



# 2016 Gulf Power Residential Saturation Survey

May 2017



Marketing & Program Management



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# Acknowledgements

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- This report would not be possible without the valued input of the following individuals:
  - **Alabama Power:** [REDACTED]
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  - **Gulf Power:** [REDACTED]
  - **Mississippi Power:** [REDACTED]
  - **Southern Company Services:** [REDACTED]  
[REDACTED]

# Competitive Analysis - Total Company

- Electric space heating continues to penetrate the market with about three-quarters of heating systems as primarily electric.
  - Gas space heating represents only 13 percent of the market.
- As with space heating, electric water heating captures three-quarters of the market.
  - Gas water heating remains at less than 19 percent of the market.

# Key Findings

- **Key findings from the 2016 Saturation Survey are presented in the following section. All 2016 results in this report include “don’t know” and “no answer” responses.**
- **Housing Characteristics**
  - **Seventy-four percent of the homes in Gulf Power’s service territory are single-family homes (page 9).**
  - **Fifty-six percent of homes in Gulf Power’s service territory have a square footage range of 1,400 square feet or more. The average home size is 1,789 square feet (page 31).**
  - **New homes (three years old or less) comprise six percent of the housing market, while homes 20 years or older comprise 52 percent of the housing market (page 30).**
- **Household appliances**
  - **Saturation rates of major appliances remain high (pages 43 and 44). Among all Gulf Power residential customers,**
    - **99 percent have a refrigerator**
    - **98 percent have a microwave oven**
    - **84 percent have an electric oven**
    - **72 percent have an electric cook-top**
    - **94 percent have a clothes washer**
    - **89 percent have an electric clothes dryer**

# Key Findings

- **Heating Systems**

- In 2016, electric space heating comprised 80 percent of the total heating systems in Gulf Power’s service territory (central electric furnace, heat pump, and electric space heater combined), compared with 76 percent in 2013 (page 15).
- The saturation of electric space heating systems in single-family homes increased to 78 percent from 73 percent in 2013 (page 18).
- Electric space heating in multi-family homes also increased, from 85 percent in 2013 to 87 percent in 2016 (page 18).
- Twenty-five percent of main heating systems are more than ten years old (page 66).
- Among reasons for heating system replacement, 48 percent were replaced because the old system stopped working (page 69). Sixty-three percent of the systems replaced were 10 years or older (page 68).

# Key Findings

- **Cooling Systems**

- Sixty percent of respondents report having electric central air-conditioning, while 28 percent use heat pumps for cooling (page 23).
- Among air-conditioning systems that were replaced, 49 percent were replaced because they did not work at all (page 79).
- In 2016, zero percent of Gulf Power respondents report having no air-conditioning (page 23).

- **Computer/Internet Use**

- Forty-six percent of respondents have a desktop computer and 73 percent have a laptop. Sixty percent have a tablet (page 50). Overall, 90 percent of Gulf Power respondents have a computer, compared with 82 percent in 2013 (page 13).
- Seventy-three percent of households have a printer, 12 percent have a conventional monitor, and 43 percent have a flat-screen monitor (page 50).
- The percentage of households reporting some type of Internet access is 88 percent (page 13).

# Key Findings

- **Water Heating**

- For 2016, electric water heaters comprise 78 percent of all water heaters via a combination of electric and heat pump (page 19).
- Multi-family homes have a higher saturation rate of electric water heaters (94 percent) than single-family homes (73 percent) (page 22).
- Forty-seven percent of all water heaters (all fuel types) are 40 gallons or less (page 53).
- The top reason for water heater replacement is because the old unit stopped working (36 percent) (page 58).



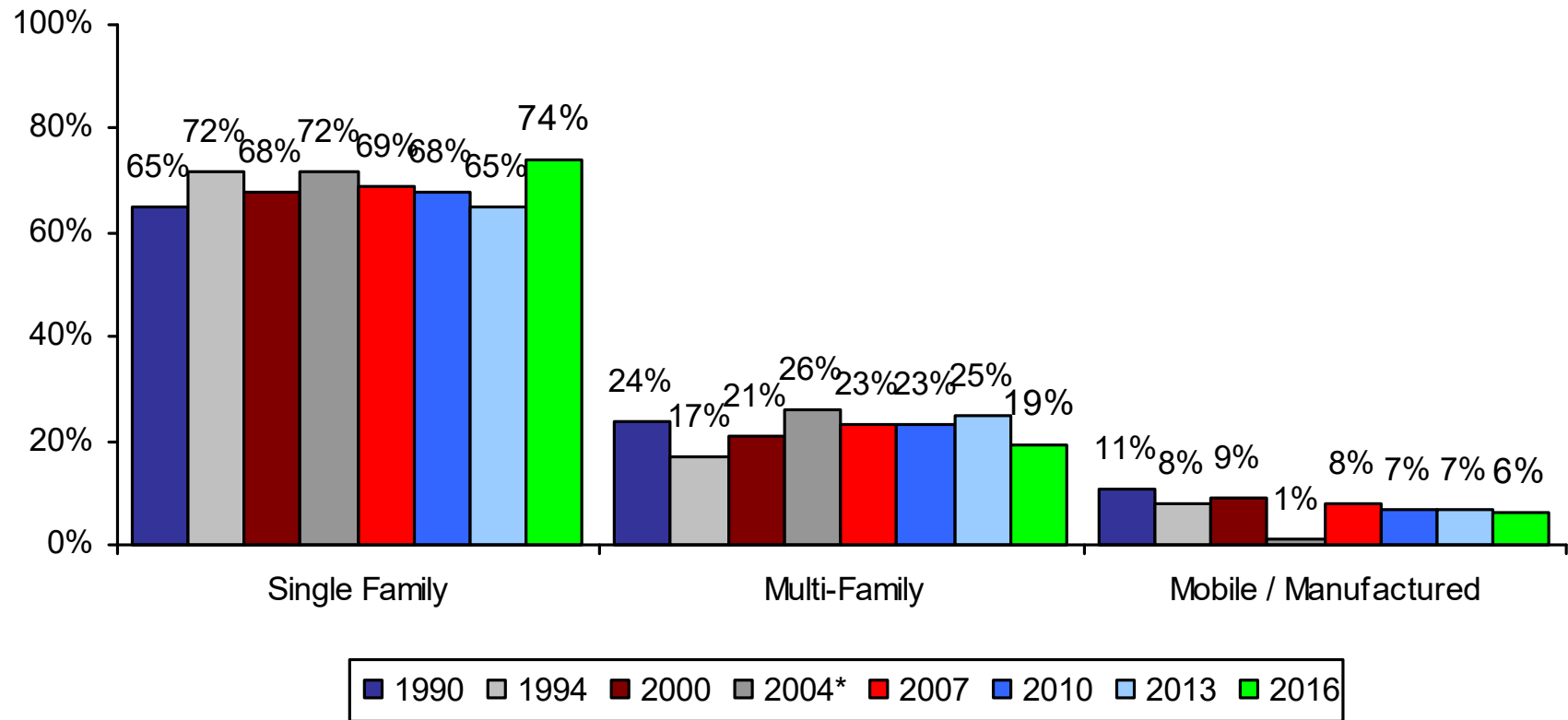
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# Historical Trending Data

# Trends in Housing Characteristics:

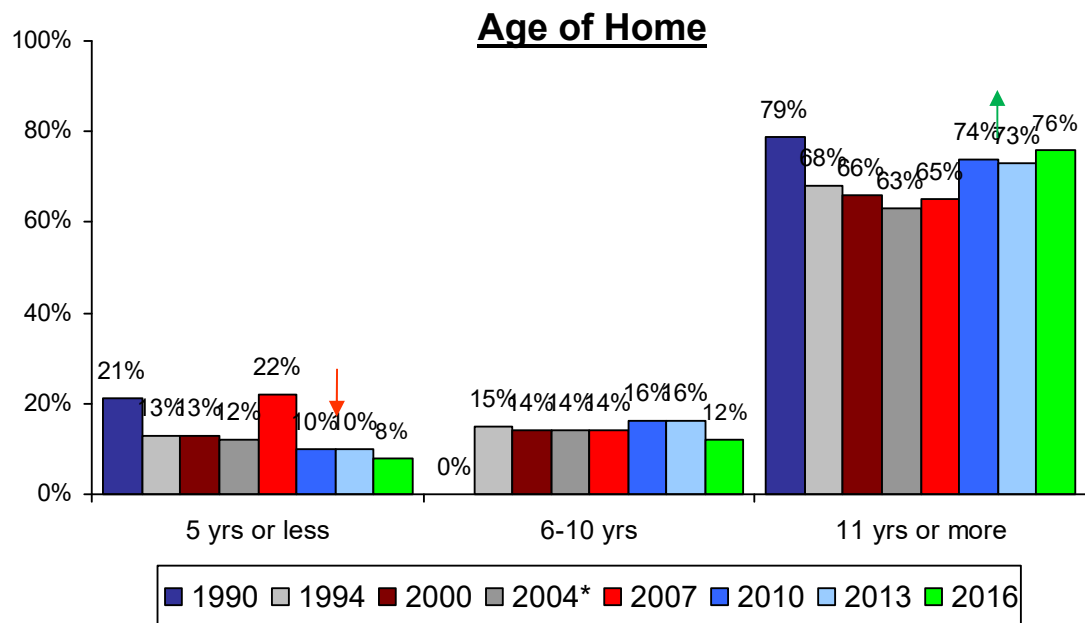
## Type of Housing

### Total Company



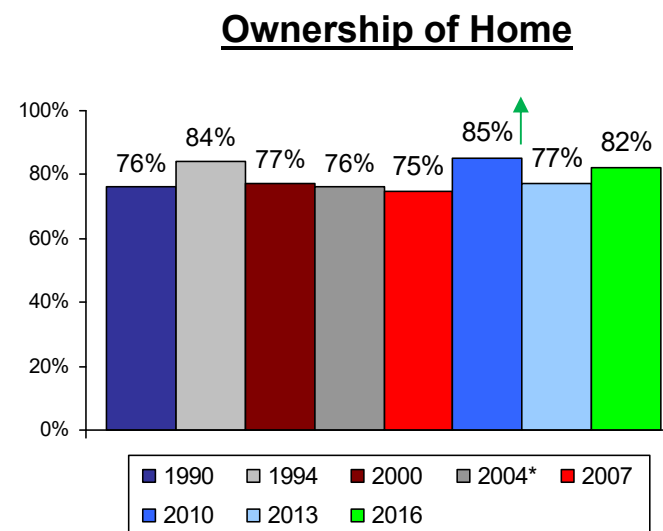
\* 2004 percentages exclude mobile and manufactured homes

# Trends in Housing Characteristics: Age and Ownership of Home Total Company



NOTE: In 2000, data was compiled differently from all other years, so it is advisable to ignore the 2000 numbers on these specific charts.

\* 2004 percentages exclude mobile and manufactured homes

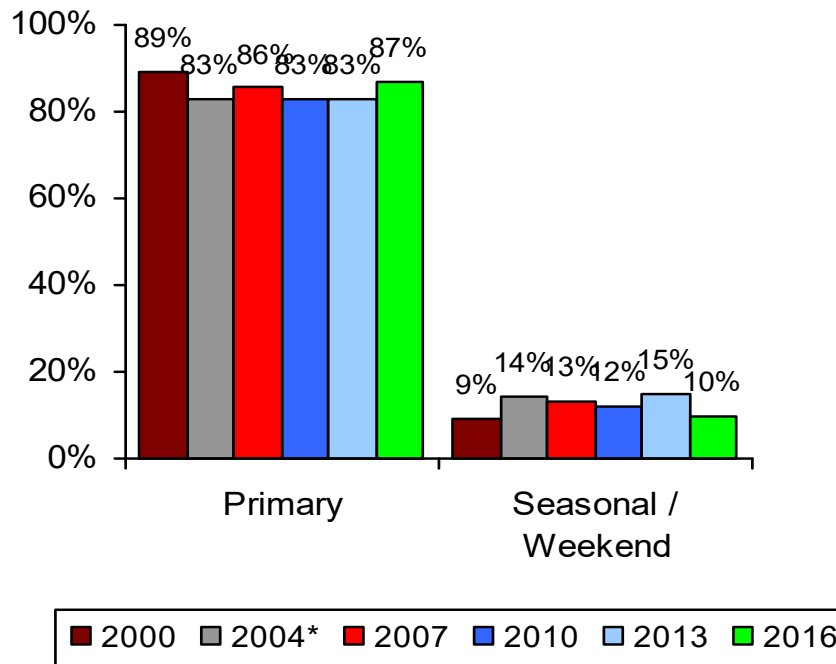


↑ ↓ Denotes statistically significant decrease/increase relative to previous survey wave.

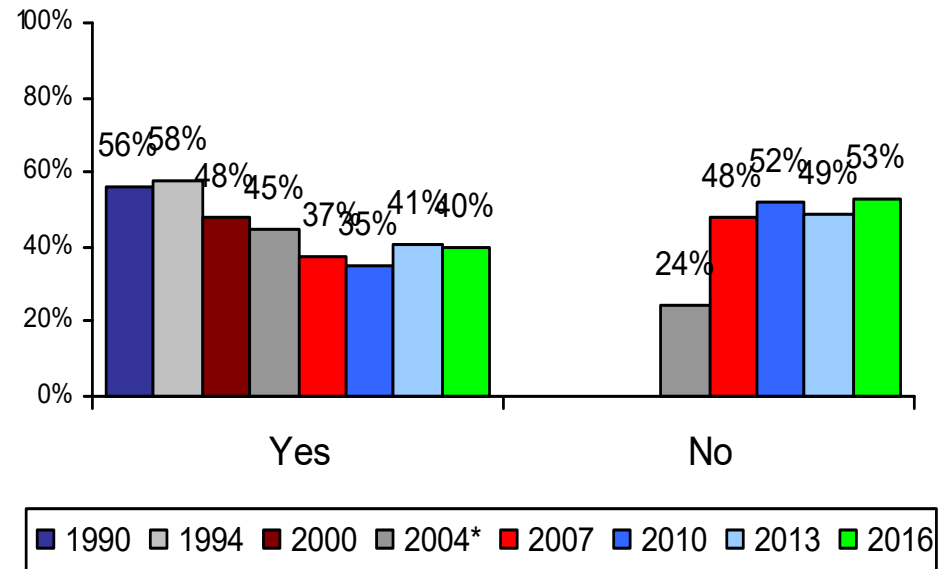
# Trends in Housing Characteristics: Residence and Gas Availability

## Total Company

**Primary Residence**



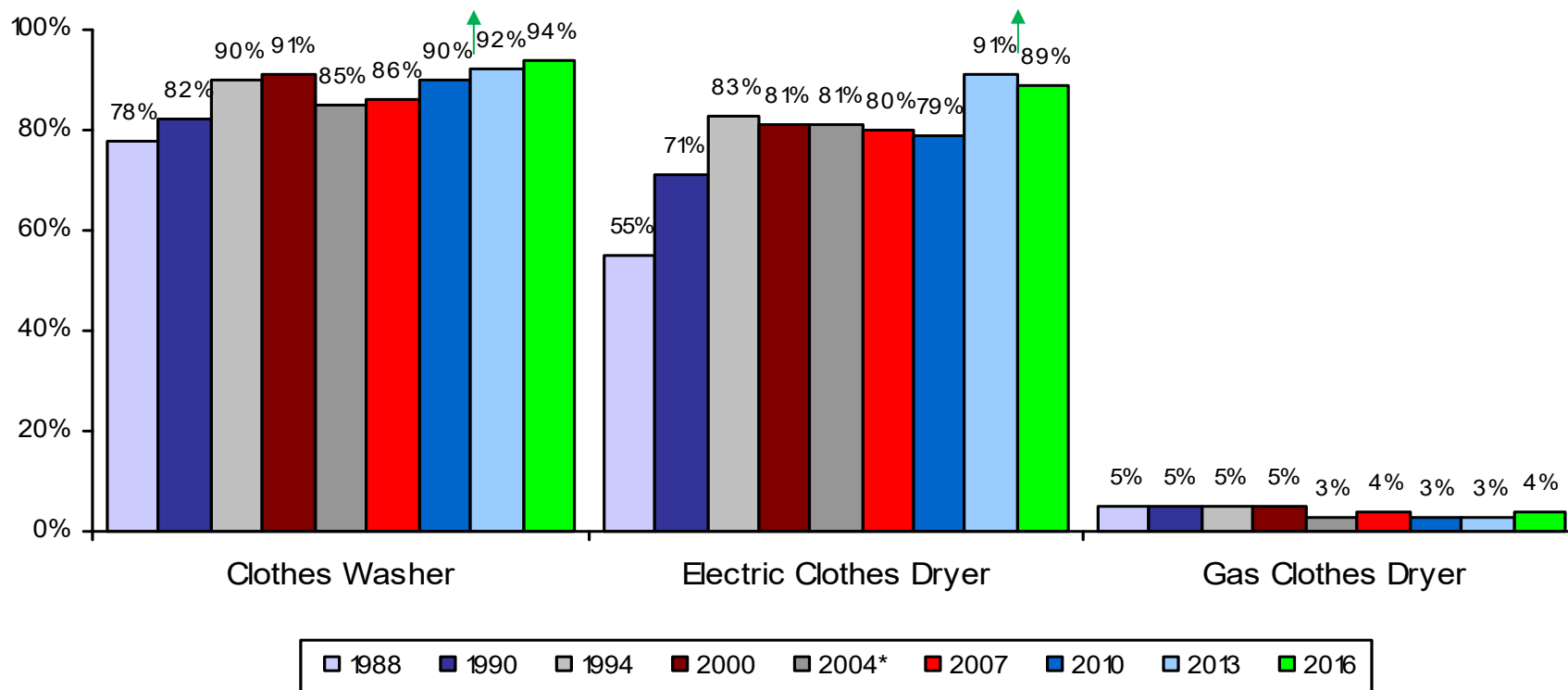
**Natural Gas Available**



NOTE: "No" responses were not available for 1990, 1994, or 2000

\* 2004 percentages exclude mobile and manufactured homes

# Trends in Appliance Saturation: Laundry Appliances Total Company

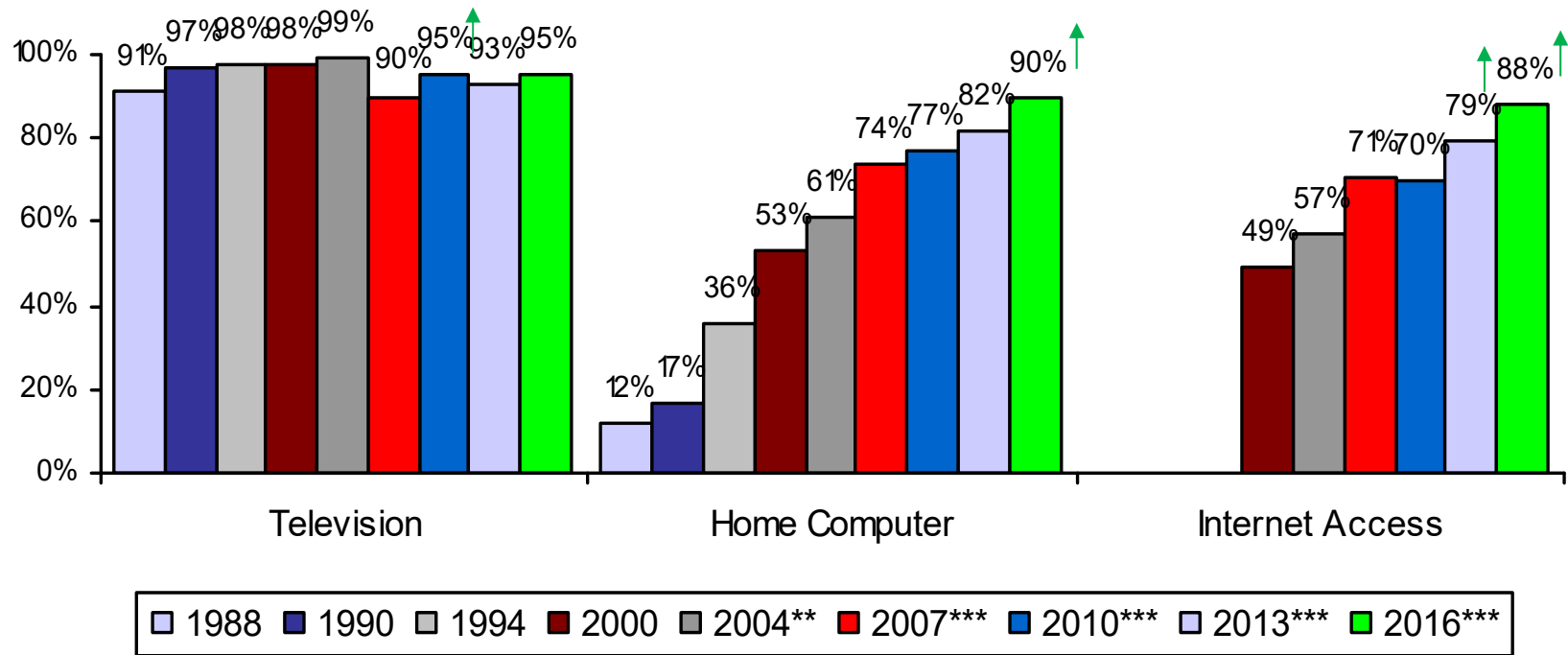


NOTE: In 2000, data was compiled differently from all other years, so it is advisable to ignore the 2000 numbers on this specific chart.

\* 2004 percentages exclude mobile and manufactured homes

↑ ↓ Denotes statistically significant decrease/increase relative to previous survey wave.

# Trends in Appliance Saturation: Home Electronics Total Company



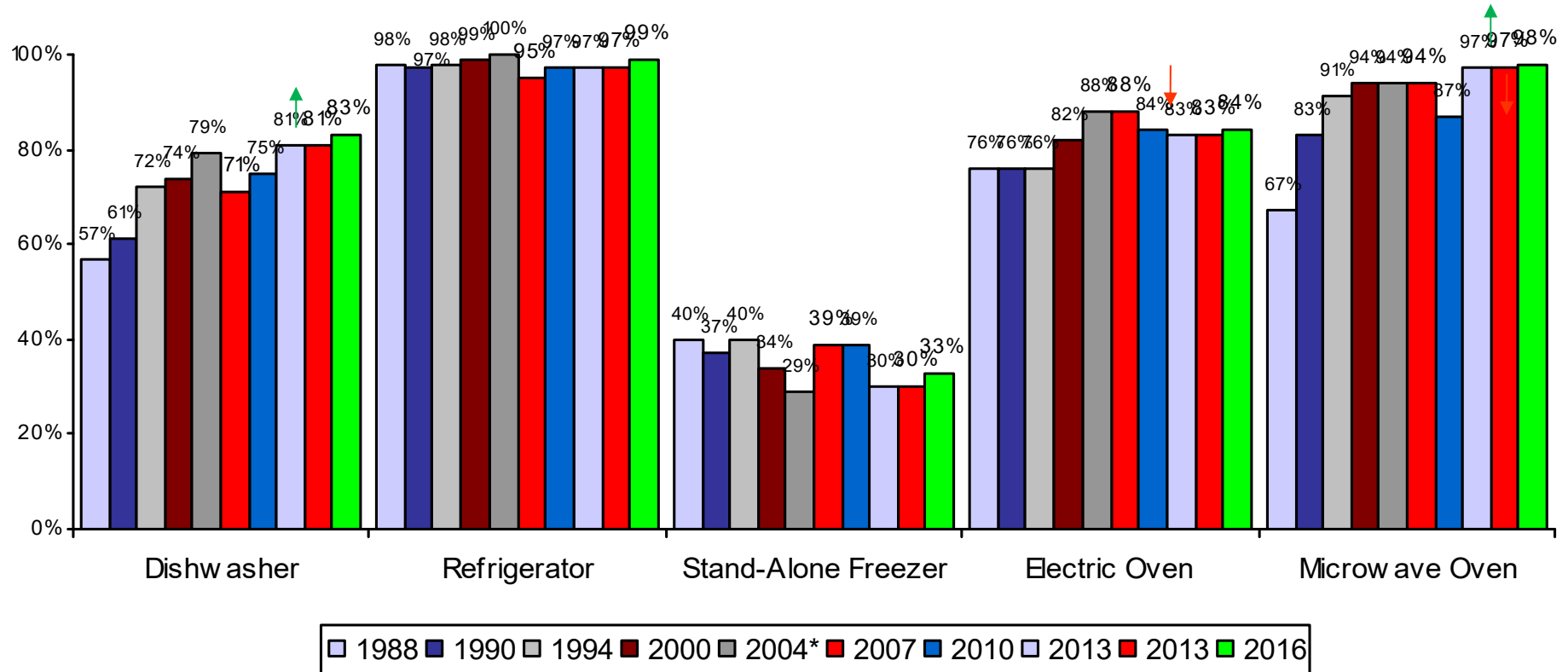
NOTES: In 2000, data was compiled differently from all other years, so it is advisable to ignore the 2000 numbers on this specific chart.  
Data for internet access was not available for 1988, 1990, or 1994

\*\* 2004 percentages exclude Don't Know and No Answer and exclude mobile and manufactured homes

\*\*\* 2007, 2010, 2013, and 2016 percentages include Don't Know and No Answer

↑ Denotes statistically significant decrease/increase relative to previous survey wave.

# Trends in Appliance Saturation: Kitchen Appliances Total Company

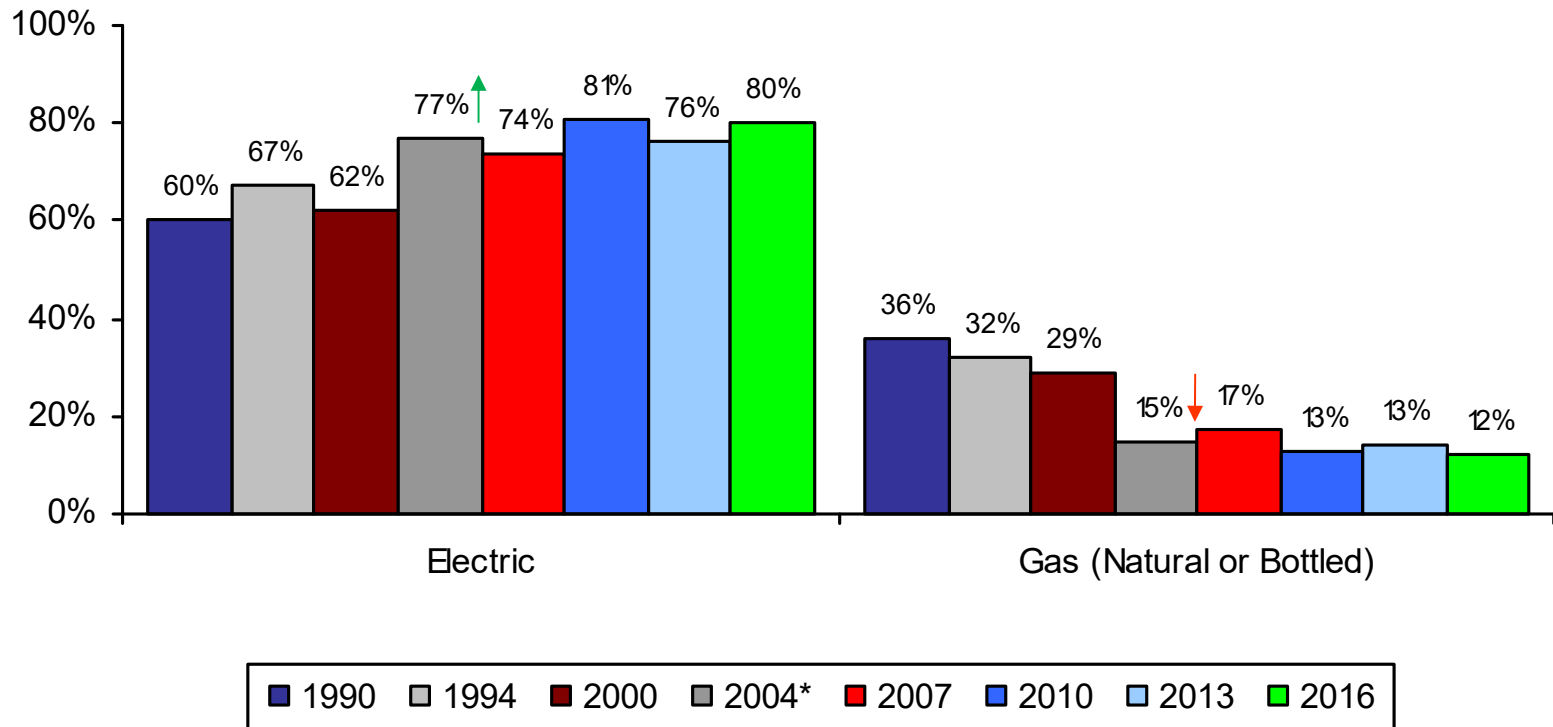


NOTE: In 2000, data was compiled differently from all other years, so it is advisable to ignore the 2000 numbers on this specific chart.

\* 2004 percentages exclude mobile and manufactured homes

↑ Denotes statistically significant increase relative to previous survey wave.  
↓ Denotes statistically significant decrease relative to previous survey wave.

# Trends in Heating Systems: Primary Heating Fuel Total Company, 1990 - 2016



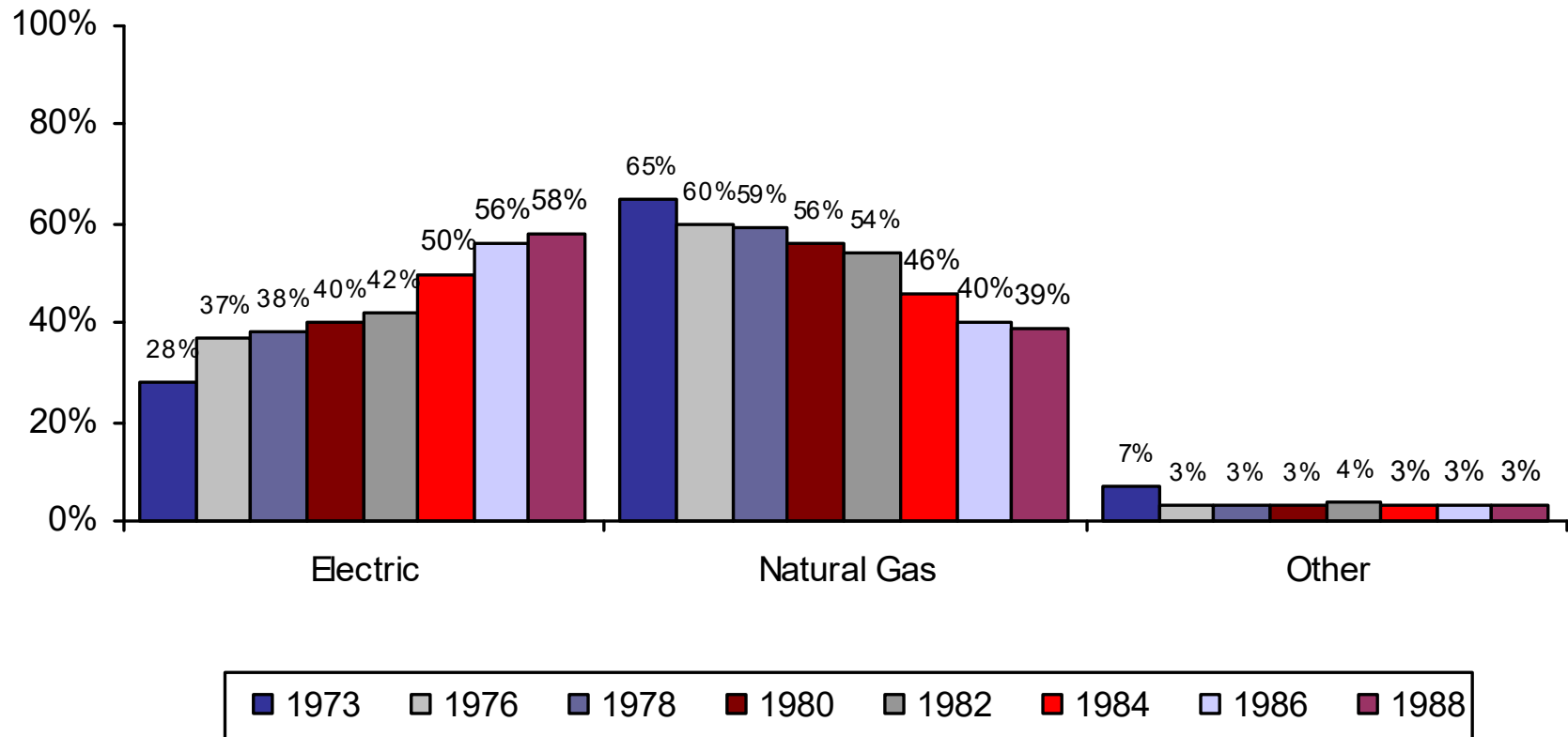
NOTE: In 2000, data was compiled differently from all other years, so it is advisable to ignore the 2000 numbers on this specific chart.

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↑ ↓ Denotes statistically significant decrease/increase relative to previous survey wave.



