Energy Trust

2013 Trade Ally Survey
Final Report

September 2013

Strategic Research
ASSOCIATES

Introduction

In May 2013, Energy Trust of Oregon (Energy Trust) contracted with Strategic Research Associates to assist with the design, fielding, and analysis of the 9th annual Trade Ally Survey.

Development of the survey instrument, and project planning was conducted during the month of June, and survey fielding was completed during the month of July.

Energy Trust originally conceived this survey as a feedback tool for the communications team to assess satisfaction with various offerings for trade allies. Since its first fielding in 2005, the survey has grown to include program specific components.

Variations in the 2013 survey from previous efforts included:

- Utilizing a stratified random sample of trade allies, rather than a convenience sample, to obtain more representative responses. This method required longer and more focused retention efforts than in previous surveys.
- Removal of detailed technology market questions, except those regarding residential windows and solar technologies.

Survey Objectives

The goal of the Energy Trust 2013 Trade Ally Study was to gain insight into several topics including:

- The overall experience trade allies have working with Energy Trust; including levels of satisfaction and the quality of support and tools they receive to serve their customers.
- Feedback on training effectiveness; including workshops, roundtables and on-demand learning tools offered by Energy Trust.
- Feedback on lending allies and loan products and what types of lending services trade allies are interested in.
- The economic impact that trade allies experience from working with Energy Trust.
- Interest in potential future trade ally services being considered by Energy Trust.

Survey Methodology - Overview

- This was the ninth annual trade ally survey that Energy Trust has conducted to get feedback from the trade ally contractors it works with. The 2013 survey aimed to obtain feedback on trade ally experiences with various Energy Trust programs, training classes, meetings and workshops, and future initiatives to allow Energy Trust to better serve trade ally contractors.

- Strategic Research Associates conducted a mixed mode survey using a stratified random sample of trade allies that were active in Energy Trust programs in 2012. A total of 107 trade allies were surveyed through a combination of telephone interviews and web surveys.

- To ensure we did not receive duplicate responses, only one individual from each company was targeted to complete the survey and each email invitation included a secure password. This password system only allowed each person to complete the survey once, and allowed them to complete the survey over multiple days if they could not complete it in one sitting.

- To ensure comparability, many of the key questions from the survey instrument used in previous years were used for survey fielding, with minimal changes.

- There were 82 questions in the survey although very few respondents were asked to complete all the questions. The average completion time in the field was 23 minutes. The ability to start and stop the survey mid-stream allowed participants to take the survey over the course of multiple sessions, which encouraged survey completion.

Survey Methodology – Sample Development & Reporting

- The trade ally population included a total of 606 active trade allies that completed more than one project in 2012 in the following sectors:
  - Commercial = 132
  - Industrial = 37
  - Renewables = 36
  - Residential = 401
- Categories of trade allies were tracked based on activity level (top 20% versus bottom 80%) and whether they did work with HVAC, windows, weatherization, and efficiency or renewable projects.
- The goal in sample development was to obtain a respondent set that would represent approximately 50% of the 2012 incentives paid to trade ally driven projects in each sector. We also wanted to obtain feedback that was representative of all trade allies, with greater emphasis placed on the most active trade allies.
- Sample development was spearheaded by Energy Trust staff to ensure the 2013 surveys did not collect a convenience sample of trade allies so that the final report, sample, and analysis would be more representative than in years past. To accomplish this, a stratified random sample of the trade ally population was created. Stratification was based on total incentives paid in 2012 so that the most active trade allies, representing the largest share of Energy Trust projects, were oversampled.
- The sample consisted of 248 trade ally firms to be targeted for surveys, representing well over 50% of the 2012 incentives.
- A multi-step invitation process, including email and follow-up phone calls, netted 107 completed survey responses among the 248 targeted trade ally firms – a 43% response rate.

Survey Methodology - Retention Strategy

- The survey was fielded using a multi-step recruiting process. First, 248 targeted trade allies were sent an email invitation on July 9th, 2013 from Energy Trust inviting them to participate in the online survey.

- Beginning July 11th, research interviewers from Strategic Research Associates began calling trade allies who had not completed the online survey, encouraging them to complete it either online, or over the phone on the spot. Survey invitations were also resent to any who requested they be resent.

- 63 of the original 248 asked for the email invitation to be resent.

- Those that we were unable to reach via telephone, and did not complete the survey from the first round of email invitations were then sent a second reminder invitation from Strategic Research Associates on July 22nd. Reminder calls asking selected participants to complete the survey and collecting requests to resend invitations continued with up to 5 attempts per trade ally to those who had not yet responded.

- A final invitation notifying the remaining unresponsive trade allies that the survey would close at 8PM PST on August 2nd was emailed on July 31st, as our final effort to encourage participation.

- To further encourage participation and completion we offered a drawing for one of 5 $100 Visa Gift Cards. After the survey closed, 5 participants were selected at random and were notified of their award on August 5th. Cards were mailed to each winner once they confirmed their mailing address.

Survey Methodology – Respondent Characteristics

Of those who completed the survey, trade allies responding represented 5,578 completed projects, and over $24 million (33%) of the total incentives paid to trade ally driven projects in 2012. Specifically, the respondents represented:

49 of the top 20% most active trade allies (46% of the total sample) and 58 of the remaining 80% less active trade allies (54% of the total sample)

29% of the total Commercial incentives paid to trade ally driven projects in 2012 (n=24 responding)

34% of the total Residential incentives paid to trade ally driven projects in 2012 (n=66 responding)

52% of the total Industrial incentives paid to trade ally driven projects in 2012 (n=9 responding)

26% of the total Renewable incentives paid to trade ally driven projects in 2012 (n=8 responding)

Summary of Key Findings

General Findings

- Over 90% of respondents reported being very or somewhat satisfied with their experience and interactions with Energy Trust.
- 50% of respondents reported being very willing to refer others to Energy Trust.
- Over 30% of respondents reported that their relationship with Energy Trust has improved vs. previous years. Approximately 10% reported that their relationship with Energy Trust had gotten worse vs. previous years.
- Over 50% of respondents anticipate putting a higher percentage of projects through Energy Trust programs in 2013 than in 2012. 15% anticipate putting fewer projects through in 2013.
- Nearly 50% of respondents report that their relationship with Energy Trust helps them push projects forward.

Summary of Key Findings

Financial Services

- Over 75% of respondents believe that being able to offer financing options to their customers is very or somewhat important to getting business.
- Over 30% reported actively promoting Energy Trust's Financial Lender program to their customers.

S.W. Washington

- Over 90% of respondents reported wanting to grow their business in S.W. Washington.
- Over 60% of respondents would like Energy Trust to increase the number of incentives available in S.W. Washington.

Summary of Key Findings

Training

- 80% of respondents are aware that Energy Trust offers training.
- 70% reported attending some type of Energy Trust training in the past two years.
- In-person workshops and pre-recorded on demand videos/webinars are the most desired training formats trade allies would like to see from Energy Trust in the future.
- Nearly 70% of respondents report that being able to get continuing education credits (CE) is important to them when attending training.

Summary of Key Findings

Communication with Energy Trust

- Respondents reported that emails received from program staff was the most effective way to communicate with them.
- Over 70% of respondents report that the Energy Trust Insider Newsletter is very or somewhat useful to them.

Energy Trust Website

- Nearly 25% of respondents report that the Energy Trust Website is very useful to them.
- Over 50% of respondents report visiting the website at least monthly. Over 20% report visiting it at least weekly.
- Most respondents reported primarily going to the website to get program information and forms.

Summary of Key Findings

Marketing

- Nearly 30% of respondents reported using Energy Trust advertising funds in 2012.
- Over 30% of respondents using advertising funds believe the funds have substantially helped them to increase their business.
- 35% of respondents reported not being aware of the funds.

Star Rating System

- Over 60% of respondents reported being aware of the Star Rating System.
- Over 80% of respondents report that it is very or somewhat fair.
- Over 20% report that the Star Rating System has helped them get business.

Program improvement recommendations

<u>Overall recommendations</u>

- Create increased loyalty from existing trade ally partners as they have the ability to increase the number of projects brought to the program. To do this, Energy Trust can:
  - Look for ways to speed response times across all market sectors. Trade allies are reporting that questions and/or issues are not responded to as quickly as they would like them to be.
  - Continue efforts to streamline required paperwork as trade allies report this as an area of frustration.

<u>Financing Services</u>

- Look for ways to simplify financing paperwork; consider initially focusing efforts on the residential sector, as these trade allies report the highest level of dissatisfaction.

<u>S.W. Washington Business</u>

- To increase the number of projects completed in S.W. Washington, trade allies recommend Energy Trust increase the number of incentives available and increase consumer awareness of Energy Trust and the incentives it offers.

Program improvement recommendations (continued)

Training

- Trade allies desire and are willing to participate in training opportunities, but they indicate that Energy Trust may not be offering the types of training they are looking for. Additional investigation is required to identify and prioritize which training packages should be offered to meet the needs of each trade ally category.

Communication

- 20% of trade allies agree that the current newsletter is “very useful”. To maintain critical top-of-mind awareness with all trade allies, Energy Trust should leverage topics identified in investigation of training packages (previous) and be sure to leverage topics uncovered in this discovery effort in future communications with trade allies.

Program improvement recommendations (continued)

Marketing

- A review of the cooperative advertising funds should be completed to identify ways to increase awareness and it's value and effectiveness to trade allies. One third of respondents were unaware of these funds and only a minority take advantage of them.

Star Rating System

- The Star Rating System is seen as fair and is well received by those trade allies who are aware of it. Awareness remains low and efforts should be made to increase it through appropriate communications channels.

EnergyTrust of Oregon

MEMO

Date: October 25, 2013
To: Board of Directors
From: Dan Rubado, Evaluation Project Manager
Tom Beverly, Trade Ally Network Manager
Subject: Staff Response to the 2013 Trade Ally Survey

Energy Trust's 2013 trade ally survey showed continued high levels of satisfaction with Energy Trust, greater than 90 percent, and revealed that trade allies value their relationship with Energy Trust and the economic boost it brings to their businesses. This year's survey used a stratified random sample rather than a convenience sample, strengthening our confidence in the results. This change means that some differences observed in responses from previous surveys may be more closely related to the new sampling method than changing trade ally views.

The survey was shortened from previous years, focusing more on communications, training and other resources provided to trade allies, and less on company type, specifics about equipment installed and other technical information, which can be gathered elsewhere. This year's survey results provide good information on trade ally satisfaction with their interactions with Energy Trust, strong interest in financing and work in SW Washington, preferred methods of communications, and support needs through marketing and Energy Trust's website. Energy Trust's Trade Ally Network Manager, program staff and program management contractors that work directly with trade allies, utilize this feedback to better manage the trade ally network and meet the needs of trade allies and Energy Trust customers.

This year's survey identified areas to improve, including how we maintain effective relationships with trade allies and deliver useful communications. Initiatives underway to develop a more comprehensive welcome packet for new trade allies, enhance email communications and refine newsletter content will help resolve some of these concerns. There were a few open comments from trade allies reporting poor service or slow response times from programs. We believe these are related to recent program management contractor transitions, where response times were an issue, and those response times have been improved.

Trade allies generally gave Energy Trust trainings and roundtables high marks, and preferred in-person workshops and on-demand training videos over live webinars. It was clear that continuing education credits for Energy Trust training would be valued and provide a strong motivation for attending.

Minor complaints about paperwork, website navigation and a desire for more relevant content in newsletters, training workshops and roundtables were themes that returned this year. Energy Trust is aware of these concerns, and we are streamlining many forms, making more forms fillable online, working toward online trade ally enrollment, and continually improving the website. Based on several years' worth of survey feedback, it is unlikely that trade allies will be completely satisfied with these aspects of participating in our programs. We ask for trade ally input on relevant training topics at every roundtable and trade ally event, and highly value their input. This survey provides good insight to refine and adjust our approach to training.

With close to 1,700 trade allies throughout Oregon and southwest Washington, we increasingly recognize their role as our sales and customer service force. Many of our programs plan to leverage trade ally sales efforts to increase participation and savings in 2014. To support trade ally efforts in delivering savings and generation, Energy Trust launched a project in late 2013 to examine and improve the experience of trade allies when working with Energy Trust. The Trade Ally Experience Project will review our processes, paperwork, resources and support efforts from the perspective of trade allies. Key goals include improving communications, tools and resources, and streamlining processes. The trade ally survey results provide good input for that project. The project team is collecting detailed feedback from program management contractor staff who work with trade allies or provide field support, to determine project scope and areas of focus.

Table of Contents

General Attitudes towards Energy Trust

The following summarizes trade ally contractor feedback on their level of satisfaction with Energy Trust and the reasons associated with their level of satisfaction.

Reporting Notes:

- References to market sectors in this report speak to each trade ally's primary sector, many allies work in multiple sectors, but to simplify our categorization in analysis, we chose to only focus on primary sectors as it is assumed this is the position respondents will be communicating from.

- Arrows shown in the report between two respondent groups indicate a statistically significant difference between those groups.

Level of satisfaction with Energy Trust

- 93% of trade allies report being very or somewhat satisfied with Energy Trust.
- Less that 5% report any type of dissatisfaction with Energy Trust.

Level of satisfaction with Energy Trust	Total N=107	COM N=24	RES N=66	REN N=8	IND N=9	Efficiency N=98	Renewable N=15
Very satisfied	52%	54%	52%	50%	56%	53%	47%
Somewhat satisfied	41	42	39	50	44	40	53
Not very satisfied	2	4	2	-	-	2	-
Not at all satisfied	2	-	3	-	-	2	-
Not sure	3	-	5	-	-	3	-

In the 2012 survey respondents were asked to rate their satisfaction with a series of categories on a scale from “very dissatisfied” to “very satisfied” – since the question format changed, the results are not directly comparable. 2012 results are summarized below.

Statement	Residential (n=98)	C & I (n=48)	Renewables (n=42)	Total (n=156)
Overall satisfaction with Energy Trust	82%	85%	83%	82%

Question: Thinking about your experience with Energy Trust in 2012, how satisfied were you overall?

Willingness to refer Energy Trust to others

- Over 50% of trade allies report that they would be very likely to refer Energy Trust to a non-competing contractor.
- Only 10% report that they would not be very likely to refer Energy Trust to a non-competing contractor.

Willingness to refer Energy Trust to another contractor	Total N=107	COM N=24	RES N=66	REN N=8	IND N=9	Efficiency N=98	Renewable N=15
Very likely	51%	58%	49%	50 %	44 %	50%	47%
Somewhat likely	23	25	21	38	22	24	33
Not very likely	5	-	8	-	-	5	-
Not at all likely	6	4	5	-	22	6	-
Not sure	16	13	18	13	11	15	20

This question is new in 2013, so comparisons to previous years' results are unavailable.

Question: Thinking of your interactions with Energy Trust in 2012, how likely would you be to refer a non-competing contractor to become and Energy Trust Ally?

Reasons for willingness to refer other contractors to Energy Trust

- Contractors feel the incentives, and good experience with Energy Trust are compelling reasons to refer a non-competing contractor to become an Energy Trust trade ally. The strongest negative mention is the length of paperwork.

(n=50 respondent subset, not all respondents chose to answer this open-ended question)

Reason for Answer	Total N=50	COM N=11	RES N=28	REN N=6	IND N=5	Efficiency N=44	Renewable N=8
Incentives (+)	11	1	7	1	2	11	1
Good experience with Energy Trust (+)	9	2	4	1	2	8	1
Grow your business or programs (+)	5	2	3	-	-	4	1
Networking with trade allies or customers (+)	5	-	4	-	1	5	-
Paperwork is a long process (-)	5	2	-	1	2	4	1
Increase in sales leads (+)	5	1	3	-	1	5	1

Question: Thinking of your interactions with Energy Trust in 2012, how likely would you be to refer a non-completing contractor to become an Energy Trust trade ally? What is the main reason for your answer?

Willingness to refer Energy Trust to others

Open-ended response reasons given for levels of willingness to refer Energy Trust to others.

Very likely to refer to others

- It benefits everyone
- It has an easy process to follow
- Very strong customer service
- They are very good to work with

Somewhat likely to refer to others

- Interaction with Energy Trust has at times been cumbersome
- It can take a lot of time and energy to push projects through
- There can be delays in process paperwork
- It opens doors for us to get business

Not sure

- Haven't had that much interaction with them. They just pay us money
- It has diluted the market with too many customers

**Trade allies "not very likely" and "not likely at all" did not answer this question*.

Question: What is the main reason for your level of willingness to refer Energy Trust to others?

Influence of Energy Trust on moving projects forward in 2012

- Over 80% of surveyed trade allies reported that Energy Trust's incentives and services were very or somewhat influential in moving projects forward for their companies in 2012.
- Nearly 70% of commercial trade allies reported that Energy Trust's incentives were <u>very</u> influential in moving projects forward vs. 40% of residential respondents.

(this is a combined result of Q5 and Q6, those with renewables flag, were asked "renewables projects" while those without were asked "energy efficiency" some answered this question for both renewables and energy efficiency as they work in both categories, so the total N here is more than 100%)

Level of influence that Energy Trust incentives and services provides	Total N=113	COM N=24	RES N=70	REN N=9	IND N=10	Efficiency N=104	Renewable N=21
Very Influential	51%	67%	41%	89%	50%	48%	71%
Somewhat influential	31	21	37	-	40	34	14
Not very influential	11	4	14	11	-	11	10
Not influential at all	1	-	1	-	-	1	-
Not sure	6	8	6	-	10	7	5

This question is new in our 2013 survey, as such, comparisons to previous years' results are not available.

Question: Thinking of the projects in 2012, how influential were Energy Trust incentives and service, on average, in moving [energy efficiency / renewables energy] projects forward for your company?

Strength of current trade ally relationship with Energy Trust

- 83% of trade allies report that their working relationship with Energy Trust has improved or stayed the same when compared to previous years.
- Approximately 11% report that their relationship with Energy Trust has gotten worse vs. previous years.

Current working relationship with Energy Trust	Total N=107	COM N=24	RES N=66	REN N=8	IND N=9	Efficiency N=98	Renewable N=15	2012 total result n=153
Has improved compared to previous years	34%	38%	30%	25%	56%	33%	33%	44%
Has stayed the same compared to previous years	49	54	47	63	33	49	53	48
Has gotten worse compared to previous years	11	8	14	13	-	11	7	4
Don't know/not sure	7	-	9	-	11	7	7	3

Question: Which of the following statements best reflects your current working relationship with Energy Trust

Reasons for an improving working relationship with Energy Trust

- The ability to establish a good working relationship with a specific Energy Trust staff member is identified as the top reason for improving relationships with Energy Trust.

(n=36 respondent subset, only those who indicated improvement were asked this question)

Reasons for improving working relationship with Energy Trust	Total N=36	COM N=9	RES N=20	REN N=2	IND N=5	Efficiency N=32	Renewable N=5	2012 total result n=62
Have developed a good working relationship with specific staff	39%	44%	35%	0%	60%	44%	20%	64%
Became more familiar with programs	25	33	25	50	25	20	33	19
Staff became more responsive to my questions/requests	22	11	30	-	20	22	20	6
Application/documentation has become easier to complete	8	-	5	50	20	6	20	6
We are getting paid quickly	-	-	-	-	-	-	-	5
Other	6	11	5	-	-	3	20	-

Question: What is the main reason for the improvement in your working relationship with Energy Trust?

Reasons given for a declining working relationships with Energy Trust

- Deteriorating working relationships with a specific staff member is identified as the top reason for worsening working relationships between Energy Trust and its trade allies.

(n=12 respondent subset, only those who indicated a worsening relationship were asked to answer this question)

Reasons for working relationship getting worse	Total N=12	COM N=2	RES N=9	REN N=1	IND N=0	Efficiency N=11	Renewable N=1
Working relationship with specific staff have deteriorated	42%	50%	33 %	100%	0%	36%	100 %
Programs have changed and I am not familiar with them anymore	17	-	22	-	-	18	-
Application/documentation process has become too cumbersome	8	50	-	-	-	9	-
Payments are being processed too slowly	8	-	11	-	-	9	-
Energy Trust staff have not been responsive	8	-	11	-	-	9	-
Other	17	-	22	-	-	18	-

Question: What is the main reason that your working relationship with Energy Trust has gotten worse?

Trade Ally Firm

The following summarizes trade ally partner feedback concerning the significance of their relationship with Energy Trust and impact that Energy Trust has on their business.

Job responsibility of survey participants

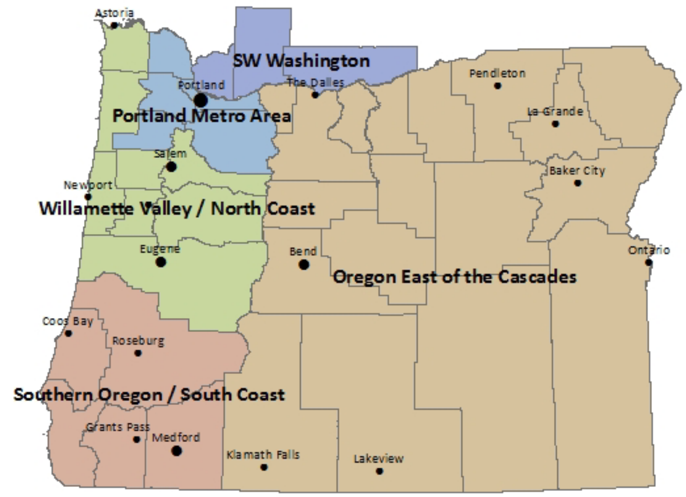
- Owners/principles made up nearly 50% of all survey participants

Job responsibility	Total N=107	COM N=24	RES N=66	REN N=8	IND N=9	Efficiency N=98	Renewable N=15
Owner/principle	47%	42%	55%	38%	11%	47%	53%
Administrative/office staff	22	33	23	-	11	25	-
Project manager/estimator	17	25	12	25	22	16	20
Manager	5	-	8	-	-	5	7
Technician/installer	2	-	2	13	-	1	7
Sales	2	-	-	13	11	1	7
Other	6	-	2	13	44	5.	7

Question: Please select a category which best describes your job responsibility?

Number of trade ally employees by regional locations

Quantity of trade allies reporting more than zero employees	Total
Portland Metro Area	58
Willamette Valley / North Coast	33
Southern Oregon / South Coast	20
Oregon East of the Cascades	24
Southwest Washington	22



Average number of employees by region	Total N=107	COM N=24	RES N=66	REN N=8	IND N=9	Efficiency N=98	Renewable N=15
Portland Metro Area	11	16	9	2	21	12	3
Willamette Valley/North Coast	3	4	2	2	8	3	2
Southern Oregon/South Coast	2	2	2	0	5	2	4
Oregon east of the Cascades	2	4	1	2.	2	2	1
SW Washington	1	1	2	1	1	1	1

Question: How many people work at your company in each of the following regions of Oregon, SW Washington and the USA?

Percentage of Oregon-based revenue that came from projects receiving Energy Trust incentives in 2012

- Approximately 50% of trade allies report that less than half of their company revenue in Oregon came from projects that participated in Energy Trust programs in 2012.
- Nearly 70% of commercial trade allies report that less than 50% of their 2012 Oregon revenue came from projects participating in Energy Trust programs as compared to 50% of residential trade allies.

% of Oregon revenue that came from projects participating Energy Trust programs	Total N=107	COM N=24	RES N=66	REN N=8	IND N=9	Efficiency N=98	Renewable N=15	2012 total – weighted, n=81
0%	1%	0%	2%	0%	0%	1%	0%	1%
1 – 24%	46	63	39	38	56	47	33	51
25 – 49%	5	8	5	-	-	5	-	23
50 – 74%	17	8	17	63	-	13	47	11
75 – 99%	12	-	20	-	-	13	-	12
100%	5	-	8	-	-	5	-	1
Don't know	20	21	18	-	44	20	20	-

Question: Energy Trust's records show that your firm worked on ## projects that received Energy Trust incentive in 2012. Approximately what percentage of your company's Oregon revenues in 2012 came from projects participating in Energy Trust programs?

Anticipated percentage of projects receiving incentives in 2013

- Over 50% of trade allies anticipate having a higher percentage of projects receiving Energy Trust incentives in 2013 vs. 2012.

Anticipated % of projects receiving Energy Trust incentives in 2013	Total N=107	COM N=24	RES N=66	REN N=8	IND N=9	Efficiency N=98	Renewable N=15	Total 2012 – n=163
Expect the percentage of projects to increase	53%	58%	52%	0%	100%	57%	20%	50%
Expect no change in the percentage of projects	23	8	26	75	-	19	60	33
Expect the percentage of projects to decrease	13	17	12	25	-	12	20	11
Don't know/not sure	10	17	11	-	-	11.	-	6

Question: Do you anticipate a change in the percentage of projects that your company works on that will receive Energy Trust incentives in 2013?

Feedback concerning EBIX interactions

- Over 65% of trade allies report experiencing no problems or no negative interactions with EBIX during the past year.
- Approximately 20% report having had some concerns with EBIX interactions.

Feedback concerning EBIX interactions	Total N=107	COM N=24	RES N=66	REN N=8	IND N=9	Efficiency N=98	Renewable N=15	2012 total n=161
No problems with EBIX	37%	42%	39 %	13%	33%	39%	33%	33%
No interactions with EBIX	30	33	26	50	33	29	27	-
Had to submit same documentation multiple times	8	13	6	13	-	7	7	24
Difficult to contact EBIX to get information	7	-	8	25	-	5	13	9
Communication from EBIX not clear	5	-	6	13	-	4	7	13
EBIX did not provide needed information in a timely manner	2	4	2	-	-	2	-	7
Other	4	-	5	-	11	3	7	-
Don't know/not sure	17	13	18	13	22	18	20	-

Question: Energy Trust currently uses the insurance tracking company EBIX to track insurance status for all trade allies and to verify that insurance policies are up to date. In your interactions with EBIX over the past year, which, if any, of the following occurred?

Paperwork and forms

The following summarizes feedback concerning the application process and trends in who is completing required Energy Trust paperwork.

Assisting customers in completing incentive forms

- Nearly 70% of trade allies report completing at least 75% of their customer's Energy Trust program applications.

Percentage of incentive applications completed for customers	Total N=107	COM N=24	RES N=66	REN N=8	IND N=9	Efficiency N=98	Renewable N=15	2012 weighted total n=85
0%	7%	8%	8%	0%	0%	7%	0%	2%
1 – 24%	5	4	5	-	11	5	-	6
25 – 49%	6	-	8	-	11	6	7	5
50 – 74%	13	13	11	-	44	14	7	7
75 – 99%	36	38	35	63	22	36	47	34
100%	31	33	32	38	11	29	40	46
Don't know	3	4	3	-	-	3	-	-

Question: Generally speaking, what percentage of each Energy Trust incentive application for do you complete for your customers?

Reasons for not completing paperwork for customers

- Not having necessary information was reported as the most significant reason that trade allies did not complete their customer's paperwork.

(n=18 respondents, only those who do not complete most or all of their customer's paperwork were asked to respond)

Main reasons for not completing customer paperwork	Total N=18	COM N=3	RES N=13	REN N=0	IND N=2	Efficiency N=18	Renewable N=1
Don't have necessary information	6	1	5	-	-	6	-
Customer prefers to complete	3	2	1	-	-	3	1
Paperwork if too complex/confusing	2	-	1	-	1	2	-
Don't have staff to complete	1	-	-	-	1	1	-
Don't know	6	-	6	-	-	6	-

Question: Please select the most common reasons you do not complete most or all of the paperwork for a customer?

Submitting applications online

- Over 40% of trade allies report usually or always submitting required paperwork online.

Frequency of submitting paperwork online	Total N=107	COM N=24	RES N=66	REN N=8	IND N=9	Efficiency N=98	Renewable N=15
Always	22%	29%	12%	63%	33%	19%	33%
Usually	23	33	18	38	22	22	33
About half the time	6	-	9	-	-	6	-
Occasionally	17	17	18	-	22	17	7
Never	24	17	32	-	11	26	7
Don't know	8	4	11	-	11	9	20

Researcher Note: For future surveys additional annotation may need to be added to this question, we suspect some trade allies thought we were referring to .pdf documents they could download online to print and mail in as documents submitted "online".

Question: How often do you or other staff at your firm submit paperwork through online applications?

Submitting applications online (Program Code Breakout among Residential trade allies responding)

- Residential trade allies showed a higher than expected incidence of submitting paperwork online. Of those who responded as completing their paperwork online, the program codes of programs they participate in are as follows (count adds to more than n=66 as some contractors participate in multiple programs):

Program Code	N= count of those who submitted paperwork online
HES – Home Energy Solutions	29
HPF – Home Performance with Energy Star	11
BE – Existing Buildings	7
ENH – New Homes	7
XMH – Existing Manufactured Homes	5
PEF – Production Efficiency	2
SLE – Solar Electric	2
BEM – Existing Buildings Multi-Family	1
PEL – Production Efficiency Large	1
SLF – Solar Hot Water in New Homes	1
SLB – Solar Hot Water in Existing Buildings	1
SLN – Solar Hot Water in New Buildings	1
SLH – Solar Hot Water in Existing Homes	1

Question: How often do you or other staff at your firm submit paperwork through online applications?

Feedback using Energy Trust's online application process

- Over 40% of trade allies report that using Energy Trust's online incentive application process makes it easier for them to submit required paperwork.

(n=81 respondents, only those indicating experience submitting paperwork online were asked this question)

Experience with online incentive applications	Total N=81	COM N=20	RES N=45	REN N=8	IND N=8	Efficiency N=73	Renewable N=14
Online applications have made it easier to submit paperwork	43%	50%	31%	88%	50%	40%	64%
We have had poor experience with online applications	9	-	16	-	-	8	7
Forms were regularly not available online	7	-	13	-	-	8	-
We have not used	7	10	9	-	-	8	-
More customers are submitting paperwork online	3	-	4	-	-	3	-
Don't know	31	40	27	13	50	33	-

Question: Which of the following statements best describes your firm's experience with online incentive applications?

Reasons given for poor experiences with online applications

- Of those who had poor experiences with online applications, the largest reason was no status updates.

(n=7 respondents, multiple answers we allowed for each respondent)

Reasons for having poor experiences with online applications	Total N=7	COM N=0	RES N=7	REN N=0	IND N=0	Efficiency N=6	Renewable N=1
No status update of applications	2	-	2	-	-	2	-
Online questions do not match paper form	1	-	1	-	-	1	-
Online applications are lost	1	-	1	-	-	1	-
More time consuming than paper form	1	-	1	-	-	1	-
Questions are not flexible	1	-	1	-	-	-	1
Address are not recognized by system	1	-	1	-	-	1	-
Confusing	1	-	1	-	-	1	-

Question: Why has your firm had poor experiences with online applications?

Suggested improvements to improve online applications

- Many are satisfied with the online forms, but some contractors want them to be easier to use.

(n=41 respondents, multiple answers we allowed for each respondent)

Suggested improvements for online applications	Total N=41	COM N=10	RES N=20	REN N=6	IND N=5	Efficiency N=35	Renewable N=9
Nothing or fine as is	8	4	2	1	1	7	2
Easier to use	6	2	3	-	1	5	1
Haven‘t used online forms	5	1	4	-	-	5	1
More customization and detail	3	2	1	-	-	3	-
Increase processing speed	2	-	-	2	-	-	2
Better customer service	2	-	1	1	-	1	1
Save feature or track changes	2	-	1	1	-	1	1
More forms filled or available online	2	-	1	1	-	1	1
Match online and paper forms	1	-	1	-	-	1	-

Question: What improvements would you like to see in the online applications?

Financing Services

The following summarizes feedback concerning the awareness and use of existing financing offers for energy projects as well as feedback on the most desirable features to consider for future financing offers.

Awareness of Energy Trust affiliated financing lenders

- Umpqua Bank is reported as the most familiar financial partner by trade allies.

Financing services/lenders trade allies are most familiar with	Total N=107	COM N=24	RES N=66	REN N=8	IND N=9	Efficiency N=98	Renewable N=15
Umpqua Bank (Green Street Loan)	39%	25%	42%	75%	22%	37%	53%
Clean Energy Works Oregon	24	13	30	25	11	26	27
Craft 3	11	-	18	-	-	12	7
First Security Bank of Washington	7	4	9	-	-	7	-
Directors Mortgage	3	4	3	-	-	2	7
Banner Bank	3	-	5	-	-	3	7
Green Mortgage Northwest	1	-	-	-	11	1	-
Other	2	4	2	-	-	2	0
None of the above	38	50	33	13	67	40	20

Question: Which financing services or lenders affiliated with Energy Trust are you familiar with?

Awareness and promotion of Energy Trust affiliated lenders

- Approximately one third of all trade allies report actively promoting financing from Energy Trust's affiliated lenders, with nearly 90% awareness.
- Over 40% of residential trade allies report actively promoting affiliated lenders. Close to 15% of commercial partners report promoting them as well.

(n=52 respondents, only those indicating familiarity with financing services or lenders were asked to respond to this question)

Awareness of Energy Trust affiliated financial lender program	Total N=52	COM N=7	RES N=37	REN N=6	IND N=2	Efficiency N=46	Renewable N=10	2012 total n=161
Currently actively promoting	35%	14%	43%	0%	50%	39%	20%	21%
Promoted in the past	8	-	8	17	-	7	10	2
Aware but do not actively promote	39	57	27	83	50	33	70	44
Aware but don't know if we promote	6	-	8	-	-	7	-	5
Don't know	14	29	14	-	-	15	-	27

Question: Which of the following best describes your firm's experience with financing services from lenders affiliated with Energy Trust?

Most appealing features in financing offers – *Combined 1st & 2nd choice*

- Over half of trade allies reported that the ability to offer lower rates was the most appealing aspect of promoting affiliated lenders to their customers.

(n=43 respondents, multiple response allowed, only those indicating they would be interested in promoting lending services from associated lenders were asked to respond to this question, results represented here are COMBINED 1st and 2nd mentions)

Most appealing financing features: Top 2 choices	Total N=43	COM N=8	RES N=25	REN N=6	IND N=4	Efficiency N=36	Renewable N=9	2012 total n=160
Lower rates	54%	50%	56%	67%	25%	47%	67%	-
Allow contractors to submit paperwork for customers	26	25	24	50	-	22	44	42%
Simplify paperwork	23	38	20	-	50	28	-	59%
Broader range of loan amounts	14	-	16	33	-	14	-	38%
Telephone assistance with applications	14	13	20	-	-	17	-	28%
Longer financing terms	12	13	16	-	-	14	-	28%
Clearer application instructions	9	13	8	-	25	11	-	26%
Online applications	7	12	-	-	8	-	-	57%

Question: Which of the following features are most appealing to you and your customers to help finance energy projects?

Interest in promoting lending services

- Nearly 50% of trade allies report being interested in promoting lenders associated with Energy Trust.

(n=89 respondents, this question was only asked of those who do not currently promote lending services in Q22)

Interested in promoting lending services	Total N=89	COM N=23	RES N=50	REN N=8	IND N=9	Efficiency N=80	Renewable N=13
Yes	48%	35%	50%	75%	50%	45%	69%
No	28	35	28	13	25	30	15
Don’t know/not sure	24	30	22	13	25	25	15

Question: Would your company be interested in promoting lending services from lenders associated with Energy Trust?

Importance of offering financing to trade ally customers

- Nearly 75% of trade allies report that it is very or somewhat important to be able to offer financing to their customers.
- Over one third of residential trade allies report that is very important to have financing available. Less than 5% of commercial contractors believe that having financing available is very important.

Importance of financing	Total N=107	COM N=24	RES N=66	REN N=8	IND N=9	Efficiency N=98	Renewable N=15
Very important	28%	4%	35%	50%	22%	27%	47%
Somewhat important	46	54	44	38	44	46	33
Not very important	13	21	9	13	22	13	7
Not at all important	2	-	3	-	-	2	-
Not sure	11	21	9	-	11	12	13

Question: How important do you think having financing available to customers is in moving a project forward?

Interest in learning more about financing services

- Nearly 65% of trade allies report interest in getting additional information and/or training about Energy Trust's network of affiliated lenders.
- Commercial customers report the least amount of interest in receiving additional information and/or training with over 40% reporting no interest.

Importance of additional information & training about financing services	Total N=107	COM N=24	RES N=66	REN N=8	IND N=9	Efficiency N=98	Renewable N=15
No, not interested	23%	42%	23%	0%	0%	26%	13%
Yes, interested in additional information	35	25	30.3	38	89	35	33
Yes, interested in training	7	13	3.0	13	11	6	7
Yes, interested in training and information	25	17	30.3	38	-	24	40
Don't know	10	4	13.6	13	-	10	7

Question: Would you be interested in training or additional information about financing services available from lenders affiliated with Energy Trust?

Work in SW Washington

The following summarizes insights concerning the importance of SW Washington work to trade ally partners and the barriers that block trade ally partners from doing additional work in SW Washington.

Percentage of projects receiving incentives that are completed in Southwest Washington

- Over 60% of trade allies who work in the region report completing 25% or less of their Energy Trust projects in Southwest Washington.
- Approximately 20% report completing over 75% of their Energy Trust projects in Southwest Washington.

(n=15 respondents, only those flagged in sample as doing work in Washington were asked to respond to this question)

% Energy Trust projects in SW Washington	Total N=15	COM N=1	RES N=14	REN N=0	IND N=0	Efficiency N=15	Renewable N=1	Total 2012 n=36 (unweighted)
0%	20%	100%	14 %	0%	0%	20%	0%	25%
1 – 24%	40	-	43	-	-	40	100	61
25 – 49%	7	-	7	-	-	7	-	6
50 – 74%	-	-	-	-	-	-	-	3
75 – 99%	13	-	14	-	-	13	-	6
100%	7	-	7	-	-	7	-	0
Don't know	13	-	14	-	-	13	-	-

*Question: What percent of your firm's 2012 projects that received Energy Trust incentives were completed in Southwest Washington? (**asked only of respondents that actively offer Energy Trust services to NW Natural gas customers in Southwest Washington)***

Interest in increasing the number of projects receiving incentives in Southwest Washington

- Over 90% of trade allies that are currently completing Energy Trust qualifying work in Southwest Washington want to increase the number of projects that receive incentives there.

(n=12 respondents, only those flagged in sample as doing work in Washington and responded positively to doing work in Southwest Washington in Q27 were asked to respond to this question)

Interested in increasing projects in SW Washington	Total N=12	COM N=0	RES N=12	REN N=0	IND N=0	Efficiency N=12	Renewable N=1
Yes	92%	-	92%	-	-	92%	100%
No	8	-	8	-	-	8	-
Don’t know/not sure	-	-	-	-	-	-	-

Question: Is your company interested in increasing the number of projects receiving Energy Trust incentives in Southwest Washington?

Barriers to increasing work in Southwest Washington – Top two choices

- The limited number of Energy Trust incentives and lack of awareness of Energy Trust are identified as the top two barriers to increasing projects in Southwest Washington.

