

EVALUATION OF THE 2002 STATEWIDE EDUCATION, TRAINING AND SERVICES PROGRAM

FINAL REPORT

Prepared for

**Southern California Edison,
Pacific Gas and Electric Company,
San Diego Gas and Electric Company and
Southern California Gas Company**

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December 16, 2003

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This is the final report for the evaluation of the 2002 Statewide Education, Training, and Services Program (program), sponsored by Southern California Edison (SCE), Pacific Gas and Electric Company (PG&E), Southern California Gas Company (SCG), and San Diego Gas and Electric Company (SDG&E).

This executive summary provides a brief overview of the program, discusses the evaluation objectives and approach, and presents study conclusions and recommendations.

1.1 PROGRAM OVERVIEW

The Statewide Education, Training, and Services Program is designed to collect, transfer, research, evaluate, demonstrate, and showcase energy-efficiency concepts, technologies, and products for manufacturers, businesses, researchers, educational institutions, and the general public. The program promotes energy efficiency to a variety of customer segments through energy centers (physical and virtual) and other informational programs. Three of the four utilities possess physical energy centers: PG&E's Energy Training Center (ETC); SCE's Customer Technology Application Center (CTAC) and Agricultural Technology Application Center (AGTAC); and SCG's Energy Resource Center (ERC).¹ SDG&E offers energy-efficiency classes to its customers using other utility facilities or non-utility sites.

The 2002 program offered its core seminars and workshops, on which it has consistently relied to educate its target markets. The program also disseminated information about energy-efficiency technologies and practices at the center facilities with displays, demonstrations, technical consultants, facility presentations, fact sheets, and brochures. The utilities continued to leverage community organizations and local government and trade associations to gain access to a wider audience. The 2002 program placed a special emphasis on increasing the participation of hard-to-reach² (HTR) customers by targeting a specific number of HTR seminars/events or a certain percentage of HTR seminar attendees. Prior statewide collaborative efforts were also expanded in 2002.

The program initially projected 377 seminars and ultimately conducted 444, with more than 7,000 nonresidential utility customers attending. Likewise, the program exceeded its HTR goals.

¹ PG&E has a second energy center, the Pacific Energy Center (PEC). The PEC's 2002 activities were assessed by a separate evaluation because PG&E funds the PEC as a local program. The scope of this evaluation includes all utility centers that are funded by the Statewide Education, Training, and Services Program. Note that the ETC offers some commercial and industrial seminars as part of the PEC program's HTR initiatives. This evaluation covers the ETC's residential contractor-focused seminars only.

² The California Public Utilities Commission defined HTR nonresidential customers based on the following segments: renters, small businesses, local chain/single-location restaurants, strip malls, convenience stores, rural customers, and "mom and pop" restaurant/groceries.

The overall program budget was initially \$7.7 million and, after budget shifts, totaled \$7.6 million. The program spent about 90 percent of its budget, or \$6.9 million.

1.2 MARKET BARRIERS

The program seeks to reduce information-related market barriers by offering customers cumulative exposure to measure-specific information. Through its educational seminars, technology demonstrations, and technology showcase environments, the program is designed to reduce four key market barriers to adopting energy-efficient measures, as described in Table 1-1.

**Table 1-1
Energy-Efficiency Measure Market Barriers Addressed by the Program¹**

| Barrier | Barrier Description | Program Intervention |
|-------------------------|---|---|
| Information Costs | There are costs associated with identifying energy-efficiency products and accessing technical information | The program provided: <ul style="list-style-type: none"> • Credible advocacy and information on a range of energy-efficiency products • A convenient, centralized location and flexible schedule of seminars |
| Performance Uncertainty | Difficulties arise in evaluating the claims about the benefits of energy-efficiency products | The program provided: <ul style="list-style-type: none"> • Objective information, on-site demonstrations, and technical support |
| Information Asymmetry | End-users face difficulties in evaluating the claims by salespeople for energy-efficiency products because the sellers may have more information and/or incentives to mislead customers | The program provided: <ul style="list-style-type: none"> • Unbiased, cutting-edge information on new technologies |
| Bounded Rationality | Decisions are not always entirely rational, and individuals tend to remain with the status quo even though their stated goals would indicate otherwise | The program provided: <ul style="list-style-type: none"> • Individualized information provided by knowledgeable instructors in an interactive environment to give customers the impetus to depart from the status quo • Objective information and on-the-spot technical support |

¹We adapted the program theory developed for SCE's energy centers (CTAC and AGTAC) as part of the 1999 market effects study (KEMA-XENERGY) for the 2002 statewide program.

1.3 EVALUATION OBJECTIVES AND APPROACH

The overall study objective was to evaluate program performance and effectiveness at achieving program objectives as well as provide feedback and corrective guidance. The evaluation results are intended to feed program planning, improve program design and implementation, and ultimately, improve future program performance.

Specifically, the evaluation was designed to:

- Measure program effectiveness and test program theory assumptions
- Provide ongoing feedback and corrective guidance regarding program design and implementation.

Our approach to addressing the study objectives is outlined in Table 1-2. As shown, the study included both an assessment of program effectiveness and a process evaluation, which were supported by a participant survey, a target market survey, in-depth interviews with program staff, and a review of program filings and materials.

Table 1-2
Study Objectives and Approach

| Study Component | Study Objective | Approach | Research Activities |
|---|--|--|--|
| Program Effectiveness Assessment | Measure program effectiveness and test program theory assumptions | <ul style="list-style-type: none"> • Evaluate changes in participant awareness and behaviors • Determine program awareness among the target audience • Evaluate the effectiveness of the program in overcoming the relevant market barriers | <ul style="list-style-type: none"> • Conduct a telephone participant survey with a sample of 346 seminar attendees from 2002 • Conduct a telephone target market survey with a sample of 1,049 nonresidential customers located within driving distance of the centers |
| Process Evaluation | Provide ongoing feedback and corrective guidance regarding program design and implementation | <ul style="list-style-type: none"> • Assess the effectiveness of the program implementation strategies and marketing efforts • Determine the benefits from statewide coordination of the program | <ul style="list-style-type: none"> • Utilize the participant survey results • Utilize the target market survey results • Review program filings and materials such as marketing collateral, seminar coursework, and schedules • Conduct in-depth interviews with program staff |

1.4 CONCLUSIONS

1.4.1 Program Effectiveness

This assessment used the results from the participant survey to measure indicators of program effectiveness. About 350 telephone surveys were conducted in the summer of 2003 with 2002 program seminar attendees in support of both the program effectiveness assessment and the process evaluation.

The program effectiveness assessment consisted of a three-pronged approach. First, to test the program theory, we assessed the strength of the linkages between program seminars attendance and the reduction of relevant market barriers. Next, we presented evidence of reduced market barriers as a result of attending the program's seminars. Finally, we determined the program's effectiveness in increasing the adoption of energy-efficiency measures and inducing behavioral changes.

The participant survey results indicated that **the program’s seminars are effective in reducing the relevant market barriers, including information costs, performance uncertainty, and information asymmetry.** Furthermore, the survey results provided evidence that **the program reduced the relevant market barriers for the majority of its attendees, resulting in changes in behavior for well over half of participants.** These changes included purchasing higher efficiency equipment and improving operation and maintenance of equipment. Likewise, most participants reported that future purchase decisions would be influenced by the program. In cases where respondents reported that the program was not influential in their behavior, the results suggest that the program indirectly emphasized and reinforced existing knowledge and supported the continuation of energy-efficient practices.

1.4.2 Program Target Market

The target market analysis was intended to determine the influence of the program on its target audience in terms of awareness, prior participation, and interest in participating in the future. For the purposes of this study, the target market is defined as a geographic area surrounding each center equal to a reasonable driving distance. During the summer of 2003, we conducted about 1,000 telephone surveys with nonresidential customers located within each of the centers’ target markets.

While the program effectiveness assessment focuses on the program’s impact on 2002 seminar participants, the target market assessment expands the scope of analysis to the program’s target audience. This analysis attempts to answer the following questions: What percentage of the target market is aware of the program? What is the extent of prior participation among the target audience? How much interest exists among the target market for using the program’s services?

The target market survey results suggested the following results:

- **There remains a significant untapped market for participants,** with more than half of the target market unaware of the program and historic participation rates of less than 10 percent of the target market.
- However, once informed about the program, **upwards of half of the target market is interested in using the program’s services in the future.**
- The most significant barrier to increasing participation is awareness, with one-half of the target market unaware of the program. The **other major barriers to participation include concerns about the relevance of the seminars to the specific customer’s situation and lack of time,** cited by one-quarter and one-eighth of the target market, respectively.

1.4.3 Process Evaluation

The process evaluation provides feedback and guidance regarding program design and implementation. We assessed the effectiveness of the program’s implementation strategies and marketing efforts using both the participant and target market survey results, combined with our

review of program filings and materials. In-depth program staff interviews added to our understanding of the program and helped to identify where the program is particularly effective and where it could be improved.

Administration and Coordination

We found that administration and coordination of the program are effective. The programs are administered locally at the center level, with each center operating efficiently with staff members often fulfilling multiple roles, including planning, marketing, and technical services. The program benefits from a high rate of staff retention and effective local communication and coordination. Maintaining contact with corporate decision-making (since the centers, with the exception of SDG&E, are geographically apart from their respective utility headquarter buildings) can sometimes prove challenging, although this has improved over the years. Statewide coordination has benefited this program in particular, resulting in seminar development cost savings and expanded seminar offerings.

Marketing and Tracking

The program has consistently relied on prior participants as the foundation of its marketing list, with partnerships with associations and industry experts also providing links to wider target audiences. Most participants heard about the seminar they attended through a brochure they received in the mail, and this approach continues to be the preferred method for informing prior attendees about upcoming seminars.

There is some evidence to suggest that the program is not currently tracking all participants and seminars electronically. The program could improve its tracking capabilities to increase the effectiveness of marketing efforts and to improve its ability to report on its accomplishments and conduct evaluations.

Hard-to-Reach Goals

The utilities began tracking HTR customer participation for the first time in 2002, although these customer segments have always been included in the program's target audience. The program defined HTR participation based on either the seminar or seminar attendee location, using the California Public Utilities Commission's definition for HTR as a starting point for developing a working definition tailored to each center. The HTR definitions developed for the 2002 program are not consistent statewide. However, it should be noted that it is difficult for this program to collect accurate and complete data on attendees. Since attendees do not have to be customers of the sponsoring utility, the program must solicit HTR data from participants as part of the optional customer satisfaction form they provide at the end of the seminar. Therefore, any statewide definition that includes tracking of criteria beyond geographic HTR (which is easily tracked using attendee address) should be flexible so that the utilities are not negatively impacted with respect to meeting HTR goals due to incomplete attendee information.

Reliance on the geographic HTR criterion may not be appropriate given that seminars are conducted at physical energy centers with fixed locations.³ While the program offers a limited number of seminars off site to reach remote areas of the state, the core program relies on seminars conducted at the energy centers to take advantage of the permanent displays and demonstrations.

Customer Satisfaction

Almost all participants were very or extremely satisfied with the seminars they attended and found them to be very or extremely useful. The most commonly cited reason for being dissatisfied with the program was that the seminar was “average” or “not applicable to my situation” (cited by 5 percent of participants). Very few respondents provided ways to improve the program, with the majority of respondents saying the program was “fine as-is” and did not need improving.

1.5 RECOMMENDATIONS

Below, we provide recommendations based on the study conclusions for improving the program design and performance.

- **Emphasize in program marketing materials the program’s attributes that participants respond to most favorably, i.e., its credibility and objectivity and use of hands-on demonstrations.**

These research results suggested that the program’s reputation, credibility, and objectivity as well as the hands-on demonstrations and interactivity are the main reasons customers attend seminars. These attributes should be emphasized in marketing materials.

- **Continue and expand statewide coordination.**

The centers have benefited from statewide collaboration by increasing the number of new seminars offered at reduced cost. Moreover, by sharing marketing databases where the centers serve an overlap target audience (e.g., CTAC and ERC and AGTAC and ETC), the centers have greatly expanded their marketing capabilities. The program should continue and expand these efforts to improve its technical offerings and its marketing capabilities.

- **Ensure that the program is adequately staffed with the appropriate personnel.**

There was some evidence that some of the centers lack staff, especially technically skilled staff. Ensuring adequate resources is important to maximizing the effectiveness of the program.

- **Improve tracking of seminar participants.**

³ SDG&E does not have a physical center and instead offers seminars throughout its territory. SDG&E does not use the geographic criterion for tracking HTR goals due to the small size of its territory.

The program could improve upon its tracking of seminar participants to support marketing, evaluation, and reporting efforts. We found that while upwards of 90 percent of seminar attendees were comprehensively tracked in 2002, tracking functions could be improved.

- **Develop a consistent HTR definition that is not limited to geographic HTR criteria.**

As the utilities continue to coordinate the program statewide, they should consider collaborating on how they define, track, and report on HTR attendance. A consistent definition of an HTR participant, not limited to geographic location of attendee or seminar, should be developed and instituted on a statewide basis. The utilities should begin tracking HTR attendance to determine a baseline level of HTR participation. This baseline information could then be used to develop appropriate center-specific HTR attendance goals in the future. Existing efforts to expand participation to HTR segments should be continued and expanded to address the CPUC goal of serving HTR customers.

- **Continue and expand existing marketing efforts to increase awareness of the program among the target audience.**

Less than half the target market is currently aware of the program and its services. There remains potential for increasing program participation by addressing the most important participation barrier, lack of awareness. The target market survey results suggested that a very high percentage of “aware” customers had used the program’s services in the past, suggesting that once aware of the program, customers may be likely to use its services.

Methods for increasing awareness include expanding existing market efforts (e.g., tracking of prior participants and using Dunn and Bradstreet Market Place data to target market certain seminars) and further collaborating statewide on the sharing of market databases and successful marketing methods. Many of the centers have close relationships with trade allies such as professional associations and trade organizations. The utilities should leverage these relationships statewide so that all of the centers benefit.

Participant tracking databases are being continuously improved, and there remains the potential for further leveraging the information from prior participants. For example, the utilities are adding functionality to their tracking systems to record business type, size, HTR characteristics, etc., in order to expand their target marketing capabilities. These practices should be considered statewide, and the utilities should collaborate on the effectiveness of target marketing.

- **Ensure that marketing efforts address customers’ concerns about the potential relevance of the program’s seminars.**

Most customers located in the program’s target market are interested in using the program’s services. However, about one-quarter of target market customers are concerned that the program’s services may not be directly applicable to them. There is evidence to suggest that,

among participants, this concern is present but not as prevalent—with 5 percent of participants unsatisfied with the seminar they attended because they felt it was not relevant to their specific situation.

The utilities might consider conducting further research to determine if there are seminar topics that are not being offered or changes to existing seminars that could increase their appeal to the target audience. One of the centers has conducted focus groups periodically to evaluate new seminar concepts. Conducting focus groups might help to tease out more specifics from uninterested customers since telephone surveys are limited in their ability to probe deeply on specific issues. The program was less successful in providing customized information to address the bounded rationality market barrier, and qualitative research could provide an opportunity for probing how the program might more effectively address this market barrier.

- **Address customers' time constraints through marketing and program design.**

The third most significant barrier to expanding program participation is customers' lack of time. While this barrier may be very difficult to address given the inherent nature of the program, marketing strategies and program design should be examined to ensure that the program is being promoted effectively to customers with time constraints. For example, more seminars could be offered during off-peak traffic times and could be marketed as such. Likewise, certain seminars that provide benefits to customers with only one visit could also be strategically marketed to address customers who do not attend due to time constraints.

This barrier could also be explored through qualitative research to determine whether customers who say they “do not have enough time” to participate could benefit from the program. That is, certain customer segments may have time but do not perceive enough benefits from participating to warrant their time, e.g., customers who do not pay their energy bills or who have very low fixed energy bills. These customers should probably not be targeted by the program. However, customers who could benefit from the program but perceive that they cannot afford to spare staff or their own time to attend seminars could be probed to determine how best to address their needs. For example, the program might be able to expand its off-site seminars to reduce travel time. Or the program could offer mini-seminars or traveling demonstrations to disseminate information to customers who could never make the time commitment for a regular seminar.

- **Incorporate PG&E's PEC and the nonresidential seminars that the ETC offers into the Statewide program evaluation.**

Currently, PG&E's PEC is considered a local program and, as such, it is evaluated separately from the Statewide program. Both the PEC's services and its target audience are very similar to those of the Statewide program and, accordingly, the Statewide program evaluation would benefit from broadening its scope to include the PEC and the nonresidential seminars offered by the ETC.

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2.1 PROGRAM OVERVIEW

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The program initially projected 377 seminars and ultimately conducted 444 seminars, with more than 7,000 nonresidential utility customers attending. Likewise, the program exceeded its HTR goals. The overall program budget was initially \$7.7 million and, after budget shifts, totaled \$7.6 million. The program spent about 90 percent of its budget, or \$6.9 million.

¹ PG&E has a second energy center, the Pacific Energy Center (PEC). The PEC's 2002 activities were assessed by a separate evaluation because PG&E funds the PEC as a local program. The scope of this evaluation includes all utility centers that are funded by the Statewide Education, Training and Services Program. Note that the ETC offers some commercial and industrial seminars as part of the PEC program's HTR initiatives. This evaluation covers the ETC's residential contractor-focused seminars only.

² The CPUC defined HTR nonresidential customers based on the following segments: renters, small businesses, local chain/single-location restaurants, strip malls, convenience stores, geographic location, and "mom and pop" restaurant/groceries. The program defined HTR customers primarily based on geographical location.

2.2 EVALUATION OBJECTIVES AND APPROACH

The overall study objective was to evaluate program performance and effectiveness at achieving program objectives as well as provide feedback and corrective guidance. The evaluation results are intended to feed program planning, improve program design and implementation, and ultimately, improve future program performance.

Specifically, the evaluation was designed to:

- Measure program effectiveness and test program theory assumptions
- Provide ongoing feedback and corrective guidance regarding program design and implementation.

Our approach to addressing the study objectives is outlined in Table 2-1. As shown, the study included both an assessment of program effectiveness and a process evaluation, which were supported by a participant survey, a target market survey, in-depth interviews with program staff, and a review of program filings and materials.

**Table 2-1
Study Objectives and Approach**

| Study Component | Study Objective | Approach | Research Activities |
|---|--|--|---|
| Program Effectiveness Assessment | Measure program effectiveness and test program theory assumptions | <ul style="list-style-type: none"> • Evaluate changes in participant awareness and behaviors • Determine program awareness among the target audience • Evaluate the effectiveness of the program in overcoming the relevant market barriers | <ul style="list-style-type: none"> • Conduct a telephone participant survey with a sample of 346 seminar attendees from 2002 • Conduct a telephone target market survey with a sample of 1,049 nonresidential customers located within driving distance to the centers |
| Process Evaluation | Provide ongoing feedback and corrective guidance regarding program design and implementation | <ul style="list-style-type: none"> • Assess the effectiveness of the program implementation strategies and marketing efforts • Determine the benefits from statewide coordination of the program | <ul style="list-style-type: none"> • Utilize the participant survey results • Utilize the target market survey results • Review program filings and materials such as marketing collateral, seminar coursework and schedules • Conduct in-depth interviews with program staff |

The following subsections describe in more detail the research activities that were conducted in support of this evaluation.

2.2.1 Participant Survey

The participant survey was designed to assess the effectiveness of the program in increasing market demand for and market adoption of energy-efficiency measures. It was also intended to

evaluate participant satisfaction with the program. The survey results were used to support both the assessment of program effectiveness and the process evaluation.

Specifically, the participant survey addressed the extent to which seminar attendees:

- Have increased their interest in, awareness of, and knowledgeability about energy-efficient equipment; if so, what components of program's seminars were most informative
- Have been influenced by the seminars to consider and/or purchase and install energy-efficiency equipment; if so, what components of seminars were most important
- Have experienced an increased ability to assess their equipment needs as well as acquire and understand the necessary information to successfully negotiate an equipment purchase; if so, what components of the seminars were most helpful
- Have experienced a decline in their concerns about how energy-efficient equipment will perform as a result of the seminars; if so, what components of the seminars were most useful
- Were satisfied with the seminars and had suggestions for improvement.

We conducted 346 telephone surveys with attendees of seminars and workshops offered by each of the utilities in 2002.³ Approximately 70 participants from each center were surveyed. We developed a participant sample frame using 2002 seminar attendee lists provided by the utility program managers. The sample frame was stratified by market segment, which was assigned based on the type of seminar attended (e.g., lighting, HVAC, Title 24, etc.). A modified proportional sample allocation was specified to ensure a minimum number of survey completions by segment.

The telephone survey was administered during the months of July and August 2003 by an experienced survey research firm, which was selected as a result of a competitive bid process.

2.2.2 Target Market Survey

The target market survey was designed to determine the influence of the program on its target audience. The survey results were used to support both the assessment of program effectiveness and the process evaluation.

In particular, the survey assessed whether the target market audience:

- Is aware of the program

³ While this might be considered a narrow interpretation of participants since the program offers other services, we were restricted by the availability of program participant tracking data.

- Is aware of specific services offered by the program (e.g., seminars focused on energy-efficient technologies and building design principles)
- Has participated in program activities
- Would be interested in participating in program activities in the future (or, if not, why not).

We conducted 1,049 telephone surveys with nonresidential customers located within the program's target market. A customer was defined as being part of the program's target market if they were located within a reasonable driving distance to one of the centers. For SDG&E, the target market was assumed to be the entire service territory due to the compact size of the territory and the various locations throughout the territory that seminars are conducted. For the physical centers, we worked with program staff and reviewed prior evaluation results⁴ to determine the reasonable driving distance for each center.

We developed two sample frames for each target market area, one for end-use customers and another for upstream market actors.^{5, 6} The end-user sample frame was developed using a combination of utility nonresidential customer information system data and a list of ZIP codes for each of the four geographic target markets. The target market ZIP code lists were created using the geographic information system (GIS) software Arcview GIS. The upstream market actor sample frame was generated using Dunn & Bradstreet Market Place Data 2003 and the target market ZIP code list. Both the end-user and upstream market actor sample frames were stratified by business segment and size. A modified proportional sample allocation was specified to ensure a minimum number of survey completes for each stratum.

The target market survey was conducted in two phases from June–September 2003. The first phase was coordinated with a survey that Quantum Consulting implemented in support of three concurrent nonresidential program evaluations. We essentially added our questions to their survey, which was conducted with a representative sample of nonresidential end-use customers statewide. The second phase of the survey was a stand-alone effort, also implemented by Quantum Consulting, that attempted to reach additional end-use customers and a sample of upstream market actors.

⁴ CTAC Market Effects Study (1998) by Hagler Bailly, Inc. and CTAC and AgTAC Market Effects Study (2000) by KEMA-XENERGY.

⁵ Upstream market actor refers to a customer segment whose business activities are conducted in support of other businesses, such as engineers, architects, designers, and building contractors. Their needs differ from end-use customers, who typically attend seminars to learn how about using energy-efficient technologies in their business. Upstream market actors typically attend seminars to understand how energy-efficient technologies can help them improve their business through the specification and/or endorsement of such products to end-use customers.

⁶ For the PG&E ETC, we did not develop an end-user sample frame because the Center's seminars that were being evaluated as part of this effort targeted only upstream market actors, specifically residential contractors. A separate evaluation addressed PG&E seminars offered by the ETC targeted to nonresidential upstream market actors and nonresidential end-use customers.

2.2.3 Program Staff Interviews and Materials Review

We conducted in-depth program staff interviews and reviewed program filings and materials in support of the process evaluation and to guide the participant and target market survey approaches. One of the first evaluation steps was to review program implementation plans and quarterly reports and to request a variety of program collateral, including marketing materials and seminar coursework and attendee lists. The review of the program filings provided a deeper understanding of the program's objectives, accomplishments, and key implementation strategies. The program materials review facilitated the development of a practical understanding of program offerings, target market, and program marketing strategies.

To supplement our understanding of the program, we conducted either on-site or telephone interviews with core program staff at each of the centers in May, 2003; telephone surveys were conducted with center staff in the cases where the evaluators had already interviewed staff and toured center facilities as part of prior evaluations.⁷ The interviews clarified program objectives, determined staff roles and responsibilities, identified potential program process issues, and explored statewide coordination and HTR targeting activities.

2.3 REPORT ORGANIZATION

The remainder of this report is organized as follows:

- Section 3: Program Description
- Section 4: Program Effectiveness
- Section 5: Target Market Assessment
- Section 6: Process Evaluation
- Section 7: Conclusions
- Appendix A: Survey Methodologies
- Appendix B: Participant Survey Questionnaire
- Appendix C: Target Market Survey Questionnaire
- Appendix D: Program Staff Interview Guide
- Appendix E: Participant Survey Cross-Tabulations
- Appendix F: Target Market Survey Cross-Tabulations
- Appendix G: Catalog of 2002 Seminars.

⁷ The evaluators participated in program manager interviews at CTAC and AGTAC in 1999 as part of the 1999 market effects evaluation of both Centers. The evaluators also conducted an interview and a facility tour with PG&E's staff at the ETC in 2001 as part of a process evaluation of PG&E's Low Income Energy Efficiency program.

This section presents a detailed description of the 2002 Statewide Education, Training and Services Program. First, we provide a brief background section, followed by a description of program objectives and approach. Then we discuss the market barriers that the program is designed to reduce. The section concludes with a discussion of program goals and accomplishments. We used a combination of program filings (i.e., 2002 implementation plans and quarterly reports), program manager interviews, and prior evaluation reports to develop this program description.

3.1 BACKGROUND

The 2002 Statewide Energy Efficiency and Training Program promotes energy efficiency to a variety of customer segments through energy centers (physical and virtual) and other informational programs. Three of the four utilities possess physical energy centers, Pacific Gas and Electric (PG&E), Southern California Edison (SCE) and Southern California Gas (SCG). San Diego Gas & Electric (SDG&E) offers energy-efficiency classes to its customers using other utility facilities or non-utility sites.

PG&E has two energy centers: the Pacific Energy Center (PEC),¹ located in downtown San Francisco, and the Energy Training Center (ETC), located in Stockton. This evaluation addresses the ETC's activities. The ETC offers residential contractors, building inspectors, architects, engineers and home designers an opportunity for hands-on instruction in the proper use, installation, maintenance and testing of energy-efficient windows, insulation materials, as well as heating, ventilation and air conditioning (HVAC) systems. The facility includes a detached 1,500-square-foot display home, classrooms, HVAC display labs, a demonstration mobile home, a home interior display, a computer lab, and meeting and conference space for up to 70 participants.

SCE also has two energy centers: CTAC and AGTAC. CTAC is located in central Los Angeles County (Irwindale), serving primarily commercial and industrial customers from end-use to design and engineering. AGTAC is located in the San Joaquin Valley (Tulare) and primarily serves the agricultural community in addition to commercial and industrial customers in the region.

SCG has one center, the Energy Resource Center (ERC), which is located in Downey. The ERC serves as a showcase for the latest energy-efficient and sustainable technologies. The ERC

¹ The PEC program year 2002 activities were assessed by a separate evaluation because PG&E funds the PEC as a local program. The scope of this evaluation includes all utility centers that are funded by the Statewide Education, Training and Services Program. Note that the ETC offers some commercial and industrial seminars as part of the PEC program's hard-to-reach initiatives. This evaluation covers the ETC's residential contractor-focused seminars only.

primarily serves commercial and industrial customers and contractors, architects, and engineers, offering seminars targeted to the food service industry, to commercial and industrial facility managers, and to new construction market actors.

SDG&E offers energy-efficiency classes to its commercial and industrial customers using other facilities and non-utility sites located in its territory. SDG&E offers new construction seminars to its customers as well; however, these seminars are not part of the Statewide program and are not addressed by this evaluation.

3.2 PROGRAM OBJECTIVES

The Statewide Education, Training and Services Program is designed to collect, transfer, research, evaluate, demonstrate, and showcase energy-efficiency concepts, technologies, and products for manufacturers, businesses, researchers, educational institutions, and the general public. The program's objectives are to:

1. **Disseminate information about energy-efficient equipment and practices** to utility customers for the purpose of assisting them to reduce energy usage, lower their bills, reduce operation and maintenance costs, and improve their productivity
2. **Provide services to a variety of market actors, architects, engineers, distributors, and contractors** who use information and tools to design more efficient buildings or processes and to conduct energy-efficiency retrofits and renovations
3. **Support other utility energy-efficiency programs** through the distribution of incentive and financing program promotional materials, providing field support, seminars, displays, equipment demonstrations, and face-to-face contact with customers in a variety of venues, which can include trade shows and community meetings.

3.3 PROGRAM APPROACH

The 2002 program relied on core seminars and workshops that are offered to customers each year, focusing on energy-efficiency basics and more advanced topics for HVAC and lighting. The program also disseminated information about energy-efficiency technologies and practices at the center facilities with displays, demonstrations, technical consultants, facility presentations, fact sheets, and brochures. The utilities continued to leverage community organizations and local government and trade associations to gain access to a wider audience.

The 2002 program placed a special emphasis on increasing the participation of hard-to-reach (HTR) customers by targeting a specific number of HTR seminars/events or a certain percentage of HTR seminar attendees. Prior statewide collaborative efforts were also expanded in 2002.

3.3.1 Seminars

The following tables list the energy-efficient seminars offered by each of the centers in program year 2002. As stated previously, the program year officially began on April 1, 2002. We created the following catalog of seminars using lists of participants, seminar calendars, and utility program staff feedback that we obtained during the participant sample frame development process.² Table 3-1 presents the seminars that AGTAC offered; Table 3-2 lists those for CTAC; Table 3-3 shows ETC's; Table 3-4 gives ERC's; and Table 3-5 presents SDG&E's.

Note that Appendix G contains a comprehensive list of seminars offered in 2002, organized by seminar category, including instructor and seminar target audience where available.

Table 3-1
AGTAC Seminars Offered in Program Year 2002

| Seminar name | Date | Time | Number of attendees | Seminar category |
|--|------------|-------------|---------------------|------------------------|
| Instrumentation and Sensors Workshop | 05/08/2002 | 8am-4pm | 3 | Water/wastewater |
| Introduction to Drip/Micro Irrigation System Design | 05/14/2002 | 8am-10:30am | 13 | Irrigation/Pumps/Wells |
| Chemigation and Legal Requirements Compliance | 06/11/2002 | 8am-12pm | 19 | Irrigation/Pumps/Wells |
| Basic Lighting Workshop | 06/19/2002 | 8am-4pm | 5 | Lighting |
| Commercial Industrial Lighting | 06/19/2002 | | 5 | Lighting |
| Basic HVAC Workshop | 06/20/2002 | 8am-4pm | 7 | HVAC |
| Industrial Ammonia Refrigeration | 06/25/2002 | 8am-4pm | 3 | Refrigeration |
| Introduction to Well and Deep Well Turbine Pump Design | 07/09/2002 | 8am-3pm | 47 | Irrigation/Pumps/Wells |
| Skylighting for Commercial & Industrial Buildings | 07/15/2002 | 9am-12pm | 4 | Process |
| Introduction to Pumping Plant Design | 08/15/2002 | 8am-12pm | 13 | Irrigation/Pumps/Wells |
| Packaged HVAC Workshop | 08/21/2002 | 8am-4pm | 10 | HVAC |
| Compressed Air Workshop | 08/22/2002 | 9am-4pm | 14 | Process |
| Frost Protection Systems | 09/10/2002 | | 10 | Irrigation/Pumps/Wells |

² Where the number of seminar attendees is missing, the utility was unable to locate the seminar attendee list.

Table 3-1, continued
AGTAC Seminars Offered in Program Year 2002

| Seminar name | Date | Time | Number of attendees | Seminar category |
|--|-------------|-------------|----------------------------|----------------------------------|
| Technology Review Workshop | 09/17/2002 | 8am-4pm | 11 | Basics/General EE |
| Efficient Technologies for Commercial Refrigeration | 09/18/2002 | 8am-4pm | 21 | Refrigeration |
| Instrumentation and Sensors Workshop | 10/24/2002 | 8am-4pm | 9 | Water/wastewater |
| Motors and ASDs | 10/30/2002 | 8am-4pm | 45 | Motors |
| Matching Pump Capacity to Irrigation System Demand | 11/14/2002 | 8am-1pm | 22 | Irrigation/Pumps/Wells |
| Collaborative for High Performance Schools | 12/03/2002 | 1pm-4:30 pm | 16 | High-performance/Green buildings |
| High Performance Duct Systems and 2001 Residential Energy Standards Overview | 12/12/2002 | 8am-1pm | 15 | HVAC |

**Table 3-2
CTAC Seminars Offered in Program Year 2002**

| Seminar name | Date | Time | Number of attendees | Seminar category |
|--|-------------|----------------|----------------------------|----------------------------------|
| California Conservation Corps Lighting Set | 04/08/2002 | | 11 | Lighting |
| Lighting Fixture Maintenance Workshop | 04/09/2002 | 8:30am-3pm | 28 | Lighting |
| Hibay Lighting | 04/11/2002 | 9am-1pm | 68 | Lighting |
| Express Efficiency Vendor Kick Off and Fair | 04/15/2002 | | 178 | Basics/General EE |
| Lighting Fixture Maintenance Workshop | 04/16/2002 | | 31 | Lighting |
| Advanced Food Service Refrigeration | 04/18/2002 | 9am-12pm | 68 | Food |
| Advanced Lighting Technologies | 04/23/2002 | | 19 | Lighting |
| Lighting Controls for Energy Management | 04/23/2002 | 9am-1:30 pm | 27 | Lighting |
| High Performance Commercial Building Facades Roundtable | 04/29/2002 | 9am-1pm | 28 | High-performance/Green buildings |
| High Performance Commercial Building Facades Roundtable | 04/29/2002 | 1pm-4pm | 60 | High-performance/Green buildings |
| Electric Motors & Adjustable Speed Drives | 05/07/2002 | 8:30am-4:30 pm | 59 | Motors |
| Association of Professional Energy Managers- Spring Energy Forum | 05/08/2002 | 9am-1pm | 68 | Basics/General EE |
| Commercial & Industrial Lighting | 05/08/2002 | 8:30am-12pm | 23 | Lighting |
| Basic Heating, Ventilation & Air Conditioning (HVAC) | 05/09/2002 | 8:30am-12pm | 37 | HVAC |
| Energy Management Systems (EMS) | 05/09/2002 | 8:30am-4:30 pm | 22 | HVAC |
| Compressed Air Systems | 05/14/2002 | 8:30am-4:30pm | 13 | Process |
| Lighting Retrofit Strategies & Project Management Techniques | 05/15/2002 | 8:30am-3:30pm | 21 | Lighting |
| Lighting for Offices and Schools | 05/16/2002 | 9am-1pm | 41 | Lighting |
| Pumping System Assessment | 05/16/2002 | 8:30am-3:30pm | 64 | Irrigation/Pumps/Wells |

Table 3-2, continued
CTAC Seminars Offered in Program Year 2002

| Seminar name | Date | Time | Number of attendees | Seminar category |
|--|-------------|----------------|----------------------------|-------------------------|
| Industrial Maintenance | 05/22/2002 | 8:30am-4pm | 34 | Basics/General EE |
| California Conservation Corps Lighting Set | 05/28/2002 | | 12 | Lighting |
| Owning & Operating an Efficient Cooling Tower | 05/30/2002 | 8:30am-4:30 pm | 30 | HVAC |
| Refrigeration Vendor Event | 06/04/2002 | 9am-12pm | 17 | Refrigeration |
| EE Vendor Rebate - Cathedral City | 06/19/2002 | | 23 | Basics/General EE |
| Lighting & Daylighting for Architects & Designers | 06/19/2002 | | 24 | Lighting |
| Commercial & Industrial Lighting | 06/25/2002 | 8:30am-12pm | 5 | Lighting |
| Commercial and Industrial Lighting Offsite Mammoth | 07/02/2002 | 8am- 12:15pm | 3 | Lighting |
| Faith Based Organization Program Offsite Ridgecrest | 07/02/2002 | 8am-12:15pm | 12 | Basics/General EE |
| Efficient Technologies for Commercial Refrigeration | 07/09/2002 | 8:30am-4:30pm | 24 | Refrigeration |
| Basic Heating, Ventilation & Air Conditioning (HVAC) | 07/10/2002 | 8:30am-4:30am | 31 | HVAC |
| Commercial and Industrial Lighting Offsite Mammoth | 07/12/2002 | | 11 | Lighting |
| California Conservation Corps Lighting Set | 07/15/2002 | | 12 | Lighting |
| Chilled Water Systems | 07/16/2002 | 8:30am-4pm | 30 | HVAC |
| EE Training - Thousand Oaks | 07/16/2002 | | 8 | Basics/General EE |
| California Conservation Corps Lighting Set | 07/22/2002 | | 13 | Lighting |
| EE Vendor Training - Victorville | 07/23/2002 | | 1 | Basics/General EE |
| Lighting Fixture Maintenance Workshop | 07/24/2002 | 8:30am-3pm | 34 | Lighting |
| Non Profit Energy Forum | 07/24/2002 | | 21 | Basics/General EE |
| Industrial Maintenance | 07/31/2002 | 07/31/2002 | 24 | Basics/General EE |
| Commercial & Industrial Lighting | 08/06/2002 | 8:30am-12pm | 11 | Lighting |

Table 3-2, continued
CTAC Seminars Offered in Program Year 2002

| Seminar name | Date | Time | Number of attendees | Seminar category |
|---|-------------|----------------|----------------------------|----------------------------------|
| Technology Update | 08/06/2002 | 8:30am-12:30pm | 16 | Basics/General EE |
| Building Sustainable Libraries | 08/13/2002 | 8:30am-2pm | 63 | High-performance/Green buildings |
| Successful Merchandising with Efficient Lighting | 08/14/2002 | 8:30am-12:30pm | 17 | Lighting |
| Sustainable Building | 08/21/2002 | | 46 | High-performance/Green buildings |
| Lighting & Daylighting for Architects & Designers | 08/28/2002 | 8:30am-12:30pm | 27 | Lighting |
| Energy Audits & Management for Foodservice | 09/05/2002 | 9am-12pm | 34 | Food |
| Industrial Refrigeration | 09/11/2002 | 8:30am-4:30pm | 30 | Refrigeration |
| New Energy Technology Series | 09/12/2002 | 9am-12pm | 30 | Basics/General EE |
| Hibay Lighting | 09/17/2002 | 9am-12pm | 50 | Lighting |
| Design Strategies for High Performance Glass | 9/19/2002 | 9am-12pm | 19 | High-performance/Green buildings |
| Air Handling Systems | 09/25/2002 | 8:30am-4:30pm | 46 | HVAC |
| Commercial and Industrial Lighting - Kern River Valley | 10/03/2002 | 8am-12pm | 7 | Lighting |
| EE Lighting for Foodservice | 10/03/2002 | 9am-12pm | 47 | Food |
| How to Manage your Business' Energy Costs - Victorville | 10/11/2002 | 8am-1pm | 16 | Audits |
| Building Operator Certification (BOC) | 10/22/2002 | | 29 | Basics/General EE |
| 9th Annual Water Conference | 11/01/2002 | 8:30am-2pm | 62 | Water/wastewater |
| Compressed Air Systems | 11/06/2002 | 8:30am-4pm | 24 | Process |
| Package Unit Heating, Ventilation & Air Conditioning (HVAC) | 11/13/2002 | 8:30am-4pm | 63 | HVAC |

Table 3-2, continued
CTAC Seminars Offered in Program Year 2002

| Seminar name | Date | Time | Number of attendees | Seminar category |
|--|-------------|----------------|----------------------------|-------------------------|
| Skylighting for Commercial & Industrial Buildings | 11/19/2002 | 8:30am-2pm | 23 | Lighting |
| Lighting Fixture Maintenance Workshop | 11/21/2002 | 8:30am-3pm | 27 | Lighting |
| EE Lighting Systems & Controls (Victor Valley College) | 11/22/2002 | 8:30am-1pm | 23 | Lighting |
| Building Operator Certification (BOC) | 11/26/2002 | | 26 | Basics/General EE |
| Lighting Fixture Maintenance Workshop | 12/04/2002 | | 24 | Lighting |
| High Intensity Discharge (HID) Lighting | 12/05/2002 | 1pm- 8:30pm | 12 | Lighting |
| Energy Management Systems (EMS) | 12/10/2002 | 8:30am-4pm | 23 | HVAC |
| How to Manage your Business's Energy Costs | 12/12/2002 | 8:30am-12:30pm | 10 | Audits |
| Building Operator Certification (BOC) | 12/17/2002 | | 21 | Basics/General EE |

**Table 3-3
ETC Seminars Offered in Program Year 2002**

| Seminar name | Date | Time | Number of attendees | Seminar category |
|---|--------------|-------------|----------------------------|-------------------------|
| Duct Installation Standards | 04/08/2002 | 1pm-5pm | 6 | Title 24 |
| HVAC Quality Installation | 04/16/2002 | 9am-5pm | 15 | HVAC |
| House as a System | 4/17-19/2002 | 9am- 5pm | 9 | Basics/General EE |
| Equipment Sizing and Selecting | 04/22/2002 | 9am-5pm | 10 | Title 24 |
| Duct Design | 04/23/2002 | 9am-5pm | 6 | Title 24 |
| Zoning Loads and Duct Design | 04/24/2002 | 9am-5pm | 8 | Title 24 |
| Duct Installation Standards | 04/26/2002 | 9am-12pm | 12 | Title 24 |
| Biggest Energy Mistakes Made in Residential Construction | 04/29/2002 | 9am-5pm | 15 | Basics/General EE |
| HVAC Quality Installation | 05/02/2002 | 9am-5pm | 17 | HVAC |
| HVAC Quality Installation | 05/03/2002 | 9am-5pm | 15 | HVAC |
| Duct Installation Standards | 05/06/2002 | 1pm-5pm | 2 | Title 24 |
| Air Distribution Diagnostic Testing | 05/07/2002 | 9am-5pm | 4 | Title 24 |
| Equipment Sizing and Selecting | 05/08/2002 | 9am-5pm | 9 | Title 24 |
| Duct Design | 05/09/2002 | 9am-5pm | 10 | Title 24 |
| Zoning Loads and Duct Design | 05/10/2002 | 9am-5pm | 9 | Title 24 |
| Advanced AC/HP Diagnostic Tune-Up Overview | 05/21/2002 | 8:30am-5pm | 9 | HVAC |
| Advanced AC/HP Diagnostic Tune-Up Overview | 05/22/2002 | 8:30am-5pm | 19 | HVAC |
| Advanced AC/HP Diagnostic Tune-Up Overview | 05/23/2002 | 8:30am-5pm | 19 | HVAC |
| Duct Installation Standards | 06/10/2002 | 1pm-5pm | 4 | Title 24 |
| Residential Title 24 Duct Installation Standards & Diagnostic Testing | 06/11/2002 | 9am-5pm | 3 | Title 24 |
| Equipment Sizing and Selecting | 06/12/2002 | 9am-5pm | 5 | Title 24 |
| Duct Design | 06/13/2002 | 9am-5pm | 7 | Title 24 |

Table 3-3, continued
ETC Seminars Offered in Program Year 2002

| Seminar name | Date | Time | Number of attendees | Seminar category |
|--|-------------|-------------|----------------------------|-------------------------|
| High Performance Windows | 06/13/2002 | 9am-5pm | 4 | Basics/General EE |
| Zoning Loads and Duct Design | 06/14/2002 | 9am-5pm | 7 | Title 24 |
| Duct Installation Standards | 09/30/2002 | 1pm-5pm | 2 | Title 24 |
| Air Distribution Diagnostic Testing | 10/01/2002 | 9am-5pm | 5 | Title 24 |
| Equipment Sizing and Selecting | 10/02/2002 | 9am-5pm | 5 | Title 24 |
| Turn Trash into Cash | 10/02/2002 | 9:30am-4pm | 22 | Title 24 |
| HVAC Quality Installation | 10/08/2002 | 9am-5pm | 10 | HVAC |
| HVAC Quality Installation | 10/09/2002 | 9am-5pm | 5 | HVAC |
| Insulate Right | 10/10/2002 | 9am-3pm | 6 | Basics/General EE |
| Pool Filtration at Half the Cost | 10/16/2002 | 9am-5pm | 16 | Pool Pumping |
| High Performance Windows | 10/17/2002 | 9am-5pm | 18 | Basics/General EE |
| Equipment Sizing and Selecting | 10/21/2002 | 9am-5pm | 6 | Title 24 |
| Advanced AC/HP Diagnostic Tune-Up Overview | 10/22/2002 | 8:30am-5pm | 9 | HVAC |
| Duct Design | 10/22/2002 | 9am-5pm | 8 | Title 24 |
| Advanced AC/HP Diagnostic Tune-Up Overview | 10/23/2002 | 8:30am-5pm | 6 | HVAC |
| Air Distribution Diagnostic Testing | 10/24/2002 | 9am-5pm | 8 | Title 24 |
| Duct Installation Standards | 10/25/2002 | 9am-12pm | 13 | Title 24 |
| See the Heat | 10/29/2002 | 9am-5pm | 8 | Basics/General EE |
| 2002 Home Energy Efficiency Rebate Program | 10/30/2002 | 9am-10:30am | 2 | Basics/General EE |
| The Geoexchange Alternative | 10/30/2002 | 9am-5pm | 13 | HVAC |
| Equipment Sizing and Selecting | 11/04/2002 | 9am-5pm | 9 | Title 24 |
| Duct Design | 11/05/2002 | 9am-5pm | 9 | Title 24 |

Table 3-3, continued
ETC Seminars Offered in Program Year 2002

| Seminar name | Date | Time | Number of attendees | Seminar category |
|--|---------------|-------------|----------------------------|-------------------------|
| Pool Filtration at Half the Cost | 11/06/2002 | 9am-5pm | 20 | Pool Pumping |
| Zoning Loads and Duct Design | 11/06/2002 | 9am-5pm | 4 | Title 24 |
| Air Distribution Diagnostic Testing | 11/07/2002 | 9am-5pm | 7 | Title 24 |
| Principles of Energy | 11/07/2002 | 9am-4pm | 2 | Basics/General EE |
| Duct Installation Standards | 11/08/2002 | 9am-12pm | 4 | Title 24 |
| Advanced AC/HP Diagnostic Tune-Up Overview | 11/13/2002 | 8:30am-5pm | 5 | HVAC |
| Insulate Right | 11/13/2002 | 9am-3pm | 8 | Basics/General EE |
| Advanced AC/HP Diagnostic Tune-Up Overview | 11/14/2002 | 8:30am-5pm | 6 | HVAC |
| High Performance Windows | 11/14/2002 | 9am-5pm | 18 | Basics/General EE |
| HVAC Quality Installation | 11/14/2002 | 9am-5pm | 3 | HVAC |
| HVAC Quality Installation | 11/15/2002 | 9am-5pm | 8 | HVAC |
| Equipment Sizing and Selecting | 11/18/2002 | 9am-5pm | 8 | Title 24 |
| House as a System Overview | 11/18/2002 | 9am-5pm | 11 | Basics/General EE |
| Duct Design | 11/19/2002 | 9am-5pm | 10 | Title 24 |
| House as a System | 11/19-21/2002 | 9am-5pm | 6 | Basics/General EE |
| Zoning Loads and Duct Design | 11/20/2002 | 9am-5pm | 3 | Title 24 |
| Controlled Ventilation | 11/22/2002 | 9am-5pm | 19 | HVAC |
| Duct Installation Standards | 11/22/2002 | 9am-12pm | 7 | Title 24 |
| Biggest Energy Mistakes Made in Residential Construction | 11/25/2002 | 9am-5pm | 5 | Basics/General EE |
| Equipment Sizing and Selecting | 12/02/2002 | 9am-5pm | 7 | Title 24 |
| Duct Design | 12/03/2002 | 9am-5pm | 13 | Title 24 |
| Principles of Energy | 12/03/2002 | 9am-12pm | 7 | Basics/General EE |

Table 3-3, continued
ETC Seminars Offered in Program Year 2002

| Seminar name | Date | Time | Number of attendees | Seminar category |
|--|-------------|-------------|----------------------------|-------------------------|
| Zoning Loads and Duct Design | 12/04/2002 | 9am-5pm | 13 | Title 24 |
| Air Distribution Diagnostic Testing | 12/05/2002 | 9am-5pm | 9 | Title 24 |
| High Performance Windows | 12/05/2002 | 9am-5pm | 13 | Basics/General EE |
| Duct Installation Standards | 12/06/2002 | 9am-12pm | 9 | Title 24 |
| Advanced AC/HP Diagnostic Tune-Up Overview | 12/10/2002 | 8:30am-5pm | 32 | HVAC |
| Insulate Right | 12/10/2002 | 9am-3pm | 6 | Basics/General EE |

**Table 3-4
ERC Seminars Offered in Program Year 2002**

| Seminar name | Date | Time | Number of attendees | Seminar category |
|---|-------------|-------------|----------------------------|----------------------------------|
| Steam Efficiency Workshop | 4/3/2002 | | 57 | HVAC |
| ACCA Manual J Training | 4/10/02 | 9am-4pm | 23 | T24 |
| Snack Food Expo | 4/10/02 | | 47 | Food |
| ACCA Manual D Introduction | 4/11/2002 | 9am-4pm | 18 | T24 |
| ACCA Manual D Advanced | 4/12/02 | 9am-4pm | 14 | T24 |
| Equipment Operation and Maintenance | 4/17/02 | | 21 | Food |
| Hydronic System Sizing | 4/24/02 | 9am-12pm | 6 | T24 |
| Challenges of Catering | 4/25/02 | | 135 | Food |
| HVAC Diagnostics | 4/25/02 | | 4 | T24 |
| High Performance Ducts & AB970 Overview | 4/26/02 | 9am-1pm | 3 | T24 |
| ACCA Manual J Training | 5/1/02 | 9am-4pm | 7 | T24 |
| Title 24 Update: Nonresidential Standard | 5/1/02 | | 88 | T24 |
| ACCA Manual D Introduction | 05/02/2002 | 9am-4pm | 18 | T24 |
| ACCA Manual D Advanced | 5/3/02 | 9am-4pm | 3 | T24 |
| Combustion Seminar | 5/7/02 | 8am-1pm | 13 | Basics |
| Tastes of Hawaii | 5/8/02 | | 203 | Food |
| Equipment Operations and Maintenance | 5/15/02 | | 31 | Food |
| Funding Green Buildings | 5/16/02 | | 19 | High-performance/Green buildings |
| ACCA Manual D Advanced | 5/21/02 | 9am-4pm | 18 | T24 |
| Combustion Seminar | 5/21/02 | 8am-1pm | 26 | Basics |
| Energy Pricing for the Health Care Industry | 5/21/02 | | 10 | Basics |

Table 3-4, continued
ERC Seminars Offered in Program Year 2002

| Seminar name | Date | Time | Number of attendees | Seminar category |
|--|-------------|-------------|----------------------------|---|
| EnergyPro: Environmental/Lighting/Windows | 6/4/02 | | 12 | T24 |
| EnergyPro Training Mechanical | 6/5/02 | | 1 | T24 |
| Designing and Operating an Energy Efficient Food Service Facility | 6/6/02 | 9am-12pm | 44 | Food |
| LA Steam Operators Training | 6/11/02 | | 18 | HVAC |
| Pizza, Pasta, and More | 6/12/02 | | 41 | Food |
| EnergyPro Training Mechanical | 6/14/02 | | 1 | T24 |
| Combustion Seminar | 6/18/02 | 8am-1pm | 16 | Basics |
| The Power of Produce | 6/26/02 | | 41 | Food |
| Maximizing Your Gas Company Partnership | 7/1/02 | | 22 | Food |
| Banqueting: From Ideas to Execution | 7/16/02 | | 59 | Food |
| EnergyPro Training: Environmental/Lighting/Windows | 7/31/02 | 8:30am-4pm | 18 | T24 |
| EnergyPro Training: Mechanical | 7/31/02 | | 15 | T24 |
| LEED Intermediate Workshop | 7/31/02 | | 67 | High- performance/Green buildings |
| Cuisines of France | 8/1/02 | | 40 | Food |
| EnergyPro Training: Advanced | 8/1/02 | | 6 | T24 |
| EnergyPro Training-Mechanical | 8/1/02 | | 11 | T24 |
| Mexican Fiesta Vendor Mixer | 8/1/02 | | 28 | Food |
| Just for Chefs | 8/5/02 | | 47 | Food |
| Municipal Water Pumping | 8/7/02 | | 29 | Waste |
| Design Strategies for High Performance Glass | 8/14/02 | 9am-1pm | 19 | High- performance/Green buildings |

Table 3-4, continued
ERC Seminars Offered in Program Year 2002

| Seminar name | Date | Time | Number of attendees | Seminar category |
|---|-------------|-------------|----------------------------|----------------------------------|
| Combustion Seminar | 8/21/02 | 8am-1pm | 7 | Basics/General EE |
| Combustion Seminar | 8/22/02 | 8am-1pm | 7 | Basics/General EE |
| Combustion Seminar | 8/27/02 | 8am-1pm | 16 | Basics |
| High Performance Schools: The CHPS Program | 8/29/02 | | 35 | High-performance/Green buildings |
| Combined Hydronic Systems Sizing Guidelines | 9/4/02 | 9am-12pm | 10 | T24 |
| CEPE Residential Training | 9/10/02 | 0 | 16 | T24 |
| Combustion Seminar | 9/10/02 | 8am-1pm | 29 | Basics |
| Water Treatment for Energy Efficiency | 9/10/02 | | 12 | Waste |
| The seafood Spectacular | 9/12/02 | | 25 | Food |
| Understanding Boiler Basics | 9/17/02 | | 41 | HVAC |
| Anything Goes with Dairy | 9/18/02 | | 35 | Food |
| Advanced Food Safety Concepts | 9/24/02 | | 83 | Food |
| Combustion Seminar | 9/24/02 | 8am-1pm | 18 | Basics |
| Costco Product Seminar | 9/24/02 | 0 | 35 | Food |
| ACCA Manual J Training | 9/25/02 | 9am-4pm | 19 | T24 |
| ACCA Manual D Introduction | 9/26/02 | 9am-4pm | 2 | T24 |
| Facilities, Engineering & Healthcare Symposium | 9/26/02 | | 63 | T24 |
| HVAC System Airflow/Pressure Diagnostics | 10/1/02 | | 4 | T24 |
| High Performance Ducts & AB970 Residential Overview | 10/2/02 | 9am-1pm | 1 | T24 |
| Soil & Groundwater Remediation | 10/2/02 | | 125 | Basics |
| Air Compression Seminar | 10/3/02 | 8am-5pm | 21 | Process |

Table 3-4, continued
ERC Seminars Offered in Program Year 2002

| Seminar name | Date | Time | Number of attendees | Seminar category |
|--|-------------|-------------|----------------------------|----------------------------------|
| Energy-Efficiency Lighting for Food Service at CTAC | 10/3/02 | 9am-12pm | 60 | Food |
| Combustion Seminar | 10/8/02 | 8am-1pm | 14 | Basics |
| ACCA Manual J Training | 10/9/02 | 9am-4pm | 16 | T24 |
| Selling Energy Efficiency Partnership | 10/9/02 | | 73 | Basics |
| Thriving Under Title V: Managing your Title V Permit | 10/9/02 | | 28 | Environmental/AQ |
| ACCA Manual D Introduction | 10/10/02 | 9am-4pm | 3 | T24 |
| ACCA Manual D Advanced | 10/11/02 | 9am-4pm | 1 | T24 |
| Turning Green into Gold | 10/15/02 | | 87 | High-performance/Green buildings |
| Building Operator Certification Training | 10/16/02 | | 27 | Basics |
| It's All About You | 10/16/02 | | 14 | Food |
| HVAC System Air Flow/ Pressure Diagnostics | 10/17/02 | | 4 | T24 |
| Combustion Seminar | 10/21/02 | 8am-1pm | 16 | Basics |
| CEPE Nonresidential Training | 10/22/02 | | 20 | T24 |
| Residential Cooking Seminar | 10/22/02 | | 11 | Food |
| High Performance Ducts & AB970 Overview | 10/23/02 | 9am-1pm | 3 | T24 |
| SDG&E Technology Forum 2002 | 10/24/02 | | 7 | Basics |
| ACCA Manual J Training | 11/4/02 | 9am-4pm | 40 | T24 |
| Building Operators Certification Training | 11/04/2002 | 7:30am-5pm | 27 | Basics/General EE |
| ACCA Manual D Introduction | 11/5/02 | 9am-4pm | 7 | T24 |
| Basic Energy 101: Gas Electricity, and Water | 11/5/02 | 9am-12pm | 28 | Food |

Table 3-4, continued
ERC Seminars Offered in Program Year 2002

| Seminar name | Date | Time | Number of attendees | Seminar category |
|---|-------------|-------------|----------------------------|----------------------------------|
| Building Commissioning | 11/7/02 | | 36 | High-performance/Green buildings |
| Hydronic System Sizing | 11/12/02 | | 5 | T24 |
| Innovative Equipment Solutions | 11/13/02 | | 81 | Food |
| Title 24 Update: Advanced ACCA Manual D | 11/13/02 | | 2 | T24 |
| HVAC System Air Flow/Pressure Diagnostics | 11/14/02 | | 14 | T24 |
| LA Steam Operator Training | 11/14/02 | | 45 | HVAC |
| High Performance Ducts/AB970 Residential Overview | 11/15/02 | 9am-1pm | 5 | T24 |
| Combustion Seminar | 11/19/02 | 8am-1pm | 23 | Basics |
| Exploring the World of Grains | 11/19/02 | | 13 | Food |
| Building Operator Certification Training | 11/20/02 | | 17 | Basics |
| CalACCA Manual J8 Training Certification | 11/20/02 | 0 | 10 | T24 |
| Funding Green Buildings | 11/20/02 | | 14 | High-performance/Green buildings |
| Advanced Concepts in Kitchen Ventilation Systems | 12/3/02 | | 27 | Food |
| Combustion Seminar | 12/3/02 | 8am-1pm | 29 | Basics |
| Night of Delights | 12/5/02 | | 83 | Food |
| Lighting/Daylighting Seminar | 12/10/02 | | 24 | Lighting |
| CEPE Residential Training | 12/11/02 | | 16 | T24 |
| High Performance Schools | 12/12/02 | | 34 | High-performance/Green buildings |
| Title 24 Update: Nonresidential Standard | 12/12/02 | | 91 | T24 |

Table 3-4, continued
ERC Seminars Offered in Program Year 2002

| Seminar name | Date | Time | Number of attendees | Seminar category |
|--------------------------|-------------|-------------|----------------------------|----------------------------------|
| High Performance Schools | 12/13/02 | | 10 | High-performance/Green buildings |
| LEED Advanced Workshop | 12/13/02 | | 26 | High-performance/Green buildings |

**Table 3-5
SDG&E Seminars Offered in Program Year 2002**

| Seminar name | Date | Time | Number of attendees | Seminar category |
|--|-------------|-------------|----------------------------|-------------------------|
| Learn the Ins and Outs of An Energy Audit | 05/15/2002 | | 61 | Audits |
| Learn the Ins and Outs of An Energy Audit | 05/16/2002 | | 34 | Audits |
| The Latest in Advanced Lighting | 06/19/2002 | | 66 | Lighting |
| The Latest in Advanced Lighting | 06/20/2002 | | 44 | Lighting |
| Energy Management Systems | 07/17/2002 | | 79 | HVAC |
| Energy Management Systems | 07/18/2002 | | 46 | HVAC |
| Understanding Boiler Basics and Combustion | 08/21/2002 | | 79 | HVAC |
| Understanding Boiler Basics and Combustion | 08/22/2002 | | 38 | HVAC |
| The Lowdown on Hibay Lighting | 09/18/2002 | | 35 | Lighting |
| The Lowdown on Hibay Lighting | 09/19/2002 | | 19 | Lighting |
| Simplified Compressed Air Systems | 10/16/2002 | | 26 | Process |
| Simplified Compressed Air Systems | 10/17/2002 | | 28 | Process |
| Learn the Ins and Outs of An Energy Audit | 10/23/2002 | | 19 | Audits |
| Energy Management Systems | 10/24/2002 | | 16 | HVAC |
| The Lowdown on Hibay Lighting | 10/24/2002 | | 7 | Lighting |
| Understanding Boiler Basics and Combustion | 10/30/2002 | | 61 | HVAC |
| Understanding Boiler Basics and Combustion | 10/30/2002 | | 21 | HVAC |
| The Latest in Advanced Lighting | 11/06/2002 | | 12 | Lighting |
| A Course in Motors & Adjustable Speed Drives | 11/07/2002 | 8am-12pm | 17 | Motors |
| Simplified Compressed Air Systems | 11/07/2002 | | 8 | Process |
| A Course in Motors & Adjustable Speed Drives | 11/20/2002 | 8am-12pm | 58 | Motors |

Table 3-5, continued
SDG&E Seminars Offered in Program Year 2002

| Seminar name | Date | Time | Number of attendees | Seminar category |
|--|-------------|-------------|----------------------------|-------------------------|
| A Course in Motors & Adjustable Speed Drives | 11/21/2002 | 8am-12pm | 32 | Motors |
| Understanding Boiler Basics and Combustion | 12/10/2002 | | 22 | HVAC |

3.3.2 Exhibits and Displays

The four physical energy centers offer a wide variety of exhibits and displays that range from showcasing equipment to demonstrating technologies in specific applications. Their presence at the centers reinforces information provided by seminars and workshops and provides information in areas that may span beyond what is contained in a specific class that a customer attends. They create an atmosphere of specialized knowledge in energy issues, which lends credibility to the available information. In addition to the displays at the energy centers, the program also has portable exhibits and demonstration equipment that can be utilized at trade shows, off-site seminars, and community events, which allows for the dissemination of information to a large number of attendees at one event.

Staff at the centers are also available to provide consultation to customers and market actors regarding their energy information needs, ensuring that they are advised in the most energy-efficient methods to meet those needs. This is done in person, by phone, and by e-mail, both direct and web-site generated.

At the energy centers, literature is provided and graphics and signage are designed to make connections for the customer between the exhibits and displays and other utility energy-efficiency programs. Links are also created between seminar materials and available programs to ensure customers attending seminars are aware of those offerings.

3.3.3 Partnerships with Third Parties

One of the keys to a successful education and training program is leveraging relationships with local community, government, and trade organizations to increase program awareness and participation. Historically, the program has collaborated with a wide variety of market actors, governmental agencies, educational institutions, and community groups in order to leverage their educational and informational efforts to larger audiences. Since its inception, the program has partnered with numerous vendors and manufacturers, as well as trade and educational organizations to provide customers and key market actors with up-to-date information to assist them in making decisions that reduce their energy costs, increase productivity, and improve installation quality.

Manufacturers and vendors provide much of the equipment on display at the centers. Subject matter experts from a substantial number of non-utility entities provide instruction and/or consultation for seminars, displays, demonstrations, and printed information provided to customers. Third parties also often make use of the centers to facilitate their own energy-efficiency activities.

3.3.4 Marketing and Outreach

The program employs a variety of methods to market their offerings, including:

- Maintenance and development of a comprehensive mailing list for each center,³ including historical program participants and nonparticipants (from Dunn and Bradstreet Market Place and other sources) located in the target market
- Direct mail of semi-annual and quarterly seminar calendars to each center's mailing list
- Target marketing of seminars to appropriate markets, e.g., Title 24 seminar series to new construction contractors
- E-mailing and faxing seminar announcements and enrollment forms to prior participants
- Close involvement with trade allies and leveraging of trade ally communications, e.g., announcements in association newsletters
- Account representatives
- Annual utility energy-efficiency program roll-outs conducted at centers
- Cross-exposure of the centers to customers who conduct meetings and events at the centers
- Other general utility energy-efficiency program marketing such as web sites, call centers, bill stuffers, and utility customer newsletters
- General pamphlets and brochures list and briefly describe all the services available at the centers.

3.3.5 Hard-to-Reach Objectives

Program year 2002 is the first in which the program directly focused on targeting and tracking the attendance of HTR customers.⁴ It should be noted, however, that HTR customers have always been included in the mix of customers served by the program.

³ Even though SDG&E does not have a physical center, throughout the remainder of this report when we refer to a "center" we are also referring to SDG&E's seminars.

⁴ As defined in Section 2, the CPUC defined HTR nonresidential customers based on the following segments: renters, small businesses, local chain/single-location restaurants, strip malls, convenience stores, rural customers, and "mom and pop" restaurant/groceries. The program defined HTR customers primarily based on geographical location.

Each utility developed its own definition for setting and tracking HTR goals. SCE and SCG proposed a specific number of energy-efficiency seminars that would be designated as HTR, while PG&E proposed a certain percentage of HTR seminar attendees. SDG&E proposed to offer separate HTR events.

Each utility defined a HTR seminar differently. SCG tracked four HTR indicators including the location of the seminar attendee.⁵ If 51 percent or more of attendees of a seminar were HTR, then the seminar was counted as HTR.

SCE used the location of the seminar to determine whether the seminar itself could be characterized as HTR. If 40 percent of the ZIP codes within a 50-mile radius of the location of the seminar were “rural,”⁶ then the seminar was counted as HTR. Based on this definition, all seminars offered at AGTAC were HTR. Additionally, SCE offered some seminars off site in remote locations of its territories, and these seminars were also counted as HTR based on the above criteria since all customers outside the Los Angeles basin are defined by the California Public Utilities Commission as HTR.

PG&E tracked the location of seminar attendees, characterizing attendees as HTR based on whether they were located outside the San Francisco Bay Area and Sacramento.

SDG&E designed separate HTR events that specifically targeted smaller nonresidential customers. They also tracked energy-efficiency seminar attendees based on size, language, and number of employees, but none of the seminars had more than 50-percent HTR attendance based on these criteria.

3.3.6 Statewide Collaboration

The program continued to increase statewide collaborative activities in 2002. The benefits of coordinating statewide are twofold: ensuring a more consistent energy-efficiency message within the state and reducing seminar development and implementation costs.

The 2002 program continued and expanded past efforts to share course materials and classes, instructors, advertising, and marketing mailing lists. Additionally, each of the four utilities obtained calendars, marketing flyers, and a list of center exhibits and displays for the other utilities and offered them to their participating customers. Finally, in 2002 the collaborative scope was expanded to include SDG&E’s program, and all energy-efficiency seminars at any location were offered at no charge to any utility customer.

⁵ The four indicators are whether the business rented their facility, the primary language spoken by the manager/owner was not English, the business was located outside of Los Angeles and Orange Counties, and whether the business was “small” based on the number of employees.

⁶ SCE used a list of ZIP codes from the Statewide Residential Customer Needs Assessment Study (TecMRKT Works July 2001), which provides a rural ZIP code list based on a methodology used by Federal and State grants programs for defining rural areas.

3.4 MARKET BARRIERS

The program seeks to reduce information-related market barriers by offering customers cumulative exposure to measure-specific information. Through its educational seminars, technology demonstrations, and technology showcase environments, the program is designed to reduce four key market barriers for energy-efficient measures, as described in Table 3-6.

Table 3-6
Energy-Efficiency Measure Market Barriers Addressed by the Program¹

| Barrier | Barrier Description | Program Intervention |
|-------------------------|--|---|
| Information Costs | There are costs associated with identifying energy-efficiency products and accessing technical information | The program provided: <ul style="list-style-type: none"> • Credible advocacy and information on a range of energy-efficiency products • A convenient, centralized location and flexible schedule of seminars |
| Performance Uncertainty | Difficulties arise in evaluating the claims about the benefits of energy-efficiency products | The program provided: <ul style="list-style-type: none"> • Objective information, on-site demonstrations, and technical support |
| Information Asymmetry | End-users face difficulties in evaluating the claims by salespeople for energy-efficiency products, because the sellers may have more information and/or incentives to mislead customers | The program provided: <ul style="list-style-type: none"> • Unbiased, cutting-edge information on new technologies |
| Bounded Rationality | Decisions are not always entirely rational, and individuals tend to remain with the status quo even though their stated goals would indicate otherwise | The program provided: <ul style="list-style-type: none"> • Individualized information provided by knowledgeable instructors in an interactive environment to give customers the impetus to depart from the status quo • Objective information and on-the-spot technical support |

¹We adapted the program theory developed for SCE's energy centers (CTAC and AGTAC) as part of the 1999 market effects study (KEMA-XENERGY) for the 2002 statewide program.

3.5 PROGRAM ACCOMPLISHMENTS

The 2002 Statewide Energy Efficiency and Training Program is an information-only program and, as such, does not have explicit energy savings goals. Program planners specified a projected number of seminars that each utility would offer during the program year as well as specific HTR goals.

The program initially projected a total of 377 seminars and ultimately conducted 444 seminars with more than 7,000 nonresidential utility customers. Likewise, the program exceeded its HTR goals. Table 3-7 presents the overall and HTR program projections and accomplishments. The overall program budget was initially \$7.7 million and, after budget shifts, totaled \$7.6 million. The program spent about 90 percent of its budget, or \$6.9 million. Table 3-8 displays the program budget and expenditures.

**Table 3-7
Program Projections and Accomplishments**

| Program Component | Units | Projected v. Accomplished | Utility | | | | Total |
|-------------------------|------------------------|---------------------------|---------|-----|------|-------|-------|
| | | | SCE | SCG | PG&E | SDG&E | |
| All Seminars | Number of Seminars | Projected | 150 | 137 | 80 | 10 | 377 |
| | | Accomplished | 156 | 145 | 119 | 24 | 444 |
| HTR Seminars and Events | Number HTR of Seminars | Projected | 45 | 40 | - | - | - |
| | | Accomplished | 73 | 67 | - | - | - |
| | % of Seminar attendees | Projected | - | - | 40% | - | - |
| | | Accomplished | - | - | 55% | - | - |
| | Number of HTR events | Projected | - | 40 | - | 32 | 72 |
| | | Accomplished | - | 25 | - | 34 | 59 |

**Table 3-8
Program Budget and Expenditures**

| | Utility | | | | Total |
|--|-------------|-------------|-------------|-------------|-------------|
| | SCE | SCG | PG&E | SDG&E | |
| Initial Budget | \$3,813,000 | \$1,674,000 | \$1,069,000 | \$1,143,000 | \$7,699,000 |
| <i>Authorized Budget Shift¹</i> | \$0 | -\$46,000 | -\$50,000 | \$0 | -\$96,000 |
| Revised Budget | \$3,813,000 | \$1,634,000 | \$1,019,000 | \$1,143,000 | \$7,609,000 |
| Expenditures | \$3,424,679 | \$1,625,059 | \$747,774 | \$1,120,977 | \$6,918,489 |
| Expenditures as a % of Revised Budget | 89.8% | 99.5% | 73.4% | 98.1% | 90.9% |

¹PG&E shifted funds to the Appliance Recycling program, and SCG to the Codes and Standards program.

This section presents results from the participant survey that measure indicators of program effectiveness. First, we assess the strength of the linkages between attending program seminars and reducing the relevant market barriers in order to test the program theory. Next, we present evidence of reduced market barriers as a result of attending the program's seminars. Finally, we determine the program's effectiveness in increasing the adoption of energy-efficiency measures and inducing behavioral changes.

Note that the participant survey results were analyzed to assess whether differences existed by certain program and attendee characteristics. Specifically, we measured whether there were differences in program effectiveness that might be due to the following:

- **Center** – addresses potential regional differences and the uniqueness of each center's focus [e.g., Agricultural Technology Application Center (AGTAC) on agricultural customers, Pacific Gas and Electric's Energy Training Center (ETC) on residential contractors]
- **Type of attendee** (end-use customer v. upstream market actor) – addresses potential differences between restaurants, hotels, and other end-use customers v. contractors and other businesses that provide services to end-use customers
- **Type of seminar** – addresses the potential for varying effectiveness of the different types of seminars, (e.g., basic lighting technologies v. advanced HVAC properties)
- **Business type and energy usage of attendees** – addresses potential inherent differences across the types of seminar attendees (e.g., experienced contractor v. new city employee, or large v. small end-use customer).

We note throughout this section where significant differences were found by any of these program or attendee characteristics.

4.1 SEMINAR ATTRIBUTES

As discussed in Section 3, the program seeks to reduce information-related market barriers by offering customers cumulative exposure to measure-specific information. Through its educational seminars, technology demonstrations, and technology showcase environments, the program is designed to reduce the following four key market barriers for energy-efficient measures: information costs, performance uncertainty, information asymmetry, and bounded rationality. The specific program attributes that are hypothesized to reduce these barriers are:

- Convenient location and schedule of seminars
- Credible and objective information source
- On-site demonstrations and on-the-spot technical support

- Current and up-to-date information.

To assess whether these program characteristics reduce market barriers, we first determined whether participants prefer seminars to other educational sources for various types of information (e.g., new technologies, equipment energy use, equipment energy efficiency, and vendors and contractors). Then, we asked participants who preferred seminars to other sources of information what makes seminars more valuable.

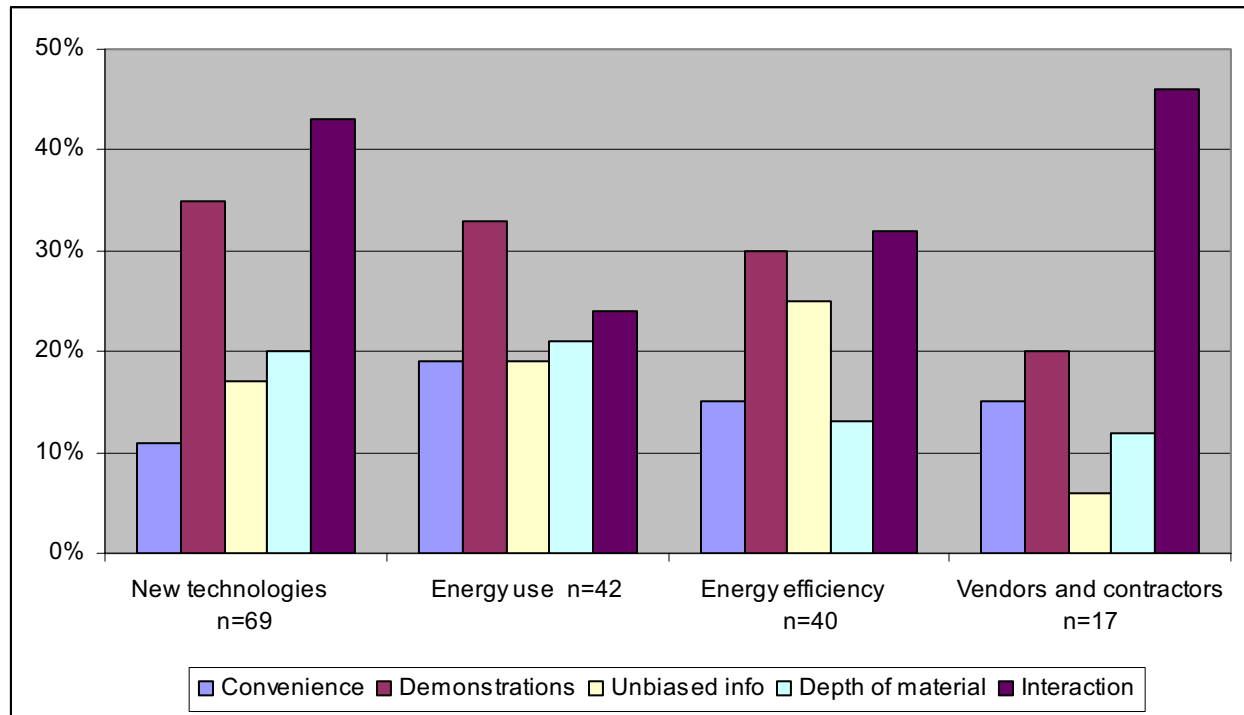
Just under one-third (28 percent) mentioned “seminars” or “workshops” as their preferred source of information for collecting information on new technologies, energy use, energy efficiency, or vendors/contractors. Trade journals and manufacturer representatives were the most popular methods for collecting information, with 51 and 33 percent of respondents citing these sources as their preferred information channels, respectively.

Respondents who preferred seminars to other information channels tended to regard the hands-on demonstrations and interaction with instructors/participants as attributes that made seminars particularly valuable. Figure 4-1 displays the attributes on which respondents placed value on seminars over other information channels.

We also asked participants to rate the following eight aspects of the program seminar they attended on a scale from 1 to 5, with 1 meaning poor and 5 meaning excellent:

- Convenience of the seminar in terms of location and schedule
- Technical level of the information provided
- Extent to which information was cutting edge or state of the art
- Objectivity of the information provided
- Clarity of the information provided
- Technical knowledge of instructor
- Teaching skill of instructor
- Seminar length
- Usefulness of demonstrations.

Figure 4-1
Value of Seminars in Comparison to Other Information Channels



As shown in Table 4-1, **all eight aspects of the seminars were rated a 4 or 5 by upwards of 75 percent of attendees.** The highest rating was given to the “technical knowledge of the instructor,” with 66 percent of attendees giving an excellent rating. These results suggest that the seminars exhibit the attributes that are hypothesized to reduce information-related market barriers.

We found that certain types of businesses and seminars garnered relatively higher or lower ratings. End-use customers, with the exception of institutional customers, were more likely to give high ratings to the technical level and the “cutting-edge” information that was provided than upstream market actors. This result may suggest that upstream market actors come into contact with energy-efficiency information more frequently as part of their normal business operations and thus are less inclined to find the seminar information cutting edge.

The ETC’s residential contractors gave lower ratings to the convenience of the seminars than other attendees across the program, giving the ETC a slightly lower average rating for convenience (3.7).

**Table 4-1
Seminar Attribute Ratings**

| Seminar Attribute | Poor... | | Neutral | ...Excellent | | Average Rating |
|--|---------|----|---------|--------------|-----|----------------|
| | 1 | 2 | | 3 | 4 | |
| Convenience (location, schedule) | 1% | 4% | 13% | 33% | 48% | 4.2 |
| | 5% | | 13% | 81% | | |
| Technical level of information | 0% | 2% | 9% | 34% | 53% | 4.4 |
| | 2% | | 9% | 87% | | |
| "Cutting-edge" or "state-of-the art" information | 0% | 1% | 13% | 33% | 51% | 4.4 |
| | 1% | | 13% | 84% | | |
| Objectivity of information | 0% | 1% | 12% | 31% | 53% | 4.4 |
| | 1% | | 12% | 84% | | |
| Clarity of information | 0% | 1% | 10% | 37% | 51% | 4.4 |
| | 1% | | 10% | 88% | | |
| Technical knowledge of instructor | 0% | 2% | 3% | 28% | 66% | 4.6 |
| | 2% | | 3% | 94% | | |
| Teaching skill of instructor | 0% | 1% | 8% | 36% | 52% | 4.4 |
| | 1% | | 8% | 88% | | |
| Usefulness of demonstrations | 1% | 2% | 13% | 35% | 42% | 4.3 |
| | 3% | | 13% | 77% | | |

Number of respondents=346

Finally, we present additional evidence of the association between seminar attributes and a reduction in market barriers in Table 4-2. The table displays the unprompted reasons that participants attended the program's seminars, for both end-users and upstream market actors. As shown, **the top two reasons overall given by attendees were that the centers have a good reputation and are a credible source of information.** Note that end-users and upstream market actors differed in their reasons for attending the seminars. Convenience was also a draw for end-users, as was helping their business meet energy standards. Objectivity of information was an important attribute for upstream market actors.

**Table 4-2
Reasons for Attending the Seminar¹**

| | End-Users | UMAs | Total |
|--|-----------|------|-------|
| The center/program has a good reputation for its seminars/courses | 44% | 12% | 32% |
| The center/program is a credible information source | 14% | 38% | 23% |
| The program's seminars are convenient | 17% | 5% | 13% |
| The center/program provides objective information not available elsewhere | 5% | 18% | 10% |
| To help my company/business meet energy standards | 11% | 6% | 9% |
| Wanted to learn more about a general topic | 8% | 7% | 8% |
| Wanted to meet my career goals/get promoted | 6% | 4% | 5% |
| Wanted to consult with someone about specific issue | 1% | 6% | 3% |
| Curious about what the program had to offer | 1% | 7% | 3% |
| Someone at my company asked me to attend | 4% | 2% | 3% |
| Wanted to learn more about a specific technology (e.g., refrigeration, lighting, motors, HVAC) | 2% | 1% | 2% |
| I wanted to test/showcase a new product | 1% | 2% | 1% |
| Total Respondents | 216 | 130 | 346 |

¹ Multiple responses allowed

4.2 EVIDENCE OF REDUCED MARKET BARRIERS

Next we present results that explore whether market barriers were reduced as a result of the program's interventions, i.e., its seminar offerings in 2002. As stated previously in this section, the specific market barriers that the program is hypothesized to reduce are:

- Information search and processing costs
- Performance uncertainty
- Asymmetric information
- Bounded rationality.

To attempt to measure whether these barriers have been reduced as a result of attending a program seminar, we asked 2002 seminar end-user participants whether and to what extent they agreed with a series of statements: *“As a result of attending the seminar, ...”*

- I am more aware of new technologies or practices.
- I am more aware of energy-efficient solutions.

- I better understand how to improve the energy-efficiency of existing equipment at my facility.
- I have more confidence in the performance of energy-efficient equipment.
- I can promote energy-efficiency to my own management better.
- I am more likely to specify energy-efficient equipment when I have a choice.
- I can more confidently evaluate the energy-efficiency performance claims made by salespeople.
- My company/business has or will change some of its policies related to specifying or selecting energy-efficient equipment.

We also asked upstream market actors a similar battery of questions. Tables 4-3 and 4-4 present the extent to which end-user and upstream market actor participants agreed with these statements. As shown in Table 4-3, **the seminars resulted in changes in awareness, attitudes, and behavior for three-quarters of end-use customers who attended a seminar.** Note that the average rating for almost all statements exceeded 4.0 on a scale from 1 to 5, with 1 meaning strongly disagree and 5 meaning strongly agree.

Table 4-4 presents the extent to which upstream market actor participants agreed with these statements. As shown, **upstream market actors were less likely than end-users to have been influenced by the seminars.** The program was most successful in increasing awareness of energy-efficient practices and technologies and convincing attendees that their companies should regularly specify energy-efficient products. The program was less effective in changing the attendee's behavior (i.e., sales pitch technique and differentiation by specifying energy-efficient products.) However, upwards of half of participating upstream market actors agreed with each of the statements.

Both these and the end-user results suggest that **most seminar participants were able to overcome a number of significant barriers as a result of their participation in the program.**

Examining the results across the various segments of participants, we found minimal differences in the influence of the program in reducing market barriers. Over the centers, we found that AGTAC end-user participants were slightly *more* likely while AGTAC and San Diego Gas & Electric (SDG&E) upstream market actor participants were slightly *less* likely to overcome barriers as a result of participating in the program.

**Table 4-3
End-User Responses Regarding Program Influence in Reducing Market Barriers**

| As a result of attending the Seminar... | Strongly Disagree... | | Neutral | ...Strongly Agree | | Average Rating |
|--|----------------------|----|---------|-------------------|-----|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| I am more aware of new technologies or practices | 2% | 3% | 18% | 38% | 38% | 4.1 |
| | 5% | | 18% | 76% | | |
| I am more aware of energy-efficient solutions | 1% | 3% | 15% | 36% | 43% | 4.2 |
| | 4% | | 15% | 79% | | |
| I better understand how to improve the energy-efficiency of existing equipment at my facility | 2% | 5% | 13% | 36% | 37% | 4.1 |
| | 7% | | 13% | 73% | | |
| I have more confidence in the performance of energy-efficient equipment | 2% | 2% | 14% | 38% | 37% | 4.2 |
| | 4% | | 14% | 75% | | |
| I can promote energy-efficiency to my own management better | 1% | 4% | 12% | 36% | 37% | 4.1 |
| | 5% | | 12% | 73% | | |
| I am more likely to specify energy-efficient equipment when I have a choice | 1% | 1% | 5% | 30% | 56% | 4.4 |
| | 2% | | 5% | 86% | | |
| I can more confidently evaluate the energy-efficiency performance claims made by salespeople | 1% | 1% | 13% | 40% | 34% | 4.1 |
| | 2% | | 13% | 74% | | |
| My company/ business has or will change some of its policies related to specifying or selecting energy-efficient equipment | 1% | 7% | 17% | 33% | 27% | 3.9 |
| | 8% | | 17% | 60% | | |

Number of respondents=209

Table 4-4
Upstream Market Actor Responses Regarding Program Influence in Reducing Market Barriers

| As a result of attending the Seminar... | Strongly Disagree... | | Neutral | ...Strongly Agree | | Average Rating |
|---|----------------------|----|---------|-------------------|-----|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| I am more aware of new technologies or practices | 2% | 5% | 18% | 31% | 44% | 4.1 |
| | 7% | | 18% | 75% | | |
| I am more aware of energy-efficient products | 3% | 6% | 21% | 35% | 33% | 3.9 |
| | 9% | | 21% | 68% | | |
| I have more confidence in the performance of energy-efficient equipment | 2% | 3% | 20% | 39% | 31% | 4.0 |
| | 5% | | 20% | 70% | | |
| I have incorporated energy-efficiency into my sales pitch | 7% | 2% | 14% | 31% | 28% | 3.9 |
| | 9% | | 14% | 59% | | |
| My company should consider making it common practice to specify energy-efficient products | 2% | 1% | 8% | 24% | 56% | 4.4 |
| | 3% | | 8% | 80% | | |
| Our business has differentiated itself by specifying energy-efficient products | 10% | 3% | 15% | 34% | 29% | 3.8 |
| | 13% | | 15% | 63% | | |

Number of respondents=128

4.3 PROGRAM EFFECTIVENESS

This subsection presents evidence that indicates whether the program was effective in causing actual changes in participants' energy-efficiency practices and behavior. As discussed in Section 3.2, the program sought to disseminate information to utility customers in order to assist them in reducing their energy usage and operation and maintenance (O&M) costs and to help a variety of market actors to specify more efficient products.

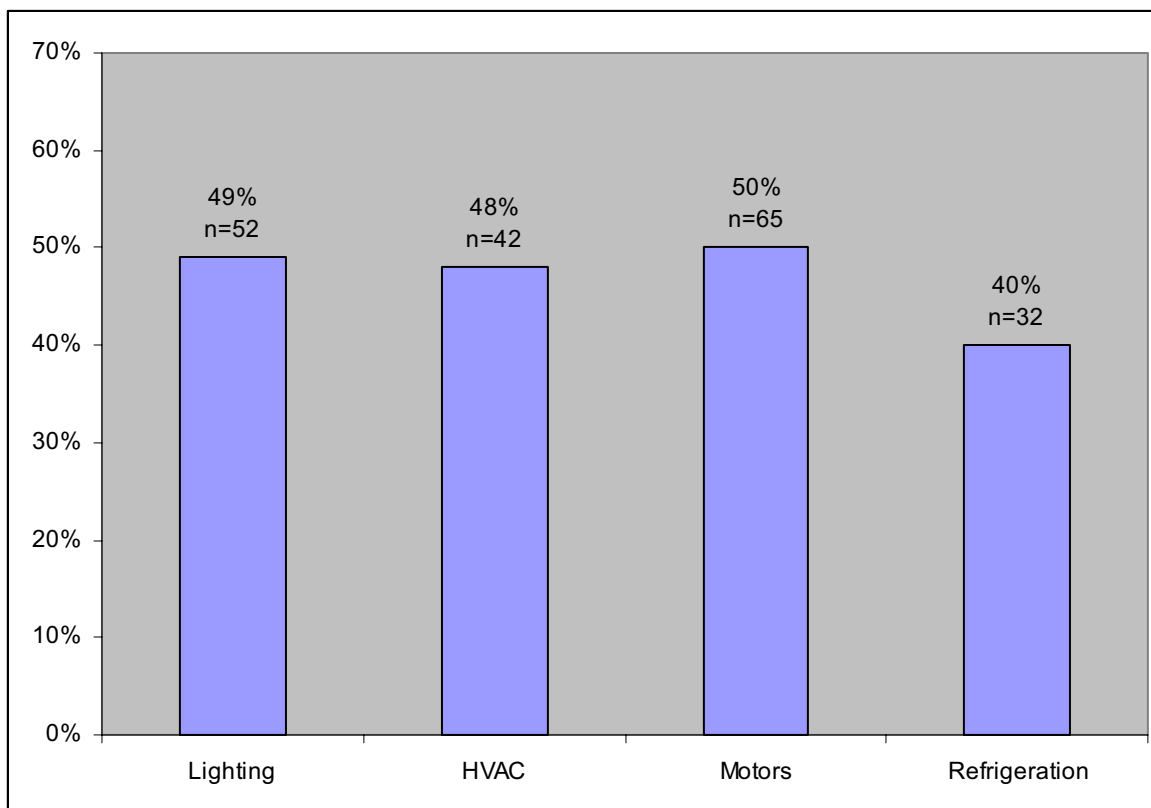
First, we present evidence regarding how the program affected purchase decisions that have taken place since the seminars and O&M practices. Then we present evidence regarding the likely sustainability of the changes brought about by the program.

We asked end-use customer seminar attendees whether they had made any equipment purchases since attending the program seminars and whether they would have purchased equipment of the same efficiency level had they not attended the seminar. As shown in Figure 4-2, we found that **the program influenced about one-half of equipment purchases** that occurred since the purchaser participated in the program.

We probed purchasers who said that the program did not influence their purchase decision. Their responses included, "we already knew this information" or "we always look for cost-

effective measures,” “the seminar helped emphasize what we already knew,” and “I was not the primary decision-maker,” suggesting that purchase decisions that were not directly influenced by the program were still energy-efficient purchases.

Figure 4-2
Percentage of Purchase Decisions Influenced by the Program



In addition to assessing the effect of the program on recent purchase decisions, we also assessed whether O&M practices were affected. We asked end-use customers whether attending the seminars had affected how their business operates and maintains any of its equipment. **Over one-third (39 percent) of participants have changed their O&M practices as a result of participating in the program.**

We analyzed whether the extent of O&M changes depended on the center, seminar type, or business type. While one might expect to see varying levels of O&M changes depending on the type of seminar attended, we did not find any significant differences by seminar type. We did, however, see differences across the centers, as shown in Table 4-5. SDG&E and AGTAC seminars were associated with the highest percentage of O&M behavioral changes (over 50 percent).

Table 4-5
Percentage of Seminar End-Use Customer Attendees that Changed Their O&M Practices

| Center | Percent | Number of Respondents |
|-----------|---------|-----------------------|
| SDG&E | 52% | 32 |
| SCE AgTAC | 50% | 44 |
| SCE CTAC | 39% | 41 |
| SCG ERC | 33% | 51 |
| PG&E ETC | 26% | 23 |

We further asked respondents to which equipment had they made changes. We found that the most common equipment for which O&M practices were changed was pumping equipment, followed by motors, lighting, and cooking equipment. Less than 5 percent changed HVAC or refrigeration O&M practices.

In addition to asking about O&M changes, we also asked seminar end-use customer participants to rate the influence of the program on *future* purchase decisions. This question was intended to gauge the likelihood that attitudes and behaviors that had been influenced by the program would be sustained in the future. As shown in Table 4-6 below, **most respondents felt that the information they learned from the seminars would be very influential on future purchase decisions.**

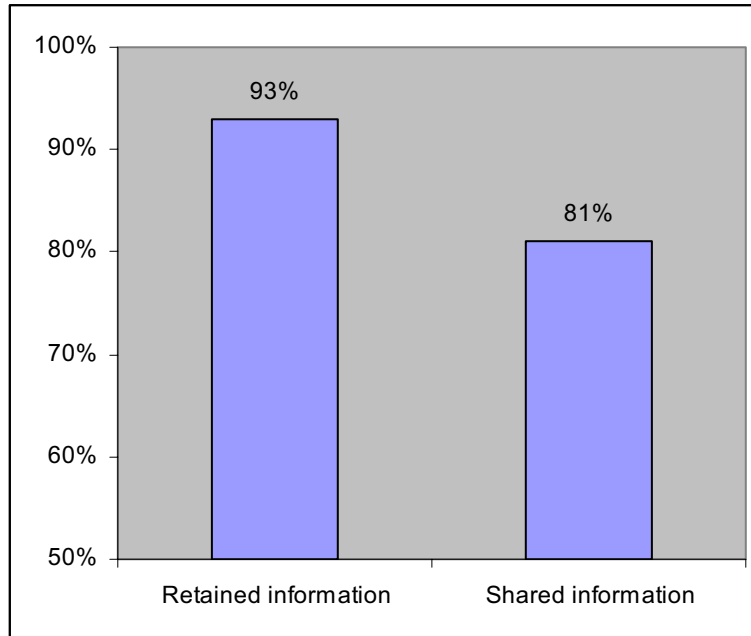
Table 4-6
Influence of the Program on Future Purchase Decisions of End-Use Customers

| Influence Rating | | Percent of End-Users | |
|---------------------------|---|----------------------|-----|
| Not at all Influential... | 1 | 4% | 8% |
| | 2 | 4% | |
| Neutral | 3 | 14% | 14% |
| ...Very Influential | 4 | 36% | 67% |
| | 5 | 31% | |
| Don't know | | 11% | |
| Average Rating | | 4.0 | |
| Total Respondents | | 191 | |

We also probed the extent that upstream market actor behaviors changed, as previously reported in Table 4-4. As shown, over 60 percent of upstream market actor program participants incorporated energy efficiency into their sales pitches and differentiated their business by specifying energy-efficient products.

Another indicator of the effectiveness of the seminars on future decisions is whether both end-use and upstream market actor participants retained and shared information they learned from the program. As shown in Figure 4-3, **almost all attendees retained the information and more than three-quarters have shared the information with others within or outside of their respective companies.**

Figure 4-3
Retention and Sharing of Seminar Information



Number of respondents=346

This section presents the results of the target market analysis. The objectives of this analysis were to determine the influence of the program on its target audience in terms of awareness, prior participation, and interest in participating in the future.

This section first defines and characterizes the program's target market for each center and presents the current market for energy-efficiency seminars based on target market survey responses. Then, we present target market program awareness and prior participation, followed by interest in participating in the program in the future. The section concludes with a discussion of barriers to participation.

5.1 DEFINITION AND CHARACTERISTICS OF THE PROGRAM'S TARGET MARKET

The Statewide Education, Training and Services Program is unique in the sense that, with the exception of San Diego Gas & Electric (SDG&E), the program provides services through physical energy centers. This characteristic effectively limits participation geographically, assuming that there is an upper limit on the amount of time utility customers would be willing to spend to travel to a center. We addressed this program characteristic in our study design by incorporating geography into our target market analysis. **Through the target market survey, we sought to determine the program's influence on a specific range of customers that were likely to be willing to participate in the program.** In effect, we removed customers from the program's target market that were assumed to be out of a reasonable driving distance range.

To develop the appropriate definition of "reasonable driving distance" for each center, we worked with program staff and reviewed prior evaluation results.¹ For SDG&E, the target market was assumed to be the entire service territory due to the territory's compact size and that the seminars are conducted throughout the territory at various locations. The target market definitions for each center are described below.

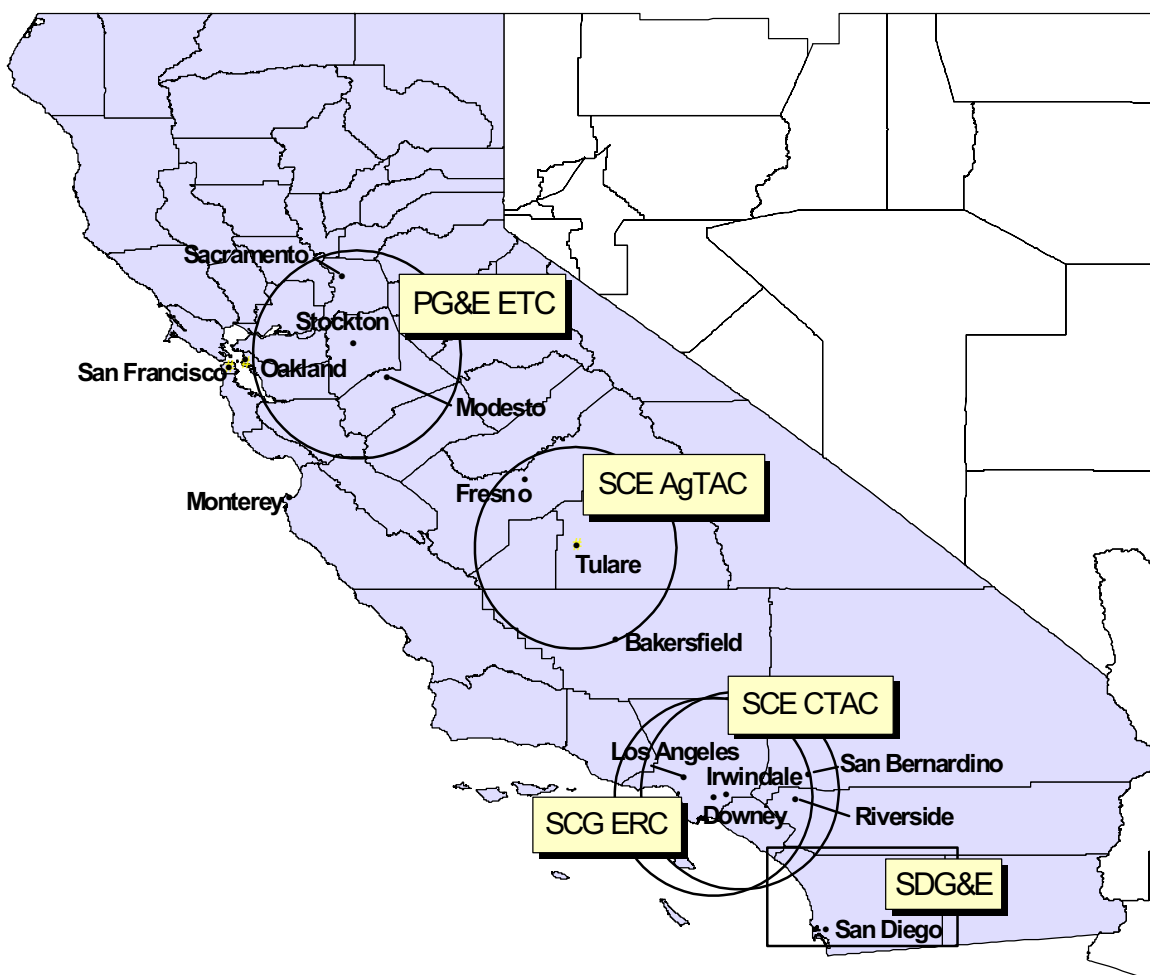
- **Pacific Gas and Electric's (PG&E's) Energy Training Center (ETC)** (located in Stockton, California in the northern central valley): Within 60 miles of the center plus a 15-mile radius around the City of Fresno
- **Southern California Edison's (SCE's) Agricultural Technology Application Center (AGTAC)** (located in Tulare, California in the southern central valley): Within 60 miles of the center
- **SCE's Customer Technology Application Center (CTAC)** (located in Irwindale, California in Los Angeles County): Within 50 miles of the center

¹ CTAC Market Effects Study (1998) by Hagler Bailly, Inc., and CTAC and AgTAC Market Effects Study (2000) by KMA-ENERGY

- **Southern California Gas’s (SCG’s) Energy Resource Center (ERC)** (located in Downey, California in Los Angeles County): Within 50 miles of the center
- **SDG&E** (seminars conducted throughout SDG&E’s service territory in San Diego County and South Orange County): SDG&E electric service territory.

Figure 5-1 presents the geographic target market used for this analysis. As shown, there are essentially four geographic areas comprising the program’s target market, since CTAC and the ERC are located within 10 miles of each other.

Figure 5-1
Education and Training Program Target Market



Tables 5-1, 5-2, 5-3, and 5-4 define the target populations for each of the target market areas for both end-use customers and upstream market actors. As presented in Section 3, the program targets both end-use customers (to assist them in lowering their energy bills) and upstream market actors (who design buildings and/or conduct energy-efficiency retrofits and renovations). CTAC and the ERC have the potential to reach over 250,000 end-use customers and 35,000 upstream market actors. SDG&E has a smaller target market, consisting of 100,000 end-use

customers and nearly 10,000 upstream market actors. AGTAC and the ETC, both located in the more rural central valley, have smaller target audiences, with less than 25,000 target customers.

Note that we present ETC’s upstream market actor target market and AGTAC’s end-use customer target market separately. The ETC’s upstream market actor target market consists of residential contractors. AGTAC’s end-use customer target market includes a separate agricultural segment that is not included for the other centers.

