

WH Survey, 5/2-5/9/14

Question Q2BCGwwheninstall

When did you last have water heater 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

Question Q3BCGwwhy

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 water heating needs
- Wanted lower monthly utility bill
- Wanted more energy-efficient product
- Other

Question Q13BCGwsearchterm

From whom did you purchase your last water heater?

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

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Matrix table Q14BCGwsata - Q14BCGwsatj

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"/>				
Product range and choice	<input type="radio"/>				
Initial customer service and convenience	<input type="radio"/>				
Knowledge and expertise of provider	<input type="radio"/>				
Fair and trustworthy recommendation	<input type="radio"/>				
Timeliness of installation	<input type="radio"/>				
Professionalism of technicians	<input type="radio"/>				
Product quality	<input type="radio"/>				
Ongoing service and repair	<input type="radio"/>				
Overall satisfaction	<input type="radio"/>				

Matrix table Q5BCGwrheem - Q5BCGwsteltron

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
Rheem	<input type="radio"/>					
A.O. Smith	<input type="radio"/>					
Bradford White	<input type="radio"/>					
Vaughn	<input type="radio"/>					
Lochinvar	<input type="radio"/>					
Ariston	<input type="radio"/>					
Stiebel Eltron	<input type="radio"/>					

Matrix table Q8BCGwimportance - Q8BCGwimportancq

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If you were in the market for new water heater 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"/>				
Monthly utility bill	<input type="radio"/>				
Brand	<input type="radio"/>				
Energy efficiency	<input type="radio"/>				
How quickly it can be installed	<input type="radio"/>				
Installer recommendation	<input type="radio"/>				
Product warranty	<input type="radio"/>				
Durability (product life)	<input type="radio"/>				
Noise/Aesthetics	<input type="radio"/>				
Available rebates	<input type="radio"/>				
Other (optional)	<input type="radio"/>				
<input type="text"/>	<input type="radio"/>				

Question Q9BCGwleaseconcept

Instead of purchasing water heating 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

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The contract duration would be 13 years, and the estimated monthly charge is \$18. This is compared to the cost of purchasing the product outright (at around \$650, with a \$300 installation cost) and paying for maintenance out of pocket.

Question Q9BCGwleaseHP

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

- Very Likely
- Likely
- Maybe
- Unlikely
- Very Unlikely

Matrix table Q10BCGwmod1 - Q10BCGwmod5

Compared to the lease offer above, consider each of the following modifications independently. For each modification, indicate how it affects your likelihood to lease water 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 \$17 (\$1 less per month). Without maintenance coverage, typical maintenance costs are expected to be \$450 per visit, with a 30% chance of you needing a maintenance call at least once over the lifetime of the equipment	<input type="radio"/>				
The same lease offering detailed earlier, except you now have to pay the installation cost (about \$300). The monthly price is now \$14 (\$4 less per month).	<input type="radio"/>				
The same lease offering detailed earlier, but you cannot lease an energy-efficient product. Monthly price is now \$14 (\$4 less per month). Note that this does not take into account energy bill savings.	<input type="radio"/>				

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The same lease offering detailed earlier, but repairs are not same day (instead within a day or two). Monthly cost is now \$17 (\$1 less per month).

Matrix table Q11BCGwleaseimportance - Q11BCGwleaseimportancj

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

Question Q12BCGwinforank

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 water heater, 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

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- 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 Q12BCGwinfoother

Please describe your "other" choice.

Question Q12BCGwsearchterms

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

Question Q14BCGwsatk

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

Question QBCGwclose

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