

# Los Angeles County Energy Issues Survey

*March 2010*

320-430

*Fairbank, Maslin, Maullin, Metz & Associates - FM3*

*Public Opinion Research & Strategy*

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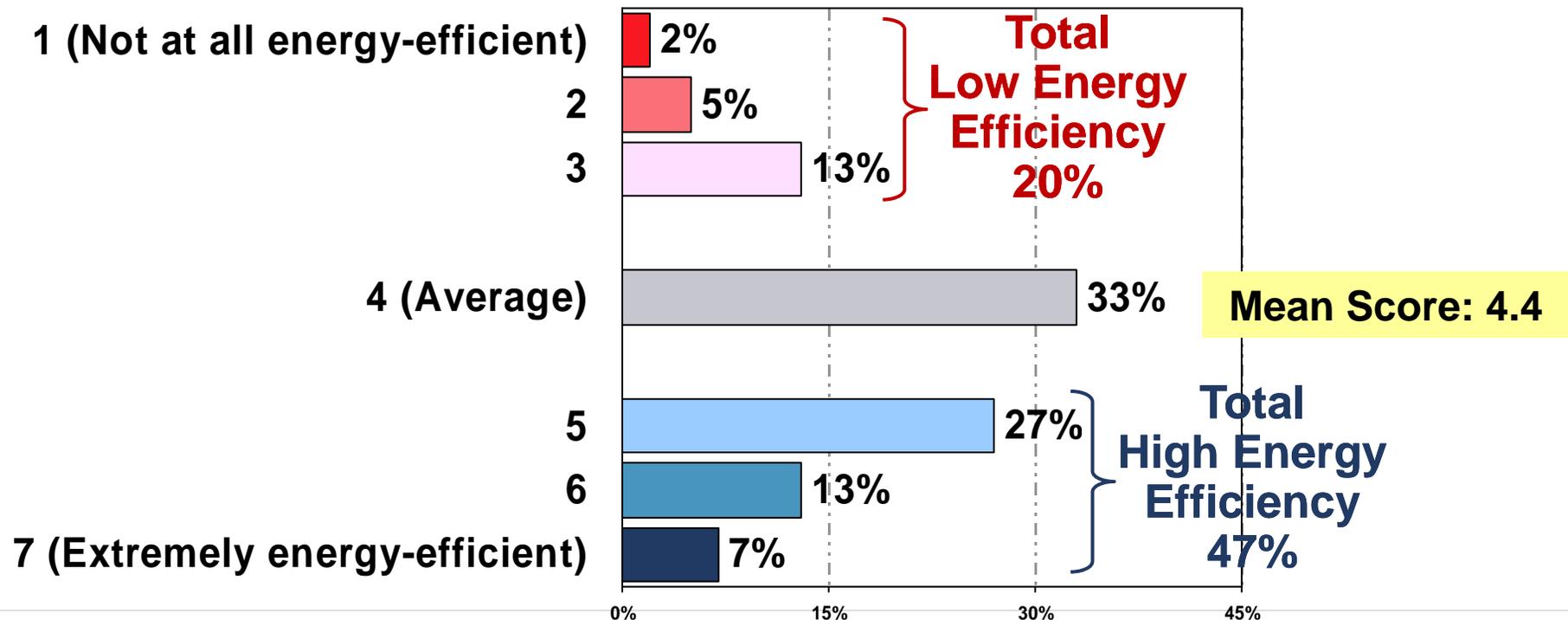
# Los Angeles County Energy Issues Survey

## Methodology

- Survey conducted March 24th –29th, 2010
- Interviews conducted by telephone with a random sample of 1,200 Los Angeles County single family home property owners who live in the home they own
- Margin of error for the full sample is +/-2.8%
- Margin of error for half the sample is +/-4.0%

# Los Angeles County Energy Issues Survey

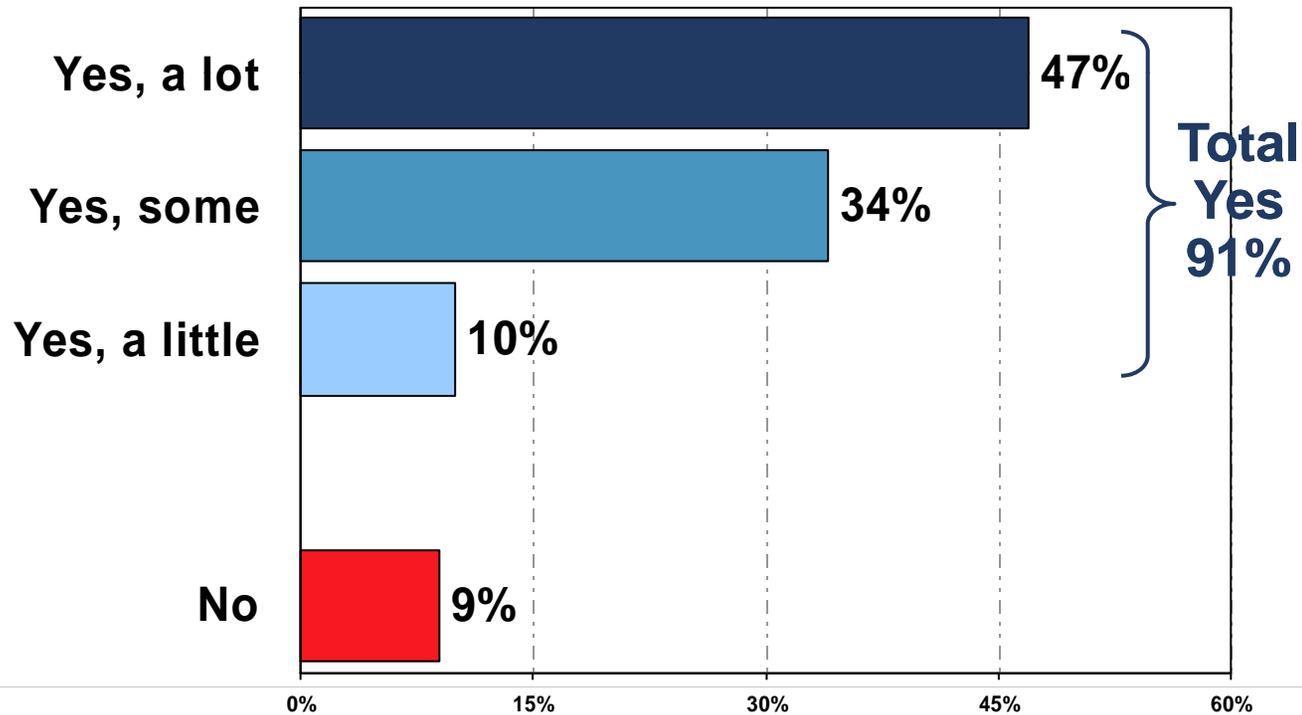
## Energy-Efficiency Rating of Your Home



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

# Los Angeles County Energy Issues Survey

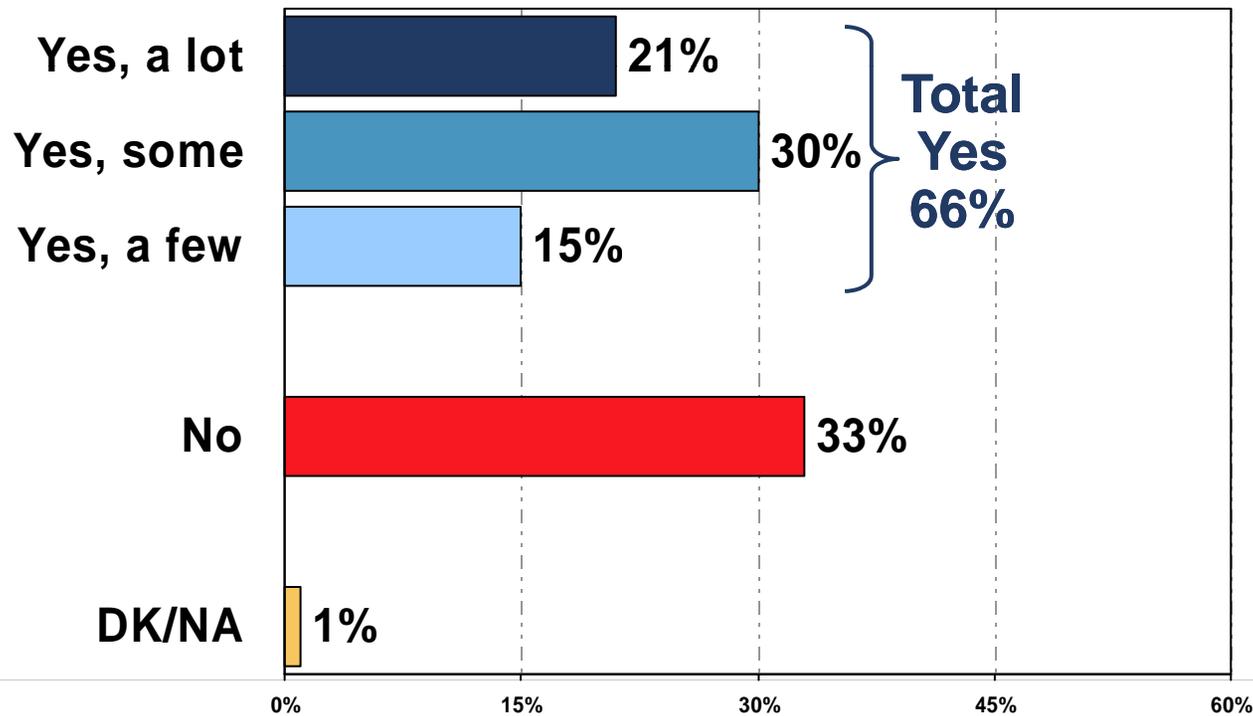
## Have Changed Household Behavior to Reduce Energy Usage in the Last Few Years



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? Do you think you have changed your behavior or habits a lot, some, or just a little?

