

DEF'S Response to Sierra Club's 2nd Pods
SC-PODS-2-7



2013 Residential End-Use Study – Florida Results
Duke Energy Market Research & Customer Insights
DEF-DSM-04002

Draft
EXHIBIT NO. 1
7/27/13
D. KRICK

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Background & Purpose

Background

- Duke Energy periodically conducts an "Appliance Saturation Survey" to get a snapshot of the appliances and equipment inventory in the Duke Energy service territory. This survey is for residential customers. The last survey was completed in 2010.

Purpose

- The purpose of this survey is to get the current snapshot of the saturation level of various appliances for residential customers in all Duke Service territories (NC, SC, IN, OH-KY and FL). This survey will provide Duke Energy estimates of the number of appliances per home by types, vintages and energy efficiency levels (Energy Star). This research also focuses on consumers' interest and attitude towards energy efficiency products and approaches.
- Duke Energy will use these results for planning and product development efforts. Product managers will use this data to launch new products. The load forecasting and research group will use this data to analyze and forecast future load levels and to make recommendations for Integrated Resource Planning (IRP).

Overview Report & Detailed Data

- 2013 Residential End-use study provides an integrated, single-source of information on dwelling characteristics, end-use equipment, household demographics.
- This report provides an overall perspective on findings. Detailed data and cross tabulation is available for a more in-depth analysis focusing on a specific business issue. ~~DEFDSM-04004~~ Contact Bhagyesh Deshpande for assistance.

Objectives

The objective of this survey is to get snapshots of appliance saturation and consumer attitudes towards energy efficiency and develop a statistically significant data set for all Duke Energy territories for the IRP process.

Key Objectives:

- ✓ To find trends in appliance penetration and end-use behaviors
- ✓ To measure customer attitudes and priorities regarding energy and energy-related issues
- ✓ To identify behaviors and preferences regarding communications technologies, including land-line phone, cell phones, personal computers, and social media

Methodology

Data Collection

- A 4-page questionnaire was mailed to 15,002 residential customers on July 8, 2013 with a letter requesting participation.
- As an incentive to complete the survey, a \$1 donation on behalf of the customer to a charity was offered. The customer had the choice of one of the following charities:
 - American Cancer Society
 - Children's Miracle Network
- A reminder postcard was mailed to non-responders on July 24th.
- A total of 3,331 completed surveys was received by the cutoff date of August 15th, for a 22% response rate.
- Questionnaire and postcard are included in the Appendix.
- Note – Percentages may not add to 100% due to rounding.

Sample

- Sample was balanced at four levels:
 - State: Florida, Indiana, Ohio/Kentucky, North Carolina, South Carolina
 - Dwelling Type: Single Family, Multi Family, Other
 - Age: Under 35, 35-54, 55+
 - Energy Usage: High, Medium, Low

Research Agency

- Sparks Research, Clemson, SC

DEF-DSM-04006

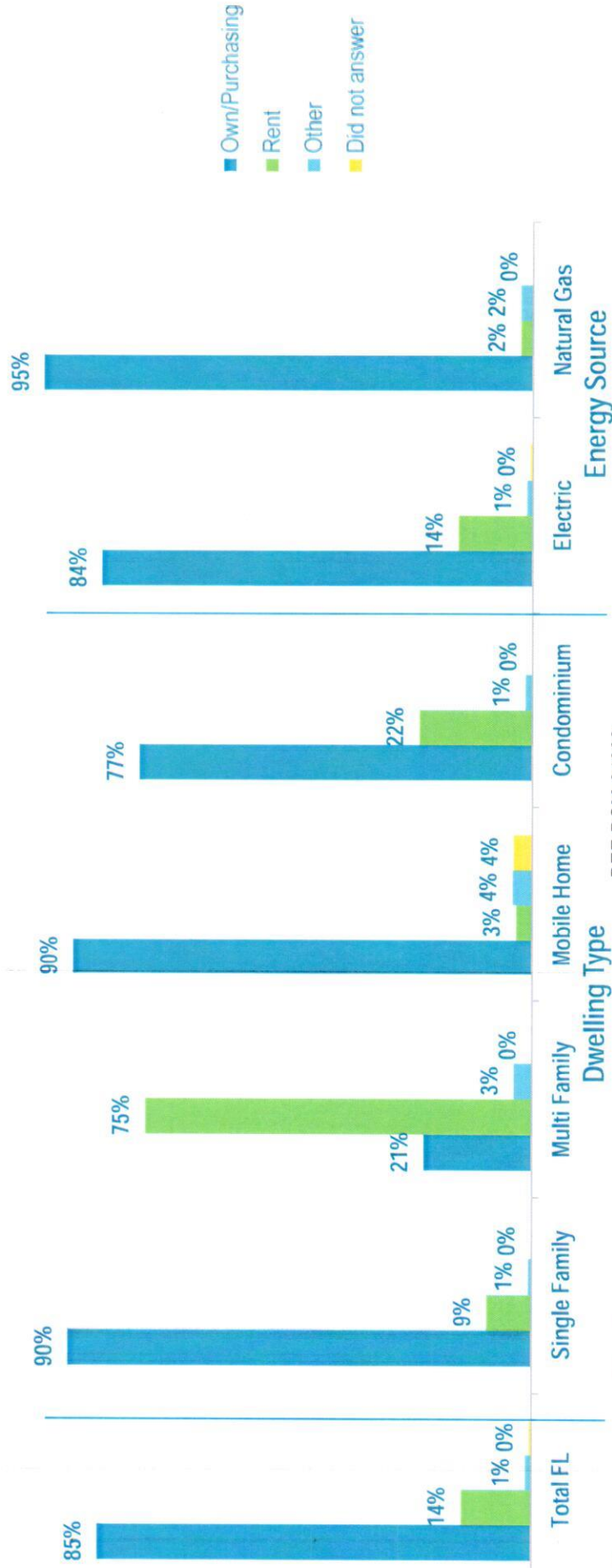
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Housing Characteristics

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Home Ownership

- More than eight out of ten (85%) customers own or are purchasing their residence.

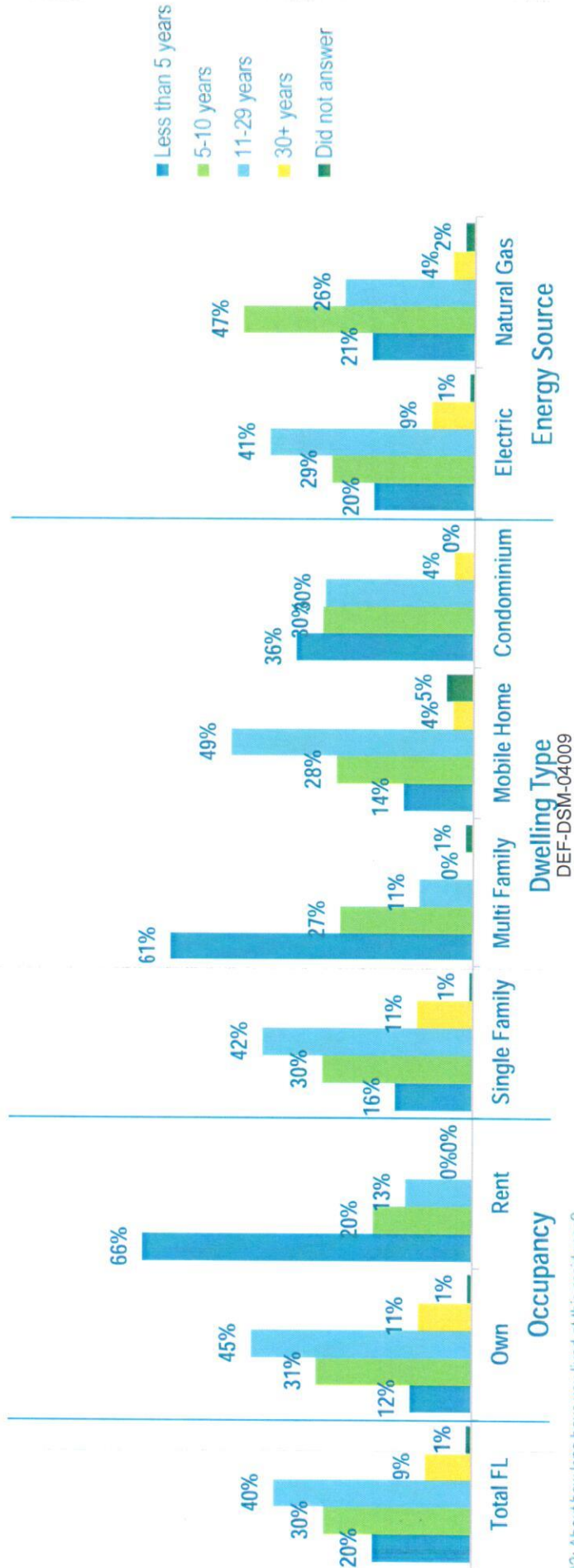


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Q1: Do you own or rent your residence?

Tenure in Home

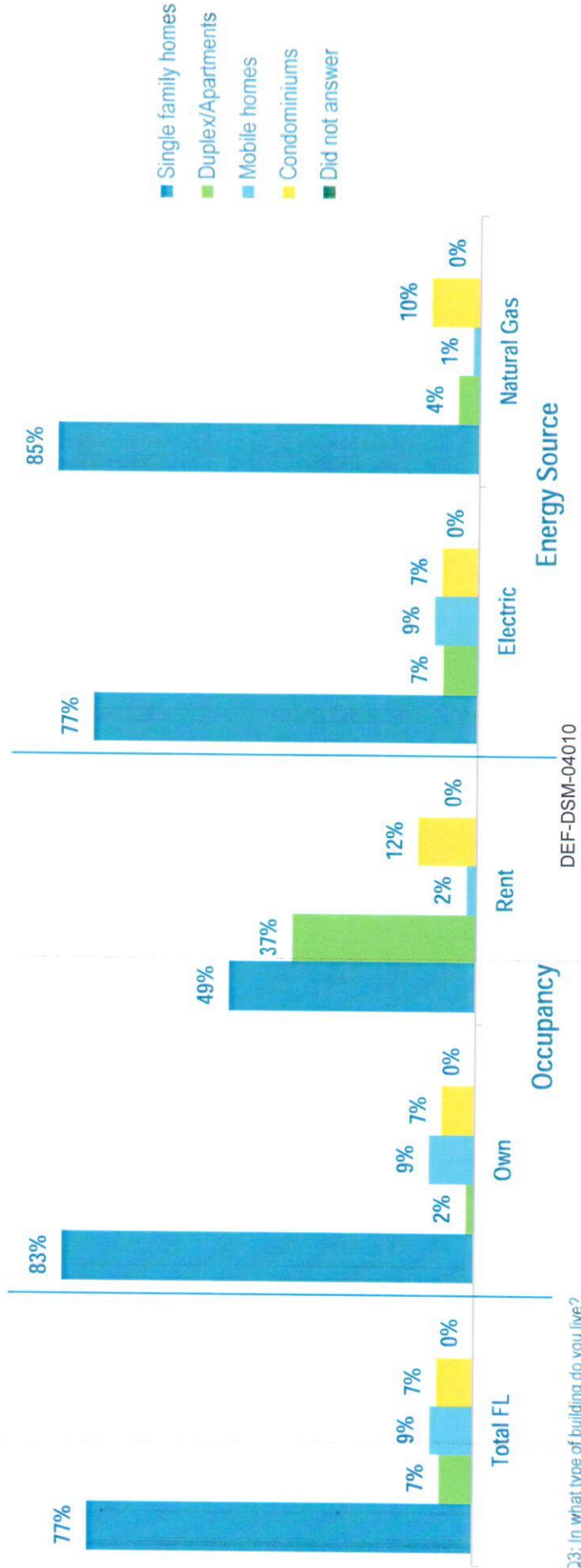
- One half (50%) of customers have lived at their home for 10 years or less.



Q2: About how long have you lived at this residence?

Home Building Type

- The majority of customers (77%) live in single family homes.



Q3: In what type of building do you live?

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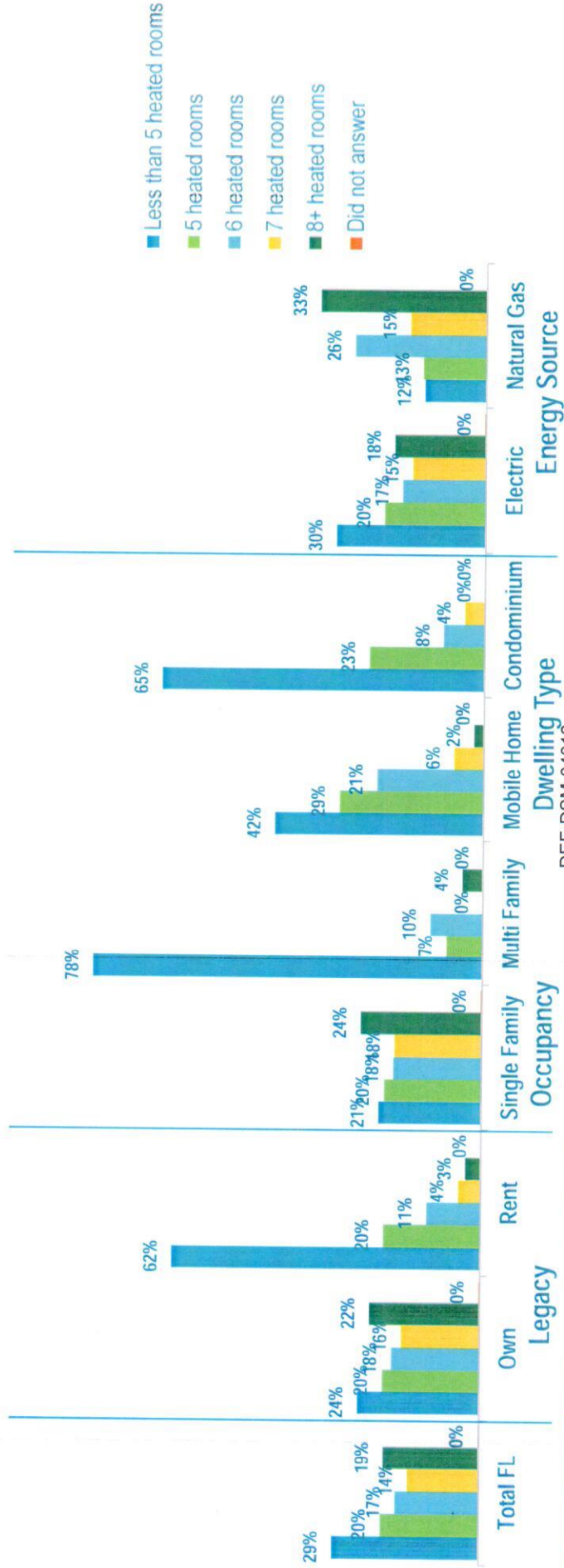
Home Building Type (continued)

- Slightly more than seven out of ten (72%) customers live in a single-family detached house.

	Total FL	Occupancy			Energy Source		
		Own	Rent		Electric	Mat. Gas	
Single-family detached house	72%	77%	43%		71%		80%
Single-family attached /two or more houses (townhomes)	6%	6%	7%		6%		4%
Duplex two-family building	2%	1%	4%		2%		4%
Apartment building (3-4 units)	2%	0%	12%		2%		0%
Apartment building (5 or more units)	3%	0%	21%		3%		0%
Mobile home	9%	9%	2%		9%		1%
Condominium (or Landominium)	7%	7%	12%		7%		10%
Did not answer	0%	0%	0%		0%		0%

Number of Heated Rooms in Home

- One out of five (19%) customers have 8 or more heated rooms in their home.
- Three out of ten (29%) customers have less than 5 heated rooms in their home.



Q4: How many heated rooms are in your home (excluding bathrooms, hallways, foyers but including finished basements)? DEF-DSM-04012

Number of Heated Rooms in Home (continued)

- One out of five (19%) customers have 8 or more heated rooms in their home.
- Three out of ten (29%) customers have less than 5 heated rooms in their home.

	Total FL		Occupancy			Dwelling Type				Energy Source		
			Own	Rent	Single Family	Multi Family	Mobile Home	Condominium	Electric	Electric	Nat. Gas	
1 heated room	2%		1%	4%	1%	4%	9%	0%	2%	2%	0%	
2 heated rooms	2%		2%	6%	2%	6%	2%	7%	2%	2%	4%	
3 heated rooms	9%		5%	35%	5%	53%	7%	17%	9%	0%	0%	
4 heated rooms	16%		17%	17%	13%	15%	24%	40%	17%	8%	8%	
5 heated rooms	20%		20%	20%	20%	7%	29%	23%	20%	13%	13%	
6 heated rooms	17%		18%	11%	18%	10%	21%	8%	17%	26%	26%	
7 heated rooms	14%		16%	4%	18%	0%	6%	4%	15%	15%	15%	
8 heated rooms	10%		11%	3%	12%	4%	1%	0%	9%	16%	16%	
9 heated rooms	4%		5%	0%	5%	0%	0%	0%	4%	0%	0%	
10+ heated rooms	5%		6%	0%	7%	0%	1%	0%	4%	17%	17%	
Did not answer	0%		0%	0%	0%	0%	0%	0%	0%	0%	0%	

Q4: How many heated rooms are in your home (excluding bathrooms, hallways, foyers but including finished basements)? DEF-DSM-04013

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Bathrooms in Home

- The median number of bathrooms is 2.

