Additional Analysis of the 2009 Residential Awareness Survey

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Why more analysis?

- Collaboration with PSU course
- Analysis uncovered gap between reported and actual participation
- Research Into Action was contracted for a thorough analysis of 2009 sample

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How

- All respondents with a valid address who reported as customers of our utilities were included in the analysis
- Respondents with invalid addresses were excluded from the analysis.
- Addresses were matched to Fast Track

All survey respondents	904 (100%)
Valid address available	752 (83%)
Within Energy Trust territory (base)	586 (78%, 65% of all respondents)

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Caveat

- The home is the unit for which we have participation data, but the occupant answered the survey
  - Respondents may have participated at a different address
  - Previous occupant may have participated
- Respondent may differ from the one who participated

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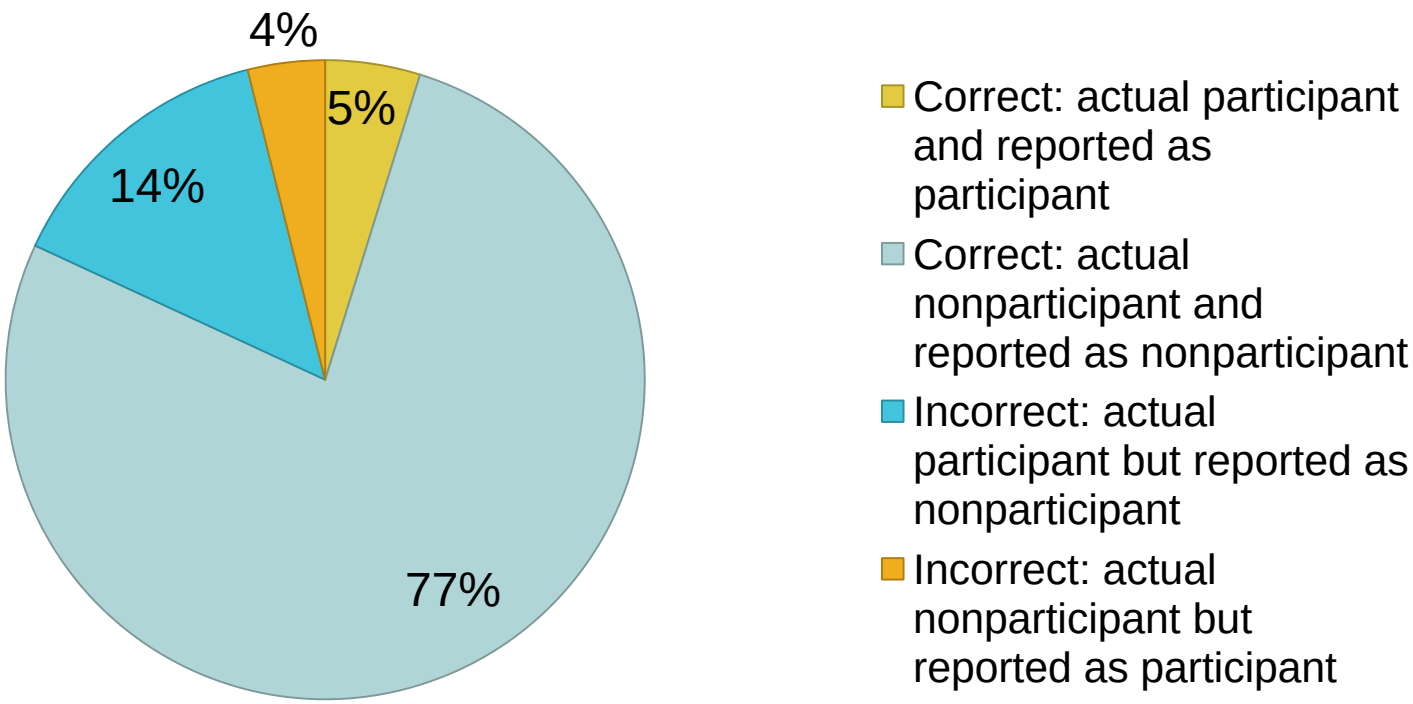
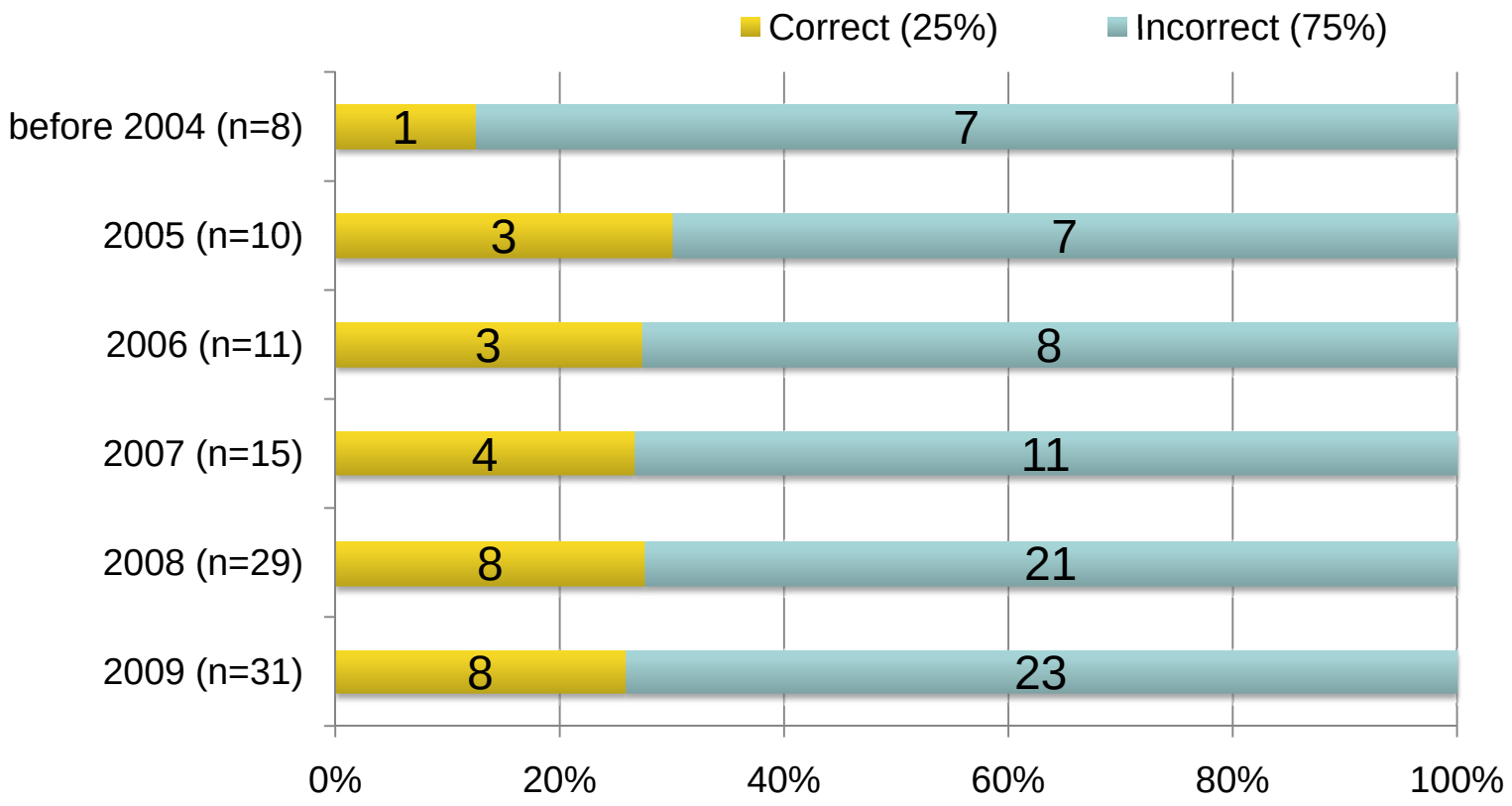
Program participation

