One way to structure an index that is not solely a ranking of populations would be to assign specific values to these indicators. A survey respondent would then be given a "score" depending on their answers to questions related to these indicators. This quantitative "score" would aim to coordinate measures of behavior, attitudes, or lifestyle of an individual and reveal how that value changes as a function of changing conditions (such as price signals, more knowledge of ways to be efficient, attitudes after an educational campaign, etc.). Electric utility customers could be surveyed on their energy awareness (using cognitive, affective and behavioral indicators) before participating in a real-time pricing program, or an educational campaign. Those same customers could be surveyed afterwards, to determine how their "score" changes.

Although an analysis of this sort has many benefits, it is important to consider the drawbacks and difficulties as well. There are several questions to consider relating to the formation of an energy efficiency awareness index. For example, if indicators are to be given a score, how should the scale be structured? Does each indicator carry the same weight? Is each behavior or attitude worth the same in determining energy efficiency awareness? How many indicators does a person need to be at the top of the scale?

These questions uncover the complexity in creating an energy efficiency awareness index. It may be important to note that in order to evaluate the benefits of a certain energy efficiency program, determining changes in an entire population, on a collective scale, may be more valuable than an individual scale. This may reduce the need for a top of the scale, since all participants are being evaluated together, and focus is not placed on the score itself, but rather changes in that score after a certain population participates in an energy program.

Just as careful planning and implementation contribute to the success of energy programs, careful evaluation, verification and measurement of program outcomes are equally important. Evaluation and measurement of program results are not radical concepts. However, measuring specific energy avoided has been the traditional benchmark used. A more qualitative evaluation, to study trends in attitude and behavior, would represent a marked departure from current evaluation standards in Illinois.

If policy makers in Illinois hope to make progress toward implementing energy efficiency programs that change consumer behavior and increase energy-efficiency awareness, an index could prove valuable in setting benchmarks and documenting progress.

© 2007 Community Energy Cooperative, a project of the Center for Neighborhood Technology

---------- ***Confidential report, not for distribution*** ----------

Section 3: Final Recommendations and Conclusions

In 2005, when this study was proposed, 2006 was anticipated to be a critical year for Illinois utilities. The electrical utility restructuring process has been completed in 2007 and both Ameren and ComEd have increased rates for their customers, despite a show of opposition from Illinois state legislators. Customers are paying 25% to 50% more for electricity, and in comparison to the previous, artificially low rates, the shock of current electricity prices is particularly acute. The four-year experiment in consumer demand response through real-time pricing is underway.

At the state policy level, there has been little progress toward establishing policies or new standards for energy efficiency. Action on Governor Blagojevich's Sustainable Energy Plan has stalled. The flurry of activity at the Illinois Commerce Commission around establishing an Energy Efficiency Portfolio Standard, as well as the Renewable Energy Portfolio Standard, has abated.

On a national level, the long-awaited Federal Energy policy was introduced, but has been criticized for including too much reliance on traditional energy sources, or as the National Resource Defense Council states, "slower, costlier and dirtier" and fundamentally flawed (NRDC 2001). The National Action Plan for Energy Efficiency is a "call to action to utilities, state utility regulators, consumer advocates, consumers, businesses, state officials and other stakeholders to create an aggressive sustainable commitment to energy efficiency" (U.S. DOE and U.S. EPA 2006). Meanwhile, no funding for this campaign is available, and budgets for proven, successful energy efficiency programs have been cut.

Despite the inertia in public policy and legislative action, the place of energy in the public consciousness has undergone some noticeable changes during 2006. Energy becomes a priority for consumers when prices are high, but while prices for natural gas and oil continue to be volatile, they have not been as high as projected. Consequently, a strong public outcry for relief from the high costs of home heating, such as occurred in 2001, has not been a factor. The increase in electricity rates is currently provoking consumer complaints, but as of this time legislators have not seriously considered, recommendations to address these costs by reducing energy use.

However, the public perception of energy use reached a turning point in 2006 in response to the issue of global warming. Although controversy and dissent are still part of the debate, a majority of the public acknowledges the reality of the climate change issue. Part of this process has involved the message that an individual's personal energy use can have an impact on the future of the planet. There is a considerable distance between an individual acknowledging this message and that individual making actual changes in personal energy use. Nevertheless, concern – an important component of the context for change -- has definitely increased. Consumers are confused and concerned about what they can do. A survey by RBC Capital Markets found that 91% of Americans agree or strongly agree that more energy conservation

© 2007 Community Energy Cooperative, a project of the Center for Neighborhood Technology

---------- *Confidential report, not for distribution* ----------

programs are need, and 53% believe the U.S.'s current energy problems won't be solved in their lifetime (RBC Financial Group 2006).

To quote a well-known aphorism, "In crisis there is opportunity." How can Illinois meet this challenge? The Cooperative's work over the previous years has revealed a plethora of answers. Our challenge is to utilize these findings by helping to facilitate effective energy efficiency programs and policies.

The goals of this research project were twofold. One was to identify directions for the continued expansion and development of real-time pricing for residential consumers. The second was to enable the development of creative and effective energy efficiency programs in Illinois. The latter is a considerably more difficult goal to achieve. The research the Cooperative completed during this year provided us with numerous examples of programs that could be effectively implemented in Illinois and could produce significant energy savings. But programs and policies are not developed in a vacuum; they are part of political, economic, and social contexts that obviously cannot be controlled. Given this reality, and based on the progress that Illinois has made so far in energy efficiency programs, it is apparent that more broad based, fundamental recommendations are necessary. A discussion of these issues follows.

.

1. Evaluation and monitoring must be a required component of any program.

Over the past thirty years, thousands of programs have been launched, and an even more extensive body of literature and reports documents those programs. Not all programs will be successful, and unsuccessful programs – if critically analyzed – can provide important insights for future program development. But only a small minority of these programs have included real evaluation components or follow-up monitoring to determine whether or to what degree the stated results persist over time. Instead, most programs are measured by metrics that provide no real information about efficacy. For example, measures may include statistics about the marketing plan, or gross number of purchases or installations of products, but no quantitative information on energy usage
savings..

Compact fluorescent light bulb give-away programs provide a simple example of this issue. In most cases, the only metric reported is how many CFLs are given away. But other data is needed to determine the true impact of the program. Examples of other factors include: How many of the distributed bulbs were actually installed? What kind of bulbs did they replace? How many of the recipients were "free-riders", i.e., consumers who would have bought CFLs had they not been given away? How many recipients who received free CFLs were convinced to change their purchasing habits? The net result may be very different from the gross number of bulbs distributed.

Effective evaluations address both the process and impact of a project. In a best-case scenario, evaluation should be performed by a third party, with 3-5% of the program budget providing funding for this evaluation. Evaluation should also reach outside internal operations to include stakeholders, whenever possible. Finally, monitoring and evaluation need to be dynamic. Even

© 2007 Community Energy Cooperative, a project of the Center for Neighborhood Technology

---------- ***Confidential report, not for distribution*** ----------

the best-running program changes over time, and opportunities to adjust and improve program specifics according to these changes must be identified and incorporated into the program design

2. Social and behavioral research is essential for designing programs that work
The strict engineering approach to energy efficiency, which holds that technological fixes can eliminate energy inefficiencies, is recognized by most as a valuable but limited perspective. Understanding people's motivations and behavior is essential for developing effective energy efficiency programs. Once again, a large body of work documents programs that had less impact in saving energy than expected. In a review of the relatively little success that has been achieved in influencing consumers to take energy savings actions, Lutzenhiser (2004) argues "the story of this general non-adoption of energy conserving technologies and practices is the one with the greatest potential to inform our future efforts."

Since that time, the public response to the energy crisis in California demonstrated that significant reductions in energy use can be achieved by behavioral responses alone. Notably, these changes were not motivated primarily by economic interest. Beliefs such as civic responsibility and environmental concern provided the motivations. Lutzenhiser et al (2004) states that, "these findings point to a receptive population and a large as-yet-untapped reservoir of energy savings in the residential sector." This type of reservoir is certainly not unique to California.

This research has identified that participants on real-time pricing programs report attitudes that are significantly different than electricity customers using the standard rate. However, because these participants were not surveyed before they began the program, no baseline metrics are available. Therefore, we cannot make the critical determination of whether these attitudes were present before the participants were exposed to the real-time pricing program. The expansion of real-time pricing to most Illinois residential electricity consumers provides a unique and important opportunity for understanding this issue. The Cooperative will be conducting some basic surveying of the Ameren real-time pricing participants, but more-in depth study is recommended.

3. Effective communication drives program success
Even the most important information will not reach its audience if it is not communicated effectively. The message needs to capture the target audience's interest and be conveyed in an understandable and convincing way, or the communication attempt will fail. One of the most insightful "best practices" identified in our research, a handbook on motivating home energy use, developed much of its content by critically examining the failure of an expensive, large-scale public education campaign.

Communication requires choosing the right strategies to advance the message. A mass-market media campaign will have a very different look and feel than communications to a specific target audience. For audiences who speak different languages, the direct translation of an English-language communication may not be appropriate. The right communication vehicle is also important; different audiences require different approaches. For example, the credibility of established community organizations is important for reaching lower-income populations,

© 2007 Community Energy Cooperative, a project of the Center for Neighborhood Technology

---------- *Confidential report, not for distribution* ----------

whereas social networks are more influential for others. Communication messages can also "sell" energy efficiency by linking it to other non-energy benefits that are important to consumers, such as comfort in the home, environmental impact, or other values.

4. Strengthen the relationship between energy efficiency and demand response
Demand response and energy efficiency had previously been viewed as antagonistic, but recent work, including the Cooperative's experience with the Energy-Smart Pricing Plan, has shown that the two can be complementary. Real-time pricing provides participants with a context to examine their energy use, which is an important component of action – simply paying attention to electricity can make a difference in behavior. After a participants' attention is engaged, there are opportunities to motivate additional energy efficiency behaviors. To accomplish this, customers need to receive consistent messages with clear explanations of actionable options. Then, follow up and feedback is needed to reinforce these behaviors.

The deployment of real-time pricing state-wide is an important opportunity for promoting and instilling energy efficiency in Illinois. One example of an energy efficiency campaign that could be deployed with this audience is reducing phantom electricity losses.

The Community Energy Cooperative has learned many valuable lessons by analyzing case studies across the nation and by the in-depth study of the behaviors and attitudes of real-time pricing participants in Illinois. The wealth of data that was uncovered in this report exemplifies the fact that we are only beginning to understand the complexity of creating incentives for energy efficiency and demand response and more research is needed. The best measure of the success of this report will be the extent to which the stakeholders utilize the results and find them useful for guiding their plans for energy efficiency and demand reduction strategies in 2007 and beyond.

© 2007 Community Energy Cooperative, a project of the Center for Neighborhood Technology

---------- ***Confidential report, not for distribution*** ----------

References

Alliance to Save Energy. 2005. "Students Leading the Way 2004-2005: Energy Saving Success Stories from California." Washington, D.C., Alliance to Save Energy.

Ambient Devices. 2005. "Ambient Orb Product and Technology." http://www.ambientdevices.com/

Aronson, Elliot and Marti Hope Gonzoles. 1990. "Alternative Social Influence Processes Applied to Energy Conservation." In J. Edwards, R.S. Tindale, L. Heath & E.J. Posavac (Eds.), *Social Influence Processes and Prevention*. New York, Plenum.

Barbose, Galen, Charles Goldman, and Bernie Neenan. 2004. "A Survey of Utility Experience with Real Time Pricing." Lawrence Berkeley National Laboratory. Paper LBNL-54238. http://repositories.cdlib.org/lbnl/LBNL-54238. December.

Bender, Sylvia, Mithra Moezzi, Marcia Hill Gossard, and Loren Lutzenhiser. 2002. "Using Mass Media to Influence Energy Consumption Behavior: California's 2001 Flex Your Power Campaign as a Case Study." Paper presented at the ACEEE Summer Study on Energy Efficiency in Buildings. Pacific Grove, CA: August 18-23.

Borenstein, Severin. 2005. "The Long-Run Efficiency of Real-Time Electricity Pricing, revised." Berkeley, CA, University of California Energy Institute.

Community Energy Cooperative. 2002. "Capturing and Managing Consumer Benefits in the Changing Energy Marketplace: The Community Energy Cooperative Model." December.

Connor, Jessica, Margaret Hay, and Grahame Coleman. 2006. "Extension Through Education Programs with Kids: Who Are We Educating?" Monash University, Department of Psychology and Department of Primary Industries of Victoria, Australia.

[CPUC] California Public Utilities Commission. 2006. Decision 06-07-027, Section 10.3. *Final Opinion Authorizing Pacific Gas and Electric Company to Deploy Advanced Metering Infrastructure*. San Francisco, CA, California Public Utilities Commission. July 20.

Deloitte & Touche USA LLP. 2006. "Consumers Making Few Energy Related Lifestyle Changes: Deloitte Energy & Resources Study." Washington, D.C.: Deloitte & Touche.

[EIA] Energy Information Administration, United States Department of Energy. 2001. "Residential Energy Consumption Survey: Home Energy Uses and Costs." Washington, D.C.

Elliott, David J. 2003. "Sustainable Motivation: Status Report." Presentation at the United Nations Environment Program (UNEP): Division of Technology, Industry, and Economics in Paris, France, November 17.

© 2007 Community Energy Cooperative, a project of the Center for Neighborhood Technology

---------- ***Confidential report, not for distribution*** ----------

Energy Center of Wisconsin. 1999. "K-12 Energy Education Program Baseline Study." Madison, WI.

Energy Trust of Oregon. 2005. "Recommendations for Community-Based Energy Program Strategies: Final Report." Energy Trust of Oregon. June.

Esty, Daniel. 2001. "Toward Data-Driven Environmentalism: The Environmental Sustainability Index." *The Environmental Law Reporter*. Vol. 31, No. 5.

[FERC] Federal Energy Regulatory Commission. 2006. "Federal, State Regulators Convene Collaborative Dialogue on Coordination of Electricity Demand Response Policies." News Release, November 2.

Gatersleben, Steg, and Vlek, 2002. "Measurements and Determinants of Environmentally Significant Consumer Behavior." *Environment and Behavior*, Vol. 34, No. 3.

Goldberg, Marshall, Martin Kushler, Steven Nadel, Skip Laitner, Neal Elliott, and Martin Thomas. 1998. "Energy Efficiency and Economic Development in Illinois." Washington, D.C.: American Council for an Energy-Efficient Economy.

Hagler Bailly. 1999. "CBEE Baseline Study on Public Awareness and Attitudes Toward Energy Efficiency." Madison, WI.

Harrji, D.T., R.H. Socolow and R.C. Sonderegger. 1977. "Residential Energy Conservation: The Twin Rivers Project." *ASHRAE Trans*. Vol. 83, January.

Hirst, Eric. 2002. "Demand Response: How to Reach the Other Side." *Electric Perspectives*. Vol. 27, Issue 5, September/October.

Illinois Department of Commerce and Economic Opportunity. "The Illinois Sustainable Education Project." http://www.commerce.state.il.us/dceo/Bureaus/Energy_Recycling/Education/ISTEP_program.htm.

Isaacson, Marjorie, Larry Kotewa, Anthony Star, and Michael Ozog. 2006. "Changing How People Think About Energy." Paper presented at the ACEEE Summer Study on Energy Efficiency in Buildings Conference, Pacific Grove, CA, August 13-18.

Jelsma, Jaap. 2004. "Engineering Approach and Social Aspects of Energy Use: Mind the Gap, But Can It Be Closed?" Paper presented at the ACEEE Summer Study on Energy Efficiency in Buildings. Pacific Grove, CA. August 22-27.

KEMA-XENERGY. 2003. "Evaluation of the 2002 Statewide Education, Training and Services Program." Oakland CA: KEMA-XENERGY.

© 2007 Community Energy Cooperative, a project of the Center for Neighborhood Technology

---------- ***Confidential report, not for distribution*** ----------

Kiesling, Lynne. 2006. "NYT on Electricity: Metering and Asymmetric Information in Retail Markets." *Knowledge Problem: Commentary on Economics, Information and Human Action*. http://www.knowledgeproblem.com/archives/001874.html

King, Chris. 2004. "Integrating Residential Dynamic Pricing and Load Control: The Literature." *Energy Pulse*. CyberTech, Inc.

Klos, Mary. 2005. "Thermostat Pilot Evaluation Impact Report: Draft Report" Wisconsin Public Service.

Kunkle, Rick, L. Lutzenhiser, S. Sawyer and S. Bender. 2004. "New Imagery and Directions for Residential Sector Energy Policies." Paper presented at the ACEEE Summer Study on Energy Efficiency in Buildings. Pacific Grove, CA. August 22-27.

