

HEATING & COOLING YOUR HOME

Likelihood of Replacing Equipment in the Next Two Years— by Electric Consumption

There were no statistically significant differences among low, medium, and high electric consumers with respect to the likelihood of replacing their refrigerator, hot water heater, cooling unit, or heating unit in the next year or two.

Refrigerator

7	17	Low Electric Consumer	76
7	19	Medium Electric Consumer	74
7	20	High Electric Consumer	73

Hot Water Heater

7	15	Low Electric Consumer	78
6	18	Medium Electric Consumer	76
6	20	High Electric Consumer	74

Cooling Unit/Equipment

6	14	Low Electric Consumer	80
4	15	Medium Electric Consumer	81
5	16	High Electric Consumer	79

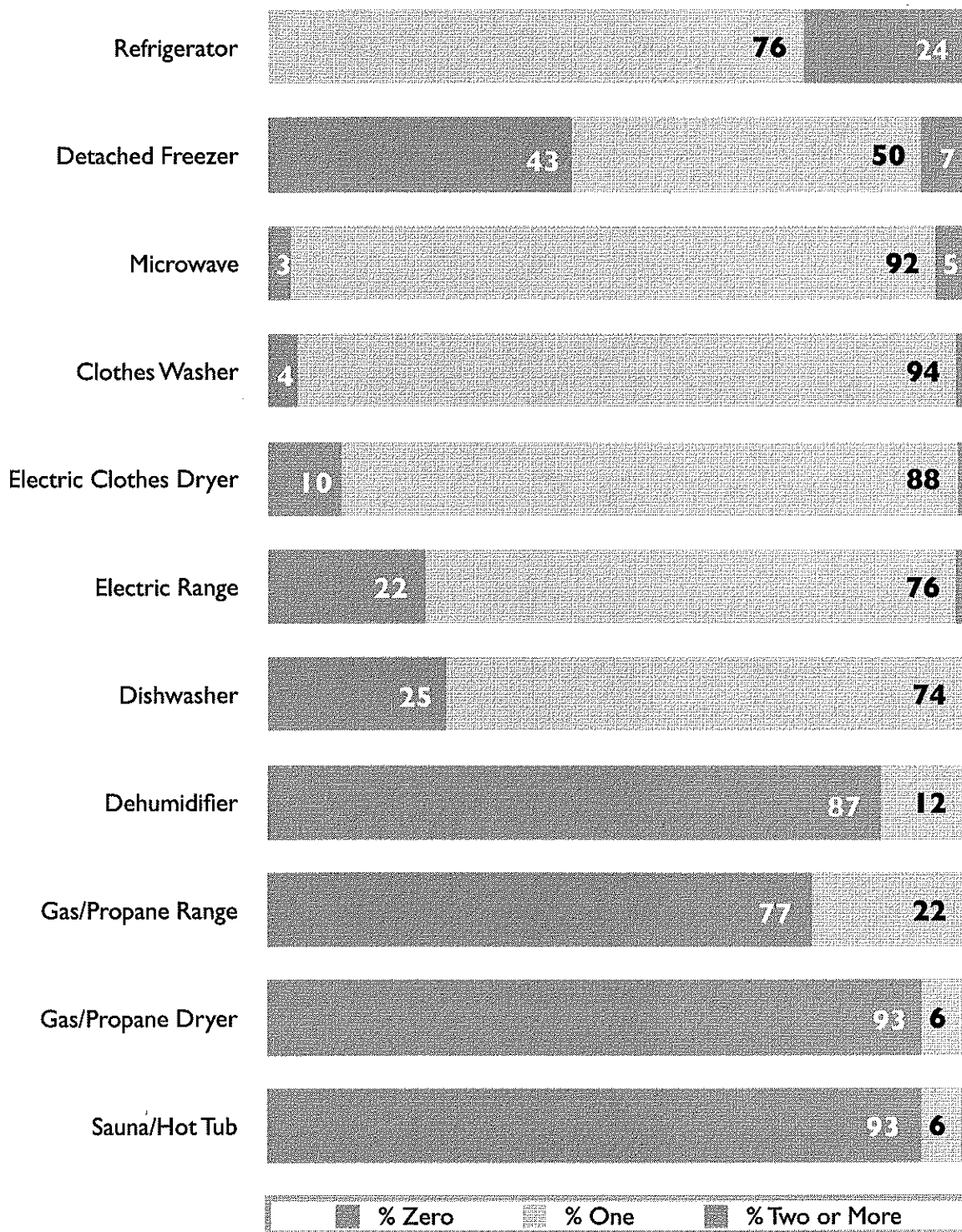
Heating Unit/Equipment

6	12	Low Electric Consumer	82
4	15	Medium Electric Consumer	81
4	14	High Electric Consumer	82



APPLIANCES

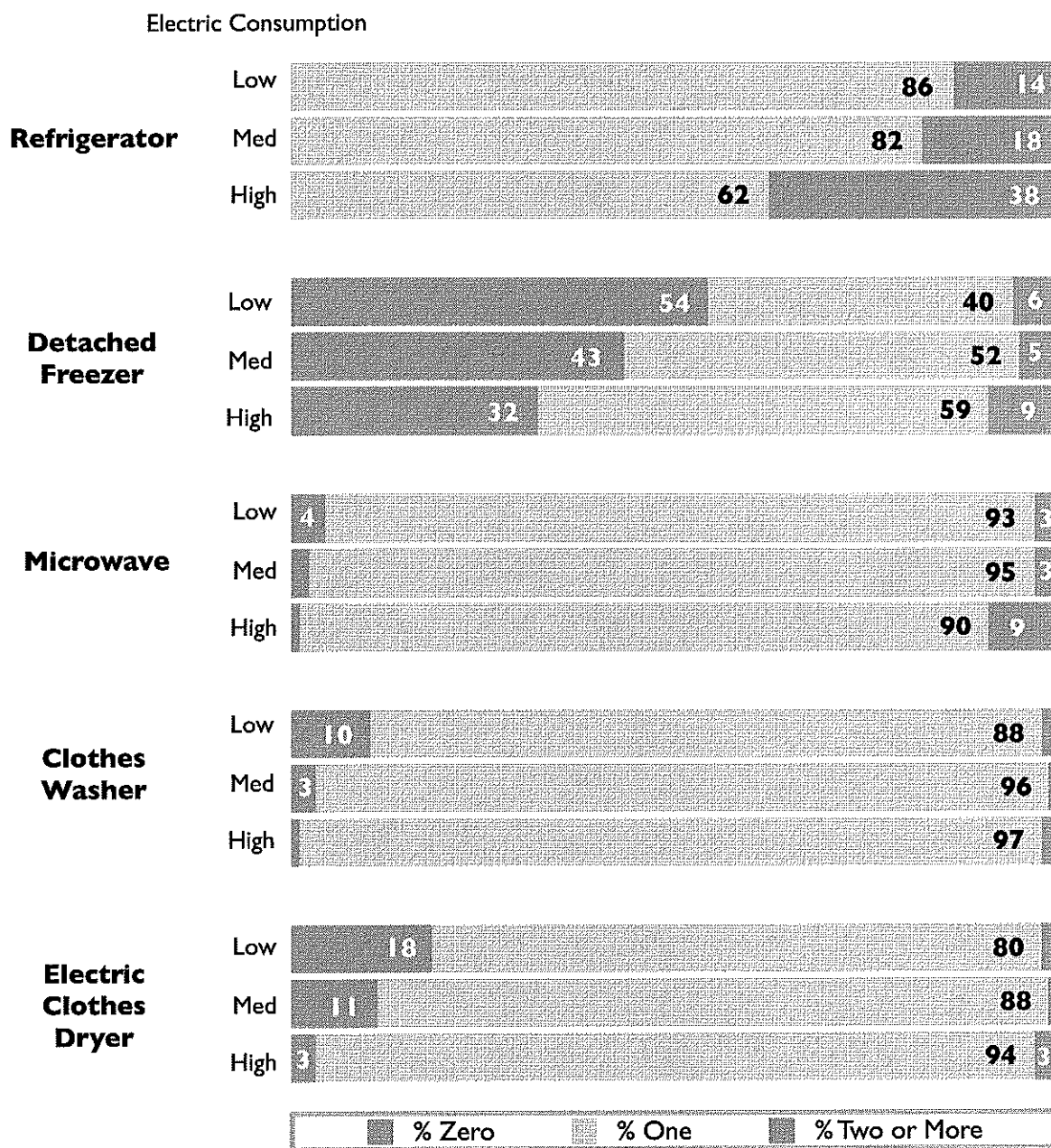
Number of Appliances in the Home—Overall



APPLIANCES

Number of Appliances in the Home by Low, Medium, and High Electric Consumption

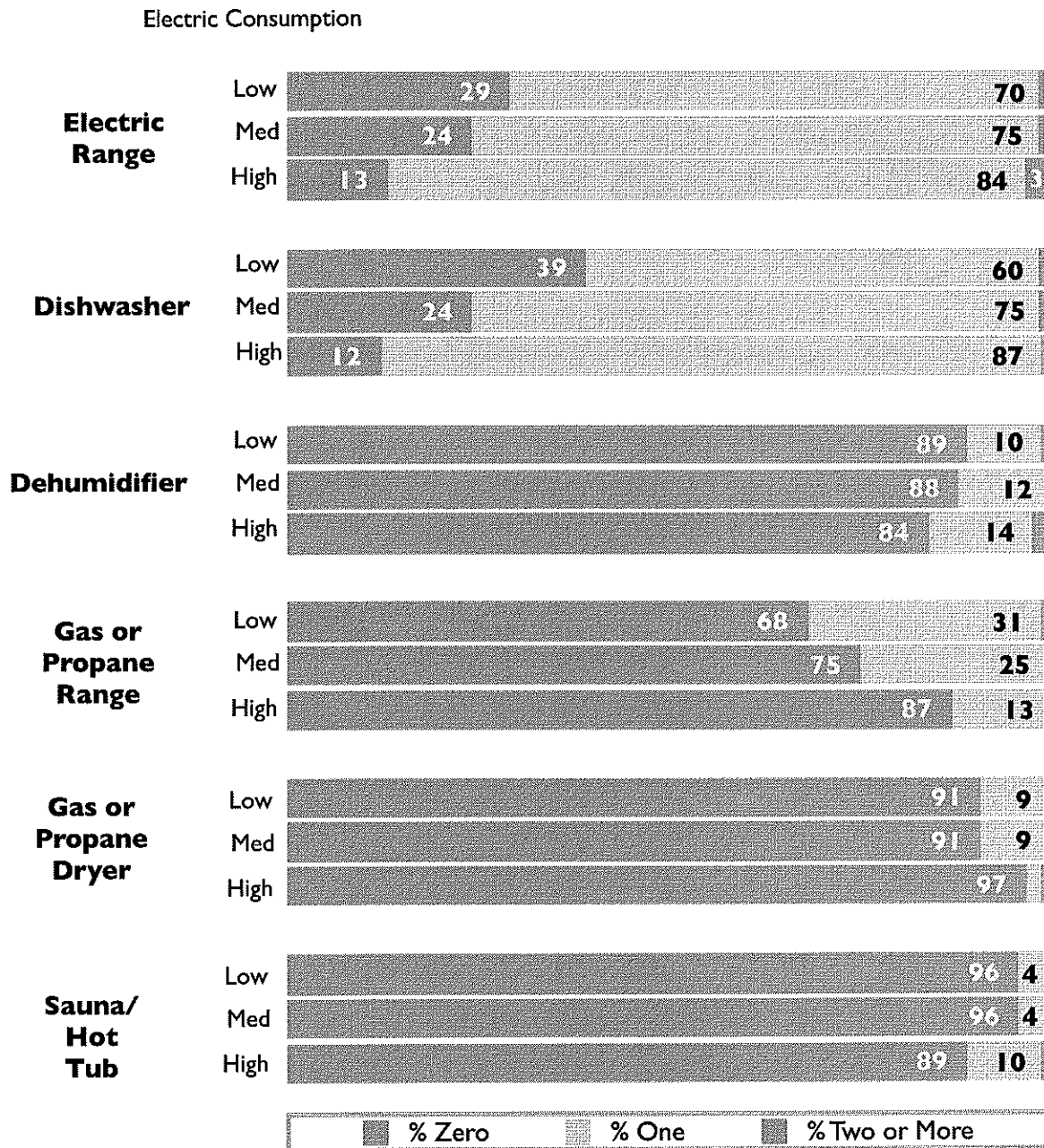
Electric Consumption: In almost every instance, high electric consumers were more likely than either medium or low electric consumers to have one or more of the appliances listed below.



APPLIANCES

Number of Appliances in the Home by Low, Medium, and High Electric Consumption (Cont'd)

Electric Consumption: In almost every instance, high electric consumers were more likely than either medium or low electric consumers to have one or more of the appliances listed below.