(n=11 respondents, only those who responded as interested in increasing work in SW Washington were asked this question)

Main barriers to increasing work in SW Washington: Top 2 choices	Total N=11	COM N=0	RES N=11	REN N=0	IND N=0	Efficiency N=11	Renewable N=1	2012 total – count of mentions , n=37
The limited number of Energy Trust incentives available in Washington	64%	0%	64%	0%	0%	64%	100%	38%
Lack of customer awareness of Energy Trust	46	-	46	-	-	46	100	51%
Income barriers	27	-	27	-	-	27	-	16%
Lack of customer interest in energy efficiency or renewable	18	-	18	-	-	18	-	19%
The Oregon in "Energy Trust of Oregon"	18	-	18	-	-	18	-	32%

Question: What are the main barriers that your company is facing in increasing the number of projects receiving Energy Trust incentives in Southwest Washington?

Suggestions to increase the number of SW Washington projects

- Increasing Energy Trust's exposure and recognition in SW Washington was suggested as a way to increase program participation.

Suggestions to increase the number of SW Washington projects	Total N=5	COM N=0	RES N=5	REN N=0	IND N=0	Efficiency N=5	Renewable N=1
Increase exposure	2	-	2	-	-	2	1
More rebates	1	-	1	-	-	1	-
More incentives	1	-	1	-	-	1	-
Craft3 Billing in Washington	1	-	1	-	-	1	-

Question: Do you have any suggestions on possible actions that Energy Trust could take to increase the number of projects in SW Washington?

Solar Electric Work

The following summarizes feedback concerning the importance of solar electric work to trade ally partners and their ability to respond to current and projected demands for solar installations.

The percentage of revenue coming from solar electric jobs

- Approximately 10% of all trade allies report that they installed solar electric systems in 2012.
- 45% of those respondents report that at least 75% of their company revenue came from solar electric jobs in 2012.

(n=11 respondents, only those who were flagged as installing solar electric systems in the sample file were asked to respond to this question)

% of revenue coming from solar electric jobs	Solar Total N=11	Efficiency N=3	2011 survey total N=15
0%	0%	0%	5%
1 – 24%	9%	-	55
25 – 49%	9	-	6
50 – 74%	18	33	11
75 – 99%	27	33	14
100%	18	-	9
Don’t know	18	33	-

Question: Approximately what percent of your 2012 revenue came from solar electric jobs?

Percent of solar electric revenue coming from commercial jobs

- Over 50% of solar trade ally partners report that less than 25% of their solar electric revenue came from commercial jobs in 2012.

(n=11 respondents, only those who were flagged as installing solar electric systems in the sample were asked to respond to this question)

Percent of revenue that came through commercial jobs in 2012	Solar Total N=11	Efficiency N=3	2011 survey total N=14
0%	18%	0%	15%
1 – 24%	36	-	34
25 -49%	9	33	8
50 – 74%	18	33	8
75 – 99%	9	-	16
100%	-	-	20
Don’t know	9	33	-

Question: Approximately what percent of your 2012 solar electric revenue came from commercial jobs?

Current estimated solar electric project backlog

- Trade allies currently report no project backlogs in excess of three months.

(n=11 respondents, only those who were flagged as installing solar electric systems in the sample were asked to respond to this question)

Backlog status	Solar Total N=11	Efficiency N=3	2012 survey total N=25
No projects currently planned	9%	0%	28%
Projects for next month	27	33	36
Projects for the next 3 months	36	-	12
Projects for the next 6 months	-	-	12
Projects beyond the next 6 months	-	-	4
Don’t know	27	67	8

Question: What is the current estimated solar electric project backlog?

Increase/decrease in inquiries for solar electric – 2012 vs. 2011

- 36% of trade ally partners report an increase in customer inquiries from 2011 to 2012.
- The increase in inquiries ranges from 1 – 49%.

(n=11 respondents, only those who were flagged as installing solar electric systems in the sample were asked to respond to this question)

Increase/decrease	Solar Total N=11	Efficiency N=3	2012 survey totals N=7
No change	27%	33%	35%
Decreased	18	33	12
Increased	36	-	-

(n=6 respondents, only those who observed an increase were asked to elaborate)

Percent Increased	Solar Total N=6	Efficiency N=0	2012 survey totals N=6
1 – 24%	50%	-	25%
25 – 49%	50	-	15
Don’t know	-	-	-

Question: Did you observe an increase in customer inquiries about installing solar electric in 2012 compared to 2011? If so, by what amount?

Ability to respond to solar electric customer inquiries

- Nearly 70% of trade ally partners report that they were able to respond to all qualified leads in 2012.

(n=11 respondents, only those who were flagged as installing solar electric systems in the sample were asked to respond to this question)

Percent of inquiries able to respond to	Solar Total N=11	Efficiency N=3	2012 survey totals N=14
100% and was able to serve all qualified leads	46%	67%	56%
100% but selectively served only the highest qualified leads	27	-	3
75 – 99%	18	-	27
50 – 74%	-	-	3
Less than 50%	-	-	12
Don't know	9	33	-

Question: What percent of solar electric customer inquiries were you able to respond to in 2012?

Average kW of 2012 solar electric installations

- The following are reported average kW of 2012 solar electric installations.

(n=11 respondents, only those who were flagged as installing solar electric systems in the sample were asked to respond to this question)

Average kW capacity	Total N=11	2012 survey total, weighted, n=15
Commercial	26	168
Residential	5	6

Question: What was the average kW of your 2012 solar electric installations?

Solar Thermal Work

The following summarizes feedback concerning the importance of solar thermal work to trade ally partners and their ability to respond to current and projected demands for solar installations.

Percent of solar revenue coming from solar water heating jobs

- Nearly 70% of trade allies installing solar electric systems report that less than 25% of all installation revenue came from solar water heating projects in 2012.

(n=6 respondents, only those who were flagged as installing solar water heating systems in the sample were asked to respond to this question)

Percent of revenue that came through solar water heating jobs in 2012	Solar Thermal Total N=6	Efficiency N=4
0%	-	-
1 – 24%	4	4
25 -49%	-	-
50 – 74%	-	-
75 – 99%	-	-
100%	1	-
Don't know	1	-

Question: Approximately what percent of your 2012 solar electric revenue came from solar water heating jobs?

Percent of solar water heating revenue coming from commercial jobs

- 50% of solar trade allies reported that no solar water heating revenue came from commercial jobs. An additional 30% reported that less than 50% of revenue came from commercial customers.

(n=6 respondents, only those who were flagged as installing solar water heating systems in the sample were asked to respond to this question)

Percent of revenue that came through commercial jobs	Solar Thermal Total N=6	Efficiency N=4	2012 survey total N=8
0%	3	3	4
1 – 24%	1	1	2
25 -49%	1	-	1
50 – 74%	-	-	0
75 – 99%	-	-	0
100%	-	-	1
Don't know	1	-	-

Question: Approximately what percent of your 2012 solar water heating revenue came from commercial jobs?

Average size of solar water heating installations

(n=6 respondents, only those who were flagged as installing solar water heating systems in the sample were asked to respond to this question, duplicate responses allowed as some trade allies install in commercial and residential)

Average system size (square feet)	Total N=6	2012 survey result N=18
Commercial (n=3 responses)	333	1,623
Residential (n=5 responses)	401	346

Question: What was the average size in square feet of your 2012 solar water heating installations?

Residential Windows

The following summarizes feedback concerning the residential windows market, trade allies current installation practices and the availability of products in different efficiency tiers.

Percent of windows installed in 2012 by U-value

- 0.23 - 0.25 U-value windows were reported as the most frequently installed residential window in 2012.

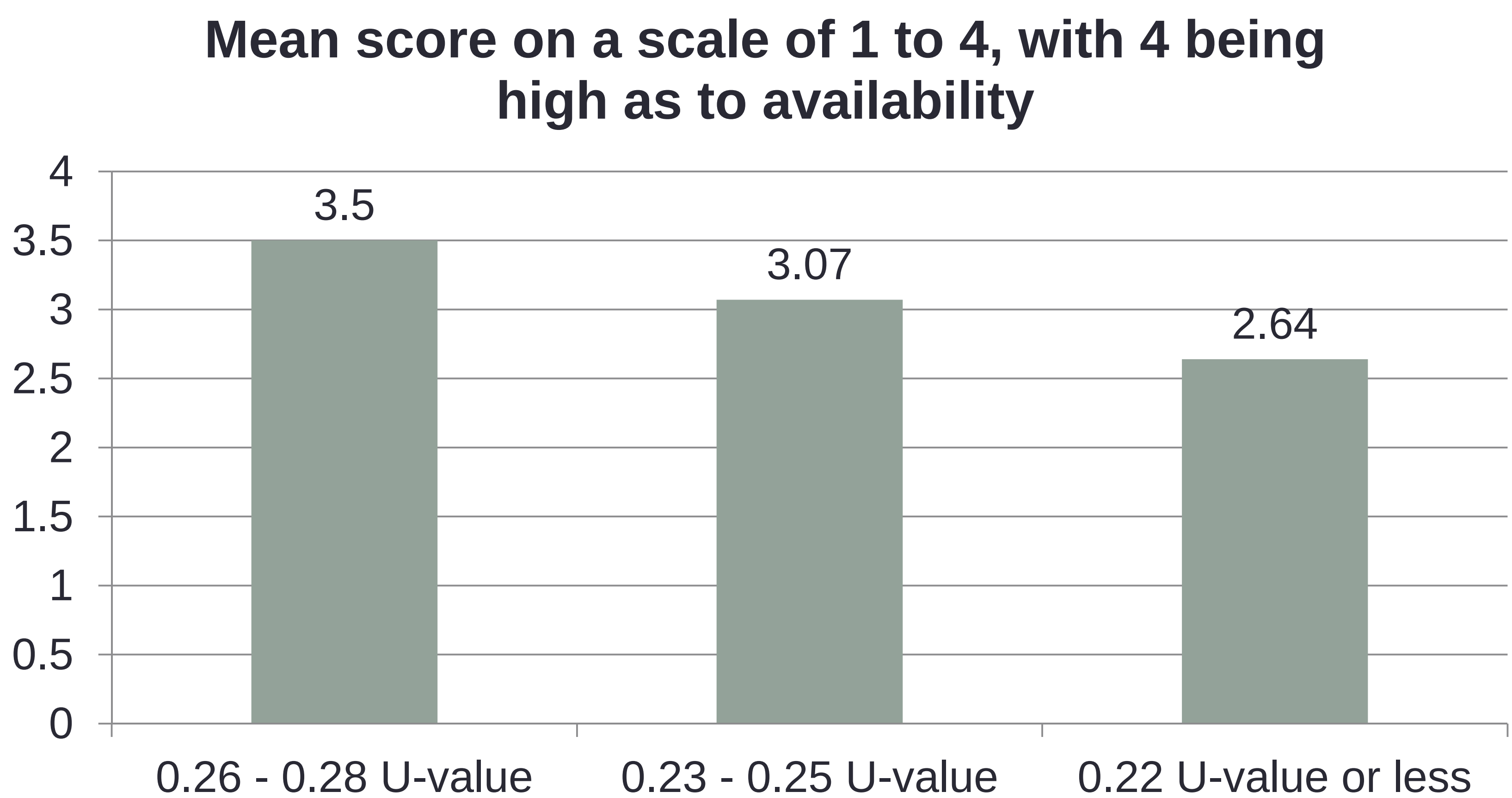
(n=21 respondents, only those who were flagged as primarily in the residential sector, and as installing windows in the sample were asked to respond to this question)

Window U-value	Total N=21
0.29 and above U-value	33%
0.26 to 0.28 U-value	23
0.23 - 0.25 U-value	37
0.22 U-value or less	8

Question: Approximately what percent of the residential windows that your firm installed in 2012 had the following U-values?

Current availability of windows by U-value

(n=21 respondents, only those who were flagged as primarily in the residential sector, and as installing windows in the sample were asked to respond to this question)



Question: What is the current availability of windows with the following U-values?

Training

The following section summarizes trade ally partner awareness and participation in Energy Trust training efforts as well as insight on what kind training would be most helpful to them.

Awareness of training to support trade allies

- 80% of trade allies report being aware that Energy Trust offers trade ally training.

Awareness of training	Total N=107	COM N=24	RES N=66	REN N=8	IND N=9	Efficiency N=98	Renewable N=15
Yes	80%	71%	85%	63%	90%	82%	80%
No/don't know	20	29	15	38	11	18	20

Question: Are you aware that Energy Trust offers training in a variety of areas to help support trade allies in providing energy services to customers ?

Last time attending Energy Trust training support

- Nearly 70% of trade allies report attending Energy Trust training within the last two years.

Last time attending training	Total N=86	Com N=17	Res N=56	REN N=5	IND N=8	Efficiency N=80	Renewable N=12
2012 or 2013	67%	77%	64%	60%	75%	69%	50%
2011 or before	17	6	20	40	13	15	42
Never attended training	7	12	7	-	-	8	-
Don't know	8	6	9	-	13	9	8

Question: When was the last time you or your staff attended training sponsored by Energy Trust?

Types of training participated in – 2012

- The trade ally roundtable and in-person events/workshops were the top two training events attended by trade allies in the past year.
- Over 75% of commercial trade allies reported attending an in-person event or workshop.

(n=58 respondents, only those that answered "yes" in Q43 were asked this question)

Types of training participated in	Total N=58	COM N=13	RES N=36	REN N=3	IND N=6	Efficiency N=55	Renewable N=6
Trade ally roundtable	55%	31%	64%	67%	50%	55%	83%
In-person event or workshop	53	77	43	33	83	53	50
Live, interactive webinar	31	23	33	33	33	31	33
Live webcast/event/workshop	26	15	33	-	17	27	17
Pre-recorded/on demand video	14	8	19	-	-	15	-
Don't know	3	8	3	-	-	4	-

Question: What types of Energy Trust trainings have you participated in over the last year?

Feedback on value of training

- All types of training are reported as being helpful by trade allies with the exception of live webcasts/event/workshops.

(N=response quantity for each category. Only those who indicated attending each type of training in the past year were asked to share how valuable they thought it was.)

Reported value of training by type: Very valuable + somewhat valuable	Total	COM	RES	REN	IND	Efficiency	Renewable
Pre-recorded video/webinar (n=8)	100%	100%	100%	0%	0%	100%	0%
Live, interactive webinar (n=18)	89	33	100	100	100	88	100
In-person event or workshop (n=31)	87	70	69	100	100	86	100
Trade Ally Roundtable (n=32)	63	-	74	50	67	63	60
Live webcast/event/workshop (n=15)	26	15	33	-	17	27	17

Question: How valuable did you find the (training type) that you participated in last year?

Most desired types of training to receive – Top two choices

- Learning how to calculate savings and customer incentives are reported as the top two areas where trade allies would like training.
- Training about code changes was of particular interest to residential and renewables trade allies.

Types of training desired: Top 2 choices	Total N=107	COM N=24	RES N=66	REN N=8	IND N=9	Efficiency N=98	Renewable N=15	2012 survey total N=91
Savings calculation tools	25%	38%	20%	25%	33 %	26%	33%	56%
Calculating customer incentives	18	25	14	13	33	19	7	36
Code changes	17	4	20	50	-	13	40	36
Communicating the value of energy efficiency to customers	16	17	17	-	22	17	7	38
Program paperwork	15	13	18	13	-	16	13	22
Website resources	15	13	15	25	11	13	33	-
Energy modeling	14	13	18	-	-	15	-	44

Question: Please rank the top two areas in which you would like to receive training from Energy Trust in the future?

Impact of Portland Metro training locations on participation

- Existing Portland Metro training locations do not appear to be significantly hindering most trade allies from attending Energy Trust training.

Impact of location of Energy Trust trainings on attendance	Total N=107	COM N=24	RES N=66	REN N=8	IND N=9	Efficiency N=98	Renewable N=15
My location does not prevent me from attending training	53%	71%	49%	25%	67%	54%	33%
My location makes it inconvenient, but not overly difficult to attend	21	8	24	25	22	20	27
My location makes it very difficult, but not impossible, to attend	17	8	18	38	11	16	33
I have never been able to attend training because of my location	8	8	7	13	-	7	7
Don't know	2	4	2	-	-	2	-

Question: Energy Trust offers training sessions at a variety of locations in the Portland Metro area. To what degree does your location prevent you from attending these trainings?

Desired types of training formats in the future – Top two choices

- In-person workshops and pre-recorded, on demand videos/workshops are identified as the top two types of training formats trade allies would like to be able to access in the future.

Desired types of training formats in the future: Top 2 choices	Total N=107	COM N=24	RES N=66	REN N=8	IND N=9	Efficiency N=98	Renewable N=15
In-person workshops	53%	54 %	49%	63%	78%	52%	73%
Pre-recorded, on demand videos and webinars	40	42	39	50	33	38	60
Live webcasts of events and workshops	32	38	32	-	44	34	7
Live, interactive webinars	32	29	32	50	22	32	33
Trainings at roundtable	19	8	26	-	11	20	7

Question: What types of training formats would you like to see in the future?

Importance for training to qualify for continuing (CE) credits

- Being able to earn continuing education (CE) credits is a significant motivation to trade allies considering taking Energy Trust training, with nearly 70% of respondents reporting that earning CE credits is very or somewhat important to them.

Importance of training qualifying for continuing (CE) credits	Total N=107	COM N=24	RES N=66	REN N=8	IND N=9	Efficiency N=98	Renewable N=15
Very important	28%	21%	30%	38%	22%	27%	33%
Somewhat important	40	29	42	50	44	40	40
Not very important	10	13	11	-	11	7	-
Not at all important	15	33	9	13	11	13	18
Not sure	7	4	8	-	11	7	7

Question: How important is it that a training you want to take qualifies for continuing education (CE) credits?

Most desired CE certifications for Energy Trust training

- The CCB certification was identified as the most valuable certificate by trade allies.

(n=73 respondents, only those who answered that CE credits were "somewhat important" or "very important were asked this question)

Most desired CE certifications	Total N=73	COM N=12	RES N=48	REN N=7	IND N=6	Efficiency N=65	Renewable N=11
Construction Contractors Board (CCB)	59%	75%	56%	43%	67%	60%	64%
Building Performance Institute (BPI)	23	17	31	-	-	26	-
North American Board of Certified Energy Practitioners (NABCEP)	3	-	-	29	-	-	18
Other	10	8	6	29	17	8	18
Don't know	6	-	6	-	17	6	-

Question: If Energy Trust trainings qualified for CE credits, which certificate is most important to you?

Suggestions to improve the Quality of Energy Trust Training

- Quality of presentations, and location convenience are top suggestions for training improvement.

Suggestions to improve training quality	Total N=44	COM N=9	RES N=30	REN N=3	IND N=2	Efficiency N=40	Renewable N=7
Topics more relevant to my industry	9	2	5	1	1	7	4
Convenient location	6	-	5	1	-	6	1
No improvement needed	4	2	2	-	-	4	-
Online training	4	2	2	-	-	4	-
More frequent training courses	4	2	2	-	-	4	-

*Data in table are counts not percentages

Question: How can Energy Trust trainings be improved?

Most important parts of Energy Trust roundtable meetings – Top two choices

- Types of topics presented/discussed and location of the roundtable are key drivers to attending or not attending a roundtable meeting.

Most important aspects of roundtable meetings: Top 2 choices	Total N=107	COM N=24	RES N=66	REN N=8	IND N=9	Efficiency N=98	Renewable N=15
Energy Trust presentation topic	32%	25%	32%	50.0%	33%	31%	40%
Discussion topic(s)	31	21	35	13	44	33	20
Distance to roundtable location	31	33	29	50	22	30	40
Training topic	27	38	23	13	44	29	20
Time of day	25	33	27	-	11	28	20

Question: Energy Trust holds regular roundtable meetings with trade allies throughout the state to provide updated program information, announce plans, offer training, answer questions, etc. What aspects of the roundtables are most important when your firm is deciding to attend?

Ability to attend trade ally roundtables in Portland Metro area

- Over 60% of all trade allies report being able to attend roundtables in the Portland Metro area.

Ability to attend roundtables	Total N=107	COM N=24	RES N=66	REN N=8	IND N=9	Efficiency N=98	Renewable N=15
Yes	63%	67%	62%	50%	67%	62%	53%
No	27	25	30	25	11	28	28
Don’t know	10	8	8	25	22	10	20

Question: Is your firm able to attend trade ally roundtables in the Portland Metro area?

Desired Roundtable location in the Portland Metro area

- Trade allies report several acceptable options for roundtables in the Portland Metro area.

(n=67 respondents, only those who indicated able to attend trade ally roundtables in the area were asked to respond)

Desired training location: Top 2 choices	Total N=67	COM N=16	RES N=41	REN N=4	IND N=6	Efficiency N=61	Renewable N=8
Portland / East side	39%	44%	39%	50%	17%	36%	75%
Portland / West side	37	31	37	25	67	40	12
Portland / Central	31	25	29	25	67	31	25
Portland / Airport	21	19	20	25	33	21	13
Wilsonville	34	50	32	25	17	36	13
Clackamas	21	25	24	-	-	21	38

Question: What is your preferred location for trade ally roundtables in the Portland metro area? Rank the top two in order of preference.

Suggestions on how to make roundtables more valuable

- Content relevance, and location are among the top suggestions from contractors to make roundtables more valuable.

Suggestions to make roundtables more valuable	Total N=46	COM N=8	RES N=28	REN N=4	IND N=6	Efficiency N=42	Renewable N=10
Topics more relevant to my industry	12	4	6	-	2	12	1
Convenient location	6	-	4	2	-	5	2
Agenda or format-related changes	5	-	2	2	1	4	2
Provide updated or current information	4	1	2	-	1	4	1

*Data in table are counts not percentages

Question: What would make the trade ally roundtables more valuable?

Communication form Energy Trust

The following summarizes feedback concerning how trade allies would like to receive communications from Energy Trust and the usefulness of the communication that they currently receive.

Desired communication channels from Energy Trust

- Emails from program staff are seen as the most effective way to communicate with trade allies

Desired way to receive information from Energy Trust: Top 2 choices	Total N=107	COM N=24	RES N=66	REN N=8	IND N=9	Efficiency N=98	Renewable N=15	2012 survey total n=92
Emails from program staff	79%	75%	77%	88%	100%	79%	80%	87%
Insider newsletter	47	50	44	50	56	45	53	50
Energy Trust website	23	33	24	13	-	26	20	49
Training workshops	20	33	17	13	11	20	13	46
Trade Ally roundtables	11	-	17	-	11	12	13	33

Question: When receiving information about Energy Trust programs, how would you like to receive that information?

Usefulness of Energy Trust's Insider newsletter

- Energy Trust's Insider newsletter seen as generally useful although only 20% of trade allies reporting that it is "very useful".

Usefulness of newsletter	Total N=107	COM N=24	RES N=66	REN N=8	IND N=9	Efficiency N=98	Renewable N=15	2012 survey total n=71
Very useful	21%	21%	21%	25%	11%	19%	33%	25%
Somewhat useful	51	50	50	50	67	52	40	72
Not very useful	5	8	3	13	-	4	7	3
Not useful at all	4	8	3	-	-	4	-	
Not sure	6	8	5	-	11	6	-	
Did not receive	14	4	18	13	11	14	20	

Question: How useful do you find Energy Trust's Insider Newsletter?

Ways to make the Insider newsletter more useful – Top two choices

- Targeting newsletter content to specific programs was reported to increase usefulness of the Insider newsletter by trade allies.

(n=92 respondents, only those who indicated they receive the Insider in Q62 were asked this question)

Ways to make Insider more useful: Top 2 choices	Total N=92	COM N=23	RES N=54	REN N=7	IND N=8	Efficiency N=84	Renewable N=12	2012 survey total n=68
Target newsletter content to specific programs	52%	44%	54%	71%	50%	51%	58%	-
Include imbedded links to pertinent information and publications	30	35	32	43	-	29	33	-
Make insider easier to navigate	26	30	24	29	25	26	17	26
Include different types of articles	21	13	20	14	50	23	8	49
Improve searchability of Insider	15	17	13	14	25	16	8	16
Don't know/not sure	29	35	28	14	38	30	33	-

Question: Which of the following types of articles would be most useful in future Insider newsletters? Please rank the top two in order of usefulness?

Articles that would be most useful in future Insider newsletters– Top two choices

- Discussing common problems and solutions impacting all trade allies is seen as effective ways to increase the usefulness and readership of the newsletter.

(n=92 respondents, only those who indicated that they receive the Insider were asked this question)

Types of articles seen as most useful: Top 2 choices	Total N=92	COM N=23	RES N=54	REN N=7	IND N=8	Efficiency N=84	Renewable N=12
Common problems/solutions	50%	44%	54%	57%	38%	51%	50%
Tax credits	39	26	41	57	50	39	42
Emerging technologies	33	26	38	-	38	36	17
Marketing tips	24	22	22	29	38	23	25
Technical assistance or resources	20	22	19	29	13	18	25
Don’t know	12	22	9	-	13	12	8

Question: Which of the following types of articles would be most useful in future Insider newsletters?

Energy Trust Website

The following summarizes trade ally feedback about the value of the Energy Trust website and suggestions on how to increase its value.

Frequency of visiting Energy Trust Website

- Approximately 56% of trade allies report visiting the website at least monthly.
- Approximately 22% of trade allies report visiting the website at least weekly.

(n=98 respondents, only those who indicated visiting the Energy Trust website were asked this question)

Frequency of visiting website	Total N=98	COM N=23	RES N=60	REN N=8	IND N=7	Efficiency N=89	Renewable N=15	2012 survey total n=87
Never	8%	4%	9%	0%	22%	9%	0%	9%
A few times per year	35	54	27	38	33	35	27	-
Monthly	22	8	26	13	33	22	20	-
1 – 3 times per month	13	17	14	13	-	13	13	66
Weekly	14	13	14	38	-	12	27	-
Multiple times per week	8	4	9	-	11	7	13	25
Don't know	1	-	2	-	-	1	-	-

Question: How often do you visit the Energy Trust website?

Frequency of visiting Energy Trust website – Top two choices

- Getting program incentive information was the most frequently identified reason for visiting the website.

(n=98 respondents, only those who indicated visiting the Energy Trust website were asked this question)

Website pages visited most often: Top 2 choices	Total N=98	COM N=23	RES N=60	REN N=8	IND N=7	Efficiency N=89	Renewable N=15	2012 survey total n=83
Program incentive information	56%	61%	55%	75%	29%	56%	67%	67%
Program forms	39	22	43	63	29	35	60	70
General program information	32	30	37	13	14	34	13	57
Online incentive applications	31	44	27	25	29	32	27	-
Calendar/meetings	11	-	15	-	29	12	13	33
Don't know not sure	8	13	5	13	14	8	7	-

Question: What pages do you visit most frequently on the Energy Trust website?

Usefulness of Energy Trust's trade ally website

- Only 24% of trade allies report that the website is "very useful"
- 56% report that it is "somewhat useful"

(n=98 respondents, only those who indicated visiting the Energy Trust website were asked this question)

Usefulness ranking of trade ally website	Total N=98	COM N=23	RES N=60	REN N=8	IND N=7	Efficiency N=89	Renewable N=15	2012 survey total n=85
Very useful	22%	26%	22%	38%	0%	20%	40%	29%
Somewhat useful	56	39	63	37	71	58	47	29
Not very useful	5	13	-	13	14	5	7	-
Not useful at all	3	-	5	-	-	3	-	7
Not sure	13	22	10	13	14	14	7	-

Question: How useful do you find the trade ally website?

Desired website content access via mobile device– Top two choices

- Finding incentive information was identified as the most important information trade allies would like to access on their mobile devices.

(n=98 respondents, only those who indicated visiting the website were asked this question)

Most desired website functions to have available on mobile devices: Top 2 choices	Total N=98	COM N=23	RES N=60	REN N=8	IND N=7	Efficiency N=89	Renewable N=15
Find incentive information	28%	35%	25%	38%	14%	28%	27%
Use savings calculation tools	24	26	23	13	29	25	27
Find program information/requirements	22	9	27	13	43	25	27
Determine customer eligibility	17	17	17	25	14	17	14
Complete online applications	13	9	17	13	-	13	7
Don't use mobile devise	12	17	12	13	-	11	13

Question: What functions on Energy Trust's website would you like to access from your mobile device?

Information trade allies can't find on trade ally website

- Contractors suggest improving site navigation, and making forms and special promotions easier to find on the trade ally website.

Information that is difficult to find on trade ally website	Total N=31	COM N=10	RES N=15	REN N=3	IND N=3	Efficiency N=27	Renewable N=7
Nothing	11	4	6	1	-	9	3
Improved site navigation	4	1	2	1	-	3	1
Forms	3	1	1	1	-	2	1
Special promotions	2	-	1	-	1	2	-

*Data in table are counts not percentages

Question: What information are you looking for that you can't find on the trade ally website?

Suggestions to improve "Find a Contractor" web page

- Contractors had a few suggestions for improving the contractor search – showing contractor star ratings, years in business, specialties or trades, and improving zip code searches.

Suggested improvements to "Find a Contractor" web page	Total N=33	COM N=7	RES N=282	REN N=2	IND N=2	Efficiency N=29	Renewable N=7
Nothing, or fine as is	10	2	7	1	-	8	4
Show contractor star rating	3	-	3	-	-	3	-
Show years in business	3	-	1	1	1	2	2
Show contractor specialty or trade	2	-	2	-	-	2	-
Improve zip code search option	2	-	2	-	-	1	1

*Data in table are counts not percentages

Question: What improvements could be made to the contractor search (Find a Contractor) web page, including changes to the bid sheet, distance function, star rating, etc.?

Marketing

The following summarizes trade ally feedback concerning Energy Trust's marketing efforts and marketing funds.

Top channels to generate business – Top two choices

- Word of mouth is seen as the best channel to generate business.

Top channels to generate business: Top 2 choices	Total N=107	COM N=24	RES N=66	REN N=8	IND N=9	Efficiency N=98	Renewable N=15
Word of mouth	76%	71%	76%	75%	89%	75%	80%
Company promotions (advertising, news coverage)	57	50	59	63	56	58	60
Energy Trust promotions (advertising, news coverage)	18	21	15	-	44	18	7
Energy Trust find a contractor webpage	13	13	14	13	11	12	13
Consumer rating websites	11	-	18	-	-	12	7
Don’t know	12	13	12	25	-	11	13

Question: In your experience, what are the top two channels for generating business for your company?

Use of Energy Trust advertising funds

- Only 27% of trade ally respondents report that their company has taken advantage of Energy Trust's advertising funds in the last year.

Use of advertising funds	Total N=107	COM N=24	RES N=66	REN N=8	IND N=9	Efficiency N=98	Renewable N=15
Yes	27%	13%	33%	25%	22%	29%	27%
No	58	71	53	75	44	55	67
Don't know	15	17	14	-	33	16	7

Question: Energy Trust has cooperative advertising funds available to trade allies to support advertising of Energy Trust related services. Did your company take advantage of the funds to advertise in the last year?

Reasons for not using advertising funds

- One third of trade ally respondents reported that they have not taken advantage of marketing funds because they did not know about them.

(n=62 respondents, only those indicating no use of marketing funds were asked this question)

Reasons for not using funds	Total N=62	COM N=17	RES N=35	REN N=6	IND N=4	Efficiency N=54	Renewable N=10
Didn't know about them	36%	53%	26%	33%	50%	37%	20%
Too many restrictions	8	-	11	17	-	6	20
Too difficult to apply	7	6	6	17	-	6	10
Time constraints	7	6	3	-	50	7	-
Other	19	12	23	33	-	17	30
Don't know	24	24	31	-	-	28	20

Question: Why did your firm not take advantage of the cooperative marketing funds?

Effectiveness of cooperative advertising fund

- Trade allies that have used cooperative advertising funds report that they are effective in increasing business.

(n=29 respondents, only those who indicated taking advantage of marketing funds were asked this question)

Ability of funds to impact business	Total N=29	COM N=3	RES N=22	REN N=2	IND N=2	Efficiency N=28	Renewable N=4
Yes, slightly increased business	45%	67%	46%	50%	0%	43%	50%
Yes, substantially increased business	31	-	32	50	50	32	50
Don't know	21	33	18	-	50	21	-
No, did not increase business at all	3	-	5	-	-	4	-

Question: Was your firm able to increase its business as a result of using the cooperative advertising fund?

Value of assistance from Energy Trust to reach non-English speaking customers

- Trade allies report that they do not perceive much value in Energy Trust helping them reach out to non-English speaking customers.

Value of assistance in reaching non-English speaking customers	Total N=107	COM N=24	RES N=66	REN N=8	IND N=9	Efficiency N=98	Renewable N=15
Very valuable	9%	8%	12%	0%	0%	10%	0%
Somewhat valuable	10	4	12	-	22	11	13
Not very valuable	28	25	27	50	22	27	40
Not at all valuable	16	29	11	13	22	15	13
Not sure	36	33	38	38	33	37	33

Question: How valuable would Energy Trust assistance be in reaching non-English speaking customers through translation services and translation of marketing materials?

Star Rating System

The following section summarizes trade ally feedback concerning awareness of Energy Trust's residential contractor star rating system and its impact on business.

Awareness of Energy Trust "star" rating system for residential trade allies

- The majority of residential trade allies report being aware of the Energy Trust star system.

(n=69 respondents, only those who were indicated as serving the residential sector in the sample were asked this question)

Awareness of "star" rating system	Total N=69	Efficiency N=67	Renewable N=7	2012 survey total n=69
Yes	61%	63%	57%	74%
No	30	31	-	26
Don't know	9	6	43	-

Question: Are you familiar with the Energy Trust "star" system for rating residential trade allies that was released in 2010?

Fairness of the “star” rating system

- Trade allies view the star rating system as generally being fair, with 81% reporting that it is very fair or somewhat fair.
- By way of comparison, 63% of 2012 survey respondents and 71% of 2011 respondents reported that it was very or somewhat fair.

(n=42 respondents, only those who indicated familiarity with the star rating system, were asked to respond)

Fairness of the “star” rating system	Total N=42	RES N=42	Efficiency N=42	Renewable N=4	2012 survey total N=59	2011 survey total N=82
Very fair	52%	52%	52%	25%	63%	36%
Somewhat fair	29	29	29	25	-	35
Not very fair	2	2	2	-	19	13
Not fair at all	5	5	5	-	19	16
Not sure	12	12	12	50		

Question: How fair do you think the star system is?

Awareness of how to check Energy Trust star rating

- Over 60% of trade allies know how to check their Energy Trust star rating.

(n=42 respondents, only those who indicated familiarity with the star rating system, were asked to respond)

Know how to check star rating	Total N=42	RES N=42	Efficiency N=42	Renewable N=4	2012 survey result N=68
Yes	64%	64%	64%	75%	63%
No	29	29	29	25	37
Don’t know	7	7	7	-	-

Question: Do you know how to check your Energy Trust star rating?

Customer feedback on Energy Trust star rating

- Less than 20% of trade allies have heard any comments about the Energy Trust star rating.

(n=42 respondents, only those who indicated familiarity with the star rating system, were asked to respond)

Feedback from customers about star rating	Total N=42	RES N=42	Efficiency N=42	Renewable N=4	2012 survey total N=69
Yes	17%	17%	17%	-	16%
No	76	76	76	100	84
Don’t know	7	7	7	-	-

Question: Have you heard anything from your customers about your company’s Energy Trust star rating?

Energy Trust "star" rating impact on business

- Approximately 20% of trade allies report that the Energy Trust star rating has helped them increase business.

(n=42 respondents, only those who indicated familiarity with the star rating system, were asked to respond)

Impact of star rating on business	Total N=42	RES N=42	Efficiency N=42	Renewable N=4
Increased business	21%	21%	21%	-
No impact	33	33	33	-
Decreased business	2	2	2	-
Not sure	43	43	43	

Question: How has Energy Trust's star rating impacted business?

PMC Transitions

The following provides a summary of trade ally feedback concerning the recent transition of the Existing Buildings program and Existing Homes program to new Program Management Contractors.

Feedback on 2013 PMC transitions– Top mentions

- Contractor feedback on the transition of program management contractors for the Existing Homes and Existing Buildings programs was mixed, with poor service or support (-), and smooth transition (+) being mentioned most often.

Top mentions on feedback about 2013 PMC transitions	Total N=44	COM N=10	RES N=33	REN N=0	IND N=1	Efficiency N=43	Renewable N=4
No feedback	20	4	15	-	1	19	4
Poor service or support (-)	6	-	6	-	-	6	-
Smooth transition (+)	5	1	4	-	-	5	-
Friendly staff or service (+)	3	1	2	-	-	3	-
Communication confusion (-)	3	-	3	-	-	3	-
Experienced delays (-)	2	2	-	-	-	2	-
Incentive payments take longer (-)	2	2	-	-	-	2	-

*Data in table are counts not percentages

Question: Energy Trust transition to implementation of its Existing Homes and Existing Business programs in January 2013 to program management contractors Fluid Market Strategies and ICF International, respectively. Do you have any feedback?

APPENDICES

-Copy of the Survey Instrument

-Tabulated Verbatim Responses

-Cross-tabulated Raw Report

APPENDIX A

-Copy of the Survey Instrument

Energy Trust 2013 Trade Ally Survey

The main goals of the 2013 trade ally survey are:

- To obtain feedback on lending allies (how trade allies are working with lenders; what is working well; what trade allies want and need from Energy Trust and lending allies)
- Overall experience of working with Energy Trust, satisfaction, level of service received and support available (Energy Trust marketing/communication/website, co-op marketing funds, communication tools, training, additional tools to serve customers)
- To get feedback on trainings, including workshops and roundtables (what allies want to get out of trainings, i.e. continuing education credits that can be applied towards certifications; what format is preferred for trainings, i.e. on-demand versus webinars; feedback on past trainings; topics trade allies would like to see covered in the future)
- To get feedback on potential future offerings for trade allies (such as a blog or forum; smart phone apps for mapping Energy Trust territory and savings calculators) and feedback on current offerings (i.e. website functionality and content)
- To get early feedback on the PMC transitions, although the majority of the survey questions should be PMC-neutral
- To ask trade allies about topics of interest to CCS, including service in SW Washington, commercial and residential solar, windows, etc.
- To learn more about the economic impact to trade ally business, in terms of growth and employment numbers, as a result of working with Energy Trust

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Survey Introduction and Contact Information

Thank you for taking Energy Trust of Oregon's 2013 trade ally and contractor survey! Your feedback is very important to us and will help improve our services to you. This survey asks a variety of questions about your business and your experiences with Energy Trust. If you don't have an exact answer, please give us your best guess. The survey will take approximately 20 minutes to complete and your answers will be kept completely confidential. After you complete the survey, you will have the opportunity to be entered into a random drawing for one of five $100 Visa Gift Cards.

Please contact Dan Rubado, Energy Trust Evaluation Project Manager, if you have any questions or comments about this survey.
Email: dan.rubado@energytrust.org
Phone: 503-459-4069

PROGRAMMING NOTE, IMPORT THE FOLLOWING FIELDS FROM SAMPLE TO DRIVE SURVEY:

SECTORCODE1, SECTORCODE2, SECTORCODE3
EFFICIENCY_FLAG
RENEWABLES_FLAG
SOLARPV_FLAG
SOLARHW_FLAG
WINDOWS_FLAG
WA_FLAG
PROJECTS_2012

Q1. Please select a category which best describes your job responsibility.

