THE PUBLIC'S BEHAVIOR AND ATTITUDES

DURING THE 1977 ENERGY CRISIS

Survey II

Marginal and Regional Findings

For All Questions

MASTER

Conducted for:

FEDERAL ENERGY ADMINISTRATION

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TABLE OF CONTENTS

	<u>Page</u>
INTRODUCTION	1
THE REGIONAL AND NATIONAL RESULTS	3
TECHNICAL APPENDICES	23
Composition of the Sample	24
Design of the Sample	26
Sampling Tolerances	28
The Questionnaire	31

INTRODUCTION

Objectives

This volume provides marginal and regional results of the second of two surveys conducted by The Gallup Organization to provide the Federal Energy Administration with information about the general public's behavior and attitudes at the time of the energy emergency in early 1977. The second survey conducted in March 1977 was designed to obtain information about actions taken by the public to save energy including such things as the temperature in their home, home insulation, and what has been done to save gasoline. Reactions to various possible governmental policies designed to save energy were also measured.

Method

The survey was conducted on March 12, 13, and 14 by telephone with a national sample of 1041 adults, 18 years of age and older, living in telephone households. Interviews were made in the approximately 300 areas making up The Gallup Organization's national probability sample of interviewing areas. Additional information about the design and composition of the sample and tables of sampling tolerances to have in mind when examining the results will be found in the Technical Appendices at the end of this report.

Areas of the Country Analyzed

The results reported are based on the following divisions of the country:

North: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Maryland, Delaware, West Virginia, District of Columbia, Virginia, Kentucky, Ohio, Michigan, Indiana, Illinois, Wisconsin, Minnesota, Iowa, Missouri, North Dakota,

South Dakota, Nebraska, Kansas

2

South: North Carolina, South Carolina, Georgia, Florida, Tennessee, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma, Texas

West: Montana, Arizona, Colorado, Idaho, Wyoming, Utah, Nevada, New Mexico, California, Oregon, and Washington

The Questionnaire

The copy of the questionnaire will be found in the Appendices at the end of the report.

THE REGIONAL AND NATIONAL RESULTS

All results are based on all interviews in each of the areas indicated except where the number of interviews for sub-samples are reported.

The number of interviews for each question based on the total sample are as follows:

	<u>Number of Interviews</u>
North	593
South	261
West	<u>187</u>
Total	1041

	<u>North</u>	<u>South</u>	<u>West</u>	<u>Total</u>
	%	%	%	%
Q.1a. "In your area is the weather <u>today</u> colder than usual, about the same as usual, or warmer than usual?"				
Colder	9	9	28	12
Same	26	39	44	32
Warmer	62	49	28	54
Can't Say	<u>3</u>	<u>3</u>	<u>*</u>	<u>2</u>
Total	100	100	100	100

Q.1b. Based on Warmer 1a

"Is it much warmer or somewhat warmer?"

Much Warmer	40	33	19	37
Somewhat warmer	59	67	79	62
Can't Say	<u>1</u>	<u>*</u>	<u>2</u>	<u>1</u>
Total	100	100	100	100
Number of Interviews	383	124	53	560

	<u>North</u>	<u>South</u>	<u>West</u>	<u>Total</u>
	%	%	%	%

1c. Based on Colder 1a

"Is it much colder or somewhat colder?"

Much Colder	14	40	14	18
Somewhat Colder	65	51	79	68
Can't Say	<u>21</u>	<u>9</u>	<u>7</u>	<u>14</u>
Total	100	100	100	100
Number of Interviews	46	23	53	122

2a. *"Was your January fuel bill much higher, somewhat higher, about the same, or lower than your January fuel bill of a year ago?"*

Much higher	63	66	28	58
Somewhat higher	17	18	22	18
About the same	5	10	16	8
Lower	2	1	16	4
Don't Know	<u>12</u>	<u>5</u>	<u>18</u>	<u>12</u>
Total	99	100	100	100

2b. *"Given the weather in January, do you think your fuel bill was reasonable, somewhat too high or much too high?"*

Reasonable	24	28	39	27
Somewhat too high	28	27	23	27
Much too high	34	37	27	34
Can't Say	<u>14</u>	<u>7</u>	<u>11</u>	<u>12</u>
Total	100	99	100	100

	<u>North</u>	<u>South</u>	<u>West</u>	<u>Total</u>
	%	%	%	%
3a. "Have you or anyone else living in your house done anything since Thanksgiving to cut down on your heating and lighting?"				
Yes	87	77	80	84
No	11	22	18	15
Don't Know	<u>2</u>	<u>1</u>	<u>2</u>	<u>1</u>
Total	100	100	100	100

3b. Based on Yes in 3a

"What has been done? Anything
else?"

Turn Off Lights	56	58	59	56
Use Less Hot Water	6	15	19	10
Insulated Attic	10	4	6	8
Insulated Walls	5	2	2	4
Caulked or Weatherstripped Doors or Windows	13	9	3	11
Put in Storm Windows	4	2	5	4
Plastic Sheeting on Windows	6	7	4	6
Set Back Thermostat, Reduced Heat	81	80	72	79
Closed off Heat to Unused Rooms	11	19	10	12
Serviced Furnace	1	2	1	1
Something Else	26	27	27	26
Number of Interviews	520	196	148	864

<u>North</u>	<u>South</u>	<u>West</u>	<u>Total</u>
%	%	%	%

3c. Based on Yes in 3a

"Which, if any, of these things you mentioned did you also do a year ago in the winter of 1975 and early 1976?"