Table 5-1
End-Use Customer Target Market for CTAC/ERC and SDG&E

| Business Category | Size | Number of Accounts | |
|---|------------|--------------------|---------|
| | | CTAC/ERC | SDG&E |
| Institution | Very small | 2,927 | 1,997 |
| | Small | 1,396 | 565 |
| | Medium | 2,164 | 626 |
| | Large | 410 | 121 |
| Office | Very small | 53,991 | 34,582 |
| | Small | 12,886 | 9,195 |
| | Medium | 3,260 | 1,017 |
| | Large | 517 | 171 |
| Retail | Very small | 36,467 | 15,143 |
| | Small | 11,648 | 2,259 |
| | Medium | 2,008 | 510 |
| | Large | 336 | 71 |
| Restaurant/Grocery | Very small | 12,863 | 6,116 |
| | Small | 12,909 | 2,667 |
| | Medium | 1,595 | 437 |
| | Large | 59 | 7 |
| Other Commercial | Very small | 32,959 | 14,884 |
| | Small | 9,417 | 2,210 |
| | Medium | 2,481 | 743 |
| | Large | 308 | 190 |
| Industrial | Very small | 16,648 | 9,314 |
| | Small | 7,305 | 1,405 |
| | Medium | 3,613 | 621 |
| | Large | 1,167 | 148 |
| General Agriculture (SIC codes 07, 08, and 09) | Very small | 2,296 | 1,780 |
| | Small | 627 | 1,520 |
| | Medium | 149 | 54 |
| | Large | 14 | 0 |
| Wastewater | Very small | 1,667 | 588 |
| | Small | 706 | 324 |
| | Medium | 829 | 112 |
| | Large | 144 | 39 |
| Total | | 235,766 | 109,416 |

**Table 5-2
End-Use Customer Target Market for AGTAC**

| Business Category | Size | Number of Accounts |
|---|-------------|---------------------------|
| Institution | Very small | 123 |
| | Small | 135 |
| | Medium | 160 |
| | Large | 21 |
| Office | Very small | 2,304 |
| | Small | 645 |
| | Medium | 93 |
| | Large | 12 |
| Retail | Very small | 1,523 |
| | Small | 470 |
| | Medium | 61 |
| | Large | 9 |
| Restaurant/Grocery | Very small | 366 |
| | Small | 545 |
| | Medium | 67 |
| | Large | 1 |
| Other Commercial | Very small | 2,027 |
| | Small | 429 |
| | Medium | 76 |
| | Large | 7 |
| Industrial | Very small | 506 |
| | Small | 166 |
| | Medium | 50 |
| | Large | 21 |
| General Agriculture (SIC codes 07, 08, and 09) | Very small | 89 |
| | Small | 16 |
| | Medium | 1 |
| | Large | 0 |
| Manufacturing-Food processing | Demand | 70 |
| | Non-demand | 6 |
| Agricultural Production - Crops | Demand | 1,648 |
| | Non-demand | 1,275 |
| Agricultural Production – Livestock & Animals | Demand | 543 |
| | Non-demand | 314 |

Table 5-2, continued
End-Use Customer Target Market for AGTAC

| Business Category | Size | Number of Accounts |
|--------------------------|-------------|---------------------------|
| Agricultural Services | Demand | 92 |
| | Non-demand | 40 |
| Irrigation Suppliers | Demand | 94 |
| | Non-demand | 42 |
| Wastewater | Very small | 213 |
| | Small | 138 |
| | Medium | 33 |
| | Large | 2 |
| Total | | 14,433 |

Table 5-3
Upstream Market Actor Target Market for the ETC

| Type | Size | Number of Establishments |
|----------------------------------|-------------|---------------------------------|
| Engineering | Small | 2,908 |
| | Medium | 1,013 |
| | Large | 329 |
| HVAC | Small | 1,089 |
| | Medium | 423 |
| | Large | 120 |
| Insulation Contractors | Small | 94 |
| | Medium | 64 |
| | Large | 30 |
| Pool Contractors | Small | 318 |
| | Medium | 44 |
| | Large | 0 |
| Residential Building Contractors | Small | 6,694 |
| | Medium | 1,362 |
| | Large | 238 |
| Window Contractors | Small | 106 |
| | Medium | 75 |
| | Large | 16 |
| Building inspectors | All | 220 |
| Total | | 15,143 |

Table 5-4
Upstream Market Actor Target Market for CTAC/ERC, AgTAC, and SDG&E

| Type | Size | Number of Establishments | | |
|-------------------------------------|--------|--------------------------|-------|-------|
| | | CTAC/ERC | AgTAC | SDG&E |
| Ag Pumping | Small | 48 | 13 | 12 |
| | Medium | 19 | 6 | 5 |
| | Large | 7 | 0 | 1 |
| Agriculture | Small | 61 | 127 | 32 |
| | Medium | 44 | 52 | 21 |
| | Large | 0 | 14 | 1 |
| Architecture | Small | 2,285 | 98 | 655 |
| | Medium | 529 | 30 | 150 |
| | Large | 87 | 3 | 18 |
| Engineering | Small | 3,576 | 230 | 1,171 |
| | Medium | 1,272 | 99 | 409 |
| | Large | 348 | 21 | 123 |
| HVAC | Small | 1,937 | 178 | 331 |
| | Medium | 579 | 78 | 112 |
| | Large | 126 | 15 | 37 |
| Lighting | Small | 2,074 | 128 | 470 |
| | Medium | 422 | 40 | 101 |
| | Large | 92 | 12 | 25 |
| Motors | Small | 1,433 | 98 | 181 |
| | Medium | 988 | 54 | 124 |
| | Large | 218 | 10 | 31 |
| Nonresidential Building Contractors | Small | 5,396 | 511 | 1,338 |
| | Medium | 2,267 | 253 | 507 |
| | Large | 670 | 59 | 185 |
| Refrigeration | Small | 856 | 106 | 166 |
| | Medium | 273 | 38 | 61 |
| | Large | 65 | 4 | 9 |
| Residential Building Contractors | Small | 7,727 | 856 | 2,320 |
| | Medium | 1,598 | 162 | 459 |
| | Large | 243 | 29 | 78 |
| Total | | 35,240 | 3,324 | 9,133 |

5.2 CURRENT MARKET FOR ENERGY EFFICIENCY SEMINARS

As part of the target market analysis, we sought to determine the extent to which the target market attends energy-efficiency seminars in general (i.e., not necessarily those offered by the program). As shown in Table 5-5, **over one-third of the target population attends energy-efficiency seminars with some frequency.** We found that seminar attendance varied based on a customer's size, which was defined based on energy usage (see Appendix A, Survey Methodologies, for more details on the sample design). As can be expected, larger end-use

customers were more likely to attend seminars than smaller end-use customers. There are two possible reasons for this:

1. Larger customers by definition have higher energy bills and accordingly may have a greater potential for reducing energy costs
2. Larger customers are likely associated with more resources to devote to training and may be able to invest in energy efficiency more readily.

We also found that certain upstream market actors were more likely to attend seminars. Specifically, engineers, nonresidential HVAC contractors, and motor vendors and specifiers were more likely to attend seminars than other upstream market actors. Likewise, residential HVAC contractors, nonresidential lighting contractors, and residential builders attend energy-efficiency seminars *less* frequently.

Table 5-5
Frequency with which the Target Market Attends Energy-Efficiency Seminars

| Frequency | End-users | UMAs |
|--------------------------|------------|------------|
| Attends seminars | 35% | 40% |
| Very frequently | 2% | 7% |
| Somewhat frequently | 14% | 16% |
| Not very frequently | 20% | 18% |
| Does not attend seminars | 65% | 58% |
| Number of respondents | 583 | 466 |

Tables 5-6 through 5-9 show these results for each of the four target market areas. We show both the percent of the target market and an estimate of the number of customers. As shown, **the fraction of the target market that attends seminars comprises over 120,000 end-use customers and more than 25,000 upstream market actors** across the 4 target markets.

Table 5-6
Frequency with which the CTAC/ERC Target Market Attends Energy-Efficiency Seminars

| Frequency | End-users | | UMAs | |
|--------------------------|---------------|------------|---------------|------------|
| Attends seminars | 87,500 | 39% | 12,600 | 37% |
| Very frequently | 5,300 | 2% | 3,300 | 10% |
| Somewhat frequently | 33,600 | 15% | 3,800 | 11% |
| Not very frequently | 48,700 | 22% | 5,400 | 16% |
| Does not attend seminars | 138,503 | 61% | 21,200 | 63% |
| Total | 226,000 | 100% | 33,800 | 100% |
| Number of respondents | 324 | | 85 | |

Table 5-7
Frequency with which the SDG&E Target Market Attends Energy-Efficiency Seminars

| Frequency | End-users | | UMAs | |
|--------------------------|---------------|------------|--------------|------------|
| | | | | |
| Attends seminars | 30,500 | 29% | 3,700 | 42% |
| Very frequently | 700 | 1% | 700 | 8% |
| Somewhat frequently | 12,300 | 12% | 900 | 10% |
| Not very frequently | 17,500 | 17% | 2,100 | 24% |
| Does not attend seminars | 75,400 | 71% | 5,200 | 58% |
| Total | 105,900 | 100% | 8,900 | 100% |
| Number of respondents | 158 | | 85 | |

Table 5-8
Frequency with which the AGTAC Target Market Attends Energy-Efficiency Seminars

| Frequency | End-users | | UMAs | |
|--------------------------|--------------|------------|--------------|------------|
| | | | | |
| Attends seminars | 4,200 | 29% | 1,600 | 48% |
| Very frequently | 600 | 4% | 200 | 7% |
| Somewhat frequently | 1,200 | 9% | 600 | 20% |
| Not very frequently | 2,300 | 16% | 700 | 21% |
| Does not attend seminars | 10,000 | 71% | 1,700 | 52% |
| Total | 14,300 | 100% | 3,300 | 100% |
| Number of respondents | 101 | | 100 | |

Table 5-9
Frequency with which the PG&E ETC Target Market Attends Energy-Efficiency Seminars

| Frequency | UMAs | |
|--------------------------|--------------|------------|
| | | |
| Attends seminars | 5,700 | 38% |
| Very frequently | 700 | 5% |
| Somewhat frequently | 2,900 | 19% |
| Not very frequently | 2,100 | 14% |
| Does not attend seminars | 9,200 | 62% |
| Total | 14,900 | 100% |
| Number of respondents | 196 | |

5.3 AWARENESS OF THE CENTERS AND THEIR SERVICES

This subsection presents the number and percentage of the target market that is aware of the program. We asked end-use customers and upstream market actors located in the four target market areas whether they had heard of their respective energy center. For the ERC/CTAC

geographic area, we asked customers about both centers.² For SDG&E, we asked customers if they were aware that their utility conducts seminars for their customers on energy efficiency.

As shown in Table 5-10 below, **the percentage of target market customers that is aware of the centers varies widely depending on the type of customer (end-use v. upstream market actor) and the location, ranging from 14 to 57 percent.** The more densely populated area surrounding CTAC and the ERC is associated with, on average, lower awareness rates (14 percent for end-use customers and over 20 percent for upstream market actors). Also, upstream market actors are generally more likely to be aware of a center than end-use customers. Although SDG&E does not have a physical center, its seminars are associated with a relatively high awareness rate, close to 50 percent for upstream market actors and 37 percent for end-use customers. SDG&E offers its seminars throughout its small service territory, which helps to reach a wide geographic audience.

Table 5-10
Awareness of Centers Among End-use Customer and Upstream Market Actor Target Markets

| Center | End-users | | | UMAs | | |
|------------------|----------------------------|--------------------------|------------------------------|----------------------------|--------------------------|------------------------------|
| | Number of Target Customers | Percent of Target Market | Number of Survey Respondents | Number of Target Customers | Percent of Target Market | Number of Survey Respondents |
| CTAC | 33,400 | 14% | 324 | 8,800 | 26% | 85 |
| ERC ¹ | 30,700 | 14% | 308 | 7,100 | 21% | 85 |
| AgTAC | 8,100 | 57% | 101 | 1,900 | 56% | 100 |
| ETC | - | - | - | 5,200 | 35% | 196 |
| SDG&E | 40,400 | 37% | 158 | 4,300 | 48% | 85 |

¹Excluding end-use customers who do not have gas service

5.3.1 Center Awareness by Business Type, Size, and Frequency of Attending Seminars

We analyzed awareness by business type, size, and frequency of attending energy-efficiency seminars in general. For CTAC, we found that larger end-use customers and upstream market actors that frequently attended energy-efficiency seminars were more likely to be aware of the center. Moreover, we found that industrial, institutional, and wastewater customers were more likely than office and retail customers to be aware of CTAC.

Another important distinction for CTAC's upstream market actor target audience is whether they are an SCE customer. We included upstream market actors that receive electric service from a utility other than SCE in the sample because these customers serve end-use customers that are in

² We excluded end-use customers who do not have gas service from the awareness results for the ERC.

SCE's service territory. We found that only 2 percent of non-SCE upstream market actors were aware of CTAC, compared with 39 percent of SCE upstream market actors. This result reflects marketing efforts that were historically focused on SCE customers. Bill inserts, account representatives, and other utility-customer-focused marketing efforts would not address upstream market actors that do not receive service from SCE. We found a similar but less pronounced effect on end-use customers that have SCG gas service and electric service from Los Angeles Department of Water and Power (LADWP). A small sample of LADWP customers were included in the CTAC/ERC sample since a small number of these customers are located within 50 miles of both centers and (receiving gas service from SCG) are eligible to participate in the program. Thirteen percent of LADWP end-use customers are aware of CTAC, versus 21 percent of SCE electric end-use customers.

For the ERC, we found that size was not as important of an indicator of awareness except for the "very small" end-use customers, which were less likely to be aware of the center. We did find that in general those that attend energy-efficiency seminars frequently were more likely to be aware of the ERC. Likewise, institutional and wastewater customers were relatively more aware of the center.

AGTAC awareness was not dependent on size or business type. However, like CTAC awareness, upstream market actors that are SCE customers are far more likely to be aware of AGTAC—74 percent v. 33 percent for upstream market actors that receive electricity from PG&E.

Awareness of SDG&E seminars also does not depend on business type or size. Instead, only whether a customer attends energy-efficiency seminars frequently increases awareness.

Awareness of the ETC does not differ across business types, sizes, or frequency that its target market attends energy-efficient seminars.

5.3.2 Awareness of Specific Center Services

For target market survey respondents who were reportedly aware of a center, we asked them (unprompted) of which services they had heard (e.g., seminars, guided tours, exhibits, etc.). Energy-efficiency seminars and workshops were by far the service of which respondents were most likely aware. Few respondents were aware of other services offered, with the exception of CTAC and AGTAC hands-on product demonstrations (18 and 35 percent, respectively), AGTAC guided tours (27 percent), AGTAC expert advice (35 percent), and AGTAC agricultural-related seminars and services (22 percent).

5.4 USE OF CENTER SERVICES

Next, we present historic usage of the centers by the target market. We asked survey respondents who were reportedly aware of a center whether they had used any of its services. As shown in Table 5-11, **about one-third of customers who are aware of the program have used its services, comprising over 35,000 end-use customers and 10,000 upstream market actors.**

PG&E's ETC is associated with a very high rate of usage among aware customers, with 70 percent of aware upstream market actors having used ETC's services in the past. ERC- and AGTAC-aware upstream market actor customers are on average less likely to have used their respective centers.

Table 5-11
Use of Center Services Among Aware End-use Customer and Upstream Market Actor Target Markets

| Center | End-users | | | UMAs | | |
|------------------|----------------------------|------------------|------------------------------|----------------------------|------------------|------------------------------|
| | Number of Target Customers | Percent of Aware | Number of Survey Respondents | Number of Target Customers | Percent of Aware | Number of Survey Respondents |
| CTAC | 14,000 | 42% | 91 | 3,900 | 44% | 22 |
| ERC ¹ | 10,600 | 35% | 84 | 1,100 | 16% | 17 |
| AGTAC | 2,400 | 30% | 62 | 400 | 20% | 56 |
| PG&E | - | - | - | 3,700 | 70% | 82 |
| SDG&E | 9,600 | 24% | 67 | 1,200 | 27% | 45 |

¹Excluding end-use customers who do not have gas service

Table 5-12 shows historic program participation, but among *all* target market customers. (Table 5-11 showed the percentage of prior usage among *aware* customers. While the numbers are the same for Tables 5-11 and 5-12, the percentages for Table 5-11 are lower since the base includes *all* target market customers.) **Six percent of target end-use customers and 10 percent of target upstream market actors have used the program's services in the past.** We found that both end-use customers and upstream market actors that frequently attend energy-efficiency seminars were more likely to have used the program's services. Likewise, for SDG&E, institutional and office end-use customers were more likely to have attended SDG&E seminars (76 and 43 percent, respectively) than other customer types.

Table 5-12
Use of Center Services Among End-use Customer and Upstream Market Actor Target Markets

| Center | End-users | | | UMAs | | |
|------------------|----------------------------|--------------------------|------------------------------|----------------------------|--------------------------|------------------------------|
| | Number of Target Customers | Percent of Target Market | Number of Survey Respondents | Number of Target Customers | Percent of Target Market | Number of Survey Respondents |
| CTAC | 14,000 | 6% | 324 | 3,900 | 11% | 85 |
| ERC ¹ | 10,600 | 5% | 308 | 1,100 | 3% | 85 |
| AGTAC | 2,400 | 17% | 101 | 400 | 11% | 100 |
| PG&E | - | - | - | 3,700 | 24% | 196 |
| SDG&E | 9,600 | 9% | 158 | 1,200 | 13% | 85 |

¹Excluding end-use customers who do not have gas service

We asked prior center attendees what type of services they had used, and we found that, predominantly, the most frequently used service was seminars.

5.5 INTEREST IN USING CENTER SERVICES

All of the survey respondents were asked about their interest in using the program's services in the future. Those who were aware of the program were asked about their interest in participating in the future, and those who were unaware prior to the survey were read a brief description of their the program's services and then asked about their interest in participating in the future.

As shown in Table 5-13, **upwards of half of the program's target market (more than 300,000 end-use customers and almost 50,000 upstream market actors) is interested in using the program's services in the future.** Figures 5-2 and 5-3 demonstrate that customers who were already aware of the program and/or had used its services are much more likely to express interest in participating in the future. The figures display the percentage that is interested in participating in the program in the future, first for the total target market, second for the "aware" population, and lastly for those who have participated in the program previously.

We found that size of business was not a factor in future interest in the centers. Interestingly, as reported previously, smaller customers were much less likely to attend energy-efficiency seminars (i.e., seminars in general, not necessarily those offered by the program) than larger customers. However, small customers are just as likely as large customers to be interested in using the program's services in the future. Notably, we did find that business type impacted interest in future program participation for CTAC and ERC target markets. Institutional, other commercial, and wastewater customers were more interested in CTAC and ERC services, while retail customers were less interested in CTAC services, while restaurants, industrial, and retail customers were less interested in ERC services.

Table 5-13
Interest in Using Center Services Among End-use Customer and Upstream Market Actor Target Markets

| Center | End-users | | | UMAs | | |
|------------------|----------------------------|--------------------------|------------------------------|----------------------------|--------------------------|------------------------------|
| | Number of Target Customers | Percent of Target Market | Number of Survey Respondents | Number of Target Customers | Percent of Target Market | Number of Survey Respondents |
| CTAC | 137,500 | 58% | 324 | 16,900 | 50% | 85 |
| ERC ¹ | 123,900 | 55% | 308 | 14,600 | 43% | 85 |
| AgTAC | 7,200 | 51% | 101 | 1,900 | 58% | 100 |
| PG&E | - | - | - | 9,600 | 63% | 196 |
| SDG&E | 50,100 | 46% | 158 | 3,200 | 36% | 85 |

¹Excluding end-use customers who do not have gas service

Figure 5-2
End-use Customer Interest in Using Center Services, by Awareness and Prior Use

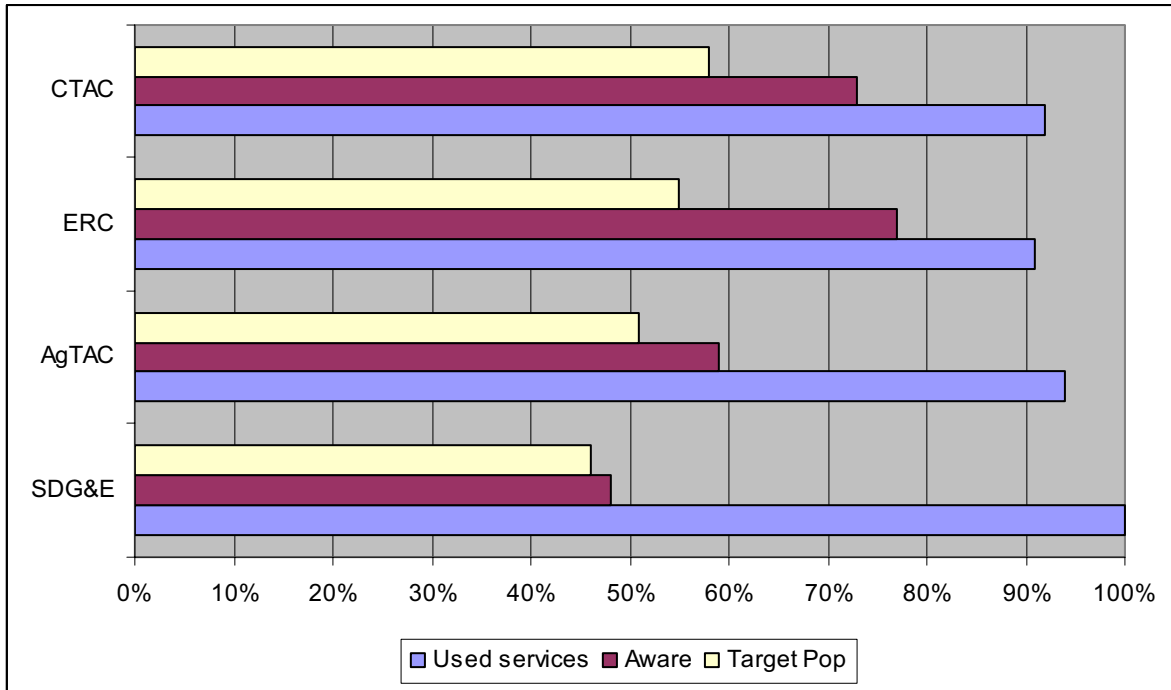
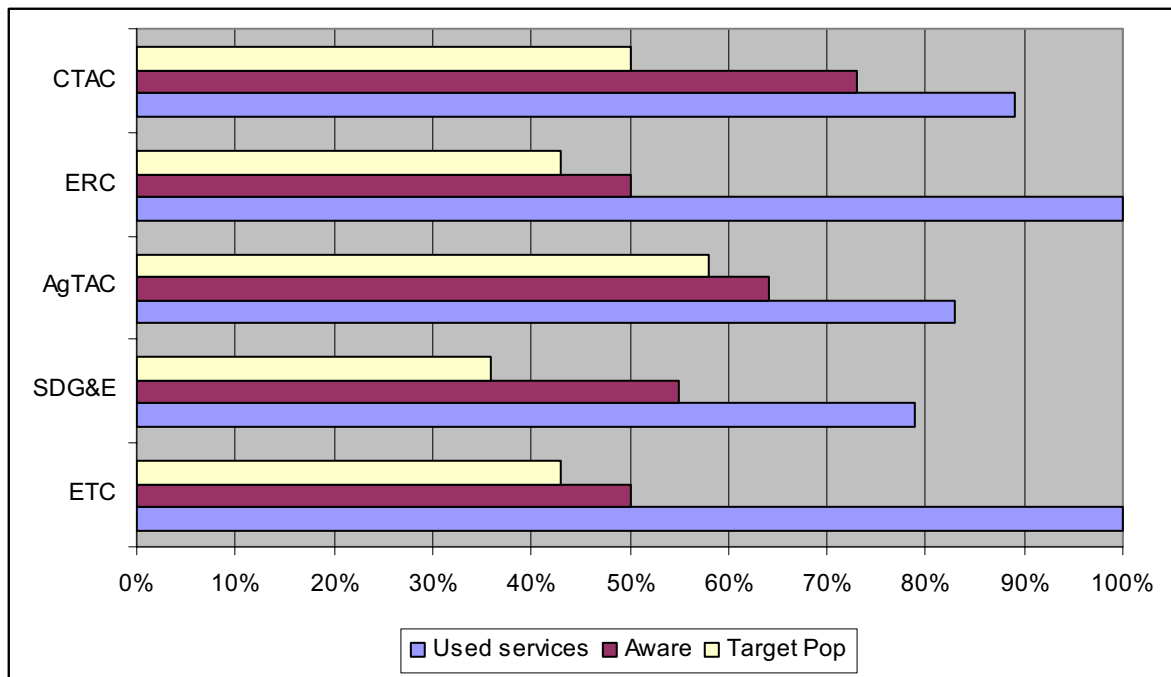


Figure 5-3
Upstream Market Actor Interest in Using Center Services, by Awareness and Prior Use



5.6 BARRIERS TO USING CENTER SERVICES

One of the most significant barriers to increasing participating in the program is awareness. As presented above, only about one-quarter of the target market is aware of the program and its services.

We explored whether additional barriers existed by asking all respondents, once informed of the program and its services, whether they were interested in participating in the future and if not, why not. **The most commonly cited reason was that the seminars were not relevant or would not be useful**, mentioned by more than half of “uninterested” respondents (or about one-quarter of all respondents). Other variants of this response were, “I am not interested;” “I don’t think it would be worthwhile;” “It does not address my issues;” “I don’t think it would be beneficial;” “I really don’t care enough;” “What they offer is not really relevant to my business;” and “I just don’t need it.”

The next most commonly cited response was lack of time. About one-quarter of respondents who were not interested in using the program’s services cited time constraints as to their lack of interest (or about 13 percent of all respondents). Other reasons provided include:

- My company is too small (around 10 percent of end-users and 6 percent of upstream market actors)
- My energy bills are too low (around 10 percent of end-users)
- I would need more information/I lack information about the seminars (around 5 percent of end-users)
- The center is too far (around 4 percent of end-users)
- My facility is already energy efficient (around 4 percent of end-users).

Notably, **a number of AGTAC target market customers said that they were not interested in using AGTAC’s services because they were not agricultural customers or did not serve the agricultural industry** (15 percent of end-use customers and 40 percent of upstream market actors). Likewise, about 8 percent of end-users located in ERC’s target market said they were not interested in visiting the ERC because they were not in the food service industry. These target market customers are not informed of the range of services offered by both the ERC and AGTAC that address all customer segments, not just agricultural or food service customers.

This section presents the process evaluation results. The process evaluation was intended to provide ongoing feedback and corrective guidance regarding program design and implementation. We assessed the effectiveness of the program's implementation strategies and marketing efforts using both the participant and target market survey results, combined with our review of program filings and materials. In-depth program staff interviews added to our understanding of the program and helped to identify areas both where the program is particularly effective and where it could be improved.

The process evaluation results that are presented below are organized by the following topics:

- Administration
- Coordination
- Seminars/technical services
- Tracking
- Marketing
- Hard-to-reach goals
- Participant satisfaction.

6.1 ADMINISTRATION

As described in Section 3, the Statewide Education, Training and Services Program promotes energy efficiency to utility customers through energy centers, both physical and virtual. As such, the program is administered locally at each of the physical centers [with the exception of San Diego Gas & Electric (SDG&E), where the program manager is based at the utility and retains the services of a professional event planner to plan seminars] The utilities coordinate the program statewide mostly by conducting regular conference calls.

The program has been offering energy-efficiency seminars for many years. **The program benefits from effective communication and coordination within each center¹ due to high retention of staff over time.** Likewise, staff members typically “wear many hats” and perform a variety of support functions, often providing administrative, marketing, planning, and technical support. This approach facilitates staff understanding of all of the activities being conducted at the center, minimizing potential communication and coordination issues. Moreover, this approach is indicative of the streamlined operations with which the program is associated. Two

¹ As mentioned in Section 3, when we refer to a center we are also referring to SDG&E's seminars. Note that SDG&E's program is managed and supported by one program manager and a subcontracted event planner. As a result, communication and coordination is effective and efficient for SDG&E.

of the centers in particular could benefit from obtaining additional staff. Both the Agricultural Technology Application Center (AGTAC) and Customer Technology Application Center (CTAC) are currently assessing whether they will request additional staff—AGTAC to replace a full-time employee who left and was not replaced and CTAC to address the need for engineering expertise.

The majority of the program’s staff report that local administration within the centers is effective. Program participant survey responses support this assertion, as none identified any issues or problems with regard to program administration.

One area that poses a challenge to center administration is maintaining contact with corporate decision-making. The fact that the centers are geographically apart from their respective utility headquarter buildings increases the possibility that program staff will be “out of the loop” with regard to important decisions that impact the program. In particular, it is important the program stay abreast of regulatory decisions (e.g., approval/modification of program plans) as well as details on other energy-efficiency programs that they may be promoting to customers (e.g., changes to programs, whether rebates are no longer available, etc.). Program staff admit that while this issue continues to pose a challenge, over time communication with utility headquarters has improved. Corporate news is more often passed on to program managers on a timely basis, and program staff are more likely to be in regular contact with relevant utility staff. Of course, this issue is not of concern for SDG&E because its program manager is based at the utility headquarters building.

6.2 COORDINATION

As mentioned above, the programs are well coordinated at the center level (and for SDG&E at the utility’s headquarters).² **The program also coordinates with other energy-efficiency programs offered by the utilities, so that programs may be cross-promoted, and customer contacts are leveraged as much as possible.** The main vehicle for ensuring coordination of energy-efficiency programs is an annual program roll-out that is typically held at each utility’s energy center. This roll-out provides energy center staff a chance to learn about the new programs being offered for a given year and to obtain program collateral that can be stocked at the center. The program roll-outs are also an opportunity to market the energy centers and their services internally to energy-efficiency program managers and account representatives. Some of the centers (and SDG&E as well) offer periodic seminars for their customers on the availability of utility rebates through participation in other energy-efficiency programs. Moreover, all seminars that address a technology that is covered under a utility energy-efficiency program will promote the rebates and inform seminar participants of important program parameters (e.g., equipment specifications, eligibility requirements, program end dates, etc.).

The utilities have recently increased coordination at the statewide level to enhance the opportunities that are available through statewide coordination and collaboration. **The most**

² The program is also well coordinated with PG&E’s Pacific Energy Center activities, not evaluated here.

significant benefit to the program as a result of extensive statewide coordination is the ability to share seminars, reducing seminar development costs and expanding the audience to which the seminars are offered. Another benefit from increased statewide coordination is that the program's energy-efficiency message is more consistent across the state.

In 2002, the utilities strengthened relationships among program staff through regular conference calls that addressed implementation, marketing, and regulatory reporting. This periodic communication across the centers resulted in coordination of speakers, seminar schedules, seminar content, and sharing of mailing lists. Regulatory reporting is arguably the most difficult area to coordinate because each center has unique features. For example, the utilities have discussed making consistent the definition of what constitutes a seminar, based on amount of time, content, etc. Likewise, the fact that SDG&E does not have a physical center poses issues with regard to consistent regulatory reporting.

Overall, the utilities agree that statewide coordination has benefited the program. Program staff has been able to introduce new seminars to their customers at little cost due to sharing of seminars across the state. Marketing has been made more effective due to sharing of mailing lists. One example of how statewide coordination has increased the program's service to customers is that AGTAC receives frequent visits from Pacific Gas and Electric (PG&E) account representatives to update AGTAC's PG&E customers on their energy-efficiency programs. Because AGTAC is located near PG&E's service territory, this example of increased coordination effectively expands the services being offered to AGTAC's visitors.

6.3 SEMINARS/TECHNICAL SERVICES

As stated in Section 3, the 2002 program continued to offer its core seminars and workshops, on which it has consistently relied to educate its target markets. These include Commercial and Industrial Lighting, HVAC for Commercial Facilities, Building Envelope Designs, Daylighting, Motors/Adjustable Speed Drives, Energy Efficient Refrigeration, Lighting Fundamentals, Residential and Non-residential Title 24 Compliance, Residential HVAC Quality Installation, and others. Appendix G provides a catalog of seminars offered in 2002, organized by seminar category, including instructor and seminar target audience where available.

6.3.1 Seminars Offered by Other Entities

The program designs its course offerings to address specific energy-efficiency topics that are not covered by other educational programs. For example, universities and community colleges offer foundation courses on equipment and operations and maintenance but do not focus on energy efficiency. Likewise, some organizations such as the Building Owners and Managers Association, the American Society of Heating, Refrigerating and Air-Conditioning Engineers, and the International Facility Management Association offer some energy-efficiency courses, but typically these courses are only offered on a limited basis and/or are a smaller component of a broader educational objective.

In PG&E's territory, some programs are offered by third-party implementers that provide training to their customers. The Energy Training Center (ETC) for the most part coordinates with these programs by participating in the training or providing the training. In SDG&E's territory, the San Diego Regional Energy Office has an energy center that offers energy-efficiency seminars. However, the focus of these seminars is narrow (i.e., self-generation, photovoltaic systems, green building design, and incentive programs.)

CTAC and the Energy Resource Center (ERC) are located within 10 miles of each other, and, as such, they closely coordinate their seminars to ensure that they do not duplicate seminars. Moreover, the two centers often coordinate and offer joint seminars, which provide comprehensive training on both gas and electric equipment.

6.3.2 Target Audience

The program targets a wide audience of nonresidential utility customers, including all classes of end-use customers (commercial, industrial, and agricultural) and all types of businesses such as institutions, industry, retail, farmers, food processing, hotels, and restaurants. The seminar offerings address both large and small end-use customers. The program is also targeted at upstream actors such as engineers, architects, contractors, and designers.

6.3.3 New Seminar Development

Each year the program introduces new seminars to address new technologies, changing codes and standards, and to expand upon existing seminars, for example, by adding advanced courses. Program staff develop new seminar topics through a number of mechanisms. **The primary method for identifying potentially new seminars is obtaining seminar attendee feedback.** Each program participant is asked to fill out a satisfaction card after the seminar has concluded, and instructors encourage participants to suggest topics for new seminars. The program staff are also in close touch with associations and experts in relevant fields, allowing them to monitor product trends and learn about new technologies. Moreover, utility staff engineers also provide input when they learn of topics that might be relevant for new seminars.

The program relies on a combination of paid consultants and in-house staff to develop new seminars. Some recent developments have addressed such topics as green/high-performance buildings (e.g., cool roofs, deconstruction, or "trash into cash"), emerging technologies, sector-specific needs (e.g., energy-efficient refrigeration for supermarkets, merchandising with energy-efficient lighting, air quality management, baking courses), program support (high-efficiency pool filtration), and general customer needs and wants (Light Fair for 2003).

6.3.4 Limitations Facing SDG&E

It should be noted that since SDG&E does not have a physical center, it is uniquely constrained in the types of seminars it can offer. While SDG&E does offer many of the core seminars (e.g., lighting, motors, and basic HVAC), it cannot offer seminars that rely on demonstrations and displays. The program relies on trade ally partnerships to obtain loaned equipment to showcase

and demonstrate technologies. SDG&E holds its seminars at varying sites, including hotels, where it is unfeasible for manufacturers and distributors to loan equipment for permanent installation.

6.4 TRACKING

The main tracking function that supports program reporting and marketing is recording seminar participants in an electronic database. Each of the centers has its own method for participant tracking, and they each have been continuously improving their database over time. For example, both CTAC and AGTAC are moving from a Microsoft Excel tracking system to an Oracle database, while the ETC is moving to a Microsoft Access database from Excel.

The seminar participant databases are the foundation of the program's marketing database. As such, the utilities store prior participants' names, addresses, and other contact information such as fax numbers and e-mail addresses. Additional functionality that some utilities currently have or are exploring includes tracking of repeat participants, size and business type of participants, hard-to-reach (HTR) characteristics, and customer satisfaction survey responses. Tracking the size and sector of participants allows a custom approach to marketing, so that the program can target market certain seminars to specific sectors.

While the databases that the program utilizes are adequate from the standpoint of marketing to future seminar participants, there is room for improvement in using the databases for evaluation and regulatory reporting purposes. We found that when we requested extracts of seminar participants and a comprehensive list of energy-efficiency seminars offered in program year 2002, it took multiple iterations with the utilities to determine the final list of seminars and to match that up with the list of attendees. Moreover, a small fraction of the seminar attendee lists was not available electronically and was provided in hard copy. A few others were not available at all. This suggested that there is likely room for improvement in the tracking function to facilitate effective marketing and to enable the program to accurately and efficiently track attendees and seminars.

6.5 MARKETING

As stated above, the seminar participant database provides the foundation for marketing the program. The major marketing strategies employed by the program, described in detail in Section 3.3.4, include direct mail of quarterly/yearly course calendars, contact with associations/industry experts, word of mouth, account representatives, the utilities' web sites, blast faxing/e-mails, and utility bill inserts.

The utilities have found that faxing, e-mail, and on-line registration are eliciting an increasingly positive response, particularly among certain segments of customers. As part of the participant survey, we asked 2002 seminar attendees how they learned of the seminar. As shown in Table 6-1, the most prevalent method was receiving a brochure in the mail. The next most common response was e-mail, cited by 16 percent of participants. We found a significant difference in the proportion of participants that heard about the seminar via e-mail across centers,

with nearly half of SDG&E participants learning of the seminar via e-mail. Only 16 percent of CTAC and less than 10 percent of the other centers' participants heard about the seminar via this method.

Table 6-1
How Participant Heard about the Seminar

| Method | End-use | UMA | Total |
|---|---------|-----|-------|
| Brochure in the mail | 45% | 50% | 47% |
| E-mail | 17% | 15% | 16% |
| Utility representative | 14% | 9% | 12% |
| Someone in my company told me about it | 11% | 9% | 10% |
| Website | 8% | 6% | 7% |
| Someone outside my company told me about it | 6% | 2% | 5% |
| Utility bill insert | 4% | 4% | 4% |
| Given a brochure by someone at my company | 4% | 2% | 3% |
| Consultant or contractor | 3% | 2% | 3% |
| Fax | 2% | 2% | 2% |
| Trade magazine article | 1% | 1% | 1% |
| Professional organization | 1% | 1% | 1% |
| Trade show | 1% | 1% | 1% |
| Number of respondents | 216 | 130 | 346 |

Table 6-2 displays the preferred method for informing customers of seminars. **Brochures in the mail are the number-1 preferred source for being informed about seminars.** For upstream market actors, over one-half prefer to be faxed information about upcoming seminars. Responses differed significantly by center. AGTAC participants' top three preferences were brochure, e-mail, and bill insert; CTAC's were brochure, fax, and e-mail; ERC's were brochure, account representative, and fax; ETC's were brochure, fax, and bill insert; and SDG&E's were e-mail, brochure, and fax.

Table 6-2
How Participant Would Prefer to be Informed about Seminars

| Method | End-use | UMA | Total |
|-------------------------------|---------|-----|-------|
| Brochure in the mail | 45% | 53% | 48% |
| Fax | 3% | 55% | 22% |
| E-mail | 17% | 2% | 12% |
| Utility representative | 13% | 1% | 9% |
| Colleagues outside my company | 11% | 0% | 7% |
| Website | 8% | 3% | 6% |
| Utility bill insert | 4% | 7% | 5% |
| Consultant or contractor | 6% | 0% | 4% |
| Others at my company | 4% | 1% | 3% |
| Number of respondents | 216 | 130 | 346 |

6.6 HARD-TO-REACH GOALS

As reported in Section 3.3.5, 2002 was the first year that the utilities tracked HTR customer participation, although these customer segments have always been included in the program's target audience.

The utilities are setting and tracking HTR goals using different methods. PG&E and Southern California Edison are using the geographic HTR criterion only, while Southern California Gas (SCG) and SDG&E are using a combination of all criteria. (PG&E targets contractors only, and as such, the other criteria do not apply since they are relevant for end-use customers only.) PG&E tracks the geographic location of attendee, while the other utilities track the geographic location of the seminar. SDG&E also offered separate HTR "events" to HTR customers, which were counted towards HTR accomplishments. As a result of the different methods being employed to set HTR goals and track HTR accomplishments, it is difficult to summarize HTR accomplishments across the whole program and to compare accomplishments by center.

It should be noted that it is more difficult for this program in particular to track HTR criteria because customers attending seminars do not have to be screened as thoroughly as participants of other utility programs, such as to receive rebates or incentive payments. The easiest HTR criterion that can be tracked is the rural v. urban definition. The other criteria may be collected as part of the customer satisfaction survey, but not all attendees will provide the information, and the information may not be able to be verified against utility records.

Each of the utilities engaged in specific activities to attempt to reach a broader audience to expand the participation among HTR segments. For both AGTAC and the ETC, which historically have focused on rural areas due to their locations, promotional efforts were not significantly expanded. CTAC and SCG made special efforts to customize their seminars to attract HTR customer segments (e.g., modifying the schedule to accommodate longer driving distances and offering seminars off site in remote locations) and to reach out to professional associations that are associated with small customers (e.g., Kreaan grocers association). SDG&E designed special HTR "events" that were tailored to small customers.

6.7 PARTICIPANT SATISFACTION

To assess participant satisfaction with the program, we asked participants two overarching questions. First, we asked them to rate the overall usefulness of the seminar, and second, their overall satisfaction with the program. As shown in Table 6-3, **the majority of participants found the seminars to be very or extremely useful. Likewise, an even greater majority were very or extremely satisfied with the program overall**, as shown in Table 6-4.

**Table 6-3
Usefulness of the Seminars**

| Usefulness Rating | | Percent of End-users | |
|---|-------------------|-------------------------------|-------------------------------------|
| | | When making purchase decision | For rationalizing certain decisions |
| Not at all Useful... ...Extremely Useful | 1 | 3% | 4% |
| | 2 | 4% | 3% |
| | 3 | 13% | 12% |
| | 4 | 30% | 34% |
| | 5 | 32% | 34% |
| | Don't know | 17% | 12 |
| | Average Rating | 4.0 | 4.0 |
| | Total Respondents | 181 | 190 |

**Table 6-4
Overall Satisfaction with the Program**

| Satisfaction Rating | | Percent of Respondents |
|-------------------------|-------------------|------------------------|
| Not at all Satisfied... | 1 | 1% |
| | 2 | 1% |
| | 3 | 8% |
| ...Extremely Satisfied | 4 | 35% |
| | 5 | 53% |
| | Don't know | 2% |
| | Average Rating | 4.4 |
| | Total Respondents | 346 |

We did find some differences in overall satisfaction by center and seminar category. The ERC's basics and general energy-efficiency seminars were not as highly regarded as those offered by the other centers. SDG&E's participants were less satisfied with HVAC, motor, and lighting seminars as other centers' participants. Finally, the ETC's Title 24 seminar participants were slightly less satisfied than the average participant. The reader should keep in mind that our sample sizes were not very large at the center/seminar category level. But the lower overall score for SDG&E could be interpreted to indicate that seminars are more effectively delivered from a physical center.

We asked respondents who rated their satisfaction lower than 4 on a scale from 1 to 5 (10 percent of respondents) to explain the reason for their dissatisfaction. **The two most commonly cited responses for dissatisfaction with the program were “the seminar was average” and “the seminar was not applicable to my situation,”** both cited by one-quarter of dissatisfied participants who rated the seminars a 1, 2, or 3. Around 10 percent said the course was not what they expected or it was not specific enough. Other reasons cited by only one respondent included the following: the respondent was already knowledgeable about the subject, the information was not as technical as expected, the information was not new or up to date, the coverage was too broad, the information was presented in a confusing fashion, and either the presentation was not of high quality or the instructors were biased and inexperienced.

We concluded the participant survey by asking for suggestions for improving the program. **About half of respondents said the seminars were fine as is and do not need improving.** Center-specific recommendations given by 5 percent or more of respondents included:

- Five percent of AGTAC participants wanted more seminars offered and/or a greater variety of seminars
- Six percent of CTAC participants complained about the quality and/or quantity of food
- Six percent of CTAC, 4 percent of ETC, and 8 percent ERC participants wanted courses closer to where they lived
- Six percent of ERC participants wanted seminars to be more in-depth, offering more topic-specific information.

This section presents conclusions from the program effectiveness assessment, the target market analysis, and the process evaluation.

7.1 PROGRAM EFFECTIVENESS

The program effectiveness assessment was intended to determine how the program affected participants' attitudes and behaviors with regard to energy efficiency. In particular, we collected evidence from a survey of seminar participants that indicated whether the relevant market barriers, i.e., information costs, performance uncertainty, information asymmetry, and bounded rationality, were reduced as a result of attending the program's seminars.

The program is hypothesized to possess a number of attributes that reduce information-related market barriers, namely, a convenient location and schedule of seminars; being a credible and objective information source; providing on-site demonstrations and technical support; and providing up-to-date information.

The participant survey that supported the program effectiveness assessment was designed to first test the linkages between attending program seminars and reducing market barriers, then to provide evidence of reduced market barriers as a result of attending the program's seminars, and finally to determine whether the program was effective in changing behavior.

7.1.1 *Does attending program seminars reduce market barriers?*

We tested the hypothesis that the program's seminars reduce the relevant market barriers using a three-pronged approach. First, we asked seminar participants what types of information they rely on for energy-related decision-making, and when they said seminars, we asked them what made seminars more valuable than other sources of information. Next, we asked seminar participants to rate nine aspects of the seminars they attended on a scale from 1 to 5, with 1 meaning poor and 5 meaning excellent. Finally, we asked them why they had attended the seminar. Note that respondents were not prompted for the first and final set of questions; instead, these questions were open-ended.

As demonstrated below, **the study results prove that attending the program's seminars reduced information costs and performance uncertainty and addressed information asymmetry. The evidence is less persuasive that the program addressed bounded rationality.**

Information Costs

The program theory that we adapted for this study posits that the program's credibility and convenience reduce the costs associated with identifying energy-efficient products and accessing

technical information. As shown below, almost all participants regard the seminars highly in terms of their convenience and credibility, providing evidence that information costs are reduced as a result of attending the program's seminars. The program's credibility and reputation is also a major driver leading customers to attend seminars. Convenience is less important in motivating customers to attend seminars.

Convenience

Twenty-one percent of respondents who preferred to use seminars to gain information as opposed to other information sources (e.g., trade magazines or manufacturer representatives) stated (unprompted) that the convenience of seminars was what made them more valuable. A slightly smaller percentage (13 percent) of all respondents stated (again, unprompted) that the convenience of the program's seminars is one of the main reasons they attended. These results suggest that convenience is not the major reason that most program participants rely on attending seminars to gain information.

When prompted with a series of potential seminar attributes to rate, however, we found that almost all seminar participants found the seminars convenient. Over 80 percent of respondents rated the seminars' convenience a 4 or 5 on a 1-to-5 scale, with 5 meaning excellent.

We conclude that while the great majority of program participants found the seminars convenient as far as their location and schedule, this attribute is a primary driver for only a small percentage of customers in determining whether they attend a seminar.

Credibility and Objectivity

Thirty percent of respondents who preferred to use seminars to gain information as opposed to other information sources stated that the objectivity of seminars and the fact that they were unbiased was what made them more valuable. Over half (59 percent) of all respondents stated that either the credibility, the objectivity, or the reputation of the program's seminars are reasons for their attendance. Furthermore, attributes such as the objectivity of the information provided, the technical knowledge of the instructor, and the technical level of the information were rated a 4 or 5 by a very high percentage of respondents, 84 percent, 94 percent, and 87 percent, respectively.

These results suggest that almost all program participants find the seminars to be credible, and moreover, the program's reputation and credibility are significant motivating factors for more than half of program participants.

Performance Uncertainty

The program is intended to reduce the uncertainty surrounding the benefits of energy-efficient products through providing objective information, on-site demonstrations, and technical support. As described above, objectivity, credibility, and reputation are major motivating factors behind participation in the program. Likewise, objectivity, technical knowledge of the instructor, and technical level of the information were rated as excellent by most participants. As discussed

below, hands-on demonstrations and the interactive nature of the seminars were also major drivers of participation. These highly regarded attributes suggest that the seminars act to reduce performance uncertainty for participants.

Hands-on Demonstrations

Almost all respondents (96 percent) who preferred to use seminars to gain information as opposed to other information sources stated that either the hands-on demonstrations or the ability to interact with the instructor and other participants were what made them more valuable. Likewise, most respondents found the demonstrations to be very useful, with 77 percent giving a 4 or 5 rating for this seminar attribute. However, almost no respondents (2 percent) stated that they specifically attended the seminar to test or showcase a product. These potentially disparate results suggest that seminar participants value hands-on instruction as a valuable method for learning new information, but they are not necessarily motivated to attend seminars so that they can test out products themselves.

Information Asymmetry

The program attempts to address the difficulties that utility customers encounter due to lack of information when evaluating claims made by salespeople for energy-efficient products. The seminar attributes that are hypothesized to reduce information asymmetry are its unbiased information and the cutting-edge information it provides on new technologies. As presented previously, about 30 percent of participants prefer seminars to other information sources because they regard them as unbiased. Furthermore, more than half of participants attend the seminars because of their objectivity, good reputation, and their credibility. As indicated below, the seminars are regarded by almost all participants as providing cutting edge or state-of-the-art information. However, reputation and credibility motivate many more participants to attend seminars. In sum, both of these results suggest that the program's seminars reduce information asymmetry by providing up-to-date and credible information on new technologies.

Current and Up-to-Date Information

About 22 percent of seminar participants said that they preferred seminars to other sources of information when learning about new technologies, making them the second most preferred information source. A much higher percentage (43 percent) preferred trade journals. However, a very high percentage of respondents (84 percent) regard the seminars highly based on the cutting-edge or state-of-the-art information they provide, rating this attribute a 4 or 5.

These results suggest that, like convenience, almost all participants value the current and up-to-date information provided by the seminars, but only a small percentage are motivated to attend seminars because of this attribute.

Bounded Rationality

The program seeks to address bounded rationality, the tendency of some utility customers not to act on their stated goals, by providing customized, objective, and technical information to help

customers take action. As demonstrated above, the program is successful in providing objective and technical information, with most participants rating these seminar attributes highly. However, as shown below, there is less evidence that the program is successful in providing customized information. As a result, we conclude that the program is only partially successful in reducing bounded rationality among participants.

Customized Information

We did not ask customers to rate how “customized” or relevant the seminar information was to their needs; however, we did find that 13 percent of participants attended the seminars to help them solve a particular problem (e.g., to consult with someone about a specific issue, to learn about a specific technology, or to help their company meet energy standards). Another possible indicator of the relevance of the seminar information is the percentage of respondents (25 percent) who stated that they were dissatisfied with the seminar because they did not find it applicable or relevant to their situation. These results suggest that seeking customized information is less of a driver of participation than other seminar attributes such as credibility and a good reputation. And while we did not directly assess relevance of the information, we did find that a small but significant fraction of respondents was dissatisfied with the seminar due to lack of relevance. Likewise, many target market respondents who were not interested in using the program’s services in the future cited relevance or applicability as reasons for their lack of interest.

7.1.2 Were market barriers reduced as a result of attending the program’s seminars?

We examined what effect the program had on reducing the relevant market barriers by asking participants whether their attitudes and behaviors had changed as a result of attending the seminars. The results that established linkages between the seminars and reductions in market barriers help explain *why* one would expect to see evidence of reduced market barriers. The following discussion concerns *whether* we saw any evidence of reduced market barriers.

We found that around three-quarters of end-use customer seminar participants:

- Are more aware of new technologies or practices and energy-efficient solutions
- Better understand how to improve the energy efficiency of existing equipment at their facility
- Have more confidence in the performance of energy-efficient equipment
- Can promote energy efficiency to management better
- Are more likely to specify energy-efficient equipment when given a choice
- Can more confidently evaluate the energy-efficiency performance claims made by salespeople
- Will change some of their company’s policies related to specifying or selecting energy-efficient equipment.

Likewise, slightly less than three-quarters of upstream market actor seminar participants:

- Are more aware of new technologies or practices
- Have more confidence in the performance of energy-efficient equipment
- Have incorporated energy efficiency into their sales pitch
- Feel that their company should consider making it common practice to specify energy-efficient products
- Have changed their company's business strategy by differentiating itself by specifying energy-efficient products.

These results support the conclusion that by addressing information-related market barriers, **the program resulted in an increase in awareness of and an improvement in attitudes towards energy-efficient practices for the great majority of participants.**

7.1.3 Was the program effective in changing behaviors?

Ultimately, the program's objective is to help end-use customers reduce their energy usage and operation and maintenance (O&M) costs through reducing market barriers for end-use customers and the market actors who serve them. Above, we presented evidence that market barriers have been reduced. The following discussion concerns increases in energy-efficient behaviors that resulted from the reduction in market barriers caused by the program.

The study results showed that about half of end-use customers who made equipment purchases since attending the seminars were influenced by the program to purchase energy-efficient equipment. Likewise, 39 percent of end-use customers were influenced by the program to change their O&M practices.

Of those end-use customers whose purchase decisions were not influenced by the program, respondents were more likely to say they selected energy-efficient equipment (and were not influenced by the program to do so) as opposed to selecting inefficient technologies. That is, very few end users who purchased equipment since the seminar purchased inefficient equipment. Respondents who said the program did not influence their decision reported, "We always choose the more efficient product" or "The seminar reinforced what I already knew."

We also presented evidence that well over half of upstream market actors had changed their behaviors, specifically how they specify energy-efficient products and how their business positions itself with regard to its energy-efficiency specification practices.

As far as future behavior, around two-thirds of end-use customers said that the seminars will be very influential in affecting their future purchase decisions. This result is underscored by the fact

that almost all respondents (93 percent) have retained the seminar information and 81 percent have shared it with others.

These results indicate that the program is effective in changing a significant number of attendees' behavior. And where the program does not reportedly impact decisions, its information helps emphasize and reinforce knowledge, helping to support the continuation of energy-efficient practices.

7.2 PROGRAM TARGET MARKET

The target market analysis was intended to determine the influence of the program on its target audience in terms of awareness, prior participation, and interest in participating in the future. For the purposes of this study, the target market is defined as a geographic area surrounding each center equal to a reasonable driving distance. **While the program effectiveness assessment focuses on the program's impact on 2002 seminar participants, the target market assessment expands the scope of analysis to the program's target audience.** This analysis attempts to answer the following questions: What percentage of the target market is aware of the program? What is the extent of prior participation among the target audience? How much interest exists among the target market for using the program's services?

The answers to these questions are crucial to understanding the impact of the program on a wider audience beyond the most recent program participants. As described in the previous subsection, the program is very effective in addressing market barriers among customers who attend its seminars. This target market assessment essentially broadens the evaluation of the program to determine its impact on the target market of utility customers. A secondary goal of this effort is to identify barriers to expanding the scope of the program beyond prior participants.

7.2.1 Awareness of and Participation in the Program

We found that **awareness of the centers varied widely**. In the target market area surrounding both Customer Technology Application Center (CTAC) and the Energy Resource Center (ERC) (the greater Los Angeles metropolitan area), awareness levels were low (less than 25 percent). In the less densely populated central valley, awareness of Agricultural Technology Application Center (AGTAC) (located in Tulare in the southern end of the valley) and the Energy Training Center (ETC) (located in Stockton in the northern end of the valley) was higher—56 and 35 percent, respectively. Nearly half of San Diego Gas & Electric's target market is aware that the utility conducts seminars throughout its service territory.

Among the target market that is aware of the program, participation rates are fairly high—about one-third on average. However, over the entire target market, just over 5 percent have participated, or about 45,000 customers.

These results suggest that there remains tremendous potential for expanding the reach of the program to customers who are not yet aware of and have not yet participated in the program.

7.2.2 Interest in and Barriers to Participating in the Future

Reported interest in using the program’s services in the future is high—upwards of half of the target market expressed interest in using at least one of the program’s services in the future. The most commonly cited reason for lack of interest was that the seminars are not relevant or would not be useful (mentioned by one-quarter of respondents). Lack of time was another commonly cited response (mentioned by one-eighth of respondents).

These results indicate that **when made aware of the program, the majority of customers is interested in participating in the program in the future. The two most significant barriers to increasing participation are awareness and relevance of the seminars**, suggesting that the program needs to generally inform customers of its services, but also to educate customers on the types of services it offers to convince them that their offerings are indeed relevant.

7.3 PROCESS EVALUATION

The process evaluation was conducted to provide feedback and guidance regarding program design implementation. This assessment addressed program administration, coordination, technical services offered by the program, tracking and marketing, hard-to-reach (HTR) goals, and participant satisfaction.

7.3.1 Administration and Coordination

We found that administration and coordination of the program are effective. The programs are administered locally at the center level, with each center operating efficiently, with staff members often performing multiple roles. The program benefits from a high rate of staff retention and effective local communication and coordination. Maintaining contact with corporate decision-making (since the centers, with the exception of SDG&E, are geographically apart from their respective utility headquarter buildings) can sometimes prove challenging, although this has improved over the years. Statewide coordination has benefited this program in particular, resulting in cost savings and expanded seminar offerings.

One area that poses a challenge to center administration is maintaining contact with corporate decision-making. The fact that the centers are geographically apart from their respective utility headquarter buildings increases the possibility that program staff will be “out of the loop” with regard to important decisions that impact the program. In particular, it is important the program stay abreast of regulatory decisions (e.g., approval/modification of program plans) as well as details on other energy-efficiency programs that they may be promoting to customers (e.g., changes to programs, whether rebates are no longer available, etc.). Program staff admit that while this issue continues to pose a challenge, over time communication with utility headquarters has improved. Corporate news is more often passed on to program managers on a timely basis, and program staff are more likely to be in regular contact with relevant utility staff. Of course, this issue is not of concern for SDG&E because its program manager is based at the utility headquarters building.

7.3.2 Seminars

The program continues to rely on a core set of seminars offered to a wide variety of customer sizes and segments, addressing lighting, HVAC, motors, refrigeration, and codes and standards, while introducing new seminars each year to address new technologies, advanced concepts, and new codes and standards. These seminars fill a gap in the market, as no other entity offers a broad curriculum of seminars dedicated to energy efficiency.

7.3.3 Tracking and Marketing

The program could improve its tracking capabilities to increase the effectiveness of marketing efforts and to improve its ability to report on its accomplishments and conduct evaluations. We found that, while the program was effective in tracking the contact information of 90 percent or more of seminar attendees, some attendee lists were not entered into the database and it was difficult to “true up” lists of energy-efficiency seminars with participant lists extracted from the databases. Each of the centers is working to improve its tracking capabilities, including adding functionality to track repeat attendance, HTR characteristics, customer satisfaction scores, and size and segment of the customer to enhance target market capabilities.

The program has relied on prior participants as the foundation of its marketing list, with partnerships with associations and industry experts also providing a link to wider target audiences. Most participants heard about the seminar they attended through a brochure mailed to them, and this approach continues to be the preferred approach for informing prior attendees about upcoming seminars. As demonstrated in the prior subsection, awareness remains low among the target audience of the centers’ services, particularly in the Los Angeles area for CTAC and the ERC. The dense, urban setting that is associated with the CTAC/ERC target market could account for lower than average awareness as compared to the other target market areas. First, there are many more customers to make aware in this area. The less-dense target markets may benefit much more from word of mouth from prior participants to other target customers. Moreover, urban customers are challenged with a much more dynamic business environment, with many more service providers competing for their services.

7.3.4 Hard-to-Reach Goals

The utilities began tracking HTR customer participation for the first time in 2002, although these customer segments have always been included in the program’s target audience. The program defined HTR participation based on either the seminar or seminar attendee location, using the California Public Utilities Commission’s (CPUC’s) definition for HTR as a starting point for developing a working definition tailored to each center. **The HTR definitions developed for the 2002 program are not consistent statewide.** However, it should be noted that it is difficult for this program to collect accurate and complete data on attendees. Since attendees do not have to be customers of the sponsoring utility, the program must solicit HTR data from participants as part of the optional customer satisfaction form they provide at the end of the seminar. Therefore, any statewide definition that includes tracking of criteria beyond geographic HTR (which is

easily tracked using attendee address) should be flexible so that the utilities are not negatively impacted with respect to meeting HTR goals due to incomplete attendee information.

Reliance on the geographic HTR criterion may not be appropriate given that seminars are conducted at physical energy centers with fixed locations.¹ While the program offers a limited number of seminars off-site to reach remote areas of the state, the core program relies on seminars conducted at the energy centers to take advantage of the permanent displays and demonstrations.

7.3.5 Participant Satisfaction

Results presented earlier in this section suggested that the seminars are regarded as valuable and effective in addressing several information-related market barriers. We also asked participants to rate the seminars on their usefulness and to rate their overall satisfaction. **Almost all participants were very satisfied with the seminars and found them to be very or extremely useful.** The most common reason for dissatisfaction was that the seminar was described as “average” or “not applicable to my situation.”

We also asked participants to provide suggestions for improving the program. Over one-half said that the program does not need improving.

7.4 RECOMMENDATIONS

Below, we provide recommendations based on the study conclusions for improving the program design and performance.

- **Emphasize in program marketing materials the program’s attributes that participants respond to most favorably, i.e., its credibility and objectivity and use of hands-on demonstrations.**

These research results suggested that the program’s reputation, credibility, and objectivity as well as the seminar format that provides hands-on demonstrations and interactivity are the main reasons customers choose to attend seminars. These attributes should be emphasized in marketing materials.

- **Continue and expand statewide coordination.**

The centers have benefited from statewide collaboration by increasing the number of new seminars offered at reduced cost. Moreover, sharing of marketing databases where the centers serve an overlap target audience (e.g., CTAC and ERC and AGTAC and ETC), has greatly

¹ SDG&E does not have a physical center and instead offers seminars throughout its territory. SDG&E does not use the geographic criterion for tracking HTR goals due to the small size of its territory.

expanded the marketing capabilities of the centers. The program should continue and expand these efforts in order to improve its technical offerings and its marketing capabilities.²

- **Ensure that the program is adequately staffed with the appropriate personnel.**

There was some evidence that some of the centers might lack staff, especially technically skilled staff. Ensuring adequate resources is important to maximizing the effectiveness of the program.

- **Improve tracking of seminar participants.**

The program could improve upon its tracking of seminar participants, to support marketing, evaluation, and reporting efforts. We found that, while upwards of 90 percent of seminar attendees were comprehensively tracked in 2002, there remains the potential for improving tracking functions.

- **Develop a consistent HTR definition that is not limited to geographic HTR criteria.**

As the utilities continue to coordinate the program statewide, they should consider collaborating on how they define, track, and report on HTR attendance. A consistent definition of a HTR participant, not limited to geographic location of attendee or seminar, should be developed and instituted on a statewide basis. The utilities should begin tracking HTR attendance to determine a baseline level of HTR participation. This baseline information could then be used to develop appropriate center-specific HTR attendance goals in the future. Existing efforts to expand participation to HTR segments should be continued and expanded to address the CPUC goal of serving HTR customers.

- **Continue and expand existing marketing efforts to increase awareness of the program among the target audience.**

Less than half the target market is currently aware of the program and its services. There remains potential for increasing program participation by addressing the most important participation barrier, lack of awareness. The target market survey results suggested that a very high percentage of “aware” customers had used the program’s services in the past, suggesting that once made aware of the program, customers are likely to use its services.

Methods for increasing awareness include expanding existing market efforts (e.g., tracking of prior participants and using Dunn and Bradstreet Market Place data to target market certain seminars) and further collaborating statewide on the sharing of market databases and successful marketing methods. Many of the centers have close relationships with trade allies such as

² Note that although this evaluation did not include PG&E’s Pacific Energy Center (PEC), extensive coordination occurs between the Statewide program and the PEC. This evaluation did not assess the effectiveness of this coordination, but we might assume that some of the same benefits are being realized from coordination with PEC as coordination between the other centers, and as such, coordination between the Statewide program and the PEC should also continue.

professional associations and trade organizations. The utilities should leverage these relationships statewide so that all of the centers benefit.

Participant tracking databases are being continuously improved, and there remains the potential for further leveraging the information from prior participants. For example, the utilities are adding functionality to their tracking systems to record business type, size, HTR characteristics, etc., in order to expand their target market capabilities. These practices should be considered statewide, and the utilities should collaborate on the effectiveness of target marketing.

- **Ensure that marketing efforts address customers' concerns about the potential relevance of the program's seminars.**

After awareness, the perception that the program is irrelevant and not applicable to the target audience's needs is the second most significant barrier affecting the expansion of participation. Seminar design and marketing strategies should be assessed as far as their effectiveness in addressing this barrier.

The utilities might consider conducting further research to determine if there are seminar topics that are not being offered or changes to existing seminars that could be made to increase their applicability to the target audience. One of the centers has conducted focus groups periodically to evaluate new seminar concepts. Conducting focus groups might help to tease out more specifics from uninterested customers since telephone surveys are limited in their ability to probe deeply on specific issues. As reported previously, the program was less successful in providing customized information to address market barrier of bounded rationality, and qualitative research could provide an opportunity for probing how the program might more effectively address this market barrier.

- **Attempt to address customers' time constraints through marketing and program design.**

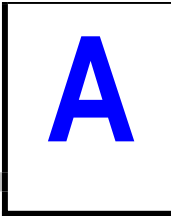
The third most significant barrier to expanding program participation is customers' lack of time. While this barrier may be very difficult to address given the inherent nature of the program, marketing strategies and program design should be examined to ensure that the program is being promoted effectively to customers with time constraints. For example, seminars could be offered during off-peak traffic times and could be marketed as such. Likewise, certain seminars that provide benefits to customers with only one visit could also be strategically marketed to address customers who do not attend due to time constraints.

This barrier could also be explored through qualitative research to determine whether customers who say they do not have enough time could benefit from the program. That is, certain customer segments may have time but do not perceive enough benefits from participating to warrant their time, e.g., customers who do not pay their energy bills or who have very low fixed energy bills. These customers should probably not be targeted by the program. However, customers who could benefit from the program but perceive that they cannot afford to spare staff or their own

time to attend seminars could be probed to determine how best to address their needs. For example, the program might be able to expand its off-site seminars to reduce driving time. Or the program could offer mini-seminars or traveling demonstrations to specific segments to disseminate information to customers who could never make the time commitment for a regular seminar.

- **Incorporate Pacific Gas & Electric’s (PG&E’s) Pacific Energy Center (PEC) and the nonresidential seminars that the Energy Training Center offers into the Statewide program evaluation.**

Currently, PG&E’s PEC is considered a local program, and as such, it is evaluated separately from the Statewide program. Both the PEC’s services and its target audience are very similar to those of the Statewide program, and accordingly, the Statewide program evaluation would benefit from broadening its scope to include the PEC and the nonresidential seminars offered by the ETC.



A.1 PARTICIPANT SURVEY

The participant survey was designed to assess the effectiveness of the program and customer satisfaction. A total of 346 surveys were conducted with 2002 seminar attendees during the months of July and August, 2003.

A.1.1 Survey Design

A telephone survey was administered to program seminar participants to evaluate the success of seminars at reducing market barriers. In general, the survey instrument was designed to assess participants' attitudes regarding the effectiveness of the seminar(s) they attended in increasing the market demand for and thus the market adoption of energy-efficiency measures.

There were two versions of the participant questionnaire, one for end-use customers and another for upstream/midstream market actors. See Appendix B for the participant questionnaires.

The end-use customer survey addresses the extent to which seminar participants:

- Have increased their interest in, awareness of, and knowledgeability about energy-efficient equipment; if so, what components of the seminars were most informative;
- Have been influenced by the seminars to consider and/or purchase and install energy-efficiency equipment; if so, what components of the seminars were most important;
- Have experienced an increased ability to assess their equipment needs as well as acquire and understand the necessary information to successfully negotiate an equipment purchase; if so, what components of the seminars were most helpful;
- Have experienced a decline in their concerns about how energy-efficient equipment will perform as a result of the seminars; if so, what components of the seminars were most useful; and
- Have utilized (and continue to utilize) knowledge they gained from participating in the seminars as part of ongoing energy management decision-making.

The upstream/midstream market actor survey was designed to address similar issues from the perspective of participating architects, engineers, contractors and equipment suppliers.

A.1.2 Sample Design

The sample frame consists of seminar participants from 2002. Although the program year officially began on April 1, 2002, SCE and PG&E included the first quarter seminars in the sample frame to increase the size of the sample. Table A-1 presents the seminars included in the participant sample frame.

Table A-1
Seminars In Participant Sample Frame

| Center | Seminar category | Seminar name | Date | Attendees |
|--------|----------------------------------|--|------------|-----------|
| AGTAC | Basics/General EE | Money Making Maintenance Practices | 2/7/2002 | 6 |
| AGTAC | Irrigation/Pumps/Wells | World Ag Expo: FSU-CIT Irrigation Workshop | 2/12/2002 | 10 |
| AGTAC | Irrigation/Pumps/Wells | World Ag Expo: CPSLO Irrigation Workshop | 2/13/2002 | 15 |
| AGTAC | Process | Compressed Air Workshop | 2/28/2002 | 6 |
| AGTAC | Lighting | Basic Lighting Workshop | 3/5/2002 | 17 |
| AGTAC | HVAC | Basic HVAC Workshop | 3/6/2002 | 21 |
| AGTAC | Irrigation/Pumps/Wells | Groundwater Wells and Pumps Workshop | 3/7/2002 | 32 |
| AGTAC | Refrigeration | Efficient Technologies for Commercial Refrigeration | 3/21/2002 | 3 |
| AGTAC | Water/wastewater | Instrumentation and Sensors Workshop | 5/8/2002 | 3 |
| AGTAC | Irrigation/Pumps/Wells | Introduction to Drip/Micro Irrigation System Design | 5/14/2002 | 13 |
| AGTAC | Irrigation/Pumps/Wells | Chemigation and Legal Requirements Compliance | 6/11/2002 | 19 |
| AGTAC | Lighting | Basic Lighting Workshop | 6/19/2002 | 5 |
| AGTAC | Lighting | Commercial Industrial Lighting | 6/19/2002 | 5 |
| AGTAC | HVAC | Basic HVAC Workshop | 6/20/2002 | 7 |
| AGTAC | Refrigeration | Industrial Refrigeration | 6/25/2002 | 3 |
| AGTAC | Irrigation/Pumps/Wells | Introduction to Well and Deep Well Turbine Pump Design | 7/9/2002 | 47 |
| AGTAC | Lighting | Skylighting for Commercial & Industrial Buildings | 7/15/2002 | 4 |
| AGTAC | Irrigation/Pumps/Wells | Introduction to Pumping Plant Design | 8/15/2002 | 13 |
| AGTAC | HVAC | Packaged HVAC Workshop | 8/21/2002 | 10 |
| AGTAC | Process | Compressed Air Workshop | 8/22/2002 | 14 |
| AGTAC | Irrigation/Pumps/Wells | Frost Protection Systems | 9/10/2002 | 10 |
| AGTAC | Basics/General EE | Technology Review Workshop | 9/17/2002 | 11 |
| AGTAC | Refrigeration | Efficient Technologies for Commercial Refrigeration | 9/18/2002 | 21 |
| AGTAC | Water/wastewater | Instrumentation and Sensors Workshop | 10/24/2002 | 9 |
| AGTAC | Motors | Motors and ASDs | 10/30/2002 | 45 |
| AGTAC | Irrigation/Pumps/Wells | Matching Pump Capacity to Irrigation System Demand | 11/14/2002 | 22 |
| AGTAC | High-performance/Green buildings | Collaborative for High Performance Schools | 12/3/2002 | 16 |
| AGTAC | HVAC | High Performance Duct Systems and 2001 Residential Energy Standards Overview | 12/12/2002 | 15 |
| CTAC | Lighting | California Conservation Corps Lighting Set | 1/22/2002 | 11 |
| CTAC | Basics/General EE | Technology Update | 1/23/2002 | 16 |
| CTAC | Lighting | Lighting & Daylighting for Architects & Designers | 1/29/2002 | 30 |
| CTAC | Lighting | Commercial & Industrial Lighting | 2/5/2002 | 19 |
| CTAC | High-performance/Green buildings | Design Strategies for High Performance Glass | 2/6/2002 | 14 |
| CTAC | Lighting | High Intensity Discharge (HID) Lighting | 2/6/2002 | 30 |
| CTAC | HVAC | Basic Heating, Ventilation & Air Conditioning (HVAC) | 2/7/2002 | 32 |
| CTAC | Basics/General EE | Technology 101- Lighting Systems, HVAC & Building Envelope | 2/13/2002 | 132 |
| CTAC | HVAC | Package Unit Heating, Ventilation & Air Conditioning (HVAC) | 2/14/2002 | 43 |
| CTAC | Lighting | Lighting Retrofit Strategies & Project Management Techniques | 2/20/2002 | 28 |
| CTAC | Refrigeration | Efficient Technologies for Commercial Refrigeration | 2/26/2002 | 25 |
| CTAC | HVAC | Chilled Water @ Marriot LAX | 3/6/2002 | 32 |

Seminars In Participant Sample Frame, continued

| Center | Seminar category | Seminar name | Date | Attendees |
|--------|----------------------------------|--|-----------|-----------|
| CTAC | Lighting | California Conservation Corps Lighting Set | 3/11/2002 | 12 |
| CTAC | Lighting | Advanced Lighting Technologies | 3/13/2002 | 34 |
| CTAC | Lighting | Lighting Controls for Energy Management | 3/13/2002 | 38 |
| CTAC | HVAC | Air Handling Systems | 3/14/2002 | 57 |
| CTAC | Basics/General EE | Industrial Maintenance | 3/14/2002 | 35 |
| CTAC | Refrigeration | Industrial Refrigeration | 3/19/2002 | 12 |
| CTAC | Lighting | Skylighting for Commercial & Industrial Buildings | 3/22/2002 | 32 |
| CTAC | HVAC | Basic Heating, Ventilation & Air Conditioning (HVAC) | 3/27/2002 | 20 |
| CTAC | Refrigeration | EE Supermarket Refrigeration | 3/27/2002 | 29 |
| CTAC | Lighting | Commercial & Industrial Lighting | 3/29/2002 | 26 |
| CTAC | Lighting | California Conservation Corps Lighting Set | 4/8/2002 | 11 |
| CTAC | Lighting | Lighting Fixture Maintenance Workshop | 4/9/2002 | 28 |
| CTAC | Lighting | Hibay Lighting | 4/11/2002 | 68 |
| CTAC | Basics/General EE | Express Efficiency Vendor Kick Off and Fair | 4/15/2002 | 178 |
| CTAC | Lighting | Lighting Fixture Maintenance Workshop | 4/16/2002 | 31 |
| CTAC | Food | Advanced Food Service Refrigeration | 4/18/2002 | 68 |
| CTAC | Lighting | Advanced Lighting Technologies | 4/23/2002 | 19 |
| CTAC | Lighting | Lighting Controls for Energy Management | 4/23/2002 | 27 |
| CTAC | High-performance/Green buildings | High Performance Commercial Building Facades Roundtable | 4/29/2002 | 28 |
| CTAC | High-performance/Green buildings | High Performance Commercial Building Facades Roundtable | 4/29/2002 | 60 |
| CTAC | Motors | Electric Motors & Adjustable Speed Drives | 5/7/2002 | 59 |
| CTAC | Basics/General EE | Association of Professional Energy Managers | 5/8/2002 | 68 |
| CTAC | Lighting | Commercial & Industrial Lighting | 5/8/2002 | 23 |
| CTAC | HVAC | Basic Heating, Ventilation & Air Conditioning (HVAC) | 5/9/2002 | 37 |
| CTAC | HVAC | Energy Management Systems (EMS) | 5/9/2002 | 22 |
| CTAC | Process | Compressed Air Systems | 5/14/2002 | 13 |
| CTAC | Lighting | Lighting Retrofit Strategies & Project Management Techniques | 5/15/2002 | 21 |
| CTAC | Lighting | Lighting for Offices and Schools | 5/16/2002 | 41 |
| CTAC | Irrigation/Pumps/Wells | Pumping System Assessment | 5/16/2002 | 64 |
| CTAC | Basics/General EE | Industrial Maintenance | 5/22/2002 | 34 |
| CTAC | Lighting | California Conservation Corps Lighting Set | 5/28/2002 | 12 |
| CTAC | HVAC | Owning & Operating an Efficient Cooling Tower | 5/30/2002 | 30 |
| CTAC | Refrigeration | Refrigeration Vendor Event - CTAC | 6/4/2002 | 17 |
| CTAC | Basics/General EE | EE Vendor Rebate - Cathedral City | 6/19/2002 | 23 |
| CTAC | Lighting | Lighting & Daylighting for Architects & Designers | 6/19/2002 | 24 |
| CTAC | Lighting | Commercial & Industrial Lighting | 6/25/2002 | 5 |
| CTAC | Lighting | Commercial and Industrial Lighting Offsite Mammoth | 7/2/2002 | 3 |
| CTAC | Basics/General EE | Faith Based Organization Program Offsite Ridgecrest | 7/2/2002 | 12 |

Seminars In Participant Sample Frame, continued

| Center | Seminar category | Seminar name | Date | Attendees |
|--------|----------------------------------|---|------------|-----------|
| CTAC | Refrigeration | Efficient Technologies for Commercial Refrigeration | 7/9/2002 | 24 |
| CTAC | HVAC | Basic Heating, Ventilation & Air Conditioning (HVAC) | 7/10/2002 | 31 |
| CTAC | Lighting | Commercial and Industrial Lighting Offsite Mammoth | 7/12/2002 | 11 |
| CTAC | Lighting | California Conservation Corps Lighting Set | 7/15/2002 | 12 |
| CTAC | HVAC | Chilled Water @ Marriot LAX | 7/16/2002 | 30 |
| CTAC | Basics/General EE | EE Training - Thousand Oaks | 7/16/2002 | 8 |
| CTAC | Lighting | California Conservation Corps Lighting Set | 7/22/2002 | 13 |
| CTAC | Basics/General EE | EE Vendor Training - Victorville | 7/23/2002 | 1 |
| CTAC | Lighting | Lighting Fixture Maintenance Workshop | 7/24/2002 | 34 |
| CTAC | Basics/General EE | Non Profit Energy Forum | 7/24/2002 | 21 |
| CTAC | Basics/General EE | Industrial Maintenance | 7/31/2002 | 24 |
| CTAC | Lighting | Commercial & Industrial Lighting | 8/6/2002 | 11 |
| CTAC | Basics/General EE | Technology Update | 8/6/2002 | 16 |
| CTAC | High-performance/Green buildings | Building Sustainable Libraries | 8/13/2002 | 63 |
| CTAC | Lighting | Successful Merchandising with Efficient Lighting | 8/14/2002 | 17 |
| CTAC | High-performance/Green buildings | Sustainable Building | 8/21/2002 | 46 |
| CTAC | Lighting | Lighting & Daylighting for Architects & Designers | 8/28/2002 | 27 |
| CTAC | Food | Energy Audits & Management for Foodservice | 9/5/2002 | 34 |
| CTAC | Refrigeration | Industrial Refrigeration | 9/11/2002 | 30 |
| CTAC | Basics/General EE | New Energy Technology Series | 9/12/2002 | 30 |
| CTAC | Lighting | Hibay Lighting | 9/17/2002 | 50 |
| CTAC | High-performance/Green buildings | Design Strategies for High Performance Glass | 9/19/2002 | 19 |
| CTAC | HVAC | Air Handling Systems | 9/25/2002 | 46 |
| CTAC | Food | EE Lighting for Foodservice | 10/3/2002 | 47 |
| CTAC | Lighting | C/I Lighting - Kern River Valley | 10/3/2002 | 7 |
| CTAC | Audits | How to Manage your Business's Energy Costs - Victorville | 10/11/2002 | 16 |
| CTAC | Basics/General EE | Building Operator Certification (BOC) | 10/22/2002 | 29 |
| CTAC | Water/wastewater | 9th Annual Water Conference | 11/1/2002 | 62 |
| CTAC | Process | Compressed Air Systems | 11/6/2002 | 24 |
| CTAC | HVAC | Package Unit Heating, Ventilation & Air Conditioning (HVAC) | 11/13/2002 | 63 |
| CTAC | Lighting | Skylighting for Commercial & Industrial Buildings | 11/19/2002 | 23 |
| CTAC | Lighting | Lighting Fixture Maintenance Workshop | 11/21/2002 | 27 |
| CTAC | Lighting | EE Lighting Systems & Controls (Victor Valley College) | 11/22/2002 | 23 |
| CTAC | Basics/General EE | Building Operator Certification (BOC) | 11/26/2002 | 26 |
| CTAC | Lighting | Lighting Fixture Maintenance Workshop | 12/4/2002 | 24 |
| CTAC | Lighting | High Intensity Discharge (HID) Lighting | 12/5/2002 | 12 |

Seminars In Participant Sample Frame, continued

| Center | Seminar category | Seminar name | Date | Attendees |
|--------|----------------------------------|---|------------|-----------|
| CTAC | HVAC | Energy Management Systems (EMS) | 12/10/2002 | 23 |
| CTAC | Audits | How to Manage your Business's Energy Costs | 12/12/2002 | 10 |
| CTAC | Basics/General EE | Building Operator Certification (BOC) | 12/17/2002 | 21 |
| ERC | HVAC | Steam Efficiency Workshop | 4/3/2002 | 71 |
| ERC | Title 24 | ACCA Manual J Training | 4/10/2002 | 23 |
| ERC | Food | Snack Food Expo | 4/10/2002 | 47 |
| ERC | Title 24 | ACCA Manual D Introduction | 4/11/2002 | 18 |
| ERC | Title 24 | ACCA Manual D Advanced | 4/12/2002 | 18 |
| ERC | Food | Equipment Operations and Maintenance | 4/17/2002 | 21 |
| ERC | Title 24 | Hydronic System Sizing | 4/24/2002 | 13 |
| ERC | Title 24 | HVAC Diagnostics | 4/25/2002 | 13 |
| ERC | Food | Challenges of Catering | 4/25/2002 | 141 |
| ERC | Title 24 | High Performance Ducts & AB970 Residential Overview | 4/26/2002 | 12 |
| ERC | Title 24 | ACCA Manual J Training | 5/1/2002 | 8 |
| ERC | Title 24 | Title 24 Update: Nonresidential Standard | 5/1/2002 | 90 |
| ERC | Title 24 | ACCA Manual D Advanced | 5/3/2002 | 13 |
| ERC | Basics/General EE | Combustion Seminar | 5/7/2002 | 7 |
| ERC | Food | Tastes of Hawaii | 5/7/2002 | 223 |
| ERC | Food | Equipment Operations and Maintenance | 5/15/2002 | 32 |
| ERC | High-performance/Green buildings | Funding Green Buildings | 5/16/2002 | 20 |
| ERC | Basics/General EE | 2002 Energy Efficiency Partners Update | 5/21/2002 | 78 |
| ERC | Basics/General EE | Combustion Seminar | 5/21/2002 | 26 |
| ERC | Basics/General EE | Energy Prices for the Healthcare Industry | 5/21/2002 | 15 |
| ERC | Title 24 | EnergyPro Training: Env/Lighting/Windows | 6/4/2002 | 18 |
| ERC | Title 24 | EnergyPro Training: Mechanical | 6/5/2002 | 14 |
| ERC | Food | Designing and Operating Energy EFF FS Facility | 6/6/2002 | 59 |
| ERC | HVAC | LA Steam Operators Training | 6/11/2002 | 31 |
| ERC | Food | Pizza, Pasta and More | 6/11/2002 | 65 |
| ERC | Basics/General EE | Combustion Seminar | 6/18/2002 | 19 |
| ERC | Food | The Power of Produce | 6/25/2002 | 58 |
| ERC | Food | Maximizing your Gas Company Partnership | 7/1/2002 | 28 |
| ERC | Food | Banqueting: From Ideas to Execution | 7/16/2002 | 95 |
| ERC | Title 24 | EnergyPro Training: Env/Lighting/Windows | 7/31/2002 | 16 |
| ERC | High-performance/Green buildings | LEED Intermediate Workshop | 7/31/2002 | 61 |
| ERC | Title 24 | EnergyPro Training: Advanced | 8/1/2002 | 21 |
| ERC | Basics/General EE | Mexican Fiesta Vendor Mixer | 8/1/2002 | 29 |
| ERC | Food | Cuisines of France | 8/1/2002 | 60 |
| ERC | Food | Just for Chefs | 8/2/2002 | 76 |
| ERC | Water/wastewater | Municipal Water Pumping Solutions | 8/7/2002 | 32 |
| ERC | High-performance/Green buildings | Design Strategies for High Performance Glass | 8/14/2002 | 25 |
| ERC | Basics/General EE | Combustion Seminar | 8/27/2002 | 18 |

Seminars In Participant Sample Frame, continued

| Center | Seminar category | Seminar name | Date | Attendees |
|--------|----------------------------------|---|------------|-----------|
| ERC | High-performance/Green buildings | High Performance Schools: The CHPS Program | 8/29/2002 | 42 |
| ERC | Basics/General EE | Combustion Seminar | 9/10/2002 | 31 |
| ERC | Water/wastewater | Water Treatment for Energy Efficiency | 9/10/2002 | 48 |
| ERC | Food | The Seafood Spectacular | 9/11/2002 | 51 |
| ERC | HVAC | Understanding Boiler Basics | 9/17/2002 | 58 |
| ERC | Food | Anything Goes & With Dairy | 9/17/2002 | 50 |
| ERC | Basics/General EE | Combustion Seminar | 9/24/2002 | 18 |
| ERC | Food | Advanced Food Safety Concepts | 9/24/2002 | 112 |
| ERC | Title 24 | ACCA Manual J Training | 9/25/2002 | 20 |
| ERC | Title 24 | ACCA Manual D Introduction | 9/26/2002 | 17 |
| ERC | Title 24 | HVAC System Air Flow/Pressure Diagnostics | 10/1/2002 | 11 |
| ERC | Title 24 | High Performance Ducts & AB970 Residential Overview | 10/2/2002 | 5 |
| ERC | Basics/General EE | Soil and Groundwater Remediation: Challenges & Advanced Solutions | 10/2/2002 | 139 |
| ERC | Process | Air Compression Seminar | 10/3/2002 | 31 |
| ERC | Basics/General EE | Combustion Seminar | 10/8/2002 | 14 |
| ERC | Title 24 | ACCA Manual J Training | 10/9/2002 | 26 |
| ERC | Basics/General EE | Selling Energy Efficiency Partnership | 10/9/2002 | 83 |
| ERC | Title 24 | ACCA Manual D Introduction | 10/10/2002 | 13 |
| ERC | Title 24 | ACCA Manual D Advanced | 10/11/2002 | 7 |
| ERC | High-performance/Green buildings | Turning Green into Gold | 10/15/2002 | 88 |
| ERC | Basics/General EE | Building Operators Certification Training | 10/16/2002 | 27 |
| ERC | Food | Its All About You | 10/16/2002 | 28 |
| ERC | Title 24 | HVAC System Air Flow/Pressure Diagnostics | 10/17/2002 | 8 |
| ERC | Basics/General EE | Combustion Seminar | 10/21/2002 | 17 |
| ERC | Food | Residential Cooking Seminar | 10/22/2002 | 11 |
| ERC | Title 24 | High Performance Ducts & AB970 Residential Overview | 10/23/2002 | 8 |
| ERC | Title 24 | ACCA Manual J Training | 11/4/2002 | 40 |
| ERC | Food | Basic Energy 101 Gas Electricity & Water | 11/4/2002 | 38 |
| ERC | High-performance/Green buildings | Building Commissioning: Who, What, When & Why | 11/7/2002 | 45 |
| ERC | Title 24 | Combined Hydronic Systems Sizing Guidelines | 11/12/2002 | 10 |
| ERC | Title 24 | ACCA Manual D Advanced | 11/13/2002 | 8 |
| ERC | Food | Innovative Equipment Solutions | 11/13/2002 | 104 |
| ERC | Title 24 | HVAC System Air Flow/Pressure Diagnostics | 11/14/2002 | 43 |
| ERC | Title 24 | High Performance Ducts & AB970 Residential Overview | 11/15/2002 | 36 |
| ERC | Basics/General EE | Combustion Seminar | 11/19/2002 | 23 |
| ERC | Food | Exploring the World of Grains | 11/19/2002 | 41 |
| ERC | Basics/General EE | Building Operators Certification Training | 11/20/2002 | 26 |

Seminars In Participant Sample Frame, continued

| Center | Seminar category | Seminar name | Date | Attendees |
|--------|----------------------------------|--|------------|-----------|
| ERC | High-performance/Green buildings | Funding Green Buildings | 11/20/2002 | 13 |
| ERC | Basics/General EE | Combustion Seminar | 12/3/2002 | 29 |
| ERC | Food | Advncd Concepts in Kitchen Vent Systems | 12/3/2002 | 37 |
| ERC | Food | Night of Delights | 12/5/2002 | 121 |
| ERC | Lighting | Lighting/Daylighting Seminar | 12/10/2002 | 38 |
| ERC | High-performance/Green buildings | High Performance Schools: The CHPS Program | 12/12/2002 | 107 |
| ERC | High-performance/Green buildings | High Performance Schools: The CHPS Program | 12/13/2002 | 16 |
| ETC | Title 24 | Equipment Sizing and Selecting | 2/20/2002 | 4 |
| ETC | Title 24 | Duct Design | 2/21/2002 | 7 |
| ETC | Title 24 | Zoning Loads and Duct Design | 2/22/2002 | 7 |
| ETC | Title 24 | Air Distribution Diagnostic Testing | 2/25/2002 | 5 |
| ETC | Title 24 | Duct Installation Standards | 2/26/2002 | 4 |
| ETC | HVAC | HVAC Quality Installation | 2/26/2002 | 14 |
| ETC | Basics/General EE | House as a System Overview | 2/27/2002 | 5 |
| ETC | Title 24 | Equipment Sizing and Selecting | 3/6/2002 | 17 |
| ETC | Title 24 | Duct Design | 3/7/2002 | 34 |
| ETC | Title 24 | Zoning Loads and Duct Design | 3/8/2002 | 11 |
| ETC | Basics/General EE | High Performance Windows | 3/14/2002 | 23 |
| ETC | Basics/General EE | House as a System Overview | 3/15/2002 | 6 |
| ETC | HVAC | Advanced AC/HP Diagnostic Tune-Up Overview | 3/19/2002 | 18 |
| ETC | HVAC | Advanced AC/HP Diagnostic Tune-Up Overview | 3/20/2002 | 8 |
| ETC | HVAC | Advanced AC/HP Diagnostic Tune-Up Overview | 3/21/2002 | 9 |
| ETC | Title 24 | Equipment Sizing and Selecting | 3/25/2002 | 23 |
| ETC | Title 24 | Duct Design | 3/26/2002 | 21 |
| ETC | Title 24 | Zoning Loads and Duct Design | 3/27/2002 | 7 |
| ETC | Title 24 | Air Distribution Diagnostic Testing | 3/28/2002 | 16 |
| ETC | Title 24 | Duct Installation Standards | 3/29/2002 | 5 |
| ETC | Title 24 | Duct Installation Standards | 4/8/2002 | 6 |
| ETC | HVAC | HVAC Quality Installation | 4/16/2002 | 15 |
| ETC | Basics/General EE | House as a System | 4/17/2002 | 9 |
| ETC | Title 24 | Equipment Sizing and Selecting | 4/22/2002 | 10 |
| ETC | Title 24 | Duct Design | 4/23/2002 | 6 |
| ETC | Title 24 | Zoning Loads and Duct Design | 4/24/2002 | 8 |
| ETC | Title 24 | Duct Installation Standards | 4/26/2002 | 12 |
| ETC | Basics/General EE | Biggest Energy Mistakes Made in Residential Construction | 4/29/2002 | 15 |
| ETC | HVAC | HVAC Quality Installation | 5/2/2002 | 17 |
| ETC | HVAC | HVAC Quality Installation | 5/3/2002 | 15 |
| ETC | Title 24 | Duct Installation Standards | 5/6/2002 | 2 |
| ETC | Title 24 | Air Distribution Diagnostic Testing | 5/7/2002 | 4 |
| ETC | Title 24 | Equipment Sizing and Selecting | 5/8/2002 | 9 |
| ETC | Title 24 | Duct Design | 5/9/2002 | 10 |

Seminars In Participant Sample Frame, continued

| Center | Seminar category | Seminar name | Date | Attendees |
|--------|-------------------|---|------------|-----------|
| ETC | Title 24 | Zoning Loads and Duct Design | 5/10/2002 | 9 |
| ETC | HVAC | Advanced AC/HP Diagnostic Tune-Up Overview | 5/21/2002 | 9 |
| ETC | HVAC | Advanced AC/HP Diagnostic Tune-Up Overview | 5/22/2002 | 19 |
| ETC | HVAC | Advanced AC/HP Diagnostic Tune-Up Overview | 5/23/2002 | 19 |
| ETC | Title 24 | Duct Installation Standards | 6/10/2002 | 4 |
| ETC | Title 24 | Residential Title 24 Duct Installation Standards & Diagnostic Testing | 6/11/2002 | 3 |
| ETC | Title 24 | Equipment Sizing and Selecting | 6/12/2002 | 5 |
| ETC | Title 24 | Duct Design | 6/13/2002 | 7 |
| ETC | Basics/General EE | High Performance Windows | 6/13/2002 | 4 |
| ETC | Title 24 | Zoning Loads and Duct Design | 6/14/2002 | 7 |
| ETC | Title 24 | Duct Installation Standards | 9/30/2002 | 2 |
| ETC | Title 24 | Air Distribution Diagnostic Testing | 10/1/2002 | 5 |
| ETC | Title 24 | Equipment Sizing and Selecting | 10/2/2002 | 5 |
| ETC | Title 24 | Turn Trash into Cash | 10/2/2002 | 22 |
| ETC | HVAC | HVAC Quality Installation | 10/8/2002 | 10 |
| ETC | HVAC | HVAC Quality Installation | 10/9/2002 | 5 |
| ETC | Basics/General EE | Insulate Right | 10/10/2002 | 6 |
| ETC | Pool Pumping | Pool Filtration at Half the Cost | 10/16/2002 | 16 |
| ETC | Basics/General EE | High Performance Windows | 10/17/2002 | 18 |
| ETC | Title 24 | Equipment Sizing and Selecting | 10/21/2002 | 6 |
| ETC | Title 24 | Duct Design | 10/22/2002 | 8 |
| ETC | HVAC | Advanced AC/HP Diagnostic Tune-Up Overview | 10/22/2002 | 9 |
| ETC | HVAC | Advanced AC/HP Diagnostic Tune-Up Overview | 10/23/2002 | 6 |
| ETC | Title 24 | Air Distribution Diagnostic Testing | 10/24/2002 | 8 |
| ETC | Title 24 | Duct Installation Standards | 10/25/2002 | 13 |
| ETC | Basics/General EE | See the Heat | 10/29/2002 | 8 |
| ETC | Basics/General EE | 2002 Home Energy Efficiency Rebate Program | 10/30/2002 | 2 |
| ETC | HVAC | The Geoexchange Alternative | 10/30/2002 | 13 |
| ETC | Title 24 | Equipment Sizing and Selecting | 11/4/2002 | 9 |
| ETC | Title 24 | Duct Design | 11/5/2002 | 9 |
| ETC | Title 24 | Zoning Loads and Duct Design | 11/6/2002 | 4 |
| ETC | Pool Pumping | Pool Filtration at Half the Cost | 11/6/2002 | 20 |
| ETC | Title 24 | Air Distribution Diagnostic Testing | 11/7/2002 | 7 |
| ETC | Basics/General EE | Principles of Energy | 11/7/2002 | 2 |
| ETC | Title 24 | Duct Installation Standards | 11/8/2002 | 4 |
| ETC | HVAC | Advanced AC/HP Diagnostic Tune-Up Overview | 11/13/2002 | 5 |
| ETC | Basics/General EE | Insulate Right | 11/13/2002 | 8 |
| ETC | HVAC | Advanced AC/HP Diagnostic Tune-Up Overview | 11/14/2002 | 6 |
| ETC | Basics/General EE | High Performance Windows | 11/14/2002 | 18 |
| ETC | HVAC | HVAC Quality Installation | 11/14/2002 | 3 |
| ETC | HVAC | HVAC Quality Installation | 11/15/2002 | 8 |
| ETC | Title 24 | Equipment Sizing and Selecting | 11/18/2002 | 8 |
| ETC | Basics/General EE | House as a System Overview | 11/18/2002 | 11 |
| ETC | Title 24 | Duct Design | 11/19/2002 | 10 |

Seminars In Participant Sample Frame, continued

| Center | Seminar category | Seminar name | Date | Attendees |
|--------|-------------------|--|------------|-----------|
| ETC | Basics/General EE | House as a System | 11/19/2002 | 6 |
| ETC | Title 24 | Zoning Loads and Duct Design | 11/20/2002 | 3 |
| ETC | Title 24 | Duct Installation Standards | 11/22/2002 | 7 |
| ETC | HVAC | Controlled Ventilation | 11/22/2002 | 19 |
| ETC | Basics/General EE | Biggest Energy Mistakes Made in Residential Construction | 11/25/2002 | 5 |
| ETC | Title 24 | Equipment Sizing and Selecting | 12/2/2002 | 7 |
| ETC | Title 24 | Duct Design | 12/3/2002 | 13 |
| ETC | Basics/General EE | Principles of Energy | 12/3/2002 | 7 |
| ETC | Title 24 | Zoning Loads and Duct Design | 12/4/2002 | 13 |
| ETC | Title 24 | Air Distribution Diagnostic Testing | 12/5/2002 | 9 |
| ETC | Basics/General EE | High Performance Windows | 12/5/2002 | 13 |
| ETC | Title 24 | Duct Installation Standards | 12/6/2002 | 9 |
| ETC | HVAC | Advanced AC/HP Diagnostic Tune-Up Overview | 12/10/2002 | 32 |
| ETC | Basics/General EE | Insulate Right | 12/10/2002 | 6 |
| SDGE | Audits | Learn the Ins and Outs of An Energy Audit | 5/15/2002 | 61 |
| SDGE | Audits | Learn the Ins and Outs of An Energy Audit | 5/16/2002 | 34 |
| SDGE | Lighting | The Latest in Advanced Lighting | 6/19/2002 | 66 |
| SDGE | Lighting | The Latest in Advanced Lighting | 6/20/2002 | 44 |
| SDGE | HVAC | Energy Management Systems | 7/17/2002 | 79 |
| SDGE | HVAC | Energy Management Systems | 7/18/2002 | 46 |
| SDGE | HVAC | Understanding Boiler Basics and Combustion | 8/21/2002 | 79 |
| SDGE | HVAC | Understanding Boiler Basics and Combustion | 8/22/2002 | 38 |
| SDGE | Lighting | The Lowdown on Hibay Lighting | 9/18/2002 | 35 |
| SDGE | Lighting | The Lowdown on Hibay Lighting | 9/19/2002 | 19 |
| SDGE | Process | Simplified Compressed Air Systems | 10/16/2002 | 26 |
| SDGE | Process | Simplified Compressed Air Systems | 10/17/2002 | 28 |
| SDGE | Audits | Learn the Ins and Outs of An Energy Audit | 10/23/2002 | 19 |
| SDGE | HVAC | Energy Management Systems | 10/24/2002 | 16 |
| SDGE | Lighting | The Lowdown on Hibay Lighting | 10/24/2002 | 7 |
| SDGE | HVAC | Understanding Boiler Basics and Combustion | 10/30/2002 | 61 |
| SDGE | HVAC | Understanding Boiler Basics and Combustion | 10/30/2002 | 21 |
| SDGE | Lighting | The Latest in Advanced Lighting | 11/6/2002 | 12 |
| SDGE | Motors | A Course in Motors & Adjustable Speed Drives | 11/7/2002 | 17 |
| SDGE | Process | Simplified Compressed Air Systems | 11/7/2002 | 8 |
| SDGE | Motors | A Course in Motors & Adjustable Speed Drives | 11/20/2002 | 58 |
| SDGE | Motors | A Course in Motors & Adjustable Speed Drives | 11/21/2002 | 32 |
| SDGE | HVAC | Understanding Boiler Basics and Combustion | 12/10/2002 | 22 |

Table A-2 presents the initial target allocation for the participant survey. We specified a modified proportional sample allocation by seminar category to ensure a minimum number of completions by strata.

Table A-2
Participant Survey Target Allocation

| Center | Seminar Category | Target Completes |
|--------------|----------------------------------|------------------|
| AGTAC | Basics/General EE | 2 |
| AGTAC | HVAC | 4 |
| AGTAC | High-performance/Green buildings | 3 |
| AGTAC | Irrigation/Pumps/Wells | 23 |
| AGTAC | Lighting | 4 |
| AGTAC | Motors | 8 |
| AGTAC | Process | 7 |
| AGTAC | Refrigeration | 12 |
| AGTAC | Water/wastewater | 7 |
| CTAC | Audits | 4 |
| CTAC | Basics/General EE | 13 |
| CTAC | Food | 2 |
| CTAC | HVAC | 7 |
| CTAC | High-performance/Green buildings | 8 |
| CTAC | Irrigation/Pumps/Wells | 2 |
| CTAC | Lighting | 17 |
| CTAC | Motors | 1 |
| CTAC | Process | 1 |
| CTAC | Refrigeration | 8 |
| CTAC | Water/wastewater | 7 |
| ETC | Basics/General EE | 12 |
| ETC | HVAC | 20 |
| ETC | Pool Pumping | 20 |
| ETC | Title 24 | 18 |
| SDGE | Audits | 16 |
| SDGE | HVAC | 22 |
| SDGE | Lighting | 10 |
| SDGE | Motors | 11 |
| SDGE | Process | 11 |
| ERC | Basics | 12 |
| ERC | HP | 10 |
| ERC | HVAC | 4 |
| ERC | Lighting | 1 |
| ERC | Process | 1 |
| ERC | Title 24 | 13 |
| ERC | Waste | 1 |
| ERC | Food | 28 |
| Total | | 350 |

A.1.3 Survey Implementation

The survey was administered during the months of July and August 2003 by an experienced survey research firm, which was selected as a result of a competitive bid process. The survey was pre-tested, and minor changes were made to incorporate the pre-test results.

