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

- **Presence of Appliance**: 96%-99%
- **Fuel Type of System**: 78%-93%
- **Primary Type of System**: 78%-86%
- **Count of Appliances**: 48%-86%
- **Age of Appliance**: 37%-51%
- **ENERGY STAR Designation**: 33%-56%
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