



Memorandum

To: Elder Calderon, Erin Daughton, Kristina Murphy, ComEd, Elizabeth Horne, ICC

CC: Neil Curtis, Natasha Houston, Parini Shah, Guidehouse

From: Leah Redd, Sarah Ardell, Amy Buege, Verdant Associates

Date: August 21, 2026

Re: ComEd Home Energy Products 2026 Spray Foam and Caulking Net-to-Gross Research Results

1 Executive Summary

This memo presents findings from the net-to-gross (NTG) study of spray foam insulation and caulking sold through ComEd's Home Energy Products (HEP) Program. The NTG results for this measure are based on free ridership (FR) research gathered via in-store intercept surveys with customers who purchased ComEd-incentivized spray foam insulation or caulking from a participating Lowe's or Home Depot program retailer. The research team also conducted spillover (SO) research via follow-up web surveys emailed to customers who provided a valid email address within their response to the in-store intercept survey.

The research team conducted two waves of surveys for spray foam and one for caulking. NTG results for each wave of spray foam research are presented in this memo for informational purposes; however, the final recommended value is a weighted average from the two waves. These results will inform Guidehouse's September 2026 recommendations to the Illinois Stakeholder Advisory Group (SAG) of NTG values to be used for these measures in CY2027.

Table 1 presents the FR and participant SO research findings based on the in-store intercept and follow-up surveys. This is the first time NTG research was completed for caulking measures within ComEd service territory. For spray foam insulation, results from the first survey wave in 2025 yielded a NTG ratio of 0.44, which informed the 2025 recommendations to the IL SAG for use in CY2026. As seen in Table 1, the additional sample captured in the second wave of surveys did not substantially change the NTG result.

Table 1. Net-to-Gross Research Results

Measure	Free Ridership	Participant Spillover	NTG Ratio
Spray Foam Insulation (Non-DAC) DIY Store Locations	0.59	0.01	0.42
Spray Foam Insulation (Non-DAC) Other Locations			0.80
Spray Foam Insulation (DAC) All Store Types			1.00
Caulking (Non-DAC) DIY Store Locations	0.59	0.00	0.41
Caulking (Non-DAC) Other Locations			0.80

Caulking (DAC) All Store Types

1.00

Table Note: The NTG of 1.0 for stores located in DACs is based on the Illinois Energy Efficiency Policy Manual V3.0, Section 7.4 and NTG of 0.8 represents the default value used for non-DAC MR stores in the absence of research.

Table Source: Evaluation Team Analysis.

It should be noted that the team conducted this research at only large, “Do-it-Yourself” (DIY) retailers¹, and the researched NTG values should only be considered applicable to those store types (as noted in Table 1). The program began expanding into alternate store types, such as Dollar and Charity stores, in CY2025 and plans to continue this expansion in CY2026. These alternate store types may serve different customer populations that have different motivations for purchasing canned spray foam or caulking and who may be differently influenced by the program incentives. However, at the time of this research, the team was unable to conduct research at these alternate store types because program sales volumes through those stores were sufficiently low to make in-store research efforts cost-prohibitive.

2 Free Ridership and Spillover Disposition

Verdant Associates programmed the approved in-store intercept FR and follow-up SO surveys into Qualtrics web survey software. Pammer Research fielded the intercept surveys while being managed by Verdant Associates. The research team completed two waves of surveys for spray foam. The first included customers who made their purchase between June and July 2025 and second included customers who made their purchase between January and March 2026. All caulking surveys comprised of customers who made their purchases between January and March 2026. The team conducted research at two large DIY store chains: Home Depot locations (for spray foam) and Lowes locations (for caulking).² These two stores represented the majority of program sales of these measures in CY2025, and the team conducted in-store research at multiple locations per retailer. Prior to approaching customers within a retail store location, survey staff introduced themselves to store managers and asked for permission to collect survey responses from shoppers. The team did not conduct any research at smaller program retailers (such as Dollar Tree or charity stores, etc.) as the daily sales volumes are very low and product availability is less consistent (i.e. in some stores the products were not always consistently stocked), making the research cost-prohibitive.

To field the in-store intercept FR research, Pammer Research survey staff went into a sample of program store locations (including MR, IE, DAC, and non-DAC stores) and approached shoppers who had selected canned spray foam insulation or caulking products for purchase. These shoppers were asked if they would like to complete a short survey in exchange for a \$10 gift card for the retailer where they were shopping. Customers were not pressured to complete the survey; however, customers who were reluctant to complete the survey were offered a second \$10 gift card (\$20 in total) to encourage their response.

¹ The team conducted research at Home Depot for spray foam and Lowes for caulking. These stores historically comprised the vast majority of sales of these measures in the HEP program.

² Spray foam was not incentivized at Lowes during the research period, nor was caulking incentivized at Home Depot during the research period.

Customers who agreed to complete the survey were shown a QR code which they could scan with their own cell phones allowing them to complete the survey on their own while in the retail store aisle.

The team distributed invitations to the follow-up SO web surveys to all valid emails for customers who indicated their willingness to participate in a follow-up survey while completing the in-store survey. The follow-up web surveys were distributed at least three weeks after the customer made their in-store purchase to allow them time to utilize their incentivized product. Customers were offered a \$25 incentive to complete the follow-up survey to encourage their response. Customers received up to two reminder emails for the follow-up survey, each a minimum of five days apart. To promote higher response rates, the research team increased incentives to \$30 in the final reminder email.

2.1 Free Ridership Disposition

Table 2 presents a summary of the FR in-store intercept research disposition, showing the total number of surveys completed at program retailers, the number of surveys completed at MR non-DAC program retailers, and the number of surveys included within the FR analysis, by measure.

For spray foam, the team conducted a total of 202 in-store surveys; however, 30 of these were excluded from the FR analysis as they were conducted at a DAC or IE retailer.³ Of the remaining 172, 40 were dropped for the following reasons:

- Five were dropped for purchasing more than 10 cans of spray foam (and are thus considered “bulk purchasers” and are not included in program sales or claimed savings)
- Six were dropped because their purchase could not be confirmed to be a spray foam SKU incentivized by ComEd
- 29 were dropped due to inconsistent responses to free-ridership questions where the evaluation team could not confidently calculate a FR estimate

For caulking, the team conducted a total of 152 FR in-store surveys; however, 46 of these were conducted at a DAC or IE retailer. Of the remaining 106, 32 were dropped for the following reasons:

- Four were dropped for purchasing more than 10 tubes of caulking (and are thus considered “bulk purchasers” and are not included in program sales or claimed savings)
- Six were dropped because their purchase could not be confirmed to be a spray foam SKU incentivized by ComEd
- 22 were dropped due to inconsistent responses to free-ridership questions where the evaluation team could not confidently calculate a FR estimate

³ In-store surveys were conducted at DAC and IE retailers as these surveys were also used collected data needed to estimate gross savings parameters (installation rates and uses cases) that are applied to both MR and IE stores.

Table 2. Spray Foam and Caulking Free Ridership In-Store Intercept Research Disposition

Measure	Survey Wave	Surveys Completed	Surveys at MR Non-DAC Locations	Surveys Included in FR Analysis	Number of Cans or Tubes Represented in FR Analysis
Spray Foam	Wave 1	101	83	64	126
Spray Foam	Wave 2	101	89	68	139
Spray Foam	Total	202	172	132	265
Caulking	Total	152	106	74	124

Table Source: Evaluation Team Analysis.

2.2 Spillover Disposition

The in-store research team asked all customers who completed an in-store intercept survey to provide a valid email if they were willing to participate in a future follow-up web survey about the product they were purchasing. A total of 109 customers buying spray foam and 106 customers buying caulking were willing to participate and provided an email to the in-store intercept survey. The research team programmed the approved SO survey in Qualtrics and emailed it to these customers. Table 3 presents a summary of the follow-up SO research disposition.