As shown in Table A-3, a total of 346 surveys were completed.

Table A-3
Participant Survey Completions

| Center | Seminar Category | Target Completes | Completes |
|--------------|---------------------------------|------------------|------------|
| AGTAC | Basics/General EE | 2 | 4 |
| AGTAC | HVAC | 4 | 6 |
| AGTAC | High-performance/Green building | 3 | 3 |
| AGTAC | Irrigation/Pumps/Wells | 23 | 27 |
| AGTAC | Lighting | 4 | 5 |
| AGTAC | Motors | 8 | 10 |
| AGTAC | Process | 7 | 4 |
| AGTAC | Refrigeration | 12 | 5 |
| AGTAC | Water/wastewater | 7 | 2 |
| CTAC | Audits | 4 | 1 |
| CTAC | Basics/General EE | 13 | 16 |
| CTAC | Food | 2 | 5 |
| CTAC | HVAC | 7 | 11 |
| CTAC | High-performance/Green building | 8 | 10 |
| CTAC | Irrigation/Pumps/Wells | 2 | 2 |
| CTAC | Lighting | 17 | 16 |
| CTAC | Motors | 1 | 2 |
| CTAC | Process | 1 | 1 |
| CTAC | Refrigeration | 8 | 4 |
| CTAC | Water/wastewater | 7 | 2 |
| ETC | Basics/General EE | 12 | 18 |
| ETC | HVAC | 20 | 23 |
| ETC | Pool Pumping | 20 | 5 |
| ETC | T24 | 18 | 24 |
| SDGE | Audits | 16 | 11 |
| SDGE | HVAC | 22 | 25 |
| SDGE | Lighting | 10 | 13 |
| SDGE | Motors | 11 | 11 |
| SDGE | Process | 11 | 10 |
| ERC | Basics | 12 | 12 |
| ERC | HP | 10 | 10 |
| ERC | HVAC | 4 | 4 |
| ERC | Lighting | 1 | 1 |
| ERC | Process | 1 | 1 |
| ERC | T24 | 13 | 13 |
| ERC | Waste | 1 | 1 |
| ERC | Food | 28 | 28 |
| Total | | 350 | 346 |

A.1.4 Weights

We weighted participant survey respondents based on their center, as shown below in Table A-4. Note that the population numbers are equal to the total number of individuals, and due to the incidence of multiple seminar attendance, do not reflect the total number of attendees in the list of seminars above.

Table A-4
Participant Survey Weights

| Center | Population | Survey Completions | Weight |
|--------------|------------|--------------------|----------|
| CTAC | 1855 | 70 | 2.084337 |
| AGTAC | 336 | 66 | 0.400422 |
| SDGE | 553 | 70 | 0.621368 |
| ETC | 496 | 70 | 0.557321 |
| ERC | 1159 | 70 | 1.302289 |
| Total | 4399 | 346 | |

A.2 TARGET MARKET SURVEY

The target market survey was designed to determine the influence of the program on its target audience. The survey results were used to support both the assessment of program effectiveness and the process evaluation.

A.2.1 Survey Design

In particular, the survey assessed whether the target market audience:

- Is aware of the program
- Is aware of specific services offered by the program (e.g., seminars focused on energy-efficient technologies and building design principals)
- Has participated in program activities
- Would be interested in participating in program activities in the future (or, if not, why not).

A.2.2 Sample Design

We developed two sample frames for each target market area, one for **end-use customers** and another for **upstream market actors (UMA)**.^{1,2} The same geographic definition was used for both frames but different SIC code definitions were used reflecting the different target population.

The end-user sample frame was developed using utility non-residential customer information system data. These data were limited to the target market areas defined in Section 5 using a list of zip codes for the five geographic target markets. Different frames were maintained for each target market.

The end-use frame was stratified by business categories and size. Four-digit SIC code definitions were used to place end-users into business categories. A combination of energy, demand and rate codes were used to place end-users into size categories.

Table A-5 provides the SIC code definitions used for end-use customers. Tables A-6 through A-8 present the end-user target market sample frame

Table A-5
End-User SIC Code Definitions

| Business Category | SIC Code Definition |
|--------------------------|--|
| Office | 4720, 4724, 4725, 4729, 6011-6799, 7310-7389, 8080-8099, 8111, 8320-8399, 8610-8699, 8710-8721, 8740-8748, 8999-9661 |
| Restaurant/Grocery | 5400-5499, 5800-5899 |
| Retail | 5210-5399, 5510-5736, 5910-5999, 7210-7299, 7620-7699 |
| Institution | 8050-8079, 8210-8219, 8220-8222, 8240-8299 |
| Other Commercial | 4220-4222, 4225-4226, 4311, 5010-5199, 7000-7099, 7510-7549, 7810-8099, 8231, 8410-8422, 8730-8734, 8811, 8999, 9711, 9721 |
| Wastewater | 4941, 4952 |
| Industrial | 1000-1799, 2000-3999 |
| Agriculture | 0100-0999 |
| Crops | 0100-0199 |
| Livestock | 0200-0299 |
| Services | 0711, 0721, 0722, 0723, 0724, 0751, 0762, |
| Irrigation System | 4971 |
| Manuf. - Food Processing | 2000-2099 |

¹ Upstream market actor refers to a customer segment whose business activities are conducted in support of other businesses, such as engineers, architects, designers, and building contractors. Their needs differ from end-use customers, who typically attend seminars to learn how about using energy-efficient technologies in their business. Upstream market actors typically attend seminars to understand how energy-efficient technologies can help them improve their business through the specification and/or endorsement of such products to end-use customers.

² For the PG&E Energy Training Center, we did not develop an end-user sample frame because the Center's seminars that were being evaluated as part of this effort targeted only upstream market actors, specifically residential contractors. A separate evaluation addressed PG&E seminars offered by the ETC targeted to non-residential upstream market actors and non-residential end-use customers.

**Table A-6
AGTAC End-User Target Market Sample Frame**

| Size | Business Category | Accounts | | GWh | |
|---------------------|--|---------------|-------------|----------------|---------------|
| | | Number | Percentage | Total | Percentage |
| Very small (<20 kW) | Institution | 123 | 0.9% | 1.7 | 0.1% |
| | Office | 2,304 | 16.0% | 26.9 | 1.6% |
| | Retail | 1,523 | 10.6% | 21.9 | 1.3% |
| | Restaurant/Grocery | 366 | 2.5% | 12.4 | 0.7% |
| | Other Commercial | 2,027 | 14.0% | 22.7 | 1.4% |
| | Industrial (excluding SIC code 20) | 506 | 3.5% | 6.1 | 0.4% |
| | Other Agriculture (remaining 07, 08, 09) | 89 | 0.6% | 1.0 | 0.1% |
| | Wastewater | 213 | 1.5% | 1.3 | 0.1% |
| Small (20-100 kW) | Institution | 135 | 0.9% | 13.6 | 0.8% |
| | Office | 645 | 4.5% | 45.7 | 2.7% |
| | Retail | 470 | 3.3% | 50.0 | 3.0% |
| | Restaurant/Grocery | 545 | 3.8% | 79.6 | 4.7% |
| | Other Commercial | 429 | 3.0% | 34.9 | 2.1% |
| | Industrial (excluding SIC code 20) | 166 | 1.2% | 11.7 | 0.7% |
| | Other Agriculture (remaining 07, 08, 09) | 16 | 0.1% | 0.9 | 0.1% |
| | Wastewater | 138 | 1.0% | 23.3 | 1.4% |
| Medium (100-500 kW) | Institution | 160 | 1.1% | 66.0 | 3.9% |
| | Office | 93 | 0.6% | 40.1 | 2.4% |
| | Retail | 61 | 0.4% | 38.3 | 2.3% |
| | Restaurant/Grocery | 67 | 0.5% | 71.0 | 4.2% |
| | Other Commercial | 76 | 0.5% | 36.7 | 2.2% |
| | Industrial (excluding SIC code 20) | 50 | 0.3% | 26.8 | 1.6% |
| | Other Agriculture (remaining 07, 08, 09) | 1 | 0.0% | 1.0 | 0.1% |
| | Wastewater | 33 | 0.2% | 24.9 | 1.5% |
| Large (>500 kW) | Institution | 21 | 0.1% | 68.2 | 4.0% |
| | Office | 12 | 0.1% | 55.7 | 3.3% |
| | Retail | 9 | 0.1% | 44.3 | 2.6% |
| | Restaurant/Grocery | 1 | 0.0% | 9.1 | 0.5% |
| | Other Commercial | 7 | 0.0% | 21.2 | 1.3% |
| | Industrial (excluding SIC code 20) | 21 | 0.1% | 101.4 | 6.0% |
| | Other Agriculture (remaining 07, 08, 09) | 0 | 0.0% | 0.0 | 0.0% |
| | Wastewater | 2 | 0.0% | 18.6 | 1.1% |
| Non-demand | Ag: 20 Manufacturing-Food processing | 6 | 0.0% | 0.0 | 0.0% |
| | Ag: 01 Agricultural Production - Crops | 1,275 | 8.8% | 8.1 | 0.5% |
| | Ag: 02 Agricultural Production - Livestock & Animals | 314 | 2.2% | 2.3 | 0.1% |
| | Ag: selected 07 Agricultural Services | 40 | 0.3% | 0.3 | 0.0% |
| | Ag: 4971 Irrigation Suppliers | 42 | 0.3% | 0.1 | 0.0% |
| Demand | Ag: 20 Manufacturing-Food processing | 70 | 0.5% | 264.0 | 15.7% |
| | Ag: 01 Agricultural Production - Crops | 1,648 | 11.4% | 191.1 | 11.3% |
| | Ag: 02 Agricultural Production - Livestock & Animals | 543 | 3.8% | 149.6 | 8.9% |
| | Ag: selected 07 Agricultural Services | 92 | 0.6% | 49.3 | 2.9% |
| | Ag: 4971 Irrigation Suppliers | 94 | 0.7% | 43.0 | 2.6% |
| Total | | 14,433 | 100% | 1,685.0 | 100.0% |

**Table A-7
CTAC End-User Target Market Sample Frame**

| Zip | Size | Business Category | Accounts | | Energy (GWh or therms) | |
|-------------------------------------|--------------------------------|--------------------|----------|------------|------------------------|------------|
| | | | Number | Percentage | Total | Percentage |
| SCE only or SCE/SCG customers | Very small (<20 kW) | Institution | 1,685 | 0.7% | 27.4 | 0.1% |
| | | Office | 46,820 | 19.9% | 587.0 | 1.6% |
| | | Retail | 32,073 | 13.6% | 486.1 | 1.4% |
| | | Restaurant/Grocery | 7,555 | 3.2% | 276.1 | 0.8% |
| | | Other Commercial | 28,708 | 12.2% | 415.7 | 1.2% |
| | | Industrial | 13,601 | 5.8% | 189.0 | 0.5% |
| | | Agriculture | 2,143 | 0.9% | 28.0 | 0.1% |
| | Wastewater | 1,656 | 0.7% | 8.3 | 0.0% | |
| | Small (20-100 kW) | Institution | 1,183 | 0.5% | 139.8 | 0.4% |
| | | Office | 12,401 | 5.3% | 1,156.3 | 3.2% |
| | | Retail | 11,336 | 4.8% | 1,194.6 | 3.4% |
| | | Restaurant/Grocery | 11,915 | 5.1% | 1,685.6 | 4.7% |
| | | Other Commercial | 9,119 | 3.9% | 860.8 | 2.4% |
| | | Industrial | 7,152 | 3.0% | 632.3 | 1.8% |
| | | Agriculture | 621 | 0.3% | 64.6 | 0.2% |
| | Wastewater | 704 | 0.3% | 102.4 | 0.3% | |
| | Medium (100-500 kW) | Institution | 2,118 | 0.9% | 971.1 | 2.7% |
| | | Office | 3,183 | 1.4% | 1,886.4 | 5.3% |
| | | Retail | 1,977 | 0.8% | 1,417.9 | 4.0% |
| | | Restaurant/Grocery | 1,571 | 0.7% | 1,731.9 | 4.9% |
| | | Other Commercial | 2,414 | 1.0% | 1,509.0 | 4.2% |
| | | Industrial | 3,516 | 1.5% | 2,137.9 | 6.0% |
| | | Agriculture | 146 | 0.1% | 87.8 | 0.2% |
| | Wastewater | 827 | 0.4% | 674.9 | 1.9% | |
| | Large (>500 kW) | Sch/Col/Hlth/Gov | 380 | 0.2% | 1,884.7 | 5.3% |
| | | Office | 510 | 0.2% | 1,961.8 | 5.5% |
| | | Retail | 330 | 0.1% | 1,197.8 | 3.4% |
| | | Restaurant/Grocery | 58 | 0.0% | 271.1 | 0.8% |
| | | Other Commercial | 295 | 0.1% | 1,872.7 | 5.3% |
| | | Industrial | 1,145 | 0.5% | 9,537.8 | 26.8% |
| | | Agriculture | 14 | 0.0% | 64.6 | 0.2% |
| | Wastewater | 143 | 0.1% | 588.7 | 1.7% | |
| LADWP/ SCG customers | Very small (<10,000 therms) | Sch/Col/Hlth/Gov | 1,242 | 0.5% | 2,548,465 | 1.1% |
| | | Office | 7,171 | 3.0% | 8,748,612 | 3.8% |
| | | Retail | 4,394 | 1.9% | 2,022,942 | 0.9% |
| | | Restaurant/Grocery | 5,308 | 2.3% | 16,567,172 | 7.2% |
| | | Other Commercial | 4,251 | 1.8% | 4,300,653 | 1.9% |
| | | Industrial | 3,047 | 1.3% | 2,651,645 | 1.2% |
| | | Agriculture | 153 | 0.1% | 140,936 | 0.1% |
| | Wastewater | 11 | 0.0% | 14,860 | 0.0% | |
| | Small (10,000-49,999 therms) | Sch/Col/Hlth/Gov | 213 | 0.1% | 4,620,236 | 2.0% |
| | | Office | 485 | 0.2% | 9,630,102 | 4.2% |
| | | Retail | 312 | 0.1% | 7,708,953 | 3.4% |
| | | Restaurant/Grocery | 994 | 0.4% | 17,882,799 | 7.8% |
| | | Other Commercial | 298 | 0.1% | 6,662,661 | 2.9% |
| | | Industrial | 153 | 0.1% | 3,575,000 | 1.6% |
| | | Agriculture | 6 | 0.0% | 135,241 | 0.1% |
| | Wastewater | 2 | 0.0% | 62,799 | 0.0% | |
| | Medium (50,000-249,999 therms) | Sch/Col/Hlth/Gov | 46 | 0.0% | 4,514,745 | 2.0% |
| | | Office | 77 | 0.0% | 6,888,483 | 3.0% |
| | | Retail | 31 | 0.0% | 2,945,741 | 1.3% |
| | | Restaurant/Grocery | 24 | 0.0% | 1,793,871 | 0.8% |
| | | Other Commercial | 67 | 0.0% | 6,938,350 | 3.0% |
| | | Industrial | 97 | 0.0% | 11,037,223 | 4.8% |
| | | Agriculture | 3 | 0.0% | 251,940 | 0.1% |
| | Wastewater | 2 | 0.0% | 174,450 | 0.1% | |
| | Large (>=250,000 therms) | Sch/Col/Hlth/Gov | 30 | 0.0% | 53,444,117 | 23.3% |
| | | Office | 7 | 0.0% | 5,187,548 | 2.3% |
| | | Retail | 6 | 0.0% | 2,512,494 | 1.1% |
| | | Restaurant/Grocery | 1 | 0.0% | 283,825 | 0.1% |
| | | Other Commercial | 13 | 0.0% | 8,398,624 | 3.7% |
| | | Industrial | 22 | 0.0% | 34,766,779 | 15.2% |
| | | Agriculture | 0 | 0.0% | 0 | 0.0% |
| | Wastewater | 1 | 0.0% | 2,633,611 | 1.1% | |
| Total | | | 235,766 | 100.0% | | |

Table A-8
SDG&E End-User Target Market Sample Frame

| Size | Business Category | Accounts | | GWh | |
|---------------------|--------------------|----------|------------|---------|------------|
| | | Number | Percentage | Total | Percentage |
| Very small (<20 kW) | Schl/Coll/Hlth/Gov | 1,997 | 1.8% | 27.7 | 0.4% |
| | Office | 34,582 | 31.6% | 1,318.1 | 18.0% |
| | Retail | 15,143 | 13.8% | 213.5 | 2.9% |
| | Restaurant/Grocery | 6,116 | 5.6% | 107.5 | 1.5% |
| | Other Commercial | 14,884 | 13.6% | 1,140.1 | 15.6% |
| | Industrial | 9,314 | 8.5% | 153.2 | 2.1% |
| | Agriculture | 1,780 | 1.6% | 18.7 | 0.3% |
| | Wastewater | 588 | 0.5% | 4.4 | 0.1% |
| Small (20-100 kW) | Schl/Coll/Hlth/Gov | 565 | 0.5% | 30.1 | 0.4% |
| | Office | 9,195 | 8.4% | 294.8 | 4.0% |
| | Retail | 2,259 | 2.1% | 197.1 | 2.7% |
| | Restaurant/Grocery | 2,667 | 2.4% | 107.2 | 1.5% |
| | Other Commercial | 2,210 | 2.0% | 150.3 | 2.1% |
| | Industrial | 1,405 | 1.3% | 87.7 | 1.2% |
| | Agriculture | 1,520 | 1.4% | 45.1 | 0.6% |
| | Wastewater | 324 | 0.3% | 28.5 | 0.4% |
| Medium (100-500 kW) | Schl/Coll/Hlth/Gov | 626 | 0.6% | 91.9 | 1.3% |
| | Office | 1,017 | 0.9% | 252.5 | 3.4% |
| | Retail | 510 | 0.5% | 121.9 | 1.7% |
| | Restaurant/Grocery | 437 | 0.4% | 73.8 | 1.0% |
| | Other Commercial | 743 | 0.7% | 230.4 | 3.1% |
| | Industrial | 621 | 0.6% | 210.8 | 2.9% |
| | Agriculture | 54 | 0.0% | 17.3 | 0.2% |
| | Wastewater | 112 | 0.1% | 59.3 | 0.8% |
| Large (>500 kW) | Schl/Coll/Hlth/Gov | 121 | 0.1% | 344.3 | 4.7% |
| | Office | 171 | 0.2% | 732.1 | 10.0% |
| | Retail | 71 | 0.1% | 68.6 | 0.9% |
| | Restaurant/Grocery | 7 | 0.0% | 3.2 | 0.0% |
| | Other Commercial | 190 | 0.2% | 779.5 | 10.6% |
| | Industrial | 148 | 0.1% | 329.5 | 4.5% |
| | Agriculture | 0 | 0.0% | 0.0 | 0.0% |
| | Wastewater | 39 | 0.0% | 84.5 | 1.2% |
| Total | | 109,416 | 100% | 7,323.4 | 100% |

The upstream market actor sample frame was generated using data from Dunn & Bradstreet Sales and Marketing Solutions (D&B). The same target market zip code lists were used to geographically limit the sample frame as with the enduser sample. Business type was selected by an 8-digit SIC code available through D&B. Size categories were created by collapsing D&B size categories into three categories. Tables A-9 provides the 8-digit SIC code definitions used. Tables A-10 through A-13 present the upstream market actor sample frames.

**Table A-9
Upstream Market Actor Business Type SIC Code Definitions**

| Business Type | SIC code | SIC code description |
|---------------|--------------------|--|
| Agriculture | 8748-9901 | Agricultural consultant |
| | 7699-1401 | Farm machinery repair |
| | 7699-1400 | Agricultural equipment repair services |
| | 0723-0206 | Grain Drying Services |
| | 5999-0800 | Farm equipment and supplies |
| | 5083-0308 | Irrigation equipment |
| Architecture | 8712-0000 | Architectural services |
| | 8712-0100 | Architectural engineering |
| | 7389-1800 | Design services |
| Engineering | 8711-0000 | Engineering services |
| | 8711-9903 | Consulting engineer |
| | 8748-9905 | Environmental consultant |
| | 8711-9905 | Electrical or electronic engineering |
| | 8711-0404 | Structural engineering |
| | 8711-0202 | Mechanical engineering |
| | 8711-0200 | Industrial engineers |
| | 8711-0400 | Construction and civil engineering |
| | 8711-0401 | Building construction consultant |
| | 8711-0402 | Civil engineering |
| | 8748-9904 | Energy conservation consultant |
| | 8711-9906 | Energy conservation engineering |
| | 8711-0403 | Heating and ventilation engineering |
| | 8742-0402 | Construction project management consultant |
| | 8742-0400 | Industry specialist consultants |
| | 8742-0100 | Industrial and labor consulting services |
| | 8742-0102 | Industrial consultant |
| | 8742-0105 | Management engineering |
| HVAC | 1711-0405 | Warm air heating and air conditioning contractor |
| | 1711-0400 | Heating and air conditioning contractors |
| | 1711-0000 | Plumbing, heating, air-conditioning |
| | 1711-0401 | Mechanical contractor |
| | 1711-0404 | Ventilation and duct work contractor |
| | 7623-9901 | Air conditioning repair |
| | 7699-0301 | Boiler repair shop |
| | 7699-0300 | Boiler and heating repair services |
| | 1731-0202 | Energy management controls |
| | 1731-0201 | Computerized controls installation |
| Lighting | 1711-0402 | Process piping contractor |
| | 8748-9907 | Lighting consultant |
| | 1731-9904 | Lighting contractor |
| | 1731-0000 | Electrical work |
| Motors | 7349-0105 | Lighting maintenance service |
| | 7699-0504 | Industrial machinery and equipment repair |
| | 7699-0500 | Industrial equipment services |
| | 7694-0201 | Electric motor repair |
| | 3599-0303 | Machine shop, jobbing and repair |
| | 7699-0501 | Compressor repair |
| | 5084-0701 | Controlling instruments and accessories |
| | 5063-9905 | Motors, electric- distributor |
| | 7694-0102 | Rewinding stators |
| | 7694-0000 | Armature rewinding shops |
| | 5999-0700 | Engine and motor equipment and supplies |
| | 5999-0701 | Engines and parts, air-cooled |
| | 59990702 | Motors, electric |
| | 7699-0502 | Engine repair and replacement, non-automotive |
| | 7694-0200 | Motor repair services |
| | 5251-9903 | Pumps and pumping equipment |
| | 5084-0708 | Recording instruments and accessories |
| 7694-0100 | Rewinding services | |

Upstream Market Actor Business Type SIC Code Definitions, continued

| Business Type | SIC code | SIC code description |
|-------------------------------------|---|--|
| Nonresidential Building Contractors | 1731-9903 | General electrical contractor |
| | 1711-0200 | Plumbing contractors |
| | 1542-0101 | Commercial and office building, new construction |
| | 1542-0000 | Nonresidential construction |
| | 1542-0103 | Commercial and office buildings, renovation and repair |
| | 1542-0100 | Commercial and office building contractors |
| | 1541-0000 | Industrial buildings and warehouses |
| | 1541-9905 | Industrial buildings, new construction |
| | 8741-9902 | Construction management |
| | 1542-0105 | Shopping center construction |
| | 1542-0102 | Commercial and office buildings, prefabricated erection |
| | 1771-0000 | Concrete work |
| | 1541-9909 | Renovation, remodeling and repairs: industrial buildings |
| | 1542-0104 | Restaurant construction |
| | 1761-0103 | Roofing contractor |
| | 1542-0302 | Service station construction |
| | 1542-0400 | Specialized public building contractors |
| | 1542-0200 | Agricultural building contractors |
| | 1542-0201 | Farm building construction |
| | 1751-9901 | Framing contractor |
| | 1542-0202 | Greenhouse construction |
| | 1542-9903 | Institutional building construction |
| | 1741-0000 | Masonry and other stonework |
| | 1741-0100 | Foundation and retaining wall construction |
| | 1741-0101 | Foundation building |
| | 1741-0102 | Retaining wall construction |
| | 1741-9900 | Masonry and other stonework |
| | 1741-9901 | Bricklaying |
| | 1741-9903 | Concrete block masonry laying |
| | 1771-9903 | Flooring contractor |
| | 1771-9904 | Foundation and footing contractor |
| 1542-0406 | School building construction | |
| 1541-9910 | Steel building construction | |
| Ag Pumping | 7699-2209 | Pumps and pumping equipment repair |
| | 7699-2206 | Hydraulic equipment repair |
| | 1799-9922 | Hydraulic equipment, installation and service |
| Refrigeration | 5084-0903 | Compressors, except air conditioning |
| | 7623-0000 | Refrigeration service and repair |
| | 1711-9901 | Refrigeration contractor |
| | 7623-9902 | Refrigeration repair service |
| | 7623-9903 | Refrigerator repair service |
| | 5722-0000 | Household appliance stores |
| | 5078-9902 | Ice making machines |
| | 5078-0000 | Refrigeration equipment and supplies |
| | 5722-0202 | Electric household appliances, major |
| | 3585-0203 | Ice boxes, industrial |
| | 5078-0301 | Cold storage machinery |
| | 3585-0402 | Compressors for refrigeration and air conditioning equipment |
| | 7359-0701 | Appliance rental |
| | 1796-0000 | Installing building equipment |
| | 5999-9916 | Plumbing and heating supplies |
| | 3585-0200 | Refrigeration equipment, complete |
| | 5078-0303 | Refrigerators, commercial (reach-in and walk-in) |
| 5087-9908 | Restaurant supplies | |
| Residential Building Contractors | 1521-0000 | Single-family housing construction |
| | 1521-9901 | New construction, single-family houses |
| | 1521-0101 | General remodeling, single-family houses |
| | 1522-0000 | Residential construction |
| | 1522-0101 | Apartment building construction |
| | 1522-0201 | Remodeling, multi-family dwellings |
| | 6552-0000 | Sub-dividers and developers |
| | 6552-9902 | Land sub-dividers and developers, commercial |
| | 1521-0100 | Single-family home remodeling, additions, and repairs |
| 1531-9904 | Speculative builder, single-family houses | |

Table A-10
AGTAC Upstream Market Actor Sample Frame

| Size | Type | Establishments | |
|--------------|--|----------------|-------------|
| | | Number | Percentage |
| Large | Ag Pumping | 0 | 0.0% |
| Medium | | 6 | 0.2% |
| Small | | 13 | 0.4% |
| Large | Agriculture | 14 | 0.4% |
| Medium | | 52 | 1.6% |
| Small | | 127 | 3.8% |
| Large | Architecture | 3 | 0.1% |
| Medium | | 30 | 0.9% |
| Small | | 98 | 2.9% |
| Large | Engineering | 21 | 0.6% |
| Medium | | 99 | 3.0% |
| Small | | 230 | 6.9% |
| Large | HVAC | 15 | 0.5% |
| Medium | | 78 | 2.3% |
| Small | | 178 | 5.4% |
| Large | Lighting | 12 | 0.4% |
| Medium | | 40 | 1.2% |
| Small | | 128 | 3.9% |
| Large | Motors | 10 | 0.3% |
| Medium | | 54 | 1.6% |
| Small | | 98 | 2.9% |
| Large | Nonresidential Building Contractors | 59 | 1.8% |
| Medium | | 253 | 7.6% |
| Small | | 511 | 15.4% |
| Large | Refrigeration | 4 | 0.1% |
| Medium | | 38 | 1.1% |
| Small | | 106 | 3.2% |
| Large | Residential Building Contractors | 29 | 0.9% |
| Medium | | 162 | 4.9% |
| Small | | 856 | 25.8% |
| Total | | 3,324 | 100% |

Table A-11
CTAC Upstream Market Actor Sample Frame

| Size | Type | Establishments | |
|--------------|-------------------------------------|----------------|-------------|
| | | Number | Percentage |
| Large | Ag Pumping | 7 | 0.0% |
| Medium | | 19 | 0.1% |
| Small | | 48 | 0.1% |
| Large | Agriculture | 0 | 0.0% |
| Medium | | 44 | 0.1% |
| Small | | 61 | 0.2% |
| Large | Architecture | 87 | 0.2% |
| Medium | | 529 | 1.5% |
| Small | | 2,285 | 6.5% |
| Large | Engineering | 348 | 1.0% |
| Medium | | 1,272 | 3.6% |
| Small | | 3,576 | 10.1% |
| Large | HVAC | 126 | 0.4% |
| Medium | | 579 | 1.6% |
| Small | | 1,937 | 5.5% |
| Large | Lighting | 92 | 0.3% |
| Medium | | 422 | 1.2% |
| Small | | 2,074 | 5.9% |
| Large | Motors | 218 | 0.6% |
| Medium | | 988 | 2.8% |
| Small | | 1,433 | 4.1% |
| Large | Nonresidential Building Contractors | 670 | 1.9% |
| Medium | | 2,267 | 6.4% |
| Small | | 5,396 | 15.3% |
| Large | Refrigeration | 65 | 0.2% |
| Medium | | 273 | 0.8% |
| Small | | 856 | 2.4% |
| Large | Residential Building Contractors | 243 | 0.7% |
| Medium | | 1,598 | 4.5% |
| Small | | 7,727 | 21.9% |
| Total | | 35,240 | 100% |

Table A-12
SDG&E Upstream Market Actor Sample Frame

| Size | Type | Establishments | |
|--------------|-------------------------------------|----------------|-------------|
| | | Number | Percentage |
| Large | Ag Pumping | 1 | 0.0% |
| Medium | | 5 | 0.1% |
| Small | | 12 | 0.1% |
| Large | Agriculture | 1 | 0.0% |
| Medium | | 21 | 0.2% |
| Small | | 32 | 0.4% |
| Large | Architecture | 18 | 0.2% |
| Medium | | 150 | 1.6% |
| Small | | 655 | 7.2% |
| Large | Engineering | 123 | 1.3% |
| Medium | | 409 | 4.5% |
| Small | | 1,171 | 12.8% |
| Large | HVAC | 37 | 0.4% |
| Medium | | 112 | 1.2% |
| Small | | 331 | 3.6% |
| Large | Lighting | 25 | 0.3% |
| Medium | | 101 | 1.1% |
| Small | | 470 | 5.1% |
| Large | Motors | 31 | 0.3% |
| Medium | | 124 | 1.4% |
| Small | | 181 | 2.0% |
| Large | Nonresidential Building Contractors | 185 | 2.0% |
| Medium | | 507 | 5.6% |
| Small | | 1,338 | 14.7% |
| Large | Refrigeration | 9 | 0.1% |
| Medium | | 61 | 0.7% |
| Small | | 166 | 1.8% |
| Large | Residential Building Contractors | 78 | 0.9% |
| Medium | | 459 | 5.0% |
| Small | | 2,320 | 25.4% |
| Total | | 9,133 | 100% |

**Table A-13
PG&E Upstream Market Actor Sample Frame**

| Size | Type | Establishments | |
|--------------|----------------------------------|----------------|-------------|
| | | Number | Percentage |
| Large | Engineering | 329 | 2.2% |
| Medium | | 1,013 | 6.7% |
| Small | | 2,908 | 19.2% |
| Large | HVAC | 120 | 0.8% |
| Medium | | 423 | 2.8% |
| Small | | 1,089 | 7.2% |
| Large | Insulation Contractors | 30 | 0.2% |
| Medium | | 64 | 0.4% |
| Small | | 94 | 0.6% |
| Large | Pool Contractors | 0 | 0.0% |
| Medium | | 44 | 0.3% |
| Small | | 318 | 2.1% |
| Large | Residential Building Contractors | 238 | 1.6% |
| Medium | | 1,362 | 9.0% |
| Small | | 6,694 | 44.2% |
| Large | Window Contractors | 16 | 0.1% |
| Medium | | 75 | 0.5% |
| Small | | 106 | 0.7% |
| All | Building inspectors | 220 | 1.5% |
| Total | | 15,143 | 100% |

Tables A-14 and A-15 present the initial target allocation for the end-user and upstream market actor target market survey. A modified proportional sample allocation was specified to ensure a minimum number of survey completes for each stratum. As shown, 159 completes were allocated to the end-use survey, and 470 to the upstream market actor survey.

Table A-14
Target Market End-User Survey Sample Allocation

| Center | Business Category | Size | Target Completes |
|---------------|-------------------------------|-------------|-------------------------|
| AGTAC | Institution | ML | 2 |
| AGTAC | Manufacturing-Food processing | L | 3 |
| AGTAC | Crops | L | 11 |
| AGTAC | Crops | S | 9 |
| AGTAC | Office | M | 1 |
| AGTAC | Office | S | 3 |
| AGTAC | Office | V | 11 |
| AGTAC | Livestock | L | 3 |
| AGTAC | Livestock | S | 2 |
| AGTAC | Retail | ML | 2 |
| AGTAC | Retail | S | 2 |
| AGTAC | Retail | V | 7 |
| AGTAC | Restaurant/Grocery | ML | 2 |
| AGTAC | Restaurant/Grocery | V | 3 |
| AGTAC | Agricultural Services | SL | 3 |
| AGTAC | Irrigation Suppliers | SL | 3 |
| AGTAC | Other Commercial | ML | 2 |
| AGTAC | Other Commercial | S | 1 |
| AGTAC | Other Commercial | V | 8 |
| AGTAC | Industrial | ML | 2 |
| AGTAC | Industrial | S | 1 |
| AGTAC | Industrial | V | 3 |
| AGTAC | Wastewater | ML | 1 |
| AGTAC | Wastewater | S | 2 |
| AGTAC | Wastewater | V | 2 |
| DWP/SCG | Institution | SML | 2 |
| DWP/SCG | Institution | V | 3 |
| DWP/SCG | Office | SML | 3 |
| DWP/SCG | Office | V | 8 |
| DWP/SCG | Retail | SML | 3 |
| DWP/SCG | Retail | V | 5 |
| DWP/SCG | Restaurant/Grocery | SML | 3 |
| DWP/SCG | Restaurant/Grocery | V | 7 |
| DWP/SCG | Other Commercial | SML | 2 |
| DWP/SCG | Other Commercial | V | 5 |
| DWP/SCG | Industrial | SML | 2 |
| DWP/SCG | Industrial | V | 3 |
| DWP/SCG | Agriculture | VSML | 2 |
| DWP/SCG | Wastewater | VSML | 2 |
| SCE/SCG | Wastewater | L | 5 |
| SCE/SCG | Wastewater | M | 5 |
| SCE/SCG | Wastewater | S | 5 |
| SCE/SCG | Wastewater | V | 5 |
| Total | | | 159 |

Table A-15
Target Market Upstream Market Actor Survey Sample Allocation

| Center | Business Category | Size | Target Completes |
|---------------|-------------------------------------|-------------|-------------------------|
| AgTAC | Ag Pumping | All | 5 |
| AgTAC | Agriculture | Med/Large | 5 |
| AgTAC | Agriculture | Small | 10 |
| AgTAC | Architecture | Med/Large | 3 |
| AgTAC | Architecture | Small | 5 |
| AgTAC | Engineering | Med/Large | 3 |
| AgTAC | Engineering | Small | 5 |
| AgTAC | HVAC | Med/Large | 3 |
| AgTAC | HVAC | Small | 5 |
| AgTAC | Lighting | Med/Large | 3 |
| AgTAC | Lighting | Small | 5 |
| AgTAC | Motors | Med/Large | 3 |
| AgTAC | Motors | Small | 5 |
| AgTAC | Nonresidential Building Contractors | Med/Large | 5 |
| AgTAC | Nonresidential Building Contractors | Small | 10 |
| AgTAC | Refrigeration | Med/Large | 3 |
| AgTAC | Refrigeration | Small | 5 |
| AgTAC | Residential Building Contractors | Med/Large | 3 |
| AgTAC | Residential Building Contractors | Small | 14 |
| CTAC/ERC | Ag Pumping | Med/Large | 2 |
| CTAC/ERC | Ag Pumping | Small | 4 |
| CTAC/ERC | Agriculture | Med/Large | 2 |
| CTAC/ERC | Agriculture | Small | 4 |
| CTAC/ERC | Architecture | Med/Large | 2 |
| CTAC/ERC | Architecture | Small | 6 |
| CTAC/ERC | Engineering | Med/Large | 4 |
| CTAC/ERC | Engineering | Small | 7 |
| CTAC/ERC | HVAC | Med/Large | 2 |
| CTAC/ERC | HVAC | Small | 5 |
| CTAC/ERC | Lighting | Med/Large | 2 |
| CTAC/ERC | Lighting | Small | 5 |
| CTAC/ERC | Motors | Med/Large | 3 |
| CTAC/ERC | Motors | Small | 3 |
| CTAC/ERC | Nonresidential Building Contractors | Large | 2 |
| CTAC/ERC | Nonresidential Building Contractors | Medium | 4 |
| CTAC/ERC | Nonresidential Building Contractors | Small | 8 |
| CTAC/ERC | Refrigeration | Med/Large | 2 |
| CTAC/ERC | Refrigeration | Small | 4 |
| CTAC/ERC | Residential Building Contractors | Med/Large | 4 |
| CTAC/ERC | Residential Building Contractors | Small | 10 |

Target Market Upstream Market Actor Survey Sample Allocation, continued

| Center | Business Category | Size | Target Completes |
|--------------|-------------------------------------|-----------|------------------|
| SDG&E | Agriculture | All | 5 |
| SDG&E | Architecture | Med/Large | 5 |
| SDG&E | Architecture | Small | 5 |
| SDG&E | Engineering | Med/Large | 5 |
| SDG&E | Engineering | Small | 5 |
| SDG&E | HVAC | Med/Large | 5 |
| SDG&E | HVAC | Small | 5 |
| SDG&E | Lighting | Med/Large | 5 |
| SDG&E | Lighting | Small | 5 |
| SDG&E | Motors | Med/Large | 5 |
| SDG&E | Motors | Small | 5 |
| SDG&E | Nonresidential Building Contractors | Med/Large | 5 |
| SDG&E | Nonresidential Building Contractors | Small | 5 |
| SDG&E | Refrigeration | Med/Large | 5 |
| SDG&E | Refrigeration | Small | 5 |
| SDG&E | Residential Building Contractors | Med/Large | 5 |
| SDG&E | Residential Building Contractors | Small | 5 |
| PG&E | Engineering | Large | 4 |
| PG&E | Engineering | Medium | 13 |
| PG&E | Engineering | Small | 20 |
| PG&E | HVAC | Large | 5 |
| PG&E | HVAC | Medium | 10 |
| PG&E | HVAC | Small | 25 |
| PG&E | Insulation Contractors | Large | 3 |
| PG&E | Insulation Contractors | Medium | 5 |
| PG&E | Insulation Contractors | Small | 5 |
| PG&E | Pool Contractors | Medium | 5 |
| PG&E | Pool Contractors | Small | 5 |
| PG&E | Residential Building Contractors | Large | 5 |
| PG&E | Residential Building Contractors | Medium | 18 |
| PG&E | Residential Building Contractors | Small | 55 |
| PG&E | Window Contractors | Large | 2 |
| PG&E | Window Contractors | Medium | 5 |
| PG&E | Window Contractors | Small | 5 |
| PG&E | Building Inspectors | All | 10 |
| Total | | | 470 |

A.2.3 Survey Implementation

The target market survey was conducted in two phases from June – September 2003. The first phase was coordinated with a survey that Quantum Consulting implemented in support of three concurrent non-residential program evaluations. We essentially added our questions to their survey, which was conducted with a representative sample of non-residential end-use customers statewide. The second phase of the survey was a “stand-alone” effort that was also implemented

by Quantum Consulting, and attempted to reach additional end-use customers and a sample of upstream market actors.

Tables in the next subsection will show the number of surveys completed as well as the resulting weights.

A.2.4 Weights

The weights employed in the analyses are the standard sampling weights. That is, the ratio of target market population size to the number of survey completes in a stratum. It is possible to employ the standard sampling weight even for strata that include completes from phase 1 as long as (i) the probability of being selected for the phase 1 sample is the same for all companies in the same target market stratum and (ii) the probability of being selected for the phase 2 sample is the same for all companies in the same target market stratum. (In order to employ the standard sampling weights it is not necessary these two probabilities are the same.) By defining the phase 2 strata in the same manner as the phase 1 strata, requirements (i) and (ii) were met.

Tables A-16 and A-17, below, include both the survey completes and the resulting weights for the end-user and target market surveys. The two surveys had a combined total of 1049 completed surveys.

**Table A-16
Target Market End-User Survey Weights**

| Center | Business Category | Size | Population | Survey Allocation | Phase 1 Completes | Phase 2 Completes | Total Survey Completes | Weight |
|---------|-------------------------------|------|------------|-------------------|-------------------|-------------------|------------------------|---------|
| AGTAC | Institution | ML | 181 | 2 | 0 | 2 | 2 | 90.5 |
| AGTAC | Institution | S | 135 | 0 | 1 | 0 | 1 | 135.0 |
| AGTAC | Institution | V | 123 | 0 | 3 | 0 | 3 | 41.0 |
| AGTAC | Manufacturing-Food processing | L | 70 | 3 | 0 | 3 | 3 | 23.3 |
| AGTAC | Crops | L | 1,648 | 11 | 0 | 11 | 11 | 149.8 |
| AGTAC | Crops | S | 1,275 | 9 | 0 | 10 | 10 | 127.5 |
| AGTAC | Office | L | 12 | 0 | 1 | 0 | 1 | 12.0 |
| AGTAC | Office | M | 93 | 1 | 0 | 1 | 1 | 93.0 |
| AGTAC | Office | S | 645 | 3 | 0 | 3 | 3 | 215.0 |
| AGTAC | Office | V | 2,304 | 11 | 0 | 11 | 11 | 209.5 |
| AGTAC | Livestock | L | 543 | 3 | 0 | 3 | 3 | 181.0 |
| AGTAC | Livestock | S | 314 | 2 | 0 | 2 | 2 | 157.0 |
| AGTAC | Retail | ML | 70 | 2 | 0 | 2 | 2 | 35.0 |
| AGTAC | Retail | S | 470 | 2 | 1 | 2 | 3 | 156.7 |
| AGTAC | Retail | V | 1,523 | 7 | 0 | 7 | 7 | 217.6 |
| AGTAC | Restaurant/Grocery | ML | 68 | 2 | 0 | 2 | 2 | 34.0 |
| AGTAC | Restaurant/Grocery | S | 545 | 0 | 2 | 0 | 2 | 272.5 |
| AGTAC | Restaurant/Grocery | V | 366 | 3 | 0 | 3 | 3 | 122.0 |
| AGTAC | Agricultural Services | SL | 132 | 3 | 0 | 3 | 3 | 44.0 |
| AGTAC | Irrigation Suppliers | SL | 136 | 3 | 0 | 3 | 3 | 45.3 |
| AGTAC | Other Commercial | ML | 83 | 2 | 0 | 2 | 2 | 41.5 |
| AGTAC | Other Commercial | S | 429 | 1 | 1 | 1 | 2 | 214.5 |
| AGTAC | Other Commercial | V | 2,027 | 8 | 1 | 8 | 9 | 225.2 |
| AGTAC | Industrial | ML | 71 | 2 | 0 | 2 | 2 | 35.5 |
| AGTAC | Industrial | S | 166 | 1 | 1 | 1 | 2 | 83.0 |
| AGTAC | Industrial | V | 506 | 3 | 0 | 3 | 3 | 168.7 |
| AGTAC | Wastewater | ML | 35 | 1 | 0 | 1 | 1 | 35.0 |
| AGTAC | Wastewater | S | 138 | 2 | 0 | 2 | 2 | 69.0 |
| AGTAC | Wastewater | V | 213 | 2 | 0 | 2 | 2 | 106.5 |
| DWP/SCG | Institution | SML | 289 | 2 | 0 | 2 | 2 | 144.5 |
| DWP/SCG | Institution | V | 1,242 | 3 | 0 | 3 | 3 | 414.0 |
| DWP/SCG | Office | SML | 569 | 3 | 0 | 3 | 3 | 189.7 |
| DWP/SCG | Office | V | 7,171 | 8 | 0 | 8 | 8 | 896.4 |
| DWP/SCG | Retail | SML | 349 | 3 | 0 | 3 | 3 | 116.3 |
| DWP/SCG | Retail | V | 4,394 | 5 | 0 | 5 | 5 | 878.8 |
| DWP/SCG | Restaurant/Grocery | SML | 1,019 | 3 | 0 | 3 | 3 | 339.7 |
| DWP/SCG | Restaurant/Grocery | V | 5,308 | 7 | 0 | 7 | 7 | 758.3 |
| DWP/SCG | Other Commercial | SML | 378 | 2 | 0 | 2 | 2 | 189.0 |
| DWP/SCG | Other Commercial | V | 4,251 | 5 | 0 | 6 | 6 | 708.5 |
| DWP/SCG | Industrial | SML | 272 | 2 | 0 | 2 | 2 | 136.0 |
| DWP/SCG | Industrial | V | 3,047 | 3 | 0 | 3 | 3 | 1,015.7 |
| DWP/SCG | Agriculture | VSML | 162 | 2 | 0 | 2 | 2 | 81.0 |
| DWP/SCG | Wastewater | VSML | 16 | 2 | 0 | 0 | 0 | 0.0 |

Target Market End-User Survey Weights, continued

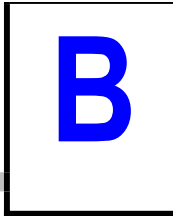
| Center | Business Category | Size | Population | Survey Allocation | Phase 1 Completes | Phase 2 Completes | Total Survey Completes | Weight |
|---------|--------------------|------|------------|-------------------|-------------------|-------------------|------------------------|---------|
| SCE/SCG | Institution | L | 380 | 0 | 7 | 0 | 7 | 54.3 |
| SCE/SCG | Institution | M | 2,118 | 0 | 13 | 0 | 13 | 162.9 |
| SCE/SCG | Institution | S | 1,183 | 0 | 8 | 0 | 8 | 147.9 |
| SCE/SCG | Institution | V | 1,685 | 0 | 7 | 0 | 7 | 240.7 |
| SCE/SCG | Office | L | 510 | 0 | 5 | 0 | 5 | 102.0 |
| SCE/SCG | Office | M | 3,183 | 0 | 10 | 0 | 10 | 318.3 |
| SCE/SCG | Office | S | 12,401 | 0 | 11 | 0 | 11 | 1,127.4 |
| SCE/SCG | Office | V | 46,820 | 0 | 13 | 0 | 13 | 3,601.5 |
| SCE/SCG | Retail | L | 330 | 0 | 3 | 0 | 3 | 110.0 |
| SCE/SCG | Retail | M | 1,977 | 0 | 9 | 0 | 9 | 219.7 |
| SCE/SCG | Retail | S | 11,336 | 0 | 9 | 0 | 9 | 1,259.6 |
| SCE/SCG | Retail | V | 32,073 | 0 | 21 | 0 | 21 | 1,527.3 |
| SCE/SCG | Restaurant/Grocery | L | 58 | 0 | 1 | 0 | 1 | 58.0 |
| SCE/SCG | Restaurant/Grocery | M | 1,571 | 0 | 11 | 0 | 11 | 142.8 |
| SCE/SCG | Restaurant/Grocery | S | 11,915 | 0 | 10 | 0 | 10 | 1,191.5 |
| SCE/SCG | Restaurant/Grocery | V | 7,555 | 0 | 14 | 0 | 14 | 539.6 |
| SCE/SCG | Other Commercial | L | 295 | 0 | 6 | 0 | 6 | 49.2 |
| SCE/SCG | Other Commercial | M | 2,414 | 0 | 10 | 0 | 10 | 241.4 |
| SCE/SCG | Other Commercial | S | 9,119 | 0 | 11 | 0 | 11 | 829.0 |
| SCE/SCG | Other Commercial | V | 28,708 | 0 | 12 | 0 | 12 | 2,392.3 |
| SCE/SCG | Industrial | L | 1,145 | 0 | 10 | 0 | 10 | 114.5 |
| SCE/SCG | Industrial | M | 3,516 | 0 | 11 | 0 | 11 | 319.6 |
| SCE/SCG | Industrial | S | 7,152 | 0 | 12 | 0 | 12 | 596.0 |
| SCE/SCG | Industrial | V | 13,601 | 0 | 10 | 0 | 10 | 1,360.1 |
| SCE/SCG | Agriculture | L | 14 | 0 | 0 | 0 | 0 | 0.0 |
| SCE/SCG | Agriculture | M | 146 | 0 | 5 | 0 | 5 | 29.2 |
| SCE/SCG | Agriculture | S | 621 | 0 | 8 | 0 | 8 | 77.6 |
| SCE/SCG | Agriculture | V | 2,143 | 0 | 6 | 0 | 6 | 357.2 |
| SCE/SCG | Wastewater | L | 143 | 5 | 0 | 5 | 5 | 28.6 |
| SCE/SCG | Wastewater | M | 827 | 5 | 0 | 5 | 5 | 165.4 |
| SCE/SCG | Wastewater | S | 704 | 5 | 0 | 7 | 7 | 100.6 |
| SCE/SCG | Wastewater | V | 1,656 | 5 | 0 | 5 | 5 | 331.2 |
| SDGE | Institution | L | 121 | 4 | 4 | 0 | 4 | 30.3 |
| SDGE | Institution | M | 626 | 6 | 6 | 0 | 6 | 104.3 |
| SDGE | Institution | S | 565 | 6 | 6 | 0 | 6 | 94.2 |
| SDGE | Institution | V | 1,997 | 8 | 8 | 0 | 8 | 249.6 |
| SDGE | Office | L | 171 | 3 | 3 | 0 | 3 | 57.0 |
| SDGE | Office | M | 1,017 | 6 | 6 | 0 | 6 | 169.5 |
| SDGE | Office | S | 9,195 | 8 | 7 | 0 | 7 | 1,313.6 |
| SDGE | Office | V | 34,582 | 9 | 10 | 0 | 10 | 3,458.2 |
| SDGE | Retail | L | 71 | 2 | 2 | 0 | 2 | 35.5 |
| SDGE | Retail | M | 510 | 4 | 4 | 0 | 4 | 127.5 |
| SDGE | Retail | S | 2,259 | 6 | 6 | 0 | 6 | 376.5 |
| SDGE | Retail | V | 15,143 | 11 | 11 | 0 | 11 | 1,376.6 |
| SDGE | Restaurant/Grocery | M | 437 | 6 | 6 | 0 | 6 | 72.8 |
| SDGE | Restaurant/Grocery | S | 2,667 | 6 | 6 | 0 | 6 | 444.5 |
| SDGE | Restaurant/Grocery | V | 6,116 | 9 | 9 | 0 | 9 | 679.6 |
| SDGE | Other Commercial | L | 190 | 3 | 3 | 0 | 3 | 63.3 |
| SDGE | Other Commercial | M | 743 | 7 | 7 | 0 | 7 | 106.1 |
| SDGE | Other Commercial | S | 2,210 | 4 | 4 | 0 | 4 | 552.5 |
| SDGE | Other Commercial | V | 14,884 | 10 | 10 | 0 | 10 | 1,488.4 |
| SDGE | Industrial | L | 148 | 4 | 4 | 0 | 4 | 37.0 |
| SDGE | Industrial | M | 621 | 6 | 6 | 0 | 6 | 103.5 |
| SDGE | Industrial | S | 1,405 | 6 | 6 | 0 | 6 | 234.2 |
| SDGE | Industrial | V | 9,314 | 7 | 7 | 0 | 7 | 1,330.6 |
| SDGE | Agriculture | M | 54 | 5 | 5 | 0 | 5 | 10.8 |
| SDGE | Agriculture | S | 1,520 | 7 | 7 | 0 | 7 | 217.1 |
| SDGE | Agriculture | V | 1,780 | 5 | 5 | 0 | 5 | 356.0 |
| Total | | | 358,433 | 317 | 422 | 161 | 583 | |

Table A-17
Target Market Upstream Market Actor Survey Weights

| Center | Business Category | Size | Population | Survey Allocation | Survey Completes | Weight |
|--------|-------------------------------------|-----------|------------|-------------------|------------------|--------|
| AGTAC | Ag Pumping | All | 19 | 5 | 3 | 6.3 |
| AGTAC | Agriculture | Med/Large | 66 | 5 | 5 | 13.2 |
| AGTAC | Agriculture | Small | 127 | 10 | 8 | 15.9 |
| AGTAC | Architecture | Med/Large | 33 | 3 | 6 | 5.5 |
| AGTAC | Architecture | Small | 98 | 5 | 8 | 12.3 |
| AGTAC | Engineering | Med/Large | 120 | 3 | 2 | 60.0 |
| AGTAC | Engineering | Small | 230 | 5 | 5 | 46.0 |
| AGTAC | HVAC | Med/Large | 93 | 3 | 3 | 31.0 |
| AGTAC | HVAC | Small | 178 | 5 | 5 | 35.6 |
| AGTAC | Lighting | Med/Large | 52 | 3 | 4 | 13.0 |
| AGTAC | Lighting | Small | 128 | 5 | 3 | 42.7 |
| AGTAC | Motors | Med/Large | 64 | 3 | 2 | 32.0 |
| AGTAC | Motors | Small | 98 | 5 | 5 | 19.6 |
| AGTAC | Nonresidential Building Contractors | Med/Large | 312 | 5 | 5 | 62.4 |
| AGTAC | Nonresidential Building Contractors | Small | 511 | 10 | 10 | 51.1 |
| AGTAC | Refrigeration | Med/Large | 42 | 3 | 3 | 14.0 |
| AGTAC | Refrigeration | Small | 106 | 5 | 5 | 21.2 |
| AGTAC | Residential Building Contractors | Med/Large | 191 | 3 | 4 | 47.8 |
| AGTAC | Residential Building Contractors | Small | 856 | 14 | 14 | 61.1 |
| CTAC | Ag Pumping | Med/Large | 26 | 2 | 2 | 13.0 |
| CTAC | Ag Pumping | Small | 48 | 4 | 4 | 12.0 |
| CTAC | Agriculture | Med/Large | 44 | 2 | 3 | 14.7 |
| CTAC | Agriculture | Small | 61 | 4 | 4 | 15.3 |
| CTAC | Architecture | Med/Large | 616 | 2 | 6 | 102.7 |
| CTAC | Architecture | Small | 2,285 | 6 | 6 | 380.8 |
| CTAC | Engineering | Med/Large | 1,620 | 4 | 5 | 324.0 |
| CTAC | Engineering | Small | 3,576 | 7 | 4 | 894.0 |
| CTAC | HVAC | Med/Large | 705 | 2 | 3 | 235.0 |
| CTAC | HVAC | Small | 1,937 | 5 | 5 | 387.4 |
| CTAC | Lighting | Med/Large | 514 | 2 | 6 | 85.7 |
| CTAC | Lighting | Small | 2,074 | 5 | 6 | 345.7 |
| CTAC | Motors | Med/Large | 1,206 | 3 | 1 | 1206.0 |
| CTAC | Motors | Small | | 3 | | |
| CTAC | Nonresidential Building Contractors | Large | 670 | 2 | 4 | 167.5 |
| CTAC | Nonresidential Building Contractors | Medium | 2,267 | 4 | 4 | 566.8 |
| CTAC | Nonresidential Building Contractors | Small | 5,396 | 8 | 6 | 899.3 |
| CTAC | Refrigeration | Med/Large | 338 | 2 | 3 | 112.7 |
| CTAC | Refrigeration | Small | 856 | 4 | 3 | 285.3 |
| CTAC | Residential Building Contractors | Med/Large | 1,841 | 4 | 5 | 368.2 |
| CTAC | Residential Building Contractors | Small | 7,727 | 10 | 5 | 1545.4 |

Target Market Upstream Market Actor Survey Weights, continued

| Center | Business Category | Size | Population | Survey Allocation | Survey Completes | Weight |
|--------|-------------------------------------|-----------|------------|-------------------|------------------|--------|
| SDG&E | Agriculture | All | 54 | 5 | 5 | 10.8 |
| SDG&E | Architecture | Med/Large | 168 | 5 | 5 | 33.6 |
| SDG&E | Architecture | Small | 655 | 5 | 8 | 81.9 |
| SDG&E | Engineering | Med/Large | 532 | 5 | 5 | 106.4 |
| SDG&E | Engineering | Small | 1,171 | 5 | 5 | 234.2 |
| SDG&E | HVAC | Med/Large | 149 | 5 | 5 | 29.8 |
| SDG&E | HVAC | Small | 331 | 5 | 5 | 66.2 |
| SDG&E | Lighting | Med/Large | 126 | 5 | 5 | 25.2 |
| SDG&E | Lighting | Small | 470 | 5 | 6 | 78.3 |
| SDG&E | Motors | Med/Large | 155 | 5 | 5 | 31.0 |
| SDG&E | Motors | Small | 181 | 5 | 3 | 60.3 |
| SDG&E | Nonresidential Building Contractors | Med/Large | 692 | 5 | 5 | 138.4 |
| SDG&E | Nonresidential Building Contractors | Small | 1,338 | 5 | 3 | 446.0 |
| SDG&E | Refrigeration | Med/Large | 70 | 5 | 5 | 14.0 |
| SDG&E | Refrigeration | Small | 166 | 5 | 5 | 33.2 |
| SDG&E | Residential Building Contractors | Med/Large | 537 | 5 | 5 | 107.4 |
| SDG&E | Residential Building Contractors | Small | 2,320 | 5 | 5 | 464.0 |
| PG&E | Engineering | Large | 329 | 4 | 4 | 82.3 |
| PG&E | Engineering | Medium | 1,013 | 13 | 14 | 72.4 |
| PG&E | Engineering | Small | 2,908 | 20 | 20 | 145.4 |
| PG&E | HVAC | Large | 120 | 5 | 5 | 24.0 |
| PG&E | HVAC | Medium | 423 | 10 | 9 | 47.0 |
| PG&E | HVAC | Small | 1,089 | 25 | 25 | 43.6 |
| PG&E | Insulation Contractors | Large | 30 | 3 | 3 | 10.0 |
| PG&E | Insulation Contractors | Medium | 64 | 5 | 5 | 12.8 |
| PG&E | Insulation Contractors | Small | 94 | 5 | 4 | 23.5 |
| PG&E | Pool Contractors | Medium | 44 | 5 | 5 | 8.8 |
| PG&E | Pool Contractors | Small | 318 | 5 | 5 | 63.6 |
| PG&E | Residential Building Contractors | Large | 238 | 5 | 5 | 47.6 |
| PG&E | Residential Building Contractors | Medium | 1,362 | 18 | 18 | 75.7 |
| PG&E | Residential Building Contractors | Small | 6,694 | 55 | 53 | 126.3 |
| PG&E | Window Contractors | Large | 16 | 2 | 2 | 8.0 |
| PG&E | Window Contractors | Medium | 75 | 5 | 5 | 15.0 |
| PG&E | Window Contractors | Small | 106 | 5 | 5 | 21.2 |
| PG&E | Building Inspectors | All | 220 | 10 | 9 | 24.4 |
| Total | | | 61,389 | 470 | 466 | |



PARTICIPANT SURVEY QUESTIONNAIRE

INTRODUCTION

Hello, I'm [fill name] from _____ in _____, _____. May I please speak with [fill respondent name]?

- 1 CONTINUE
- 2 CALLBACK

[WHEN RESPONDENT IS ON THE PHONE]

Hello, I'm [fill name] from _____ in _____, _____. We are an independent market research firm hired by [UTILITY] to help them evaluate their [LONG ENERGY CENTER NAME]. You probably know it as [CENTER]. We are interested in the opinions of people like yourself who may have attended a seminar/workshop at [CENTER]. We are not selling workshops but are simply helping [CENTER] figure out how to improve their workshops and seminars. Your answers are completely confidential and will be used to help them plan future projects that will be useful to customers like yourself. This survey should take no longer than 15 minutes of your time.

- 1 CONTINUE
- 2 CALLBACK
- 3 REFUSED

[IF ASKED WHAT [CENTER] IS: [UTILITY]'s [LONG ENERGY CENTER NAME] is located in [CENTER LOCATION]. This center offers customers information on energy-efficient electric technologies and environmentally sensitive solutions to their energy challenges.]

SDG&E INTRODUCTION:

Hello, I'm [fill name] from _____ in _____, _____. We are an independent market research firm hired by San Diego Gas & Electric Company to help them evaluate energy efficiency seminars that they offer. We are interested in the opinions of people like yourself who may have attended a seminar/workshop offered by SDG&E. We are not selling workshops but are simply helping SDG&E figure out how to improve their workshops and seminars. Your answers are completely confidential and will be used to help them plan future projects that will be useful to customers like yourself. This survey should take no longer than 15 minutes of your time.

- 1 CONTINUE
- 2 CALLBACK
- 3 REFUSED

[NOTE: FOR EACH QUESTION ASKED, THE INTERVIEWER WILL HAVE THE OPTION OF RECORDING A "D" FOR DON'T KNOW AND A "R" FOR REFUSED. THESE OPTIONS WILL NOT BE OFFERED TO THE RESPONDENT UNLESS THEY ARE LISTED IN THE INSTRUMENT AS A VALID RESPONSE]

SCREENER

S1 According to our records you attended a seminar/workshop called [COURSE NAME]. Is this information correct?

- 1 Yes
- 2 No

S2 Have you taken [any/ any other] seminars or workshops from [CENTER]?

- 1 Yes
- 2 No [IF NO IN S1, TERMINATE SURVEY. OTHERWISE SKIP TO S5.]

S3 How many others?

_____ # of seminars/workshops attended

S4 What was the topic of the other seminars or workshops?

- 1 New Construction - Title 24 Workshop (building codes, standards)
- 2 Refrigeration - Energy Efficient Refrigeration, Refrigeration Fundamentals, Industrial Refrigeration
- 3 HVAC - Basic HVAC, HVAC Fundamentals
- 4 Lighting - Commercial/Industrial Lighting, HID Lighting
- 5 Motors and ASDs
- 6 Pumping, Hydraulic Systems
- 7 Dairy Milking Technologies
- 8 PLCs
- 9 Food equipment, cooking
- 10 Air quality
- 11 Swimming pool pumps
- 12 Water or wastewater
- 13 Other C/I Equipment/Issues - SPECIFY: _____
- 14 Other Agricultural Equipment/Issues - SPECIFY: _____
- 15 Other - SPECIFY: _____

[IF S1=NO AND S2=YES, ATTEMPT TO RECATEGORIZE AT LEAST ONE SEMINAR INTO ONE OF THE PRE-EXISTING SEMINAR CATEGORIES]

I'd like to get some background information about your firm and your job responsibilities to help me better understand your responses. I'd like to remind you that all of your answers will be kept confidential.

S5 What is the main business activity of your firm?

- 1 apartment building, condominium, or other multi-family residential facility
- 2 commercial office building
- 3 government/community services facility (includes offices, police/fire stations, prisons, and military bases)
- 4 retail sales
- 5 grocery store/convenience store
- 6 restaurant/deli/tavern
- 7 health services (hospital, nursing home, health care facility, clinic)
- 8 hotel/motel
- 9 manufacturing/industrial facility
- 10 food processing facility
- 11 warehouse
- 12 school, college or university
- 13 other **end user**[specify]
- 14 architect
- 15 engineer
- 16 HVAC contractor/vendor
- 17 lighting contractor/vendor
- 18 pool contractor/maintenance/vendor
- 19 window contractor/vendor
- 20 insulation contractor/vendor
- 21 refrigeration supply
- 22 motor/ASD vendor
- 23 pumping/hydraulic equipment specifiers and vendors
- 24 other **upstream/midstream market actor (UMA)** [specify]
- 25 unknown [IF PG&E, GO TO UMA SURVEY; OTHERWISE GO TO S6]

[IF <=13 GO TO **END USER** SURVEY; IF >13 GO TO **UMA** SURVEY]

S6 Does your company provides consulting, engineering, design or contracting services to Agriculture or Commercial/Industrial customers?

[IF YES, THEN UMA, GO TO GO TO **UMA** SURVEY; IF NO, THEN EU, GO TO **END USER** SURVEY.]

End User Participant Survey**BACKGROUND**

B1 How long have you been employed by your firm?

_____months and/or _____years

B2 What is your current job title? [DO NOT READ]

- 1 owner
- 2 president/vice-president/CEO
- 3 energy manager
- 4 facility manager
- 5 chief engineer
- 6 plant engineer
- 7 plant manager
- 8 property manager
- 9 store manager
- 10 chef
- 11 research & design personnel
- 12 dietician
- 13 director
- 14 franchisee
- 10 other [specify]

B3 How often do you or others in your company attend seminars, workshops or other training courses that address energy efficiency – [IF NEEDED: such as energy efficient lighting, refrigeration or air conditioning technologies, or energy efficient building design and construction?]

Would you say you or your staff attend these types training courses....[READ LIST. CHECK ONLY ONE RESPONSE]

- 1 Very frequently, i.e., once a month
- 2 Somewhat frequently, i.e., once a season/year
- 3 Infrequently, i.e., once every other year or less
- 4 Not at all

NEW PRODUCTS AND SERVICES

NP1 In this next series of questions, I'd like to better understand your role in making and/or implementing decisions about new equipment purchases for this facility. Are you involved in ? [READ LIST]

- 1 yes
- 2 no

- a. identifying new equipment needs at this facility? _____
- b. evaluating the technical or economic potential of new purchases? _____
- c. giving final approval for new purchases? _____
- d. selecting a supplier or vendor to install the new equipment? _____

NP2 What source of information do you or other decision makers at your facility prefer to use to collect information on...? [READ A-D. DO NOT READ LIST OF RESPONSES. CHECK ALL THAT APPLY]

- 1 trade journals
- 2 manufacturers reps
- 3 distributors or other sales staff
- 4 seminars or workshops
- 5 colleagues within company/ other businesses
- 6 colleagues outside company/other businesses
- 7 consultants (engineers, architects)
- 8 utility company
- 9 other [specify]

- a. new technologies _____
- b. energy use at your facility _____
- c. energy efficiency _____
- d. vendors and contractors _____

NP3 (ASK FOR EACH ITEM IN WHICH SEMINARS OR WORKSHOPS IS MENTIONED IN NP2) When collecting new information on [FILL NP2A-D], what makes seminars or workshops more valuable to you than some other source of information? [PROBE ONLY FOR THOSE WHERE SEMINARS/WORSHOPS ARE THE PREFERRED SOURCE] [DO NOT READ. CHECK ALL THAT APPLY]

- 1 convenience
- 2 hands on demonstrations
- 3 unbiased/objective information
- 4 depth of material
- 5 ability to interact with instructor/other participants
- 6 other [specify]

PARTICIPATION

C1 You mentioned that you attended a [CENTER] seminar. How did you hear about [CENTER] and the seminars/workshops they offer? (PROBE: Anywhere else?) [DO NOT READ. CHECK ALL THAT APPLY. RECORD FIRST MENTION.]

- 1 from a utility company representative
- 2 from information inserted in my utility bill
- 3 received a brochure in the mail regarding a seminar offered at [CENTER]
- 4 received an email from [CENTER]
- 5 received a fax from [CENTER]
- 6 saw the seminar listing on the [CENTER]'s website
- 7 saw an article in a trade magazine
- 8 received information through professional organizations
- 9 saw display at trade show
- 10 someone at my company gave me a brochure regarding a seminar or seminars offered at [CENTER]
- 11 someone at my company told me about [CENTER]
- 12 a colleague outside my company told me about [CENTER]
- 13 a consultant or contractor told me about [CENTER]
- 14 other [specify]

C2 What would be the best way to inform you or others in your position about future [CENTER] seminars and workshops? [DO NOT READ. CHECK ALL THAT APPLY]

- 1 from a utility company representative
- 2 from information inserted in my utility bill
- 3 through a brochure in the mail regarding a seminar offered at [CENTER]
- 4 via fax
- 5 via email
- 6 through the [CENTER] website
- 7 through articles in a trade magazine
- 8 through information available from professional organizations
- 9 through a display at trade show
- 10 through others at my company
- 11 through colleague outside my company
- 12 through consultants or contractor who works with me or my company
- 13 other [specify]

C3 What are the main reasons why you took the [CENTER] course(s)? (PROBE: Why else?) [Note: if needed, remind respondent of the name of the seminar/workshop we are calling about.] [DO NOT READ. CHECK ALL THAT APPLY]

- 1 [CENTER] is a credible information source

- 2 [CENTER]provides objective information that I can't get anywhere else
- 3 [CENTER]has a good reputation for its seminars/courses
- 4 [CENTER]courses are convenient
- 5 My company/business was thinking about purchasing some equipment, and I went to [CENTER]to learn more about a **specific** technology
- 6 My company/business was thinking about purchasing some equipment , and I wanted to learn more about a **general** topic (i.e., lighting, HVAC, environmental regulations)
- 7 I wanted to consult with someone at [CENTER]regarding a specific application or problem for my company/business
- 8 I wanted to test/showcase a new product
- 9 I was curious about what [CENTER]had to offer
- 10 Someone in my company/business asked me to attend
- 11 To help my company/business meet energy standards
- 12 To meet my career goals/get promoted
- 13 Other [SPECIFY]

C4 Using a scale of 1 to 5, where 1 is “poor” and 5 is “excellent”, how would you rate each of the following aspects of the {fill with [CENTER] [COURSE NAME] you took? [READ LIST. ROTATE LIST.]

1 2 3 4 5 8
 POOR EXCELLENT NA

- a. convenience of the course in terms of location and schedule _____
- b. technical level of information provided _____
- c. “cutting edge” or “state-of-the-art” information that was provided _____
- d. objectivity of the information _____
- e. clarity of the information provided _____
- f. technical knowledge of the instructor _____
- g. teaching skill of the instructor _____
- h. usefulness of demonstrations _____

C5 Now I have a few questions on the usefulness of the course. Using another 1 to 5 scale, where 1 is “not at all useful” and 5 is “extremely useful”, how would you rate . . . ? [READ LIST]

- 1 2 3 4 5
- a. the usefulness of the information for you when making energy-using equipment purchase decisions at my facility _____
 - b. the usefulness of the information in helping you explain to others in my company the rationale _____

behind certain choices _____

C6 Overall, on a scale from 1 to 5, with 1 being “not at all satisfied” and 5 being “extremely satisfied”, how satisfied would you say you were with the [fill with [CENTER] [COURSE NAME]] you took?

1 2 3 4 5

[If C6<4]

C7 Why do you say that?

The next few questions ask about any effects that your visit to [CENTER]or the [CENTER]course(s) you took may have had on decisions to purchase or upgrade energy-using equipment at your facility.

C8 Using a 1 to 5 scale, where 1 means “strongly disagree” and 5 means “strongly agree”, please tell me how much you agree or disagree with each statement. As a result of taking the [CENTER] course(s)..... [READ LIST]

| | | | | |
|----------------------|---|---|---|-------------------|
| 1 | 2 | 3 | 4 | 5 |
| STRONGLY DISAGREE | | | | STRONGLY AGREE |

a. I am more aware of new technologies or practices _____

b. I am more aware of energy efficient solutions _____

c. I better understand how to improve the energy efficiency at my facility _____

d. I have more confidence in the performance of energy efficient equipment _____

C8d1 [IF <=3 ASK] Why do you say that? _____

e. I can promote energy efficiency to my own management better _____

C8e1 [IF <=3 ASK] Why do you say that? _____

f. I am more likely to specify “energy efficient” equipment when I have a choice _____

C8f1 [IF <=3 ASK] Why do you say that? _____

g. I can more confidently evaluate the energy efficiency performance claims made by salespeople _____

C8g1 [IF <=3 ASK] Why do you say that? _____

h. My company/business has or will change some of its policies related to specifying or selecting energy efficient equipment _____
 C8h1 [IF <=3 ASK] Why do you say that?

C9 Since your visit to [CENTER], has your company purchased any? [READ LIST]

- 1 Yes
- 2 No

- a. lighting equipment _____
- b. HVAC (if needed: heating, ventilation and air conditioning) equipment _____
- c. motors and/or adjustable speed drives (ASDs) _____
- d. refrigeration equipment _____
- e. (AGTAC ONLY) pumping and hydraulic equipment _____
- f. (AGTAC ONLY) other agricultural equipment _____
- g. (SCG ONLY) cooking or food preparation equipment _____
- h. other energy-using equipment (SPECIFY: _____)

[ASK C10 and C11 FOR EACH TYPE OF EQUIPMENT PURCHASED IN C9]

C10 Would you have purchased the same type and efficiency level of [fill with equipment type purchased/upgraded] if you had not visited [CENTER]?

- 1 Yes
- 2 No

C11 Why do you say that?

C12 How influential would you say the information you received from [CENTER] is likely to be on your future equipment purchase decisions. That is, on a scale of 1 to 5, where 1 is “not at all influential” and 5 is “very influential,” how influential is this information likely to be?

- | | | | | |
|-------------|---|---|---|-------------|
| 1 | 2 | 3 | 4 | 5 |
| Not at all | | | | Very |
| Influential | | | | Influential |

C13 Did your visits to [CENTER] affect how your business operates or maintains any of its equipment?

- 1 Yes
- 2 No [SKIP TO C16]

C14 For what equipment did you change the operations? [DO NOT READ LIST. CHECK ALL THAT APPLY]

- 1 lighting equipment _____
- 2 HVAC equipment _____
- 3 pumping and hydraulic equipment _____
- 4 motors and/or adjustable speed drives _____
- 5 refrigeration equipment _____
- 6 cooking/food preparation equipment _____
- 7 other [SPECIFY] _____

C15 In what way have you changed how you operate or maintain this equipment as a result of your visit to [CENTER]?

C16 Do you still have the information you received from the [CENTER] seminars?

- 1 Yes
- 2 No

C18 Have you shared any of the information you received from the [CENTER] seminar(s) with others either within or outside of your company?

- 1 Yes
- 2 No

C20 Finally, any other improvements regarding [CENTER] that you can suggest?

[THANK YOU AND END SURVEY.]

Upstream/Midstream Market Actor Participant Survey

BACKGROUND

B1 How many locations total does your company have in [GREATER CENTER LOCATION]?

_____ locations

B2 How many years has your company been in business?

_____ years

B3 Approximately what were the total sales of all products and services for your company in 1999 at this location?

\$_____ (Actual Total)

[IF RELUCTANT OR REFUSES, ASK WHICH RANGE THEY WOULD FALL IN.]

- 1 < \$50,000
- 2 \$50,000 - \$249,999
- 3 \$250,000 - \$499,999
- 4 \$500,000 - \$1 million
- 5 \$1 million - \$5 million
- 6 > \$5 million

B4 What percent of your sales revenue is generated from doing business with:

_____ % end users (i.e., those that actually use the product, e.g., owner of a commercial business or a residential home)

_____ % developers

_____ % contractors

_____ % vendors/suppliers

_____ % other (SPECIFY: _____)

100 % [TOTAL SHOULD ADD TO]

B5 For how long have you worked in the [INSERT INDUSTRY FROM SCREENER S5] industry??

_____ months and/or _____ years

B6 What is your current job title?

- 1 owner
- 2 president/vice-president/CEO
- 3 field technician
- 4 sales representative/vendor
- 5 purchasing agent
- 6 architect/designer
- 7 engineer
- 8 contractor
- 9 pool maintenance/contractor
- 10 farmer
- 11 other farming
- 12 irrigation/water purveyor
- 8 other [SPECIFY]

B7 How often do you or others in your company attend seminars, workshops or other training courses that address energy efficiency – such as ‘ ‘:

- IF S5 = 14-17, ‘the design of energy efficient new commercial or industrial buildings?’
 IF S5 = 18, ‘energy efficient HVAC equipment
 IF S5 = 19, ‘energy efficient lighting equipment
 IF S5 = 20, ‘energy efficient refrigeration equipment
 IF S5 = 21, ‘energy efficient motors and ASDs
 IF S5 = 22, ‘energy efficient pumping and hydraulic systems
 IF S5 = 23, ‘energy efficient agricultural equipment
 IF S5 = 24, ‘energy efficiency equipment

Would you say you attend energy efficiency training courses....[READ LIST. CHECK ONLY ONE RESPONSE]

- 1 Very frequently, i.e., once a month
- 2 Somewhat frequently, i.e., once a season/year
- 3 Infrequently, i.e., once every other year or less
- 4 Not at all

NEW PRODUCTS AND SERVICES

[NP1 LEFT INTENTIONALLY BLANK]

NP2 What source of information do you or other decision makers at your facility prefer to use to collect information on...? [READ A-C. DO NOT READ LIST OF RESPONSES. CHECK ALL THAT APPLY.]

- 1 trade journals
- 2 manufacturers reps
- 3 distributors or other sales staff

- 4 seminars or workshops
- 5 colleagues within company/ other businesses
- 6 colleagues outside company/other businesses
- 7 consultants (engineers, architects)
- 8 utility company
- 9 other [specify]

- a. new technologies _____
- b. equipment energy use _____
- c. equipment energy efficiency _____

NP3 (ASK FOR EACH ITEM IN WHICH SEMINARS OR WORKSHOPS IS MENTIONED IN NP2) When collecting new information on [FILL NP3A-C], what makes seminars or workshops more valuable to you than some other source of information? [PROBE ONLY FOR THOSE WHERE SEMINARS/WORSHOPS ARE THE PREFERRED SOURCE] [DO NOT READ. CHECK ALL THAT APPLY]

- 1 convenience
- 2 hands on demonstrations
- 3 unbiased/objective information
- 4 depth of material
- 5 ability to interact with instructor/other participants
- 6 other [specify]

PARTICIPATION

C1 You mentioned that you attended a [CENTER] seminar. How did you hear about [CENTER] and the seminars/workshops they offer? (PROBE: Anywhere else?) [DO NOT READ. CHECK ALL THAT APPLY. RECORD FIRST MENTION.]

- 1 from a utility company representative
- 2 from information inserted in my utility bill
- 3 received a brochure in the mail regarding a seminar offered at [CENTER]
- 4 received an email from [CENTER]
- 5 received a fax from [CENTER]
- 6 saw the seminar listing on the [CENTER]'s website
- 7 saw an article in a trade magazine
- 8 received information through professional organizations
- 9 saw display at trade show
- 10 someone at my company gave me a brochure regarding a seminar or seminars offered at [CENTER]
- 11 someone at my company told me about [CENTER]
- 12 a colleague outside my company told me about [CENTER]

- 13 a consultant or contractor told me about [CENTER]
 11 other [specify]
- C2 What would be the best way to inform you or others in your position about future [CENTER] seminars and workshops? [DO NOT READ. CHECK ALL THAT APPLY]
- 1 from a utility company representative
 2 from information inserted in my utility bill
 3 received a brochure in the mail regarding a seminar offered at [CENTER]
 4 via fax
 5 via email
 6 through the [CENTER] website
 7 through articles in a trade magazine
 8 through information available from professional organizations
 9 through a display at trade show
 10 through others at my company
 11 through colleague outside my company
 12 through consultants or contractor who works with me or my company
 13 other [specify]
- C3 What are the main reasons why you took the [CENTER] course(s)? (PROBE: Why else?) [Note: if needed, remind respondent of the name of the seminar/workshop we are calling about.] [DO NOT READ. CHECK ALL THAT APPLY]
- 1 [CENTER] is a credible information source
 2 [CENTER] provides objective information that I can't get anywhere else
 3 [CENTER] has a good reputation for its seminars/courses
 4 [CENTER] courses are convenient
 5 My company/business was thinking about purchasing some equipment, and I went to [CENTER] to learn more about a specific technology
 6 My company/business was thinking about purchasing some equipment, and I wanted to learn more about a general topic (i.e., lighting, HVAC, environmental regulations)
 7 I wanted to consult with someone at [CENTER] regarding a specific application or problem for my company/business
 8 I wanted to test/showcase a new product
 9 I was curious about what [CENTER] had to offer
 10 Someone in my company/business asked me to attend
 11 To help my company/business meet energy standards
 12 To meet my career goals/get promoted
 13 Other [SPECIFY]
- C4 Using a scale of 1 to 5, where 1 is "poor" and 5 is "excellent", how would you rate each of the following aspects of the {fill with [CENTER] [COURSE NAME]} you took? [READ LIST. ROTATE LIST.]

1 2 3 4 5 8
 POOR EXCELLENT NA

- a. convenience of the course in terms of location and schedule _____
- b. technical level of information provided _____
- c. “cutting edge” or “state-of-the-art” information that was provided _____
- d. objectivity of the information _____
- e. clarity of the information provided _____
- f. technical knowledge of the instructor _____
- g. teaching skill of the instructor _____
- h. usefulness of demonstrations _____

[C5 INTENTIONALLY LEFT BLANK]

C6 Overall, on a scale from 1 to 5, with 1 being “not at all satisfied” and 5 being “extremely satisfied”, how satisfied would you say you were with the [fill with [CENTER] [COURSE NAME]] you took?

1 2 3 4 5

[If C6<4]

C7 Why do you say that?

The next few questions ask about any effects that your visit to [CENTER]or the [CENTER]course(s) you took may have had on your business’ decision to promote energy efficiency.

C8 Using a 1 to 5 scale, where 1 means “strongly disagree” and 5 means “strongly agree”, please tell me how much you agree or disagree with each statement. As a result of taking the [CENTER] course(s)..... [READ LIST]

1 2 3 4 5
 STRONGLY STRONGLY
 DISAGREE AGREE

- a. I am more aware of new technologies and practices
 - b. I am more aware of energy efficient products
 - c. I have more confidence in the performance of energy efficient equipment
- C8c1 [IF <=3 ASK] Why do you say that?

- d. I have incorporated energy efficiency into my sales presentation
C8d1 [IF <=3 ASK] Why do you say that?
- e. My company should consider making it common practice to specify energy efficient products
C8e1 [IF <=3 ASK] Why do you say that?
- f. Our business has differentiated itself by specifying energy efficient products
C8f1 [IF <=3 ASK] Why do you say that?

[C9-C15 LEFT INTENTIONALLY BLANK]

C16 Do you still have the information you received from the [CENTER] seminars?

- 1 Yes
2 No

C18 Have you shared any of the information you received from the [CENTER] seminar(s) with others either within or outside of your company?

- 1 Yes
2 No

C20 Could you suggest improvements to the seminar(s) information and materials that might make it more useful?

[SPECIFY]

C21 Are there any other improvements to the [CENTER] seminar you can suggest?

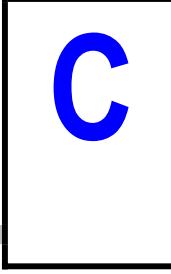
[SPECIFY]

C22 How could [CENTER] help you make decisions more effectively? [PROBE] How else? [DO NOT READ. CHECK ALL THAT APPLY]

- 0 Nothing
1 More detailed information through higher level seminars
2 On-going technical support
3 Someone readily available to answer questions
4 Update information about new technologies
5 Other [SPECIFY]

C23 Finally, any other improvements regarding [CENTER] in general that you can suggest?

[THANK YOU AND END SURVEY.]



TARGET MARKET SURVEY QUESTIONNAIRE

Target Market Survey Statewide Education & Training Evaluation- PY2002

Screenener for End-Use Customers

Hello, my name is ____ and I'm calling from _____. We're conducting a VERY BRIEF survey on behalf of [UTILITY]. May I please speak with the person at this location who is most knowledgeable about decisions affecting your energy using equipment (such as cooling and lighting systems, or pumping equipment for agriculture)?

[IF ASKED ABOUT PURPOSE OF STUDY, READ] [UTILITY] is/are interested in studying the market for energy efficient equipment and design practices in its service territory. Your participation in this effort will help [UTILITY] design programs that better serve its customers' needs. This is not a SALES CALL; no one will attempt to sell you anything as a result of this call.

[IF ASKED ABOUT CONFIDENTIALITY, READ] Your responses to this survey will be used to assess the markets for energy efficient products & services in California. Your answers will be held in strict confidence and reported in our study only at the aggregate level.

[IF ASKED ABOUT SURVEY LENGTH, READ] The length of this survey depends on your answers, but shouldn't take more than 5-10 minutes. [ARRANGE CALL-BACK IF NOT A GOOD TIME]

[WHEN APPROPRIATE RESPONDENT IS ON PHONE, RE-INTRODUCE YOURSELF AND READ] We're conducting a VERY BRIEF survey on behalf of [UTILITY] who is interested in studying the market for energy efficient equipment and design practices. Your participation in this effort will help [UTILITY] design programs that better serve its customers' needs. This survey should only last about 5-10 minutes, depending on your answers, and all of your responses will be strictly confidential. Do you have time now to continue? [IF NOT, ARRANGE CALL-BACK]

[IF AGFLAG=1 THEN CONTINUE, OTHERWISE GO TO MAIN SURVEY QUESTIONS]
Great, before we get started, let me just confirm that your company is involved in [Ag Bus]:

If business category= agricultural production – crops then [Ag Bus]= “agricultural crop production”

If business category= agricultural production – livestock then [Ag Bus]= “agricultural livestock & animals”

If business category= manufacturing-food processing then [Ag Bus]= “food processing”

If business category= irrigation suppliers then [Ag Bus]= “irrigation”

If business category= agricultural services then [Ag Bus]= “agriculture”

If business category= other agriculture then [Ag Bus]= “agriculture”

[IF CUSTOMER IS NOT IN AGRICULTURAL INDUSTRY, THANK AND TERMINATE.]

Continue using the add-on survey depending on utility (PG&E, SCE/SCG, and SDG&E)

**Target Market Survey
Statewide Education & Training Evaluation- PY2002**

Screener for Upstream/Midstream Market Actors

Hello, my name is ____ and I'm calling from _____. We're conducting a VERY BRIEF survey on behalf of [UTILITY]. May I speak with the person most knowledgeable about your predominant line of business?

[IF ASKED ABOUT PURPOSE OF STUDY, READ] [UTILITY] is/are interested in studying the market for energy efficient equipment and design practices in its service territory. Your participation in this effort will help [UTILITY] design programs that better serve its customers' needs. This is not a SALES CALL; no one will attempt to sell you anything as a result of this call.

[IF ASKED ABOUT CONFIDENTIALITY, READ] Your responses to this survey will be used to assess the markets for energy efficient products & services in California. Your answers will be held in strict confidence and reported in our study only at the aggregate level.

[IF ASKED ABOUT SURVEY LENGTH, READ] The length of this survey depends on your answers, but shouldn't take more than 5-10 minutes. [ARRANGE CALL-BACK IF NOT A GOOD TIME]

[WHEN APPROPRIATE RESPONDENT IS ON PHONE, RE-INTRODUCE YOURSELF AND READ] We're conducting a VERY BRIEF survey on behalf of [UTILITY] who is interested in studying the market for energy efficient equipment and design practices. Your participation in this effort will help [UTILITY] design programs that better serve its customers' needs. This survey should only last about 5-10 minutes, depending on your answers, and all of your responses will be strictly confidential. Do you have time now to continue? [IF NOT, ARRANGE CALL-BACK]

CONFUMA. Which of the following is your predominant line of work? [PROMPT FIRST WITH THE "UMATYPE" VARIABLE CONTAINED IN THE SAMPLE]

| CONFUMA | TYPE | READ: | Yes | No | DK |
|-------------------|-----------|--|-----|----|----|
| 1 | ARCH | designs new buildings in Southern California? | | | |
| 2 (not for PG&E) | NONRES BC | builds new commercial buildings in Southern California? | | | |
| 3 | RES BC | builds new single-family homes in Southern California? | | | |
| 4 (not for PG&E) | ENG | provides engineering services for new buildings or major renovation projects involving technologies such as air conditioning systems, refrigeration equipment, lighting, and motors? | | | |
| 5 (not for PG&E) | HVAC | specifies, sells or installs new air conditioning equipment? | | | |
| 6 (not for PG&E) | MOTOR | specifies, sells or installs new motors and adjustable speed drives (ASDs)? | | | |
| 7 (not for PG&E) | REFRIG | specifies, sells or installs new refrigeration equipment? | | | |
| 8 (not for PG&E) | PUMP | specifies, sells or installs new pumping and hydraulic equipment for agricultural applications or irrigation? | | | |
| 9 (not for PG&E) | AG | specifies, sells or installs new equipment used for agricultural processes or irrigation, such as motors, adjustable speed drives and pumps? | | | |
| 10 (not for PG&E) | LITE | specifies, sells or installs new lighting equipment? | | | |
| 11 (PG&E only) | INSUL | specifies, sells or installs insulation in residential homes? | | | |
| 12 (PG&E only) | POOL | specifies, sells or installs pool pumps for residential homes? | | | |
| 13 (PG&E only) | WINDO W | specifies, sells or installs windows in residential homes? | | | |
| 14 (PG&E only) | INSPECT | inspects new residential homes? | | | |
| 15 (PG&E only) | HVAC-R | specifies, sells or installs new heating and/or air conditioning equipment for residential homes? | | | |

[Whichever answer is yes, then code according to “TYPE” that matches. GO TO S2 with appropriate type]

Screener for Upstream/Midstream Market Actors

S2 Approximately what percent of your company’s annual revenue last year was for:
 [READ AS APPROPRIATE]

| TYPE | READ: | % |
|-----------|---|---|
| ARCH | designing new buildings in Southern California? | |
| NONRES BC | building new commercial buildings in Southern California? | |
| RES BC | building new single-family homes in Southern California? | |
| ENG | providing engineering services for new buildings or major renovation projects involving technologies such as air conditioning systems, refrigeration equipment, lighting, and motors? | |
| HVAC | specifying, selling or installing new air conditioning equipment? | |
| MOTOR | specifying, selling or installing new motors and adjustable speed drives (ASDs)? | |
| REFRIG | specifying, selling or installing new refrigeration equipment? | |
| PUMP | specifying, selling or installing new pumping and hydraulic equipment for agricultural applications or irrigation? | |
| AG | specifying, selling or installing new equipment used for agricultural processes or irrigation, such as motors, adjustable speed drives and pumps? | |
| LITE | specifying, selling or installing new lighting equipment? | |
| INSUL | specifying, selling or installing insulation in residential homes? | |
| POOL | specifying, selling or installing pool pumps for residential homes? | |
| WINDOW | specifying, selling or installing windows in residential homes? | |
| INSPECT | inspecting new residential homes? | |
| HVAC-R | specifying, selling or installing new heating and/or air conditioning equipment for residential homes? | |

IF >= 25% CONTINUE. OTHERWISE THANK AND TERMINATE.

If S2 = DK then ask:

S2A Would you say it was less than 25%?

1. yes
2. no

if 1 then T&T

Add:

1. Who is your electric utility?
 1. Southern California Edison (SCE)
 2. Pacific Gas & Electric (PG&E)
 3. San Diego Gas & Electric (SDG&E)
 4. Los Angeles Department of Water & Power (LADWP)
 5. Other: specify _____
 6. Don't know

2. Do you have natural gas service?
 1. Yes [CONTINUE]
 2. No [SKIP TO MAIN SURVEY]
 3. Don't know

3. Who is your natural gas utility?
 1. The Gas Company/Southern California Gas Company (SCG)
 2. Pacific Gas & Electric (PG&E)
 3. San Diego Gas & Electric (SDG&E)
 4. Long Beach Gas Company
 5. Southwest Gas Company
 6. Other: specify _____
 7. Don't know

Modify question #1:

1. How often do you or others in your company attend seminars, workshops or other training courses that address energy efficiency – such as [READ AS APPROPRIATE]
 - ... energy efficient new building design and construction practices applicable to the Southern California area? (ARCH, NONRES BC, RES NC, INSPECT)

 - ... specifying technologies like energy efficient air conditioning systems, refrigeration equipment, lighting, and motors? (ENG)

 - ... energy efficient lighting systems and technologies? (LITE)
 - ... energy efficient air conditioning equipment? (HVAC and HVAC-R)
 - ... energy efficient refrigeration systems and equipment? (REFRIG)
 - ... energy efficient motors or adjustable speed drive applications? (MOTOR)

- ... energy efficient agricultural or irrigation pumping technologies and hydraulic equipment? (PUMP)
- ... energy efficient equipment used for agricultural processes or irrigation, such as motors, adjustable speed drives, or pumps? (AG)
- ... installing insulation? (INSUL)
- ... installing and specifying pool pumps? (POOL)
- ... installing windows? (WINDOW)

Continue using the add-on survey depending on utility (PG&E, SCE/SCG, and SDG&E)

PG&E Main Survey Questions

1. How often do you or others in your company attend seminars, workshops or other training courses that address energy efficiency – such as the specification or ordering decisions related to lighting, HVAC, refrigeration, motors, food service equipment, or agricultural equipment?

Would you say you attend energy efficiency seminars or training courses...[READ LIST. CHECK ALL THAT APPLY]

- 1 Very frequently, i.e., once a month
- 2 Somewhat frequently, i.e., once a season/year
- 3 Infrequently, i.e., once every other year or less
- 4 Not at all

2. Have you heard of Pacific Gas and Electric Company's Energy Training Center, located in Stockton?

- 1 Yes
- 2 No

[IF NO TO 2, SKIP TO 7.]

[Questions 3 and 4 intentionally left blank]

5. What types of services do you recall being offered by PG&E's Energy Training Center? [PROBE] Any others? [DO NOT READ. CHECK ALL THAT APPLY]
 - a. Seminars, workshops, classes
 - b. Special exhibits and product displays
 - c. Hands-on product demonstrations and showcases
 - d. Computer lab, specialized energy-related software
 - e. Guided tours of the facility and its exhibits/displays
 - f. Expert advise from PG&E energy specialists
 - g. Other (SPECIFY)

6. Which if any of these services have you used or participated in? [PROBE] Any others? [DO NOT READ. CHECK ALL THAT APPLY]

- a. Seminars, workshops, classes
- b. Special exhibits and product displays
- c. Hands-on product demonstrations and showcases
- d. Computer lab, specialized energy-related software
- e. Guided tours of the facility and its exhibits/displays
- f. Expert advise from PG&E energy specialists
- g. Other [SPECIFY]
- h. None [ASK 6a: Why not? _____]

7. [READ ONLY IF NO TO 2. OTHERWISE GO TO 8] PG&E operates the Energy Training Center- located in Stockton. It is designed to share information about the benefits of energy efficient technologies and building design practices. PG&E’s Energy Training Center offers seminars for their commercial and industrial customers. Hearing about this energy center now,

[ASK ALL RESPONDENTS]

8. Which if any of the following services would you want to use in the future from PG&E’s Energy Training Center:

- a. Seminars, workshops, and classes _____
- b. Special exhibits and product displays _____
- c. Hands-on product demonstrations and showcases _____
- d. Computer lab with specialized energy-related software _____
- e. Guided tours of the facility and its exhibits & displays _____
- f. Expert advise from PG&E energy specialists _____

[IF YES TO ALL ITEMS IN 8 SKIP TO END]

9. [IF NO TO AT LEAST ONE SERVICE IN 8 ASK] Why wouldn’t you be interested in using some of these services?

END [THANK RESPONDENT AND END SURVEY]

SCE Main Survey Questions

1. How often do you or others in your company attend seminars, workshops or other training courses that address energy efficiency – such as the specification or ordering decisions related to lighting, HVAC, refrigeration, motors, food service equipment, or agricultural equipment?

Would you say you attend energy efficiency seminars or training courses...[READ LIST.
CHECK ALL THAT APPLY]

- 1 Very frequently, i.e., once a month
- 2 Somewhat frequently, i.e., once a season/year
- 3 Infrequently, i.e., once every other year or less
- 4 Not at all

2. Have you heard of Southern California Edison’s Customer Technology Application Center located in Irwindale? You may know it better as “C-TAC”? [Interviewer instructions: pronounce “See-tac”.] [CENTER=CTAC; UTILITY=SCE]

- 1 Yes
- 2 No

3. Have you heard of Southern California Edison’s Agricultural Technology Application Center, or “AG-TAC,” located in Tulare? [Interview instructions: pronounce “Ag-tac”.] [CENTER=AGTAC; UTILITY=SCE]

- 1 Yes
- 2 No

4. Have you heard of Southern California Gas Company’s Energy Resource Center, located in Downey? [CENTER=The Gas Company’s Energy Resource Center; UTILITY=The Gas Company]

- 1 Yes
- 2 No

[IF NO TO 2, 3 AND 4, SKIP TO 7.]

[ASK 5-6 FOR EACH CENTER THAT THEY HAVE HEARD OF IN 2-4. OTHERWISE SKIP TO 7]

5. What types of services do you recall being offered by [CENTER]? [PROBE] Any others? [DO NOT READ. CHECK ALL THAT APPLY]

- a. Seminars, workshops, classes
- b. Special exhibits and product displays
- c. Hands-on product demonstrations and showcases
- d. Computer lab, specialized energy-related software
- e. Guided tours of the facility and its exhibits/displays
- f. Expert advise from [UTILITY] energy specialists
- g. Other (SPECIFY)

6. Which if any of these services have you used or participated in? [PROBE] Any others? [DO NOT READ. CHECK ALL THAT APPLY]

- a. Seminars, workshops, classes
- b. Special exhibits and product displays
- c. Hands-on product demonstrations and showcases
- d. Computer lab, specialized energy-related software
- e. Guided tours of the facility and its exhibits/displays
- f. Expert advise from [UTILITY] energy specialists
- g. Other [SPECIFY]
- h. None [ASK 6a: Why not? _____]

7. [READ ONLY IF NO TO 2 or 3 or 4. OTHERWISE GO TO 8] Southern California Edison operates two energy centers – CTAC is centrally located in Irwindale, and the other, AgTAC, is located in the heart of the agricultural community in Tulare. Southern California Gas Company also operates an Energy Resource Center- located in Downey. These energy centers are designed to share information about the benefits of energy efficient technologies and building design practices. Each of the energy centers offers seminars for their non-residential customers. Hearing about these energy centers now,

[ASK ALL RESPONDENTS]

8. Which if any of the following CTAC services would you want to use in the future:

- | | CTAC |
|---|-------|
| a. Seminars, workshops, and classes | _____ |
| b. Special exhibits and product displays | _____ |
| c. Hands-on product demonstrations and showcases | _____ |
| d. Computer lab with specialized energy-related software | _____ |
| e. Guided tours of the facility and its exhibits & displays | _____ |
| f. Expert advise from SCE energy specialists | _____ |

[IF YES TO ALL ITEMS IN 8 SKIP TO 10]

9. [IF NO TO AT LEAST ONE CTAC SERVICE IN 8 ASK] Why wouldn't you be interested in using some of these CTAC services?

10. Which if any AgTAC services would you want to use in the future:

[READ LIST. CHECK ALL THAT APPLY]

- | | AgTAC |
|---|-------|
| a. Seminars, workshops, and classes | _____ |
| b. Hands-on product demonstrations and showcases | _____ |
| c. Guided tours of the facility and its exhibits & displays | _____ |
| d. Expert advise from SCE energy specialists | _____ |
| e. Agricultural seminars, displays, and demonstrations | _____ |

[IF YES TO ALL ITEMS IN 10 SKIP TO 12]

11. [IF NO TO AT LEAST ONE AgTAC SERVICE IN 10 ASK] Why wouldn't you be interested in using some of these AgTAC services?

12. Which if any of The Gas Company’s Energy Resource Center services would you want to use in the future:

[READ LIST. CHECK ALL THAT APPLY]

- | | SCG ERC |
|---|---------|
| a. Seminars, workshops, and classes | _____ |
| b. Special exhibits and product displays | _____ |
| c. Hands-on product demonstrations and showcases | _____ |
| d. Computer lab with specialized energy-related software | _____ |
| e. Guided tours of the facility and its exhibits & displays | _____ |
| f. Expert advise from the Gas Company’s energy specialists | _____ |
| g. Food service seminars, displays, and demonstrations | _____ |

[IF YES TO ALL ITEMS IN 12 SKIP TO END]

13. [IF NO TO AT LEAST ONE ERC SERVICE IN 12 ASK] Why wouldn’t you be interested in using some of these Energy Resource Center services?

END [THANK RESPONDENT AND END SURVEY]

SDG&E Main Survey Questions

1. How often do you or others in your company attend seminars, workshops or other training courses that address energy efficiency – such as the specification or ordering decisions related to lighting, HVAC, refrigeration, motors, food service equipment, or agricultural equipment?

Would you say you attend energy efficiency seminars or training courses...[READ LIST. CHECK ALL THAT APPLY]

- 1 Very frequently, i.e., once a month
- 2 Somewhat frequently, i.e., once a season/year
- 3 Infrequently, i.e., once every other year or less
- 4 Not at all

2. Did you know that San Diego Gas and Electric Company conducts seminars for their commercial and industrial customers on energy efficiency? [If needed: these seminars are usually held at hotels throughout San Diego and Orange Counties.]

- 1 Yes
- 2 No

[IF NO TO 2, SKIP TO 9.]

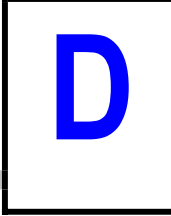
[Questions 3, 4 and 5 intentionally left blank]

6. Have you ever attended any of these seminars offered by SDG&E?

- 1 Yes
- 2 No [ask 6a: Why not? _____]

[Question 7 intentionally left blank.]

