware* group that are likely to participate in Energy Trust services.

One in ten respondents named Energy Trust as a top-of-mind local organization that can help them save energy. When interviewers aided recall of Energy Trust, almost half of the Oregon residents living in Energy Trust’s service territory indicated being aware of the organization. This indicates half of the residents have been reached by Energy Trust’s marketing strategies to the degree they can recall the organization when prompted. Survey data indicates many of the *unaware* residents plan to undertake an efficiency upgrade that could make them likely candidates for Energy Trust services, but also indicate they are less likely than the *participants* and *aware nonparticipants* to actively seek information about the optimal improvements they can make.

Recommendations:

- › **Energy Trust should investigate ways to identify and engage *unaware* Oregon residents.** Energy Trust should consider developing and testing the effectiveness of other innovative approaches for engaging *unaware* segments.
- › **To gauge the success of its marketing strategies, Energy Trust should establish year-to-year targets for brand awareness measures and track these consistently across regions of the state.** We recommend using both prompted and unprompted top-of-mind awareness measures.

Conclusion 2: *Aware nonparticipants* whose demographic characteristics resemble those of *participants* present a near-term potential market for Energy Trust.

The *aware nonparticipant* group comprises approximately one-third of Energy Trust service population (30%) and includes residents with dissimilar demographic characteristics – some demographically similar to the *participant* group, and many akin to the *unaware* group. But *aware nonparticipants* with plans to undertake energy-related upgrades are similar to *participants*’ characteristics. Marketing strategies designed to reach and engage *aware nonparticipants* who are homeowners and have higher incomes and education present a near-term potential for Energy Trust to expand its reach.

Recommendation:

- › **Energy Trust should investigate innovative ways to identify and engage *aware nonparticipants* whose demographic characteristics resemble the *participant* group – particularly homeowners.**

Conclusion 3: Insightful multi-year trend analyses require a consistent methodological approach throughout the study period. Analysis of responses to survey questions fielded in 2008-2011 and 2012-2013 by three different vendors suggest the methodologies differed sufficiently to prevent reliable assessments of trends over the entire study period. We used previous years' reports and datasets to extract key metrics for multi-year trend analysis, which proved difficult for many metrics. Problems included inconsistent or absent methodological details among the studies, such as the method for calculating survey weights; unclear or illogical subset analysis; changes in measurement techniques; wording; and critical details regarding the treatment of missing data and *don't know* responses.

Recommendation:

- › **Energy Trust should establish key methodological requirements for survey vendors to follow every year.** Reliable multi-year trend analysis would allow Energy Trust to track its marketing progress and set aggressive targets. To do this, the survey methodologies and reporting process for each year's study must meet the formal requirements established and communicated by Energy Trust. At a minimum, these requirements should include:
 - Sampling – A sampling plan based on the most up-to-date U.S. Census (Census) data, specifying quota requirements and weighting procedures
 - Data collection – Use of the data collection mode most appropriate for multi-year tracking
 - Instrument – Specification of repeated measures and question wording
 - Analysis and reporting – Specification of analytical details (including reporting subset sample sizes, handling of missing values, *don't know* or *refused* responses, and recoding schemes), and sufficient methodological disclosure (including response rate calculations)

Appendices

Appendix A: Survey Instrument

Appendix B: Disposition Report

Appendix C: Frequency Tables

Appendix A. Survey Instrument

Introduction

Hello, my name is _____ with VuPoint Research in Portland Oregon calling to conduct a survey for an Oregon energy study. This is not a sales call, and all responses will be kept confidential.

Screening

S1C [Cell Sample Only] Do you share any responsibility for making decisions about energy use in your household such as paying utility bills or purchasing new appliances?

1. Yes –SKIP TO S2
2. No- [TERMINATE]
3. Refused – [TERMINATE]

S1. [Landline sample only] I'd like to speak with a person who shares any responsibility for making decisions about energy use in your household such as paying utility bills or purchasing new appliances. Would that be you?

[SINGLE RESPONSE]

1. Yes
2. No, respondent available [RESTATE INTRODUCTION, AND SKIP TO S 3]
3. No, respondent currently not available [CALLBACK]
4. No, refused [TERMINATE]

[ASK IF WIRELESS RDD SAMPLE]

S2. We want to make sure you are not driving right now.

[SINGLE RESPONSE]

1. Not, driving
2. Yes, driving [CALLBACK]

We would like to talk to people around the state with different backgrounds, so my next questions relate to that.

S3. What is your current residence's 5 digit ZIP code?

1. [5 DIGIT ZIP CODE] [QUOTA CHECK]
98. Don't know [TERMINATE]
99. Refused [TERMINATE]

S4. What year were you born?

1. [4 DIGIT YEAR] [TERMINATE IF <18 YEAR-OLD, QUOTA CHECK]
98. Don't know [TERMINATE]
99. Refused [TERMINATE]

S5. Do you rent or own your home?

[SINGLE RESPONSE]

1. RENT [QUOTA CHECK]
2. OWN [QUOTA CHECK]
98. Don't know [TERMINATE]
99. Refused [TERMINATE]

S6. What type of home do you live in? *Interviewer: probe to code.*

[SINGLE RESPONSE]

1. Single-family detached house [QUOTA CHECK]
2. Single-family attached house (such as townhouse) [QUOTA CHECK]
3. Duplex, triplex, or fourplex [QUOTA CHECK]
4. Apartment or condominium with 5 units or more [QUOTA CHECK]
5. Manufactured or mobile home [QUOTA CHECK]
96. Other [specify: _____] [QUOTA CHECK]
98. Don't know [TERMINATE]
99. Refused [TERMINATE]

S7. What is the name of your natural gas utility?

[SINGLE RESPONSE]

1. Northwest Natural
2. Cascade Natural Gas [OVERSAMPLE QUOTA CHECK]
3. Other [specify: _____]
4. Don't use natural gas
98. Don't know [TERMINATE]
99. Refused [TERMINATE]

S8. What is the name of your electric utility?

[SINGLE RESPONSE]

1. PGE, or Portland General Electric
2. Pacific Power, PacifiCorp, or PP&L
3. Other utility [specify: _____]
98. Don't know [TERMINATE]
99. Refused [TERMINATE]

S9. Are you or is anyone in your household, employed in the utility industry?

[SINGLE RESPONSE]

1. Yes [TERMINATE]
2. No
98. Don't know
99. Refused

Key Metrics and Awareness

Thanks for that information, now let's talk about energy-related issues.

[ASK ALL]

Q1. Do you know of any organizations in your area that offer incentives to help you save energy or use renewable energy at home? IF YES: Which ones? *Interviewer: do not read.*

[MULTIPLE RESPONSE]

1. No [EXCLUSIVE]
2. Energy Trust of Oregon
3. PGE or Portland General Electric
4. Pacific Power or PacifiCorp
5. Northwest Natural
6. Cascade Natural Gas
7. Other utilities
8. ENERGY STAR
9. Clean Energy Works
10. Contractors
11. Federal government
12. Oregon state government or Oregon Department of Energy
13. Local government/my town
96. Other: [specify: OPEN-ENDED RESPONSE]
97. Don't know [EXCLUSIVE]
99. Refused [EXCLUSIVE]

Q2. Now, I am going to read the names of some groups involved in energy. For each, please tell me how much you know about them on a scale from 1 to 5, where 1 means "Nothing at all" and 5 means "A great deal" *Interviewer: As needed prompt with 'How much do*

2014 Oregon Residential Awareness and Perception Study

you know about ...’, do not read 98-99, if DK probe to see if they mean “1-Nothing at all”.

[SINGLE RESPONSE]

LOGIC	RANDOMIZE ALL ITEMS	1 –Nothing at all	2	3	4	5 – A great deal	98 [Do Not Read] DK	99 [Do Not Read] REF
ASK ALL	1. Energy Trust of Oregon							
ASK ALL	2. ENERGY STAR							
ASK ALL	3. Clean Energy Works							
IF 8=1	4. PGE or Portland General Electric							
IF 8=2	5. Pacific Power							
IF S77=1	6. Northwest Natural							
IF 7=2	7. Cascade Natural Gas							

Q3. Now, you will hear some of the same names, and this time, please tell me the extent of your favorability for each on a scale of 1 to 5 where 1 means ‘very *un*favorable’ and 5 means ‘very favorable’. *Interviewer: As needed prompt with ‘What is the extent of your favorability towards...’. Do not read 97-99*

[SINGLE RESPONSE]

LOGIC	RANDOMIZE ALL ITEMS	1 – Very unfavorable	2	3	4	5 – Very Favorable	97 [Do Not Read] No Opinion	98 [Do Not Read] DK	99 [Do Not Read] REF
IF Q2_1~=1	1. Energy Trust of Oregon								
IF Q2_2~=1	2. ENERGY STAR								
IF 8=1 AND Q2_4~=1	3. PGE or Portland General Electric								
IF 8=2 AND Q2_5~=1	4. Pacific Power								
IF 7=1 AND Q2_6~=1	5. Northwest Natural								
IF 7=2 AND Q2_7~=1	6. Cascade Natural Gas								

[ASK ALL]

Q4. What improvements would you like to make or are you currently undertaking in your home? *Interviewer: do not read, probe to code [SELECT ALL THAT APPLY]*

[MULTIPLE RESPONSE]

1. A kitchen remodel
2. A bathroom remodel
3. A multiple room remodel
4. A room addition

5. Basement finishing
6. A window or outside door replacement
7. Property damage repair (including repairs due to flooding, wind damage, vandalism)
8. Insulation upgrades
9. A new appliance purchase
10. Refurbishing, such as painting, small repairs, etc.
11. Electricals and plumbing
12. Deck or outdoor improvement
13. No plan [EXCLUSIVE]
96. Other, please specify: [OPEN-ENDED RESPONSE]

98. Don't know [EXCLUSIVE]
99. Refused [EXCLUSIVE]

[ASK ALL]

Q5. What are your primary sources of information when considering home improvement projects? *Interviewer: do not read, probe to code.* [SELECT ALL THAT APPLY]

[MULTIPLE RESPONSE]

1. Newspaper
2. Radio
3. TV
4. Online
5. Angie's List
6. Friends, family, co-worker
7. Contractors
8. Home improvement stores
9. Magazines
10. Consumer reports
11. Books
96. Other, please specify: [OPEN-ENDED RESPONSE]
97. Not applicable
98. Don't know
99. Refused

[ASK ALL]

Q6. Using a scale of 1 to 5, where 1 is “not at all influential” and 5 is “extremely influential,” to what extent would the following potential benefits encourage you to upgrade the energy efficiency in your home? *Interviewer: read items.*

[SINGLE RESPONSE]

RANDOMISE ALL ITEMS	1 Not at all influential	2	3	4	5 Extremely influential	[Do Not Read] 98 DK	[Do Not Read] 99 RF
Increased comfort in your home							
Positive environmental impacts							

2014 Oregon Residential Awareness and Perception Study

Lower energy bills							
Availability of incentives, rebates or discounts							
Increased value of your home							
Avoided wasted energy							
Improved health and safety of home for residents							

[ASK ALL]

Q7. Using the same scale, to what extent are the following reasons keeping you from upgrading the energy efficiency in your home? *Interviewer: read items.*

[SINGLE RESPONSE]

RANDOMISE ALL ITEMS	1 Not at all influential	2	3	4	5 Extremely influential	98 [Do Not Read] DK	99 [Do Not Read] RF
Other things take priority							
Cost of energy efficient products or improvements							
Time involved							
Knowledge about what to do first to make my home energy efficient							
My home is already energy efficient							
Uncertainty about energy cost saving as a result of energy efficiency upgrade							

[ASK ALL]

Q8. Have you taken any steps in the past 12 months to reduce the amount of energy you use in your home?

[SINGLE RESPONSE]

1. Yes
2. No
98. Don't know
99. Refused

[ASK ALL]

Q9. How likely are you to take steps to reduce your household's energy consumption in the next 12 months? Are you: *Interviewer: read options* [ROTATE 1-4/4-1]

[SINGLE RESPONSE]

1. Very likely
2. Somewhat likely
3. Not very likely
4. Not at all likely

[Do not read:]

98. Don't know
99. Refused

2014 Oregon Residential Awareness and Perception Study

I'd like to talk about a specific organization now. To speed things along, from here on, I'm going to simply refer to Energy Trust of Oregon as Energy Trust.

