

**rbb PR Florida Energy Use Study
Topline Report**

Field Dates: September 12 - 20, 2013

Sample size: 1,586 U.S. residents aged 18 or older, who reside in the state of Florida, with oversamples in the counties of Brevard, Broward, Collier, Lee, Miami-Dade, Palm Beach, Sarasota, and Volusia.

Methodology

Harris Interactive® conducted the survey online on behalf of rbb PR between September 12 and 20, 2013 among 1,586 U.S. residents aged 18 or older, who reside in the state of Florida, with oversamples in the counties of Brevard, Broward, Collier, Lee, Miami-Dade, Palm Beach, Sarasota, and Volusia. Figures for age, gender, race/ethnicity, education, household income, and county were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words "margin of error" as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected among panel members who have agreed to participate in surveys. Because the sample is based on those who agreed to be invited to participate, no estimates of theoretical sampling error can be calculated.

Notes on reading the results

The percentage of respondents has been included for each item. An asterisk (*) signifies a value of less than one-half percent. A dash represents a value of zero. Percentages may not always add up to 100% because of computer rounding or the acceptance of multiple answers from respondents answering that question.

CORE QUESTIONS

BASE: QUALIFIED RESPONDENTS

Q700 How much do you agree or disagree with the following statement?

There is a “thermostat war” in my house – the people in my household can’t agree on how warm or cool the home should be and keep adjusting the thermostat.

	Total	Brevard	Broward	Collier	Lee	Miami-Dade	Palm Beach	Sarasota	Volusia
<i>Base</i>	1586	103	103	51	103	104	106	103	105
HAVE THERMOSTAT IN HOME (NET)	95%	99%	96%	100%	100%	89%	96%	99%	97%
STRONGLY/ SOMEWHAT AGREE (SUB-NET)	38%	39%	37%	46%	28%	45%	46%	39%	24%
Strongly agree	13%	8%	12%	8%	9%	12%	17%	16%	11%
Somewhat agree	25%	31%	25%	38%	20%	33%	29%	23%	13%
STRONGLY/ SOMEWHAT DISAGREE (SUB-NET)	57%	61%	58%	54%	71%	44%	50%	60%	73%
Somewhat disagree	17%	22%	17%	25%	14%	23%	14%	12%	26%
Strongly disagree	40%	38%	41%	29%	57%	21%	37%	48%	48%
N/A - I do not have thermostat in my home.	5%	1%	4%	-	*	11%	4%	1%	3%

BASE: LIVE WITH AT LEAST ONE PERSON

Q700 How much do you agree or disagree with the following statement?

There is a “thermostat war” in my house – the people in my household can’t agree on how warm or cool the home should be and keep adjusting the thermostat.

	Total	Brevard	Broward	Collier	Lee	Miami-Dade	Palm Beach	Sarasota	Volusia
<i>Base</i>	1238	83	75	45	85	86	70	79	79
HAVE THERMOSTAT IN HOME (NET)	97%	99%	100%	100%	100%	89%	98%	99%	100%
STRONGLY/ SOMEWHAT AGREE (SUB-NET)	43%	42%	51%	45%	33%	50%	57%	43%	23%
Strongly agree	15%	7%	17%	9%	10%	14%	20%	17%	13%
Somewhat agree	28%	36%	34%	37%	23%	36%	37%	26%	9%
STRONGLY/ SOMEWHAT DISAGREE (SUB-NET)	53%	57%	49%	55%	66%	39%	41%	55%	77%
Somewhat disagree	19%	21%	19%	26%	16%	20%	15%	12%	28%
Strongly disagree	35%	36%	30%	29%	50%	19%	26%	44%	49%
N/A - I do not have thermostat in my home.	3%	1%	-	-	*	11%	2%	1%	-

BASE: QUALIFIED RESPONDENTS

Q705 Which of the following best describes the temperature that’s most comfortable for you while you’re sleeping?