8. [READ ONLY IF NO TO 2. OTHERWISE GO TO 8] San Diego Gas and Electric Company conducts seminars for its commercial and industrial customers. These seminars are held throughout San Diego and Orange Counties. These seminars are designed to share information about the benefits of energy efficient technologies and building design practices. Hearing about these seminars now,



PROGRAM STAFF INTERVIEW GUIDE

Statewide Education & Training Program Process Evaluation Interview Guide

Introductions

Explanation of evaluation, other research activities (participant and target market survey)

I. Overview of Interview Objectives

- Clarify our understanding of the 2002 program
- Explore ideas for program improvement

II. 2002 Program

- Overview of program components, e.g., seminars, demonstrations, and facility tours
- Confirm our understanding of program accomplishments for 2002 (e.g., # seminars offered, # hard-to-reach seminars offered)
- Discuss other programs/activities conducted at the Center (i.e., not funded by the Statewide program)

III. Roles & Responsibilities

- Utility staff
- Contractors – seminar instructors, coursework development
- Associations, trade groups, universities, other non-utility entities

IV. Administration, Communication and Coordination

- Is the Center administration effective? Locally, with PG&E corporate (adequate resources- staff, budget)
- Is communication effective between Center staff? Locally, with PG&E corporate
- Is the Program well-coordinated with other utility energy efficiency programs? (e.g., SPC, Express Efficiency, SF Rebates) How are these programs cross-promoted?
- What coordination activities has the Center been engaged in with the other utilities? How effective has these coordination activities been?

- How might program administration, communications and coordination be improved going forward?

V. Effectiveness of Seminars and Other Technical Services

- How are the Center's services developed? (cover the basics, cutting edge, support other utility EE programs) (how is need gauged in the target market, other organizations offering seminars?) How are they evaluated?
- What is the target market for seminars and other services? What portion of the target market has been reached by the program? (Have the big players been reached? What distance is covered?)
- Are all of the different segments of the target market addressed by the Center's services? (e.g., end-use customers v. contractors, engineers, government; small v. large customers)
- Do other organizations (e.g., colleges, private schools) offer energy efficiency seminars to the target market?
- How is customer use of services tracked? Which are the most utilized by customers? The least?
- What new seminars were offered in 2002? Are any new services being planned for the future?
- What changes might be made to improve identification of and understanding of the target market?
- Are there any improvements that might be made to the Center's services to more effectively serve the target market? (e.g., meet the needs)

VI. Program Marketing, Outreach

- How are the Center's services promoted? Have promotional efforts and materials been effective?
- Approximately what percentage of seminar attendees are "repeat customers"? (how are repeat customers promoted to? And what strategies are used to attract new customers?)
- What changes might be made to improve program marketing to attract new customers and to continue to attract repeat customers?

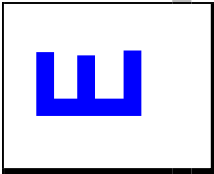
VII. Hard-to-Reach (HTR)

- What is the definition of HTR that is being used? How do you track HTR attendance? (has this changed/been done over time?)
- What strategies are being used to target HTR customers? Have these strategies been effective? (has this changed/been done over time?)

- (How are HTR needs identified?) How might understanding of the specific needs of HTR customers be improved?
- How might HTR targeting strategies be improved to maximize HTR attendance?

VIII. Customer Satisfaction

- What are customers' expectations when using the Center's services? (depending on the seminar- learn about another program, learn the basics, learn about cutting edge technology)
- How is customer satisfaction tracked? Is this information used to modify/add seminars and services?
- What changes could be made to improve participant satisfaction and encourage greater participation levels? To encourage further usage of materials/lessons learned? Retention of knowledge?



PARTICIPANT SURVEY CROSS-TABULATIONS

Business Type

| | | SEMINAR CATEGORY | | | | | | | | | | | | | | | | | | | | TYPE | | | | |
|-------------------------------|-------|------------------|-------|-------|-------|-------|----------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--|--|--|--|
| CENTER NAME | | Basic | | | | | High | | | | | Pool | | | | | Ref- | | | | | Water | | | | |
| AgTAC SDGE CTAC ETC | | /Gen | | | | | per/Irr/ | | | | | pump- | | | | | rifer | | | | | Waste | | | | |
| ERC | | EE | | | | | Green | | | | | ing | | | | | ation | | | | | END | | | | |
| --D-- | | --H-- | | | | | build | | | | | --N-- | | | | | --Q-- | | | | | --T-- | | | | |
| --E-- | | --G-- | | | | | --K-- | | | | | --O-- | | | | | --R-- | | | | | --U-- | | | | |
| --F-- | | --I-- | | | | | --L-- | | | | | --P-- | | | | | --S-- | | | | | --V-- | | | | |
| --G-- | | --J-- | | | | | --M-- | | | | | --Q-- | | | | | --T-- | | | | | --W-- | | | | |
| --H-- | | --K-- | | | | | --N-- | | | | | --R-- | | | | | --U-- | | | | | --X-- | | | | |
| --I-- | | --L-- | | | | | --O-- | | | | | --P-- | | | | | --S-- | | | | | --V-- | | | | |
| --J-- | | --M-- | | | | | --Q-- | | | | | --R-- | | | | | --T-- | | | | | --W-- | | | | |
| --K-- | | --N-- | | | | | --P-- | | | | | --S-- | | | | | --U-- | | | | | --X-- | | | | |
| --L-- | | --O-- | | | | | --R-- | | | | | --T-- | | | | | --W-- | | | | | --Z-- | | | | |
| --M-- | | --Q-- | | | | | --V-- | | | | | --X-- | | | | | --Y-- | | | | | --Z-- | | | | |
| Total | 346 | 26 | 43 | 146 | 39 | 91 | 9 | 61 | 47 | 60 | 35 | 15 | 44 | 15 | 3 | 11 | 10 | 29 | 8 | 131 | 215 | | | | | |
| C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | | | | |
| Architect/Engineer/Consultant | 64 | 5 | 7 | 35 | 5 | 10 | 0 | 9 | 4 | 8 | 18 | 2 | 16 | 1 | 0 | 1 | 0 | 4 | 0 | 63 | 1 | | | | | |
| C%18.4 | 19.7 | 17.1 | 24.3 | 12.9 | 11.4 | 0.0 | 15.3 | 8.9 | 13.4 | 50.6 | 16.0 | 35.9 | 4.1 | 0.0 | 11.1 | 3.9 | 13.5 | 0.0 | 47.7 | 0.4 | | | | | | |
| Commercial end-user | 37 | 0 | 4 | 15 | 1 | 17 | 1 | 3 | 19 | 4 | 1 | 0 | 3 | 1 | 1 | 1 | 2 | 1 | 0 | 1 | 35 | | | | | |
| C%10.6 | 1.5 | 8.6 | 10.0 | 2.9 | 18.6 | 7.0 | 5.6 | 41.1 | 6.5 | 3.7 | 0.0 | 7.0 | 4.1 | 20.0 | 5.5 | 20.2 | 4.5 | 0.0 | 1.0 | 16.5 | | | | | | |
| Facility management end-user | 30 | 1 | 9 | 17 | 3 | 1 | 2 | 9 | 1 | 8 | 0 | 0 | 8 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 30 | | | | | |
| C%8.7 | 3.0 | 20.0 | 11.4 | 7.1 | 1.4 | 20.9 | 14.9 | 2.8 | 13.3 | 0.0 | 2.7 | 17.9 | 12.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 14.1 | | | | | | |
| Industrial/Ag end-user | 62 | 6 | 7 | 21 | 2 | 26 | 1 | 7 | 17 | 12 | 4 | 2 | 6 | 4 | 0 | 5 | 2 | 1 | 1 | 5 | 57 | | | | | |
| C%17.8 | 21.2 | 17.1 | 14.3 | 4.3 | 28.6 | 7.0 | 12.1 | 36.1 | 19.4 | 11.9 | 16.0 | 13.2 | 23.4 | 0.0 | 44.5 | 24.0 | 1.9 | 17.2 | 3.8 | 26.4 | | | | | | |
| Institutional end-user | 89 | 10 | 13 | 31 | 8 | 27 | 5 | 9 | 4 | 15 | 12 | 5 | 9 | 8 | 1 | 2 | 1 | 13 | 6 | 1 | 89 | | | | | |
| C%25.9 | 37.9 | 30.0 | 21.4 | 20.0 | 30.0 | 51.2 | 14.5 | 8.3 | 24.9 | 33.8 | 32.6 | 21.2 | 55.9 | 40.0 | 14.7 | 11.6 | 43.6 | 82.8 | 0.4 | 41.4 | | | | | | |
| Nonres Contractor/Vendor | 40 | 4 | 3 | 25 | 1 | 8 | 1 | 15 | 1 | 6 | 0 | 4 | 2 | 0 | 1 | 3 | 4 | 3 | 0 | 40 | 0 | | | | | |
| C%11.6 | 13.6 | 7.1 | 17.1 | 1.4 | 8.6 | 13.9 | 24.3 | 2.8 | 10.4 | 0.0 | 30.0 | 4.7 | 0.0 | 20.0 | 24.2 | 40.3 | 9.0 | 0.0 | 30.5 | 0.0 | | | | | | |
| Res Contractor/Vendor | 20 | 0 | 0 | 0 | 0 | 20 | 0 | 6 | 0 | 7 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 7 | 0 | 20 | 0 | | | | | |
| C%5.8 | 0.0 | 0.0 | 0.0 | 51.4 | 0.0 | 0.0 | 9.2 | 0.0 | 12.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 20.0 | 0.0 | 23.1 | 0.0 | 15.3 | 0.0 | | | | | | |
| Don't know/Refused | 4 | 1 | 0 | 2 | 0 | 1 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 2 | 2 | | | | | |
| C%1.2 | 3.0 | 0.0 | 1.4 | 0.0 | 1.4 | 0.0 | 4.1 | 0.0 | 0.0 | 0.0 | 2.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 4.5 | 0.0 | 1.3 | 1.2 | | | | | | |

SIGNIFICANCE TESTING AT .95
BCDEF/GHIJKLNOPQRS/TU

APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

Seminar Category

| | SEMINAR CATEGORY | | | | | | | | | | | | | | | | TYPE | | | | | | |
|---------------------------------|------------------|-------|-------|-------|------------|-------|-------|-------|-------|-------|-------|-------|-------|--------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| | CENTER NAME | | | | Basic /Gen | | | | High | | | | Ref- | | | | | | | | | | |
| | AgTAC | SDGE | CTAC | ETC | Au- | ERC | ETC | EE | Food | HVAC | Green | Pumps | Light | Motors | Pool | Pro- | Ref- | Water | Waste | END | USER | UMA | |
| | --A-- | --B-- | --C-- | --D-- | --E-- | --F-- | --G-- | --H-- | --I-- | --J-- | --K-- | --L-- | --M-- | --N-- | --O-- | --P-- | --Q-- | --R-- | --S-- | --T-- | --U-- | --V-- | --W-- |
| Total | 346 | 26 | 43 | 146 | 91 | 39 | 91 | 61 | 47 | 60 | 35 | 15 | 44 | 15 | 3 | 11 | 10 | 29 | 8 | 131 | 215 | | |
| C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Audits | 9 | 0 | 7 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 8 | |
| C% | 2.6 | 0.0 | 15.7 | 1.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.9 | 3.6 | |
| Basiscs/General EE | 61 | 2 | 0 | 33 | 10 | 16 | 0 | 61 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 30 | 31 | |
| C% | 17.5 | 6.1 | 0.0 | 22.9 | 25.7 | 17.1 | 0.0 | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 22.8 | 14.3 | |
| Food | 47 | 0 | 0 | 10 | 0 | 36 | 0 | 0 | 47 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 9 | 38 | |
| C% | 13.6 | 0.0 | 0.0 | 7.1 | 0.0 | 40.0 | 0.0 | 0.0 | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 7.1 | 17.5 | |
| HVAC | 60 | 2 | 16 | 23 | 13 | 5 | 0 | 0 | 0 | 60 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 22 | 38 | |
| C% | 17.2 | 9.1 | 37.1 | 15.7 | 32.9 | 5.7 | 0.0 | 0.0 | 0.0 | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 16.7 | 17.5 | |
| High-performance/Green building | 35 | 1 | 0 | 21 | 0 | 13 | 0 | 0 | 0 | 0 | 35 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 18 | 17 | |
| C% | 10.1 | 4.5 | 0.0 | 14.3 | 0.0 | 14.3 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 13.5 | 8.1 | |
| Irrigation/Pumps/Wells | 15 | 11 | 0 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 15 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 6 | 8 | |
| C% | 4.3 | 40.9 | 0.0 | 2.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 4.9 | 4.0 | |
| Lighting | 44 | 2 | 7 | 33 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 44 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 19 | 26 | |
| C% | 12.7 | 7.6 | 17.1 | 22.9 | 0.0 | 1.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 14.1 | 11.9 | |
| Motors | 15 | 4 | 7 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 15 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 14 | |
| C% | 4.3 | 15.2 | 15.7 | 2.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.5 | 6.7 | |
| Pool pumping | 3 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 1 | 2 | |
| C% | 0.8 | 0.0 | 0.0 | 0.0 | 0.0 | 7.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.8 | 0.8 | |
| Process | 11 | 2 | 6 | 2 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 11 | 0 | 0 | 0 | 0 | 4 | 7 | |
| C% | 3.2 | 6.1 | 14.3 | 1.4 | 0.0 | 1.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.0 | 3.4 | |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABLATIONS

Seminar Category

| | | | SEMINAR CATEGORY | | | | | | | | | | | | | | | | |
|-------------|-------|-------|------------------|-------|-------|-------|------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| CENTER NAME | | | Au- | | Basic | | High | | Pool | | | Ref- | | Water | | TYPE | | | |
| | | | ERC | BD | EE | Gen | perf/ Irr/ | Green | Light | Mo- | ing | Pro- | riger | Waste | Water | END | | | |
| Total | Ag | TAC | SDGE | CTAC | ETC | ETC | BD | EF | BD | Food | HVAC | Well | ing | Tors | T24 | water | USER | UMA | |
| --A-- | --B-- | --C-- | --D-- | --E-- | --F-- | --G-- | --H-- | --I-- | --J-- | --K-- | --L-- | --M-- | --N-- | --O-- | --P-- | --Q-- | --R-- | --S-- | --U-- |
| 10 | 2 | 0 | 0 | 8 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| C% 3.0 | 7.6 | 0.0 | 5.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 | 0.0 | 0.0 | 3.5 |
| | CEF | BD | CEF | BD | BD | | | | | | | | | | | | | | |
| 29 | 0 | 0 | 0 | 13 | 16 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 29 | 0 | 16 |
| C% 8.4 | 0.0 | 0.0 | 0.0 | 34.3 | 17.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 | 0.0 | 12.0 |
| | EF | EF | EF | BCDF | BCDE | | | | | R | | | | | | | HIJM | | 6.2 |
| 8 | 1 | 0 | 4 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 8 |
| C% 2.2 | 3.0 | 0.0 | 2.9 | 0.0 | 2.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | | | | | | | | | | | | | | | | | | 0.0 |
| | | | | | | | | | | | | | | | | | | | 8 |
| | | | | | | | | | | | | | | | | | | | U |
| | | | | | | | | | | | | | | | | | | | T |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

Center Names

SEMINAR CATEGORY

| CENTER NAME | | Basic /Gen | | Food | | HVAC | | High | | Light | | Pool | | Ref- riger | | Water | | TYPE | | |
|-------------|---------|------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------------|-------|-------|-------|-------|-------|-------|
| AgTAC | | /Gen | | EE | | I-T | | K | | -M- | | -O- | | -Q- | | -S- | | -T- | | |
| SDGE | | EE | | I-T | | J | | L | | -N- | | -P- | | -R- | | -U- | | | | |
| CTAC | | EE | | I-T | | K | | M | | -O- | | -P- | | -R- | | -U- | | | | |
| ETC | | EE | | I-T | | J | | L | | -M- | | -O- | | -Q- | | -S- | | -T- | | |
| ERC | | EE | | I-T | | J | | K | | -M- | | -O- | | -Q- | | -S- | | -T- | | |
| Total | 346 | 26 | 43 | 146 | 91 | 9 | 61 | 47 | 60 | 35 | 15 | 44 | 15 | 3 | 11 | 10 | 29 | 8 | 131 | 215 |
| | C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| AgTAC | 26 | 26 | 0 | 0 | 0 | 0 | 2 | 0 | 2 | 1 | 11 | 2 | 4 | 0 | 2 | 2 | 0 | 1 | 9 | 18 |
| | C% 7.6 | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.6 | 0.0 | 4.0 | 3.4 | 72.2 | 4.5 | 26.7 | 0.0 | 14.3 | 19.4 | 0.0 | 10.6 | 6.7 | 8.2 |
| SDGE | 43 | 0 | 43 | 0 | 0 | 7 | 0 | 0 | 16 | 0 | 0 | 7 | 7 | 0 | 6 | 0 | 0 | 0 | 11 | 32 |
| | C% 12.6 | 0.0 | 100.0 | 0.0 | 0.0 | 76.6 | 0.0 | 0.0 | 27.1 | 0.0 | 0.0 | 16.9 | 45.5 | 0.0 | 55.5 | 0.0 | 0.0 | 0.0 | 8.5 | 15.1 |
| CTAC | 146 | 0 | 0 | 146 | 0 | 2 | 33 | 10 | 23 | 21 | 4 | 33 | 4 | 0 | 2 | 8 | 0 | 4 | 60 | 85 |
| | C% 42.2 | 0.0 | 0.0 | 100.0 | 0.0 | 23.4 | 55.0 | 22.2 | 38.5 | 59.4 | 27.8 | 75.6 | 27.8 | 0.0 | 18.6 | 80.6 | 0.0 | 55.0 | 46.0 | 39.8 |
| ETC | 39 | 0 | 0 | 0 | 39 | 0 | 10 | 0 | 13 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 13 | 0 | 26 | 13 |
| | C% 11.3 | 0.0 | 0.0 | 0.0 | 100.0 | 0.0 | 16.6 | 0.0 | 21.5 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 | 0.0 | 0.0 | 46.1 | 0.0 | 19.9 | 6.0 |
| ERC | 91 | 0 | 0 | 0 | 91 | 0 | 16 | 36 | 5 | 13 | 0 | 1 | 0 | 0 | 1 | 0 | 16 | 3 | 25 | 66 |
| | C% 26.3 | 0.0 | 0.0 | 0.0 | 100.0 | 0.0 | 25.8 | 77.8 | 8.8 | 37.1 | 0.0 | 3.0 | 0.0 | 0.0 | 11.6 | 0.0 | 53.9 | 34.4 | 18.8 | 30.9 |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

S5. What is the MAIN business activity of your firm?

| | | SEMINAR CATEGORY | | | | | | | | | | | | | TYPE | | | | | | | |
|--|-------|------------------|-------|-------|------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------|
| CENTER NAME | | Basic /Gen | | | High | | | Pool | | | Ref- | | | Water | | | | | | | | |
| ----- | | Au- | | | Green | | | Pump- | | | Riger | | | Waste | | | | | | | | |
| ----- | | dits | | | perf/ Irr/ | | | ing | | | ation | | | END | | | | | | | | |
| ----- | | ERC | | | build | | | ing | | | T24 | | | USER | | | | | | | | |
| ----- | | ETC | | | HVAC | | | ing | | | T24 | | | UMA | | | | | | | | |
| ----- | | --D-- | | | --I-- | | | --J-- | | | --K-- | | | --L-- | | | | | | | | |
| ----- | | --E-- | | | --F-- | | | --G-- | | | --H-- | | | --I-- | | | | | | | | |
| ----- | | --C-- | | | --A-- | | | --B-- | | | --D-- | | | --E-- | | | | | | | | |
| ----- | | --G-- | | | --H-- | | | --I-- | | | --J-- | | | --K-- | | | | | | | | |
| ----- | | --M-- | | | --N-- | | | --O-- | | | --P-- | | | --Q-- | | | | | | | | |
| ----- | | --R-- | | | --S-- | | | --T-- | | | --U-- | | --V-- | | | | | | | | | |
| Total | 346 | 26 | 43 | 146 | 39 | 91 | 9 | 61 | 47 | 60 | 35 | 15 | 44 | 15 | 3 | 11 | 10 | 29 | 8 | 131 | 215 | |
| C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| Apartment/Condo/Other Multi Family | 5 | 0 | 2 | 2 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 5 |
| C% | 1.5 | 0.0 | 4.3 | 1.4 | 2.9 | 0.0 | 13.9 | 1.8 | 0.0 | 1.0 | 0.0 | 0.0 | 4.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.4 |
| Commercial office building | 25 | 1 | 7 | 15 | 2 | 1 | 1 | 8 | 1 | 7 | 0 | 0 | 6 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 25 |
| C% | 7.3 | 3.0 | 15.7 | 10.0 | 4.3 | 1.4 | 7.0 | 13.1 | 2.8 | 12.2 | 0.0 | 2.7 | 13.2 | 12.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 11.7 |
| Government/Community services facility | 52 | 8 | 6 | 19 | 4 | 14 | 3 | 9 | 0 | 6 | 2 | 4 | 5 | 7 | 1 | 0 | 1 | 10 | 5 | 1 | 52 | |
| C% | 15.1 | 31.8 | 14.3 | 12.9 | 11.4 | 15.7 | 30.3 | 14.5 | 0.0 | 10.1 | 5.9 | 30.0 | 10.4 | 45.0 | 20.0 | 0.0 | 11.6 | 34.6 | 65.6 | 0.4 | 24.0 | |
| Retail sales | 8 | 0 | 1 | 4 | 0 | 3 | 0 | 2 | 3 | 2 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 8 |
| C% | 2.3 | 1.5 | 1.4 | 2.9 | 0.0 | 2.9 | 0.0 | 3.4 | 5.6 | 3.5 | 0.0 | 0.0 | 0.9 | 4.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.6 |
| Grocery store/Convenience store | 3 | 0 | 0 | 2 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 3 |
| C% | 1.0 | 0.0 | 0.0 | 1.4 | 0.0 | 1.4 | 0.0 | 0.0 | 2.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 20.2 | 0.0 | 0.0 | 0.0 | 1.6 | |
| Restaurant/Deli/Tavern | 16 | 0 | 1 | 6 | 0 | 9 | 1 | 0 | 14 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 15 |
| C% | 4.6 | 0.0 | 1.4 | 4.3 | 0.0 | 10.0 | 7.0 | 0.0 | 30.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 4.5 | 0.0 | 0.0 | 1.0 | 6.8 |
| Health services | 12 | 1 | 2 | 4 | 1 | 4 | 1 | 0 | 1 | 5 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 3 | 0 | 0 | 0 | 12 |
| C% | 3.4 | 3.0 | 5.7 | 2.9 | 1.4 | 4.3 | 13.9 | 0.0 | 2.8 | 7.9 | 0.0 | 0.0 | 0.0 | 6.8 | 0.0 | 9.1 | 0.0 | 9.0 | 0.0 | 0.0 | 5.6 | |
| Hotel/Motel | 8 | 0 | 2 | 2 | 1 | 3 | 0 | 1 | 1 | 2 | 0 | 0 | 3 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 8 |
| C% | 2.4 | 0.0 | 5.7 | 1.4 | 2.9 | 2.9 | 0.0 | 2.1 | 2.8 | 3.0 | 0.0 | 0.0 | 6.1 | 0.0 | 20.0 | 5.5 | 0.0 | 0.0 | 0.0 | 0.0 | 3.9 | |
| Manufacturing/Industrial facility | 50 | 3 | 6 | 21 | 2 | 18 | 1 | 6 | 10 | 12 | 4 | 1 | 4 | 3 | 0 | 5 | 2 | 1 | 1 | 1 | 3 | 47 |
| C% | 14.5 | 12.1 | 14.3 | 14.3 | 4.3 | 20.0 | 7.0 | 9.9 | 22.2 | 19.4 | 11.9 | 5.3 | 9.5 | 20.7 | 0.0 | 44.5 | 24.0 | 1.9 | 17.2 | 2.3 | 22.0 | |
| Food processing facility | 6 | 1 | 0 | 0 | 0 | 5 | 0 | 0 | 5 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 6 |
| C% | 1.9 | 4.5 | 0.0 | 0.0 | 0.0 | 5.7 | 0.0 | 0.0 | 11.1 | 0.0 | 0.0 | 5.3 | 0.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.0 | |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

S5. What is the MAIN business activity of your firm?

| | | SEMINAR CATEGORY | | | | | | | | | | | | TYPE | | | | | | | | | | | | | | | | | |
|------------------------------------|----|------------------|-----|-------|-----|-------|------|-------|------|-----------|-----|-------|------|-------|------|-------|-----|-------|------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|------|
| | | CENTER NAME | | | | | | High | | | | | | | | | | | | | | | | | | | | | | | |
| | | Au- | | Basic | | Food | | HVAC | | Light Mo- | | Pool | | Ref- | | Water | | | | | | | | | | | | | | | |
| | | dits | | /Gen | | BE | | Food | | -ing | | ing | | ation | | Waste | | | | | | | | | | | | | | | |
| | | --G-- | | --H-- | | --I-- | | --J-- | | --K-- | | --L-- | | --M-- | | --N-- | | --O-- | | --P-- | | --Q-- | | --R-- | | --S-- | | --T-- | | --U-- | |
| | | ERC | | ETAC | | CTAC | | SDGE | | AgTAC | | Total | | AgTAC | | Total | | AgTAC | | Total | | AgTAC | | Total | | AgTAC | | Total | | | |
| | | --E-- | | --D-- | | --C-- | | --B-- | | --A-- | | --A-- | | --A-- | | --A-- | | --A-- | | --A-- | | --A-- | | --A-- | | --A-- | | --A-- | | | |
| Warehouse | C% | 4 | 1.1 | 0 | 2.9 | 0 | 0.0 | 0 | 0.0 | 1 | 2.8 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 2 | 0.9 |
| School/College/University | C% | 25 | 7.3 | 1 | 4.0 | 8 | 7.1 | 3 | 10.0 | 0 | 7.0 | 4 | 27.9 | 0 | 10.9 | 5 | 4.1 | 1 | 20.0 | 1 | 5.5 | 1 | 0.0 | 1 | 0.0 | 0 | 0.0 | 0 | 0.0 | 1 | 11.8 |
| Architect | C% | 31 | 9.0 | 2 | 1.4 | 21 | 14.3 | 3 | 7.1 | 5 | 5.7 | 0 | 43.1 | 0 | 24.2 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 3 | 0.0 | 0 | 0.0 | 31 | 0.2 |
| Engineer | C% | 19 | 5.5 | 1 | 1.4 | 8 | 5.7 | 1 | 2.9 | 3 | 0.0 | 0 | 11.7 | 0 | 1.4 | 1 | 4.1 | 0 | 0.0 | 1 | 0.0 | 1 | 0.0 | 0 | 0.0 | 1 | 0.0 | 0 | 0.0 | 19 | 0.0 |
| HVAC contractor/Vendor | C% | 31 | 8.9 | 0 | 4.3 | 10 | 7.1 | 14 | 37.1 | 4 | 4.3 | 0 | 17.6 | 0 | 17.6 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 3 | 0.0 | 7 | 0.0 | 31 | 0.0 |
| Lighting contractor/Vendor | C% | 9 | 2.6 | 0 | 1.4 | 8 | 5.7 | 0 | 0.0 | 0 | 7.0 | 0 | 0.0 | 0 | 10.3 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 9 | 0.0 |
| Pool contractor/Maintenance/Vendor | C% | 1 | 0.2 | 0 | 1.4 | 0 | 0.0 | 0 | 0.0 | 0 | 7.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 1 | 0.0 |
| Window Contractor/Vendor | C% | 1 | 0.2 | 0 | 0.0 | 0 | 0.0 | 1 | 1.4 | 0 | 0.0 | 0 | 0.0 | 0 | 0.9 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 1 | 0.0 |
| Insulation contractor/Vendor | C% | 5 | 1.5 | 0 | 0.0 | 2 | 1.4 | 2 | 4.3 | 1 | 1.4 | 3 | 4.4 | 0 | 1.8 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 5 | 0.0 |
| Refrigeration supply | C% | 8 | 2.3 | 0 | 1.5 | 2 | 1.4 | 3 | 7.1 | 3 | 2.9 | 0 | 2.8 | 2 | 2.8 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 2 | 0.0 | 2 | 0.0 | 8 | 0.0 |
| Motor/ASD vendor | C% | 2 | 0.6 | 0 | 0.0 | 2 | 1.4 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 2 | 0.0 |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

S5. What is the MAIN business activity of your firm?

| | | SEMINAR CATEGORY | | | | | | | | | | | | | | | | TYPE | | | | | | | | |
|--|----|------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-------|
| | | CENTER NAME | | | | Basic | | | | High | | | | Pool | | | | Ref- | | | | Water | | | | |
| | | SDGE | CTAC | ETC | ERC | Au- | Gen | EE | Food | HVAC | Green | Pumps | Irr/ | Light | Motors | ing | Pro- | cess | ation | T24 | Water | END | | | | |
| | | ---B--- | ---C--- | ---D--- | ---E--- | ---F--- | ---G--- | ---H--- | ---I--- | ---J--- | ---K--- | ---L--- | ---M--- | ---N--- | ---O--- | ---P--- | ---Q--- | ---R--- | ---S--- | ---T--- | ---U--- | ---V--- | | | | |
| | | Total | Agt | TAC | SDGE | CTAC | ETC | ERC | Au- | Gen | EE | Food | HVAC | Green | Pumps | Irr/ | Light | Motors | ing | Pro- | cess | ation | T24 | Water | END | |
| | | ---A--- | ---B--- | ---C--- | ---D--- | ---E--- | ---F--- | ---G--- | ---H--- | ---I--- | ---J--- | ---K--- | ---L--- | ---M--- | ---N--- | ---O--- | ---P--- | ---Q--- | ---R--- | ---S--- | ---T--- | ---U--- | ---V--- | ---W--- | ---X--- | |
| Pumping/Hydraulic equipment specifiers | C% | 3 0.9 | 2 0.0 | 0 0.0 | 0 0.0 | 1 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 2 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 |
| Agriculture | C% | 2 0.7 | 9.1 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 |
| Construction | C% | 1 0.4 | 3.0 0.0 | 0 0.0 | 0 0.0 | 1 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 |
| Consultant | C% | 10 2.8 | 2 6.1 | 1 1.4 | 4 2.9 | 1 1.4 | 3 2.9 | 0 0.0 | 0 0.0 | 2 4.4 | 1 0.9 | 3 7.4 | 1 5.3 | 2 5.6 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 |
| Other | C% | 4 1.3 | 1.5 0.0 | 0 0.0 | 2 1.4 | 1 1.4 | 1 1.4 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 |
| Don't know | C% | 4 1.1 | 0 0.0 | 0 0.0 | 2 1.4 | 0 0.0 | 1 1.4 | 0 0.0 | 2 4.1 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 |

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B1. How long have you been employed by your firm?
 BASE: End Users

| | SEMINAR CATEGORY | | | | | | | | | | | | | | TYPE | | | | | | |
|--------------------|------------------|---------|------------|---------|---------|---------|---------|---------|---|---------|---------------|---------|---------------|---------|---------|-----------------|---------|-----------------|---------|---------|---------|
| | CENTER NAME | | Basic /Gen | | Food | | HVAC | | High perf/ Irr/ Green Pumps build Wells | | Light Mo-tors | | Pool pump-ing | | | Ref-riger ation | | Water Waste END | | | |
| | ---A--- | ---B--- | ---C--- | ---D--- | ---E--- | ---F--- | ---G--- | ---H--- | ---I--- | ---J--- | ---K--- | ---L--- | ---M--- | ---N--- | ---O--- | ---P--- | ---Q--- | ---R--- | ---S--- | ---T--- | ---U--- |
| Total | 215 | 18 | 32 | 85 | 13 | 66 | 8 | 31 | 38 | 38 | 17 | 8 | 26 | 14 | 2 | 7 | 6 | 13 | 8 | 0 | 215 |
| | C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 0.0 | 100.0 |
| Less than 5 years | 64 | 4 | 13 | 27 | 3 | 17 | 2 | 9 | 9 | 16 | 7 | 2 | 6 | 6 | 0 | 1 | 2 | 3 | 2 | 0 | 64 |
| | C% 29.8 | 20.5 | 40.4 | 31.7 | 26.1 | 25.5 | 32.4 | 30.0 | 22.9 | 41.4 | 39.1 | 23.6 | 25.2 | 38.9 | 0.0 | 8.6 | 36.1 | 19.7 | 27.5 | 0.0 | 29.8 |
| 5 - 10 years | 61 | 8 | 6 | 27 | 6 | 14 | 2 | 12 | 9 | 11 | 2 | 4 | 5 | 4 | 1 | 2 | 1 | 4 | 4 | 0 | 61 |
| | C% 28.3 | 43.2 | 19.2 | 31.7 | 43.5 | 21.6 | 24.3 | 38.7 | 24.3 | 28.8 | 14.3 | 48.1 | 17.9 | 25.3 | 33.3 | 32.0 | 20.8 | 31.0 | 55.3 | 0.0 | 28.3 |
| 11 - 20 years | 57 | 4 | 9 | 13 | 3 | 27 | 1 | 5 | 14 | 10 | 7 | 2 | 7 | 2 | 1 | 3 | 0 | 5 | 0 | 0 | 57 |
| | C% 26.3 | 22.7 | 28.8 | 14.6 | 26.1 | 41.2 | 8.1 | 17.7 | 36.8 | 27.0 | 39.1 | 18.9 | 27.6 | 11.4 | 33.3 | 45.3 | 6.9 | 39.4 | 0.0 | 0.0 | 26.3 |
| More than 20 years | 33 | 2 | 4 | 19 | 1 | 8 | 3 | 4 | 6 | 1 | 1 | 1 | 7 | 4 | 1 | 1 | 2 | 1 | 1 | 0 | 33 |
| | C% 15.5 | 13.6 | 11.5 | 22.0 | 4.3 | 11.8 | 35.2 | 13.6 | 16.0 | 2.7 | 7.5 | 9.4 | 29.3 | 24.4 | 33.3 | 14.1 | 36.1 | 9.9 | 17.2 | 0.0 | 15.5 |
| MEAN: | 11.7 | 11.0 | 9.8 | 11.8 | 9.3 | 13.2 | 11.4 | 10.1 | 14.2 | 8.3 | 11.0 | 9.8 | 13.9 | 11.3 | 16.0 | 13.3 | 25.8 | 11.3 | 8.5 | * | 11.7 |

RESEARCH AMERICA INC

SIGNIFICANCE TESTING AT .95
 BCDEF/GHIJKLMNOQRS/TU

APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

EE2. What is your current job title?
 BASE: End Users

| | | SEMINAR CATEGORY | | | | | | | | | | | | | | | | | TYPE | | | |
|----------------------------------|-------|------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| | | ----- | | | | | | | | | | | | | | | | | ----- | | | |
| | | High | | | | | | | | | | | | | | | | | ----- | | | |
| | | per/ Irr/ | | | | | | | | | | | | | | | | | ----- | | | |
| | | Green Pumps | | | | | | | | | | | | | | | | | ----- | | | |
| | | build Wells | | | | | | | | | | | | | | | | | ----- | | | |
| | | Light Mo- | | | | | | | | | | | | | | | | | ----- | | | |
| | | tors | | | | | | | | | | | | | | | | | ----- | | | |
| | | Pool | | | | | | | | | | | | | | | | | ----- | | | |
| | | pump- | | | | | | | | | | | | | | | | | ----- | | | |
| | | ing | | | | | | | | | | | | | | | | | ----- | | | |
| | | Pro- | | | | | | | | | | | | | | | | | ----- | | | |
| | | cess | | | | | | | | | | | | | | | | | ----- | | | |
| | | Ref- | | | | | | | | | | | | | | | | | ----- | | | |
| | | riger | | | | | | | | | | | | | | | | | ----- | | | |
| | | ation | | | | | | | | | | | | | | | | | ----- | | | |
| | | T24 | | | | | | | | | | | | | | | | | ----- | | | |
| | | water | | | | | | | | | | | | | | | | | ----- | | | |
| | | USER | | | | | | | | | | | | | | | | | ----- | | | |
| | | UMA | | | | | | | | | | | | | | | | | ----- | | | |
| | | ---S--- | | | | | | | | | | | | | | | | | ----- | | | |
| | | ---T--- | | | | | | | | | | | | | | | | | ----- | | | |
| | | ---U--- | | | | | | | | | | | | | | | | | ----- | | | |
| Total | 215 | 18 | 32 | 85 | 13 | 66 | 8 | 31 | 38 | 38 | 17 | 8 | 26 | 14 | 2 | 7 | 6 | 13 | 8 | 0 | 215 | |
| C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Owner | 13 | 1 | 0 | 4 | 2 | 7 | 0 | 1 | 7 | 1 | 0 | 0 | 2 | 0 | 1 | 0 | 2 | 0 | 0 | 0 | 13 | |
| C% | 6.1 | 4.5 | 0.0 | 4.9 | 13.0 | 9.8 | 0.0 | 1.8 | 17.4 | 1.5 | 0.0 | 4.7 | 8.2 | 2.8 | 33.3 | 0.0 | 36.1 | 0.0 | 0.0 | 0.0 | 6.1 | |
| President/ Vice-president/CEO | 3 | 0 | 0 | 2 | 0 | 1 | 0 | 0 | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | |
| C% | 1.6 | 0.0 | 0.0 | 2.4 | 0.0 | 2.0 | 0.0 | 0.0 | 3.5 | 5.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.6 | |
| Energy manager | 13 | 0 | 2 | 6 | 2 | 1 | 1 | 3 | 0 | 2 | 1 | 0 | 3 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 13 | |
| C% | 5.9 | 2.3 | 7.7 | 7.3 | 17.4 | 2.0 | 8.1 | 10.4 | 0.0 | 5.6 | 7.5 | 4.7 | 13.0 | 4.3 | 0.0 | 0.0 | 8.4 | 0.0 | 0.0 | 0.0 | 5.9 | |
| Facility manager | 32 | 2 | 11 | 8 | 2 | 9 | 3 | 5 | 1 | 6 | 2 | 1 | 6 | 5 | 0 | 2 | 0 | 1 | 0 | 0 | 32 | |
| C% | 15.0 | 13.6 | 32.7 | 9.8 | 13.0 | 13.7 | 40.5 | 16.0 | 3.5 | 16.7 | 9.8 | 9.4 | 23.6 | 33.0 | 0.0 | 26.5 | 0.0 | 9.9 | 0.0 | 0.0 | 15.0 | |
| Chief engineer | 18 | 2 | 5 | 6 | 0 | 4 | 1 | 5 | 1 | 5 | 0 | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 2 | 0 | 18 | |
| C% | 8.2 | 13.6 | 15.4 | 7.3 | 0.0 | 5.9 | 8.1 | 15.3 | 3.5 | 13.8 | 0.0 | 14.1 | 4.0 | 7.1 | 0.0 | 0.0 | 6.9 | 0.0 | 27.5 | 0.0 | 8.2 | |
| Plant engineer | 23 | 2 | 3 | 10 | 2 | 5 | 1 | 5 | 1 | 8 | 0 | 3 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 23 | |
| C% | 10.5 | 9.1 | 9.6 | 12.2 | 17.4 | 7.8 | 8.1 | 17.8 | 3.5 | 20.8 | 0.0 | 34.0 | 0.0 | 5.6 | 33.3 | 17.1 | 0.0 | 4.2 | 17.2 | 0.0 | 10.5 | |
| Property manager | 5 | 0 | 0 | 4 | 0 | 1 | 0 | 0 | 1 | 2 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 5 | |
| C% | 2.5 | 0.0 | 0.0 | 4.9 | 0.0 | 2.0 | 0.0 | 0.0 | 3.5 | 5.6 | 0.0 | 0.0 | 8.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.5 | |
| Store manager | 8 | 0 | 0 | 6 | 0 | 1 | 0 | 2 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 8 | |
| C% | 3.5 | 0.0 | 0.0 | 7.3 | 0.0 | 2.0 | 0.0 | 6.8 | 9.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 36.1 | 0.0 | 0.0 | 0.0 | 3.5 | |
| Chef | 4 | 0 | 0 | 0 | 0 | 4 | 0 | 0 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | |
| C% | 1.8 | 0.0 | 0.0 | 0.0 | 0.0 | 5.9 | 0.0 | 0.0 | 10.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.8 | |
| Research & Design personnel | 4 | 0 | 0 | 4 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 4 | |
| C% | 1.9 | 0.0 | 0.0 | 4.9 | 0.0 | 0.0 | 0.0 | 0.0 | 5.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 27.5 | 0.0 | 1.9 | |

SIGNIFICANCE TESTING AT .95
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RESEARCH AMERICA INC

APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

EB2. What is your current job title?
 BASE: End Users

| | | SEMINAR CATEGORY | | | | | | | | | | | | | TYPE | | | | | |
|-----------------------------|-----|------------------|-----|-----|------|-----|------|-----|------|------|------|------|-----|------|-------|------|------|-----|------|-----|
| | | ----- | | | | | | | | | | | | | ----- | | | | | |
| | | High | | | | | | | | | | | | | | | | | | |
| | | per/ Irr/ | | | | | | | | | | | | | | | | | | |
| | | Green Pumps | | | | | | | | | | | | | | | | | | |
| | | build Wells | | | | | | | | | | | | | | | | | | |
| | | Light Mo- | | | | | | | | | | | | | | | | | | |
| | | tors | | | | | | | | | | | | | | | | | | |
| | | Pool | | | | | | | | | | | | | | | | | | |
| | | ing | | | | | | | | | | | | | | | | | | |
| | | Pro- | | | | | | | | | | | | | | | | | | |
| | | cess | | | | | | | | | | | | | | | | | | |
| | | ation | | | | | | | | | | | | | | | | | | |
| | | Ref- | | | | | | | | | | | | | | | | | | |
| | | T24 | | | | | | | | | | | | | | | | | | |
| | | Water | | | | | | | | | | | | | | | | | | |
| | | Waste | | | | | | | | | | | | | | | | | | |
| | | END | | | | | | | | | | | | | | | | | | |
| | | Water | | | | | | | | | | | | | | | | | | |
| | | USER | | | | | | | | | | | | | | | | | | |
| | | UMA | | | | | | | | | | | | | | | | | | |
| | | --S-- | | | | | | | | | | | | | | | | | | |
| | | --T-- | | | | | | | | | | | | | | | | | | |
| | | --U-- | | | | | | | | | | | | | | | | | | |
| Director | 12 | 0 | 1 | 6 | 2 | 3 | 0 | 3 | 3 | 1 | 2 | 0 | 0 | 1 | 0 | 0 | 2 | 0 | 0 | 12 |
| C% | 5.5 | 0.0 | 3.8 | 7.3 | 13.0 | 3.9 | 0.0 | 8.6 | 9.0 | 1.5 | 12.0 | 0.0 | 2.4 | 0.0 | 8.6 | 0.0 | 14.1 | 0.0 | 0.0 | 5.5 |
| Groundskeeper | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| C% | 0.6 | 6.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 14.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.6 |
| Maintenance manager | 2 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 2 |
| C% | 0.8 | 2.3 | 3.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.6 | 0.0 | 17.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.8 |
| Maintenance mechanic | 8 | 4 | 2 | 2 | 0 | 0 | 0 | 0 | 0 | 4 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 8 |
| C% | 3.8 | 20.5 | 7.7 | 2.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 11.6 | 0.0 | 0.0 | 0.0 | 9.9 | 0.0 | 16.6 | 6.9 | 0.0 | 10.6 | 3.8 |
| Electrician | 5 | 1 | 1 | 2 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 1 | 0 | 0 | 0 | 0 | 5 |
| C% | 2.2 | 4.5 | 1.9 | 2.4 | 0.0 | 2.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 8.2 | 9.9 | 0.0 | 0.0 | 0.0 | 9.9 | 0.0 | 2.2 |
| Engineer | 10 | 1 | 2 | 2 | 1 | 4 | 0 | 3 | 0 | 2 | 2 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 0 | 10 |
| C% | 4.8 | 6.8 | 7.7 | 2.4 | 4.3 | 5.9 | 0.0 | 8.5 | 0.0 | 5.0 | 12.0 | 0.0 | 2.4 | 8.6 | 0.0 | 14.1 | 13.9 | 0.0 | 0.0 | 4.8 |
| Sales rep/sales manager | 7 | 0 | 1 | 2 | 1 | 4 | 0 | 0 | 0 | 1 | 2 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 7 |
| C% | 3.3 | 0.0 | 1.9 | 2.4 | 4.3 | 5.9 | 0.0 | 0.0 | 10.4 | 1.5 | 12.0 | 0.0 | 2.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.3 |
| Environmental specialist | 2 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 2 |
| C% | 0.9 | 0.0 | 0.0 | 0.0 | 4.3 | 2.0 | 0.0 | 4.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 4.2 | 0.0 | 0.9 |
| Project manager | 2 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| C% | 0.8 | 2.3 | 0.0 | 0.0 | 0.0 | 2.0 | 0.0 | 0.0 | 3.5 | 0.0 | 0.0 | 4.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.8 |
| Irrigation/water specialist | 2 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 2 |
| C% | 1.2 | 2.3 | 0.0 | 2.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 4.7 | 0.0 | 14.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.2 |
| Analyst | 4 | 0 | 0 | 2 | 1 | 1 | 2 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 4 |
| C% | 2.0 | 2.3 | 0.0 | 2.4 | 4.3 | 2.0 | 27.2 | 1.8 | 0.0 | 0.0 | 0.0 | 0.0 | 1.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 17.2 | 2.0 |

RESEARCH AMERICA INC
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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

EE2. What is your current job title?
 BASE: End Users

| | SEMINAR CATEGORY | | | | | | | | | | | | | TYPE | | | | | | | | |
|------------------------------|------------------|-------|-------|------------|-------|-------|-----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-----|
| | CENTER NAME | | | Basic /Gen | | | High perf/ Irr/ | | | Pool | | | Ref- | | | Water | | | | | | |
| | AgTAC | SDGE | CTAC | ETC | ERC | ETC | Au- | Basic | Food | HVAC | Green | Pumps | Light | Mo- | ing | Pro- | Ref- | Water | Waste | END | USER | UMA |
| | --A-- | --B-- | --C-- | --D-- | --E-- | --F-- | --G-- | --H-- | --I-- | --J-- | --K-- | --L-- | --M-- | --N-- | --O-- | --P-- | --Q-- | --R-- | --S-- | --T-- | --U-- | |
| Inspector | 4 | 0 | 1 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 4 |
| C% | 1.7 | 2.3 | 1.9 | 0.0 | 0.0 | 3.9 | 0.0 | 0.0 | 0.0 | 2.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 19.7 | 0.0 | 0.0 | 1.7 | |
| Service tech/rep/ manager | 7 | 0 | 0 | 6 | 0 | 0 | 0 | 2 | 0 | 0 | 2 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 7 |
| C% | 3.1 | 2.3 | 0.0 | 7.3 | 0.0 | 0.0 | 0.0 | 6.8 | 0.0 | 1.1 | 12.0 | 0.0 | 8.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.1 | |
| Manager | 9 | 0 | 2 | 0 | 1 | 7 | 1 | 0 | 1 | 1 | 3 | 0 | 0 | 0 | 1 | 1 | 0 | 3 | 0 | 0 | 9 | |
| C% | 4.3 | 2.3 | 5.8 | 0.0 | 4.3 | 9.8 | 8.1 | 0.0 | 3.5 | 1.7 | 15.0 | 4.7 | 0.0 | 4.3 | 33.3 | 0.0 | 0.0 | 19.7 | 0.0 | 0.0 | 4.3 | |
| Equipment specialist | 3 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | |
| C% | 1.2 | 0.0 | 0.0 | 0.0 | 0.0 | 3.9 | 0.0 | 0.0 | 6.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.2 | |
| Other | 9 | 0 | 0 | 6 | 1 | 1 | 0 | 1 | 1 | 0 | 2 | 0 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 9 | |
| C% | 4.0 | 2.3 | 0.0 | 7.3 | 4.3 | 2.0 | 0.0 | 1.8 | 3.5 | 0.0 | 12.0 | 4.7 | 16.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 4.0 | |
| Don't know | 6 | 0 | 0 | 2 | 0 | 4 | 0 | 0 | 1 | 2 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 6 | |
| C% | 2.8 | 0.0 | 0.0 | 2.4 | 0.0 | 5.9 | 0.0 | 0.0 | 3.5 | 5.6 | 7.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 9.9 | 0.0 | 0.0 | 2.8 | |

RESEARCH AMERICA INC

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

B6. What is your current job title?
 BASE: UMAs

| | SEMINAR CATEGORY | | | | | | | | | | | | | | | | | TYPE | | | | | | |
|-------------------------------|------------------|-------|-------|------------|-------|-------|-----------------|-------|-------|------------|-------------|-------------|------------|---------|-------|-----------|-------|-------|-------|-------|-------|-------|-----|-----|
| | CENTER NAME | | | Basic /Gen | | | High perf/ Irr/ | | | Pool pump- | | | Ref- riger | | | Water | | | | | | | | |
| | AgTAC | SDGE | CTAC | ETC | ERC | ERC | Au- dits | BE | Food | HVAC | Green build | Pumps Wells | Light -ing | M- tors | ing | Pro- cess | ation | T24 | Water | Waste | END | USER | UMA | |
| | --A-- | --B-- | --C-- | --D-- | --E-- | --F-- | --G-- | --H-- | --I-- | --J-- | --K-- | --L-- | --M-- | --N-- | --O-- | --P-- | --Q-- | --R-- | --S-- | --T-- | --U-- | | | |
| Total | 131 | 9 | 11 | 60 | 26 | 25 | 1 | 30 | 9 | 22 | 18 | 6 | 19 | 1 | 1 | 4 | 5 | 16 | 0 | 131 | 0 | 100.0 | 0.0 | 0.0 |
| C% | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 0.0 | 100.0 | 0.0 | 0.0 |
| Owner | 27 | 2 | 1 | 15 | 8 | 1 | 0 | 5 | 2 | 5 | 4 | 3 | 6 | 0 | 1 | 1 | 0 | 1 | 0 | 27 | 0 | 100.0 | 0.0 | 0.0 |
| C% | 20.9 | 22.7 | 11.1 | 24.1 | 31.9 | 5.3 | 0.0 | 17.6 | 22.2 | 22.4 | 21.4 | 44.5 | 33.7 | 0.0 | 50.0 | 15.7 | 0.0 | 7.1 | 0.0 | 20.9 | 0.0 | 20.9 | 0.0 | 0.0 |
| President/ vice-president/CEO | 20 | 1 | 1 | 10 | 2 | 5 | 0 | 3 | 3 | 2 | 1 | 1 | 8 | 0 | 0 | 0 | 2 | 1 | 0 | 20 | 0 | 100.0 | 0.0 | 0.0 |
| C% | 15.5 | 13.6 | 11.1 | 17.2 | 8.5 | 21.1 | 0.0 | 8.8 | 27.8 | 7.6 | 7.3 | 12.3 | 42.5 | 0.0 | 0.0 | 0.0 | 45.6 | 8.2 | 0.0 | 15.5 | 0.0 | 15.5 | 0.0 | 0.0 |
| Field technician | 8 | 0 | 1 | 4 | 3 | 0 | 1 | 2 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 8 | 0 | 100.0 | 0.0 | 0.0 |
| C% | 5.8 | 0.0 | 5.6 | 6.9 | 10.6 | 0.0 | 50.0 | 7.0 | 0.0 | 14.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 10.6 | 0.0 | 5.8 | 0.0 | 5.8 | 0.0 | 0.0 |
| Sales representative/ vendor | 9 | 0 | 1 | 6 | 1 | 1 | 0 | 1 | 2 | 1 | 0 | 0 | 2 | 0 | 0 | 0 | 2 | 1 | 0 | 9 | 0 | 100.0 | 0.0 | 0.0 |
| C% | 7.1 | 0.0 | 5.6 | 10.3 | 4.3 | 5.3 | 0.0 | 4.3 | 22.2 | 5.4 | 0.0 | 0.0 | 11.2 | 0.0 | 0.0 | 0.0 | 45.6 | 3.5 | 0.0 | 7.1 | 0.0 | 7.1 | 0.0 | 0.0 |
| Purchasing agent | 2 | 0 | 0 | 2 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 100.0 | 0.0 | 0.0 |
| C% | 1.6 | 0.0 | 0.0 | 3.4 | 0.0 | 0.0 | 0.0 | 7.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.6 | 0.0 | 1.6 | 0.0 | 0.0 |
| Architect/designer | 14 | 2 | 1 | 6 | 3 | 3 | 0 | 0 | 0 | 0 | 6 | 1 | 2 | 0 | 0 | 2 | 0 | 3 | 0 | 14 | 0 | 100.0 | 0.0 | 0.0 |
| C% | 11.0 | 18.2 | 5.6 | 10.3 | 12.8 | 10.5 | 0.0 | 0.0 | 0.0 | 0.0 | 33.1 | 12.3 | 12.5 | 0.0 | 0.0 | 52.8 | 0.0 | 21.2 | 0.0 | 11.0 | 0.0 | 11.0 | 0.0 | 0.0 |
| Engineer | 14 | 0 | 4 | 4 | 0 | 5 | 0 | 5 | 0 | 5 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 3 | 0 | 14 | 0 | 100.0 | 0.0 | 0.0 |
| C% | 10.3 | 4.5 | 33.3 | 6.9 | 0.0 | 21.1 | 0.0 | 17.0 | 0.0 | 23.6 | 0.0 | 0.0 | 0.0 | 100.0 | 0.0 | 0.0 | 0.0 | 16.5 | 0.0 | 10.3 | 0.0 | 10.3 | 0.0 | 0.0 |
| Contractor | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 100.0 | 0.0 | 0.0 |
| C% | 0.4 | 0.0 | 0.0 | 0.0 | 2.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 50.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 | 0.0 | 0.4 | 0.0 | 0.0 |
| Other farming | 2 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 100.0 | 0.0 | 0.0 |
| C% | 1.3 | 4.5 | 0.0 | 0.0 | 0.0 | 5.3 | 0.0 | 4.3 | 0.0 | 1.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.3 | 0.0 | 1.3 | 0.0 | 0.0 |
| Irrigation/water purveyor | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 100.0 | 0.0 | 0.0 |
| C% | 0.6 | 9.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 12.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.6 | 0.0 | 0.6 | 0.0 | 0.0 |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

B6. What is your current job title?
BASE: UMAs

| | SEMINAR CATEGORY | | | | | | | | | | | | | TYPE | | | | | | |
|-------------------------------|------------------|------|------|------|------------|------|------|-----------------------------------|------|--------------|------|--------------|-----|------|---------------|-----|-------------|-----|-----|------|
| | CENTER NAME | | | | Basic /Gen | | | High perf/ Irr/ Green pumps build | | Light Motors | | Pool Pumping | | | Refrigeration | | Water Waste | | | |
| | AgTAC | SDGE | CTAC | ETC | Audit | BE | HVAC | Food | J-- | K-- | L-- | M-- | N-- | O-- | P-- | Q-- | R-- | S-- | T-- | U-- |
| Operations manager | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1.8 | 0.0 | 6.2 | 0.0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| % | 0.6 | 9.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.8 | 0.0 | 6.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Project manager | 6 | 0 | 1 | 2 | 1 | 1 | 0 | 1 | 3 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| % | 4.2 | 4.5 | 5.6 | 3.4 | 4.3 | 5.3 | 0.0 | 1.9 | 0.0 | 2.5 | 19.1 | 6.2 | 0.0 | 0.0 | 15.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Energy specialist/ consultant | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| % | 0.7 | 4.5 | 0.0 | 0.0 | 2.1 | 0.0 | 0.0 | 1.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.5 | 0.0 | 0.0 | 0.7 |
| General manager | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| % | 0.7 | 4.5 | 0.0 | 0.0 | 2.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.5 | 0.0 | 0.0 | 0.7 |
| Account manager | 3 | 0 | 0 | 2 | 1 | 0 | 2 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| % | 2.0 | 0.0 | 0.0 | 3.4 | 2.1 | 0.0 | 7.0 | 0.0 | 2.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.0 |
| Manager | 4 | 0 | 1 | 0 | 2 | 1 | 2 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 |
| % | 3.2 | 0.0 | 11.1 | 0.0 | 6.4 | 5.3 | 50.0 | 6.2 | 0.0 | 2.5 | 0.0 | 0.0 | 0.0 | 0.0 | 15.7 | 0.0 | 3.5 | 0.0 | 0.0 | 3.2 |
| Estimator | 2 | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| % | 1.4 | 0.0 | 0.0 | 0.0 | 2.1 | 5.3 | 0.0 | 1.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.4 |
| Sheet metal foreman | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| % | 0.8 | 0.0 | 0.0 | 0.0 | 4.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 7.1 | 0.0 | 0.0 | 0.8 |
| Other | 14 | 0 | 1 | 8 | 1 | 3 | 0 | 4 | 1 | 3 | 3 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 14 |
| % | 10.4 | 4.5 | 11.1 | 13.8 | 4.3 | 10.5 | 0.0 | 13.9 | 13.9 | 15.1 | 19.1 | 6.2 | 0.0 | 0.0 | 0.0 | 0.0 | 7.1 | 0.0 | 0.0 | 10.4 |
| Don't know | 2 | 0 | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 2 |
| % | 1.4 | 0.0 | 0.0 | 0.0 | 2.1 | 5.3 | 0.0 | 1.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 8.2 | 0.0 | 0.0 | 1.4 |

APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

B1. How many locations, in total does your company have in the area?
 BASE: UMAs

| | SEMINAR CATEGORY | | | | | | | | | | | | TYPE | | | | | | | | | | |
|-----------------------|------------------|---------|---------|------------|---------|---------|-----------------|---------|---------|----------------|---------|---------|-------------|------------------|-----------|---------|-----------------|-----------|-----------|------------------|-----------|-------------|---------|
| | CENTER NAME | | | Basic /Gen | | | High perf/ Irr/ | | | Pool Pump- ing | | | | Ref- riger ation | | | Water Waste END | | | | | | |
| | AgTAC | SDGE | CTAC | ETC | Audit | ERC | ETC | SDGE | CTAC | ETC | Food | HVAC | Green build | Pumps Wells | Light ing | Motors | Pool ing | Pump- ing | Pro- cess | Ref- riger ation | T24 water | Water waste | |
| | ---A--- | ---B--- | ---C--- | ---D--- | ---E--- | ---F--- | ---G--- | ---H--- | ---I--- | ---J--- | ---K--- | ---L--- | ---M--- | ---N--- | ---O--- | ---P--- | ---Q--- | ---R--- | ---S--- | ---T--- | ---U--- | ---V--- | ---W--- |
| Total | 131 | 9 | 11 | 60 | 26 | 25 | 1 | 30 | 9 | 22 | 18 | 6 | 19 | 1 | 1 | 4 | 5 | 16 | 0 | 131 | 0 | 100.0 | 0.0 |
| C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| 1 location | 92 | 7 | 9 | 38 | 23 | 16 | 1 | 20 | 5 | 16 | 12 | 5 | 13 | 0 | 1 | 1 | 2 | 15 | 0 | 92 | 0 | 69.6 | 0.0 |
| C% | 69.6 | 77.3 | 77.8 | 62.1 | 87.2 | 63.2 | 100.0 | 67.2 | 50.0 | 74.1 | 66.2 | 81.5 | 70.8 | 0.0 | 50.0 | 31.5 | 54.4 | 92.9 | 0.0 | 69.6 | 0.0 | 69.6 | 0.0 |
| 2 locations | 16 | 0 | 1 | 13 | 1 | 1 | 1 | 4 | 1 | 4 | 2 | 0 | 3 | 0 | 1 | 0 | 0 | 1 | 0 | 16 | 0 | 11.8 | 0.0 |
| C% | 11.8 | 0.0 | 5.6 | 20.7 | 4.3 | 5.3 | 0.0 | 13.9 | 13.9 | 19.0 | 11.8 | 0.0 | 14.6 | 0.0 | 50.0 | 0.0 | 0.0 | 3.5 | 0.0 | 11.8 | 0.0 | 11.8 | 0.0 |
| More than 2 locations | 15 | 2 | 2 | 4 | 1 | 7 | 0 | 4 | 1 | 0 | 3 | 1 | 1 | 1 | 0 | 3 | 2 | 0 | 0 | 15 | 0 | 11.5 | 0.0 |
| C% | 11.5 | 22.7 | 16.7 | 6.9 | 2.1 | 26.3 | 0.0 | 11.9 | 13.9 | 1.8 | 14.7 | 18.5 | 3.3 | 100.0 | 0.0 | 68.5 | 45.6 | 0.0 | 0.0 | 11.5 | 0.0 | 11.5 | 0.0 |
| Don't know | 9 | 0 | 0 | 0 | 6 | 1 | 1 | 2 | 2 | 1 | 1 | 0 | 2 | 0 | 0 | 0 | 0 | 1 | 0 | 9 | 0 | 6.6 | 0.0 |
| C% | 6.6 | 0.0 | 0.0 | 10.3 | 4.3 | 5.3 | 0.0 | 7.0 | 22.2 | 2.5 | 7.3 | 0.0 | 11.2 | 0.0 | 0.0 | 0.0 | 0.0 | 3.5 | 0.0 | 6.6 | 0.0 | 6.6 | 0.0 |
| Refused | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0.4 | 0.0 |
| C% | 0.4 | 0.0 | 0.0 | 0.0 | 2.1 | 0.0 | 0.0 | 0.0 | 0.0 | 2.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 | 0.0 | 0.4 | 0.0 |
| MEAN: | 1.83 | 5.14 | 2.06 | 1.38 | 0.77 | 2.61 | 0.50 | 1.77 | 1.89 | 1.19 | 2.00 | 5.75 | 1.50 | 3.00 | 1.00 | 3.47 | 2.37 | 0.82 | * | 1.83 | * | 1.83 | * |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

B2. How many years has your company been in business?
 BASE: UMAs

| | | SEMINAR CATEGORY | | | | | | | | | | | | | | TYPE | | | | | | | | | |
|-------------------|--|------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|-------|-------|-------|-------|-------|-------|------|-----|
| | | CENTER NAME | | | | | | | | | | High | | | | Water | | | | | | | | | |
| | | AgTAC | SDGE | CTAC | ETC | ERC | ETC | ERC | Audit | Basic | Food | HVAC | Green | Pumps | Irr/ | Light | Motors | Pool | Pro- | Ref- | Water | Waste | | | |
| | | --B-- | --C-- | --D-- | --E-- | --F-- | --G-- | --H-- | --I-- | --J-- | --K-- | --L-- | --M-- | --N-- | --O-- | --P-- | --Q-- | --R-- | --S-- | --T-- | --U-- | --V-- | --W-- | | |
| Total | | 131 | 9 | 11 | 60 | 26 | 25 | 1 | 30 | 9 | 22 | 18 | 6 | 19 | 1 | 4 | 5 | 16 | 0 | 131 | 0 | 131 | 0 | | |
| C%100.0 | | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 0.0 | 100.0 | 0.0 | |
| Less than 5 years | | 13 | 0 | 1 | 4 | 4 | 4 | 0 | 3 | 1 | 3 | 3 | 0 | 0 | 0 | 0 | 1 | 0 | 2 | 0 | 13 | 0 | 13 | 0 | |
| C%10.1 | | 0.0 | 11.1 | 6.9 | 14.9 | 15.8 | 0.0 | 8.8 | 13.9 | 13.0 | 19.1 | 0.0 | 0.0 | 0.0 | 0.0 | 15.7 | 0.0 | 15.3 | 0.0 | 10.1 | 0.0 | 0.0 | 10.1 | 0.0 | |
| 5 - 10 years | | 16 | 2 | 4 | 6 | 2 | 3 | 0 | 6 | 0 | 2 | 1 | 1 | 3 | 0 | 1 | 1 | 1 | 0 | 2 | 0 | 16 | 0 | | |
| C%12.5 | | 18.2 | 33.3 | 10.3 | 8.5 | 10.5 | 0.0 | 18.4 | 0.0 | 11.0 | 7.3 | 12.3 | 14.6 | 0.0 | 50.0 | 31.5 | 0.0 | 11.8 | 0.0 | 12.5 | 0.0 | 0.0 | 12.5 | 0.0 | |
| 11 - 20 years | | 43 | 3 | 2 | 23 | 7 | 8 | 1 | 7 | 3 | 9 | 9 | 4 | 6 | 0 | 0 | 0 | 4 | 0 | 43 | 0 | 43 | 0 | | |
| C%32.5 | | 31.8 | 22.2 | 37.9 | 25.5 | 31.6 | 50.0 | 23.8 | 36.1 | 42.0 | 52.2 | 56.8 | 31.6 | 0.0 | 0.0 | 0.0 | 22.4 | 0.0 | 32.5 | 0.0 | 32.5 | 0.0 | 0.0 | 32.5 | 0.0 |
| 21 - 40 years | | 32 | 2 | 1 | 15 | 8 | 7 | 0 | 11 | 3 | 4 | 2 | 0 | 5 | 0 | 0 | 2 | 4 | 0 | 32 | 0 | 32 | 0 | | |
| C%24.1 | | 18.2 | 5.6 | 24.1 | 31.9 | 26.3 | 0.0 | 36.3 | 27.8 | 18.9 | 14.0 | 6.2 | 25.8 | 0.0 | 0.0 | 0.0 | 54.4 | 24.7 | 0.0 | 24.1 | 0.0 | 0.0 | 24.1 | 0.0 | |
| Greater than 40 | | 22 | 2 | 2 | 10 | 3 | 4 | 1 | 4 | 0 | 2 | 1 | 1 | 5 | 0 | 2 | 2 | 4 | 0 | 22 | 0 | 22 | 0 | | |
| C%16.7 | | 27.3 | 16.7 | 17.2 | 12.8 | 15.8 | 50.0 | 12.6 | 0.0 | 7.2 | 7.3 | 18.5 | 28.0 | 0.0 | 0.0 | 52.8 | 45.6 | 25.9 | 0.0 | 16.7 | 0.0 | 16.7 | 0.0 | | |
| Don't know | | 4 | 0 | 1 | 2 | 1 | 0 | 0 | 0 | 2 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 4 | 0 | 4 | 0 | | |
| C%3.4 | | 0.0 | 11.1 | 3.4 | 4.3 | 0.0 | 0.0 | 0.0 | 22.2 | 5.4 | 0.0 | 0.0 | 0.0 | 100.0 | 50.0 | 0.0 | 0.0 | 0.0 | 3.4 | 0.0 | 3.4 | 0.0 | 3.4 | 0.0 | |
| Refused | | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | | |
| C%0.7 | | 4.5 | 0.0 | 0.0 | 2.1 | 0.0 | 0.0 | 0.0 | 0.0 | 2.5 | 0.0 | 6.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.7 | 0.0 | 0.7 | 0.0 | 0.7 | 0.0 | |
| MEAN: | | 25.0 | 29.6 | 20.2 | 26.7 | 22.6 | 23.6 | 30.5 | 24.7 | 22.0 | 19.8 | 17.8 | 24.2 | 34.2 | *10.0 | 29.2 | 36.9 | 26.6 | *25.0 | *25.0 | * | 25.0 | * | | |
| | | | | | | | | | | Q | MQ | K | | | | | | | JK | | | | | | |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

B3B. What were the total sales from all products and services for 2002 at this location?
 BASE: UMAs

| | SEMINAR CATEGORY | | | | | | | | | | | | | TYPE | | | | | | | | |
|---------------------------|------------------|---------|---------|------------|---------|---------|-----------------|---------|-------------|-------------|------------|---------|------------------|-----------|---------|-----------------|---------|---------|---------|---------|---------|-----|
| | CENTER NAME | | | Basic /Gen | | | High perf/ Irr/ | | | Pool Pump- | | | Ref- riger ation | | | Water Waste END | | | | | | |
| | AgTAC | SDGE | CTAC | ETC | ERC | ETC | Food | HVAC | Green build | Pumps Wells | Light -ing | Motors | ing | Pro- cess | T24 | water | USER | UMA | | | | |
| | ---A--- | ---B--- | ---C--- | ---D--- | ---E--- | ---F--- | ---G--- | ---H--- | ---I--- | ---J--- | ---K--- | ---L--- | ---M--- | ---N--- | ---O--- | ---P--- | ---Q--- | ---R--- | ---S--- | ---T--- | ---U--- | |
| Total | 131 | 9 | 11 | 60 | 26 | 25 | 1 | 30 | 9 | 22 | 18 | 6 | 19 | 1 | 4 | 5 | 16 | 0 | 131 | 0 | 0 | |
| C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 0.0 | 0.0 |
| <\$50,000 | 5 | 0 | 1 | 0 | 2 | 1 | 0 | 2 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 5 | 0 | 0 |
| C% | 3.5 | 4.5 | 11.1 | 0.0 | 6.4 | 5.3 | 0.0 | 6.2 | 0.0 | 5.1 | 0.0 | 6.2 | 3.3 | 0.0 | 0.0 | 15.7 | 0.0 | 0.0 | 3.5 | 0.0 | 0.0 | 0.0 |
| \$50,000 - \$249,999 | 12 | 1 | 1 | 4 | 4 | 1 | 0 | 2 | 0 | 2 | 2 | 1 | 2 | 0 | 1 | 1 | 0 | 2 | 0 | 12 | 0 | 0 |
| C% | 9.1 | 9.1 | 11.1 | 6.9 | 17.0 | 5.3 | 0.0 | 5.6 | 0.0 | 7.9 | 11.8 | 12.3 | 11.2 | 0.0 | 50.0 | 15.7 | 0.0 | 15.3 | 0.0 | 9.1 | 0.0 | 0.0 |
| \$250,000 - \$499,999 | 8 | 0 | 0 | 6 | 2 | 0 | 0 | 0 | 2 | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 8 | 0 | 0 |
| C% | 6.3 | 4.5 | 0.0 | 10.3 | 6.4 | 0.0 | 0.0 | 1.3 | 22.2 | 14.6 | 0.0 | 32.1 | 0.0 | 0.0 | 0.0 | 0.0 | 3.5 | 0.0 | 6.3 | 0.0 | 0.0 | 0.0 |
| \$500,000 - \$1 million | 10 | 1 | 1 | 4 | 3 | 1 | 0 | 1 | 1 | 2 | 0 | 0 | 2 | 0 | 1 | 0 | 2 | 1 | 0 | 10 | 0 | 0 |
| C% | 7.8 | 9.1 | 5.6 | 6.9 | 12.8 | 5.3 | 0.0 | 3.2 | 13.9 | 9.7 | 0.0 | 0.0 | 11.2 | 0.0 | 50.0 | 45.6 | 7.1 | 0.0 | 7.8 | 0.0 | 0.0 | 0.0 |
| \$1 million - \$5 million | 20 | 1 | 2 | 13 | 4 | 1 | 0 | 8 | 1 | 2 | 0 | 0 | 4 | 0 | 0 | 2 | 0 | 1 | 0 | 20 | 0 | 0 |
| C% | 15.5 | 9.1 | 16.7 | 20.7 | 14.9 | 5.3 | 0.0 | 28.3 | 13.9 | 11.0 | 2.3 | 6.2 | 22.5 | 0.0 | 0.0 | 52.8 | 0.0 | 7.1 | 0.0 | 15.5 | 0.0 | 0.0 |
| > \$5 million | 20 | 2 | 2 | 10 | 2 | 4 | 1 | 5 | 1 | 3 | 2 | 1 | 3 | 0 | 0 | 0 | 2 | 2 | 0 | 20 | 0 | 0 |
| C% | 15.3 | 18.2 | 22.2 | 17.2 | 6.4 | 15.8 | 50.0 | 15.6 | 13.9 | 14.1 | 11.8 | 18.5 | 17.9 | 0.0 | 0.0 | 45.6 | 10.6 | 0.0 | 15.3 | 0.0 | 0.0 | 0.0 |
| Don't know | 42 | 3 | 4 | 19 | 7 | 9 | 1 | 9 | 2 | 7 | 9 | 1 | 4 | 1 | 0 | 1 | 0 | 8 | 0 | 42 | 0 | 0 |
| C% | 32.0 | 36.4 | 33.3 | 31.0 | 27.7 | 36.8 | 50.0 | 28.4 | 22.2 | 32.5 | 52.2 | 12.3 | 22.6 | 100.0 | 0.0 | 15.7 | 8.8 | 49.4 | 0.0 | 32.0 | 0.0 | 0.0 |
| Refused | 14 | 1 | 0 | 4 | 2 | 7 | 0 | 3 | 1 | 1 | 4 | 1 | 2 | 0 | 0 | 0 | 0 | 1 | 0 | 14 | 0 | 0 |
| C% | 10.4 | 9.1 | 0.0 | 6.9 | 8.5 | 26.3 | 0.0 | 11.3 | 13.9 | 5.1 | 22.0 | 12.3 | 11.2 | 0.0 | 0.0 | 0.0 | 0.0 | 7.1 | 0.0 | 10.4 | 0.0 | 0.0 |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

B4A. What percent of your sales revenue is generated from doing business with: end users?
 BASE: UMAs

| | | SEMINAR CATEGORY | | | | | | | | | | | | | | | | TYPE |
|--|--|---|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|-------|
| | | ----- | | | | | | | | | | | | | | | | ----- |
| | | High | | | | | | | | | | | | | | | | ----- |
| | | perf/ Irr/ | | | | | | | | | | | | | | | | ----- |
| | | Green Pumps Light Mo- | | | | | | | | | | | | | | | | ----- |
| | | build Wells -ing to- | | | | | | | | | | | | | | | | ----- |
| | | HVAC Food | | | | | | | | | | | | | | | | ----- |
| | | -I--J--K--L--M--N--O--P--Q--R--S--T--U-- | | | | | | | | | | | | | | | | ----- |
| | | Basic | | | | | | | | | | | | | | | | ----- |
| | | /Gen | | | | | | | | | | | | | | | | ----- |
| | | Au- | | | | | | | | | | | | | | | | ----- |
| | | dits | | | | | | | | | | | | | | | | ----- |
| | | ERC | | | | | | | | | | | | | | | | ----- |
| | | -E--F--G--H--I--J--K--L--M--N--O--P--Q--R--S--T--U-- | | | | | | | | | | | | | | | | ----- |
| | | CENTER NAME | | | | | | | | | | | | | | | | ----- |
| | | SDGE CTAC ETC | | | | | | | | | | | | | | | | ----- |
| | | -C--D--E--F--G--H--I--J--K--L--M--N--O--P--Q--R--S--T--U-- | | | | | | | | | | | | | | | | ----- |
| | | AgTAC | | | | | | | | | | | | | | | | ----- |
| | | -B--C--D--E--F--G--H--I--J--K--L--M--N--O--P--Q--R--S--T--U-- | | | | | | | | | | | | | | | | ----- |
| | | Total | | | | | | | | | | | | | | | | ----- |
| | | 131 9 11 60 26 25 1 30 9 22 18 6 19 1 1 4 5 16 0 131 0 | | | | | | | | | | | | | | | | ----- |
| | | C%100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 0 100.0 0.0 | | | | | | | | | | | | | | | | ----- |
| | | Less than 10% | | | | | | | | | | | | | | | | ----- |
| | | 28 2 2 13 3 8 0 8 1 3 6 1 3 0 0 0 1 0 4 0 28 0 | | | | | | | | | | | | | | | | ----- |
| | | C% 21.3 27.3 16.7 20.7 12.8 31.6 0.0 25.8 13.9 14.6 33.1 18.5 17.9 0.0 0.0 0.0 15.7 8.8 27.1 0.0 21.3 0.0 | | | | | | | | | | | | | | | | ----- |
| | | 10 - 25% | | | | | | | | | | | | | | | | ----- |
| | | 13 1 2 6 2 1 1 3 0 0 3 1 0 2 0 0 0 0 2 1 13 0 | | | | | | | | | | | | | | | | ----- |
| | | C% 9.5 9.1 22.2 10.3 6.4 5.3 50.0 8.8 0.0 12.8 7.3 6.2 11.2 0.0 0.0 0.0 0.0 45.6 3.5 0.0 9.5 0.0 | | | | | | | | | | | | | | | | ----- |
| | | 26 - 50% | | | | | | | | | | | | | | | | ----- |
| | | 10 1 1 0 3 5 0 4 1 2 1 1 1 0 0 0 0 0 1 0 10 0 | | | | | | | | | | | | | | | | ----- |
| | | C% 7.6 9.1 5.6 0.0 12.8 21.1 0.0 12.4 13.9 7.6 7.3 12.3 3.3 0.0 0.0 0.0 0.0 0.0 3.5 0.0 7.6 0.0 | | | | | | | | | | | | | | | | ----- |
| | | 51 - 75% | | | | | | | | | | | | | | | | ----- |
| | | 10 0 1 6 3 0 0 3 0 4 0 0 0 0 0 0 0 2 0 1 10 0 | | | | | | | | | | | | | | | | ----- |
| | | C% 7.4 0.0 5.6 10.3 10.6 0.0 0.0 10.7 0.0 17.4 0.0 0.0 0.0 0.0 0.0 0.0 0.0 52.8 0.0 3.5 0.0 7.4 0.0 | | | | | | | | | | | | | | | | ----- |
| | | 76 - 100% | | | | | | | | | | | | | | | | ----- |
| | | 50 4 2 27 10 7 1 10 7 6 8 4 8 1 1 1 0 2 4 0 50 0 | | | | | | | | | | | | | | | | ----- |
| | | C% 38.2 45.5 22.2 44.8 38.3 26.3 50.0 33.5 72.2 25.2 44.9 63.0 42.9 100.0 50.0 0.0 45.6 24.7 0.0 38.2 0.0 | | | | | | | | | | | | | | | | ----- |
| | | Don't know | | | | | | | | | | | | | | | | ----- |
| | | 11 1 1 2 3 4 0 3 0 1 1 1 0 0 0 0 1 0 5 0 11 0 | | | | | | | | | | | | | | | | ----- |
| | | C% 8.7 9.1 11.1 3.4 12.8 15.8 0.0 8.8 0.0 4.7 7.3 0.0 2.2 0.0 0.0 0.0 15.7 0.0 34.1 0.0 8.7 0.0 | | | | | | | | | | | | | | | | ----- |
| | | Refused | | | | | | | | | | | | | | | | ----- |
| | | 10 0 2 6 2 0 0 0 0 4 0 0 4 0 0 1 1 0 1 0 10 0 | | | | | | | | | | | | | | | | ----- |
| | | C% 7.5 0.0 16.7 10.3 6.4 0.0 0.0 0.0 0.0 17.7 0.0 0.0 22.5 0.0 50.0 15.7 0.0 3.5 0.0 7.5 0.0 | | | | | | | | | | | | | | | | ----- |
| | | MEAN: | | | | | | | | | | | | | | | | ----- |
| | | 57 55 46 62 65 43 63 52 78 54 53 70 62 100 100 58 50 47 * 57 * | | | | | | | | | | | | | | | | ----- |

RESEARCH AMERICA INC

SIGNIFICANCE TESTING AT .95
 BCDEF/GHIJKL MNOPQRS/TU

APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

B4B. What percent of your sales revenue is generated from doing business with: developers?
 BASE: UMAs

| | SEMINAR CATEGORY | | | | | | | | | | | | | TYPE | | | | | | | |
|---------------|------------------|-------|-------|------------|-------|-------|-----------------|-------|-------|------------|-----------|-------|------------|-------|-------|-------------|-------|-------|-------|-------|-------|
| | CENTER NAME | | | Basic /Gen | | | High perf/ Irr/ | | | Pool pump- | | | Ref- riger | | | Water Waste | | | | | |
| | AgTAC | SDGE | CTAC | ETC | ERC | ETC | Au- dits | BE | Food | HVAC | Light Mo- | tors | ing | ing | ation | T24 | water | END | USER | UMA | |
| | --A-- | --B-- | --C-- | --D-- | --E-- | --F-- | --G-- | --H-- | --I-- | --J-- | --K-- | --L-- | --M-- | --N-- | --O-- | --P-- | --Q-- | --R-- | --S-- | --T-- | --U-- |
| Total | 131 | 9 | 11 | 60 | 26 | 25 | 1 | 30 | 9 | 22 | 18 | 6 | 19 | 1 | 1 | 4 | 5 | 16 | 0 | 131 | 0 |
| C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 0.0 | 100.0 | 0.0 |
| Less than 10% | 90 | 7 | 6 | 44 | 17 | 17 | 1 | 22 | 9 | 12 | 15 | 6 | 11 | 1 | 1 | 3 | 2 | 8 | 0 | 90 | 0 |
| C% 68.8 | 77.3 | 50.0 | 72.4 | 66.0 | 68.4 | 50.0 | 50.0 | 73.7 | 100.0 | 53.1 | 85.3 | 87.7 | 60.8 | 100.0 | 50.0 | 68.5 | 54.4 | 51.8 | 0.0 | 68.8 | 0.0 |
| 10 - 25% | 15 | 1 | 2 | 8 | 3 | 0 | 1 | 3 | 0 | 5 | 0 | 0 | 3 | 0 | 0 | 0 | 2 | 2 | 0 | 15 | 0 |
| C% 11.4 | 9.1 | 22.2 | 13.8 | 12.8 | 0.0 | 0.0 | 50.0 | 8.8 | 0.0 | 22.0 | 0.0 | 6.2 | 14.6 | 0.0 | 0.0 | 0.0 | 45.6 | 10.6 | 0.0 | 11.4 | 0.0 |
| 26 - 50% | 4 | 0 | 0 | 0 | 1 | 3 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 0 |
| C% 2.7 | 4.5 | 0.0 | 0.0 | 0.0 | 2.1 | 10.5 | 0.0 | 4.3 | 0.0 | 2.5 | 7.3 | 6.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.7 | 0.0 |
| 51 - 75% | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| C% 1.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 5.3 | 0.0 | 4.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.0 | 0.0 |
| Don't know | 11 | 1 | 1 | 2 | 3 | 4 | 0 | 3 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 5 | 0 | 11 | 0 |
| C% 8.7 | 9.1 | 11.1 | 3.4 | 12.8 | 15.8 | 0.0 | 0.0 | 8.8 | 0.0 | 4.7 | 7.3 | 0.0 | 2.2 | 0.0 | 0.0 | 15.7 | 0.0 | 34.1 | 0.0 | 8.7 | 0.0 |
| Refused | 10 | 0 | 2 | 6 | 2 | 0 | 0 | 0 | 0 | 4 | 0 | 0 | 4 | 0 | 1 | 1 | 0 | 1 | 0 | 10 | 0 |
| C% 7.5 | 0.0 | 16.7 | 10.3 | 6.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 17.7 | 0.0 | 0.0 | 22.5 | 0.0 | 50.0 | 15.7 | 0.0 | 3.5 | 0.0 | 7.5 | 0.0 |
| MEAN: | 4.5 | 3.7 | 7.3 | 3.0 | 3.6 | 8.4 | 12.5 | 7.4 | 0.0 | 6.3 | 2.4 | 4.0 | 4.1 | 0.0 | 0.0 | 0.0 | 4.6 | 2.8 | * | 4.5 | * |
| | | | | | | | | | J | IP | | | | | | | | | | | |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

B4C. What percent of your sales revenue is generated from doing business with: contractors?
 BASE: UMAs

| | SEMINAR CATEGORY | | | | | | | | | | | | | TYPE | | | | | | | |
|---------------|------------------|-------|-------|------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|------------------|-------|-------|-----------------|-------|-------|-------|-------|-------|
| | CENTER NAME | | | Basic /Gen | | | High perf/ Irr/ | | | Pool pump- Pro- | | | Ref- riger ation | | | Water Waste END | | | | | |
| | AgTAC | SDGE | CTAC | ETC | ERC | ETC | Au- dits | BE | Food | HVAC | Food | Light | Mo- tors | ing | cess | T24 | water | USER | UMA | | |
| | --A-- | --B-- | --C-- | --D-- | --E-- | --F-- | --G-- | --H-- | --I-- | --J-- | --K-- | --L-- | --M-- | --N-- | --O-- | --P-- | --Q-- | --R-- | --S-- | --T-- | --U-- |
| Total | 131 | 9 | 11 | 60 | 26 | 25 | 1 | 30 | 9 | 22 | 18 | 6 | 19 | 1 | 1 | 4 | 5 | 16 | 0 | 131 | 0 |
| C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 0.0 | 100.0 | 0.0 |
| Less than 10% | 78 | 6 | 5 | 40 | 13 | 14 | 1 | 16 | 8 | 11 | 14 | 5 | 11 | 1 | 1 | 1 | 2 | 6 | 0 | 78 | 0 |
| C% 59.2 | 68.2 | 44.4 | 65.5 | 48.9 | 57.9 | 50.0 | 53.6 | 86.1 | 52.1 | 80.9 | 81.5 | 60.8 | 100.0 | 50.0 | 15.7 | 54.4 | 40.0 | 0.0 | 59.2 | 0.0 | 0.0 |
| 10 - 25% | 17 | 1 | 2 | 6 | 4 | 3 | 1 | 7 | 1 | 3 | 0 | 0 | 3 | 0 | 0 | 2 | 0 | 0 | 0 | 17 | 0 |
| C% 12.6 | 9.1 | 22.2 | 10.3 | 17.0 | 10.5 | 50.0 | 21.9 | 13.9 | 15.1 | 0.0 | 0.0 | 14.6 | 0.0 | 0.0 | 52.8 | 0.0 | 0.0 | 0.0 | 12.6 | 0.0 | 0.0 |
| 26 - 50% | 5 | 1 | 1 | 0 | 2 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 5 | 0 |
| C% 4.1 | 13.6 | 5.6 | 0.0 | 8.5 | 5.3 | 0.0 | 4.3 | 0.0 | 5.4 | 0.0 | 18.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 10.6 | 0.0 | 4.1 | 0.0 | 0.0 |
| 51 - 75% | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| C% 1.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 5.3 | 0.0 | 4.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.0 | 0.0 | 0.0 |
| 76 - 100% | 9 | 0 | 0 | 6 | 2 | 1 | 0 | 2 | 0 | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 2 | 2 | 0 | 9 | 0 |
| C% 7.0 | 0.0 | 0.0 | 10.3 | 6.4 | 5.3 | 0.0 | 7.0 | 0.0 | 5.1 | 11.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 45.6 | 11.8 | 0.0 | 7.0 | 0.0 | 0.0 |
| Don't know | 11 | 1 | 1 | 2 | 3 | 4 | 0 | 3 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 5 | 0 | 11 | 0 |
| C% 8.7 | 9.1 | 11.1 | 3.4 | 12.8 | 15.8 | 0.0 | 8.8 | 0.0 | 4.7 | 7.3 | 0.0 | 2.2 | 0.0 | 0.0 | 15.7 | 0.0 | 34.1 | 0.0 | 8.7 | 0.0 | 0.0 |
| Refused | 10 | 0 | 2 | 6 | 2 | 0 | 0 | 0 | 0 | 4 | 0 | 0 | 4 | 0 | 1 | 1 | 0 | 1 | 0 | 10 | 0 |
| C% 7.5 | 0.0 | 16.7 | 10.3 | 6.4 | 0.0 | 0.0 | 0.0 | 0.0 | 17.7 | 0.0 | 0.0 | 22.5 | 0.0 | 50.0 | 15.7 | 0.0 | 3.5 | 0.0 | 7.5 | 0.0 | 0.0 |
| MEAN: | 13.8 | 8.1 | 9.6 | 14.0 | 17.4 | 13.7 | 12.5 | 18.8 | 1.4 | 12.9 | 12.7 | 8.1 | 4.1 | 0.0 | 0.0 | 15.4 | 36.5 | 24.2 | 13.8 | * | 13.8 |
| | | | | | | | IM | HJR | I | | | H | | | | | | | | | I |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

B4D. What percent of your sales revenue is generated from doing business with: vendors/suppliers?
 BASE: UMAs

| | | SEMINAR CATEGORY | | | | | | | | | | | | | | | | TYPE | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---------------|--|------------------|------|-------|------|-------|------|-------|------|------------|------|-------|------|-------|-------|-------------|------|-------|------|-----------|------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|---|
| | | CENTER NAME | | | | | | | | High | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | ----- | | | | ----- | | | | ----- | | | | ----- | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | AgTAC | | SDGE | | CTAC | | ETC | | Basic /Gen | | Food | | HVAC | | Green Pumps | | Irr/ | | Light Mo- | | Pool | | Ref- | | Water | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | --A-- | | --B-- | | --C-- | | --D-- | | --E-- | | --F-- | | --G-- | | --H-- | | --I-- | | --J-- | | --K-- | | --L-- | | --M-- | | --N-- | | --O-- | | --P-- | | --Q-- | | --R-- | | --S-- | | --T-- | | --U-- | | | | | | | | | | | | | |
| | | Total | | 91 | | 7 | | 7 | | 11 | | 60 | | 26 | | 25 | | 1 | | 30 | | 9 | | 22 | | 18 | | 6 | | 19 | | 1 | | 4 | | 5 | | 16 | | 0 | | 131 | | 0 | | | | | | | | | | | |
| | | C%100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 0.0 | | 100.0 | | 0.0 | | | | | | | | | |
| Less than 10% | | 91 | 7 | 7 | 42 | 18 | 17 | 1 | 19 | 8 | 12 | 16 | 6 | 12 | 1 | 1 | 3 | 5 | 7 | 0 | 91 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | | | | | | |
| | | C% 69.0 | 77.3 | 61.1 | 69.0 | 70.2 | 68.4 | 100.0 | 64.1 | 86.1 | 55.6 | 92.7 | 87.7 | 64.1 | 100.0 | 50.0 | 68.5 | 100.0 | 47.0 | 0.0 | 69.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | | | | | | | | |
| 10 - 25% | | 14 | 0 | 1 | 8 | 2 | 3 | 0 | 6 | 0 | 3 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 14 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | | | | | |
| | | C% 10.9 | 4.5 | 11.1 | 13.8 | 6.4 | 10.5 | 0.0 | 20.1 | 0.0 | 15.1 | 0.0 | 6.2 | 11.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 10.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | | | | | | |
| 26 - 50% | | 2 | 0 | 0 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | | | |
| | | C% 1.7 | 4.5 | 0.0 | 0.0 | 2.1 | 5.3 | 0.0 | 0.0 | 13.9 | 2.5 | 0.0 | 6.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | | | | | |
| 51 - 75% | | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | |
| | | C% 0.4 | 0.0 | 0.0 | 0.0 | 2.1 | 0.0 | 0.0 | 0.0 | 0.0 | 2.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | | | | |
| 76 - 100% | | 2 | 0 | 0 | 2 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | |
| | | C% 1.9 | 4.5 | 0.0 | 3.4 | 0.0 | 0.0 | 0.0 | 7.0 | 0.0 | 1.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | | |
| Don't know | | 11 | 1 | 1 | 2 | 3 | 4 | 0 | 3 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 11 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| | | C% 8.7 | 9.1 | 11.1 | 3.4 | 12.8 | 15.8 | 0.0 | 8.8 | 0.0 | 4.7 | 7.3 | 0.0 | 2.2 | 0.0 | 0.0 | 15.7 | 0.0 | 34.1 | 0.0 | 8.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | |
| Refused | | 10 | 0 | 2 | 6 | 2 | 0 | 0 | 0 | 0 | 4 | 0 | 0 | 4 | 0 | 1 | 1 | 0 | 1 | 0 | 10 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | | C% 7.5 | 0.0 | 16.7 | 10.3 | 6.4 | 0.0 | 0.0 | 0.0 | 0.0 | 17.7 | 0.0 | 0.0 | 22.5 | 0.0 | 50.0 | 15.7 | 0.0 | 3.5 | 0.0 | 7.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | |
| MEAN: | | 6.1 | 7.5 | 3.5 | 7.2 | 4.4 | 5.3 | 0.0 | 12.5 | 6.2 | 8.5 | 0.0 | 4.0 | 3.0 | 0.0 | 0.0 | 3.9 | 0.0 | 4.3 | 0.0 | 6.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | | | |

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oa:sece009:report:final:e part tabs

APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

B4E. What percent of your sales revenue is generated from doing business with: others?
 BASE: UMAs

| | SEMINAR CATEGORY | | | | | | | | | | | | | TYPE | | | | | | | | | | |
|---------------|------------------|-------|-------|------------|-------|-------|-----------------|-------|-------|------------|-------------|-------|------------|-------|-------|-----------|-------|-------|-------|-------|-------|-------|-----|-----|
| | CENTER NAME | | | Basic /Gen | | | High perf/ Irr/ | | | Pool pump- | | | Ref- riger | | | Water | | | | | | | | |
| | AgTAC | SDGE | CTAC | ETC | ERC | ERC | Au- dits | BE | Food | HVAC | Green build | Wells | Light Mo- | tors | ing | Pro- cess | ation | T24 | water | Waste | END | USER | UMA | |
| | --A-- | --B-- | --C-- | --D-- | --E-- | --F-- | --G-- | --H-- | --I-- | --J-- | --K-- | --L-- | --M-- | --N-- | --O-- | --P-- | --Q-- | --R-- | --S-- | --T-- | --U-- | | | |
| Total | 131 | 9 | 11 | 60 | 26 | 25 | 1 | 30 | 9 | 22 | 18 | 6 | 19 | 1 | 1 | 4 | 5 | 16 | 0 | 131 | 0 | 100.0 | 0.0 | 0.0 |
| C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 0.0 | 100.0 | 0.0 | 0.0 |
| Less than 10% | 79 | 6 | 4 | 40 | 17 | 12 | 1 | 20 | 8 | 11 | 10 | 5 | 9 | 1 | 1 | 2 | 4 | 7 | 0 | 79 | 0 | 100.0 | 0.0 | 0.0 |
| C% 59.8 | 63.6 | 38.9 | 65.5 | 66.0 | 47.4 | 50.0 | 66.8 | 86.1 | 50.5 | 56.6 | 81.5 | 46.2 | 100.0 | 50.0 | 52.8 | 91.2 | 47.0 | 0.0 | 59.8 | 0.0 | 100.0 | 0.0 | 0.0 | 0.0 |
| 10 - 25% | 10 | 0 | 1 | 6 | 2 | 1 | 1 | 5 | 0 | 3 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 10 | 0 | 100.0 | 0.0 | 0.0 |
| C% 8.0 | 0.0 | 11.1 | 10.3 | 6.4 | 5.3 | 50.0 | 15.0 | 0.0 | 14.9 | 0.0 | 7.3 | 6.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 8.0 | 0.0 | 100.0 | 0.0 | 0.0 |
| 26 - 50% | 4 | 0 | 0 | 0 | 1 | 3 | 0 | 2 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 4 | 0 | 100.0 | 0.0 | 0.0 |
| C% 3.1 | 4.5 | 0.0 | 0.0 | 0.0 | 4.3 | 10.5 | 0.0 | 6.2 | 0.0 | 0.0 | 7.3 | 6.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.5 | 0.0 | 3.1 | 0.0 | 100.0 | 0.0 | 0.0 |
| 76 - 100% | 17 | 2 | 2 | 6 | 1 | 5 | 0 | 1 | 1 | 3 | 5 | 1 | 3 | 0 | 0 | 1 | 0 | 2 | 0 | 17 | 0 | 100.0 | 0.0 | 0.0 |
| C% 13.0 | 22.7 | 22.2 | 10.3 | 4.3 | 21.1 | 0.0 | 3.2 | 13.9 | 12.3 | 28.7 | 12.3 | 17.9 | 0.0 | 0.0 | 15.7 | 8.8 | 11.8 | 0.0 | 13.0 | 0.0 | 100.0 | 0.0 | 0.0 | 0.0 |
| Don't know | 11 | 1 | 1 | 2 | 3 | 4 | 0 | 3 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 5 | 0 | 11 | 0 | 100.0 | 0.0 | 0.0 |
| C% 8.7 | 9.1 | 11.1 | 3.4 | 12.8 | 15.8 | 0.0 | 8.8 | 0.0 | 4.7 | 7.3 | 0.0 | 2.2 | 0.0 | 0.0 | 15.7 | 0.0 | 34.1 | 0.0 | 8.7 | 0.0 | 100.0 | 0.0 | 0.0 | 0.0 |
| Refused | 10 | 0 | 2 | 6 | 2 | 0 | 0 | 0 | 0 | 4 | 0 | 0 | 4 | 0 | 1 | 1 | 0 | 1 | 0 | 10 | 0 | 100.0 | 0.0 | 0.0 |
| C% 7.5 | 0.0 | 16.7 | 10.3 | 6.4 | 0.0 | 0.0 | 0.0 | 0.0 | 17.7 | 0.0 | 0.0 | 22.5 | 0.0 | 50.0 | 15.7 | 0.0 | 3.5 | 0.0 | 7.5 | 0.0 | 100.0 | 0.0 | 0.0 | 0.0 |
| MEAN: | 18.2 | 25.5 | 33.5 | 14.0 | 9.2 | 29.4 | 12.5 | 9.2 | 13.9 | 18.3 | 31.8 | 14.2 | 26.8 | 0.0 | 0.0 | 23.0 | 8.8 | 21.4 | * | 18.2 | * | 100.0 | 0.0 | 0.0 |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

B5. How long have you been employed by your firm?
 BASE: UMAs

| | SEMINAR CATEGORY | | | | | | | | | | | | | TYPE | | | | | | | | |
|--------------------|------------------|-------|-------|------------|-------|----------|-----------------|-------|-------|-------------|-------------|------------|------------|-------|-----------|-------|-------|-------|-------|-------|-------|-----|
| | CENTER NAME | | | Basic /Gen | | | High perf/ Irr/ | | | Pool pump- | | | Ref- riger | | | Water | | | | | | |
| | AgTAC | SDGE | CTAC | ETC | ERC | Au- dits | BE | Food | HVAC | Green build | Pumps Wells | Light -ing | M- tors | ing | Pro- cess | ation | T24 | Water | Waste | END | USER | UMA |
| | --A-- | --B-- | --C-- | --D-- | --E-- | --F-- | --G-- | --H-- | --I-- | --J-- | --K-- | --L-- | --M-- | --N-- | --O-- | --P-- | --Q-- | --R-- | --S-- | --T-- | --U-- | |
| Total | 131 | 9 | 11 | 60 | 26 | 25 | 1 | 30 | 9 | 22 | 18 | 6 | 19 | 1 | 1 | 4 | 5 | 16 | 0 | 131 | 0 | |
| C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 0.0 | 100.0 | 0.0 | |
| Less than 5 years | 30 | 3 | 1 | 17 | 4 | 5 | 0 | 12 | 0 | 5 | 6 | 1 | 0 | 0 | 0 | 0 | 0 | 6 | 0 | 30 | 0 | |
| C% | 22.7 | 31.8 | 11.1 | 27.6 | 14.9 | 21.1 | 0.0 | 39.3 | 0.0 | 22.0 | 33.1 | 12.3 | 0.0 | 0.0 | 0.0 | 0.0 | 8.8 | 38.8 | 0.0 | 22.7 | 0.0 | |
| 5 - 10 years | 19 | 2 | 1 | 2 | 4 | 9 | 0 | 5 | 1 | 2 | 3 | 2 | 2 | 0 | 0 | 1 | 0 | 4 | 0 | 19 | 0 | |
| C% | 14.3 | 27.3 | 11.1 | 3.4 | 14.9 | 36.8 | 0.0 | 17.0 | 13.9 | 7.6 | 14.7 | 24.7 | 12.5 | 0.0 | 0.0 | 15.7 | 0.0 | 22.4 | 0.0 | 14.3 | 0.0 | |
| 11 - 20 years | 36 | 2 | 4 | 17 | 8 | 4 | 1 | 6 | 5 | 7 | 2 | 2 | 5 | 0 | 1 | 3 | 2 | 4 | 0 | 36 | 0 | |
| C% | 27.2 | 27.3 | 38.9 | 27.6 | 31.9 | 15.8 | 50.0 | 18.7 | 50.0 | 30.2 | 11.8 | 24.7 | 24.6 | 0.0 | 50.0 | 84.3 | 45.6 | 24.7 | 0.0 | 27.2 | 0.0 | |
| More than 20 years | 47 | 1 | 4 | 25 | 9 | 7 | 1 | 7 | 3 | 8 | 7 | 2 | 12 | 1 | 1 | 0 | 2 | 2 | 0 | 47 | 0 | |
| C% | 35.4 | 13.6 | 38.9 | 41.4 | 36.2 | 26.3 | 50.0 | 25.0 | 36.1 | 37.6 | 40.5 | 38.3 | 62.9 | 100.0 | 50.0 | 0.0 | 45.6 | 14.1 | 0.0 | 35.4 | 0.0 | |
| Refused | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | |
| C% | 0.4 | 0.0 | 0.0 | 0.0 | 2.1 | 0.0 | 0.0 | 0.0 | 0.0 | 2.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 | 0.0 | |
| MEAN: | 17.1 | 10.7 | 18.0 | 19.2 | 17.5 | 13.3 | 18.5 | 12.8 | 21.3 | 19.1 | 15.4 | 16.8 | 25.9 | 21.0 | 30.0 | 13.6 | 19.5 | 10.5 | * | 17.1 | * | |
| | DE | | | B | B | | | M | R | R | M | | HKPR | | | M | | IJM | | | | |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

B3. How often do you or others in your company attend seminars, workshops or other training courses that address energy efficiency?