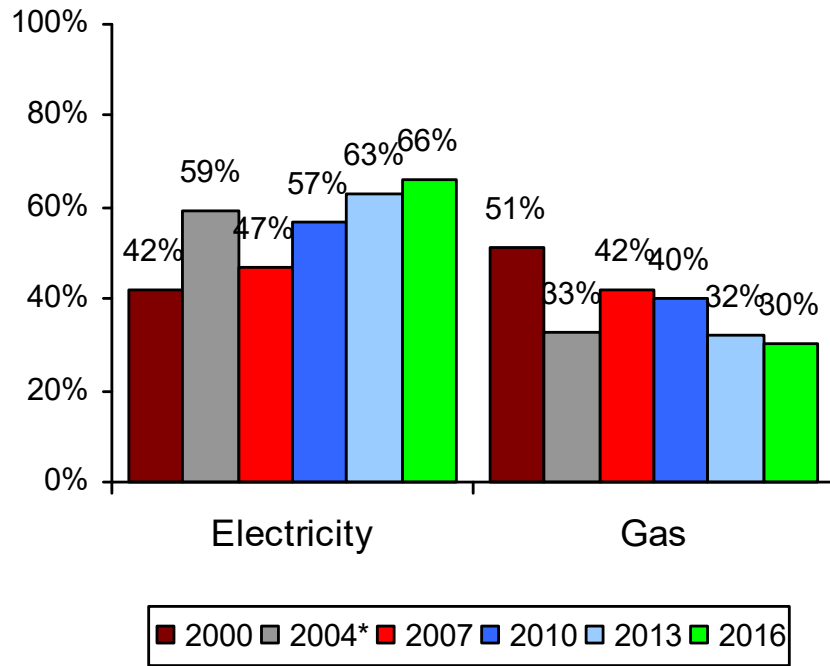
# Trends in Heating Systems: Major Space Heating Total Company, 1973 - 1988



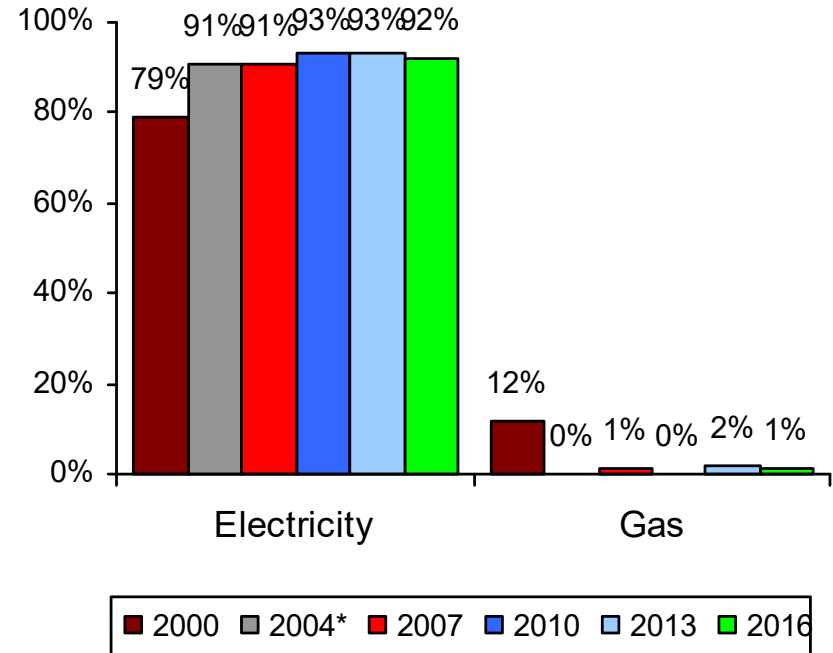
# Natural Gas Availability's Effect on Heating Fuel Choice

## Total Company

**Natural Gas Available**



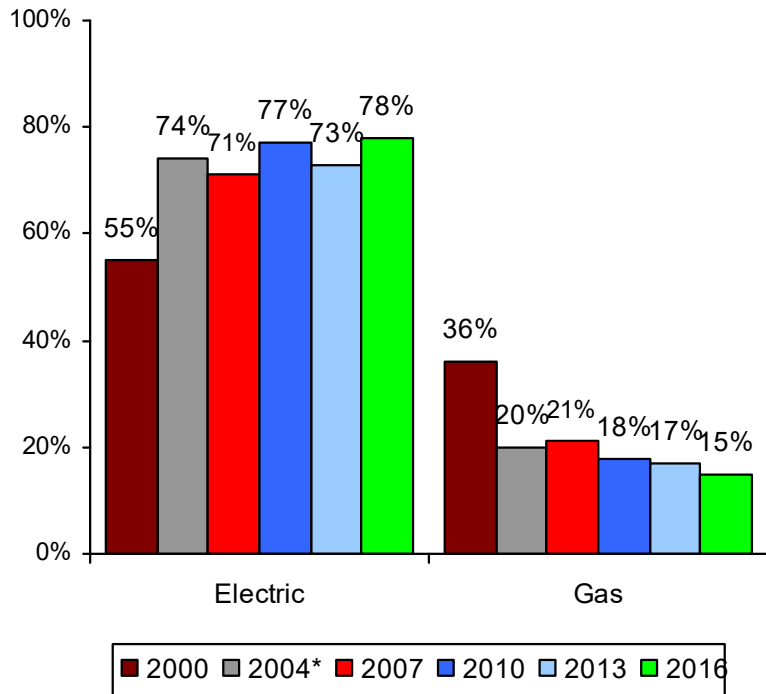
**Natural Gas NOT Available**



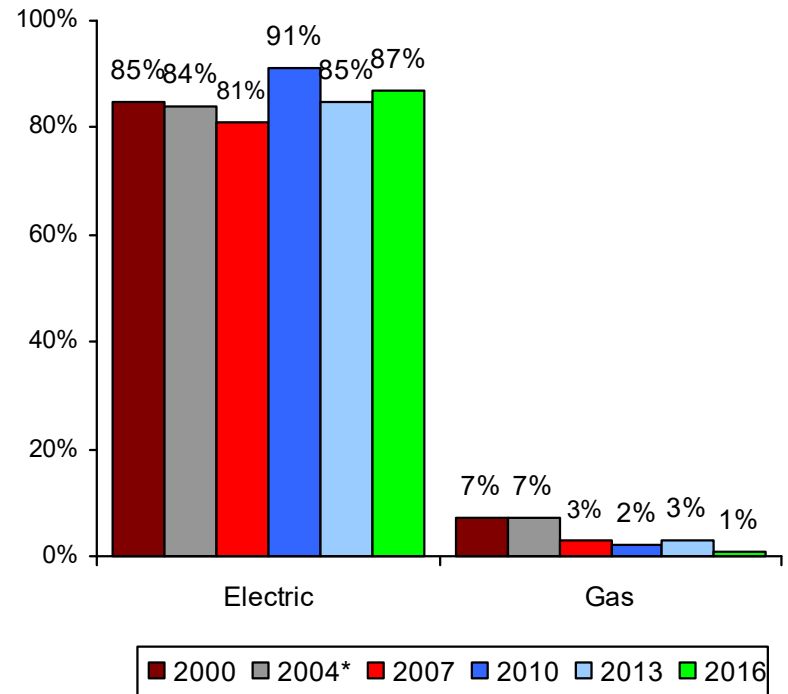
\* 2004 percentages exclude mobile and manufactured homes

# Trends in Heating Systems: Dwelling Type Total Company

**Single Family**



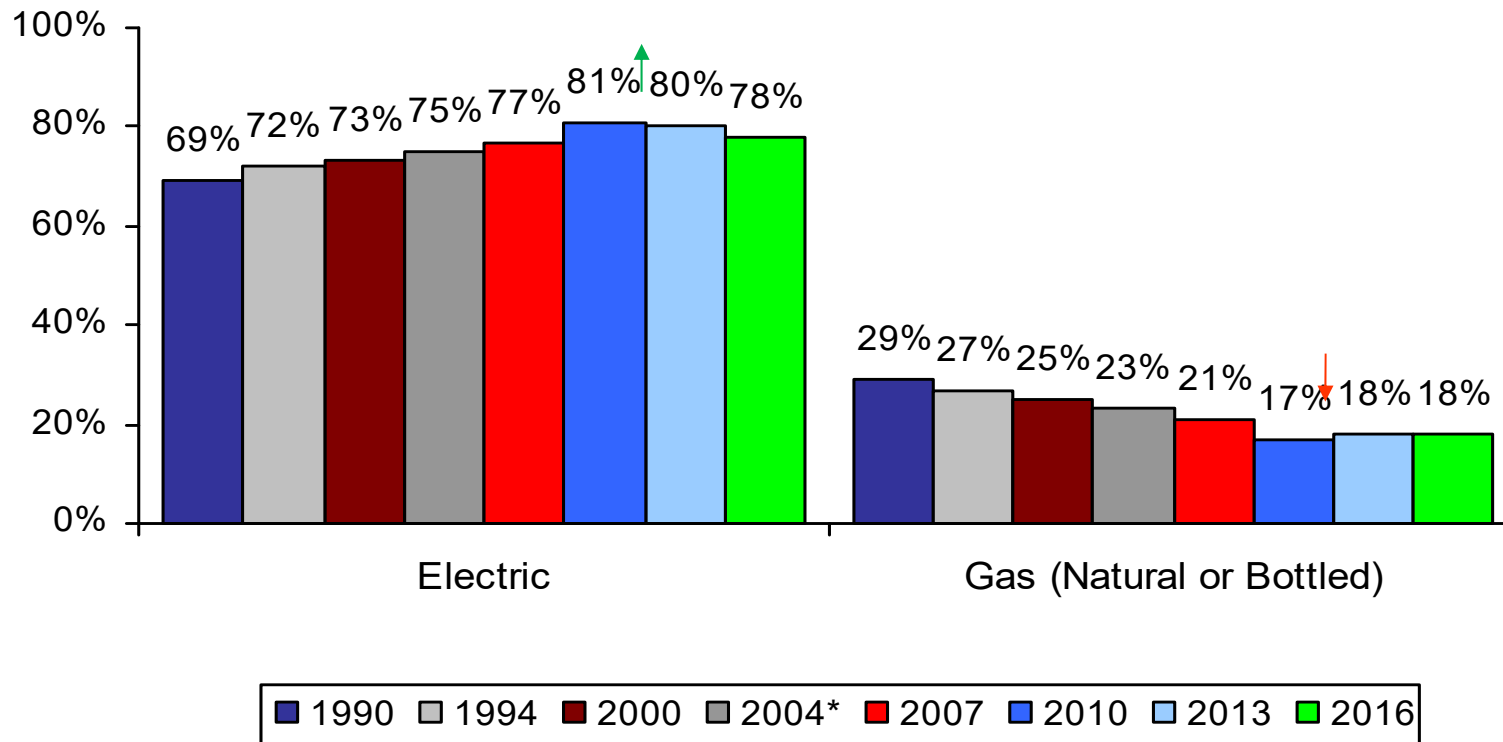
**Multi-Family**



\* 2004 percentages exclude mobile and manufactured homes

# Trends in Water Heating Systems: Primary Water Heating Fuel

Total Company, 1990 - 2016

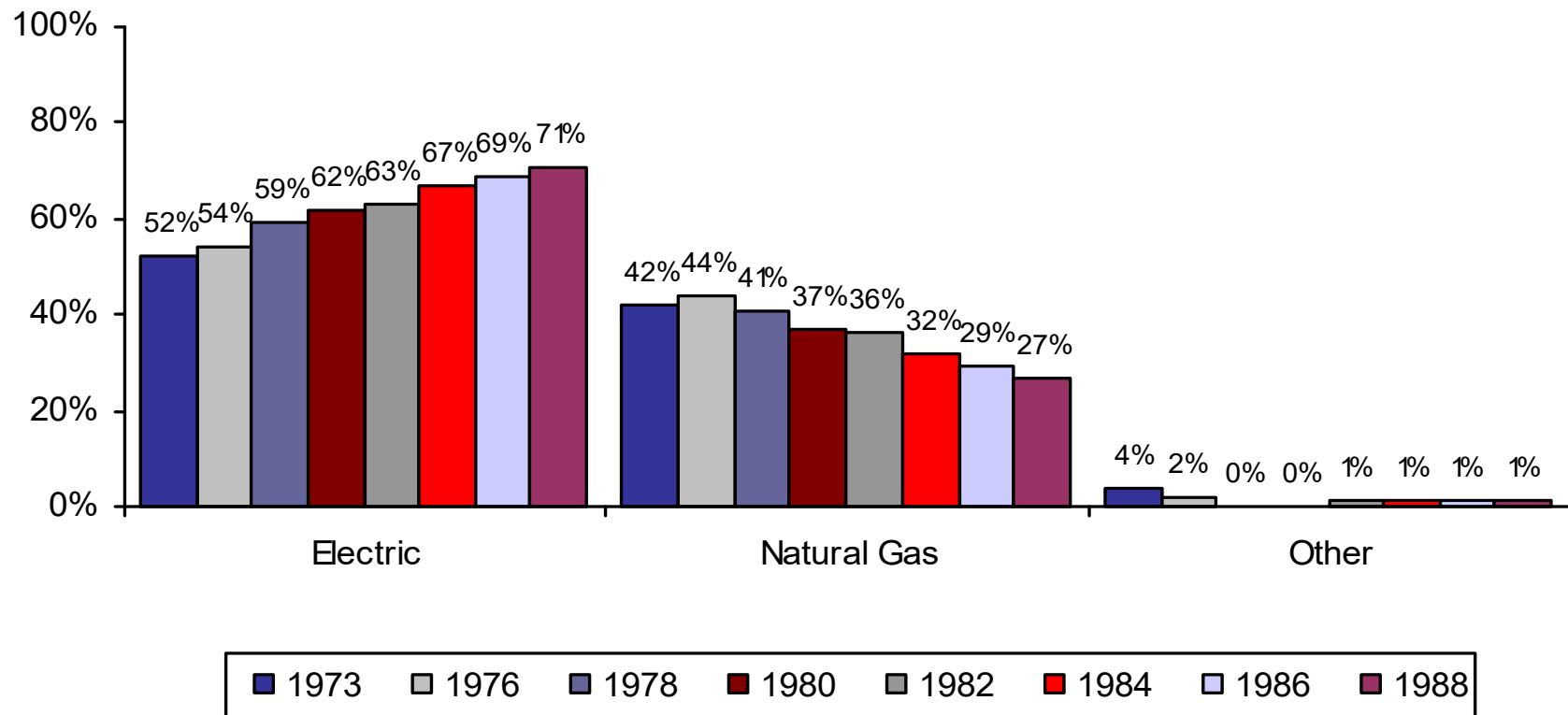


NOTE: In 2000, data was compiled differently from all other years, so it is advisable to ignore the 2000 numbers on this specific chart.

\* 2004 percentages exclude mobile and manufactured homes

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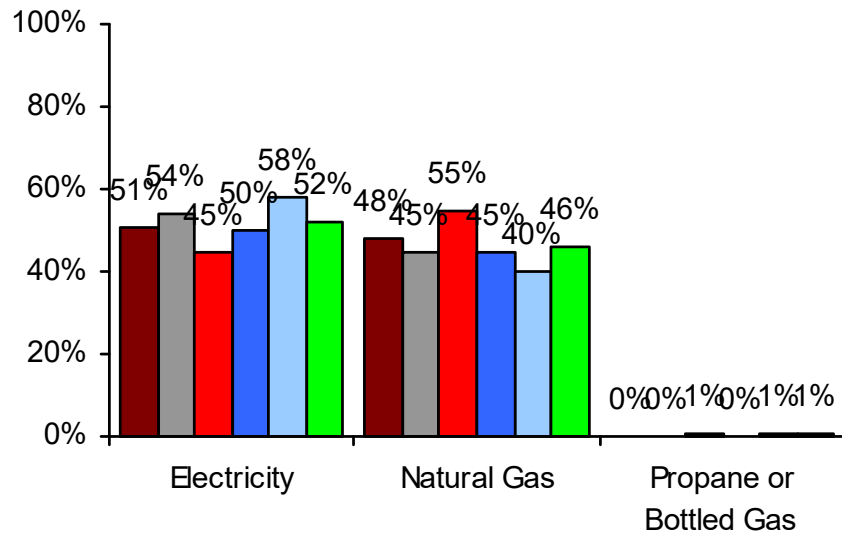
# Trends in Water Heating Systems: Water Heating Fuel Total Company, 1973 - 1988



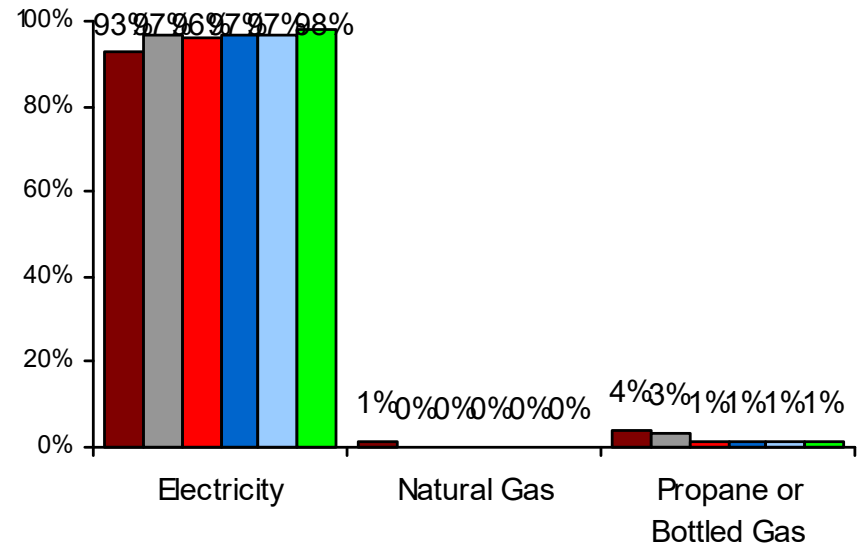
# Natural Gas Availability's Effect on Water Heating Fuel Choice

## Total Company

**Natural Gas Available**



**Natural Gas NOT Available**

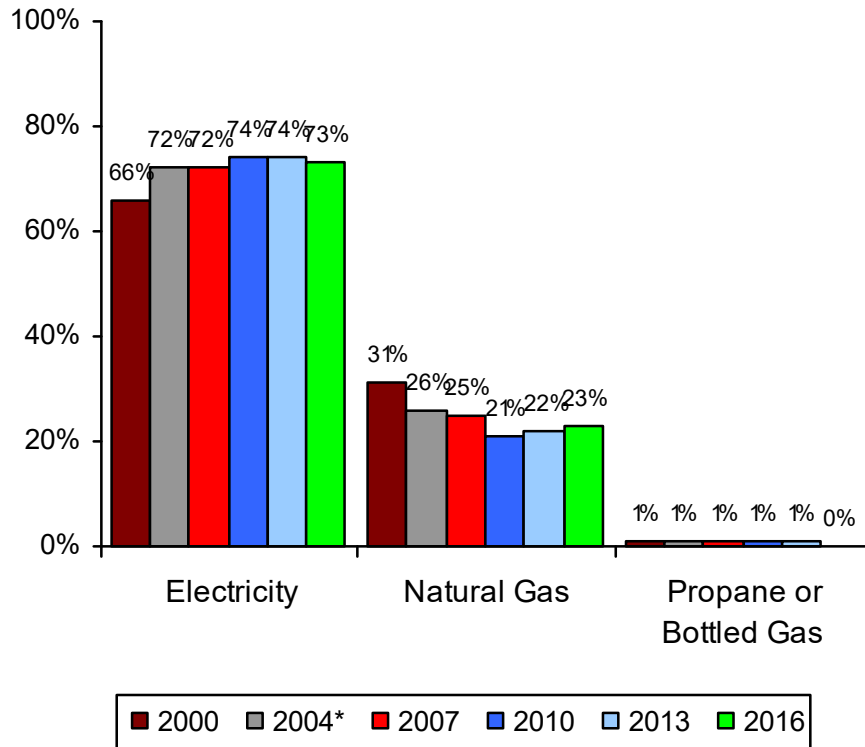


\* 2004 percentages include Don't Know and No Answer and exclude mobile and manufactured homes

\*\* 2007, 2010, 2013 and 2016 percentages include Don't Know and No Answer

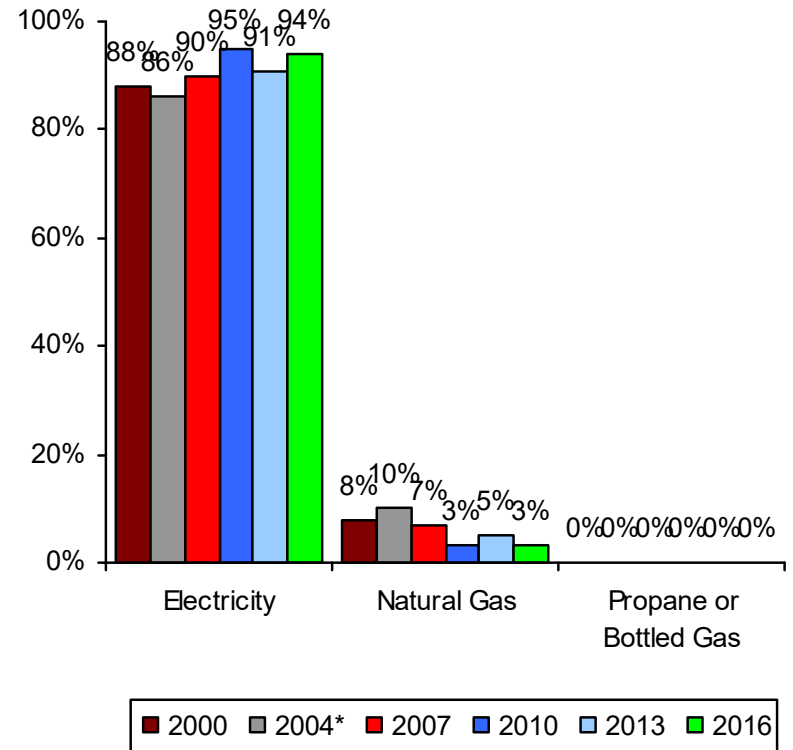
# Trends in Water Heating Systems: Dwelling Type Total Company

## Single Family

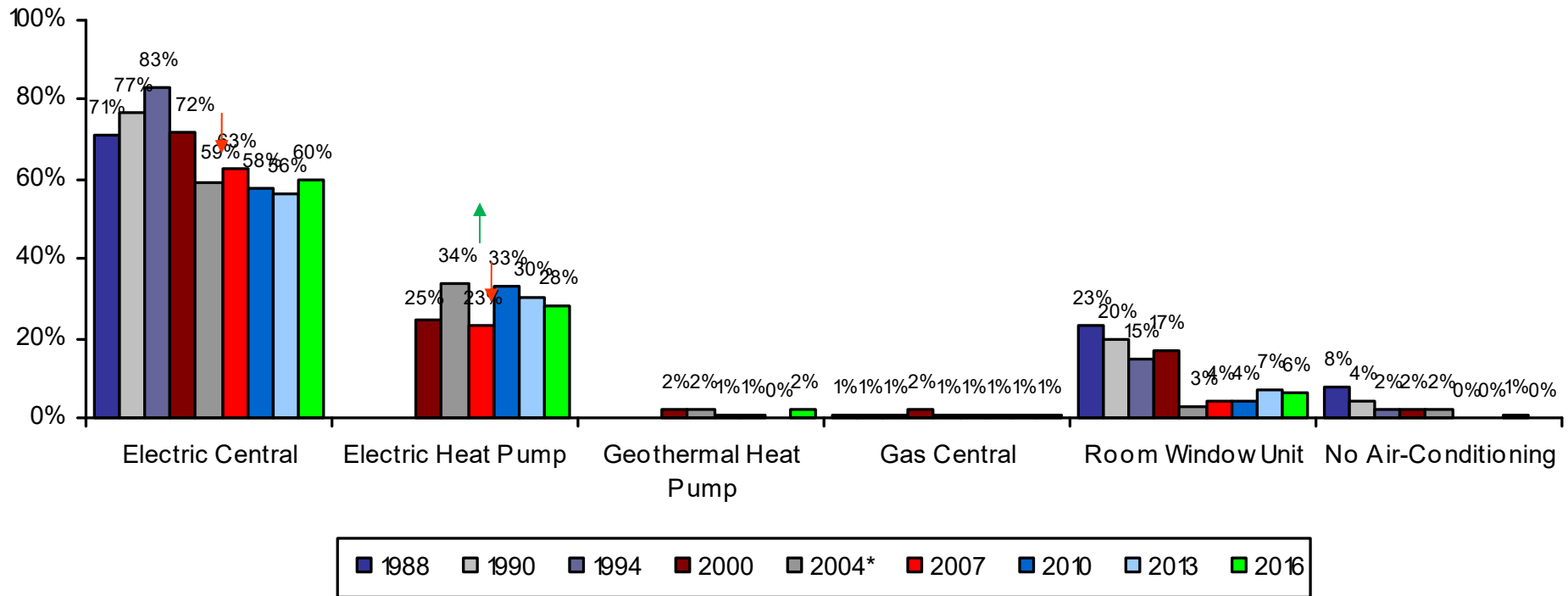


\* 2004 percentages exclude mobile and manufactured homes

## Multi-Family



# Trends in Cooling Systems: Main Air-conditioning Unit Total Company



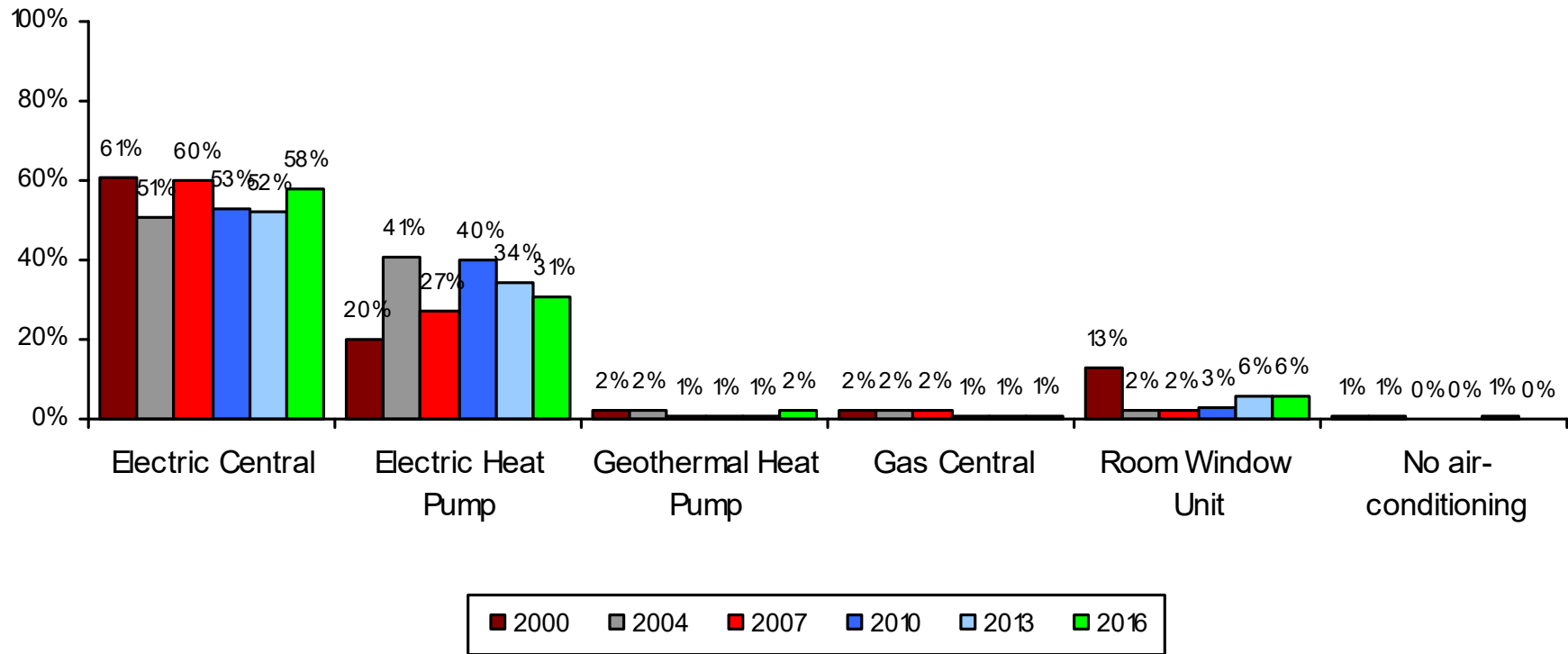
NOTES: In 2000, data was compiled differently from all other years, so it is advisable to ignore the 2000 numbers on this specific chart.  
Data for electric heat pump and geothermal heat pump was not available for 1988, 1990, or 1994

\* 2004 percentages exclude mobile and manufactured homes

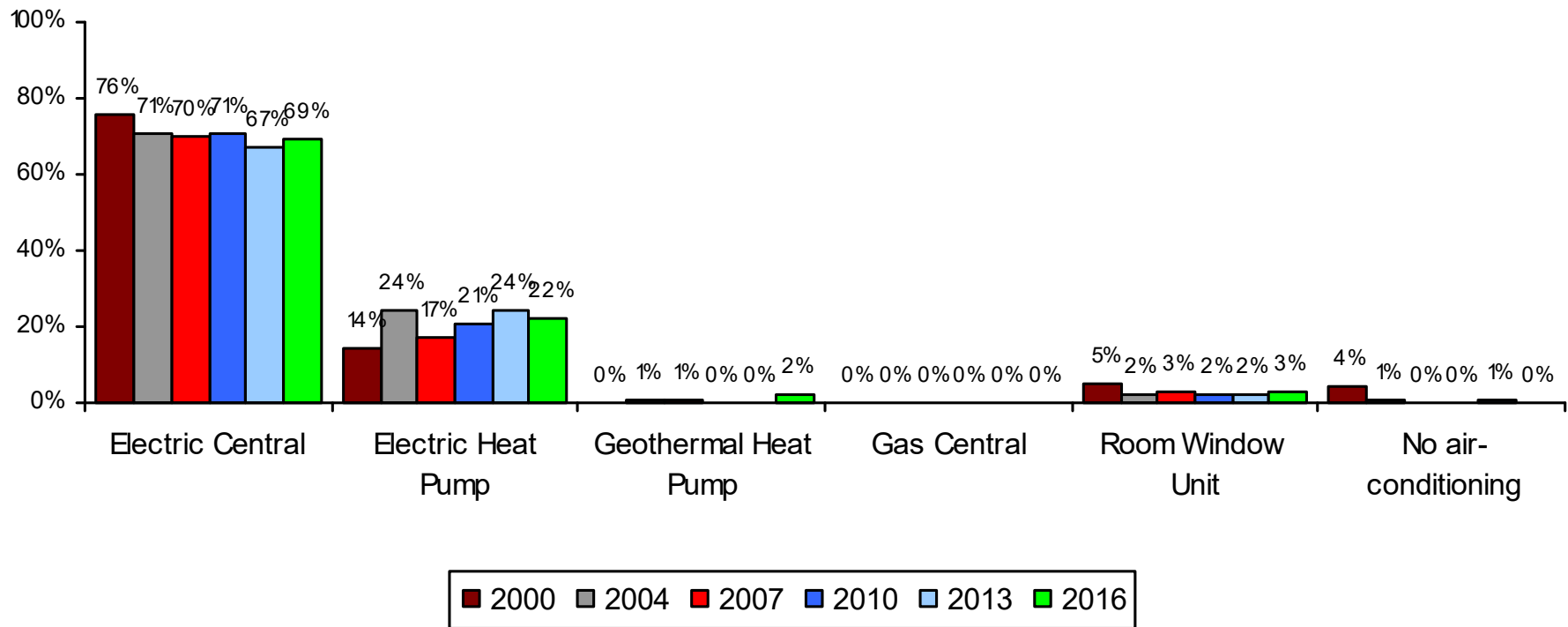
↓ ↑ Denotes statistically significant decrease/increase relative to previous survey wave.



