

**Protocol/Template for 2013 American Housing Survey Energy Efficiency and Disaster Planning  
Modules Round One**

Participant ID #:       |\_A\_|\_H\_|\_S\_|\_E\_|\_E\_|\_D\_|\_P\_|\_|\_|\_|\_|

Interview Date:       |\_|\_|\_|\_| / |\_|\_|\_|\_| / |\_2\_|\_0\_|\_1\_|\_2\_| (mm/dd/yyyy)

Interviewer initials:   |\_|\_|\_|\_|

Start Time: \_\_\_\_\_ AM / PM   End Time: \_\_\_\_\_ AM / PM

Section 1: Interviewer: Read/ Paraphrase the following text:

Greeting:       Hello. My name is \_\_\_\_\_, and I work for the Census Bureau. Thank you for agreeing to participate in our study.

What:   In order to help us improve our surveys, we turn to people like you to find out if our questions make sense and are fairly easy to understand and answer. We have found that the best way to do that is to actually conduct the survey with people and see how it works for them. So you will be helping us test a questionnaire from one of our surveys.

How:   I want you to answer the questions exactly the way you would if an interviewer had come to your home for an official interview, but with one major difference...

Think Aloud:   I would like you to think aloud as you answer the questions. I am interested in your answers, but I am also interested in the process you go through in your mind when you answer the questions. I would like you to tell me everything that you are thinking and feeling as you go about answering each question.

Practice: Lets do a practice question before we start: How many windows are in your home?

Interruptions:   From time to time I'll ask you some questions about your answers, or about the questions themselves. Remember, there are no right or wrong answers, because only you know what you are thinking.

I really want to hear your opinions and reactions, so don't hesitate to speak up whenever something is unclear, is hard to answer, or doesn't seem to apply to you. Do you have any questions before we begin?

Confidentiality: Our session today is completely confidential. Any names you provide will never be used in our reports. Your participation in this study is completely voluntary and you can decline to answer any particular question.

Recording:       So I don't have to rely on my memory later on, I'd like to tape record this interview. That way, I can focus today on what you're saying rather than having to concentrate on taking notes. Is that ok with you?

\*\* HAVE PARTICIPANT SIGN CONSENT FORM

**\*\*Begin:                   \*\*TURN ON TAPE RECORDER\*\***

OK, let's begin. Please remember to think aloud as you answer the questions.

**INTRO 1: Now I will ask you some questions about your home and the people who live here.**

**1. Counting yourself, how many people are living or staying here?**

- 1. • 1
- 2. • 2 or more

**2. Is your home a house, an apartment, a manufactured/mobile home, or some other type of residence?**

- 1. • House
- 2. • Apartment
- 3. • Manufactured/mobile home
- 4. • Other (End interview)

**3. Is your home...**

*(FR instructions: Read categories until “yes” reply is received)*

- 1. • Owned?
- 2. • Rented?
- 3. • Occupied without payment of rent?
- 4. • Dk
- 5. • Ref

**INTRO 2: The next series of questions are about certain energy efficient features you might have in your home.**

**4. Are any of your appliances Energy Star rated?**

- 1. • Yes
- 2. • No (Skip to question 6)
- 3. • Dk (Skip to question 6)
- 4. • Ref (Skip to question 6)

Probe: How did you decide on your answer?

**5. Which of your appliances are Energy Star rated?**

_____	_____
_____	_____
_____	_____

**6. Is your [house/manufactured or mobile home/building as a whole] Energy Star rated or LEED certified?**

If necessary: Energy Star is designed to measure a building's performance, create practical operating (energy use) benchmarks/goals, help monitor performance, and reward energy efficiency.

If necessary: LEED stands for Leadership in Energy and Environmental Design. It is a system that establishes standards which can be used by independent parties to verify if a building uses strategies that optimize energy savings, water efficiency, CO2 emissions reduction, and indoor environmental quality.

1. • Yes
2. • No
3. • Dk
4. • Ref

Probe: (Ask this probe if respondent does not request that the FR read the “if necessary” section.)  
Are you familiar with the terms Energy Star rated and LEED certified?

**7. How many of the windows in your [house/manufactured or mobile home/building] are Energy Star rated. Would you say all, some, or none?**

1. • All
2. • Some
3. • None
4. • Dk
5. • Ref

**8. Since you have lived in this home, has a home energy audit or HERS rating been performed?**

If necessary: A home energy audit is also known as a home energy assessment. It is an evaluation done by an energy company and is the first step to assess how much energy your home consumes and to evaluate what measures you can take to make your home more energy efficient.

If necessary: The Home Energy Rating System (HERS) is a measurement of a home's energy efficiency. It is a key component of a home energy audit and a tool to help your home meet Energy Star efficient guidelines.

1. • Yes
2. • No
3. • Dk
4. • Ref

Probe: (Ask this probe if respondent does not request that the FR read the “if necessary” section.)

Are you familiar with the terms home energy audit and HERS rating?

**9. In choosing this home, how important was energy use or energy efficiency? Would you say very important, somewhat important, or not important?**

1. • Very important
2. • Somewhat important
3. • Not important
4. • Dk
5. • Ref

Probe: How did you decide on your answer?

*(FR instruction: IF Q3 IS 2 or 3, RENTED OR OCCUPIED WITHOUT RENT, SKIP TO QUESTION 15)*

**10. In 2012 or 2013, did you receive federal or state tax incentives or financial incentives from your utility company for making energy efficiency improvements or purchasing energy efficient appliances?**

1. • Yes
2. • No
3. • Dk
4. • Ref

Probe: How did you come up with your answer?