Of the 109 spray foam surveys delivered, 26 customers provided complete responses. Two respondents were excluded from the SO analysis: one for purchasing more than 10 cans (classified as a bulk purchaser) and one for making their purchase at a retailer located in a DAC (DAC customers receive a fixed 1.0 NTG value per statewide policy and are therefore not included in the spillover analysis).

Of the 106 caulking surveys delivered, 20 customers provided complete responses. Six were excluded from the spillover analysis: two because the respondent's caulking could not be confirmed as ComEd-incentivized, one because the respondent had not yet used the caulking, and three because the respondent purchased their caulking from a retailer located in a DAC.

Table 3. Spray Foam and Caulking Spillover Follow-up Survey Research Disposition

Measure	Survey Wave	Follow-up Surveys Distributed	Follow-up Surveys Completed	Follow up Surveys Included in SO Analysis	Number of Cans or Tubes Represented in SO Analysis
Spray Foam	Wave 1	50	10	9	14
Spray Foam	Wave 2	59	16	15	32
Spray Foam	Total	109	26	24	46
Caulking	Total	106	20	14	23

Table Source: Evaluation Team Analysis.

3 Free Ridership and Spillover Protocols

Below are the FR and SO protocols the team used to estimate the NTG ratio for spray foam and caulking in the HEP program. Details on the algorithms used for this research effort are presented below.

3.1 Participant Free Ridership Algorithms and Scoring

Figure 1 outlines the algorithm the team used to estimate FR from the participant's perspective for spray foam insulation and caulking. This algorithm was documented in a deviation memo submitted to the IL SAG on 10/30/2024.⁴ This memo outlined the evaluation team's plans to deviate from the IL TRM NTG method for the HEP program and the rationale for this deviation. The figure below was included in this deviation memo. The team continued to utilize the same algorithm for the caulking research and wave 2 spray foam research as was used in wave 1 of the spray foam research for consistency purposes.

Figure 1. Participant Free Ridership Algorithm

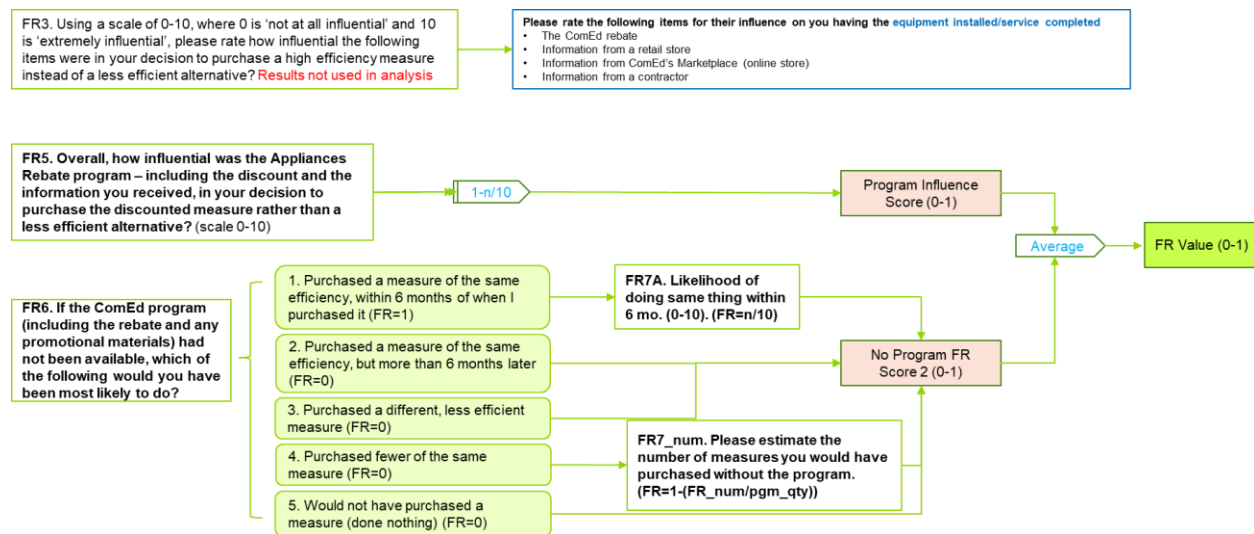


Figure Source: Deviation memo submitted to SAG, October 30, 2024

3.2 Participant Spillover Algorithm

The evaluation team calculated SO based on the methodology outlined in IL TRM v13. For a purchase to be considered spillover it must meet the following criteria:

1. Be a high efficiency measure
2. Not rebated by ComEd
3. Purchase decision must have been strongly influenced (spillover score > 5) by their purchase of spray foam or caulking through the HEP program.

If these three criteria are met, participant spillover is calculated as dictated in the IL TRM using the following steps:

1. Calculate spillover savings for each surveyed participant installing an efficient measure not rebated through the program where the Spillover Score is greater than 5.

⁴ Free Ridership Protocol Deviation from Illinois Statewide Technical Reference Manual, Version 12.0, October 30, 2024.

2. Calculate the total program savings for the surveyed participant population (regardless of whether they reported any spillover purchases).
3. Calculate the spillover percentage estimate as: $\text{Spillover Percentage Estimate} = \text{Sum of Spillover kWh savings} / \text{Sample Evaluated Program kWh savings}$.

4 Participant Free Ridership Results

Using the algorithm detailed above, the research team estimated FR based on the data collected during the in-store intercept surveys conducted with purchasers of ComEd incentivized spray foam at non-DAC program retailers. Table 4 below presents the program influence (PI) and no program (NP) scores, the FR estimate, and the relative precision of the FR estimate. As this table shows, the total spray foam and caulking FR were both estimated to be 0.59. This level of FR is supported by the fact that 70% of spray foam customers and 84% of caulking customers surveyed reported that they came to the store planning to purchase canned spray foam or caulking (Q1) and did not know the store where they were shopping sold these items discounted by ComEd (Q3).⁵

Table 4. In-Store Intercept Free Ridership Results

Measure	Survey Wave	Program Influence Score	No-Program Score	Free Ridership	FR Relative Precision @ 90% CI
Spray Foam	Wave 1	0.60	0.51	0.56	6%
Spray Foam	Wave 2	0.61	0.64	0.63	12%
Spray Foam	Total	0.60	0.56	0.59	9%
Caulking	Total	0.58	0.59	0.59	13%

Table Note: FR score may not equate to the average of PI and NP scores due to underlying weights of respondent scores. Individual responses were weighted by the number of program spray foam insulation cans purchased.

Table Source: Evaluation Team Analysis.

5 Participant Spillover Results

The research team analysis identified one instance of spillover (SO) in the spray foam survey response data. The respondent reported that their ComEd incentivized spray foam purchase strongly influenced their purchase of a non-incentivized door sweep. Dividing these spillover savings by the spray foam savings for the entire surveyed population resulted in a participant spillover rate of 0.01 for spray foam. No respondents to the caulking survey reporting a qualifying spillover purchase. As such, the participant spillover value is 0.0, as shown in Table 5.

Table 5. Spillover Results

Measure	Survey Wave	Spillover
Spray Foam	Wave 1	0.00
Spray Foam	Wave 2	0.01

⁵ Q1. Did you come to the store today planning to buy spray foam? And Q3. Prior to today, were you aware this store sold [spray foam/caulking] that was discounted by ComEd?

Spray Foam	Total	0.01
Caulking	Total	0.00

Table Source: Evaluation Team Analysis.