	Total	Brevard	Broward	Collier	Lee	Miami-Dade	Palm Beach	Sarasota	Volusia
<i>Base</i>	1586	103	103	51	103	104	106	103	105
Igloo	5%	10%	9%	3%	1%	*	8%	2%	4%
Refrigerator	33%	37%	33%	47%	29%	35%	30%	24%	28%
Goldilocks-style (not too hot, not too cold)	60%	53%	58%	50%	67%	63%	61%	73%	68%
Desert	2%	*	-	*	2%	2%	1%	*	-

BASE: QUALIFIED RESPONDENTS

Q710 Which of the following things do you ever do to cool off on a hot day? Please select **all** that apply.

	Total	Brevard	Broward	Collier	Lee	Miami-Dade	Palm Beach	Sarasota	Volusia
<i>Base</i>	1586	103	103	51	103	104	106	103	105
ANY (NET)	94%	98%	90%	100%	96%	99%	92%	96%	90%
Drink cold beverages or eat cold foods	72%	72%	67%	89%	63%	73%	74%	75%	75%
Lower the thermostat	54%	49%	57%	77%	55%	50%	60%	53%	54%
Take a cold bath or shower	43%	44%	26%	54%	43%	57%	51%	38%	50%
Jump in a pool or under a sprinkler	40%	40%	46%	77%	47%	29%	39%	48%	50%
Blast the air conditioner	35%	31%	34%	36%	21%	52%	27%	20%	27%
Go to an air-conditioned public area (e.g., movie theater, library, mall)	33%	26%	34%	46%	31%	39%	39%	32%	36%
Take off my clothes	33%	17%	32%	52%	28%	31%	33%	28%	36%
Sleep naked	27%	30%	24%	36%	36%	15%	35%	23%	17%
Put my face in the fridge	13%	9%	11%	23%	9%	14%	5%	17%	29%
Soak my feet in a bucket of cold water	5%	2%	4%	19%	5%	4%	9%	*	3%
Eat spicy food	3%	1%	2%	-	2%	6%	3%	3%	3%
Put my undergarments in the freezer	1%	*	1%	-	-	1%	*	1%	-
Other	6%	10%	13%	2%	6%	1%	5%	6%	8%
Nothing	6%	2%	10%	*	4%	1%	8%	4%	10%

BASE: QUALIFIED RESPONDENTS

Q715 Which of the following, if any, are reasons for keeping the temperature on your thermostat low? Please select **all** that apply.

	Total	Brevard	Broward	Collier	Lee	Miami-Dade	Palm Beach	Sarasota	Volusia
<i>Base</i>	1586	103	103	51	103	104	106	103	105
HAVE THERMOSTAT IN HOME (NET)	95%	99%	96%	100%	100%	89%	96%	99%	97%
KEEP TEMPERATURE LOW (SUB-NET)	59%	55%	58%	71%	53%	70%	56%	61%	54%
So I can put on heavy blankets	18%	16%	12%	18%	16%	29%	29%	17%	11%
So I can snuggle close with my loved one	16%	21%	12%	30%	14%	14%	13%	11%	18%
To avoid arguments with my spouse	15%	10%	12%	23%	16%	13%	22%	13%	8%
To keep my pets comfortable	13%	10%	7%	5%	7%	19%	17%	16%	16%
Other	20%	12%	26%	11%	16%	18%	11%	21%	32%
None - I don't keep the temperature low.	36%	45%	38%	29%	47%	19%	40%	38%	43%
N/A - Does not have thermostat in home	5%	1%	4%	-	*	11%	4%	1%	3%

BASE: HAVE THERMOSTAT IN HOME

Q715 Which of the following, if any, are reasons for keeping the temperature on your thermostat low? Please select **all** that apply.

	Total	Brevard	Broward	Collier	Lee	Miami-Dade	Palm Beach	Sarasota	Volusia
<i>Base</i>	1539	102	100	51	102	97	104	102	103
KEEP TEMPERATURE LOW (NET)	62%	55%	61%	71%	53%	79%	58%	62%	56%
So I can put on heavy blankets	19%	16%	13%	18%	16%	33%	30%	17%	12%
So I can snuggle close with my loved one	17%	21%	13%	30%	14%	16%	14%	11%	19%
To avoid arguments with my spouse	16%	10%	12%	23%	16%	15%	23%	13%	8%
To keep my pets comfortable	13%	10%	8%	5%	8%	22%	18%	16%	17%
Other	20%	12%	27%	11%	16%	20%	11%	21%	33%
None - I don't keep the temperature low.	38%	45%	39%	29%	47%	21%	42%	38%	44%

BASE: QUALIFIED RESPONDENTS

Q720 Compared to your friends' homes, would you say your home is generally hotter or colder than theirs?