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## Have Made Energy Efficiency Upgrades/Improvements in the Last Few Years

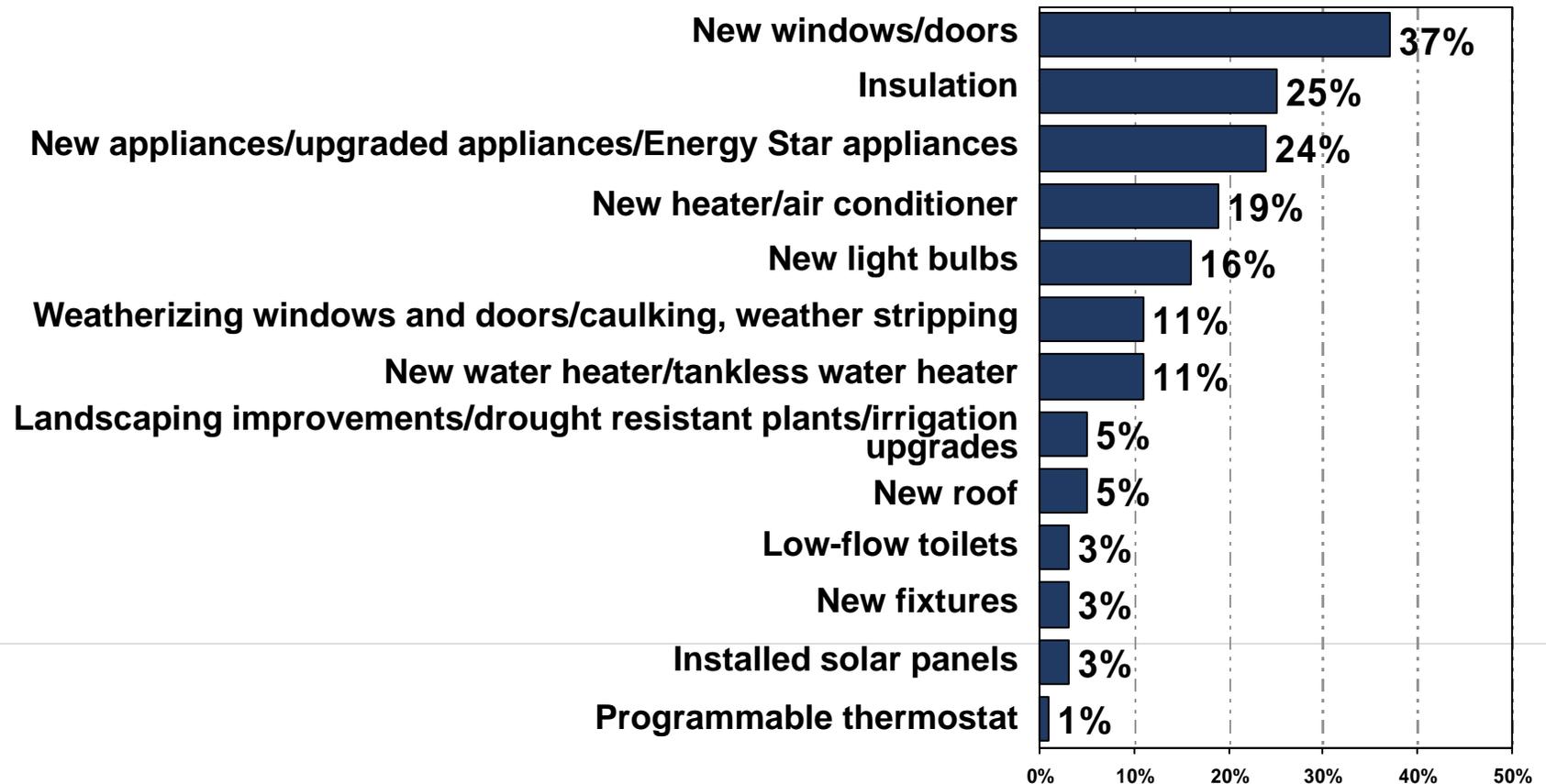


6. In the last few years, have you made any upgrades or improvements to your home in order to increase your home's energy efficiency? Do you think you have made a lot of improvements, some, or just a few?

# Los Angeles County Energy Issues Survey

## Energy-Efficiency Upgrades Completed in Last Few Years

*(Grouped Responses, Multiple Responses Accepted)  
(Ranked by Most Frequently Reported)  
(66% Percent of Sample)*



# Los Angeles County Energy Issues Survey

## Important Reasons For Not Making Energy-Efficiency Upgrades/Improvements

(Ranked by Extremely/Very Important)

**The cost of home energy upgrades is too much at this time**

**\*Home energy upgrades won't save me enough money on my bills to be worth the cost**

**\*With the weak real estate market, the investment will not improve my home's value**

**\*I don't think my home needs more energy-efficient upgrades**

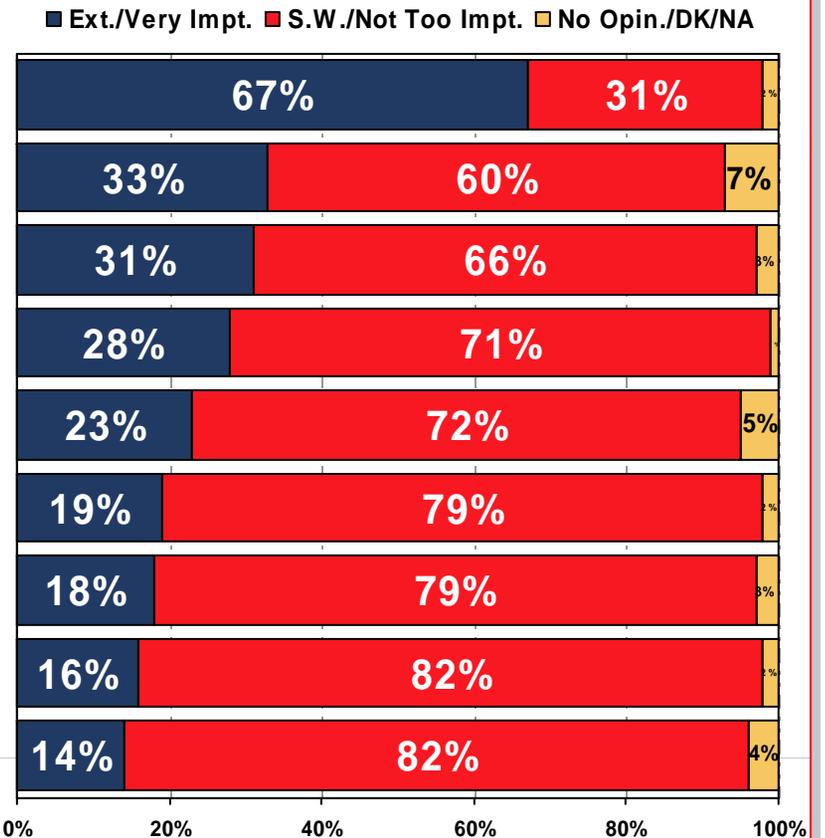
**\*I don't know how much longer I will be living in this house**

**\*Getting work done on my home is too much of a hassle and inconvenience**

**\*I don't know a good contractor to get the work done**

**\*I don't have the time to make home improvements**

**\*I don't know what home improvements I need or how to get started**



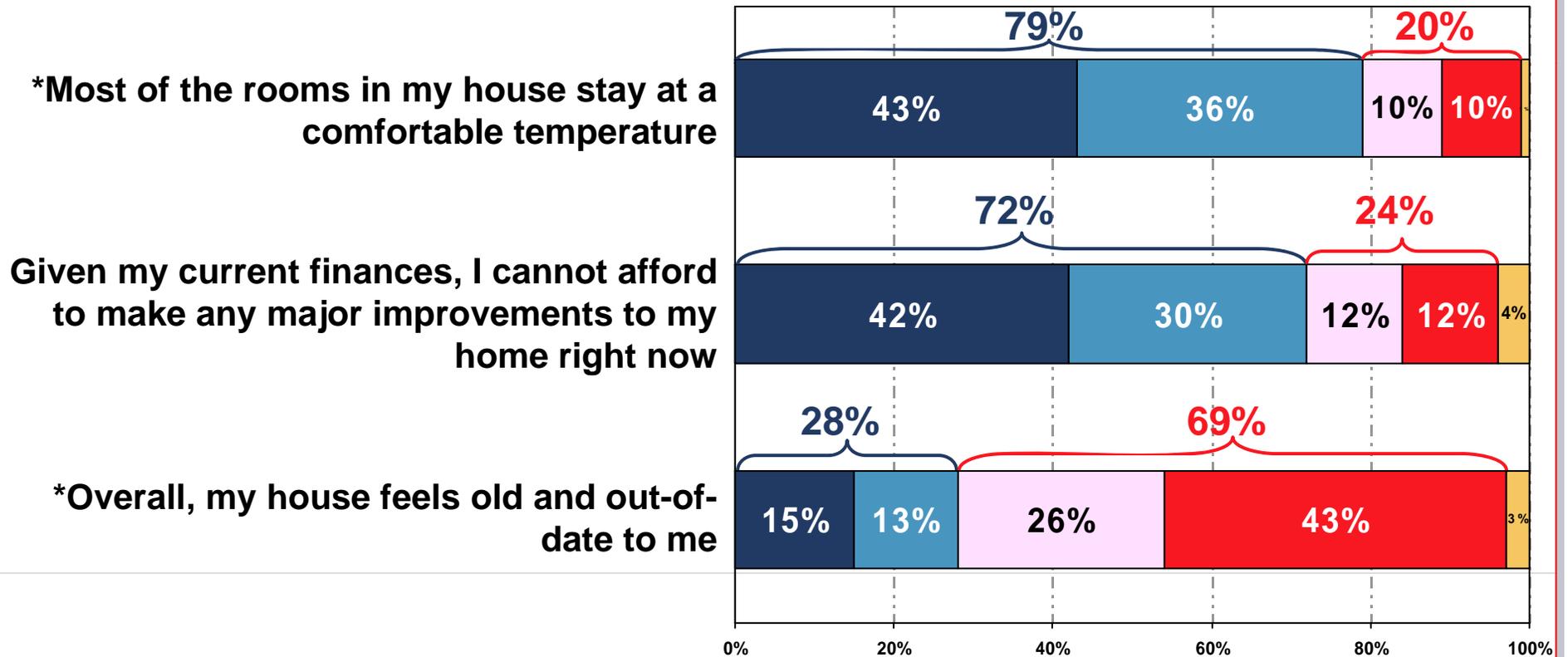
9. Whether you are interested in making home energy-efficiency upgrades or improvements at this time or not, please tell me how important a reason each of the following is in preventing you from home energy-efficiency upgrades or improvements to your home: Is it an extremely important reason why you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

# Los Angeles County Energy Issues Survey

## High Barriers to Interest in the Program

(Ranked by Total Agreed)

■ Strng. Agree ■ S.W. Agree □ S.W. Disagree ■ Strng. Disagree ■ No Opin./DK/NA



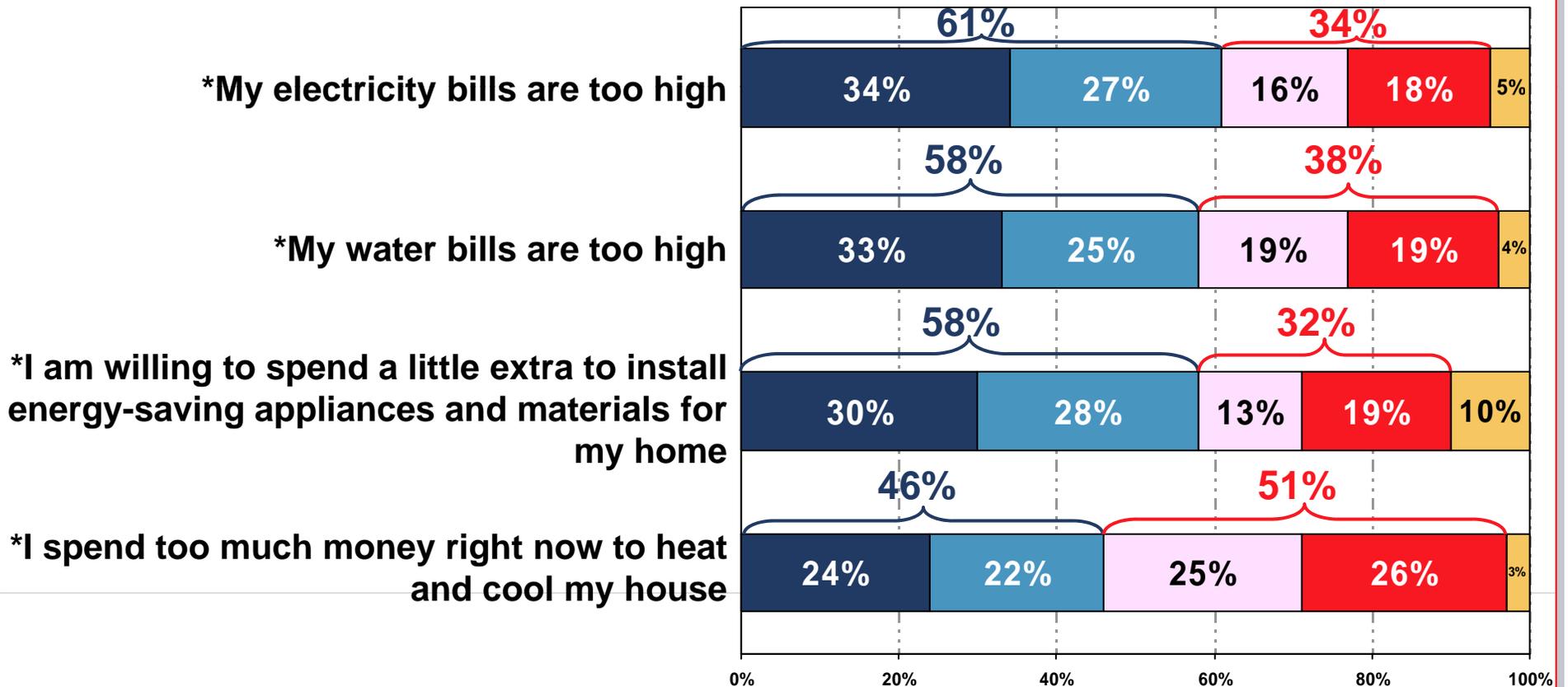
12a/c/g. For each of the following statements about your home, please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the statement. \*Split Sample