Reported participation	**9%**
Actual participation	**19%**



Question: “Have you ever participated in any Energy Trust program or received a rebate check from Energy Trust?”

Accuracy by year of participant



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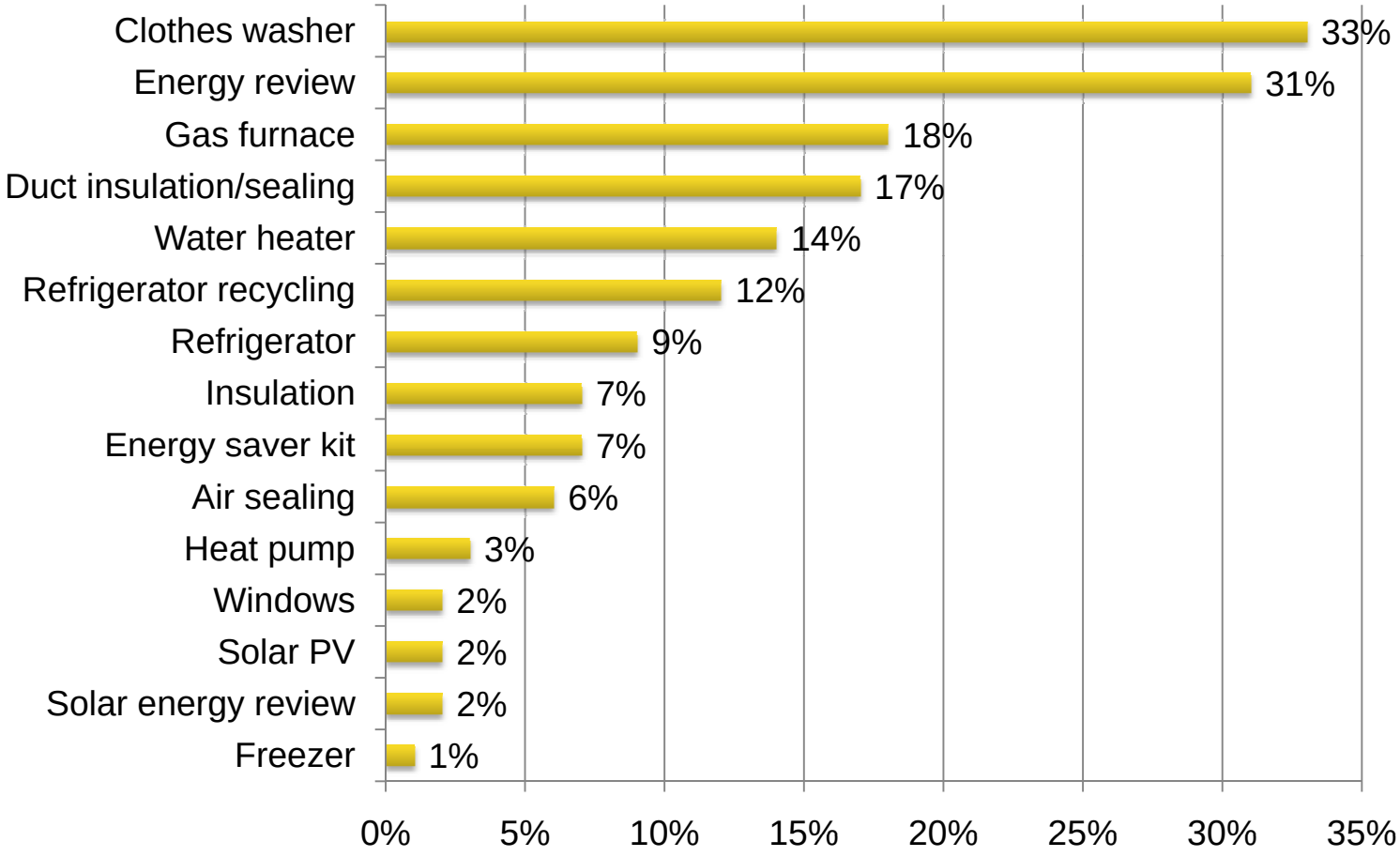
Actual measure types