Turn off lights	20	14	28	20
Use less hot water	0	6	9	3
Insulated attic	2	1	1	1
Insulated walls	1	0	0	1
Caulked or weatherstripped doors or windows	4	1	1	3
Put in storm windows	1	2	0	1
Plastic sheeting on windows	2	2	*	2
Set back thermostat, reduced heat	27	23	34	28
Closed off heat to unused rooms	3	5	5	3
Serviced furnace	1	0	1	1
Something else	6	3	8	6
None of them	54	64	43	54
Number of interviews	520	196	148	864

4a. *"Do you have a thermostat in your home to control the heat?"*

Yes	92	68	83	85
No	8	32	17	15
Total	100	100	100	100

4b. Based on Yes 4a

"At what temperature was your thermostat set during the day today?"

Average setting	66	65	65	66
Number of Interviews	546	184	157	887

4c. Based on Yes in 4a

"Do you ever change your thermostat's setting at night when you go to bed or is it the same at night as during the day?"

	<u>North</u>	<u>South</u>	<u>West</u>	<u>Total</u>
	%	%	%	%
Yes, change it	56	66	60	58
Sometimes Change	7	6	12	8
Same day and night	36	26	27	33
Don't Know	<u>1</u>	<u>3</u>	<u>1</u>	<u>1</u>
Total	100	101	100	100
Number of Interviews	546	184	157	887

4d. If yes or sometimes in 4c

"Did you change the thermostat setting last night or was it the same as during the day?"

Changed	62	53	83	64
Same	34	41	17	32
Don't Know	<u>4</u>	<u>7</u>	<u>-</u>	<u>4</u>
Total	100	101	100	100
Number of Interviews	350	131	118	599

4e. If Yes or Sometimes in 4c

"By how many degrees did you change it?"

1°	0	0	0	0
2°	6	3	1	4
3°	9	1	2	6
4°	7	3	5	6
5°	19	10	21	18
6°	4	5	3	4
7°	1	4	4	2
8°	5	3	6	4
9°	0	0	3	1
10 or more °	10	14	16	14
Turned off	8	21	27	12
Don't Know	31	35	13	29
Number of Interviews	350	131	118	599

<u>North</u>	<u>South</u>	<u>West</u>	<u>Total</u>
%	%	%	%

8

4f. If Yes or Sometimes in 4c

"Was it set up or down?"

Up	4	4	16	6
Down	68	56	75	67
Not asked (4d = same)	<u>28</u>	<u>40</u>	<u>9</u>	<u>27</u>
Total	100	100	100	100
Number of Interviews	350	131	118	599

4g. Based on Yes in Q. 4a

*"In order to save more fuel
how many more degrees would you be
willing to set your thermostat back
during the day and at night?"*

During Day	0	51	46	53	50
	1°	1	0	0	*
	2°	8	6	8	7
	3°	8	6	5	7
	4°	5	2	2	4
	5°	11	9	15	11
	6°	*	2	*	1
	7°	*	2	*	1
	8°	1	1	1	1
	9°	0	1	0	*
	10 or more	5	11	11	7
	Don't Know	11	13	6	11
	Number of Interviews	546	184	157	887

* Less than 1%

4g. (Continued -- Night)

	<u>North</u>	<u>South</u>	<u>West</u>	<u>Total</u>
	%	%	%	%
0	47	45	54	48
1°	*	1	0	1
2°	10	4	5	8
3°	6	5	6	6
4°	5	6	3	4
5°	13	11	15	13
6°	1	1	*	1
7°	*	2	*	1
8°	2	1	0	1
9°	*	*	1	*
10 or more	5	12	9	7
Don't Know	<u>11</u>	<u>11</u>	<u>7</u>	<u>10</u>
Total	100	99	100	100
Number of Interviews	546	184	157	887

4h. "Was your thermostat setting lower than the setting at this season a year ago?"

Yes	57	53	52	56
No	16	8	22	16
Same	11	20	11	12
Don't Know	<u>16</u>	<u>19</u>	<u>16</u>	<u>16</u>
Total	100	100	101	100

5a. Based on No in 4a

"Do you have a thermometer you use to check the temperature in your home?"

Yes	45	41	34	41
No	51	57	66	57
Don't Know	<u>4</u>	<u>2</u>	<u>-</u>	<u>2</u>
Total	100	100	100	100
Number of Interviews	47	77	30	154

5b. "What is your best estimate of the temperature in your home during the day today?"

	<u>North</u>	<u>South</u>	<u>West</u>	<u>Total</u>	10
	%	%	%	%	

Average degrees	66	68	64	67	
-----------------	----	----	----	----	--

5c. "Do you ever change the temperature at night or is it the same as during the day?"

Change at night	16	45	30	32
Sometimes change	15	5	22	12
Same as day	20	33	30	28
Can't Say	<u>49</u>	<u>16</u>	<u>19</u>	<u>28</u>
Total	100	99	101	100

5d. Based on Changed or Sometimes in 5c

"Did you change the temperature last night or is it the same as during the day?"

Changed	49	69	76	66
Same	27	27	24	26
Don't Know	<u>24</u>	<u>4</u>	<u>-</u>	<u>8</u>
Total	100	100	100	100
Number of Interviews	16	41	17	74

5e. Based on No to 4a

"Is the temperature in your home today lower than it was at this season last year?"

Yes	24	25	26	25
No	18	31	39	28
Don't Know	<u>58</u>	<u>44</u>	<u>35</u>	<u>47</u>
Total	100	99	100	100
Number of Interviews	47	77	30	154

<u>North</u>	<u>South</u>	<u>West</u>	<u>Total</u>	11
%	%	%	%	

5f. "In order to save home heating fuel, how many more degrees would you be willing to lower your home's temperature during the day and at night?"