# Los Angeles County Energy Issues Survey

## Attitudes towards Energy Expenses Provide Opportunities for Interest in the Program

(Ranked by Total Agreed)

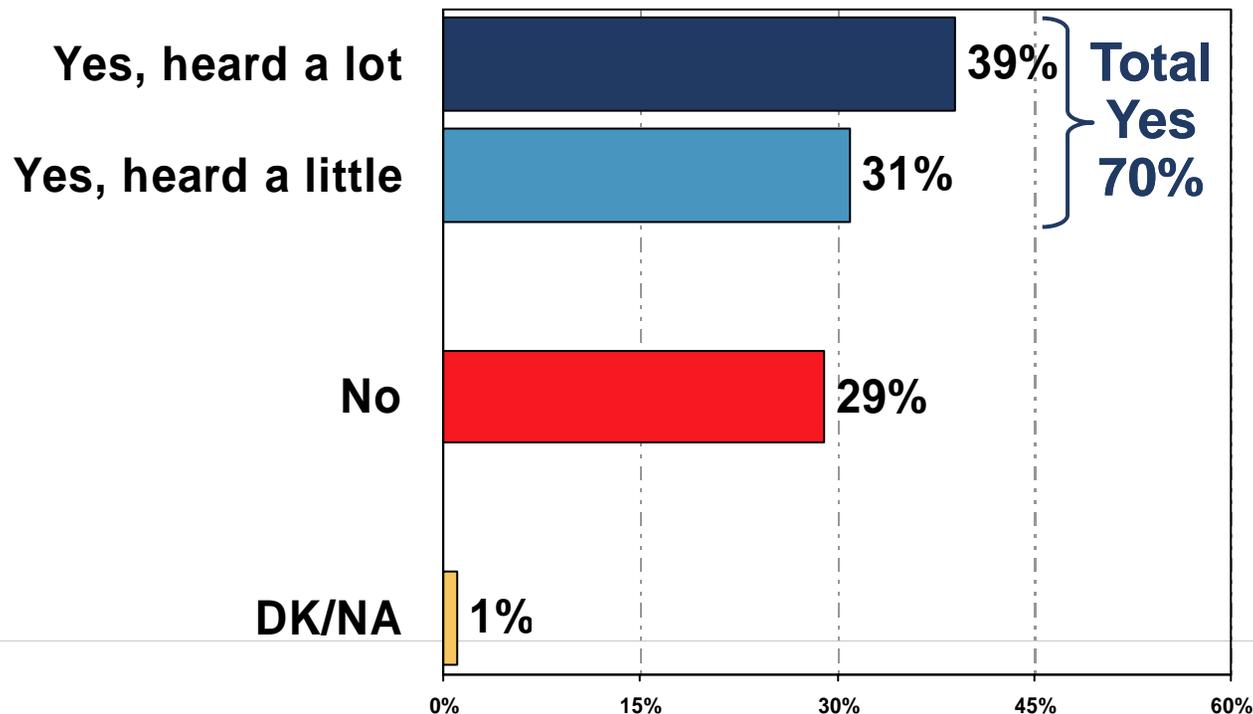
■ Strng. Agree ■ S.W. Agree □ S.W. Disagree ■ Strng. Disagree ■ No Opin./DK/NA



12b/d/e/f. 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. Split Sample

# Los Angeles County Energy Issues Survey

## Seen/Heard/Read Anything about Programs for Upgrading or Remodeling Homes to Make Them Greener/More Energy-Efficient



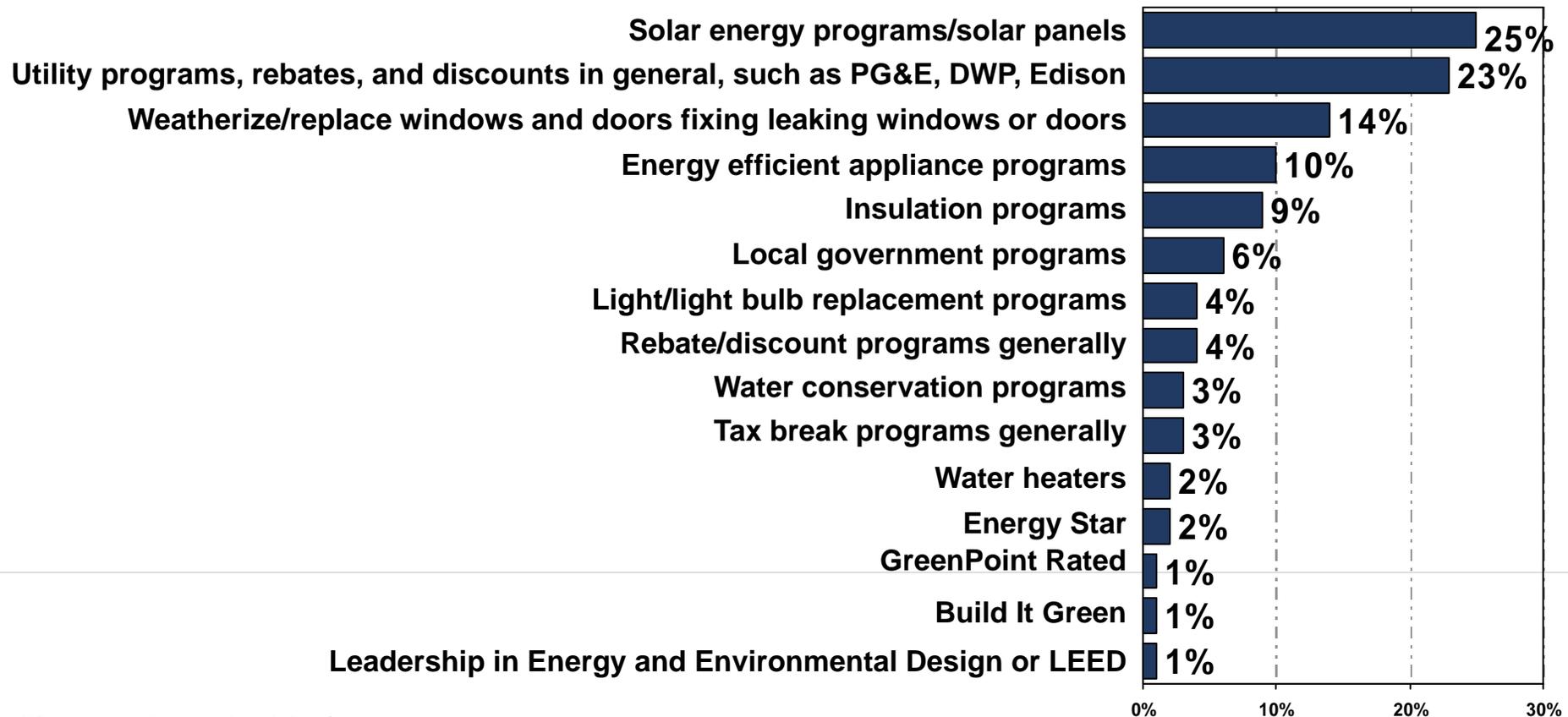
13. Have you seen, heard, or read anything about programs for upgrading or remodeling homes to make them greener and more energy-efficient? Have you heard a lot or just a little about these programs?

# Los Angeles County Energy Issues Survey

## Home Energy Efficiency Programs Seen/Heard/Read About

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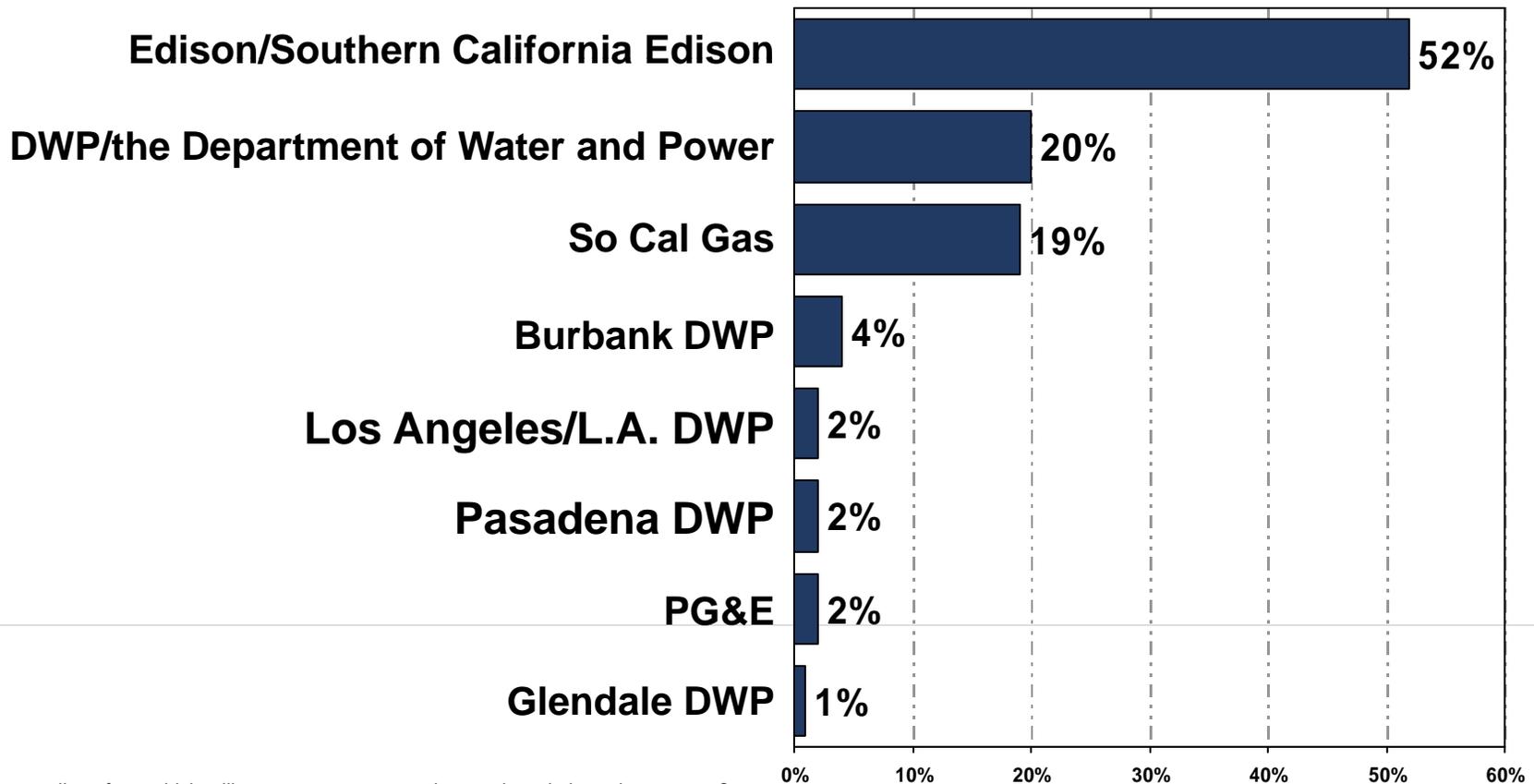
*(Grouped Responses, Multiple Responses Accepted)  
(Ranked by Most Frequently Reported)  
(70% Percent of Sample)*



