

SOLAR DECATHLON EVALUATION  
NON-DECATHLETE FORMER-COLLEGE-STUDENT CATI SURVEY

OMB Control No. \_\_\_\_

12/01/10

ALL-CAPITALS INSTRUCTIONS IN [BRACKETS] ARE FOR THE INTERVIEWERS AND WILL APPEAR ON THE CATI MONITOR. INFORMATION IN A BOX IS FOR THE CATI PROGRAMMER.

Q1-Q5 ARE SCREENING QUESTIONS

- 1 Hello, my name is \_\_\_\_\_. I'm calling from \_\_\_\_\_ on behalf of the U.S. Department of Energy. I'm calling with a few questions that will help the Department of Energy evaluate the public's knowledge and use of solar energy and energy-efficient products. The questions will take about 12 minutes. The survey is voluntary and any answers you provide will not be identified with you. They will be combined with those of others in the results. The call may be monitored or recorded for quality purposes.

Since the year 2000, has someone in this household attended a four-year college or university for at least a year?

- 1 YES / I DID → CONTINUE WITH Q2  
2 YES, BUT NEEDS TO BRING TO PHONE → [WHEN PERSON IS ON THE PHONE, REPEAT Q1.]  
3 NO → That is all of our questions. Thank you for taking our call. [TERMINATE]  
4 DON'T KNOW → That is all of our questions. Thank you for taking our call. [TERMINATE]

- 2 Are you still enrolled in a college undergraduate degree program?

- 1 YES  
2 NO  
3 DON'T KNOW

IF Q2 = 02, CONTINUE. ALL OTHERS, INTERVIEWER READ, That is all of our questions. Thank you for taking our call. [TERMINATE]

3 Since 2000, students in some colleges or universities have built demonstration houses that get all of their electricity and heat from the sun and entered them into a competition in Washington, D.C. called the Solar Decathlon. The houses are displayed on the National Mall for about two weeks for the public to visit. Recently this has been in October. When you were in college, did you help build one of these solar-powered houses for a Solar Decathlon competition?

- 1 YES → This survey is for college students that did not participate in a Department of Energy Solar Decathlon. That is all of our questions. An online survey for college students who helped build a solar-powered house for the Solar Decathlon competition is available on the Solar Decathlon Alumni website at <http://solardecathlonalumni.org/>. The survey is voluntary. You are encouraged to go to the website to participate in the Decathlete survey. Thank you for taking our call. [TERMINATE]
- 2 NO
- 3 DON'T KNOW

4 Have you ever read about or heard of this exhibit of solar-powered homes built by students on the National Mall in Washington, D.C. called the Solar Decathlon?

- 1 YES
- 2 NO
- 3 DON'T KNOW

5 In college, did you major in an engineering, architectural, marketing, physics, communications, or computer-aided design field of study?

- 1 YES
- 2 NO / DID NOT HAVE A MAJOR
- 3 DON'T KNOW

IF Q5 = 01, CONTINUE. ALL OTHERS, INTERVIEWER READ, That is all of our questions. Thank you for taking our call. [TERMINATE]
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6 Which of the following includes your highest level of education? [READ AND RECORD ANSWER]

- 1 Some college or associates degree
- 2 College or university degree
- 3 Currently taking graduate courses
- 4 Some postgraduate work or degree
- 5 DECLINED

7 In what academic field or fields did you major in college? [SELECT ALL MENTIONED]

- 1 ARCHITECTURE
- 2 COMPUTER DESIGN
- 3 ECOLOGY
- 4 ELECTRICAL ENGINEERING
- 5 ENVIRONMENTAL ENGINEERING
- 6 LIGHTING DESIGN
- 7 MARKETING OR COMMUNICATIONS
- 8 MATERIALS ENGINEERING
- 9 MECHANICAL ENGINEERING
- 10 PHYSICS
- 11 OTHER → [RECORD:] \_\_\_\_\_
- 12 OTHER → ]RECORD:] \_\_\_\_\_
- 13 DID NOT DECLARE A MAJOR / DON'T RECALL

IF Q6 = 03 OR 04, CONTINUE. ALL OTHERS SKIP TO Q10.

8 Did (does) your graduate work include the study of how to produce, manage, market, or use energy from the sun or wind to generate electricity or heat a house?

- 1 YES
- 2 NO
- 3 DON'T KNOW

9 Did (does) your graduate work include the study of how to make a house more energy efficient?

- 1 YES
- 2 NO
- 3 DON'T KNOW

10 Since leaving your undergraduate college studies, have you been employed in work involving the design, manufacture, sales, installation research, or use of solar- or wind-energy, or energy-efficient products?