Kushler, Martin, Dan York, and Patti Witte. 2005. "Meeting Essential Needs: The Results of a National Search for Exemplory Utility-Funded Low Income EE Programs." Washington D.C.: American Council for an Energy Efficient Economy.

Lutzenhiser, Loren, Rick Kunkle, James Woods, Susan Lutzenhiser and Sylvia Bender. 2004. "Lasting Impressions: Conservation and the 2001 California Energy Crisis." Paper presented at the ACEEE Summer Study on Energy Efficiency in Buildings. Pacific Grove, CA. August 22-27.

McKenzie-Mohr, Doug. 1994. "Social Marketing for Sustainability: The Case of Residential Energy Conservation." *Futures*, March.

McKenzie-Mohr, Doug. "Fostering Sustainable Behavior Community Based Social Marketing: Quick Reference." http://www.cbsm.com.

McKenzie-Mohr, Doug and William Smith. 1999. *Fostering Sustainable Behavior.* Gabriola Island, Canada: New Society Publishers.

[MEEA] Midwest Energy Efficiency Alliance. 2003. "Illinois Residential Market Analysis: Final Report." Chicago: Midwest Energy Efficiency Alliance.

Messenger, Mike. 2005. "California Statewide Pricing Pilot (SPP): Overview and Results." Presentation by the California Energy Commission at the International Demand Response Seminar, San Francisco, CA. February 4.

Nadel, Steven, Anna Shipley, and R. Neal Elliott. 2004. "The Technological, Economic and Achievable potential for Energy Efficiency in the United States." Presented at the ACEEE Summer Study on Energy Efficiency in Buildings. Pacific Grove, CA. August 22-27.

NEED Project. 2006. "Blueprint for Success." Manassas, VA.

© 2007 Community Energy Cooperative, a project of the Center for Neighborhood Technology

---------- ***Confidential report, not for distribution*** ----------

[NEETF] National Environmental Education and Training Foundation. 2002. "Americans' Low 'Energy IQ:' A Risk to Our Energy Future." *The 10th Annual National Report Card: Energy Knowledge, Attitudes and Behavior*. Washington, D.C.: RoperASW.

Nevada Power and Sierra Pacific. 2005. "Expanding ENERGY STAR Lighting to the Hispanic Market in Nevada." Presentation for the Energy Star Lighting Partner Meeting, April 4.

[NJ BPU] New Jersey Board of Public Utilities. 2005. BPU Docket No. EO04060395. *Decision and Order on Rates and Tariffs Associated with the Time of Use Pilot Program*. Newark, NY, Board of Public Utilities. July 29. http://www.state.nj.us/bpu/wwwroot/energy/EO04060395_20050919.pdf

[NRDC] National Resources Defense Council. 2001. "Slower, Costlier, and Dirtier: A Critique of the Bush Energy Plan." New York, National Resources Defense Council.

Olson, Dan. 2006. "Dull, Old, Unloved and Still the Best Way to Save Energy Dollars" (includes an interview with Sheryl Carter, Natural Resources Defense Council), Minnesota Public Radio. June 28.

Parnell, Rosie and Olga Popovic Larsen. 2005. **"**Informing the Development of Domestic Energy Efficiency Initiatives, an Everyday Householder-Centered Framework." *Environment and Behavior*. Vol.37, No. 6, 787-807.

Perez, Richard. 1993. "Phantom Loads." *Home Power*. Vol. 37. October/November.

RBC Financial Group. 2006. "More Than Half of Americans Feel U.S. Energy Problems Won't Be Solved In Their Lifetime, Says RBC Capital Markets Survey." New York: RBC News Release. June.

Reed, John. H, A. Oh, T. Talerico, J. Riggert and K. Johnson. 2001. "Statewide Residential Customer Needs Assessment Study."

[RMI] Rocky Mountain Institute. 2006. "Demand Response: An Introduction; Overview of Programs, Technologies and Lessons Learned." Southwest Energy Efficiency Project.

Shipworth, Michelle. 2000. "Motivating Home Energy Action: A Handbook of What Works." Department of the Environment and Water Resources. Canberra ACT, Australia.

Staats, Henk. 2003. "Understanding Pro-Environmental Attitudes and Behavior: An Analysis and Review of Research Based on the Theory of Planned Behavior." In *Psychological Theories for Environmental Issues*, ed. Bonnes, Lee, and Bonaiuto, 99-120, Burlington, VT Ashgate Publishing Company.

© 2007 Community Energy Cooperative, a project of the Center for Neighborhood Technology

---------- ***Confidential report, not for distribution*** ----------

Star, Anthony, Larry Kotewa, Marjorie Isaacson, and Michael Ozog. 2006. "Real-Time Pricing is the Real Deal: An Analysis of the Energy Impacts of Residential Real-Time Pricing." Paper presented at the ACEEE Summer Study on Energy Efficiency in Buildings. Pacific Grove, CA. August 13-18.

Stein, Lynn Fryer. 2004. "Final Report: California Information Display Pilot Technology Assessment." Boulder, CO: Primen, Inc.

Summit Blue Consulting, LLC. 2004. "Evaluation of the 2003 Energy-Smart Pricing Plan^{SM} Final Report." Superior, CO: Summit Blue.

Summit Blue Consulting, LLC. 2005. "Evaluation of the 2004 Energy-Smart Pricing Plan^{SM} Final Report." Superior, CO: Summit Blue.

Summit Blue Consulting, LLC. 2006. "Evaluation of the 2005 Energy-Smart Pricing Plan^{SM} Final Report." Superior, CO: Summit Blue.

University of Illinois at Chicago Energy Resources Center, et. al. 2001. "Community Based Energy Program: A Study Of Load Aggregation And Peak Demand Reduction." Chicago, IL.

[U.S. DOE] United States Department of Energy. 2006. "Benefits of Demand Response in Electricity Markets and Recommendations for Achieving Them: A Report to the United States Congress Pursuant to Section 1252 of the Energy Policy Act of 2005." U.S. DOE.

[U.S. DOE and U.S. EPA] United States Department of Energy and United States Environmental Protection Agency. 2006. "National Action Plan for Energy Efficiency: Rate Design Working Group." DRAFT.

Wilson, John H. 2001. "Illinois Statewide Energy Survey: Report on Findings." September, American ViewPoint, Inc.

Winters, Tobey. 2001. "Retail Electricity Markets Require Marginal Cost Real-Time Pricing." *The Electricity Journal*. November.

Wirtshafter Associates, Inc. 2005. "Statewide Hard to Reach Market Update Study."

Wisconsin Center for Environmental Education. 2005. "10 Years of Empowering Energy Education in Wisconsin." Stevens Point, WI.

Wisconsin Department of Administration, Division of Energy. 2004. "Wisconsin Public Benefits Programs Annual Report for fiscal year 2004." Madison, WI.

Wisconsin Department of Administration, Division of Energy. 2005. "Wisconsin Public Benefits Program Annual Report for fiscal year 2005." Madison, WI.

© 2007 Community Energy Cooperative, a project of the Center for Neighborhood Technology

---------- ***Confidential report, not for distribution*** ----------

York, Daniel and Martin Kushler. 2005a. "ACEEE's 3rd National Scorecard on Utility and Public Benefits Energy Efficiency Programs: A National Review and Update of State-Level Activity." Washington, D.C.: American Council for an Energy Efficient Economy.

York, Daniel and Martin Kushler. 2005b. "Exploring the Relationship Between Demand Response and Energy Efficiency: A Review of Experience and Discussion of Key Issues." Washington D.C.: American Council for an Energy Efficient Economy.

© 2007 Community Energy Cooperative, a project of the Center for Neighborhood Technology

---------- ***Confidential report, not for distribution*** ----------

COMMUNITY ENERGY COOPERATIVE

To Control Costs, Get Smart About Energy Use

An Agenda for Managing Energy Costs in Illinois

Energy prices are rising, and Illinois households and businesses are spending increasing portions of their budgets on electricity and natural gas. The fastest and cheapest way to cut energy costs is to use energy more efficiently. Reducing energy consumption is also an important strategy for addressing climate change.

There are proven, cost-effective energy efficiency policies and technologies that provide immediate savings. But Illinois lags far behind other states in supporting best practices to reduce electricity and natural gas use and costs.

The following demonstrated practical strategies for improving energy efficiency will reduce the cost of living and doing business in Illinois. Some of these proposals are based on new innovations; others involve tested, reliable energy-saving strategies. All of the proposals call for an innovative approach to implementation, one that operates at a community level and actively engages Illinois residents in managing their energy costs.

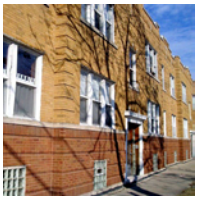
1. Educate consumers so they'll be able to make informed energy choices. Offer consumers practical, specific information about improving efficiency and managing costs.

2. Build for efficiency. Adopt a residential energy code to set minimum building energy efficiency requirements and create incentives for higher (beyond code), voluntary efficiency standards.

3. Remodel for efficiency. Create incentives for improvements in the energy efficiency of existing homes, businesses and industries.

4. Align utility and consumer interests by providing appropriate incentives for utilities to develop energy efficiency programs.

5. Jumpstart the best technologies. Promote the adoption of effective energy-saving technologies such as smart thermostats, energy efficient refrigerators, and solar-thermal and geothermal systems. Investing in energy efficient technologies will help Illinois build industries and create jobs, and investing in clean alternative energy will have environmental benefits.



6. Plan for the region's changing energy needs. Include energy planning in all urban and regional comprehensive land-use and transportation planning efforts.

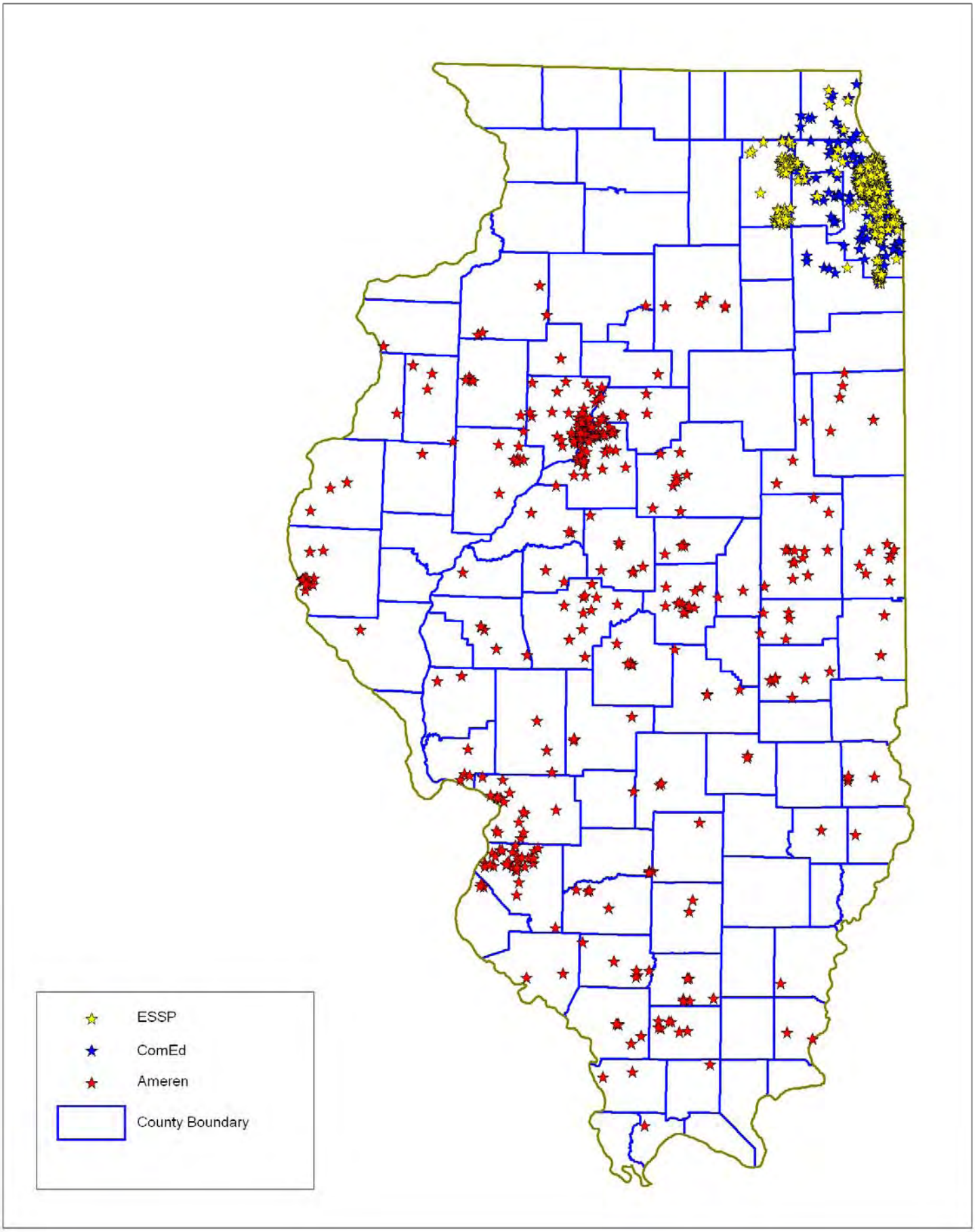
All of the strategies discussed above require a long-term commitment to implementation and evaluation to ensure that goals are met. If Illinois policy makers follow these strategies and make reducing energy use a priority, the benefits will make Illinois a better place to live and do business.

The Community Energy Cooperative is a non-profit organization dedicated to helping consumers and communities obtain the information and services they need to control energy costs.

Community Energy Cooperative - A Project of the Center for Neighborhood Technology

www.energycooperative.org • www.cnt.org • 2125 W. North Ave., Chicago, IL 60647 • Phone: (773) 269-4037 • E-mail: info@energycooperative.org

Survey Response Locations



COMMUNITY ENERGY COOPERATIVE

2125 W. North Avenue
Chicago, IL 60647

PHONE: 773.486.7600
FAX: 773.278.3840

Date

Name
Address
City, State Zip

Dear Name ,

The Community Energy Cooperative is conducting a study of consumers' experiences with electricity use, and we are seeking your input. **Complete and mail the enclosed survey by May 27, 2006 and you will receive a check for $15.00 in return for your effort.**

The Community Energy Cooperative is an independent nonprofit organization working to help consumers and communities manage their energy costs. The Cooperative is conducting this survey as part of a study funded by the Illinois Clean Energy Community Foundation and supported by ComEd.

As you may have heard, residential electricity customers in Illinois will have some new rate options starting in 2007. You were selected at random to participate in this important survey about household electricity use and possible future rate plans. Your responses will help us analyze customer preferences for electric usage.

The person in your home who is most familiar with your household energy use should be the one to answer the survey. The survey includes some questions about your household appliances, lifestyle, and electricity use. It should take about fifteen minutes to complete.

In order to receive your $15.00 payment, the survey must be filled out completely, including your signed agreement to allow ComEd to release your energy usage information to the Cooperative. This will **not** include any of your financial information, only information about your total monthly electricity usage. **Your information will be kept strictly confidential and will not be shared with any outside organizations.**

Please use the enclosed, prepaid envelope to return this survey by **May 27, 2006.** If you have any questions, feel free to contact the Community Energy Cooperative at (877) 655-6028 or info@energycooperative.org.

Thank you for your participation!

Sincerely,

Kathryn Tholin
General Manager

P.S. Your feedback is important to our efforts to promote energy policies that benefit consumers. Please return your survey today!

Si desea esta encuesta en español, por favor llame al (773) 269-4053

The Community Energy Cooperative is a project of the Center for Neighborhood Technology

www.energycooperative.org

Consumer Energy Survey

This survey is part of a study being conducted by the Community Energy Cooperative. It is funded by the Illinois Clean Energy Community Foundation with additional support from ComEd. **Please fill out the survey completely and mail it in the enclosed envelope by May 15 in order to receive your $15.00 payment.**

Thank you for participating!

Your appliances

How many of these appliances do you have in your home?

	How many?				
Kitchen					
Refrigerator/freezer	#_____				
Age of your refrigerator in years:		☐ Less than 2	☐ 2 to 5	☐ 6 to 10	☐ more than 10
Freestanding freezer	#_____	☐ upright	☐ chest		
Dishwasher	#_____				
Microwave oven	#_____				
Stove/oven	#_____	☐ electric	☐ gas		
Home entertainment					
Television (number and type):		LCD #_____	plasma #_____	standard #_____	
VCR	#_____				
DVD player	#_____				
Stereo	#_____				
Video game system	#_____				
Computer equipment					
Computer	#_____				
Fax machine	#_____				
Scanner	#_____				
Printer	#_____				
Other (please list):	_____				
General appliances					
Water heater	#_____	☐ electric	☐ gas		
Clothes washer	#_____				
Clothes dryer	#_____	☐ electric	☐ gas		
Portable space heater	#_____	☐ electric	☐ other (list type of fuel)_____		
Ceiling fan	#_____				
Other fan	#_____				

Rechargeable tools

Do you have any portable appliances or tools, such as hand-held vacuum cleaners or power drills, that are powered by a rechargeable battery?