- o Administrative / Office staff
- o Technician / Installer
- o Project Manager / Estimator
- o Owner / Principal
- o Other (please specify) ____________________

Trade Ally Firm

Q2. How many people work at your company in each of the following regions of Oregon, SW Washington, and the USA? **[INCLUDE REGION MAP.JPG]**

_______Portland Metro Area
_______Willamette Valley / North Coast (outside Portland Metro Area)
_______Southern Oregon / South Coast
_______Oregon East of the Cascades
_______SW Washington
_______USA (including employees in Oregon and Washington)
o Don't know / Not sure

Q3. Energy Trust's records show that your firm worked on [=PROJECTS_2012] projects that received an Energy Trust incentive in 2012. Approximately what percentage of your company's Oregon revenues in 2012 came from projects participating in Energy Trust programs?

_______%
o Don't know / Not sure

Q4. Do you anticipate a change in the percentage of projects that your company works on that will receive Energy Trust incentives in 2013 compared to 2012?

- o Expect the percentage of projects that receive incentives to <u>increase</u> in 2013
- o Expect the percentage of projects that receive incentives to <u>decrease</u> in 2013
- o Expect <u>no change</u> in the percentage of projects that receive incentives in 2013
- o Don't know / Not sure

➢ If company does energy efficiency work [EFFICIENCY_FLAG=1], then ask 0.

Q5. Thinking of projects in 2012, how influential were Energy Trust incentives and services, on average, in moving <u>energy efficiency projects</u> forward for your company?

- o Not at all influential
- o Not very influential
- o Not sure
- o Somewhat influential
- o Very influential

➢ If company does renewable energy work [RENEWABLES_FLAG=1], then ask Q6.

Q6. Thinking of projects in 2012, how influential were Energy Trust incentives and services, on average, in moving <u>renewable energy projects</u> forward for your company?

- o Not at all influential
- o Not very influential
- o Not sure
- o Somewhat influential
- o Very influential

Q7. Energy Trust currently uses the insurance tracking company EBIX to track insurance status for all trade allies and to verify that insurance policies are up to date. In your interactions with EBIX over the past year, which, if any, of the following have occurred? Select all that apply (Rotate responses):

- o EBIX did not provide needed information in a timely manner
- o I had to submit the same documentation multiple times
- o It was difficult to contact someone at EBIX to get information
- o Communication from EBIX was not clear
- o There were no problems with EBIX
- o I had no interactions with EBIX
- o Other (please specify): ____________________
- o Don't know / Not sure

Relationship with Energy Trust

Q8. Thinking of your experience with Energy Trust in 2012, how satisfied were you overall?

- o Not at all satisfied
- o Somewhat dissatisfied
- o Not sure
- o Somewhat satisfied
- o Very satisfied

Q9. Thinking of your interactions with Energy Trust in 2012, how likely would you be to refer a non-competing contractor to become an Energy Trust trade ally?

- o Very unlikely
- o Somewhat unlikely
- o Not sure
- o Somewhat likely
- o Very likely

Q10. What is the main reason for your answer?

Q11. Which of the following statements best reflects your current working relationship with Energy Trust?

- o Has improved compared to previous years
- o Has stayed the same compared to previous years
- o Has gotten worse compared to previous years
- o Don't know / Not sure

➢ If response to Q11 is 'Gotten worse', then ask 12.

Q12. What is the main reason that your working relationship with Energy Trust has gotten worse?

- o Energy Trust staff have not been responsive to my questions or requests
- o Working relationships with specific Energy Trust program staff have deteriorated
- o Application, data or documentation requirement have become too cumbersome
- o Payments are being processed too slowly
- o Energy Trust programs changed and I am not familiar with them anymore
- o Other (please specify): ____________________
- o Don't know / Not sure

➢ If response to Q11 is 'Improved', then ask Q13.

Q13. What is the main reason for the improvement in your working relationship with Energy Trust?

- Energy Trust program staff became more responsive to my questions or requests
- We have developed a good working relationship with specific Energy Trust program staff
- Application, data or documentation requirements became easier to complete
- We are getting paid quickly
- I became more familiar with Energy Trust programs
- Other (please specify): ____________________
- Don't know / Not sure

Paperwork and Forms

Q14. Generally speaking, what percentage of each Energy Trust incentive application form do you complete for your customers?

- 0%
- 1%-24%
- 25%-49%
- 50%-74%
- 75%-99%
- 100%
- Don't know / Not sure

➢ If response to Q14 is less than 50%, then ask Q15.

Q15. Please select the most common reason you do not complete most or all of the paperwork for a customer. (Rotate responses)

- The paperwork is too complex or confusing
- The amount of paperwork is excessive
- Do not have sufficient staff to complete paperwork
- Do not have the necessary information
- The customer prefers to complete the paperwork
- Don't have access to the application
- Don't know / Not sure

Q16. How often do you or other staff at your firm submit paperwork through online applications?

- Never
- Occasionally
- About half the time
- Usually
- Always
- Don't know / Not sure

➢ If response to Q16 is 'Never' then skip to Q20

Q17. Which of the following statements best describes your firm's experience with online incentive applications? (Rotate responses)

- More customers are submitting paperwork via online application
- Online applications have made it easier for my firm to submit paperwork
- My firm has had poor experiences with online applications
- The incentive forms that my firm regularly uses are not available as online applications
- My firm has not used or is not familiar with the online incentive applications
- Don't know / Not sure

- If response to Q17 is ‘My firm has had poor experiences with online applications’ then continue, otherwise skip to Q19.

Q18. Why has your firm had poor experiences with online applications?

Q19. What improvements would you like to see to the online applications?

Q20. Do you have any additional comments on Energy Trust’s paperwork and forms?

Financing Services

Q21. Which financing services or lenders affiliated with Energy Trust are you familiar with? Select all that apply (Rotate responses):

- Clean Energy Works Oregon
- Craft 3
- Umpqua Bank (Green Street loan)
- First Security Bank of Washington
- Directors Mortgage
- Green Mortgage Northwest
- Other (please specify):___________________________
- None of the above **[SKIP TO Q23]**
- Don’t know / Not sure **[SKIP TO Q23]**

Q22. Which of the following best describes your firm's experience with financing services from lenders affiliated with Energy Trust? (Rotate responses)

- Promoted financing services in the past, but not now
- Aware of financing services, but do not actively promote them
- Currently promote financing services actively **[SKIP TO Q24]**
- Aware of financing services, but don't know if we actively promote them
- Don’t know / Not sure

Q23. Would your company be interested in promoting lending services from lenders associated with Energy Trust?

- Yes
- No **[SKIP TO Q25]**
- Don’t know/not sure **[SKIP TO Q25]**

Q24. Which of the following features are most appealing to you and your customers in a financing offer for energy projects? Please rank the top two in order of preference (Rotate responses):

- Longer financing terms
- Allow contractors to submit paperwork for customers
- Online applications
- Telephone assistance with applications
- Simplified paperwork
- Clearer application instructions
- Broader range of possible loan amounts
- Lower interest rates
- Other (please specify): _____________________
- Not interested in promoting financing
- Don’t know / Not sure

Q25. How important do you think having financing available to customers is in moving a project forward?

- Not important at all
- Not very important
- Not sure
- Somewhat important
- Very important

Q26. Would you be interested in training or additional information about financing services available from lenders affiliated with Energy Trust?

- No, not interested
- Yes, interested in additional info
- Yes, interested in training
- Yes, interested in both training and additional information

Work in SW Washington

➢ If company does projects in WA [WA_FLAG=1] then continue. Otherwise skip to Q31.

Q27. What percent of your firm's 2012 projects that received Energy Trust incentives were completed in Southwest Washington?

- 0% **[SKIP TO Q31]**
- 1%-24%
- 25%-49%
- 50%-74%
- 75%-99%
- 100%
- Don't know / Not sure

Q28. Is your company interested in increasing the number of projects receiving Energy Trust incentives in Southwest Washington?

- Yes
- No **[SKIP TO Q30]**
- Don't know / Not sure

Q29. What are the main barriers that your company is facing in increasing the number of projects receiving Energy Trust incentives in Southwest Washington? Please rank the <u>top two</u> in order of importance (Rotate responses):

- The Oregon in "Energy Trust of Oregon"
- The limited number of Energy Trust incentives available in Washington
- Lack of customer awareness of Energy Trust
- Lack of customer interest in energy efficiency or renewable
- Customer perception that newer homes do not need energy efficiency improvements
- Income barriers
- Not aware of any barriers
- Other (please specify) ____________________
- Don't know / Not sure

Q30. Do you have any suggestions on possible actions that Energy Trust could take to increase the number of projects in SW Washington?

Solar Electric Work

- If company installs solar electric systems [SOLARPV_FLAG=1], then continue to Q31. Otherwise skip to Q38.

Q31. Approximately what percent of your 2012 revenue came from solar electric jobs?

- 0%
- 1%-24%
- 25%-49%
- 50%-74%
- 75%-99%
- 100%
- Don't know / Not sure

- If response to Q31 is '0%' then skip to Q38.

Q32. Approximately what percent of your 2012 solar electric revenue came from commercial jobs?

- 0%
- 1%-24%
- 25%-49%
- 50%-74%
- 75%-99%
- 100%
- Don't know / Not sure

Q33. What is your current estimated solar electric project backlog?

- No projects currently planned
- Projects for the next month
- Projects for the next 3 months
- Projects for the next 6 months
- Projects beyond the next 6 months
- Don't know / Not sure

Q34. Did you observe an increase in customer inquiries about installing solar electric in 2012 compared to 2011? If so, by what amount?

- No change
- 1%-24%
- 25%-49%
- 50%-74%
- 75%-100%
- Decreased
- Don't know / Not sure

Q35. What percent of solar electric customer inquiries were you able to respond to in 2012?

- 100%, and was able to serve all qualified leads
- 100%, but selectively served only the highest qualified leads
- 75%-99%
- 50%-74%
- Less than 50%
- Don't know / Not sure

Q36. What was the average kW of your 2012 solar electric installations? Please enter zero if you did not install any solar electric systems in 2012.
______ Commercial (average kW)
______ Residential (average kW)
o Don't know / Not sure

➢ If company operates primarily in the residential sector [SECTORCODE1 = RES] then ask Q37.

Q37. How much of an impact did the Oregon Energy tax credit have on your residential customers' decision to install solar electric systems in 2012?

- o Strong influence; very few customers would have installed systems without the tax credit
- o Moderate influence; some customers would have installed systems and some would not have without the tax credit
- o Weak influence; most customers would have installed systems without the tax credit
- o Don't know / Not sure

Solar Thermal Work

➢ If company installs solar water heating systems [SOLARHW_FLAG=1] then continue to Q38. Otherwise, skip to Q41.

Q38. Approximately what percent of your 2012 revenue came from solar water heating jobs?

- o 0%
- o 1%-24%
- o 25%-49%
- o 50%-74%
- o 75%-99%
- o 100%
- o Don't know / Not sure

➢ If response to Q38 is 0%, then skip to Q41.

Q39. Approximately what percent of your 2012 solar water heating revenue came from commercial jobs?

- o 0%
- o 1%-24%
- o 25%-49%
- o 50%-74%
- o 75%-99%
- o 100%
- o Don't know / Not sure

Q40. What was the average size in square feet of your 2012 solar water heating system installations? Please enter zero if you did not install any solar water heating systems in 2012.
______ Commercial (average square feet of collectors)
______ Residential (average square feet of collectors)
o Don't know / Not sure

Residential Windows

- If company operates primarily in the residential sector [SECTORCODE1 = RES] and installs windows [WINDOWS_FLAG=1] then continue to Q41, otherwise skip to Q43.

Q41. Approximately what percent of the residential windows that your firm installed in 2012 had the following U-values? [PROGRAMMING: Should add to 100%]

______ 0.29 and above U-value

______ 0.26 - 0.28 U-value

______ 0.23 - 0.25 U-value

______ 0.22 U-value or less

o Don’t know / Not sure

Q42. What is the current availability of windows with the following U-values?

	Not available	Difficult to get	Some models are available	Easily available in all models	Don't know / Not sure
0.26 - 0.28 U-value	1	2	3	4	5
0.23 - 0.25 U-value	1	2	3	4	5
0.22 U-value or less	1	2	3	5	5

Training

Q43. Are you aware that Energy Trust offers training in a variety of areas to help support trade allies in providing energy services to customers?

- o Yes
- o No

- If Q43 is ‘No’ then skip to Q51.

Q44. When was the last time you or your staff attended training sponsored by Energy Trust, if ever?

- o Never attended training
- o 2011 or before
- o 2012 or 2013
- o Don't know / Not sure

- If response to Q44 **Error! Reference source not found.** is ‘2012 or 2013’ then continue to Q45. Otherwise skip to Q51.

Q45. What types of Energy Trust trainings have you participated in over the last year? Please select all that apply (Rotate responses):

- o Pre-recorded, on-demand video or webinar
- o Live, interactive webinar
- o Live webcast of event or workshop
- o In-person event or workshop
- o Trade ally roundtable
- o Other, please specify:____________________
- o Don’t know / Not sure

- If response to Q45 is ‘Pre-recorded, on-demand video or webinar’ then ask Q46.

Q46. How valuable did you find the pre-recorded video/webinar training that you viewed in the last year?

  - Not at all valuable
  - Somewhat valuable
  - Very valuable
  - Don’t know / Not sure

- If response to Q45 is ‘Live, interactive webinar’ then ask Q47.

Q47. How valuable did you find the live/interactive webinar training that you attended in the last year?

  - Not at all valuable
  - Somewhat valuable
  - Very valuable
  - Don’t know / Not sure

- If response to Q45 is ‘Live webcast of event or workshop’ then ask Q48.

Q48. How valuable did you find the live webcast of an event/workshop that you viewed in the last year?

  - Not at all valuable
  - Somewhat valuable
  - Very valuable
  - Don’t know / Not sure

- If response to Q45 is ‘In-person event or workshop’ then ask Q49.

Q49. How valuable did you find the in-person event/workshop that you attended in the last year?

  - Not at all valuable
  - Somewhat valuable
  - Very valuable
  - Don’t know / Not sure

- If response to Q45 is ‘Trade ally roundtable’ then ask Q50.

Q50. How valuable did you find the trade ally roundtable that you attended in the last year?

  - Not at all valuable
  - Not very valuable
  - Not sure
  - Somewhat valuable
  - Very valuable

Q51. Please rank the top two areas in which you would like to receive training from Energy Trust in the future. (Rotate responses)

- Program paperwork
- Savings calculation tools
- Communicating the value of energy efficiency to customers
- Pricing and bidding
- Project management
- Quality control
- Code changes
- Calculating customer incentives
- Energy modeling
- Air quality and related diagnostics
- Website resources
- Other (please specify):____________________
- I'm not interested in any additional training
- Don't know / Not sure

Q52. Energy Trust offers training sessions at a variety of locations in the Portland Metro area. To what degree does your location prevent you from attending these trainings?

- I have never been able to attend an Energy Trust training because of my location
- My location makes is very difficult, but not impossible, to attend trainings
- My location makes it inconvenient, but not overly difficult to attend trainings
- My location does not prevent me from attending Energy Trust trainings
- Other (please specify): _____________________
- Don't know / Not sure

Q53. What types of training formats would you like to see in the future? Please rank the top two in order of preference (Rotate responses):

- Pre-recorded, on-demand videos and webinars
- Live, interactive webinars
- Live webcasts of events and workshops
- In-person workshops
- Trainings at roundtables
- Other (please specify):___________________________
- Don't know / Not sure / No preference

Q54. How important is it that a training you want to take qualifies for continuing education (CE) credits?

- Not at all important
- Not very important
- Not sure
- Somewhat important
- Very important

➢ If response to Q54 is 'Somewhat important' or 'Very important' then ask Q55.

Q55. If Energy Trust trainings qualified for CE credits, which certification is most important to you?

- Building Performance Institute (BPI)
- Construction Contractors Board (CCB)
- Other (please specify):___________________________
- Don't know / Not sure

Q56. How can Energy Trust trainings be improved?

Q57. Energy Trust holds regular roundtable meetings with trade allies throughout the state to provide updated program information, announce plans, offer training, answer questions, introduce program staff, collect feedback and discuss concerns. What aspects of the trade ally roundtables are most important when your firm is deciding whether or not to attend? Please rank the top two in order of importance (Rotate responses):

- Energy Trust presentation topic
- Training topic
- Discussion topic
- Networking opportunity
- Time of day
- Frequency of roundtables
- Distance to roundtable location
- Other (please specify):__________________________________
- Don't know / Not sure

Q58. Is your firm able to attend trade ally roundtables in the Portland Metro area?

- Yes
- No
- Don't know / Not sure

➢ If response to Q58 is 'Yes' then ask Q59. Otherwise skip to Q60.

Q59. What is your preferred location for trade ally roundtables in the Portland metro area? Please rank the top two in order of preference (Rotate responses):

- Portland / Central
- Portland / Airport
- Portland / West Side
- Portland / East Side
- Clackamas
- Wilsonville
- Other (please specify):___________________________
- Don't know / Not sure

Q60. What would make the trade ally roundtables more valuable?

Communication with Energy Trust

Q61. When receiving information about Energy Trust programs, how would you like to receive that information? Please rank the top two in order of preference (Rotate responses):

- Emails from program staff
- Insider newsletter
- Trade ally roundtables
- Energy Trust website
- Training workshops
- Synergy blog
- Other discussion forum moderated by Program staff
- Social media (Facebook, Twitter, LinkedIn)
- Other (please specify): _____________
- Don't know / Not sure

Q62. How useful do you find Energy Trust's Insider newsletter?

- Not at all useful
- Not very useful
- Not sure
- Somewhat useful
- Very useful
- Do not receive the Insider

➢ If Q62 is 'Do not receive the Insider' then skip to Q65.

Q63. Which of the following would make the Insider newsletter more useful to you? Please rank the top two in order of usefulness (Rotate responses):

- Target newsletter content to specific programs
- Improve the searchability of Insider
- Make Insider easier to navigate
- Include different types of articles
- Include imbedded links to pertinent information and publications
- Other (please specify): ____________________
- Don't know / Not sure

Q64. Which of the following types of articles would be most useful in future Insider newsletters? Please rank the top two in order of usefulness (Rotate responses):

- Common problems/solutions
- Emerging technologies
- Technical assistance or resources
- Marketing tips
- Customer service tips
- Tax credits
- Other (please specify):__________________________
- Don't know / Not sure

Energy Trust Website

Q65. How often do you visit the Energy Trust website?
- o Never
- o A few times per year
- o Monthly
- o 1-3 times a month
- o Weekly
- o Multiple times per week
- o Don't know / Not sure

➢ If response to Q65 is 'Never' then skip to Q71.

Q66. What pages do you visit most frequently on the Energy Trust website? Please rank the top two pages in order of frequency (Rotate responses):
- o Program forms
- o Program incentive information
- o Online incentive applications
- o General program information
- o Contractor search (Find a Contractor)
- o Calendar/meetings
- o Customer-facing pages
- o Insider newsletter archive
- o Synergy blog
- o Other (please specify):____________________________
- o Don't know / Not sure

Q67. How useful do you find the trade ally web pages?
- o Not at all useful
- o Not very useful
- o Not sure
- o Somewhat useful
- o Very useful

Q68. What information are you looking for that you can't find on the trade ally website?

Q69. What improvements could be made to the contractor search (Find a Contractor) web page, including changes to the bid sheet, distance function, star rating, etc.?

Q70. What functions on Energy Trust's website would you like to access from your mobile device (smartphone, tablet computer, etc.)? Please rank the top two in order of preference (Rotate responses):

- Find incentive information
- Complete online incentive applications
- Find program information or requirements
- Find and complete financing application
- Use savings calculation tools
- Use energy modeling tools
- Determine customer eligibility for Energy Trust incentives
- Look at the Energy Trust service territory map
- Read Synergy blog or Insider newsletter
- Other (please specify):________________________________
- Do not use a mobile device
- Don't know / Not sure

Marketing

Q71. In your experience, what are the top channels for generating business for your company? Please rank the top two in order of importance (Rotate responses):

- Consumer rating websites (i.e. Yelp, Angie's List)
- Your company's promotions (advertising, news coverage)
- Energy Trust Find a Contractor webpage
- Energy Trust promotions (advertising, news coverage)
- Word of mouth
- Other (please specify):________________________________
- Don't know / Not sure

Q72. Energy Trust has cooperative advertising funds available to trade allies to support advertising of Energy Trust related services. Did your company take advantage of these funds to advertise in the last year?

- Yes
- No
- Don't know / Not sure

➢ If response to Q72 is 'No', then ask Q73.

Q73. Why did your firm not take advantage of the cooperative marketing funds? (Rotate responses)

- Didn't know about them
- Too difficult to apply
- Too many restrictions
- Other (please specify):________________________________
- Don't know / Not sure

➢ If response to Q72 is 'Yes', then ask Q74

Q74. Was your firm able to increase its business as a result of using the cooperative advertising funds?

- No, did not increase business at all
- Yes, slightly increased business
- Yes, substantially increased business
- Don't know / Not sure

Q75. How valuable would Energy Trust assistance be in reaching non-English speaking customers through translation services and translation of marketing materials?
- Not at all valuable
- Not very valuable
- Not sure
- Somewhat valuable
- Very valuable

Star Rating System

➢ If company serves the residential sector [SECTORCODE = RES] then ask Q76.

Q76. Are you familiar with the Energy Trust "star" system for rating residential trade allies that was released in 2010?
- Yes
- No
- Don't know / Not sure

➢ If response to Q76 is 'Yes' then ask Q77. Otherwise skip to Q81.

Q77. How fair do you think the star rating system is?
- Not at all fair
- Somewhat unfair
- Not sure
- Somewhat fair
- Fair

Q78. Do you know how to check your Energy Trust star rating?
- Yes
- No
- Don't know / Not sure

Q79. Have you heard anything from your customers about your company's Energy Trust star rating?
- Yes (please specify):____________________________
- No
- Don't know / Not sure

Q80. How has Energy Trust's star rating impacted your business?
- Increased business
- Decreased business
- No impact
- Don't know / Not sure

Open-Ended

➢ If company serves either the residential or commercial sectors [SECTORCODE = RES or COM] then ask 0.

Q81. Energy Trust transitioned the implementation of its Existing Homes and Existing Buildings programs in January 2013 to program management contractors Fluid Market Strategies and ICF International, respectively. Do you have any feedback on this transition?

Q82. In closing, do you have any final comments or suggestions for Energy Trust?

Thank you for completing the 2013 trade ally survey. To be entered into our drawing for one of five $100 Visa Gift cards, please provide the following information so we may contact you if you win. Contact information will not be used to identify your responses to the survey.

Name:
Company:
Email address:

You information provided here will only be used if you win, and will not be added to any contact lists for this or any future research projects.

Drawing Information

The Visa Gift Card drawing is open to Energy Trust trade allies or other contractors who participated in Energy Trust programs in 2012 and who have completed this participant survey. Limit of one entry per person. Upon receipt of completed survey, Energy Trust will enter your name in the drawing. Five winners will be selected through a random drawing from all entries received which will be held on July 31, 2013. Odds of winning are dependent on the total number of completed submissions. Submissions without contact information will not be included in drawing. Winners will receive a $100 Visa Gift Card by mail upon notification of winning and confirmation of valid mailing address. Drawing is sponsored by Energy Trust of Oregon, Inc., 421 SW Oak St, Suite 300, Portland, Oregon 97204. Energy Trust reserves the right in its sole discretion to revise, terminate or discontinue this drawing at any time.

APPENDIX B

-Tabulated Verbatim Responses

Q10. "What is the main reason for (how likely would you be to refer a non-competing contractor to become an Energy Trust trade ally)?" [All respondents electing to answer question]

Primary Sector	Q8. Satisfaction with ET?	Q9. Likelihood to refer ET?	ID	Q10. Reason for answer?
COM	Very satisfied	Very likely	13	It benefits everybody.
COM	Very satisfied	Very likely	54	It's another very good tool in the sales tool box!
COM	Very satisfied	Very likely	61	Honestly, there is no good reason NOT to be a trade ally.
COM	Very satisfied	Very likely	93	ETO'S customer service.
COM	Very satisfied	Somewhat likely	84	Because it helps me save business, and it may help them also.
COM	Very satisfied	Very unlikely	29	Because I would make them a part of my alliance team and do the paperwork for them.
COM	Somewhat satisfied	Very likely	7	I want programs to grow so I need more visibility to meet that need.
COM	Somewhat satisfied	Very likely	30	ETO is very good to work with.
COM	Somewhat satisfied	Very likely	39	Great return on investment.
COM	Somewhat satisfied	Very likely	100	There are incentives for allies as well as consumers
COM	Somewhat satisfied	Somewhat likely	80	lots of forms and hard to get a hold of the right person for different projects
IND	Very satisfied	Very likely	40	Helps sell jobs
IND	Very satisfied	Very likely	75	Good organization with good people and lots of benefits
IND	Very satisfied	Very unlikely	55	ETO has had a good track record of supporting industry/customer relationships. Incentives have been essential to the compressed air industry in Oregon and to the Energy Trust to meet savings goals = a good partnership we happily recommend!

Q10. "What is the main reason for (how likely would you be to refer a non-competing contractor to become an Energy Trust trade ally)?"
[All respondents electing to answer question]

Primary Sector	Q8. Satisfaction with ET?	Q9. Likelihood to refer ET?	ID	Q10. Reason for answer?
IND	Somewhat satisfied	Somewhat likely	47	The interaction I've had with ETO has been favorable but at times cumbersome. But it's beginning to get easier over time to use the worksheet.
IND	Somewhat satisfied	Somewhat likely	70	ETO program does help push projects through with the incentives. It can be cumbersome to work through the process at times and can slow the sale down.
REN	Very satisfied	Very likely	16	There is a lot of opportunity out there, and high consumer interest in solar, efficiency projects and other programs supported by Energy Trust. I don't know why a contractor wouldn't become a trade ally in their respective field.
REN	Very satisfied	Very likely	41	everyone I HAVE TALKED TO at energy trust was very helpful
REN	Somewhat satisfied	Somewhat likely	22	Solar PV projects in the ETO territory don't move forward without an incentive provided by ETO. Solar thermal ETO incentives are not being sought because ODoE has been derelict in administering the State incentive program for solar thermal. Customers will not commit to a solar thermal project when a potential 35% tax credit program is advertised but which has been two years late in its roll out.
REN	Somewhat satisfied	Somewhat likely	36	Delays in processing paperwork. Verifiers in the first 9 months of 2012 did not have the experience in electrical installations to do the job properly. This was resolved by the hiring of a So. OR verifier.
REN	Somewhat satisfied	Somewhat likely	37	In the solar program, incentive checks are still too slow.
REN	Somewhat satisfied	Not sure	81	Has presented itself.
RES	Very satisfied	Very likely	9	Working with other Trade Allys has been a great lead generating resources and has created teaming opportunities with other firms.
RES	Very satisfied	Very likely	15	Cash incentives help customers when deciding whether to buy the more efficient equipment.

Q10. "What is the main reason for (how likely would you be to refer a non-competing contractor to become an Energy Trust trade ally)?"
[All respondents electing to answer question]

Primary Sector	Q8. Satisfaction with ET?	Q9. Likelihood to refer ET?	ID	Q10. Reason for answer?
RES	Very satisfied	Very likely	24	I think ET does a great job of keeping contractor informed on energy efficiency. Also, Energy Trust is a great place to start if you want to be more involved in energy efficient measure for your homeowners.
RES	Very satisfied	Very likely	45	Because we should be building more energy efficient homes
RES	Very satisfied	Very likely	60	People (customers) like to see that there is someone looking out for them and ETO is a good source of leads
RES	Very satisfied	Very likely	63	I think that the ETO is very beneficial.
RES	Very satisfied	Very likely	76	lot of good advertising and positive exposure opportunities for everyone available for free. It is a win/win/win for everyone.
RES	Very satisfied	Very likely	77	That helps to increase your network
RES	Very satisfied	Very likely	78	Its a very easy process that provides tremendous benefit to our clients
RES	Very satisfied	Very likely	79	Trade allies receive administrative & technical support, weatherization spec manuals, and rebate application support.
RES	Very satisfied	Very likely	88	Energy trust is easy to work with and very efficient. They also help with incentives for customers. We like being able to offer these incentives.
RES	Very satisfied	Very likely	99	Good business to be able to offer incentives to customers
RES	Very satisfied	Very likely	104	We have had an all around good experience with the Energy Trust and would refer other contractors.
RES	Very satisfied	Somewhat likely	107	EnergyTrust programs have opened the doors for us in markets where we would not otherwise be able to compete.
RES	Very satisfied	Not sure	73	The Energy Trust has diluted the market with too many contractors. This puts many contractors at risk.

Q10. "What is the main reason for (how likely would you be to refer a non-competing contractor to become an Energy Trust trade ally)?"
[All respondents electing to answer question]

Primary Sector	Q8. Satisfaction with ET?	Q9. Likelihood to refer ET?	ID	Q10. Reason for answer?
RES	Somewhat satisfied	Very likely	4	It is very worth it for a contractor to grow their business in residential retrofit projects.
RES	Somewhat satisfied	Very likely	27	Well worth the time (paper work etc.)I do get referrals and customers trust
RES	Somewhat satisfied	Very likely	62	Available Incentives
RES	Somewhat satisfied	Very likely	83	Because it's going to help their business.
RES	Somewhat satisfied	Very likely	91	I believe the Energy Trust has a of influence on clients and the incentives customers can receive is important to have access to. So I feel all companies should be a part of it for their customers.
RES	Somewhat satisfied	Very likely	96	I do refer all the time. Especially real estate brokers. I try where possible to network within the ETO trade ally as it looks good for all of us and quite frankly the expectation of incentives has to be as accurate as possible. If there are any for a specific product. In areas of solar and lighting where I am not likely to know or care I certainly want my clients to get the best information. A regular contractor usually does not care. Just do the work and get out of there.
RES	Somewhat satisfied	Somewhat likely	43	If they aren't competing against me. I try to get customers to take advantage of Energy Trust.
RES	Somewhat satisfied	Somewhat likely	64	I've had good experience in the past
RES	Somewhat satisfied	Not sure	49	If they should be a trade ally, they would be a competitor
RES	Somewhat satisfied	Somewhat unlikely	59	If someone asked about our experience, we would recommend but won't likely seek to refer just based on time restraints
RES	Somewhat satisfied	Somewhat unlikely	66	Delays in getting checks... Incentives have decreased

Q10. "What is the main reason for (how likely would you be to refer a non-competing contractor to become an Energy Trust trade ally)?"
[All respondents electing to answer question]

Primary Sector	Q8. Satisfaction with ET?	Q9. Likelihood to refer ET?	ID	Q10. Reason for answer?
RES	Somewhat satisfied	Somewhat unlikely	87	To many companies performing home performance audits are taking advantage of consumers.
RES	Not sure	Not sure	58	We really don't have much interaction with Energy Trust. For us, Energy Trust is mostly a black box that gives out money if we feed the box the right information.

Q18. "Why has your firm had poor experiences with online applications?" [Those submitting paperwork through online applications]

Primary Sector	Q14. Applications completed?	Q16. Online applications?	ID	Q18. Why has your firm had poor experiences with online applications?
RES	0%	Occasionally	66	Confusing.
RES	75% to 99%	Occasionally	107	In Douglas County, many residences do not receive mail at the street. They have PO boxes and their home addresses are not recognized by your validation system.
RES	75% to 99%	About half	8	They are more time consuming to fill out then paper forms. Don't save time, take more time.
RES	75% to 99%	About half	73	Lack of communication of the status of an application. No way to follow up.
RES	100%	Occasionally	83	There is no gray area, it's black and white and not flexible. And I only use it twice a year if that.
RES	100%	About half	24	The application we use the most is for ductless heat pumps and the online questions don't match the paper form.
RES	100%	Always	48	Energy Trust is able to lose online applications. Many mornings are spent resubmitting. Also no one knows what's going on with the applications.

Q19. "What improvements would you like to see to the online applications?"
[Those submitting paperwork through online applications electing to answer question]

Primary Sector	Q14. Applications completed?	Q16. Online applications?	ID	Q19. What improvements would you like to see to the online applications?
COM	0%	Always	39	More automation!
COM	50% to 74%	Usually	103	Easier navigation for customers.
COM	50% to 74%	Always	13	I can't remember ever being irritated by them.
COM	75% to 99%	Usually	54	They are about as simple as I would expect.
COM	75% to 99%	Always	5	I don't know.
COM	75% to 99%	Always	23	Every thing is good.
COM	75% to 99%	Always	46	Easy to find with more details.
COM	100%	Occasionally	7	I like to do the form on paper because we are so custom oriented.
COM	100%	Occasionally	100	I haven't used them enough to make any suggestions
COM	100%	Usually	84	None.
IND	50% to 74%	Occasionally	75	No answer.
IND	50% to 74%	Usually	70	just make sure its simple and quick to use.
IND	75% to 99%	Usually	20	Works well as is.
IND	75% to 99%	Always	55	We use the Small Industrial Tool spreadsheet for Compressed Air and similar utilities. The folks at Cascade have made this form robust and interactive. . Higher incentive monies might help move a few more projects forward, particularly with the lack of BETC funding these past few years.

Q19. "What improvements would you like to see to the online applications?"
[Those submitting paperwork through online applications electing to answer question]

Primary Sector	Q14. Applications completed?	Q16. Online applications?	ID	Q19. What improvements would you like to see to the online applications?
IND	100%	Always	35	A receipt of receiving and an estimate of when to expect formal agreements. This gives the customer an idea of the time frame to expect agreements to arrive.
REN	75% to 99%	Usually	41	None.
REN	75% to 99%	Usually	44	More things as web app to fill out online.
REN	75% to 99%	Usually	81	Better tracking of project changes and comments in PowerClerk. Seems we've inadvertently erased previous files by updating them.
REN	75% to 99%	Always	22	Some concern that reservations for large incentives on projects that are merely speculative are soaking up incentive dollars for 12 months and causing the incentive levels to drop for smaller more certain projects.
REN	100%	Always	36	Processing speed.
REN	100%	Always	37	1) Please speed the check writing and mailing process. We work on tight cash flows and the incentive is crucial to keeping business running smoothly and meeting payroll. 2) Customers are unhappy with new commercial contacts for efficiency. We have had more than one potential customer try to contact Energy Trust about commercial efficiency incentives with no return call or local person to provide walk through.
RES	0%	Usually	58	Don't know or not sure.
RES	1% to 24%	Not sure	64	Not sure.
RES		Not sure	28	Simplification and streamline them.
RES	25% to 49%	Not sure	102	Have not had much experience but we will be looking into it.

Q19. "What improvements would you like to see to the online applications?" [Those submitting paperwork through online applications electing to answer question]

Primary Sector	Q14. Applications completed?	Q16. Online applications?	ID	Q19. What improvements would you like to see to the online applications?
RES	50% to 74%	Usually	88	We have not used the online app. process. We use the paper version due to us and our customer having to fill in information.
RES	75% to 99%	Occasionally	77	I have not tried them.
RES	75% to 99%	Occasionally	107	If the system could recognize addresses based on the County assessor instead of the postal service, it would greatly help us and our customers.
RES	75% to 99%	About half	8	Not sure. We scan and email forms to processing.
RES	75% to 99%	About half	60	To know which form to use and easier use of them.
RES	75% to 99%	About half	73	A save feature.
RES	100%	Occasionally	83	Just make it easier, that's all I care about.
RES	100%	About half	3	All forms should be filed online.
RES	100%	About half	24	Match the paper form so we can get accurate info before we begin the online process.
RES	100%	Usually	49	Less data collection that is irelavent to the specific Job
RES	100%	Usually	62	Allow R-25 or 'Fill Cavity' for floor insulation R-value. Allow out-of-state mailing addresses (for rentals). Change window measurement to inches instead of feet & inches. Allow for non-rectangle windows (trapezoids, arch tops, etc).
RES	100%	Usually	68	None.
RES	100%	Always	45	A chance to win a million bucks.

Q19. "What improvements would you like to see to the online applications?"
[Those submitting paperwork through online applications electing to answer question]

Primary Sector	Q14. Applications completed?	Q16. Online applications?	ID	Q19. What improvements would you like to see to the online applications?
RES	100%	Always	48	Train the call center on how to there job. I waste a lot of money on following up with ETO with my customers on lost applications. We have the email proof that we submitted the applications but the rep still has to argue that it was our fault and we never submitted the application.
RES	100%	Always	95	No more revisions.
RES	Not sure	Usually	32	No answer.

Q20. "Do you have any additional comments on Energy Trust's paperwork and forms?" [Those submitting paperwork through online applications electing to answer question]

Primary Sector	Q14. Applications completed?	Q16. Online applications?	ID	Q20. Additional comments?
COM	0%	Always	39	No.
COM	50% to 74%	Always	13	I think they make it easy for us.
COM	75% to 99%	Usually	54	You're on the right track!
COM	75% to 99%	Usually	56	Major revisions are needed for the lighting tool, especially the ability to add lines for larger projects.
COM	75% to 99%	Always	5	No. I AM SATISFIED.
COM	75% to 99%	Always	23	Nope.
COM	100%	Never	29	I'm glad we've only had 2 lighting tools this year as the paperwork is repetitive and redundant
COM	100%	Occasionally	7	When we worked with Lockheed Martin the program was good.
COM	100%	Occasionally	100	There are too many different ones.
COM	100%	Usually	84	No. Everything has been pretty clear and to the point.
COM	100%	Always	93	No.
IND	25% to 49%	Never	47	I would like to see the approved list of lamps/ballast and fixtures more easy to find.
IND	50% to 74%	Occasionally	75	No answer.
IND	50% to 74%	Usually	70	No.
IND	50% to 74%	Not sure	40	It would be nice if it was easier to find approved products

Q20. "Do you have any additional comments on Energy Trust's paperwork and forms?" [Those submitting paperwork through online applications electing to answer question]

Primary Sector	Q14. Applications completed?	Q16. Online applications?	ID	Q20. Additional comments?
IND	75% to 99%	Always	55	Paperwork is fairly straightforward once you've learned the steps. Key questions for us in industrial are - 'Has customer signed a 420?' 'Then where is the PO?'
IND	100%	Always	35	No.
REN	75% to 99%	Usually	41	No.
REN	75% to 99%	Always	22	Staff has been very easy to work with, when available.
REN	100%	Always	37	Incentive forms print out in size that is too small. The pdf only takes up 2/3 of page and cannot be resized in the print menu. Seems like a glitch in Power Clerk.
RES	0%	Usually	58	No.
RES	1% to 24%	Not sure	64	No.
RES	25% to 49%	Always	72	I currently print and email the applications. An online form would be nice have no issues using if available but seems as if the customer would need to complete the application as far as personal info regarding the homes and for signatures.
RES	25% to 49%	Not sure	102	Understanding that there are multiple forms for multiple applications it would be nice if they could be condensed or some how combined more to help the contractors.
RES	50% to 74%	Never	43	Online it makes it look like you need a .26u value thru .30 for windows--
RES	50% to 74%	Occasionally	104	Most customers fill out a paper form and turn it in so we have limited use of online services.