# Trends in Cooling Systems: Type of Cooling System Single-family Homes



# Trends in Cooling Systems: Type of Cooling System Multi-family Homes



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[REDACTED]

# Detailed Findings

[REDACTED]

[REDACTED]

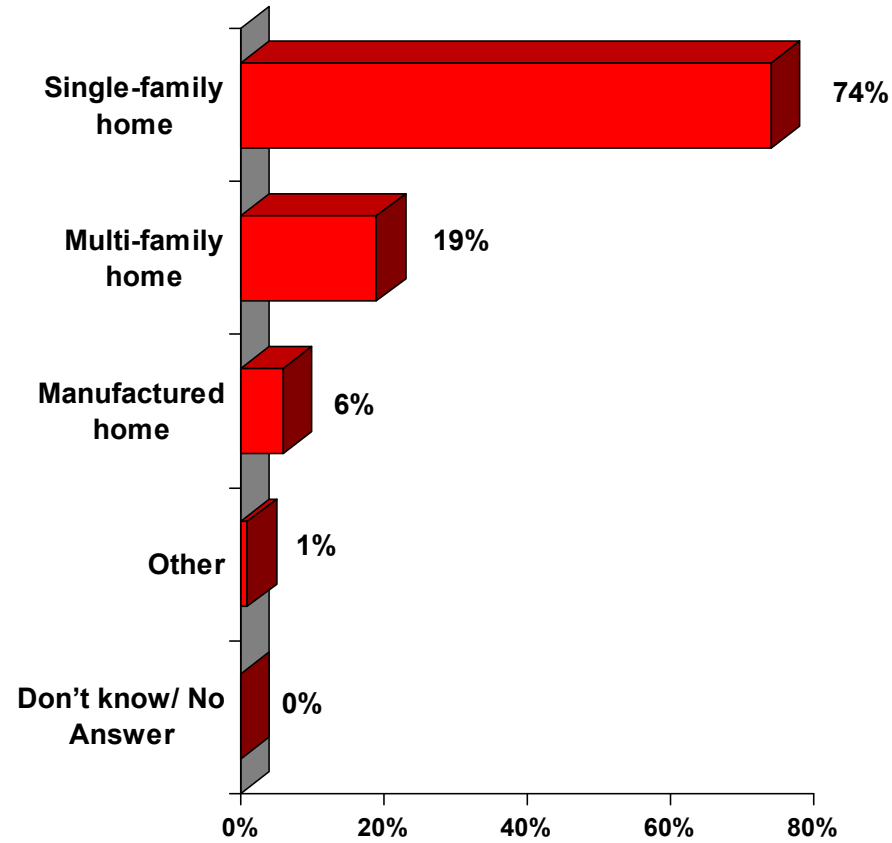
[REDACTED]

[REDACTED]

[REDACTED]

# Type of Home

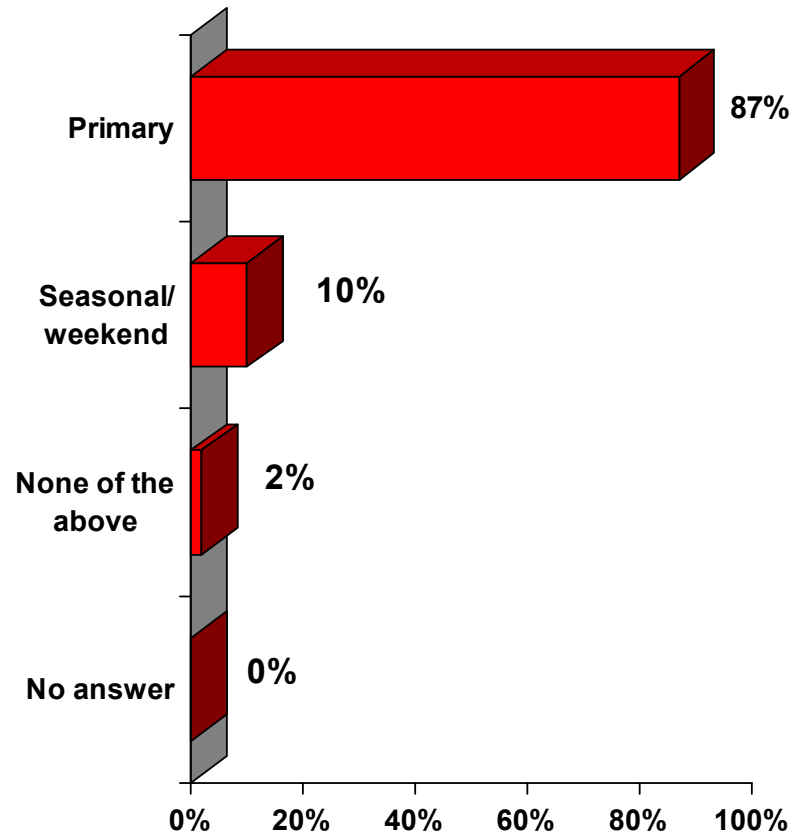
## Total Company



A1. Which best describes the type of home you have? (n = 1,028)

# Primary/Seasonal Residence

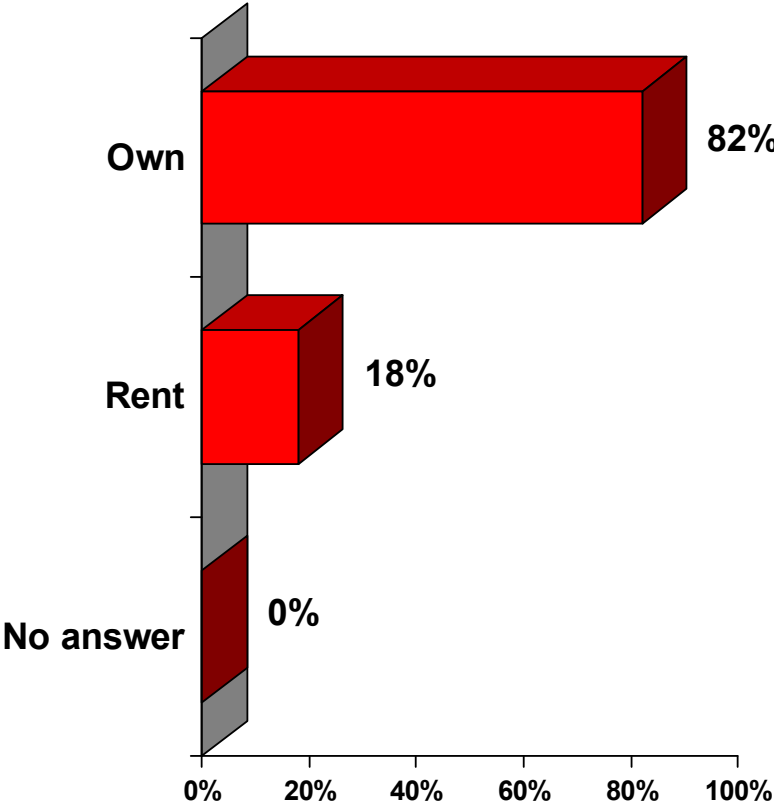
## Total Company



A2. Is this your primary residence or a seasonal/weekend/secondary home? (n = 1,028)

# Home Ownership

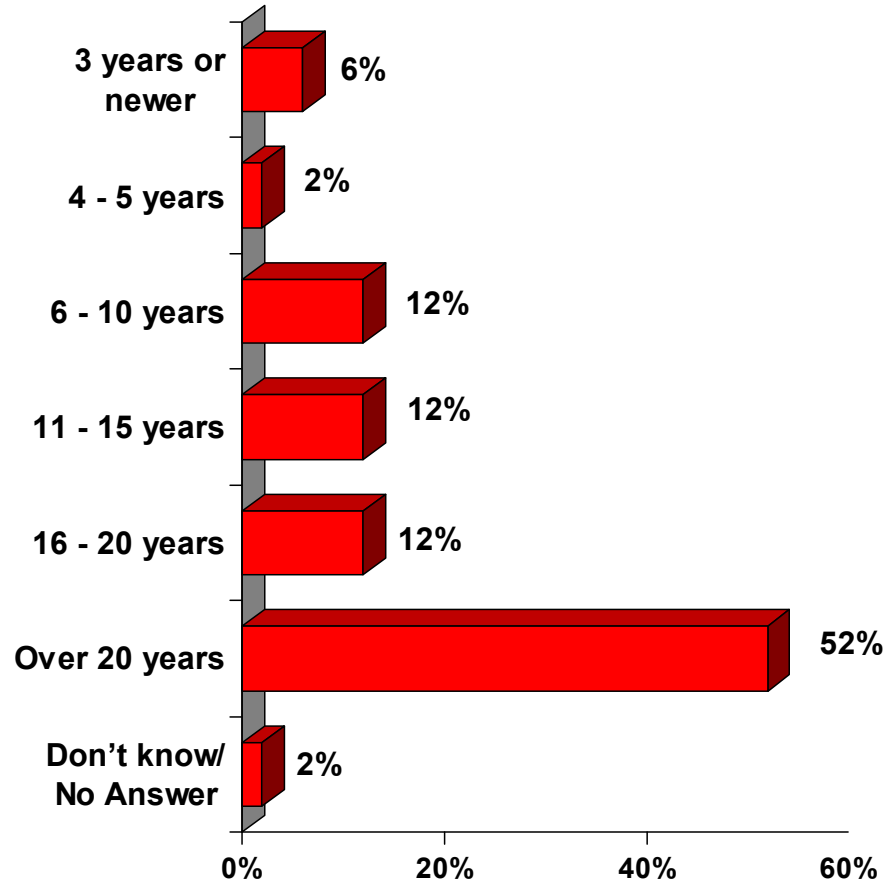
Total Company



A3. Do you own or rent your home? (n = 1,028)

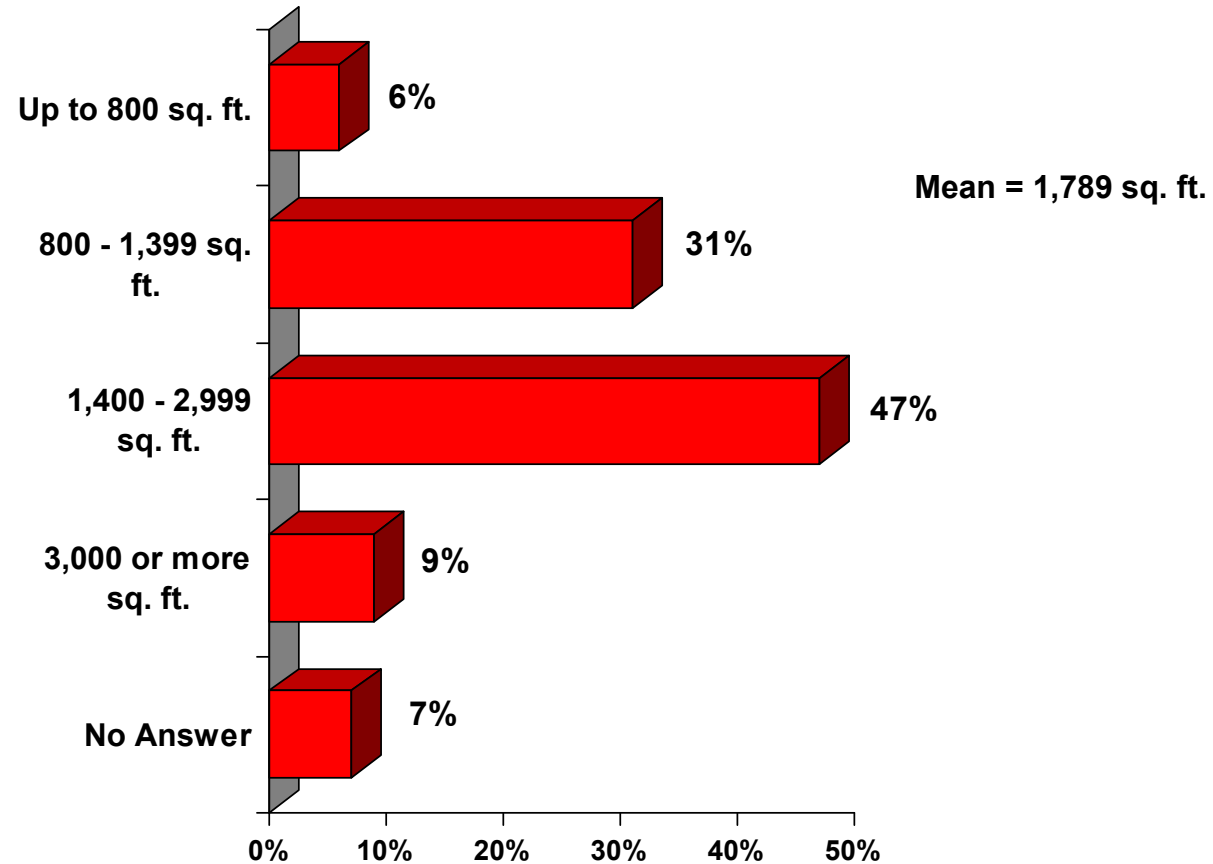
# Age of Home

## Total Company



A4. Approximately how old is your home? (n = 1,028)

# Square Feet Heated and/or Cooled Total Company

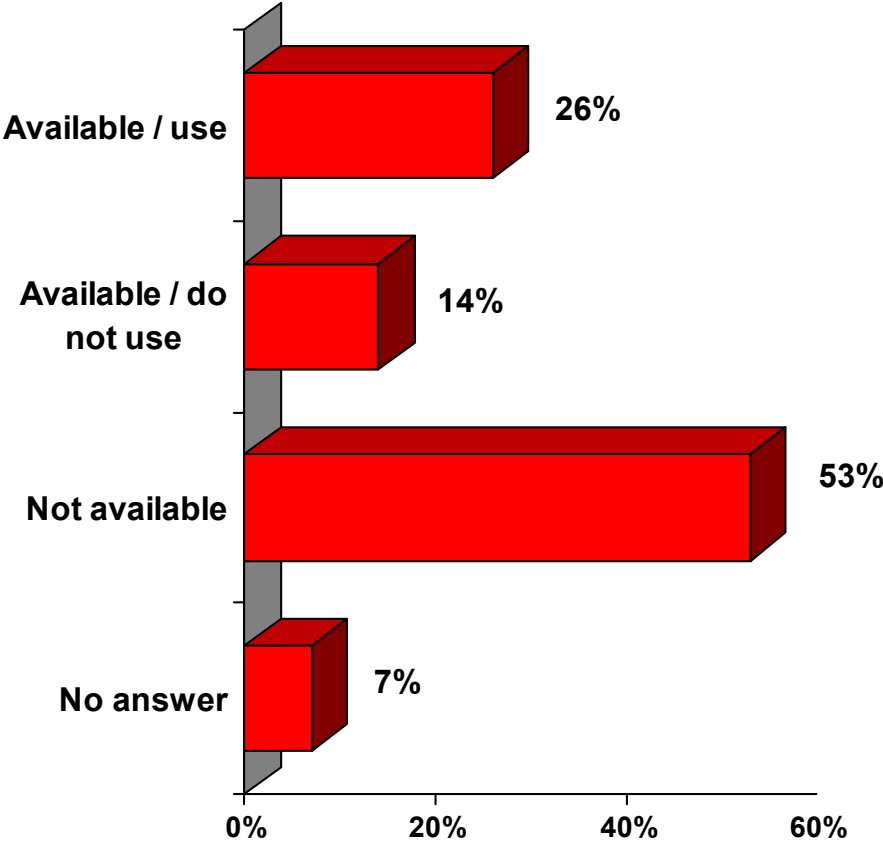


A5. Approximately how many square feet of your home are heated and/or cooled? (n = 1,028)



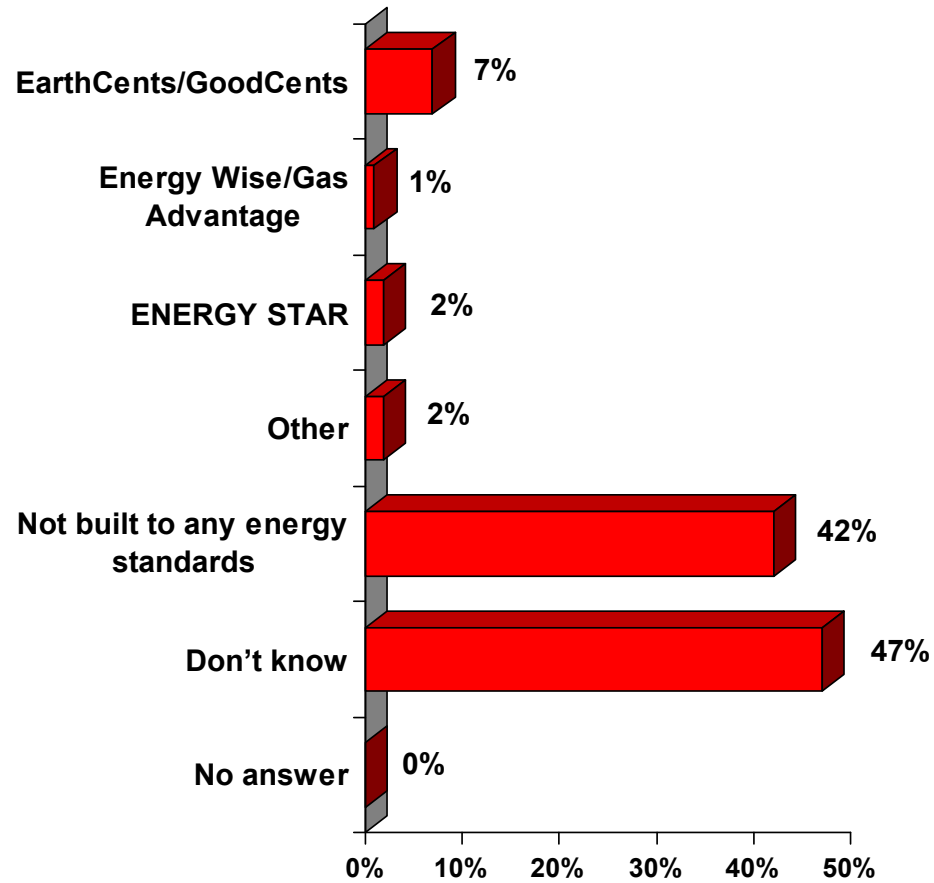
# Natural Gas Availability

## Total Company



A6a. Which description best describes the use of natural gas in your home (not propane)? (n = 1,028)  
*NOTE: Question A6a slightly changed in 2016*

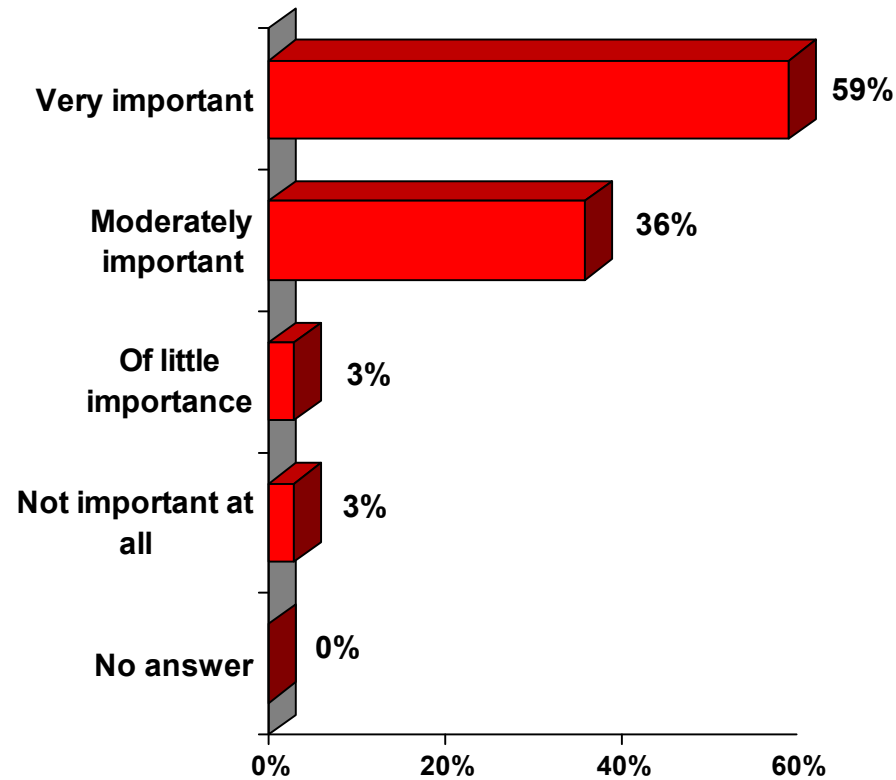
# Home Built to Energy-Efficiency Standards? Total Company



A7. Was your home built to any particular energy efficiency standards? (n = 1,028)

# Importance of Purchasing Home with Energy-efficient Upgrades

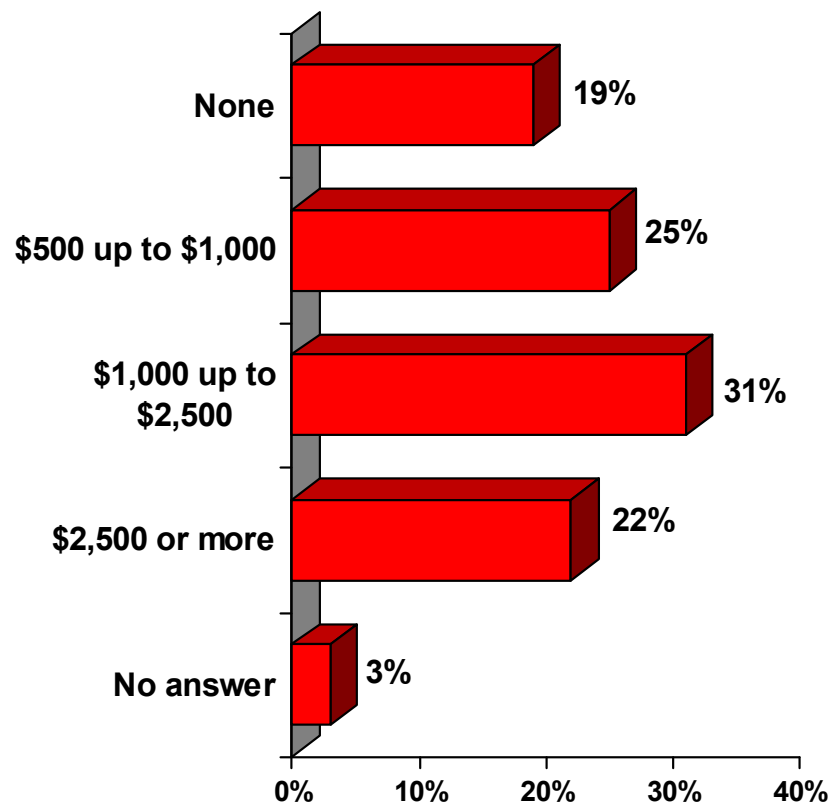
## Total Company



A7a. In purchasing a home, how important would you rate purchasing a home with energy efficient upgrades? (n = 1,028)

# Amount Extra Would Pay for Certified Energy-efficient Home

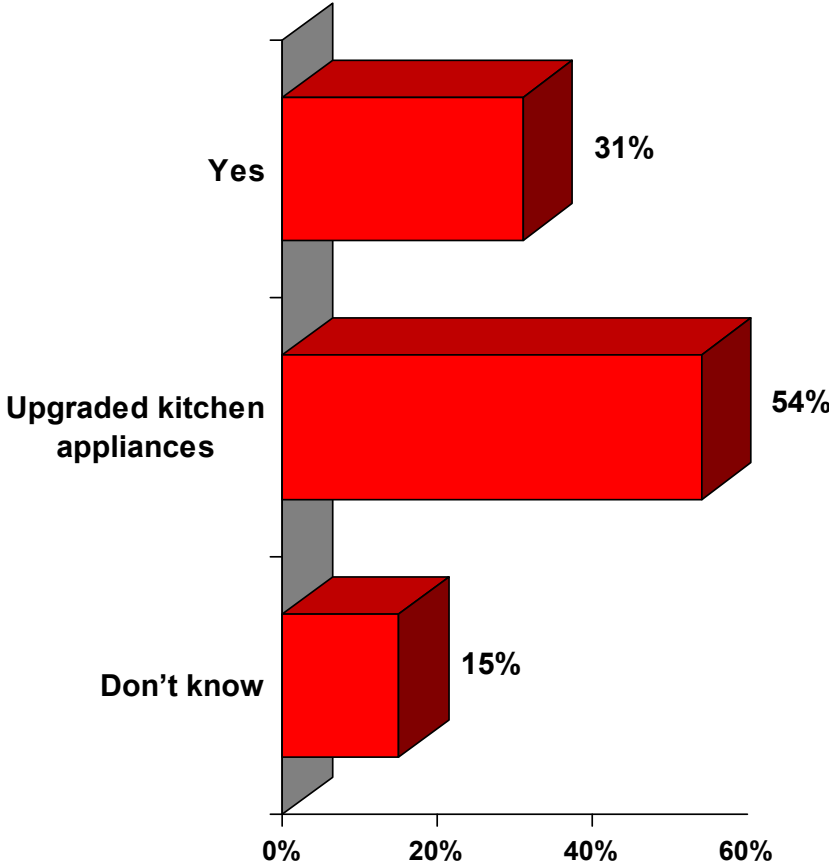
Total Company



A7b. If you were looking for a newly constructed home and it was qualified by a local or national energy efficiency program and that home could save you \$300 to \$400 per year in energy cost, how much extra would you be willing to pay for that home? (n = 1,028)

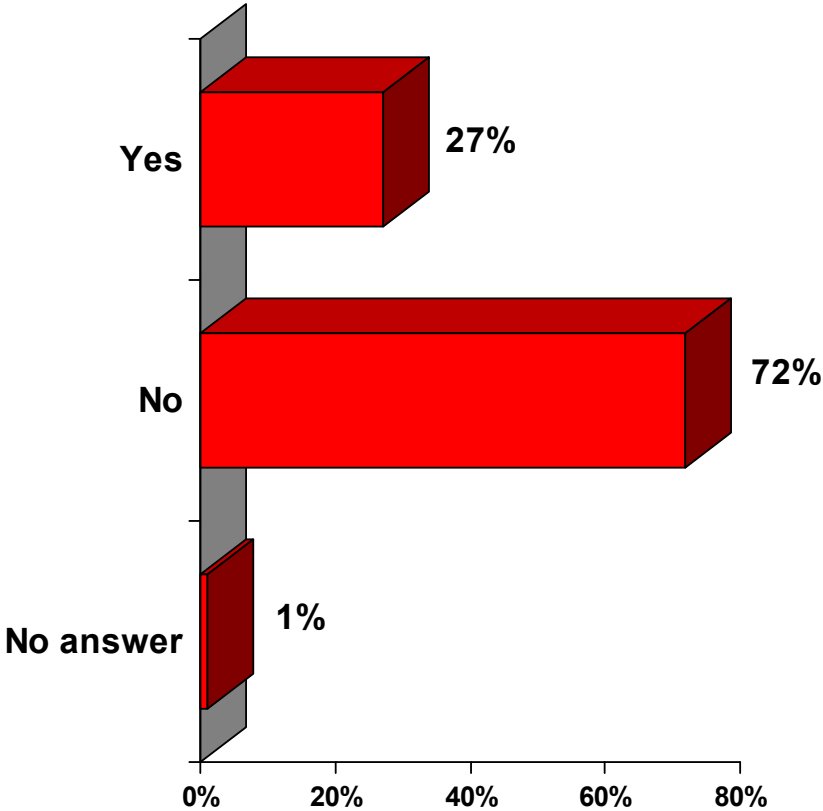
# Planned Additions in Next Five Years

Total Company



A9cmm. Do you plan on making any additions or improvements to your home in the next five years?. (n = 1,028)

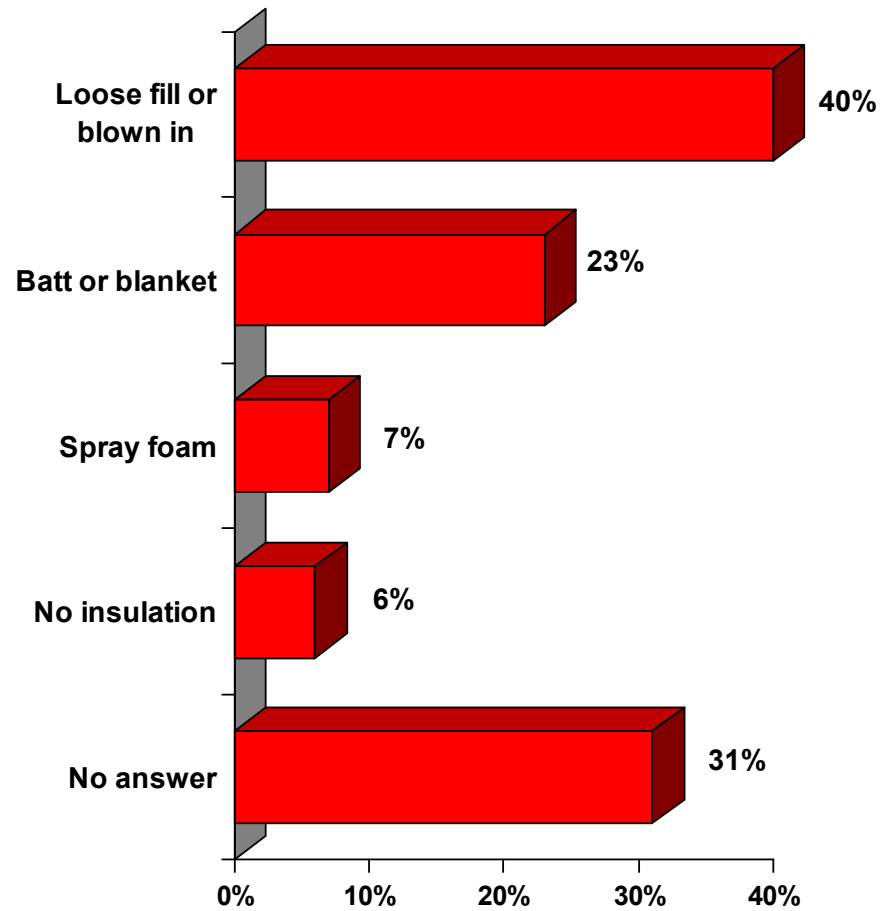
# Have a Room/Space with Ceiling of 15 Feet or More? Total Company



A11. Do you have a room/space with vaulted ceilings of 15 feet or more? (n = 1,028)

# Type of Insulation

## Total Company

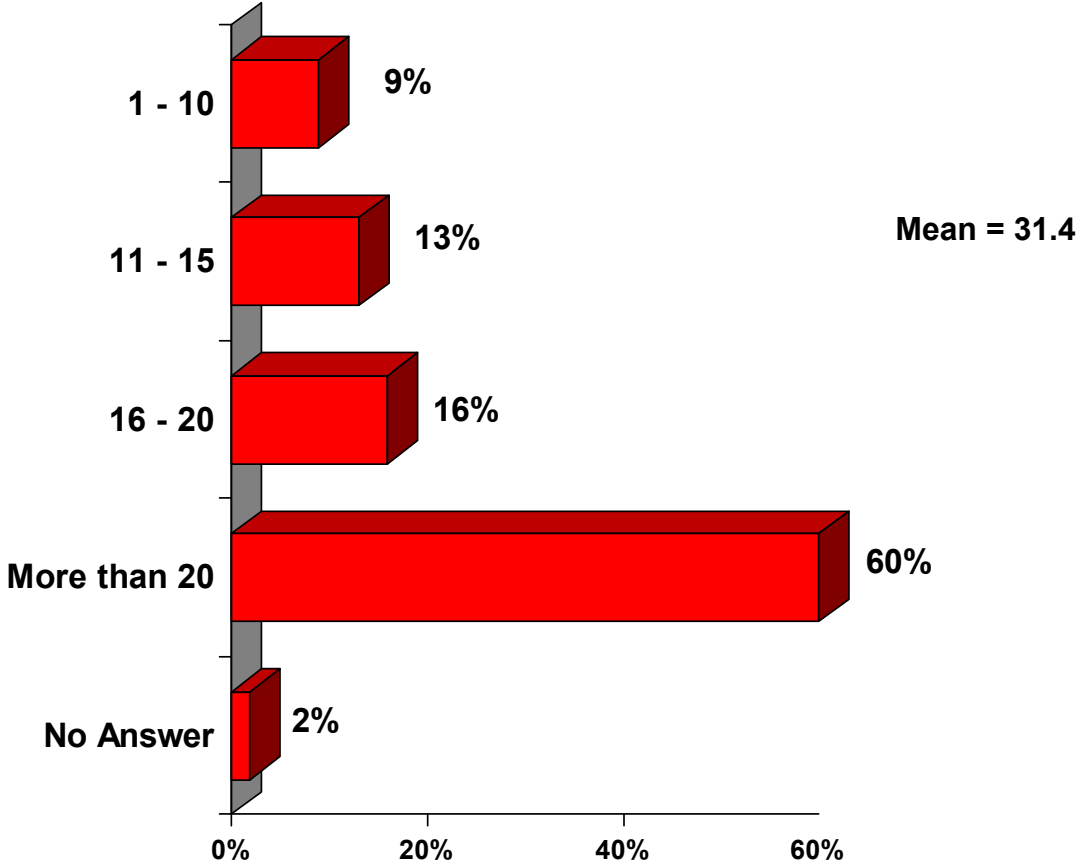


NOTE: Because this is a multiple response question including “Don’t know” and “No answer” responses, totals may be greater than 100 percent.