	Total	Brevard	Broward	Collier	Lee	Miami-Dade	Palm Beach	Sarasota	Volusia
<i>Base</i>	1586	103	103	51	103	104	106	103	105
Hotter than my friends' homes	22%	17%	26%	18%	24%	15%	23%	22%	34%
About the same temperature	48%	53%	40%	28%	50%	42%	52%	55%	30%
Colder than my friends' homes	29%	31%	34%	54%	26%	43%	25%	22%	35%

BASE: QUALIFIED RESPONDENTS

Q725 Have you ever snuck behind your partner's back and changed the thermostat setting without them knowing?

	Total	Brevard	Broward	Collier	Lee	Miami-Dade	Palm Beach	Sarasota	Volusia
<i>Base</i>	1586	103	103	51	103	104	106	103	105
Yes	40%	27%	44%	55%	35%	39%	34%	40%	37%
No	41%	54%	32%	34%	41%	46%	37%	42%	41%
Not applicable	19%	19%	24%	12%	24%	15%	29%	18%	22%

BASE: EVER CHANGED THERMOSTAT WITHOUT PARTNER KNOWING

Q730 What excuses, if any, have you ever used if you were caught changing the temperature on the thermostat behind your partner’s back? Please select **all** that apply.

	Total	Brevard	Broward	Collier	Lee	Miami-Dade	Palm Beach	Sarasota	Volusia
<i>Base</i>	588	38	44	23**	34	40	39	37	36
EVER BEEN CAUGHT CHANGING THE TEMPERATURE (NET)	71%	53%	71%	88%	63%	76%	63%	68%	87%
Pretend you didn't know how it got changed	36%	29%	24%	18%	43%	50%	38%	32%	34%
Blamed someone else	15%	7%	6%	3%	14%	49%	7%	-	14%
Say the thermostat must have mechanical problems	12%	8%	9%	36%	-	26%	2%	-	3%
Claim that the thermostat had been bumped	11%	17%	8%	5%	3%	7%	9%	2%	5%
Blame the dog/cat	3%	7%	-	-	1%	6%	1%	6%	3%
Other	23%	10%	39%	39%	16%	15%	17%	30%	37%
None - I have never been caught changing the temperature.	29%	47%	29%	12%	37%	24%	37%	32%	13%

** extremely small base

BASE: MARRIED/LIVING WITH PARTNER

Q735 In your household, who has the final say regarding what the temperature should be in your home?

	Total	Brevard	Broward	Collier	Lee	Miami-Dade	Palm Beach	Sarasota	Volusia
<i>Base</i>	930	61	58	35	67	52	58	56	55
My spouse/partner and I take turns equally	53%	56%	48%	43%	57%	41%	43%	58%	40%
Me	26%	25%	32%	28%	27%	37%	31%	25%	42%
My spouse/partner	19%	19%	20%	29%	16%	22%	26%	17%	15%
My pet(s)	1%	-	-	-	-	-	-	-	3%
Someone else	*	-	-	-	-	-	-	-	-

BASE: MARRIED/LIVING WITH PARTNER

Q740 If you had to choose one, would you rather have control of the thermostat, or the television remote in your home?

	Total	Brevard	Broward	Collier	Lee	Miami-Dade	Palm Beach	Sarasota	Volusia
<i>Base</i>	930	61	58	35	67	52	58	56	55
Television remote	44%	40%	51%	64%	65%	36%	45%	53%	28%
Thermostat	38%	29%	32%	24%	31%	48%	34%	28%	54%
Not sure	18%	31%	17%	12%	5%	16%	21%	19%	17%

BASE: QUALIFIED RESPONDENTS)

Q745 For each of the following items, do you believe they can have an effect on a home’s electricity bill?

