Summer 2001 Residential Conservation Behavior

Preliminary Findings from a Sample of Southern California Edison Households

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Washington State University
Average kWh Consumption by Month
Sample of 329 SCE Residential Customers

<table>
<thead>
<tr>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>June</th>
<th>July</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 2000</td>
<td>568</td>
<td>560</td>
<td>504</td>
<td>482</td>
<td>542</td>
<td>653</td>
</tr>
<tr>
<td>Year 2001</td>
<td>589</td>
<td>583</td>
<td>489</td>
<td>469</td>
<td>506</td>
<td>563</td>
</tr>
</tbody>
</table>
2000/2001 March-June Average Temperatures

San Bernardino 2000
San Bernardino 2001
LA 2000
LA 2001

LA 2000 – 2001 Cooling Degree Day difference: - 34
San Bernardino 2000 – 2001 Cooling Degree Day difference: + 56

October 12, 2001 Preliminary Results -- Do Not Cite
<table>
<thead>
<tr>
<th>Location</th>
<th>2000</th>
<th>2001</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles</td>
<td>119</td>
<td>84</td>
<td>-35</td>
</tr>
<tr>
<td>Burbank</td>
<td>330</td>
<td>341</td>
<td>11</td>
</tr>
<tr>
<td>San Bernardino</td>
<td>624</td>
<td>680</td>
<td>56</td>
</tr>
<tr>
<td>Fresno</td>
<td>710</td>
<td>872</td>
<td>162</td>
</tr>
</tbody>
</table>
Since the beginning of this year, how much have you been thinking about the effects of the energy situation on you, your family or friends?

A lot 56%
Some 28%
A little 13%
Not at all 3%

Have you made any changes over the past year in the ways that you use energy?

Yes 83%
No 17%

Which of the following best describes why you haven't made any changes?

Not aware of how to change energy use 5%
Don't see a reason to change anything 15%
Energy use is already low 60%
Don't pay the bills 0%
Other 20%
... a list of reasons that some people give for using less energy. How important is each one for you?

"Very Important"

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keep electricity bills down</td>
<td>81%</td>
</tr>
<tr>
<td>Qualify for utility rebate</td>
<td>36%</td>
</tr>
<tr>
<td>Do your part to help California through a difficult time</td>
<td>70%</td>
</tr>
<tr>
<td>To try to avoid blackouts</td>
<td>79%</td>
</tr>
<tr>
<td>To use energy resources as wisely as possible</td>
<td>76%</td>
</tr>
<tr>
<td>To protect the environment</td>
<td>64%</td>
</tr>
<tr>
<td>To stop energy suppliers from overcharging</td>
<td>78%</td>
</tr>
</tbody>
</table>
Household Conservation Actions

SCE Residential Customer Sample

- Turn off lights
- Laundry/dishwasher
- Not use AC
- Thermostat 78°
- Replace light bulbs **
- Unplug computer/appliances
- TV off/watch less
- Use appliances less
- Close rooms/lighter clothes
- Hot tub/outside lights off
- Pool pump off/use less
- Unplug 2nd fridge/freezer
- New appliance **
- New fans, evap. cool, shades
- New insul., solar devices

Cooling

“Hardware”
<table>
<thead>
<tr>
<th>Consumer Subgroups</th>
<th>% of HHs</th>
<th>Average kWh per mo 2000</th>
<th>Average kWh per mo 2001</th>
<th>Average kWh change</th>
<th>Average % Change</th>
<th>% of SCE residential usage 2001</th>
<th>% of SCE residential savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>20%+ increase</td>
<td>13%</td>
<td>540</td>
<td>840</td>
<td>300</td>
<td>56%</td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>10-20% increase</td>
<td>6%</td>
<td>600</td>
<td>690</td>
<td>90</td>
<td>15%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>0-10% increase</td>
<td>11%</td>
<td>465</td>
<td>480</td>
<td>15</td>
<td>3%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>0-10% decrease</td>
<td>19%</td>
<td>630</td>
<td>600</td>
<td>-30</td>
<td>-5%</td>
<td>19%</td>
<td>5%</td>
</tr>
<tr>
<td>10-20% decrease</td>
<td>20%</td>
<td>810</td>
<td>690</td>
<td>-120</td>
<td>-15%</td>
<td>23%</td>
<td>22%</td>
</tr>
<tr>
<td>20%+ decrease</td>
<td>30%</td>
<td>750</td>
<td>480</td>
<td>-270</td>
<td>-36%</td>
<td>24%</td>
<td>73%</td>
</tr>
</tbody>
</table>
Persistence?

73% say that they are “very likely” to continue doing everything that they are doing now, assuming that the situation remains about the same.
Overall, do you think that the things you've done to reduce your energy use have . . .

Significantly decreased the quality of your life 2%
Made you somewhat less comfortable 26%
Had no serious effect 55%
Possibly improved your quality of life 15%

Assuming that you could do anything you like, are there energy-related purchases or home improvements you would like to make?

Yes 47%

Are there things that people are saying you should do to conserve energy that you would NOT do on a regular basis? (e.g., drying your clothes on a clothes line or increasing your AC temperature)

Yes 16%
Are you aware of any local programs to encourage energy conservation?

Yes  23%

If "yes," have you participated in any of these programs in the past year?

Yes  27%

(6% of total)
Can Californian's retain their lifestyle and the state's energy problems can still be solved, OR must Californian's make real changes in their lifestyle in order for the state's energy problems to be solved?

- can maintain lifestyle: 36%
- must make real changes: 56%
- don't know: 8%
Are any of your appliances or your heating or air conditioning equipment old enough that you might replace them in the not-too-distant future?

Yes 34%

Which ones?

- Dishwasher 8%
- Clothes washer 12%
- Clothes Dryer 13%
- Refrigerator 29%
- Central AC 29%
- Furnace 23%
- (others)
May we contact you again later in the year or next summer to find out if anything has changed?

Yes 90%  (name & address supplied)