APPLIANCES

Number of Appliances in the Home— Overall Results, (Cont'd)

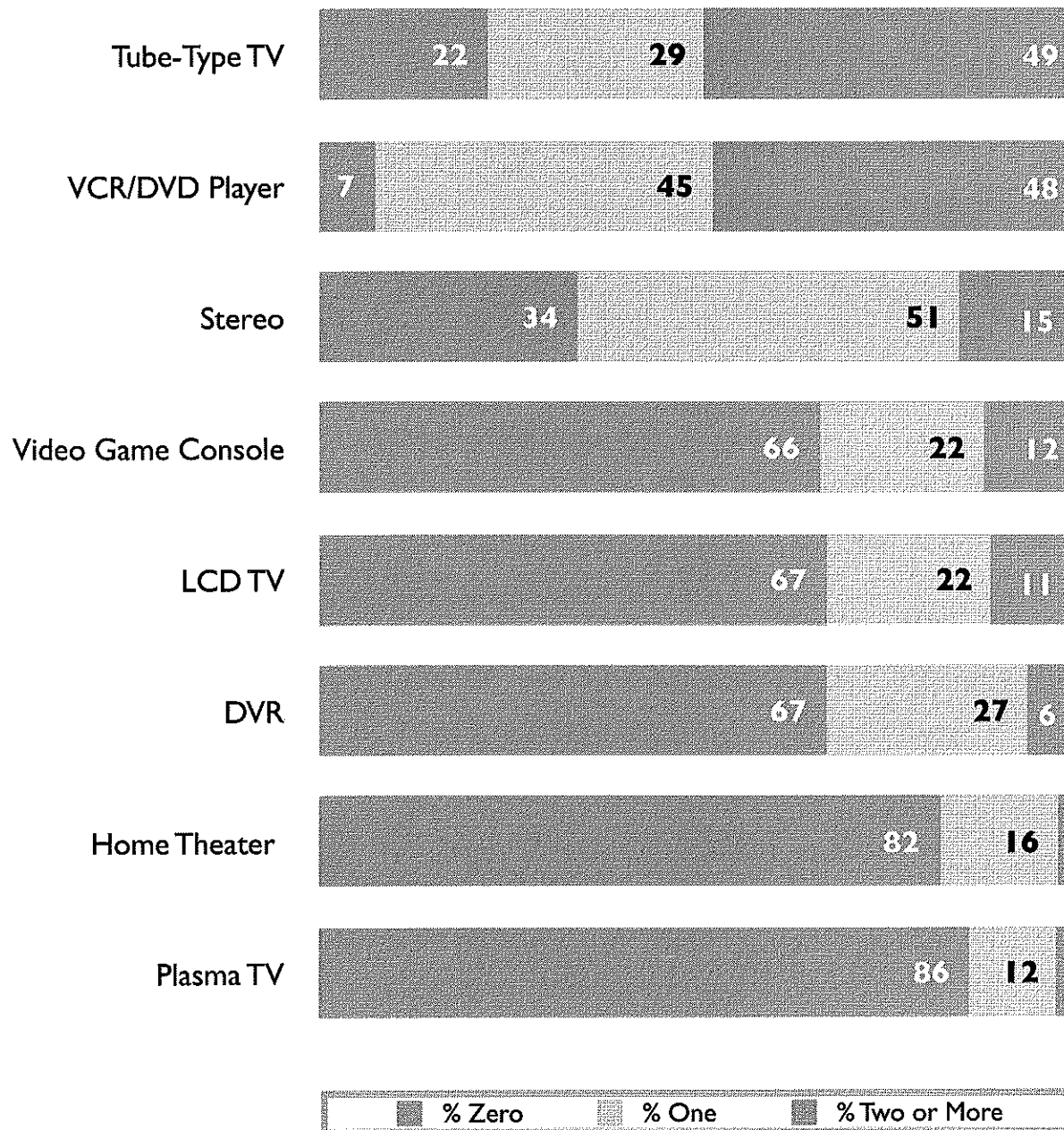
Key Demographic Findings (see pages 54-56):

- Respondents most likely to have two or more refrigerators were those with residences 2,000 sq. ft. or larger (46%) and worked from home (33%).
- Respondents most likely to have at least one detached freezer were those with larger residences at least 2,000 sq. ft. (69%).
- Respondents most likely to have two or more microwaves were those with residences 2,000 sq. ft. or larger (13%).
- 10% of apartment dwellers did not own a microwave oven.
- 49% of apartment dwellers did not own a clothes washer.
- 51% of apartment dwellers did not own an electric clothes dryer.
- 39% of respondents who lived in mobile homes and 35% of respondents who lived in older residences (40+ years old) did not own an electric range.
- 49% of apartment dwellers and 47% of renters did not own a dishwasher.
- Respondents most likely to have at least one dehumidifier lived in larger residences (2,000+ sq. ft.) and worked from home (23% each).
- Respondents most likely to have a gas or propane range lived in a condo/townhouse/ duplex (39%) and in older residences, i.e., 40+ years old (37%).
- Respondents most likely to have a gas or propane dryer lived in older residences, i.e., 40+ years old (14%).
- Respondents most likely to have a sauna or hot tub were those who lived in homes 2,000+ sq. ft. (13%) and in residences less than ten years old (11%).

APPLIANCES

Number of Entertainment Devices in the Home

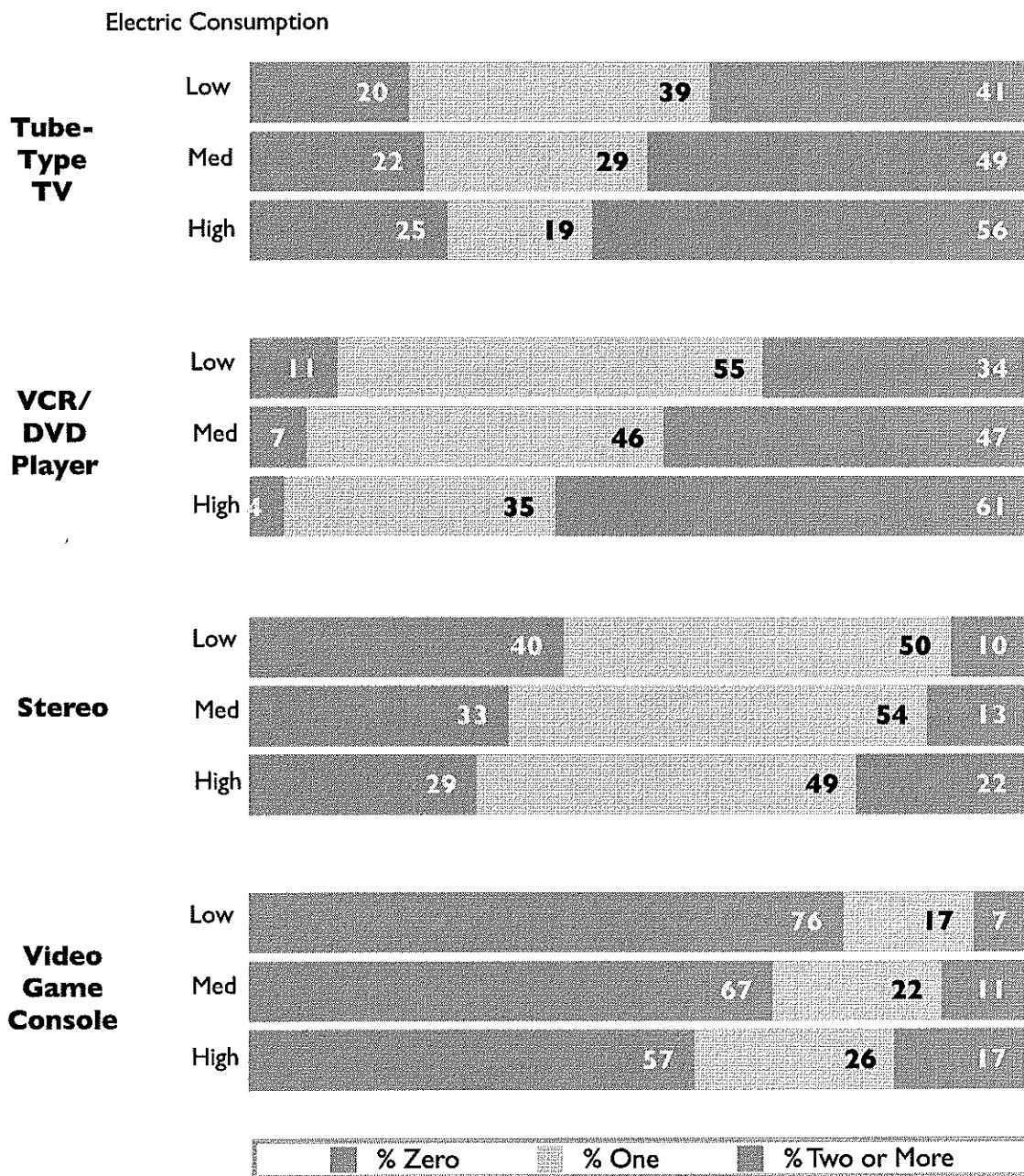
Overall



APPLIANCES

Number of Entertainment Devices in the Home by Low, Medium, and High Electric Consumption

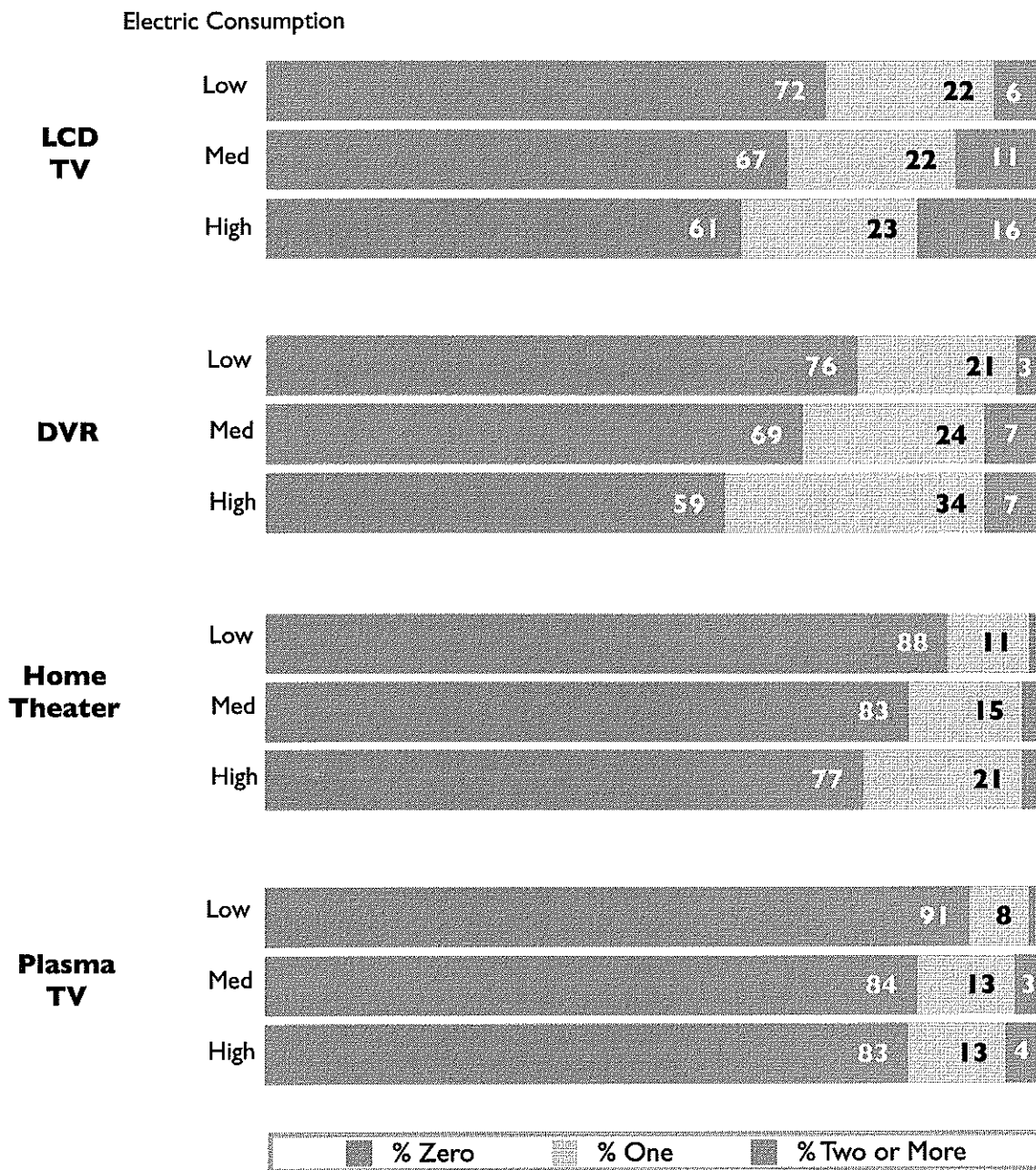
Electric Consumption: With the exception of tube-type televisions, high electric consumers were more likely than either medium or low electric consumers to have two or more of each of the entertainment devices listed below in their home. Likewise, medium electric consumers were more likely than low electric consumers to have two or more of these entertainment devices in their home.



APPLIANCES

Number of Entertainment Devices in the Home by Low, Medium, and High Electric Consumption (Cont'd)

Electric Consumption: High electric consumers were more likely than either medium or low electric consumers to have two or more of each of the entertainment devices listed below in their home. Likewise, medium electric consumers were more likely than low electric consumers to have two or more of these entertainment devices in their home.