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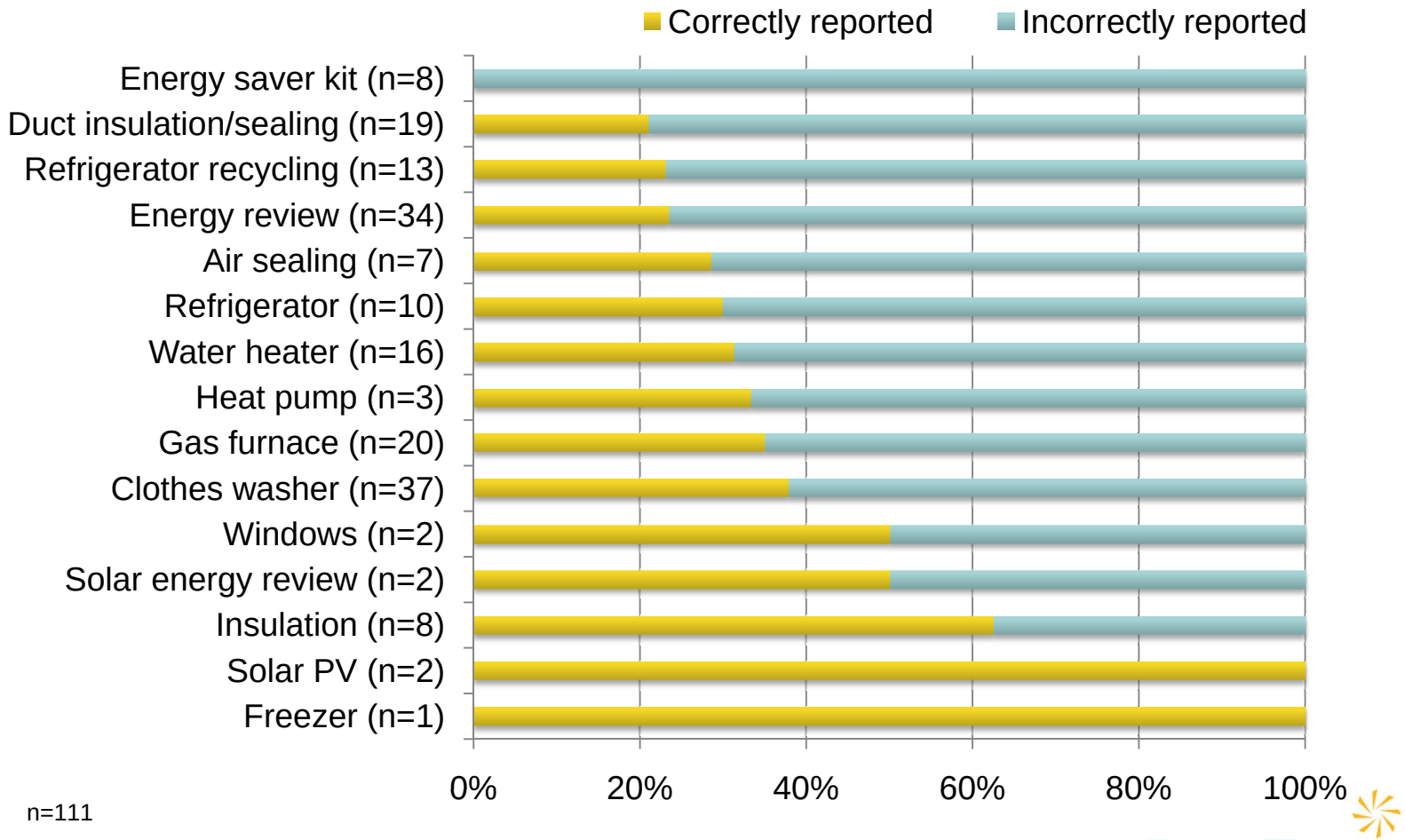
Accuracy by measure type



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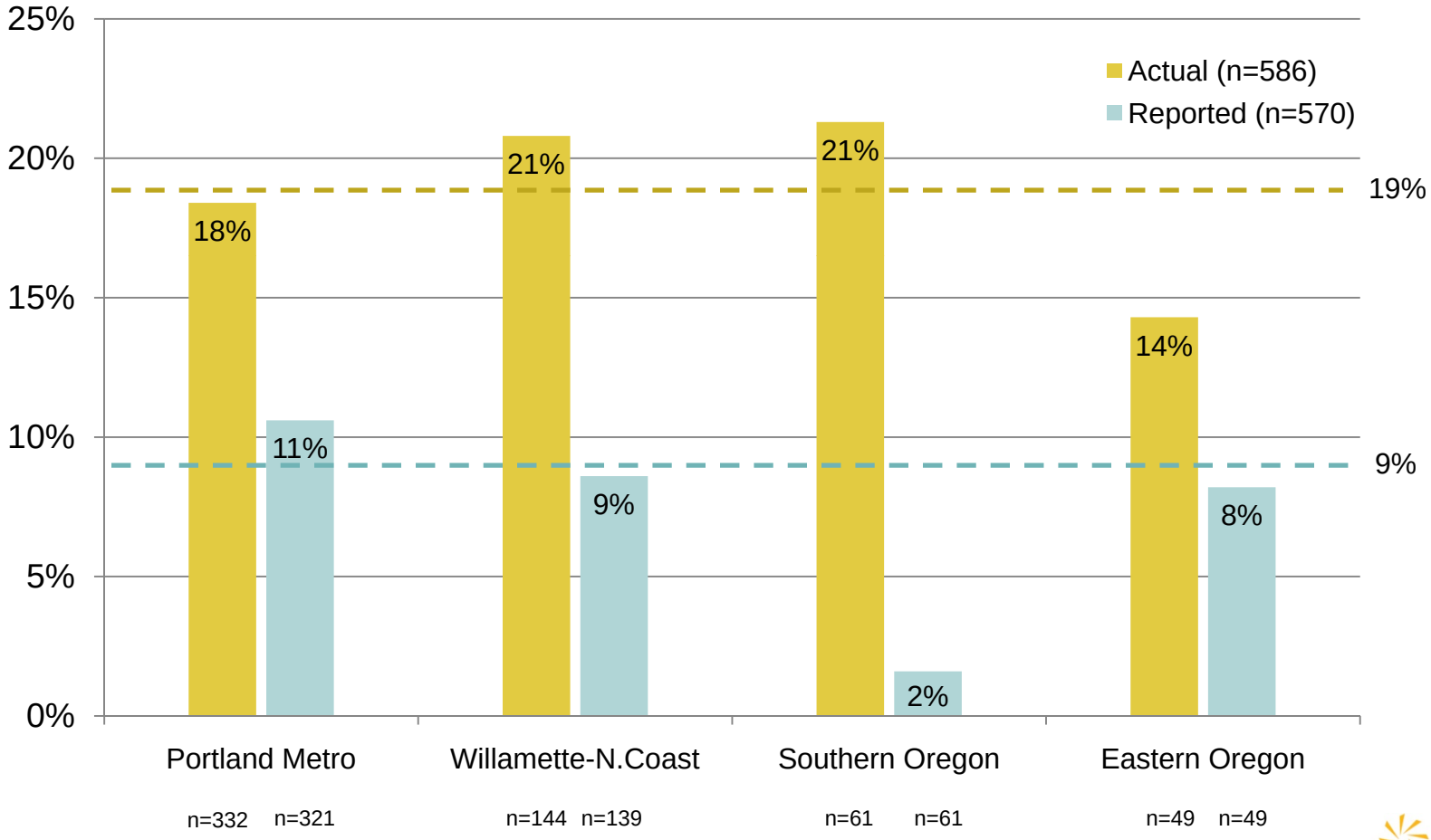
Participation by region



