



NYSEG/RG&E Evaluation Report

Process Evaluation for the Appliance Recycling Program Program Year 2023

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1. Executive Summary

ADM Associates, Inc. (the Evaluator) was contracted by New York State Electric and Gas Corporation (NYSEG) and Rochester Gas and Electric (RG&E) (collectively, the Companies) to provide evaluation services for their commercial, industrial, and residential energy efficiency programs. This report describes the process evaluation of the residential Appliance Recycling Program (ARP) for program year (PY) 2023.

The process evaluation consists of interviews with program and implementation staff as well as participant surveys.

1.1 Objectives

The primary evaluation goals are to:

- Understand participant engagement and look for the most effective marketing strategies for the program.
- Identify success and shortfalls in the customer experience, contractor relations, and the program delivery process.

1.2 Methodology

ADM staff interviewed NYSEG, RG&E, and ARCA staff to understand the program's goals, design, and implementation strategy. Participant surveys were distributed to assess the participants' program experiences.

Five staff participated in the program and implementation staff interview, which lasted approximately forty-five minutes and was conducted using Microsoft Teams. Interview participants included the Program Manager, Energy Specialist, and the Evaluation Manager from the Companies, as well as the ARCA Senior Director of account management, and the Executive Account Manager.

A total of 216 participants completed the ARP participant survey. The breakdown of appliances recycled by survey participants are as follows:

- 71 primary refrigerators
- 92 secondary refrigerators
- 59 freezers
- 20 room ACs

The survey lasted about 15 minutes and was conducted using Qualtrics; respondents received a \$10 gift card as a thank you for their time.

1.3 Conclusions

The following conclusions were generated from the evaluation.

- There is inconsistency between program tracking data and self-claimed information on whether refrigerators were of primary use or secondary use.
- A high number of secondary refrigerators were replaced but the majority were replaced with ENERGY STAR refrigerators.
- Many participants had considered getting rid of the recycled appliance before hearing about the program, but they most likely would not have recycled the appliance.
- The incentive and free pickup service were strong motivators to ensure the appliance was properly recycled.
- Marketing the program through emails and bill inserts were effective strategies for promoting program awareness and participation. Those strategies along with advertising on the Company's websites and word of mouth made up 80% of overall program awareness.
- Most participants who replaced their appliance did so through a retail facility or online retailer, but a small percentage did purchase the replacement through a secondary market.

1.4 Recommendations

Recommendations for the program overall are as follows:

- Provide customers with more information on rebate status. The majority of dissatisfaction with the program was influenced by the lack of communication surrounding rebates. Perhaps customers could receive updates regarding rebate status through email.
- Make sure implementation staff know when the rebates are to be distributed. According to participants, rebate checks were said to be expected anywhere in the range of 10 business days to 12 weeks. Implementation staff should be informed of and give participants honest and consistent timelines of when rebates can be expected.
- Continue the expanded marketing efforts. Expanded marketing efforts contributed to the program's success. The monetary motivation is capitalized on during the two-month promotion where a slightly larger rebate amount is offered.

2. Introduction

This section provides Appliance Recycling Program (ARP) design, implementation, and goals ascertained from the program and implementation staff interview. A description of the program is outlined below.

2.1 Program Description

The Appliance Recycling Program provides free pick up and recycling service for refrigerators, freezers, and room air conditioning units for NYSEG and RG&E electric customers. Compact refrigerators and dehumidifiers also qualify for the program for a limited two-month period. The program generally offers \$50 rebates for large appliances such as refrigerators and freezers and offers \$10 rebates for any room AC unit that is also recycled at that time. An event is run in the fall that offers \$75 for refrigerators and freezers and \$25 for room AC units. Appliances must be functional and clean at the time of pickup. ARCA was contracted by NYSEG and RG&E to provide the recycling service. Customers were able to schedule their pickup online or over the phone. Once the appliances are picked up, they are taken out of service and properly recycled at ARCA's recycling facility.

2.2 Program Outreach

In 2022, the ARP came close to meeting the overall program goals. NYSEG attained 83% of their goal and RG&E reached 87%. Marketing efforts were expanded in 2022 and into 2023 which may have been the reason for the increased success of the program. During a two-month promotion in the fall, incentives were increased from \$50 per refrigerator or freezer to \$75 per unit and from \$10 for room ACs to \$25 per unit. Staff also went to Home Depot stores in their service territory and had in-store collaboration with sales associates which helped provide additional outreach to customers looking for new appliances.

An additional promotion was run in November and December of 2022 where a thank you email was sent to customers who participated in the ARP as well as the Residential Rebates Program and were given a coupon to the Online Marketplace Program where customers can buy energy efficient products.

2.3 Program Implementation

Customers interested in recycling their appliance could schedule a pickup online or over the phone with ARCA. Most participants (66%) scheduled their pickup online and the remaining 34% scheduled over the phone. Participants could schedule a pickup for up to two refrigerators and two freezers. Participants who recycled a larger appliance such as a refrigerator or freezer were

also eligible to add room ACs onto their pickup. Also, during the staff interview it was explained that appliances needed to be plugged in and running to demonstrate that they are functional and therefore be eligible to participate in the program. When the Evaluators conducted the impact analysis survey in PY2022, four out of 209 participants claimed that their refrigerator was not functional at the time of recycling and six out of 164 participants claimed that their freezer did not work at the time of pickup. However, all participants from Q1 and Q2 of PY2023 claimed that their appliance was functional at the time of pickup.

3. Process Evaluation

The goal of the Appliance Recycling Program (ARP) process evaluation is to assess the performance of the program through interviews with program participants. Participants surveyed for this process evaluation were from Q1 and Q2 of the 2023 program year.

3.1 Staff Interview

ADM interviewed Company staff as well as ARCA staff. ARCA has been the implementor of the program since ARCA provided turnkey appliance recycling programs across the nation for utilities and businesses.

In the interview, ARCA staff described the collection process. After the customer schedules a pickup online or over the phone, the ARCA collection team goes to the customer's home, verifies that the unit is in working condition, then disables the unit on site to ensure it doesn't return to the secondary market. The appliances are then brought back to ARCA's recycling facility for processing. Six weeks later the customer receives a \$50.00 rebate for refrigerators and freezers and a \$10.00 rebate for room ACs.

Implementation staff explained that the goal of the program is to generate kW and kWh savings and reduce energy use. It was specified that they won't recycle the appliance if it is not in working condition. Participants cannot recycle AC units without recycling a refrigerator or freezer.

The program performed very well in 2022 and got very close to reaching the overall kW and kWh savings goals. NYSEG reached 83% of their goal and RG&E reached 87% of their goal. Company staff explained that increased marketing efforts may have contributed to program success. One marketing effort included a two-month promotion where rebate amounts were increased. The promotion took place in the fall. During that time, refrigerator and freezer incentive amounts increased from \$50 to \$75 per unit and room AC incentives increased from \$10 to \$25 per unit.

Another marketing strategy included implementation staff going to Home Depot stores in the utility service territory and creating in-store collaboration with sales staff. This helped to provide additional outreach to customers who were looking for new appliances.

Company staff explained an additional promotion that was run in November and December. A thank you email was sent to customers who participated in the ARP as well as the Residential Rebates Program. The thank you email included a coupon to the Online Marketplace where customers could buy energy efficient products. Company staff explained that it had a good response rate, helped increased customer satisfaction, and cross promoted programs.

Other instances of cross program promotion included instore promotion of multiple programs such as lighting and advertising of the ARP in Home Energy Reports. Home Energy Reports are sent to customers monthly and sometimes appliance recycling is mentioned in those reports. It is not mentioned in every Home Energy Report, but it is mentioned seasonally.

The program is becoming less cost effective. Utility staff cited the decreased savings in the TRM in 2022 and the increase in vendor prices due to market conditions changing from COVID and other circumstances. Company staff indicated that it has been a challenge to keep the program cost-effective. However, Implementation staff indicated that they are trying some new and innovative things such as dehumidifier and compact refrigerator recycling. These additional small appliances can be requested for pick up when the pickup order is placed for the larger item.

Other reasons for increased program costs include increased labor and gas prices. From a participant perspective, the cost of energy efficient equipment has increased. The incentive check was \$35 until partway through 2021 when it was increased to \$50. Company staff explained that it is a challenge because when the incentive amount is increased, participation increases, but then it costs more money. It is a challenge to balance marketing efforts while trying to keep costs reasonable. ARCA has a pickup team and a recycling team that works out of the recycling center. Rent and utility costs have increased and inflation has also affected their costs.

No-contact pickup is offered. In no-contact pickup situations, the customer has to have the appliance plugged in with an extension cord at the time of pickup to verify that it is in working condition. No-contact pickup was originally offered because of COVID-19 but is still offered post-COVID. This has been one of the larger programmatic changes for the Implementation staff. No-contact pickups are decreasing because it is easier for customers to have staff move the appliance rather than customers moving the large appliances themselves.

As mentioned previously, Implementation staff explained that refrigerators and freezers must be plugged in when they pick up the appliance so the team can verify that the unit is cooling. As soon as the appliance is picked up, the power cord is cut, and the temperature gauge is smashed with a hammer to ensure the appliance does not reenter the secondary market.

Implementation staff explained that the secondary market is strong right now because of rising prices associated with supply chain issues in the market. It is also increasingly easy to list working appliances on secondary platforms such as Facebook Marketplace.

Sometimes Implementation staff need to reschedule pickups. Causes for rescheduling include the customer not being home at the time of pickup, customers not following the program guidelines (such as not disconnecting the water lines or cleaning out the refrigerator or freezer), or inability to remove the appliance from the customer's home without removing door frames or other changes to the home.

3.2 Participant Survey

This section presents findings from the participant survey.¹ The process evaluation addressed the following research questions:

- How do customers learn about the program?
- How did the customer contact the program?
- What were the motivations for the participation in the program and the decision-making process for incentivized projects?
- How satisfied were customers with the interaction between implementation contractors and Avangrid staff?
- To what degree did the energy savings meet customer expectations?
- How satisfied were participants with the program overall?
- What are the perceived advantages and disadvantages of the program?

3.2.1 Data Collection

The Companies provided the Evaluators with a list of 1,804 unique participant contacts. A simple random sample was compiled from the data. Surveys were programmed into Qualtrics and emailed to a sample of 1,348 participants. A total of 261 participants completed the survey.

3.2.2 Program Overview

One of the main objectives of this process evaluation was to understand how participants learned about the program to gauge which marketing methods have been most effective. Figure 3-1 shows the breakdown from the survey effort of how participants learned about the program.

