

REPORT FOR



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Executive Summary

The CT Department of Public Utility Control has ordered the Board to determine the extent to which residential, commercial, and industrial customers are aware of and understand that efficiency programs available to them are supplied and paid for by the Connecticut Energy Efficiency Fund and not by the public utilities. Awareness of the programs provided will also be measured.

This study is intended to be a baseline for measuring whether and how well customers associate the efficiency programs with Connecticut Energy Efficiency Fund and the Connecticut Energy Efficiency Fund logo as opposed to associating the programs with the Companies' efforts and funding.

Methodology

This report summarizes the results from an Internet panel survey of 652 adult residents of Connecticut. Emailed invitations to participate in the survey were only sent to adult panel members listed as living in Connecticut, and these respondents were further screened in order to ensure their continued residency. There is a certain amount of self-selection inherent in using an Internet panel, as members have chosen to participate in research, are likely to own a computer, and may be more tech savvy than an average resident.

This report also assesses awareness of Commercial and Industrial (C&I) customers from Commercial and Industrial telephone survey of energy decision-makers at businesses in Connecticut. The Connecticut Light and Power Company and United Illuminating provided a list of companies (and contacts in those companies) that have participated in Sponsored programs. This list yielded a total of 100 interviews: 94 interviews with participants, and 6 interviews with who did not identify themselves as participants.

Listed telephone numbers of Connecticut businesses were used in order to gain 44 additional interviews non-participants. These non-participants were screened to ensure their business was located in Connecticut and had not participated in any programs to save energy. Using these separate techniques to locate customer means that the proportions of participant and non-participant customers may not reflect their relative numbers in the population. Therefore comparisons should be limited to the use of percentiles rather than numbers responding. A summary of the C&I findings is found in Section II.

Residential Result Summary

The results from this survey suggest that Connecticut residents have a relatively low general awareness of both the Connecticut Energy Efficiency Fund (21%) and Connecticut Energy Efficiency Fund's logo (13%). When initially asked, only 22% believe they have participated in an energy efficiency program. Follow-up questioning indicates that almost half the sample (49%) has actually participated in *some* type of energy efficient programming. Twenty-five percent have participated in a Connecticut Energy Efficiency Fund program.

Among the 22% of the sample who initially say they have participated in energy efficiency programs, most participants indicated that they had participated in programs through replacing old bulbs with CFLs, obtaining rebates, having an energy audit, or purchasing of more energy efficient appliances. Forty percent of this segment of participants think the programs are sponsored by a utility, followed distantly by the state (7%) and federal governments (7%).

The following Connecticut Energy Efficiency Fund programs were tested for both awareness and participation: Home Energy Services; WRAP; HELPS; Ductless Heat Pump; CFL price cuts; Product Catalog; High Efficiency Gas Water Heaters; Smart Living Center; and Residential New Construction. We also asked about three non-Connecticut Energy Efficiency Fund programs (Energy Star Homes, Weatherization Assistance Program, and Energy Star Appliance) Connecticut Energy Efficiency Fund to compare awareness of Connecticut Energy Efficiency Fund between program participants and other customers who show indications of interest in efficiency.

The Connecticut Energy Efficiency Fund programs that register the highest level of awareness among all respondents are the High Efficiency Water Heater Program (44%) and CFL price cuts (39%).

When looking at participation in specific programs, it is highest for the Energy Star Appliance Rebates (29%) and CFL price cuts (19%).

Ninety-three percent of those who have participated in a Connecticut Energy Efficiency Fund program are either *very* or *somewhat* satisfied with their participation; 88% of those who have participated in *any* program say the same. Over three-quarters (79%) of those who participated in a Connecticut Energy Efficiency Fund program have taken more energy efficiency-related steps since their participation; 76% of those who have participated in *any* programs do the same.

About one in five respondents (21%) are aware of Connecticut Energy Efficiency Fund—with most citing a bill insert or advertisement as the source of their awareness. After offering a description of Connecticut Energy Efficiency Fund, more than three-quarters of the sample (76%) register either a *very* or *somewhat* favorable view of the organization. Interestingly, equal shares (24% each) think Connecticut Energy Efficiency Fund is funded by state taxes and charges on utility bills.

Fewer than one in seven of our overall sample (13%) indicated previous exposure to the Connecticut Energy Efficiency Fund—while almost two-thirds (62%) say they have not, and another one-quarter (25%) are unsure. Among people who say they have participated in a Connecticut Energy Efficiency Fund energy efficiency program, logo awareness increased marginally to 24%. Moreover, a scant 2% can tie the logo specifically to Connecticut Energy Efficiency Fund; among those who have participated in a Connecticut Energy Efficiency Fund program, this percentage grows to 5%. Almost three-quarters (73%) are not able to identify what organization the logo represents.

Among those who recall seeing the Connecticut Energy Efficiency Fund logo, most recall it from a utility bill, a brochure or a newspaper advertisement.

All in all, these results suggest that more communication is needed to boost awareness of Connecticut Energy Efficiency Fund and its programs.

Commercial and Industrial Summary

As noted above, 144 surveys were completed for this study: 100 with those identified as participants by United Illuminating and Connecticut Lighting and Power Company; 44 with self-identified non-participants. However, when defining participants as those who self-identify as having participated in a Connecticut Energy Efficiency Fund-sponsored program, the numbers are as follows:

- Of the first 100 interviews conducted, 67 say they have participated in a Connecticut Energy Efficiency Fund-sponsored program, while 33 say they have not.
- Of the 44 interviews conducted with self-identified non-participants, 7 say they have participated in a Connecticut Energy Efficiency Fund-sponsored program, while 37 say they have not.

For the purposes of subgroup analysis, the 74 who say they have participated in a Connecticut Energy Efficiency Fund-sponsored program will be considered *participants*, and those who have not will be called *non-participants*.

Sixty-five percent of all 144 Commercial & Industrial respondents say their businesses have participated in “a program to save energy” and among these respondents, half (50%) name a “utility” or “energy provider” when asked to describe the program.

Saving money (38%) and saving energy (33%) are the top reasons respondents say their business participated in an energy efficiency program. About two-thirds of these respondents (64%) say a utility or energy company **provided** the program, while 36% of these respondents think utilities **paid** for the program.

Interestingly, lack of awareness (34%) is cited as the main reason why companies indicate that they have not participated in an energy efficiency program—followed by the assertion that their company is already energy efficient (22%).

A Lighting Rebate program is the most visible program tested (59% aware), with the Small Business Energy Advantage at 25% awareness and the Energy Conscious Blueprint at 23% awareness.

In terms of connecting a particular program to Connecticut Energy Efficiency Fund (that is, knowing that Connecticut Energy Efficiency Fund provides and pays for the program), the Energy Conscious Blueprint tops the list at 36%, followed by Retrocommissioning at 32%, PRIME at 31% and the O&M Program at 29%.

Almost all (92%) of the 74 who say they participated in a Connecticut Energy Efficiency Fund-sponsored program were either *very* (73%) or *somewhat* satisfied (19%) with the program.

An ad or bill insert (26%) followed by contact with a utility company account representative (23%) topped the list of sources that respondents used to first hear of programs for commercial industrial customers. Prior to participating in the survey, six in ten (60%) respondents said they had heard of the Connecticut Energy Efficiency Fund—primarily through a contractor/vendor (16%), a utility ad or bill insert (14%), a utility company account representative (14%), a website (14%), or word of mouth (13%).

After offering a brief description of the purposes of Connecticut Energy Efficiency Fund, 43% of respondents think Connecticut Energy Efficiency Fund programs are funded by charges on utility bills, followed distantly by state taxes (13%). Fifty-five percent of those who have participated in a Connecticut Energy Efficiency Fund program are able to correctly identify the source of funding, while the same is true of 30% of those who have not participated in a Connecticut Energy Efficiency Fund program.

When fully briefed on the Connecticut Energy Efficiency Fund, a solid 73% register either *very favorable* (42%) or *somewhat favorable* (31%) attitudes toward the fund. Saving energy (15%) and saving money (11%) are the top reasons cited for these favorable views.

These results suggest that C&I awareness and favorability of Connecticut Energy Efficiency Fund and its programs is quite good. Further communications about the nature and specifics of programs could boost detailed awareness and lead to greater levels of participation.

Section I: Findings from the Residential Survey

Detailed Findings

When initially asked, 70% of surveyed residents say they have not participated in a residential energy efficiency program. Those who say they have participated in a program (22%) were then asked to describe the program. Respondents were allowed to give multiple responses when describing their energy saving programs.

Nine percent *replaced old bulbs with CFLs*, while *rebates, energy audits or evaluations* and *more efficient appliances* were each taken advantage of by 5% of those surveyed. Four percent say they participated in a “*CL&P program*”, while 3% got *new windows or doors*. Two percent mention an *Energy Star rebate* in particular. Each of the following are mentioned by 1% of surveyed residents: *insulation, tax credit, program run by gas/oil/power company, weatherization/sealed leaks/wrapped heater, control or monitor levels of power use* and *switched energy supplier or source*.

**Have you ever participated in a program to save energy in your home?
This may include things like getting a rebate on compact florescent lights
or other household products, or services like having your house evaluated
to identify ways to save more energy.**

(If yes): Please give the name and/or description of the program.

CFLs/Replaced old bulbs with CFLs	9%
Rebates	5
Energy audit/evaluation/survey	5
More efficient appliances	5
CL&P Program	4
New windows/doors	3
Energy Star rebate	2
Insulation	1
Tax credit	1
Run by gas/oil/power company (unspecified)	1
Weatherized/Sealed leaks/Wrapped heater	1
Control/monitor levels of power use	1
Switched supplier/source	1
Other	2
No	70
Don't know	8

Those who said they have participated in an energy saving program (n=149) were then asked who sponsored their program. Forty percent of this subgroup says it was sponsored by a utility, and 7% say their program was sponsored by the *state*. Another 7% say the federal government sponsored their program, while 5% mention a combination of sponsors.

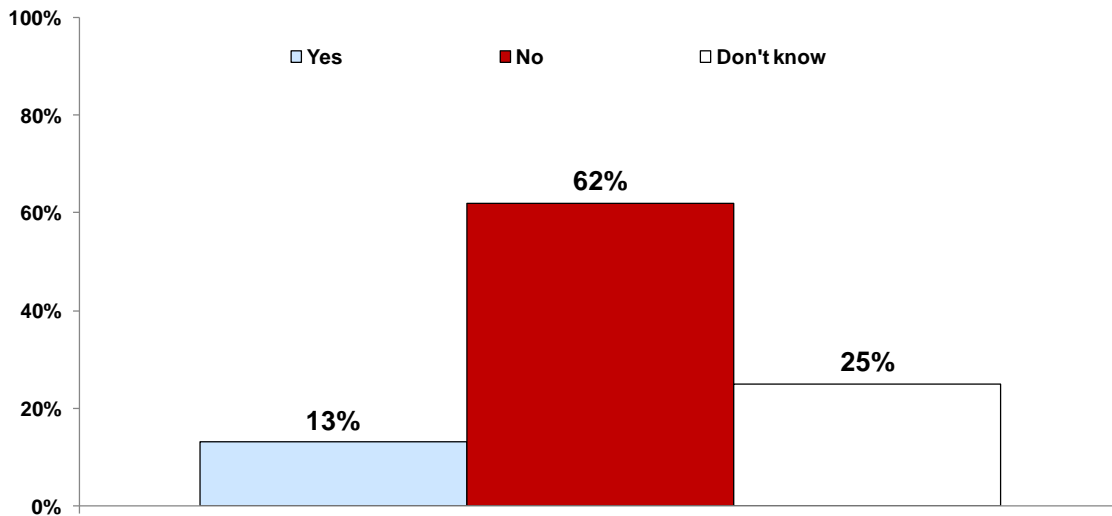
Two percent mention *Energy Star* as a sponsor. One percent name *GE*, and another 1% name the *Connecticut Clean Energy Fund*. Six percent mention some other sponsor, and 31% don't know who sponsored their program. No customers identified the Connecticut Energy Efficiency Fund as the sponsor.

(If participated in program, n=149)
Do you know who sponsored the program(s) you took part in?
(If yes) Who sponsored the program(s)?

Utility (various)	40%
The state	7
Federal government	7
Combination (various)	5
Energy Star	2
GE	1
Connecticut Natural Gas	1
CT Clean Energy Fund	1
Other	6
No	11
Don't know	20

All respondents were then shown the Connecticut Energy Efficiency Fund logo (the words were blurred in order to conceal the organization's identity), and asked if they had seen the logo prior to this survey. Thirteen percent say they have seen the logo before, while 62% have not. One-quarter (25%) are not sure one way or the other.

Have you seen [the CEEF logo] before today?



Twenty-four percent of those who have participated in a Connecticut Energy Efficiency Fund energy saving program have seen the logo before, while 9% of those who have not participated in such a program have seen the logo before.

All respondents were then asked what organization the logo is for. Almost three-quarters (73%) don't know what organization the logo represents. Three percent of respondents are able to correctly identify the logo as belonging to the *Connecticut Energy Efficiency Fund* (2% by name, 1% by *CT energy/energy conservation*, which is very similar in concept).

Five percent say it belongs to *some energy or power company*, while 4% say it is for *CL&P*. Another 4% say it is for a *conservation or green company*, and 2% say it is for *Energy Star*. Two percent say the logo represents *energy saver or savings*.

The following are each mentioned by 1% of surveyed residents: *a water company*, and *GE*. Four percent mention some other company.

What organization is this logo for?

Some energy/power company	5%
CL&P	4
A conservation/green company	4
Energy Star	2
Energy Saver/Savings	2
The Connecticut Energy Efficiency Fund	2
CT Energy/Energy conservation	1
Water company	1
GE	1
Other	4
Don't know	73

- Those who have not participated in a Connecticut Energy Efficiency Fund energy saving program (76%) are more likely than those who have (65%) to say they don't know what organization the logo is for.

Those who have seen the logo before (n=84) were then asked where they have seen it. Over one-third of this subgroup (37%) have seen it in their *utility bill*, while 25% have seen it in a *brochure mailed to their homes*. Twenty-three percent have seen the Connecticut Energy Efficiency Fund logo in a *newspaper advertisement*, and 17% have seen it on the *package* of a purchased item.

When it comes to stores, 7% have seen the logo at *Home Depot*, while 5% have seen it at *Lowes*. As for websites, each of the following sites is mentioned by 1% of surveyed residents: *www.click4climate.com*, *www.att.com*, and *www.ctenergyinfo.com*. One percent has seen the logo in a TV ad, 4% mention some other platform, and 6% don't know where they have seen the logo before this survey.