A12. How would you describe the type of insulation in your attic? (n = 1,028)

# Total Number of Light Bulbs

## Total Company

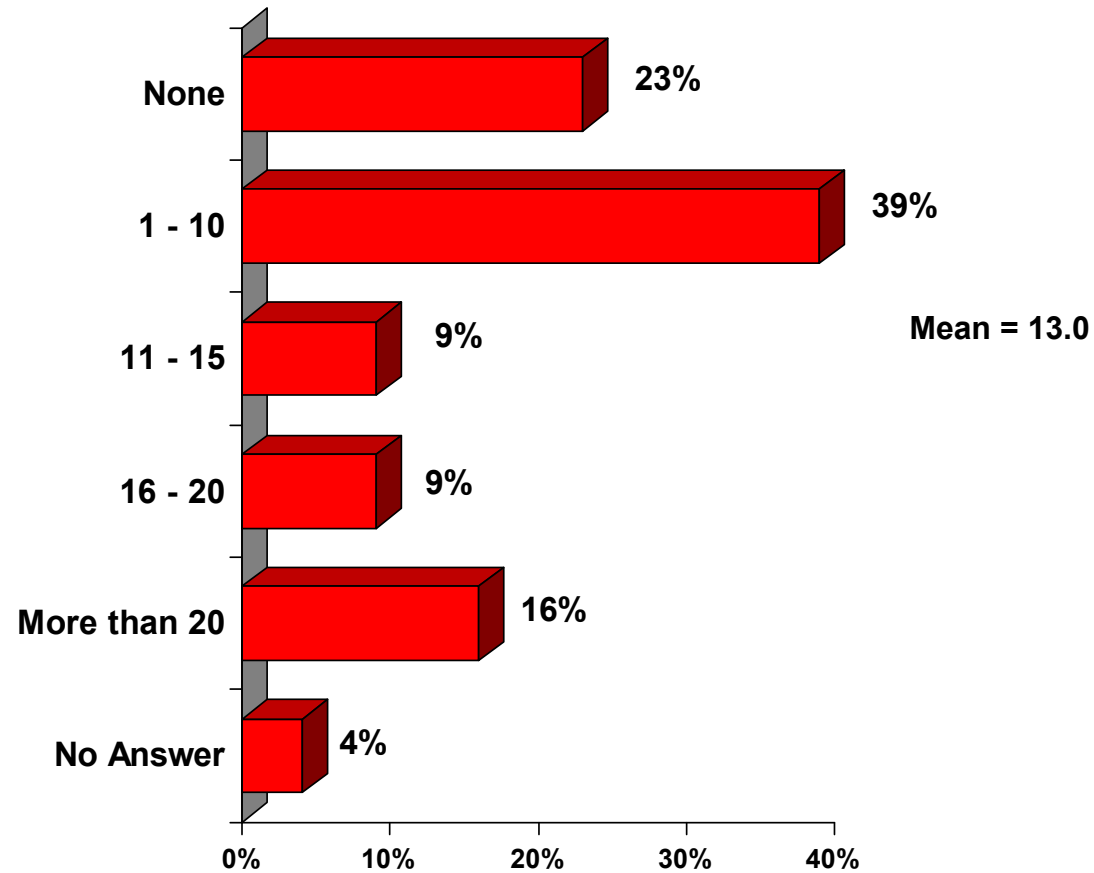


A8a. How many total light bulbs (all types) are installed in your home? (n = 1,028)



# Total Number of Incandescent Light Bulbs

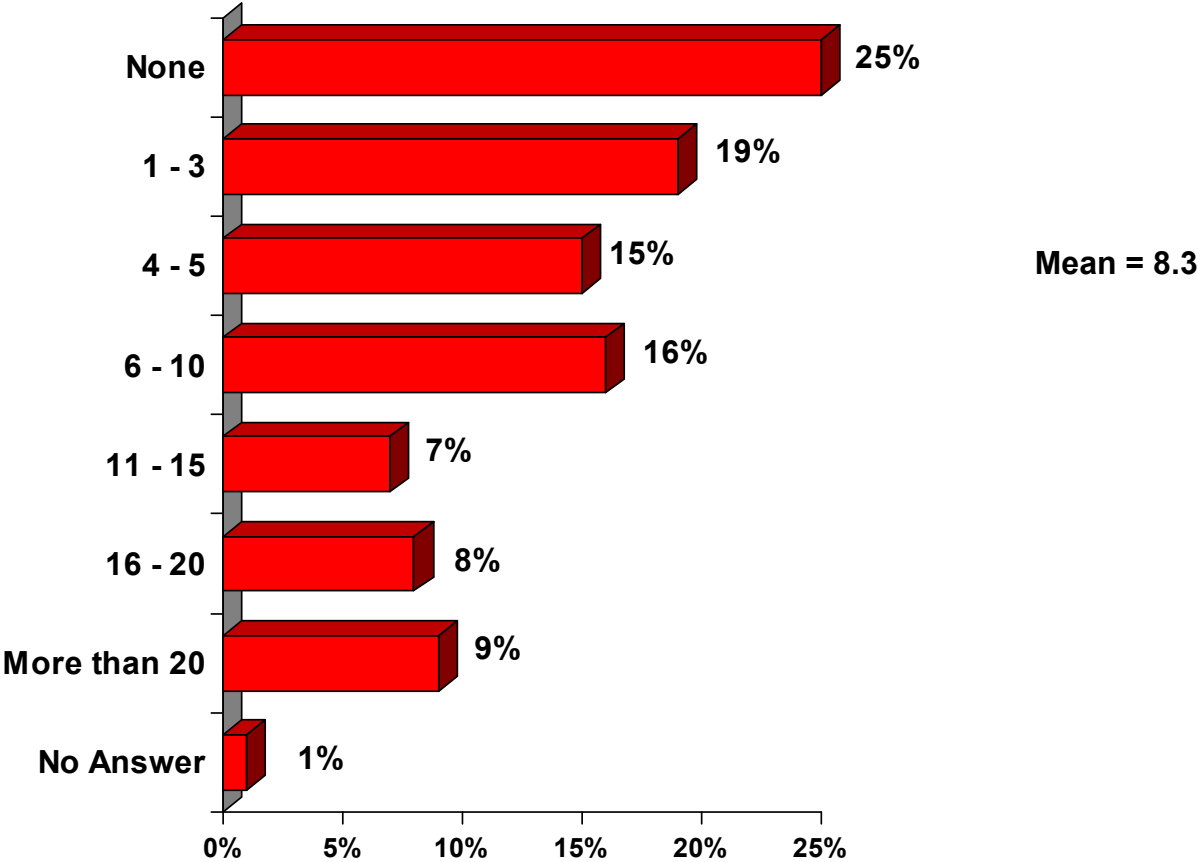
## Total Company



A8d. How many incandescent bulbs are installed in your home? Your best estimate is fine. If none, please enter 0 (n = 1,028)

# Number of Compact Fluorescent Bulbs

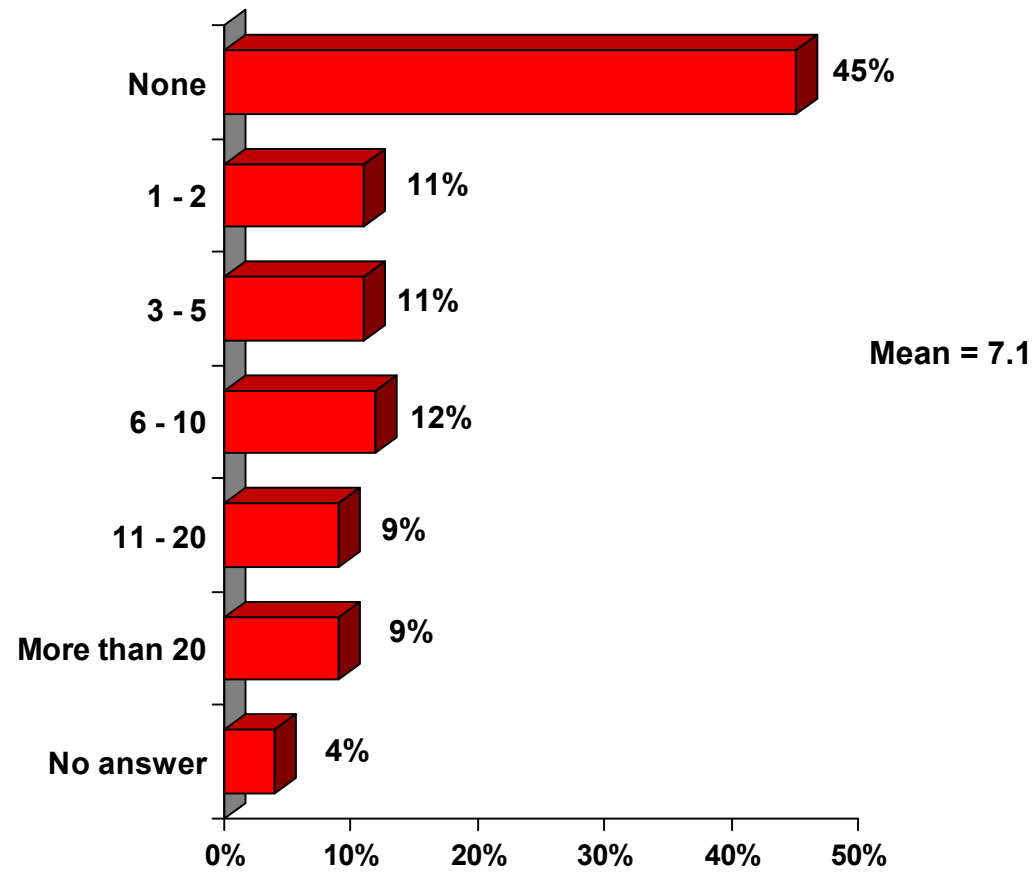
## Total Company



A8b. How many compact fluorescent light bulbs are installed in your home? (n = 1,028)

# Number of LED Bulbs

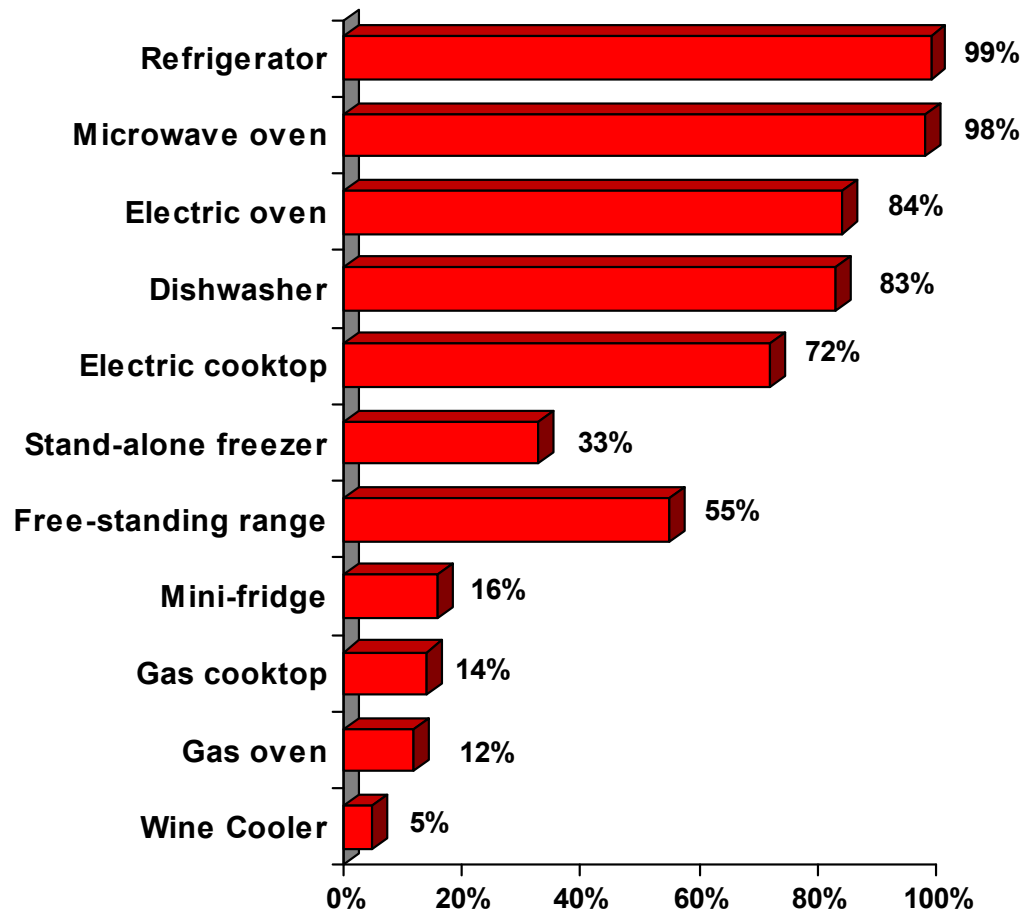
## Total Company



A8c. How many LED bulbs are installed in your home? (n = 1,028)

# Appliances – Kitchen

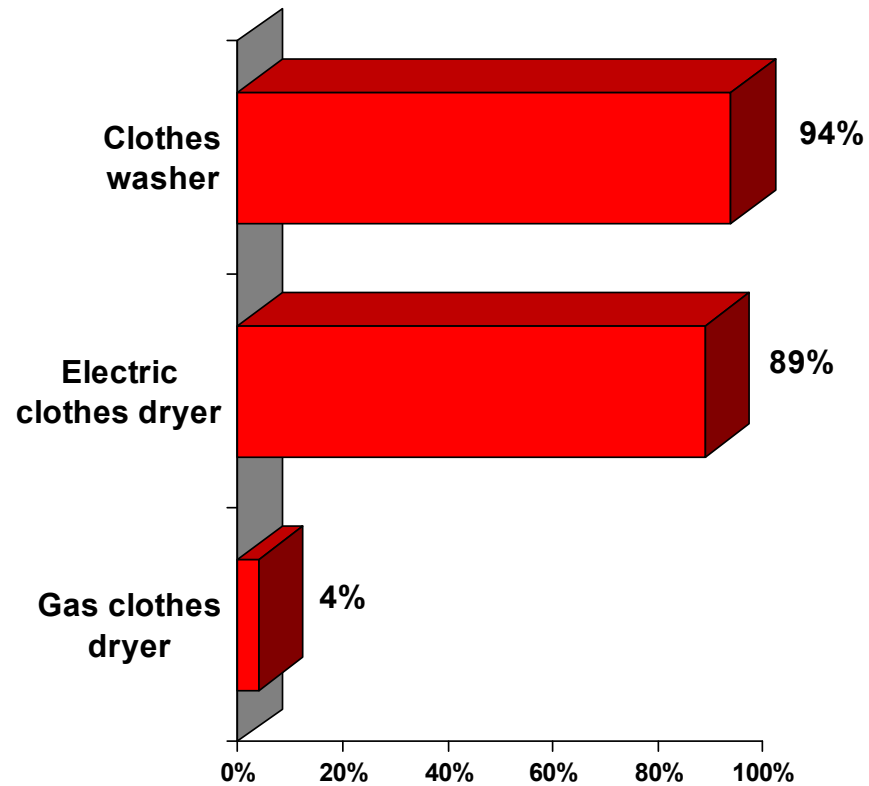
## Total Company



- B1. Which of the following appliances do you have in your home? *Multiple responses permitted.* (n = 1,028)  
B2. How many of each of the following appliances do you have in your home? (n = 1,028)

# Appliances – Laundry

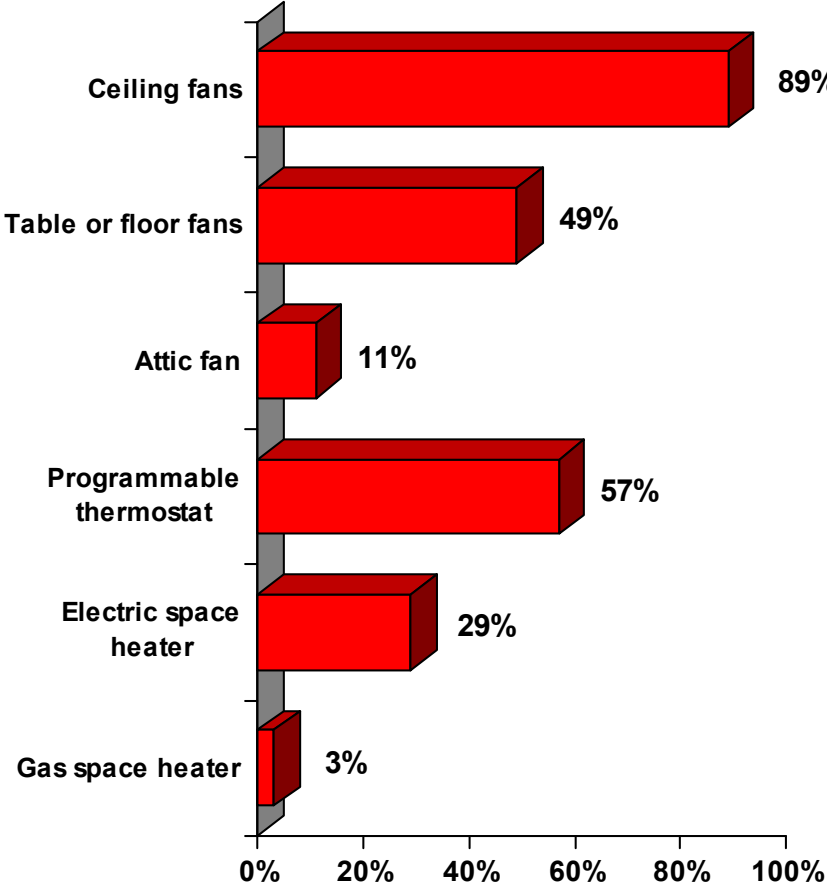
## Total Company



- B1. Which of the following appliances do you have in your home? *Multiple responses permitted.* (n = 1,028)
- B2. How many of each of the following appliances do you have in your home? (n = 1,028)

# Appliances – Miscellaneous

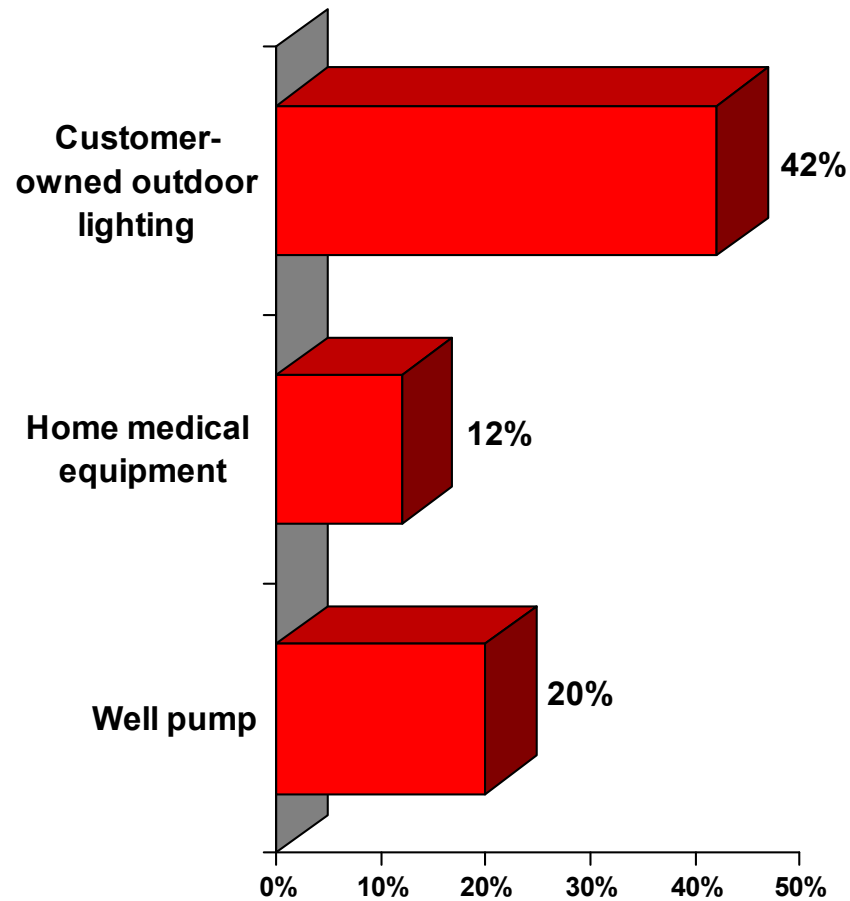
## Total Company



- B1. Which of the following appliances do you have in your home? *Multiple responses permitted.* (n = 1,028)
- B2. How many of each of the following appliances do you have in your home? (n = 1,028)
- G1. Do you have a programmable thermostat on your home heating/cooling system(s)? (n = 1,028)

# Appliances – Miscellaneous

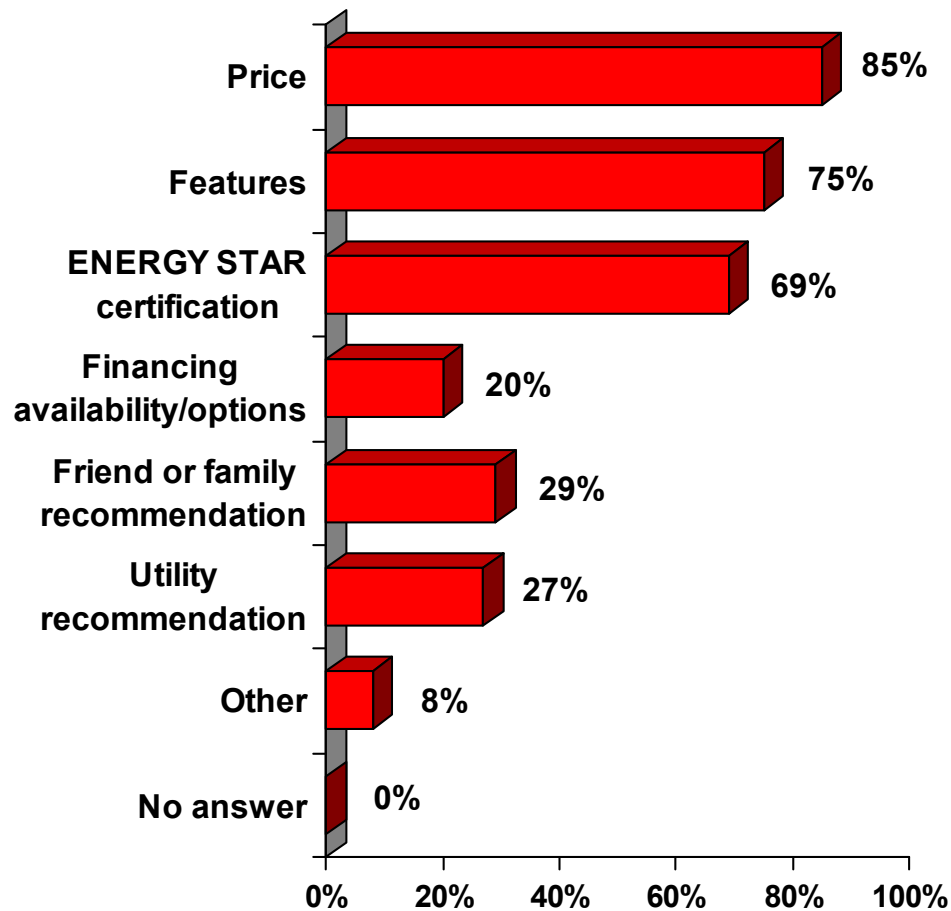
## Total Company



- B1. Which of the following appliances do you have in your home? *Multiple responses permitted.* (n = 1,028)  
B2. How many of each of the following appliances do you have in your home? (n = 1,028)

# Factors in Buying an Appliance

## Total Company

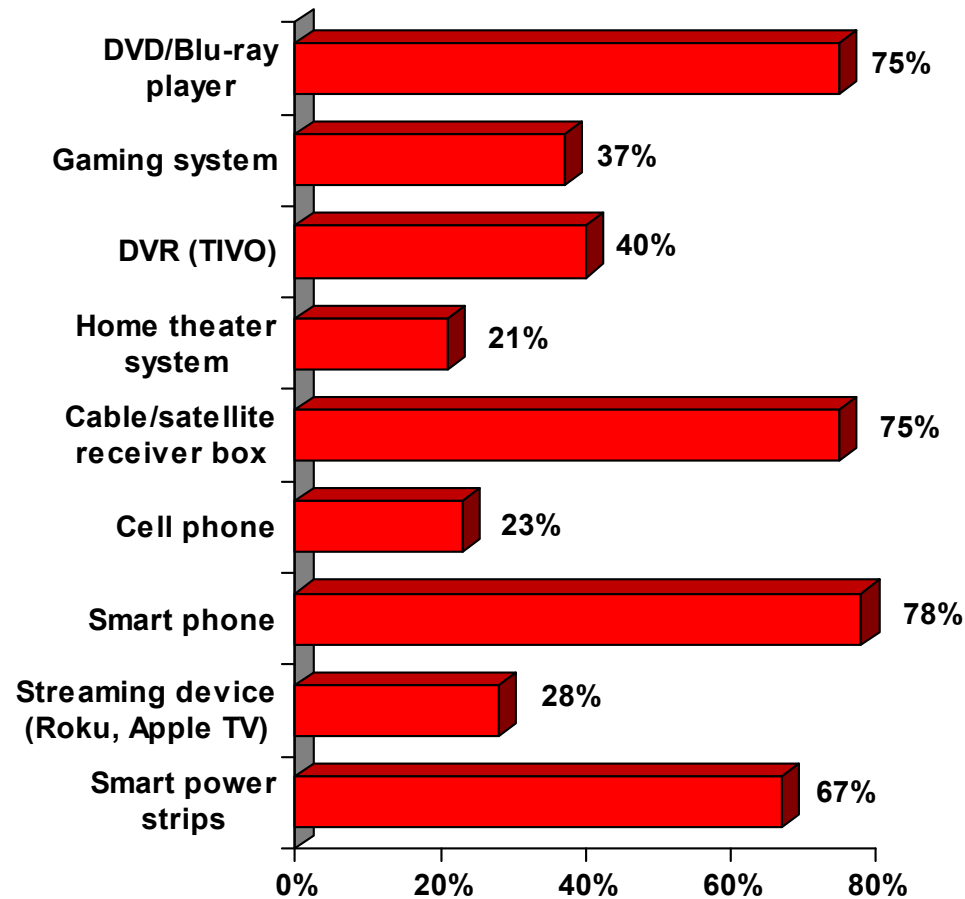


B3. When buying an appliance for your home, what factors influence your decision? *Multiple responses permitted.*  
(n = 1,028)



# Appliances - Home Electronics

## Total Company

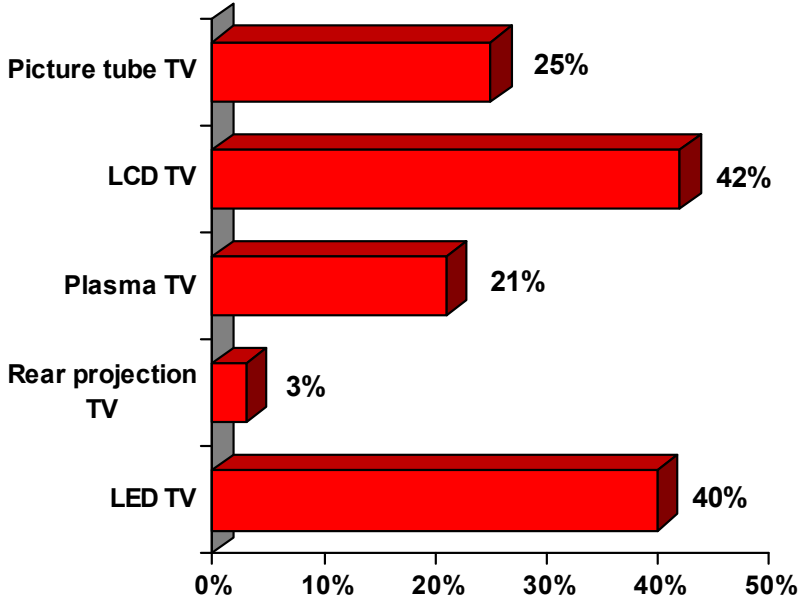


NOTE: Because this is a multiple response question including "Don't know" and "No answer" responses, totals may be greater than 100 percent.

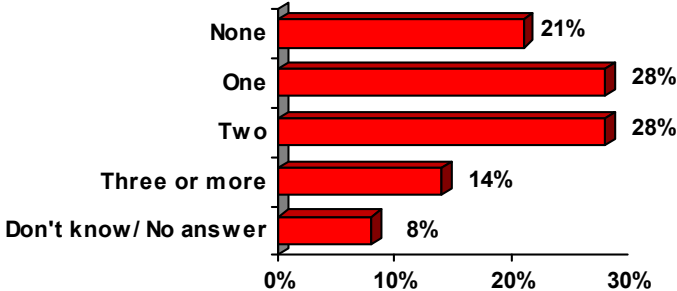
C1a. How many of the following electronics do you have in your home? (n = 1,028)

# Appliances - Television Type & Size

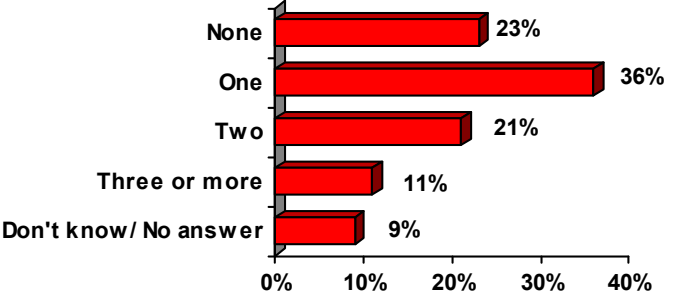
Total Company



Screen size < 40 inches



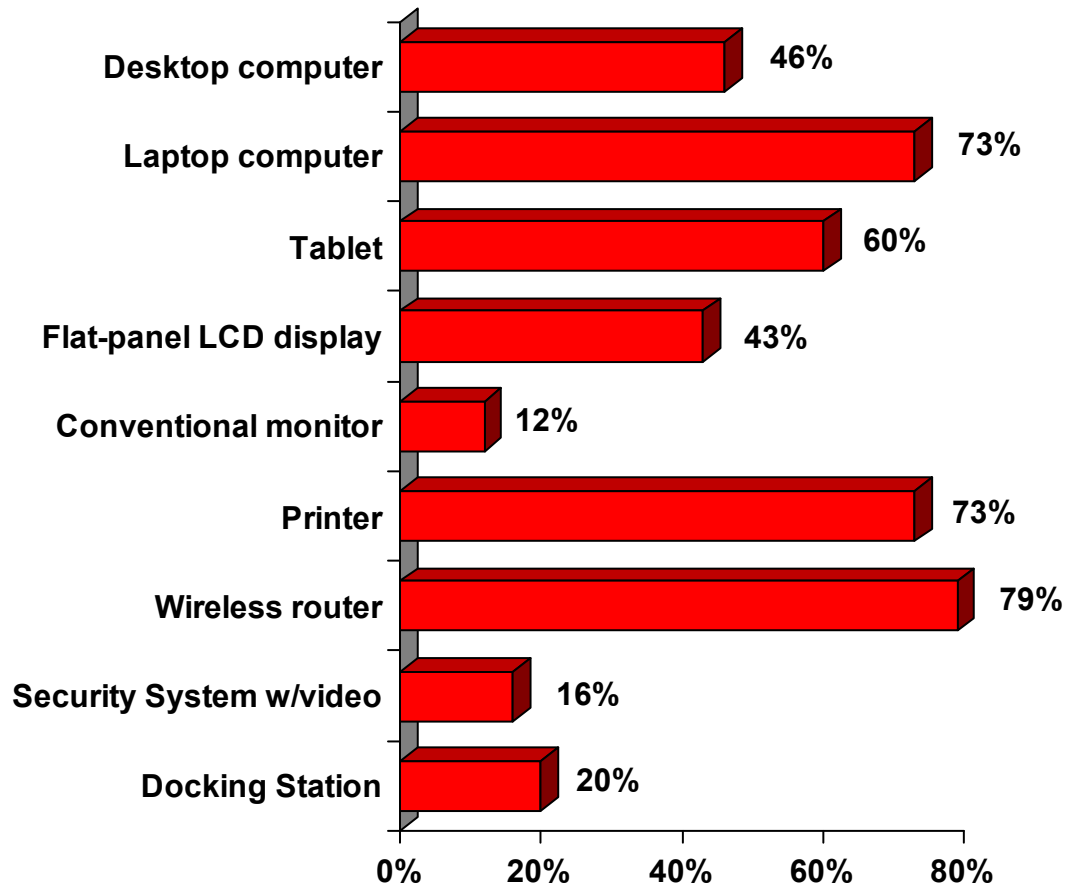
Screen size 40 inches or more



C1. How many of the following electronics do you have in your home? *Multiple responses permitted.* (n = 1,028) C2. How many televisions of each screen size do you have in your home? (n = 1,028)