¹ Note that percentages listed in figures are rounded and therefore do not always equal 100%

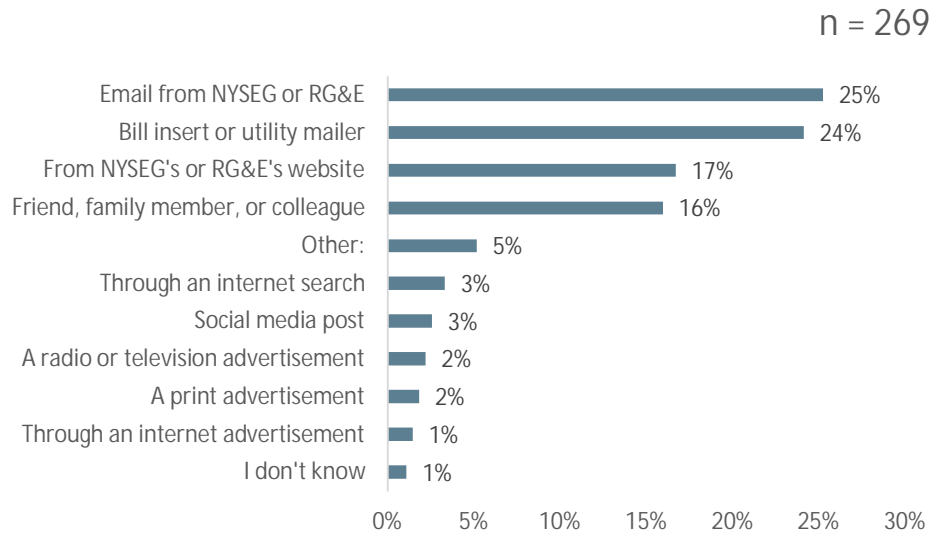


Figure 3-1 How Participants Learned About the Program

Fourteen participants choose “other” and cited the following channels:

- Employee at a retail facility such as Lowes, Home Depot, or another appliance dealer informed them about the program (7 participants)
- Previously used the program (4 participants)
- Real Estate Agent (2 participants)
- Media coverage (1 participant)

Sixty-six percent of participants contacted the program to participate via the online scheduling process while 34% preferred to schedule their pickup over the phone as shown in Figure 3-2.

n = 216

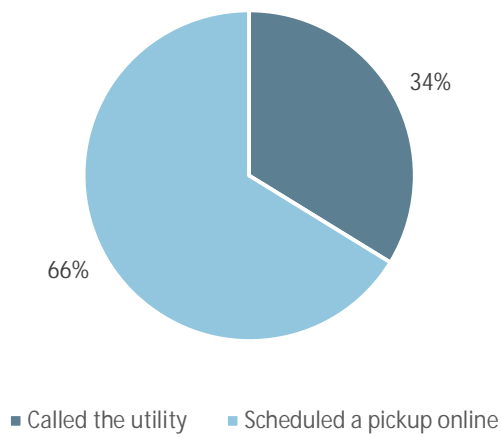


Figure 3-2 How Did You Contact the Program

Figure 3-3 shows that most participants preferred to be contacted via email, text, or phone calls. Participants were permitted to choose more than one answer for the preferred contact method.

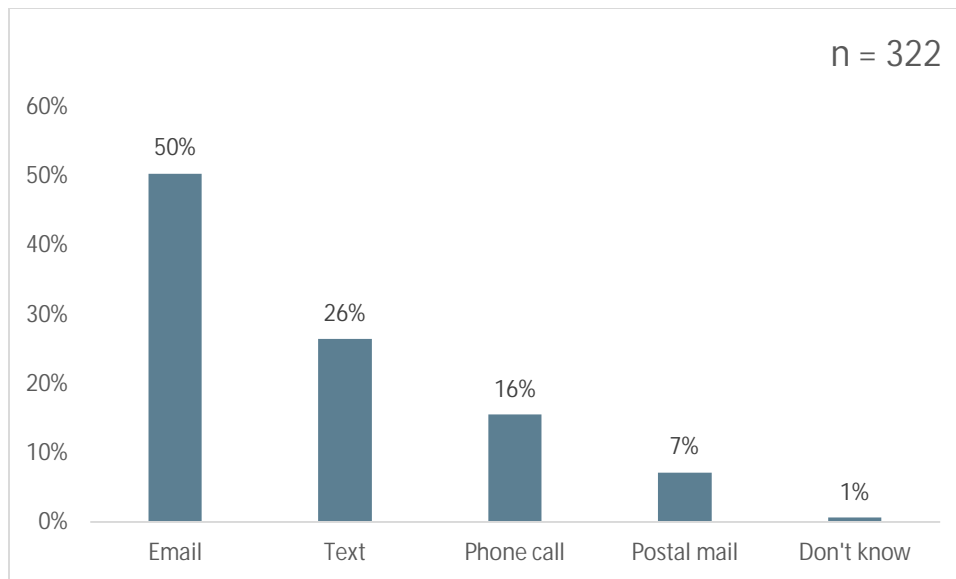


Figure 3-3 Preferred Contact Method

Participants were asked whether they noticed energy savings on their electric bill. Figure 3-4 shows that most participants stated that it was too early to tell if they noticed energy savings from recycling their appliance. Participants surveyed were from Q1 and Q2 of the 2023 program year, which makes sense why many cited that it was too early to tell if there were energy savings.

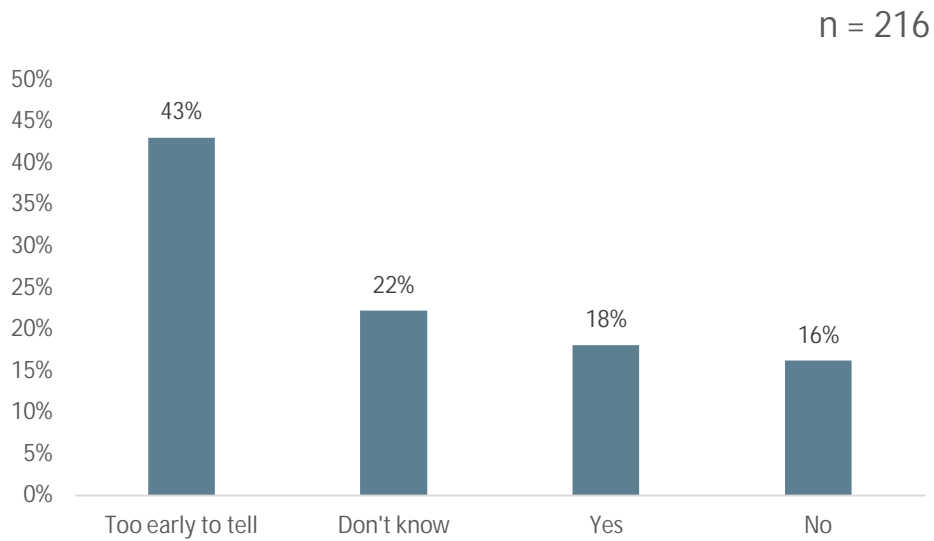


Figure 3-4 Noticed Energy Savings

When participants were asked about recycling a compact refrigerator, 62% said that they would drop it off at a designated drop off area for a similar rebate amount. Figure 3-5 shows the

breakdown of whether a participant was willing to drop off their refrigerator for recycling at a designated drop off area.

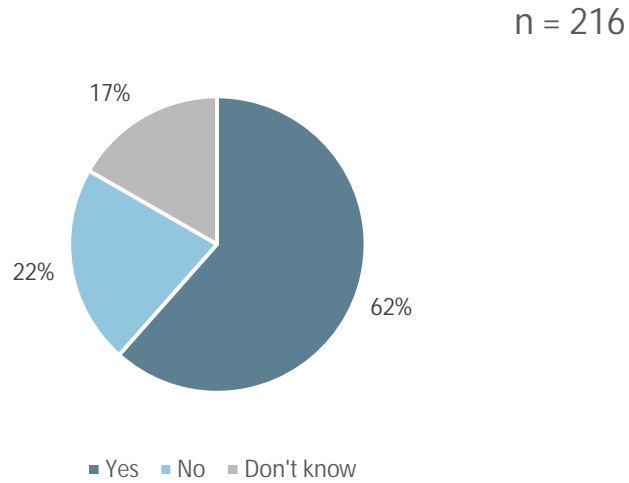


Figure 3-5 Compact Refrigerator Recycling Potential

Table 3-1 through Table 3-2 show the results from customer satisfaction questions in the survey. Overall, customer satisfaction was high with most customers reporting that the contractors were courteous, professional, and completed their job well, and the pickup of measures was scheduled and completed in a reasonable amount of time.

Table 3-1 Contractor Satisfaction Questions

Question	1 – Strongly disagree	2 – Somewhat disagree	3 – Neither agree nor disagree	4 – Somewhat agree	5 – Strongly agree	Don't know
The contractor was courteous and professional (n = 216)	7.41%	0.00%	1.85%	5.56%	81.02%	4.17%
The pickup was scheduled in a reasonable amount of time (n = 216)	7.41%	5.09%	2.78%	10.19%	74.07%	0.46%
The pickup was completed in a reasonable amount of time (n = 216)	6.48%	4.17%	1.39%	7.87%	79.63%	0.46%

Overall program satisfaction was high. Most customers indicated that the rebate amount was adequate, the process of filling out the rebate application was easy, and the amount of time it took to receive the rebate was satisfactory. Despite high customer satisfaction, sixteen participants were dissatisfied with the rebate amount. Eight of them were told that the rebate would be more, seven had not received their rebate yet, and one said they didn't know.

Table 3-2 Program Satisfaction

Question	1 – Very dissatisfied	2 – Somewhat dissatisfied	3 – Neither satisfied nor dissatisfied	4 – Somewhat satisfied	5 – Very satisfied	Don't know
The amount of the rebate you received	5.09%	2.31%	10.19%	28.24%	50.46%	3.70%
The process to fill out the rebate application	0.93%	1.39%	8.80%	20.83%	66.20%	1.85%
The time it took to receive your rebate	9.26%	6.94%	8.33%	16.20%	52.78%	6.48%
Your experience with your contractor	1.39%	1.39%	3.70%	8.80%	81.94%	2.78%
Your experience with the program overall	2.31%	1.85%	6.48%	16.20%	72.69%	0.46%

Perceived advantages to participating in the program were generally focused on the convenience of a free pickup service and not having to carry or transport large appliances themselves along with the incentive payment for doing so. Customers also cited the peace of mind associated with getting rid of the appliance and knowing it was going to be properly recycled leading to perceived environmental benefits.

Most participants had no perceived disadvantages to participating in the program, but most who did cited the long wait for rebate checks, long waits for pickups, and long pickup window.

3.2.3 Primary Refrigerators

Of the 216 survey participants, 71 recycled one or more primary refrigerators. When asked if they had noticed any energy savings since recycling the appliance, most participants said it was too early to tell (45%). Although some participants (14%) indicated that they did notice savings, shown in Figure 3-6.

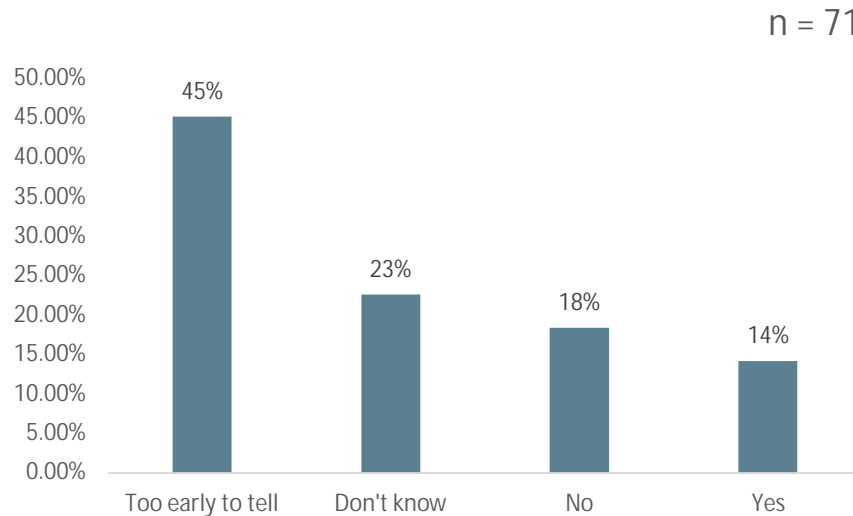


Figure 3-6 Energy Savings Noticed

The number of refrigerators recorded in the tracking data was correct for most participants with only two of 71 saying that the number of recycled refrigerators was incorrect.