**11. Since [you/your household] [has/have] lived here, has the home's main heating equipment been replaced?**

1. • Yes
2. • No (skip to question 13)
3. • Dk
4. • Ref

**12. Approximately how old is your home's main heating equipment? \_\_\_\_\_**  
*(FR instruction: Enter '0' if less than 1 year, Enter '30' if 30 or more years.)*

Probe: Was it difficult for you to come up with this estimate?  
 If we were at your home, would you look up this information?

**13. Since [you have/your household has] lived here, has the home's main cooling equipment been replaced?**

1. • Yes
2. • No (skip to question 15)
3. • Dk
4. • Ref

**14. Approximately how old is your home's main cooling equipment? \_\_\_\_\_**  
*(FR instruction: Enter '0' if less than 1 year, Enter '30' if 30 or more years.)*

Probe: Was it difficult for you to come up with this estimate?  
 If we were at your home, would you look up this information?

**15. What percentage of the lights in your home are compact fluorescent (CFL) or LED? Would you say none, a quarter, half, three quarters, or all?**

1. • None
2. • A quarter
3. • Half
4. • Three quarters
5. • All
6. • Dk
7. • Ref

Probe: How did you decide on your answer?  
 Did you have difficulty deciding which percentage to choose?  
 Do the answer categories make it more difficult or easier to decide?  
 Are you familiar with the terms compact fluorescent (CFL) or LED?

**INTRO 3: The next series of questions are to determine your preparedness for emergency**

situations, such as a fire, and for large-scale disaster situations, such as a flood or earthquake.

16. **Is your building number clearly readable from the street, even at night, such as with reflective numbers posted on the building structure or on the mailbox?**

1. • Yes
2. • No
3. • Dk
4. • Ref

Probe: If Yes: Can you tell me more about your building number?

17. **[Have you | Has your household] prepared any kind of kit with necessary supplies to take with you if you have to evacuate your home?**

1. • Yes
2. • No
3. • Dk
4. • Ref

18. **[Have you | Has your household] prepared a disaster plan containing your vital financial information and contact numbers in case you have to evacuate your home?**

1. • Yes
2. • No
3. • Dk
4. • Ref

19. **If [you | your household] had to evacuate from your town or city to a safe place at least 50 miles away, do you have the financial resources, in terms of savings or available credit card balances, to meet expenses of up to \$2,000 during an emergency evacuation?**

1. • Yes
2. • No
3. • Dk
4. • Ref

20. **If [you | your household] had to evacuate from your town or city to a safe place at least 50 miles away, do you have enough reliable vehicles to carry all of your household members,**

**pets, and a small amount of supplies such as clothes and food?**

- 1. • Yes
- 2. • No
- 3. • Dk
- 4. • Ref

Probe: If Yes, No, Dk: Can you tell me more about that?

**21. If [you | your household] had to evacuate from your town or city to a safe place at least 50 miles away,] would you need assistance in evacuating or sheltering your pets?**

- 1. • Yes
- 2. • No
- 3. • No Pets
- 4. • Dk
- 5. • Ref

Probe: What is this question asking in your own words?

**22. If [you | your household] had to evacuate from your town or city to a safe place at least 50 miles away for two weeks, where would you be most likely to stay during those two weeks?**  
(FR instruction: Read categories)

- 1. • With relatives or friends
- 2. • In a public shelter
- 3. • In a tent or car
- 4. • In a room in a hotel or motel
- 5. • In a manufactured/mobile home
- 6. • In a travel trailer or RV
- 7. • At some other type of residence; specify \_\_\_\_\_
- 8. • Dk
- 9. • Ref

(FR instruction: SKIP TO QUESTION 25 IF Q1 IS 1—ONE PERSON)

**23. In some disasters, household members will need to evacuate separately. Does your household have an agreed-upon meeting point if that should happen?**

- 1. • Yes
- 2. • No
- 3. • Dk
- 4. • Ref

**24. Do the members of your household have an alternative communication plan in the event that cell phone service is disrupted?**

- 1. • Yes
- 2. • No



- 3. • Dk
- 4. • Ref

25. **[Do you | Does your household] have available dry food goods to feed [yourself | each member] for 3 days?**

- 1. • Yes
- 2. • No
- 3. • Dk
- 4. • Ref

26. **[Do you | Does your household] have available at least 3 gallons or 24 bottles of water [per person]?** *(FR instruction: Do not read 'per person' if only 1 person in household)*

- 1. • Yes
- 2. • No
- 3. • Dk
- 4. • Ref

27. **[Do you | Does your household] have a generator to provide electricity in case there is a power outage?**

- 1. • Yes
- 2. • No
- 3. • Dk
- 4. • Ref

*(FR instruction: ASK ONLY IF Q3 IS 1—OWNED)*

28. **If your home was destroyed by natural disaster and the loss was not covered by your homeowners insurance, what is your most likely long-term housing option?**

*(FR instruction: Read categories)*

- 1. ☐ **Rebuild home on existing site**
- 2. ☐ **Purchase a new or existing home**
- 3. ☐ **Rent housing**
- 4. ☐ **Some other housing option; specify \_\_\_\_\_**

Debriefing Questions

Overall, would you say the survey questions were easy or difficult to respond to? Which ones? Why?

Do you think there are questions some people would find difficult? Sensitive? Which ones?

Do you have anything else you would like to tell us that you haven't had a chance to mention yet?

Thank you very much for participating in this interview.