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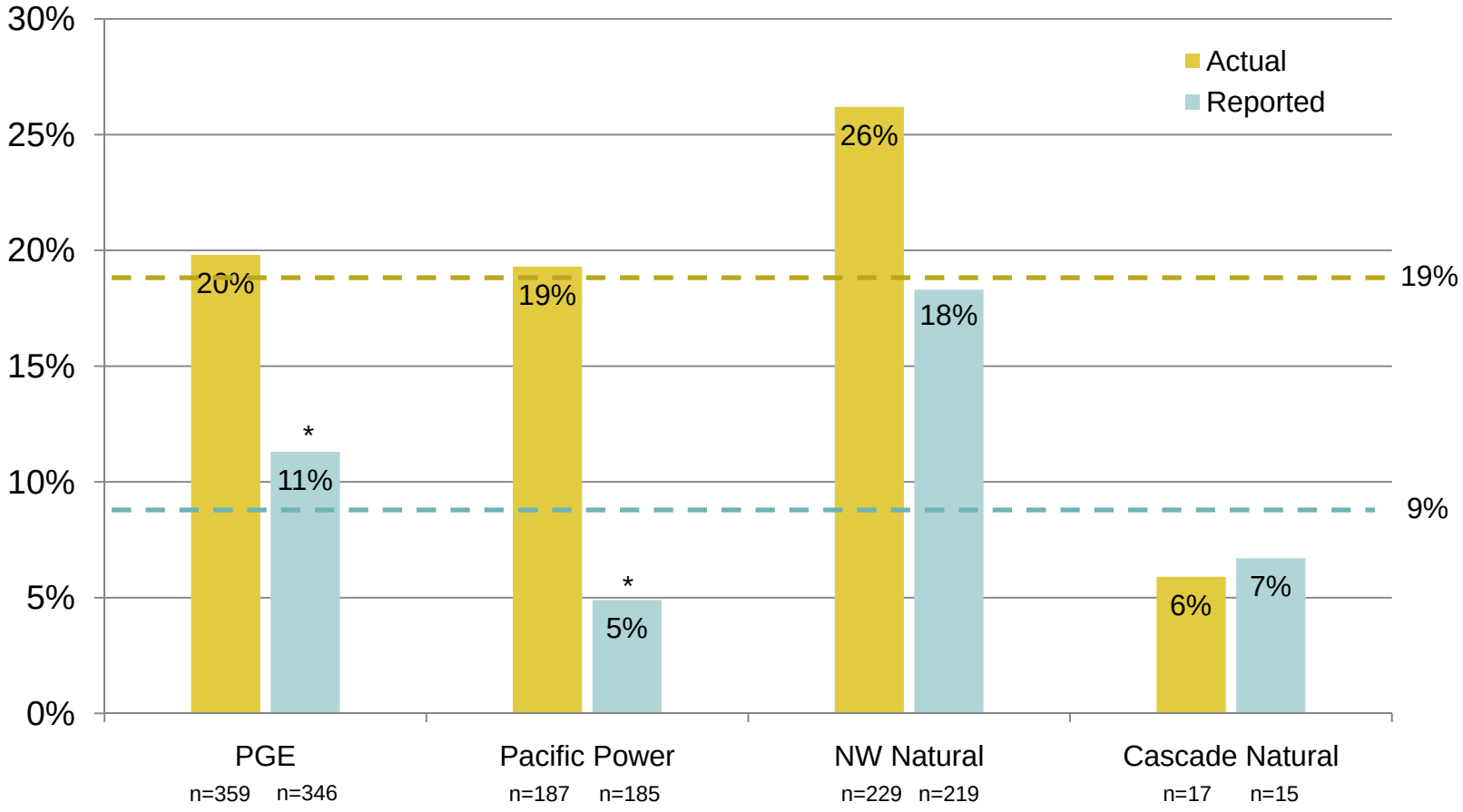
Participation by utility