(Ask if Q3=yes, n=84)

Where did you see this logo before today?
(Multiple response allowed)

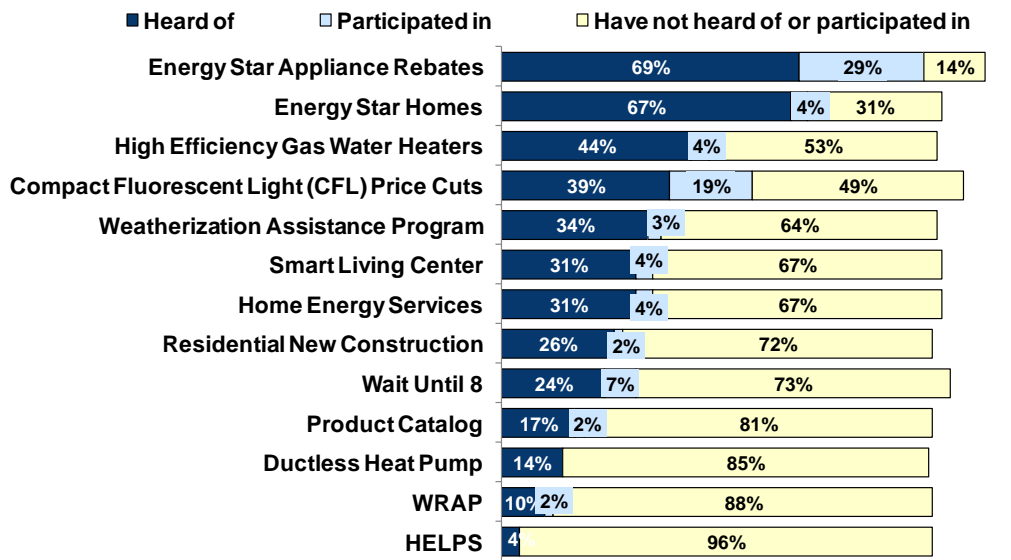
Ad in my utility bill	37%
Brochure mailed to my home	25
Newspaper ad	23
On a package of an item I purchased	17
Home Depot	7
Lowes	5
www.click4climate.com	1
Att.com	1
www.ctenergyinfo.com	1
TV ad	1
Other	4
Don't Know	6

All surveyed residents were then asked to look at the names of a number of energy programs and asked to indicate first, if they have heard of that particular program, and if so, if they have participated in it.

When looking at what programs are most familiar to respondents, programs offered at the national level were most well known, with 2/3 of the respondents pointing out at least one. Of the Connecticut programs, almost half (44%) have heard of High Efficiency Gas Water Heaters, 39% have heard of price cuts for Compact Fluorescent Lamps, and 31% have heard of the Smart Living Center. Another 31% have heard of Home Energy Services, while 26% are familiar with Residential New Construction. Almost one-quarter (24%) have heard of Wait Until 8, and 17% are familiar with the Product Catalog. Fourteen percent have heard of Ductless Heat Pump program, while 10% have heard of WRAP and 4% have heard of HELPS.

When looking at participation, 19% have purchased CFLs. Home Energy Services, High Efficiency Gas Water Heaters, and the Smart Living Center have equal rates of participation (4%). Two percent have made purchases from a Product Catalog, and 2% have participated in Residential New Construction. WRAP and HELPS are two different names for the same program. Two percent have participated in WRAP, and only two people say they participated in HELPS (which is less than one percent). When combined, those who have participated in both HELPS and WRAP account for 2% of the overall sample. Two people have participated in Ductless Heat pump program.

Below is a list of energy programs. For each one, please indicate if you have heard of the program, and if so, if you have participated in it:



Note: Totals may exceed 100%; Multiple responses allowed (i.e. may select 'heard of' and 'participated in')

In most cases, those who have participated in any Connecticut Energy Efficiency Fund energy saving program are more likely than those who have not to be aware of the other listed programs.

Connecticut Energy Efficiency Fund Program Participation

Overall Participants

Thirty percent of the overall sample has participated in a Connecticut Energy Efficiency Fund Program, which translates to 193 respondents. Of those 193, 176 are satisfied with their program(s) (82 very, 94 somewhat) and 4 are dissatisfied (3 not very, 1 not at all satisfied). In addition, of these 193 respondents:

- 61 have heard of the Connecticut Energy Efficiency Fund before this survey
- 56 correctly identify the Connecticut Energy Efficiency Fund's source of funding
- 166 have a favorable opinion of the Connecticut Energy Efficiency Fund (based on either prior knowledge or the given description)
- 151 have taken other steps to decrease household energy use

Home Energy Services

Four percent of the overall sample has participated in Home Energy Services, which translates to 24 respondents. Of those 24, all 24 are satisfied with the program (15 very, 9 somewhat). In addition, of these 24 respondents:

- 12 have heard of the Connecticut Energy Efficiency Fund before this survey
- 9 correctly identify the Connecticut Energy Efficiency Fund's source of funding
- 23 have a favorable opinion of the Connecticut Energy Efficiency Fund
- 21 have taken other steps to decrease household energy use

WRAP or HELPS

These program names were evaluated separately. However, these results will be combined for this breakdown. Two percent of the overall sample has participated in WRAP or HELPS, which translates to 16 respondents. Of those 16, all 16 are satisfied with the program (6 very, 10 somewhat). In addition, of these 16 respondents:

- 3 have heard of the Connecticut Energy Efficiency Fund before this survey
- 2 correctly identify the Connecticut Energy Efficiency Fund's source of funding
- 16 have a favorable opinion of the Connecticut Energy Efficiency Fund
- 14 have taken other steps to decrease household energy use

Ductless Heat Pump

Less than 1% of the overall sample has participated in Ductless Heat Pump, which translates to 2 respondents. Of those 2, both are satisfied with the program (1 very, 1 somewhat). In addition, of these 2 respondents:

- 2 have heard of the Connecticut Energy Efficiency Fund before this survey
- 0 correctly identify the Connecticut Energy Efficiency Fund's source of funding
- 2 have a favorable opinion of the Connecticut Energy Efficiency Fund
- 2 have taken other steps to decrease household energy use

Price cuts for Compact Fluorescent Lamps (CFLs)

Nineteen percent of the overall sample has taken advantage of price reductions for Compact Fluorescent Lamp (CFL), which translates to 121 respondents. Of those 121, 112 are satisfied with the program (52 very, 60 somewhat), and 3 are dissatisfied (2 not very, 1 not at all satisfied). In addition, of these 121 respondents:

- 44 have heard of the Connecticut Energy Efficiency Fund before this survey
- 35 correctly identify the Connecticut Energy Efficiency Fund's source of funding
- 101 have a favorable opinion of the Connecticut Energy Efficiency Fund
- 94 have taken other steps to decrease household energy use

Product Catalog

Two percent of the overall sample has made purchases from a Product Catalog, which translates to 15 respondents. Of those 15, 13 are satisfied with the program (7 very, 6 somewhat). The remaining two don't know how to rate their satisfaction. In addition, of these 15 respondents:

- 6 have heard of the Connecticut Energy Efficiency Fund before this survey
- 8 correctly identify the Connecticut Energy Efficiency Fund's source of funding
- 15 have a favorable opinion of the Connecticut Energy Efficiency Fund
- 12 have taken other steps to decrease household energy use

High Efficiency Gas Water Heaters

Four percent of the overall sample has participated in High Efficiency Gas Water Heaters, which translates to 27 respondents. Of those 27, 26 are satisfied with the program (13 very, 13 somewhat). One respondent does not know how to rate their satisfaction. In addition, of these 27 respondents:

- 9 have heard of the Connecticut Energy Efficiency Fund before this survey
- 7 correctly identify the Connecticut Energy Efficiency Fund's source of funding
- 24 have a favorable opinion of the Connecticut Energy Efficiency Fund
- 22 have taken other steps to decrease household energy use

Smart Living Center

Four percent of the overall sample has visited the Smart Living Center, which translates to 24 respondents. Of those 24, 23 are satisfied with the program (16 very, 7 somewhat). One respondent doesn't know how to rate their satisfaction. In addition, of these 24 respondents:

- 11 have heard of the Connecticut Energy Efficiency Fund before this survey
- 7 correctly identify the Connecticut Energy Efficiency Fund's source of funding
- 22 have a favorable opinion of the Connecticut Energy Efficiency Fund
- 19 have taken other steps to decrease household energy use

Residential New Construction

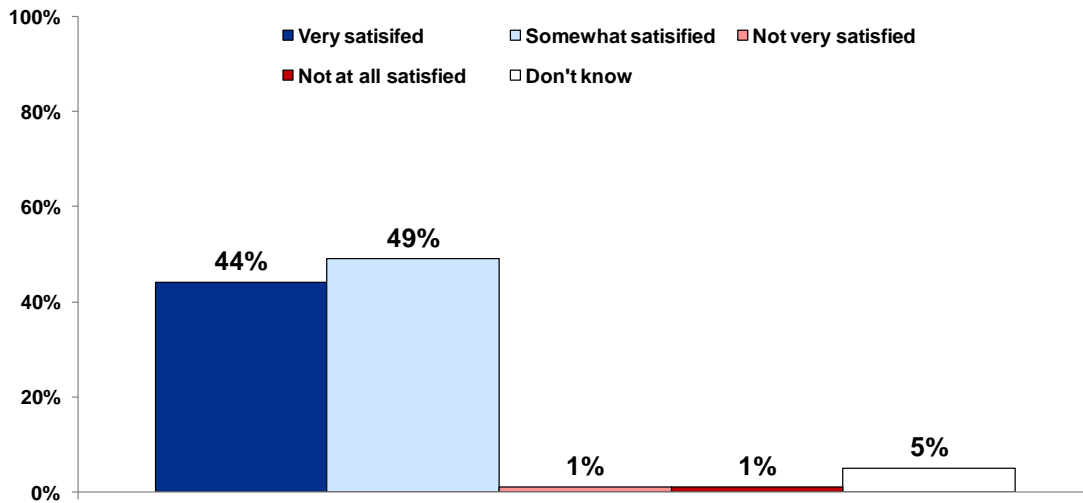
Two percent of the overall sample has participated in Residential New Construction, which translates to 14 respondents. Of those 14, 13 are satisfied with the program (7 very, 6 somewhat). One respondent doesn't know how to rate their satisfaction. In addition, of these 14 respondents:

- 3 have heard of the Connecticut Energy Efficiency Fund before this survey
- 4 correctly identify the Connecticut Energy Efficiency Fund's source of funding
- 13 have a favorable opinion of the Connecticut Energy Efficiency Fund
- 12 have taken other steps to decrease household energy use

Those who have participated in *any* Connecticut Energy Efficiency Fund energy saving program (n=165) were then asked to rate satisfaction with their program(s).

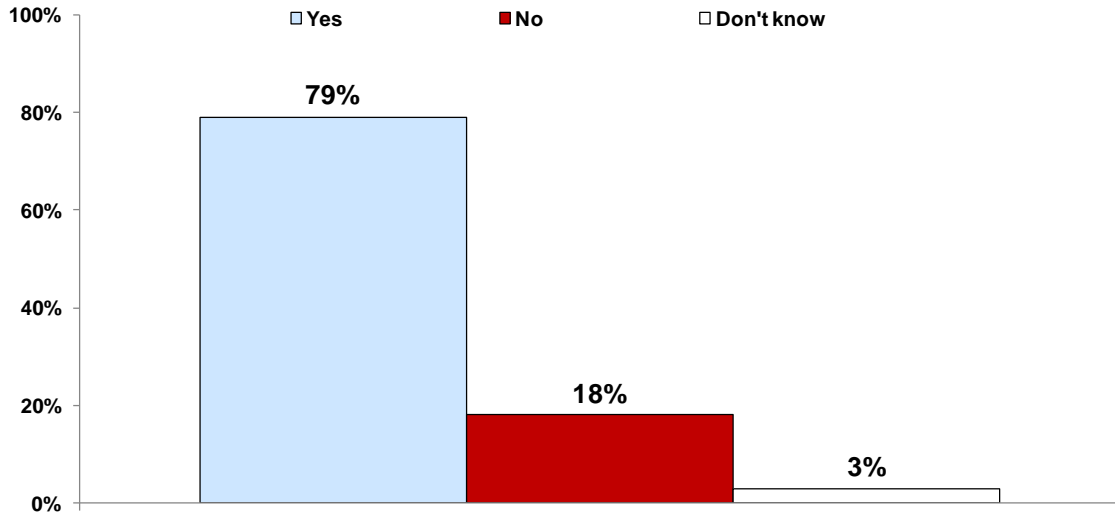
Forty-four percent are very satisfied, 49% are somewhat satisfied, 1% are not very satisfied and 1% are not at all satisfied. Five percent don't know how to rate their level of satisfaction.

(Ask if have participated in any CEEF program, n=165)
Overall, how satisfied are you with the program(s) you participated in?



Among those who participated in a Connecticut Energy Efficiency Fund program (n=165), 79% have taken other steps to decrease household energy use.

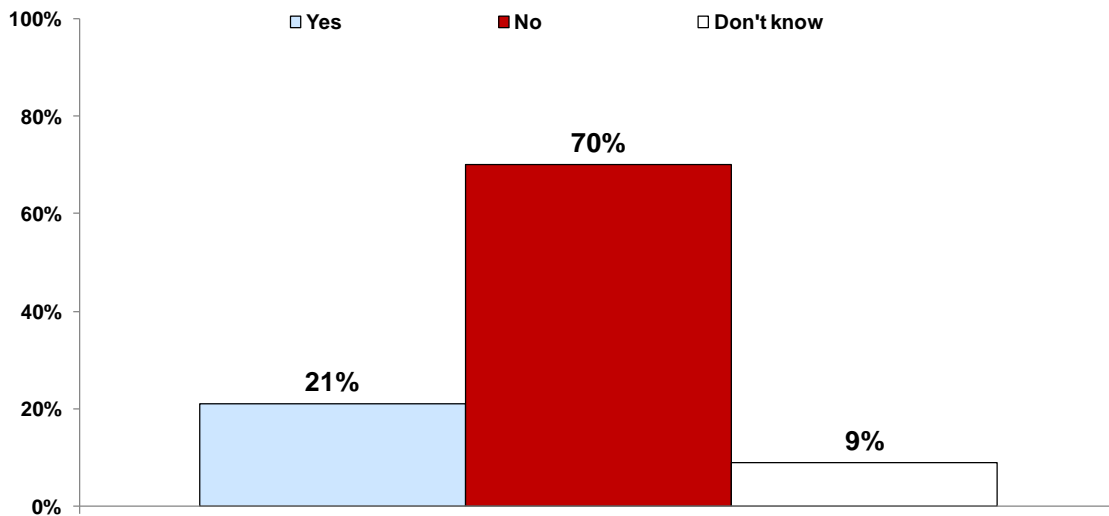
(Ask if have participated in any CEEF program, n=165)
Since you participated in the program(s), have you taken any other steps to decrease your household energy use?