- ☐ Yes: How many? _____
- ☐ No

How do you maintain these tools when they are not being used?

- ☐ Keep them plugged in all the time
- ☐ Recharge them as needed
- ☐ Both ways are used

Other items

Are there any other items or activities occurring in or around your home that use a particularly large amount of electricity? For example:

- ☐ Hot tub or Jacuzzi
- ☐ Swimming pool
- ☐ Aquarium with pump
- ☐ Sauna
- ☐ Other: _____

Do you have air conditioning?

- ☐ Yes (number and type): central #_____ window # _____
- ☐ No
- ☐ Other: _____

Which factors are most important to you when shopping for home appliances?

Below, please circle a number to indicate how important you consider each factor when making purchase decisions for appliances such as televisions, computers, refrigerators or air conditioners.

	Very unimportant	Somewhat unimportant	Neither important nor unimportant	Somewhat important	Very important
Brand name	1	2	3	4	5
Price	1	2	3	4	5
Sales or instant rebates	1	2	3	4	5
Mail-in rebates	1	2	3	4	5
Convenient store location	1	2	3	4	5
Consumer reviews of products	1	2	3	4	5
Advice from salespeople	1	2	3	4	5
Recommendations of friends and family	1	2	3	4	5
Energy efficiency	1	2	3	4	5
How much the product will cost to operate	1	2	3	4	5
Design or look of the product	1	2	3	4	5
Other (Please explain or comment)					

How you use energy

Do you use compact fluorescent light bulbs in your lighting fixtures?

- ☐ Yes, in most lighting fixtures
- ☐ Yes, in some lighting fixtures
- ☐ No, I'm not familiar with them
- ☐ No, I'm familiar with them but I don't use them

If you do not use compact fluorescent light bulbs, why not?

- ☐ They are too expensive
- ☐ They don't fit my fixtures
- ☐ The quality of light is different
- ☐ Other (please explain) _____

How often do you turn off lights that you are not using?

- ☐ Always or almost always
- ☐ Usually
- ☐ Sometimes
- ☐ Rarely
- ☐ Never or almost never
- ☐ Don't know/does not apply

Within the last five years, have you made any of the following improvements to your home?

Please check all that apply.

- ☐ Replaced windows with new energy efficient windows
- ☐ Installed storm windows
- ☐ Added weather stripping or caulking
- ☐ Upgraded insulation
- ☐ Replaced the furnace with a more efficient model
- ☐ Installed a more efficient air conditioner

  What kind of air conditioner? ☐ Central unit ☐ Window unit(s) #_____

  What did it replace? ☐ Central unit ☐ Window unit(s) #_____ ☐ No prior unit

- ☐ Other home improvements _____
- ☐ Don't know/does not apply

During the summer, what do you do to keep your home feeling cool?

In the table below, please circle a number to indicate how often you take the actions described.

	Most days	Only on hot days (above 80º F)	Only on very hot days (above 90º F)	Rarely or never
Use fans only	1	2	3	4
Open window for ventilation	1	2	3	4
Close shades	1	2	3	4
Use fans, and if necessary, use some air conditioning	1	2	3	4
Use the air conditioning, but set it to a higher temperature to reduce costs	1	2	3	4
Set the air conditioning to any temperature that feels comfortable	1	2	3	4
Other (Please describe)				

Do you adjust or program your thermostat in order to lower your energy costs?

During the summer:

- ☐ Always or almost always
- ☐ Sometimes
- ☐ Rarely
- ☐ Never or almost never
- ☐ Don't know/does not apply

During the winter:

- ☐ Always or almost always
- ☐ Sometimes
- ☐ Rarely
- ☐ Never or almost never
- ☐ Don't know/does not apply

At what temperature do you set your thermostat?

During the summer: day _____ºF night _____ºF ☐ Don't know/does not apply

During the winter: day _____ºF night _____ºF ☐ Don't know/does not apply

Your energy opinions

To what extent do you agree with each of the following statements?
For each statement, please circle a number on the scale below.

	Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree	No opinion
I always shop for the lowest prices, even if it takes more time and effort.	1	2	3	4	N
Conserving energy is a good way to save money.	1	2	3	4	N
Conserving energy helps to protect the environment.	1	2	3	4	N
We do a very good job of conserving energy in our home.	1	2	3	4	N
I rarely think about my household's energy needs.	1	2	3	4	N
Energy efficient products are too expensive.	1	2	3	4	N
Using energy efficiently is important to me.	1	2	3	4	N
Saving energy means being uncomfortable or giving up things I enjoy.	1	2	3	4	N
It is easy to use energy efficiently at home.	1	2	3	4	N
I use as much energy as I need to do the things I want.	1	2	3	4	N
I have no control over the amount of electricity that my household as a whole uses.	1	2	3	4	N
I try not to use air conditioning often.	1	2	3	4	N
If it did not cost so much, I would keep my house warmer in the winter and cooler in the summer.	1	2	3	4	N
Fuel economy is one of the most important considerations when shopping for a car.	1	2	3	4	N
I am usually eager to try new products with new technologies.	1	2	3	4	N
I track my monthly electricity costs pretty carefully.	1	2	3	4	N

For the following list of energy-related problems, please check how serious you think each problem will be for Illinois over the next five to ten years.
For each problem, please check a box to indicate your opinion.

	Serious	Not serious	Don't know
Continually rising energy prices	☐	☐	☐
Increased air pollution	☐	☐	☐
Electrical transmission systems that can't keep up with growing demand	☐	☐	☐
Problems with nuclear waste storage	☐	☐	☐
Global warming	☐	☐	☐

Future electricity options

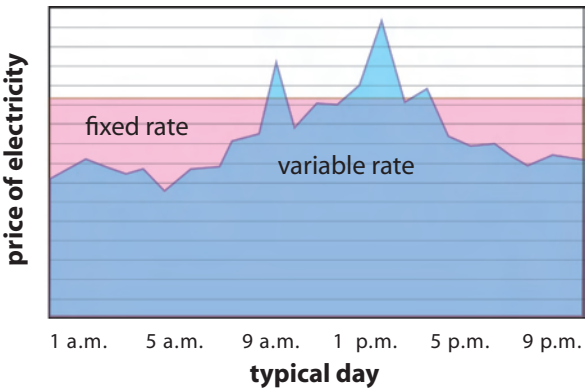
For this section, please review the information below and then answer the three questions that follow.

Beginning next year, households will be able choose from a variety of new plans for paying for electricity.

For example, you could keep a **fixed rate** plan, similar to today's standard rate. Under this plan, the price of electricity would change no more than twice each year. It would remain the same from hour to hour and day to day.

Or you could choose a **variable rate** that changes from hour to hour based on the market price for electricity. It's like a cell phone plan that gives you cheap minutes on evenings and weekends, and costs more during hours when the network is busy.

Two rate options



Consider these two possible choices.

Fixed rate plan

- The price of electricity does not change. It is the same 24 hours a day, seven days a week.
- Prices are higher but provide the certainty of stable rates.
- The time of day when you use energy will not make a difference in your bill.

Variable rate plan

- The price of electricity changes every hour. It is typically cheaper at night and on weekends.
- Prices are lower on average, but individual savings are not guaranteed.
- Adjusting your energy use in response to prices would reduce your bill. Not adjusting your energy use could increase your bill.

When rate options are available, do you think you would be interested in a variable rate plan or a fixed rate plan, like the rate you have now?

Please check only one box on the scale below to indicate the type of rate that you would be more likely to select.

fixed rate			variable rate		
☐	☐	☐	☐	☐	☐
definitely	probably	possibly	possibly	probably	definitely

Why did you select the the variable rate or fixed rate?

_____

_____

If the projected savings for the variable rate plan were 20% (with some changes in your energy use) how likely would you be to choose the variable rate option?

- ☐ Very likely
- ☐ Somewhat likely
- ☐ Somewhat unlikely
- ☐ Very unlikely

Your home and lifestyle

Which of the following best describes your home?

- ☐ Single family detached
- ☐ Single family attached (duplex, town home, etc.)
- ☐ Apartment or condo in building with two to four units
- ☐ Apartment or condo in building with more than four units

Do you own or rent your home?

- ☐ Own
- ☐ Rent

How long have you lived at your current address? _____(years)

Which of the categories shown best describes the total square footage of your home?
If you are not sure, please make your best estimate and check the estimate box.

- ☐ Fewer than 600 square feet
- ☐ 600 to 999 square feet
- ☐ 1,000 to 1,599 square feet
- ☐ 1,600 to 1,999 square feet
- ☐ 2,000 to 2,399 square feet
- ☐ 2,400 to 2,999 square feet
- ☐ 3,000 or more square feet
- ☐ The answer above is an estimate
- ☐ Don't know

Do you have Internet access at home? If so, what type?

- ☐ None
- ☐ Dial-up
- ☐ Cable
- ☐ DSL
- ☐ Other_____

Number of people living in your home full-time, including yourself: _____

Do you have any children under the age of 18 currently living in your household?

- ☐ Yes
- ☐ No

Electricity demand typically hits its highest point on summer afternoons during the week. In general, is anyone in your household at home on weekdays between noon and 5 p.m.?

Summer (June through August)	☐ Usually	☐ Sometimes	☐ Rarely
Non-summer (Sept. through May)	☐ Usually	☐ Sometimes	☐ Rarely

During the past year, have you donated to any charitable organizations?
If so, please check the type or types of organizations below.

- ☐ Animal welfare
- ☐ Arts and culture
- ☐ Education
- ☐ Environment
- ☐ Health
- ☐ Human services
- ☐ International
- ☐ Community organization
- ☐ Religion
- ☐ Other _____

When selecting investment options such as stocks, mutual funds or bonds, which of the following types of investments would you choose?

- ☐ High earning potential, high risk
- ☐ Moderate earning potential, moderate risk
- ☐ Modest earning potential, low risk
- ☐ Mix of high, moderate and low risk investments
- ☐ Don't know
- ☐ I don't invest

Do you have a membership at a discount store, such as Sam's Club or Costco?

☐ Yes ☐ No ☐ Don't know/does not apply

How often do you recycle materials such as cans and bottles at home?

- ☐ Always or almost always
- ☐ Usually
- ☐ Sometimes
- ☐ Rarely
- ☐ Never or almost never
- ☐ Don't know/does not apply

Your age:

- ☐ Under 25 years old
- ☐ 25-34 years old
- ☐ 35-49 years old
- ☐ 50-64 years old
- ☐ 65 years or older

What is your total annual household income?

- ☐ Under $10,000
- ☐ $10,000 - $25,000
- ☐ $25,001- $50,000
- ☐ $50,001- $75,000
- ☐ $75,001 - $150,000
- ☐ Over $150,000

What is the highest level of education that you have completed?

- ☐ Some high school or less
- ☐ High school graduate or equivalent
- ☐ Some college
- ☐ Associate degree (academic or occupational)
- ☐ Bachelor's degree
- ☐ Graduate or professional degree

Primary language spoken at home: ☐ English ☐ Spanish ☐ Other _____

Ethnicity:

- ☐ White;
- ☐ Black or African American;
- ☐ Hispanic or Latino
- ☐ American Indian or Alaska Native;
- ☐ Asian
- ☐ Native Hawaiian or Other Pacific Islander.
- ☐ More than one race/ethnicity
- ☐ Other _____
- ☐ Prefer not to say

Amount of your average summer electricity bill (monthly): $ _____

Authorization of release

To learn about energy use in your community, the Community Energy Cooperative must have your authorization for ComEd to release your total monthly electrical usage data. This will not include any information about your payment history. Your information will be kept confidential. It will not be shared with any other organization nor will it be used for any other purpose. Your authorization is necesary for us to process your payment.

☐ **By checking this box, I authorize ComEd to release my usage history to the Community Energy Cooperative**

Account number: _____

Name as it appears on your bill: _____

The Cooperative will be conducting additional research on energy-related topics in the future. If you would like to be contacted as a potential participant in these studies, please check the box below.

☐ **Yes, please contact me regarding future studies.**

Thank you for participating in this survey! Your input will help the Community Energy Cooperative develop programs that will benefit consumers.

Phone number where you can be reached: _____ ☐ Day ☐ Cell ☐ Other
(You will only be contacted if we need to clarify your responses.)

E-mail: _____

For office use only			
Survey #:	Date returned:	Data entered:	Payment processed:

Esta encuesta es parte del estudio dirigido por la Cooperativa Comunitaria de Energía con el soporte de la Fundación Comunitaria para la energía limpia de Illinois y el apoyo adicional de ComEd. Por favor responda la encuesta completamente y envíela en el sobre adjunto antes de Junio 09, 2006 para poder enviarle sus $15 dolares .

Gracias por su participación!

Sus Electrodomésticos

Cuántos de los siguientes electrodomésticos tiene usted en casa?

	Cantidad		
Cocina			
Refrigerador/Congelador	#_____		
Que tan viejo es su refrigerador?:	☐ Menos de 2 años	☐ 2 a 5	☐ 6 a 10 ☐ Más de 10años
Congelador separado	#_____	☐ puerta al frente	☐ puerta arriba
Maquita Lavaplatos	#_____		
Horno Microondas	#_____		
Estufa/Horno	#_____	☐ eléctrica	☐ gas
Entretenimiento			
Televisión	#_____	regular #_____	plasma # _____ LCD #_____
VCR	#_____		
DVD	#_____		
Stereo	#_____		
Sistema de video juegos	#_____		
Equipo de cómputo			
Computadora	#_____		
Fax	#_____		
Scanner	#_____		
Impresora	#_____		

Otros (Por favor menciónelo) _____

Electrodomésticos en General			
Calentador de agua	#_____	☐ eléctrico	☐ gas
Lavadora	#_____		
Secadora	#_____	☐ eléctrica	☐ gas
Calentador portátil	#_____	☐ eléctrico	☐ otro (Qué tipo de combustible)_____
Abanico de techo	#_____		

Otros Abanicos _____

Herramientas Recargables
Tiene electrodomésticos o herramientas, como una aspiradora o un taladro eléctrico que esten conectados a una batería que es recargable?

☐ Si Cuántos? _____
☐ No

Cómo mantiene estas herramientas o electrodomésticos mientras no los usa?
☐ Los mantengo conectados todo el tiempo
☐ Los recargo cuando los necesito usar
☐ Las dos anteriores

Otros elementos
Hay otras cosas o actividades en su casa que usen una cantidad importante de electricidad? Por ejemplo:

☐ Tina ó Jacuzzi
☐ Piscina
☐ Acuario con oxígeno
☐ Sauna
☐ Otro: _____

Tiene aire acondicionado?
Si (cantidad y tipo) Central ____ Ventana ____
☐ No
☐ Otro_____

Cuáles son los factores más importantes cuando usted compra electrodomésticos para su hogar? Por favor encierre en un círculo para indicar que tan importante usted considera cada factor al tomar la decisión de comprar electrodomésticos tales como un televisor, computador, refrigerador o un aire acondicionado.

	Sin importancia	**Muy poca importancia**	**Indiferente**	**Algo importante**	**Muy importante**
Marca	1	2	3	4	5
Precio	1	2	3	4	5
Promoción o reembolso en efectivo	1	2	3	4	5
Reembolso por correo	1	2	3	4	5
Localización de la tienda	1	2	3	4	5
Comentarios sobre el producto por otros consumidores	1	2	3	4	5
Sugerencias de el vendedor	1	2	3	4	5
Recomendación de un amigo o familiar	1	2	3	4	5
Que sea ahorrador de energía	1	2	3	4	5
Cuanto me costara usar el producto	1	2	3	4	5
Diseño o forma del producto	1	2	3	4	5
Otro (Por favor explique o haga algún comentario)					

Cómo utiliza la electricidad

Utiliza focos fluorecentes compactos en sus accesorios para iluminar?

- ☐ Si, en la mayoría de mis accesorios
- ☐ Si, en algunos de mis accesorios
- ☐ No, yo no se cuales son
- ☐ No, se cuales son pero no los uso

Si usted no usa focos fluorecentes compactos, porqué no los usa?

- ☐ Son muy costosos
- ☐ No caben en mis lamparas
- ☐ La calidad de la luz es diferente
- ☐ Otro (Por favor explique)

_____

Qué tan frecuente apaga las luces que no está usando?

- ☐ Siempre o casi siempre
- ☐ Usualmente
- ☐ Algunas veces
- ☐ Rara vez
- ☐ Nunca o casi nunca
- ☐ No se

Ha hecho algunas de las siguientes mejoras en su casa en los últimos cinco años?
Marque todos los que crea convenientes.