[ASK IF Q2_1~=1]

Q10. Among the following services, which ones are you aware of being offered by Energy Trust: *Interviewer: Prompt as needed with 'Are you aware that Energy Trust offers....'*

[SINGLE RESPONSE]

RANDOMIZE ITEMS 1-7/8-9	1 Yes	2 No	98 DK	99 RF
First, for residential customers like yourself:				
1. Home energy audits (also called "Home Energy Reviews")				
2. Incentives for purchasing energy efficient appliances.				
3. Incentives for purchasing energy efficient heating systems or water heater.				
4. Incentives for installing insulation or sealing air leaks.				
5. Incentives for installing solar electric systems or solar hot water systems.				
6. Incentives to have old refrigerators or freezers recycled.				
7. Free Energy Saver Kits (if needed: that contain light bulbs and showerheads).				
8. Online information about how to make homes energy efficient				
Next, for <u>business customers</u>, are you aware that Energy Trust offers:				
9. Cash incentives and technical expertise to make energy-saving equipment and building upgrades, for businesses?				
10. Cash incentives to install solar electric systems or solar hot water systems, for businesses?				

[ASK IF Q2_1~=1]

Q11. Please tell me how well you think each of the following statements describes Energy Trust using a scale from 1 to 5, where 1 means "not at all" and 5 means it describes Energy Trust "extremely well". The first is, Energy Trust: *Interviewer: read each item.*

[SINGLE RESPONSE]

RANDOMIZE ALL ITEMS	1 does not describe Energy Trust at all	2	3	4	5 describes Energy Trust extremely well	98 DK	99 RF
1. makes energy efficiency more affordable for you.							
2. is the best source of information on energy efficiency products and services.							
3. helps reduce energy costs.							
4. is a credible information source for Oregon residents to learn about renewable energy							
5. is an organization you trust							

[ASK IF Q2_1~=1]

Q12. Have you ever received any services, rebates, or incentives from Energy Trust?

[SINGLE RESPONSE]

- 1. Yes
- 2. No
- 98. Don't know
- 99. Refused

[ASK IF Q12=1]

Q13. What have you received? Have you: *Interviewer: read each item.*

[SINGLE RESPONSE]

RANDOMIZE ITEMS 1-3	1 Yes	2 No	98 DK	99 RF
1. received a home energy audit or review at home, online, or by phone?				
2. received a check for installing energy efficiency or solar equipment, purchasing efficient appliances, or recycling an old refrigerator?				
3. received an Energy Saver Kit				
4. Has your business or employer made an energy improvement with help from Energy Trust				
96. received any other services from Energy Trust? [OPEN-ENDED RESPONSE]				

[ASK IF ANY Q13=1]

Q14. How satisfied were you with your experience with Energy Trust? Please use a scale of 1 to 5, where 1 means you were not at all satisfied and 5 means you were very satisfied.

[SINGLE RESPONSE]

- 1. Not at all satisfied
- 2. 2
- 3. 3
- 4. 4
- 5. Very satisfied
- 98. Don't know
- 99. Refused

[ASK ALL]

Q15. [IF Q2_1=1, 2, 98, OR 99 READ:] Energy Trust is an independent nonprofit that provides cash incentives, information, and services to help customers of Portland General Electric, Pacific Power, NW Natural, and Cascade Natural Gas save energy and manage costs in homes and businesses and take advantage of renewable energy options.

[READ FOR ALL] In the next 12 months, how likely are you to take advantage of Energy Trust services or incentives? Are you: *Interviewer: read options* [ROTATE 1-4/4-1]

[SINGLE RESPONSE]

1. Very likely
2. Somewhat likely
3. Not very likely
4. Not at all likely

[Do not read:]

98. Don't know
99. Refused

[ASK IF Q2_1~=1]

Q16. In the past 12 months, how did you see or hear about Energy Trust? Was it: *Interviewer: read items.*

[MULTIPLE RESPONSE]

1. An advertisement
2. From your utility
3. From a contractor or retailer
4. Through social media, like Facebook or Twitter
5. Through a news story
6. Or, through word of mouth

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
97. Not applicable (Did not hear about Energy Trust in past 12 months) [EXCLUSIVE]
98. Don't know [EXCLUSIVE]
99. Refused [EXCLUSIVE]

[ASK IF Q16_1=1]

Q17. You said you saw an advertisement. Was it: *Interviewer: read items.*

[MULTIPLE RESPONSE]

1. TV
2. Radio
3. Magazine
4. Newspaper
5. Online
6. Billboard

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK IF Q16_2=1]

Q18. You said you heard about Energy Trust from your utility. Did you see Energy Trust in: *Interviewer: read items.*

[MULTIPLE RESPONSE]

1. Your utility bill insert
2. A newsletter from your utility
3. Your utility's Facebook page or Twitter
4. Your utility's website
5. An email from your utility
6. From a utility employee

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK IF Q16_3=1]

Q19. You said you heard about Energy Trust from a contractor or retailer. Was it: *Interviewer: read items.*

[MULTIPLE RESPONSE]

1. From contractor employee
2. On a contractor's website
3. At a retail store [Which one? _____]
4. On a retailer's website

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK ALL]

Q20. There are many ways Energy Trust could communicate with Oregon residents like you. For you personally, how would you MOST prefer to receive information from Energy Trust? *Interviewer: read items.*

[SINGLE RESPONSE]

1. Receive an email from them
2. Receive postal mail
3. Receive an insert in your electric or gas bill
4. Follow them on Facebook, Twitter or other social media
5. Visit Energy Trust's website

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK ALL]

Q21. Are you using any L.E.D. light bulbs in your home other than night lights, Christmas lights or other decorative bulbs? IF YES: Approximately how many of these bulbs do you have installed in your home? *Interviewer: do not read items, probe to code.*

[SINGLE RESPONSE]

1. No, don't have any
2. 1-5
3. 6-10
4. 11-20
5. More than 20

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

Demographics and Housing Characteristics

Thank you for your time and participation so far, we're nearly done. I have just a few final questions for statistical purposes only.

[ASK ALL]

Q22. What year was your home built? *Interviewer: do not read items, probe to code.*

[SINGLE RESPONSE]

1. Before 1970
2. 1970-1979
3. 1980-1986
4. 1987-1992
5. 1993-2000
6. 2001-2009
7. 2010 or later
98. Don't know
99. Refused

[ASK ALL]

Q23. How long have you lived in your home? *Interviewer: do not read items, probe to code.*

[SINGLE RESPONSE]

1. Less than a year
2. 1-2 years
3. 3-5 years
4. 6-10 years
5. More than 10 years

[Do not read:]

98. Don't know

99. Refused

[ASK ALL]

Q24. What is your home's primary source of energy for space heating? *Interviewer: do not read items, probe to code.*

[SINGLE RESPONSE]

1. Electricity
2. Natural gas
3. Liquid propane gas, LPG
4. Fuel oil, kerosene
5. Solar
6. Wood

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK ALL]

Q25. How about for water heating? *Interviewer: do not read items, probe to code.*

[SINGLE RESPONSE]

1. Electricity
2. Natural gas
3. Liquid propane gas, LPG
4. Fuel oil, kerosene
5. Solar
6. Wood

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK ALL]

Q26. What is the approximate square footage of the heated living area in your home? *Interviewer: do not read items, probe to code.*

[SINGLE RESPONSE]

1. Fewer than 500 square feet
2. 500 to less than 1,000 square feet
3. 1,000 to less than 1,500 square feet
4. 1,500 to less than 2,000 square feet
5. 2,000 to less than 2,500 square feet
6. 2,500 to less than 3,000 square feet
7. More than 3,000 square feet

[Do not read:]

- 98. Don't know
- 99. Refused

[ASK ALL]

Q27. Including yourself, how many people normally live in your household on a full-time basis? Please exclude anyone who is just visiting, or away at college or in the military. Include all members of your household whether or not they are related to you.

[SINGLE RESPONSE]

- 1. How many children live in your household? [FORCE NUMERIC RESPONSE]
- 2. How many adults live in your household? [FORCE NUMERIC RESPONSE]

[Do not read:]

- 9998. Don't know
- 9999. Refused

[ASK ALL]

Q28. What is the last grade or level of school you have completed? *Interviewer: do not read items, probe to code.*

[SINGLE RESPONSE]

- 1. Less than high school degree
- 2. High school graduate
- 3. Some college – but less than two years of college
- 4. Some college – two years or more/AA degree
- 5. Technical or trade school
- 6. College graduate/Bachelor's degree, BA, BS
- 7. Postgraduate courses
- 8. Master's degree
- 9. MBA or Law degree
- 10. PhD or MD

[Do not read:]

- 96. Other, please specify: [OPEN-ENDED RESPONSE]
- 98. Don't know
- 99. Refused

[ASK ALL]

Q29. Do you generally consider yourself? *Interviewer: read items.*

[SINGLE RESPONSE]

- 1. Liberal
- 2. Moderate
- 3. Conservative

[Do not read:]

- 96. Other, please specify: [OPEN-ENDED RESPONSE]
- 98. Don't know
- 99. Refused

[ASK ALL]

Q30. Which of the following ranges describes your household income in 2013? *Interviewer: read items*

[SINGLE RESPONSE]

1. Less than \$50,000
2. \$50,000 to under \$100,000
3. \$100,000 or more

[Do not read:]

98. Don't know
99. Refused

[ASK IF Q30=1]

Q31. Is it: *Interviewer: read items.*

[SINGLE RESPONSE]

1. Less than \$20,000
2. \$20,000 to under \$30,000
3. \$30,000 to under \$40,000
4. \$40,000 to under \$50,000

[Do not read:]

98. Don't know
99. Refused

[ASK IF Q30=2]

Q32. Is it: *Interviewer: read items.*

[SINGLE RESPONSE]

1. \$50,000 to under \$60,000
2. \$60,000 to under \$75,000
3. \$75,000 to under \$100,000

[Do not read:]

98. Don't know
99. Refused

[ASK IF Q30=3]

Q33. Is it: *Interviewer: read items.*

[SINGLE RESPONSE]

1. \$100,000 to under \$150,000
2. \$150,000 to under \$200,000
3. Over \$200,000

[Do not read:]

98. Don't know
99. Refused

[ASK ALL]

Q34. Which of the following ethnic groups best describes you? Are you: *Interviewer: read items.*

[SINGLE RESPONSE]

1. White or Caucasian
2. Black or African American
3. Latino, Hispanic, or Mexican
4. Asian or Pacific Islander
5. Native American
6. Mixed Race

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. DON'T KNOW
99. REFUSED

[ASK ALL]

Q35. Is English the primary language spoken in your household?

[SINGLE RESPONSE]

1. Yes
2. No

[Do not read:]

98. Don't know
99. Refused

[ASK IF Q35=2]

Q36. What is the primary language used in your household? *Interviewer: do not read items, probe to code.*

[SINGLE RESPONSE]

1. Spanish
2. German
3. Chinese
4. Korean
5. Vietnamese
6. Tagalog
7. Russian
8. Japanese

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK ALL]

Q37. Are you responsible for making decisions about energy use at your current place of employment?

[SINGLE RESPONSE]

1. Yes
2. No

[Do not read:]

3. Retired
4. Unemployed
5. Student
6. Homemaker
7. Disabled
96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK IF Q37=1, 2]

Q38. What industry are you currently employed in? *Interviewer: do not read items, probe to code.*

[SINGLE RESPONSE]

1. Services, including finance, engineering, legal, insurance, architecture, and communication
2. Construction
3. Retail
4. Human services, including social and faith services
5. Manufacturing
6. Healthcare
7. Education
8. Retail estate and development
9. Creative arts and culture
10. Tourism, hospitality, and recreation
11. Information technology
12. Restaurants and food and beverage
13. Transportation
14. Energy, including renewable and clean technology
15. Interactive media, including gaming industry
16. Life sciences
17. International trade
18. Non-profit
19. Government

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
97. Not applicable
98. Don't know

99. Refused

[ASK ALL]

Q39. Does your household: *Interviewer: read items.*

[SINGLE RESPONSE]

1. (IF LANDLINE) Use a land line only
2. (IF WIRELESS) Use a Cell phone only
3. Have a landline but all or most calls are made by cell phone
4. Have a cell phone, but all or most calls are made by landline
5. Use landline and cell phone equally

[Do not read:]

98. Don't know
99. Refused

[ASK ALL]

Q40. Finally, for statistical purpose only, can I please have the exact address of your residence? We will not use this to contact you in the future.

