



Appendix J

- **Residential Survey Respondent Characteristics**
- **Small Commercial/Industrial Respondent Characteristics**
- **Large Commercial/Industrial Respondent Characteristics**

Appendix: Respondent Characteristics

This appendix summarizes characteristics of the phone and site survey respondents. This data was obtained directly from the phone and site surveys and is separated by utility provider.

Section A.1 – Residential Respondents

		GRANITE STATE	NH ELEC. COOP	PSNH	UNITIL	TOTAL
PERMANENT OR SEASONAL RESIDENCE						
Permanent	N	71	58	182	69	380
	Column %	98.6%	82.9%	94.8%	98.6%	94.1%
Seasonal	N	1	12	10	1	24
	Column %	1.4%	17.1%	5.2%	1.4%	5.9%
Total	N	72	70	192	70	404
	Column %	100.0%	100.0%	100.0%	100.0%	100.0%
HOME TYPE						
Single-family home	N	28	55	142	44	269
	Column %	38.9%	78.6%	74.0%	62.9%	66.6%
Multifamily home	N	44	15	50	26	135
	Column %	61.1%	21.4%	26.0%	37.1%	33.4%
Total	N	72	70	192	70	404
	Column %	100.0%	100.0%	100.0%	100.0%	100.0%
OWNER OR RENTER						
Owner	N	41	63	157	60	321
	Column %	56.9%	90.0%	81.8%	85.7%	79.5%
Renter	N	31	7	35	10	83
	Column %	43.1%	10.0%	18.2%	14.3%	20.5%
Total	N	72	70	192	70	404
	Column %	100.0%	100.0%	100.0%	100.0%	100.0%
YEAR MOVED IN						
Before 1950	N	1	1	1	2	5
	Column %	1.4%	1.4%	.5%	2.9%	1.2%
1950 to 1979	N	4	11	30	8	53
	Column %	5.6%	15.7%	15.6%	11.4%	13.1%
1980 to 1989	N	3	12	28	10	53
	Column %	4.2%	17.1%	14.6%	14.3%	13.1%
1990 to 1999	N	10	20	38	24	92

		GRANITE STATE	NH ELEC. COOP	PSNH	UNITIL	TOTAL
	Column %	13.9%	28.6%	19.8%	34.3%	22.8%
2000 to 2004	N	20	12	40	12	84
	Column %	27.8%	17.1%	20.8%	17.1%	20.8%
2005 to 2006	N	34	14	55	14	117
	Column %	47.2%	20.0%	28.6%	20.0%	29.0%
Total	N	72	70	192	70	404
	Column %	100.0%	100.0%	100.0%	100.0%	100.0%
YEAR BUILT						
Before 1950	N	16	15	44	12	87
	Column %	30.8%	25.0%	25.3%	18.8%	24.9%
1950 to 1979	N	10	16	59	14	99
	Column %	19.2%	26.7%	33.9%	21.9%	28.3%
1980 to 1989	N	11	12	28	18	69
	Column %	21.2%	20.0%	16.1%	28.1%	19.7%
1990 to 1999	N	8	9	12	13	42
	Column %	15.4%	15.0%	6.9%	20.3%	12.0%
2000 to 2004	N	4	4	22	6	36
	Column %	7.7%	6.7%	12.6%	9.4%	10.3%
2005 to 2008	N	3	4	9	1	17
	Column %	5.8%	6.7%	5.2%	1.6%	4.9%
Total	N	52	60	174	64	350
	Column %	100.0%	100.0%	100.0%	100.0%	100.0%
NUMBER OF ROOMS						
N		72	70	192	70	404
Mean		5.5	6.0	6.1	6.1	6.0
SQUARE FEET OF LIVING SPACE						
N		72	70	192	70	404
Mean		862	1,053	1,023	932	984
AGE AND NUMBER OF HOUSEHOLD						
5 yrs and under	N	70	69	192	69	400
	Mean	.37	.17	.18	.14	.20
6-18 yrs	N	70	68	192	69	399
	Mean	.54	.49	.54	.33	.49
19-34 yrs	N	70	69	192	69	400