- ☐ Reemplacé las ventas por unas nuevas que conservan la energía
- ☐ Instalé ventanas resistentes a tormentas
- ☐ Puse sellante a las puertas y ventanas
- ☐ Mejoré el aislamiento
- ☐ Reemplacé el calentón por un modelo eficiente en el uso de energía
- ☐ Instalé un aire acondicionado mas eficiente en el uso de energía
  Qué tipo?
  - ☐ Aire acondicionado central
  - ☐ Aire acondicionado de ventana #_____

  Cual fue reemplazado?
  - ☐ Aire acondicionado central
  - ☐ Aire acondicionado de ventana #_____
  - ☐ No tenia un aire acondicionado anteriormente
- ☐ Otro _____
- ☐ No se/no aplica

Durante el verano, qué hace usted para mantener su casa fresca?
En la siguiente tabla, por favor marque con un círculo el número que indique que tan frecuente toma usted la acción descrita.

Que hace para mantener su hogar fresco?	**La mayoría de los dias del verano**	**Solo en los dias más calidos (arriba de 80º F)**	**Solo en los dias muy calidos (arriba de 90º F)**	**Casi nunca**
Usa sólomente abanicos	1	2	3	4
Abre las ventanas para que entre aire fresco	1	2	3	4
Cierra las persianas	1	2	3	4
Usa abanicos, y si es necesario, usa el aire acondicionado por muy poco tiempo	1	2	3	4
Programo el aire acondicionado, pero a una temperatura alta para reducir el costo de electricidad.	1	2	3	4
Programo el aire acondicionado a la temperatura que sea necesaria para sentirme cómodo.	1	2	3	4
Otro (Por favor describa)				

Programa o ajusta el termostato para bajar el costo de su factura eléctrica?

Durante el verano:
- ☐ Siempre o casi siempre
- ☐ Algunas veces
- ☐ Raras veces
- ☐ Nunca o casi nunca
- ☐ No se/ no aplica

Durante el invierno:
- ☐ Siempre o casi siempre
- ☐ Algunas veces
- ☐ Raras veces
- ☐ Nunca o casi nunca
- ☐ No se/ no aplica

A qué temperatura programa el termostato?

Durante el verano: día _____ºF noche _____ºF No se/ no aplica
Durante el invierno: día _____ºF noche _____ºF No se/ no aplica

Sus opiniones sobre electricidad

Hasta que punto está de acuerdo con las siguientes declaraciones?
Para cada opinión, por favor marque con un círculo el número en la siguiente tabla:

	Completamente en desacuerdo	**Algo en desacuerdo**	**De acuerdo**	**Completamente de acuerdo**	**No opino/ No se**
Siempre compro lo más barato, inclusive si toma más tiempo y esfuerzo.	1	2	3	4	N
Conservar electricidad es una buena forma de ahorrar dinero.	1	2	3	4	N
Conservar electricidad ayuda a proteger el medio ambiente.	1	2	3	4	N
Ponemos especial esfuerzo para conservar energía en nuestro hogar.	1	2	3	4	N
Rara vez pienso en la necesidades electricas en mi hogar.	1	2	3	4	N
Productos eficientes en el uso de energía son muy costosos.	1	2	3	4	N
Usar la electricidad eficientemente es importante para mí.	1	2	3	4	N
Ahorrar electricidad significa estar incomodo o dejar de hacer cosas que me gustan.	1	2	3	4	N
Es fácil usar la electricidad eficientemente en mi hogar.	1	2	3	4	N
Uso la electricidad que sea necesaria para realizar las cosas que quiero.	1	2	3	4	N
Realmente no me interesa saber que tanta electricidad mis electrodomésticos usan.	1	2	3	4	N
No tengo control sobre la cantidad de electricidad que mi hogar usa en su totalidad.	1	2	3	4	N
Mi comodidad personal es mas importante para mi que el ahorrar electricidad.	1	2	3	4	N
Trato de no usar el aire acondicionado tan frecuente.	1	2	3	4	N
Si no fuera tan costoso, yo mantendría mi casa más caliente en el invierno y más fría en el verano.	1	2	3	4	N
Economizar combustible es una de las consideraciones más importantes al comprar un carro.	1	2	3	4	N
Me encanta siempre probar nuevos productos con nuevas tecnologías.	1	2	3	4	N
Reviso cuidadosamente el costo de mi factura mensual de electricidad.	1	2	3	4	N

Para la siguientes lista de problemas relacionados con electricidad, por favor marque que tan serio piensa usted que es cada problema para el estado de Illinois dentro de los 5 a 10 años siguientes. Para cada problema, por favor marque una casilla indicando su opinión.

	Serio	No Serio	No se
Incrementar continuamente los precios de la electricidad.			
Mayor contaminación del aire			
El sistema de transmisión eléctrica no podrá mantenerse con el crecimiento de la demanda.			
Problemas con el almacenamiento de residuos nucleares.			
Calentamiento de la atmósfera terrestre			

Opinion sobre el futuro eléctrico

Para esta parte, lea por favor la información que se presenta a continuación y luego responda las tres preguntas relacionadas con el tema.

Empezando el próximo año las familias en Illinois tendrán la opción de elegir como pagar por la electricidad que usan.
Por ejemplo, usted podrá mantener un plan con una **tarifa Fija**, parecida a la tarifa regular de hoy. Bajo este plan, los precios de la electricidad no cambiaran mas de dos veces por año, ésta permanecerá igual hora por hora y día por día.

O podrá elegir una **tarifa Variable** que varia de hora en hora, dependiendo de los precios de la electricidad en el mercado, ésta es similar a un plan de un teléfono celular, que da minutos baratos durante las noches y los fines de semana, y más costosos durante las horas cuando las redes están más ocupadas.

Considere estas dos posibles opciones

Plan con Tarifa Fija	Plan con Tarifa Variable
• El precio de la electricidad no cambia. Este es igual las 24 horas 7 días a la semana. • Los precios son más altos pero proporcionan tarifas estables. • La hora del día cuando use electricidad, no hará ninguna diferencia en su factura eléctrica.	• El precio de la electricidad varia hora por hora, ésta es regularmente más barata durante las noches y los fines de semana. • Los precios son más bajos en promedio, pero los ahorros individuales no son garantizados. • El ajustar su uso de electricidad de acuerdo a los precios reduciría el costo de su factura de electricidad. • El no ajustar la forma como usted usa la electricidad resultara en facturas más costosas.

Cuándo estas tarifas esten disponibles, piensa que estaría interesado en un plan con tarifa variable o en un plan con tarifa fija, como la que ahora usa? Por favor marque una sola casilla en la escala siguiente, para indicar la clase de tarifa que estaría más dispuesto a seleccionar.

Tarifa Fija			**Tarifa Variable**		
☐	☐	☐	☐	☐	☐
Definitivamente	Muy probable	Posiblemente	Posiblemente	Muy probable	Definitivamente

Porqué seleccionó la tarifa Variable ó Fija?

_____

_____

_____

Si los ahorros proyectados en el plan con tarifa variable fueran de 20% (con algunos cambios en el uso de su electricidad) que tan dispuesto estaría para elegir la opción de la tarifa variable?

- ☐ Muy dispuesto
- ☐ Algo dispuesto
- ☐ No muy dispuesto
- ☐ Definitivamente no

Su Casa y su estilo de vida

Cuál de las siguientes describe mejor su casa?

- ☐ Casa Unifamiliar
- ☐ Casa Unifamiliar (duplex, town home, etc.)
- ☐ Apartamento o condominio en un edificio de 2 a 4 unidades
- ☐ Apartamento o condominio en un edificio con más de 4 unidades.

Es usted propietario o renta?

- ☐ Propietario
- ☐ Renta

Cuánto tiempo ha vivido en esta casa? _____ (años)

Cuáles de las siguientes categorías describe mejor el área con calefacción en su casa? Si no está seguro, por favor haga un cálculo aproximado.

- ☐ Menos de 600 pies cuadrados
- ☐ 600 a 999 pies cuadrados
- ☐ 1,000 a 1,599 pies cuadrados
- ☐ 1,600 a 1,999 pies cuadrados
- ☐ 2,000 a 2,399 pies cuadrados
- ☐ 2,400 a 2,999 pies cuadrados
- ☐ 3,000 o más pies cuadrados
- ☐ La cifra anterior es un estimado
- ☐ No se

Tiene acceso al internet en casa?

- ☐ No
- ☐ Si

  qué tipo?

  - ☐ Ninguno
  - ☐ A través del teléfono
  - ☐ Cable
  - ☐ DSL
  - ☐ Otro _____

Número total de personas que viven todo el tiempo en casa incluyéndose usted: _____

Tiene hijos mayores de 18 años viviendo actualmente en su hogar?

- ☐ Si
- ☐ No

En el verano la demanda por electricidad regularmente llega a su punto máximo durante las tardes en los dias entre semana. Está alguien en su casa durante los dias de la semana entre las 12:00 y las 5:00pm?

Verano (Junio a Agosto)

- ☐ Usualmente
- ☐ Algunas veces
- ☐ Muy rara vez

No verano (Septiembre a Mayo)

- ☐ Usualmente
- ☐ Algunas veces
- ☐ Muy rara vez

Ha hecho donaciones a una organización de caridad durante los años pasados? Si su respuesta es Si, por favor marque a cual de las siguientes organizaciones hizo su donación

- ☐ Cuidado de animales
- ☐ Arte y cultura
- ☐ Educación
- ☐ Medio ambiente
- ☐ Salud
- ☐ Servicios humanitarios
- ☐ Internacional
- ☐ Organización comunitaria
- ☐ Religión
- ☐ Otra _____

Cuando esta eligiendo una opción para invertir, tales como acciones, fondos mutuos, o bonos, cuál de las siguientes inversiones escogería?

- ☐ Alto poder de rendimiento, alto riesgo
- ☐ Moderado poder de rendimiento, riesgo moderado
- ☐ Mezcla de alto, moderado y bajo riesgo de inversión
- ☐ No se
- ☐ No invierto

Tiene una membresía de una tienda de descuentos como Sams o Costco?

- ☐ Si
- ☐ No
- ☐ No se/ No aplica

Que tan frecuente recicla en casa los materiales como latas y botellas?

- ☐ Siempre o casi siempre
- ☐ Usualmente
- ☐ Algunas veces
- ☐ Raras veces
- ☐ Nunca o casi nunca
- ☐ No se/ no aplica

Su Edad:

- ☐ Menor de 25 años
- ☐ 25-34 años
- ☐ 35-49 años
- ☐ 50-64 años
- ☐ 65 años o más

Cuál es el total de sus ingresos anuales?

- ☐ Menos de $10,000
- ☐ $10,000 - $25,000
- ☐ $25,001- $50,000
- ☐ $50,001- $75,000
- ☐ $75,001 - $150,000
- ☐ Más $150,000

Cual es el nivel más alto de educación que usted a alcanzado?

- ☐ Algunos años de preparatoria o menos
- ☐ Se graduó de preparatoria o su equivalente
- ☐ Estudios universitarios sin completar
- ☐ Carrera técnica (académico u ocupacional)
- ☐ Grado Universitario
- ☐ Maestría o grado profesional

Principal idioma que se habla en su hogar : ☐ Ingles ☐ Español ☐ Otro _____

Etnia:

- ☐ Blanco
- ☐ Afro-americano
- ☐ Hispano
- ☐ Indio nativo Americano o de Alaska;
- ☐ Asiático
- ☐ Nativo Hawaiano u otra isla del pacifico.
- ☐ Otra _____
- ☐ Más de una raza /etnia
- ☐ Prefiero no decirlo

Costo promedio de su factura de electricidad durante el verano (mensual): $ _____

Autorización
Para conocer más acerca de la manera como su comunidad usa la electricidad, La Cooperativa Comunitaria de Energía debe tener su autorización para solicitarle a la empresa de energía ComEd que nos suministre la información de su factura mensual de electricidad. Esto no incluirá ninguna información acerca de su historial de pago. Su Información será mantenida confidencialmente. No será compartida con ninguna otra organización o usada para ningún otro propósito.

☐ Marcando esta casilla, Autorizo a ComEd para suministrar mi historial de mi factura de electricidad a la Cooperativa Comunitaria de Energía.

Cuenta Número: _____

Nombre como aparece en su factura de electricidad:_____

La Cooperativa estará realizando en el futuro estudios sobre asuntos de energía. Si está interesado como un participante potencial en estos estudios por favor marque la casilla siguiente.

__ Si, Por favor contácteme en lo relacionado con los futuros estudios

Gracias por su participación en esta encuesta! Su opinión ayudará a que la Cooperativa Comunitaria de Energía desarrolle programas que beneficien a todos los consumidores.

SANDRO RODAS
3144 N. CENTRAL PARK AVE.
UNIT 2
CHICAGO, IL 60618

Número de teléfono donde lo podemos contactar _____ __ Día __ Cell __ Otro
(Solo le llamaremos, si necesitamos aclarar sus respuestas)

Correo electrónico; _____

Solamente para uso de la oficina		
Encuesta # **Español**	Recibido:	Entrado:

Date

Name
Address
City, State Zip

Dear First Name,

As always, thank you for your participation in the Energy-Smart Pricing Plan. Together, we've demonstrated that real-time pricing is an effective tool to help consumers manage electricity demand.

In addition to managing ESPP, the Cooperative and its parent organization, the Center for Neighborhood Technology, conduct research on local and regional energy issues. We are currently analyzing consumer electricity use as part of a study funded by the Illinois Clean Energy Community Foundation and supported by ComEd.

We are seeking your input, and a survey is enclosed for this purpose.
As participants in ESPP, your opinions are especially important. **When you return this survey by May 24, 2006, you'll be entered to win one of three $100 cash prizes.**

The person in your home who is most familiar with your household energy use should be the one to answer the survey. The survey includes some questions about your household appliances, lifestyle, and electricity use. It should take about fifteen minutes to complete. **Your personal information will be kept strictly confidential and will not be shared with any outside organizations.**

Please use the enclosed, prepaid envelope to return this survey by May 24, 2006. If you have any questions, feel free to contact the Community Energy Cooperative at (773) 269-4037 or info@energycooperative.org.

Thank you for your participation!

Sincerely,

Kathryn Tholin
General Manager

P.S. Your feedback is important to our efforts to promote energy policies that benefit consumers.
Please return your survey today!

Website tools for ESPP participants

Several tools specifically for Energy-Smart Pricing Plan℠ participants are available on the Community Energy Cooperative's website. These tools include a list of the hourly energy prices, a summary of your electric bills, and a comparison of your ESPP costs with costs on the standard rate. The participant tools also allow you to access information about your daily and hourly electricity use. The following questions are intended to help the Cooperative learn how these tools can be improved.

Have you used the online ESPP tools?

- ☐ **No** (Please complete *Website Section A*)
- ☐ **Yes** (Please complete *Website Section B*)

A

Website Section A

A1. If you do not use the ESPP participant tools on the website, why not?

- ☐ Didn't know these tools were available
- ☐ Don't need to
- ☐ Don't have a computer with Internet access
- ☐ Interested, but don't have time
- ☐ Not interested
- ☐ Website is not user friendly
- ☐ Website is not useful
- ☐ Using the website will be complicated
- ☐ Other _____

A2. What additional ESPP tools or information would be useful for you?

_____

B

Website Section B

B1. How do you use the online ESPP participant tools? Please check a box in the table below to indicate how often you use the website for each of the following purposes.

	Daily	Weekly	Monthly	When I think of it	Only once	Never
To check the homepage for highest and lowest hourly energy prices						
To check the complete listing of the day's hourly energy prices						
To compare my monthly costs to the standard rate						
To analyze my hourly energy use						
Other (please explain)						

B2. How could the tools that are currently available on the website be improved to make them more useful?

_____

B3. What additional online ESPP tools or information would be useful for you?

_____

Appendix 4: Script for Telephone Interviews

Name of respondent: _____

Completed by (staff member): _____ Date and time surveyed: _____

1. Hello, My name is _____ and I'm calling on behalf of the Community Energy Cooperative. May I speak with _____?

No *(If respondent is not available):* Is there are better time to reach him/her?

Note response:

Yes *(Go to #2.)*

2. I'm calling to follow up on the survey you filled out for us this past summer.

- (*Optional):* I hope that you received the email or postcard we sent telling you we'd be calling.

I have a few questions to ask you, it should only take about 5 to 10 minutes. Is this a good time to talk to you?

No That's OK, would you be available to talk with me another time?

No: That's OK, I understand. Thank you. Goodbye.
Yes: Should I call this same number?

- *(If they want to call you back):* That's fine, please call me at this number anytime between ___ and ___.

Thank you, I'll talk to you again soon.

Yes Great, thank you. (*Go to #3)*

- *(If respondent wants reimbursement):* This is a short follow-up to the mail-in survey you completed for us, and we're not able to offer any additional payments. It will only take about 5-10 minutes. Are you still able to talk to me?