- Eighty-six percent of those who have participated in any program and who have heard of the Connecticut Energy Efficiency Fund have taken additional steps to decrease their household energy use, compared with 72% of those who have not heard of the Connecticut Energy Efficiency Fund.

About one-fifth (21%) of all respondents have heard of the Connecticut Energy Efficiency Fund prior to taking this survey. Seventy percent have not heard of Connecticut Energy Efficiency Fund, and 9% are not sure either way.

Before today, have you ever heard of the Connecticut Energy Efficiency Fund, or CEEF?



- Thirty-four percent of those who have participated in a Connecticut Energy Efficiency Fund energy saving program have heard of Connecticut Energy Efficiency Fund, compared to 17% of those who have not participated in such a program.

Those who have heard of the Connecticut Energy Efficiency Fund(n=139) were then asked to name the source of their awareness. Almost half (49%) have heard of the Connecticut Energy Efficiency Fund through an *ad in their utility bill*, while 27% cite a *newspaper advertisement*. Eighteen percent have heard about the Connecticut Energy Efficiency Fund because of a *mailed brochure*, while 6% heard about it from a *utility representative*. Another 6% have heard about it from a *contractor*, and 3% heard it by *word of mouth*.

Two percent have heard about it through *work*, while the same percentage cites *radio/TV/media*, *Google* and *Home Depot*. The following sources are each named by 1%: *Lowes*, an *adult learning center*, *charge on their bill*, *www.ctenergyinfo.com*, *Sears*, and *www.ctsavesenergy.org*. One percent mentions some other source, and 5% don't know where they heard about it.

(If yes, n=139)

**Where did you hear about the Connecticut Energy Efficiency Fund?
(Multiple response allowed)**

Ad in my utility bill	49%
Newspaper ad	27
Brochure mailed to my home	18
Utility representative	6
Contractor	6
Word of mouth	3
Through work	2
Radio/TV/Media	2
Google	2
Home Depot	2
Lowes	1
Adult learning center	1
Charge on bill	1
www.ctenergyinfo.com	1
Sears	1
www.ctsavesenergy.org	1
Other	1
Don't know	5

When asked for the source of the Connecticut Energy Efficiency Fund’s program funding, 39% don’t know. Almost one-quarter (24%) say the funding for the Connecticut Energy Efficiency Fund comes from *state taxes*, while the same percentage say it comes from *charges on utility bills*.

Nine percent say it is funded by *federal taxes*, and 2% say they *paid for the program themselves*. One percent mention *charity, grants or donations* as sources for funding, and another 1% says it is a *combination of sources*.

The CEEF is responsible for funding some of the energy programs listed earlier. As far as you know, where does the money come from to pay for the Connecticut Energy Efficiency Fund programs?

State taxes	24%
Charges on utility bill	24
Federal taxes	9
Paid for myself	2
Charity/Grants/Donations	1
Combination (various)	1
Don’t know	39

- Twenty-eight percent of those who have participated in a Connecticut Energy Efficiency Fund program say the funding comes from charges on their bill, compared with 22% of those who have not participated in a Connecticut Energy Efficiency Fund program.
- Twenty-five percent of those with CL&P say the Connecticut Energy Efficiency Fund is funded by charges on their utility bill, while 11% of those with some other utility, 18% with a municipal utility and 23% with United Illuminating say the same.
- Almost one-third (31%) of those with Connecticut Natural Gas as their gas company (22 out of 71) have heard of the Connecticut Energy Efficiency Fund, compared with 13% of those with Southern Connecticut Gas (9 out of 67), 21% with Yankee Gas (17 out of 82) and 24% of those with some other unspecified gas company (8 out of 33).

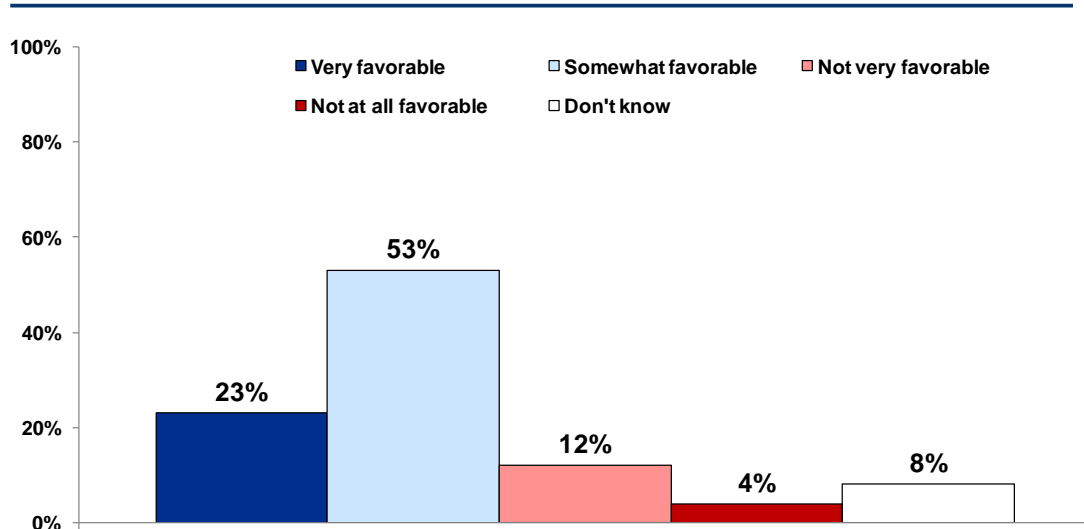
After being read a description of the Connecticut Energy Efficiency Fund, about three-quarters have a favorable opinion of it: 23% are very favorable, while 53% are somewhat favorable. Sixteen percent have an unfavorable opinion of the Connecticut Energy Efficiency Fund: 12% are not very favorable, while 4% are not at all favorable towards the organization.

Among those who have participated in a Connecticut Energy Efficiency Fund program (n=165), 27% are very favorable towards the Connecticut Energy Efficiency Fund, 59% are somewhat favorable, 8% are not very favorable and 2% are not at all favorable.

The programs offered by CEEF are funded by a small charge (three-tenths of a cent per kilowatt-hour, or kWh) on customers' bills. If you typically use 400 kWh per month, the cost for the Fund would be \$1.20. Please read the following, brief description of the Connecticut Energy Efficiency Fund:

Created to address Connecticut's rapidly growing energy needs and costs, the Connecticut Energy Efficiency Fund offers residents everything from incentives to replace energy-wasting appliances with newer, more efficient models, to rebates on energy-saving lighting products and air conditioners. For businesses, there are innovative programs to maximize energy efficiency, lower operating costs and improve productivity. The Connecticut Energy Efficiency Fund (CEEF) is the result of a partnership with the state's utility companies and funded by a small charge on customers' bills.

Based on your knowledge of the CEEF or the description you just read, do you have a favorable or unfavorable opinion of the CEEF?



- Thirty percent of those who were previously aware of the Connecticut Energy Efficiency Fund have a very favorable opinion of it, compared with 22% of those who were not previously aware of the organization.

Among those who have a favorable opinion of the Connecticut Energy Efficiency Fund, the top reason given is that it *saves or conserves energy* (31%). Fourteen percent like that it *saves money*, and 13% make general positive comments.

Eight percent believe *it is a small amount to pay or a good investment*, while 7% say it is *good for the environment or will reduce their carbon footprint*. Seven percent need more information about the Connecticut Energy Efficiency Fund, and 6% believe this is a *good incentive or it will entice people to change*. Four percent *didn't know about the program or charges*, 4% believe it *helps people*, and 4% say it *promotes efficiency or raises awareness*.

Five percent, while holding a favorable opinion overall, *dislike the charge or think consumers should not pay for it*, while another 5% are *skeptical about the program or its funding*. Four percent *dislike being charged automatically or the fact that it is not optional*, 3% *dislike paying for what others use*, and 2% make generally negative comments.

The following comments are each made by 1% of respondents: *needs publicity, does not benefit renters, like that those who use more pay more* and because they would like to *participate or have participated*. Seven percent mention some other reason, while 12% don't know why they are at least somewhat favorable towards the Connecticut Energy Efficiency Fund.

(If favorable, n=493)
Why do you have a favorable opinion of the CEEF?
(Multiple response allowed)

Saves energy/conserves energy	31%
Saves money	14
Positive comments (general)	13
Small amount to pay/Good investment	8
Good for environment/ Reduce carbon footprint	7
Need more information	7
Good incentive/Entice people to change	6
Dislike charge/Consumers should not pay for it	5
Skeptical about program/funding	5
Dislike being charged automatically/Not optional	4
Didn't know about program/charges	4
Helps people/those that need it	4
Promotes efficiency/Raises awareness	4
Dislike paying for what others use	3
Negative comments (general)	2
Needs publicity	1
Does not benefit renters	1
Those who use more, pay more	1
Want to/have participated	1
Other	7
Don't know	12

Those who have an unfavorable opinion of the Connecticut Energy Efficiency Fund (16% of the overall sample, or n=104) were then asked to explain why they have an unfavorable opinion. Of this sub-set, 42% *dislike the charge* or say that *customers should not pay for it*. Twenty-seven percent *dislike being charged automatically* or the fact that it is *not optional*.

Fifteen percent *dislike paying for what others use*, while 13% make generally negative comments. Six percent *didn't know about the program or charges*, while one respondent is *skeptical about the program or its funding*. One respondent says the Connecticut Energy Efficiency Fund *needs publicity*, and another one complains that it *does not benefit renters*. Five percent make some other comment, while 9% don't know why they have an unfavorable opinion of the Connecticut Energy Efficiency Fund.

(If unfavorable, n=104)
Why do you have an unfavorable opinion of the CEEF?
(Multiple response allowed)

Dislike charge/Consumers should not pay for it	42%
Dislike being charged automatically/ not optional	27
Dislike paying for what others use	15
Negative comments (general)	13
Didn't know about program/charges	6
Skeptical about program/funding	1
Need publicity	1
Does not benefit renters	1
Other	5
Don't know	9

Section II: Findings from the Commercial and Industrial Survey

Detailed Findings

Sixty-five percent of those surveyed say their business has participated in a program to save energy, while 35% say their business has not participated in such a program.

When asked to give the name and/or description of the program 50% name a *utility or energy provider*, and 27% describe a *lighting program*. Eleven percent mention *energy funds*, and 10% mention *lighting and HVAC*.

Seven percent say their business participated in a program centered around *motors*, 5% mention the *Connecticut Energy Efficiency Fund*, and another 5% mention *refrigeration or cooling*. Four percent say their business participated in a program that was *government-sponsored*, and another 4% mention *rebates*. Three percent mention *Siemens*, 3% *gas* and another 3% mention *solar*. Two percent say it was an *HVAC program*. Seven percent mention some other program, while 10% don't know how to describe it.

(Ask if participated in program, n=94)

Please give me the name and/or description of the program.

Utility/Energy provider (various)	50%
Lighting	27
Energy funds (unspecified)	11
Lighting and HVAC	10
Motors	7
CEEF	5
Refrigeration/cooling	5
Government sponsored	4
Rebates	4
Siemens	3
Gas	3
Solar	3
HVAC	2
(Other)	7
(Don't know)	10

Those who say their business participated in a program were then asked to describe why their business chose to do so. Thirty-eight percent say the decision was made in order to *save money*, while 33% say it was to *save energy*. Eighteen percent mention a *rebate or incentive*, and 14% say the purpose was *energy efficiency*.

Eleven percent say participation was due to *equipment replacement*, 9% say it was to *cut costs*, and 4% mention *environmental concerns*. Eleven percent mention some other reason, while 5% don't know why or refuse to answer the question.

(Ask if participated in program, n=94)

Please tell me the main reasons your business participated in the program.

Save money	38%
Save energy	33
Rebate/incentive	18
Energy efficiency	14
Equipment replacement	11
Cut costs	9
Environmental Concerns	4
(Other)	11
(Don't know)	4
(Refused)	1

Among those who participated in an energy efficiency program, 64% say the program was provided by a *utility or electric company*. Six percent name *energy efficiency funds or programs*, and 4% say it was provided by the *government*. Four percent say it was provided by an *independent contractor*, and 3% name *Siemens*. Ten percent mention some other provider and 13% don't know who provided the program.

(If participated in program, n=94)

Do you know who provided the program(s) your business took part in? (If yes) Who provided the program(s)?

Utilities/electric company (various)	64%
Energy efficiency funds/programs	6
Government (state/federal)	4
Independent contractor	4
Siemens	3
(Other)	10
No/(Don't know)	13

Those whose businesses participated in a program were then asked who paid for the programs. Over one-third (36%) say a *utility* paid for the program(s), while 14% say the *customers* do so. Nine percent say their *company* paid for the program, while 6% cite an *energy efficiency fund or program*. Six percent say the *federal government* paid for the program, while another 6% say the *state government* footed the bill.

Three percent say *taxpayers or everyone* paid for the program and 5% mention some other source. Twenty-two percent don't know the source of funding.

(If participated in program, n=94)

Do you know who paid for the program(s) your business took part in? (If yes) Who paid for the program(s)?

Utilities (various)	36%
Customers	14
My company	9
Energy efficiency funds/programs	6
Federal government	6
State government	6
Taxpayers/everyone	3
(Other)	5
No/(Don't know)	22

Those who say their business has not participated in an energy efficiency program (n=50) were then asked why their businesses have not participated. Thirty-four percent say they are *not aware of programs*, while 22% say their facilities are *already efficient*.

Fourteen percent are *not allowed* to participate because of the corporate office or landlord, 12% have *no time*, and 10% say it is *too costly*. Six percent say their business does not pay for energy, and 2% *never researched it*. Eighteen percent don't know the reasons for not participating, or refused to answer the question.