6 Final NTG Results and Recommendations

Table 6 summarizes Guidehouse’s draft NTG recommendations for spray foam insulation and caulking sold via ComEd’s HEP Program based on the research presented in this memo. NTG is calculated as $1 - FR + SO$. These results are recommended for application starting in CY2027.

Table 6. Net-to-Gross Research Results

Measure	Free Ridership	Participant Spillover	NTG Ratio
Spray Foam Insulation (Non-DAC) DIY Store Locations	0.59	0.01	0.42
Spray Foam Insulation (Non-DAC) Other Locations			0.80
Spray Foam Insulation (DAC) All Store Types			1.00
Caulking (Non-DAC) DIY Store Locations	0.59	0.00	0.41
Caulking (Non-DAC) Other Locations			0.80
Caulking (DAC) All Store Types			1.00

Table Note: The NTG of 1.0 for stores located in DACs is based on the Illinois Energy Efficiency Policy Manual V3.0, Section 7.4 and NTG of 0.8 represents the default value used for non-DAC MR stores in the absence of research.

Table Source: Evaluation Team Analysis.

7 Summary of Data Collection and Data Cleaning

The team conducted research at two large DIY store chains: Home Depot (for spray foam) and Lowes (for caulking). Research was conducted at multiple store locations per retailer. The team conducted no research at smaller program retailers (such as Dollar Tree or charity stores, etc.) as the daily sales volumes are very low at these stores and product availability is less consistent (i.e. products were not always consistently stocked), making the research cost prohibitive.

The research team conducted in-store intercept data collection for spray foam in 19 store locations for wave 1 (3 DAC, 16 non-DAC) and 13 locations for wave 2 (1 DAC, 12 non-DAC). The team collected caulking responses from 12 store locations (1 DAC, 11 non-DAC). DAC stores were intentionally included in the sample to support data collection for the gross parameter research (findings presented in a separate memo).⁶

For spray foam in-store research, the team collected a total of 202 survey responses at program retailers, 172 of which were conducted at non-DAC stores. During data cleaning, a total of 40 responses at non-DAC retailers were dropped for the following reasons:

- Five were dropped because the customer purchased 10 or more cans (and thus were considered “bulk purchasers” and not included in program sales or claimed savings),

⁶ ComEd Canned Spray Foam and Caulking Gross Parameter Research Findings. May, 2026.

- Six could were dropped as the cans purchased were not confirmed to have been incentivized by ComEd.
- The remaining 29 were dropped due to inconsistent responses to free-ridership questions where the evaluation team could not confidently calculate a FR estimate.⁷ Dropping these 29 survey responses had little impact on the resulting FR estimate (with these included, spray foam FR would have been 0.58 instead of 0.59).

For caulking , the team collected 152 survey responses at program retailers, 106 of which were conducted at non-DAC stores. During data cleaning, a total of 32 responses at non-DAC stores were dropped for the following reasons:

- Four were dropped because the customer purchased 10 or more tubes (and thus were considered “bulk purchasers” and not included in program sales or claimed savings),
- Six were dropped as the tubes purchased were not confirmed to have been incentivized by ComEd.
- The remaining 22 were dropped due to inconsistent responses to free-ridership questions where the evaluation team could not confidently calculate a FR estimate . Dropping these 22 survey responses had little impact on the resulting FR estimate (with these included, caulking FR would have been 0.57 instead of 0.59).

The research team observed no inconsistencies in the spillover analysis.

8 Spray Foam and Caulking NTG History

Table 7 shows the historical NTG values for spray foam and caulking for the ComEd HEP program.

Table 7. NTG History

Program Year	Historic NTG Value
PY1 – CY2023	No Program
CY2024 – CY2025	0.80 Default NTG for measures that have not been previously researched Spray Foam Insulation – MR DIY Stores: 0.44, Free Ridership: 0.56, Spillover: 0.0 Caulking: 0.8, default NTG for measures that have not been previously researched
CY2026	NTG Research Sources: Free Ridership: CY2025 In-store Spray Foam Research Spillover: CY2025 Follow-up Spray Foam Web Survey

Table Source: Evaluation Team Analysis.

⁷ Inconsistent responses are identified when customers provide directly contradicting answers to different FR questions. For example, a customer may rate the program’s influence on their purchasing decision as 10/10, while also indicating that they were 90% likely to have made the same purchase if the program did not exist.

9 Survey Instruments

The sections below include the approved, final survey instruments used for the in-store and follow-up research.

9.1 In-Store Free Ridership Survey – Spray Foam



Thank you for completing this brief survey about the canned spray foam you are purchasing today. If you complete this survey in its entirety, you will be provided with a \$10 gift card for this store. The survey should take less than 5 minutes to complete and will help ComEd better serve customers like you.

PURCHASING INVENTORY

BRAND. What brand(s) of canned spray foam are you purchasing today? Select all that apply.

1. Great Stuff
2. (If retailer = Home Depot) Loctite
3. (If retailer = Lowes) GE
4. (If retailer = Lowes) HandiFoam
5. (If retailer = Lowes) Enerfoam
6. (If retailer = Lowes) Gorilla
7. (If retailer = Lowes) OSI
8. Other, please specify

[Based on the answer to BRAND display various products]

Type. Which of the following types of canned spray foam are you purchasing? Select all that apply.

1. Gaps and Cracks
2. Windows and Doors
3. Big Gap
4. Fireblock
5. Pestblock
6. Other, please specify
7. Non-specified

Cans. How many cans of the following types of canned spray foam are you purchasing today? [Only display those selected in Type above and collect numeric response for each]

1. Gaps and Cracks
2. Windows and Doors
3. Big Gap

4. Fireblock
5. Pestblock
6. Other, please specify
7. Non-specified

[Calculate the total number of cans purchased. Total_Cans = sum of Cans]

ComEd. How many of the cans of spray foam you are purchasing are discounted by ComEd? If you are unsure if the spray foam you are purchasing is discounted by ComEd please ask the survey attendant for assistance in making this determination. [In-store staff will present a pamphlet that shows photos of which products are discounted by ComEd].

Cans Discounted by ComEd: [Record #]

Cans Not Discounted by ComEd: [Record #]

Don't Know: [Record #]

[If purchasing cans that are not discounted by ComEd]

Why. Why are you purchasing cans of spray foam that are not discounted by ComEd?

1. The type of spray foam I need is not discounted
2. The brand of spray foam I selected is not discounted
3. I thought this spray foam was discounted by ComEd
4. Other, please specify [Open End]

PURCHASING PLANS

Q1. Did you come to the store today planning to buy canned spray foam?

1. Yes
2. No

[If Q1 = No]

Q2. Why did you decide to purchase canned spray foam today? Select all that apply. [Rotate]

1. I saw that it was on sale and decided to purchase it
2. I saw it in the store and was reminded that I needed it
3. I received a recommendation from a store employee to use it for a project
4. Other, please specify

Q3. Prior to today's shopping trip, did you know this store sold canned spray foam insulation that was discounted by ComEd?

1. Yes
2. No

INTENDED USE

Use1. Do you intend to use any of the canned spray foam you are purchasing today for air sealing or weatherizing a home?