1. [OPEN-ENDED RESPONSE]

[Do not read:]

98. Don't know
99. Refused

End of survey

Appendix B. Disposition Report

Table B-1: Quota Table

QUOTA	TOTAL	*CELL	*RANDOM	*TARGETED
COMPLETES	836	349	344	143
Portland Metro	393	167	102	124
Willamette Valley/No Coast	195	89	87	19
Southern Orange/So Coast	101	60	41	0
East of Cascades	147	33	114	0
Renter	296	127	77	92
Owner	540	222	267	51
<25 (43-45)	29	19	3	7
25-44 (287-305)	256	112	52	92
45-64 (330-350)	353	127	182	44
65+ (186-198)	198	91	107	0
Single Family Home	552	224	241	87
Multifamily Home (148)	203	93	55	55
Other(70)	81	32	48	1
PGE	453	202	142	109
Pacific Power	320	125	173	22
Other Electric Utilities	63	22	29	12
NW Natural	374	163	133	78
Cascade Natural (Min 67)	67	14	53	0
No Natural Gas	310	125	126	59
Other Natural Gas	85	47	32	6

Table B-2: Calculations

DESCRIPTION	TOTAL	*CELL	*RANDOM	*TARGETED
Completes (80):	836	349	344	143
Over Quotas (79):	890	4	446	440
Qualified Breakoffs (23):	140	53	58	29
Terminates (24-78):	1351	589	490	272
Total Contacts:	3217	995	1338	884
Incidence:	30.34	40.4	30.04	19.46
Average Length:	14.43	15.09	14.12	13.58

continued

2014 Oregon Residential Awareness and Perception Study

DESCRIPTION	TOTAL	*CELL	*RANDOM	*TARGETED
Total Dials:	163766			
RR3:	1.82			
COOP3:	24.39			
REF3:	10.44			

Table B-3: Resolved Sample

DESCRIPTION	TOTAL	*CELL	*RANDOM	*TARGETED
05 -Technical Difficulties	114	19	51	44
06 -Soft Refusal	2257	756	980	521
07 -Disconnected Number	36	6	19	11
08 -Business Number	502	31	300	171
09 -Language Barrier	492	62	129	301
10 -Refused	128	33	64	31
11 -Refused (Company Policy)	8	0	3	5
14 -Wrong Number (Dead)	1030	109	40	881
15 -Fax Machine / Modem / Pager	189	0	115	74
16 -Blocked call - Call screener refusal	5	1	3	1
17 -Cell phone	29	24	1	4
18 -Language Barrier - Spanish	310	41	83	186
20 -Dropped Call (PRONTO JOBS ONLY)	767	185	325	257
22 -Respondent Terminated - Screener Break Off	54	19	23	12
23 -Respondent Terminated - Qualified Break Off	140	53	58	29
24 -(INT24) QS1C. (Not a decision maker regarding energy use	398	398	0	0
25 -(INT25) QS1. (Not a decision maker regarding energy use	281	0	131	150
26 -(INT26) QS3. (Zip Code term)	262	63	142	57
27 -(INT27) QS4. (Age Term, less than 18 OR DK/Refused)	119	19	68	32
28 -(INT28) QS5. (DK/Refused - Rent or Own home question)	11	5	3	3
29 -(INT29) QS6. (DK/Refused - What type of home do you liv	8	4	3	1
30 -(INT30) QS7. (DK/Refused - Name of natural gas utility)	60	24	30	6
31 -(INT31) QS8. (DK/Refused - Name of electric utility com	29	12	14	3
32 -(INT32) QS9. (Employed by utility industry)	14	6	4	4
33 -(INT33) QS7/QS8. (OTHER NATURAL GAS/ELECTRIC UTILITY)	169	58	95	16

continued

2014 Oregon Residential Awareness and Perception Study

DESCRIPTION	TOTAL	*CELL	*RANDOM	*TARGETED
79 -Quota Full	890	4	446	440
80 -(INT99) Complete	836	349	344	143
LM -	1	1	0	0
NT -	1	1	0	0
P3 -Pronto Operator Intercept	24668	1500	14709	8459
P6 -Pronto Fax/Modem/Pager	1269	3	765	501
P8 -Pronto P8 Pronto Line/T1 error	1050	0	487	563
P9 -Pronto P9 Pronto Misc	6676	665	2663	3348
SC -	2	0	1	1
W0 -Time out	22	19	2	1
W2 -Project deactivated	6	5	1	0
W3 -Disconnected by supervisor	1	1	0	0
WA -	94	77	8	9
Total:	42928	4553	22110	16265

Table B-4: Available Sample

DESCRIPTION	TOTAL	*CELL	*RANDOM	*TARGETED
01 -No Answer	526	187	205	134
02 -Busy Signal	34	7	22	5
03 -Answering Machine / Voice Mail (no message left)	9103	1204	3439	4460
04 -Respondent Not Available	8004	2058	3569	2377
13 -Call back	735	301	269	165
21 -Suspended--> Schedule a Call-Back	49	31	11	7
P1 -Pronto No Answer	16253	2215	5726	8312
P2 -Pronto Busy	1827	117	837	873
P4 -Pronto Answered Person	322	0	296	26
P5 -Pronto Answering Machine	23155	4316	7909	10930
Total:	60008	10436	22283	27289

Table B-5: Unused Sample by Time Zone

DESCRIPTION	TOTAL
Other-Unspecified	4
Pacific/Arizona	1236
Total:	1240

Table B-6: Available Sample Status

ATTEMPT	TOTAL	*CELL	*RANDOM	*TARGETED
Fresh Sample	1240	11	1229	0
Attempt Number 1	31311	4626	12085	14600
Attempt Number 2	18305	4813	9216	4276
Attempt Number 3	5341	622	854	3865
Attempt Number 4	5022	375	128	4519
Attempt Number 5	28	0	0	28
Attempt Number 6	1	0	0	1
Total:	61248	10447	23512	27289

Table B-7: Total Sample Status

ATTEMPT	TOTAL	*CELL	*RANDOM	*TARGETED
Fresh Sample	1240	11	1229	0
Attempt Number 1	59048	7081	23056	28911
Attempt Number 2	32352	6729	20219	5404
Attempt Number 3	6164	768	957	4439
Attempt Number 4	5340	410	160	4770
Attempt Number 5	30	0	1	29
Attempt Number 6	2	1	0	1
Total:	104176	15000	45622	43554

Appendix C. Frequency Tables

Table C-1: Age

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Less Than 25	3	4%	27	6%	2	2%	20	10%	52	6%
25-44	20	23%	213	46%	24	26%	50	25%	307	36%
45-64	40	46%	152	33%	41	44%	79	40%	313	37%
65+	23	27%	72	15%	27	28%	49	25%	170	20%
Total	86	100%	463	100%	94	100%	198	100%	841	100%

Source: QS4

Table C-2: Home Ownership

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Rent	25	29%	246	53%	31	33%	71	36%	373	44%
Own	61	71%	217	47%	63	67%	127	64%	468	56%
Total	86	100%	463	100%	94	100%	198	100%	841	100%

Source: QS5

2014 Oregon Residential Awareness and Perception Study

Table C-3: Housing Type

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Single family detached	58	67%	253	55%	58	62%	132	66%	500	59%
Single family attached	5	5%	33	7%	4	4%	14	7%	55	7%
Duplex, triplex, or fourplex	5	6%	36	8%	5	6%	12	6%	58	7%
Multifamily with 5 + units	6	7%	124	27%	8	9%	26	13%	164	20%
Manufactured or mobile home	12	14%	14	3%	18	19%	14	7%	58	7%
Other	0	0%	3	1%	1	1%	1	0%	5	1%
Total	86	100%	463	100%	94	100%	198	100%	841	100%

Source: QS6

2014 Oregon Residential Awareness and Perception Study

Table C-4: Gas Utility

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Northwest Natural	9	10%	249	54%	6	7%	126	64%	390	46%
Cascade Natural Gas	37	43%	1	0%	0	0%	3	1%	41	5%
Other	0	0%	8	2%	0	0%	0	0%	8	1%
Don't use natural gas	33	39%	205	44%	65	69%	68	34%	371	44%
Avista	8	9%	0	0%	22	24%	1	0%	31	4%
Total	86	100%	463	100%	94	100%	198	100%	841	100%

Open-ended answers recoded. Source: QS7_R

Table C-5: Electric Utility

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
PGE	10	12%	400	86%	4	4%	91	46%	506	60%
Pacific Power	63	73%	55	12%	88	94%	76	39%	283	34%
Other	1	1%	0	0%	0	0%	1	1%	2	0%
West Oregon Electric	0	0%	1	0%	0	0%	0	0%	1	0%

continued

2014 Oregon Residential Awareness and Perception Study

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Umatilla Electric	1	1%	0	0%	0	0%	1	0%	2	0%
Springfield Utility Board	0	0%	0	0%	0	0%	10	5%	10	1%
Salem Electric	0	0%	1	0%	0	0%	1	0%	2	0%
The Dalles PUD	2	2%	1	0%	0	0%	0	0%	3	0%
Idaho Power	3	3%	0	0%	0	0%	0	0%	3	0%
Eugene Water and Electric Board	0	0%	0	0%	1	1%	12	6%	13	2%
Oregon Trail Electric Co-op (OTEC)	1	1%	0	0%	0	0%	0	0%	1	0%
Northern Wasco PUD	1	1%	0	0%	0	0%	0	0%	1	0%
Monmouth Power and Light	0	0%	0	0%	0	0%	2	1%	2	0%
McMinnville Power and Light	0	0%	0	0%	0	0%	1	1%	1	0%
Hood River Electric Co-op	1	1%	0	0%	0	0%	0	0%	1	0%
Hermason Energy Services	1	1%	0	0%	0	0%	0	0%	1	0%
Forest Grove Power and Light	0	0%	2	0%	0	0%	0	0%	2	0%
Emerald Power	0	0%	0	0%	0	0%	2	1%	2	0%

continued

2014 Oregon Residential Awareness and Perception Study

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Columbia River PUD	0	0%	3	1%	0	0%	0	0%	3	0%
City Power	1	1%	0	0%	0	0%	0	0%	1	0%
Central Oregon Electric	1	1%	0	0%	0	0%	0	0%	1	0%
Central Lincoln	0	0%	0	0%	0	0%	1	1%	1	0%
Central Electric Co-op	3	3%	0	0%	0	0%	0	0%	3	0%
Total	86	100%	463	100%	94	100%	198	100%	841	100%

Open-ended answers recoded. Source: QS8_R

Table C-6: Organizations that Offer Energy Efficiency Incentives

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
NO	45	53%	244	53%	46	49%	100	50%	435	52%
Energy Trust of Oregon	9	10%	51	11%	5	6%	12	6%	76	9%
PGE or Portland General Electric	5	6%	106	23%	3	4%	20	10%	135	16%
Pacific Power or PacifiCorp	11	13%	11	2%	24	26%	26	13%	72	9%

continued

2014 Oregon Residential Awareness and Perception Study

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Northwest Natural	1	1%	32	7%	1	1%	21	11%	55	7%
Cascade Natural Gas	3	4%	1	0%	0	0%	2	1%	6	1%
Other utilities	5	6%	7	2%	8	8%	12	6%	32	4%
ENERGY STAR	0	0%	6	1%	0	0%	3	1%	9	1%
Clean Energy Works	1	1%	4	1%	0	0%	1	0%	6	1%
Contractors	0	0%	1	0%	0	0%	0	0%	1	0%
Federal government	0	0%	2	0%	0	0%	2	1%	4	0%
Oregon state government or Oregon DOE	3	3%	5	1%	1	1%	4	2%	12	1%
Local government/my town	2	2%	3	1%	2	2%	7	3%	14	2%
Other	7	8%	17	4%	2	2%	4	2%	29	3%
Don't know	4	5%	28	6%	8	8%	15	8%	55	7%
Refused	0	0%	0	0%	0	0%	0	0%	0	0%
Total	86	100%	463	100%	94	100%	198	100%	841	100%