Day	0	13	36	59	33
	1°	3	0	0	1
	2°	4	1	0	2
	3°	0	4	0	2
	4°	3	2	0	2
	5°	13	17	4	13
	6°	0	0	0	-
	7°	0	0	0	-
	8°	0	0	0	-
	9°	0	0	0	-
	10 or more °	11	7	7	8
	Don't Know	<u>53</u>	<u>33</u>	<u>30</u>	<u>39</u>
	Total	100	100	100	100
Night	0	11	31	54	29
	1°	3	1	0	1
	2°	2	0	0	1
	3°	0	4	0	2
	4°	2	1	0	1
	5°	13	15	10	13
	6°	0	2	0	1
	7°	0	1	0	1
	8°	0	1	0	*
	9°	0	1	0	1
	10 or more°	11	10	1	9
	Don't Know	<u>58</u>	<u>33</u>	<u>35</u>	<u>42</u>
	Total	100	100	100	101

<u>North</u>	<u>South</u>	<u>West</u>	<u>Total</u>
%	%	%	%

6. Based on Total

"Do you think it would save energy to turn down the thermostat 1 or 2 degrees or do you think the thermostat would have to be turned down 5 degrees or more in order to save energy?"

One or two degrees saves	40	23	40	37
Five degrees or more saves	48	58	49	50
Don't Know	<u>12</u>	<u>19</u>	<u>11</u>	<u>13</u>
Total	100	100	100	100
Number of Interviews	593	261	187	1041

7a. Based on Total

"As of one year ago, was there any insulation in your attic or the ceiling of your house if you have no attic?"

Yes	70	59	54	65
No	16	30	27	21
No attic	7	6	10	7
Don't Know	<u>7</u>	<u>5</u>	<u>9</u>	<u>7</u>
Total	100	100	100	100
Number of Interviews	593	261	187	1041

7b. *"Was insulation in the attic or house ceiling when you moved into the house or did you put it in since you moved in?"*

Had when moved in	51	52	47	50
Put in where none existed	17	9	9	14
Added to existing insulation	10	5	6	8
Don't Know	12	10	18	13
Not Applicable	<u>10</u>	<u>23</u>	<u>20</u>	<u>15</u>
Total	100	99	100	100

7c. "Has any new insulation been put in your attic or house ceiling in the past year?"

	<u>North</u>	<u>South</u>	<u>West</u>	<u>Total</u>
	%	%	%	%
Yes	18	10	8	15
No	73	74	83	75
No Attic	2	1	5	2
Don't Know	<u>7</u>	<u>15</u>	<u>4</u>	<u>8</u>
Total	100	100	100	100

7d. If Yes to Q.7c Ask 7d, 7e

"Was it put in before or after Thanksgiving?"

Before	65	71	57	65
After	35	20	31	32
Not Sure	<u>*</u>	<u>9</u>	<u>12</u>	<u>3</u>
Total	100	100	100	100
Number of Interviews	101	25	15	141

7e. "Did you, another member of your family or did someone you hire put the insulation in your attic or ceiling?"

Self	47	22	37	42
Family Member	27	24	11	25
Hired Person	24	52	46	30
Don't Know	<u>3</u>	<u>4</u>	<u>6</u>	<u>3</u>
Total	101	102	100	100

7f. If no to Q. 7c ask:

"Have you considered and then rejected adding to the insulation in your attic?"

Yes	24	18	17	22
No	57	59	61	58
Don't Know	<u>19</u>	<u>23</u>	<u>22</u>	<u>20</u>
Total	100	100	100	100
Number of Interviews	439	202	157	798

<u>North</u>	<u>South</u>	<u>West</u>	<u>Total</u>
%	%	%	%

7g. Ask Everyone:

"Do you think adding more insulation than you have will help to save energy?"

Yes	47	49	48	47
No	34	27	37	33
Don't Know	<u>19</u>	<u>24</u>	<u>15</u>	<u>20</u>
Total	100	100	100	100

8. *"Have you done anything since Thanksgiving to reduce your consumption of gasoline?"*

Yes	40	41	43	41
No	48	47	48	48
Don't Use Car	10	11	7	10
Undesignated	<u>2</u>	<u>1</u>	<u>2</u>	<u>1</u>
Total	100	100	100	100

8b. If Yes to Q. 8:

"What have you done? Anything else?"

Drove slower	7	21	2	9
Done less driving	76	74	71	75
Used a car pool	10	11	16	11
Taken bus or train	4	5	5	4
Used bicycle	3	2	8	3
Walked	10	11	6	10
Bought more efficient car	7	4	11	7
Something else	14	9	16	13
Number of Interviews	226	117	82	425

	<u>North</u>	<u>South</u>	<u>West</u>	<u>Total</u>
	%	%	%	%
9a. "Do you work away from home?"				
Yes	56	58	56	56
No	30	32	27	30
Not employed	13	7	17	12
Undesignated	<u>1</u>	<u>3</u>	<u>*</u>	<u>2</u>
Total	100	100	100	100

9b. If Yes to Q. 9a, Ask 9b,c

"Has the temperature in the place where you work been kept lower than usual since Christmas?"

Yes	59	64	50	59
No	26	21	24	24
Don't Know	5	5	16	7
Work Outdoors	<u>10</u>	<u>10</u>	<u>10</u>	<u>10</u>
Total	100	100	100	100
Number of Interviews	348	149	110	607

9c. "If your employer had a small bus that would take you door to door to and from work for a monthly fee, would you use it?"

Yes	52	58	55	54
No	36	27	30	33
Maybe, it depends	9	9	9	9
Not Sure	<u>3</u>	<u>6</u>	<u>6</u>	<u>4</u>
Total	100	100	100	100

10a. "Do you think there is a real energy shortage or not?"

Yes	44	44	56	46
No	38	34	28	35
Don't Know	<u>18</u>	<u>22</u>	<u>16</u>	<u>19</u>
Total	100	100	100	100

	<u>North</u>	<u>South</u>	<u>West</u>	<u>Total</u>
	%	%	%	%
10b. "How concerned are you about a shortage of fuel -- very concerned, somewhat concerned, or not concerned?"				
Very Concerned	37	46	43	40
Somewhat Concerned	50	40	47	47
Not Concerned	10	11	9	10
Don't Know	<u>3</u>	<u>3</u>	<u>1</u>	<u>3</u>
Total	100	100	100	100

11. "Do you think there will be a fuel shortage every year, occasionally, or never again?"				
Every year	47	46	58	49
Occasionally	38	32	27	35
Never Again	3	5	3	3
Don't Know	<u>12</u>	<u>17</u>	<u>12</u>	<u>13</u>
Total	100	100	100	100

12. "Please tell me whether you agree or disagree with the following statements which I will read"

12a. "People don't obey the 55 miles per hour speed limit on the highway because nobody else does?"