Q20. "Do you have any additional comments on Energy Trust's paperwork and forms?" [Those submitting paperwork through online applications electing to answer question]

Primary Sector	Q14. Applications completed?	Q16. Online applications?	ID	Q20. Additional comments?
RES	75% to 99%	Never	17	We need to be able to start filling the form in prior to job starting and completing it after the job is complete.
RES	75% to 99%	Never	50	less redundant info when filling out two incentives that both cover similar info
RES	75% to 99%	Never	69	No.
RES	75% to 99%	Never	76	No.
RES	75% to 99%	Never	96	I submit forms through scanned emails And that works. Forms seem clear enough
RES	75% to 99%	Never	99	No.
RES	75% to 99%	Occasionally	77	No.
RES	75% to 99%	About half	60	No looks like they are doing fine.
RES	75% to 99%	Not sure	105	No.
RES	100%	Never	11	We need to fax because scanning all of the needed documents is too labor intensive and time consuming
RES	100%	Never	14	Better relationship with program staff is progressing forward. Time will tell.
RES	100%	Never	27	No.
RES	100%	Occasionally	83	Keep it simple. Less is more.
RES	100%	Occasionally	91	I don't know, I will have to talk to staff.
RES	100%	Usually	49	Reduce.

Q20. "Do you have any additional comments on Energy Trust's paperwork and forms?" [Those submitting paperwork through online applications electing to answer question]

Primary Sector	Q14. Applications completed?	Q16. Online applications?	ID	Q20. Additional comments?
RES	100%	Usually	62	It's getting better...please make sure that all forms are available online, including multifamily.
RES	100%	Usually	68	No.
RES	100%	Always	45	No.
RES	100%	Always	95	No more revisions.
RES	100%	Always	101	None.
RES	Not sure	Occasionally	89	Not at this time
RES	Not sure	Usually	32	No.

Q30. "Do you have any suggestions on possible actions that Energy Trust could take to increase the number of projects in SW Washington?"
[Those doing projects in Washington State electing to answer question]

Primary Sector	Q27. SW WA projects?	Q28. Increase project interest?	ID	Q30. Suggestions to increase projects in SW Washington?
RES	1% to 24%	Yes	65	Craft3 on bill financing in Washington would help!
RES	1% to 24%	Yes	102	Just need to get the word out. I did not list it in prior question but not having Washington in your name and having Oregon could be a an issue.
RES	25% to 49%	Yes	17	More incentives.
RES	75% to 99%	Yes	76	More rebates and exposure.
RES	Not sure	Yes	104	Team with utility providers to send fliers and reminders with billing.

Q56. "How can Energy Trust trainings be improved?"
[All respondents electing to answer question]

Primary Sector	Q43. Training awareness?	Q54. Training importance?	ID	Q56. How can Energy Trust trainings be improved?
COM	Yes	Very important	56	Don't have them so early in the morning.
COM	Yes	Very important	7	More available technology training--vendor sponsored training every quarter.
COM	Yes	Somewhat important	29	Maybe more just specifying lighting so more specialized instead of all inclusive
COM	Yes	Not very important	54	I'm a big fan of online training due to my location in Salem.
COM	Yes	Not at all important	84	I think they do a really good job now.
COM	Yes	Not at all important	5	Not sure.
COM	No	Very important	13	I have always had good experiences.
COM	No	Somewhat important	100	Time of year needs to be considered. It's impossible to get away when it is so busy with retro installations (extreme heat or cold)
COM	No	Not at all important	39	Online webinars.
IND	Yes	Very important	55	Offer Compressed Air Challenge Courses taught by Jeff Yarnall, PE. Energy Audit Group, RMC.
IND	No	Somewhat important	75	No answer.
REN	Yes	Somewhat important	16	Keep finding good trainers with real experience installing solar (current contractors or former contractors)
REN	Yes	Somewhat important	22	Trade Ally roundtables were not useful in training contractors, though they did provide some industry insight. Eugene, or Lane County hasn't been featured as a place to conduct trainings.
REN	No	Very important	41	Don't know.

Q56. "How can Energy Trust trainings be improved?"
[All respondents electing to answer question]

Primary Sector	Q43. Training awareness?	Q54. Training importance?	ID	Q56. How can Energy Trust trainings be improved?
RES	Yes	Very important	77	I haven't been to one, except when I became allied
RES	Yes	Very important	83	Make it relevant. Make it good.
RES	Yes	Very important	4	Offer CE credits. Bring in outside resources to provide trainings...not just Energy Trust representatives.
RES	Yes	Very important	68	None.
RES	Yes	Very important	78	No comment.
RES	Yes	Very important	66	How do I get the most incentive as to cost. Right now the numbers do not work and our customers do not seem to value the program enough to pay for it.
RES	Yes	Somewhat important	50	Offer beginners to intermediate and a to intermediate advanced courses. Often the courses are geared toward entry level participants. Need to keep it progressive for the rest of us
RES	Yes	Somewhat important	32	No answer.
RES	Yes	Somewhat important	107	Offer courses in other areas of Oregon, if not online.
RES	Yes	Somewhat important	14	Move all training opportunities form Portland Metro to central Oregon. (Eugene or Grants Pass)
RES	Yes	Somewhat important	60	Not sure they seem to be fine
RES	Yes	Somewhat important	11	Product specific training and servicing workshops or webinars for solar PV and solar thermal
RES	Yes	Somewhat important	26	In my experience and the experience of my staff, the trainings have been very helpful. I cannot think of any improvements.
RES	Yes	Somewhat important	69	Have some training available in the Salem area, it is the states capital

Q56. "How can Energy Trust trainings be improved?"
[All respondents electing to answer question]

Primary Sector	Q43. Training awareness?	Q54. Training importance?	ID	Q56. How can Energy Trust trainings be improved?
RES	Yes	Somewhat important	76	Clean-up the live web n r's.
RES	Yes	Somewhat important	17	Allowing direct access to people in charge instead of funneling in through one phone or email source
RES	Yes	Somewhat important	101	More local.
RES	Yes	Not sure	72	Would like training on changes and updates as they occur.
RES	Yes	Not sure	62	They should be more advanced and faster-paced.
RES	Yes	Not very important	99	Not sure.
RES	Yes	Not very important	45	Current information as some are outdated - current building practices
RES	Yes	Not very important	102	I think the training is good but I feel like a minority being in the water heating industry.
RES	Yes	Not very important	104	More training opportunities. I think the training classes I have attended in whatever form were very informative but they tend to be small groups.
RES	Yes	Not at all important	48	At ETO round tables please make it relevant. IE don't give time to the guilde if I want to here from the guilde I would go to guilde meetings. Also don't waste our time with sales presentations I'm there to learn about ETO. Please don't waste our time
RES	Yes	Not at all important	43	I've never been to one
RES	No	Very important	79	The industry needs more training on energy efficiency models and savings calculations that are available so that home energy efficiency remodel projects can use quantitative comparisons to maximize cost effectiveness.
RES	No	Somewhat important	91	Offer more of them.
RES	No	Somewhat important	58	Don't know or not sure.

Q56. "How can Energy Trust trainings be improved?"
[All respondents electing to answer question]

Primary Sector	Q43. Training awareness?	Q54. Training importance?	ID	Q56. How can Energy Trust trainings be improved?
RES	No	Not sure	3	More readily available in my area
RES	No	Not at all important	64	Don't know.

Q60. "What would make the trade ally roundtables more valuable?"
[All respondents electing to answer question]

Primary Sector	Q54. Training importance?	Q58. Attend roundtables?	ID	Q60. What would make the trade ally roundtables more valuable?
COM	Very important	Yes	13	When geared toward residential and not commercial.
COM	Very important	Yes	56	More opportunities for feedback, and actually implementing changes in response to that feedback.
COM	Very important	Yes	7	Feedback on topics that were brought up
COM	Somewhat important	Yes	29	More specialized tables and more attendance so the input isn't what it could be, and more criteria to become an ally.
COM	Somewhat important	No	100	going over new items such as form changes and Energy Trust changes, such as why there are so many different departments to be listed in?
COM	Not very important	Yes	54	Good question! :-)
COM	Not at all important	No	84	Just the topic. They just don't sit for me all that often. Most times they are focusing on Solar, and they are just a little outside of what I need.
COM	Not at all important	No	5	More commercial attention.
IND	Very important	Yes	55	Focus on small industrial - plant utilities - Compressed air, pumping systems, vacuum systems etc.
IND	Very important	Yes	35	I find the layout, setup, and promotion done very well now
IND	Somewhat important	Yes	47	More networking.
IND	Somewhat important	Not sure	75	Have your people educate us on what's available in on-site visit with just our staff
IND	Not very important	Yes	70	Present on content that is new. Give updates on how the program is doing; how much kwh or therms have been saved year to date. How much in incentives have been given out? break down of where that is all coming from. work to keep ATACs up to speed on current incentive levels and host feedback sessions with ATACs and Trade Alley partners on what's needed to get projects to happen.

Q60. "What would make the trade ally roundtables more valuable?"
[All respondents electing to answer question]

Primary Sector	Q54. Training importance?	Q58. Attend roundtables?	ID	Q60. What would make the trade ally roundtables more valuable?
IND	Not at all important	Not sure	40	Not sure.
REN	Very important	No	37	Closer to Corvallis with at least one month advanced notice.
REN	Very important	Not sure	41	Don't know.
REN	Somewhat important	No	36	Workshops w/CE credit
REN	Somewhat important	Not sure	22	Provide clear agenda and possibly certification credits. Conduct closer to Eugene.
RES	Very important	Yes	79	Training that qualifies for CEUs.
RES	Very important	Yes	77	I person is better.
RES	Very important	Yes	4	Presentation content more applicable to contractors developing more business.
RES	Very important	Yes	66	How to sell and make a profit from using the products required
RES	Very important	Yes	83	Free food. Once your there, your there.
RES	Very important	No	68	Updated changes that I need to be aware of for incentives to customers.
RES	Somewhat important	Yes	91	I don't know.
RES	Somewhat important	Yes	58	Never been to one.
RES	Somewhat important	Yes	8	Guest speakers?
RES	Somewhat important	Yes	32	No answer.
RES	Somewhat important	Yes	50	Hmmmmm.

Q60. "What would make the trade ally roundtables more valuable?"
[All respondents electing to answer question]

Primary Sector	Q54. Training importance?	Q58. Attend roundtables?	ID	Q60. What would make the trade ally roundtables more valuable?
RES	Somewhat important	Yes	60	talk about different things not the same stuff
RES	Somewhat important	Yes	76	Steak and eggs.
RES	Somewhat important	No	105	Less general info and more program specific info.
RES	Somewhat important	No	14	Move Southern Oregon Roundtable back to Grants Pass or start a Central Roundtable in Eugene.
RES	Somewhat important	No	69	Having them in the Salem area
RES	Somewhat important	No	101	Location.
RES	Somewhat important	Not sure	107	If they were located closer to our shop and did not take up a full work day.
RES	Not sure	Yes	6	Trainings.
RES	Not sure	Yes	62	Shorter program announcements, more discussion time, more discussion about things that may happen not just things that will happen.
RES	Not sure	Not sure	72	Information specific to our field (WINDOWS).
RES	Not very important	Yes	104	It would be nice to have inspectors or State representatives for installation concerns.
RES	Not very important	Yes	45	What the general public is looking for to train us on the market is demanding to keep home energy efficient to customer demand
RES	Not very important	Yes	102	I think they are doing a good job right now.
RES	Not very important	Not sure	99	Not sure.

Q60. "What would make the trade ally roundtables more valuable?"
[All respondents electing to answer question]

Primary Sector	Q54. Training importance?	Q58. Attend roundtables?	ID	Q60. What would make the trade ally roundtables more valuable?
RES	Not at all important	Yes	48	At ETO round tables please make it relevant. IE don't give time to the guilde if I want to here from the guilde I would go to guilde meetings. Also don't waste our time with sales presentations I'm there to learn about ETO. Please don't waste our time
RES	Not at all important	No	43	Code changes--more incentives
RES	Not at all important	No	64	Not sure.

Q68. "What information are you looking for that you can’t find on the trade ally website?" [Those visiting Energy Trust's website and electing to answer question]

Primary Sector	Q65. Website visitation?	Q67. Website usefulness?	ID	Q68. What information are you looking for that you can’t find?
COM	Few times/year	Somewhat useful	56	Info and forms for variable frequency drives applications.
COM	Few times/year	Not sure	23	Not sure.
COM	Few times/year	Not very useful	84	Sometimes technical information on products.
COM	Monthly	Somewhat useful	13	I'm perusing what they give me.
COM	1-3 times/month	Somewhat useful	29	Not much I sometimes use Google to find other things.
COM	1-3 times/month	Somewhat useful	30	The right contact to talk to about a specific project.
COM	Weekly	Very useful	54	Nothing.
COM	Weekly	Very useful	100	I can usually find what I need, it just takes awhile to get there.
COM	Weekly	Very useful	85	So far haven't had an issue.
COM	Multiple times/week	Very useful	7	Custom information.
IND	Few times/year	Somewhat useful	55	Conversation Advisory Council Meeting agendas/notes.
IND	Monthly	Not very useful	70	Current custom incentive levels and other special promotions
IND	Multiple times/week	Somewhat useful	40	Qualifying products (lighting)
REN	Few times/year	Very useful	37	Compound angle finder for determining TSRF of tilt-up PV systems on east or west facing roofs. Solmetric has one, but can only be used on PC and not available for smartphones. That tool would be REALLY HANDY!
REN	Few times/year	Somewhat useful	41	None.

Q68. "What information are you looking for that you can’t find on the trade ally website?" [Those visiting Energy Trust's website and electing to answer question]

Primary Sector	Q65. Website visitation?	Q67. Website usefulness?	ID	Q68. What information are you looking for that you can’t find?
REN	Few times/year	Not very useful	36	Easy access to program forms without navigating to multiple pages
RES	Few times/year	Somewhat useful	78	I would like a member login side that gives us hi resolution images for our marketing pieces
RES	Few times/year	Somewhat useful	68	None.
RES	Few times/year	Somewhat useful	101	None.
RES	Monthly	Very useful	102	More water heater related information.
RES	Monthly	Very useful	77	I have no have a problem.
RES	Monthly	Not at all useful	45	Nothing.
RES	1-3 times/month	Somewhat useful	99	There are several programs available but its confusing who qualifies for what and what each program offers. It would be nice to be able to go directly to a tab, for example, Savings Within Reach and be able to get detailed information on who qualifies, what the incentives are, forms, link to qualifies contractors, etc.
RES	1-3 times/month	Somewhat useful	91	Sometimes it's difficult to find forms.
RES	1-3 times/month	Not sure	104	Product service troubleshooting.
RES	Weekly	Very useful	83	I already know what I'm looking for, so I got here and find it and then I'm done.
RES	Weekly	Somewhat useful	60	Retrofit info.
RES	Weekly	Somewhat useful	50	Site is great.
RES	Multiple times/week	Somewhat useful	32	No answer.
RES	Multiple times/week	Somewhat useful	17	Some what hard to navigate.

Q68. "What information are you looking for that you can’t find on the trade ally website?" [Those visiting Energy Trust's website and electing to answer question]

Primary Sector	Q65. Website visitation?	Q67. Website usefulness?	ID	Q68. What information are you looking for that you can’t find?
RES	Not sure	Not sure	43	I really don't use website.

Q69. "What improvements could be made to the contractor search (Find a Contractor) web page, including changes to the bid sheet, distance function, star rating, etc.?"
[Those visiting Energy Trust's website and electing to answer question]

Primary Sector	Q65. Website visitation?	Q67. Website usefulness?	ID	Q69. Contractor search improvements?
COM	Few times/year	Not very useful	84	I thought that was all right.
COM	Monthly	Somewhat useful	13	No comment.
COM	1-3 times/month	Somewhat useful	29	I think its pretty good, easy to use and if I don't find I can call.
COM	Weekly	Very useful	85	No answer.
COM	Weekly	Very useful	54	Don't know of any.
COM	Weekly	Very useful	100	No answer.
COM	Multiple times/week	Very useful	7	Don't know.
IND	Few times/year	Somewhat useful	55	No answer.
IND	Multiple times/week	Somewhat useful	40	Years in business.
REN	Few times/year	Somewhat useful	41	None.
REN	Weekly	Not sure	81	Years in business. More photos of my projects on residential site.
RES	Few times/year	Somewhat useful	78	None.
RES	Few times/year	Somewhat useful	68	None.
RES	Few times/year	Somewhat useful	101	There good like they are.
RES	Few times/year	Not sure	63	Target more for Hearth products only.
RES	Few times/year	Not sure	27	Not sure.

Q69. "What improvements could be made to the contractor search (Find a Contractor) web page, including changes to the bid sheet, distance function, star rating, etc.?"
[Those visiting Energy Trust's website and electing to answer question]

Primary Sector	Q65. Website visitation?	Q67. Website usefulness?	ID	Q69. Contractor search improvements?
RES	Monthly	Very useful	77	Specify the trade of the ally on a menu
RES	Monthly	Very useful	102	It's pretty good as it is.
RES	Monthly	Very useful	24	Ask contractors for a yearly update on the services they provide
RES	Monthly	Somewhat useful	72	STAR rating.
RES	Monthly	Somewhat useful	14	Should list star rating on listing. Years in service. Years as trade ally. And list main specialty in bold type.
RES	Monthly	Not at all useful	45	No suggestions.
RES	1-3 times/month	Somewhat useful	99	I'm not sure.
RES	1-3 times/month	Somewhat useful	91	I would love to see the contractors that actually do the work and the ones that sub it out separated, or at least specified.
RES	Weekly	Very useful	83	Just make sure the website it up and fast. I haven't really had any complaints.
RES	Weekly	Somewhat useful	60	none looks good and works fine
RES	Weekly	Somewhat useful	50	All is good.
RES	Weekly	Somewhat useful	62	Make the star rating more prominent- perhaps add a 4th star.
RES	Weekly	Not at all useful	96	In my case I have a lake oswego address but people are giving Portland or Milwaukie preference as they count the miles from downtown Lake Oswego and I am at the other end of town a significant distance but still 97035 zip code. Not amusing to see non lake Oswego based companies come up on contractor searches before mine !

Q69. "What improvements could be made to the contractor search (Find a Contractor) web page, including changes to the bid sheet, distance function, star rating, etc.?"
[Those visiting Energy Trust's website and electing to answer question]

Primary Sector	Q65. Website visitation?	Q67. Website usefulness?	ID	Q69. Contractor search improvements?
RES	Multiple times/week	Somewhat useful	11	When we punch in our zip code, 97202, where we are the only solar company, our company name does not come up first.
RES	Multiple times/week	Somewhat useful	17	Allow more flexibility.
RES	Multiple times/week	Somewhat useful	32	No answer.
RES	Not sure	Not sure	43	I have never searched for the contractor.

Q81. "Energy Trust transitioned the implementation of its Existing Homes and Existing Buildings programs in January 2013 to program management contractors Fluid Market Strategies and ICF International, respectively. Do you have any feedback on this transition?"

[Those servicing either residential or commercial sectors electing to answer question]

Primary Sector	ID	Q81. Transition feedback?
COM	2	We take the ETO incentive to keep customers out of pocket costs at a minimum. That used to take 45 days --kept it within lien rights and now 120 days it puts contractor in danger.
COM	5	No.
COM	7	Very challenging transition--breakdown in programs. contractors were stuck because ICF wasn't ready to go.
COM	13	No.
COM	29	No, its been pretty transparent to us.
COM	30	Some projects were delayed by 3-4 months.
COM	54	It was smoother than expected.
COM	84	No.
COM	93	Yes. Payment of incentives to customers and or Contractors is taking to long. Small business cannot wait for there incentive which is approaching 60 days to receive payment.
COM	100	I depend on Dan Wilkenson for my information in this area. He is the best!
IND	35	No.
RES	3	No.
RES	8	Less support for contractors. Too many contractors, so that is fine
RES	14	Extremely poor. Valued networking and established program understandings between inexperienced program reps and veteran trade allies were seriously ignored. As a result, the transition cost our business a great deal of unnecessary time lost. Time lost equates to revenue lost. Since than, better networking is progressing forward and realization of trade allies expertise is being observed. To include better understanding by trade allies to current program adjustments.

Q81. "Energy Trust transitioned the implementation of its Existing Homes and Existing Buildings programs in January 2013 to program management contractors Fluid Market Strategies and ICF International, respectively. Do you have any feedback on this transition?"

[Those servicing either residential or commercial sectors electing to answer question]

Primary Sector	ID	Q81. Transition feedback?
RES	17	Communications is harder because I can't just call or email a specific person. I do get my questions answered just not as timely
RES	24	Transition went smoother than expected
RES	26	The transition was pretty seamless. Fluid is doing a good job of management.
RES	27	No.
RES	32	No.
RES	43	No.
RES	45	Not really.
RES	48	Poor choice.
RES	49	Fluid seems less flexible with help on subjects they consider out of their closely defined responsibilities
RES	50	In time this I hope will prove to be a good transition. There were many hard months where it was apparent a lot of people were confused who was handling what. This made it very difficult to communicate with ETO/ Fluid
RES	58	No.
RES	60	Some customers say that their paperwork was lost or told that they where to refile, made for a lot more phone calls.
RES	62	It has been smoother than expected.
RES	64	No.
RES	66	Not really.

Q81. "Energy Trust transitioned the implementation of its Existing Homes and Existing Buildings programs in January 2013 to program management contractors Fluid Market Strategies and ICF International, respectively. Do you have any feedback on this transition?"
[Those servicing either residential or commercial sectors electing to answer question]

Primary Sector	ID	Q81. Transition feedback?
RES	68	No, just seemed like they wanted me to fill out more paperwork.
RES	76	Did not notice much, smooth.
RES	77	I haven't done it.
RES	78	None.
RES	79	I was and have been unclear on who to contact when following the transition.
RES	83	No.
RES	91	It has been tough but we are all starting to work together.
RES	92	Yes. It's nice to be able to send opinions to a third party. Hopefully Energy Trust will change some things.
RES	95	Understaffed.
RES	96	I am not sure how it will be different. I would like to see incentives increase to the end users / owners .
RES	99	Very rocky! But the staff is super polite and friendly so it made it not so annoying.
RES	101	No.
RES	102	Not at this time.
RES	104	Have worked extensively with Fluid Market Strategies. I consider it a very solid relationship.
RES	105	No.

Q82. "In closing, do you have any final comments or suggestions for Energy Trust?"
[All respondents electing to answer question]

Primary Sector	ID	Q82. Final comments or suggestions?
COM	2	Take the money and use it for projects rather than wages.
COM	5	No.
COM	7	We would like the kickstart program brought back to allow for added incentives.
COM	13	Keep up the good work
COM	23	I would like more help in marketing, for indoor and outdoor commercial jobs. Mailing, radio, email etc.
COM	29	My project coordinator Angeline Sanford is amazing so keep up the great work.
COM	46	Program managers need to be working with today's technology versus past experience which is no longer relevant or applicable.
COM	54	We like your organization. We are warming up to it much more than in the past as it's much easier now. Thank you!
COM	56	Incentives are not keeping up with rising implementation costs, impacting our ability to sell projects. This is especially true in lighting, where the percentage of the total project paid for by ETO incentives has been steadily dropping. Also, it's time to move away from confusing and arbitrary prescribed incentives and into a 'cents per kwh saved' model.
COM	84	It takes way, way too long to get payment. 90 to 120 days, and I've had to wait as long as 7 months before. No one wants to wait that long. You wouldn't go to a restaurant, buy a hamburger and say I'll pay you in 3-5 months. It needs to happen a lot faster. No one cares if you have a ton of trainings, contractors care more about how fast we're going to get paid.
COM	85	So far have had good experiences with the Energy Trust.
COM	100	No.
IND	35	If possible, before incentive applications are changed, is there a way trade allies can weigh in on how the changes may affect there abilities to sell projects before implementations are made? This may be available on the website already, if so, ignore.
IND	40	The ETO is Great! If we all keep working to better the world around us, we will all benefit from it.

Q82. "In closing, do you have any final comments or suggestions for Energy Trust?"
[All respondents electing to answer question]

Primary Sector	ID	Q82. Final comments or suggestions?
IND	55	Energy Trust is a strong partner. We would like to see increased incentives.
IND	70	No.
IND	75	Keep up direct communication between Energy Trust reps and our business so they can keep us up to speed with information that is relevant and specific to our business. It is hard and time consuming to sort through all of the information. Thank you
REN	16	As a solar trade ally, we only do solar pv. Residential incentives are good enough to sell systems, but the bump in commercial incentive rates seems to have had little effect on the number of commercial projects being sold/built. The lack of any state tax credit (and small budget of RED grant) makes it a difficult sell when you are talking about an 8 - 12 year payback for a business. We understand funds are limited, but that is why we are primarily selling Feed in Tariff projects these days, and not doing many Energy Trust commercial projects.
REN	22	Every solar project involves multiple incentives, State, federal, and utility based. An understanding of the whole picture is required to examine the ETO role and effect in the industry. For example, commercial solar thermal has been a bust due to ODoE inaction, regardless of the ETO incentives offered.
REN	37	Please provide better LOCAL customer support for commercial efficiency reviews. The new program is leaving long term customers behind.
REN	41	Thank you.
RES	3	No.
RES	8	Financing made easy to apply for online at customer home. Home performance incentives, Let's get away from CEWO as much as possible.
RES	11	ETO PV incentive overtly favors the business model of the solar lease. Only 6 companies have access to a leasing program. These 6 companies are hogging up 40 - 60% of the ETO PV incentive money. ETO needs to have different rates for cash systems to grow an entire industry not 6 companies.
RES	14	Stop focusing on cost effectiveness studies only. Rely more on common sense and what is actually beneficial for the end-use customer.

Q82. "In closing, do you have any final comments or suggestions for Energy Trust?"
[All respondents electing to answer question]

Primary Sector	ID	Q82. Final comments or suggestions?
RES	17	Yes would like to have the customer have the ability to write testimonies about the work we have done for them. Also on the contractor sites would like more format flexibility in the services offered that could be listed.
RES	26	In recent past, competition has weakened business. It seems that within the existing homes program, too many trade allies has made it more difficult to stay busy in and focused on mobile homes specifically.
RES	32	No answer.
RES	43	Customers need to be more aware of benefits that are offered from Energy trust.
RES	45	No.
RES	49	do not change incentives based on present day fuel costs(have a long term vision) make less changes promote/enhance financing options
RES	50	Keep the incentives alive. They are vital to our customers and to our continued ability to operate and grow as a team
RES	58	No.
RES	60	Not at this time thanks.
RES	63	We work strictly with Hearth products and I would like to see more pointed programs and links for Hearth.
RES	64	Not at this time.
RES	66	Raise public awareness.... I have seen a couple of TV ads... not sure what you do, I do know it is not enough. Lower the standard back to what they where and raise the incentives
RES	68	Thanks

Q82. "In closing, do you have any final comments or suggestions for Energy Trust?"
[All respondents electing to answer question]

Primary Sector	ID	Q82. Final comments or suggestions?
RES	72	Communication.... once an application is submitted I do not get any feedback. Prior to 2013 if an application had missing information I would receive an email notifying me. there has been several times over the past year where an application has been denied (in error) and I was not contacted. also several times I have called to check the status on an incentive for a customer to find out it was not processed, due to missing information (application was submitted w/ all supporting documents attached).
RES	76	Good job and getting better!
RES	77	I want to thank you because of your incentive program many home owners have decided to make improvements on their homes and we have been the beneficiaries
RES	78	No.
RES	79	Keep up the great work!
RES	83	Pay your trade allies faster. If I know that it's going to take me a long time to get payment, sometimes I will choose not to tell my clients about Energy Trust. Sometimes it's better for me to not use Energy Trust because it takes so long to receive payment.
RES	87	Monitor the home performance. Energy trust should do the pre test and the final test. Keep contractors honest.
RES	91	Not at this time
RES	92	Yes, bring back some incentives for duct sealing and testing. Also the air sealing and testing.
RES	95	Require the use and mandate AHRI certified heat pump systems to qualify for incentives.
RES	99	Please make it easier to understand on the website all the programs available and within each program what paperwork is required and what are the specific qualifications.
RES	101	Great program.
RES	102	Just to keep up the good work and direct some focus towards water heating as it is a vital component in energy consumption and contaminants released into the air. consumers need to know that this appliance should be updated in their homes and businesses to improve utility cost and the air we breath.

Q82. "In closing, do you have any final comments or suggestions for Energy Trust?" [All respondents electing to answer question]

Primary Sector	ID	Q82. Final comments or suggestions?
RES	104	I feel the program success unfortunately in the present economy is based on incentives.
RES	105	No.
RES	106	Keep up the good work. consider establishing pricing guidelines by application , for consumer review.

APPENDIX C

-Cross-tabulated Raw Report

Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results

TABLE OF CONTENTS

Strategic Research
ASSOCIATES

Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results

TABLE OF CONTENTS

Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results

TABLE OF CONTENTS

Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results

TABLE OF CONTENTS

StrategicResearch
A S S O C I A T E S

Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results

TABLE OF CONTENTS

Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results

TABLE OF CONTENTS

Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results

TABLE OF CONTENTS

Table 1 Page 1

Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q1. Please select a category which best describes your job responsibility.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	107	24	66	8	9	98	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ADMINISTRATIVE / OFFICE STAFF	24	8	15	-	1	24	-
	22.4%	33.3%	22.7%		11.1%	24.5%	
TECHNICIAN / INSTALLER	2	-	1	1	-	1	1
	1.9%		1.5%	12.5%		1.0%	6.7%
PROJECT MANAGER / ESTIMATOR	18	6	8	2	2	16	3
	16.8%	25.0%	12.1%	25.0%	22.2%	16.3%	20.0%
OWNER / PRINCIPAL	50	10	36	3	1	46	8
	46.7%	41.7%	54.5%	37.5%	11.1%	46.9%	53.3%
		E	E				
MANAGER	5	-	5	-	-	5	1
	4.7%		7.6%			5.1%	6.7%
SALES	2	-	-	1	1	1	1
	1.9%			12.5%	11.1%	1.0%	6.7%
OTHER	6	-	1	1	4	5	1
	5.6%		1.5%	12.5%	44.4%	5.1%	6.7%
					C		

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Mean Summary Table: Q2. How many people work at your company in each of the following regions of Oregon, SW Washington, and the USA?

	Total	PRIMARY SECTOR				SUB SAMPLE	
		Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	107	24	66	8	9	98	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
A. PORTLAND METRO AREA	96	20	62	7	7	89	13
	10.86	16.05	9.03	2.14	21.00	11.52	3.08
F. USA	93	20	62	6	5	87	12
	5.28	5.50	5.74	3.83	0.40	5.38	6.92
B. WILLAMETTE VALLEY / NORTH COAST	96	20	62	7	7	89	13
(OUTSIDE PORTLAND METRO AREA)	2.80	4.30	1.82	2.43	7.57	2.91	1.85
					C		
C. SOUTHERN OREGON / SOUTH COAST	97	21	62	7	7	90	13
	2.03	2.05	1.89	0.43	4.86	2.17	3.62
D. OREGON EAST OF THE CASCADES	97	21	62	7	7	90	13
	2.02	4.14	1.32	2.29	1.57	2.00	1.46
E. SW WASHINGTON	96	20	62	7	7	89	13
	1.46	1.00	1.77	0.57	0.86	1.49	0.69

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Table 3 Page 3

Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q3. Energy Trust's records show that your firm worked on ## projects that received an Energy Trust incentive in 2012.
Approximately what percentage of your company's Oregon revenues in 2012 came from projects participating in Energy Trust programs?

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	107 100.0	24 100.0	66 100.0	8 100.0	9 100.0	98 100.0	15 100.0
0%	1 0.9%	-	1 1.5%	-	-	1 1.0%	-
1%-24%	49 45.8%	15 62.5% C	26 39.4%	3 37.5%	5 55.6%	46 46.9%	5 33.3%
25%-49%	5 4.7%	2 8.3%	3 4.5%	-	-	5 5.1%	-
50%-74%	18 16.8%	2 8.3%	11 16.7%	5 62.5% BC	-	13 13.3%	7 46.7% F
75%-99%	13 12.1%	-	13 19.7%	-	-	13 13.3%	-
100%	5 4.7%	-	5 7.6%	-	-	5 5.1%	-
* DON'T KNOW	21 19.6%	5 20.8%	12 18.2%	-	4 44.4%	20 20.4%	3 20.0%
MEAN	32.62	17.37	39.70 B	36.25	8.20	32.24	33.58

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* Mean figure calculations do not include "DON'T KNOW" responses.
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Table 4 Page 4

Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q4. Do you anticipate a change in the percentage of projects that your company works on that will receive Energy Trust incentives in 2013 compared to 2012?

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	107 100.0	24 100.0	66 100.0	8 100.0	9 100.0	98 100.0	15 100.0
(3) EXPECT THE PERCENTAGE OF PROJECTS THAT RECEIVE INCENTIVES TO INCREASE IN 2013	57 53.3%	14 58.3%	34 51.5%	-	9 100.0% BC	56 57.1% G	3 20.0%
(2) EXPECT NO CHANGE IN THE PERCENTAGE OF PROJECTS THAT RECEIVE INCENTIVES IN 2013	25 23.4%	2 8.3%	17 25.8% B	6 75.0% BC	-	19 19.4%	9 60.0% F
(1) EXPECT THE PERCENTAGE OF PROJECTS THAT RECEIVE INCENTIVES TO DECREASE IN 2013	14 13.1%	4 16.7%	8 12.1%	2 25.0%	-	12 12.2%	3 20.0%
* DON'T KNOW / NOT SURE	11 10.3%	4 16.7%	7 10.6%	-	-	11 11.2%	-
MEAN	2.45	2.50 D	2.44 D	1.75	3.00 CD	2.51 G	2.00

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* Mean figure calculations do not include "DON'T KNOW" responses.
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Table 5 Page 5

Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q5. Thinking of projects in 2012, how influential were Energy Trust incentives and services, on average, in moving energy efficiency projects forward for your company?

	Total	PRIMARY SECTOR				SUB SAMPLE	
		Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	98	24	64	1	9	98	6
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) VERY INFLUENTIAL	47	16	25	1	5	47	4
	48.0%	66.7%	39.1%	100.0%	55.6%	48.0%	66.7%
		C		BCE			
(3) SOMEWHAT INFLUENTIAL	33	5	24	-	4	33	1
	33.7%	20.8%	37.5%		44.4%	33.7%	16.7%
(2) NOT VERY INFLUENTIAL	11	1	10	-	-	11	1
	11.2%	4.2%	15.6%			11.2%	16.7%
(1) NOT AT ALL INFLUENTIAL	1	-	1	-	-	1	-
	1.0%		1.6%			1.0%	
* NOT SURE	6	2	4	-	-	6	-
	6.1%	8.3%	6.3%			6.1%	
MEAN	3.37	3.68	3.22	4.00	3.56	3.37	3.50
		C					

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* Mean figure calculations do not include "DON'T KNOW" responses.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q6. Thinking of projects in 2012, how influential were Energy Trust incentives and services, on average, in moving renewable energy projects forward for your company?

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	15 100.0	-	6 100.0	8 100.0	1 100.0	6 100.0	15 100.0
(4) VERY INFLUENTIAL	11 73.3%	-	4 66.7%	7 87.5%	-	3 50.0%	11 73.3%
(3) SOMEWHAT INFLUENTIAL	2 13.3%	-	2 33.3%	-	-	2 33.3%	2 13.3%
(2) NOT VERY INFLUENTIAL	1 6.7%	-	-	1 12.5%	-	-	1 6.7%
(1) NOT AT ALL INFLUENTIAL	-	-	-	-	-	-	-
* NOT SURE	1 6.7%	-	-	-	1 100.0%	1 16.7%	1 6.7%
MEAN	3.71	-	3.67	3.75	-	3.60	3.71

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* Mean figure calculations do not include "DON'T KNOW" responses.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q7. Energy Trust currently uses the insurance tracking company EBIX to track insurance status for all trade allies and to verify that insurance policies are up to date.
In your interactions with EBIX over the past year, which, if any, of the following have occurred?
Percentage of respondents stating "YES" only.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	107	24	66	8	9	98	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
THERE WERE NO PROBLEMS WITH EBIX	40	10	26	1	3	38	5
	37.4%	41.7%	39.4%	12.5%	33.3%	38.8%	33.3%
			D				
I HAD NO INTERACTIONS WITH EBIX	32	8	17	4	3	28	4
	29.9%	33.3%	25.8%	50.0%	33.3%	28.6%	26.7%
I HAD TO SUBMIT THE SAME DOCUMENTATION MULTIPLE TIMES	8	3	4	1	-	7	1
	7.5%	12.5%	6.1%	12.5%		7.1%	6.7%
IT WAS DIFFICULT TO CONTACT SOMEONE AT EBIX TO GET INFORMATION	7	-	5	2	-	5	2
	6.5%		7.6%	25.0%		5.1%	13.3%
COMMUNICATION FROM EBIX WAS NOT CLEAR	5	-	4	1	-	4	1
	4.7%		6.1%	12.5%		4.1%	6.7%
EBIX DID NOT PROVIDE NEEDED INFORMATION IN A TIMELY MANNER	2	1	1	-	-	2	-
	1.9%	4.2%	1.5%			2.0%	
OTHER	4	-	3	-	1	3	1
	3.7%		4.5%		11.1%	3.1%	6.7%
DON’T KNOW / NOT SURE	18	3	12	1	2	18	3
	16.8%	12.5%	18.2%	12.5%	22.2%	18.4%	20.0%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q8. Thinking of your experience with Energy Trust in 2012, how satisfied were you overall?

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	107	24	66	8	9	98	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) VERY SATISFIED	56	13	34	4	5	52	7
	52.3%	54.2%	51.5%	50.0%	55.6%	53.1%	46.7%
(3) SOMEWHAT SATISFIED	44	10	26	4	4	39	8
	41.1%	41.7%	39.4%	50.0%	44.4%	39.8%	53.3%
(2) NOT VERY SATISFIED	2	1	1	-	-	2	-
	1.9%	4.2%	1.5%			2.0%	
(1) NOT AT ALL SATISFIED	2	-	2	-	-	2	-
	1.9%		3.0%			2.0%	
* NOT SURE	3	-	3	-	-	3	-
	2.8%		4.5%			3.1%	
MEAN	3.48	3.50	3.46	3.50	3.56	3.48	3.47

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* Mean figure calculations do not include "DON'T KNOW" responses.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q9. Thinking of your interactions with Energy Trust in 2012, how likely would you be to refer a non-competing contractor to become an Energy Trust trade ally?