# Los Angeles County Energy Issues Survey

## Utility Companies from which Seen/Heard/ Read about Home Energy Efficiency Program

*(Grouped Responses, Multiple Responses Accepted)  
(Ranked by Most Frequently Reported)  
(16% Percent of Sample)*

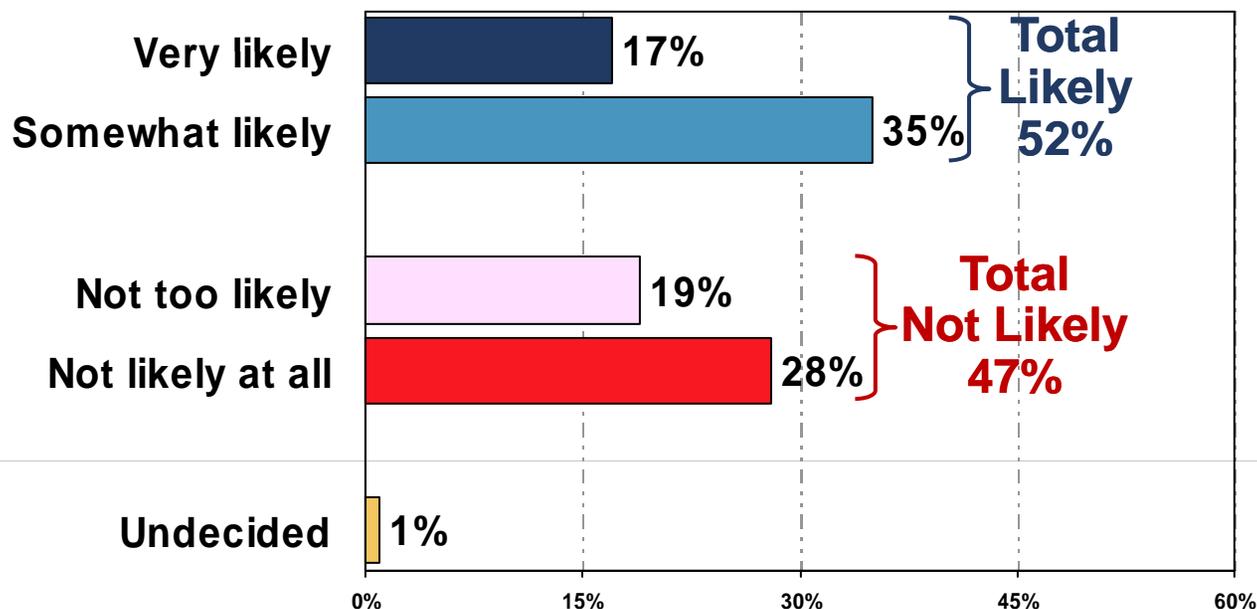


15. Could you tell me from which utility company or companies you heard about the program?

# Los Angeles County Energy Issues Survey

## Initial Likelihood to Consider Taking Part in Program

*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% 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?

# Los Angeles County Energy Issues Survey

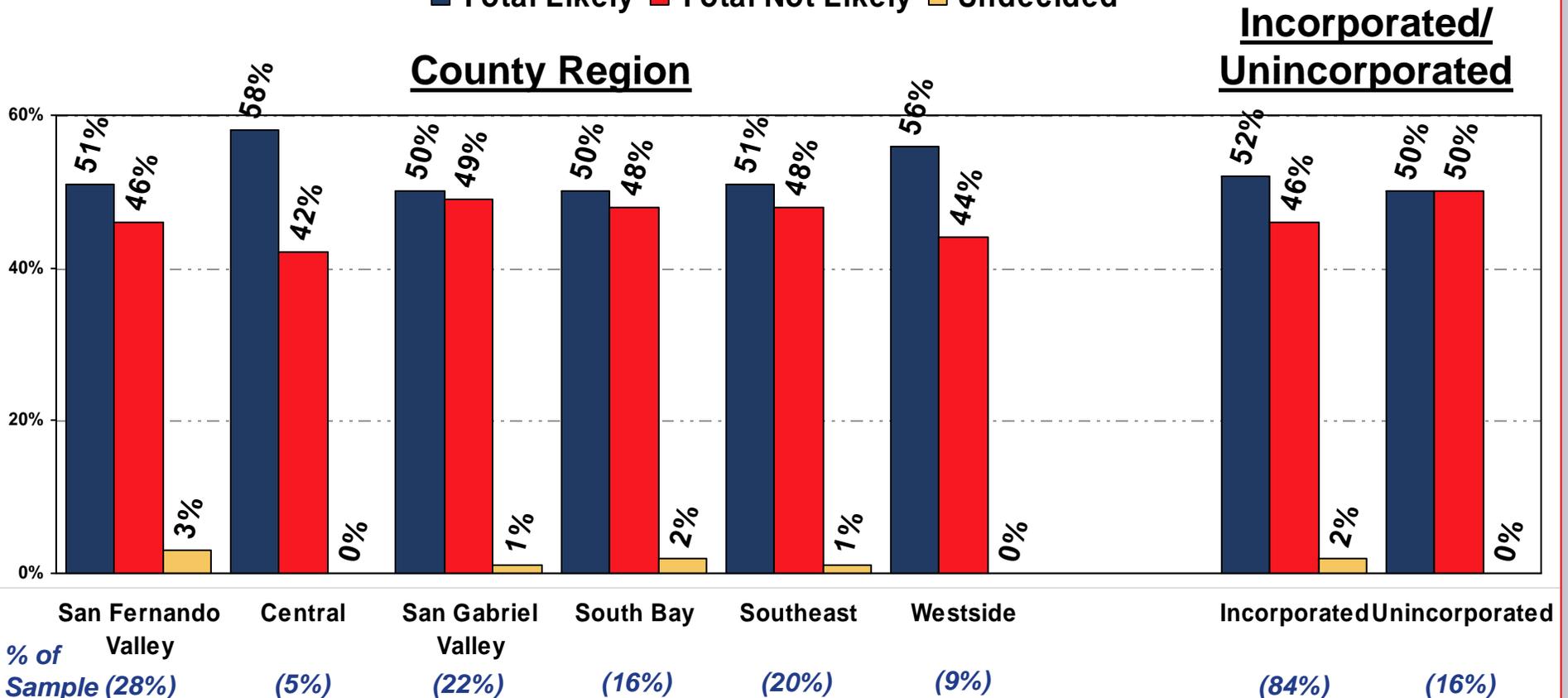
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## Initial Likelihood to Consider Taking Part in Program by Demographic Group

*County Region and Incorporated/Unincorporated*

■ Total Likely ■ Total Not Likely ■ Undecided



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?

# Los Angeles County Energy Issues Survey

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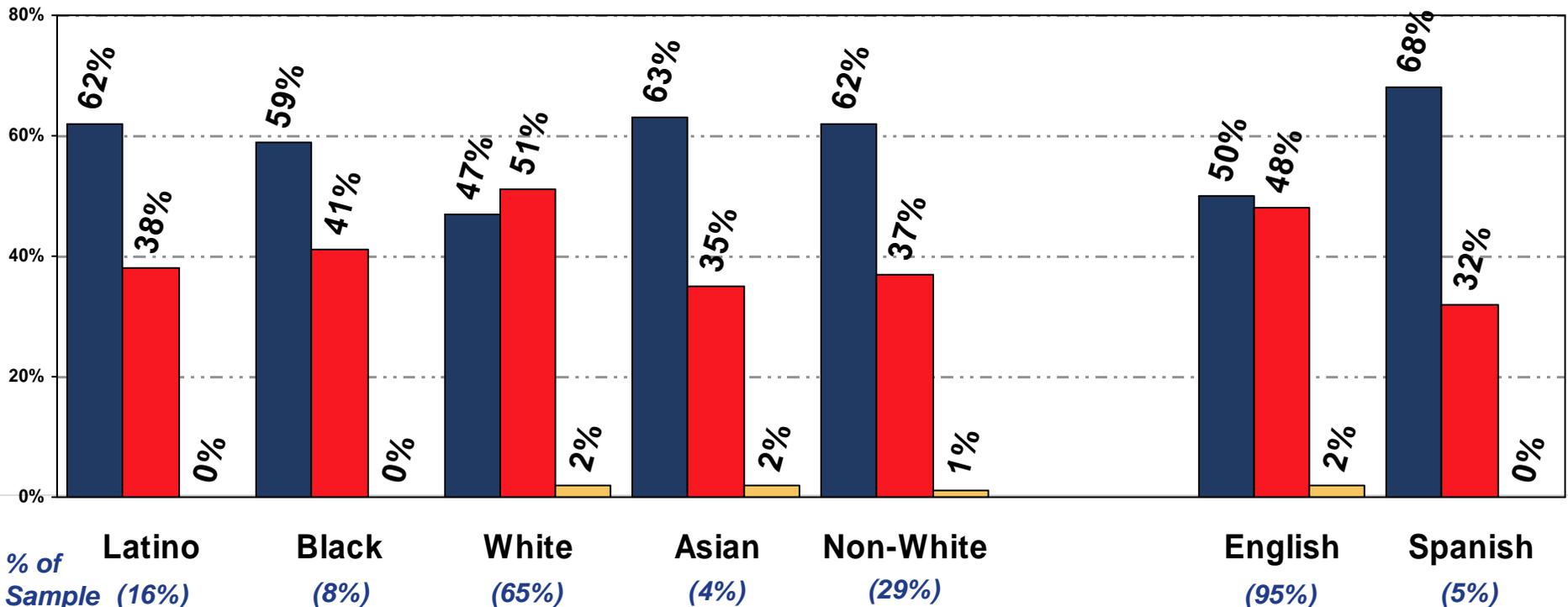
## Initial Likelihood to Consider Taking Part in Program by Demographic Group

*Ethnicity and Language of Interview*

■ Total Likely ■ Total Not Likely ■ Undecided

Ethnicity

Language of Interview



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?