Of the 71 participants, 58 (82%) indicated that they did purchase a new unit to replace the recycled appliance while only 13 (18%) said they did not replace the recycled appliance. Of the 58 participants who replaced their appliance, 54 purchased an ENERGY STAR appliance and 4 indicated that they didn't know.

Figure 3-7 shows that most participants who replaced their appliance bought their replacement from a retail location or from an online retailer. No participants indicated that they purchased their replacement primary refrigerator from a secondary market such as Facebook marketplace, Craigslist, or another secondary market. One participant specified that the appliance was given to them.

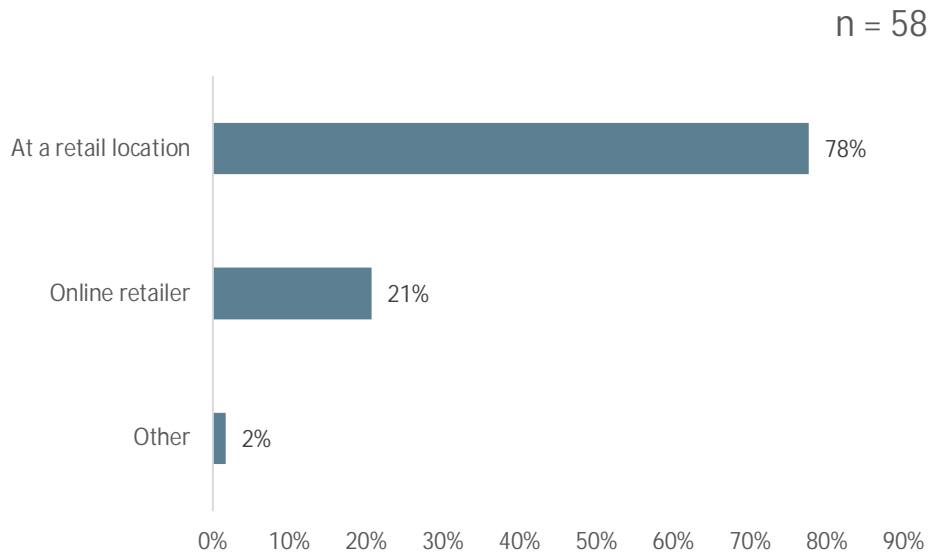


Figure 3-7 Primary Refrigerator Replacement Retailer

When asked whether they spent money from the rebate on the new appliance, results were nearly split evenly between customers who did or did not put the rebate towards their purchase. Figure 3-8 shows the breakdown of whether customers spent their rebate on a new appliance.

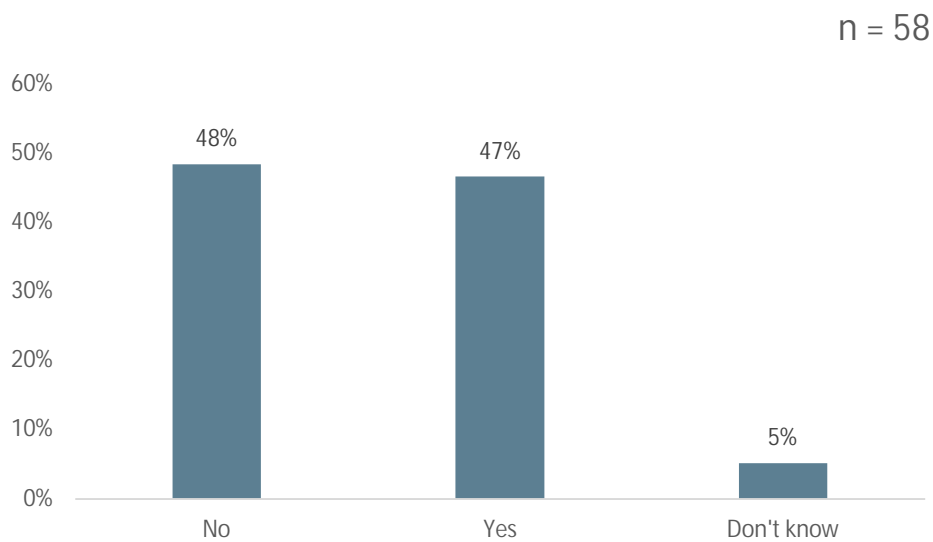


Figure 3-8 Rebate Spent on New Appliance

The tracking data indicated whether the refrigerator was being used as a primary or secondary refrigerator. Most of the tracking data was accurate, however just over 21% of participants

indicated that the refrigerator was being used as a backup refrigerator and around 8% indicated that the refrigerator was not in use (Figure 3-9).

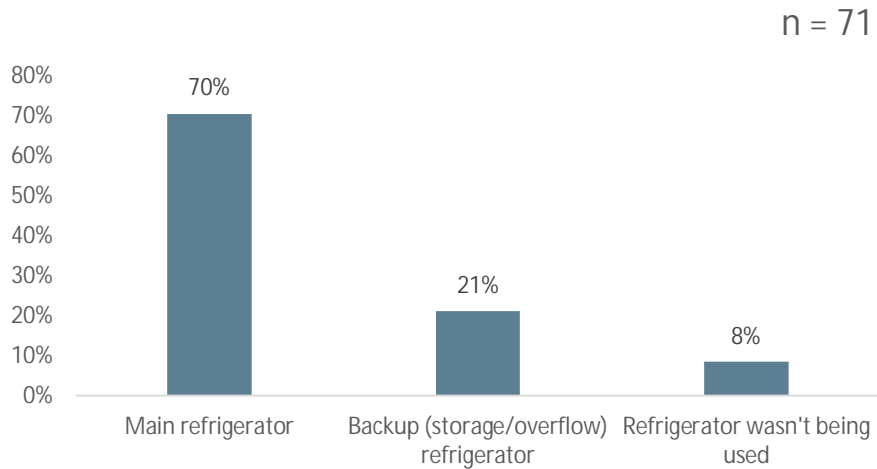


Figure 3-9 Main or Backup Refrigerator

Figure 3-10 shows that approximately 90% of participants indicated that their refrigerator was plugged in all the time. Three participants specified that the appliance was plugged in 2, 4, and 6 months out of the year. A small number of participants indicated that the refrigerator was either never plugged in or they did not know.

n = 71

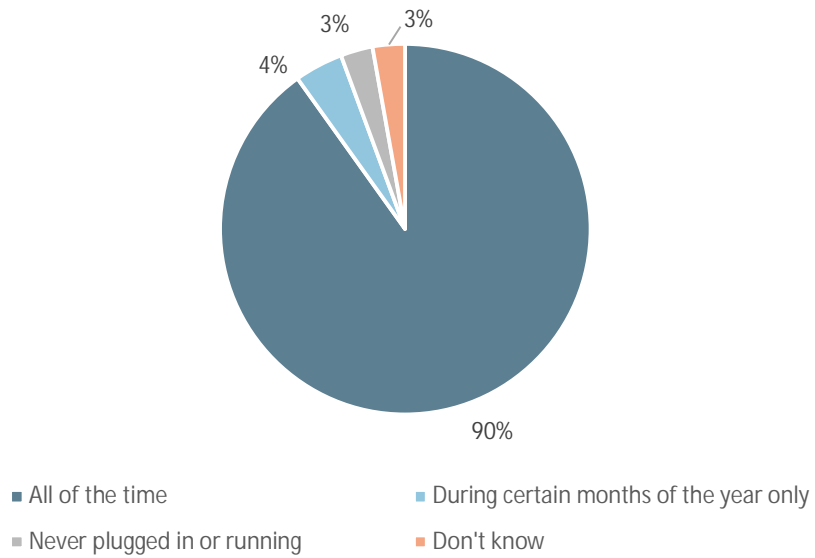


Figure 3-10 Number of Months Plugged In

Participants were asked about the condition of the recycled primary refrigerator. Most participants indicated the units were working well or only required minor repair (see Figure 3-11).

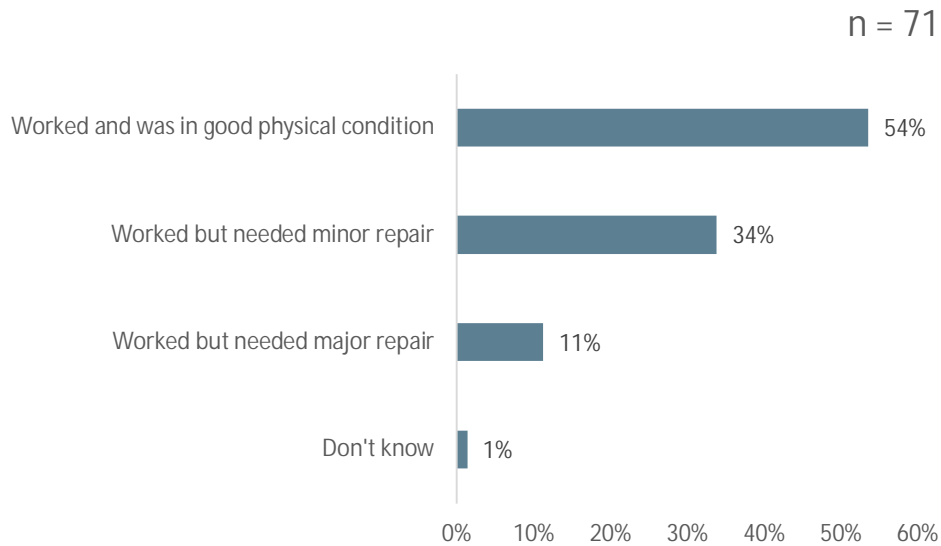


Figure 3-11 Condition of Recycled Primary Refrigerator

As shown in Figure 3-12, around 70% of participants claimed that they had previously considered disposing of the primary refrigerator before they found out about the ARP.

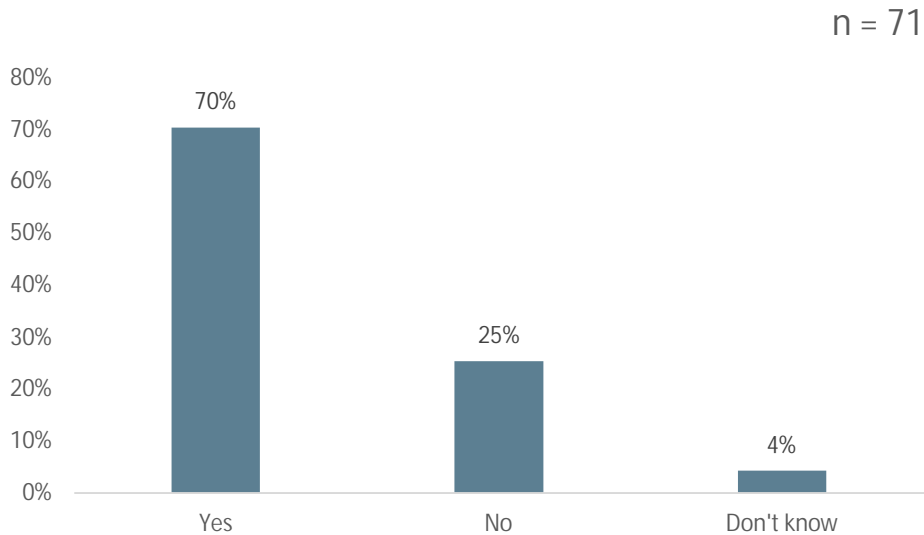


Figure 3-12 Previously Considered Getting Rid of the Primary Refrigerator

Participants were asked how they would have recycled the appliance had they not participated in the program and could choose multiple answers. As shown in Figure 3-13, there was a wide array of answers. Only around 5% of participants said they would have taken the primary refrigerator to a recycling center. Most participants said they would have taken the refrigerator to a landfill or scrap yard (20%) or had it removed by a retailer or contractor (19%). One

participant indicated that they would have gotten rid of the appliance some other way. They specified that they would have had it “picked up by town”.

