



Survey “Selfies”—Does My Home’s Energy Picture Really Look that Good?

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Residential Statewide Baseline Study

- Large-scale statewide study
 - 2,800+ telephone/web surveys
 - 700 on-site inspections
- Inventoried energy-consuming equipment and building characteristics
- Collected customer household and demographic information

Survey “Selfies”—Does my picture really look that good?

Facebook version



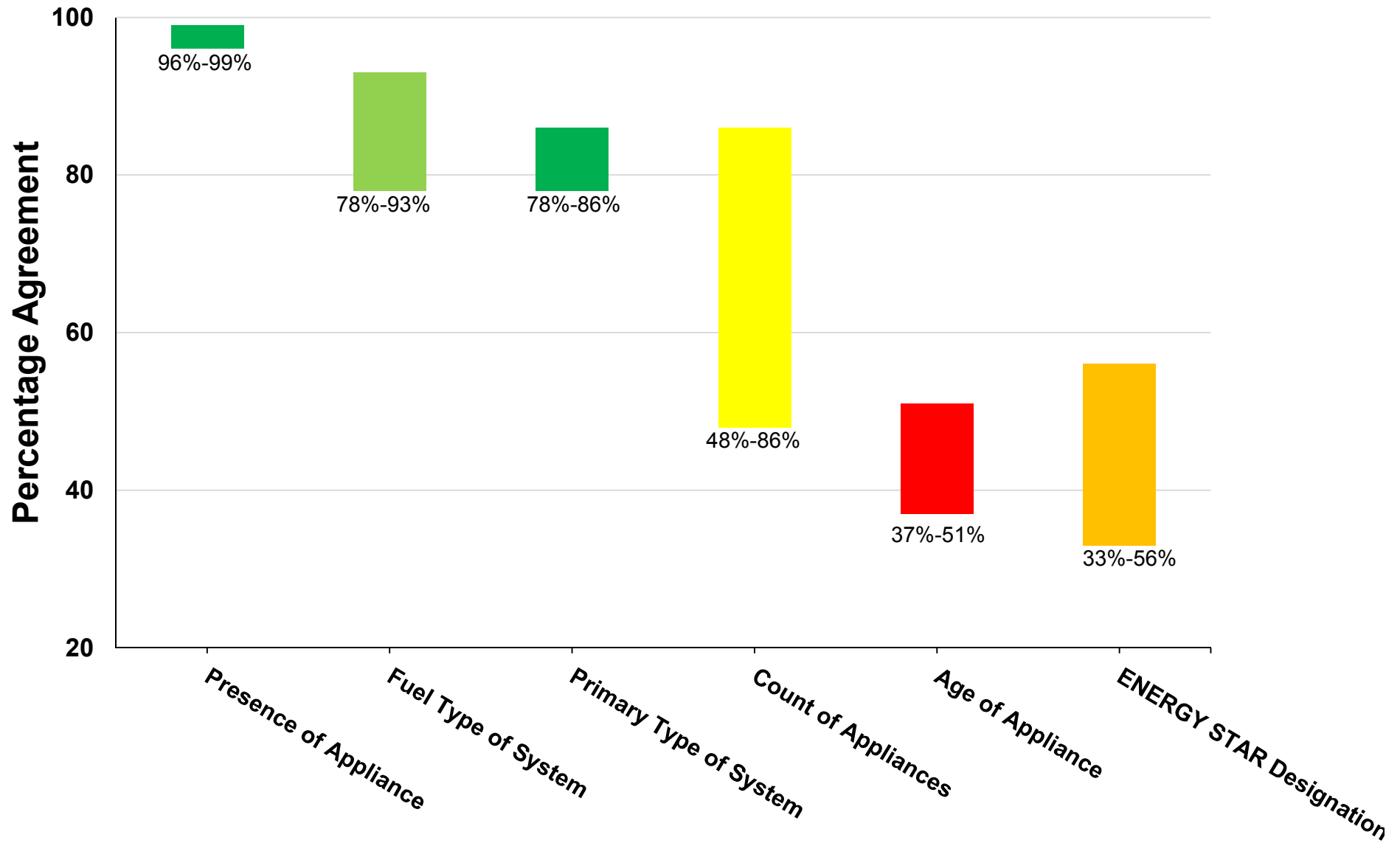
Real version



Self-reported vs. On-site data

- Agreement varied depending upon type and complexity of question
 - Presence or absence of equipment = high
 - Technical details = lower
- What is best asked vs. observed
- Cost considerations

Level of Agreement by Question Type



Question Type

Future studies

- Restrict telephone survey questions
 - Maximize reliability
 - Minimize survey burden
- Restrict on-site data collection
 - On-site time
 - Data collection costs
- On-site inspector training is key