# Los Angeles County Energy Issues Survey

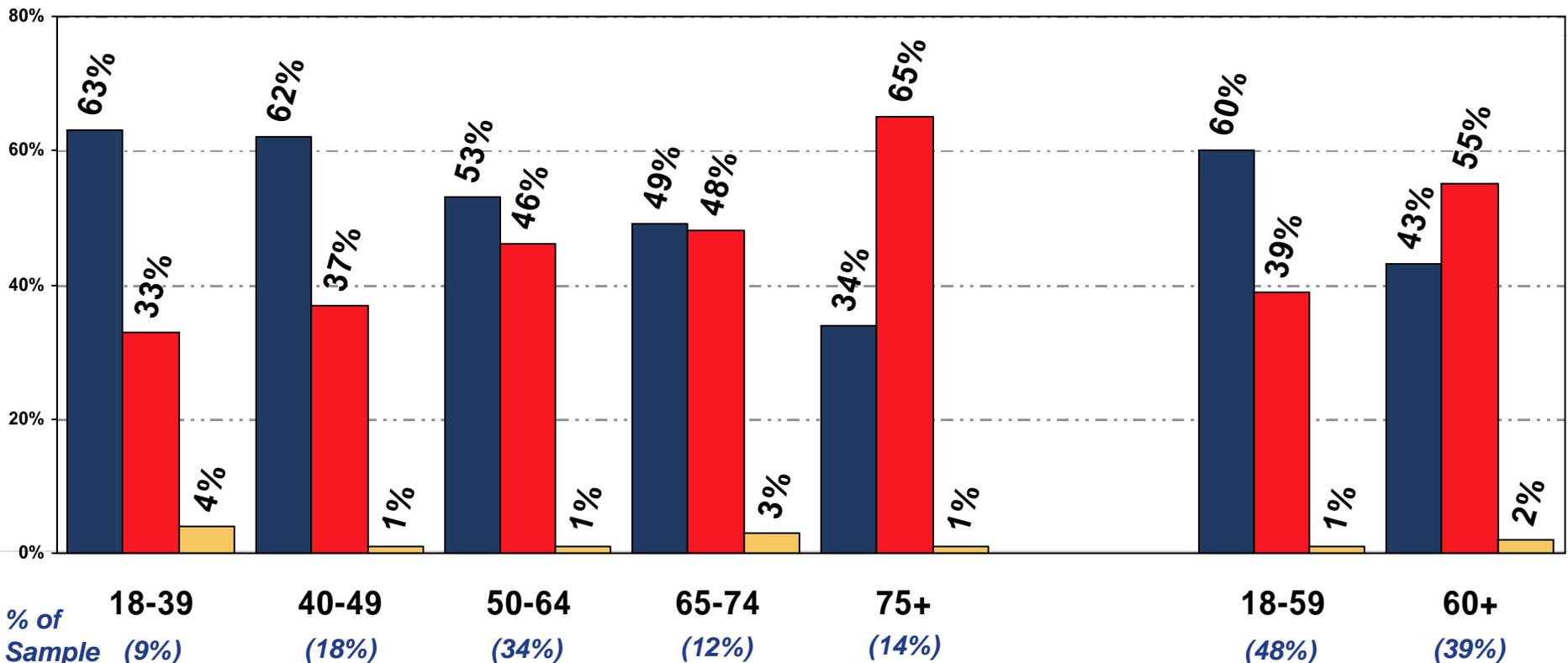
FM3

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## Initial Likelihood to Consider Taking Part in Program by Demographic Group

### Age

■ Total Likely ■ Total Not Likely ■ Undecided



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?

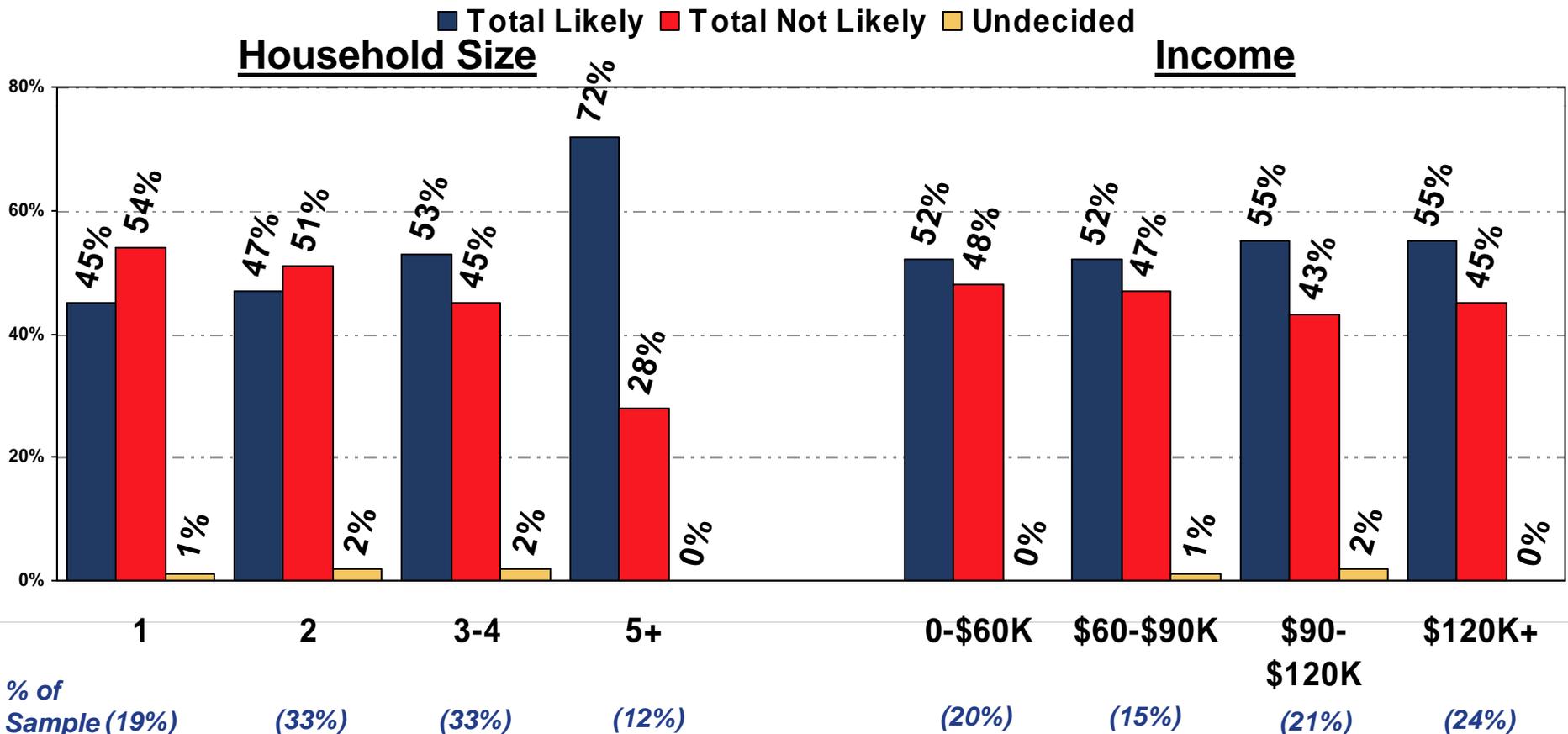
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## Initial Likelihood to Consider Taking Part in Program by Demographic Group

### *Household Size and Income*



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?

# Los Angeles County Energy Issues Survey

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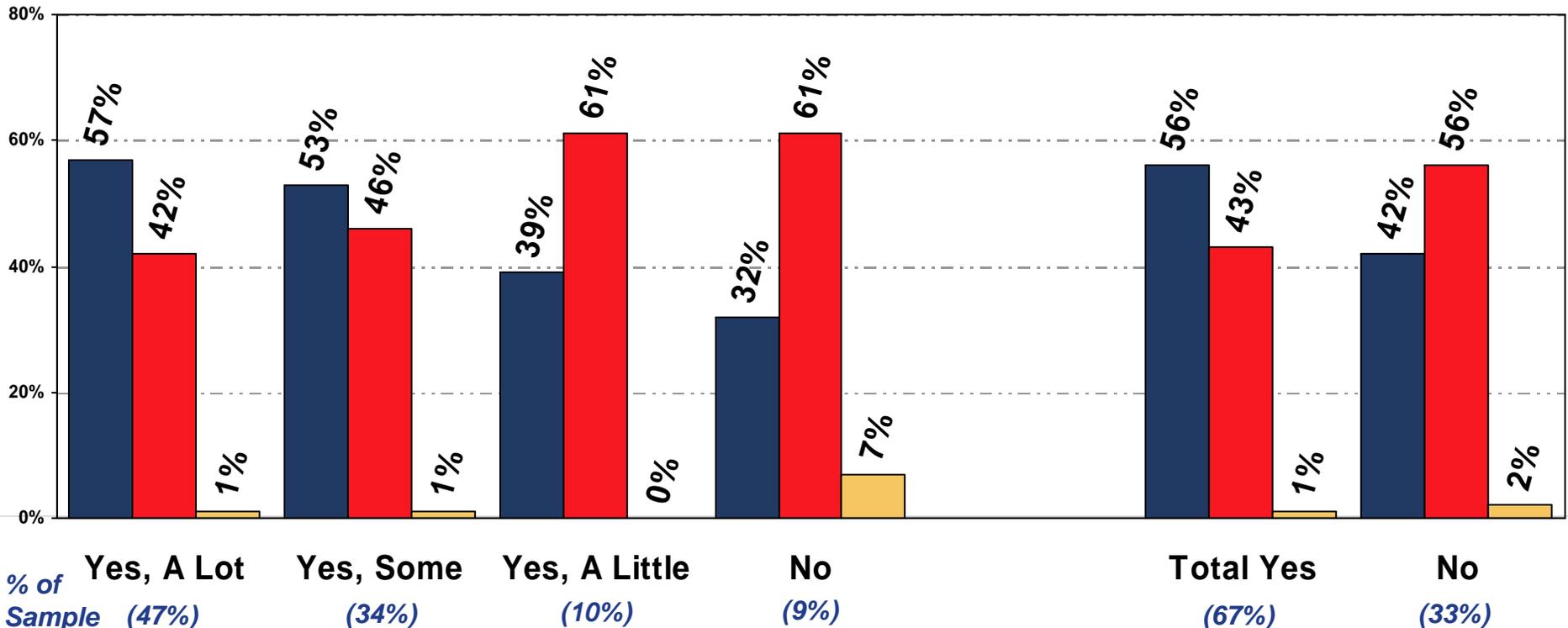
## Initial Likelihood to Consider Taking Part in Program by Demographic Group

*Changed Behaviors and Made Upgrades*

■ Total Likely ■ Total Not Likely ■ Undecided

Changed Behaviors

Made Upgrades



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?