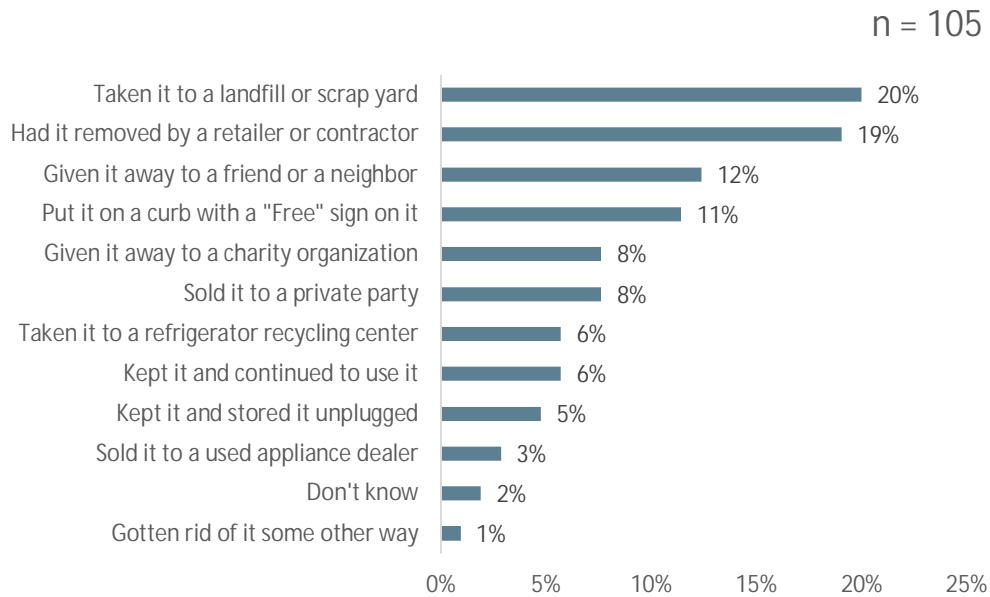


Figure 3-13 Disposal Without the ARP

When asked about their motivation to recycle the appliance, most participants indicated that the monetary incentive payment was their main reason (35%) as shown in Figure 3-14. Two of the participants selected “other” motivations for participating and specified:

- “Sold the house”
- “It was making an unusual noise when the motor was running”

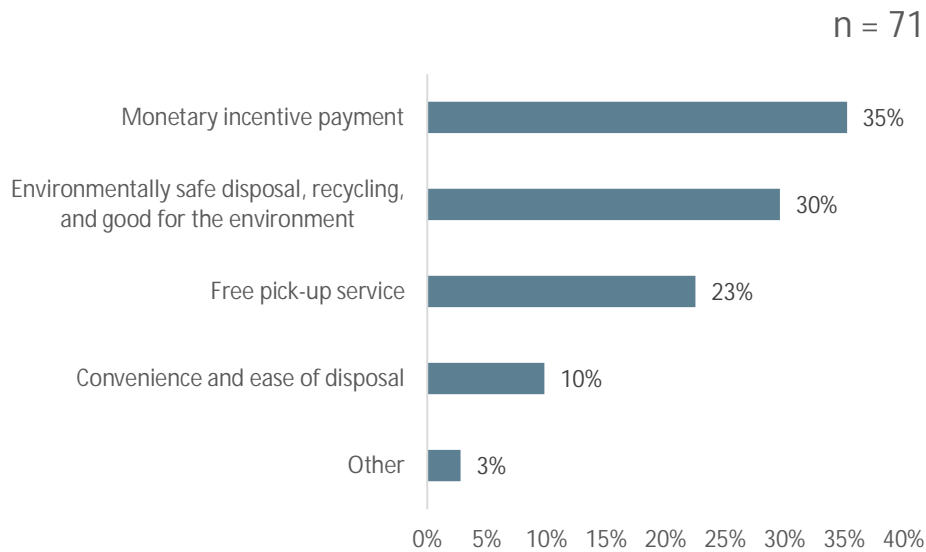


Figure 3-14 Motivation for Participation

3.2.4 Secondary Refrigerators

Of the 216 survey participants, 92 recycled one or more secondary refrigerators. When asked if they noticed any savings after recycling the secondary refrigerator, most participants indicated that it was too early to tell as shown in Figure 3-15.

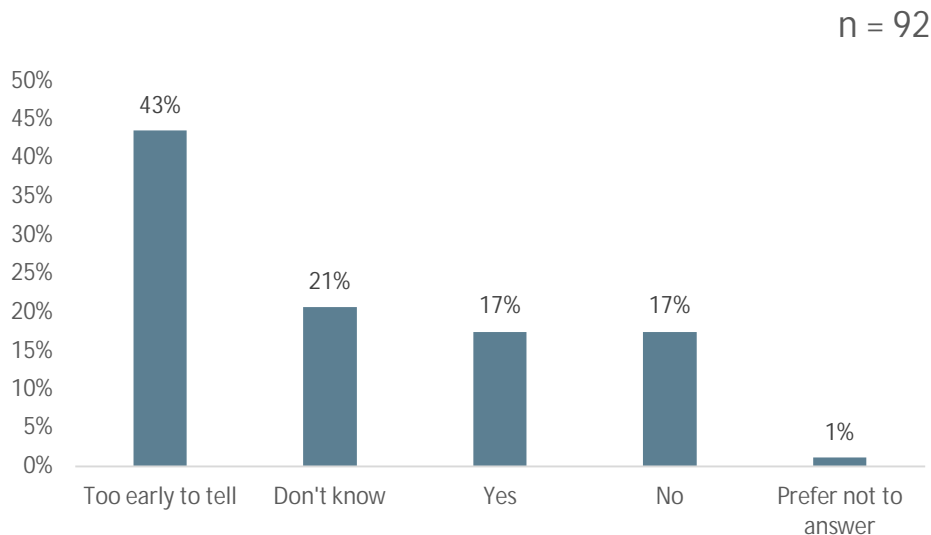


Figure 3-15 Secondary Refrigerator Savings Noticed

Tracking data provided by the Companies indicated how many refrigerators were recycled and whether they were primary or secondary. The tracking data was around 98% accurate when addressing the number of refrigerators recycled. One participant indicated that they recycled two

refrigerators instead of one, and one participant indicated that they recycled more than two refrigerators. The participant data and tracking data were not as closely aligned when it came to whether the refrigerator was a primary or secondary unit as shown in Figure 3-16.

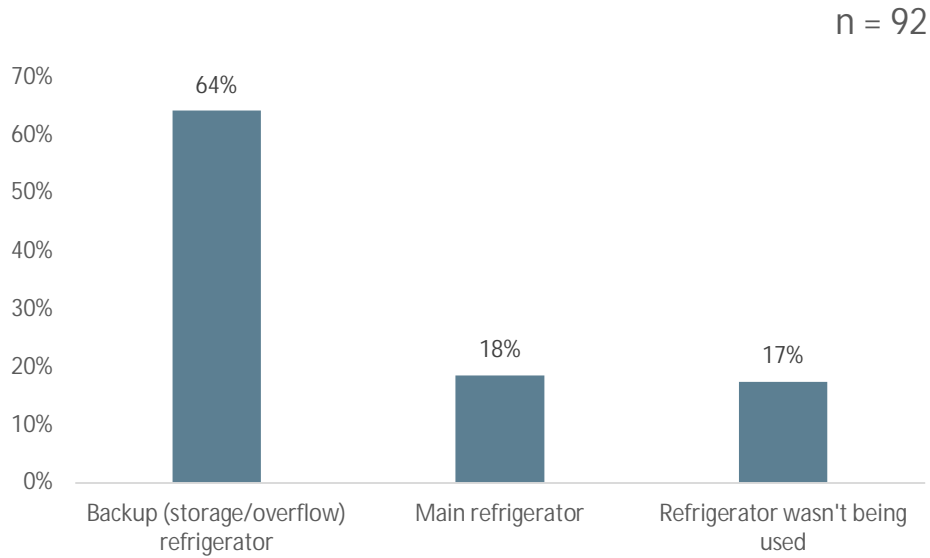


Figure 3-16 Refrigerator Primary or Secondary

When asked whether they had purchased a new appliance to replace the recycled appliance, a slight majority of participants said that they had not (51%). However, 47% said that they replaced the secondary refrigerator and the remaining two percent said they did not know as shown in Figure 3-17.

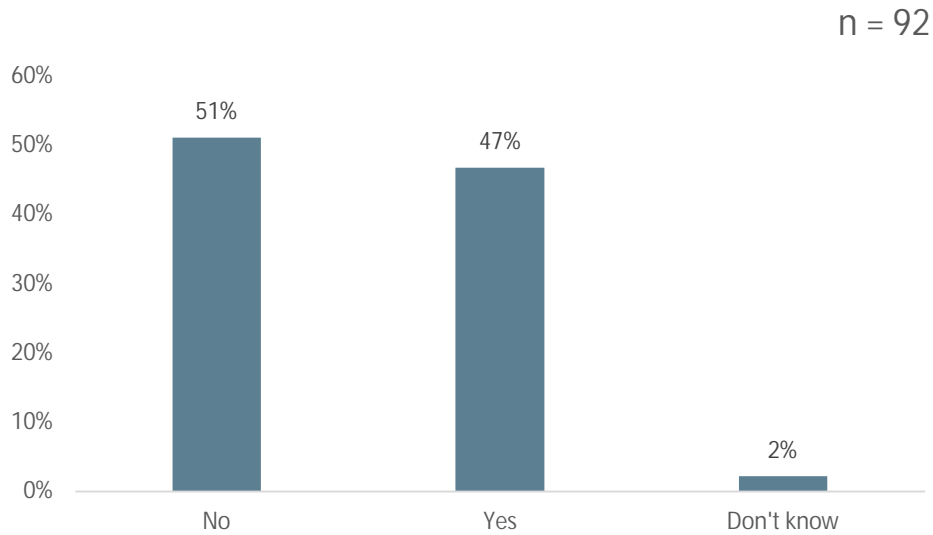


Figure 3-17 Was the Secondary Refrigerator Replaced

Of the nearly 47% of participants who claimed to have replaced the appliance, 88% said the replacement was ENERGY STAR certified and the remaining percentage (12%) said they did not know.

Of the 43 participants who replaced their secondary refrigerator, 79% purchased the unit from a retail location while 14% purchased from an online retailer and 5% purchased from a secondary market as seen in Figure 3-18.

n = 43

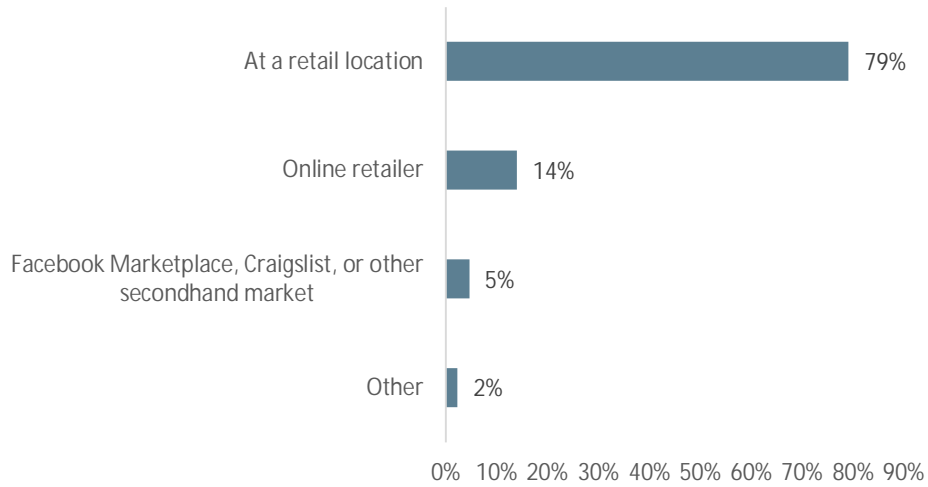


Figure 3-18 Market Choice for Secondary Refrigerator Replacement

As seen in Figure 3-18, one participant chose “other” and specified that they got the replacement from “Corning Building Company”. When asked if the rebate check went towards the replacement appliance, 53% of respondents said it did, while 35% said it did not, and 12% said that they did not know (see Figure 3-19).