SUMMARY OF YES

	Total	Brevard	Broward	Collier	Lee	Miami-Dade	Palm Beach	Sarasota	Volusia
<i>Base</i>	1586	103	103	51	103	104	106	103	105
Outside temperature	93%	94%	91%	98%	97%	84%	99%	96%	97%
Type of windows in the home	90%	92%	96%	74%	96%	77%	97%	94%	87%
Number of appliances	89%	90%	91%	80%	87%	84%	93%	92%	85%
Age of appliances	89%	83%	90%	81%	92%	81%	94%	93%	81%
Number of people in the home	87%	81%	83%	81%	88%	82%	93%	93%	81%
Humidity	86%	92%	76%	96%	94%	77%	86%	83%	79%
Size of appliances	82%	80%	84%	51%	91%	77%	86%	90%	84%
Having guests in the home	80%	80%	75%	82%	90%	74%	82%	84%	78%
Having a party	80%	68%	85%	99%	80%	78%	83%	79%	82%
Temperature of showers taken	79%	64%	79%	93%	81%	73%	84%	74%	87%
Appliance features	78%	81%	84%	52%	76%	63%	87%	78%	81%
Brand of appliances	55%	63%	58%	44%	59%	46%	71%	52%	63%
Amount of food in the freezer	54%	48%	51%	51%	56%	43%	60%	55%	34%
Location of appliances in the home	46%	46%	47%	24%	50%	34%	49%	42%	38%

SUMMARY OF NO

	Total	Brevard	Broward	Collier	Lee	Miami-Dade	Palm Beach	Sarasota	Volusia
<i>Base</i>	1586	103	103	51	103	104	106	103	105
Location of appliances in the home	54%	54%	53%	76%	50%	66%	51%	58%	62%
Amount of food in the freezer	46%	52%	49%	49%	44%	57%	40%	45%	66%
Brand of appliances	45%	37%	42%	56%	41%	54%	29%	48%	37%
Appliance features	22%	19%	16%	48%	24%	37%	13%	22%	19%
Temperature of showers taken	21%	36%	21%	7%	19%	27%	16%	26%	13%
Having a party	20%	32%	15%	1%	20%	22%	17%	21%	18%
Having guests in the home	20%	20%	25%	18%	10%	26%	18%	16%	22%
Size of appliances	18%	20%	16%	49%	9%	23%	14%	10%	16%
Humidity	14%	8%	24%	4%	6%	23%	14%	17%	21%
Number of people in the home	13%	19%	17%	19%	12%	18%	7%	7%	19%
Age of appliances	11%	17%	10%	19%	8%	19%	6%	7%	19%
Number of appliances	11%	10%	9%	20%	13%	16%	7%	8%	15%
Type of windows in the home	10%	8%	4%	26%	4%	23%	3%	6%	13%
Outside temperature	7%	6%	9%	2%	3%	16%	1%	4%	3%

BASE: QUALIFIED RESPONDENTS

Q750 Which of the following pets, if any, do you own? Please select **all** that apply.

	Total	Brevard	Broward	Collier	Lee	Miami-Dade	Palm Beach	Sarasota	Volusia
<i>Base</i>	1586	103	103	51	103	104	106	103	105
OWN ANY PET (NET)	61%	64%	44%	27%	65%	71%	48%	61%	77%
OWN DOG, CAT OR BIRD (SUB-NET)	58%	61%	44%	27%	62%	64%	47%	61%	75%
Dog	42%	50%	28%	25%	43%	52%	30%	52%	58%
Cat	29%	25%	21%	10%	36%	23%	30%	23%	44%
Bird	5%	3%	4%	7%	8%	10%	*	2%	3%
Fish	9%	11%	9%	*	10%	16%	8%	6%	16%
Other	5%	13%	1%	-	4%	5%	8%	1%	9%
I do not own a pet.	39%	36%	56%	73%	35%	29%	52%	39%	23%

BASE: HAS CAT, DOG OR BIRD

Q755 Thinking of your pet(s), which of the following items, if any, do you leave on for them while you are not at home? Please select **all** that apply.

