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# ALICE SOLAR CITY COMMUNITY SURVEY REPORT

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On behalf of: Alice Solar City  
Project No: 9647  
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# *Section 1*

## *Introduction*

This document has been prepared by McGregor Tan Research to report on the Alice Solar City Community Survey.

## **Background**

- 1.1 McGregor Tan Research was commissioned by Alice Solar City in May 2012 to undertake research on key indicators, as required by a funding agreement between Alice Solar City and the Department of Climate Change and Energy Efficiency.
- 1.2 The Solar Cities Program (initiated from the Australian Government) aims to explore how technology, behavioural change and time of use electricity pricing can contribute to a sustainable energy future for Australia. Alice Springs is one of seven key locations around Australia participating in the Solar Cities Program, which is administered by the Commonwealth Department of Climate Change and Energy Efficiency in partnership with state and local governments, industry, business and local communities.
- 1.3 As part of this Program, Alice Solar City (ASC) has three key elements: residential, commercial and iconic. Within the residential element, Alice Solar City offers participants:
- Free home energy audits (HEAs) with tailored advice and options for follow-up support
  - Financial incentives for undertaking a wide range of energy efficiency measures (EEMs) and solar energy installations
  - Cost reflective tariffs, which provide different electricity prices for household electricity use during off-peak and peak times
  - Smart metering and in-house displays, providing interactive, visual displays of electricity consumption and generation
  - An elevated buy-back tariff for homeowners who chose to install an ASC subsidised photovoltaic system and sell electricity back to the grid
  - Rewards for program participants who make set percentage reductions in their electricity consumption compared to their previous electricity accounts for the same billing period



- 1.4 The Smart Living Centre (SLC) in the main street of Alice Springs is the operational hub for the Alice Solar City project. It provides both staff offices and a public shopfront at which enquiries are answered, information provided, customer registrations taken and technologies displayed.
- 1.5 Participation in the Alice Solar City Project is free of charge, though participants are required to provide Alice Solar City with permission to access Power and Water Corporation (PWC) electricity consumption and generation data. Alice Solar City also collects and records participant demographic information and site audit (appliance) data during the home energy audit. The Alice Solar City project, as currently funded and operated, will end on the 30th June, 2013.
- 1.6 The primary objectives of the research were to:
- For non-participant households, to investigate and determine the reasons why households did not register/engage with the Alice Solar City Project
  - For participant households with low levels of engagement, to identify and explore the various impediments to further participation/engagement after registration with the Alice Solar City Project (i.e. use of incentive vouchers etc)
  - To investigate and determine levels of public/customer satisfaction with the Alice Solar City Project
- 1.7 The secondary objectives of the research were to:
- To determine levels of awareness/knowledge regarding the Alice Solar City Project
  - To explore a range of other factors relevant to target groups that will inform the ASC project
- 1.8 The target group is the 8,453 residential households within Alice Springs, limited to the Alice Springs Town Council LGA. For the purpose of this survey, the population can be categorised into three distinct cohorts:
- Non-participant households (NPH)
  - Participant households with low ASC engagement (PHL), separated into two groups by incentivised EEM uptake:
    - Did not undertake any EEMs with ASC incentives

- Used only one ASC incentive voucher (one EEM implemented)
- Participant households with average or high ASC engagement (PHE) (i.e. implemented more than one EEM with ASC incentive vouchers)

1.9 Alice Solar City provided a database to assist with the identification of households within the latter two cohorts (PHL and PHE) and in line with the Alice Solar City Project terms and conditions, the privacy of the Alice Solar City participants were maintained.

### **Methodology**

1.10 In order to meet the scope and objectives of the research project, a CATI (Computer Assisted Telephone Interviewing) Survey was conducted among the following cohorts:

- Non Participant Households (n=251)
- Zero Vouchers Used (n=74)
- One Voucher Used (n=113)
- One Plus Voucher Used (n=150)

1.11 The CATI Surveys were undertaken between June 15<sup>th</sup> and 25<sup>th</sup> 2012.

## *Section 2*

# *Executive Summary*

The following Executive Summary covers the findings of the research, and begins with the Non Participant Households, while section 2.2 compares the findings from the zero, one and one plus voucher households.