# Computer Components

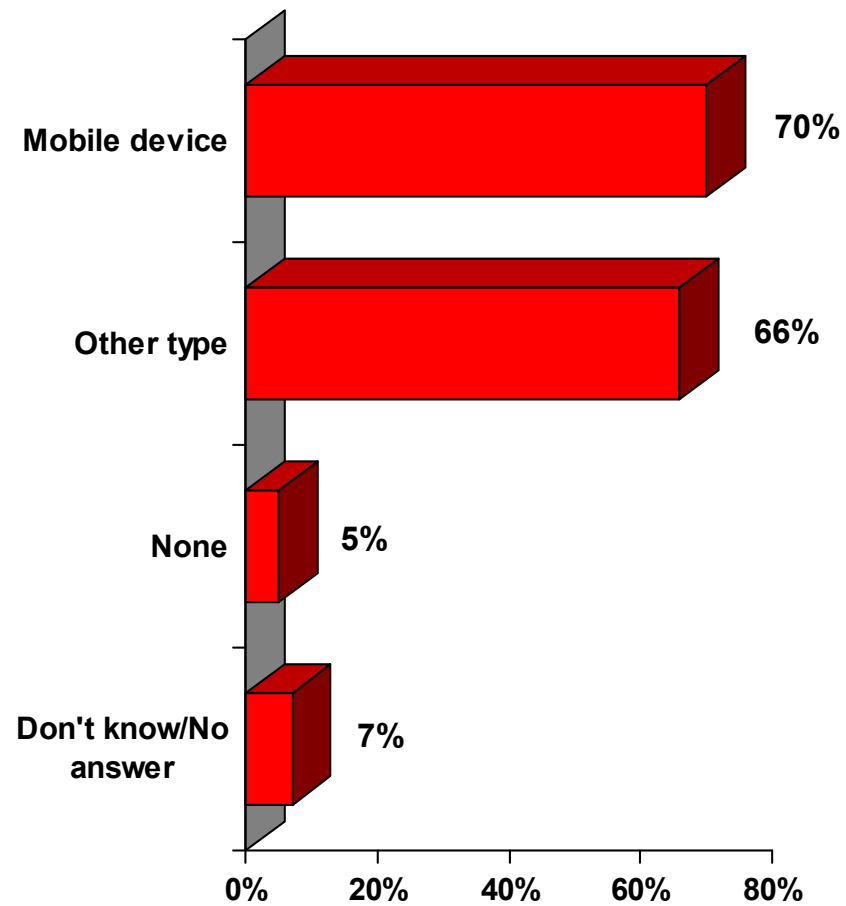
## Total Company



C3. How many of the following computer components do you have in your home? (n = 1,028)

# Type of Internet Access

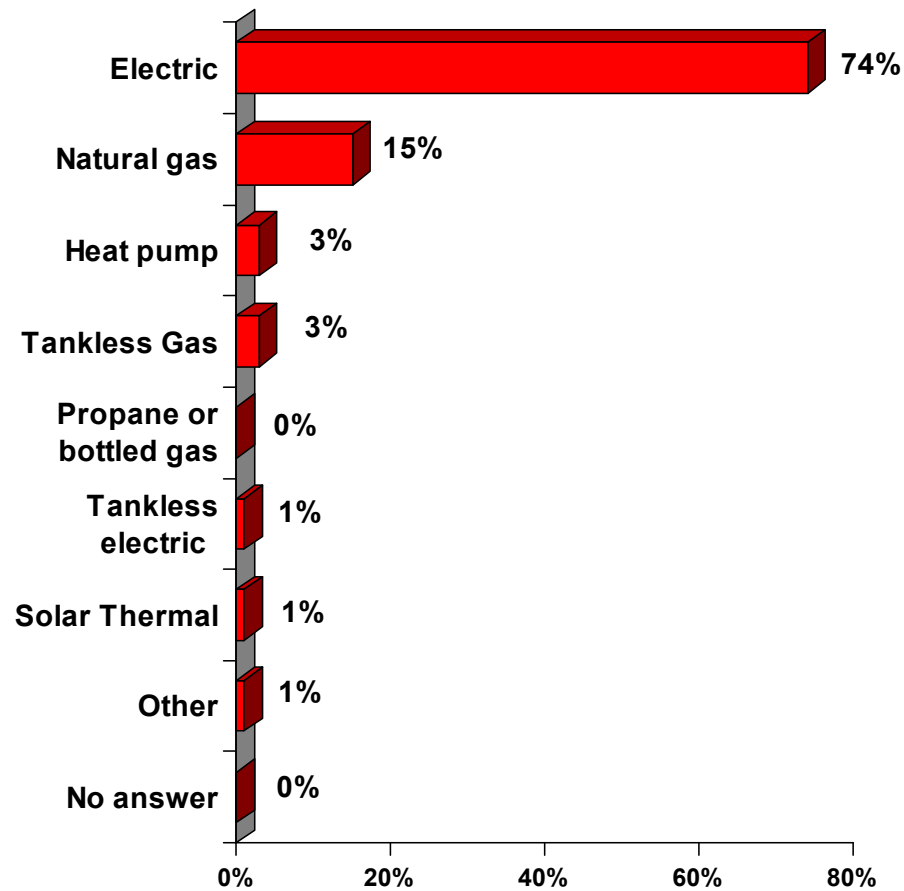
## Total Company



C4. What types of Internet access do you have in your home? *Multiple responses permitted.* (n = 1,028)

# Type of Main Water Heater

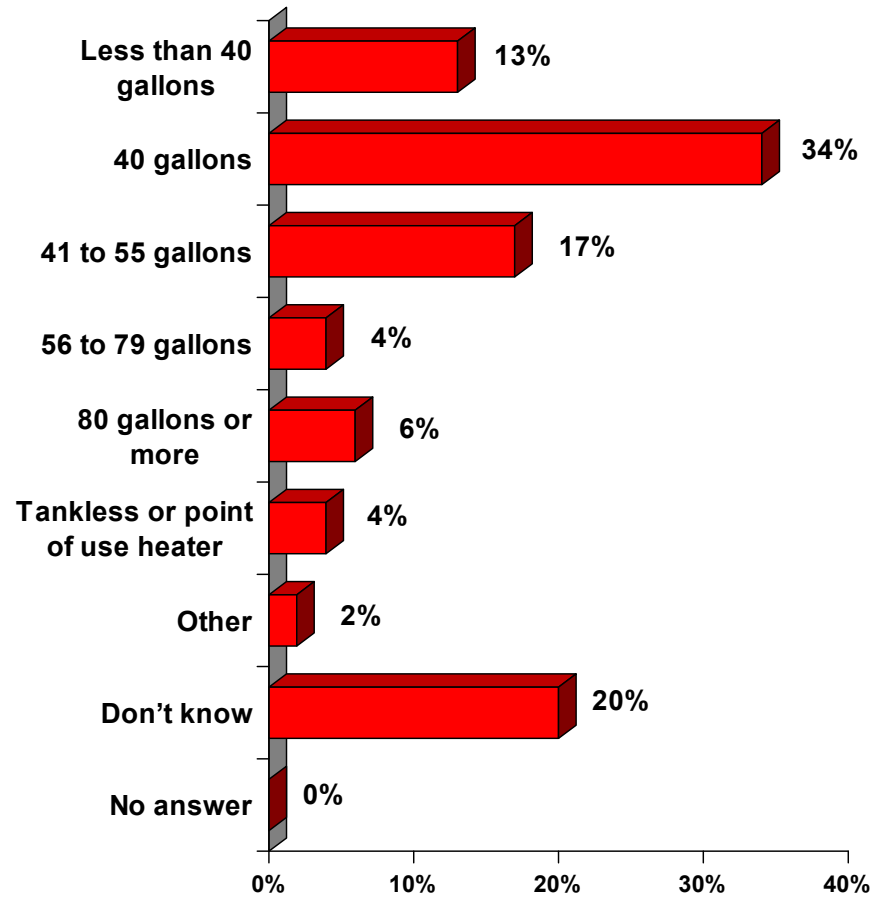
## Total Company



D1. What is the energy source that best describes your main, or largest, water heating system (n = 1,028)

# Main Water Heater – Size

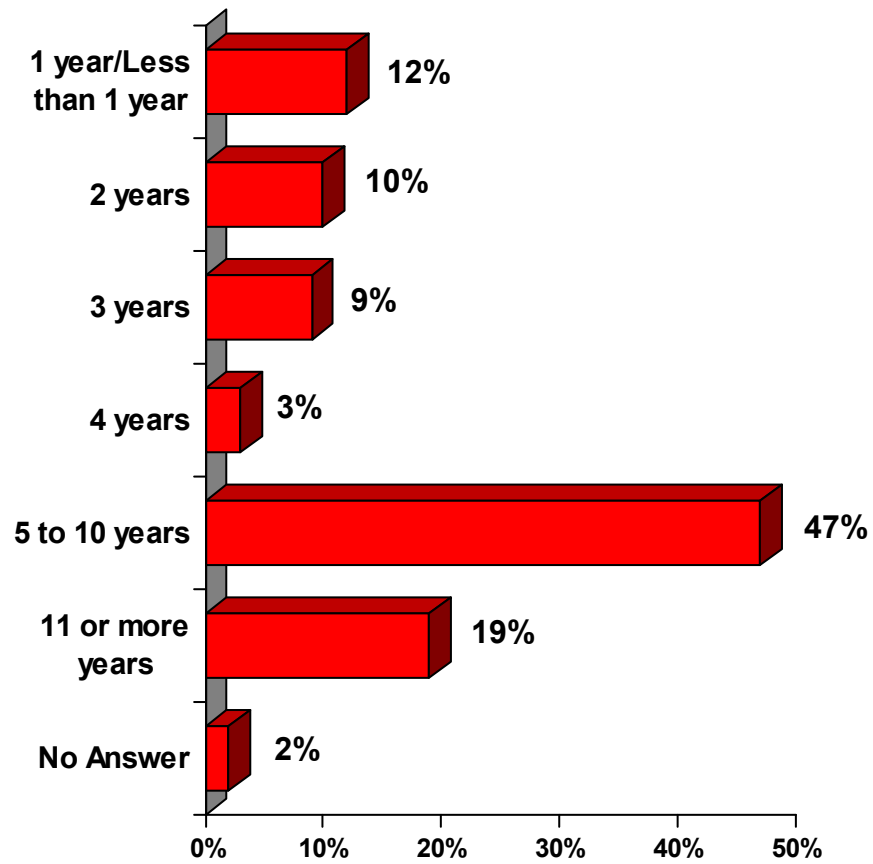
## Total Company



D2. What is the size of your main water heater? (n = 1,028)

# Main Water Heater – Age

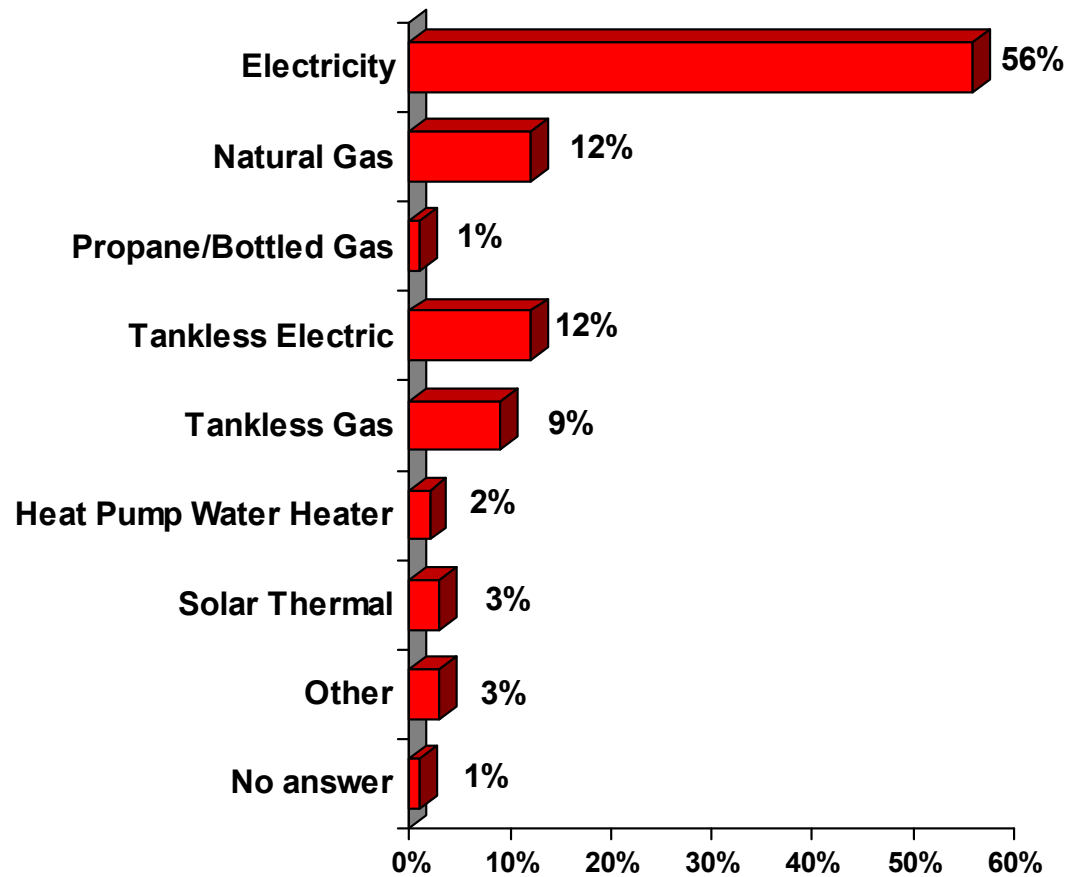
## Total Company



D3. What is the approximate age of your main water heater, in years? (n = 1,028)

# Main Water Heater – Replacement Type Considered

## Total Company

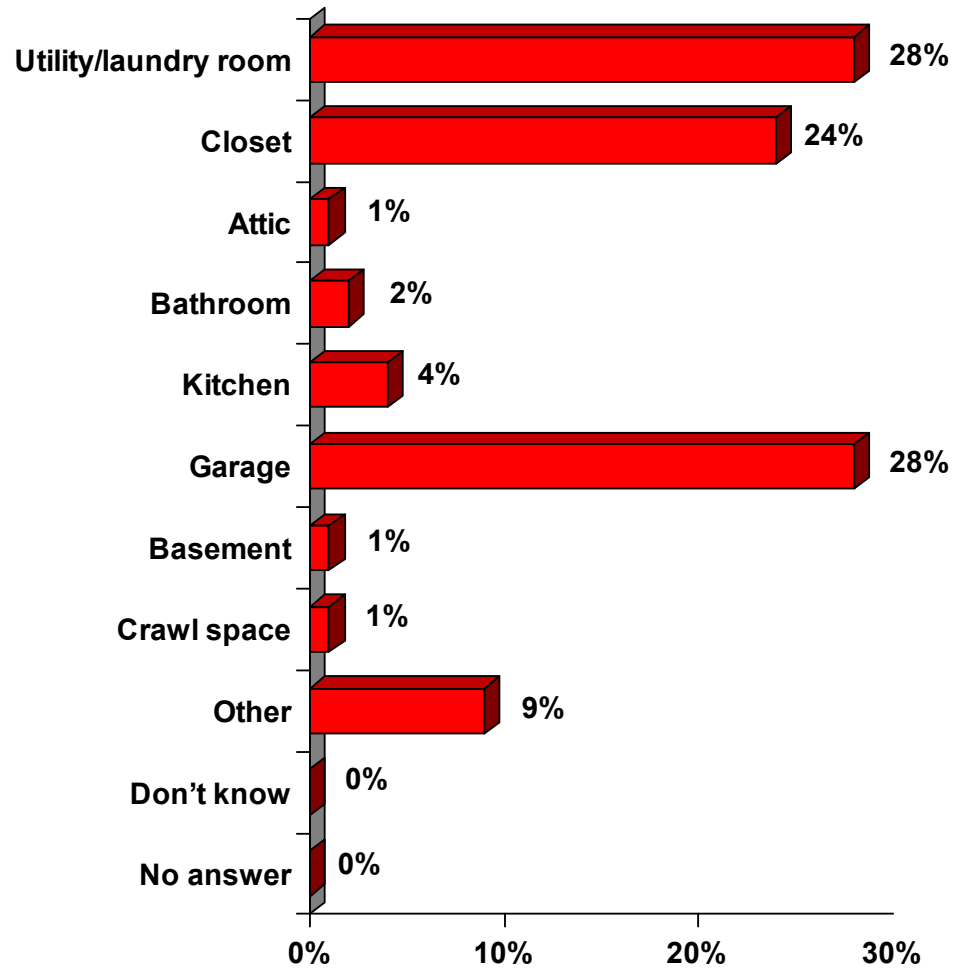


D3a. When it comes time to replace your current water heater, which of the following best describes the energy source you would consider? (n = 1,028)



# Location of Main Water Heater

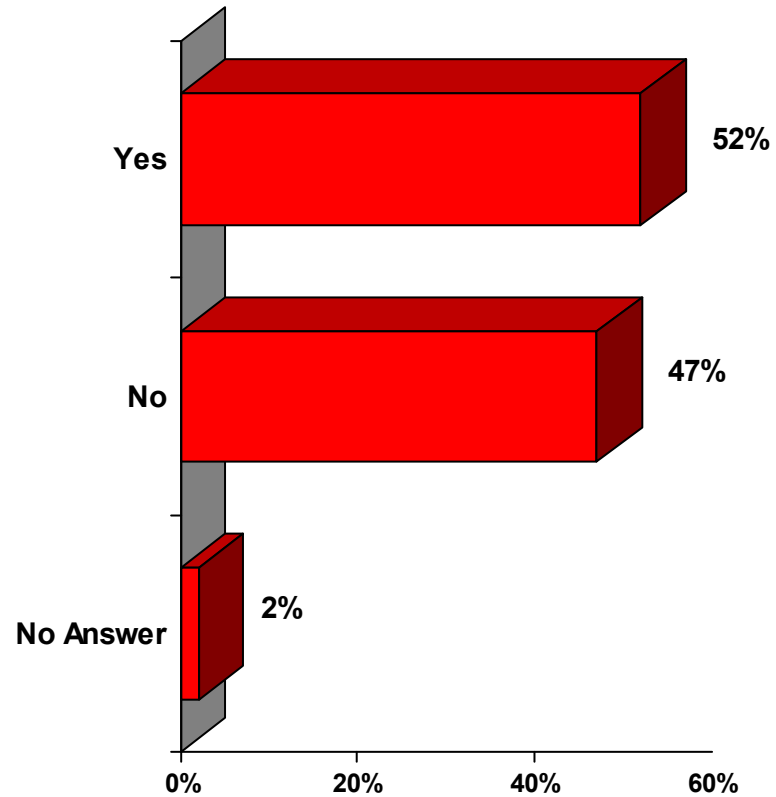
## Total Company



D4. Where is your main water heater located? (n = 1,028)

# Main Water Heater Located Next to Exterior Wall?

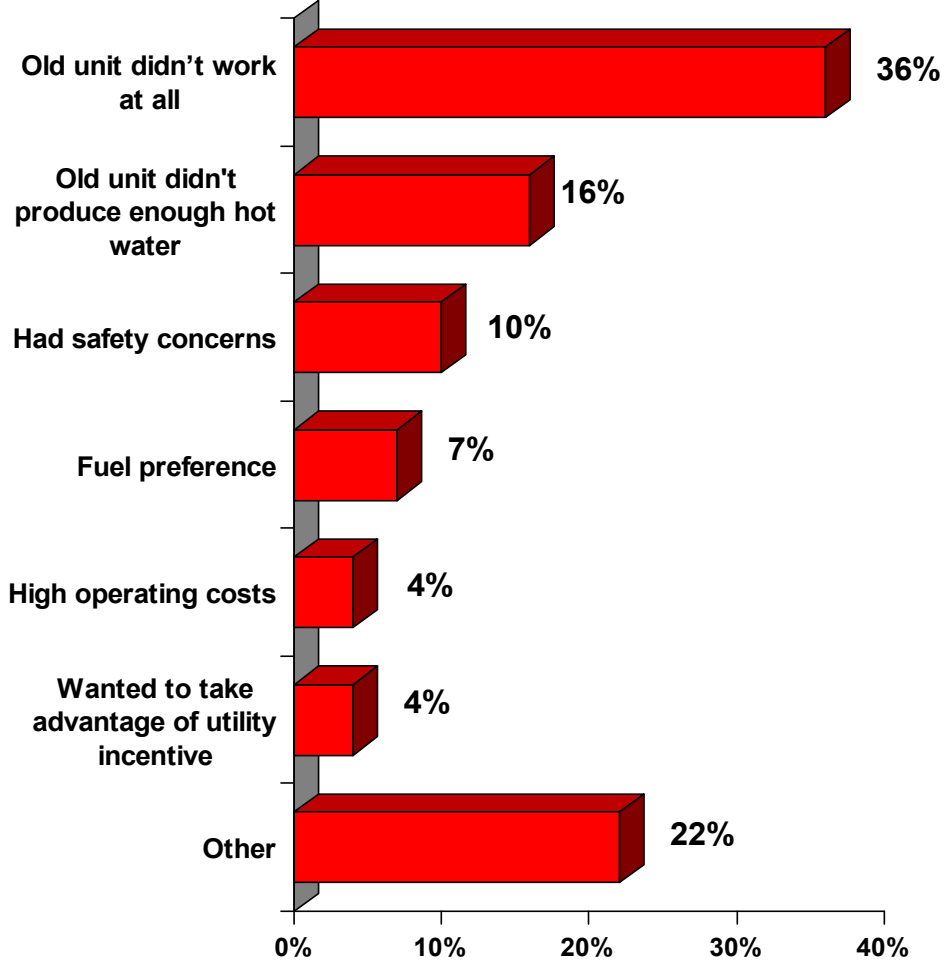
## Total Company



D5. Is your main water heater located next to an exterior wall of your home? (n = 1,028)

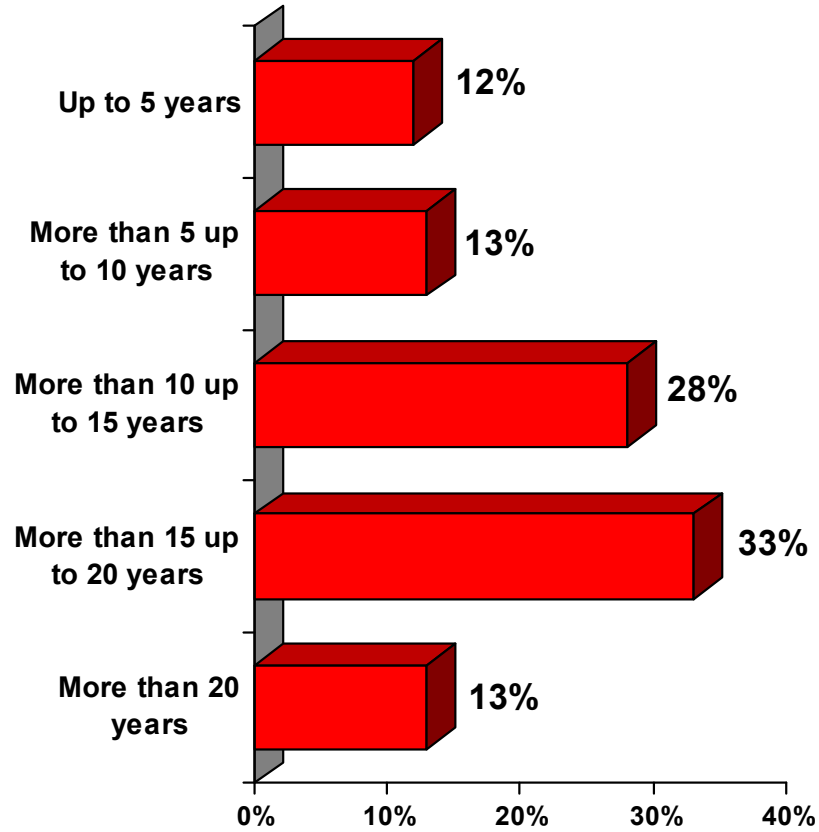
# Previous Water Heater - Reason for Replacement

## Total Company



D6. What is the main reason your previous water heater was replaced? (n = 285)

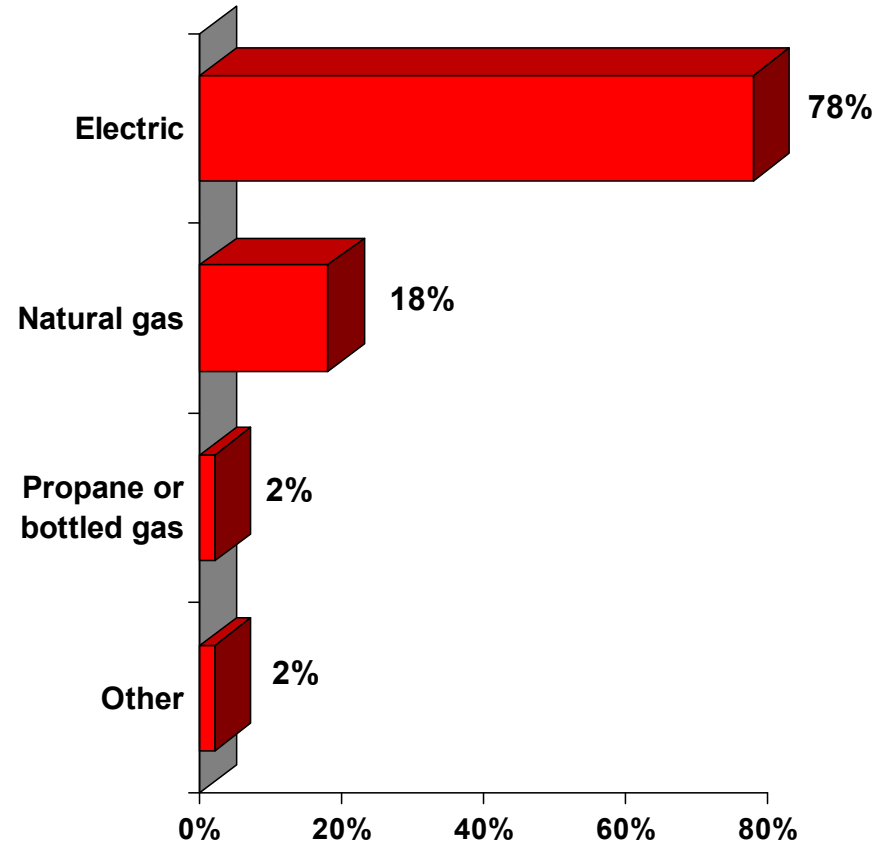
# Previous Water Heater – Age Total Company



D7. How old in years was the previous water heater when it was replaced? (n = 315)

# Energy Source used by Previous Water Heater

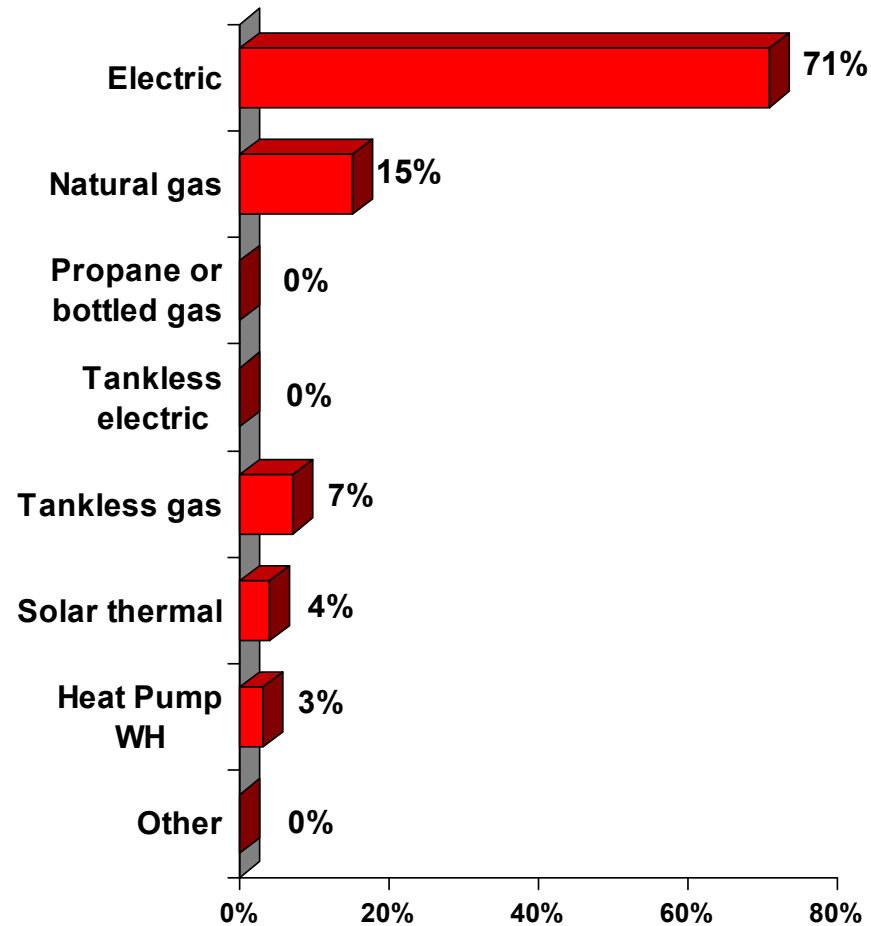
## Total Company



D8. Which energy source was used by your previous main water heater? (n = 323)

# Energy Source of Secondary Water Heater

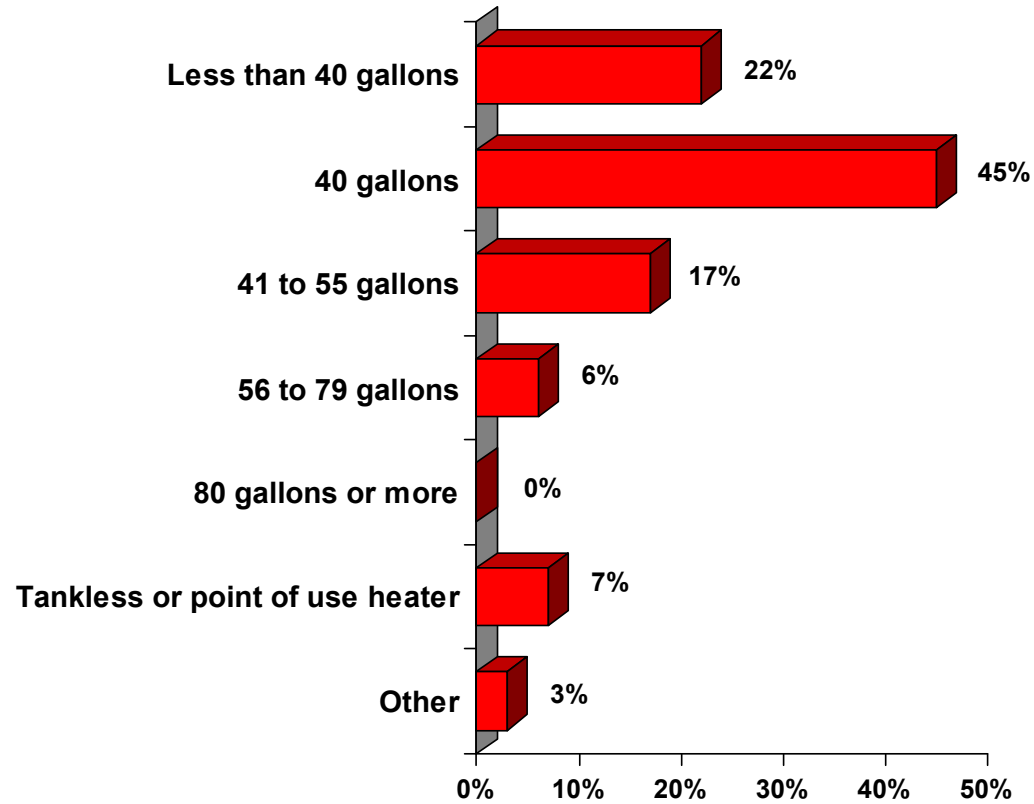
## Total Company



D9. What is the energy source used by your secondary water heating system? (n = 73)

# Size of Secondary Water Heater

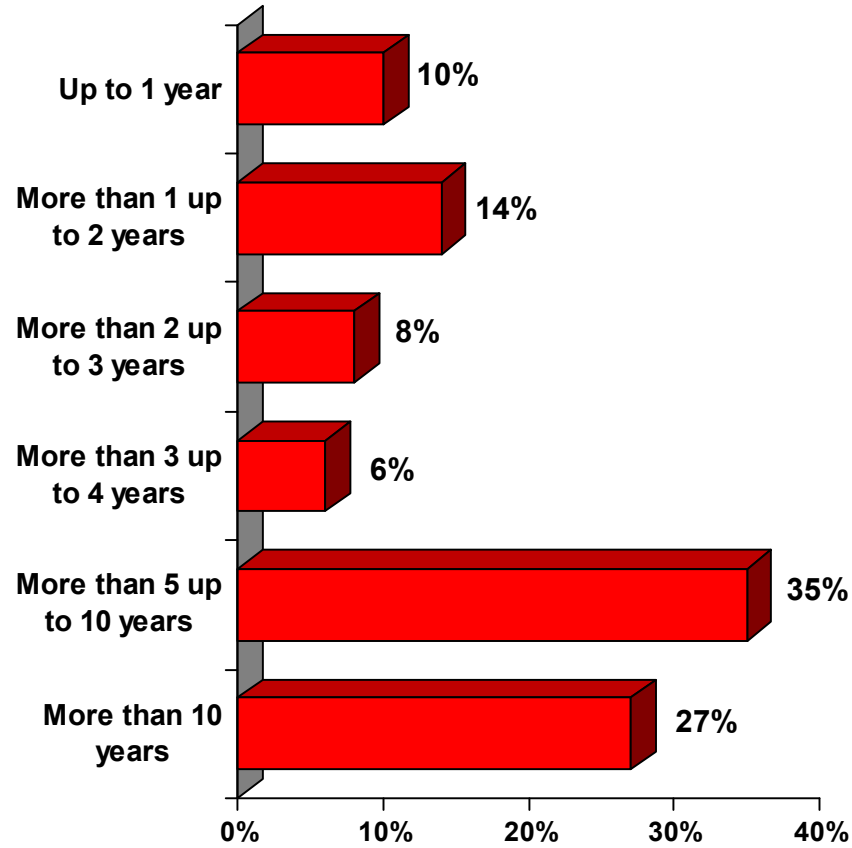
## Total Company



D10. Please mark the size of your secondary water heater. (n = 65)