APPLIANCES

Number of Entertainment Devices in the Home— Overall Results, (Cont'd)

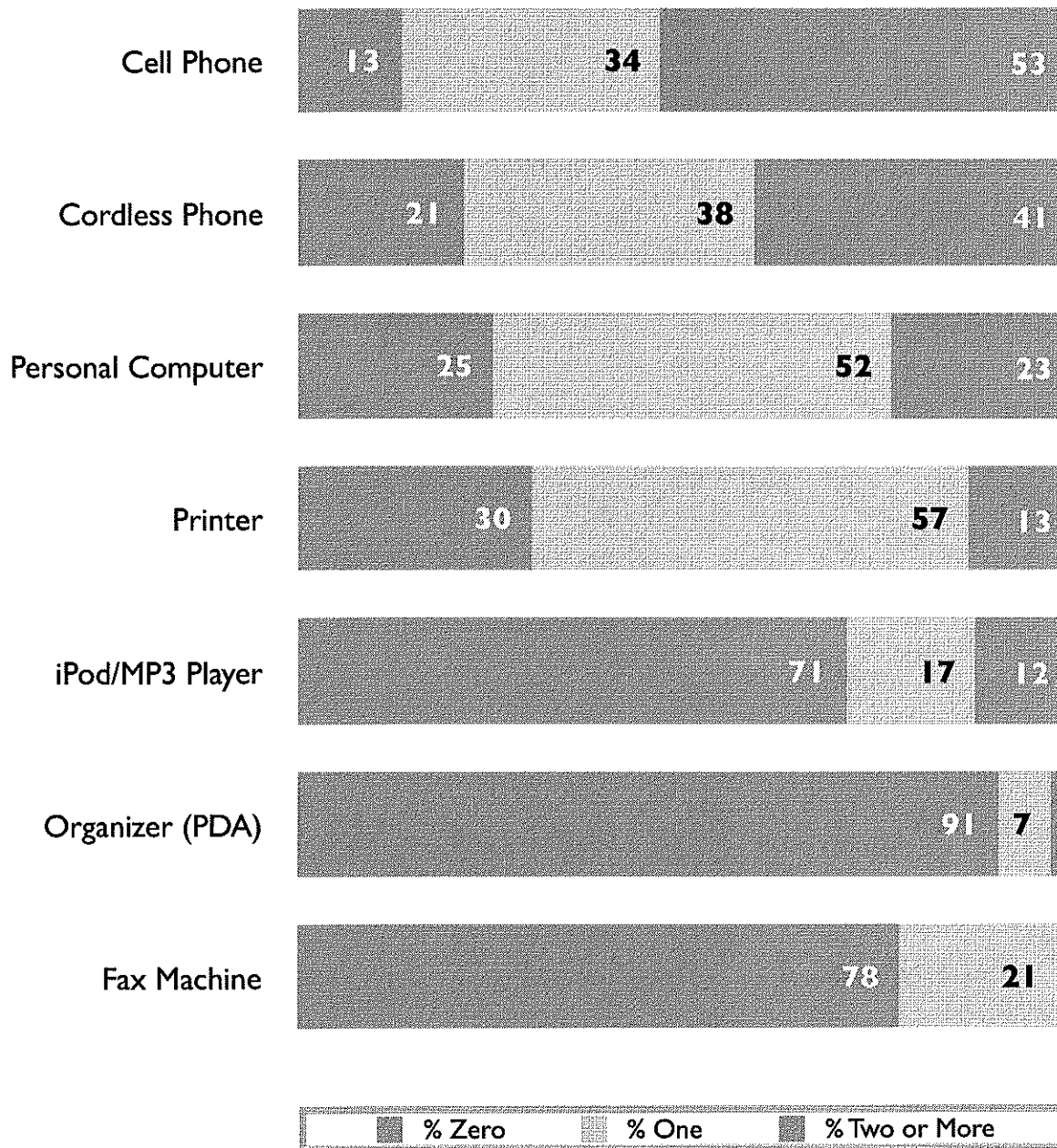
Key Demographic Findings (see pages 56-57):

- Respondents most likely to have two or more tube-type televisions in their home had three or more people living in the household (62%) and had homes 2,000+ sq. ft. (59%).
- Respondents most likely to have two or more VCR/DVD players in their home had three or more people living in the household (70%) and had homes 2,000+ sq. ft. (63%).
- Respondents most likely to have two or more stereos in their home had three or more people living in the household (27%) and had homes 2,000+ sq. ft. (22%).
- Respondents most likely to have two or more video game consoles had three or more people living in the household (29%), while those least likely to own any video game consoles lived alone (92%).
- Respondents most likely to own two or more LCD televisions lived in homes 2,000+ sq. ft. (18%), while those least likely lived in apartments (92%).
- Respondents most likely to have at least one DVR lived in a 2,000+ sq. ft. home (45%), while those least likely were apartment dwellers and lived alone (80% each).
- Respondents most likely to have at least one home theater had three or more people in the household (29%), lived in homes less than ten years old (28%), had homes 2,000+ sq. ft. (26%), and worked from home (25%).
- Respondents most likely to have at least one plasma television lived in homes less than ten years old (20%) and had homes 2,000+ sq. ft. (19%).

APPLIANCES

Number of Computer/Communication Devices in the Home

Overall

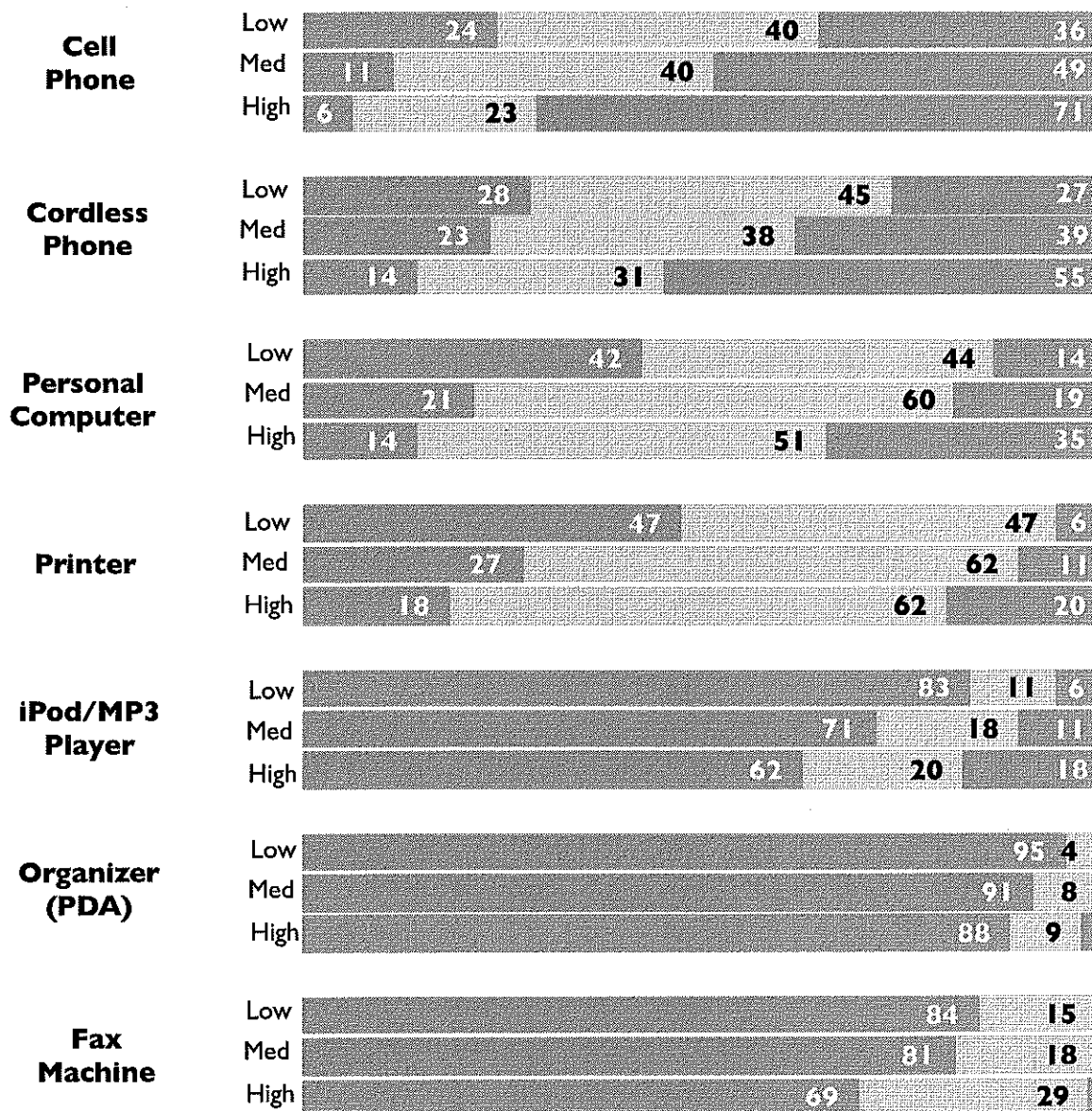


APPLIANCES

Number of Computer/Communication Devices in the Home by Low, Medium, and High Electric Consumption

Electric Consumption: As expected, high electric consumers were more likely than either medium or low electric consumers to have one or more of each of the seven computer/communication devices in their home. Likewise, medium electric consumers were more likely than low electric consumers to have one or more of each of the seven computer/communication devices in their home.

Electric Consumption



% Zero
 % One
 % Two or More

APPLIANCES

Number of Computer/Communication Devices in the Home— Overall Results, (Cont'd)

Key Demographic Findings (see page 58):

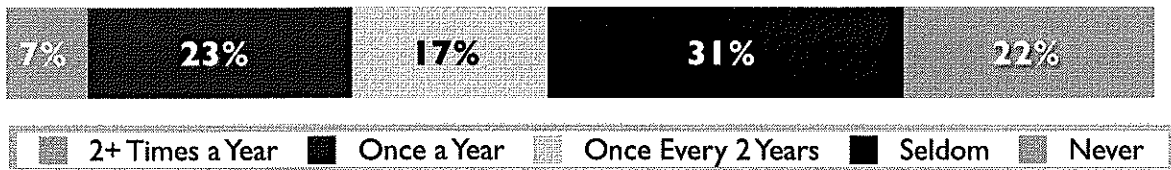
- Respondents most likely to have two or more cell phones had three or more people in the household (81%).
- Respondents most likely to have two or more cordless phones had homes 2,000+ sq. ft. (61%) and worked from home (54%).
- Respondents most likely to have two or more personal computers in their home worked from home (43%) and had homes 2,000+ sq. ft. (42%).
- Respondents most likely to have two or more printers in their home worked from home (29%) and had homes 2,000+ sq. ft. (25%).
- Respondents most likely to have two or more iPod/MP3 players had three or more people in the household (29%).
- Respondents most likely to have at least one PDA worked from home (17%).
- Respondents most likely to have at least one fax machine in their home home worked from home (17%).

ENERGY MANAGEMENT & CONSERVATION

Frequency of Heating/Cooling System Checked by a Licensed Service Company

A majority of respondents (53%) seldom (31%), if ever (22%), had their heating or cooling systems checked by a licensed service company. Thirty percent (30%) had them inspected at least once a year.

Overall



Electric Consumption

High electric consumers were somewhat more likely to have their heating/cooling systems checked on a frequent basis by a licensed professional than low or medium electric consumers.

Low Electric Consumers



Medium Electric Consumers



High Electric Consumers

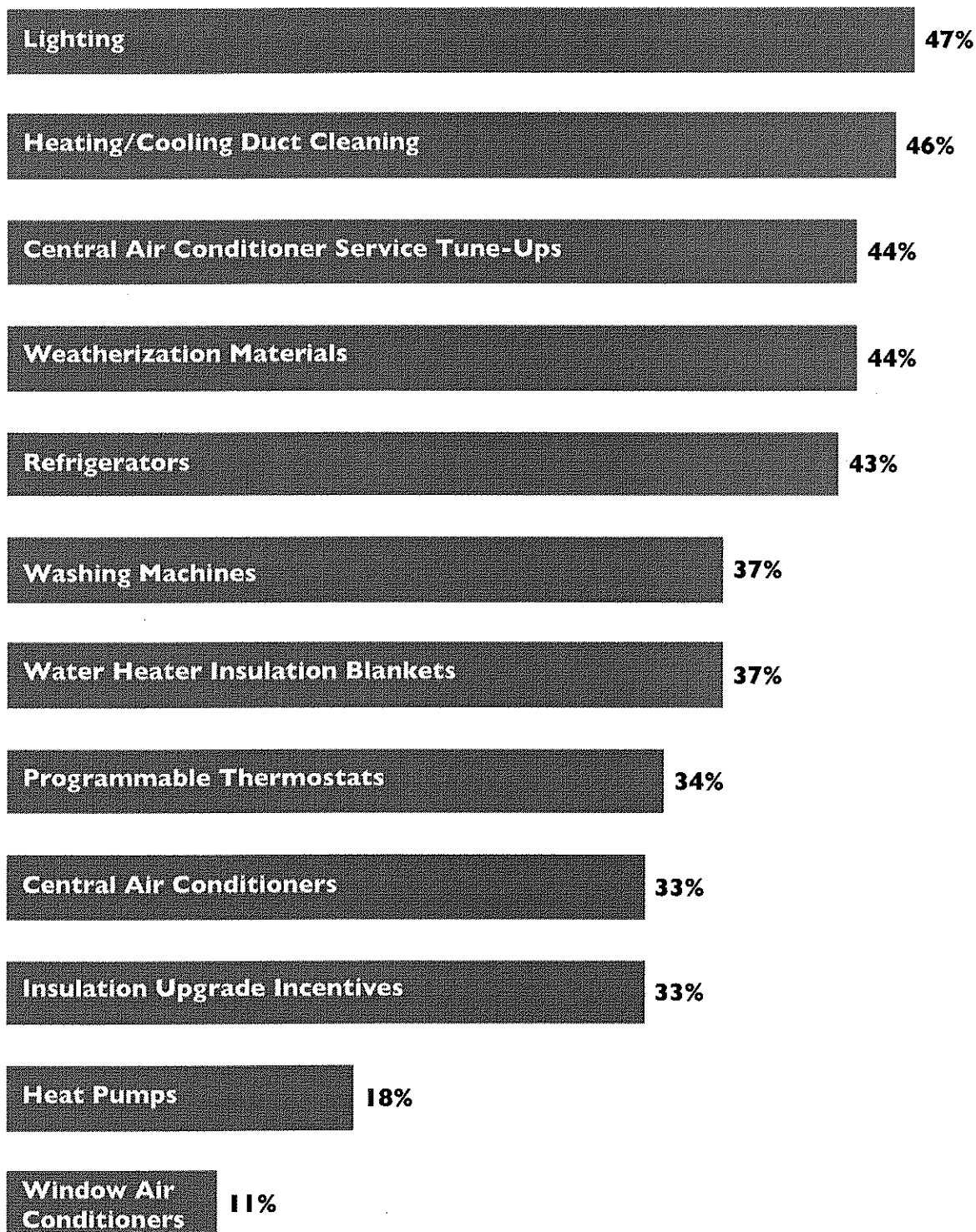


Key Demographic Findings (see page 59):

- While apartment dwellers were the most likely to have had their heating or cooling system checked by a licensed professional on a seasonal basis (14%), they were also the most likely to have never had it inspected by a licensed professional (42%).