***Air Sealing and Weatherization Home Applications** could include sealing of window or door frames or filling gaps around HVAC ductwork or plumbing/electrical entry points to prevent air leakage between conditioned and unconditioned spaces. Entry points are areas such as a hole around an internet cable that travels through an external wall into your home.*

1. Yes, I intend to use some or all of the cans in an air sealing or weatherization home application
2. No, I do not intend to use any of the cans in an air sealing or weatherization home application
3. Don't know

[IF Use1 = 1 OR 3]

Use2. Please select the response(s) below that best describe where you plan to use the canned spray foam? [Multiple response]

1. To seal around a window or door
2. To fill in a gap or crack in a wall, attic or foundation
3. To fill in a gap around a pipe or cable
4. To seal around HVAC duct work
5. To block pest entry
6. To fireproof around a fireplace
7. Other, Please specify [Open End]
8. I am not sure yet where I will use it

[IF Use2 = 1, 2,3, 4]

Use3. Will the canned spray foam be used to insulate, seal or fill in a gap.... [Multiple response]

1. Between heated and unheated spaces (such as in an exterior wall of a home)
2. Between heated spaces (such as in an interior wall of a home)
3. Between unheated spaces (such as in a garage or unfinished basement)

PROGRAM INFLUENCE

[If Cans Discounted by ComEd >0 OR Cans Discounted by ComEd = Unknown ASK FR Questions]

FR3. Using a scale of 0 to 10, where 0 is 'not at all influential' and 10 is 'extremely influential', please rate how influential the following factors were in your decision to purchase the canned spray foam that was discounted by ComEd?

1. The ComEd rebate
2. Information from a retail store staff
3. Promotional materials regarding the benefits of canned spray foam from ComEd
4. A specific project where this product is needed

FR4a. Have you previously used canned spray foam?

1. Yes
2. No

FR4b. Have you previously received an incentive on the purchase of air sealing measures through ComEd's Energy Efficiency Program? (weatherstripping, door sweep, gasket covers, etc.)

1. Yes
2. No

FR5. Overall, how influential was ComEd's Energy Efficiency Program, including the program rebate and any promotional materials you received, in your decision to purchase the canned spray foam you are purchasing today? **[Scale 0 to 10 not at all influential to extremely influential]**

FR6. If the ComEd program (including the rebate and any promotional materials) were not available, which of the following alternatives would you have been most likely to do:

1. I would have purchased the same canned spray foam at full price today or within the next 6 months
2. I would have purchased the same canned spray foam at full price but more than 6 months later
3. **[If cans > 1]** I would have purchased fewer cans of the same spray foam today or within the next 6 months
4. **[If cans > 1]** I would have purchased fewer cans of the same spray foam but more than 6 months later
5. I would have purchased a different type of canned spray foam
6. I would not have purchased any canned spray foam

[If FR6 = 1 ASK FR7A]

FR7A. If the ComEd program was not available, what is the likelihood you would have purchased the same canned spray foam within the next 6 months? **[Scale 0 = Not At All Likely and 10 = Extremely Likely]**

[If FR6 = 3 or 4 ASK FR7B]

FR7B. Please estimate the number of cans of spray foam you would have purchased if the program did not exist and you had to purchase them at full price? **[OPEN END, force numeric response, MAX of TOTAL_CANS]**

[If FR6 = 3 ASK FR7C]

FR7C. What is the likelihood you would have purchased the spray foam within the next 6 months? **[Scale 0 = Not At All Likely and 10 = Extremely Likely]**

[If FR6 = 5 ASK FR7D]

FR7D. What type of spray foam would you have purchased? **[Open end]**

NON-DISCOUNTED PRODUCTS [Ask if customers didn't know the product was discounted]

[If Cans Not Discounted by ComEd >0 and [Cans Discounted by ComEd =0 AND Cans Discounted by ComEd != Unknown] ASK Q32 – Q37 Questions]

Q32. If the canned spray foam you are purchasing today was \$2 more expensive per can, which of the following alternatives would you have been most likely to do:

1. I would have purchased the same canned spray foam at the higher price today or within the next 6 months

2. I would have purchased the same canned spray foam at the higher but more than 6 months later
3. **[If cans > 1]** I would have purchased fewer cans of the same spray foam today or within the next 6 months
4. **[If cans > 1]** I would have purchased fewer cans of the same spray foam but more than 6 months later
5. I would have purchased a different type of canned spray foam
6. I would not have purchased any canned spray foam

[If Q32 = 1 or 3 ASK Q33]

Q33. If the canned spray you are purchasing today was \$2 more per can, what is the likelihood you would have purchased the same canned spray foam within the next 6 months? **[Scale 0 = Not At All Likely and 10 = Extremely Likely]**

[IF Q32 = 3 or 4 ASK Q37]

Q37. Please estimate the number of cans of spray foam you would have purchased if the spray foam was \$2 more expensive per can? **[OPEN END, force numeric response, MAX of TOTAL_CANS]**

CUSTOMER EMAIL

X1. Are you currently a ComEd customer?

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

X2. Do you plan to use the canned spray foam you are purchasing today in location within ComEd service territory?

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

X3. Within the next month we will be conducting a short follow-up survey via email with canned spray foam purchasers. Individuals who respond to this brief follow-up survey will receive a \$20 e-gift card that can be used at a wide variety of retailers. Please provide your email below if you would be willing to take part in this research. Your email will NOT be used for anything other than sending out the survey and e-gift card and will be deleted immediately afterwards.

1. Email [Record]
2. I am not interested in participating in further spray foam research in exchange for a \$20 gift card

X4. Those are all of the questions we have for you today. Please show the survey staff this message so they can take a photo of the spray foam you are purchasing and provide you with the gift card which can be used in the store today or at a later date. Thank you very much for your time.

9.2 In-Store Free Ridership Survey – Caulking



Thank you for completing this brief survey concerning the caulking you are purchasing today. If you complete this survey in its entirety, you will be provided with a \$10 gift card for this store. The survey should take less than 5 minutes to complete and will help ComEd better serve customers like you.

PURCHASING INVENTORY

BRAND. What brand(s) of caulking are you purchasing today? Select all that apply.

1. (If retailer = Lowes) 3M
2. (If retailer = Lowes) DAP
3. (If retailer = Lowes) GE
4. (If retailer = Lowes) Johns Manville
5. (If retailer = Lowes) Master Builders
6. (If retailer = Lowes) Pella
7. (If retailer = Lowes) Sashco
8. (If retailer = Lowes) Tremco
9. Other, please specify

IF BRAND ONLY = 9 then skip to TERMINATE.

Type1 [if BRAND = 1]. What type of **3M** caulking are you purchasing?

1. Fire Block/Fire Barrier
2. Red Specialty Caulk
3. Other

Type2 [if BRAND = 2]. What type of **DAP** caulking are you purchasing?

1. Alex Fast Dry
2. Alex Plus
3. Alex Painters
4. Alex Ultra
5. Concrete Filler and Sealant
6. Dynaflex
7. Dynaflex Ultra
8. Roof Sealant
9. Other

Type3 [if BRAND = 3]. What type of **GE** caulking are you purchasing?

1. All Purpose Silicone Sealant
2. Metal Silicone Sealant
3. Supreme Window and Door Silicone Sealant
4. Window and Door Silicone Sealant
5. Other

Type4 [if BRAND = 4]. What type of **John Manville** caulking are you purchasing?

1. GoBoard Sealant
2. Other

Type5 [if BRAND = 5]. What type of **Master Builders** caulking are you purchasing?

1. NP1 Advanced Sealant
2. Other

Type6 [if BRAND = 6]. What type of **Pella** caulking are you purchasing?

1. Window and Door Sealant
2. Other

Type7 [if BRAND = 7]. What type of **Sashco** caulking are you purchasing?

1. Big Stretch
2. Kitchen and Bath
3. Mor-Flexx
4. Slab
5. Through the Roof
6. Other

Type8 [if BRAND = 8]. What type of **Tremco** caulking are you purchasing?