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	107	24	66	8	9	98	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) VERY LIKELY	54	14	32	4	4	49	7
	50.5%	58.3%	48.5%	50.0%	44.4%	50.0%	46.7%
(3) SOMEWHAT LIKELY	25	6	14	3	2	23	5
	23.4%	25.0%	21.2%	37.5%	22.2%	23.5%	33.3%
(2) NOT VERY LIKELY	5	-	5	-	-	5	-
	4.7%		7.6%			5.1%	
(1) NOT AT ALL LIKELY	6	1	3	-	2	6	-
	5.6%	4.2%	4.5%		22.2%	6.1%	
* NOT SURE	17	3	12	1	1	15	3
	15.9%	12.5%	18.2%	12.5%	11.1%	15.3%	20.0%
MEAN	3.41	3.57	3.39	3.57	3.00	3.39	3.58

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* Mean figure calculations do not include "DON'T KNOW" responses.

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Table 10 Page 10

Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q10. What is the main reason for your answer?
Categorization of open-ended responses.
Multiple mentions allowed for each respondent.*
Shown in descending order.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	50	11	28	6	5	44	8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
INCENTIVES (+)	11	1	7	1	2	11	1
	22.0%	9.1%	25.0%	16.7%	40.0%	25.0%	12.5%
GOOD EXPERIENCE WITH ENERGY TRUST (+)	9	2	4	1	2	8	1
	18.0%	18.2%	14.3%	16.7%	40.0%	18.2%	12.5%
GROW YOUR BUSINESS OR PROGRAMS (+)	5	2	3	-	-	4	1
	10.0%	18.2%	10.7%			9.1%	12.5%
NETWORKING WITH TRADE ALLIES OR CUSTOMERS (+)	5	-	4	-	1	5	-
	10.0%		14.3%		20.0%	11.4%	
PAPERWORK IS A LONG PROCESS (-)	5	2	-	1	2	4	1
	10.0%	18.2%		16.7%	40.0%	9.1%	12.5%
INCREASE SALES OR LEADS (+)	5	1	3	-	1	5	1
	10.0%	9.1%	10.7%		20.0%	11.4%	12.5%
BENEFICIAL (+)	4	2	1	-	1	4	-
	8.0%	18.2%	3.6%		20.0%	9.1%	
DON'T NEED MORE COMPETITION (-)	4	-	4	-	-	4	-
	8.0%		14.3%			9.1%	
SLOW INCENTIVES OR PROJECT ROLL OUT (-)	3	-	1	2	-	2	2
	6.0%		3.6%	33.3%		4.5%	25.0%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* The sum of the percentages are greater than 100% because respondents were allowed multiple responses.
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Table 10 Page 11
(Continued)

Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q10. What is the main reason for your answer?
Categorization of open-ended responses.
Multiple mentions allowed for each respondent.*
Shown in descending order.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
ENERGY EFFICIENCY INFORMATION OR SUPPORT (+)	3 6.0%	-	3 10.7%	-	-	3 6.8%	-
INCENTIVES HAVE DECREASED (-)	1 2.0%	-	1 3.6%	-	-	1 2.3%	-
CUSTOMER INTEREST IN ENERGY EFFICIENCY (+)	1 2.0%	-	-	1 16.7%	-	-	1 12.5%
OTHER	3 6.0%	1 9.1%	1 3.6%	1 16.7%	-	2 4.5%	1 12.5%
DON'T KNOW OR NO ANSWER	-	-	-	-	-	-	-

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* The sum of the percentages are greater than 100% because respondents were allowed multiple responses.
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Table 11 Page 12

Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q11. Which of the following statements best reflects your current working relationship with Energy Trust?

	Total	PRIMARY SECTOR: Commercial	Residentl	Renewable	Industrial	SUB SAMPLE: Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	107 100.0	24 100.0	66 100.0	8 100.0	9 100.0	98 100.0	15 100.0
(3) HAS IMPROVED COMPARED TO PREVIOUS YEARS	36 33.6%	9 37.5%	20 30.3%	2 25.0%	5 55.6%	32 32.7%	5 33.3%
(2) HAS STAYED THE SAME COMPARED TO PREVIOUS YEARS	52 48.6%	13 54.2%	31 47.0%	5 62.5%	3 33.3%	48 49.0%	8 53.3%
(1) HAS GOTTEN WORSE COMPARED TO PREVIOUS YEARS	12 11.2%	2 8.3%	9 13.6%	1 12.5%	-	11 11.2%	1 6.7%
* DON'T KNOW / NOT SURE	7 6.5%	-	6 9.1%	-	1 11.1%	7 7.1%	1 6.7%
MEAN	2.24	2.29	2.18	2.13	2.63	2.23	2.29

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* Mean figure calculations do not include "DON'T KNOW" responses.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q12. What is the main reason that your working relationship with Energy Trust has gotten worse?

	Total	PRIMARY SECTOR				SUB SAMPLE	
		Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	12 100.0	2 100.0	9 100.0	1 100.0	-	11 100.0	1 100.0
WORKING RELATIONSHIPS WITH SPECIFIC ENERGY TRUST PROGRAM STAFF HAVE DETERIORATED	5 41.7%	1 50.0%	3 33.3%	1 100.0% C	-	4 36.4%	1 100.0% F
ENERGY TRUST PROGRAMS CHANGED AND I AM NOT FAMILIAR WITH THEM ANYMORE	2 16.7%	-	2 22.2%	-	-	2 18.2%	-
APPLICATION, DATA OR DOCUMENTATION REQUIREMENT HAVE BECOME TOO CUMBERSOME	1 8.3%	1 50.0%	-	-	-	1 9.1%	-
PAYMENTS ARE BEING PROCESSED TOO SLOWLY	1 8.3%	-	1 11.1%	-	-	1 9.1%	-
ENERGY TRUST STAFF HAVE NOT BEEN RESPONSIVE TO MY QUESTIONS OR REQUESTS	1 8.3%	-	1 11.1%	-	-	1 9.1%	-
OTHER	2 16.7%	-	2 22.2%	-	-	2 18.2%	-
DON'T KNOW / NOT SURE	-	-	-	-	-	-	-

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q13. What is the main reason for the improvement in your working relationship with Energy Trust?

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	36 100.0	9 100.0	20 100.0	2 100.0	5 100.0	32 100.0	5 100.0
WE HAVE DEVELOPED A GOOD WORKING RELATIONSHIP WITH SPECIFIC ENERGY TRUST PROGRAM STAFF	14 38.9%	4 44.4%	7 35.0%	-	3 60.0%	14 43.8%	1 20.0%
I BECAME MORE FAMILIAR WITH ENERGY TRUST PROGRAMS	9 25.0%	3 33.3%	5 25.0%	1 50.0%	-	8 25.0%	1 20.0%
ENERGY TRUST PROGRAM STAFF BECAME MORE RESPONSIVE TO MY QUESTIONS OR REQUESTS	8 22.2%	1 11.1%	6 30.0%	-	1 20.0%	7 21.9%	1 20.0%
APPLICATION, DATA OR DOCUMENTATION REQUIREMENTS BECAME EASIER TO COMPLETE	3 8.3%	-	1 5.0%	1 50.0%	1 20.0%	2 6.3%	1 20.0%
WE ARE GETTING PAID QUICKLY	-	-	-	-	-	-	-
OTHER	2 5.6%	1 11.1%	1 5.0%	-	-	1 3.1%	1 20.0%
DON'T KNOW / NOT SURE	-	-	-	-	-	-	-

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q14. Generally speaking, what percentage of each Energy Trust incentive application form do you complete for your customers?

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	107 100.0	24 100.0	66 100.0	8 100.0	9 100.0	98 100.0	15 100.0
(1) 0%	7 6.5%	2 8.3%	5 7.6%	-	-	7 7.1%	-
(2) 1%-24%	5 4.7%	1 4.2%	3 4.5%	-	1 11.1%	5 5.1%	-
(3) 25%-49%	6 5.6%	-	5 7.6%	-	1 11.1%	6 6.1%	1 6.7%
(4) 50%-74%	14 13.1%	3 12.5%	7 10.6%	-	4 44.4% C	14 14.3%	1 6.7%
(5) 75%-99%	39 36.4%	9 37.5%	23 34.8%	5 62.5%	2 22.2%	35 35.7%	7 46.7%
(6) 100%	33 30.8%	8 33.3%	21 31.8%	3 37.5%	1 11.1%	28 28.6%	6 40.0%
* DON'T KNOW	3 2.8%	1 4.2%	2 3.0%	-	-	3 3.1%	-
MEAN	4.65	4.74	4.61	5.38 E	4.11	4.57	5.20

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* Mean figure calculations do not include "DON'T KNOW" responses.
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2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q15. Please select the most common reason you do not complete most or all of the paperwork for a customer.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	18 100.0	3 100.0	13 100.0	-	2 100.0	18 100.0	1 100.0
DO NOT HAVE THE NECESSARY INFORMATION	6 33.3%	1 33.3%	5 38.5%	-	-	6 33.3%	-
THE CUSTOMER PREFERS TO COMPLETE THE PAPERWORK	3 16.7%	2 66.7% C	1 7.7%	-	-	3 16.7%	1 100.0% F
THE PAPERWORK IS TOO COMPLEX OR CONFUSING	2 11.1%	-	1 7.7%	-	1 50.0%	2 11.1%	-
DO NOT HAVE SUFFICIENT STAFF TO COMPLETE PAPERWORK	1 5.6%	-	-	-	1 50.0%	1 5.6%	-
THE AMOUNT OF PAPERWORK IS EXCESSIVE	-	-	-	-	-	-	-
DON'T HAVE ACCESS TO THE APPLICATION	-	-	-	-	-	-	-
DON'T KNOW / NOT SURE	6 33.3%	-	6 46.2%	-	-	6 33.3%	-

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Preliminary Crosstabulated Results
Aug. 20, 2013

Q16. How often do you or other staff at your firm submit paperwork through online applications?

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	107 100.0	24 100.0	66 100.0	8 100.0	9 100.0	98 100.0	15 100.0
(5) ALWAYS	23 21.5%	7 29.2%	8 12.1%	5 62.5% C	3 33.3%	19 19.4%	5 33.3%
(4) USUALLY	25 23.4%	8 33.3%	12 18.2%	3 37.5%	2 22.2%	22 22.4%	5 33.3%
(3) ABOUT HALF THE TIME	6 5.6%	-	6 9.1%	-	-	6 6.1%	-
(2) OCCASIONALLY	18 16.8%	4 16.7%	12 18.2%	-	2 22.2%	17 17.3%	1 6.7%
(1) NEVER	26 24.3%	4 16.7%	21 31.8%	-	1 11.1%	25 25.5% G	1 6.7%
* DON'T KNOW	9 8.4%	1 4.2%	7 10.6%	-	1 11.1%	9 9.2%	3 20.0%
MEAN	3.01	3.43 C	2.56	4.63 BC	3.50	2.92	4.00 F

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* Mean figure calculations do not include "DON'T KNOW" responses.
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Preliminary Crosstabulated Results
Aug. 20, 2013

Q17. Which of the following statements best describes your firm's experience with online incentive applications?

	Total	PRIMARY SECTOR: Commercial	PRIMARY SECTOR: Residentl	PRIMARY SECTOR: Renewable	PRIMARY SECTOR: Industrial	SUB SAMPLE: Efficiency	SUB SAMPLE: Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	81 100.0	20 100.0	45 100.0	8 100.0	8 100.0	73 100.0	14 100.0
ONLINE APPLICATIONS HAVE MADE IT EASIER FOR MY FIRM TO SUBMIT PAPERWORK	35 43.2%	10 50.0%	14 31.1%	7 87.5% BC	4 50.0%	29 39.7%	9 64.3%
MY FIRM HAS HAD POOR EXPERIENCES WITH ONLINE APPLICATIONS	7 8.6%	-	7 15.6%	-	-	6 8.2%	1 7.1%
THE INCENTIVE FORMS THAT MY FIRM REGULARLY USES ARE NOT AVAILABLE AS ONLINE APPLICATIONS	6 7.4%	-	6 13.3%	-	-	6 8.2%	-
MY FIRM HAS NOT USED OR IS NOT FAMILIAR WITH THE ONLINE INCENTIVE APPLICATIONS	6 7.4%	2 10.0%	4 8.9%	-	-	6 8.2%	-
MORE CUSTOMERS ARE SUBMITTING PAPERWORK VIA ONLINE APPLICATION	2 2.5%	-	2 4.4%	-	-	2 2.7%	-
DON'T KNOW / NOT SURE	25 30.9%	8 40.0%	12 26.7%	1 12.5%	4 50.0%	24 32.9%	4 28.6%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Preliminary Crosstabulated Results
Aug. 20, 2013

Q18. Why has your firm had poor experiences with online applications?
Categorization of open-ended responses.
Multiple mentions allowed for each respondent.*
Shown in descending order.

	Total	PRIMARY SECTOR				SUB SAMPLE	
		Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	7 100.0	-	7 100.0	-	-	6 100.0	1 100.0
NO STATUS UPDATE OF APPLICATIONS	2 28.6%	-	2 28.6%	-	-	2 33.3%	-
ONLINE QUESTIONS DO NOT MATCH PAPER FORM	1 14.3%	-	1 14.3%	-	-	1 16.7%	-
ONLINE APPLICATIONS ARE LOST	1 14.3%	-	1 14.3%	-	-	1 16.7%	-
MORE TIME CONSUMING THAN PAPER FORM	1 14.3%	-	1 14.3%	-	-	1 16.7%	-
QUESTIONS ARE NOT FLEXIBLE	1 14.3%	-	1 14.3%	-	-	-	1 100.0%
ADDRESS ARE NOT RECOGNIZED BY SYSTEM	1 14.3%	-	1 14.3%	-	-	1 16.7%	-
CONFUSING	1 14.3%	-	1 14.3%	-	-	1 16.7%	-
OTHER	-	-	-	-	-	-	-
DON'T KNOW OR NO ANSWER	-	-	-	-	-	-	-

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* The sum of the percentages are greater than 100% because respondents were allowed multiple responses.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q19. What improvements would you like to see to the online applications?
Categorization of open-ended responses.
Multiple mentions allowed for each respondent.*
Shown in descending order.

	Total	PRIMARY SECTOR				SUB SAMPLE	
		Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	41 100.0	10 100.0	20 100.0	6 100.0	5 100.0	35 100.0	9 100.0
NOTHING OR FINE AS IS	8 19.5%	4 40.0%	2 10.0%	1 16.7%	1 20.0%	7 20.0%	2 22.2%
EASIER TO USE	6 14.6%	2 20.0%	3 15.0%	-	1 20.0%	5 14.3%	1 11.1%
HAVEN'T USED	5 12.2%	1 10.0%	4 20.0%	-	-	5 14.3%	1 11.1%
MORE CUSTOMIZATION AND DETAIL	3 7.3%	2 20.0%	1 5.0%	-	-	3 8.6%	-
INCREASE PROCESSING SPEED	2 4.9%	-	-	2 33.3%	-	-	2 22.2%
BETTER CUSTOMER SERVICE	2 4.9%	-	1 5.0%	1 16.7%	-	1 2.9%	1 11.1%
SAVE FEATURE OR TRACK CHANGES	2 4.9%	-	1 5.0%	1 16.7%	-	1 2.9%	1 11.1%
MORE FORMS FILLED OR AVAILABLE ONLINE	2 4.9%	-	1 5.0%	1 16.7%	-	1 2.9%	1 11.1%
MATCH ONLINE AND PAPER FORMS	1 2.4%	-	1 5.0%	-	-	1 2.9%	-

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* The sum of the percentages are greater than 100% because respondents were allowed multiple responses.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q19. What improvements would you like to see to the online applications?
Categorization of open-ended responses.
Multiple mentions allowed for each respondent.*
Shown in descending order.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
ADDRESS RECOGNITION	1 2.4%	-	1 5.0%	-	-	1 2.9%	-
STATUS UPDATE OF CUSTOMER AGREEMENTS	1 2.4%	-	-	-	1 20.0%	1 2.9%	-
OTHER	3 7.3%	-	1 5.0%	1 16.7%	1 20.0%	3 8.6%	1 11.1%
DON'T KNOW OR NO ANSWER	6 14.6%	1 10.0%	4 20.0%	-	1 20.0%	6 17.1%	-

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* The sum of the percentages are greater than 100% because respondents were allowed multiple responses.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q20. Do you have any additional comments on Energy Trust's paperwork and forms?
Categorization of open-ended responses.
Multiple mentions allowed for each respondent.*
Shown in descending order.

	Total	PRIMARY SECTOR: Commercial	PRIMARY SECTOR: Residentl	PRIMARY SECTOR: Renewable	PRIMARY SECTOR: Industrial	SUB SAMPLE: Efficiency	SUB SAMPLE: Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	48 100.0	11 100.0	28 100.0	3 100.0	6 100.0	44 100.0	9 100.0
NO	20 41.7%	4 36.4%	13 46.4%	1 33.3%	2 33.3%	19 43.2%	3 33.3%
GOOD OR SATISFIED	8 16.7%	5 45.5% C	2 7.1%	-	1 16.7%	8 18.2%	-
SIMPLIFY FORMS	4 8.3%	1 9.1%	3 10.7%	-	-	3 6.8%	2 22.2%
REPETITIVE	2 4.2%	1 9.1%	1 3.6%	-	-	2 4.5%	-
APPROVED PRODUCTS LIST	2 4.2%	-	-	-	2 33.3%	2 4.5%	1 11.1%
STAFF IS EASY TO WORK WITH	2 4.2%	-	1 3.6%	1 33.3%	-	2 4.5%	1 11.1%
CHANGE FORM SUBMISSION	2 4.2%	-	2 7.1%	-	-	1 2.3%	1 11.1%
INCLUDE ALL FORMS ONLINE	1 2.1%	-	1 3.6%	-	-	1 2.3%	-

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* The sum of the percentages are greater than 100% because respondents were allowed multiple responses.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q20. Do you have any additional comments on Energy Trust's paperwork and forms?
Categorization of open-ended responses.
Multiple mentions allowed for each respondent.*
Shown in descending order.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
NO MORE REVISIONS	1	-	1	-	-	1	-
	2.1%		3.6%			2.3%	
MOST CUSTOMERS FILL OUT FORMS	1	-	1	-	-	1	-
	2.1%		3.6%			2.3%	
OTHER	4	1	2	1	-	3	1
	8.3%	9.1%	7.1%	33.3%		6.8%	11.1%
DON'T KNOW OR NO ANSWER	2	-	1	-	1	2	-
	4.2%		3.6%		16.7%	4.5%	

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* The sum of the percentages are greater than 100% because respondents were allowed multiple responses.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q21. Which financing services or lenders affiliated with Energy Trust are you familiar with?
Percentage of respondents stating "YES" only.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	107 100.0	24 100.0	66 100.0	8 100.0	9 100.0	98 100.0	15 100.0
UMPQUA BANK (GREEN STREET LOAN)	42 39.3%	6 25.0%	28 42.4%	6 75.0% BCE	2 22.2%	36 36.7%	8 53.3%
CLEAN ENERGY WORKS OREGON	26 24.3%	3 12.5%	20 30.3% B	2 25.0%	1 11.1%	25 25.5%	4 26.7%
CRAFT 3	12 11.2%	-	12 18.2%	-	-	12 12.2%	1 6.7%
FIRST SECURITY BANK OF WASHINGTON	7 6.5%	1 4.2%	6 9.1%	-	-	7 7.1%	-
DIRECTORS MORTGAGE	3 2.8%	1 4.2%	2 3.0%	-	-	2 2.0%	1 6.7%
BANNER BANK	3 2.8%	-	3 4.5%	-	-	3 3.1%	1 6.7%
GREEN MORTGAGE NORTHWEST	1 0.9%	-	-	-	1 11.1%	1 1.0%	-
OTHER	2 1.9%	1 4.2%	1 1.5%	-	-	2 2.0%	-
NONE OF THE ABOVE	41 38.3%	12 50.0% D	22 33.3%	1 12.5%	6 66.7% CD	39 39.8%	3 20.0%
DON’T KNOW / NOT SURE	14 13.1%	5 20.8%	7 10.6%	1 12.5%	1 11.1%	13 13.3%	2 13.3%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q22. Which of the following best describes your firm's experience with financing services from lenders affiliated with Energy Trust?

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	52	7	37	6	2	46	10
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AWARE OF FINANCING SERVICES, BUT DO NOT ACTIVELY PROMOTE THEM	20	4	10	5	1	15	7
	38.5%	57.1%	27.0%	83.3%	50.0%	32.6%	70.0%
				C			F
CURRENTLY PROMOTE FINANCING SERVICES ACTIVELY	18	1	16	-	1	18	2
	34.6%	14.3%	43.2%		50.0%	39.1%	20.0%
PROMOTED FINANCING SERVICES IN THE PAST, BUT NOT NOW	4	-	3	1	-	3	1
	7.7%		8.1%	16.7%		6.5%	10.0%
AWARE OF FINANCING SERVICES, BUT DON'T KNOW IF WE ACTIVELY PROMOTE THEM	3	-	3	-	-	3	-
	5.8%		8.1%			6.5%	
DON'T KNOW / NOT SURE	7	2	5	-	-	7	-
	13.5%	28.6%	13.5%			15.2%	

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q23. Would your company be interested in promoting lending services from lenders associated with Energy Trust?

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	89	23	50	8	8	80	13
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	43	8	25	6	4	36	9
	48.3%	34.8%	50.0%	75.0%	50.0%	45.0%	69.2%
				B			
NO	25	8	14	1	2	24	2
	28.1%	34.8%	28.0%	12.5%	25.0%	30.0%	15.4%
DON'T KNOW / NOT SURE	21	7	11	1	2	20	2
	23.6%	30.4%	22.0%	12.5%	25.0%	25.0%	15.4%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q24. Which of the following features are most appealing to you and your customers in a financing offer for energy projects?
First Rank
Shown in descending order, ranked highest to lowest.

	Total	===PRIMARY SECTOR===				===SUB SAMPLE===	
		Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	43 100.0	8 100.0	25 100.0	6 100.0	4 100.0	36 100.0	9 100.0
LOWER INTEREST RATES	17 39.5%	2 25.0%	11 44.0%	3 50.0%	1 25.0%	12 33.3%	5 55.6%
ALLOW CONTRACTORS TO SUBMIT PAPERWORK FOR CUSTOMERS	5 11.6%	2 25.0%	2 8.0%	1 16.7%	-	5 13.9%	1 11.1%
SIMPLIFIED PAPERWORK	4 9.3%	1 12.5%	2 8.0%	-	1 25.0%	4 11.1%	-
BROADER RANGE OF POSSIBLE LOAN AMOUNTS	3 7.0%	-	2 8.0%	1 16.7%	-	2 5.6%	1 11.1%
TELEPHONE ASSISTANCE WITH APPLICATIONS	3 7.0%	1 12.5%	2 8.0%	-	-	3 8.3%	-
CLEARER APPLICATION INSTRUCTIONS	2 4.7%	-	2 8.0%	-	-	2 5.6%	-
ONLINE APPLICATIONS	1 2.3%	-	1 4.0%	-	-	1 2.8%	-
LONGER FINANCING TERMS	1 2.3%	-	1 4.0%	-	-	1 2.8%	-
OTHER	1 2.3%	-	1 4.0%	-	-	1 2.8%	-
NOT INTERESTED IN PROMOTING FINANCING	-	-	-	-	-	-	-

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q24. Which of the following features are most appealing to you and your customers in a financing offer for energy projects?
First Rank
Shown in descending order, ranked highest to lowest.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
DON'T KNOW / NOT SURE	6	2	1	1	2	5	2
	14.0%	25.0%	4.0%	16.7%	50.0%	13.9%	22.2%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q24. Which of the following features are most appealing to you and your customers in a financing offer for energy projects?
Second Rank
Shown in descending order, ranked highest to lowest.

	Total	PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	43 100.0	8 100.0	25 100.0	6 100.0	4 100.0	36 100.0	9 100.0
ALLOW CONTRACTORS TO SUBMIT PAPERWORK FOR CUSTOMERS	6 14.0%	-	4 16.0%	2 33.3%	-	3 8.3%	3 33.3%
SIMPLIFIED PAPERWORK	6 14.0%	2 25.0%	3 12.0%	-	1 25.0%	6 16.7%	-
LOWER INTEREST RATES	6 14.0%	2 25.0%	3 12.0%	1 16.7%	-	5 13.9%	1 11.1%
LONGER FINANCING TERMS	4 9.3%	1 12.5%	3 12.0%	-	-	4 11.1%	-
BROADER RANGE OF POSSIBLE LOAN AMOUNTS	3 7.0%	-	2 8.0%	1 16.7%	-	3 8.3%	1 11.1%
TELEPHONE ASSISTANCE WITH APPLICATIONS	3 7.0%	-	3 12.0%	-	-	3 8.3%	-
ONLINE APPLICATIONS	2 4.7%	-	2 8.0%	-	-	2 5.6%	-
CLEARER APPLICATION INSTRUCTIONS	2 4.7%	1 12.5%	-	-	1 25.0%	2 5.6%	-
OTHER	2 4.7%	-	1 4.0%	1 16.7%	-	-	2 22.2%
NOT INTERESTED IN PROMOTING FINANCING	3 7.0%	-	3 12.0%	-	-	3 8.3%	-

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q24. Which of the following features are most appealing to you and your customers in a financing offer for energy projects?
Second Rank
Shown in descending order, ranked highest to lowest.

		===PRIMARY SECTOR===				===SUB SAMPLE===	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
DON'T KNOW / NOT SURE	-	-	-	-	-	-	-

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q24. Which of the following features are most appealing to you and your customers in a financing offer for energy projects?
First and Second Rank Combined
Shown in descending order, ranked highest to lowest.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	43	8	25	6	4	36	9
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LOWER INTEREST RATES	23	4	14	4	1	17	6
	53.5%	50.0%	56.0%	66.7%	25.0%	47.2%	66.7%
ALLOW CONTRACTORS TO SUBMIT PAPERWORK FOR CUSTOMERS	11	2	6	3	-	8	4
	25.6%	25.0%	24.0%	50.0%		22.2%	44.4%
SIMPLIFIED PAPERWORK	10	3	5	-	2	10	-
	23.3%	37.5%	20.0%		50.0%	27.8%	
BROADER RANGE OF POSSIBLE LOAN AMOUNTS	6	-	4	2	-	5	2
	14.0%		16.0%	33.3%		13.9%	22.2%
TELEPHONE ASSISTANCE WITH APPLICATIONS	6	1	5	-	-	6	-
	14.0%	12.5%	20.0%			16.7%	
LONGER FINANCING TERMS	5	1	4	-	-	5	-
	11.6%	12.5%	16.0%			13.9%	
CLEARER APPLICATION INSTRUCTIONS	4	1	2	-	1	4	-
	9.3%	12.5%	8.0%		25.0%	11.1%	
ONLINE APPLICATIONS	3	-	3	-	-	3	-
	7.0%		12.0%			8.3%	
OTHER	3	-	2	1	-	1	2
	7.0%		8.0%	16.7%		2.8%	22.2%
NOT INTERESTED IN PROMOTING FINANCING	-	-	-	-	-	-	-

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q24. Which of the following features are most appealing to you and your customers in a financing offer for energy projects?
First and Second Rank Combined
Shown in descending order, ranked highest to lowest.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
DON'T KNOW / NOT SURE	6	2	1	1	2	5	2
	14.0%	25.0%	4.0%	16.7%	50.0%	13.9%	22.2%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q25. How important do you think having financing available to customers is in moving a project forward?

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	107	24	66	8	9	98	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) VERY IMPORTANT	30	1	23	4	2	26	7
	28.0%	4.2%	34.8%	50.0%	22.2%	26.5%	46.7%
			B	B			
(3) SOMEWHAT IMPORTANT	49	13	29	3	4	45	5
	45.8%	54.2%	43.9%	37.5%	44.4%	45.9%	33.3%
(2) NOT VERY IMPORTANT	14	5	6	1	2	13	1
	13.1%	20.8%	9.1%	12.5%	22.2%	13.3%	6.7%
(1) NOT AT ALL IMPORTANT	2	-	2	-	-	2	-
	1.9%		3.0%			2.0%	
* NOT SURE	12	5	6	-	1	12	2
	11.2%	20.8%	9.1%		11.1%	12.2%	13.3%
MEAN	3.13	2.79	3.22	3.38	3.00	3.10	3.46
			B	B			

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* Mean figure calculations do not include "DON'T KNOW" responses.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q26. Would you be interested in training or additional information about financing services available from lenders affiliated with Energy Trust?

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	107 100.0	24 100.0	66 100.0	8 100.0	9 100.0	98 100.0	15 100.0
NO, NOT INTERESTED	25 23.4%	10 41.7%	15 22.7%	-	-	25 25.5%	2 13.3%
YES, INTERESTED IN ADDITIONAL INFO	37 34.6%	6 25.0%	20 30.3%	3 37.5%	8 88.9% BCD	34 34.7%	5 33.3%
YES, INTERESTED IN TRAINING	7 6.5%	3 12.5%	2 3.0%	1 12.5%	1 11.1%	6 6.1%	1 6.7%
YES, INTERESTED IN BOTH TRAINING AND ADDITIONAL INFORMATION	27 25.2%	4 16.7%	20 30.3%	3 37.5%	-	23 23.5%	6 40.0%
DON'T KNOW	11 10.3%	1 4.2%	9 13.6%	1 12.5%	-	10 10.2%	1 6.7%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q27. What percent of your firm's 2012 projects that received Energy Trust incentives were completed in Southwest Washington?

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	15 100.0	1 100.0	14 100.0	-	-	15 100.0	1 100.0
(1) 0%	3 20.0%	1 100.0% C	2 14.3%	-	-	3 20.0%	-
(2) 1%-24%	6 40.0%	-	6 42.9%	-	-	6 40.0%	1 100.0% F
(3) 25%-49%	1 6.7%	-	1 7.1%	-	-	1 6.7%	-
(4) 50%-74%	-	-	-	-	-	-	-
(5) 75%-99%	2 13.3%	-	2 14.3%	-	-	2 13.3%	-
(6) 100%	1 6.7%	-	1 7.1%	-	-	1 6.7%	-
* DON'T KNOW	2 13.3%	-	2 14.3%	-	-	2 13.3%	-
MEAN	2.62	1.00	2.75	-	-	2.62	2.00

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* Mean figure calculations do not include "DON'T KNOW" responses.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q28. Is your company interested in increasing the number of projects receiving Energy Trust incentives in Southwest Washington?

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	12 100.0	-	12 100.0	-	-	12 100.0	1 100.0
YES	11 91.7%	-	11 91.7%	-	-	11 91.7%	1 100.0%
NO	1 8.3%	-	1 8.3%	-	-	1 8.3%	-
DON'T KNOW / NOT SURE	-	-	-	-	-	-	-

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q29. What are the main barriers that your company is facing in increasing the number of projects receiving Energy Trust incentives in Southwest Washington?
First Rank
Shown in descending order, ranked highest to lowest.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	11 100.0	-	11 100.0	-	-	11 100.0	1 100.0
THE LIMITED NUMBER OF ENERGY TRUST INCENTIVES AVAILABLE IN WASHINGTON	6 54.5%	-	6 54.5%	-	-	6 54.5%	1 100.0% F
INCOME BARRIERS	2 18.2%	-	2 18.2%	-	-	2 18.2%	-
LACK OF CUSTOMER AWARENESS OF ENERGY TRUST	1 9.1%	-	1 9.1%	-	-	1 9.1%	-
LACK OF CUSTOMER INTEREST IN ENERGY EFFICIENCY OR RENEWABLE	-	-	-	-	-	-	-
CUSTOMER PERCEPTION THAT NEWER HOMES DO NOT NEED ENERGY EFFICIENCY IMPROVEMENTS	-	-	-	-	-	-	-
THE OREGON IN "ENERGY TRUST OF OREGON"	-	-	-	-	-	-	-
NOT AWARE OF ANY BARRIERS	1 9.1%	-	1 9.1%	-	-	1 9.1%	-
OTHER	-	-	-	-	-	-	-
DON’T KNOW / NOT SURE	1 9.1%	-	1 9.1%	-	-	1 9.1%	-

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q29. What are the main barriers that your company is facing in increasing the number of projects receiving Energy Trust incentives in Southwest Washington?
Second Rank
Shown in descending order, ranked highest to lowest.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	11 100.0	-	11 100.0	-	-	11 100.0	1 100.0
LACK OF CUSTOMER AWARENESS OF ENERGY TRUST	4 36.4%	-	4 36.4%	-	-	4 36.4%	1 100.0% F
THE OREGON IN "ENERGY TRUST OF OREGON"	2 18.2%	-	2 18.2%	-	-	2 18.2%	-
LACK OF CUSTOMER INTEREST IN ENERGY EFFICIENCY OR RENEWABLE	2 18.2%	-	2 18.2%	-	-	2 18.2%	-
THE LIMITED NUMBER OF ENERGY TRUST INCENTIVES AVAILABLE IN WASHINGTON	1 9.1%	-	1 9.1%	-	-	1 9.1%	-
INCOME BARRIERS	1 9.1%	-	1 9.1%	-	-	1 9.1%	-
CUSTOMER PERCEPTION THAT NEWER HOMES DO NOT NEED ENERGY EFFICIENCY IMPROVEMENTS	-	-	-	-	-	-	-
NOT AWARE OF ANY BARRIERS	-	-	-	-	-	-	-
OTHER	-	-	-	-	-	-	-
DON'T KNOW / NOT SURE	-	-	-	-	-	-	-

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q29. What are the main barriers that your company is facing in increasing the number of projects receiving Energy Trust incentives in Southwest Washington?
First and Second Rank Combined
Shown in descending order, ranked highest to lowest.

		===PRIMARY SECTOR===				===SUB SAMPLE===	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	11 100.0	-	11 100.0	-	-	11 100.0	1 100.0
THE LIMITED NUMBER OF ENERGY TRUST INCENTIVES AVAILABLE IN WASHINGTON	7 63.6%	-	7 63.6%	-	-	7 63.6%	1 100.0% F
LACK OF CUSTOMER AWARENESS OF ENERGY TRUST	5 45.5%	-	5 45.5%	-	-	5 45.5%	1 100.0% F
INCOME BARRIERS	3 27.3%	-	3 27.3%	-	-	3 27.3%	-
LACK OF CUSTOMER INTEREST IN ENERGY EFFICIENCY OR RENEWABLE	2 18.2%	-	2 18.2%	-	-	2 18.2%	-
THE OREGON IN "ENERGY TRUST OF OREGON"	2 18.2%	-	2 18.2%	-	-	2 18.2%	-
CUSTOMER PERCEPTION THAT NEWER HOMES DO NOT NEED ENERGY EFFICIENCY IMPROVEMENTS	-	-	-	-	-	-	-
NOT AWARE OF ANY BARRIERS	1 9.1%	-	1 9.1%	-	-	1 9.1%	-
OTHER	-	-	-	-	-	-	-
DON’T KNOW / NOT SURE	1 9.1%	-	1 9.1%	-	-	1 9.1%	-

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q30. Do you have any suggestions on possible actions that Energy Trust could take to increase the number of projects in SW Washington?
Categorization of open-ended responses.
Multiple mentions allowed for each respondent.*
Shown in descending order.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	5 100.0	-	5 100.0	-	-	5 100.0	1 100.0
INCREASE EXPOSURE	2 40.0%	-	2 40.0%	-	-	2 40.0%	1 100.0% F
MORE REBATES	1 20.0%	-	1 20.0%	-	-	1 20.0%	-
MORE INCENTIVES	1 20.0%	-	1 20.0%	-	-	1 20.0%	-
CRAFT3 BILLING IN WASHINGTON	1 20.0%	-	1 20.0%	-	-	1 20.0%	-
INCLUDE WASHINGTON IN YOUR NAME	1 20.0%	-	1 20.0%	-	-	1 20.0%	1 100.0% F
SEND FLYERS WITH UTILITY PROVIDERS	1 20.0%	-	1 20.0%	-	-	1 20.0%	-
OTHER	-	-	-	-	-	-	-
DON'T KNOW OR NO ANSWER	-	-	-	-	-	-	-

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* The sum of the percentages are greater than 100% because respondents were allowed multiple responses.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q31. Approximately what percent of your 2012 revenue came from solar electric jobs?

	Total	PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	11	-	2	8	1	3	11
	100.0		100.0	100.0	100.0	100.0	100.0
(1) 0%	-	-	-	-	-	-	-
(2) 1%-24%	1	-	-	1	-	-	1
	9.1%			12.5%			9.1%
(3) 25%-49%	1	-	-	1	-	-	1
	9.1%			12.5%			9.1%
(4) 50%-74%	2	-	1	1	-	1	2
	18.2%		50.0%	12.5%		33.3%	18.2%
(5) 75%-99%	3	-	-	3	-	1	3
	27.3%			37.5%		33.3%	27.3%
(6) 100%	2	-	-	2	-	-	2
	18.2%			25.0%			18.2%
* DON'T KNOW	2	-	1	-	1	1	2
	18.2%		50.0%		100.0%	33.3%	18.2%
MEAN	4.44	-	4.00	4.50	-	4.50	4.44

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* Mean figure calculations do not include "DON'T KNOW" responses.
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Preliminary Crosstabulated Results
Aug. 20, 2013

Q32. Approximately what percent of your 2012 solar electric revenue came from commercial jobs?

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	11 100.0	-	2 100.0	8 100.0	1 100.0	3 100.0	11 100.0
(1) 0%	2 18.2%	-	1 50.0%	1 12.5%	-	-	2 18.2%
(2) 1%-24%	4 36.4%	-	-	4 50.0%	-	-	4 36.4%
(3) 25%-49%	1 9.1%	-	1 50.0%	-	-	1 33.3%	1 9.1%
(4) 50%-74%	2 18.2%	-	-	2 25.0%	-	1 33.3%	2 18.2%
(5) 75%-99%	1 9.1%	-	-	1 12.5%	-	-	1 9.1%
(6) 100%	-	-	-	-	-	-	-
* DON'T KNOW	1 9.1%	-	-	-	1 100.0%	1 33.3%	1 9.1%
MEAN	2.60	-	2.00	2.75	-	3.50	2.60

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* Mean figure calculations do not include "DON'T KNOW" responses.
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Aug. 20, 2013

Q33. What is your current estimated solar electric project backlog?

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	11 100.0	-	2 100.0	8 100.0	1 100.0	3 100.0	11 100.0
(1) NO PROJECTS CURRENTLY PLANNED	1 9.1%	-	-	1 12.5%	-	-	1 9.1%
(2) PROJECTS FOR THE NEXT MONTH	3 27.3%	-	1 50.0%	2 25.0%	-	1 33.3%	3 27.3%
(3) PROJECTS FOR THE NEXT 3 MONTHS	4 36.4%	-	-	4 50.0%	-	-	4 36.4%
(4) PROJECTS FOR THE NEXT 6 MONTHS	-	-	-	-	-	-	-
(5) PROJECTS BEYOND THE NEXT 6 MONTHS	-	-	-	-	-	-	-
* DON'T KNOW / NOT SURE	3 27.3%	-	1 50.0%	1 12.5%	1 100.0% D	2 66.7%	3 27.3%
MEAN	2.38	-	2.00	2.43	-	2.00	2.38

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* Mean figure calculations do not include "DON'T KNOW" responses.
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Aug. 20, 2013

Q34. Did you observe an increase in customer inquiries about installing solar electric in 2012 compared to 2011? If so, by what amount?