Agree	52	58	46	52
Disagree	40	33	51	40
Don't Know	<u>8</u>	<u>9</u>	<u>3</u>	<u>8</u>
Total	100	100	100	100

12b. "Raising the price of fuel isn't fair, because rich people will use all they want any way?"

Agree	70	67	61	67
Disagree	24	24	33	26
Don't Know	<u>6</u>	<u>9</u>	<u>6</u>	<u>7</u>
Total	100	100	100	100

	<u>North</u>	<u>South</u>	<u>West</u>	<u>Total</u>
	%	%	%	%
12c. "Consumers have the right to use as much energy as they want to and can afford to?"				
Agree	26	32	20	26
Disagree	69	62	70	68
Don't Know	<u>5</u>	<u>6</u>	<u>10</u>	<u>6</u>
Total	100	100	100	100

12d. "People should be allowed to drive their cars and heat their homes as much as they want to even if we all become dependent on foreign countries for oil and gas?"

Agree	11	10	7	10
Disagree	82	81	86	83
Don't Know	<u>7</u>	<u>9</u>	<u>7</u>	<u>7</u>
Total	100	100	100	100

12e. "I would like my gas or electric utility company to put more insulation in my attic and let me pay for it on time as part of my gas or electric bill?"

Agree	25	31	32	27
Disagree	68	57	52	63
Don't Know	<u>7</u>	<u>12</u>	<u>16</u>	<u>10</u>
Total	100	100	100	100

12f. "What I do doesn't make an important contribution to helping solve this country's energy problem?"

Agree	21	24	19	21
Disagree	75	71	78	75
Don't Know	<u>4</u>	<u>5</u>	<u>3</u>	<u>4</u>
Total	100	100	100	100

	<u>North</u>	<u>South</u>	<u>West</u>	<u>Total</u>
	%	%	%	%

13. "Do you think the government should do anything to help solve the energy problem?"

Yes	92	87	86	90
No	4	6	7	5
Don't Know	<u>4</u>	<u>7</u>	<u>7</u>	<u>5</u>
Total	100	100	100	100

14. "There are a number of things the government could do to get people to cut down on how much gas, oil, and electricity they use. For each of the statements I will read about what the government might do, please tell me if you agree or disagree with the statement. The first one is:"

- 14a. "The government should increase taxes on heating fuels and gasoline to discourage their use?"

Agree	7	14	10	9
Disagree	91	80	85	88
Don't Know	<u>2</u>	<u>6</u>	<u>5</u>	<u>3</u>
Total	100	100	100	100

- 14b. "The government should make car buyers pay an extra tax of several hundred dollars if they buy a car that gets poor gas mileage?"

Agree	37	33	43	37
Disagree	56	56	49	55
Don't Know	<u>7</u>	<u>11</u>	<u>8</u>	<u>8</u>
Total	100	100	100	100

- 14c. "The government should give car buyers a tax rebate if they buy a car that gets very good gasoline mileage"

Agree	55	56	57	55
Disagree	41	35	35	39
Don't Know	<u>4</u>	<u>9</u>	<u>8</u>	<u>6</u>
	100	100	100	100

14d. "The government should charge a tax of 25 cents an hour for parking in addition to the usual charge so that fewer people will drive alone?"

	<u>North</u> %	<u>South</u> %	<u>West</u> %	<u>Total</u> %
Agree	21	23	26	22
Disagree	74	69	69	72
Don't Know	<u>5</u>	<u>8</u>	<u>5</u>	<u>6</u>
Total	100	100	100	100

14e. "The government should give tax rebates to people who install extra insulation or buy storm windows or solar heaters?"

	<u>North</u> %	<u>South</u> %	<u>West</u> %	<u>Total</u> %
Agree	59	54	62	59
Disagree	35	37	26	34
Don't Know	<u>6</u>	<u>9</u>	<u>11</u>	<u>7</u>
Total	100	100	99	100

14f. "The government should require that appliances be more efficient in their use of energy even if they cost more?"

	<u>North</u> %	<u>South</u> %	<u>West</u> %	<u>Total</u> %
Agree	77	65	71	74
Disagree	17	23	18	18
Don't Know	<u>6</u>	<u>12</u>	<u>11</u>	<u>8</u>
Total	100	100	100	100

14g. "The government should inform people by using T.V. radio and newspapers on ways to cut down on the use of gas, oil, and electricity?"

	<u>North</u> %	<u>South</u> %	<u>West</u> %	<u>Total</u> %
Agree	88	86	88	88
Disagree	9	10	7	9
Don't Know	<u>3</u>	<u>4</u>	<u>5</u>	<u>3</u>
Total	100	100	100	100

	<u>North</u>	<u>South</u>	<u>West</u>	<u>Total</u>
	%	%	%	%
14h. "The government should investigate the oil and gas companies to make sure they are not holding back on production?"				
Agree	96	91	87	94
Disagree	3	6	7	4
Don't Know	<u>1</u>	<u>3</u>	<u>6</u>	<u>2</u>
Total	100	100	100	100
14i. "The government should allow the oil companies to drill for oil and gas off the shore even if there is some risk of polluting the ocean water and beaches?"				
Agree	46	45	40	45
Disagree	42	41	45	42
Don't Know	<u>12</u>	<u>14</u>	<u>15</u>	<u>13</u>
Total	100	100	100	100
14j. "The government should not allow electric companies to build nuclear power plants until better safety standards are met?"				
Agree	59	49	49	55
Disagree	31	31	35	32
Don't Know	<u>10</u>	<u>20</u>	<u>16</u>	<u>13</u>
Total	100	100	100	100
15. "Do you think the best way to get people to save energy is by passing and enforcing laws or by encouraging them to save energy voluntarily?"				
By Laws	21	20	20	21
Voluntarily	73	71	68	71
Don't Know	<u>6</u>	<u>9</u>	<u>12</u>	<u>8</u>
Total	100	100	100	100

16a. "In which of these types of structures do you live -- a single family house, an apartment house, a mobile home, or some other structure?"