* Indicating Chi Square found statistically significant difference (p<.05) .

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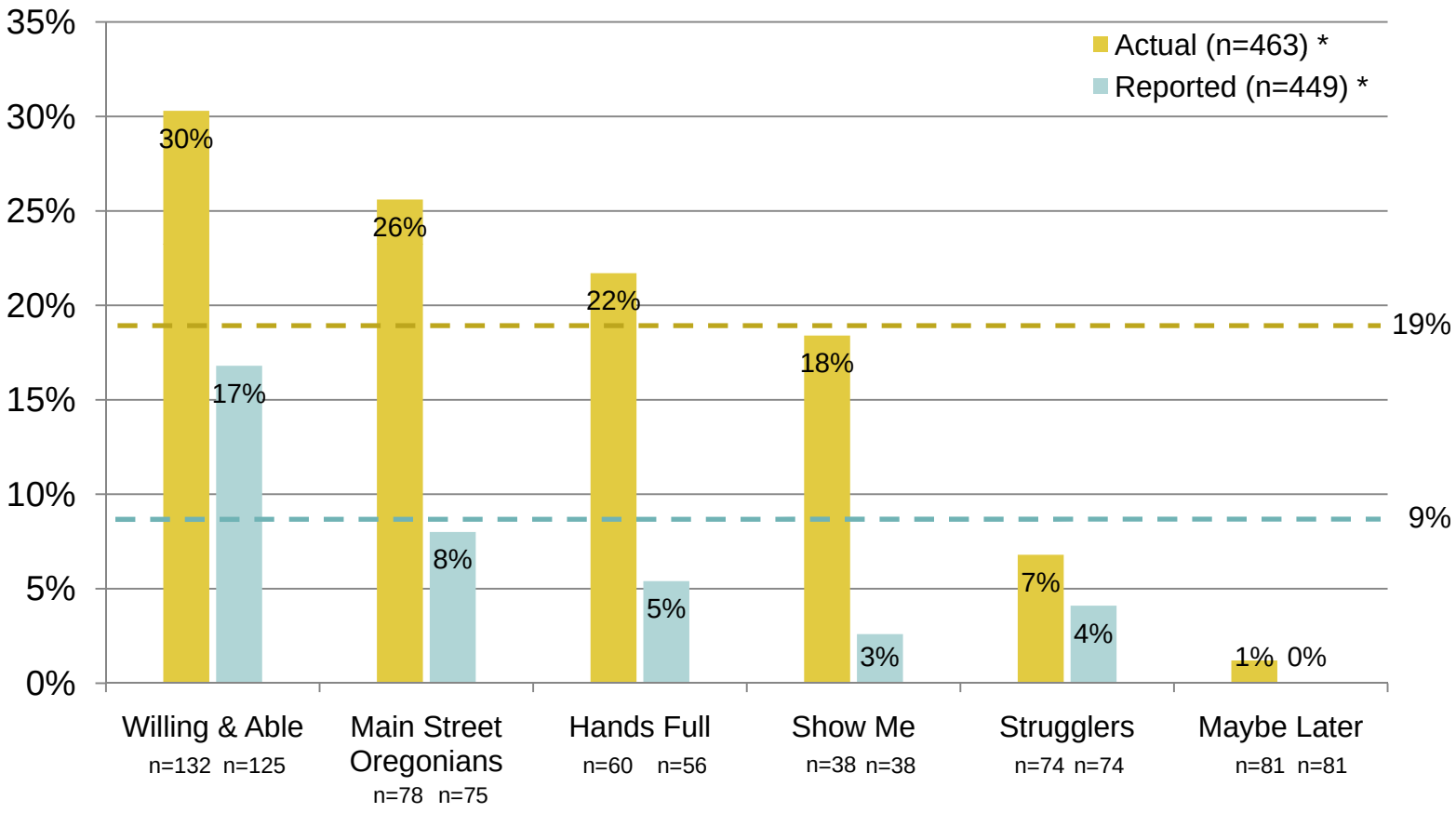
Participation by segment