Coded open-ended answers. Source Q1R_1 - Q1R_16

2014 Oregon Residential Awareness and Perception Study

Table C-7: How Much Respondents Know About Energy Related Organizations (On a Scale from 1 – Nothing at All to 5 – A Great Deal)

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	MEAN	STANDARD DEVIATION	MEAN	STANDARD DEVIATION	MEAN	STANDARD DEVIATION	MEAN	STANDARD DEVIATION	MEAN	STANDARD DEVIATION
Energy Trust of Oregon	2.05	1.33	2.20	1.40	1.91	1.30	2.01	1.32	2.11	1.37
ENERGY STAR	2.15	1.39	2.11	1.29	1.85	1.19	2.22	1.39	2.11	1.32
Clean Energy Works	1.29	.86	1.34	.82	1.25	.75	1.33	.81	1.32	.81
PGE (Among PGE Customers)	3.51	1.34	3.84	1.23	2.20	1.34	3.86	1.37	3.82	1.26
Pacific Power (Among Pacific Power Customers)	3.63	1.45	3.28	1.43	3.84	1.32	3.58	1.36	3.61	1.39
NW Natural (Among NW Natural Customers)	3.30	1.55	3.44	1.35	2.90	1.47	3.60	1.43	3.48	1.38
Cascade Natural Gas (Among Cascade Natural Gas Customers)	3.68	1.34	1.00	0.00			1.00	0.00	3.42	1.51

'Don't Know' responses and refusals to answer were excluded from mean and standard deviation calculation. Source Q2_1 – Q2_7

2014 Oregon Residential Awareness and Perception Study

Table C-8: How Much Respondents Know About Energy Related Organizations (On a Scale from 1 – Nothing at All to 5 – A Great Deal)

		REGION									
		EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
		COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Energy Trust of Oregon	Little Knowledge (1-2)	56	65%	290	62%	71	76%	139	70%	555	66%
	Moderate Knowledge (3)	17	19%	72	15%	6	7%	29	15%	123	15%
	A lot of Knowledge (4-5)	13	15%	98	21%	16	17%	28	14%	155	18%
	Don't Know	1	1%	4	1%	1	1%	3	1%	8	1%
	Refused	0	0%	0	0%	0	0%	0	0%	0	0%
	Total	86	100%	463	100%	94	100%	198	100%	841	100%
ENERGY STAR	Little Knowledge (1-2)	55	64%	301	65%	66	70%	117	59%	539	64%
	Moderate Knowledge (3)	14	16%	83	18%	16	17%	40	20%	153	18%
	A lot of Knowledge (4-5)	17	20%	77	17%	10	10%	37	18%	141	17%
	Don't Know	0	0%	2	1%	2	2%	4	2%	8	1%
	Refused	0	0%	0	0%	0	0%	0	0%	0	0%
	Total	86	100%	463	100%	94	100%	198	100%	841	100%

continued

2014 Oregon Residential Awareness and Perception Study

		REGION									
		EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
		COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Clean Energy Works	Little Knowledge (1-2)	76	89%	416	90%	84	90%	173	88%	750	89%
	Moderate Knowledge (3)	4	4%	25	5%	3	3%	14	7%	46	5%
	A lot of Knowledge (4-5)	3	4%	19	4%	3	3%	6	3%	31	4%
	Don't Know	3	3%	4	1%	4	4%	4	2%	14	2%
	Refused	0	0%	0	0%	0	0%	0	0%	0	0%
	Total	86	100%	463	100%	94	100%	198	100%	841	100%
PGE (Among PGE Customers)	Little Knowledge (1-2)	3	28%	57	14%	3	60%	16	17%	78	15%
	Moderate Knowledge (3)	2	16%	96	24%	1	20%	13	14%	111	22%
	A lot of Knowledge (4-5)	6	56%	247	62%	1	20%	62	68%	315	62%
	Don't Know	0	0%	1	0%	0	0%	0	0%	1	0%
	Refused	0	0%	0	0%	0	0%	0	0%	0	0%
	Total	10	100%	400	100%	4	100%	91	100%	506	100%
Pacific Power (Among Pacific Power Customers)	Little Knowledge (1-2)	16	25%	19	35%	17	19%	17	22%	69	24%
	Moderate Knowledge (3)	9	14%	10	19%	14	15%	18	23%	50	18%
	A lot of Knowledge (4-5)	36	58%	25	46%	57	64%	41	54%	160	56%
	Don't Know	2	3%	0	0%	1	1%	1	1%	4	1%
	Refused	0	0%	0	0%	0	0%	0	0%	0	0%
	Total	63	100%	55	100%	88	100%	76	100%	283	100%

continued

2014 Oregon Residential Awareness and Perception Study

		REGION									
		EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
		COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
NW Natural (Among NW Natural Customers)	Little Knowledge (1-2)	3	34%	61	24%	2	26%	31	24%	96	25%
	Moderate Knowledge (3)	2	21%	69	28%	1	13%	25	20%	96	25%
	A lot of Knowledge (4-5)	4	45%	118	47%	3	43%	69	55%	193	50%
	Don't Know	0	0%	2	1%	1	17%	1	1%	4	1%
	Refused	0	0%	0	0%	0	0%	0	0%	0	0%
Total		8	100%	249	100%	6	100%	126	100%	390	100%
Cascade Natural Gas (Among Cascade Natural Customers)	Little Knowledge (1-2)	7	20%	1	100%	0	0%	3	100%	11	27%
	Moderate Knowledge (3)	9	26%	0	0%	0	0%	0	0%	9	23%
	A lot of Knowledge (4-5)	19	53%	0	0%	0	0%	0	0%	19	48%
	Don't Know	1	2%	0	0%	0	0%	0	0%	1	1%
	Refused	0	0%	0	0%	0	0%	0	0%	0	0%
Total		37	100%	1	100%	0	0%	3	100%	41	100%

Recoded into bins. Source: Q2_1_R –Q2_7_R

2014 Oregon Residential Awareness and Perception Study

Table C-9: How Much Respondents Know About Energy Related Organizations (On a Scale from 1 – Nothing at All to 5 – A Great Deal)

		REGION									
		EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
		COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Energy Trust*	Nothing at All (1, Don't Know)	45	53%	224	48%	53	56%	103	52%	425	51%
	At least something (2-5)	41	47%	239	52%	41	44%	95	48%	416	49%
	Total	86	100%	463	100%	94	100%	198	100%	841	100%
ENERGY STAR	Nothing at All (1, Don't Know)	44	51%	221	48%	56	60%	96	49%	417	50%
	At least something (2-5)	42	49%	242	52%	38	40%	102	51%	424	50%
	Total	86	100%	463	100%	94	100%	198	100%	841	100%
Clean Energy Works	Nothing at All (1, Don't Know)	74	86%	377	81%	81	86%	163	82%	695	83%
	At least something (2-5)	12	14%	87	19%	13	14%	35	18%	146	17%
	Total	86	100%	463	100%	94	100%	198	100%	841	100%
PGE (Among PGE Customers)	Nothing at All (1, Don't Know)	1	6%	25	6%	2	40%	11	12%	38	7%
	At least something (2-5)	9	94%	375	94%	3	60%	81	88%	468	93%
	Total	10	100%	400	100%	4	100%	91	100%	506	100%

continued

2014 Oregon Residential Awareness and Perception Study

		REGION									
		EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
		COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Pacific Power (Among Pacific Power Customers)	Nothing at All (1, Don't Know)	9	15%	7	13%	7	8%	9	12%	33	12%
	At least something (2-5)	53	85%	48	87%	81	92%	67	88%	250	88%
	Total	63	100%	55	100%	88	100%	76	100%	283	100%
NW Natural (Among NW Natural Customers)	Nothing at All (1, Don't Know)	1	14%	29	12%	3	43%	16	13%	48	12%
	At least something (2-5)	7	86%	221	88%	4	57%	110	87%	341	88%
	Total	8	100%	249	100%	6	100%	126	100%	390	100%
Cascade Natural gas (Among Cascade Natural Customers)	Nothing at All (1, Don't Know)	3	9%	1	100%	0	0%	3	100%	7	18%
	At least something (2-5)	33	91%	0	0%	0	0%	0	0%	33	82%
	Total	37	100%	1	100%	0	0%	3	100%	41	100%

Recoded to determine 'awareness', those that said they knew something about Energy Trust but did not know any of Energy Trust's services were recoded to 'nothing at all'.
Source: Q2_1R2 – Q2_7R2

* For those that said 'Don't Know' to how much they know about Energy Trust, they were considered to know 'nothing at all' unless they were aware of one or more of Energy Trust's specific services.

2014 Oregon Residential Awareness and Perception Study

Table C-10: Favorability of Energy Related Organizations (On a Scale from 1 – Very Unfavorable to 5 – Very Favorable, Among those that are Aware of the Organization)

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	MEAN	STANDARD DEVIATION	MEAN	STANDARD DEVIATION	MEAN	STANDARD DEVIATION	MEAN	STANDARD DEVIATION	MEAN	STANDARD DEVIATION
Energy Trust of Oregon	3.58	1.33	3.34	1.33	3.69	1.33	3.41	1.31	3.41	1.32
ENERGY STAR	3.28	1.28	3.31	1.19	3.47	1.28	3.45	1.27	3.36	1.22
PGE	3.80	1.01	3.85	1.08	2.50	2.36	3.99	1.15	3.87	1.09
Pacific Power	3.65	1.22	3.58	1.18	3.84	1.15	3.91	1.05	3.77	1.15
NW Natural	3.53	1.44	3.76	1.08	3.08	.85	4.00	1.08	3.82	1.09
Cascade Natural	3.74	1.27	N/A	N/A	N/A	N/A	N/A	N/A	3.74	1.27

'Don't know', 'No opinion' responses and refusals to answer were excluded from mean and standard deviation calculation. Source Q3_1 – Q3_6.

2014 Oregon Residential Awareness and Perception Study

Table C-11: Favorability of Energy Related Organizations (On a Scale from 1 – Very Unfavorable to 5 – Very Favorable, Among those that are Aware of the Organization)

		REGION									
		EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
		COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Energy Trust of Oregon	Low Favorability	8	20%	63	26%	7	18%	22	23%	100	24%
	Moderate Favorability	6	14%	53	22%	9	21%	25	26%	92	22%
	High Favorability	20	49%	105	44%	20	50%	39	41%	184	44%
	No Opinion	4	10%	15	6%	4	9%	5	5%	28	7%
	Don't Know	3	7%	3	1%	1	2%	5	5%	11	3%
	Refused	0	0%	0	0%	0	0%	0	0%	0	0%
	Total	41	100%	239	100%	41	100%	95	100%	416	100%
ENERGY STAR	Low Favorability	10	23%	52	21%	6	15%	20	19%	88	20%
	Moderate Favorability	10	23%	82	33%	11	29%	26	25%	129	30%
	High Favorability	17	40%	97	40%	16	40%	45	43%	175	40%
	No Opinion	3	7%	8	3%	2	5%	6	6%	19	4%
	Don't Know	3	6%	6	2%	5	12%	8	8%	21	5%
	Refused	0	0%	0	0%	0	0%	1	1%	1	0%
	Total	42	100%	244	100%	40	100%	106	100%	432	100%

continued

2014 Oregon Residential Awareness and Perception Study

		REGION									
		EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
		COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Favorability towards: PGE	Low Favorability	1	6%	34	9%	1	33%	10	12%	45	10%
	Moderate Favorability	2	24%	108	29%	0	0%	12	14%	122	26%
	High Favorability	7	70%	231	61%	1	33%	58	73%	297	63%
	No Opinion	0	0%	1	0%	1	33%	1	1%	3	1%
	Don't Know	0	0%	2	0%	0	0%	0	0%	2	0%
	Refused	0	0%	0	0%	0	0%	0	0%	0	0%
	Total	9	100%	376	100%	3	100%	81	100%	469	100%
Favorability towards: Pacific Power	Low Favorability	8	15%	10	21%	9	11%	6	9%	34	13%
	Moderate Favorability	17	32%	9	18%	18	22%	17	25%	61	24%
	High Favorability	28	51%	24	50%	52	64%	43	63%	147	58%
	No Opinion	1	2%	4	8%	3	3%	0	0%	8	3%
	Don't Know	1	1%	2	3%	0	0%	1	1%	3	1%
	Refused	0	0%	0	0%	0	0%	1	1%	1	0%
	Total	55	100%	48	100%	82	100%	68	100%	254	100%

continued

2014 Oregon Residential Awareness and Perception Study

		REGION									
		EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
		COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Favorability towards: NW Natural	Low Favorability	1	14%	25	11%	1	18%	8	8%	35	10%
	Moderate Favorability	3	36%	67	30%	2	36%	26	23%	98	28%
	High Favorability	3	49%	124	56%	1	23%	72	65%	201	58%
	No Opinion	0	0%	3	1%	1	23%	3	2%	7	2%
	Don't Know	0	0%	3	1%	0	0%	1	1%	4	1%
	Refused	0	0%	0	0%	0	0%	1	1%	1	0%
	Total		7	100%	222	100%	5	100%	111	100%	345
Favorability towards: Cascade Natural	Low Favorability	5	15%	0	0%	0	0%	0	0%	5	15%
	Moderate Favorability	7	22%	0	0%	0	0%	0	0%	7	22%
	High Favorability	21	62%	0	0%	0	0%	0	0%	21	62%
	No Opinion	1	2%	0	0%	0	0%	0	0%	1	2%
	Don't Know	0	0%	0	0%	0	0%	0	0%	0	0%
	Refused	0	0%	0	0%	0	0%	0	0%	0	0%
	Total		34	100%	0	0%	0	0%	0	0%	34