	<u>North</u>	<u>South</u>	<u>West</u>	<u>Total</u>
	%	%	%	%
Single Family	82	87	81	83
Apartment	12	5	13	11
Mobile home	2	5	4	3
Other Type	4	2	*	3
Undesignated	<u>0</u>	<u>1</u>	<u>2</u>	<u>*</u>
Total	100	100	100	100

16b. If Single Family house:

"Is it detached, or an attached row, town house or duplex?"

Detached	91	97	100	94
Attached row, town house or duplex	8	3	*	6
Undesignated	<u>1</u>	<u>*</u>	<u>0</u>	<u>*</u>
Total	100	100	100	100
Number of Interviews	493	231	152	876

16c. If apartment:

"Is it five stories or more?"

Yes	19	0	9	15
No, No Answer	<u>81</u>	<u>100</u>	<u>91</u>	<u>85</u>
Total	100	100	100	100
Number of Interviews	66	12	25	103

<u>North</u>	<u>South</u>	<u>West</u>	<u>Total</u>
%	%	%	%

17. "What is the primary fuel used to heat your home?"

Oil	34	16	8	26
Natural Gas	56	53	73	58
Electricity	7	23	13	11
Other	4	7	5	5
Undesignated	<u>0</u>	<u>1</u>	<u>1</u>	<u>*</u>
Total	101	100	100	100

18. "If you received a letter in the mail from President Carter's energy chief asking you for your ideas on energy, how likely would you be to write him a letter back -- are you absolutely certain you would, very likely to, somewhat likely to, or not at all likely to?"

Absolutely certain	37	42	33	37
Very likely	25	28	26	26
Somewhat likely	24	14	23	22
Not at all likely	12	10	14	12
Don't Know	<u>2</u>	<u>6</u>	<u>4</u>	<u>3</u>
Total	100	100	100	100

TECHNICAL APPENDICES

COMPOSITION OF THE SAMPLE

	<u>Per Cent</u>
All Adults	100.0
<u>Sex of Respondent</u>	
Men	47.4
Women	52.6
	<u>100.0</u>
<u>Education of Respondent</u>	
College (Complete and incomplete)	31.6
High School (Complete and incomplete)	53.6
Grade School or No schooling	13.9
Undesignated	.9
	<u>100.0</u>
<u>Age of Respondent</u>	
18 - 34 years	35.5
35 - 49 years	25.6
50 years and older	38.5
Undesignated	.4
	<u>100.0</u>
<u>Annual Family Income*</u>	
\$20,000 or more	25.1
\$15,000 - \$19,999	17.1
\$10,000 - \$14,999	24.9
Under \$10,000	31.3
Undesignated	1.6
	<u>100.0</u>
<u>Size of Community</u>	
1,000,000 and over (including urban fringe)	18.7
250,000 - 999,999 (including urban fringe)	18.5
50,000 - 249,999 (including urban fringe)	17.8
2,500 - 49,999	15.3
Under 2,500	29.7
	<u>100.0</u>

* Obtained during original personal interview in household

Per CentOccupation of Chief Wage Earner

Professional and Business: Professional, technical and kindred workers (e.g., engineers accountants, nurses); Executives (managers, officials, proprietors, public administrators)	27.6
Clerical & Sales: Clerical and kindred workers, (e.g., mail carriers, telephone operators); Sales and kindred workers (e.g., retail clerks, claims examiners)	6.1
Manual Workers: Foremen, craftsmen and kindred workers (e.g., railroad workers, machinists, linesmen, maintenance painters); Operatives and kindred workers (e.g., coal miners, truck drivers, butchers, apprentices); Service workers, laborers	41.6
Farmers: Farm owners, farm managers, farm foremen, farm laborers	2.7
Non-Labor force	20.2
Undesignated	<u>1.8</u> 100.0

Region of the Country **

North	60.8
South	21.8
West	<u>17.4</u> 100.0

** For list of states in each region, see introduction

DESIGN OF THE SAMPLE

Respondents in this survey were interviewed by telephone. The sample of telephone homes was composed of telephone homes reached in a recent Gallup survey conducted by personal interviews in the home. In effect, then, the sampling frame consisted of telephone homes reached in a personal interview in-home survey.

The method of selecting individuals within the household was systematic. Interviewers were instructed to ask first to speak to the youngest man at home; if no man was at home, they asked to speak to the oldest woman. Up to two calls were made at each household to reach a respondent. The obtained sample was adjusted by geographic regions and by educational attainment to fit estimates of these distributions of the adult population living in telephone households.

The following is a description of the sample design of the personal interview survey which provided the frame of telephone households:

The sampling procedure was designed to produce an approximation of the adult civilian population, eighteen years and older, living in the United States, except for those persons in institutions such as prisons or hospitals. It also provides a sample of households or occupied dwelling units.

The design of the sample is that of a replicated, probability sample down to the block level in the case of urban areas, and to segments of townships in the case of rural areas. Approximately three hundred sampling locations are used in each survey.