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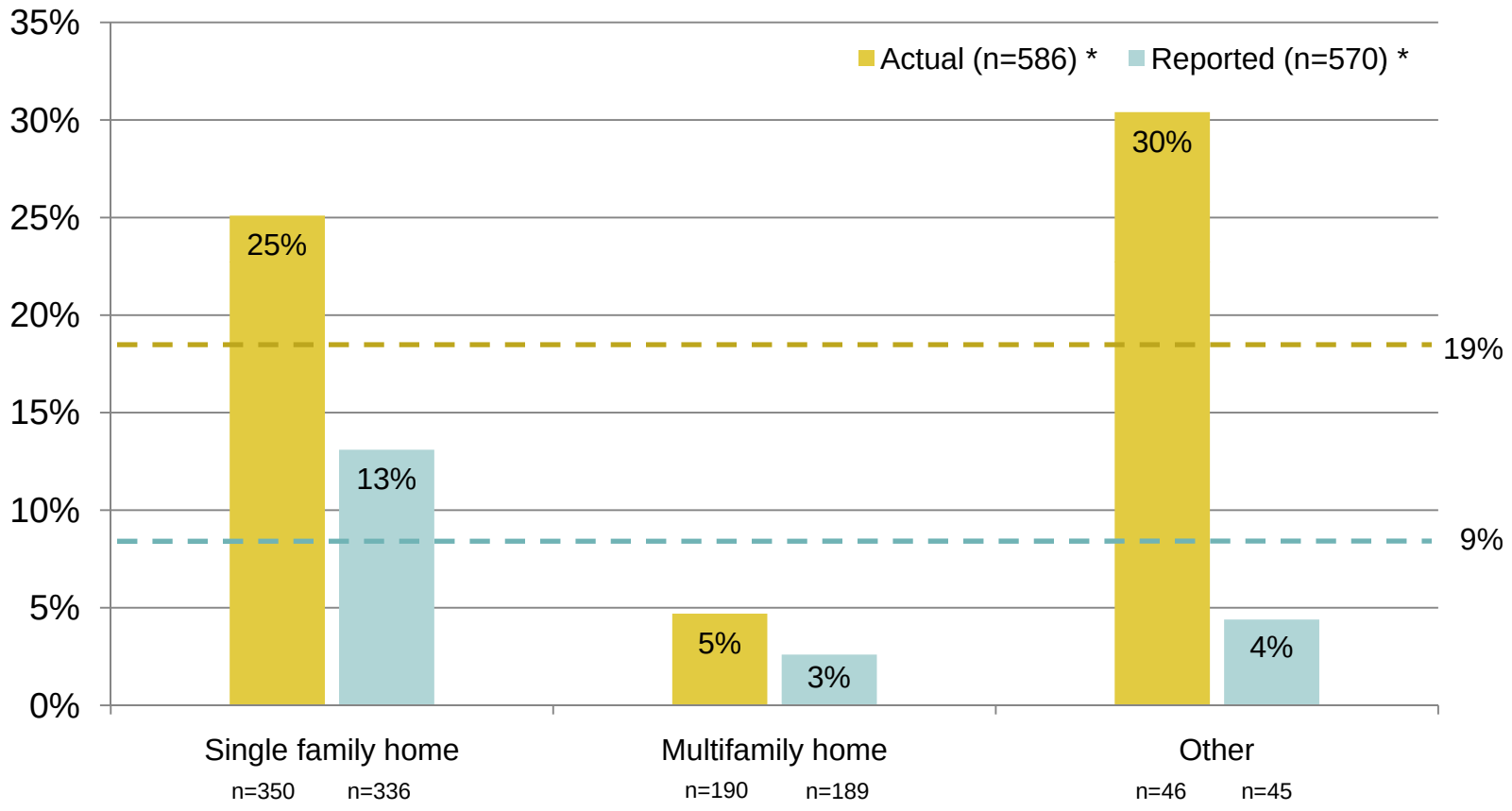
Participation by housing type