Only asked of those that were aware of the organization (2-5 on a scale of 1- Knows Nothing at All and 5 – Knows a Great Deal). Those that answered 'Don't Know' to how much they knew about an organization also were also included in this question. However for those that said 'Don't Know' to how much they know about Energy Trust, were considered to know 'nothing at all' unless they were aware of one or more of Energy Trust's specific services, and they're favorability answers were excluded. Source Q3_1_R – Q3_6_R.

2014 Oregon Residential Awareness and Perception Study

Table C-12: Home Improvements Currently Undertaking or Planning to Make

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
A kitchen remodel	3	3%	17	4%	6	6%	3	1%	28	3%
A bathroom remodel	3	3%	15	3%	5	6%	4	2%	27	3%
A multiple room remodel	1	1%	10	2%	4	4%	3	1%	17	2%
A room addition	0	0%	3	1%	0	0%	0	0%	3	0%
Basement finishing	0	0%	2	0%	1	1%	0	0%	3	0%
A window or outside door replacement	8	9%	41	9%	10	10%	18	9%	77	9%
Property damage repair	1	1%	4	1%	2	2%	5	3%	12	1%
Insulation upgrades	6	7%	34	7%	9	9%	15	8%	65	8%
A new appliance purchase	3	3%	39	8%	9	9%	17	9%	67	8%
Refurbishing, such as painting, small repairs, etc.	6	7%	23	5%	2	2%	9	5%	40	5%
Electricals and plumbing	2	2%	27	6%	9	9%	13	7%	51	6%
Deck or outdoor improvement	3	3%	16	3%	7	8%	5	3%	31	4%
No plan	54	63%	278	60%	48	51%	115	58%	494	59%
Roof	0	0%	5	1%	3	3%	1	0%	8	1%
Solar Upgrade	3	3%	8	2%	5	5%	8	4%	24	3%
Lighting	1	1%	7	1%	2	2%	3	2%	13	2%
HVAC	4	4%	9	2%	3	4%	9	4%	25	3%

continued

2014 Oregon Residential Awareness and Perception Study

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Water Heater	1	1%	2	0%	2	2%	2	1%	7	1%
Other	1	1%	8	2%	2	3%	3	1%	14	2%
Don't know	1	1%	7	1%	1	1%	3	2%	12	1%
Refused	0	0%	0	0%	0	0%	0	0%	0	0%
Total	86	100%	463	100%	94	100%	198	100%	841	100%

Coded from open-ends. Source Q4R_1 – Q4R_21

Table C-13: Primary Sources of Information when Considering Home Improvement Projects

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Newspaper	4	5%	22	5%	5	5%	10	5%	41	5%
Radio	2	2%	5	1%	2	2%	4	2%	14	2%
TV	9	11%	34	7%	13	14%	19	10%	76	9%
Online	31	36%	211	45%	41	44%	89	45%	371	44%
Angie's List	0	0%	13	3%	2	2%	2	1%	18	2%
Friends, family, co-worker	20	24%	106	23%	21	23%	52	26%	200	24%
Contractors	9	10%	29	6%	10	10%	21	10%	68	8%
Home improvement stores	14	16%	63	14%	18	20%	35	18%	130	16%

continued

2014 Oregon Residential Awareness and Perception Study

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Magazines	2	3%	19	4%	5	5%	15	8%	41	5%
Consumer reports	5	6%	9	2%	2	2%	4	2%	21	2%
Books	2	2%	13	3%	5	6%	9	4%	28	3%
Personal/ Professional knowledge	2	2%	16	3%	0	0%	12	6%	30	4%
Other	3	4%	12	3%	3	3%	9	4%	27	3%
Not applicable	10	12%	75	16%	9	10%	20	10%	113	13%
Don't know	6	7%	22	5%	7	8%	6	3%	41	5%
Refused	0	0%	2	0%	0	0%	0	0%	2	0%
None	11	13%	60	13%	10	11%	35	18%	117	14%
Total	86	100%	463	100%	94	100%	198	100%	841	100%

Coded from open-ends. Source Q5R_1 – Q5R_17

2014 Oregon Residential Awareness and Perception Study

Table C-14: Influence of Potential Benefits on Decision to Upgrade Energy Efficiency in Home (On a Scale from 1 – Not at All Influential to 5 – Extremely Influential)

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	MEAN	STANDARD DEVIATION	MEAN	STANDARD DEVIATION	MEAN	STANDARD DEVIATION	MEAN	STANDARD DEVIATION	MEAN	STANDARD DEVIATION
Increased comfort	3.92	1.24	3.92	1.20	4.01	1.23	3.81	1.25	3.91	1.22
Positive environmental impacts	3.75	1.34	3.83	1.27	3.80	1.38	3.72	1.33	3.79	1.30
Lower energy bills	4.50	.94	4.30	1.12	4.51	1.02	4.25	1.22	4.33	1.11
Availability of incentives	3.82	1.30	3.66	1.37	3.92	1.34	3.82	1.26	3.74	1.34
Increased value of your home	3.67	1.40	3.41	1.52	3.68	1.49	3.56	1.43	3.51	1.48
Avoided wasted energy	3.92	1.22	3.95	1.19	3.95	1.28	3.96	1.23	3.95	1.21
Improved health and safety	3.99	1.28	3.82	1.38	3.97	1.40	3.83	1.28	3.86	1.35

'Don't know' responses and refusals to answer were excluded from mean and standard deviation calculation. Source Q6_1 – Q6_7.

2014 Oregon Residential Awareness and Perception Study

Table C-15: Influence of Potential Benefits on Decision to Upgrade Energy Efficiency in Home (On a Scale from 1 – Not at All Influential to 5 – Extremely Influential)

		REGION									
		EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
		COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Increased comfort	Low Influence (1-2)	11	13%	56	12%	12	13%	30	15%	110	13%
	Moderate Influence (3)	15	17%	87	19%	15	16%	36	18%	153	18%
	High Influence (4-5)	57	66%	315	68%	65	69%	130	65%	566	67%
	Don't Know	3	4%	4	1%	1	1%	1	0%	9	1%
	Refused	0	0%	1	0%	1	1%	1	0%	3	0%
	Total	86	100%	463	100%	94	100%	198	100%	841	100%
Positive environmental impacts	Low Influence (1-2)	15	18%	65	14%	18	19%	38	19%	136	16%
	Moderate Influence (3)	16	18%	98	21%	12	13%	41	21%	168	20%
	High Influence (4-5)	50	59%	292	63%	58	62%	118	59%	518	62%
	Don't Know	4	5%	9	2%	5	6%	0	0%	19	2%
	Refused	0	0%	0	0%	0	0%	1	0%	1	0%
	Total	86	100%	463	100%	94	100%	198	100%	841	100%

continued

2014 Oregon Residential Awareness and Perception Study

		REGION									
		EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
		COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Lower energy bills	Low Influence (1-2)	5	5%	41	9%	5	5%	21	11%	72	9%
	Moderate Influence (3)	6	6%	42	9%	9	10%	16	8%	73	9%
	High Influence (4-5)	74	86%	378	82%	76	81%	158	80%	686	82%
	Don't Know	2	2%	2	0%	3	3%	2	1%	9	1%
	Refused	0	0%	0	0%	0	0%	1	0%	1	0%
	Total	86	100%	463	100%	94	100%	198	100%	841	100%
Availability of incentives	Low Influence (1-2)	13	15%	90	19%	14	15%	30	15%	147	18%
	Moderate Influence (3)	15	17%	99	21%	13	14%	38	19%	164	20%
	High Influence (4-5)	56	65%	273	59%	65	70%	128	65%	522	62%
	Don't Know	3	3%	1	0%	1	1%	1	0%	6	1%
	Refused	0	0%	0	0%	0	0%	1	0%	1	0%
	Total	86	100%	463	100%	94	100%	198	100%	841	100%

continued

2014 Oregon Residential Awareness and Perception Study

		REGION									
		EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
		COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Increased value of your home	Low Influence (1-2)	17	20%	118	25%	19	20%	42	21%	196	23%
	Moderate Influence (3)	15	17%	86	19%	17	18%	42	21%	160	19%
	High Influence (4-5)	51	59%	236	51%	54	58%	107	54%	449	53%
	Don't Know	3	3%	23	5%	4	4%	5	3%	35	4%
	Refused	0	0%	0	0%	0	0%	2	1%	2	0%
	Total	86	100%	463	100%	94	100%	198	100%	841	100%
Avoided wasted energy	Low Influence (1-2)	11	13%	50	11%	15	16%	25	13%	101	12%
	Moderate Influence (3)	14	16%	91	20%	9	10%	31	16%	145	17%
	High Influence (4-5)	59	69%	318	69%	67	72%	139	70%	583	69%
	Don't Know	2	3%	5	1%	2	2%	1	0%	11	1%
	Refused	0	0%	0	0%	0	0%	2	1%	2	0%
	Total	86	100%	463	100%	94	100%	198	100%	841	100%

continued

2014 Oregon Residential Awareness and Perception Study

		REGION									
		EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
		COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Improved health and safety	Low Influence (1-2)	10	12%	84	18%	16	18%	30	15%	140	17%
	Moderate Influence (3)	14	16%	74	16%	10	11%	37	19%	135	16%
	High Influence (4-5)	60	69%	303	65%	62	66%	129	65%	553	66%
	Don't Know	2	2%	3	1%	5	6%	1	1%	11	1%
	Refused	0	0%	0	0%	0	0%	1	0%	1	0%
Total		86	100%	463	100%	94	100%	198	100%	841	100%

Recoded into bins. Source: Q6_1_R – Q6_7_R

2014 Oregon Residential Awareness and Perception Study

Table C-16: Influence of Potential Barriers on Decision to Upgrade Energy Efficiency in Home (On a Scale from 1 – Not at All Influential to 5 – Extremely Influential)

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	MEAN	STANDARD DEVIATION	MEAN	STANDARD DEVIATION	MEAN	STANDARD DEVIATION	MEAN	STANDARD DEVIATION	MEAN	STANDARD DEVIATION
Other things take priority	3.51	1.39	3.31	1.47	3.35	1.50	3.31	1.40	3.33	1.45
Cost of EE products or improvements	3.77	1.36	3.39	1.47	3.77	1.29	3.68	1.33	3.54	1.41
Time involved	2.70	1.43	2.42	1.36	2.64	1.40	2.71	1.43	2.54	1.39
Knowledge about what to do	2.88	1.43	2.77	1.45	2.92	1.49	2.71	1.42	2.79	1.44
Home is already EE	3.12	1.47	2.92	1.49	2.93	1.49	3.08	1.38	2.98	1.46
Uncertainty about energy cost savings	2.98	1.40	2.65	1.38	2.90	1.38	2.79	1.28	2.74	1.36

'Don't know' responses and refusals to answer were excluded from mean and standard deviation calculation. Source Q7_1 – Q7_6.