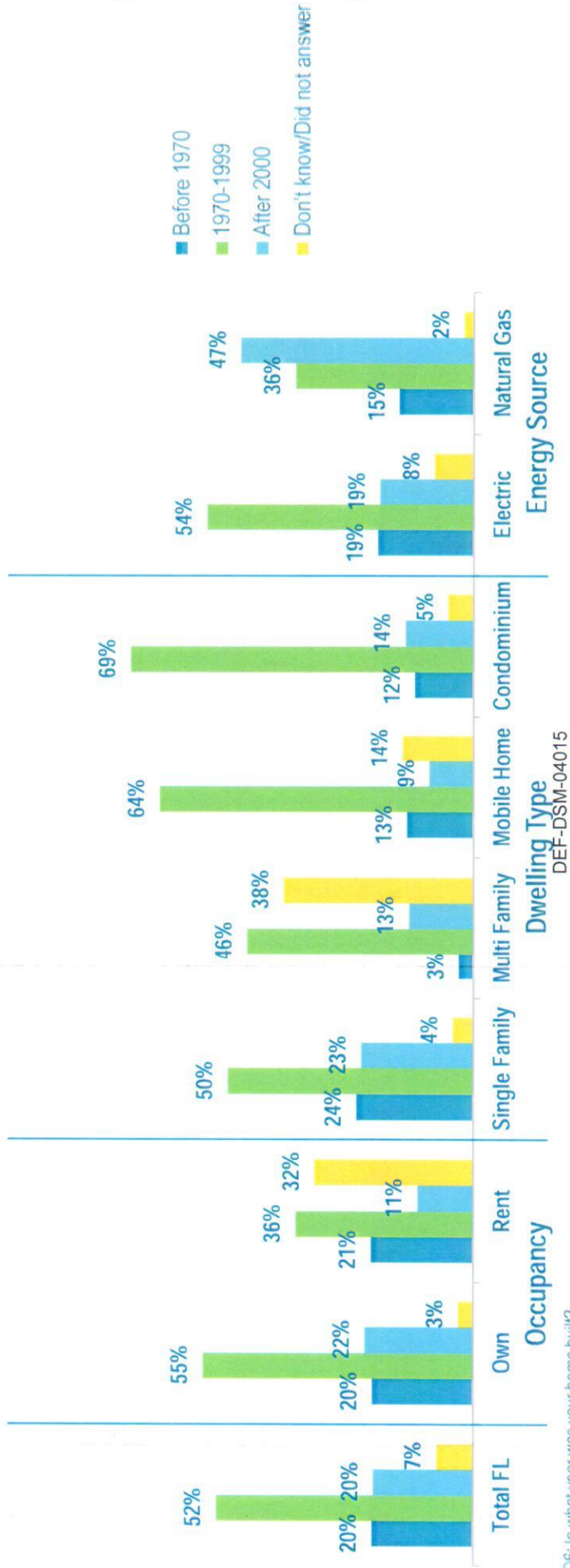
	Total FL	Occupancy		Dwelling Type			Energy Source		
		Own	Rent	Single Family	Multi Family	Mobile Home	Condominium	Electric	Nat. Gas
1 bathroom	16%	12%	39%	11%	57%	23%	17%	16%	4%
1-1/2 bathrooms	6%	5%	10%	5%	6%	4%	15%	6%	2%
2 bathrooms	56%	59%	40%	56%	34%	72%	60%	56%	60%
2-1/2 bathrooms	8%	7%	10%	9%	4%	1%	5%	8%	2%
3 bathrooms	10%	11%	0%	12%	0%	0%	2%	9%	19%
3-1/2 bathrooms	2%	2%	0%	2%	0%	0%	0%	2%	0%
4+ bathrooms	3%	4%	0%	4%	0%	0%	0%	3%	12%
Did not answer	0%	0%	0%	0%	0%	0%	0%	0%	0%

Q5: How many bathrooms are in your home?

DEF-DSM-04014

Year Home Was Built

- Slightly more than one half (52%) of customers' homes were built between 1970 and 1999.



DEF-DSM-04015

Q6: In what year was your home built?

Year Home Was Built (continued)

- Slightly more than one half (52%) of customers' homes were built between 1970 and 1999.

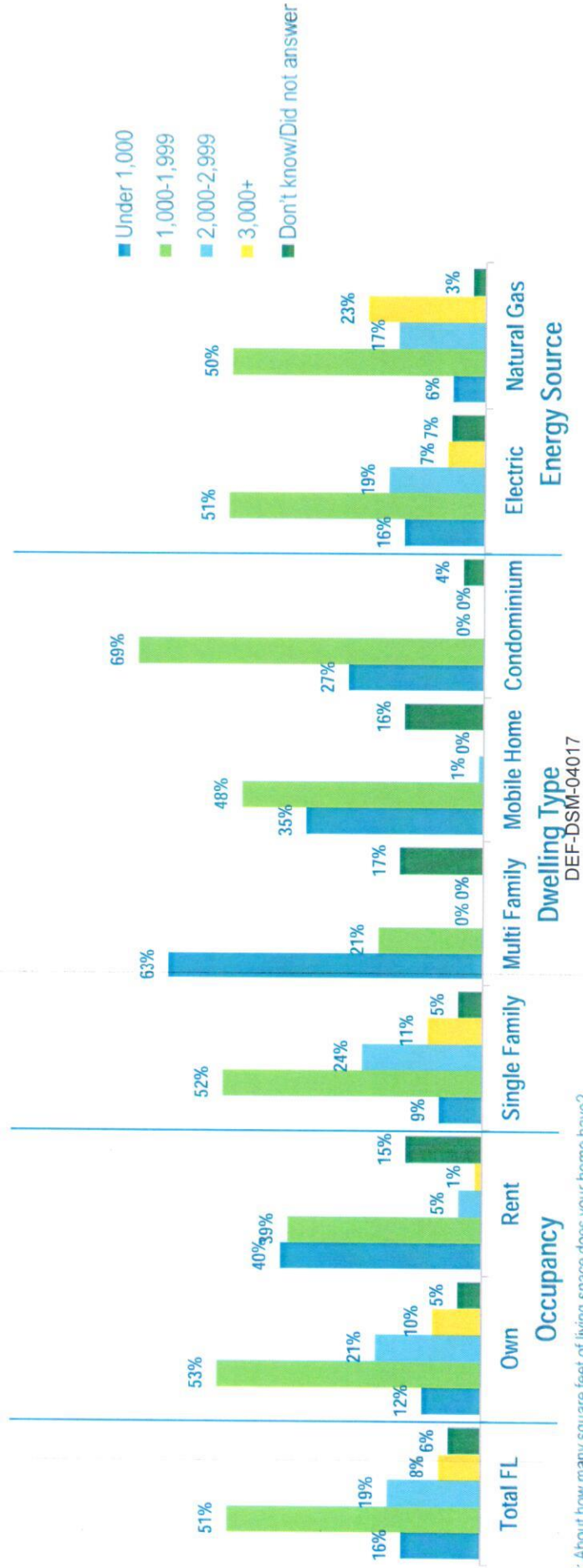
	Total FL	Occupancy		Dwelling Type				Energy Source	
		Own	Rent	Single Family	Multi Family	Mobile Home	Condominium	Electric	Nat. Gas
Before 1950	3%	3%	6%	4%	0%	1%	1%	3%	2%
1950 – 1959	8%	8%	8%	10%	1%	0%	1%	8%	0%
1960 – 1969	9%	9%	7%	9%	1%	12%	9%	8%	13%
1970 – 1979	17%	17%	16%	14%	15%	21%	42%	17%	14%
1980 – 1989	21%	24%	7%	22%	6%	24%	23%	23%	10%
1990 – 1999	14%	14%	13%	13%	25%	19%	4%	14%	12%
2000 – 2004	11%	12%	5%	13%	10%	6%	5%	10%	33%
2005 – 2010	8%	9%	4%	10%	3%	2%	5%	8%	14%
After 2010	1%	0%	2%	0%	0%	1%	4%	1%	0%
Don't know/Did not answer	7%	3%	32%	4%	38%	14%	5%	8%	2%

DEF-DSM-04016

Q6: In what year was your home built?

Home Square Footage

- Two out of three (67%) customers live in homes with less than 2,000 square feet of living space.



Q7: About how many square feet of living space does your home have?

DEF-DSM-04017

Home Square Footage (continued)

- Two out of three (67%) customers live in homes with less than 2,000 square feet of living space.

	Total FL	Occupancy			Dwelling Type				Energy Source	
		Own	Rent	Single Family	Multi Family	Mobile Home	Condominium	Electric	Nat. Gas	
Less than 500	1%	1%	3%	1%	1%	3%	1%	1%	0%	
500 - 999	15%	11%	37%	8%	61%	32%	26%	15%	6%	
1,000 - 1,499	29%	29%	24%	27%	12%	39%	53%	29%	20%	
1,500 - 1,999	22%	23%	15%	25%	9%	9%	16%	22%	30%	
2,000 - 2,499	13%	14%	3%	16%	0%	1%	0%	13%	12%	
2,500 - 2,999	6%	7%	2%	8%	0%	0%	0%	6%	5%	
3,000 - 3,499	6%	7%	1%	8%	0%	0%	0%	5%	19%	
3,500 - 3,999	1%	1%	0%	1%	0%	0%	0%	1%	5%	
4,000 or more	1%	2%	0%	2%	0%	0%	0%	1%	0%	
Don't know/Did not answer	6%	5%	15%	5%	17%	16%	4%	7%	3%	

Q7: About how many square feet of living space does your home have?

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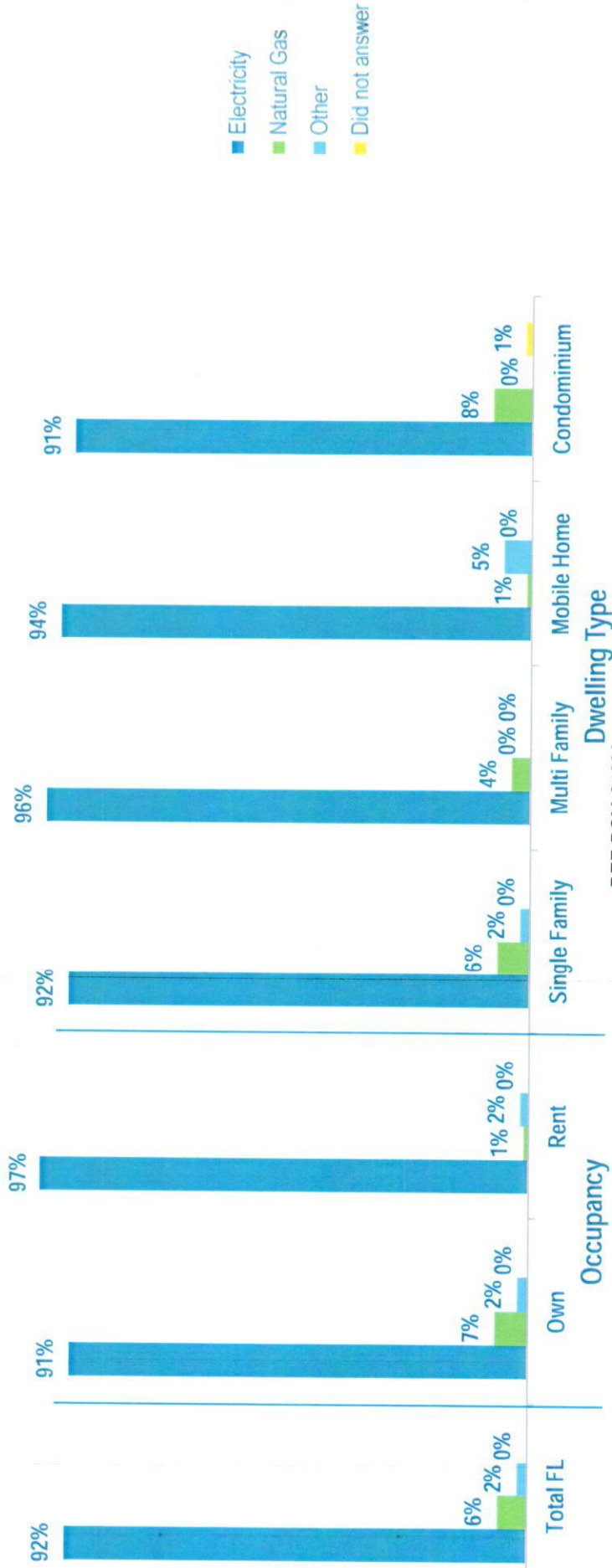
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Heating/Air Conditioning

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Main Energy Source for Heating

- Slightly more than nine out of ten (92%) customers use electricity as the main source of energy to heat their home.

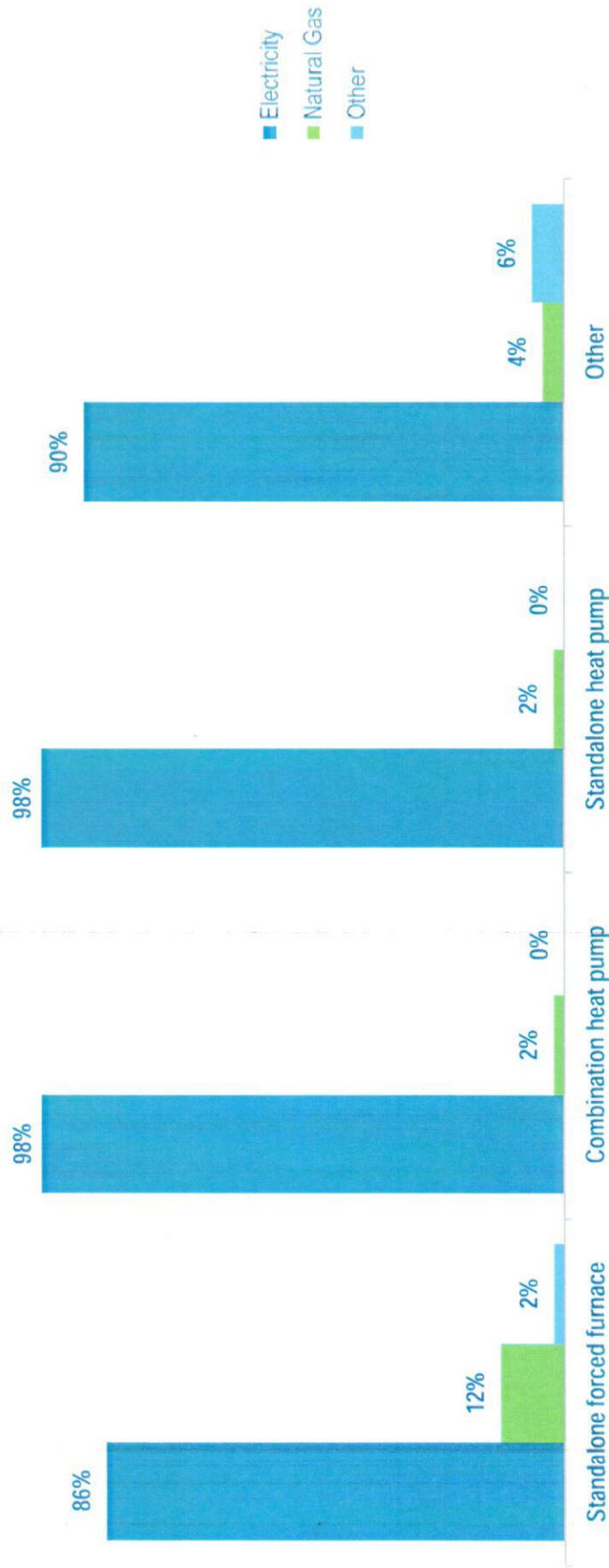


DEF-DSM-04020

Q8: What is the main energy source or fuel used to heat your home?

Main Energy Source for Heating

- Electricity is the main energy source for heating.



DEF-DSM-04021

Q8: What is the main energy source or fuel used to heat your home?

Main Heating System – Equipment Type

- One out of three (33%) customers use a standalone forced air furnace as their main heating system.
- Slightly more than one out of four (27%) use a heat pump combined with a forced air furnace as their main heating system.

	Total FL	Occupancy			Dwelling Type				Energy Source	
		Own	Rent	Single Family	Multi Family	Mobile Home	Condominium	Electric	Nat. Gas	
Standalone forced air furnace	33%	31%	47%	33%	52%	17%	40%	31%	68%	
Heat pump combined with a forced air furnace	27%	29%	12%	29%	7%	24%	30%	29%	9%	
Standalone heat pump	16%	17%	8%	19%	5%	9%	3%	17%	5%	
Circulating hot water or steam	0%	0%	0%	0%	0%	1%	0%	0%	0%	
Electric baseboard heat/ceiling or floor coil	6%	6%	9%	6%	11%	10%	5%	7%	0%	
Propane, oil, kerosene stove/heater (not furnace)	2%	1%	3%	1%	4%	4%	0%	1%	4%	
Wood/pellet burning stoves/fireplace(s)	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Other	11%	11%	12%	9%	9%	31%	12%	11%	9%	
Don't know/Did not answer	5%	4%	10%	4%	13%	4%	10%	5%	4%	

DEF-DSM-04022

Q9: Which of the following types of equipment best describes your main heating system?