The sample design included stratification by these four size-of-community strata, using 1970 Census data: (a) cities of population 1,000,000 and over; (b) 250,000 to 999,999; (c) 50,000 to 249,999;

(d) all other population. Each of these strata was further stratified into seven geographic regions: New England, Middle Atlantic, East Central, West Central, South, Mountain, and Pacific. Within each city size - regional stratum, the population was arrayed in geographic order and zoned into equal sized groups of sampling units. Pairs of localities were selected in each zone, with probability of selection of each locality proportional to its population size in the 1970 Census, producing two replicated samples of localities.

Within localities so selected for which the requisite population data are reported, subdivisions were drawn with the probability of selection proportional to size of population. In all other localities, small definable geographic areas were selected with equal probability.

Separately for each survey, within each subdivision so selected for which block statistics are available, a sample of blocks or block clusters is drawn with probability of selection proportional to the number of dwelling units. In all other subdivisions or areas, blocks or segments are drawn at random or with equal probability.

In each cluster of blocks and each segment so selected, a randomly selected starting point is designated on the interviewer's map of the area. Starting at this point, interviewers are required to follow a given direction in the selection of households until their assignment is completed.

Interviewing is conducted at times when adults, in general, are most likely to be at home, which means on weekends, or if on weekdays, after 4:00 P.M. for women and after 6:00 P.M. for men.

SAMPLING TOLERANCES

In interpreting survey results, it should be borne in mind that all sample surveys are subject to sampling error, that is, the extent to which the results may differ from what would be obtained if the whole population surveyed had been interviewed. The size of such sampling errors depends largely on the number of interviews.

The following tables may be used in estimating the sampling error of any percentage in this report. The computed allowances have taken into account the effect of the sample design upon sampling error. They may be interpreted as indicating the range (plus or minus the figure shown) within which the results of repeated samplings in the same time period could be expected to vary, 95 per cent of the time, assuming the same sampling procedure, the same interviewers, and the same questionnaire.

The first table shows how much allowance should be made for the sampling error of a percentage:

Recommended Allowance For Sampling Error of a Percentage						
In Percentage Points (at 95 in 100 confidence level)*						
	-----Sample Size-----					
	<u>1000</u>	<u>750</u>	<u>600</u>	<u>400</u>	<u>200</u>	<u>100</u>
Percentages near 10	2	3	3	4	5	7
Percentages near 20	3	4	4	5	7	9
Percentages near 30	4	4	4	6	8	10
Percentages near 40	4	4	5	6	8	11
Percentages near 50	4	4	5	6	8	11
Percentages near 60	4	4	5	6	8	11
Percentages near 70	4	4	4	6	8	10
Percentages near 80	3	4	4	5	7	9
Percentages near 90	2	3	3	4	5	7

The table would be used in the following manner: Let us say a reported percentage is 33 for a group which includes 1041 respondents. Then we go to row "percentages near 30" in the table and go across to the column headed "1500". The number at this point is 3, which means that the 33 per cent obtained

* The chances are 95 in 100 that the sampling error is not larger than the figures shown.

in the sample is subject to a sampling error of plus or minus 3 points. Another way of saying it is that very probably (95 chances out of 100) the average of repeated samplings would be somewhere between 30 and 36, with the most likely figure the 33 obtained.

In comparing survey results in two samples, such as, for example, men and women, the question arises as to how large must a difference between them be before one can be reasonably sure that it reflects a real difference. In the tables below, the number of points which must be allowed for in such comparisons is indicated.

Two tables are provided. One is for percentages near 20 or 80; the other for percentages near 50. For percentages in between, the error to be allowed for is between those shown in the two tables:

Recommended Allowance for Sampling Error
of the Difference

In Percentage Points
(at 95 in 100 confidence level)*

TABLE A Percentages near 20 or percentages near 80

Size of Sample	<u>750</u>	<u>600</u>	<u>400</u>	<u>200</u>
750	5			
600	5	6		
400	6	6	7	
200	8	8	8	10

TABLE B Percentages near 50

Size of Sample	<u>750</u>	<u>600</u>	<u>400</u>	<u>200</u>
750	6			
600	7	7		
400	7	8	8	
200	10	10	10	12

Here is an example of how the tables would be used: Let us say that 50 per cent of men respond a certain way and 40 per cent of women respond that way also, for a difference of 10 percentage points between them. Can we say with any assurance that the 10-point difference reflects a real difference between men and women on the question? The sample contains approximately 750 men and 750 women.

* The chances are 95 in 100 that the sampling error is not larger than the figures shown.

Since the percentages are near 50, we consult Table B, and since the two samples are about 750 persons each, we look for the number in the column headed "750" which is also in the row designated "750". We find the number 6 here. This means that the allowance for error should be 6 points, and that in concluding that the percentage among men is somewhere between 4 and 16 points higher than the percentage among women we should be wrong only about 5 per cent of the time. In other words, we can conclude with considerable confidence that a difference exists in the direction observed and that it amounts to at least 4 percentage points.

If, in another case, men's responses amount to 22 per cent, say, and women's 24 per cent, we consult Table A because these percentages are near 20. We look in the column headed "750" and see that the number is 5. Obviously, then, the 2-point difference is inconclusive.

OPINION SURVEY

Time Interview
Began

The Gallup Organization, Inc.
Princeton, New Jersey 08540

GO 7745
March 8, 1977
Tel. No. _____

SUGGESTED INTRODUCTION: Hello, I'm (name of interviewer) calling from Princeton, New Jersey. I'm taking a Gallup survey and would like your opinion on topics of interest. I would like to talk to the youngest man who is 18 years of age or older who is at home. (If no men at home ask for) the oldest woman who is 18 years of age or older who is at home. The first question is:

1a. In your area is the weather today colder than usual, about the same as usual, or warmer than usual?

1() Colder 2() Same 3() Warmer V() Can't Say
IF "WARMER" ASK 1b

b. Is it much warmer or somewhat warmer?

1() Much warmer 2() Somewhat warmer
IF "COLDER" ASK 1c

c. Is it much colder or somewhat colder?