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	11 100.0	-	2 100.0	8 100.0	1 100.0	3 100.0	11 100.0
NO CHANGE	3 27.3%	-	2 100.0% D	1 12.5%	-	1 33.3%	3 27.3%
DECREASED	2 18.2%	-	-	2 25.0%	-	1 33.3%	2 18.2%
INCREASED	4 36.4%	-	-	4 50.0%	-	-	4 36.4%
(1) 1%-24%	2 18.2%	-	-	2 25.0%	-	-	2 18.2%
(2) 25%-49%	2 18.2%	-	-	2 25.0%	-	-	2 18.2%
(3) 50%-74%	-	-	-	-	-	-	-
(4) 75%-100%	-	-	-	-	-	-	-
* DON'T KNOW	2 18.2%	-	-	1 12.5%	1 100.0% D	1 33.3%	2 18.2%
MEAN	1.50	-	-	1.50	-	-	1.50

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* Mean figure calculations do not include "DON'T KNOW" responses.
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Table 39 Page 45

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2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q35. What percent of solar electric customer inquiries were you able to respond to in 2012?

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	11 100.0	-	2 100.0	8 100.0	1 100.0	3 100.0	11 100.0
100%, AND WAS ABLE TO SERVE ALL QUALIFIED LEADS	5 45.5%	-	2 100.0% D	3 37.5%	-	2 66.7%	5 45.5%
100%, BUT SELECTIVELY SERVED ONLY THE HIGHEST QUALIFIED LEADS	3 27.3%	-	-	3 37.5%	-	-	3 27.3%
75%-99%	2 18.2%	-	-	2 25.0%	-	-	2 18.2%
50%-74%	-	-	-	-	-	-	-
LESS THAN 50%	-	-	-	-	-	-	-
DON'T KNOW / NOT SURE	1 9.1%	-	-	-	1 100.0%	1 33.3%	1 9.1%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Aug. 20, 2013

Mean Summary Table: Q36. What was the average kW of your 2012 solar electric installations? Please enter zero if you did not install any solar electric systems in 2012.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	11	-	2	8	1	3	11
	100.0		100.0	100.0	100.0	100.0	100.0
COMMERCIAL (AVG KW)	7	-	1	6	-	2	7
	25.57		75.00	17.33		55.00	25.57
			D				
RESIDENTIAL (AVG KW)	8	-	1	7	-	2	8
	4.83		3.20	5.06		3.60	4.83

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* Mean figure calculations do not include "DON'T KNOW" responses.
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Preliminary Crosstabulated Results
Aug. 20, 2013

Q37. How much of an impact did the Oregon Energy tax credit have on your residential customers' decision to install solar electric systems in 2012?

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	2 100.0	-	2 100.0	-	-	1 100.0	2 100.0
(3) STRONG INFLUENCE; VERY FEW CUSTOMERS WOULD HAVE INSTALLED SYSTEMS WITHOUT THE TAX CREDIT	2 100.0%	-	2 100.0%	-	-	1 100.0%	2 100.0%
(2) MODERATE INFLUENCE; SOME CUSTOMERS WOULD HAVE INSTALLED SYSTEMS AND SOME WOULD NOT HAVE WITHOUT THE TAX CREDIT	-	-	-	-	-	-	-
(1) WEAK INFLUENCE; MOST CUSTOMERS WOULD HAVE INSTALLED SYSTEMS WITHOUT THE TAX CREDIT	-	-	-	-	-	-	-
* DON'T KNOW / NOT SURE	-	-	-	-	-	-	-
MEAN	3.00	-	3.00	-	-	3.00	3.00

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* Mean figure calculations do not include "DON'T KNOW" responses.
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Aug. 20, 2013

Q38. Approximately what percent of your 2012 revenue came from solar water heating jobs?

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	6 100.0	-	5 100.0	1 100.0	-	4 100.0	6 100.0
(1) 0%	-	-	-	-	-	-	-
(2) 1%-24%	4 66.7%	-	3 60.0%	1 100.0%	-	4 100.0%	4 66.7%
(3) 25%-49%	-	-	-	-	-	-	-
(4) 50%-74%	-	-	-	-	-	-	-
(5) 75%-99%	-	-	-	-	-	-	-
(6) 100%	1 16.7%	-	1 20.0%	-	-	-	1 16.7%
* DON'T KNOW	1 16.7%	-	1 20.0%	-	-	-	1 16.7%
MEAN	2.80	-	3.00	2.00	-	2.00	2.80

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* Mean figure calculations do not include "DON'T KNOW" responses.
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Aug. 20, 2013

Q39. Approximately what percent of your 2012 solar water heating revenue came from commercial jobs?

	Total	PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	6 100.0	-	5 100.0	1 100.0	-	4 100.0	6 100.0
(1) 0%	3 50.0%	-	3 60.0%	-	-	3 75.0%	3 50.0%
(2) 1%-24%	1 16.7%	-	-	1 100.0%	-	1 25.0%	1 16.7%
(3) 25%-49%	1 16.7%	-	1 20.0%	-	-	-	1 16.7%
(4) 50%-74%	-	-	-	-	-	-	-
(5) 75%-99%	-	-	-	-	-	-	-
(6) 100%	-	-	-	-	-	-	-
* DON'T KNOW	1 16.7%	-	1 20.0%	-	-	-	1 16.7%
MEAN	1.60	-	1.50	2.00	-	1.25	1.60

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* Mean figure calculations do not include "DON'T KNOW" responses.
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Aug. 20, 2013

Mean Summary Table: Q40. What was the average size in square feet of your 2012 solar water heating system installations? Please enter zero if you did not install any solar water heating systems in 2012.

		===PRIMARY SECTOR===				===SUB SAMPLE===	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	6	-	5	1	-	4	6
	100.0		100.0	100.0		100.0	100.0
COMMERCIAL (AVG SQ FT OF COLLECTORS)	3	-	3	-	-	2	3
	333.33		333.33			0.0	333.33
RESIDENTIAL (AVG SQ FT OF COLLECTORS)	5	-	4	1	-	3	5
	400.80		488.50	50.00		546.67	400.80

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* Mean figure calculations do not include "DON'T KNOW" responses.
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Aug. 20, 2013

Mean Summary Table: Q41. Approximately what percent of the residential windows that your firm installed in 2012 had the following U-values?

	Total	Commercial (PRIMARY SECTOR)	Residentl (PRIMARY SECTOR)	Renewable (PRIMARY SECTOR)	Industrial (PRIMARY SECTOR)	Efficiency (SUB SAMPLE)	Renewable (SUB SAMPLE)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	21 100.0	-	21 100.0	-	-	21 100.0	1 100.0
A. 0.29 AND ABOVE U-VALUE	14 32.50	-	14 32.50	-	-	14 32.50	-
B. 0.26 - 0.28 U-VALUE	14 23.21	-	14 23.21	-	-	14 23.21	-
C. 0.23 - 0.25 U-VALUE	14 36.79	-	14 36.79	-	-	14 36.79	-
D. 0.22 U-VALUE OR LESS	14 7.50	-	14 7.50	-	-	14 7.50	-

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* Mean figure calculations do not include "DON'T KNOW" responses.
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Aug. 20, 2013

Mean Summary Table: Q42. What is the current availability of windows with the following U-values?
4 pt. scale: (4=Easily available, 3=Some are available, 2=Difficult to get, 1=Not available)
Shown in descending order, ranked highest to lowest.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	21	-	21	-	-	21	1
	100.0		100.0			100.0	100.0
A. 0.26 - 0.28 U-VALUE	14	-	14	-	-	14	-
	3.50		3.50			3.50	
B. 0.23 - 0.25 U-VALUE	14	-	14	-	-	14	-
	3.07		3.07			3.07	
C. 0.22 U-VALUE OR LESS	14	-	14	-	-	14	-
	2.64		2.64			2.64	

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* Mean figure calculations do not include "DON'T KNOW" responses.
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Preliminary Crosstabulated Results
Aug. 20, 2013

Q42. What is the current availability of windows with the following U-values?
a. 0.26 - 0.28 U-value

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	21 100.0	-	21 100.0	-	-	21 100.0	1 100.0
(4) EASILY AVAILABLE IN ALL MODELS	7 33.3%	-	7 33.3%	-	-	7 33.3%	-
(3) SOME MODELS ARE AVAILABLE	7 33.3%	-	7 33.3%	-	-	7 33.3%	-
(2) DIFFICULT TO GET	-	-	-	-	-	-	-
(1) NOT AVAILABLE	-	-	-	-	-	-	-
* DON'T KNOW	7 33.3%	-	7 33.3%	-	-	7 33.3%	1 100.0% F
MEAN	3.50	-	3.50	-	-	3.50	-

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* Mean figure calculations do not include "DON'T KNOW" responses.
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Aug. 20, 2013

Q42. What is the current availability of windows with the following U-values?
b. 0.23 - 0.25 U-value

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	21 100.0	-	21 100.0	-	-	21 100.0	1 100.0
(4) EASILY AVAILABLE IN ALL MODELS	4 19.0%	-	4 19.0%	-	-	4 19.0%	-
(3) SOME MODELS ARE AVAILABLE	7 33.3%	-	7 33.3%	-	-	7 33.3%	-
(2) DIFFICULT TO GET	3 14.3%	-	3 14.3%	-	-	3 14.3%	-
(1) NOT AVAILABLE	-	-	-	-	-	-	-
* DON'T KNOW	7 33.3%	-	7 33.3%	-	-	7 33.3%	1 100.0% F
MEAN	3.07	-	3.07	-	-	3.07	-

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* Mean figure calculations do not include "DON'T KNOW" responses.
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Aug. 20, 2013

Q42. What is the current availability of windows with the following U-values?
c. 0.22 U-value or less

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	21 100.0	-	21 100.0	-	-	21 100.0	1 100.0
(4) EASILY AVAILABLE IN ALL MODELS	2 9.5%	-	2 9.5%	-	-	2 9.5%	-
(3) SOME MODELS ARE AVAILABLE	6 28.6%	-	6 28.6%	-	-	6 28.6%	-
(2) DIFFICULT TO GET	5 23.8%	-	5 23.8%	-	-	5 23.8%	-
(1) NOT AVAILABLE	1 4.8%	-	1 4.8%	-	-	1 4.8%	-
* DON'T KNOW	7 33.3%	-	7 33.3%	-	-	7 33.3%	1 100.0% F
MEAN	2.64	-	2.64	-	-	2.64	-

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* Mean figure calculations do not include "DON'T KNOW" responses.
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Preliminary Crosstabulated Results
Aug. 20, 2013

Q43. Are you aware that Energy Trust offers training in a variety of areas to help support trade allies in providing energy services to customers?

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	107	24	66	8	9	98	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	86	17	56	5	8	80	12
	80.4%	70.8%	84.8%	62.5%	88.9%	81.6%	80.0%
NO / DON'T KNOW	21	7	10	3	1	18	3
	19.6%	29.2%	15.2%	37.5%	11.1%	18.4%	20.0%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Preliminary Crosstabulated Results
Aug. 20, 2013

Q44. When was the last time you or your staff attended training sponsored by Energy Trust, if ever?

		===PRIMARY SECTOR===				===SUB SAMPLE===	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	86	17	56	5	8	80	12
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(1) NEVER ATTENDED TRAINING	6	2	4	-	-	6	-
	7.0%	11.8%	7.1%			7.5%	
(2) 2011 OR BEFORE	15	1	11	2	1	12	5
	17.4%	5.9%	19.6%	40.0%	12.5%	15.0%	41.7%
(3) 2012 OR 2013	58	13	36	3	6	55	6
	67.4%	76.5%	64.3%	60.0%	75.0%	68.8%	50.0%
* DON'T KNOW / NOT SURE	7	1	5	-	1	7	1
	8.1%	5.9%	8.9%		12.5%	8.8%	8.3%
MEAN	2.66	2.69	2.63	2.60	2.86	2.67	2.55

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* Mean figure calculations do not include "DON'T KNOW" responses.

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Aug. 20, 2013

Summary Table: Q45. What types of Energy Trust trainings have you participated in over the last year?
Percentage of respondents stating "YES" only.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	58 100.0	13 100.0	36 100.0	3 100.0	6 100.0	55 100.0	6 100.0
TRADE ALLY ROUNDTABLE	32 55.2%	4 30.8%	23 63.9% B	2 66.7%	3 50.0%	30 54.5%	5 83.3%
IN-PERSON EVENT OR WORKSHOP	31 53.4%	10 76.9% C	15 41.7%	1 33.3%	5 83.3% C	29 52.7%	3 50.0%
LIVE, INTERACTIVE WEBINAR	18 31.0%	3 23.1%	12 33.3%	1 33.3%	2 33.3%	17 30.9%	2 33.3%
LIVE WEBCAST OF EVENT OR WORKSHOP	15 25.9%	2 15.4%	12 33.3%	-	1 16.7%	15 27.3%	1 16.7%
PRE-RECORDED, ON-DEMAND VIDEO OR WEBINAR	8 13.8%	1 7.7%	7 19.4%	-	-	8 14.5%	-
OTHER	-	-	-	-	-	-	-
DON'T KNOW / NOT SURE	2 3.4%	1 7.7%	1 2.8%	-	-	2 3.6%	-

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Preliminary Crosstabulated Results
Aug. 20, 2013

Q46. How valuable did you find the pre-recorded video/webinar training that you viewed in the last year?

	Total	PRIMARY SECTOR				SUB SAMPLE	
		Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	8 100.0	1 100.0	7 100.0	-	-	8 100.0	-
(4) VERY VALUABLE	1 12.5%	-	1 14.3%	-	-	1 12.5%	-
(3) SOMEWHAT VALUABLE	7 87.5%	1 100.0%	6 85.7%	-	-	7 87.5%	-
(2) NOT VERY VALUABLE	-	-	-	-	-	-	-
(1) NOT AT ALL VALUABLE	-	-	-	-	-	-	-
* NOT SURE	-	-	-	-	-	-	-
MEAN	3.13	3.00	3.14	-	-	3.13	-

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* Mean figure calculations do not include "DON'T KNOW" responses.
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Preliminary Crosstabulated Results
Aug. 20, 2013

Q47. How valuable did you find the live/interactive webinar training that you attended in the last year?

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	18 100.0	3 100.0	12 100.0	1 100.0	2 100.0	17 100.0	2 100.0
(4) VERY VALUABLE	5 27.8%	-	5 41.7%	-	-	5 29.4%	1 50.0%
(3) SOMEWHAT VALUABLE	11 61.1%	1 33.3%	7 58.3%	1 100.0% BC	2 100.0% BC	10 58.8%	1 50.0%
(2) NOT VERY VALUABLE	1 5.6%	1 33.3%	-	-	-	1 5.9%	-
(1) NOT AT ALL VALUABLE	-	-	-	-	-	-	-
* NOT SURE	1 5.6%	1 33.3%	-	-	-	1 5.9%	-
MEAN	3.24	2.50	3.42 B	3.00	3.00	3.25	3.50

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* Mean figure calculations do not include "DON'T KNOW" responses.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q48. How valuable did you find the live webcast of an event/workshop that you viewed in the last year?

	Total	PRIMARY SECTOR				SUB SAMPLE	
		Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	15	2	12	-	1	15	1
	100.0	100.0	100.0		100.0	100.0	100.0
(4) VERY VALUABLE	3	-	3	-	-	3	-
	20.0%		25.0%			20.0%	
(3) SOMEWHAT VALUABLE	10	1	8	-	1	10	1
	66.7%	50.0%	66.7%		100.0%	66.7%	100.0%
					C		F
(2) NOT VERY VALUABLE	-	-	-	-	-	-	-
(1) NOT AT ALL VALUABLE	1	-	1	-	-	1	-
	6.7%		8.3%			6.7%	
* NOT SURE	1	1	-	-	-	1	-
	6.7%	50.0%				6.7%	
MEAN	3.07	3.00	3.08	-	3.00	3.07	3.00

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* Mean figure calculations do not include "DON'T KNOW" responses.
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Energy Trust:
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Preliminary Crosstabulated Results
Aug. 20, 2013

Q49. How valuable did you find the in-person event/workshop that you attended in the last year?

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	31	10	15	1	5	29	3
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) VERY VALUABLE	9	4	4	-	1	9	1
	29.0%	40.0%	26.7%		20.0%	31.0%	33.3%
(3) SOMEWHAT VALUABLE	18	3	10	1	4	16	2
	58.1%	30.0%	66.7%	100.0%	80.0%	55.2%	66.7%
				BC	B		
(2) NOT VERY VALUABLE	2	2	-	-	-	2	-
	6.5%	20.0%				6.9%	
(1) NOT AT ALL VALUABLE	-	-	-	-	-	-	-
* NOT SURE	2	1	1	-	-	2	-
	6.5%	10.0%	6.7%			6.9%	
MEAN	3.24	3.22	3.29	3.00	3.20	3.26	3.33

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* Mean figure calculations do not include "DON'T KNOW" responses.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q50. How valuable did you find the trade ally roundtable that you attended in the last year?

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	32	4	23	2	3	30	5
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) VERY VALUABLE	6	-	6	-	-	6	-
	18.8%		26.1%			20.0%	
(3) SOMEWHAT VALUABLE	14	-	11	1	2	13	3
	43.8%		47.8%	50.0%	66.7%	43.3%	60.0%
(2) NOT VERY VALUABLE	7	1	4	1	1	6	2
	21.9%	25.0%	17.4%	50.0%	33.3%	20.0%	40.0%
(1) NOT AT ALL VALUABLE	3	2	1	-	-	3	-
	9.4%	50.0%	4.3%			10.0%	
* NOT SURE	2	1	1	-	-	2	-
	6.3%	25.0%	4.3%			6.7%	
MEAN	2.77	1.33	3.00	2.50	2.67	2.79	2.60
			B		B		

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* Mean figure calculations do not include "DON'T KNOW" responses.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q51. Please rank the top two areas in which you would like to receive training from Energy Trust in the future.
First Rank
Shown in descending order, ranked highest to lowest.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	107	24	66	8	9	98	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SAVINGS CALCULATION TOOLS	17	7	7	1	2	16	3
	15.9%	29.2%	10.6%	12.5%	22.2%	16.3%	20.0%
CODE CHANGES	14	-	12	2	-	11	4
	13.1%		18.2%	25.0%		11.2%	26.7%
COMMUNICATING THE VALUE OF ENERGY EFFICIENCY TO CUSTOMERS	10	4	5	-	1	10	-
	9.3%	16.7%	7.6%		11.1%	10.2%	
CALCULATING CUSTOMER INCENTIVES	10	4	4	1	1	10	1
	9.3%	16.7%	6.1%	12.5%	11.1%	10.2%	6.7%
ENERGY MODELING	7	1	6	-	-	7	-
	6.5%	4.2%	9.1%			7.1%	
PROGRAM PAPERWORK	6	-	6	-	-	6	1
	5.6%		9.1%			6.1%	6.7%
AIR QUALITY AND RELATED DIAGNOSTICS	5	1	4	-	-	5	-
	4.7%	4.2%	6.1%			5.1%	
PRICING AND BIDDING	4	1	2	-	1	4	1
	3.7%	4.2%	3.0%		11.1%	4.1%	6.7%
WEBSITE RESOURCES	4	-	3	1	-	3	1
	3.7%		4.5%	12.5%		3.1%	6.7%
PROJECT MANAGEMENT	3	-	1	1	1	2	1
	2.8%		1.5%	12.5%	11.1%	2.0%	6.7%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q51. Please rank the top two areas in which you would like to receive training from Energy Trust in the future.
First Rank
Shown in descending order, ranked highest to lowest.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
QUALITY CONTROL	1	-	1	-	-	1	-
	0.9%		1.5%			1.0%	
OTHER	4	1	3	-	-	3	1
	3.7%	4.2%	4.5%			3.1%	6.7%
I'M NOT INTERESTED IN ANY ADDITIONAL TRAINING	10	3	4	2	1	8	2
	9.3%	12.5%	6.1%	25.0%	11.1%	8.2%	13.3%
DON'T KNOW / NOT SURE	12	2	8	-	2	12	-
	11.2%	8.3%	12.1%		22.2%	12.2%	

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Table 59 Page 66

Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q51. Please rank the top two areas in which you would like to receive training from Energy Trust in the future.
Second Rank
Shown in descending order, ranked highest to lowest.

	Total	PRIMARY SECTOR				SUB SAMPLE	
		Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	107 100.0	24 100.0	66 100.0	8 100.0	9 100.0	98 100.0	15 100.0
WEBSITE RESOURCES	12 11.2%	3 12.5%	7 10.6%	1 12.5%	1 11.1%	10 10.2%	4 26.7%
SAVINGS CALCULATION TOOLS	10 9.3%	2 8.3%	6 9.1%	1 12.5%	1 11.1%	9 9.2%	2 13.3%
PROGRAM PAPERWORK	10 9.3%	3 12.5%	6 9.1%	1 12.5%	-	10 10.2%	1 6.7%
CALCULATING CUSTOMER INCENTIVES	9 8.4%	2 8.3%	5 7.6%	-	2 22.2%	9 9.2%	-
ENERGY MODELING	8 7.5%	2 8.3%	6 9.1%	-	-	8 8.2%	-
QUALITY CONTROL	7 6.5%	1 4.2%	5 7.6%	1 12.5%	-	6 6.1%	1 6.7%
COMMUNICATING THE VALUE OF ENERGY EFFICIENCY TO CUSTOMERS	7 6.5%	-	6 9.1%	-	1 11.1%	7 7.1%	1 6.7%
AIR QUALITY AND RELATED DIAGNOSTICS	5 4.7%	1 4.2%	4 6.1%	-	-	5 5.1%	-
PRICING AND BIDDING	5 4.7%	2 8.3%	3 4.5%	-	-	5 5.1%	-
CODE CHANGES	4 3.7%	1 4.2%	1 1.5%	2 25.0%	-	2 2.0%	2 13.3%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q51. Please rank the top two areas in which you would like to receive training from Energy Trust in the future.
Second Rank
Shown in descending order, ranked highest to lowest.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
PROJECT MANAGEMENT	3 2.8%	-	2 3.0%	-	1 11.1%	3 3.1%	1 6.7%
OTHER	1 0.9%	1 4.2%	-	-	-	1 1.0%	-
I'M NOT INTERESTED IN ANY ADDITIONAL TRAINING	-	-	-	-	-	-	-
DON’T KNOW / NOT SURE	4 3.7%	1 4.2%	3 4.5%	-	-	3 3.1%	1 6.7%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q51. Please rank the top two areas in which you would like to receive training from Energy Trust in the future.
First and Second Rank Combined
Shown in descending order, ranked highest to lowest.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	107 100.0	24 100.0	66 100.0	8 100.0	9 100.0	98 100.0	15 100.0
SAVINGS CALCULATION TOOLS	27 25.2%	9 37.5%	13 19.7%	2 25.0%	3 33.3%	25 25.5%	5 33.3%
CALCULATING CUSTOMER INCENTIVES	19 17.8%	6 25.0%	9 13.6%	1 12.5%	3 33.3%	19 19.4%	1 6.7%
CODE CHANGES	18 16.8%	1 4.2%	13 19.7% B	4 50.0% B	-	13 13.3%	6 40.0% F
COMMUNICATING THE VALUE OF ENERGY EFFICIENCY TO CUSTOMERS	17 15.9%	4 16.7%	11 16.7%	-	2 22.2%	17 17.3%	1 6.7%
PROGRAM PAPERWORK	16 15.0%	3 12.5%	12 18.2%	1 12.5%	-	16 16.3%	2 13.3%
WEBSITE RESOURCES	16 15.0%	3 12.5%	10 15.2%	2 25.0%	1 11.1%	13 13.3%	5 33.3%
ENERGY MODELING	15 14.0%	3 12.5%	12 18.2%	-	-	15 15.3%	-
AIR QUALITY AND RELATED DIAGNOSTICS	10 9.3%	2 8.3%	8 12.1%	-	-	10 10.2%	-
PRICING AND BIDDING	9 8.4%	3 12.5%	5 7.6%	-	1 11.1%	9 9.2%	1 6.7%
QUALITY CONTROL	8 7.5%	1 4.2%	6 9.1%	1 12.5%	-	7 7.1%	1 6.7%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q51. Please rank the top two areas in which you would like to receive training from Energy Trust in the future.
First and Second Rank Combined
Shown in descending order, ranked highest to lowest.

	Total	PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
PROJECT MANAGEMENT	6	-	3	1	2	5	2
	5.6%		4.5%	12.5%	22.2%	5.1%	13.3%
OTHER	5	2	3	-	-	4	1
	4.7%	8.3%	4.5%			4.1%	6.7%
I'M NOT INTERESTED IN ANY ADDITIONAL TRAINING	10	3	4	2	1	8	2
	9.3%	12.5%	6.1%	25.0%	11.1%	8.2%	13.3%
DON'T KNOW / NOT SURE	16	3	11	-	2	15	1
	15.0%	12.5%	16.7%		22.2%	15.3%	6.7%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Preliminary Crosstabulated Results
Aug. 20, 2013

Q52. Energy Trust offers training sessions at a variety of locations in the Portland Metro area. To what degree does your location prevent you from attending these trainings?

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	107 100.0	24 100.0	66 100.0	8 100.0	9 100.0	98 100.0	15 100.0
I HAVE NEVER BEEN ABLE TO ATTEND AN ENERGY TRUST TRAINING BECAUSE OF MY LOCATION	8 7.5%	2 8.3%	5 7.6%	1 12.5%	-	7 7.1%	1 6.7%
MY LOCATION MAKES IS VERY DIFFICULT, BUT NOT IMPOSSIBLE, TO ATTEND TRAININGS	18 16.8%	2 8.3%	12 18.2%	3 37.5%	1 11.1%	16 16.3%	5 33.3%
MY LOCATION MAKES IT INCONVENIENT, BUT NOT OVERLY DIFFICULT TO ATTEND TRAININGS	22 20.6%	2 8.3%	16 24.2% B	2 25.0%	2 22.2%	20 20.4%	4 26.7%
MY LOCATION DOES NOT PREVENT ME FROM ATTENDING ENERGY TRUST TRAININGS	57 53.3%	17 70.8% CD	32 48.5%	2 25.0%	6 66.7%	53 54.1%	5 33.3%
OTHER	-	-	-	-	-	-	-
DON'T KNOW / NOT SURE	2 1.9%	1 4.2%	1 1.5%	-	-	2 2.0%	-

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q53. What types of training formats would you like to see in the future?
First Rank
Shown in descending order, ranked highest to lowest.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	107	24	66	8	9	98	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
IN-PERSON WORKSHOPS	35	10	18	3	4	30	6
	32.7%	41.7%	27.3%	37.5%	44.4%	30.6%	40.0%
PRE-RECORDED, ON-DEMAND VIDEOS AND WEBINARS	31	8	17	3	3	28	7
	29.0%	33.3%	25.8%	37.5%	33.3%	28.6%	46.7%
LIVE, INTERACTIVE WEBINARS	13	2	10	1	-	13	1
	12.1%	8.3%	15.2%	12.5%		13.3%	6.7%
LIVE WEBCASTS OF EVENTS AND WORKSHOPS	11	2	8	-	1	11	-
	10.3%	8.3%	12.1%		11.1%	11.2%	
TRAININGS AT ROUNDTABLES	8	-	8	-	-	8	-
	7.5%		12.1%			8.2%	
OTHER	1	-	-	-	1	1	-
	0.9%				11.1%	1.0%	
DON'T KNOW / NOT SURE / NO PREFERENCE	8	2	5	1	-	7	1
	7.5%	8.3%	7.6%	12.5%		7.1%	6.7%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q53. What types of training formats would you like to see in the future?
Second Rank
Shown in descending order, ranked highest to lowest.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	107 100.0	24 100.0	66 100.0	8 100.0	9 100.0	98 100.0	15 100.0
LIVE WEBCASTS OF EVENTS AND WORKSHOPS	23 21.5%	7 29.2%	13 19.7%	-	3 33.3%	22 22.4% G	1 6.7%
IN-PERSON WORKSHOPS	22 20.6%	3 12.5%	14 21.2%	2 25.0%	3 33.3%	21 21.4%	5 33.3%
LIVE, INTERACTIVE WEBINARS	21 19.6%	5 20.8%	11 16.7%	3 37.5%	2 22.2%	18 18.4%	4 26.7%
PRE-RECORDED, ON-DEMAND VIDEOS AND WEBINARS	12 11.2%	2 8.3%	9 13.6%	1 12.5%	-	10 10.2%	2 13.3%
TRAININGS AT ROUNDTABLES	12 11.2%	2 8.3%	9 13.6%	-	1 11.1%	12 12.2%	1 6.7%
OTHER	1 0.9%	-	-	1 12.5%	-	-	1 6.7%
DON'T KNOW / NOT SURE / NO PREFERENCE	8 7.5%	3 12.5%	5 7.6%	-	-	8 8.2%	-

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q53. What types of training formats would you like to see in the future?
First and Second Rank Combined
Shown in descending order, ranked highest to lowest.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	107 100.0	24 100.0	66 100.0	8 100.0	9 100.0	98 100.0	15 100.0
IN-PERSON WORKSHOPS	57 53.3%	13 54.2%	32 48.5%	5 62.5%	7 77.8%	51 52.0%	11 73.3%
PRE-RECORDED, ON-DEMAND VIDEOS AND WEBINARS	43 40.2%	10 41.7%	26 39.4%	4 50.0%	3 33.3%	38 38.8%	9 60.0%
LIVE WEBCASTS OF EVENTS AND WORKSHOPS	34 31.8%	9 37.5%	21 31.8%	-	4 44.4%	33 33.7% G	1 6.7%
LIVE, INTERACTIVE WEBINARS	34 31.8%	7 29.2%	21 31.8%	4 50.0%	2 22.2%	31 31.6%	5 33.3%
TRAININGS AT ROUNDTABLES	20 18.7%	2 8.3%	17 25.8% B	-	1 11.1%	20 20.4%	1 6.7%
OTHER	2 1.9%	-	-	1 12.5%	1 11.1%	1 1.0%	1 6.7%
DON'T KNOW / NOT SURE / NO PREFERENCE	16 15.0%	5 20.8%	10 15.2%	1 12.5%	-	15 15.3%	1 6.7%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q54. How important is it that a training you want to take qualifies for continuing education (CE) credits?

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	107	24	66	8	9	98	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) VERY IMPORTANT	30	5	20	3	2	26	5
	28.0%	20.8%	30.3%	37.5%	22.2%	26.5%	33.3%
(3) SOMEWHAT IMPORTANT	43	7	28	4	4	39	6
	40.2%	29.2%	42.4%	50.0%	44.4%	39.8%	40.0%
(2) NOT VERY IMPORTANT	11	3	7	-	1	11	1
	10.3%	12.5%	10.6%		11.1%	11.2%	6.7%
(1) NOT AT ALL IMPORTANT	16	8	6	1	1	15	2
	15.0%	33.3%	9.1%	12.5%	11.1%	15.3%	13.3%
		C					
* NOT SURE	7	1	5	-	1	7	1
	6.5%	4.2%	7.6%		11.1%	7.1%	6.7%
MEAN	2.87	2.39	3.02	3.13	2.88	2.84	3.00
			B				

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* Mean figure calculations do not include "DON'T KNOW" responses.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q55. If Energy Trust trainings qualified for CE credits, which certification is most important to you?

	Total	PRIMARY SECTOR				SUB SAMPLE	
		Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	73	12	48	7	6	65	11
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BUILDING PERFORMANCE INSTITUTE (BPI)	17	2	15	-	-	17	-
	23.3%	16.7%	31.3%			26.2%	
CONSTRUCTION CONTRACTORS BOARD (CCB)	43	9	27	3	4	39	7
	58.9%	75.0%	56.3%	42.9%	66.7%	60.0%	63.6%
NORTH AMERICAN BOARD OF CERTIFIED ENERGY PRACTITIONERS (NABCEP)	2	-	-	2	-	-	2
	2.7%			28.6%			18.2%
OTHER	7	1	3	2	1	5	2
	9.6%	8.3%	6.3%	28.6%	16.7%	7.7%	18.2%
DON'T KNOW / NOT SURE	4	-	3	-	1	4	-
	5.5%		6.3%		16.7%	6.2%	

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q56. How can Energy Trust trainings be improved?
Categorization of open-ended responses.
Multiple mentions allowed for each respondent.*
Shown in descending order.

	Total	PRIMARY SECTOR				SUB SAMPLE	
		Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	44	9	30	3	2	40	7
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOPICS MORE RELEVANT TO MY INDUSTRY	9	2	5	1	1	7	4
	20.5%	22.2%	16.7%	33.3%	50.0%	17.5%	57.1%
							F
CONVENIENT LOCATION	6	-	5	1	-	6	1
	13.6%		16.7%	33.3%		15.0%	14.3%
NO IMPROVEMENT NEEDED	4	2	2	-	-	4	-
	9.1%	22.2%	6.7%			10.0%	
ONLINE TRAINING	4	2	2	-	-	4	-
	9.1%	22.2%	6.7%			10.0%	
MORE FREQUENT TRAINING COURSES	4	2	2	-	-	4	-
	9.1%	22.2%	6.7%			10.0%	
PROVIDE UPDATED OR CURRENT INFORMATION	2	-	2	-	-	2	-
	4.5%		6.7%			5.0%	
ADVANCED LEVEL COURSES	2	-	2	-	-	2	-
	4.5%		6.7%			5.0%	
GOOD TRAINERS OR REPRESENTATIVES	2	-	1	1	-	1	1
	4.5%		3.3%	33.3%		2.5%	14.3%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* The sum of the percentages are greater than 100% because respondents were allowed multiple responses.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q56. How can Energy Trust trainings be improved?
Categorization of open-ended responses.
Multiple mentions allowed for each respondent.*
Shown in descending order.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
OTHER	3	-	3	-	-	3	-
	6.8%		10.0%			7.5%	
DON'T KNOW OR NO ANSWER	11	1	8	1	1	10	2
	25.0%	11.1%	26.7%	33.3%	50.0%	25.0%	28.6%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* The sum of the percentages are greater than 100% because respondents were allowed multiple responses.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q57. Energy Trust holds regular roundtable meetings with trade allies throughout the state to provide updated program information, announce plans, offer training, answer questions, introduce program staff . . .
First Rank
Shown in descending order, ranked highest to lowest.

	Total	===============PRIMARY SECTOR==============				======SUB SAMPLE=====	
		Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	107 100.0	24 100.0	66 100.0	8 100.0	9 100.0	98 100.0	15 100.0
DISTANCE TO ROUNDTABLE LOCATION	23 21.5%	4 16.7%	15 22.7%	3 37.5%	1 11.1%	21 21.4%	4 26.7%
DISCUSSION TOPIC	19 17.8%	4 16.7%	12 18.2%	1 12.5%	2 22.2%	18 18.4%	2 13.3%
ENERGY TRUST PRESENTATION TOPIC	17 15.9%	3 12.5%	12 18.2%	-	2 22.2%	16 16.3%	1 6.7%
TRAINING TOPIC	14 13.1%	5 20.8%	6 9.1%	1 12.5%	2 22.2%	13 13.3%	1 6.7%
TIME OF DAY	8 7.5%	2 8.3%	6 9.1%	-	-	8 8.2%	3 20.0%
NETWORKING OPPORTUNITY	6 5.6%	2 8.3%	3 4.5%	-	1 11.1%	6 6.1%	-
FREQUENCY OF ROUNDTABLES	3 2.8%	-	3 4.5%	-	-	3 3.1%	-
AVAILABILITY	2 1.9%	-	-	1 12.5%	1 11.1%	1 1.0%	1 6.7%
OTHER	1 0.9%	-	1 1.5%	-	-	1 1.0%	-
DON'T KNOW / NOT SURE	14 13.1%	4 16.7%	8 12.1%	2 25.0%	-	11 11.2%	3 20.0%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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ASSOCIATES

Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q57. Energy Trust holds regular roundtable meetings with trade allies throughout the state to provide updated program information, announce plans, offer training, answer questions, introduce program staff . . .
Second Rank
Shown in descending order, ranked highest to lowest.

	Total	PRIMARY SECTOR				SUB SAMPLE	
		Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	107 100.0	24 100.0	66 100.0	8 100.0	9 100.0	98 100.0	15 100.0
TIME OF DAY	19 17.8%	6 25.0%	12 18.2%	-	1 11.1%	19 19.4%	-
ENERGY TRUST PRESENTATION TOPIC	17 15.9%	3 12.5%	9 13.6%	4 50.0% BC	1 11.1%	14 14.3%	5 33.3%
TRAINING TOPIC	15 14.0%	4 16.7%	9 13.6%	-	2 22.2%	15 15.3%	2 13.3%
DISCUSSION TOPIC	14 13.1%	1 4.2%	11 16.7% B	-	2 22.2%	14 14.3%	1 6.7%
DISTANCE TO ROUNDTABLE LOCATION	10 9.3%	4 16.7%	4 6.1%	1 12.5%	1 11.1%	8 8.2%	2 13.3%
NETWORKING OPPORTUNITY	6 5.6%	1 4.2%	3 4.5%	-	2 22.2%	6 6.1%	-
FREQUENCY OF ROUNDTABLES	3 2.8%	-	3 4.5%	-	-	3 3.1%	-
AVAILABILITY	3 2.8%	-	2 3.0%	1 12.5%	-	2 2.0%	2 13.3%
OTHER	2 1.9%	1 4.2%	1 1.5%	-	-	2 2.0%	-

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q57. Energy Trust holds regular roundtable meetings with trade allies throughout the state to provide updated program information, announce plans, offer training, answer questions, introduce program staff . . .
Second Rank
Shown in descending order, ranked highest to lowest.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
DON'T KNOW / NOT SURE	4 3.7%	-	4 6.1%	-	-	4 4.1%	-

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q57. Energy Trust holds regular roundtable meetings with trade allies throughout the state to provide updated program information, announce plans, offer training, answer questions, introduce program staff . . .
First and Second Rank Combined
Shown in descending order, ranked highest to lowest.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	107 100.0	24 100.0	66 100.0	8 100.0	9 100.0	98 100.0	15 100.0
ENERGY TRUST PRESENTATION TOPIC	34 31.8%	6 25.0%	21 31.8%	4 50.0%	3 33.3%	30 30.6%	6 40.0%
DISCUSSION TOPIC	33 30.8%	5 20.8%	23 34.8%	1 12.5%	4 44.4%	32 32.7%	3 20.0%
DISTANCE TO ROUNDTABLE LOCATION	33 30.8%	8 33.3%	19 28.8%	4 50.0%	2 22.2%	29 29.6%	6 40.0%
TRAINING TOPIC	29 27.1%	9 37.5%	15 22.7%	1 12.5%	4 44.4%	28 28.6%	3 20.0%
TIME OF DAY	27 25.2%	8 33.3%	18 27.3%	-	1 11.1%	27 27.6%	3 20.0%
NETWORKING OPPORTUNITY	12 11.2%	3 12.5%	6 9.1%	-	3 33.3%	12 12.2%	-
FREQUENCY OF ROUNDTABLES	6 5.6%	-	6 9.1%	-	-	6 6.1%	-
AVAILABILITY	5 4.7%	-	2 3.0%	2 25.0%	1 11.1%	3 3.1%	3 20.0%
OTHER	3 2.8%	1 4.2%	2 3.0%	-	-	3 3.1%	-
DON'T KNOW / NOT SURE	18 16.8%	4 16.7%	12 18.2%	2 25.0%	-	15 15.3%	3 20.0%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
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Aug. 20, 2013

Q58. Is your firm able to attend trade ally roundtables in the Portland Metro area?