2014 Oregon Residential Awareness and Perception Study

Table C-17: Influence of Potential Barriers on Decision to Upgrade Energy Efficiency in Home (On a Scale from 1 – Not at All Influential to 5 – Extremely Influential)

		REGION									
		EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
		COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Other priorities	Low Influence	16	19%	124	27%	28	30%	47	24%	216	26%
	Moderate Influence	20	23%	117	25%	18	19%	53	27%	208	25%
	High Influence	43	50%	209	45%	45	48%	90	46%	388	46%
	Don't Know	7	8%	12	3%	2	2%	4	2%	25	3%
	Refused	0	0%	0	0%	0	0%	3	2%	3	0%
	Total	86	100%	463	100%	94	100%	198	100%	841	100%
Cost of energy efficient products or improvements	Low Influence	15	18%	127	27%	15	16%	32	16%	188	22%
	Moderate Influence	16	18%	88	19%	18	19%	45	23%	166	20%
	High Influence	52	61%	241	52%	56	60%	116	59%	466	55%
	Don't Know	3	3%	6	1%	5	5%	4	2%	18	2%
	Refused	0	0%	2	0%	0	0%	2	1%	3	0%
	Total	86	100%	463	100%	94	100%	198	100%	841	100%
Time involved	Low Influence	34	40%	238	51%	42	45%	87	44%	401	48%
	Moderate Influence	22	25%	119	26%	21	22%	47	24%	209	25%
	High Influence	24	28%	96	21%	27	29%	55	28%	203	24%
	Don't Know	6	7%	9	2%	4	4%	5	3%	24	3%
	Refused	0	0%	1	0%	0	0%	3	2%	4	0%
	Total	86	100%	463	100%	94	100%	198	100%	841	100%

continued

2014 Oregon Residential Awareness and Perception Study

		REGION									
		EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
		COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Knowledge about what to do first	Low Influence	32	37%	208	45%	39	41%	88	44%	367	44%
	Moderate Influence	19	22%	101	22%	21	22%	43	22%	184	22%
	High Influence	30	35%	144	31%	32	34%	60	30%	266	32%
	Don't Know	5	6%	10	2%	3	3%	6	3%	23	3%
	Refused	0	0%	0	0%	0	0%	2	1%	2	0%
	Total	86	100%	463	100%	94	100%	198	100%	841	100%
My home is already energy efficient	Low Influence	27	31%	184	40%	35	37%	57	29%	303	36%
	Moderate Influence	21	24%	93	20%	26	27%	58	29%	196	23%
	High Influence	37	43%	171	37%	30	32%	76	38%	315	37%
	Don't Know	2	2%	16	3%	3	3%	5	2%	25	3%
	Refused	0	0%	0	0%	0	0%	2	1%	2	0%
	Total	86	100%	463	100%	94	100%	198	100%	841	100%
Uncertainty about energy cost saving	Low Influence	26	31%	203	44%	38	40%	70	35%	337	40%
	Moderate Influence	23	26%	125	27%	22	24%	71	36%	241	29%
	High Influence	30	34%	120	26%	31	33%	51	26%	232	28%
	Don't Know	7	9%	13	3%	2	2%	4	2%	27	3%
	Refused	0	0%	2	1%	0	0%	2	1%	4	0%
	Total	86	100%	463	100%	94	100%	198	100%	841	100%

Recoded into bins. Source: Q7_1_R -Q7_6_R

2014 Oregon Residential Awareness and Perception Study

Table C-18: Taken Steps in past 12 Months to Reduce Energy Use in Home

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Yes	53	62%	285	62%	71	76%	134	68%	544	65%
No	32	38%	176	38%	22	24%	64	32%	295	35%
Don't Know	0	0%	1	0%	0	0%	0	0%	1	0%
Refused	1	1%	0	0%	0	0%	0	0%	1	0%
Total	86	100%	463	100%	94	100%	198	100%	841	100%

Source: Q8.

Table C-19: Likelihood of Reducing Energy Consumption in Next 12 Months

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Very likely	26	30%	146	31%	36	38%	62	31%	269	32%
Somewhat likely	35	41%	165	36%	33	35%	75	38%	308	37%
Not very likely	10	12%	69	15%	13	14%	27	14%	120	14%
Not at all likely	14	17%	79	17%	10	10%	32	16%	135	16%
Don't Know	0	0%	4	1%	2	2%	2	1%	8	1%
Refused	1	1%	0	0%	0	0%	0	0%	1	0%
Total	86	100%	463	100%	94	100%	198	100%	841	100%

Source: Q9.

2014 Oregon Residential Awareness and Perception Study

Table C-20: Awareness of Energy Trust Service Offerings (Among those Aware of Energy Trust)

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Home Energy Audits	27	67%	149	62%	18	44%	49	51%	243	58%
Incentives for purchasing EE appliances	34	83%	164	68%	26	63%	59	62%	282	68%
Incentives for purchasing EE heating systems or water heater	29	71%	152	64%	21	52%	52	54%	253	61%
Incentives for installing insulation or sealing air leaks	24	60%	115	48%	16	38%	43	45%	198	48%
Incentives for installing solar electric systems or solar hot water systems	22	55%	118	50%	14	34%	43	45%	198	48%
Incentives to have old refrigerators or freezers recycled	33	81%	158	66%	27	66%	58	61%	276	66%
Free Energy Saver Kits	29	71%	139	58%	26	63%	51	53%	244	59%

continued

2014 Oregon Residential Awareness and Perception Study

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Online information about how to make homes EE	27	68%	155	65%	22	54%	55	58%	260	62%
Business: cash incentives and expertise	15	36%	66	28%	8	21%	17	18%	107	26%
Business: Solar incentives	12	29%	57	24%	11	27%	16	16%	95	23%
Aware of no services	1	4%	20	8%	2	6%	11	12%	35	8%
Total	41	100%	239	100%	41	100%	95	100%	416	100%

Only asked of those that were aware Energy Trust (2-5 on a scale of 1- Knows Nothing at All and 5 – Knows a Great Deal). Those that said 'Don't Know' to how much they know about Energy Trust, were considered to know 'nothing at all' unless they were aware of one or more of Energy Trust's specific services, and their awareness of services answers were excluded. Source Q10_1_R – Q10_10_R.

2014 Oregon Residential Awareness and Perception Study

Table C-21: How Well Statement Describe Energy Trust (On a Scale from 1 – Not at All to 5 – Extremely Well, Among Those Aware of Energy Trust)

		REGION									
		EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
		COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Energy Trust makes EE more affordable	Does not Describe Energy Trust Well (1-2)	6	14%	46	19%	14	34%	15	16%	81	19%
	Neutral (3)	13	31%	67	28%	8	20%	29	30%	117	28%
	Described Energy Trust Well (4-5)	21	50%	120	50%	17	42%	48	50%	206	50%
	Don't Know	2	4%	5	2%	1	2%	3	3%	11	3%
	Refused	0	0%	0	0%	1	2%	0	0%	1	0%
	Total	41	100%	239	100%	41	100%	95	100%	416	100%
Energy Trust is the best source of information on EE products and services	Disagree (1-2)	4	11%	48	20%	12	30%	18	19%	83	20%
	Neutral (3)	16	39%	80	33%	13	32%	33	35%	142	34%
	Agree (4-5)	20	49%	103	43%	16	38%	37	39%	176	42%
	Don't Know	1	2%	7	3%	0	0%	7	7%	14	3%
	Refused	0	0%	1	0%	0	0%	0	0%	1	0%
	Total	41	100%	239	100%	41	100%	95	100%	416	100%

continued

2014 Oregon Residential Awareness and Perception Study

		REGION									
		EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
		COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Energy Trust helps reduce energy costs	Disagree (1-2)	3	8%	39	16%	6	15%	11	12%	60	14%
	Neutral (3)	9	23%	52	22%	6	15%	22	23%	90	22%
	Agree (4-5)	26	65%	143	60%	26	64%	59	62%	254	61%
	Don't Know	2	4%	4	1%	2	6%	3	3%	11	3%
	Refused	0	0%	1	0%	0	0%	0	0%	1	0%
	Total	41	100%	239	100%	41	100%	95	100%	416	100%
Energy Trust is a credible information source about renewable energy	Disagree (1-2)	3	8%	28	12%	7	17%	10	10%	48	11%
	Neutral (3)	9	23%	48	20%	13	33%	18	19%	88	21%
	Agree (4-5)	26	65%	159	66%	19	48%	64	67%	269	65%
	Don't Know	2	5%	4	1%	1	2%	3	3%	10	2%
	Refused	0	0%	1	1%	0	0%	0	0%	1	0%
	Total	41	100%	239	100%	41	100%	95	100%	416	100%
Energy Trust is an organization you trust	Disagree (1-2)	5	12%	34	14%	10	24%	15	16%	64	15%
	Neutral (3)	7	17%	57	24%	10	24%	25	26%	98	24%
	Agree (4-5)	27	66%	138	58%	19	48%	52	55%	237	57%
	Don't Know	2	5%	9	4%	2	4%	3	3%	15	4%
	Refused	0	0%	1	1%	0	0%	0	0%	1	0%
	Total	41	100%	239	100%	41	100%	95	100%	416	100%

Only asked of those that were aware Energy Trust (2-5 on a scale of 1- Knows Nothing at All and 5 – Knows a Great Deal). Those that said 'Don't Know' to how much they know about Energy Trust, were considered to know 'nothing at all' unless they were aware of one or more of Energy Trust's specific services, and their answers were excluded. Source Q11_1_R– Q11_10_R.

2014 Oregon Residential Awareness and Perception Study

Table C-22: Have Received Services from Energy Trust (Among Those Aware of Energy Trust)

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Yes*	16	39%	99	41%	14	35%	34	36%	164	39%
No	24	58%	134	56%	25	62%	57	60%	240	58%
Don't Know	1	3%	5	2%	1	2%	4	4%	11	3%
Refused	0	0%	0	0%	0	0%	0	0%	0	0%
Total	41	100%	239	100%	41	100%	95	100%	416	100%

Only asked of those that were aware Energy Trust (2-5 on a scale of 1- Knows Nothing at All and 5 – Knows a Great Deal). Those that said 'Don't Know' to how much they know about Energy Trust, were considered to know 'nothing at all' unless they were aware of one or more of Energy Trust's specific services, and their answers were excluded. Source: Q12R.

* Those that answered 'Yes' were recoded to "No" if they had not received any of the known Energy Trust services (Q13).

Table C-23: Specific Energy Trust Services Received

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Home energy audit or review	6	40%	47	47%	6	39%	15	42%	74	45%
Incentive for installing EE or solar equipment, appliances, recycling refrigerator	10	66%	63	64%	12	80%	21	62%	107	65%
Energy Saver Kit	12	76%	60	61%	8	53%	21	60%	101	62%

continued

2014 Oregon Residential Awareness and Perception Study

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Business made energy improvement with help from Energy Trust	3	17%	21	21%	3	21%	6	17%	32	20%
Other	1	7%	2	2%	1	5%	2	5%	6	4%
Don't Know	0	0%	0	0%	0	0%	0	0%	0	0%
Total	16	100%	99	100%	14	100%	34	100%	164	100%

Only those that received Energy Trust Services were asked. Those that answered 'No' to all Energy Trust services were excluded. Source: Q13_1R – Q13_96R.

Table C-24: Satisfaction with Energy Trust (on a scale of 1 - Not at all Satisfied, to 5 - Very Satisfied)

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	MEAN	STANDARD DEVIATION	MEAN	STANDARD DEVIATION	MEAN	STANDARD DEVIATION	MEAN	STANDARD DEVIATION	MEAN	STANDARD DEVIATION
Satisfaction Rating	4.34	1.01	4.36	.80	4.37	1.00	4.50	.88	4.39	.85

Only asked of those that received known Energy Trust services. "Don't Know" responses and those that refused to answer were excluded. Source Q14.