1. Vulkem
2. Other

Tubes. How many units of the following types of caulking are you purchasing today? [Only display those selected in Type above and collect numeric response for each]

1. 3M Fire Block/Fire Barrier
2. 3M Red Specialty Caulk
3. 3M Other
4. DAP Alex Fast Dry
5. DAP Alex Plus

6. DAP Alex Painters
7. DAP Alex Ultra
8. DAP Concrete Filler and Sealant
9. DAP Dynaflex
10. DAP Dynaflex Ultra
11. DAP Roof Sealant
12. DAP Other
13. GE All Purpose Silicone Sealant
14. GE Metal Silicone Sealant
15. GE Supreme Window and Door Silicone Sealant
16. GE Window and Door Silicone Sealant
17. GE Other
18. John Manville GoBoard Sealant
19. John Manville Other
20. Master Builders NP1 Advanced Sealant
21. Master Builders Other
22. Pella Window and Door Sealant
23. Pella Other
24. Sashco Big Stretch
25. Sashco Kitchen and Bath
26. Sashco Mor-Flexx
27. Sashco Slab
28. Sashco Through the Roof
29. Sashco Other
30. Tremco Vulkem
31. Tremco Other

Calculate the total number of tubes purchased. Total_Tubes= sum of Tubes

ComEd. How many of the tubes of caulking you are purchasing are discounted by ComEd? If you are unsure if the tube is discounted by ComEd please ask the survey attendant for assistance in making this determination.

Tubes Discounted by ComEd: [Record #]

Tubes Not Discounted by ComEd: [Record #]

Don't Know: [Record #]

[If purchasing tubes that are not discounted by ComEd]

Why. Why are you purchasing caulking that is not discounted by ComEd?

1. The type of caulking I need is not discounted
2. The brand of caulking I selected is not discounted
3. I thought this caulking was discounted by ComEd

4. Other, please specify [Open End]

PURCHASING PLANS

Q1. Did you come to the store today planning to buy caulking?

1. Yes
2. No

[If Q1 = No]

Q2. Why did you decide to purchase caulking today? Select all that apply. [Rotate]

1. I saw that it was on sale and decided to purchase it
2. I saw it in the store and was reminded that I needed it
3. I received a recommendation from a store employee to use it for a project
4. Other, please specify

Q3. Prior to today's shopping trip, did you know this store sold caulking that was discounted by ComEd?

1. Yes
2. No

INTENDED USE

Use1. Do you intend to use any of the caulking you are purchasing today for air sealing or weatherizing a home?

***Air Sealing and Weatherization Home Applications** could include sealing of window or door frames or filling small gaps around HVAC ductwork or plumbing/electrical entry points to prevent air leakage between conditioned and unconditioned spaces. Entry points are areas such as a hole around an internet cable that travels through an external wall into your home.*

1. Yes, I intend to use some or all of the tubes in an air sealing or weatherization home application
2. No, I do not intend to use any of the tubes in an air sealing or weatherization home application
3. Don't know

Use2. Please select the response(s) below that best describe how you plan to use the caulking? [Multiple response]

1. To seal around a window or door
2. To seal a gap around a pipe or cable
3. To seal a crack in a wall, attic or foundation
4. To seal around a joint, trim or molding
5. To seal around HVAC duct work
6. To seal around flashing, vents, or chimney on a roof
7. To block pest entry
8. To seal bathtubs, showers, sinks, or toilets

9. To seal tile or for grouting
10. To prevent mold or mildew (moisture control)
11. For painting preparation or finish work
12. Other, please specify [Open End]
13. I am not sure yet where I will use it

[IF Use2 = 1, 2, 3, 4, 5]

Use3. Will the caulking be used to insulate, seal or fill in a gap.... [Multiple response]

1. Between heated and unheated spaces (such as in an exterior wall of a home)
2. Between heated spaces (such as in an interior wall of a home)
3. Between unheated spaces (such as in a garage or unfinished basement)

[IF Use2 = 4]

Use4. Is the planned caulking of a joint, trim, or molding intended for air sealing or for aesthetic purposes (i.e., improving appearance)? [Multiple response]

1. For air sealing purposes
2. For aesthetic purposes
3. For both air sealing and aesthetic purposes
4. Other, please specify [Open End]

PROGRAM INFLUENCE

[If Tubes Discounted by ComEd >0 OR Tubes Discounted by ComEd is Unknown ASK FR Questions]

FR3. Using a scale of 0 to 10, where 0 is 'not at all influential and 10 is 'extremely influential, please rate how influential the following factors were in your decision to purchase the caulking that was discounted by ComEd?

1. The ComEd rebate
2. Information from a retail store staff
3. Promotional materials regarding the benefits of caulking from ComEd
4. A specific project where this product is needed

FR4a. Have you previously used caulking?

1. Yes
2. No

FR4b. Have you previously received an incentive on the purchase of air sealing measures through ComEd's Energy Efficiency Program? (weatherstripping, door sweep, gasket covers, etc.)

1. Yes
2. No

FR5. Overall, how influential was ComEd's Energy Efficiency Program, including the program rebate and any promotional materials you received, in your decision to purchase the caulking you are purchasing today?

[Scale 0 to 10 not at all influential to extremely influential]

FR6. If the ComEd program (including the rebate and any promotional materials) were not available, which of the following alternatives would you have been most likely to do:

1. I would have purchased the same caulking at full price today or within the next 6 months
2. I would have purchased the same caulking at full price but more than 6 months later
3. **[If cans > 1]** I would have purchased fewer tubes of the same caulking today or within the next 6 months
4. **[If cans > 1]** I would have purchased fewer tubes of the same caulking but more than 6 months later
5. I would have purchased a different type of caulking
6. I would not have purchased any caulking

[If FR6 = 1 ASK FR7A]

FR7A. If the ComEd program was not available, what is the likelihood you would have purchased the same caulking within the next 6 months? **[Scale 0 = Not At All Likely and 10 = Extremely Likely]**

[If FR6 = 3 or 4 ASK FR7B]

FR7B. Please estimate the number of tubes of caulking you would have purchased if the program did not exist and you had to purchase them at full price? **[OPEN END, force numeric response, MAX of TOTAL_tubes]**

[If FR6 = 3 ASK FR7C]

FR7C. What is the likelihood you would have purchased the same caulking within the next 6 months? **[Scale 0 = Not At All Likely and 10 = Extremely Likely]**

[If FR6 = 5 ASK FR7D]

FR7D. What type of caulking would you have purchased? **[Open end]**

NON-DISCOUNTED PRODUCTS [Added if customers didn't know the product was discounted]

[If Tubes Not Discounted by ComEd >0 and [Cans Discounted by ComEd =0 AND Cans Discounted by ComEd /= Unknown] ASK Q32 – Q37 Questions]

Q32. If the caulking you are purchasing today was \$2 more expensive per tube, which of the following alternatives would you have been most likely to do:

1. I would have purchased the same caulking at full price today or within the next 6 months
2. I would have purchased the same caulking at full price but more than 6 months later
3. **[If cans > 1]** I would have purchased fewer tubes of the same caulking today or within the next 6 months
4. **[If cans > 1]** I would have purchased fewer tubes of the same caulking but more than 6 months later
5. I would have purchased a different type of caulking
6. I would not have purchased any caulking

[If Q32 = 1 or 3 ASK Q33]

Q33. If the caulking you are purchasing today was \$2 more per tube, what is the likelihood you would have purchased the same caulking within the next 6 months? **[Scale 0 = Not At All Likely and 10 = Extremely Likely]**

[IF Q32 = 3 or 4 ASK Q37]

Q37. Please estimate the number of tubes of caulking you would have purchased if the caulking was \$2 more expensive per tube? **[OPEN END, force numeric response, MAX of TOTAL_TUBES]**

CUSTOMER EMAIL

X1. Are you currently a ComEd customer?

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

X2. Do you plan to use the caulking you are purchasing today in location within ComEd service territory?