  Yes: Great, thank you. (*Go to #3)*

  No: That's OK, I understand. Thank you. Goodbye.

3. We'll get started. First I'll ask you some questions about energy efficiency. On a scale of one to five, with one meaning you have very little knowledge and five meaning you have a lot of knowledge, how would you rate your knowledge of ways to save energy at home?

Circle answer: 1 - 2 - 3 - 4 - 5

Other comments:

© 2006 Community Energy Cooperative

Appendix 4: Script for Telephone Interviews

4. Do you think your household uses more, less, or about the same amount of electricity as a similar household? *(connotation is compared to a house that is the same size, # people as theirs)*

Circle answer: more - less - about the same

Other comments:

5. Next we are trying to gauge people's familiarity with energy efficiency- related terms. I am going to ask you whether you are familiar with two terms used on some energy-related products.

5.a First, are you familiar with the term R-value?

Circle one: 1.Yes - 2. No - 3. Not sure (?)

No/? *Go to 5c.*
Yes *Go to 5b.*

5.b Can you tell me what it means? (*Write down verbatim):*

5.c. Are you familiar with the term "SEER" *(pronounce sear)*? That's S-E-E-R. In print, it's written in all capital letters.

Circle one: 1.Yes - 2. No - 3. Not sure

No/? *Go to 6.*
Yes *Go to 5d.*

5.d. Can you tell me what it means? *(Write down verbatim):*

© 2006 Community Energy Cooperative

Appendix 4: Script for Telephone Interviews

6. The next questions are about your appliances.

Check survey to see whether respondent agreed that "energy efficient products are too expensive."

- ***Disagreed/strongly disagreed****:*
- ***Agreed/strongly agreed:*** *Go to 6a.*

6a. When you think about your year-round energy use, which appliance in your home would you be most interested in replacing with a more efficient model if the cost of replacement was not an issue?

Circle or write in respondent answer:

1 Refrigerator
2 Window AC
3 Central AC
4 Furnace
5 Television
6 Computer
7 Printer
8 Microwave
9 Stove
10 Washer
11 Dryer
12 Space Heater
13. Hot Water heater

13 Other _____

7. Have you ever replaced an appliance solely to get a more efficient one?

Circle one: 1.Yes - 2. No - 3. Not sure

No *Go to 8.*
Yes Which one? *(Write in response):*

Appendix 4: Script for Telephone Interviews

8. Now I want to ask you some questions about your electric bill.

8a. First of all, what do you look at when you get your electricity bill*?*

- *Don't prompt for answers. If they only give one response, ask,* "Do you check anything else on your bill?"

Circle or write in response:

Amount owed
kwh used
Compare to last month
Usage graph
Other:

8b. Do you know about how much electricity you use monthly, in kilowatt-hours?

No *Go to 8.*

Yes How much do you typically use?

Write in response:

9. ***** ***For ESPP participants, skip question 9a only – we've asked before. Go to 9b.***

OK, we're halfway through the survey. Now, I'd like to ask you about what you might do at home to manage the cost of your electricity.

9a. Are there certain actions you take to limit your energy use or costs?

No *Go to 9b.*

Yes What do you do? (*Don't prompt for answers.)*

Circle or write in response:

1 Raised Temp. on Thermostat
2 Used Hold Function on Thermostat
3 Tuned off AC
4 Closed Blinds
5 Used Fans
6 Used Fewer Appliance
7 Turned off Lights
8 Wore Fewer Clothes
9 Did not Change Energy Usage
10 Other:

© 2006 Community Energy Cooperative

Appendix 4: Script for Telephone Interviews

9b. What are the biggest factors that might prevent you from saving energy or using energy more efficiently? *(Don't prompt for answers.)*

Circle or write in response:

1 Cost
2 Lack of Time
3 Lack of Info
4 Members of Household
5 Medical
6 Other:

10. What is one thing you do that you think uses a lot of energy, but you would not want to give up? (*Write down verbatim:*

11. On hot summer days, many people use air conditioners and this puts strain on the electrical system. Would you be able or willing to voluntarily use less electricity on hot summer days if it would reduce the chance of a blackout in your neighborhood?

Circle one: Yes - No - Not sure

Other comments:

12. *Look on survey p.6 to see if someone is home in summer and non-summer. If "usually," then check age (p. 7) so you can get an idea of the context.*

Does anyone in your household work from home?

Circle one: Yes - No - Sometimes

Other comments:

© 2006 Community Energy Cooperative

Appendix 4: Script for Telephone Interviews

13. This is the last group of questions.

13a. How often do you talk to others about energy-related subjects other than gasoline? *(Write in response):*

- *If **never**, Go to 14.*

13b. Who do you talk with about energy?

Circle or write in response:

1 Friends
2 Family
3 Salesman
4 Contractor
5 Utility
6 Other:

13c. What sorts of things would normally discuss? *(Write in response):*

14. When you look for information about energy, which sources do you trust the most?
Circle or write in response:

Community Energy Cooperative
CUB
Other:

15. OK that's all for the survey. Are there any questions you would like to ask me about energy or about the survey? *(Note any questions discussed or follow up needed): Can also use this space for their comments.*

16. Thank you very much for speaking with me.

- *(Optional):* If you think of any questions about energy in the future and would like to contact me, my direct line is 773-269-40xx. Thanks again.

Interviewer's comments, if any:

Date entered in database: _____ By: _____

© 2006 Community Energy Cooperative

Appendix 5: Sample selection – 4/20/2006

The survey portion of our research will compare participants in the Cooperative's Energy-Smart Pricing Plan (ESPP) to non-participants (households who have not participated in time of use electricity pricing programs and have not had previous contact with the Cooperative). All ESPP participants (n=1151) will be surveyed and compared to two random samples of 200 ComEd and 200 Ameren residential customers.

	Chicago	Suburbs	Downstate	Total # of surveys
Participants – ESPP	All	All		500 (50% RR)
Non-participants – Com Ed	X	X		200
Non-participants – Ameren			X	200

Sample selection criteria

- At residence > 2 years
- Not Cooperative Members (n=6500, not ESPP participants)
  35% city, 65% suburban
  a) Accounts for people in residence greater than two years
  b) Excluding space/electric heat accounts
  c) Excluding ohms box accounts.
  d) Excluding Cooperative contacts (attached file).
  e) In a delimited file.

Appendix 6: Written Survey Fielding

Ameren survey fielding

The Ameren survey was fielded from July 10 to July 21, 2006; returns were accepted until August 11, 2006.

Batch Number	Quantity	Production	Mailed	Return Date	Final # of surveys returned DATE	Return rate (%)
#5	499	in-house	7.10.06	7.17.06	98	19.64%
#6	499	in-house	7.14.06	7.24.06	102	20.44%
#7	500	in-house	7.19.06	7.26.06	114	22.80%
#8	418	in-house	7.21.06	7.31.06	103	24.64%
					417	**21%**

Number of surveys used in analysis: 399

ComEd survey fielding

The ComEd survey was fielded from May 5 to May 19, 2006; returns were accepted until June 26, 2006.

Batch Number	Quantity	Production	Mailed	Return Date	Final # of surveys returned 6/26/06	Return rate (%)
#1	500	in-house	5.5.06	5.15.06	88	17.6%
#2	500	mailing house	5.8.06	5.19.06	63	12.6%
#3	500	mailing house	5.16.06	5.24.06	62	12.4%
#4	500	mailing house	5.19.06	5.27.06	67	13.4%
					280	**14%**

Number of surveys used in analysis: 239

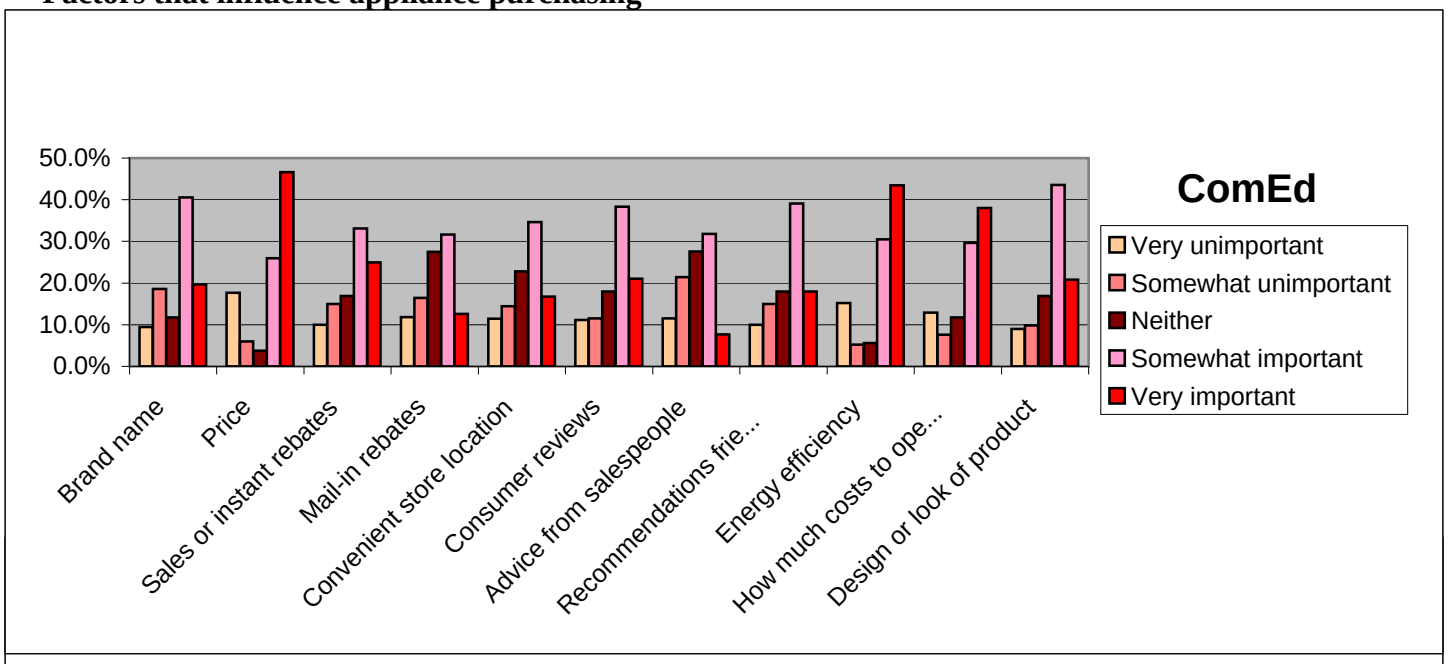
ESPP Survey fielding

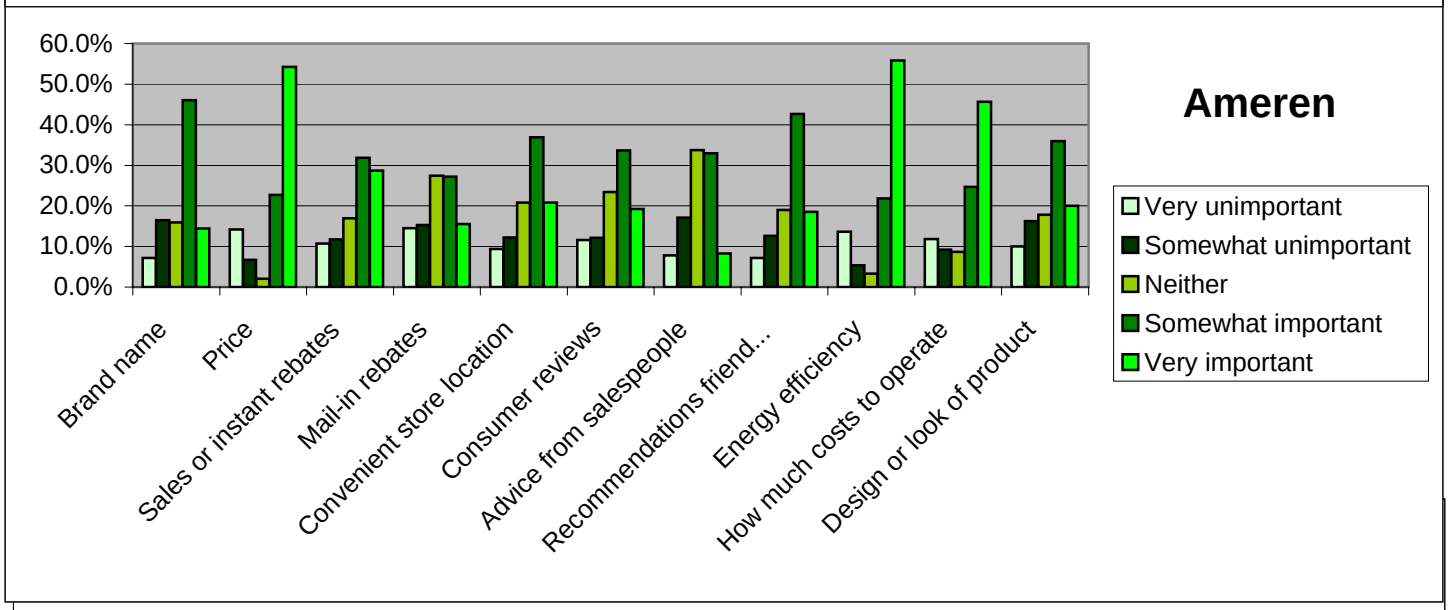
The ESPP Participant surveys were mailed on May 16 and 17, 2006 and returns were accepted until June 26th.

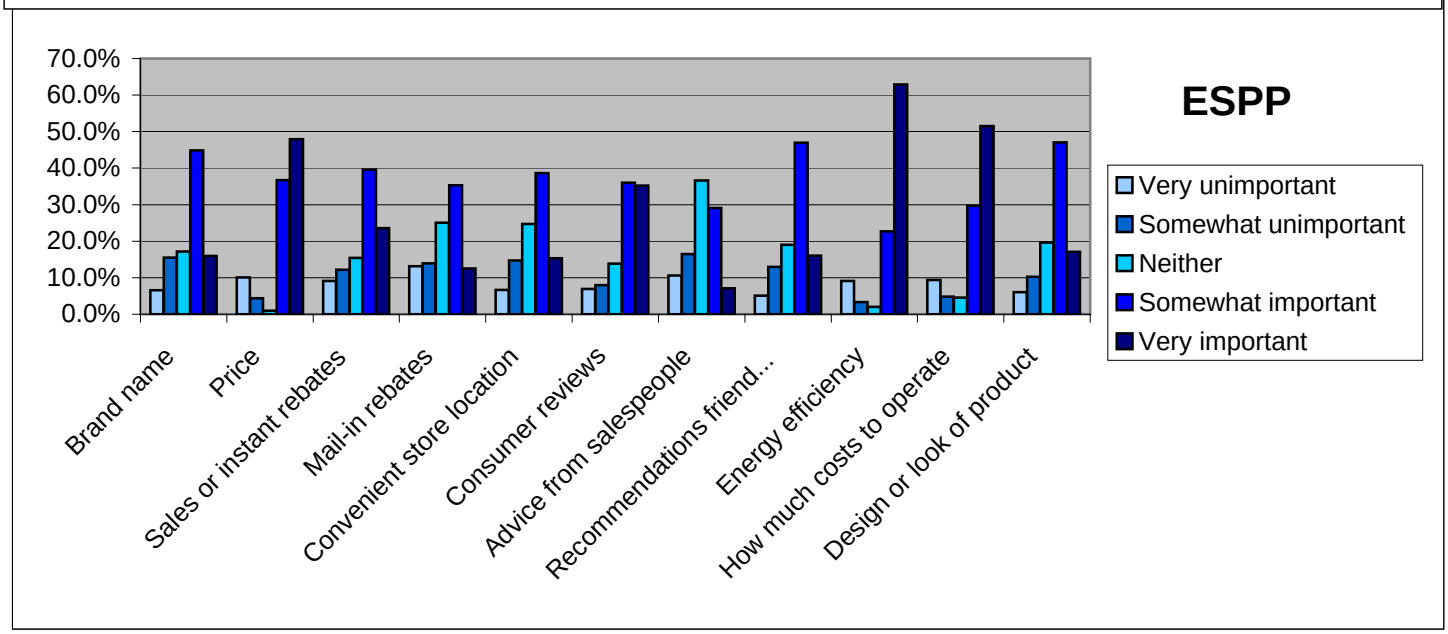
	Quantity	Production	Mailed	Return Date	Final # of surveys returned DATE	Return rate (%)
English	1043	mailing house	5.16.04	5.24.06	514	48.8%
Spanish	91	In-house	5.17.05	5.24.06	27	29.7%
Total	1134					
Total number of surveys returned:					**541**	**47.3%**

Number of surveys used in analysis: 541

Factors that influence appliance purchasing







Appendix 8: Data Analysis

The data analysis was performed of ComEd and Ameren Survey responses and of the ESPP participant survey responses. The analysis was conducted in SPSS Version 9.0. Standard version. The data was exported from MS Access table survey data, into a dbf format table. The access table was copied to a file for analysis called survCAAnal and survESPAnal for manipulation and for analysis. The data was imported into SPSS from the dbf, 705 records, with no errors. A visual inspection of dataset was complete and consistent with MS access file. Data frequencies were also conducted and compared with access data to assure completeness.