ENERGY MANAGEMENT & CONSERVATION

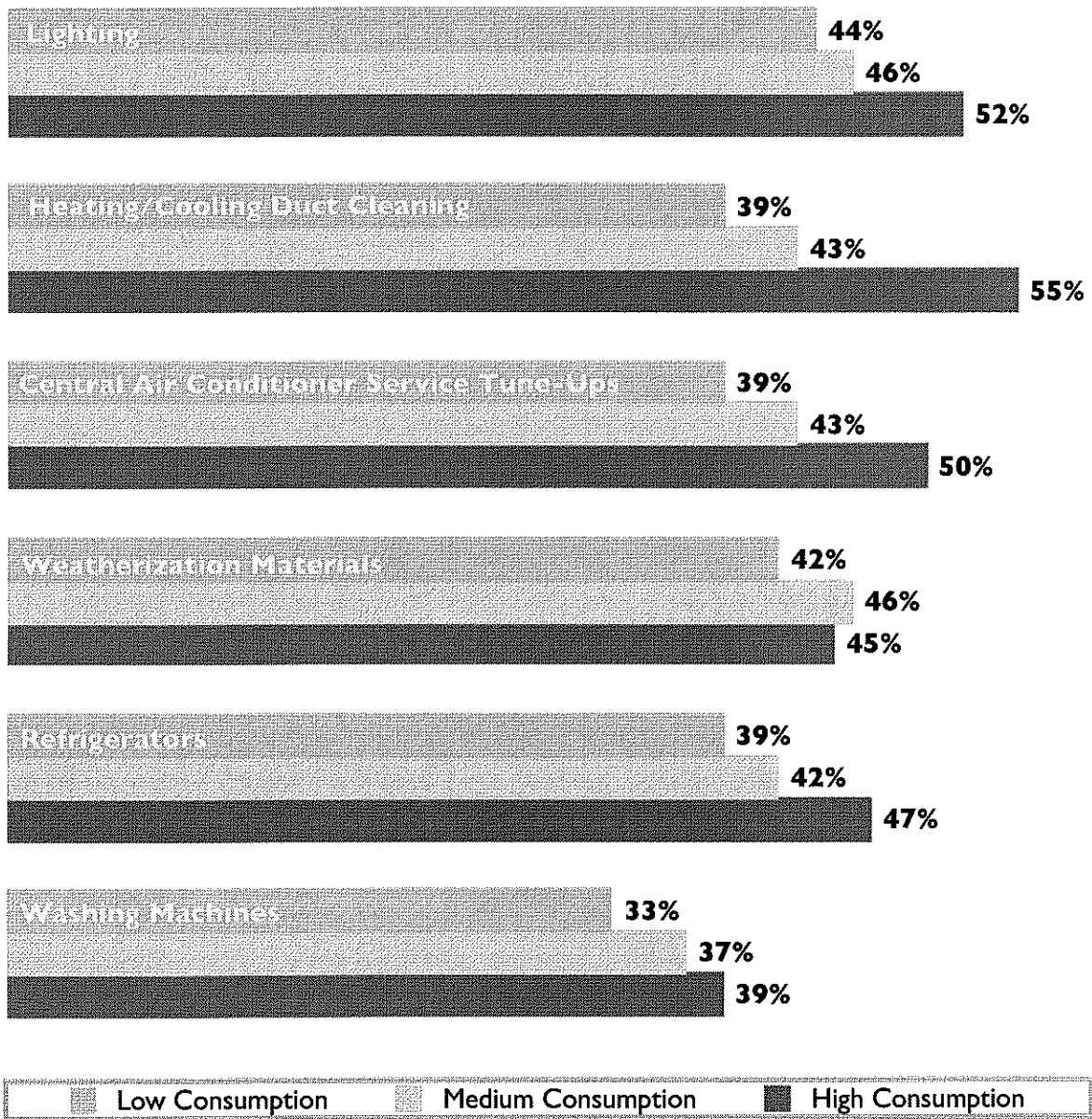
Rebates and Incentives Residential Customers Would Be Likely to Use if Offered by Empire Electric—Overall



ENERGY MANAGEMENT & CONSERVATION

Rebates and Incentives Residential Customers Would Be Likely to Use if Offered by Empire Electric by Low, Medium, and High Electric Consumption

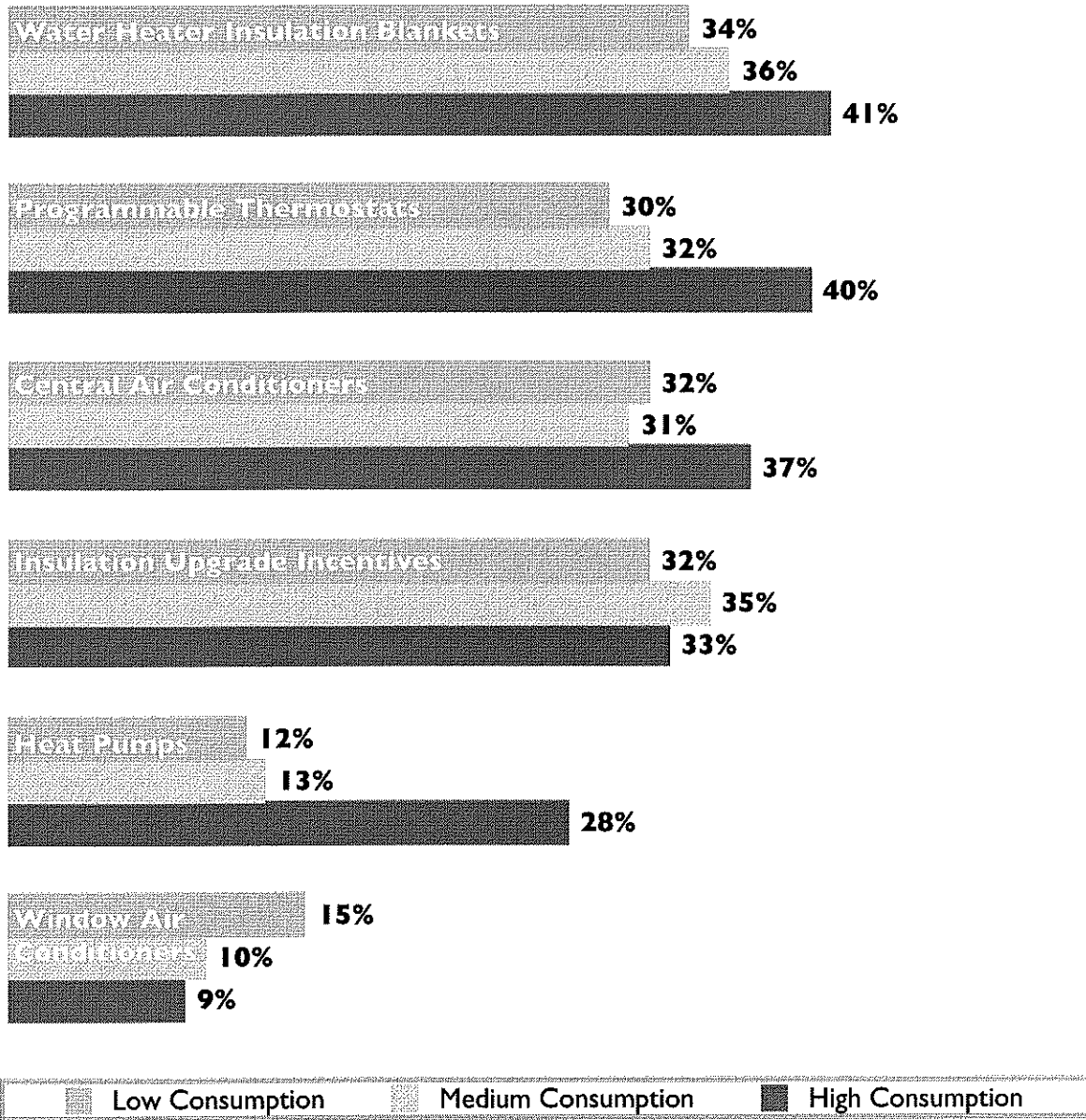
Electric Consumption: In almost every instance, high electric consumers were more likely than either medium or low electric consumers to say they would use rebates and incentives for energy efficient purchases/upgrades if offered by Empire Electric.



ENERGY MANAGEMENT & CONSERVATION

Rebates and Incentives Residential Customers Would Be Likely to Use if Offered by Empire Electric by Electric Consumption Levels (Cont'd)

Electric Consumption: In almost every instance, high electric consumers were more likely than either medium or low electric consumers to say they would use rebates and incentives for energy efficient purchases/upgrades if offered by Empire Electric.



ENERGY MANAGEMENT & CONSERVATION

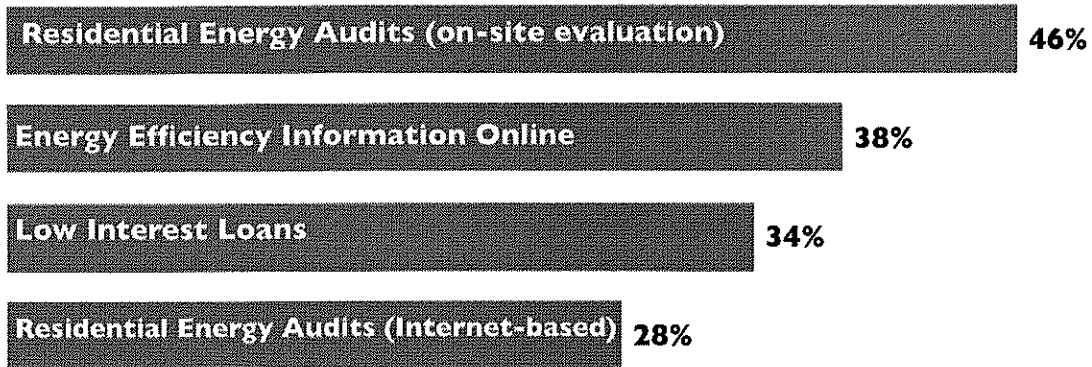
Rebates and Incentives Residential Customers Would Be Likely to Use if Offered by Empire Electric (Cont'd)

Key Demographic Findings (see page 59):

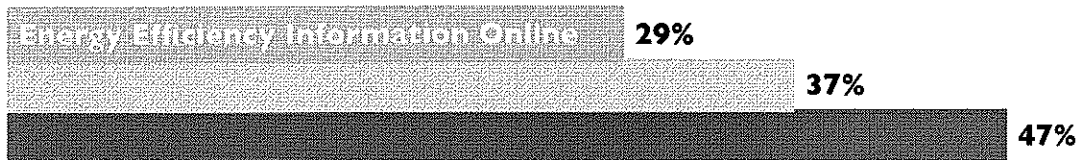
- Interest in Empire Electric rebates and incentives to encourage energy efficient purchases and upgrades varied by type of rebate/incentive. In general, the larger the household the greater the interest, and to a somewhat lesser extent, the larger the residence (square footage) the greater the interest. Conversely, those expressing the least amount of interest tended to live in apartments and lived alone.

ENERGY MANAGEMENT & CONSERVATION

Energy Efficiency Services Residential Customers Would Be Likely to Use if Offered by Empire Electric—Overall



Electric Consumption: In general, as residential customers' electric consumption levels increased so did their likelihood to say they would use each of these four energy efficiency services if offered by Empire Electric.



ENERGY MANAGEMENT & CONSERVATION

Energy Efficiency Services Residential Customers Would Be Likely to Use if Offered by Empire Electric (Cont'd)

Key Demographic Findings (see page 59):

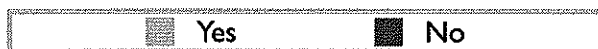
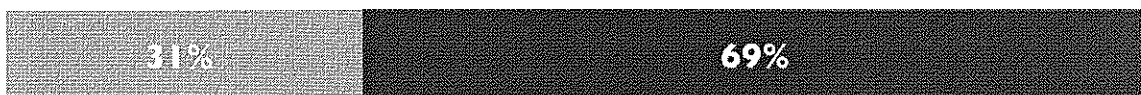
- Interest in Empire Electric energy efficiency services was strongest among respondents living in large homes (2000+ sq. ft.), households with at least three people, and those working from home. Apartment dwellers and those living alone were the least interested in these services.

ENERGY MANAGEMENT & CONSERVATION

Willingness to Let Empire Electric Automatically Cycle Customer Central Air Conditioning On and Off During Peak Usage Days

Just over 30% of respondents said they would allow Empire Electric to automatically cycle their central air conditioner on and off in 15 minute intervals during peak usage days in the summer.

