

Interviewer \_\_\_\_\_ Station \_\_\_\_\_  
Time Began \_\_\_\_\_ Time Finished \_\_\_\_\_ Total Time \_\_\_\_\_

**LOS ANGELES COUNTY ENERGY ISSUES SURVEY**  
**320-430**  
**DRAFT 5**

Hello, I'm \_\_\_\_\_ from F-M-A, a public opinion research company. We're conducting a public opinion survey about issues that interest residents of Los Angeles County. We are definitely not trying to sell anything, and we are only interested in your opinions. May I speak to \_\_\_\_\_? **(MUST SPEAK WITH PROPERTY OWNER LISTED. VERIFY THAT THE PERSON OWNS THE PROPERTY AT THE LISTED SITUS ADDRESS—OTHERWISE TERMINATE.) (FOLLOW SPANISH LANGUAGE HANDOFF PROCEDURE FOR SPANISH-SPEAKING RESPONDENTS.)**

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a safe place where you can talk?

- Yes, cell and in safe place-----1
- Yes, cell not in safe place-----**TERMINATE**
- No, not on cell -----3
- DK/REFUSED)----- TERMINATE**

1. Are you a resident of Los Angeles County?

- Yes -----1
- No, not in Los Angeles County -----**TERMINATE**
- (DO NOT READ) Don't know/NA----- TERMINATE**

2. In order to help me verify that you live within the boundaries of our interviewing area, could you please tell me what the ZIP code is for your current residence?

**(RECORD ZIP CODE)** \_\_\_\_\_

**(MAKE SURE ZIP CODE MATCHES ZIP CODE ON FILE, IF NOT TERMINATE)**

3. And do you own the home you live in?

- Own -----1
- Rent -----**TERMINATE**
- (OTHER/DK) ----- TERMINATE**

**NEXT, I WOULD LIKE TO ASK YOU A FEW MORE QUESTIONS ABOUT YOUR HOME.**

4. How energy-efficient would you say your home is? Please use a scale from one to seven, where one means you think it is **not at all** energy efficient, and seven means you think it is **extremely** energy-efficient. Four means you think it has average energy efficiency. You can use any number from one to seven.

- 1 *(Not at all energy-efficient)* -----1
- 2 -----2
- 3 -----3
- 4 *(Average)* -----4
- 5 -----5
- 6 -----6
- 7 *(Extremely energy-efficient)* -----7
- (DO NOT READ)** Don't know/NA -----8

5. In the last few years, have you changed your household behavior or habits to reduce energy usage, such as trying to use less water, turn off lights, or use less electricity? **(IF YES, ASK:)** Do you think you have changed your behavior or habits a lot, some, or just a little?

- Yes, a lot -----1
- Yes, some -----2
- Yes, a little -----3
- No -----4
- (DO NOT READ)** Don't know/NA -----5

6. In the last few years, have you made any upgrades or improvements to your home in order to increase your home's energy efficiency? **(IF YES, ASK:)** Do you think you have made a lot of improvements, some, or just a few?

- Yes, a lot -----1
- Yes, some -----2
- Yes, a few -----3
- No -----4
- (DO NOT READ)** Don't know/NA -----5

**(IF YES IN Q6, ASK Q7)**

7. What energy-efficiency upgrades or improvements have you made? **(OPEN-END; DO NOT READ RESPONSE VALUES; MULTIPLE RESPONSE OKAY; RECORD VERBATIM RESPONSE AND THEN CODE; DO NOT READ CODES)**

- Insulation -----1
- Weatherizing windows and doors/caulking,  
weather stripping -----2
- New windows/doors -----3
- New heater/air conditioner-----4
- New appliances/upgraded appliances/  
Energy Star appliances -----5
- Landscaping improvements/drought  
Resistant plants/irrigation upgrades -----6
- Low-flow toilets -----7
- New water heater/tankless water heater ---8
- New light bulbs -----9
- New fixtures -----10
- Installed solar panels-----11
- Programmable thermostat -----12
- (OTHER- SPECIFY)**-----13
- (DO NOT READ)** Don't know/NA -----14

**(RESUME ASKING ALL RESPONDENTS)**

8. How interested are you in **(making/making additional)** home energy-efficiency upgrades or improvements to your home? Please use a scale from one to seven, where one means you are **not at all** interested, and seven means you are **extremely interested**. Four means you do not have any strong feelings one way or the other. Remember you can use any number from one to seven.