## **2.1 Non Participant Households**

### **Incidence of Participating in Energy Efficiency Programs**

Almost nine in ten (88%) respondents indicated that they have not participated in any programs that promote energy efficiency in the home, while 11% stated they had participated in such a program, with 2% naming Cool Mob.

### **Reducing Electricity Use in the Household**

Four in five (80%) of those surveyed indicated that their household had taken action in the past few years to reduce the amount of electricity used in their home, such as:

- Energy efficient light globes (31%)
- Turn off lights (25%)
- Switch off appliances at power point (20%)
- Mindful of energy – use heater / air conditioner / appliances / lights conservatively (17%)
- Solar hot water (16%)
- Purchased more energy efficient appliances (11%)

Approximately three in five (58%) of these respondents who had undertaken energy efficient actions in the past few years believed that these actions had been effective, while 11% believed that they had not been effective. The scaled responses were as follows:

- Very effective (19%)
- Quite effective (40%)
- Neutral (21%)
- Not effective (10%)
- Not at all effective (1%)

Almost three quarters (72%) of these survey participants who had undertaken energy efficient actions indicated that they measure or assess the effectiveness of their actions to reduce energy consumption by lower electricity bills (\$), while 20% measured this by lower household electricity consumption (kWh).

Almost all (97%) of these respondents who had undertaken energy efficient actions in the past few years had no regrets about taking these actions.

### **Importance of Reducing Electricity Consumption and Cost**

When those surveyed were asked to rate on a scale of 1 to 5 where 5 is very important and 1 is not at all important, the importance of a couple of aspects for their household, both recorded extremely high levels of importance:

- Reducing the yearly cost of electricity consumption (average rating of 4.5)
- Reducing overall electricity consumption (average rating of 4.5)

### **Perceptions of Annual Household Electricity Consumption**

When compared to the average Alice Springs household electricity use, almost one third (30%) of respondents believed that their annual household electricity consumption was below average, while 41% thought it was average and 22% stated that it was above average. The scaled responses were as follows:

- Well above average (3%)
- Above average (20%)
- Average (41%)
- Below average (21%)
- Well below average (9%)

### **Unprompted and Prompted Awareness of Alice Solar City**

When those surveyed were asked if they could name any programs currently operating in Alice Springs which aim to assist households with reducing electricity consumption, almost three in five (59%) indicated that they could name programs, primarily Alice Solar City (36%).

When prompted, approximately nine in ten (91%) of those who did not name Alice Solar City in the previous question, were aware of the Alice Solar City Project.

### Alice Solar City

More than one in ten (13%) of those who were aware of the Alice Solar City Project indicated that they had a high level of knowledge about the Project, while 49% had a low level of knowledge. The scaled responses were as follows:

- Extremely high level of knowledge (3%)
- High level of knowledge (11%)
- Medium level of knowledge (37%)
- Low level of knowledge (34%)
- Extremely low level of knowledge (14%)

When those who were aware of the Alice Solar City Project were asked what their understanding was of the initiatives that have been put in place by Alice Solar City in the community, more than one quarter (28%) identified financial incentives for the installation of Energy Efficiency Measures (EEMs), while other responses included:

- Provision of information and advice (16%)
- Home Energy Survey – residents (15%)
- Solar panels (11%)

Almost one third (32%) of these respondents, however, did not know / were unsure of the initiatives that have been put in place by Alice Solar City in the community.