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

X3. Within the next month we will be conducting a short follow-up survey via email with caulking purchasers. Individuals who respond to this brief survey will receive a \$20 e-gift card that can be used at a wide variety of retailers. Please provide your email below if you would be willing to take part in this research. Your email will NOT be used for anything other than sending out the survey and e-gift card and will be deleted immediately afterwards.

1. Email [Record]
2. I am not interested in participating in any further research in exchange for a \$20 e-gift card

X4. Those are all of the questions we have for you today. Please show the survey staff this message so they can take a photo of the caulking you are purchasing and provide you with the gift card which can be used in the store today or at a later date. Thank you very much for your time.

TERMINATE. Those are all of the questions we have for you today. Please show the survey staff this message so they can take a photo of the caulking you are purchasing and provide you with the gift card which can be used in the store today or at a later date. Thank you very much for your time.

9.3 Spray Foam and Caulking Follow Up Survey



Spray Foam Purchaser Confirmation Battery

SF1. According to our records, you purchased [CANS] can(s) of spray foam insulation from [RETAILER] on [Date_Clean]. Does that sound correct?

1. Yes
2. No

[IF SF1 = 2]

SF2. How many cans of spray foam do you recall purchasing at [RETAILER] on [Date]?

1. 1
2. 2
3. 3
4. 4
5. 5
6. Other, please specify: [Numeric Validation; force response between 1-200]
7. I do not recall purchasing any cans of spray foam [TERMINATE]
8. Don't know [TERMINATE]

[IF (CANS = 1 and SF1 = 1) or SF2 = 1]

SF3. Have you used the canned spray foam you recently purchased?

1. Yes – I have used the can I recently purchased
2. No – I have not used the can I recently purchased
3. Don't know [SKIP to END1]

[IF (CANS > 1 and SF1 = 1) or SF2 = 2-6)]

SF4. Have you used all [if SF1 = 1 then “[CANS]”, else if SF1 = 2 then “[SF2]”] cans of spray foam you recently purchased?

1. Yes – I have used all of the cans I recently purchased
2. No – I have used only a portion of the cans I recently purchased
3. No – I have not used any of the cans I recently purchased
4. Don't know [SKIP to END1]

[If SF3 = 1 or SF4 = 1 or 2]

SFUse1. Did you use any of the canned spray foam you recently purchased to air seal or weatherize a home?

***Air Sealing and Weatherization Home Applications** could include sealing of window or door frames or filling gaps around HVAC ductwork or plumbing/electrical entry points to prevent air leakage between conditioned and unconditioned spaces. Entry points are areas such as a hole around an internet cable that travels through an external wall into your home.*

1. Yes, I used the spray foam to air seal or weatherize a home
2. No, I did not use the spray foam to air seal or weatherize a home
3. Don't know

SFUse2. Please select the response(s) below that best describe where you used the canned spray foam?
[Multiple response]

1. To seal around a window or door
2. To fill in a gap or crack in a wall/floor junction

3. To fill in a gap or crack in the foundation of a home
4. To insulate an attic space
5. To fill in a gap around a pipe, plumbing, or cable penetration
6. To seal around HVAC duct work
7. To block pest entry
8. To fireproof around a fireplace
9. Other, Please specify [Open End]
10. I am not sure yet where I will use it

[IF SFUse 2 = 1, 2,3, 4,5,6]

SFUse3. Did you use the canned spray foam to insulate, seal or fill in a gap.... [Multiple response]

1. Between heated and unheated spaces (such as in an exterior wall of a home)
2. Between heated spaces (such as in an interior wall of a home)
3. Between unheated spaces (such as in a garage or unfinished basement)

[If SFUse2 = 1 - 6]

SFUse3_openend. Please describe specifically where the product was used: [open end]

[IF SFUse2 = 1]

SFUse4. How many of the following did you seal between heated and unheated spaces using the spray foam you recently purchased? Please provide the number sealed for each of the home areas listed below.

Note: If you did not seal one of these areas, please place a zero in the response box.

- | | |
|---|------------------------|
| 1. Windows | [Numerical Validation] |
| 2. Doors (excluding sliding glass doors) | [Numerical Validation] |
| 3. Sliding glass doors | [Numerical Validation] |
| 4. Piping/Plumbing/Wiring wall entry points | [Numerical Validation] |

Entry points include any area where there is a gap in an external or internal wall, such as a hole around an internet cable that travels through an external wall into your home.

[IF SFUse2 = 1, 2,3,4]

SFUse5. Approximately how many linear feet would you estimate you sealed around windows or doors, or along a wall, foundation or attic with the spray foam you purchased?

[Numerical Validation] Feet

[IF SFUse2 = 5]

SFUse6. Approximately how many other gaps or holes did you seal in heated spaces using the spray foam you purchased?

[Numerical Validation]

[IF SFUse2 = 5]

SFUse6a. What was the average size (in inches) of each of the gaps or holes you filled with the spray foam you purchased?

[Numerical Validation]

[IF SF3 = 1]

SFUse7. What percentage of the spray foam would you estimate was used versus being left in the can?

1. 0-10%
2. 11-20%
3. 21-30%
4. 31-40%
5. 41-50%
6. 51-60%
7. 61-70%
8. 71-80%
9. 81-90%
10. 91-100%

[IF SF4 = 1 or 2]

SFUse8. On average across the cans of spray foam you used, what percentage of the spray foam would you estimate was used versus being left in the can?

1. 0-10%
2. 11-20%
3. 21-30%
4. 31-40%
5. 41-50%
6. 51-60%
7. 61-70%
8. 71-80%
9. 81-90%
10. 91-100%

[IF SF3 = 2 or SF4 = 2 or 3]

SF5. What is your best guess when you will use can(s) of spray foam you have not yet used?

11. Within the next 6 months
12. More than 6 months from now
13. Never
14. Don't know

Caulking Purchaser Confirmation Battery

C1. According to our records, you purchased [TUBES] tube(s) of caulking from [RETAILER] on [Date_Clean]. Does that sound correct?

1. Yes
2. No

[IF C1 = 2]

C2. How many tubes of caulking do you recall purchasing at [RETAILER] on [Date]?

1. 1
2. 2
3. 3
4. 4
5. 5
6. Other, please specify: [Numeric Validation; force response between 1-200]
7. I do not recall purchasing any tubes of caulking **[TERMINATE]**
8. Don't know **[TERMINATE]**

[IF (TUBES = 1 and C1 = 1) or C2 = 1]

C3. Have you used the caulking you recently purchased?

1. Yes – I have used the tube I recently purchased
2. No – I have not used the tube I recently purchased
3. Don't know **[SKIP to END1]**

[IF (TUBES > 1 and C1 = 1) or C2 = 2-6]

C4. Have you used all [if C1 = 1 then "[TUBES]", else if C1 = 2 then "[C2]"] tubes of caulking you recently purchased?

1. Yes – I have used all of the tubes I recently purchased
2. No – I have used only a portion of the tubes I recently purchased
3. No – I have not used any of the tubes I recently purchased
4. Don't know **[SKIP to END1]**

[If C3 = 1 or C4 = 1 or 2]

CUse1. Did you use any of the caulking you recently purchased to air seal or weatherize a home?