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	107	24	66	8	9	98	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	67	16	41	4	6	61	8
	62.6%	66.7%	62.1%	50.0%	66.7%	62.2%	53.3%
NO	29	6	20	2	1	27	4
	27.1%	25.0%	30.3%	25.0%	11.1%	27.6%	26.7%
DON'T KNOW / NOT SURE	11	2	5	2	2	10	3
	10.3%	8.3%	7.6%	25.0%	22.2%	10.2%	20.0%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q59. What is your preferred location for trade ally roundtables in the Portland metro area?
First Rank
Shown in descending order, ranked highest to lowest.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	67	16	41	4	6	61	8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WILSONVILLE	17	7	9	1	-	16	1
	25.4%	43.8%	22.0%	25.0%		26.2%	12.5%
PORTLAND / EAST SIDE	13	3	9	1	-	11	2
	19.4%	18.8%	22.0%	25.0%		18.0%	25.0%
PORTLAND / WEST SIDE	11	2	7	-	2	11	-
	16.4%	12.5%	17.1%		33.3%	18.0%	
PORTLAND / AIRPORT	9	2	4	1	2	8	1
	13.4%	12.5%	9.8%	25.0%	33.3%	13.1%	12.5%
CLACKAMAS	6	2	4	-	-	6	2
	9.0%	12.5%	9.8%			9.8%	25.0%
PORTLAND / CENTRAL	6	-	4	-	2	5	1
	9.0%		9.8%		33.3%	8.2%	12.5%
SALEM	2	-	1	1	-	1	1
	3.0%		2.4%	25.0%		1.6%	12.5%
OTHER	2	-	2	-	-	2	-
	3.0%		4.9%			3.3%	
DON'T KNOW / NOT SURE	1	-	1	-	-	1	-
	1.5%		2.4%			1.6%	

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q59. What is your preferred location for trade ally roundtables in the Portland metro area?
Second Rank
Shown in descending order, ranked highest to lowest.

	Total	PRIMARY SECTOR				SUB SAMPLE	
		Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	67	16	41	4	6	61	8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PORTLAND / CENTRAL	15	4	8	1	2	14	1
	22.4%	25.0%	19.5%	25.0%	33.3%	23.0%	12.5%
PORTLAND / WEST SIDE	14	3	8	1	2	13	1
	20.9%	18.8%	19.5%	25.0%	33.3%	21.3%	12.5%
PORTLAND / EAST SIDE	13	4	7	1	1	11	4
	19.4%	25.0%	17.1%	25.0%	16.7%	18.0%	50.0%
CLACKAMAS	8	2	6	-	-	7	1
	11.9%	12.5%	14.6%			11.5%	12.5%
WILSONVILLE	6	1	4	-	1	6	-
	9.0%	6.3%	9.8%		16.7%	9.8%	
PORTLAND / AIRPORT	5	1	4	-	-	5	-
	7.5%	6.3%	9.8%			8.2%	
SALEM	1	1	-	-	-	1	-
	1.5%	6.3%				1.6%	
OTHER	2	-	2	-	-	2	-
	3.0%		4.9%			3.3%	
DON'T KNOW / NOT SURE	2	-	1	1	-	1	1
	3.0%		2.4%	25.0%		1.6%	12.5%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q59. What is your preferred location for trade ally roundtables in the Portland metro area?
First and Second Rank Combined
Shown in descending order, ranked highest to lowest.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	67	16	41	4	6	61	8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PORTLAND / EAST SIDE	26	7	16	2	1	22	6
	38.8%	43.8%	39.0%	50.0%	16.7%	36.1%	75.0%
							F
PORTLAND / WEST SIDE	25	5	15	1	4	24	1
	37.3%	31.3%	36.6%	25.0%	66.7%	39.3%	12.5%
						G	
WILSONVILLE	23	8	13	1	1	22	1
	34.3%	50.0%	31.7%	25.0%	16.7%	36.1%	12.5%
PORTLAND / CENTRAL	21	4	12	1	4	19	2
	31.3%	25.0%	29.3%	25.0%	66.7%	31.1%	25.0%
CLACKAMAS	14	4	10	-	-	13	3
	20.9%	25.0%	24.4%			21.3%	37.5%
PORTLAND / AIRPORT	14	3	8	1	2	13	1
	20.9%	18.8%	19.5%	25.0%	33.3%	21.3%	12.5%
SALEM	3	1	1	1	-	2	1
	4.5%	6.3%	2.4%	25.0%		3.3%	12.5%
OTHER	4	-	4	-	-	4	-
	6.0%		9.8%			6.6%	
DON'T KNOW / NOT SURE	3	-	2	1	-	2	1
	4.5%		4.9%	25.0%		3.3%	12.5%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q60. What would make the trade ally roundtables more valuable?
Categorization of open-ended responses.
Multiple mentions allowed for each respondent.*
Shown in descending order.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	46 100.0	8 100.0	28 100.0	4 100.0	6 100.0	42 100.0	10 100.0
TOPICS MORE RELEVANT TO MY INDUSTRY	12 26.1%	4 50.0%	6 21.4%	-	2 33.3%	12 28.6%	1 10.0%
CONVENIENT LOCATION	6 13.0%	-	4 14.3%	2 50.0%	-	5 11.9%	2 20.0%
AGENDA OR FORMAT-RELATED CHANGES	5 10.9%	-	2 7.1%	2 50.0%	1 16.7%	4 9.5%	2 20.0%
PROVIDE UPDATED OR CURRENT INFORMATION	4 8.7%	1 12.5%	2 7.1%	-	1 16.7%	4 9.5%	1 10.0%
CERTIFICATION CREDITS	3 6.5%	-	1 3.6%	2 50.0%	-	2 4.8%	2 20.0%
ALLOW FEEDBACK ON TOPICS DISCUSSED	2 4.3%	2 25.0%	-	-	-	2 4.8%	-
NO IMPROVEMENT NEEDED	2 4.3%	-	1 3.6%	-	1 16.7%	2 4.8%	1 10.0%
BETTER FOOD CHOICES	2 4.3%	-	2 7.1%	-	-	1 2.4%	1 10.0%
GUEST SPEAKERS	2 4.3%	-	2 7.1%	-	-	2 4.8%	-

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* The sum of the percentages are greater than 100% because respondents were allowed multiple responses.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q60. What would make the trade ally roundtables more valuable?
Categorization of open-ended responses.
Multiple mentions allowed for each respondent.*
Shown in descending order.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
OTHER	3	-	3	-	-	3	1
	6.5%		10.7%			7.1%	10.0%
DON'T KNOW OR NO ANSWER	9	1	6	1	1	8	2
	19.6%	12.5%	21.4%	25.0%	16.7%	19.0%	20.0%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* The sum of the percentages are greater than 100% because respondents were allowed multiple responses.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q61. When receiving information about Energy Trust programs, how would you like to receive that information?
First Rank
Shown in descending order, ranked highest to lowest.

	Total	PRIMARY SECTOR				SUB SAMPLE	
		Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	107 100.0	24 100.0	66 100.0	8 100.0	9 100.0	98 100.0	15 100.0
EMAILS FROM PROGRAM STAFF	74 69.2%	13 54.2%	47 71.2%	6 75.0%	8 88.9% B	68 69.4%	10 66.7%
INSIDER NEWSLETTER	18 16.8%	7 29.2%	9 13.6%	1 12.5%	1 11.1%	16 16.3%	3 20.0%
TRAINING WORKSHOPS	6 5.6%	1 4.2%	4 6.1%	1 12.5%	-	5 5.1%	1 6.7%
ENERGY TRUST WEBSITE	5 4.7%	3 12.5%	2 3.0%	-	-	5 5.1%	1 6.7%
TRADE ALLY ROUNDTABLES	1 0.9%	-	1 1.5%	-	-	1 1.0%	-
SOCIAL MEDIA (FACEBOOK, TWITTER, LINKEDIN)	1 0.9%	-	1 1.5%	-	-	1 1.0%	-
MAIL	1 0.9%	-	1 1.5%	-	-	1 1.0%	-
SYNERGY BLOG	-	-	-	-	-	-	-
OTHER DISCUSSION FORUM MODERATED BY PROGRAM STAFF	-	-	-	-	-	-	-
OTHER	-	-	-	-	-	-	-

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Strategic Research Associates
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q61. When receiving information about Energy Trust programs, how would you like to receive that information?
First Rank
Shown in descending order, ranked highest to lowest.

	Total	PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
DON'T KNOW / NOT SURE	1	-	1	-	-	1	-
	0.9%		1.5%			1.0%	

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Strategic Research Associates
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q61. When receiving information about Energy Trust programs, how would you like to receive that information?
Second Rank
Shown in descending order, ranked highest to lowest.

		===PRIMARY SECTOR===				===SUB SAMPLE===	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	107 100.0	24 100.0	66 100.0	8 100.0	9 100.0	98 100.0	15 100.0
INSIDER NEWSLETTER	32 29.9%	5 20.8%	20 30.3%	3 37.5%	4 44.4%	28 28.6%	5 33.3%
ENERGY TRUST WEBSITE	20 18.7%	5 20.8%	14 21.2%	1 12.5%	-	20 20.4%	2 13.3%
TRAINING WORKSHOPS	15 14.0%	7 29.2%	7 10.6%	-	1 11.1%	15 15.3%	1 6.7%
EMAILS FROM PROGRAM STAFF	11 10.3%	5 20.8%	4 6.1%	1 12.5%	1 11.1%	9 9.2%	2 13.3%
TRADE ALLY ROUNDTABLES	11 10.3%	-	10 15.2%	-	1 11.1%	11 11.2%	2 13.3%
OTHER DISCUSSION FORUM MODERATED BY PROGRAM STAFF	4 3.7%	-	1 1.5%	2 25.0%	1 11.1%	2 2.0%	2 13.3%
SOCIAL MEDIA (FACEBOOK, TWITTER, LINKEDIN)	2 1.9%	-	2 3.0%	-	-	2 2.0%	-
SYNERGY BLOG	1 0.9%	-	1 1.5%	-	-	1 1.0%	-
MAIL	1 0.9%	1 4.2%	-	-	-	1 1.0%	-
OTHER	1 0.9%	-	-	-	1 11.1%	1 1.0%	-

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q61. When receiving information about Energy Trust programs, how would you like to receive that information?
Second Rank
Shown in descending order, ranked highest to lowest.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
DON'T KNOW / NOT SURE	8	1	6	1	-	7	1
	7.5%	4.2%	9.1%	12.5%		7.1%	6.7%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q61. When receiving information about Energy Trust programs, how would you like to receive that information?
First and Second Rank Combined
Shown in descending order, ranked highest to lowest.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	107 100.0	24 100.0	66 100.0	8 100.0	9 100.0	98 100.0	15 100.0
EMAILS FROM PROGRAM STAFF	85 79.4%	18 75.0%	51 77.3%	7 87.5%	9 100.0% BC	77 78.6%	12 80.0%
INSIDER NEWSLETTER	50 46.7%	12 50.0%	29 43.9%	4 50.0%	5 55.6%	44 44.9%	8 53.3%
ENERGY TRUST WEBSITE	25 23.4%	8 33.3%	16 24.2%	1 12.5%	-	25 25.5%	3 20.0%
TRAINING WORKSHOPS	21 19.6%	8 33.3%	11 16.7%	1 12.5%	1 11.1%	20 20.4%	2 13.3%
TRADE ALLY ROUNDTABLES	12 11.2%	-	11 16.7%	-	1 11.1%	12 12.2%	2 13.3%
OTHER DISCUSSION FORUM MODERATED BY PROGRAM STAFF	4 3.7%	-	1 1.5%	2 25.0%	1 11.1%	2 2.0%	2 13.3%
SOCIAL MEDIA (FACEBOOK, TWITTER, LINKEDIN)	3 2.8%	-	3 4.5%	-	-	3 3.1%	-
MAIL	2 1.9%	1 4.2%	1 1.5%	-	-	2 2.0%	-
SYNERGY BLOG	1 0.9%	-	1 1.5%	-	-	1 1.0%	-
OTHER	1 0.9%	-	-	-	1 11.1%	1 1.0%	-

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q61. When receiving information about Energy Trust programs, how would you like to receive that information?
First and Second Rank Combined
Shown in descending order, ranked highest to lowest.

	Total	PRIMARY SECTOR				SUB SAMPLE	
		Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
DON'T KNOW / NOT SURE	9 8.4%	1 4.2%	7 10.6%	1 12.5%	-	8 8.2%	1 6.7%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q62. How useful do you find Energy Trust's Insider newsletter?

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	107 100.0	24 100.0	66 100.0	8 100.0	9 100.0	98 100.0	15 100.0
(4) VERY USEFUL	22 20.6%	5 20.8%	14 21.2%	2 25.0%	1 11.1%	19 19.4%	5 33.3%
(3) SOMEWHAT USEFUL	55 51.4%	12 50.0%	33 50.0%	4 50.0%	6 66.7%	51 52.0%	6 40.0%
(2) NOT VERY USEFUL	5 4.7%	2 8.3%	2 3.0%	1 12.5%	-	4 4.1%	1 6.7%
(1) NOT AT ALL USEFUL	4 3.7%	2 8.3%	2 3.0%	-	-	4 4.1%	-
* NOT SURE	6 5.6%	2 8.3%	3 4.5%	-	1 11.1%	6 6.1%	-
* DID NOT RECEIVE NEWSLETTER	15 14.0%	1 4.2%	12 18.2% B	1 12.5%	1 11.1%	14 14.3%	3 20.0%
MEAN	3.10	2.95	3.16	3.14	3.14	3.09	3.33

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* Mean figure calculations do not include "DON'T KNOW" responses.
Strategic Research Associates
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q63. Which of the following would make the Insider newsletter more useful to you?
First Rank
Shown in descending order, ranked highest to lowest.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	92	23	54	7	8	84	12
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TARGET NEWSLETTER CONTENT TO SPECIFIC PROGRAMS	28	4	16	5	3	24	5
	30.4%	17.4%	29.6%	71.4%	37.5%	28.6%	41.7%
				BC			
INCLUDE IMBEDDED LINKS TO PERTINENT INFORMATION AND PUBLICATIONS	16	5	11	-	-	15	1
	17.4%	21.7%	20.4%			17.9%	8.3%
MAKE INSIDER EASIER TO NAVIGATE	14	5	7	2	-	12	2
	15.2%	21.7%	13.0%	28.6%		14.3%	16.7%
INCLUDE DIFFERENT TYPES OF ARTICLES	9	2	3	-	4	9	-
	9.8%	8.7%	5.6%		50.0%	10.7%	
					BC		
IMPROVE THE SEARCHABILITY OF INSIDER	4	1	3	-	-	4	-
	4.3%	4.3%	5.6%			4.8%	
OTHER	2	-	2	-	-	2	1
	2.2%		3.7%			2.4%	8.3%
DON'T KNOW / NOT SURE	19	6	12	-	1	18	3
	20.7%	26.1%	22.2%		12.5%	21.4%	25.0%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q63. Which of the following would make the Insider newsletter more useful to you?
Second Rank
Shown in descending order, ranked highest to lowest.

	Total	PRIMARY SECTOR				SUB SAMPLE	
		Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	92	23	54	7	8	84	12
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TARGET NEWSLETTER CONTENT TO SPECIFIC PROGRAMS	20	6	13	-	1	19	2
	21.7%	26.1%	24.1%		12.5%	22.6%	16.7%
INCLUDE IMBEDDED LINKS TO PERTINENT INFORMATION AND PUBLICATIONS	12	3	6	3	-	9	3
	13.0%	13.0%	11.1%	42.9%		10.7%	25.0%
MAKE INSIDER EASIER TO NAVIGATE	10	2	6	-	2	10	-
	10.9%	8.7%	11.1%		25.0%	11.9%	
INCLUDE DIFFERENT TYPES OF ARTICLES	10	1	8	1	-	10	1
	10.9%	4.3%	14.8%	14.3%		11.9%	8.3%
IMPROVE THE SEARCHABILITY OF INSIDER	10	3	4	1	2	9	1
	10.9%	13.0%	7.4%	14.3%	25.0%	10.7%	8.3%
OTHER	3	-	2	1	-	2	1
	3.3%		3.7%	14.3%		2.4%	8.3%
DON'T KNOW / NOT SURE	8	2	3	1	2	7	1
	8.7%	8.7%	5.6%	14.3%	25.0%	8.3%	8.3%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q63. Which of the following would make the Insider newsletter more useful to you?
First and Second Rank Combined
Shown in descending order, ranked highest to lowest.

		===PRIMARY SECTOR===				===SUB SAMPLE===	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	92	23	54	7	8	84	12
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TARGET NEWSLETTER CONTENT TO SPECIFIC PROGRAMS	48	10	29	5	4	43	7
	52.2%	43.5%	53.7%	71.4%	50.0%	51.2%	58.3%
INCLUDE IMBEDDED LINKS TO PERTINENT INFORMATION AND PUBLICATIONS	28	8	17	3	-	24	4
	30.4%	34.8%	31.5%	42.9%		28.6%	33.3%
MAKE INSIDER EASIER TO NAVIGATE	24	7	13	2	2	22	2
	26.1%	30.4%	24.1%	28.6%	25.0%	26.2%	16.7%
INCLUDE DIFFERENT TYPES OF ARTICLES	19	3	11	1	4	19	1
	20.7%	13.0%	20.4%	14.3%	50.0%	22.6%	8.3%
IMPROVE THE SEARCHABILITY OF INSIDER	14	4	7	1	2	13	1
	15.2%	17.4%	13.0%	14.3%	25.0%	15.5%	8.3%
OTHER	5	-	4	1	-	4	2
	5.4%		7.4%	14.3%		4.8%	16.7%
DON'T KNOW / NOT SURE	27	8	15	1	3	25	4
	29.3%	34.8%	27.8%	14.3%	37.5%	29.8%	33.3%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q64. Which of the following types of articles would be most useful in future Insider newsletters?
First Rank
Shown in descending order, ranked highest to lowest.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	92	23	54	7	8	84	12
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TAX CREDITS	23	4	14	2	3	21	3
	25.0%	17.4%	25.9%	28.6%	37.5%	25.0%	25.0%
COMMON PROBLEMS/SOLUTIONS	18	3	12	3	-	16	3
	19.6%	13.0%	22.2%	42.9%		19.0%	25.0%
EMERGING TECHNOLOGIES	14	2	11	-	1	14	1
	15.2%	8.7%	20.4%		12.5%	16.7%	8.3%
MARKETING TIPS	13	4	6	1	2	11	2
	14.1%	17.4%	11.1%	14.3%	25.0%	13.1%	16.7%
TECHNICAL ASSISTANCE OR RESOURCES	7	3	3	-	1	7	-
	7.6%	13.0%	5.6%		12.5%	8.3%	
CUSTOMER SERVICE TIPS	6	2	3	1	-	5	2
	6.5%	8.7%	5.6%	14.3%		6.0%	16.7%
OTHER	-	-	-	-	-	-	-
DON'T KNOW / NOT SURE	11	5	5	-	1	10	1
	12.0%	21.7%	9.3%		12.5%	11.9%	8.3%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q64. Which of the following types of articles would be most useful in future Insider newsletters?
Second Rank
Shown in descending order, ranked highest to lowest.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	92	23	54	7	8	84	12
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
COMMON PROBLEMS/SOLUTIONS	28	7	17	1	3	27	3
	30.4%	30.4%	31.5%	14.3%	37.5%	32.1%	25.0%
EMERGING TECHNOLOGIES	16	4	10	-	2	16	1
	17.4%	17.4%	18.5%		25.0%	19.0%	8.3%
TAX CREDITS	13	2	8	2	1	12	2
	14.1%	8.7%	14.8%	28.6%	12.5%	14.3%	16.7%
TECHNICAL ASSISTANCE OR RESOURCES	11	2	7	2	-	8	3
	12.0%	8.7%	13.0%	28.6%		9.5%	25.0%
MARKETING TIPS	9	1	6	1	1	8	1
	9.8%	4.3%	11.1%	14.3%	12.5%	9.5%	8.3%
CUSTOMER SERVICE TIPS	3	2	-	1	-	2	1
	3.3%	8.7%		14.3%		2.4%	8.3%
OTHER	1	-	1	-	-	1	-
	1.1%		1.9%			1.2%	
DON'T KNOW / NOT SURE	-	-	-	-	-	-	-

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q64. Which of the following types of articles would be most useful in future Insider newsletters?
First and Second Rank Combined
Shown in descending order, ranked highest to lowest.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	92	23	54	7	8	84	12
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
COMMON PROBLEMS/SOLUTIONS	46	10	29	4	3	43	6
	50.0%	43.5%	53.7%	57.1%	37.5%	51.2%	50.0%
TAX CREDITS	36	6	22	4	4	33	5
	39.1%	26.1%	40.7%	57.1%	50.0%	39.3%	41.7%
EMERGING TECHNOLOGIES	30	6	21	-	3	30	2
	32.6%	26.1%	38.9%		37.5%	35.7%	16.7%
MARKETING TIPS	22	5	12	2	3	19	3
	23.9%	21.7%	22.2%	28.6%	37.5%	22.6%	25.0%
TECHNICAL ASSISTANCE OR RESOURCES	18	5	10	2	1	15	3
	19.6%	21.7%	18.5%	28.6%	12.5%	17.9%	25.0%
CUSTOMER SERVICE TIPS	9	4	3	2	-	7	3
	9.8%	17.4%	5.6%	28.6%		8.3%	25.0%
OTHER	1	-	1	-	-	1	-
	1.1%		1.9%			1.2%	
DON'T KNOW / NOT SURE	11	5	5	-	1	10	1
	12.0%	21.7%	9.3%		12.5%	11.9%	8.3%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q65. How often do you visit the Energy Trust website?

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	107	24	66	8	9	98	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(0) NEVER	9	1	6	-	2	9	-
	8.4%	4.2%	9.1%		22.2%	9.2%	
(1) A FEW TIMES PER YEAR	37	13	18	3	3	34	4
	34.6%	54.2%	27.3%	37.5%	33.3%	34.7%	26.7%
		C					
(2) MONTHLY	23	2	17	1	3	22	3
	21.5%	8.3%	25.8%	12.5%	33.3%	22.4%	20.0%
			B				
(3) 1-3 TIMES A MONTH	14	4	9	1	-	13	2
	13.1%	16.7%	13.6%	12.5%		13.3%	13.3%
(4) WEEKLY	15	3	9	3	-	12	4
	14.0%	12.5%	13.6%	37.5%		12.2%	26.7%
(5) MULTIPLE TIMES PER WEEK	8	1	6	-	1	7	2
	7.5%	4.2%	9.1%		11.1%	7.1%	13.3%
* DON'T KNOW / NOT SURE	1	-	1	-	-	1	-
	0.9%		1.5%			1.0%	
MEAN	2.12	1.92	2.23	2.50	1.56	2.06	2.80

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* Mean figure calculations do not include "DON'T KNOW" responses.
Strategic Research Associates
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q66. What pages do you visit most frequently on the Energy Trust website
First Rank
Shown in descending order, ranked highest to lowest.

		===PRIMARY SECTOR===				===SUB SAMPLE===	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	98	23	60	8	7	89	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PROGRAM INCENTIVE INFORMATION	33	10	18	3	2	31	6
	33.7%	43.5%	30.0%	37.5%	28.6%	34.8%	40.0%
PROGRAM FORMS	26	3	18	3	2	22	6
	26.5%	13.0%	30.0%	37.5%	28.6%	24.7%	40.0%
ONLINE INCENTIVE APPLICATIONS	12	3	7	1	1	11	1
	12.2%	13.0%	11.7%	12.5%	14.3%	12.4%	6.7%
GENERAL PROGRAM INFORMATION	11	3	8	-	-	11	-
	11.2%	13.0%	13.3%			12.4%	
CONTRACTOR SEARCH (FIND A CONTRACTOR)	5	2	1	1	1	4	1
	5.1%	8.7%	1.7%	12.5%	14.3%	4.5%	6.7%
CALENDAR/MEETINGS	3	-	3	-	-	3	-
	3.1%		5.0%			3.4%	
CUSTOMER-FACING PAGES	2	-	2	-	-	2	-
	2.0%		3.3%			2.2%	
INSIDER NEWSLETTER ARCHIVE	1	-	1	-	-	1	-
	1.0%		1.7%			1.1%	
SYNERGY BLOG	1	-	1	-	-	1	-
	1.0%		1.7%			1.1%	
OTHER	2	-	1	-	1	1	1
	2.0%		1.7%		14.3%	1.1%	6.7%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q66. What pages do you visit most frequently on the Energy Trust website
First Rank
Shown in descending order, ranked highest to lowest.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
DON'T KNOW / NOT SURE	2	2	-	-	-	2	-
	2.0%	8.7%				2.2%	

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
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Summary Table: Q66. What pages do you visit most frequently on the Energy Trust website
Second Rank
Shown in descending order, ranked highest to lowest.

	Total	PRIMARY SECTOR				SUB SAMPLE	
		Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	98	23	60	8	7	89	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PROGRAM INCENTIVE INFORMATION	22	4	15	3	-	19	4
	22.4%	17.4%	25.0%	37.5%		21.3%	26.7%
GENERAL PROGRAM INFORMATION	20	4	14	1	1	19	2
	20.4%	17.4%	23.3%	12.5%	14.3%	21.3%	13.3%
ONLINE INCENTIVE APPLICATIONS	18	7	9	1	1	17	3
	18.4%	30.4%	15.0%	12.5%	14.3%	19.1%	20.0%
PROGRAM FORMS	12	2	8	2	-	9	3
	12.2%	8.7%	13.3%	25.0%		10.1%	20.0%
CALENDAR/MEETINGS	8	-	6	-	2	8	2
	8.2%		10.0%		28.6%	9.0%	13.3%
INSIDER NEWSLETTER ARCHIVE	4	-	2	-	2	4	-
	4.1%		3.3%		28.6%	4.5%	
CUSTOMER-FACING PAGES	2	-	2	-	-	2	-
	2.0%		3.3%			2.2%	
CONTRACTOR SEARCH (FIND A CONTRACTOR)	1	-	1	-	-	1	-
	1.0%		1.7%			1.1%	
SYNERGY BLOG	1	1	-	-	-	1	-
	1.0%	4.3%				1.1%	
OTHER	2	2	-	-	-	2	-
	2.0%	8.7%				2.2%	

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Strategic Research Associates
(888) 554-6960

Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q66. What pages do you visit most frequently on the Energy Trust website
Second Rank
Shown in descending order, ranked highest to lowest.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
DON'T KNOW / NOT SURE	6	1	3	1	1	5	1
	6.1%	4.3%	5.0%	12.5%	14.3%	5.6%	6.7%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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(888) 554-6960

Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q66. What pages do you visit most frequently on the Energy Trust website
First and Second Rank Combined
Shown in descending order, ranked highest to lowest.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	98 100.0	23 100.0	60 100.0	8 100.0	7 100.0	89 100.0	15 100.0
PROGRAM INCENTIVE INFORMATION	55 56.1%	14 60.9%	33 55.0%	6 75.0% E	2 28.6%	50 56.2%	10 66.7%
PROGRAM FORMS	38 38.8%	5 21.7%	26 43.3% B	5 62.5% B	2 28.6%	31 34.8%	9 60.0%
GENERAL PROGRAM INFORMATION	31 31.6%	7 30.4%	22 36.7%	1 12.5%	1 14.3%	30 33.7% G	2 13.3%
ONLINE INCENTIVE APPLICATIONS	30 30.6%	10 43.5%	16 26.7%	2 25.0%	2 28.6%	28 31.5%	4 26.7%
CALENDAR/MEETINGS	11 11.2%	-	9 15.0%	-	2 28.6%	11 12.4%	2 13.3%
CONTRACTOR SEARCH (FIND A CONTRACTOR)	6 6.1%	2 8.7%	2 3.3%	1 12.5%	1 14.3%	5 5.6%	1 6.7%
INSIDER NEWSLETTER ARCHIVE	5 5.1%	-	3 5.0%	-	2 28.6%	5 5.6%	-
CUSTOMER-FACING PAGES	4 4.1%	-	4 6.7%	-	-	4 4.5%	-
SYNERGY BLOG	2 2.0%	1 4.3%	1 1.7%	-	-	2 2.2%	-

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q66. What pages do you visit most frequently on the Energy Trust website
First and Second Rank Combined
Shown in descending order, ranked highest to lowest.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
OTHER	4	2	1	-	1	3	1
	4.1%	8.7%	1.7%		14.3%	3.4%	6.7%
DON'T KNOW / NOT SURE	8	3	3	1	1	7	1
	8.2%	13.0%	5.0%	12.5%	14.3%	7.9%	6.7%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q67. How useful do you find the trade ally web pages?

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	98	23	60	8	7	89	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) VERY USEFUL	22	6	13	3	-	18	6
	22.4%	26.1%	21.7%	37.5%		20.2%	40.0%
(3) SOMEWHAT USEFUL	55	9	38	3	5	52	7
	56.1%	39.1%	63.3%	37.5%	71.4%	58.4%	46.7%
			B				
(2) NOT VERY USEFUL	5	3	-	1	1	4	1
	5.1%	13.0%		12.5%	14.3%	4.5%	6.7%
(1) NOT AT ALL USEFUL	3	-	3	-	-	3	-
	3.1%		5.0%			3.4%	
* NOT SURE	13	5	6	1	1	12	1
	13.3%	21.7%	10.0%	12.5%	14.3%	13.5%	6.7%
MEAN	3.13	3.17	3.13	3.29	2.83	3.10	3.36

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* Mean figure calculations do not include "DON'T KNOW" responses.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q68. What information are you looking for that you can't find on the trade ally website?
Categorization of open-ended responses.
Multiple mentions allowed for each respondent.*
Shown in descending order.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	31	10	15	3	3	27	7
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NOTHING	11	4	6	1	-	9	3
	35.5%	40.0%	40.0%	33.3%		33.3%	42.9%
IMPROVED SITE NAVIGATION	4	1	2	1	-	3	1
	12.9%	10.0%	13.3%	33.3%		11.1%	14.3%
FORMS	3	1	1	1	-	2	1
	9.7%	10.0%	6.7%	33.3%		7.4%	14.3%
SPECIAL PROMOTIONS	2	-	1	-	1	2	-
	6.5%		6.7%		33.3%	7.4%	
PRODUCT INFORMATION	2	1	1	-	-	2	-
	6.5%	10.0%	6.7%			7.4%	
CUSTOM INFORMATION	1	1	-	-	-	1	-
	3.2%	10.0%				3.7%	
COMPOUND ANGLE FINDER	1	-	-	1	-	-	1
	3.2%			33.3%			14.3%
QUALIFYING PRODUCTS	1	-	-	-	1	1	1
	3.2%				33.3%	3.7%	14.3%
CONTACT INFORMATION	1	1	-	-	-	1	-
	3.2%	10.0%				3.7%	

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* The sum of the percentages are greater than 100% because respondents were allowed multiple responses.
Strategic Research Associates
(888) 554-6960

Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q68. What information are you looking for that you can't find on the trade ally website?
Categorization of open-ended responses.
Multiple mentions allowed for each respondent.*
Shown in descending order.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
MEETING NOTES OR ANGENDAS	1 3.2%	-	-	-	1 33.3%	1 3.7%	-
RETRO FIT INFORMATION	1 3.2%	-	1 6.7%	-	-	1 3.7%	-
HIGH RESOLUTION IMAGES FOR MARKETING	1 3.2%	-	1 6.7%	-	-	1 3.7%	-
WATER HEATER RELATED INFORMATION	1 3.2%	-	1 6.7%	-	-	1 3.7%	1 14.3%
OTHER	-	-	-	-	-	-	-
DON'T KNOW OR NO ANSWER	3 9.7%	1 10.0%	2 13.3%	-	-	3 11.1%	-

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q69. What improvements could be made to the contractor search (Find a Contractor) web page, including changes to the bid sheet, distance function, star rating, etc.?
Categorization of open-ended responses.
Multiple mentions allowed for each respondent.*
Shown in descending order.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	33	7	22	2	2	29	7
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NOTHING OR FINE AS IS	10	2	7	1	-	8	4
	30.3%	28.6%	31.8%	50.0%		27.6%	57.1%
SHOW ENERGY STAR RATING	3	-	3	-	-	3	-
	9.1%		13.6%			10.3%	
SHOW YEARS IN BUSINESS	3	-	1	1	1	2	2
	9.1%		4.5%	50.0%	50.0%	6.9%	28.6%
SHOW CONTRACTOR SPECIALTY OR TRADE	2	-	2	-	-	2	-
	6.1%		9.1%			6.9%	
IMPROVE ZIP CODE SEARCH FUNCTION	2	-	2	-	-	1	1
	6.1%		9.1%			3.4%	14.3%
MORE FLEXIBILITY	1	-	1	-	-	1	-
	3.0%		4.5%			3.4%	
REQUIRE CONTRACTORS TO UPDATE LISTING	1	-	1	-	-	1	-
REGULARLY	3.0%		4.5%			3.4%	
TARGETED PRODUCT SEARCH	1	-	1	-	-	1	-
	3.0%		4.5%			3.4%	

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q69. What improvements could be made to the contractor search (Find a Contractor) web page, including changes to the bid sheet, distance function, star rating, etc.?
Categorization of open-ended responses.
Multiple mentions allowed for each respondent.*
Shown in descending order.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
MORE IMAGES	1 3.0%	-	-	1 50.0%	-	-	1 14.3%
IDENTIFY CONTRACTORS THAT SUB OUT WORK	1 3.0%	-	1 4.5%	-	-	1 3.4%	-
SHOW YEARS AS TRADE ALLY	1 3.0%	-	1 4.5%	-	-	1 3.4%	-
OTHER	-	-	-	-	-	-	-
DON'T KNOW OR NO ANSWER	11 33.3%	5 71.4% C	5 22.7%	-	1 50.0%	11 37.9%	-

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* The sum of the percentages are greater than 100% because respondents were allowed multiple responses.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q70. What functions on Energy Trust's website would you like to access from your mobile device (smartphone, tablet computer, etc.)?
First Rank
Shown in descending order, ranked highest to lowest.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	98	23	60	8	7	89	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
USE SAVINGS CALCULATION TOOLS	15	5	7	1	2	14	3
	15.3%	21.7%	11.7%	12.5%	28.6%	15.7%	20.0%
FIND INCENTIVE INFORMATION	14	2	9	2	1	12	3
	14.3%	8.7%	15.0%	25.0%	14.3%	13.5%	20.0%
COMPLETE ONLINE INCENTIVE APPLICATIONS	9	1	8	-	-	9	-
	9.2%	4.3%	13.3%			10.1%	
DETERMINE CUSTOMER ELIGIBILITY FOR ENERGY TRUST INCENTIVES	9	3	5	1	-	8	1
	9.2%	13.0%	8.3%	12.5%		9.0%	6.7%
FIND PROGRAM INFORMATION OR REQUIREMENTS	7	2	4	1	-	7	2
	7.1%	8.7%	6.7%	12.5%		7.9%	13.3%
LOOK AT THE ENERGY TRUST SERVICE TERRITORY MAP	5	2	2	-	1	5	1
	5.1%	8.7%	3.3%		14.3%	5.6%	6.7%
USE ENERGY MODELING TOOLS	3	-	1	1	1	2	1
	3.1%		1.7%	12.5%	14.3%	2.2%	6.7%
FIND AND COMPLETE FINANCING APPLICATION	1	-	1	-	-	1	-
	1.0%		1.7%			1.1%	
READ SYNERGY BLOG OR INSIDER NEWSLETTER	1	-	1	-	-	1	-
	1.0%		1.7%			1.1%	
OTHER	-	-	-	-	-	-	-

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
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Energy Trust:
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Summary Table: Q70. What functions on Energy Trust's website would you like to access from your mobile device (smartphone, tablet computer, etc.)?
First Rank
Shown in descending order, ranked highest to lowest.

	Total	PRIMARY SECTOR				SUB SAMPLE	
		Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
DO NOT USE A MOBILE DEVICE	12	4	7	1	-	10	2
	12.2%	17.4%	11.7%	12.5%		11.2%	13.3%
DON'T KNOW / NOT SURE	22	4	15	1	2	20	2
	22.4%	17.4%	25.0%	12.5%	28.6%	22.5%	13.3%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
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Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q70. What functions on Energy Trust's website would you like to access from your mobile device (smartphone, tablet computer, etc.)?
Second Rank
Shown in descending order, ranked highest to lowest.

	Total	===============PRIMARY SECTOR==============				======SUB SAMPLE=====	
		Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	98 100.0	23 100.0	60 100.0	8 100.0	7 100.0	89 100.0	15 100.0
FIND PROGRAM INFORMATION OR REQUIREMENTS	15 15.3%	-	12 20.0%	-	3 42.9%	15 16.9%	2 13.3%
FIND INCENTIVE INFORMATION	13 13.3%	6 26.1%	6 10.0%	1 12.5%	-	13 14.6%	1 6.7%
USE SAVINGS CALCULATION TOOLS	8 8.2%	1 4.3%	7 11.7%	-	-	8 9.0%	1 6.7%
DETERMINE CUSTOMER ELIGIBILITY FOR ENERGY TRUST INCENTIVES	8 8.2%	1 4.3%	5 8.3%	1 12.5%	1 14.3%	7 7.9%	1 6.7%
FIND AND COMPLETE FINANCING APPLICATION	6 6.1%	1 4.3%	3 5.0%	1 12.5%	1 14.3%	5 5.6%	1 6.7%
COMPLETE ONLINE INCENTIVE APPLICATIONS	4 4.1%	1 4.3%	2 3.3%	1 12.5%	-	3 3.4%	1 6.7%
USE ENERGY MODELING TOOLS	3 3.1%	1 4.3%	2 3.3%	-	-	3 3.4%	1 6.7%
LOOK AT THE ENERGY TRUST SERVICE TERRITORY MAP	1 1.0%	1 4.3%	-	-	-	1 1.1%	-
READ SYNERGY BLOG OR INSIDER NEWSLETTER	1 1.0%	-	-	1 12.5%	-	-	1 6.7%
OTHER	1 1.0%	-	-	1 12.5%	-	-	1 6.7%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q70. What functions on Energy Trust's website would you like to access from your mobile device (smartphone, tablet computer, etc.)?
Second Rank
Shown in descending order, ranked highest to lowest.