Those who indicated that they understood the initiatives put in place by Alice Solar City were then asked if they could explain their understanding of the process of participation for households that join Alice Solar City. Approximately half (49%) of these respondents stated that they could explain their understanding of the process, and their responses included:

- They come out and do an energy audit / assess your home (16%)
- If you sign up you get rebates (12%)

More than three quarters (78%) of those who were aware of the Alice Solar City Project believed that it was an important initiative for the Alice Springs community, with the scaled responses as follows:

- Very important (43%)
- Important (35%)
- Neither important nor unimportant (12%)
- Not important (4%)
- Not at all important (<1%)

### **Participation in the Project**

Almost half (46%) of those who were aware of the Alice Solar City Project indicated that they have considered registering for participation in the Project over the last four years, while 50% have not and a further 3% did not know / were unsure.

The main reasons provided by those who did not consider registering included:

- Cost implications (24%)
- Did not have enough information (17%)
- Did not believe there would be any benefits (16%)
- Renting (14%)
- Already doing energy efficient things (11%)
- Lack of time / too busy (10%)

More than one quarter (28%) of those who did not consider registering thought there would be obligations to meet if they registered for the Alice Solar City Project, while 26% did not think there would be any obligations and a further 46% did not know / were unsure.

Almost half (48%) of those who did not consider registering for the Alice Solar City Project indicated that they were satisfied with their decision not to register, with the scaled responses as follows:

- Very satisfied (19%)
- Quite satisfied (29%)

- Neutral (36%)
- Not satisfied (3%)
- Not at all satisfied (1%)

### **Motivators for Participation**

When those surveyed were asked what Alice Solar City could have done, or improved, that would have prompted them to register or participate in the Project, some of their responses related to more information (15%), more / better advertising (14%) and too expensive / not cost effective (10%). More than one quarter (28%) of respondents, however, stated that nothing could have prompted them to register or participate in the Project.

### **Family / Friends Involved in the Project**

Approximately half (48%) of those surveyed were aware of family or friends who were involved in the Alice Solar City Project, while 50% were not and a further 2% did not know / were unsure.

### **Household Behaviours**

When respondents were read three different statements relating to the behaviours of others in the household towards using and saving electricity, the following was recorded:

- Uniform – all persons have very similar behaviours (59%)
- Some variation among members (25%)
- Large variations – household members show a range of very different behaviours (13%)

### **Relationship Between Electricity Consumption and the Release of Carbon Dioxide**

Respondents were then read a couple of statements and asked how they would describe the relationship between electricity consumption in homes and the release of carbon dioxide into the air:

- The more electricity used in homes, the more carbon dioxide is released into the air (68%)



- The amount of electricity used in homes does not affect the amount of carbon dioxide released, as the power stations are always generating electricity (16%)
- There is no relationship (16%)

### Attitudinal Statements

When survey participants were asked to rate on a scale of 1 to 5 where 5 is strongly agree and 1 is strongly disagree, their level of agreement with a number of statements relating to electricity consumption, the following recorded very high levels of agreement:

- I am confident that our household can undertake actions to reduce our electricity consumption if we want to (average rating of 4.1, with 80% agreed)
- I am confident that our household can identify ways to notably reduce our electricity consumption (average rating of 4.1, with 73% agreed)

A mixed level of agreement was recorded for 'in general, residents of Alice Springs make positive efforts to reduce their electricity consumption', with an average rating of 3.4 and 37% agreed.

Low levels of agreement were recorded for the following:

- I find it difficult to justify reducing our / my electricity use and carbon emissions, as there are many other households and businesses that would also need to act in order to make a difference (average rating of 2.3, with 24% agreed)
- Reducing our / my electricity consumption to minimise carbon emissions is not relevant at present, as any problems will occur in the future, and not in Alice Springs (average rating of 2.1, with 16% agreed)

## 2.2 Zero, One and One Plus Voucher Used

### Home Energy Survey

	What did you or your household learn by participating in the home energy survey?		
	Zero Voucher	One Voucher	One Plus Voucher
<b>Total Something Named</b>	<b>86%</b>	<b>87%</b>	<b>83%</b>
Ways to reduce energy consumption / save power	41%	52%	54%
Changed to energy efficient light globes	15%	14%	12%
Paint roof white	11%	7%	4%
We have good energy consumption / on track	9%	14%	6%
Turn lights off	8%	3%	3%
We use too much power	4%	16%	5%
How to save money	-	12%	13%
Turn appliances off at power point	-	5%	-
Not a lot, already well informed	-	-	7%
Other (not coded)	28%	3%	5%
Don't know / not sure	4%	4%	7%
Nothing	9%	9%	11%