# Los Angeles County Energy Issues Survey

## Interest in Specific Energy Efficiency Improvements or Upgrades

(Ranked by Very/Somewhat Interested)

Item	Very/S.W. Interested	Very Interested	Somewhat Interested	Not Interested	Already Did
*Installing an on-demand or tankless hot water heater	54%	22%	32%	27%	17%
*Installing solar panels on your roof	52%	18%	34%	40%	7%
*Installing a solar panel power system	48%	17%	31%	44%	5%
*Installing a water-saving irrigation system	37%	11%	26%	34%	26%
*Caulking and weather-stripping doors and windows	36%	13%	23%	23%	40%
Insulating your walls or floor	36%	12%	24%	33%	30%
*Installing a new heater or furnace	35%	10%	25%	29%	35%
*Installing new windows	33%	13%	20%	21%	47%
*Installing water-efficient fixtures	32%	11%	21%	23%	44%
*Installing a new air conditioning unit	30%	12%	18%	31%	35%
*Insulating your attic	30%	8%	22%	19%	47%
*Insulating your hot water heater	28%	12%	16%	20%	50%
*Installing low-flush toilets	21%	8%	13%	19%	59%

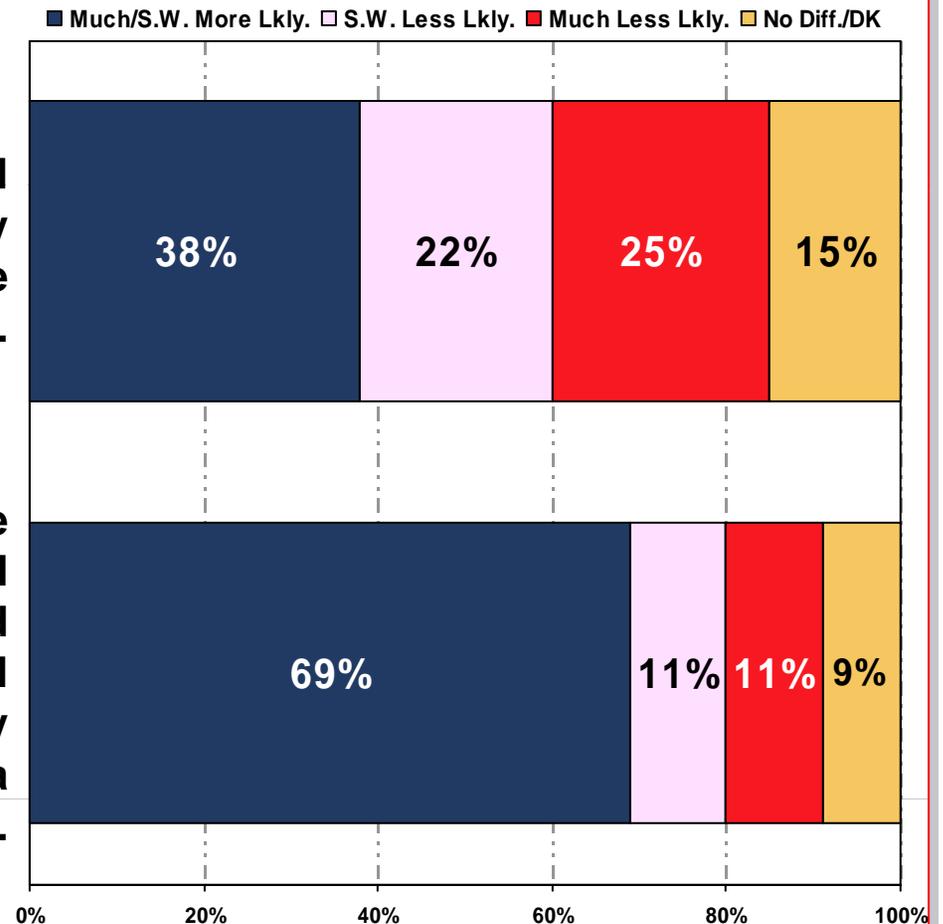
17. I am going to read a list of home energy efficiency improvements or upgrades that one could make as part of this program designed to reduce home energy consumption by 20 percent or more. Please tell me how interested you would be in undertaking that activity at your home in the near future: very interested, somewhat interested, or not too interested. \*Split Sample

# Los Angeles County Energy Issues Survey

## Low Numbers Respond Positively to Cost; Most Motivated by Financial Benefits

The average cost of improvements for a typical homeowner to reduce their energy consumption by 20% would be between five thousand dollars and ten thousand dollars.

Those who make improvements that reduce their energy consumption by 20% or more will qualify for a federal tax credit of one thousand five hundred dollars and will receive a federal rebate of three thousand dollars and a county rebate of at least five hundred dollars, for a total of five thousand dollars.



19a/b. Although the details of the program have not been finalized, I am going to mention various proposed components of this program designed to reduce home energy consumption by 20 percent or more. Please tell me if what you heard would make you more or less likely to consider taking part in the program.

# Los Angeles County Energy Issues Survey

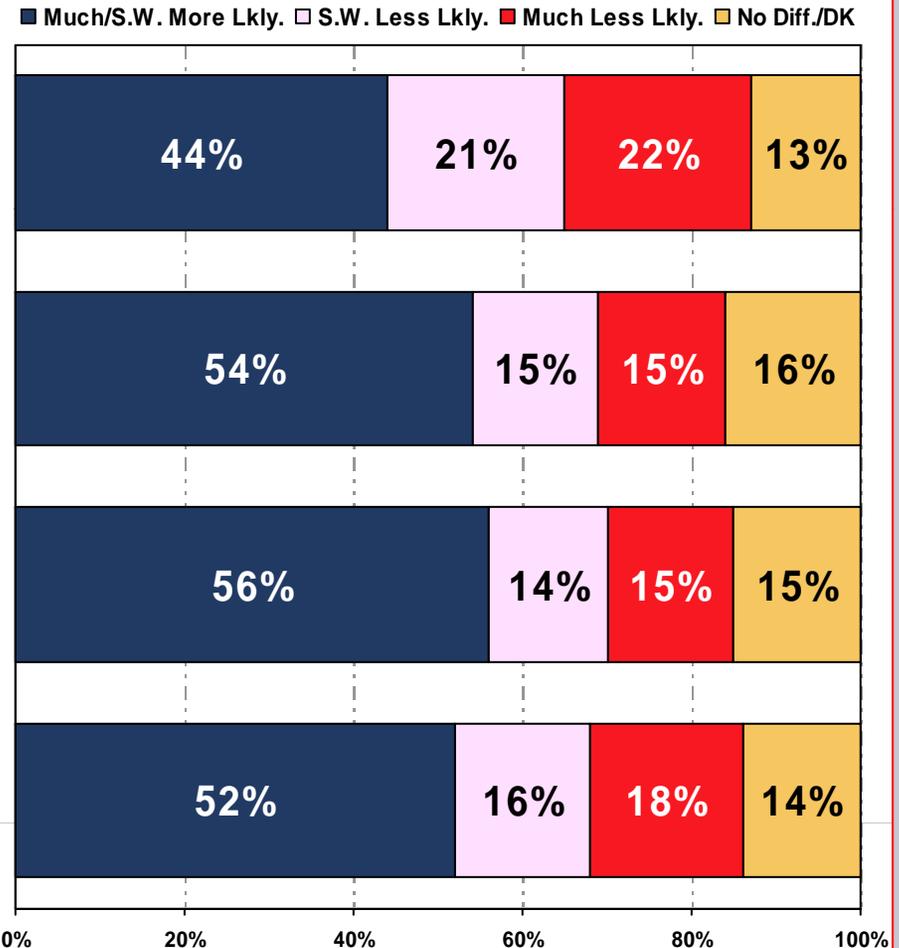
## About Half of Homeowners React Positively to Contractor Information

**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% reduction in energy consumption.**

**The contractor who performs the home energy efficiency assessment could be independent from the contractor who does the work on your home.**

**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.**

**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.**



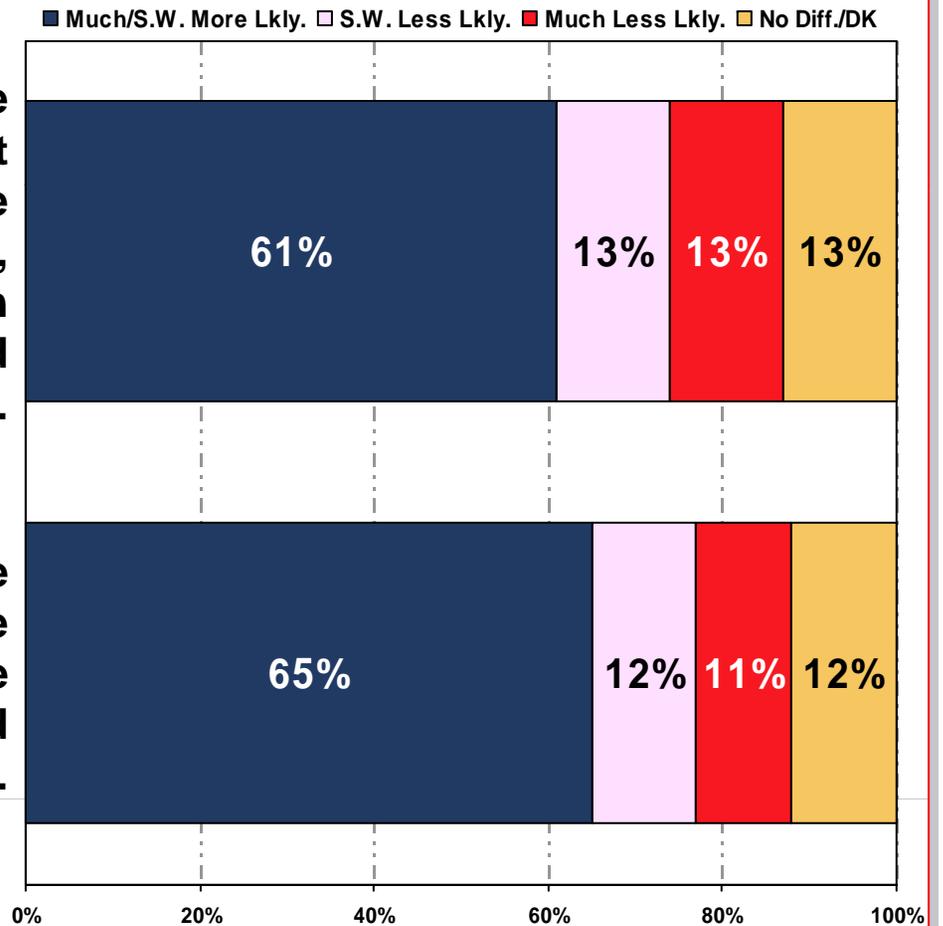
*19c/d/e/f. Although the details of the program have not been finalized, I am going to mention various proposed components of this program designed to reduce home energy consumption by 20 percent or more. Please tell me if what you heard would make you more or less likely to consider taking part in the program.*

# Los Angeles County Energy Issues Survey

## Accountability Components Well Received

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.

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.



19g/h. Although the details of the program have not been finalized, I am going to mention various proposed components of this program designed to reduce home energy consumption by 20 percent or more. Please tell me if what you heard would make you more or less likely to consider taking part in the program.

# Los Angeles County Energy Issues Survey

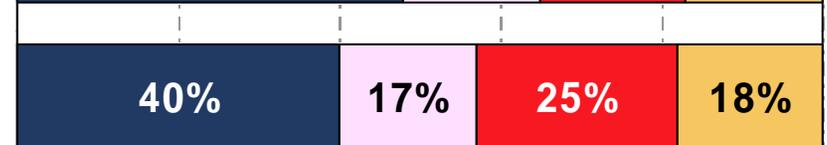
## Most Loan Elements Fail to Generate Majority Support; Interest Rate Met with Most Disappointment

■ Much/S.W. More Lkly. □ S.W. Less Lkly. ■ Much Less Lkly. ■ No Diff./DK

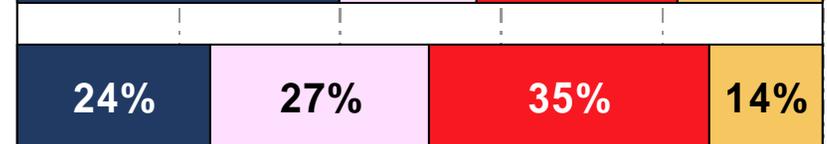
A loan program is available for those who want to take part in the program but do not have the funds at this time to do so.



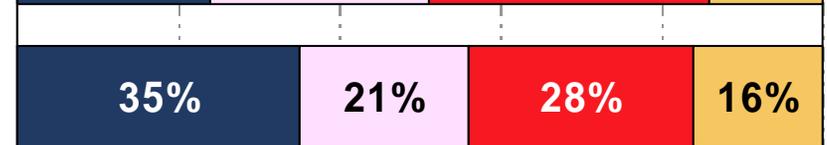
The loan program does not require checking your credit history or credit scores because your property is the collateral.