- 1 YES
- 2 NO
- 3 DECLINED

IF Q10 = 01, CONTINUE. ALL OTHERS SKIP TO Q13.

11 Please describe what the work involves? [SELECT ALL MENTIONED.]

- 1 BUILDING CODES—SETS OR ENFORCES
- 2 EDUCATION OR TRAINING—ABOUT THE ENVIRONMENT
- 3 EDUCATION OR TRAINING—ABOUT RENEWABLE ENERGY OR ENERGY EFFICIENCY
- 4 EFFICIENT APPLIANCES—DESIGN, MANUFACTURE, SALES OR INSTALLATION
- 5 EFFICIENT CARS, TRUCKS, OR RAIL VEHICLES—DESIGN, MANUFACTURE, OR SALES
- 6 EFFICIENT LIGHTING—DESIGN, MANUFACTURE, SALES OR INSTALLATION
- 7 ENERGY EFFICIENCY PROGRAMS—DESIGN, EVALUATE, OR OPERATE
- 8 GOVERNMENT—ENVIRONMENTAL PROTECTION OFFICE
- 9 GOVERNMENT OTHER OFFICE RELATED TO PROTECTING THE ENVIRONMENT
- 10 GREEN BUILDINGS—ARCHITECTURAL DESIGN OF
- 11 GREEN BUILDINGS—CONSTRUCTION OF
- 12 SOLAR SYSTEMS—DESIGN, MANUFACTURE, SALES OR INSTALLATION
- 13 WIND POWER SYSTEMS—DESIGN, MANUFACTURE, SALES OR INSTALLATION
- 14 OTHER → [RECORD:] \_\_\_\_\_
- 15 OTHER → [RECORD:] \_\_\_\_\_
- 16 NO ANSWER

12 Have you ever started up a business related to this work?

- 1 YES
- 2 NO

13 In the last seven years, have you helped to convince anyone, including yourself, to actually install any type of solar- or wind-energy equipment, such as solar panels, on a home or business?

- 1 YES
- 2 NO
- 3 DON'T RECALL

IF Q13 = 01, CONTINUE. ALL OTHERS SKIP TO Q18.

14 What kind of solar- or wind-energy equipment was installed? [SELECT AS MANY AS ARE MENTIONED. IF 01-06 SELECTED, DO NOT SELECT 07.]

- 1 SOLAR PANELS TO GENERATE ELECTRICITY
- 2 SOLAR PANELS TO HEAT HOT WATER
- 3 SOLAR PANELS TO HEAT ROOMS
- 4 WIND TURBINES TO GENERATE ELECTRICITY
- 5 WIND TURBINES TO PUMP WATER
- 6 OTHER → [RECORD:] \_\_\_\_\_
- 7 DON'T KNOW

IF MORE THAN ONE RESPONSE SELECTED FOR Q14, CONTINUE.  
IF Q14 = 07, SKIP TO Q18. ALL OTHERS SKIP TO Q16.

15 Which of these equipments would you say is likely to generate the most energy for its owner? [IF RESPONDENT DOESN'T KNOW, ASK HIM/HER TO ESTIMATE WHICH.]

- 1 SOLAR PANELS TO GENERATE ELECTRICITY
- 2 SOLAR PANELS TO HEAT HOT WATER
- 3 SOLAR PANELS TO HEAT ROOMS
- 4 WIND TURBINE TO GENERATE ELECTRICITY
- 5 WIND TURBINE TO PUMP WATER
- 6 OTHER → [RECORD:] \_\_\_\_\_

16 Did you install this equipment on your own home or business?

- 1 YES
- 2 NO

IF Q16 = 01, SKIP TO Q21

17 Considering all of the possible things that might have influenced the decision to install the IF Q14 HAS ONE RESPONSE, INSERT RESPONSE FROM Q14; ELSE INSERT RESPONSE FROM Q15, how important would you rate your personal influence on the decision? Please rate your influence on a scale of 0 to 10, where 0 means your influence was not at all important and 10 means you believe the equipment would not have been installed if you had not influenced it.

- 1 [RECORD RATING BETWEEN 0 AND 10; CONFIRM YOUR ENTRY:] \_\_\_\_\_
- 2 DON'T KNOW

AFTER Q17, SKIP TO Q21

18 In the last seven years have you visited any Internet sites that described the availability of utility or state incentives for solar-energy systems to generate electricity or heat for your home?