- 1 *(Not at all interested)* -----1
- 2 -----2
- 3 -----3
- 4 *(Neutral)*-----4
- 5 -----5
- 6 -----6
- 7 *(Extremely interested)*-----7
- (DO NOT READ)** Don't know/NA -----8

9. Whether you are interested in making home energy-efficiency upgrades or improvements at this time or not, please tell me how important a reason each of the following is in preventing you from **(making/making additional)** home energy-efficiency upgrades or improvements to your home: Is it an extremely important reason why you would not make/make additional home energy-efficiency upgrades, a very important reason, somewhat important, or not too important a reason? **(ROTATE)**

**EXT.      VERY      S.W.      NOT TOO (NO OP.**  
**IMP.      IMP.      IMP.      IMP.      DK/NA)**

**(ASK ALL RESPONDENT)**

[ ]a. The cost of home energy upgrades is too much at this time ----- 1 ----- 2 -----3----- 4 -----5

EXT.      VERY      S.W.      NOT TOO      (NO OP.  
IMP.      IMP.      IMP.      IMP.      DK/NA)

**(ASK SPLIT SAMPLE A ONLY)**

- [ ]b. With the weak real estate market, the investment will not improve my home's value ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- [ ]c. I don't have the time to make home improvements ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- [ ]d. I don't know what home improvements I need or how to get started ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- [ ]e. Home energy upgrades won't save me enough money on my bills to be worth the cost ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

**(ASL SPLIT SAMPLE B ONLY)**

- [ ]f. I don't know how much longer I will be living in this house ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- [ ]g. Getting work done on my home is too much of a hassle and inconvenience ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- [ ]h. I don't know a good contractor to get the work done ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- [ ]i. I don't think my home needs more energy-efficient upgrades ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

**(RESUME ASKING ALL RESPONDENTS)**

10. What upgrades or improvements do you think are most needed in your home to make it more energy efficient? **(OPEN-END, MULTIPLE RESPONSE OKAY, RECORD VERBATIM RESPONSE AND THEN CODE. DO NOT READ CODES)**

- Insulation ----- 1
- Weatherizing windows/caulking/weather stripping/fixing leaking windows and doors ----- 2
- New windows/doors ----- 3
- New appliances ----- 4
- New air conditioning or heating ----- 5
- New toilets/low-flow toilets ----- 6
- New water heater/tankless water heater ----- 7
- Landscaping improvements/drought resistant plants/irrigation improvements ----- 8
- None ----- 9
- Other (**SPECIFY**) ----- 10
- (DO NOT READ)** Don't know/NA ----- 11

11. Based on what you know, do you feel your home is very well insulated, somewhat well insulated, not too well insulated, or not insulated well at all.

- Very well insulated-----1
- Somewhat well insulated-----2
- Not too well insulated -----3
- Not insulated well at all -----4
- (DO NOT READ)** Don't know/NA -----5

12. Next, for each of the following statements about your home, please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the statement. If you do not have an opinion one way or the other, please just say so. **(ROTATE)**

**STR.      S.W.      S.W.      STR.      (NO OP.**  
**AGREE    AGREE    DISAG.    DISAG.    DK/NA)**

**(ASK ALL RESPONDENTS)**

[ ]a. Given my current finances, I cannot afford to make any major improvements to my home right now.----- 1 ----- 2 ----- 3----- 4 ----- 5

**(ASK SPLIT SAMPLE A ONLY)**

[ ]b. I spend too much money right now to heat and cool my house----- 1 ----- 2 ----- 3----- 4 ----- 5

[ ]c. Most of the rooms in my house stay at a comfortable temperature ----- 1 ----- 2 ----- 3----- 4 ----- 5