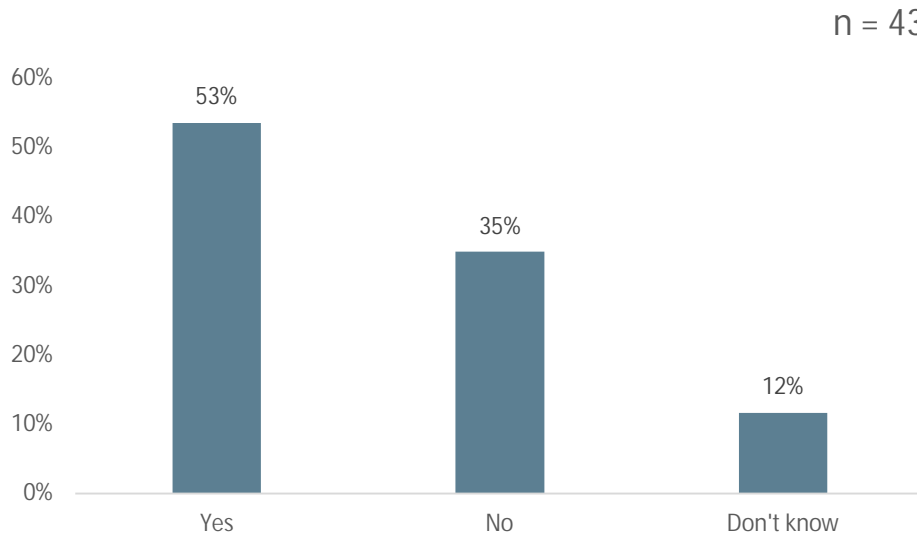


Figure 3-19 Rebate Went Towards New Appliance

Seventy six percent (76%) of participants stated that their secondary refrigerator was plugged in all of the time while 13% said it was plugged in during certain times of year, 9% said it was never plugged in and 2% said they did not know as shown in Figure 3-20.

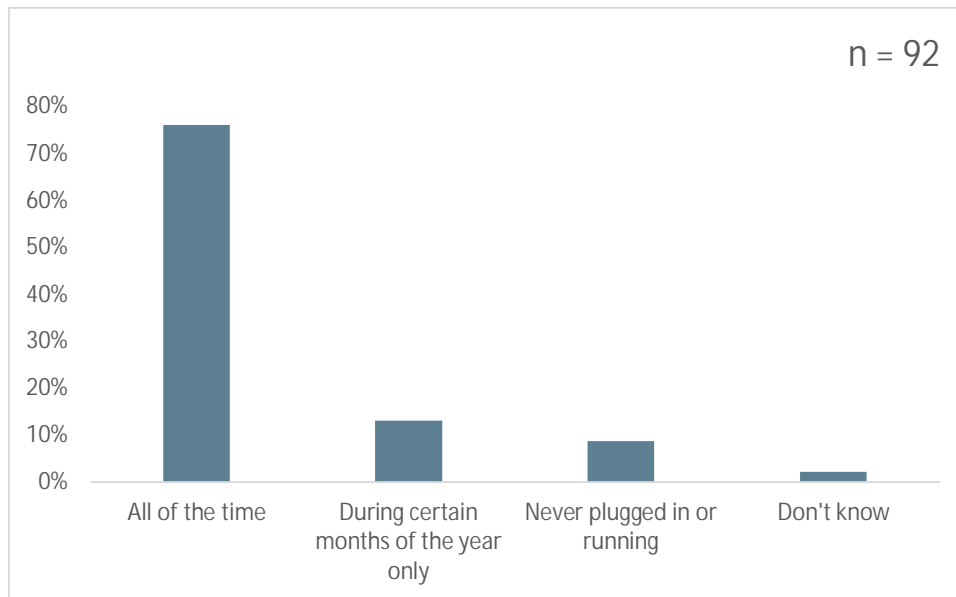


Figure 3-20 Secondary Refrigerator Plugged In

Ten participants said they only had their appliance plugged in during certain months. Specified number of months ranged from 1-8 months. Out of the 92 participants, most said that their appliance was at least only in need of minor repair. Seven percent claimed that their appliance would have needed major repairs, but none claimed that the appliance was not functional at the time of recycling (see Figure 3-21).

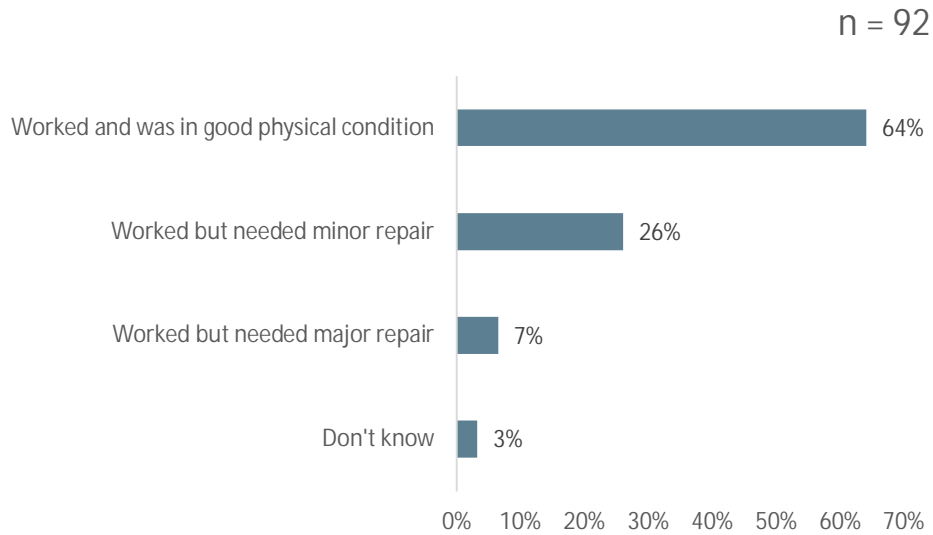


Figure 3-21 Condition of Secondary Refrigerator

When asked what they would have done with the appliance had they not participated in the ARP, participants were allowed to choose multiple answers. A wide range of answers were provided as shown below in Figure 3-22.

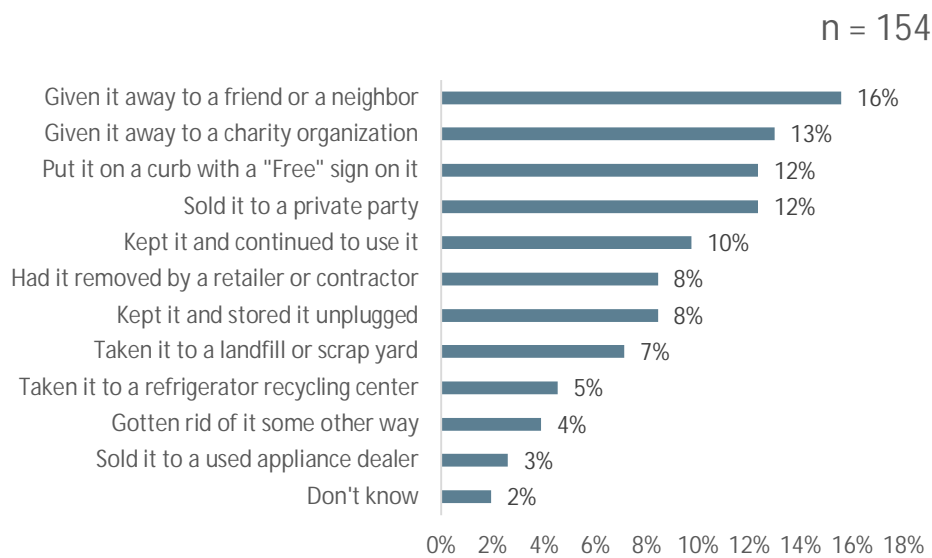


Figure 3-22 Alternative Way of Getting Rid of the Appliance

The top three answers involved giving the appliance away in some capacity. Only five percent claimed that they would have taken the appliance to a recycling center. When asked to specify how they would have gotten rid of the appliance some other way, participants said the following:

- "Pay the city to come and get it."

- “Sell or giveaway on Facebook Market Place”
- “City garbage pickup”
- “Through my trash company”
- “Taken the refrigerator to the local metal recycling yard”
- “junk service”

When asked about the motivation behind recycling their old refrigerator, the following reasons were provided as shown in Figure 3-23.

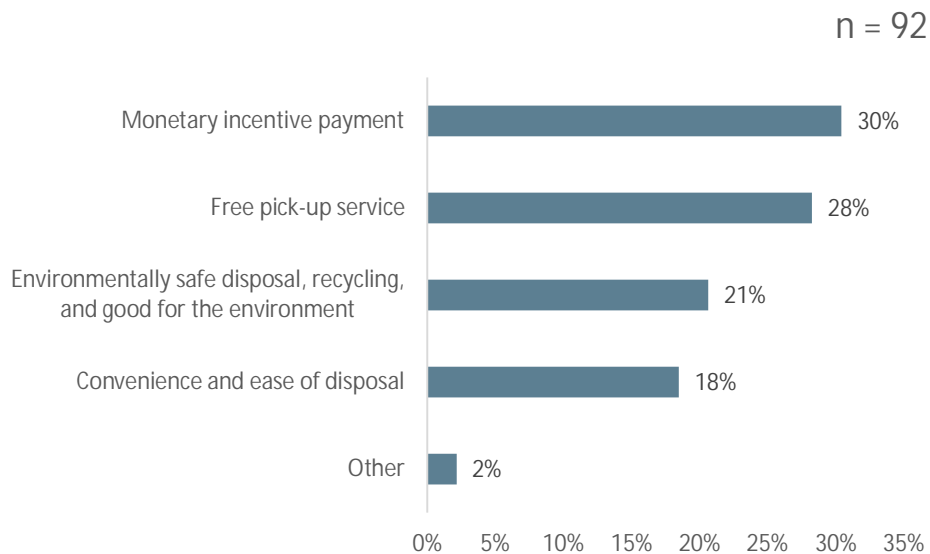


Figure 3-23 Motivation to Recycle Secondary Refrigerator

Monetary incentive checks are a large motivator for program participation. The two participants who chose “other” specified that they were “moving” and “not using [the] appliance”.