- 1 YES
- 2 NO
- 3 DON'T RECALL

19 In the last seven years have you given any thought to the advantages and disadvantages of installing solar panels to generate electricity or to heat water for your own house?

- 1 YES
- 2 NO
- 3 LIVE IN AN APARTMENT
- 4 NO PERMANENT RESIDENCE
- 5 DON'T RECALL

IF Q19 = 01 CONTINUE. ALL OTHERS SKIP TO Q21.

20 In the last seven years have you asked a contractor to offer you a price for installing solar panels to generate electricity or to heat water for your house, or have you investigated a price on your own?

- 1 YES
- 2 NO
- 3 LIVE IN AN APARTMENT
- 4 NO PERMANENT RESIDENCE
- 5 DON'T RECALL

21 In the last seven years, Have you helped to convince anyone, including yourself, to install any type of energy-efficient equipment, such as an efficient appliance or lighting fixture, in a home or business?

- 1 YES
- 2 NO
- 3 DON'T RECALL

IF Q21 = 01, CONTINUE. ALL OTHERS SKIP TO Q26.

22 What kind of energy-efficient equipment was installed? [SELECT AS MANY AS ARE MENTIONED. IF 01-07 SELECTED, DO NOT SELECT 08.]

- 1 COMPACT FLUORESCENT LIGHTS
- 2 EFFICIENT APPLIANCES FOR RESIDENTIAL, COMMERCIAL, OR INDUSTRIAL BUILDINGS
- 3 EFFICIENT INDUSTRIAL OR COMMERCIAL EQUIPMENT, E.G., MOTORS
- 4 EFFICIENT LIGHTING FIXTURES FOR RESIDENTIAL, COMMERCIAL, OR INDUSTRIAL BUILDINGS, E.G., FOR T-8S
- 5 EFFICIENT WINDOWS
- 6 INSULATION
- 7 OTHER → [RECORD:] \_\_\_\_\_
- 8 DON'T KNOW

IF MORE THAN ONE RESPONSE SELECTED FOR Q22, CONTINUE.  
IF Q22 = 08, SKIP TO Q26. ALL OTHERS SKIP TO Q24.

23 Which of these pieces of equipment would you say is likely to save the most energy for its owner? [IF RESPONDENT DOESN'T KNOW, ASK HIM/HER TO ESTIMATE WHICH.]?

- 1 COMPACT FLUORESCENT LIGHTS
- 2 EFFICIENT APPLIANCES FOR RESIDENTIAL, COMMERCIAL OR INDUSTRIAL BUILDINGS
- 3 EFFICIENT INDUSTRIAL OR COMMERCIAL EQUIPMENT, E.G., MOTORS
- 4 EFFICIENT LIGHTING FIXTURES FOR RESIDENTIAL, COMMERCIAL OR INDUSTRIAL BUILDINGS, E.G., FOR T-8S
- 5 EFFICIENT WINDOWS
- 6 INSULATION
- 7 OTHER → [RECORD:] \_\_\_\_\_
- 8 DON'T KNOW

24 Did you install this equipment on your own home or business?

- 1 YES
- 2 NO

IF Q24 = 01, SKIP TO Q26.

25 Considering all of the possible things that might have influenced the decision to install the [if Q22 HAS ONE RESPONSE, INSERT RESPONSE FROM Q22; ELSE INSERT RESPONSE FROM Q23], how important would you rate your personal influence? Please rate your influence on a scale of 0 to 10, where 0 means your influence was not at all important and 10 means the equipment would not have been installed if you had not influenced it.

- 1 [RECORD RATING BETWEEN 0 AND 10; CONFIRM YOUR ENTRY:] \_\_\_\_\_
- 2 DON'T KNOW

26 I'm going to read several statements about renewable energy and energy efficiency. Please tell me whether you believe the statements are true or false.

PRESENT INTERVIEWER STATEMENTS A. TO H. RANDOMLY CHANGE THE ORDER OF THE STATEMENTS BETWEEN RESPONDENTS.

[READ EACH STATEMENT. AFTER READING THE STATEMENT RECORD THE RESPONDENT'S CHOICE. IF NEEDED, ASK, Would you say this statement is . . .]