[ ]d. My water bills are too high----- 1 ----- 2 ----- 3----- 4 ----- 5

**(ASK SPLIT SAMPLE B ONLY)**

[ ]e. My electricity bills are too high----- 1 ----- 2 ----- 3----- 4 ----- 5

[ ]f. I am willing to spend a little extra to install energy-saving appliances and materials for my home----- 1 ----- 2 ----- 3----- 4 ----- 5

[ ]g. Overall, my house feels old and out-of-date to me ----- 1 ----- 2 ----- 3----- 4 ----- 5

**(RESUME ASKING ALL RESPONDENTS)**

13. Have you seen, heard, or read anything about programs for upgrading or remodeling homes to make them greener and more energy-efficient? **(IF YES, ASK:)** Have you heard a lot or just a little about these programs?

- Yes, heard a lot-----1
- Yes, heard a little-----2
- No-----3
- (DO NOT READ)** Don't know/NA -----4

(ASK Q14 IF "YES" IN Q13, CODES 1 – 2)

14. What programs have you heard about? (OPEN-END. RECORD VERBATIM RESPONSE AND THEN CODE. DO NOT READ CODES. MULTIPLE RESPONSE OKAY).

- Utility programs, rebates, and discounts  
in general, such as PG&E, DWP, Edison -1
- Local government programs -----2
- Energy efficient appliance programs -----3
- Solar energy programs/solar panels -----4
- Weatherize/replace windows and doors/  
Fixing leaking windows or doors-----5
- Insulation programs -----6
- Water conservation programs -----7
- Light/light bulb replacement programs-----8
- Water heaters -----9
- Rebate/discount programs generally----- 10
- Tax break programs generally ----- 11
- Energy Star -----12
- GreenPoint Rated-----13
- Build It Green -----14
- Leadership in Energy and Environmental  
Design or LEED-----15
- Other (SPECIFY)-----16
- (DO NOT READ) Don't know/NA ----- 17

(IF RESPONDENT SAYS "UTILITY PROGRAMS" – CODE 1—IN Q14, ASK Q15)

15. Could you tell me from which utility company or companies you heard about the program? (OPEN-END. RECORD VERBATIM RESPONSE AND THEN CODE. DO NOT READ CODES. MULTIPLE RESPONSE OKAY)

- DWP/the Department of Water and Power-1
- Edison/Southern California Edison -----2
- So Cal Gas -----3
- PG&E -----4
- Burbank DWP-----5
- Glendale DWP -----6
- Los Angeles/L.A. DWP -----7
- Long Beach DWP-----8
- Pasadena DWP -----9
- Other (SPECIFY)-----10
- (DO NOT READ) Don't know/NA ----- 11

**(RESUME ASKING ALL RESPONDENTS)**

**NEXT, LET ME TELL YOU ABOUT A PROGRAM LOS ANGELES COUNTY IS CONSIDERING TO MAKE IT EASIER TO MAKE ENERGY EFFICIENCY UPGRADES TO YOUR HOME. HOMEOWNERS THAT MAKE HOME IMPROVEMENTS OR UPGRADES THAT REDUCE THEIR ENERGY CONSUMPTION BY 20 PERCENT OR MORE WOULD BE ELIGIBLE FOR FEDERAL TAX CREDITS AND FEDERAL AND COUNTY REBATES. THE PROGRAM OFFERS A FINANCING PLAN FOR THOSE WHO CANNOT AFFORD TO PAY FOR NEEDED IMPROVEMENTS AT THIS TIME.**

16. Based on what I just told you, how likely do you think you would be to consider taking part in this program: Very likely, somewhat likely, not too likely, or not likely at all?

