

Appendix B: Post-Ad Tracking Survey

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NOVEMBER 18-24, 2008

Interviewer _____ Station _____

Time Began _____ Time Finished _____ Total Time _____

NEW HOME BUYER POST-ADS TRACKING SURVEY
320-333B FT
FINAL
N=805

Hello, I'm _____ from FMMA, a public opinion research firm. We're conducting an opinion survey on issues that interest people in California. We are not selling anything, and we will not ask you for a donation. May I speak with _____ **(MUST SPEAK WITH RESPONDENT LISTED. IF NOT AVAILABLE, ASK: "Is there another time I may call back to speak to _____?")**

1. Have you purchased a single family home in the past 4 years, that is, since November 2004?

Yes ----- **ASK Q2--93%**
 No ----- **SKIP TO Q3--7%**
(DON'T KNOW)----- SKIP TO Q3--0%

(ASK ONLY IF CODE 1 IN Q1)

2. Did you buy a home that was newly built and never occupied before, or did you buy an existing home that had been lived in before you bought it?

Newly built----- **SKIP TO Q4--96%**
 Existing----- **ASK Q3--4 %**
(DON'T KNOW)----- ASK Q3--0%

(ASK Q3 ONLY IF CODE 2-3 IN Q1 OR CODE 2-3 IN Q2)

3. In the next 24 months, how likely are you to buy a newly constructed home – one that has never been occupied before? Will you definitely buy or probably buy a newly constructed, never lived in home in the next 24 months? Or, are the chances 50-50 or less that you will buy a newly constructed home in the next 24 months?

Definitely buy----- 24%
 Probably buy----- 76%
 50-50 or less ----- **TERMINATE**
(DON'T KNOW/NA)----- TERMINATE

(RESUME ASKING ALL RESPONDENTS)

4. Do you recall hearing or seeing any advertisements about energy efficient solar homes in California? **(IF YES, ASK: “And have you seen a lot of ads or just a few?”)**

Yes, a lot -----**(ASK Q5)**--21%
 Yes, a few -----**(ASK Q5)**--32%
 No, haven't seen any ads **(GO TO Q9)**----- 47%
(DON'T READ) DK/NA(GO TO Q9)----- 0%

(ASK Qs 5 & 6 ONLY IF YES IN Q4)

5. Please tell me if these ads about solar energy efficient homes were on the radio, on the television, in newspapers or from some other source. **(DO NOT READ RESPONSE CODES; MULTIPLE ANSWERS OK)**

Radio----- 22%
 Television ----- 43%
 Newspapers ----- 30%
 Internet ----- 16%
 Billboards ----- 12%
 From local utility company -----4%
 From a solar equipment installation company-----5%
 From a homebuilder's ad, website or model home ----- 12%
 In the mail delivered to my home -----8%
 Other -----3%
 Can't recall where-----6%
 Any other source(s)----- **RECORD BELOW**

6. In a few words of your own, can you tell me what these ads were saying? **(DO NOT READ PRE-CODED ITEMS. MULTIPLE RESPONSES OK. ALSO WRITE DOWN VERBATIM REMARKS FOR ALL RESPONDENTS)**

Any mention of the Go-Solar-California website **(ASK Q. 7)**----- 8%
 Any mention of the Go-Solar-California sweepstakes **(ASK Q. 7)** ----- 6%
 Any mention of solar saving money on monthly utility bills **(SKIP TO 9)**---- 45%
 Any mention of solar helping the environment **(SKIP TO 9)** ----- 20%
 Any mention of a builder **(SKIP TO 9)** ----- 5%
 Any mention of a utility **(SKIP TO 9)**----- 2%
 Can't recall specifics **(SKIP TO 9)** ----- 28%
 Other ----- 2%
 Any other remarks ----- **(RECORD BELOW)**

(ASK Q. 7 IF CODES 1 & 2 IN Q. 6)

7. Since hearing or seeing the advertising about the Go-Solar-California website and/or the Go-Solar-California sweepstakes, have you...?