(Ask if Q1=No, n=50)

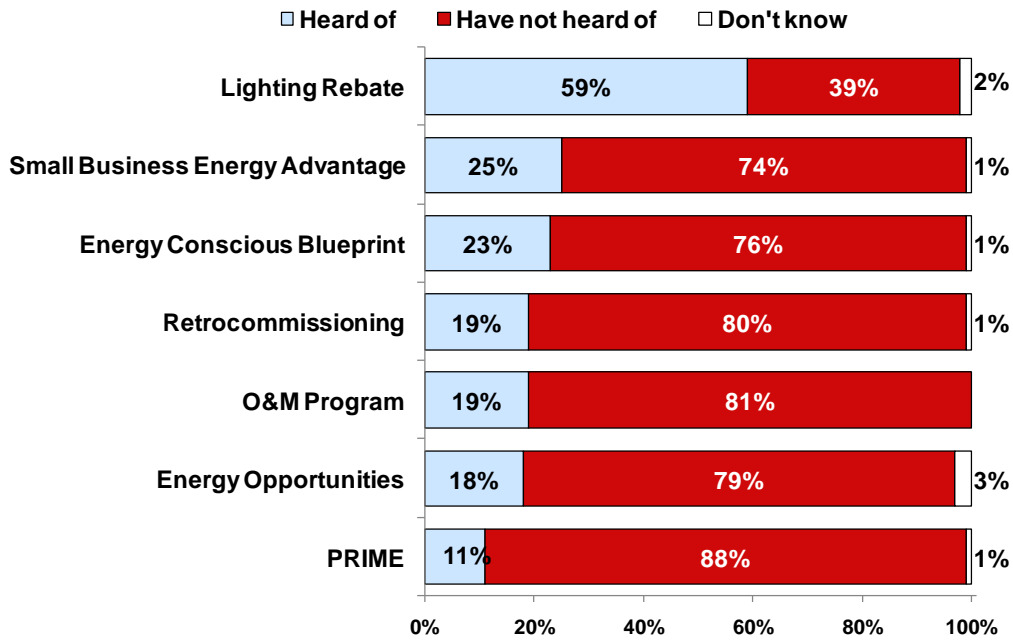
**Do you know why your business has not participated in any programs to save energy?
(Multiple responses allowed)**

(Not aware of programs)	34%
(Already efficient)	22
(Landlord, corporate office, etc. doesn't allow)	14
(No time)	12
(Too Costly)	10
(Don't pay for energy)	6
Never researched it	2
(Other)	2
(Don't know/Refused)	18

Fifty-nine percent of the overall sample has heard of lighting rebate program, while one-quarter have heard of the Small Business Energy Advantage program.

Twenty-three percent have heard of the Energy Conscious Blueprint program, and 19% have heard of Retrocommissioning. Nineteen percent have heard of the O&M program, and 18% have heard of Energy Opportunities. Eleven percent says they have heard of PRIME.

**I'm going to read you a list of energy programs.
For each one, please tell me if you have heard of the program.**

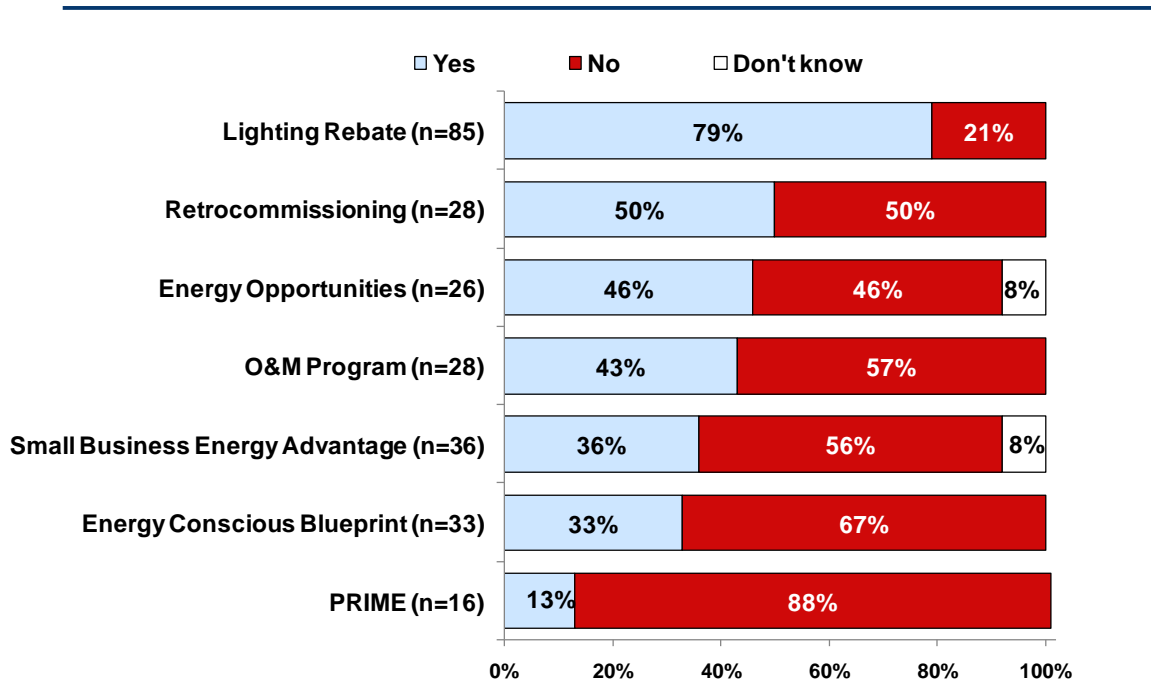


Those who have heard of each program were then asked if their business has participated in it. The numbers of those who have heard of each program are identified as **n** in the chart below.

Among those who have heard of the lighting rebate program (n=85), 79% have participated in the program. Half of the 28 respondents who have heard of Retrocommissioning have participated in the program. Twenty-six respondents have heard of the Energy Opportunities program; among this group, 46% say their business has participated in the program. Among those who have heard of the O&M program (n=28), 43% say their business has participated in it.

Thirty-six respondents have heard of the Small Business Energy Advantage Program; among that group, 36% say their business has participated in the program. Among the 33 respondents who have heard of Energy Conscious Blueprint, 33% say their business has participated in the program. Sixteen respondents have heard of the PRIME program; 13% of this group says their business has participated in the program.

**(For each one, if have heard of program)
Has your business participated in it?**



Those who have heard of each program were then asked if they knew the source of funding for the program. The numbers of those who have heard of each program are identified as **n** in the following chart.

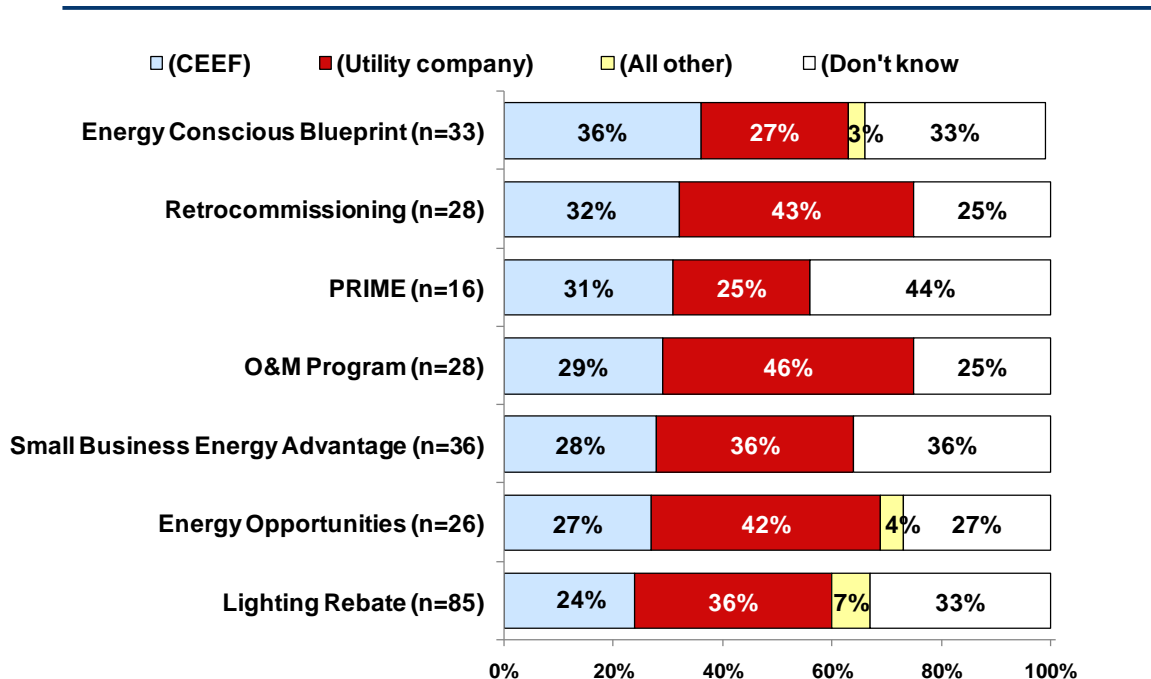
Of those who have heard of Energy Conscious Blueprint, 36% correctly identify the Connecticut Energy Efficiency Fund as the source of funding, 27% name a utility company, 3% give some other response, and 33% don't know who provides and pays for the program. Thirty-two percent of those who have heard of Retrocommissioning say the Connecticut Energy Efficiency Fund funds the program, 43% say a utility is the source of funding, and 25% don't know.

Thirty-one percent of those who have heard of PRIME say the Connecticut Energy Efficiency Fund provides and pays for the program, 25% say a utility does, and 44% don't know the source of funding. Twenty-nine percent of those who have heard of the O&M program say the Connecticut Energy Efficiency Fund is the source of funding, 46% say the utility is the source, and 25% don't know.

Of those who have heard of the Small Business Energy Advantage program, 28% say the Connecticut Energy Efficiency Fund funds the program, 36% say it is the utility, and 36% don't know. Twenty-seven percent of those who have heard of Energy Opportunities say the program is funded by the Connecticut Energy Efficiency Fund, 42% say it is the utility, 4% cite some other source and 27% don't know.

Almost one-quarter (24%) of those who have heard of lighting rebates say the Connecticut Energy Efficiency Fund provides and pays for the program, while 36% name a utility, 7% choose some other source and 33% don't know.

**(For each one, if have heard of program)
Do you know who provides and pays for this program?**



Connecticut Energy Efficiency Fund Program Participation

Overall Connecticut Energy Efficiency Fund Program Participants

Seventy-four respondents say their business has participated in a Connecticut Energy Efficiency Fund program. Of those 74, 68 are satisfied with their program(s) (54 very, 14 somewhat). One respondent is not at all satisfied with the program their business participated in, and 5 don't know how to rate their satisfaction. In addition, of these 74 respondents:

- 60 have heard of the Connecticut Energy Efficiency Fund before this survey
- 41 correctly identify the Connecticut Energy Efficiency Fund's source of funding
- 60 have a favorable opinion of the Connecticut Energy Efficiency Fund (based on either prior knowledge or the given description)
- 47 have taken other steps to decrease household energy use

Energy Conscious Blueprint

Eleven respondents say their business has participated in Energy Conscious Blueprint. Of those 11, 10 are satisfied with the program (9 very, 1 somewhat). One does not know how to rate their satisfaction. In addition, of these 11 respondents:

- 11 have heard of the Connecticut Energy Efficiency Fund before this survey
- 11 correctly identify the Connecticut Energy Efficiency Fund's source of funding
- 11 have a favorable opinion of the Connecticut Energy Efficiency Fund
- 7 have taken other steps to decrease household energy use

Energy Opportunities

Twelve respondents say their business has participated in Energy Opportunities. Of those 12, 11 are very satisfied with the program, while 1 is not sure how to rate their satisfaction. In addition, of these 12 respondents:

- 10 have heard of the Connecticut Energy Efficiency Fund before this survey
- 9 correctly identify the Connecticut Energy Efficiency Fund's source of funding
- 12 have a favorable opinion of the Connecticut Energy Efficiency Fund
- 8 have taken other steps to decrease household energy use

O&M Program

Twelve respondents say their business has participated in the O&M Program. Of those 12, 12 are satisfied with the program (9 very, 3 somewhat). In addition, of these 12 respondents:

- 12 have heard of the Connecticut Energy Efficiency Fund before this survey
- 10 correctly identify the Connecticut Energy Efficiency Fund's source of funding
- 11 have a favorable opinion of the Connecticut Energy Efficiency Fund
- 8 have taken other steps to decrease household energy use

Retrocommissioning

Fourteen respondents say their business has participated in Retrocommissioning. Of those 14, all 14 are very satisfied with the program. In addition, of these 14 respondents:

- 13 have heard of the Connecticut Energy Efficiency Fund before this survey
- 11 correctly identify the Connecticut Energy Efficiency Fund's source of funding
- 12 have a favorable opinion of the Connecticut Energy Efficiency Fund
- 11 have taken other steps to decrease household energy use

PRIME

Two respondents say their business has participated in PRIME. Of those 2, both are very satisfied with the program. In addition, of these 2 respondents:

- 2 have heard of the Connecticut Energy Efficiency Fund before this survey
- 2 correctly identify the Connecticut Energy Efficiency Fund's source of funding
- 2 have a favorable opinion of the Connecticut Energy Efficiency Fund
- 2 have taken other steps to decrease household energy use

Small Business Energy Advantage

Thirteen respondents say their business has participated in Small Business Energy Advantage. Of those 13, 13 are satisfied with the program (11 very, 2 somewhat). In addition, of these 13 respondents:

- 13 have heard of the Connecticut Energy Efficiency Fund before this survey
- 11 correctly identify the Connecticut Energy Efficiency Fund's source of funding
- 11 have a favorable opinion of the Connecticut Energy Efficiency Fund
- 11 have taken other steps to decrease household energy use

Lighting Rebate

Sixty-seven respondents say their business has participated in Lighting Rebate. Of those 67, 63 are satisfied with the program (51 very, 12 somewhat). One participant is not at all satisfied, and 3 don't know how to rate their satisfaction. In addition, of these 67 respondents:

- 54 have heard of the Connecticut Energy Efficiency Fund before this survey
- 36 correctly identify the Connecticut Energy Efficiency Fund's source of funding
- 54 have a favorable opinion of the Connecticut Energy Efficiency Fund
- 42 have taken other steps to decrease household energy use

Those who have heard of the programs were then asked all the ways their business first heard of these programs.

Twenty-six percent saw an ad or insert in a utility bill, while 23% learned of a program from a utility company account representative. Eighteen percent learned about programs from a contractor or vendor, while 15% relied on word of mouth. Six percent received direct mail on a program, and 6% learned from a website. Six percent learned about programs from Connecticut Light & Power, and 5% learned from a salesperson.