- Very likely -----1
- Somewhat likely -----2
- Not too likely-----3
- Not likely at all -----4
- (DO NOT READ)** Don't know/NA -----5

17. Next, I am going to read a list of home energy efficiency improvements or upgrades that one could make as part of this program designed to reduce home energy consumption by 20 percent or more. After I read each one, please tell me how interested you would be in undertaking that activity at your home in the near future: very interested, somewhat interested, or not too interested. If you have already undertaken that activity, please tell me that too. **(ROTATE)**

	<u>VERY</u>	<u>SMWHT</u>	<u>NOT</u>	<u>AL-</u>	<u>(DON'T</u>
	<u>INT.</u>	<u>INT.</u>	<u>INT.</u>	<u>READY</u>	<u>READ)</u>
	<u>DID</u>	<u>DK/NA</u>	<u>DID</u>	<u>DK/NA</u>	<u>DID</u>

**(ASK ALL RESPONDENTS)**

[ ]a. Insulating your walls or floor-----1----- 2----- 3----- 4----- 5

**(ASK SPLIT SAMPLE A ONLY)**

- [ ]b. Insulating your hot water heater-----1----- 2----- 3----- 4----- 5
- [ ]c. Insulating your attic-----1----- 2----- 3----- 4----- 5
- [ ]d. Installing a water-saving irrigation system-----1----- 2----- 3----- 4----- 5
- [ ]e. Installing new windows -----1----- 2----- 3----- 4----- 5
- [ ]f. Installing water-efficient fixtures-----1----- 2----- 3----- 4----- 5
- [ ]g. Installing a new air conditioning unit -----1----- 2----- 3----- 4----- 5

**(ASK SPLIT SAMPLE B ONLY)**

- [ ]h. Installing an on-demand or tankless hot water heater -----1----- 2----- 3----- 4----- 5
- [ ]i. Installing solar panels on your roof -----1----- 2----- 3----- 4----- 5
- [ ]j. Caulking **(Caw-king)** and weather-stripping doors and windows -----1----- 2----- 3----- 4----- 5
- [ ]k. Installing low-flush toilets-----1----- 2----- 3----- 4----- 5
- [ ]l. Installing a new heater or furnace -----1----- 2----- 3----- 4----- 5
- [ ]m. Installing a solar panel power system-----1----- 2----- 3----- 4----- 5



**MUCH MORE LIKELY**    **S.W. MORE LIKELY**    **S.W. LESS LIKELY**    **MUCH LESS LIKELY**    **(DON'T READ (NO DIFF.)) (DK/NA)**

**(DO NOT ROTATE)**

- c. For upgrades other than insulation and window and door weatherizing, the program would require homeowners to get an energy efficiency assessment by a certified contractor to determine if the home improvements they have in mind would result in at least a 20 percent reduction in energy consumption. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
- d. The contractor who performs the home energy efficiency assessment could be independent from the contractor who does the work on your home. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
- e. The home energy efficiency assessment would be far more comprehensive than those provided by utility companies, would last three to four hours and use state-of-the-art tools and computer modeling. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
- f. The homeowner can choose to get multiple estimates for the work. While some contractors may give free assessments, others may charge a fee or apply the cost of the assessment toward their work. The homeowner has the freedom to negotiate this directly with the contractor. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
- g. The energy efficiency assessment would be conducted by an energy assessment expert who is certified with the Building Performance Institute. This institute is a national, independent, non-profit watchdog organization that works with the Department of Energy and the Environmental Protection Agency. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6

**MUCH MORE LIKELY**   **S.W. MORE LIKELY**   **S.W. LESS LIKELY**   **MUCH LESS LIKELY**   **(DON'T READ) (NO DIFF.) (DK/NA)**

**(DO NOT ROTATE)**

- h. The program will randomly check work done by contractors to make sure they have accurately done the work promised and made recommendations that will produce improved energy efficiency ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
  - i. A loan program is available for those who want to take part in the program but do not have the funds at this time to do so. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
  - j. The loan program does not require checking your credit history or credit scores because your property is the collateral. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
  - k. The interest rate on the loan would be between seven and eight percent and would have a 15-year term. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
  - l. You repay the loan when you pay your property tax bill over 15 years—it is a line item on the bill. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
  - m. You can get a loan for as little as five thousand dollars or up to seventy five thousand dollars to allow those who want to do larger home energy efficiency upgrades, such as solar panels, to do so. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
  - n. If you sell your home before the improvements are paid off, the balance of the loan stays with the home—not with you. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
20. Having heard more, how likely do you think you would be to consider taking part in this program: Very likely, somewhat likely, not too likely, or not likely at all?