1() Much colder 2() somewhat colder

ASK EVERYONE:

2a. Was your January fuel bill much higher, somewhat higher, about the same, or lower than your January fuel bill of a year ago?

1() Much higher 2() Somewhat higher 3() About the same
4() Lower V() Don't Know

2b. Given the weather in January, do you think your fuel bill was reasonable, somewhat too high, or much too high?

1() Reasonable 2() Somewhat too high 3() Much too high
V() Can't Say

3a. Have you or anyone else living in your house done anything since Thanksgiving to cut down on your heating and lighting?

1() Yes 2() No
If "Yes": ASK 3b., 3c

3b. What has been done? (Do not read answers) Anything else?

1() Turn off lights	7() Plastic sheeting on windows
2() Use less hot water	8() Set back thermostat, reduced heat
3() Insulated attic	9() Closed off heat to unused rooms
4() Insulated walls	0() Serviced furnace
5() Caulked or weatherstripped doors or windows	X() Something else
6() Put in storm windows	

3c. Which, if any, of these things you mentioned did you also do a year ago in the winter of 1975 and early 1976?

1() Turn Off Lights	7() Plastic sheeting on windows
2() Use less hot water	8() Set back thermostat, reduced heat
3() Insulated attic	9() Closed off heat to unused rooms
4() Insulated walls	0() Serviced furnace
5() Caulked or weatherstripped doors
or windows	X() Something else
6() Put in storm windows	V() None of them

ASK EVERYONE:

4a. Do you have a thermostat in your home to control the heat?

1() Yes

2() No (SKIP TO QUESTION 5a)

IF "YES" TO QUESTION 4a ASK:

4b. At what temperature was your thermostat set during the day today?

_____ Degrees X() Was turned off V() Don't Know

4c. Do you ever change your thermostat's setting at night when you go to bed or is it the same at night as during the day?

1() Yes, change it

2() Sometimes change

3() Same day and night

V() Don't Know

IF "YES" OR "SOMETIMES CHANGE" TO Q. 4c ASK:

4d. Did you change the thermostat setting last night or was it the same as during the day?

1() Changed

2() Same

V() Don't Know

4e. By how many degrees did you change it? (CIRCLE NUMBER OF DEGREES)

1 2 3 4 5 6 7 8 9 10 or more X() Turned off V() Don't Know

4f. Was it set up or down?

1() Up

2() Down

IF "YES" TO QUESTION 4a ASK:

4g. In order to save more fuel, how many more degrees would you be willing to set your thermostat back during the day and at night? (CIRCLE NUMBER OF DEGREES)

During Day 0(No Change) 1 2 3 4 5 6 7 8 9 X() 10 or more
V() Don't Know

During Night 0(No Change) 1 2 3 4 5 6 7 8 9 X() 10 or more
V() Don't Know

4h. Was your thermostat setting today lower than the setting at this season a year ago?

1() Yes

2() No

3() Same

V() Don't Know

IF "NO" TO QUESTION 4a (NO THERMOSTAT) ASK Q. 5a OTHERS SKIP TO Q.6

5a. Do you have a thermometer you use to check the temperature in your home?

1()Yes

2()No

5b. What is your best estimate of the temperature in your home during the day today?

_____ Degrees

V()Don't Know

5c. Do you ever change the temperature at night or is it the same as during the day?

1()Change at night

2()Sometimes change

3()Same as Day

V()Can't Say

IF CHANGED OR SOMETIMES CHANGED IN 5c ASK 5d

5d. Did you change the temperature last night or was it the same as during the day?

1()Changed

2()Same

V()Don't Know

ASK ALL THOSE WHO SAID "NO" TO Q. 4a QUESTIONS 5e, 5f

5e. Is the temperature in your home today lower than it was at this season last year?

1()Yes

2()No

V()Don't Know

5f. In order to save home heating fuel, how many more degrees would you be willing to lower your home's temperature during the day and at night? (CIRCLE NUMBER)

During the day 0(No Change) 1 2 3 4 5 6 7 8 9 X()10 or more

V()Don't Know

During the night 0(No Change) 1 2 3 4 5 6 7 8 9 X()10 or more

V()Don't Know

ASK EVERYONE:

6. Do you think it would save energy to turn down the thermostat 1 or 2 degrees or do you think the thermostat would have to be turned down 5 degrees or more in order to save energy?

1()One or two degrees saves

2()Five degrees or more saves

V()Don't Know

ASK EVERYONE:

7a. As of one year ago, was there any insulation in your attic or the ceiling of your house if you have no attic?

1()Yes

2()No

X()No attic (live in apt., etc)

V()Don't Know

7b. Was insulation in the attic or house ceiling when you moved into the house or did you put it in since you moved in?

1()Had when moved in

2()Put in where none existed

3()Added to existing insulation

V()Don't Know

7c. Has any new insulation been put in your attic or house ceiling in the past year?

1() Yes 2() No 3() No attic V() Don't Know

IF "YES" TO QUESTION 7c ASK 7d and 7e. OTHERS SKIP TO Q. 8

7d. Was it put in before or after Thanksgiving?

1() Before 2() After V() Not Sure

7e. Did you, another member of your family or did someone you hire put the insulation in your attic or house ceiling?

1() Self 2() Family member 3() Hired person V() Don't Know

IF NO TO QUESTION 7c ASK QUESTION 7f

7f. Have you considered and then rejected adding to the insulation in your attic?

1() Yes 2() No

ASK EVERYONE:

7g. Do you think adding more insulation than you have will help to save energy?

1() Yes 2() No V() Don't Know

ASK EVERYONE:

8. Have you done anything since Thanksgiving to reduce your consumption of gasoline?

1() Yes 2() No V() Don't Use Car

IF "YES": ASK QUESTION 8b

8b. What have you done? (Do Not Read Answers) Anything else?