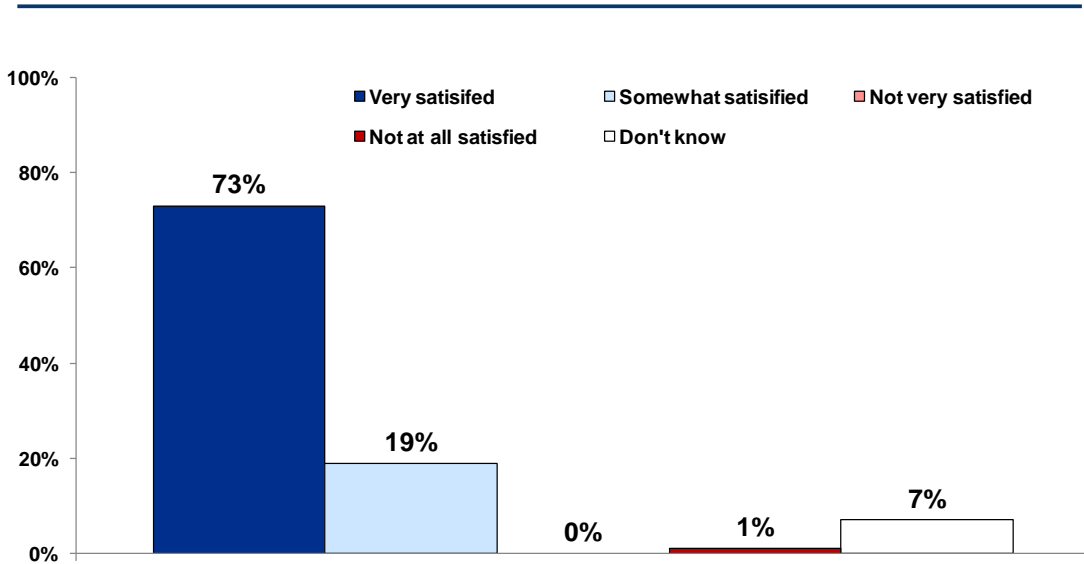
Three percent heard about programs from the Chamber of Commerce, 3% heard about it through the newspaper, radio or TV, 3% read about programs in a trade publication, 3% learned about programs from a landlord or property manager, and 3% learned about it from an informational meeting or seminar. Two percent learned about it at a utility industry event, 2% from utility company training, and 2% from trade organizations. Five percent learned about programs from some other source, and 3% don't know.

(If have heard of programs, Q7a-7g=Yes, n=65)
Please tell me all the ways your business first heard of the
programs for commercial and industrial customers.
(Multiple responses allowed)

(Ad or Insert in Utility Bill)	26%
(Utility company account rep)	23
(Contractor or Vendor)	18
(Word of mouth)	15
(Direct mail)	6
(Website)	6
Connecticut Light and Power	6
Salesperson	5
(Chamber of commerce)	3
(Newspaper/Radio/Television)	3
(Trade publications)	3
Landlord/Property manager	3
Informational meeting/seminar	3
(Utility company industry events)	2
(Utility company training)	2
(Trade organizations)	2
(Other)	5
(None)	2
(Don't Know)	3

Almost three-quarters (73%) of those who have participated in any Connecticut Energy Efficiency Fund program are very satisfied with that program. Nineteen percent are somewhat satisfied with their program, while 1% are not at all satisfied. Seven percent don't know how to rate their level of satisfaction.

(Ask if have participated in any CEEF program, n=74)
Overall, how satisfied are you with the program(s) your business participated in?



As noted above, a majority of those who participated in any Connecticut Energy Efficiency Fund program (92%) are either very or somewhat satisfied with the program(s).

When asked for reasons behind their ratings, 38% of those who are least somewhat satisfied note that they *saved money or have lower costs*, while 25% mention *good incentives or rebates*. Fourteen percent *saved energy*, and 12% say it was a *fast and smooth process*. Twelve percent say the *companies were easy to work with*.

Seven percent say they *received rebates quickly*, and 6% percent mention *better or more efficient equipment*. Three percent say they are *environmentally friendly*, and 1% say the program *paid for itself*.

Six percent say they *didn't save enough*, while 4% have various other complaints. Four percent complain of *late or slow payments or utility work* and 3% *wanted larger rebates*. One percent complains of *high utility rates*, and 3% make some other comment. Four percent don't know the reason behind their satisfaction rating.

(If satisfied, n=68)
Specifically, why do you feel that way?

Saved money/lower costs	38%
Good incentives/rebates	25
Save energy	14
Fast and smooth process	12
Companies were easy to work with	12
Quickly received rebates	7
Didn't save enough	6
Better/More efficient equipment	6
Other complaints (various)	4
Late/slow payments and utility work	4
Wanted larger rebates	3
Environmentally friendly	3
Paid for itself	1
High utility rates	1
(Other)	3
(Don't know)	4

The one respondent who was not at all satisfied with their program says it is because they *didn't save enough* on their lighting equipment.

Among those who have participated in any Connecticut Energy Efficiency Fund program (n=74), 64% have taken additional steps to decrease energy use while 36% have not or don't know. Fourteen percent have *energy efficient lighting*, while 12% have *sensors or timers*. Eleven percent says they are *upgrading equipment or devices*, while 9% are *conserving energy, or have an overall awareness*. Eight percent have a *new HVAC system*, and 7% have had an *internal energy investigation*.

Five percent *changed thermostat settings*, four percent have done some *recycling*, and 4% had a *leak test* performed. Three percent mention *building renovations*, 1% have had *internal energy education*, 1% got a *new energy provider*, and 1% had to *lay off employees or change employee schedule*.

(If participated in any CEEF program, n=74)

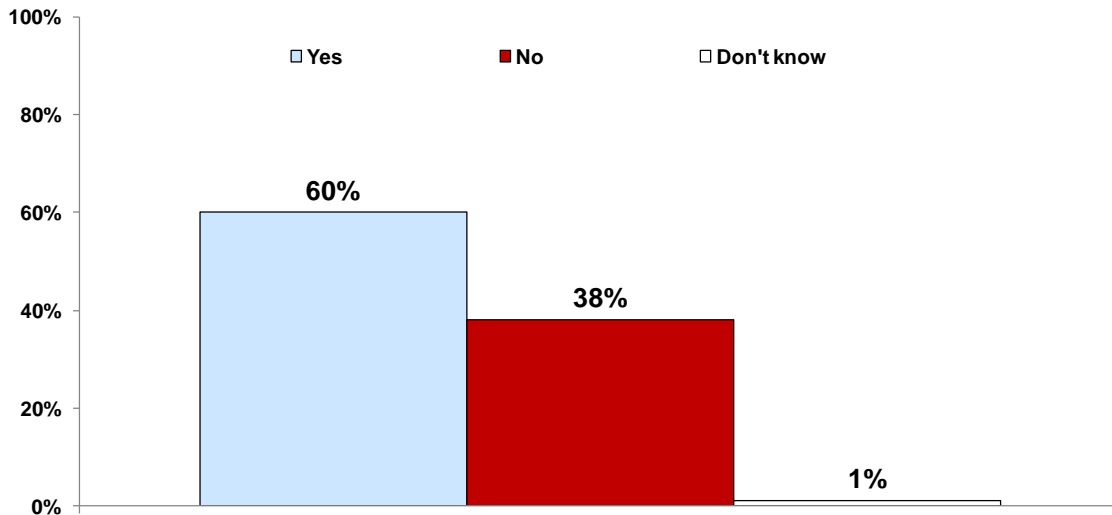
**Since your business participated in the program(s), has your business taken any other steps to decrease energy use?
(If yes): Please describe those steps.**

Energy efficient lighting	14%
Sensors/Timers	12
Upgrading equipment/devices	11
Conserving energy (overall awareness)	9
New HVAC system	8
Internal energy investigation	7
Changed thermostat settings	5
Recycling	4
Leak test	4
Building renovations	3
Internal energy education	1
New energy provider	1
Lay off employees/change employee schedule	1
(Other)	3
No	32
(Don't know)	4

Sixty percent say they have heard of the Connecticut Energy Efficiency Fund before taking the survey, while 38% have not, and 1% don't know.

Eighty-one percent of those who have participated in a Connecticut Energy Efficiency Fund program say they have heard of it before today, while 18% have not and 1% don't know.

Before today, have you ever heard of the Connecticut Energy Efficiency Fund, or CEEF?



- Eighty-eight percent of those in the Industrial sector have heard of the Connecticut Energy Efficiency Fund before this survey, compared with 52% of those in the Commercial sector.
- Thirty-nine percent of those who have not participated in a Connecticut Energy Efficiency Fund program have heard of the fund before this survey.

Those who have heard of the Connecticut Energy Efficiency Fund before this study (n=87) were then asked all the ways they first heard about the Connecticut Energy Efficiency Fund.

Sixteen percent heard about the Connecticut Energy Efficiency Fund from a contractor or vendor, and 14% saw an ad or insert in their utility bill. Fourteen percent heard about the Connecticut Energy Efficiency Fund from a utility company account rep, and 14% learned about it from a website. Thirteen percent heard about the Connecticut Energy Efficiency Fund via word of mouth, and 9% learned about it from the newspaper, radio or TV.

Seven percent heard about the Connecticut Energy Efficiency Fund at a seminar, and 5% heard about it through Connecticut Light & Power. Three percent heard about the Connecticut Energy Efficiency Fund through direct mail, and another 3% read about it in trade publications.

Two percent heard about the fund through utility company industry events, 2% through trade organizations, 2% through participation in other energy programs, 2% heard about it through their account manager, and 2% heard about it through an energy consultant or salesperson. One percent heard about the Connecticut Energy Efficiency Fund through the Chamber of Commerce, and another 1% heard about it through utility company training. Five percent mention some other source, and 13% don't know where they first heard about the Connecticut Energy Efficiency Fund.

(If have heard of CEEF, n=87)
Please tell me all the ways you remember first hearing about the
Connecticut Energy Efficiency Fund.
(Multiple responses allowed)

(Contractor or Vendor)	16%
(Ad or Insert in Utility Bill)	14
(Utility company account rep)	14
(Website)	14
(Word of mouth)	13
(Newspaper/Radio/Television)	9
Seminar	7
Connecticut Light and Power	5
(Direct mail)	3
(Trade publications)	3
(Utility company industry events)	2
(Trade organizations)	2
Participation in other energy programs	2
Account Manager (unspecified)	2
Energy Consultant/Salesperson	2
(Chamber of commerce)	1
(Utility company training)	1
(Other)	5
(None)	5
(Don't Know)	8

All respondents were then asked where the money comes from to pay for the Connecticut Energy Efficiency Fund programs. Forty-three percent say it's funded by charges on the utility bill, 13% say it is funded by state taxes, and 4% say it is funded by federal taxes. Three percent say the programs are paid for by the company, and 1% says the government stimulus funds the programs. Thirty-five percent don't know where they money comes from to pay for the Connecticut Energy Efficiency Fund programs.

Fifty-five percent of those who have participated in a Connecticut Energy Efficiency Fund program say it is funded by charges on their utility bill, while 12% say it is funded by state taxes. Four percent say federal taxes fund the program, 3% say it was paid for by their company, and one percent (or in this case, one respondent) says it is funded by the government stimulus. Almost one-quarter (24%) of those who have participated in a Connecticut Energy Efficiency Fund program say they don't know the source of its funding.

The Connecticut Energy Efficiency Fund, or CEEF, is responsible for funding the energy programs we discussed earlier. As far as you know, where does the money come from to pay for the Connecticut Energy Efficiency Fund programs?

Charges on utility bill	43%
State taxes	13
Federal taxes	4
Paid for by the company	3
Government Stimulus	1
(Don't know)	35

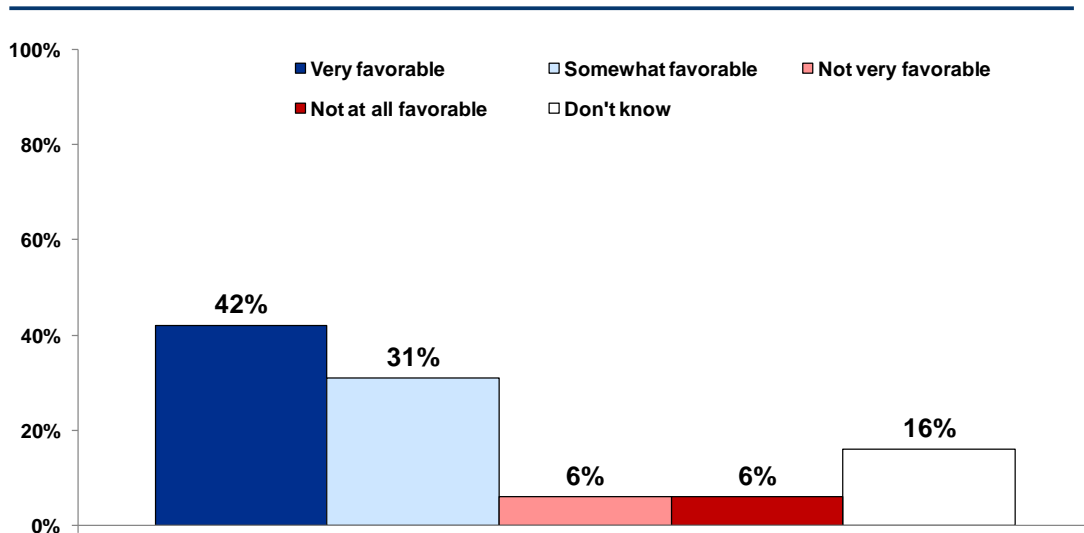
After being read a description of the Connecticut Energy Efficiency Fund, 42% have a very favorable opinion of it, while 31% have a somewhat favorable opinion. Twelve percent are not very favorable towards the Connecticut Energy Efficiency Fund, and 6% are not at all favorable. Sixteen percent don't know how to rate their opinion of the Connecticut Energy Efficiency Fund.

Among those who have participated in a Connecticut Energy Efficiency Fund program, 55% have a very favorable opinion of the fund, while 26% have a somewhat favorable opinion. Five percent have a not very favorable opinion, while 3% have a not at all favorable opinion of the Connecticut Energy Efficiency Fund. Eleven percent don't know how to articulate their opinion of the Connecticut Energy Efficiency Fund.

The programs offered by CEEF are funded by a small charge on customers' bills. The following is a brief description of the Connecticut Energy Efficiency Fund:

Created to address Connecticut's rapidly growing energy needs and costs, the Connecticut Energy Efficiency Fund offers residents everything from incentives to replace energy-wasting appliances with newer, more efficient models, to rebates on energy-saving lighting products and air conditioners. For businesses, there are innovative programs to maximize energy efficiency, lower operating costs and improve productivity. The Connecticut Energy Efficiency Fund (CEEF) is the result of a partnership with the state's utility companies and funded by a small charge on customers' bills.

Based on your knowledge of the CEEF or the description you just read, do you have a favorable or unfavorable opinion of the CEEF?



- Fifty-four percent of those who have previously heard of the Connecticut Energy Efficiency Fund have a very favorable opinion of it, compared with 24% of those who have not previously heard of it.