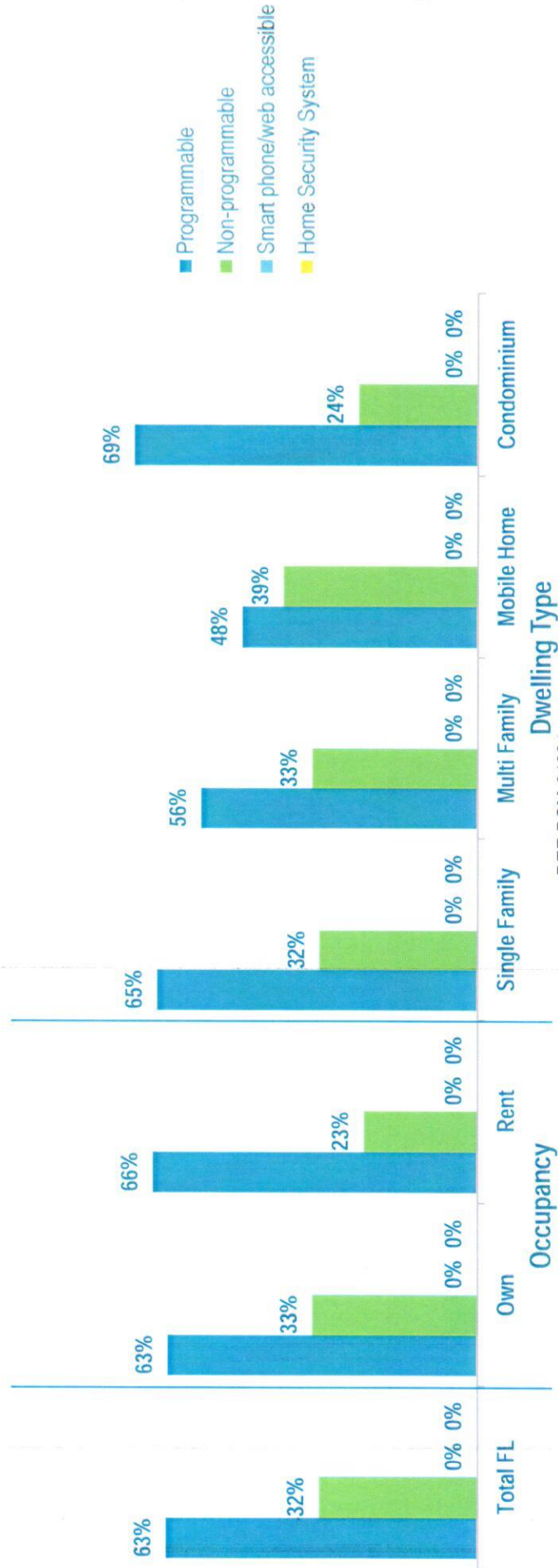
Age of Main Heating System

- The median age range of main heating systems is 6-10 years.

	Total FL	Occupancy			Dwelling Type			Energy Source	
		Own	Rent	Single Family	Multi Family	Mobile Home	Condominium	Electric	Nat. Gas
Less than 3 years	20%	20%	20%	20%	3%	30%	33%	21%	15%
3 - 5 years	22%	23%	16%	22%	14%	28%	19%	22%	20%
6 - 10 years	27%	28%	23%	30%	20%	17%	25%	27%	33%
11 - 15 years	18%	17%	27%	17%	38%	17%	13%	18%	20%
More than 15 years	9%	9%	4%	9%	10%	6%	8%	8%	12%
Did not answer	3%	2%	10%	2%	14%	2%	3%	3%	0%

Thermostat Types in Home

- Almost two out of three (63%) customers have programmable thermostats.
- One out of three (32%) customers have non-programmable thermostats.



DEF-DSM-04024

Q11: How many of the following do you have in your home?

Thermostat Types in Home

- Almost two out of three (63%) customers have programmable thermostats.
- One out of three (32%) customers have non-programmable thermostats.

	Total FL		Occupancy				Dwelling Type				Energy Source	
			Own	Rent	Single Family	Multi Family	Mobile Home	Condominium	Electric	Nat. Gas		
Non-Programmable												
One	28%		29%	22%	27%	32%	34%	24%	27%	31%		
Two+	4%		5%	1%	5%	1%	5%	0%	4%	9%		
None	34%		32%	50%	33%	47%	32%	33%	34%	29%		
Did not answer	34%		35%	27%	35%	20%	29%	43%	35%	32%		
Programmable												
One	57%		55%	66%	57%	56%	48%	68%	59%	42%		
Two+	6%		7%	0%	8%	0%	0%	2%	6%	17%		
None	16%		16%	17%	15%	21%	23%	15%	15%	26%		
Did not answer	21%		21%	17%	20%	23%	29%	16%	21%	16%		
Smart Phone and/or Web Accessible												
One	0%		0%	0%	0%	0%	0%	0%	0%	0%		
Two+	0%		0%	0%	0%	0%	0%	0%	0%	0%		
None	45%		43%	57%	44%	57%	45%	46%	44%	55%		
Did not answer	55%		57%	43%	56%	43%	55%	54%	56%	45%		
Part of Home Security System												
One	0%		0%	0%	0%	0%	0%	0%	0%	0%		
Two+	0%		0%	0%	0%	0%	0%	0%	0%	0%		
None	45%		43%	57%	44%	57%	47%	46%	44%	55%		
Did not answer	55%		57%	43%	56%	43%	53%	54%	56%	45%		

DEF-DSM-04025

Q11: How many of the following do you have in your home?

Supplemental Heating Systems

- Seven out of ten (70%) customers do not use a supplemental heating system.

	Total FL	Occupancy			Dwelling Type				Energy Source	
		Own	Rent	Single Family	Multi Family	Mobile Home	Condominium	Electric	Nat. Gas	
Portable electric heaters	16%	15%	20%	16%	15%	21%	9%	15%	11%	
Gas fireplace(s)	3%	3%	0%	4%	0%	1%	0%	3%	4%	
Wood/pellet burning stoves/fireplace(s)	7%	8%	0%	9%	0%	0%	0%	7%	0%	
Electric fireplace(s)	2%	2%	2%	2%	4%	5%	0%	2%	0%	
Portable oil or kerosene heaters	0%	0%	1%	0%	0%	2%	0%	0%	2%	
No supplemental heating system	70%	70%	75%	69%	79%	58%	88%	70%	83%	
Other	2%	2%	4%	2%	2%	7%	3%	2%	2%	
Did not answer	3%	3%	2%	3%	4%	7%	1%	3%	0%	

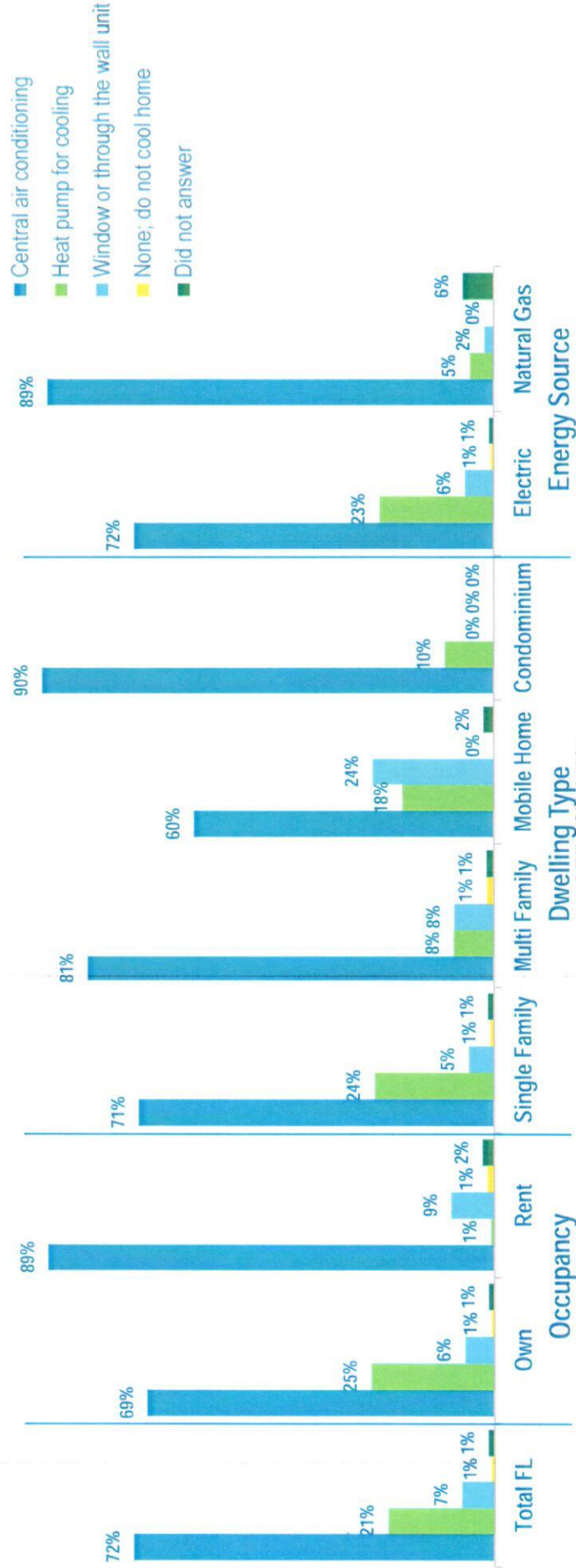
Multiple responses accepted.

Q12 Which of the following supplemental heating systems do you use?

DEF-DSM-04026

Main Cooling System – Equipment Type

- Slightly more than seven out of ten (72%) customers use central air conditioning to cool their home.



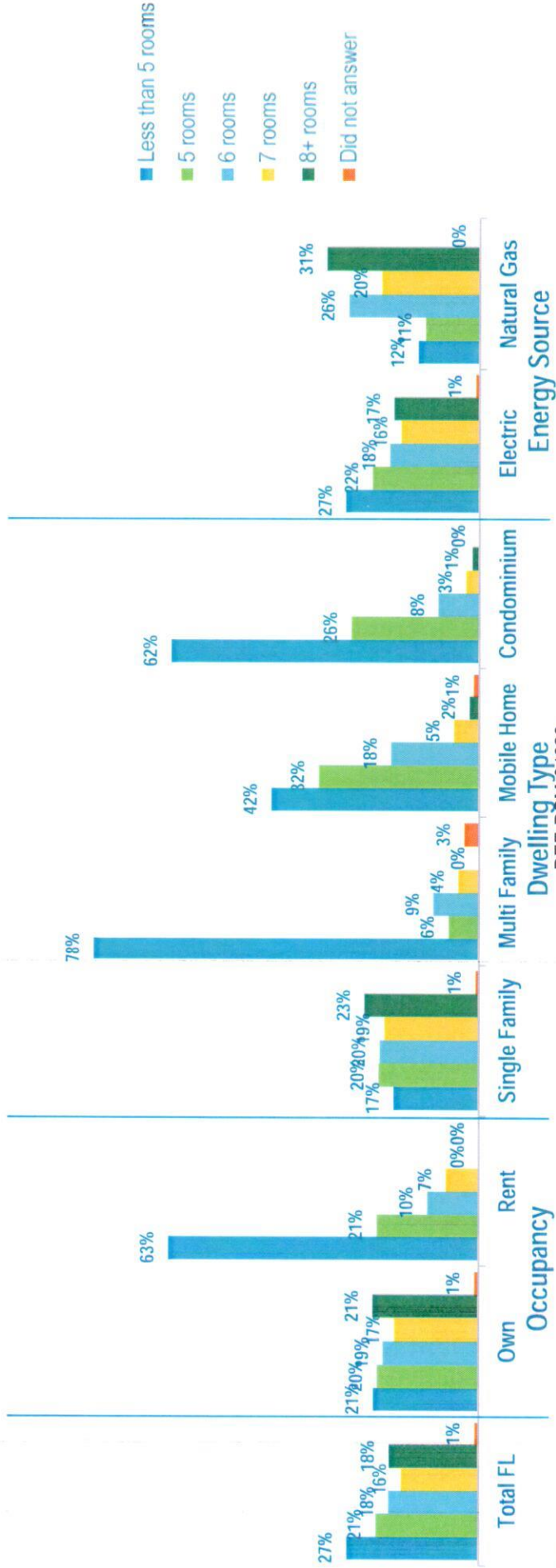
Q13: Which of the following do you use to cool your home?

DEF-DSM-04027

Rooms Cooled in Home

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- The median number of cooled rooms is 6.



Q14. How many rooms in your home (excluding bathrooms, hallways and foyers but including finished basements) are cooled?
DEF-DSM-04028

Rooms Cooled in Home (continued)

- The median number of cooled rooms is 6.

	Total FL	Occupancy			Dwelling Type				Energy Source	
		Own	Rent	Single Family	Multi Family	Mobile Home	Condominium	Electric	Nat. Gas	
1 room	1%	1%	1%	0%	3%	4%	0%	1%	0%	
2 rooms	2%	2%	7%	1%	5%	4%	8%	2%	4%	
3 rooms	7%	4%	28%	4%	44%	10%	10%	8%	0%	
4 rooms	16%	15%	26%	12%	25%	23%	44%	17%	8%	
5 rooms	21%	20%	21%	20%	6%	32%	26%	22%	11%	
6 rooms	18%	19%	10%	20%	9%	18%	8%	18%	26%	
7 rooms	16%	17%	7%	19%	4%	5%	3%	16%	20%	
8 rooms	10%	12%	0%	13%	0%	1%	1%	10%	16%	
9 rooms	4%	4%	0%	5%	0%	0%	0%	4%	0%	
10+ rooms	4%	5%	0%	5%	0%	1%	0%	3%	14%	
Did not answer	1%	1%	0%	1%	3%	1%	0%	1%	0%	

Q14: How many rooms in your home (excluding bathrooms, hallways and foyers but including finished basements) are cooled? DEF-DSM-04029

Age of Cooling System

- Then median age range of cooling systems is 6-10 years.

	Total FL	Occupancy		Dwelling Type				Energy Source	
		Own	Rent	Single Family	Multi Family	Mobile Home	Condominium	Electric	Nat. Gas
Less than 3 years	21%	22%	16%	21%	4%	25%	35%	21%	26%
3 - 5 years	24%	25%	16%	24%	17%	31%	20%	23%	22%
6 - 10 years	28%	29%	27%	30%	17%	22%	25%	28%	31%
11 - 15 years	18%	17%	26%	18%	35%	11%	14%	18%	16%
More than 15 years	7%	6%	7%	6%	14%	9%	6%	7%	4%
Did not answer	2%	1%	8%	1%	13%	2%	0%	2%	0%

Number of Window Units/Through the Wall Air Conditioners Used

- More than eight out of ten (85%) customers do not use window-units or through the wall air conditioners.

	Total FL	Occupancy		Dwelling Type				Energy Source	
		Own	Rent	Single Family	Multi Family	Mobile Home	Condominium	Electric	Nat. Gas
1	8%	8%	10%	8%	5%	19%	0%	8%	0%
2	2%	2%	2%	2%	4%	9%	0%	2%	0%
3	1%	1%	1%	1%	0%	0%	0%	0%	2%
4+	1%	1%	4%	1%	4%	2%	0%	1%	0%
None	85%	87%	80%	87%	88%	68%	94%	86%	98%
Did not answer	2%	2%	3%	2%	0%	3%	6%	2%	0%

Summertime Thermostat Settings

- More than six out of ten say their summertime thermostat settings are between 73 and 78 degrees Fahrenheit (Daytime = 61%, Nighttime = 65%).

	Total FL	Occupancy			Dwelling Type			Energy Source	
		Own	Rent	Single Family	Multi Family	Mobile Home	Condominium	Electric	Nat. Gas
Summer daytime									
Lower than 69F	1%	1%	2%	0%	3%	5%	0%	1%	0%
69-72F	5%	5%	8%	4%	13%	7%	3%	5%	3%
73-78F	61%	61%	61%	63%	59%	50%	56%	61%	62%
Higher than 78F	27%	27%	24%	26%	20%	30%	36%	27%	36%
Off	3%	3%	3%	2%	1%	6%	4%	3%	0%
Don't know/Did not answer	4%	4%	3%	4%	4%	2%	1%	4%	0%
Summer nighttime									
Lower than 69F	1%	1%	3%	1%	2%	6%	0%	1%	0%
69-72F	8%	8%	12%	8%	17%	8%	10%	9%	7%
73-78F	65%	67%	62%	69%	55%	51%	57%	65%	74%
Higher than 78F	17%	17%	16%	17%	16%	17%	27%	18%	15%
Off	3%	3%	3%	2%	6%	9%	5%	2%	4%
Don't know/Did not answer	5%	5%	5%	4%	5%	9%	1%	5%	0%

DEF-DSM-04032

Q17: What are your typical daytime and nighttime thermostat settings during summer and winter?

Wintertime Thermostat Settings

- Roughly one third say their wintertime thermostat settings are between 73 and 78 degrees Fahrenheit (Daytime = 36%, Nighttime = 33%).

	Total FL	Occupancy			Dwelling Type			Energy Source	
		Own	Rent	Single Family	Multi Family	Mobile Home	Condominium	Electric	Nat. Gas
Winter daytime									
Lower than 69F	10%	11%	3%	11%	5%	6%	3%	9%	21%
69-72F	27%	29%	18%	29%	21%	18%	23%	27%	32%
73-78F	36%	37%	30%	36%	30%	32%	42%	36%	30%
Higher than 78F	8%	8%	11%	8%	3%	12%	13%	8%	13%
Off	14%	12%	27%	11%	34%	18%	15%	14%	4%
Don't know/Did not answer	5%	4%	10%	5%	7%	14%	4%	5%	0%
Winter nighttime									
Lower than 69F	13%	15%	3%	14%	4%	20%	9%	12%	32%
69-72F	27%	29%	18%	30%	11%	18%	26%	28%	22%
73-78F	33%	33%	31%	33%	29%	29%	34%	32%	33%
Higher than 78F	8%	7%	14%	7%	6%	8%	17%	8%	9%
Off	12%	11%	24%	11%	41%	7%	11%	13%	0%
Don't know/Did not answer	7%	6%	10%	6%	9%	17%	3%	6%	4%

DEF-DSM-04033

Q17: What are your typical daytime and nighttime thermostat settings during summer and winter?