The following analysis was conducted to answer the questions in the sections below.

Are people interested in signing up for a variable rate? Are there differences between the Ameren and ComEd survey area.
Null hypothesis: An equal number of people prefer fixed to variable rates.

Methodology: The response variable (d1) was recoded to a binary variable "rate" to identify those that preferred fixed vs. variable rates. The degree of interest (possibly, probably, definitely) was consolidated for both the fixed and variable interest level.

Results: The results show that more people in Illinois prefer a fixed rate (57.5%) to a variable rate (42.5%) and that this is consistent across both the Ameren and ComEd service areas.

"ServArea" * "Rate" Crosstabulation

			"Rate"		
			"F"	"V"	Total
"ServArea"	"Ameren	Count	207	143	350
		% within "ServArea"	59.1%	40.9%	100.0%
		% of Total	37.2%	25.7%	62.8%
	"ComEd"	Count	113	94	207
		% within "ServArea"	54.6%	45.4%	100.0%
		% of Total	20.3%	16.9%	37.2%
Total		Count	320	237	557
		% within "ServArea"	57.5%	42.5%	100.0%
		% of Total	57.5%	42.5%	100.0%

The statistical test used to test the significance was a Chi-square test. The Chi-Square Test procedure tabulates a variable into categories and computes a chi-square statistic. This goodness-of-fit test compares the observed and expected frequencies in each category. The test assumption is that all cells would be equal. For the ComEd Service

Area, the Chi-square value was 47.3 For the Ameren Service Area, the Chi-Square value was 108.7.

The distribution of the responses are:

"ServArea" * "d1" Crosstabulation

			"d1"						Total
			1.00	2.00	3.00	4.00	5.00	6.00	
"ServArea"	"Ameren	Count	58	121	28	47	72	24	350
		% within "ServArea"	16.6%	34.6%	8.0%	13.4%	20.6%	6.9%	100.0%
		% of Total	10.4%	21.7%	5.0%	8.4%	12.9%	4.3%	62.8%
	"ComEd"	Count	35	61	17	28	50	16	207
		% within "ServArea"	16.9%	29.5%	8.2%	13.5%	24.2%	7.7%	100.0%
		% of Total	6.3%	11.0%	3.1%	5.0%	9.0%	2.9%	37.2%
Total		Count	93	182	45	75	122	40	557
		% within "ServArea"	16.7%	32.7%	8.1%	13.5%	21.9%	7.2%	100.0%
		% of Total	16.7%	32.7%	8.1%	13.5%	21.9%	7.2%	100.0%

Discussion: Residential consumers in both the Ameren and ComEd Service Areas are interested in a variable electric rate, where the rate changes hourly and adjusting your energy use with prices is necessary to reduce your energy bill. Over 40% of the customers are interested in the rate. Residential consumers are willing to accept the risk of purchasing electricity at the market rates.

What is a successful RTP participant?

The outcome that is desired is a successful real time pricing participant. A successful participant was defined in the following alternative ways.

1. Average Price Paid (weighted) in groups (high, neutral and low)
2. Average Price Paid as a continuous variable
3. Elasticity in groups (low, neutral, high)
4. Elasticity as a continuous variable

To create these outcome variables, the following data sets were used:

1. Historical usage and prices paid from our billing files
2. 2005 individual elasticities from Summit Blue
3. Data from the ESPP tab in iMIS.

For historical usage and prices data from the summers 2005 and 2006 was used. For each year only bills with actual meter readings were used. Also bills under 100 kWh were excluded to eliminate a few outliers such as second meters that are just a garage. The kWh and HEP cost (energy only) was averaged for the bills that ended in July, July and August.

For the price bins (higher, typical, lower), the average price for each year was calculated and then put a band of 0.25 cents/kWh higher and lower around it. If the participant was above that, they were classified higher, in that half cent band, classified typical and below it classified lower). This divided participants into terciles. The band was developed by graphing all prices and looking for the break points that would get that division.

For usage there was a similar process, using over 1,100 kWh as "large user" and below 600 kWh as small user, and everyone in between as "typical user."

For elasticity, the four elasticities calculated by Summit Blue, daytime, nighttime, high price day, high price night were summed to calculate a total elasticity. These were different from what was used to calculate the -0.047 total elasticity in their report because its not weighted by the number of hours in each period but because they all were from the same period, the weighting wouldn't change the relative level between participants (per Michael Ozog). Two breakpoints were calculated to divide participants into the elasticity bins of "better," "typical," and "worse."

Are successful ESPP participants different from less successful participants?

Hypothesis: There are no differences between ESPP participants who are more successful and ESPP participants who are less successful.

Methodology: The K-means cluster method was chosen to identify groups that cluster by average price and the various demographics. Total elasticity was also used but, was found not to cluster as well. The K-means cluster procedure attempts to identify relatively homogeneous groups of cases based on selected characteristics, using an algorithm that can handle large numbers of cases. Analysis of variance F statistics are also provided. However, these statistics are opportunistic (the procedure tries to form groups that do differ), the relative size of the statistics provides information about each variable's contribution to the separation of the groups.

Results: The following tables show the cluster results. They show that the more successful ESPP users are more likely to have a smaller average summer kwh consumption (547 as compared to 1357 kWh). They also have smaller number of people in the household (2.2 as compared to 3.2) and they have lower incomes ($25-50K as compared to $50-75K). See the tables below:

Final Cluster Centers

	Cluster	
	1	2
AVGKWH	1357.28	547.57
AP2005	.05952	.05669
E7	3.11	2.20
E26	4.28	3.34

ANOVA

	Cluster		Error			
	Mean Square	df	Mean Square	df	F	Sig.
AVGKWH	67887067.34	1	79756.527	441	851.179	.000
AP2005	8.261E-04	1	3.791E-05	441	21.792	.000
E7	85.303	1	1.666	441	51.199	.000
E26	90.920	1	1.414	441	64.286	.000

The F tests should be used only for descriptive purposes because the clusters have been chosen to maximize the differences among cases in different clusters. The observed significance levels are not corrected for this and thus cannot be interpreted as tests of the hypothesis that the cluster means are equal.

Report

AP2005

Cluster Number of Case	Mean	N	Std. Deviation
1	5.952E-02	165	5.610E-03
2	5.669E-02	278	6.459E-03
Total	5.774E-02	443	6.300E-03

Number of Cases in each Cluster

Cluster	1	165.000
	2	278.000
Valid		443.000
Missing		96.000

Discussion: Smaller, lower income users are more successful real time pricing participants. Possibly because they are more able to turn equipment off.

What demographics are associated with choosing the variable rate?

Null Hypothesis: There are no differences between people who choose the variable rate and people who choose the fixed rate.

Methodology: Discriminant analysis is useful for situations where you want to build a predictive model of group membership based on observed characteristics of each case. The procedure generates a discriminant function based on linear combinations of the predictor variables that provide the best discrimination between the groups. The functions are generated from a sample of cases for which group membership is known; the functions can then be applied to new cases with measurements for the predictor variables but unknown group membership. Group membership was based on choosing the fixed (0)or the variable rate (1).
Results: The tables below show the results of the discriminant analysis. The group that choose the variable rate are more likely to have a higher level of education (3.7 as

compared with 3.3) , more likely to have larger household sizes (2.7 as compared with 2.3), and slightly more likely to own their homes (1.1 as compared with 1.2).

Group Statistics

RATE		Mean	Std. Deviation	Valid N (listwise) Unweighted	Valid N (listwise) Weighted
.00	E2	1.2090	.4073	311	311.000
	E7	2.4277	1.2130	311	311.000
	E27	3.2926	1.6148	311	311.000
1.00	E2	1.1293	.3361	294	294.000
	E7	2.6769	1.4527	294	294.000
	E27	3.7075	1.5815	294	294.000
Total	E2	1.1702	.3762	605	605.000
	E7	2.5488	1.3395	605	605.000
	E27	3.4942	1.6108	605	605.000

Tests of Equality of Group Means

	Wilks' Lambda	F	df1	df2	Sig.
E2	.989	6.859	1	603	.009
E7	.991	5.268	1	603	.022
E27	.983	10.178	1	603	.001

Discussion: Although these results are significant at $p<.05$, the differences between the means of the independent variables are not very substantial. Therefore, more work should be done to collapse the predictor variables into more discrete groups.

Are there any differences in perceptions between the group that chooses the variable rate as compared with the group that chooses a fixed rate?

Hypothesis: There are no differences in perceptions between the two groups.

Methodology: Discriminant analysis is useful for situations where you want to build a predictive model of group membership based on observed characteristics of each case. The procedure generates a discriminant function based on linear combinations of the predictor variables that provide the best discrimination between the groups. The functions are generated from a sample of cases for which group membership is known; the functions can then be applied to new cases with measurements for the predictor variables but unknown group membership. Group membership was based on choosing the fixed (0)or the variable rate (1).

Results: The results below show that the only statistical significant difference in perceptions between the two groups, is for question c20: Problems with Nuclear Waste (serious =1 or not serious=2)

Group Statistics

RATE		Mean	Std. Deviation	Valid N (listwise) Unweighted	Valid N (listwise) Weighted
.00	C20	1.14	.35	189	189.000
	C3	3.75	.58	189	189.000
	C16	3.20	.84	189	189.000
	C19	1.16	.37	189	189.000
1.00	C20	1.24	.43	200	200.000
	C3	3.74	.56	200	200.000
	C16	3.10	.88	200	200.000
	C19	1.15	.35	200	200.000
Total	C20	1.19	.39	389	389.000
	C3	3.74	.57	389	389.000
	C16	3.15	.86	389	389.000
	C19	1.15	.36	389	389.000

Tests of Equality of Group Means

	Wilks' Lambda	F	df1	df2	Sig.
C20	.983	6.699	1	387	.010
C3	1.000	.036	1	387	.849
C16	.996	1.481	1	387	.224
C19	1.000	.142	1	387	.707

Pooled Within-Groups Matrices

		C20	C3	C16	C19
Correlation	C20	1.000	-.158	-.129	.404
	C3	-.158	1.000	.219	-.197
	C16	-.129	.219	1.000	-.124
	C19	.404	-.197	-.124	1.000

Discussion: The perception related questions that were included in this survey can not be used to predict whether or not a person is more or less likely to choose a variable rate.

Appendix 7: Survey data frequencies, samples combined

Survey totals

# SURVEY'S RETURNED						
g8	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
OK	399	99.75	239	84.75	541	99.82
INCOMPLETE	1	0.25	43	15.25	1	0.18

Appliances

# REFRIGERATOR						
a1	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
0	0	0	2	0.84	0	0
1	266	66.67	189	79.08	399	73.75
2	106	26.57	36	15.06	122	22.55
3	22	5.51	11	4.60	18	3.33
4	4	1.00	1	0.42	1	0.18
*	1	0.25			1	0.18

AGE OF OLDEST REFRIGERATOR						
a2	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	12	3.01	7	2.95	9	1.66
LESS THAN 2	36	9.02	26	10.97	59	10.91
2-5	110	27.57	83	35.02	151	27.91
6-10	132	33.08	73	30.80	155	28.65
MORE THAN 10	109	27.32	48	20.25	167	30.87

# FREEZER						
a3	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	173	43.36	91	38.08	244	45.10
0	3	0.75	72	30.13	48	8.87
1	201	50.38	70	29.29	237	43.81
2	20	5.01	2	0.84	9	1.66
3	1	0.25	1	0.42	0	0
4	0	0	1	0.42	1	0.18
5	0	0	1	0.42	0	0
*	1	0.25	1	0.42	2	0.36

FREEZER TYPE						
a4	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	20	8.97	8	10.53	26	10.44
UPRIGHT	82	36.77	48	63.16	137	55.02
CHEST	119	53.36	20	26.32	85	34.14
3	2	0.90	0	0	1	0.40

# DISHWASHER						
a5	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	162	40.60	57	23.85	165	30.50
0	8	2.01	40	16.74	39	7.21
1	222	55.64	137	57.32	331	61.18
2	4	1.00	4	1.67	5	0.92
4	2	0.50	1	0.42	0	0
5	1	0.25	0	0	1	0.18

# MICROWAVE						
a6	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	7	1.75	6	2.51	32	5.91
0	0	0	4	1.67	4	0.74
1	367	91.98	212	88.70	479	88.54
2	21	5.26	15	6.28	21	3.88
3	1	0.25	0	0	2	0.37
4	2	0.50	2	0.84	2	0.37
*	1	0.25	0	0	1	0.18

# STOVE						
a7	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	2	0.50	4	1.67	8	1.48
0	0	0	2	0.84	0	0
1	374	93.73	212	88.70	501	92.61
2	20	5.01	16	6.69	25	4.62
3	1	0.25	2	0.84	6	1.11
4	1	0.25	0	0	0	0
5	1	0.25	0	0	1	0.18
*	0	0	3	1.26	0	0

STOVE TYPE						
a8	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	34	8.56	30	12.88	43	8.07
ELECTRIC	189	47.61	42	18.03	82	15.38
GAS	146	36.78	152	65.24	376	70.54
BOTH	13	3.27	9	3.86	32	6.00

4	15	3.78	0	0	0	0

# LCD TV						
a9	**Ameren Frequency**	**Percent**	**ComEd Frequency**	**Percent**	**ESPP Frequency**	**Percent**
.	365	91.48	206	86.19	492	90.94
0	0	0	6	2.51	1	0.18
1	27	6.77	20	8.37	40	7.39
2	4	1.00	7	2.93	3	0.55
3	2	0.50	0	0	1	0.18
4	1	0.25	0	0	4	0.74

# PLASMA TV						
a10	**Ameren Frequency**	**Percent**	**ComEd Frequency**	**Percent**	**ESPP Frequency**	**Percent**
.	396	99.25	217	90.79	533	98.52
0	0	0	7	2.93	2	0.37
1	3	0.75	15	6.28	5	0.92
2	0	0	0	0	1	0.18

# STANDARD TV						
a11	**Ameren Frequency**	**Percent**	**ComEd Frequency**	**Percent**	**ESPP Frequency**	**Percent**
.	24	6.02	22	9.21	40	7.39
0	0	0	1	0.42	0	0
1	94	23.56	73	30.54	167	30.87
2	100	25.06	51	21.34	137	25.32
3	91	22.81	46	19.25	105	19.41
4	61	15.29	25	10.46	56	10.35
5	22	5.51	14	5.86	24	4.44
6	6	1.50	5	2.09	7	1.29
7	0	0	2	0.84	3	0.55

*	1	0.25	0	0	2	0.36

# VCR						
a12	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	38	9.52	21	8.79	59	10.91
0	0	0	13	5.44	12	2.22
1	218	54.64	121	50.63	296	54.71
2	100	25.06	56	23.43	124	22.92
3	32	8.02	21	8.79	36	6.65
4	8	2.01	6	2.51	10	1.85
5	1	0.25	1	0.42	1	0.18
6	1	0.25	0	0	3	0.55
*	1	0.25	0	0	0	0

# DVD PLAYER						
a13	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	68	17.04	26	10.88	72	13.31
0	3	0.75	16	6.69	17	3.14
1	198	49.62	121	50.63	321	59.33
2	88	22.06	54	22.59	101	18.67
3	32	8.02	14	5.86	23	4.25
4	8	2.01	6	2.51	5	0.92
5	2	0.50	2	0.84	0	0
6	0	0	0	0	2	0.37

# STEREO						
a14	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	97	24.31	36	15.06	107	19.78
0	5	1.25	14	5.86	33	6.10
1	226	56.64	149	62.34	313	57.86
2	52	13.03	26	10.88	73	13.49
3	13	3.26	10	4.18	12	2.22
4	6	1.50	3	1.26	3	0.55
5	0	0	1	0.42	0	0

# VIDEO GAME SYSTEM						
a15	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	226	56.64	78	32.64	290	53.60
0	21	5.26	92	38.49	135	24.95
1	106	26.57	52	21.76	84	15.53
2	31	7.77	12	5.02	26	4.81
3	11	2.76	2	0.84	3	0.55
4	2	0.50	1	0.42	3	0.55
5	1	0.25	1	0.42	0	0
*	1	0.25	1	0.42	0	0