		GRANITE STATE	NH ELEC. COOP	PSNH	UNITIL	TOTAL
	Mean	.67	.45	.46	.26	.46
35-54 yrs	N	70	68	192	69	399
	Mean	.90	.88	.80	.84	.84
55-64 yrs	N	70	68	191	69	398
	Mean	.20	.35	.39	.38	.35
65 yrs and over	N	70	69	191	69	399
	Mean	.16	.43	.36	.45	.35
Total	N	70	67	191	69	397
	Mean	2.84	2.82	2.73	2.41	2.71
PRIMARY HOUSEHOLDER'S EDUCATION LEVEL						
Below high school	N	4	3	4	4	15
	Column %	5.8%	4.3%	2.1%	5.9%	3.8%
High school	N	17	21	42	15	95
	Column %	24.6%	30.4%	22.3%	22.1%	24.1%
Some college	N	20	13	50	15	98
	Column %	29.0%	18.8%	26.6%	22.1%	24.9%
College	N	18	17	61	20	116
	Column %	26.1%	24.6%	32.4%	29.4%	29.4%
Postgraduate	N	10	15	31	14	70
	Column %	14.5%	21.7%	16.5%	20.6%	17.8%
Total	N	69	69	188	68	394
	Column %	100.0%	100.0%	100.0%	100.0%	100.0%
HOUSEHOLD INCOME						
Less than \$9,999	N	3	0	1	2	6
	Column %	5.2%	0%	.7%	3.7%	1.9%
\$10,000 - \$29,999	N	13	11	27	9	60
	Column %	22.4%	21.6%	18.4%	16.7%	19.4%
\$30,000 - \$49,999	N	10	11	27	9	57
	Column %	17.2%	21.6%	18.4%	16.7%	18.4%
\$50,000 - \$69,999	N	11	10	32	10	63
	Column %	19.0%	19.6%	21.8%	18.5%	20.3%
\$70,000 - \$89,999	N	8	7	19	8	42
	Column %	13.8%	13.7%	12.9%	14.8%	13.5%
\$90,000 - \$109,999	N	4	3	14	4	25

		GRANITE STATE	NH ELEC. COOP	PSNH	UNITIL	TOTAL
	Column %	6.9%	5.9%	9.5%	7.4%	8.1%
\$110,000 - \$149,999	N	5	4	13	8	30
	Column %	8.6%	7.8%	8.8%	14.8%	9.7%
\$150,000 - \$199,999	N	3	2	9	3	17
	Column %	5.2%	3.9%	6.1%	5.6%	5.5%
\$200,000 or more	N	1	3	5	1	10
	Column %	1.7%	5.9%	3.4%	1.9%	3.2%
Total	N	58	51	147	54	310
	Column %	100.0%	100.0%	100.0%	100.0%	100.0%

Section A.2 – Small Commercial and Industrial Respondents

		GRANITE STATE	NH ELEC. COOP	PSNH	UNITIL	TOTAL
OWNER OR TENANT						
Owner	N	16	28	61	18	123
	Column %	45.7%	80.0%	64.2%	51.4%	61.5%
Lessee/Tenant	N	19	7	34	17	77
	Column %	54.3%	20.0%	35.8%	48.6%	38.5%
Total	N	35	35	95	35	200
	Column %	100.0%	100.0%	100.0%	100.0%	100.0%
YEARS SINCE OWNING (AMONG OWNERS)						
N		16	25	59	18	118
Mean		18.0 yrs	17.8 yrs	23.6 yrs	16.5 yrs	20.6 yrs
YEARS SINCE LEASING (AMONG TENANTS)						
Within this past year	N	0	0	3	1	4
	Column %	0%	0%	8.8%	6.2%	5.4%
1-2 years ago	N	2	2	5	4	13
	Column %	11.8%	28.6%	14.7%	25.0%	17.6%
3-4 years ago	N	3	1	6	1	11
	Column %	17.6%	14.3%	17.6%	6.2%	14.9%
5-6 years ago	N	1	1	6	2	10
	Column %	5.9%	14.3%	17.6%	12.5%	13.5%
7-10 years ago	N	5	2	6	5	18