DEF'S Response to Sierra Club's 2nd Pods
SC-PODS-2-7

Kitchen Appliances

DEF-DSM-04034

Appliances - Ovens

- Nine out of ten (89%) customers use electric ovens in their home.

	Total FL		Occupancy		Dwelling Type					Energy Source	
	Own	Rent	Single Family	Multi Family	Mobile Home	Condominium	Electric	Nat. Gas			
Natural Gas Oven											
One	6%	4%	6%	3%	10%	10%	4%	48%			
Two+	0%	0%	0%	0%	0%	1%	0%	0%			
None	48%	67%	50%	57%	25%	44%	49%	38%			
Did not answer	45%	29%	44%	40%	65%	44%	47%	14%			
Electric Oven											
One	82%	92%	82%	89%	69%	87%	84%	45%			
Two+	7%	2%	8%	4%	5%	1%	7%	2%			
None	6%	3%	5%	5%	15%	9%	5%	30%			
Did not answer	5%	3%	5%	1%	11%	3%	3%	23%			
Propane Oven											
One	2%	0%	2%	0%	12%	0%	2%	0%			
Two+	0%	0%	0%	0%	0%	0%	0%	0%			
None	49%	68%	50%	59%	31%	51%	49%	63%			
Did not answer	48%	32%	48%	41%	57%	49%	49%	37%			
Other											
One	1%	1%	2%	0%	1%	1%	1%	0%			
Two+	0%	0%	0%	0%	0%	0%	0%	0%			
None	47%	59%	48%	55%	30%	46%	46%	61%			
Did not answer	52%	40%	50%	45%	69%	53%	52%	39%			

DEF-DSM-04035

Q18: How many ovens of each type (excluding microwaves) do you use in your home?

Appliances – Ranges/Cooktops

- More than eight out of ten (87%) customers use electric ranges in their home.

	Total FL		Occupancy		Dwelling Type				Energy Source	
	Own	Rent	Single Family	Multi Family	Mobile Home	Condominium	Electric	Nat. Gas		
Natural Gas Range										
One	7%	4%	7%	2%	11%	10%	4%	50%		
Two+	0%	0%	0%	0%	2%	0%	0%	0%		
None	47%	68%	49%	57%	30%	43%	49%	36%		
Did not answer	45%	29%	44%	41%	57%	47%	47%	14%		
Electric Range										
One	85%	92%	86%	91%	69%	83%	87%	43%		
Two+	2%	3%	2%	4%	0%	4%	2%	0%		
None	7%	3%	6%	5%	16%	9%	5%	36%		
Did not answer	6%	3%	6%	0%	15%	4%	5%	20%		
Propane Range										
One	3%	1%	2%	0%	12%	0%	3%	0%		
Two+	0%	0%	0%	0%	0%	0%	0%	0%		
None	49%	68%	50%	59%	35%	51%	49%	63%		
Did not answer	48%	31%	47%	41%	53%	49%	48%	37%		
Other										
One	1%	1%	1%	0%	0%	3%	1%	0%		
Two+	0%	0%	0%	0%	0%	0%	0%	0%		
None	48%	59%	49%	55%	35%	45%	47%	61%		
Did not answer	52%	40%	51%	45%	65%	53%	52%	39%		

Q19: How many ranges or cooktops (excluding microwaves) of each type do you use in your home? DEF-DSM-04036

Appliances – Refrigerators/Stand-Alone Freezers

- Slightly more than nine out of ten (92%) customers have frost free refrigerators.

	Total FL		Occupancy		Dwelling Type					Energy Source	
	Own	Rent	Single Family	Multi Family	Mobile Home	Condominium	Electric	Nat. Gas			
Frost free refrigerator											
Have in home	92%	80%	91%	89%	94%	95%	92%	91%			
Have in an unheated area	19%	10%	22%	15%	15%	0%	18%	28%			
Operable but not in use	3%	7%	3%	4%	4%	5%	3%	8%			
Manual defrost refrigerator											
Have in home	10%	20%	10%	14%	4%	3%	9%	11%			
Have in an unheated area	5%	10%	6%	2%	3%	0%	5%	9%			
Operable but not in use	1%	4%	1%	4%	0%	0%	1%	0%			
Frost free stand-alone freezer											
Have in home	15%	11%	18%	0%	11%	5%	15%	9%			
Have in an unheated area	8%	7%	10%	0%	4%	0%	8%	4%			
Operable but not in use	1%	1%	1%	0%	0%	0%	1%	0%			
Manual stand-alone defrost freezer											
Have in home	9%	5%	9%	7%	19%	1%	8%	12%			
Have in an unheated area	8%	6%	8%	8%	6%	1%	7%	11%			
Operable but not in use	1%	1%	2%	0%	0%	0%	1%	0%			

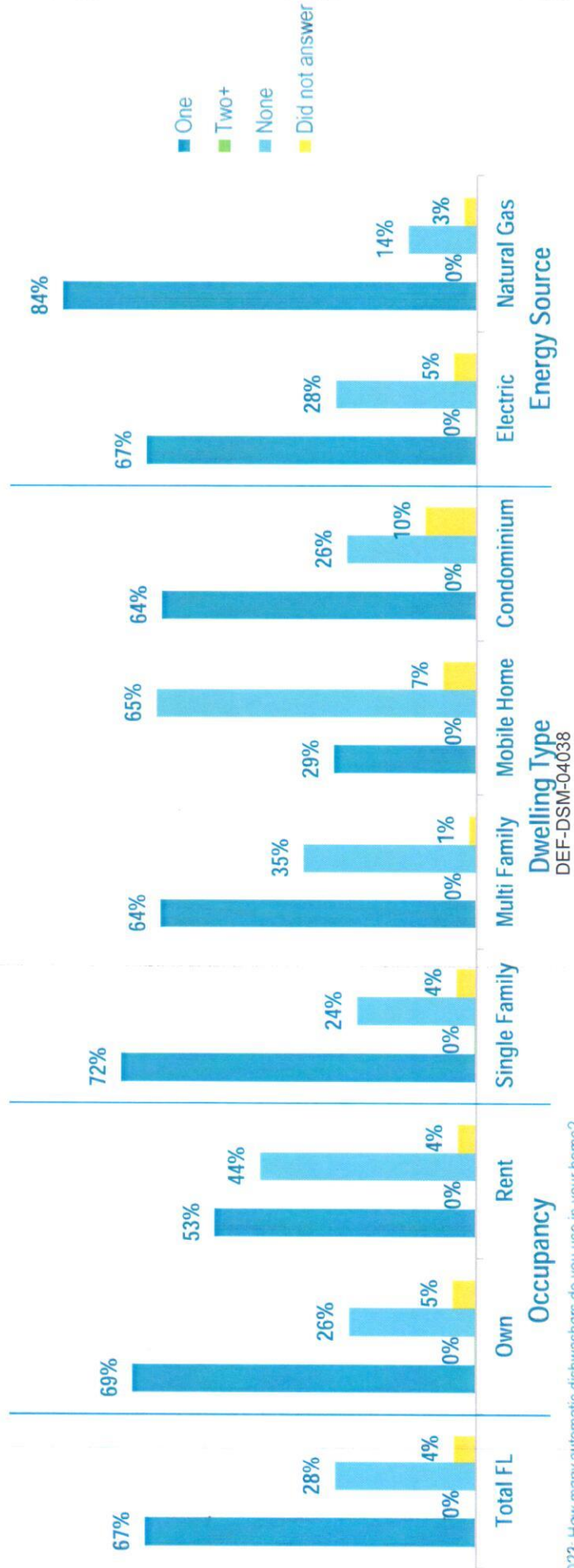
Q20: How many refrigerators and/or stand-alone freezers of each type do you have in your home?

Q21: How many of these refrigerators and/or freezers are in an unheated area (e.g., unheated garage)? DEF-DSM-04037

Q22: How many of these refrigerators and/or freezers are operable but not in use?

Appliances – Automatic Dishwashers

- Two out of three (67%) customers have an automatic dishwasher in their home.



Q23: How many automatic dishwashers do you use in your home?
DEF-DSM-04038

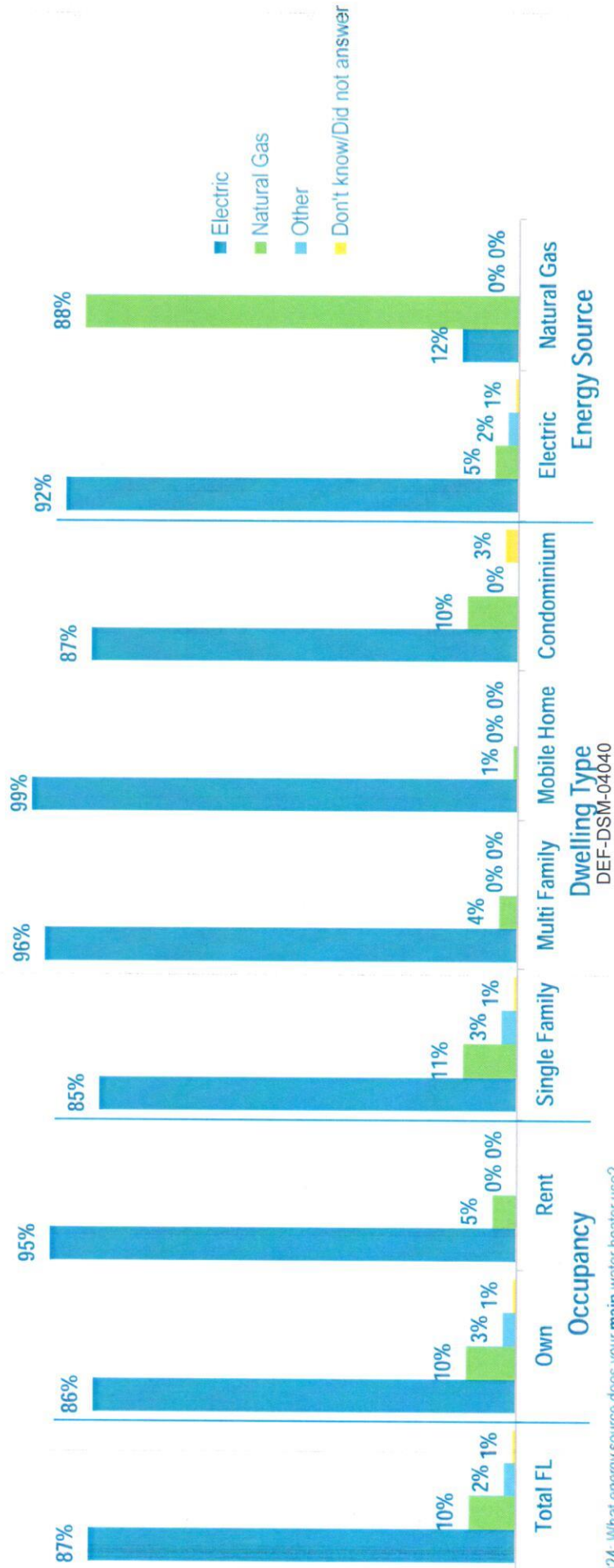
DEF'S Response to Sierra Club's 2nd Pods
SC-PODS-2-7

Water Heating

DEF-DSM-04039

Water Heater Energy Source

- Almost nine out of ten (87%) customers use electricity as the main energy source for their water heater.



Q24: What energy source does your main water heater use?

Water Heaters in the Home

- Almost nine out of ten (87%) customers have one or more tank water heaters.

	Total FL		Occupancy		Dwelling Type				Energy Source	
	Own	Rent	Single Family	Multi Family	Mobile Home	Condominium	Electric	Nat. Gas		
Tank										
1	85%	80%	85%	81%	88%	83%	85%	82%		
2+	2%	0%	2%	0%	1%	2%	2%	0%		
None	6%	9%	6%	9%	5%	3%	5%	10%		
Did not answer	8%	11%	8%	11%	6%	12%	8%	8%		
Tankless										
1	3%	1%	3%	0%	3%	0%	2%	11%		
2+	0%	0%	0%	0%	0%	0%	0%	0%		
None	48%	64%	48%	61%	32%	48%	47%	53%		
Did not answer	49%	35%	48%	39%	65%	52%	50%	36%		
Heat pump water heater										
1	5%	16%	4%	13%	4%	3%	5%	0%		
2+	0%	0%	0%	0%	0%	0%	0%	0%		
None	49%	57%	51%	53%	33%	48%	49%	59%		
Did not answer	46%	27%	45%	34%	63%	49%	46%	41%		
Tank with solar collectors										
1	1%	1%	2%	0%	0%	0%	1%	0%		
2+	0%	0%	0%	0%	0%	0%	0%	0%		
None	49%	64%	50%	61%	35%	48%	49%	59%		
Did not answer	49%	35%	48%	39%	65%	52%	50%	41%		

DEF-DSM-04041

Q25: How many of each of the following types of water heaters do you have?

Age of Main Water Heater

- The median age range of main water heaters is 5-9 years.

	Total FL	Occupancy		Dwelling Type				Energy Source	
		Own	Rent	Single Family	Multi Family	Mobile Home	Condominium	Electric	Nat. Gas
Less than 1 year	4%	4%	3%	5%	0%	3%	1%	4%	5%
1-2 years	8%	8%	8%	8%	5%	6%	13%	8%	6%
3-4 years	15%	16%	14%	15%	11%	15%	28%	15%	15%
5-9 years	37%	38%	35%	40%	26%	38%	20%	38%	34%
10-14 years	22%	22%	25%	21%	35%	25%	15%	22%	23%
15 or more years	10%	11%	4%	10%	10%	12%	10%	10%	9%
Did not answer	3%	1%	11%	1%	13%	2%	12%	2%	7%

DEF'S Response to Sierra Club's 2nd Pods
SC-PODS-2-7

Clothes Washing & Drying

DEF-DSM-04043

Clothes Washing Machines in Home

- Two out of three (67%) customers have top loading clothes washers in their home.
- Slightly more than one out of four (27%) have front loading clothes washers in their home.

	Total FL	Occupancy			Dwelling Type				Energy Source	
		Own	Rent	Single Family	Multi Family	Mobile Home	Condominium	Electric	Nat. Gas	
Front Loading Clothes Washer										
1	27%	30%	11%	30%	8%	19%	22%	27%	42%	
2+	0%	0%	0%	0%	0%	0%	0%	0%	0%	
None	42%	38%	64%	40%	55%	34%	47%	41%	42%	
Did not answer	31%	32%	25%	30%	27%	47%	30%	32%	15%	
Top Loading Clothes Washer										
1	67%	68%	61%	69%	41%	77%	59%	67%	52%	
2+	0%	0%	0%	0%	0%	0%	0%	0%	0%	
None	20%	17%	34%	17%	49%	11%	31%	20%	29%	
Did not answer	13%	14%	5%	14%	10%	12%	11%	13%	19%	

Clothes Dryers in Home

- Eight out of ten (79%) customers have electric clothes dryers in their home.

	Total FL	Occupancy		Dwelling Type				Energy Source	
		Own	Rent	Single Family	Multi Family	Mobile Home	Condominium	Electric	Mat. Gas
Electric Clothes Dryer									
1	79%	82%	57%	83%	46%	79%	69%	81%	53%
2+	0%	0%	0%	0%	0%	1%	0%	0%	0%
None	10%	7%	31%	7%	46%	8%	18%	10%	21%
Did not answer	10%	10%	12%	10%	9%	12%	13%	9%	26%
Natural Gas Clothes Dryer									
1	3%	4%	0%	4%	2%	0%	0%	1%	37%
2+	0%	0%	0%	0%	0%	0%	0%	0%	0%
None	54%	52%	68%	54%	67%	41%	62%	55%	51%
Did not answer	42%	44%	32%	42%	31%	59%	38%	44%	12%
Propane Clothes Dryer									
1	1%	1%	0%	1%	0%	5%	0%	1%	0%
2+	0%	0%	0%	0%	0%	0%	0%	0%	0%
None	55%	52%	68%	55%	67%	39%	62%	54%	64%
Did not answer	44%	46%	32%	44%	33%	56%	38%	44%	36%

Q27: Please indicate the type and number of each clothes washing machine and/or dryer that you have in your home: DEF-DSM-04045

DEF'S Response to Sierra Club's 2nd Pods
SC-PODS-2-7

Other Appliances Used In Home

DEF-DSM-04046

DEF'S Response to Sierra Club's 2nd Pods
SC-PODS-2-7

Appliances Used in Home

	Total FL		Occupancy		Dwelling Type				Energy Source	
			Own	Rent	Single Family	Multi Family	Mobile Home	Condominium	Electric	Nat. Gas
Microwave										
1	97%	97%	97%	96%	97%	96%	99%	96%	97%	96%
2+	2%	2%	2%	2%	2%	0%	0%	4%	2%	0%
None	1%	1%	1%	0%	1%	0%	0%	0%	1%	4%
Did not answer	1%	1%	1%	2%	1%	4%	1%	0%	1%	0%
Stand-Alone Humidifier										
1	3%	3%	3%	6%	4%	0%	0%	5%	4%	0%
2+	0%	0%	1%	0%	1%	1%	0%	0%	0%	5%
None	78%	77%	77%	82%	78%	85%	70%	82%	77%	89%
Did not answer	18%	19%	19%	12%	18%	14%	30%	13%	19%	6%
Attic/Whole House Fan										
1	8%	10%	10%	0%	10%	4%	5%	0%	8%	3%
2+	4%	4%	4%	4%	5%	1%	4%	1%	4%	4%
None	71%	69%	69%	81%	69%	79%	65%	87%	70%	81%
Did not answer	17%	17%	17%	15%	16%	15%	26%	12%	17%	12%
Ceiling Fans										
1	9%	8%	8%	13%	8%	14%	9%	15%	9%	11%
2+	81%	84%	84%	62%	85%	47%	76%	75%	81%	85%
None	6%	4%	4%	22%	3%	33%	10%	9%	7%	2%
Did not answer	4%	4%	4%	3%	4%	6%	4%	1%	4%	2%

DEF-DSM-04047

Q28 How many of the following appliances do you use in your home?