	Did the home energy survey meet your expectations?		
	Zero Voucher	One Voucher	One Plus Voucher
Yes	92%	93%	95%
No	5%	3%	1%
Don't know / not sure	3%	4%	4%

## Recommendations

	Can you recollect the key behavioural and / or physical energy efficiency measures recommended for your household?		
	Zero Voucher	One Voucher	One Plus Voucher
Replace lighting with energy efficient lighting	45%	43%	38%
Install solar hot water	31%	22%	34%
Paint roof white	27%	17%	23%
Shorten pool pump run time	14%	7%	12%
Install external shading	11%	11%	13%
The best temperature to run an air conditioner	11%	-	3%
Install insulation	9%	9%	7%
Turn appliances off at power point	8%	24%	18%
Purchase swimming pool cover / roller	8%	3%	9%
Service appliances (air conditioner, hot water service etc.)	4%	-	3%
Install PV system (solar power)	3%	11%	17%
Install window treatments (curtains, blinds, tint, double glazing etc.)	3%	9%	10%
Change to the cost reflective tariff (CRT)	1%	2%	8%
Turn lights off	-	6%	
Replace appliances with energy efficient ones	-	-	13%
Use off peak power	-	-	12%
Other (not coded)	26%	19%	13%
Don't know / not sure	9%	4%	12%
No, don't recollect recommendations	-	8%	-

	Has your household implemented any of the behavioural recommendations, or made any other behavioural changes that were not recommended?		
	Zero Voucher	One Voucher	One Plus Voucher
<b>Total Yes</b>	<b>62%</b>	<b>75%</b>	<b>70%</b>
Yes – Changed light globes	26%	29%	17%
Yes – Turn lights off	7%	3%	6%
Yes – Turn appliances off at power point	7%	15%	17%
Yes – Installed insulation	5%	5%	3%
Yes – Installed / serviced solar hot water	5%	18%	19%
Yes – Installed solar / PV system	5%	6%	11%
Yes – Installed window treatments (curtains, blinds, tint, double glazing etc.)	5%	6%	9%
Yes – Replaced / got rid of old fridge	4%	-	7%
Yes – Adjusted air conditioner temperature	3%	-	6%
Yes – Use off peak electricity	-	8%	12%
Yes – Painted roof white	-	6%	3%
Yes – Other (not coded)	15%	19%	24%
No	32%	21%	26%
Don't know / not sure	5%	4%	5%

	How did you decide which incentivised energy efficiency measures to implement?		
	Zero Voucher	One Voucher	One Plus Voucher
<b>Total Something Mentioned</b>	N/A	<b>78%</b>	<b>90%</b>
Installed / serviced solar hot water		19%	19%
What we needed most / was of benefit		16%	28%
Changed lighting		11%	15%
What we could afford		11%	15%
Installed solar panels		10%	10%
Used them for pool – covers / pumps etc.		6%	2%
Painted the roof		4%	5%
Went with what was mentioned in the audit		-	9%
Installed window treatments (curtains, blinds, tint, double glazing etc.)		-	7%
Easiest option to implement		-	3%
Other (not coded)		20%	19%
Don't know / not sure		N/A	19%
Only provided with one voucher	3%		-

### Effectiveness

	How effective do you believe this action has been in reducing the electricity consumption of your household?		
	Zero Voucher	One Voucher	One Plus Voucher
<b>Total Effective</b>	N/A	<b>67%</b>	<b>88%</b>
Very effective		29%	46%
Quite effective		38%	42%
<b>Neutral</b>		<b>20%</b>	<b>6%</b>
<b>Total Not Effective</b>		<b>4%</b>	<b>2%</b>
Not effective		4%	1%
Not at all effective		-	1%
Don't know / not sure	N/A	9%	4%