Those who have a favorable opinion of the Connecticut Energy Efficiency Fund (73% of the overall sample, or n=121) were then asked to explain why.

Fifteen percent say it *saves energy*, 11% say it *saves money* and 11% cite *good rebates or incentives*. Ten percent mention *higher rates or that it charges customers*, which may be a reason giving for having a somewhat favorable opinion rather than a very favorable one. Nine percent note that it *helps to upgrade equipment and technology*, 8% *need more information*, 8% say it is *environmentally friendly*, 8% say it is a *good program or concept*, and 8% say it *reduces costs*.

Six percent say it *improves energy efficiency*, and 6% make generally positive comments. Five percent say the Connecticut Energy Efficiency Fund *creates jobs or helps the economy*, and 5% say *good shared responsibility*. Three percent say the *program is easy to understand and work with*, 2% say the *fund is not only for energy efficiency*, and 2% complain that it is *too complicated and slow*. Four percent cite some other reason, and 10% don't know why they have a favorable opinion of the Connecticut Energy Efficiency Fund.

(Ask if favorable, n=121)

**Why do you have a favorable opinion of the CEEF?
(Multiple responses allowed)**

Saves energy	15%
Saves money	11
Good rebates/incentives	11
Higher rates/charges customers	10
Helps to upgrade equipment and technology	9
Need more info	8
Environmentally friendly	8
Good program/concept	8
Reduces costs	8
Improves energy efficiency	6
Positive comments (general)	6
Creates jobs/help economy	5
Good shared responsibility	5
Program is easy to understand and work with	3
Fund not only for energy efficiency	2
Too complicated and slow	2
(Other)	4
(Don't know)	10

Those who have a not very or not at all favorable opinion of the Connecticut Energy Efficiency Fund (12% of the overall sample, or n=16) were asked to explain. Ten respondents (63%) cite *higher rates or charges customers*, and two respondents (13%) say the *fund is not only for energy efficiency*. One respondent (6%) says it is *too complicated and slow*, while another (6%) says they *need more information*. Three respondents don't know why they have an unfavorable opinion of the Connecticut Energy Efficiency Fund.

(Ask if unfavorable, n=16)

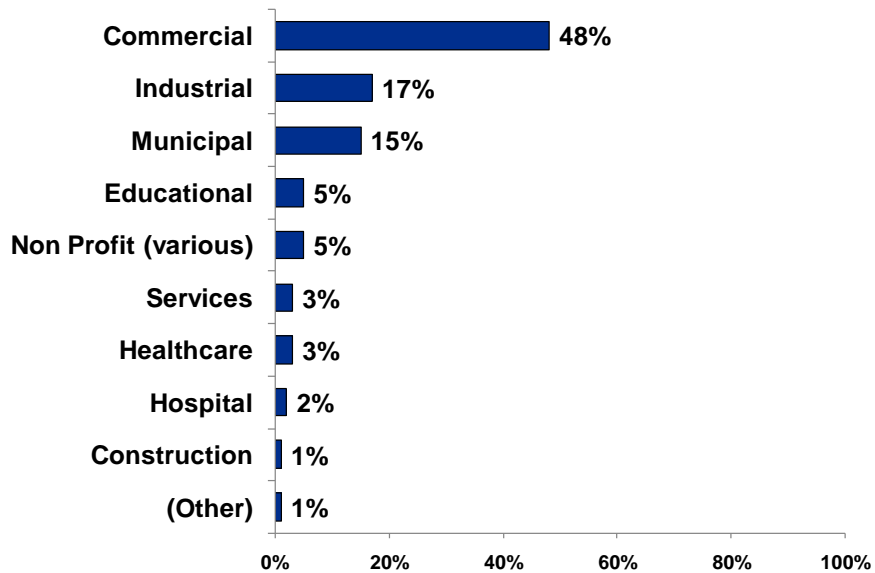
**Why do you have an unfavorable opinion of the CEEF?
(Multiple responses allowed)**

Higher rates/charges customers (n=10)	63%
Fund not only for energy efficiency (n=2)	13
Too complicated and slow (n=1)	6
Need more information (n=1)	6
(Don't know/Refused, n=3)	19

Business characteristics

Almost half (48%) have a commercial business, while 17% classify their business as industrial. Fifteen percent describe their business as municipal, 5% educational, and 5% non-profit. Three percent provide services, 3% are in healthcare and 2% are in a hospital. One percent is in construction, and 1% names some other sector.

Is your business primarily:



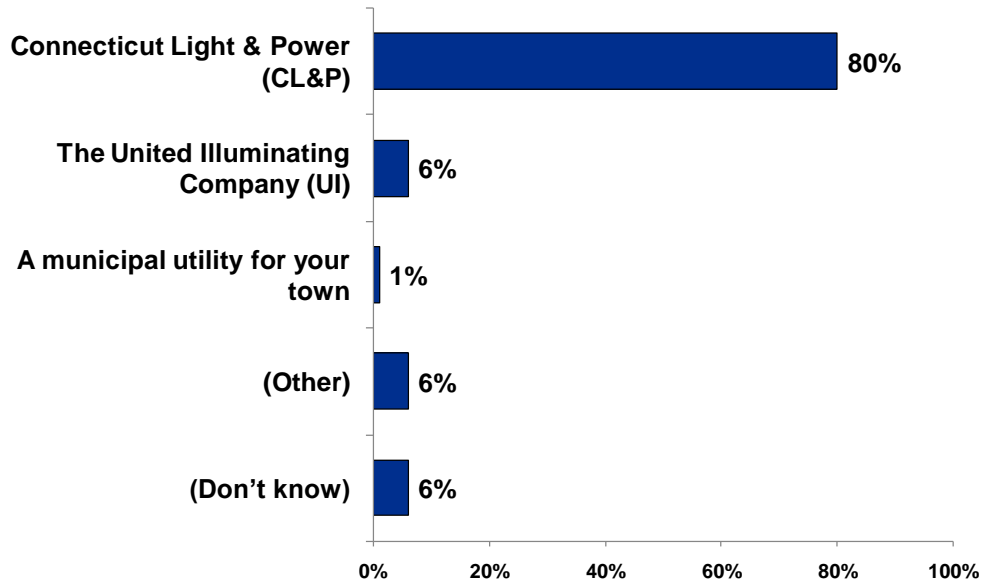
Sixteen percent are in service, 13% retail, 11% real estate and 10% heavy manufacturing. Eight percent are in public services, 7% in the government, 6% in healthcare, 6% in education and 6% in construction. Five percent are in the auto industry, 3% are in repair or maintenance, and 3% are with a religious institution. Two percent are in light manufacturing, and 2% are in printing. Three percent are in some other sector, and 2% don't know how to answer the question or refused.

How would you describe this business' main product or service?

Service	16%
Retail	13
Real estate	11
Heavy manufacturing	10
Public Services	8
Government	7
Healthcare	6
Education	6
Construction	6
Food	5
Auto	5
Repair/Maintenance	3
Religion	3
Light manufacturing	2
Printing	2
(Other)	3
(Don't know)	2

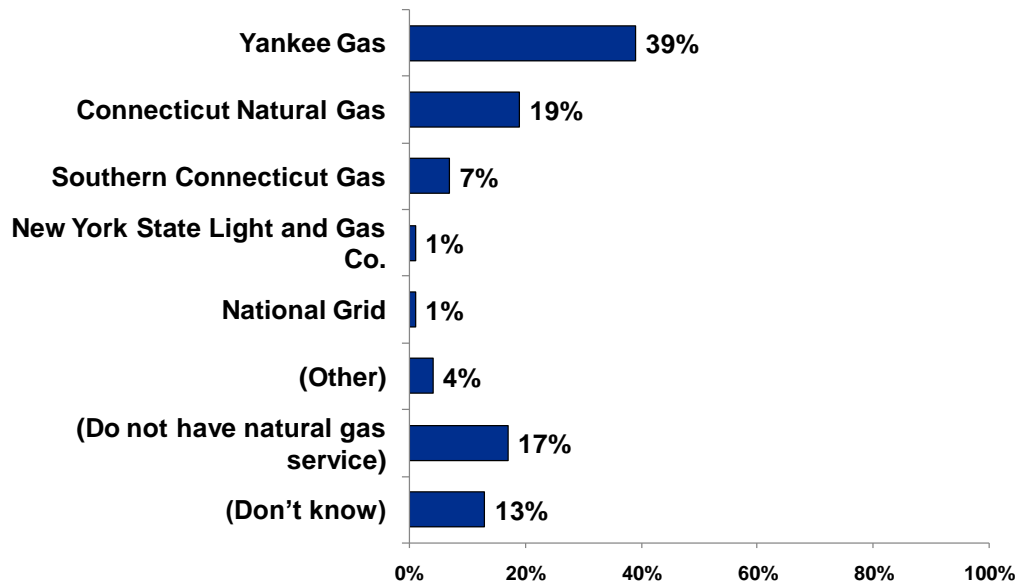
Eighty percent are customers of Connecticut Light & Power, 6% are with United Illuminating, and 1% are with a municipal utility for their town. Six percent mention some other provider, and another 6% don't know.

Which electric utility provides your business with electric service?



Thirty-nine percent get their gas from Yankee Gas, and 19% get it from Connecticut Natural Gas. Seven percent are customers of Southern Connecticut Gas, 1% are with New York State Light and Gas Co, and 1% are with National Grid. Four percent mention some other supplier, and 17% do not have natural gas service. Thirteen percent don't know.

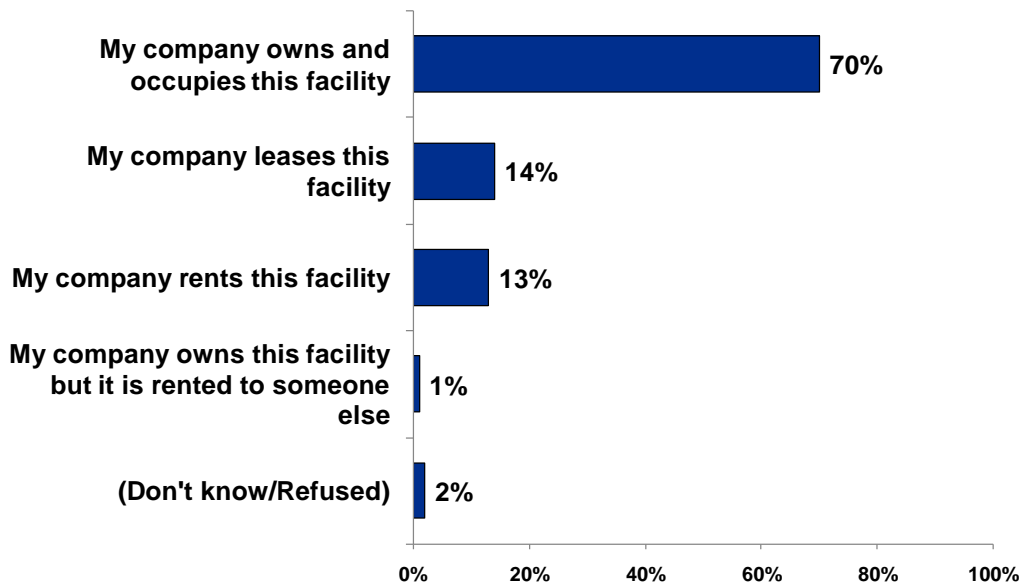
If your business is a natural gas customer, which gas utility provides the service?



- Almost one-quarter (23%) of those in the Commercial sector do not have natural gas service.

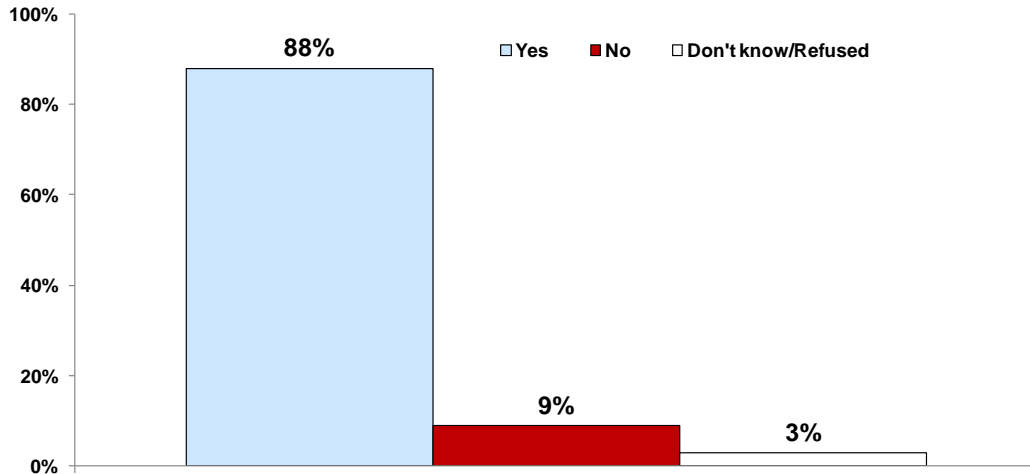
Seventy percent say their company owns and occupies this facility at their location, while 14% say their company leases the facility. Thirteen percent say their company rents the facility, and 1% says their company owns the facility, but it is rented to someone else. Two percent don't know or refused to answer the question.

Which of the following best describes the ownership of the facility located at (LOCATION)?



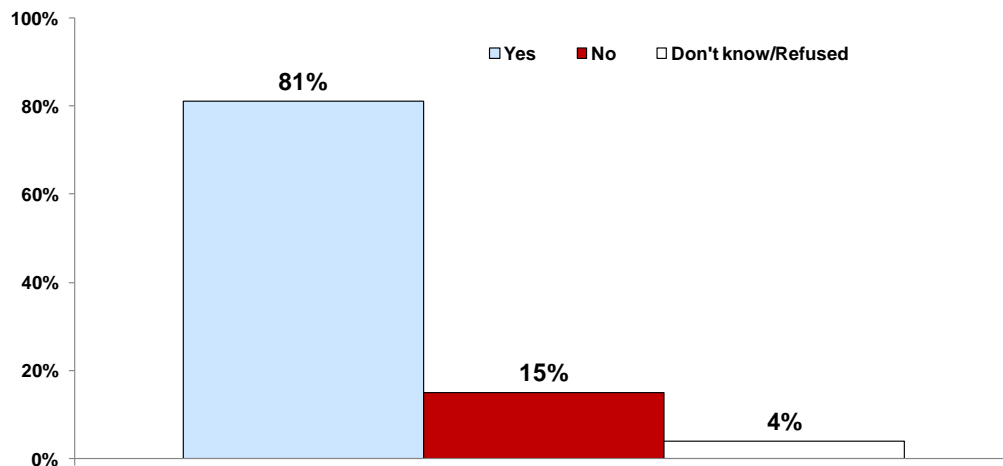
Almost all (88%) say their company pays the utility bills at their location. Nine percent say they do not, and 3% don't know either way.

