

Question QBCG2intro

Welcome back! Today's survey is about what goes into your buying decisions regarding appliances and equipment in your home.

Question Q1BCG2heatequip

Which of the following space heating equipment is installed in your home? (select all that apply)

- Gas forced air furnace
- Electric forced air furnace
- Air source heat pump
- Heating stove
- Baseboard heater
- Boiler
- Ductless heat pump
- Dual-fuel heat pump
- Plug-in heater
- Ground source heat pump
- Fireplace
- Conversion burner
- Other
- Don't know
- Have no heating equipment

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Matrix table Q4BCG2HVACbrand - Q4BCG2HVACbrann

What brand is the heating equipment in your home?

	Gas forced air furnace	Electric forced air furnace	Air source heat pump	Heating stove	Baseboard heater	Boiler	Ductless heat pump	Dual-fuel heat pump	Plug-in heater	Ground source heat pump	Conversion burner
Trane	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carrier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lennox	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
York	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Goodman	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
American Standard	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rheem	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mitsubishi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Daikin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Don't know	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question Q2BCG2wheninstall

When did you last have your primary heating equipment installed in your home?

- Within the last year
- 1-5 years ago
- 6-10 years ago
- 11-20 years ago
- More than 20 years ago
- Never
- Don't know

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Question Q3BCG2why

Why did you install a new unit? (select all that apply)

- The existing unit broke
- The existing unit was old
- Maintenance costs were too high
- Product type didn't work for my heating needs
- Wanted lower monthly utility bill
- Wanted more energy-efficient product
- Other

Question Q13BCG2searchterm

From whom did you purchase your last space heating equipment?

- HVAC Contractor
- Plumbing Contractor
- Electrical Contractor
- General Handyman
- Home Depot
- Lowes
- Sears
- Manufacturer directly
- Other
- Don't know

Matrix table Q14BCG2sata - Q14BCG2satj

How satisfied were you with the various aspects of this provider?

	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied
Overall cost including product and installation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product range and choice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Initial customer service and convenience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowledge and expertise of provider	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fair and trustworthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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recommendation

Timeliness of installation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professionalism of technicians	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ongoing service and repair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall satisfaction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Matrix table Q5BCG2trane - Q5BCG2daikin

What is your general opinion of the following brands?

	Very Unfavorable	Slightly Unfavorable	Neutral/No Opinion	Slightly Favorable	Very Favorable	I don't know this brand
Trane	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carrier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lennox	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
York	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Goodman	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
American Standard	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rheem	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mitsubishi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Daikin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question Q6BCG2ac

What cooling equipment, if any, does your home currently use? (select all that apply)

- Central A/C
- Air source heat pump
- Window A/C
- Ductless heat pump
- Packaged terminal A/C
- Evaporative ("swamp") cooler
- Ground source heat pump
- Single room A/C unit
- Fans

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- Other
- I don't have cooling equipment

Question Q7BCG2noac

Why don't you use cooling equipment? Please select the main reason.

- Upfront cost too expensive
- Overall lifetime costs too expensive (maintenance, energy bills, etc.)
- Don't need cooling in this climate
- Don't want cooling equipment
- Other

Matrix table Q8BCG2importance - Q8BCG2importancq

If you were in the market for new heating and/or cooling equipment, how important would the following factors be in your decision of what equipment to install?

	Very Unimportant	Unimportant	Indifferent	Important	Very Important
Upfront cost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Monthly utility bill	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Energy efficiency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How quickly it can be installed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installer recommendation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product warranty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Durability (product life)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Noise/Aesthetics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Controls/interface (incl. the ability to control remotely over internet, smartly adjust temperature according to daily habits)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Difficulty of installation (e.g. need to rewire, run new lines)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Available rebates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (optional)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="text"/>					

Question Q9BCG2leaseconcept

Instead of purchasing space heating or cooling equipment, imagine you were given the option to lease the equipment instead.

You would pay a monthly fixed and all-inclusive charge, and the sum of those charges would be similar to the combined costs of the upfront equipment purchase, installation and permitting fees, maintenance, repair, and future disposable costs.

The leasing program would include:

- No upfront cost
- Maintenance (repairs and replacement)
- 24 hour customer service
- Same-day repairs
- An energy-efficient product
- The ability to transfer the lease when you sell your home

The contract duration would be 17 years, and the estimated monthly charge is \$60. This is compared to the cost of purchasing the product outright (at around \$1,500, with a \$650 installation cost) and paying for maintenance out of pocket.

Matrix table Q9BCG2leaseHP - Q9BCG2leaseAC

Under these terms, how likely would you be to lease the following HVAC equipment if you were in the market for this equipment?

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	Very unlikely	Unlikely	Maybe	Likely	Very likely
space heating equipment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
space cooling equipment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Matrix table Q10BCG2mod1 - Q10BCG2mod5

Now please think only about *heating* equipment.

Compared to the lease offer above, consider each of the following modifications independently. For each modification, indicate how it affects your likelihood to lease space heating equipment:

	Much Less Likely	Slightly Less Likely	No change	Slightly More Likely	Much More Likely
The same lease offering detailed earlier, except maintenance <i>is not</i> included (have to pay per service call). The monthly price is now \$25 (\$35 less per month). Without maintenance coverage, typical maintenance costs are expected to be \$400 per visit, with an estimated average of 1 visit per year	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The same lease offering detailed earlier, except you now have to pay the installation cost (about \$650). The monthly price is now \$55 (\$5 less per month).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The same lease offering detailed earlier, but you cannot lease an energy-efficient product. Monthly price is now \$55 (\$5 less per month). Note that this does not take into account energy bill savings.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The same lease offering detailed earlier, but repairs are not same day (instead within a day or two). Monthly cost is now \$55 (\$5 less per month).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Matrix table Q11BCG2leaseimportance - Q11BCG2leaseimportancj

How important are the following options to you in a lease offering?

	Very Unimportant	Unimportant	Indifferent	Important	Very Important
No upfront cost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Maintenance is included (repairs and replacement)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
24-hour customer service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Same-day repairs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An energy efficient product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The ability to transfer the lease to the new owner when you sell your home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question Q12BCG2inforank

Minimum number of selections: 1
 Maximum number of selections: 3

Those are all our questions about leasing.

If you ever needed to install a new heating system, where would you go for information?

Please drag and drop your 1st, 2nd and 3rd choices into the box on the right.

- HVAC Contractor
- Plumbing Contractor
- Electrical Contractor
- Other contractor
- General Handyman
- Home Depot
- Lowes
- Sears
- Google search engine
- Bing search engine
- Yahoo search engine
- Other search engine
- Call PSE
- Angie's List
- Yellowpages.com
- Yelp
- Call the number on the sticker on your existing unit
- Other

Question Q12BCG2infoother

Please describe your "other" choice.

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Question Q12BCG2searchterms

What would be your most likely search words/phrases when using a search engine?

An empty rectangular text input field with a thin border. On the right side, there are two vertical scroll arrows (up and down). On the bottom left, there is a left-pointing arrow and a small square button. On the bottom right, there is a right-pointing arrow and a small square button.

Question Q14BCG2satk

Thank you for your input. If you have any other comments, please enter them here:

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Question QBCG2close

Thank you for participating. Please click below to submit your responses.