Gone to this website and taken a solar quiz, or ----- 36%
 Thought seriously about going to this website, or ----- 19%
 Not really thought much at all about going to this website **(ASK Q. 8)**----- 43%
(DON'T READ) DK/NA----- 2%

(ASK Q. 8 ONLY IF CODE 3 ON QUESTION 7)

8. In your own words, is there any particular reason you can share with us why you haven't thought about going to the Go Solar California website?

- Cost/too expensive----- 30%
- No time/too busy----- 30%
- Not interested----- 13%
- Unaware website existed-----4%
- Already have-----4%

- No reason/just haven't-----9%
- Don't know/Refused-----9%

(ASK QUESTION 9 ONLY IF NO MENTION OF ADVERTISING IN QUESTION 4 OR ANY CODE OTHER THAN 1 OR 2 IN Q6)

9. Let me ask you more specifically, have you seen any advertising that mentions a "Go Solar Website" or a "Go Solar California Sweepstakes?" **(IF YES, ASK: "Have you heard a lot of advertising or just a little?")**

- Yes, a lot -----3%
- Yes, a little -----9%
- No, haven't seen/heard anything about either - -86%
- (DON'T READ) DK/NA----- 2%**

(RESUME ASKING EVERYONE)

LET'S ASSUME THAT YOU SAW A NEWLY CONSTRUCTED SINGLE RESIDENCE HOME THAT YOU LIKED AND THAT YOU HAD THE OPTION OF ADDING A BUILT-IN ROOF-TOP SOLAR ELECTRIC SYSTEM TO IT. LET'S ALSO ASSUME THAT THIS SOLAR ELECTRIC SYSTEM WOULD ADD 13 to 15 THOUSAND DOLLARS TO THE PURCHASE PRICE OF THE HOME, THAT IT WOULD HAVE A 10-YEAR WARRANTY AND THAT USING IT WOULD CUT YOUR YEARLY ELECTRIC BILL IN HALF FROM WHAT IT OTHERWISE WOULD BE.

10. With this information in hand, do you think you would purchase this option when buying a newly constructed single residence home? **(IF YES/NO, ASK: “Is that definitely YES/NO, or just probably YES/NO”?)**

Definitely yes ----- 33%
 Probably yes ----- 33%
 Probably no ----- 12%
 Definitely no ----- 9%
(DON'T READ) Need more information ----- 11%
(DON'T READ) Don't Know/NA ----- 1%

11. Next, let me give you some statements. After you hear each one, please tell me whether you agree or disagree with it. **(IF AGREE/DISAGREE, ASK: “Is that strongly or just somewhat?”)**

	<u>STR.</u> <u>AGREE</u>	<u>S.W.</u> <u>AGREE</u>	<u>S.W.</u> <u>DISAG.</u>	<u>STR.</u> <u>DISAG.</u>	<u>(DK/NA)</u>
(ROTATE)					
[]a. A homebuilder who builds homes with solar electric systems is a green builder who cares about the environment-----	49%	29%	10%	6%	6%
[]b. Using a solar electric system for your house helps the natural environment-----	69%	23%	3%	2%	3%
[]c. With a solar electric system on your house, you can reduce your utility bill up to 60 percent-----	39%	30%	5%	4%	22%
[]d. The high cost of electricity has now become an important factor in my home buying decisions-----	45%	24%	14%	16%	1%
[]e. A solar electric system is just an expensive gimmick to get home buyers to pay more for a home-----	12%	14%	18%	50%	6%
[]f. Electric bills will continue to increase steadily in the years ahead-----	69%	20%	4%	3%	4%
[]g. A home builder offering solar electric power as an option is most likely to be offering high quality construction throughout the home-----	36%	27%	15%	9%	13%
[]h. Having a solar electric system lets a homeowner start saving on monthly living costs immediately-----	51%	27%	9%	6%	8%

12. Next, I'm going to mention some factors that people may consider when purchasing a new home. Using a scale of one to seven, where one means **NOT AT ALL IMPORTANT**, and seven means **VERY IMPORTANT**, for each one, please tell me how important that factor is for you personally in choosing a newly constructed, never lived in single residence home.