Does your company pay the utility bills at this location?



Eighty-one percent say their company has the ability to make major energy efficient improvements to the property, 15% say they do not, and 4% don't know.

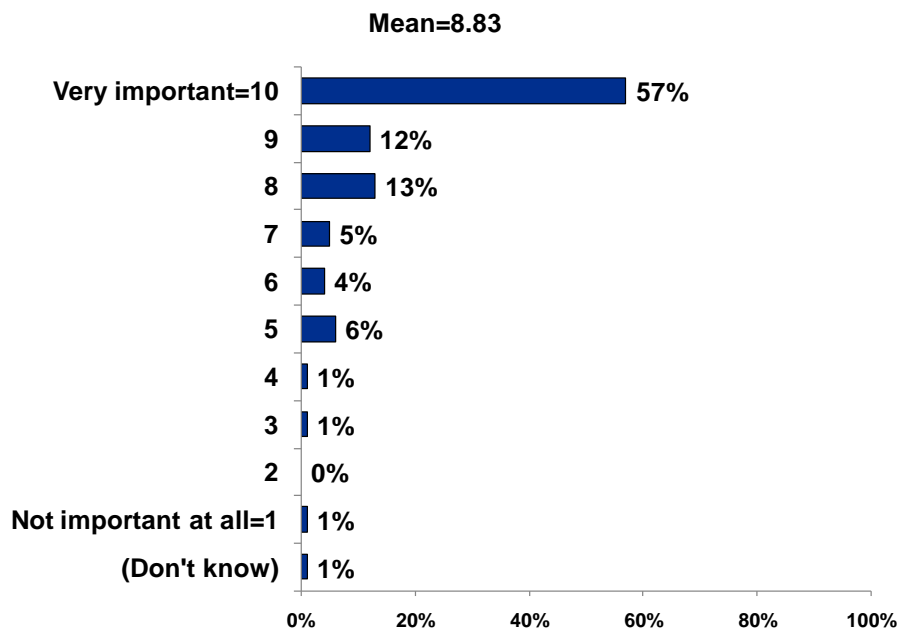
Does your company have the ability to make major energy efficient improvements to the property?



Over half (57%) say saving energy is very important to their company using a scale of 1 (meaning *not important at all*) to 10 (meaning *very important*). Twelve percent give a high rating of 9, and 13% give a rating of 8.

Five percent give a rating of 7, 4% give a rating of 6 and 6% give a rating of 5. Three percent give a rating of 4 or lower, and 1% don't know how to rate the importance of saving energy. The average rating given is 8.83.

On a scale of 1 to 10, where 1=*not important at all* and 10=*very important*, how important is saving energy to your company?



- Among those whose companies have participated in a Connecticut Energy Efficiency Fund program, the average importance rating given is 9.12.

Appendix: Survey Instruments

1. Have you ever participated in a program to save energy in your home? This may include things like getting a rebate on compact florescent lights or other household products, or services like having your house evaluated to identify ways to save more energy. (If yes): Please give the name and/or description of the program.
 1. Yes, specify
 2. No
 3. Don't know

2. Do you know who sponsored the program(s) you took part in? (If yes) Who sponsored the program(s)?
 1. Yes, specify
 4. No
 5. Don't know

Please look at the logo below.



3. Have you seen this logo before today?
 1. Yes
 2. No
 3. Don't know

4. What organization is this logo for? (OPEN END)

5. (ASK IF Q3=YES) Where did you see this logo before today?
 1. Newspaper ad
 2. Ad in my utility bill
 3. Brochure mailed to my home
 4. Promotion at a store, please specify the store in the box below.
 5. On a package of an item I purchased.
 6. Through a website, please specify the website in the box below.
 7. Other, please specify in the box below.

6a–6m. Below is a list of energy programs. For each one, please indicate if you have heard of the program, and if so, if you have participated in it:

	Heard of	Participated in	Have not heard of or participated in
a. Home Energy Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Energy Star Homes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Wait Until 8	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. WRAP	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. HELPS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Ductless Heat Pump	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Weatherization Assistance Program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Energy Star Appliance Rebates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Compact Fluorescent Light (CFL) Price Cuts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Product Catalog	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. High Efficiency Gas Water Heaters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. Smart Living Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m. Residential New Construction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. Have you participated in any other programs that are not listed above? If yes, please describe the program(s).
 1. Yes, specify:
 2. No
 3. Don't know

8. (Skip if have not participated in any program) Overall, how satisfied are you with the program(s) you participated in?
 1. Very satisfied
 2. Somewhat satisfied
 3. Not very satisfied
 4. Not at all satisfied
 5. Don't know

9. (Skip if have not participated in any program) Since you participated in the program(s), have you taken any other steps to decrease your household energy use?
 1. Yes
 2. No
 3. Don't know

10. Before today, have you ever heard of the Connecticut Energy Efficiency Fund, or Connecticut Energy Efficiency Fund?
 1. Yes
 2. No
 3. (Don't know)

11. (IF YES) Where did you hear about the Connecticut Energy Efficiency Fund?
 1. Newspaper ad
 2. Ad in my utility bill
 3. Brochure mailed to my home
 4. Utility representative
 5. Contractor
 6. Promotion at a store, please specify the store in the box below.
 7. Through a website, please specify the website in the box below.
 8. Other, please specify in the box below.

12. The Connecticut Energy Efficiency Fund is responsible for funding some of the energy programs listed earlier. As far as you know, where does the money come from to pay for the Connecticut Energy Efficiency Fund programs? (ROTATE ANSWER CATEGORIES)
 1. State taxes
 2. Federal taxes
 3. Charges on utility bill
 4. Paid for myself
 5. Other, specify:
 6. Don't know

13. The programs offered by Connecticut Energy Efficiency Fund are funded by a small charge (three-tenths of a cent per kilowatt-hour, or kWh) on customers' bills. If you typically use 400 kWh per month, the cost for the Fund would be \$1.20. Please read the following, brief description of the Connecticut Energy Efficiency Fund:

Created to address Connecticut's rapidly growing energy needs and costs, the Connecticut Energy Efficiency Fund offers residents everything from incentives to replace energy-wasting appliances with newer, more efficient models, to rebates on energy-saving lighting products and air conditioners. For businesses, there are innovative programs to maximize energy efficiency, lower operating costs and improve productivity. The Connecticut Energy Efficiency Fund (Connecticut Energy Efficiency Fund) is the result of a partnership with the state's utility companies and funded by a small charge on customers' bills.

Based on your knowledge of the Connecticut Energy Efficiency Fund or the description you just read, do you have a favorable or unfavorable opinion of the Connecticut Energy Efficiency Fund?

1. Very favorable
 2. Somewhat favorable
 3. Not very favorable
 4. Not at all favorable
 5. Don't know
14. (If favorable/unfavorable): Why do you have a (favorable/unfavorable) opinion of the Connecticut Energy Efficiency Fund?
15. Which electric utility provides you with electric service?
1. Connecticut Light & Power (CL&P)
 2. The United Illuminating Company (UI)
 3. A municipal utility for your town
 5. Other, specify:
 5. Don't know
16. If you are a natural gas customer, which gas utility provides your service?
1. Yankee Gas
 2. Southern Connecticut Gas
 3. Connecticut Natural Gas
 4. Other, specify:
 5. Don't know
 6. Do not have natural gas service
17. What kind of fuel do you use to heat your home?
1. Electric
 2. Natural Gas
 3. Fuel Oil
 4. Propane
 5. Other, please specify in the box below.
 6. Don't Know

The following demographic questions are used for statistical purposes only.

18. What type of residence do you live in?
 01. Single-family
 02. Duplex or two-family
 03. Triple-decker
 04. Apartment/condo in a 2-4 unit building
 05. Apartment/condo in a >4 unit building
 06. Townhouse or row house (adjacent walls to another house)
 07. Mobile home, house trailer
 00. Other, please specify:
 99. Refused

19. Do you own or rent your home?
 1. Own
 2. Rent
 3. Don't know/Refused

20. Approximately how old is your home or apartment? If you are not sure, your best guess is fine.
 1. 0-4 years old
 2. 5-10 years old
 3. 11-20 years old
 4. 21-50 years old
 5. 51 or more years old
 6. Don't know

21. What is your racial or ethnic heritage?
 1. White
 2. African-American, black
 3. Asian
 4. Latino, Hispanic
 5. Other, specify
 6. Refuse

22. What is the highest level of education that you have completed so far?
 1. Less than high school graduate
 2. High school graduate
 3. Technical or trade school graduate
 4. Some college
 5. College graduate
 6. Some graduate school
 7. Graduate degree
 8. Refused

Including yourself, how many people in your household fit into the following age groups?

23a. 0-17 years old (ENTER NUMBER)

23b. 18-64 years old (ENTER NUMBER)

23c. 65 or over (ENTER NUMBER)

24. Which category best describes your total household income in 2009 before taxes?

1. Under \$20,000

2. \$20,000 to \$39,999

3. \$40,000 to \$59,999

4. \$60,000 to \$79,999

5. \$80,000 to \$99,999

6. \$100,000 to \$149,999

7. \$150,000 or over

8. Refused

Introduction Language:

Hi, my name is _____ and I'm calling from Opinion Dynamics Corporation—an independent national public opinion firm—that is conducting research on energy efficiency-related issues in Connecticut. Are you the person in your company who makes decisions regarding energy equipment and usage? (CONTINUE WITH CORRECT PERSON) Your views are extremely important to us. It should take no longer than 15 minutes to complete. Your firm will not be identified in any analyses or reports. All information will be held in strict confidence.

1. Has your business ever participated in a program to save energy? This may include things like getting a rebate on energy efficient lighting or other products, or services like having your business evaluated to identify ways to save more energy.
 1. Yes—CONTINUE
 2. No—SKIP TO Q6
 3. (Don't know)—SKIP TO Q7a
2. Please give me the name and/or description of the program. (VERBATIM RESPONSE)
3. Please tell me the main reasons your business participated in the program. (VERBATIM RESPONSE)
4. Do you know who *provided* the program(s) your business took part in? (If yes) Who provided the program(s)?
 1. Yes, specify
 4. No [PROBE: You don't have to know the exact source]
5. Do you know who *paid* for the program(s) your business took part in? (If yes) Who paid for the program(s)?
 1. Yes, specify
 4. No [PROBE: You don't have to know the exact source]
6. [Ask if Q1=No] Do you know why your business has not participated in any programs to save energy?
 1. (Not aware of programs)
 2. (No time)
 3. (Too Costly)
 4. (Already efficient)
 5. (Landlord, corporate office, etc. doesn't allow)
 6. (Don't pay for energy)
 7. (Other, specify)
 8. (Don't know/Refused)

I'm going to read you a list of energy programs. For each one, please tell me if you have heard of the program, and if so, if your business has participated in it.

7a-g. Have you heard of [PROGRAM]?

- SCALE:
1. Yes
 2. No
 3. (Don't know)

- 7a. Energy Conscious Blueprint
- 7b. Energy Opportunities
- 7c. O&M Program
- 7d. Retrocommissioning
- 7e. PRIME
- 7f. Small Business Energy Advantage
- 7g. Lighting Rebate

8a-g. (For each one, if have heard of program, ask): Has your business participated in it?

- SCALE:
1. Yes
 2. No
 3. (Don't know)

- 8a. Energy Conscious Blueprint
- 8b. Energy Opportunities
- 8c. O&M Program
- 8d. Retrocommissioning
- 8e. PRIME
- 8f. Small Business Energy Advantage
- 8g. Lighting Rebate

9a-g. (For each one, if have heard of program, ask): Do you know who provides and pays for this program? (DO NOT READ)

1. (Connecticut Energy Efficiency Fund, Connecticut Energy Efficiency Fund)
2. (Utility company)
3. (All other)
4. (Don't know)

- 9a. Energy Conscious Blueprint
- 9b. Energy Opportunities
- 9c. O&M Program
- 9d. Retrocommissioning
- 9e. PRIME
- 9f. Small Business Energy Advantage
- 9g. Lighting Rebate

10. [(If have heard of *any* programs, Q7a-7g=Yes)] Please tell me all the ways your business first heard of the programs for commercial and industrial customers. [MULTIPLE RESPONSE UP TO FIVE RESPONSES]
- 01. (Ad or Insert in Utility Bill)
 - 02. (Chamber of commerce)
 - 03. (Contractor or Vendor)
 - 04. (Direct mail)
 - 05. (Utility company account rep)
 - 06. (Utility company industry events)
 - 07. (Utility company training)
 - 08. (Newspaper/Radio/Television)
 - 09. (Trade organizations)
 - 10. (Trade publications)
 - 11. (Word of mouth)
 - 12. (Website)
 - 00. (Other, specify)
 - 96. (None)
 - 98. (Don't Know)
 - 99. (Refused)

11. [ASK EVERYONE] Has your business participated in any other programs to save energy that I didn't name? If yes, please describe the program(s).
- 1. Yes, specify:
 - 2. No
 - 3. Don't know

*[Skip Q12, Q13 and Q14 if have **not** participated in any program--Q1=No/DK, Q8a-8g=No/DK, and Q11=No/DK]*

12. Overall, how satisfied are you with the program(s) your business participated in?
- 1. Very satisfied
 - 2. Somewhat satisfied
 - 3. Not very satisfied
 - 4. Not at all satisfied
 - 5. Don't know

13. (Skip if Q12=Don't know) Specifically, why do you feel that way? (OPEN END)

14. Since your business participated in the program(s), has your business taken any other steps to decrease energy use?
- 1. Yes (Specify)
 - 2. No
 - 3. Don't know

15. [ASK EVERYONE] Before today, have you ever heard of the Connecticut Energy Efficiency Fund, or Connecticut Energy Efficiency Fund?
- 1. Yes
 - 2. No
 - 3. (Don't know)

16. (Ask if Q15=Yes) Please tell me all the ways you remember first hearing about the Connecticut Energy Efficiency Fund, [MULTIPLE RESPONSE UP TO FIVE RESPONSES]
01. (Ad or Insert in Utility Bill)
 02. (Chamber of commerce)
 03. (Contractor or Vendor)
 04. (Direct mail)
 05. (Utility company account rep)
 06. (Utility company industry events)
 07. (Utility company training)
 08. (Newspaper/Radio/Television)
 09. (Trade organizations)
 10. (Trade publications)
 11. (Word of mouth)
 12. (Website)
 00. (Other, specify)
 96. (None)
 98. (Don't Know)
 99. (Refused)
17. The Connecticut Energy Efficiency Fund, or Connecticut Energy Efficiency Fund, is responsible for funding the energy programs we discussed earlier. As far as you know, where does the money come from to pay for the Connecticut Energy Efficiency Fund programs? (ROTATE ANSWER CATEGORIES)
1. State taxes
 2. Federal taxes
 3. Charges on utility bill
 4. Paid for by the company
 5. (Other, specify)
 6. (Don't know)

18. The programs offered by Connecticut Energy Efficiency Fund are funded by a small charge on customers' bills. The following is a brief description of the Connecticut Energy Efficiency Fund:

Created to address Connecticut's rapidly growing energy needs and costs, the Connecticut Energy Efficiency Fund offers residents everything from incentives to replace energy-wasting appliances with newer, more efficient models, to rebates on energy-saving lighting products and air conditioners. For businesses, there are innovative programs to maximize energy efficiency, lower operating costs and improve productivity. The Connecticut Energy Efficiency Fund (Connecticut Energy Efficiency Fund) is the result of a partnership with the state's utility companies and funded by a small charge on customers' bills.