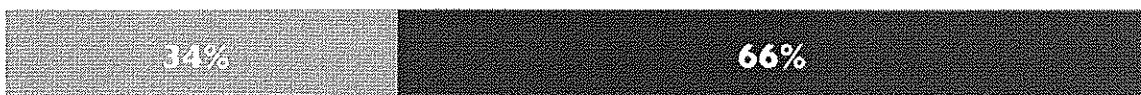
Overall



Electric Consumption

Willingness to allow Empire Electric to cycle customers' central air conditioners on and off during peak usage days declined slightly with increased electric consumption.

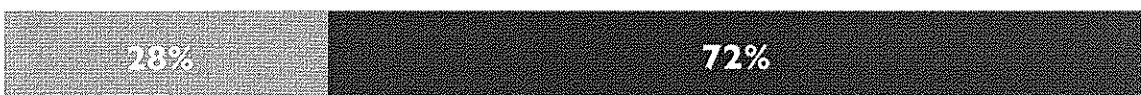
Low Electric Consumers



Medium Electric Consumers



High Electric Consumers

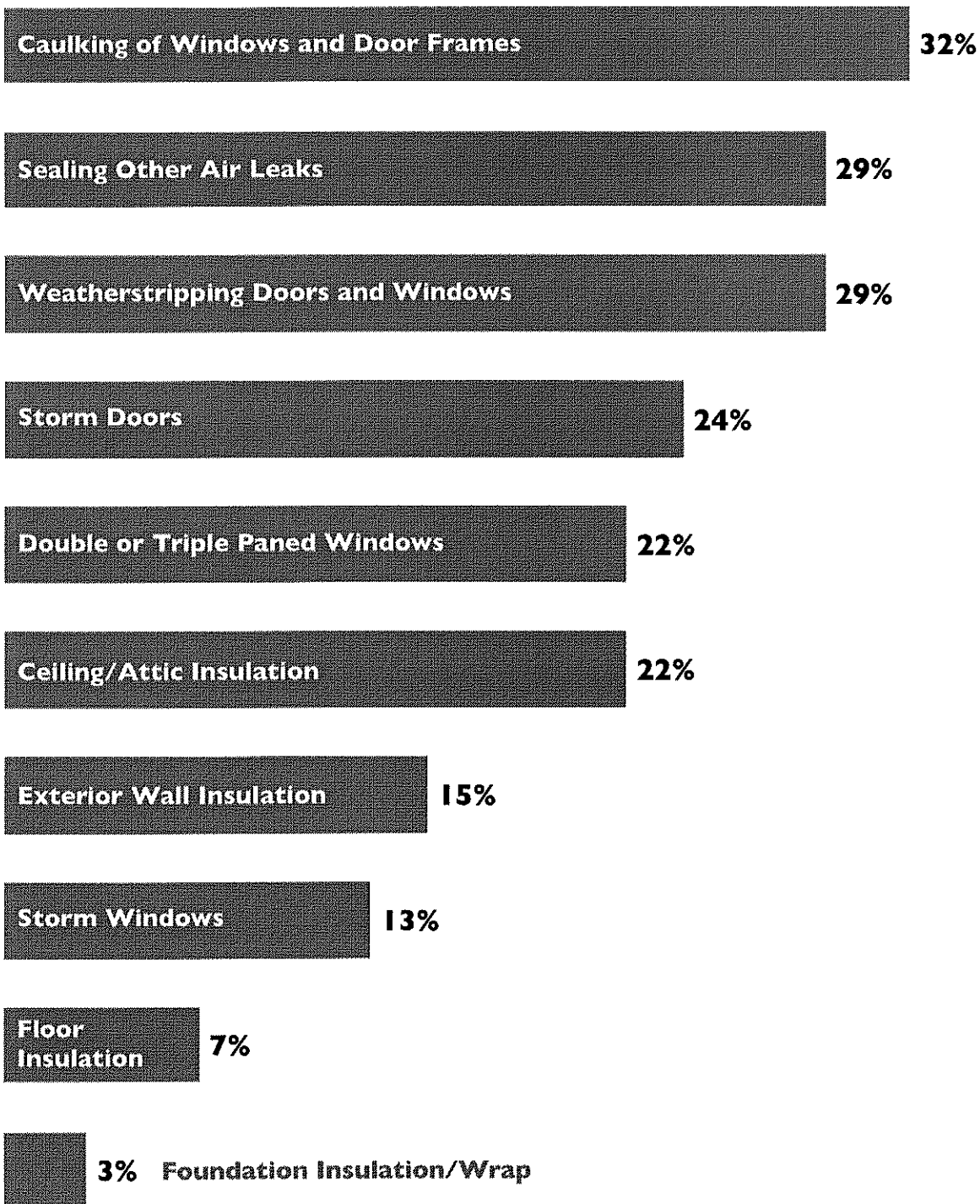


Key Demographic Findings (see page 59):

- Differences of opinion on this question varied primarily on the basis of housing type. Specifically, apartment dwellers and those residing in condos/townhouses/duplexes were the most willing to allow Empire Electric to cycle their central air conditioner on and off during peak usage days.

ENERGY MANAGEMENT & CONSERVATION

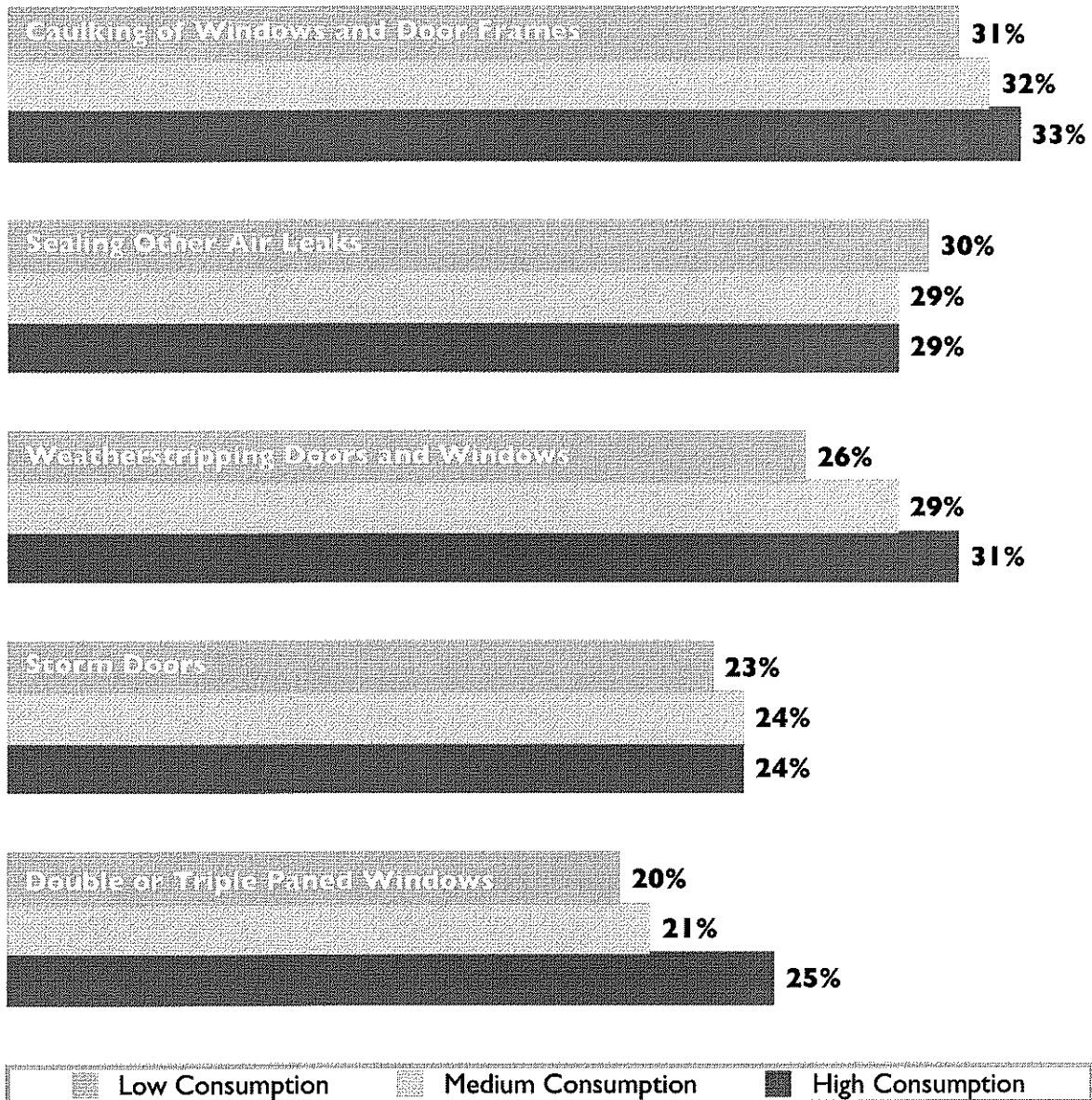
Installation of Weatherization and/or Insulation Measures in Respondents' Homes Over the Past Five Years— Overall



ENERGY MANAGEMENT & CONSERVATION

Installation of Weatherization and/or Insulation Measures in Respondents' Homes Over the Past Five Years by Electric Consumption Levels

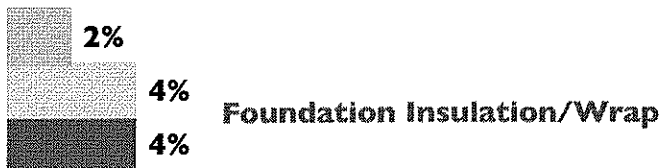
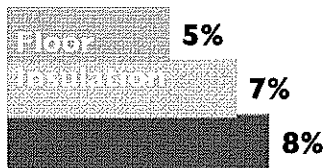
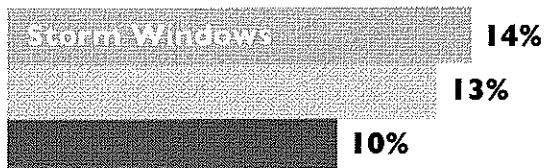
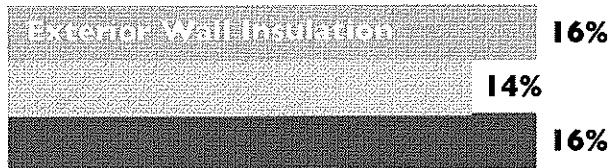
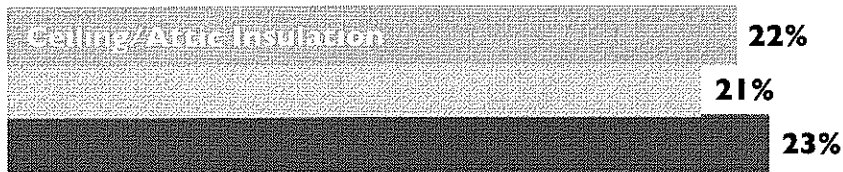
Electric Consumption: There were no statistically significant differences between high, medium, and low electric consumers with respect to this question.



ENERGY MANAGEMENT & CONSERVATION

Installation of Weatherization and/or Insulation Measures in Respondents' Homes Over the Past Five Years by Electric Consumption Levels (Cont'd)

Electric Consumption: There were no statistically significant differences between high, medium, and low electric consumers with respect to this question.



ENERGY MANAGEMENT & CONSERVATION

Installation of Weatherization and/or Insulation Measures in Respondents' Homes Over the Past Five Years (Cont'd)

Key Demographic Findings (see page 60):

- In general, apartment dwellers were the least likely to have installed any of the ten previously mentioned weatherization/insulation measures over the past five years. Conversely, respondents most likely to have done so worked from home, lived in newer residences (less than ten years old) or older residences (40+ years old).

APPENDICES

**Normal Daytime Thermostat Setting in the Winter by High, Medium,
and Low Electric Consumption**

Fahrenheit	OVERALL	Low Electric	Med Electric	High Electric
50°-58°	0.40%	0.60%	0.20%	0.40%
60°	1%	1.50%	0.90%	0.80%
62°	0.70%	0.90%	0.80%	0.50%
64°	0.70%	1.30%	0.60%	0.30%
65°	5.30%	7.10%	5.50%	3.50%
66°	0.80%	0.40%	0.80%	1.10%
67°	2%	2.70%	1.70%	1.70%
68°	19.90%	22%	18.70%	19.50%
69°	2.50%	2.70%	2.30%	2.40%
70°	17.90%	18%	16.50%	19.20%
71°	0.90%	0.70%	0.90%	1.10%
72°	19.30%	16%	20.50%	20.90%
73°	2.60%	2.20%	3.10%	2.50%
74°	4.70%	4%	4.60%	5.50%
75°	8.20%	8.30%	8.30%	8.10%
76°	3.20%	2.90%	2.90%	3.60%
77°	0.70%	0.20%	0.50%	1.40%
78°	5.40%	4.90%	6.40%	4.90%
79°	0.50%	0.20%	0.90%	0.50%
80°	2.50%	2.40%	3.20%	1.70%
81°	0.10%	0.20%	0%	0.20%
82°	0.30%	0.50%	0.30%	0%
84°-90°	0.50%	0.60%	0.70%	0.20%
TOTAL	100%	100%	100%	100%

**Normal Daytime Thermostat Setting in the Summer by
High, Medium, and Low Electric Consumption**

Fahrenheit	OVERALL	Low Electric	Med Electric	High Electric
40°-60°	0.80%	0.80%	0.70%	0.70%
65°	1%	1.90%	0.90%	0.30%
67°	0.10%	0%	0%	0.20%
68°	2.40%	2.40%	2.20%	2.50%
69°	1%	1.70%	0.90%	0.60%
70°	9.60%	8.50%	9.70%	10.40%
71°	1.30%	1.30%	0.90%	1.60%
72°	15.40%	12.10%	16.30%	17.20%
73°	4.40%	3.40%	4.80%	4.90%
74°	10.20%	8.30%	10.30%	11.70%
75°	16.30%	16.40%	17.20%	15.20%
76°	9.30%	8.70%	9.20%	10%
77°	3.60%	4%	3.40%	3.60%
78°	15.30%	17.10%	14.60%	14.60%
79°	1.50%	1.90%	1.50%	1.30%
80°	6.30%	9%	6%	4.40%
81°	0.10%	0.20%	0%	0.20%
82°	0.70%	0.90%	0.50%	0.60%
83°	0.10%	0.20%	0%	0%
84°	0.20%	0.40%	0.30%	0%
85°	0.20%	0.60%	0.20%	0%
88°-91°	0.40%	0.40%	0.50%	0%
TOTAL	100%	100%	100%	100%

DEMOGRAPHIC ANALYSES

NOTE: Table percentages bolded in red denote statistical significance at the .001 level or less.