2014 Oregon Residential Awareness and Perception Study

Table C-25: Satisfaction with Energy Trust Services (On a Scale from 1 – Not at All Satisfied to 5 – Very Satisfied)

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Low Satisfaction (1-2)	1	7%	1	1%	1	7%	2	5%	5	3%
Moderate Satisfaction (3)	1	3%	17	17%	2	14%	4	10%	23	14%
High Satisfaction (4-5)	14	90%	81	82%	11	79%	29	85%	136	83%
Don't Know	0	0%	0	0%	0	0%	0	0%	0	0%
Refused	0	0%	0	0%	0	0%	0	0%	0	0%
Total	16	100%	99	100%	14	100%	34	100%	164	100%

Binned responses. Only asked of those that received known Energy Trust services. Source Q14R.

Table C-26: Likelihood of Taking Advantage of Energy Trust Services

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Very likely	11	13%	64	14%	13	14%	17	9%	105	13%
Somewhat likely	31	36%	144	31%	36	38%	75	38%	285	34%
Not very likely	22	25%	124	27%	17	19%	57	29%	220	26%
Not at all likely	17	19%	105	23%	25	27%	43	22%	189	22%
Don't Know	4	5%	22	5%	3	3%	6	3%	34	4%
Refused	2	2%	5	1%	0	0%	1	1%	7	1%
Total	86	100%	463	100%	94	100%	198	100%	841	100%

Those who knew little of Energy Trust (answered 1, 2, Don't Know or refused to answer Q2_1) were read a brief description of Energy Trust and its services. Source: Q15.

2014 Oregon Residential Awareness and Perception Study

Table C-27: How Respondents Heard about Energy Trust in the Past 12 Months (Among those Aware of Energy Trust)

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
An advertisement	11	28%	85	35%	11	27%	22	23%	130	31%
From your utility	15	36%	45	19%	11	27%	24	25%	95	23%
From a contractor or retailer	5	13%	33	14%	3	6%	9	9%	50	12%
Through social media, like Facebook or Twitter	2	4%	29	12%	0	0%	6	6%	36	9%
Through a news story	4	11%	31	13%	9	23%	8	8%	52	13%
Word of mouth	13	31%	48	20%	4	10%	19	20%	84	20%
Other	5	13%	33	14%	8	19%	16	16%	62	15%
Not applicable	1	1%	9	4%	2	6%	8	8%	20	5%
Don't know	2	5%	14	6%	1	2%	5	5%	22	5%
Refused	11	28%	85	35%	11	27%	22	23%	130	31%
Total	41	100%	239	100%	41	100%	95	100%	416	100%

Only asked of those that were aware Energy Trust (2-5 on a scale of 1- Knows Nothing at All and 5 – Knows a Great Deal). Those that said 'Don't Know' to how much they know about Energy Trust, were considered to know 'nothing at all' unless they were aware of one or more of Energy Trust's specific services, and their answers were excluded. Source Q16_1R – Q16_99R.

2014 Oregon Residential Awareness and Perception Study

Table C-28: How Respondents Heard about Energy Trust in the Past 12 Months (Among those Aware of Energy Trust) - Type of Advertisement

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
TV	6	54%	39	45%	5	48%	10	43%	60	46%
Radio	3	26%	21	25%	1	8%	2	8%	27	21%
Magazine	1	9%	4	5%	1	7%	2	8%	8	6%
Newspaper	1	9%	12	14%	2	18%	4	19%	19	14%
Online	2	15%	11	13%	1	9%	7	33%	21	17%
Billboard	1	5%	3	4%	1	7%	1	7%	6	5%
Other		4%	12	14%	4	35%	3	13%	19	15%
Don't know	1	10%	5	5%	0	0%	1	4%	7	5%
Refused	0	0%	0	0%	0	0%	0	0%	0	0%
Total	11	100%	85	100%	11	100%	22	100%	130	100%

Only asked of those that heard about Energy Trust through an advertisement in the last 12 months. Source Q17_1R – Q17_99R.

2014 Oregon Residential Awareness and Perception Study

Table C-29: How Respondents Heard about Energy Trust in the Past 12 Months (Among those Aware of Energy Trust) - Type of Utility Communication

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Your utility bill insert	13	86%	35	77%	9	83%	19	80%	76	80%
A newsletter from your utility	5	31%	7	17%	3	27%	6	27%	21	23%
Your utility's Facebook page or Twitter	0	0%	2	4%	1	7%	0	0%	3	3%
Your utility's website	2	15%	4	10%	2	18%	2	9%	11	11%
An email from your utility	1	4%	3	7%	1	10%	2	8%	7	7%
From a utility employee	1	4%	0	0%	0	0%	1	4%	2	2%
Other	0	0%	1	2%	0	0%	0	0%	1	1%
Don't know	1	4%	3	7%	0	0%	1	4%	5	5%
Refused	0	0%	0	0%	0	0%	0	0%	0	0%
Total	15	100%	45	100%	11	100%	24	100%	95	100%

Only asked of those that heard about Energy Trust through their utility in the last 12 months. Source Q18_1R – Q18_99R.

2014 Oregon Residential Awareness and Perception Study

Table C-30: How Respondents Heard about Energy Trust in the Past 12 Months (Among those Aware of Energy Trust) - Type of Contractor or Retailer Communication

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
From contractor employee	4	79%	9	29%	1	32%	5	59%	20	40%
On a contractor's website	0	0%	2	7%	0	0%	1	12%	3	6%
At a retail store	1	12%	10	31%	1	38%	2	19%	14	27%
On a retailer's website	0	0%	5	14%	0	0%	0	0%	5	9%
Other	1	10%	2	6%	1	30%	1	10%	4	8%
Don't know	0	0%	3	10%	0	0%	0	0%	3	7%
Refused	0	0%	1	3%	0	0%	0	0%	1	2%
Total	5	100%	33	100%	3	100%	9	100%	50	100%

Only asked of those that heard about Energy Trust through their utility in the last 12 months. Source Q19_1R – Q19_99R.

2014 Oregon Residential Awareness and Perception Study

Table C-31: Most Preferred Communication Method

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Receive an email from them	13	15%	94	20%	17	18%	37	19%	161	19%
Receive postal mail	31	36%	131	28%	26	28%	55	28%	243	29%
Receive an insert in your electric or gas bill	28	32%	108	23%	22	24%	58	29%	216	26%
Follow them on Facebook, Twitter or other social media	1	1%	14	3%	4	4%	8	4%	27	3%
Visit Energy Trust's website	8	10%	80	17%	13	14%	24	12%	125	15%
Other, please specify	1	1%	8	2%	5	6%	5	3%	20	2%
Don't Know	2	2%	16	4%	4	4%	7	3%	29	3%
Refused	3	3%	13	3%	2	2%	5	2%	23	3%
Total	86	100%	463	100%	94	100%	198	100%	841	100%

Source: Q20R

2014 Oregon Residential Awareness and Perception Study

Table C-32: How Many LED Light Bulbs Respondents are Using

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
No, don't have any	35	41%	191	41%	35	37%	75	38%	335	40%
1-5	20	24%	91	20%	20	22%	45	23%	176	21%
6-10	7	8%	80	17%	17	18%	36	18%	140	17%
11-20	11	13%	35	8%	8	9%	21	10%	75	9%
More than 20	7	8%	41	9%	9	9%	12	6%	69	8%
Don't Know	5	6%	25	5%	4	4%	9	4%	42	5%
Refused	1	1%	1	0%	1	1%	1	0%	3	0%
Total	86	100%	463	100%	94	100%	198	100%	841	100%

Source: Q21_R

2014 Oregon Residential Awareness and Perception Study

Table C-33: Year Home was Built

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Before 1970	26	30%	157	34%	24	26%	71	36%	278	33%
1970-1979	12	14%	65	14%	24	26%	29	15%	131	16%
1980-1986	5	6%	21	5%	4	4%	9	5%	40	5%
1987-1992	3	4%	20	4%	8	9%	13	6%	44	5%
1993-2000	9	11%	47	10%	10	11%	20	10%	87	10%
2001-2009	16	19%	46	10%	12	13%	21	11%	95	11%
2010 or later	3	3%	5	1%	1	1%	7	4%	16	2%
Don't Know	10	12%	96	21%	9	9%	26	13%	140	17%
Refused	1	1%	6	1%	1	1%	2	1%	10	1%
Total	86	100%	463	100%	94	100%	198	100%	841	100%

Source: Q22

2014 Oregon Residential Awareness and Perception Study

Table C-34: Tenure

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Less than a year	6	7%	47	10%	7	7%	24	12%	85	10%
1-2 years	9	10%	72	16%	15	16%	28	14%	124	15%
3-5 years	15	18%	83	18%	14	15%	35	18%	147	18%
6-10 years	18	20%	88	19%	16	17%	29	15%	150	18%
More than 10 years	36	41%	165	36%	41	43%	79	40%	320	38%
Don't Know	1	1%	5	1%	0	0%	1	0%	6	1%
Refused	2	2%	3	1%	1	1%	2	1%	8	1%
Total	86	100%	463	100%	94	100%	198	100%	841	100%

Source: Q23

Table C-35: Primary Source of Energy for Space Heating

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Electricity	30	35%	205	44%	49	53%	88	44%	372	44%
Natural gas	42	49%	189	41%	20	22%	86	43%	337	40%
Liquid propane gas, LPG	0	0%	5	1%	3	3%	3	1%	10	1%
Fuel oil, kerosene	1	1%	11	2%	2	2%	3	1%	16	2%
Solar	0	0%	1	0%	1	1%	1	0%	3	0%

continued

2014 Oregon Residential Awareness and Perception Study

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Wood	7	8%	20	4%	12	13%	8	4%	47	6%
Other, please specify	4	4%	9	2%	2	2%	5	2%	19	2%
Don't Know	1	1%	20	4%	3	3%	4	2%	28	3%
Refused	2	2%	4	1%	1	1%	1	0%	8	1%
Total	86	100%	463	100%	94	100%	198	100%	841	100%

Source: Q24_R.

Table C-36: Primary Source of Energy for Water Heating

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Electricity	48	56%	245	53%	67	72%	113	57%	474	56%
Natural gas	34	40%	172	37%	19	20%	75	38%	300	36%
Liquid propane gas, LPG	1	1%	8	2%	3	3%	2	1%	13	2%
Fuel oil, kerosene	0	0%	0	0%	0	0%	0	0%	0	0%
Solar	0	0%	1	0%	1	1%	0	0%	2	0%
Wood	0	0%	0	0%	0	0%	0	0%	0	0%
Other, please specify	0	0%	2	0%	0	0%	3	1%	5	1%
Don't Know	1	1%	31	7%	3	3%	5	2%	39	5%
Refused	2	2%	6	1%	1	1%	0	0%	8	1%
Total	86	100%	463	100%	94	100%	198	100%	841	100%

Source: Q25_R

2014 Oregon Residential Awareness and Perception Study

Table C-37: Square Footage

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Fewer than 500 square feet	3	3%	33	7%	4	4%	4	2%	43	5%
500 to less than 1,000 square feet	9	10%	87	19%	13	14%	31	16%	140	17%
1,000 to less than 1,500 square feet	13	15%	106	23%	19	20%	47	24%	185	22%
1,500 to less than 2,000 square feet	16	19%	74	16%	18	19%	55	28%	164	19%
2,000 to less than 2,500 square feet	16	19%	39	8%	10	11%	18	9%	83	10%
2,500 to less than 3,000 square feet	6	7%	27	6%	7	8%	14	7%	55	7%
More than 3,000 square feet	9	11%	36	8%	7	7%	12	6%	64	8%
Don't Know	12	14%	56	12%	15	16%	17	8%	99	12%
Refused	2	2%	6	1%	1	1%	0	0%	8	1%
Total	86	100%	463	100%	94	100%	198	100%	841	100%

Source: Q26

2014 Oregon Residential Awareness and Perception Study

Table C-38: Number of Adults in Household

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
1.00	16	19%	112	24%	21	22%	38	19%	188	22%
2.00	51	59%	265	57%	57	61%	107	54%	480	57%
3.00	11	13%	47	10%	10	11%	35	18%	103	12%
4.00	5	6%	14	3%	1	1%	10	5%	31	4%
5.00	1	1%	3	1%	3	3%	2	1%	8	1%
6.00	0	0%	4	1%	0	0%	1	1%	5	1%
9.00	0	0%	2	0%	0	0%	0	0%	2	0%
21.00	0	0%	2	0%	0	0%	0	0%	2	0%
Don't Know	2	3%	10	2%	2	2%	4	2%	18	2%
Refused	0	0%	4	1%	0	0%	1	0%	5	1%
Total	86	100%	463	100%	94	100%	198	100%	841	100%

Source: Q27_A

2014 Oregon Residential Awareness and Perception Study

Table C-39: Number of Children in Household

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
.00	54	63%	281	61%	63	67%	125	63%	522	62%
1.00	8	10%	68	15%	10	11%	21	11%	108	13%
2.00	12	14%	71	15%	10	11%	15	8%	109	13%
3.00	3	4%	14	3%	5	5%	19	10%	42	5%
4.00	2	2%	13	3%	0	0%	7	4%	22	3%
5.00	2	3%	1	0%	1	1%	2	1%	7	1%
6.00	0	0%	2	1%	3	3%	2	1%	8	1%
7.00	0	0%	1	0%	0	0%	2	1%	3	0%
8.00	1	1%	0	0%	0	0%	1	1%	2	0%
Don't Know	3	3%	10	2%	2	2%	4	2%	19	2%
Total	86	100%	463	100%	94	100%	198	100%	841	100%

Source: Q27_C.