	Total	Brevard	Broward	Collier	Lee	Miami-Dade	Palm Beach	Sarasota	Volusia
<i>Base</i>	962	64	52	22	62	64	50	67	74
ANY (NET)	86%	87%	93%	99%	91%	89%	84%	89%	94%
Air conditioning	73%	78%	80%	85%	76%	66%	74%	69%	76%
Ceiling fan	38%	28%	32%	34%	24%	34%	23%	50%	44%
Lights	27%	24%	43%	72%	24%	17%	31%	35%	24%
Television	17%	26%	15%	21%	18%	13%	14%	26%	10%
Radio	9%	8%	4%	16%	15%	14%	9%	6%	3%
Other	2%	3%	4%	-	1%	4%	1%	1%	3%
Nothing	14%	13%	7%	1%	9%	11%	16%	11%	6%

BASE: HAS A DOG

Q760 What would you say is the energy usage personality of a cat owner?

	Total	Brevard	Broward	Collier	Lee	Miami-Dade	Palm Beach	Sarasota	Volusia
<i>Base</i>	650	48	28	17	44	48	28	48	49
Cat owners are "purr-fect" because they are energy efficient.	70%	85%	78%	62%	66%	60%	83%	75%	73%
Cat owners are a "cat-astrophe" because they waste electricity.	30%	15%	22%	38%	34%	40%	17%	25%	27%

BASE: HAS A CAT

Q765 What would you say is the energy usage personality of a dog owner?

	Total	Brevard	Broward	Collier	Lee	Miami-Dade	Palm Beach	Sarasota	Volusia
<i>Base</i>	519	35	28	11	33	30	37	30	39
Dog owners are "top dogs" because they are energy efficient.	62%	59%	50%	84%	73%	59%	52%	41%	67%
Dog owners are in the "doghouse" because they waste electricity.	38%	41%	50%	16%	27%	41%	48%	59%	33%

BASE: QUALIFIED RESPONDENTS

Q770 What do you think are the top three largest users of energy in the home? Please rank the top three largest users of energy by placing a “1” next to the largest user of energy, a “2” next to the second-largest user, and a “3” next to the third-largest user of energy. If you are not sure, please give your best guess.

SUMMARY OF RANKED FIRST LARGEST ENERGY USER

	Total	Brevard	Broward	Collier	Lee	Miami-Dade	Palm Beach	Sarasota	Volusia
<i>Base</i>	1586	103	103	51	103	104	106	103	105
Air conditioning	65%	69%	70%	67%	60%	43%	68%	74%	67%
Heating system	14%	15%	12%	6%	27%	19%	8%	8%	8%
Water heater	6%	3%	6%	1%	6%	7%	6%	7%	10%
Refrigerator/freezer	5%	3%	2%	5%	4%	3%	12%	1%	6%
Lighting	5%	8%	4%	17%	1%	14%	1%	3%	1%
Television	3%	1%	*	*	-	9%	1%	4%	5%
Range/Oven	2%	1%	4%	3%	2%	3%	2%	3%	2%
Dishwasher	1%	-	-	-	*	1%	3%	1%	1%

SUMMARY OF RANKED FIRST/SECOND LARGEST ENERGY USER

	Total	Brevard	Broward	Collier	Lee	Miami-Dade	Palm Beach	Sarasota	Volusia
<i>Base</i>	1586	103	103	51	103	104	106	103	105
Air conditioning	85%	90%	86%	91%	90%	71%	89%	89%	80%
Heating system	36%	38%	25%	11%	46%	31%	27%	41%	35%
Water heater	27%	20%	39%	31%	16%	26%	30%	26%	27%
Refrigerator/freezer	20%	20%	18%	29%	23%	17%	34%	14%	27%
Lighting	14%	20%	15%	20%	4%	28%	6%	10%	15%
Television	8%	2%	4%	10%	5%	14%	2%	8%	6%
Range/Oven	8%	9%	12%	7%	14%	10%	4%	8%	8%