# Age of Secondary Water Heater

## Total Company

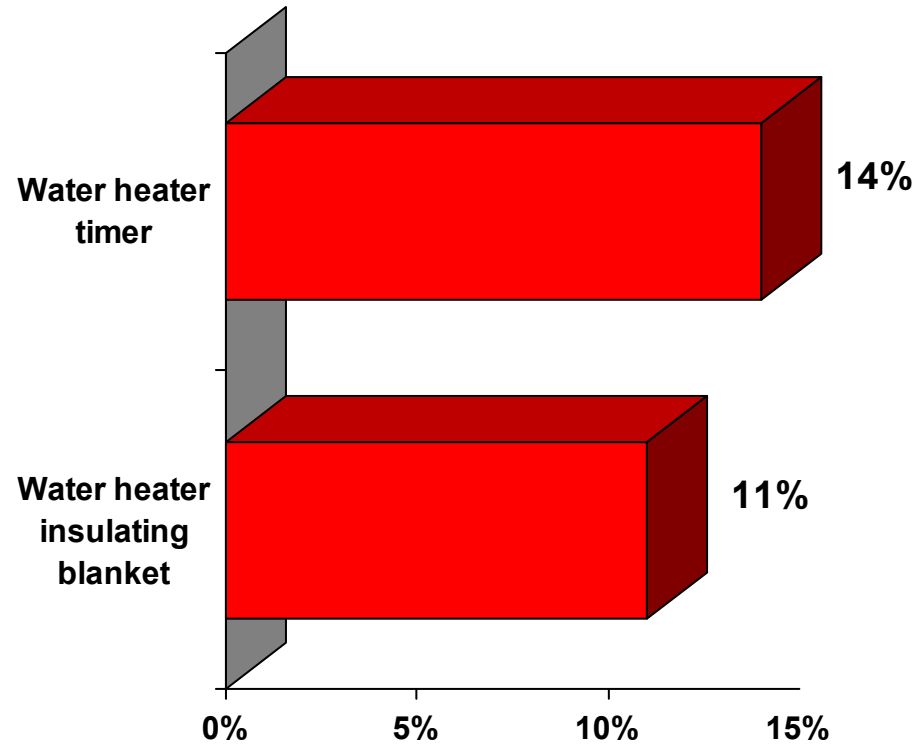


D11. What is the approximate age of your secondary water heater, in years? (n = 73)



# Use of Water Heater Timer and Insulating Blanket

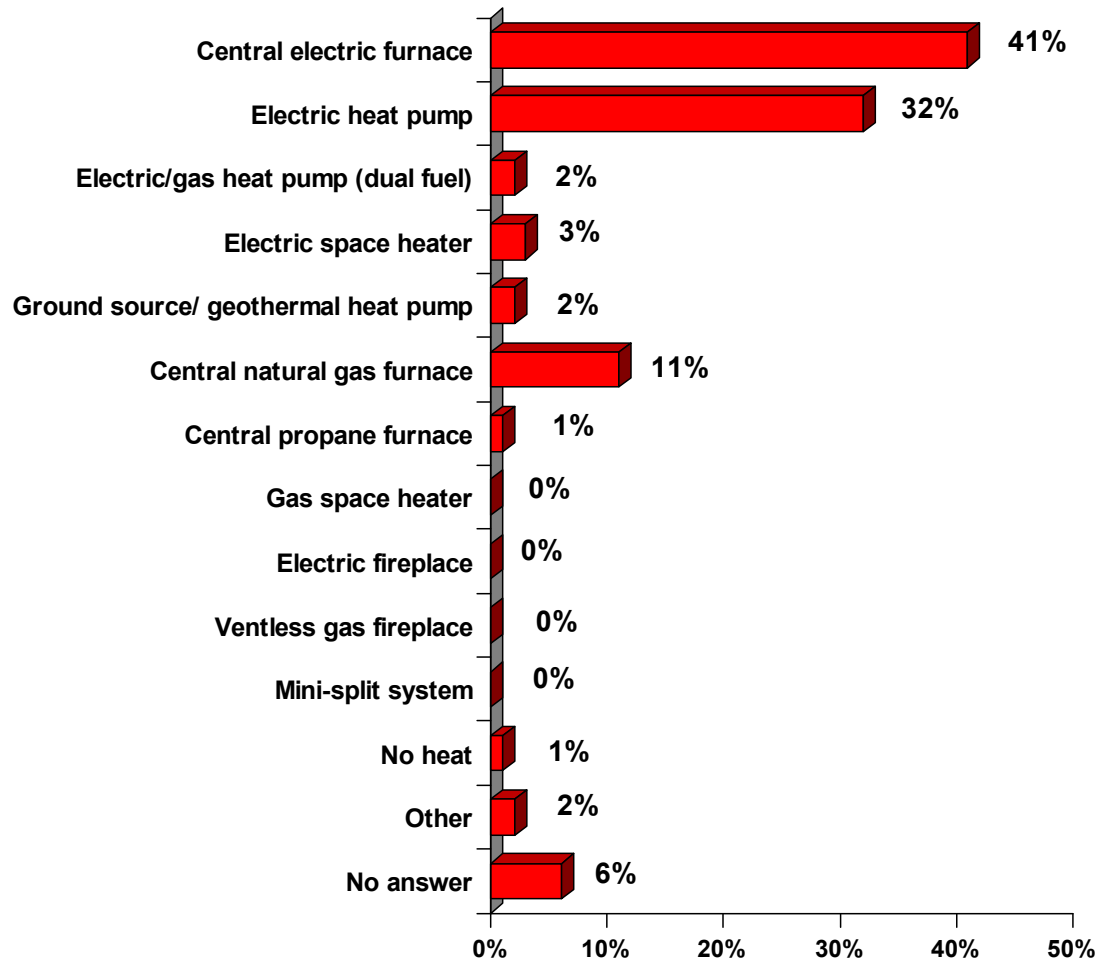
## Total Company



D12. Do you use either of the following with your water heater(s). (n = 1,028)

# Type of Main Heating Unit

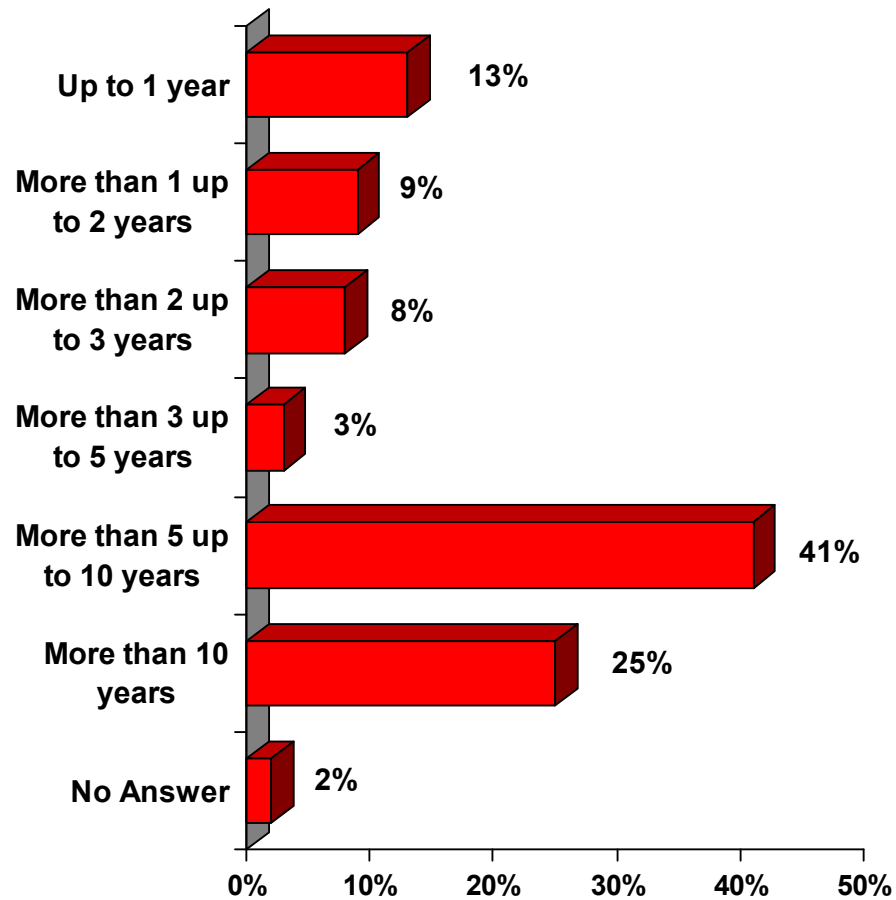
## Total Company



E1. Please describe which of the following best describes your main heating unit. (n = 1,028)

# Age of Main Heating Unit

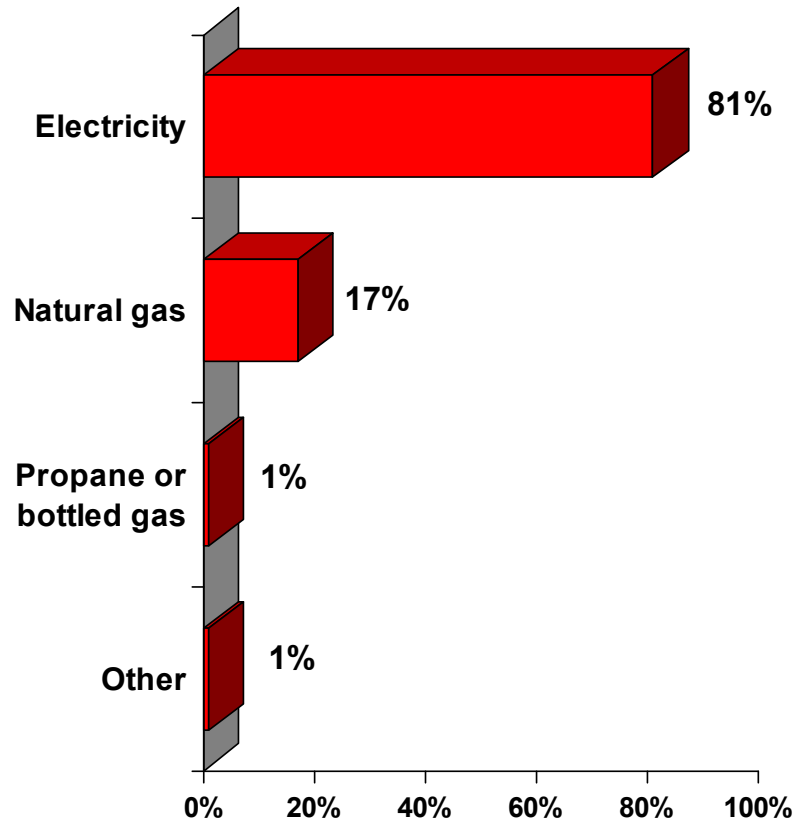
## Total Company



E2. How old in years is your main heating unit? (n = 1,028)

# Fuel Used by Previous Heating Unit

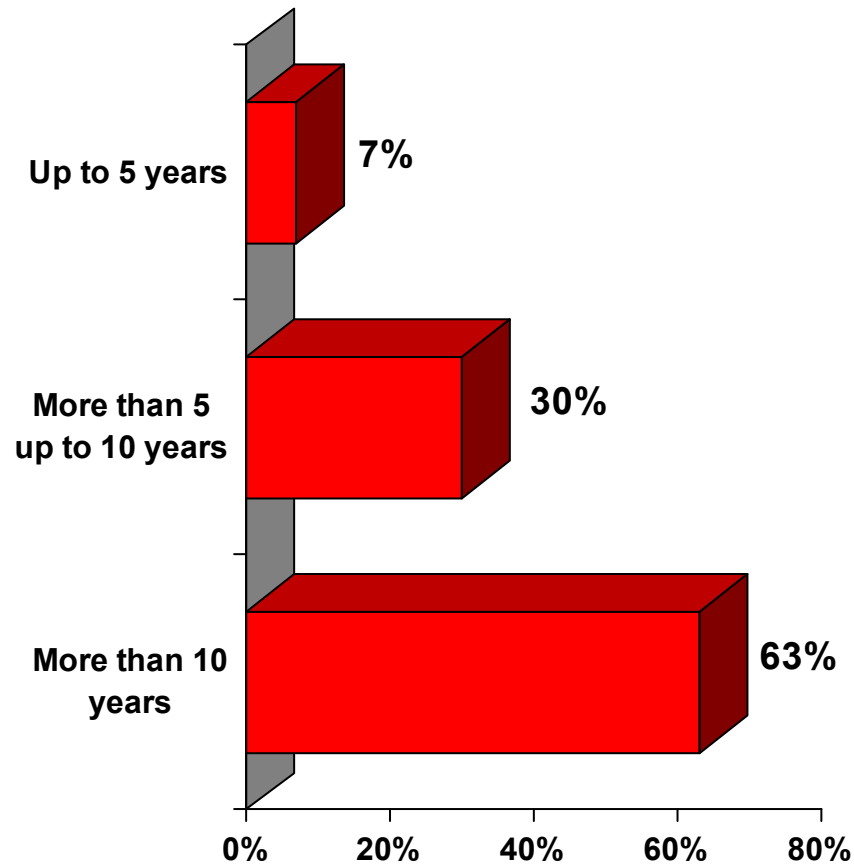
## Total Company



E3. Which energy source was used by your previous heating unit? (n = 270)

# Previous Heating Unit – Age

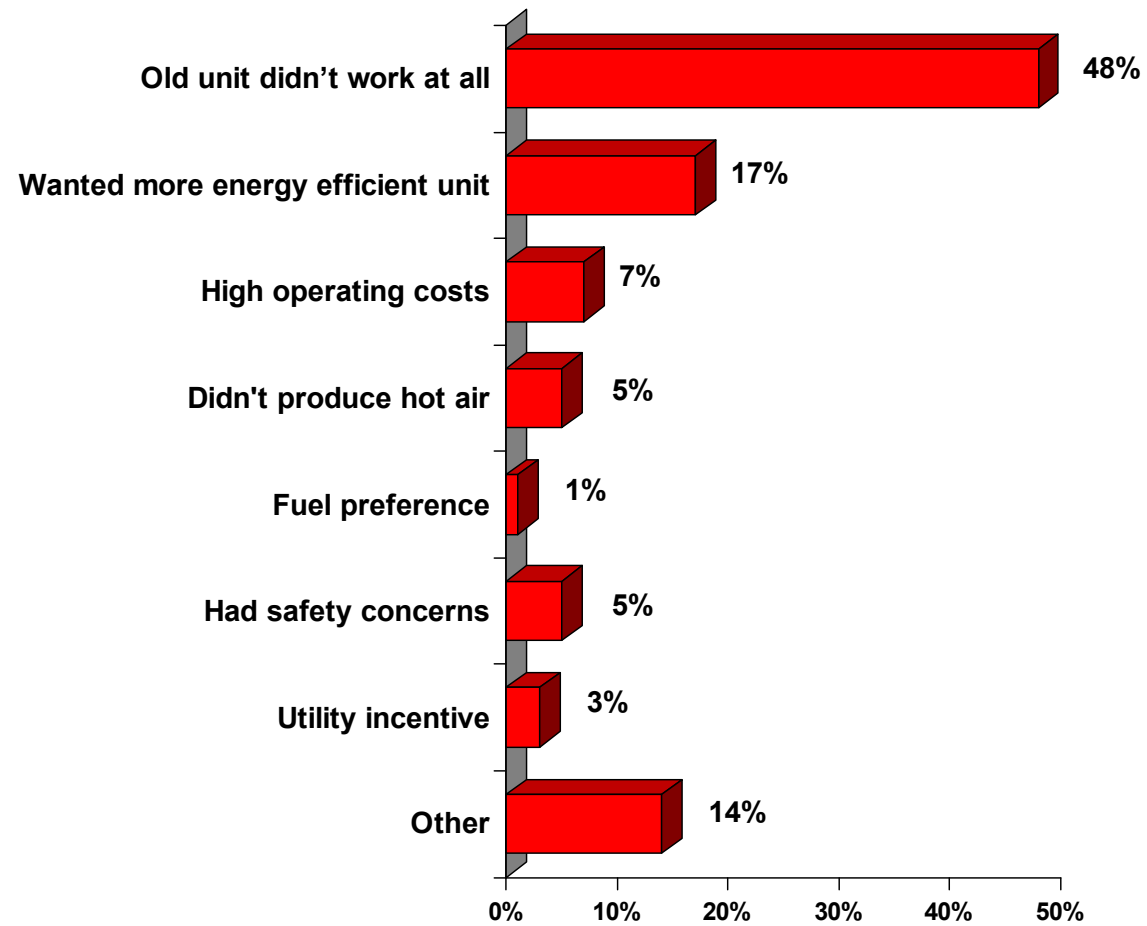
## Total Company



E4. How old in years was the previous heating unit when it was replaced? (n = 263)

# Previous Heating Unit - Reason for Replacement

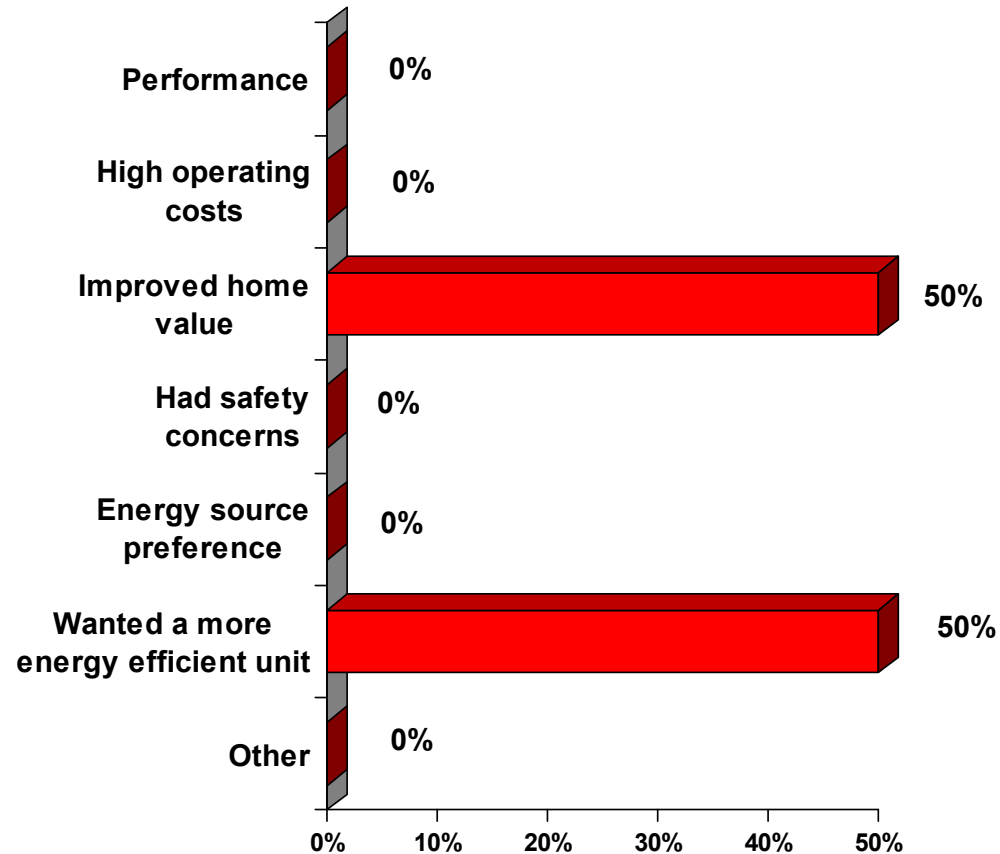
## Total Company



E5. What is the main reason your previous heating unit was replaced? (n = 249)

# Previous Heating Unit - Reason for Fuel Change

## Total Company

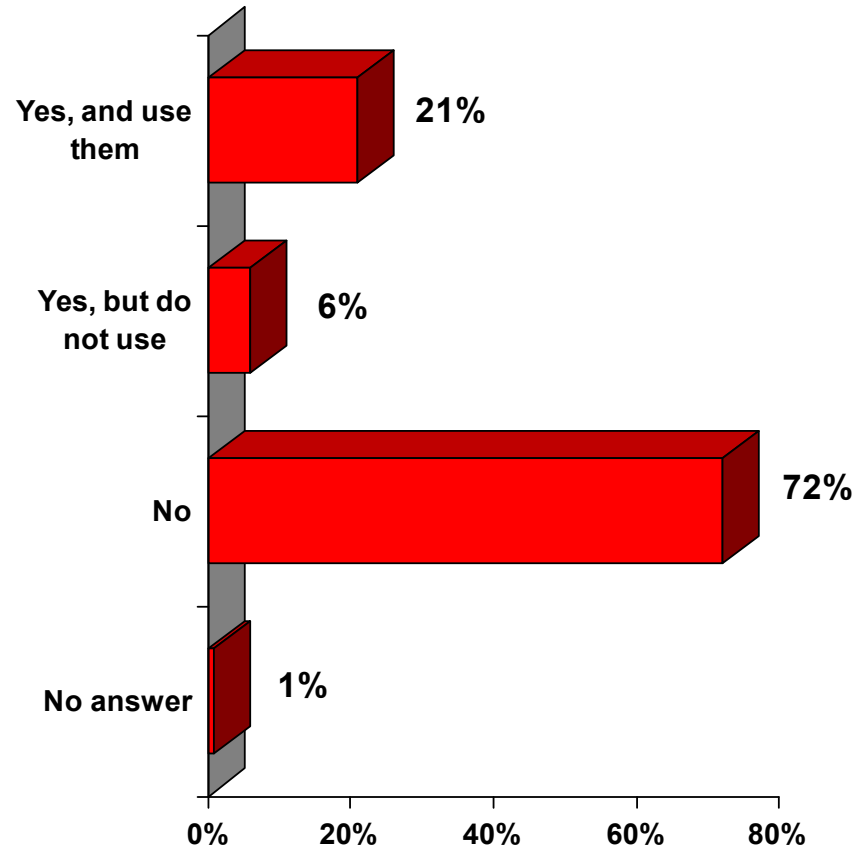


Caution: Small base

E6a. What influenced your decision to change energy sources? *Multiple responses permitted.* (n = 2)

# Additional Sources of Heat

## Total Company

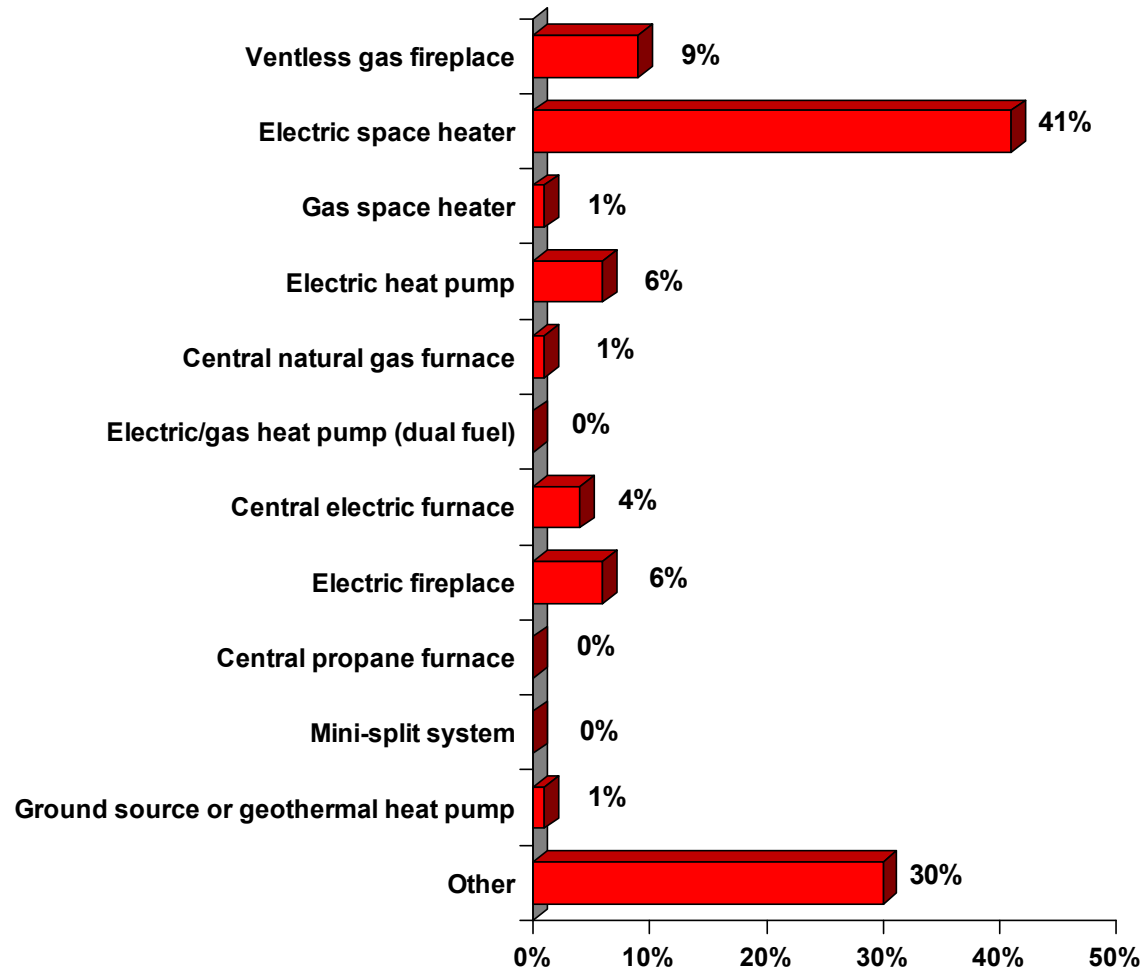


E7. Do you have any additional sources of heat? (n = 1,028)



# Type of Secondary Heating Unit

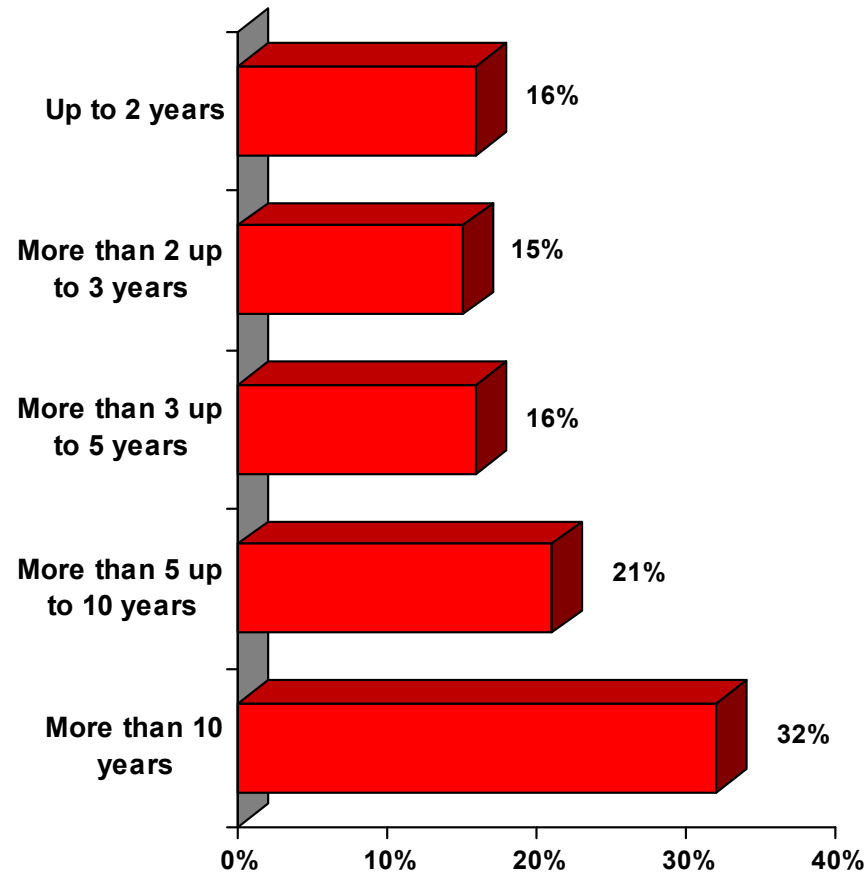
## Total Company



E8. Please select which of the following best describes your secondary heating unit. (n = 276)

# Age of Secondary Heating Unit

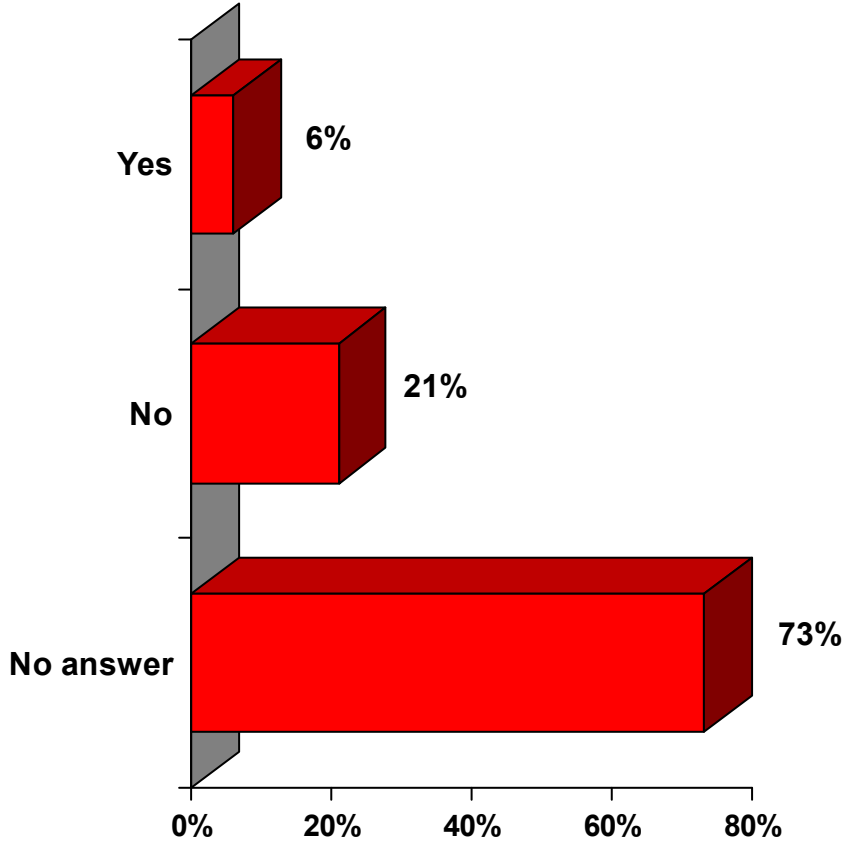
## Total Company



E9. How old in years is your secondary heating unit? (n = 278)

# More than Two Heating Units

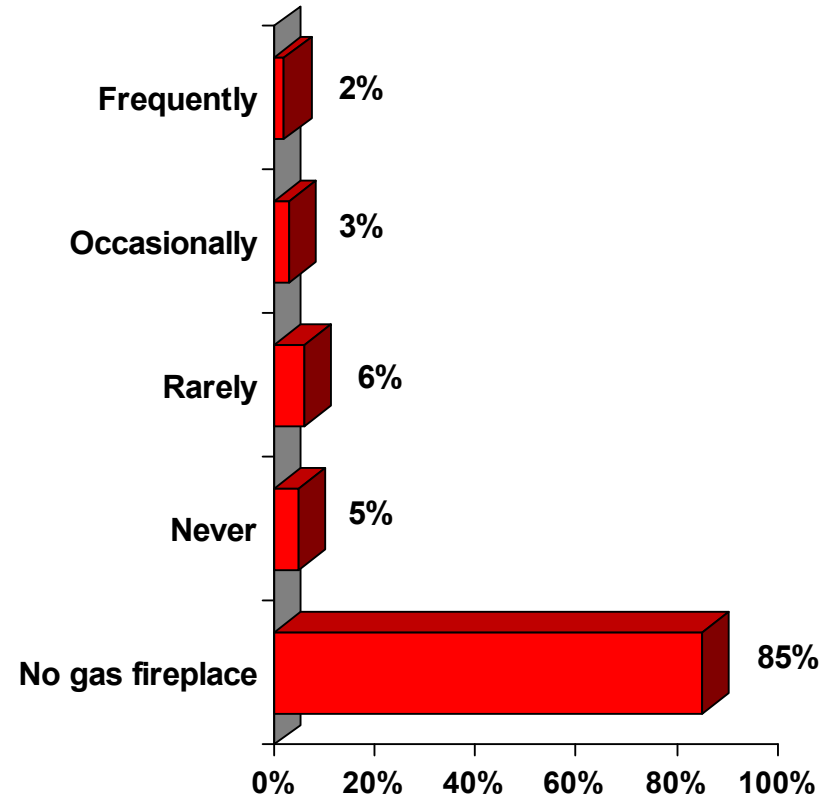
## Total Company



E10. Do you have more than two heating units? (n = 1,028)