2014 Oregon Residential Awareness and Perception Study

Table C-40: Education Level

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Less than high school degree	3	3%	14	3%	1	1%	4	2%	22	3%
High school graduate	20	23%	73	16%	18	19%	43	22%	154	18%
Some college – but less than two years of college	11	13%	57	12%	20	21%	26	13%	113	13%
Some college – two years or more/AA degree	18	20%	98	21%	21	22%	39	20%	175	21%
Technical or trade school	2	2%	9	2%	2	2%	2	1%	15	2%
College graduate/ Bachelor's degree, BA, BS	18	21%	113	24%	21	23%	42	21%	194	23%
Postgraduate courses	3	3%	24	5%	3	3%	9	4%	37	4%
Master's degree	8	10%	49	11%	6	7%	23	12%	86	10%
MBA or Law degree	1	1%	2	0%	0	0%	2	1%	4	0%
PhD or MD	1	1%	13	3%	1	1%	4	2%	19	2%
Other, please specify	0	0%	0	0%	0	0%	0	0%	0	0%
Don't Know	0	0%	3	1%	0	0%	3	1%	5	1%
Refused	2	2%	10	2%	2	2%	2	1%	16	2%
Total	86	100%	463	100%	94	100%	198	100%	841	100%

Source: Q28_R

2014 Oregon Residential Awareness and Perception Study

Table C-41: Political Leanings

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Liberal	14	16%	156	34%	18	19%	58	29%	246	29%
Moderate	26	30%	124	27%	22	24%	59	30%	231	27%
Conservative	35	40%	117	25%	36	38%	58	30%	246	29%
Other, please specify	1	1%	11	2%	5	6%	3	2%	20	2%
Don't Know	8	9%	38	8%	5	6%	11	5%	62	7%
Refused	3	3%	17	4%	7	7%	10	5%	36	4%
Total	86	100%	463	100%	94	100%	198	100%	841	100%

Source: Q29

Table C-42: Income

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Less than \$50,000	44	52%	195	42%	41	44%	81	41%	362	43%
\$50,000 to under \$100,000	25	30%	127	27%	32	34%	71	36%	256	30%
\$100,000 or more	8	9%	86	19%	9	9%	26	13%	129	15%
Don't Know	1	1%	16	3%	1	1%	5	3%	23	3%
Refused	8	9%	39	8%	11	12%	14	7%	72	9%
Total	86	100%	463	100%	94	100%	198	100%	841	100%

Source: Q30

2014 Oregon Residential Awareness and Perception Study

Table C-43: Income (Among Respondents with Income Less than \$50,000)

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Less than \$20,000	10	22%	47	24%	10	25%	20	24%	87	24%
\$20,000 to under \$30,000	15	33%	57	29%	12	30%	26	32%	110	30%
\$30,000 to under \$40,000	10	24%	52	26%	7	17%	19	24%	89	24%
\$40,000 to under \$50,000	8	18%	33	17%	10	24%	13	16%	65	18%
Don't Know	1	1%	5	2%	1	3%	3	4%	10	3%
Refused	1	1%	2	1%	0	0%	0	0%	2	1%
Total	44	100%	195	100%	41	100%	81	100%	362	100%

Source: Q31

Table C-44: Income (Among Respondents with Income Between \$50,000 and \$100,000)

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
\$50,000 to under \$60,000	6	23%	38	30%	8	25%	22	31%	74	29%
\$60,000 to under \$75,000	10	39%	39	31%	13	41%	22	31%	84	33%
\$75,000 to under \$100,000	8	31%	45	36%	9	27%	24	34%	87	34%
Don't Know	1	4%	0	0%	1	3%	1	1%	3	1%
Refused	1	2%	5	4%	1	4%	2	3%	8	3%
Total	25	100%	127	100%	32	100%	71	100%	256	100%

Source: Q32

2014 Oregon Residential Awareness and Perception Study

Table C-45: Income (Among Respondents with Income above \$100,000)

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
\$100,000 to under \$150,000	4	55%	52	60%	6	71%	12	49%	75	58%
\$150,000 to under \$200,000	3	39%	17	19%	1	10%	6	25%	27	21%
Over \$200,000	1	7%	14	16%	2	20%	4	15%	20	16%
Don't Know	0	0%	0	0%	0	0%	1	3%	1	1%
Refused	0	0%	4	5%	0	0%	2	7%	6	5%
Total	8	100%	86	100%	9	100%	26	100%	129	100%

Source: Q33

Table C-46: Ethnicity

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
White or Caucasian	76	88%	367	79%	76	81%	168	85%	686	82%
Black or African American	1	1%	17	4%	0	0%	1	1%	19	2%
Latino, Hispanic, or Mexican	2	2%	19	4%	1	1%	7	3%	29	3%
Asian or Pacific Islander	1	1%	11	2%	1	1%	1	1%	14	2%
Native American	1	1%	5	1%	2	2%	1	0%	10	1%
Mixed Race	1	1%	18	4%	9	9%	8	4%	36	4%
Other, please specify	1	2%	2	0%	0	0%	2	1%	5	1%

continued

2014 Oregon Residential Awareness and Perception Study

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Don't Know	0	0%	1	0%	1	1%	4	2%	6	1%
Refused	3	4%	22	5%	4	4%	7	3%	36	4%
Total	86	100%	463	100%	94	100%	198	100%	841	100%

Source: Q34

Table C-47: Is English Primary Language Spoken in Household?

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Yes	84	98%	436	94%	88	94%	188	95%	797	95%
No	0	0%	14	3%	1	1%	5	3%	20	2%
Don't Know	0	0%	2	0%	1	1%	3	1%	6	1%
Refused	2	2%	10	2%	4	4%	2	1%	18	2%
Total	86	100%	463	100%	94	100%	198	100%	841	100%

Source: Q35

2014 Oregon Residential Awareness and Perception Study

Table C-48: Primary Language (Among Those Whose Primary Household Language is not English)

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Spanish	0	0%	6	42%	0	0%	4	83%	10	51%
German	0	0%	1	6%	1	100%	0	0%	2	8%
Chinese	0	0%	1	6%	0	0%	0	0%	1	5%
Korean	0	0%	0	0%	0	0%	0	0%	0	0%
Vietnamese	0	0%	0	0%	0	0%	0	0%	0	0%
Tagalog	0	0%	0	0%	0	0%	0	0%	0	0%
Russian	0	0%	1	9%	0	0%	1	17%	2	10%
Japanese	0	0%	0	0%	0	0%	0	0%	0	0%
Other, please specify	0	0%	5	37%	0	0%	0	0%	5	26%
Don't Know	0	0%	0	0%	0	0%	0	0%	0	0%
Refused	0	0%	0	0%	0	0%	0	0%	0	0%
Total	0	0%	14	100%	1	100%	5	100%	20	100%

Source: Q36

2014 Oregon Residential Awareness and Perception Study

Table C-49: Respondents Responsible for Making Decisions About Energy Use at Current Place of Employment

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Yes	17	19%	89	19%	11	11%	27	13%	143	17%
No	34	40%	275	59%	49	52%	123	62%	481	57%
Retired	19	22%	54	12%	23	24%	26	13%	122	14%
Unemployed	7	8%	20	4%	5	5%	11	6%	43	5%
Student	0	0%	1	0%	0	0%	0	0%	1	0%
Homemaker	3	3%	3	1%	1	1%	1	0%	8	1%
Disabled	4	5%	6	1%	2	2%	3	1%	15	2%
Other, please specify	1	1%	0	0%	0	0%	0	0%	1	0%
Don't Know	1	1%	2	0%	2	2%	3	1%	7	1%
Refused	2	2%	13	3%	2	2%	5	2%	21	3%
Total	86	100%	463	100%	94	100%	198	100%	841	100%

Source: Q37

2014 Oregon Residential Awareness and Perception Study

Table C-50: Industry Employed In (Among Those that are Employed)

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Services, including finance, engineering, legal, insurance, architecture, and communication	0	0%	31	8%	3	5%	13	9%	46	7%
Construction	1	1%	18	5%	4	7%	5	3%	27	4%
Retail	5	10%	19	5%	4	6%	5	4%	33	5%
Human services, including social and faith services	4	8%	8	2%	0	0%	1	1%	13	2%
Manufacturing	2	4%	10	3%	1	2%	5	3%	18	3%
Healthcare	5	9%	27	7%	7	12%	12	8%	50	8%
Education	4	9%	35	10%	7	12%	17	11%	64	10%
Retail estate and development	1	2%	6	2%	1	1%	0	0%	8	1%
Creative arts and culture	0	0%	6	2%	1	1%	0	0%	7	1%
Tourism, hospitality, and recreation	1	2%	6	2%	1	2%	1	1%	9	1%
Information technology	1	2%	11	3%	0	0%	0	0%	13	2%
Restaurants and food and beverage	3	6%	10	3%	3	5%	3	2%	19	3%
Transportation	1	2%	5	1%	5	8%	6	4%	17	3%
Energy, including renewable and clean technology	1	2%	4	1%	0	0%	2	1%	7	1%
Interactive media, including gaming industry	0	0%	0	0%	0	0%	0	0%	0	0%

continued

2014 Oregon Residential Awareness and Perception Study

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Life sciences	0	0%	0	0%	0	0%	0	0%	0	0%
International trade	0	0%	1	0%	1	1%	0	0%	2	0%
Nonprofit	0	0%	9	3%	1	1%	5	3%	15	2%
Government	2	4%	13	4%	1	1%	6	4%	22	4%
Other, please specify	14	27%	80	22%	13	21%	36	24%	143	23%
Not Applicable	6	11%	49	13%	7	12%	25	17%	86	14%
Don't Know	1	1%	7	2%	0	0%	4	3%	12	2%
Refused	0	0%	9	2%	1	1%	5	3%	14	2%
Total	51	100%	365	100%	59	100%	149	100%	625	100%

Source: Q38

2014 Oregon Residential Awareness and Perception Study

Table C-51: Phone Use in Household

	REGION									
	EAST OF CASCADES		PORTLAND METRO		SOUTHERN OREGON		WILLAMETTE VALLEY/NORTH COAST		TOTAL	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
(IF LANDLINE) Land line only	15	17%	35	7%	5	6%	25	12%	79	9%
(IF WIRELESS) Cell phone only	16	19%	119	26%	31	33%	56	28%	221	26%
Have a landline but all or most calls are made by cell phone	14	17%	111	24%	17	18%	45	23%	188	22%
Have a cell phone, but all or most calls are made by landline	14	16%	53	11%	18	19%	25	13%	110	13%
Use landline and cell phone equally	24	28%	119	26%	16	17%	37	19%	196	23%
Don't Know	1	1%	2	0%	4	4%	4	2%	11	1%
Refused	2	2%	25	5%	3	3%	6	3%	35	4%
Total	86	100%	463	100%	94	100%	198	100%	841	100%

Source: Q39