	Total	PRIMARY SECTOR Commercial	PRIMARY SECTOR Residentl	PRIMARY SECTOR Renewable	PRIMARY SECTOR Industrial	SUB SAMPLE Efficiency	SUB SAMPLE Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
DO NOT USE A MOBILE DEVICE	-	-	-	-	-	-	-
DON'T KNOW / NOT SURE	4	3	1	-	-	4	1
	4.1%	13.0%	1.7%			4.5%	6.7%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q70. What functions on Energy Trust's website would you like to access from your mobile device (smartphone, tablet computer, etc.)?
First and Second Rank Combined
Shown in descending order, ranked highest to lowest.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	98 100.0	23 100.0	60 100.0	8 100.0	7 100.0	89 100.0	15 100.0
FIND INCENTIVE INFORMATION	27 27.6%	8 34.8%	15 25.0%	3 37.5%	1 14.3%	25 28.1%	4 26.7%
USE SAVINGS CALCULATION TOOLS	23 23.5%	6 26.1%	14 23.3%	1 12.5%	2 28.6%	22 24.7%	4 26.7%
FIND PROGRAM INFORMATION OR REQUIREMENTS	22 22.4%	2 8.7%	16 26.7% B	1 12.5%	3 42.9%	22 24.7%	4 26.7%
DETERMINE CUSTOMER ELIGIBILITY FOR ENERGY TRUST INCENTIVES	17 17.3%	4 17.4%	10 16.7%	2 25.0%	1 14.3%	15 16.9%	2 13.3%
COMPLETE ONLINE INCENTIVE APPLICATIONS	13 13.3%	2 8.7%	10 16.7%	1 12.5%	-	12 13.5%	1 6.7%
FIND AND COMPLETE FINANCING APPLICATION	7 7.1%	1 4.3%	4 6.7%	1 12.5%	1 14.3%	6 6.7%	1 6.7%
USE ENERGY MODELING TOOLS	6 6.1%	1 4.3%	3 5.0%	1 12.5%	1 14.3%	5 5.6%	2 13.3%
LOOK AT THE ENERGY TRUST SERVICE TERRITORY MAP	6 6.1%	3 13.0%	2 3.3%	-	1 14.3%	6 6.7%	1 6.7%
READ SYNERGY BLOG OR INSIDER NEWSLETTER	2 2.0%	-	1 1.7%	1 12.5%	-	1 1.1%	1 6.7%
OTHER	1 1.0%	-	-	1 12.5%	-	-	1 6.7%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q70. What functions on Energy Trust's website would you like to access from your mobile device (smartphone, tablet computer, etc.)?
First and Second Rank Combined
Shown in descending order, ranked highest to lowest.

	Total	PRIMARY SECTOR				SUB SAMPLE	
		Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
DO NOT USE A MOBILE DEVICE	12	4	7	1	-	10	2
	12.2%	17.4%	11.7%	12.5%		11.2%	13.3%
DON'T KNOW / NOT SURE	26	7	16	1	2	24	3
	26.5%	30.4%	26.7%	12.5%	28.6%	27.0%	20.0%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q71. In your experience, what are the top channels for generating business for your company?
First Rank
Shown in descending order, ranked highest to lowest.

	Total	PRIMARY SECTOR				SUB SAMPLE	
		Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	107 100.0	24 100.0	66 100.0	8 100.0	9 100.0	98 100.0	15 100.0
WORD OF MOUTH	61 57.0%	13 54.2%	38 57.6%	4 50.0%	6 66.7%	55 56.1%	9 60.0%
YOUR COMPANY'S PROMOTIONS (ADVERTISING, NEWS COVERAGE)	25 23.4%	6 25.0%	15 22.7%	3 37.5%	1 11.1%	23 23.5%	5 33.3%
ENERGY TRUST PROMOTIONS (ADVERTISING, NEWS COVERAGE)	7 6.5%	1 4.2%	4 6.1%	-	2 22.2%	7 7.1%	-
CONSUMER RATING WEBSITES (I.E. YELP, ANGIE'S LIST)	5 4.7%	-	5 7.6%	-	-	5 5.1%	-
ENERGY TRUST FIND A CONTRACTOR WEBPAGE	3 2.8%	-	3 4.5%	-	-	3 3.1%	-
OTHER	2 1.9%	2 8.3%	-	-	-	2 2.0%	-
DON'T KNOW / NOT SURE	4 3.7%	2 8.3%	1 1.5%	1 12.5%	-	3 3.1%	1 6.7%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q71. In your experience, what are the top channels for generating business for your company?
Second Rank
Shown in descending order, ranked highest to lowest.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	107	24	66	8	9	98	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YOUR COMPANY'S PROMOTIONS (ADVERTISING, NEWS COVERAGE)	36	6	24	2	4	34	4
	33.6%	25.0%	36.4%	25.0%	44.4%	34.7%	26.7%
WORD OF MOUTH	20	4	12	2	2	18	3
	18.7%	16.7%	18.2%	25.0%	22.2%	18.4%	20.0%
ENERGY TRUST PROMOTIONS (ADVERTISING, NEWS COVERAGE)	12	4	6	-	2	11	1
	11.2%	16.7%	9.1%		22.2%	11.2%	6.7%
ENERGY TRUST FIND A CONTRACTOR WEBPAGE	11	3	6	1	1	9	2
	10.3%	12.5%	9.1%	12.5%	11.1%	9.2%	13.3%
CONSUMER RATING WEBSITES (I.E. YELP, ANGIE'S LIST)	7	-	7	-	-	7	1
	6.5%		10.6%			7.1%	6.7%
OTHER	8	4	3	1	-	8	2
	7.5%	16.7%	4.5%	12.5%		8.2%	13.3%
DON'T KNOW / NOT SURE	9	1	7	1	-	8	1
	8.4%	4.2%	10.6%	12.5%		8.2%	6.7%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Summary Table: Q71. In your experience, what are the top channels for generating business for your company?
First and Second Rank Combined
Shown in descending order, ranked highest to lowest.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	107 100.0	24 100.0	66 100.0	8 100.0	9 100.0	98 100.0	15 100.0
WORD OF MOUTH	81 75.7%	17 70.8%	50 75.8%	6 75.0%	8 88.9%	73 74.5%	12 80.0%
YOUR COMPANY'S PROMOTIONS (ADVERTISING, NEWS COVERAGE)	61 57.0%	12 50.0%	39 59.1%	5 62.5%	5 55.6%	57 58.2%	9 60.0%
ENERGY TRUST PROMOTIONS (ADVERTISING, NEWS COVERAGE)	19 17.8%	5 20.8%	10 15.2%	-	4 44.4%	18 18.4%	1 6.7%
ENERGY TRUST FIND A CONTRACTOR WEBPAGE	14 13.1%	3 12.5%	9 13.6%	1 12.5%	1 11.1%	12 12.2%	2 13.3%
CONSUMER RATING WEBSITES (I.E. YELP, ANGIE'S LIST)	12 11.2%	-	12 18.2%	-	-	12 12.2%	1 6.7%
OTHER	10 9.3%	6 25.0% C	3 4.5%	1 12.5%	-	10 10.2%	2 13.3%
DON'T KNOW / NOT SURE	13 12.1%	3 12.5%	8 12.1%	2 25.0%	-	11 11.2%	2 13.3%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Preliminary Crosstabulated Results
Aug. 20, 2013

Q72. Energy Trust has cooperative advertising funds available to trade allies to support advertising of Energy Trust related services. Did your company take advantage of these funds to advertise in the last year?

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	107 100.0	24 100.0	66 100.0	8 100.0	9 100.0	98 100.0	15 100.0
YES	29 27.1%	3 12.5%	22 33.3% B	2 25.0%	2 22.2%	28 28.6%	4 26.7%
NO	62 57.9%	17 70.8%	35 53.0%	6 75.0%	4 44.4%	54 55.1%	10 66.7%
DON'T KNOW / NOT SURE	16 15.0%	4 16.7%	9 13.6%	-	3 33.3%	16 16.3%	1 6.7%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q73. Why did your firm not take advantage of the cooperative marketing funds?

	Total	PRIMARY SECTOR				SUB SAMPLE	
		Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	62 100.0	17 100.0	35 100.0	6 100.0	4 100.0	54 100.0	10 100.0
DIDN'T KNOW ABOUT THEM	22 35.5%	9 52.9%	9 25.7%	2 33.3%	2 50.0%	20 37.0%	2 20.0%
TOO MANY RESTRICTIONS	5 8.1%	-	4 11.4%	1 16.7%	-	3 5.6%	2 20.0%
TOO DIFFICULT TO APPLY	4 6.5%	1 5.9%	2 5.7%	1 16.7%	-	3 5.6%	1 10.0%
TIME CONSTRAINTS	4 6.5%	1 5.9%	1 2.9%	-	2 50.0%	4 7.4%	-
OTHER	12 19.4%	2 11.8%	8 22.9%	2 33.3%	-	9 16.7%	3 30.0%
DON'T KNOW / NOT SURE	15 24.2%	4 23.5%	11 31.4%	-	-	15 27.8%	2 20.0%

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q74. Was your firm able to increase its business as a result of using the cooperative advertising funds?

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	29	3	22	2	2	28	4
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES, SLIGHTLY INCREASED BUSINESS	13	2	10	1	-	12	2
	44.8%	66.7%	45.5%	50.0%		42.9%	50.0%
YES, SUBSTANTIALLY INCREASED BUSINESS	9	-	7	1	1	9	2
	31.0%		31.8%	50.0%	50.0%	32.1%	50.0%
DON'T KNOW / NOT SURE	6	1	4	-	1	6	-
	20.7%	33.3%	18.2%		50.0%	21.4%	
NO, DID NOT INCREASE BUSINESS AT ALL	1	-	1	-	-	1	-
	3.4%		4.5%			3.6%	

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q75. How valuable would Energy Trust assistance be in reaching non-English speaking customers through translation services and translation of marketing materials?

	Total	PRIMARY SECTOR				SUB SAMPLE	
		Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL	107	24	66	8	9	98	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) VERY VALUABLE	10	2	8	-	-	10	-
	9.3%	8.3%	12.1%			10.2%	
(3) SOMEWHAT VALUABLE	11	1	8	-	2	11	2
	10.3%	4.2%	12.1%		22.2%	11.2%	13.3%
(2) NOT VERY VALUABLE	30	6	18	4	2	26	6
	28.0%	25.0%	27.3%	50.0%	22.2%	26.5%	40.0%
(1) NOT AT ALL VALUABLE	17	7	7	1	2	15	2
	15.9%	29.2%	10.6%	12.5%	22.2%	15.3%	13.3%
* NOT SURE	39	8	25	3	3	36	5
	36.4%	33.3%	37.9%	37.5%	33.3%	36.7%	33.3%
MEAN	2.21	1.88	2.41	1.80	2.00	2.26	2.00

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* Mean figure calculations do not include "DON'T KNOW" responses.
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2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q76. Are you familiar with the Energy Trust "star" system for rating residential trade allies that was released in 2010?

	Total	PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	69	1	66	1	1	67	7
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	42	-	42	-	-	42	4
	60.9%		63.6%			62.7%	57.1%
NO	21	1	19	-	1	21	-
	30.4%	100.0%	28.8%		100.0%	31.3%	
		C			C		
DON'T KNOW / NOT SURE	6	-	5	1	-	4	3
	8.7%		7.6%	100.0%		6.0%	42.9%
				C			

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Preliminary Crosstabulated Results
Aug. 20, 2013

Q77. How fair do you think the star rating system is?

	Total	PRIMARY SECTOR				SUB SAMPLE	
		Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	42 100.0	-	42 100.0	-	-	42 100.0	4 100.0
(4) VERY FAIR	22 52.4%	-	22 52.4%	-	-	22 52.4%	1 25.0%
(3) SOMEWHAT FAIR	12 28.6%	-	12 28.6%	-	-	12 28.6%	1 25.0%
(2) NOT VERY FAIR	1 2.4%	-	1 2.4%	-	-	1 2.4%	-
(1) NOT AT ALL FAIR	2 4.8%	-	2 4.8%	-	-	2 4.8%	-
* NOT SURE	5 11.9%	-	5 11.9%	-	-	5 11.9%	2 50.0%
MEAN	3.46	-	3.46	-	-	3.46	3.50

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* Mean figure calculations do not include "DON'T KNOW" responses.
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Preliminary Crosstabulated Results
Aug. 20, 2013

Q78. Do you know how to check your Energy Trust star rating?

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	42	-	42	-	-	42	4
	100.0		100.0			100.0	100.0
YES	27	-	27	-	-	27	3
	64.3%		64.3%			64.3%	75.0%
NO	12	-	12	-	-	12	1
	28.6%		28.6%			28.6%	25.0%
DON'T KNOW / NOT SURE	3	-	3	-	-	3	-
	7.1%		7.1%			7.1%	

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q79. Have you heard anything from your customers about your company's Energy Trust star rating?

		===============PRIMARY SECTOR==============				======SUB SAMPLE=====	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	42	-	42	-	-	42	4
	100.0		100.0			100.0	100.0
YES	7	-	7	-	-	7	-
	16.7%		16.7%			16.7%	
NO	32	-	32	-	-	32	4
	76.2%		76.2%			76.2%	100.0%
							F
DON'T KNOW / NOT SURE	3	-	3	-	-	3	-
	7.1%		7.1%			7.1%	

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q80. How has Energy Trust's star rating impacted your business?

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	42	-	42	-	-	42	4
	100.0		100.0			100.0	100.0
(3) INCREASED BUSINESS	9	-	9	-	-	9	-
	21.4%		21.4%			21.4%	
(2) NO IMPACT	14	-	14	-	-	14	2
	33.3%		33.3%			33.3%	50.0%
(1) DECREASED BUSINESS	1	-	1	-	-	1	-
	2.4%		2.4%			2.4%	
* NOT SURE	18	-	18	-	-	18	2
	42.9%		42.9%			42.9%	50.0%
MEAN	2.33	-	2.33	-	-	2.33	2.00

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* Mean figure calculations do not include "DON'T KNOW" responses.

Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q81. Energy Trust transitioned the implementation of its Existing Homes and Existing Buildings programs in January 2013 to program management contractors Fluid Market Strategies and ICF International, respectively. Do you have any feedback?
Categorization of open-ended responses.
Multiple mentions allowed for each respondent.*
Shown in descending order.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	44	10	33	-	1	43	4
	100.0	100.0	100.0		100.0	100.0	100.0
NO	20	4	15	-	1	19	4
	45.5%	40.0%	45.5%		100.0%	44.2%	100.0%
					BC		F
POOR SERVICE OR SUPPORT	6	-	6	-	-	6	-
	13.6%		18.2%			14.0%	
SMOOTH TRANSITION	5	1	4	-	-	5	-
	11.4%	10.0%	12.1%			11.6%	
FRIENDLY STAFF OR SERVICE	3	1	2	-	-	3	-
	6.8%	10.0%	6.1%			7.0%	
COMMUNICATION CONFUSION	3	-	3	-	-	3	-
	6.8%		9.1%			7.0%	
EXPERIENCED DELAYS	2	2	-	-	-	2	-
	4.5%	20.0%				4.7%	
INCENTIVE PAYMENTS TAKE LONGER	2	2	-	-	-	2	-
	4.5%	20.0%				4.7%	
DIFFICULT TRANSITION	1	-	1	-	-	1	-
	2.3%		3.0%			2.3%	

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* The sum of the percentages are greater than 100% because respondents were allowed multiple responses.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q81. Energy Trust transitioned the implementation of its Existing Homes and Existing Buildings programs in January 2013 to program management contractors Fluid Market Strategies and ICF International, respectively. Do you have any feedback?
Categorization of open-ended responses.
Multiple mentions allowed for each respondent.*
Shown in descending order.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
APPRECIATE FEEDBACK SYSTEM	1	-	1	-	-	1	-
	2.3%		3.0%			2.3%	
INCENTIVES SHOULD BE INCREASED	1	-	1	-	-	1	-
	2.3%		3.0%			2.3%	
OTHER	-	-	-	-	-	-	-
DON'T KNOW OR NO ANSWER	-	-	-	-	-	-	-

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* The sum of the percentages are greater than 100% because respondents were allowed multiple responses.
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Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q82. In closing, do you have any final comments or suggestions for Energy Trust?
Categorization of open-ended responses.
Multiple mentions allowed for each respondent.*
Shown in descending order.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	54 100.0	12 100.0	33 100.0	4 100.0	5 100.0	49 100.0	10 100.0
GOOD WORK	14 25.9%	4 33.3%	7 21.2%	1 25.0%	2 40.0%	13 26.5%	4 40.0%
NO	12 22.2%	2 16.7%	9 27.3%	-	1 20.0%	12 24.5%	1 10.0%
INCREASE INCENTIVES	5 9.3%	2 16.7%	2 6.1%	-	1 20.0%	5 10.2%	-
PROVIDE MORE PROGRAM INFORMATION	5 9.3%	-	4 12.1%	1 25.0%	-	5 10.2%	2 20.0%
GET CUSTOMER FEEDBACK	4 7.4%	-	3 9.1%	1 25.0%	-	3 6.1%	1 10.0%
KEEP INCENTIVES	3 5.6%	-	2 6.1%	1 25.0%	-	2 4.1%	1 10.0%
INCREASE SUBMITTED APPLICATION COMMUNICATION	2 3.7%	-	1 3.0%	-	1 20.0%	2 4.1%	-
PAY INCENTIVES FASTER	2 3.7%	1 8.3%	1 3.0%	-	-	1 2.0%	1 10.0%
ENHANCE FINANCE OPTIONS	2 3.7%	-	2 6.1%	-	-	2 4.1%	-

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* The sum of the percentages are greater than 100% because respondents were allowed multiple responses.

Table 109 Page 134
(Continued)

Energy Trust:
2013 Trade Ally Survey
Preliminary Crosstabulated Results
Aug. 20, 2013

Q82. In closing, do you have any final comments or suggestions for Energy Trust?
Categorization of open-ended responses.
Multiple mentions allowed for each respondent.*
Shown in descending order.

		PRIMARY SECTOR				SUB SAMPLE	
	Total	Commercial	Residentl	Renewable	Industrial	Efficiency	Renewable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
MORE MARKETING OR AWARENESS	2	1	1	-	-	2	-
	3.7%	8.3%	3.0%			4.1%	
OTHER	7	2	4	-	1	6	1
	13.0%	16.7%	12.1%		20.0%	12.2%	10.0%
DON'T KNOW OR NO ANSWER	-	-	-	-	-	-	-

Comparison Groups: BCDE/FG
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
* The sum of the percentages are greater than 100% because respondents were allowed multiple responses.
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APPENDIX D

Additional analysis of select questions using weighted samples

Weighting applied to total sample populations

To bring more validity to the results, and ensure that the recommendations made in the previous report continue to translate to the total population, we conducted additional analysis of select satisfaction and benchmark questions using weighting to Sector, High Activity Level by Sector, and Total Incentives Paid by Sector.

Applying weighting can reduce the reliability of data. Weights added are relatively minor, and indicate that our attempts at sample control through stratified sampling provided us with reliable research results.

After applying weights, the total assumed statistical margin of error of results listed in the following report is +/- 8.6% at 95% confidence for total population results, and +/- 10% for any subsample sector analysis.

Weights were applied individually as follows:

Weights applied	Primary Sector	High Activity Level by Sector	Total Incentives by Sector
Residential	1.07276	1.02554	.99802
Commercial	.97103	.98160	1.10307
Industrial	.72641	.97290	.599613
Renewables	.79448	.88880	1.26307

Percentage of Oregon based revenue that came from projects receiving Energy Trust incentives in 2012

Applying weighting by Primary Sector did not significantly change the findings for this question, unweighted findings for those areas that changed are highlighted in red.

Still, our original unweighted findings continue to apply:

- Approximately 50% of trade allies report that less than half of their company revenue in Oregon came from projects that participated in Energy Trust programs in 2012.
- Nearly 70% of commercial trade allies report that less than 50% of their 2012 Oregon revenue came from projects participating in Energy Trust programs as compared to 50% of residential trade allies.

WEIGHTED BY PRIMARY SECTOR: % of Oregon revenue that came from projects participating Energy Trust programs	Total N=107	COM N=23	RES N=71	REN N=6	IND N=7	Efficiency N=99	Renewable N=14	2012 total – weighted, n=81
0%	1%	0%	2%	0%	0%	1%	0%	1%
1 – 24%	45 (46)	63	39	38	56	47	33	51
25 – 49%	5	8	5	-	-	5	-	23
50 – 74%	17	8	17	63	-	14 (13)	47	11
75 – 99%	13 (12)	-	20	-	-	13 (13)	-	12
100%	5	-	8	-	-	5	-	1
Don't know	20	21	18	-	44	20	20	-

Question: Energy Trust's records show that your firm worked on ## projects that received Energy Trust incentive in 2012. Approximately what percentage of your company's Oregon revenues in 2012 came from projects participating in Energy Trust programs?

Percentage of Oregon based revenue that came from projects receiving Energy Trust incentives in 2012

Applying weighting for high activity level changed our population, and also created some divergences in the dataset, unweighted findings for each response that varies is highlighted in red.

Still, our original unweighted findings continue to apply:

- Approximately 55% of trade allies report that less than half of their company revenue in Oregon came from projects that participated in Energy Trust programs in 2012.
- Nearly 70% of commercial trade allies report that less than 50% of their 2012 Oregon revenue came from projects participating in Energy Trust programs as compared to 50% of residential trade allies.

WEIGHTED BY HIGH ACTIVITY LEVEL: % of Oregon revenue that came from projects participating Energy Trust programs	Total N=80	COM N=19	RES N=48	REN N=7	IND N=6	Efficiency N=72	Renewable N=12	2012 total – weighted, n=81
0%	1%	0%	2%	0%	0%	1%	0%	1%
1 – 24%	50 (46)	63	47 (39)	39 (38)	53 (56)	52 (47)	33	51
25 – 49%	4 (5)	8	3 (5)	-	-	4 (5)	-	23
50 – 74%	15 (17)	8	13 (17)	62 (63)	-	10 (13)	47	11
75 – 99%	11 (12)	-	18 (20)	-	-	12 (13)	-	12
100%	4 (5)	-	7 (8)	-	-	3 (5)	-	1
Don't know	19 (20)	21	18	-	47 (44)	21 (20)	20	-

Question: Energy Trust's records show that your firm worked on ## projects that received Energy Trust incentive in 2012. Approximately what percentage of your company's Oregon revenues in 2012 came from projects participating in Energy Trust programs?

Percentage of Oregon based revenue that came from projects receiving Energy Trust incentives in 2012

Applying weighting for 2012 Total Incentives Paid changed our population slightly, and also created some divergences in the dataset, unweighted findings for each response that varies is highlighted in red.

Still, our original unweighted findings continue to apply:

- Approximately 50% of trade allies report that less than half of their company revenue in Oregon came from projects that participated in Energy Trust programs in 2012.
- Nearly 70% of commercial trade allies report that less than 50% of their 2012 Oregon revenue came from projects participating in Energy Trust programs as compared to 50% of residential trade allies.

WEIGHTED BY 2012 INCENTIVES PAID: % of Oregon revenue that came from projects participating Energy Trust programs	Total N=108	COM N=26	RES N=66	REN N=10	IND N=5	Efficiency N=97	Renewable N=17	2012 total – weighted, n=81
0%	1%	0%	2%	0%	0%	1%	0%	1%
1 – 24%	46	63	39	38	56	47	35 (33)	51
25 – 49%	5	8	5	-	-	5	-	23
50 – 74%	18 (17)	8	17	63	-	14 (13)	50 (47)	11
75 – 99%	12	-	20	-	-	13	-	12
100%	5	-	8	-	-	5	-	1
Don't know	19 (20)	21	18	-	44	20	16 (20)	-

Question: Energy Trust's records show that your firm worked on ## projects that received Energy Trust incentive in 2012. Approximately what percentage of your company's Oregon revenues in 2012 came from projects participating in Energy Trust programs?

Anticipated percentage of projects receiving incentives in 2013

Applying weighting by Primary Sector did not significantly change the findings for this question, unweighted findings for those areas that changed are highlighted in red.

Still, our original unweighted findings continue to apply:

- Over 50% of trade allies anticipate having a higher percentage of projects receiving Energy Trust incentives in 2013 vs. 2012.

WEIGHTED BY PRIMARY SECTOR: Anticipated % of projects receiving Energy Trust incentives in 2013	Total N=107	COM N=23	RES N=71	REN N=6	IND N=7	Efficiency N=99	Renewable N=14	Total 2012 – n=163
Expect the percentage of projects to increase	53%	58%	52%	0%	100%	56% (57%)	21% (20%)	50%
Expect no change in the percentage of projects	23	8	26	75	-	20 (19)	59 (60)	33
Expect the percentage of projects to decrease	13	17	12	25	-	13 (12)	20	11
Don't know/not sure	11 (10)	17	11	-	-	12 (11)	-	6

Question: Do you anticipate a change in the percentage of projects that your company works on that will receive Energy Trust incentives in 2013?

Anticipated percentage of projects receiving incentives in 2013

Applying weighting for high activity level changed our population, and also created some divergences in the dataset, unweighted findings for each response that varies is highlighted in red.

Still, our original unweighted findings continue to apply:

- Over 50% of trade allies anticipate having a higher percentage of projects receiving Energy Trust incentives in 2013 vs. 2012.

WEIGHTED BY HIGH ACTIVITY LEVEL: Anticipated % of projects receiving Energy Trust incentives in 2013	Total N=80	COM N=19	RES N=48	REN N=7	IND N=6	Efficiency N=72	Renewable N=12	Total 2012 – n=163
Expect the percentage of projects to increase	53%	63% (58%)	52%	0%	100%	59% (57%)	15% (20%)	50%
Expect no change in the percentage of projects	23	8	25 (26)	77 (75)	-	18 (19)	68 (60)	33
Expect the percentage of projects to decrease	13	13 (17)	12	24 (25)	-	11 (12)	17 (20)	11
Don't know/not sure	11 (10)	16 (17)	12 (11)	-	-	12 (11)	-	6

Question: Do you anticipate a change in the percentage of projects that your company works on that will receive Energy Trust incentives in 2013?

Anticipated percentage of projects receiving incentives in 2013

Applying weighting for 2012 Total Incentives Paid changed our population slightly, and also created some divergences in the dataset, unweighted findings for each response that varies is highlighted in red.

Still, our original unweighted findings continue to apply:

- Over 50% of trade allies anticipate having a higher percentage of projects receiving Energy Trust incentives in 2013 vs. 2012.

WEIGHTED BY 2012 INCENTIVES PAID: Anticipated % of projects receiving Energy Trust incentives in 2013	Total N=108	COM N=26	RES N=66	REN N=10	IND N=5	Efficiency N=97	Renewable N=17	Total 2012 – n=163
Expect the percentage of projects to increase	51% (53%)	58%	52%	0%	100%	56% (57%)	16% (20%)	50%
Expect no change in the percentage of projects	25 (23)	8	26	75	-	20 (19)	63 (60)	33
Expect the percentage of projects to decrease	14 (13)	17	12	25	-	13 (12)	21 (20)	11
Don’t know/not sure	11 (10)	17	11	-	-	12 (11)	-	6

Question: Do you anticipate a change in the percentage of projects that your company works on that will receive Energy Trust incentives in 2013?

Influence of Energy Trust on moving projects forward in 2012

Applying weighting by Primary Sector did not significantly change the findings for this question, unweighted findings for those areas that changed are highlighted in red.

Still, our original unweighted findings continue to apply:

- Over 80% of surveyed trade allies reported that Energy Trust's incentives and services were very or somewhat influential in moving projects forward for their companies in 2012.
- Nearly 70% of commercial trade allies reported that Energy Trust's incentives were very influential in moving projects forward vs. 40% of residential respondents.

(this is a combined result of Q5 and Q6, those with renewables flag, were asked "renewables projects" while those without were asked "energy efficiency" some answered this question for both renewables and energy efficiency as they work in both categories, so the total N here is more than 100%)

WEIGHTED BY PRIMARY SECTOR: Level of influence that Energy Trust incentives and services provides	Total N=113	COM N=23	RES N=75	REN N=8	IND N=8	Efficiency N=105	Renewable N=20
Very Influential	50% (51%)	70% (67%)	41%	88% (89%)	50%	48%	70% (71%)
Somewhat influential	32 (31)	22 (21)	37	-	38 (40)	34	15 (14)
Not very influential	12 (11)	4	15 (14)	13 (11)	-	11	10
Not influential at all	1	-	1	-	-	1	-
Not sure	6	9 (8)	5 (6)	-	13 (10)	7	5

This question is new in our 2013 survey, as such, comparisons to previous years' results are not available.

Question: Thinking of the projects in 2012, how influential were Energy Trust incentives and service, on average, in moving [energy efficiency / renewables energy] projects forward for your company?

Influence of Energy Trust on moving projects forward in 2012

Applying weighting for high activity level changed our population, and also created some divergences in the dataset, unweighted findings for each response that varies is highlighted in red.

Still, our original unweighted findings continue to apply:

- Over 80% of surveyed trade allies reported that Energy Trust's incentives and services were very or somewhat influential in moving projects forward for their companies in 2012.
- Nearly 65% of commercial trade allies reported that Energy Trust's incentives were very influential in moving projects forward vs. 35% of residential respondents.

(this is a combined result of Q5 and Q6, those with renewables flag, were asked "renewables projects" while those without were asked "energy efficiency" some answered this question for both renewables and energy efficiency as they work in both categories, so the total N here is more than 100%)

WEIGHTED BY HIGH ACTIVITY LEVEL: Level of influence that Energy Trust incentives and services provides	Total N=84	COM N=19	RES N=51	REN N=8	IND N=7	Efficiency N=76	Renewable N=16
Very Influential	49% (51%)	63% (67%)	35% (41%)	88% (89%)	43% (50%)	45% (48%)	63% (71%)
Somewhat influential	32 (31)	21	39 (37)	-	43 (40)	34	19 (14)
Not very influential	12 (11)	5 (4)	16 (14)	13 (11)	-	12 (11)	13 (10)
Not influential at all	1	-	2 (1)	-	-	1	-
Not sure	6	5 (8)	6	-	14 (10)	7	6 (5)

This question is new in our 2013 survey, as such, comparisons to previous years' results are not available.

Question: Thinking of the projects in 2012, how influential were Energy Trust incentives and service, on average, in moving [energy efficiency / renewables energy] projects forward for your company?

Influence of Energy Trust on moving projects forward in 2012

Applying weighting for 2012 Total Incentives Paid changed our population slightly, and also created some divergences in the dataset, unweighted findings for each response that varies is highlighted in red.

Still, our original unweighted findings continue to apply:

- Over 80% of surveyed trade allies reported that Energy Trust's incentives and services were very or somewhat influential in moving projects forward for their companies in 2012.
- Nearly 70% of commercial trade allies reported that Energy Trust's incentives were very influential in moving projects forward vs. 40% of residential respondents.

(this is a combined result of Q5 and Q6, those with renewables flag, were asked "renewables projects" while those without were asked "energy efficiency" some answered this question for both renewables and energy efficiency as they work in both categories, so the total N here is more than 100%)

WEIGHTED BY 2012 INCENTIVES: Level of influence that Energy Trust incentives and services provides	Total N=114	COM N=26	RES N=70	REN N=11	IND N=6	Efficiency N=103	Renewable N=23
Very Influential	53% (51%)	69% (67%)	41%	91% (89%)	50%	49% (48%)	74% (71%)
Somewhat influential	30 (31)	23 (21)	37	-	33 (40)	33 (34)	13 (14)
Not very influential	11	4	14	9 (11)	-	11	9 (10)
Not influential at all	1	-	1	-	-	1	-
Not sure	6	8	6	-	17 (10)	7	4 (5)

This question is new in our 2013 survey, as such, comparisons to previous years' results are not available.

Question: Thinking of the projects in 2012, how influential were Energy Trust incentives and service, on average, in moving [energy efficiency / renewables energy] projects forward for your company?

Level of Satisfaction with Energy Trust

Applying weighting by Primary Sector did not significantly change the findings for this question, unweighted findings for those areas that changed are highlighted in red.

Still, our original unweighted findings continue to apply:

- 93% of trade allies report being very or somewhat satisfied with Energy Trust.
- Less that 5% report any type of dissatisfaction with Energy Trust.

WEIGHTED BY PRIMARY SECTOR: Level of satisfaction with Energy Trust	Total N=107	COM N=23	RES N=71	REN N=6	IND N=7	Efficiency N=99	Renewable N=14
Very satisfied	52%	54%	52%	50%	56%	53%	45% (47%)
Somewhat satisfied	41	42	39	50	44	39 (40)	55
Not very satisfied	2	4	2	-	-	2	-
Not at all satisfied	2	-	3	-	-	2	-
Not sure	3	-	5	-	-	3	-

In the 2012 survey respondents were asked to rate their satisfaction with a series of categories on a scale from “very dissatisfied” to “very satisfied” – since the question format changed, the results are not directly comparable. 2012 results are summarized below.

Statement	Residential (n=98)	C & I (n=48)	Renewables (n=42)	Total (n=156)
Overall satisfaction with Energy Trust	82%	85%	83%	82%

Question: Thinking about your experience with Energy Trust in 2012, how satisfied were you overall?

Level of Satisfaction with Energy Trust

Applying weighting for high activity level changed our population, and also created some divergences in the dataset, unweighted findings for each response that varies is highlighted in red.

Still, our original unweighted findings continue to apply:

- 95% of trade allies report being very or somewhat satisfied with Energy Trust.
- Less that 3% report any type of dissatisfaction with Energy Trust.

WEIGHTED BY HIGH ACTIVITY LEVEL: Level of satisfaction with Energy Trust	Total N=80	COM N=19	RES N=48	REN N=7	IND N=6	Efficiency N=72	Renewable N=12
Very satisfied	51% (52%)	55% (54%)	48% (52%)	53% (50%)	53% (56%)	51% (53%)	45% (47%)
Somewhat satisfied	44 (41)	42	43 (39)	47 (50)	47 (44%)	43 (40)	55
Not very satisfied	1 (2)	3 (4)	1 (2)	-	-	1 (2)	-
Not at all satisfied	2	-	3	-	-	2	-
Not sure	3	-	5	-	-	3	-

In the 2012 survey respondents were asked to rate their satisfaction with a series of categories on a scale from “very dissatisfied” to “very satisfied” – since the question format changed, the results are not directly comparable. 2012 results are summarized below.

Statement	Residential (n=98)	C & I (n=48)	Renewables (n=42)	Total (n=156)
Overall satisfaction with Energy Trust	82%	85%	83%	82%

Question: Thinking about your experience with Energy Trust in 2012, how satisfied were you overall?

Level of Satisfaction with Energy Trust

Applying weighting for 2012 Total Incentives Paid changed our population slightly, and also created some divergences in the dataset, unweighted findings for each response that varies is highlighted in red.

Still, our original unweighted findings continue to apply:

- 93% of trade allies report being very or somewhat satisfied with Energy Trust.
- Less that 5% report any type of dissatisfaction with Energy Trust.

WEIGHTED BY 2012 INCENTIVES PAID: Level of satisfaction with Energy Trust	Total N=108	COM N=26	RES N=66	REN N=10	IND N=5	Efficiency N=97	Renewable N=17
Very satisfied	52%	54%	52%	50%	56%	53%	46% (47%)
Somewhat satisfied	41	42	39	50	44	40	54
Not very satisfied	2	4	2	-	-	2	-
Not at all satisfied	2	-	3	-	-	2	-
Not sure	3	-	5	-	-	3	-

In the 2012 survey respondents were asked to rate their satisfaction with a series of categories on a scale from “very dissatisfied” to “very satisfied” – since the question format changed, the results are not directly comparable. 2012 results are summarized below.

Statement	Residential (n=98)	C & I (n=48)	Renewables (n=42)	Total (n=156)
Overall satisfaction with Energy Trust	82%	85%	83%	82%

Question: Thinking about your experience with Energy Trust in 2012, how satisfied were you overall?

Strength of current trade ally relationship with Energy Trust

Applying weighting by Primary Sector did not significantly change the findings for this question, unweighted findings for those areas that changed are highlighted in red.

Still, our original unweighted findings continue to apply:

- 82% of trade allies report that their working relationship with Energy Trust has improved or stayed the same when compared to previous years.
- Approximately 12% report that their relationship with Energy Trust has gotten worse vs. previous years.

WEIGHTED BY PRIMARY SECTOR: Current working relationship with Energy Trust	Total N=107	COM N=23	RES N=71	REN N=6	IND N=7	Efficiency N=99	Renewable N=14	2012 total result n=153
Has improved compared to previous years	33% (34%)	38%	30%	25%	56%	32% (33%)	36% (33%)	44%
Has stayed the same compared to previous years	49	54	47	63	33	49	53	48
Has gotten worse compared to previous years	12 (11)	8	14	13	-	12 (11)	6 (7)	4
Don't know/not sure	7	-	9	-	11	7	5 (7)	3

Question: Which of the following statements best reflects your current working relationship with Energy Trust

Strength of current trade ally relationship with Energy Trust

Applying weighting for high activity level changed our population, and also created some divergences in the dataset, unweighted findings for each response that varies is highlighted in red.

Still, our original unweighted findings continue to apply:

- 82% of trade allies report that their working relationship with Energy Trust has improved or stayed the same when compared to previous years.
- Approximately 10% report that their relationship with Energy Trust has gotten worse vs. previous years.

WEIGHTED BY HIGH ACTIVITY: Current working relationship with Energy Trust	Total N=80	COM N=19	RES N=48	REN N=7	IND N=6	Efficiency N=72	Renewable N=12	2012 total result n=153
Has improved compared to previous years	32% (34%)	45% (38%)	25% (30%)	30% (25%)	53% (56%)	31% (33%)	32% (33%)	44%
Has stayed the same compared to previous years	50 (49)	50 (54)	52 (47)	56 (63)	30 (33)	51 (49)	51 (53)	48
Has gotten worse compared to previous years	10 (11)	5 (8)	13 (14)	15 (13)	-	10 (11)	8 (7)	4
Don't know/not sure	7	-	10 (9)	-	17 (11)	8 (7)	8 (7)	3

Question: Which of the following statements best reflects your current working relationship with Energy Trust

Strength of current trade ally relationship with Energy Trust

Applying weighting for 2012 Total Incentives Paid changed our population slightly, and also created some divergences in the dataset, unweighted findings for each response that varies is highlighted in red.

Still, our original unweighted findings continue to apply:

- 83% of trade allies report that their working relationship with Energy Trust has improved or stayed the same when compared to previous years.
- Approximately 12% report that their relationship with Energy Trust has gotten worse vs. previous years.

WEIGHTED BY 2012 INCENTIVES PAID: Current working relationship with Energy Trust	Total N=108	COM N=26	RES N=66	REN N=10	IND N=5	Efficiency N=97	Renewable N=17	2012 total result n=153
Has improved compared to previous years	33% (34%)	38%	30%	25%	56%	32% (33%)	33%	44%
Has stayed the same compared to previous years	50 (49)	54	47	63	33	50 (49)	56 (53)	48
Has gotten worse compared to previous years	12 (11)	8	14	13	-	12 (11)	8 (7)	4
Don't know/not sure	6 (7)	-	9	-	11	7	4 (7)	3

Question: Which of the following statements best reflects your current working relationship with Energy Trust