# Frequency of Use of Gas Fireplace

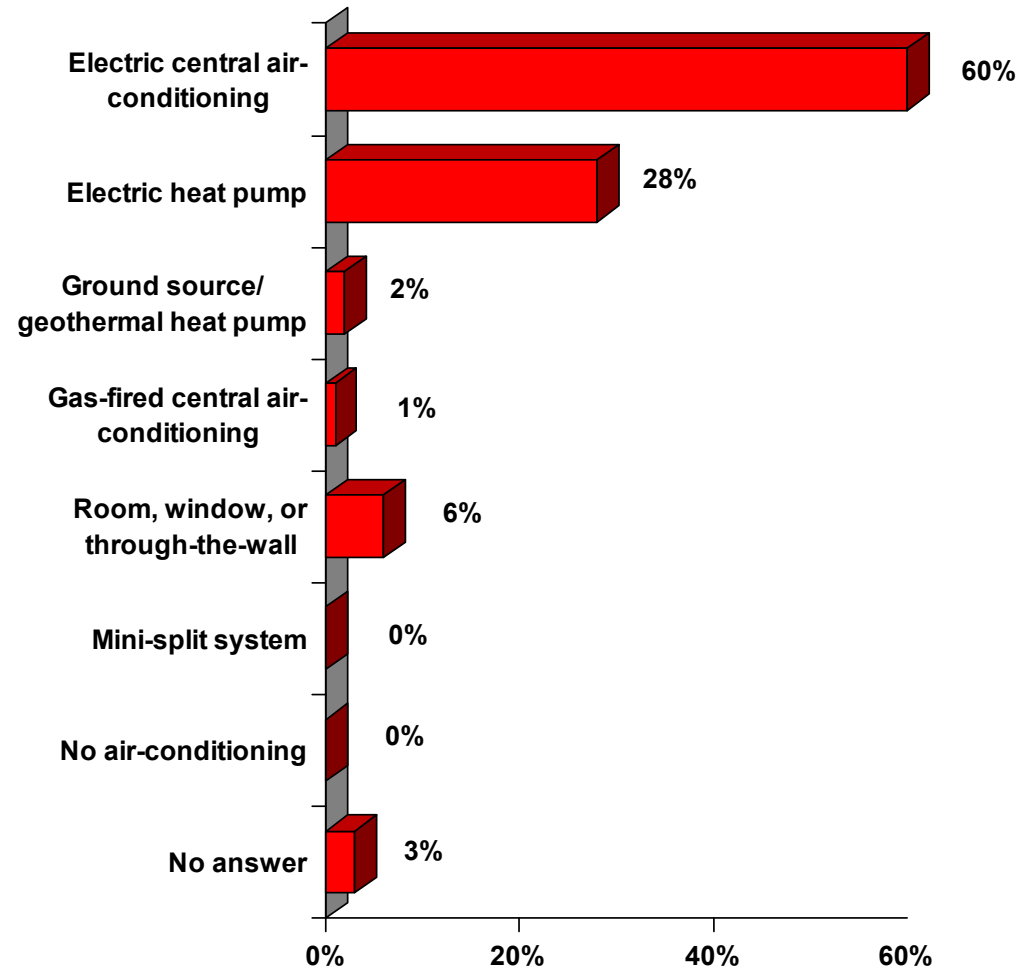
## Total Company



E11. How often do you use your gas fireplace? (n = 1,028)

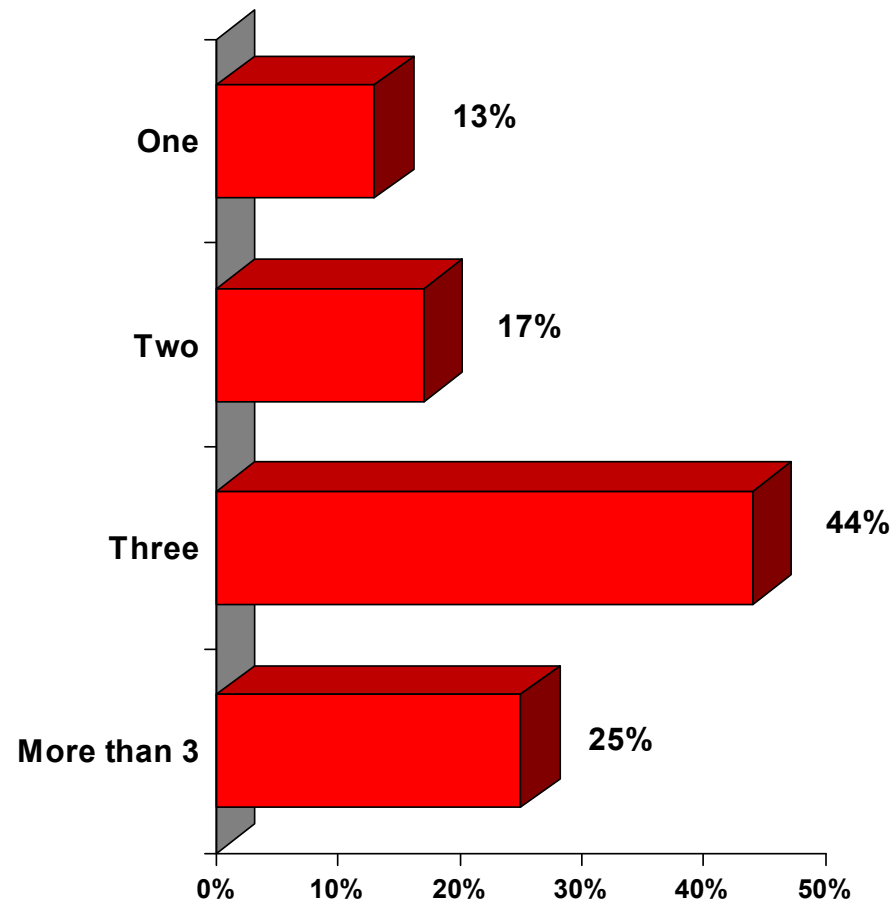
# Main Air-conditioning Unit – Type

## Total Company



F1a. Which of the following best describes your main or largest air-conditioning unit? (n = 1,028)

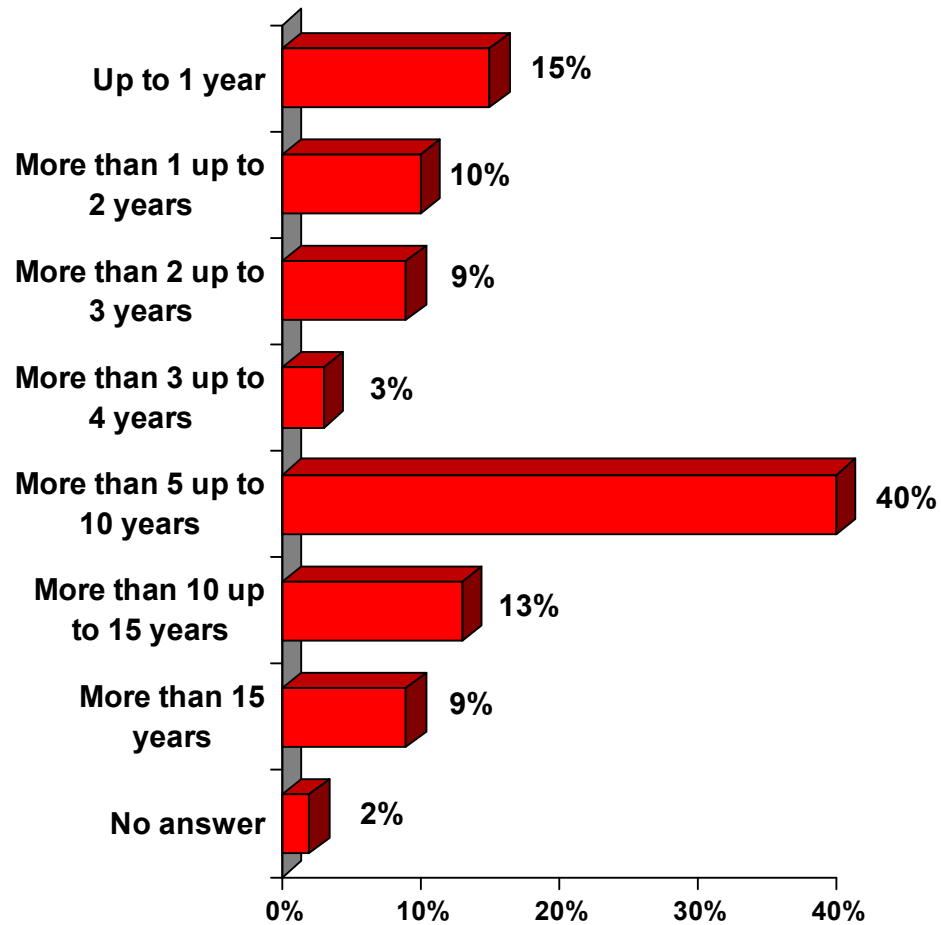
# Number of Room, Window, or Wall Air-conditioners Total Company



F1b. How many room, window, or through-the-wall units do you have? (n = 61)

# Main Air-conditioning Unit – Age

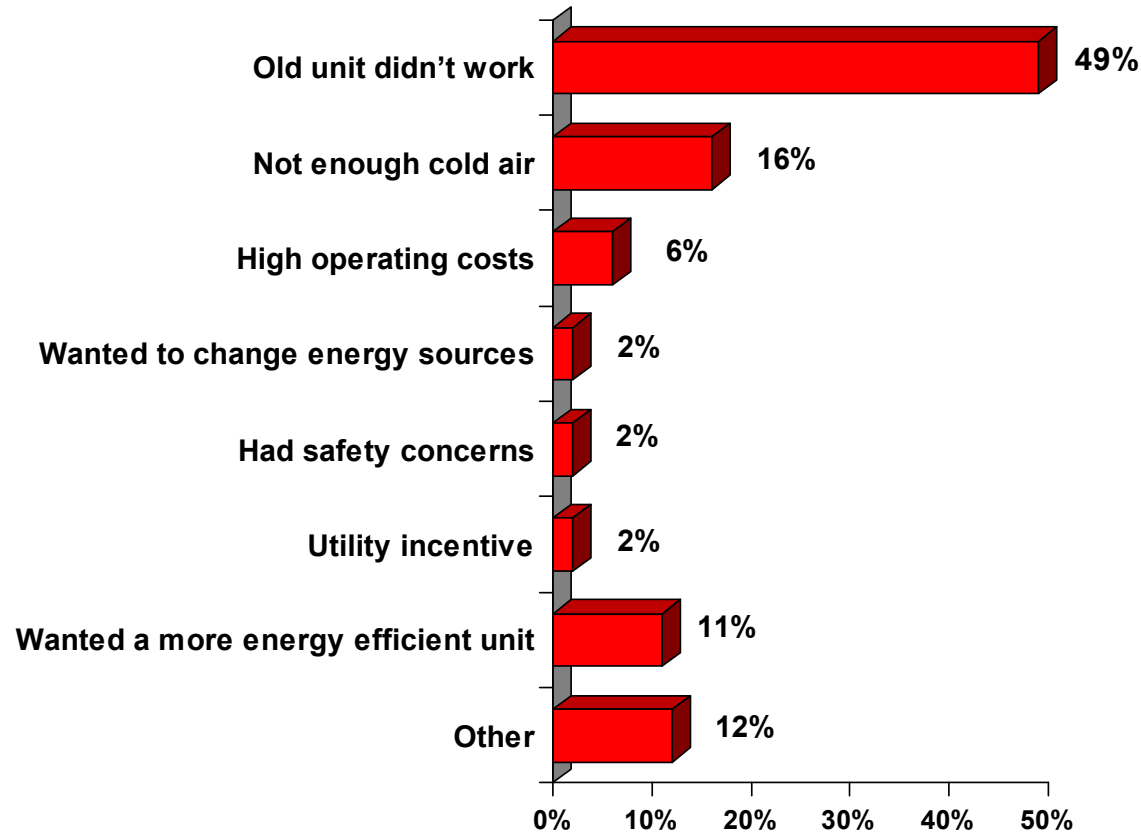
## Total Company



F2. How old is your air-conditioning system? (n = 1,028)

# Previous Cooling System - Reason for Replacement

## Total Company

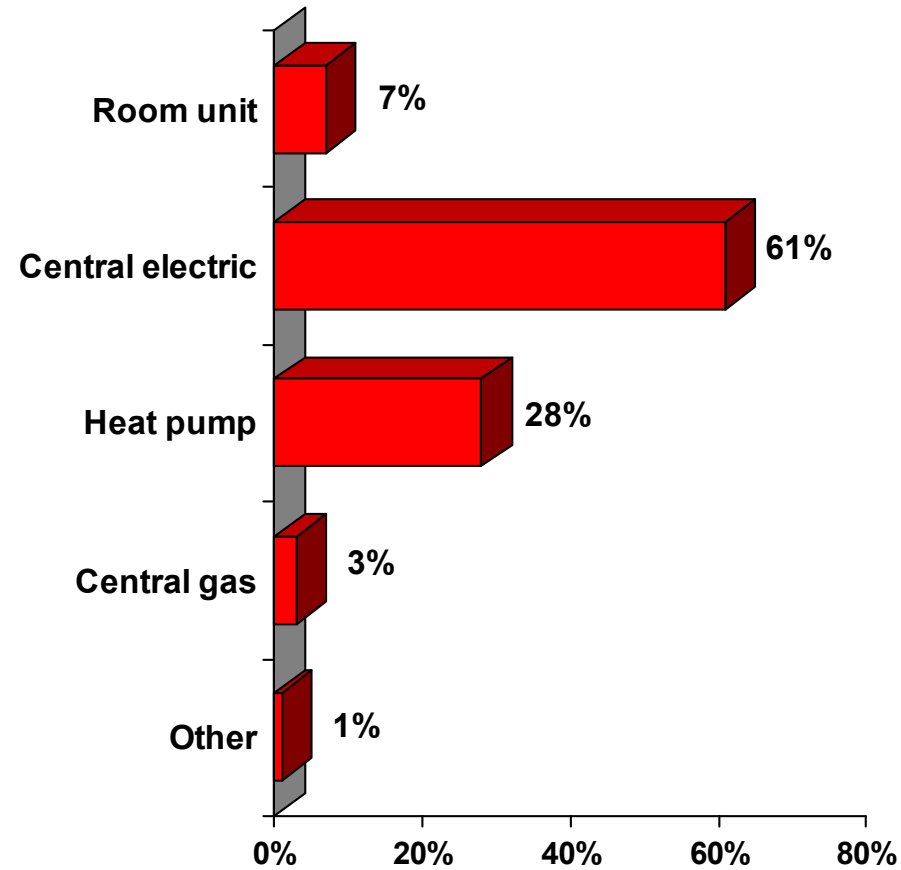


F3. What is the main reason your previous cooling system was replaced? (n = 322)



# Previous Cooling System – Type

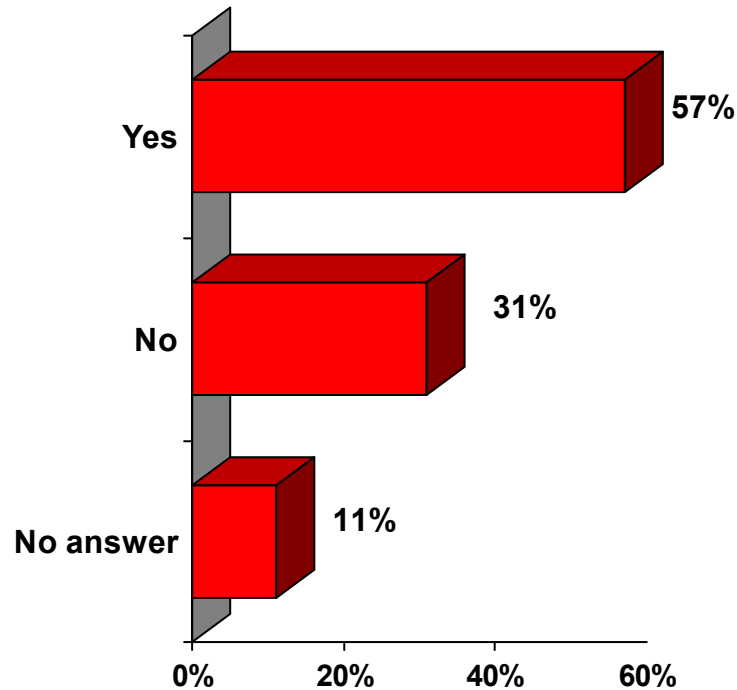
## Total Company



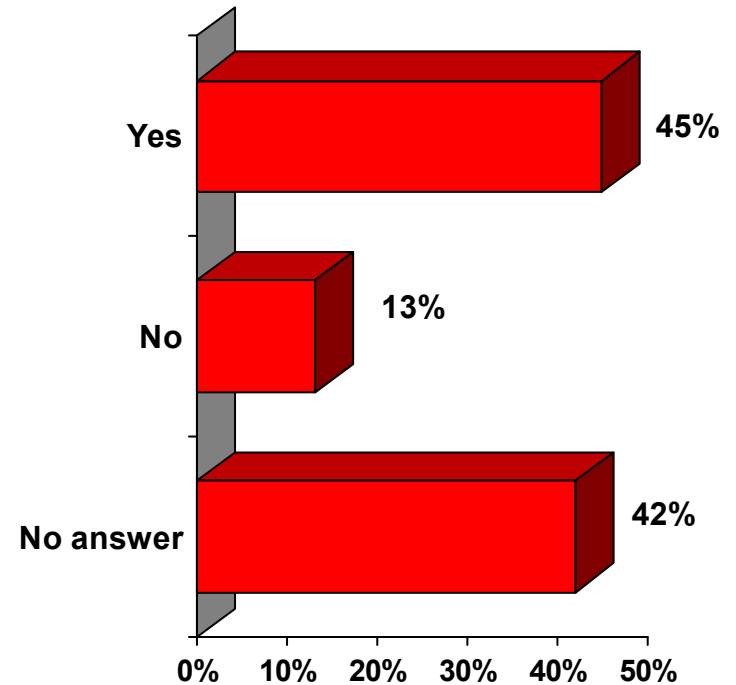
F4. Which best describes your old cooling system? (n = 316)

# Programmable Thermostats

## Total Company



G1. Do you have a programmable thermostat on your home heating and cooling system(s)?  
(n = 1,028)



G2. Do you use your thermostat's programmable features to save money and energy?  
(n = 592)

# Temperature Settings of Thermostat

## Total Company

### Winter

	Off	Below 60	60 – 62	63 – 65	66 – 68	69 – 71	72 – 74	75 – 77	Above 77	No answer
Day (5 am – 2 pm)	3%	1%	3%	7%	23%	20%	20%	9%	1%	13%
Evening (2 pm – 7 pm)	2%	1%	2%	8%	22%	20%	22%	10%	1%	13%
Night (7 pm – 5 am)	2%	2%	4%	12%	24%	19%	17%	7%	0%	13%

### Summer

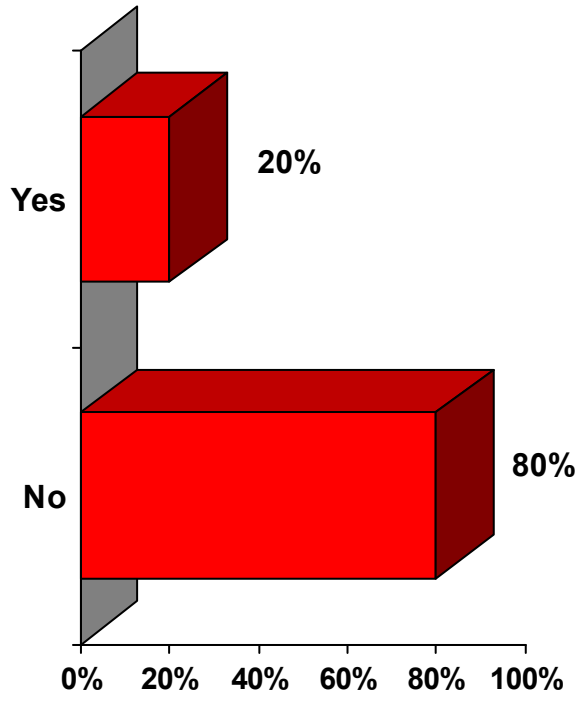
	Off	Below 68	68 – 70	71 – 73	74 – 76	77 – 79	80 – 82	Above 82	No answer
Day (5 am – 2 pm)	2%	1%	8%	16%	33%	22%	5%	1%	12%
Evening (2 pm – 7 pm)	2%	1%	9%	19%	34%	19%	4%	1%	12%
Night (7 pm – 5 am)	1%	4%	11%	20%	31%	16%	4%	0%	12%

G2A/B/C. At what temperature is the thermostat set during the winter months? (n = 1,028)

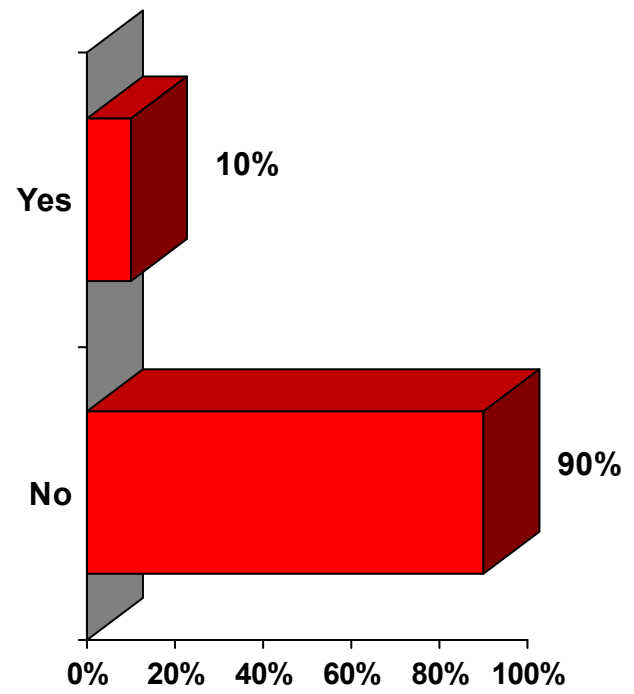
G2D/E/F. At what temperature is the thermostat set during the summer months? (n = 1,028)

# Smart Thermostats

## Total Company



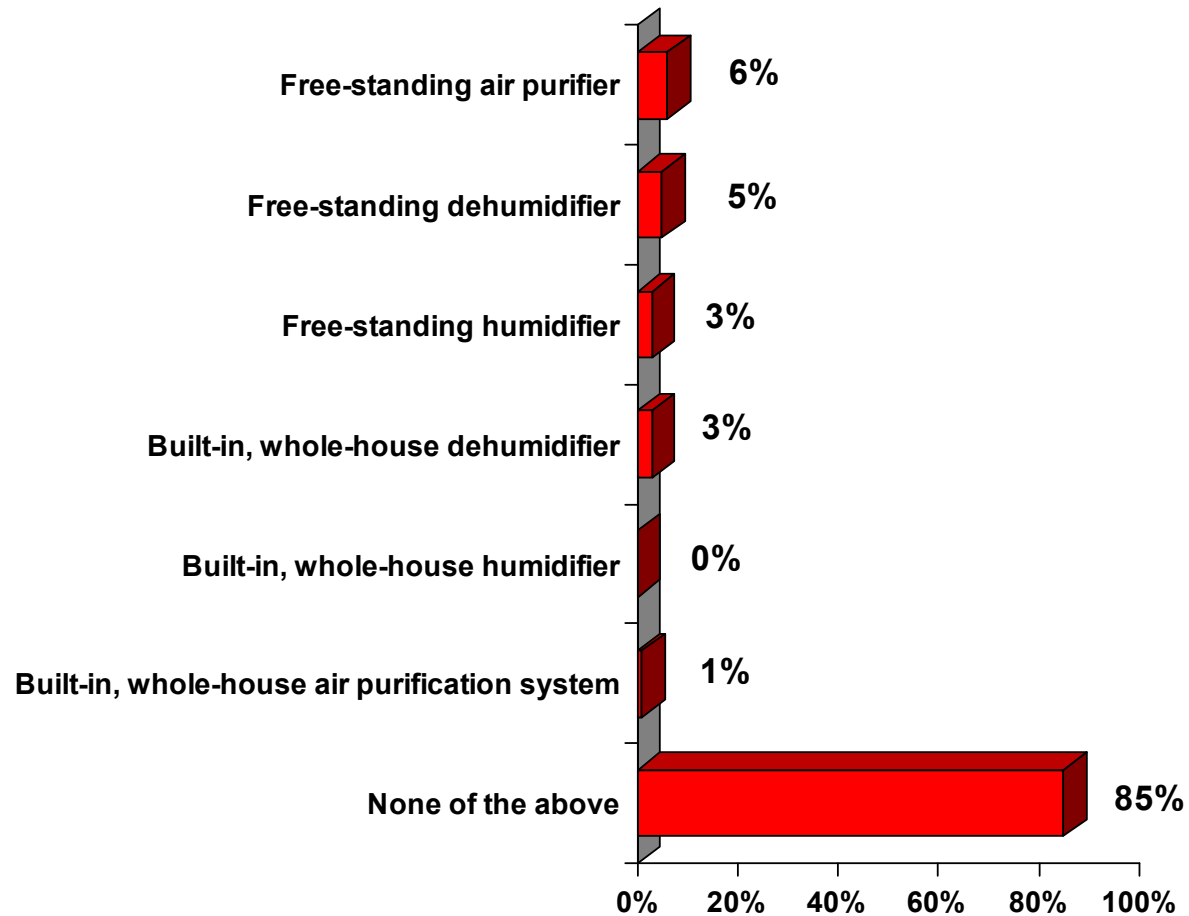
G2a1. Do you have a Wi-Fi enabled thermostat?  
(n = 589)



G2a1. Do you have a learning (i.e. Nest) thermostat?  
(n = 579)

# Humidifiers and Purification Systems

## Total Company

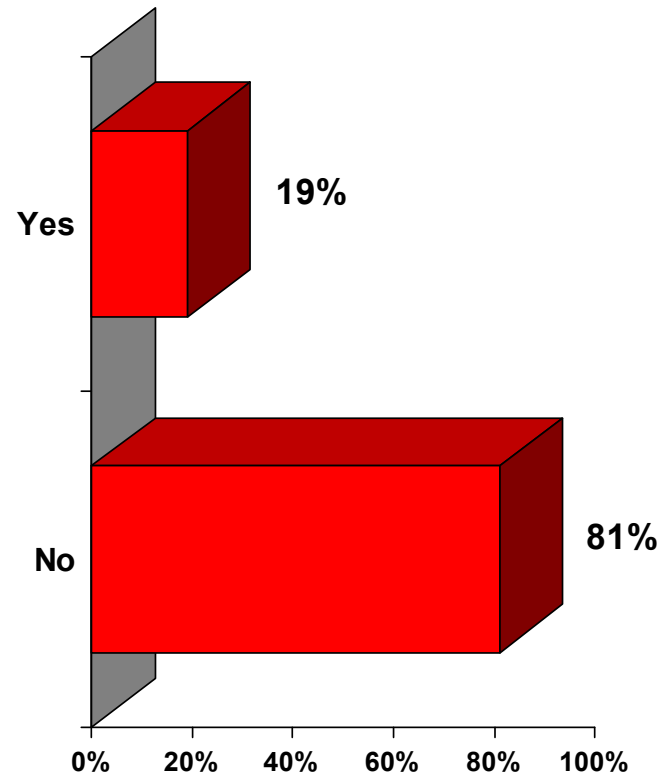


NOTE: Because this is a multiple response question including “Don’t know” and “No answer” responses, totals may be greater than 100 percent.