# COMPUTER						
a16	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	109	27.32	46	19.25	79	14.60
0	3	0.75	30	12.55	24	4.44
1	212	53.13	112	46.86	293	54.16
2	57	14.29	31	12.97	104	19.22
3	13	3.26	13	5.44	27	4.99
4	4	1.00	4	1.67	6	1.11
5	1	0.25	2	0.84	8	1.48
6	0	0	1	0.42	0	0

# FAX MACHINE						
a17	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	296	74.19	80	33.47	266	49.17
0	26	6.52	82	34.31	91	16.82
1	76	19.05	72	30.13	180	33.27
2	1	0.25	5	2.09	4	0.74

# SCANNER						
a18	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	229	57.39	87	36.40	245	45.29
0	13	3.26	65	27.20	73	13.49
1	153	38.35	84	35.15	203	37.52
2	4	1.00	3	1.26	19	3.51
3	0	0	0	0	1	0.18

# PRINTER						
a19	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	146	36.59	52	21.76	124	22.92
0	4	1.00	33	13.81	28	5.18
1	219	54.89	128	53.56	301	55.64
2	26	6.52	23	9.62	66	12.20
3	3	0.75	2	0.84	18	3.33
4	1	0.25	1	0.42	4	0.74

# WATER HEATER						
a21	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	3	0.75	27	11.30	29	5.36
0	0	0	17	7.11	4	0.74
1	386	96.74	188	78.66	488	90.20
2	7	1.75	7	2.93	18	3.33
3	1	0.25	0	0	1	0.18
4	1	0.25	0	0	1	0.18
5	1	0.25	0	0	0	0

WATER HEATER TYPE						
a22	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	13	3.28	3	1.54	14	2.76
ELECTRIC	133	33.59	18	9.23	22	4.33
GAS	231	58.33	174	89.23	468	92.13
BOTH	4	1.01	0	0	4	0.79
4	15	3.79	0	0	0	0

# CLOTHES WASHER						
a23	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	25	6.27	25	10.46	37	6.84
0	1	0.25	24	10.04	4	0.74
1	371	92.98	189	79.08	489	90.39
2	0	0	1	0.42	11	2.03
*	2	0.5	0	0	0	0

# CLOTHES DRYER						
a24	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	26	6.52	26	10.88	44	8.13
0	1	0.25	28	11.72	8	1.48
1	369	92.48	182	76.15	479	88.54
2	1	0.25	3	1.26	10	1.85
5	1	0.25	0	0	0	0
8	1	0.25	0	0	0	0

CLOTHES DRYER TYPE						
a25	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	14	3.76	5	2.70	24	4.91
0	1	0.27	3	1.62	1	0.20
ELECTRIC	243	65.32	49	26.49	95	19.43
GAS	103	27.69	127	68.65	363	74.23
BOTH	7	1.88	1	0.54	6	1.23
4	4	1.08	0	0		

# SPACE HEATER						
a26	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	251	62.91	93	38.91	268	49.54
0	7	1.75	85	35.56	76	14.05
1	96	24.06	41	17.15	134	24.77
2	37	9.27	14	5.86	52	9.61
3	5	1.25	5	2.09	7	1.29
4	3	0.75	1	0.42	2	0.37
*	0	0	0	0	2	0.36

SPACE HEATER TYPE						
a27	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	6	4.26	5	8.20	15	7.61
ELECTRIC	123	87.23	54	88.52	177	89.85
OTHER	9	6.38	2	3.28	5	2.54
4	3	2.13	0	0	0	0

# CEILING FAN						
a29	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	46	11.53	39	16.32	76	14.05
0	1	0.25	28	11.72	28	5.18
1	69	17.29	49	20.50	102	18.85
2	76	19.05	37	15.48	100	18.48
3	69	17.29	30	12.55	92	17.01
4	50	12.53	31	12.97	64	11.83
5	48	12.03	17	7.11	41	7.58
6	26	6.52	4	1.67	22	4.07
7	10	2.51	2	0.84	7	1.29
8	0	0	0	0	3	0.55
9	2	0.50	2	0.84	5	0.92
*	2	0.50	0	0	1	0.18

# OTHER FAN						
a30	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	154	38.60	94	39.33	211	39.00
0	7	1.75	40	16.74	30	5.55
1	88	22.06	46	19.25	109	20.15
2	79	19.80	36	15.06	103	19.04
3	39	9.77	14	5.86	64	11.83
4	24	6.02	5	2.09	15	2.77
5	5	1.25	2	0.84	6	1.11
6	2	0.50	2	0.84	3	0.55
8	1	0.25	0	0	0	0

ANY RECHARGABLE TOOLS?						
a31	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	2	0.50	1	0.42	7	1.29
YES	294	73.68	145	60.67	355	65.62
NO	103	25.81	93	38.91	179	33.09

# RECHARGEABLE TOOL						
a32	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	3	1.02	1	0.69	5	1.41
1	107	36.39	46	31.72	115	32.39
2	80	27.21	47	32.41	110	30.99
3	46	15.65	27	18.62	65	18.31
4	21	7.14	13	8.97	26	7.32
5	14	4.76	4	2.76	12	3.38
6	17	5.78	3	2.07	8	2.25
7	2	0.68	2	1.38	2	0.56
8	0	0	2	1.38	6	1.69
*	4	1.36	0	0	6	1.69

HOW TOOLS MAINTAINED WHEN NOT USED?						
a33	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	1	0.34	5	3.45	2	0.56
PLUGGED IN ALL TIME	26	8.84	19	13.10	54	15.21
RECHARGE AS NEEDED	193	65.65	84	57.93	218	61.41
BOTH WAYS USED	74	25.17	37	25.52	81	22.82

ANY HOT TUB?						
a34	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
NO	377	94.49	217	90.79	508	93.90
YES	22	5.51	22	9.21	33	6.10

ANY SWIMMING POOL?						
a35	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
NO	364	91.23	229	95.82	522	96.49
YES	35	8.77	10	4.18	18	3.33
2	0	0	0	0	1	0.18

ANY AQUARIUM W/PUMP?						
a36	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
NO	371	92.98	228	95.40	514	95.01
YES	27	6.77	9	3.77	25	4.62
2	1	0.25	0	0	0	0
3	0	0	2	0.84	2	0.37

ANY SAUNA?						
a37	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
NO	399	100.00	237	99.16	537	99.26
YES	0	0	2	0.84	4	0.74

ANY OTHER ITEMS?						
a38	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
NO	380	95.24	218	91.21	511	94.45

YES	19	4.76	21	8.79	30	5.55

ANY AIR CONDITIONING?						
a40	**Ameren Frequency**	**Percent**	**ComEd Frequency**	**Percent**	**ESPP Frequency**	**Percent**
.	1	0.25	5	2.09	25	4.62
YES	390	97.74	216	90.38	492	90.94
NO	8	2.01	18	7.53	23	4.25
OTHER	0	0	0	0	1	0.18

# CENTRAL A/C			
a41	**Ameren Frequency**	**ComEd Frequency**	**ESPP Frequency**
.	77	64	187
1	302	137	282
2	10	13	19
3	1	2	3
4	0	0	1

# WINDOW A/C			
a42	**Ameren Frequency**	**ComEd Frequency**	**ESPP Frequency**
.	290	148	288
0	0	2	2
1	55	44	85
2	33	17	59
3	8	5	31
4	4	0	16
5	0	0	10
7	0	0	1

How Energy is Used

USE COMPACT FLUORESCENT LIGHTS?						
b1	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	2	0.50	3	1.26	18	3.33
YES, IN MOST FIXTURES	48	12.03	27	11.30	175	32.35
YES, IN SOME FIXTURES	144	36.09	90	37.66	278	51.39
NO, NOT FAMILIAR WITH THEM	82	20.55	62	25.94	18	3.33
NO, FAMILIAR BUT DON'T USE	123	30.83	57	23.85	52	9.61

WHY NOT USE COMPACT FLUORESCENT LIGHTS?						
b2	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	136	34.09	103	43.10	352	65.06
TOO EXPENSIVE	80	20.05	21	8.79	30	5.55
DON'T FIT MY FIXTURES	56	14.04	46	19.25	77	14.23
QUALITY OF LIGHT IS DIFFERENT	51	12.78	25	10.46	49	9.06
OTHER REASON	76	19.05	43	17.99	33	6.10
ALL OF THE ABOVE	0	0	1	0.42	0	0

HOW OFTEN TURN OFF LIGHTS?						
b4	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	1	0.25	1	0.42	18	3.33
ALMOST ALWAYS	265	66.42	150	62.76	335	61.92
USUALLY	117	29.32	71	29.71	163	30.13
SOMETIMES	16	4.01	15	6.28	23	4.25
RARELY	0	0	1	0.42	2	0.37
DON'T KNOW/DOESN'T APPLY	0	0	1	0.42	0	0

REPLACED WINDOWS W/ENERGY EFFICIENT ONES?						
b5	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	306	76.69	180	75.31	386	71.35
YES	93	23.31	59	24.69	154	28.47
3	0	0	0	0	1	0.18

INSTALLED STORM WINDOWS?						
b6	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	372	93.23	218	91.21	505	93.35
YES	27	6.77	21	8.79	36	6.65

ADDED WEATHER STRIPPING?						
b7	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	260	65.16	169	70.71	332	61.37
YES	139	34.84	70	29.29	208	38.45
3	0	0	0	0	1	0.18

UPGRADED INSULATION?						
b8	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	332	83.21	207	86.61	444	82.07
YES	67	16.79	32	13.39	97	17.93

REPLACED FURNACE W/MORE EFFICIENT ONE?						
b9	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	316	79.20	182	76.15	399	73.75
YES	83	20.80	57	23.85	142	26.25

INSTALLED MORE EFFICIENT A/C						
b10	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	298	74.69	184	76.99	371	68.58
YES	101	25.31	55	23.01	170	31.42

MORE EFFICENT A/C TYPE						
b11	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	4	3.96	6	10.91	35	20.59
CENTRAL UNIT	76	75.25	41	74.55	81	47.65
WINDOW UNIT	21	20.79	8	14.55	54	31.76

# MORE EFFICIENT WINDOW UNITS						
b12	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	1	4.76	0	0	0	0
1	10	47.62	6	75.00	26	48.15
2	9	42.86	2	25.00	22	40.74

3	1	4.76	0	0	2	3.70
4	0	0	0	0	2	3.70
5	0	0	0	0	2	3.70

TYPE OF A/C REPLACED						
b13	**Ameren Frequency**	**Percent**	**ComEd Frequency**	**Percent**	**ESPP Frequency**	**Percent**
.	16	15.84	15	27.27	57	33.53
CENTRAL UNIT	61	60.40	31	56.36	51	30.00
WINDOW UNIT	21	20.79	7	12.73	48	28.24
NO PRIOR UNIT	3	2.97	2	3.64	14	8.24

# WINDOW UNITS REPLACED						
b14	**Ameren Frequency**	**Percent**	**ComEd Frequency**	**Percent**	**ESPP Frequency**	**Percent**
.	7	33.33	3	42.86	10	20.83
1	8	38.10	2	28.57	17	35.42
2	4	19.05	1	14.29	15	31.25
3	1	4.76	1	14.29	4	8.33
4	1	4.76	0	0	0	0
5	0	0	0	0	2	4.17

OTHER HOME IMPROVEMENTS?						
b15	**Ameren Frequency**	**Percent**	**ComEd Frequency**	**Percent**	**ESPP Frequency**	**Percent**
.	323	80.95	198	82.85	449	82.99
YES	76	19.05	41	17.15	92	17.01

HOME IMPROVEMENTS - DON'T KNOW/ DOES NOT APPLY

b17	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	322	80.70	185	77.41	485	89.65
0	0	0	1	0.42	0	0
YES	77	19.30	51	21.34	56	10.35
99			2	0.84		

ADJUST THERMOSTAT TO REDUCE COST IN SUMMER?						
b25	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	12	3.01	9	3.77	41	7.58
ALMOST ALWAYS	213	53.38	132	55.23	314	58.04
SOMETIMES	80	20.05	45	18.83	64	11.83
RARELY	36	9.02	14	5.86	10	1.85
ALMOST NEVER	23	5.76	10	4.18	23	4.25
DON'T KNOW/ DOESN'T APPLY	35	8.77	29	12.13	89	16.45

ADJUST THERMOSTAT TO REDUCE COST IN WINTER?						
b26	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	12	3.01	7	2.93	36	6.65
ALMOST ALWAYS	248	62.16	146	61.09	381	70.43
SOMETIMES	67	16.79	43	17.99	67	12.38
RARELY	29	7.27	10	4.18	17	3.14
ALMOST NEVER	30	7.52	9	3.77	17	3.14
DON'T KNOW/ DOESN'T APPLY	13	3.26	24	10.04	23	4.25

Demographics (Home and Lifestyle)

HOUSE TYPE?						
e1	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	6	1.50	2	0.84	12	2.22
SINGLE FAMILY DETACHED	352	88.22	131	54.81	387	71.53
SINGLE FAMILY ATTACHED	21	5.26	29	12.13	54	9.98
APARTMENT OR CONDO W/2-4 UNITS	12	3.01	33	13.81	57	10.54
APARTMENT OR CONDO W/>4 UNITS	8	2.01	44	18.41	31	5.73

OWN OR RENT?						
e2	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	2	0.50	5	2.09	14	2.59
OWN	341	85.46	175	73.22	487	90.02
RENT	56	14.04	59	24.69	40	7.39

YEARS AT CURRENT ADDRESS?						
e3	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	16	4.01	14	5.86	67	12.38
0.5	2	0.50	55	23.01	62	11.46
LESS THAN 5 YRS	81	20.30	59	24.69	1	0.18
5-9	74	18.55	1	0.42	106	19.59
10-14	57	14.29	24	10.04	61	11.28
15-19	50	12.53	14	5.86	59	10.91
20-24	30	7.52	22	9.21	27	4.99
25-29	18	4.51	12	5.02	37	6.84
30-34	21	5.26	13	5.44	30	5.55
35-39	19	4.76	11	4.60	37	6.84
40-44	12	3.01	2	0.84	28	5.18
45-49	7	1.75	3	1.26	13	2.40
50+ YRS	12	3.01	9	3.77	13	2.40

TOTAL SQ FOOTAGE OF HOME?						
e4	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	11	2.76	4	1.67	21	3.88
< 600 SQFT	8	2.01	15	6.28	15	2.77
600-999	39	9.77	25	10.46	50	9.24
1000-1599	110	27.57	58	24.27	138	25.51
1600-1999	82	20.55	39	16.32	101	18.67
2000-2399	43	10.78	32	13.39	78	14.42

2400-2999	42	10.53	18	7.53	49	9.06
3000+ SQFT	26	6.52	13	5.44	34	6.28
20	1	0.25				
DON'T KNOW	37	9.27	35	14.64	55	10.17

e4b	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	49	12.28	57	23.85	204	37.71
.	304	76.19	157	65.69	284	52.50
HOME SQFT IS AN ESTIMATE	46	11.53	22	9.21	53	9.80
99	0	0	3	1.26	0	0

INTERNET ACCESS AT HOME?						
e5	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	8	2.01	5	2.09	22	4.07
NONE	136	34.09	67	28.03	131	24.21
DIAL-UP	88	22.06	56	23.43	119	22.00
CABLE	74	18.55	49	20.50	92	17.01
DSL	83	20.80	61	25.52	164	30.31
OTHER	10	2.51	1	0.42	13	2.40

# PEOPLE IN HOUSEHOLD						
e7	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	11	2.76	7	2.93	18	3.33
1	75	18.80	56	23.43	114	21.07
2	152	38.10	87	36.40	209	38.63
3	76	19.05	44	18.41	86	15.90
4	45	11.28	22	9.21	68	12.57
5	27	6.77	15	6.28	29	5.36
6	10	2.51	4	1.67	11	2.03
7	1	0.25	3	1.26	6	1.11
8	2	0.50	1	0.42	0	0

ANY CHILDREN <18 IN HH?						
e8	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	5	1.25	3	1.26	11	2.03
YES	136	34.09	67	28.03	143	26.43
NO	258	64.66	168	70.29	387	71.53
3			1	0.42		

ANYONE HOME SUMMER WEEKDAYS?						
e9	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	4	1.00	11	4.60	21	3.88
USUALLY	262	65.66	124	51.88	342	63.22
SOMETIMES	77	19.30	60	25.10	101	18.67
RARELY	56	14.04	44	18.41	77	14.23

ANYONE HOME NONSUMMER WEEKDAYS?						
e10	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	15	3.76	16	6.69	28	5.18
USUALLY	228	57.14	110	46.03	321	59.33
SOMETIMES	79	19.80	64	26.78	109	20.15
RARELY	77	19.30	49	20.50	83	15.34

DONATE TO ANIMAL WELFARE ORGS?						
e11	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	332	83.21	196	82.01	408	75.42
YES	67	16.79	43	17.99	133	24.58