| | SEMINAR CATEGORY | | | | | | | | | | | | | | | | | | | | |
|--|------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| | CENTER NAME | | | Basic | | | | | High | | | | | TYPE | | | | | | | |
| | AgTAC | SDGE | CTAC | ETC | ERC | Au- | Gen | EE | Food | HVAC | Green | Irr/ | Light | Mo- | Pool | Ref- | Water | Waste | UMA | | |
| | ---A--- | ---B--- | ---C--- | ---D--- | ---E--- | ---F--- | ---G--- | ---H--- | ---I--- | ---J--- | ---K--- | ---L--- | ---M--- | ---N--- | ---O--- | ---P--- | ---Q--- | ---R--- | ---S--- | ---T--- | ---U--- |
| Total | 346 | 26 | 43 | 146 | 39 | 91 | 9 | 61 | 47 | 60 | 35 | 15 | 44 | 15 | 3 | 11 | 10 | 29 | 8 | 131 | 215 |
| C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| About once a month | 95 | 6 | 12 | 44 | 6 | 27 | 2 | 13 | 16 | 19 | 8 | 3 | 12 | 3 | 1 | 5 | 2 | 8 | 3 | 43 | 52 |
| C% 27.5 | 22.7 | 28.6 | 30.0 | 14.3 | 30.0 | 20.9 | 20.9 | 20.9 | 33.9 | 32.5 | 24.2 | 19.3 | 28.2 | 23.1 | 20.0 | 41.3 | 20.2 | 27.6 | 38.1 | 32.7 | 24.3 |
| About once a season/ year | 197 | 16 | 25 | 79 | 25 | 51 | 6 | 40 | 24 | 32 | 18 | 10 | 25 | 11 | 2 | 5 | 5 | 15 | 5 | 67 | 129 |
| C% 56.8 | 60.6 | 58.6 | 54.3 | 64.3 | 55.7 | 65.2 | 65.2 | 65.2 | 51.7 | 53.0 | 51.7 | 64.7 | 56.7 | 72.8 | 60.0 | 44.0 | 51.9 | 51.9 | 61.9 | 51.2 | 60.3 |
| Once every other year or less often | 31 | 4 | 4 | 13 | 6 | 5 | 1 | 5 | 0 | 8 | 7 | 2 | 5 | 0 | 0 | 1 | 0 | 2 | 0 | 14 | 17 |
| C% 9.0 | 13.6 | 8.6 | 8.6 | 8.6 | 15.7 | 5.7 | 13.9 | 8.3 | 0.0 | 13.5 | 19.3 | 16.0 | 10.4 | 0.0 | 0.0 | 9.1 | 3.9 | 5.8 | 0.0 | 10.8 | 7.9 |
| Not at all | 8 | 0 | 0 | 6 | 1 | 1 | 0 | 0 | 2 | 0 | 1 | 0 | 2 | 0 | 1 | 0 | 2 | 0 | 0 | 4 | 4 |
| C% 2.3 | 0.0 | 0.0 | 0.0 | 4.3 | 1.4 | 1.4 | 0.0 | 0.0 | 4.4 | 0.0 | 3.7 | 0.0 | 4.7 | 0.0 | 20.0 | 0.0 | 20.2 | 0.0 | 0.0 | 3.2 | 1.8 |
| Don't know | 15 | 1 | 2 | 4 | 2 | 7 | 0 | 3 | 5 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 4 | 0 | 3 | 12 |
| C% 4.3 | 3.0 | 4.3 | 2.9 | 4.3 | 7.1 | 7.1 | 0.0 | 5.6 | 10.0 | 1.0 | 1.1 | 0.0 | 0.0 | 4.1 | 0.0 | 5.5 | 3.9 | 14.7 | 0.0 | 2.1 | 5.7 |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

ENPLA. Are you involved in . . . Identifying new equipment needs at this facility?
 BASE: End-Users

| | | SEMINAR CATEGORY | | | | | | | | | | | | | TYPE | | | | | | |
|------------|---------|------------------|------------|----------|-------|-------|-------|-------|-------|-------|-------|-------------|------------|----------------|----------------|-----------|------------------|-----------|-------------|----------|-------|
| | | ----- | | | | | | | | | | | | | ----- | | | | | | |
| | | High | | | | | | | | | | | | | | | | | | | |
| | | Center Name | Basic /Gen | Au- dits | ERC | ETC | CTAC | SDGE | AgTAC | Food | HVAC | Green build | Irr/ Wells | Light Mo- tors | Pool pump- ing | Pro- cess | Ref- riger ation | T24 water | Water Waste | END USER | UMA |
| | | --B-- | --C-- | --D-- | --E-- | --F-- | --G-- | --H-- | --I-- | --J-- | --K-- | --L-- | --M-- | --N-- | --O-- | --P-- | --Q-- | --R-- | --S-- | --T-- | --U-- |
| Total | 215 | 18 | 32 | 85 | 13 | 66 | 8 | 31 | 38 | 38 | 17 | 8 | 26 | 14 | 2 | 7 | 6 | 13 | 8 | 0 | 215 |
| | C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 0.0 | 100.0 |
| Yes | 154 | 12 | 25 | 65 | 6 | 46 | 5 | 20 | 28 | 30 | 14 | 7 | 18 | 9 | 1 | 5 | 5 | 6 | 6 | 0 | 154 |
| | C% 71.7 | 68.2 | 78.8 | 75.6 | 47.8 | 68.6 | 64.8 | 63.9 | 73.6 | 80.7 | 80.5 | 81.1 | 70.7 | 63.0 | 33.3 | 74.9 | 93.1 | 43.7 | 82.8 | 0.0 | 71.7 |
| No | 60 | 6 | 7 | 21 | 7 | 20 | 3 | 11 | 9 | 7 | 3 | 2 | 7 | 5 | 1 | 2 | 0 | 7 | 1 | 0 | 60 |
| | C% 27.7 | 31.8 | 21.2 | 24.4 | 52.2 | 29.4 | 35.2 | 36.1 | 22.9 | 19.3 | 19.5 | 18.9 | 29.3 | 37.0 | 66.7 | 25.1 | 6.9 | 56.3 | 17.2 | 0.0 | 27.7 |
| Don't know | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| | C% 0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 2.0 | 0.0 | 0.0 | 3.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.6 |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

ENPLB. Are you involved in . . . Evaluating the technical or economic potential of new purchases?
 BASE: End-Users

| | | SEMINAR CATEGORY | | | | | | | | | | | | | | | | TYPE | | | | |
|-------|---------|-------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------|-------|
| | | ----- | | | | | | | | | | | | | | | | ----- | | | | |
| | | High | | | | | | | | | | | | | | | | | | | | |
| | | perf/ Irr/ | | | | | | | | | | | | | | | | | | | | |
| | | Green Pumps Light Mo- | | | | | | | | | | | | | | | | | | | | |
| | | build Wells -ing Mo- | | | | | | | | | | | | | | | | | | | | |
| | | --K-- --L-- --M-- --N-- | | | | | | | | | | | | | | | | | | | | |
| | | --J-- --I-- --H-- --G-- | | | | | | | | | | | | | | | | | | | | |
| | | Basic /Gen | | | | | | | | | | | | | | | | | | | | |
| | | Food HVAC | | | | | | | | | | | | | | | | | | | | |
| | | --I-- --J-- --K-- | | | | | | | | | | | | | | | | | | | | |
| | | Au- | | | | | | | | | | | | | | | | | | | | |
| | | dits | | | | | | | | | | | | | | | | | | | | |
| | | ERC | | | | | | | | | | | | | | | | | | | | |
| | | --F-- | | | | | | | | | | | | | | | | | | | | |
| | | ETC | | | | | | | | | | | | | | | | | | | | |
| | | --E-- | | | | | | | | | | | | | | | | | | | | |
| | | CTAC | | | | | | | | | | | | | | | | | | | | |
| | | --D-- | | | | | | | | | | | | | | | | | | | | |
| | | SDGE | | | | | | | | | | | | | | | | | | | | |
| | | --C-- | | | | | | | | | | | | | | | | | | | | |
| | | AgTAC | | | | | | | | | | | | | | | | | | | | |
| | | --B-- | | | | | | | | | | | | | | | | | | | | |
| | | A- | | | | | | | | | | | | | | | | | | | | |
| Total | 215 | 18 | 32 | 85 | 13 | 66 | 8 | 31 | 38 | 38 | 17 | 8 | 26 | 14 | 2 | 7 | 6 | 13 | 8 | 0 | 215 | |
| | C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 0.0 | 100.0 |
| Yes | 152 | 12 | 25 | 60 | 9 | 44 | 5 | 20 | 25 | 31 | 11 | 7 | 19 | 9 | 1 | 5 | 5 | 7 | 6 | 0 | 152 | |
| | C% 70.6 | 70.5 | 78.8 | 70.7 | 69.6 | 66.7 | 64.8 | 65.8 | 66.7 | 82.1 | 63.9 | 85.9 | 73.1 | 63.0 | 66.7 | 66.3 | 93.1 | 52.1 | 82.8 | 0.0 | 70.6 | |
| No | 63 | 5 | 7 | 25 | 4 | 22 | 3 | 10 | 13 | 7 | 6 | 1 | 7 | 5 | 1 | 2 | 0 | 6 | 1 | 0 | 63 | |
| | C% 29.4 | 29.5 | 21.2 | 29.3 | 30.4 | 33.3 | 35.2 | 34.2 | 33.3 | 17.9 | 36.1 | 14.1 | 26.9 | 37.0 | 33.3 | 33.7 | 6.9 | 47.9 | 17.2 | 0.0 | 29.4 | |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

ENPLC. Are you involved in . . . Giving final approval for new purchases?
 BASE: End-Users

| | | SEMINAR CATEGORY | | | | | | | | | | | | | TYPE | | | | | | | |
|------------|---------|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-----|-------|---|
| | | ----- | | | | | | | | | | | | | ----- | | | | | | | |
| | | High | | | | | | | | | | | | | | | | | | | | |
| | | perf/ Irr/ | | | | | | | | | | | | | | | | | | | | |
| | | Green Pumps Light Mo- | | | | | | | | | | | | | | | | | | | | |
| | | build Wells -ing Mo- | | | | | | | | | | | | | | | | | | | | |
| | | ---K---L---M---N---O---P---Q---R---S---T---U--- | | | | | | | | | | | | | | | | | | | | |
| | | Basic /Gen | | | | | | | | | | | | | | | | | | | | |
| | | Au- dits | | | | | | | | | | | | | | | | | | | | |
| | | ERC | | | | | | | | | | | | | | | | | | | | |
| | | ETC | | | | | | | | | | | | | | | | | | | | |
| | | ---D---E---F---G---H---I---J---K---L---M---N---O---P---Q---R---S---T---U--- | | | | | | | | | | | | | | | | | | | | |
| | | CENTER NAME | | | | | | | | | | | | | | | | | | | | |
| | | AgTAC SDGE CTAC | | | | | | | | | | | | | | | | | | | | |
| | | ---C---D---E---F---G---H---I---J---K---L---M---N---O---P---Q---R---S---T---U--- | | | | | | | | | | | | | | | | | | | | |
| Total | 215 | 18 | 32 | 85 | 13 | 66 | 8 | 31 | 38 | 38 | 17 | 8 | 26 | 14 | 2 | 7 | 6 | 13 | 8 | 0 | 215 | |
| | C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 0.0 | 100.0 | |
| Yes | 94 | 4 | 14 | 42 | 6 | 30 | 2 | 15 | 20 | 18 | 4 | 2 | 14 | 5 | 1 | 2 | 4 | 2 | 4 | 0 | 94 | |
| | C% 44.0 | 20.5 | 42.3 | 48.8 | 43.5 | 45.1 | 32.4 | 48.0 | 54.2 | 49.1 | 24.8 | 28.3 | 52.9 | 31.5 | 66.7 | 26.5 | 72.2 | 18.3 | 55.0 | 0.0 | 44.0 | |
| | | CDF | B | B | B | B | B | B | B | B | B | B | B | B | B | B | B | B | B | B | B | B |
| No | 117 | 14 | 19 | 42 | 7 | 35 | 5 | 16 | 16 | 19 | 11 | 6 | 12 | 10 | 1 | 5 | 2 | 11 | 3 | 0 | 117 | |
| | C% 54.4 | 79.5 | 57.7 | 48.8 | 56.5 | 52.9 | 67.6 | 52.0 | 42.4 | 50.9 | 63.1 | 71.7 | 47.1 | 68.5 | 33.3 | 73.5 | 27.8 | 81.7 | 45.0 | 0.0 | 54.4 | |
| | | CDF | B | B | B | B | B | B | B | B | B | B | B | B | B | B | B | B | B | B | B | B |
| Don't know | 3 | 0 | 0 | 2 | 0 | 0 | 1 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | |
| | C% 1.6 | 0.0 | 0.0 | 2.4 | 0.0 | 2.0 | 0.0 | 0.0 | 3.5 | 0.0 | 12.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.6 | |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

ENPLD. Are you involved in . . . Selecting a supplier or vendor to install the new equipment?
 BASE: End-Users

| | | SEMINAR CATEGORY | | | | | | | | | | | | | | TYPE | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-------------|--|------------------|--|-------|--|-------|--|-------|--|-----------|--|-------|--|-------|--|-------|--|-------|--|-------|--|-------|--|-------|--|-------|--|-------|--|-------|--|-------|--|-------|--|-------|--|-------|--|-------|--|---|--|
| | | ----- | | | | | | | | | | | | | | ----- | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | High | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CENTER NAME | | Basic /Gen | | Food | | HVAC | | Irr/ | | Light Mo- | | Pool | | Ref- | | Water | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Au- | | I- | | J- | | K- | | L- | | M- | | N- | | O- | | P- | | Q- | | R- | | S- | | T- | | U- | | | | | | | | | | | | | | | |
| | | D | | E | | F | | G | | H | | I | | J | | K | | L | | M | | N | | O | | P | | Q | | R | | S | | T | | U | | | | | | | |
| | | C | | D | | E | | F | | G | | H | | I | | J | | K | | L | | M | | N | | O | | P | | Q | | R | | S | | T | | U | | | | | |
| | | B | | C | | D | | E | | F | | G | | H | | I | | J | | K | | L | | M | | N | | O | | P | | Q | | R | | S | | T | | U | | | |
| | | A | | B | | C | | D | | E | | F | | G | | H | | I | | J | | K | | L | | M | | N | | O | | P | | Q | | R | | S | | T | | U | |
| | | AgTAC | | SDGE | | CTAC | | ETC | | ERC | | ETC | | ERC | | ETC | | ERC | | ETC | | ERC | | ETC | | ERC | | ETC | | ERC | | ETC | | ERC | | ETC | | ERC | | ETC | | | |
| | | 18 | | 32 | | 85 | | 13 | | 66 | | 8 | | 31 | | 38 | | 38 | | 17 | | 8 | | 26 | | 14 | | 2 | | 7 | | 6 | | 13 | | 8 | | 0 | | 215 | | | |
| Total | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | | |
| | | 12 | | 22 | | 56 | | 7 | | 36 | | 4 | | 20 | | 22 | | 31 | | 5 | | 4 | | 20 | | 8 | | 0 | | 4 | | 5 | | 4 | | 6 | | 0 | | 133 | | | |
| Yes | | 65.9 | | 69.2 | | 65.9 | | 52.2 | | 54.9 | | 56.7 | | 65.8 | | 57.6 | | 82.3 | | 29.4 | | 51.9 | | 77.3 | | 55.6 | | 0.0 | | 52.2 | | 93.1 | | 28.2 | | 82.8 | | 0.0 | | 62.2 | | | |
| C% | | 35.7 | | 35.7 | | 35.7 | | 35.7 | | 35.7 | | 35.7 | | 35.7 | | 35.7 | | 35.7 | | 35.7 | | 35.7 | | 35.7 | | 35.7 | | 35.7 | | 35.7 | | 35.7 | | 35.7 | | 35.7 | | 35.7 | | 35.7 | | | |
| | | 6 | | 10 | | 27 | | 6 | | 27 | | 3 | | 10 | | 13 | | 7 | | 10 | | 4 | | 6 | | 6 | | 2 | | 3 | | 0 | | 9 | | 1 | | 0 | | 77 | | | |
| No | | 34.1 | | 30.8 | | 31.7 | | 47.8 | | 41.2 | | 43.3 | | 34.2 | | 35.4 | | 17.7 | | 58.6 | | 48.1 | | 22.7 | | 44.4 | | 100.0 | | 47.8 | | 6.9 | | 71.8 | | 17.2 | | 0.0 | | 35.7 | | | |
| C% | | 0.0 | | 0.0 | | 2.4 | | 0.0 | | 3.9 | | 0.0 | | 0.0 | | 6.9 | | 0.0 | | 12.0 | | 0.0 | | 0.0 | | 0.0 | | 0.0 | | 0.0 | | 0.0 | | 0.0 | | 0.0 | | 0.0 | | 0.0 | | | |
| Don't know | | 0.0 | | 0.0 | | 0.0 | | 0.0 | | 0.0 | | 0.0 | | 0.0 | | 0.0 | | 0.0 | | 0.0 | | 0.0 | | 0.0 | | 0.0 | | 0.0 | | 0.0 | | 0.0 | | 0.0 | | 0.0 | | 0.0 | | 0.0 | | | |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

NP2A. What source of information do you or other decision makers at your facility prefer to use to collect information on . . . New technologies?

| | SEMINAR CATEGORY | | | | | | | | | | | | | | TYPE | | | | | | | | | |
|---|------------------|-------|-------|-------|------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-----|
| | CENTER NAME | | | | Basic /Gen | | | | High | | | | Ref- | | | Water | | | | | | | | |
| | AgTAC | SDGE | CTAC | ETC | Au- | ERC | ETC | Food | HVAC | Green | Pumps | Irr/ | Light | Mo- | Pool | Pro- | Ref- | Water | Water | END | USER | UMA | | |
| | --A-- | --B-- | --C-- | --D-- | --E-- | --F-- | --G-- | --H-- | --I-- | --J-- | --K-- | --L-- | --M-- | --N-- | --O-- | --P-- | --Q-- | --R-- | --S-- | --T-- | --U-- | --V-- | | |
| Total | 346 | 26 | 43 | 146 | 39 | 91 | 9 | 61 | 47 | 60 | 35 | 15 | 44 | 15 | 3 | 11 | 10 | 29 | 8 | 131 | 215 | 100.0 | 100.0 | |
| C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| Trade journals | 146 | 12 | 16 | 69 | 13 | 35 | 3 | 31 | 21 | 26 | 10 | 6 | 20 | 7 | 1 | 2 | 5 | 10 | 4 | 55 | 91 | 42.6 | 42.6 | |
| C%42.2 | 47.0 | 37.1 | 47.1 | 34.3 | 38.6 | 34.8 | 34.8 | 51.2 | 43.9 | 43.8 | 29.0 | 40.1 | 44.3 | 47.9 | 20.0 | 20.2 | 48.1 | 35.3 | 55.0 | 41.5 | 42.6 | 42.6 | 42.6 | |
| Manufacturers reps | 60 | 4 | 10 | 23 | 6 | 17 | 1 | 10 | 13 | 13 | 0 | 4 | 7 | 3 | 0 | 2 | 5 | 4 | 0 | 24 | 36 | 16.9 | 16.9 | |
| C%17.4 | 16.7 | 22.9 | 15.7 | 15.7 | 15.7 | 18.6 | 7.0 | 15.9 | 27.8 | 21.8 | 0.0 | 24.6 | 16.0 | 19.0 | 0.0 | 16.6 | 44.2 | 14.1 | 0.0 | 18.3 | 16.9 | 16.9 | 16.9 | |
| Distributors or other sales staff | 39 | 5 | 4 | 15 | 7 | 8 | 0 | 6 | 9 | 11 | 0 | 2 | 1 | 2 | 1 | 0 | 3 | 4 | 1 | 10 | 29 | 13.3 | 13.3 | |
| C%11.2 | 18.2 | 10.0 | 10.0 | 10.6 | 18.6 | 8.6 | 0.0 | 10.6 | 18.3 | 18.2 | 0.0 | 13.4 | 1.4 | 13.6 | 20.0 | 0.0 | 27.9 | 14.1 | 10.6 | 7.8 | 13.3 | 13.3 | 13.3 | |
| Seminars or workshops | 76 | 6 | 9 | 42 | 6 | 14 | 3 | 12 | 9 | 9 | 12 | 2 | 16 | 5 | 1 | 3 | 0 | 4 | 0 | 31 | 45 | 21.0 | 21.0 | |
| C%22.1 | 21.2 | 20.0 | 28.6 | 15.7 | 15.7 | 15.7 | 30.3 | 19.7 | 18.3 | 14.8 | 34.9 | 16.0 | 36.8 | 32.8 | 40.0 | 29.7 | 3.9 | 12.8 | 0.0 | 23.8 | 21.0 | 21.0 | 21.0 | |
| Colleagues within company | 36 | 3 | 2 | 15 | 4 | 12 | 2 | 4 | 5 | 6 | 8 | 4 | 1 | 0 | 0 | 1 | 0 | 4 | 2 | 5 | 32 | 14.7 | 14.7 | |
| C%10.5 | 12.1 | 5.7 | 10.0 | 11.4 | 12.9 | 12.9 | 20.9 | 6.5 | 11.1 | 9.4 | 21.5 | 24.6 | 2.7 | 0.0 | 0.0 | 9.1 | 0.0 | 14.7 | 27.5 | 3.7 | 14.7 | 14.7 | 14.7 | |
| Colleagues outside company/other business | 21 | 4 | 6 | 6 | 3 | 3 | 1 | 5 | 1 | 5 | 0 | 2 | 5 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 6 | 16 | 7.3 | 7.3 |
| C%6.2 | 13.6 | 12.9 | 4.3 | 8.6 | 2.9 | 13.9 | 7.4 | 7.4 | 2.8 | 7.9 | 1.1 | 10.7 | 11.3 | 15.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 5.3 | 4.3 | 7.3 | 7.3 | 7.3 |
| Consultants (engineers, architects) | 18 | 1 | 4 | 4 | 1 | 8 | 1 | 2 | 3 | 1 | 3 | 0 | 3 | 2 | 0 | 0 | 0 | 3 | 0 | 3 | 15 | 7.1 | 7.1 | |
| C%5.3 | 3.0 | 10.0 | 2.9 | 2.9 | 2.9 | 8.6 | 7.0 | 3.7 | 5.6 | 1.0 | 9.7 | 0.0 | 7.0 | 16.6 | 0.0 | 0.0 | 0.0 | 10.9 | 0.0 | 2.4 | 7.1 | 7.1 | 7.1 | |
| Utility company | 22 | 2 | 2 | 8 | 3 | 7 | 1 | 1 | 7 | 4 | 2 | 1 | 2 | 1 | 0 | 0 | 0 | 2 | 1 | 9 | 13 | 6.1 | 6.1 | |
| C%6.4 | 6.1 | 5.7 | 5.7 | 8.6 | 7.1 | 7.1 | 7.0 | 0.9 | 15.6 | 7.5 | 5.9 | 5.3 | 4.7 | 6.8 | 0.0 | 0.0 | 3.9 | 5.8 | 17.2 | 7.1 | 6.1 | 6.1 | 6.1 | |
| The Internet | 108 | 7 | 11 | 52 | 11 | 27 | 2 | 26 | 8 | 17 | 16 | 2 | 14 | 4 | 0 | 3 | 5 | 10 | 0 | 42 | 66 | 30.7 | 30.7 | |
| C%31.2 | 25.8 | 25.7 | 35.7 | 27.1 | 30.0 | 27.9 | 42.6 | 17.2 | 28.8 | 46.9 | 10.7 | 30.7 | 29.0 | 0.0 | 28.3 | 44.2 | 35.9 | 5.3 | 32.1 | 30.7 | 30.7 | 30.7 | 30.7 | |
| Don't know/Refused | 31 | 2 | 5 | 10 | 3 | 10 | 0 | 7 | 6 | 6 | 3 | 0 | 3 | 1 | 1 | 2 | 0 | 1 | 1 | 15 | 16 | 7.6 | 7.6 | |
| C%8.9 | 6.1 | 11.4 | 7.1 | 8.6 | 11.4 | 0.0 | 11.8 | 12.8 | 9.5 | 7.4 | 2.7 | 6.1 | 8.3 | 20.0 | 18.2 | 0.0 | 3.8 | 17.2 | 11.1 | 15 | 16 | 7.6 | 7.6 | |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

NP2B. What source of information do you or other decision makers at your facility prefer to use to collect information on . . . Energy use at your facility?

| | | SEMINAR CATEGORY | | | | | | | | | | | | | TYPE | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-------------|--|------------------|--|--|-----------------------------|--|--|-------------------|--|--|----------------------|--|--|---------------------|------|-----------------|-------------|--|-------------|-------------|--|-----------------------|--|-------------------|--|----------------|--|----------------|----------------|----------------|----------------|----------------|---------------|----------------|----------------|---------------|---------------|---------------|----------------|---------------|------------------|-----------|--|
| CENTER NAME | | Basic /Gen | | | High perf/ Irr/ Green Pumps | | | Light Motors | | | Pool pump- Pro- cess | | | Ref- iger ation T24 | | Water Waste END | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ----- | | Au- dits | | | Food HVAC | | | --L-- --M-- --N-- | | | --O-- --P-- | | | --Q-- --R-- | | --S-- --T-- | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ----- | | ERC ETC | | | --I-- --J-- | | | --K-- --L-- | | | --M-- --N-- | | | --O-- --P-- | | | --Q-- --R-- | | --S-- --T-- | | | | | | | | | | | | | | | | | | | | | | | | |
| ----- | | SDGE CTAC | | | BE | | | --H-- --I-- | | | --J-- --K-- | | | --L-- --M-- | | | --N-- --O-- | | | --P-- --Q-- | | --R-- --S-- | | --T-- --U-- | | | | | | | | | | | | | | | | | | | |
| ----- | | 26 43 146 | | | 91 | | | 61 47 60 | | | 35 15 44 | | | 15 15 15 | | | 3 11 10 | | | 29 8 131 | | 215 100.0 100.0 100.0 | | 100.0 100.0 100.0 | | 100.0 100.0 | | | | | | | | | | | | | | | | | |
| ----- | | 3 7 33 | | | 18 | | | 11 11 11 | | | 3 3 12 | | | 6 6 6 | | | 0 2 3 | | | 4 4 4 | | 3 3 3 | | 25 43 19.5 | | 21.2 15.7 22.9 | | 8.6 20.0 30.3 | | 17.4 23.9 11.7 | | | 9.7 18.7 27.4 | | | 38.5 0.0 17.2 | | | 27.9 12.8 44.7 | | 20.0 100.0 100.0 | | |
| ----- | | 2 6 27 | | | 7 18 | | | 1 15 10 | | | 7 5 3 | | | 5 2 2 | | | 0 1 4 | | | 6 6 0 | | 0 31 29 | | 61 17.5 | | 9.1 12.9 18.6 | | 18.6 20.0 13.9 | | | 25.5 22.2 12.2 | | | 15.6 21.9 11.4 | | | 10.9 0.0 5.5 | | | 40.3 20.5 0.0 | | 23.9 13.6 | |
| ----- | | 2 4 8 | | | 7 5 | | | 0 4 7 | | | 0 2 2 | | | 0 2 2 | | | 0 1 2 | | | 0 2 0 | | 0 10 18 | | 28 8.0 | | 9.1 10.0 5.7 | | 18.6 5.7 0.0 | | | 6.2 15.6 13.7 | | | 0.0 10.7 4.7 | | | 0.0 40.0 16.6 | | | 0.0 5.8 0.0 | | 7.4 8.3 | |
| ----- | | 3 6 23 | | | 2 16 | | | 1 9 5 | | | 3 0 9 | | | 5 0 3 | | | 0 3 0 | | | 4 4 0 | | 25 25 | | 50 14.3 | | 12.1 12.9 15.7 | | 5.7 17.1 13.9 | | | 15.6 11.1 14.5 | | | 8.6 2.7 20.3 | | | 30.2 0.0 29.7 | | | 3.9 15.4 0.0 | | 18.8 11.6 | |
| ----- | | 2 2 15 | | | 2 10 | | | 1 6 1 | | | 9 5 2 | | | 0 0 0 | | | 1 1 0 | | | 4 4 2 | | 28 9.2 | | 7.6 5.7 10.0 | | 5.7 11.4 7.0 | | | 10.6 2.8 14.4 | | | 13.4 16.6 0.9 | | | 2.7 0.0 9.1 | | | 0.0 12.8 27.5 | | 3.2 12.8 | | | |
| ----- | | 1 1 8 | | | 1 0 | | | 2 0 1 | | | 0 1 0 | | | 1 6 1 | | | 0 0 0 | | | 0 0 0 | | 8 8 | | 11 4.5 | | 1.4 5.7 1.4 | | 0.0 4.1 0.0 | | | 5.3 14.2 4.1 | | | 0.0 0.0 0.0 | | | 0.0 0.0 2.0 | | 3.8 18 | | | | |
| ----- | | 2 4 6 | | | 4 4.3 | | | 0 2 2.8 | | | 7.2 5.1 2.3 | | | 1 0 5 | | | 1 0 1 | | | 1 0 1 | | 9 9 | | 18 5.1 | | 7.6 8.6 4.3 | | 4.3 4.3 0.0 | | | 2.8 7.2 12.3 | | | 8.3 0.0 9.1 | | | 0.0 1.9 0.0 | | 6.7 4.1 | | | | |
| ----- | | 6 13 33 | | | 4 21 | | | 5 13 13 | | | 7 2 15 | | | 5 5 1 | | | 1 2 4 | | | 4 4 4 | | 64 22.4 | | 24.2 30.0 22.9 | | 10.0 22.9 48.8 | | | 8.1 27.8 34.4 | | | 34.3 20.0 16.6 | | | 24.0 12.8 55.3 | | 10.4 29.8 | | | | | | |
| ----- | | 4 5 21 | | | 7 7 | | | 1 15 2 | | | 7 7 2 | | | 2 1 1 | | | 3 0 4 | | | 0 0 0 | | 21 43 | | 12.5 16.7 11.4 | | 14.3 17.1 7.1 | | | 7.0 24.1 4.4 | | | 11.1 20.5 13.4 | | | 4.7 8.3 20.0 | | | 22.7 0.0 12.2 | | 5.3 17.0 | | | |
| ----- | | 5 9 25 | | | 9 20 | | | 0 12 12 | | | 11 12 2 | | | 5 2 5 | | | 2 1 2 | | | 0 7 1 | | 23 19.8 | | 19.7 21.4 17.1 | | 24.3 21.4 0.0 | | | 19.2 25.6 18.7 | | | 34.9 16.0 11.3 | | | 13.6 40.0 18.2 | | | 3.9 25.0 17.2 | | 17.5 21.2 | | | |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

NP2C. What source of information do you or other decision makers at your facility prefer to use to collect information on . . . Energy efficiency?

| | | SEMINAR CATEGORY | | | | | | | | | | | | | | | | TYPE | | | |
|---|-------|------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|----|
| CENTER NAME | | Basic /Gen | | | | High | | | | Pool | | | | Ref- | | | | Water | | | |
| ----- | | Au- | | | | Green | | | | Irr/ | | | | Pump- | | | | Waste | | | |
| ----- | | dits | | | | build | | | | pumps | | | | cess | | | | END | | | |
| ----- | | ERC | | | | HVAC | | | | Wells | | | | tion | | | | USER | | | |
| ----- | | ETC | | | | Food | | | | Light | | | | T24 | | | | UMA | | | |
| ----- | | --D-- | | | | --I-- | | | | --K-- | | | | --O-- | | | | --T-- | | | |
| ----- | | --C-- | | | | --J-- | | | | --L-- | | | | --P-- | | | | --U-- | | | |
| ----- | | --B-- | | | | --H-- | | | | --M-- | | | | --R-- | | | | --S-- | | | |
| ----- | | --A-- | | | | --G-- | | | | --N-- | | | | --Q-- | | | | --W-- | | | |
| Total | 346 | 26 | 43 | 146 | 91 | 9 | 61 | 47 | 60 | 35 | 15 | 44 | 15 | 3 | 11 | 10 | 29 | 8 | 131 | 215 | |
| C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| Trade journals | 60 | 6 | 10 | 23 | 3 | 18 | 5 | 10 | 8 | 9 | 5 | 3 | 9 | 3 | 0 | 2 | 0 | 4 | 2 | 40 | |
| C%17.5 | 22.7 | 22.9 | 15.7 | 8.6 | 20.0 | 51.2 | 16.1 | 16.7 | 14.4 | 15.6 | 18.7 | 20.2 | 23.1 | 0.0 | 20.7 | 3.9 | 14.7 | 27.5 | 15.2 | 18.9 | |
| Manufacturers reps | 62 | 3 | 6 | 25 | 8 | 21 | 1 | 11 | 12 | 13 | 5 | 4 | 5 | 1 | 1 | 5 | 5 | 0 | 28 | 34 | |
| C%17.9 | 10.6 | 12.9 | 17.1 | 20.0 | 22.9 | 7.0 | 17.7 | 25.0 | 21.5 | 15.6 | 24.6 | 10.5 | 8.3 | 20.0 | 5.5 | 44.2 | 18.6 | 0.0 | 21.3 | 15.9 | |
| Distributors or other sales staff | 33 | 4 | 6 | 10 | 7 | 7 | 0 | 5 | 7 | 10 | 0 | 1 | 3 | 1 | 1 | 0 | 3 | 1 | 0 | 13 | 20 |
| C%9.5 | 13.6 | 12.9 | 7.1 | 17.1 | 7.1 | 0.0 | 8.3 | 15.6 | 16.7 | 0.0 | 8.0 | 7.5 | 9.5 | 20.0 | 0.0 | 27.9 | 3.8 | 0.0 | 10.0 | 9.2 | |
| Seminars or workshops | 43 | 4 | 5 | 19 | 3 | 12 | 1 | 7 | 4 | 7 | 5 | 1 | 7 | 4 | 0 | 3 | 1 | 3 | 0 | 14 | 29 |
| C%12.4 | 15.2 | 11.4 | 12.9 | 8.6 | 12.9 | 7.0 | 12.2 | 8.3 | 11.6 | 14.5 | 5.3 | 15.6 | 26.0 | 0.0 | 29.7 | 7.7 | 10.9 | 0.0 | 10.6 | 13.5 | |
| Colleagues within company | 35 | 2 | 1 | 17 | 2 | 13 | 1 | 8 | 1 | 6 | 5 | 2 | 2 | 0 | 0 | 1 | 0 | 6 | 2 | 8 | 27 |
| C%10.2 | 7.6 | 2.9 | 11.4 | 5.7 | 14.3 | 7.0 | 13.7 | 2.8 | 10.1 | 14.5 | 16.6 | 4.7 | 2.7 | 0.0 | 9.1 | 0.0 | 19.9 | 27.5 | 6.4 | 12.5 | |
| Colleagues outside company/other business | 11 | 1 | 1 | 8 | 1 | 0 | 1 | 2 | 0 | 1 | 0 | 1 | 6 | 0 | 0 | 0 | 0 | 1 | 0 | 3 | 8 |
| C%3.1 | 3.0 | 1.4 | 5.7 | 2.9 | 0.0 | 7.0 | 3.4 | 0.0 | 0.9 | 0.0 | 5.3 | 14.2 | 0.0 | 0.0 | 0.0 | 0.0 | 1.9 | 0.0 | 2.4 | 3.6 | |
| Consultants (engineers, architects) | 30 | 2 | 6 | 17 | 2 | 4 | 0 | 3 | 5 | 7 | 1 | 0 | 10 | 2 | 0 | 1 | 0 | 1 | 0 | 17 | 13 |
| C%8.7 | 6.1 | 12.9 | 11.4 | 5.7 | 4.3 | 0.0 | 5.0 | 10.0 | 12.2 | 2.3 | 2.7 | 23.1 | 12.4 | 0.0 | 5.5 | 0.0 | 3.8 | 0.0 | 12.9 | 6.1 | |
| Utility company | 72 | 5 | 11 | 29 | 4 | 22 | 4 | 7 | 10 | 13 | 8 | 1 | 10 | 6 | 0 | 1 | 2 | 5 | 4 | 12 | 60 |
| C%20.7 | 19.7 | 24.3 | 20.0 | 11.4 | 24.3 | 41.8 | 12.1 | 22.2 | 22.4 | 24.2 | 5.3 | 23.5 | 37.0 | 0.0 | 5.5 | 20.2 | 17.3 | 50.0 | 8.8 | 27.9 | |
| The Internet | 48 | 3 | 7 | 23 | 6 | 9 | 1 | 16 | 2 | 9 | 3 | 1 | 4 | 4 | 1 | 3 | 0 | 4 | 0 | 20 | 28 |
| C%13.9 | 12.1 | 15.7 | 15.7 | 15.7 | 10.0 | 13.9 | 26.2 | 4.4 | 15.2 | 9.7 | 5.3 | 9.5 | 24.8 | 20.0 | 28.3 | 0.0 | 12.8 | 5.3 | 15.1 | 13.2 | |
| Don't know/Refused | 64 | 4 | 8 | 23 | 8 | 21 | 0 | 9 | 15 | 8 | 10 | 2 | 6 | 1 | 1 | 3 | 0 | 7 | 1 | 23 | 41 |
| C%18.5 | 16.7 | 18.6 | 15.7 | 20.0 | 22.9 | 0.0 | 14.9 | 32.8 | 13.4 | 29.0 | 16.0 | 13.2 | 4.1 | 40.0 | 23.8 | 3.9 | 25.0 | 17.2 | 17.3 | 19.2 | |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

NP2D. What source of information do you or other decision makers at your facility prefer to use to collect information on . . . vendors and contractors?
 BASE: End-users

| | | SEMINAR CATEGORY | | | | | | | | | | | | TYPE | | | | | | | | |
|---|--|------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| | | CENTER NAME | | | | | | High | | | | | | | | | | | | | | |
| | | AgTAC | | SDGE | | CTAC | | ETC | | ERC | | Au- | | Basic | | High | | | | | | |
| | | --B-- | | --C-- | | --D-- | | --E-- | | --F-- | | --G-- | | --H-- | | --I-- | | | | | | |
| | | Total | | % | | Total | | % | | Total | | % | | Total | | % | | | | | | |
| | | 346 | | 26 | | 43 | | 146 | | 39 | | 91 | | 9 | | 61 | | | | | | |
| | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | | | | | |
| | | 42 | | 6 | | 7 | | 21 | | 2 | | 7 | | 3 | | 5 | | | | | | |
| | | 12.1 | | 21.2 | | 15.7 | | 14.3 | | 5.7 | | 7.1 | | 37.3 | | 7.8 | | | | | | |
| | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | | | | | |
| | | 43 | | 1 | | 2 | | 21 | | 2 | | 17 | | 1 | | 10 | | | | | | |
| | | 12.5 | | 5.7 | | 14.3 | | 4.3 | | 18.6 | | 7.0 | | 16.8 | | 26.7 | | | | | | |
| | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | | | | | |
| | | 31 | | 2 | | 4 | | 13 | | 2 | | 10 | | 1 | | 6 | | | | | | |
| | | 8.9 | | 9.1 | | 8.6 | | 8.6 | | 4.3 | | 11.4 | | 7.0 | | 9.9 | | | | | | |
| | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | | | | | |
| | | 23 | | 0 | | 3 | | 13 | | 0 | | 7 | | 0 | | 3 | | | | | | |
| | | 6.5 | | 1.5 | | 7.1 | | 8.6 | | 0.0 | | 7.1 | | 0.0 | | 5.6 | | | | | | |
| | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | | | | | |
| | | 35 | | 4 | | 7 | | 13 | | 2 | | 10 | | 2 | | 4 | | | | | | |
| | | 10.2 | | 15.2 | | 15.7 | | 8.6 | | 4.3 | | 11.4 | | 20.9 | | 6.2 | | | | | | |
| | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | | | | | |
| | | 26 | | 2 | | 4 | | 10 | | 1 | | 9 | | 2 | | 3 | | | | | | |
| | | 7.6 | | 9.1 | | 8.6 | | 7.1 | | 1.4 | | 10.0 | | 20.9 | | 4.4 | | | | | | |
| | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | | | | | |
| | | 7 | | 0 | | 2 | | 0 | | 1 | | 4 | | 0 | | 2 | | | | | | |
| | | 2.0 | | 0.0 | | 5.7 | | 0.0 | | 1.4 | | 4.3 | | 0.0 | | 3.1 | | | | | | |
| | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | | | | | |
| | | 21 | | 1 | | 2 | | 10 | | 1 | | 7 | | 1 | | 4 | | | | | | |
| | | 6.2 | | 3.0 | | 5.7 | | 7.1 | | 2.9 | | 7.1 | | 13.9 | | 6.5 | | | | | | |
| | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | | | | | |
| | | 30 | | 2 | | 5 | | 17 | | 3 | | 4 | | 1 | | 8 | | | | | | |
| | | 8.7 | | 6.1 | | 11.4 | | 11.4 | | 7.1 | | 4.3 | | 7.0 | | 13.4 | | | | | | |
| | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | | | | | |
| | | 35 | | 4 | | 3 | | 10 | | 3 | | 14 | | 0 | | 2 | | | | | | |
| | | 10.2 | | 15.2 | | 7.1 | | 7.1 | | 8.6 | | 15.7 | | 0.0 | | 4.0 | | | | | | |
| | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | | | | | |
| Total | | 346 | 26 | 43 | 146 | 39 | 91 | 9 | 61 | 47 | 60 | 35 | 15 | 44 | 15 | 3 | 11 | 10 | 29 | 8 | 131 | 215 |
| | | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Trade journals | | 42 | 6 | 7 | 21 | 2 | 7 | 3 | 5 | 7 | 9 | 0 | 2 | 4 | 5 | 0 | 1 | 1 | 1 | 1 | 5 | 42 |
| | | 12.1 | 21.2 | 15.7 | 14.3 | 5.7 | 7.1 | 37.3 | 7.8 | 13.9 | 14.6 | 1.1 | 13.4 | 9.9 | 30.2 | 0.0 | 5.5 | 11.6 | 3.8 | 60.3 | 0.0 | 19.6 |
| | | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% |
| Manufacturers reps | | 43 | 1 | 2 | 21 | 2 | 17 | 1 | 10 | 13 | 4 | 5 | 0 | 4 | 1 | 0 | 0 | 2 | 3 | 0 | 0 | 43 |
| | | 12.5 | 5.7 | 14.3 | 4.3 | 18.6 | 7.0 | 16.8 | 26.7 | 6.5 | 13.4 | 0.0 | 9.5 | 9.5 | 9.5 | 0.0 | 0.0 | 20.2 | 10.9 | 5.3 | 0.0 | 20.1 |
| | | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% |
| Distributors or other sales staff | | 31 | 2 | 4 | 13 | 2 | 10 | 1 | 6 | 7 | 6 | 0 | 3 | 3 | 1 | 0 | 1 | 0 | 2 | 0 | 0 | 31 |
| | | 8.9 | 9.1 | 8.6 | 8.6 | 4.3 | 11.4 | 7.0 | 9.9 | 15.6 | 10.9 | 0.0 | 19.3 | 6.1 | 9.5 | 0.0 | 5.5 | 3.9 | 6.4 | 5.3 | 0.0 | 14.3 |
| | | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% |
| Seminars or workshops | | 23 | 0 | 3 | 13 | 0 | 7 | 0 | 3 | 5 | 2 | 2 | 0 | 5 | 3 | 0 | 1 | 0 | 0 | 0 | 0 | 23 |
| | | 6.5 | 1.5 | 7.1 | 8.6 | 0.0 | 7.1 | 0.0 | 5.6 | 11.1 | 3.5 | 5.9 | 0.0 | 12.3 | 20.7 | 0.0 | 11.1 | 0.0 | 0.0 | 0.0 | 0.0 | 10.5 |
| | | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% |
| Colleagues within company | | 35 | 4 | 7 | 13 | 2 | 10 | 2 | 4 | 5 | 11 | 2 | 0 | 2 | 2 | 1 | 1 | 0 | 3 | 2 | 0 | 35 |
| | | 10.2 | 15.2 | 15.7 | 8.6 | 4.3 | 11.4 | 20.9 | 6.2 | 11.1 | 18.4 | 5.9 | 2.7 | 5.1 | 12.1 | 20.0 | 12.7 | 3.9 | 9.0 | 27.5 | 0.0 | 16.5 |
| | | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% |
| Colleagues outside company/other business | | 26 | 2 | 4 | 10 | 1 | 9 | 2 | 3 | 5 | 4 | 1 | 1 | 7 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 26 |
| | | 7.6 | 9.1 | 8.6 | 7.1 | 1.4 | 10.0 | 20.9 | 4.4 | 11.1 | 6.4 | 3.7 | 8.0 | 15.1 | 6.8 | 0.0 | 11.1 | 0.0 | 4.5 | 0.0 | 0.0 | 12.2 |
| | | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% |
| Consultants (engineers, architects) | | 7 | 0 | 2 | 0 | 1 | 4 | 0 | 2 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 7 |
| | | 2.0 | 0.0 | 5.7 | 0.0 | 1.4 | 4.3 | 0.0 | 3.1 | 2.8 | 1.0 | 0.0 | 0.0 | 1.4 | 8.3 | 0.0 | 0.0 | 0.0 | 4.5 | 0.0 | 0.0 | 3.2 |
| | | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% |
| Utility company | | 21 | 1 | 2 | 10 | 1 | 7 | 1 | 4 | 1 | 3 | 0 | 0 | 3 | 2 | 0 | 0 | 2 | 3 | 1 | 0 | 21 |
| | | 6.2 | 3.0 | 5.7 | 7.1 | 2.9 | 7.1 | 13.9 | 6.5 | 2.8 | 5.5 | 0.0 | 2.7 | 6.1 | 13.9 | 0.0 | 0.0 | 24.0 | 9.0 | 17.2 | 0.0 | 9.9 |
| | | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% |
| The Internet | | 30 | 2 | 5 | 17 | 3 | 4 | 1 | 8 | 0 | 6 | 4 | 0 | 5 | 1 | 0 | 2 | 0 | 2 | 0 | 0 | 30 |
| | | 8.7 | 6.1 | 11.4 | 11.4 | 7.1 | 4.3 | 7.0 | 13.4 | 0.0 | 10.6 | 11.9 | 2.7 | 10.4 | 6.8 | 0.0 | 17.2 | 0.0 | 8.3 | 5.3 | 0.0 | 14.0 |
| | | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% |
| Don't know/Refused | | 35 | 4 | 3 | 10 | 3 | 14 | 0 | 2 | 10 | 2 | 7 | 2 | 5 | 1 | 1 | 1 | 0 | 2 | 1 | 0 | 35 |
| | | 10.2 | 15.2 | 7.1 | 7.1 | 8.6 | 15.7 | 0.0 | 4.0 | 21.1 | 3.3 | 19.3 | 16.0 | 10.9 | 8.3 | 40.0 | 12.7 | 0.0 | 6.4 | 17.2 | 0.0 | 16.4 |
| | | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% | C% |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

NP3A. When collecting new information on new technologies, what makes seminars or workshops more valuable to you than some other source of information?
 BASE: Respondents who used Seminars/Workshops

| | | SEMINAR CATEGORY | | | | | | | | | | | TYPE | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|----|------------------|------|-------|------|-------|------|------------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|-------|-------|-----|-------|-----|-------|-----|-------|------|-------|-----|-------|-----|-------|-----|-------|------|-------|------|-------|-----|---|--|
| | | CENTER NAME | | | | | High | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | AgTAC | | SDGE | | ETC | | Basic /Gen | | Au- | | ERC | | F- | | I- | | J- | | K- | | L- | | M- | | N- | | O- | | P- | | Q- | | R- | | S- | | T- | | U- | | | |
| | | A | | B | | C | | D | | E | | F | | G | | H | | I | | J | | K | | L | | M | | N | | O | | P | | Q | | R | | S | | T | | U | |
| | | 6 | | 9 | | 42 | | 3 | | 12 | | 9 | | 9 | | 12 | | 2 | | 16 | | 5 | | 1 | | 3 | | 0 | | 4 | | 0 | | 4 | | 0 | | 31 | | 45 | | | |
| Total | | 76 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | | |
| Convenience | C% | 10.5 | 14.3 | 7.1 | 10.0 | 18.2 | 9.1 | 0.0 | 17.4 | 0.0 | 2.0 | 0.0 | 0.0 | 0.0 | 17.0 | 0.0 | 3.8 | 16.2 | 50.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 50.0 | 0.0 | 0.0 | 50.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 19.3 | 4.4 | | | | |
| Hands on demonstrations | C% | 35.0 | 28.6 | 35.7 | 35.0 | 36.4 | 36.4 | 5.2 | 46.2 | 45.5 | 4.4 | 0.0 | 0.0 | 0.0 | 43.3 | 0.0 | 37.2 | 50.4 | 50.0 | 18.7 | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 35.0 | 0.0 | 0.0 | 35.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 25.6 | 41.5 | | | | |
| Unbiased/objective information | C% | 16.9 | 35.7 | 14.3 | 20.0 | 0.0 | 9.1 | 0.0 | 24.1 | 0.0 | 3.0 | 0.0 | 7.0 | 10.6 | 33.3 | 16.7 | 50.4 | 0.0 | 62.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 17.9 | 16.1 | | | | | |
| Depth of material | C% | 19.8 | 42.9 | 14.3 | 20.0 | 9.1 | 18.2 | 0.0 | 41.6 | 15.2 | 30.0 | 10.6 | 33.3 | 12.8 | 28.9 | 0.0 | 18.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 32.7 | 10.9 | | | | | |
| Ability to interact w/ instructor/participants | C% | 42.8 | 21.4 | 42.9 | 55.0 | 36.4 | 18.2 | 23.0 | 53.8 | 0.0 | 36.3 | 34.0 | 33.3 | 75.7 | 54.9 | 0.0 | 18.7 | 0.0 | 50.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 47.2 | 39.7 | | | | | |
| Pertain specifically to what I need | C% | 8.2 | 7.1 | 7.1 | 5.0 | 9.1 | 18.2 | 0.0 | 0.0 | 15.2 | 0.0 | 27.7 | 16.7 | 3.8 | 0.0 | 50.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | | | | |
| Incentive program they offer | C% | 1.7 | 0.0 | 0.0 | 0.0 | 0.0 | 9.1 | 0.0 | 0.0 | 15.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.9 | | | |
| Required to take courses for credits | C% | 2.7 | 0.0 | 0.0 | 5.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | | | |
| Don't know/Refused | C% | 1.5 | 0.0 | 7.1 | 0.0 | 9.1 | 0.0 | 0.0 | 0.0 | 0.0 | 13.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.8 | 1.4 | | |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

NP3B. When collecting new information on energy use at your facility, what makes seminars or workshops more valuable to you than some other source of information?
 BASE: Respondents who used Seminars/Workshops

| | | SEMINAR CATEGORY | | | | | | | | | | | | | | | | TYPE | | | | | | | |
|--|----|------------------|-------|-------|-------|------------|-------|----------|-------|-----------------------------|-------|-------|-------|----------------|-------|----------------|-------|------------------|-------|-------|-----------------|-------|-------|-------|-------|
| | | CENTER NAME | | | | Basic /Gen | | | | High perf/ Irr/ Green Pumps | | | | Pool pump- ing | | | | Ref- riger ation | | | Water Waste END | | | | |
| | | SDGE | | CTAC | | ERC | | Au- dits | | EE | | Food | | HVAC | | Light Mo- tors | | Pro- cess | | T24 | | water | | USER | UMA |
| | | --A-- | --B-- | --C-- | --D-- | --E-- | --F-- | --G-- | --H-- | --I-- | --J-- | --K-- | --L-- | --M-- | --N-- | --O-- | --P-- | --Q-- | --R-- | --S-- | --T-- | --U-- | | | |
| Total | | 50 | 3 | 6 | 23 | 2 | 16 | 1 | 9 | 5 | 9 | 3 | 0 | 9 | 5 | 0 | 3 | 0 | 4 | 0 | 25 | 25 | 100.0 | 100.0 | 100.0 |
| | C% | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 0.0 | 100.0 | 100.0 | 100.0 | 0.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Convenience | | 9 | 1 | 1 | 4 | 0 | 3 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 3 | 0 | 1 | 0 | 3 | 0 | 6 | 4 | 18.6 | 37.5 | 22.2 |
| | C% | 18.6 | 37.5 | 22.2 | 18.2 | 0.0 | 16.7 | 0.0 | 0.0 | 0.0 | 24.2 | 13.3 | 0.0 | 0.0 | 68.6 | 0.0 | 18.7 | 100.0 | 58.3 | 0.0 | 23.1 | 14.1 | | | |
| Hands on demonstrations | | 16 | 1 | 2 | 6 | 2 | 5 | 0 | 5 | 3 | 1 | 0 | 0 | 2 | 1 | 0 | 3 | 0 | 2 | 0 | 8 | 8 | 32.7 | 37.5 | 33.3 |
| | C% | 32.7 | 37.5 | 33.3 | 27.3 | 75.0 | 33.3 | 0.0 | 50.3 | 50.0 | 13.7 | 0.0 | 0.0 | 23.3 | 22.6 | 0.0 | 81.3 | 0.0 | 41.7 | 0.0 | 31.5 | 33.8 | | | |
| Unbiased/objective information | | 9 | 1 | 2 | 2 | 0 | 4 | 0 | 0 | 0 | 1 | 3 | 0 | 3 | 1 | 0 | 0 | 0 | 1 | 0 | 5 | 4 | 18.3 | 37.5 | 33.3 |
| | C% | 18.3 | 37.5 | 33.3 | 9.1 | 0.0 | 25.0 | 0.0 | 4.2 | 0.0 | 7.2 | 86.7 | 100.0 | 30.2 | 22.6 | 0.0 | 0.0 | 0.0 | 29.2 | 0.0 | 22.0 | 14.6 | | | |
| Depth of material | | 10 | 1 | 2 | 4 | 0 | 3 | 1 | 2 | 0 | 0 | 1 | 0 | 3 | 1 | 0 | 0 | 0 | 1 | 0 | 6 | 3 | 19.8 | 37.5 | 33.3 |
| | C% | 19.8 | 37.5 | 33.3 | 18.2 | 0.0 | 16.7 | 50.0 | 26.3 | 0.0 | 43.3 | 0.0 | 30.2 | 31.4 | 22.6 | 0.0 | 0.0 | 0.0 | 29.2 | 0.0 | 26.3 | 13.5 | | | |
| Ability to interact w/ instructor/participants | | 12 | 0 | 2 | 6 | 1 | 3 | 1 | 0 | 0 | 3 | 0 | 0 | 4 | 1 | 0 | 0 | 0 | 3 | 0 | 7 | 5 | 23.6 | 12.5 | 33.3 |
| | C% | 23.6 | 12.5 | 33.3 | 27.3 | 25.0 | 16.7 | 50.0 | 4.2 | 0.0 | 30.7 | 0.0 | 0.0 | 46.5 | 27.4 | 0.0 | 0.0 | 0.0 | 58.3 | 0.0 | 27.9 | 19.3 | | | |
| Pertain specifically to what I need | | 5 | 0 | 0 | 2 | 0 | 3 | 0 | 0 | 1 | 0 | 1 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 5 | 9.5 | 0.0 | 0.0 |
| | C% | 9.5 | 0.0 | 0.0 | 9.1 | 0.0 | 16.7 | 0.0 | 0.0 | 25.0 | 0.0 | 43.3 | 0.0 | 23.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 18.9 | | | |
| Incentive program they offer | | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 2.6 | 0.0 | 0.0 |
| | C% | 2.6 | 0.0 | 0.0 | 0.0 | 0.0 | 8.3 | 0.0 | 0.0 | 25.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 5.2 | | | |
| Required to take courses for credits | | 2 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 4.2 | 0.0 | 0.0 |
| | C% | 4.2 | 0.0 | 0.0 | 9.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 24.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 8.4 | 0.0 | | | |
| Don't know/Refused | | 5 | 0 | 0 | 2 | 0 | 3 | 0 | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 1 | 9.5 | 0.0 | 0.0 |
| | C% | 9.5 | 0.0 | 0.0 | 9.1 | 0.0 | 16.7 | 0.0 | 27.6 | 0.0 | 24.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 13.7 | 5.2 | | | |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

NP3C. When collecting new information on energy efficiency, what makes seminars or workshops more valuable to you than some other source of information?
 BASE: Respondents who used Seminars/Workshops

| | | SEMINAR CATEGORY | | | | | | | | | | | | | | | | TYPE | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|--|------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------|-------|-------|-------|--|-------|--|-------|--|-------|--|-------|--|-------|--|-------|--|-------|--|-------|--|-------|--|--|--|--|--|--|--|
| | | CENTER NAME | | | | | | | | SEM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | AgTAC | | | | SDGE | | | | CTAC | | | | ETC | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | --A-- | | --B-- | | --C-- | | --D-- | | --E-- | | --F-- | | --G-- | | --H-- | | --I-- | | --J-- | | --K-- | | --L-- | | --M-- | | --N-- | | --O-- | | --P-- | | --Q-- | | --R-- | | --S-- | | --T-- | | --U-- | | | | | | | |
| | | Total | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | | | | | | | | |
| Total | | 43 | 4 | 5 | 19 | 3 | 12 | 1 | 7 | 4 | 7 | 5 | 1 | 7 | 4 | 0 | 3 | 1 | 3 | 0 | 14 | 29 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 0.0 | 100.0 | 100.0 | 100.0 | 100.0 | 0.0 | 100.0 | 100.0 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Convenience | | 6 | 2 | 1 | 2 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 2 | 0 | 1 | 1 | 1 | 0 | 2 | 4 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 14.6 | 40.0 | 25.0 | 11.1 | 0.0 | 11.1 | 0.0 | 0.0 | 0.0 | 9.0 | 7.9 | 0.0 | 0.0 | 63.6 | 0.0 | 18.7 | 100.0 | 41.2 | 0.0 | 16.7 | 13.5 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Hands on demonstrations | | 13 | 0 | 1 | 4 | 2 | 5 | 0 | 1 | 3 | 3 | 2 | 0 | 2 | 0 | 0 | 1 | 0 | 1 | 0 | 3 | 10 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 29.7 | 10.0 | 25.0 | 22.2 | 50.0 | 44.4 | 0.0 | 13.0 | 66.7 | 43.9 | 41.0 | 0.0 | 30.3 | 0.0 | 0.0 | 18.7 | 0.0 | 41.2 | 0.0 | 20.2 | 34.2 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Unbiased/objective information | | 10 | 1 | 1 | 4 | 1 | 4 | 0 | 2 | 0 | 1 | 1 | 0 | 3 | 0 | 0 | 0 | 0 | 2 | 0 | 8 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 24.4 | 30.0 | 12.5 | 22.2 | 16.7 | 33.3 | 0.0 | 33.6 | 0.0 | 18.8 | 25.6 | 50.0 | 39.4 | 10.2 | 0.0 | 0.0 | 0.0 | 58.8 | 0.0 | 15.1 | 28.9 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Depth of material | | 5 | 1 | 2 | 2 | 0 | 0 | 1 | 2 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 3 | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 12.5 | 20.0 | 50.0 | 11.1 | 0.0 | 0.0 | 100.0 | 33.6 | 0.0 | 9.0 | 0.0 | 0.0 | 9.0 | 10.2 | 0.0 | 18.7 | 0.0 | 0.0 | 0.0 | 22.3 | 7.8 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Ability to interact w/instructor/participants | | 13 | 1 | 1 | 8 | 1 | 3 | 0 | 0 | 0 | 2 | 2 | 0 | 6 | 1 | 0 | 0 | 0 | 2 | 0 | 11 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 31.5 | 20.0 | 12.5 | 44.4 | 33.3 | 22.2 | 0.0 | 5.4 | 0.0 | 26.9 | 41.0 | 50.0 | 91.0 | 15.9 | 0.0 | 0.0 | 0.0 | 58.8 | 0.0 | 16.2 | 38.9 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Pertain specifically to what I need | | 3 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 6.1 | 0.0 | 0.0 | 0.0 | 0.0 | 22.2 | 0.0 | 0.0 | 33.3 | 0.0 | 25.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 9.0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Incentive program they offer | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 0.9 | 10.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 10.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.4 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Don't know/Refused | | 7 | 0 | 0 | 4 | 1 | 3 | 0 | 2 | 0 | 2 | 1 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 17.1 | 0.0 | 0.0 | 22.2 | 16.7 | 22.2 | 0.0 | 25.2 | 0.0 | 30.1 | 25.6 | 0.0 | 0.0 | 0.0 | 0.0 | 62.6 | 0.0 | 0.0 | 0.0 | 33.9 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

NP3D. When collecting new information on vendors and contractors, what makes seminars or workshops more valuable to you than some other source of information?
 BASE: End users who used Seminars/Workshops

| | SEMINAR CATEGORY | | | | | | | | | | | | | | | | | | | | | TYPE | | | | |
|--|------------------|-------|-------|------------|-------|-------|-------|-------|-------|-------|-------|-------|-----------------------------|-------|-------|----------------|-------|-------|----------------|-------|-------|-------|------------------|-------|-------|-----------------|
| | CENTER NAME | | | Basic /Gen | | | Food | | | HVAC | | | High perf/ Irr/ Green Pumps | | | Light Mo- tors | | | Pool pump- ing | | | | Ref- riger ation | | | Water Waste END |
| Total | 23 | 0 | 3 | 13 | 0 | 7 | 0 | 3 | 5 | 2 | 2 | 2 | 0 | 5 | 3 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 23 | |
| C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| Convenience | 3 | 0 | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 2 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | |
| C% 14.8 | 0.0 | 40.0 | 16.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 11.5 | 67.1 | 0.0 | 50.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 14.8 | |
| Hands on demonstrations | 4 | 0 | 1 | 2 | 0 | 1 | 0 | 0 | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | |
| C% 19.6 | 100.0 | 20.0 | 16.7 | 0.0 | 20.0 | 0.0 | 0.0 | 25.0 | 100.0 | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 12.9 | 0.0 | 50.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 19.6 | |
| Unbiased/objective information | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | |
| C% 5.5 | 0.0 | 40.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 23.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 5.5 | |
| Depth of material | 3 | 0 | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | |
| C% 12.0 | 0.0 | 20.0 | 16.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 | 0.0 | 0.0 | 0.0 | 11.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 12.0 | |
| Ability to interact w/ instructor/participants | 10 | 0 | 1 | 8 | 0 | 1 | 0 | 2 | 1 | 2 | 2 | 0 | 0 | 2 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 10 | |
| C% 45.6 | 0.0 | 20.0 | 66.7 | 0.0 | 20.0 | 0.0 | 61.5 | 25.0 | 100.0 | 100.0 | 100.0 | 0.0 | 38.5 | 20.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 45.6 | |
| Pertain specifically to what I need | 3 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | |
| C% 11.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 40.0 | 0.0 | 0.0 | 50.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 11.6 | |
| Don't know/Refused | 3 | 0 | 0 | 2 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | |
| C% 15.0 | 0.0 | 0.0 | 16.7 | 0.0 | 20.0 | 0.0 | 38.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 38.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 15.0 | |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

C1. How did you hear about center and the seminars/workshops they offer?

| | SEMINAR CATEGORY | | | | | | | | | | | | | TYPE | | | | | | | | | | |
|---|------------------|-------|-------|------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--|
| | CENTER NAME | | | Basic /Gen | | | High | | | Pool | | | Ref- | | | | | | | | | | | |
| | AgTAC | SDGE | CTAC | ETC | Au- | ERC | ETC | Food | HVAC | Light | M- | ing | tor- | ing | Pro- | cess | ation | T24 | Water | Waste | END | UMA | | |
| | --A-- | --B-- | --C-- | --D-- | --E-- | --F-- | --G-- | --H-- | --I-- | --J-- | --K-- | --L-- | --M-- | --N-- | --O-- | --P-- | --Q-- | --R-- | --S-- | --T-- | --U-- | | | |
| Total | 346 | 26 | 43 | 146 | 39 | 91 | 9 | 61 | 47 | 60 | 35 | 15 | 44 | 15 | 3 | 11 | 10 | 29 | 8 | 131 | 215 | | | |
| C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| From utility company representative | 41 | 2 | 4 | 17 | 6 | 13 | 2 | 9 | 5 | 5 | 0 | 0 | 9 | 1 | 1 | 3 | 0 | 5 | 0 | 12 | 29 | | | |
| C% 11.9 | 6.1 | 10.0 | 11.4 | 14.3 | 14.3 | 14.3 | 20.9 | 15.5 | 11.1 | 8.5 | 0.0 | 0.0 | 21.2 | 6.8 | 40.0 | 26.3 | 3.9 | 16.7 | 0.0 | 9.4 | 13.5 | | | |
| Information inserted in my utility bill | 14 | 2 | 0 | 8 | 2 | 1 | 0 | 1 | 2 | 3 | 1 | 1 | 4 | 0 | 1 | 0 | 0 | 1 | 0 | 6 | 9 | | | |
| C% 4.1 | 9.1 | 0.0 | 5.7 | 5.7 | 5.7 | 1.4 | 0.0 | 0.9 | 4.4 | 5.1 | 3.7 | 8.0 | 9.5 | 2.7 | 20.0 | 0.0 | 0.0 | 1.9 | 5.3 | 4.2 | 4.1 | | | |
| Received brochure in mail regarding seminar | 163 | 12 | 15 | 67 | 20 | 49 | 6 | 29 | 22 | 27 | 18 | 7 | 19 | 4 | 1 | 2 | 9 | 14 | 5 | 67 | 96 | | | |
| C% 47.2 | 45.5 | 34.3 | 45.7 | 51.4 | 54.3 | 65.2 | 65.2 | 47.4 | 47.8 | 44.7 | 51.7 | 48.7 | 43.5 | 26.0 | 40.0 | 21.8 | 84.5 | 48.7 | 61.9 | 51.0 | 44.8 | | | |
| Received email from center | 56 | 2 | 21 | 23 | 3 | 7 | 2 | 7 | 3 | 12 | 6 | 1 | 8 | 4 | 0 | 5 | 0 | 5 | 2 | 18 | 37 | | | |
| C% 16.1 | 9.1 | 48.6 | 15.7 | 7.1 | 7.1 | 7.1 | 27.9 | 12.2 | 7.2 | 19.7 | 16.7 | 5.3 | 18.8 | 27.5 | 0.0 | 40.8 | 0.0 | 17.3 | 27.5 | 14.0 | 17.4 | | | |
| Received fax from center | 6 | 1 | 1 | 4 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 1 | 2 | 1 | 0 | 0 | 0 | 0 | 0 | 2 | 4 | | | |
| C% 1.6 | 3.0 | 1.4 | 2.9 | 0.0 | 0.0 | 0.0 | 0.0 | 3.4 | 0.0 | 0.0 | 0.0 | 5.3 | 4.7 | 4.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.6 | 1.6 | | | |
| Saw seminar listing on center's website | 25 | 1 | 3 | 13 | 3 | 5 | 1 | 6 | 1 | 4 | 4 | 1 | 5 | 1 | 0 | 1 | 0 | 2 | 0 | 8 | 17 | | | |
| C% 7.2 | 4.5 | 7.1 | 8.6 | 7.1 | 7.1 | 5.7 | 7.0 | 10.2 | 2.8 | 6.7 | 11.9 | 5.3 | 10.9 | 4.1 | 0.0 | 5.5 | 0.0 | 5.8 | 0.0 | 5.8 | 8.0 | | | |
| Saw article in trade magazine | 3 | 2 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 2 | 1 | | | |
| C% 0.8 | 6.1 | 2.9 | 0.0 | 0.0 | 0.0 | 0.0 | 7.0 | 0.0 | 0.0 | 0.0 | 0.0 | 5.3 | 0.0 | 2.7 | 0.0 | 5.5 | 3.9 | 0.0 | 0.0 | 1.4 | 0.5 | | | |
| Info through professional organization | 3 | 0 | 0 | 0 | 0 | 3 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 2 | | |
| C% 0.9 | 1.5 | 0.0 | 0.0 | 0.0 | 0.0 | 2.9 | 0.0 | 2.1 | 2.8 | 0.0 | 0.0 | 0.0 | 0.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.0 | 0.8 | | |
| Saw display at trade show | 2 | 0 | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | | | |
| C% 0.7 | 1.5 | 0.0 | 0.0 | 1.4 | 1.4 | 1.4 | 0.0 | 0.7 | 2.8 | 0.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.7 | 0.6 | | | |
| Someone at my comp gave me brochure on seminars | 12 | 2 | 3 | 6 | 1 | 0 | 1 | 0 | 0 | 4 | 2 | 1 | 0 | 3 | 0 | 1 | 0 | 1 | 0 | 3 | 9 | | | |
| C% 3.5 | 6.1 | 7.1 | 4.3 | 2.9 | 0.0 | 7.0 | 0.0 | 0.0 | 6.5 | 7.1 | 5.3 | 0.0 | 20.7 | 0.0 | 5.5 | 0.0 | 1.9 | 0.0 | 2.1 | 4.3 | | | | |

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C1. How did you hear about center and the seminars/workshops they offer?

| | SEMINAR CATEGORY | | | | | | | | | | | | TYPE | | | | | | |
|---|------------------|------|------|----------|------|------------|------|-----------------------------|--------------|----------------|--------|----------------|-------|-----------------|-------|-----------------|-------|-------|-------|
| | CENTER NAME | | | Au- dits | | Basic /Gen | | High perf/ Irr/ Green Pumps | | Light Mo- tors | | Pool pump- ing | | Ref- iger ation | | Water Waste END | | | |
| | SDGE | CTAC | ETC | ERC | ETC | EE | Food | HVAC | builid Wells | ing | M--M-- | --N-- | --O-- | --P-- | --Q-- | --R-- | --S-- | --T-- | --U-- |
| Someone at my company told me about center | 35 | 3 | 19 | 3 | 7 | 0 | 5 | 3 | 6 | 5 | 1 | 5 | 6 | 0 | 0 | 4 | 0 | 12 | 23 |
| C% | 10.1 | 7.1 | 12.9 | 8.6 | 7.1 | 0.0 | 7.8 | 7.2 | 9.8 | 13.4 | 5.3 | 10.9 | 42.6 | 0.0 | 0.0 | 12.2 | 5.3 | 8.9 | 10.8 |
| Colleague outside comp told me about center | 16 | 0 | 4 | 2 | 9 | 0 | 0 | 5 | 1 | 3 | 2 | 2 | 0 | 0 | 0 | 2 | 0 | 3 | 13 |
| C% | 4.6 | 1.5 | 2.9 | 5.7 | 10.0 | 0.0 | 0.0 | 11.1 | 1.9 | 8.6 | 13.9 | 4.7 | 0.0 | 0.0 | 0.0 | 8.3 | 0.0 | 2.6 | 5.8 |
| Consultant/contractor told me about center | 9 | 0 | 1 | 4 | 1 | 4 | 2 | 4 | 1 | 0 | 0 | 2 | 1 | 0 | 0 | 0 | 0 | 3 | 7 |
| C% | 2.7 | 0.0 | 1.4 | 2.9 | 1.4 | 4.3 | 3.4 | 8.3 | 0.9 | 0.0 | 0.0 | 4.7 | 4.1 | 0.0 | 0.0 | 0.0 | 0.0 | 2.0 | 3.1 |
| Have attended for years | 2 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 1 |
| C% | 0.5 | 0.0 | 2.9 | 0.0 | 1.4 | 0.0 | 0.9 | 0.0 | 1.0 | 0.0 | 0.0 | 0.0 | 4.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.5 | 0.5 |
| Don't know/Refused | 8 | 2 | 0 | 4 | 1 | 1 | 5 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 7 | 1 |
| C% | 2.2 | 6.1 | 0.0 | 2.9 | 1.4 | 1.4 | 7.8 | 0.0 | 0.0 | 3.7 | 8.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 5.2 | 0.4 |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

C2. What would be the BEST way to inform you or others in your position about future centers seminars and workshops?

| | | SEMINAR CATEGORY | | | | | | | | | | | | | TYPE | | | | | | |
|---|-------|------------------|-------|-------|-------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| CENTER NAME | | Basic /Gen | | | High | | | Pool | | | Ref- | | | Water | | | | | | | |
| ----- | | Au- | | | per/Irr/ | | | pump- | | | riger | | | Waste | | | | | | | |
| ----- | | dits | | | Green Pumps | | | ing | | | ation | | | END | | | | | | | |
| ----- | | ERC | | | build Wells | | | ing | | | T24 | | | USER | | | | | | | |
| ----- | | ETC | | | HVAC | | | ing | | | T24 | | | USER | | | | | | | |
| ----- | | --D-- | | | --I-- | | | --L-- | | | --M-- | | | --N-- | | | | | | | |
| ----- | | --E-- | | | --J-- | | | --K-- | | | --O-- | | | --P-- | | | | | | | |
| ----- | | --F-- | | | --G-- | | | --H-- | | | --R-- | | | --S-- | | | | | | | |
| ----- | | --G-- | | | --I-- | | | --L-- | | | --M-- | | | --N-- | | | | | | | |
| ----- | | --H-- | | | --J-- | | | --K-- | | | --O-- | | | --P-- | | | | | | | |
| ----- | | --I-- | | | --L-- | | | --M-- | | | --R-- | | | --S-- | | | | | | | |
| ----- | | --J-- | | | --K-- | | | --O-- | | | --P-- | | | --T-- | | | | | | | |
| ----- | | --L-- | | | --M-- | | | --N-- | | | --R-- | | | --S-- | | | | | | | |
| ----- | | --M-- | | | --J-- | | | --K-- | | | --O-- | | | --P-- | | | | | | | |
| ----- | | --N-- | | | --L-- | | | --M-- | | | --R-- | | | --S-- | | | | | | | |
| ----- | | --O-- | | | --J-- | | | --K-- | | | --O-- | | | --P-- | | | | | | | |
| ----- | | --P-- | | | --L-- | | | --M-- | | | --R-- | | | --S-- | | | | | | | |
| ----- | | --Q-- | | | --J-- | | | --K-- | | | --O-- | | | --P-- | | | | | | | |
| ----- | | --R-- | | | --L-- | | | --M-- | | | --R-- | | | --S-- | | | | | | | |
| ----- | | --S-- | | | --J-- | | | --K-- | | | --O-- | | | --P-- | | | | | | | |
| ----- | | --T-- | | | --L-- | | | --M-- | | | --R-- | | | --S-- | | | | | | | |
| ----- | | --U-- | | | --J-- | | | --K-- | | | --O-- | | | --P-- | | | | | | | |
| ----- | | --V-- | | | --L-- | | | --M-- | | | --R-- | | | --S-- | | | | | | | |
| ----- | | --W-- | | | --J-- | | | --K-- | | | --O-- | | | --P-- | | | | | | | |
| ----- | | --X-- | | | --L-- | | | --M-- | | | --R-- | | | --S-- | | | | | | | |
| ----- | | --Y-- | | | --J-- | | | --K-- | | | --O-- | | | --P-- | | | | | | | |
| ----- | | --Z-- | | | --L-- | | | --M-- | | | --R-- | | | --S-- | | | | | | | |
| Total | 346 | 26 | 43 | 146 | 39 | 91 | 9 | 61 | 47 | 60 | 35 | 15 | 44 | 15 | 3 | 11 | 10 | 29 | 8 | 131 | 215 |
| C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| From utility company representative | 30 | 1 | 4 | 13 | 2 | 10 | 2 | 5 | 4 | 5 | 0 | 0 | 7 | 1 | 1 | 2 | 0 | 3 | 0 | 1 | 29 |
| C% | 8.7 | 4.5 | 8.6 | 8.6 | 5.7 | 11.4 | 20.9 | 9.0 | 8.3 | 7.6 | 0.0 | 0.0 | 15.6 | 6.8 | 20.0 | 20.7 | 3.9 | 10.9 | 0.0 | 0.9 | 13.5 |
| Information inserted in my utility bill | 18 | 2 | 1 | 10 | 3 | 1 | 0 | 5 | 0 | 1 | 3 | 1 | 5 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 9 |
| C% | 5.2 | 9.1 | 1.4 | 7.1 | 8.6 | 1.4 | 0.0 | 8.7 | 0.0 | 1.6 | 9.7 | 8.0 | 10.9 | 2.7 | 20.0 | 0.0 | 0.0 | 3.8 | 5.3 | 7.1 | 4.1 |
| Brochure in the mail regarding a seminar | 166 | 15 | 14 | 65 | 23 | 48 | 5 | 31 | 26 | 25 | 18 | 8 | 16 | 5 | 1 | 5 | 7 | 15 | 5 | 69 | 96 |
| C% | 47.9 | 57.6 | 32.9 | 44.3 | 60.0 | 52.9 | 58.2 | 51.4 | 55.0 | 41.9 | 51.7 | 56.7 | 35.3 | 30.2 | 40.0 | 40.4 | 68.2 | 50.0 | 61.9 | 52.9 | 44.8 |
| Email | 40 | 2 | 17 | 17 | 2 | 3 | 2 | 5 | 3 | 8 | 2 | 0 | 6 | 4 | 0 | 2 | 2 | 2 | 2 | 2 | 3 |
| C% | 11.5 | 6.1 | 40.0 | 11.4 | 4.3 | 2.9 | 27.9 | 8.7 | 7.2 | 13.6 | 7.1 | 2.7 | 13.2 | 23.4 | 0.0 | 22.2 | 20.2 | 6.4 | 27.5 | 2.0 | 17.4 |
| Fax | 75 | 4 | 8 | 40 | 8 | 16 | 1 | 19 | 3 | 12 | 10 | 2 | 14 | 1 | 1 | 3 | 2 | 7 | 0 | 72 | 4 |
| C% | 21.8 | 13.6 | 18.6 | 27.1 | 21.4 | 17.1 | 13.9 | 31.1 | 7.2 | 20.5 | 29.0 | 16.0 | 31.2 | 4.1 | 20.0 | 29.7 | 20.2 | 23.1 | 0.0 | 54.6 | 1.6 |
| Through center's website | 21 | 1 | 3 | 10 | 3 | 4 | 1 | 3 | 1 | 4 | 4 | 1 | 5 | 1 | 0 | 1 | 0 | 2 | 0 | 4 | 17 |
| C% | 6.2 | 4.5 | 7.1 | 7.1 | 7.1 | 4.3 | 7.0 | 4.6 | 2.8 | 6.7 | 11.9 | 5.3 | 10.9 | 4.1 | 0.0 | 5.5 | 0.0 | 5.8 | 0.0 | 3.2 | 8.0 |
| Through articles in a trade magazine | 1 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| C% | 0.4 | 3.0 | 1.4 | 0.0 | 0.0 | 0.0 | 7.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.7 | 0.0 | 2.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.5 |
| Info available from professional organization | 2 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| C% | 0.5 | 1.5 | 0.0 | 0.0 | 0.0 | 1.4 | 0.0 | 0.0 | 2.8 | 0.0 | 0.0 | 0.0 | 0.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.8 |
| Through a display at trade show | 2 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| C% | 0.5 | 1.5 | 0.0 | 0.0 | 0.0 | 1.4 | 0.0 | 0.0 | 2.8 | 0.0 | 0.0 | 2.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.6 |
| Through others at my company | 10 | 1 | 1 | 6 | 2 | 0 | 0 | 0 | 0 | 3 | 2 | 1 | 0 | 3 | 0 | 0 | 0 | 1 | 0 | 1 | 9 |
| C% | 3.0 | 4.5 | 2.9 | 4.3 | 4.3 | 0.0 | 0.0 | 0.0 | 0.0 | 5.5 | 5.9 | 5.3 | 0.0 | 20.7 | 0.0 | 0.0 | 0.0 | 3.8 | 0.0 | 0.8 | 4.3 |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

C2. What would be the BEST way to inform you or others in your position about future centers seminars and workshops?

| | SEMINAR CATEGORY | | | | | | | | | | | | | | | | TYPE | | | | | | |
|------------------------|------------------|-------|-------|-------|------------|-------|-------|-------|-------|-------|-------------|-------|----------|-----------|------------|----------|-------|-------|-------|-------|------|-----|--|
| | CENTER NAME | | | | Basic /Gen | | | | High | | | | Ref-iger | | | | | Water | | | | | |
| | AgTAC | SDGE | CTAC | ETC | Au-dits | ERC | ETC | EE | Food | HVAC | Green build | Pumps | Irr/ | Light Mo- | Pool pump- | Pro-cess | ation | T24 | water | Waste | END | UMA | |
| | --B-- | --C-- | --D-- | --E-- | --F-- | --G-- | --H-- | --I-- | --J-- | --K-- | --L-- | --M-- | --N-- | --O-- | --P-- | --Q-- | --R-- | --S-- | --T-- | --U-- | | | |
| Through colleague out- | 24 | 3 | 2 | 13 | 2 | 4 | 0 | 0 | 3 | 5 | 2 | 1 | 3 | 6 | 0 | 0 | 0 | 2 | 0 | 0 | 1 | 23 | |
| side my company | C% 6.9 | 12.1 | 5.7 | 8.6 | 4.3 | 4.3 | 0.0 | 0.0 | 7.2 | 8.7 | 5.9 | 5.3 | 6.1 | 42.6 | 0.0 | 0.0 | 3.9 | 8.3 | 5.3 | 0.4 | 10.8 | | |
| Consultants/contractor | 13 | 0 | 0 | 4 | 1 | 8 | 0 | 0 | 4 | 1 | 3 | 2 | 2 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 1 | 13 | |
| who works with me/comp | C% 3.8 | 0.0 | 0.0 | 2.9 | 2.9 | 8.6 | 0.0 | 0.0 | 8.3 | 0.9 | 7.4 | 13.9 | 4.7 | 0.0 | 0.0 | 0.0 | 0.0 | 6.4 | 0.0 | 0.4 | 5.8 | | |
| Local newspaper | 7 | 0 | 1 | 2 | 0 | 4 | 0 | 2 | 4 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 7 | |
| | C% 2.0 | 1.5 | 1.4 | 1.4 | 0.0 | 4.3 | 0.0 | 3.4 | 8.3 | 0.0 | 0.0 | 0.0 | 0.9 | 4.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 3.1 | |
| Other | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | |
| | C% 0.3 | 0.0 | 1.4 | 0.0 | 1.4 | 0.0 | 0.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 4.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.5 | |
| Don't know/Refused | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | |
| | C% 0.4 | 3.0 | 1.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.0 | 0.0 | 2.7 | 0.0 | 0.0 | 0.0 | 0.0 | 3.9 | 0.0 | 0.0 | 0.0 | 0.5 | 0.4 | |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

C3. What are the main reasons why you took the center's seminar(s)?

| | | SEMINAR CATEGORY | | | | | | | | | | | | | | | | TYPE | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|-----|------------------|----|-------|----|------------|---|-------|----|-------|----|-------|----|-------|---|-------|----|-----------|---|--------|-----|-------|--|-------|--|-------|--|-------|--|-------|--|-------|--|-------|--|-------|--|-------|--|-------|--|-------|--|--|--|--|
| | | CENTER NAME | | | | Basic /Gen | | | | High | | | | Pool | | | | Ref- | | Water | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | AgTAC | | SDGE | | ETC | | ERC | | Au- | | dits | | Food | | HVAC | | Light Mo- | | toring | | Pro- | | cess | | ation | | T24 | | Waste | | END | | | | | | | | | | | | | | |
| | | --A-- | | --B-- | | --C-- | | --D-- | | --E-- | | --F-- | | --G-- | | --H-- | | --I-- | | --J-- | | --K-- | | --L-- | | --M-- | | --N-- | | --O-- | | --P-- | | --Q-- | | --R-- | | --S-- | | --T-- | | --U-- | | | | |
| | | Total | | C% | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | | | | | |
| | 346 | 26 | 43 | 146 | 39 | 91 | 9 | 61 | 47 | 60 | 35 | 15 | 44 | 15 | 3 | 11 | 10 | 29 | 8 | 131 | 215 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Center is a credible information source | 79 | 3 | 9 | 33 | 10 | 23 | 2 | 12 | 9 | 14 | 12 | 1 | 16 | 1 | 1 | 2 | 0 | 8 | 0 | 50 | 29 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Provides objective info can't get anywhere else | 35 | 3 | 1 | 13 | 7 | 10 | 0 | 10 | 1 | 3 | 4 | 4 | 7 | 0 | 1 | 0 | 0 | 4 | 0 | 26 | 9 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Center has good reputation for courses | 112 | 10 | 14 | 35 | 11 | 42 | 5 | 17 | 19 | 19 | 12 | 4 | 10 | 4 | 1 | 3 | 5 | 8 | 5 | 16 | 96 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Courses are convenient | 43 | 2 | 17 | 19 | 2 | 4 | 2 | 7 | 3 | 8 | 2 | 0 | 8 | 4 | 0 | 2 | 0 | 4 | 2 | 6 | 37 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Learn about specific technology | 5 | 1 | 1 | 2 | 1 | 0 | 0 | 3 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 2 | 4 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Learn about general topic | 26 | 1 | 2 | 15 | 2 | 7 | 1 | 5 | 1 | 4 | 4 | 1 | 4 | 1 | 0 | 1 | 2 | 2 | 0 | 9 | 17 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Consult w/someone about specific application | 10 | 1 | 1 | 6 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 2 | 0 | 0 | 2 | 0 | 0 | 0 | 9 | 1 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Test/Showcase new product | 4 | 1 | 0 | 2 | 0 | 1 | 0 | 0 | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 2 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Curious about what center had to offer | 10 | 1 | 1 | 6 | 1 | 1 | 1 | 2 | 1 | 1 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 9 | 1 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Some in company asked me to attend | 11 | 1 | 1 | 8 | 1 | 0 | 0 | 2 | 0 | 3 | 2 | 1 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 2 | 9 | | | | | | | | | | | | | | | | | | | | | | | | | |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

C3. What are the main reasons why you took the center's seminar(s)?

| | | SEMINAR CATEGORY | | | | | | | | | | | | | | | | TYPE | | | | | | | | | | |
|------------------------------------|----|------------------|------|-----|------|------------|-----|------|------|-----------------|------------|------|------|-----------------|-----|-----|------|---------------------|-----|-----------------|------|-----|-----|-------|-------|------|------|-----|
| | | CENTER NAME | | | | Basic /Gen | | | | High perf/ Irr/ | | | | Pool pump- Pro- | | | | Ref- iger ation T24 | | Water Waste END | | | | | | | | |
| | | SDGE | CTAC | ETC | ERC | Au- dits | EE | Food | HVAC | Green build | Wells -ing | M- | L- | K- | J- | I- | H- | G- | F- | D- | C- | B- | A- | Water | Waste | | | |
| | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |
| Help company meet energy standards | C% | 8.9 | 16.7 | 7.1 | 11.4 | 7.1 | 4.3 | 0.0 | 3 | 5.7 | 7.2 | 9.8 | 6 | 2 | 1 | 5 | 42.6 | 0.0 | 0.0 | 3.9 | 10.3 | 0 | 3 | 0 | 5.3 | 5.8 | 10.8 | |
| Meet career goals/Get promoted | C% | 5.0 | 6.1 | 0.0 | 4.3 | 8.6 | 0.0 | 0.7 | 12.8 | 0.7 | 8.6 | 13.9 | 5.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.7 | 5.8 |
| Other | C% | 7.7 | 9.1 | 2.9 | 7.1 | 15.7 | 7.1 | 0.0 | 5.3 | 15.6 | 1.9 | 10.8 | 10.7 | 9.5 | 4.1 | 0.0 | 0.0 | 0.0 | 5.5 | 13.5 | 0.0 | 4 | 0 | 0 | 0.0 | 15.3 | 3.1 | 7 |
| Don't know/Refused | C% | 2.4 | 3.0 | 0.0 | 4.3 | 2.9 | 0.0 | 0.0 | 7.8 | 0.0 | 4.4 | 0.0 | 2.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.9 | 0.0 | 0 | 0 | 0 | 0.0 | 5.2 | 0.6 | 1 |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

C4A. How would you rate: convenience of the course in terms of location and schedule?

| | | SEMINAR CATEGORY | | | | | | | | | | | | | | | | TYPE | | |
|---------------|-------|------------------|-------|-------|-------|------------|-------|-------|-------|-------------|-------|-------|-------|--------|-------|-------|-------|--------|-------|-------|
| | | CENTER NAME | | | | Basic /Gen | | | | High | | | | Pool | | | | Water | | |
| | | Au- dits | | | | Food | | | | Green Pumps | | | | Irr/ | | | | Ref- | | |
| | | ERC | | | | BE | | | | build | | | | Well | | | | riger | | |
| | | ETC | | | | Food | | | | Wells | | | | ing | | | | ation | | |
| | | --D-- | | | | --I-- | | | | --K-- | | | | --O-- | | | | --Q-- | | |
| | | --C-- | | | | --H-- | | | | --L-- | | | | --N-- | | | | --R-- | | |
| | | SDGE | | | | HVAC | | | | Light | | | | Pro- | | | | cess | | |
| | | CTAC | | | | Food | | | | Mo- | | | | cess | | | | water | | |
| | | --B-- | | | | --J-- | | | | --M-- | | | | --P-- | | | | --S-- | | |
| | | --A-- | | | | --U-- | | | | --V-- | | | | --W-- | | | | --X-- | | |
| | | --Y-- | | | | --Z-- | | | | --AA-- | | | | --BB-- | | | | --CC-- | | |
| Total | 346 | 26 | 43 | 146 | 91 | 9 | 61 | 47 | 60 | 35 | 15 | 44 | 15 | 3 | 11 | 10 | 29 | 8 | 131 | 215 |
| C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| 1 - Poor | 4 | 0 | 0 | 0 | 2 | 3 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 3 |
| C% | 1.2 | 0.0 | 0.0 | 0.0 | 4.3 | 2.9 | 0.0 | 1.8 | 2.8 | 0.0 | 3.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.9 | 0.0 | 2.3 | 0.6 |
| 2 | 13 | 1 | 1 | 2 | 6 | 4 | 0 | 1 | 3 | 2 | 1 | 0 | 1 | 0 | 0 | 0 | 4 | 0 | 6 | 7 |
| C% | 3.8 | 3.0 | 1.4 | 1.4 | 14.3 | 4.3 | 0.0 | 1.8 | 7.2 | 3.7 | 3.7 | 2.7 | 1.4 | 0.0 | 0.0 | 3.9 | 12.2 | 0.0 | 4.7 | 3.2 |
| 3 | 45 | 2 | 4 | 23 | 8 | 9 | 1 | 5 | 6 | 14 | 4 | 3 | 2 | 3 | 1 | 0 | 4 | 1 | 16 | 29 |
| C% | 13.1 | 6.1 | 8.6 | 15.7 | 20.0 | 10.0 | 13.9 | 8.0 | 12.8 | 24.0 | 11.9 | 19.3 | 5.6 | 18.0 | 20.0 | 0.0 | 3.9 | 14.7 | 17.2 | 13.7 |
| 4 | 113 | 6 | 14 | 52 | 11 | 30 | 3 | 17 | 11 | 22 | 17 | 6 | 16 | 2 | 1 | 5 | 2 | 8 | 3 | 51 |
| C% | 32.6 | 22.7 | 31.4 | 35.7 | 28.6 | 32.9 | 34.8 | 28.4 | 23.9 | 37.0 | 49.4 | 40.6 | 35.9 | 10.9 | 20.0 | 41.3 | 20.2 | 26.9 | 44.7 | 28.6 |
| 5 - Excellent | 167 | 18 | 25 | 65 | 13 | 46 | 5 | 36 | 25 | 21 | 9 | 6 | 23 | 11 | 2 | 7 | 13 | 3 | 51 | 116 |
| C% | 48.1 | 68.2 | 58.6 | 44.3 | 32.9 | 50.0 | 51.2 | 59.9 | 53.3 | 35.3 | 25.3 | 37.4 | 52.3 | 71.0 | 60.0 | 58.7 | 72.1 | 44.2 | 38.1 | 53.9 |
| Don't know | 4 | 0 | 0 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 4 |
| C% | 1.2 | 0.0 | 0.0 | 2.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 5.9 | 0.0 | 4.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.2 | 0.0 |
| MEAN: | 4.24 | 4.56 | 4.47 | 4.26 | 3.71 | 4.23 | 4.37 | 4.43 | 4.18 | 4.04 | 3.95 | 4.13 | 4.46 | 4.53 | 4.40 | 4.59 | 4.60 | 3.99 | 4.21 | 4.32 |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

C4C. How would you rate: "cutting edge" or "state-of-the-art" information that was provided?

| | | SEMINAR CATEGORY | | | | | | | | | | | | | | | | TYPE | | | | |
|---------------|------|------------------|-------|-------|-------|-----------------------------|-------|-------|-------|--------------|-------|-------|-------|----------------------------|-------|-------|-------|---------------------------|-------|-----------------|-------|-----|
| CENTER NAME | | Basic /Gen | | | | High perf/ Irr/ Green Pumps | | | | Light Motors | | | | Pool pump- Pro- cess ation | | | | Ref- riger T24 water USER | | Water Waste END | | |
| Total | | 346 | 26 | 43 | 146 | 91 | 9 | 61 | 47 | 60 | 35 | 15 | 44 | 15 | 3 | 11 | 10 | 29 | 8 | 131 | 215 | |
| C%100.0 | | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| 1 - Poor | | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| C% | 0.3 | 1.5 | 1.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.7 | 1.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.5 |
| 2 | | 4 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 3 |
| C% | 1.1 | 3.0 | 2.9 | 0.0 | 1.4 | 1.4 | 0.0 | 2.1 | 0.0 | 2.1 | 0.0 | 5.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.9 | 0.0 | 2.5 | 0.3 |
| 3 | | 45 | 4 | 9 | 15 | 5 | 13 | 4 | 8 | 4 | 8 | 5 | 3 | 2 | 0 | 3 | 0 | 4 | 0 | 0 | 21 | 24 |
| C% | 13.0 | 13.6 | 20.0 | 10.0 | 12.9 | 14.3 | 41.8 | 13.0 | 8.3 | 6.0 | 23.0 | 32.6 | 6.7 | 16.6 | 0.0 | 29.7 | 0.0 | 14.1 | 0.0 | 15.8 | 11.3 | |
| 4 | | 114 | 7 | 14 | 52 | 11 | 31 | 1 | 21 | 26 | 8 | 2 | 10 | 6 | 1 | 4 | 5 | 8 | 4 | 53 | 62 | |
| C% | 33.1 | 25.8 | 31.4 | 35.7 | 27.1 | 34.3 | 7.0 | 34.4 | 44.4 | 43.9 | 21.6 | 13.4 | 22.1 | 37.3 | 20.0 | 31.8 | 48.1 | 28.2 | 50.0 | 40.1 | 28.8 | |
| 5 - Excellent | | 176 | 15 | 19 | 75 | 23 | 44 | 5 | 29 | 21 | 17 | 7 | 31 | 7 | 2 | 4 | 5 | 16 | 4 | 53 | 124 | |
| C% | 50.9 | 56.1 | 44.3 | 51.4 | 58.6 | 48.6 | 51.2 | 47.0 | 44.4 | 47.9 | 49.4 | 46.0 | 69.8 | 46.2 | 80.0 | 38.5 | 51.9 | 55.8 | 50.0 | 40.0 | 57.6 | |
| Don't know | | 5 | 0 | 0 | 4 | 0 | 1 | 0 | 2 | 1 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 3 |
| C% | 1.6 | 0.0 | 0.0 | 2.9 | 0.0 | 1.4 | 0.0 | 3.4 | 2.8 | 0.0 | 5.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.6 | |
| MEAN: | | 4.35 | 4.32 | 4.14 | 4.43 | 4.43 | 4.09 | 4.31 | 4.37 | 4.38 | 4.28 | 3.95 | 4.59 | 4.30 | 4.80 | 4.09 | 4.52 | 4.38 | 4.50 | 4.19 | 4.45 | |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

C4E. How would you rate: clarity of the information provided?

| | | SEMINAR CATEGORY | | | | | | | | | | | | | | | | | | | | TYPE | | | | | | | | | | | | | | | | | | | | | | |
|---------------|--|------------------|------|-------|------|-------|-------|-------|------|-------|------|-------|------|-------|------|-------|-------|-------|------|-------|------|-----------|------|-------|------|-------|-------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|------|
| | | CENTER NAME | | | | | | | | | | High | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | --B-- | | | | | --C-- | | | | | --D-- | | | | | --E-- | | | | | --F-- | | | | | --G-- | | | | | | | | | | | | | | | | | |
| | | AgTAC | | SDGE | | CTAC | | ETC | | ERC | | dits | | Au- | | Basic | | Food | | HVAC | | Light Mo- | | Pool | | Ref- | | Water | | | | | | | | | | | | | | | | |
| | | --A-- | | --B-- | | --C-- | | --D-- | | --E-- | | --F-- | | --G-- | | --H-- | | --I-- | | --J-- | | --K-- | | --L-- | | --M-- | | --N-- | | --O-- | | --P-- | | --Q-- | | --R-- | | --S-- | | --T-- | | --U-- | | |
| | | Total | | 346 | | 26 | | 43 | | 146 | | 39 | | 91 | | 61 | | 47 | | 60 | | 35 | | 15 | | 44 | | 15 | | 3 | | 11 | | 10 | | 29 | | 8 | | 131 | | 215 | | |
| | | C%100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | | | |
| 1 - Poor | | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0.3 | |
| 2 | | 4 | 0 | 1 | 0 | 2 | 1 | 0 | 2 | 1 | 0 | 1 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0.8 | |
| 3 | | 36 | 2 | 2 | 15 | 3 | 14 | 1 | 7 | 10 | 3 | 4 | 1 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 23 | 10.9 |
| 4 | | 127 | 9 | 18 | 56 | 16 | 27 | 4 | 25 | 9 | 23 | 19 | 6 | 15 | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 72 | 33.5 | |
| 5 - Excellent | | 177 | 16 | 22 | 73 | 18 | 48 | 4 | 28 | 27 | 32 | 10 | 8 | 26 | 10 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 117 | 54.4 |
| Don't know | | 2 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| MEAN: | | 4.39 | 4.55 | 4.37 | 4.41 | 4.31 | 4.34 | 4.34 | 4.36 | 4.42 | 4.19 | 4.46 | 4.48 | 4.48 | 4.70 | 4.60 | 4.41 | 4.48 | 4.37 | 4.28 | 4.41 | 4.41 | 4.46 | 4.48 | 4.48 | 4.48 | 4.48 | 4.48 | 4.48 | 4.48 | 4.48 | 4.48 | 4.48 | 4.48 | 4.48 | 4.48 | 4.48 | 4.48 | 4.48 | 4.48 | 4.48 | 4.48 | 4.48 | 4.48 |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

C4G. How would you rate: teaching skill of the instructor?

| | | SEMINAR CATEGORY | | | | | | | | | | | | | | | TYPE | | | |
|---------------|-------|------------------|-------|-------|-------|-------|------------|-------|-------|-------|-------|--------|-------|-------|-------|-------|-------|-------|-------|-------|
| | | CENTER NAME | | | | | Basic /Gen | | | | | High | | | | | | | | |
| | | Au- dits | | | | | Food | | | | | Irr/ | | | | | | | | |
| | | ERC | | | | | HVAC | | | | | Pumps | | | | | | | | |
| | | ETC | | | | | Light | | | | | Well- | | | | | | | | |
| | | SDGE | | | | | ing | | | | | Mo- | | | | | | | | |
| | | CTAC | | | | | Mors | | | | | tors | | | | | | | | |
| | | --D-- | | | | | --I-- | | | | | --J-- | | | | | | | | |
| | | --C-- | | | | | --H-- | | | | | --K-- | | | | | | | | |
| | | --E-- | | | | | --G-- | | | | | --L-- | | | | | | | | |
| | | --F-- | | | | | --M-- | | | | | --N-- | | | | | | | | |
| | | --A-- | | | | | --O-- | | | | | --P-- | | | | | | | | |
| | | --Q-- | | | | | --R-- | | | | | --S-- | | | | | | | | |
| | | --T-- | | | | | --U-- | | | | | --V-- | | | | | | | | |
| | | --W-- | | | | | --X-- | | | | | --Y-- | | | | | | | | |
| | | --Z-- | | | | | --AA-- | | | | | --AB-- | | | | | | | | |
| Total | 346 | 26 | 43 | 146 | 91 | 9 | 61 | 47 | 60 | 35 | 15 | 44 | 15 | 3 | 11 | 10 | 29 | 8 | 131 | 215 |
| C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| 1 - Poor | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| C% | 0.2 | 0.0 | 1.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 |
| 2 | 4 | 0 | 0 | 2 | 1 | 1 | 1 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 3 |
| C% | 1.3 | 1.5 | 0.0 | 1.4 | 1.4 | 1.4 | 2.1 | 0.0 | 0.0 | 5.9 | 2.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.9 | 0.0 | 1.3 | 1.2 |
| 3 | 29 | 4 | 4 | 10 | 3 | 8 | 1 | 5 | 3 | 4 | 4 | 2 | 4 | 0 | 1 | 1 | 4 | 0 | 18 | 10 |
| C% | 8.4 | 13.6 | 8.6 | 7.1 | 8.6 | 8.6 | 13.9 | 9.0 | 5.6 | 7.2 | 10.8 | 13.4 | 10.0 | 0.0 | 20.0 | 5.5 | 3.9 | 12.2 | 0.0 | 4.9 |
| 4 | 125 | 7 | 14 | 56 | 12 | 36 | 4 | 23 | 18 | 20 | 17 | 8 | 10 | 6 | 1 | 5 | 9 | 2 | 48 | 77 |
| C% | 36.1 | 25.8 | 31.4 | 38.6 | 30.0 | 40.0 | 41.8 | 37.3 | 38.3 | 32.9 | 47.2 | 51.9 | 23.0 | 38.7 | 20.0 | 41.3 | 44.2 | 32.1 | 22.5 | 36.8 |
| 5 - Excellent | 181 | 16 | 25 | 73 | 23 | 44 | 4 | 31 | 25 | 35 | 8 | 5 | 29 | 9 | 2 | 6 | 5 | 16 | 6 | 120 |
| C% | 52.3 | 59.1 | 57.1 | 50.0 | 60.0 | 48.6 | 44.3 | 51.6 | 53.3 | 58.9 | 24.2 | 32.1 | 65.6 | 61.3 | 60.0 | 53.1 | 51.9 | 53.8 | 77.5 | 46.3 |
| Don't know | 6 | 0 | 1 | 4 | 0 | 1 | 0 | 0 | 1 | 1 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 4 |
| C% | 1.8 | 0.0 | 1.4 | 2.9 | 0.0 | 1.4 | 0.0 | 0.0 | 2.8 | 1.0 | 11.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.6 | 1.9 |
| MEAN: | 4.42 | 4.42 | 4.45 | 4.41 | 4.49 | 4.38 | 4.30 | 4.49 | 4.52 | 4.02 | 4.13 | 4.51 | 4.61 | 4.40 | 4.48 | 4.38 | 4.78 | 4.30 | 4.49 | |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