G3. Which of the following appliances do you use in your home? *Multiple responses permitted.* (n = 1,028)

# Pools – Ownership

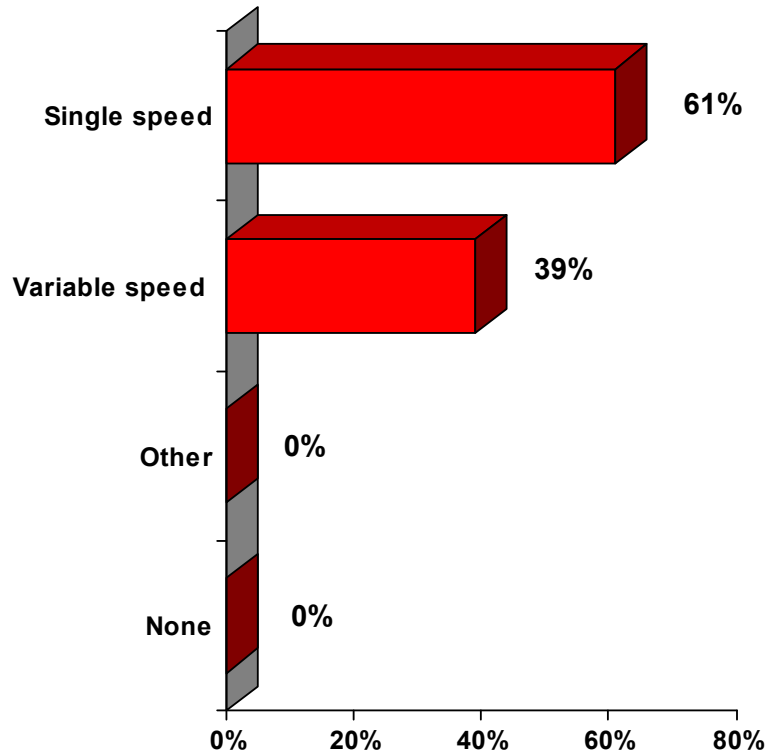
## Total Company



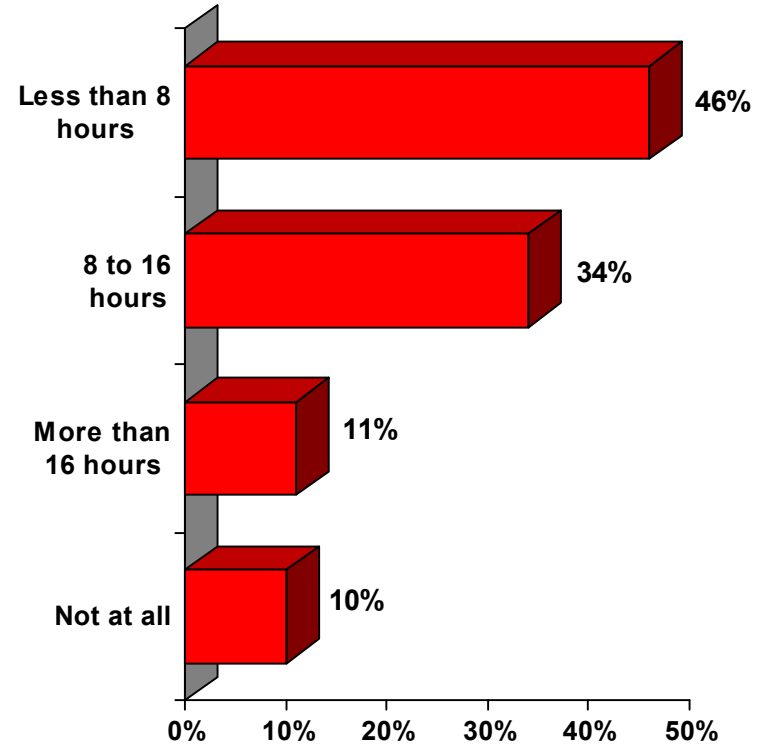
H1a. Do you have a swimming pool at your home? (n = 1,028)

# Swimming Pool Pump

## Total Company



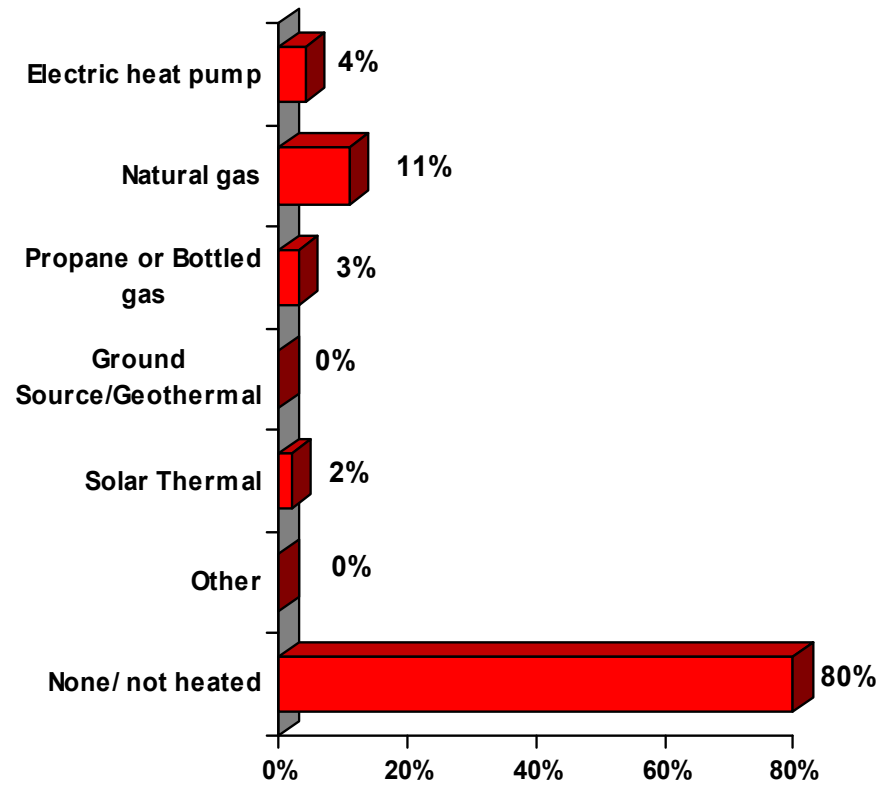
H1a. What type of pool pump do you have?  
(n = 133)



H1b. How many hours a day do you run your pool pump most of the year? (n = 189)

# Pools – Heating Units

## Total Company



H2a. How would you describe the heating unit for your swimming pool? (n = 182)



# Pools – Months when Heater is Run

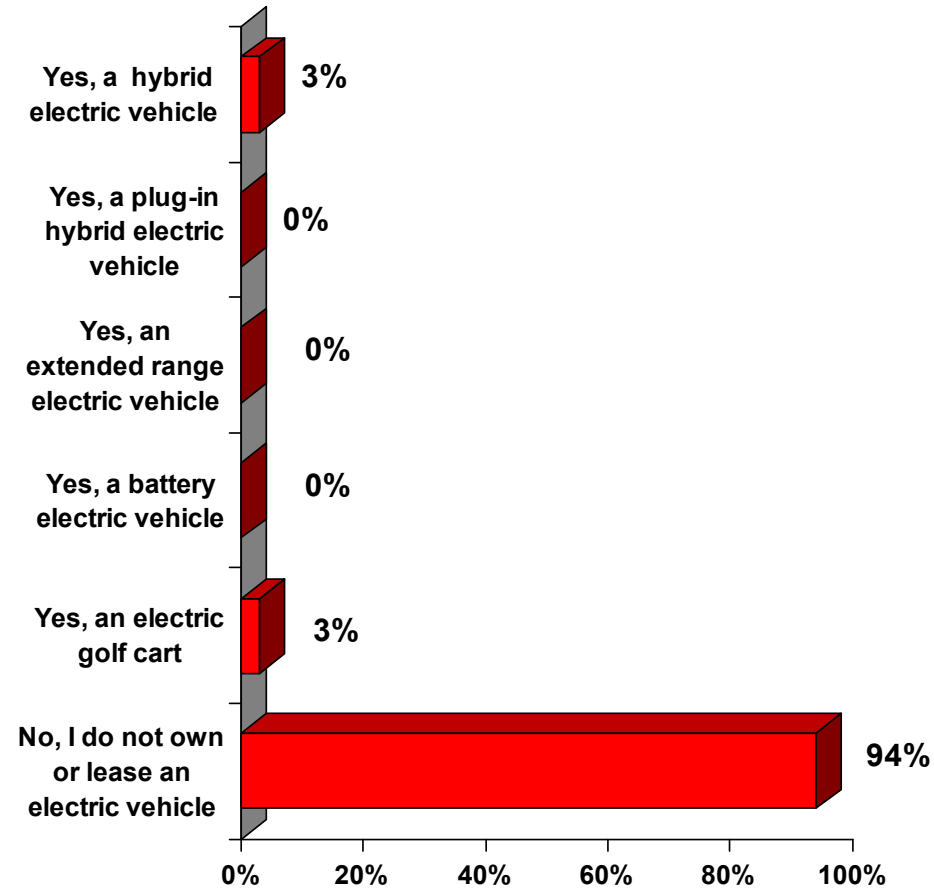
## Total Company

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	All months	None
Pool heater	10%	12%	13%	10%	5%	2%	2%	2%	4%	11%	13%	11%	3%	77%

H2b. Which months of the year do you run your swimming pool heater? (n = 156)

# Electric Vehicle Ownership

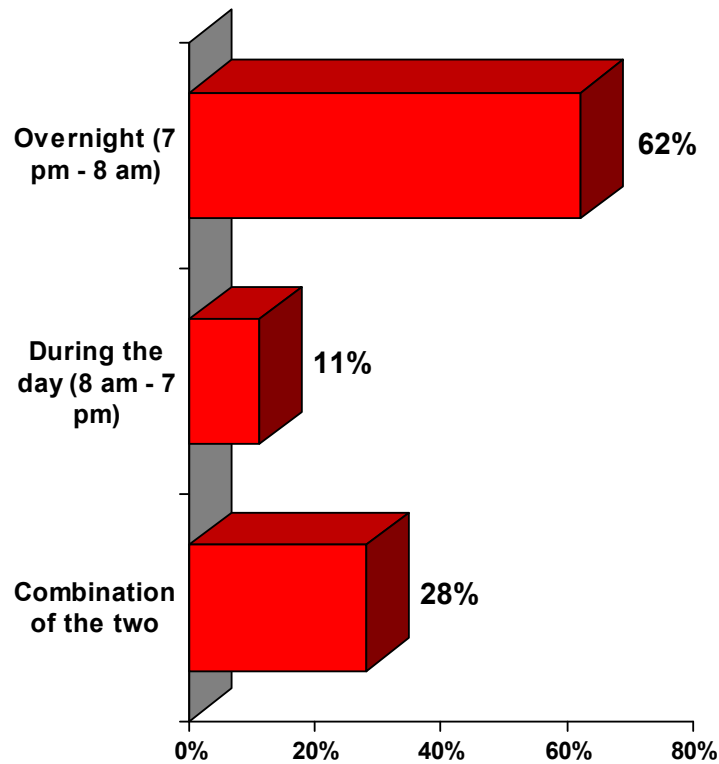
## Total Company



11. Do you own or lease any of the following types of electric vehicles? (n = 1,028)

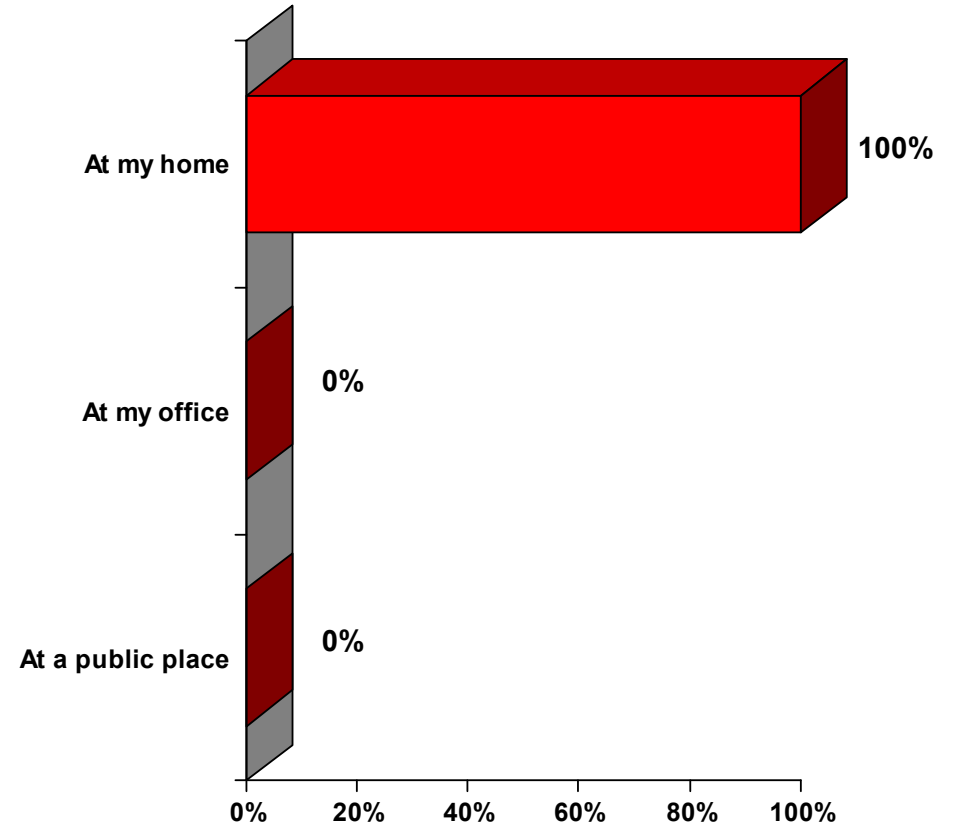
# Electric Vehicle Charging

## Total Company



Caution: Small base

12. When do you typically charge the electric vehicle(s)?  
(n = 29)

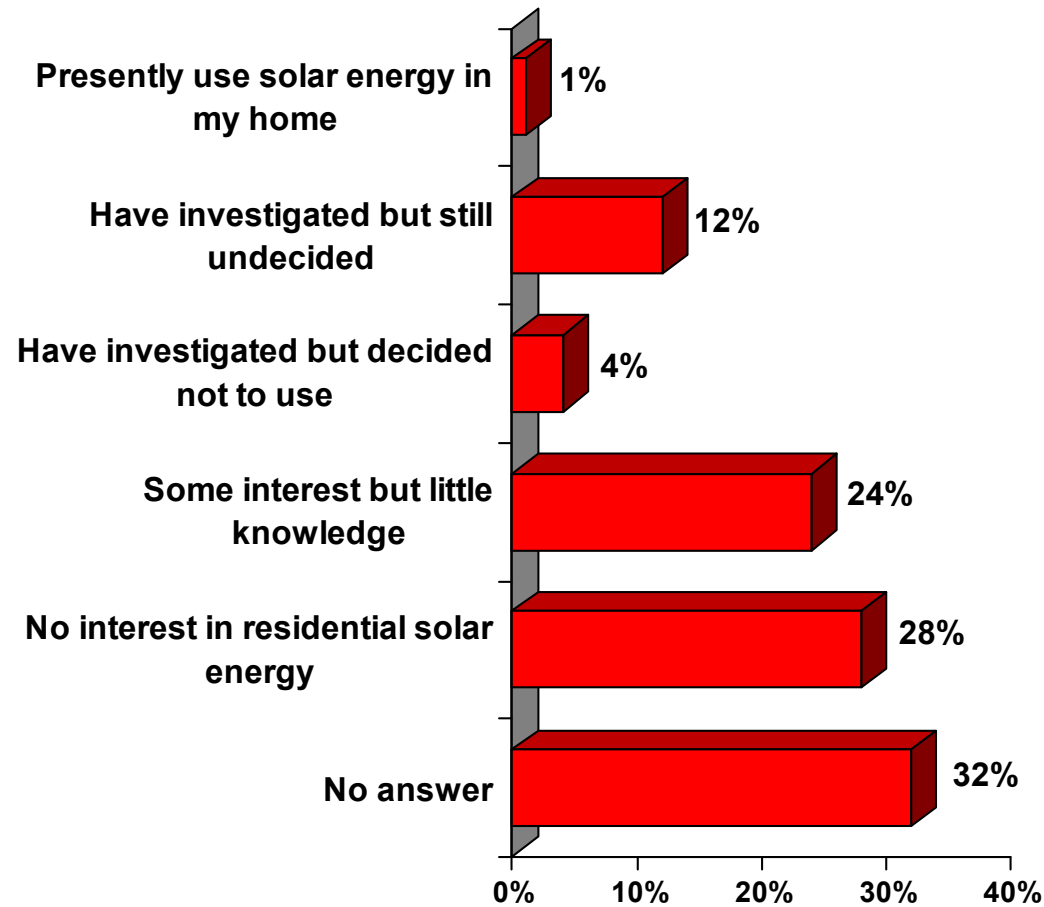


Caution: Small base

13. Where do you typically charge the electric vehicle(s)?  
(n = 29)

# Solar Panels

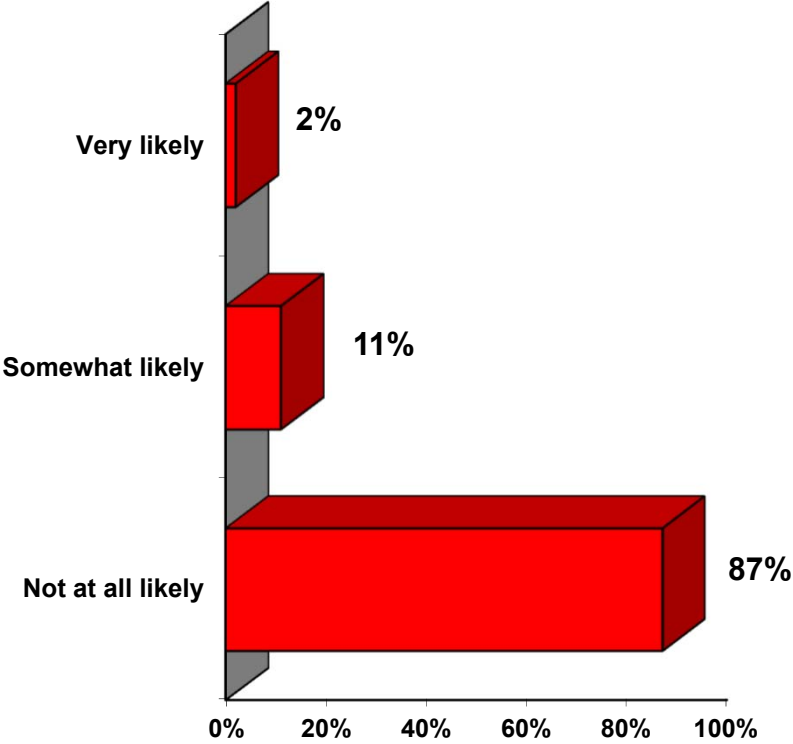
## Total Company



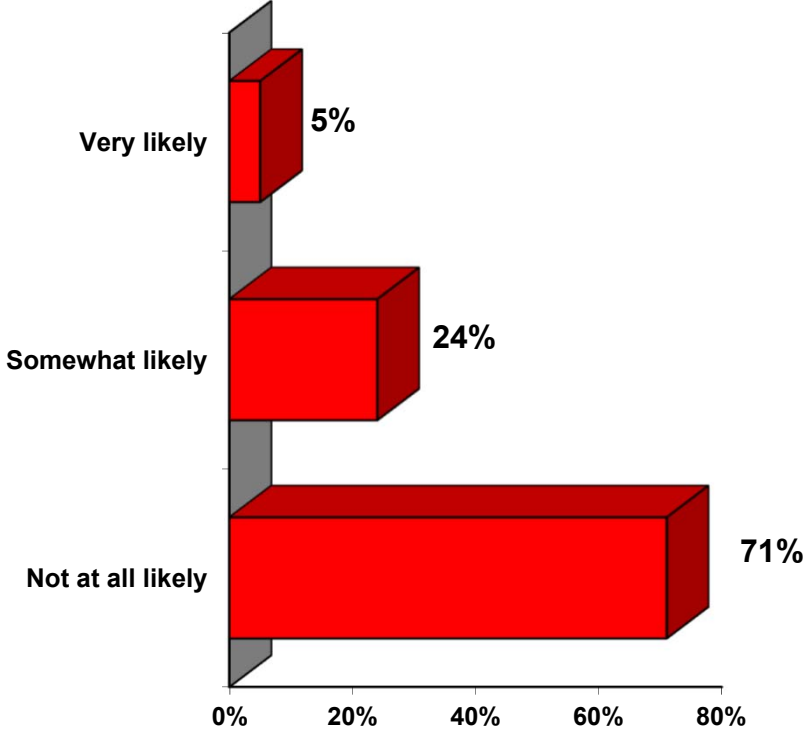
14. Thinking specifically about solar panels for your home, which of the following best describes you?  
(n = 1,028)

# Likelihood of Purchase

## Total Company



15. How likely are you to lease/purchase an electric vehicle without any tax incentives? (n = 1,028)



15. How likely are you to invest in a solar system without any tax incentives? (n = 1,028)

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# Demographics

# Number of People in Household by Age

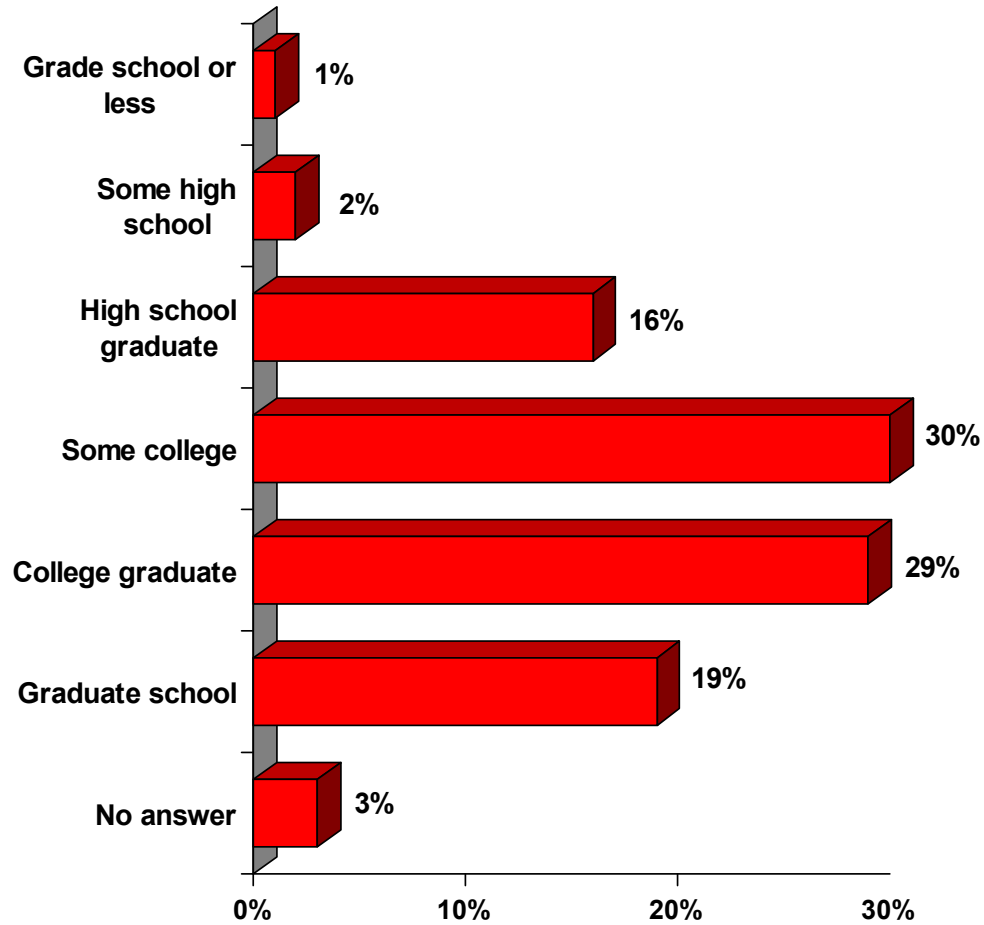
## Total Company

	5 years or less	6 to 17 years	18 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 years or older
None	89%	78%	85%	83%	81%	73%	60%	59%
1	5%	9%	7%	9%	10%	16%	22%	21%
2	1%	7%	3%	4%	5%	6%	13%	16%
3 or more	2%	2%	0%	0%	0%	1%	0%	0%
Prefer not to answer	0%	0%	0%	0%	0%	0%	0%	0%
No answer	4%	4%	4%	4%	4%	4%	4%	4%
Mean	0.1	0.3	0.2	0.2	0.2	0.3	0.5	0.6

J1. Including yourself, how many people in each age group live in this residence? (Total n = 1,028)

# Education

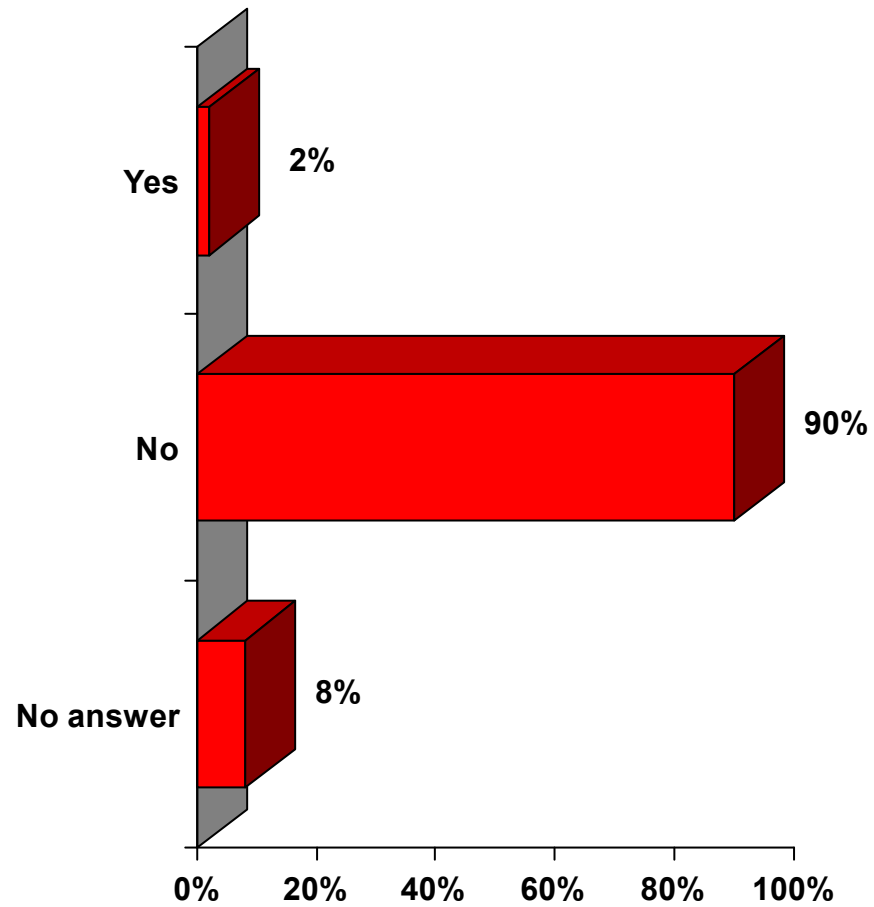
## Total Company



J2. What is the highest level of education you completed? (n = 1,028)



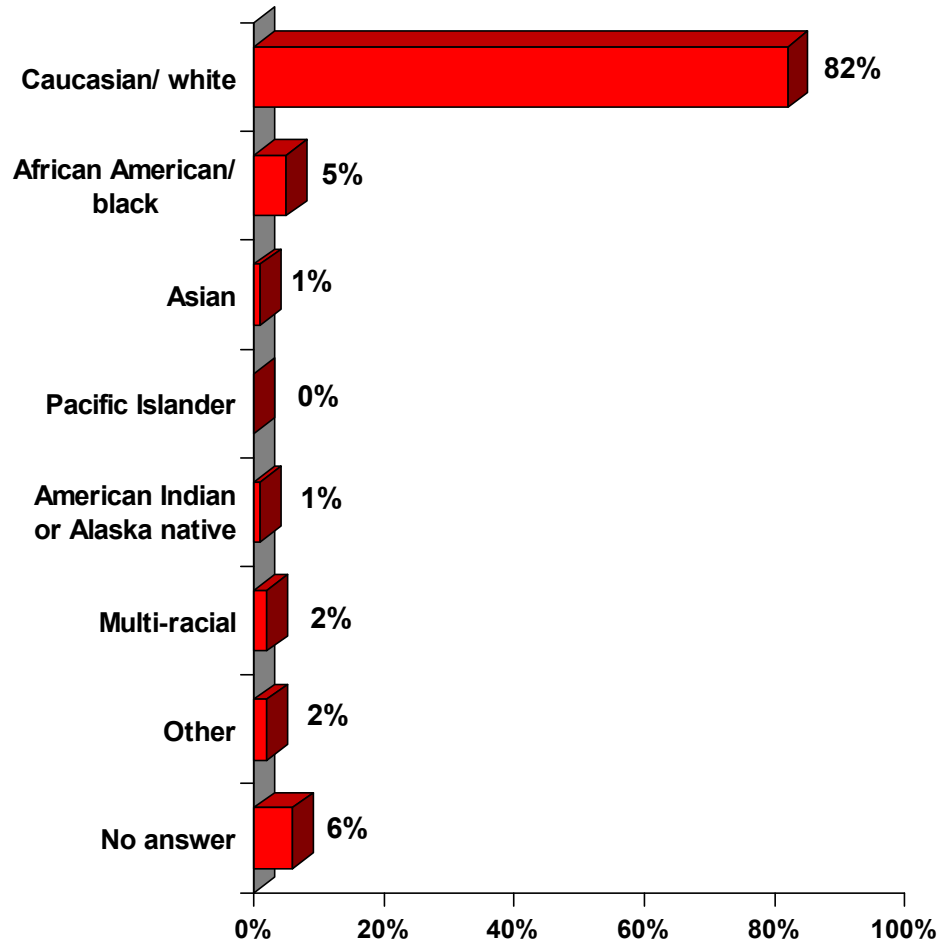
# Hispanic/Latino? Total Company



J3. Would you describe yourself as Hispanic/Latino or not? (n = 1,028)

# Race

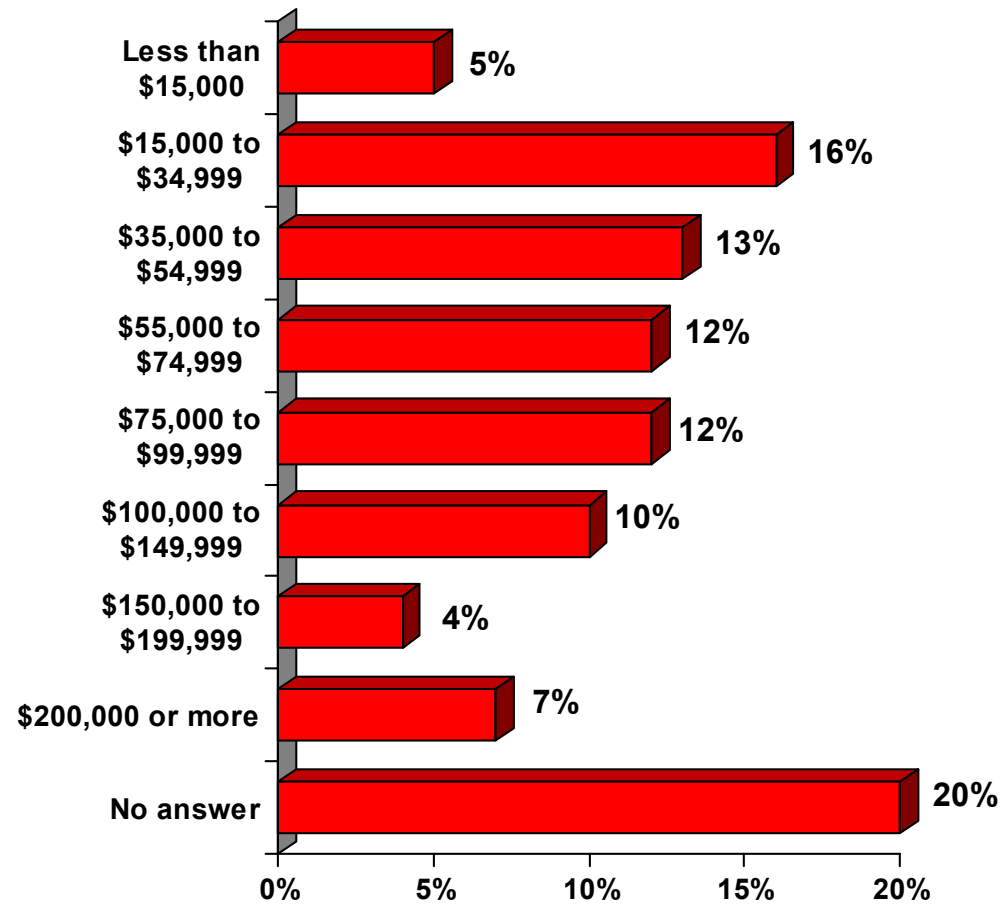
## Total Company



J4. Would you describe yourself as ... (n = 1,028)

# 2015 Annual Household Income

## Total Company



J5. Which of the following categories best describes your total annual household income (from all sources before taxes) in 2015? (n = 1,028)

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[REDACTED]

# Appendix: Methodology

[REDACTED]

[REDACTED]

[REDACTED]

# Background and Objectives

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- Abt SRBI was asked by Southern Company Services' Market Research Team to conduct the 2016 Residential Saturation Survey for Gulf Power Company. The purpose of this survey was to obtain quantitative data concerning:
  - The prevalence of various energy-using appliances and equipment;
  - Customer preferences and decision factors regarding energy choices; and
  - Characteristics of customers and their residences.
- The results will be used by Market Planning and Market Forecasting to set sales goals for electric end-use sales, to evaluate appliance saturation trends over time, to evaluate electricity's market share in several appliance markets, and to forecast future energy-supply requirements. Of particular importance are trends in housing characteristics, appliance ownership, water heating, and space heating and cooling.
- 2016 marks the first time the Residential Saturation Survey was conducted without a mail mode/ Surveys were conducted online and via telephone. From an original sampling of 17,708 Gulf Power Company customers, 2,300 homes were selected to receive a mailed invitation directing the customer to a web survey, including 200 sample points in each of nine segments and 250 sample points in two manufactured homes segments (which in previous years had lower response rates than single-family and multi-family segments). The objective was to obtain 67 usable questionnaires for each segment.

# Methodology

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- The following methodology was utilized to conduct the survey:
  - Initial web invitation mailing: October 6<sup>th</sup>
  - Reminder postcard mailing: October 25<sup>th</sup>
  - Telephone data collection: November 17<sup>th</sup>
- The web version of the survey had quality/logic control checks built into the program. The survey was hosted by Abt SRBI.
- Telephone interviews were conducted to complete the quota of 67 interviews for each segment, where an insufficient number of questionnaires were completed online.
- The overall response rate to the online and telephone versions of the survey was 44.7%.

# Methodology (cont.)

The following table shows the number of completed questionnaires by method of completion. Some completes were moved from their initial segment based on responses about housing structure type and age. Telephone interviews were conducted to provide at least 67 completes in each segment after the quality control checks were applied and the reclassifications were done.

Quota cell	Number of Accounts	Sample	Target	Web Surveys	Phone Surveys	Total Surveys	Error Margin at 90% Confidence Level
<b>Single family</b>							
55 Pensacola Good Cents	7,075	200	67	172	0	172	2.4%
56 Pensacola Non-Good Cents	120,779	200	67	70	50	120	4.8%
58 Fort Walton Good Cents	1,898	200	67	157	0	157	3.1%
59 Fort Walton Non-Good Cents	55,711	200	67	68	24	92	6.3%
61 Panama City Good Cents	2,751	200	67	159	3	162	2.8%
62 Panama City Non-Good Cents	70,326	200	67	71	25	96	6.1%
<b>Multi-family</b>							
57 Pensacola	26,025	200	67	21	19	40	11.7%
60 Fort Walton	26,037	200	67	43	11	54	9.6%
63 Panama City	25,064	200	67	40	17	57	9.2%
<b>53 Manufactured housing - new</b>	288	250	67	3	8	11	24.3%
<b>54 Manufactured housing - existing</b>	20,938	250	67	41	26	67	8.6%
<b>Total</b>	342,705	2300	737	845	183	1028	

# Methodology (cont.)

The data for the total company were weighted as follows to represent the total residential customer population. Separate weights were also developed for single family homes by age and division, and for multi-family and manufactured homes by age. Further information about these weights is available from Marketing Research.

(a) Quota cell	(b) Number of Accounts	(c) Percentage of Population	(d) Completed surveys	(e) Percentage of Completes	(f) Weight (c / e)
<b>Single family</b>					
55 Pensacola Good Cents	7,075	2.064%	172	16.73%	0.065565
56 Pensacola Non-Good Cents	120,779	35.243%	120	11.67%	1.600777
58 Fort Walton Good Cents	1,898	0.554%	157	15.27%	0.046574
59 Fort Walton Non-Good Cents	55,711	16.256%	92	8.95%	1.373648
61 Panama City Good Cents	2,751	0.803%	162	15.76%	0.156064
62 Panama City Non-Good Cents	70,326	20.521%	96	9.34%	3.014190
<b>Multi-family</b>					
57 Pensacola	26,025	3.454%	40	3.89%	1.079932
60 Fort Walton	26,037	7.597%	54	5.25%	1.068635
63 Panama City	25,064	7.314%	57	5.54%	1.048968
<b>53 Manufactured housing - new</b>	288	0.084%	11	1.07%	0.031106
<b>54 Manufactured housing - existing</b>	20,938	6.110%	67	6.52%	0.715110
<b>Total</b>		100.000%	1028		