		GRANITE STATE	NH ELEC. COOP	PSNH	UNITIL	TOTAL
	Column %	29.4%	28.6%	17.6%	31.2%	24.3%
More than 11 years ago	N	6	1	8	3	18
	Column %	35.3%	14.3%	23.5%	18.8%	24.3%
Total	N	17	7	34	16	74
	Column %	100.0%	100.0%	100.0%	100.0%	100.0%
PAY ELECTRICITY FOR THIS SPACE?						
Yes	N	35	35	92	34	196
	Column %	100.0%	100.0%	96.8%	100.0%	98.5%
No	N	0	0	3	0	3
	Column %	0%	0%	3.2%	0%	1.5%
Total	N	35	35	95	34	199
	Column %	100.0%	100.0%	100.0%	100.0%	100.0%
PAY NATURAL GAS FOR THIS SPACE?						
Yes	N	6	5	32	18	61
	Column %	17.1%	14.3%	34.0%	54.5%	31.0%
No	N	29	30	62	15	136
	Column %	82.9%	85.7%	66.0%	45.5%	69.0%
Total	N	35	35	94	33	197
	Column %	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL SQUARE FOOTAGE						
N		21	24	58	24	127
Mean		33,786	4,463	9,875	4,274	11,747
YEAR BUILT						
Before 1950	N	4	12	23	10	49
	Column %	18.2%	36.4%	29.1%	35.7%	30.2%
1950 to 1979	N	9	8	21	9	47
	Column %	40.9%	24.2%	26.6%	32.1%	29.0%
1980 to 1989	N	3	6	10	4	23
	Column %	13.6%	18.2%	12.7%	14.3%	14.2%
1990 to 1999	N	1	5	11	3	20
	Column %	4.5%	15.2%	13.9%	10.7%	12.3%
2000 to 2004	N	2	2	8	1	13
	Column %	9.1%	6.1%	10.1%	3.6%	8.0%
2005 to 2008	N	3	0	6	1	10

		GRANITE STATE	NH ELEC. COOP	PSNH	UNITIL	TOTAL
	Column %	13.6%	0%	7.6%	3.6%	6.2%
Total	N	22	33	79	28	162
	Column %	100.0%	100.0%	100.0%	100.0%	100.0%
BUSINESS ACTIVITIES						
Office/professional	N	9	10	23	9	51
	Column %	25.7%	28.6%	24.2%	25.7%	25.5%
Personal service/ home office/ condo mgt	N	1	1	5	1	8
	Column %	2.9%	2.9%	5.3%	2.9%	4.0%
Medical/ doctor's office	N	5	0	4	5	14
	Column %	14.3%	0%	4.2%	14.3%	7.0%
Non-food retail	N	6	2	8	7	23
	Column %	17.1%	5.7%	8.4%	20.0%	11.5%
Food retail	N	5	3	12	3	23
	Column %	14.3%	8.6%	12.6%	8.6%	11.5%
Lodging	N	0	5	1	0	6
	Column %	0%	14.3%	1.1%	0%	3.0%
Equipment repair	N	2	3	7	2	14
	Column %	5.7%	8.6%	7.4%	5.7%	7.0%
School/public space/religious	N	2	3	6	1	12
	Column %	5.7%	8.6%	6.3%	2.9%	6.0%
Warehouse/ data center	N	0	1	3	0	4
	Column %	0%	2.9%	3.2%	0%	2.0%
Industrial	N	2	3	12	6	23
	Column %	5.7%	8.6%	12.6%	17.1%	11.5%
Agricultural	N	0	2	5	0	7
	Column %	0%	5.7%	5.3%	0%	3.5%
Plumbing / heating /electrical	N	2	0	5	1	8
	Column %	5.7%	0%	5.3%	2.9%	4.0%
Other	N	1	2	4	0	7
	Column %	2.9%	5.7%	4.2%	0%	3.5%
Total	N	35	35	95	35	200
	Column %	100.0%	100.0%	100.0%	100.0%	100.0%
NUMBER OF EMPLOYEES						
0	N	1	2	3	1	7

		GRANITE STATE	NH ELEC. COOP	PSNH	UNITIL	TOTAL
	Column %	3.0%	5.9%	3.3%	2.9%	3.6%
1-4	N	16	23	47	19	105
	Column %	48.5%	67.6%	51.1%	55.9%	54.4%
5-9	N	8	6	16	7	37
	Column %	24.2%	17.6%	17.4%	20.6%	19.2%
10-19	N	4	0	15	3	22
	Column %	12.1%	0%	16.3%	8.8%	11.4%
20-49	N	1	2	9	3	15
	Column %	3.0%	5.9%	9.8%	8.8%	7.8%
50-99	N	1	1	1	1	4
	Column %	3.0%	2.9%	1.1%	2.9%	2.1%
100-249	N	2	0	1	0	3
	Column %	6.1%	0%	1.1%	0%	1.6%
Total	N	33	34	92	34	193
	Column %	100.0%	100.0%	100.0%	100.0%	100.0%
NUMBER OF OPERATING HOURS PER WEEK						
N		34	31	93	34	192
Mean		62.3	54.9	56.2	47.5	55.6