DEF'S Response to Sierra Club's 2nd Pods
SC-PODS-2-7

Appliances Used in Home (continued)

	Total FL	Occupancy			Dwelling Type				Energy Source		
		Own	Rent	Single Family	Multi Family	Mobile Home	Condominium	Electric	Nat. Gas		
Well Water/Sump Pumps											
1	13%	15%	2%	15%	0%	17%	1%	14%	5%		
2+	1%	1%	0%	1%	0%	1%	0%	1%	0%		
None	71%	69%	84%	70%	83%	58%	84%	70%	85%		
Did not answer	15%	15%	14%	14%	17%	24%	15%	15%	11%		
Dehumidifiers											
1	4%	4%	4%	4%	3%	5%	11%	4%	5%		
2+	0%	0%	0%	0%	0%	0%	0%	0%	2%		
None	79%	78%	84%	80%	83%	68%	74%	79%	87%		
Did not answer	16%	17%	12%	16%	14%	27%	15%	17%	6%		
Electronic Air Cleaners											
1	6%	6%	6%	7%	0%	4%	8%	6%	8%		
2+	3%	3%	2%	3%	4%	1%	1%	2%	12%		
None	75%	74%	81%	75%	84%	69%	76%	75%	76%		
Did not answer	16%	17%	11%	15%	12%	26%	15%	17%	4%		
Jacuzzi/Whirlpool tubs											
1	9%	9%	5%	11%	0%	1%	5%	9%	6%		
2+	0%	0%	0%	0%	0%	0%	0%	0%	5%		
None	76%	74%	84%	75%	88%	72%	81%	76%	83%		
Did not answer	15%	16%	11%	14%	12%	27%	15%	16%	6%		

DEF-DSM-04048

Q28. How many of the following appliances do you use in your home?

DEF'S Response to Sierra Club's 2nd Pods
SC-PODS-2-7

Appliances Used in Home (continued)

	Total FL		Occupancy			Dwelling Type				Energy Source		
			Own	Rent		Single Family	Multi Family	Mobile Home	Condominium	Electric	Nat. Gas	
Standard Television												
1	30%	29%	29%	33%	27%	61%	38%	24%	29%	30%		
2+	32%	33%	33%	28%	36%	12%	25%	22%	33%	32%		
None	25%	26%	26%	26%	25%	18%	21%	42%	26%	25%		
Did not answer	12%	12%	12%	13%	12%	9%	15%	12%	12%	14%		
Plasma Television												
1	11%	11%	11%	10%	11%	9%	5%	11%	11%	9%		
2+	6%	5%	5%	10%	6%	0%	4%	16%	5%	14%		
None	60%	59%	59%	69%	59%	78%	62%	56%	60%	62%		
Did not answer	23%	25%	25%	12%	24%	14%	29%	17%	23%	15%		
LCD Television												
1	19%	18%	18%	27%	17%	34%	23%	23%	19%	19%		
2+	20%	21%	21%	20%	23%	7%	8%	19%	20%	26%		
None	40%	40%	40%	38%	40%	40%	46%	33%	40%	42%		
Did not answer	20%	21%	21%	14%	19%	20%	23%	26%	21%	12%		
LED Television												
1	15%	13%	13%	20%	16%	12%	14%	8%	15%	15%		
2+	13%	15%	15%	2%	15%	3%	13%	10%	14%	9%		
None	52%	52%	52%	58%	52%	63%	45%	55%	52%	60%		
Did not answer	20%	19%	19%	20%	18%	21%	28%	27%	20%	16%		

DEF-DSM-04049

Q28: How many of the following appliances do you use in your home?

DEF'S Response to Sierra Club's 2nd Pods
SC-PODS-2-7

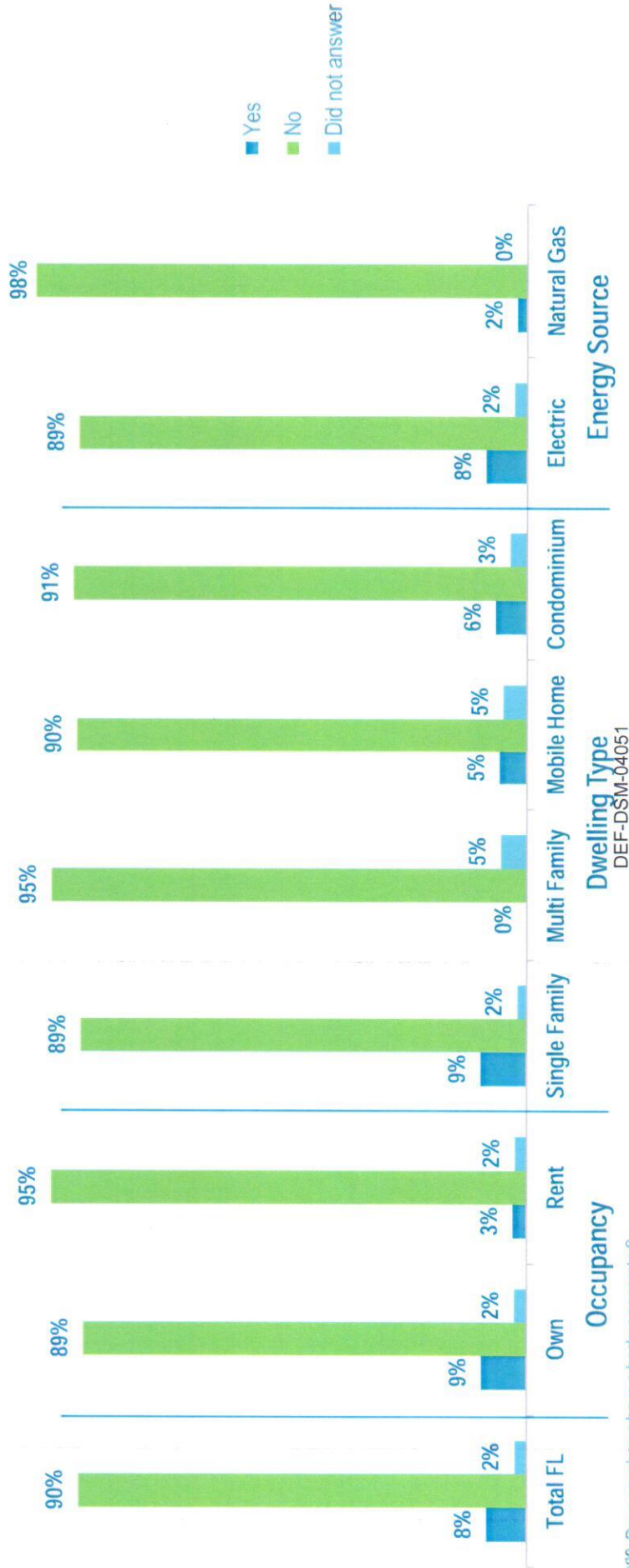
Appliances Used in Home (continued)

	Total FL	Occupancy			Dwelling Type				Energy Source	
		Own	Rent	Single Family	Multi Family	Mobile Home	Condominium	Electric	Nat. Gas	
Cable TV Box										
1	38%	37%	40%	35%	66%	43%	37%	40%	23%	
2+	36%	36%	35%	40%	8%	15%	39%	35%	42%	
None	19%	19%	19%	17%	25%	31%	21%	18%	32%	
Did not answer	7%	7%	5%	8%	0%	11%	3%	7%	3%	
Home Theater/Sound System										
1	30%	32%	19%	37%	4%	10%	13%	30%	44%	
2+	3%	3%	2%	4%	0%	0%	0%	3%	2%	
None	53%	50%	68%	47%	83%	64%	75%	52%	48%	
Did not answer	14%	14%	11%	13%	14%	26%	12%	14%	6%	
Digital Video Recorder (DVR)										
1	35%	35%	41%	35%	36%	34%	36%	35%	37%	
2+	16%	18%	6%	19%	0%	2%	16%	15%	25%	
None	38%	36%	46%	36%	52%	45%	40%	39%	32%	
Did not answer	11%	11%	7%	10%	12%	19%	8%	11%	6%	
Video Gaming System										
1	26%	26%	27%	29%	15%	13%	13%	26%	33%	
2+	10%	10%	10%	11%	8%	9%	0%	10%	12%	
None	52%	51%	54%	48%	64%	55%	73%	51%	51%	
Did not answer	13%	14%	9%	11%	14%	23%	15%	13%	4%	
Digital Photo Frame(s)										
1	11%	13%	0%	13%	3%	5%	10%	11%	20%	
2+	1%	1%	0%	1%	0%	0%	3%	1%	5%	
None	71%	69%	85%	70%	85%	68%	72%	71%	70%	
Did not answer	16%	17%	15%	16%	12%	27%	15%	17%	6%	

Q28: How many of the following appliances do you use in your home?
DEF-DSM-04050

Backup Generator at Home

- Less than one out of ten (8%) customers have a backup generator at their home.



Q29: Does your home have a backup generator?

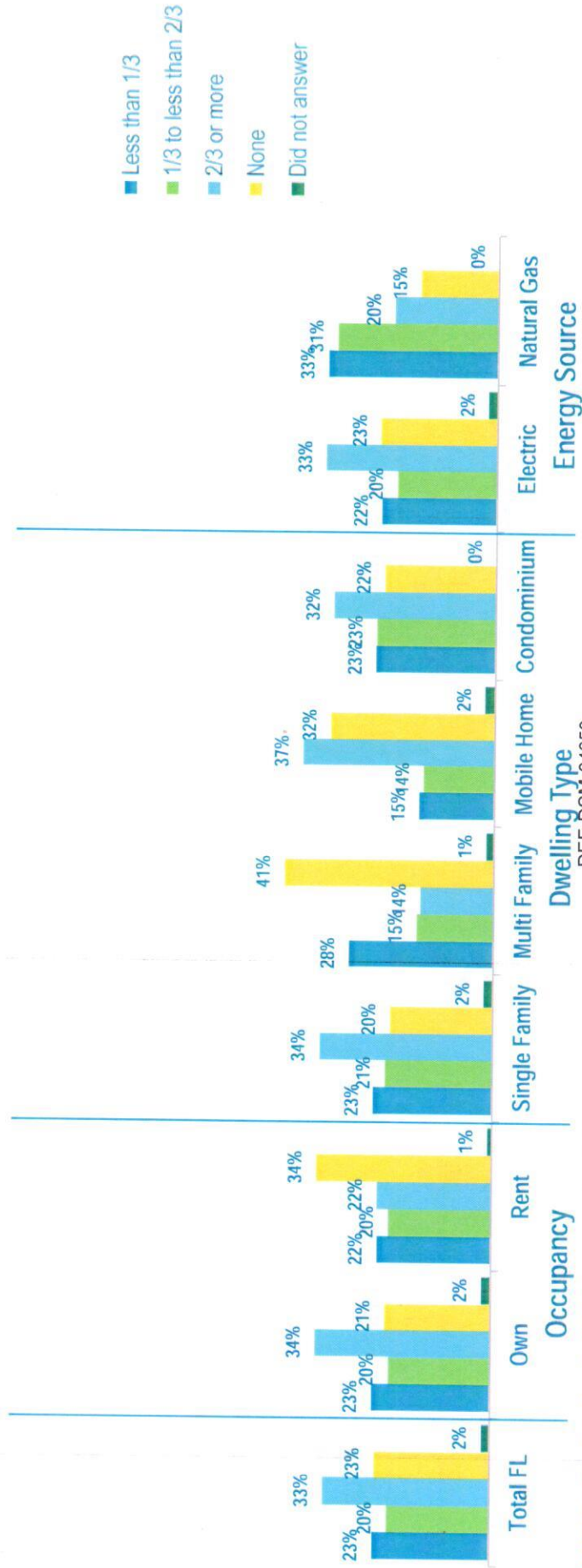
DEF'S Response to Sierra Club's 2nd Pods
SC-PODS-2-7

Lighting

DEF-DSM-04052

Fraction of Household Light Bulbs Replaced with CFLs

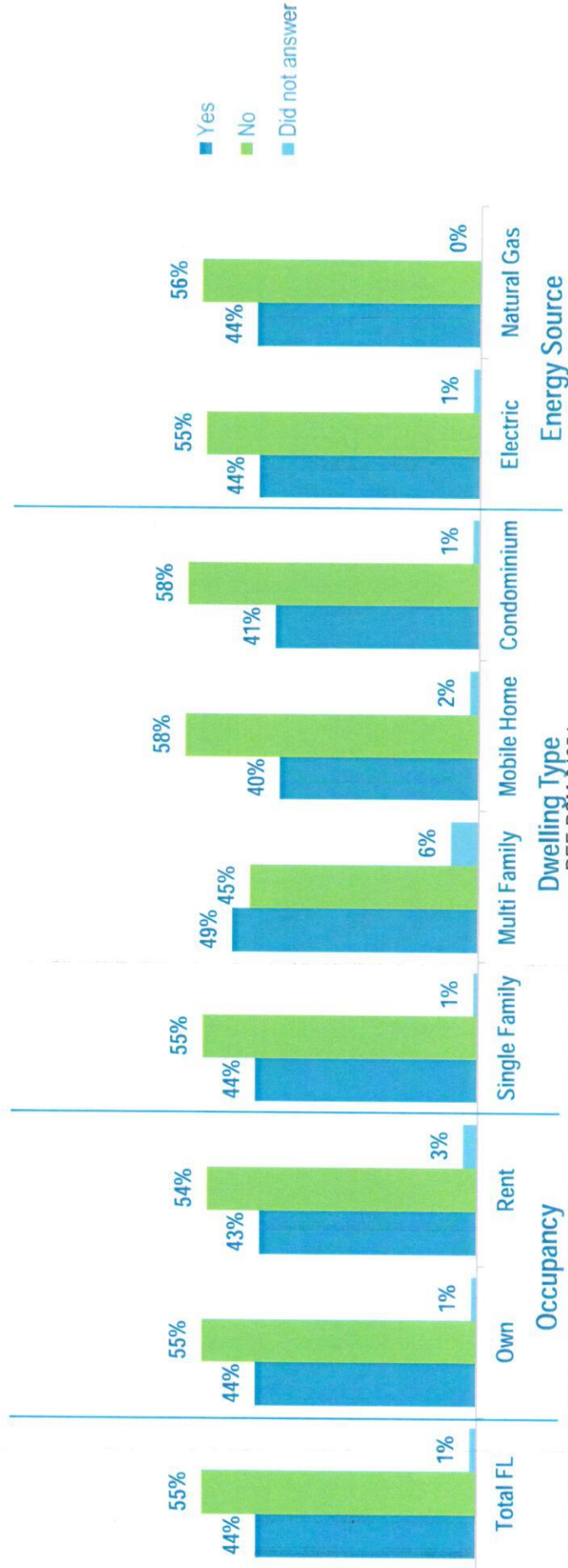
- One-third (33%) of customers have replaced 2/3 or more of their household bulbs with compact fluorescent light bulbs (CFLs).
- Slightly less than one out of four (23%) have not replaced any household bulbs with CFLs.



Q30: What fraction of your household bulbs have you replaced with compact fluorescent light bulbs (CFLs)?
DEF-DSM-04053

Considering or Tried LED Bulbs at Home

- More than four out of ten (44%) customers have considered or have tried LED bulbs at home.



Q31: Are you considering or have you tried LED (Light-emitting diode) bulbs for indoor/outdoor lighting at your home?
DEF-DSM-04054

LED Bulbs Installed at Home

- One out of five (19%) customers have installed 1 to 3 LED bulbs in their home.

	Total FL	Occupancy			Dwelling Type			Energy Source	
		Own	Rent	Single Family	Multi Family	Mobile Home	Condominium	Electric	Nat. Gas
1 - 3	19%	19%	19%	20%	17%	14%	19%	19%	33%
4 - 6	10%	10%	12%	9%	15%	13%	10%	11%	3%
7 - 9	5%	5%	0%	5%	1%	8%	3%	4%	7%
10+	4%	4%	4%	4%	1%	1%	7%	4%	0%
None	49%	48%	56%	49%	58%	47%	49%	50%	44%
Did not answer	13%	14%	9%	13%	7%	16%	12%	12%	12%

Q32: If you have tried LED bulbs, how many of these bulbs do you have installed?