***Air Sealing and Weatherization Home Applications** could include sealing of window or door frames or filling gaps around HVAC ductwork or plumbing/electrical entry points to prevent air leakage between conditioned and unconditioned spaces. Entry points are areas such as a hole around an internet cable that travels through an external wall into your home.*

1. Yes, I used the caulking in a home application
2. No, I did not use the caulking in a home application
3. Don't know

CUse2. Please select the response(s) below that best describe where you used the caulking? **[Multiple response]**

1. To seal around a window or door
2. To seal a gap around a pipe or cable
3. To seal a crack in a wall, attic or foundation
4. To seal around a joint, trim or molding

5. To seal around HVAC duct work
6. To seal around flashing, vents, or chimney on a roof
7. To block pest entry
8. To seal bathtubs, showers, sinks, or toilets
9. To seal tile or for grouting
10. To prevent mold or mildew (moisture control)
11. For painting preparation
12. For finish work
13. Other, please specify [Open End]
14. I am not sure yet where I will use it

[IF CUse2 = 1, 2, 3, 4, 5]

CUse3. Did you use the caulking to insulate, seal or fill in a gap.... [Multiple response]

1. Between heated and unheated spaces (such as in an exterior wall of a home)
2. Between heated spaces (such as in an interior wall of a home)
3. Between unheated spaces (such as in a garage or unfinished basement)

[If CUse2 = 1 - 5]

CUse3_openend. Please describe specifically where the product was used: [open end]

[IF CUse2 = 4]

CUse4. Was the caulking of a joint, trim or molding for air sealing or for aesthetic purposes.... [Multiple response]

1. For air sealing purposes
2. For aesthetic purposes
3. For both air sealing and aesthetic purposes
4. Other, please specify [Open End]

IF CUse2 = 1]

CUse4b. How many of the following did you seal between heated and unheated spaces using the caulking you recently purchased? Please provide the number sealed for each of the home areas listed below.

Note: If you did not seal one of these areas, please place a zero in the response box.

- | | |
|---|------------------------|
| 1. Windows | [Numerical Validation] |
| 2. Doors (excluding sliding glass doors) | [Numerical Validation] |
| 3. Sliding glass doors | [Numerical Validation] |
| 4. Piping/Plumbing/Wiring wall entry points | [Numerical Validation] |

Entry points include any area where there is a gap in an external or internal wall, such as a hole around an internet cable that travels through an external wall into your home.

[IF CUse2 = 1, 3]

CUse5. Approximately how many linear feet would you estimate you sealed around windows or doors, or along a wall, foundation or attic with the caulking you purchased?

[Numerical Validation] Feet

[IF CUse2 = 2]

CUse6. Approximately how many other gaps or holes did you seal in heated spaces using the caulking you purchased?

[Numerical Validation]

[IF CUse2 = 2]

CUse6a. What was the average size (in inches) each of the gaps or holes you filled with the caulking you purchased?

[Numerical Validation]

[IF C3 = 1]

CUse7. What percentage of the caulking would you estimate was used versus being left in the tube?

1. 0-10%
2. 11-20%
3. 21-30%
4. 31-40%
5. 41-50%
6. 51-60%
7. 61-70%
8. 71-80%
9. 81-90%
10. 91-100%

[IF Cuse7 = 1-9]

Cuse7a. What is your best guess when you will use any of the remaining caulking left in the tube?

1. Within the next 6 months
2. More than 6 months from now
3. Never
4. Don't know

[IF C4 = 1 or 2]

CUse8. On average across the tubes of caulking you used, what percentage of the caulking would you estimate was used versus being left in the tube?

1. 0-10%
2. 11-20%
3. 21-30%
4. 31-40%
5. 41-50%
6. 51-60%

7. 61-70%
8. 71-80%
9. 81-90%
10. 91-100%

[IF Cuse8 = 1-9]

Cuse8a. What is your best guess when you will use any remaining caulking left in the tube(s)?

1. Within the next 6 months
2. More than 6 months from now
3. Never
4. Don't know

[IF C3 = 2 or C4 = 2 or 3]

C5. What is your best guess when you will use the tubes of caulking you have not yet used?

1. Within the next 6 months
2. More than 6 months from now
3. Never
4. Don't know

Spillover

Contractor_Customer. Was your recent purchase made for:

1. Personal/Household Use
2. Contractor/Professional Use

SO1. Since the time of your purchase have you bought any additional high efficiency products to install in [If not contractor "your home", else if contractor "one of your customer's homes"] without a ComEd rebate?

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

[If SO1 = 1 ask SO1a, else D1]

SO1a. Which of the following high efficiency products have you purchased at full price?

1. Advanced power strip
2. Air conditioner – central
3. Air conditioner – room
4. Air sealing (e.g., weatherstripping, caulk, door sweeps, window film)
5. Clothes dryer
6. Clothes washer
7. Dishwasher

8. Faucet aerator
9. Freezer
10. Furnace
11. Heat pump (for space heating and cooling)
12. Insulation
13. LED light bulbs or fixtures
14. Refrigerator
15. Low-flow Showerhead
16. Smart Thermostat
17. Water heater (including heat pump water heaters)
- 97 Other, please specify _____
98. Did not purchase any additional high efficiency products at full price

[Ask SO3 for if all measures selected in SO1 = 2,3]

SO3. Can you confirm this product/these products were not marked down in the store by ComEd (aka a “Lower Price”) nor did you receive a ComEd instant coupon or mail-in rebate?

(Response Matrix: Measure selected in SO1 by No ComEd discount was provided, ComEd discount was provided, Don’t know)

[For all measures where SO3 = No ComEd discount was provided ask SOPI1 and SOPI2, if there are no measures where SO3 = No ComEd discount was provided then skip to D1]

Display: Next, we would like to ask you a few questions about the non-rebated high efficiency product(s) that you purchased.

SOPI1. Using a 0 to 10 scale, where 0 is *not at all important* and 10 is *extremely important*, how important was your recent purchase of canned spray foam insulation on your decision to purchase and install the following non-rebated high efficiency products?

(Response Matrix: Measure where SO3 = No by 0-10 scale)

SOPI2. Using a 0 to 10 scale, where 0 means extremely unlikely and 10 means extremely likely, how likely is it that you would purchased and installed the non-rebated energy efficient product(s) if you had not purchased the ComEd incentivized canned spray foam?

(Response Matrix: Measure where SO3 = No by 0-10 scale)

Calculate Spray Foam Spillover Score for each measure

Spillover Score = (SOPI1 + (10-SOPI2))/2

SO4 = SO1a measures with Spillover Score > 5

[IF SO4 = 2 ask SO6a and SO6b] (AC-central)

SO6a. How do you know the new central air conditioning system is more efficient than other models?

(Select all that apply)

1. It has a SEER rating higher than 20
2. It is ENERGY STAR certified
3. Other [Record]

98. Don't Know

S06b. How was the home where the new AC was installed cooled previously?

1. Central air conditioner
2. Heat pump
3. Room air conditioner
4. No air conditioning
5. Other [Record]

98. Don't Know

[IF S04 = 3 ask S07a] (AC-Room)

S07a. How do you know the new room air conditioner is more efficient than other models? (Select all that apply)

1. It has a CEER rating higher than 9.8
2. It is ENERGY STAR certified
3. Other [Record]

98. Don't Know

[IF S04 = 3 and S04 ne 2 ask S07b]

S07b. How was the home where the new room AC was installed cooled previously?

1. Central air conditioner
2. Heat pump
3. Room air conditioner
4. No air conditioning
5. Other [Record]

98. Don't Know

[IF S04 = 4 ask S08a] (Air Sealing)

S08a. What type of air sealing did you install? [Select all that apply]

1. Window Sealing
2. Door Sealing
3. Duct Sealing
4. Door Sweep
5. Other, please specify [Record]

98. Don't Know

[IF S04 = 5 ask S010a and S010b] (Clothes dryer)

S010a. Is the new clothes dryer ENERGY STAR certified?

1. Yes
2. No

98. Don't Know

SO10b. Is it a gas, electric, or heat pump clothes dryer?

1. Gas Clothes Dryer
2. Electric Clothes Dryer
3. Heat Pump Clothes Dryer

98. Don't Know

[IF SO4 = 6 ask SO11a and SO11b] (Clothes washer)

SO11a. Is the new clothes washer ENERGY STAR certified?