QUESTIONNAIRE

	Electric Consumption		Housing		Type of Housing			Age of Current Residence				Square Footage			Household Size			Work From Home			
	Low	Med	High	Own	Rent	Single Family	Apart-ment	Condo/ Duplex	Mobile Home	<10	10-19	20-39	40+	<1300	1300-1999	2000+	1	2	3+	Yes	No
Main Heating Fuel for Home																					
Natural gas	57%	50%	24%	44%	38%	48%	17%	19%	19%	29%	37%	36%	64%	41%	46%	41%	44%	42%	44%	40%	44%
Electricity	24%	35%	64%	40%	52%	37%	82%	77%	49%	58%	49%	48%	19%	44%	40%	44%	41%	43%	40%	38%	42%
Propane	14%	12%	9%	12%	8%	11%	1%	3%	28%	12%	10%	12%	12%	11%	12%	11%	12%	11%	12%	16%	11%
Other	5%	3%	3%	4%	2%	4%	0%	1%	4%	1%	4%	4%	5%	4%	2%	4%	3%	4%	4%	6%	3%
Main Heating System for Home																					
Central forced air	72%	68%	54%	64%	66%	63%	66%	69%	81%	67%	66%	63%	65%	60%	70%	59%	64%	64%	65%	62%	65%
Heat pump	8%	14%	35%	24%	12%	20%	12%	24%	7%	31%	28%	22%	9%	15%	21%	32%	15%	22%	19%	22%	19%
Fireplace/Stove	9%	7%	4%	7%	4%	7%	1%	2%	6%	0%	3%	7%	12%	8%	5%	5%	8%	6%	6%	10%	6%
Room/Space heater	7%	6%	3%	4%	11%	5%	13%	4%	5%	1%	4%	9%	9%	11%	2%	1%	8%	4%	6%	3%	6%
Other	4%	5%	4%	4%	7%	5%	8%	1%	1%	1%	2%	4%	5%	6%	2%	3%	5%	4%	3%	3%	4%
Age of Heating System Equipment																					
≤ 2 years	13%	15%	14%	14%	14%	14%	18%	17%	10%	17%	12%	13%	12%	14%	13%	16%	13%	13%	16%	14%	14%
3-5 years	21%	22%	23%	22%	25%	23%	21%	11%	18%	42%	8%	18%	21%	20%	24%	23%	20%	23%	23%	22%	22%
6-10 years	23%	25%	26%	25%	18%	25%	16%	21%	26%	40%	22%	18%	21%	22%	26%	27%	23%	23%	27%	26%	24%
11-15 years	17%	18%	14%	16%	19%	15%	18%	25%	23%	0%	40%	10%	17%	19%	15%	16%	17%	18%	14%	20%	16%
More than 15 years	26%	20%	23%	23%	24%	23%	27%	26%	23%	1%	18%	41%	29%	25%	22%	18%	27%	23%	20%	18%	24%
Natural Gas Available in Neighborhood																					
Yes	71%	66%	44%	59%	67%	63%	53%	42%	44%	53%	49%	55%	75%	59%	60%	56%	62%	57%	62%	58%	61%
No	29%	34%	56%	41%	33%	37%	47%	58%	56%	47%	51%	45%	25%	41%	40%	44%	38%	43%	38%	42%	39%
Main Cooling System for Home																					
Central air	68%	72%	62%	69%	63%	66%	69%	78%	79%	77%	75%	68%	61%	61%	76%	66%	63%	67%	71%	69%	67%
Room a/c (window unit)	22%	16%	8%	13%	28%	15%	24%	7%	16%	1%	3%	13%	27%	26%	6%	5%	22%	13%	13%	10%	16%
Heat pump	6%	10%	28%	16%	7%	16%	6%	15%	4%	22%	21%	17%	8%	11%	16%	27%	11%	18%	14%	19%	14%
Don't cool home	3%	1%	1%	1%	1%	2%	0%	0%	1%	0%	1%	3%	3%	2%	1%	1%	3%	1%	1%	1%	2%
Other	1%	1%	1%	1%	1%	1%	1%	0%	0%	0%	0%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%

	Electric Consumption			Housing		Type of Housing			Age of Current Residence				Square Footage			Household Size			Work From Home		
	Low	Med	High	Own	Rent	Single Family	Apart-ment	Condo/ Duplex	Mobile Home	<10	10-19	20-39	40+	<1300	1300-1999	2000+	1	2	3+	Yes	No
Age of Cooling System Equipment																					
≤ 2 years	18%	17%	14%	16%	17%	17%	19%	20%	13%	17%	14%	15%	16%	16%	14%	17%	16%	15%	18%	17%	16%
3-5 years	23%	26%	25%	24%	30%	25%	29%	15%	20%	44%	7%	21%	27%	27%	24%	24%	24%	25%	26%	23%	25%
6-10 years	30%	25%	29%	28%	24%	28%	22%	19%	30%	39%	22%	24%	28%	23%	31%	29%	26%	27%	30%	24%	28%
11-15 years	17%	20%	13%	17%	16%	15%	14%	27%	24%	0%	40%	13%	15%	20%	17%	14%	19%	18%	13%	22%	16%
More than 15 years	12%	12%	19%	15%	13%	15%	16%	19%	13%	0%	17%	27%	16%	14%	14%	16%	15%	15%	13%	14%	15%
Type of Home Thermostat																					
Manually adjusted	70%	65%	66%	65%	76%	64%	87%	76%	77%	63%	67%	71%	66%	69%	65%	63%	74%	68%	60%	55%	68%
Programmable	23%	29%	32%	30%	18%	30%	12%	24%	22%	37%	32%	26%	25%	23%	33%	35%	28%	28%	34%	41%	27%
No thermostat	7%	6%	2%	5%	6%	6%	1%	0%	1%	0%	1%	3%	9%	8%	2%	2%	6%	4%	6%	4%	5%
Normal Daytime Temperature (Median in Degrees Fahrenheit)																					
Winter	70%	72%	71%	70%	71%	70%	72%	72%	70%	70%	70%	72%	70%	71%	71%	70%	70%	70%	71%	70%	70%
Summer	75%	75%	74%	75%	73%	75%	72%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	74%	75%	75%
Main Water Heating Fuel for Home																					
Electricity	38%	50%	79%	55%	60%	50%	77%	84%	85%	66%	66%	64%	34%	58%	52%	60%	55%	58%	54%	56%	56%
Natural gas	53%	43%	16%	37%	37%	42%	23%	16%	7%	25%	28%	31%	56%	34%	41%	33%	39%	35%	38%	33%	38%
Propane	9%	7%	5%	8%	3%	8%	0%	0%	8%	9%	6%	5%	10%	8%	7%	7%	6%	7%	8%	11%	6%
Age of Hot Water Heater																					
≤ 2 years	18%	20%	19%	18%	22%	19%	24%	24%	12%	21%	16%	16%	19%	18%	16%	23%	19%	17%	22%	21%	18%
3-5 years	27%	27%	30%	28%	27%	28%	33%	31%	28%	44%	18%	28%	25%	27%	28%	28%	23%	29%	30%	27%	28%
6-10 years	32%	28%	31%	31%	23%	31%	16%	15%	35%	35%	26%	28%	32%	30%	34%	28%	28%	31%	31%	27%	31%
11-15 years	12%	16%	12%	14%	16%	13%	11%	21%	20%	0%	34%	12%	11%	17%	13%	13%	16%	14%	11%	19%	13%
More than 15 years	11%	9%	8%	9%	12%	9%	16%	9%	5%	0%	7%	16%	13%	8%	9%	8%	14%	9%	6%	6%	10%
Size of Hot Water Heater																					
< 30 gallons	7%	5%	1%	3%	13%	3%	22%	8%	10%	1%	4%	4%	3%	7%	1%	1%	7%	3%	4%	4%	4%
30 gallons	37%	30%	15%	25%	39%	25%	39%	33%	39%	21%	18%	25%	32%	35%	24%	13%	40%	23%	22%	19%	28%
40 gallons	42%	43%	41%	43%	35%	43%	24%	42%	36%	41%	42%	41%	48%	44%	48%	40%	40%	46%	39%	45%	42%
50 gallons	12%	17%	32%	22%	10%	22%	12%	10%	14%	24%	29%	25%	13%	11%	22%	34%	10%	22%	27%	24%	20%
More than 50 gallons	2%	5%	11%	7%	3%	7%	3%	7%	1%	13%	7%	5%	4%	3%	5%	12%	3%	6%	8%	8%	6%

	Electric Consumption			Housing		Type of Housing			Age of Current Residence				Square Footage			Household Size			Work From Home		
	Low	Med	High	Own	Rent	Single Family	Apartment	Condo/ Duplex	Mobile Home	<10	10-19	20-39	40+	<1300	1300-1999	2000+	1	2	3+	Yes	No
Age of Refrigerator																					
≤ 2 years	17%	17%	16%	17%	17%	17%	25%	12%	13%	24%	16%	16%	14%	16%	17%	19%	16%	16%	18%	19%	16%
3-5 years	26%	25%	27%	25%	29%	25%	29%	27%	27%	39%	20%	23%	25%	27%	26%	27%	21%	25%	30%	27%	26%
6-10 years	30%	30%	32%	30%	32%	31%	25%	29%	33%	31%	28%	31%	29%	28%	32%	31%	29%	30%	32%	27%	31%
11-15 years	15%	16%	15%	16%	14%	15%	12%	20%	18%	5%	23%	16%	17%	18%	15%	13%	19%	16%	13%	17%	15%
More than 15 years	12%	12%	10%	12%	8%	12%	9%	12%	9%	1%	13%	14%	15%	11%	10%	10%	15%	13%	7%	10%	12%
Likelihood of Replacing the Following Pieces of Equipment in the Next Year or Two																					
Refrigerator	7%	7%	7%	7%	7%	7%	7%	6%	5%	5%	6%	7%	8%	8%	7%	6%	7%	6%	7%	6%	7%
Somewhat likely	17%	19%	20%	19%	16%	20%	13%	15%	12%	11%	23%	22%	18%	19%	18%	21%	18%	19%	19%	19%	19%
Not too likely	76%	74%	73%	74%	77%	73%	80%	79%	83%	84%	71%	71%	74%	73%	75%	73%	75%	75%	74%	75%	74%
Hot Water Heater	7%	6%	6%	6%	6%	7%	6%	1%	5%	2%	6%	9%	8%	9%	7%	7%	7%	6%	7%	9%	6%
Somewhat likely	15%	18%	20%	20%	8%	18%	9%	12%	18%	9%	25%	22%	18%	16%	20%	19%	16%	18%	17%	20%	18%
Not too likely	78%	76%	74%	74%	86%	75%	85%	87%	77%	89%	69%	69%	74%	75%	73%	74%	77%	76%	75%	71%	76%
Cooling Unit/Equipment	6%	4%	5%	5%	6%	5%	5%	1%	7%	2%	5%	8%	5%	7%	4%	5%	5%	5%	6%	6%	5%
Somewhat likely	14%	15%	16%	15%	13%	16%	10%	15%	12%	3%	20%	17%	18%	16%	14%	16%	15%	14%	16%	17%	15%
Not too likely	80%	81%	79%	80%	81%	79%	85%	84%	81%	95%	75%	75%	77%	77%	82%	79%	80%	81%	78%	77%	80%
Heating Unit/Equipment	6%	4%	4%	5%	4%	5%	4%	1%	5%	2%	4%	6%	6%	7%	3%	4%	4%	5%	4%	6%	4%
Somewhat likely	12%	15%	14%	14%	10%	14%	6%	13%	16%	3%	19%	16%	16%	16%	14%	14%	14%	13%	15%	15%	14%
Not too likely	82%	81%	82%	81%	86%	81%	90%	86%	79%	95%	77%	78%	78%	77%	83%	82%	82%	82%	81%	79%	82%
Number of Appliances in the Home																					
Refrigerator	14%	18%	38%	25%	6%	27%	0%	10%	12%	28%	28%	28%	20%	12%	22%	46%	12%	27%	28%	33%	22%
One	86%	82%	62%	73%	94%	73%	100%	90%	87%	72%	72%	72%	79%	87%	78%	54%	87%	73%	72%	66%	78%
Zero	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	1%	0%	0%	1%	0%