DEF-DSM-04055

DEF's Response to Sierra Club's 2nd Pods
SC-PODS-2-7

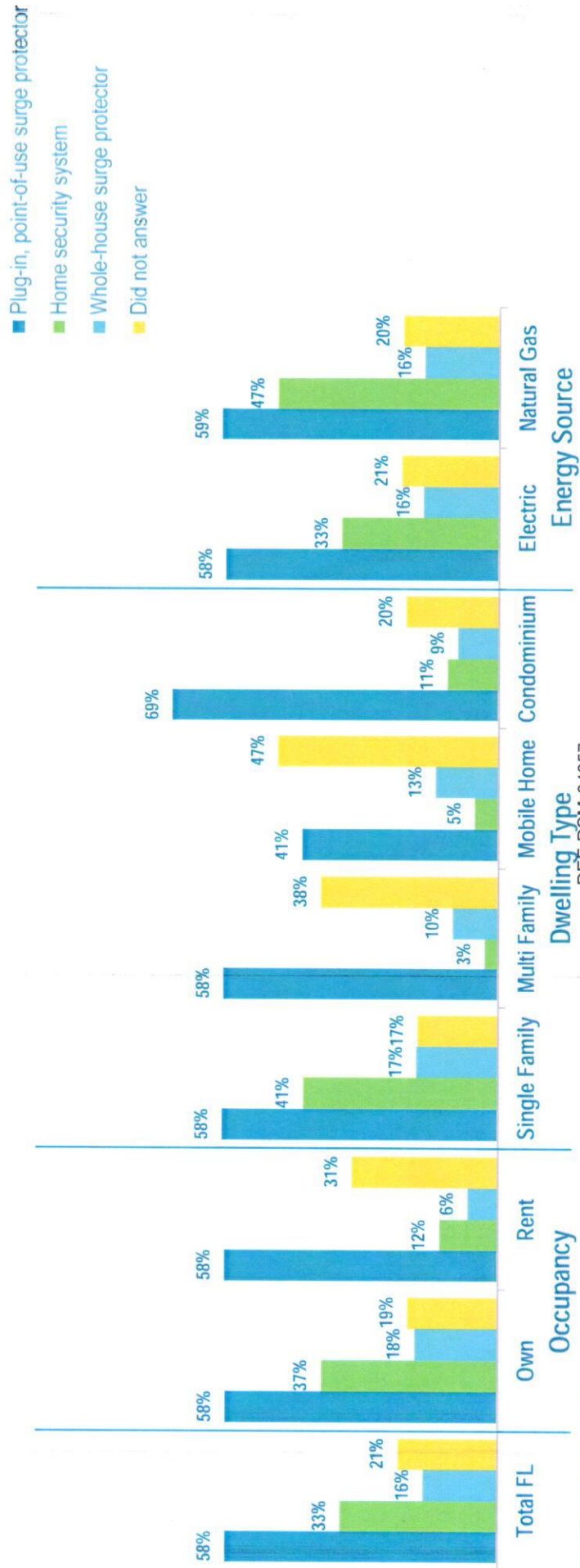
Home Safety & Security

DEF-DSM-04056

DEFS Response to Sierra Club's 2nd Pods
SC-PODS-2-7

Home Safety and Security Systems or Devices in Home

- Slightly less than six out of ten (58%) have plug-in, point-of-use surge protectors in their home.
- One out of three (33%) have a home security system.



DEF-DSM-04057

Q33: What of the following home safety and security systems or devices do you have in your home?

DEF'S Response to Sierra Club's 2nd Pods
SC-PODS-2-7

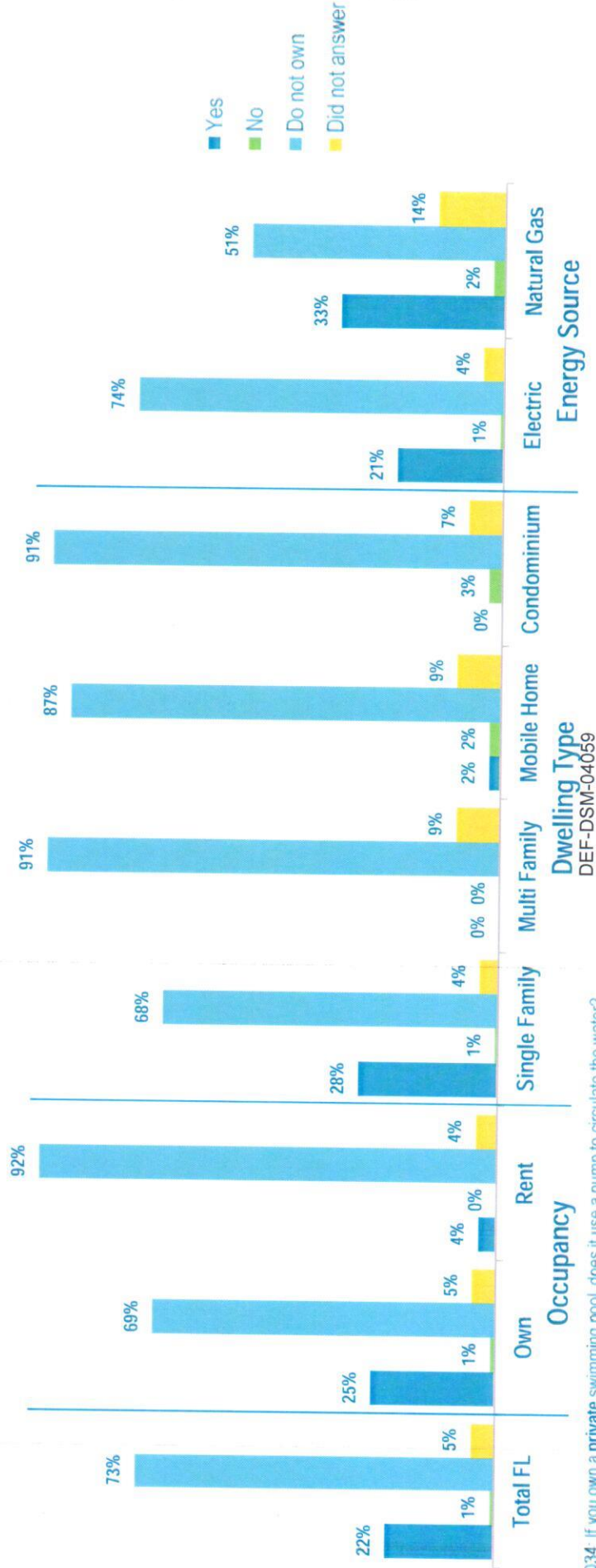
Pool & Spas

DEF-DSM-04058

DEF'S Response to Sierra Club's 2nd Pods
SC-PODS-2-7

Use Pump to Circulate the Water in Private Swimming Pool

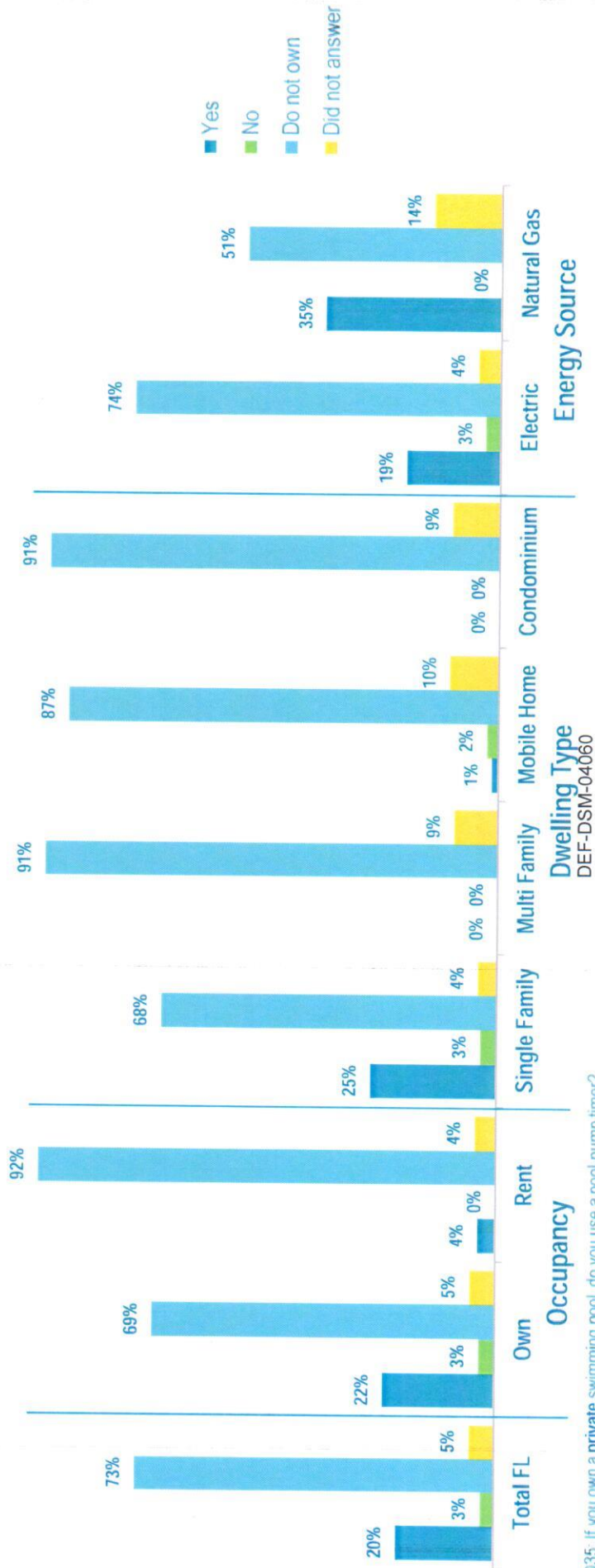
- Slightly more than one out of five (22%) customers use a pump to circulate the water in their private swimming pool.



Q34: If you own a private swimming pool, does it use a pump to circulate the water?

Use Pool Pump Timer in Private Swimming Pool

- One out of five (20%) customers use a pool pump timer.

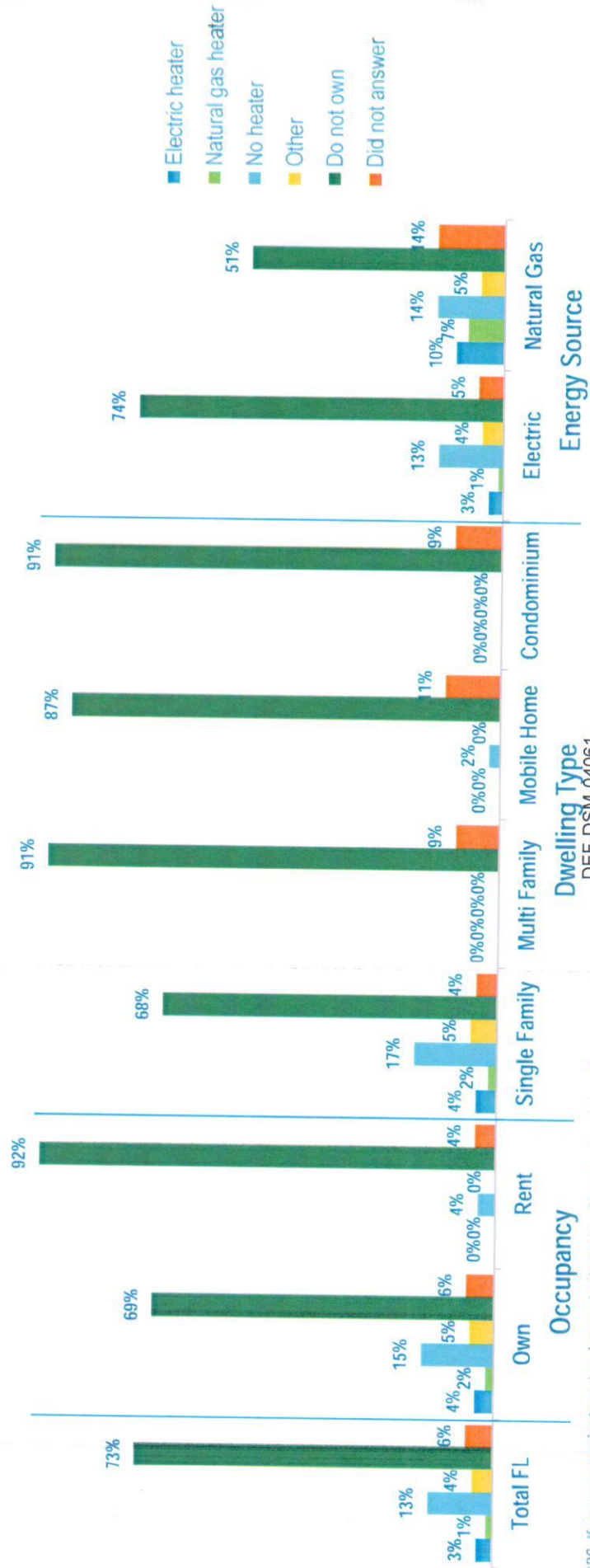


Q35: If you own a private swimming pool, do you use a pool-pump timer?

Heating Source for Private Swimming Pool

DEF's Response to Sierra Club's 2nd Pods
SC-PODS-2-7

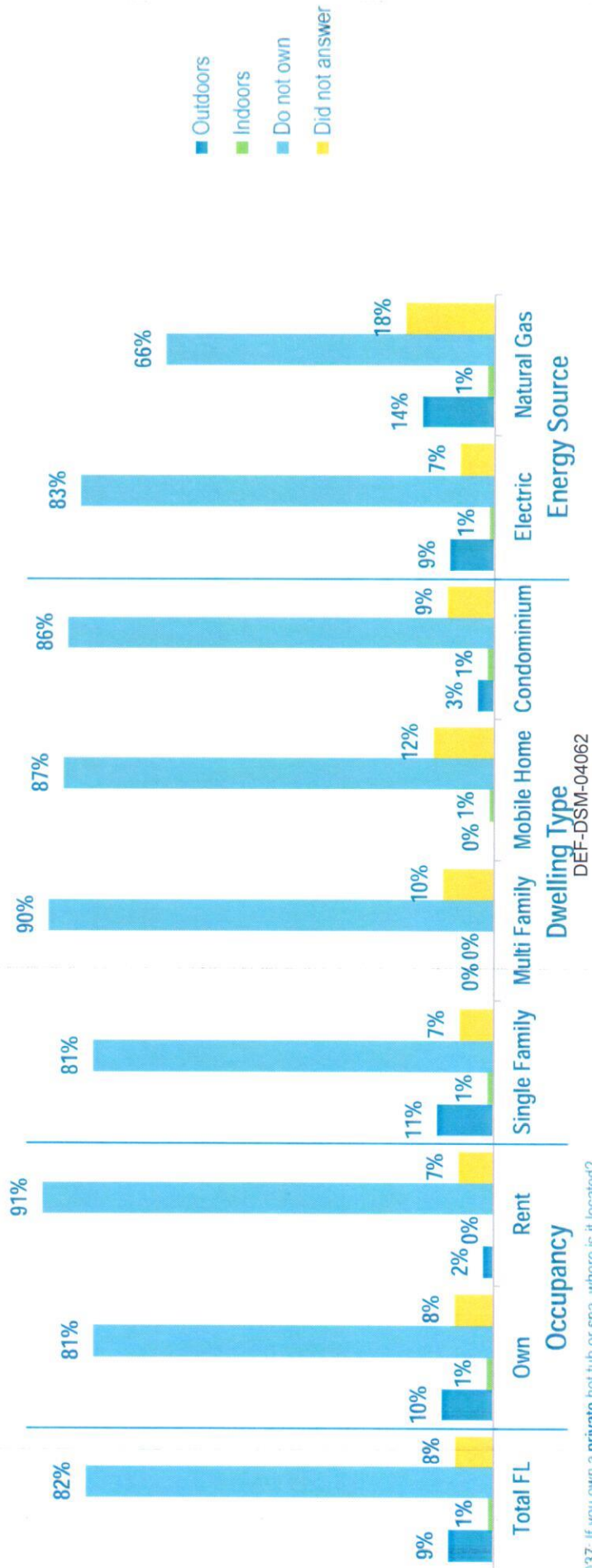
Very few (8%) customers have a pool heater.



Q36: If you own a private swimming pool, what type of heater does it have?

Location of Private Hot Tub or Spa

- One out of ten (9%) customers have an outdoor private hot tub or spa.



Q37: If you own a private hot tub or spa, where is it located?