3.2.5 Freezers

Of the 216 survey participants, 59 recycled one or more freezers. Nearly two thirds of participants (64%) said that they previously considered getting rid of the freezer as shown in Figure 3-24.

n = 59

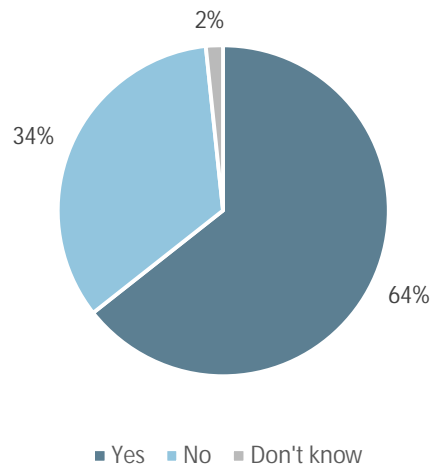


Figure 3-24 Previously Considered Disposing of the Freezer

When asked what they would have done with the freezer had they not recycled it through the program, participants gave a variety of answers. They were allowed to select more than one answer in the survey. None of the participants claimed that they would have taken it to an appliance recycling center. The one participant that chose "other" said that they "would have had the garbage company take it" (see Figure 3-25).

n = 84

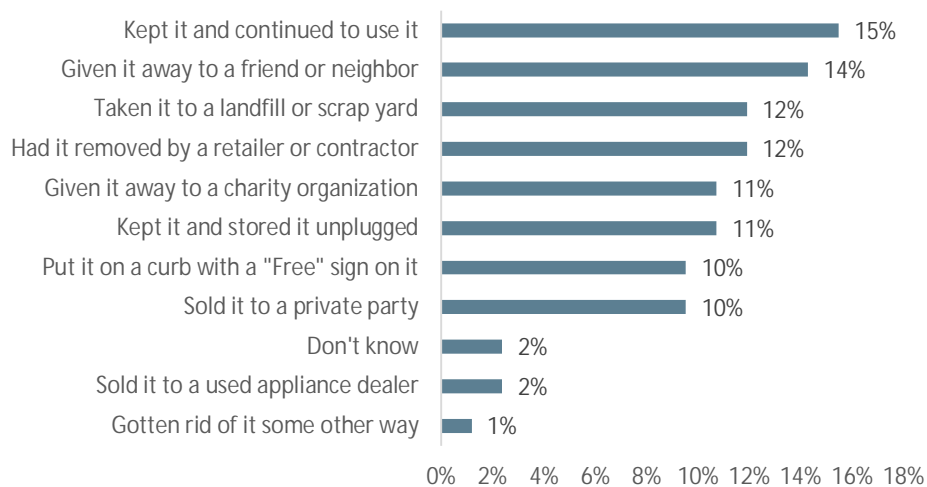


Figure 3-25 Freezer Disposal Without the ARP

When asked what motivated them to get rid of their freezer using the ARP, 41% explained that they were motivated by the monetary incentive payment. The second biggest reason was

environmentally safe disposal as shown in Figure 3-26. One participant selected “other” and stated that “[the] old freezer [was] too small and inefficient”.

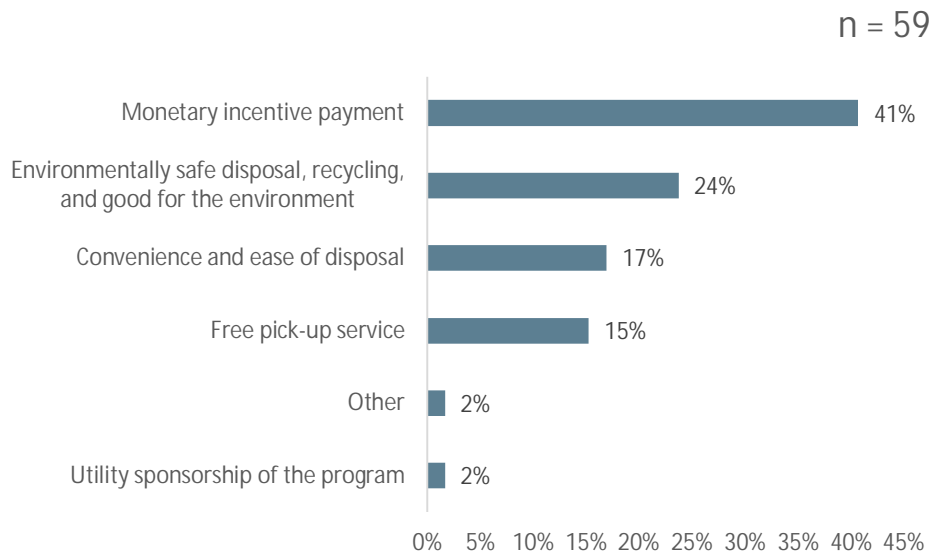


Figure 3-26 Freezer Recycling Motivation

3.2.6 Room Air Conditioners

Of the 216 survey participants, 20 recycled one or more room air conditioners. Seventy five percent (75%) of participants had previously considered getting rid of the old room AC and the remaining 25% had not previously considered getting rid of their room AC unit. Participants provided many alternative ways of disposing of their room ACs, but a large percentage (28%) said that they would have taken it to a landfill and only 8% claimed they would have taken it to an appliance recycling center as shown in Figure 3-27.

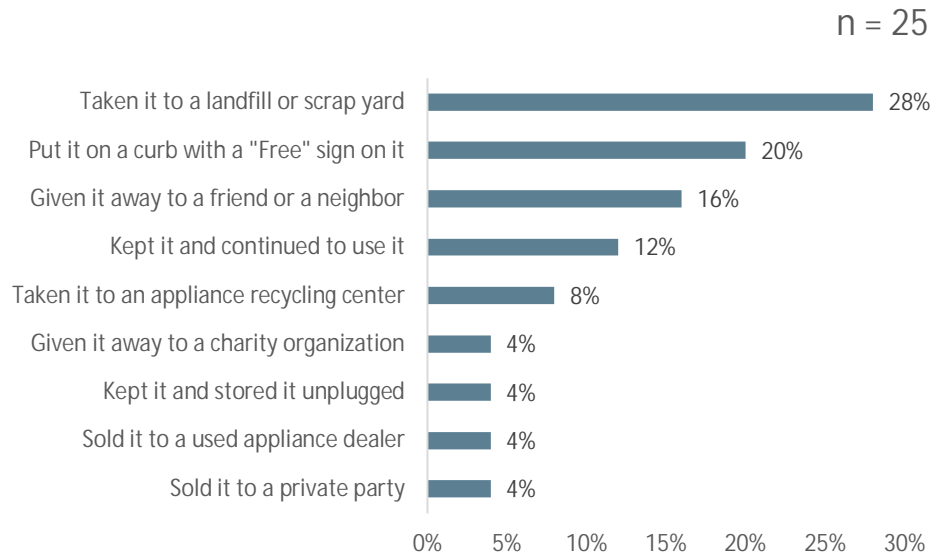


Figure 3-27 Alternative Disposal Method of AC Unit

According to survey respondents, the primary motivation for recycling their room AC was due to the free pick-up service provided. Twenty-five percent (25%) of participants were motivated by the environmentally safe disposal. Convenience of disposal and monetary incentive payments were also strong reasons for participation as shown in Figure 3-28.

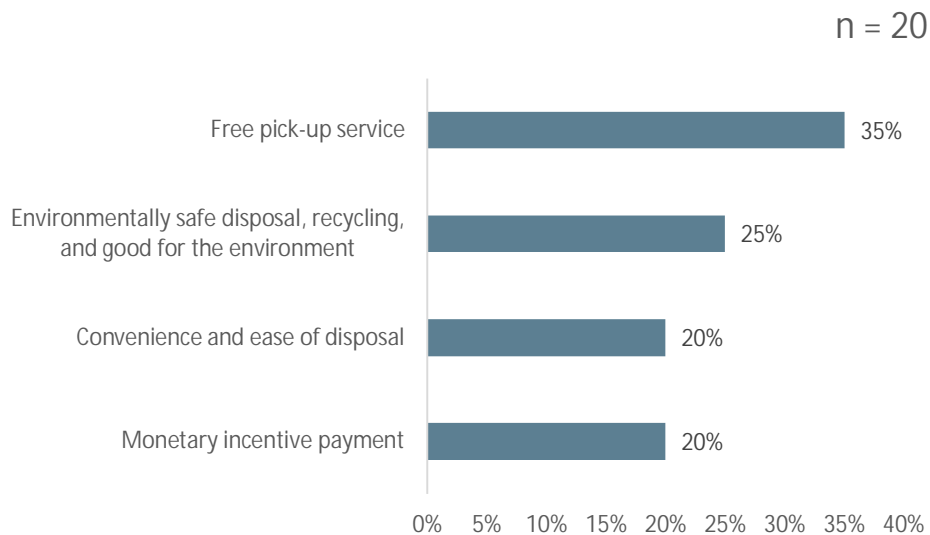


Figure 3-28 Motivation for Recycling Room AC

4. Conclusions and Recommendations

This chapter presents conclusions and recommendations from the process evaluation of the Appliance Recycling Program (ARP) using feedback from program stakeholders and participants.

4.1 Conclusions

The following conclusions were generated from the evaluation.

- There is inconsistency between program tracking data and self-claimed information on whether refrigerators were of primary use or secondary use.
- A high number of secondary refrigerators were replaced but the majority were replaced with ENERGY STAR refrigerators.
- Many participants had considered getting rid of the recycled appliance before hearing about the program, but they most likely would not have recycled the appliance.
- The incentive and free pickup service were strong motivators to ensure the appliance was properly recycled.
- Marketing the program through emails and bill inserts were effective strategies for promoting program awareness and participation. Those strategies along with advertising on the Company's websites and word of mouth made up 80% of overall program awareness.
- Most participants who replaced their appliance did so through a retail facility or online retailer, but a small percentage did purchase the replacement through a secondary market.

4.2 Recommendations

Recommendations for the program overall are as follows:

- Provide customers with more information on rebate status. Most of the dissatisfaction with the program was influenced by the lack of communication surrounding rebates. Perhaps customers could receive updates regarding rebate status through email.
- Make sure implementation staff know when the rebates are to be distributed. According to participants, rebate checks were said to be expected anywhere in the range of 10 business days to 12 weeks. Implementation staff should be informed of and give participants honest and consistent timelines of when rebates can be expected.

- Continue the expanded marketing efforts. Expanded marketing efforts contributed to the program's success. The monetary motivation is capitalized on during the two-month promotion where a slightly larger rebate amount is offered.

Appendix

Instrument Information

DESCRIPTOR	THIS INSTRUMENT			
Instrument Type	Other: mixed open and close-ended			
Notes About Instrument				
Estimated Time to Complete	15 Minutes to interview, 10 minutes for survey.			
Population Description	Participants who participated in the ARP			
Population, Contact List, and Completion Goal	RGE Track	Population	Sample	90/10 Target
	Ref Primary	877	447	67
	Ref Secondary	672	447	67
	Freezer	314	314	67
	Room AC	138	138	58
	Total	2001	1346	259
Contact List Source and Date	Avangrid Staff – Katheryn Murphy, Katie Desimone			
Type of Sampling	Purposive			
Contact Sought	Homeowner or renter			
Fielding Firm	ADM			

RESEARCH QUESTION	ASSOCIATED QUESTIONS
How do customers learn about the program?	Q3
How did the customer contact the program?	Q4
What were the motivations for the participation in the program and the decision-making process for incentivized projects?	Q19, Q20, Q25, Q26, Q27, Q30, Q31, Q32, Q33, Q34, Q37, Q38, Q39, Q40, Q41
How satisfied were customers with the interactions between implementation contractors and Avangrid staff?	Q43, Q44, Q45, Q46
To what degree did the energy savings meet customer expectations?	Q5, Q44-e
How satisfied were participants with the program overall?	Q44-f
What are the perceived advantages and disadvantages of the program?	Q47, Q48

FIELD	DATA
CONTACT_NAME	Customer contact first and last name
UTILITY_FULL	Full name of utility implementing program, New York State Electric and Gas or Rochester Gas and Electric
UTILITY_SHORT	Abbreviated name of utility, NYSEG or RG&E
PROGRAM_NAME	Appliance Recycling Program
ADDRESS	Pickup address
MEASURE	Incentivized measure, refer to the measure as an energy efficient measure in the description.
	Primary Refrigerator
	Secondary Refrigerator
	Freezer
	Room AC
QUANTITY	Quantity of measures installed per contact
REBATE_AMOUNT	Rebate received by customer
YEAR	Year
PICKUP_DATE	mm/dd/yyyy
# OF REFRIGERATORS	0 - 2
# OF FREEZERS	0 - 2
# OF ROOM ACS	0 – 2

Instrument

Email Script

Dear <NAME>,

New York State Electric & Gas (NYSEG) and Rochester Gas and Electric (RG&E) are conducting a survey regarding your participation in the Appliance Recycling Program, through which it sends a contractor to pick up your appliance and recycles it for a monetary rebate.