	In what ways do you measure or assess the effectiveness of the actions you have taken to reduce energy consumption?		
	Zero Voucher	One Voucher	One Plus Voucher
Lower electricity bills (\$)	58%	73%	80%
Lower household electricity consumption (kWh)	23%	12%	25%
I do not measure / assess	7%	5%	-
Changes to appliance use	4%	1%	5%
Improved comfort in the home	3%	6%	14%
Smart meter / in house display	-	7%	10%
Globes last longer	-	2%	-
Other (not coded)	5%	8%	5%
Don't know / not sure	20%	3%	3%

### Barriers and Motivators

	What were the impediments or barriers preventing you from using any of the / other incentives offered specifically to your household?		
	Zero Voucher	One Voucher	One Plus Voucher
Upfront cost of implementing measures	49%	43%	37%
Process involved (getting quotes, engaging tradesman, paperwork etc.)	16%	4%	4%
Time factor / too busy	11%	11%	4%
Vouchers expired	8%	3%	-
No barriers	7%	-	5%
Finding / organising contractors to undertake work	3%	3%	1%
Did not think EEM(s) would be effective	1%	3%	3%
Other priorities (e.g. home renovations)	1%	4%	3%
Only received one voucher	-	3%	-
Landlord / tenant relationship	-	1%	1%
Had no need for them	-	10%	5%
Used all vouchers / incentives offered	-	-	6%
Other (not coded)	15%	16%	12%
Don't know / not sure	5%	15%	25%

	If anything, what could Alice Solar City have done to encourage you to implement any of the / the other recommended incentivised energy efficiency measures (for which you received vouchers)?		
	Zero Voucher	One Voucher (BASE: Vouchers not used n=90)	One Plus Voucher (BASE: At least 1 voucher not used n=105)
Lower the cost / make it cheaper to implement	20%	27%	10%
More flexibility in retailers / models	4%	-	-
Longer expiry on vouchers	4%	6%	8%
Follow up (phone, email etc.)	-	8%	7%
Other (not coded)	26%	19%	24%
Don't know	-	16%	28%
Nothing	47%	29%	24%

**Incidence of Taking Measures Without a Voucher or Not**

**Recommended by Alice Solar City**

	Have you undertaken any other recommended physical energy efficiency measures without obtaining an Alice Solar City voucher, or done measures not recommended by Alice Solar City?		
	Zero Voucher	One Voucher	One Plus Voucher
<b>Total Yes</b>	<b>43%</b>	<b>42%</b>	<b>45%</b>
Yes – Changed to energy efficient light globes	9%	7%	5%
Yes – Installed energy efficient appliance (hot water, washing machine, air conditioner etc.)	9%	8%	15%
Yes – Serviced hot water system / air conditioner	5%	-	-
Yes – Installed solar panels	4%	-	3%
Yes - Insulation	4%	5%	4%
Yes – Window treatments (curtains, blinds, tint, double glazing etc.)	4%	7%	5%
Yes – Changed habits (more aware to save power)	-	12%	3%
Yes – Painted the roof	-	-	7%
Yes – Other (not coded)	15%	11%	11%
No	51%	58%	50%
Don't know / not sure	5%	-	5%

**Information and Communication**

	If anything, what information, communications or interactions did you receive or have?		
	Zero Voucher	One Voucher	One Plus Voucher
ASC email newsletter	43%	37%	49%
Interactions with ASC staff by phone or in person	32%	38%	49%
Letter(s) from ASC	22%	14%	21%
ASC community update flyer in letterbox	15%	12%	13%
Emails	15%	5%	-
ASC online customer portal	4%	-	8%
Community engagement events – e.g. show, market, ecofair, sustainable living house	4%	2%	13%
Newspaper articles	-	-	3%
Further incentives – vouchers, cash, movie tickets	-	-	2%
Other (not coded)	15%	10%	7%
Don't know / not sure	5%	9%	11%
None	-	8%	-