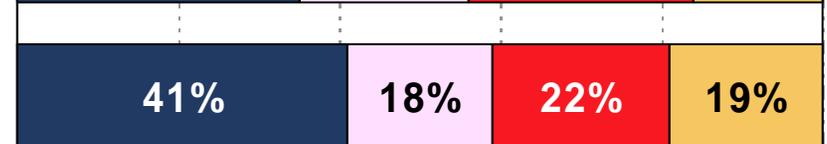
The interest rate on the loan would be between seven and eight percent and would have a 15-year term.



You repay the loan when you pay your property tax bill over 15 years—it is a line item on the bill.



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.



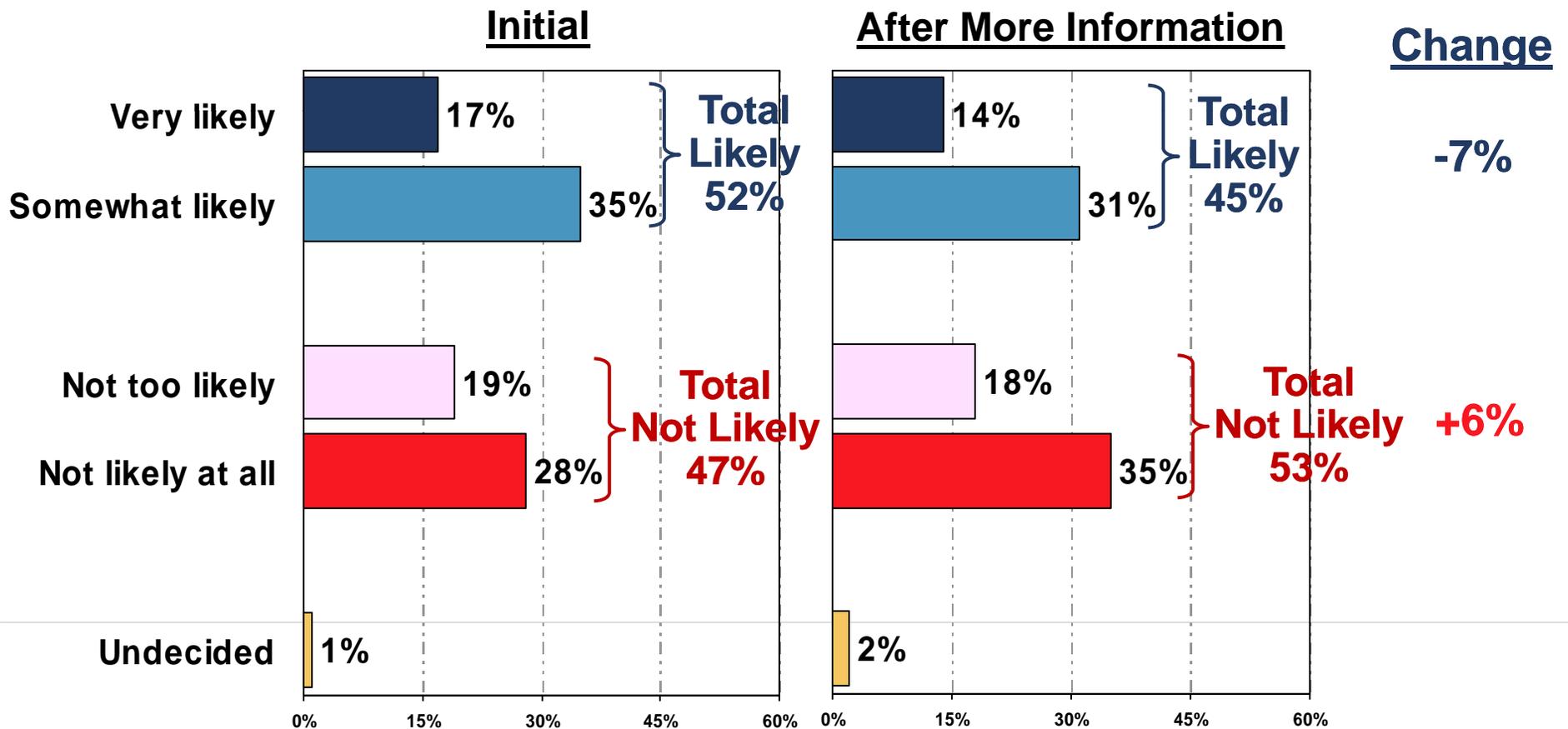
If you sell your home before the improvements are paid off, the balance of the loan stays with the home—not with you.



19i/j/k/l/m/n. Although the details of the program have not been finalized, I am going to mention various proposed components of this program designed to reduce home energy consumption by 20 percent or more. Please tell me if what you heard would make you more or less likely to consider taking part in the program.

# Los Angeles County Energy Issues Survey

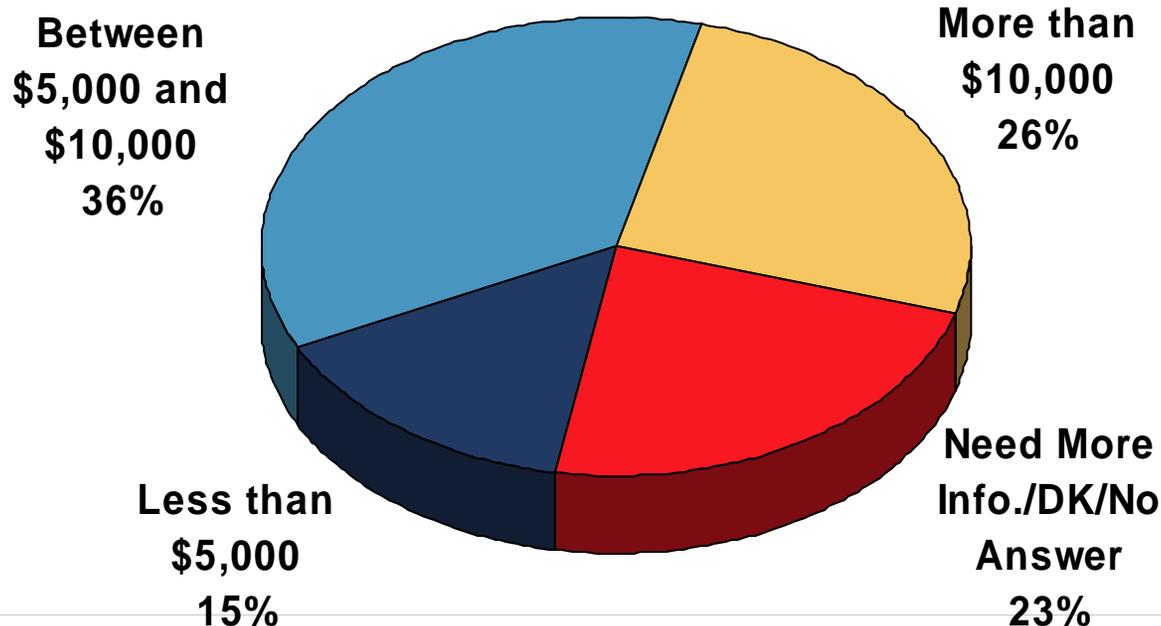
## Initial Likelihood to Consider Taking Part in Program and Likelihood after More Information



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?  
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?

# Los Angeles County Energy Issues Survey

## Cost Estimates of Perceived Energy-Efficiency Improvement Needs



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?

# Los Angeles County Energy Issues Survey

## Supportive Statements to Enroll in the Program

(Ranked by Very/Somewhat Convincing)

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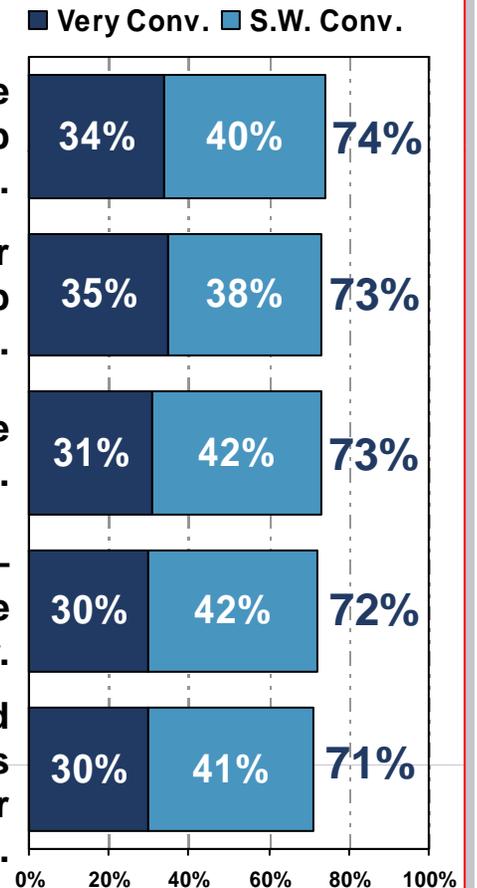
**\*We all need to do our part to help the environment and address the climate crisis. Making our homes more green and energy efficient is an important step we should all take.**

**\*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.**

**\*Homes that are energy-efficient and environmentally-friendly are more appealing to homebuyers. These upgrades can increase your property value.**

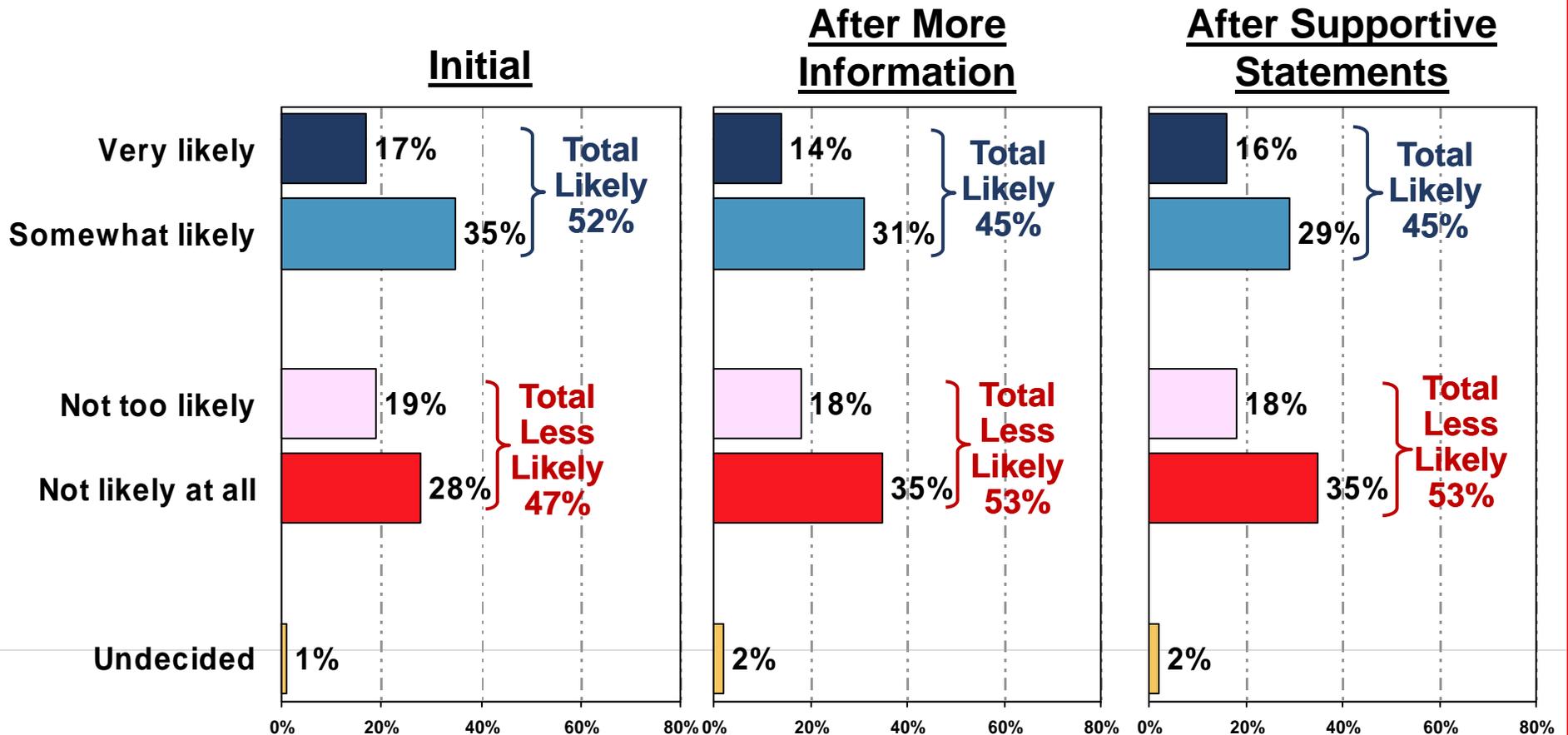
**\*Upgrading your home's energy efficiency—in particular upgrading insulation—can make it a more comfortable place to live—no more drafty, cold rooms in the winter and extremely hot and stuffy rooms in the summer.**