1. Yes
2. No

98. Don't Know

SO11b. What type of water heater is at the home where the new clothes washer was installed?

1. Heat pump water heater
2. Gas Tank water heater
3. Electric Tank water heater
4. Gas Tankless water heater
5. Other [Record]

98. Don't Know

[IF SO4 = 7 ask SO12a] (Dishwasher)

SO12a. Is the new dishwasher ENERGY STAR certified?

1. Yes
2. No

98. Don't Know

[IF SO4 = 7 and SO4 NE 6 ask SO12b]

SO12b. What type of water heater is at the home where the new dishwasher was installed?

1. Heat pump water heater
2. Gas Tank water heater
3. Electric Tank water heater
4. Gas Tankless water heater
5. Other [Record]

98. Don't Know

[IF SO4 = 8 ask SO13a] (Faucet Aerators)

SO13a. How many faucet aerators did you install? **[Record Number]**

[IF SO4 = 8 and SO4 NE 7 or 6 ask SO13b]

SO13b. What type of water heater is at the home where the faucet aerator(s) were installed?

1. Heat pump water heater
2. Gas Tank water heater

3. Electric Tank water heater
4. Gas Tankless water heater
5. Other [Record]

98. Don't Know

[IF S04 = 9 ask S014] (Freezer)

S014. Is the new freezer ENERGY STAR certified?

1. Yes
2. No

98. Don't Know

[IF S04 = 10 ask S015 and S015a] (Furnace)

S015. How do you know that the new furnace is more efficient than other models? (Select all that apply)

1. It has a CEER rating higher than 9.8
2. It is ENERGY STAR certified
3. Other [Record]

98. Don't Know

S015a. How was the home where the new furnace was installed heated previously? [Allow multiple]

1. Natural Gas
2. Electric
3. Wood
4. Propane
5. Heat Pump
6. Other [Record]

98. Don't Know

[IF S04 = 11 ask S016a - S016d if not asked questions previously] (Heat Pump)

S016a. What is the efficiency of the new heat pump?

1. SEER rating [Record]

98. Don't Know

S016b. Is the heat pump geothermal/ground source or air source?

1. Geothermal
2. Air source
3. Other

98. Don't Know

S016c. How was the home where the new heat pump was installed cool previously?

1. Central air conditioner
2. Heat pump

3. Room air conditioner
4. No air conditioning
5. Other [Record]

98. Don't Know

SO16d. How was the home where the heat pump was installed heated previously? [Allow multiple]

1. Natural Gas
2. Electric
3. Wood
4. Propane
5. Heat Pump
6. Other [Record]

98. Don't Know

[IF S04 = 12 AND S04 ne 2,3,11 ask SO17a] (Insulation)

SO17a. How is the home where the insulation was installed cooled?

1. Central air conditioning
2. Heat pump
3. Room AC
4. No air conditioning
5. Other [Record]

98. Don't Know

[IF S04 = 12 AND S04 ne 10,11 ask SO17b]

SO17b. How is the home where the insulation was installed heated?

1. Natural Gas
2. Electric
3. Wood
4. Propane
5. Heat Pump
6. Other [Record]

98. Don't Know

[IF S04 = 12 ask SO17c and SO17e]

SO17c. In what location was the new insulation installed? [Allow multiple]

1. Attic
2. Crawlspace
3. Walls

97 Other

98. Don't Know

SO17d. How many square feet of insulation were installed? [Record sq/ft, don't know]

SO17e. What was the R-value of the insulation installed? [Record r-value, don't know]

[IF S04 = 13 ask SO18a and SO18b] (LEDs)

SO18a. What is your best estimate for the number of LED bulbs or fixtures installed?

LED Bulbs [Record #]

LED Fixtures [Record #]

SO18b. What type of bulbs or fixtures did they replace? [Allow multiple]

1. LED
2. Halogen
3. Incandescent
4. CFL
5. Other
6. Did not replace anything
7. Don't Know

[IF S04 = 14 ask SO19] (Refrigerator)

SO19. Is the new refrigerator ENERGY STAR certified?

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

[IF S04 = 15 ask SO20a] (Showerheads)

SO20a. How many showerheads did you install? **[OPEN END]**

1. One
2. Two
3. Three
97. Other [Open Ended]
98. DK

[IF S04 = 15 and S04 NE 6 or 7 or 8 ask SO20b]

SO20b. What type of water heater is at the home where the new showerheads were installed?

1. Heat pump water heater
2. Gas Tank water heater
3. Electric Tank water heater
4. Gas Tankless water heater
5. Other [Record]
98. Don't Know

[IF S04 = 1 ask SO21a and SO21b] (Power strips)

SO21a. How many advanced power strips did you install?

1. One
2. Two
3. Three
97. Other [Open Ended]
98. DK

SO21b. What devices are connected to your advanced power strip? [Multi-select]

1. Large electronics (TV, sound system, computer, etc.)
2. Small electronics (phone chargers, table lamps, etc.)
3. Room lights
4. Other, please describe [Record]
5. No devices are connected

[IF SO4 = 16 ask SO22a and SO22b] (Smart Thermostat)

SO22a. Is your new thermostat a “learning” or “smart” thermostat? (e.g., Nest, Ecobee, Amazon, etc.)

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

SO22b. Is the new thermostat a “learning” or “smart” thermostat? (e.g., Nest, Ecobee, Amazon, etc.)

1. Yes, please describe [Record]
2. No
98. Don't Know

[IF SO4 = 16 AND SO4 ne 2,3,11,12 ask SO22c]

SO22c. How is the home cooled?

1. Central air conditioning
2. Heat pump
3. Room AC
4. No air conditioning
5. Other [Record]
98. Don't Know

[IF SO4 = 16 AND SO4 ne 10,11,12 ask SO22d]

SO22d. How is the home heated?

1. Natural Gas
2. Electric
3. Wood
4. Propane
5. Heat Pump
6. Other [Record]

98. Don't Know

[IF S04 = 17 ask S023a and S023b and S023c] (Water heater)

S023a. Is the new water heater ENERGY STAR certified?

1. Yes
2. No

98. Don't Know

[IF S04 = 17 and S04 ne 6,7,8,15 ask S023b and S023c]

S023b. What type of water heater is it?

1. Heat pump water heater
2. Gas tank water heater
3. Electric tank water heater
4. Gas tankless water heater

97 Other

98. Don't Know

[if Customer display demographics block]

Demographics

These final questions are for classification purposes only.

D1. Do you own or rent your home?

1. Own
2. Rent
3. Don't know
4. Prefer not to answer

D2. Which of the following best describes your home?

1. Single-family home
2. Twin, duplex or two-family unit
3. Apartment/condo in a 2-4-unit building
4. Apartment/condo in a >4-unit building
5. Townhouse or row house (adjacent walls to another house)
6. Mobile home, house trailer
7. Other, please describe: _____
8. Don't know
9. Prefer not to answer

D3. How many people, including yourself, live in your home full-time at least six months of the year?

1. _____ [NUMERIC VALUE]
2. Don't know

3. Prefer not to answer

End of Survey

END1. Thank you for taking the survey. Is there anything else that you would like to share about your experience with your recent ComEd incentivized purchase?

1. Yes: [Open Ended]
2. No

END2. Please confirm the email address where you would like to receive your \$20 Tango e-gift card. Note that your contact information will not be shared or sold for any reason.

1. [EMAIL]
2. A different email: [TEXT BOX, EMAIL VALIDATION]
3. I do not want to receive a gift card

EOS. Survey Closing Message

Thank you for your participation in this survey! ComEd appreciates your response and will use this feedback to improve the program.

Termination Message

Unfortunately, you do not qualify to complete this survey. On behalf of ComEd, thank you for your time.