	What could Alice Solar City do to improve communication with participants?		
	Zero Voucher	One Voucher	One Plus Voucher
Follow up	11%	12%	7%
Emails	4%	6%	7%
Advertise	-	6%	-
Other (not coded)	14%	12%	10%
Don't know	19%	8%	7%
Nothing	53%	57%	69%

### Additional Resources

	Were you aware of the additional resources provided by Alice Solar City?		
	Zero Voucher	One Voucher	One Plus Voucher
<b>Total Yes</b>	<b>53%</b>	<b>62%</b>	<b>65%</b>
Yes – Advice / information	18%	17%	19%
Yes – Online portal	11%	12%	14%
Yes – Extra vouchers / incentives	9%	12%	12%
Yes – Brochures / pamphlets	4%	5%	2%
Yes – Emails	-	9%	5%
Yes – Aware, but can't recall specifics	-	8%	11%
Yes – Follow up support	-	4%	5%
Yes – Follow up energy surveys	-	3%	-
Yes – Aware of all of them	-	-	5%
Yes – Other (not coded)	20%	13%	10%
No	38%	31%	28%
Don't know / not sure	9%	7%	7%

	Did you access any of the additional resources provided by Alice Solar City? BASE: Aware of additional resources		
	Zero Voucher (n=39)	One Voucher (n=70)	One Plus Voucher (n=97)
<b>Total Yes</b>	<b>33%</b>	<b>40%</b>	<b>45%</b>
Yes – Online portal	8%	11%	13%
Yes – Brochures	5%	1%	-
Yes – Read all information given to me	-	7%	4%
Yes – Extra vouchers / incentives	-	6%	4%
Yes – I have been to the shop / office	-	4%	5%
Yes – Emails	-	3%	2%
Yes – General advice	-	-	8%
Yes – Other (not coded)	21%	7%	18%
No	67%	59%	49%
Don't know	-	1%	5%

	Do you regret not accessing any of the additional resources (advice, follow up support, customer portal etc.) offered by Alice Solar City? BASE: Did not access additional resources		
	Zero Voucher (n=61)	One Voucher (n=85)	One Plus Voucher (n=106)
<b>Total No</b>	<b>56%</b>	<b>61%</b>	<b>60%</b>
No – Could not afford it	13%	5%	7%
No – Have not needed it yet	8%	12%	9%
No – Lack of time / too busy	8%	6%	5%
No – Happy with what we have done	-	15%	17%
No – Was not aware / cannot recall additional resources	-	-	8%
No – Other (not coded)	26%	26%	16%
Yes	18%	28%	18%
Don't know / not sure	26%	11%	22%

### **Positives and Negatives of Participation**

	For your household, what have been the benefits of participating in the Alice Solar City Project?		
	Zero Voucher	One Voucher	One Plus Voucher
Being able to access advice / support to help lower household electricity consumption	39%	27%	27%
Lower household electricity bills	35%	39%	61%
Accessing financial incentives to install energy efficiency measures	19%	12%	25%
Knowledge on how to reduce energy consumption	19%	22%	9%
Increased household comfort	11%	2%	13%
Lower household carbon emissions	9%	4%	9%
Raised awareness – educated everyone	-	-	14%
Environmental benefits	-	-	7%
Good feeling	-	-	5%
Other (not coded)	8%	20%	12%
Don't know / not sure	4%	-	1%
None	9%	-	-

	Have there been any negatives in being involved in the Alice Solar City Project?		
	Zero Voucher	One Voucher	One Plus Voucher
Yes	9%	9%	9%
No	89%	90%	90%
Don't know / not sure	1%	1%	1%