SUMMARY OF RANKED FIRST/SECOND/THIRD LARGEST ENERGY USER

	Total	Brevard	Broward	Collier	Lee	Miami-Dade	Palm Beach	Sarasota	Volusia
<i>Base</i>	1586	103	103	51	103	104	106	103	105
Air conditioning	93%	91%	99%	95%	96%	83%	95%	93%	96%
Water heater	52%	47%	60%	44%	52%	41%	55%	62%	46%
Heating system	46%	53%	29%	15%	55%	44%	33%	51%	48%
Refrigerator/freezer	41%	40%	36%	63%	37%	29%	64%	33%	39%
Lighting	26%	33%	30%	47%	16%	50%	17%	25%	20%
Range/Oven	20%	18%	26%	21%	20%	22%	16%	14%	24%
Television	16%	9%	12%	13%	15%	27%	7%	11%	23%
Dishwasher	6%	9%	7%	1%	9%	4%	13%	11%	5%

BASE: QUALIFIED RESPONDENTS

Q775 On a typical day, how many hours per day do you use each of the following? Please give your best estimate. If you do not have a particular item, please enter '99' in the box next to it.

SUMMARY OF MEANS

	Total	Brevard	Broward	Collier	Lee	Miami-Dade	Palm Beach	Sarasota	Volusia
<i>Base</i>	1586	103	103	51	103	104	106	103	105
Central air conditioning	18.1	19.8	16.7	20.8	19.1	15.5	21	19	17.7
Ceiling fan	11.3	11.9	9.8	12.4	14	7.1	10.1	12.3	13.9
Portable fan (e.g., pedestal, box, floor, window, table fans)	4.6	3.8	4.9	8.6	3.1	2.9	2.4	3.9	6.8
Air conditioner (e.g., window or through-the-wall)	4.1	2.1	2.4	7.4	0.9	5.1	1.7	2.9	4.9

BASE: HAVE AIR CONDITIONING

Q780 Which comes closest to how often you change the filter in your air conditioning unit(s)?

	Total	Brevard	Broward	Collier	Lee	Miami-Dade	Palm Beach	Sarasota	Volusia
<i>Base</i>	1581	103	102	51	103	104	106	103	105
EVER (NET)	98%	100%	100%	100%	100%	98%	99%	93%	96%
AT LEAST ONCE A YEAR (SUB-NET)	85%	81%	94%	98%	88%	78%	92%	77%	75%
Once a month or more often	34%	29%	37%	36%	34%	34%	33%	33%	32%
Every 2-6 months	45%	46%	51%	52%	49%	32%	54%	32%	41%
Every 7-12 months	7%	6%	6%	10%	5%	11%	4%	11%	2%
Less than once a year	1%	1%	*	1%	*	2%	3%	4%	-
No set schedule, whenever they look dirty	8%	17%	4%	*	9%	15%	3%	9%	19%
Whenever I remember	2%	1%	2%	-	2%	3%	1%	3%	2%
Never	2%	-	-	*	-	2%	1%	7%	4%

BASE: QUALIFIED RESPONDENTS

Q785 Which of the following things, if any, do you ever do while taking a hot/warm shower? Please select **all** that apply.

	Total	Brevard	Broward	Collier	Lee	Miami-Dade	Palm Beach	Sarasota	Volusia
<i>Base</i>	1586	103	103	51	103	104	106	103	105
TAKE SHOWERS (NET)	99%	97%	99%	100%	100%	97%	100%	99%	98%
ANY LISTED (SUB-NET)	50%	57%	41%	67%	29%	58%	52%	37%	54%
Sing	25%	40%	21%	60%	7%	28%	21%	17%	26%
Share the shower with someone else	21%	20%	12%	49%	18%	19%	18%	11%	20%
Talk to myself/Rehearse a speech or conversation	18%	22%	20%	19%	10%	24%	19%	14%	16%
Brush my teeth	16%	19%	12%	35%	6%	22%	15%	9%	20%
Dance	6%	21%	4%	35%	2%	14%	1%	-	6%
None of these	49%	40%	57%	33%	71%	39%	48%	63%	44%
N/A - I don't take showers.	1%	3%	1%	-	-	3%	-	1%	2%

BASE: QUALIFIED RESPONDENTS

Q790 How often do you do each of the following things while at home?