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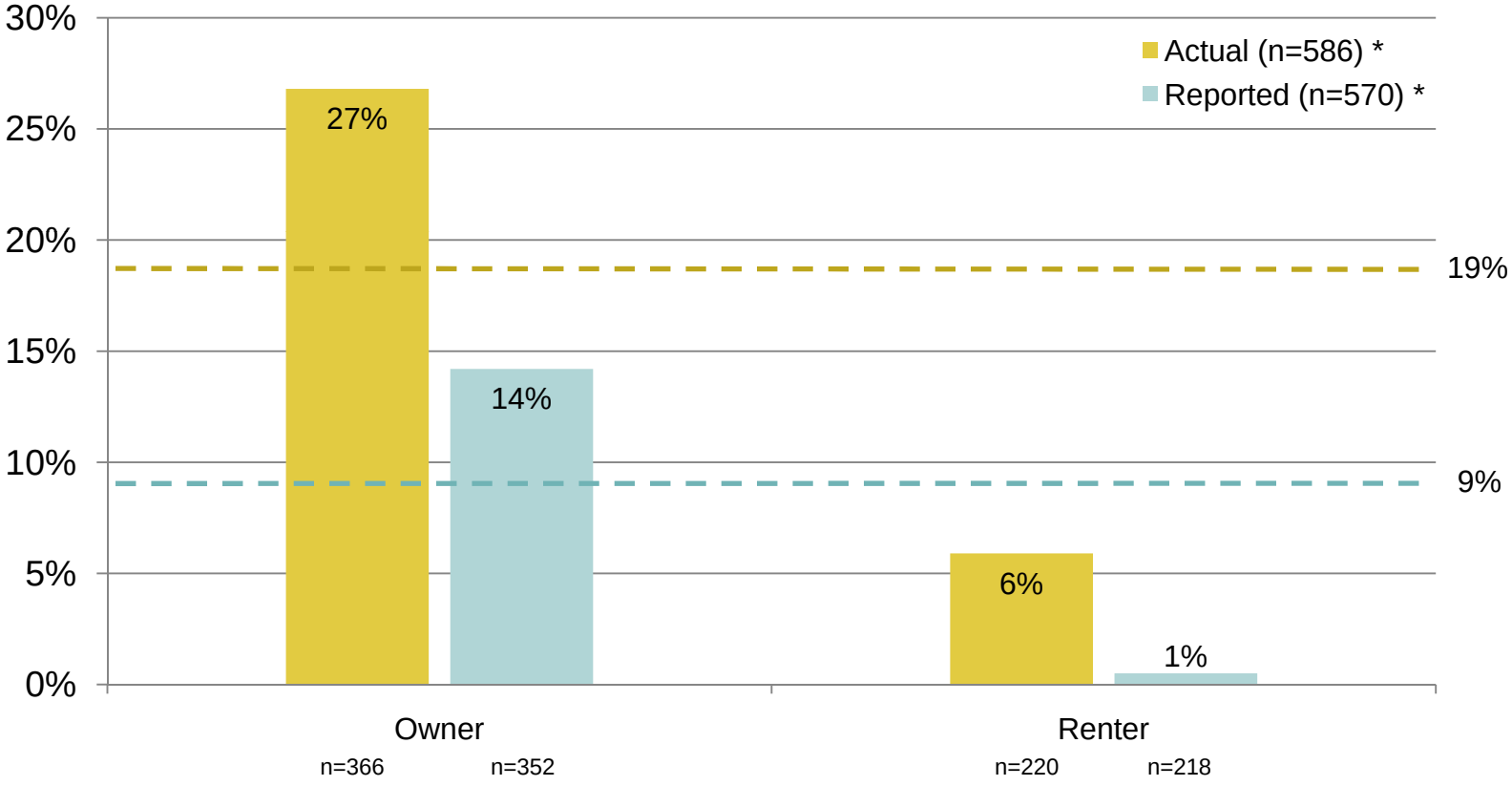
Participation by home ownership



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Implications

- Should improve survey questions around participation
- Cannot measure our success at outreach only with survey responses

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Next steps

- 2010 residential awareness survey analysis will compare reported to actual participation
- Will try to use utility account activation date to verify respondent participation
- Improved survey questions on 2010 survey

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2010 Questions

- “Have you ever received any services from Energy Trust such as a Home Energy Review or participated in any Energy Trust programs, or received a rebate or incentive check from Energy Trust?”
- “Did you participate at this present address or at some other address?”

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2010 Questions (continued)

- "At your present address, have you ever…
  - o received an energy audit from Energy Trust also called an energy review or energy analysis?
  - o purchased appliances such as a clothes washer or refrigerator and gotten a check from Energy Trust?
  - o installed heating or cooling system or a water heater and gotten a check from Energy Trust?
  - o installed insulation or air sealing and gotten a check from Energy Trust?
  - o installed a solar electric or solar hot water system and gotten a check from Energy Trust?
  - o recycled an old refrigerator or freezer and gotten a check from Energy Trust?"

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Evaluation's Take

- Analysis of Fast Track data confirms about 20% participation for all residential customers (MF included)
  - 6% last year alone
- ~20% participation is pretty good!
- Regional participation is much more equal than it appeared

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