### Improvements

	How do you think the Alice Solar City Project or its processes could be improved?		
	Zero Voucher	One Voucher	One Plus Voucher
More incentives / rebates / funding	14%	9%	8%
Follow up visit / contact	5%	5%	3%
More advertising / media coverage	4%	7%	7%
More consultation / communication	-	8%	2%
Keep it going / continue the project	-	-	9%
Other (not coded)	20%	12%	15%
Don't know	31%	22%	19%
Nothing, do not think they can be improved	27%	41%	41%

### Overall Satisfaction

	Overall, how satisfied are you with your involvement with the Alice Solar City Project?		
	Zero Voucher	One Voucher	One Plus Voucher
<b>Total satisfied</b>	<b>80%</b>	<b>82%</b>	<b>94%</b>
Very satisfied	42%	51%	61%
Quite satisfied	38%	31%	33%
<b>Neutral</b>	<b>15%</b>	<b>16%</b>	<b>5%</b>
<b>Total dissatisfied</b>	<b>5%</b>	<b>2%</b>	<b>1%</b>
Not satisfied	5%	2%	1%

### Importance of Reducing Electricity Consumption and Cost

	Please rate, on a scale of 1 to 5, where 5 is very important and 1 is not important at all, the level of importance of the following statements:		
	Zero Voucher	One Voucher	One Plus Voucher
Reducing overall electricity consumption	4.7, with 96% important	4.7, with 95% important	4.7, with 95% important
Reducing the yearly cost of electricity consumption	4.6, with 93% important	4.6, with 96% important	4.7, with 93% important

**Family / Friends Involved in the Project**

	Are you aware of any family or friends who are involved in the Alice Solar City Project?		
	Zero Voucher	One Voucher	One Plus Voucher
Yes	54%	55%	65%
No	46%	42%	33%
Don't know / not sure	-	3%	1%

**Future of the Project**

	The Alice Solar City Project is currently due to finish in June of 2013 (next year). Do you see any benefit in having a similar type of service available in the future?		
	Zero Voucher	One Voucher	One Plus Voucher
<b>Total Yes</b>	<b>92%</b>	<b>81%</b>	<b>97%</b>
Yes – Educational / awareness on how to save energy	32%	38%	28%
Yes – Other people would benefit and adopt changes	24%	-	19%
Yes – Discounts / incentives	20%	12%	11%
Yes – Good for environment / planet	9%	8%	13%
Yes – Encourages people to save energy	7%	22%	7%
Yes – Saves money / lowers utility bills	-	16%	15%
Yes – They should continue the service	-	-	14%
Yes – Ability to access resources / information / support	-	-	13%
Yes – Good place for a solar city	-	-	7%
Yes – To be abreast of new ideas / technology	-	-	7%
Yes – Other (not coded)	18%	13%	13%
No	3%	4%	1%
Don't know / not sure	5%	1%	3%

**Cost of a Home Energy Survey**

	Alice Solar City currently provides free home energy surveys, if they could no longer be provided free of charge, how much would you be willing to pay to have a home energy survey on your property (ignoring the fact that you have already had one)?		
	Zero Voucher	One Voucher	One Plus Voucher
\$1 - \$50	55%	38%	39%
\$51 - \$100	9%	19%	23%
\$101 - \$150	4%	4%	3%
\$151 - \$200	7%	2%	1%
\$201 - \$250	3%	1%	1%
\$251 - \$300	-	-	-
\$451 - \$500	1%	-	-
Don't know / not sure	20%	8%	14%
Nothing	-	28%	19%

**Best Time of Day for a Home Energy Survey**

	For your household, what would be the best time of day to conduct a home energy survey?		
	Zero Voucher	One Voucher	One Plus Voucher
<b>Total Weekday</b>	<b>55%</b>	<b>65%</b>	<b>61%</b>
Weekday morning	23%	14%	18%
Weekday afternoon	24%	22%	21%
Weekday evening	8%	29%	22%
<b>Total Weekend</b>	<b>38%</b>	<b>25%</b>	<b>27%</b>
Weekend morning	24%	16%	11%
Weekend afternoon	14%	9%	15%
Don't know / not sure	7%	10%	12%