Section A.3 – Large Commercial & Industrial Respondents

		GRANITE STATE	NH ELEC. COOP	PSNH	UNITIL	TOTAL
OWNER OR TENANT						
Owner	N	14	9	111	9	143
	Column %	77.8%	75.0%	72.6%	69.2%	73.0%
Lessee/Tenant	N	4	3	42	4	53
	Column %	22.2%	25.0%	27.4%	30.8%	27.0%
Total	N	18	12	153	13	196
	Column %	100.0%	100.0%	100.0%	100.0%	100.0%
BUSINESS ACTIVITIES						
Education	N	0	1	15	0	16
	Column %	0%	8.3%	9.8%	0%	8.2%

		GRANITE STATE	NH ELEC. COOP	PSNH	UNITIL	TOTAL
Electronic and Other Electrical Eq (Except computers)	N	1	0	14	0	15
	Column %	5.6%	0%	9.2%	0%	7.7%
Fabricated Metals	N	1	0	19	3	23
	Column %	5.6%	0%	12.4%	23.1%	11.7%
Grocery	N	0	0	7	0	7
	Column %	0%	0%	4.6%	0%	3.6%
Health	N	2	0	9	1	12
	Column %	11.1%	0%	5.9%	7.7%	6.1%
I&C Machinery and Comp Equip.	N	0	0	1	0	1
	Column %	0%	0%	0.7%	0%	0.5%
Lodging	N	1	3	8	1	13
	Column %	5.6%	25.0%	5.2%	7.7%	6.6%
Lumber and Wood Products	N	2	0	11	1	14
	Column %	11.1%	0%	7.2%	7.7%	7.1%
Office	N	3	0	14	3	20
	Column %	16.7%	0%	9.2%	23.1%	10.2%
Other	N	2	1	15	3	21
	Column %	11.1%	8.3%	9.8%	23.1%	10.7%
Other Assembly / Light Mfg.	N	1	1	11	0	13
	Column %	5.6%	8.3%	7.2%	0%	6.6%
Other Med/Heavy Equip. Mfg.	N	2	0	4	0	6
	Column %	11.1%	0%	2.6%	0%	3.1%
Paper and Allied Products	N	0	0	2	0	2
	Column %	0%	0%	1.3%	0%	1.0%
Printing, Publishing & Allied Ind.	N	1	0	5	1	7
	Column %	5.6%	0%	3.3%	7.7%	3.6%
Restaurant	N	0	2	2	0	4
	Column %	0%	16.7%	1.3%	0%	2%
Retail	N	0	2	5	0	7
	Column %	0%	16.7%	3.3%	0%	3.6%
Rubber and misc.	N	2	1	6	0	9

		GRANITE STATE	NH ELEC. COOP	PSNH	UNITIL	TOTAL
Plastics Prod	Column %	11.1%	8.3%	3.9%	0%	4.6%
Warehouse	N	0	1	4	0	5
	Column %	0%	8.3%	2.6%	0%	2.6%
Total	N	18	12	153	13	196
	Column %	100%	100%	100%	100%	100%
NUMBER OF EMPLOYEES						
0-50	N	10	7	60	9	86
	Column %	55.6%	58.3%	39.2%	69.2%	43.9%
51-100	N	4	3	45	1	53
	Column %	22.2%	25.0%	29.4%	7.7%	27.0%
101-200	N	1	1	30	2	34
	Column %	5.6%	8.3%	19.6%	15.4%	17.3%
201-500	N	1	1	10	1	13
	Column %	5.6%	8.3%	6.5%	7.7%	6.6%
501-1,000	N	0	0	3	0	3
	Column %	0%	0%	2.0%	0%	1.5%
1,000+	N	2	0	5	0	7
	Column %	3.0%	2.9%	1.1%	2.9%	2.1%
Total	N	18	12	153	13	196
	Column %	100.0%	100.0%	100.0%	100.0%	100.0%
BUILDING SQUARE FOOTAGE						
0-25,000	N	7	6	24	0	37
	Column %	43.8%	54.5%	16.9%	0%	20.4%
25,001-50,000	N	5	1	36	7	49
	Column %	31.3%	9.1%	25.4%	58.3%	27.1%
50,001-100,000	N	2	3	48	2	55
	Column %	12.5%	27.3%	33.8%	16.7%	30.4%
100,001-250,000	N	1	0	28	1	30
	Column %	6.3%	0%	19.7%	8.3%	16.6%
250,001-500,000	N	0	1	4	2	7
	Column %	0%	9.1%	2.8%	16.7%	3.9%
500,001 +	N	1	0	2	0	3
	Column %	6.3%	0%	1.4%	0%	1.7%

		GRANITE STATE	NH ELEC. COOP	PSNH	UNITIL	TOTAL
Total	N	16	11	142	12	181
	Column %	100%	100%	100%	100%	100%