Number of Appliances in the Home (cont'd)	Electric Consumption			Housing		Type of Housing			Age of Current Residence				Square Footage			Household Size			Work From Home			
	Low	Med	High	Own	Rent	Single Family	Apartment	Condo/ Duplex	Mobile Home	<10	10-19	20-39	40+	<1300	1300-1999	2000+	1	2	3+	Yes	No	
Detached Freezer																						
Two or more	6%	5%	9%	8%	2%	8%	0%	1%	4%	4%	5%	7%	9%	5%	6%	10%	4%	9%	6%	12%	6%	
One	40%	52%	59%	54%	31%	55%	16%	19%	44%	47%	54%	55%	52%	43%	54%	59%	41%	53%	54%	52%	50%	
Zero	54%	43%	32%	38%	67%	37%	84%	80%	52%	49%	41%	38%	39%	52%	40%	31%	55%	38%	40%	36%	44%	
Microwave Oven																						
Two or more	3%	3%	9%	6%	2%	6%	2%	3%	3%	7%	6%	3%	3%	2%	3%	13%	1%	6%	7%	9%	5%	
One	93%	95%	90%	92%	94%	92%	88%	94%	96%	92%	91%	94%	94%	94%	96%	85%	94%	92%	91%	87%	93%	
Zero	4%	2%	1%	2%	4%	2%	10%	3%	1%	1%	2%	3%	3%	4%	1%	2%	5%	2%	2%	4%	2%	
Clothes Washer																						
Two or more	2%	1%	2%	2%	2%	2%	3%	2%	1%	1%	2%	2%	2%	1%	1%	3%	1%	1%	3%	3%	2%	
One	88%	96%	97%	96%	79%	96%	48%	96%	94%	97%	97%	94%	95%	92%	98%	96%	90%	96%	95%	95%	94%	
Zero	10%	3%	1%	2%	19%	2%	49%	2%	5%	2%	1%	4%	3%	7%	1%	1%	9%	3%	2%	2%	4%	
Electric Clothes Dryer																						
Two or more	2%	1%	3%	2%	2%	2%	2%	2%	1%	1%	2%	2%	2%	1%	1%	5%	1%	2%	3%	3%	2%	
One	80%	88%	94%	89%	77%	89%	47%	93%	92%	95%	94%	88%	82%	86%	91%	90%	83%	90%	89%	87%	88%	
Zero	18%	11%	3%	9%	21%	9%	51%	5%	7%	4%	4%	10%	16%	13%	8%	5%	16%	8%	8%	10%	10%	
Electric Range																						
Two or more	1%	1%	3%	2%	1%	2%	0%	1%	1%	1%	2%	3%	1%	1%	1%	4%	1%	2%	2%	3%	1%	
One	70%	75%	84%	77%	77%	76%	88%	92%	60%	89%	85%	80%	64%	71%	83%	82%	75%	78%	75%	77%	77%	
Zero	29%	24%	13%	21%	22%	22%	12%	7%	39%	10%	13%	17%	35%	28%	16%	14%	24%	20%	23%	20%	22%	
Dishwasher																						
Two or more	1%	1%	1%	1%	1%	1%	1%	2%	0%	1%	2%	1%	1%	0%	1%	3%	0%	1%	2%	2%	1%	
One	60%	75%	87%	78%	52%	76%	50%	89%	61%	94%	90%	76%	62%	59%	88%	90%	62%	79%	78%	85%	73%	
Zero	39%	24%	12%	21%	47%	23%	49%	9%	39%	5%	8%	23%	37%	41%	11%	7%	38%	20%	20%	13%	26%	

Number of Appliances in the Home (cont'd)	Electric Consumption		Housing		Type of Housing			Age of Current Residence				Square Footage			Household Size			Work From Home	
	Low	Med High	Own	Rent	Single Family	Apartment	Condo/ Duplex	<10	10-19	20-39	40+	<1300	1300-1999	2000+	1	2	3+	Yes	No
Dehumidifier	Two or more	1%	0%	2%	1%	1%	0%	1%	1%	2%	1%	1%	1%	3%	1%	1%	1%	3%	1%
	One	10%	12%	14%	6%	14%	5%	3%	11%	9%	15%	8%	11%	20%	11%	12%	13%	20%	11%
	Zero	89%	88%	84%	93%	85%	95%	94%	88%	90%	83%	91%	88%	77%	88%	87%	86%	77%	88%
Gas/Propane Range	Two or more	1%	0%	0%	1%	1%	0%	0%	0%	1%	1%	0%	1%	1%	0%	0%	1%	1%	0%
	One	31%	25%	13%	24%	22%	12%	39%	10%	14%	18%	29%	17%	16%	26%	20%	22%	22%	23%
	Zero	68%	75%	87%	76%	77%	88%	61%	90%	86%	81%	71%	82%	83%	74%	80%	77%	77%	77%
Gas/Propane Dryer	Two or more	0%	0%	1%	1%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%	1%
	One	9%	9%	2%	3%	7%	1%	1%	3%	4%	5%	6%	8%	5%	7%	7%	6%	8%	6%
	Zero	91%	91%	97%	96%	92%	99%	99%	97%	96%	94%	93%	92%	95%	93%	93%	93%	92%	93%
Sauna/Hot Tub	Two or more	0%	0%	1%	1%	1%	0%	0%	1%	0%	0%	0%	0%	1%	1%	1%	0%	1%	0%
	One	4%	4%	10%	1%	6%	0%	7%	10%	7%	6%	2%	7%	12%	3%	7%	6%	7%	6%
	Zero	96%	96%	89%	99%	93%	100%	93%	89%	93%	93%	98%	93%	87%	96%	92%	94%	92%	94%
Number of Entertainment Devices in the Home																			
Tube-Type Television	Two or more	41%	49%	56%	40%	52%	20%	43%	51%	54%	52%	48%	53%	59%	36%	47%	62%	53%	49%
	One	39%	29%	19%	40%	26%	56%	39%	28%	23%	26%	31%	32%	26%	43%	27%	21%	27%	29%
	Zero	20%	22%	25%	20%	22%	24%	18%	21%	23%	22%	21%	23%	21%	21%	26%	17%	20%	22%
VCR/DVD Player	Two or more	34%	47%	61%	42%	50%	29%	34%	55%	55%	45%	45%	50%	63%	23%	44%	70%	54%	47%
	One	55%	46%	35%	47%	43%	57%	53%	39%	39%	48%	46%	53%	44%	62%	50%	27%	42%	45%
	Zero	11%	7%	4%	11%	7%	14%	13%	6%	6%	7%	9%	9%	6%	15%	6%	3%	4%	8%

Number of Entertainment Devices in the Home (cont'd)	Electric Consumption		Housing		Type of Housing			Age of Current Residence			Square Footage			Household Size			Work From Home				
	Low	High	Own	Rent	Single Family	Apartment	Condo/ Duplex	<10	10-19	20-39	40+	<1300	1300-1999	2000+	1	2	3+	Yes	No		
Stereo	Two or more	10%	13%	22%	15%	15%	16%	10%	9%	16%	18%	19%	14%	12%	13%	22%	7%	10%	27%	19%	14%
	One	50%	54%	49%	51%	52%	51%	51%	51%	53%	56%	47%	54%	52%	52%	52%	46%	54%	51%	50%	51%
	Zero	40%	33%	29%	34%	33%	39%	40%	31%	26%	34%	32%	36%	37%	35%	26%	47%	36%	22%	31%	35%
Video Game Console	Two or more	7%	11%	17%	11%	15%	12%	9%	10%	9%	15%	14%	12%	7%	13%	15%	2%	4%	29%	16%	11%
	One	17%	22%	26%	21%	30%	23%	18%	18%	20%	29%	22%	20%	22%	23%	23%	6%	16%	41%	29%	21%
	Zero	76%	67%	57%	68%	55%	65%	73%	72%	71%	56%	64%	68%	71%	64%	62%	92%	80%	30%	55%	68%
LCD Television	Two or more	6%	11%	16%	12%	7%	12%	1%	6%	7%	12%	15%	10%	6%	10%	18%	7%	13%	12%	15%	11%
	One	22%	22%	23%	22%	21%	22%	21%	21%	23%	27%	23%	18%	25%	22%	24%	18%	24%	23%	23%	22%
	Zero	72%	67%	61%	66%	72%	66%	78%	73%	70%	61%	62%	72%	67%	69%	58%	75%	63%	65%	62%	67%
DVR (digital recorder)	Two or more	3%	7%	7%	6%	3%	7%	1%	5%	2%	8%	7%	5%	4%	7%	10%	2%	5%	9%	7%	6%
	One	21%	24%	34%	28%	21%	28%	19%	21%	23%	33%	35%	23%	24%	28%	35%	18%	29%	30%	34%	26%
	Zero	76%	69%	59%	66%	76%	65%	80%	74%	75%	59%	58%	72%	72%	65%	55%	80%	66%	61%	59%	68%
Home Theater	Two or more	1%	2%	2%	2%	2%	2%	1%	1%	3%	4%	1%	1%	1%	1%	4%	1%	1%	3%	3%	2%
	One	11%	15%	21%	16%	15%	17%	9%	11%	16%	24%	19%	13%	16%	17%	22%	8%	12%	26%	22%	15%
	Zero	88%	83%	77%	82%	83%	81%	90%	88%	81%	72%	80%	86%	83%	82%	74%	91%	87%	71%	75%	83%
Plasma Television	Two or more	1%	3%	4%	3%	1%	3%	1%	1%	3%	5%	3%	3%	2%	2%	4%	2%	3%	2%	3%	2%
	One	8%	13%	13%	12%	9%	12%	8%	13%	10%	15%	12%	13%	9%	13%	15%	9%	13%	12%	11%	12%
	Zero	91%	84%	83%	85%	90%	85%	91%	86%	87%	80%	85%	84%	89%	85%	81%	89%	84%	86%	86%	86%

	Electric Consumption		Housing		Type of Housing			Age of Current Residence				Square Footage			Household Size			Work From Home				
	Low	Med	High	Own	Rent	Single Family	Apart-ment	Condo/ Duplex	Mobile Home	<10	10-19	20-39	40+	<1300	1300-1999	2000+	1	2	3+	Yes	No	
Number of Computer/Communication Devices in the Home																						
Cell Phone	Two or more	36%	49%	71%	54%	47%	55%	30%	44%	46%	66%	61%	53%	44%	43%	58%	73%	9%	56%	81%	66%	51%
	One	40%	40%	23%	34%	33%	41%	42%	37%	28%	30%	35%	38%	40%	36%	22%	63%	32%	16%	29%	29%	35%
	Zero	24%	11%	6%	12%	20%	12%	29%	14%	17%	6%	9%	12%	18%	17%	6%	5%	28%	12%	3%	5%	14%
Cordless Phone	Two or more	27%	39%	55%	45%	20%	45%	8%	28%	27%	47%	51%	44%	37%	28%	45%	61%	26%	44%	48%	54%	39%
	One	45%	38%	31%	37%	41%	37%	54%	31%	38%	32%	31%	37%	44%	42%	38%	27%	48%	37%	32%	35%	38%
	Zero	28%	23%	14%	18%	39%	18%	38%	41%	35%	21%	18%	19%	19%	30%	17%	12%	26%	19%	20%	11%	23%
Personal Computer	Two or more	14%	19%	35%	24%	17%	25%	8%	18%	12%	30%	32%	24%	18%	15%	25%	42%	7%	22%	37%	43%	21%
	One	44%	60%	51%	53%	48%	53%	45%	49%	49%	58%	47%	51%	54%	54%	57%	50%	45%	57%	51%	51%	52%
	Zero	42%	21%	14%	23%	35%	22%	47%	33%	39%	12%	21%	25%	28%	31%	18%	8%	48%	21%	12%	6%	27%
Printer	Two or more	6%	11%	20%	14%	8%	14%	4%	8%	8%	14%	17%	13%	10%	8%	13%	25%	4%	13%	19%	29%	10%
	One	47%	62%	62%	59%	49%	60%	40%	51%	47%	69%	57%	57%	58%	55%	64%	64%	43%	61%	62%	62%	57%
	Zero	47%	27%	18%	27%	43%	26%	56%	41%	45%	17%	26%	30%	32%	37%	22%	11%	53%	26%	19%	9%	33%
iPod/MP3 Player	Two or more	6%	11%	18%	12%	10%	13%	5%	9%	5%	20%	15%	11%	9%	6%	12%	21%	1%	4%	29%	18%	11%
	One	11%	18%	20%	16%	20%	18%	17%	7%	13%	21%	19%	16%	14%	16%	19%	19%	8%	12%	29%	22%	16%
	Zero	83%	71%	62%	72%	70%	69%	78%	84%	82%	59%	66%	73%	77%	78%	69%	60%	91%	84%	42%	60%	73%
Organizer (PDA)	Two or more	1%	1%	3%	2%	1%	2%	1%	0%	1%	3%	3%	2%	1%	1%	2%	4%	0%	1%	3%	4%	2%
	One	4%	8%	9%	7%	5%	8%	4%	7%	3%	12%	8%	6%	5%	6%	9%	11%	3%	6%	12%	13%	6%
	Zero	95%	91%	88%	91%	94%	90%	95%	93%	96%	85%	89%	92%	94%	93%	89%	85%	97%	93%	85%	83%	92%
Fax Machine	Two or more	1%	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%
	One	15%	18%	29%	23%	13%	23%	6%	18%	11%	25%	26%	24%	19%	19%	21%	36%	11%	23%	26%	50%	17%
	Zero	84%	81%	69%	76%	85%	76%	93%	81%	88%	73%	73%	75%	80%	80%	78%	62%	88%	76%	73%	48%	82%