C4I. How would you rate: usefulness of demonstrations?

| | | SEMINAR CATEGORY | | | | | | | | | | | | | | | | TYPE | | |
|-------------|-------|------------------|-------|-------|-------|-----------------------------|-------|-------|-------|---|-------|-------|-------|---|-------|-------|-------|-----------------|-------|--|
| CENTER NAME | | Basic /Gen | | | | High perf/ Irr/ Green Pumps | | | | Pool pump- Pro- cess ation | | | | Ref- riger T24 water USER | | | | Water Waste END | | |
| Total | | Au- dits | | | | Food HVAC | | | | Light Mo- tors | | | | --N-- --O-- --P-- --Q-- --R-- --S-- --T-- --U-- | | | | | | |
| Total | | ERC | | | | --J-- | | | | --M-- --N-- --O-- --P-- --Q-- --R-- --S-- --T-- --U-- | | | | | | | | | | |
| 346 | 26 | 43 | 146 | 39 | 91 | 61 | 47 | 60 | 35 | 15 | 44 | 15 | 3 | 11 | 10 | 29 | 8 | 131 | 215 | |
| C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| 2 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | |
| C% | 0.6 | 0.0 | 1.4 | 0.0 | 1.4 | 0.0 | 2.8 | 0.0 | 0.0 | 0.0 | 1.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.9 | |
| 6 | 1 | 0 | 2 | 2 | 1 | 0 | 3 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 5 | |
| C% | 1.7 | 3.0 | 0.0 | 1.4 | 4.3 | 1.4 | 5.6 | 0.0 | 0.9 | 0.0 | 5.3 | 0.0 | 0.0 | 0.0 | 0.0 | 3.8 | 0.0 | 3.7 | 0.4 | |
| 44 | 2 | 10 | 19 | 6 | 8 | 2 | 9 | 0 | 5 | 6 | 4 | 7 | 3 | 1 | 3 | 0 | 2 | 1 | 21 | |
| C% | 12.7 | 7.6 | 22.9 | 14.3 | 8.6 | 27.9 | 15.0 | 0.0 | 9.2 | 17.1 | 24.6 | 15.1 | 22.2 | 20.0 | 29.7 | 0.0 | 7.7 | 17.2 | 15.7 | |
| 121 | 7 | 15 | 65 | 11 | 23 | 2 | 20 | 16 | 20 | 13 | 6 | 13 | 5 | 1 | 3 | 7 | 10 | 3 | 46 | |
| C% | 34.9 | 27.3 | 34.3 | 44.3 | 27.1 | 25.7 | 33.0 | 34.4 | 34.3 | 38.3 | 40.6 | 30.2 | 33.1 | 20.0 | 22.7 | 68.2 | 35.9 | 44.7 | 35.1 | |
| 146 | 14 | 16 | 56 | 18 | 42 | 3 | 23 | 23 | 29 | 8 | 4 | 22 | 6 | 2 | 5 | 3 | 15 | 3 | 47 | |
| C% | 42.3 | 54.5 | 35.7 | 38.6 | 47.1 | 45.7 | 37.3 | 48.9 | 48.4 | 24.2 | 26.7 | 49.5 | 42.0 | 60.0 | 47.6 | 27.9 | 52.6 | 38.1 | 35.6 | |
| 20 | 0 | 2 | 2 | 1 | 14 | 1 | 4 | 7 | 4 | 4 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 9 | |
| C% | 5.7 | 1.5 | 4.3 | 1.4 | 2.9 | 7.0 | 6.4 | 13.9 | 6.1 | 10.8 | 0.0 | 3.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 7.2 | |
| 7 | 2 | 1 | 2 | 2 | 1 | 0 | 2 | 0 | 1 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | |
| C% | 2.1 | 6.1 | 1.4 | 1.4 | 4.3 | 1.4 | 2.8 | 0.0 | 1.0 | 9.7 | 2.7 | 0.9 | 2.7 | 0.0 | 0.0 | 3.9 | 0.0 | 0.0 | 2.6 | |
| MEAN: | 4.27 | 4.44 | 4.09 | 4.24 | 4.26 | 4.10 | 4.12 | 4.47 | 4.40 | 4.09 | 3.91 | 4.31 | 4.20 | 4.40 | 4.18 | 4.29 | 4.37 | 4.21 | 4.14 | |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

C5A. How would you rate the usefulness of the information for you when making energy-using equipment purchase decisions at your facility?
 BASE: End-Users

| | | SEMINAR CATEGORY | | | | | | | | | | | | | | | | TYPE | | | | |
|-----------------------|-------|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------|-------|
| | | ----- | | | | | | | | | | | | | | | | ----- | | | | |
| | | High | | | | | | | | | | | | | | | | | | | | |
| | | perf/ Irr/ | | | | | | | | | | | | | | | | | | | | |
| | | Green Pumps Light Mo- | | | | | | | | | | | | | | | | | | | | |
| | | build Wells -ing Mo- | | | | | | | | | | | | | | | | | | | | |
| | | ---K---J---I---H---G---F---E---D---C---B---A--- | | | | | | | | | | | | | | | | | | | | |
| | | Basic /Gen BE | | | | | | | | | | | | | | | | | | | | |
| | | Food HVAC | | | | | | | | | | | | | | | | | | | | |
| | | Pool pump- Pro- Ref- Ref- | | | | | | | | | | | | | | | | | | | | |
| | | ing cess ation T24 | | | | | | | | | | | | | | | | | | | | |
| | | Water Waste END | | | | | | | | | | | | | | | | | | | | |
| | | water USER UMA | | | | | | | | | | | | | | | | | | | | |
| | | ---S---T---U--- | | | | | | | | | | | | | | | | | | | | |
| Total | 215 | 18 | 32 | 85 | 13 | 66 | 8 | 31 | 38 | 38 | 17 | 8 | 26 | 14 | 2 | 7 | 6 | 13 | 8 | 0 | 215 | |
| C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 0.0 | 100.0 |
| 1 - Not at all useful | 6 | 1 | 2 | 0 | 1 | 3 | 0 | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 6 |
| C% | 3.0 | 4.5 | 5.8 | 0.0 | 8.7 | 3.9 | 0.0 | 4.2 | 3.5 | 3.3 | 0.0 | 4.7 | 2.4 | 0.0 | 0.0 | 5.5 | 0.0 | 8.4 | 0.0 | 0.0 | 3.0 | |
| 2 | 9 | 0 | 1 | 4 | 1 | 3 | 0 | 1 | 0 | 3 | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 9 |
| C% | 4.0 | 0.0 | 1.9 | 4.9 | 8.7 | 3.9 | 0.0 | 1.8 | 0.0 | 8.7 | 27.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 4.0 | |
| 3 | 28 | 1 | 8 | 8 | 1 | 9 | 3 | 2 | 5 | 4 | 4 | 1 | 1 | 2 | 0 | 1 | 0 | 4 | 0 | 0 | 28 | |
| C% | 13.0 | 6.8 | 25.0 | 9.8 | 8.7 | 13.7 | 40.5 | 6.8 | 13.9 | 10.7 | 24.1 | 14.1 | 4.9 | 13.0 | 0.0 | 17.1 | 0.0 | 28.2 | 0.0 | 0.0 | 13.0 | |
| 4 | 65 | 6 | 12 | 27 | 4 | 17 | 1 | 7 | 13 | 13 | 0 | 2 | 11 | 7 | 1 | 3 | 2 | 3 | 2 | 0 | 65 | |
| C% | 30.4 | 31.8 | 36.5 | 31.7 | 30.4 | 25.5 | 16.2 | 21.5 | 35.4 | 35.0 | 0.0 | 18.9 | 44.6 | 47.2 | 33.3 | 43.7 | 43.1 | 19.7 | 32.8 | 0.0 | 30.4 | |
| 5 - Extremely useful | 69 | 8 | 8 | 27 | 3 | 22 | 1 | 9 | 12 | 13 | 6 | 4 | 8 | 3 | 1 | 2 | 3 | 3 | 2 | 0 | 69 | |
| C% | 32.2 | 47.7 | 25.0 | 31.7 | 26.1 | 33.3 | 16.2 | 28.9 | 31.2 | 35.9 | 36.9 | 52.8 | 31.8 | 22.6 | 66.7 | 28.2 | 56.9 | 19.7 | 32.8 | 0.0 | 32.2 | |
| Don't know | 37 | 2 | 2 | 19 | 2 | 13 | 2 | 11 | 6 | 2 | 2 | 1 | 4 | 2 | 0 | 0 | 0 | 3 | 3 | 0 | 37 | |
| C% | 17.5 | 9.1 | 5.8 | 22.0 | 17.4 | 19.6 | 27.2 | 36.8 | 16.0 | 6.4 | 12.0 | 9.4 | 16.3 | 17.3 | 0.0 | 5.5 | 0.0 | 23.9 | 34.4 | 0.0 | 17.5 | |
| MEAN: | 4.03 | 4.30 | 3.78 | 4.16 | 3.68 | 4.00 | 3.67 | 4.09 | 4.08 | 3.98 | 3.53 | 4.27 | 4.23 | 4.12 | 4.67 | 3.94 | 4.57 | 3.56 | 4.50 | * | 4.03 | |
| | | | | | | | | | | | | | | | | | GKR | Q | | | | |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

CSB. How would you rate the usefulness of the information in helping you explain to others in your company the rationale behind certain choices?
 BASE: End-Users

| | | SEMINAR CATEGORY | | | | | | | | | | | | | | | | TYPE | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------------|---------|------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-----|-----|-----|
| | | CENTER NAME | | | | | | | | High | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | AgTAC | | SDGE | | CTAC | | ETC | | ERC | | ETC | | ERC | | Au- | | Basic | | Food | | Hvac | | Green | | Pumps | | Irr/ | | Light | | Mo- | | Pool | | Pro- | | Ref- | | Water | | | | | | | |
| | | --A-- | | --B-- | | --C-- | | --D-- | | --E-- | | --F-- | | --G-- | | --H-- | | --I-- | | --J-- | | --K-- | | --L-- | | --M-- | | --N-- | | --O-- | | --P-- | | --Q-- | | --R-- | | --S-- | | --T-- | | --U-- | | | | | |
| | | Total | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | | | | |
| | 215 | 18 | 32 | 85 | 13 | 66 | 8 | 31 | 38 | 17 | 8 | 26 | 14 | 2 | 7 | 6 | 13 | 8 | 0 | 215 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | | |
| 1 - Not at all useful | 8 | 1 | 2 | 2 | 1 | 3 | 0 | 2 | 1 | 1 | 2 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| | C% 3.9 | 4.5 | 5.8 | 2.4 | 8.7 | 3.9 | 0.0 | 6.1 | 3.5 | 3.3 | 12.0 | 4.7 | 2.4 | 0.0 | 0.0 | 5.5 | 0.0 | 4.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | |
| 2 | 7 | 0 | 1 | 2 | 1 | 4 | 0 | 0 | 1 | 3 | 3 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | C% 3.3 | 0.0 | 1.9 | 2.4 | 4.3 | 5.9 | 0.0 | 0.0 | 3.5 | 7.0 | 15.0 | 0.0 | 2.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| 3 | 26 | 2 | 7 | 6 | 3 | 8 | 5 | 2 | 1 | 4 | 3 | 1 | 1 | 0 | 2 | 2 | 0 | 1 | 2 | 0 | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | C% 12.0 | 11.4 | 21.2 | 7.3 | 21.7 | 11.8 | 67.6 | 6.1 | 3.5 | 11.0 | 19.5 | 9.4 | 4.9 | 2.8 | 100.0 | 32.0 | 0.0 | 9.9 | 27.5 | 0.0 | 12.0 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4 | 73 | 6 | 11 | 35 | 4 | 16 | 2 | 12 | 12 | 16 | 4 | 2 | 11 | 4 | 0 | 2 | 3 | 4 | 0 | 0 | 73 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | C% 33.8 | 36.4 | 34.6 | 41.5 | 30.4 | 23.5 | 24.3 | 39.3 | 31.9 | 42.9 | 24.1 | 28.3 | 42.2 | 27.2 | 0.0 | 31.2 | 50.0 | 28.2 | 5.3 | 0.0 | 33.8 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5 - Extremely useful | 74 | 8 | 10 | 29 | 3 | 23 | 1 | 9 | 14 | 12 | 5 | 5 | 8 | 8 | 0 | 2 | 3 | 5 | 2 | 0 | 74 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | C% 34.4 | 45.5 | 30.8 | 34.1 | 26.1 | 35.3 | 8.1 | 29.6 | 38.2 | 30.8 | 29.4 | 57.6 | 31.8 | 55.6 | 0.0 | 25.7 | 50.0 | 38.0 | 32.8 | 0.0 | 34.4 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Don't know | 25 | 0 | 2 | 8 | 1 | 13 | 0 | 6 | 7 | 2 | 0 | 0 | 2 | 2 | 0 | 0 | 0 | 3 | 0 | 0 | 25 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | C% 11.5 | 2.3 | 5.8 | 9.8 | 8.7 | 19.6 | 0.0 | 18.9 | 19.4 | 5.0 | 0.0 | 0.0 | 8.2 | 14.5 | 0.0 | 5.5 | 0.0 | 19.7 | 34.4 | 0.0 | 11.5 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Refused | 2 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | C% 1.0 | 0.0 | 0.0 | 2.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 8.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.0 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MEAN: | 4.05 | 4.21 | 3.88 | 4.17 | 3.67 | 4.00 | 3.40 | 4.07 | 4.22 | 3.96 | 3.44 | 4.34 | 4.18 | 4.62 | 3.00 | 3.76 | 4.50 | 4.19 | 4.08 | * | 4.05 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | ILMNQ | O | GO | NO | NQ | GO | GO | GO | GJKOP | HIJLM | N | GKO | O | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

C6. Overall, how satisfied would you say you were with the center's course you took?

| | SEMINAR CATEGORY | | | | | | | | | | | | | | TYPE | | | | | | | |
|--------------------------|------------------|-------|------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|-------|-------|-------|-------|-------|-------|-------|-------|
| | CENTER NAME | | Basic /Gen | | Food | | HVAC | | Light | | Pool | | Ref- | | | Water | | | | | | |
| | AgTAC | SDGE | CTAC | ETC | ERC | dtts | BE | Food | HVAC | Wells | Irr/ | Pumps | Light | Motors | ing | Pro- | cess | ation | T24 | water | USER | UMA |
| | --A-- | --B-- | --C-- | --D-- | --E-- | --F-- | --G-- | --H-- | --I-- | --J-- | --K-- | --L-- | --M-- | --N-- | --O-- | --P-- | --Q-- | --R-- | --S-- | --T-- | --U-- | --V-- |
| Total | 346 | 26 | 43 | 146 | 39 | 91 | 9 | 61 | 47 | 60 | 35 | 15 | 44 | 15 | 3 | 11 | 10 | 29 | 8 | 131 | 215 | |
| C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| 1 - Not at all satisfied | 2 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| C% | 0.7 | 1.5 | 1.4 | 0.0 | 0.0 | 1.4 | 0.0 | 0.0 | 2.8 | 0.0 | 0.0 | 2.7 | 1.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.1 |
| 2 | 4 | 0 | 1 | 0 | 1 | 3 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 2 | |
| C% | 1.2 | 1.5 | 1.4 | 0.0 | 1.4 | 2.9 | 0.0 | 2.1 | 0.0 | 1.0 | 3.7 | 2.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.9 | 0.0 | 1.8 | 0.9 |
| 3 | 29 | 2 | 7 | 8 | 3 | 8 | 2 | 4 | 3 | 6 | 4 | 1 | 4 | 1 | 0 | 2 | 0 | 2 | 0 | 0 | 13 | 16 |
| C% | 8.3 | 6.1 | 17.1 | 5.7 | 8.6 | 8.6 | 27.9 | 6.5 | 5.6 | 9.3 | 10.8 | 8.0 | 9.1 | 8.3 | 0.0 | 18.6 | 0.0 | 5.8 | 0.0 | 9.9 | 7.3 | |
| 4 | 122 | 8 | 14 | 56 | 17 | 27 | 3 | 22 | 15 | 22 | 20 | 6 | 6 | 2 | 2 | 4 | 5 | 12 | 1 | 63 | 59 | |
| C% | 35.2 | 28.8 | 31.4 | 38.6 | 42.9 | 30.0 | 34.8 | 37.0 | 32.8 | 36.8 | 57.6 | 43.3 | 14.5 | 16.6 | 60.0 | 33.8 | 48.1 | 39.7 | 17.2 | 47.8 | 27.4 | |
| 5 - Extremely satisfied | 184 | 16 | 21 | 79 | 18 | 49 | 3 | 33 | 26 | 31 | 10 | 6 | 33 | 9 | 1 | 5 | 5 | 15 | 5 | 53 | 131 | |
| C% | 53.2 | 62.1 | 47.1 | 54.3 | 47.1 | 54.3 | 37.3 | 54.3 | 56.1 | 51.9 | 27.9 | 43.3 | 75.0 | 61.3 | 40.0 | 47.6 | 51.9 | 52.6 | 65.6 | 40.6 | 60.9 | |
| Don't know | 5 | 0 | 1 | 2 | 0 | 3 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 5 |
| C% | 1.5 | 0.0 | 1.4 | 1.4 | 0.0 | 2.9 | 0.0 | 0.0 | 2.8 | 1.0 | 0.0 | 0.0 | 0.0 | 13.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 17.2 | 0.0 | 2.5 |
| MEAN: | 4.41 | 4.48 | 4.23 | 4.49 | 4.36 | 4.37 | 4.09 | 4.44 | 4.43 | 4.41 | 4.10 | 4.22 | 4.62 | 4.62 | 4.40 | 4.29 | 4.52 | 4.43 | 4.79 | 4.27 | 4.50 | |
| | | | D | C | | S | | | | MNS | | K | K | K | | | | GK | GK | U | U | T |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

C8A. How much do you agree or disagree that as a result of taking the center's course(s) . . . I am more aware of new technologies or practices?
 BASE: End-Users

| | SEMINAR CATEGORY | | | | | | | | | | | | | | | | TYPE | | | | | | | |
|-----------------------|------------------|-------|-------|-------|------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| | CENTER NAME | | | | Basic /Gen | | | | High | | | | Ref- | | | | | | | | | | | |
| | AgTAC | SDGE | CTAC | ETC | Au- | ERC | ETC | ERC | Au- | ERC | ETC | ERC | Au- | ERC | ETC | ERC | Au- | ERC | ETC | ERC | Water | Waste | END | |
| | ---A | ---B | ---C | ---D | ---E | ---F | ---G | ---H | ---I | ---J | ---K | ---L | ---M | ---N | ---O | ---P | ---Q | ---R | ---S | ---T | ---U | ---V | ---W | ---X |
| Total | 215 | 18 | 32 | 85 | 13 | 66 | 8 | 31 | 38 | 38 | 17 | 8 | 26 | 14 | 2 | 7 | 6 | 13 | 8 | 0 | 215 | 0 | 100.0 | 100.0 |
| C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 0.0 | 100.0 | 0.0 | 100.0 |
| 1 - Strongly disagree | 4 | 0 | 1 | 0 | 0 | 3 | 0 | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 0 | 0 | 4 |
| C% | 1.8 | 0.0 | 3.8 | 0.0 | 0.0 | 3.9 | 0.0 | 4.2 | 3.5 | 1.7 | 0.0 | 0.0 | 2.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.8 | 0.0 | 0.0 | 1.8 | |
| 2 | 7 | 1 | 1 | 2 | 0 | 4 | 1 | 0 | 1 | 1 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 7 | 0 | 0 | 7 | |
| C% | 3.5 | 4.5 | 1.9 | 2.4 | 0.0 | 5.9 | 8.1 | 0.0 | 3.5 | 3.5 | 19.5 | 4.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.5 | 0.0 | 0.0 | 3.5 | |
| 3 | 39 | 2 | 7 | 17 | 4 | 9 | 1 | 10 | 10 | 6 | 0 | 4 | 2 | 1 | 1 | 1 | 0 | 2 | 2 | 39 | 2 | 0 | 39 | |
| C% | 18.0 | 11.4 | 21.2 | 19.5 | 30.4 | 13.7 | 16.2 | 32.7 | 26.4 | 16.8 | 0.0 | 43.4 | 7.3 | 7.1 | 33.3 | 0.0 | 0.0 | 14.1 | 27.5 | 18.0 | 0.0 | 0.0 | 18.0 | |
| 4 | 81 | 6 | 14 | 33 | 3 | 25 | 4 | 10 | 8 | 19 | 5 | 2 | 13 | 8 | 1 | 4 | 1 | 5 | 1 | 81 | 1 | 0 | 81 | |
| C% | 37.6 | 31.8 | 44.2 | 39.0 | 21.7 | 37.3 | 51.4 | 32.4 | 20.8 | 49.9 | 29.4 | 23.6 | 49.6 | 58.9 | 33.3 | 60.8 | 13.9 | 38.0 | 17.2 | 37.6 | 0.0 | 0.0 | 37.6 | |
| 5 - Strongly agree | 81 | 9 | 9 | 33 | 5 | 25 | 2 | 9 | 17 | 10 | 9 | 2 | 10 | 5 | 1 | 2 | 5 | 6 | 3 | 81 | 3 | 0 | 81 | |
| C% | 37.9 | 50.0 | 28.8 | 39.0 | 39.1 | 37.3 | 24.3 | 28.9 | 45.8 | 26.7 | 51.1 | 23.6 | 40.6 | 34.0 | 33.3 | 33.7 | 86.1 | 47.9 | 38.1 | 37.9 | 0.0 | 0.0 | 37.9 | |
| Don't know | 3 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 3 | |
| C% | 1.3 | 2.3 | 0.0 | 0.0 | 8.7 | 2.0 | 0.0 | 1.8 | 0.0 | 1.5 | 0.0 | 4.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.3 | 0.0 | 0.0 | 1.3 | |
| MEAN: | 4.08 | 4.30 | 3.92 | 4.15 | 4.10 | 4.00 | 3.92 | 3.83 | 4.02 | 3.98 | 4.12 | 3.69 | 4.26 | 4.27 | 4.00 | 4.23 | 4.86 | 4.34 | 4.13 | 4.08 | * | 4.08 | | |
| | C | B | C | B | C | B | C | B | C | B | C | NQR | Q | LQ | C | Q | GHJL | L | | | | | | |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

C8B. How much do you agree or disagree that as a result of taking the center's course(s) . . . I am more aware of energy efficient solutions?
 BASE: End-Users

| | | SEMINAR CATEGORY | | | | | | | | | | | | | TYPE | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------------|----|------------------|------|-------|------|-------|------|------------|------|-------|-----------------|-------|------|------------|------|-------|-----------|-------|------|-------------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|------|------|-------|------|------|-----|
| | | CENTER NAME | | | | | | Basic /Gen | | | High perf/ Irr/ | | | Pool Pump- | | | Ref-riger | | | Water Waste | | END | | | | | | | | | | | | | | | | | | | | | | | |
| | | AgTAC | | SDGE | | CTAC | | ETC | | ERC | | ETC | | Au-dits | | BE | | Food | | HVAC | | K- | | J- | | I- | | H- | | G- | | F- | | E- | | D- | | C- | | B- | | A- | | | |
| | | 215 | | 18 | | 32 | | 85 | | 13 | | 66 | | 8 | | 31 | | 38 | | 38 | | 17 | | 8 | | 26 | | 14 | | 2 | | 7 | | 6 | | 13 | | 8 | | 0 | | 215 | | | |
| Total | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 0.0 | | 100.0 | | | |
| 1 - Strongly disagree | C% | 0.9 | 0.0 | 1.9 | 0.0 | 0.0 | 0.0 | 0.0 | 2.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 4.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.9 | | | |
| 2 | C% | 3.3 | 0.0 | 5.8 | 2.4 | 4.3 | 3.9 | 8.1 | 3.9 | 1.0 | 0.0 | 1.7 | 19.5 | 0.0 | 2.4 | 0.0 | 2.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.3 | | | |
| 3 | C% | 14.8 | 11.4 | 17.3 | 12.2 | 26.1 | 15.7 | 16.2 | 24.0 | 7.0 | 3.0 | 6.9 | 20.2 | 15.0 | 9.4 | 2.4 | 14.2 | 66.7 | 18.0 | 0.0 | 18.3 | 27.5 | 0.0 | 14.8 | 32.0 | 2.0 | 6.0 | 10.0 | 3.0 | 10.0 | 3.0 | 10.0 | 3.0 | 10.0 | 3.0 | 10.0 | 3.0 | 10.0 | 3.0 | 10.0 | 3.0 | 10.0 | 3.0 | | |
| 4 | C% | 35.6 | 22.7 | 44.2 | 36.6 | 26.1 | 35.3 | 43.3 | 33.7 | 33.3 | 33.3 | 39.5 | 12.0 | 52.8 | 41.5 | 46.3 | 33.3 | 42.8 | 13.9 | 43.7 | 17.2 | 0.0 | 35.6 | 76.0 | 4.0 | 14.0 | 31.0 | 3.0 | 10.0 | 3.0 | 10.0 | 3.0 | 10.0 | 3.0 | 10.0 | 3.0 | 10.0 | 3.0 | 10.0 | 3.0 | 10.0 | 3.0 | 10.0 | 3.0 | |
| 5 - Strongly agree | C% | 43.1 | 63.6 | 30.8 | 48.8 | 39.1 | 37.3 | 32.4 | 36.2 | 11.0 | 18.0 | 49.3 | 38.7 | 53.4 | 33.0 | 51.2 | 39.5 | 0.0 | 39.2 | 86.1 | 33.8 | 38.1 | 0.0 | 43.1 | 93.0 | 4.0 | 14.0 | 31.0 | 3.0 | 10.0 | 3.0 | 10.0 | 3.0 | 10.0 | 3.0 | 10.0 | 3.0 | 10.0 | 3.0 | 10.0 | 3.0 | 10.0 | 3.0 | 10.0 | 3.0 |
| Don't know | C% | 2.3 | 2.3 | 0.0 | 0.0 | 4.3 | 5.9 | 0.0 | 1.8 | 6.9 | 0.0 | 0.0 | 0.0 | 0.0 | 4.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 5.0 | 2.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.3 | | | |
| MEAN: | | 4.19 | 4.53 | 3.96 | 4.32 | 4.05 | 4.08 | 4.00 | 3.99 | 4.38 | 4.15 | 3.99 | 4.25 | 4.37 | 4.25 | 4.37 | 4.25 | 3.33 | 4.21 | 4.86 | 4.07 | 4.13 | * | 4.19 | | | | | | | | | | | | | | | | | | | | | |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

C8C. How much do you agree or disagree that as a result of taking the center's course(s) . . .I better understand how to improve the energy efficiency at my facility?
 BASE: End-Users

| | | SEMINAR CATEGORY | | | | | | | | | | | | | TYPE | | | | | | | |
|-----------------------|-------|------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| CENTER NAME | | High | | | | | | | | | | | | | Water | | | | | | | |
| | | per/Irr/ | | | | | | | | | | | | | Waste | | | | | | | |
| | | Green Pumps | | | | | | | | | | | | | END | | | | | | | |
| | | build Wells | | | | | | | | | | | | | USER | | | | | | | |
| | | HVAC | | | | | | | | | | | | | UMA | | | | | | | |
| | | Light Motors | | | | | | | | | | | | | | | | | | | | |
| | | --M-- | | | | | | | | | | | | | | | | | | | | |
| | | --N-- | | | | | | | | | | | | | | | | | | | | |
| | | --O-- | | | | | | | | | | | | | | | | | | | | |
| | | --P-- | | | | | | | | | | | | | | | | | | | | |
| | | --Q-- | | | | | | | | | | | | | | | | | | | | |
| | | --R-- | | | | | | | | | | | | | | | | | | | | |
| | | --S-- | | | | | | | | | | | | | | | | | | | | |
| | | --T-- | | | | | | | | | | | | | | | | | | | | |
| | | --U-- | | | | | | | | | | | | | | | | | | | | |
| Total | 215 | 18 | 32 | 85 | 13 | 66 | 8 | 31 | 38 | 38 | 17 | 8 | 26 | 14 | 2 | 7 | 6 | 13 | 8 | 0 | 215 | |
| C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| 1 - Strongly disagree | 5 | 0 | 1 | 2 | 0 | 3 | 0 | 1 | 1 | 0 | 2 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 5 | |
| C% | 2.5 | 0.0 | 1.9 | 2.4 | 0.0 | 3.9 | 0.0 | 4.2 | 3.5 | 0.0 | 12.0 | 0.0 | 2.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.5 | |
| 2 | 10 | 0 | 1 | 4 | 0 | 5 | 0 | 0 | 3 | 1 | 3 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 2 | 10 | |
| C% | 4.8 | 2.3 | 1.9 | 4.9 | 0.0 | 7.8 | 0.0 | 6.9 | 3.5 | 3.5 | 19.5 | 4.7 | 0.0 | 4.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 27.5 | 4.8 | |
| 3 | 27 | 1 | 8 | 6 | 3 | 9 | 2 | 5 | 4 | 5 | 3 | 0 | 2 | 1 | 1 | 2 | 0 | 2 | 0 | 0 | 27 | |
| C% | 12.8 | 6.8 | 25.0 | 7.3 | 21.7 | 13.7 | 24.3 | 17.2 | 10.4 | 14.3 | 19.5 | 4.7 | 7.3 | 7.1 | 33.3 | 26.5 | 0.0 | 14.1 | 0.0 | 0.0 | 12.8 | |
| 4 | 77 | 6 | 14 | 35 | 5 | 17 | 4 | 11 | 10 | 18 | 4 | 4 | 11 | 7 | 1 | 3 | 1 | 2 | 1 | 0 | 77 | |
| C% | 35.7 | 31.8 | 42.3 | 41.5 | 39.1 | 25.5 | 51.4 | 36.3 | 26.4 | 47.4 | 21.8 | 52.8 | 41.5 | 47.5 | 66.7 | 42.8 | 13.9 | 14.1 | 17.2 | 0.0 | 35.7 | |
| 5 - Strongly agree | 79 | 10 | 9 | 38 | 4 | 18 | 2 | 10 | 13 | 13 | 5 | 3 | 12 | 6 | 0 | 2 | 5 | 5 | 3 | 0 | 79 | |
| C% | 36.8 | 56.8 | 28.8 | 43.9 | 30.4 | 27.5 | 24.3 | 31.9 | 35.4 | 34.8 | 27.1 | 33.0 | 48.8 | 41.1 | 0.0 | 30.6 | 86.1 | 38.0 | 38.1 | 0.0 | 36.8 | |
| Don't know | 16 | 0 | 0 | 0 | 1 | 14 | 0 | 3 | 7 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 1 | 0 | 16 |
| C% | 7.4 | 2.3 | 0.0 | 0.0 | 8.7 | 21.6 | 0.0 | 10.3 | 17.4 | 0.0 | 0.0 | 4.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 33.8 | 17.2 | 0.0 | 7.4 |
| MEAN: | 4.07 | 4.47 | 3.94 | 4.20 | 4.10 | 3.83 | 4.00 | 4.02 | 4.01 | 4.14 | 3.32 | 4.20 | 4.34 | 4.25 | 3.67 | 4.04 | 4.86 | 4.36 | 3.80 | * | 4.07 | |
| | CF | B | B | B | B | B | B | Q | Q | Q | MQ | Q | KQ | Q | Q | Q | GH | HIJK | | | | |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

C8D. How much do you agree or disagree that as a result of taking the center's course(s) . . .I have more confidence in the performance of energy efficient equipment?
 BASE: End-Users

| | | SEMINAR CATEGORY | | | | | | | | | | | | | TYPE | | | | | | | | | | |
|-----------------------|-------|------------------|-------|-------|-------|-------|-------|-------|-------|-------|--------------|-------|-------|---------------|-------|-------|-----------------|-------|-------|-----------------|-------|--|----|--|--|
| CENTER NAME | | High | | | | | | | | | | | | | | | | | | | | | | | |
| | | Basic /Gen | | | Food | | | HVAC | | | Light Motors | | | Pool pump-ing | | | Ref-riger ation | | | Water Waste END | | | | | |
| | | Audi | | | Irr/ | | | Wells | | | Green build | | | Pumps | | | T24 | | | water | | | | | |
| | | ETC | | | EE | | | J | | | K | | | O | | | R | | | S | | | | | |
| | | F | | | H | | | I | | | L | | | M | | | N | | | P | | | Q | | |
| | | E | | | G | | | D | | | J | | | K | | | L | | | M | | | N | | |
| | | B | | | C | | | D | | | E | | | F | | | G | | | H | | | I | | |
| | | A | | | B | | | C | | | D | | | E | | | F | | | G | | | H | | |
| | | T | | | U | | | V | | | W | | | X | | | Y | | | Z | | | AA | | |
| Total | 215 | 18 | 32 | 85 | 13 | 66 | 8 | 31 | 38 | 38 | 17 | 8 | 26 | 14 | 2 | 7 | 6 | 13 | 8 | 0 | 215 | | | | |
| C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | | | |
| 1 - Strongly disagree | 3 | 0 | 1 | 0 | 0 | 3 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | | | | |
| C% | 1.5 | 0.0 | 1.9 | 0.0 | 0.0 | 3.9 | 0.0 | 4.2 | 3.5 | 0.0 | 0.0 | 0.0 | 2.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.5 | | | | |
| 2 | 4 | 0 | 1 | 2 | 0 | 1 | 0 | 0 | 0 | 0 | 3 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | | | | |
| C% | 1.9 | 0.0 | 1.9 | 2.4 | 0.0 | 2.0 | 0.0 | 0.0 | 0.0 | 0.0 | 19.5 | 0.0 | 2.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.9 | | | | |
| 3 | 31 | 2 | 4 | 13 | 4 | 8 | 1 | 1 | 3 | 8 | 2 | 1 | 4 | 4 | 1 | 1 | 0 | 4 | 0 | 0 | 31 | | | | |
| C% | 14.2 | 11.4 | 13.5 | 14.6 | 30.4 | 11.8 | 16.2 | 3.6 | 6.9 | 22.1 | 12.0 | 14.1 | 16.3 | 25.9 | 33.3 | 18.0 | 0.0 | 32.4 | 0.0 | 0.0 | 14.2 | | | | |
| 4 | 82 | 4 | 12 | 38 | 3 | 25 | 4 | 16 | 16 | 13 | 3 | 4 | 9 | 4 | 1 | 3 | 5 | 1 | 3 | 0 | 82 | | | | |
| C% | 38.0 | 20.5 | 38.5 | 43.9 | 26.1 | 37.3 | 51.4 | 52.8 | 42.4 | 35.6 | 15.0 | 48.1 | 33.3 | 28.7 | 33.3 | 42.8 | 79.2 | 9.9 | 44.7 | 0.0 | 38.0 | | | | |
| 5 - Strongly agree | 80 | 12 | 13 | 31 | 4 | 20 | 1 | 7 | 13 | 16 | 9 | 3 | 12 | 7 | 1 | 3 | 1 | 6 | 3 | 0 | 80 | | | | |
| C% | 37.2 | 65.9 | 40.4 | 36.6 | 34.8 | 29.4 | 16.2 | 22.2 | 33.3 | 42.4 | 53.4 | 33.0 | 45.5 | 45.4 | 33.3 | 39.2 | 20.8 | 43.7 | 38.1 | 0.0 | 37.2 | | | | |
| Don't know | 15 | 0 | 1 | 2 | 1 | 10 | 1 | 5 | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 1 | 0 | 15 | | | | |
| C% | 7.1 | 2.3 | 3.8 | 2.4 | 8.7 | 15.7 | 16.2 | 17.1 | 13.9 | 0.0 | 0.0 | 4.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 14.1 | 17.2 | 0.0 | 7.1 | | | | |
| MEAN: | 4.16 | 4.56 | 4.18 | 4.17 | 4.05 | 4.02 | 4.00 | 4.07 | 4.19 | 4.20 | 4.02 | 4.20 | 4.17 | 4.19 | 4.00 | 4.21 | 4.21 | 4.13 | 4.46 | * | 4.16 | | | | |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

C8E. How much do you agree or disagree that as a result of taking the center's course(s) . . . I can promote energy efficiency to my own management better?
 BASE: End-Users

| | | SEMINAR CATEGORY | | | | | | | | | | | | | | | | TYPE | | | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------------|--|------------------|------|------|------|------|------|------|------|---------|------|------------|------|------|------|------|------|-------|------|------|-----|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------|------|------|-----|
| | | CENTER NAME | | | | | | | | High | | | | | | | | Water | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | SDGE | | CTAC | | ETC | | ERC | | Au-dits | | Basic /Gen | | Food | | HVAC | | Light | | Mo- | | Pool | | Ref- | | | | | | | | | | | | | | | | | | | |
| | | C | | D | | E | | F | | G | | H | | I | | J | | K | | L | | M | | N | | O | | P | | Q | | R | | S | | T | | U | | | | | |
| | | B | | A | | A | | A | | A | | A | | A | | A | | A | | A | | A | | A | | A | | A | | A | | A | | A | | A | | A | | | | | |
| Total | | 215 | 18 | 32 | 85 | 13 | 66 | 8 | 31 | 38 | 17 | 8 | 26 | 14 | 2 | 7 | 6 | 13 | 8 | 0 | 215 | 0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | | | |
| 1 - Strongly disagree | | 2 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0.9 | 0.0 | 1.9 | 0.0 | 0.0 | 2.0 | 0.0 | 4.2 | 0.0 | 0.0 | 2.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.9 | | | |
| 2 | | 10 | 0 | 2 | 4 | 1 | 3 | 1 | 2 | 1 | 1 | 3 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 10 | 4.5 | 2.3 | 5.8 | 4.9 | 4.3 | 3.9 | 8.1 | 6.8 | 3.5 | 1.7 | 19.5 | 4.7 | 0.0 | 4.3 | 0.0 | 0.0 | 0.0 | 4.2 | 0.0 | 0.0 | 4.5 |
| 3 | | 26 | 1 | 6 | 6 | 2 | 10 | 1 | 3 | 5 | 4 | 3 | 1 | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 26 | 12.0 | 6.8 | 17.3 | 7.3 | 17.4 | 15.7 | 8.1 | 8.6 | 13.9 | 9.4 | 9.7 | 7.1 | 33.3 | 17.1 | 0.0 | 14.1 | 27.5 | 0.0 | 12.0 | | | |
| 4 | | 78 | 5 | 12 | 38 | 5 | 18 | 5 | 8 | 7 | 19 | 8 | 5 | 10 | 4 | 1 | 4 | 2 | 4 | 1 | 78 | 36.3 | 27.3 | 38.5 | 43.9 | 39.1 | 27.5 | 59.5 | 25.0 | 19.4 | 50.0 | 43.6 | 57.6 | 37.5 | 28.7 | 66.7 | 57.7 | 43.1 | 33.8 | 17.2 | 0.0 | 36.3 | |
| 5 - Strongly agree | | 79 | 11 | 11 | 33 | 4 | 20 | 1 | 12 | 17 | 14 | 2 | 2 | 11 | 9 | 0 | 2 | 3 | 4 | 3 | 79 | 36.7 | 61.4 | 34.6 | 39.0 | 30.4 | 29.4 | 16.2 | 38.2 | 45.8 | 36.8 | 9.8 | 23.6 | 42.2 | 59.9 | 0.0 | 25.1 | 56.9 | 28.2 | 38.1 | 0.0 | 36.7 | |
| Don't know | | 20 | 0 | 1 | 4 | 1 | 14 | 1 | 5 | 7 | 1 | 1 | 0 | 2 | 0 | 0 | 0 | 0 | 3 | 1 | 20 | 9.4 | 2.3 | 1.9 | 4.9 | 4.3 | 21.6 | 8.1 | 15.3 | 17.4 | 1.5 | 7.5 | 4.7 | 8.2 | 0.0 | 0.0 | 0.0 | 0.0 | 19.7 | 17.2 | 0.0 | 9.4 | |
| Refused | | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0.3 | 0.0 | 0.0 | 0.0 | 4.3 | 0.0 | 0.0 | 1.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | | | |
| MEAN: | | 4.14 | 4.51 | 4.00 | 4.23 | 4.05 | 4.00 | 3.91 | 4.04 | 4.30 | 4.24 | 3.47 | 4.05 | 4.27 | 4.44 | 3.67 | 4.08 | 4.57 | 4.07 | 4.13 | * | 4.14 | 4.14 | 4.51 | 4.00 | 4.23 | 4.05 | 4.00 | 3.91 | 4.04 | 4.30 | 4.24 | 3.47 | 4.05 | 4.27 | 4.44 | 3.67 | 4.08 | 4.57 | 4.07 | 4.13 | | |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

C8F. How much do you agree or disagree that as a result of taking the center's course(s) . . . I am more likely to specify "energy efficient" equipment when I have a choice?
 BASE: End-Users

| | | SEMINAR CATEGORY | | | | | | | | | | | | | | | | TYPE | | | | | | | | | | | | | | | | | | | | | |
|-------|------|------------------|------|-------|------|-------|------|-------|------|---------|------|------------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|
| | | CENTER NAME | | | | | | | | High | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | SDGE | | CTAC | | ETC | | ERC | | Au-dits | | Basic /Gen | | Food | | HVAC | | Light | | Mo- | | Pool | | Ref- | | Water | | | | | | | | | | | | | |
| | | -C- | | -D- | | -E- | | -F- | | -G- | | -H- | | -I- | | -J- | | -K- | | -L- | | -M- | | -N- | | -O- | | -P- | | -Q- | | -R- | | -S- | | -T- | | -U- | |
| | | 18 | | 32 | | 85 | | 13 | | 66 | | 8 | | 31 | | 38 | | 17 | | 8 | | 26 | | 14 | | 2 | | 7 | | 6 | | 13 | | 8 | | 0 | | 215 | |
| Total | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | |
| C% | 1.4 | 2.3 | 3.8 | 0.0 | 0.0 | 0.0 | 2.0 | 8.1 | 1 | 1 | 1 | 1 | 4.2 | 0.0 | 1.7 | 0.0 | 4.7 | 0.0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 1.4 |
| C% | 1.1 | 2.3 | 1.9 | 0.0 | 0.0 | 0.0 | 2.0 | 0.0 | 1 | 0 | 0 | 0 | 3.5 | 0.0 | 0.0 | 0.0 | 4.7 | 2.4 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 1.1 |
| C% | 4.8 | 2.3 | 3.8 | 4.9 | 4.3 | 5.9 | 0.0 | 8.6 | 0.0 | 3 | 0 | 0 | 8.2 | 0.0 | 6.2 | 15.0 | 0.0 | 8.2 | 0.0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 10 | 4.8 |
| C% | 29.9 | 22.7 | 26.9 | 31.7 | 47.8 | 27.5 | 24.3 | 21.5 | 17.4 | 7 | 7 | 13 | 33.9 | 31.6 | 23.6 | 33.3 | 25.9 | 33.3 | 25.9 | 100.0 | 39.8 | 43.1 | 47.9 | 44.7 | 0.0 | 29.9 | 0.0 | 64 | 29.9 | 0.0 | 64 | 29.9 | 0.0 | 64 | 29.9 | 0.0 | 64 | 29.9 | |
| C% | 55.9 | 68.2 | 61.5 | 58.5 | 43.5 | 49.0 | 67.6 | 52.8 | 65.3 | 5 | 16 | 24 | 62.3 | 53.4 | 62.3 | 45.5 | 74.1 | 0.0 | 51.6 | 56.9 | 42.2 | 38.1 | 0.0 | 55.9 | 0.0 | 120 | 55.9 | 0.0 | 120 | 55.9 | 0.0 | 120 | 55.9 | 0.0 | 120 | 55.9 | 0.0 | 120 | 55.9 |
| C% | 6.7 | 2.3 | 1.9 | 4.9 | 0.0 | 13.7 | 0.0 | 11.0 | 13.9 | 0 | 3 | 5 | 4.7 | 10.6 | 0.0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 14 | 6.7 |
| C% | 0.3 | 0.0 | 0.0 | 0.0 | 4.3 | 0.0 | 0.0 | 1.8 | 0.0 | 1 | 0 | 0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1 | 0.3 |
| MEAN: | 4.48 | 4.56 | 4.43 | 4.56 | 4.41 | 4.39 | 4.43 | 4.36 | 4.68 | 4.47 | 4.38 | 4.41 | 4.36 | 4.74 | 4.00 | 4.43 | 4.57 | 4.47 | 4.46 | 4.46 | 4.46 | 4.46 | 4.46 | 4.46 | 4.46 | 4.46 | 4.46 | 4.46 | 4.46 | 4.46 | 4.46 | 4.46 | 4.46 | 4.46 | 4.46 | 4.46 | 4.48 | 4.48 | |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

C8G. How much do you agree or disagree that as a result of taking the center's course(s) . . . I can more confidently evaluate the energy efficiency performance claims made by salespeople?
 BASE: End-Users

| | | SEMINAR CATEGORY | | | | | | | | | | | | | | | | TYPE | | | | |
|---|------|------------------|-------|-------|-------|-----------------------------|-------|-------|-------|----------------|-------|-------|-------|----------------------|-------|-------|-------|------------|-------|-----|-------|-----|
| CENTER NAME | | Basic /Gen | | | | High perf/ Irr/ Green Pumps | | | | Pool pump- ing | | | | Ref- riger ation T24 | | | | Water | | | | |
| AgTAC SDGE CTAC ETC | | Au- dits | | | | Food HVAC | | | | Light -ing | | | | Pro- cess ion | | | | Waste END | | | | |
| --A-- --B-- --C-- --D-- --E-- --F-- --G-- --H-- --I-- --J-- --K-- --L-- --M-- --N-- --O-- --P-- --Q-- --R-- --S-- --T-- --U-- | | --ERC | | | | --I-- | | | | --M-- | | | | --O-- | | | | water USER | | | | |
| Total | | 18 | 32 | 85 | 13 | 66 | 8 | 31 | 38 | 38 | 17 | 8 | 26 | 14 | 2 | 7 | 6 | 13 | 8 | 0 | 215 | |
| C%100.0 | | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 0.0 | 100.0 | |
| 1 - Strongly disagree | | 3 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 3 |
| C% | 1.2 | 4.5 | 1.9 | 0.0 | 8.7 | 0.0 | 0.0 | 1.3 | 0.0 | 1.5 | 0.0 | 4.7 | 2.4 | 0.0 | 0.0 | 0.0 | 0.0 | 4.2 | 0.0 | 0.0 | 1.2 | |
| 2 | | 2 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| C% | 1.2 | 0.0 | 7.7 | 0.0 | 0.0 | 0.0 | 8.1 | 0.0 | 0.0 | 1.7 | 0.0 | 0.0 | 2.4 | 4.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.2 |
| 3 | | 28 | 0 | 5 | 10 | 4 | 8 | 1 | 5 | 6 | 5 | 0 | 3 | 1 | 2 | 1 | 0 | 1 | 0 | 1 | 0 | 28 |
| C% | 13.1 | 2.3 | 15.4 | 12.2 | 34.8 | 11.8 | 16.2 | 14.7 | 12.5 | 15.5 | 27.1 | 4.7 | 10.6 | 4.3 | 100.0 | 8.6 | 0.0 | 8.4 | 0.0 | 0.0 | 13.1 | |
| 4 | | 86 | 8 | 9 | 44 | 3 | 22 | 3 | 10 | 11 | 18 | 8 | 3 | 9 | 7 | 0 | 5 | 4 | 3 | 0 | 86 | |
| C% | 39.9 | 43.2 | 26.9 | 51.2 | 26.1 | 33.3 | 35.2 | 32.5 | 29.9 | 46.8 | 43.6 | 37.7 | 34.9 | 46.0 | 0.0 | 68.8 | 86.1 | 33.8 | 44.7 | 0.0 | 39.9 | |
| 5 - Strongly agree | | 72 | 8 | 15 | 27 | 3 | 18 | 3 | 11 | 14 | 13 | 4 | 8 | 7 | 0 | 2 | 1 | 3 | 3 | 0 | 72 | |
| C% | 33.5 | 47.7 | 46.2 | 31.7 | 26.1 | 27.5 | 40.5 | 36.9 | 36.8 | 34.6 | 21.8 | 48.1 | 30.9 | 45.4 | 0.0 | 22.7 | 13.9 | 23.9 | 38.1 | 0.0 | 33.5 | |
| Don't know | | 24 | 0 | 1 | 4 | 1 | 18 | 0 | 4 | 8 | 0 | 1 | 0 | 5 | 0 | 0 | 0 | 4 | 1 | 0 | 24 | |
| C% | 11.2 | 2.3 | 1.9 | 4.9 | 4.3 | 27.5 | 0.0 | 14.6 | 20.8 | 0.0 | 7.5 | 4.7 | 18.7 | 0.0 | 0.0 | 0.0 | 0.0 | 29.6 | 17.2 | 0.0 | 11.2 | |
| MEAN: | | 4.16 | 4.33 | 4.10 | 4.21 | 3.64 | 4.22 | 4.08 | 4.21 | 4.31 | 4.11 | 3.94 | 4.31 | 4.10 | 4.32 | 3.00 | 4.14 | 4.04 | 4.46 | * | 4.16 | |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

C8H. How much do you agree or disagree that as a result of taking the center's course(s) . . . My company/business has or will change some of its policies related to specifying or selecting energy efficient equipment?
 BASE: End-Users

| | | SEMINAR CATEGORY | | | | | | | | | | | | | | | | TYPE | | | | |
|---|-------|------------------|-------|-------|-------|---------------|-------|-------|-------|-----------|-------|-------|-----------|--|-------|-------|--------|----------------|------------------|-----------------|-------|-------|
| CENTER NAME | | Au- dits | | | | Basic /Gen EE | | | | Food HVAC | | | | High perf/ Irr/ Green Pumps Light Motors | | | | Pool pump- ing | Ref- riger ation | Water Waste END | | |
| --A-- --B-- --C-- --D-- --E-- --F-- --G-- --H-- --I-- --J-- --K-- --L-- --M-- --N-- --O-- --P-- --Q-- --R-- --S-- --T-- --U-- | | AgTAC | SDGE | CTAC | ETC | ERC | ETC | EE | EE | Food | HVAC | High | per/ Irr/ | Green | Pumps | Light | Motors | Pool | Ref- | Water | | |
| Total | | 215 | 18 | 32 | 85 | 13 | 66 | 8 | 31 | 38 | 38 | 17 | 8 | 26 | 14 | 2 | 7 | 6 | 13 | 8 | 0 | 215 |
| C% | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| 1 - Strongly disagree | | 2 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| C% | 1.0 | 2.3 | 3.8 | 0.0 | 4.3 | 0.0 | 8.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 4.7 | 2.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 4.2 | 0.0 | 1.0 |
| 2 | | 15 | 0 | 4 | 6 | 1 | 4 | 1 | 1 | 1 | 4 | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 15 |
| C% | 7.0 | 0.0 | 11.5 | 7.3 | 8.7 | 5.9 | 16.2 | 3.6 | 3.5 | 10.5 | 31.6 | 0.0 | 0.0 | 2.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 9.9 | 0.0 | 7.0 |
| 3 | | 37 | 4 | 6 | 19 | 2 | 7 | 3 | 5 | 4 | 9 | 2 | 2 | 4 | 1 | 1 | 1 | 1 | 2 | 0 | 2 | 37 |
| C% | 17.4 | 20.5 | 19.2 | 22.0 | 17.4 | 9.8 | 43.3 | 15.4 | 10.4 | 23.9 | 12.0 | 18.9 | 16.3 | 5.6 | 66.7 | 31.2 | 6.9 | 14.1 | 27.5 | 0.0 | 17.4 | |
| 4 | | 71 | 6 | 10 | 29 | 4 | 22 | 2 | 11 | 13 | 14 | 4 | 2 | 9 | 7 | 0 | 2 | 2 | 4 | 2 | 0 | 71 |
| C% | 33.2 | 34.1 | 30.8 | 34.1 | 30.4 | 33.3 | 24.3 | 36.3 | 33.3 | 37.2 | 21.8 | 23.6 | 33.3 | 50.3 | 0.0 | 31.2 | 28.2 | 27.8 | 0.0 | 33.2 | | |
| 5 - Strongly agree | | 58 | 6 | 9 | 23 | 4 | 16 | 1 | 7 | 11 | 9 | 4 | 4 | 7 | 5 | 1 | 3 | 3 | 2 | 2 | 0 | 58 |
| C% | 26.9 | 34.1 | 28.8 | 26.8 | 30.4 | 23.5 | 8.1 | 23.3 | 28.5 | 25.2 | 22.5 | 43.4 | 26.7 | 37.0 | 33.3 | 37.6 | 50.0 | 14.1 | 27.5 | 0.0 | 26.9 | |
| Don't know | | 31 | 2 | 2 | 8 | 1 | 18 | 0 | 7 | 9 | 1 | 2 | 1 | 5 | 1 | 0 | 0 | 0 | 4 | 1 | 0 | 31 |
| C% | 14.5 | 9.1 | 5.8 | 9.8 | 8.7 | 27.5 | 0.0 | 21.4 | 24.3 | 3.1 | 12.0 | 9.4 | 18.7 | 7.1 | 0.0 | 0.0 | 6.9 | 29.6 | 17.2 | 0.0 | 14.5 | |
| MEAN: | | 3.91 | 4.08 | 3.73 | 3.89 | 3.81 | 4.03 | 3.08 | 4.01 | 4.15 | 3.80 | 3.40 | 4.11 | 3.98 | 4.34 | 3.67 | 4.06 | 4.46 | 3.54 | 4.00 | * | 3.91 |
| | | | | | | | HILMN | G | G | N | N | N | G | G | GJK | G | G | G | G | G | | |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

C8A. How much do you agree or disagree that as a result of taking the center's course(s) . . . I am more aware of new technologies or practices?
 BASE: UMAs

| | SEMINAR CATEGORY | | | | | | | | | | | | | TYPE | | | | | | | | | | | |
|-----------------------|------------------|-------|-------|------------|-------|-------|-----------------------------|-------|-------|----------------|-------|-------|----------------|-------|-------|------------------|-------|-------|-----------------|-------|-------|-------|-------|-------|-----|
| | CENTER NAME | | | Basic /Gen | | | High perf/ Irr/ Green Pumps | | | Light Mo- tors | | | Pool pump- ing | | | Ref- riger ation | | | Water Waste END | | | | | | |
| | AgTAC | SDGE | CTAC | ETC | ERC | ETC | ERC | ETC | ERC | ETC | ERC | ETC | ERC | ETC | ERC | ETC | ERC | ETC | ERC | ETC | ERC | ETC | ERC | | |
| Total | 131 | 9 | 11 | 60 | 26 | 25 | 1 | 30 | 9 | 22 | 18 | 6 | 19 | 1 | 1 | 4 | 5 | 16 | 0 | 131 | 0 | 100.0 | 0.0 | 0.0 | |
| C% | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| 1 - Strongly disagree | 2 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0.0 | 0.0 | 0.0 |
| C% | 1.8 | 4.5 | 5.6 | 0.0 | 0.0 | 5.3 | 0.0 | 4.3 | 0.0 | 2.8 | 0.0 | 6.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.8 | 0.0 | 0.0 | 0.0 | 0.0 | |
| 2 | 6 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 6 | 0 | 0.0 | 0.0 | 0.0 | |
| C% | 4.6 | 9.1 | 11.1 | 3.4 | 2.1 | 5.3 | 50.0 | 6.2 | 22.2 | 2.8 | 2.3 | 6.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 4.6 | 0.0 | 0.0 | 0.0 | 0.0 | |
| 3 | 23 | 2 | 2 | 13 | 4 | 1 | 0 | 1 | 0 | 5 | 1 | 4 | 2 | 1 | 0 | 3 | 5 | 2 | 0 | 23 | 0 | 0.0 | 0.0 | 0.0 | |
| C% | 17.6 | 27.3 | 22.2 | 20.7 | 17.0 | 5.3 | 0.0 | 1.9 | 0.0 | 22.5 | 7.3 | 63.0 | 11.2 | 100.0 | 0.0 | 84.3 | 100.0 | 10.6 | 0.0 | 17.6 | 0.0 | 0.0 | 0.0 | 0.0 | |
| 4 | 41 | 2 | 4 | 17 | 10 | 9 | 0 | 12 | 4 | 7 | 4 | 1 | 5 | 0 | 0 | 1 | 0 | 7 | 0 | 41 | 0 | 0.0 | 0.0 | 0.0 | |
| C% | 31.3 | 18.2 | 33.3 | 27.6 | 38.3 | 36.8 | 0.0 | 39.6 | 41.7 | 34.0 | 23.5 | 12.3 | 28.3 | 0.0 | 0.0 | 15.7 | 0.0 | 44.7 | 0.0 | 31.3 | 0.0 | 0.0 | 0.0 | 0.0 | |
| 5 - Strongly agree | 57 | 4 | 3 | 29 | 11 | 10 | 1 | 13 | 3 | 8 | 12 | 1 | 11 | 0 | 1 | 0 | 0 | 7 | 0 | 57 | 0 | 0.0 | 0.0 | 0.0 | |
| C% | 43.7 | 40.9 | 27.8 | 48.3 | 42.6 | 42.1 | 50.0 | 43.6 | 36.1 | 37.9 | 66.9 | 12.3 | 60.5 | 0.0 | 100.0 | 0.0 | 0.0 | 44.7 | 0.0 | 43.7 | 0.0 | 0.0 | 0.0 | 0.0 | |
| Don't know | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0.0 | 0.0 | 0.0 | |
| C% | 1.0 | 0.0 | 0.0 | 0.0 | 0.0 | 5.3 | 0.0 | 4.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.0 | 0.0 | 0.0 | 0.0 | 0.0 | |
| MEAN: | 4.12 | 3.82 | 3.67 | 4.21 | 4.21 | 4.11 | 3.50 | 4.17 | 3.92 | 4.01 | 4.55 | 3.19 | 4.49 | 3.00 | 5.00 | 3.16 | 3.00 | 4.34 | * | 4.12 | * | 4.12 | * | 4.12 | |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

C8B. How much do you agree or disagree that as a result of taking the center's course(s) . . . I am more aware of energy efficient products?
 BASE: UMAs

| | SEMINAR CATEGORY | | | | | | | | | | | | | TYPE | | | | | | | | | | |
|-----------------------|------------------|-------|-------|------------|-------|-------|-----------------|-------|-------|------------|-------------|-------|------------|--------|-------|-----------|-------|-------|-------|-------|-------|-------|-------|-----|
| | CENTER NAME | | | Basic /Gen | | | High perf/ Irr/ | | | Pool pump- | | | Ref- riger | | | Water | | | | | | | | |
| | AgTAC | SDGE | CTAC | ETC | ERC | ERC | Au- dits | BE | HVAC | Food | Green build | Wells | Light -ing | Motors | ing | Pro- cess | ation | T24 | Water | Waste | END | USER | UMA | |
| | --A-- | --B-- | --C-- | --D-- | --E-- | --F-- | --G-- | --H-- | --I-- | --J-- | --K-- | --L-- | --M-- | --N-- | --O-- | --P-- | --Q-- | --R-- | --S-- | --T-- | --U-- | | | |
| Total | 131 | 9 | 11 | 60 | 26 | 25 | 1 | 30 | 9 | 22 | 18 | 6 | 19 | 1 | 1 | 4 | 5 | 16 | 0 | 131 | 0 | 100.0 | 0.0 | 0.0 |
| C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 0.0 |
| 1 - Strongly disagree | 4 | 0 | 1 | 0 | 1 | 3 | 0 | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 0 | 0 |
| C% | 3.4 | 0.0 | 11.1 | 0.0 | 2.1 | 10.5 | 0.0 | 8.7 | 0.0 | 8.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.4 | 0.0 | 0.0 | 0.0 |
| 2 | 8 | 2 | 1 | 2 | 2 | 0 | 0 | 1 | 0 | 1 | 2 | 1 | 0 | 0 | 0 | 1 | 0 | 2 | 0 | 0 | 8 | 0 | 0 | 0 |
| C% | 5.8 | 22.7 | 11.1 | 3.4 | 8.5 | 0.0 | 0.0 | 3.2 | 0.0 | 2.8 | 14.0 | 18.5 | 0.0 | 0.0 | 0.0 | 15.7 | 0.0 | 10.6 | 0.0 | 5.8 | 0.0 | 0.0 | 0.0 | 0.0 |
| 3 | 28 | 2 | 3 | 17 | 4 | 1 | 1 | 3 | 2 | 6 | 1 | 4 | 2 | 1 | 0 | 3 | 2 | 3 | 0 | 28 | 0 | 0 | 0 | 0 |
| C% | 21.3 | 27.3 | 27.8 | 27.6 | 17.0 | 5.3 | 50.0 | 8.8 | 22.2 | 26.9 | 7.3 | 63.0 | 11.2 | 100.0 | 0.0 | 84.3 | 54.4 | 17.6 | 0.0 | 21.3 | 0.0 | 0.0 | 0.0 | 0.0 |
| 4 | 46 | 2 | 4 | 19 | 11 | 10 | 0 | 12 | 4 | 8 | 8 | 1 | 5 | 0 | 0 | 0 | 2 | 5 | 0 | 46 | 0 | 0 | 0 | 0 |
| C% | 34.9 | 27.3 | 33.3 | 31.0 | 40.4 | 42.1 | 0.0 | 41.5 | 41.7 | 36.8 | 44.9 | 12.3 | 28.3 | 0.0 | 0.0 | 0.0 | 45.6 | 34.1 | 0.0 | 34.9 | 0.0 | 0.0 | 0.0 | 0.0 |
| 5 - Strongly agree | 43 | 2 | 2 | 23 | 8 | 8 | 1 | 10 | 3 | 6 | 5 | 0 | 11 | 0 | 1 | 0 | 0 | 6 | 0 | 43 | 0 | 0 | 0 | 0 |
| C% | 32.7 | 22.7 | 16.7 | 37.9 | 31.9 | 31.6 | 50.0 | 33.5 | 36.1 | 25.3 | 26.4 | 6.2 | 60.5 | 0.0 | 100.0 | 0.0 | 0.0 | 37.7 | 0.0 | 32.7 | 0.0 | 0.0 | 0.0 | 0.0 |
| Don't know | 3 | 0 | 0 | 0 | 0 | 3 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 |
| C% | 2.0 | 0.0 | 0.0 | 0.0 | 0.0 | 10.5 | 0.0 | 4.3 | 0.0 | 0.0 | 7.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| MEAN: | 3.90 | 3.50 | 3.33 | 4.03 | 3.91 | 3.94 | 4.00 | 3.92 | 4.14 | 3.68 | 3.90 | 3.06 | 4.49 | 3.00 | 5.00 | 2.84 | 3.46 | 3.99 | * | 3.90 | * | | | |
| | | | | D | | | | LOP | LOP | MOP | LOP | HIKMO | JLOP | HIJKL | HIJKL | HIJKM | O | LOP | | | | | | |

RESEARCH AMERICA INC
 SIGNIFICANCE TESTING AT .95
 BCDEF/GHIJKL MNOPQRS/TU

APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

C8C. How much do you agree or disagree that as a result of taking the center's course(s) . . . I have more confidence in the performance of energy efficient equipment?
 BASE: UMAs

| | | SEMINAR CATEGORY | | | | | | | | | | | | | TYPE | | | | | | | |
|-----------------------|-------|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------|
| CENTER NAME | | High | | | | | | | | | | | | | Water | | | | | | | |
| | | per/Irr/ | | | | | | | | | | | | | Waste | | | | | | | |
| | | Green Pumps | | | | | | | | | | | | | END | | | | | | | |
| | | build Wells | | | | | | | | | | | | | water | | | | | | | |
| | | HVAC | | | | | | | | | | | | | USER | | | | | | | |
| | | Light Mo- | | | | | | | | | | | | | UMA | | | | | | | |
| | | tors | | | | | | | | | | | | | | | | | | | | |
| | | --L-- --M-- --N-- --O-- --P-- --Q-- --R-- --S-- --T-- --U-- | | | | | | | | | | | | | | | | | | | | |
| | | --K-- --J-- --I-- --H-- --G-- --F-- --E-- --D-- --C-- | | | | | | | | | | | | | | | | | | | | |
| | | Au- | | | | | | | | | | | | | | | | | | | | |
| | | dits | | | | | | | | | | | | | | | | | | | | |
| | | Basic | | | | | | | | | | | | | | | | | | | | |
| | | /Gen | | | | | | | | | | | | | | | | | | | | |
| | | EE | | | | | | | | | | | | | | | | | | | | |
| | | Food | | | | | | | | | | | | | | | | | | | | |
| | | --I-- | | | | | | | | | | | | | | | | | | | | |
| | | --J-- --K-- --L-- --M-- --N-- --O-- --P-- --Q-- --R-- --S-- --T-- --U-- | | | | | | | | | | | | | | | | | | | | |
| Total | 131 | 9 | 11 | 60 | 26 | 25 | 1 | 30 | 9 | 22 | 18 | 6 | 19 | 1 | 1 | 4 | 5 | 16 | 0 | 131 | 0 | |
| C% | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 0.0 |
| 1 - Strongly disagree | 3 | 0 | 0 | 0 | 0 | 3 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 0 |
| C% | 2.0 | 0.0 | 0.0 | 0.0 | 10.5 | 0.0 | 8.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.0 | 0.0 | 0.0 |
| 2 | 4 | 1 | 0 | 2 | 1 | 0 | 0 | 1 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 4 | 0 | 0 |
| C% | 3.0 | 9.1 | 0.0 | 3.4 | 4.3 | 0.0 | 1.9 | 0.0 | 0.0 | 0.0 | 14.0 | 6.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.5 | 0.0 | 3.0 | 0.0 |
| 3 | 26 | 2 | 4 | 13 | 6 | 1 | 1 | 1 | 0 | 5 | 2 | 1 | 5 | 0 | 0 | 3 | 5 | 4 | 0 | 26 | 0 | 0 |
| C% | 20.0 | 22.7 | 38.9 | 20.7 | 23.4 | 5.3 | 50.0 | 3.7 | 0.0 | 23.1 | 9.6 | 18.5 | 25.8 | 0.0 | 0.0 | 84.3 | 100.0 | 24.7 | 0.0 | 20.0 | 0.0 | 0.0 |
| 4 | 51 | 3 | 4 | 25 | 8 | 10 | 0 | 15 | 7 | 7 | 9 | 4 | 3 | 1 | 0 | 1 | 0 | 5 | 0 | 51 | 0 | 0 |
| C% | 38.6 | 36.4 | 33.3 | 41.4 | 31.9 | 42.1 | 0.0 | 49.1 | 72.2 | 29.6 | 49.9 | 69.1 | 17.9 | 100.0 | 0.0 | 15.7 | 0.0 | 30.6 | 0.0 | 38.6 | 0.0 | 0.0 |
| 5 - Strongly agree | 40 | 3 | 2 | 17 | 11 | 8 | 1 | 8 | 3 | 10 | 3 | 0 | 8 | 0 | 1 | 0 | 0 | 7 | 0 | 40 | 0 | 0 |
| C% | 30.7 | 31.8 | 22.2 | 27.6 | 40.4 | 31.6 | 50.0 | 25.4 | 27.8 | 44.5 | 19.1 | 6.2 | 45.0 | 0.0 | 100.0 | 0.0 | 0.0 | 41.2 | 0.0 | 30.7 | 0.0 | 0.0 |
| Don't know | 7 | 0 | 1 | 4 | 0 | 3 | 0 | 3 | 0 | 1 | 1 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 7 | 0 | 0 |
| C% | 5.6 | 0.0 | 5.6 | 6.9 | 0.0 | 10.5 | 0.0 | 11.3 | 0.0 | 2.8 | 7.3 | 0.0 | 11.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 5.6 | 0.0 | 0.0 |
| MEAN: | 3.99 | 3.91 | 3.82 | 4.00 | 4.09 | 3.94 | 4.00 | 3.91 | 4.28 | 4.22 | 3.80 | 3.75 | 4.22 | 4.00 | 5.00 | 3.16 | 3.00 | 4.09 | * | 3.99 | * | 3.99 |
| | | | | | | | | OPQ | OPQ | OPQ | OPQ | OPQ | OPQ | OPQ | HIJKL | HIJMO | HIJKL | OPQ | | | | |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

C8D. How much do you agree or disagree that as a result of taking the center's course(s) . . . I have incorporated energy efficiency into my sales presentation?
BASE: UMAs

Table with columns for CENTER NAME, SEMINAR CATEGORY, and TYPE. Rows include Total, 1 - Strongly disagree, 2, 3, 4, 5 - Strongly agree, Don't know, and Refused. Each row contains data points for various seminar categories and their corresponding percentages.

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

C8E. How much do you agree or disagree that as a result of taking the center's course(s) . . . My company should consider making it common practice to specify energy efficient products?
 BASE: UMAs

| | | SEMINAR CATEGORY | | | | | | | | | | | | | TYPE | | | | | |
|-----------------------|-------|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------|-------|-----|
| | | ----- | | | | | | | | | | | | | ----- | | | | | |
| | | High | | | | | | | | | | | | | Water | | | | | |
| | | per/Irr/ | | | | | | | | | | | | | Waste | | | | | |
| | | Green build | | | | | | | | | | | | | END | | | | | |
| | | Pumps Wells | | | | | | | | | | | | | USER | | | | | |
| | | ing Motors | | | | | | | | | | | | | UMA | | | | | |
| | | HVAC --L-- --M-- --N-- --O-- --P-- --Q-- --R-- --S-- --T-- --U-- | | | | | | | | | | | | | | | | | | |
| | | Food --I-- --J-- --K-- --L-- --M-- --N-- --O-- --P-- --Q-- --R-- --S-- --T-- --U-- | | | | | | | | | | | | | | | | | | |
| | | Basic /Gen | | | | | | | | | | | | | | | | | | |
| | | Au- dits | | | | | | | | | | | | | | | | | | |
| | | ERC | | | | | | | | | | | | | | | | | | |
| | | ETC | | | | | | | | | | | | | | | | | | |
| | | CTAC | | | | | | | | | | | | | | | | | | |
| | | SDGE | | | | | | | | | | | | | | | | | | |
| | | --C-- --D-- --E-- --F-- --G-- --H-- --I-- --J-- --K-- --L-- --M-- --N-- --O-- --P-- --Q-- --R-- --S-- --T-- --U-- | | | | | | | | | | | | | | | | | | |
| | | 9 11 60 25 1 30 9 22 18 6 19 1 1 4 5 16 0 131 0 | | | | | | | | | | | | | | | | | | |
| | | 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 0.0 100.0 0.0 | | | | | | | | | | | | | | | | | | |
| Total | | | | | | | | | | | | | | | | | | | | |
| 1 - Strongly disagree | | | | | | | | | | | | | | | | | | | | |
| 2 | | | | | | | | | | | | | | | | | | | | |
| 3 | | | | | | | | | | | | | | | | | | | | |
| 4 | | | | | | | | | | | | | | | | | | | | |
| 5 - Strongly agree | | | | | | | | | | | | | | | | | | | | |
| Don't know | | | | | | | | | | | | | | | | | | | | |
| MEAN: | | | | | | | | | | | | | | | | | | | | |
| 131 | 9 | 11 | 60 | 25 | 1 | 30 | 9 | 22 | 18 | 6 | 19 | 1 | 1 | 4 | 5 | 16 | 0 | 131 | 0 | |
| C% | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 0.0 | 100.0 | 0.0 |
| 3 | 0 | 0 | 2 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 0 |
| C% | 2.3 | 4.5 | 0.0 | 3.4 | 2.1 | 0.0 | 0.0 | 0.0 | 0.0 | 6.2 | 11.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.3 | 0.0 |
| 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| C% | 1.0 | 9.1 | 0.0 | 0.0 | 2.1 | 0.0 | 0.0 | 0.0 | 2.3 | 6.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.0 | 0.0 |
| 11 | 1 | 2 | 6 | 2 | 0 | 0 | 0 | 2 | 2 | 2 | 0 | 0 | 0 | 1 | 2 | 1 | 0 | 11 | 0 | 0 |
| C% | 8.4 | 13.6 | 16.7 | 10.3 | 6.4 | 0.0 | 0.0 | 10.7 | 14.0 | 38.3 | 0.0 | 0.0 | 0.0 | 15.7 | 54.4 | 3.5 | 0.0 | 8.4 | 0.0 | 0.0 |
| 32 | 2 | 3 | 15 | 4 | 8 | 0 | 5 | 3 | 7 | 1 | 1 | 0 | 0 | 3 | 2 | 4 | 0 | 32 | 0 | 0 |
| C% | 24.3 | 22.7 | 27.8 | 24.1 | 17.0 | 31.6 | 0.0 | 17.1 | 27.8 | 30.0 | 38.2 | 18.5 | 3.3 | 68.5 | 45.6 | 27.1 | 0.0 | 24.3 | 0.0 | 0.0 |
| 73 | 4 | 6 | 35 | 18 | 10 | 1 | 18 | 7 | 12 | 5 | 2 | 15 | 1 | 1 | 0 | 10 | 0 | 73 | 0 | 0 |
| C% | 55.9 | 40.9 | 50.0 | 58.6 | 70.2 | 42.1 | 100.0 | 61.0 | 72.2 | 54.0 | 30.9 | 83.3 | 100.0 | 15.7 | 0.0 | 65.9 | 0.0 | 55.9 | 0.0 | 0.0 |
| 11 | 1 | 1 | 2 | 1 | 7 | 0 | 6 | 0 | 1 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 11 | 0 | 0 |
| C% | 8.0 | 9.1 | 5.6 | 3.4 | 2.1 | 26.3 | 0.0 | 20.0 | 5.4 | 14.7 | 6.2 | 2.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 8.0 | 0.0 | 0.0 |
| 4.42 | 3.95 | 4.35 | 4.39 | 4.54 | 4.57 | 5.00 | 4.69 | 4.72 | 4.46 | 4.14 | 3.53 | 4.51 | 5.00 | 4.00 | 3.46 | 4.55 | * | 4.42 | * | * |
| | | | | | | JKLQR | L | LQ | GLO | GO | GHIJO | | | JKLQR | GLO | GLO | | | | |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

C8F. How much do you agree or disagree that as a result of taking the center's course(s) . . . Our business has differentiated itself by specifying energy efficient products?
 BASE: UMAs

| | | SEMINAR CATEGORY | | | | | | | | | | | | | TYPE | | | | | | | |
|-----------------------|-------|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-----|
| | | ----- | | | | | | | | | | | | | ----- | | | | | | | |
| | | High | | | | | | | | | | | | | Water | | | | | | | |
| | | per/Irr/ | | | | | | | | | | | | | Waste | | | | | | | |
| | | Green Pumps | | | | | | | | | | | | | END | | | | | | | |
| | | build Wells | | | | | | | | | | | | | water | | | | | | | |
| | | HVAC | | | | | | | | | | | | | USER | | | | | | | |
| | | Light Mo- | | | | | | | | | | | | | UMA | | | | | | | |
| | | tors | | | | | | | | | | | | | ----- | | | | | | | |
| | | --L-- --M-- --N-- --O-- --P-- --Q-- --R-- --S-- --T-- --U-- | | | | | | | | | | | | | | | | | | | | |
| | | ----- | | | | | | | | | | | | | | | | | | | | |
| | | Basic | | | | | | | | | | | | | | | | | | | | |
| | | /Gen | | | | | | | | | | | | | | | | | | | | |
| | | Au- | | | | | | | | | | | | | | | | | | | | |
| | | dits | | | | | | | | | | | | | | | | | | | | |
| | | ERC | | | | | | | | | | | | | | | | | | | | |
| | | ETC | | | | | | | | | | | | | | | | | | | | |
| | | --E-- --F-- --G-- --H-- --I-- --J-- --K-- --L-- --M-- --N-- --O-- --P-- --Q-- --R-- --S-- --T-- --U-- | | | | | | | | | | | | | | | | | | | | |
| | | ----- | | | | | | | | | | | | | | | | | | | | |
| | | CENTER NAME | | | | | | | | | | | | | | | | | | | | |
| | | SDGE | | | | | | | | | | | | | | | | | | | | |
| | | CTAC | | | | | | | | | | | | | | | | | | | | |
| | | --D-- --E-- --F-- --G-- --H-- --I-- --J-- --K-- --L-- --M-- --N-- --O-- --P-- --Q-- --R-- --S-- --T-- --U-- | | | | | | | | | | | | | | | | | | | | |
| | | ----- | | | | | | | | | | | | | | | | | | | | |
| Total | 131 | 9 | 11 | 60 | 26 | 25 | 1 | 30 | 9 | 22 | 18 | 6 | 19 | 1 | 1 | 4 | 5 | 16 | 0 | 131 | 0 | |
| C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 0.0 |
| 1 - Strongly disagree | 13 | 2 | 0 | 8 | 1 | 1 | 0 | 4 | 0 | 0 | 2 | 1 | 2 | 0 | 0 | 0 | 2 | 1 | 0 | 13 | 0 | |
| C% | 9.7 | 22.7 | 0.0 | 13.8 | 4.3 | 5.3 | 0.0 | 13.2 | 0.0 | 0.0 | 14.0 | 18.5 | 11.2 | 0.0 | 0.0 | 0.0 | 54.4 | 3.5 | 0.0 | 9.7 | 0.0 | |
| 2 | 3 | 1 | 1 | 0 | 2 | 0 | 0 | 1 | 0 | 2 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | |
| C% | 2.7 | 13.6 | 5.6 | 0.0 | 6.4 | 0.0 | 0.0 | 3.7 | 0.0 | 7.2 | 0.0 | 12.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.7 | 0.0 | |
| 3 | 20 | 1 | 4 | 10 | 3 | 1 | 0 | 2 | 0 | 5 | 2 | 3 | 3 | 0 | 0 | 1 | 2 | 2 | 0 | 20 | 0 | |
| C% | 15.2 | 13.6 | 33.3 | 17.2 | 12.8 | 5.3 | 0.0 | 7.0 | 0.0 | 23.1 | 9.6 | 44.5 | 17.9 | 0.0 | 0.0 | 15.7 | 45.6 | 14.1 | 0.0 | 15.2 | 0.0 | |
| 4 | 45 | 1 | 3 | 23 | 8 | 10 | 0 | 8 | 6 | 7 | 10 | 1 | 4 | 1 | 0 | 2 | 0 | 6 | 0 | 45 | 0 | |
| C% | 34.3 | 9.1 | 27.8 | 37.9 | 29.8 | 42.1 | 0.0 | 28.3 | 63.9 | 33.2 | 54.4 | 12.3 | 21.6 | 100.0 | 0.0 | 52.8 | 0.0 | 38.8 | 0.0 | 34.3 | 0.0 | |
| 5 - Strongly agree | 38 | 2 | 2 | 17 | 11 | 7 | 1 | 11 | 3 | 5 | 1 | 0 | 9 | 0 | 1 | 1 | 0 | 6 | 0 | 38 | 0 | |
| C% | 29.0 | 27.3 | 16.7 | 27.6 | 40.4 | 26.3 | 50.0 | 36.0 | 36.1 | 21.7 | 7.3 | 6.2 | 47.1 | 0.0 | 100.0 | 15.7 | 0.0 | 40.0 | 0.0 | 29.0 | 0.0 | |
| Don't know | 12 | 1 | 2 | 2 | 2 | 5 | 1 | 4 | 0 | 3 | 3 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 12 | 0 | |
| C% | 9.2 | 13.6 | 16.7 | 3.4 | 6.4 | 21.1 | 50.0 | 11.9 | 0.0 | 14.9 | 14.7 | 6.2 | 2.2 | 0.0 | 0.0 | 15.7 | 0.0 | 3.5 | 0.0 | 9.2 | 0.0 | |
| MEAN: | 3.77 | 3.05 | 3.67 | 3.68 | 4.02 | 4.07 | 5.00 | 3.80 | 4.36 | 3.82 | 3.48 | 2.74 | 3.95 | 4.00 | 5.00 | 4.00 | 1.91 | 4.16 | * | 3.77 | * | |
| EF | | | | | B | B | | LO | LO | LO | O | HIJMO | LO | HIJKL | | | LO | | | | | |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

C9A. Since your visit to the center, has your company purchased lighting equipment?
 BASE: End-Users

| | | SEMINAR CATEGORY | | | | | | | | | | | | | | | TYPE | | | | | |
|------------|---------|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------|-------|
| | | ----- | | | | | | | | | | | | | | | ----- | | | | | |
| | | High | | | | | | | | | | | | | | | | | | | | |
| | | per/ Irr/ | | | | | | | | | | | | | | | | | | | | |
| | | Green Pumps Light Mo- | | | | | | | | | | | | | | | | | | | | |
| | | build Wells -ing tors | | | | | | | | | | | | | | | | | | | | |
| | | --K-- --L-- --M-- --N-- --O-- --P-- --Q-- --R-- --S-- --T-- --U-- | | | | | | | | | | | | | | | | | | | | |
| | | Basic /Gen | | | | | | | | | | | | | | | | | | | | |
| | | BE HVAC Food --I-- --J-- --K-- --L-- --M-- --N-- --O-- --P-- --Q-- --R-- --S-- --T-- --U-- | | | | | | | | | | | | | | | | | | | | |
| | | Au- dits --G-- --H-- --I-- --J-- --K-- --L-- --M-- --N-- --O-- --P-- --Q-- --R-- --S-- --T-- --U-- | | | | | | | | | | | | | | | | | | | | |
| | | ERC --F-- --G-- --H-- --I-- --J-- --K-- --L-- --M-- --N-- --O-- --P-- --Q-- --R-- --S-- --T-- --U-- | | | | | | | | | | | | | | | | | | | | |
| | | ETC --E-- --F-- --G-- --H-- --I-- --J-- --K-- --L-- --M-- --N-- --O-- --P-- --Q-- --R-- --S-- --T-- --U-- | | | | | | | | | | | | | | | | | | | | |
| | | CTAC --D-- --E-- --F-- --G-- --H-- --I-- --J-- --K-- --L-- --M-- --N-- --O-- --P-- --Q-- --R-- --S-- --T-- --U-- | | | | | | | | | | | | | | | | | | | | |
| | | SDGE --C-- --D-- --E-- --F-- --G-- --H-- --I-- --J-- --K-- --L-- --M-- --N-- --O-- --P-- --Q-- --R-- --S-- --T-- --U-- | | | | | | | | | | | | | | | | | | | | |
| | | CENTER NAME | | | | | | | | | | | | | | | | | | | | |
| Total | 215 | 18 | 32 | 85 | 13 | 66 | 8 | 31 | 38 | 38 | 17 | 8 | 26 | 14 | 2 | 7 | 6 | 13 | 8 | 0 | 215 | |
| | C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 0.0 | 100.0 |
| Yes | 82 | 5 | 13 | 44 | 3 | 17 | 2 | 15 | 6 | 22 | 8 | 0 | 15 | 5 | 1 | 3 | 1 | 4 | 0 | 0 | 82 | |
| | C% 38.3 | 29.5 | 40.4 | 51.2 | 26.1 | 25.5 | 24.3 | 49.3 | 16.0 | 59.3 | 46.6 | 4.7 | 58.5 | 34.0 | 33.3 | 40.6 | 13.9 | 33.8 | 0.0 | 0.0 | 0.0 | 38.3 |
| No | 103 | 9 | 19 | 33 | 8 | 34 | 6 | 8 | 28 | 15 | 7 | 5 | 11 | 6 | 1 | 4 | 5 | 3 | 5 | 0 | 103 | |
| | C% 48.2 | 52.3 | 57.7 | 39.0 | 65.2 | 51.0 | 75.7 | 25.1 | 73.6 | 40.7 | 41.4 | 61.3 | 41.5 | 44.4 | 66.7 | 48.4 | 79.2 | 22.5 | 72.2 | 0.0 | 48.2 | |
| Don't know | 29 | 3 | 1 | 8 | 1 | 16 | 0 | 8 | 4 | 0 | 2 | 3 | 0 | 3 | 0 | 1 | 0 | 6 | 2 | 0 | 29 | |
| | C% 13.5 | 18.2 | 1.9 | 9.8 | 8.7 | 23.5 | 0.0 | 25.6 | 10.4 | 0.0 | 12.0 | 34.0 | 0.0 | 21.6 | 0.0 | 11.0 | 6.9 | 43.7 | 27.8 | 0.0 | 13.5 | |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

C9B. Since your visit to the center, has your company purchased HVAC (if needed: heating, ventilation and air conditioning) equipment?
 BASE: End-Users

| | | SEMINAR CATEGORY | | | | | | | | | | | | | | | | TYPE | | | |
|-------------|---------|------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| | | ----- | | | | | | | | | | | | | | | | ----- | | | |
| | | High | | | | | | | | | | | | | | | | | | | |
| CENTER NAME | | Basic | Au- | ERC | ETC | CTAC | SDGE | CTAC | ETC | Food | HVAC | Green | Irr/ | Light | Mo- | Pool | Pro- | Ref- | Water | | |
| | | /Gen | dits | F-- | --- | --- | --- | --- | --- | --- | --- | buil | Wells | ing | ing | ing | cess | ation | water | Waste | |
| | | BE | ---G | ---F | ---E | ---D | ---C | ---B | ---A | ---I | ---J | ---K | ---L | ---M | ---N | ---O | ---P | ---Q | ---R | ---S | ---T |
| | | ---H | ---G | ---F | ---E | ---D | ---C | ---B | ---A | ---I | ---J | ---K | ---L | ---M | ---N | ---O | ---P | ---Q | ---R | ---S | ---T |
| | | ---U | ---G | ---F | ---E | ---D | ---C | ---B | ---A | ---I | ---J | ---K | ---L | ---M | ---N | ---O | ---P | ---Q | ---R | ---S | ---T |
| Total | 215 | 18 | 32 | 85 | 13 | 66 | 8 | 31 | 38 | 17 | 8 | 26 | 14 | 2 | 7 | 6 | 13 | 8 | 0 | 215 | |
| | C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Yes | 73 | 6 | 14 | 33 | 5 | 16 | 2 | 13 | 5 | 26 | 3 | 1 | 11 | 6 | 1 | 2 | 1 | 3 | 0 | 73 | |
| | C% 34.1 | 31.8 | 42.3 | 39.0 | 39.1 | 23.5 | 24.3 | 41.9 | 13.9 | 69.2 | 17.3 | 9.4 | 42.4 | 39.8 | 33.3 | 29.0 | 13.9 | 23.9 | 5.3 | 0.0 | 34.1 |
| No | 107 | 10 | 18 | 38 | 7 | 35 | 6 | 11 | 27 | 12 | 10 | 7 | 11 | 6 | 1 | 5 | 5 | 4 | 3 | 0 | 107 |
| | C% 49.9 | 54.5 | 55.8 | 43.9 | 52.2 | 52.9 | 75.7 | 36.7 | 72.2 | 30.8 | 58.6 | 81.1 | 41.3 | 38.6 | 66.7 | 65.5 | 79.2 | 32.4 | 44.7 | 0.0 | 49.9 |
| Don't know | 34 | 2 | 1 | 15 | 1 | 16 | 0 | 7 | 5 | 0 | 4 | 1 | 4 | 3 | 0 | 0 | 0 | 6 | 4 | 0 | 34 |
| | C% 16.0 | 13.6 | 1.9 | 17.1 | 8.7 | 23.5 | 0.0 | 21.4 | 13.9 | 0.0 | 24.1 | 9.4 | 16.3 | 21.6 | 0.0 | 5.5 | 6.9 | 43.7 | 50.0 | 0.0 | 16.0 |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

C9C. Since your visit to the center, has your company purchased motors an/or adjustable speed drives (ASDs)?
 BASE: End-Users

| | SEMINAR CATEGORY | | | | | | | | | | | | | TYPE | | | | | | | |
|------------|------------------|-------|-------|------------|-------|-------|-----------------------------|-------|-------|----------------|-------|-------|------------------|-------|-----------|-----------------|-------|-------|-------|-------|-------|
| | CENTER NAME | | | Basic /Gen | | | High perf/ Irr/ Green Pumps | | | Pool pump- ing | | | Ref- riger ation | | | Water Waste END | | | | | |
| | AgTAC | SDGE | CTAC | ETC | Audit | ERC | ETC | Food | HVAC | build | Wells | Light | Motors | ing | Pro- cess | T24 | water | USER | UMA | | |
| | --A-- | --B-- | --C-- | --D-- | --E-- | --F-- | --G-- | --H-- | --I-- | --J-- | --K-- | --L-- | --M-- | --N-- | --O-- | --P-- | --Q-- | --R-- | --S-- | --T-- | --U-- |
| Total | 215 | 18 | 32 | 85 | 13 | 66 | 8 | 31 | 38 | 38 | 17 | 8 | 26 | 14 | 2 | 7 | 6 | 13 | 8 | 0 | 215 |
| C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 0.0 | 100.0 |
| Yes | 82 | 8 | 14 | 38 | 3 | 20 | 3 | 11 | 7 | 21 | 3 | 5 | 12 | 7 | 1 | 2 | 1 | 3 | 6 | 0 | 82 |
| C% 38.2 | 45.5 | 42.3 | 43.9 | 26.1 | 29.4 | 43.3 | 37.5 | 17.4 | 55.1 | 15.0 | 57.6 | 46.4 | 50.0 | 33.3 | 32.0 | 20.8 | 23.9 | 82.8 | 0.0 | 38.2 | |
| No | 94 | 8 | 18 | 31 | 8 | 29 | 4 | 8 | 26 | 16 | 7 | 3 | 12 | 4 | 1 | 5 | 4 | 3 | 0 | 0 | 94 |
| C% 43.7 | 45.5 | 55.8 | 36.6 | 60.9 | 43.1 | 56.7 | 27.5 | 68.8 | 43.4 | 41.4 | 33.0 | 45.5 | 31.2 | 66.7 | 62.4 | 72.2 | 22.5 | 0.0 | 0.0 | 0.0 | 43.7 |
| Don't know | 37 | 2 | 1 | 17 | 2 | 17 | 0 | 11 | 4 | 1 | 8 | 1 | 2 | 3 | 0 | 0 | 0 | 7 | 1 | 0 | 37 |
| C% 17.5 | 9.1 | 1.9 | 19.5 | 13.0 | 25.5 | 0.0 | 35.0 | 10.4 | 1.5 | 43.6 | 9.4 | 8.2 | 18.8 | 0.0 | 5.5 | 6.9 | 53.5 | 17.2 | 0.0 | 17.5 | |
| Refused | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| C% 0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.0 | 0.0 | 0.0 | 3.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.6 |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

C9E. Since your visit to the center, has your company purchased pumping and hydraulic equipment?
 BASE: End-Users (AGTAC)

| | | SEMINAR CATEGORY | | | | | | | | | | | | | | TYPE | |
|------------|----|------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-----|-------|--|-------|-------|
| | | ----- | | | | | | | | | | | | | | ----- | |
| | | High | | | | | | | | | | | | | | ----- | |
| | | per/ | Irr/ | Pool | Ref- | Water | | | | | | | | | | | ----- |
| | | Green | Pumps | pump- | riger | Waste | | | | | | | | | | | ----- |
| | | build | Wells | ing | ation | water | | | | | | | | | | | ----- |
| | | ---K--- | ---L--- | ---M--- | ---N--- | ---O--- | ---P--- | ---Q--- | ---R--- | ---S--- | ---T--- | ---U--- | | | | | |
| | | Food | HVAC | Light | Mo- | Pro- | Pro- | Ref- | T24 | water | USER | UMA | | | | | |
| | | ---I--- | ---J--- | ---M--- | ---N--- | ---O--- | ---P--- | ---Q--- | ---R--- | ---S--- | ---T--- | ---U--- | | | | | |
| | | Basic | Au- | ERC | ERC | ERC | ERC | ERC | ERC | ERC | ERC | ERC | | | | | |
| | | ---G--- | ---H--- | ---I--- | ---J--- | ---K--- | ---L--- | ---M--- | ---N--- | ---O--- | ---P--- | ---Q--- | | | | | |
| | | ---D--- | ---E--- | ---F--- | ---G--- | ---H--- | ---I--- | ---J--- | ---K--- | ---L--- | ---M--- | ---N--- | | | | | |
| | | CTAC | ETC | ETC | ETC | ETC | ETC | ETC | ETC | ETC | ETC | ETC | | | | | |
| | | ---C--- | ---D--- | ---E--- | ---F--- | ---G--- | ---H--- | ---I--- | ---J--- | ---K--- | ---L--- | ---M--- | | | | | |
| | | SDGE | CTAC | ETC | ETC | ETC | ETC | ETC | ETC | ETC | ETC | ETC | | | | | |
| | | ---B--- | ---C--- | ---D--- | ---E--- | ---F--- | ---G--- | ---H--- | ---I--- | ---J--- | ---K--- | ---L--- | | | | | |
| | | 18 | 18 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 18 | | | |
| | | 100.0 | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 | | | |
| | | 5 | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 5 | | | |
| | | 27.3 | 27.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 27.3 | | | |
| | | 11 | 11 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 11 | | | |
| | | 63.6 | 63.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 63.6 | | | |
| | | 2 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | | | |
| | | 9.1 | 9.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 9.1 | | | |
| Total | | 18 | 18 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 18 | | | |
| | C% | 100.0 | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 | | | |
| Yes | | 5 | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 5 | | | |
| | C% | 27.3 | 27.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 27.3 | | | |
| No | | 11 | 11 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 11 | | | |
| | C% | 63.6 | 63.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 63.6 | | | |
| Don't know | | 2 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | | | |
| | C% | 9.1 | 9.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 9.1 | | | |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

C9G. Since your visit to the center, has your company purchased cooking or food preparation equipment?
 BASE: End-Users (SCG)

| | SEMINAR CATEGORY | | | | | | | | | | | | | | TYPE | | | | | | | | |
|------------|------------------|------|------------|-----|---------|-------|------|-------|-------|-------|---|------|--------------|------|------|---------------|------|----------|------|-----------------|-------|-----------------|-------|
| | CENTER NAME | | Basic /Gen | | Au-dits | | Food | | HVAC | | High perf/ Irr/ Green Pumps build Wells-K | | Light Motors | | | Pool pump-ing | | Pro-cess | | Ref-riger-ation | | Water Waste END | |
| | AgTAC | SDGE | CTAC | ETC | ERC | ETC | BE | BE | Food | Food | Food | Food | Food | Food | Food | Food | Food | Food | Food | Food | Food | Food | Food |
| Total | 66 | 0 | 0 | 0 | 0 | 66 | 0 | 9 | 31 | 5 | 7 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 10 | 3 | 0 | 66 |
| C%100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 | 100.0 | 0.0 | 100.0 | 100.0 | 100.0 | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 | 0.0 | 100.0 | 100.0 | 0.0 | 100.0 |
| Yes | 14 | 0 | 0 | 0 | 14 | 0 | 1 | 9 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 14 |
| C% 21.6 | 0.0 | 0.0 | 0.0 | 0.0 | 21.6 | 0.0 | 14.3 | 29.2 | 0.0 | 20.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 25.0 | 0.0 | 0.0 | 21.6 |
| No | 29 | 0 | 0 | 0 | 29 | 0 | 4 | 13 | 3 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 3 | 0 | 29 |
| C% 43.1 | 0.0 | 0.0 | 0.0 | 0.0 | 43.1 | 0.0 | 42.9 | 41.7 | 50.0 | 40.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 37.5 | 100.0 | 0.0 | 43.1 |
| Don't know | 7 | 0 | 0 | 0 | 7 | 0 | 3 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 7 |
| C% 9.8 | 0.0 | 0.0 | 0.0 | 0.0 | 9.8 | 0.0 | 28.6 | 4.2 | 25.0 | 20.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 9.8 |
| Refused | 5 | 0 | 0 | 0 | 5 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 5 |
| C% 7.8 | 0.0 | 0.0 | 0.0 | 0.0 | 7.8 | 0.0 | 0.0 | 8.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 25.0 | 0.0 | 0.0 | 7.8 |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

C9H. Has your company purchased any other energy-using equipment?
 BASE: End-Users

| | SEMINAR CATEGORY | | | | | | | | | | | | | TYPE | | | | | | | |
|------------|------------------|-------|-------|------------|-------|-------|-----------------|-------|-------|-------|-------|-------|------------|-------|-------|-------|-------|-------|-------|-----|-------|
| | CENTER NAME | | | Basic /Gen | | | High perf/ Irr/ | | | Pool | | | Ref- riger | | | Water | | | | | |
| | AgTAC | SDGE | CTAC | ETC | ERC | ETC | Aut | BE | HVAC | Food | Light | M- | N- | O- | P- | Q- | R- | S- | T- | U- | |
| Total | 215 | 18 | 32 | 85 | 13 | 66 | 8 | 31 | 38 | 38 | 17 | 8 | 26 | 14 | 2 | 7 | 6 | 13 | 8 | 0 | 215 |
| C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 0.0 | 100.0 |
| Yes | 38 | 3 | 11 | 17 | 1 | 7 | 4 | 2 | 1 | 11 | 2 | 2 | 8 | 2 | 0 | 2 | 2 | 1 | 0 | 0 | 38 |
| C%17.6 | 15.9 | 34.6 | 19.5 | 4.3 | 9.8 | 51.4 | 6.8 | 3.5 | 29.5 | 12.0 | 18.9 | 30.9 | 14.2 | 0.0 | 32.0 | 36.1 | 9.9 | 0.0 | 0.0 | 0.0 | 17.6 |
| No | 142 | 12 | 20 | 52 | 11 | 47 | 4 | 21 | 32 | 25 | 11 | 6 | 13 | 10 | 1 | 4 | 4 | 6 | 4 | 0 | 142 |
| C%66.1 | 70.5 | 61.0 | 61.0 | 82.6 | 70.6 | 48.6 | 69.3 | 86.1 | 66.8 | 63.9 | 71.7 | 52.8 | 67.0 | 66.7 | 56.9 | 63.9 | 46.5 | 55.3 | 0.0 | 0.0 | 66.1 |
| Don't know | 34 | 2 | 1 | 17 | 2 | 12 | 0 | 7 | 3 | 1 | 4 | 1 | 4 | 3 | 1 | 1 | 0 | 6 | 3 | 0 | 34 |
| C%15.7 | 13.6 | 3.8 | 19.5 | 13.0 | 17.6 | 0.0 | 23.9 | 6.9 | 3.8 | 24.1 | 9.4 | 16.3 | 18.8 | 33.3 | 11.0 | 0.0 | 43.7 | 44.7 | 0.0 | 0.0 | 15.7 |
| Refused | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| C%0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.0 | 0.0 | 0.0 | 3.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.6 |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

C10A. Would you have purchased the same type and efficiency level of lighting equipment if you had not visited the center?
 BASE: End-Users who have purchased lighting equipment

| | SEMINAR CATEGORY | | | | | | | | | | | | | TYPE | | | | | | | |
|------------|------------------|---------|---------|------------|---------|---------|-----------------------------------|---------|---------|--------------------|---------|---------|--------------------|---------|---------|----------------------|---------|---------|--------------------------------|---------|---------|
| | CENTER NAME | | | Basic /Gen | | | High perf/ Irr/ Green Pumps build | | | Light Mo- tors -N- | | | Pool pump- ing -O- | | | Ref- riger ation -Q- | | | Water Waste END water USER UMA | | |
| | ---A--- | ---B--- | ---C--- | ---D--- | ---E--- | ---F--- | ---G--- | ---H--- | ---I--- | ---J--- | ---K--- | ---L--- | ---M--- | ---N--- | ---O--- | ---P--- | ---Q--- | ---R--- | ---S--- | ---T--- | ---U--- |
| Total | 82 | 5 | 13 | 44 | 3 | 17 | 2 | 15 | 6 | 22 | 8 | 0 | 15 | 5 | 1 | 3 | 1 | 4 | 0 | 0 | 82 |
| C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Yes | 38 | 3 | 6 | 17 | 1 | 12 | 1 | 9 | 1 | 6 | 6 | 0 | 6 | 2 | 0 | 2 | 1 | 3 | 0 | 0 | 38 |
| C% 46.1 | 53.8 | 42.9 | 38.1 | 33.3 | 69.2 | 33.3 | 58.6 | 21.7 | 26.8 | 74.2 | 100.0 | 43.0 | 41.8 | 0.0 | 78.9 | 100.0 | 70.8 | 0.0 | 0.0 | 0.0 | 46.1 |
| No | 30 | 2 | 4 | 19 | 1 | 4 | 1 | 6 | 5 | 8 | 0 | 0 | 6 | 2 | 1 | 0 | 0 | 1 | 0 | 0 | 30 |
| C% 36.1 | 30.8 | 33.3 | 42.9 | 33.3 | 23.1 | 33.3 | 41.4 | 78.3 | 36.2 | 0.0 | 0.0 | 38.9 | 50.0 | 100.0 | 0.0 | 0.0 | 29.2 | 0.0 | 0.0 | 0.0 | 36.1 |
| Don't know | 14 | 1 | 2 | 8 | 1 | 1 | 1 | 0 | 0 | 8 | 2 | 0 | 2 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 14 |
| C% 17.1 | 15.4 | 19.0 | 19.0 | 33.3 | 7.7 | 33.3 | 0.0 | 0.0 | 37.0 | 25.8 | 0.0 | 13.9 | 8.2 | 0.0 | 21.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 17.1 |
| Refused | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| C% 0.8 | 0.0 | 4.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 4.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.8 |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