NYSEG and RG&E have hired ADM Associates to contact program participants like you for feedback on your experience as it relates to the Appliance Recycling Program. Your responses will be kept completely confidential and the feedback that you provide will be used to help improve the program in the future. Please take a few moments to complete the online survey.

If you have any questions about this research, please feel free to contact me by return email or at [PHONE] or [CONTACT INFORMATION].

Sincerely,

[EMAILERS NAME]

Phone Script

Survey Instrument

Hello. May I please speak with [CONTACT NAME]?

Hello. My name is (interviewer name) and I am calling on behalf of [UTILITY_FULL] about the [PROGRAM NAME]. Through this program, your household received a rebate for recycling your [MEASURE].

This is not a sales call. We are conducting a study on behalf of [UTILITY_SHORT] to help them improve programs that service their customers.

Were you involved in the pickup of the [MEASURE] or applying for the rebate?

(IF NOT RIGHT PERSON) May I have the name and telephone number for the person who would know the most about your home's participation in this program?

Name:

Telephone:

(IF RIGHT PERSON)

The interview will take approximately 15 minutes.

May I ask you a few questions? (IF NO, SCHEDULE CALL BACK)

*Thank you. During the remainder of the interview, I will refer to [UTILITY_FULL] as [UTILITY_SHORT].
[SCHEDULE TIME]*

Interview

Screening and Introduction

1. According to our records you received a rebate through [UTILITY_SHORT]'s [PROGRAM] for recycling a [MEASURE] in [YEAR].

Is that correct?

- 1. Yes
- 2. No [TERMINATE]
- 98. I don't know [TERMINATE]
- 99. Prefer not to answer [TERMINATE]

2. Do you or any other member of your household work for NYSEG or RG&E?

- 1. Yes [TERMINATE]
- 2. No

[PROCEED WITH CALL IF Q1 = 1, "YES" AND Q2 = 2, "NO"]

To begin, I have a few questions about how you learned about the rebate for the [MEASURE].

3. How did you learn about [UTILITY_SHORT]'s rebates for [MEASURE]s? [MULTI-SELECT] (DO NOT READ LIST)

- 1. Friend, family member, or colleague
- 2. Bill insert or utility mailer
- 3. Utility outreach event
- 4. Email from [UTILITY_SHORT]
- 5. From [UTILITY_SHORT]'s website
- 6. Social media post (e.g., Facebook, Twitter, Instagram, etc.)
- 7. Through an internet search (e.g., Google search)
- 8. Through an internet advertisement
- 9. A radio or television advertisement
- 10. A print advertisement
- 11. Other (please explain)
- 98. I don't know
- 99. Prefer not to answer

4. How did you contact the program

- 1. Called the Utility
- 2. Scheduled a pickup online

5. What is your preferred contact method?

- 1. Phone call
- 2. Text
- 3. Email
- 4. Postal mail

- 98. Don't know
- 99. Prefer not to answer

6. Have you noticed any energy savings since recycling the [MEASURE]?

- 1. Yes
- 2. No
- 3. Too early to tell
- 98. Don't know
- 99. Prefer not to answer

Appliance Verification

[SHOW Q7 IF # OF REFRIGERATORS >0]

7. Our records indicate that you have recycled [# OF REFRIGERATORS] refrigerator(s)? Is this correct?

- 1. Yes
- 2. No
- 98. Don't know

[SHOW Q8 IF Q7 = 2]

8. How many refrigerators did you recycle?

- 5. Zero
- 6. One
- 7. Two
- 8. More than two
- 98. Don't know

[SHOW Q9 IF # OF FREEZERS >0]

9. Our records indicate that you have recycled [# OF FREEZERS] freezer(s)? Is this correct?

- 1. Yes
- 2. No
- 98. Don't know

[SHOW Q10 IF Q9 = 2]

10. How many freezers did you recycle?

- 1. Zero
- 2. One
- 3. Two
- 4. More than two
- 98. Don't know

[SHOW Q11 IF # OF ROOM ACS >0]

11. Our records indicate that you have recycled [# OF ROOM ACS] room air conditioner(s)? Is this correct?

- 1. Yes

- 2. No
- 98. Don't know

[SHOW Q12 IF Q11 = 2]

12. How many room air conditioners did you recycle?

- 1. Zero
- 2. One
- 3. Two
- 4. More than two
- 98. Don't know

13. Did you purchase a new unit to replace the recycled appliance?

- 1. Yes
- 2. No
- 98. Don't know

[SHOW Q14-Q16 IF Q13 = 1]

14. Is the new unit ENERGY STAR certified?

- 1. Yes
- 2. No
- 98. Don't know

15. Where did you purchase the new unit?

- 1. At a retail location
- 2. Facebook Marketplace, Craigslist, or other secondhand market
- 3. Online retailer
- 4. Other (Please Specify) [OPEN ENDED]

16. Did the money from the appliance rebate go towards the purchase of the new appliance?

- 1. Yes
- 2. No
- 98. Don't know

17. If you had a compact refrigerator or freezer to recycle (less than 10 cubic feet), would you drop it off at a designated drop off area for a similar rebate amount?

- 1. Yes
- 2. No
- 98. Don't know

Measure Verification

[SHOW TEXT IF Q8 = 3 OR 4 OR # OF REFRIGERATORS >1]

The following questions are designed to collect information about a maximum of two refrigerators. Please keep the order of the two refrigerators in mind when providing your responses.

[SHOW Q18 – Q24 IF Q7 = 1 OR Q8 = 2, 3, OR 4]

18. According to our records, the refrigerator(s) was/were picked up on or around [PICKUP DATE]. Does that sound accurate?
1. Yes
 2. No
 98. Don't know

[SHOW Q19 IF Q18 = 2]

19. What was the actual date the refrigerator(s) was/were picked up?
1. Record date: [OPEN-ENDED; MM/DD/YYYY]
 98. Don't know
20. At the time of recycling, was the old refrigerator your main refrigerator, a backup (storage/overflow) refrigerator that was used in addition to your main refrigerator, or wasn't being used at all?
1. Main refrigerator
 2. Backup (storage/overflow) refrigerator
 3. Refrigerator wasn't being used
 98. Don't know
21. During the 12 months prior to recycling it, how often was the old refrigerator plugged in?
1. All of the time
 2. During certain months of the year only; Please specify number of months [OPEN-ENDED; NUMERIC VALUE]
 3. Never plugged in or running
 98. Don't know
22. Before it was recycled, which of the following best describes the condition of the old refrigerator?
1. Worked and was in good physical condition
 2. Worked but needed minor repair
 3. Worked but needed major repair
 4. It did not work
 98. Don't know
23. Had you already considered getting rid of the old refrigerator somehow before you heard about [UTILITY]'s Appliance Recycling Program?
1. Yes
 2. No
 98. Don't know
24. What would you have most likely done with the old refrigerator if you had not recycled it through [UTILITY]'s Appliance Recycling Program [MULTI-SELECT] (DO NOT READ LIST)?

1. Sold it to a private party
2. Sold it to a used appliance dealer
3. Kept it and continued to use it
4. Kept it and stored it unplugged
5. Given it away to a private party, such as a friend or a neighbor
6. Given it away to a charity organization, such as Goodwill Industries or a church
7. Put it on a curb with a "Free" sign on it
8. Had it removed by a retailer or contractor
9. Taken it to a refrigerator recycling center
10. Taken it to a landfill or scrap yard
96. Gotten rid of it some other way (Please specify)
98. Don't know

[SHOW Q25-Q28 IF Q8 = 3 OR 4 OR # OF REFRIGERATORS >1]

25. At the time of recycling, was the second old refrigerator your main refrigerator, a backup (storage/overflow) refrigerator that was used in addition to your main refrigerator, or wasn't being used at all?
 1. Main refrigerator
 2. Backup (storage/overflow) refrigerator
 3. Refrigerator wasn't being used
 98. Don't know

26. Before it was recycled, which of the following best describes the condition of the second old refrigerator?
 1. Worked and was in good physical condition
 2. Worked but needed minor repair
 3. Worked but needed major repair
 4. It did not work
 98. Don't know

27. Had you already considered disposing of the second old refrigerator before you heard about [UTILITY]'s Appliance Recycling Program?
 1. Yes
 2. No
 98. Don't know

28. What would you have most likely done with the second old refrigerator if you had not recycled it through [UTILITY]'s Appliance Recycling Program?
 1. Sold it to a private party
 2. Sold it to a used appliance dealer
 3. Kept it and continued to use it
 4. Kept it and stored it unplugged
 5. Given it away to a private party, such as a friend or a neighbor
 6. Given it away to a charity organization, such as Goodwill Industries or a church

- 7. Put it on a curb with a "Free" sign on it
- 8. Had it removed by a retailer or contractor
- 9. Taken it to a refrigerator recycling center
- 10. Taken it to a landfill or scrap yard
- 96. Gotten rid of it some other way (Please specify)
- 98. Don't know

[SHOW Q29 IF Q7 = 1 OR Q8 = 2, 3, 4 OR # OF REFRIGERATORS >0]

29. What is the main reason you chose to get rid of the refrigerator(s) through [UTILITY]'s Appliance Recycling Program over other methods?
- 1. Monetary incentive payment
 - 2. Free pick-up service
 - 3. Environmentally safe disposal, recycling, and good for the environment
 - 4. Recommendation of a friend or relative
 - 5. Recommendation of retailer or contractor
 - 6. Utility sponsorship of the program
 - 7. Convenience and ease of disposal
 - 96. Other (please specify)
 - 98. Don't know

FREEZER RECYCLING

[SHOW TEXT IF Q10 = 3 OR 4 OR # OF FREEZERS >1]

The following questions are designed to collect information about a maximum of two freezers. Please keep the order of the two freezers in mind when providing your responses.