DONATE TO ARTS AND CULTURE ORGS?						
e12	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
.	372	93.23	207	86.61	402	74.31

YES	27	6.77	32	13.39	138	25.51
2					1	0.18

DONATE TO EDUCATION?						
e13	**Ameren Frequency**	**Percent**	**ComEd Frequency**	**Percent**	**ESPP Frequency**	**Percent**
.	304	76.19	176	73.64	378	69.87
YES	95	23.81	63	26.36	163	30.13

DONTATE TO ENVIRONMENTAL ORGS?						
e14	**Ameren Frequency**	**Percent**	**ComEd Frequency**	**Percent**	**ESPP Frequency**	**Percent**
.	368	92.23	212	88.70	372	68.76
YES	31	7.77	27	11.30	169	31.24

DONATE TO HEALTH ORGS?						
e15	**Ameren Frequency**	**Percent**	**ComEd Frequency**	**Percent**	**ESPP Frequency**	**Percent**
.	277	69.42	165	69.04	365	67.47
YES	122	30.58	74	30.96	176	32.53

DONATE TO HUMAN SERVICES?						
e16	**Ameren Frequency**	**Percent**	**ComEd Frequency**	**Percent**	**ESPP Frequency**	**Percent**
.	292	73.18	178	74.48	311	57.49
YES	107	26.82	61	25.52	230	42.51

DONATE TO INTERNATIONAL ORGS?						
e17	**Ameren Frequency**	**Percent**	**ComEd Frequency**	**Percent**	**ESPP Frequency**	**Percent**
.	371	92.98	218	91.21	435	80.41
YES	28	7.02	21	8.79	106	19.59

DONATE TO COMMUNITY ORGANIZATIONS?						
e18	**Ameren Frequency**	**Percent**	**ComEd Frequency**	**Percent**	**ESPP Frequency**	**Percent**
.	233	58.40	160	66.95	308	56.93

YES	166	41.60	79	33.05	233	43.07

DONATE TO RELIGIOUS ORGS?						
e19	**Ameren Frequency**	**Percent**	**ComEd Frequency**	**Percent**	**ESPP Frequency**	**Percent**
.	185	46.37	105	43.93	211	39.00
YES	214	53.63	133	55.65	330	61.00
3	0	0	1	0.42	0	0

DONATE TO OTHER CHARITIES?						
e20	**Ameren Frequency**	**Percent**	**ComEd Frequency**	**Percent**	**ESPP Frequency**	**Percent**
.	365	91.48	208	87.03	493	91.13
YES	34	8.52	31	12.97	47	8.69
3					1	0.18

TYPE OF INVESTMENTS WOULD CHOOSE						
e22	**Ameren Frequency**	**Percent**	**ComEd Frequency**	**Percent**	**ESPP Frequency**	**Percent**
.	16	4.01	8	3.35	45	8.32
HIGH EARNING, HIGH RISK	13	3.26	15	6.28	25	4.62
MODERATE EARNING, MODERATE RISK	67	16.79	46	19.25	116	21.44
MODEST EARNING, LOW RISK	82	20.55	42	17.57	64	11.83
MIX OF ABOVE	76	19.05	51	21.34	158	29.21
5	3	0.75	0	0	2	0.37
DON'T INVEST	110	27.57	61	25.52	88	16.27
DON'T KNOW	32	8.02	16	6.69	43	7.95

MEMBERSHIP AT DISCOUNT STORE?						
e23	**Ameren Frequency**	**Percent**	**ComEd Frequency**	**Percent**	**ESPP Frequency**	**Percent**
.	4	1.00	3	1.26	24	4.44
YES	150	37.59	114	47.70	234	43.25

NO	239	59.90	115	48.12	277	51.20
DON'T KNOW/ DOESN'T APPLY	6	1.50	7	2.93	6	1.11

HOW OFTER RECYCLE?						
e24	**Ameren Frequency**	**Percent**	**ComEd Frequency**	**Percent**	**ESPP Frequency**	**Percent**
.	3	0.75	2	0.84	15	2.77
ALMOST ALWAYS	140	35.09	103	43.10	401	74.12
USUALLY	70	17.54	39	16.32	38	7.02
SOMETIMES	60	15.04	27	11.30	30	5.55
RARELY	59	14.79	25	10.46	16	2.96
ALMOST NEVER	62	15.54	33	13.81	32	5.91
DON'T KNOW/ DOESN'T APPLY	5	1.25	10	4.18	9	1.66

AGE GROUP?						
e25	**Ameren Frequency**	**Percent**	**ComEd Frequency**	**Percent**	**ESPP Frequency**	**Percent**
.	3	0.75	3	1.26	13	2.40
< 25 YRS OLD	7	1.75	1	0.42	2	0.37
25-34	34	8.52	24	10.04	28	5.18
35-49	120	30.08	63	26.36	116	21.44
50-64	126	31.58	85	35.56	192	35.49
65+ YRS OLD	108	27.07	63	26.36	190	35.12
6	1	0.25				

HOUSEHOLD INCOME?						
e26	**Ameren Frequency**	**Percent**	**ComEd Frequency**	**Percent**	**ESPP Frequency**	**Percent**
.	17	4.26	17	7.11	77	14.23
< $10,000	31	7.77	14	5.86	21	3.88
$10,000-25,000	71	17.79	45	18.83	71	13.12
$25,001-50,000	136	34.09	61	25.52	120	22.18

$50,001-75,000	73	18.30	42	17.57	110	20.33
$75,001-150,000	60	15.04	51	21.34	114	21.07
> $150,000	11	2.76	9	3.77	28	5.18

HIGHEST LEVEL OF EDUCATION?						
e27	**Ameren Frequency**	**Percent**	**ComEd Frequency**	**Percent**	**ESPP Frequency**	**Percent**
.	5	1.25	3	1.26	22	4.07
SOME HIGH SCHOOL OR LESS	35	8.77	19	7.95	34	6.28
HIGH SCHOOL GRAD OR EQUIV	130	32.58	52	21.76	82	15.16
SOME COLLEGE	80	20.05	36	15.06	84	15.53
ASSOCIATES DEGREE	48	12.03	25	10.46	42	7.76
BACHELORS DEGREE	55	13.78	55	23.01	113	20.89
GRADUATE OR PROFESSIONAL	46	11.53	49	20.50	164	30.31

LANGUAGE SPOKEN AT HOME?						
e28	**Ameren Frequency**	**Percent**	**ComEd Frequency**	**Percent**	**ESPP Frequency**	**Percent**
.	5	1.25	5	2.09	17	3.14
ENGLISH	392	98.25	221	92.47	487	90.02
SPANISH	2	0.50	4	1.67	35	6.47
OTHER			9	3.77	2	0.37

ETHNICITY?						
e30	**Ameren Frequency**	**Percent**	**ComEd Frequency**	**Percent**	**ESPP Frequency**	**Percent**
.	3	0.75	3	1.26	17	3.14
WHITE	366	91.73	155	64.85	388	71.72
BLACK	13	3.26	46	19.25	56	10.35
HISPANIC	4	1.00	10	4.18	43	7.95
ASIAN	3	0.75	1	0.42	6	1.11
MORE THAN	7	1.75	10	4.18	9	1.66

ONE RACE						
OTHER	1	0.25	4	1.67	3	0.55
PREFER NOT TO SAY	2	0.50	10	4.18	19	3.51

AMOUNT AVERAGE SUMMER ELECTICITY BILL						
e32	**Ameren Frequency**	**Percent**	**ComEd Frequency**	**Percent**	**ESPP Frequency**	**Percent**
.	51	12.78	46	19.25	137	25.32
0	0	0	1	0.42	1	0.18
LESS $50	13	3.26	40	16.74	87	16.08
50-99	84	21.05	76	31.80	169	31.24
100-149	99	24.81	40	16.74	79	14.60
150-199	80	20.05	12	5.02	41	7.58
200-249	45	11.28	13	5.44	18	3.33
250-299	17	4.26	6	2.51	6	1.11
$300+	10	2.51	5	2.09	3	0.55

Energy Opinions

I always shop for the lowest prices, even if it takes more time and effort						
c1	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
Strongly Disagree	12	3.01	15	6.28	22	4.07
Somewhat Disagree	46	11.53	31	12.97	67	12.38
Somewhat Agree	176	44.11	110	46.03	278	51.39
Strongly Agree	150	37.59	74	30.96	147	27.17
No Opinion	8	2.01	5	2.09	11	2.03
Blank	7	1.75	4	1.67	16	2.96

Conserving energy is a good way to save money						
c2	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
Strongly Disagree	4	1	3	1.26	10	1.85
Somewhat Disagree	1	0.25	5	2.09	3	0.55
Somewhat Agree	68	17.04	41	17.15	65	12.01
Strongly Agree	318	79.7	183	76.57	449	82.99
No Opinion	1	0.25	4	1.67	2	0.37
Blank	7	1.75	3	1.26	12	2.22

Conserving energy helps to protect the environment						
c3	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
Strongly Disagree	4	1	6	2.51	9	1.66
Somewhat Disagree	4	1	4	1.67	3	0.55
Somewhat Agree	83	20.8	39	16.32	67	12.38
Strongly Agree	283	70.93	182	76.15	444	82.07
No Opinion	19	4.76	7	2.93	8	1.48
Blank	6	1.5	1	0.42	10	1.85

We do a very good job of conserving energy in our home.						
c4	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
Strongly Disagree	2	0.5	1	0.42	7	1.29
Somewhat Disagree	26	6.52	22	9.21	27	4.99
Somewhat Agree	230	57.64	128	53.56	278	51.39
Strongly Agree	129	32.33	80	33.47	216	39.93
No Opinion	5	1.25	7	2.93	2	0.37
Blank	7	1.75	1	0.42	11	2.03

I rarely think about my household 's energy needs.						
c5	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
Strongly Disagree	166	41.6	81	33.89	259	47.87
Somewhat Disagree	88	22.06	67	28.03	164	30.31
Somewhat Agree	87	21.8	56	23.43	57	10.54
Strongly Agree	45	11.28	24	10.04	39	7.21
No Opinion	5	1.25	7	2.93	6	1.11
Blank	8	2.01	4	1.67	16	2.96

Energy efficient products are too expensive.						
c6	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
Strongly Disagree	61	15.29	43	17.99	147	27.17
Somewhat Disagree	122	30.58	64	26.78	156	28.84
Somewhat Agree	128	32.08	83	34.73	146	26.99
Strongly Agree	50	12.53	8	3.35	36	6.65
No Opinion	28	7.02	35	14.64	38	7.02
Blank	10	2.51	6	2.51	18	3.33

Using energy efficiently is important to me						
c7	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
Strongly Disagree	9	2.26	9	3.77	16	2.96
Somewhat Disagree	12	3.01	12	5.02	7	1.29
Somewhat Agree	131	32.83	75	31.38	104	19.22
Strongly Agree	233	58.4	132	55.23	391	72.27
No Opinion	8	2.01	9	3.77	5	0.92
Blank	6	1.5	2	0.84	18	3.33

Saving energy means being uncomf ortable or giving up things I enjoy						
c8	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
Strongly Disagree	92	23.06	52	21.76	147	27.17
Somewhat Disagree	121	30.33	90	37.66	204	37.71
Somewhat Agree	130	32.58	66	27.62	134	24.77
Strongly Agree	34	8.52	16	6.69	22	4.07
No Opinion	15	3.76	13	5.44	15	2.77
Blank	7	1.75	1	0.42	19	3.51

It is easy to use energy ef ficiently at home						
c9	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
Strongly Disagree	9	2.26	5	2.09	13	2.4
Somewhat Disagree	60	15.04	30	12.55	64	11.83
Somewhat Agree	208	52.13	120	50.21	251	46.4
Strongly Agree	97	24.31	66	27.62	182	33.64
No Opinion	15	3.76	14	5.86	11	2.03
Blank	10	2.51	4	1.67	20	3.7

I use as much energy as I need to do the things I w ant						
c10	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
Strongly Disagree	57	14.29	26	10.88	71	13.12
Somewhat Disagree	95	23.81	57	23.85	126	23.29
Somewhat Agree	156	39.1	99	41.42	218	40.3
Strongly Agree	81	20.3	47	19.67	96	17.74
No Opinion	5	1.25	7	2.93	11	2.03
Blank	5	1.25	3	1.26	19	3.51

I have no control over the amount of electricity that my household as a w hole						
c11	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
Strongly Disagree	174	43.61	104	43.51	289	53.42
Somewhat Disagree	136	34.09	80	33.47	154	28.47
Somewhat Agree	56	14.04	35	14.64	49	9.06
Strongly Agree	21	5.26	10	4.18	21	3.88
No Opinion	0	0	8	3.35	0	0
Blank	7	1.75	1	0.42	15	2.77
5	5	1.25	1	0.42	13	2.4

I try not to use air conditioning of ten.						
c12	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
Strongly Disagree	94	23.56	15	6.28	18	3.33
Somewhat Disagree	105	26.32	45	18.83	71	13.12
Somewhat Agree	110	27.57	92	38.49	172	31.79
Strongly Agree	75	18.8	73	30.54	241	44.55
No Opinion	0	0	9	3.77	0	0
Blank	9	2.26	3	1.26	22	4.07
13	6	1.5	1	0.42	17	3.14

If it did not cost so much, I w ould keep my house w armer I the winter and cooler in the summer						
c13	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
Strongly Disagree	44	11.03	23	9.62	58	10.72
Somewhat Disagree	80	20.05	50	20.92	122	22.55
Somewhat Agree	117	29.32	73	30.54	179	33.09
Strongly Agree	144	36.09	80	33.47	149	27.54
No Opinion	7	1.75	7	2.93	14	2.59
Blank	7	1.75	6	2.51	19	3.51

Fuel economy is one of the most important considerations when shopping f or a car						
c14	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
Strongly Disagree	12	3.01	10	4.18	9	1.66
Somewhat Disagree	45	11.28	22	9.21	47	8.69
Somewhat Agree	135	33.83	74	30.96	167	30.87
Strongly Agree	184	46.12	117	48.95	285	52.68
No Opinion	15	3.76	13	5.44	18	3.33
Blank	8	2.01	3	1.26	15	2.77

I am usually eager to try new products with new technologies.						
c15	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
Strongly Disagree	17	4.26	12	5.02	25	4.62
Somewhat Disagree	65	16.29	51	21.34	87	16.08
Somewhat Agree	196	49.12	112	46.86	231	42.7
Strongly Agree	83	20.8	47	19.67	151	27.91
No Opinion	31	7.77	14	5.86	32	5.91
Blank	7	1.75	3	1.26	15	2.77

I track my monthly costs pretty caref ully						
c16	Ameren Frequency	Percent	ComEd Frequency	Percent	ESPP Frequency	Percent
Strongly Disagree	24	6.02	16	6.69	29	5.36
Somewhat Disagree	40	10.03	39	16.32	80	14.79
Somewhat Agree	162	40.6	88	36.82	207	38.26
Strongly Agree	159	39.85	89	37.24	198	36.6
No Opinion	10	2.51	5	2.09	15	2.77
Blank	3	0.75	2	0.84	12	2.22

Factors that influence appliance purchasing

	Very unimportant	Somewhat unimportant	Neither	Somewhat important	Very important
Brand name	7.2%	16.5%	15.9%	46.0%	14.4%
	6.6%	15.5%	17.1%	44.8%	15.9%
Price	14.2%	6.7%	2.1%	22.7%	54.3%
	10.1%	4.3%	1.0%	36.7%	47.9%
Sales or instant rebates	10.7%	11.7%	17.0%	31.9%	28.7%
	9.1%	12.2%	15.4%	39.6%	23.6%
Mail-in rebates	14.5%	15.3%	27.4%	27.2%	15.6%
	13.1%	14.0%	25.1%	35.3%	12.5%
Convenient store location	9.4%	12.2%	20.8%	36.9%	20.8%
	6.6%	14.7%	24.7%	38.6%	15.3%
Consumer reviews	11.6%	12.1%	23.4%	33.7%	19.2%
	6.9%	7.9%	13.8%	36.0%	35.2%
Advice from salespeople	7.8%	17.1%	33.8%	33.0%	8.3%
	10.6%	16.5%	36.7%	29.1%	7.1%
Recommendations friends/famil	7.2%	12.6%	19.0%	42.7%	18.5%
	5.1%	13.0%	19.0%	47.0%	16.0%
Energy efficiency	13.6%	5.4%	3.3%	21.9%	55.8%
	9.1%	3.4%	2.0%	22.7%	62.9%
How much costs to operate	11.8%	9.2%	8.7%	24.7%	45.7%
	9.4%	4.8%	4.6%	29.7%	51.5%
Design or look of product	10.0%	16.2%	17.8%	35.9%	20.0%
	6.0%	10.2%	19.6%	47.1%	17.1%

KEY:	
	Ameren
	ComEd
	ESPP