C10B. Would you have purchased the same type and efficiency level of HVAC equipment if you had not visited the center?
 BASE: End-Users who have purchased HVAC

| | SEMINAR CATEGORY | | | | | | | | | | | | | | TYPE | | | | | | | |
|------------|------------------|-------|-------------|-------|---------------------|-------|--------------|-------|---|-------|----------------------|-------|----------------------|-------|-------|-----------------------|-------|------------------------|-------|-------------------------|-------|--------------------|
| | CENTER NAME | | Au- dits | | Basic /Gen BE | | Food HVAC | | High perf/ Irr/ Green build | | Light Mo- tors | | Pool pump- ing | | | Pro- cess --P-- | | Ref- riger ation | | Water Waste water | | END USER UMA |
| | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | |
| Total | 73 | 6 | 14 | 33 | 5 | 16 | 2 | 13 | 5 | 26 | 3 | 1 | 11 | 6 | 1 | 2 | 1 | 3 | 0 | 0 | 73 | |
| C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| Yes | 37 | 2 | 6 | 19 | 3 | 8 | 1 | 12 | 3 | 12 | 2 | 0 | 3 | 2 | 0 | 1 | 0 | 2 | 0 | 0 | 37 | |
| C% 50.7 | 28.6 | 45.5 | 56.2 | 55.6 | 50.0 | 66.7 | 89.9 | 50.0 | 44.5 | 56.7 | 50.0 | 30.7 | 28.7 | 0.0 | 61.9 | 0.0 | 58.8 | 0.0 | 0.0 | 0.0 | 50.7 | |
| No | 22 | 3 | 3 | 10 | 2 | 4 | 1 | 0 | 1 | 7 | 1 | 0 | 5 | 3 | 1 | 1 | 0 | 1 | 0 | 0 | 22 | |
| C% 29.9 | 50.0 | 22.7 | 31.2 | 33.3 | 25.0 | 33.3 | 0.0 | 25.0 | 28.4 | 43.3 | 50.0 | 44.3 | 53.5 | 100.0 | 38.1 | 50.0 | 41.2 | 0.0 | 0.0 | 0.0 | 29.9 | |
| Don't know | 14 | 1 | 4 | 4 | 1 | 4 | 0 | 1 | 1 | 7 | 0 | 0 | 3 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 14 | |
| C% 19.4 | 21.4 | 31.8 | 12.5 | 11.1 | 25.0 | 11.1 | 25.0 | 27.1 | 0.0 | 0.0 | 0.0 | 25.0 | 17.8 | 0.0 | 0.0 | 50.0 | 0.0 | 100.0 | 0.0 | 0.0 | 19.4 | |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

C10C. Would you have purchased the same type and efficiency level of motors and/or adjustable speed drives (ASDs) if you had not visited the center?
 BASE: End-Users who have purchased motors and/or ASDs

| | | SEMINAR CATEGORY | | | | | | | | | | | | | | | | TYPE | | | | |
|-------------|-------|------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------|
| | | ----- | | | | | | | | | | | | | | | | ----- | | | | |
| | | High | | | | | | | | | | | | | | | | | | | | |
| | | ----- | | | | | | | | | | | | | | | | | | | | |
| CENTER NAME | | ----- | | | | | | | | | | | | | | | | ----- | | | | |
| ----- | | ----- | | | | | | | | | | | | | | | | ----- | | | | |
| Total AgTAC | | ----- | | | | | | | | | | | | | | | | ----- | | | | |
| ----- | | ----- | | | | | | | | | | | | | | | | ----- | | | | |
| --A-- | | ----- | | | | | | | | | | | | | | | | ----- | | | | |
| --B-- | | ----- | | | | | | | | | | | | | | | | ----- | | | | |
| --C-- | | ----- | | | | | | | | | | | | | | | | ----- | | | | |
| --D-- | | ----- | | | | | | | | | | | | | | | | ----- | | | | |
| --E-- | | ----- | | | | | | | | | | | | | | | | ----- | | | | |
| --F-- | | ----- | | | | | | | | | | | | | | | | ----- | | | | |
| --G-- | | ----- | | | | | | | | | | | | | | | | ----- | | | | |
| --H-- | | ----- | | | | | | | | | | | | | | | | ----- | | | | |
| --I-- | | ----- | | | | | | | | | | | | | | | | ----- | | | | |
| --J-- | | ----- | | | | | | | | | | | | | | | | ----- | | | | |
| --K-- | | ----- | | | | | | | | | | | | | | | | ----- | | | | |
| --L-- | | ----- | | | | | | | | | | | | | | | | ----- | | | | |
| --M-- | | ----- | | | | | | | | | | | | | | | | ----- | | | | |
| --N-- | | ----- | | | | | | | | | | | | | | | | ----- | | | | |
| --O-- | | ----- | | | | | | | | | | | | | | | | ----- | | | | |
| --P-- | | ----- | | | | | | | | | | | | | | | | ----- | | | | |
| --Q-- | | ----- | | | | | | | | | | | | | | | | ----- | | | | |
| --R-- | | ----- | | | | | | | | | | | | | | | | ----- | | | | |
| --S-- | | ----- | | | | | | | | | | | | | | | | ----- | | | | |
| --T-- | | ----- | | | | | | | | | | | | | | | | ----- | | | | |
| --U-- | | ----- | | | | | | | | | | | | | | | | ----- | | | | |
| Total | 82 | 8 | 14 | 38 | 3 | 20 | 3 | 11 | 7 | 21 | 3 | 5 | 12 | 7 | 1 | 2 | 1 | 3 | 6 | 0 | 82 | |
| C% | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| Yes | 41 | 3 | 9 | 17 | 2 | 10 | 3 | 9 | 4 | 12 | 0 | 2 | 4 | 2 | 0 | 2 | 1 | 1 | 1 | 1 | 0 | 41 |
| C% | 49.7 | 35.0 | 63.6 | 44.4 | 66.7 | 53.3 | 81.3 | 81.9 | 60.0 | 59.9 | 0.0 | 32.8 | 36.7 | 25.9 | 0.0 | 82.8 | 66.7 | 17.6 | 20.8 | 0.0 | 49.7 | |
| No | 23 | 4 | 3 | 10 | 1 | 5 | 1 | 2 | 1 | 3 | 1 | 3 | 3 | 2 | 1 | 0 | 0 | 3 | 2 | 3 | 0 | 23 |
| C% | 27.9 | 45.0 | 22.7 | 27.8 | 16.7 | 26.7 | 18.7 | 18.1 | 20.0 | 16.1 | 50.0 | 67.2 | 22.8 | 30.9 | 100.0 | 17.2 | 33.3 | 82.4 | 33.2 | 0.0 | 27.9 | |
| Don't know | 17 | 2 | 2 | 10 | 1 | 3 | 0 | 0 | 0 | 5 | 1 | 0 | 5 | 3 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 17 |
| C% | 20.8 | 20.0 | 13.6 | 27.8 | 16.7 | 13.3 | 0.0 | 0.0 | 0.0 | 24.0 | 50.0 | 0.0 | 40.4 | 43.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 46.0 | 0.0 | 20.8 |
| Refused | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| C% | 1.6 | 0.0 | 0.0 | 0.0 | 0.0 | 6.7 | 0.0 | 0.0 | 20.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.6 |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

C10D. Would you have purchased the same type and efficiency level of refrigeration equipment if you had not visited the center?
 BASE: End-Users who have purchased refrigeration equipment

| | | SEMINAR CATEGORY | | | | | | | | | | | | | | | | | TYPE | | |
|------------|-------|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| | | ----- | | | | | | | | | | | | | | | | | ----- | | |
| | | High | | | | | | | | | | | | | | | | | | | |
| | | perf/ Irr/ | | | | | | | | | | | | | | | | | | | |
| | | Green Pumps Light Mo- | | | | | | | | | | | | | | | | | | | |
| | | build Wells -ing to- | | | | | | | | | | | | | | | | | | | |
| | | -K- -J- -I- -H- -G- -F- -E- -D- -C- -B- -A- | | | | | | | | | | | | | | | | | | | |
| | | ----- | | | | | | | | | | | | | | | | | | | |
| | | Au- | | | | | | | | | | | | | | | | | | | |
| | | dits | | | | | | | | | | | | | | | | | | | |
| | | -G- -F- -E- -D- -C- -B- -A- | | | | | | | | | | | | | | | | | | | |
| | | ----- | | | | | | | | | | | | | | | | | | | |
| | | Basic | | | | | | | | | | | | | | | | | | | |
| | | /Gen | | | | | | | | | | | | | | | | | | | |
| | | BE | | | | | | | | | | | | | | | | | | | |
| | | -H- -G- -F- -E- -D- -C- -B- -A- | | | | | | | | | | | | | | | | | | | |
| | | ----- | | | | | | | | | | | | | | | | | | | |
| | | Food HVAC | | | | | | | | | | | | | | | | | | | |
| | | -I- -J- -K- -L- -M- -N- -O- -P- -Q- -R- -S- -T- -U- | | | | | | | | | | | | | | | | | | | |
| | | ----- | | | | | | | | | | | | | | | | | | | |
| | | Pool | | | | | | | | | | | | | | | | | | | |
| | | pump- | | | | | | | | | | | | | | | | | | | |
| | | ing | | | | | | | | | | | | | | | | | | | |
| | | -O- -P- -Q- -R- -S- -T- -U- | | | | | | | | | | | | | | | | | | | |
| | | ----- | | | | | | | | | | | | | | | | | | | |
| | | Ref- | | | | | | | | | | | | | | | | | | | |
| | | riger | | | | | | | | | | | | | | | | | | | |
| | | ation | | | | | | | | | | | | | | | | | | | |
| | | -Q- -R- -S- -T- -U- | | | | | | | | | | | | | | | | | | | |
| | | ----- | | | | | | | | | | | | | | | | | | | |
| | | Water | | | | | | | | | | | | | | | | | | | |
| | | Waste | | | | | | | | | | | | | | | | | | | |
| | | END | | | | | | | | | | | | | | | | | | | |
| | | water | | | | | | | | | | | | | | | | | | | |
| | | USER | | | | | | | | | | | | | | | | | | | |
| | | -S- -T- -U- | | | | | | | | | | | | | | | | | | | |
| | | ----- | | | | | | | | | | | | | | | | | | | |
| Total | 60 | 4 | 11 | 27 | 2 | 16 | 2 | 5 | 10 | 17 | 4 | 0 | 13 | 2 | 0 | 1 | 3 | 3 | 0 | 0 | 60 |
| C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Yes | 30 | 2 | 5 | 15 | 1 | 8 | 1 | 5 | 4 | 8 | 2 | 0 | 5 | 0 | 0 | 0 | 2 | 3 | 0 | 0 | 30 |
| C% 51.2 | 50.0 | 44.4 | 53.8 | 66.7 | 50.0 | 37.5 | 66.7 | 100.0 | 37.5 | 50.5 | 45.0 | 100.0 | 36.0 | 24.4 | 0.0 | 0.0 | 86.1 | 100.0 | 0.0 | 0.0 | 51.2 |
| No | 14 | 0 | 4 | 4 | 0 | 5 | 1 | 0 | 5 | 3 | 0 | 0 | 3 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 14 |
| C% 23.0 | 0.0 | 38.9 | 15.4 | 0.0 | 33.3 | 33.3 | 0.0 | 0.0 | 19.9 | 0.0 | 0.0 | 0.0 | 26.2 | 37.8 | 0.0 | 43.7 | 0.0 | 0.0 | 0.0 | 0.0 | 23.0 |
| Don't know | 14 | 2 | 2 | 8 | 1 | 1 | 0 | 0 | 0 | 5 | 2 | 0 | 5 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 14 |
| C% 23.6 | 50.0 | 16.7 | 30.8 | 33.3 | 8.3 | 8.3 | 0.0 | 0.0 | 29.7 | 55.0 | 5.0 | 0.0 | 37.8 | 37.8 | 0.0 | 56.3 | 13.9 | 0.0 | 100.0 | 0.0 | 23.6 |
| Refused | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| C% 2.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 8.3 | 0.0 | 0.0 | 12.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.2 |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

C10e. Would you have purchased the same type and efficiency level of pumping and hydraulic equipment if you had not visited the center?
 BASE: End-User who have purchased pumping equipment

| | | SEMINAR CATEGORY | | | | | | | | | | | | | | | | TYPE | | | | | | | | | |
|------------|----|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|-----|-----|-----|-----|-----|-----|-----|-------|---|
| | | ----- | | | | | | | | | | | | | | | | ----- | | | | | | | | | |
| | | High | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | per/ Irr/ | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Green Pumps Light Mo- | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | build Wells -ing Mo- | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | ---K---L---M---N---O---P---Q---R---S---T---U--- | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Basic | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | /Gen | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Au- | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | dits | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | ---G---H---I---J---K---L---M---N---O---P---Q---R---S---T---U--- | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | ERC | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | ---F--- | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | ETC | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | ---E--- | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | CTAC | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | ---D--- | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | SDGE | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | ---C--- | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | AgTAC | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | ---B--- | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Total | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | ---A--- | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total | 5 | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 5 | |
| | C% | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 | 0 |
| Yes | 2 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 2 |
| | C% | 33.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 33.3 | 0 |
| No | 2 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 2 |
| | C% | 41.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 41.7 | 0 |
| Don't know | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 |
| | C% | 25.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 25.0 | 0 |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

C10f. Would you have purchased the same type and efficiency level of other agricultural equipment if you had not visited the center?
 BASE: End-Users who have purchased other agricultural equipment

| | | SEMINAR CATEGORY | | | | | | | | | | | | | | TYPE | | | | | | | | | | | | | | | | | | | | | |
|------------|--|------------------|-------|-------|-----|------|-----|------|-----|-------|-----|------|-----|-------|-----|-------|-----|-------|-----|------|-----|------|-----|-------|-----|-------|-----|-----|-----|-----|-----|-----|-----|-----|-------|-----|--|
| | | ----- | | | | | | | | | | | | | | ----- | | | | | | | | | | | | | | | | | | | | | |
| | | High | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | CENTER NAME | | Basic | | Food | | HVAC | | Green | | Irr/ | | Light | | Mo- | | Pool | | Pro- | | Ref- | | Water | | Waste | | END | | | | | | | | | |
| | | ----- | | /Gen | | I-- | | J-- | | K-- | | L-- | | M-- | | N-- | | O-- | | P-- | | Q-- | | R-- | | S-- | | T-- | | U-- | | | | | | | |
| | | ----- | | EE | | I-- | | J-- | | K-- | | L-- | | M-- | | N-- | | O-- | | P-- | | Q-- | | R-- | | S-- | | T-- | | U-- | | | | | | | |
| | | ----- | | ERC | | F-- | | G-- | | H-- | | I-- | | J-- | | K-- | | L-- | | M-- | | N-- | | O-- | | P-- | | Q-- | | R-- | | S-- | | T-- | | U-- | |
| | | ----- | | ETC | | E-- | | D-- | | C-- | | B-- | | A-- | | Total | | AgTAC | | SDGE | | CTAC | | ETC | | E-- | | D-- | | C-- | | B-- | | A-- | | | |
| | | ----- | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | |
| Total | | 3 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | |
| | | C% | 100.0 | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 | 0.0 | |
| Yes | | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | |
| | | C% | 37.5 | 37.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 37.5 | 0.0 | |
| No | | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | | |
| | | C% | 25.0 | 25.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 25.0 | 0.0 | |
| Don't know | | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | | |
| | | C% | 37.5 | 37.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 37.5 | 0.0 | |

APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

C10G. Would you have purchased the same type and efficiency level of cooking or food preparation equipment if you had not visited the center?
 BASE: End-Users who have purchased cooking or food prep equipment

| | | SEMINAR CATEGORY | | | | | | | | | | | | | | TYPE | | | | | | | |
|-------|---------|------------------|---------|------------|---------|-----------|---------|-------------|---------|------------|---------|-----------|---------|------------|---------|------------|---------|-------------|---------|---------|---------|---------|-------|
| | | ----- | | | | | | | | | | | | | | ----- | | | | | | | |
| | | High | | | | | | | | | | | | | | | | | | | | | |
| | | CENTER NAME | | Basic /Gen | | Food HVAC | | Green build | | Irr/ Wells | | Light Mo- | | Pool pump- | | Ref- riger | | Water Waste | | | | | |
| | | AgTAC | SDGE | ETAC | ETC | ERC | ERC | ERC | ERC | ERC | ERC | ERC | ERC | ERC | ERC | ERC | ERC | ERC | ERC | | | | |
| | | ---A--- | ---B--- | ---C--- | ---D--- | ---E--- | ---F--- | ---G--- | ---H--- | ---I--- | ---J--- | ---K--- | ---L--- | ---M--- | ---N--- | ---O--- | ---P--- | ---Q--- | ---R--- | ---S--- | ---T--- | ---U--- | |
| Total | | 14 | 0 | 0 | 0 | 0 | 14 | 0 | 1 | 9 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 14 |
| | C%100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 | 100.0 | 0.0 | 100.0 | 100.0 | 0.0 | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| Yes | | 12 | 0 | 0 | 0 | 12 | 0 | 1 | 8 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 12 |
| | C% 81.8 | 0.0 | 0.0 | 0.0 | 0.0 | 81.8 | 0.0 | 100.0 | 85.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 | 0.0 | 0.0 | 0.0 | 81.8 |
| No | | 3 | 0 | 0 | 0 | 3 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 |
| | C% 18.2 | 0.0 | 0.0 | 0.0 | 0.0 | 18.2 | 0.0 | 0.0 | 14.3 | 0.0 | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 18.2 |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

C12. How influential would you say the information you received from the center is likely to be on your future equipment purchase decisions?
 BASE: End-Users

| | | SEMINAR CATEGORY | | | | | | | | | | | | | | | | TYPE | | | | |
|----------------------------|-------|-------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------|-------|
| | | ----- | | | | | | | | | | | | | | | | ----- | | | | |
| | | High | | | | | | | | | | | | | | | | | | | | |
| | | perf/ Irr/ | | | | | | | | | | | | | | | | | | | | |
| | | Green Pumps Light Mo- | | | | | | | | | | | | | | | | | | | | |
| | | build Wells -ing Mo- | | | | | | | | | | | | | | | | | | | | |
| | | --K-- --J-- --I-- --H-- --G-- | | | | | | | | | | | | | | | | | | | | |
| | | Basic /Gen | | | | | | | | | | | | | | | | | | | | |
| | | Au- dits | | | | | | | | | | | | | | | | | | | | |
| | | ERC | | | | | | | | | | | | | | | | | | | | |
| | | ETC | | | | | | | | | | | | | | | | | | | | |
| | | --D-- | | | | | | | | | | | | | | | | | | | | |
| | | CENTER NAME | | | | | | | | | | | | | | | | | | | | |
| | | SDGE CTAC | | | | | | | | | | | | | | | | | | | | |
| | | --C-- | | | | | | | | | | | | | | | | | | | | |
| | | Total AgTAC | | | | | | | | | | | | | | | | | | | | |
| | | --A-- | | | | | | | | | | | | | | | | | | | | |
| | | --B-- | | | | | | | | | | | | | | | | | | | | |
| | | --E-- | | | | | | | | | | | | | | | | | | | | |
| | | --F-- | | | | | | | | | | | | | | | | | | | | |
| | | --G-- | | | | | | | | | | | | | | | | | | | | |
| | | --H-- | | | | | | | | | | | | | | | | | | | | |
| | | --I-- | | | | | | | | | | | | | | | | | | | | |
| | | --J-- | | | | | | | | | | | | | | | | | | | | |
| | | --K-- | | | | | | | | | | | | | | | | | | | | |
| | | --L-- | | | | | | | | | | | | | | | | | | | | |
| | | --M-- | | | | | | | | | | | | | | | | | | | | |
| | | --N-- | | | | | | | | | | | | | | | | | | | | |
| | | --O-- | | | | | | | | | | | | | | | | | | | | |
| | | --P-- | | | | | | | | | | | | | | | | | | | | |
| | | --Q-- | | | | | | | | | | | | | | | | | | | | |
| | | --R-- | | | | | | | | | | | | | | | | | | | | |
| | | --S-- | | | | | | | | | | | | | | | | | | | | |
| | | --T-- | | | | | | | | | | | | | | | | | | | | |
| | | --U-- | | | | | | | | | | | | | | | | | | | | |
| Total | 215 | 18 | 32 | 85 | 13 | 66 | 8 | 31 | 38 | 38 | 17 | 8 | 26 | 14 | 2 | 7 | 6 | 13 | 8 | 0 | 215 | |
| C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 0.0 | 100.0 |
| 1 - Not at all influential | 9 | 1 | 1 | 2 | 2 | 3 | 1 | 5 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 9 |
| C% | 4.1 | 6.8 | 1.9 | 2.4 | 17.4 | 3.9 | 8.1 | 16.5 | 0.0 | 1.5 | 0.0 | 14.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 9.9 | 0.0 | 0.0 | 4.1 |
| 2 | 8 | 0 | 1 | 4 | 1 | 1 | 0 | 2 | 0 | 2 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 8 |
| C% | 3.8 | 2.3 | 3.8 | 4.9 | 8.7 | 2.0 | 0.0 | 6.8 | 0.0 | 5.6 | 7.5 | 4.7 | 4.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 8.4 | 0.0 | 0.0 | 3.8 |
| 3 | 31 | 2 | 9 | 8 | 3 | 9 | 5 | 2 | 4 | 5 | 5 | 1 | 3 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 31 |
| C% | 14.4 | 11.4 | 26.9 | 9.8 | 21.7 | 13.7 | 59.5 | 6.1 | 10.4 | 14.3 | 31.6 | 9.4 | 13.0 | 8.6 | 66.7 | 14.1 | 6.9 | 4.2 | 17.2 | 0.0 | 0.0 | 14.4 |
| 4 | 76 | 6 | 9 | 38 | 2 | 22 | 1 | 12 | 15 | 12 | 5 | 2 | 9 | 4 | 0 | 4 | 5 | 4 | 2 | 0 | 0 | 76 |
| C% | 35.5 | 31.8 | 26.9 | 43.9 | 17.4 | 33.3 | 16.2 | 38.8 | 38.9 | 32.6 | 31.6 | 23.6 | 35.8 | 29.9 | 0.0 | 52.2 | 86.1 | 33.8 | 27.5 | 0.0 | 0.0 | 35.5 |
| 5 - Very influential | 66 | 8 | 12 | 23 | 3 | 21 | 1 | 4 | 10 | 17 | 3 | 4 | 8 | 8 | 1 | 2 | 0 | 4 | 4 | 0 | 0 | 66 |
| C% | 30.7 | 43.2 | 36.5 | 26.8 | 21.7 | 31.4 | 8.1 | 12.9 | 27.8 | 44.6 | 17.3 | 43.4 | 30.0 | 57.1 | 33.3 | 28.2 | 6.9 | 33.8 | 55.3 | 0.0 | 0.0 | 30.7 |
| Don't know | 25 | 1 | 1 | 10 | 2 | 10 | 1 | 6 | 9 | 1 | 2 | 0 | 4 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 25 |
| C% | 11.4 | 4.5 | 3.8 | 12.2 | 13.0 | 15.7 | 8.1 | 18.9 | 22.9 | 1.5 | 12.0 | 4.7 | 16.3 | 4.3 | 0.0 | 5.5 | 0.0 | 9.9 | 0.0 | 0.0 | 0.0 | 11.4 |
| MEAN: | 3.96 | 4.07 | 3.96 | 4.00 | 3.20 | 4.02 | 3.18 | 3.31 | 4.23 | 4.15 | 3.67 | 3.81 | 4.09 | 4.51 | 3.67 | 4.15 | 4.00 | 3.81 | 4.38 | * | 3.96 | |
| | | E | E | E | BCDF | E | IJMNP | IJMNP | GH | GH | N | GH | GH | GHKQ | GH | GH | GH | GN | GH | | | |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

C13. Did your visits to the center affect how your business operates or maintains any of its equipment?
 BASE: End-users

| | SEMINAR CATEGORY | | | | | | | | | | | | | TYPE | | | | | | | |
|------------|------------------|-------|-------|------------|----------|-------|-----------------------------|-------|-------|----------------|-------|-------|----------------|-------|-----------|------------------|-------|-------|-----------------|-------|-------|
| | CENTER NAME | | | Basic /Gen | | | High perf/ Irr/ Green Pumps | | | Light Mo- tors | | | Pool pump- ing | | | Ref- riger ation | | | Water Waste END | | |
| | AgTAC | SDGE | CTAC | ETC | Au- dits | ERC | BE | Food | HVAC | buil- d | Wells | ing | M- tors | ing | Pro- cess | T24 | water | USER | UMA | | |
| | --B-- | --C-- | --D-- | --E-- | --F-- | --G-- | --H-- | --I-- | --J-- | --K-- | --L-- | --M-- | --N-- | --O-- | --P-- | --Q-- | --R-- | --S-- | --T-- | --U-- | |
| Total | 215 | 18 | 32 | 85 | 13 | 66 | 8 | 31 | 38 | 38 | 17 | 8 | 26 | 14 | 2 | 7 | 6 | 13 | 8 | 0 | 215 |
| C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 0.0 | 100.0 |
| Yes | 84 | 9 | 17 | 33 | 3 | 22 | 2 | 10 | 9 | 21 | 3 | 2 | 16 | 7 | 1 | 2 | 2 | 4 | 5 | 0 | 84 |
| C% 39.3 | 50.0 | 51.9 | 39.0 | 26.1 | 33.3 | 32.4 | 32.0 | 24.3 | 24.3 | 55.9 | 17.3 | 28.3 | 62.5 | 49.7 | 33.3 | 33.7 | 36.1 | 28.2 | 61.9 | 0.0 | 39.3 |
| No | 100 | 7 | 14 | 33 | 8 | 38 | 3 | 20 | 24 | 13 | 10 | 3 | 5 | 6 | 1 | 5 | 2 | 7 | 0 | 0 | 100 |
| C% 46.6 | 38.6 | 44.2 | 39.0 | 60.9 | 56.9 | 40.5 | 66.2 | 65.3 | 34.0 | 58.6 | 37.7 | 21.2 | 43.2 | 66.7 | 66.3 | 27.8 | 52.1 | 0.0 | 0.0 | 0.0 | 46.6 |
| Don't know | 30 | 2 | 1 | 19 | 2 | 7 | 2 | 1 | 4 | 4 | 4 | 3 | 4 | 1 | 0 | 0 | 2 | 3 | 3 | 0 | 30 |
| C% 14.1 | 11.4 | 3.8 | 22.0 | 13.0 | 9.8 | 27.2 | 1.8 | 10.4 | 10.2 | 24.1 | 34.0 | 16.3 | 7.1 | 0.0 | 0.0 | 36.1 | 19.7 | 38.1 | 0.0 | 0.0 | 14.1 |
| | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | |

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APPENDIX E

PARTICIPANT SURVEY CROSS-TABULATIONS

C14. For what equipment did you change the operations?
 BASE: End-users who said their visits affected how their business operates or maintains equipment

| | SEMINAR CATEGORY | | | | | | | | | | | | | TYPE | | | | | | | | | |
|------------------------------------|------------------|------|------|------------|------|------|-----------------|------|------|------------|----------|----------|------------|---------|--------|---------|----------|--------|----------|--------|---------|-----|------|
| | CENTER NAME | | | Basic /Gen | | | High perf/ Irr/ | | | Pool pump- | | | Ref- riger | | | Water | | | | | | | |
| | AgTAC | SDGE | CTAC | ETC | ERC | ERC | Au- dits | EE | Food | HVAC | K- build | L- Wells | M- ing | N- tors | O- ing | P- cess | Q- ation | R- T24 | S- water | T- END | U- USER | UMA | |
| Total | 84 | 9 | 17 | 33 | 3 | 22 | 2 | 10 | 9 | 21 | 3 | 2 | 16 | 7 | 1 | 2 | 2 | 4 | 5 | 0 | 84 | 0 | 39.3 |
| C% | 39.3 | 50.0 | 51.9 | 39.0 | 26.1 | 33.3 | 32.4 | 32.0 | 24.3 | 55.9 | 17.3 | 28.3 | 62.5 | 49.7 | 33.3 | 33.7 | 36.1 | 28.2 | 61.9 | 0.0 | 39.3 | 0.0 | 39.3 |
| Lighting equipment | 29 | 1 | 3 | 13 | 2 | 10 | 2 | 5 | 4 | 5 | 0 | 0 | 7 | 1 | 1 | 2 | 0 | 3 | 0 | 0 | 29 | 0 | 13.5 |
| C% | 13.5 | 6.8 | 9.6 | 14.6 | 13.0 | 15.7 | 24.3 | 17.8 | 10.4 | 12.0 | 0.0 | 0.0 | 26.9 | 7.1 | 33.3 | 23.5 | 6.9 | 19.7 | 0.0 | 0.0 | 13.5 | 0.0 | 13.5 |
| HVAC equipment | 9 | 2 | 0 | 4 | 2 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 4 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 9 | 0 | 4.1 |
| C% | 4.1 | 9.1 | 0.0 | 4.9 | 13.0 | 2.0 | 0.0 | 1.8 | 0.0 | 0.0 | 7.5 | 9.4 | 16.3 | 2.8 | 33.3 | 0.0 | 0.0 | 4.2 | 5.3 | 0.0 | 4.1 | 0.0 | 4.1 |
| Pumping and hydraulic equipment | 96 | 8 | 11 | 31 | 7 | 39 | 5 | 16 | 18 | 15 | 8 | 3 | 8 | 4 | 1 | 2 | 5 | 8 | 5 | 0 | 96 | 0 | 44.8 |
| C% | 44.8 | 45.5 | 34.6 | 36.6 | 52.2 | 58.8 | 67.6 | 51.3 | 47.2 | 39.5 | 48.9 | 33.0 | 30.0 | 27.2 | 33.3 | 33.7 | 79.2 | 57.8 | 61.9 | 0.0 | 44.8 | 0.0 | 44.8 |
| Motors and/or ASDs | 37 | 2 | 17 | 15 | 1 | 3 | 2 | 5 | 3 | 8 | 2 | 0 | 6 | 4 | 0 | 2 | 0 | 2 | 2 | 0 | 37 | 0 | 17.4 |
| C% | 17.4 | 9.1 | 53.8 | 17.1 | 8.7 | 3.9 | 32.4 | 15.4 | 9.0 | 21.5 | 14.3 | 4.7 | 22.7 | 24.4 | 0.0 | 34.3 | 0.0 | 14.1 | 27.5 | 0.0 | 17.4 | 0.0 | 17.4 |
| Refrigeration equipment | 4 | 1 | 1 | 2 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 0 | 1.6 |
| C% | 1.6 | 4.5 | 1.9 | 2.4 | 0.0 | 0.0 | 0.0 | 6.8 | 0.0 | 0.0 | 0.0 | 9.4 | 0.0 | 4.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.6 | 0.0 | 1.6 |
| Cooking/food preparation equipment | 17 | 1 | 2 | 8 | 2 | 4 | 1 | 2 | 1 | 4 | 4 | 1 | 2 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 17 | 0 | 8.0 |
| C% | 8.0 | 4.5 | 7.7 | 9.8 | 13.0 | 5.9 | 8.1 | 6.1 | 3.5 | 10.7 | 24.1 | 9.4 | 8.2 | 4.3 | 0.0 | 8.6 | 0.0 | 8.4 | 0.0 | 0.0 | 8.0 | 0.0 | 8.0 |
| Irrigation equipment | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0.5 |
| C% | 0.5 | 2.3 | 1.9 | 0.0 | 0.0 | 0.0 | 8.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.5 | 0.0 | 0.5 |
| Don't know/Refused | 45 | 5 | 3 | 19 | 3 | 16 | 0 | 3 | 13 | 8 | 3 | 4 | 5 | 6 | 0 | 0 | 1 | 3 | 0 | 0 | 45 | 0 | 21.0 |
| C% | 21.0 | 27.3 | 9.6 | 22.0 | 21.7 | 23.5 | 0.0 | 8.6 | 33.3 | 20.5 | 15.0 | 43.4 | 20.3 | 44.4 | 0.0 | 0.0 | 13.9 | 23.9 | 5.3 | 0.0 | 21.0 | 0.0 | 21.0 |

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Q16. Do you still have the information you received from the center's seminars?

| | SEMINAR CATEGORY | | | | | | | | | | | | | TYPE | | | | | | | |
|------------|------------------|-------|-------|------------|-------|----------|-----------------------------|-------|-------|----------------|-----------|-------|-----------------|-------|-----------------|-----------------|-----------|-------|-------|-------|-------|
| | CENTER NAME | | | Basic /gen | | | High perf/ Irr/ Green Pumps | | | Pool pump- ing | | | Ref- iger ation | | | Water Waste END | | | | | |
| | AgTAC | SDGE | CTAC | ETC | ERC | Au- dits | EE | Food | HVAC | builid Wells | -ing tors | ing | Pro- cess | T24 | Ref- iger ation | Water | Waste END | UMA | | | |
| | --A-- | --B-- | --C-- | --D-- | --E-- | --F-- | --G-- | --H-- | --I-- | --J-- | --K-- | --L-- | --M-- | --N-- | --O-- | --P-- | --Q-- | --R-- | --S-- | --T-- | --U-- |
| Total | 346 | 26 | 43 | 146 | 39 | 91 | 9 | 61 | 47 | 60 | 35 | 15 | 44 | 15 | 3 | 11 | 10 | 29 | 8 | 131 | 215 |
| | C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Yes | 321 | 25 | 42 | 138 | 37 | 79 | 8 | 57 | 39 | 58 | 33 | 14 | 40 | 15 | 3 | 11 | 10 | 25 | 8 | 120 | 201 |
| | C% 92.9 | 93.9 | 97.1 | 94.3 | 95.7 | 87.1 | 93.0 | 94.4 | 83.3 | 98.0 | 92.9 | 92.0 | 90.5 | 100.0 | 100.0 | 100.0 | 100.0 | 87.2 | 100.0 | 91.5 | 93.8 |
| | | | F | | | C | | | J | IR | | | | | | | | J | | | |
| No | 21 | 2 | 1 | 8 | 1 | 9 | 0 | 3 | 7 | 1 | 2 | 1 | 4 | 0 | 0 | 0 | 0 | 2 | 0 | 10 | 11 |
| | C% 6.0 | 6.1 | 1.4 | 5.7 | 2.9 | 10.0 | 0.0 | 5.6 | 13.9 | 2.0 | 7.1 | 8.0 | 9.5 | 0.0 | 0.0 | 0.0 | 0.0 | 6.4 | 0.0 | 7.6 | 5.0 |
| | | | F | | | C | | | J | I | | | | | | | | | | | |
| Don't know | 4 | 0 | 1 | 0 | 1 | 3 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 1 | 3 |
| | C% 1.1 | 0.0 | 1.4 | 0.0 | 1.4 | 2.9 | 7.0 | 0.0 | 2.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 6.4 | 0.0 | 0.9 | 1.2 |
| | | | | | | | | | R | | | | | | | | | J | | | |

APPENDIX E

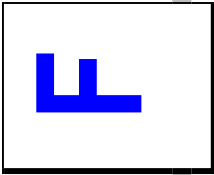
PARTICIPANT SURVEY CROSS-TABULATIONS

C18. Have you shared any of the information you received from the center's courses with others either within or outside of your company?

| | | SEMINAR CATEGORY | | | | | | | | | | | | | | | | TYPE | | | |
|-------------|-------|------------------|-------|-------|-------|------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| CENTER NAME | | Basic | | | | High | | | | Pool | | | | Ref- | | | | Water | | | |
| | | /gen | | | | perf/ Irr/ | | | | pump- | | | | riger | | | | Waste | | | |
| | | EE | | | | Green | | | | ing | | | | ation | | | | END | | | |
| | | --H-- | | | | --K-- | | | | --O-- | | | | --Q-- | | | | USER | | | |
| | | --G-- | | | | --J-- | | | | --N-- | | | | --P-- | | | | UMA | | | |
| | | --F-- | | | | --I-- | | | | --M-- | | | | --R-- | | | | --U-- | | | |
| | | --E-- | | | | --L-- | | | | --O-- | | | | --S-- | | | | --T-- | | | |
| | | --D-- | | | | --U-- | | | | --V-- | | | | --W-- | | | | --X-- | | | |
| | | --C-- | | | | --H-- | | | | --K-- | | | | --L-- | | | | --M-- | | | |
| | | --B-- | | | | --G-- | | | | --J-- | | | | --M-- | | | | --N-- | | | |
| | | --A-- | | | | --F-- | | | | --I-- | | | | --L-- | | | | --M-- | | | |
| | | --E-- | | | | --H-- | | | | --K-- | | | | --N-- | | | | --O-- | | | |
| | | --D-- | | | | --J-- | | | | --M-- | | | | --P-- | | | | --Q-- | | | |
| | | --C-- | | | | --H-- | | | | --K-- | | | | --L-- | | | | --M-- | | | |
| | | --B-- | | | | --G-- | | | | --J-- | | | | --M-- | | | | --N-- | | | |
| | | --A-- | | | | --F-- | | | | --I-- | | | | --L-- | | | | --M-- | | | |
| Total | 346 | 26 | 43 | 146 | 39 | 91 | 9 | 61 | 47 | 60 | 35 | 15 | 44 | 15 | 3 | 11 | 10 | 29 | 8 | 131 | 215 |
| C%100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Yes | 281 | 19 | 37 | 121 | 32 | 72 | 7 | 48 | 40 | 50 | 22 | 11 | 37 | 12 | 3 | 9 | 10 | 24 | 8 | 104 | 177 |
| C% 81.3 | 72.7 | 85.7 | 82.9 | 82.9 | 78.6 | 79.1 | 79.2 | 86.1 | 84.5 | 63.9 | 70.6 | 83.5 | 80.8 | 100.0 | 78.2 | 100.0 | 83.3 | 100.0 | 79.2 | 82.6 | |
| No | 64 | 7 | 6 | 25 | 7 | 20 | 2 | 13 | 7 | 9 | 13 | 4 | 7 | 3 | 0 | 2 | 0 | 5 | 0 | 27 | 37 |
| C% 18.5 | 27.3 | 12.9 | 17.1 | 17.1 | 21.4 | 20.9 | 20.8 | 13.9 | 14.4 | 36.1 | 29.4 | 16.5 | 19.2 | 0.0 | 21.8 | 0.0 | 16.7 | 0.0 | 20.3 | 17.4 | |
| Don't know | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| C% 0.2 | 0.0 | 1.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.5 | 0.0 |

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TARGET MARKET SURVEY CROSS-TABULATIONS

F.1 END-USE CUSTOMER CROSS-TABULATIONS

K1. How often do you or others in your company attend seminars, workshops or other training courses that address energy efficiency?
 BASE: All

===== END USER BANNER =====

| | | BUSINESS TYPE | | | | | | | | | | | | | | | | | | | | | | | |
|--|---------|---------------|---------|------------------|---------|--------------------|---------|----------|---------|---------------|---------|---------|---------|---------|---------|-------------|---------|-----------------|---------|---------------------|---------|-------------------|---------|---------------------|---------|
| | | Agriculture | | Commercial Other | | Restaurant/Grocery | | Industry | | Institutional | | Office | | Retail | | Waste-water | | Large (>500 kW) | | Medium (100-500 kW) | | Small (20-100 kW) | | Very Small (<20 kW) | |
| ---A--- | ---B--- | ---C--- | ---D--- | ---E--- | ---F--- | ---G--- | ---H--- | ---I--- | ---J--- | ---K--- | ---L--- | ---M--- | ---N--- | ---O--- | ---P--- | ---Q--- | ---R--- | ---S--- | ---T--- | ---U--- | ---V--- | ---W--- | ---X--- | ---Y--- | ---Z--- |
| Total | C% | 358403 | 10544 | 65731 | 37625 | 40964 | 10645 | 118673 | 70505 | 3716 | 5835 | 20361 | 81513 | 250694 | | | | | | | | | | | |
| Very frequently (once a month) | C% | 6597 | 202 | 835 | 1923 | 0 | 905 | 1123 | 1480 | 129 | 432 | 1488 | 2008 | 2669 | | | | | | | | | | | |
| Somewhat frequently (once a season/year) | C% | 4711 | 793 | 8715 | 3814 | 3296 | 2145 | 19256 | 8026 | 1066 | 1728 | 5707 | 9019 | 30656 | | | | | | | | | | | |
| Infrequently (Once every other year) | C% | 68539 | 2992 | 13180 | 5547 | 8753 | 1291 | 24361 | 11285 | 1130 | 1738 | 6723 | 16834 | 43244 | | | | | | | | | | | |
| Not at all | C% | 223971 | 6201 | 36622 | 24503 | 27555 | 6273 | 73614 | 47811 | 1392 | 1906 | 5912 | 52084 | 164069 | | | | | | | | | | | |
| Don't know/Refused | C% | 12186 | 356 | 6379 | 1838 | 1360 | 30 | 318 | 1904 | 0 | 30 | 531 | 1568 | 10056 | | | | | | | | | | | |

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APPENDIX F

TARGET MARKET SURVEY CROSS-TABULATIONS

KCTAC2. Have you heard of Southern California Edison's Customer Technology Application Center located in Irwindale?
 BASE: SCE and SCG Customers located in the CTAC/ERC target market area

```

===== END USER BANNER =====
----- BUSINESS TYPE -----
-----C-----D-----E-----F-----G-----H-----I-----J-----K-----L-----M-----
Commer-  Rest-  Waste-  Retail  Office  Waste-  Large  Medium  Small  Very
cial     auran  water  water  Office  water  (>500  (100-  (20-100  Small
Other    /Groce  (>500  (>500  Office  (>500  (>500  100-  (20-100  (<20
-----C-----D-----E-----F-----G-----H-----I-----J-----K-----L-----M-----
Total  C%  235736  3072  45165  27426  28733  6897  70654  50459  3330  2861  15752  57307  159816
100.0  100.0  100.0  100.0  100.0  100.0  100.0  100.0  100.0  100.0  100.0  100.0  100.0  100.0

Yes  C%  33427  522  7312  3316  7614  2368  6727  3727  1841  1791  6061  9927  15649
14.2  17.0  16.2  12.1  26.5  34.3  9.5  7.4  55.3  62.6  38.5  17.3  17.3  9.8
      F  F  F  F  GH  CDGH  EF  EF  EF  KLM  JLM  JK  JK  JK

No  C%  195734  2550  37024  22379  19759  4529  62799  45204  1489  1070  9691  44233  140740
83.0  83.0  82.0  81.6  68.8  65.7  88.9  89.6  44.7  37.4  61.5  77.2  77.2  88.1
      F  F  F  F  GH  GH  EF  EF  EF  KLM  JLM  JKM  JKL  JKL

Don't know/Refused  C%  6575  2.8  829  1.8  1360  4.7  1127  1527  0  0  0  3148  3427
      F  F  F  F  GH  GH  EF  EF  EF  KLM  JLM  JKM  JKL  JKL
    
```

APPENDIX F

TARGET MARKET SURVEY CROSS-TABULATIONS

CTAC5. What types of services do you recall being offered by CTAC?
 BASE: Respondents who have heard of Southern California Edison's Customer Technology Application Center
 END USER BANNER

| | BUSINESS TYPE | | | | | | | | | | | | |
|---|------------------|-----------------------------|-------------------------------------|--|---------------------|-------------------------------|-------------------|-------------------|----------------------------|-------------------------------|---------------------------------------|------------------------------------|--------------------------------------|
| | Total ---A--- | Agri- culture ---B--- | Commer- cial Other ---C--- | Rest- aurant /Grocery ---D--- | Industry ---E--- | Instit- utional ---F--- | Office ---G--- | Retail ---H--- | Waste- water ---I--- | Large (>500 kW) ---J--- | Medium (100- 500 kW) ---K--- | Small (20-100 kW) ---L--- | Very Small (<20 kW) ---M--- |
| Total | 33427 100.0 | 522 100.0 | 7312 100.0 | 3316 100.0 | 7614 100.0 | 2368 100.0 | 6727 100.0 | 3727 100.0 | 1841 100.0 | 1791 100.0 | 6061 100.0 | 9927 100.0 | 15649 100.0 |
| Seminars, workshops, classes | 12979 38.8 | 107 20.4 | 480 6.6 | 2293 69.2 | 2734 35.9 | 2003 84.6 | 3571 53.1 | 439 11.8 | 1352 73.5 | 887 49.5 | 3268 53.9 | 4906 49.4 | 3918 25.0 |
| Special exhibits and product displays | 5530 16.5 | 107 20.4 | 1048 14.3 | 286 8.6 | 1589 20.9 | 606 25.6 | 1215 18.1 | 220 5.9 | 460 25.0 | 410 22.9 | 1588 26.2 | 326 3.3 | 3206 20.5 |
| Hands-on product demon- strations/showcases | 1536 4.6 | 107 20.4 | 241 3.3 | 0 0.0 | 229 3.0 | 54 2.3 | 318 4.7 | 220 5.9 | 367 19.9 | 283 15.8 | 974 16.1 | 279 2.8 | 0 0.0 |
| Computer lab/special en- ergy-related software | 2662 8.0 | 78 14.9 | 758 10.4 | 0 0.0 | 115 1.5 | 54 2.3 | 896 13.3 | 330 8.8 | 432 23.5 | 328 18.3 | 220 3.6 | 178 1.8 | 1936 12.4 |
| Tours of facility and exhibits/displays | 5316 15.9 | 107 20.4 | 3101 42.4 | 143 4.3 | 229 3.0 | 109 4.6 | 1215 18.1 | 220 5.9 | 194 10.5 | 366 20.4 | 875 14.4 | 78 0.8 | 3997 25.5 |
| Expert advise from SCE energy specialists | 4465 13.4 | 107 20.4 | 1466 20.1 | 143 4.3 | 344 4.5 | 54 2.3 | 1506 22.4 | 220 5.9 | 626 34.0 | 578 32.2 | 875 14.4 | 368 3.7 | 2645 16.9 |
| None/Don't know | 13806 41.3 | 416 79.6 | 2442 33.4 | 879 26.5 | 3520 46.2 | 365 15.4 | 2546 37.8 | 3178 85.3 | 460 25.0 | 565 31.5 | 1849 30.5 | 4831 48.7 | 6561 41.9 |

APPENDIX F

TARGET MARKET SURVEY CROSS-TABULATIONS

CTAC6. Which if any of these services have you used or participated in?
 BASE: Respondents who are aware of one or more of CTAC's specific services

| | | END USER BANNER | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|----|--------------------------|------|------------------|-----------------------------|-------|-----------------------------|----------|--------------------|--------|--------|-----------------|--------------------|----------------------------|-------------------------|---------------------------|--------------------|---|----------------------------|---|-------------------------|---|---------------------------|---|--|---|--|
| | | BUSINESS TYPE | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Commer- cial Other | | | Rest- aurant /Grocery | | Industry | | Instit- utional | | Office | | Retail | | Waste- water | | Large (>500 kW) | | Medium (100- 500 kW) | | Small (20-100 kW) | | Very Small (<20 kW) | | | | |
| | | A | | B | | C | | D | | E | | F | | G | | H | | I | | J | | K | | L | | M | |
| | | Total | C% | Agri- culture | Commer- cial | Other | Rest- aurant /Grocery | Industry | Instit- utional | Office | Retail | Waste- water | Large (>500 kW) | Medium (100- 500 kW) | Small (20-100 kW) | Very Small (<20 kW) | | | | | | | | | | | |
| Total | | 19621 | 90.3 | 107 | 4870 | 2436 | 4094 | 2003 | 4181 | 549 | 1381 | 1226 | 4212 | 5096 | 9087 | | | | | | | | | | | | |
| | C% | | | 78.5 | 100.0 | 100.0 | 75.4 | 92.5 | 92.9 | 100.0 | 83.8 | 100.0 | 80.9 | 98.1 | 89.9 | | | | | | | | | | | | |
| Seminars, workshops, classes | | 11319 | 52.1 | 78 | 2732 | 1535 | 2505 | 1234 | 2126 | 549 | 561 | 735 | 2594 | 3342 | 4649 | | | | | | | | | | | | |
| | C% | | | 57.1 | 56.1 | 63.0 | 46.1 | 57.0 | 47.2 | 100.0 | 34.0 | 59.9 | 49.8 | 64.3 | 46.0 | | | | | | | | | | | | |
| Special exhibits and product displays | | 1897 | 8.7 | 0 | 241 | 0 | 596 | 380 | 0 | 220 | 460 | 83 | 1118 | 697 | 0 | | | | | | | | | | | | |
| | C% | | | 0.0 | 5.0 | 0.0 | 11.0 | 17.6 | 0.0 | 40.0 | 27.9 | 6.8 | 21.5 | 13.4 | 0.0 | | | | | | | | | | | | |
| Hands-on product demon- strations/showcases | | 966 | 4.4 | 0 | 0 | 0 | 0 | 380 | 0 | 220 | 367 | 54 | 711 | 201 | 0 | | | | | | | | | | | | |
| | C% | | | 0.0 | 0.0 | 0.0 | 0.0 | 17.6 | 0.0 | 40.0 | 22.3 | 4.4 | 13.7 | 3.9 | 0.0 | | | | | | | | | | | | |
| Computer lab/special en- ergy-related software | | 539 | 2.5 | 0 | 0 | 0 | 320 | 0 | 0 | 220 | 0 | 0 | 539 | 0 | 0 | | | | | | | | | | | | |
| | C% | | | 0.0 | 0.0 | 0.0 | 5.9 | 0.0 | 0.0 | 40.0 | 0.0 | 0.0 | 10.4 | 0.0 | 0.0 | | | | | | | | | | | | |
| Tours of facility and exhibits/displays | | 4597 | 21.2 | 0 | 2392 | 0 | 596 | 217 | 896 | 330 | 165 | 164 | 548 | 596 | 3289 | | | | | | | | | | | | |
| | C% | | | 0.0 | 49.1 | 0.0 | 11.0 | 10.0 | 19.9 | 60.0 | 10.0 | 13.4 | 10.5 | 11.5 | 32.6 | | | | | | | | | | | | |
| Expert advise from SCE energy specialists | | 3803 | 17.5 | 0 | 709 | 143 | 596 | 543 | 1188 | 330 | 295 | 295 | 1017 | 886 | 1605 | | | | | | | | | | | | |
| | C% | | | 0.0 | 14.5 | 5.9 | 11.0 | 25.1 | 26.4 | 60.0 | 17.9 | 24.0 | 19.5 | 17.1 | 15.9 | | | | | | | | | | | | |
| None/Don't know | | 8580 | 39.5 | 58 | 1188 | 758 | 2605 | 932 | 2082 | 0 | 957 | 361 | 1909 | 1565 | 4746 | | | | | | | | | | | | |
| | C% | | | 42.9 | 24.4 | 31.1 | 48.0 | 43.0 | 46.3 | 0.0 | 58.1 | 29.4 | 36.7 | 30.1 | 47.0 | | | | | | | | | | | | |

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Whether respondent has used any of CTAC's services.
 BASE: SCE and SCG Customers located in the CTAC/ERC target market area

```

===== END USER BANNER =====
BUSINESS TYPE
-----
Total      C%      235736  3072  45165  27426  28733  6897  70654  50459  3330  2861  15752  57307  159816
100.0     100.0  100.0  100.0  100.0  100.0  100.0  100.0  100.0  100.0  100.0  100.0  100.0  100.0

Yes        C%      14009   78    3682   1678   2939   1451  2417   549    1215  1062   3627   3632   5689
5.9      2.5    8.2    6.1    10.2   21.0   3.4    1.1    36.5  37.1  23.0   23.0   6.3    3.6
                    F      F      H      DGH   DGH   DGH   LM    EF    LM    LM    LM    JK    JK

No         C%      221727 2994  41483  25748  25794  5446  68237  49910  2115  1799  12125  53675  154128
94.1     97.5  91.8   93.9   89.8   79.0  96.6  98.9  63.5  62.9  77.0   93.7   96.4   96.4
                    F      F      H      DGH   DGH   DGH   EF    EF    LM    LM    JK    JK
    
```

Whether respondent is interested in using one of CTAC's services in the future
 BASE: SCE and SCG Customers located in the CTAC/ERC target market area

```

===== END USER BANNER =====
BUSINESS TYPE
-----
Total      C%      235736  3072  45165  27426  28733  6897  70654  50459  3330  2861  15752  57307  159816
100.0     100.0  100.0  100.0  100.0  100.0  100.0  100.0  100.0  100.0  100.0  100.0  100.0  100.0

Yes        C%      137486  2096  29210  16094  13511  4666  36000  33507  2402  1903  10597  32985  92000
58.3     68.2  64.7  58.7  47.0  67.7  51.0  66.4  72.1  66.5  67.3  67.3  57.6  57.6

No         C%      98250   976  15955  11332  15222  2231  34654  16952  928  958  5155  24322  67816
41.7     31.8  35.3  41.3  53.0  32.3  49.0  33.6  27.9  33.5  32.7  42.4  42.4  42.4
    
```

APPENDIX F

TARGET MARKET SURVEY CROSS-TABULATIONS

CTAC7. Which if any of the following CTAC services would you want to use in the future?
 BASE: SCE and SCG Customers located in the CTAC/ERC target market area

| | | END USER BANNER | | | | | | | | | | | | | | | | | | | | | | |
|---|-----|--------------------------|---------|---------|-----------------------------|---------|----------|---------|--------------------|---------|---------|---------|---------|--------|-----------------|-----|--------------------|-----|----------------------------|-----|-------------------------|-----|---------------------------|--|
| | | BUSINESS TYPE | | | | | | | | | | | | | | | | | | | | | | |
| | | Commer- cial Other | | | Rest- aurant /Grocery | | Industry | | Instit- utional | | Office | | Retail | | Waste- water | | Large (>500 kW) | | Medium (100- 500 kW) | | Small (20-100 kW) | | Very Small (<20 kW) | |
| ---A--- | --- | ---B--- | ---C--- | ---D--- | ---E--- | ---F--- | ---G--- | ---H--- | ---I--- | ---J--- | ---K--- | ---L--- | ---M--- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | |
| Total | C% | 235736 | 3072 | 45165 | 27426 | 28733 | 6897 | 70654 | 50459 | 3330 | 2861 | 15752 | 57307 | 159816 | | | | | | | | | | |
| Seminars, workshops, classes | C% | 64187 | 1415 | 17154 | 7009 | 6915 | 3010 | 18671 | 8597 | 1416 | 1351 | 6987 | 14276 | 41573 | | | | | | | | | | |
| Special exhibits and product displays | C% | 59525 | 619 | 16665 | 4956 | 4546 | 1658 | 20407 | 9184 | 1489 | 642 | 4670 | 10071 | 44142 | | | | | | | | | | |
| Hands-on product demon- strations/showcases | C% | 52544 | 729 | 9866 | 3565 | 7511 | 3083 | 16432 | 10015 | 1344 | 1161 | 5552 | 12456 | 33375 | | | | | | | | | | |
| Computer lab/special en- ergy-related software | C% | 36748 | 619 | 8114 | 2775 | 4820 | 1620 | 12307 | 5371 | 1121 | 708 | 4020 | 9029 | 22991 | | | | | | | | | | |
| Tours of facility and exhibits/displays | C% | 38526 | 671 | 10457 | 4185 | 6525 | 2023 | 9833 | 3343 | 1489 | 520 | 4539 | 9987 | 23479 | | | | | | | | | | |
| Expert advise from SCE energy specialists | C% | 92481 | 1135 | 20170 | 11609 | 9830 | 2723 | 20091 | 24773 | 2150 | 1378 | 7083 | 26566 | 57454 | | | | | | | | | | |
| None/Don't know | C% | 98250 | 976 | 15955 | 11332 | 15222 | 2231 | 34654 | 16952 | 928 | 958 | 5155 | 24322 | 67816 | | | | | | | | | | |

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KAGTAC2. Have you heard of Southern California Edison's Agricultural Technology Application Center, or "Ag-TAC", located in Tulare?
 BASE: SCE customers located in AgTAC's target market

```

===== END USER BANNER =====
-----
BUSINESS TYPE
-----
Total      14321  4118  2539  979  743  439  3054  2063  386  2273  601  4385  7062
C%      100.0  100.0  100.0  100.0  100.0  100.0  100.0  100.0  100.0  100.0  100.0  100.0  100.0

Yes      8093  3437  1802  429  491  349  512  688  386  2111  359  1955  3669
C%      56.5  83.5  71.0  43.8  66.1  79.4  16.8  33.3  100.0  92.9  59.7  44.6  52.0

No      6228  681  737  551  252  91  2542  1375  0  162  243  2430  3393
C%      43.5  16.5  29.0  56.2  33.9  20.6  83.2  66.7  0.0  7.1  40.3  55.4  48.0
    
```

APPENDIX F

TARGET MARKET SURVEY CROSS-TABULATIONS

AGTC5. What types of services do you recall being offered by AgTAC?
 BASE: Respondents who have heard of Southern California Edison's Agriculture Technology Application Center in Tulare

===== END USER BANNER =====

| | | BUSINESS TYPE | | | | | | | | | | | | | | | | | | | | |
|---|----|-----------------|---------------|---------------|-----------------|--------------|--------------|--------------|--------------------|--------------|---------------|--------------|---------------|-----------------|--------------------|--|----------------------------|--|-------------------------|--|---------------------------|--|
| | | Commer- cial | | | Rest- aurant | | Industry | | Instit- utional | | Office | | Retail | Waste- water | Large (>500 kW) | | Medium (100- 500 kW) | | Small (20-100 kW) | | Very Small (<20 kW) | |
| | | A | B | C | D | E | F | G | H | I | J | K | L | M | | | | | | | | |
| Total | C% | 8093 100.0 | 3437 100.0 | 1802 100.0 | 429 100.0 | 491 100.0 | 349 100.0 | 512 100.0 | 688 100.0 | 386 100.0 | 2111 100.0 | 359 100.0 | 1955 100.0 | 3669 100.0 | | | | | | | | |
| Seminars, workshops, classes | C% | 3643 45.0 | 1982 57.7 | 901 50.0 | 395 92.1 | 36 7.2 | 226 64.7 | 0 0.0 | 0 0.0 | 104 26.9 | 1465 69.4 | 161 44.9 | 994 50.8 | 1023 27.9 | | | | | | | | |
| Special exhibits and product displays | C% | 1247 15.4 | 674 19.6 | 225 12.5 | 122 28.5 | 0 0.0 | 226 64.7 | 0 0.0 | 0 0.0 | 0 0.0 | 630 29.9 | 91 25.2 | 179 9.2 | 347 9.5 | | | | | | | | |
| Hands-on product demon- strations/showcases | C% | 850 10.5 | 277 8.1 | 225 12.5 | 122 28.5 | 0 0.0 | 226 64.7 | 0 0.0 | 0 0.0 | 0 0.0 | 150 7.1 | 91 25.2 | 263 13.4 | 347 9.5 | | | | | | | | |
| Computer lab/special en- ergy-related software | C% | 706 8.7 | 481 14.0 | 0 0.0 | 0 0.0 | 0 0.0 | 226 64.7 | 0 0.0 | 0 0.0 | 0 0.0 | 481 22.8 | 91 25.2 | 135 6.9 | 0 0.0 | | | | | | | | |
| Tours of facility and exhibits/displays | C% | 1000 12.4 | 427 12.4 | 225 12.5 | 122 28.5 | 0 0.0 | 226 64.7 | 0 0.0 | 0 0.0 | 0 0.0 | 300 14.2 | 91 25.2 | 263 13.4 | 347 9.5 | | | | | | | | |
| Expert advise from SCE energy specialists | C% | 1571 19.4 | 737 21.4 | 225 12.5 | 273 63.6 | 36 7.2 | 267 76.5 | 0 0.0 | 0 0.0 | 35 9.1 | 354 16.8 | 161 44.9 | 790 40.4 | 266 7.3 | | | | | | | | |
| None/Don't know | C% | 4051 50.1 | 1133 32.9 | 901 50.0 | 34 7.9 | 420 85.5 | 82 23.5 | 512 100.0 | 688 100.0 | 282 73.1 | 623 29.5 | 162 45.2 | 662 33.9 | 2605 71.0 | | | | | | | | |

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APPENDIX F

TARGET MARKET SURVEY CROSS-TABULATIONS

AGTC6. Which if any of these services have you used or participated in?
 BASE: Respondents who are aware of one or more of AgTAC's specific services

| | | END USER BANNER | | | | | | | | | | | | | | | | | | | | | | |
|---|----|--------------------------|--------------|-----------------------------|--------------|-------------|--------------|--------------------|-------------|---------------|--------------|--------------|--------------|-----------------|---|--------------------|---|----------------------------|---|-------------------------|---|---------------------------|---|--|
| | | BUSINESS TYPE | | | | | | | | | | | | | | | | | | | | | | |
| | | Commer- cial Other | | Rest- aurant /Grocery | | Industry | | Instit- utional | | Office | | Retail | | Waste- water | | Large (>500 kW) | | Medium (100- 500 kW) | | Small (20-100 kW) | | Very Small (<20 kW) | | |
| | | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | |
| Total | C% | 4042 88.4 | 2305 90.0 | 901 100.0 | 395 100.0 | 71 29.6 | 267 100.0 | 0 0.0 | 104 49.4 | 1489 100.0 | 197 100.0 | 1293 83.5 | 1064 79.5 | | | | | | | | | | | |
| Seminars, workshops, classes | C% | 1558 34.1 | 975 38.1 | 225 25.0 | 122 30.9 | 36 14.8 | 132 49.3 | 0 0.0 | 69 32.8 | 630 42.4 | 126 64.1 | 413 26.7 | 388 29.0 | | | | | | | | | | | |
| Special exhibits and product displays | C% | 737 16.1 | 300 11.7 | 225 25.0 | 122 30.9 | 0 0.0 | 91 34.0 | 0 0.0 | 0 0.0 | 300 20.1 | 91 46.1 | 0 0.0 | 347 25.9 | | | | | | | | | | | |
| Hands-on product demon- strations/showcases | C% | 390 8.5 | 300 11.7 | 0 0.0 | 0 0.0 | 0 0.0 | 91 34.0 | 0 0.0 | 0 0.0 | 300 20.1 | 91 46.1 | 0 0.0 | 0 0.0 | | | | | | | | | | | |
| Computer lab/special en- ergy-related software | C% | 721 15.8 | 630 24.6 | 0 0.0 | 0 0.0 | 0 0.0 | 91 34.0 | 0 0.0 | 0 0.0 | 630 42.4 | 91 46.1 | 0 0.0 | 0 0.0 | | | | | | | | | | | |
| Tours of facility and exhibits/displays | C% | 556 12.2 | 344 13.4 | 0 0.0 | 122 30.9 | 0 0.0 | 91 34.0 | 0 0.0 | 0 0.0 | 300 20.1 | 91 46.1 | 44 2.8 | 122 9.1 | | | | | | | | | | | |
| Expert advise from SCE energy specialists | C% | 1405 30.7 | 1013 39.6 | 225 25.0 | 0 0.0 | 36 14.8 | 132 49.3 | 0 0.0 | 0 0.0 | 630 42.4 | 126 64.1 | 383 24.7 | 266 19.9 | | | | | | | | | | | |
| None/Don't know | C% | 2432 53.2 | 1264 49.4 | 450 50.0 | 273 69.1 | 169 70.4 | 135 50.7 | 0 0.0 | 142 67.2 | 708 47.6 | 35 17.8 | 963 62.2 | 726 54.2 | | | | | | | | | | | |

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APPENDIX F

TARGET MARKET SURVEY CROSS-TABULATIONS

Whether respondent has used any AgTAC's services
 BASE: SCE customers located in AgTAC's target market

```

===== END USER BANNER =====
-----
BUSINESS TYPE
-----
Total      C%      14321  4118  2539  979  743  439  3054  2063  386  2273  601  4385  7062
100.0    100.0  100.0  100.0  100.0  100.0  100.0  100.0  100.0  100.0  100.0  100.0  100.0  100.0

Yes        C%      2409  1424  450  122  71  132  0  0  211  780  197  712  720
16.8    34.6  17.7  12.5  9.6  30.0  0.0  0.0  54.5  34.3  32.7  16.2  10.2

No         C%      11912  2694  2089  857  672  308  3054  2063  176  1493  405  3673  6342
83.2    65.4  82.3  87.5  90.4  70.0  100.0  100.0  45.5  65.7  67.3  83.8  89.8
    
```

Whether respondent is interested in using one of AgTAC's services in the future
 BASE: SCE customers located in AgTAC's target market

```

===== END USER BANNER =====
----- BUSINESS TYPE -----
-----C-----D-----E-----F-----G-----H-----I-----J-----K-----L-----M-----
Commer-  Rest-
cial      auran-
Other    /Grocery
-----B-----
Agri-    Industry
culture  utional
-----A-----
Total    4118    2539    979    743    439    3054    2063    386    2273    601    4385    7062
100.0    100.0    100.0    100.0    100.0    100.0    100.0    100.0    100.0    100.0    100.0    100.0    100.0

C%

7249    1168    244    491    263    1268    783    317    1457    364    2153    3275
50.6    65.9    24.9    66.1    59.9    41.5    38.0    82.1    64.1    60.5    49.1    46.4

C%

7072    1371    735    252    176    1786    1280    69    816    238    2232    3787
49.4    34.1    75.1    33.9    40.1    58.5    62.0    17.9    35.9    39.5    50.9    53.6

C%
    
```

APPENDIX F

TARGET MARKET SURVEY CROSS-TABULATIONS

AGTC7. Which if any AgTAC services would you want to use in the future?
 BASE: SCE customers located in AgTAC's target market

===== END USER BANNER =====

| | BUSINESS TYPE | | | | | | | | | | | | |
|---|------------------|-----------------------------|-------------------------------------|--|---------------------|-------------------------------|-------------------|-------------------|----------------------------|-------------------------------|---------------------------------------|------------------------------------|--------------------------------------|
| | Total ---A--- | Agri- culture ---B--- | Commer- cial Other ---C--- | Rest- aurant /Grocery ---D--- | Industry ---E--- | Instit- utional ---F--- | Office ---G--- | Retail ---H--- | Waste- water ---I--- | Large (>500 kW) ---J--- | Medium (100- 500 kW) ---K--- | Small (20-100 kW) ---L--- | Very Small (<20 kW) ---M--- |
| Total | 14371 100.0 | 4118 100.0 | 2539 100.0 | 979 100.0 | 743 100.0 | 439 100.0 | 3054 100.0 | 2063 100.0 | 386 100.0 | 2273 100.0 | 601 100.0 | 4385 100.0 | 7062 100.0 |
| Seminars, workshops, classes | 3332 23.3 | 1298 31.5 | 450 17.7 | 122 12.5 | 204 27.5 | 263 59.9 | 424 13.9 | 253 12.2 | 317 82.1 | 835 36.7 | 287 47.7 | 747 17.0 | 1463 20.7 |
| Hands-on product demon- strations/showcases | 4466 31.2 | 1712 41.6 | 676 26.6 | 122 12.5 | 0 0.0 | 173 39.3 | 1058 34.7 | 409 19.8 | 317 82.1 | 1008 44.3 | 161 26.7 | 1359 31.0 | 1939 27.5 |
| Tours of facility and exhibits/displays | 2896 20.2 | 1254 30.5 | 225 8.9 | 0 0.0 | 36 4.8 | 173 39.3 | 639 20.9 | 253 12.2 | 317 82.1 | 835 36.7 | 196 32.6 | 918 20.9 | 947 13.4 |
| Expert advice from SCE energy specialists | 5107 35.7 | 1853 45.0 | 717 28.2 | 244 24.9 | 119 15.9 | 173 39.3 | 1058 34.7 | 627 30.4 | 317 82.1 | 1134 49.9 | 238 39.5 | 1457 33.2 | 2278 32.3 |
| Agricultural seminars/ displays/demonstrations | 3629 25.3 | 2169 52.7 | 225 8.9 | 122 12.5 | 204 27.5 | 132 30.0 | 424 13.9 | 35 1.7 | 317 82.1 | 1284 56.5 | 196 32.6 | 1169 26.7 | 979 13.9 |
| Don't know/None | 7072 49.4 | 1403 34.1 | 1371 54.0 | 735 75.1 | 252 33.9 | 176 40.1 | 1786 58.5 | 1280 62.0 | 69 17.9 | 816 35.9 | 238 39.5 | 2232 50.9 | 3787 53.6 |

SIGNIFICANCE TESTING AT .95

BCDEFGHI/JKLM

APPENDIX F

TARGET MARKET SURVEY CROSS-TABULATIONS

KERC2. Have you heard of Southern California Gas Company's Energy Resource Center, located in Downey?
 BASE: SCE and SCG customers located in the CTAC/ERC target market area, excluding customers without natural gas service

=====
 ===== END USER BANNER =====
 ===== BUSINESS TYPE =====

| | Agri- culture -----B | Commer- cial Other -----C | Rest- aurant /Grocery -----D | Industry -----E | Instit- utional -----F | Office -----G | Retail -----H | Waste- water -----I | Large (>500 kW) -----J | Medium (100- 500 kW) -----K | Small (20-100 kW) -----L | Very Small (<20 kW) -----M |
|--------------------|----------------------------|------------------------------------|---------------------------------------|--------------------|------------------------------|------------------|------------------|---------------------------|------------------------------|--------------------------------------|-----------------------------------|-------------------------------------|
| Total | 225513 100.0 | 42990 100.0 | 25588 100.0 | 28733 100.0 | 6897 100.0 | 70654 100.0 | 45534 100.0 | 2402 100.0 | 2812 100.0 | 15587 100.0 | 54687 100.0 | 152427 100.0 |
| Yes | 30682 13.6 | 6713 15.6 | 3040 11.9 | 4131 14.4 | 2704 39.2 | 9213 13.0 | 3799 8.3 | 561 23.3 | 1212 43.1 | 5449 35.0 | 12410 22.7 | 11611 7.6 |
| No | 188625 83.6 | 35448 82.5 | 20059 78.4 | 23242 80.9 | 4193 60.8 | 61441 87.0 | 40207 88.3 | 1841 76.7 | 1600 56.9 | 10137 65.0 | 40257 73.6 | 136631 89.6 |
| Don't know/Refused | 6206 2.8 | 829 1.9 | 2489 9.7 | 1360 4.7 | 0 0.0 | 0 0.0 | 1527 3.4 | 0 0.0 | 0 0.0 | 0 0.0 | 2021 3.7 | 4185 2.7 |

APPENDIX F

TARGET MARKET SURVEY CROSS-TABULATIONS

ERC5. What types of services do you recall being offered by the Gas Company's Energy Resource Center?
 BASE: Respondents who have heard of Southern California Gas Company's Energy Resource Center in Downey

=====
 END USER BANNER
 =====

| | BUSINESS TYPE | | | | | | | | | | | | |
|---|------------------|-----------------------------|-------------------------------------|--|---------------------|-------------------------------|-------------------|-------------------|----------------------------|-------------------------------|---------------------------------------|------------------------------------|--------------------------------------|
| | Total ---A--- | Agri- culture ---B--- | Commer- cial Other ---C--- | Rest- aurant /Grocery ---D--- | Industry ---E--- | Instit- utional ---F--- | Office ---G--- | Retail ---H--- | Waste- water ---I--- | Large (>500 kW) ---J--- | Medium (100- 500 kW) ---K--- | Small (20-100 kW) ---L--- | Very Small (<20 kW) ---M--- |
| Total | 30682 100.0 | 522 100.0 | 6713 100.0 | 3040 100.0 | 4131 100.0 | 2704 100.0 | 9213 100.0 | 3799 100.0 | 561 100.0 | 1212 100.0 | 5449 100.0 | 12410 100.0 | 11611 100.0 |
| Seminars/workshops/ classes | 9546 31.1 | 29 5.6 | 3064 45.6 | 1589 52.3 | 115 2.8 | 1146 42.4 | 2342 25.4 | 995 26.2 | 266 47.4 | 390 32.1 | 1484 27.2 | 3505 28.2 | 4168 35.9 |
| Special exhibits and product displays | 742 2.4 | 58 11.2 | 0 0.0 | 0 0.0 | 0 0.0 | 365 13.5 | 318 3.5 | 0 0.0 | 0 0.0 | 54 4.5 | 540 9.9 | 148 1.2 | 0 0.0 |
| Hands-on product demon- strations/showcases | 1104 3.6 | 29 5.6 | 0 0.0 | 540 17.8 | 0 0.0 | 217 8.0 | 318 3.5 | 0 0.0 | 0 0.0 | 54 4.5 | 510 9.4 | 0 0.0 | 540 4.6 |
| Computer lab/Special energy-related software | 83 0.3 | 29 5.6 | 0 0.0 | 0 0.0 | 0 0.0 | 54 2.0 | 0 0.0 | 0 0.0 | 0 0.0 | 54 4.5 | 29 0.5 | 0 0.0 | 0 0.0 |
| Tours of facility and its exhibits/displays | 303 1.0 | 29 5.6 | 0 0.0 | 0 0.0 | 0 0.0 | 109 4.0 | 0 0.0 | 0 0.0 | 165 29.5 | 109 9.0 | 195 3.6 | 0 0.0 | 0 0.0 |
| Expert advise from SCG energy specialists | 2456 8.0 | 29 5.6 | 1067 15.9 | 143 4.7 | 0 0.0 | 54 2.0 | 896 9.7 | 0 0.0 | 266 47.4 | 103 8.5 | 337 6.2 | 1119 9.0 | 896 7.7 |
| None/Don't know | 19383 63.2 | 464 88.8 | 2771 41.3 | 768 25.3 | 4016 97.2 | 1395 51.6 | 6870 74.6 | 2804 73.8 | 295 52.6 | 773 63.8 | 3630 66.6 | 8077 65.1 | 6904 59.5 |

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APPENDIX F

TARGET MARKET SURVEY CROSS-TABULATIONS

ERC6. Which if any of these services have you used or participated in?
 BASE: Respondents who are aware of one or more of the Gas Company's Energy Resource Center's specific services

===== END USER BANNER =====

| | | BUSINESS TYPE | | | | | | | | | | | | | | | | | | | | | | |
|--|----|-----------------|-------|------|-----------------------------|-------|----------|------|--------------------|------|--------|------|--------|------|-----------------|--|--------------------|--|----------------------------|--|-------------------------|--|---------------------------|--|
| | | Commer- cial | | | Rest- aurant /Grocery | | Industry | | Instit- utional | | Office | | Retail | | Waste- water | | Large (>500 kW) | | Medium (100- 500 kW) | | Small (20-100 kW) | | Very Small (<20 kW) | |
| | | A | B | C | D | E | F | G | H | I | J | K | L | M | | | | | | | | | | |
| Total | C% | 11299 | 58 | 3942 | 2272 | 115 | 1309 | 2342 | 995 | 266 | 439 | 1819 | 4334 | 4707 | | | | | | | | | | |
| | | 79.3 | 42.9 | 93.1 | 88.8 | 33.3 | 88.9 | 72.3 | 53.1 | 67.3 | 58.9 | 72.5 | 96.1 | 72.6 | | | | | | | | | | |
| Seminars/workshops/ classes | C% | 7427 | 0 | 2823 | 540 | 0 | 944 | 2024 | 995 | 101 | 221 | 873 | 2165 | 4168 | | | | | | | | | | |
| | | 52.1 | 0.0 | 66.7 | 21.1 | 0.0 | 64.1 | 62.5 | 53.1 | 25.5 | 29.6 | 34.8 | 48.0 | 64.3 | | | | | | | | | | |
| Special exhibits and product displays | C% | 1552 | 0 | 0 | 1334 | 0 | 217 | 0 | 0 | 0 | 54 | 306 | 1192 | 0 | | | | | | | | | | |
| | | 10.9 | 0.0 | 0.0 | 52.2 | 0.0 | 14.8 | 0.0 | 0.0 | 0.0 | 7.3 | 12.2 | 26.4 | 0.0 | | | | | | | | | | |
| Hands-on product demon- strations/showcases | C% | 880 | 0 | 0 | 825 | 0 | 54 | 0 | 0 | 0 | 54 | 286 | 0 | 540 | | | | | | | | | | |
| | | 6.2 | 0.0 | 0.0 | 32.3 | 0.0 | 3.7 | 0.0 | 0.0 | 0.0 | 7.3 | 11.4 | 0.0 | 8.3 | | | | | | | | | | |
| Tours of facility and its exhibits/displays | C% | 199 | 0 | 0 | 0 | 0 | 199 | 0 | 0 | 0 | 54 | 0 | 145 | 0 | | | | | | | | | | |
| | | 1.4 | 0.0 | 0.0 | 0.0 | 0.0 | 13.5 | 0.0 | 0.0 | 0.0 | 7.3 | 0.0 | 3.2 | 0.0 | | | | | | | | | | |
| Expert advise from SCG energy specialists | C% | 1546 | 0 | 189 | 143 | 0 | 217 | 896 | 0 | 101 | 54 | 306 | 290 | 896 | | | | | | | | | | |
| | | 10.8 | 0.0 | 4.5 | 5.6 | 0.0 | 14.8 | 27.7 | 0.0 | 25.5 | 7.3 | 12.2 | 6.4 | 13.8 | | | | | | | | | | |
| None/Don't know | C% | 4949 | 136 | 1410 | 143 | 344 | 528 | 1215 | 879 | 295 | 525 | 1494 | 1155 | 1775 | | | | | | | | | | |
| | | 34.7 | 100.0 | 33.3 | 5.6 | 100.0 | 35.9 | 37.5 | 46.9 | 74.5 | 70.4 | 59.5 | 25.6 | 27.4 | | | | | | | | | | |

Whether respondent has used any Energy Resource Center services
 BASE: SCE and SCG customers located in the CTAC/ERC target market area, excluding customers without natural gas service

```

===== END USER BANNER =====
BUSINESS TYPE
-----
Total      C%      225513  2715  42990  25588  28733  6897  70654  45534  2402  2812  15587  54687  152427
-----A-----B-----C-----D-----E-----F-----G-----H-----I-----J-----K-----L-----M-----
Total      C%      10635   78    2823   2414   115    1161   995    129   418   1179   3434   5604
      4.7   2.9   6.6   9.4   0.4   16.8  2.2   4.1   5.4   14.9  7.6   6.3   3.7
      4.7   2.9   6.6   9.4   0.4   16.8  2.2   4.1   5.4   14.9  7.6   6.3   3.7
-----A-----B-----C-----D-----E-----F-----G-----H-----I-----J-----K-----L-----M-----
Total      C%      214878  2637  40168  23174  28618  5736  67734  44539  2272  2394  14408  51253  146824
      95.3  97.1  93.4  90.6  99.6  83.2  95.9  97.8  94.6  85.1  92.4  93.7  96.3
      95.3  97.1  93.4  90.6  99.6  83.2  95.9  97.8  94.6  85.1  92.4  93.7  96.3
-----A-----B-----C-----D-----E-----F-----G-----H-----I-----J-----K-----L-----M-----
    
```

Whether respondent is interested in using one of Energy Resource Center services in the future
 BASE: SCE and SCG customers located in the CTAC/ERC target market area, excluding customers without natural gas service

```

===== END USER BANNER =====
----- BUSINESS TYPE -----
Total 225513 2715 42990 25588 28733 6897 70654 45534 2402 2812 15587 54687 152427
C% 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0

Yes 123917 1554 27552 15773 11670 4813 32485 28754 1315 1451 10259 29498 82708
C% 54.9 57.2 64.1 61.6 40.6 69.8 46.0 63.1 54.8 51.6 65.8 53.9 54.3
E E CDFH EG F E

No 101596 1161 15438 9816 17063 2084 38169 16780 1086 1360 5327 25189 69719
C% 45.1 42.8 35.9 38.4 59.4 30.2 54.0 36.9 45.2 48.4 34.2 46.1 45.7
E E CDFH EG EG F E
    
```

ERC7. Which if any of the Gas Company's Energy Resource Center services would you want to use in the future?
 BASE: SCE and SCG customers located in the CTAC/ERC target market area, excluding customers without natural gas service

===== END USER BANNER =====

| | | BUSINESS TYPE | | | | | | | | | | | | |
|---|-------------|--------------------------|-----------------------------|----------------|--------------------|----------------|---------------|-----------------|--------------------|----------------------------|-------------------------|---------------------------|----------------|-----------------|
| | | Commer- cial Other | Rest- aurant /Grocery | Industry | Instit- utional | Office | Retail | Waste- water | Large (>500 kW) | Medium (100- 500 kW) | Small (20-100 kW) | Very Small (<20 kW) | | |
| -----A----- | -----B----- | -----C----- | -----D----- | -----E----- | -----F----- | -----G----- | -----H----- | -----I----- | -----J----- | -----K----- | -----L----- | -----M----- | | |
| Total | C% | 225513 100.0 | 2715 100.0 | 42990 100.0 | 25588 100.0 | 28733 100.0 | 6897 100.0 | 70654 100.0 | 45534 100.0 | 2402 100.0 | 2812 100.0 | 15587 100.0 | 54687 100.0 | 152427 100.0 |
| Seminars/workshops/ classes | C% | 56032 24.8 | 545 20.1 | 17526 40.8 | 4689 18.3 | 3600 12.5 | 2823 40.9 | 18671 26.4 | 7056 15.5 | 1121 46.7 | 923 32.8 | 5757 36.9 | 9736 17.8 | 39616 26.0 |
| Special exhibits and product displays | C% | 43579 19.3 | 184 6.8 | 13342 31.0 | 3534 13.8 | 4614 16.1 | 1987 28.8 | 16616 23.5 | 2474 5.4 | 827 34.4 | 593 21.1 | 3729 23.9 | 7647 14.0 | 31610 20.7 |
| Hands-on product demon- strations/showcases | C% | 51347 22.8 | 188 6.9 | 18316 42.6 | 4074 15.9 | 3600 12.5 | 2989 43.3 | 15909 22.5 | 5481 12.0 | 791 32.9 | 663 23.6 | 4754 30.5 | 8747 16.0 | 37182 24.4 |
| Computer lab/Special energy-related software | C% | 32342 14.3 | 159 5.8 | 8678 20.2 | 2887 11.3 | 3209 11.2 | 2352 34.1 | 9024 12.8 | 5042 11.1 | 992 41.3 | 520 18.5 | 3685 23.6 | 8539 15.6 | 19598 12.9 |
| Tours of facility and its exhibits/displays | C% | 36852 16.3 | 464 17.1 | 9386 21.8 | 4440 17.4 | 4401 15.3 | 1806 26.2 | 9833 13.9 | 5529 12.1 | 992 41.3 | 466 16.6 | 3921 25.2 | 10791 19.7 | 21674 14.2 |
| Expert advise from Gas Co. energy specialists | C% | 71900 31.9 | 652 24.0 | 15829 36.8 | 10963 42.8 | 8104 28.2 | 2723 39.5 | 16965 24.0 | 15544 34.1 | 1121 46.7 | 994 35.4 | 6464 41.5 | 21709 39.7 | 42732 28.0 |
| Food service seminars/ displays/demonstrations | C% | 15526 6.9 | 159 5.8 | 3101 7.2 | 5814 22.7 | 115 0.4 | 437 6.3 | 2403 3.4 | 3398 7.5 | 101 4.2 | 173 6.1 | 0 0.0 | 7364 13.5 | 7990 5.2 |
| None/Don't know | C% | 101596 45.1 | 1161 42.8 | 15438 35.9 | 9816 38.4 | 17063 59.4 | 2084 30.2 | 38169 54.0 | 16780 36.9 | 1086 45.2 | 1360 48.4 | 5327 34.2 | 25189 46.1 | 69719 45.7 |

SIGNIFICANCE TESTING AT .95

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APPENDIX F

TARGET MARKET SURVEY CROSS-TABULATIONS

KSD2. Did you know that San Diego Gas and Electric Company conducts seminars for their commercial and industrial customers on energy efficiency?
 BASE: SD&E Customers

```

===== END USER BANNER =====
----- BUSINESS TYPE -----
-----C-----D-----E-----F-----G-----H-----I-----J-----K-----L-----M-----
Commer-  Rest-  Agri-  Total  Commer-  Rest-  Agri-  Total  Indust-  Office  Retail  Waste-  Large  Medium  Small  Very
cial  auran  culture  A  ial  auran  culture  A  ry  ry  ry  ry  ry  ry  ry  ry  ry
Other  /Groce  /Groce  A  Other  /Groce  /Groce  A  ry  ry  ry  ry  ry  ry  ry  ry
-----B-----C-----D-----E-----F-----G-----H-----I-----J-----K-----L-----M-----
C%  C%  C%  C%  C%  C%  C%  C%  C%  C%  C%  C%  C%  C%  C%  C%
-----
Total  108346  3354  18027  9220  11488  3309  44965  17983  0  701  4008  19821  83816
C%  100.0  100.0  100.0  100.0  100.0  100.0  100.0  100.0  0.0  100.0  100.0  100.0
-----
Yes  40442  1168  4038  3308  3317  842  19218  8552  0  541  2084  11241  26576
C%  37.3  34.8  22.4  35.9  28.9  25.4  42.7  47.6  0.0  77.2  52.0  56.7  31.7
-----
No  67298  1830  13989  5912  8171  2218  25747  9431  0  160  1924  8580  56635
C%  62.1  54.6  77.6  64.1  71.1  67.0  57.3  52.4  0.0  22.8  48.0  43.3  67.6
-----
Don't know/Refused  606  356  0  0  0  250  0  0  0  0  0  0  606
C%  0.6  10.6  0.0  0.0  0.0  7.5  0.0  0.0  0.0  0.0  0.0  0.0  0.7
-----
    
```

RESEARCH AMERICA INC
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 BCDEFGHI/JKLM

KSD6. Have you ever attended any of these seminars offered by SDG&E?
 BASE: SDG&E customers who know about seminars

```

===== END USER BANNER =====
----- BUSINESS TYPE -----
-----C-----D-----E-----F-----G-----H-----I-----J-----K-----L-----M-----
Commer-  Rest-
cial      aurant
Other    /Grocery
-----C-----D-----E-----F-----G-----H-----I-----J-----K-----L-----M-----
Agri-    1168    4038    3308    3317    842    19218    8552    0    541    2084    11241    26576
culture  100.0   100.0   100.0   100.0   100.0  100.0   100.0   100.0   100.0  100.0   100.0   100.0
Total    40442   1168    4038    3317    842    19218    8552    0    541    2084    11241    26576
-----A-----B-----C-----D-----E-----F-----G-----H-----I-----J-----K-----L-----M-----
C%       100.0   100.0   100.0   100.0   100.0  100.0   100.0   100.0   100.0  100.0   100.0   100.0

Yes      9585    190     0       234    643    8344    163    0    430    347    1642    7166
C%       23.7    4.7     0.0     7.1    76.4   43.4    1.9    0.0  79.5   16.6   14.6    27.0
-----A-----B-----C-----D-----E-----F-----G-----H-----I-----J-----K-----L-----M-----
No       30857   1157    3308    3083    199    10874    8389    0    111    1737    9599    19410
C%       76.3    99.1   100.0   92.9    23.6   56.6    98.1   0.0  20.5   83.4    85.4    73.0
-----A-----B-----C-----D-----E-----F-----G-----H-----I-----J-----K-----L-----M-----

```

KDS8. Would you be interested in attending seminars offered by SDG&E in the future?
 BASE: SEG&E customers

===== END USER BANNER =====

| | | BUSINESS TYPE | | | | | | | | | | | | | | | | | | | | | | | | | |
|--------------------|----|--------------------------|-------|------------------|-----------------------------|--------------------------|----------|-----------------------------|--------------------|----------|--------|--------------------|--------|---------|-----------------|---------|--------------------|-----------------|----------------------------|--------------------|-------------------------|----------------------------|---------------------------|-------------------------|-------|---------------------------|-------|
| | | Commer- cial Other | | | Rest- aurant /Grocery | | Industry | | Instit- utional | | Office | | Retail | | Waste- water | | Large (>500 kW) | | Medium (100- 500 kW) | | Small (20-100 kW) | | Very Small (<20 kW) | | | | |
| | | ---A--- | | ---B--- | | ---C--- | | ---D--- | | ---E--- | | ---F--- | | ---G--- | | ---H--- | | ---I--- | | ---J--- | | ---K--- | | ---L--- | | ---M--- | |
| | | Total | | Agri- culture | | Commer- cial Other | | Rest- aurant /Grocery | | Industry | | Instit- utional | | Office | | Retail | | Waste- water | | Large (>500 kW) | | Medium (100- 500 kW) | | Small (20-100 kW) | | Very Small (<20 kW) | |
| Total | C% | 108346 | 100.0 | 3354 | 100.0 | 18027 | 100.0 | 9220 | 100.0 | 11488 | 100.0 | 3309 | 100.0 | 44965 | 100.0 | 17983 | 100.0 | 0 | 0.0 | 701 | 100.0 | 4008 | 100.0 | 19821 | 100.0 | 83816 | 100.0 |
| Yes | C% | 50135 | 100.0 | 1168 | 100.0 | 6950 | 100.0 | 6382 | 100.0 | 3918 | 100.0 | 2393 | 100.0 | 20767 | 100.0 | 8558 | 100.0 | 0 | 0.0 | 524 | 100.0 | 3177 | 100.0 | 8167 | 100.0 | 38267 | 100.0 |
| No | C% | 46542 | 100.0 | 48.1 | 100.0 | 6612 | 100.0 | 2394 | 100.0 | 7533 | 100.0 | 916 | 100.0 | 19426 | 100.0 | 8048 | 100.0 | 0 | 0.0 | 140 | 100.0 | 831 | 100.0 | 9679 | 100.0 | 35893 | 100.0 |
| Don't know/Refused | C% | 11668 | 100.0 | 17.1 | 100.0 | 4465 | 100.0 | 445 | 100.0 | 37 | 100.0 | 0 | 0.0 | 4772 | 100.0 | 1377 | 100.0 | 0 | 0.0 | 37 | 100.0 | 0 | 0.0 | 1975 | 100.0 | 9656 | 100.0 |

APPENDIX F

TARGET MARKET SURVEY CROSS-TABULATIONS

Business Type
BASE: All

===== END USER BANNER =====

| | BUSINESS TYPE | | | | | | | | | | | | |
|--------------------|------------------|-----------------------------|-------------------------------------|--|--------------------------|-------------------------------|---------------------------|--------------------------|----------------------------|-------------------------------|---------------------------------------|------------------------------------|--------------------------------------|
| | Total ---A--- | Agri- culture ---B--- | Commer- cial Other ---C--- | Rest- aurant /Grocery ---D--- | Industry ---E--- | Instit- utional ---F--- | Office ---G--- | Retail ---H--- | Waste- water ---I--- | Large (>500 kW) ---J--- | Medium (100- 500 kW) ---K--- | Small (20-100 kW) ---L--- | Very Small (<20 kW) ---M--- |
| Total | 358403 100.0 | 10544 100.0 | 65731 100.0 | 37625 100.0 | 40964 100.0 | 10645 100.0 | 118673 100.0 | 70505 100.0 | 3716 100.0 | 5835 100.0 | 20361 100.0 | 81513 100.0 | 250694 100.0 |
| Agriculture | 10544 2.9 | 10544 100.0 CDEFGH | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 2261 38.7 KLM | 200 1.0 | 3998 4.9 | 4085 1.6 |
| Commercial Other | 65731 18.3 | 0 0.0 | 65731 100.0 BDEFGH | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 485 8.3 | 3240 15.9 | 12136 14.9 | 49870 19.9 |
| Restaurant/Grocery | 37625 10.5 | 0 0.0 | 0 0.0 | 37625 100.0 BCEFGH | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 58 1.0 | 2076 10.2 | 16146 19.8 | 19345 7.7 |
| Industry | 40964 11.4 | 0 0.0 | 0 0.0 | 0 0.0 | 40964 100.0 BCDFGH | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 1293 22.2 | 4208 20.7 | 8995 11.0 | 26468 10.6 |
| Institutional | 10645 3.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 10645 100.0 BCDEGH | 0 0.0 | 0 0.0 | 0 0.0 | 501 8.6 | 2925 14.4 | 2172 2.7 | 5047 2.0 |
| Office | 118673 33.1 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 118673 100.0 BCDEFH | 0 0.0 | 0 0.0 | 693 11.9 | 4293 21.1 | 22810 28.0 | 90877 36.3 |
| Retail | 70505 19.7 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 70505 100.0 BCDEFG | 0 0.0 | 401 6.9 | 2557 12.6 | 14414 17.7 | 53133 21.2 |
| Wastewater | 3716 1.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 3716 100.0 | 143 2.5 | 862 4.2 | 842 1.0 | 1869 0.7 |

SIGNIFICANCE TESTING AT .95

BCDEFGHI/JKLM

APPENDIX F

TARGET MARKET SURVEY CROSS-TABULATIONS

Size
BASE: All

===== END USER BANNER =====

BUSINESS TYPE

| | Total ---A--- | Agri- culture ---B--- | Commer- cial Other ---C--- | Rest- aurant /Grocery ---D--- | Industry ---E--- | Instit- utional ---F--- | Office ---G--- | Retail ---H--- | Waste- water ---I--- | Large (>500 kW) ---J--- | Medium (100- 500 kW) ---K--- | Small (20-100 kW) ---L--- | Very Small (<20 kW) ---M--- |
|---------------------|------------------|-----------------------------|-------------------------------------|--|---------------------|-------------------------------|----------------------|----------------------|----------------------------|-------------------------------|---------------------------------------|------------------------------------|--------------------------------------|
| Total | 358403 100.0 | 10544 100.0 | 65731 100.0 | 37625 100.0 | 40964 100.0 | 10645 100.0 | 118673 100.0 | 70505 100.0 | 3716 100.0 | 5835 100.0 | 20361 100.0 | 81513 100.0 | 250694 100.0 |
| Large (>500 kW) | 5835 1.6 | 2261 21.4 CDEFGH | 485 0.7 B | 58 0.2 B | 1293 3.2 B | 501 4.7 B | 693 0.6 B | 401 0.6 B | 143 3.8 KLM | 5835 100.0 KLM | 0 0.0 J | 0 0.0 J | 0 0.0 J |
| Medium (100-500 kW) | 20361 5.7 | 200 1.9 EF | 3240 4.9 F | 2076 5.5 F | 4208 10.3 BF | 2925 27.5 BCDEGH | 4293 3.6 F | 2557 3.6 F | 862 23.2 K | 0 0.0 JLM | 20361 100.0 JLM | 0 0.0 K | 0 0.0 K |
| Small (20-100 kW) | 81513 22.7 | 3998 37.9 CEFGH | 12136 18.5 BD | 16146 42.9 CEFGH | 8995 22.0 BD | 2172 20.4 BD | 22810 19.2 BD | 14414 20.4 BD | 842 22.7 L | 0 0.0 L | 0 0.0 L | 81513 100.0 JKM | 0 0.0 L |
| Very small (<20 kW) | 250694 69.9 | 4085 38.7 CEGH | 49870 75.9 BDF | 19345 51.4 CGH | 26468 64.6 BF | 5047 47.4 CEGH | 90877 76.6 BDF | 53133 75.4 BDF | 1869 50.3 M | 0 0.0 M | 0 0.0 M | 0 0.0 M | 250694 100.0 JKL |

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SIGNIFICANCE TESTING AT .95
BCDEFGHI/JKLM

F.2 UPSTREAM MARKET ACTOR CROSS-TABULATIONS

KCTAC2. Have you heard of Southern California Edison's Customer Technology Application Center located in Irwindale?
 BASE: SCE and SCG Customers located in the CTAC/ERC target market area

| | | UMA BANNER | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-------|--|------------|-------|----------|-------|---------|-------|----------|-------|---------|-------|-------------|-------|-----------|-------|---------|-------|----------|-------|--------------|-------|--------------|-------|---------------|-------|--------------|-----|---------|-------|---------|-------|---------|-------|---------|-------|---------|-------|
| | | UMA TYPE | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Ag/Pump | | Arch/Eng | | HVAC | | Lighting | | Motors | | Nonres Bldg | | Other Res | | Refrig | | Res Bldg | | SCE CUSTOMER | | PGE CUSTOMER | | SDGE CUSTOMER | | SCG CUSTOMER | | | | | | | | | | | |
| | | ---A--- | | ---B--- | | ---C--- | | ---D--- | | ---E--- | | ---F--- | | ---G--- | | ---H--- | | ---I--- | | ---J--- | | ---K--- | | ---L--- | | ---M--- | | ---N--- | | ---O--- | | ---P--- | | ---Q--- | | ---R--- | |
| | | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | | |
| Total | | 33807 | 100.0 | 120 | 100.0 | 5988 | 100.0 | 2255 | 100.0 | 2588 | 100.0 | 1219 | 100.0 | 4001 | 100.0 | 1281 | 100.0 | 1194 | 100.0 | 12482 | 100.0 | 20835 | 100.0 | 7467 | 100.0 | 0 | 0.0 | 28302 | 100.0 | 1680 | 100.0 | 26622 | 100.0 | 16053 | 100.0 | 12250 | 100.0 |
| Yes | | 8762 | 25.9 | 27 | 22.2 | 1086 | 18.1 | 1397 | 62.0 | 517 | 20.0 | 1206 | 98.9 | 335 | 8.4 | 0 | 0.0 | 0 | 0.0 | 3459 | 27.7 | 8202 | 39.4 | 180 | 2.4 | 0 | 0.0 | 8381 | 29.6 | 0 | 0.0 | 8381 | 31.5 | 4480 | 27.9 | 3901 | 31.8 |
| No | | 25045 | 74.1 | 94 | 77.8 | 4902 | 81.9 | 857 | 38.0 | 2071 | 80.0 | 13 | 1.1 | 3666 | 91.6 | 1281 | 100.0 | 1194 | 100.0 | 9023 | 72.3 | 12634 | 60.6 | 7287 | 97.6 | 0 | 0.0 | 19921 | 70.4 | 1680 | 100.0 | 18241 | 68.5 | 11572 | 72.1 | 8349 | 68.2 |

APPENDIX F

TARGET MARKET SURVEY CROSS-TABULATIONS

CTAC5. What types of services do you recall being offered by CTAC/AGTAC?
 BASE: Respondents who have heard of Southern California Edison's Customer Technology Application Center

| | | UMA BANNER | | | | | | | | | | | | | | | | | | | |
|---|----|---------------|-------------|---------------|---------------|--------------|---------------|--------------|----------|---------------|---------------|--------------|----------|---------------|---------------|----------|---------------|---------------|---------------|----|--|
| | | UMA TYPE | | | | SCE CUSTOMER | | | | PGE CUSTOMER | | | | SDGE CUSTOMER | | | | SCG CUSTOMER | | | |
| | | Ag/Pump | Arch/Eng | HVAC | Lighting | Motors | Nonres Bldg | Other Res | Refrig | Res Bldg | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No | |
| | | ---A--- | ---B--- | ---C--- | ---D--- | ---E--- | ---F--- | ---G--- | ---H--- | ---I--- | ---J--- | ---K--- | ---L--- | ---M--- | ---N--- | ---O--- | ---P--- | ---Q--- | ---R--- | | |
| Total | C% | 8762 100.0 | 27 100.0 | 1086 100.0 | 1397 100.0 | 517 100.0 | 1206 100.0 | 335 100.0 | 0 0.0 | 3459 100.0 | 8202 100.0 | 180 100.0 | 0 0.0 | 0 0.0 | 8381 100.0 | 0 0.0 | 8381 100.0 | 4480 100.0 | 3901 100.0 | | |
| Seminars, workshops, classes | C% | 4178 47.7 | 0 0.0 | 1086 100.0 | 1010 72.3 | 171 33.1 | 1206 100.0 | 0 0.0 | 0 0.0 | 0 0.0 | 3797 46.3 | 0 0.0 | 0 0.0 | 0 0.0 | 3797 45.3 | 0 0.0 | 3797 45.3 | 2232 49.8 | 1565 40.1 | | |
| Hands-on product demonstrations/showcases | C% | 1545 17.6 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 1545 44.7 | 1545 18.8 | 0 0.0 | 0 0.0 | 0 0.0 | 1545 18.4 | 0 0.0 | 1545 18.4 | 0 0.0 | 1545 39.6 | | |
| Tours of facility and exhibits/displays | C% | 15 0.2 | 15 55.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 15 0.2 | 0 0.0 | 0 0.0 | 0 0.0 | 15 0.2 | 0 0.0 | 15 0.2 | 0 0.0 | 15 0.4 | | |
| None/Don't know | C% | 3024 34.5 | 12 45.0 | 0 0.0 | 387 27.7 | 346 66.9 | 0 0.0 | 335 100.0 | 0 0.0 | 1914 55.3 | 2845 34.7 | 180 100.0 | 0 0.0 | 0 0.0 | 3024 36.1 | 0 0.0 | 3024 36.1 | 2249 50.2 | 776 19.9 | | |