[SHOW Q30 – Q33 IF Q9 = 1 OR Q10 = 2, 3, OR 4]

30. According to our records, the freezer(s) was/were picked up on or around [PICKUP DATE]. Does that sound accurate?
- 1. Yes
 - 2. No
 - 98. Don't know

[SHOW Q31 IF Q30 = 2]

31. What was the actual date the freezer(s) was/were picked up?
- 1. Record date: [OPEN-ENDED; MM/DD/YYYY]
 - 98. Don't know
32. Had you already considered getting rid of the old freezer somehow before you heard about [UTILITY]'s Appliance Recycling Program?
- 1. Yes
 - 2. No
 - 98. Don't know

33. What would you have most likely done with the old freezer had you not disposed of it through [UTILITY]'s Appliance Recycling Program?
1. Sold it to a private party
 2. Sold it to a used appliance retailer
 3. Kept it and continued to use it
 4. Kept it and stored it unplugged
 5. Given it away to a private party, such as a friend or a neighbor
 6. Given it away to a charity organization, such as Goodwill Industries or a church
 7. Put it on a curb with a "Free" sign on it
 8. Had it removed by a retailer or contractor
 9. Taken it to a refrigerator recycling center
 10. Taken it to a landfill or scrap yard
 96. Gotten rid of it some other way (Please specify)
 98. Don't know

[SHOW Q34-Q35 IF Q10 = 3 OR 4 OR # OF FREEZERS >1]

34. Had you already considered getting rid of the second old freezer before you heard about [UTILITY]'s Appliance Recycling Program?
1. Yes
 2. No
 98. Don't know

35. What would you have done with the second old freezer had you not recycled it through [UTILITY]'s Appliance Recycling Program?
1. Sold it to a private party
 2. Sold it to a used appliance dealer
 3. Kept it and continued to use it
 4. Kept it and stored it unplugged
 5. Given it away to a private party, such as a friend or a neighbor
 6. Given it away to a charity organization, such as Goodwill Industries or a church
 7. Put it on a curb with a "Free" sign on it
 8. Had it removed by a retailer or contractor
 9. Taken it to a refrigerator recycling center
 10. Taken it to a landfill or scrap yard
 11. Gotten rid of it some other way (Please specify)
 98. Don't know

[SHOW Q36 IF Q9 = 1 OR Q10 = 2, 3, OR 4]

36. What is the main reason you chose to get rid of the freezer(s) through [UTILITY]'s Appliance Recycling Program over other methods?
1. Monetary incentive payment
 2. Free pick-up service

3. Environmentally safe disposal, recycling, and good for environment
4. Recommendation of a friend or relative
5. Recommendation of retailer or contractor
6. Utility sponsorship of the program
7. Convenience and ease of disposal
96. Other (Please specify)
98. Don't know

ROOM AIR CONDITIONER RECYCLING

[SHOW TEXT IF Q12 = 3 OR 4 OR # OF ROOM ACS >1]

The following questions are designed to collect information about a maximum of two room air conditioners. Please keep the order of the two room air conditioners in mind when providing your responses.

[SHOW Q37 – Q40 IF Q11 = 1 OR Q12 = 2, 3, OR 4]

37. According to our records, the room air conditioner(s) was/were picked up on or around [PICKUP DATE], does that sound accurate?
1. Yes
 2. No
 98. Don't know

[SHOW Q38 IF Q37 = 2]

38. What was the actual date the room air conditioner(s) was/were picked up?
1. Record date: [OPEN-ENDED; MM/DD/YYYY]
 98. Don't know
39. Had you already considered getting rid of the old room air conditioner before you heard about [UTILITY]'s Appliance Recycling Program?
1. Yes
 2. No
 98. Don't know
40. What would you have most likely done with the old room air conditioner had you not recycled it through [UTILITY]'s Appliance Recycling Program?
1. Sold it to a private party
 2. Sold it to a used appliance dealer
 3. Kept it and continued to use it
 4. Kept it and stored it unplugged
 5. Given it away to a private party, such as a friend or a neighbor
 6. Given it away to a charity organization, such as Goodwill Industries or a church
 7. Put it on a curb with a "Free" sign on it
 8. Had it removed by a retailer or contractor

- 9. Taken it to an appliance recycling center
- 10. Taken it to a landfill or scrap yard
- 96. Gotten rid of it some other way (Please specify)
- 98. Don't know

[SHOW Q41-Q42 IF Q12 = 3 OR 4 OR # OF ROOM ACS >1]

- 41. Had you already considered getting rid of the second old room air conditioner before you heard about [UTILITY]'s Appliance Recycling Program?
 - 1. Yes
 - 2. No
 - 98. Don't know

- 42. What would you have most likely done with the second old room air conditioner had you not recycled it through [UTILITY]'s Appliance Recycling Program?
 - 1. Sold it to a private party
 - 2. Sold it to a used appliance dealer
 - 3. Kept it and continued to use it
 - 4. Kept it and stored it unplugged
 - 5. Given it away to a private party, such as a friend or a neighbor
 - 6. Given it away to a charity organization, such as Goodwill Industries or a church
 - 7. Put it on a curb with a "Free" sign on it
 - 8. Had it removed by a retailer or contractor
 - 9. Taken it to an appliance recycling center
 - 10. Taken it to a landfill or scrap yard
 - 96. Gotten rid of it some other way (Please specify)
 - 98. Don't know

[SHOW Q43 IF Q11 = 1 OR Q12 = 2, 3, OR 4]

- 43. What is the main reason you chose to get rid of the room air conditioner(s) through [UTILITY]'s Appliance Recycling Program over other methods?
 - 1. Monetary incentive payment
 - 2. Free pick-up service
 - 3. Environmentally safe disposal, recycling, good for environment
 - 4. Recommendation of a friend or relative
 - 5. Recommendation of retailer or contractor
 - 6. Utility sponsorship of the program
 - 7. Convenience and ease of disposal
 - 96. Other (Please specify)
 - 98. Don't know

CONTRACTOR BATTERY

Read

For the remainder of this survey, the person who picked up your [MEASURE] will be referred to as “the contractor”.

44. How did the contractor reach out to schedule a pickup for your [MEASURE]? (DO NOT READ)

1. Phone call
2. Email
3. Or some other way (Please specify)
98. I don't know
99. Prefer not to answer

45. On a scale where one means “strongly disagree” and five means “strongly agree”, please indicate how much you disagree or agree with the following statements regarding your experience with the contractor that picked up the [MEASURE] [SCALE: 1 = STRONGLY DISAGREE, 5 = STRONGLY AGREE, 98 = DON'T KNOW]:

	1 – Strongly Disagree	2	3	4	5 – Strongly Agree	I don't know	Prefer not to answer
	1	2	3	4	5	98	99
a. The contractor was courteous and professional	1	2	3	4	5	98	99
b. The pick up was scheduled in a reasonable amount of time	1	2	3	4	5	98	99
c. The pick up was completed in a reasonable amount of time	1	2	3	4	5	98	99

CUSTOMER SATISFACTION

46. Using a scale of 1 to 5, where 1 means “very dissatisfied” and 5 means “very satisfied”, please rate your satisfaction with each of the following aspects of [UTILITY_SHORT]'s program [SCALE: 1 = VERY DISSATISFIED, 5 = VERY SATISFIED, 98= DON'T KNOW].

	Very Dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very Satisfied	Don't know / Not applicable	Refused
	1	2	3	4	5	98	99
a. The amount of the rebate you received	1	2	3	4	5	98	99
b. The process to fill out the rebate application	1	2	3	4	5	98	99
c. The time it took to receive your rebate	1	2	3	4	5	98	99
d. Your experience with your contractor	1	2	3	4	5	98	99
e. Your experience with the program overall	1	2	3	4	5	98	99

[SHOW Q47 IF Q46-a = 1 OR 2]

47. You indicated you were dissatisfied with the rebate amount. Were you told the rebate would be more?

1. Yes

2. No
98. Don't know

[SHOW Q48 IF Q47 = 1]

48. How much were you told?

1. [OPEN-ENDED]

[SHOW Q49 IF Q46-b = 1 OR 2]

49. What was unsatisfactory about the application process?

1. [OPEN-ENDED]

[SHOW Q50 IF Q46-c = 1 OR 2]

50. How long did it take to receive the rebate?

1. [OPEN-ENDED]

51. How long were you told it would take?

1. [OPEN-ENDED]

[SHOW Q52 IF Q46-d = 1 OR 2]

52. What was dissatisfying about the contractor?

1. Rude
2. Unprofessional
3. Not careful with your belongings
4. Didn't wear a mask
5. Didn't wear booties
6. Was in a rush
7. Something else (please explain) [OPEN-ENDED]

53. Did you interact with any [UTILITY_SHORT] staff during the process?

1. Yes
2. No
98. I don't know
99. Prefer not to answer

[ASK Q54-Q55 IF Q53 = 1]

54. What was the reason for the interaction?

1. [OPEN-ENDED]

55. Was the question or issue resolved to your satisfaction?

1. Yes
2. No
98. Don't know

[SHOW Q56 IF Q55 = 2]

56. In what way was the issue unresolved?

1. [OPEN-ENDED]

[SHOW Q57 IF Q53 = 1]

57. Using a scale of 1 to 5, where 1 means "very dissatisfied" and 5 means "very satisfied", please rate your experience with [UTILITY_SHORT]'s staff [SCALE: 1 = VERY DISSATISFIED, 5 = VERY SATISFIED, 98= DON'T KNOW].

58. What were the advantages of participating in the program, if any?

1. [Open Ended]

59. Were there any disadvantages?

1. [Open Ended]

60. Is there anything else that you would like to add that we have not covered today?

1. [Open Ended]

DEMOGRAPHICS

The following questions are about your household and residence. Your responses are completely confidential and will be used to assess how well this program is serving [UTILITY]'s customer population. It is okay to not answer any of these questions.

61. Do you own, rent, or own your home?

1. Own
2. Rent
99. Prefer not to answer

62. Which of the following best describes your home?

1. Single-family home
2. Manufactured or mobile home
3. Duplex or townhome
4. Apartment or condominium
5. Other – please specify
98. Don't know

63. Approximately when was your home built?

1. Before 1960
2. 1960 to 1979
3. 1980 to 1989
4. 1990 to 1999
5. 2000 to 2009
6. 2010 or later
98. Don't know

64. About how many square feet is your home? If you're unsure an estimate is okay.

1. Less than 1,000 square feet
2. 1,000 to 2,000 square feet
3. 2,000 to 3,000 square feet
4. 3,000 to 4,000 square feet
5. Greater than 4,000 square feet
98. Don't know

65. What is your age?

1. 18 - 24
2. 25 - 34
3. 35 - 44
4. 45 - 54
5. 55 - 64
6. 65 - 74
7. 75 +
8. Prefer not to answer

66. Which of the following best describes you? Please select all that apply [MULTISELECT]

1. American Indian or Alaska Native
2. East Asian (e.g., Chinese, Filipino, Vietnamese, Korean, Japanese, etc.)
3. South Asian (e.g., Asian Indian, Pakistani, Bangladeshi, etc.)
4. Black or African American
5. Hispanic, Latino, or Spanish
6. Native Hawaiian or Pacific Islander
7. Middle Eastern or North African
8. White or Caucasian
96. Some other race, ethnicity, or origin, please specify: [OPEN-ENDED]
99. Prefer not to answer

67. What is the primary language used in your household?

1. English
2. Spanish
3. Mandarin
4. Vietnamese
5. Tagalog
6. Armenian
7. Korean
8. Russian
9. Persian (including Farsi, Dari)
96. Other, please specify [OPEN-ENDED]

68. Which of the following best describes your highest level of education?

1. Some high school, no diploma
2. High school graduate, diploma or the equivalent

3. Some college credit, no degree
4. Trade/technical/vocational training
5. Associate degree
6. Bachelor's degree
7. Master's degree
8. Professional degree
9. Doctorate degree
99. Prefer not to answer

69. Which of the following best describes your household annual income?

1. Under \$15,000
2. \$15,000 to less than \$25,000
3. \$25,000 to less than \$35,000
4. \$35,000 to less than \$50,000
5. \$50,000 to less than \$75,000
6. \$75,000 to less than \$100,000
7. \$100,000 to less than \$150,000
8. More than \$150,000
98. Don't know
99. Prefer not to answer

Conclusions

This concludes our survey. Your participation is greatly appreciated, thank you.