Very likely -----1  
 Somewhat likely -----2  
 Not too likely -----3  
 Not likely at all -----4  
**(DO NOT READ)** Don't know/NA -----5

21. Regardless of how likely you feel you are at this time to consider taking part in the program, would you say you are very interested in learning more about the program, somewhat interested, not too interested, or not interested at all in learning more about the program?

- Very interested-----1
- Somewhat interested-----2
- Not too interested -----3
- Not at all interested -----4
- (DO NOT READ)** Don't know/NA -----5

22. As mentioned, the average cost of improvements to reduce your energy use by 20 percent is five thousand dollars to ten thousand dollars. Although I know it is hard to determine without more information, thinking generally about your home and what energy-efficiency improvements you can foresee needing, do you think it would cost you less than five thousand dollars to qualify for the program, between five thousand dollars and ten thousand dollars to qualify or more than that?

- Less than \$5,000-----1
- Between \$5,000 and \$10,000-----2
- More than \$10,000-----3
- (DO NOT READ)** Need more information --4
- (DO NOT READ)** Don't know/NA -----5

23. Let me tell you a little bit more about the program. The program requires a basic package of home energy upgrades, which includes proper insulation, and weather stripping and caulking (**caw-king**) around windows and doors. Just by doing these improvements, many houses will achieve the required 20 percent energy reduction and receive the rebates and tax credits. Meeting these standards is estimated to cost approximately five thousand dollars on average. You have the choice to add other upgrades, such as window replacement, a new heater or air conditioner, a solar power system, or others. The financing program is available to make these, and other desired, upgrades.

Does hearing this make you more or less likely to consider taking part in the program? **(IF MORE/LESS LIKELY, ASK:)** Is that much **MORE/LESS LIKELY** or just somewhat? **(DO NOT ROTATE)**

- Much more likely -----1
- Somewhat more likely -----2
- (DO NOT READ)** No difference -----3
- Somewhat less likely -----4
- Much less likely -----5
- (DO NOT READ)** Don't know/NA -----6

24. Next, I am going to read you some possible reasons to take part in this program. After hearing each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to enroll in the program. If you do not believe the statement, please tell me that too. (ROTATE)

(DON'T  
READ)  
VERY    SMWT    NOT    DON'T  
CONV.   CONV.   CONV.   BEL.   DK/NA

**(ASK ALL RESPONDENTS)**

- [ ]a. With this program, homeowners have control over the home improvement project—the program simply provides resources. The homeowner chooses their own contractor from a large list. They get to choose which major repairs or package of repairs they want to make, which materials are used, when the work will be done, and how to finance it. -----1----- 2----- 3-----4-----5
- [ ]b. Those who choose to finance the basic required upgrades of insulation and weatherizing their doors and windows would recoup their investment and come out ahead by two thousand dollars on average over the course of their loan because of energy savings. -----1----- 2----- 3-----4-----5
- [ ]c. This program is a great way to get rebates and tax credits, as well as financing if you need it, to make home improvements you were planning to do anyway, including installing a new heater or air conditioner, water heater, or windows. -----1----- 2----- 3-----4-----5

**(ASK SPLIT SAMPLE A ONLY)**

- [ ]d. At a time when Los Angeles County faces some of the highest rates of unemployment in the nation, this program will help create needed jobs, including one thousand, six hundred immediate home energy remodeling jobs and an additional one thousand jobs in the construction, trade, and retail industries. -----1----- 2----- 3-----4-----5
- [ ]e. We all need to do our part to help the environment and address climate change. Making our homes more green and energy efficient is an important step we should all take. -----1----- 2----- 3-----4-----5
- [ ]f. While many people have a general idea of what they can do to improve their home's energy efficiency, the specially trained contractors that do the home assessments in this program know how to find improvements that the average homeowner would not. These assessments will ensure that you find more energy savings and, therefore, save more money on your utility bills. -----1----- 2----- 3-----4-----5