**\*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.**



# Los Angeles County Energy Issues Survey

## Initial Likelihood to Consider Taking Part in Program and Likelihood after More Information and Supportive Statements



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?

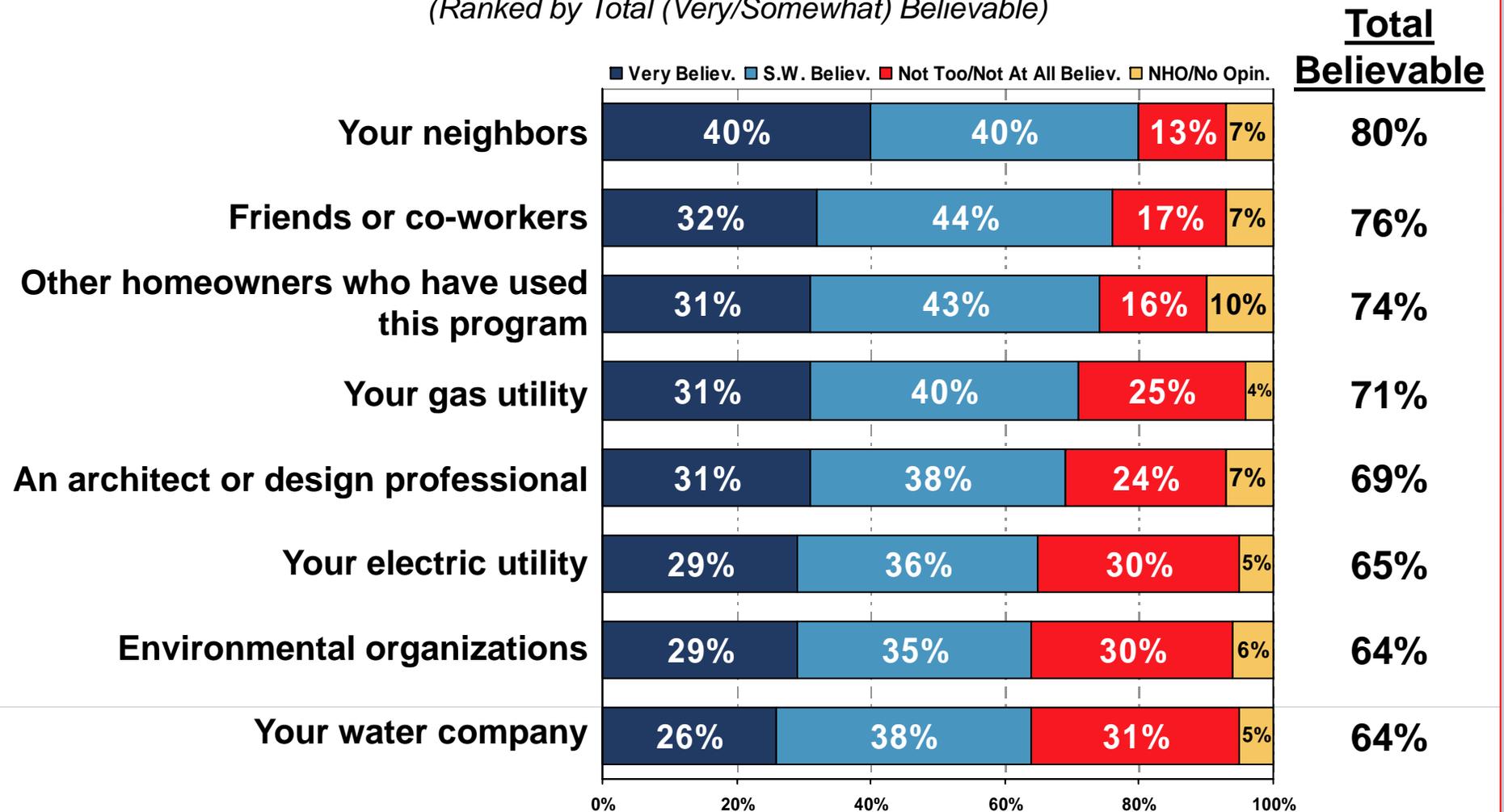
20. Having heard more, how likely do you think you would be to consider taking part in this program: Very likely, somewhat likely, not too likely, or not likely at all?

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?

# Los Angeles County Energy Issues Survey

## Believability of Messenger

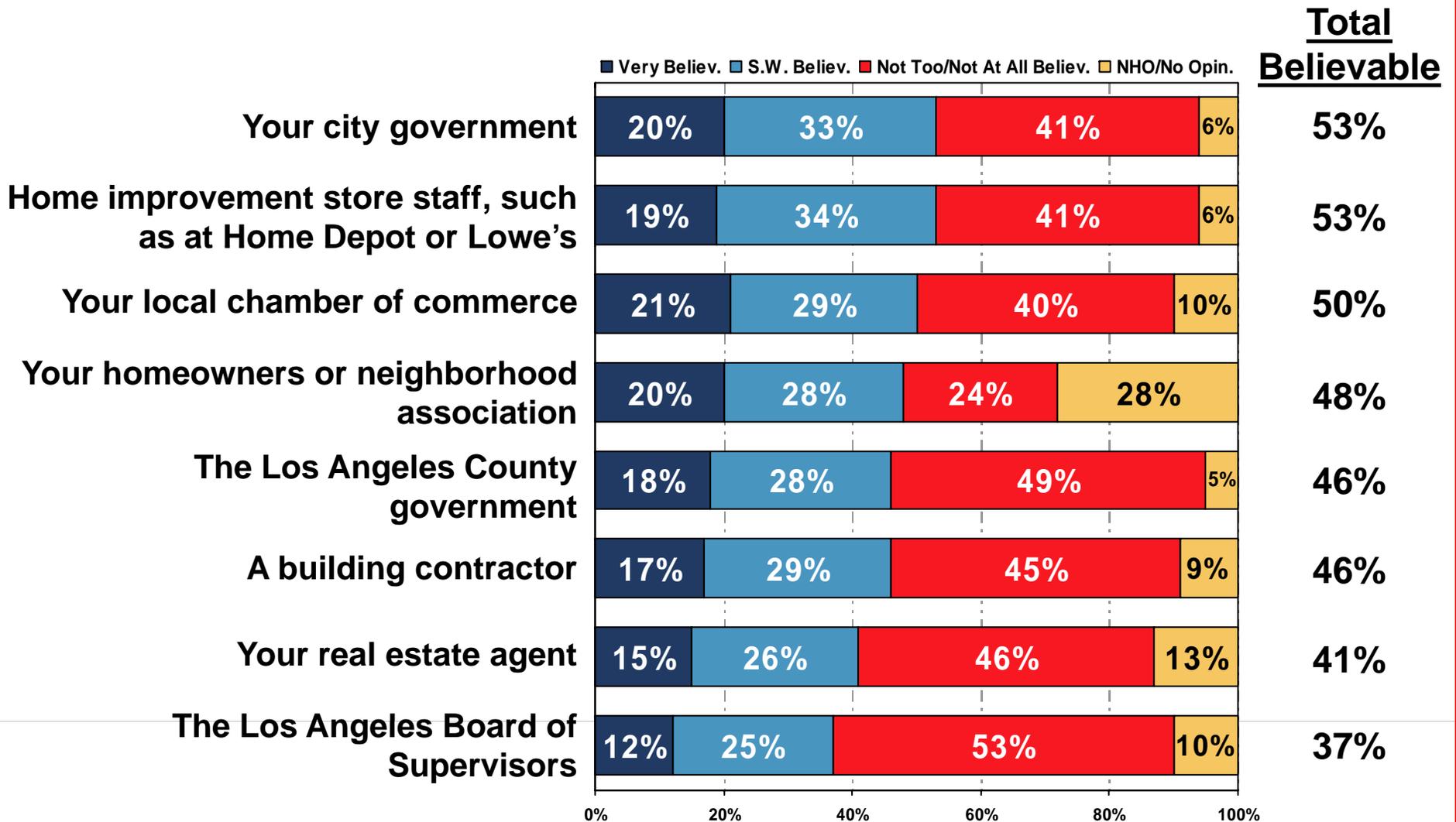
(Ranked by Total (Very/Somewhat) Believable)



26. 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. Split Sample

# Los Angeles County Energy Issues Survey

## Continued



26. 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. Split Sample

# Los Angeles County Energy Issues Survey

## Consistent Likely to Consider Taking Part in Program

Demographic Group	% Consistent Likely	% of Sample
<b>Total</b>	<b>35%</b>	<b>100%</b>
Interest In Upgrades: High	65%	11%
Latino Men	62%	11%
Interest In Upgrades: Interested	60%	37%
Household Size: 5+	58%	12%
Well Insulated: Total Not	57%	21%
Men Age 18-49	54%	18%
Age 18-39	54%	9%
Latino	51%	16%
Age 40-49	49%	18%
Age 18-59	46%	48%
Home Energy Efficiency: 1-3 Low	45%	20%
County Region: Central	44%	5%

# Los Angeles County Energy Issues Survey

## Consistent Not Likely to Consider Taking Part in Program

Demographic Group	% Consistent Not Likely	% of Sample
<b>Total</b>	<b>36%</b>	<b>100%</b>
Interest In Upgrades: No	61%	18%
Interest In Upgrades: Low	56%	42%
Perceived Cost: DK/NA	55%	15%
Changed Behaviors: Yes Little	49%	10%
Men Age 60+	48%	25%
Well Insulated: Very	47%	31%
Can't Afford to Make Upgrades: Strong Disagree	47%	12%
Age 60+	46%	39%
Changed Behaviors: No	46%	9%
Household Size: 2	44%	33%
Unincorporated	44%	16%
County Region: San Fernando Valley North	44%	10%

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*March 2010*

320-430

*Fairbank, Maslin, Maullin, Metz & Associates - FM3*

*Public Opinion Research & Strategy*

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