NOT AT				VERY			DK	<u>MEAN</u>
ALL IMPORTANT				IMPORTANT				
<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	

(ROTATE)

[]a.	The overall quality of construction-----	1%	0%	0%	2%	6%	16%	75%	0%	6.6
[]b.	The purchase price-----	1%	0%	0%	2%	9%	11%	76%	0%	6.6
[]c.	The quality of local schools-----	12%	3%	4%	5%	13%	12%	50%	0%	5.4
[]d.	The overall energy efficiency of the new home-----	1%	1%	3%	6%	19%	18%	51%	0%	6.0
[]e.	The cost of the monthly electric bill-----	5%	5%	7%	11%	20%	15%	36%	0%	5.2

13. Based on what you know today, do you think that home builders should make roof-top solar electric systems a standard feature in all new single residence homes they build? **(IF YES/NO, ASK: "Is that definitely YES/NO, or just probably YES/NO"?)**

Definitely yes-----	44%
Probably yes-----	25%
Probably no-----	14%
Definitely no-----	9%
(DON'T READ) Need more info-----	6%
(DON'T READ) Don't know/NA-----	1%

HERE ARE MY FINAL QUESTIONS; THEY ARE JUST FOR CLASSIFICATION PURPOSES.

14. In what year were you born?

1990-1984 (18-24) -----	1%
1983-1979 (25-29) -----	8%
1978-1974 (30-34) -----	12%
1973-1969 (35-39) -----	15%
1968-1964 (40-44) -----	13%
1963-1959 (45-49) -----	13%
1958-1954 (50-54) -----	9%
1953-1949 (55-59) -----	10%
1948-1944 (60-64) -----	5%
1943-1934 (65-74) -----	5%
1933 or earlier (75 & over) -----	3%
(REFUSED/ DK/NA) -----	5%

15. What was the last level of school you completed?

Grades 1-8-----	0%
Grades 9-11 -----	1%
High school graduate (12)-----	15%
Some college/Business/ Vocational school -----	19%
College graduate (4) -----	43%
Post-graduate work/ Professional school-----	21%
(DON'T READ) Refused -----	1%

16. With which racial or ethnic group do you identify yourself? **(READ RESPONSES)**

Hispanic or Latino ----- 18%
African-American or Black ----- 4%
Anglo/White ----- 52%
Asian ----- 18%
Something else----- 3%
(DON'T READ) Refused/NA----- 5%

17. How would you describe your political outlook? Would you say that you are very conservative, somewhat conservative, moderate, somewhat liberal, or very liberal?

Very conservative ----- 19%
Somewhat conservative ----- 18%
Moderate ----- 36%
Somewhat liberal ----- 12%
Very liberal----- 9%
(DON'T READ) Refused/DK/NA ----- 6%

18. Do you consider yourself to be an environmentalist?

Yes ----- 56%
No ----- 42%
(DON'T READ) Refused/DK/NA ----- 2%

19. Are there children under the age of 18 living in your household?

Yes ----- 50%
No ----- 49%
(DON'T READ) Refused/DK/NA ----- 1%

COUNTY

San Bernardino -----	6%
Riverside -----	14%
Fresno -----	8%
Kern-----	0%
Stanislaus -----	2%
San Joaquin -----	5%
Sacramento -----	5%
Placer -----	3%
Solano -----	0%
Yolo-----	3%
Sutter -----	1%
San Francisco-----	1%
Santa Clara-----	7%
Alameda-----	0%
Contra Costa -----	8%
Marin -----	0%
San Mateo-----	1%
Solano -----	3%
Los Angeles-----	0%
Orange-----	0%
San Diego -----	20%
Tulare-----	7%
Other-----	8%