(DON'T  
READ)  
VERY    SMWT    NOT    DON'T  
CONV.   CONV.   CONV.   BEL.   DK/NA

**(ASK SPLIT SAMPLE A ONLY CONTINUED)**

- [ ]g. Homes that are energy-efficient and environmentally-friendly are more appealing to homebuyers. These upgrades can increase your property value. -----1----- 2----- 3-----4-----5

- [ ]h. Loans are hard to get these days, and this program gives homeowners an easy financing option—without any paperwork or credit checks—to be able to make important home improvements that they would not otherwise be able to make. -----1----- 2----- 3----- 4----- 5
- [ ]i. This program does not use any local tax dollars and does not cost Los Angeles County or your local city a dime. -----1----- 2----- 3----- 4----- 5

**(ASK SPLIT SAMPLE B ONLY)**

- [ ]j. At a time when we are trying to reduce our dependence on foreign oil and other fossil fuels, upgrading the energy efficiency of our homes is an important step we can all take. -----1----- 2----- 3----- 4----- 5
- [ ]k. We all need to do our part to help the environment and address the climate crisis. Making our homes more green and energy efficient is an important step we should all take. -----1----- 2----- 3----- 4----- 5
- [ ]l. This program makes many kinds of energy efficiency upgrades in your house eligible for the same types of tax credits and rebates offered on appliances through the Energy Star program, such as windows, insulation, weatherizing, solar panels, and heaters and air conditioners. -----1----- 2----- 3----- 4----- 5
- [ ]m. It is hard to find a good contractor these days, and this program provides a list of trained contractors certified by the Building Performance Institute, a nationally known non-profit watchdog organization. This provides reassurance that the contractors know how to make the home energy efficiency improvements you need and want. -----1----- 2----- 3----- 4----- 5
- [ ]n. Upgrading your home's energy efficiency—in particular upgrading insulation—can make it a more comfortable place to live—no more drafty, cold rooms in the winter and extremely hot and stuffy rooms in the summer. -----1----- 2----- 3----- 4----- 5

<u>VERY</u>	<u>SMWT</u>	<u>NOT</u>	<u>DON'T</u>	<u>(DON'T</u>
<u>CONV.</u>	<u>CONV.</u>	<u>CONV.</u>	<u>BEL.</u>	<u>READ)</u>
				<u>DK/NA</u>

**(ASK SPLIT SAMPLE A ONLY CONTINUED)**

- [ ]o. Research shows that, every year, the average American spends four hundred and fifty dollars on energy wasted through holes or cracks in their home. This program will prevent this energy loss and find even more savings for homeowners. -----1----- 2----- 3----- 4----- 5

**(RESUME ASKING ALL RESPONDENTS)**

25. Having heard more, let me ask you again, how likely do you think you would be to consider taking part in this program: Very likely, somewhat likely, not too likely, or not likely at all?

- Very likely -----1
- Somewhat likely -----2
- Not too likely -----3
- Not likely at all -----4
- (DO NOT READ) Don't know/NA -----5**

26. Now I am going to read you a list of people and organizations that may speak out about this program. Please tell me if you would find that person or organization very believable, somewhat believable, not too believable, or not believable at all on this issue. If you have never heard of the person, you can tell me that too. **(ROTATE)**

**VERY                      NOT                      NOT                      NEVER**  
**BELIEV.    SW                      TOO                      AT ALL    HEARD (NO  
**BELIEV.    BELIEV.    BELIEV.    BELIEV.    OF OPIN.)****

**(SPLIT SAMPLE A ONLY)**

- [ ]a. Other homeowners who have used this program----- 1-----2-----3-----4-----5-----6
- [ ]b. Your neighbors -----1-----2-----3-----4-----5-----6
- [ ]c. Your gas utility -----1-----2-----3-----4-----5-----6
- [ ]d. An architect or design professional-----1-----2-----3-----4-----5-----6
- [ ]e. Home improvement store staff, such as at Home Depot or Lowe's-----1-----2-----3-----4-----5-----6
- [ ]f. Your local chamber of commerce-----1-----2-----3-----4-----5-----6
- [ ]g. The Los Angeles County government -----1-----2-----3-----4-----5-----6
- [ ]h. Your water company -----1-----2-----3-----4-----5-----6