- 1 TRUE
- 2 FALSE
- 3 NOT SURE/DON'T KNOW

- A. Over the course of a year, a home called a "zero-energy home" will produce at least as much electricity as it uses.
- B. If you install solar-electric panels on your house you might still need to buy electricity from your local utility.
- C. A house that uses solar panels to reduce its energy costs will usually have a higher initial purchase price than the same house without solar panels.
- D. Houses that use solar panels also require batteries.
- E. Solar panels that collect energy from the sun can only be used to generate electricity.
- F. In most of the northern hemisphere, a rooftop solar panel that faces due south will collect more solar energy than one facing due east.
- G. A compact fluorescent light bulb uses one-quarter to one-third as much energy as an incandescent bulb that produces the same amount of light.
- H. A refrigerator that is labeled ENERGY STAR will use less electricity to cool an item of food than a similar refrigerator that is not labeled ENERGY STAR.

AFTER THE LAST TRUE-FALSE QUESTION CONTINUE TO Q27.

- 27 The remaining questions will be used only to group answers from all of the surveys. Your answers will not be identified with you personally.

Do you own or rent your home?

- 1 OWN
- 2 RENT
- 3 OTHER

- 28 Prior to college, or while you were in college, did you participate in any activity that encouraged other people to conserve energy or help the environment? [IF ASKED, AN "ACTIVITY" COULD INCLUDE AN ECOLOGY CLUB, RALLY, WALKATHON, OR NEIGHBORHOOD CLEAN UP.]

- 1 YES
- 2 NO
- 3 DON'T RECALL

- 29 Prior to college, or while you were in college, did you ever write about energy conservation or the environment in a school paper, a blog, or a letter to the editor?

- 1 YES
- 2 NO
- 3 DON'T RECALL

- 30 Are you aware of an Internet site called the Database of State Incentives for Renewables and Efficiency where the availability of state and utility incentives for installing solar energy and energy efficient equipment is listed?

- 1 YES
- 2 NO
- 3 NOT SURE

- 31 Has anyone living in the household ever had any formal technical training or engineering education?

- 1 YES
- 2 NO
- 3 DON'T KNOW
- 4 REFUSED

32 I am going to read some age categories. Please stop me when I read the category that includes your age. [WHEN STOPPED, SAY,] Your age is between [READ THE LAST CATEGORY SPOKEN.] Is that correct? [SELECT IF CONFIRMED. IF NOT CONFIRMED, ASK FOR THE CORRECT CATEGORY AND SELECT.]

- 1 20 to 29 years
- 2 30 to 39 years
- 3 40 to 49 years
- 4 50 to 59 years
- 5 60 to 69 years
- 6 70 years or older
- 7 REFUSED

33 Finally, for analysis purposes only, I am going to ask about the combined income of all persons living in this household during the past 12 months. I am going to read several income categories. Please stop me when I read the category that includes the combined income in the last 12 months of everyone living in the household. [WHEN STOPPED, SAY, You attained READ THE LAST CATEGORY SPOKEN AND SELECT IT IF CONFIRMED. IF NOT CONFIRMED, ASK FOR THE CORRECT CATEGORY AND SELECT.]

- 1 Less than \$50,000 → [CONTINUE]
- 2 \$50,000 to \$100,000 → [SKIP TO Q35]
- 3 More than \$100,000 → [SKIP TO Q36]
- 4 DON'T KNOW → That is all of our questions. Thank you very much for your time. Have a nice day/evening. [TERMINATE]
- 5 REFUSED → That is all of our questions. Thank you very much for your time. Have a nice day/evening. [TERMINATE]

34 Is the household income [READ AND SELECT THE RANGE CHOSEN]

- 1 Less than \$10,000?
- 2 \$10,000 but less than \$30,000?
- 3 \$30,000 but less than \$50,000?
- 4 DON'T KNOW
- 5 REFUSED

That is all of our questions. Thank you very much for your time. Have a nice day/evening. [TERMINATE]

35 Is the household income [READ AND SELECT THE RANGE CHOSEN]

- 1 Less than \$50,000?
- 2 More than \$50,000 but less than \$75,000?
- 3 More than \$75,000 but less than \$100,000?
- 4 DON'T KNOW
- 5 REFUSED

That is all of our questions. Thank you very much for your time. Have a nice day/evening.  
[TERMINATE]

- 36 Is the household income [READ AND SELECT THE RANGE CHOSEN]
- 1 Less than \$150,000?
  - 2 DON'T KNOW
  - 3 REFUSED

That is all of our questions. Thank you very much for your time. Have a nice day.

END OF SURVEY FOR NON-DECATHLETE FORMER-STUDENTS
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