

Energy Optimizer Satisfaction

April 2008

- ❑ Zoomerang Online Survey
 - Launched 4/1/2008
 - Closed 4/8/2008

 - Email invites to 1,484 Optimizer households
 - Completes 327 22% response rate

 - Mail survey has not been fielded yet

Top-Line Summary

□ Summary

- Gender:
 - 50/50 responded to survey
 - 50/50 initiated the phone call to signup for the program
- Median age: 45-54
- Median annual household income: \$60,000 - \$74,999
- Employment status
 - 71% employed full-time
 - 14% retired
- Typical home age is more than 10 years old (78%)

□ Conclusion: Gender does not matter. Program participants tend to be middle-aged, middle class and employed

Most Important Drivers

“Thinking about when you first decided to sign up for the Energy Optimizer, how important were the following reasons for joining the program.”

Most Important
(Top-2 Box)

- Saving on heating and cooling bills (79%)
- Keeping electric rates as low as possible (73%)

Moderate Important
(Top-2 Box)

- Free programmable thermostat (54%)
- Free installation/service (54%)
- Helping the environment (48%)

Least Important
(Top-2 Box)

- Ability to program thermostat over the Internet (18%)

Conclusion: Saving money and keeping bills low should be key benefit message

Program Satisfaction

□ Program Satisfaction

	Extremely <u>Satisfied</u>	Somewhat <u>Satisfied</u>	Extremely/Somewhat <u>Satisfied</u>
All Respondents	48.0%	35.0%	83.0%
<u>Satisfaction by Program Tenure</u>			
• Less than six months	44.4%	33.3%	77.7%
• Six months – one year	55.2%	31.0%	86.2%
• More than one year	39.6%	44.0%	83.6%

- Satisfaction tends to be slightly higher for:
 - Females

□ Conclusion: Overall satisfaction is high with the program. However, customers who have experienced a summer event, tend to be less “extremely satisfied”

Suggested Program Improvements & Comments



Program Improvements

- Improve the Internet thermostat programming
- Incorporate functionality within AccountLink (one username, one password)
- Make thermostat display easier to read

Comments

- Request communication on how this program has helped the environment
- Have NOT realized a reduction in their monthly utility bills

Conclusion:

- Formulate a business plan to move forward on
 - improving Internet thermostat programming and
 - incorporating functionality within AccountLink
- Via email, create a standard process to communicate to respondents about their questions and concerns