	Electric Consumption		Housing		Type of Housing		Age of Current Residence				Square Footage			Household Size			Work From Home				
	Low	Med	High	Own	Rent	Single Family	Apart-ment	Condo/ Duplex	Mobile Home	<10	10-19	20-39	40+	<1300	1300-1999	2000+	1	2	3+	Yes	No
Frequency of Heating/Cooling System Checked by Licensed Service Company																					
Seasonally (2+ times a year)	7%	6%	9%	7%	10%	7%	14%	11%	2%	5%	11%	6%	6%	4%	8%	10%	10%	8%	4%	6%	7%
Annually (once a year)	20%	23%	25%	24%	20%	22%	24%	30%	26%	21%	22%	24%	25%	21%	23%	25%	22%	24%	22%	27%	22%
Once every two years	17%	15%	19%	18%	7%	18%	1%	10%	17%	17%	20%	18%	15%	13%	18%	20%	14%	17%	17%	18%	16%
Seldom	31%	31%	31%	32%	25%	32%	19%	29%	29%	34%	34%	33%	30%	32%	34%	31%	30%	32%	32%	29%	32%
Never	25%	25%	16%	19%	38%	21%	42%	20%	26%	23%	13%	19%	24%	30%	17%	14%	24%	19%	25%	20%	23%
Rebates/Incentives to Encourage Energy Efficient Purchases/Upgrades Residential Customers Would be Likely to Use if Offered by Empire Electric (% "Yes" Responses)																					
Lighting	44%	46%	52%	46%	54%	48%	47%	43%	41%	54%	48%	44%	47%	47%	49%	52%	36%	45%	59%	55%	46%
Duct cleaning	39%	43%	55%	47%	40%	48%	27%	39%	43%	54%	51%	49%	44%	38%	52%	53%	36%	44%	57%	51%	45%
Weatherization materials	42%	46%	45%	44%	46%	46%	33%	31%	48%	39%	41%	46%	52%	49%	45%	45%	36%	40%	57%	52%	44%
Central A/C service tune-up	39%	43%	50%	46%	32%	45%	25%	42%	48%	55%	51%	45%	40%	40%	54%	50%	35%	42%	54%	52%	43%
Refrigerators	39%	42%	47%	43%	39%	43%	37%	41%	39%	41%	46%	46%	41%	44%	45%	45%	34%	44%	47%	46%	42%
Water heater blankets	34%	36%	41%	38%	34%	38%	27%	36%	34%	39%	40%	40%	38%	36%	41%	45%	32%	36%	42%	43%	37%
Washing machines	33%	37%	39%	36%	40%	37%	29%	41%	33%	39%	38%	37%	35%	34%	40%	38%	28%	36%	43%	42%	36%
Programmable thermostats	30%	32%	40%	35%	33%	35%	26%	32%	33%	41%	39%	38%	29%	33%	38%	42%	25%	34%	41%	44%	33%
Central air-conditioners	32%	31%	37%	34%	27%	33%	24%	36%	42%	28%	41%	38%	34%	32%	36%	37%	29%	32%	39%	38%	33%
Insulation upgrades	32%	35%	33%	35%	24%	36%	12%	20%	29%	31%	27%	37%	43%	35%	38%	36%	26%	32%	41%	43%	32%
Heat pumps	12%	13%	28%	19%	9%	19%	8%	13%	15%	18%	24%	23%	15%	17%	21%	27%	12%	20%	20%	23%	17%
Window air-conditioners	15%	10%	9%	10%	18%	11%	14%	3%	12%	5%	5%	10%	15%	12%	6%	7%	12%	8%	13%	13%	10%
Energy Efficiency Services Likely to Use if Offered by Empire Electric																					
On-site home energy audit	43%	43%	52%	48%	39%	48%	43%	41%	35%	54%	50%	48%	43%	44%	51%	57%	40%	44%	53%	58%	45%
Energy efficiency info online	29%	37%	47%	38%	37%	40%	27%	32%	29%	47%	43%	38%	36%	35%	43%	50%	22%	39%	50%	50%	37%
Low interest loans	29%	35%	37%	34%	35%	34%	27%	30%	42%	30%	33%	38%	35%	36%	36%	32%	23%	30%	48%	37%	34%
Self-ad internet energy audit	21%	27%	36%	29%	23%	30%	13%	28%	22%	35%	31%	32%	26%	24%	33%	38%	16%	28%	38%	40%	27%
Willing to Let Empire Electric Automatically Cycle Central A/C On and Off in 15 Minute Intervals																					
Yes	34%	30%	28%	30%	36%	29%	41%	42%	30%	31%	29%	34%	29%	29%	34%	30%	36%	30%	28%	32%	30%
No	66%	70%	72%	70%	64%	71%	59%	58%	70%	69%	71%	66%	71%	71%	66%	70%	64%	70%	72%	68%	70%

	Electric Consumption		Housing		Type of Housing			Age of Current Residence				Square Footage			Household Size			Work From Home		
	Low	High	Own	Rent	Single Family	Apartment	Condo/ Duplex	<10	10-19	20-39	40+	<1300	1300-1999	2000+	1	2	3+	Yes	No	
Weatherization/Insulation Measures Respondents Have Installed in Their Homes Over the Past Five Years (% "Yes" Responses)																				
Caulking windows/doors	31%	32%	34%	24%	35%	16%	19%	24%	27%	27%	36%	39%	37%	36%	33%	27%	32%	36%	38%	31%
Sealing other air leaks	30%	29%	31%	23%	31%	16%	19%	33%	22%	27%	29%	35%	36%	31%	30%	25%	29%	33%	36%	28%
Weatherstripping win/doors	26%	29%	29%	27%	30%	18%	24%	29%	25%	26%	30%	32%	32%	29%	29%	24%	27%	34%	34%	28%
Storm doors	23%	24%	25%	16%	25%	10%	19%	17%	22%	20%	25%	28%	26%	28%	24%	22%	25%	23%	22%	24%
Double/Triple paned windows	20%	21%	24%	10%	25%	15%	12%	9%	24%	17%	25%	28%	18%	28%	28%	20%	24%	23%	28%	21%
Ceiling/Attic Insulation	22%	21%	24%	9%	25%	7%	19%	7%	29%	15%	19%	28%	23%	26%	27%	20%	23%	22%	29%	21%
Exterior wall insulation	16%	14%	17%	8%	17%	9%	11%	7%	23%	9%	13%	19%	15%	18%	18%	16%	14%	16%	21%	15%
Storm windows	14%	13%	12%	14%	13%	11%	6%	12%	10%	6%	12%	15%	15%	11%	9%	14%	12%	13%	13%	12%
Floor insulation	5%	7%	7%	5%	7%	4%	6%	9%	11%	6%	8%	6%	6%	7%	8%	5%	7%	8%	10%	6%
Foundation insulation/wrap	2%	4%	3%	3%	3%	1%	6%	4%	9%	4%	1%	1%	2%	4%	4%	3%	2%	5%	4%	3%

ENERGY MANAGEMENT SURVEY – 2008

HEATING & COOLING YOUR HOME

1. Which of the following is the MAIN heating fuel for your home? Check [✓] one box only.
41% Electricity 12% Propane 3% Other
43% Natural Gas 1% Fuel Oil <1% Don't Heat Home
2. Which of the following best describes your MAIN heating system? Check [✓] one box only.
19% Heat Pump 6% Room or Space Heater 4% Other
64% Central Forced Air Furnace 7% Fireplace or Stove <1% Don't Heat Home
3. Approximately how old is your heating system equipment?
14% 2 years or less 25% 6-10 years 23% Over 15
22% 3-5 years 16% 11-15 years (11% Not Sure)
4. Is natural gas available in your neighborhood? 60% Yes 40% No
5. Which of the following best describes your MAIN cooling system? Check [✓] one box only.
15% Heat Pump 14% Room Air Conditioning (window unit)
68% Central Air Conditioning 2% Don't Cool Home 1% Other
6. Approximately how old is your cooling system equipment?
16% 2 years or less 28% 6-10 years 14% Over 15
25% 3-5 years 17% 11-15 years (10% Not Sure)
7. Which of the following best describes your home's thermostat? Check [✓] one box only.
67% Manually Adjusted 28% Programmable 5% No Thermostat
8. What is your normal daytime temperature thermostat setting in the:
a. Winter? Mean=71; Median=70; Range: 50-90 (°F) **b. Summer?** Mean=74.5; Md=75; R=40-91 (°F)
9. Which of the following is the MAIN water heating fuel for your home? Check [✓] one box only.
56% Electricity 7% Propane <1% None
37% Natural Gas <1% Other <1% Don't Know
10. Approximately how old is your hot water heater?
19% 2 years or less 30% 6-10 years 9% Over 15
28% 3-5 years 14% 11-15 years (12% Not Sure)

HEATING & COOLING YOUR HOME (Cont'd)

11. What is the approximate size of your hot water heater in gallons?

4% Under 30 gallons	42% 40 gallons	6% More than 50 gallons
27% 30 gallons	21% 50 gallons	(11% Not Sure)

12. Approximately how old is your refrigerator?

17% 2 years or less	31% 6-10 years	11% Over 15
26% 3-5 years	15% 11-15 years	(6% Not Sure)

13. How likely are you to replace each of the following pieces of equipment in the next year or two?

	Not Too Likely	Somewhat Likely	Very Likely
a. Heating Unit/Equipment	82%	14%	4%
b. Cooling Unit/Equipment	80%	15%	5%
c. Refrigerator	74%	19%	7%
d. Hot Water Heater	76%	18%	6%

APPLIANCES

14. For each appliance below, please indicate how many are in your home.

	0	1	2+		0	1	2+
a. Refrigerator	0%	76%	24%	g. Electric Range	22%	76%	2%
b. Detached Freezer	43%	50%	7%	h. Gas or Propane Range	77%	22%	1%
c. Clothes Washer	4%	94%	2%	i. Microwave Oven	3%	92%	5%
d. Electric Clothes Dryer	10%	88%	2%	j. Dehumidifier	87%	12%	1%
e. Gas or Propane Dryer	93%	6%	<1%	k. Sauna/Hot Tub	93%	6%	1%
f. Dishwasher	25%	74%	1%				

15. For each entertainment device below, please indicate how many are in your home.

	0	1	2+		0	1	2+
a. Tube-Type Television	22%	29%	49%	e. DVR (digital recorder)	67%	27%	6%
b. Plasma Television	86%	12%	2%	f. Video Game Console	66%	22%	12%
c. LCD Television	67%	22%	11%	g. Stereo	34%	51%	15%
d. VCR/DVD Player	7%	45%	48%	h. Home Theater	82%	16%	2%

APPLIANCES (Cont'd)

16. For each computer / communication device below, please indicate how many are in your home.

	0	1	2+		0	1	2+
a. Personal Computer	25%	52%	23%	e. Organizer (PDA)	91%	7%	2%
b. Printer	30%	57%	13%	f. Cell Phone	13%	34%	53%
c. Fax Machine	78%	21%	1%	g. Cordless Phone	21%	38%	41%
d. iPod/MP3 Player	71%	17%	12%				

ENERGY MANAGEMENT & CONSERVATION

17. How often do you have your heating or cooling system checked by a licensed service company?

7% Seasonally (2 or more times a year)	17% Once every Two Years	22% Never
23% Annually (once a year)	31% Seldom	

18. If Empire Electric were to offer rebates and incentives to its **residential** customers to encourage energy efficient purchases and upgrades, which of the following rebates and incentives would you be likely to use? Check [✓] all that apply.

43% Refrigerators	44% Weatherization materials
33% Central air-conditioners	37% Water heater insulation blankets
11% Window air-conditioners	34% Programmable thermostats
18% Heat pumps	33% Insulation upgrade incentives
37% Washing machines	44% Central air-conditioner service tune-ups
47% Lighting	46% Heating/Cooling duct cleaning

19. If Empire Electric were to offer the following energy efficiency services to its **residential** customers, which services would you be likely to use? Check [✓] all that apply.

- 46% Residential energy audits (on-site evaluation of your home's energy efficiency)
- 28% Residential energy audits (self-administered Internet based energy audits)
- 34% Low interest loans for energy efficient upgrades or appliances
- 38% Energy efficiency information online

ENERGY MANAGEMENT & CONSERVATION (Cont'd)

20. To help reduce the demand for electricity, would you be willing to let Empire Electric automatically cycle your central air-conditioner on and off in 15 minute intervals during peak usage days in the summer? 31% Yes 69% No

21. Which of the following weatherization and/or insulation measures have you installed in your home over the past five years? Check [✓] all that apply.

15% Exterior Wall Insulation

13% Storm Windows

7% Floor Insulation

24% Storm Doors

22% Ceiling/Attic Insulation

29% Weatherstripping Doors and Windows

3% Foundation Insulation/Wrap

32% Caulking of Windows and Door Frames

22% Double or Triple Paned Windows

29% Sealing Other Air Leaks

YOUR CURRENT RESIDENCE/HOME

22. Do you own or rent your current residence? 85% Own 15% Rent

23. Which of the following categories best describes your current residence?

5% Apartment

8% Mobile home

83% Single-Family home

4% Condo/Townhouse/Duplex

24. Approximately how old is your current residence? Mean=30 yrs; Median=22 yrs; Range: 1-208

25. What is the approximate square footage of living space in your current residence?

Mn=1877; Md=1650; Range: 224-11,035 (*DO NOT include garage, unfinished basement or attic.*)

If Not Sure

→ a. Number of bedrooms in current residence: Mean=2.75; Median=3; Range=1-6

→ b. Number of rooms in current residence other than bedrooms: (4.25; 4; 1-20)

26. Including yourself, how many people currently live at your residence? Mn=2.4; Md=2; R=1-12

27. Do you operate a home-based business or regularly work from home? 12% Yes 88% No

THANK YOU FOR YOUR PARTICIPATION!

Please return your completed questionnaire by Friday, July 18, in the postage-paid envelope provided. To receive your free energy efficient compact fluorescent light bulb, please print your name and address on the enclosed postcard and mail back separately.