1() Drove slower 6() Walked
2() Done less driving 7() Bought more efficient car
3() Used a car pool X() Something else
4() Taken bus or train
5() Used bicycle

ASK EVERYONE:

9a. Do you work away from home?

1() Yes 2() No 3() Not employed

IF "YES" TO Q. 9a, ASK 9b and 9c

9b. Has the temperature in the place where you work been kept lower than usual since Christmas?

1() Yes 2() No V() Don't Know
X() Work Outdoors

9c. If your employer had a small bus that would take you door to door to and from work for a monthly fee, would you use it?

1() Yes 2() No 3() Maybe, it depends V() Not Sure

ASK EVERYONE:

P5

10a. Do you think there is a real energy shortage or not?

- 1() Yes 2() No V() Don't Know

10b. How concerned are you about a shortage of fuel -- very concerned, somewhat concerned, or not concerned?

- 1() Very concerned 2() Somewhat Concerned 3() Not Concerned
V() Don't Know

11. Do you think there will be a fuel shortage every year, occasionally, or never again?

- 1() Every year 2() Occasionally 3() Never Again
V() Don't Know

12. Please tell me whether you agree or disagree with the following statements which I will read:

a. People don't obey the 55 miles per hour speed limit on the highway because nobody else does?

- 1() Agree 2() Disagree V() Don't Know

b. Raising the price of fuel isn't fair, because rich people will use all they want any way?

- 1() Agree 2() Disagree V() Don't Know

c. Consumers have the right to use as much energy as they want to and can afford to?

- 1() Agree 2() Disagree V() Don't Know

d. People should be allowed to drive their cars and heat their homes as much as they want to even if we all become dependent on foreign countries for oil and gas?

- 1() Agree 2() Disagree V() Don't Know

e. I would like my gas or electric utility company to put more insulation in my attic and let me pay for it on time as part of my gas or electric bill?

- 1() Agree 2() Disagree V() Don't Know

f. What I do doesn't make an important contribution to helping solve this country's energy problem?

- 1() Agree 2() Disagree V() Don't Know

13. Do you think the government should do anything to help solve the energy problem?

- 1() Yes 2() No V() Don't Know

ASK EVERYONE:

14. There are a number of things the government could do to get people to cut down on how much gas, oil, and electricity they use. For each of the statements I will read about what the government might do, please tell me if you agree or disagree with the statement. The first one is:

a. The government should increase taxes on heating fuels, and gasoline to discourage their use?

- 1() Agree 2() Disagree V() Don't Know

- b. The government should make car buyers pay an extra tax of several hundred dollars if they buy a car that gets poor gas mileage?
- 1() Agree 2() Disagree V() Don't Know
- c. The government should give car buyers a tax rebate if they buy a car that gets very good gasoline mileage?
- 1() Agree 2() Disagree V() Don't Know
- d. The government should charge a tax of 25 cents an hour for parking in addition to the usual charge so that fewer people will drive alone?
- 1() Agree 2() Disagree V() Don't Know
- e. The government should give tax rebates to people who install extra insulation or buy storm windows or solar heaters?
- 1() Agree 2() Disagree V() Don't Know
- f. The government should require that appliances be more efficient in their use of energy even if they cost more?
- 1() Agree 2() Disagree V() Don't Know
- g. The government should inform people by using T.V. radio and newspapers on ways to cut down on the use of gas, oil and electricity?
- 1() Agree 2() Disagree V() Don't Know
- h. The government should investigate the oil and gas companies to make sure they are not holding back on production?
- 1() Agree 2() Disagree V() Don't Know
- i. The government should allow the oil companies to drill for oil and gas off shore even if there is some risk of polluting the ocean water and beaches?
- 1() Agree 2() Disagree V() Don't Know
- j. The government should not allow electric companies to build nuclear power plants until better safety standards are met?
- 1() Agree 2() Disagree V() Don't Know
15. Do you think the best way to get people to save energy is by passing and enforcing laws or by encouraging them to save energy voluntarily?
- 1() By laws 2() Voluntarily V() Don't Know

ASK EVERYONE:

- 16a. In which of these types of structures do you live -- a single family house, an apartment house, a mobile home or some other type?
- 1()Single family 2()Apartment 3()Mobile Home
- 4()Other type

IF SINGLE FAMILY HOUSE IN 16a ASK 16b:

- 16b. Is it detached, or an attached row, town house or duplex?
 1() Detached 2() Attached row, town house or duplex

IF APARTMENT IN 16a ASK 16c:

- 16c. Is it five stories or more?
- 1()Yes 2()No

ASK EVERYONE:

17. What is the primary fuel used to heat your home? (READ ANSWERS)
- 1() Oil 2() Natural Gas 3() Electricity 4() Other
18. If you received a letter in the mail from President Carter's energy chief asking you for your ideas on energy, how likely would you be to write him a letter back -- are you absolutely certain you would, very likely to, somewhat likely to, or not at all likely to?
- 1() Absolutely certain 2() Very likely 3() Somewhat likely
4() Not at all likely V() Don't Know

ASK EVERYONE:

19. Do you own or rent your home?
1()Own 2()Rent 3()Other Arrangement
20. And now just a few questions so that my office will have some information about the background of each respondent.
- What was the last grade or class you COMPLETED in school?
- 1()None, or grades 1 - 4 2()Grades 5,6,7 3()Grade 8
4()High School Inc. Grade 9 - 11 5()High School Grad; Grade 12
6()Technical, Trade, or Business 7()College, University Inc.
8()College, University graduate

21. And what is your age?

Age _____

INTERVIEWER: PLEASE CHECK WHETHER YOU HAVE SPOKEN TO A

22. 1()Man 2()Woman

So that my office can check my work in this interview, if it wants to, may I have your name and address please?

NAME _____

ADDRESS _____

I hereby attest that this is a true and honest interview.

PLACE

COMPUTER

LABEL HERE

DATE _____

TIME INTERVIEW ENDS