**(SPLIT SAMPLE B ONLY)**

- [ ]i. Your homeowners or neighborhood association-----1-----2-----3-----4-----5-----6
- [ ]j. Friends or co-workers-----1-----2-----3-----4-----5-----6
- [ ]k. Your electric utility -----1-----2-----3-----4-----5-----6
- [ ]l. A building contractor -----1-----2-----3-----4-----5-----6
- [ ]m. Your real estate agent -----1-----2-----3-----4-----5-----6
- [ ]n. Environmental organizations -----1-----2-----3-----4-----5-----6
- [ ]o. Your city government -----1-----2-----3-----4-----5-----6
- [ ]p. The Los Angeles Board of Supervisors -----1-----2-----3-----4-----5-----6

**(RESUME ASKING ALL RESPONDENTS)**

**THESE ARE MY FINAL QUESTIONS, AND THEY ARE FOR CLASSIFICATION PURPOSES ONLY.**

27. How many people, including children and adults, live in your household, including yourself?

- 1 -----1
- 2 -----2
- 3 -----3
- 4 -----4
- 5 or more -----5
- (DO NOT READ)** Don't know/NA -----6

**(IF MORE THAN ONE PERSON IN THE HOUSEHOLD – CODES 2-5 – IN Q27, ASK Q28)**

28. Who handles the utility bills in your household?

- I do (respondent) -----1
- My spouse/partner does -----2
- My spouse/partner or I, it depends -----3
- My spouse/partner and I both -----4
- Someone else other than my  
spouse/partner or I -----5
- (DO NOT READ)** Don't know/NA -----6

**(RESUME ASKING ALL RESPONDENTS)**

29. What was the last level of school you completed?

- Grades 1-8 -----1
- Grades 9-11 -----2
- High school graduate (12) -----3
- Some college/vocational school -----4
- College graduate (4) -----5
- Post Graduate work/  
Professional school -----6
- (DO NOT READ)** Don't know/NA -----7

30. With which racial or ethnic group do you identify yourself: Latino or Hispanic, Black or African-American, White or Caucasian, Asian-American, or some other ethnic or racial background?

- Hispanic/Latino -----1
- Black/African-American ----- 2
- White/Caucasian -----3
- Asian-American/Pacific Islander -----4
- Other (**SPECIFY** \_\_\_\_\_) -----5
- (DO NOT READ)** Don't know/NA/  
Refused -----6

31. In what year were you born?

- 1992-1986 (18-24)-----1
- 1985-1981 (25-29)-----2
- 1980-1976 (30-34)-----3
- 1975-1971 (35-39)-----4
- 1970-1966 (40-44)-----5
- 1965-1961 (45-49)-----6
- 1960-1956 (50-54)-----7
- 1955-1951 (55-59)-----8
- 1950-1946 (60-64)-----9
- 1945-1936 (65-74)-----10
- 1935 or earlier (75 & over)-----11
- (DO NOT READ)** Refused-----12

32. I don't need to know the exact amount, but please stop me when I read the category that includes the total income for your household before taxes in 2009. Was it:

- \$30,000 and under-----1
- \$30,001 - \$60,000 -----2
- \$60,001 - \$90,000 -----3
- \$90,001 - \$120,000-----4
- \$120,001 - \$150,000 -----5
- \$150,001 - \$200,000 -----6
- \$200,001 or more -----7
- (DO NOT READ)** Don't know/NA/
- Refused-----8

<b>THANK AND TERMINATE</b>
----------------------------

**GENDER (BY OBSERVATION):**

- Male -----1
- Female-----2

**LANGUAGE OF INTERVIEW**

- English-----1
- Spanish-----2

Phone # \_\_\_\_\_

Date \_\_\_\_\_

City \_\_\_\_\_

Interviewer \_\_\_\_\_

Verified by \_\_\_\_\_

ZIP Code \_\_\_\_\_

County \_\_\_\_\_

Cluster # \_\_\_\_\_

Page # \_\_\_\_\_