DEF-DSM-04062

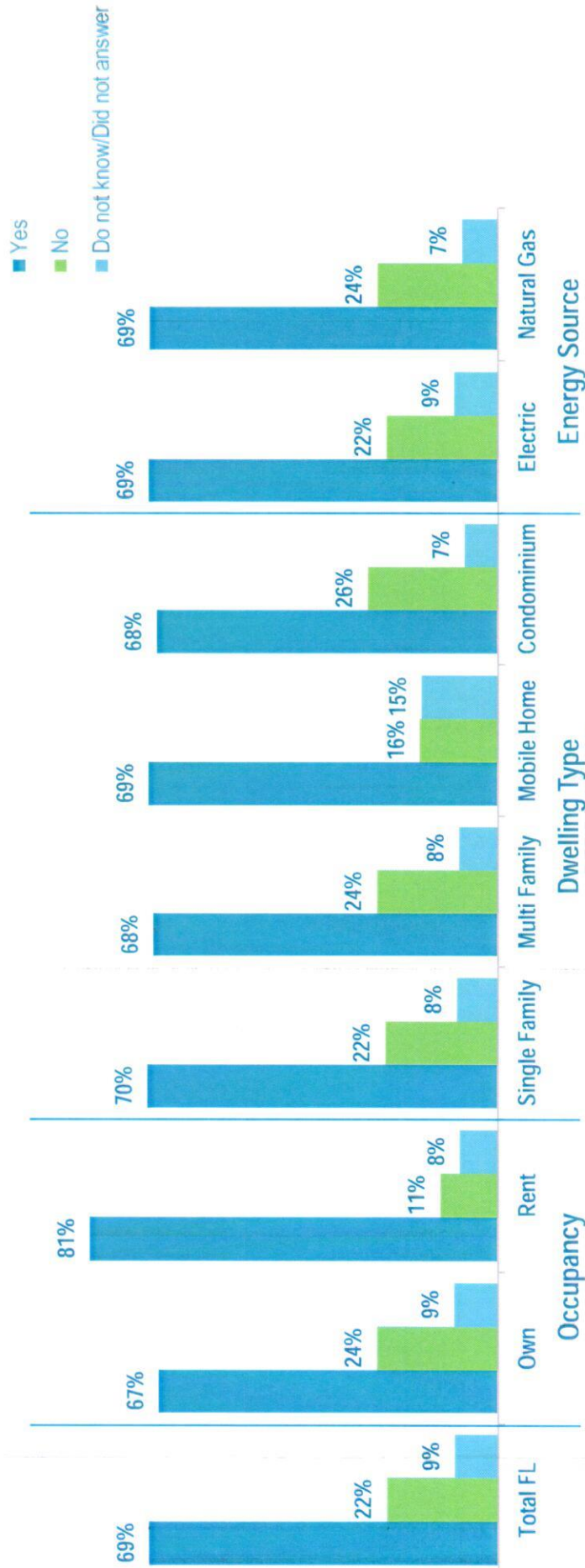
DEF'S Response to Sierra Club's 2nd Pods
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Energy Savings

DEF-DSM-04063

Energy Conservation

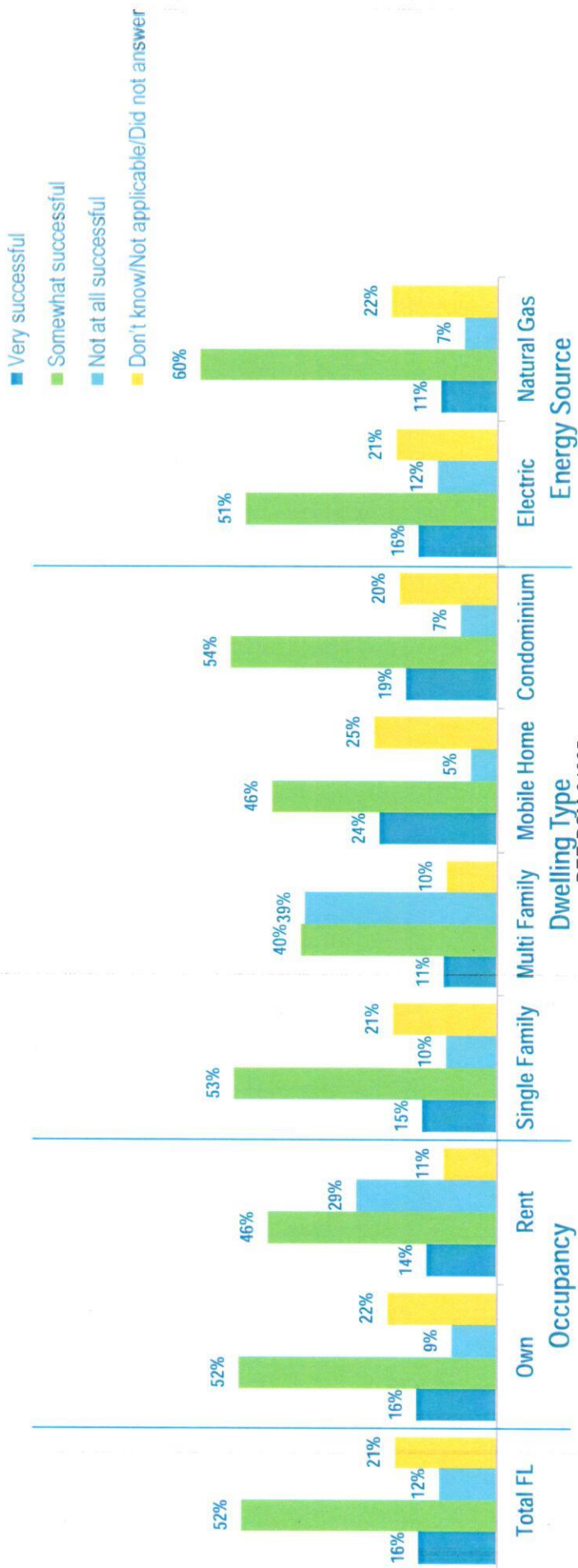
Seven out of ten (69%) customers have taken actions to cut back on electricity use in their home to save money and/or control their electric bill.



Q38: Thinking about the past few months, have you taken any actions to cut back on electricity use in your home to save money and/or control your electric bill?

Effort to Use Less Electricity

- Two out of three (68%) customers have been successful in their effort to conserve energy.



Q39 Overall, would you say that your effort to use less electricity have been... Very successful, somewhat successful, not at all successful?
DEF-DSM-04065

Energy-Saving Measures Equipped in Home

- Low flow showerheads/faucets (37%), insulated ductwork (28%), and storm or multi-pane windows (27%) are the energy-saving measures most used by customers.

	Total FL	Occupancy			Dwelling Type				Energy Source	
		Own	Rent	Single Family	Multi Family	Mobile Home	Condominium	Electric	Nat. Gas	
Low flow showerheads/faucets	37%	39%	24%	39%	17%	32%	35%	37%	45%	
Insulated ductwork	28%	31%	16%	32%	9%	20%	20%	28%	32%	
Storm or multi-pane windows	27%	30%	14%	30%	12%	12%	39%	28%	20%	
Exterior wall insulation	21%	24%	7%	24%	5%	25%	9%	21%	32%	
Storm or insulated doors	21%	22%	13%	22%	11%	12%	31%	21%	12%	
Reflective window film	16%	16%	8%	15%	12%	23%	11%	16%	11%	
Water heater wrap	11%	10%	15%	10%	7%	13%	14%	11%	4%	
Water heater timer	9%	10%	3%	10%	0%	8%	4%	10%	0%	
Low-E windows and/or heat mirror	9%	10%	2%	10%	2%	8%	4%	8%	11%	
Water pipe insulation	8%	8%	3%	9%	1%	3%	7%	7%	12%	
Basement wall insulation	0%	0%	1%	0%	0%	2%	0%	0%	1%	
None of these	28%	23%	53%	24%	61%	31%	30%	27%	29%	
Did not answer	2%	2%	4%	2%	3%	4%	3%	3%	0%	

Q40: Listed below are various energy-saving measures. Please indicate with which of the following measures your home is equipped.

DEF-DSM-04066

Multiple responses accepted.

DEF'S Response to Sierra Club's 2nd Pods
SC-PODS-2-7

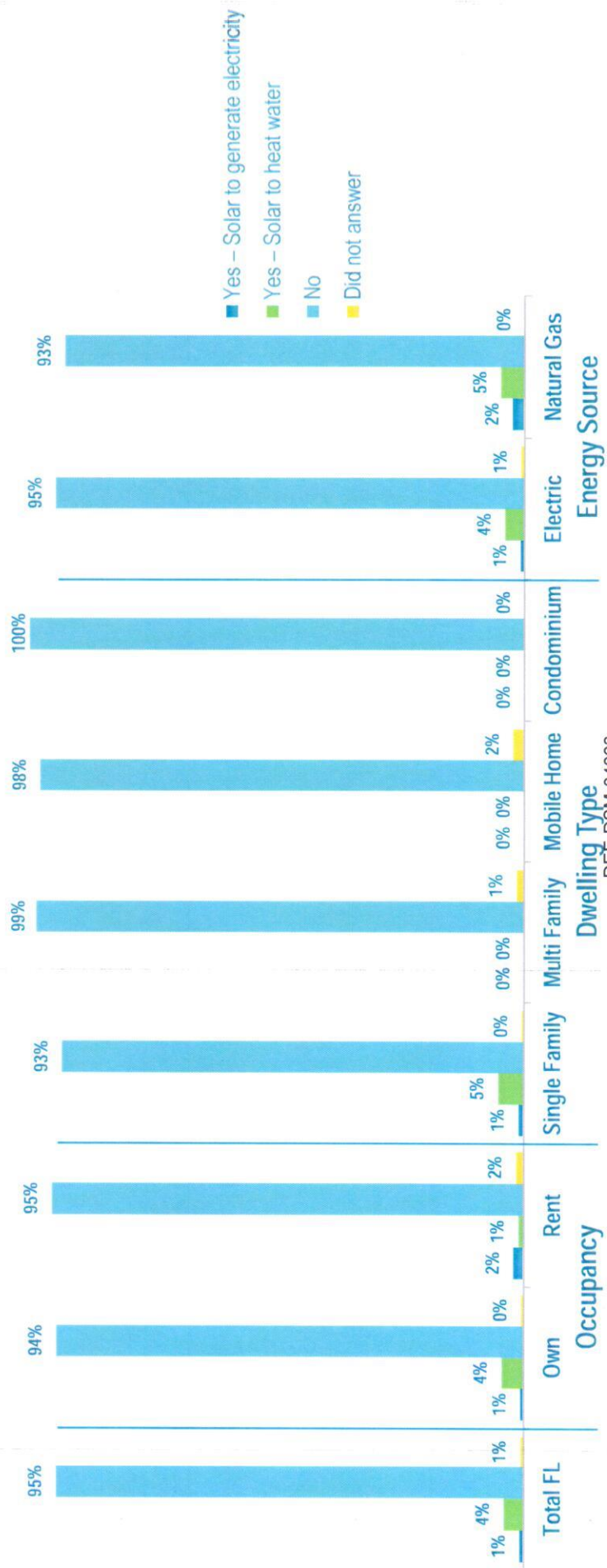
Solar Energy

DEF-DSM-04067

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SC-PODS-2-7

Solar Panels Installed

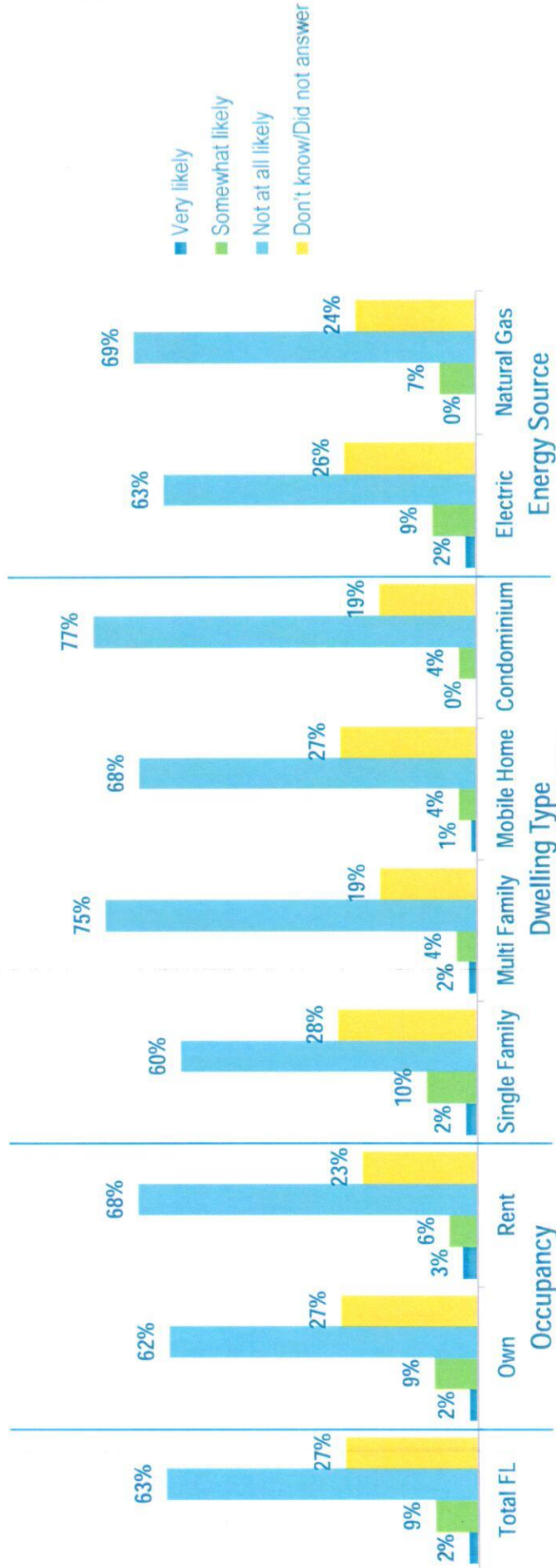
■ Very few customers use solar panels.



Q41. Do you have solar panels installed at your home (on your rooftop or adjacent to your home)?
DEF-DSM-04068

Likelihood of Installing Solar Panels in the Next 5 Years

- For those who do not currently use solar panels, one out of ten (11%) customers are either very likely or somewhat likely to install solar panels in the next 5 years.



Q42: What is the likelihood of you installing solar panels in the next 5 years?
DEF-DSM-04069

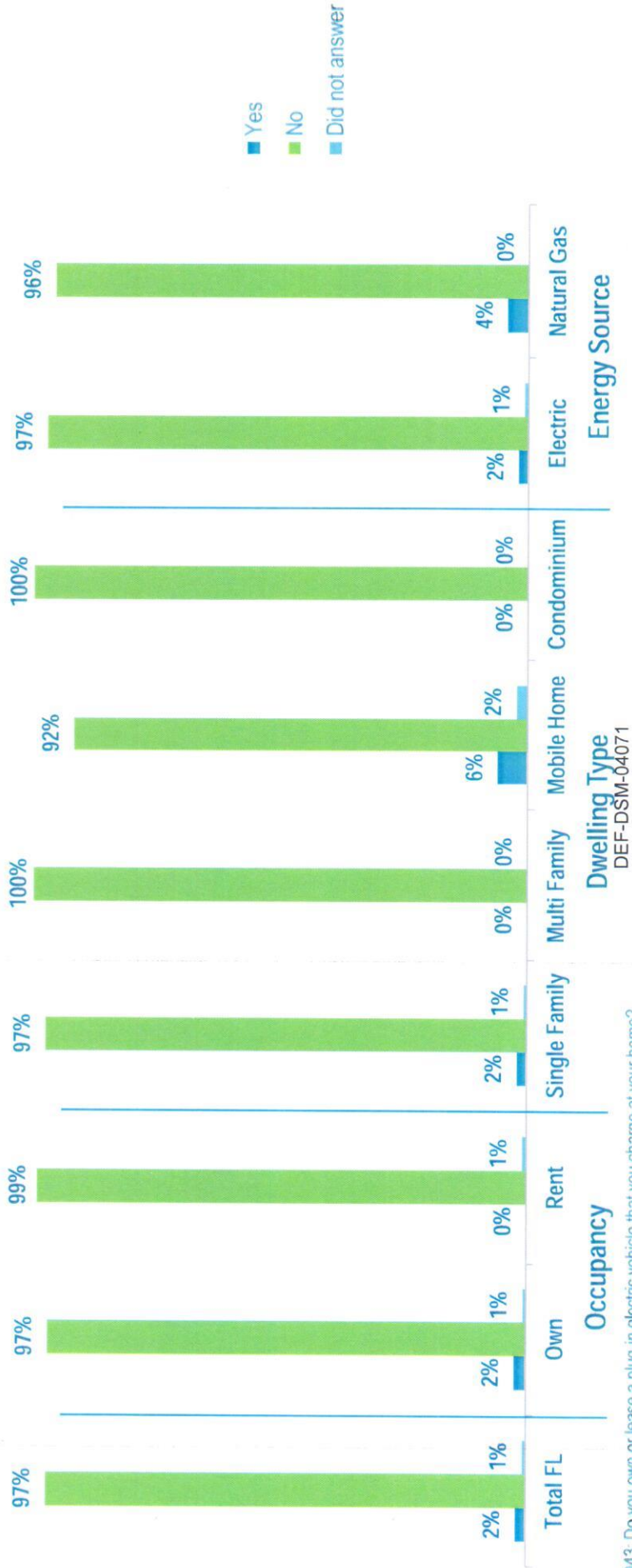
DEF'S Response to Sierra Club's 2nd Pods
SC-PODS-2-7

Electric Vehicles

DEF-DSM-04070

Own or Lease a Plug-In Electric Vehicle

- Almost no customers own or lease a plug-in electric vehicle.

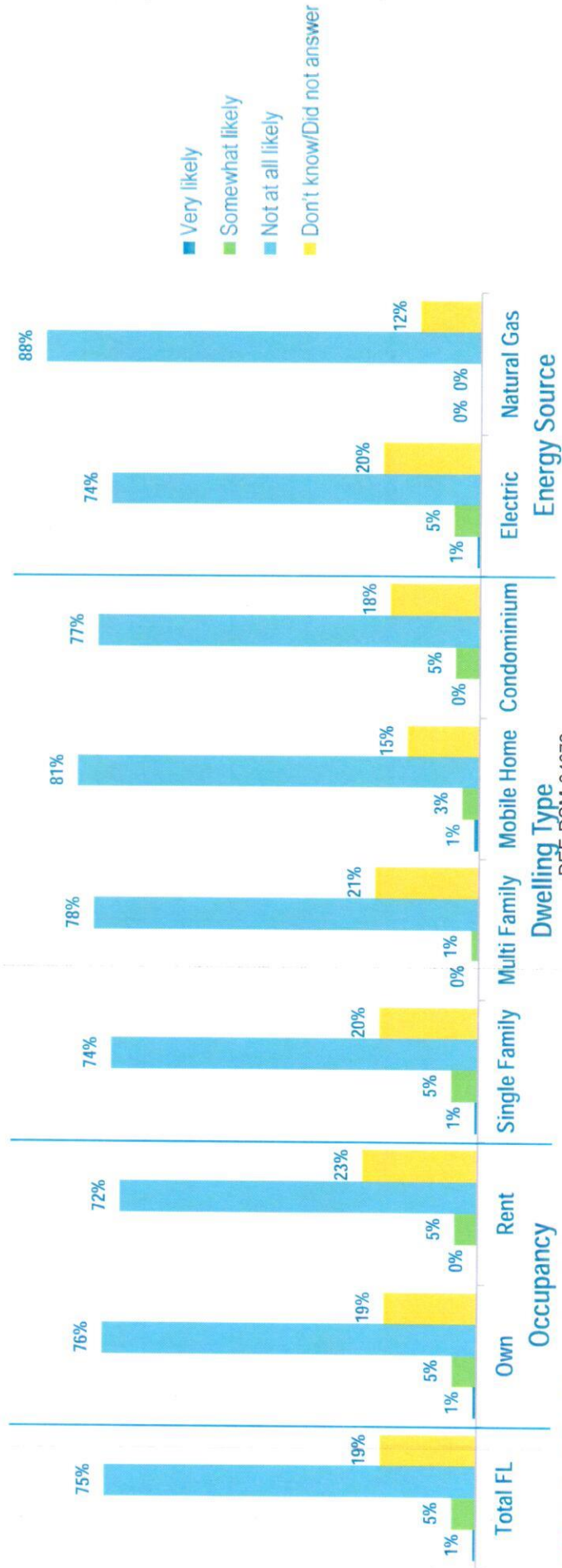


Q43: Do you own or lease a plug-in electric vehicle that you charge at your home?
DEF-DSM-04071

DEF'S Response to Sierra Club's 2nd Pods
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Likelihood of Owning or Leasing a Plug-In Electric Vehicle in the Next 5 Years

- For those who do not currently own or lease an electric vehicle, less than one out of ten (6%) customers are very likely or somewhat likely to own or lease a plug-in electric vehicle in the next 5 years.