SUMMARY OF ALWAYS/OFTEN

	Total	Brevard	Broward	Collier	Lee	Miami-Dade	Palm Beach	Sarasota	Volusia
<i>Base</i>	<i>vary</i>	<i>vary</i>	<i>vary</i>	<i>vary</i>	<i>vary</i>	<i>vary</i>	<i>vary</i>	<i>vary</i>	<i>vary</i>
Close the shades or blinds on hot, sunny days	82%	91%	78%	86%	84%	75%	76%	84%	86%
Unplug battery chargers (e.g., for mobile phones/tablets/cameras) when not in use	54%	58%	57%	45%	48%	45%	58%	48%	50%
Keep the water running while brushing my teeth	42%	34%	45%	67%	44%	42%	44%	39%	35%
Leave the ceiling fan on in an empty room	40%	39%	34%	62%	40%	29%	32%	42%	49%
Keep the water running while bathing my dog(s)	29%	22%	21%	33%	17%	33%	38%	17%	18%
Turn off/unplug power strips or surge protectors when not using the electronics	25%	20%	30%	30%	18%	19%	18%	18%	21%
Leave the lights on in an empty room	15%	20%	26%	23%	3%	18%	15%	12%	25%

SUMMARY OF RARELY/NEVER

	Total	Brevard	Broward	Collier	Lee	Miami-Dade	Palm Beach	Sarasota	Volusia
<i>Base</i>	vary	vary	vary	vary	vary	vary	vary	vary	vary
Leave the lights on in an empty room	85%	80%	74%	77%	97%	82%	85%	88%	75%
Turn off/unplug power strips or surge protectors when not using the electronics	75%	80%	70%	70%	82%	81%	82%	82%	79%
Keep the water running while bathing my dog(s)	71%	78%	79%	67%	83%	67%	62%	83%	82%
Leave the ceiling fan on in an empty room	60%	61%	66%	38%	60%	71%	68%	58%	51%
Keep the water running while brushing my teeth	58%	66%	55%	33%	56%	58%	56%	61%	65%
Unplug battery chargers (e.g., for mobile phones/tablets/cameras) when not in use	46%	42%	43%	55%	52%	55%	42%	52%	50%
Close the shades or blinds on hot, sunny days	18%	9%	22%	14%	16%	25%	24%	16%	14%

BASE: QUALIFIED RESPONDENTS

Q795 How energy efficient are you?

	Total	Brevard	Broward	Collier	Lee	Miami-Dade	Palm Beach	Sarasota	Volusia
<i>Base</i>	1586	103	103	51	103	104	106	103	105
COMPLETELY/VERY ENERGY EFFICIENT (NET)	32%	28%	30%	18%	38%	30%	34%	37%	23%
Completely energy efficient	4%	1%	6%	-	*	4%	12%	1%	2%
Very energy efficient	28%	27%	24%	18%	38%	26%	22%	36%	21%
SOMEWHAT/NOT AT ALL ENERGY EFFICIENT (NET)	68%	72%	70%	82%	62%	70%	66%	63%	77%
Somewhat energy efficient	64%	72%	60%	78%	59%	68%	64%	59%	77%
Not at all energy efficient	4%	*	10%	4%	3%	2%	1%	4%	*

BASE: QUALIFIED RESPONDENTS

Q800 Which of these is most important to you: saving energy, saving money or being comfortable?

	Total	Brevard	Broward	Collier	Lee	Miami-Dade	Palm Beach	Sarasota	Volusia
<i>Base</i>	1586	103	103	51	103	104	106	103	105
Being comfortable	47%	62%	45%	35%	64%	32%	50%	52%	43%
Saving money	44%	34%	43%	60%	30%	53%	44%	38%	53%
Saving energy	9%	4%	12%	6%	5%	15%	7%	10%	4%