APPENDIX F

TARGET MARKET SURVEY CROSS-TABULATIONS

CTAC6. Which if any of these services have you used or participated in?
 BASE: Respondents who are aware of one or more of CTAC's specific services

| | | UMA BANNER | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|--|------------|------|----------|-------|---------|------|----------|------|------------|-------|-------------|-----|-----------|-----|---------|-----|----------|-----|--------------|------|--------------|----|---------------|----|--------------|----|---------|------|---------|----|---------|------|---------|------|-------|------|------|
| | | UMA TYPE | | | | | | | | UMA BANNER | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Ag/Pump | | Arch/Eng | | HVAC | | Lighting | | Motors | | Nonres Bldg | | Other Res | | Refrig | | Res Bldg | | SCE CUSTOMER | | PGE CUSTOMER | | SDGE CUSTOMER | | SCG CUSTOMER | | | | | | | | | | | | |
| | | ---A--- | | ---C--- | | ---D--- | | ---E--- | | ---F--- | | ---G--- | | ---H--- | | ---I--- | | ---J--- | | ---K--- | | ---L--- | | ---M--- | | ---N--- | | ---O--- | | ---P--- | | ---Q--- | | ---R--- | | | | |
| | | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | | | | | |
| Total | | 5738 | 88.7 | 15 | 100.0 | 1086 | 72.3 | 1010 | 33.1 | 171 | 100.0 | 1206 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 1545 | 5357 | 88.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 5357 | 88.0 | 0 | 0.0 | 5357 | 88.0 | 2232 | 100.0 | 3125 | 81.0 |
| Seminars, workshops, classes | | 3476 | 53.7 | 0 | 0.0 | 705 | 55.5 | 775 | 16.6 | 86 | 100.0 | 1206 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 3095 | 50.8 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 3095 | 50.8 | 0 | 0.0 | 3095 | 50.8 | 1530 | 68.6 | 1565 | 40.6 |
| Tours of facility and exhibits/displays | | 15 | 0.2 | 15 | 100.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 15 | 0.2 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 15 | 0.2 | 0 | 0.0 | 15 | 0.2 | 0 | 0.0 | 15 | 0.4 |
| Expert advise from SCE energy specialists | | 387 | 6.0 | 0 | 0.0 | 0 | 0.0 | 387 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 387 | 6.4 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 387 | 6.4 | 0 | 0.0 | 387 | 6.4 | 0 | 0.0 | 387 | 10.0 |
| None/Don't know | | 2980 | 46.1 | 0 | 0.0 | 381 | 44.5 | 622 | 83.4 | 431 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 1545 | 2980 | 48.9 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 2980 | 48.9 | 0 | 0.0 | 2980 | 48.9 | 702 | 31.4 | 2278 | 59.1 |

Whether respondent has used any of CTAC's services.
 BASE: SCE and SCG Customers located in the CTAC/ERC target market area

| | | UMA BANNER | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-------|--|------------|-------|----------|-------|---------|-------|----------|-------|------------|-------|-------------|-------|-----------|-------|---------|-------|----------|-------|--------------|-------|--------------|-------|---------------|-------|--------------|-------|---------|-------|---------|-------|---------|--------|---------|-------|-------|-------|
| | | UMA TYPE | | | | | | | | UMA BANNER | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Ag/Pump | | Arch/Eng | | HVAC | | Lighting | | Motors | | Nonres Bldg | | Other Res | | Refrig | | Res Bldg | | SCE CUSTOMER | | PGE CUSTOMER | | SDGE CUSTOMER | | SCG CUSTOMER | | | | | | | | | | | |
| | | ---A--- | | ---C--- | | ---D--- | | ---E--- | | ---F--- | | ---G--- | | ---H--- | | ---I--- | | ---J--- | | ---K--- | | ---L--- | | ---M--- | | ---N--- | | ---O--- | | ---P--- | | ---Q--- | | ---R--- | | | |
| | | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | | | | |
| Total | | 33807 | 100.0 | 120 | 100.0 | 5988 | 100.0 | 2255 | 100.0 | 2588 | 100.0 | 1219 | 100.0 | 4001 | 100.0 | 1281 | 100.0 | 1194 | 100.0 | 12482 | 100.0 | 20835 | 100.0 | 7467 | 100.0 | 0 | 100.0 | 28302 | 100.0 | 1680 | 100.0 | 26622 | 100.0 | 16053 | 100.0 | 12250 | 100.0 |
| Yes | | 3872 | 11.5 | 15 | 12.2 | 1086 | 18.1 | 775 | 34.4 | 86 | 3.3 | 1206 | 98.9 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 3491 | 16.8 | 0 | 0.0 | 0 | 0.0 | 3491 | 12.3 | 0 | 0.0 | 3491 | 13.1 | 1911 | 11.9 | 1580 | 12.9 |
| No | | 29935 | 88.5 | 106 | 87.8 | 4902 | 81.9 | 1480 | 65.6 | 2502 | 96.7 | 13 | 1.1 | 4001 | 100.0 | 1281 | 100.0 | 1194 | 100.0 | 12482 | 100.0 | 17345 | 83.2 | 7467 | 100.0 | 0 | 0.0 | 24811 | 87.7 | 1680 | 100.0 | 23131 | 141.42 | 14142 | 88.1 | 10670 | 87.1 |

Whether respondent is interested in using one of CTAC's services in the future
 BASE: SCE and SCG Customers located in the CTAC/ERC target market area

| | | UMA BANNER | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-------|----|------------|-------|----------|-------|---------|-------|----------|-------|---------|-------|-------------|-------|-----------|-------|---------|-------|----------|-------|--------------|-------|--------------|-------|---------------|-------|--------------|-------|---------|-------|---------|-------|---------|--|---------|--|
| | | UMA TYPE | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Ag/Pump | | Arch/Eng | | HVAC | | Lighting | | Motors | | Nonres Bldg | | Other Res | | Refrig | | Res Bldg | | SCE CUSTOMER | | PGE CUSTOMER | | SDGE CUSTOMER | | SCG CUSTOMER | | | | | | | | | |
| | | ---B--- | | ---C--- | | ---D--- | | ---E--- | | ---F--- | | ---G--- | | ---H--- | | ---I--- | | ---J--- | | ---K--- | | ---L--- | | ---M--- | | ---N--- | | ---O--- | | ---P--- | | ---Q--- | | ---R--- | |
| | | Total | | C% | | Total | | C% | | Total | | C% | | Total | | C% | | Total | | C% | | Total | | C% | | Total | | C% | | Total | | C% | | | |
| Total | | 33807 | 120 | 5988 | 2255 | 2588 | 1219 | 4001 | 1281 | 1194 | 12482 | 20835 | 7467 | 0 | 28302 | 1680 | 26622 | 16053 | 12250 | | | | | | | | | | | | | | | | |
| | C% | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | | | |
| Yes | | 16864 | 66 | 3773 | 1632 | 1554 | 1206 | 335 | 387 | 796 | 5674 | 13062 | 3308 | 0 | 16370 | 1185 | 15186 | 10230 | 6141 | | | | | | | | | | | | | | | | |
| | C% | 49.9 | 54.8 | 63.0 | 72.4 | 60.0 | 98.9 | 8.4 | 30.2 | 66.7 | 45.5 | 62.7 | 44.3 | 0.0 | 57.8 | 70.5 | 57.0 | 63.7 | 50.1 | | | | | | | | | | | | | | | | |
| No | | 16943 | 54 | 2215 | 622 | 1034 | 13 | 3666 | 894 | 398 | 6808 | 7773 | 4158 | 0 | 11932 | 496 | 11436 | 5823 | 6109 | | | | | | | | | | | | | | | | |
| | C% | 50.1 | 45.2 | 37.0 | 27.6 | 40.0 | 1.1 | 91.6 | 69.8 | 33.3 | 54.5 | 37.3 | 55.7 | 0.0 | 42.2 | 29.5 | 43.0 | 36.3 | 49.9 | | | | | | | | | | | | | | | | |

APPENDIX F

TARGET MARKET SURVEY CROSS-TABULATIONS

CTAC7. Which if any of the following CTAC services would you want to use in the future?
 BASE: SCE and SCG Customers located in the CTAC/ERC target market area

| | UMA TYPE | | | | | | | | | | UMA BANNER | | | | | | | | | | | | | | | | | | |
|--|----------|-------|----------|------|-------|-------|----------|-------|--------|-------|-------------|-------|-----------|-------|--------|-------|----------|-------|--------------|-------|--------------|-------|---------------|-------|--------------|-------|-------|-------|-------|
| | Ag/Pump | | Arch/Eng | | HVAC | | Lighting | | Motors | | Nonres Bldg | | Other Res | | Refrig | | Res Bldg | | SCE CUSTOMER | | PGE CUSTOMER | | SDGE CUSTOMER | | SCG CUSTOMER | | | | |
| | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | |
| Total | 33807 | 100.0 | 120 | 5988 | 2255 | 100.0 | 2588 | 100.0 | 1219 | 100.0 | 4001 | 100.0 | 1281 | 100.0 | 1194 | 100.0 | 12482 | 100.0 | 20835 | 100.0 | 7467 | 100.0 | 0 | 28302 | 1680 | 26622 | 16053 | 12250 | 100.0 |
| Seminars, workshops, classes | 12939 | 38.3 | 27 | 2669 | 1010 | 44.8 | 43.4 | 1123 | 1206 | 168 | 4.2 | 387 | 30.2 | 66.7 | 796 | 33.1 | 4129 | 10318 | 2127 | 49.5 | 28.5 | 0.0 | 44.0 | 17.0 | 12445 | 285 | 12160 | 7936 | 4509 |
| Special exhibits and product displays | 7060 | 20.9 | 39 | 910 | 0 | 0.0 | 1208 | 46.7 | 0 | 0.0 | 335 | 8.4 | 387 | 30.2 | 42.8 | 511 | 2583 | 1663 | 23.5 | 22.3 | 0.0 | 23.2 | 0.0 | 6566 | 0 | 6566 | 4356 | 2210 | 18.0 |
| Hands-on product demonstrations/showcases | 5654 | 16.7 | 12 | 1291 | 0 | 0.0 | 777 | 30.0 | 0 | 0.0 | 335 | 8.4 | 387 | 30.2 | 42.8 | 511 | 1636 | 1097 | 19.5 | 14.7 | 0.0 | 18.2 | 0.0 | 5160 | 0 | 5160 | 3995 | 1165 | 9.5 |
| Computer lab/special energy-related software | 8058 | 23.8 | 24 | 1423 | 0 | 0.0 | 777 | 30.0 | 1206 | 168 | 4.2 | 387 | 30.2 | 42.8 | 511 | 3181 | 6623 | 941 | 31.8 | 12.6 | 0.0 | 26.7 | 0.0 | 7564 | 0 | 7564 | 5547 | 2018 | 16.5 |
| Tours of facility and exhibits/displays | 8843 | 26.2 | 12 | 2220 | 0 | 0.0 | 777 | 30.0 | 1206 | 168 | 4.2 | 387 | 30.2 | 42.8 | 511 | 3181 | 1829 | 1829 | 31.3 | 24.5 | 0.0 | 29.5 | 53.5 | 8349 | 899 | 7450 | 5547 | 2802 | 22.9 |
| Expert advise from SCE energy specialists | 9328 | 27.6 | 42 | 2293 | 1010 | 44.8 | 30.0 | 777 | 0 | 0.0 | 335 | 8.4 | 387 | 30.2 | 42.8 | 511 | 3181 | 2099 | 32.3 | 28.1 | 0.0 | 31.2 | 53.5 | 8835 | 899 | 7935 | 6171 | 2663 | 21.7 |
| None/Don't know | 16943 | 50.1 | 54 | 2215 | 622 | 27.6 | 40.0 | 1034 | 13 | 1.1 | 3666 | 91.6 | 894 | 69.8 | 33.3 | 398 | 6808 | 4158 | 7773 | 37.3 | 55.7 | 0.0 | 42.2 | 29.5 | 11436 | 496 | 11436 | 5823 | 49.9 |

SIGNIFICANCE TESTING AT .95
 BCDEFGHIJ/KL/MN/OP/QR

APPENDIX F

TARGET MARKET SURVEY CROSS-TABULATIONS

AGTC6. Which if any of these services have you used or participated in?
 BASE: Respondents who are aware of one or more of AgTAC's specific services

| | UMA BANNER | | | | | | | | | | | | | | UMA TYPE | | | | | | |
|---|----------------------------|-------------------------|-----------------|--------------------------|-------------------|---------------------------|-------------------------|-------------------|------------------------|--------------------------------|---------------|--------------------------------|---------------|---------------------------------|---------------|--------------------------------|---------------|-------------|-------------|-------------|-------------|
| | UMA TYPE | | UMA TYPE | | UMA TYPE | | UMA TYPE | | UMA TYPE | | UMA TYPE | | UMA TYPE | | UMA TYPE | | | | | | |
| | Ag/Pump -ing ---A--- | Arch/ Eng ---C--- | HVAC ---D--- | Light- ing ---E--- | Motors ---F--- | Nonres Bldg ---G--- | Other Res ---H--- | Refrig ---I--- | Res Bldg ---J--- | SCE CUSTOMER Yes ---K--- | No ---L--- | PGE CUSTOMER Yes ---M--- | No ---N--- | SDGE CUSTOMER Yes ---O--- | No ---P--- | SCG CUSTOMER Yes ---Q--- | No ---R--- | | | | |
| Total | 578 73.2 | 80 100.0 | 60 56.6 | 0 0.0 | 43 100.0 | 0 0.0 | 0 0.0 | 43 100.0 | 32 100.0 | 32 100.0 | 62 35.5 | 36 50.0 | 28 100.0 | 183 100.0 | 91 85.1 | 151 90.5 | 427 68.6 | 0 0.0 | 578 73.2 | 368 65.4 | 209 93.0 |
| Seminars, workshops, classes | 155 19.7 | 42 52.6 | 0 0.0 | 0 0.0 | 0 0.0 | 32 100.0 | 0 0.0 | 0 0.0 | 32 100.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 61 33.3 | 20 18.4 | 20 11.8 | 135 21.8 | 0 0.0 | 155 19.7 | 142 25.2 | 13 5.9 |
| Special exhibits and product displays | 78 9.9 | 16 19.8 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 62 35.5 | 0 0.0 | 0 0.0 | 0 0.0 | 62 35.5 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 78 12.6 | 0 0.0 | 78 9.9 | 16 2.8 | 62 27.7 |
| Hands-on product demon- strations/showcases | 16 2.0 | 16 19.8 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 16 2.6 | 0 0.0 | 16 2.0 | 16 2.8 | 0 0.0 |
| Computer lab/special energy related software | 16 2.0 | 16 19.8 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 16 2.6 | 0 0.0 | 16 2.0 | 16 2.8 | 0 0.0 |
| Tours of facility and exhibits/displays | 16 2.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 16 2.6 | 0 0.0 | 16 2.0 | 0 0.0 | 16 7.1 |
| Expert advise from SCE energy specialists | 60 7.6 | 0 0.0 | 43.4 43.4 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 0 0.0 | 14 50.0 | 0 0.0 | 14 13.2 | 14 8.4 | 46 7.4 | 0 0.0 | 60 7.6 | 60 10.6 | 0 0.0 |
| None/Don't know | 495 62.8 | 38 47.4 | 60 56.6 | 0 0.0 | 43 100.0 | 0 0.0 | 114 64.5 | 71 100.0 | 14 50.0 | 14 50.0 | 122 66.7 | 73 68.4 | 133 79.8 | 363 58.3 | 0 0.0 | 495 62.8 | 0 0.0 | 495 62.8 | 362 64.2 | 134 59.4 | 0 0.0 |

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APPENDIX F

TARGET MARKET SURVEY CROSS-TABULATIONS

Whether respondent has used any AgTAC's services
 BASE: SCE customers located in AgTAC's target market

| | | UMA BANNER | | | | | | | | | | UMA TYPE | | | | | | | | | | | | | | | | | | | | | | | | | |
|-------|----|------------|----------|------|----------|--------|-------------|-----------|--------|----------|------------------|-----------------|------------------|-----------------|-------------------|------------------|------------------|-----------------|------|---|--|---|--|---|--|---|--|---|--|---|--|---|--|---|--|---|--|
| | | UMA BANNER | | | | | UMA TYPE | | | | | UMA BANNER | | | | | UMA TYPE | | | | | | | | | | | | | | | | | | | | |
| | | A | | B | | C | | D | | E | | F | | G | | H | | I | | J | | K | | L | | M | | N | | O | | P | | Q | | R | |
| | | Ag/Pump | Arch/Eng | HVAC | Lighting | Motors | Nonres Bldg | Other Res | Refrig | Res Bldg | SCE Customer Yes | SCE Customer No | PGE Customer Yes | PGE Customer No | SDGE Customer Yes | SDGE Customer No | SCG Customer Yes | SCG Customer No | | | | | | | | | | | | | | | | | | | |
| Total | C% | 3324 | 145 | 361 | 263 | 137 | 110 | 738 | 92 | 63 | 937 | 1902 | 1369 | 1530 | 1742 | 0 | 3272 | 1341 | 1931 | | | | | | | | | | | | | | | | | | |
| Yes | C% | 368 | 42 | 46 | 0 | 0 | 32 | 125 | 0 | 14 | 61 | 334 | 34 | 34 | 0 | 368 | 276 | 91 | | | | | | | | | | | | | | | | | | | |
| No | C% | 2956 | 70.8 | 315 | 263 | 137 | 78 | 613 | 92 | 49 | 876 | 1568 | 1336 | 1497 | 1407 | 0 | 2904 | 1065 | 1839 | | | | | | | | | | | | | | | | | | |
| | | 88.9 | | 87.2 | 100.0 | 100.0 | 71.0 | 83.1 | 100.0 | 77.8 | 93.5 | 82.4 | 97.5 | 97.8 | 80.8 | 0.0 | 88.8 | 79.4 | 95.3 | | | | | | | | | | | | | | | | | | |

APPENDIX F

TARGET MARKET SURVEY CROSS-TABULATIONS

AGTC7. Which if any AgTAC services would you want to use in the future?
 BASE: SCE customers located in AgTAC's target market

| | | UMA BANNER | | | | | | | | | | UMA TYPE | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|--|------------|-------|-------------|----------|------|----------|--------|-------------|-----------|--------|--------------|-------|-----|-------|----|--------------|----|-------|-----|-------|---------------|-------|------|-------|------|--------------|------|-------|----|-----|------|-------|------|-------|------|-------|
| | | UMA BANNER | | | | | UMA TYPE | | | | | SCE CUSTOMER | | | | | PGE CUSTOMER | | | | | SDGE CUSTOMER | | | | | SCG CUSTOMER | | | | | | | | | | |
| | | A | | B | | C | | D | | E | | F | | G | | H | | I | | J | | K | | L | | M | | N | | O | | P | | Q | | R | |
| | | Total | C% | Ag/Pump Eng | Arch/Eng | HVAC | Lighting | Motors | Nonres Bldg | Other Res | Refrig | Res Bldg | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No | | | |
| Total | | 3324 | 100.0 | 145 | 100.0 | 361 | 100.0 | 263 | 100.0 | 137 | 100.0 | 110 | 100.0 | 738 | 100.0 | 92 | 100.0 | 63 | 100.0 | 937 | 100.0 | 1902 | 100.0 | 1369 | 100.0 | 1530 | 100.0 | 1742 | 100.0 | 0 | 0.0 | 3272 | 100.0 | 1341 | 100.0 | 1931 | 100.0 |
| Seminars, workshops, classes | | 1324 | 39.8 | 80 | 55.5 | 170 | 64.9 | 171 | 64.9 | 69 | 50.0 | 52 | 46.7 | 226 | 30.6 | 36 | 38.5 | 28 | 44.3 | 233 | 24.9 | 707 | 37.2 | 611 | 44.6 | 684 | 44.7 | 634 | 36.4 | 0 | 0.0 | 1318 | 40.3 | 508 | 37.9 | 810 | 41.9 |
| Hands-on product demonstrations/showcases | | 1159 | 34.9 | 55 | 38.3 | 104 | 45.1 | 119 | 45.1 | 56 | 40.5 | 52 | 46.7 | 237 | 32.1 | 21 | 22.9 | 49 | 77.8 | 295 | 31.4 | 593 | 31.2 | 566 | 41.4 | 566 | 37.0 | 593 | 34.0 | 0 | 0.0 | 1159 | 35.4 | 545 | 40.6 | 614 | 31.8 |
| Tours of facility and exhibits/displays | | 910 | 27.4 | 61 | 42.0 | 164 | 62 | 56 | 40.5 | 56 | 40.5 | 52 | 46.7 | 237 | 32.1 | 0 | 0.0 | 14 | 22.2 | 121 | 12.9 | 477 | 25.1 | 433 | 31.6 | 493 | 32.2 | 417 | 23.9 | 0 | 0.0 | 910 | 27.8 | 382 | 28.5 | 528 | 27.3 |
| Expert advice from SCE energy specialists | | 1149 | 34.6 | 67 | 46.4 | 104 | 31.6 | 83 | 40.5 | 56 | 40.5 | 52 | 46.7 | 273 | 37.1 | 0 | 0.0 | 28 | 44.3 | 243 | 26.0 | 615 | 32.3 | 534 | 39.0 | 534 | 34.9 | 615 | 35.3 | 0 | 0.0 | 1149 | 35.1 | 562 | 41.9 | 587 | 30.4 |
| Agricultural seminars/displays/demonstrations | | 716 | 21.5 | 49 | 33.6 | 117 | 32.3 | 31 | 11.8 | 56 | 40.5 | 32 | 29.0 | 175 | 23.7 | 0 | 0.0 | 14 | 22.2 | 12 | 1.3 | 348 | 18.3 | 362 | 26.4 | 362 | 23.7 | 348 | 20.0 | 0 | 0.0 | 710 | 21.7 | 212 | 15.8 | 498 | 25.8 |
| Don't know/None | | 1397 | 42.0 | 29 | 20.1 | 179 | 35.1 | 92 | 35.1 | 26 | 18.9 | 59 | 53.3 | 351 | 47.5 | 36 | 38.5 | 0 | 0.0 | 469 | 50.1 | 725 | 38.1 | 626 | 45.7 | 714 | 46.7 | 637 | 36.6 | 0 | 0.0 | 1351 | 41.3 | 430 | 32.1 | 921 | 47.7 |

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APPENDIX F

TARGET MARKET SURVEY CROSS-TABULATIONS

KERC2. Have you heard of Southern California Gas Company's Energy Resource Center, located in Downey?
 BASE: SCE and SCG customers located in the CTAC/ERC target market area

| | | UMA BANNER | | | | | | | | | | UMA TYPE | | | | | | | | | | | | | | | | | | | | | | | | | |
|--------------------|----|------------|----------|------|----------|--------|-------------|-----------|--------|----------|-------|--------------|------|----|-------|------|--------------|-------|-------|-------|-------|---------------|-------|-------|-------|-------|--------------|-------|-------|-------|-------|-------|-------|-------|------|------|------|
| | | UMA BANNER | | | | | UMA TYPE | | | | | SCE CUSTOMER | | | | | PGE CUSTOMER | | | | | SDGE CUSTOMER | | | | | SCG CUSTOMER | | | | | | | | | | |
| | | A | | B | | C | | D | | E | | F | | G | | H | | I | | J | | K | | L | | M | | N | | O | | P | | Q | | R | |
| | | Ag/Pump | Arch/Eng | HVAC | Lighting | Motors | Nonres Bldg | Other Res | Refrig | Res Bldg | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No | | | |
| Total | C% | 33807 | 120 | 5988 | 2255 | 2588 | 1219 | 4001 | 1281 | 1194 | 12482 | 20835 | 7467 | 0 | 28302 | 1680 | 26622 | 16053 | 12250 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | | |
| Yes | C% | 7055 | 12 | 1086 | 1010 | 863 | 0 | 567 | 0 | 0 | 3194 | 4720 | 789 | 0 | 5509 | 0 | 5509 | 3026 | 2483 | 20.9 | 10.0 | 18.1 | 44.8 | 33.3 | 0.0 | 14.2 | 0.0 | 0.0 | 0.0 | 25.6 | 22.7 | 10.6 | 0.0 | 19.5 | 0.0 | 20.7 | 18.9 |
| No | C% | 26650 | 108 | 4800 | 1245 | 1725 | 1219 | 3435 | 1281 | 1194 | 9288 | 16115 | 6575 | 0 | 22690 | 1680 | 21010 | 12924 | 9766 | 78.8 | 90.0 | 80.2 | 55.2 | 66.7 | 100.0 | 85.8 | 100.0 | 74.4 | 77.3 | 88.1 | 0.0 | 80.2 | 100.0 | 78.9 | 80.5 | 79.7 | |
| Don't know/Refused | C% | 103 | 0 | 103 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 103 | 0 | 103 | 0 | 103 | 103 | 0 | 0.3 | 0.0 | 1.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | |

ERC5. What types of services do you recall being offered by the Gas Company's Energy Resource Center?
 BASE: Respondents who have heard of Southern California Gas Company's Energy Resource Center in Downey

| | | UMA BANNER | | | | | | | | | | | | | | | | | | | |
|--------------------------------|----|------------|----------|---------|----------|--------------|-------------|-----------|---------|--------------|---------|---------|---------|---------------|---------|---------|---------|--------------|---------|-------|--|
| | | UMA TYPE | | | | SCE CUSTOMER | | | | PGE CUSTOMER | | | | SDGE CUSTOMER | | | | SCG CUSTOMER | | | |
| | | Ag/Pump | Arch/Eng | HVAC | Lighting | Motors | Nonres Bldg | Other Res | Refrig | Res Bldg | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No | |
| | | ---A--- | ---B--- | ---C--- | ---D--- | ---E--- | ---F--- | ---G--- | ---H--- | ---I--- | ---J--- | ---K--- | ---L--- | ---M--- | ---N--- | ---O--- | ---P--- | ---Q--- | ---R--- | | |
| Total | C% | 7055 | 12 | 1086 | 1010 | 863 | 0 | 567 | 0 | 3194 | 4720 | 789 | 0 | 5509 | 0 | 5509 | 0 | 5509 | 3026 | 2483 | |
| | | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 0.0 | 100.0 | 0.0 | 100.0 | 100.0 | 100.0 | 0.0 | 100.0 | 0.0 | 100.0 | 0.0 | 100.0 | 100.0 | 100.0 | |
| Seminars/workshops/ classes | C% | 1092 | 0 | 705 | 387 | 0 | 0 | 0 | 0 | 0 | 1092 | 0 | 1092 | 0 | 1092 | 0 | 1092 | 0 | 324 | 768 | |
| | | 15.5 | 0.0 | 64.9 | 38.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 23.1 | 0.0 | 0.0 | 0.0 | 19.8 | 0.0 | 19.8 | 0.0 | 10.7 | 30.9 | |
| None/Don't know | C% | 5962 | 12 | 381 | 622 | 863 | 0 | 567 | 0 | 3194 | 3628 | 789 | 0 | 4417 | 0 | 4417 | 0 | 4417 | 2702 | 1715 | |
| | | 84.5 | 100.0 | 35.1 | 61.6 | 100.0 | 0.0 | 100.0 | 0.0 | 100.0 | 76.9 | 100.0 | 0.0 | 80.2 | 0.0 | 80.2 | 0.0 | 80.2 | 89.3 | 69.1 | |

ERC6. Which if any of these services have you used or participated in?
 BASE: Respondents who are aware of one or more of the Gas Company's Energy Resource Center's specific services

| | | UMA BANNER | | | | | | | | | | | | | | | | | | | |
|--------------------------------|----|------------|----------|---------|----------|--------------|-------------|-----------|---------|--------------|---------|---------|---------|---------------|---------|---------|---------|--------------|---------|-------|------|
| | | UMA TYPE | | | | SCE CUSTOMER | | | | PGE CUSTOMER | | | | SDGE CUSTOMER | | | | SCG CUSTOMER | | | |
| | | Ag/Pump | Arch/Eng | HVAC | Lighting | Motors | Nonres Bldg | Other Res | Refrig | Res Bldg | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No | |
| | | ---A--- | ---B--- | ---C--- | ---D--- | ---E--- | ---F--- | ---G--- | ---H--- | ---I--- | ---J--- | ---K--- | ---L--- | ---M--- | ---N--- | ---O--- | ---P--- | ---Q--- | ---R--- | | |
| Total | C% | 1092 | 0 | 705 | 387 | 0 | 0 | 0 | 0 | 0 | 1092 | 0 | 1092 | 0 | 1092 | 0 | 1092 | 0 | 1092 | 324 | 768 |
| | | 73.2 | 0.0 | 100.0 | 50.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 73.8 | 0.0 | 73.2 | 0.0 | 73.2 | 0.0 | 73.2 | 0.0 | 73.2 | 45.5 | 98.5 |
| Seminars/workshops/ classes | C% | 1099 | 0 | 324 | 775 | 0 | 0 | 0 | 0 | 0 | 1099 | 0 | 1099 | 0 | 1099 | 0 | 1099 | 0 | 1099 | 711 | 387 |
| | | 73.7 | 0.0 | 46.0 | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 74.3 | 0.0 | 73.7 | 0.0 | 73.7 | 0.0 | 73.7 | 0.0 | 73.7 | 100.0 | 49.7 |
| None/Don't know | C% | 393 | 12 | 381 | 0 | 0 | 0 | 0 | 0 | 0 | 381 | 12 | 393 | 0 | 393 | 0 | 393 | 0 | 393 | 0 | 393 |
| | | 26.3 | 100.0 | 54.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 25.7 | 100.0 | 26.3 | 0.0 | 26.3 | 0.0 | 26.3 | 0.0 | 26.3 | 0.0 | 50.3 |

Whether respondent has used any Energy Resource Center services
 BASE: SCE and SCG customers located in the CTAC/ERC target market area

| | | UMA BANNER | | | | | | | | | | | | | | | | | | | |
|-------|--|------------|----------|---------|----------|--------------|-------------|-----------|---------|--------------|---------|---------|---------|---------------|---------|---------|---------|--------------|---------|----|--|
| | | UMA TYPE | | | | SCE CUSTOMER | | | | PGE CUSTOMER | | | | SDGE CUSTOMER | | | | SCG CUSTOMER | | | |
| | | Ag/Pump | Arch/Eng | HVAC | Lighting | Motors | Nonres Bldg | Other Res | Refrig | Res Bldg | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No | |
| | | ---A--- | ---B--- | ---C--- | ---D--- | ---E--- | ---F--- | ---G--- | ---H--- | ---I--- | ---J--- | ---K--- | ---L--- | ---M--- | ---N--- | ---O--- | ---P--- | ---Q--- | ---R--- | | |
| Total | | 33807 | 120 | 5988 | 2255 | 2588 | 1219 | 4001 | 1281 | 1194 | 12482 | 20835 | 7467 | 0 | 28302 | 1680 | 26622 | 16053 | 12250 | | |
| C% | | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 0.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | |
| Yes | | 1099 | 0 | 324 | 775 | 0 | 0 | 0 | 0 | 0 | 0 | 1099 | 0 | 0 | 1099 | 0 | 1099 | 711 | 387 | | |
| C% | | 3.3 | 0.0 | 5.4 | 34.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 5.3 | 0.0 | 0.0 | 3.9 | 0.0 | 4.1 | 4.4 | 3.2 | | |
| No | | 32708 | 120 | 5664 | 1480 | 2588 | 1219 | 4001 | 1281 | 1194 | 12482 | 19737 | 7467 | 0 | 27203 | 1680 | 25523 | 15341 | 11862 | | |
| C% | | 96.7 | 100.0 | 94.6 | 65.6 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 94.7 | 100.0 | 0.0 | 96.1 | 100.0 | 95.9 | 95.6 | 96.8 | | |

Whether respondent is interested in using one of Energy Resource Center services in the future
 BASE: SCE and SCG customers located in the CTAC/ERC target market area

| | | UMA BANNER | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-------|--|------------|-------|----------|------|---------|-------|----------|-------|---------|-------|-------------|-------|-----------|-------|---------|-------|----------|-------|--------------|-------|--------------|-------|---------------|-------|--------------|-------|---------|-------|---------|-------|---------|-------|---------|-------|
| | | UMA TYPE | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Ag/Pump | | Arch/Eng | | HVAC | | Lighting | | Motors | | Nonres Bldg | | Other Res | | Refrig | | Res Bldg | | SCE CUSTOMER | | PGE CUSTOMER | | SDGE CUSTOMER | | SCG CUSTOMER | | | | | | | | | |
| | | ---A--- | | ---C--- | | ---D--- | | ---E--- | | ---F--- | | ---G--- | | ---H--- | | ---I--- | | ---J--- | | ---K--- | | ---L--- | | ---M--- | | ---N--- | | ---O--- | | ---P--- | | ---Q--- | | ---R--- | |
| | | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | | |
| Total | | 33807 | 100.0 | 120 | 5988 | 2255 | 100.0 | 2588 | 100.0 | 1219 | 100.0 | 4001 | 100.0 | 1281 | 100.0 | 1194 | 100.0 | 12482 | 100.0 | 20835 | 100.0 | 7467 | 100.0 | 0 | 100.0 | 28302 | 100.0 | 1680 | 100.0 | 26622 | 100.0 | 16053 | 100.0 | 12250 | 100.0 |
| Yes | | 14564 | 43.1 | 51 | 4184 | 2020 | 89.6 | 1034 | 40.0 | 1206 | 98.9 | 168 | 4.2 | 387 | 30.2 | 909 | 76.1 | 3562 | 28.5 | 10771 | 51.7 | 3187 | 42.7 | 0 | 0.0 | 13958 | 49.3 | 1185 | 70.5 | 12773 | 48.0 | 7000 | 56.8 | 6958 | 56.8 |
| No | | 19243 | 56.9 | 69 | 1804 | 235 | 10.4 | 1554 | 60.0 | 13 | 1.1 | 3834 | 95.8 | 894 | 69.8 | 285 | 23.9 | 8920 | 71.5 | 10065 | 48.3 | 4279 | 57.3 | 0 | 0.0 | 14344 | 50.7 | 496 | 29.5 | 13848 | 52.0 | 9052 | 73.8 | 5292 | 43.2 |

APPENDIX F

TARGET MARKET SURVEY CROSS-TABULATIONS

KPG2. Have you heard of Pacific Gas and Electric Company's Energy Training Center located in Stockton?
 BASE: PG&E customers located in the Energy Training Center's target market

| | | UMA BANNER | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-------|----|------------|-----|----------|-------|---------|-------|----------|-------|---------|------|-------------|------|-----------|-------|---------|------|----------|------|--------------|------|--------------|------|---------------|------|--------------|------|---------|------|---------|------|---------|------|---------|--|
| | | UMA TYPE | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Ag/Pump | | Arch/Eng | | HVAC | | Lighting | | Motors | | Nonres Bldg | | Other Res | | Refrig | | Res Bldg | | SCE CUSTOMER | | PGE CUSTOMER | | SDGE CUSTOMER | | SCG CUSTOMER | | | | | | | | | |
| | | ---A--- | | ---C--- | | ---D--- | | ---E--- | | ---F--- | | ---G--- | | ---H--- | | ---I--- | | ---J--- | | ---K--- | | ---L--- | | ---M--- | | ---N--- | | ---O--- | | ---P--- | | ---Q--- | | ---R--- | |
| | | Total | | C% | | Total | | C% | | Total | | C% | | Total | | C% | | Total | | C% | | Total | | C% | | Total | | C% | | Total | | C% | | | |
| Total | | 15143 | 0 | 4211 | 1190 | 1190 | 107 | 209 | 1734 | 1472 | 0 | 6219 | 0 | 14645 | 13663 | 982 | 0 | 14645 | 0 | 14645 | 0 | 14645 | 0 | 14645 | 0 | 14645 | 0 | 14645 | 0 | 14645 | 0 | 14645 | 0 | | |
| | C% | 100.0 | 0.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 0.0 | 100.0 | 0.0 | 100.0 | 100.0 | 100.0 | 0.0 | 100.0 | 0.0 | 100.0 | 0.0 | 100.0 | 0.0 | 100.0 | 0.0 | 100.0 | 0.0 | 100.0 | 0.0 | 100.0 | 0.0 | 100.0 | 0.0 | | |
| Yes | | 5245 | 0 | 1158 | 784 | 0 | 209 | 221 | 636 | 0 | 2238 | 0 | 5126 | 4751 | 375 | 0 | 5126 | 0 | 5126 | 0 | 5126 | 0 | 5126 | 0 | 5126 | 0 | 5126 | 0 | 5126 | 0 | 5126 | 0 | 5126 | 0 | |
| | C% | 34.6 | 0.0 | 27.5 | 65.9 | 0.0 | 100.0 | 12.7 | 43.2 | 0.0 | 36.0 | 0.0 | 35.0 | 34.8 | 38.2 | 0.0 | 36.0 | 0.0 | 36.0 | 0.0 | 36.0 | 0.0 | 35.0 | 0.0 | 35.0 | 0.0 | 35.0 | 0.0 | 35.0 | 0.0 | 35.0 | 0.0 | 35.0 | 0.0 | |
| No | | 9873 | 0 | 3053 | 406 | 107 | 0 | 1513 | 812 | 0 | 3981 | 0 | 9494 | 8887 | 607 | 0 | 9494 | 0 | 9494 | 0 | 9494 | 0 | 9494 | 0 | 9494 | 0 | 9494 | 0 | 9494 | 0 | 9494 | 0 | 9494 | 0 | |
| | C% | 65.2 | 0.0 | 72.5 | 34.1 | 100.0 | 0.0 | 87.3 | 55.1 | 0.0 | 64.0 | 0.0 | 64.8 | 65.0 | 61.8 | 0.0 | 64.0 | 0.0 | 64.0 | 0.0 | 64.0 | 0.0 | 64.8 | 0.0 | 64.8 | 0.0 | 64.8 | 0.0 | 64.8 | 0.0 | 64.8 | 0.0 | 64.8 | 0.0 | |

APPENDIX F

TARGET MARKET SURVEY CROSS-TABULATIONS

KPG&E5. What types of services do you recall being offered by PG&E's Energy Training Center?
 BASE: PG&E's customers located in the Energy Training Center's target market

| | UMA BANNER | | | | | | | | | | UMA TYPE | | | | | | | | | | | | | | | | | | | | | | | | |
|---|------------|------|-------|-----|------|-------|-----|-------|-----|-----|----------|-----|-------|------|-------|------|------|-------|------|------|-------|------|-------|------|-------|------|------|-------|------|------|-------|------|------|--|---|
| | A | | B | | C | | D | | E | | F | | G | | H | | I | | J | | K | | L | | M | | N | | O | | P | | Q | | R |
| Total | C% | 5245 | 100.0 | 0.0 | 1158 | 100.0 | 784 | 100.0 | 0.0 | 209 | 100.0 | 221 | 100.0 | 636 | 100.0 | 0.0 | 2238 | 100.0 | 0.0 | 5126 | 100.0 | 4751 | 100.0 | 375 | 100.0 | 0.0 | 5126 | 100.0 | 0.0 | 5126 | 100.0 | 0.0 | 5126 | | |
| Seminars/workshops/ classes | C% | 1704 | 32.5 | 0.0 | 253 | 62.6 | 490 | 62.6 | 0.0 | 64 | 30.4 | 0.0 | 392 | 61.7 | 0.0 | 505 | 22.6 | 0.0 | 1661 | 32.4 | 1580 | 33.3 | 80 | 21.4 | 0.0 | 1661 | 32.4 | 0.0 | 1661 | 32.4 | 0.0 | 1661 | 32.4 | | |
| Hands-on product demon- strations/showcases | C% | 186 | 3.6 | 0.0 | 72 | 11.5 | 91 | 11.5 | 0.0 | 0 | 0.0 | 0 | 24 | 3.7 | 0.0 | 0 | 0.0 | 0.0 | 186 | 3.6 | 186 | 3.9 | 0 | 0.0 | 0.0 | 186 | 3.6 | 0.0 | 186 | 3.6 | 0.0 | 186 | 3.6 | | |
| Tours of facility and it's exhibits/displays | C% | 47 | 0.9 | 0.0 | 0 | 6.0 | 47 | 6.0 | 0.0 | 0 | 0.0 | 0 | 0 | 0.0 | 0.0 | 0 | 0.0 | 0.0 | 47 | 0.9 | 47 | 1.0 | 0 | 0.0 | 0.0 | 47 | 0.9 | 0.0 | 47 | 0.9 | 0.0 | 47 | 0.9 | | |
| Expert advise from PG&E energy specialists | C% | 119 | 2.3 | 0.0 | 0 | 5.6 | 44 | 5.6 | 0.0 | 0 | 0.0 | 0 | 0 | 0.0 | 0.0 | 76 | 3.4 | 0.0 | 119 | 2.3 | 119 | 2.5 | 0 | 0.0 | 0.0 | 119 | 2.3 | 0.0 | 119 | 2.3 | 0.0 | 119 | 2.3 | | |
| None/Don't know | C% | 3370 | 64.2 | 0.0 | 833 | 37.4 | 294 | 37.4 | 0.0 | 145 | 69.6 | 221 | 100.0 | 34.6 | 0.0 | 1657 | 74.0 | 0.0 | 3294 | 64.3 | 2999 | 63.1 | 295 | 78.6 | 0.0 | 3294 | 64.3 | 0.0 | 3294 | 64.3 | 0.0 | 3294 | 64.3 | | |

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APPENDIX F

TARGET MARKET SURVEY CROSS-TABULATIONS

KPG&E. Which if any of these services have you used or participated in?
 BASE: Respondents who are aware of one or more of the PG&E's Energy Training Center's specific services

| | UMA BANNER | | | | | | | | | | UMA TYPE | | | | | | | | | | | | | | | | | |
|--|------------|------|----------|------|------|------|----------|-------|--------|-----|-------------|------|-----------|------|--------|----|----------|------|--------------|------|--------------|------|---------------|------|--------------|----|------|------|
| | Aging | | Arch/Eng | | HVAC | | Lighting | | Motors | | Nonres Bldg | | Other Res | | Refrig | | Res Bldg | | SCE Customer | | PGE Customer | | SDGE Customer | | SCG Customer | | | |
| | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No | | |
| Total | 1876 | 35.8 | 0 | 28.1 | 490 | 62.6 | 0 | 30.4 | 64 | 0 | 416 | 65.4 | 0 | 581 | 26.0 | 0 | 1832 | 35.7 | 80 | 1752 | 36.9 | 21.4 | 0 | 1832 | 35.7 | 0 | 1832 | 35.7 |
| Seminars/workshops/ classes | 958 | 18.3 | 0 | 7.1 | 320 | 40.8 | 0 | 0 | 0 | 0 | 303 | 47.7 | 0 | 253 | 11.3 | 0 | 958 | 18.7 | 80 | 877 | 18.5 | 21.4 | 0 | 958 | 18.7 | 0 | 958 | 18.7 |
| Special exhibits and product displays | 126 | 2.4 | 0 | 7.1 | 44 | 5.6 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 126 | 2.5 | 0 | 126 | 2.6 | 0 | 0 | 126 | 2.5 | 0 | 126 | 2.5 |
| Hands-on product demon- strations/showcases | 129 | 2.5 | 0 | 7.1 | 47 | 6.0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 129 | 2.5 | 0 | 129 | 2.7 | 0 | 0 | 129 | 2.5 | 0 | 129 | 2.5 |
| Tours of facility and its exhibits/displays | 129 | 2.5 | 0 | 7.1 | 47 | 6.0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 129 | 2.5 | 0 | 129 | 2.7 | 0 | 0 | 129 | 2.5 | 0 | 129 | 2.5 |
| Expert advise from PG&E energy specialists | 198 | 3.8 | 0 | 13.4 | 44 | 5.6 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 198 | 3.9 | 0 | 198 | 4.2 | 0 | 0 | 198 | 3.9 | 0 | 198 | 3.9 |
| None/Don't know | 4215 | 80.4 | 0 | 86.6 | 464 | 59.2 | 0 | 100.0 | 209 | 221 | 333 | 52.3 | 0 | 1985 | 88.7 | 0 | 4096 | 79.9 | 295 | 3802 | 80.0 | 78.6 | 0 | 4096 | 79.9 | 0 | 4096 | 79.9 |

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Whether respondent has used any Energy Training Center services
 BASE: PG&E customers located in the Energy Training Center's target market

| | | UMA BANNER | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-------|----|------------|-----|----------|-------|---------|-------|----------|-------|------------|-------|-------------|-------|-----------|-------|---------|-------|----------|-------|--------------|-------|--------------|-------|---------------|-------|--------------|-------|---------|-------|---------|-------|---------|-------|---------|--|
| | | UMA TYPE | | | | | | | | UMA BANNER | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Ag/Pump | | Arch/Eng | | HVAC | | Lighting | | Motors | | Nonres Bldg | | Other Res | | Refrig | | Res Bldg | | SCE CUSTOMER | | PGE CUSTOMER | | SDGE CUSTOMER | | SCG CUSTOMER | | | | | | | | | |
| | | ---A--- | | ---C--- | | ---D--- | | ---E--- | | ---F--- | | ---G--- | | ---H--- | | ---I--- | | ---J--- | | ---K--- | | ---L--- | | ---M--- | | ---N--- | | ---O--- | | ---P--- | | ---Q--- | | ---R--- | |
| | | Total | | C% | | Total | | C% | | Total | | C% | | Total | | C% | | Total | | C% | | Total | | C% | | Total | | C% | | Total | | C% | | | |
| Total | | 15143 | 0 | 4211 | 1190 | 107 | 209 | 1734 | 1472 | 0 | 6219 | 0 | 14645 | 13663 | 982 | 0 | 14645 | 0 | 14645 | 0 | 14645 | 0 | 14645 | 0 | 14645 | 0 | 14645 | 0 | 14645 | 0 | 14645 | 0 | 14645 | | |
| | C% | 100.0 | 0.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 0.0 | 100.0 | 0.0 | 100.0 | 100.0 | 100.0 | 0.0 | 100.0 | 0.0 | 100.0 | 0.0 | 100.0 | 0.0 | 100.0 | 0.0 | 100.0 | 0.0 | 100.0 | 0.0 | 100.0 | 0.0 | 100.0 | 0.0 | 100.0 | | |
| Yes | | 3689 | 0 | 867 | 537 | 0 | 209 | 221 | 415 | 0 | 1439 | 0 | 3570 | 3291 | 279 | 0 | 3570 | 0 | 3570 | 0 | 3570 | 0 | 3570 | 0 | 3570 | 0 | 3570 | 0 | 3570 | 0 | 3570 | 0 | 3570 | | |
| | C% | 24.4 | 0.0 | 20.6 | 45.2 | 0.0 | 100.0 | 12.7 | 28.2 | 0.0 | 23.1 | 0.0 | 24.4 | 24.1 | 28.4 | 0.0 | 24.4 | 0.0 | 24.4 | 0.0 | 24.4 | 0.0 | 24.4 | 0.0 | 24.4 | 0.0 | 24.4 | 0.0 | 24.4 | 0.0 | 24.4 | 0.0 | 24.4 | | |
| No | | 11454 | 0 | 3344 | 653 | 107 | 0 | 1513 | 1057 | 0 | 4780 | 0 | 11075 | 10372 | 703 | 0 | 11075 | 0 | 11075 | 0 | 11075 | 0 | 11075 | 0 | 11075 | 0 | 11075 | 0 | 11075 | 0 | 11075 | 0 | 11075 | | |
| | C% | 75.6 | 0.0 | 79.4 | 54.8 | 100.0 | 0.0 | 87.3 | 71.8 | 0.0 | 76.9 | 0.0 | 75.6 | 75.9 | 71.6 | 0.0 | 75.6 | 0.0 | 75.6 | 0.0 | 75.6 | 0.0 | 75.6 | 0.0 | 75.6 | 0.0 | 75.6 | 0.0 | 75.6 | 0.0 | 75.6 | 0.0 | 75.6 | | |

Whether respondent is interested in using one of Energy Training Center's services in the future
 BASE: PG&E customers located in the Energy Training Center's target market

| | UMA BANNER | | | | | | | | | | | | | | | | | | | |
|-------|------------|----------|---------|----------|---------|-------------|-----------|---------|----------|----------|-----|-------|-------|-------|-----|-------|-----|-------|-----|-------|
| | UMA TYPE | | | | | UMA BANNER | | | | | | | | | | | | | | |
| | Ag/Pump | Arch/Eng | HVAC | Lighting | Motors | Nonres Bldg | Other Res | Refrig | Res Bldg | UMA TYPE | | | | | | | | | | |
| | ---A--- | ---B--- | ---C--- | ---D--- | ---E--- | ---F--- | ---G--- | ---H--- | ---I--- | ---J--- | | | | | | | | | | |
| | Total | C% | Total | C% | Total | C% | Total | C% | Total | C% | | | | | | | | | | |
| Total | 15143 | 0 | 4211 | 1190 | 107 | 209 | 1734 | 1472 | 0 | 6219 | 0 | 14645 | 13663 | 982 | 0 | 14645 | 0 | 14645 | 0 | 14645 |
| | 100.0 | 0.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 0.0 | 100.0 | 0.0 | 100.0 | 100.0 | 100.0 | 0.0 | 100.0 | 0.0 | 100.0 | 0.0 | 100.0 |
| Yes | 9568 | 0 | 2652 | 962 | 44 | 145 | 802 | 985 | 0 | 3977 | 0 | 9366 | 8936 | 430 | 0 | 9366 | 0 | 9366 | 0 | 9366 |
| | 63.2 | 0.0 | 63.0 | 80.8 | 40.6 | 69.6 | 46.2 | 66.9 | 0.0 | 64.0 | 0.0 | 64.0 | 65.4 | 43.8 | 0.0 | 64.0 | 0.0 | 64.0 | 0.0 | 64.0 |
| No | 5575 | 0 | 1559 | 228 | 64 | 64 | 932 | 487 | 0 | 2242 | 0 | 5279 | 4727 | 552 | 0 | 5279 | 0 | 5279 | 0 | 5279 |
| | 36.8 | 0.0 | 37.0 | 19.2 | 59.4 | 30.4 | 53.8 | 33.1 | 0.0 | 36.0 | 0.0 | 36.0 | 34.6 | 56.2 | 0.0 | 36.0 | 0.0 | 36.0 | 0.0 | 36.0 |

APPENDIX F

TARGET MARKET SURVEY CROSS-TABULATIONS

KPG&E8C. Which if any of the following services would you want to use in the future from PG&E's Energy Training Center?
 BASE: PG&E customers located in the Energy Training Center's target market

| | UMA TYPE | | | | | | | | | | UMA BANNER | | | | | | | | | | | | | | | |
|---|----------|---------|----------|---------|---------|---------|----------|---------|---------|---------|-------------|---------|-----------|---------|---------|---------|----------|---------|--------------|---------|--------------|---------|---------------|---------|--------------|---------|
| | Ag/Pump | | Arch/Eng | | HVAC | | Lighting | | Motors | | Nonres Bldg | | Other Res | | Refrig | | Res Bldg | | SCE CUSTOMER | | PGE CUSTOMER | | SDGE CUSTOMER | | SCG CUSTOMER | |
| | ---A--- | ---B--- | ---C--- | ---D--- | ---E--- | ---F--- | ---G--- | ---H--- | ---I--- | ---J--- | ---K--- | ---L--- | ---M--- | ---N--- | ---O--- | ---P--- | ---Q--- | ---R--- | ---S--- | ---T--- | ---U--- | ---V--- | ---W--- | ---X--- | ---Y--- | ---Z--- |
| Total | 15143 | 0 | 4211 | 1190 | 107 | 209 | 1734 | 1472 | 0 | 6219 | 0 | 14645 | 13663 | 982 | 0 | 14645 | 0 | 14645 | 0 | 14645 | 0 | 14645 | 0 | 14645 | 0 | 14645 |
| C% | 100.0 | 0.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 0.0 | 100.0 | 0.0 | 100.0 | 100.0 | 100.0 | 0.0 | 100.0 | 0.0 | 100.0 | 0.0 | 100.0 | 0.0 | 100.0 | 0.0 | 100.0 | 0.0 | 100.0 |
| Seminars/workshops/ classes | 6201 | 0 | 1379 | 801 | 0 | 0 | 474 | 855 | 0 | 2692 | 0 | 6075 | 5669 | 406 | 0 | 6075 | 0 | 6075 | 0 | 6075 | 0 | 6075 | 0 | 6075 | 0 | 6075 |
| C% | 41.0 | 0.0 | 32.8 | 67.3 | 0.0 | 0.0 | 27.3 | 58.1 | 0.0 | 43.3 | 0.0 | 41.5 | 41.5 | 41.3 | 0.0 | 41.5 | 0.0 | 41.5 | 0.0 | 41.5 | 0.0 | 41.5 | 0.0 | 41.5 | 0.0 | 41.5 |
| Special exhibits and product displays | 4021 | 0 | 561 | 670 | 0 | 0 | 347 | 432 | 0 | 2011 | 0 | 4021 | 3956 | 65 | 0 | 4021 | 0 | 4021 | 0 | 4021 | 0 | 4021 | 0 | 4021 | 0 | 4021 |
| C% | 26.6 | 0.0 | 13.3 | 56.3 | 0.0 | 0.0 | 20.0 | 29.3 | 0.0 | 32.3 | 0.0 | 27.5 | 29.0 | 6.6 | 0.0 | 27.5 | 0.0 | 27.5 | 0.0 | 27.5 | 0.0 | 27.5 | 0.0 | 27.5 | 0.0 | 27.5 |
| Hands-on product demon- strations/showcases | 4163 | 0 | 826 | 630 | 0 | 0 | 253 | 617 | 0 | 1837 | 0 | 4036 | 3971 | 65 | 0 | 4036 | 0 | 4036 | 0 | 4036 | 0 | 4036 | 0 | 4036 | 0 | 4036 |
| C% | 27.5 | 0.0 | 19.6 | 52.9 | 0.0 | 0.0 | 14.6 | 41.9 | 0.0 | 29.5 | 0.0 | 27.6 | 29.1 | 6.6 | 0.0 | 27.6 | 0.0 | 27.6 | 0.0 | 27.6 | 0.0 | 27.6 | 0.0 | 27.6 | 0.0 | 27.6 |
| Computer lab/Special energy-related software | 3700 | 0 | 1350 | 567 | 0 | 145 | 253 | 356 | 0 | 1028 | 0 | 3700 | 3485 | 215 | 0 | 3700 | 0 | 3700 | 0 | 3700 | 0 | 3700 | 0 | 3700 | 0 | 3700 |
| C% | 24.4 | 0.0 | 32.1 | 47.6 | 0.0 | 69.6 | 14.6 | 24.2 | 0.0 | 16.5 | 0.0 | 25.3 | 25.5 | 21.9 | 0.0 | 25.3 | 0.0 | 25.3 | 0.0 | 25.3 | 0.0 | 25.3 | 0.0 | 25.3 | 0.0 | 25.3 |
| Tours of facility and its exhibits/displays | 2441 | 0 | 333 | 396 | 0 | 145 | 253 | 361 | 0 | 953 | 0 | 2441 | 2376 | 65 | 0 | 2441 | 0 | 2441 | 0 | 2441 | 0 | 2441 | 0 | 2441 | 0 | 2441 |
| C% | 16.1 | 0.0 | 7.9 | 33.3 | 0.0 | 69.6 | 14.6 | 24.5 | 0.0 | 15.3 | 0.0 | 16.7 | 17.4 | 6.6 | 0.0 | 16.7 | 0.0 | 16.7 | 0.0 | 16.7 | 0.0 | 16.7 | 0.0 | 16.7 | 0.0 | 16.7 |
| Expert advise from PG&E energy specialists | 6176 | 0 | 1578 | 579 | 44 | 0 | 657 | 705 | 0 | 2614 | 0 | 6100 | 5814 | 287 | 0 | 6100 | 0 | 6100 | 0 | 6100 | 0 | 6100 | 0 | 6100 | 0 | 6100 |
| C% | 40.8 | 0.0 | 37.5 | 48.7 | 40.6 | 0.0 | 37.9 | 47.9 | 0.0 | 42.0 | 0.0 | 41.7 | 42.6 | 29.2 | 0.0 | 41.7 | 0.0 | 41.7 | 0.0 | 41.7 | 0.0 | 41.7 | 0.0 | 41.7 | 0.0 | 41.7 |
| None/Don't know | 5575 | 0 | 1559 | 228 | 64 | 64 | 932 | 487 | 0 | 2242 | 0 | 5279 | 4727 | 552 | 0 | 5279 | 0 | 5279 | 0 | 5279 | 0 | 5279 | 0 | 5279 | 0 | 5279 |
| C% | 36.8 | 0.0 | 37.0 | 19.2 | 59.4 | 30.4 | 53.8 | 33.1 | 0.0 | 36.0 | 0.0 | 36.0 | 34.6 | 56.2 | 0.0 | 36.0 | 0.0 | 36.0 | 0.0 | 36.0 | 0.0 | 36.0 | 0.0 | 36.0 | 0.0 | 36.0 |

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KSD2. Did you know that San Diego Gas and Electric Company conducts seminars for their commercial and industrial customers on energy efficiency?
 BASE: SD&E Customers

| | | UMA BANNER | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-------|--|------------|-------|----------|-------|---------|-------|----------|-------|---------|-------|-------------|-------|-----------|-------|---------|-------|----------|-------|--------------|-------|--------------|-------|---------------|-------|--------------|-------|---------|-------|---------|-------|---------|-------|---------|--|
| | | UMA TYPE | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Ag/Pump | | Arch/Eng | | HVAC | | Lighting | | Motors | | Nonres Bldg | | Other Res | | Refrig | | Res Bldg | | SCE CUSTOMER | | PGE CUSTOMER | | SDGE CUSTOMER | | SCG CUSTOMER | | | | | | | | | |
| | | ---A--- | | ---C--- | | ---D--- | | ---E--- | | ---F--- | | ---G--- | | ---H--- | | ---I--- | | ---J--- | | ---K--- | | ---L--- | | ---M--- | | ---N--- | | ---O--- | | ---P--- | | ---Q--- | | ---R--- | |
| | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | C% | | | |
| Total | | 9115 | 74 | 1531 | 255 | 389 | 419 | 630 | 110 | 235 | 2961 | 308 | 8307 | 0 | 8615 | 7672 | 943 | 525 | 8090 | | | | | | | | | | | | | | | | |
| | | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | |
| Yes | | 4342 | 0 | 944 | 255 | 260 | 91 | 277 | 80 | 147 | 584 | 80 | 4181 | 0 | 4261 | 4099 | 162 | 190 | 4071 | | | | | | | | | | | | | | | | |
| | | 47.6 | 0.0 | 61.7 | 100.0 | 66.9 | 21.8 | 43.9 | 72.9 | 62.4 | 19.7 | 26.1 | 50.3 | 0.0 | 49.5 | 53.4 | 17.2 | 36.2 | 50.3 | | | | | | | | | | | | | | | | |
| No | | 4773 | 74 | 587 | 0 | 129 | 327 | 353 | 30 | 88 | 2376 | 227 | 4126 | 0 | 4354 | 3573 | 781 | 335 | 4019 | | | | | | | | | | | | | | | | |
| | | 52.4 | 100.0 | 38.3 | 0.0 | 33.1 | 78.2 | 56.1 | 27.1 | 37.6 | 80.3 | 73.9 | 49.7 | 0.0 | 50.5 | 46.6 | 82.8 | 63.8 | 49.7 | | | | | | | | | | | | | | | | |

APPENDIX F

TARGET MARKET SURVEY CROSS-TABULATIONS

KSD6. Have you ever attended any of these seminars offered by SDG&E?
 BASE: SDG&E customers who know about seminars

| | | UMA BANNER | | | | | | | | | | UMA TYPE | | | | | | | | | |
|-------|--|--------------|------|--------------|------|---------------|----------|--------------|------|--------------|------|--------------|------|---------------|-------|--------------|----------|--|--|--|--|
| | | UMA BANNER | | | | | UMA TYPE | | | | | UMA BANNER | | | | | UMA TYPE | | | | |
| | | SCE CUSTOMER | | PGE CUSTOMER | | SDGE CUSTOMER | | SCG CUSTOMER | | SCE CUSTOMER | | PGE CUSTOMER | | SDGE CUSTOMER | | SCG CUSTOMER | | | | | |
| | | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No | | | | |
| | | Res Bldg | | Refrig | | Other Res | | Lighting | | HVAC | | Arch/Eng | | Ag/Pumping | | Total | | | | | |
| | | J | | I | | H | | E | | D | | C | | B | | A | | | | | |
| | | 0 | | 147 | | 80 | | 277 | | 80 | | 147 | | 584 | | 4342 | | | | | |
| C% | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | 100.0 | | | | | |
| Total | | 80 | 4181 | 0 | 4261 | 4099 | 162 | 190 | 4071 | 80 | 4181 | 0 | 4261 | 4099 | 162 | 190 | 4071 | | | | |
| Yes | | 0 | 1142 | 0 | 1142 | 1142 | 0 | 78 | 1063 | 0 | 1142 | 0 | 1142 | 1142 | 0 | 78 | 1063 | | | | |
| C% | | 0.0 | 27.3 | 0.0 | 26.8 | 27.9 | 0.0 | 41.2 | 26.1 | 0.0 | 27.3 | 0.0 | 26.8 | 27.9 | 0.0 | 41.2 | 26.1 | | | | |
| No | | 80 | 3039 | 99 | 3119 | 2957 | 162 | 112 | 3008 | 80 | 3039 | 99 | 3119 | 2957 | 162 | 112 | 3008 | | | | |
| C% | | 0.0 | 72.7 | 67.8 | 73.2 | 72.1 | 100.0 | 58.8 | 73.9 | 0.0 | 72.7 | 0.0 | 73.2 | 72.1 | 100.0 | 58.8 | 73.9 | | | | |

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SCE customer

| | | UMA BANNER | | | | | | | | | | UMA TYPE | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-------|----|--------------|-------|-----------|-------|-------|--------------|------|-------------|------|-------|---------------|-------|----------|-------|------|--------------|------|--------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------|-------|-------|-------|-------|-------|-------|-------|-------|------|
| | | SCE CUSTOMER | | | | | PGE CUSTOMER | | | | | SDGE CUSTOMER | | | | | SCG CUSTOMER | | | | | | | | | | | | | | | | | | | | | | |
| | | Yes | | No | | | Yes | | No | | | Yes | | No | | | Yes | | No | | | | | | | | | | | | | | | | | | | | |
| | | K | | L | | | M | | N | | | O | | P | | | Q | | R | | | | | | | | | | | | | | | | | | | | |
| | | J | | H | | | I | | G | | | E | | D | | | C | | B | | | | | | | | | | | | | | | | | | | | |
| | | Res Bldg | | Other Res | | | Refrig | | Motors Bldg | | | Light Ing | | HVAC Eng | | | Arch/Eng | | Ag/Pump -Ing | | | | | | | | | | | | | | | | | | | | |
| | | 100.0 | | 100.0 | | | 100.0 | | 100.0 | | | 100.0 | | 100.0 | | | 100.0 | | 100.0 | | | | | | | | | | | | | | | | | | | | |
| | | 18482 | | 1936 | | | 1267 | | 6794 | | | 3143 | | 3854 | | | 11857 | | 54833 | | | | | | | | | | | | | | | | | | | | |
| | | 100.0 | | 100.0 | | | 100.0 | | 100.0 | | | 100.0 | | 100.0 | | | 100.0 | | 100.0 | | | | | | | | | | | | | | | | | | | | |
| | | 8036 | | 437 | | | 335 | | 2764 | | | 1158 | | 2328 | | | 3937 | | 144 | | | | | | | | | | | | | | | | | | | | |
| | | 43.5 | | 22.6 | | | 26.4 | | 40.7 | | | 36.8 | | 60.4 | | | 33.2 | | 45.1 | | | | | | | | | | | | | | | | | | | | |
| | | H | | DJ | | | H | | CH | | | CH | | D | | | D | | D | | | | | | | | | | | | | | | | | | | | |
| | | 0 | | 0 | | | 0 | | 0 | | | 0 | | 0 | | | 0 | | 0 | | | | | | | | | | | | | | | | | | | | |
| | | 22872 | | 174 | | | 174 | | 15193 | | | 31788 | | 23046 | | | 39641 | | 54833 | | | | | | | | | | | | | | | | | | | | |
| | | 57.7 | | 1.1 | | | 1.1 | | 100.0 | | | 100.0 | | 100.0 | | | 100.0 | | 100.0 | | | | | | | | | | | | | | | | | | | | |
| | | 0 | | 0 | | | 0 | | 0 | | | 0 | | 0 | | | 0 | | 0 | | | | | | | | | | | | | | | | | | | | |
| | | 14489 | | 14489 | | | 14489 | | 14489 | | | 14489 | | 14489 | | | 14489 | | 14489 | | | | | | | | | | | | | | | | | | | | |
| | | 80.9 | | 80.9 | | | 80.9 | | 80.9 | | | 80.9 | | 80.9 | | | 80.9 | | 80.9 | | | | | | | | | | | | | | | | | | | | |
| | | 23.2 | | 23.2 | | | 23.2 | | 23.2 | | | 23.2 | | 23.2 | | | 23.2 | | 23.2 | | | | | | | | | | | | | | | | | | | | |
| | | 3429 | | 3429 | | | 3429 | | 3429 | | | 3429 | | 3429 | | | 3429 | | 3429 | | | | | | | | | | | | | | | | | | | | |
| | | 49.3 | | 49.3 | | | 49.3 | | 49.3 | | | 49.3 | | 49.3 | | | 49.3 | | 49.3 | | | | | | | | | | | | | | | | | | | | |
| | | 19.1 | | 19.1 | | | 19.1 | | 19.1 | | | 19.1 | | 19.1 | | | 19.1 | | 19.1 | | | | | | | | | | | | | | | | | | | | |
| | | 76.8 | | 76.8 | | | 76.8 | | 76.8 | | | 76.8 | | 76.8 | | | 76.8 | | 76.8 | | | | | | | | | | | | | | | | | | | | |
| | | 17919 | | 17919 | | | 17919 | | 17919 | | | 17919 | | 17919 | | | 17919 | | 17919 | | | | | | | | | | | | | | | | | | | | |
| | | 100.0 | | 100.0 | | | 100.0 | | 100.0 | | | 100.0 | | 100.0 | | | 100.0 | | 100.0 | | | | | | | | | | | | | | | | | | | | |
| | | 100.0 | | 100.0 | | | 100.0 | | 100.0 | | | 100.0 | | 100.0 | | | 100.0 | | 100.0 | | | | | | | | | | | | | | | | | | | | |
| | | 100.0 | | 100.0 | | | 100.0 | | 100.0 | | | 100.0 | | 100.0 | | | 100.0 | | 100.0 | | | | | | | | | | | | | | | | | | | | |
| | | 100.0 | | 100.0 | | | 100.0 | | 100.0 | | | 100.0 | | 100.0 | | | 100.0 | | 100.0 | | | | | | | | | | | | | | | | | | | | |
| Total | C% | 54833 | 100.0 | 318 | 100.0 | 11857 | 100.0 | 3854 | 100.0 | 3143 | 100.0 | 1957 | 100.0 | 6794 | 100.0 | 1936 | 100.0 | 1267 | 100.0 | 18482 | 100.0 | 23046 | 100.0 | 31788 | 100.0 | 15193 | 100.0 | 39641 | 100.0 | 9352 | 100.0 | 45481 | 100.0 | 17919 | 100.0 | 36915 | 100.0 | | |
| Yes | C% | 23046 | 42.0 | 144 | 45.1 | 3937 | 33.2 | 60.4 | 36.8 | 1158 | 36.8 | 1316 | 67.3 | 2764 | 40.7 | 437 | 22.6 | 26.4 | 335 | 43.5 | 8036 | 34.8 | 23046 | 100.0 | 31788 | 100.0 | 174 | 1.1 | 174 | 0.4 | 1.1 | 0.0 | 0.0 | 0.0 | 50.7 | 80.9 | 23.2 | 14489 | 33.7 |
| No | C% | 31788 | 58.0 | 175 | 54.9 | 7920 | 66.8 | 39.6 | 63.2 | 1986 | 63.2 | 641 | 32.7 | 4029 | 59.3 | 1499 | 77.4 | 73.6 | 932 | 56.5 | 10446 | 38.8 | 0 | 0 | 31788 | 100.0 | 15019 | 16769 | 42.3 | 9352 | 100.0 | 22436 | 49.3 | 3429 | 19.1 | 28359 | 64.5 | | |

SDGE customer

| | | UMA BANNER | | | | | | | | | | UMA TYPE | | | | | | | | | | | | | | | | | | | | | | | | | |
|-------|-------|------------|-------|----------|------|---------|------|----------|------|---------|-------|-------------|-------|-----------|------|---------|-------|----------|-------|--------------|-------|--------------|-------|---------------|-------|--------------|-------|---------|-------|---------|-------|---------|-------|---------|-------|---------|--|
| | | Ag/Pump | | Arch/Eng | | HVAC | | Lighting | | Motors | | Nonres Bldg | | Other Res | | Refrig | | Res Bldg | | SCE Customer | | PGE Customer | | SDGE Customer | | SCG Customer | | | | | | | | | | | |
| | | ---A--- | | ---B--- | | ---C--- | | ---D--- | | ---E--- | | ---F--- | | ---G--- | | ---H--- | | ---I--- | | ---J--- | | ---K--- | | ---L--- | | ---M--- | | ---N--- | | ---O--- | | ---P--- | | ---Q--- | | ---R--- | |
| | | Total | | C% | | Total | | C% | | Total | | C% | | Total | | C% | | Total | | C% | | Total | | C% | | Total | | C% | | Total | | C% | | Total | | C% | |
| Total | 54833 | 318 | 11857 | 3854 | 3143 | 1957 | 6794 | 1936 | 1267 | 18482 | 23046 | 31788 | 15193 | 39641 | 9352 | 45481 | 17919 | 36915 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | |
| Yes | 9352 | 102 | 2008 | 189 | 285 | 419 | 690 | 96 | 792 | 2407 | 0 | 9352 | 0 | 9352 | 9352 | 0 | 476 | 8877 | 17.1 | 32.0 | 4.9 | 9.1 | 21.4 | 10.2 | 5.0 | 62.5 | 13.0 | 0.0 | 29.4 | 0.0 | 23.6 | 100.0 | 0.0 | 2.7 | 24.0 | | |
| No | 45481 | 216 | 9848 | 3665 | 2858 | 1538 | 6104 | 1840 | 475 | 16075 | 23046 | 22436 | 15193 | 30288 | 0 | 45481 | 17443 | 28038 | 82.9 | 68.0 | 95.1 | 90.9 | 78.6 | 89.8 | 95.0 | 37.5 | 87.0 | 70.6 | 76.4 | 0.0 | 100.0 | 97.3 | 76.0 | | | | |

SCG customer

| | | UMA BANNER | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-------|-------|------------|-------|----------|-------|---------|-------|----------|-------|---------|-------|-------------|-------|-----------|-------|---------|-------|----------|-------|--------------|-------|--------------|-------|---------------|-------|--------------|-------|---------|-------|---------|-------|---------|-------|---------|-------|---------|--|
| | | UMA TYPE | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Ag/Pump | | Arch/Eng | | HVAC | | Lighting | | Motors | | Nonres Bldg | | Other Res | | Refrig | | Res Bldg | | SCE Customer | | PGE Customer | | SDGE Customer | | SCG Customer | | | | | | | | | | | |
| | | ---A--- | | ---B--- | | ---C--- | | ---D--- | | ---E--- | | ---F--- | | ---G--- | | ---H--- | | ---I--- | | ---J--- | | ---K--- | | ---L--- | | ---M--- | | ---N--- | | ---O--- | | ---P--- | | ---Q--- | | ---R--- | |
| | | Total | | C% | | Total | | C% | | Total | | C% | | Total | | C% | | Total | | C% | | Total | | C% | | Total | | C% | | Total | | C% | | Total | | C% | |
| Total | 54833 | 318 | 11857 | 3854 | 3143 | 1957 | 6794 | 1936 | 1267 | 18482 | 23046 | 31788 | 15193 | 39641 | 9352 | 45481 | 17919 | 36915 | | | | | | | | | | | | | | | | | | | |
| C% | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | |
| Yes | 17919 | 85 | 2832 | 910 | 1667 | 1310 | 2544 | 423 | 747 | 6530 | 14489 | 3429 | 213 | 17705 | 476 | 17443 | 17919 | 0 | | | | | | | | | | | | | | | | | | | |
| C% | 32.7 | 26.8 | 23.9 | 23.6 | 53.0 | 66.9 | 37.4 | 21.8 | 58.9 | 35.3 | 62.9 | 10.8 | 1.4 | 44.7 | 5.1 | 38.4 | 100.0 | 0.0 | | | | | | | | | | | | | | | | | | | |
| No | 36915 | 233 | 9025 | 2944 | 1476 | 647 | 4250 | 1513 | 520 | 11952 | 8556 | 28359 | 14979 | 21935 | 8877 | 28038 | 0 | 36915 | | | | | | | | | | | | | | | | | | | |
| C% | 67.3 | 73.2 | 76.1 | 76.4 | 47.0 | 33.1 | 62.6 | 78.2 | 41.1 | 64.7 | 37.1 | 89.2 | 98.6 | 55.3 | 94.9 | 61.6 | 0.0 | 100.0 | | | | | | | | | | | | | | | | | | | |

Center

| | | UMA BANNER | | | | | | | | | | UMA TYPE | | | | | | | | | | | | | | | | |
|-------|----|--------------|-------|--------|-----------|-------------|--------------|----------|------|----------|---------|---------------|-------|----------|--------|-------------|--------------|--------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| | | SCE CUSTOMER | | | | | PGE CUSTOMER | | | | | SDGE CUSTOMER | | | | | SCG CUSTOMER | | | | | | | | | | | |
| | | Yes | | No | | | Yes | | No | | | Yes | | No | | | Yes | | No | | | | | | | | | |
| | | Res | Bldg | Refrig | Other Res | Nonres Bldg | Motors | Lighting | HVAC | Arch/Eng | Ag/Pump | Arch/Eng | HVAC | Lighting | Motors | Nonres Bldg | Other Res | Refrig | Bldg | Res | Yes | No | Yes | No | Yes | No | Yes | No |
| | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Total | C% | 61389 | 100.0 | 339 | 12091 | 3963 | 3221 | 1957 | 7103 | 2956 | 1492 | 22599 | 23046 | 31788 | 15193 | 39641 | 9352 | 45481 | 17919 | 36915 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| AgTAC | C% | 3324 | 5.4 | 145 | 361 | 263 | 137 | 110 | 738 | 92 | 63 | 937 | 1902 | 1369 | 1530 | 1742 | 0 | 3272 | 1341 | 1931 | 5.2 | 5.2 | 5.2 | 5.2 | 5.2 | 5.2 | 5.2 | 5.2 |
| CTAC | C% | 33807 | 55.1 | 120 | 5988 | 2255 | 2588 | 1219 | 4001 | 1281 | 1194 | 12482 | 20835 | 7467 | 0 | 28302 | 1680 | 26622 | 16053 | 12250 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 | 33.2 |
| PG&E | C% | 15143 | 24.7 | 0 | 4211 | 1190 | 107 | 209 | 1734 | 1472 | 0 | 6219 | 0 | 14645 | 13663 | 982 | 0 | 14645 | 0 | 14645 | 9.5 | 9.5 | 9.5 | 9.5 | 9.5 | 9.5 | 9.5 | 9.5 |
| SDG&E | C% | 9115 | 14.8 | 74 | 1531 | 255 | 389 | 419 | 630 | 110 | 235 | 2961 | 308 | 8307 | 0 | 8615 | 7672 | 943 | 525 | 8090 | 21.9 | 21.9 | 21.9 | 21.9 | 21.9 | 21.9 | 21.9 | 21.9 |

SIGNIFICANCE TESTING AT .95
BCDEFGHIJ/KL/MN/OP/QR

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CATALOG OF 2002 SEMINARS

AUDITS

| Seminar name | Seminar description | Center | Target audience | Instructor |
|--|--|--------|--|---|
| How to Manage your Business's Energy Costs | Conducts energy-use surveys at a business | CTAC | Small/medium-sized business owners and non-technical utility managers | |
| Learn the Ins and Outs of An Energy Audit | Overview of energy auditing techniques, tools and software. Also discusses ways to reduce energy costs through new technology. | SDGE | Facility managers and building operators of medium to large businesses and government agencies | Rocky Harmstead, Matt Greenbergs, Carl Anderson, Noel Ehlers SDG&E IFMA and BOMA |
| PG & E Energy Auditor Training | Conducts energy audits, identifying energy savings | AGTAC | | |
| PG & E Tool Lending Workshop | Assists auditors in identifying energy savings | AGTAC | | |
| Small Business Energy Audit Training | Conducts energy audits at small commercial businesses | AGTAC | | |

BASICS AND GENERAL ENERGY EFFICIENCY

| Seminar name | Seminar description | Center | Target audience | Instructor |
|--|---|-------------|---|---------------------------------------|
| Building Operator Certification Training | Training for building operators: identify energy efficiency opportunities | ERC CTAC | Building Operators | |
| Combustion Seminar | Safe and efficient use of gas-fired combustion equipment | ERC | Business owners, facility managers, plant engineers, maintenance engineers, engineering personnel | Farron Harrison The Gas Company |
| Energy Pricing for the Health Care Industry | Energy efficiency | ERC | | |
| SDG&E Technology Forum 2002 | Generation, distribution and rate structure | ERC | | |
| Selling Energy Efficiency Partnership | Reducing operating costs and reaping performance gains through energy efficient equipment | ERC | | |
| Soil & Groundwater Remediation | Latest energy efficient gas fired technology options available and new regulations | ERC | | |
| 2002 Home Energy Efficiency Rebate Program | Details about obtaining rebates | ETC | Customers | |
| Association of Professional Energy Managers- Spring Energy Forum | Latest energy technology and savings information | CTAC | Energy managers | |
| Biggest Energy Mistakes Made in Residential Construction | Making residential homes energy efficient | ETC | Architect, Building Department inspector, Building Department plan checker, designer, energy consultant, HVAC contractor, mechanical engineer; residential builder; and window contractor | |

BASICS AND GENERAL ENERGY EFFICIENCY, CONTINUED

| Seminar name | Seminar description | Center | Target audience | Instructor |
|--|---|--------|--|------------|
| Chinese EE Expo | | CTAC | | |
| Commercial Energy Efficiency Programs 2002 Kickoff | Overview of SDG&E programs (structure and benefits) | SDGE | | |
| Energy Efficiency Hispanic Chamber of Commerce Association | | CTAC | | |
| Energy Efficiency Training | | CTAC | | |
| Energy Efficiency Vendor Rebate | | CTAC | | |
| Energy Efficiency Vendor Training | | CTAC | | |
| Energy Efficiency Program Vendor Kickoff | Discusses SPC, Express Efficiency, and eligible energy saving measures. | AGTAC | | |
| Express Efficiency Vendor Kick Off and Fair | | CTAC | | |
| Faith Based Organization Program | | CTAC | | |
| High Performance Windows | Addresses the benefits of high-performance fenestration products | ETC | Architect, Building Department inspector, Building Department plan checker, designer, energy consultant, HVAC contractor, mechanical engineer; residential builder and window contractor | |
| House as a System | Discusses the interrelationships between the HVAC system, the building envelope, and the rest of the house. | ETC | Architect, designer, HVAC contractor, residential builder | |

BASICS AND GENERAL ENERGY EFFICIENCY, CONTINUED

| Seminar name | Seminar description | Center | Target audience | Instructor |
|--|--|--------|---|--|
| House as a System Overview | Highlights of the "whole house" approach | ETC | Architect, designer, HVAC contractor, residential builder | |
| Industrial Maintenance | Inspection, testing, and maintenance procedures | CTAC | Maintenance engineer | |
| Insulate Right | Installation techniques and inspection criteria for ceiling and wall insulation | ETC | Building Department inspector, energy consultant, residential builder | |
| Maintenance Superintendent Association | | CTAC | Maintenance superintendent | |
| New Energy Technology Series | "Hot" topics in energy and technologies - includes hazardous waste recycling, LEDs and OLEDs | CTAC | | John Chilcott, Jim George Earth Protection Services, Permalight |
| Non Profit Energy Forum | | CTAC | | |
| Not for Profit Organizations | | CTAC | | |
| Port Hueneme Energy Week, Navy | | CTAC | | |
| Principles of Energy | Introduction to basic energy terms and concepts | ETC | | |
| Schools Energy Efficiency Workshop | Lower energy cost, energy conservation program at school, cash incentives for implementing specific energy conservation measures | CTAC | | |
| See the Heat | Measuring the energy performance of building envelopes | ETC | | |

BASICS AND GENERAL ENERGY EFFICIENCY, CONTINUED

| Seminar name | Seminar description | Center | Target audience | Instructor |
|--------------------------------|--|--------|-----------------|-------------------------------|
| Taiwan Hotel/Motel Association | | CTAC | | |
| Technology Review Workshop | Updates on latest technologies - preview of AGTAC courses | AGTAC | | Dave Wylie ASW Engineering |
| Technology Update | Energy efficient technologies for commercial and industrial facilities | CTAC | | |

ENVIRONMENTAL/AIR QUALITY

| Seminar name | Seminar description | Center | Target audience | Instructor |
|---|---|--------|-----------------|------------|
| Thriving Under Title V: Managing you Title V Permit | Issuance and maintenance of an air quality permit | ERC | | |

FOOD

| Seminar name | Seminar description | Center | Target audience | Instructor |
|---|---|--------|--|------------|
| Advanced Food Safety Concepts | Food prep and safety - Energy efficient dishwashing systems | ERC | | |
| Advanced Food Service Refrigeration | Energy efficient refrigeration - specific to food service | CTAC | Foodservice directors and managers, restaurant owners, kitchen designers, facility managers, chain account operators | |
| Anything Goes with Dairy | Cooking dairy products in energy efficient ovens, steamers, and infrared broilers | ERC | | |
| Banqueting: From Ideas to Execution | Energy efficient combination ovens and equipment | ERC | | |
| Basic Energy 101: Gas Electricity, and Water | Basics of gas, electricity, and water power - increase energy efficiency and productivity | ERC | | |
| Challenges of Catering | Ways to reduce equipment operating costs | ERC | | |
| Costco Product Seminar | New energy efficient gas cooking equipment | ERC | | |
| CST Training | Training for commercial service technicians: new energy efficient gas cooking equipment | ERC | | |
| Cuisines of France | Energy efficient convection ovens, fryers and double-sided non-contact griddles | ERC | | |
| Designing and Operating an Energy Efficient Food Service Facility | Aesthetics, comfort, and energy efficient performance | ERC | | |

FOOD, CONTINUED

| Seminar name | Seminar description | Center | Target audience | Instructor |
|--|--|-------------|---|------------|
| Energy Efficient Lighting for Food service | Energy efficient lighting - specific to food service | CTAC ERC | Restaurant owners, foodservice directors and managers, kitchen designers and consultants, facilities maintenance personnel, chain account operators | |
| Energy Audits & Management for Foodservice | Implementing and managing energy efficient motors | CTAC | Restaurant owners, foodservice directors and managers, kitchen designers and consultants, facilities maintenance personnel, chain account operators | |
| Equipment Operation and Maintenance | Natural gas-fired cook equipment | ERC | | |
| Exploring the World of Grains | New recipes and efficient cooking methods | ERC | | |
| Innovative Equipment Solutions | High efficiency commercial equipment of the future | ERC | | |
| It's All About You | Learn about latest energy-efficient and labor saving technology | ERC | | |
| Just for Chefs | Cooking demo on energy efficient equipment | ERC | | |
| Maximizing Your Gas Company Partnership | Energy efficiency programs and services | ERC | | |
| Mexican Fiesta Vendor Mixer | Energy efficiency and incentive programs | ERC | | |
| Night of Delights | Demonstration of energy efficient equipment, tour of The Gas Company's Food Service Equipment Center | ERC | | |

FOOD, CONTINUED

| Seminar name | Seminar description | Center | Target audience | Instructor |
|-----------------------------|---|--------|-----------------|------------|
| Pizza, Pasta, and More | Food preparation with natural gas deck ovens | ERC | | |
| Residential Cooking Seminar | Learn about high-efficiency cooking equipment | ERC | | |
| Snack Food Expo | Demonstration of energy efficient conveyor oven | ERC | | |
| Tastes of Hawaii | LEED planning and documentation for certification | ERC | | |
| The Power of Produce | LEED planning and documentation for certification | ERC | | |
| The seafood Spectacular | LEED planning and documentation for certification | ERC | | |

HIGH PERFORMANCE/ GREEN BUILDINGS

| Seminar name | Seminar description | Center | Target audience | Instructor |
|---|---|-------------|---|--|
| Building Sustainable Libraries | Design and operate a sustainable library building | CTAC | | |
| Collaborative for High Performance Schools | Design energy efficient comfortable schools | AGTAC | school designers, architects, engineers, district decision-makers | Lisa Heschong, Anthony Bernheim, James Benya, Erik Kolderup Heschong Mahone Group, SMWMM Architecture/ Planning, Benya Lighting Design, Eley Associates) |
| Design Strategies for High Performance Glass | Selection and use of glass | CTAC ERC | commercial and industrial business owners, facility operators, mangers, and vocational students | |
| High Performance Commercial Building Facades Roundtable | Advanced glazing systems in dynamic and responsive building facades | CTAC | | James Carpenter |
| LEED Advanced Workshop | LEED planning and documentation for certification | ERC | | |
| LEED Intermediate Workshop | | ERC | | |
| Sustainable Building | | CTAC | | |
| Building Commissioning | Significance of building inspection, system testing, and operation training | ERC | | |

HIGH PERFORMANCE/ GREEN BUILDINGS, CONTINUED

| Seminar name | Seminar description | Center | Target audience | Instructor |
|--------------------------|---|--------|-----------------|------------|
| Funding Green Buildings | Roadmap to increase project fundability, sustainability, and visibility | ERC | | |
| High Performance Schools | Daylighting design and student productivity, high performance lighting and HVAC systems | ERC | | |
| Turning Green into Gold | Issuance and maintenance of an air quality permit | ERC | | |

HVAC

| Seminar name | Seminar description | Center | Target audience | Instructor |
|--|--|---------------|--|---|
| Advanced AC/HP Diagnostic Tune-Up Overview | Detailed review of checking refrigerant charge | ETC | Architect, Building Department inspector, Building Department plan checker, designer, energy consultant, HVAC contractor, mechanical engineer; residential builder | Terry Norris Advanced Energy Corporation |
| Air Handling Systems | Advanced topics in central AC for commercial facilities | CTAC | | |
| Basic Heating, Ventilation & Air Conditioning (HVAC) | HVAC system basics | AGTAC CTAC | commercial customers with little or no knowledge of HVAC | Lester Le Day SCE |
| Chilled Water Systems | Selecting an energy efficient chilled water system | CTAC | | |
| Controlled Ventilation | Mechanical ventilation systems in residential buildings | ETC | | Dr. Joseph Lstiburek National building science expert |
| Energy Management Systems | Design of HVAC/DDC systems and networking of DDC systems | SDGE | facility managers and building operators of medium to large businesses and government agencies | IFMA and BOMA |
| Energy Management Systems (EMS) | Current technology in HVAC control methods | CTAC | commercial and industrial business owners, facility operators, managers, and vocational students | |

HVAC, CONTINUED

| Seminar name | Seminar description | Center | Target audience | Instructor |
|--|---|--------|--|--|
| High Performance Duct Systems and 2001 Residential Energy Standards Overview | Duct system requirements, changes in energy standards (AB970) | AGTAC | Builders, HVAC contractors and engineers | Doug Beaman CEA, trained builders, contractors, inspectors and energy consultants in the past 10 years. |
| HVAC Quality Installation | Quality installation of HVAC systems | ETC | architect, Building Department inspector, Building Department plan checker, energy consultant, HVAC contractor, mechanical engineer; residential builder | John Krigger and Rob Falke |
| LA Steam Operator Training | Boiler room and steam plant operations | ERC | | |
| Owning & Operating an Efficient Cooling Tower | Examines the trade-off between cooling tower size and energy savings | CTAC | | |
| Package Unit Heating, Ventilation & Air Conditioning (HVAC) | Fundamentals of HVAC systems in residential and small/medium commercial and industrial facilities | CTAC | some HVAC system experience | |
| Packaged HVAC Workshop | Advanced course in fundamentals of HVAC systems | AGTAC | prior HVAC experience | Dave Wylie ASW Engineering |
| Steam Efficiency Workshop | Equipment, efficiency, technical tips, case studies | ERC | | |
| The GeoeXchange Alternative | Introduction to geoeXchange (ground source heat pump) systems | ETC | | |

HVAC, CONTINUED

| Seminar name | Seminar description | Center | Target audience | Instructor |
|--|--|-----------|---|----------------------------|
| Understanding Boiler Basics and Combustion | Information concerning valve train assemblies on gas appliances, flue gases, burners, operating costs of boilers and other gas-fired equipment | ERC SDGEE | facility managers, building operators of medium or large business and government agencies | IFMA and BOMA of San Diego |
| Understanding Boiler Basics and Combustion (Spanish) | Information concerning valve train assemblies on gas appliances, flue gases, burners, operating costs of boilers and other gas-fired equipment | SDGE | facility managers, building operators of medium or large business and government agencies | IFMA and BOMA of San Diego |

IRRIGATION, PUMPS AND WELLS

| Seminar name | Seminar description | Center | Target audience | Instructor |
|--|--|--------|-----------------|--|
| Chemigation and Legal Requirements Compliance | Rules, regulations, specifications of chemigation practice and hardware | AGTAC | | Center for Irrigation Technology, Fresno State |
| Frost Protection Systems | Designing systems, technology, and plant physiology | AGTAC | | Center for Irrigation Technology, Fresno State |
| Introduction to Drip/Micro Irrigation System Design | Design, selection, and optimizing factors affecting system design | AGTAC | | Center for Irrigation Technology, Fresno State |
| Introduction to Pumping Plant Design | Pump performance and design characteristics | AGTAC | | Center for Irrigation Technology, Fresno State |
| Introduction to Well and Deep Well Turbine Pump Design | Well specifications and design | AGTAC | | Industry Representatives Center for Irrigation Technology, Fresno State |
| Matching Pump Capacity to Irrigation System Demand | Topics include pumping plant characteristics, controllers, energy efficiency | AGTAC | | Center for Irrigation Technology, Fresno State |

IRRIGATION, PUMPS AND WELLS, CONTINUED

| Seminar name | Seminar description | Center | Target audience | Instructor |
|--|---|--------|---|--|
| Pumping System Assessment | Overview of the entire pump system | CTAC | plant engineers, maintenance superintendents, water utility managers and process engineers who make/influence decisions | Dan Casada; Tom Angle Consulting engineer with Diagnostic Solutions; Director of Engineering and R&D for Weir Specialty Pumps |
| World Ag Expo: FSU-CIT Irrigation Workshop | Selecting and buying an irrigation system | AGTAC | | |

LIGHTING

| Seminar name | Seminar description | Center | Target audience | Instructor |
|---|--|---------------|--|---|
| Advanced Lighting Technologies | Operation, performance, and issues associated with advanced lighting technologies (for those with a basic knowledge of lighting) | CTAC | | |
| Basic Lighting Workshop | Lighting overview and ways to reduce energy costs | AGTAC | | Lester Le Day SCE |
| Commercial and Industrial Lighting | Choosing lighting to reduce energy costs in commercial and industrial facilities | AGTAC CTAC | | |
| California Conservation Corps Lighting Set | | CTAC | | |
| Energy Efficiency Lighting Systems & Controls | Latest technologies in lighting, selecting appropriate equipment | CTAC | commercial and industrial business owners, facility operators, managers, and vocational students | |
| Hibay Lighting | Replacing inefficient lighting in large buildings such as warehouses, industrial facilities, and gymnasiums | CTAC | | Stan Walerczyk, LC member of the IESNA's Energy Management Committee and Chairman of IESNA's Retrofit/Upgrade Subcommittee |
| High Intensity Discharge (HID) Lighting | Learn about high intensity discharge lighting and applications | CTAC | | |

LIGHTING, CONTINUED

| Seminar name | Seminar description | Center | Target audience | Instructor |
|--|--|--------|--|--|
| Lighting & Daylighting for Architects & Designers | Latest lighting and daylighting principles and technologies | CTAC | architects and designers | |
| Lighting Controls for Energy Management | Energy management lighting controls | CTAC | customers | |
| Lighting Fixture Maintenance Workshop | Cleaning, replacing, and installing fluorescent lighting fixtures | CTAC | maintenance or facilities | |
| Lighting for Offices and Schools | Energy savings and lighting quality improvements with T8 lamps and electronic ballasts - specific to offices and schools | CTAC | | Stan Walerczyk member of the IESNA's Energy Management Committee and Chairman of IESNA's Retrofit/Upgrade Subcommittee |
| Lighting Retrofit Strategies & Project Management Techniques | Managing a lighting retrofit project | CTAC | | |
| Lighting/Daylighting Seminar | Integrate latest lighting tech into building designs | ERC | | |
| Skylighting for Commercial & Industrial Buildings | Using skylights to save money and energy - designing a skylight system | CTAC | Architects, Building Designers, Building Owners/Operators, Energy Managers | Jon McHugh, PE Heschong Mahone Group |
| Successful Merchandising with Efficient Lighting | Using lighting to promote sales and save energy | CTAC | retailers | |

LIGHTING, CONTINUED

| Seminar name | Seminar description | Center | Target audience | Instructor |
|---------------------------------|--|--------|--|----------------------|
| The Latest in Advanced Lighting | Topics included energy savings through controls, lamp and ballast disposal, lamp and ballast technology | SDGE | facility managers and building operators of medium to large businesses and government agencies | SDG&E, IFMA and BOMA |
| The Lowdown on Hibay Lighting | Replacing existing lighting with more efficient lighting and how Hibay lighting can be used in different settings. | SDGE | facility managers and building operators of medium to large businesses and government agencies | SDG&E, IFMA and BOMA |

MOTORS

| Seminar name | Seminar description | Center | Target audience | Instructor |
|--|--|---------------|---|-------------------------------------|
| A Course in Motors & Adjustable Speed Drives | Basic principles of electric motors and benefits of adjustable speed drives | SDGE | facility managers, building operators of medium or large business and government agencies | Dave Wylie, P.E. ASW Engineering |
| Electric Motors & Adjustable Speed Drives | Reducing energy costs of electric motors in commercial and industrial facilities | CTAC | | |
| Motors and ASDs | Advanced info on motors including maintenance and energy efficiency (for people with a basic knowledge of motors) | AGTAC | indivs with basic knowledge of motors | Dave Wylie ASW Engineering |

POOL PUMPING

| Seminar name | Seminar description | Center | Target audience | Instructor |
|----------------------------------|-----------------------------|---------------|--|-------------------|
| Pool Filtration at Half the Cost | New pool pumping technology | ETC | Swimming Pool Contractor, Equipment Distributor, Pool Supply Retailers, contractors and service professionals | |

PROCESS

| Seminar name | Seminar description | Center | Target audience | Instructor |
|-----------------------------------|--|--------|--|--|
| Air Compression Seminar | Basics in compressed air system design, leak detection, and system auditing techniques | ERC | Facility managers, air compressor system operators, system designers, energy managers | Bill Scales Scales Air Compressor Corporation |
| Compressed Air Systems | Use of compressed air to reduce operating costs and system reliability | CTAC | | |
| Compressed Air Workshop | Overview of the industrial use of compressed air | AGTAC | | Dave Wylie ASW Engineering |
| Simplified Compressed Air Systems | Skylight systems/controls for commercial/industrial buildings | AGTAC | facility managers and building operators of medium to large businesses and government agencies | SDG&E, IFMA and BOMA |

REFRIGERATION

| Seminar name | Seminar description | Center | Target audience | Instructor |
|---|---|--------|--|-------------------------------|
| Efficient Technologies for Commercial Refrigeration | Commercial refrigeration equipment - new technologies and current issues (for owners and managers of refrigeration systems) | CTAC | service employees, facility managers and sales representatives | |
| Industrial Refrigeration | Overview of industrial refrigeration - application, equipment, safety | AGTAC | | Dave Wylie ASW Engineering |
| Industrial Ammonia Refrigeration | Overview of industrial refrigeration - application, equipment, safety | AGTAC | | Lon Smith ADM Associates |
| Refrigeration Vendor Event | Energy efficiency programs for refrigeration | CTAC | | |

TITLE 24

| Seminar name | Seminar description | Center | Target audience | Instructor |
|---|---|--------|---|------------|
| ACCA Manual D Advanced | Advanced duct system design | ERC | | |
| ACCA Manual J Training | Load calculations, equipment selection | ERC | architects and designers, builders, energy consultants, engineers, HVAC contractors, building department inspectors and plan checkers | |
| Air Distribution Diagnostic Testing | Operation of duct tester, flow hood, digital manometer, and blower door equipment. Also a review of Title 24 requirements | ETC | Building Department inspector, Building Department plan checker, energy consultant, HVAC contractor; residential builder | |
| CalACCA Manual J8 Training Certification | Trains trainers to teach updated Manual J to contractors | ERC | | |
| CEPE Nonresidential Training | Training for Bldg Dept. Examiners and Engineers working with CA State energy standards | ERC | | |
| CEPE Residential Training | CA energy standards training and testing | ERC | | |
| Combined Hydronic Systems Sizing Guidelines | Review of GRI guidelines for sizing of combo systems | ERC | | |

TITLE 24, CONTINUED

| Seminar name | Seminar description | Center | Target audience | Instructor |
|--|---|--------|---|------------|
| Duct Design | Review of ACCA Residential Design System and procedures | ETC | Building Department inspector, Building Department plan checker, energy consultant, HVAC contractor, mechanical engineer; residential builder | |
| Duct Installation Standards | Review of PGE, UMC, and Title 24 standards for air tight ducts | ETC | architect, Building Department plan checker, designer, energy consultant, HVAC contractor, residential builder | |
| EnergyPro Training: Mechanical | Energy efficiency | ERC | | |
| EnergyPro Training: Advanced | Modeling and upgrading designs to maximize potential energy efficiency incentives | ERC | | |
| EnergyPro Training: Env/Lighting/Windows | Use modeling software to model lighting and building envelope, compliance | ERC | | |
| EQuest | Using eQUEST, a DOE-2 based building simulation tool | CTAC | design professional | |
| Equipment Sizing and Selecting | Review of ACCA load calculation and equipment selection process and other compliance issues | ETC | Building Department inspector, Building Department plan checker, energy consultant, HVAC contractor, mechanical engineer; residential builder | |
| Facilities, Engineering & Healthcare Symposium | Comprehensive program, includes Title 24 updates and current bldg codes | ERC | | |
| High Performance Ducts & AB970 Overview | Review of energy standards and demonstration of duct system under new standards | ERC | | |

TITLE 24, CONTINUED

| Seminar name | Seminar description | Center | Target audience | Instructor |
|---|---|--------|---|--|
| HVAC Diagnostics | Hands on use of HVAC system under various configurations | ERC | | |
| HVAC System Air Flow/ Pressure Diagnostics | Hands on use of HVAC system under various configurations | ERC | | |
| Hydronic System Sizing | Sizing and installing combo systems | ERC | | |
| Residential Title 24 Duct Installation Standards & Diagnostic Testing | Duct installation standards and diagnostic testing procedures | ETC | | |
| Title 24 Update: Advanced ACCA Manual D | Issuance and maintenance of an air quality permit | ERC | | |
| Title 24 Update: Nonresidential Standard | Issuance and maintenance of an air quality permit | ERC | | |
| Turn Trash into Cash | Recycling building materials | ETC | | Jim Primdahl De-Construction Program Manager, Institute of Local Self-Reliance |
| Zoning Loads and Duct Design | Solve residential comfort and energy problems using zoned systems | ETC | Building Department inspector, Building Department plan checker, energy consultant, HVAC contractor, mechanical engineer; residential builder | |

WATER AND WASTEWATER

| Seminar name | Seminar description | Center | Target audience | Instructor |
|---------------------------------------|---|---------------|--|---------------------------|
| Municipal Water Pumping | Hybrid systems, standby to full operation, and equipment upgrades | ERC | | |
| Water Treatment for Energy Efficiency | Issuance and maintenance of an air quality permit | ERC | | |
| 9th Annual Water Conference | Energy efficiency for water and wastewater operations | CTAC | | |
| Instrumentation and Sensors Workshop | Sensing elements and control loops | AGTAC | Technicians who work with plant wastewater or water delivery processes | Gary Penny Edison ITAC |