Q44: What is the likelihood of you owning or leasing a plug-in electric vehicle in the next 5 years?
DEF-DSM-04072

DEF'S Response to Sierra Club's 2nd Pods
SC-PODS-2-7

Energy Star Appliances

DEF-DSM-04073



Energy Star Appliances

- More than one half (53%) of customers have an energy star refrigerator and slightly more than one out of three (35%) have an energy star automatic dishwasher.

	Total FL		Occupancy			Dwelling Type			Energy Source	
	Own	Rent	Single Family	Multi Family	Mobile Home	Condominium	Electric	Nat. Gas		
Refrigerator	53%	32%	59%	24%	37%	33%	53%	58%		
Automatic dishwasher	35%	10%	41%	20%	6%	19%	34%	60%		
Water heater	31%	16%	35%	12%	18%	20%	31%	32%		
Top loading clothes washer	27%	15%	28%	9%	30%	23%	27%	28%		
Front loading clothes washer	25%	8%	28%	8%	17%	16%	25%	40%		
Wall air conditioner	6%	2%	6%	0%	16%	3%	7%	0%		
Other	3%	3%	3%	0%	4%	6%	3%	0%		
None of these	13%	27%	8%	43%	20%	23%	12%	10%		
Don't Know/Did not answer	20%	30%	19%	23%	20%	28%	21%	6%		

Multiple responses accepted.

DEF-DSM-04074

Q45: Which of the following appliances do you have that are Energy Star?

DEF'S Response to Sierra Club's 2nd Pods
SC-PODS-2-7

Computers, Internet & Phones

DEF-DSM-04075

DEF'S Response to Sierra Club's 2nd Pods
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Computers in Home

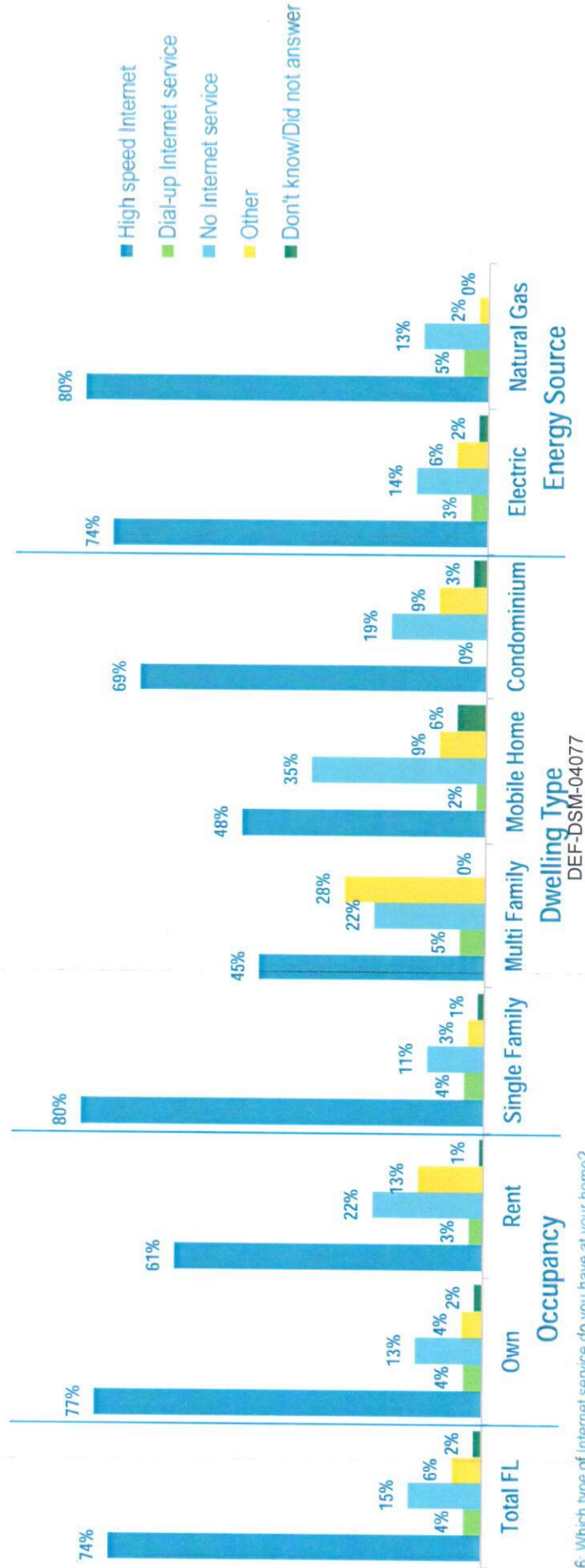
	Total FL	Occupancy		Dwelling Type				Energy Source	
		Own	Rent	Single Family	Multi Family	Mobile Home	Condominium	Electric	Nat. Gas
Computers (Laptop or Desktop)									
Have computer	85%	86%	82%	88%	87%	57%	86%	85%	94%
Do not have computer	11%	10%	13%	9%	12%	25%	12%	10%	6%
Did not answer	4%	4%	5%	3%	1%	17%	3%	5%	0%
Laptop Computers									
1	41%	40%	49%	40%	58%	36%	46%	43%	33%
2+	24%	25%	22%	28%	15%	4%	18%	23%	43%
None	25%	25%	22%	23%	21%	40%	27%	24%	21%
Did not answer	10%	10%	7%	9%	6%	20%	8%	10%	4%
Desktop Computer									
1	46%	48%	33%	50%	16%	34%	42%	46%	47%
2+	9%	10%	4%	11%	4%	3%	4%	9%	14%
None	36%	33%	52%	32%	72%	41%	41%	36%	38%
Did not answer	9%	9%	11%	7%	8%	23%	13%	10%	2%
iPad, Tablets									
1	28%	28%	29%	30%	22%	11%	26%	28%	26%
2+	9%	10%	2%	11%	1%	1%	4%	8%	19%
None	50%	48%	56%	46%	63%	63%	55%	49%	49%
Did not answer	14%	14%	13%	13%	14%	25%	16%	14%	6%

DEF-DSM-04076

Q28: How many of the following appliances do you use in your home?

Internet Service Type

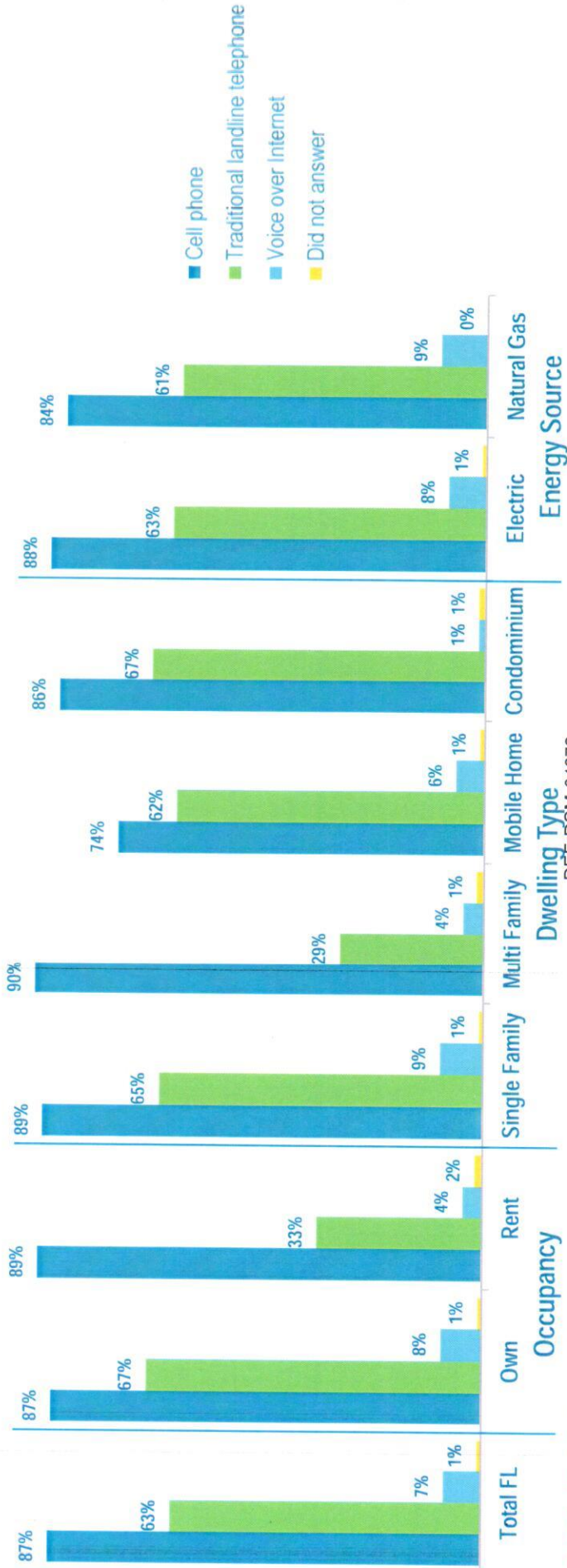
- Three out of four (74%) customers have high speed Internet service at their home.



Q46: Which type of internet service do you have at your home?

Household Telephone Service Types

- More than eight out of ten (87%) customers use cell phones in their home.
- Almost two out of three (63%) customers use traditional landline telephones.



Q47: Which of the following types of telephone service do members of your household use in your home?
DEF-DSM-04078

DEF'S Response to Sierra Club's 2nd Pods
SC-PODS-2-7

Demographics

DEF-DSM-04079

DEF'S Response to Sierra Club's 2nd Pods
SC-PODS-2-7

Number of Household Members by Age Group

	Total FL	Occupancy				Dwelling Type				Energy Source		
		Own	Rent	Single Family	Multi Family	Mobile Home	Condominium	Electric	Mat. Gas			
Under 18												
1	9%	8%	15%	10%	8%	7%	0%	9%	10%			
2	9%	9%	9%	10%	0%	7%	0%	9%	5%			
3+	5%	5%	7%	6%	0%	0%	0%	4%	17%			
None	31%	30%	35%	28%	55%	30%	46%	31%	36%			
Did not answer	46%	48%	34%	45%	37%	56%	54%	47%	33%			
18-44												
1	15%	14%	17%	16%	11%	5%	16%	14%	21%			
2	16%	16%	21%	19%	15%	5%	0%	17%	14%			
3+	4%	3%	8%	4%	4%	7%	0%	3%	12%			
None	24%	25%	21%	22%	40%	28%	34%	23%	36%			
Did not answer	41%	42%	34%	39%	30%	56%	50%	42%	17%			
45-64												
1	27%	25%	33%	26%	44%	17%	31%	26%	33%			
2	21%	21%	22%	22%	10%	23%	14%	21%	21%			
3+	0%	0%	0%	0%	0%	0%	0%	0%	0%			
None	17%	17%	16%	17%	18%	17%	19%	17%	21%			
Did not answer	35%	36%	29%	35%	28%	43%	36%	36%	25%			
65+												
1	24%	25%	12%	22%	21%	39%	27%	24%	17%			
2	19%	21%	7%	19%	11%	20%	27%	19%	21%			
3+	1%	1%	0%	1%	0%	1%	0%	1%	0%			
None	19%	16%	34%	17%	44%	12%	29%	20%	13%			
Did not answer	37%	36%	47%	42%	24%	28%	17%	37%	49%			

Q48. Please mark the number of people in each age group that live for most of the year in your household. DEF-DSM-04080

Primary Household Owner Age

- Median age range of primary household owners is 55 to 64.

	Total FL	Occupancy			Dwelling Type				Energy Source	
		Own	Rent	Single Family	Multi Family	Mobile Home	Condominium	Electric	Nat. Gas	
18 - 24	1%	0%	4%	0%	11%	0%	0%	1%	0%	
25 - 34	4%	4%	4%	5%	0%	1%	4%	5%	0%	
35 - 44	13%	13%	14%	16%	7%	0%	5%	12%	32%	
45 - 54	21%	18%	39%	20%	42%	20%	19%	22%	9%	
55 - 64	19%	19%	20%	20%	6%	16%	19%	19%	18%	
65 - 74	21%	23%	10%	22%	7%	24%	19%	21%	23%	
75+	19%	21%	8%	16%	22%	38%	34%	19%	18%	
Did not answer	2%	2%	2%	1%	5%	1%	1%	2%	0%	

Q49: What is the age (in years) of the primary household owner?

DEF-DSM-04081

Total Annual Household Income

- Median customer income is \$48,000.

	Total FL	Occupancy		Dwelling Type			Energy Source		
		Own	Rent	Single Family	Multi Family	Mobile Home	Condominium	Electric	Nat. Gas
Under \$15,000	7%	6%	15%	5%	15%	20%	11%	7%	6%
\$15,000 - \$24,999	11%	11%	16%	9%	23%	26%	5%	11%	10%
\$25,000 - \$34,999	14%	15%	14%	14%	14%	15%	14%	15%	11%
\$35,000 - \$49,999	14%	13%	21%	13%	15%	20%	16%	14%	11%
\$50,000 - \$74,999	18%	18%	19%	20%	23%	2%	17%	18%	18%
\$75,000 - \$99,999	9%	10%	4%	11%	0%	4%	8%	9%	7%
\$100,000 - \$124,999	6%	7%	2%	7%	0%	0%	7%	6%	11%
\$125,000 - \$149,999	4%	5%	1%	5%	0%	0%	0%	4%	0%
\$150,000+	4%	4%	0%	4%	1%	0%	2%	3%	14%
Did not answer	12%	12%	8%	11%	9%	14%	19%	12%	11%

Q50: What is your total annual household income before taxes?

DEF-DSM-04082

Highest Level of Education

- Four out of ten (39%) customers have earned a bachelor degree or better.

	Total FL	Occupancy			Dwelling Type			Energy Source	
		Own	Rent	Single Family	Multi Family	Mobile Home	Condominium	Electric	Nat. Gas
Less than high school diploma	6%	6%	6%	4%	9%	20%	1%	6%	6%
High school diploma	21%	21%	22%	20%	20%	36%	23%	21%	22%
Some college	32%	31%	36%	34%	24%	27%	21%	33%	30%
Bachelor degree	23%	22%	25%	23%	36%	8%	24%	22%	31%
Graduate degree	16%	17%	8%	17%	3%	2%	29%	16%	11%
Did not answer	3%	3%	4%	2%	8%	7%	1%	3%	0%

DEF-DSM-04083

Q51: What is the highest level of education that the primary householder has completed?

DEF'S Response to Sierra Club's 2nd Pods
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Appendix

Letter, Questionnaire and Reminder Postcard

DEF-DSM-04084

DEF'S Response to Sierra Club's 2nd Pods
SC-PODS-2-7

Invite Letter and Reminder Postcard



<Mail Ship Date>

<Customer Name>
<Customer Address 1>
<Customer Address 2>

Dear <Customer Name>,
Duke Energy respects individual preferences. Our goal is to provide you and all our customers with an appropriate electric service, both now and in the future.

To help us meet this goal, we are asking a representative sample of our customers to participate in an important survey. We would like to include your household, located at the address shown above. The results of this survey will help guide our plans and actions to assure that we meet customer needs in the years ahead.


As a token of our appreciation for your participation, we will receive a \$1 donation on your behalf to one of the following charities, just before your choice at the end of the survey:

- American Cancer Society
- Children's Miracle Network




Your answers will be entirely confidential, and no solicitation of any kind will result from your participation. Your responses will be combined with those provided by other households and used for statistical research purposes only.

Please complete the questionnaire and return it in the postage-paid envelope no later than Month XX, 2013. (If you are unable to complete the survey, please do not forget to include an official return address on the envelope on your behalf.)

Thank you in advance for helping with this important project.

Sincerely,

 David L. Truand
 Manager, Market Research
 Duke Energy

www.dukeenergy.com

We recently mailed you a questionnaire about an important energy usage study we are conducting. This study will help us better plan to meet future energy needs, and we hope to hear from you.

This questionnaire is for research purposes only and does not involve sales or solicitation of any kind. It takes about 15 minutes to complete. If possible, please fill out and return the questionnaire. We appreciate your time and look forward to hearing from you. Thank you.

Important reminder
This study ends Month XX.

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DEF-DSM-04088