Based on your knowledge of the Connecticut Energy Efficiency Fund or the description I just read, do you have a favorable or unfavorable opinion of the Connecticut Energy Efficiency Fund?

1. Very favorable
 2. Somewhat favorable
 3. Not very favorable
 4. Not at all favorable
 5. Don't know
19. (Skip if Q18=Don't know): Why do you have a (favorable/unfavorable) opinion of the Connecticut Energy Efficiency Fund? (OPEN END)
20. Is your business primarily:
1. Commercial
 2. Industrial
 3. Municipal
 4. Hospital
 5. College or University
 6. (Other_____)
 7. (Don't know/Refused)
21. How would you describe this business' main product or service?
[RECORD VERBATIM]
22. Which electric utility provides your business with electric service?
1. Connecticut Light & Power (CL&P)
 2. The United Illuminating Company (UI)
 3. A municipal utility for your town
 4. (Other, specify):
 5. (Don't know)

23. If your business is a natural gas customer, which gas utility provides the service?
1. Yankee Gas
 2. Southern Connecticut Gas
 3. Connecticut Natural Gas
 4. (Do not have natural gas service)
 5. (Other, specify):
 6. (Don't know)
24. Which of the following best describes the ownership of the facility located at [LOCATION]?
1. My company owns and occupies this facility
 2. My company owns this facility but it is rented to someone else
 3. My company rents this facility
 4. My company leases this facility
 5. (Don't know)
 6. (Refused)
25. Does your company pay the utility bills at this location?
1. Yes
 2. No
 3. (Don't know)
 4. (Refused)
26. Does your company have the ability to make major energy efficient improvements to the property?
1. Yes
 2. No
 3. (Don't know)
 4. (Refused)
27. On a scale of "1" to "10", where "1" is "not important at all" and "10" is "very important", how important is saving energy to your company?
- | | | | | | | | | | | |
|----------------------|---|---|---|---|---|---|---|----------------|----|------------|
| Not important at all | | | | | | | | Very important | | Don't know |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |

I only have a few more general questions.

28. What is the approximate square footage of the *main building* of this facility? (IF NECESSARY: The main building may be where your main product or service is produced)
 1. Less than 5,000 sq ft
 2. 5,000-10,000 sq ft
 3. 10,000-20,000 sq ft
 4. 20,000-30,000 sq ft
 5. 30,000-40,000 sq ft
 6. 40,000-50,000 sq ft
 7. More than 50,000 sq ft
 8. (Don't know)

29. How many employees, full plus part-time, do you employ at this facility?
 1. Less than 10
 2. 10-50
 3. 51-100
 4. 101-250
 5. 251-500
 6. More than 500
 7. (Don't know/Refused)

30. On weekdays, how many hours per day is this facility in operation?
 1. 24 hours
 2. 1 shift (if operation is 8-10 hours)
 3. 2 shifts (if operation is 11-18 hours)
 4. (Don't know/Refused)

31. How old is this facility?
 1. Less than 2 years
 2. 2-5 years
 3. 6-10 years
 4. 11-20 years
 5. 21-30 years
 6. More than 30 years
 7. (Don't know)

32. Is the facility part of a chain?
 1. Yes
 2. No
 3. (Don't know)

[ASK IF Q32=Yes]

33. Are there other locations in Connecticut?

1. Yes
2. No
3. (Don't know)

34. As far as you know, have other facilities in Connecticut participated in these efficiency programs?

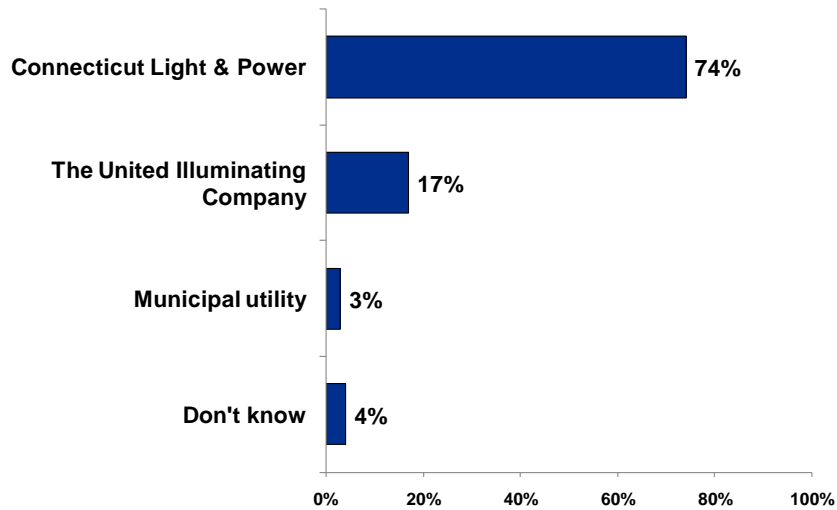
1. Yes
2. No
3. (Don't know)

Thank you, that's all the questions I have for you today.

Appendix: Residential Respondent Characteristics

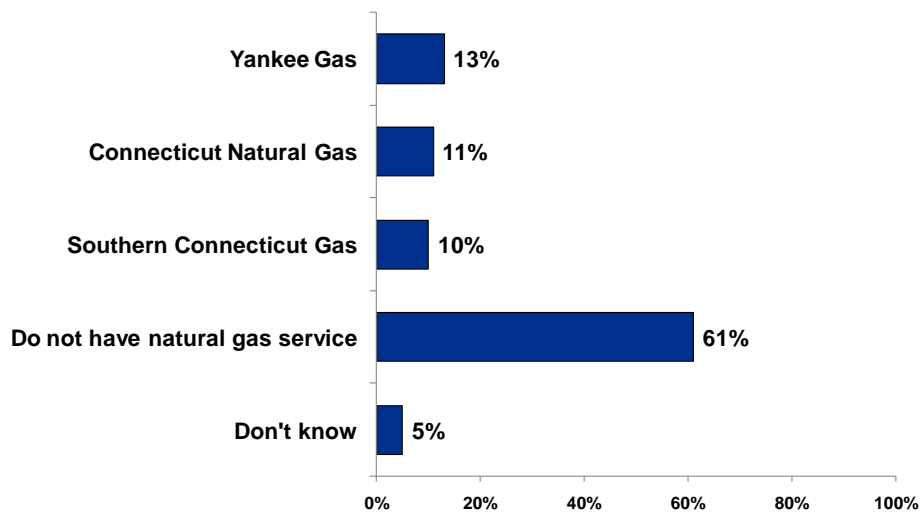
Almost three-quarters (74%) have Connecticut Light & Power (CL&P) provide their electricity, while 17% have the United Illuminating Company. Three percent have a municipal utility, while 4% don't know who their utility is.

Which electric utility provides you with electric service?



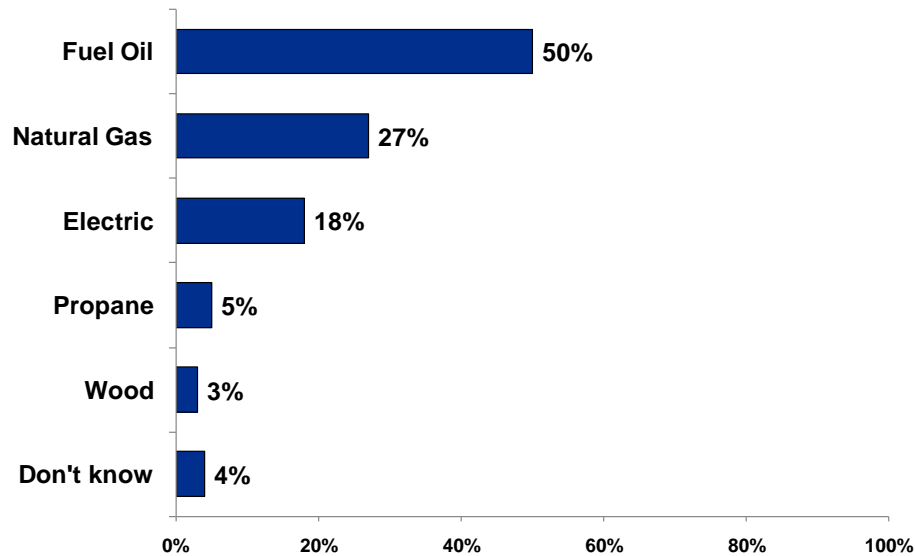
Sixty-one percent of the respondents do not have natural gas service, while 13% have Yankee Gas, 11% have Connecticut Natural Gas, and 10% have Southern Connecticut Gas.

If you are a natural gas customer, which gas utility provides your service?



Half of surveyed residents use fuel oil to heat their homes, while 27% use natural gas. Eighteen percent have electric heat, and 5% use propane. Three percent use wood, and 4% don't know what kind of fuel heats their home.

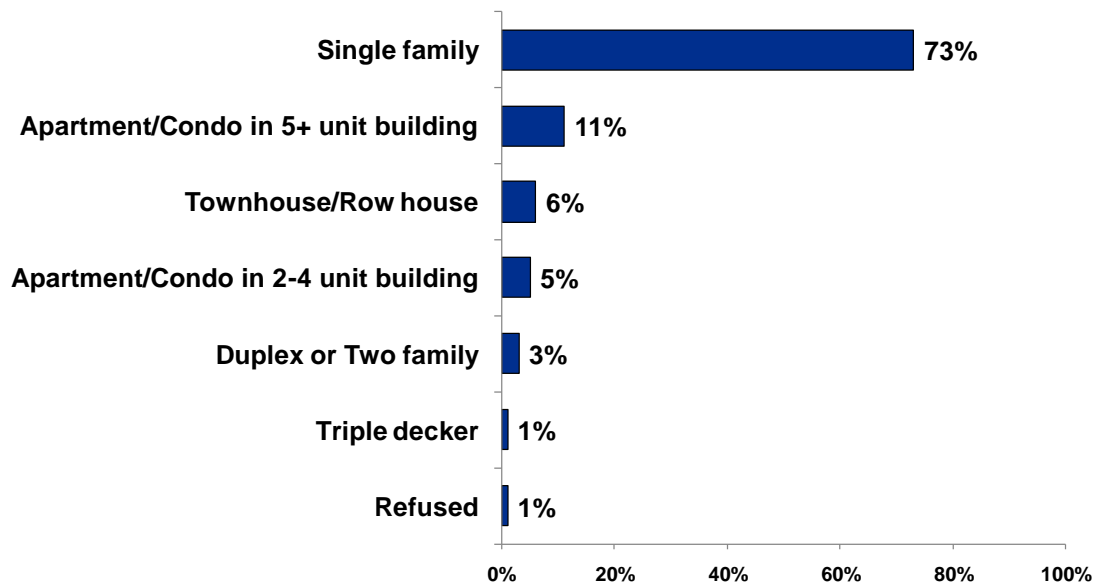
What kind of fuel do you use to heat your home? (Multiple response allowed)



- Homeowners (59%) are more likely than Renters (20%) to have fuel oil heat their home.
- Fifty-seven percent of those over the age of 35 heat their home with fuel oil, compared with 32% of those aged 18-35.
- Fifty-six percent of those who make \$60,000 or more per year have fuel oil heat their homes, while 35% of those who make less do the same.

Almost three-quarters (73%) live in a single family residence, while 11% live in a building with 5 or more units. Six percent live in a townhouse or row house, 5% live in a building with 2-4 units and 3% live in a duplex or two family. One percent lives in a triple-decker, and 1% refuses to indicate what type of residence they live in.

What type of residence do you live in?



- Those who have participated in a Connecticut Energy Efficiency Fund program (80%) are more likely than non-participants (71%) to live in a single family house.
- Seventy-nine percent of those over the age of 35 live in a single family house, compared with 60% of 18-35 year olds.
- Eighty-five percent of those with children in households live in a single-family home, compared with 69% of those without children in their household.

Respondent demographics are shown in the chart below.

Demographics

Own	77%	Income: Under \$20,000	2%
Rent	20	\$20,000 to \$39,999	8
		\$40,000 to \$59,999	12
Age of home: 0-4 years	5%	\$60,000 to \$79,999	14
5-10 years	8	\$80,000 to \$99,999	15
11-20 years	12	\$100,000 to \$149,999	19
21-50 years	45	\$150,000 or over	11
51 or more years	27	Refused	19
Ethnicity: White	87%	Education: Less than HS	-%
Asian	4	High school graduate	7
African-American, black	3	Tech/Trade school graduate	3
Latino, Hispanic	2	Some college	23
		College graduate	29
Minor in household: Yes	26%	Some graduate school	7
No	74	Graduate degree	29

- Among those with children in their household, 11% live in a single adult (aged 18-64) household, 61% live in a household with two adults, and 29% live in a household with three adults.

Appendix: Commercial Respondent Characteristics

Responding business demographics are shown in the chart below.

Demographics

Main building size: Less than 5,000 sq ft	17%	Operating hours: 24 hours	22%
5,000-10,000 sq ft	10	1 shift (if operation is 8-10 hours)	52
10,001-20,000 sq ft	11	2 shifts (if operation is 11-18 hours)	25
20,001-30,000 sq ft	4		
30,001-40,000 sq ft	6	Facility age: <2 years	3%
40,001-50,000 sq ft	3	2-5 years	3
More than 50,000 sq ft	32	6-10 years	7
		11-20 years	13
Employees: Less than 10	39%	21-30 years	18
10-50	17	>30 years	47
51-100	15		
101-250	4	Part of a chain? Yes	18%
251-500	6	No	80
More than 500	14	Don't know	2
Other CT locations? Yes	85%	Have other locations participated? Yes	54%
No	15	No/Don't know	46